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%
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Response</th>
<th>Year</th>
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<th>Year</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Decatur as a place to live (97%)</td>
<td>2014</td>
<td>Decatur as a place to live (98%)</td>
<td>2012</td>
<td>Safety during daytime in downtown area and neighborhoods (98%)</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Fire Services (97%)</td>
<td></td>
<td>Decatur as a place to live (96%)</td>
</tr>
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<td></td>
<td>Fire Services (97%)</td>
<td></td>
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<td></td>
<td>Recommend living here to someone who asks (97%)</td>
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<tr>
<td></td>
<td>Purchased good or services in Decatur 97%</td>
<td></td>
<td>Recommend living here to someone who asks (97%)</td>
<td></td>
<td>Decatur as a place to raise children (96%)</td>
</tr>
<tr>
<td></td>
<td>Place to raise children (97%)</td>
<td></td>
<td>Overall quality of life (97%)</td>
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<tr>
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<td></td>
<td>Recommend living here to someone who asks (96%)</td>
</tr>
</tbody>
</table>
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

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

![Bar chart showing percentages from 2006 to 2016]

- 2006: 82%
- 2008: 87%
- 2010: 88%
- 2012: 90%
- 2014: 82%
- 2016: 79%
Observation:
Percentage of respondents who had visited a city park and visited at least 26+/year

- 2006: 13%
- 2008: 21%
- 2010: 21%
- 2012: 23%
- 2014: 25%
- 2016: 26%
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 – 1st out of 140 jurisdictions (Decatur average = 94%)

- Vibrant downtown/commercial area – 2nd out of 141 jurisdictions (90%)

- Opportunities to participate in social events & activities – 3rd out of 227 jurisdictions (90%)

- Opportunities to participate in community matters – 3rd out of 239 jurisdictions (85%)

- Neighborliness of Decatur – 3rd out of 146 jurisdictions (83%)
National Benchmarks

• Overall quality of life – 43 out of 410 jurisdictions (Decatur average = 94%)

• Ease of walking – 23\textsuperscript{rd} out of 259 jurisdictions (83%)

• Stocked supplies in preparation for an emergency – 59\textsuperscript{th} out of 136 jurisdictions (37%)

• Participate in moderate to vigorous physical activity – 9\textsuperscript{th} out of 142 jurisdictions (92%)

• Volunteered time to some group/activity in Decatur – 75\textsuperscript{th} out of 232 jurisdictions (47%)
Southern Region Benchmarks

• Opportunities to volunteer – 1st out of 24 jurisdictions (Decatur average = 90%)

• Ease of walking – 1st out of 26 jurisdictions (90%)

• Vibrant downtown/commercial area – 1st out of 12 jurisdictions (90%)

• Neighborliness – 1st out of 12 jurisdictions (83%)

• Walked or biked instead of driving – 1st out of 12 jurisdictions (88%)

• Voted in local elections – 1st out of 25 jurisdictions (86%)
Southern Region Benchmarks

- Opportunities to participate in community issues – 1st out of 25 jurisdictions (Decatur average = 85%)

- Job the government does at welcoming citizen involvement – 2nd out of 29 jurisdictions (79%)

- Public Information Services – 2nd out of 28 jurisdictions (82%)

- Open Space – 3rd 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?**

- **Strongly Support**: 65%
- **Somewhat Support**: 24%
- **Somewhat Oppose**: 8%
- **Strongly Oppose**: 3%
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?**

- Strongly Support: 52%
- Somewhat Support: 39%
- Strongly Oppose: 4%
- Somewhat Oppose: 5%
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?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crime prevention tips</td>
<td>41%</td>
<td>38%</td>
<td>22%</td>
</tr>
<tr>
<td>Fraud prevention</td>
<td>37%</td>
<td>47%</td>
<td>15%</td>
</tr>
<tr>
<td>Personal safety/self-defense</td>
<td>39%</td>
<td>34%</td>
<td>27%</td>
</tr>
<tr>
<td>Workplace safety</td>
<td>72%</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>Firearms safety</td>
<td>63%</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>Traffic safety &amp; enforcement</td>
<td>51%</td>
<td>34%</td>
<td>15%</td>
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<tr>
<td>Child sex abuse awareness &amp; prevention</td>
<td>54%</td>
<td>29%</td>
<td>17%</td>
</tr>
<tr>
<td>Personal safety for children</td>
<td>50%</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>Personal safety for teens</td>
<td>54%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Laws affecting teens</td>
<td>56%</td>
<td>26%</td>
<td>18%</td>
</tr>
<tr>
<td>Safety for seniors</td>
<td>60%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Drug awareness</td>
<td>58%</td>
<td>24%</td>
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QUESTIONS?