



THE NCSTM
The National Citizen SurveyTM

Charlottesville, VA

Trends over Time

2016



NRC
National Research Center Inc.

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. 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). This report discusses trends over time, comparing the 2016 ratings for the City of Charlottesville to its previous survey results in 2014 and 2012. Additional reports and technical appendices are available under separate covers.

Trend data for Charlottesville represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than eight percentage points between the 2014 and 2016 surveys, otherwise the comparison between 2014 and 2016 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Charlottesville for 2016 generally remained stable. Of the 131 items for which comparisons were available, 115 items were rated similarly in 2014 and 2016, 10 items showed a decrease in ratings and 6 showed an increase in ratings. Notable trends over time included the following:

- While a majority of aspects within the pillar of Community Characteristics remained stable over time, several items were trending downward from 2014 to 2016. Ratings decreased from 2014 to 2016 for the overall feeling of safety, Charlottesville as a place to work, K-12 education, adult education and Charlottesville as a place to retire. However, ratings for the availability of affordable quality food increased during this same period.
- Within the pillar of Governance, ratings for crime prevention and power utility services increased from 2014 to 2016. Ratings for street repair, street cleaning, the value of services for taxes paid to Charlottesville and the job the City does at welcoming citizen involvement declined during this period.
- Rates of participation in several facets increased from 2014 to 2016. More residents reported that they had attended a City-sponsored event and contacted Charlottesville elected officials, and more respondents reported that they think the economy will have a positive impact on their income in the next six months. Fewer residents reported that they had read or watched the local news in 2016 than in 2014.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2016 rating compared to 2014	Comparison to benchmark		
	2012	2014	2016		2012	2014	2016
Overall quality of life	84%	87%	82%	Similar	Higher	Similar	Similar
Overall image	89%	85%	83%	Similar	Much higher	Higher	Higher
Place to live	88%	88%	84%	Similar	Higher	Similar	Similar
Neighborhood	82%	83%	79%	Similar	Similar	Similar	Similar
Place to raise children	88%	89%	82%	Similar	Much higher	Similar	Similar
Place to retire	77%	83%	74%	Lower	Much higher	Higher	Similar
Overall appearance	84%	85%	81%	Similar	Much higher	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2016 rating compared to 2014	Comparison to benchmark		
		2012	2014	2016		2012	2014	2016
Safety	Overall feeling of safety	NA	78%	69%	Lower	NA	Similar	Similar
	Safe in neighborhood	94%	96%	90%	Similar	Higher	Similar	Similar
	Safe downtown/commercial area	89%	90%	87%	Similar	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	66%	63%	Similar	NA	Similar	Similar
	Paths and walking trails	68%	65%	68%	Similar	Higher	Similar	Similar
	Ease of walking	69%	65%	69%	Similar	Higher	Similar	Similar
	Travel by bicycle	46%	43%	41%	Similar	Lower	Similar	Similar
	Travel by public transportation	NA	42%	41%	Similar	NA	Similar	Similar
	Travel by car	48%	48%	41%	Similar	Much lower	Lower	Lower
	Public parking	NA	21%	25%	Similar	NA	Much lower	Much lower
	Traffic flow	30%	23%	28%	Similar	Much lower	Lower	Lower
Natural Environment	Overall natural environment	87%	86%	83%	Similar	Much higher	Similar	Similar
	Cleanliness	82%	80%	74%	Similar	Much higher	Similar	Similar
	Air quality	86%	85%	86%	Similar	Much higher	Similar	Similar
Built Environment	Overall built environment	NA	63%	58%	Similar	NA	Similar	Similar
	New development in Charlottesville	62%	52%	51%	Similar	Similar	Similar	Similar
	Affordable quality housing	31%	29%	27%	Similar	Much lower	Lower	Lower
	Housing options	50%	43%	43%	Similar	Lower	Similar	Similar
	Public places	NA	75%	80%	Similar	NA	Similar	Higher

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2016 rating compared to 2014	Comparison to benchmark		
		2012	2014	2016		2012	2014	2016
Economy	Overall economic health	NA	65%	64%	Similar	NA	Similar	Similar
	Vibrant downtown/commercial area	NA	76%	78%	Similar	NA	Much higher	Much higher
	Business and services	75%	73%	70%	Similar	Much higher	Similar	Similar
	Cost of living	NA	29%	31%	Similar	NA	Lower	Similar
	Shopping opportunities	62%	70%	71%	Similar	Higher	Similar	Higher
	Employment opportunities	44%	41%	49%	Similar	Much higher	Similar	Similar
	Place to visit	NA	85%	84%	Similar	NA	Higher	Higher
	Place to work	71%	69%	59%	Lower	Much higher	Similar	Similar
Health and Wellness	Health and wellness	NA	84%	84%	Similar	NA	Higher	Higher
	Mental health care	NA	51%	53%	Similar	NA	Similar	Similar
	Preventive health services	74%	73%	76%	Similar	Much higher	Similar	Higher
	Health care	68%	71%	75%	Similar	Much higher	Higher	Higher
	Food	72%	67%	75%	Higher	Higher	Similar	Similar
	Recreational opportunities	77%	73%	77%	Similar	Much higher	Similar	Similar
	Fitness opportunities	NA	76%	77%	Similar	NA	Similar	Similar
Education and Enrichment	Cultural/arts/music activities	80%	84%	82%	Similar	Much higher	Much higher	Much higher
	Adult education	NA	82%	74%	Lower	NA	Higher	Higher
	K-12 education	70%	78%	70%	Lower	Similar	Similar	Similar
	Child care/preschool	39%	46%	49%	Similar	Lower	Similar	Similar
Community Engagement	Social events and activities	81%	75%	76%	Similar	Much higher	Similar	Higher
	Neighborhoodliness	NA	62%	64%	Similar	NA	Similar	Similar
	Openness and acceptance	68%	61%	59%	Similar	Higher	Similar	Similar
	Opportunities to participate in community matters	77%	75%	73%	Similar	Much higher	Similar	Similar
	Opportunities to volunteer	87%	85%	83%	Similar	Much higher	Similar	Similar

The National Citizen Survey™

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2016 rating compared to 2014	Comparison to benchmark		
	2012	2014	2016		2012	2014	2016
Services provided by Charlottesville	81%	77%	73%	Similar	Higher	Similar	Similar
Customer service	84%	76%	71%	Similar	Higher	Similar	Similar
Value of services for taxes paid	62%	62%	54%	Lower	Higher	Similar	Similar
Overall direction	65%	60%	60%	Similar	Much higher	Similar	Similar
Welcoming citizen involvement	64%	65%	54%	Lower	Much higher	Similar	Similar
Confidence in City government	NA	59%	58%	Similar	NA	Similar	Similar
Acting in the best interest of Charlottesville	NA	58%	57%	Similar	NA	Similar	Similar
Being honest	NA	59%	55%	Similar	NA	Similar	Similar
Treating all residents fairly	NA	48%	51%	Similar	NA	Similar	Similar
Services provided by the Federal Government	51%	50%	46%	Similar	Much higher	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2016 rating compared to 2014	Comparison to benchmark		
		2012	2014	2016		2012	2014	2016
Safety	Police	81%	77%	79%	Similar	Similar	Similar	Similar
	Fire	94%	96%	92%	Similar	Higher	Similar	Similar
	Ambulance/EMS	92%	89%	90%	Similar	Higher	Similar	Similar
	Crime prevention	61%	49%	63%	Higher	Similar	Lower	Similar
	Fire prevention	82%	76%	79%	Similar	Higher	Similar	Similar
	Animal control	66%	65%	65%	Similar	Higher	Similar	Similar
	Emergency preparedness	72%	58%	61%	Similar	Higher	Similar	Similar
Mobility	Traffic enforcement	57%	60%	57%	Similar	Lower	Similar	Similar
	Street repair	54%	56%	46%	Lower	Higher	Similar	Similar
	Street cleaning	65%	63%	54%	Lower	Similar	Similar	Similar
	Street lighting	57%	49%	55%	Similar	Similar	Similar	Similar
	Snow removal	58%	48%	49%	Similar	Similar	Lower	Lower
	Sidewalk maintenance	55%	55%	48%	Similar	Similar	Similar	Similar
	Traffic signal timing	42%	39%	40%	Similar	Lower	Similar	Similar
Natural Environment	Bus or transit services	68%	58%	60%	Similar	Much higher	Similar	Similar
	Garbage collection	85%	78%	77%	Similar	Similar	Similar	Similar
	Recycling	84%	77%	75%	Similar	Much higher	Similar	Similar
	Yard waste pick-up	73%	66%	60%	Similar	Similar	Similar	Lower
Built Environment	Drinking water	65%	67%	71%	Similar	Similar	Similar	Similar
	Natural areas preservation	67%	59%	64%	Similar	Higher	Similar	Similar
Built Environment	Storm drainage	66%	63%	63%	Similar	Similar	Similar	Similar
	Sewer services	79%	78%	77%	Similar	Similar	Similar	Similar
	Power utility	75%	73%	83%	Higher	Similar	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good)			2016 rating compared to 2014	Comparison to benchmark		
		2012	2014	2016		2012	2014	2016
Economy	Utility billing	NA	74%	75%	Similar	NA	Similar	Similar
	Land use, planning and zoning	40%	41%	46%	Similar	Similar	Similar	Similar
	Code enforcement	54%	45%	47%	Similar	Higher	Similar	Similar
	Cable television	51%	40%	41%	Similar	Lower	Lower	Similar
Economy	Economic development	57%	57%	61%	Similar	Much higher	Similar	Similar
Recreation and Wellness	City parks	84%	84%	83%	Similar	Higher	Similar	Similar
	Recreation programs	83%	81%	80%	Similar	Much higher	Similar	Similar
	Recreation centers	78%	77%	84%	Similar	Higher	Similar	Similar
	Health services	85%	79%	82%	Similar	Much higher	Similar	Higher
Education and Enrichment	Special events	NA	73%	73%	Similar	NA	Similar	Similar
	Public libraries	88%	84%	85%	Similar	Similar	Similar	Similar
Community Engagement	Public information	72%	77%	77%	Similar	Higher	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2016 rating compared to 2014	Comparison to benchmark		
	2012	2014	2016		2012	2014	2016
Sense of community	79%	64%	62%	Similar	Much higher	Similar	Similar
Recommend Charlottesville	85%	88%	85%	Similar	Similar	Similar	Similar
Remain in Charlottesville	70%	72%	67%	Similar	Much lower	Lower	Lower
Contacted Charlottesville employees	57%	53%	49%	Similar	Higher	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2016 rating compared to 2014	Comparison to benchmark		
		2012	2014	2016		2012	2014	2016
Safety	Stocked supplies for an emergency	NA	38%	36%	Similar	NA	Similar	Similar
	Did NOT report a crime	NA	77%	78%	Similar	NA	Similar	Similar
	Was NOT the victim of a crime	83%	88%	86%	Similar	Lower	Similar	Similar
Mobility	Used public transportation instead of driving	NA	50%	47%	Similar	NA	Higher	Much higher
	Carpooled instead of driving alone	NA	58%	56%	Similar	NA	Higher	Higher
	Walked or biked instead of driving	NA	82%	80%	Similar	NA	Much higher	Much higher
Natural Environment	Conserved water	NA	80%	81%	Similar	NA	Similar	Similar
	Made home more energy efficient	NA	71%	64%	Similar	NA	Similar	Lower
	Recycled at home	88%	88%	88%	Similar	Higher	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	60%	53%	Similar	NA	Similar	Similar
	NOT under housing cost stress	50%	58%	61%	Similar	Much lower	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2016 rating compared to 2014	Comparison to benchmark		
		2012	2014	2016		2012	2014	2016
Economy	Purchased goods or services in Charlottesville	NA	96%	96%	Similar	NA	Similar	Similar
	Economy will have positive impact on income	21%	17%	26%	Higher	Similar	Similar	Similar
	Work in Charlottesville	NA	68%	66%	Similar	NA	Much higher	Much higher
Recreation and Wellness	Used Charlottesville recreation centers	53%	60%	65%	Similar	Lower	Similar	Similar
	Visited a City park	93%	89%	86%	Similar	Higher	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	85%	87%	Similar	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	87%	89%	Similar	NA	Similar	Similar
	In very good to excellent health	NA	70%	75%	Similar	NA	Similar	Similar
Education and Enrichment	Used Charlottesville public libraries	65%	53%	60%	Similar	Much lower	Lower	Similar
	Attended a City-sponsored event	NA	65%	73%	Higher	NA	Higher	Higher
Community Engagement	Campaigned for an issue, cause or candidate	NA	23%	29%	Similar	NA	Similar	Similar
	Contacted Charlottesville elected officials	NA	14%	22%	Higher	NA	Similar	Similar
	Volunteered	60%	59%	58%	Similar	Much higher	Higher	Higher
	Participated in a club	37%	40%	43%	Similar	Much higher	Higher	Higher
	Talked to or visited with neighbors	NA	85%	88%	Similar	NA	Similar	Similar
	Done a favor for a neighbor	NA	77%	81%	Similar	NA	Similar	Similar
	Attended a local public meeting	32%	22%	20%	Similar	Higher	Similar	Similar
	Watched a local public meeting	45%	29%	24%	Similar	Higher	Similar	Similar
	Read or watched local news	NA	80%	68%	Lower	NA	Similar	Lower
	Voted in local elections	75%	76%	79%	Similar	Similar	Similar	Similar