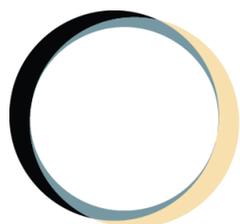


THE NCSTM
The National Citizen SurveyTM

Novi, MI

Community Livability Report

2014



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

- About..... 1
- Quality of Life in Novi..... 2
- Community Characteristics 3
- Governance 5
- Participation 7
- Special Topics..... 9
- Conclusions 12

About

The National Citizen Survey™ (The NCS) report is about the “livability” of Novi. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

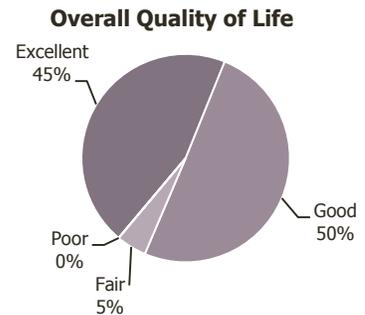
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 323 residents of the City of Novi. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Novi

Almost all residents rated the quality of life in Novi as excellent or good. This rating was higher than ratings seen in comparison communities (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

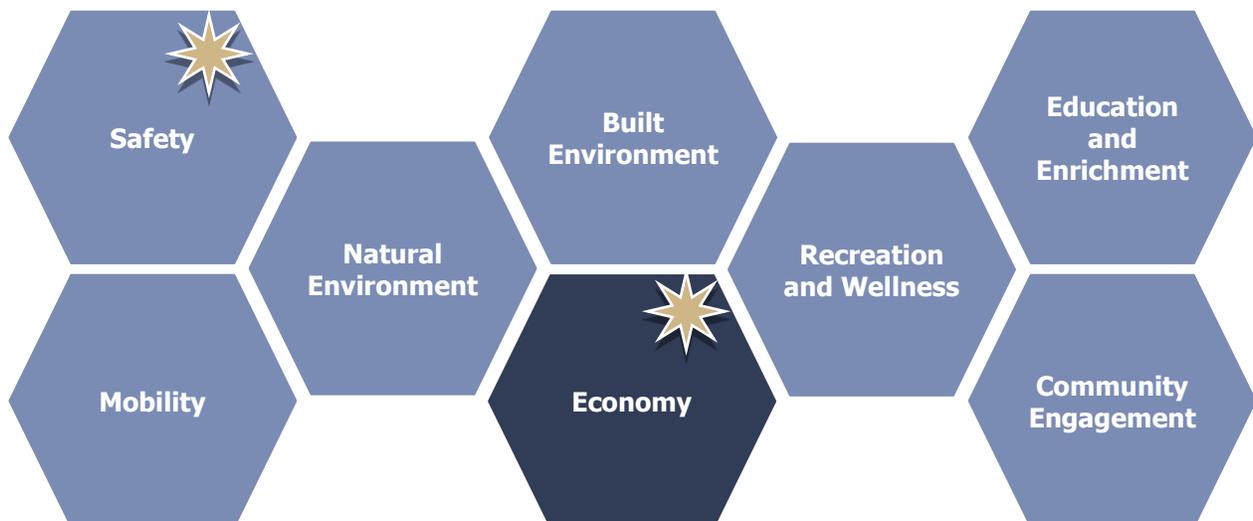
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Novi community in the coming two years. It is noteworthy that Novi residents gave especially strong ratings within the face of Economy. Ratings for Safety, Mobility, Natural Environment, Built Environment, Recreation and Wellness, Education and Enrichment and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Novi’s unique questions.

Legend

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

★ Most important



Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Novi, 98% rated the City as an excellent or good place to live. Respondents' ratings of Novi as a place to live were higher than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Novi as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Novi and its overall appearance. At least 9 in 10 residents gave excellent or good ratings to the overall image of Novi, Novi as a place to children and to the overall appearance of Novi. These ratings were all higher than in comparison communities across the nation. A majority gave positive ratings to Novi as a place to retire and to their neighborhoods; these ratings were similar to ratings in comparison communities.

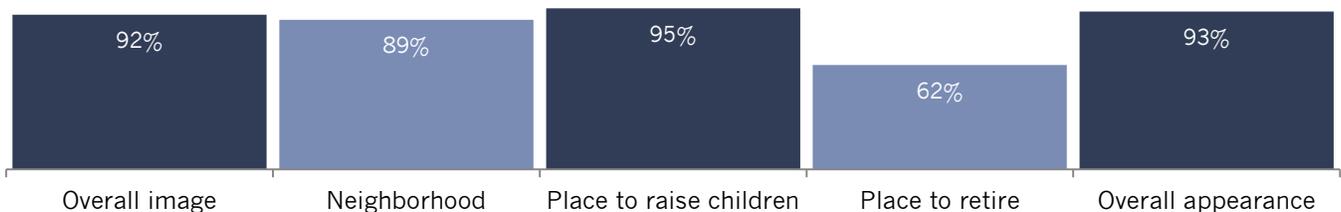
Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. All aspects of Community Livability received positive ratings that were similar to or higher than comparison communities. Aspects of Safety received the highest ratings with nearly all respondents rating each aspect positively. At least 9 in 10 respondents gave ratings of excellent or good to the cleanliness of Novi, air quality, overall economic health, shopping opportunities, education and enrichment opportunities and K-12 education. About half of Novi's residents gave positive ratings to several aspects of Mobility including paths and walking trails, ease of walking, travel by bicycle and traffic flow on major streets.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



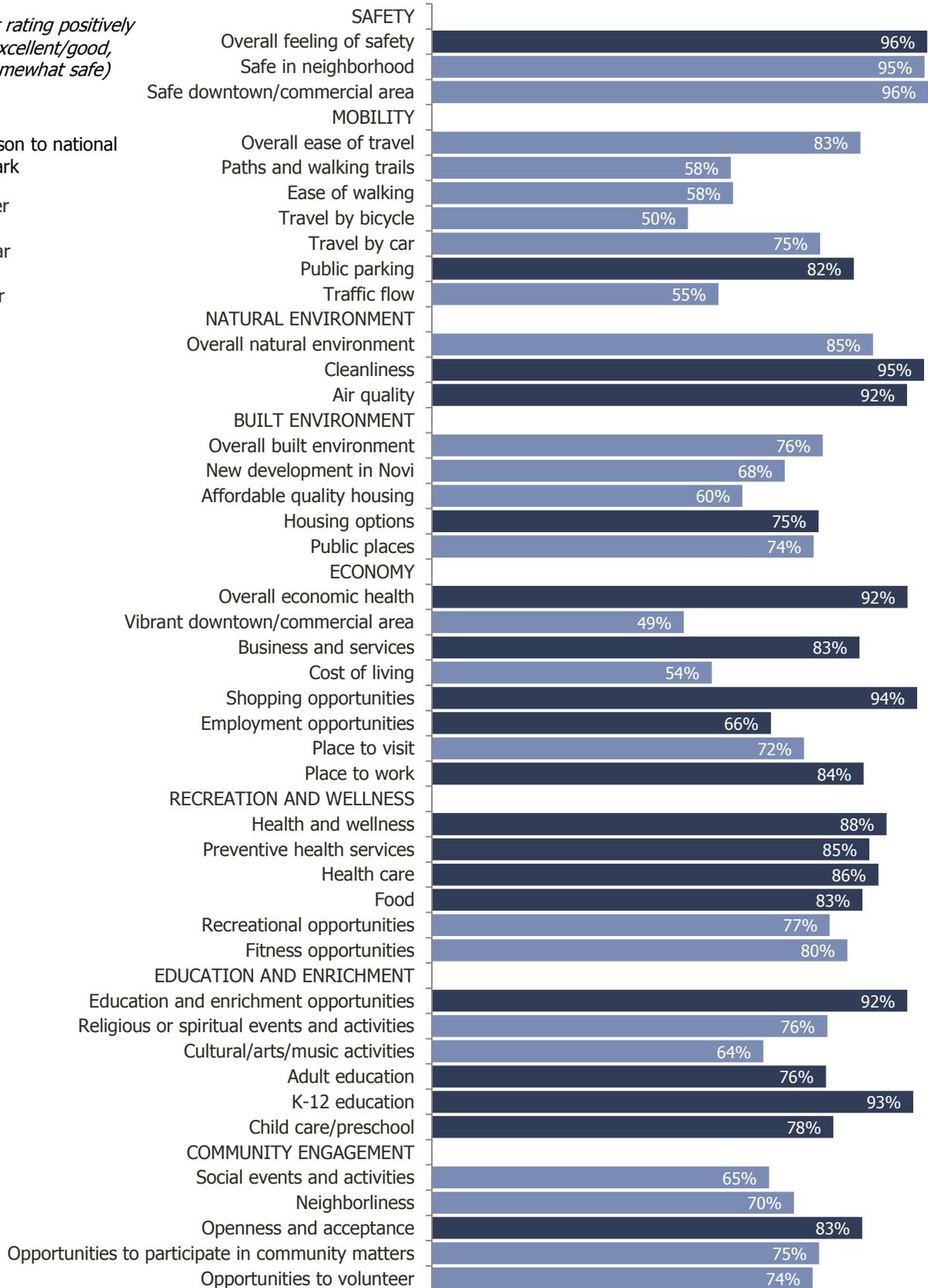
The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

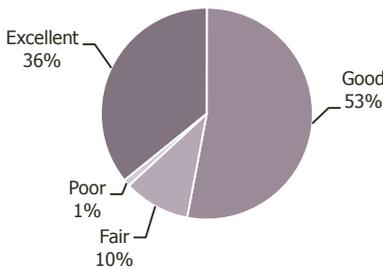
How well does the government of Novi meet the needs and expectations of its residents?

The overall quality of the services provided by Novi as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About 89% of respondents gave excellent or good ratings to the overall quality of City services, while only about 47% gave positive ratings to the quality of services provided by the Federal Government. Ratings for Novi’s overall services were higher than in comparison communities.

Survey respondents also rated various aspects of Novi’s leadership and governance. A majority gave excellent or good ratings to the value of services for taxes paid, the overall direction on Novi, welcoming citizen involvement, confidence in City government, acting in the best interest of Novi, being honest, treating all residents fairly and overall customer service. Almost all of these ratings were higher than ratings in comparison communities. Ratings for value of services for taxes paid and overall customer service were similar to the benchmark comparison.

Respondents evaluated over 30 individual services and amenities available in Novi. All aspects of Governance were rated as excellent or good by a majority of respondents and were at least similar to comparison communities. Ratings for police, crime prevention, traffic enforcement, land use, code enforcement, economic development, health services, public library services and public information were higher than in other communities across the nation. The highest rated aspects of Governance were fire services, ambulance or EMS services, fire prevention and public libraries. The lowest rated service was street repair.

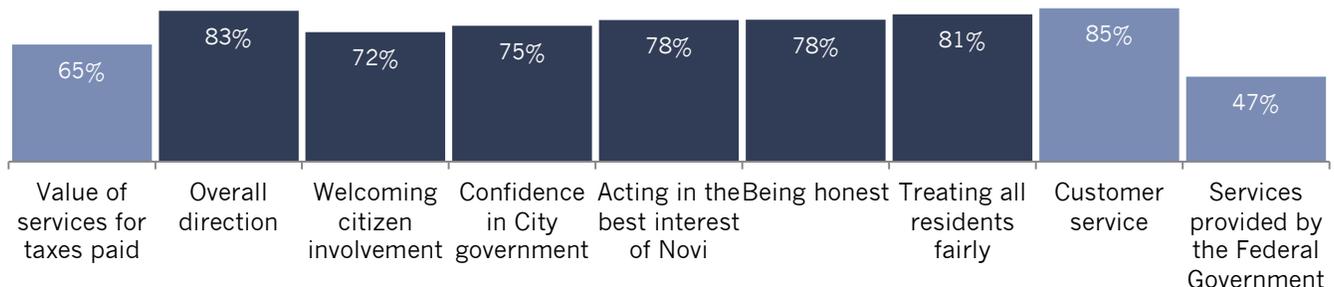
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



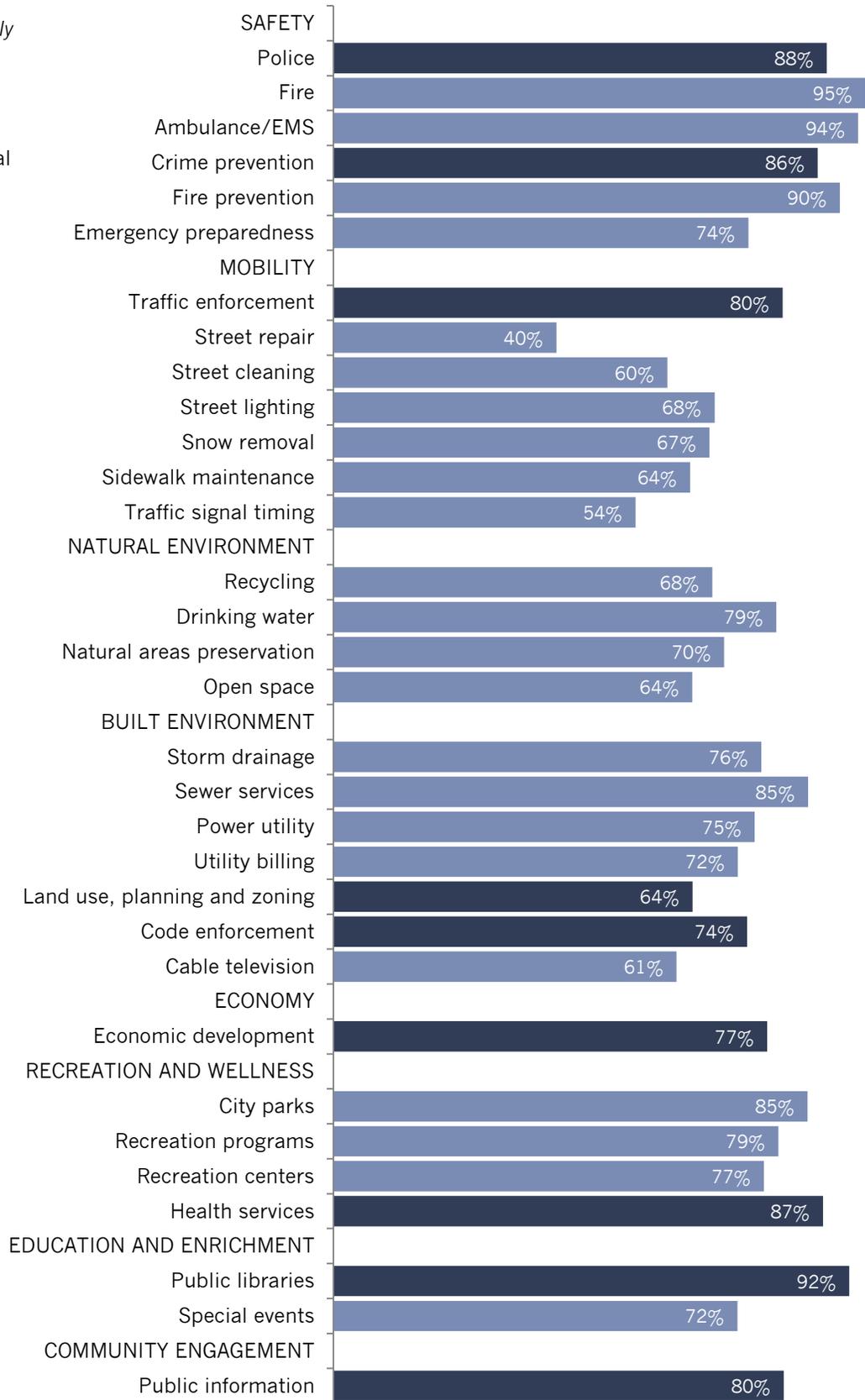
The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower

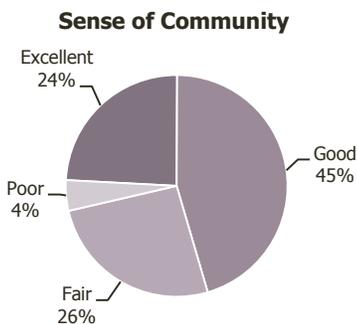


Participation

Are the residents of Novi connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. About 7 in 10 respondents rated the sense of community in Novi as excellent or good, this was a similar proportion as in comparison communities. Almost all residents reported that they would be likely to recommend living in Novi and that they planned to remain in Novi for the next five years. Only about one-third of respondents had contacted a City employee in the last 12 months.

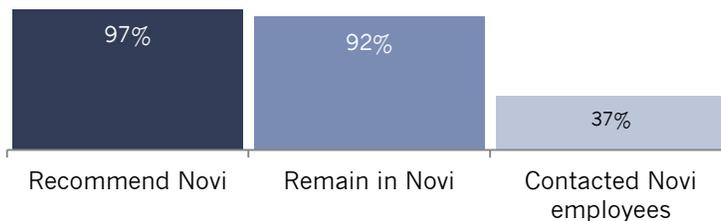
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Reported rates of Participation tended to vary. At least 8 in 10 residents reported that they had not been crime victims, had not reported a crime, had purchased goods or services in Novi, ate five portions of fruits and vegetables each day, participated in physical activity and talked to or visited with neighbors. Less than half reported that they had stocked supplies for an emergency, carpooled, worked in Novi, used Novi recreation centers, participated in religious or spiritual events or activities, attended a City-sponsored event, contacted Novi elected officials, volunteered, participated in a club or attended or watched a local public meeting. Most rates of Participation were similar to comparison communities, and a handful were lower. More residents in Novi than in comparison communities thought the economy would have a positive impact on their income in the coming months.



Percent rating positively
(e.g., very/somewhat likely,
yes)

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



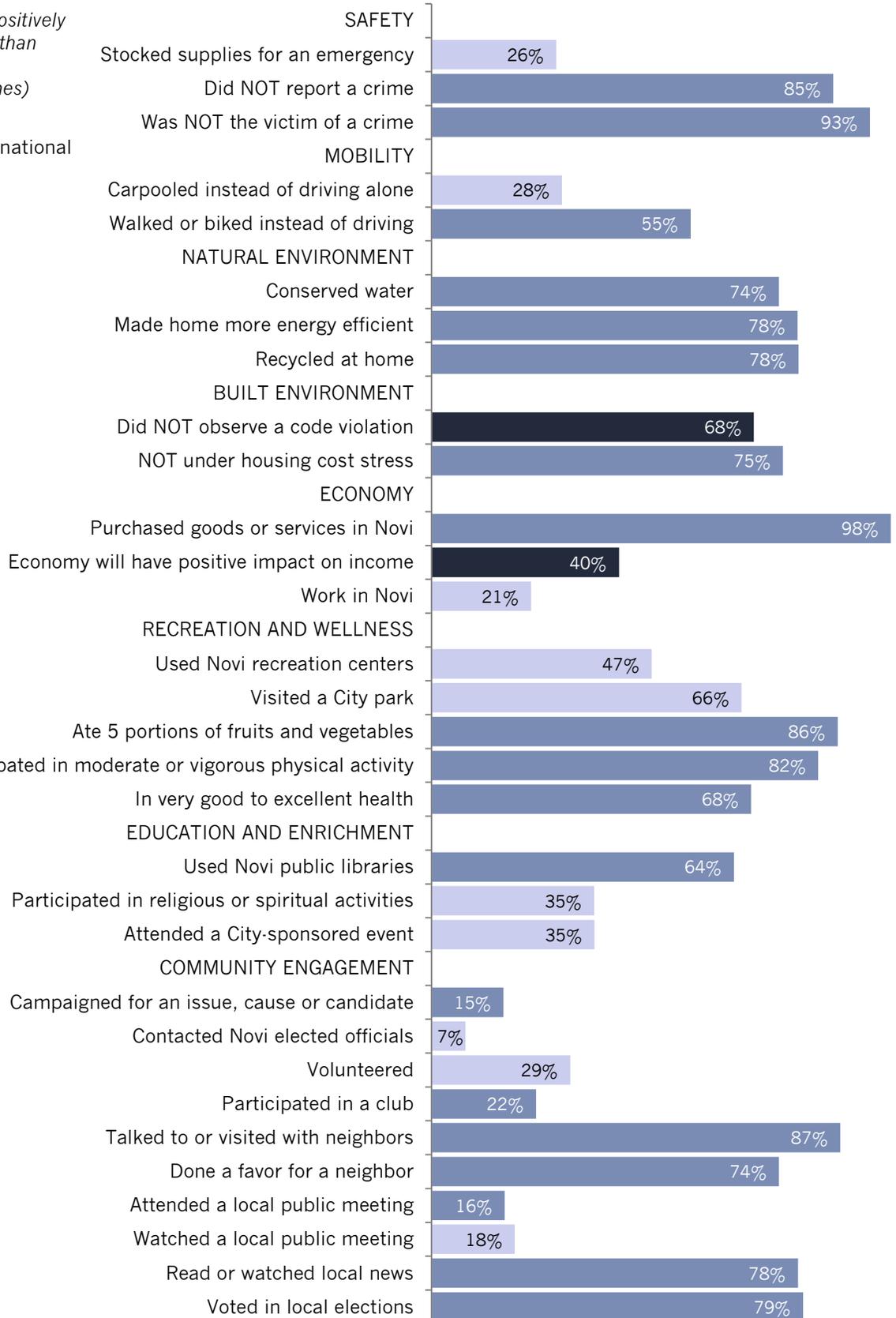
The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower

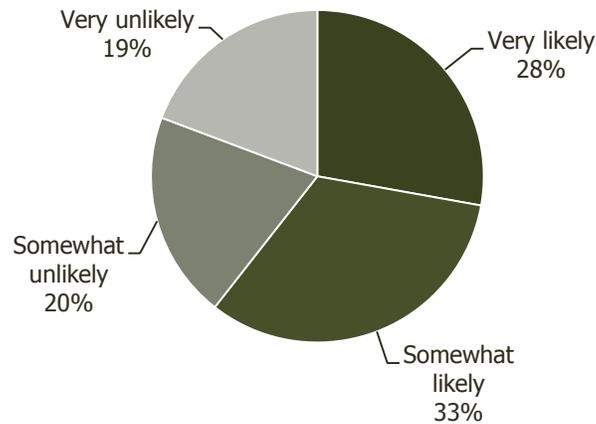


Special Topics

The City of Novi included questions of special interest on The NCS. The first question asked respondents to indicate their likelihood of renting or buying a home exclusively within Novi, if moving within the next five years. A majority indicated they would be likely to do so, and about 40% said they were unlikely to do so.

Figure 4: Renting/buying within Novi

Please indicate how likely or unlikely you are, if moving within the next five years, to consider renting or buying only within Novi.

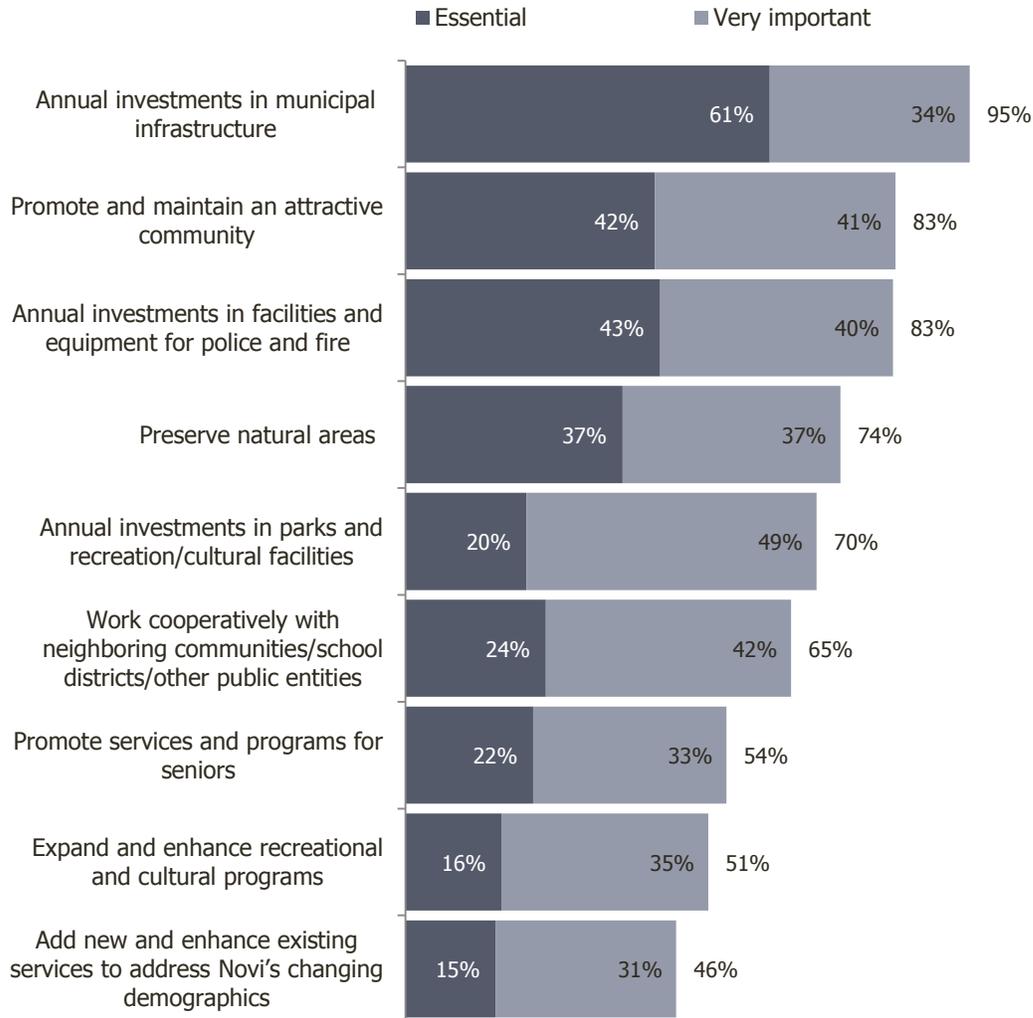


The National Citizen Survey™

The next custom question asked residents to rate a list of City priorities over the next five years. Almost all respondents gave high importance to annual investments in municipal infrastructure. Residents also placed high importance on promoting and maintaining an attractive community, annual investments in police and fire and preservation of natural areas. The item receiving the lowest importance ratings was adding new and enhancing existing services to address Novi’s changing demographics.

Figure 5: City Priorities

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:

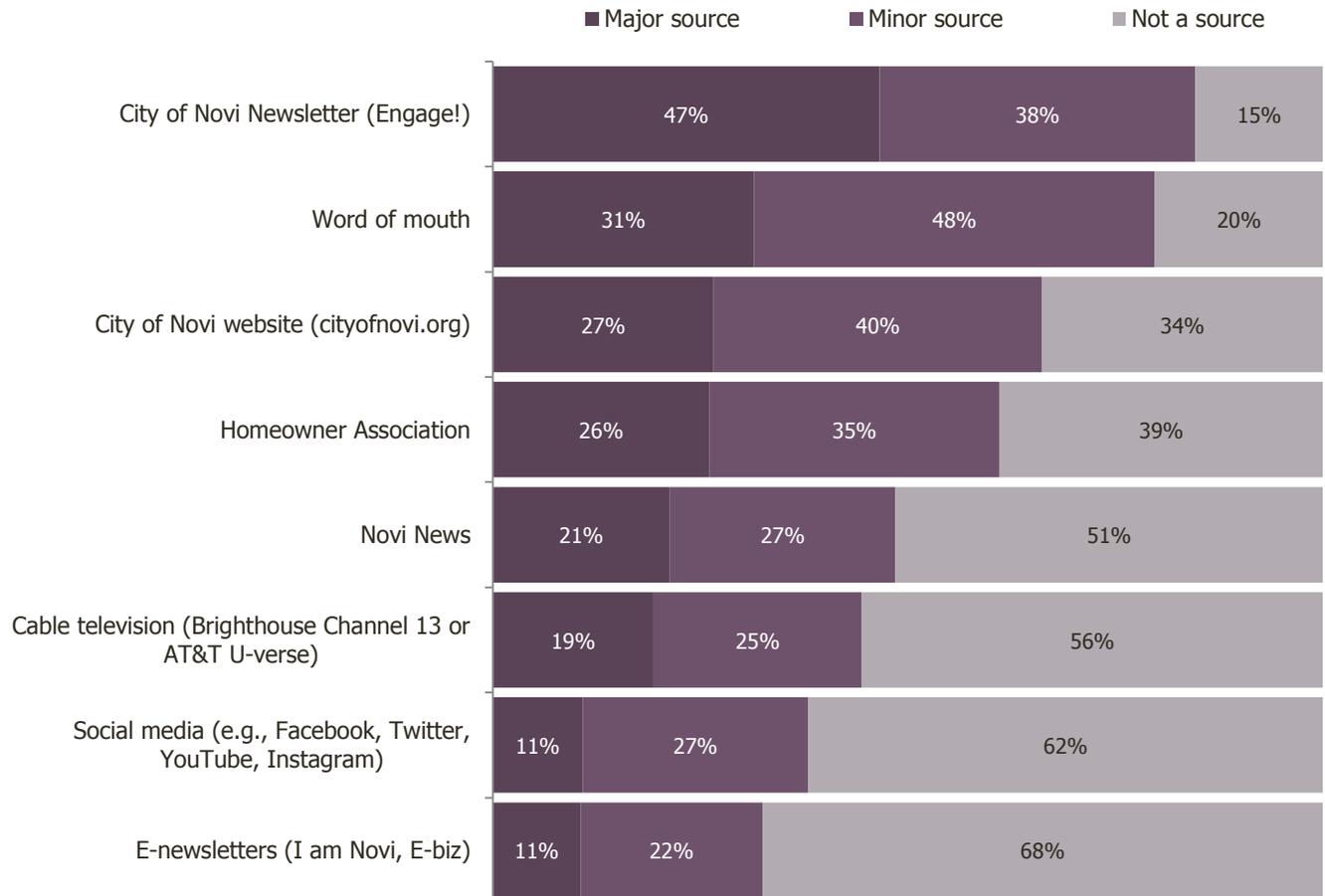


The National Citizen Survey™

The final custom question asked residents about different types of information sources. The City of Novi Newsletter (Engage!) was the most commonly cited source of information about the City, followed by word of mouth, the City of Novi website and homeowners associations. Less than half of respondents indicated that cable television, social media or e-newsletters were information sources they used.

Figure 6: Information Sources

Please indicate if each of the following is a major source, minor source, or not a source of information for you about the City of Novi and its activities:



Conclusions

Novi residents continue to enjoy an exceptional quality of life.

Almost all residents rated their overall quality of life as excellent or good and at least 9 in 10 would be likely to recommend Novi as a place to live and planned to remain in Novi. These high ratings remained stable from 2012 to 2014 (see the *Trends over Time* report under separate cover). Novi's overall appearance and overall image, along with the City as a place to live, neighborhoods as a place to live and to raise children received high ratings by about 9 in 10 residents. Most of the aspects that aid in community livability were rated positively and remained stable or from 2012 to 2014.

Residents feel safe in Novi.

Safety was an important feature of the community for residents and most residents wanted the City to continue to provide excellent safety services and amenities. At least 9 in 10 respondents felt safe overall, in their neighborhoods and in downtown/commercial areas. Residents rated safety services highly and most participants were not a victim of a crime or did not report a crime. A high number of respondents would like to see investments made in facilities and equipment for police and fire.

The Economy is important to the community.

Residents believe that the economy is an important community feature to focus on over the next two years. Almost all respondents felt very positive about the overall economic health of the community. Residents also gave high ratings to business and services in Novi, shopping opportunities and Novi as a place to work. Economic development services were rated highly and were higher than the benchmark. Ratings for employment opportunities and the percent of respondents who felt the economy would have a positive impact on their income were at an all-time high in 2014.