

# **National Citizen Survey 2016 Results**

City Commission Work Session

18 July 2016

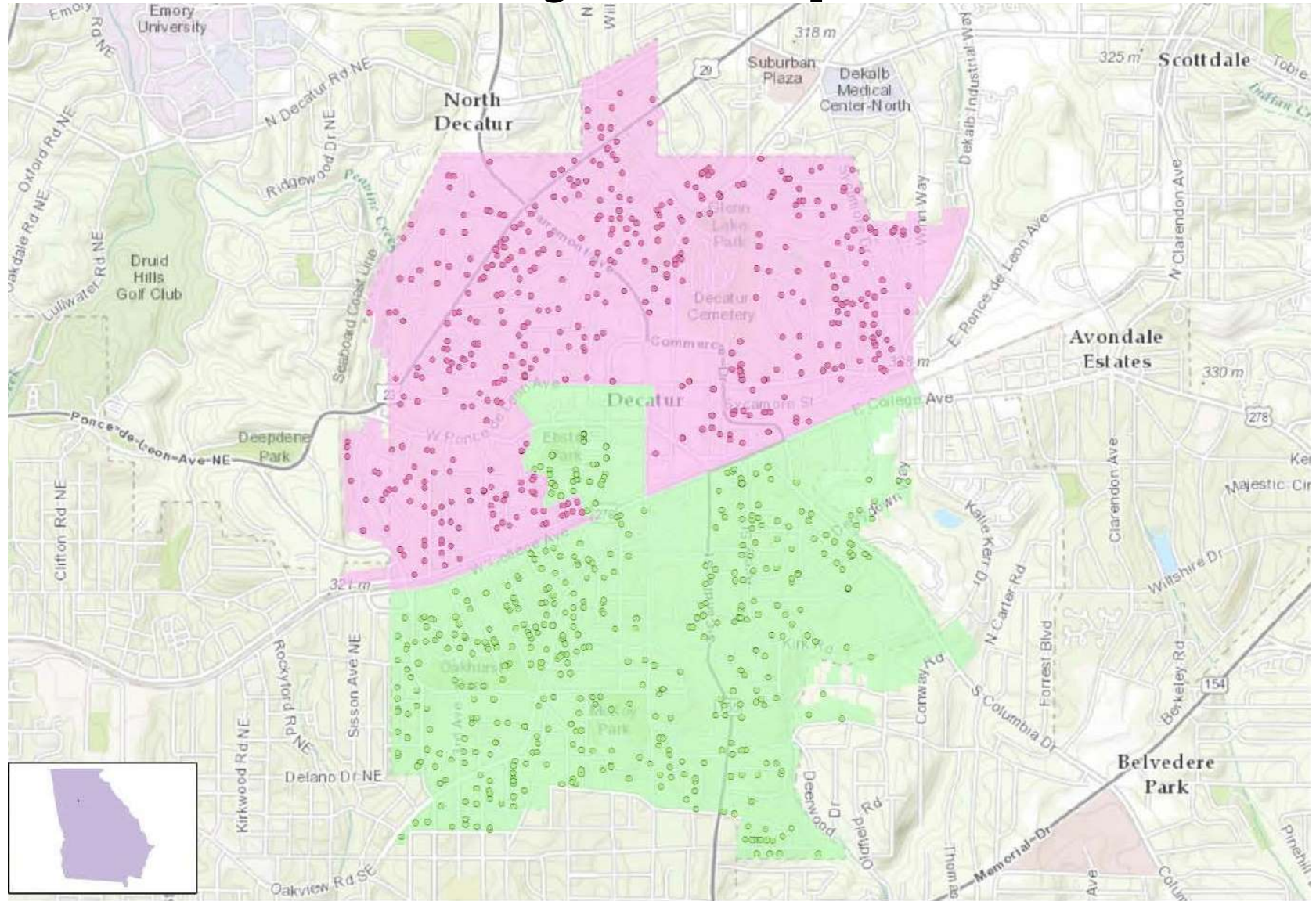


# Citizen Survey Results

- Contracted with the National Research Center, Inc. for the sixth time
- Survey conducted by mail and online in February and March 2016
- 1,400 randomly selected residential addresses in the 30030 zip code
- 558 returned for a response rate of 40%



# Survey Recipients



Survey Recipients in Decatur, GA

- In District 1
  - In District 2
- District 1  
District 2

0 1.5 3 Miles



# Summary Findings

- Most community characteristics saw decreases between 2014 and 2016
- A few differences:
  - The number of respondents who ate 5 portions of fruits & veggies increased.  
2014 – 86%      2016 – 94%
  - The rating for participating in religious or spiritual activities increased.  
2014 – 37%      2016 – 47%



# Top 5 Positive Responses

- Rated as “excellent” or good”

Decatur as a place to live (97%)

Fire Services (97%)

Purchased goods or services in Decatur (97%)

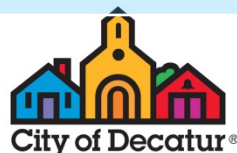
Place to raise children (97%)

Safety in Decatur’s downtown and neighborhoods during the day (97%)



# Top 5 Positive Responses across the years

2016	2014	2012
Decatur as a place to live (97%)	Decatur as a place to live (98%)	Safety during daytime in downtown area and neighborhoods (98%)
Fire Services (97%)	Fire Services (98%)	Decatur as a place to live (96%)
Purchased good or services in Decatur (97%)	Recommend living here to someone who asks (97%)	Decatur as a place to raise children (96%)
Place to raise children (97%)	Overall quality of life (97%)	Overall quality of life (96%)
Safety during daytime in downtown area and neighborhoods (97%)	Safety during daytime in downtown area and neighborhoods (96%)	Recommend living here to someone who asks (96%)



# Top 5 Needs Improvement Responses

- Rated as “poor”

Availability of affordable quality housing (40%)

Ease of public parking (34%)

Traffic signal timing (25%)

Cost of living (22%)

Street repair (21%)



# Top 5 Needs Improvement Responses across the years

2016	2014	2012
Ease of public parking (40%)	Amount of public parking (25%)	Traffic signal timing (22%)
Availability of affordable quality housing (34%)	Availability of affordable quality housing (23%)	Amount of public parking (19%)
Traffic signal timing (25%)	Traffic signal timing (23%)	Street repair (15%)
Cost of living (22%)	Street repair (19%)	Code enforcement (15%)
Street repair (21%)	Cost of living (13%)	Employment opportunities (14%)





# Highest “Excellent” Ratings

- For service quality

Fire (60%)

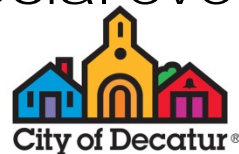
Police (47%)

Recycling (45%)

Garbage collection (42%)

Yard waste pick-up (41%)

City-sponsored special events (41%)



# Highest “Poor” Ratings

- For service quality

Traffic signal timing (25%)

Street repair (21%)

Sidewalk maintenance (19%)

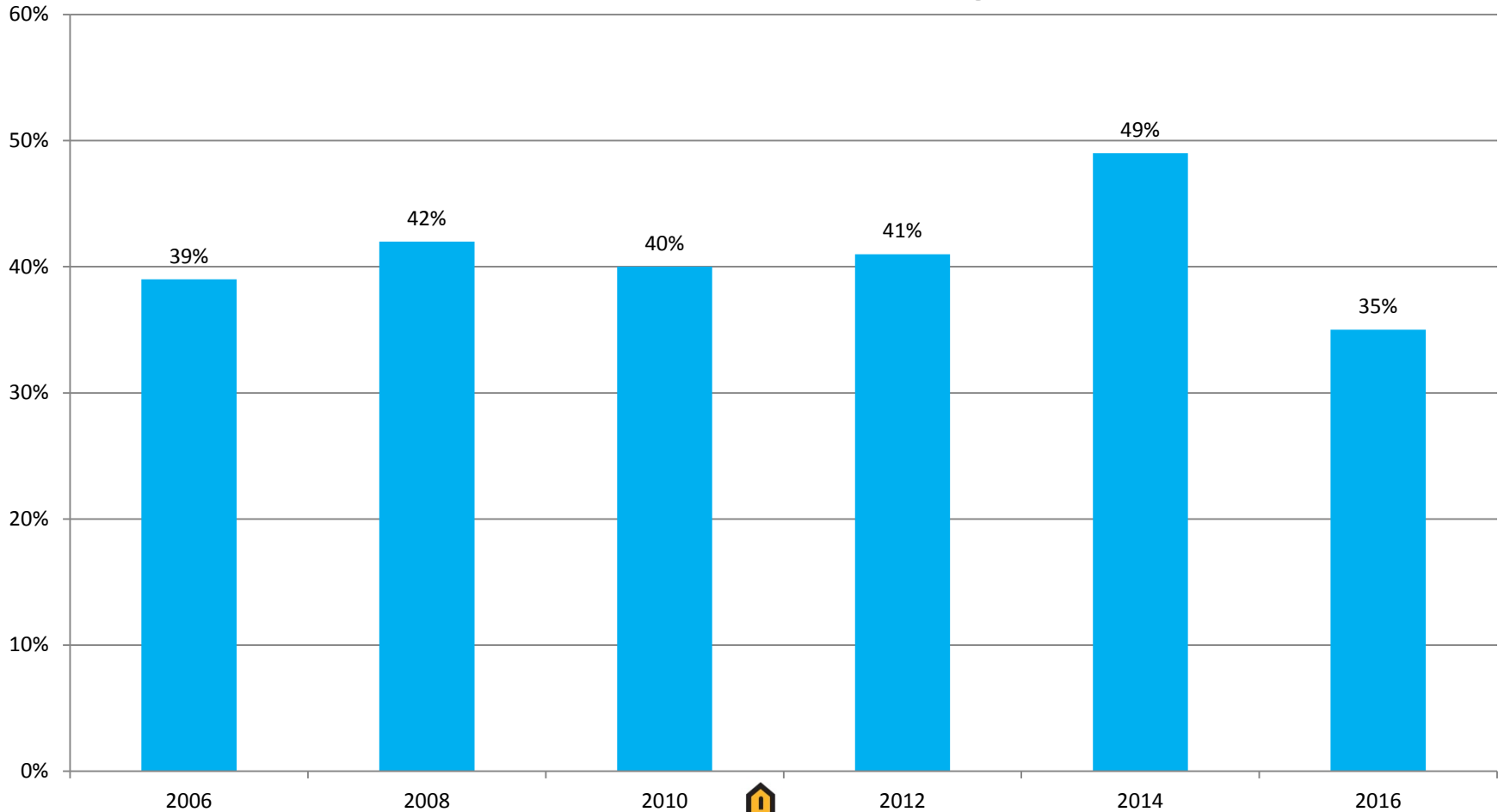
Land use, planning & zoning (17%)

Storm drainage (15%)

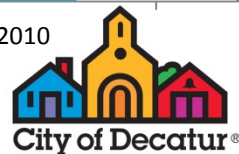
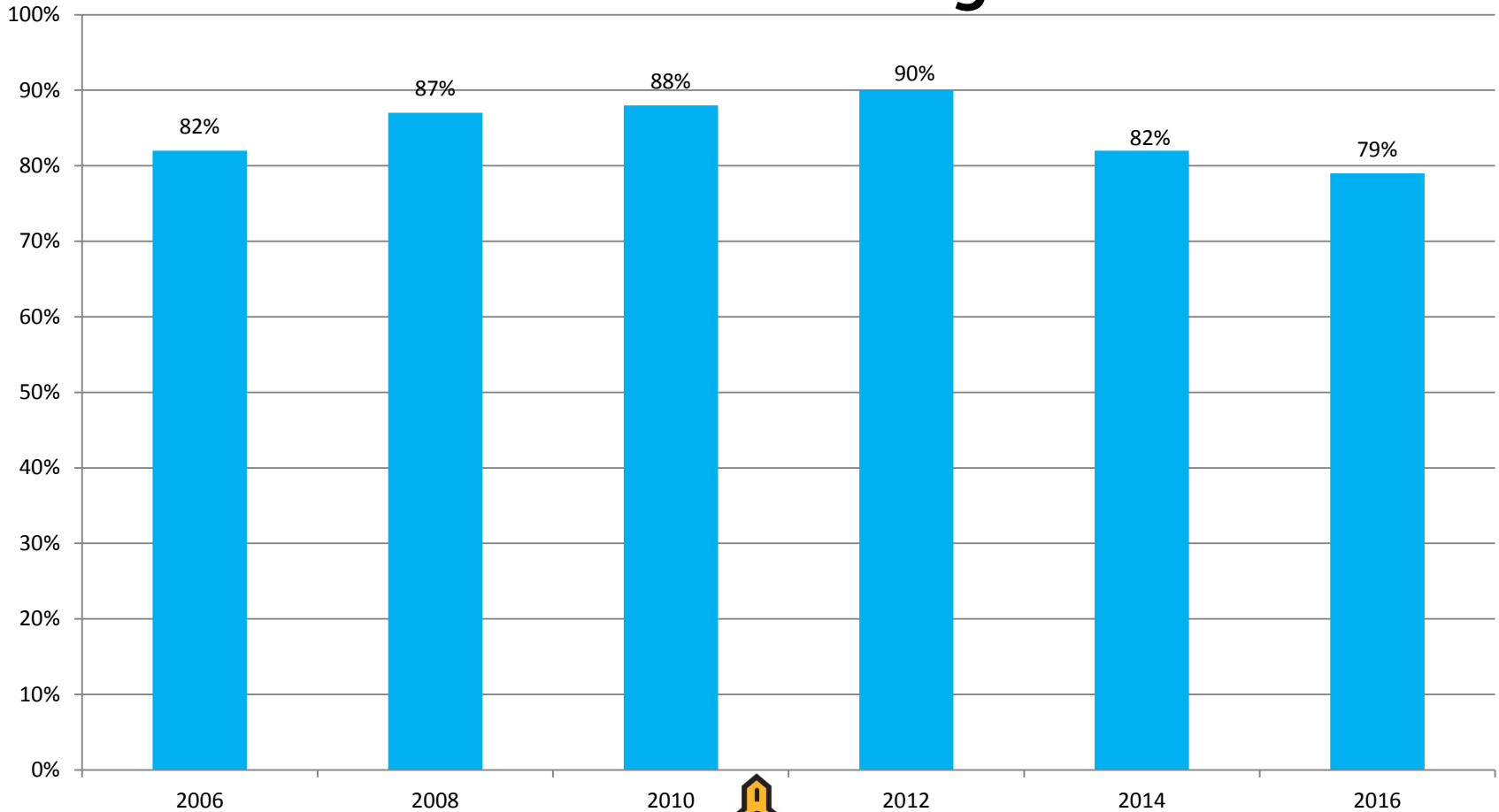


# Observation:

## Rated quality of traffic flow on major streets as "excellent" or "good"

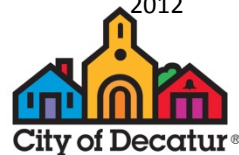
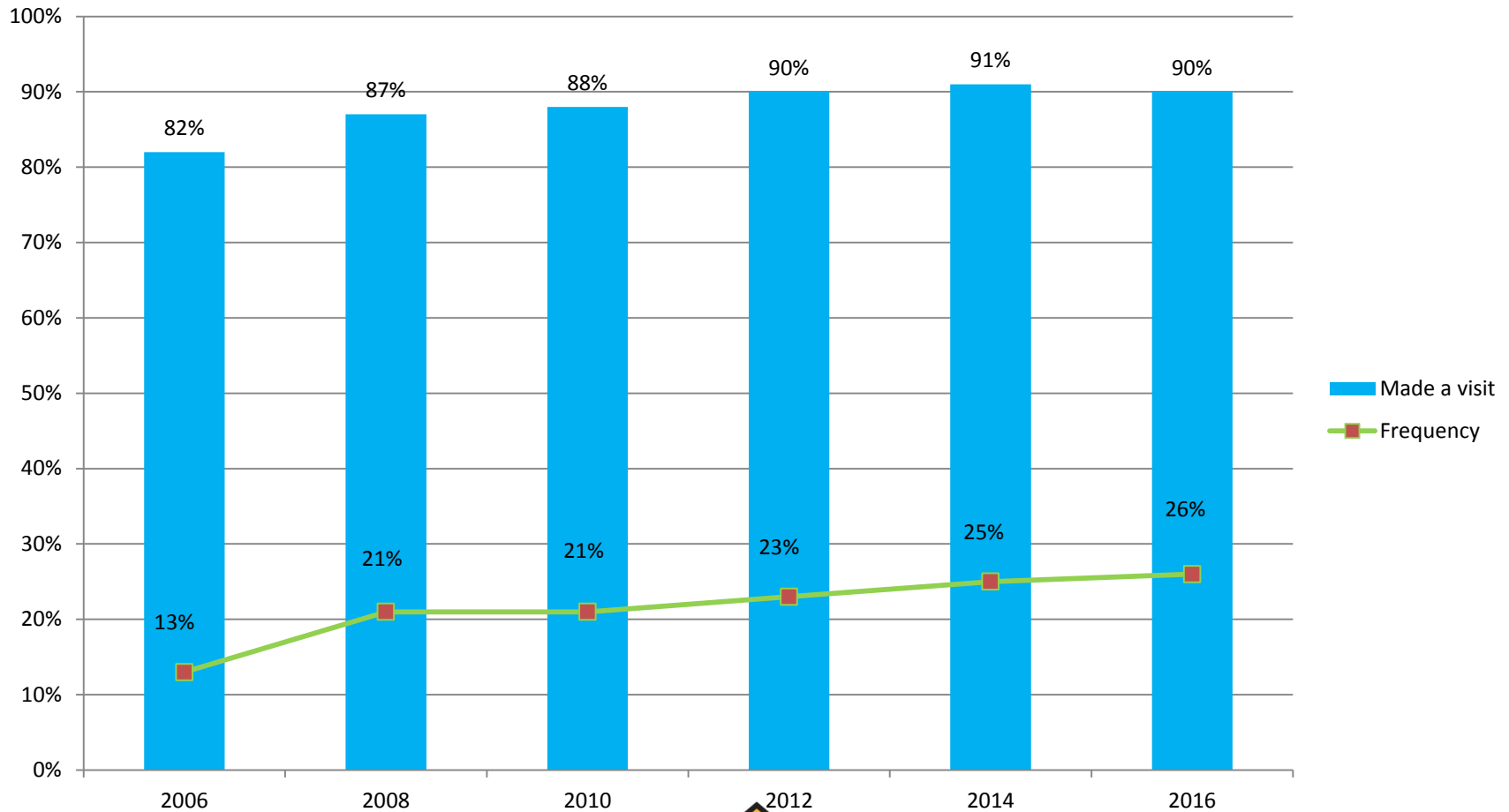


# Observation: Rated impression of openness & acceptance of the community toward people of diverse backgrounds as "excellent" or good"



# Observation:

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



# More Observations

- 90% rated opportunities to participate in religious or spiritual activities as “excellent” or “good”; 53% indicated they “never” participate in such activities.
- 54% 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.
- 65% have never attended a public meeting.
- 20% have never attended a city-sponsored event.
- 76% have never participated in a club or civic group in Decatur.



# Geographic Observations

- District 1 rated higher:
  - Place to work (86% vs 78%)
  - Availability of affordable quality childcare (67% vs 54%)
  - Storm drainage (55% vs 44%)
- District 2 rated higher:
  - Shopping opportunities (63% vs 73%)
  - Vibrant downtown/commercial area (87% vs 94%)
  - Economic development (68% vs 80%)



# Geographic Observations

- Rates of Participation about the same
- However,
  - District 1 residents were less likely to have
    - contacted the City (46% vs 59%)
    - reported a crime (85% vs 71%)
    - made efforts to make homes more energy efficient (62% vs 78%)than District 2 residents.
  - District 1 residents more likely to have
    - walked or biked instead of driving (92% vs 85%)
    - observed a code violation (64% vs 54%)
    - purchased goods or services in Decatur (99% vs 95%)than District 2 residents.





# National Benchmarks

- Eat at least 5 portions of fruits & veggies a day – 1<sup>st</sup> out of 140 jurisdictions (Decatur average = 94%)
- Vibrant downtown/commercial area – 2<sup>nd</sup> out of 141 jurisdictions (90%)
- Opportunities to participate in social events & activities – 3<sup>rd</sup> out of 227 jurisdictions (90%)
- Opportunities to participate in community matters – 3<sup>rd</sup> out of 239 jurisdictions (85%)
- Neighborliness of Decatur – 3<sup>rd</sup> out of 146 jurisdictions (83%)



# National Benchmarks

- Overall quality of life – 43 out of 410 jurisdictions  
(Decatur average = 94%)
- Ease of walking – 23<sup>rd</sup> out of 259 jurisdictions (83%)
- Stocked supplies in preparation for an emergency –  
59<sup>th</sup> out of 136 jurisdictions (37%)
- Participate in moderate to vigorous physical activity  
– 9<sup>th</sup> out of 142 jurisdictions (92%)
- Volunteered time to some group/activity in Decatur  
– 75<sup>th</sup> out of 232 jurisdictions (47%)



# Southern Region Benchmarks

- Opportunities to volunteer – 1<sup>st</sup> out of 24 jurisdictions (Decatur average = 90%)
- Ease of walking – 1<sup>st</sup> out of 26 jurisdictions (90%)
- Vibrant downtown/commercial area – 1<sup>st</sup> out of 12 jurisdictions (90%)
- Neighborliness – 1<sup>st</sup> out of 12 jurisdictions (83%)
- Walked or biked instead of driving – 1<sup>st</sup> out of 12 jurisdictions (88%)
- Voted in local elections – 1<sup>st</sup> out of 25 jurisdictions (86%)



# Southern Region Benchmarks

- Opportunities to participate in community issues – 1<sup>st</sup> out of 25 jurisdictions (Decatur average = 85%)
- Job the government does at welcoming citizen involvement – 2<sup>nd</sup> out of 29 jurisdictions (79%)
- Public Information Services – 2<sup>nd</sup> out of 28 jurisdictions (82%)
- Open Space – 3<sup>rd</sup> out of 10 jurisdictions (59%)



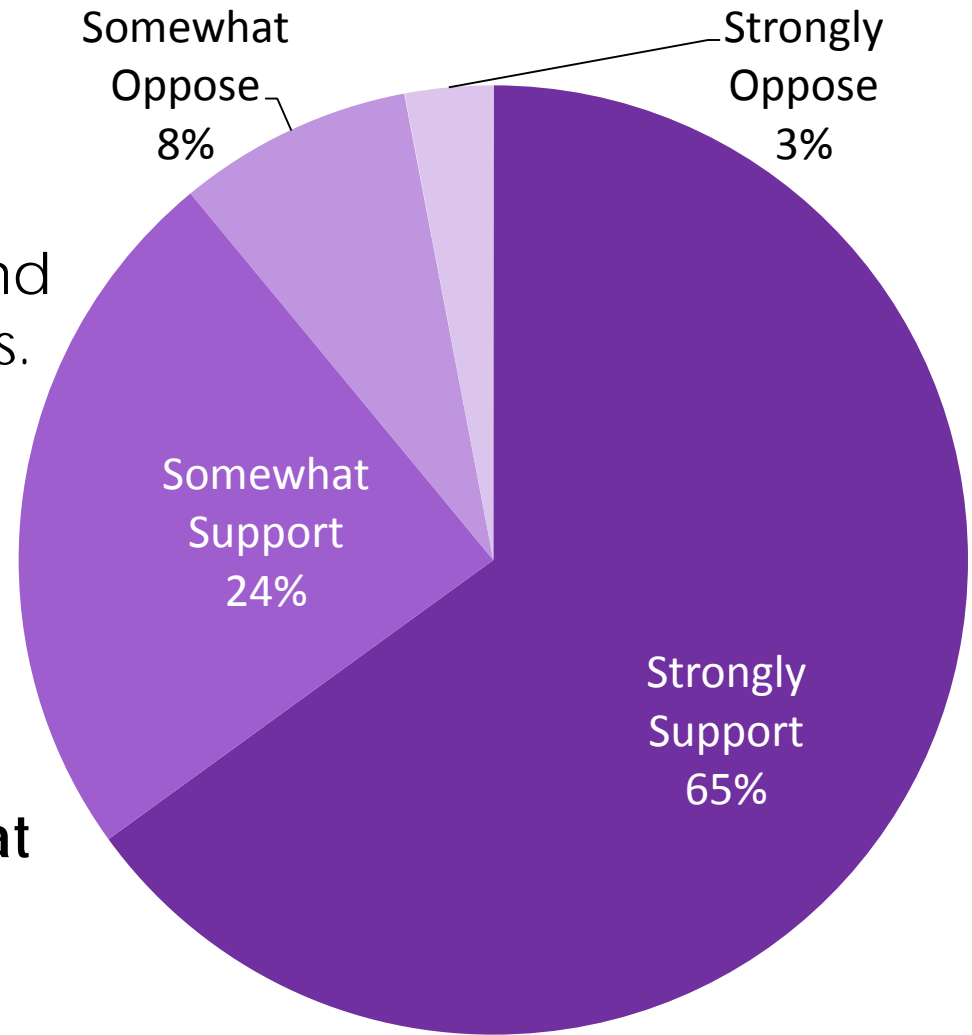
# Respondent Demographics

- 44% have lived in Decatur five years or less
- 43% had someone under the age of 17 in the home
- 21% had someone 65 years of age or older in the home
- 41% anticipated an annual household income of \$50,000 to \$150,000 in 2016
- 46% pay \$1,000 to \$2,500 a month for housing
- 78% consider their mobile telephone number as their primary telephone number



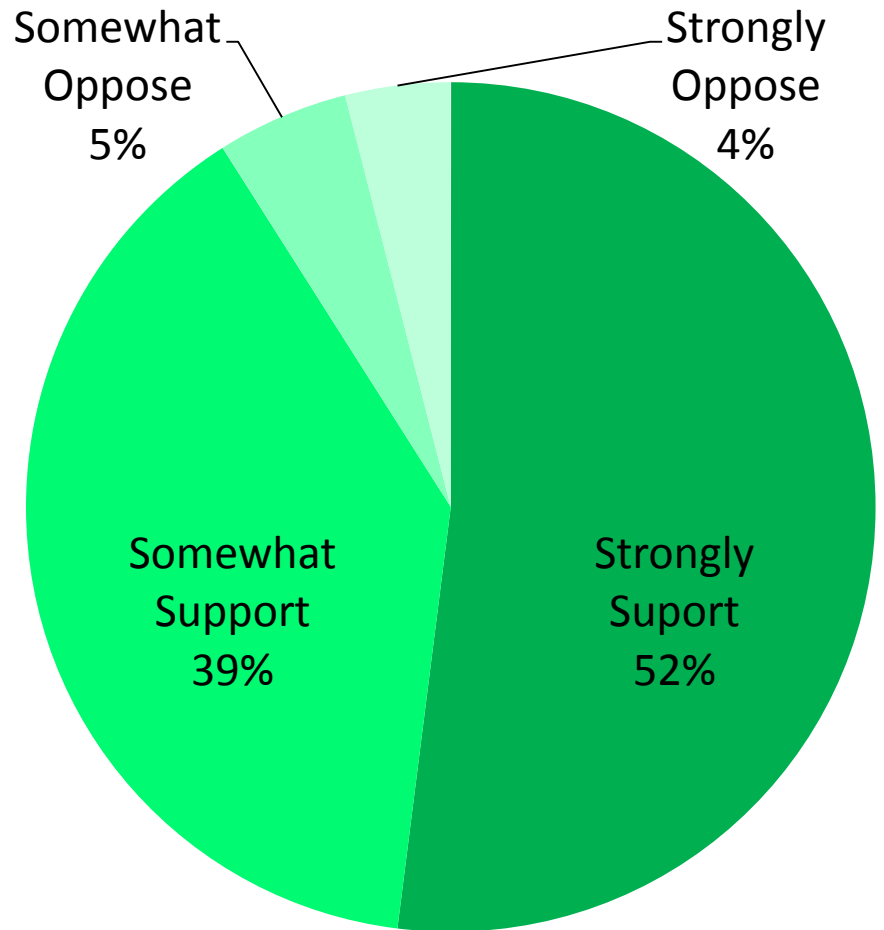
# Decatur Specific Question #1

The City of Decatur now has a "Complete Streets" policy that requires all streets to have bicycle and pedestrian safety features. These involve the use of lower speed limits, narrower vehicle lanes, fewer "right-on-red" opportunities, more mid-block crosswalks and similar techniques. **To what extent do you support or oppose continued use of this policy?**



# Decatur Specific Question #2

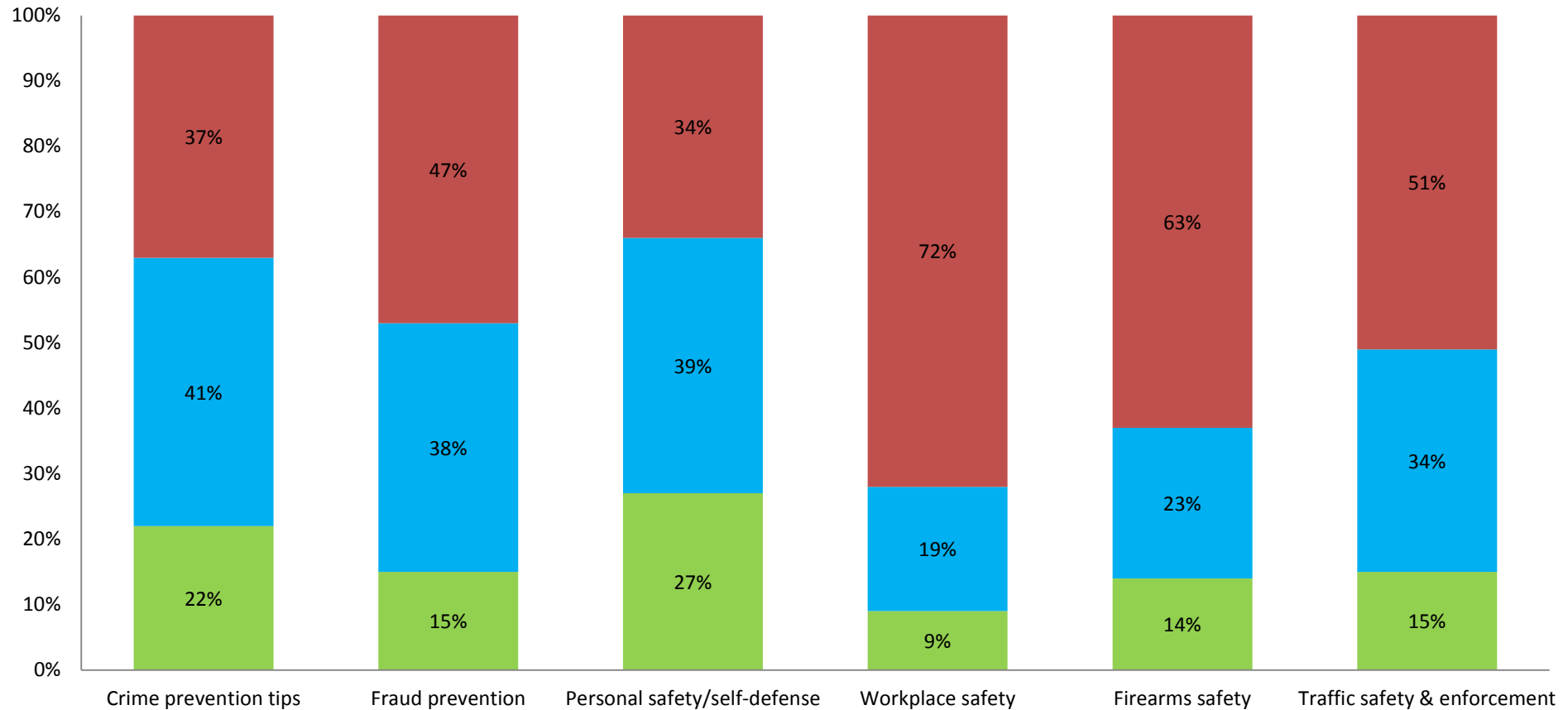
The City Commission is considering establishing a community advisory board which would provide recommendations regarding various activities, potentially including economic, cultural and racial diversity, inclusion and equity. **To what extent do you support or oppose the City Commission establishing this type of community advisory board?**



# Decatur Specific Question #3

The Decatur Police Department is considering offering community presentations on the following topics. **How likely or unlikely would you be to attend a presentation for each of the following?**

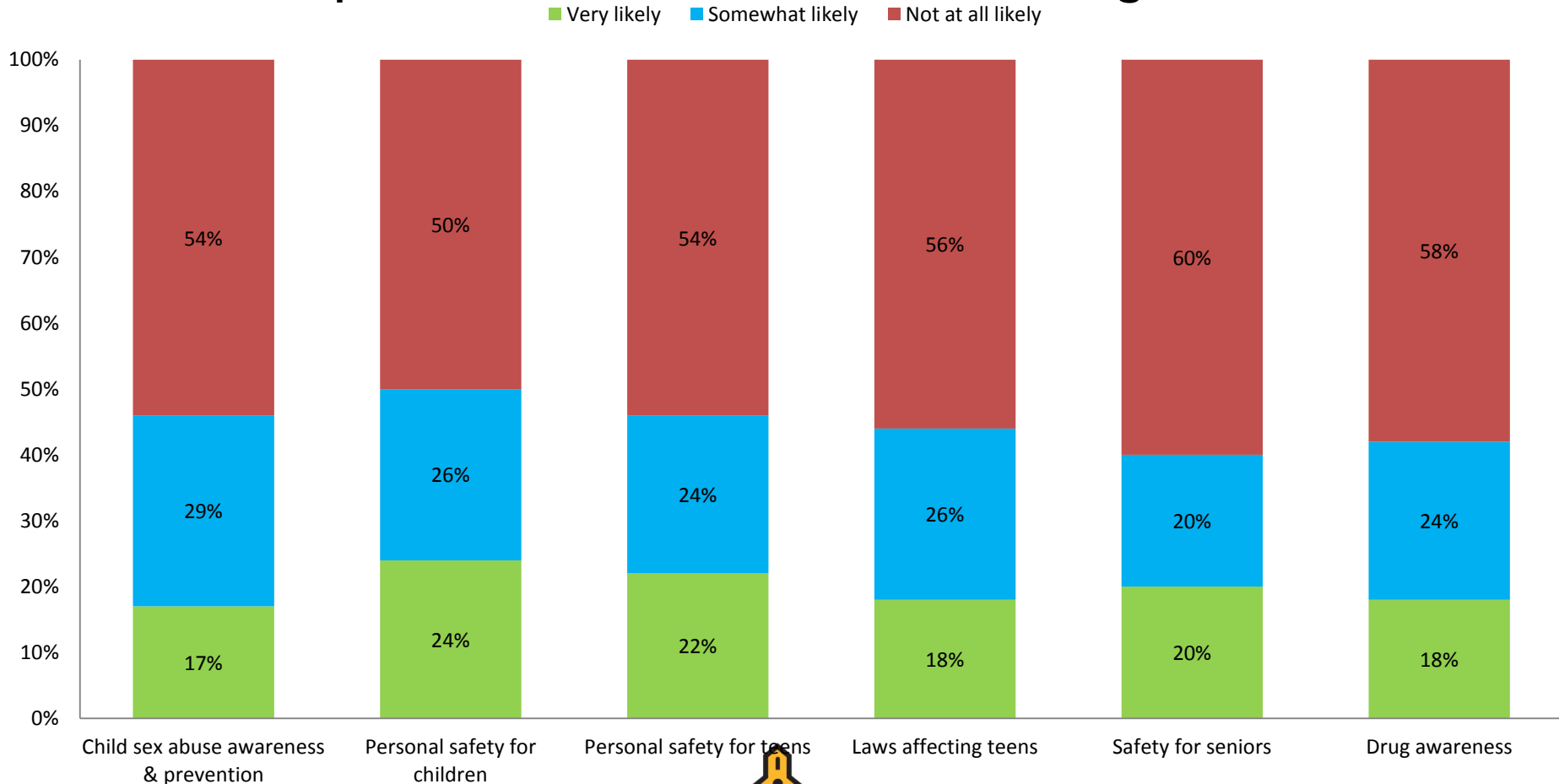
Very likely    Somewhat likely    Not at all likely





# Decatur Specific Question #3

The Decatur Police Department is considering offering community presentations on the following topics. **How likely or unlikely would you be to attend a presentation for each of the following?**



# QUESTIONS?

