



Charlotte Community Survey

Council Dinner Briefing

April 14, 2014

- **To answer 2 questions:**
 - How are we doing?
 - How do we know?
- **Based on a simple premise:**
 - It is better to know.

- National Citizen Survey
- Overview of Survey Results
- Benchmarking
- **“Facets of Community Livability”**
- Overall Quality of Life
- Action Steps



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National Citizen Survey



National Citizen Survey

- Administered by the National Research Center, Inc.
- Created in 2001 in partnership with ICMA to assess residential satisfaction with community amenities and government service provision
- Recent partnership with National League of Cities to provide local governments with a statistically valid sample of what residents think about the quality and breadth of services
- Provides benchmarking with 378 jurisdictions in 41 states

City of Charlotte Survey

- Random sample of 3,000 households
- 400 returned surveys
- 14% response rate (+/- 5% margin of error)
- Consistency with other recent City surveys
- Did not differentiate services by City / County / Schools for most questions

Overview of Survey Results

Overall Findings

Overall
Feelings About
Charlotte

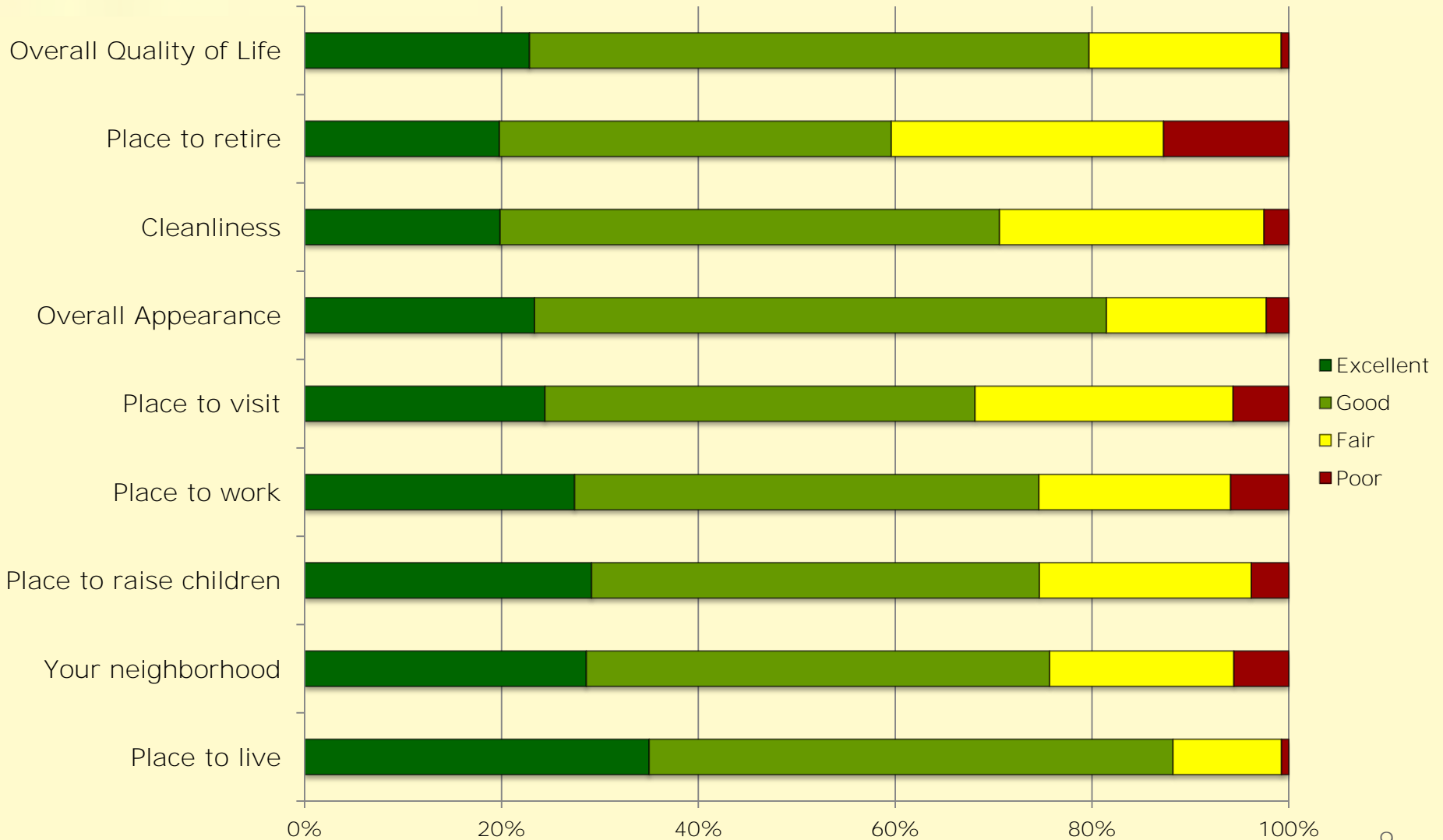
- High Quality of Life
- People like Charlotte

City
Characteristics
and Services

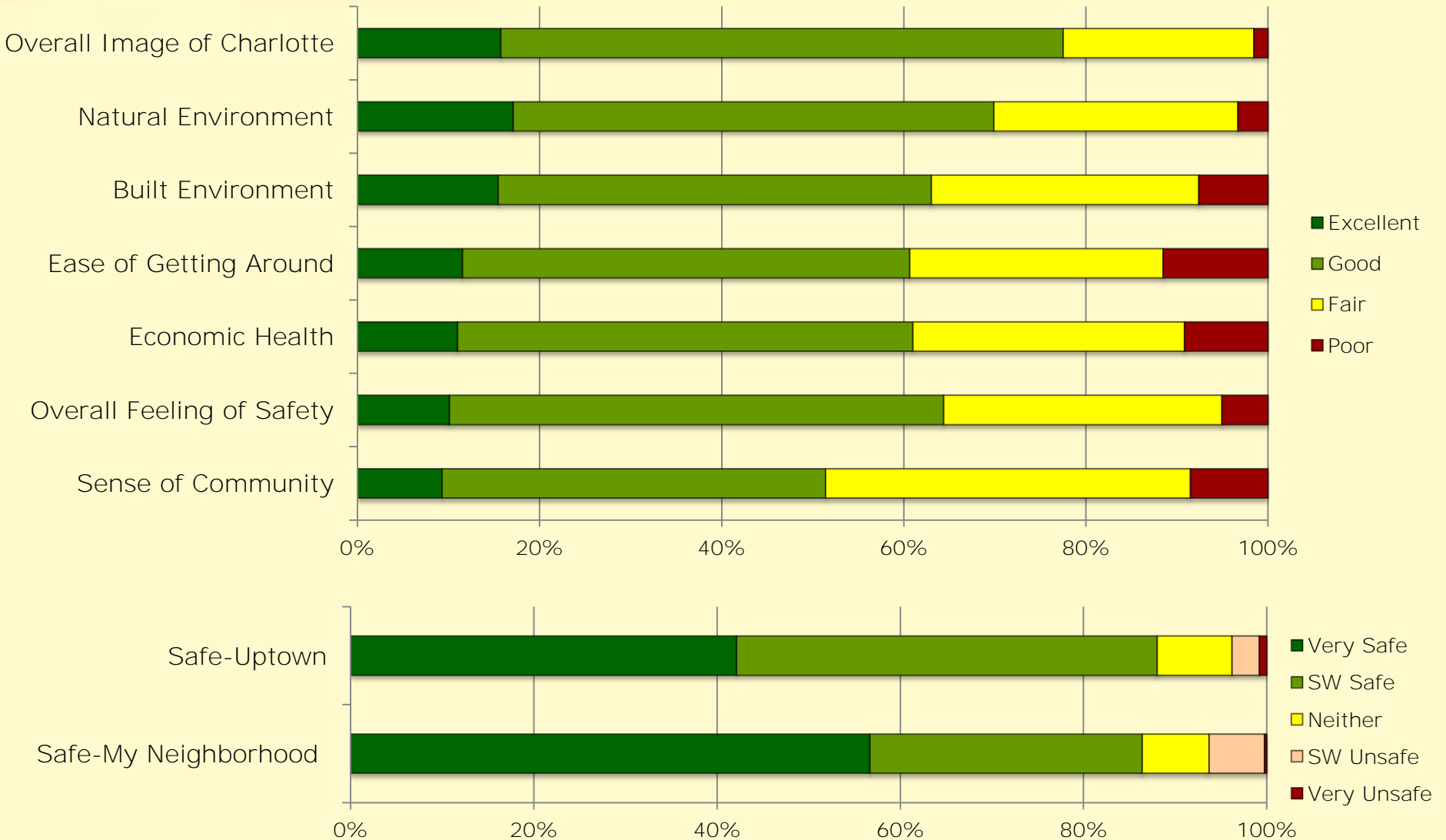
- Generally consistent with other cities
- Areas for celebration
- Areas for improvement
- More communication and community engagement
- Responses affirm City initiatives underway



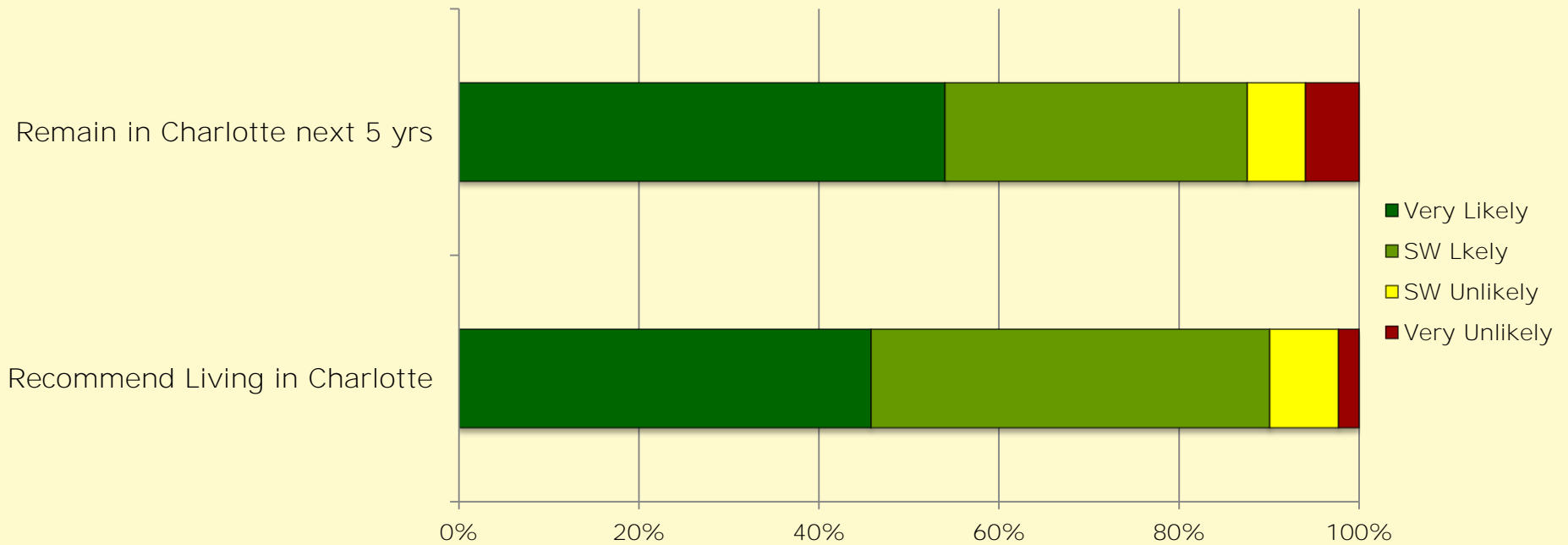
Overall Feelings about Charlotte



What do people like?



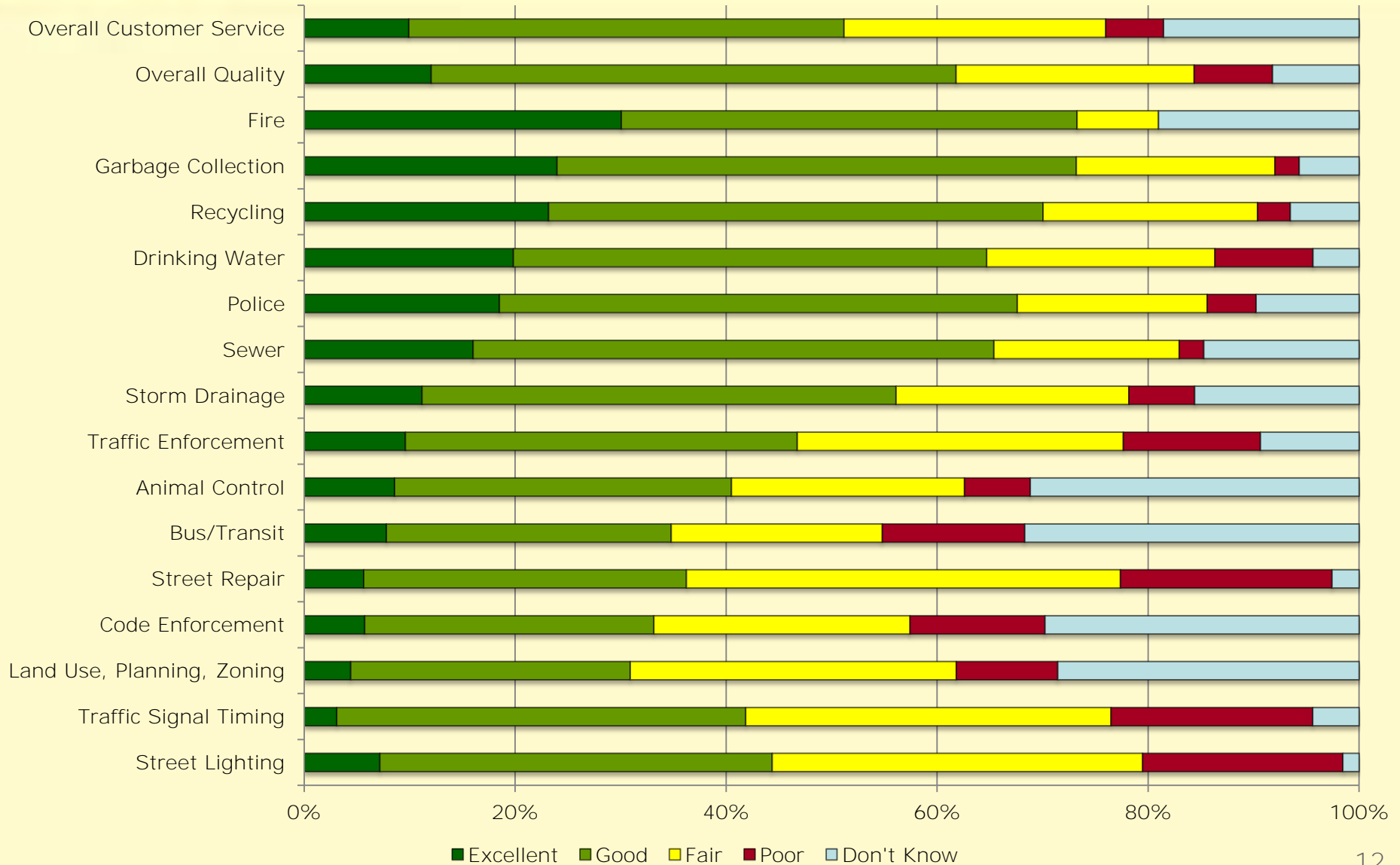
Planting Roots





Services

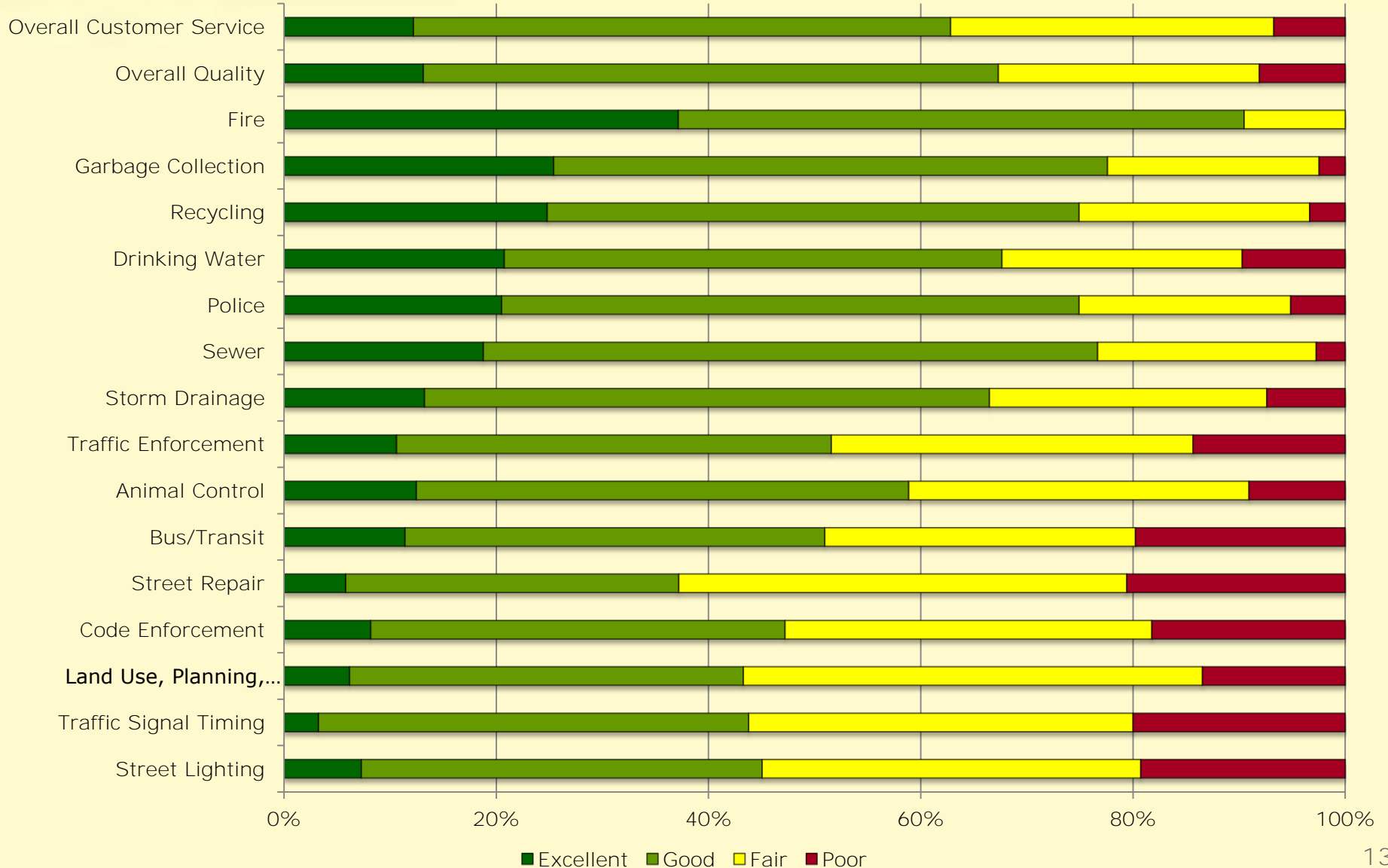
(includes "Don't Know" responses)





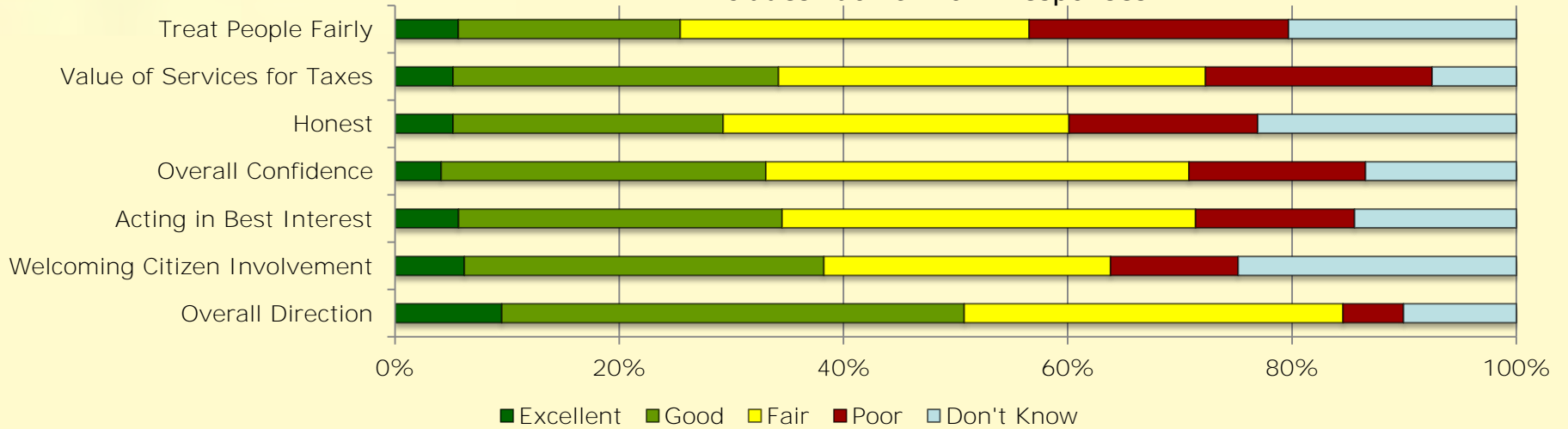
Services

(excludes "Don't Know" responses)

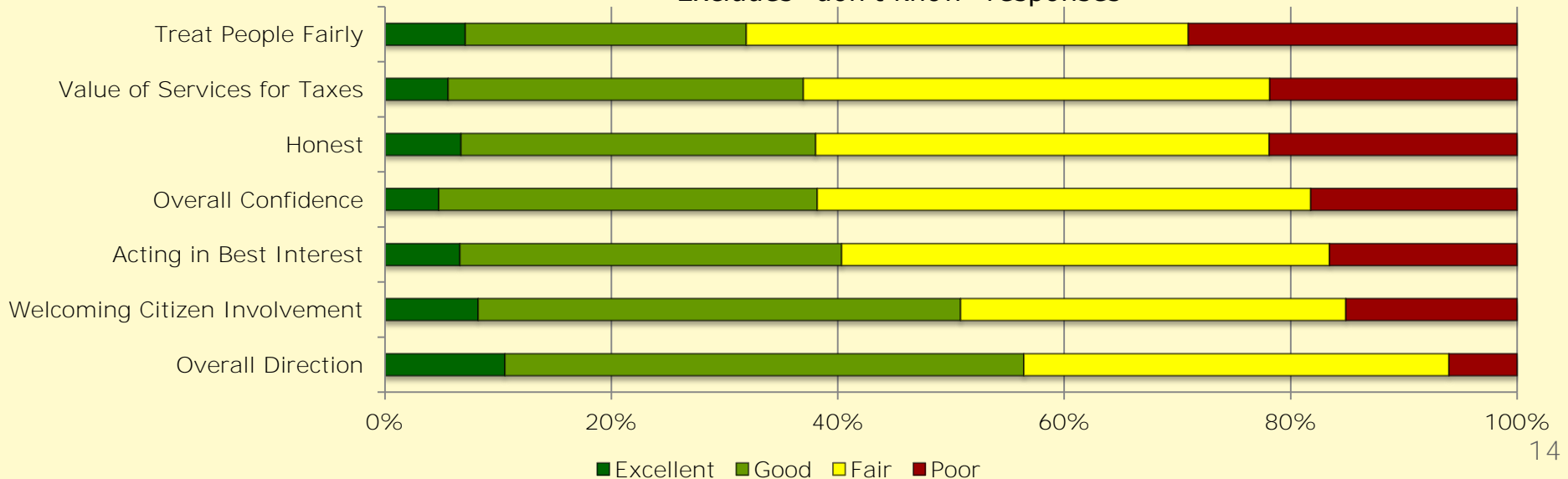


Government

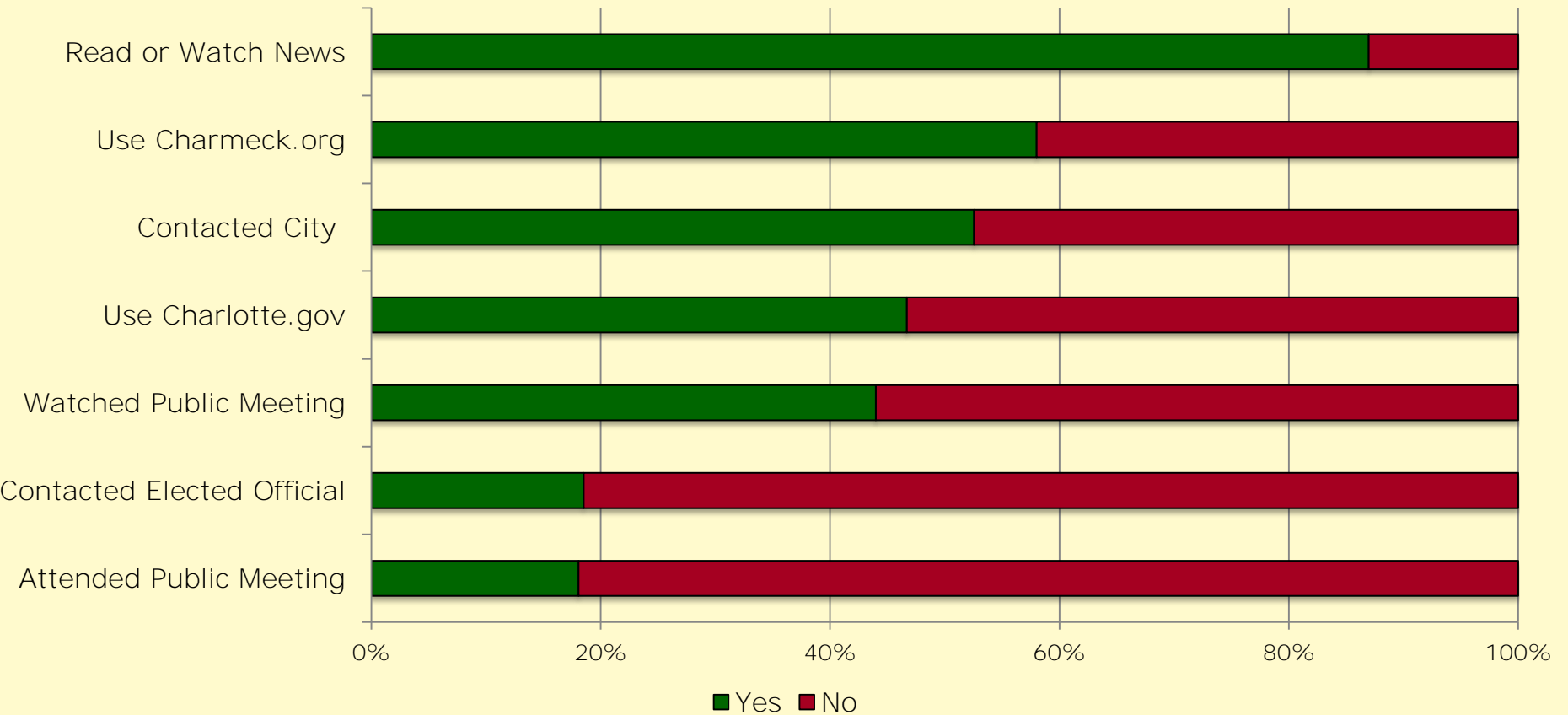
Includes "don't know" responses



Excludes "don't know" responses

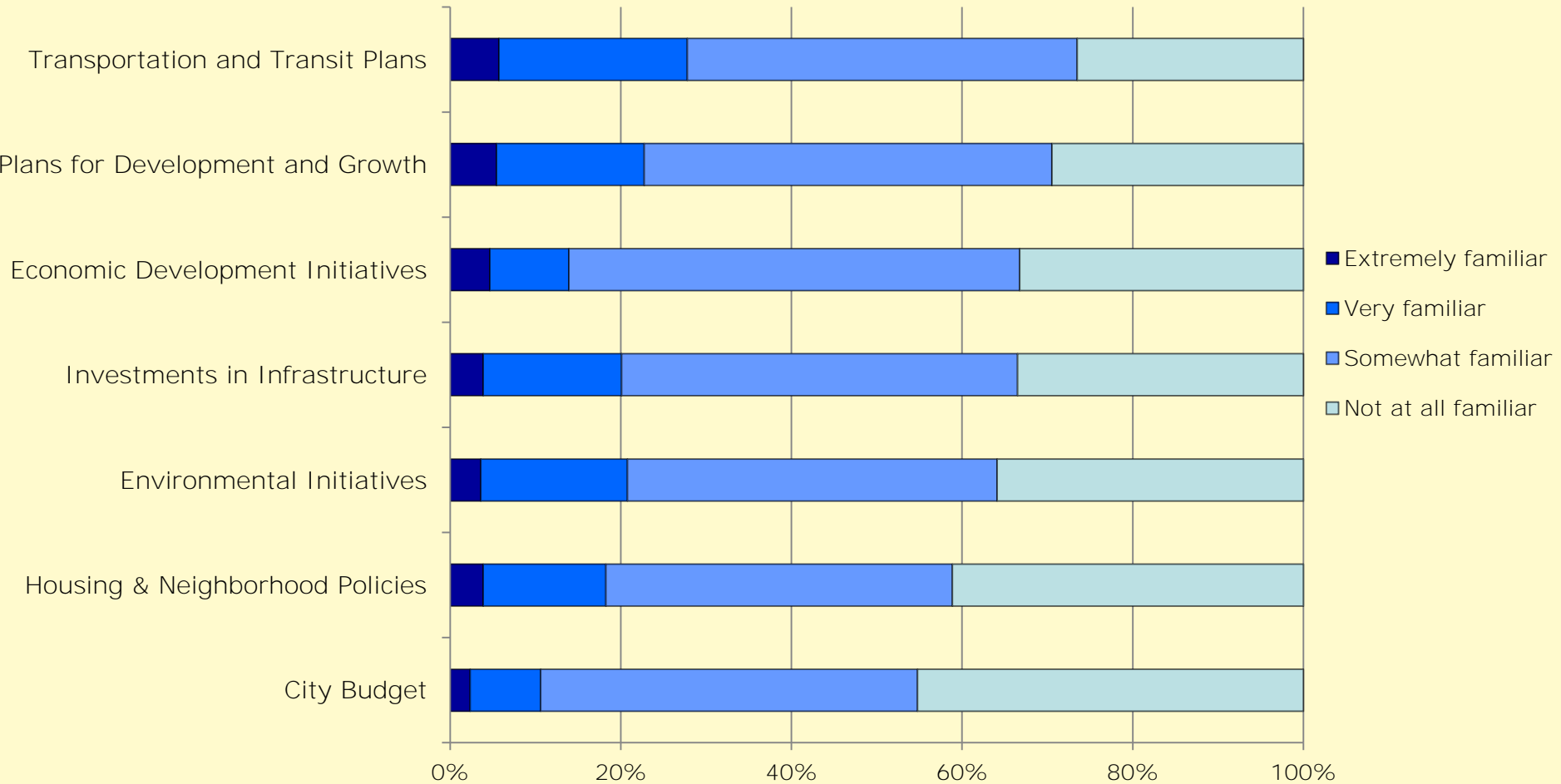


Involvement & Communication



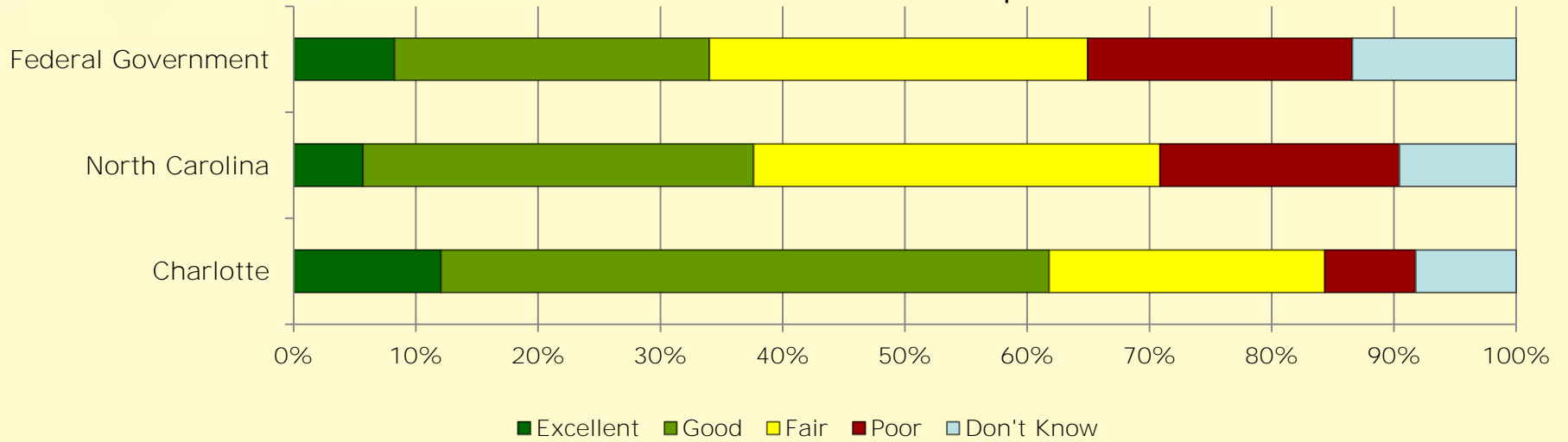
Familiarity with City Services

How familiar are you with:

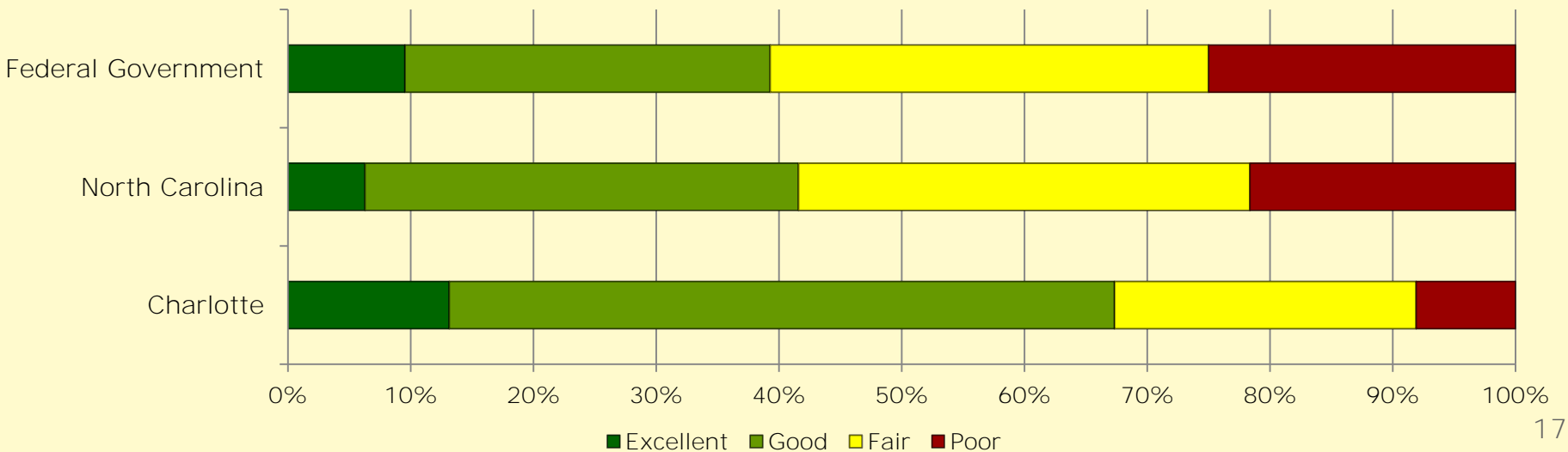


Overall Quality of Government Services

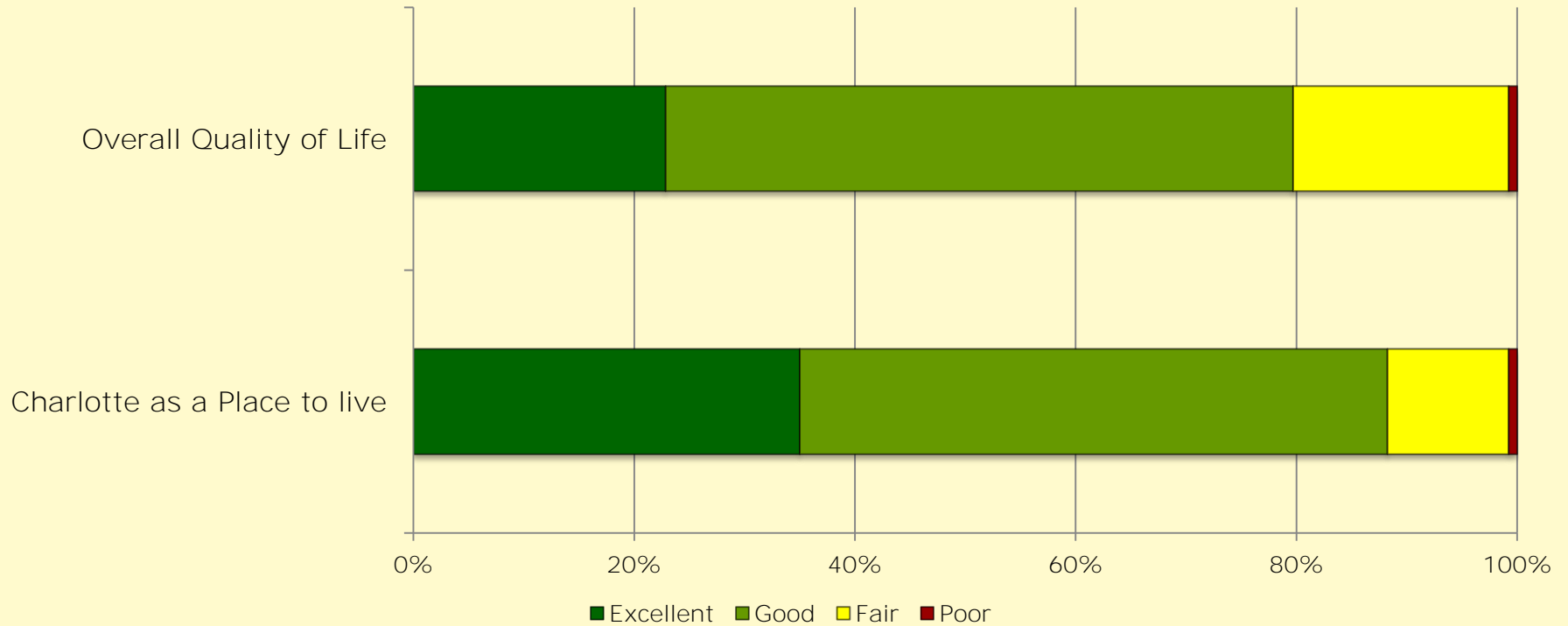
Includes "don't know" responses



Excludes "don't know" responses



Sustain Our Assets

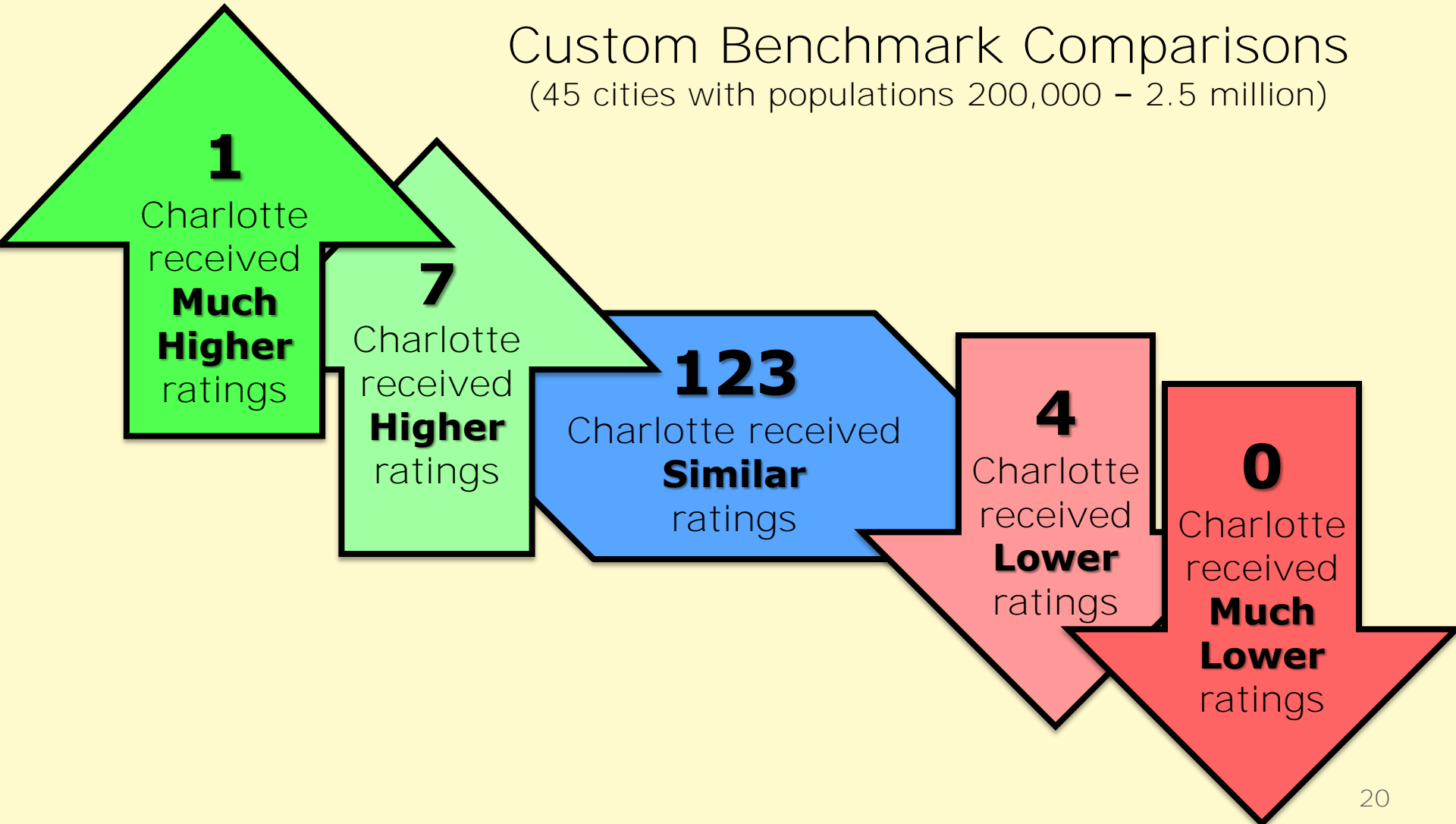




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Benchmark

Custom Benchmark Comparisons (45 cities with populations 200,000 – 2.5 million)





Benchmark

Custom Benchmark Comparison (populations 200,000 – 2.5 million):
 Much Higher – Higher – Lower – Much Lower Survey Responses

Much Higher	Higher	Lower	Much Lower
Work inside boundaries of Charlotte	Overall image or reputation of Charlotte	Ease of walking in Charlotte	N/A
	Overall appearance of Charlotte	Walked or biked instead of driving	
	Safety in Charlotte's Uptown /commercial area during the day	Stocked supplies in preparation for an emergency	
	Not experiencing housing costs stress	Made Efforts to Conserve Water	
	Economy will have positive impact on income		
	Participated in religious or spiritual activities in Charlotte		
	Volunteered time to some group/activity in Charlotte		

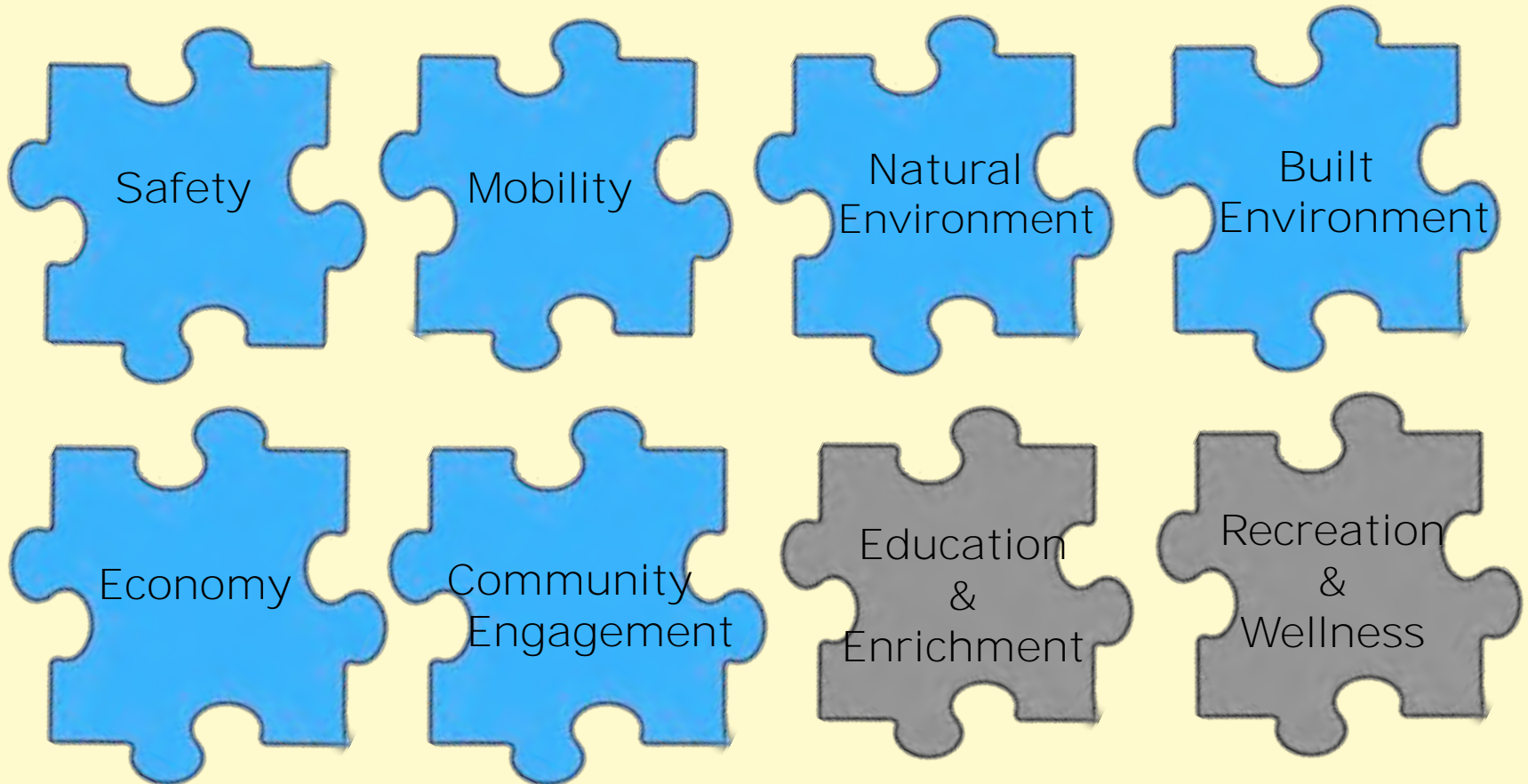


Benchmark Cities

Benchmark: 45 cities of populations 200,000 – 2.5 million with recent survey results compiled by National Research Center, Inc.

Arlington, TX	Corpus Christi, TX	Henderson, NV	New Orleans, LA	San Antonio, TX
Aurora, CO	Denver, CO	Honolulu, HI	Norfolk, VA	San Diego, CA
Austin, TX	Des Moines, IA	Houston, TX	North Las Vegas, NV	San Francisco, CA
Boise, ID	Durham, NC	Kansas City, MO	Oklahoma City, OK	San Jose, CA
Chandler, AZ	El Paso, TX	Las Vegas, NV	Phoenix, AZ	Scottsdale, AZ
Charlotte, NC	Fayetteville, NC	Lincoln, NE	Portland, OR	Tulsa, OK
Chesapeake, VA	Fort Worth, TX	Madison, WI	Reno, NV	Virginia Beach, VA
Colorado Springs, CO	Fremont, CA	Minneapolis, MN	Richmond, CA	Wichita, KS
Dallas, TX	Gilbert, AZ	Modesto, CA	Riverside, CA	Winston-Salem, NC

8 Facets of Community Livability



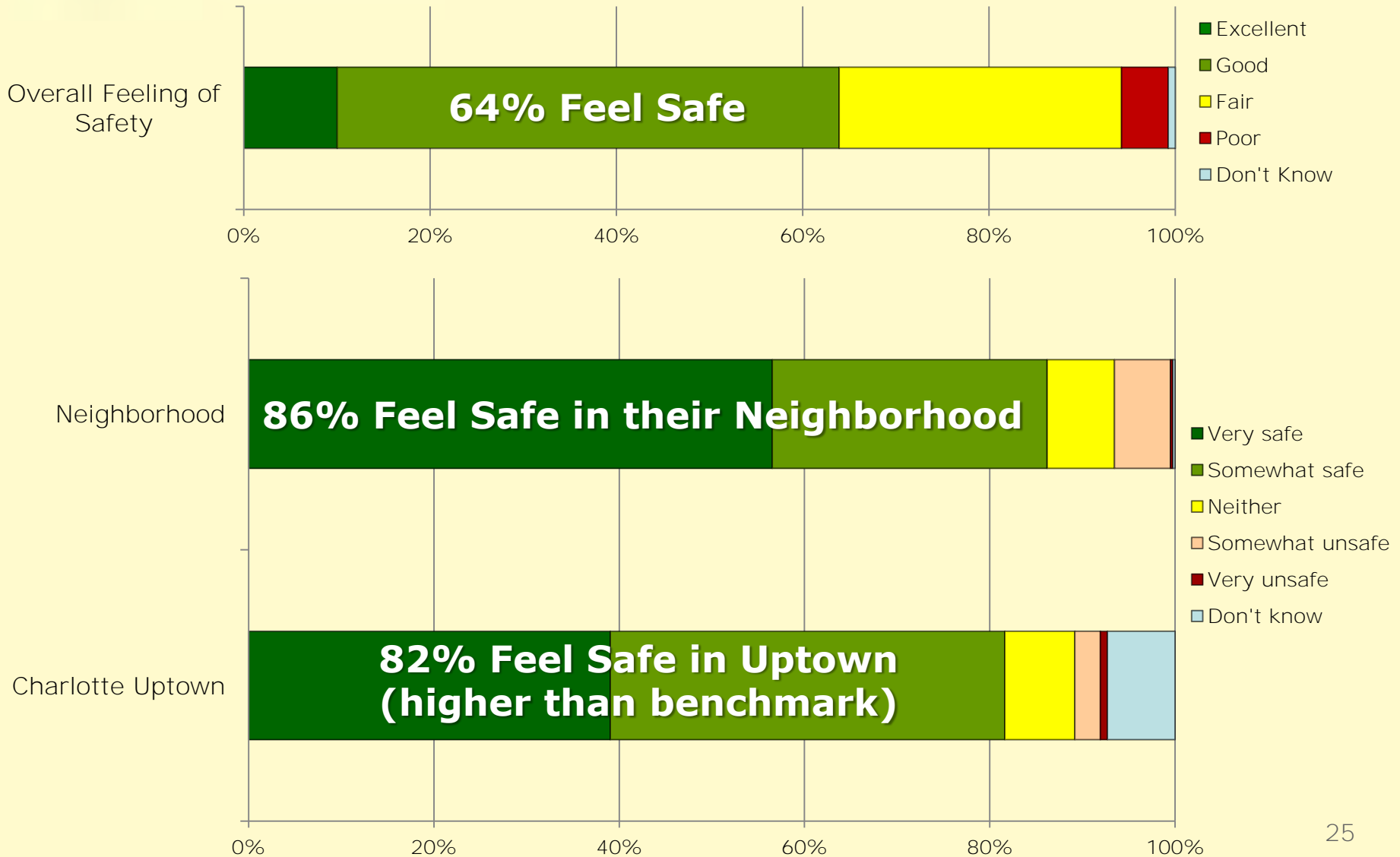
Survey includes questions around:

- Feeling of Safety
- Police Services
- Fire Services
- Crime Prevention
- Disaster Preparedness

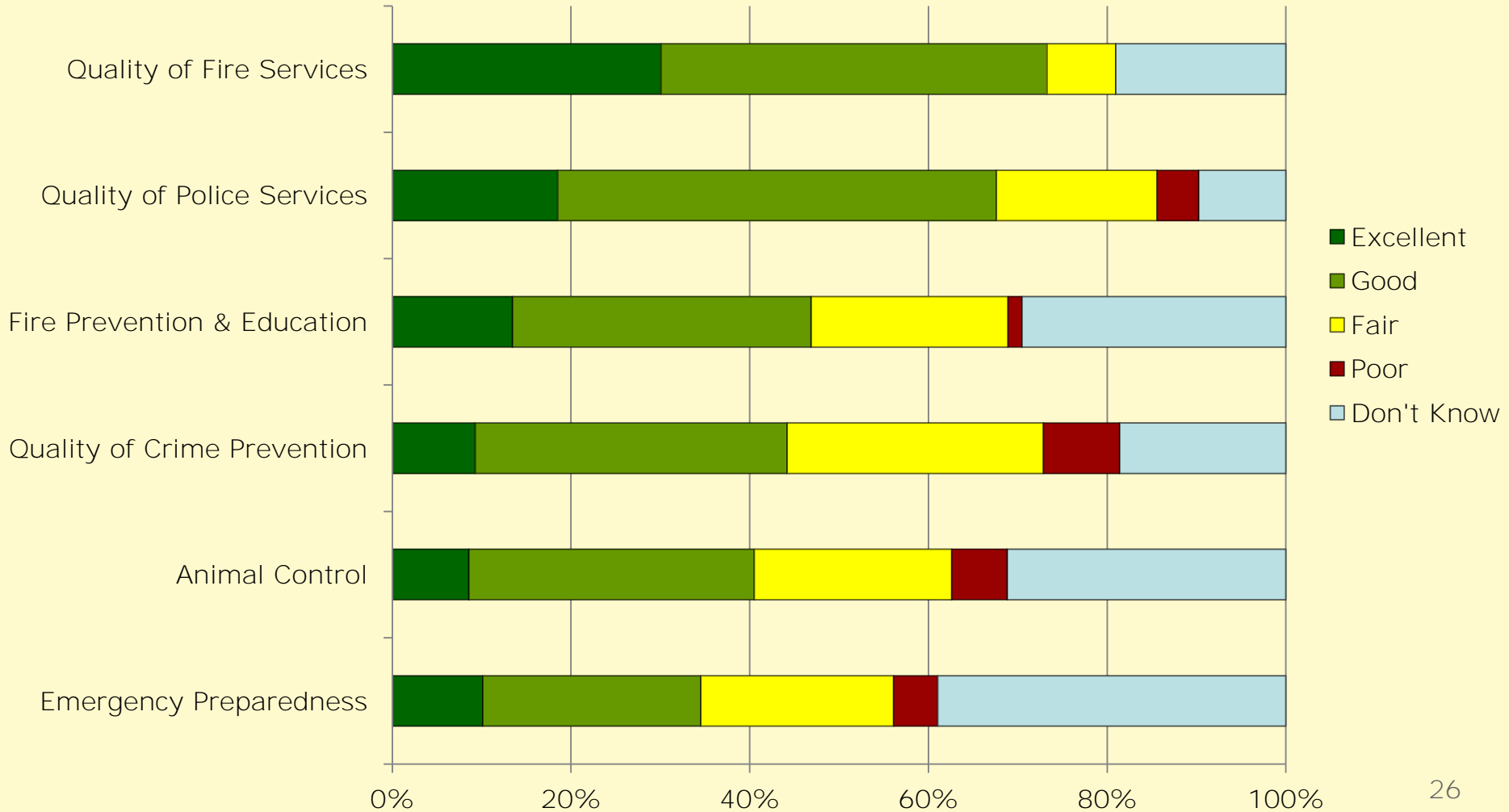


Safety

Residents Feel Safe



Police and Fire Services Receive Favorable Ratings



Observations

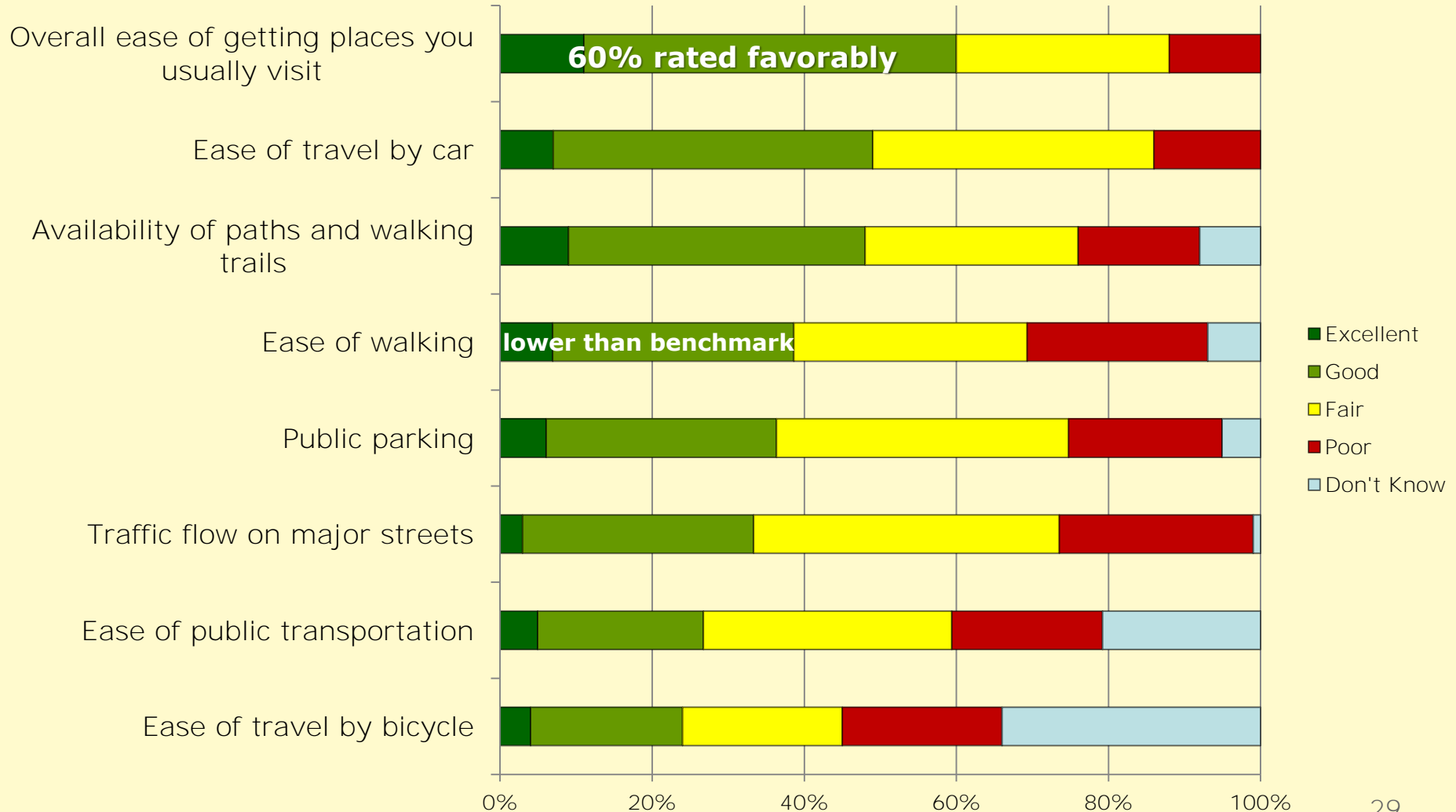
- Overall residents feel safe
- 94% of respondents say a focus on safety is essential or very important
- 81% of respondents and their household members were *not* a victim of crime
- A majority of the residents give Police and Fire services the highest ratings, which is consistent with other surveys and crime assessments
- Opportunities exist for residents to learn more about Crime Prevention, Fire Education, and Emergency Preparedness strategies

Survey includes questions around:

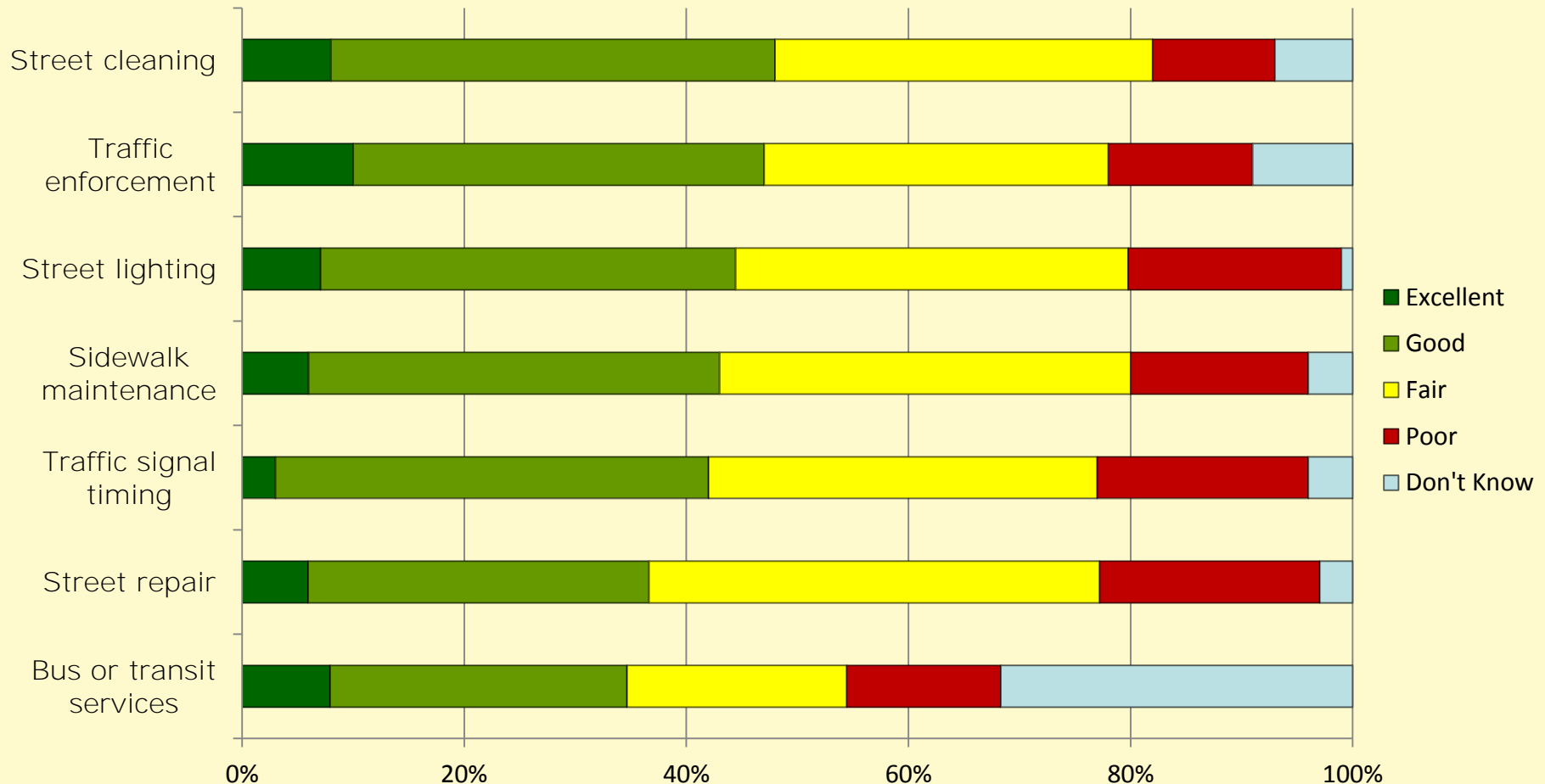
- Ease of getting places ▪
- Availability of paths and walking trails ▪
 - Traffic flow ▪
- Ease of walking and biking ▪
 - Public transportation ▪
- Street repairs & signal timing ▪



Mobility characteristics received mixed ratings; affirm planned City investments



Mobility services were mostly rated as "Good" or "Fair"



Observations

- 89% of respondents say a focus on the ease of getting to places they usually visit is essential or very important
- Charlotte ranks similar to benchmark related to transportation/mobility; however, ease of walking and biking is ranked lower
- Although 32% **of respondents selected “don’t know”** related to bus and transit service familiarity, this is a much better level of familiarity compared to the benchmark
- Opportunities exist for greater education around transportation and transit plans, with 28% rating extremely or very familiar

Natural Environment

Survey includes questions around:

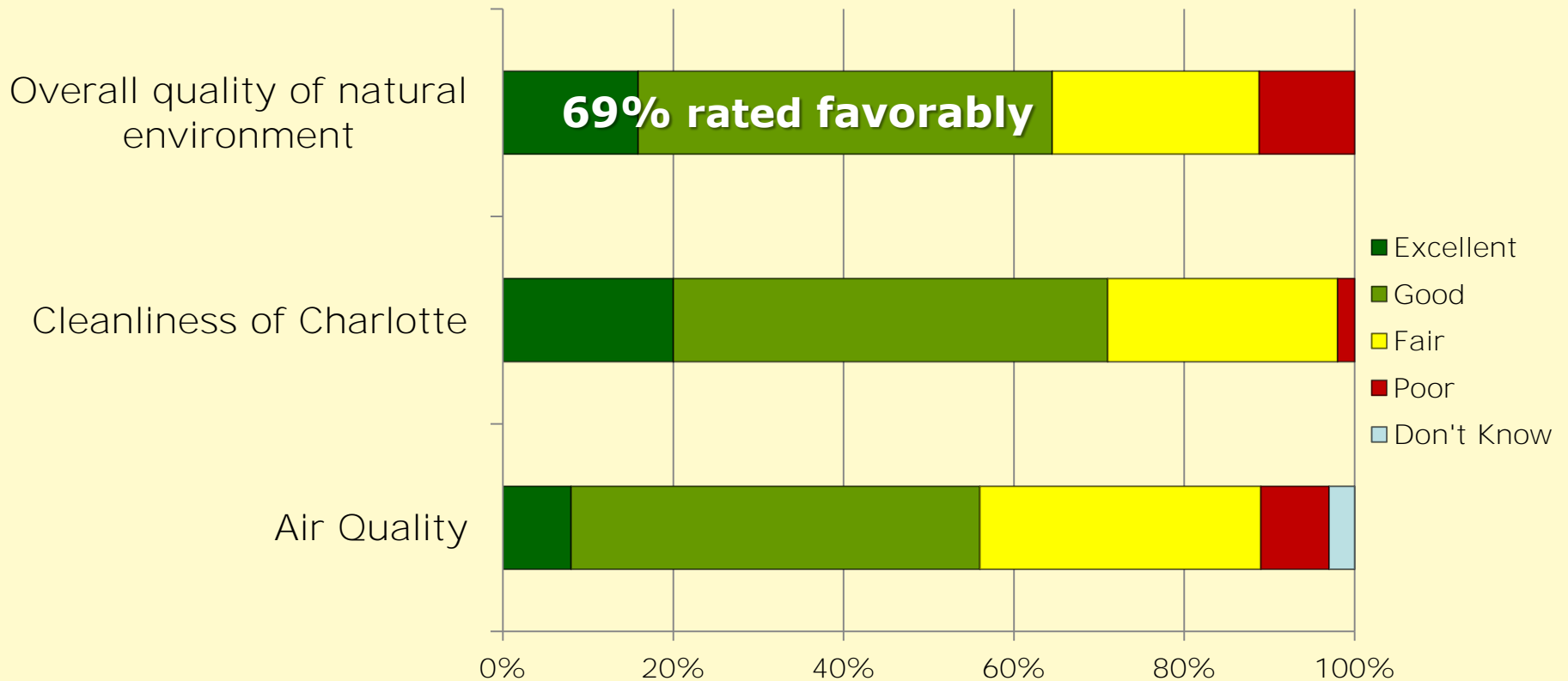


- Air Quality ▪
- Recycling & Garbage Collection ▪
 - Cleanliness ▪
 - Drinking Water ▪
- Open Space & Natural Area Preservation ▪



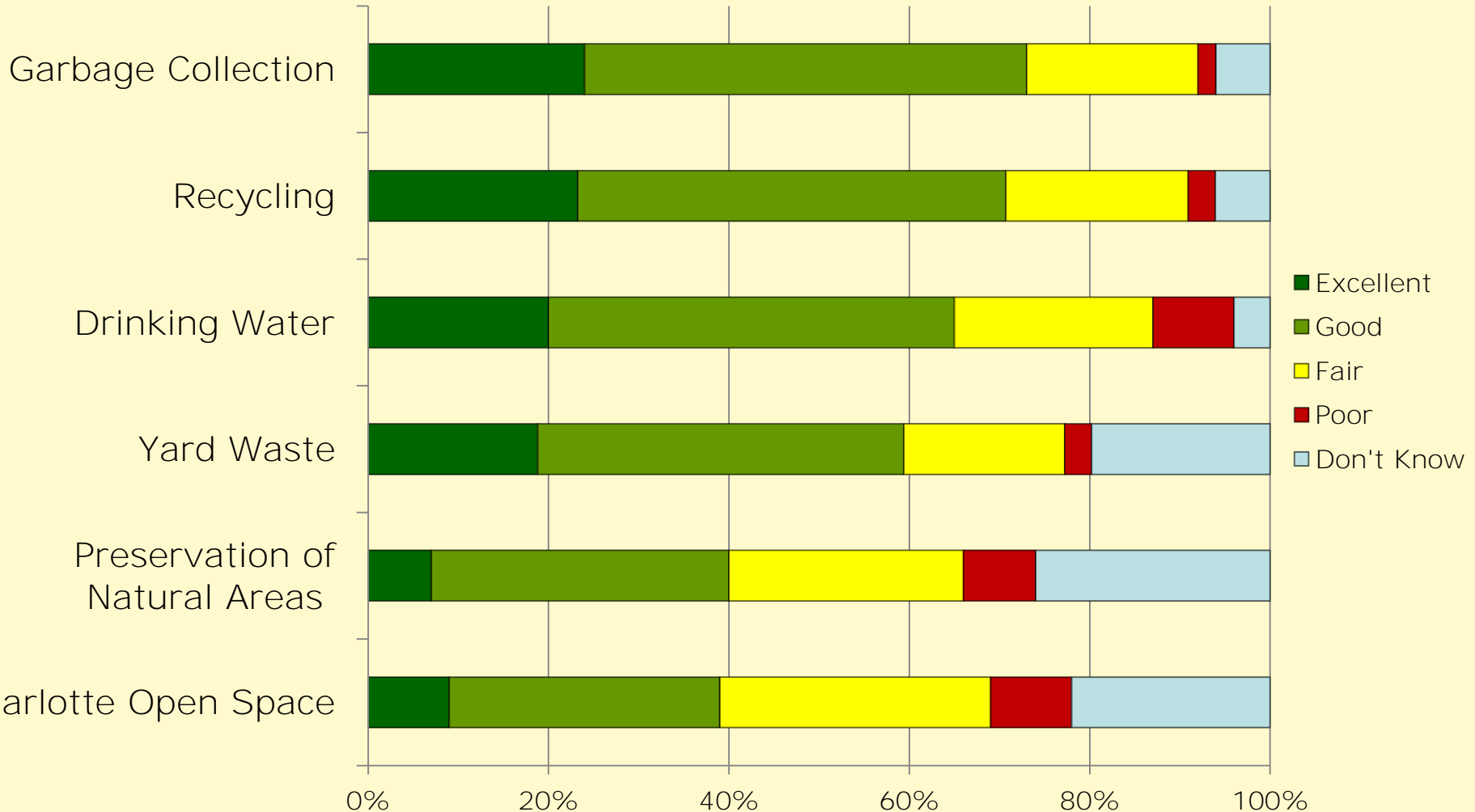
Natural Environment

69% of respondents gave positive ratings for characteristics of natural environment



Natural Environment

Solid Waste and Water services receive positive ratings; Natural Areas and Open space primarily rated "Good" or "Fair"



Observations

- All three solid waste collection services as well as drinking water receive a majority of favorable ratings; preservation of natural areas and open space receive less than half favorable ratings
- 74% of respondents say a focus on the natural environment is essential or very important
- Only 21% of respondents are extremely familiar **or very familiar with the City's environmental initiatives**
- Opportunities for further community engagement and education around environmental initiatives and conservation practices

Built Environment

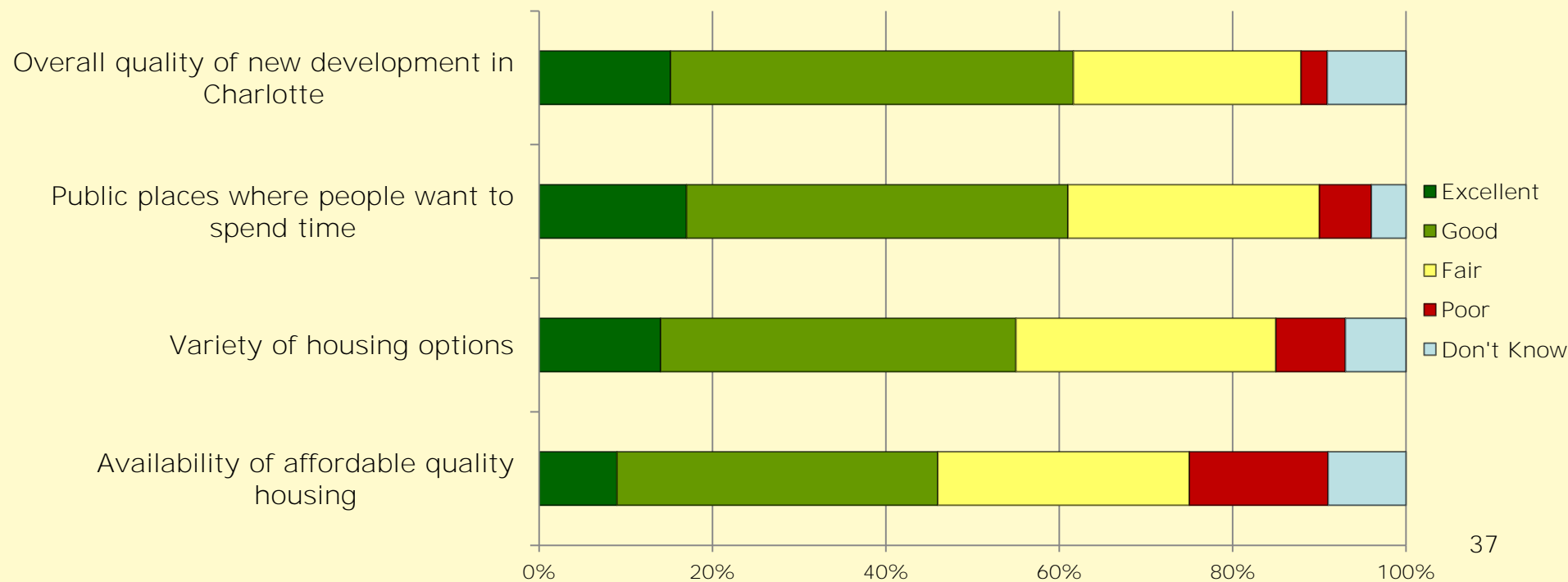
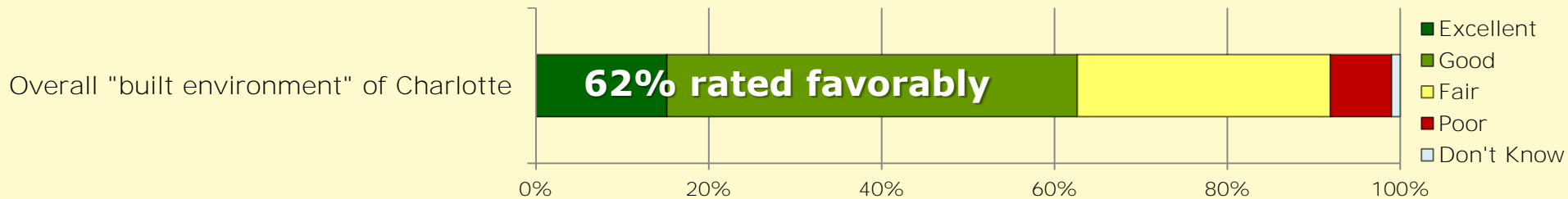
Survey includes questions around:

- Transportation & Planning
 - Infrastructure
- Development & Growth
 - Housing Options



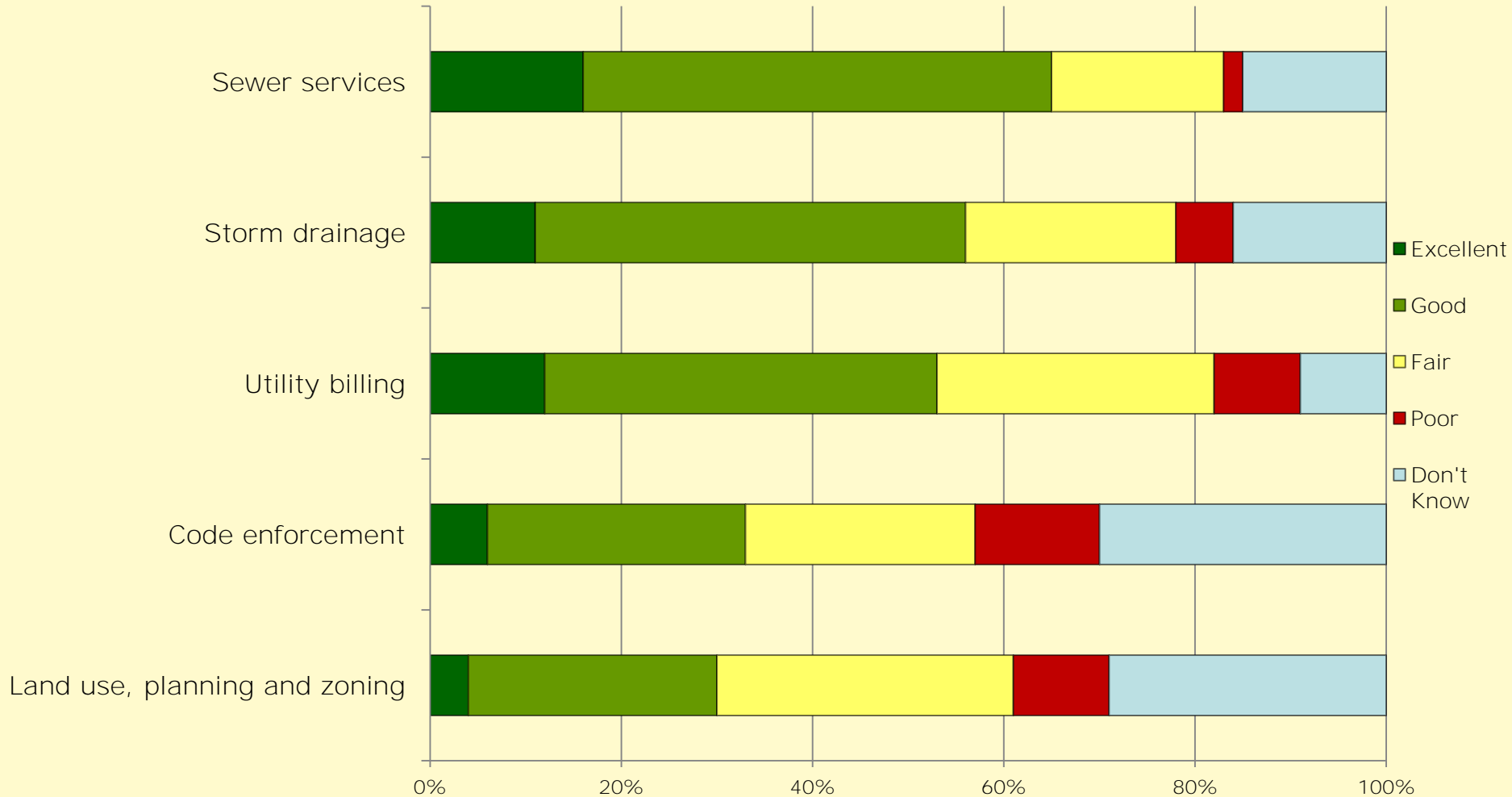
Built Environment

Residents Pleased with Built Environment Characteristics

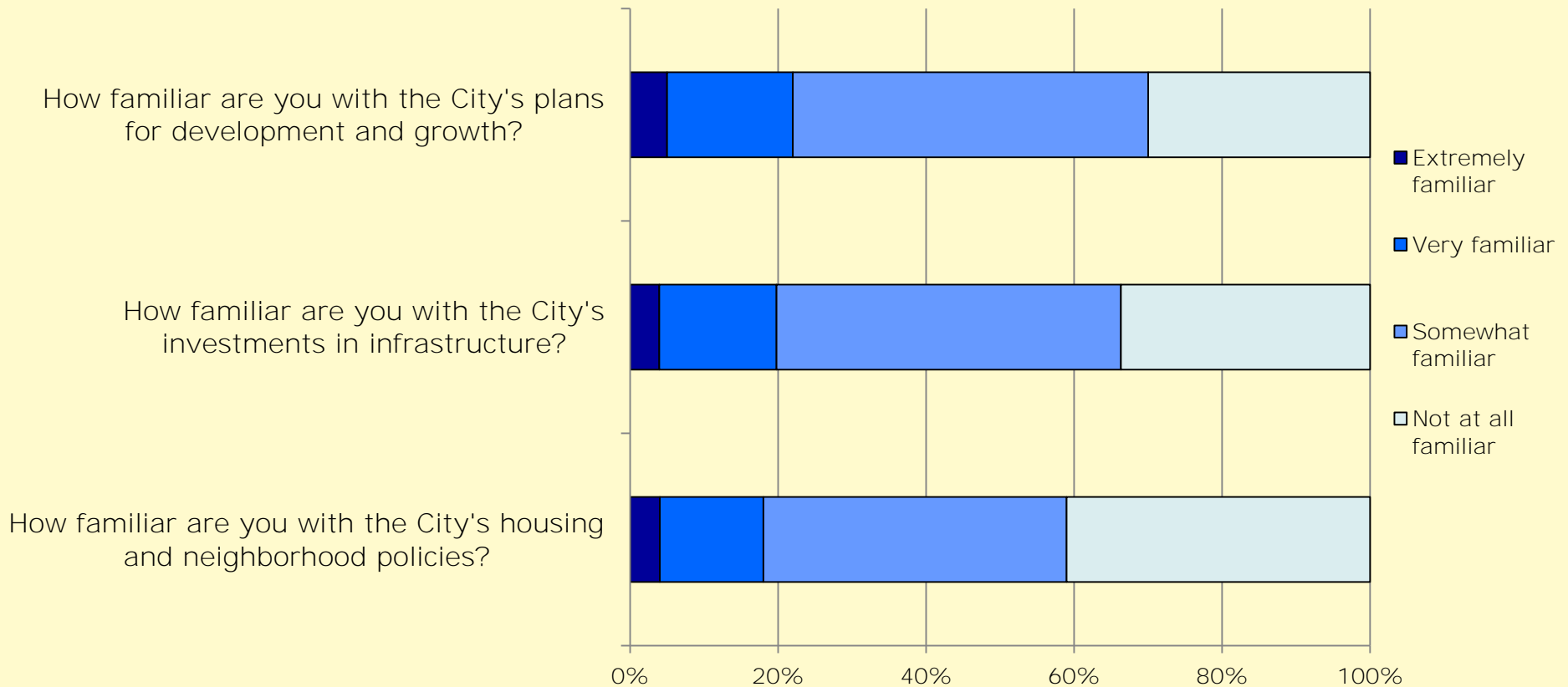


Built Environment

While several built environment services are rated high, there are opportunities to explore community education around these services



Familiarity with City's Built Environment



Observations

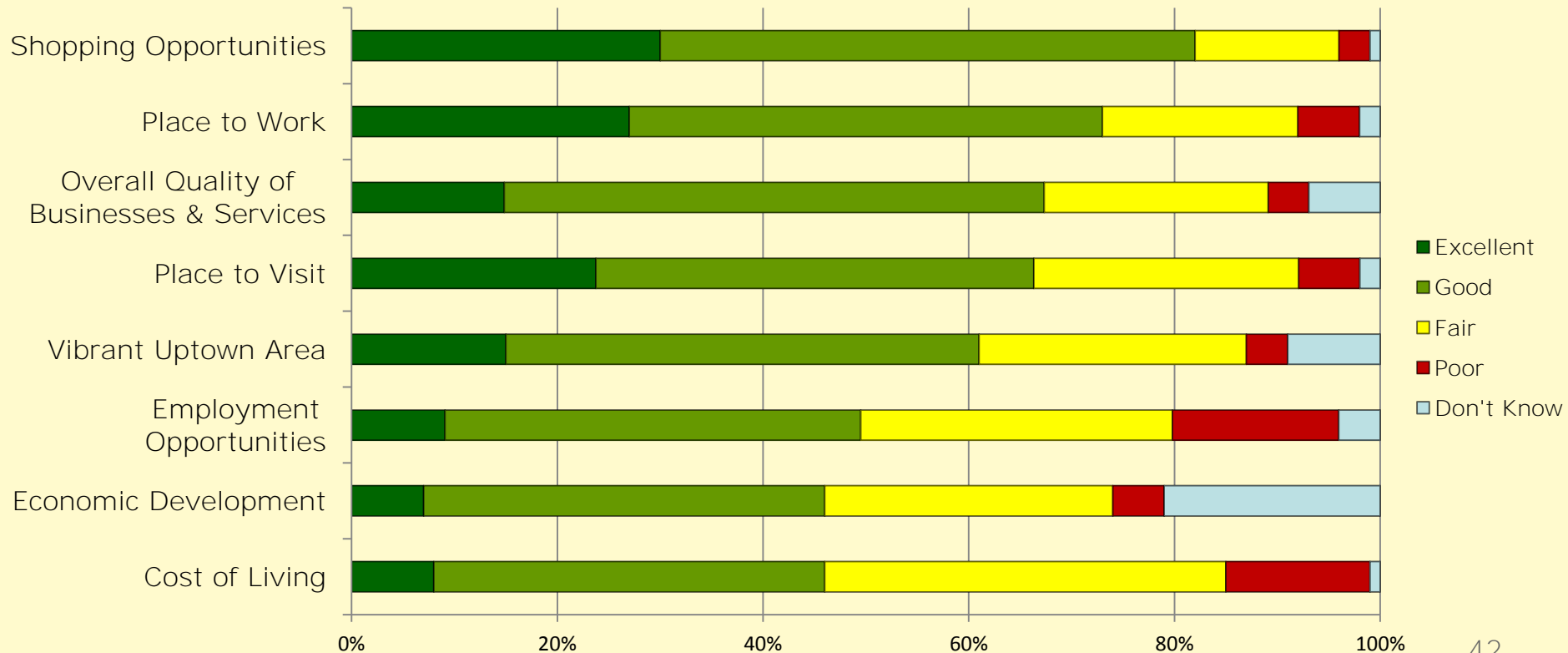
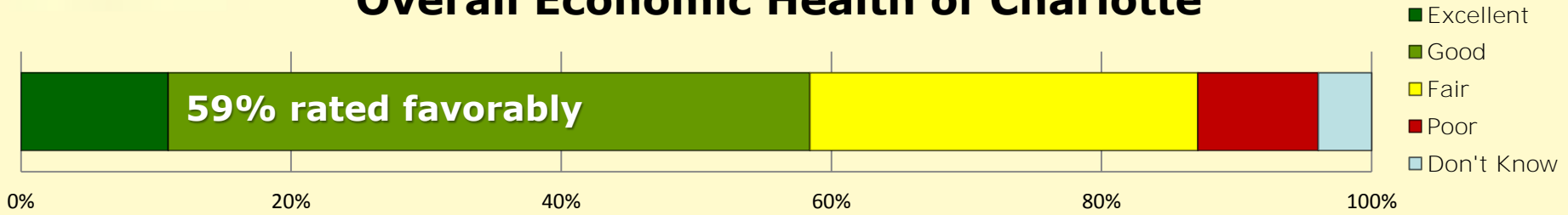
- 74% of respondents say a focus on the Built Environment is essential or very important
- While Built Environment characteristics have favorable ratings, ratings of services are more varied
- **Explore whether “don’t knows” (particularly Code Enforcement and Planning & Zoning) is an area for improvement or an indication these have not been areas of concern due to effective service levels**
- Opportunities exist for further community engagement around housing and infrastructure initiatives

Survey includes questions around:

- Economic Development Initiatives
- Employment Opportunities
- Shopping Opportunities
- Cost of Living

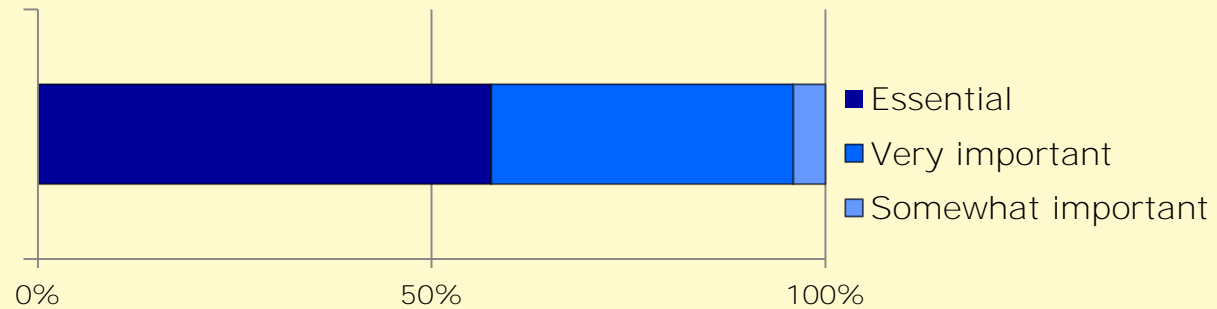


Overall Economic Health of Charlotte

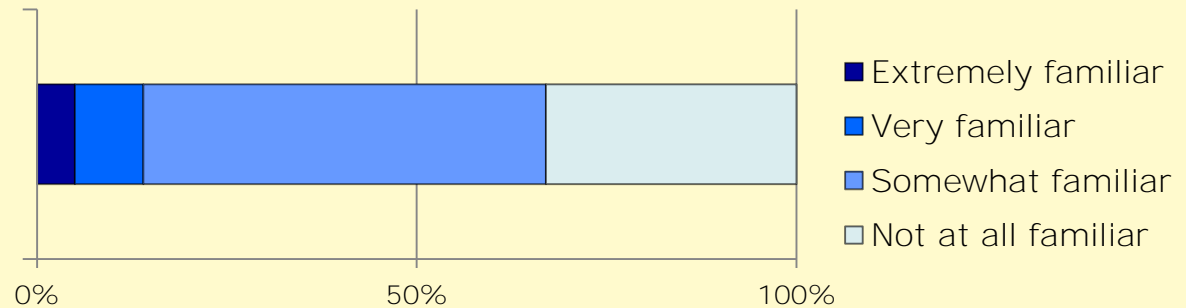


High ratings on importance of economic health, lower levels of familiarity with economic development initiatives

Importance of Focus on Economic Health of Charlotte



How familiar are you with City's economic development initiatives?



Observations

- Favorable ratings around Charlotte's economic development characteristics
- 95% of respondents say a focus on Economic Health is essential or very important
- **Although 21% of respondents indicate "don't know"** related to economic development services, this is a higher level of familiarity compared to the benchmark
- Familiarity with employment opportunities in Charlotte is much higher than benchmark; however, familiarity with quality of businesses and services is lower than benchmark
- Opportunity to further familiarize residents with economic development initiatives

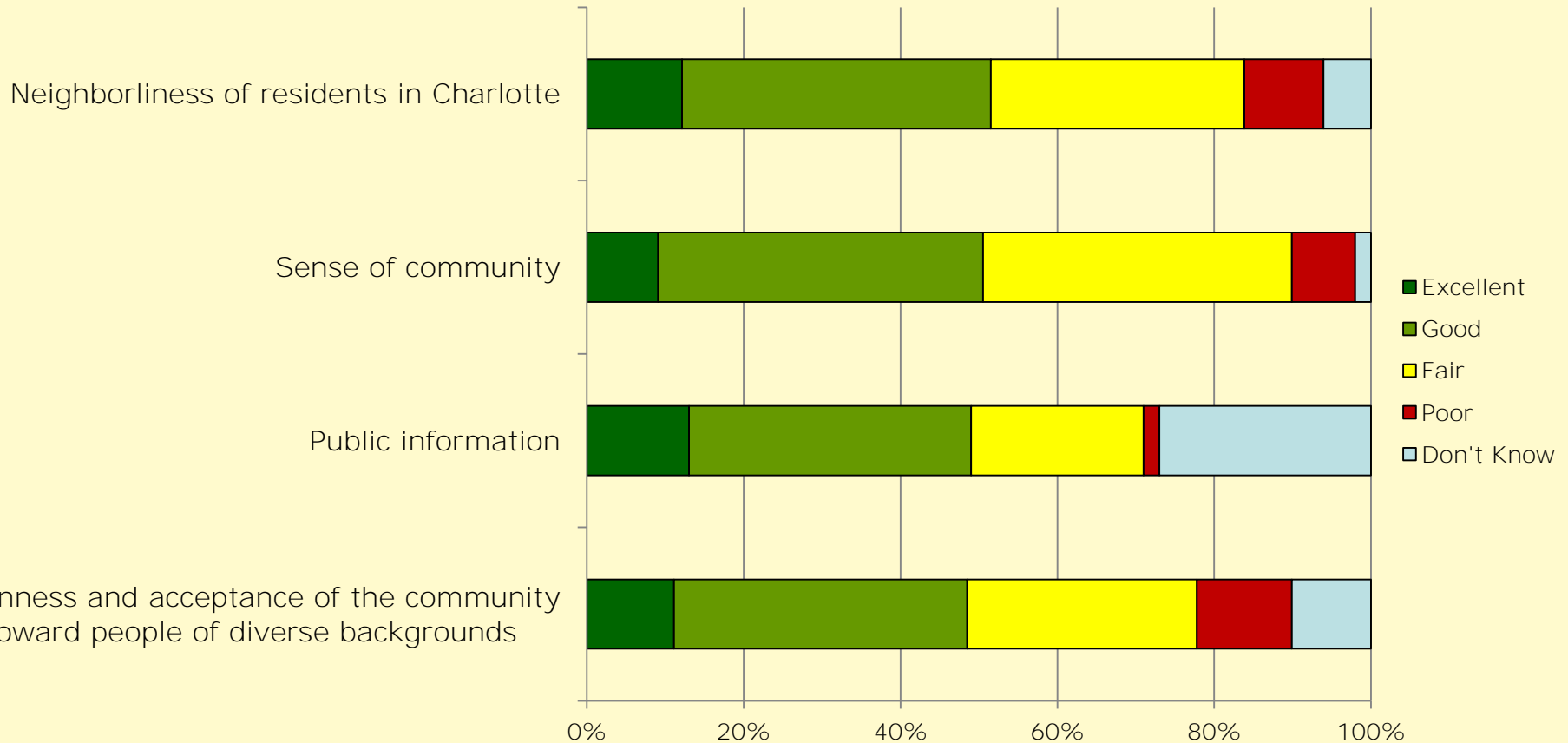
Survey includes questions around:

- Opportunities to Participate in Community Matters ▪
- Openness & Acceptance of Diverse Backgrounds ▪
 - Opportunities for Social Events & Activities ▪
 - Volunteer Opportunities ▪



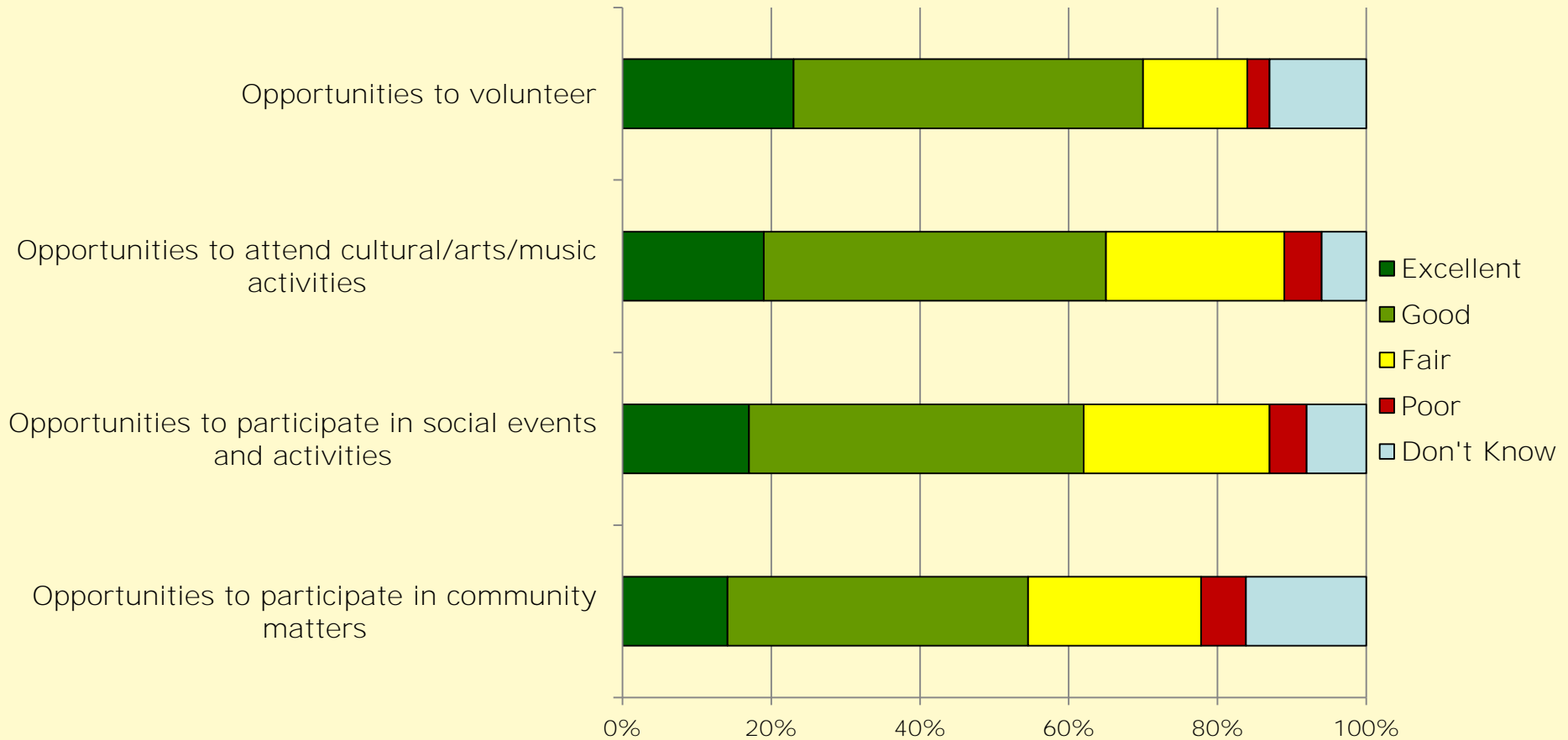
Community Engagement

Charlotte characteristics of Community Engagement rank similar to benchmark



Community Engagement

Opportunities for Community Engagement

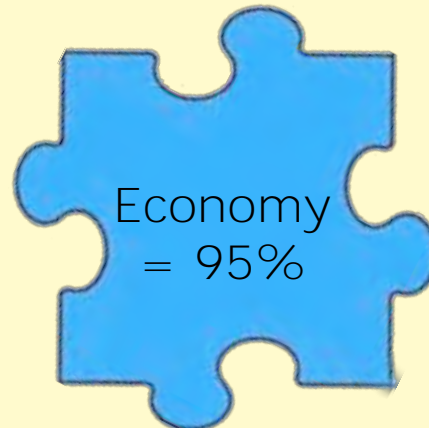
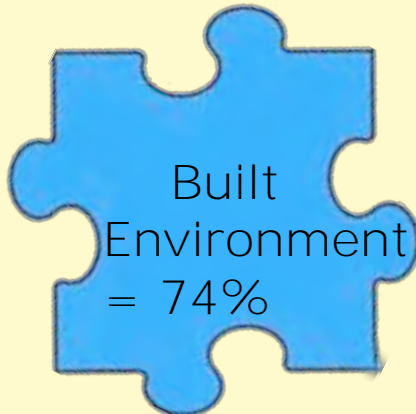
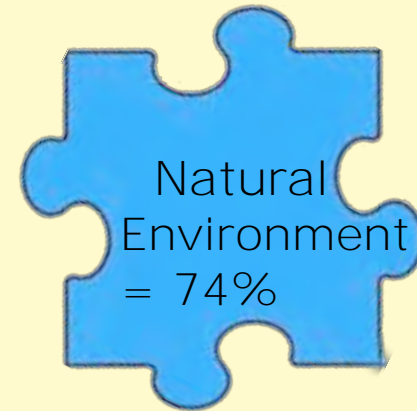
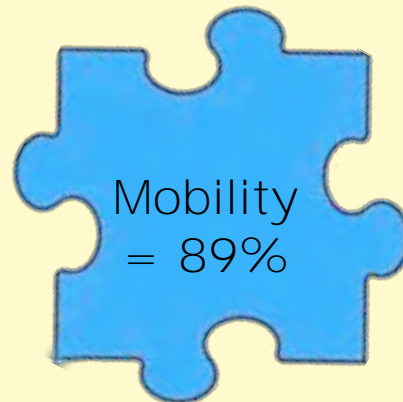


Observations

- Public information services rank comparably with benchmark
- 78% of respondents rate sense of community as essential or very important
- Public information services is a key driver of overall City service quality rating
- Charlotte continues to rank as a city high in volunteerism, consistent with other studies ranking the community as highly charitable
- Opportunity exists to familiarize and engage community with public meetings and City initiatives

Focus on City Services

How important is it for the community to focus on the following over the next two years?



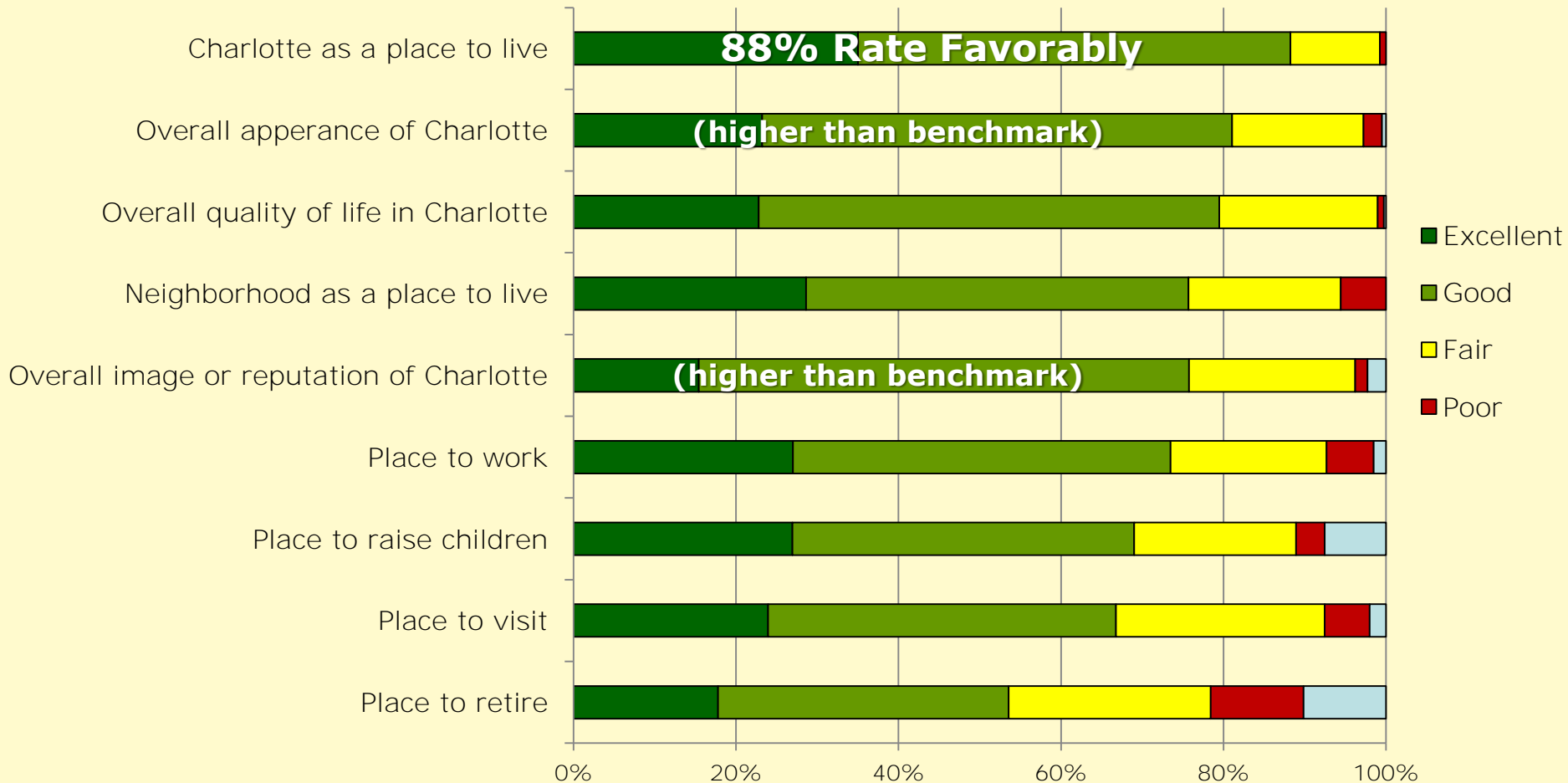


Charlotte's Overall Quality of Life



Overall Quality of Life

Charlotte receives a majority of favorable responses for all Quality of Life questions



Overall Findings

Overall Feelings About Charlotte

- High Quality of Life
- People like Charlotte

City Characteristics and Services

- Generally consistent with other cities
- Areas for celebration
- Areas for improvement
- More communication and community engagement
- Responses affirm City initiatives underway



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Action Steps

- Mine the data
 - Ask the question: what does it mean?
- Departmentally
 - Evaluate results
 - Compare with other data
 - Develop a specific plan of response
- Citywide
 - Review & enhance customer service training
 - Implement civic engagement program
 - Focus on value for taxes paid
 - Comprehensive communications strategy
- Track Progress: Repeat survey in 2016/2017



Charlotte Community Survey

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