City of Elk Grove Data & Survey Results

The information in this report is pulled from a number of different sources, including: (1) the U.S. Census Bureau American Community Survey; (2) an ad hoc online resident survey conducted between December 29, 2020 and February 01, 2021; (3) the National Citizen Survey conducted for the City of Elk Grove most recently in November 2019; (4) an ad hoc, online budget survey conducted between November 17, 2020 and December 23, 2020; and (5) Zencity insight analysis of social media related to Elk Grove.

### Population by Race

- White: 45.2%
- Asian: 28.8%
- African American: 11.5%
- Two or More Races: 8.2%
- Native Hawaiian/Pacific Islander: 3.9%
- American Indian: 1.8%
- Other: 0.6%

### Population by Age Group

- Under 5: 6.1%
- Under 18: 25.9%
- 19 to 64: 61.5%
- Over 65: 12.6%

### Foreign-born Population

24.1%

### Percent of Population Speaking Language other than English at Home

- United States (comparison): 13.6%

### Median household income

- City of Elk Grove: $93,780
- Sacramento County (comparison): $67,151

### Households

- City of Elk Grove: 53,182

### Owner-occupied Housing Units

- City of Elk Grove: 74.9%
- Sacramento County (comparison): 56.4%

### Median Home Value, 2020*

- City of Elk Grove: $495,000
- Sacramento County (comparison): $430,000

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1 The official FCC broadband definition is a minimum of 25 Mbps download and 3 Mbps upload.

*Redfin data 1/2021
The resident survey was available on the City website from December 29, 2020 until February 1, 2021. The survey was promoted on the City's social media platforms during this time. In addition, it was included in the City's weekly emails providing information on activities. A community workshop to gather input was also conducted on January 26th from 12pm - 1:30pm, with the survey promoted at that event.

A total of 425 responses were received. These responses were reviewed to ensure that respondents identified an Elk Grove zip code for their residence. There were 13 responses that did not identify one of the 3 Elk Grove zip codes (95624, 95757, 95758). These responses were removed from the analysis.

The survey results are not representative of the views of all Elk Grove residents. This is due to selection bias as the respondents were not a random sample of the population. The responses received are more female, more white, older, and wealthier when compared to data on the population of Elk Grove from the 2019 American Community Survey conducted by the U.S. Census Bureau.

Data presented here are for the 412 responses received without adjusting for these factors.

**Government Performance**

<table>
<thead>
<tr>
<th>Question</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall direction that Elk Grove is taking</td>
<td>6.6%</td>
<td>52.4%</td>
<td>31.3%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Job Elk Grove government does at welcoming resident involvement</td>
<td>15.8%</td>
<td>41.5%</td>
<td>32.3%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Overall confidence in Elk Grove government</td>
<td>9.2%</td>
<td>48.3%</td>
<td>30.1%</td>
<td>12.4%</td>
</tr>
<tr>
<td>Generally acting in the best interest of the community</td>
<td>12.4%</td>
<td>45.6%</td>
<td>28.4%</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

**Priorities**

- **It is important for Elk Grove to be a vibrant community with a sustainable economy with diverse businesses and amenities**
  - Strongly Agree: 67.5%
  - Agree: 26.0%
  - Neutral: 6.1%
  - Disagree: 0.2%
  - Strongly Disagree: 0.2%

- **Investment in public safety should be a top priority**
  - Strongly Agree: 64.1%
  - Agree: 26.9%
  - Neutral: 7.5%
  - Disagree: 0.5%
  - Strongly Disagree: 0%

- **Maintaining the financial health and stability of the City is of the utmost importance**
  - Strongly Agree: 54.4%
  - Agree: 35.9%
  - Neutral: 9.9%
  - Disagree: 0.5%
  - Strongly Disagree: 0.2%

- **The City should embrace new ideas and innovation in the delivery of services**
  - Strongly Agree: 46.6%
  - Agree: 36.9%
  - Neutral: 14.8%
  - Disagree: 1.7%
  - Strongly Disagree: 0%
<table>
<thead>
<tr>
<th>Community Goals</th>
<th>Essential</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not at all Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask for and involve the community in the planning process and decision making</td>
<td>55.6%</td>
<td>37.9%</td>
<td>6.1%</td>
<td>0.5%</td>
</tr>
<tr>
<td>that affects Elk Grove’s quality of life</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintain the fiscal health and stability of the City</td>
<td>51.9%</td>
<td>41.0%</td>
<td>6.3%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Reduce crime</td>
<td>67.0%</td>
<td>23.3%</td>
<td>8.0%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Invest in community safety</td>
<td>53.9%</td>
<td>34.7%</td>
<td>10.7%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Attract and retain local businesses/ improve economic development</td>
<td>55.1%</td>
<td>33.3%</td>
<td>10.9%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Promote a sustainable community and protect the natural environment</td>
<td>50.2%</td>
<td>37.6%</td>
<td>10.4%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Enhance youth crime prevention and gang intervention programs</td>
<td>48.1%</td>
<td>35.7%</td>
<td>13.6%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Continue programs and services that address and reduce homelessness in Elk Grove</td>
<td>49.0%</td>
<td>34.5%</td>
<td>13.3%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Ensure public and private development that is high-quality and attractive,</td>
<td>43.7%</td>
<td>39.1%</td>
<td>15.3%</td>
<td>1.9%</td>
</tr>
<tr>
<td>contributing to a sense of place</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enhance major roads leading through town or to the freeway, to reduce traffic</td>
<td>39.6%</td>
<td>42.0%</td>
<td>16.0%</td>
<td>2.4%</td>
</tr>
<tr>
<td>congestion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plan and prepare for short-term emergency situations (e.g., flooding) or</td>
<td>38.1%</td>
<td>39.3%</td>
<td>19.2%</td>
<td>3.4%</td>
</tr>
<tr>
<td>longer-term chronic stress (e.g., climate change, economic downturns)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continue to create and promote equity and inclusion efforts at City Hall and</td>
<td>39.8%</td>
<td>36.9%</td>
<td>18.4%</td>
<td>4.9%</td>
</tr>
<tr>
<td>in the community</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strengthen availability of additional treatment and mental health services</td>
<td>39.8%</td>
<td>35.0%</td>
<td>22.6%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Embrace new ideas and innovation in the delivery of services</td>
<td>27.2%</td>
<td>43.9%</td>
<td>25.0%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Improve how City buildings and roadways are operated and maintained</td>
<td>24.0%</td>
<td>46.8%</td>
<td>26.9%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Plan and promote neighborhoods of all types from rural to suburban to urban</td>
<td>24.8%</td>
<td>42.0%</td>
<td>26.0%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Improve and expand alternative modes of transportation, including bicycle,</td>
<td>31.3%</td>
<td>34.7%</td>
<td>29.6%</td>
<td>4.4%</td>
</tr>
<tr>
<td>pedestrian, trail, and transit networks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Resident Survey Results

n = 412

Projects/Activities

- Improving community safety, by increasing law enforcement staffing, investing in new technologies, focusing on community policing efforts and partnerships with community-based organizations
  - Essential: 46.4%
  - Very Important: 32.3%
  - Somewhat Important: 16.7%
  - Not at all Important: 4.6%

- Use new technologies to improve traffic flow throughout the City
  - Essential: 33.0%
  - Very Important: 36.7%
  - Somewhat Important: 25.5%
  - Not at all Important: 4.9%

- In conjunction with private industry, work to help increase internet connectivity, access, and speeds throughout the City, where feasible
  - Essential: 31.6%
  - Very Important: 35.0%
  - Somewhat Important: 24.0%
  - Not at all Important: 9.5%

- Facilitating development of vacant commercial land, including the development of destination retail, dining, entertainment and lifestyle amenities
  - Essential: 24.8%
  - Very Important: 37.1%
  - Somewhat Important: 24.0%
  - Not at all Important: 14.1%

- Increasing bike and pedestrian trails throughout the City
  - Essential: 28.4%
  - Very Important: 32.5%
  - Somewhat Important: 28.6%
  - Not at all Important: 10.4%

- Reducing traffic congestion on Elk Grove Blvd. By building a new interchange at Highway 99 and Whitelock Parkway
  - Essential: 28.9%
  - Very Important: 30.8%
  - Somewhat Important: 30.6%
  - Not at all Important: 9.7%

- Designating additional lands for employment uses (office, industrial) and marketing the City to potential employers
  - Essential: 19.7%
  - Very Important: 32.3%
  - Somewhat Important: 34.7%
  - Not at all Important: 13.3%

- Increasing the range of housing available throughout the community that is affordable to all income levels
  - Essential: 20.9%
  - Very Important: 29.9%
  - Somewhat Important: 30.3%
  - Not at all Important: 18.9%

- Extending Kammerer Road from Highway 99 to I-5
  - Essential: 23.5%
  - Very Important: 26.2%
  - Somewhat Important: 36.4%
  - Not at all Important: 13.8%

- Increasing public transit options by supporting efforts to extend Light Rail to the City
  - Essential: 20.9%
  - Very Important: 28.2%
  - Somewhat Important: 30.1%
  - Not at all Important: 20.9%

- Building a performing arts center at District56 (Civic Center)
  - Essential: 21.4%
  - Very Important: 24.3%
  - Somewhat Important: 33.7%
  - Not at all Important: 20.6%

- Building a new library at District56 (Civic Center)
  - Essential: 7.0%
  - Very Important: 19.4%
  - Somewhat Important: 45.9%
  - Not at all Important: 27.7%
What other initiatives would you prioritize for the City?

“Let’s be a leader in becoming a city that can better support in times of trouble while bringing life and beauty to a city of cement and asphalt”

Are there additional projects or activities you think the City should prioritize?

“Giving the community a place to celebrate and engage in performing arts”

“Place-making through public art by local artists”

Performing arts/arts center, support the arts, youth theater, community theater, artistic vision, more entertainment, culturally based programs, more concerts, attractions, activities

Art/Entertainment

10.2%

“Create more job opportunities”

“emphasize the importance of growing small businesses”

Well-paying jobs, science and tech jobs, more, better jobs, high-tech jobs, tech businesses, variety in new businesses, fill vacant locations, lower business rent, grow local/small businesses, focus on start ups

Jobs/Economic Growth

9.7%

“Start to eliminate contracting out services”

“Ensuring that property taxes remain reasonable - especially for the elderly”

Lower property taxes, lower fees for permits and new businesses, stop spending on future programs, no more projects, more receptive to community, animal control services for rural animals, eliminate contracted out services, hire more minorities, improve the libraries

Government Performance/Taxes

8.0%

“Tiny houses for the homeless”

“More and varied affordable housing”

More affordable housing, keep housing value, increase low-income housing, stop building low-income housing, ensure affordable housing throughout city, deal with homeless, provide tiny houses for homeless, get homeless out of parks/trails, don’t waste tax money on homeless, prioritize homeless outreach and services

Housing/Homelessness

7.8%

“make best of areas already developed instead of building more”

“Only allow building when sufficient infrastructure is already in place”

Better city planning, get rid of short-term rentals, adhere to City standards, concept of “town squares”, limit growth/stop building more homes, nicer architecture, review of land use, more infill before developing open lands, ensure sufficient infrastructure before new building, streamline development process, restrict zoning along creeks/floodplains

Land Use/Planning

7.5%

“Keep cell antennas away from the schools”

“the City should facilitate the expansion of fiber optic”

Focus on fiber optic, put in fiber optic whenever streets are dug up, expand fiber optic for internet connectivity, keep cell antennas away from schools/residential areas, review cell antenna policy, ban 5G cell towers

Cell Antenna/5G/Fiber Optic

7.3%

“Attracting quality restaurants that are independently owned”

“fully activate the potential of Old Town as a center for shopping, socializing and community activities”

Focus on local/independent restaurants, less fast food and major chains, attract Sacramento-area restaurants, more restaurants, make it easier to open small restaurant, upscale stores, build up downtown area, revitalize Old Town, need a shopping Mall, small/local shopping options, need book store, quality shopping, address grocery store deserts

Shopping/Restaurants

7.3%

“Ensure protection of wildlife habitat”

“land should be preserved for trees and nature development”

Keep open spaces, protect wildlife habitat, more trees, preserve nature, remove grass to save water, promote electric vehicles, more free electric vehicle charging, all electric buildings, more outdoor amenities, public garden

Park/Nature/Environment

6.8%
### What other initiatives would you prioritize for the City?

*"[Elk] Grove needs to be a city [with] a small town feel. The people matter...continue to have programs and activities that would work with the [p]eople."*

### Are there additional projects or activities you think the City should prioritize?

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve the flow of traffic on the major roadways</td>
<td>6.8%</td>
</tr>
<tr>
<td>Improve the focus on traffic enforcement, especially speeding and reckless driving</td>
<td>6.8%</td>
</tr>
<tr>
<td>Traffic mitigation, traffic congestion, traffic flow, traffic/roadway safety, lower/ enforce speed limits, more speed tables, stop light coordination/timing, no more stop lights, safer cross-walks, upgrade center medians, road maintenance</td>
<td>6.8%</td>
</tr>
<tr>
<td>&quot;extending the Sac RT lightrail all the way down Bruceville Rd&quot;</td>
<td>5.6%</td>
</tr>
<tr>
<td>&quot;more walkable neighborhood design&quot;</td>
<td>5.6%</td>
</tr>
<tr>
<td>Expand public transportation options, expand light rail, more bike lanes, create walkable services, emphasis on trails/sidewalks, bike safety program, more trails, green strip in area bike lanes, trails in older communities, improve bus service</td>
<td>5.6%</td>
</tr>
<tr>
<td>More police officers</td>
<td>4.9%</td>
</tr>
<tr>
<td>&quot;Invest in community based orgs that help law enforcement and address social needs&quot;</td>
<td>4.9%</td>
</tr>
<tr>
<td>Emphasis on community organization against crime, expand PD/hire more officers, partner with organizations to prevent domestic violence, improve PD, reallocate police funds, less policing, police substations, increase surveillance technologies, emergency preparedness plan</td>
<td>4.9%</td>
</tr>
<tr>
<td>&quot;Get our kids back to school&quot;</td>
<td>4.6%</td>
</tr>
<tr>
<td>&quot;ensure we help and provide first class learning experience to support teachers and students&quot;</td>
<td>4.6%</td>
</tr>
<tr>
<td>4-year university, prioritize building schools, get kids back to school, provide first-class learning experience, better parent/school partnership</td>
<td>4.6%</td>
</tr>
<tr>
<td>&quot;Drop the building of the hospital by I-5 that is going to destroy small business&quot;</td>
<td>3.6%</td>
</tr>
<tr>
<td>&quot;have more medical facilities available&quot;</td>
<td>3.6%</td>
</tr>
<tr>
<td>No hospital off I-5, hospital development, more medical facilities, medical corp volunteers, citywide health care plan, alternative therapy offices, provide covid vaccination location</td>
<td>3.6%</td>
</tr>
<tr>
<td>&quot;Work with a diverse group of youth to promote and encourage investment by the youth in [the] city&quot;</td>
<td>3.4%</td>
</tr>
<tr>
<td>&quot;We need more adolescent focused activities&quot;</td>
<td>3.4%</td>
</tr>
<tr>
<td>Opportunities for youth engagement, at-risk youth programs, children recreation programs, more youth sports, teen outreach, adolescent focused activities, affordable before and after school programs, kids museum</td>
<td>3.4%</td>
</tr>
<tr>
<td>&quot;Adopt the slogan: 'Let Elk Grove shine...don't leave trash behind'&quot;</td>
<td>3.2%</td>
</tr>
<tr>
<td>&quot;Give tickets to people that do not clear up after pets&quot;</td>
<td>3.2%</td>
</tr>
<tr>
<td>Remove graffiti. more trash receptacles, pet waste. deal with blight faster. keep city cleaner. litter removal</td>
<td>3.2%</td>
</tr>
<tr>
<td>&quot;Create and activate volunteer bases related to departments&quot;</td>
<td>11.9%</td>
</tr>
<tr>
<td>&quot;Programs and activities to promote a sense of community and boost morale&quot;</td>
<td>11.9%</td>
</tr>
<tr>
<td>Heated indoor pool, more hours for aquatic center, dial back ostentation, more swimming opportunities for over 18, acceptance of diversity, cultural tolerance, protect free speech, git rid of the phone company, food affordability, outlaw fireworks, add another post office, noise reduction, free services for seniors, better services for disabled community, better water, complete/ get rid of casino, provide free internet</td>
<td>11.9%</td>
</tr>
</tbody>
</table>
The survey results showed bias in a number of areas, including:

- **65.3%** of respondents were Women, compared with 51.9% in our population.
- **28.6%** of respondents were over age 65, compared with 12.6% in our population.
- **15.8%** of respondents were Asian, compared with 28.8% in our population.
- **10.7%** of respondents were Hispanic/Latinx, compared with 18.5% in our population.
- **4.4%** of respondents were African American, compared with 11.5% in our population.
- **0.5%** of respondents were under age 18, compared with 25.9% in our population.
- **64.6%** of respondents were White, compared with 45.2% in our population.

### Employment Status

- Working Full-Time: 43.7%
- Working Part-Time: 31.3%
- Unemployed, looking for work: 4.6%
- Unemployed, not looking for work: 4.9%
- Fully Retired: 15.5%

### Number of Years in Elk Grove

- < 2 yrs: 6.1%
- 2 - 5 yrs: 10.2%
- 6 - 10 yrs: 14.1%
- 11 - 20 yrs: 31.1%
- > 20 yrs: 38.6%

### Household Income

- Less than $25,000: 2.7%
- $25,000 - $49,999: 9.5%
- $50,000 - $99,999: 30.8%
- $100,000 - $149,999: 29.1%
- $150,000 or More: 27.9%

### Number in Household

- 1: 11.9%
- 2: 32.3%
- 3: 18.4%
- 4: 21.4%
- 5+: 16%
# Resident Survey Results - Who Responded

## Race of Respondents

- **White** (64.6%)
- **Asian** (15.8%)
- **African American** (4.4%)
- **Other** (7.5%)
- **Two or More Races** (7%)

## Gender

- **Woman** (65.3%)
- **Man** (25.5%)
- **Prefer not to answer** (7.3%)
- **Other** (1.2%)
- **Non-binary/Third Gender** (0.7%)

## Age of Respondents

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>0.5%</td>
</tr>
<tr>
<td>18 to 24</td>
<td>2.7%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>6.3%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>24.0%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>19.9%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>18.0%</td>
</tr>
<tr>
<td>65 to 74</td>
<td>20.6%</td>
</tr>
<tr>
<td>Over 75</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

## Zip Code of Respondents

- 95758: 22.3%
- 95757: 42%
- 95624: 35.7%
- 95578: 12.8%

## Spanish/Hispanic/Latinx

- **Yes** (89.3%)
- **No** (10.7%)
- **Prefer not to answer** (0.7%)

## Transgender

- **Yes** (4.6%)
- **No** (95.1%)
- **Prefer not to answer** (0.2%)
Every two years, the City of Elk Grove conducts a citywide survey. The National Citizen Survey (NCS) is developed by the International City/County Management Association (ICMA) and the National Research Center, Inc. The NCS is a low-cost, random-sample survey of residents for local governments which allows jurisdictions to survey resident opinion for program planning, goal setting, budgeting and performance measurement. Because the survey is a random-sample survey, it is representative of the residents. The City has completed the survey in 2009, 2011, 2013, 2015, 2017, and 2019. Full results are available on the City website.

### Community Characteristics

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall feeling of safety</td>
<td>75%</td>
</tr>
<tr>
<td>Overall ease of travel</td>
<td>63%</td>
</tr>
<tr>
<td>Overall natural environment</td>
<td>72%</td>
</tr>
<tr>
<td>Overall built environment</td>
<td>66%</td>
</tr>
<tr>
<td>Overall economic health</td>
<td>69%</td>
</tr>
</tbody>
</table>

### Aspects of Community Characteristics

#### Safety
- Safe in neighborhood: 93%
- Safe in downtown/commercial area: 86%

#### Mobility
- Paths and walking trails: 70%
- Ease of walking: 66%
- Travel by bicycle: 54%
- Travel by public transportation: 37%
- Travel by car: 59%
- Traffic flow: 32%

#### Wellness & Enrichment
- Recreational opportunities: 63%
- Cultural/arts/music activities: 54%
- Health care: 69%

#### Built Environment
- New development: 50%
- Affordable quality housing: 37%
- Housing options: 52%
- Public places: 61%

#### Economy
- Vibrant downtown: 32%
- Business and services: 58%
- Cost of living: 38%
- Shopping opportunities: 51%
- Employment opportunities: 35%
- Place to visit: 44%
- Place to work: 51%

#### Natural Environment
- Cleanliness: 74%
- Air Quality: 71%
**Critical Challenges**

What do you think is the most critical challenge facing the City of Elk Grove in the next 5 years?

Respondents were asked one open-ended question, which were grouped into categories similar to the resident survey. If respondents covered more than a single topic in their response, they were grouped by the first topic listed.

- Growth, development, downtown, planning: 23%
- Traffic, transportation, roads: 19%
- Housing (availability, type, cost, homelessness): 14%
- Safety, crime: 11%
- Jobs, economic development: 9%
- Cost of living, taxes, government performance: 4%
- Casino: 4%
- Other: 12%
- Don't know, nothing: 2%
The City conducted a balanced budgeting exercise to gather resident input on budget priorities. The Budget Game was available on the City website from November 17, 2020 to December 23, 2020. Respondents had a budget of $600 that they were able to spread across 6 budget categories. A total of 87 responses were received. Of these, seven were removed from the analysis for not residing in Elk Grove. The responses are not representative of the population of Elk Grove. The respondents consisted of a larger portion of males (56.3%) than in the general Elk Grove population (48.1%). There is a selection bias as the respondents were not a random sample of the population. Data presented here are for the 80 responses received without adjusting for bias.

## Priorities

<table>
<thead>
<tr>
<th>Priority Level</th>
<th>Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Low Priority</td>
<td>($0 - $49)</td>
<td>Fire &amp; Safety Services. Emergency Medical Response</td>
</tr>
<tr>
<td>Low Priority</td>
<td>($50 - $99)</td>
<td>Job Growth, Small Businesses &amp; Entertainment</td>
</tr>
<tr>
<td>Neutral</td>
<td>($100)</td>
<td>Road maintenance, traffic congestion relief, bike &amp; pedestrian trails, and community facilities for cultural arts and events</td>
</tr>
<tr>
<td>High Priority</td>
<td>($101 - $149)</td>
<td>Senior, Youth &amp; Family Programs. Animal Services &amp; Code Enforcement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Community Parks, Recreation programs and opportunities</td>
</tr>
</tbody>
</table>

Not all services listed are provided by the City. The results are therefore more indicative of the community’s desires irrespective of the service provider or funding source.

### Budgeted - Average Amount

- **Fire & Safety Services. Emergency Medical Response**: $95.69
- **Job Growth, Small Businesses & Entertainment**: $101.94
- **Road maintenance, traffic congestion relief, bike & pedestrian trails, and community facilities for cultural arts and events**: $101.06
- **Senior, Youth & Family Programs. Animal Services & Code Enforcement**: $98.94
- **Community Parks, Recreation programs and opportunities**: $92.56

Averages do not total to $600 due to rounding.
Since 2019, the City has had a contract with Zencity to analyze resident feedback via social media and provide insight to the City. There are limitations to this data. First, this only captures feedback from those with internet access, and who are active on social media platforms. Second, social media has been shown to have a more negative slant, with studies showing negative messages are more likely to be reposted more rapidly and more frequently*. That said, it can still provide broader understanding of resident sentiment. A selection of the insights provided are presented.


**Sentiment**

Of the 1,445,245 interactions captured in 2020

- Positive
- Neutral
- Negative

**Most Talked About**

- Public Safety: 42%
- Local Economy: 11%
- Human Relations/Services: 10%

Residents largely approved of the synchronization of stoplights, with positive sentiment 3x more than negative sentiment.

Official channels were able to effectively communicate municipal initiatives and programs concerning the environment, garnering 11% positive sentiment to 1% negative.

Over half the interactions related to City Finances were on a thread debating a proposal to decrease funding for the PD, with 40% negative sentiment and just 8 percent positive.

A thread about potentially increasing the sales tax by half a percent received overall negative sentiment (15%) as compared to positive (3%).
The NCS showed 51% of residents believed that Elk Grove was moving in the right direction. The resident survey had this number at 59%.

57.5% of respondents to the resident survey said that had confidence in City government, compared with 45% in the NCS.

The economy has consistently been a priority for residents across all surveys. In the resident survey, 93.5% of respondents agreed or strongly agreed with the priority related to a sustainable economy including diverse businesses. In addition, attracting and retaining local business/improving economic development was in the top 5 of community goals and jobs/economic growth received the second highest number of comments to the open-ended questions. In the NCS, the economy was identified as a priority, and also received a large number of responses to the open-ended question related to critical challenges. In the budget survey, job growth/small businesses & entertainment received the highest average budget amount. At the same time, respondents to the NCS felt the City could do better in this area, with just 49% giving the positive ratings to the City government for economic development and 35% giving positive ratings to employment opportunities in the city. For business and services in the city, 58% provided a positive rating.

Active transportation received mixed results in surveys. In the resident survey, improving and expanding alternative modes of transportation ranked lowest in terms of essential or very important responses (66%). However, in terms of projects/activities, increasing trails ranked in the top 5 responses. In the NCS, trails rated high in positive ratings (70%), but ease of travel by bicycle was much lower (54%), with ease of walking somewhat higher (66%).

Development and planning has consistently been a priority for citizens across surveys. In the resident survey, involving the community in planning and decision-making rated the highest in community goals, with 93.4% rating this as essential or very important. Land use/planning was also in the top five in responses to open-ended questions, with many respondents mentioning the need for filling vacant buildings, consistent with the responses to projects/activities where facilitating development of vacant commercial land being in the top four. In the NCS, growth/development/planning received the highest number of responses to the open-ended question on critical challenges (23%) in the NCS. Also in the NCS, respondents gave the City government just 42% positive ratings for land use/planning.

Housing affordability and addressing homelessness remains a concern for residents. In the NCS, affordable quality housing received only a 37% positive rating, and housing options received only 52%. Housing and homelessness also received a significant number of responses (14%) to the open-ended question on critical challenges facing the city. In the resident survey, housing and homelessness received more mixed results, with respondents ranking increasing the range of housing options for all incomes near the bottom, with only 50.7% answering it was either essential or very important. However, addressing homelessness was in the top ten for community goals (83.5%) and housing/homelessness was in the top four responses to the open-ended questions.

Residents continue to want more activities, entertainment, upscale shopping and quality local/regional restaurants, though how important this is ranked is mixed. In the resident survey, respondents rated the development of destination retail, dining, entertainment and lifestyle amenities in the top four, but the building of a performing arts center rated near the bottom. However, arts and entertainment was the top response to the open-ended questions with 10.2% of respondents mentioning this topic, and 7.3% of respondents mentioning quality shopping and/or restaurants. In the NCS, respondents gave moderate to low ratings to cultural/arts/music activities (54%), shopping opportunities (51%), and a vibrant downtown (32%).