

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# Cannon Beach, OR

Community Livability Report

2016



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# About

The National Citizen Survey™ (The NCS) report is about the “livability” of Cannon Beach. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

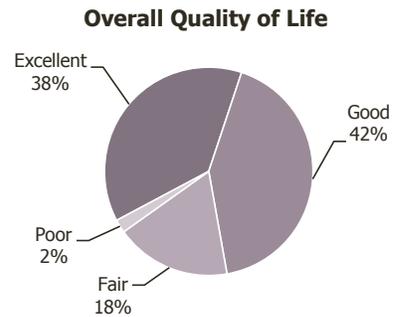
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 296 residents of the City of Cannon Beach. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Cannon Beach

A vast majority of residents rated the quality of life in Cannon Beach as excellent or good. This rating was similar to quality of life ratings in other communities (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

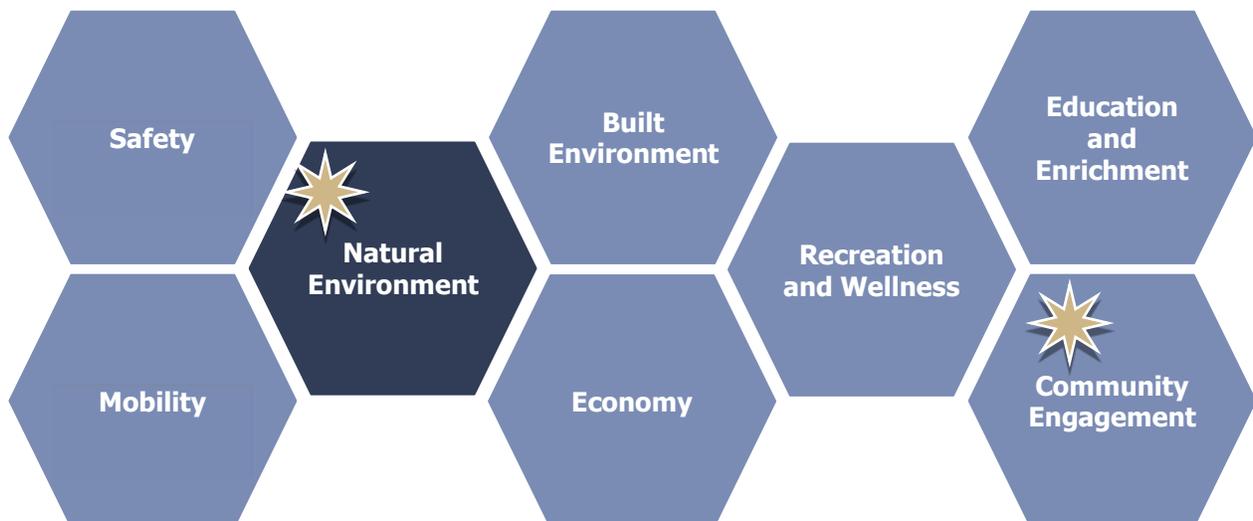
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Natural Environment and Community Engagement as priorities for the Cannon Beach community in the coming two years. It is noteworthy that Cannon Beach residents gave favorable ratings to both of these facets of community, with Natural Environment rated higher than the national benchmark. Ratings for Safety, Mobility, Built Environment, Economy, Recreation and Wellness and Education and Enrichment were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Cannon Beach’s unique questions.

## Legend

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

- Most important



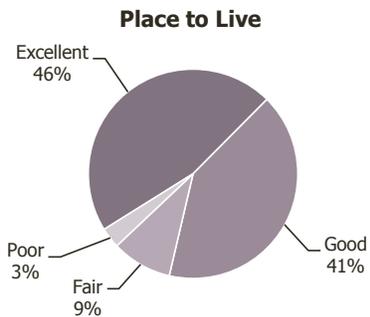
# Community Characteristics

*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Cannon Beach, 88% rated the City as an excellent or good place to live. Respondents' ratings of Cannon Beach as a place to live were similar to ratings in other communities across the nation.

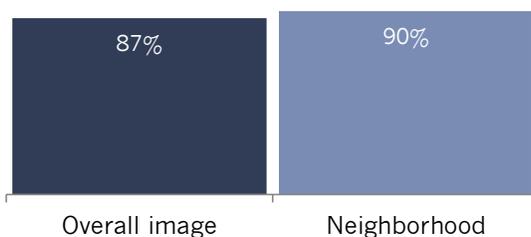
In addition to rating the City as a place to live, respondents rated several aspects of community quality including Cannon Beach as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Cannon Beach and its overall appearance. About 9 in 10 respondents gave positive ratings to the City's overall image or reputation, to their neighborhoods and to Cannon Beach's overall appearance. Ratings for Cannon Beach's overall appearance, overall image or reputation, and Cannon Beach as a place to retire were higher than ratings in comparison communities. Cannon Beach as a place to raise children was rated as excellent or good by 4 in 10 respondents, which was lower than in other communities across the nation.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Around 9 in 10 residents gave positive ratings to the overall feeling of safety in Cannon Beach, a rating that was higher than ratings given in other communities across the nation and almost all residents rated safety in their neighborhoods and in the downtown/commercial area as excellent or good. Mobility ratings were mixed and ranged from 25% (ease of public parking) to 84% (ease of walking). Ease of walking and availability of paths and walking trails ratings were higher than the national benchmark. All aspects within Natural Environment were rated as excellent or good by at least 9 in 10 respondents and were higher than ratings in comparison communities. Ratings within Built Environment varied with around 8 in 10 residents rating overall built environment and public places where people want to spend time as excellent or good. The aforementioned aspects received ratings above the national benchmark while ratings for availability of affordable quality housing and variety of housing options were rated less favorably and below the national comparison.



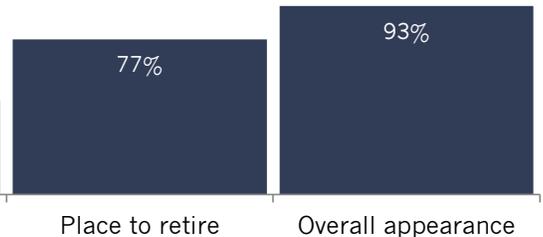
Within the facet of Economy, positive ratings that were higher than the benchmark were vibrant downtown/commercial area and Cannon Beach as a place to visit. Meanwhile, ratings for cost of living in Cannon Beach were less positive and lower than in other communities. Most aspects within Recreation and Wellness and Education and Enrichment were lower than the national benchmark, most notably availability of quality mental health care and availability of child care/preschool. Within the facet of Community Engagement, opportunities to volunteer was rated excellent or good by at least 8 in 10 respondents and was higher than the national comparison.

Percent rating positively (e.g., excellent/good)



Comparison to national benchmark

■ Higher ■ Similar ■ Lower



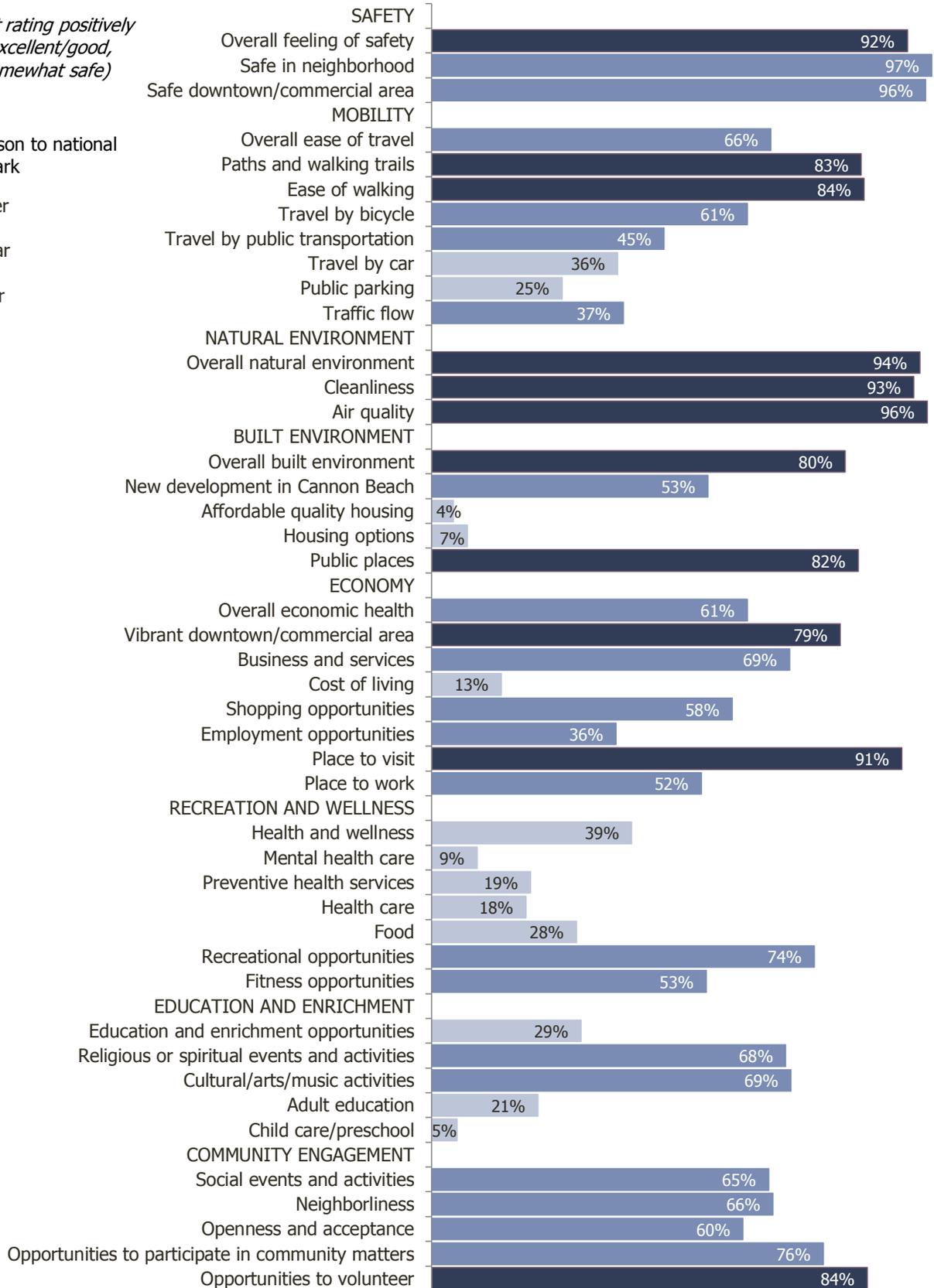
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)*

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

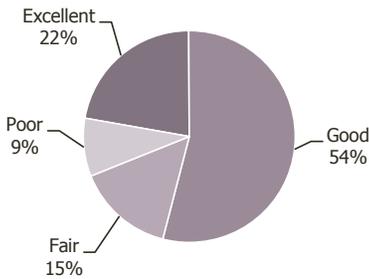
*How well does the government of Cannon Beach meet the needs and expectations of its residents?*

The overall quality of the services provided by Cannon Beach as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About three-quarters of residents in Cannon Beach gave excellent or good ratings to the overall quality of City services while about 4 in 10 residents gave excellent or good ratings to the overall quality of services provided by the Federal Government; both of these ratings were similar to ratings in communities across the nation.

Survey respondents also rated various aspects of Cannon Beach’s leadership and governance. Customer service from City employees received the highest rating (70% excellent or good) and was similar to the national benchmark, while confidence in City government received the lowest rating (35%) and was lower than the benchmark. Ratings for overall direction that the City is taking and acting in the best interest of Cannon Beach were also lower than the benchmarks, while ratings for the value of services for taxes paid, welcoming citizen involvement, being honest and treating all residents fairly were positive and similar to ratings seen in other communities.

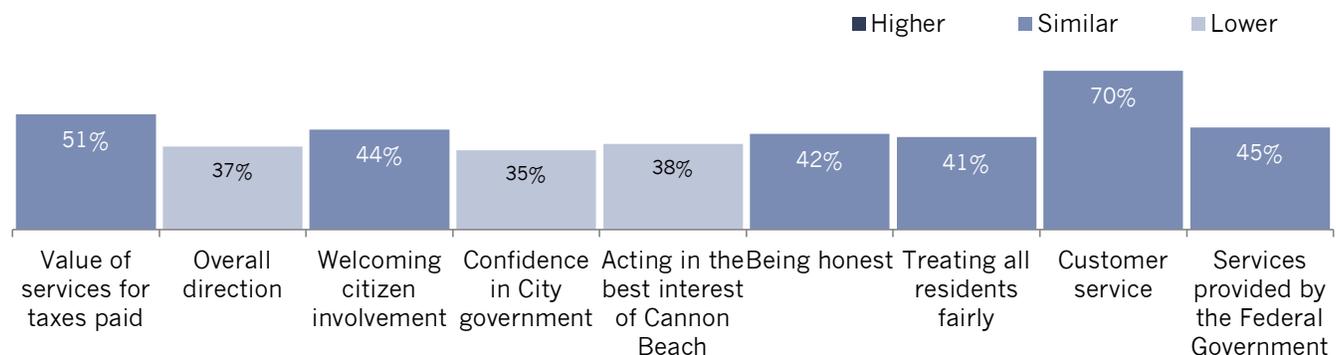
Respondents evaluated over 30 individual services and amenities available in Cannon Beach. All aspects within the facet of Safety were rated positively by at least 6 in 10 residents, with crime prevention and emergency preparedness rated higher than comparison communities. Measures for Mobility were awarded high marks by more than half of respondents and street cleaning and sidewalk maintenance received ratings that were higher than the national benchmark. Around three-quarters or more of survey participants were pleased with the drinking water, natural areas preservation, and open space in Cannon Beach; all of these services were rated higher than in comparison communities. The remaining aspects of Natural Environment as well as all aspects within Built Environment, Economy, Education and Enrichment and Community Engagement were rated similar to communities in the benchmark. Recreation programs, recreation centers and health services in the facet of Recreation and Wellness were lower than the national benchmark; however, City parks received a rating of excellent or good by nearly 9 in 10 residents which was similar to the national benchmark.

**Overall Quality of City Services**



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark



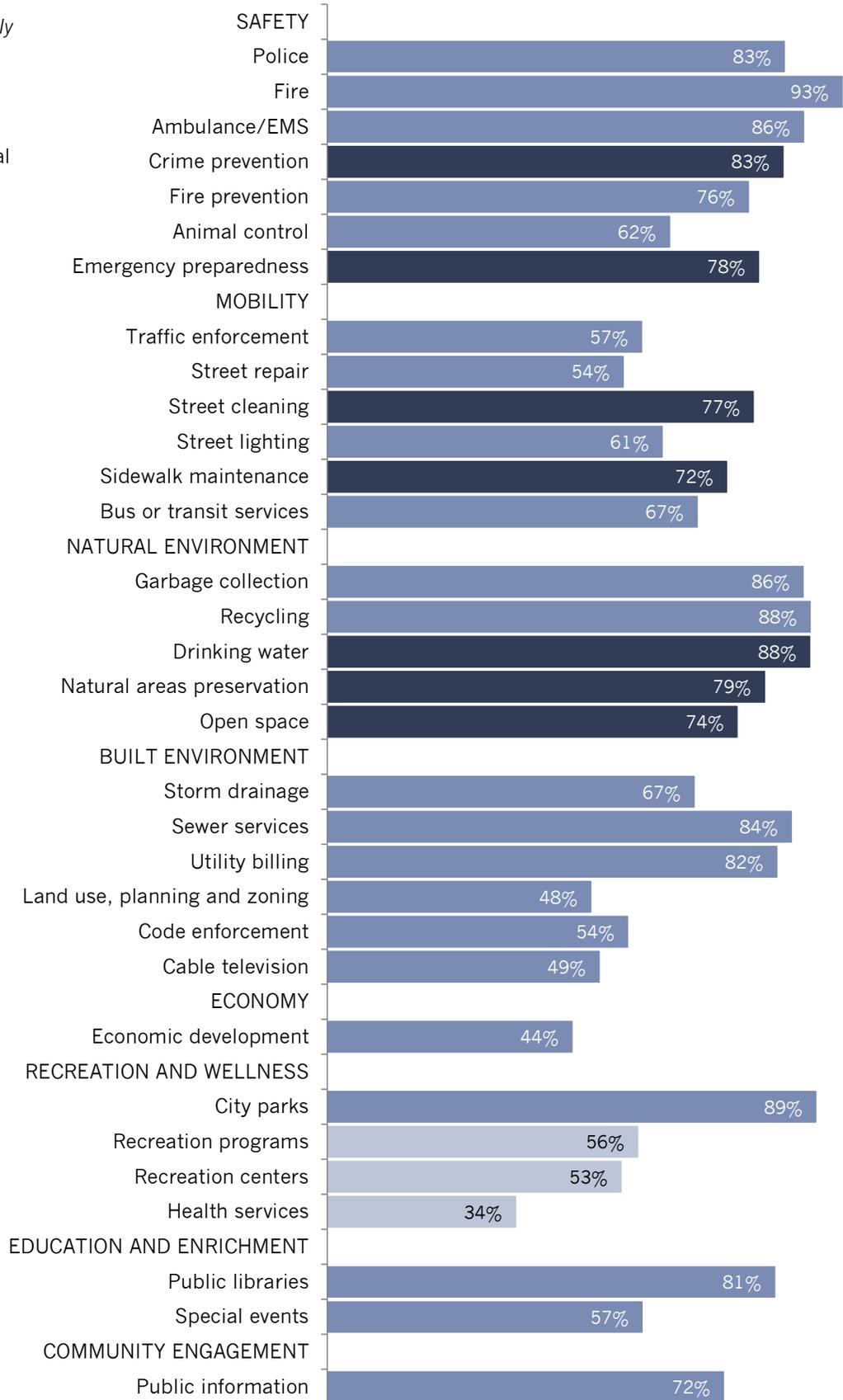
# The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower



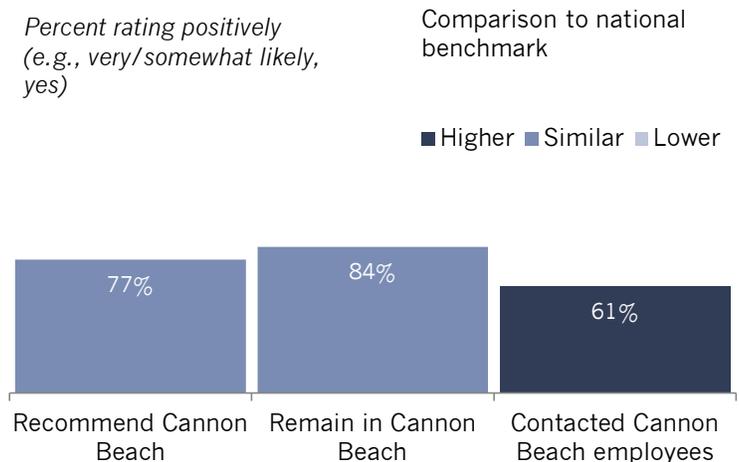
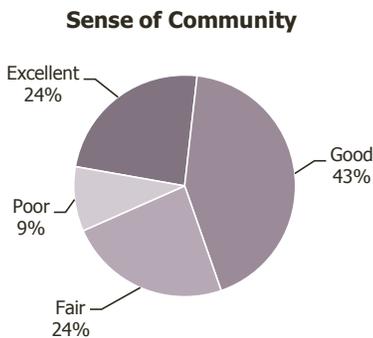
# Participation

## *Are the residents of Cannon Beach connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. The overall sense of community in Cannon Beach received positive ratings from 67% of residents, a rating that was similar to other communities nationally.

Approximately 8 in 10 residents planned on remaining in Cannon Beach for the next five years and only slightly fewer residents said they would recommend the City as a place to live. More than half of respondents had contacted Cannon Beach employees in the last 12 months, which was a higher rating than what was seen in other communities nationally.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of participation varied across the different facets. Within the facet of Safety, nearly all residents reported that they had not been the victim of a crime. About 8 in 10 had not reported a crime and more than half had stocked supplies for an emergency (a level higher than the national benchmark). Within Mobility, more residents in Cannon Beach (9 in 10) reported that they had walked or biked instead of driving than did residents in comparison communities. Almost all residents reported that they recycled at home, a level that was higher than the national benchmark, and more than three-quarters of participants had conserved water and made their home more energy efficient. More residents in Cannon Beach reported that they worked in the City and attended a City-sponsored event than residents from comparison communities. Residents reported high levels of Community Engagement with more than 9 in 10 reporting they had talked to or visited with neighbors, done a favor for a neighbor or had voted in local elections. Residents reporting they had campaigned for a local issue, cause or candidate, contacted Cannon Beach elected officials, volunteered, done a favor for a neighbor, attended a local public meeting, and voted in local elections were all higher than the national benchmarks.



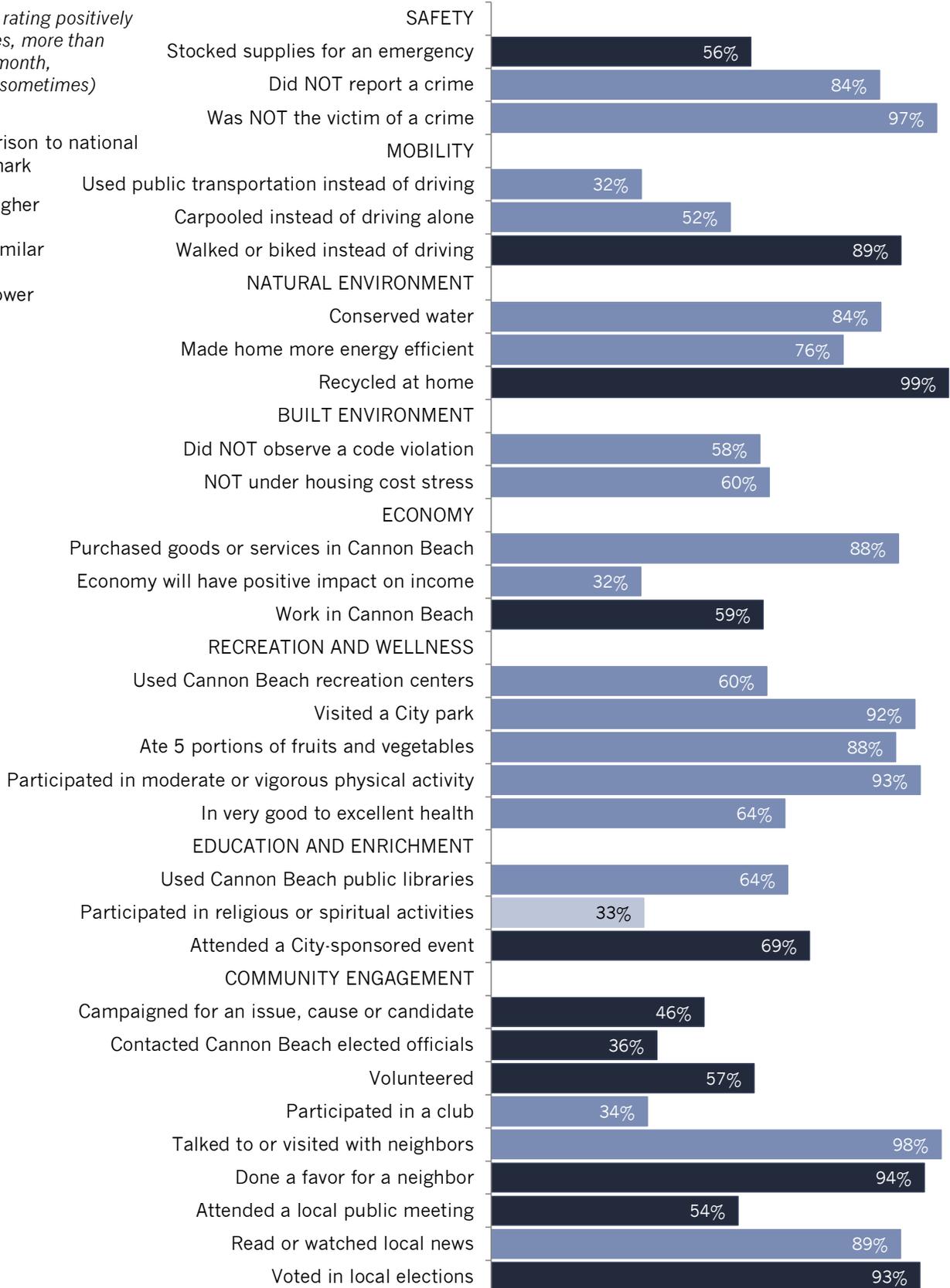
# The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

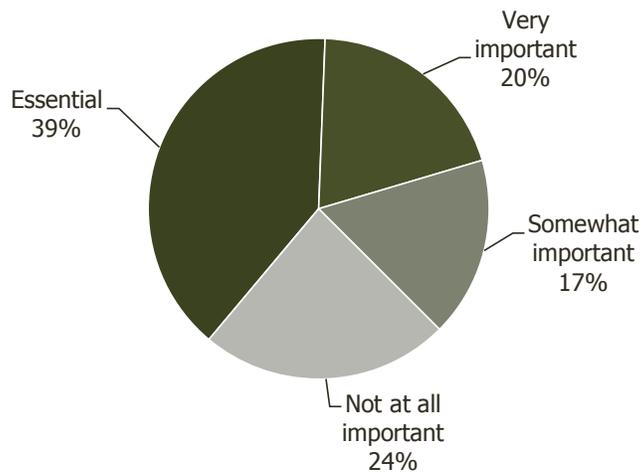
- Higher
- Similar
- Lower



# Special Topics

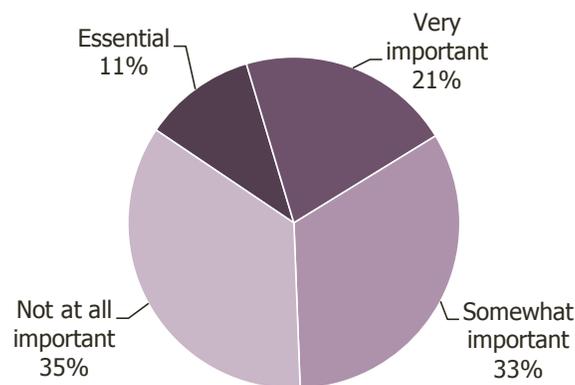
The City of Cannon Beach included three questions of special interest on The NCS. The first special interest question asked by Cannon Beach focused on the importance for the City to reduce the number of short-term rentals found in residential neighborhoods. More than half of respondents indicated that the number of short-term rentals was essential or very important to reduce.

Figure 4: Reduction of Short-Term Rentals  
*How important is it that the City of Cannon Beach reduces the number of short-term rentals in residential neighborhoods?*



The next question of special interest instructed residents to indicate how important it is for the City of Cannon Beach to develop a facility to host special events and meetings. Approximately 1 in 3 residents indicated that developing a facility for special events and meetings was essential or very important. However, more residents indicated that this facility was somewhat important or not at all important.

Figure 5: Special Event Facility  
*How important is it that the City of Cannon Beach develops a facility to host special events/meetings?*

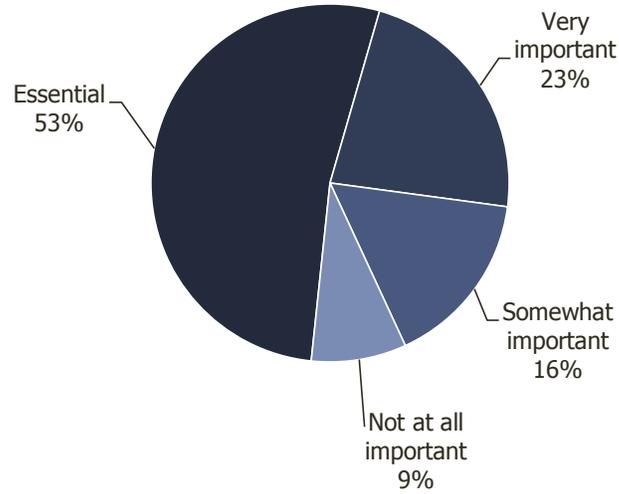


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The final special interest question asked survey participants to rate the importance of the City assisting with the development of additional affordable housing. Around three-quarters of residents rated development of additional affordable housing essential or very important. The remaining residents (roughly one-quarter) rated additional affordable housing as somewhat important or not at all important.

Figure 6: Affordable Housing

*How important is it that the City of Cannon Beach assists with the development of additional affordable housing?*



# Conclusions

## **Cannon Beach residents enjoy a good quality of life.**

A vast majority of residents rated the overall quality of life in Cannon Beach and the City as a place to live as excellent or good. Over 7 in 10 residents would recommend Cannon Beach as a place to live and planned to remain in the community for the next five years. Ratings for features that enhance quality of life, such as Cannon Beach as a place to retire, and the overall appearance and image of the City were given positive ratings by three-quarters of residents or more and that were higher than what was seen in other communities.

## **Residents support improvements in the Built Environment.**

Overall built environment as well as public places where people want to spend their time received ratings of excellent or good from 4 in 5 residents; both of these ratings were above those seen in comparison communities. However, fewer than 1 in 10 people rated the variety of housing options and availability of affordable quality housing favorably which were lower than the benchmark. Furthermore, around three-quarters of residents rated development of additional affordable housing essential or very important in Cannon Beach's special interest question.

## **Cannon Beach's Natural Environment is a valued community asset.**

Natural Environment was rated as one of the top priorities for the Cannon Beach community and ratings were consistently found to be similar to or higher than the ratings in comparison communities. Residents gave positive ratings to the overall natural environment in Cannon Beach, as well as its cleanliness and air quality. Nearly all residents reported that they had recycled at home. More than 7 in 10 survey participants rated Cannon Beach's drinking water, natural areas preservation and open space as excellent or good, ratings that were higher than ratings given in other communities across the nation.

## **Community Engagement was rated positively and is important to residents.**

Residents also identified Community Engagement as an important priority for City to focus on for the next two years and rated all aspects of Community Engagement favorably. Nearly all residents said they had done a favor for a neighbor or had voted in local elections. Additionally, a majority of residents agreed that opportunities to volunteer were excellent or good and more than half of Cannon Beach residents said they volunteered. Other points of excellence included residents reporting they had campaigned for an issue or candidate, contacted Cannon Beach elected officials or attended a local public meeting, which they did more so than residents in other communities in the nation.