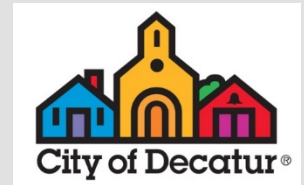


National Community Survey 2022 Results

City Commission Work Session

6 September 2022



Citizen Survey Results

- Contracted with the National Research Center, Inc. for the ninth time
- Survey conducted by mail and online in March and April 2022
- 2,800 randomly selected residential addresses in the 30030 zip code
- 573 returned for a response rate of 21%



Summary Findings

- Residents continue to experience a high quality of life.
 - Approximately 9 out of 10 respondents gave positive ratings to Decatur as a place to live, overall quality of life and overall image/reputation of Decatur.
- Residents report widespread use of alternate forms of transportation.
 - Approximately 6 out of 10 respondents gave excellent or good ratings to ease of travel by bicycle.
 - Nearly 9 out 10 indicated that they had walked or biked instead of driving within the last 12 months.
- The economy remains strong despite challenges created by the COVID-19 pandemic.
 - The overall quality of business and service establishments (90%), the vibrancy of the city's downtown and commercial area (86%), and the variety of business and service establishments in Decatur (78%) surpassed ratings given in comparison communities across the nation.



Summary Findings

- Residents have concerns about community design and housing.
 - The highest-rated areas included residents' evaluations of their neighborhood as a place to live (95% excellent or good, higher than national benchmarks), the overall appearance of Decatur (85%, similar to comparison communities) and public places where people want to spend time (82%, also higher than average).
 - Land use, planning and zoning, and code enforcement also received similar ratings and experienced notable declines from the 2020 iteration of The NCS.
- Residents feel a strong sense of community.
 - Nearly 9 in 10 positively evaluated the sense of civic/community pride and opportunities to volunteer in Decatur.



Top 5 Positive Responses

- Rated as “excellent” or good”

Safety in Decatur’s downtown and neighborhoods during the day (96%)

Fire Services (95%)

Decatur as a place to live (95%)

Neighborhood as a place to live (95%)

Overall quality of life (94%)



Top 5 Positive Responses Across the Years

2022	2020	2018
Safety during daytime in downtown area and neighborhoods (96%)	Safety during daytime in downtown area and neighborhoods (99%)	Fire Services (99%)
Fire Services (95%)	Fire Services (96%)	Safety during daytime in downtown area and neighborhoods (98%)
Decatur as a place to live (95%)	Decatur as a place to live (96%)	Decatur as a place to live (97%)
Neighborhood as a place to live (95%)	Neighborhood as a place to live (96%)	Overall quality of life (96%)
Overall quality of life (94%)	Place to raise children (96%)	Place to raise children (96%)



Top 5 Needs Improvement Responses

- Rated as “poor”

Availability of affordable quality housing (57%)

Cost of Living (34%)

Street Repair (31%)

Ease of public parking (27%)

Traffic Flow on major streets (23%)



Top 5 Needs Improvement Responses Across the Years

2022	2020	2018
Availability of affordable quality housing (57%)	Availability of affordable quality housing (47%)	Availability of affordable quality housing (50%)
Cost of living (34%)	Ease of public parking (33%)	Ease of public parking (35%)
Street repair (31%)	Cost of living (31%)	Traffic flow on major streets (28%)
Ease of public parking (27%)	Traffic flow on major streets (27%)	Traffic signal timing (25%)
Traffic flow on major streets (23%)	Street repair (22%)	Variety of housing options (26%)



Highest “Excellent” Ratings

- For service quality

Fire (55%)

Fire Prevention (44%)

Garbage collection (46%)

Yard Waste Pick-up (41%)

Overall customer service (40%)



Highest “Poor” Ratings

- For service quality

Street repair (31%)

Traffic signal timing (20%)

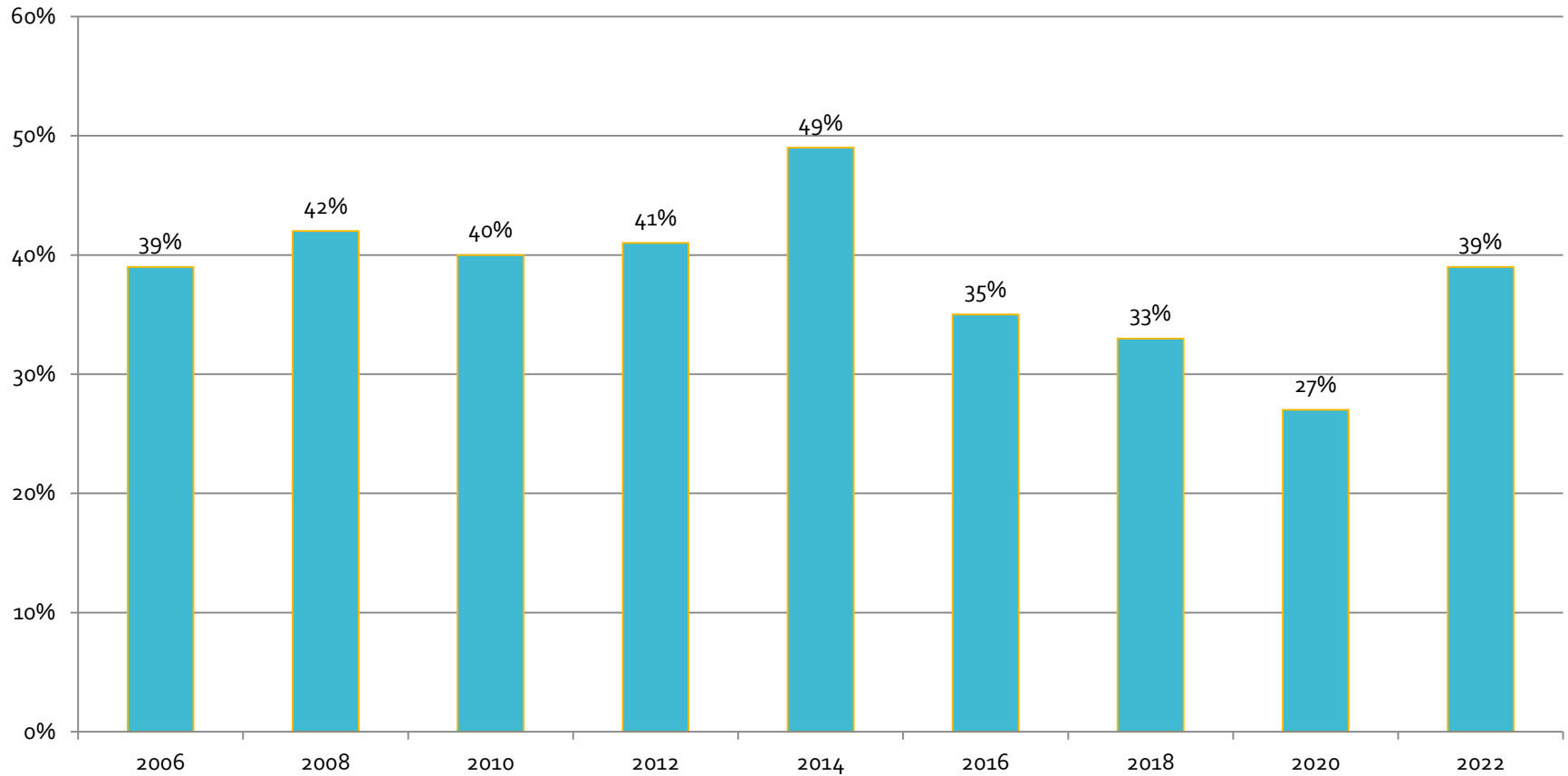
Land use, planning & zoning (20%)

Sidewalk maintenance (19%)

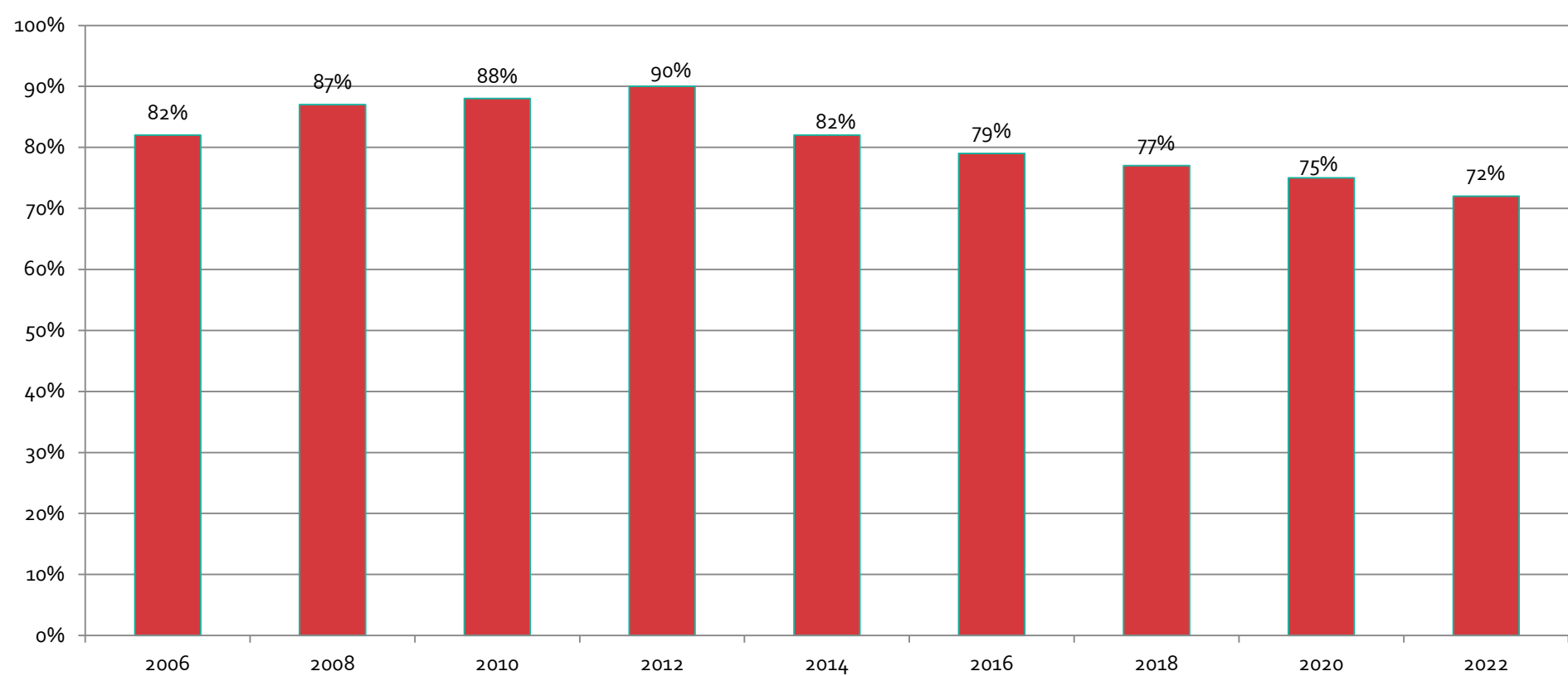
Code enforcement (15%)



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”



More Observations

- 76% have never watched a City Commission meeting on cable television or online.
- 73% have never attended a public meeting.
- 36% had volunteered time in the last 12 months.
- 26% had shared an opinion online at least a few times a week.
- 84% plan to remain in Decatur for the next five years.



National Benchmarks

- Community support for the arts – 4th out of 153 jurisdictions (Decatur average = 85%)
- Opportunities to participate in community matters – 3rd out of 307 jurisdictions (83%)
- Opportunities to attend special events and festivals – 4th out of 313 jurisdictions (89%)



National Benchmarks

- Residents' connection and engagement with their community – 7th out of 154 jurisdictions (Decatur average = 94%)
- Walked or biked instead of driving – 9th out of 298 jurisdictions (86%)
- Vibrancy of downtown – 7th out of 293 jurisdictions (86%)



Southern Region Benchmarks

(Pop. = 15,000 to
40,000)

- Neighborhood as a place to work – 1st out of 29 jurisdictions (Decatur average = 82%)
- Opportunities to volunteer – 1st out of 26 jurisdictions (87%)
- Neighborliness – 1st out of 26 jurisdictions (81%)
- Residents' connection and engagement with their community – 1st out of 8 jurisdictions (80%)
- Vibrancy of downtown – 1st out of 26 jurisdictions (86%)
- Ease of walking – 1st out of 29 jurisdictions (90%)



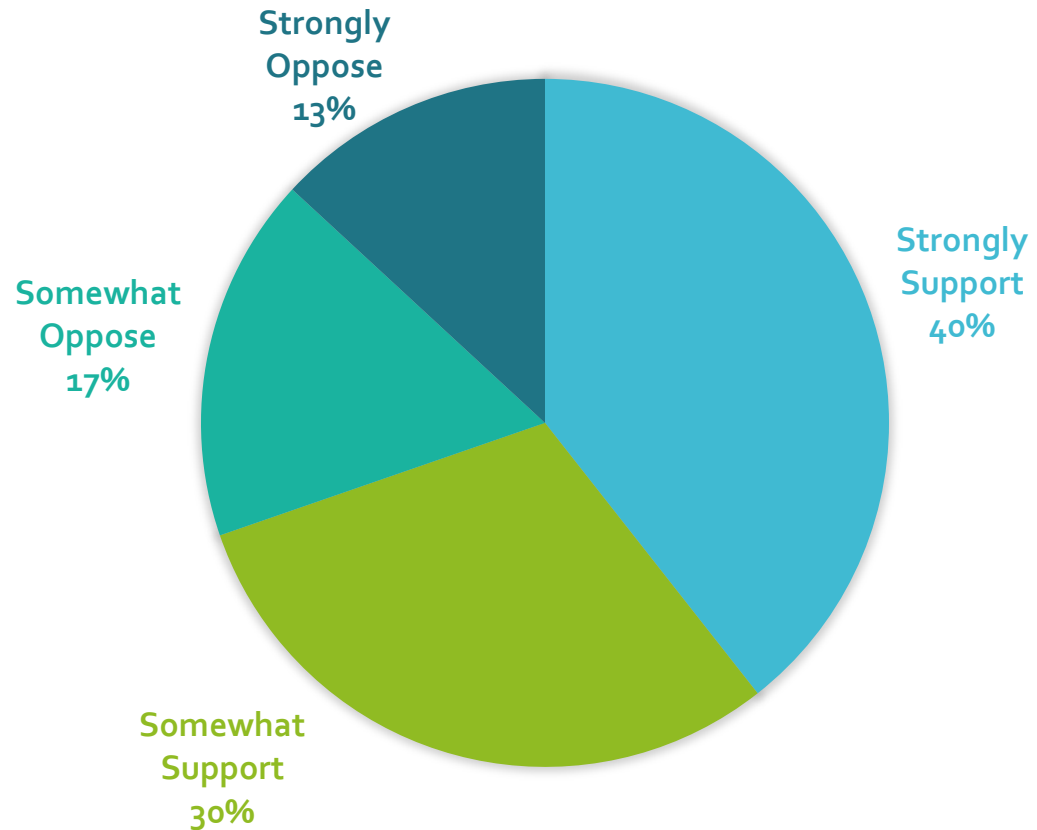
Respondent Demographics

- 37% have lived in Decatur five years or less
- 41% had someone under the age of 17 in the home
- 24% had someone 65 years of age or older in the home
- 42% anticipated an annual household income of \$50,000 to \$150,000 in 2022
- 49% pay \$1,000 to \$2,500 a month for housing
- 58% of respondents were female



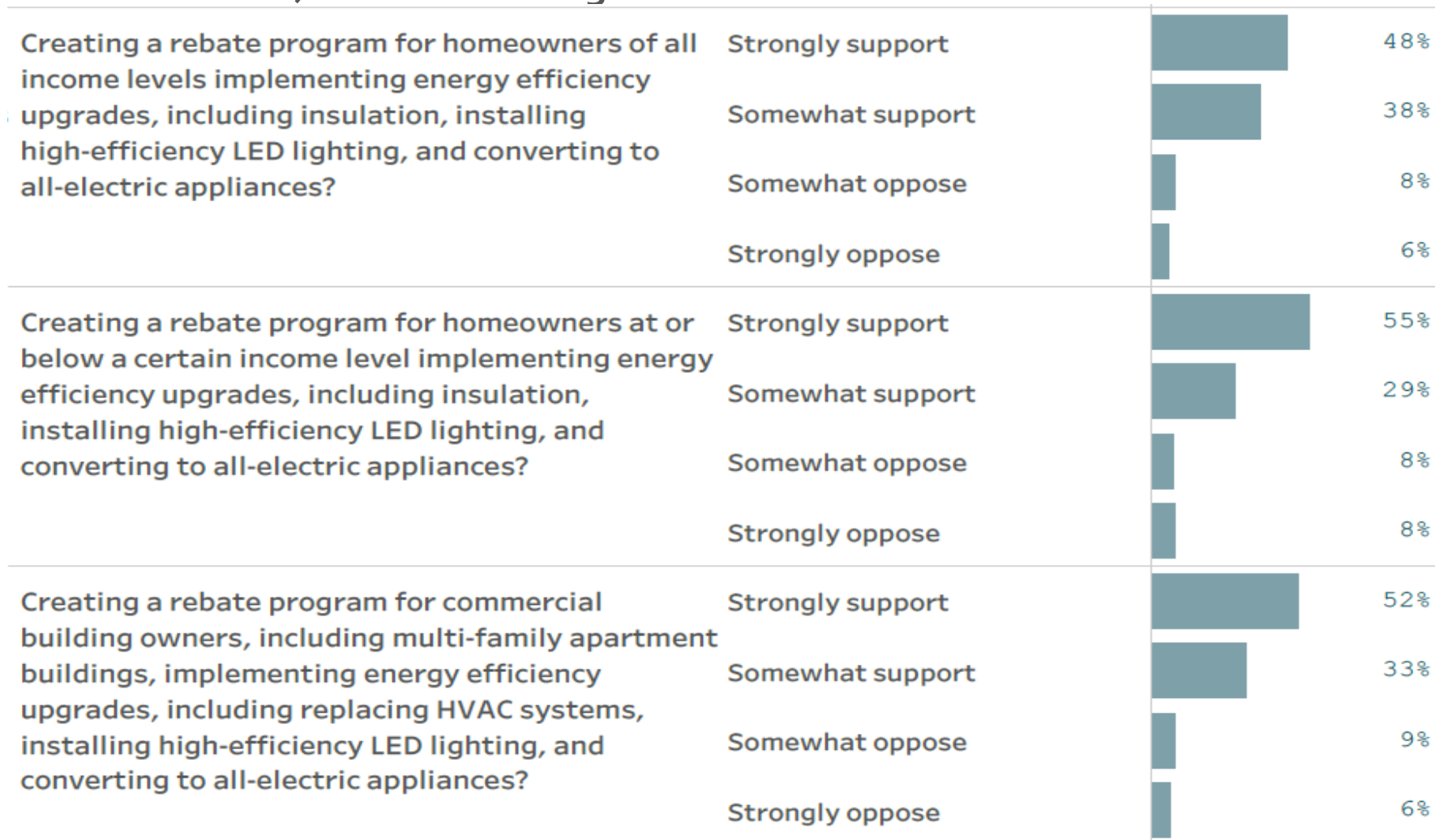
Decatur Specific Question #1

How much would you support or oppose the City of Decatur updating the City's noise ordinance to limit the usage of gas-powered lawn equipment citywide?



Decatur Specific Question #2:

To achieve the goals set in Decatur's Clean Energy Plan, the City will consider a number of potential actions related to energy efficiency and clean energy generation and procurement. How much would you support or oppose Decatur using city resources (budgets, staff time, etc.) for the following actions?



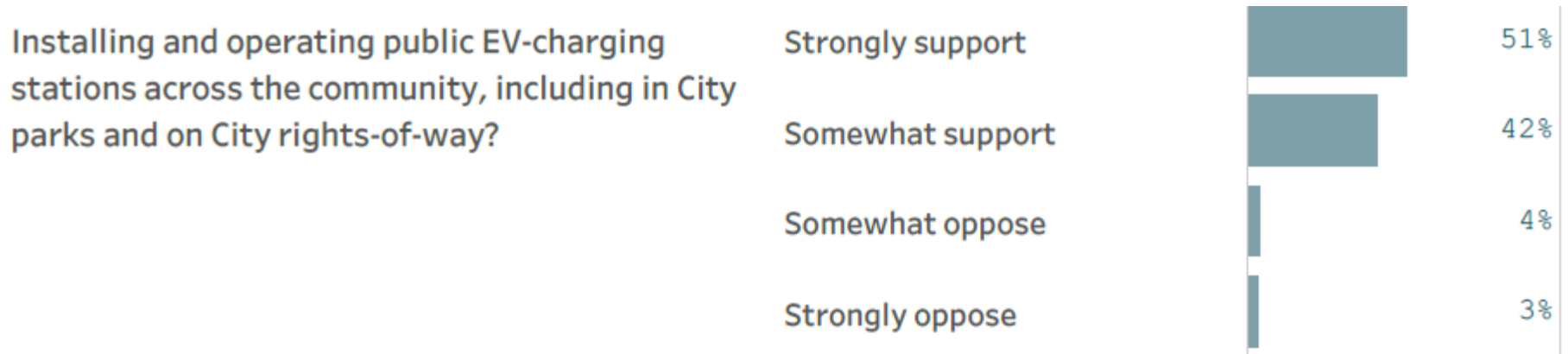
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Questions?



<https://www.decaturga.com/cmo/page/citizen-survey>

