Results for
El Cerrito, CA
2023 National
Community Survey™
Civic Communication & Analytics Platform
Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Questions about our product? Visit www.polco.us to learn more

Advanced Survey Science & Performance Analytics
Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Exclusive partners of:
Role of Resident Surveys in Local Governance

- Monitor trends in resident opinion
- Measure government performance
- Inform budget, land use, strategic planning decisions
- Benchmarking to other communities
Facets of Community Livability

- Economy
- Mobility
- Inclusivity & Engagement
- Community Design
- Education, Arts, & Culture
- Utilities
- Health & Wellness
- Safety
- Parks & Recreation
- Natural Environment

THE NCS™
THE NATIONAL COMMUNITY SURVEY™
The NCS™ for El Cerrito, CA

- Survey conducted from November 30, 2022– January 11, 2023
- Mailing approach employed:
  - Probability-based sample of 2,800 randomly selected households
  - 457 total responses received
  - 17% overall response rate
  - Non-probability, open-participation survey: 92 responses
- Results statistically weighted to reflect El Cerrito overall
- 95% confidence interval with a +/- 4.6% margin of error
More than 500 comparison communities across the nation.

Representing the opinions of more than 50 million residents.
Overview of Survey Results
Facets of Community Livability: Quality

<table>
<thead>
<tr>
<th>Facet</th>
<th>Percentage</th>
<th>Comparison to National Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall economic health</td>
<td>29%</td>
<td>Lower</td>
</tr>
<tr>
<td>Overall quality of the transportation system</td>
<td>63%</td>
<td>Higher</td>
</tr>
<tr>
<td>Overall design or layout of residential and commercial areas</td>
<td>57%</td>
<td>Similar</td>
</tr>
<tr>
<td>Overall quality of the utility infrastructure</td>
<td>67%</td>
<td>Similar</td>
</tr>
<tr>
<td>Overall feeling of safety</td>
<td>64%</td>
<td>Higher</td>
</tr>
<tr>
<td>Overall quality of natural environment</td>
<td>71%</td>
<td>Similar</td>
</tr>
<tr>
<td>Overall quality of parks and recreation opportunities</td>
<td>74%</td>
<td>Higher</td>
</tr>
<tr>
<td>Overall health and wellness opportunities</td>
<td>58%</td>
<td>Lower</td>
</tr>
<tr>
<td>Overall opportunities for education, culture, and the arts</td>
<td>45%</td>
<td>Similar</td>
</tr>
<tr>
<td>Residents' connection and engagement with their community</td>
<td>45%</td>
<td>Lower</td>
</tr>
</tbody>
</table>

COMPARISON TO NATIONAL BENCHMARK:
- Higher
- Similar
- Lower
Facets of Community Livability: Importance

PERCENT ESSENTIAL OR VERY IMPORTANT

Overall economic health: 90%
Overall quality of the transportation system: 71%
Overall design or layout of residential and commercial areas: 70%
Overall quality of the utility infrastructure: 84%
Overall feeling of safety: 85%
Overall quality of natural environment: 82%
Overall quality of parks and recreation opportunities: 81%
Overall health and wellness opportunities: 64%
Overall opportunities for education, culture, and the arts: 69%
Residents' connection and engagement with their community: 60%

COMPARISON TO NATIONAL BENCHMARK:
- Higher
- Similar
- Lower
Balancing Quality and Importance
Comparisons to National Benchmarks

- 4 received more positive ratings
- 91 received similar ratings
- 27 received more negative ratings
Comparisons between 2019 to 2023

- 17 received more positive ratings
- 98 received similar ratings
- 32 received more negative ratings
Key Findings
Key Finding #1

The City’s natural environment and parks and recreational opportunities are valued by residents, and both areas are a top priority.
The Natural Environment in El Cerrito

Overall quality of natural environment in El Cerrito, 2022

- Excellent: 18%
- Good: 53%
- Fair: 24%
- Poor: 5%

Please rate each of the following in the El Cerrito community:

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>61%</td>
</tr>
<tr>
<td>Water resources</td>
<td>37%</td>
</tr>
<tr>
<td>Air quality</td>
<td>77%</td>
</tr>
<tr>
<td>Preservation of natural areas</td>
<td>68%</td>
</tr>
<tr>
<td>El Cerrito open space</td>
<td>68%</td>
</tr>
<tr>
<td>Recycling</td>
<td>90%</td>
</tr>
<tr>
<td>Yard waste pick-up</td>
<td>86%</td>
</tr>
</tbody>
</table>

PERCENT EXCELLENT OR GOOD

COMPARISON TO NATIONAL BENCHMARK:
- Higher
- Similar
- Lower
Parks and Recreation in El Cerrito

Overall quality of parks and recreation opportunities, 2022

- Excellent: 23%
- Good: 51%
- Fair: 22%
- Poor: 4%

Availability of paths and walking trails: 76%
City parks: 75%
Fitness opportunities: 73%
Recreation programs or classes: 70%
Recreation centers or facilities: 70%
Recreational opportunities: 69%

Percent excellent or good
Residents generally feel safe in El Cerrito but raise some concerns about property crime and crime prevention.
Safety in El Cerrito

Overall feeling of safety in El Cerrito, 2022

- Excellent: 8%
- Good: 55%
- Fair: 30%
- Poor: 6%

Please rate how safe or unsafe you feel:

PERCENT VERY OR SOMEWHAT SAFE

COMPARISON TO NATIONAL BENCHMARK:

- In your neighborhood during the day: 92%
- In El Cerrito's downtown/commercial area during the day: 79%
- From property crime: 52%
- From violent crime: 74%
- From fire, flood, or natural disaster: 70%
Safety Services in El Cerrito

- 90% Fire services
- 84% Ambulance/Emergency medical services
- 69% Fire prevention/education
- 53% Animal control
- 49% Emergency Preparedness
- 48% Crime Prevention

Percent excellent or good
Safety in El Cerrito

8 in 10 residents gave excellent or good ratings to the El Cerrito Police Department for:
- Treating all residents fairly
- Enforcing the law
- Using appropriate force

7 in 10 residents feel the El Cerrito Police Department protects residents from violent crime.

How much of a priority, if at all, should the City place on the following facility initiatives?
Building a new Public Safety Building (Fire and Police)

- High priority: 14% (N=51)
- Medium priority: 32% (N=122)
- Low priority: 27% (N=101)
- Not a priority: 28% (N=104)
Residents show concern about general affordability and their own economic outlook.
The Economy in El Cerrito

Overall economic health of El Cerrito, 2022

<table>
<thead>
<tr>
<th>Quality</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>26%</td>
</tr>
<tr>
<td>Good</td>
<td>26%</td>
</tr>
<tr>
<td>Fair</td>
<td>44%</td>
</tr>
<tr>
<td>Poor</td>
<td>27%</td>
</tr>
</tbody>
</table>

Please rate each of the following in the El Cerrito community:

- **El Cerrito as a place to work**: 49%
- **El Cerrito as a place to visit**: 38%
- **Overall quality of business and service establishments**: 59%
- **Variety of business and service establishments**: 44%
- **Vibrancy of downtown/commercial area**: 28%
- **Employment opportunities**: 20%
- **Shopping opportunities**: 36%
- **Cost of living**: 21%
- **Economic development**: 35%

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower
Residents value the city's utility infrastructure.
Utilities in El Cerrito

Please rate the quality of each of the following services in El Cerrito:

- Excellent or Good
- Higher
- Similar
- Lower

<table>
<thead>
<tr>
<th>Service</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utility billing</td>
<td>57%</td>
</tr>
<tr>
<td>Power (electric and/or gas) utility</td>
<td>67%</td>
</tr>
<tr>
<td>Storm water management</td>
<td>73%</td>
</tr>
<tr>
<td>Sewer services</td>
<td>91%</td>
</tr>
<tr>
<td>Drinking water</td>
<td>91%</td>
</tr>
<tr>
<td>Garbage collection</td>
<td>89%</td>
</tr>
<tr>
<td>Affordable high speed internet access</td>
<td>49%</td>
</tr>
</tbody>
</table>
13. Please rate the job the City of El Cerrito Police Department does at each of the following:

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enforcing the law</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Using appropriate (not excessive) force on suspects</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Protecting residents from violent crime</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Treating all residents fairly</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

14. How much of a priority, if at all, should the City place on the following facility initiatives?

<table>
<thead>
<tr>
<th>Facility Initiative</th>
<th>High priority</th>
<th>Medium priority</th>
<th>Low priority</th>
<th>Not a priority</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building a new Public Safety Building (Fire and Police)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Building a new Library at the El Cerrito Plaza BART development</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Revitalizing Public Works Maintenance/Corporation Yard Building</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Redeveloping the Community Center</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Rebuilding a Senior Center</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Revitalizing the Clubhouses in City Parks</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

15. How much would you support or oppose limited parking on residential streets during red flag days for potential evacuation in case of an emergency?

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don't know

16. Tell us how much of a priority, if at all, the City should place on each of the following aspects of the community in the next two years.

<table>
<thead>
<tr>
<th>Aspect</th>
<th>High priority</th>
<th>Medium priority</th>
<th>Low priority</th>
<th>Not a priority</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Safety (e.g., community safety and compliance with state and local law)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Parks (e.g., well-maintained parks/landscaped areas, sports facilities, etc.)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Open Space &amp; Trails (e.g., preserving native plants, wildlife, and scenic vistas)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Recreation (e.g., high quality, reasonably priced recreation/leisure activities)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Library (e.g., informing/involving the community)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Senior Services</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Climate Action (e.g., updating Climate Action Plan, efforts towards becoming a carbon-neutral community, etc.)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Facility Initiatives

How much of a priority, if at all, should the City place on the following facility initiatives?

- Building a new Library at the El Cerrito Plaza: 36% High priority, 39% Medium priority, 15% Low priority, 11% Not a Priority
- Rebuilding a Senior Center: 29% High priority, 43% Medium priority, 20% Low priority, 9% Not a Priority
- Redeveloping the Community Center: 20% High priority, 39% Medium priority, 31% Low priority, 9% Not a Priority
- Revitalizing the Clubhouses in City Parks: 19% High priority, 38% Medium priority, 28% Low priority, 15% Not a Priority
- Revitalizing Public Works Maintenance/Corporation Yard Building: 11% High priority, 41% Medium priority, 33% Low priority, 15% Not a Priority
- Building a new Public Safety Building (Fire and Police): 14% High priority, 32% Medium priority, 27% Low priority, 28% Not a Priority
How much would you support or oppose limited parking on residential streets during red flag days for potential evacuation in case of an emergency?
Tell us how much of a priority, if at all, the City should place on each of the following aspects of the community in the next two years.

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percent High or Medium Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks (e.g., well-maintained parks/landscaped areas, sports facilities, etc.)</td>
<td>90%</td>
</tr>
<tr>
<td>Public Safety (e.g., community safety and compliance with state and local law)</td>
<td>88%</td>
</tr>
<tr>
<td>Open Space &amp; Trails (e.g., preserving native plants, wildlife, and scenic vistas)</td>
<td>84%</td>
</tr>
<tr>
<td>Library (e.g., informing/involving the community)</td>
<td>84%</td>
</tr>
<tr>
<td>Senior Services</td>
<td>79%</td>
</tr>
<tr>
<td>Recreation (e.g., high quality, reasonably priced recreation/leisure activities)</td>
<td>78%</td>
</tr>
<tr>
<td>Climate Action (e.g., updating Climate Action Plan, efforts towards becoming a carbon neutral community, etc.)</td>
<td>76%</td>
</tr>
</tbody>
</table>
Summary of Conclusions

• The City’s natural environment and parks and recreational opportunities are valued by residents, and both areas are a top priority.

• Residents generally feel safe in El Cerrito but raise some concerns about property crime and crime prevention.

• Residents show concern about general affordability and their own economic outlook.

• Residents value the city’s utility infrastructure.
Debriefing The Survey Results

What findings did you expect?

What findings were surprising?

Are there areas where you need to dig deeper?

In what areas should you focus?
Continue Resident Engagement on Polco

Don't let the community input and dialogue conclude with the survey.

---

**Post**
- Library of professional civic content
- Easily post custom surveys & polls

**Share**
- Representative samples of households
- Accumulating residents on digital panels

**Analyze**
- Maps, trendlines and dashboards
- Advanced benchmarking analyses
Polco Performance Dashboards

- More participation
- More informed participation
- Better balanced participation
- Good government
- Data driven performance management
- Save staff time and effort

Subscriber Growth Over Time (per week)

- Jan 05, 2023
- 49 New Subscribers
- 3,691 Total Subscribers

1,147

Total Responses

UNCHANGED in the last 30 days
Questions?
Thank you!

Brandon Barnett
Survey Research Team Manager
Polco/National Research Center
brandon@polco.us