Community Vitality Project

Residential Survey Report

Overview

- The Survey
  - Participants and demographic representation
- Survey Results
  - Pandemic Impact
  - Local Economy
  - Public Access
  - Emergency Preparedness
- Recommended Actions
- Community Vitality Next-Steps

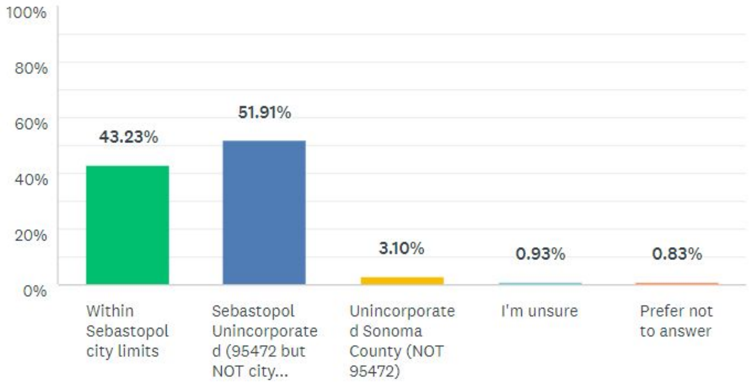
**Future requests for deeper analysis*

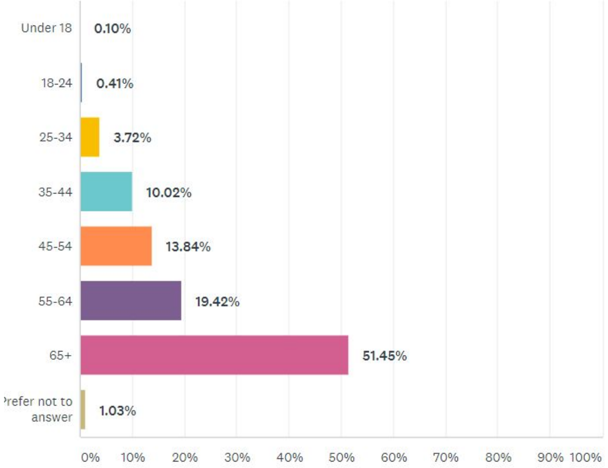
The Survey

Survey Participants

Location & Age

1,179 respondents took the survey, reporting approximately half within city limits and half within unincorporated 95472. Over half of the respondents were 65 or older, with descending representation in younger age groups. This skews older than actual demographics of the surveyed population.

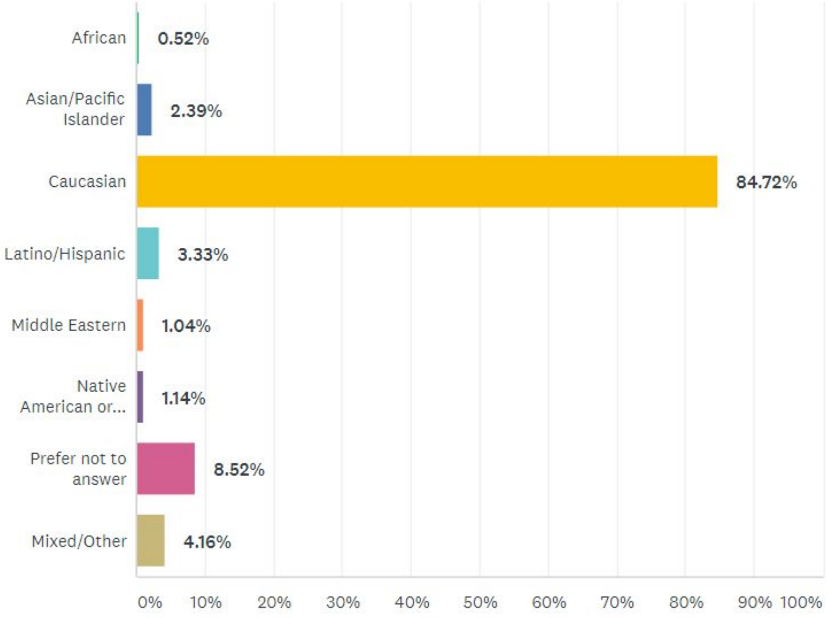




Survey Participants

Ethnic Heritage

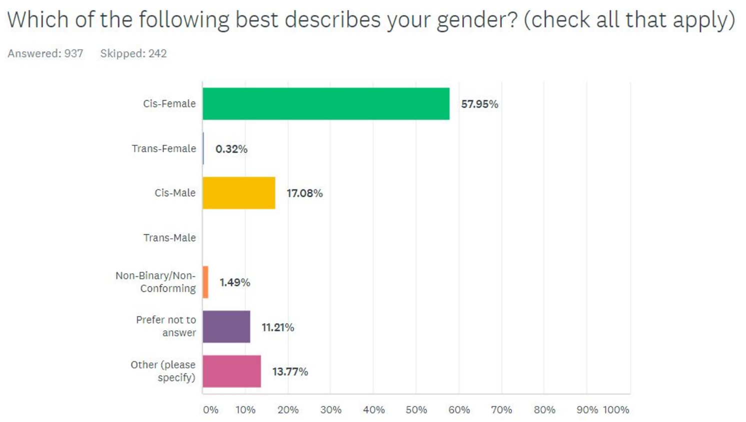
While the Caucasian and several other ethnic groups were represented in approximate similarity to community demographics, Latino/Hispanic was underrepresented (3% v ~10%) and a large portion declined to answer.

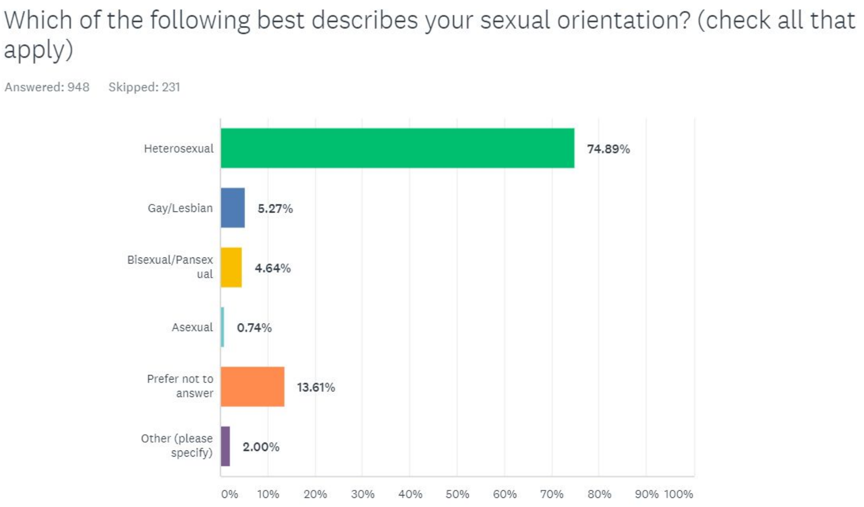


Survey Participants

Gender & Sexual Orientation

Cis-females were represented at a rate commesurate with local demographics, however a significant number of respondents chose not to answer or selected “Other” due to confusion and/or protest against the cis-/trans- designations offered. Similarly with Sexual Orientation, a high number of respondents chose not to answer, however there were some respondents in each category, indicating that a voices and perspectives from different areas of the gender and sexual spectrum were represented.

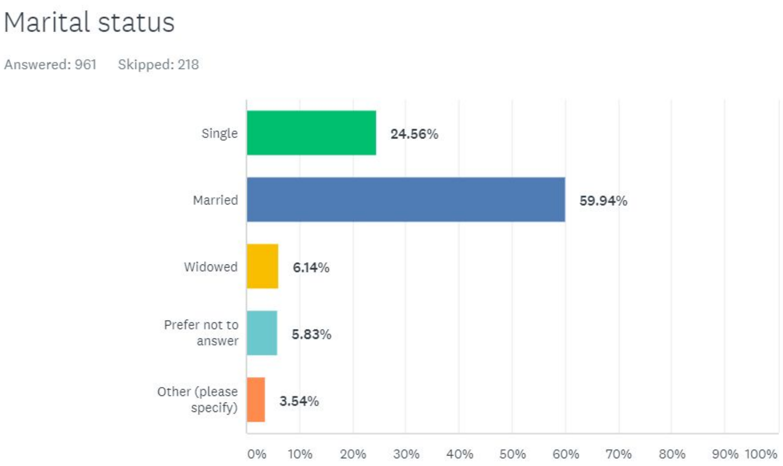


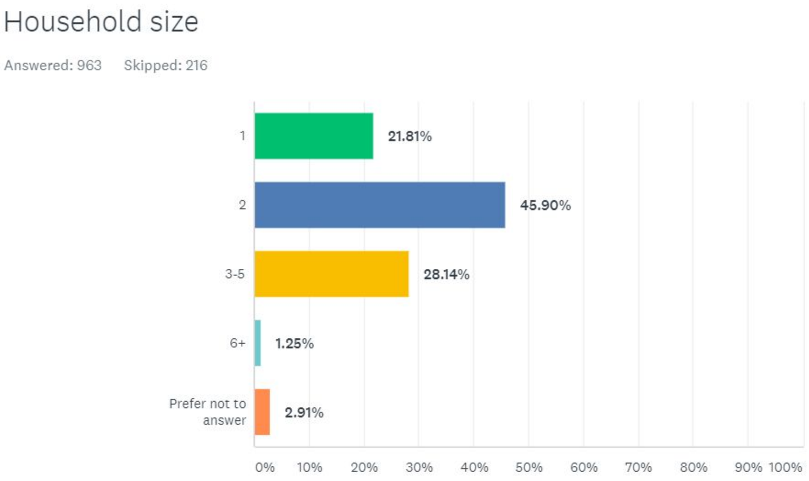


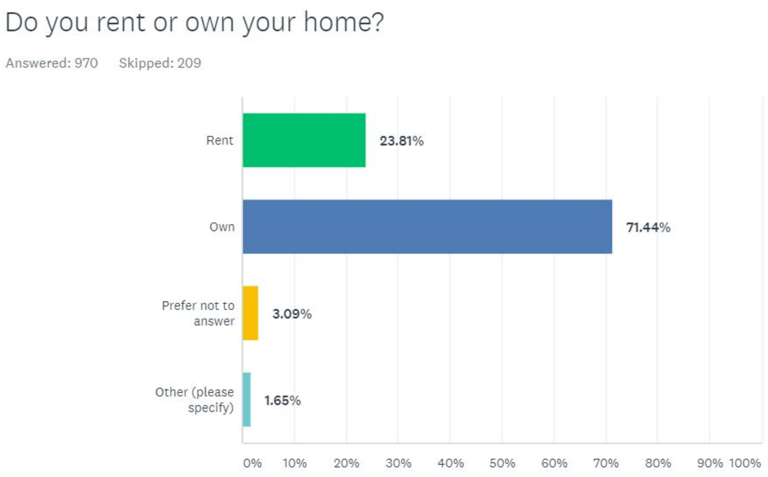
Survey Participants

Marital Status, Household Size, & Home Ownership

The most highly represented groups in this were Married and 2-person households. Over 70% of respondents reported owning their homes, which is much higher than the 60% owner occupancy rate of the area.







Survey Participants

Household Income

Nearly equal respondents reported 2019 incomes among each of the income groups above $30,000, indicating a broad representation of different income levels. The median income in 95472 is $92,674.

Income Shifts

We also asked about anticipated income changes as a result of the pandemic. This will be explored further in the Pandemic Impacts Section.

What was your annual household income in 2019, prior to the pandemic?		What do you estimate will be your annual household income in 2020?		Anticipated Change
Under $15,000	3.23%	Under $15,000	5.01%	1.78%
Between $15,000 and $29,999	7.92%	Between $15,000 and $29,999	8.56%	0.64%
Between $30,000 and $49,999	11.04%	Between $30,000 and $49,999	10.54%	-0.50%
Between $50,000 and $74,999	12.29%	Between $50,000 and $74,999	13.99%	1.70%
Between $75,000 and $99,999	12.92%	Between $75,000 and $99,999	12.32%	-0.60%
Between $100,000 and $150,000	15.73%	Between $100,000 and $150,000	14.51%	-1.22%
Over $150,000	13.44%	Over $150,000	11.06%	-2.38%

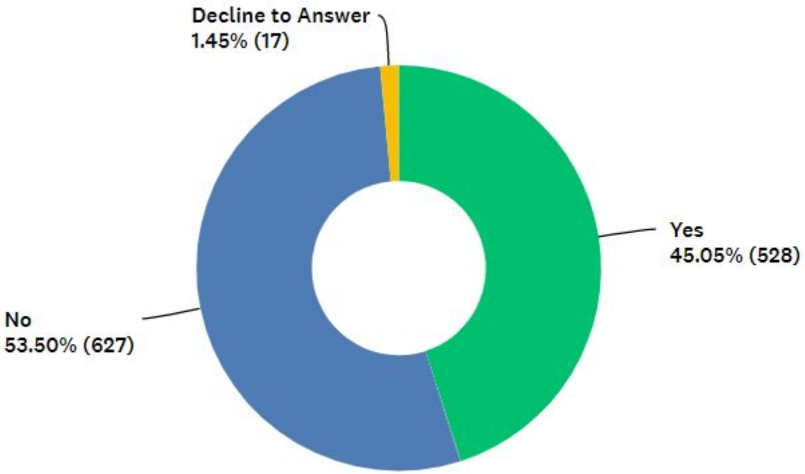
Findings:

Pandemic Impacts

“Have you or anyone else in your household experienced an interruption or decrease in employment or income due to the pandemic?”

Just under half of all respondents reported a disruption in income or employment.

This gives a very high level insight into both economic impact and emotional impact.



Household income: 2019 actual v. projected 2020

Nearly 20% of all respondents anticipate falling at least one income category as a direct result of the pandemic. This shift will be explored through several demographic slices subsequently.

Household Income	Reported 2019	% Est Decrease	% Est Increase	Anticipated 2020
–Under $15,000	4.2%	0.0%	9.7%	6.6%
–Between $15,000 and $29,999	10.3%	19.7%	7.9%	11.3%
–Between $30,000 and $49,999	14.4%	21.7%	4.7%	13.9%
–Between $50,000 and $74,999	16.1%	19.5%	2.5%	18.4%
–Between $75,000 and $99,999	16.9%	24.2%	3.2%	16.2%
–Between $100,000 and $150,000	20.5%	18.5%	3.3%	19.1%
–Over $150,000	17.6%	20.2%	0.0%	14.6%
TOTAL	**100.0%**	**19.7%**	**3.5%**	**100.0%**

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Anticipated 2020 Household Income by Household Size

Household Size	Under $15k	$15-29k	$30-49k	$50-74k	$75-99k	$100k+
1	13.7%	28.0%	22.3%	15.4%	12.6%	8.0%
2	3.9%	7.5%	12.0%	21.8%	19.2%	35.7%
3-5	4.4%	4.0%	11.0%	15.9%	15.0%	49.8%
6+	0.0%	9.1%	0.0%	18.2%	18.2%	54.5%

Anticipated shift in Household Income by Household Size

Household Size	Extremely Low in 2019	Low Income 2019	Anticipate Extremely Low 2020	Anticipate Low 2020	Change Extremely Low	Change Low
1	11.0%	25.4%	13.7%	28.0%	2.7%	2.6%
2	**4.2%**	**15.4%**	**11.4%**	**33.8%**	**7.2%**	**18.4%**
3-5	5.7%	37.3%	8.4%	41.9%	2.7%	4.6%
6+	0.0%	36.4%	9.1%	36.4%	9.1%	0.0%
TOTAL	**5.7%**	**22.2%**	**11.0%**	**35.0%**	**5.3%**	**12.8%**

Anticipated shift in Household Income by Demographic

Ethnic Heritage	% Est Decrease	% Est Increase
African	20.0%	20.0%
Asian/Pacific Islander	21.7%	0.0%
Caucasian	14.6%	2.8%
Latino/Hispanic	21.9%	3.1%
Middle Eastern	20.0%	0.0%
Native American or Alaskan	36.4%	27.3%
Mixed/Other	15.0%	5.0%

Gender	% Est Decrease	% Est Increase
Cis-Female	14.5%	3.2%
Cis-Male	13.7%	2.5%
Trans-Female	0.0%	0.0%
Non-Binary	35.7%	14.3%

Age	% Est Decrease	% Est Increase
18-24	25.0%	0.0%
25-34	16.7%	13.9%
35-44	24.7%	5.2%
45-54	18.7%	4.5%
55-64	20.7%	1.1%
65+	9.8%	1.6%

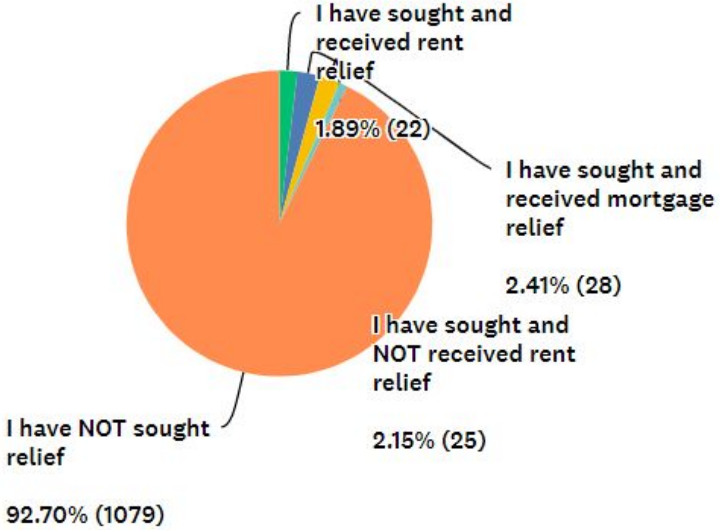
Sexual Orientation	% Est Decrease	% Est Increase
Heterosexual	14.2%	2.8%
Non-Heterosexual	17.1%	2.3%

Household	% Est Decrease	% Est Increase
Married	13.7%	2.1%
Single	17.4%	3.8%
Widowed	16.9%	3.4%

“Have you sought and received relief from your rent or mortgage payment amid the pandemic?”

The vast majority did not seek rent or mortgage relief

Just over 7% sought relief, and combined 4% actually received that relief.



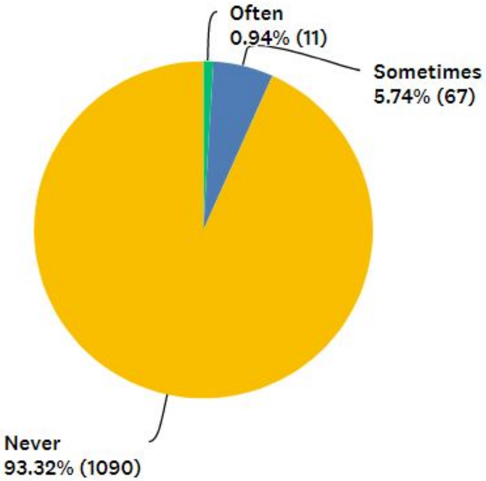
How often was the following statement true?

“We worried whether our food would run out before we could afford to buy more. Was that often true, sometimes true or never true for your household in the last 12 months.”

Approximately 7% reported “often” or “sometimes” worrying about food security.

This is a similar number to those who sought rent/mortgage relief.

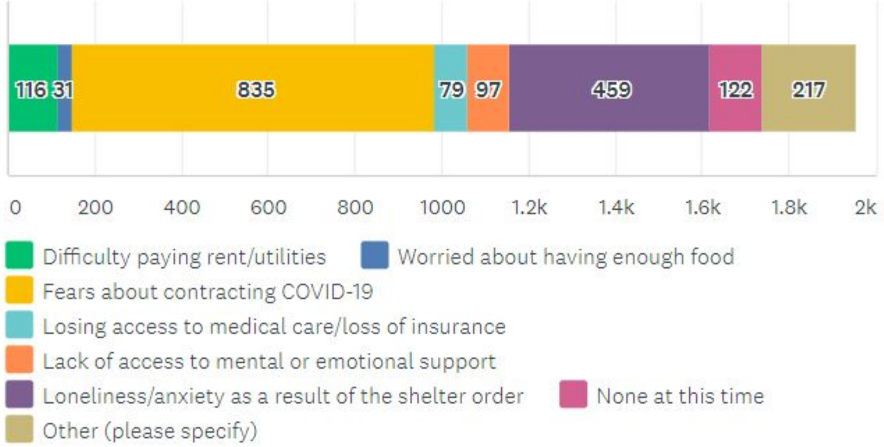
Information on local food security services is being provided to the respondents who requested this.



"Which of the following are your top two concerns during the pandemic/shelter order?"

Fear of infection and loneliness/anxiety were the most common responses.

These are echoed in subsequent open ended responses requesting more information and assurances around pandemic safety as well as increased access to social and mental health resources.



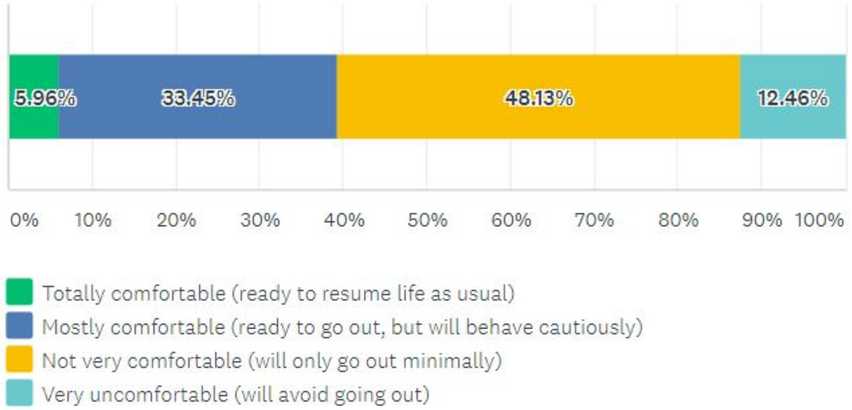
Findings:

Local Economy

“How comfortable have you been in returning to public spaces as businesses alter between reopening and reclosing?”

The most common response at nearly 50% indicated “Not very comfortable (will go out minimally).”

Combined with the 12% that indicate they’re “Very uncomfortable (will avoid going out),” approximately 60% of respondents indicate discomfort, with the remaining ~40% indicate a higher comfort level.



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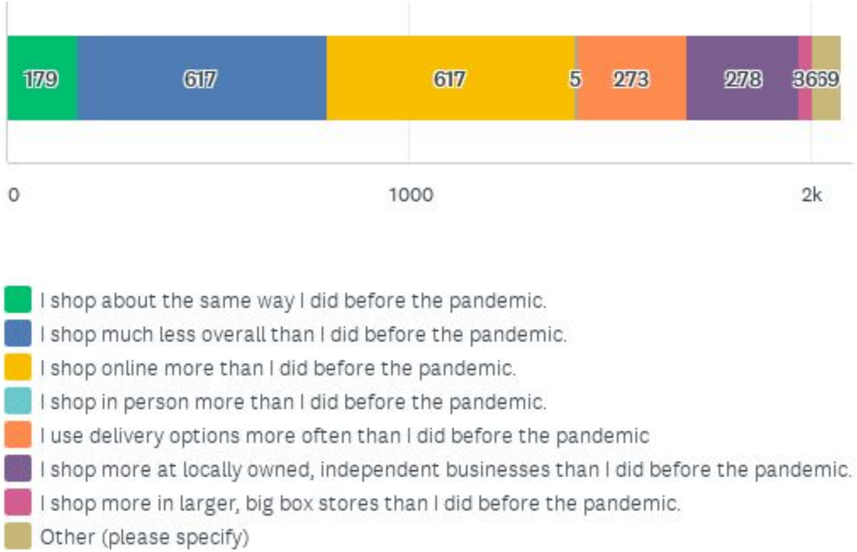
"Have your shopping preferences changed as a result of the pandemic? (check all that apply)"

Most common responses, both with 55% of the responses, "I shop much less overall..." and "I shop online more..."

The second most common responses at 25%, which listed "I use delivery options more often..." and "I shop more at locally owned, independent businesses..."



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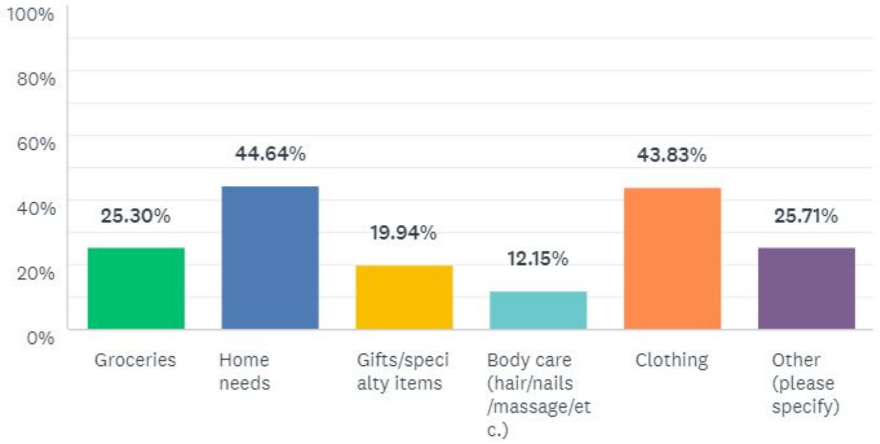
“What services or products do you travel outside of Sebastopol for that you would purchase locally if conditions/availability were more to your liking? (check all that apply)”

Top answer was a tie for “Home Needs” and “Clothing.”

It is worth noting the 25% identifying “Groceries,” since Sebastopol has a diverse selection in town.

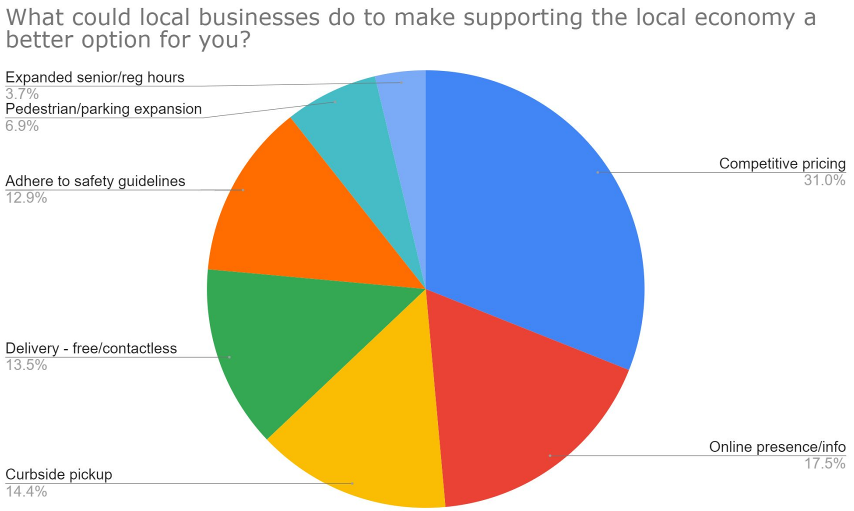
“Other” responses indicate predominantly construction and medical themes.



“What could local businesses do to make supporting the local economy a better option for you?” (Open ended)

The theme of competitive pricing was by far most common.

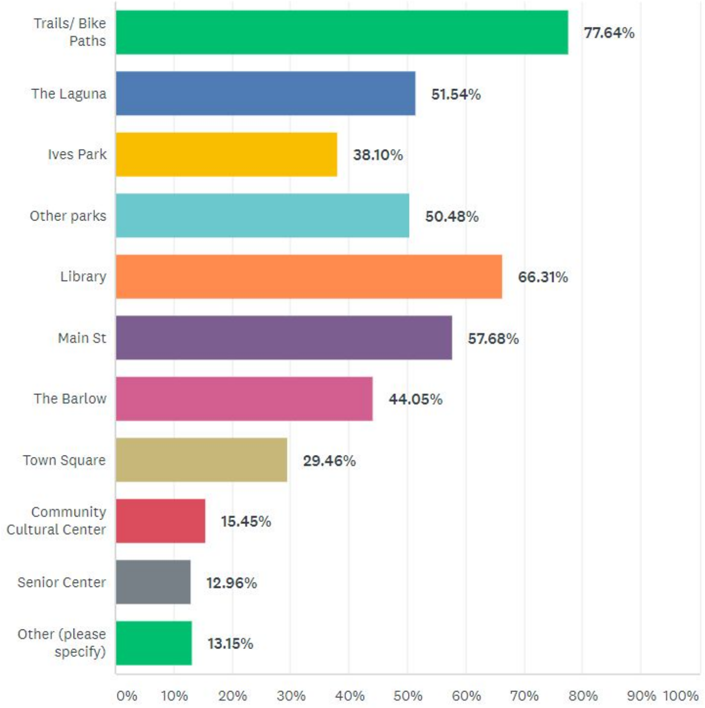
Most other themes centered around improving pandemic ease/safety of access and customer experience.



Findings:

Public Access

“Which of the following public resources in Sebastopol do you prefer to access? (Check all that apply)”



“Trails/Bike Paths” was the top answer followed by “Library.”

Parks/natural resources were popular overall, as were commercial/shopping areas.

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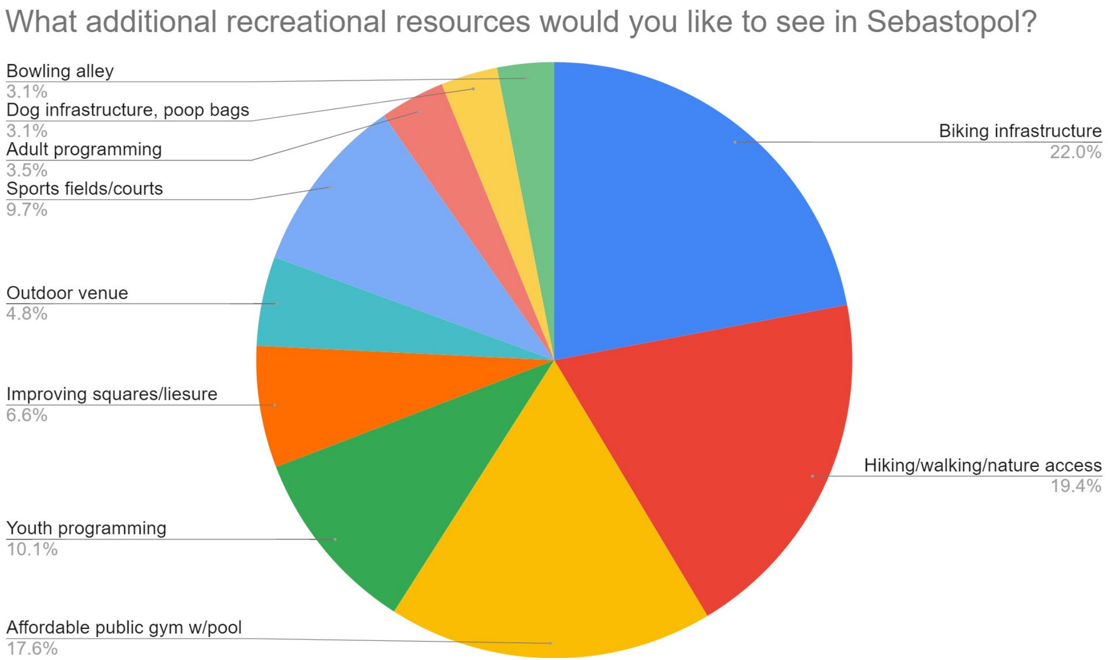
“What additional recreational resources would you like to see in Sebastopol?” (open-ended)

Responses centered largely around expanded outdoor activities, with biking infrastructure at the top theme.



“How familiar are you with how to contact the City, which departments would be best to help you with specific needs, and where to find that information?”

While a large majority is at least somewhat familiar with navigating the City, there is room for improvement with the ~30% that gave negative responses.

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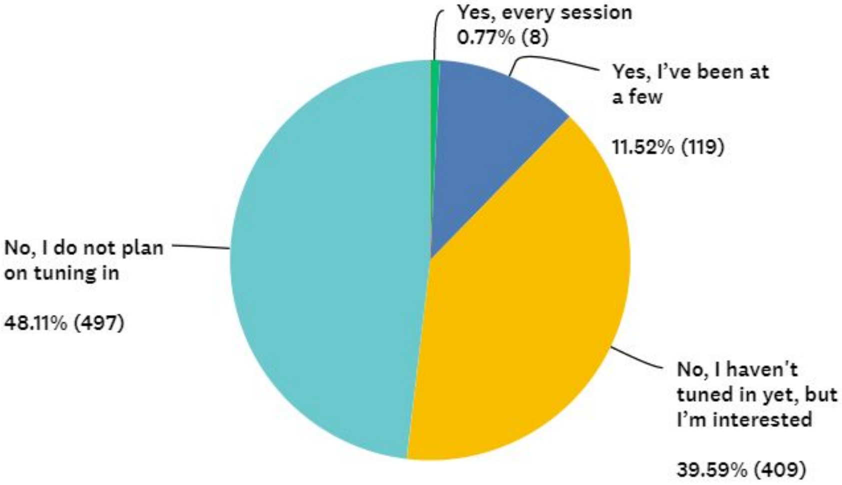
“Have you attended Sebastopol City Council meetings since they are now conducted in an online format?”

A little over half of all responded with interest in attending City Council meetings, with about 13% having already engaged.

There is opportunity in engaging the 40% that is interested but has not attended.



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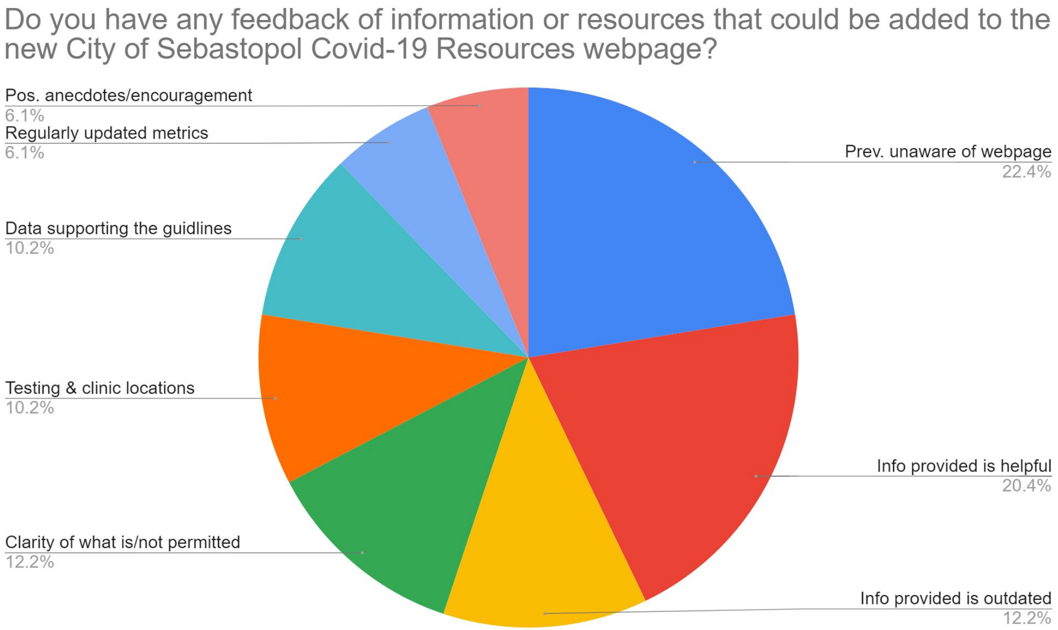
"Do you have any feedback of information or resources that could be added to the new City of Sebastopol Covid-19 Resources webpage?"

Some helpful feedback was shared, and 22.4% was introduced for the first time.

The full response set will be shared with City staff for further evaluation and implementation.



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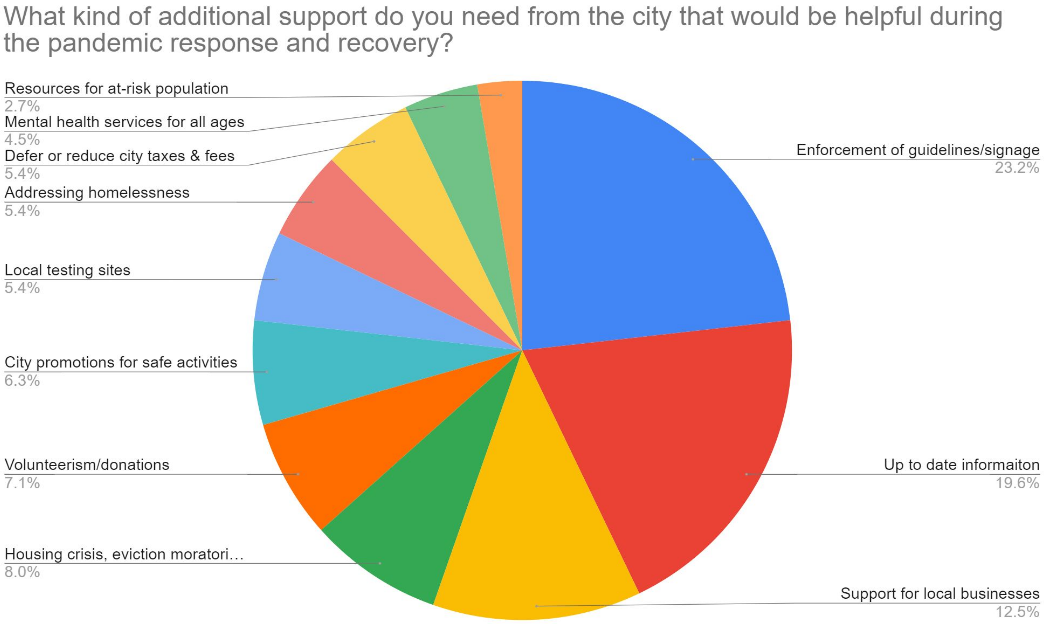
“What kind of additional support do you need from the city that would be helpful during the pandemic response and recovery?”

The most common theme was the enforcement of business guidelines and signage.

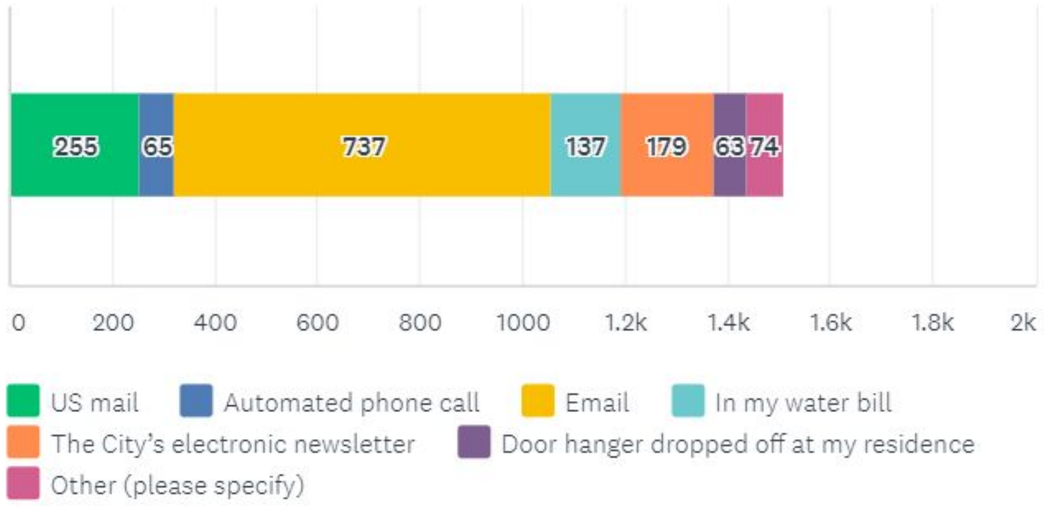
Again, the full response set will be shared with City staff for further evaluation and discussion regarding potential future priorities within the Community Vitality Project.



“What are the best ways for the City to communicate with you about local resources, information, and health order updates?”

Roughly ¾ indicated email as a preferred method of accessing City info, followed by ¼ preferring snail mail.

270 submitted email addresses to be added to the City’s weekly newsletter.

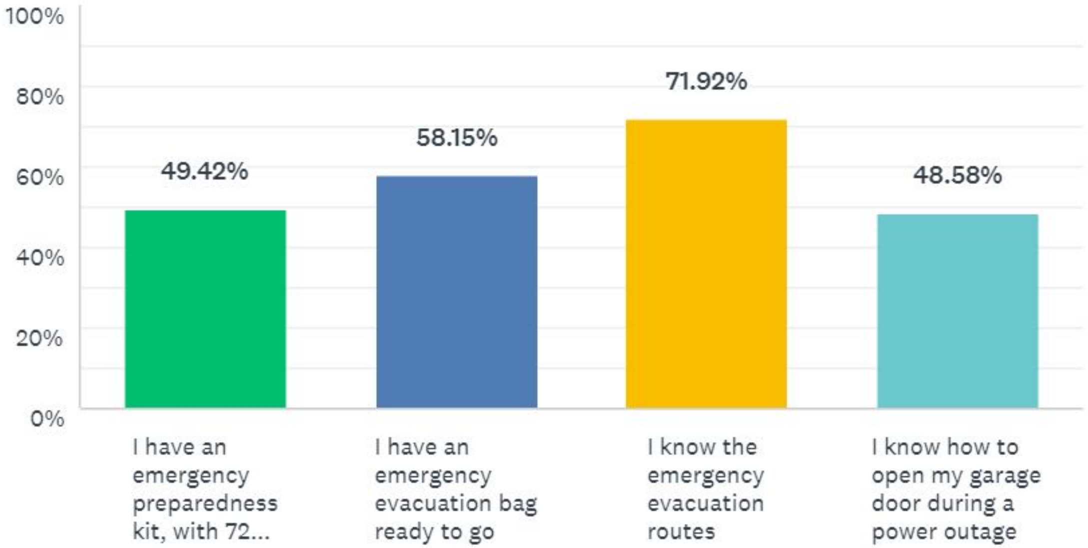


Findings:

Emergency Preparedness

“How are you prepared for an emergency? (Check all that apply)”

While a large number of respondents indicate some level of emergency preparedness, the goal on these items is 100%, indicating opportunities for outreach and education.



Conclusions
&
Recommendations

Pandemic Impacts

- Highlights
  - Major shift towards poverty (+20%)
  - Growing food and housing insecurity (~7%)
- Most Impacted
  - 2 person households
  - Non-Caucasian
  - 18-24 and 35-44
  - Gender fluid/non-binary
- Potential Actions
  - Distribute info on local hardship resources
  - Work with local biz to incentivize job expansion and career training
  - Coordinate food waste diversion
  - Develop community support resources for poverty-related anxiety and shame

Local Economy

- Highlights
  - Low consumer confidence & comfort in entering public spaces
  - Decrease in shopping
  - Increase in online shopping
  - Increase in loyalty to local & independent businesses
- Potential Actions
  - Develop/support delivery/pickup infrastructure for local business
  - Support digital development via Chamber & SDA
  - Examine consumer confidence regarding guideline adherence
  - Consider 2021 Sip, Shop, Savor campaign
  - Educate on the impact of local spending

Public Access

- Highlights
  - Outdoor and intellectual pursuits most popular
  - Request for increased recreational infrastructure
  - Opportunities for improvement in civic engagement
- Potential Actions
  - Staff to evaluate open ended feedback on communications, COVID-19 info, etc.
  - Evaluate health order adherence and resources
  - Identify topics for future surveys that will help inform upcoming decisions
  - Virtual town hall on future civic development

Emergency Preparedness

- Highlights
  - Less than half prepared for emergency
  - Great opportunity for education and outreach
- Potential Actions
  - Evaluate current emergency education program
  - Share emergency garage opening info ASAP
  - Consider “light touch” emergency prep webinars or materials
  - Work with local biz to develop emergency kits

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Community Vitality: Next Steps

Community Vitality Project Next Steps

- Email lists and open-ended response sharing
- Further data analysis of this survey as requested
- Facilitate follow up on recommended actions
- Conduct quarterly surveys and microsurveys as needed
- Continue to support
  - Chamber of Commerce
  - Business Council
  - Community Benefit Council
- Support launch of new efforts around service and volunteerism
- Host or coordinate town halls/webinars as directed

Thank You!