

THE NCSTM
The National Citizen SurveyTM

Nevada County, CA

Key Findings
2018



NRC
National Research Center Inc

The NCS is presented by NRC in
collaboration with ICMA

ICMA

Leaders at the Core of Better Communities

About The NCS

- Community Livability
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

Uses of NCS as a Management Tool



The NCS & Nevada County

- First-time participant in The NCS
- Scientific sample of 1,800 households
 - 545 returned surveys; 32% response rate
 - $\pm 4\%$ margin of error

Expanded
sample

Open-ended
question

Online
response
option

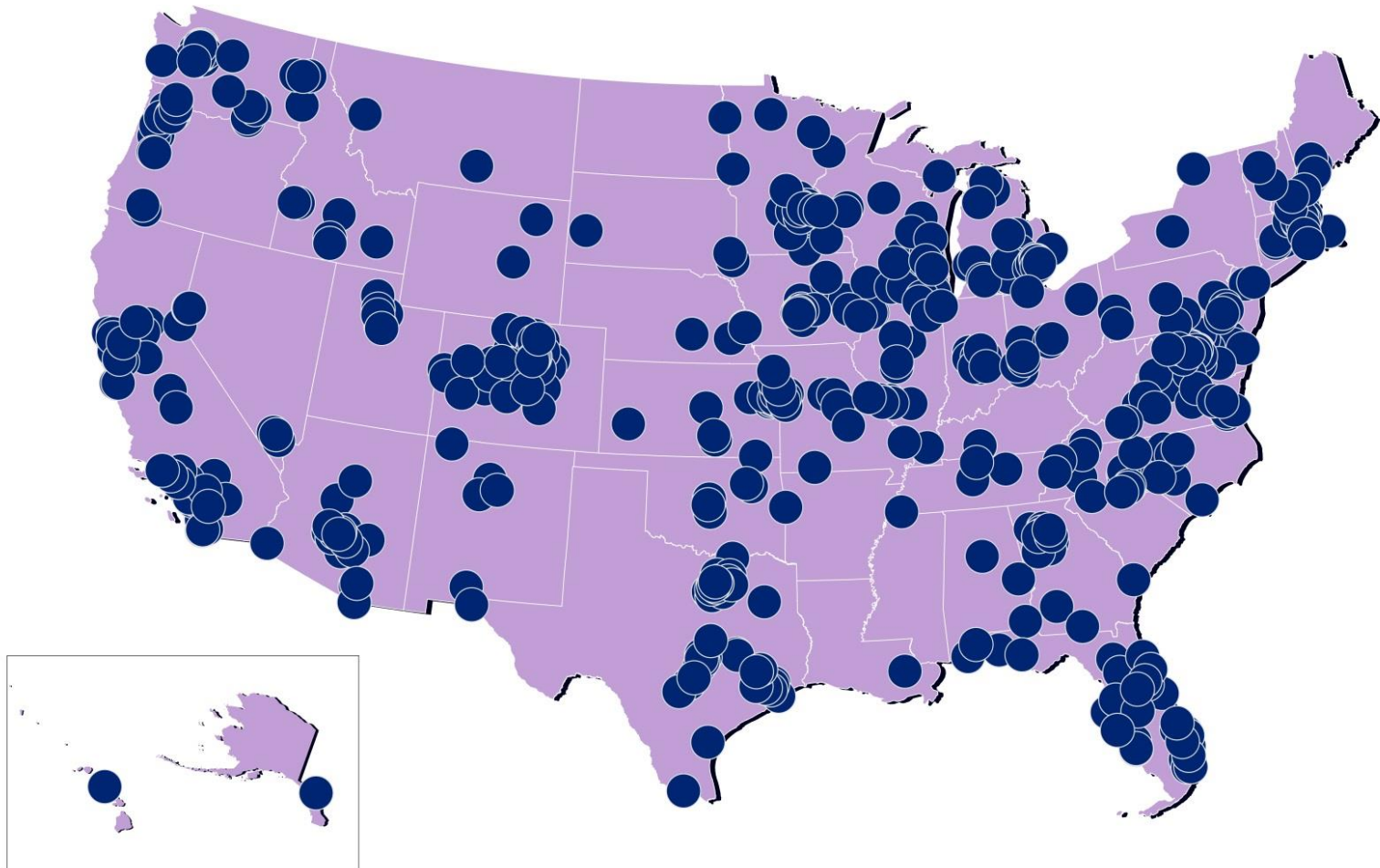
Geographic
comparisons

Extra page of
questions

In-person
presentations

Next Steps
Workshops

National Benchmark Comparisons



2017 Benchmark Comparisons

19

received
higher
ratings

87

received **similar**
ratings

9

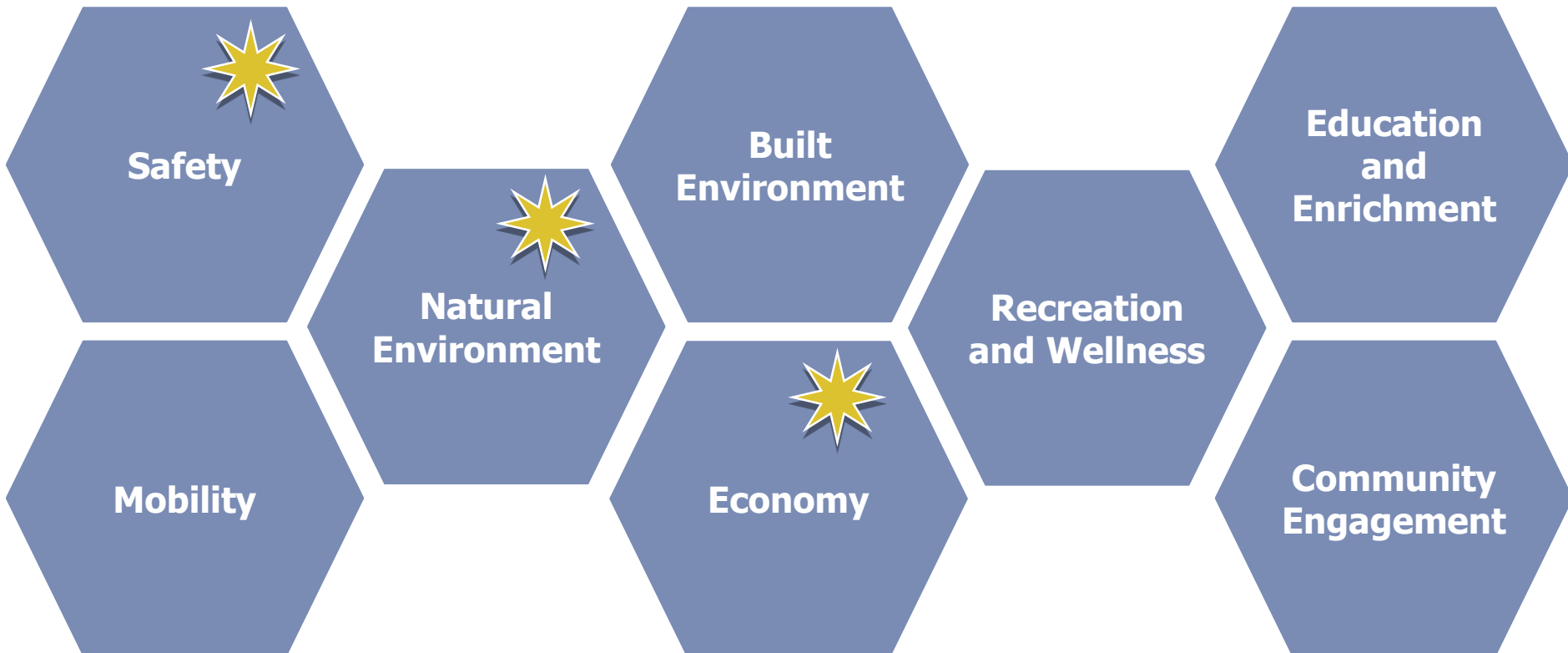
received
lower
ratings

Key Focus Areas

Legend

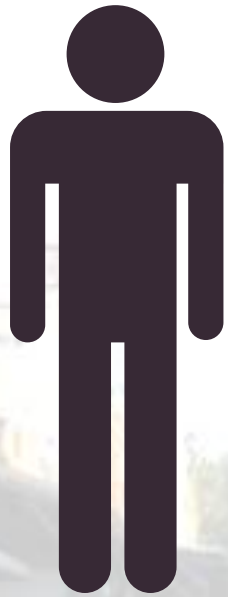
- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

* Most important



Key
Finding
#1

**Nevada County
residents feel
positively about the
community and are
*engaged***



94%

Residents think Nevada
County is an excellent or
good *place to live*

Living in Nevada County

9 in 10

- Neighborhood as a place to live
- Recommend Nevada County to others
- Remain in County for next five years ★

8 in 10

- Place to retire ★
- Place to raise children
- Overall image of Nevada County



Higher than national benchmark

Top-rated Community Features



94% Overall natural environment

93% Opportunities to volunteer

87% Recreational opportunities

85% Cultural/arts/music activities

84% Opportunities to participate in community matters

84% Fitness opportunities

81% Social events and activities

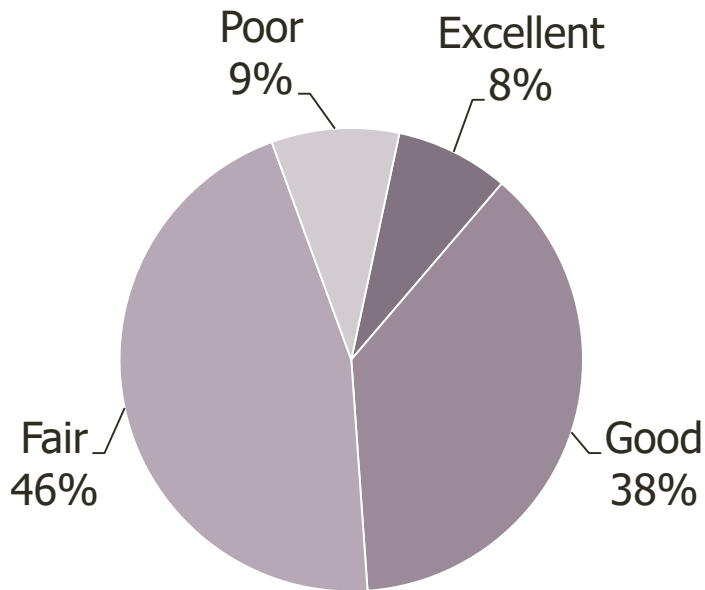


All higher than national benchmark

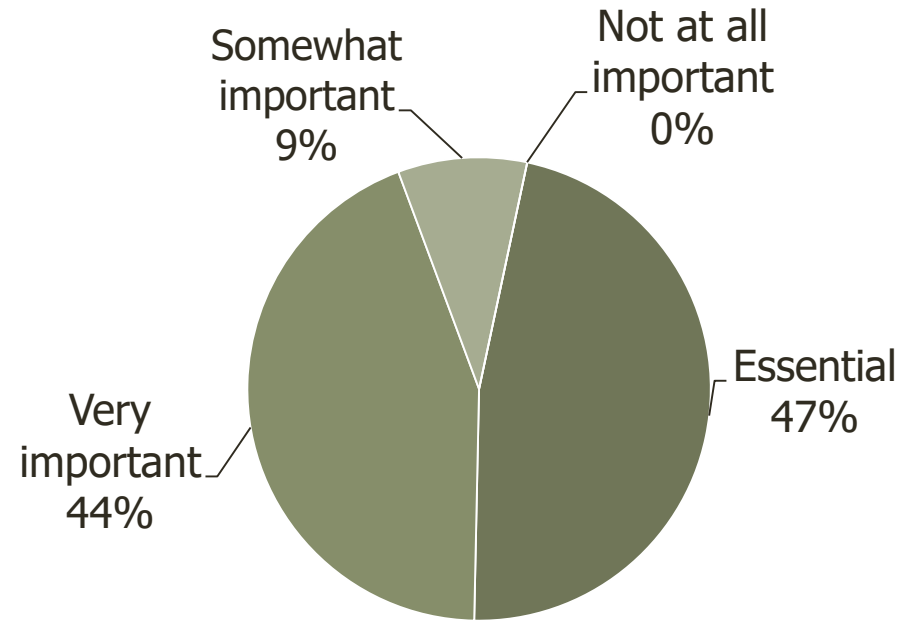
**Residents value the
Economy but
identified some
challenges**

Overall economic health of County

Quality



Importance



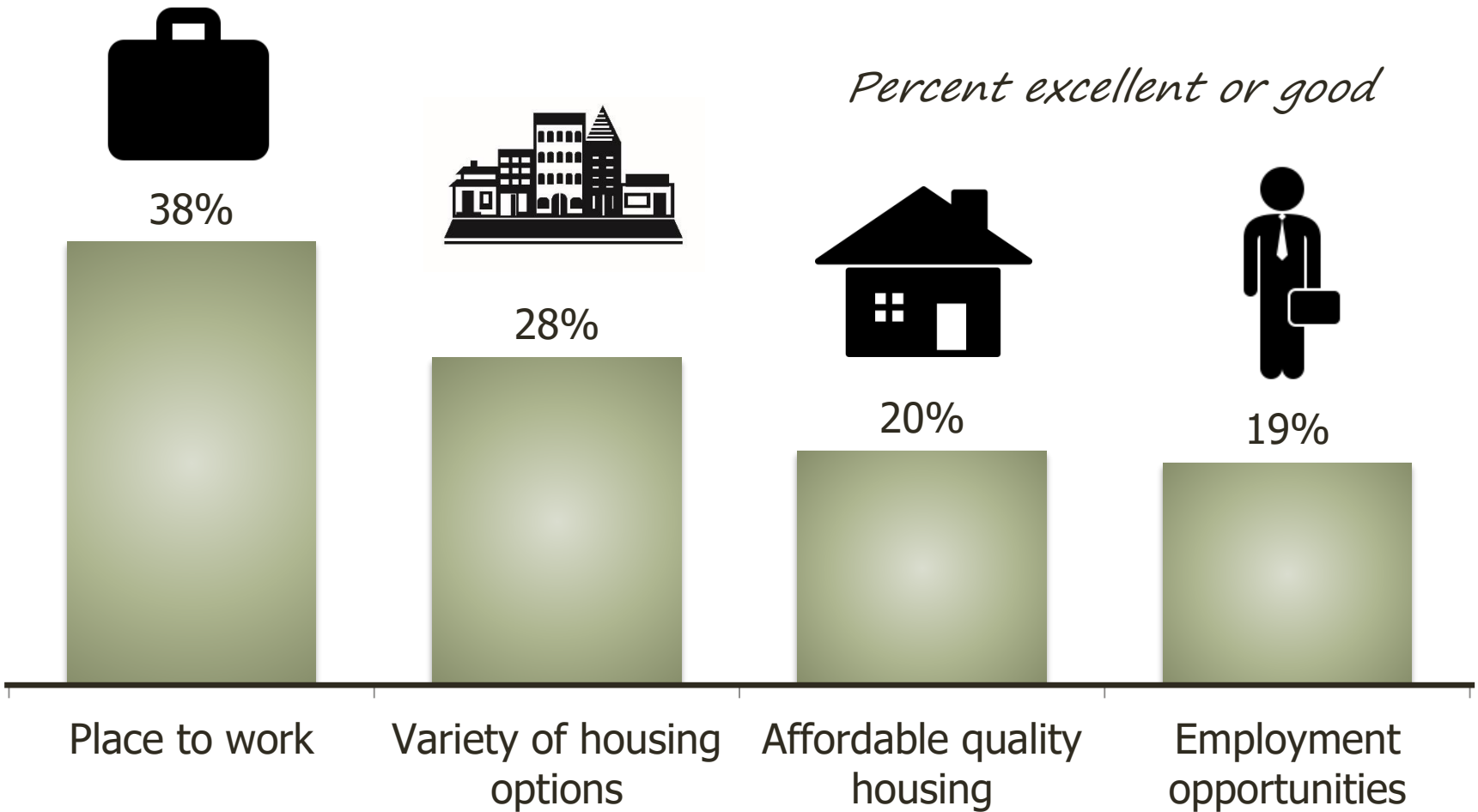
Nevada County as a place to visit

Excellent or good

*Higher than
national
benchmark*



Economy-related challenges



All lower than national benchmark

Key
Finding
#3

**Survey respondents feel
safe overall but have
concerns about
wildfires and
homelessness**

Aspects of Safety

At least **8** in **10** positively rated:



- Safe neighborhoods (97%)
- Safe downtown/commercial areas (92%)
- Fire prevention (82%)
- Overall feeling of safety (81%)
- Sheriff (80%)

Other Safety Issues

At least:



**8 in
10**

- Had concerns about homelessness regarding:
 - Illegal camping
 - Loitering/nuisance in business areas
 - Public safety



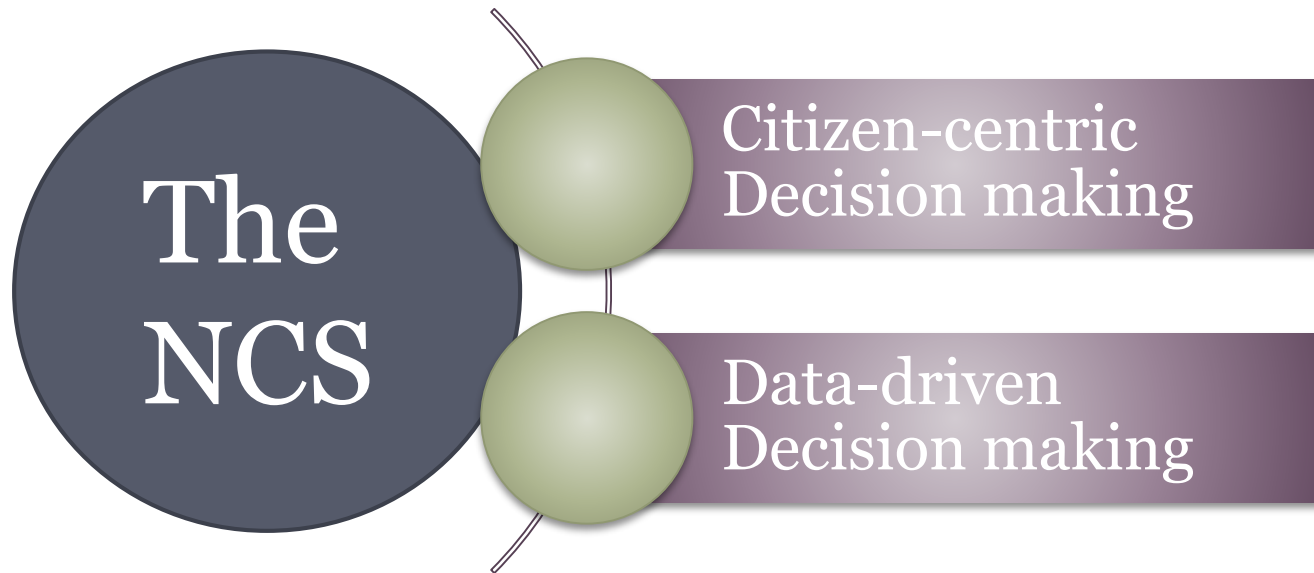
**6 in
10**

- Were concerned with illegal campfires, illegal encampments or forest health
- Felt there were fiscal barriers to making their property wildfire safe

Recap of Key Findings

- Nevada County residents feel positively about the community and are engaged
- Residents value the Economy but identified some challenges
- Survey respondents feel safe overall but have concerns about wildfires and homelessness

Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate

Questions?

THE NCSTM
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Thank you!

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