

2016 Nevada City Community Survey

Background

In summer 2016, the City of Nevada City conducted a comprehensive survey to receive community feedback on a variety of City issues. The survey measured participant opinions on several broad themes including:

- Quality of Life
- Safety
- City Services and Amenities
- Community Events
- Business



The survey also included several open-ended questions to help identify important issues facing Nevada City today and solutions to improve the City.

The survey instrument was included in the June utility bill and available at City Hall. An online version of the survey was also placed on the City's website.

The City received 291 responses, mostly in paper. 62% of survey respondents were women and 38% were men. Most respondents were homeowners (93%) and the vast majority of respondents were over age 40 (95%). Respondents over age 50 comprised 87% of participants.

General Survey Results

Quality of Life

- Respondents report very high satisfaction with the overall quality of life in Nevada City. Opportunities to attend cultural events, pursue outdoor recreation options, and availability of walking paths and trails ranked highest in the survey.
- Employment opportunities, access to affordable housing and availability of overnight lodging and public parking were identified as more challenging issues.

Safety

- Most respondents reported feeling safe or somewhat safe from violent crime.
- Residents were most concerned about threats from wildland fires and environmental hazards such as mine waste.

- Residents report feeling safest in their neighborhood during the day. Lower rankings were received for Pioneer Park and City Parking Lots.

City Services

- Fire Services, Police Services, Trails, drinking water, and preserving the City's historic features/attributes received primarily Excellent and Good ratings.
- While street repair, Building and Housing Code Enforcement, and storm drainage received lower rankings, the ratings were still relatively positive as they averaged Good to Fair responses.
- City staff received high ratings (an average of Very Good to Good) for courteousness, responsiveness and knowledge.

Community Events

- Respondents reported they are most likely to participate in Victorian Christmas, the Nevada City Farmers Market, and Summer Nights.
- Fewer respondents indicated they were planning to attend Summer Movies in the Park, Nevada City Uncorked, and the Gold Rush Classic Skateboard Race.

Business

- It is most common for residents to shop in the Seven Hills Business District and in the Historic District weekly (1-5 times per week).

Open-Ended Questions

The survey included several open-ended questions. The most consistent themes contained in the survey's open-ended questions are summarized below.

Statements on Quality of Life and Safety Ratings

- Several positive statements about living in a great community.
- Pioneer Park was identified as an area where loitering and drug activity is occurring.
- Challenges with homeless and transient community.

Most Important Issues Facing Nevada City

- Homelessness
- Affordable housing
- Drug activity
- Quality jobs, loss of businesses, and economic vitality

Things You Would Like to See Changed to Improve Nevada City

- Increase parking options
- Improve roads and sidewalks
- Improve The National Hotel and Alpha Building
- Stronger Police presence and traffic enforcement
- Address homelessness and drug activity

What Other Kinds of Businesses Does Nevada City Need?

- Hardware store
- Downtown grocery
- High tech businesses
- More restaurants

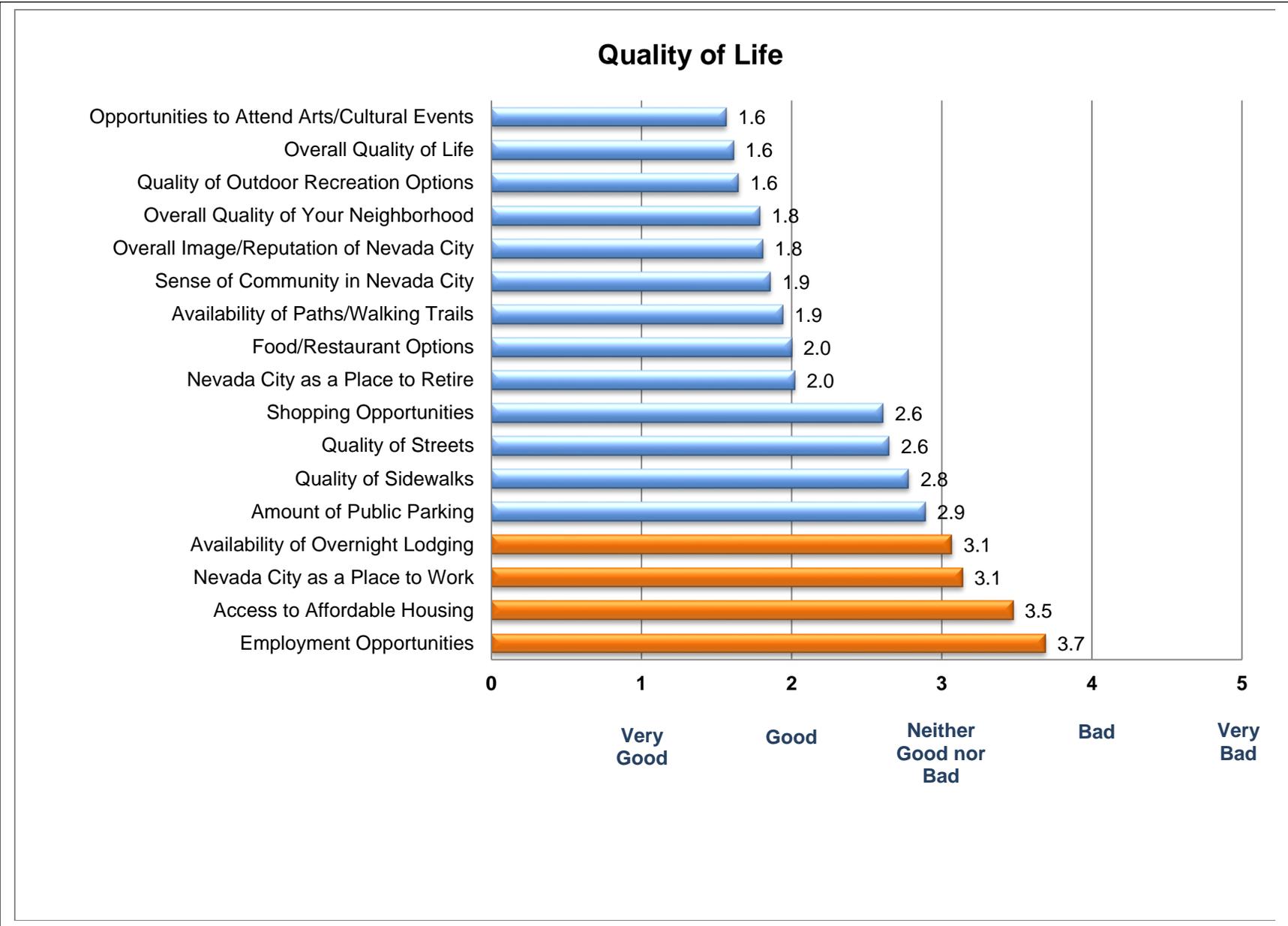
What Other Types of Events Would You Attend?

- Halloween Parade
- Musical/concert/dancing events
- Educational/cultural events
- Food related gatherings/events
- Antique fair

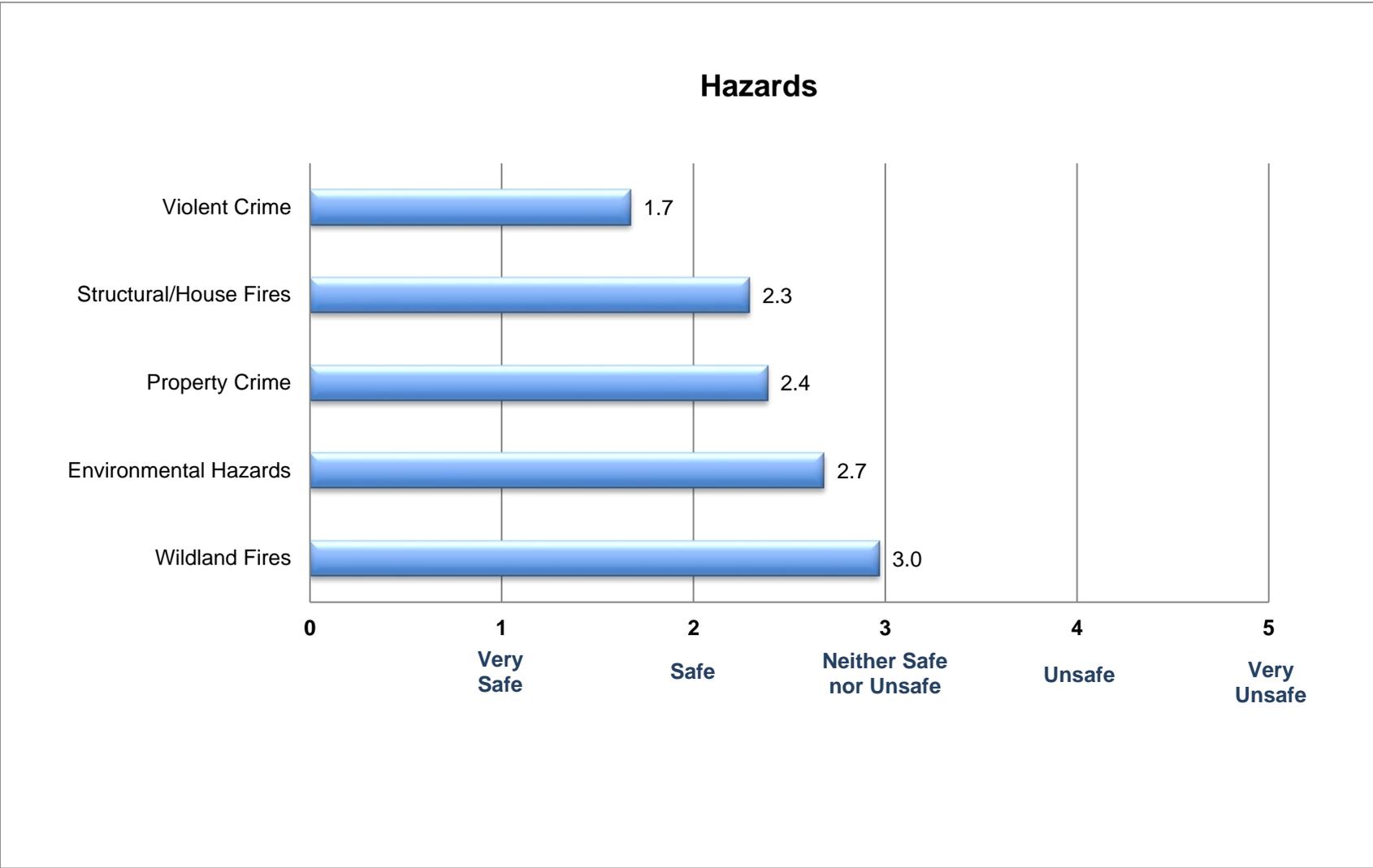
General Comments

- Love Nevada City!
- Miriam Morris' contributions to beautifying downtown are appreciated
- Utility bills should include return envelopes
- Cleaner streets/sidewalks
- Thank you for the survey!
- Be sure Nevada City is inviting to visitors

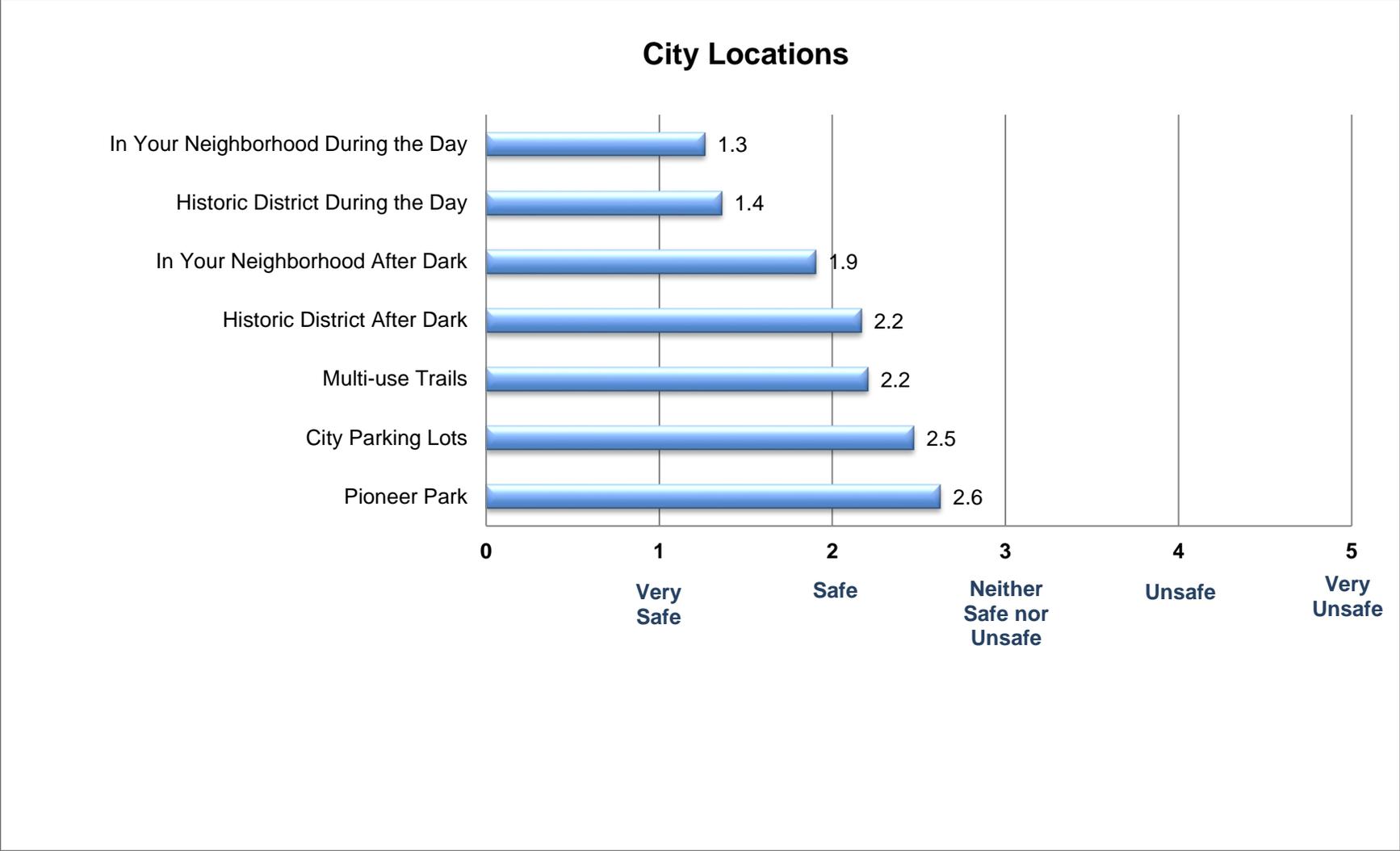
Please rate your level of satisfaction with the following items about life in Nevada City:



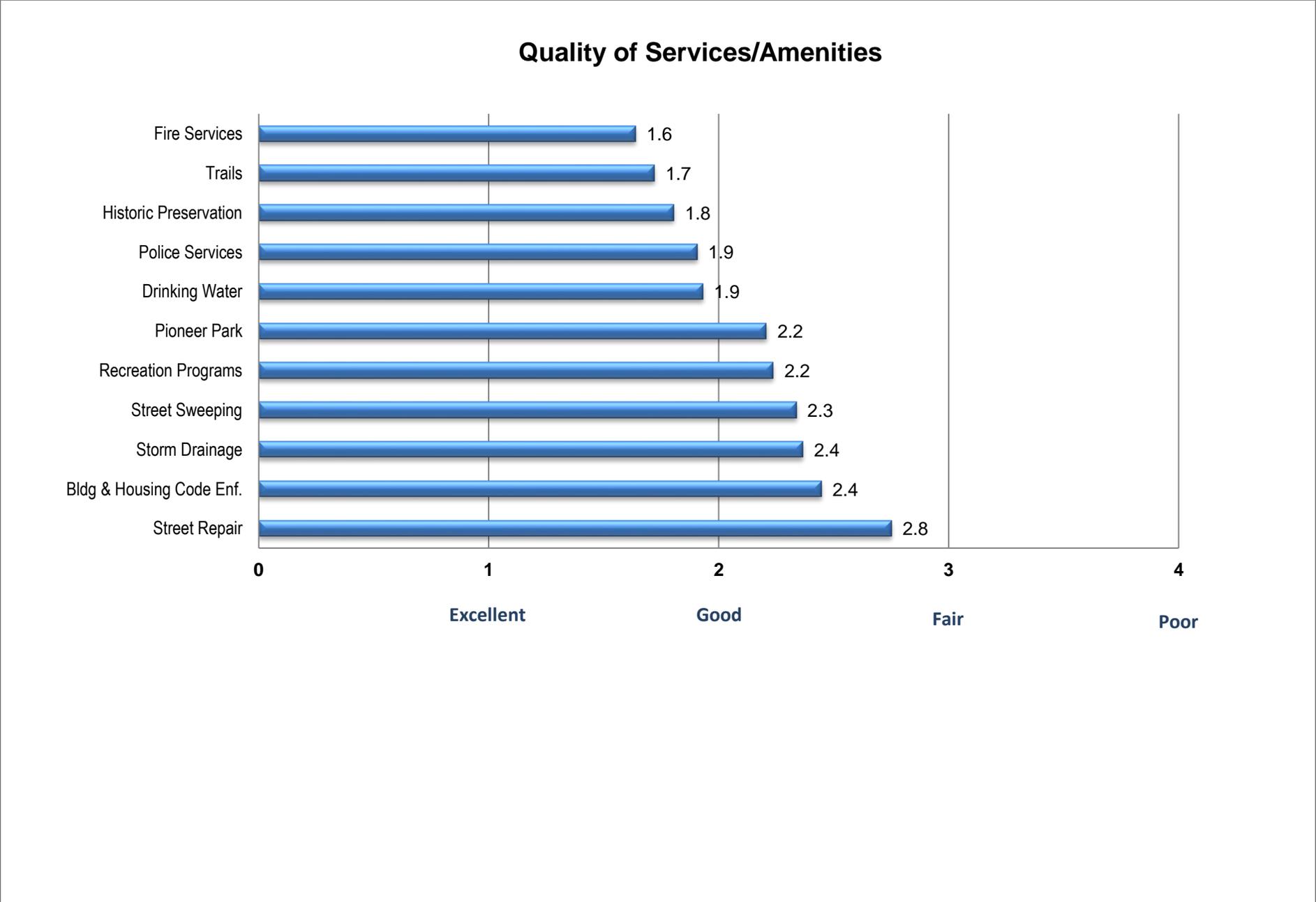
Please rate how safe you feel from each of the following in Nevada City:



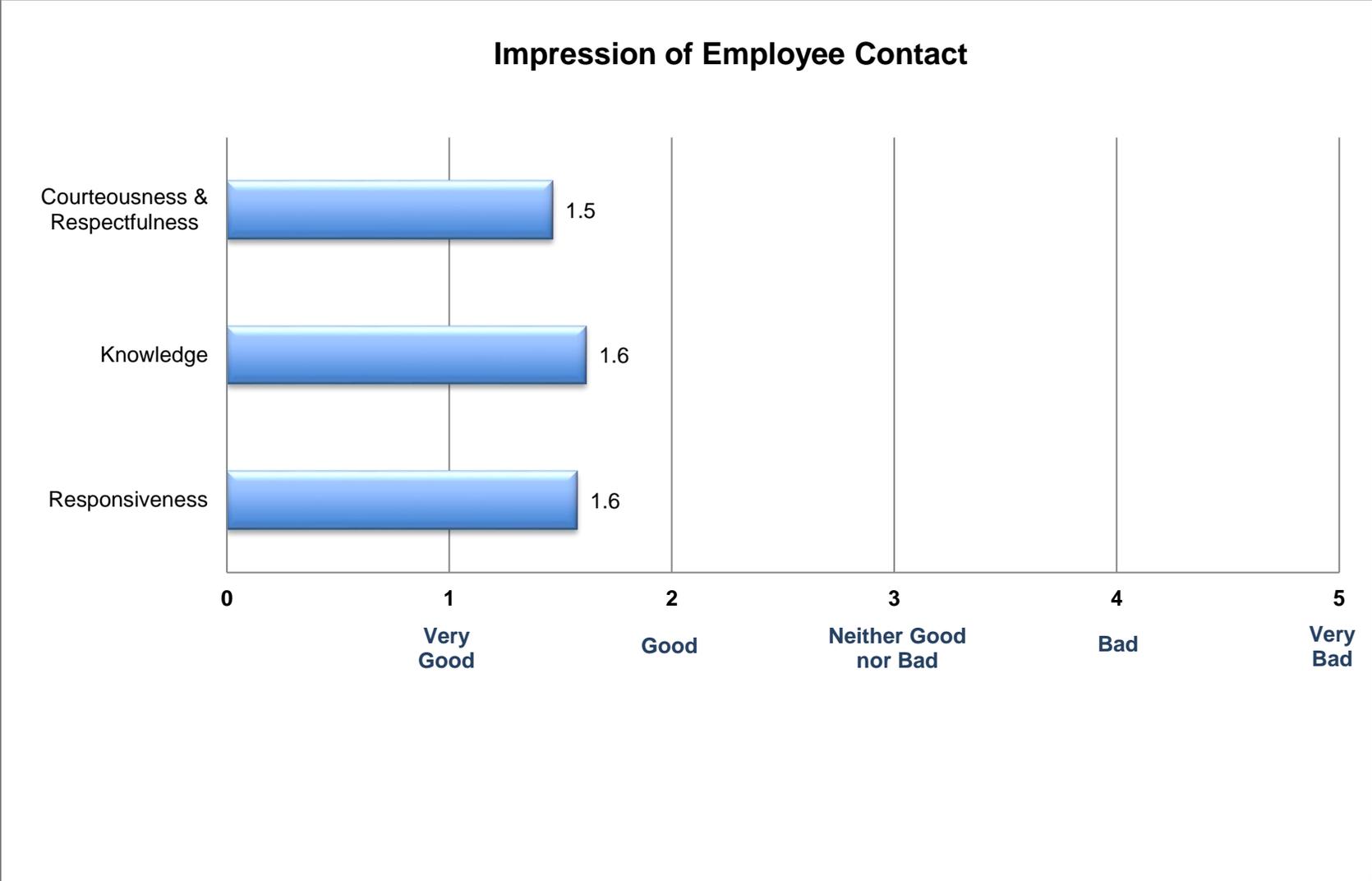
Please tell us how safe you feel in each of the following areas:



Please rate the following quality of service /amenity:



If you have had phone, in-person or email contact with a City of Nevada City employee in the last 12 months, how would you rate your impression?



Which of the following Nevada City events do you plan to attend in the future? *(mark all that apply)*

