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

<table>
<thead>
<tr>
<th>2014</th>
<th>2012</th>
<th>2010</th>
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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

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<td>Traffic signal timing (23%)</td>
<td>Street repair (15%)</td>
<td>Availability of affordable quality childcare (19%)</td>
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<td>Street repair (19%)</td>
<td>Code enforcement (15%)</td>
<td>Service to low-income people (18%)</td>
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<td>Cost of living (13%)</td>
<td>Employment opportunities (14%)</td>
<td>Traffic flow on major streets (17%)</td>
</tr>
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</table>
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”

- 2006: 79%
- 2008: 77%
- 2010: 78%
- 2012: 85%
- 2014: 84%
Observation:
Percentage of respondents who had visited a city park and visited at least 26+/year

Year | Made a visit | Frequency
--- | --- | ---
2006 | 82% | 13%
2008 | 87% | 21%
2010 | 88% | 21%
2012 | 90% | 23%
2014 | 91% | 25%
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 of 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?

- Strongly Support: 23%
- Somewhat Support: 32%
- Somewhat Oppose: 22%
- Strongly Oppose: 23%
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?

- Strongly Support: 50%
- Somewhat Support: 37%
- Somewhat Oppose: 9%
- Strongly Oppose: 4%
Decatur Specific Question #3

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

- Online job applications
- Online service requests
- Online tax information & payments
- Citation payments on City website
- Online registration for recreation programs
- Online registration for CYS programs

Quality ratings:
- Excellent
- Good
- Fair
- Poor
- Don’t know
Decatur Specific Question #3

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

- Open City Hall
- CodeRed
- Smart911
- Streaming Video
- City’s website overall
- Decatur Free Wi-Fi

Quality Levels:
- Excellent
- Good
- Fair
- Poor
- Don’t know
QUESTIONS?