



Novi, MI

Key Findings 2016

The NCS is presented by NRC in collaboration with ICMA



Leaders at the Core of Better Communities

About The NCS

- **Community Livability**
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & Novi

- Participant in The NCS since 2006
 - 2006, 2008, 2010, 2012, 2014, 2016
- Random scientific sample of 1,500 households
 - 374 returned surveys; 26% response rate
 - $\pm 5\%$ margin of error

Custom
benchmarks

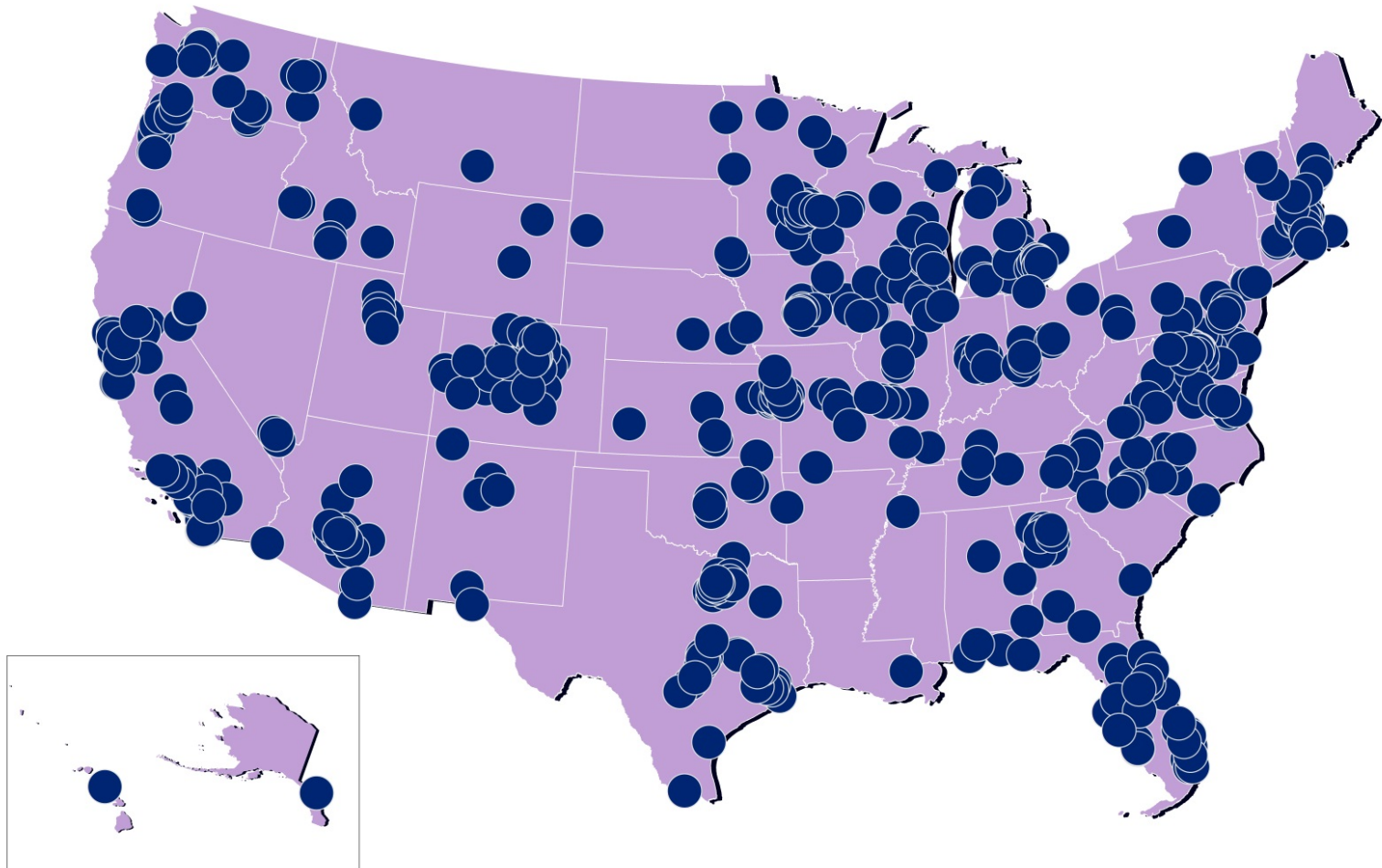
Demographic
comparisons

Geographic
comparisons

Online
option

Presentation

National Benchmark Comparisons



2016 National Benchmark Comparisons

26

received
higher
ratings

95

received **similar**
ratings

6

received
lower
ratings

2016 Ratings Compared to 2014

2

received
higher
ratings

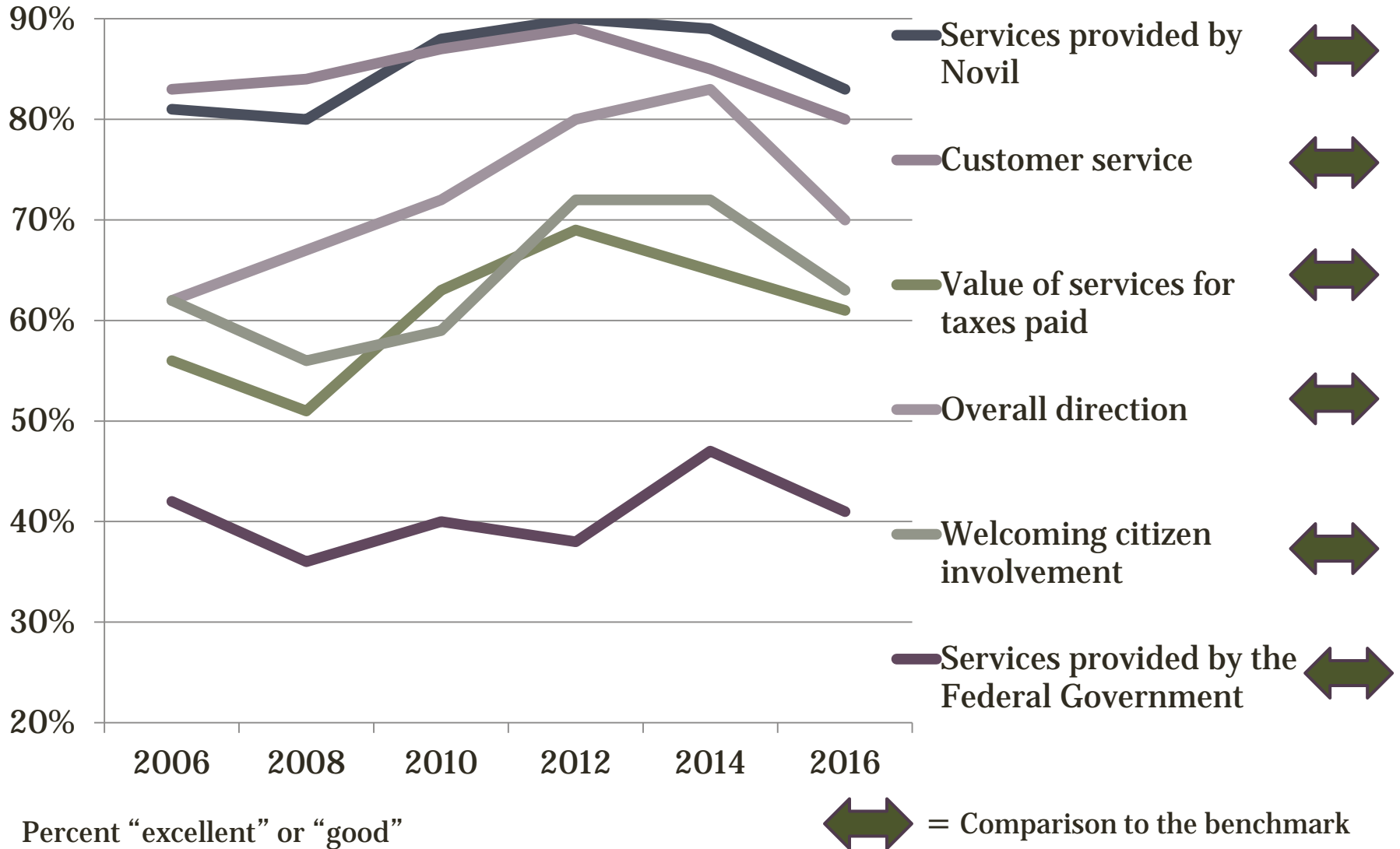
99

received **similar**
ratings

26

received
lower
ratings

Public Trust



Percent "excellent" or "good"

2016 Governance Ratings

Highest

Ambulance/EMS

Fire services

Public libraries

Fire prevention

Police services

Crime prevention

Lowest

Street repair

Traffic signal timing

Open space

Land use, planning and zoning

Street cleaning

Street lighting

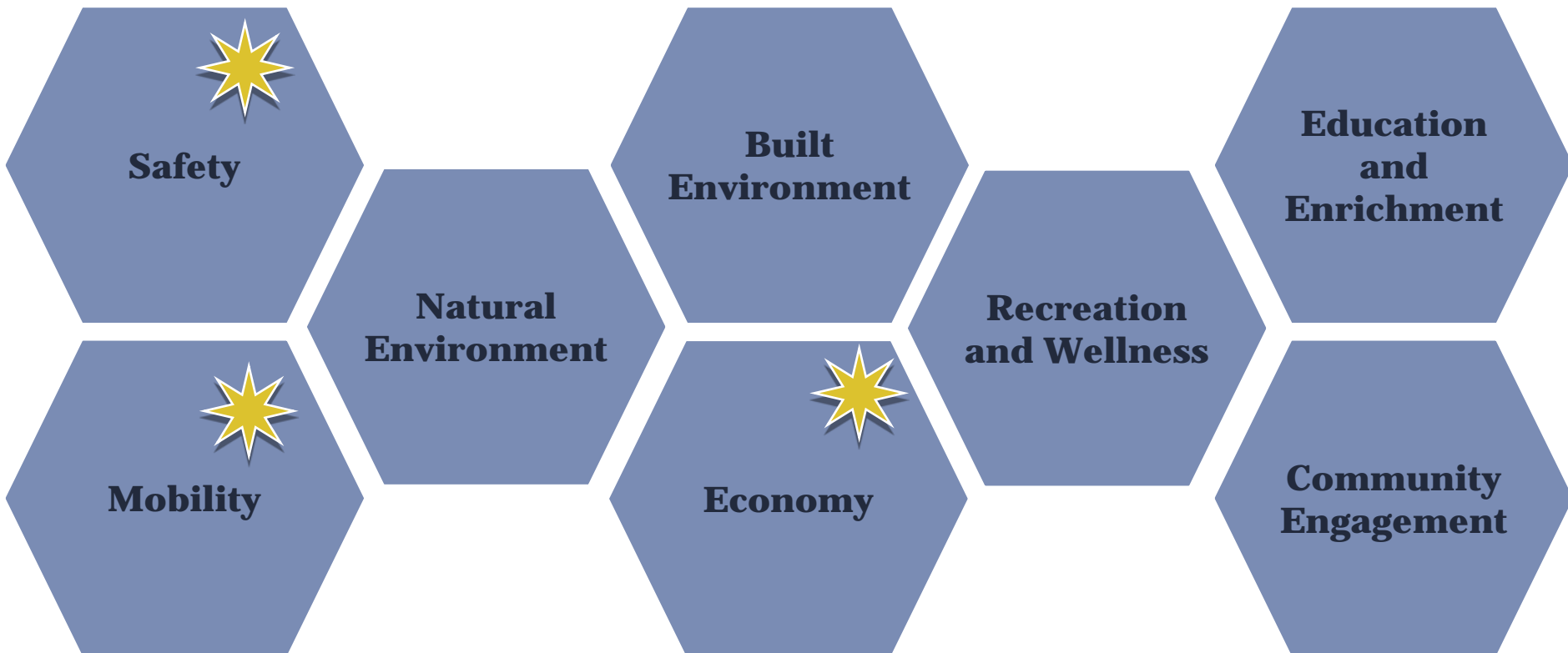
Cable TV

Key Focus Areas

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Key
Finding
#1

**Residents continue
to enjoy
exceptional quality
of life**

Exceptional Quality of Life

9 in 10

excellent or good

Quality of life

Overall image

Place to live

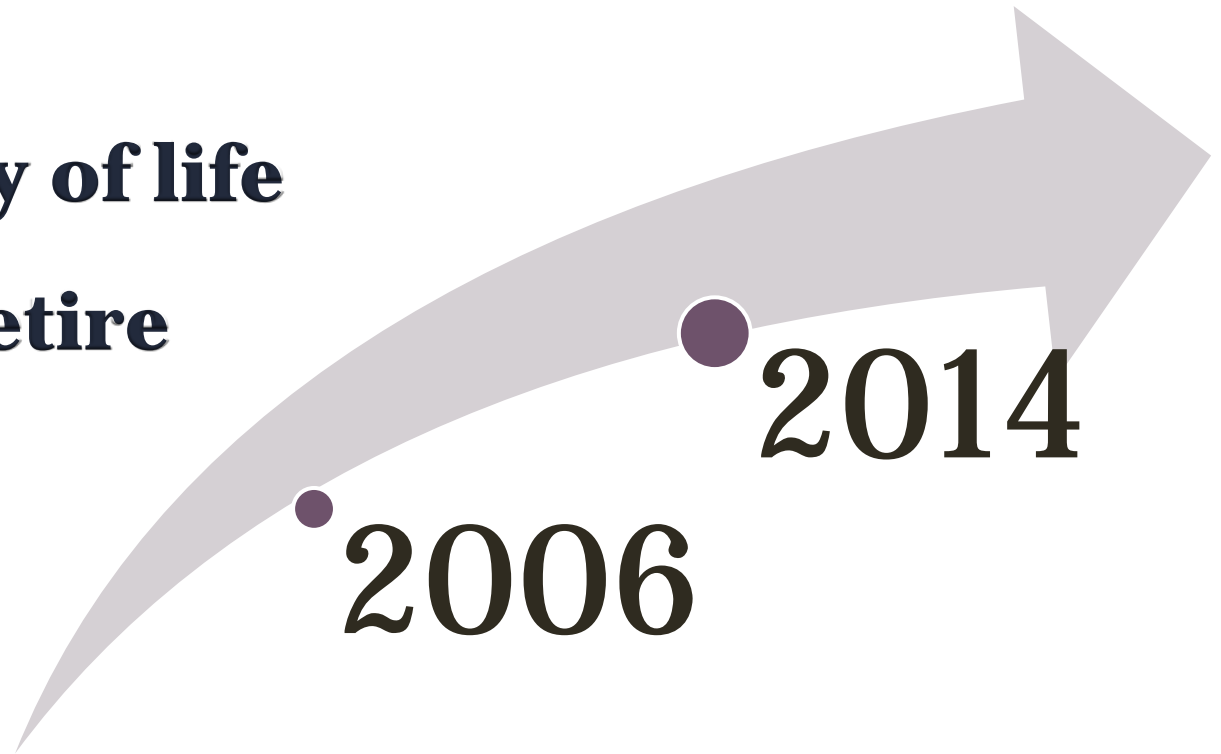
Place to raise kids



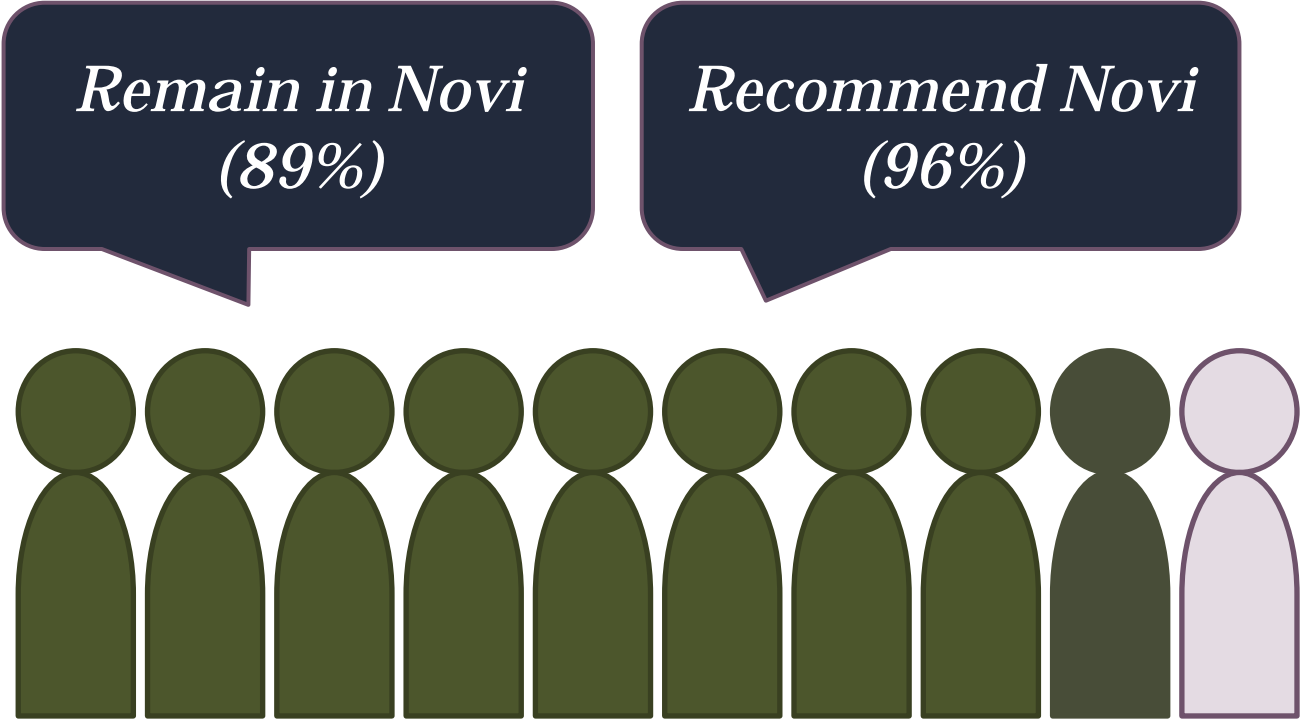
Quality of Life Trends

Overall quality of life

Place to retire



Quality of Life



Percent very likely or somewhat likely

Key
Finding
#2

Residents value Safety



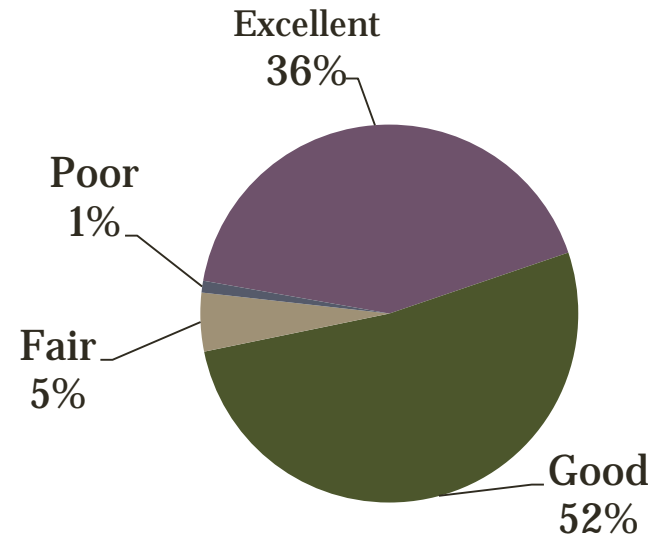
Feelings of Safety



■ Percent very or somewhat safe

Similar to the National and custom benchmarks

Overall Feeling of Safety



Safety Services

Fire

EMS

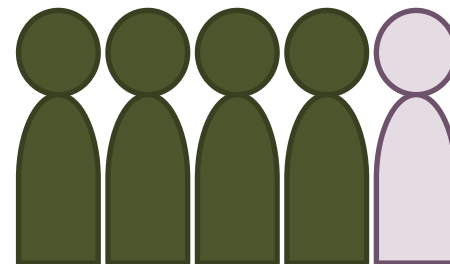
Police

Crime prevention

Fire prevention

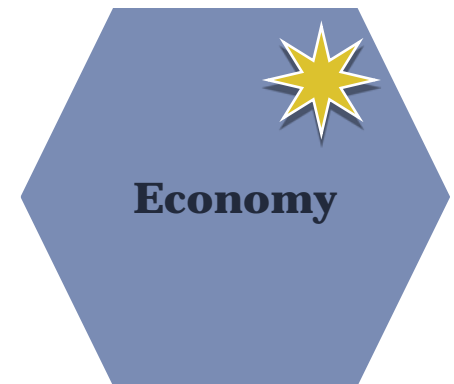
4 in 5

excellent or good

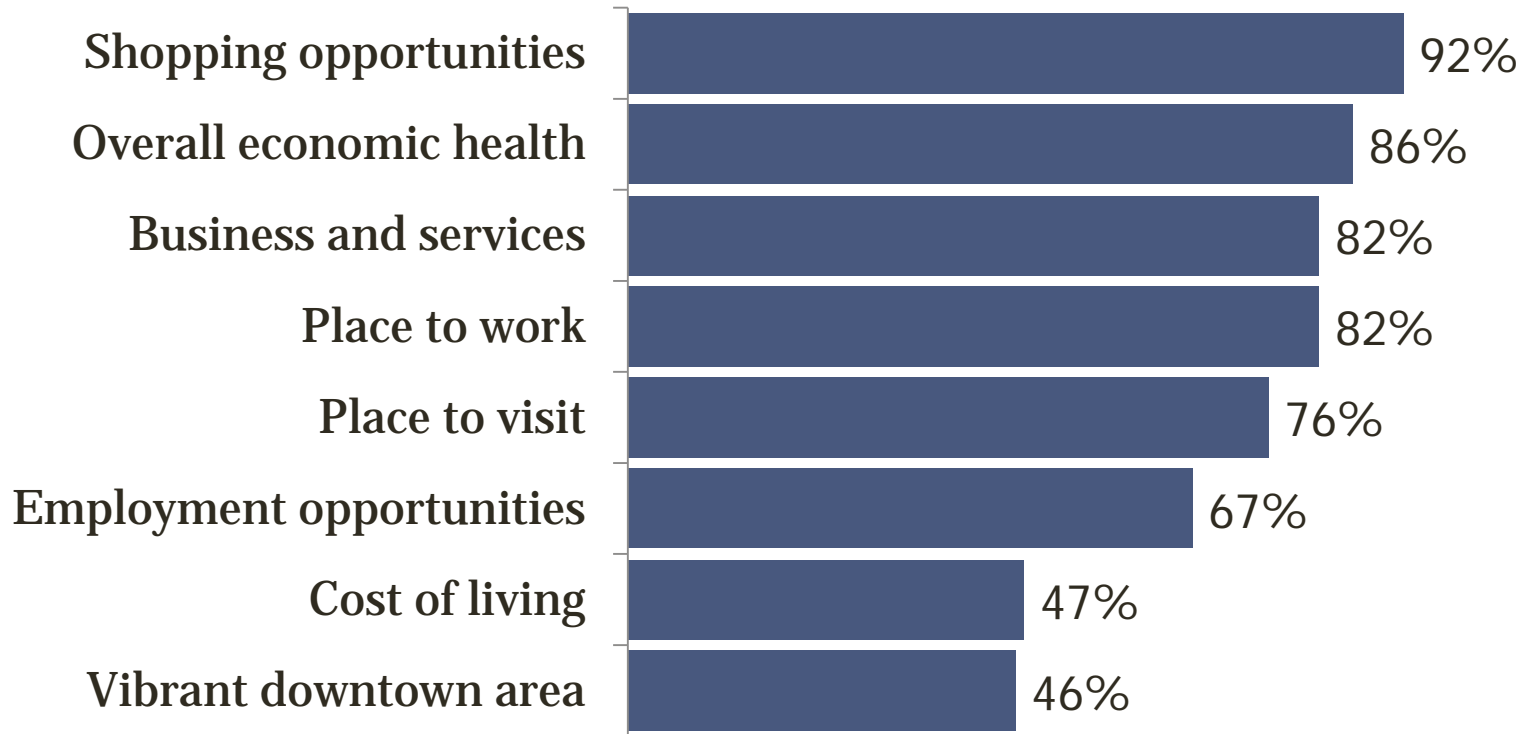


Key
Finding
#3

**The Economy is
strong and
important**

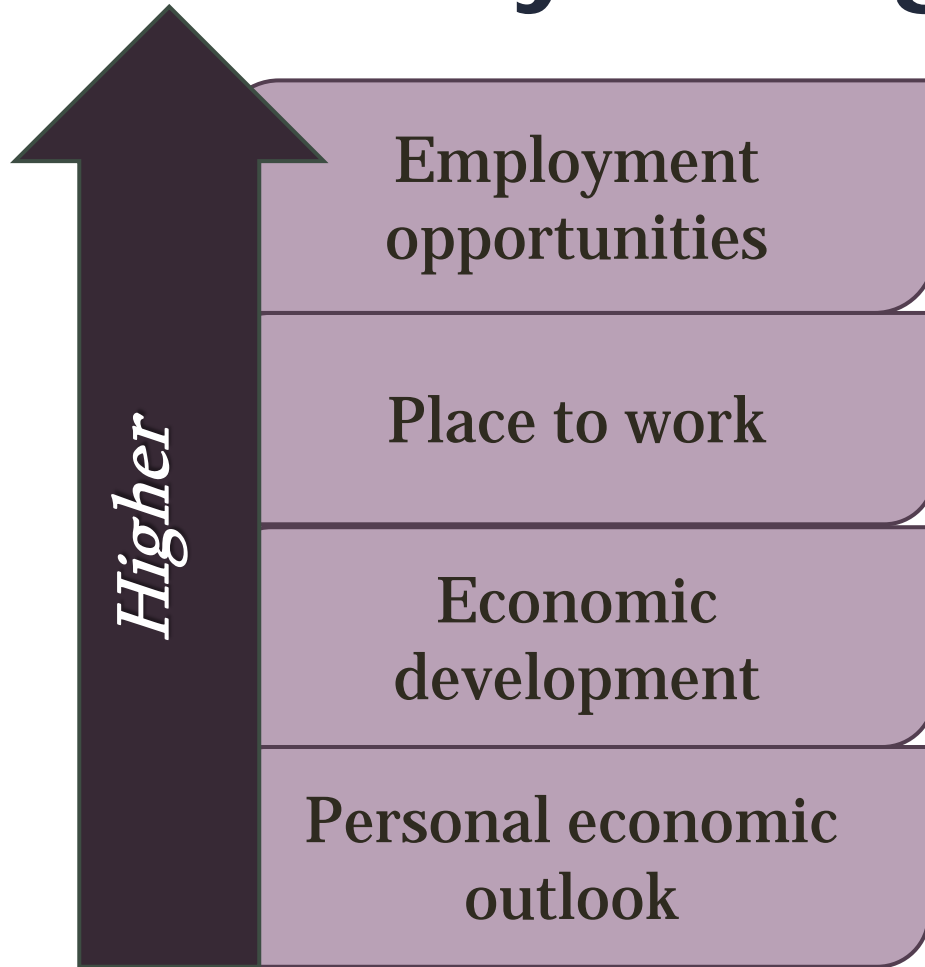


Aspects of Economy



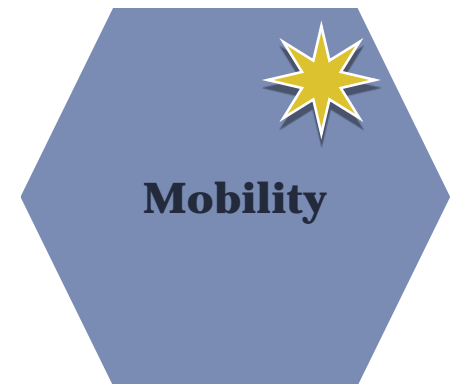
Percent excellent or good

Economy Ratings Increased

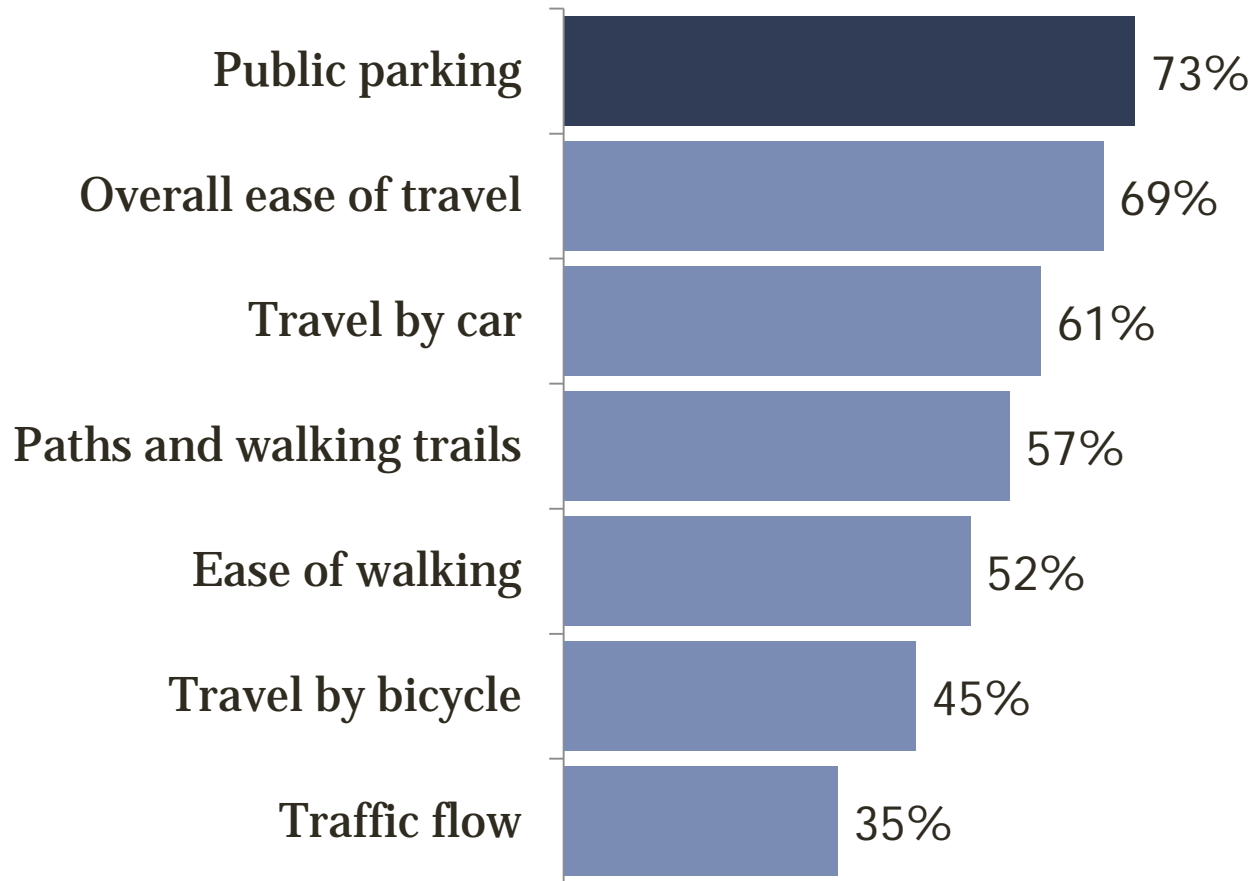


Key
Finding
#4

**Mobility is a top
priority with room
for improvement**



Aspects of Mobility

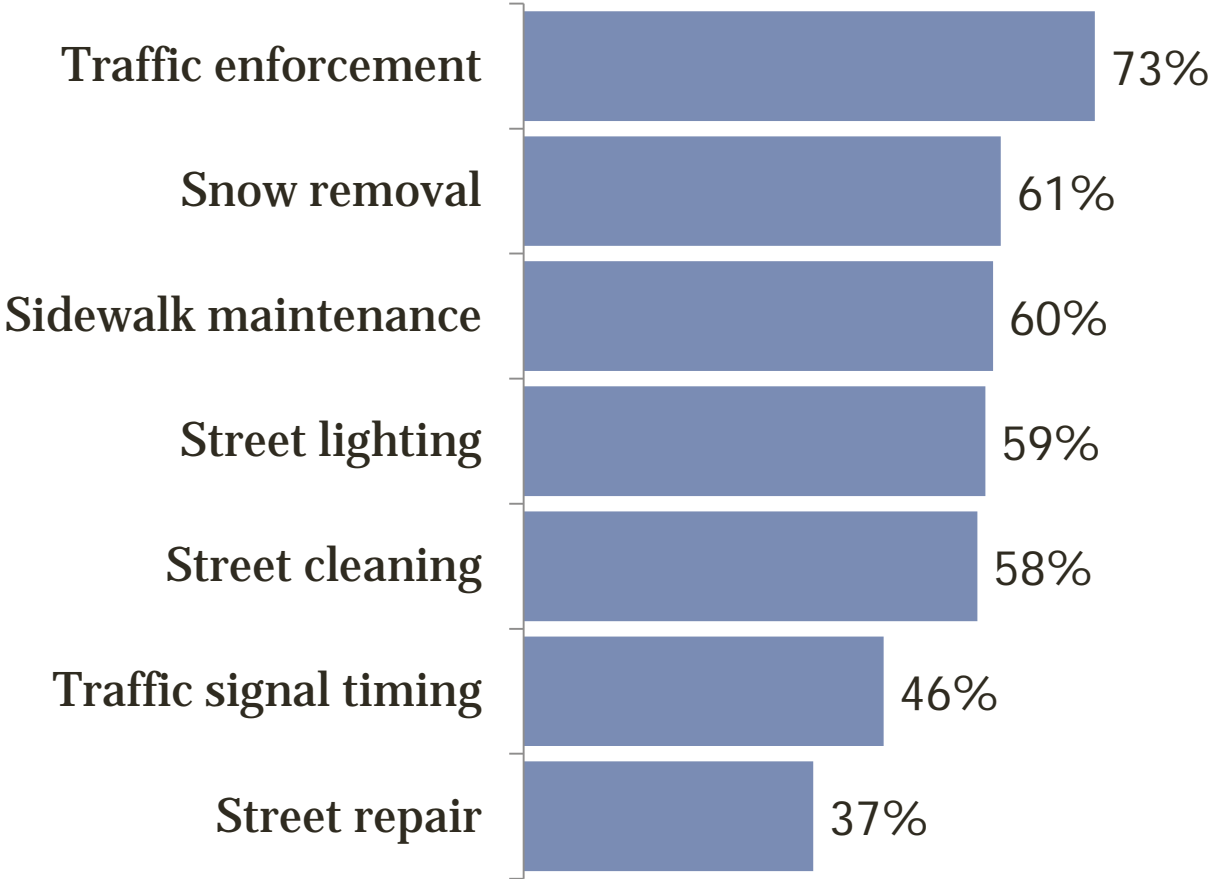


Comparison to national benchmark:

■ Higher ■ Similar ■ Lower

Percent excellent or good

Mobility Services

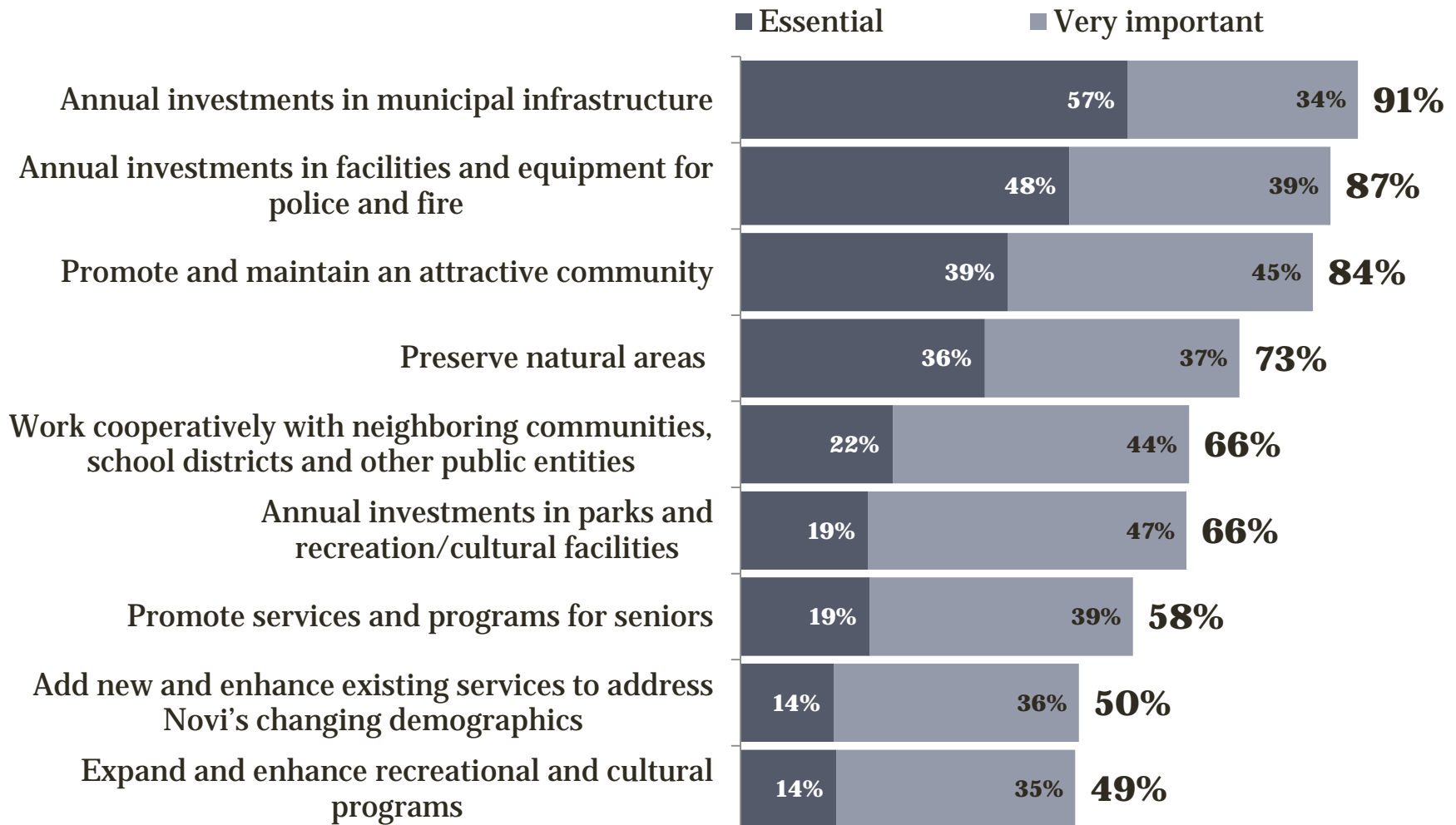


Comparison to national benchmark:
■ Higher ■ Similar ■ Lower

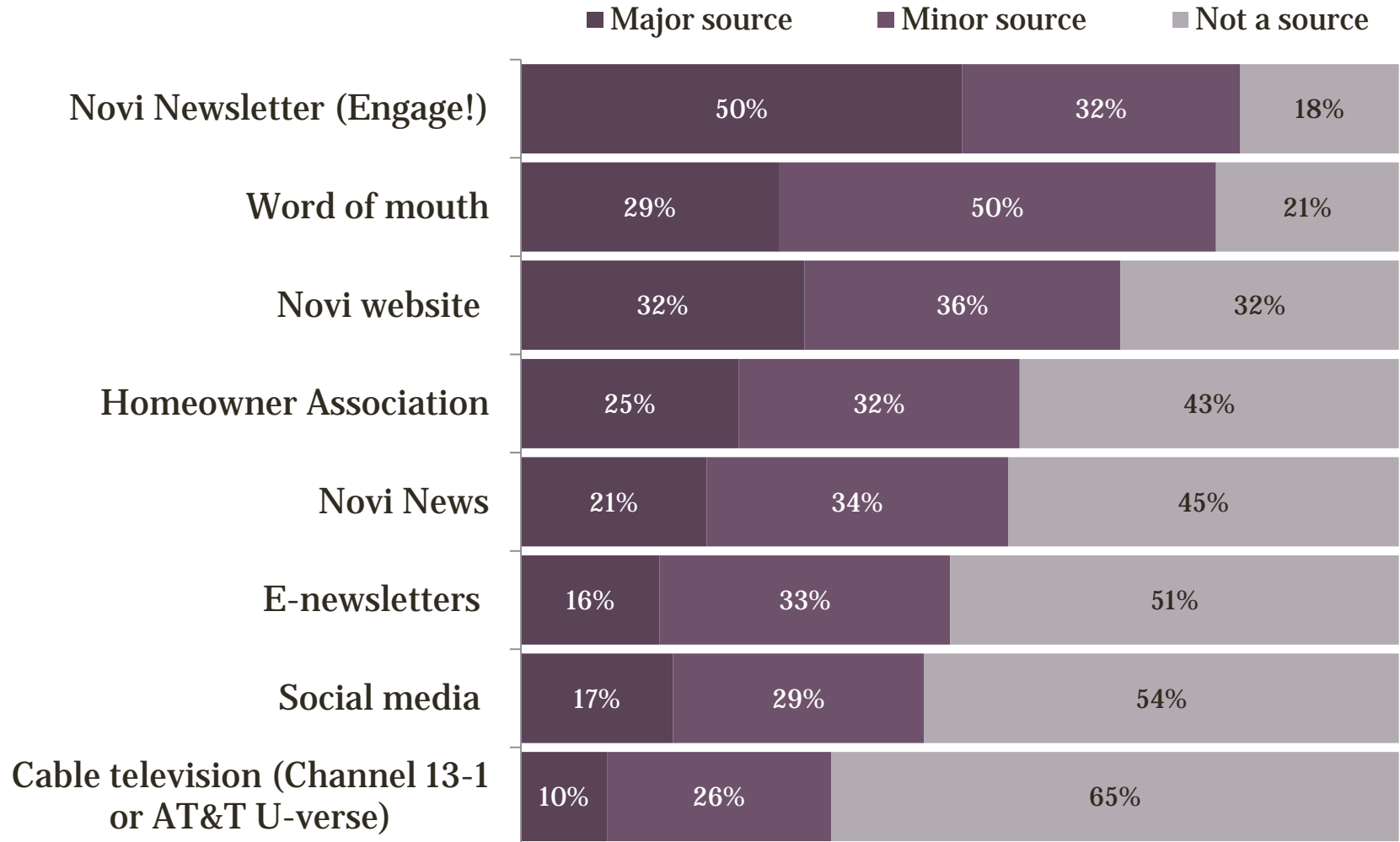
Percent excellent or good

Special Topics

City Priorities



Information Sources



Conclusions

- Residents continue to enjoy an exceptional quality of life
- Residents value Safety
- The Economy continues to be a strong and important community feature
- Mobility identified as a top priority and shows room for improvement

Questions?

THE NCSTM
The National Citizen SurveyTM

Thank you!

National Research Center, Inc.

2955 Valmont Road Suite 300

Boulder, CO 80301

303-444-7863 • nrc@n-r-c.com

www.n-r-c.com



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