

# CITY OF CHARLOTTESVILLE

## NATIONAL CITIZEN SURVEY

## 2014 RESULTS AND ANALYSIS



# WHAT IS THE NATIONAL CITIZEN SURVEY™?

- Examines the livability of communities
- Gathers resident opinion across a range of community issues
- Improves service delivery, strengthens communications with community stakeholders, and helps leaders identify clear priorities for use in strategic planning and budget setting



[The National Citizen Survey | icma.org](https://www.icma.org)

# 2014 SURVEY

Mailed to **1,200** households; **269** completed surveys

- **24%** overall response rate (*average response rate for a mailed resident survey ranges from 20% to 40%*).
- Survey results are statistically significant at a 95% confidence level. The lower response rate increased the margin of error to  $\pm 6\%$ .
  - Can be 95% confident that the results found in the report are within  $\pm 6\%$  of the true result.  
*Example: 87% of sampled residents indicated their overall quality of life as excellent or good. We can deduce with 95% confidence that the population response would be between 81% and 93%.*

# FACETS OF A COMMUNITY

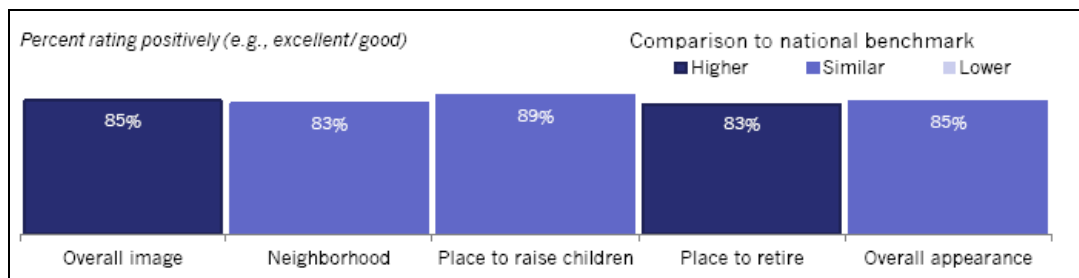
1. Safety
2. Mobility
3. Natural environment
4. Built environment
5. Economy
6. Recreation and wellness
7. Education
8. Enrichment and community engagement

\*\* Survey tool helps us determine which areas are important to the community \*\*

# THREE PILLARS OF A COMMUNITY

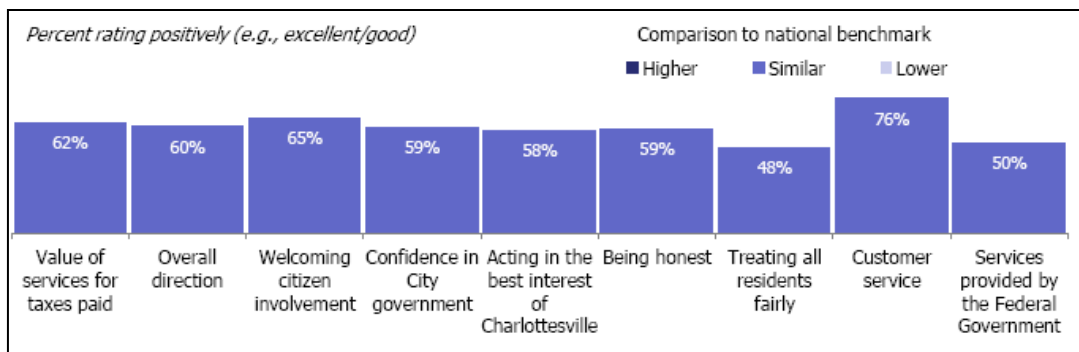
## 1. Community Characteristics

Place people want to live, retire, raise children; overall image and reputation



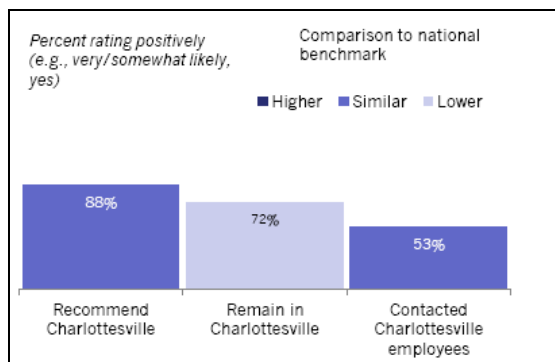
## 2. Government

How well we meet needs and expectations of residents, ratings about services provided relative to taxes paid, confidence in City government, honesty and customer service



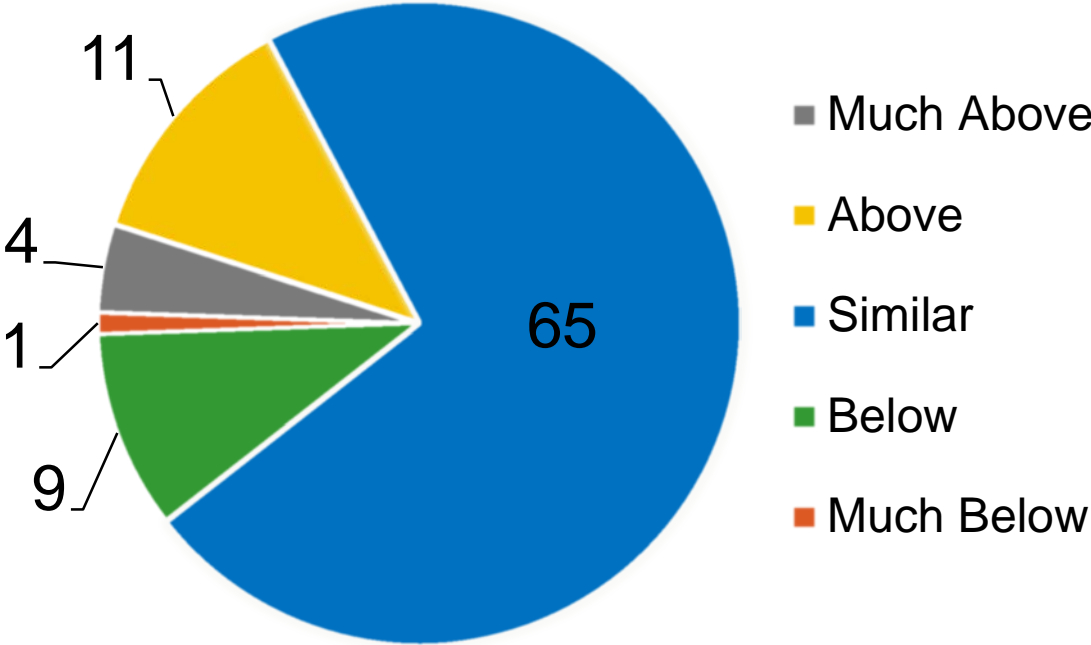
## 3. Participation

Citizens' engagement, shared sense of membership to the community, belonging and history



# CHARLOTTESVILLE'S BENCHMARKS

Of the 90 items for which comparisons were available, the benchmark to other communities is shown:



# OVERALL QUALITY OF LIFE

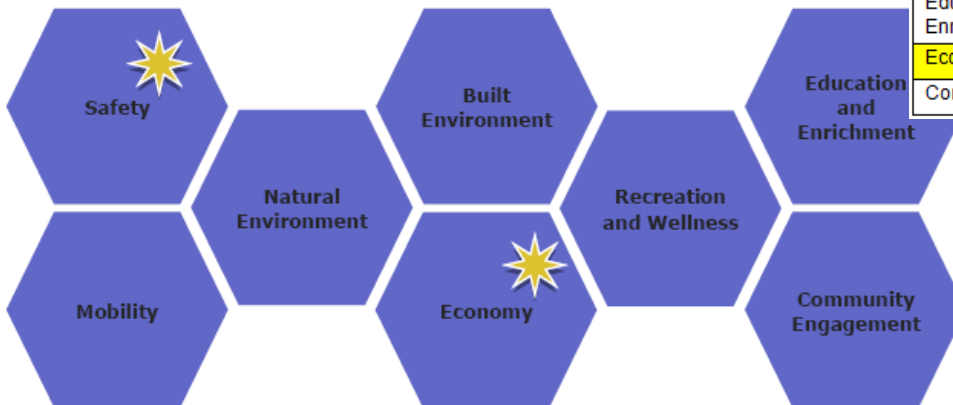
- **Similar** to the national benchmark, **87%** of residents rated quality of life overall in Charlottesville as excellent or good.
- **Safety** and **Economy** were identified as priorities (see chart below) over the next two years.

Facet	Percent "essential" or "very important"	Question Wording
Safety	82%	Overall feeling of safety in Charlottesville
Mobility	76%	Overall ease of getting to the places you usually have to visit
Natural Environment	70%	Quality of overall natural environment in Charlottesville
Built Environment	65%	Overall "built environment" of Charlottesville (including overall design, buildings, parks and transportation systems)
Recreation and Wellness	65%	Health and wellness opportunities in Charlottesville
Education and Enrichment	74%	Overall opportunities for education and enrichment
Economy	85%	Overall economic health of Charlottesville
Community Engagement	69%	Sense of community

Legend

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

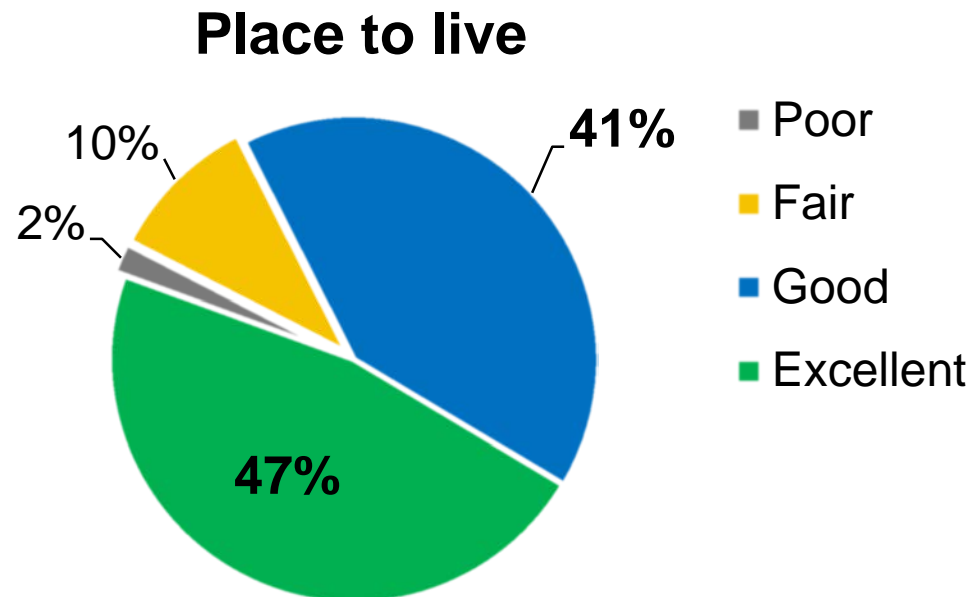
★ Most important



# COMMUNITY CHARACTERISTICS

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

- Overall quality of life represents the natural ambience, services and amenities that make for an attractive community.
- **Similar** to national benchmark, **88%** of residents rated Charlottesville as an excellent or good place to live.





# ASPECTS OF COMMUNITY CHARACTERISTICS

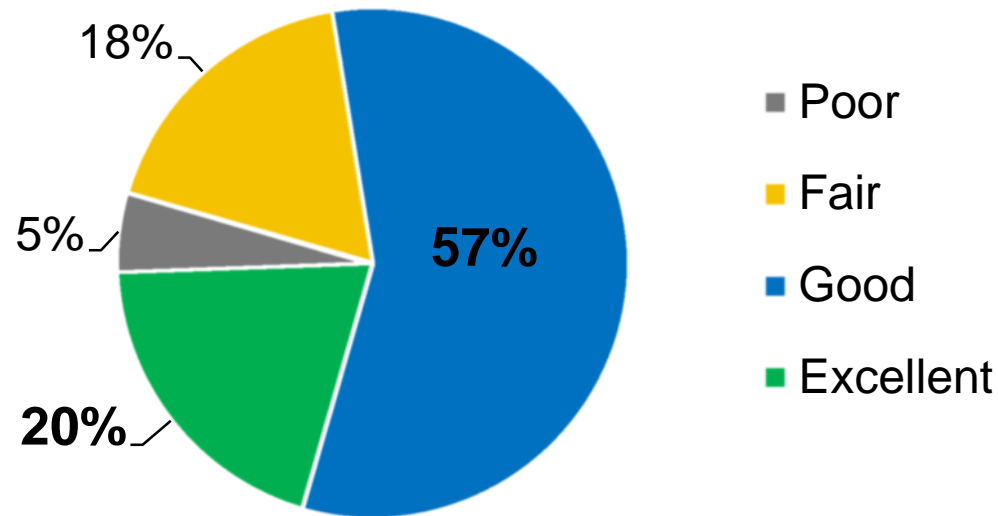
Facets	Lower than National Benchmark	Higher than National Benchmark
Mobility	<ul style="list-style-type: none"> <li>• Travel by car (48%)</li> <li>• Public Parking (21%)</li> <li>• Traffic Flow (23%)</li> </ul>	
Built Environment	<ul style="list-style-type: none"> <li>• Affordable quality housing (29%)</li> </ul>	
Economy	<ul style="list-style-type: none"> <li>• Cost of living (29%)</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant downtown/ commercial area (76%)</li> <li>• Place to Visit (85%)</li> </ul>
Recreation and Wellness		<ul style="list-style-type: none"> <li>• Health &amp; Wellness (84%)</li> <li>• Health care (71%)</li> </ul>
Education and Enrichment		<ul style="list-style-type: none"> <li>• Education &amp; enrichment opportunities (89%)</li> <li>• Cultural/arts/music activities (84%)</li> <li>• Adult education (82%)</li> </ul>

# GOVERNANCE

*How well does the government of Charlottesville meet the needs and expectations of residents?*

- **Similar** to national benchmark , **77%** of residents rated excellent or good.

## Quality of City Services



# ASPECTS OF GOVERNANCE

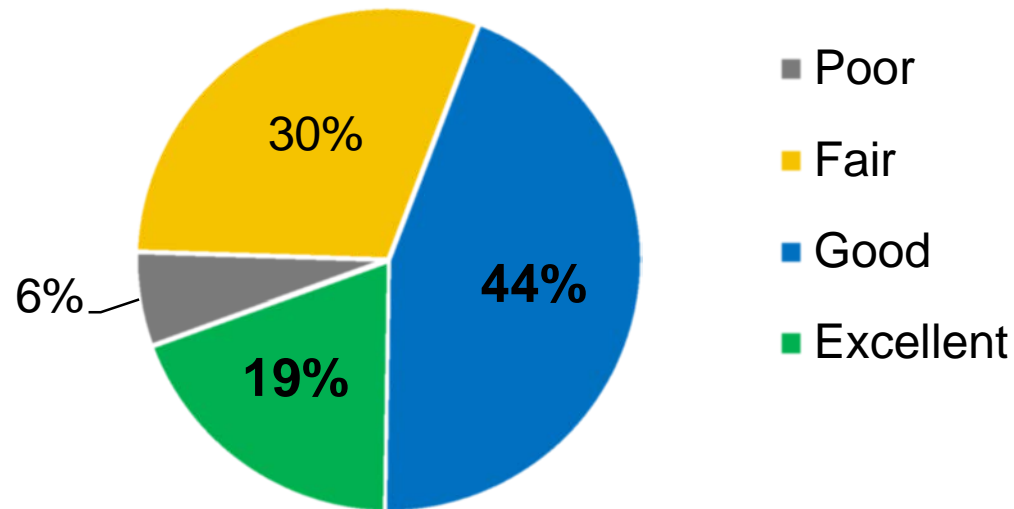
Facets	Lower than National Benchmark	Higher than National Benchmark
Safety	<ul style="list-style-type: none"><li>• Crime Prevention (49%)</li></ul>	none
Mobility	<ul style="list-style-type: none"><li>• Snow Removal (48%)</li></ul>	
Built Environment	<ul style="list-style-type: none"><li>• Cable Television (49%)</li></ul>	

# PARTICIPATION

*Are residents of Charlottesville connected to the community and each other?*

- **Similar** to national benchmark, **66%** of Charlottesville residents give positive ratings to the sense of community.

## Sense of Community



# ASPECTS OF PARTICIPATION

Facets	Lower than National Benchmark	Higher than National Benchmark
Mobility		<ul style="list-style-type: none"> <li>• Used public transportation instead of driving (50%)</li> <li>• Carpooled instead of driving alone (58%)</li> <li>• Walked or biked instead of driving (82%)</li> </ul>
Economy		<ul style="list-style-type: none"> <li>• Worked in Charlottesville (68%)</li> </ul>
Education and Enrichment	<ul style="list-style-type: none"> <li>• Used Charlottesville public libraries (53%)</li> </ul>	<ul style="list-style-type: none"> <li>• Attended a City-sponsored event (65%)</li> </ul>
Community Engagement		<ul style="list-style-type: none"> <li>• Volunteered (59%)</li> <li>• Participated in a club (40%)</li> </ul>

# TREND OVER TIME – 2012 COMPARED TO 2014

2014 Rating vs. 2012	Community Characteristics	Governance	Participation
<b>Increase</b>	Education and Enrichment <ul style="list-style-type: none"> <li>• K-12 Education</li> </ul>		
<b>Decrease</b>	Built Environment <ul style="list-style-type: none"> <li>• New development in Charlottesville</li> </ul>	Safety <ul style="list-style-type: none"> <li>• Crime Prevention</li> <li>• Emergency Preparedness</li> </ul>	Education and Enrichment <ul style="list-style-type: none"> <li>• Used Charlottesville public libraries</li> </ul>
		Mobility <ul style="list-style-type: none"> <li>• Snow Removal</li> <li>• Bus or transit services</li> </ul>	Community Engagement <ul style="list-style-type: none"> <li>• Attended a local public meeting</li> <li>• Watched a local public meeting</li> </ul>
		Built Environment <ul style="list-style-type: none"> <li>• Code enforcement</li> <li>• Cable television</li> </ul>	

# CUSTOM PRIORITY QUESTIONS

- Respondents categorized **13 goals** as high, moderate or low priorities, or not a priority at all for the City of Charlottesville.
- They were asked to indicate to what extent the City was making progress in addressing the goal.

# RESPONSE SUMMARY

## Priority areas ranking

- Of the 13 potential priorities, 8 were considered high or moderate priorities by 90% of the residents.

## Progress made toward priority areas

- Majority of residents responded that the City had made significant or some progress in 12 of the 13 areas.
- However, **one priority area** had 54% of residents reporting **little or no** progress has been made:

*All residents have safe and affordable housing.*



# SUMMARY

Highlighted areas: high priority but little progress perceived to be made

Priority Areas	Rank in Priority (percent rated high or moderate priorities)	Rank in Progress (percent rated significant or some progress)
Residents are safe in the City of Charlottesville	<b>1<sup>st</sup></b> (95%)	<b>8<sup>th</sup></b> (66%)
Children are successful in school and prepared for adult life	<b>2<sup>nd</sup></b> (95%)	<b>5<sup>th</sup></b> (76%)
Residents have employment that is stable and adequate to meet their needs	<b>3<sup>rd</sup></b> (94%)	<b>12<sup>th</sup></b> (54%)
All residents have safe and affordable housing	<b>4<sup>th</sup></b> (93%)	<b>13<sup>th</sup></b> (46%)
Residents are treated fairly and equally regardless of race or any other factor	<b>5<sup>th</sup></b> (90%)	<b>10<sup>th</sup></b> (62%)
Residents in crisis have their needs met	<b>6<sup>th</sup></b> (90%)	<b>9<sup>th</sup></b> (63%)

# SUMMARY CONTINUED...

Priority Areas	Rank in Priority (percent rated high or moderate priorities)	Rank in Progress (percent rated significant or some progress)
Children arrive at kindergarten healthy and ready to learn	<b>7<sup>th</sup></b> (90%)	<b>2<sup>nd</sup></b> (79%)
Residents have access to health care services	<b>8<sup>th</sup></b> (90%)	<b>7<sup>th</sup></b> (69%)
The City has a comprehensive transportation system	<b>9<sup>th</sup></b> (88%)	<b>1<sup>st</sup></b> (81%)
Homeless individuals are able to obtain shelter	<b>10<sup>th</sup></b> (83%)	<b>11<sup>th</sup></b> (58%)
Seniors live as independently as possible in safe, affordable housing	<b>11<sup>th</sup></b> (80%)	<b>6<sup>th</sup></b> (74%)
Children have access to out-of-school activities	<b>12<sup>th</sup></b> (80%)	<b>4<sup>th</sup></b> (76%)
The City partnerships with Albemarle County, University of Virginia and other organizations	<b>13<sup>th</sup></b> (79%)	<b>3<sup>rd</sup></b> (77%)

# OPEN-ENDED RESPONSES

<b>What do you see as the biggest single issue facing the City of Charlottesville in the next several years?</b>	
	<b>Percent of Responses</b>
Traffic, parking and public transportation	24%
Cost of living and lack of affordable housing	17%
Safety, crime and law enforcement	16%
Growth management and planning	10%
Economic and social inequality	8%
Economic development and employment	8%
Governance, budget and political climate	4%
Schools and education funding	2%
City infrastructure	1%
Don't know	3%
Other	6%

# STRATEGIC PLAN OUTCOMES

- **Several Strategic Plan goals report performance outcomes that result from the National Citizen Survey™**
- **Next pages show results from 2012 (if available) compared to 2014**
- **Complete update with all outcomes to be presented in near future**

# STRATEGIC PLAN OUTCOMES



<b>Goal 2: Be a safe, equitable, thriving and beautiful community</b>		
<b>Outcome measures</b>	<b>Percent rated excellent or good 2012</b>	<b>Percent rated excellent or good 2014</b>
Residents feel safe in their neighborhoods during day and nighttime hours	94%	96%
Residents satisfied with management of natural resources	67%	59%
Residents satisfied with overall appearance of the City	84%	85%
Residents satisfied with health and wellness options	Health and wellness: N/A Mental health care: N/A Preventative health services: 74% Health care: 68%	Health and wellness: 84% Mental health care: 51% Preventative health services: 73% Health care: 71%
Residents satisfied with access to various transportation modes (transit, pedestrian, auto, etc.)	Ease of walking: 69% Ease of travel by public transit: N/A Ease of travel by car: 48% Ease of cycling: 46%	Ease of walking: 65% Ease of travel by public transit: 42% Ease of travel by car: 48% Ease of cycling: 43%

# STRATEGIC PLAN OUTCOMES



<b>Goal 2: Be a safe, equitable, thriving and beautiful community</b>		
<b>Outcome measures</b>	<b>Percent rated excellent or good 2012</b>	<b>Percent rated excellent or good 2014</b>
Residents rate Charlottesville as a good or great place to live	88%	88%
Residents satisfied with public services	81%	77%
Residents who indicate the City is a welcoming place for all	Welcoming citizen involvement: 64% Neighborliness: N/A Openness and acceptance: 68%	Welcoming citizen involvement: 65% Neighborliness: 62% Openness and acceptance: 61%

# STRATEGIC PLAN OUTCOMES



<b>Goal 5:Foster strong connections</b>		
<b>Outcome measures</b>	<b>Percent rated excellent or good 2012</b>	<b>Percent rated excellent or good 2014</b>
Residents who indicate they are connected to the City of Charlottesville	Sense of Community: 79% Remain in Charlottesville for the next five years: 70% Recommend Charlottesville: 85%	Sense of Community: 64% Remain in Charlottesville for the next five years: 72% Recommend Charlottesville: 88%
Residents who indicate the City fosters an environment where diversity is nurtured and respected	Openness and acceptance: 68% Treating all residents fairly: N/A	Openness and acceptance: 61% Treating all residents fairly: 48%
Residents who indicate their opinions matter to the City	Confidence in City government: N/A Acting in best interest of Charlottesville: N/A	Confidence in City government: 59% Acting in best interest of Charlottesville: 58%

- #2 America's Best College Towns (*Travel and Leisure*, 2013)
- #26 out of top 100 Places to Live (Livability.com, 2013)

# CONCLUSION

- Top Place to Retire (*Kiplinger's Magazine*, 2010)
- #1 City for Retirement (Kiplinger.com, 2010)

## 1. Charlottesville residents enjoy a high quality of life

- 8 out of 10 residents rated the overall image of the City and the City as a place to retire higher than national benchmark
- Overall ratings on the City as a place to raise children and quality of life higher in 2014 than 2012

## 2. Education and Enrichment is a strong feature, but there is room for improvement

- Both received high ratings, and in general higher than the national benchmarks
- Very high priority for the community that children start school ready to learn and prepared for adult life
- Majority reports seeing some progress in these areas



# CONCLUSION



## 3. Participation in alternative transportation is high, but room for improvement

- 9 in 10 indicated that a comprehensive transportation system is a priority
- Travel by car, public parking, traffic flow and snow removal were lower when compared to the benchmark  
*(Possible explanation may be interchange construction)*
- 81% suggested that progress has been made in these areas

## 4. The Economy is important for residents

- Compared to benchmarked communities, more residents indicated they work in the City and gave positive ratings to the vibrant downtown
- Cost of living and lack of affordable housing is reported to be second biggest concern facing the City
- Having stable employment to meet needs is a high to moderate priority, but only half reported seeing progress in these areas