

National Citizen Survey 2014 Results

City Commission Work Session
2 September 2014

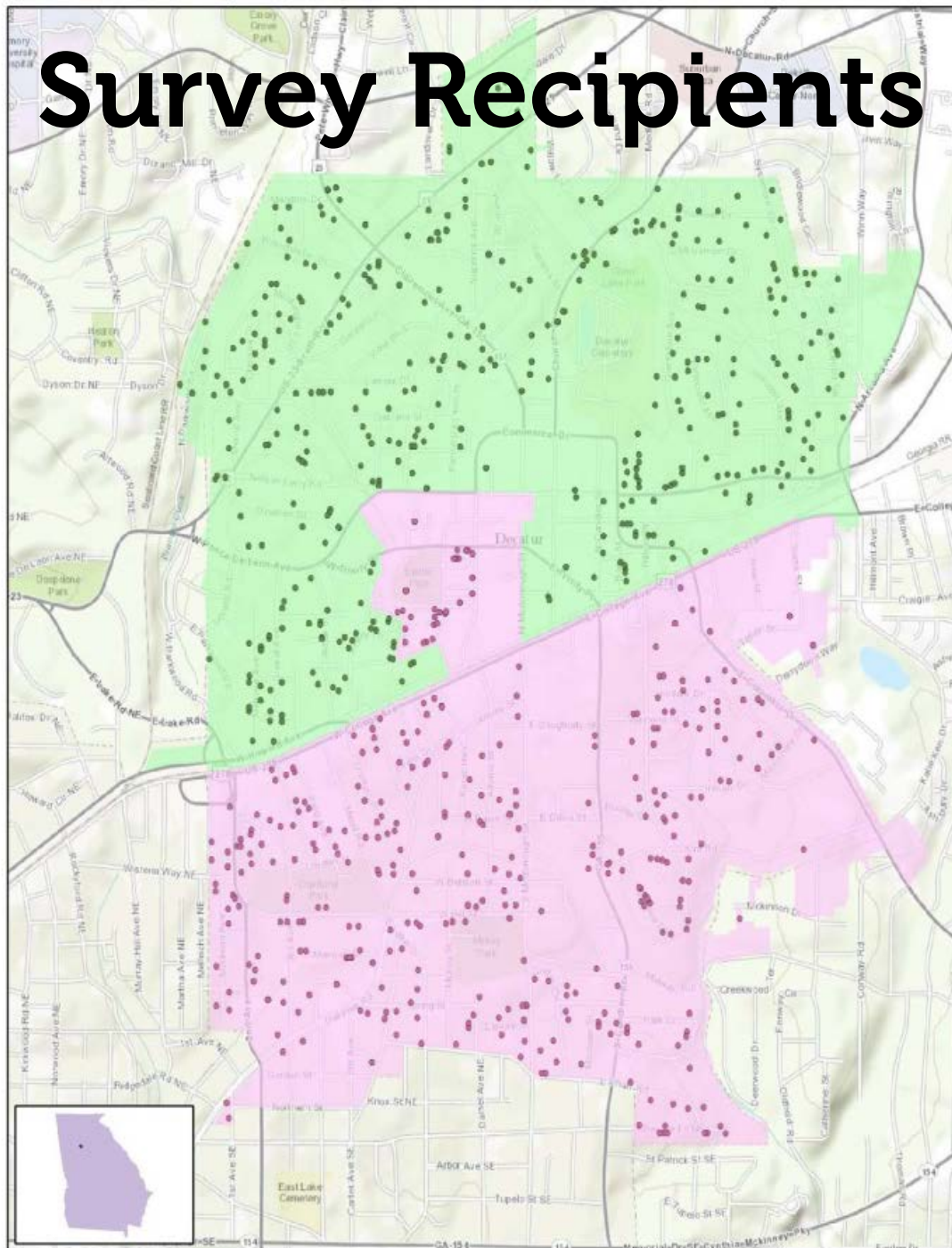


Citizen Survey Results

- Contracted with the National Research Center, Inc. for the fifth time
- Survey conducted by mail and online in February and March 2014
- 1,200 randomly selected residential addresses in the 30030 zip code
- 478 returned for a response rate of 40%



Survey Recipients



Summary Findings

- Most community characteristics remained stable between 2012 and 2014
- A few differences:
 - Ratings for travel by car and travel by public transportation decreased
 - Ratings for traffic flow in Decatur, animal control, storm drainage and code enforcement increased



Summary Findings By the Numbers

- Travel by car
2012 – 64% 2014 – 53%
- Travel by public transportation
2012 – 86% 2014 – 67%
- Traffic flow
2012 – 41% 2014 – 49%
- Animal control
2012 – 70% 2014 – 77%
- Storm Drainage
2012 – 59% 2014 – 68%



Top 5 Positive Responses

- Rated as “excellent” or good”

Decatur as a place to live (98%)

Fire Services (98%)

Recommend living here to someone who asks (97%)

Overall quality of life (97%)

Safety in Decatur’s downtown and neighborhoods during the day (96%)



Top 5 Positive Responses across the years

2014	2012	2010
Decatur as a place to live (98%)	Safety during daytime in downtown area and neighborhoods (98%)	Decatur as a place to live (97%)
Fire Services (98%)	Decatur as a place to live (96%)	Recommend living here to someone who asks (97%)
Recommend living here to someone who asks (97%)	Decatur as a place to raise children (96%)	Safety during daytime in downtown area and neighborhoods (96%)
Overall quality of life (97%)	Overall quality of life (96%)	Fire Services (96%)
Safety during daytime in downtown area and neighborhoods (96%)	Recommend living here to someone who asks (96%)	Overall quality of life (95%)

Top 5 Needs Improvement Responses

- Rated as “poor”

Amount of public parking (25%)

Affordable quality housing (23%)

Traffic signal timing (23%)

Street repair (19%)

Cost of living (13%)



Top 5 Needs Improvement Responses across the years

2014	2012	2010
Amount of public parking (25%)	Traffic signal timing (22%)	Traffic signal timing (27%)
Availability of affordable quality housing (23%)	Amount of public parking (19%)	Amount of public parking (23%)
Traffic signal timing (23%)	Street repair (15%)	Availability of affordable quality childcare (19%)
Street repair (19%)	Code enforcement (15%)	Service to low-income people (18%)
Cost of living (13%)	Employment opportunities (14%)	Traffic flow on major streets (17%)

Highest “Excellent” Ratings

- For service quality

Fire (60%)

Recycling (52%)

Police (49%)

Garbage collection (48%)

Yard waste pick-up (47%)



Highest “Poor” Ratings

- For service quality

Traffic signal timing (23%)

Street repair (19%)

Code enforcement (15%)

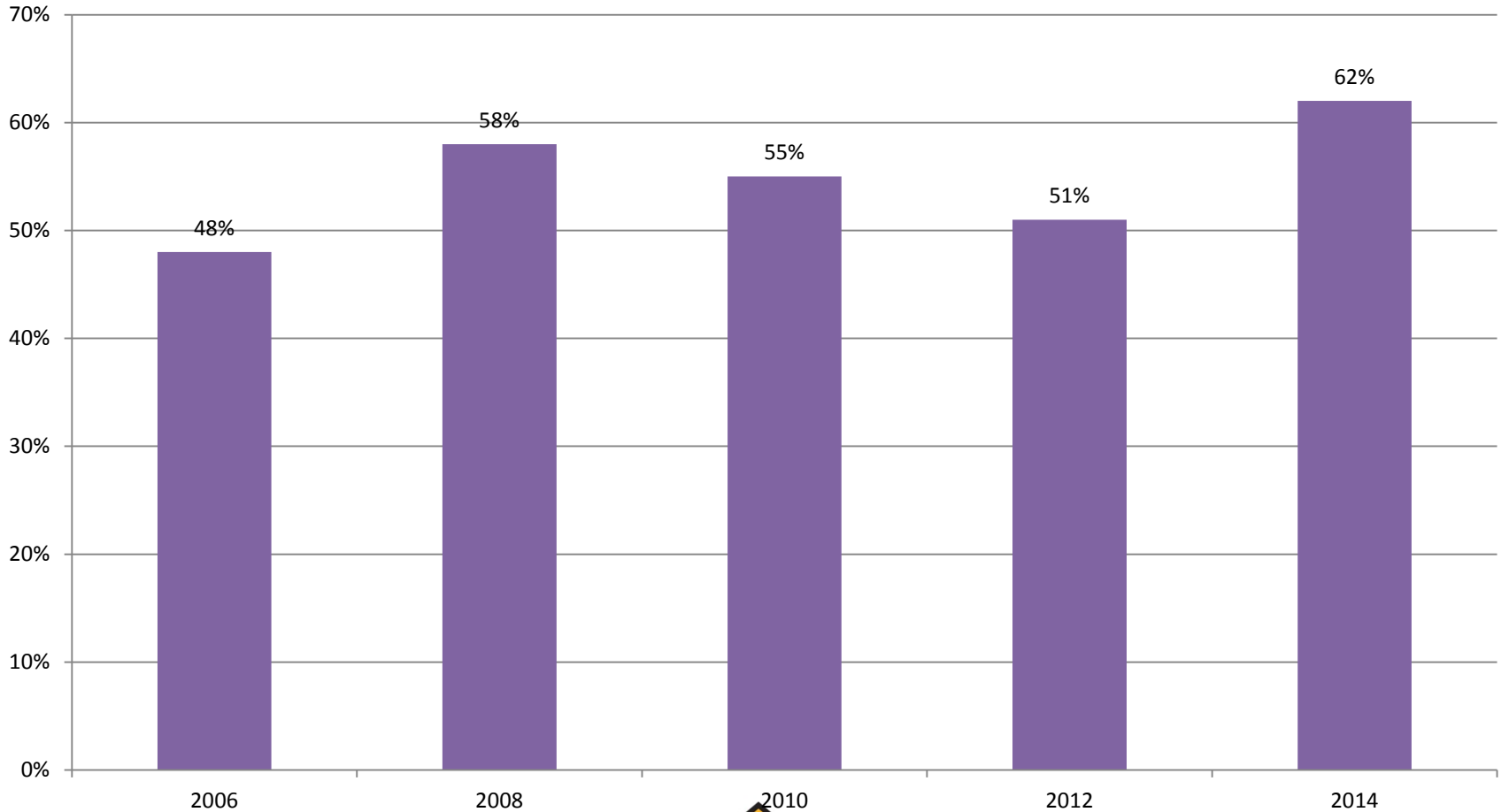
Sidewalk maintenance (13%)

Land use, planning & zoning (11%)



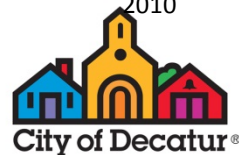
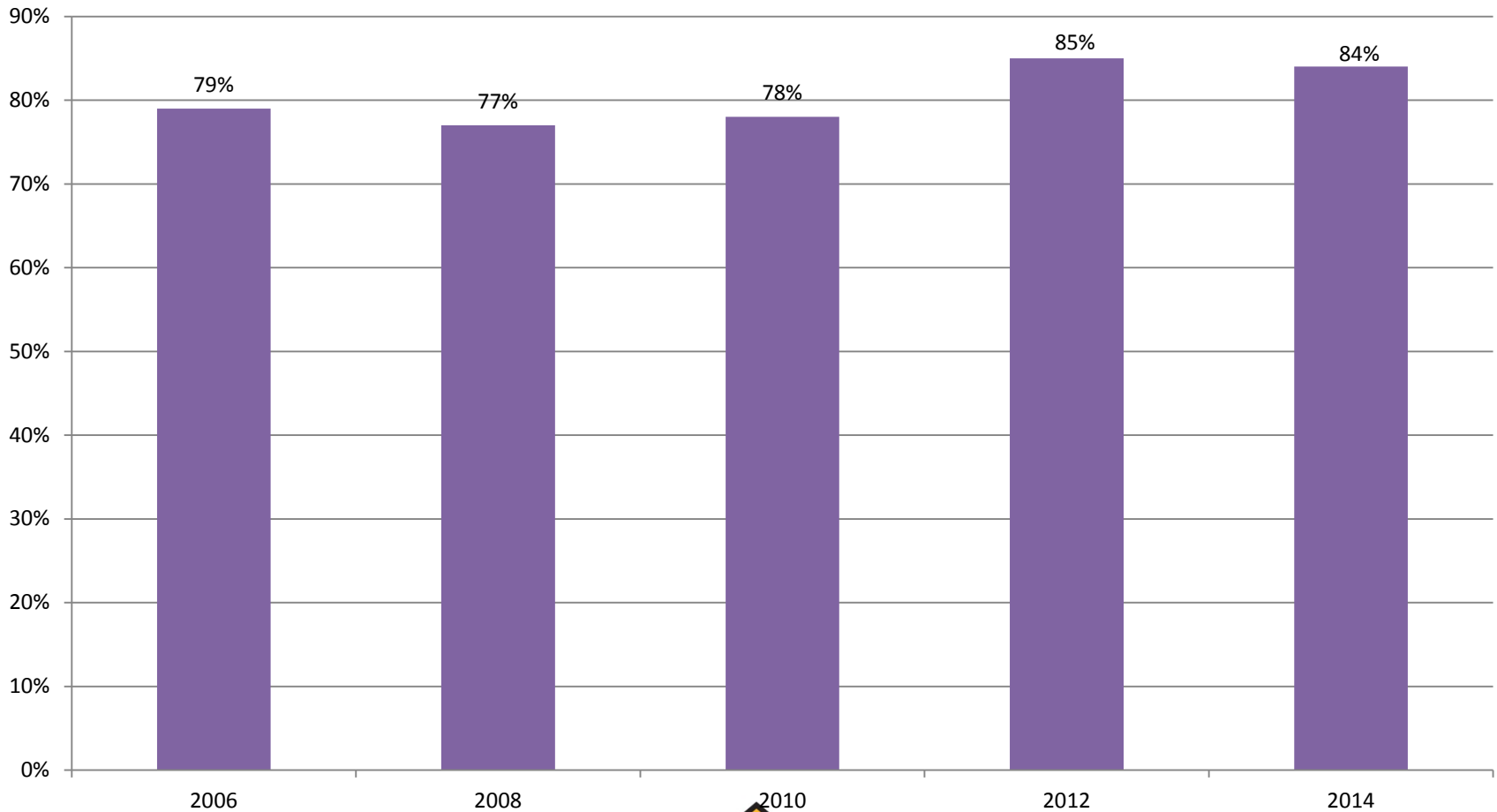
Observation:

Rated quality of code enforcement activities as "excellent" or "good"



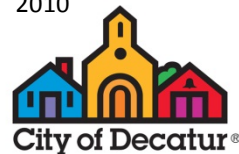
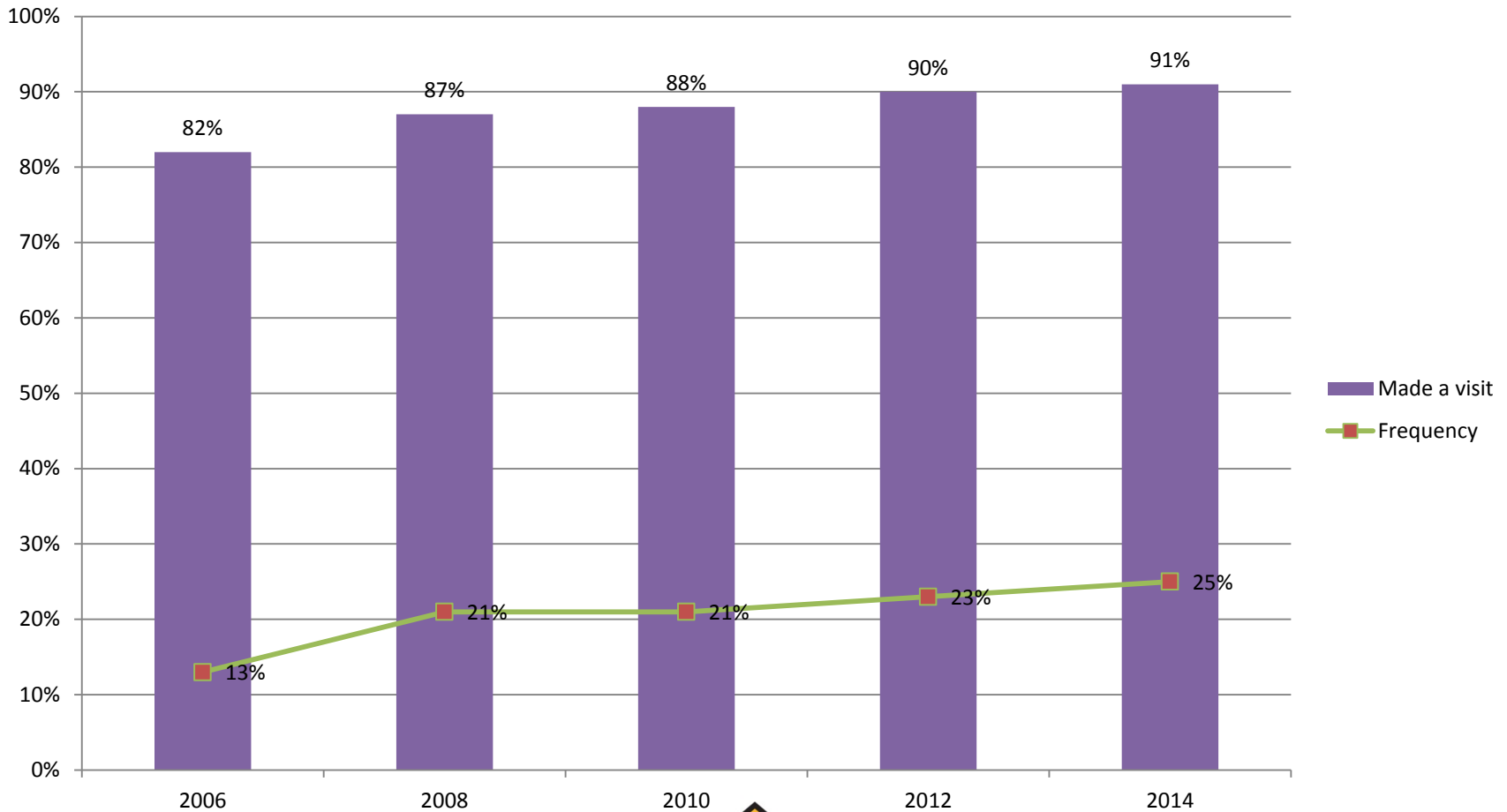
Observation:

Rated impression of interaction with City of Decatur staff as "excellent" or "good"



Observation:

Percentage of respondents who had visited a city park and visited at least 26+/year



More Observations

- 92% rated opportunities to participate in religious or spiritual activities as “excellent” or “good”; 63% indicated they “never” participate in such activities.
- 52% responded that they talked or visited with their immediate neighbors at least 2 times a week.
- 77% have never watched a City Commission meeting on cable television or online.
- 67% have never attended a public meeting.
- 22% have never attended a city-sponsored event.
- 79% have never participated in a club or civic group in Decatur.



National Benchmarks

- Neighborhood as a place to live – 1st out of 270 jurisdictions (Decatur average = 95%)
- Neighborliness of Decatur – 1st out of 31 jurisdictions (83%)
- Job the government does at welcoming citizen involvement – 1st out of 275 jurisdictions (83%)
- Opportunities to participate in community issues – 1st out 225 jurisdictions (88%)



National Benchmarks

- Overall quality of life – 10th out of 409 jurisdictions
(Decatur average = 97%)
- Ease of walking – 10th out of 257 jurisdictions (89%)
- Stocked supplies in preparation for an emergency –
2nd out of 29 jurisdictions (59%)
- Participate in moderate to vigorous physical activity
– 3rd out of 30 jurisdictions (90%)
- Volunteered time to some group/activity in Decatur
– 103rd out of 224 jurisdictions (44%)



Southern Region Benchmarks

- Place to raise children – 1st out of 31 jurisdictions
(Decatur average = 96%)
- Neighborhood as a place to live – 1st out of 25 jurisdictions (95%)
- Opportunities to volunteer – 1st out of 22 jurisdictions (92%)
- Place to work – 1st out of 29 jurisdictions (89%)
- Ease of walking – 1st out of 25 jurisdictions (89%)
- Overall quality of business & service establishments – 1st out of 23 jurisdictions (87%)



Southern Region Benchmarks

- Opportunities to participate in community issues – 1st out of 23 jurisdictions (Decatur average = 82%)
- Job the government does at welcoming citizen involvement – 1st out of 27 jurisdictions (83%)
- Emergency preparedness – 2nd out of 25 jurisdictions (79%)
- Services provided by the City – 2nd out of 35 jurisdictions (90%)
- Vote in local elections – 2nd out of 24 jurisdictions (85%)



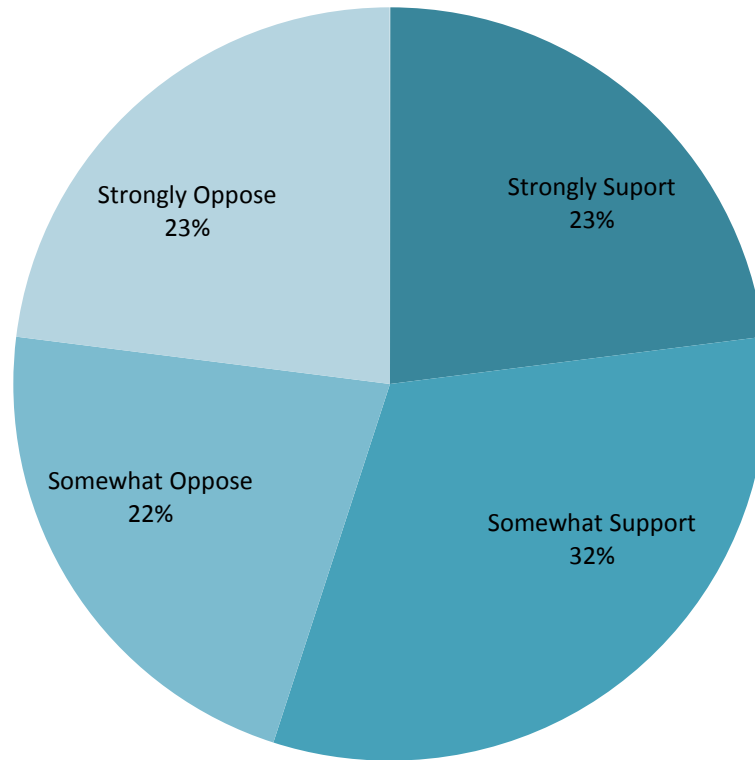
Respondent Demographics

- 41% have lived in Decatur five years or less
- 41% had someone under the age of 17 in the home
- 20% had someone 65 years of age or older in the home
- 48% anticipated an annual household income of \$50,000 to \$150,000 in 2014
- 49% pay \$1,000 to \$2,500 a month for housing
- 70% consider their mobile telephone number as their primary telephone number



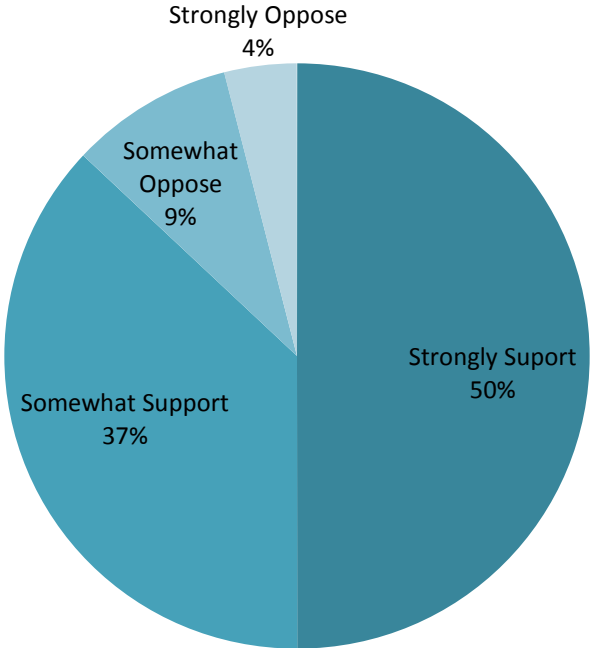
Decatur Specific Question #1

To what extent would you support or oppose a policy of establishing a 25 mph speed limit on most Decatur roadways?



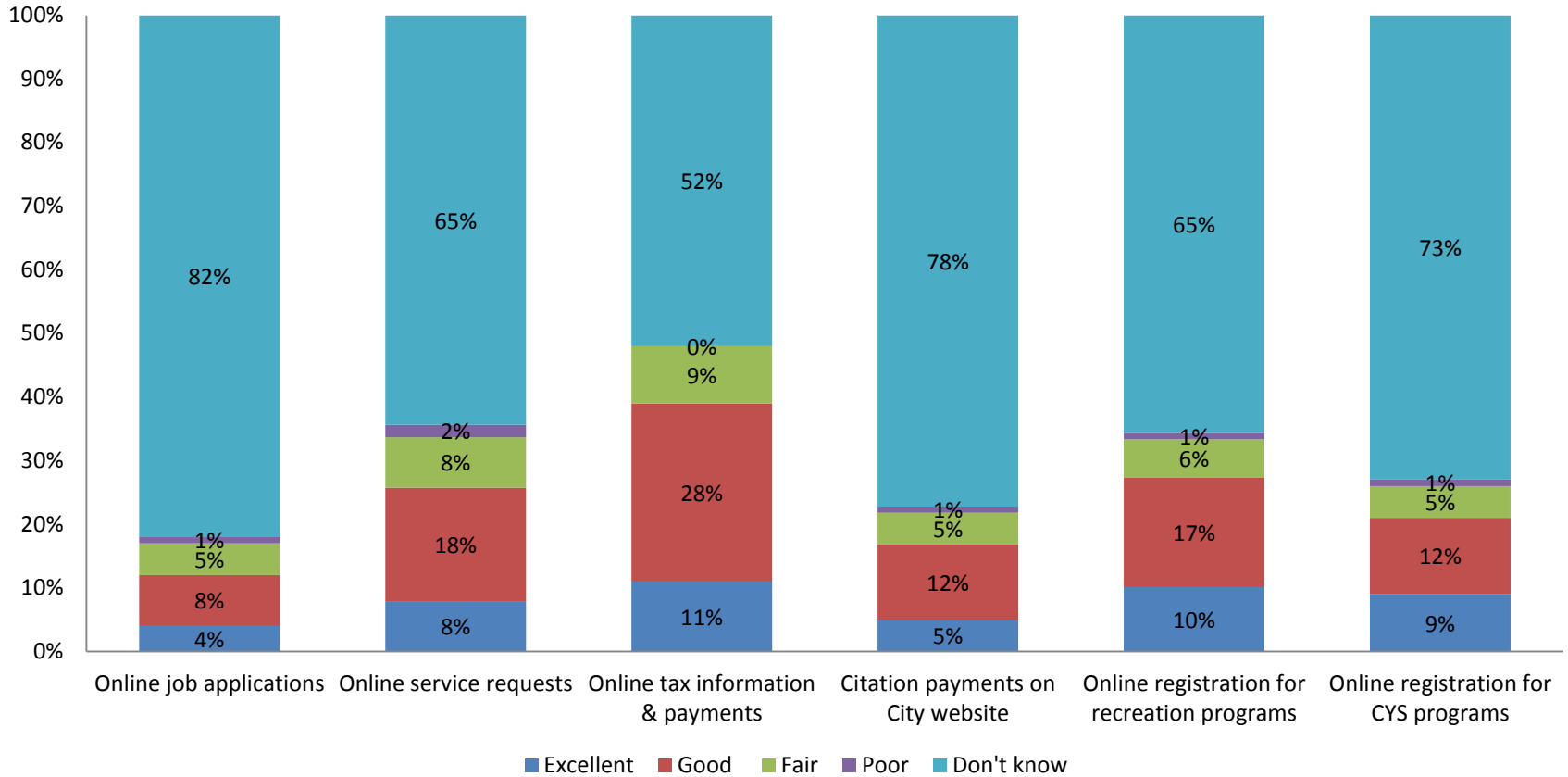
Decatur Specific Question #2

Local historic districts require design review for construction and renovation and prohibit demolition of historic buildings. Currently, the Decatur Square is not in a local historic district. To what extent would you support or oppose the creation of a local historic district that would include the Decatur Square and surrounding blocks?



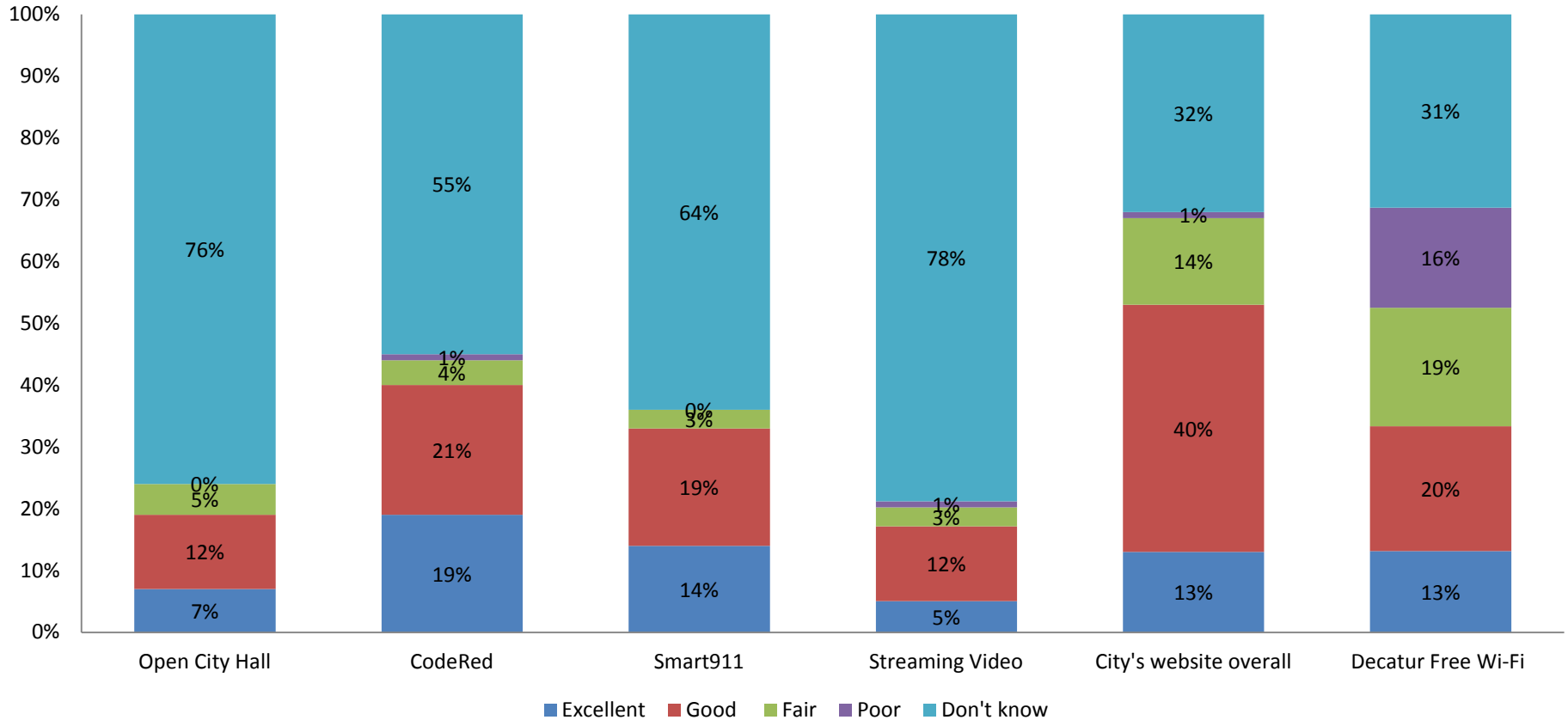
Decatur Specific Question #3

Please rate the quality of each of the following aspects of the City's technology services:



Decatur Specific Question #3

Please rate the quality of each of the following aspects of the City's technology services:



QUESTIONS?

