Novi, Michigan

Summary of Findings
December 2010
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

The NCS was developed to provide a statistically valid survey of resident opinions about community and services provided by local government.
Uses of Survey Results

Results can be used to:

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

2010 Survey:
- Multi-contact mailed survey
- Representative sample of 1,200 residents and households
  ▲ 348 surveys returned; 31% response rate
- 5% margin of error
- Data statistically weighted to reflect population

2008 - The National Citizen Survey™
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: 94%
Overall Quality of life in Novi: 93%
Neighborhood as a place to live: 90%

Percent “excellent” or “good”

Would recommend living in Novi to someone who asks: 96%
Remain in Novi for the next five years: 85%

All were similar to 2008
Community Design
Transportation

Ease of car travel in Novi:
- 2006: 64%
- 2008: 65%
- 2010: 64%

Ease of bicycle travel in Novi:
- 2006: 34%
- 2008: 39%
- 2010: 46%

Ease of walking in Novi:
- 2006: 50%
- 2008: 50%
- 2010: 57%

Availability of paths and walking trails:
- 2006: 44%
- 2008: 46%
- 2010: 52%

Traffic flow on major streets:
- 2006: 44%
- 2008: 44%
- 2010: 44%

All were similar to 2008

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## Transportation Services

<table>
<thead>
<tr>
<th>Service</th>
<th>National Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of public parking</td>
<td>72%</td>
</tr>
<tr>
<td>Street cleaning</td>
<td>71%</td>
</tr>
<tr>
<td>Snow removal</td>
<td>63%</td>
</tr>
<tr>
<td>Street lighting</td>
<td>62%</td>
</tr>
<tr>
<td>Sidewalk maintenance</td>
<td>62%</td>
</tr>
<tr>
<td>Traffic signal timing</td>
<td>53%</td>
</tr>
<tr>
<td>Street repair</td>
<td>47%</td>
</tr>
<tr>
<td>Bus or transit services</td>
<td>43%</td>
</tr>
</tbody>
</table>

Percent “excellent” or “good”

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Housing

Availability of affordable quality housing:
- 2006: 39%
- 2008: 57%
- 2010: 69%

Variety of housing options:
- 2006: 0%
- 2008: 25%
- 2010: 75%

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Land Use and Zoning

- Land use, planning and zoning: 42% (2006), 54% (2008), 61% (2010)
- Code enforcement (weeds, abandoned buildings, etc.): 63% (2006), 69% (2008), 70% (2010)

Both were similar to 2008

Much above the national benchmark

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Economic Sustainability

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent “excellent” or “good”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping opportunities</td>
<td>95%</td>
</tr>
<tr>
<td>Overall Quality of business and service establishments</td>
<td>85%</td>
</tr>
<tr>
<td>Novi as a place to work</td>
<td>77%</td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>50%</td>
</tr>
</tbody>
</table>

What impact, if any, do you think the economy will have on your family income in the next 6 months?

Much above the national benchmark

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Public Safety
Public Safety

All above the national benchmark

Neighborhood

Downtown

During the day

97%

96%

87%

83%

After dark

From Violent Crime

92%

From Environmental Hazards

88%

From Property Crime

78%

Felt “very” or “somewhat” safe

All were similar to 2008

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# Safety Services

<table>
<thead>
<tr>
<th>Service</th>
<th>National Benchmark</th>
<th>Percent “excellent” or “good”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambulance/ EMS services</td>
<td>98%</td>
<td>Much above</td>
</tr>
<tr>
<td>Fire services</td>
<td>97%</td>
<td>Above</td>
</tr>
<tr>
<td>Police services</td>
<td>92%</td>
<td>Much above</td>
</tr>
<tr>
<td>Fire prevention and education</td>
<td>85%</td>
<td>Above</td>
</tr>
<tr>
<td>Crime prevention</td>
<td>85%</td>
<td>Much above</td>
</tr>
<tr>
<td>Traffic enforcement</td>
<td>77%</td>
<td>Much above</td>
</tr>
<tr>
<td>Emergency preparedness</td>
<td>74%</td>
<td>Above</td>
</tr>
</tbody>
</table>

Percent “excellent” or “good”

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Environmental Sustainability

Cleanliness of Novi: 93% (Much above)

Quality of overall natural environment: 81% (Above)

Preservation of natural areas such as open space, farmlands and greenbelts: 73% (Much above)

Percent “excellent” or “good”

69% percent of respondents had recycled used paper, cans or bottles from home

Much less than the benchmark

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Recreation and Wellness
Parks and Recreation

71% rated Recreation opportunities as “excellent” or “good”

- City parks: Similar to 2008, 81% rated as “excellent” or “good”
- Recreation programs or classes: Above the national benchmark, 77% rated as “excellent” or “good”
- Recreation centers or facilities: Above the national benchmark, 76% rated as “excellent” or “good”

All were similar to 2008

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Culture, Arts and Education

Both were similar to 2008

Percent “excellent” or “good”
Cultural and Education Services

- **Public schools**: 89% in 2010, 88% in 2008, 90% in 2006
- **Public library services**: 94% in 2010, 84% in 2008, 77% in 2006

= Compared to 2008

Much above the national benchmark

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Community and Civic Engagement
Community Quality and Inclusiveness

<table>
<thead>
<tr>
<th>Category</th>
<th>2006</th>
<th>2008</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sense of community</td>
<td></td>
<td></td>
<td>74%</td>
</tr>
<tr>
<td>Openness and acceptance of the community towards people of</td>
<td></td>
<td></td>
<td>83%</td>
</tr>
<tr>
<td>diverse backgrounds</td>
<td></td>
<td></td>
<td>79%</td>
</tr>
<tr>
<td>Availability of affordable quality child care</td>
<td></td>
<td>57%</td>
<td>71%</td>
</tr>
<tr>
<td>Novi as a place to raise children</td>
<td></td>
<td>52%</td>
<td>92%</td>
</tr>
<tr>
<td>Novi as a place to retire</td>
<td></td>
<td>59%</td>
<td>70%</td>
</tr>
</tbody>
</table>

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Civic Activity

75% of respondents felt that opportunities to participate in community matters were “excellent” or “good”

Much above the benchmark

73% of respondents felt that opportunities to volunteer were “excellent” or “good”

Above the benchmark

Both were similar to 2008

Percent “excellent” or “good”
Public Trust

The value of services for the taxes paid to Novi

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2008</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>51%</td>
<td>56%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Services provided by City of Novi

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2008</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services</td>
<td>80%</td>
<td>81%</td>
<td>88%</td>
</tr>
</tbody>
</table>

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City of Novi Employees

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>92%</td>
</tr>
<tr>
<td>courtesy</td>
<td>90%</td>
</tr>
<tr>
<td>overall impression</td>
<td>87%</td>
</tr>
<tr>
<td>responsiveness</td>
<td>85%</td>
</tr>
</tbody>
</table>

All were similar to 2008

Percent “excellent” or “good”

Much above the national benchmark
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”

- Trendline data
- National Benchmark Comparisons
- “Key Drivers”
Novi 2010 Action Chart™

Overall Quality of City of Novi Services

Community Design
- Sidewalk Maintenance
- Street lighting
- Traffic signal timing
- Street repair
- Snow removal
- Street cleaning

Public Safety
- Traffic enforcement
- Police services

Recreation and Wellness
- City parks
- Library

Environmental Sustainability
- Garbage collection
- Preservation of natural areas
- Recycling
- Storm drainage

Civic Engagement
- Cable television

Legend
- Above Benchmark
- Similar to Benchmark
- Below Benchmark
- Key Driver
- Rating increase
- Rating decrease

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Policy Questions
### Policy questions

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:

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percent “essential” or “very important”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make annual investments in municipal infrastructure (i.e. roads, water and sewer)</td>
<td>87%</td>
</tr>
<tr>
<td>Promote and maintain an attractive community</td>
<td>79%</td>
</tr>
<tr>
<td>Make annual investments in facilities and equipment for police and fire</td>
<td>75%</td>
</tr>
<tr>
<td>Work cooperatively with neighboring communities, school districts and other public entities</td>
<td>63%</td>
</tr>
<tr>
<td>Preserve natural areas (including open spaces, wetlands and woodlands)</td>
<td>63%</td>
</tr>
<tr>
<td>Make annual investments in parks and recreation/cultural facilities</td>
<td>53%</td>
</tr>
<tr>
<td>Adjust new and existing services to address Novi’s changing demographics</td>
<td>49%</td>
</tr>
<tr>
<td>Promote services and programs for seniors</td>
<td>48%</td>
</tr>
<tr>
<td>Expand and enhance recreational and cultural programs</td>
<td>46%</td>
</tr>
</tbody>
</table>
### Policy questions

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percent “strongly” or “somewhat” agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would recommend Novi to friends as a place to live</td>
<td>87%</td>
</tr>
<tr>
<td>I can envision living in Novi five years from now</td>
<td>79%</td>
</tr>
<tr>
<td>If I were looking to purchase/rent a new home I would look exclusively in Novi</td>
<td>75%</td>
</tr>
</tbody>
</table>

Have you or anyone in your household been trained in CPR (Cardiopulmonary Resuscitation)?

<table>
<thead>
<tr>
<th>Training Period</th>
<th>Percent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, in the last five years</td>
<td>39%</td>
</tr>
<tr>
<td>Yes, more than five years ago</td>
<td>36%</td>
</tr>
<tr>
<td>Never</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

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Subgroup Comparisons of Results

- **Geographic Subgroups**
  - North of I-96
  - South of I-96, West of Novi Rd
  - South of I-96, East of Novi Rd

- **Demographic subgroups**
  - Number of years in Novi
  - Annual household income
  - Age
  - Gender
Conclusions

Highlights

- Affordable housing
- Highly rated city services and increased perceived value of services
- Library Services

Opportunities

- North of I-96
- Alternate modes of transportation
- Recycling
Thank you!

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