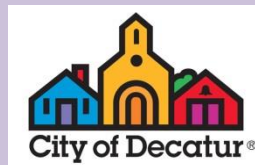


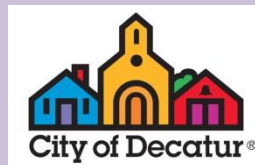
National Citizen Survey 2018 Results

City Commission Work Session
04 September 2018

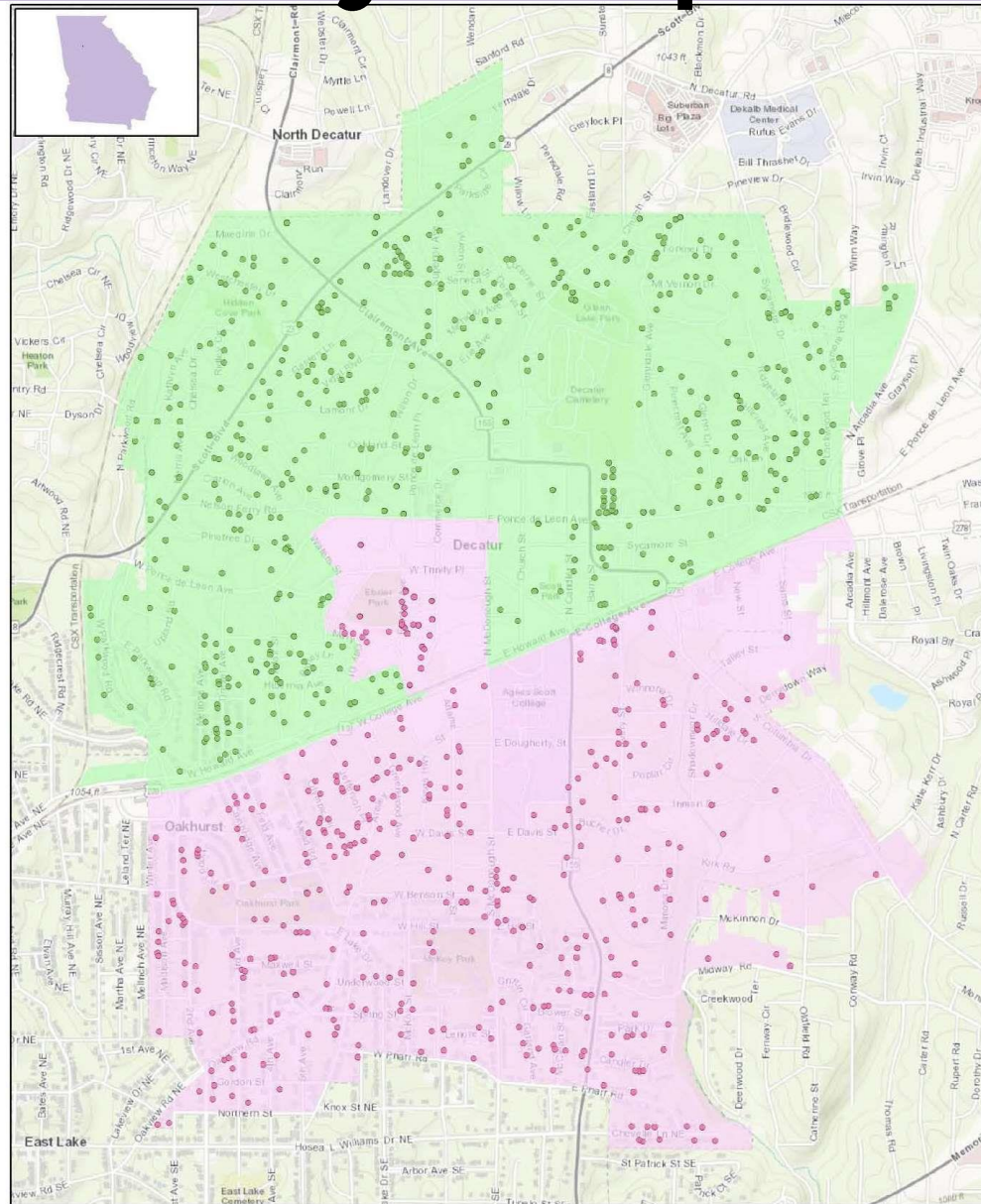


Citizen Survey Results

- Contracted with the National Research Center, Inc. for the seventh time
- Survey conducted by mail and online in February and March 2018
- 1,500 randomly selected residential addresses in the 30030 zip code
- 537 returned for a response rate of 37%



Survey Recipients



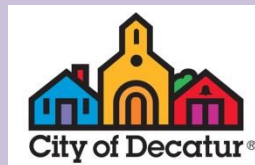
Survey Recipients in Decatur, GA

- In District 1
- In District 2

- District 1
- District 2

Summary Findings

- Most community characteristics were similar between 2016 and 2018
- A few differences:
 - The rating for overall ease of travel decreased.
2016 – 74% 2018 – 67%
 - The rating for travel by car decreased.
2016 – 44% 2018 – 36%



Top 5 Positive Responses

- Rated as “excellent” or good”

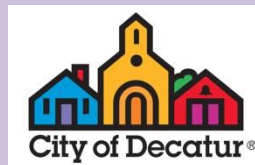
Fire Services (99%)

Safety in Decatur's downtown and neighborhoods during the day (98%)

Decatur as a place to live (97%)

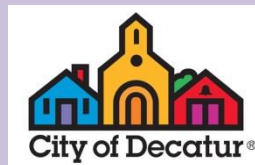
Overall quality of life (96%)

Place to raise children (96%)



Top 5 Positive Responses across the years

2018	2016	2014
Fire Services (99%)	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 (97%)	Purchased good or services in Decatur 97%	Recommend living here to someone who asks (97%)
Overall quality of life (96%)	Place to raise children (97%)	Overall quality of life (97%)
Place to raise children (96%)	Safety during daytime in downtown area and neighborhoods (97%)	Safety during daytime in downtown area and neighborhoods (96%)



Top 5 Needs Improvement Responses

- Rated as “poor”

Availability of affordable quality housing (50%)

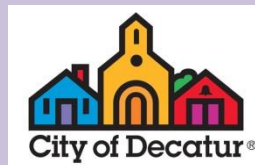
Ease of public parking (35%)

Traffic Flow on major streets (28%)

Traffic signal timing* (26%)

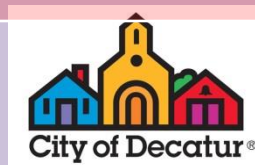
Variety of housing options (26%)

* Traffic signals are maintained by DeKalb County.



Top 5 Needs Improvement Responses across the years

2018	2016	2014
Availability of affordable quality housing (50%)	Ease of public parking (40%)	Amount of public parking (25%)
Ease of public parking (35%)	Availability of affordable quality housing (34%)	Availability of affordable quality housing (23%)
Traffic flow on major streets (28%)	Traffic signal timing (25%)	Traffic signal timing (23%)
Traffic signal timing (25%)	Cost of living (22%)	Street repair (19%)
Variety of housing options (26%)	Street repair (21%)	Cost of living (13%)



Highest “Excellent” Ratings

- For service quality

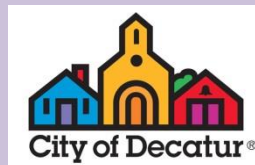
Fire (65%)

Police (52%)

Garbage collection (46%)

City-sponsored special events (45%)

Yard waste pick-up (43%)



Highest “Poor” Ratings

- For service quality

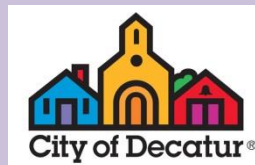
Traffic signal timing (26%)

Street repair (21%)

Sidewalk maintenance (21%)

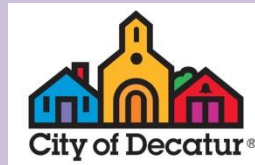
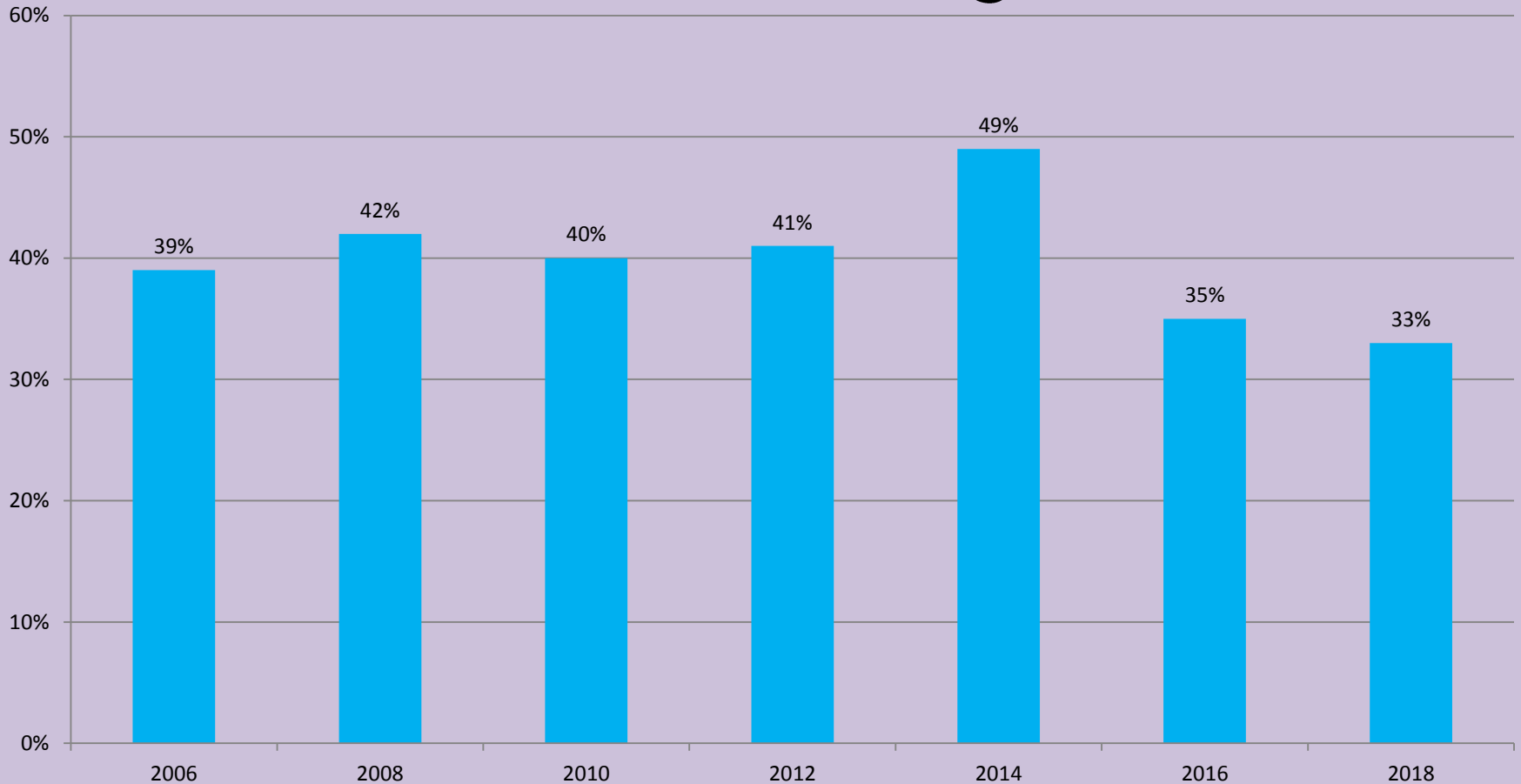
Land use, planning & zoning (16%)

Preservation of natural areas (14%)



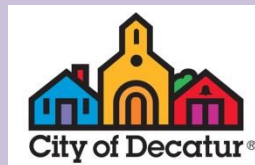
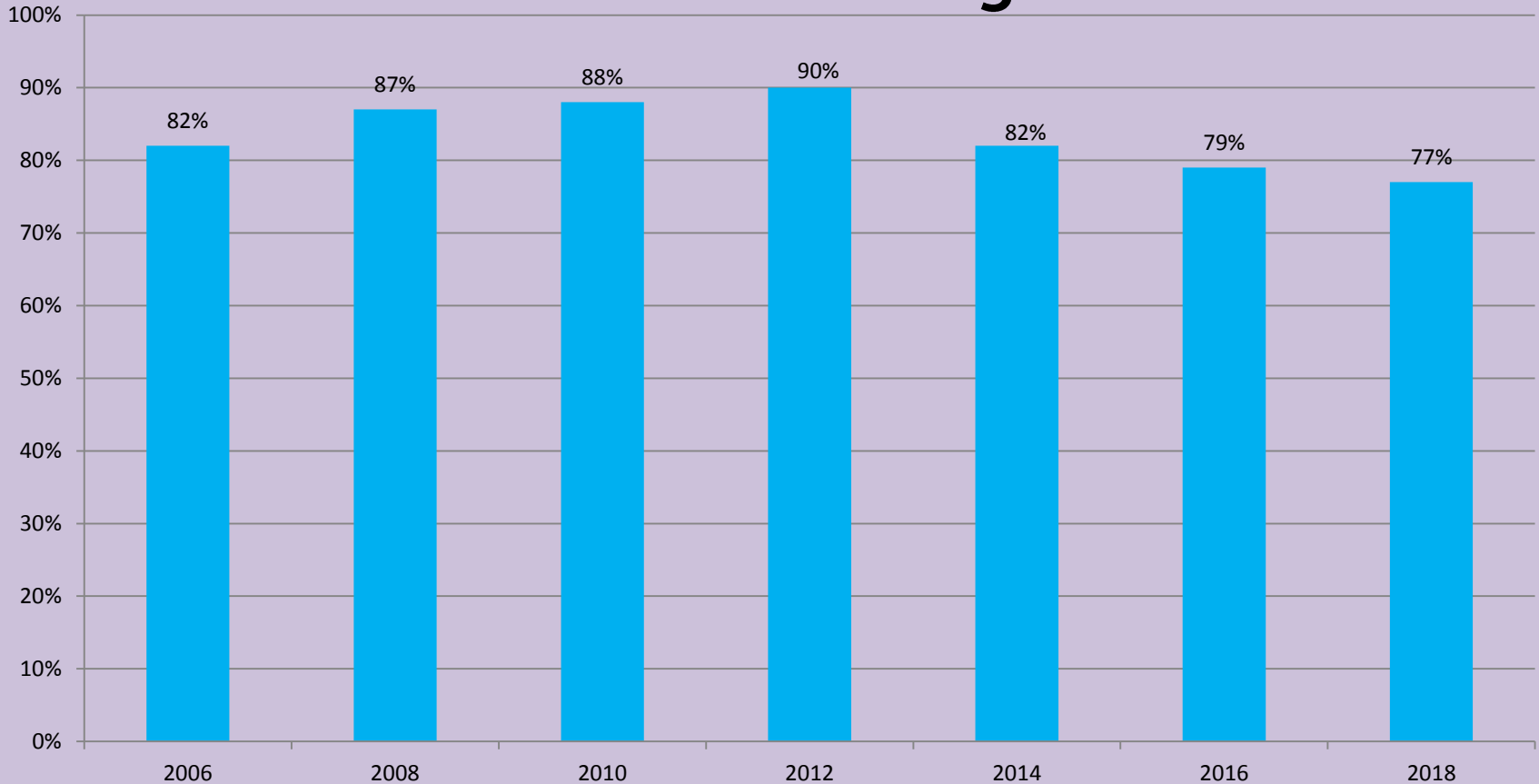
Observation:

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



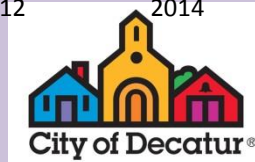
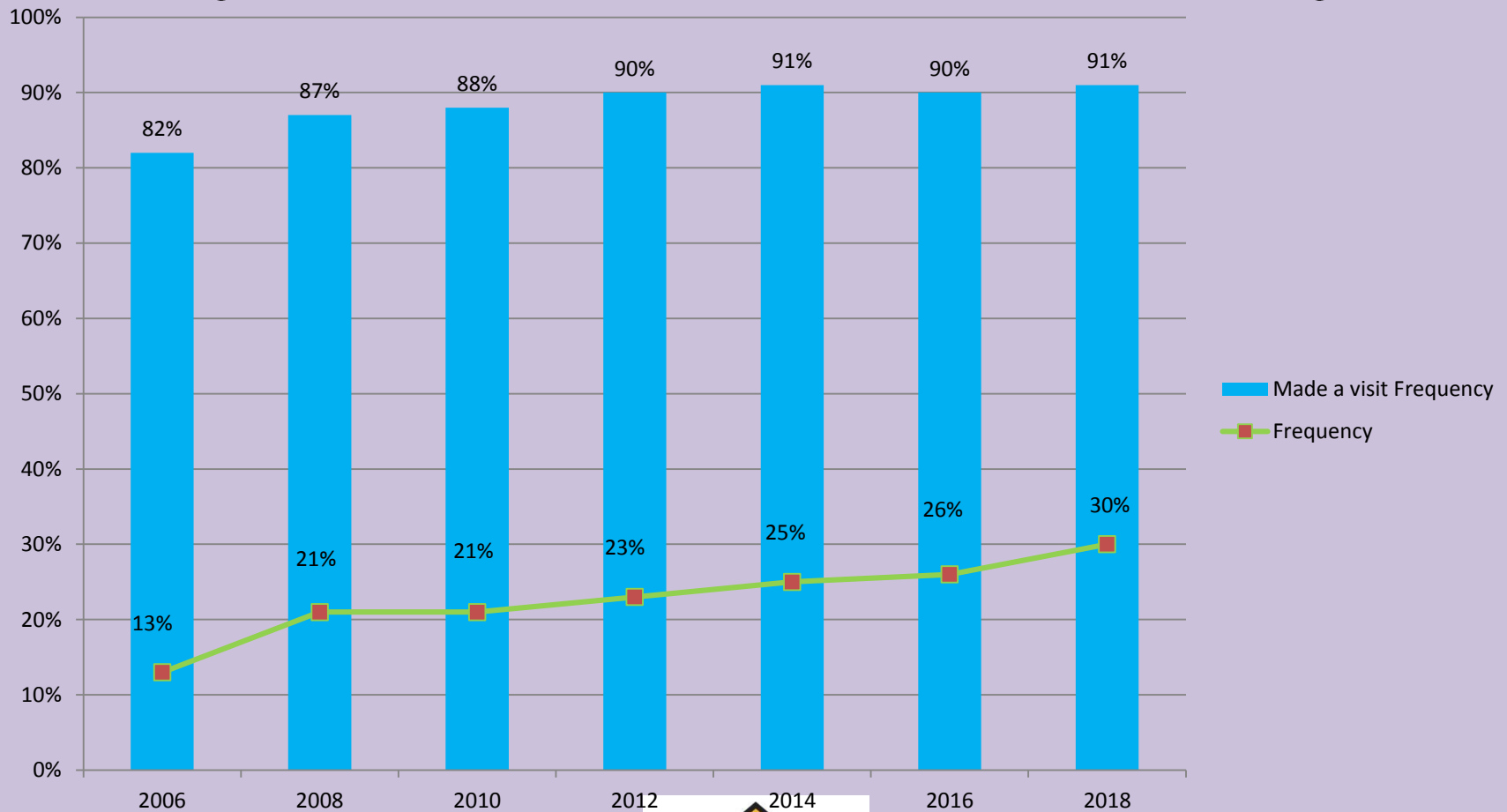
Observation:

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



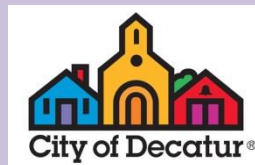
Observation:

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



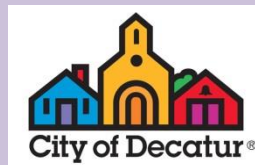
More Observations

- 90% rated opportunities to participate in religious or spiritual activities as “excellent or “good”; 64% indicated they “never” participate in such activities.
- 51% responded that they talked or visited with their immediate neighbors at least 2 times a week.
- 79% have never watched a City Commission meeting on cable television or online.
- 65% have never attended a public meeting.
- 25% have never attended a city-sponsored event.
- 71% have never participated in a club or civic group in Decatur.



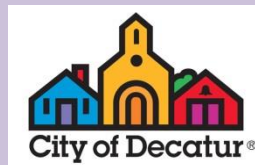
Geographic Observations

- District 1 rated higher:
 - Place to retire (76% vs 48%)
- District 2 rated higher:
 - Affordable quality housing (14% vs 23%)
 - Cost of living (22% vs 32%)



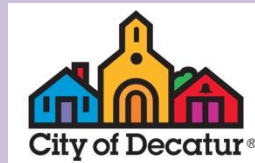
National Benchmarks

- Overall quality of business and service establishments – 1st out of 217 jurisdictions (Decatur average = 94%)
- Opportunities to participate in community matters – 1st out of 274 jurisdictions (88%)
- Neighborliness of Decatur – 1st out of 288 jurisdictions (85%)
- Job government does in welcoming citizen involvement – 1st out of 322 jurisdictions (82%)
- City sponsored special events – 3rd out of 258 jurisdictions (91%)



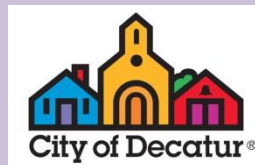
National Benchmarks

- Overall quality of life – 27th out of 470 jurisdictions
(Decatur average = 96%)
- Ease of walking – 13th out of 306 jurisdictions (88%)
- Stocked supplies in preparation for an emergency –
26th out of 205 jurisdictions (52%)
- Participate in moderate to vigorous physical activity
– 14th out of 220 jurisdictions (92%)
- Volunteered time to some group/activity in Decatur
– 63rd out of 265 jurisdictions (49%)



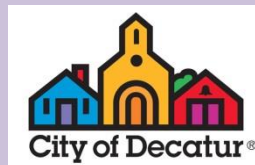
Southern Region Benchmarks

- Fire Services – 1st out of 33 jurisdictions (Decatur average = 99%)
- Quality of Life – 1st out of 39 jurisdictions (96%)
- Neighborhood as a place to live – 1st out of 28 jurisdictions (96%)
- Talked with neighbors – 1st out of 18 jurisdictions (96%)
- Opportunities to volunteer – 1st out of 24 jurisdictions (90%)
- Neighborliness – 1st out of 18 jurisdictions (85%)



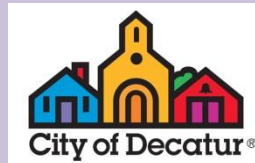
Southern Region Benchmarks

- Opportunities to participate in community issues – 1st out of 28 jurisdictions (Decatur average = 88%)
- Job the government does at welcoming citizen involvement – 1st out of 38 jurisdictions (82%)
- Public Information Services – 2nd out of 28 jurisdictions (87%)
- Open Space – 5th out of 16 jurisdictions (60%)



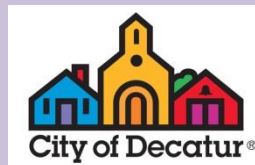
Respondent Demographics

- 43% have lived in Decatur five years or less
- 49% had someone under the age of 17 in the home
- 25% had someone 65 years of age or older in the home
- 36% anticipated an annual household income of \$50,000 to \$150,000 in 2018
- 52% pay \$1,000 to \$2,500 a month for housing
- 83% consider their mobile telephone number as their primary telephone number



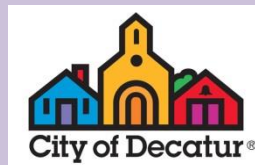
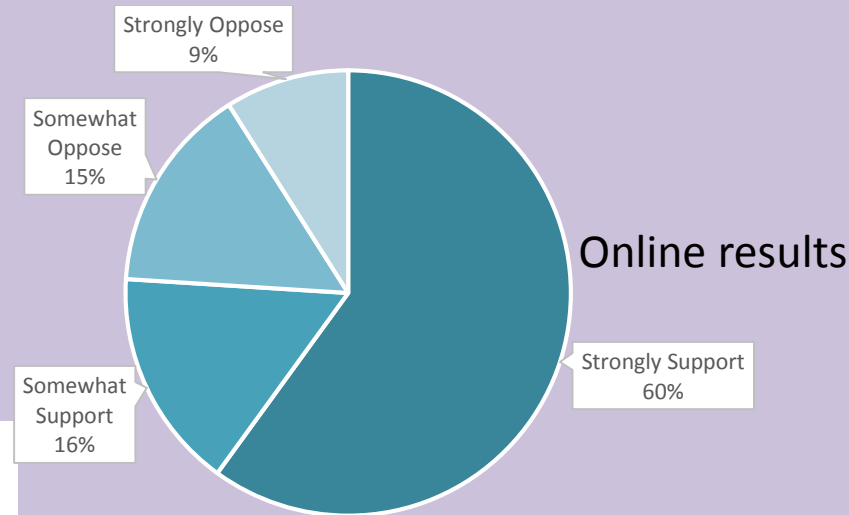
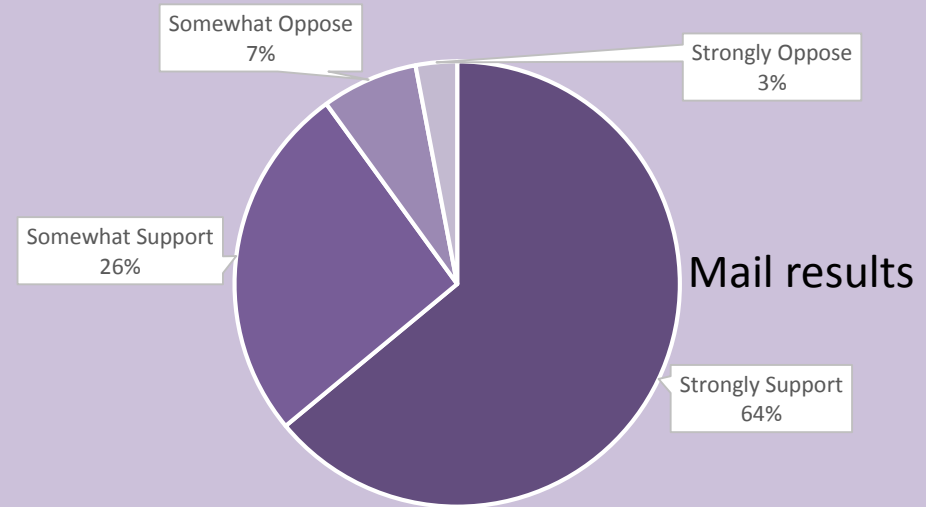
Online Survey Observations

- Made available to anyone in March
- Received 243 responses
- 36 areas rated higher than traditional survey
 - Place to visit 52%
 - Overall reputation 59%
 - Safety in downtown 70%
- Online respondents have slightly longer tenure in the city and were slightly more mature
 - 73% 6 or more years as a resident
 - 88% own a home
 - 76% live in a single-family detached dwelling
 - 75% 35-64 years of age



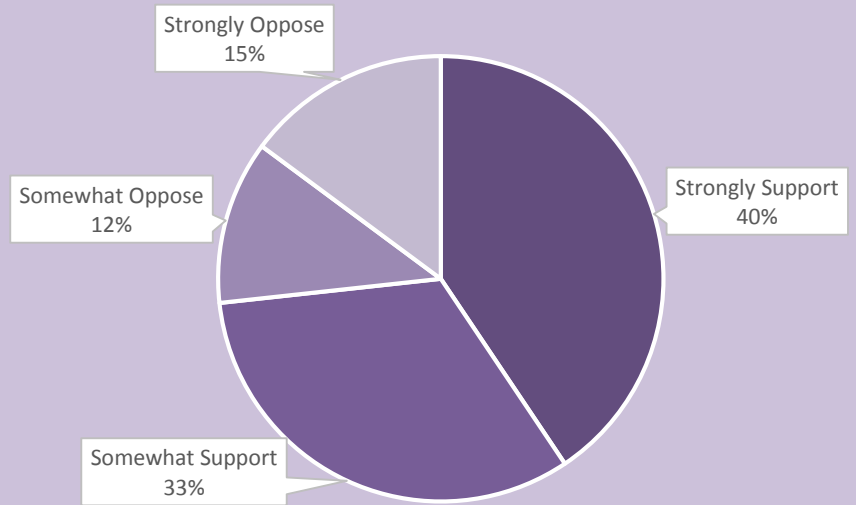
Decatur Specific Question #1

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?**

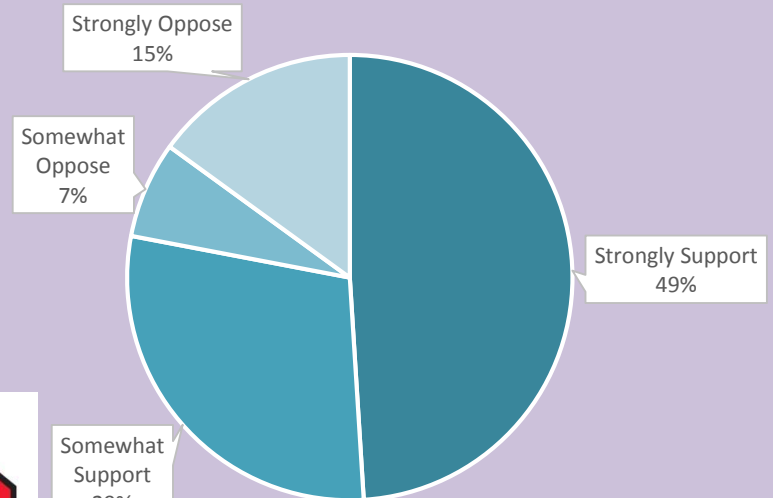


Decatur Specific Question #2

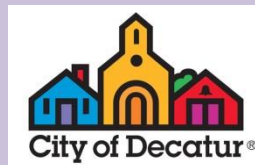
Encouraging a diversity of housing types throughout the City's 4.4 square miles has been a goal over the past several years. One option would be to allow the construction of two or more small, single-family cottages on an existing residential lot in a traditional single-family neighborhood as an alternative to one larger single-family home. **To what extent do you support or oppose this concept?**



Mail results

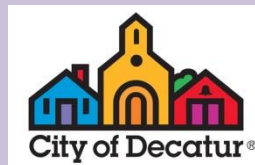
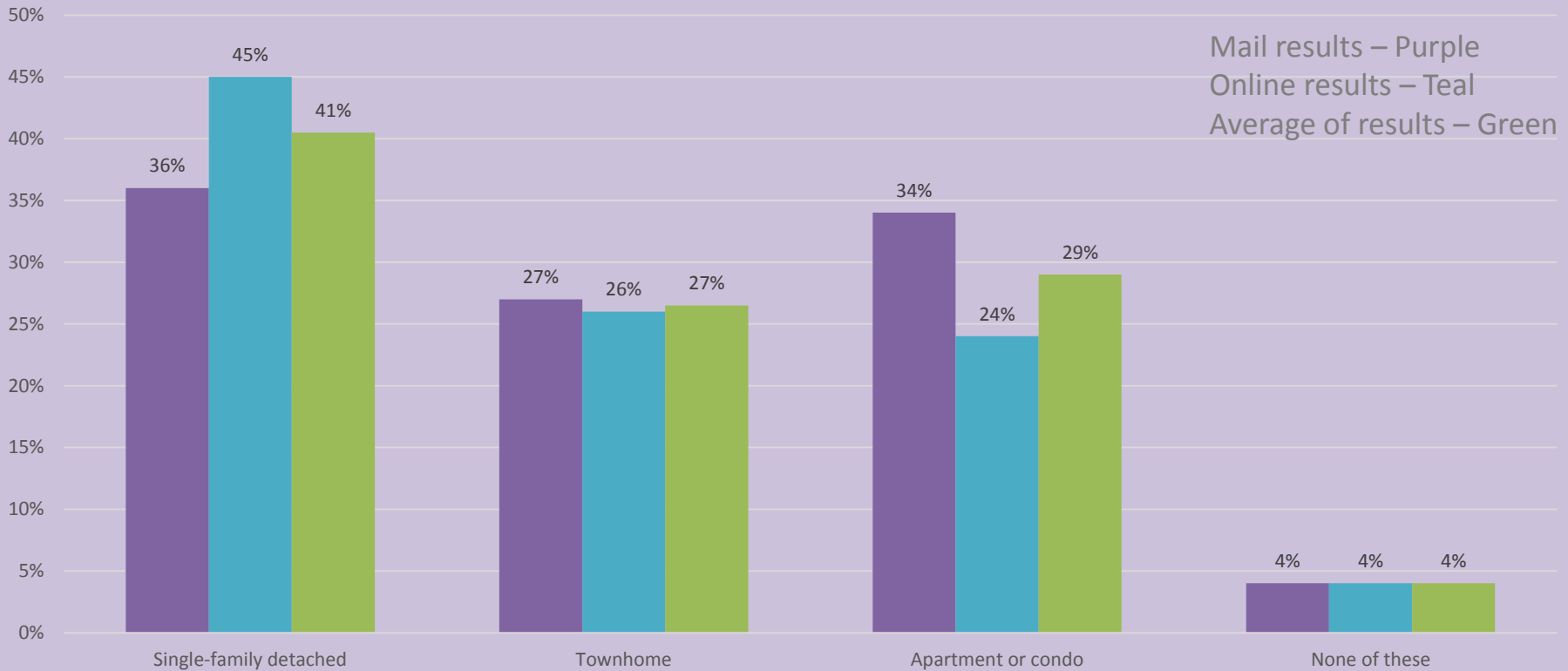


Online results



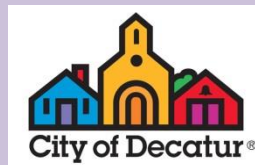
Decatur Specific Question #3a

The availability of affordable quality housing is a topic frequently mentioned as an issue for the Decatur community. **Which of the following structure types best fits your vision of affordable housing in Decatur?**



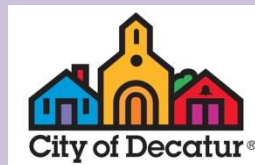
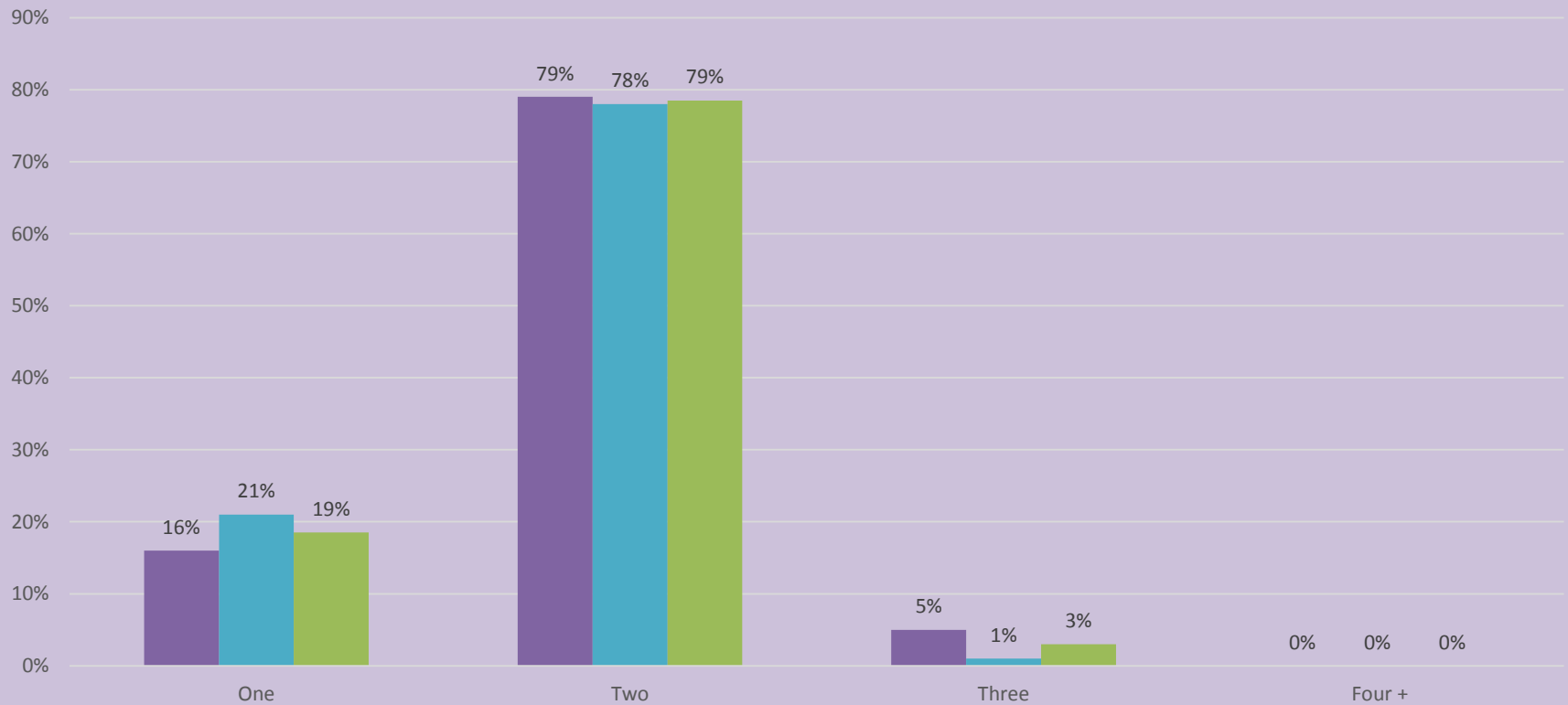
Decatur Specific Question #3b

The availability of affordable quality housing is a topic frequently mentioned as an issue for the Decatur community. **About how many bedrooms are needed in affordable dwellings in Decatur?**



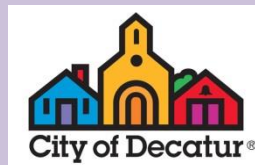
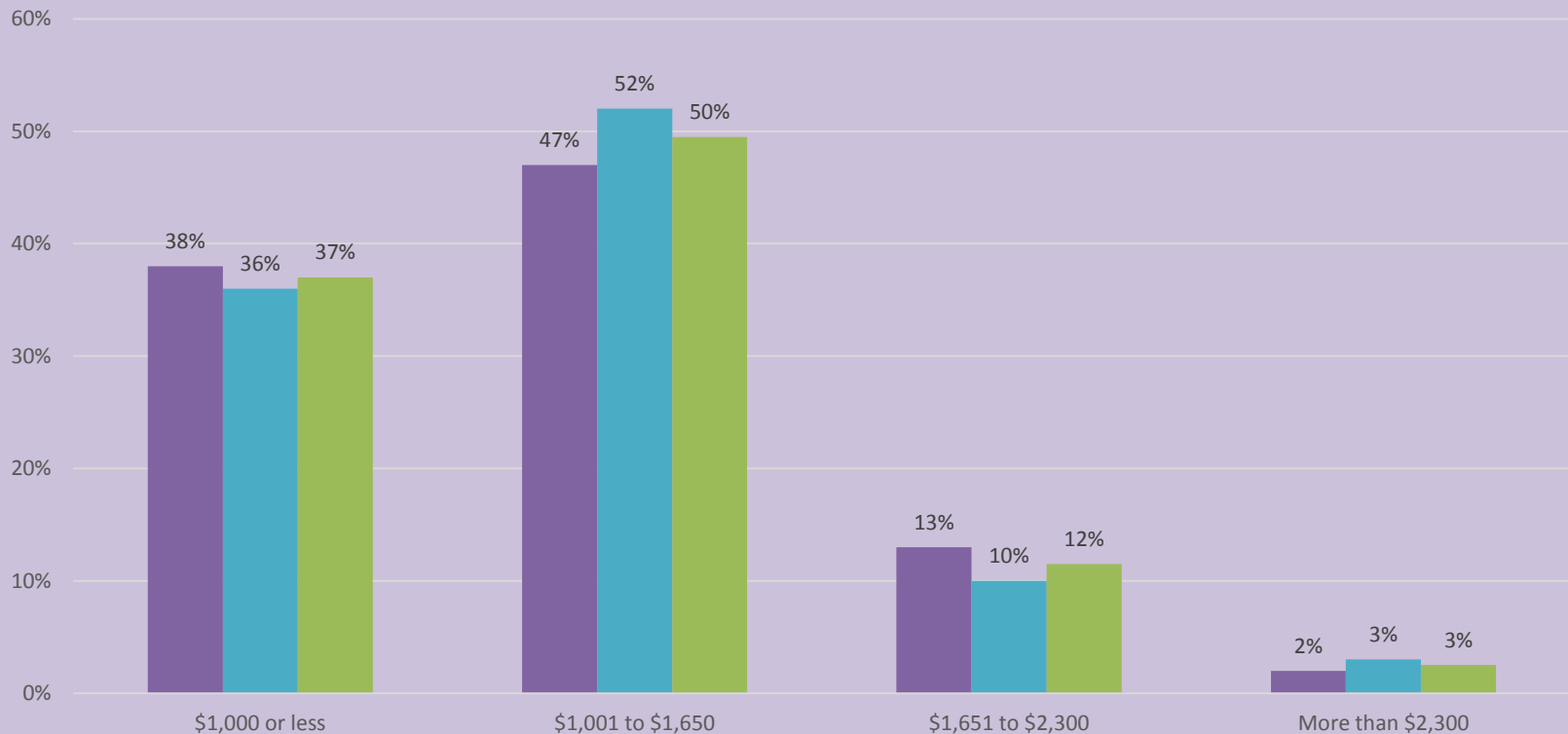
Decatur Specific Question #3c

The availability of affordable quality housing is a topic frequently mentioned as an issue for the Decatur community. **About how many bathrooms are needed in affordable dwellings in Decatur?**



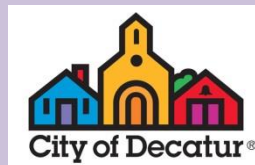
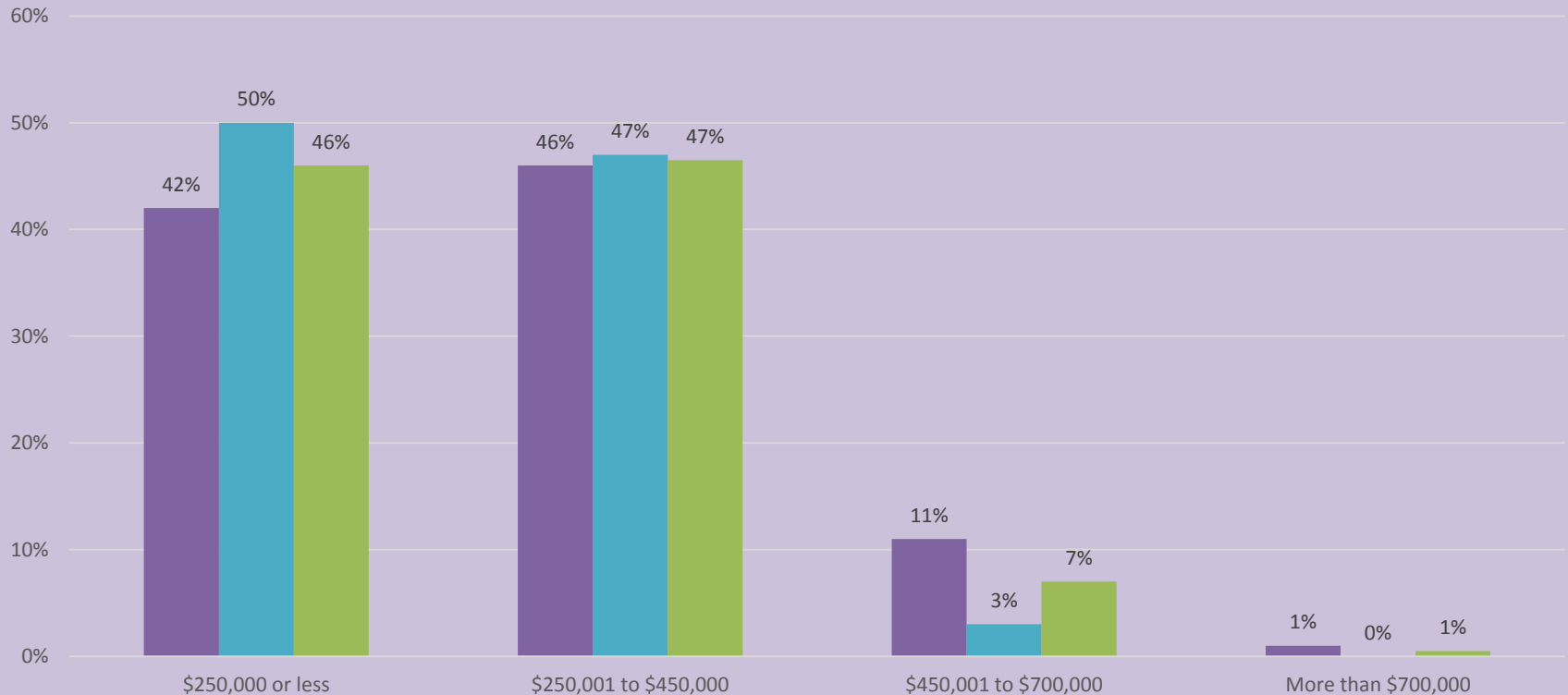
Decatur Specific Question #3d

The availability of affordable quality housing is a topic frequently mentioned as an issue for the Decatur community. **About how much should resident(s) pay in monthly rent for an affordable dwelling in Decatur?**



Decatur Specific Question #3e

The availability of affordable quality housing is a topic frequently mentioned as an issue for the Decatur community. **About how much should resident(s) pay to purchase an affordable dwelling in Decatur?**



QUESTIONS?

