Novi, Michigan

Summary of Findings
January, 2009

The National Citizen Survey™

(The NCS) Background

- ICMA/NRC initiative
  - Turnkey omnibus citizen survey service
  - Benchmark comparisons
  - Over 200 participants in The NCS in over 40 states
  - Over 500 jurisdictions in full database
Uses of Survey Results

Results can be used to:

- Inform budget, land use, strategic planning decisions
- Benchmark service ratings
- Measure government performance
- Monitor trends in resident opinion

Study Background and Methods

2008 Survey:
- Multi-contact mailed survey
- Representative sample of 1,200 residents and households
- 367 surveys returned; 33% response rate
- 5% margin of error
- Data statistically weighted to reflect population

2006 - The National Citizen Survey™
2007 - Community Assessment Survey of Older Adults (CASOA)™
Community Perception Ratings

Overall Quality of Community

- Novi as a place to live: 97%
- Overall Quality of life in Novi: 92%
- Neighborhood as a place to live: 86%

All were similar to 2006

Would recommend living in Novi to someone who asks: 92%

Remain in Novi for the next five years: 86%
Community Design

Transportation

- Ease of car travel: 64% (Above)
- Ease of walking: 50% (Below)
- Availability of paths and walking trails: 46% (Below)
- Traffic Flow on major streets: 44% (Similar, Above)
- Ease of bicycle travel: 39% (Below)

Percent "excellent" or "good" Compared to 2006

National Benchmark: Population 35,000 to 70,000 Benchmark
Transportation Services

- Amount of public parking: 68%
- Sidewalk maintenance: 61%
- Traffic signal timing: 54%

- Street cleaning: 64%
- Street lighting: 59%
- Snow removal: 60%
- Street repair: 50%

All above the national and custom benchmarks

Land Use and Zoning

- Overall quality of new development in Novi:
  - 2006: 78%
  - 2008: 73%

- Overall appearance of Novi:
  - 2006: 86%
  - 2008: 82%

All above the national and custom benchmarks
Economic Sustainability

Shopping opportunities: 94%
Overall Quality of businesses and service establishments: 85%
Novi as a place to work: 77%
Employment opportunities: 44%

Percent "excellent" or "good" - All above the national and custom benchmarks.
Public Safety

All above the national and custom benchmarks

- Neighborhood
  - During the day: 94%
  - After dark: 84%

- Downtown
  - During the day: 93%
  - After dark: 83%

From Violent Crime: 89%
From Environmental Hazards: 84%
From Property Crime: 78%

Safety Services

Highest rated for the City of Novi

- Fire services: 92%
- Ambulance/EMS services: 91%
- Police services: 88%
- Fire prevention and education: 88%

All above the national and custom benchmarks

Lowest rated

- Municipal courts: Above 77%
- Emergency preparedness: Similar 64%

Percent “excellent” or “good”

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Environmental Sustainability

- Cleanliness of Novi: 88% Above National Benchmark
- Quality of overall natural environment: 71% Similar Above National Benchmark
- Preservation of natural areas such as open space, farmlands and greenbelts: 56% Similar Above National Benchmark

78% Recycled used paper, cans or bottles from home

Similar to the benchmarks

Recreation and Wellness
Parks and Recreation

70% rated Recreation opportunities as “excellent” or “good”

City parks: Above 80%
Recreation programs or classes: Above 75%
Recreation centers or facilities: Above 75%

Above the national and custom benchmarks

Percent “excellent” or “good”

Culture, Arts and Education

Culture, Arts and Education

79% Cultural and Educational Opportunities
55% Opportunities to attend cultural activities

Percent “excellent” or “good”

All were similar to 2006

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### Community Inclusiveness

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percentage</th>
<th>Compared to Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novi as a place to raise children</td>
<td>95%</td>
<td>Above</td>
</tr>
<tr>
<td>Openness and acceptance of the community toward people of diverse backgrounds</td>
<td>83%</td>
<td>Above</td>
</tr>
<tr>
<td>Sense of community</td>
<td>74%</td>
<td>Above</td>
</tr>
<tr>
<td>Novi as a place to retire</td>
<td>59%</td>
<td>Similar</td>
</tr>
<tr>
<td>Availability of affordable quality child care</td>
<td>57%</td>
<td>Above</td>
</tr>
</tbody>
</table>

Percent “excellent” or “good”
Civic Activity

70% of respondents felt that opportunities to volunteer were "excellent" or "good".

68% of respondents felt that opportunities to participate in community matters were "excellent" or "good".

Above the benchmarks

Similar to the benchmarks
City of Novi Employees

<table>
<thead>
<tr>
<th>Service</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>89%</td>
</tr>
<tr>
<td>Courtesy</td>
<td>86%</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>84%</td>
</tr>
<tr>
<td>Overall impression</td>
<td>84%</td>
</tr>
</tbody>
</table>

All were similar to 2006

Public Trust

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall image or reputation of Novi</td>
<td>88%</td>
</tr>
<tr>
<td>The overall direction that Novi is taking</td>
<td>67%</td>
</tr>
<tr>
<td>Job Novi government does at welcoming citizen involvement</td>
<td>56%</td>
</tr>
<tr>
<td>Job Novi government does at listening to citizens</td>
<td>51%</td>
</tr>
<tr>
<td>Value of services for the taxes paid to Novi</td>
<td>51%</td>
</tr>
</tbody>
</table>

All were similar to 2006
From Data to Action

Resident priorities

Key Driver Analysis (KDA)
- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could "get the most bang for the buck"
Novi Action Chart™

Legend
Above Benchmark
Similar to Benchmark
Below Benchmark

Community Design
- Code enforcement
- Economic development
- Sidewalk maintenance
- Street lighting
- Traffic signal timing

Recruitment and Wellness
- City parks
- Library

Civic Engagement
- Cable television

Environmental Sustainability
- Drinking water
- Recycling
- Preservation of natural areas
- Sewer services
- Storm drainage

Public Safety
- Traffic enforcement
- Police services

Overall Quality of City of Novi Services

Policy Questions

The National Citizen Survey™

Novi City Council Presentation - January 26, 2009
Policy questions

Highest Rated Responses:

Please rate how important you think each of the following priorities should be to the City of Novi over the next five years:

85% Make annual investments in municipal infrastructure (i.e. roads, water and sewer)
84% Promote and maintain an attractive community
84% Make annual investments in facilities and equipment for police and fire

Please rate the following statements by circling the number that most clearly represents your opinion:

85% I would recommend Novi to friends as a place to live
81% I can envision living in Novi five years from now
48% If I were looking to purchase/rent a new home I would look exclusively in Novi

Percent “essential” or “very important”
Percent “strongly” or “somewhat” agree

Conclusions

Highlights

Safe desirable community
Strong services
Strong employees

Opportunities

Alternate modes of travel
Service value
Code enforcement
Economic future
Thank you!

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