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The City of Novi, Michigan

Report of Geographic Subgroup Comparisons 2006



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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically re-weighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Novi staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Novi staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Novi chose was to have crosstabulations of evaluative questions 1-16b by geographic areas, as defined by City of Novi staff.

UNDERSTANDING THE RESULTS

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

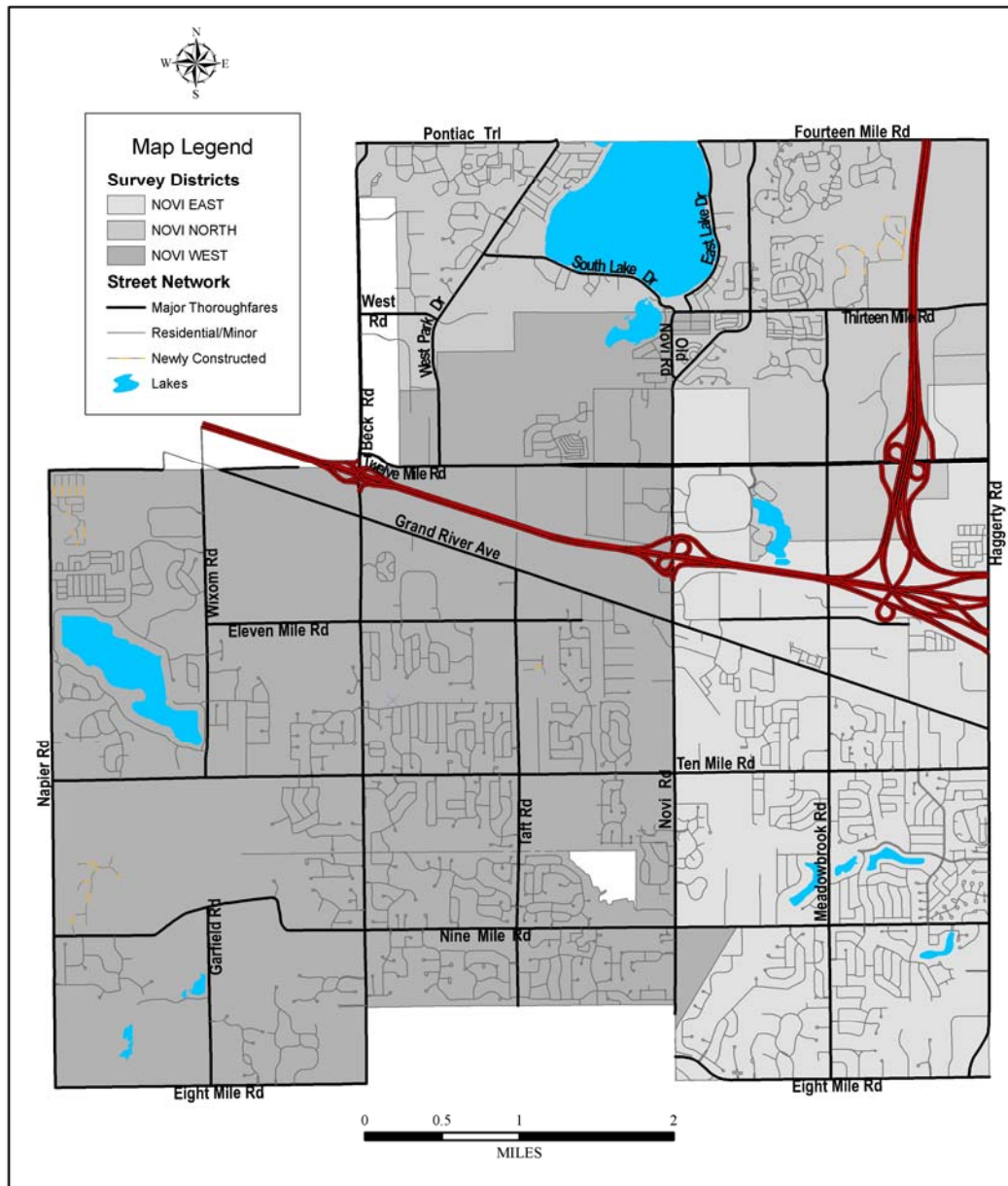
Understanding the Tables

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the question about respondents’ perceptions about the economy.

Anova and chi square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

The 95 percent confidence level for this survey is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample (419 completed surveys). For each district, the margin of error rises to approximately + or - 9% since sample sizes were approximately 138 for Novi West (which includes Northville, Novi West and South Lyon), 169 for Novi East and 112 for Novi North (Walled Lake).

The map describes the boundaries used in this report:



COMPARISONS

Quality of Life Ratings

	District		
	Novi West	Novi East	Novi North
How do you rate Novi as a place to live?	79	78	74
How do you rate your neighborhood as a place to live?	78	75	67
How do you rate Novi as a place to raise children?	79	82	72
How do you rate Novi as a place to work?	64	68	63
How do you rate Novi as a place to retire?	43	56	57
How do you rate the overall quality of life in Novi?	73	73	68
Average rating on a 100-point scale (100=Excellent, 0=Poor)			

Characteristics of the Community			
Please rate each of the following characteristics as they relate to Novi as a whole:	District		
	Novi West	Novi East	Novi North
Sense of community	60	58	50
Openness and acceptance	67	69	64
Overall appearance of Novi	64	69	67
Opportunities to attend cultural activities	53	60	49
Shopping opportunities	86	86	85
Recreational opportunities	62	63	57
Job opportunities	43	47	46
Access to affordable quality housing	42	43	46
Access to affordable quality child care	52	49	44
Access to affordable quality health care	63	66	58
Access to affordable quality food	71	69	66
Ease of car travel in Novi	45	49	49
Ease of bicycle travel in Novi	33	31	45
Ease of walking in Novi	44	40	47
Educational opportunities	70	67	59
Overall image/reputation of Novi	72	74	71
Overall quality of new development in Novi	62	61	64
Average rating on a 100-point scale (100=Excellent, 0=Poor)			

Ratings of Growth

Please rate the speed of growth in the following categories in Novi over the past 2 years:	District		
	Novi West	Novi East	Novi North
Population growth	34%	38%	45%
Retail growth (stores, restaurants etc.)	55%	51%	63%
Jobs growth	25%	32%	33%
Proportion of respondents rating as "About right"			

Ratings of Potential Problems in Novi

To what degree, if at all, are the following in Novi:	District		
	Novi West	Novi East	Novi North
Crime	69	70	67
Drugs	64	66	66
Too much growth	40	48	43
Lack of growth	92	91	82
Graffiti	91	91	88
Noise	75	77	73
Run down buildings, weed lots, or junk vehicles	82	85	82
Taxes	34	42	41
Traffic congestion	29	34	34
Unsupervised youth	70	72	66
Weeds	79	82	79
Absence of communications from the City of Novi translated into languages other than English	91	87	81
Unwanted local businesses	88	82	80
Average rating on a 100-point scale (100=Not a problem, 0=Major problem)			

Ratings of Safety from Various Problems

Please rate how safe you feel from the following occurring to you in Novi:	District		
	Novi West	Novi East	Novi North
Violent crime	87	86	81
Property crimes	74	76	76
Fire	83	83	80
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)			

Ratings of Feelings of Safety in Various Areas

Please rate how safe you feel:	District		
	Novi West	Novi East	Novi North
In your neighborhood during the day	94	94	91
In your neighborhood after dark	84	83	78
In Novi's downtown area during the day	93	92	91
In Novi's downtown area after dark	80	81	80
In Novi's parks during the day	91	91	90
In Novi's parks after dark	70	67	63
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)			

Crime Victimization and Reporting

	District		
	Novi West	Novi East	Novi North
During the past twelve months, were you or anyone in your household the victim of any crime?	9%	8%	6%
If yes, was this crime (these crimes) reported to the police?	78%	58%	56%
Percent of respondents whose households were victims of crime, and who reported the crime			

Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	District		
	Novi West	Novi East	Novi North
Used Novi public libraries or their services	85%	68%	51%
Used Novi recreation centers	56%	48%	38%
Participated in a recreation program or activity	55%	41%	22%
Visited a Novi park	82%	72%	52%
Attended a meeting of local elected officials or other local public meeting	33%	22%	13%
Watched a meeting of local elected officials or other local public meeting on cable television	45%	57%	29%
Recycled used paper, cans or bottles from your home	88%	64%	66%
Volunteered your time to some group/activity in Novi	51%	29%	17%
Read City of Novi Newsletter	91%	86%	76%
Used the Internet for anything	95%	84%	86%
Used the Internet to conduct business with Novi	43%	28%	19%
Purchased an item over the Internet	84%	77%	72%
Proportion of respondents engaging in activity at least once in last 12 months			

Quality of Service Ratings			
How do you rate the quality of each of the following services?	District		
	Novi West	Novi East	Novi North
Police services	79	79	65
Fire services	80	80	76
Ambulance/emergency medical services	76	80	74
Crime prevention	72	73	66
Fire prevention and education	73	71	68
Traffic enforcement	64	68	58
Recycling	63	56	53
Street repair	42	49	56
Street cleaning	51	55	58
Street lighting	48	54	54
Snow removal	52	60	56
Sidewalk maintenance	50	54	53
Traffic signal timing	41	46	47
Amount of public parking	58	59	58
Storm drainage	57	60	60
City parks	66	65	67
Recreation programs or classes	64	66	51
Range/variety of recreation programs and classes	66	65	51
Recreation centers/facilities	62	60	54
Accessibility of parks	65	62	62
Accessibility of recreation centers/facilities	63	63	55
Appearance/maintenance of parks	67	67	66

Quality of Service Ratings			
How do you rate the quality of each of the following services?	District		
	Novi West	Novi East	Novi North
Appearance of recreation centers/facilities	68	65	63
Land use, planning and zoning	40	45	45
Code enforcement (weeds, abandoned buildings, etc)	58	63	62
Economic development	55	57	54
Services to seniors	65	72	59
Services to youth	62	64	56
Services to low-income people	45	41	31
Public library services	66	69	60
Variety of library materials	61	61	58
Public information services	61	61	53
Public schools	76	77	69
Cable television	47	45	53
Average rating on a 100-point scale (100=Excellent, 0=Poor)			

Ratings of Various Levels of Government

Overall, how would you rate the quality of services provided by...	District		
	Novi West	Novi East	Novi North
The City of Novi	67	66	62
The Federal Government	47	44	43
The State Government	47	46	44
Average rating on a 100-point scale (100=Excellent, 0=Poor)			

Proportion of Population Having Contact with City Employees

	District		
	Novi West	Novi East	Novi North
Have you had any in-person or phone contact with an employee of the City of Novi within the last 12 months?	62%	57%	39%
Percent of respondents who reported contact with a City employee in the last 12 months			

Ratings of Contact with City Employees

What was your impression of employees of the City of Novi in your most recent contact?	District		
	Novi West	Novi East	Novi North
Knowledge	74	75	67
Responsiveness	71	77	63
Courtesy	76	80	61
Overall Impression	73	75	65
Average rating on a 100-point scale (100=Excellent, 0=Poor)			

Ratings of Public Trust

Please rate the following statements:	District		
	Novi West	Novi East	Novi North
I receive good value for the City of Novi taxes I pay	57	61	57
I am pleased with the overall direction that the City of Novi is taking	61	66	67
The City of Novi government welcomes citizen involvement	66	71	62
The City of Novi government listens to citizens	57	62	56
Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)			

Perceptions of the Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	District		
	Novi West	Novi East	Novi North
Very positive	2%	3%	2%
Somewhat positive	10%	9%	6%
Neutral	38%	41%	68%
Somewhat negative	42%	40%	20%
Very negative	7%	7%	4%
Total	100%	100%	100%

Policy Question 1

The City of Novi is interested in knowing what priorities you think are important for your municipal government. Please rate how important you think each of the following priorities should be to the City of Novi over the next five years.

	District		
	Novi West	Novi East	Novi North
Increase the tax base by retaining and attracting retail business	55%	54%	54%
Increase the tax base by retaining and attracting office/service businesses	67%	61%	49%
Make annual investments in facilities and equipment for police and fire	59%	66%	68%
Make annual investments in municipal infrastructure (i.e. roads, water and sewer)	81%	73%	74%
Make annual investments in parks and recreation/cultural facilities	52%	49%	69%
Work cooperatively with neighboring communities, school districts and other public entities	67%	64%	75%
Preserve natural areas (including open spaces, wetlands and woodland)	74%	70%	77%
Promote a City Government that listens to the community's needs and desires	87%	87%	88%
Adjust new and existing services to address Novi's changing demographics	62%	61%	72%
Promote services and programs for seniors	51%	56%	55%
Expand and enhance recreational and cultural programs	48%	47%	55%
Promote and maintain an attractive community	87%	86%	79%
Uphold a high standard of customer service from the City's employees	84%	86%	87%
Percent of respondents responding "Essential" or "Very important"			

Policy Question 2

Please rate the following statements by circling the number that most clearly represents your opinion:	District		
	Novi West	Novi East	Novi North
I can envision living in Novi five years from now	76%	69%	51%
If I were looking to purchase/rent a new home I would look exclusively in Novi	44%	42%	23%
I would recommend Novi to friends as a place to live	82%	74%	69%
Percent of respondents responding "Somewhat" or "Strongly agree"			