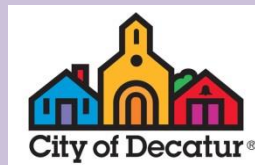


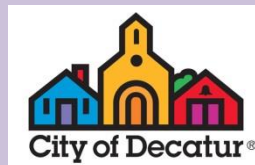
# National Citizen Survey 2020 Results

City Commission Work Session  
8 September 2020

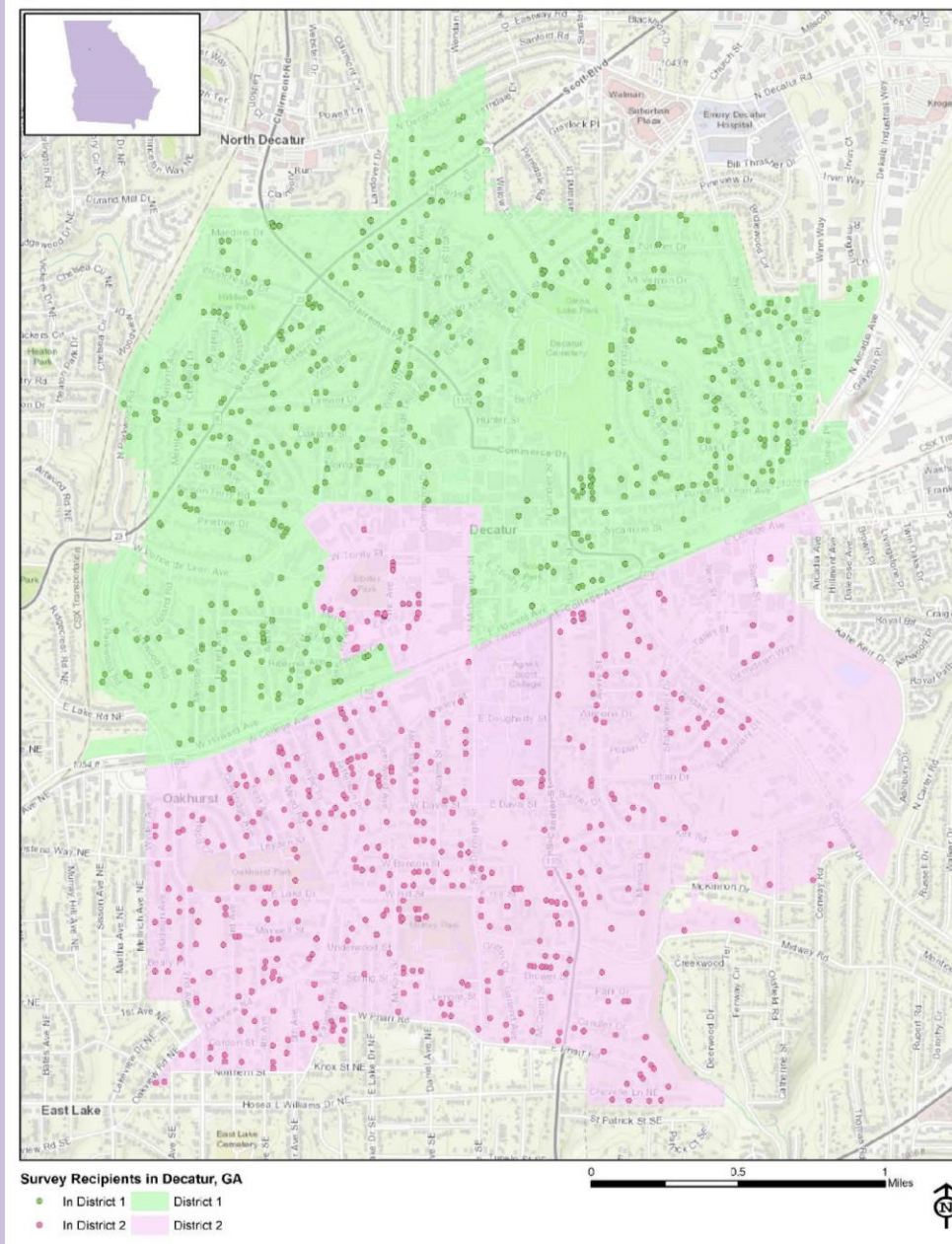


# Citizen Survey Results

- Contracted with the National Research Center, Inc. for the eighth time
- Survey conducted by mail and online in *April and May 2020*
- 1,700 randomly selected residential addresses in the 30030 zip code
- *522 returned for a response rate of 32%*

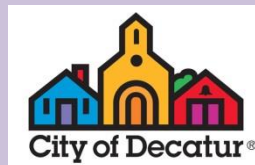


# Survey Recipients



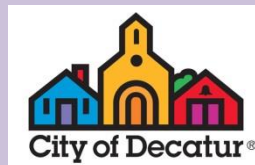
# Summary Findings

- Most community characteristics were similar between 2018 and 2020
- A few differences:
  - The rating for overall ease of travel increased.  
2018 – 67%      2020 – 70%
  - The rating for travel by car increased.  
2018 – 36%      2020 – 43%



# Summary Findings

- Longer term trends: 2006 to 2020
  - Value of services for taxes paid
    - 2006 – 63%      2020 – 74%
  - Overall customer service
    - 2006 – 79%      2020 – 89%
  - Public Information Services
    - 2006 – 69%      2020 – 86%



# Top 5 Positive Responses

- Rated as “excellent” or good”

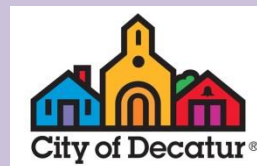
Safety in Decatur’s downtown and neighborhoods during the day (99%)

Fire Services (96%)

Decatur as a place to live (96%)

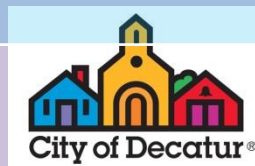
Neighborhood as a place to live (96%)

Place to raise children (96%)



# Top 5 Positive Responses across the years

2020	2018	2016
Safety during daytime in downtown area and neighborhoods (99%)	Fire Services (99%)	Decatur as a place to live (97%)
Fire Services (96%)	Safety during daytime in downtown area and neighborhoods (98%)	Fire Services (97%)
Decatur as a place to live (96%)	Decatur as a place to live (97%)	Purchased good or services in Decatur (97%)
Neighborhood as a place to live (96%)	Overall quality of life (96%)	Place to raise children (97%)
Place to raise children (96%)	Place to raise children (96%)	Safety during daytime in downtown area and neighborhoods (97%)



# Top 5 Needs Improvement Responses

- Rated as “poor”

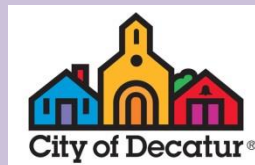
Availability of affordable quality housing (47%)

Ease of public parking (33%)

Cost of Living (31%)

Traffic Flow on major streets (27%)

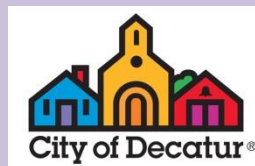
Street Repair (22%)





# Top 5 Needs Improvement Responses across the years

2020	2018	2016
Availability of affordable quality housing (47%)	Availability of affordable quality housing (50%)	Ease of public parking (40%)
Ease of public parking (33%)	Ease of public parking (35%)	Availability of affordable quality housing (34%)
Cost of living (31%)	Traffic flow on major streets (28%)	Traffic signal timing (25%)
Traffic flow on major streets (27%)	Traffic signal timing (25%)	Cost of living (22%)
Street repair (22%)	Variety of housing options (26%)	Street repair (21%)



# Highest “Excellent” Ratings

- For service quality

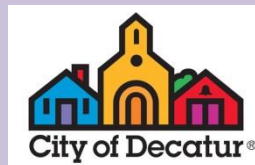
Fire (53%)

Garbage collection (46%)

Police (44%)

Recreation centers and facilities (40%)

Overall customer service (40%)



# Highest “Poor” Ratings

- For service quality

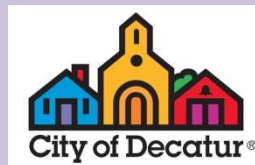
Street repair (22%)

Traffic signal timing (21%)

Land use, planning & zoning (17%)

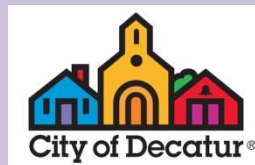
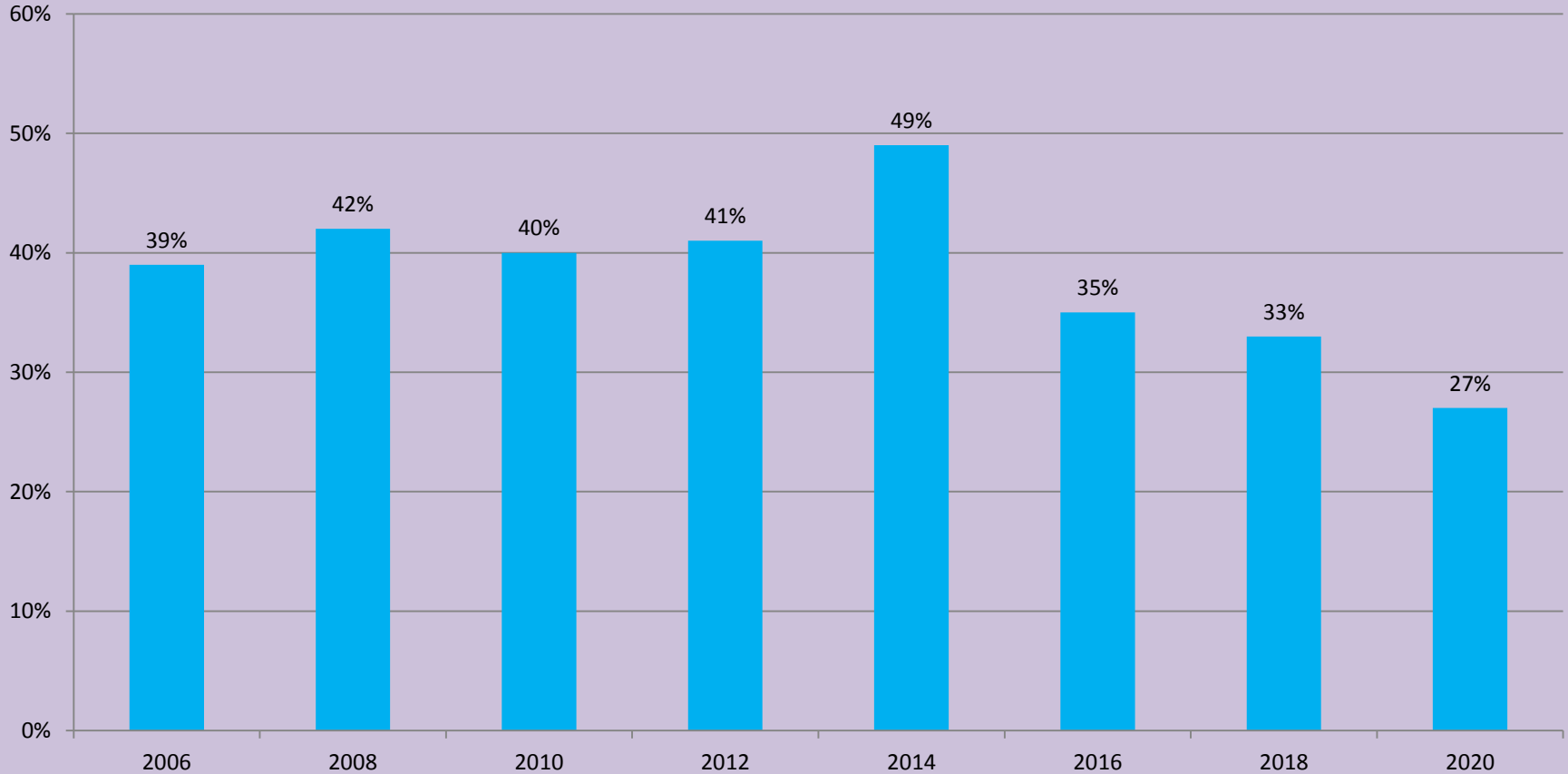
Sidewalk maintenance (15%)

Code enforcement (11%)



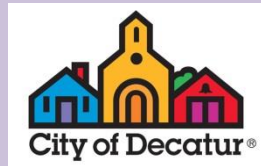
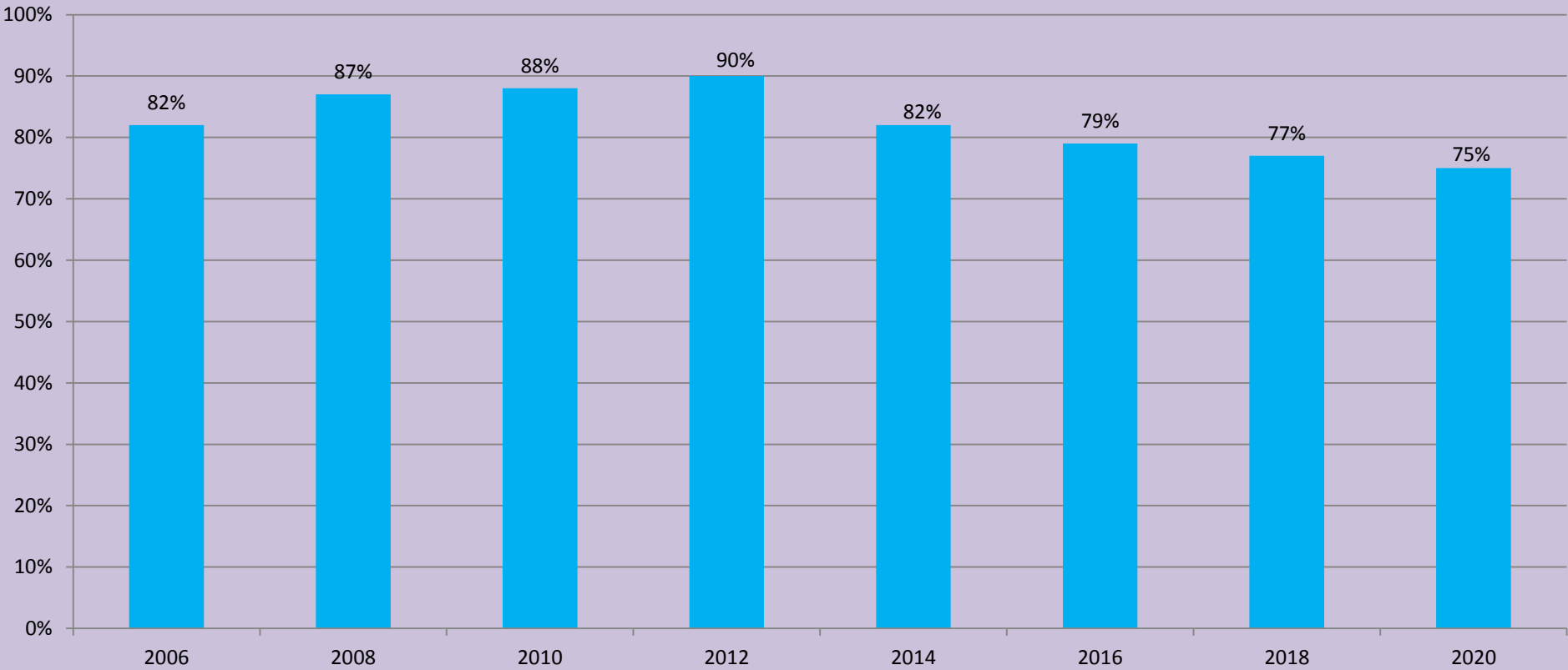
# Observation:

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



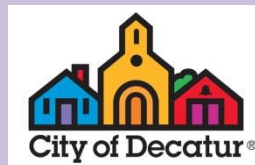
# Observation:

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



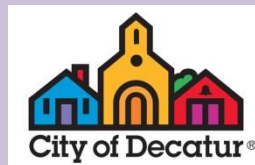
# More Observations

- 84% have never watched a City Commission meeting on cable television or online.
- 67% have never attended a public meeting.
- 44% had volunteered time in the last 12 months.
- 32% had shared an opinion online at least a few times a week.
- 93% plan to remain in Decatur for the next five years.



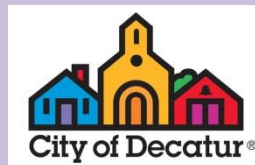
# Geographic Observations

- District 1 rated higher:
  - Place to retire (70% vs 63%)
- District 2 rated higher:
  - Remain in Decatur for the next five years (89% vs 96%)
- Remaining areas were similar



# National Benchmarks

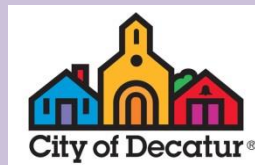
- Overall quality of business and service establishments – 1<sup>st</sup> out of 279 jurisdictions (Decatur average = 93%)
- Neighborliness of Decatur – 1<sup>st</sup> out of 265 jurisdictions (84%)
- Job government does in welcoming citizen involvement – 1<sup>st</sup> out of 323 jurisdictions (79%)





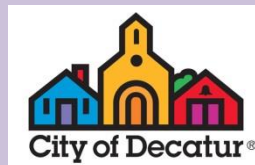
# National Benchmarks

- Overall quality of life – 34<sup>th</sup> out of 453 jurisdictions  
(Decatur average = 95%)
- Ease of walking – 18<sup>th</sup> out of 310 jurisdictions (92%)
- Volunteered time to some group/activity in Decatur  
– 85<sup>th</sup> out of 272 jurisdictions (44%)



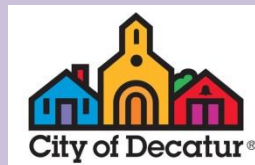
# Southern Region Benchmarks

- Neighborhood as a place to live – 1<sup>st</sup> out of 27 jurisdictions (Decatur average = 96%)
- Opportunities to volunteer – 1<sup>st</sup> out of 26 jurisdictions (87%)
- Neighborliness – 1<sup>st</sup> out of 24 jurisdictions (84%)



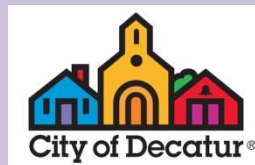
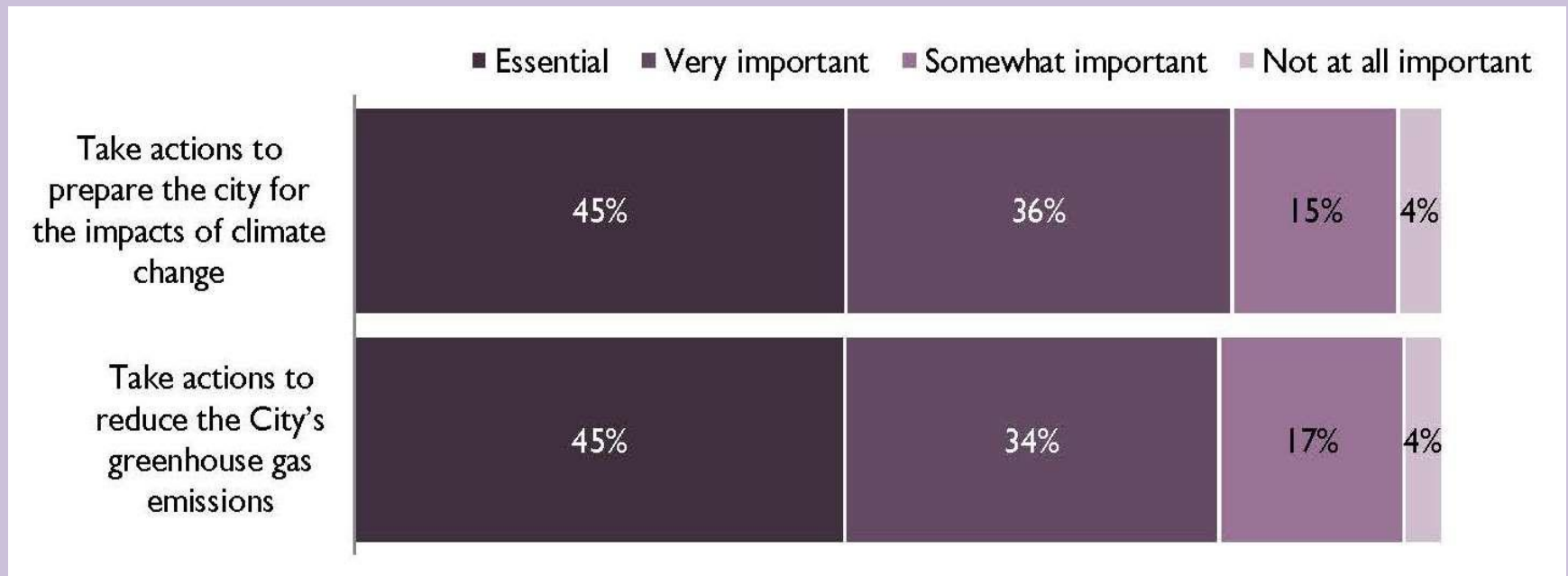
# Respondent Demographics

- 43% have lived in Decatur five years or less
- 42% had someone under the age of 17 in the home
- 21% had someone 65 years of age or older in the home
- 42% anticipated an annual household income of \$50,000 to \$150,000 in 2020
- 38% pay \$1,000 to \$2,500 a month for housing
- 58% of respondents were female



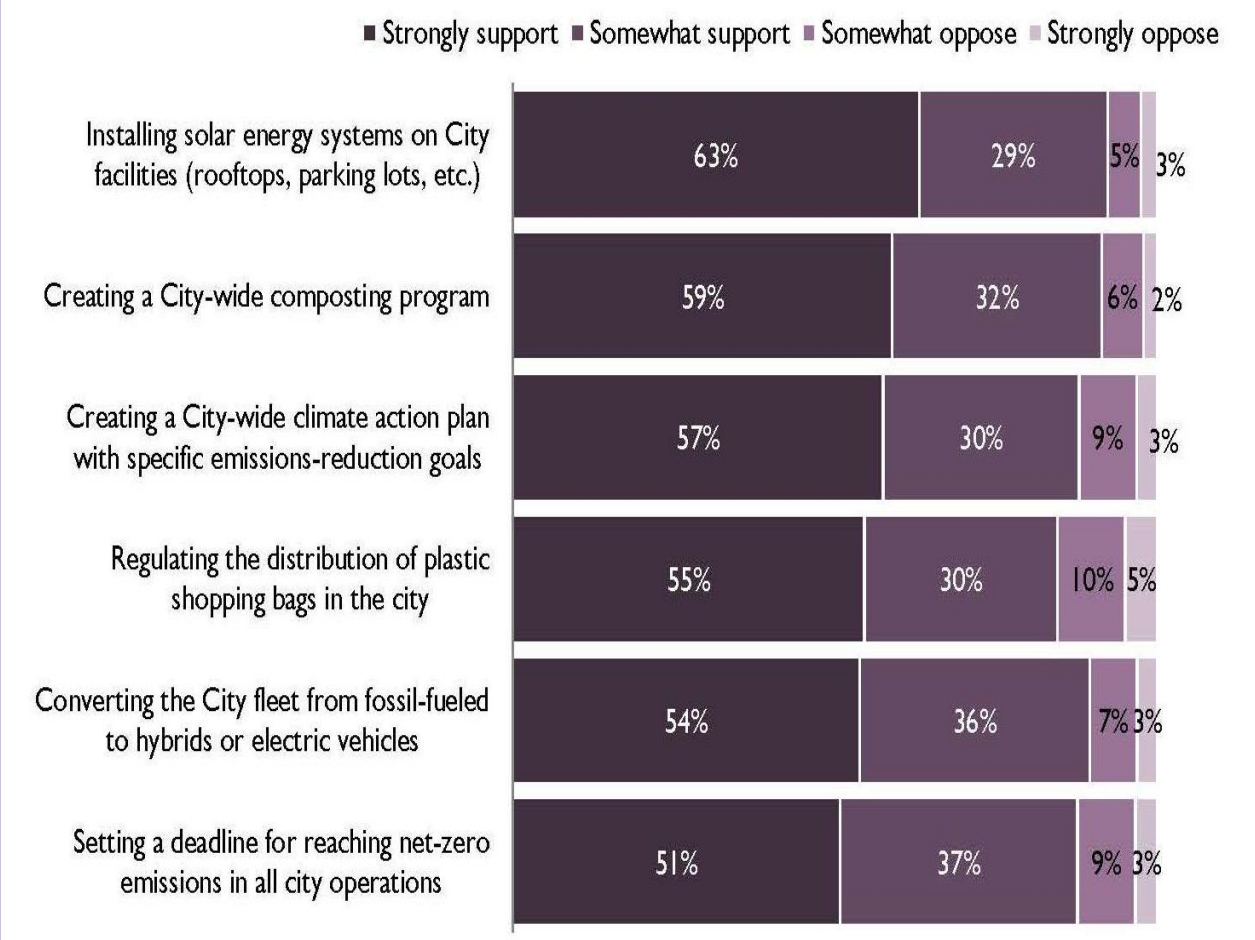
# Decatur Specific Question #1

How important, if at all, do you think it is for the City of Decatur to do each of the following?



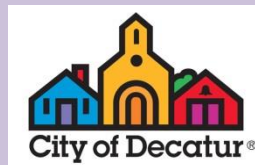
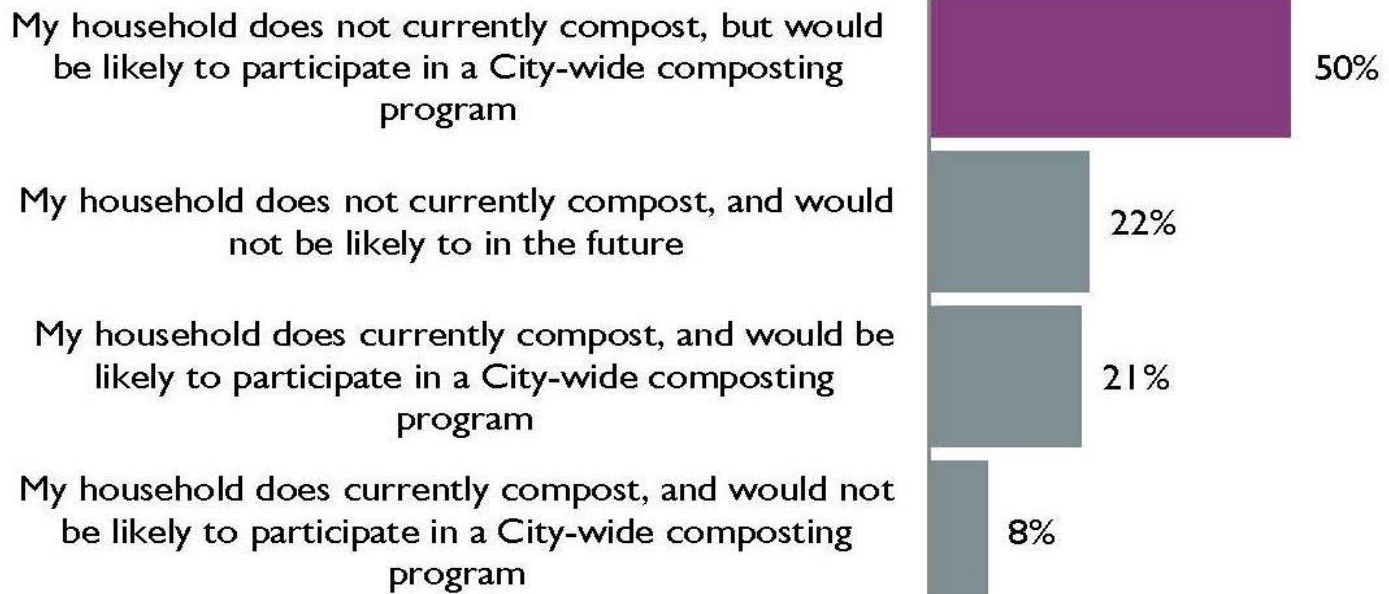
# Decatur Specific Question #2

How much would you support or oppose the City of Decatur taking each of the following actions?



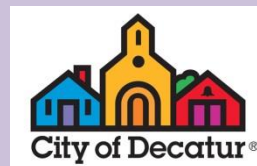
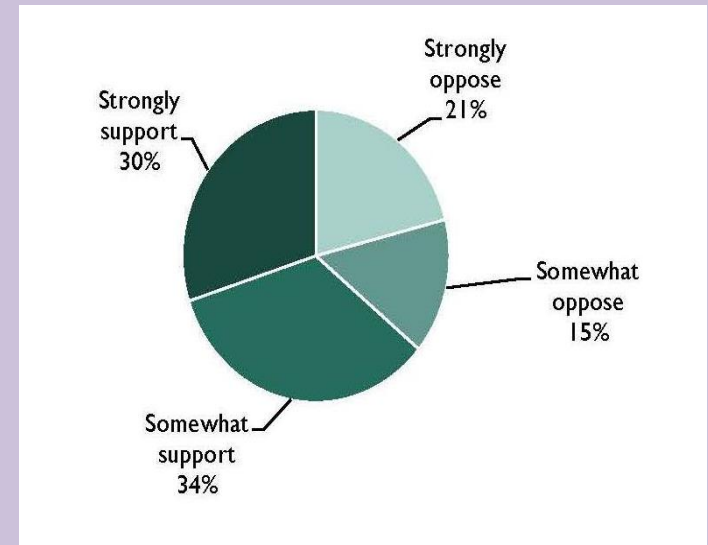
# Decatur Specific Question #3

Please select the statement that most closely represents your activities around composting:



# Decatur Specific Question #4

Currently, 91% of residential-zoned land in the City of Decatur allows for detached single-family homes. The City is considering re-zoning to allow duplexes, triplexes, quadplexes and cottage courts. The goal of re-zoning would be to promote economic diversity, while still maintaining design and development standards. **How much would you support or oppose re-zoning of residential areas to allow for duplexes, triplexes, quadplexes and cottage courts?**



# QUESTIONS?

