



**City of
Santa Clara**
The Center of What's Possible



**City of Santa Clara
Community Survey**
February 2024

About EMC and Community Priorities Project



- ▶ EMC Research is a national full-service opinion research firm serving an extensive and diverse range of public and private sector clients since 1989. We have performed research for the City of Santa Clara dating back to 2018.
- ▶ Our clients include public agencies across the Bay Area and beyond, who rely on us to:
 - Craft insightful research tools,
 - Collect highly accurate data, and
 - Provide analysis that answers their key strategic questions and informs decision-making.
- ▶ The City of Santa Clara engaged EMC Research to perform research to aid in understanding resident satisfaction with the City's efforts around the current Council Priority Areas, and to gauge resident priorities to inform the setting of new Priority Areas.
- ▶ Project lead by Firm Principal Jessica Polsky-Sanchez and Vice President Brendan Kara.

Methodology

- ▶ Survey of Residents aged 18 and older in the City of Santa Clara
- ▶ Total of 600 completed surveys; Margin of Error ± 4.0 percentage points
- ▶ Conducted February 20 – 27, 2024
- ▶ Mixed-mode (telephone, text- and email-to-web) methodology
 - Phone interviews conducted by trained, professional interviewers; landlines and mobile phones included
 - Residents were sent an invitation via email and text to complete the survey online
 - Survey was conducted in English, Spanish, Chinese, Vietnamese, and Korean

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Residents are generally satisfied with life in the City of Santa Clara and the City largely receives good ratings for its provision of services.
- ▶ Issues around homelessness and the availability/development of affordable housing are top concerns and priorities for Santa Clara residents.
- ▶ While public safety is also a top concern, many residents do feel the city is safe. Still, investments in police and first responders are welcome.
- ▶ Other top issues of importance to residents include:
 - Economic development (downtown businesses and boosting the economy),
 - Road and sidewalk maintenance, and
 - Utility (water, sewer, and road) emergency response.

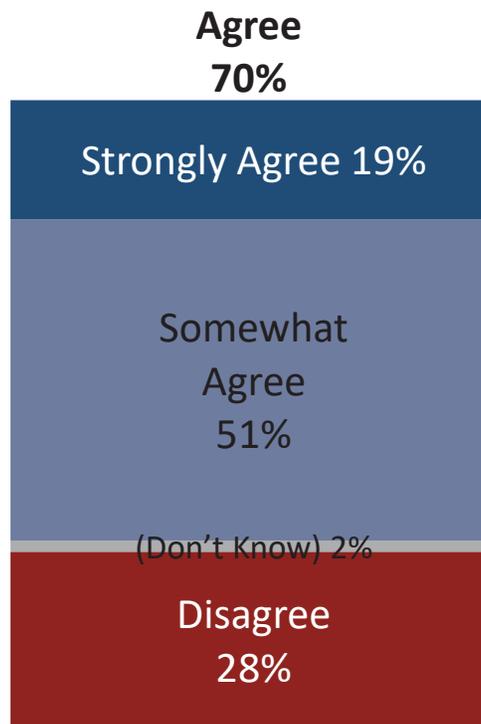
Key City Ratings

A majority of Santa Clara residents rate the City positively on key items.

**The City of Santa Clara
as a place to live**



**I am excited about the
future of Santa Clara**



**The overall job the
City of Santa Clara is doing**



Segmentation

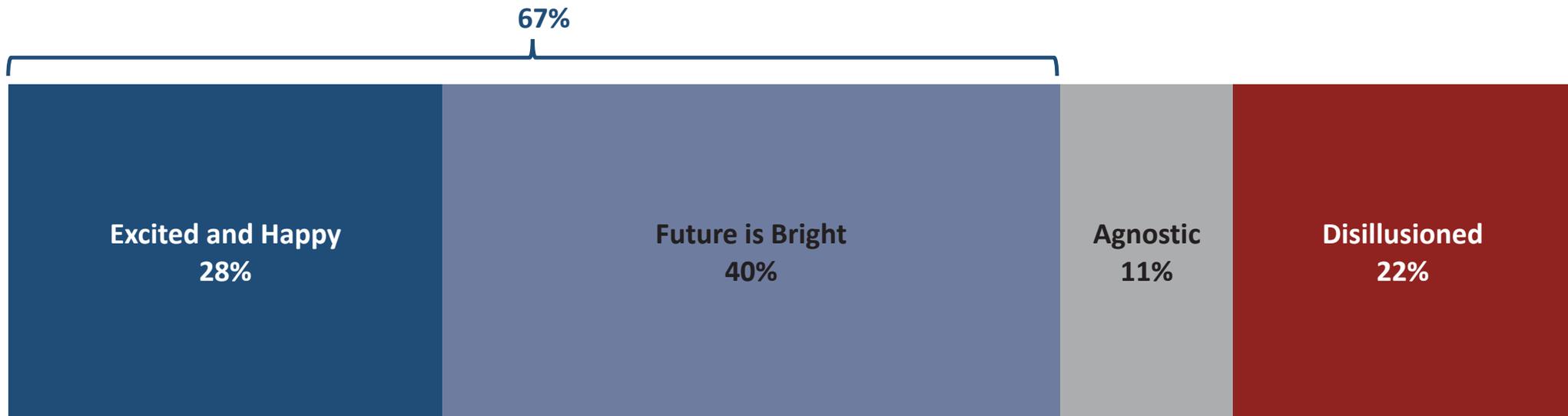
Two thirds of residents have a positive outlook on Santa Clara.

Excited and Happy: Rate Santa Clara as an excellent place to live OR are very satisfied with the overall job the City of Santa Clara is doing AND agree that they are excited for the future of Santa Clara

Future is Bright: Rate Santa Clara as a good place to live OR are somewhat satisfied with the overall job the City of Santa Clara is doing AND agree that they are excited for the future of Santa Clara

Agnostic: Mixed responses or refusal/don't know

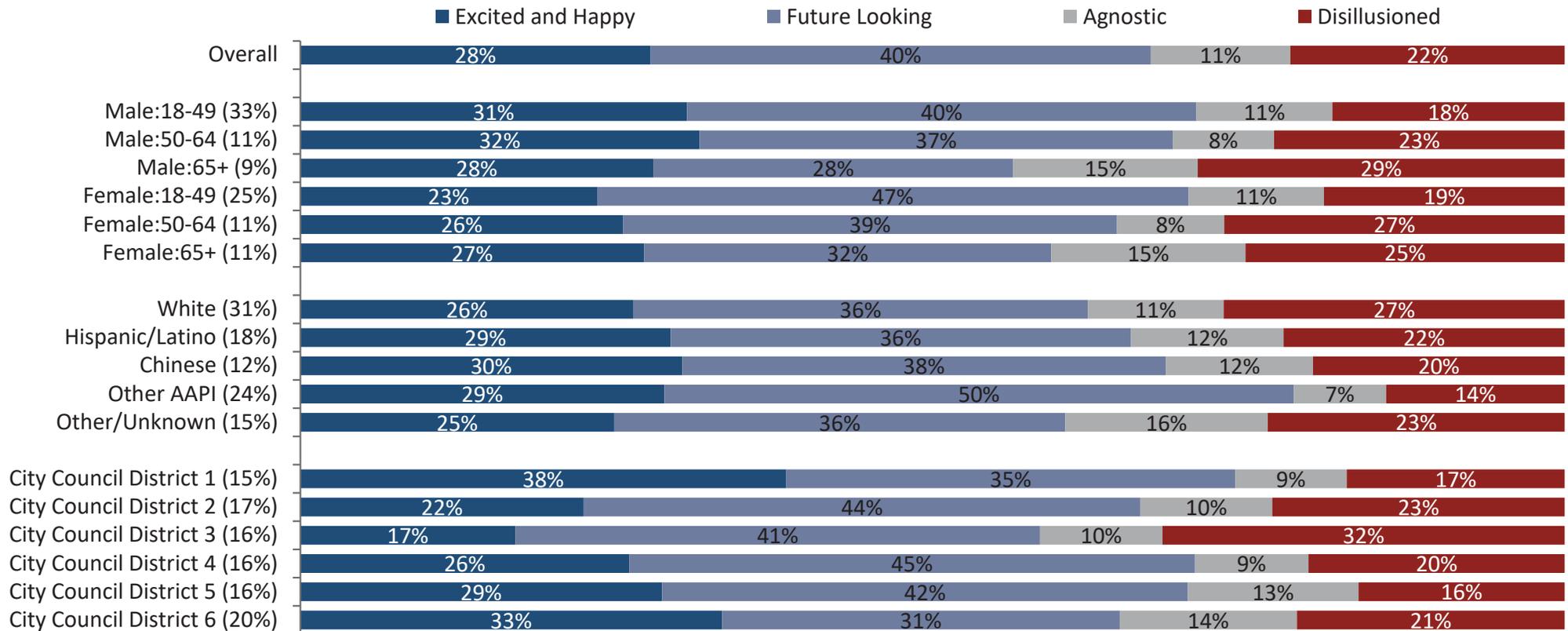
Disillusioned: Rate Santa Clara negatively in a majority of those questions



Segmentation by Subgroups



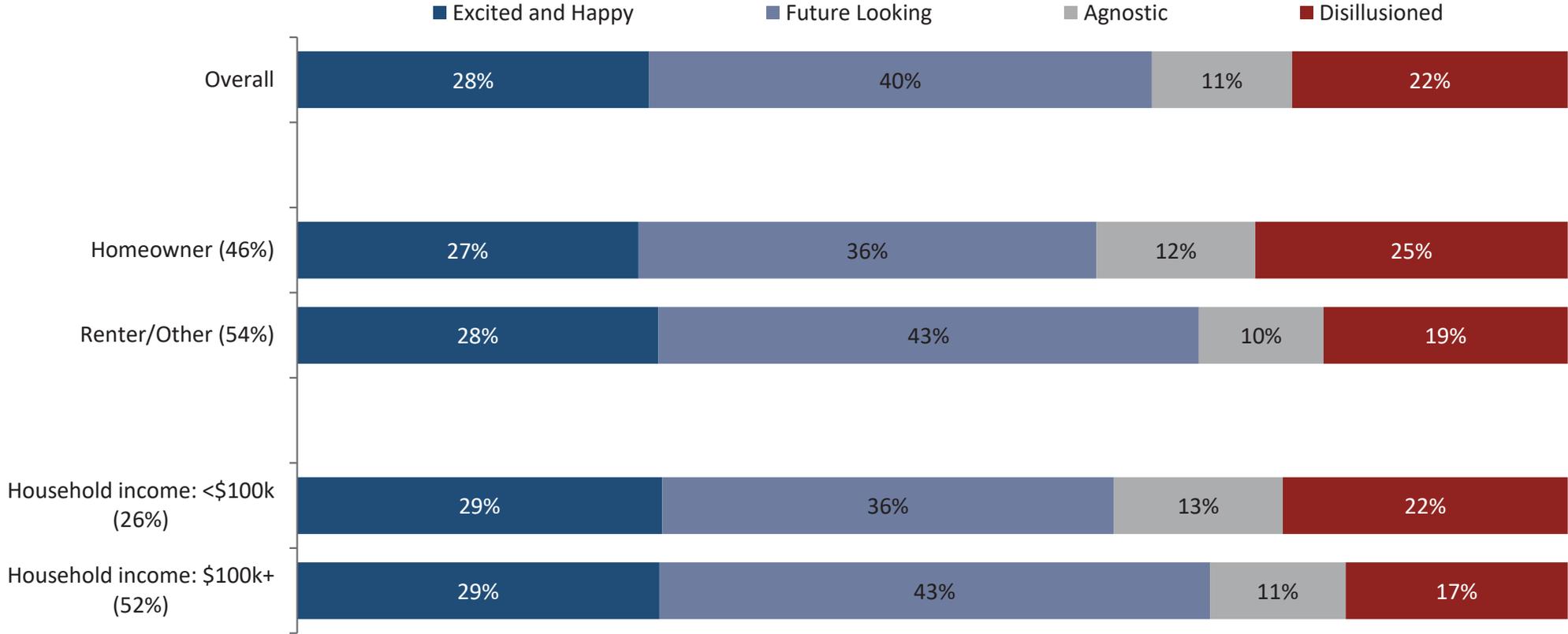
Both men and women under the age of 65, and those in CCDs 1, 4, and 5 are the happiest with life in Santa Clara.



Segmentation by Subgroups

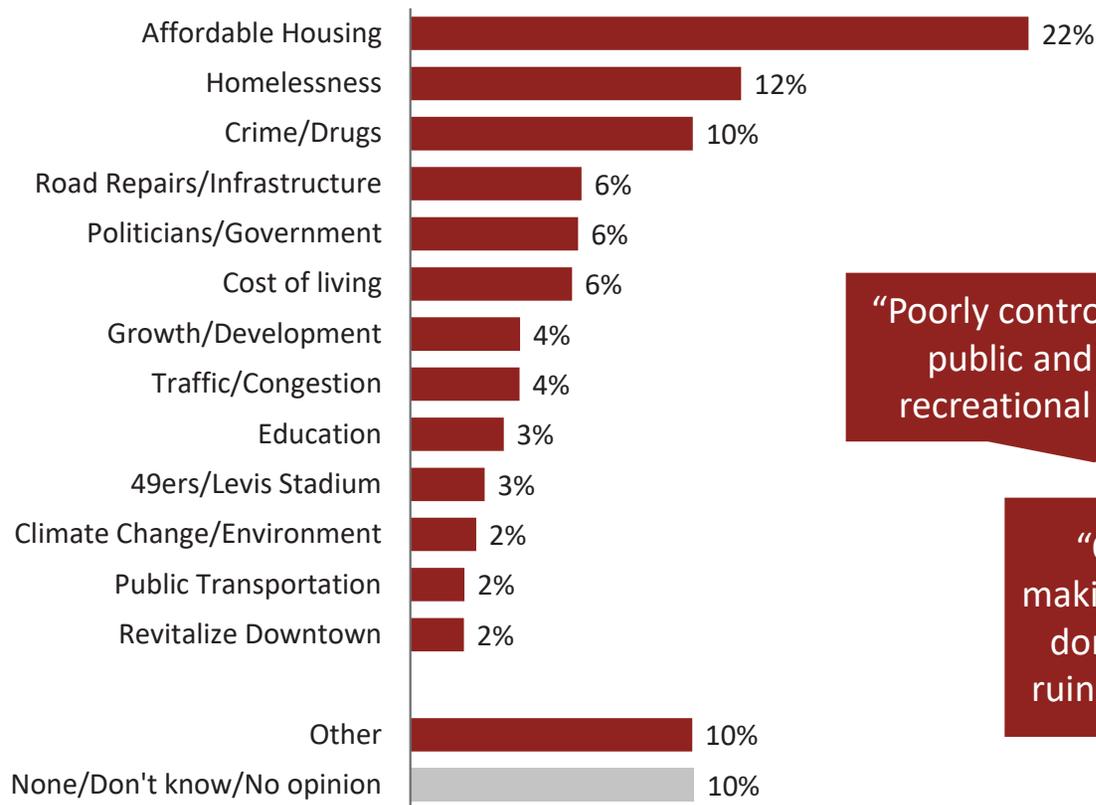


Renters and those with household incomes above \$100k are the happiest with life in Santa Clara.



Most Important Issue (Open Ended)

Affordable housing and homelessness are top of mind issues for residents.



“Maintaining the integrity of the government outside the 49ers.”

“Poorly controlled development at the expense of public and private facilities. This leaves few recreational opportunities in such a large city.”

“Overseeing house ownership and making sure people live in the house and don't just rent it out or do AirBnB. It's ruining neighborhoods and rent prices.”

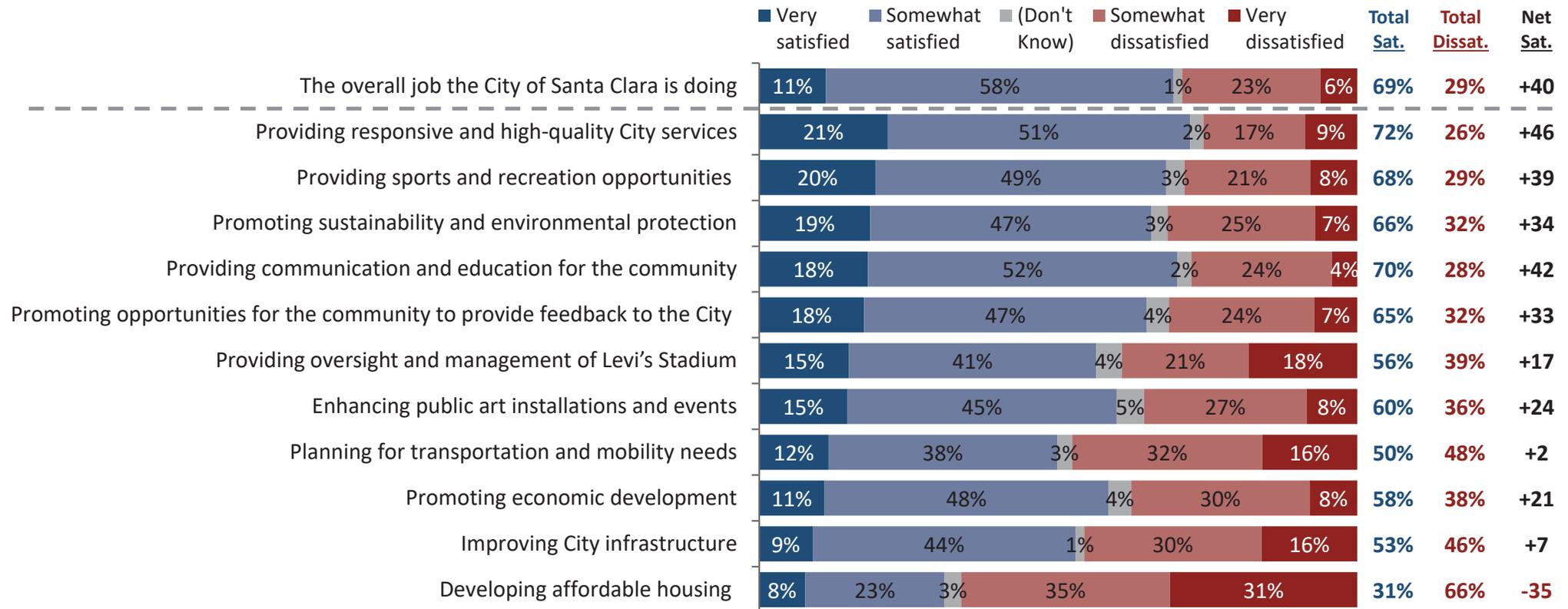


City Ratings

Satisfaction with City Services



A majority of residents are satisfied with specific services the City provides, except for developing affordable housing. As a reflection of the City's pillars, responsiveness and communication rank highly, along with recreation and sustainability.



And generally speaking, are you satisfied or dissatisfied with the job Santa Clara is doing on each of the following?

Pillar and Question Comparison Ratings

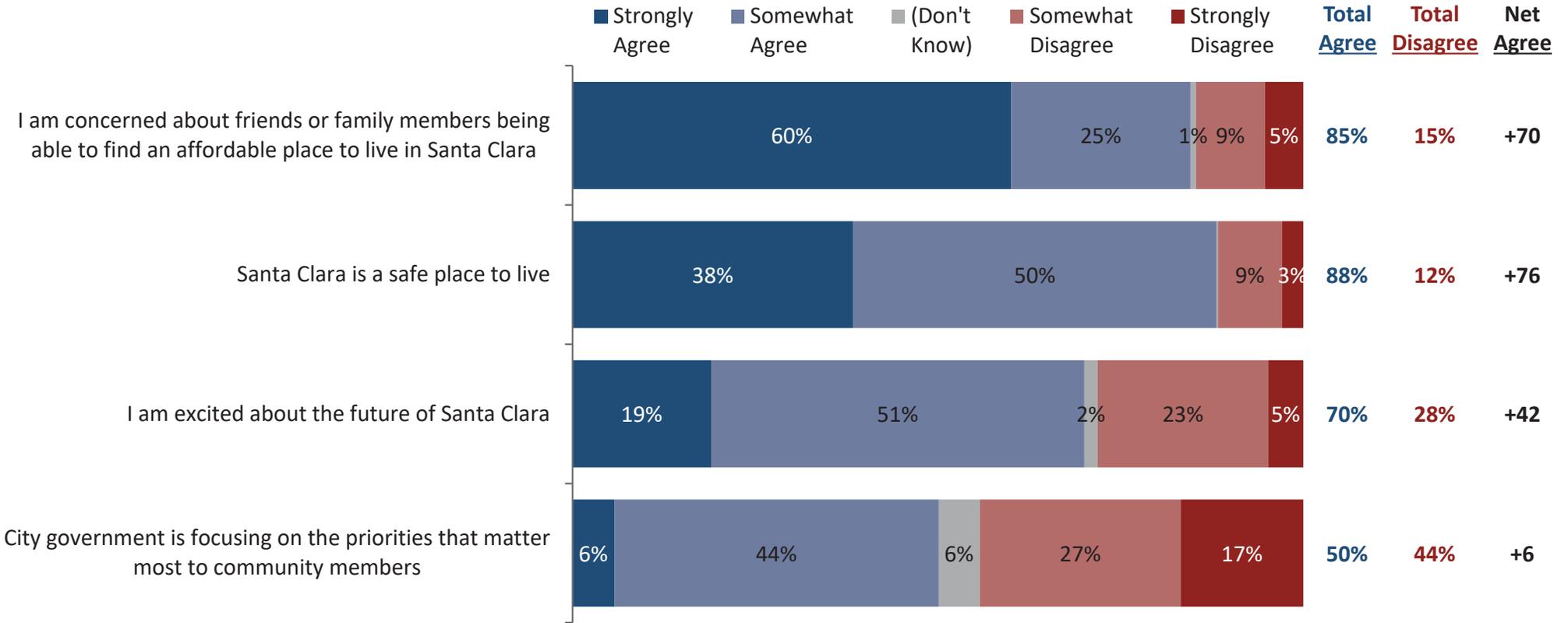


Council Priority Area “Pillars”	Total Satisfied	Question Text
Quality and Efficient City Services and Infrastructure	72%	Providing responsive and high-quality City services
	53%	Improving City infrastructure
Housing, Transportation, and Economic Development	58%	Promoting economic development
	31%	Developing affordable housing
	50%	Planning for transportation and mobility needs
Community Sports, Recreation, and Arts	68%	Providing sports and recreation opportunities
	60%	Enhancing public art installations and events
Managing Levi’s Stadium to Best Support the Community	56%	Providing oversight and management of Levi’s Stadium
Community Engagement and Transparency	70%	Providing communication and education for the community
	65%	Promoting opportunities for the community to provide feedback to the City
Environmental Sustainability and Protection	66%	Promoting sustainability and environmental protection

Various Statements



Availability of affordable housing in Santa Clara is a significant issue, with 3-in-5 residents expressing concern with loved one's ability to find an affordable home. Residents are split on whether the City is focusing on priorities that matter to them.



Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement?

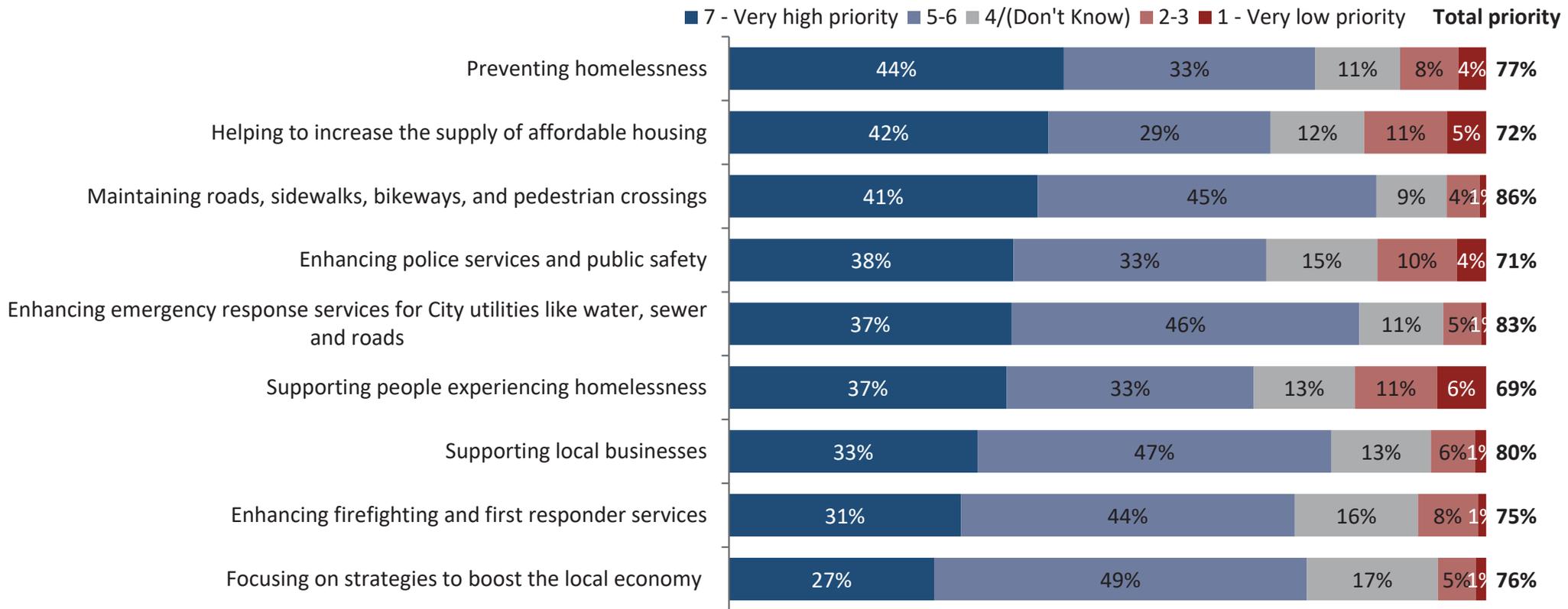


City Priorities

City Priorities



Looking forward, resident priorities have a significant focus on homelessness and affordable housing, but road maintenance enhancing of services for utilities, and supporting local businesses are also areas residents broadly agree should be a focus.

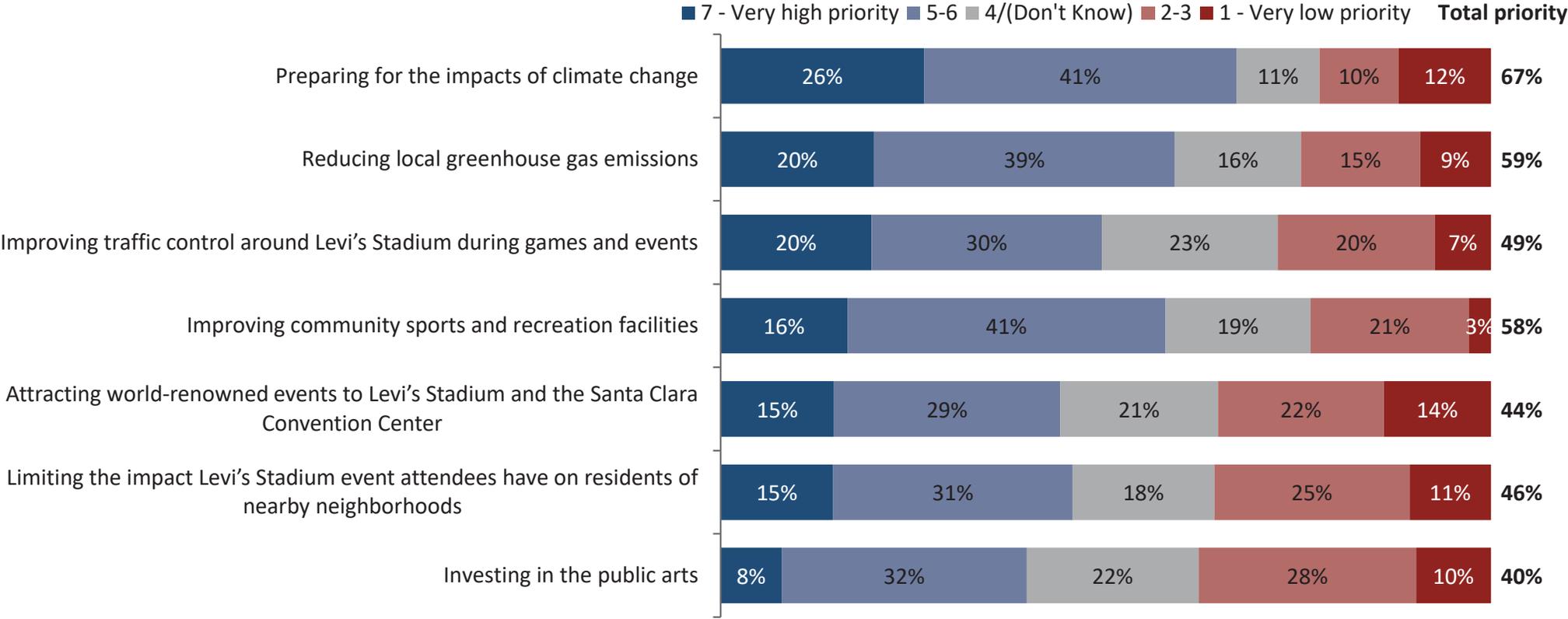


How would you rate that item on a scale of one to seven, where 1 is a very low priority and 7 is a very high priority?

City Priorities



Priorities around climate change, sports and recreation, and Levi's Stadium are ranked as lower priority items.

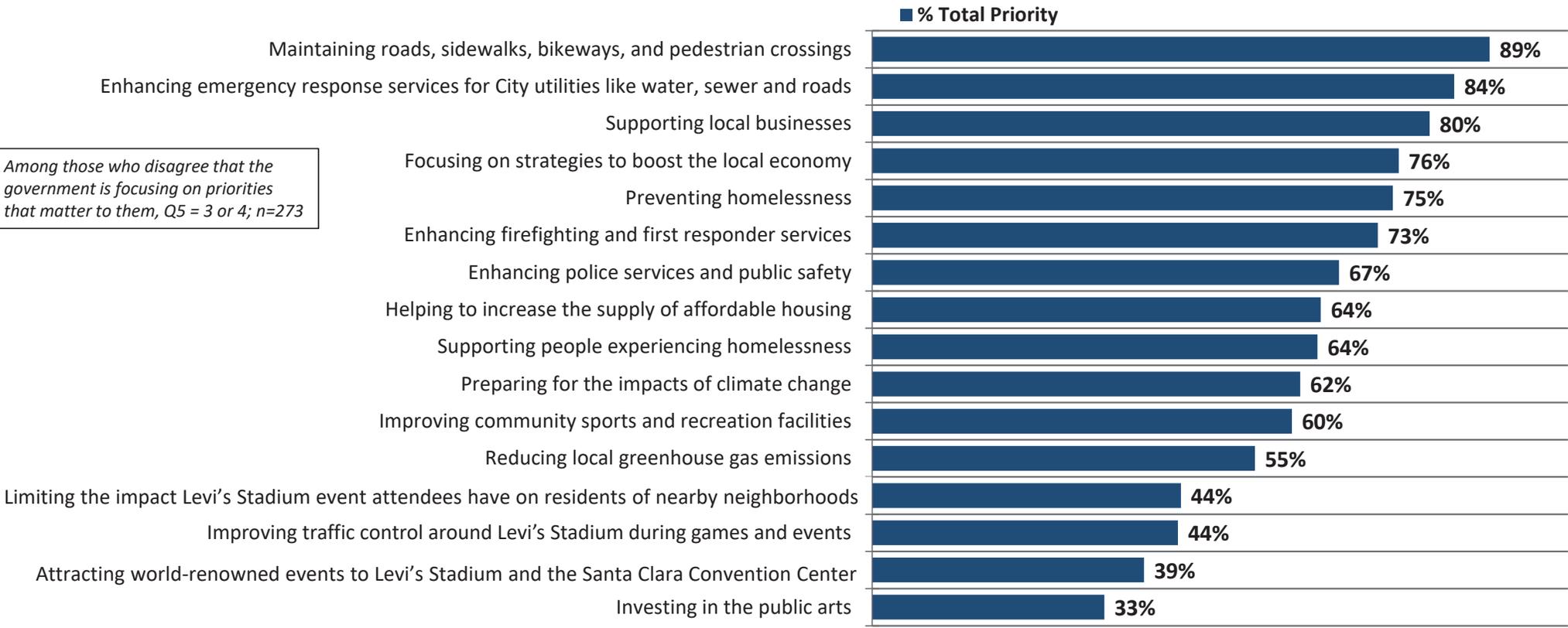


How would you rate that item on a scale of one to seven, where 1 is a very low priority and 7 is a very high priority?

“Government Lacks Focus” Resident Priorities

Top priorities for those who feel that the government does not focus on priorities that matter the most to the community include infrastructure, utilities, and the local economy.

Among those who disagree that the government is focusing on priorities that matter to them, Q5 = 3 or 4; n=273



How would you rate that item on a scale of one to seven, where 1 is a very low priority and 7 is a very high priority?

Affordability Ratings by Subgroups

Renters are notably more likely than homeowners to value the City's prioritization of affordable housing and homelessness.

	Overall	White (31%)	Hispanic/Latino (18%)	Chinese (12%)	Other AAPI (24%)	Renter/Other (54%)	Homeowner (46%)	Household income: <\$100K (26%)	Household income: \$100K+ (52%)
I am concerned about friends or family members being able to find an affordable place to live in Santa Clara.	(Total Agree) 85%	93%	89%	70%	80%	88%	80%	87%	86%
Developing affordable housing	(Total Dissatisfied) 66%	70%	77%	55%	54%	77%	53%	69%	66%
Preventing homelessness	(Total Priority) 77%	78%	79%	62%	82%	82%	72%	77%	80%
Supporting people experiencing homelessness	(Total Priority) 69%	72%	74%	45%	72%	77%	61%	74%	70%
Helping to increase the supply of affordable housing	(Total Priority) 72%	73%	76%	60%	72%	82%	59%	77%	74%

Other Priorities for City Council (Open Ended)

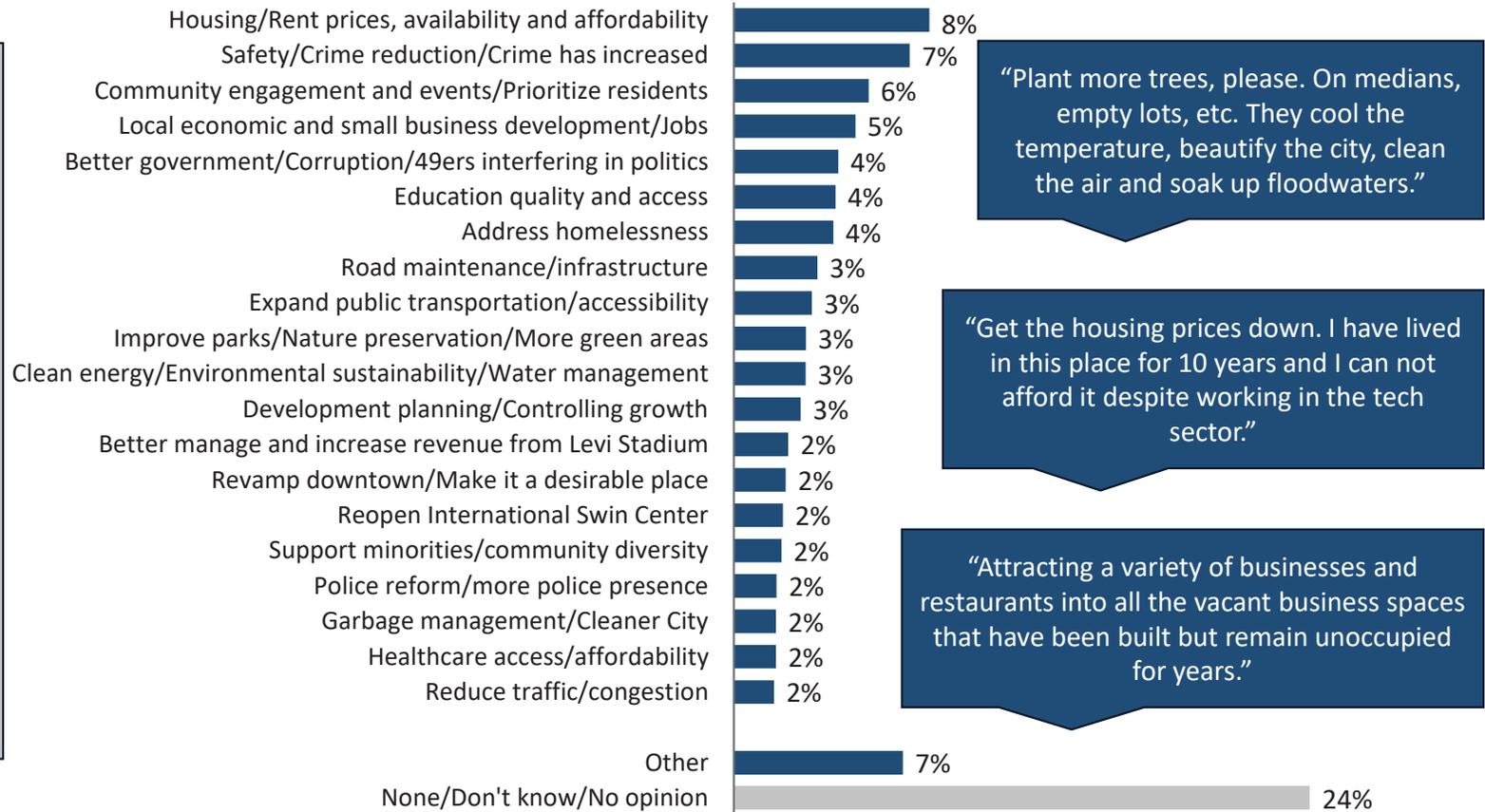


When asked about other priorities for the City, rent control and affordable housing are top mentions, as is crime reduction and community engagement.

As you may know, the City Council's priorities include:

- Quality and Efficient City Services and Infrastructure
- Managing the City's Workforce
- Housing, Transportation, and Economic Development
- Community Sports, Recreation, and Arts
- Managing Levi's Stadium to Best Support the Community
- Community Engagement and Transparency
- Environmental Sustainability and Protection

In your own words, are there any other issues you would like to see prioritized by the City of Santa Clara?



"Plant more trees, please. On medians, empty lots, etc. They cool the temperature, beautify the city, clean the air and soak up floodwaters."

"Get the housing prices down. I have lived in this place for 10 years and I can not afford it despite working in the tech sector."

"Attracting a variety of businesses and restaurants into all the vacant business spaces that have been built but remain unoccupied for years."



Jessica Polsky-Sanchez
jessica@emcresearch.com
510-550-8933

Brendan Kara
brendan@emcresearch.com
202-686-5902