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%
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

<table>
<thead>
<tr>
<th>2018</th>
<th>2016</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire Services (99%)</td>
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<td>Fire Services (97%)</td>
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<tr>
<td>Decatur as a place to live (97%)</td>
<td>Purchased good or services in Decatur 97%</td>
<td>Recommend living here to someone who asks (97%)</td>
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<td>Overall quality of life (96%)</td>
<td>Place to raise children (97%)</td>
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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

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<td>Availability of affordable quality housing (50%)</td>
<td>Ease of public parking (40%)</td>
<td>Amount of public parking (25%)</td>
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<td>Variety of housing options (26%)</td>
<td>Street repair (21%)</td>
<td>Cost of living (13%)</td>
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</table>
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 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
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?**

**Mail results**
- Strongly Support: 64%
- Somewhat Support: 26%
- Somewhat Oppose: 7%
- Strongly Oppose: 3%

**Online results**
- Strongly Support: 60%
- Somewhat Support: 16%
- Somewhat Oppose: 15%
- Strongly Oppose: 9%
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?**
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?

- Single-family detached: 45% (Purple), 41% (Teal), 36% (Green)
- Townhome: 27% (Purple), 26% (Teal), 27% (Green)
- Apartment or condo: 34% (Purple), 24% (Teal), 29% (Green)
- None of these: 4% (Purple), 4% (Teal), 4% (Green)

Mail results – Purple
Online results – Teal
Average of results – Green
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?**

![Bar chart showing the percentage distribution of bathroom needs.

- One bathroom: 16%, 21%, 19%
- Two bathrooms: 79%, 78%, 79%
- Three bathrooms: 5%, 1%, 3%
- Four or more bathrooms: 0%, 0%, 0%]
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?
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?**

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Voting Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>$250,000 or less</td>
<td>42%</td>
</tr>
<tr>
<td>$250,001 to $450,000</td>
<td>50%</td>
</tr>
<tr>
<td>$450,001 to $700,000</td>
<td>46%</td>
</tr>
<tr>
<td>More than $700,000</td>
<td>1%</td>
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</table>

**Decatur Specific Question #3e**

![Chart showing voting results for different price ranges.]
QUESTIONS?