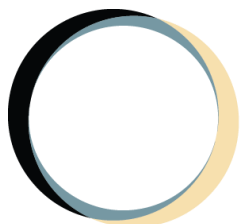


**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Novi, MI

Trends over Time  
2014



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# Summary

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 survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. 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). This report discusses trends over time, comparing the 2014 ratings for the City of Novi to its previous survey results in 2012, 2010, 2008 and 2006. Additional reports and technical appendices are available under separate cover.

Trend data for Novi represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2012 and 2014 surveys, otherwise the comparison between 2012 and 2014 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Novi for 2014 generally remained stable. Of the 84 items for which comparisons were available, 68 items were rated similarly in 2012 and 2014, 11 items showed a decrease in ratings and five showed an increase in ratings. Notable trends over time included the following:

- Survey respondents felt more positively about their personal economic future in 2014 than in past years, ratings for employment opportunities also received higher ratings in 2014.
- Fewer Novi residents reported that they had visited a City park, used Novi libraries or watched a local public meeting in 2014 than in 2012. However, more residents reported that they had voted in local elections in 2014 than in 2012.
- Within Community Characteristics, ratings decreased from 2012 to 2014 for the overall quality of new development in Novi, affordable quality housing and housing options while ratings for child care/preschool increased.
- Within Governance, ratings decreased for street repair, recycling and recreation centers. Respondents' ratings of services provided by the Federal Government increased from 2012 to 2014.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)					2014 rating compared to 2012	Comparison to benchmark				
	2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Overall quality of life	88%	92%	93%	92%	95%	Similar	Much above	Much above	Much above	Much above	Above
Overall image	88%	88%	89%	91%	92%	Similar	Much above	Much above	Much above	Much above	Above
Place to live	93%	97%	94%	97%	98%	Similar	Much above	Much above	Much above	Much above	Above
Neighborhood	88%	86%	90%	90%	89%	Similar	Much above	Much above	Much above	Much above	Similar
Place to raise children	92%	95%	92%	93%	95%	Similar	Much above	Much above	Much above	Much above	Above
Place to retire	55%	59%	70%	68%	62%	Similar	Below	Similar	Much above	Much above	Similar
Overall appearance	82%	86%	89%	91%	93%	Similar	Much above	Much above	Much above	Much above	Above

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Safety	Overall feeling of safety	NA	NA	NA	NA	96%	NA	NA	NA	NA	NA	Above
	Safe in neighborhood	97%	94%	97%	98%	95%	Similar	Much above	Much above	Above	Much above	Similar
	Safe downtown/commercial area	97%	93%	96%	96%	96%	Similar	Much above	Much above	Much above	Much above	Similar
	Overall ease of travel	NA	NA	NA	NA	83%	NA	NA	NA	NA	NA	Similar
	Paths and walking trails	NA	46%	52%	53%	58%	Similar	NA	Much below	Similar	Similar	Similar
	Ease of walking	45%	50%	57%	58%	58%	Similar	Much below	Below	Similar	Similar	Similar
	Travel by bicycle	34%	39%	46%	48%	50%	Similar	Much below	Below	Similar	Similar	Similar
Mobility	Travel by car	50%	64%	65%	72%	75%	Similar	Similar	Much above	Above	Much above	Similar
	Public parking	NA	NA	NA	NA	82%	NA	NA	NA	NA	NA	Above
	Traffic flow	27%	44%	44%	55%	55%	Similar	NA	Similar	Similar	Above	Similar
	Overall natural environment	NA	71%	81%	81%	85%	Similar	NA	Similar	Above	Above	Similar
Natural Environment	Cleanliness	NA	88%	93%	93%	95%	Similar	NA	Much above	Much above	Much above	Above
	Air quality	NA	NA	NA	NA	92%	NA	NA	NA	NA	NA	Above
Built Environment	Overall built environment	NA	NA	NA	NA	76%	NA	NA	NA	NA	NA	Similar
	New development in Novi	73%	78%	78%	77%	68%	Below	Much above	Much above	Much above	Much above	Similar
	Affordable quality housing	39%	57%	69%	70%	60%	Below	Similar	Much above	Much above	Much above	Similar
	Housing options	NA	83%	75%	83%	75%	Below	NA	Much above	Much above	Much above	Above

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
	Public places	NA	NA	NA	NA	74%	NA	NA	NA	NA	NA	Similar
Economy	Overall economic health	NA	NA	NA	NA	92%	NA	NA	NA	NA	NA	Much above
	Vibrant downtown/commercial area	NA	NA	NA	NA	49%	NA	NA	NA	NA	NA	Similar
	Business and services	NA	85%	85%	88%	83%	Similar	NA	Much above	Much above	Much above	Above
	Cost of living	NA	NA	NA	NA	54%	NA	NA	NA	NA	NA	Similar
	Shopping opportunities	95%	94%	95%	95%	94%	Similar	Much above	Much above	Much above	Much above	Much above
	Employment opportunities	45%	44%	50%	55%	66%	Above	Much above	Much above	Much above	Much above	Much above
	Place to visit	NA	NA	NA	NA	72%	NA	NA	NA	NA	NA	Similar
	Place to work	73%	77%	77%	83%	84%	Similar	Much above	Much above	Much above	Much above	Much above
Recreation and Wellness	Health and wellness	NA	NA	NA	NA	88%	NA	NA	NA	NA	NA	Above
	Preventive health services	NA	76%	84%	85%	85%	Similar	NA	Much above	Much above	Much above	Above
	Health care	72%	71%	83%	81%	86%	Similar	Much above	Much above	Much above	Much above	Above
	Food	79%	81%	86%	83%	83%	Similar	Much above	Much above	Much above	Much above	Above
	Recreational opportunities	68%	70%	71%	80%	77%	Similar	Much above	Above	Above	Much above	Similar
	Fitness opportunities	NA	NA	NA	NA	80%	NA	NA	NA	NA	NA	Similar
Education and Enrichment	Religious or spiritual events and activities	NA	74%	77%	83%	76%	Similar	NA	Similar	Similar	Above	Similar
	Cultural/arts/music activities	59%	55%	60%	74%	64%	Below	Above	Similar	Above	Much above	Similar
	Adult education	NA	NA	NA	NA	76%	NA	NA	NA	NA	NA	Above
	K-12 education	90%	88%	89%	92%	93%	Similar	Much above	Much above	Much above	Much above	Above
	Child care/preschool	52%	57%	71%	68%	78%	Above	Similar	Much above	Much above	Much above	Above
Community Engagement	Social events and activities	NA	60%	71%	80%	65%	Below	NA	Above	Above	Much above	Similar
	Neighborliness	NA	NA	NA	NA	70%	NA	NA	NA	NA	NA	Similar
	Openness and acceptance	79%	83%	78%	85%	83%	Similar	Much above	Much above	Much above	Much above	Above

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	Percent rating positively (e.g., excellent/good, very/somewhat safe)					2014 rating compared to 2012	Comparison to benchmark				
	2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Opportunities to participate in community matters	NA	68%	75%	73%	75%	Similar	NA	Above	Much above	Much above	Similar
Opportunities to volunteer	NA	70%	73%	76%	74%	Similar	NA	Similar	Above	Above	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)					2014 rating compared to 2012	Comparison to benchmark				
	2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Services provided by Novi	81%	80%	88%	90%	89%	Similar	Above	Much above	Much above	Much above	Above
Customer service	83%	84%	87%	89%	85%	Similar	Much above	Much above	Much above	Much above	Similar
Value of services for taxes paid	56%	51%	63%	69%	65%	Similar	Similar	Below	Above	Much above	Similar
Overall direction	62%	67%	72%	80%	83%	Similar	Above	Above	Much above	Much above	Above
Welcoming citizen involvement	62%	56%	59%	72%	72%	Similar	Above	Similar	Above	Much above	Above
Confidence in City government	NA	NA	NA	NA	75%	NA	NA	NA	NA	NA	Above
Acting in the best interest of Novi	NA	NA	NA	NA	78%	NA	NA	NA	NA	NA	Above
Being honest	NA	NA	NA	NA	78%	NA	NA	NA	NA	NA	Above
Treating all residents fairly	NA	NA	NA	NA	81%	NA	NA	NA	NA	NA	Above
Services provided by the Federal Government	42%	36%	40%	38%	47%	Above	Similar	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

	Percent rating positively (e.g., excellent/good)					2014 rating compared to 2012	Comparison to benchmark					
	2006	2008	2010	2012	2014		2006	2008	2010	2012	2014	
Safety	Police	87%	88%	92%	93%	88%	Similar	Much above	Much above	Much above	Much above	Above
	Fire	93%	92%	97%	95%	95%	Similar	Much above	Above	Above	Much above	Similar
	Ambulance/EMS	90%	91%	98%	93%	94%	Similar	Much above	Much above	Much above	Much above	Similar
	Crime prevention	86%	79%	85%	89%	86%	Similar	Much above	Much above	Much above	Much above	Above
	Fire prevention	85%	88%	85%	90%	90%	Similar	Much above	Much above	Above	Much above	Similar

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		Percent rating positively (e.g., excellent/good)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
	Emergency preparedness	NA	64%	74%	78%	74%	Similar	NA	Similar	Above	Much above	Similar
Mobility	Traffic enforcement	75%	81%	77%	77%	80%	Similar	Much above	Much above	Much above	Much above	Above
	Street repair	51%	50%	47%	51%	40%	Below	Above	Similar	Similar	Similar	Similar
	Street cleaning	60%	64%	71%	66%	60%	Similar	Similar	Similar	Above	Similar	Similar
	Street lighting	56%	59%	62%	64%	68%	Similar	Similar	Similar	Similar	Similar	Similar
	Snow removal	63%	60%	63%	70%	67%	Similar	Similar	Similar	Similar	Above	Similar
	Sidewalk maintenance	57%	61%	62%	68%	64%	Similar	Above	Much above	Much above	Much above	Similar
	Traffic signal timing	46%	54%	53%	57%	54%	Similar	Similar	Above	Similar	Above	Similar
Natural Environment	Recycling	66%	65%	70%	75%	68%	Below	Much below	Below	Similar	Above	Similar
	Drinking water	NA	81%	NA	NA	79%	Similar	NA	Much above	NA	NA	Similar
	Natural areas preservation	NA	56%	73%	70%	70%	Similar	NA	Similar	Much above	Much above	Similar
	Open space	NA	NA	NA	NA	64%	NA	NA	NA	NA	NA	Similar
Built Environment	Storm drainage	69%	69%	78%	78%	76%	Similar	Much above	Much above	Much above	Much above	Similar
	Sewer services	NA	79%	NA	NA	85%	Similar	NA	Above	NA	NA	Similar
	Power utility	NA	NA	NA	NA	75%	NA	NA	NA	NA	NA	Similar
	Utility billing	NA	NA	NA	NA	72%	NA	NA	NA	NA	NA	Similar
	Land use, planning and zoning	42%	54%	61%	61%	64%	Similar	Similar	Much above	Much above	Much above	Above
	Code enforcement	69%	63%	70%	73%	74%	Similar	Much above	Much above	Much above	Much above	Above
	Cable television	52%	48%	50%	66%	61%	Similar	Similar	Similar	Similar	Much above	Similar
Economy	Economic development	64%	60%	62%	73%	77%	Similar	Much above	Much above	Much above	Much above	Much above
Recreation and Wellness	City parks	78%	80%	81%	87%	85%	Similar	Similar	Above	Similar	Above	Similar
	Recreation programs	72%	75%	77%	82%	79%	Similar	Similar	Above	Above	Much above	Similar
	Recreation centers	70%	75%	76%	84%	77%	Below	Similar	Above	Above	Much above	Similar
	Health services	NA	NA	NA	NA	87%	NA	NA	NA	NA	NA	Above
Education and	Special events	NA	NA	NA	NA	72%	NA	NA	NA	NA	NA	Similar

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		Percent rating positively (e.g., excellent/good)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Enrichment	Public libraries	77%	84%	94%	93%	92%	Similar	Similar	Similar	Much above	Much above	Above
Community Engagement	Public information	65%	69%	77%	84%	80%	Similar	Above	Much above	Much above	Much above	Above

Table 5: Participation General

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Sense of community		63%	74%	73%	75%	70%	Similar	Similar	Much above	Above	Much above	Similar
Recommend Novi		NA	92%	96%	95%	97%	Similar	NA	Much above	Much above	Much above	Above
Remain in Novi		NA	86%	85%	90%	92%	Similar	NA	Similar	Similar	Above	Similar
Contacted Novi employees		54%	52%	40%	38%	37%	Similar	NA	Much below	Much below	Much below	Below

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	26%	NA	NA	NA	NA	NA	Below
	Did NOT report a crime	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	Similar
	Was NOT the victim of a crime	92%	90%	92%	94%	93%	Similar	NA	Above	Above	Much above	Similar
Mobility	Carpooled instead of driving alone	NA	NA	NA	NA	28%	NA	NA	NA	NA	NA	Below
	Walked or biked instead of driving	NA	NA	NA	NA	55%	NA	NA	NA	NA	NA	Similar
Natural Environment	Conserved water	NA	NA	NA	NA	74%	NA	NA	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	NA	NA	78%	NA	NA	NA	NA	NA	Similar
	Recycled at home	72%	78%	69%	77%	78%	Similar	NA	Similar	Much below	Below	Similar
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	68%	NA	NA	NA	NA	NA	Above
	NOT under housing cost stress	NA	70%	76%	74%	75%	Similar	NA	Much above	Much above	Much above	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Economy	Purchased goods or services in Novi	NA	NA	NA	NA	98%	NA	NA	NA	NA	NA	Similar
	Economy will have positive impact on income	11%	9%	24%	28%	40%	Above	NA	Much below	Much above	Much above	Above
	Work in Novi	NA	NA	NA	NA	21%	NA	NA	NA	NA	NA	Much below
Recreation and Wellness	Used Novi recreation centers	48%	45%	44%	51%	47%	Similar	NA	Much below	Much below	Below	Below
	Visited a City park	70%	77%	71%	76%	66%	Below	NA	Much below	Much below	Much below	Below
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	86%	NA	NA	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	82%	NA	NA	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	NA	NA	68%	NA	NA	NA	NA	NA	Similar
Education and Enrichment	Used Novi public libraries	69%	71%	71%	74%	64%	Below	NA	Similar	Similar	Similar	Similar
	Participated in religious or spiritual activities	NA	NA	NA	NA	35%	NA	NA	NA	NA	NA	Below
	Attended a City-sponsored event	NA	NA	NA	NA	35%	NA	NA	NA	NA	NA	Below
	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	15%	NA	NA	NA	NA	NA	Similar
	Contacted Novi elected officials	NA	NA	NA	NA	7%	NA	NA	NA	NA	NA	Below
Community Engagement	Volunteered	33%	30%	27%	30%	29%	Similar	NA	Much below	Much below	Much below	Below
	Participated in a club	NA	NA	17%	21%	22%	Similar	NA	NA	Much below	Much below	Similar
	Talked to or visited with neighbors	NA	NA	NA	NA	87%	NA	NA	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	NA	NA	74%	NA	NA	NA	NA	NA	Similar
	Attended a local public meeting	23%	25%	21%	18%	16%	Similar	NA	Similar	Much below	Much below	Similar
	Watched a local public meeting	45%	42%	33%	25%	18%	Below	NA	Below	Much below	Much below	Below
	Read or watched local news	NA	NA	NA	NA	78%	NA	NA	NA	NA	NA	Similar
	Voted in local elections	77%	82%	71%	68%	79%	Above	NA	Much above	Below	Below	Similar