

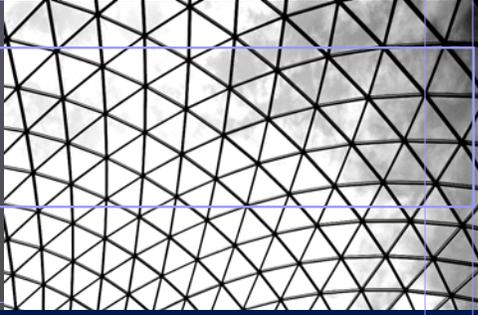
For January 26, 2009  
City Council Presentation  
Clyde



# The National Citizen Survey™

## Novi, Michigan

### Summary of Findings January, 2009



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# 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



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## Uses of Survey Results

The National Citizen Survey™

Results can be used to:

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

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## Study Background and Methods

The National Citizen Survey™

2006 - The National Citizen Survey™

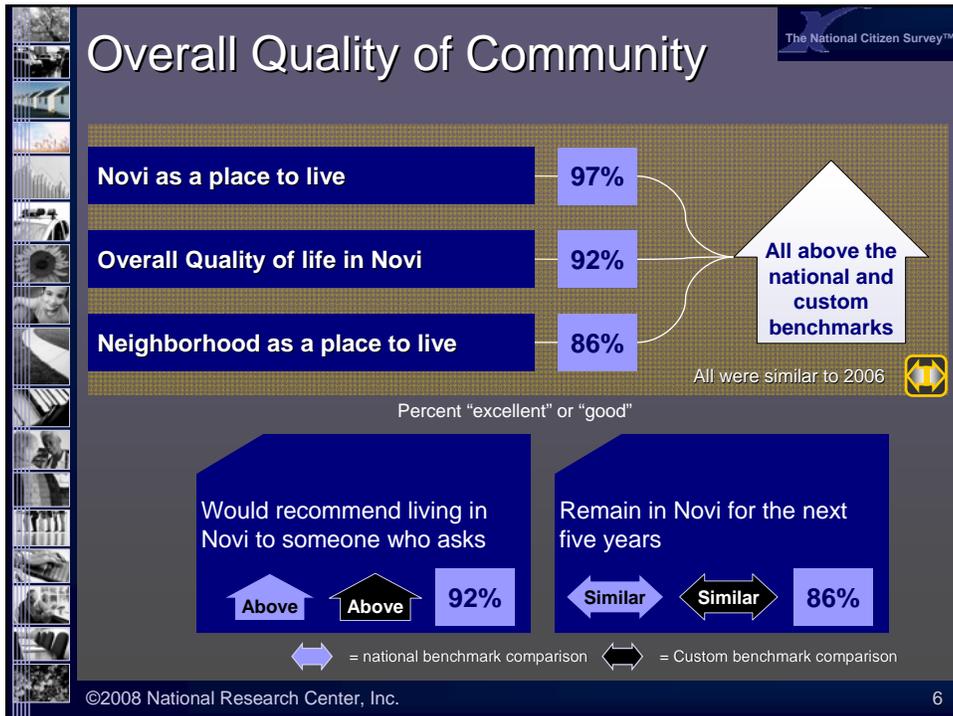
2007 - Community Assessment Survey of Older Adults (CASOA)™

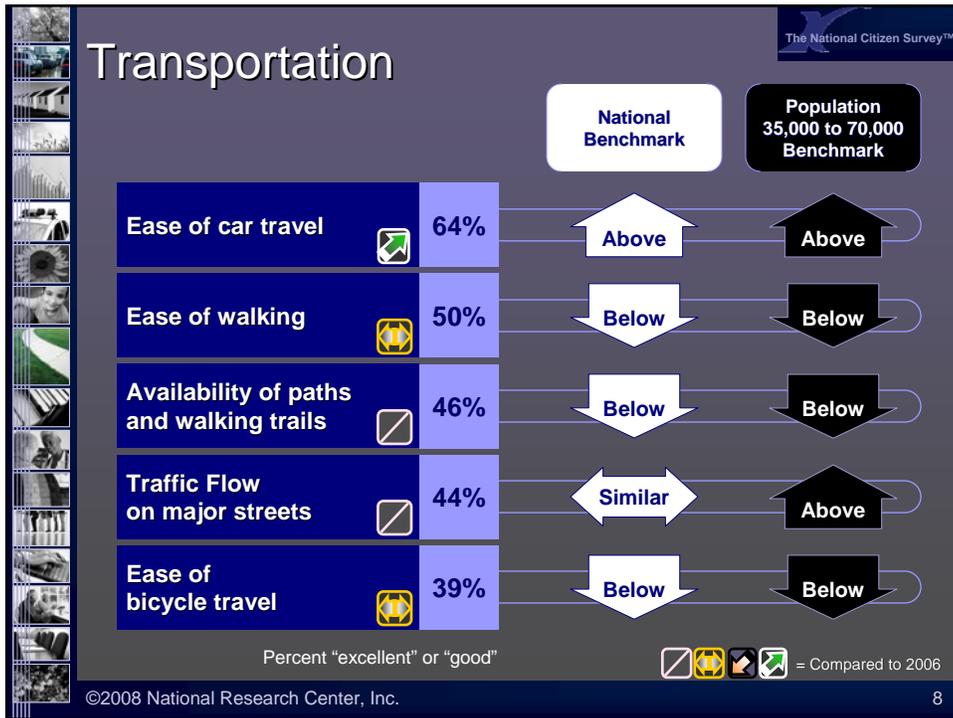
2008 Survey:

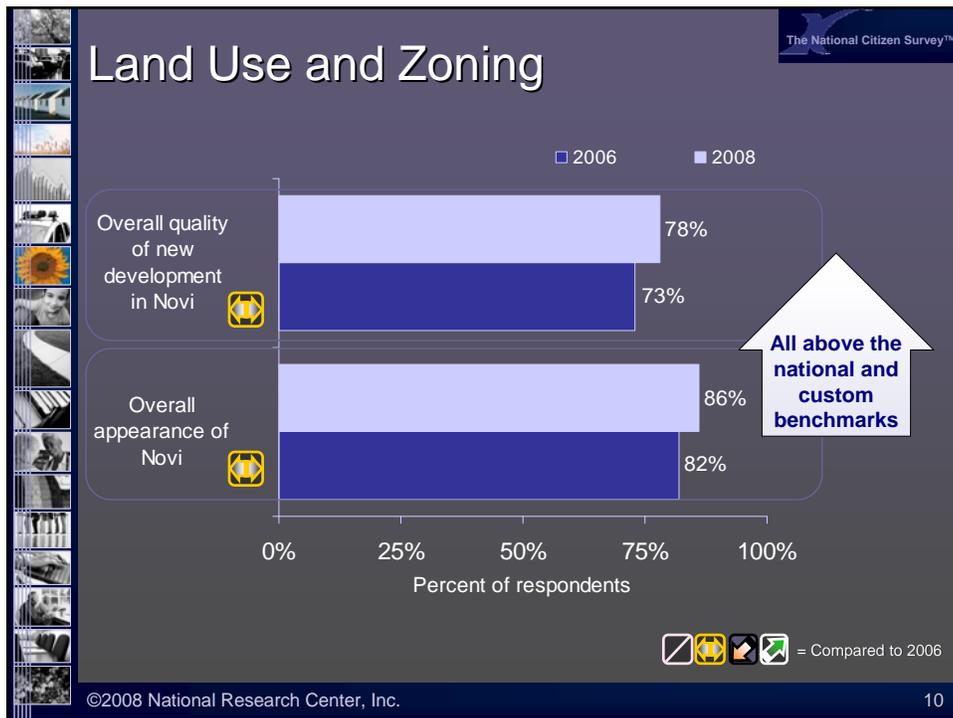
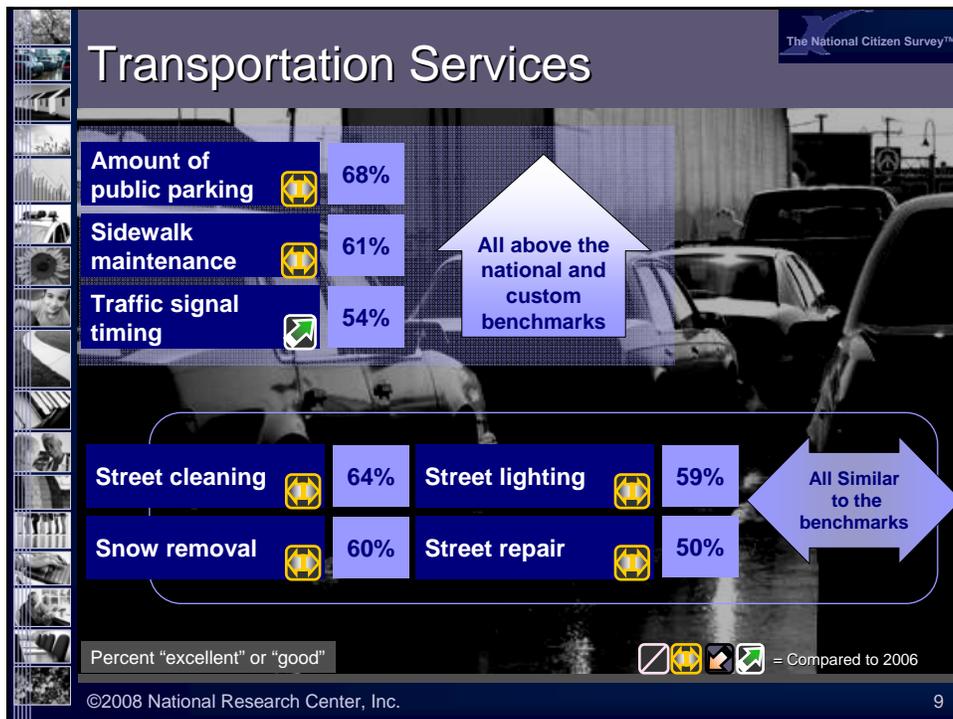
- ▶ Multi-contact mailed survey
- ▶ Representative sample of 1,200 residents and households
  - ▲ 367 surveys returned; 33% response rate
- ▶ 5% margin of error
- ▶ Data statistically weighted to reflect population

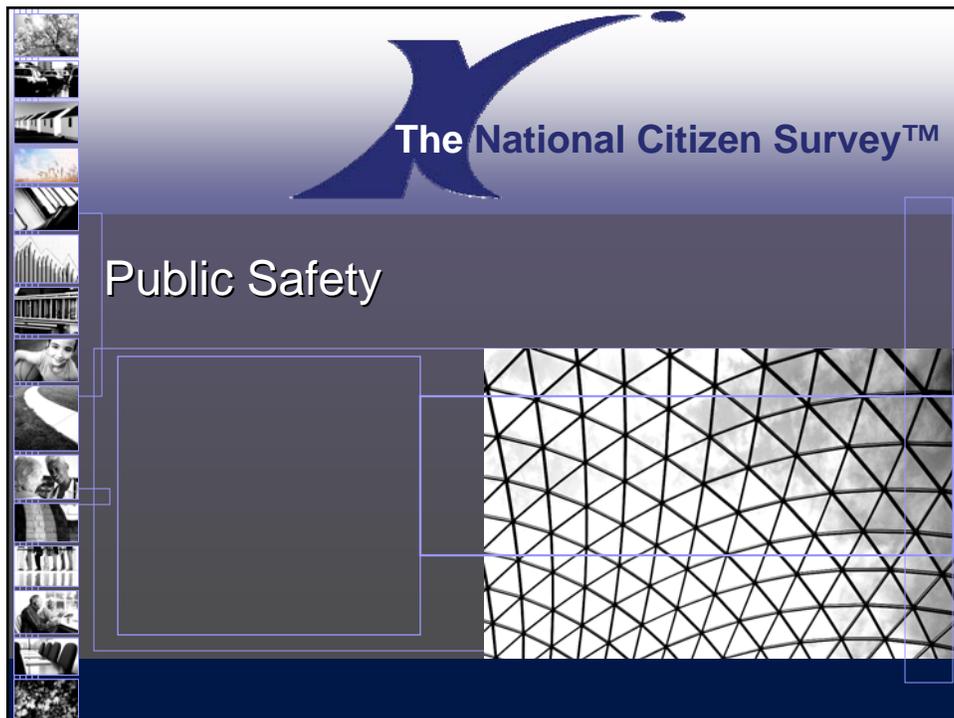
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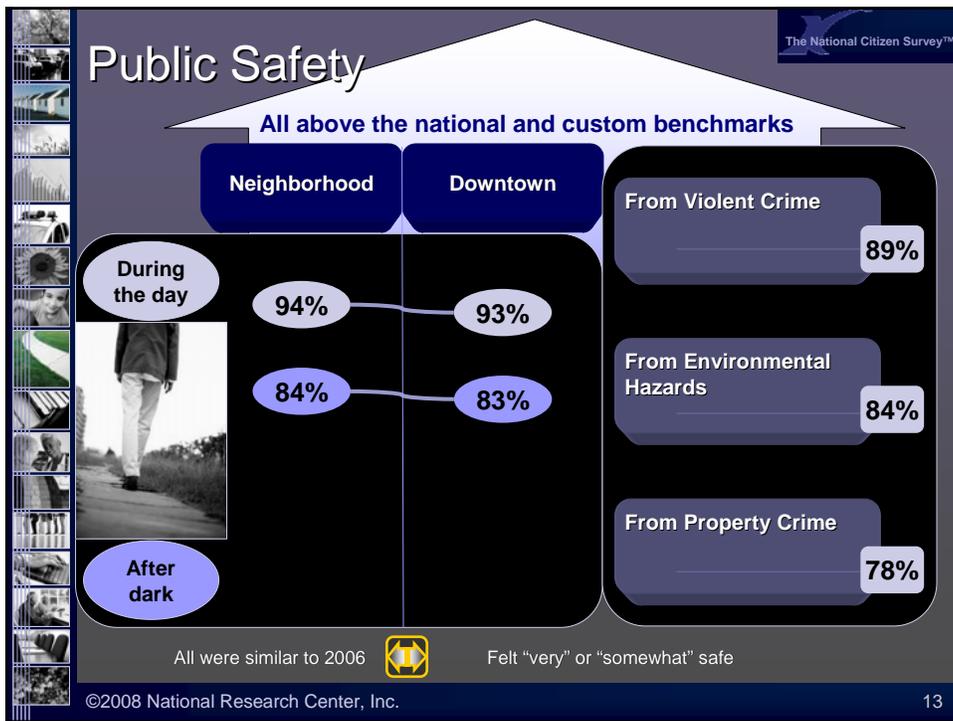
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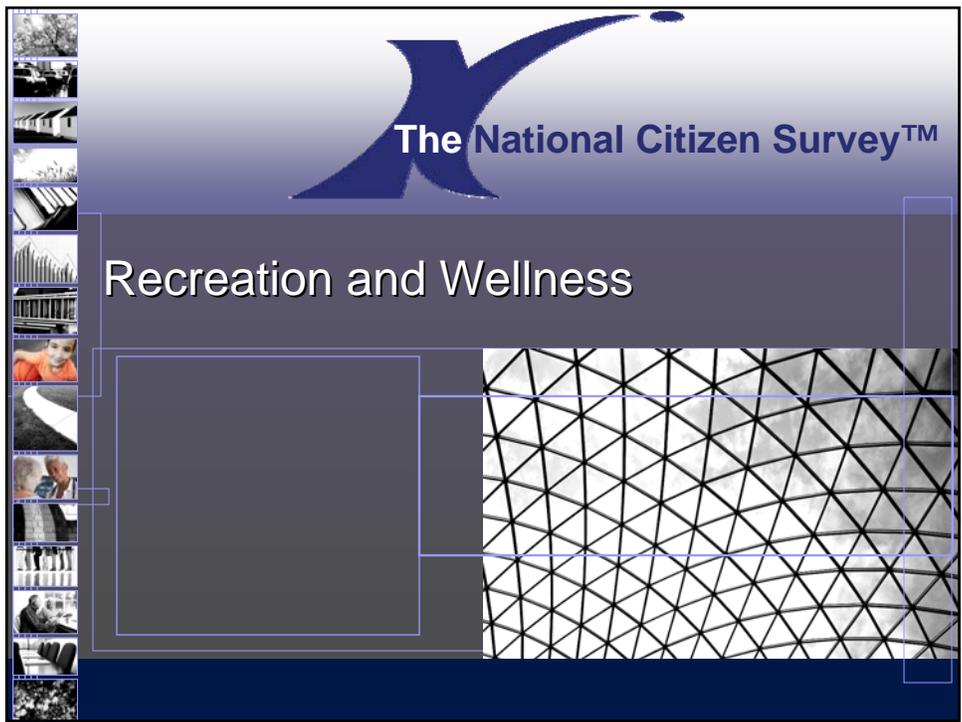
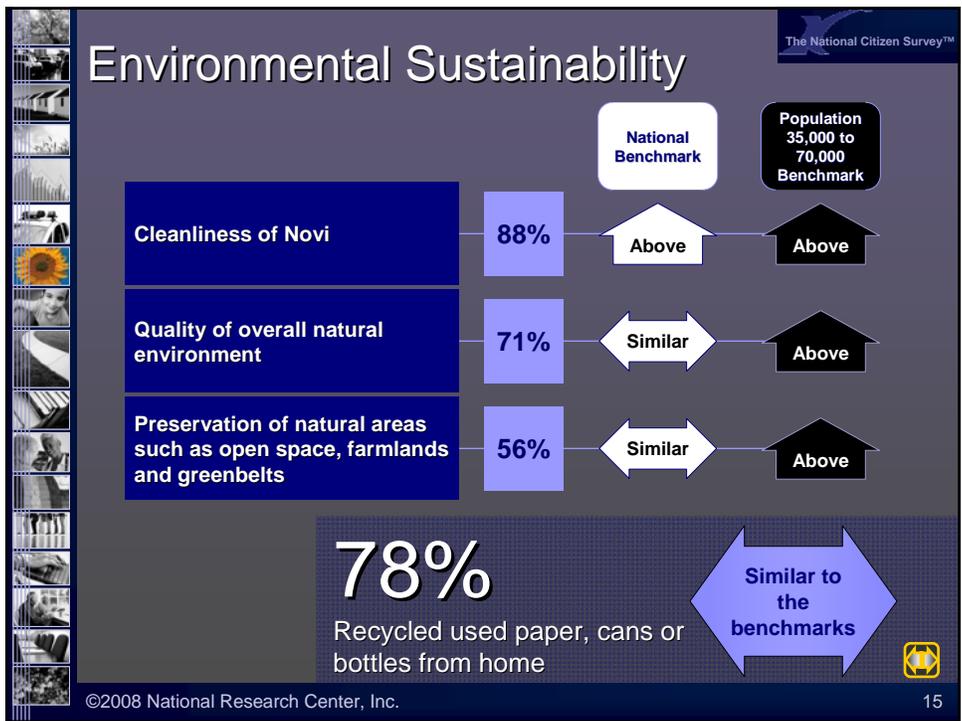


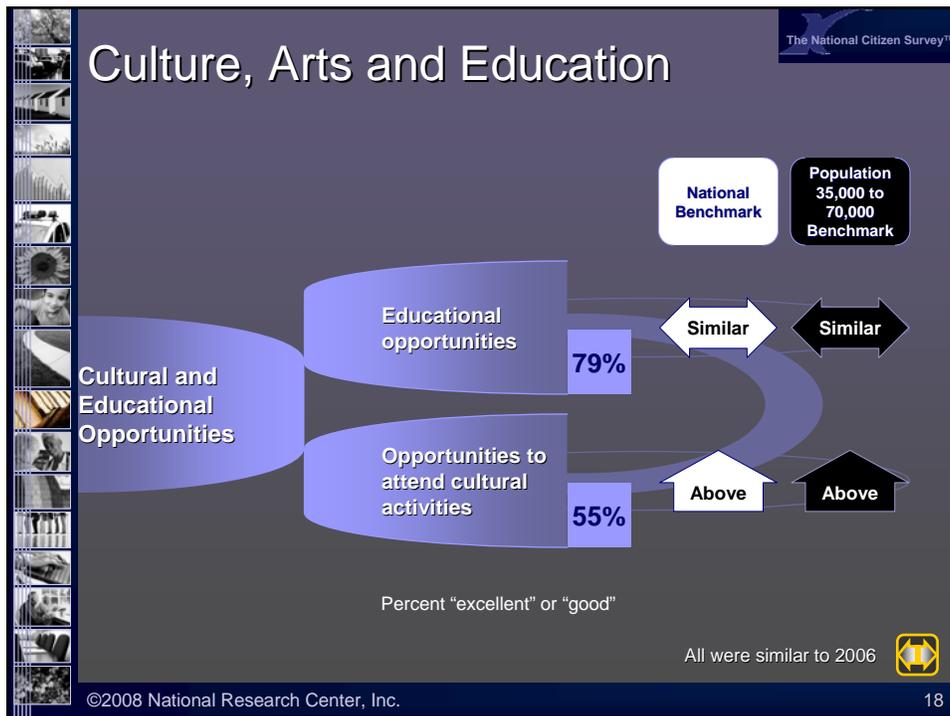
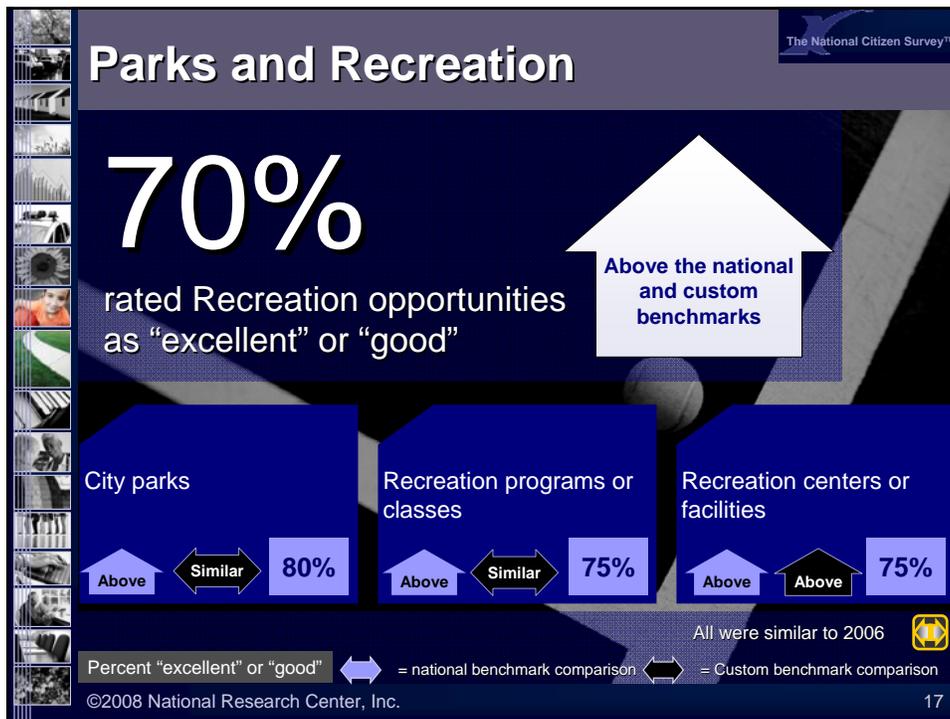


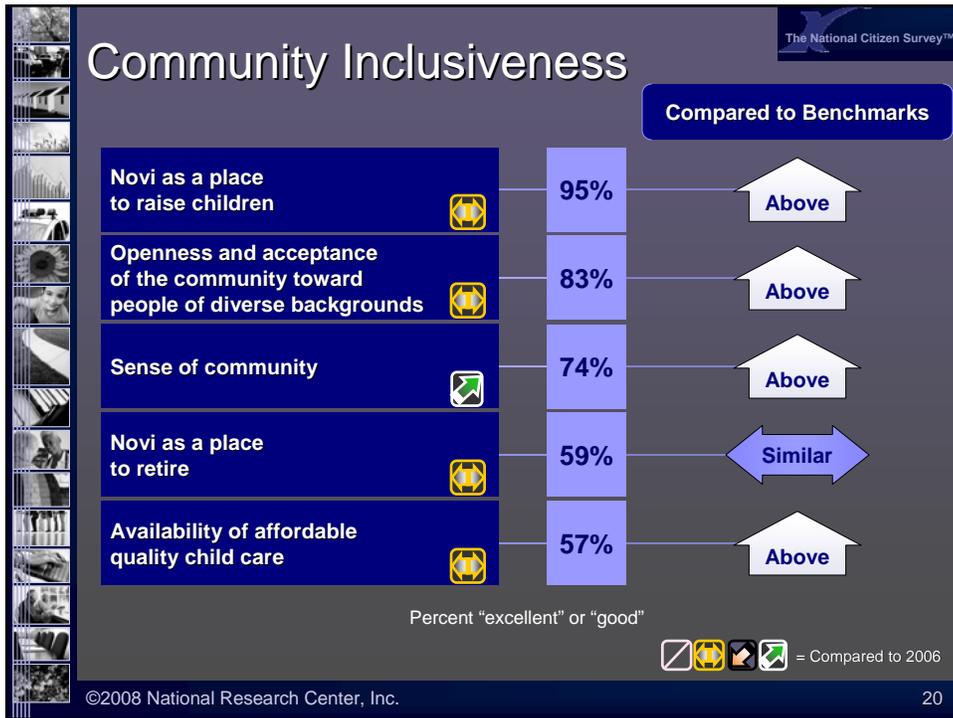
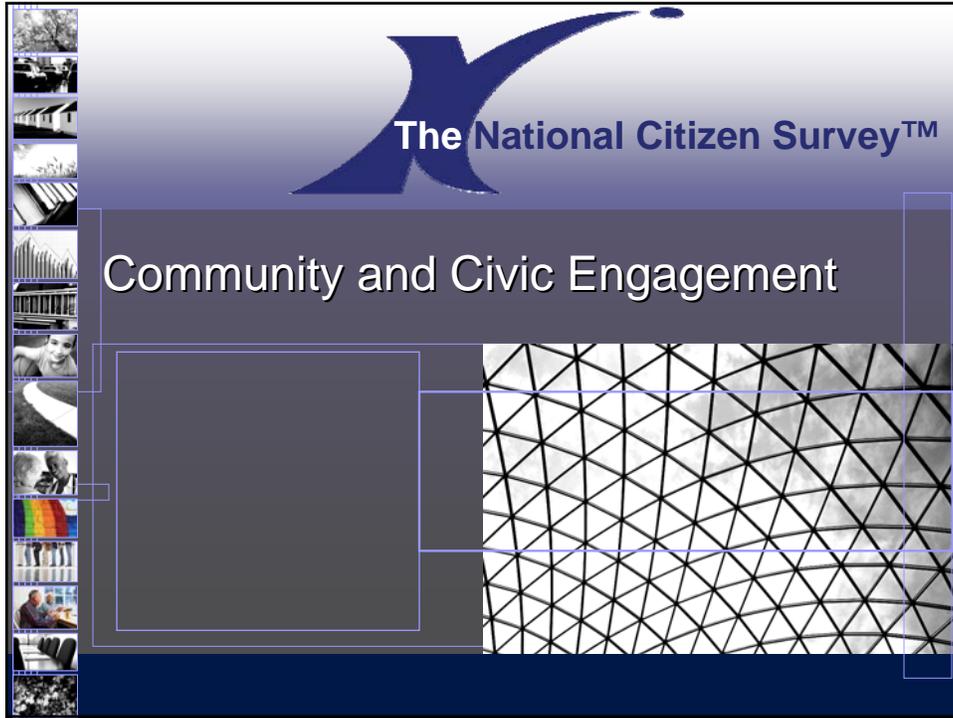


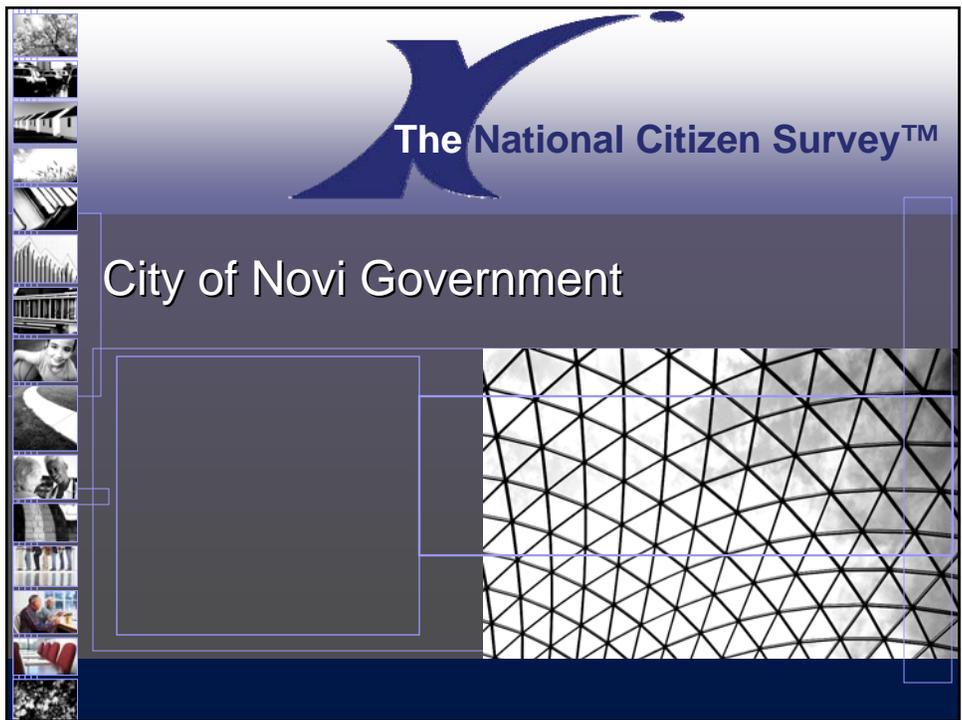
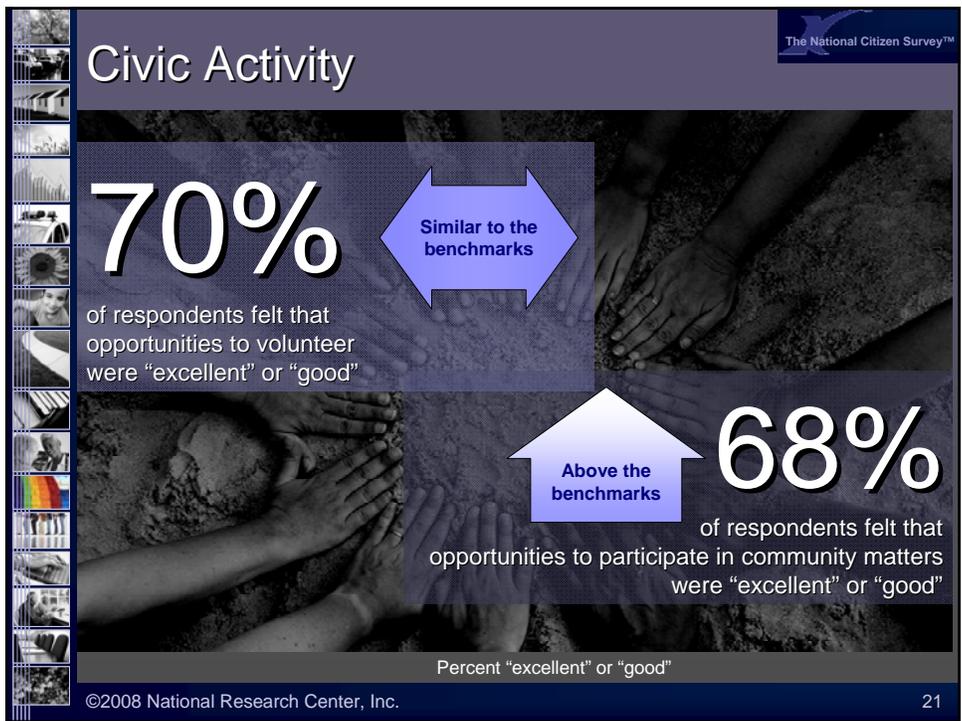


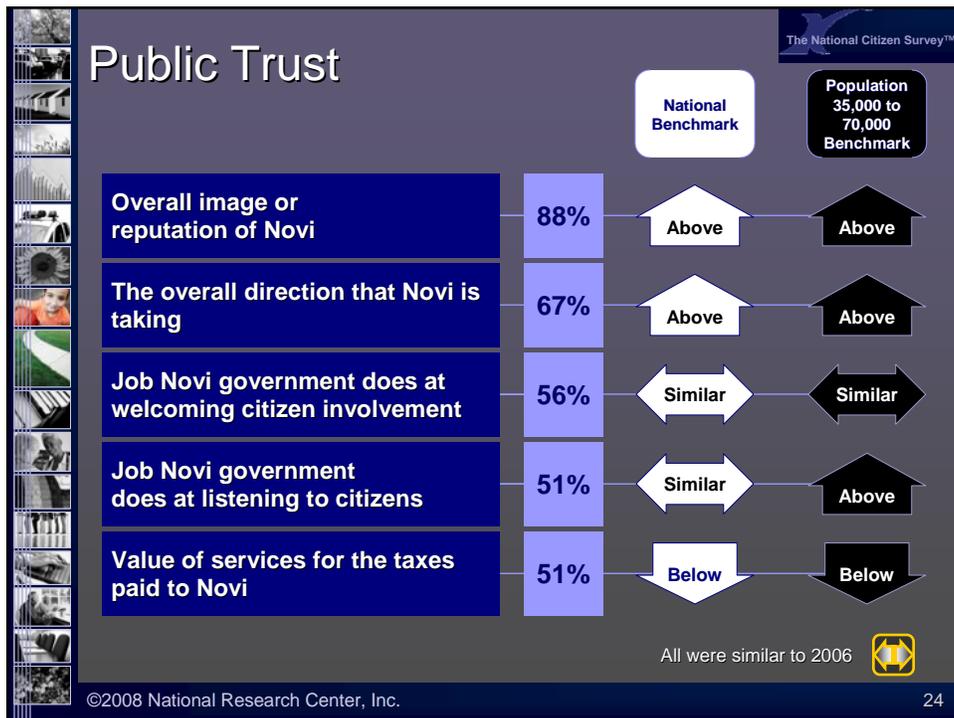
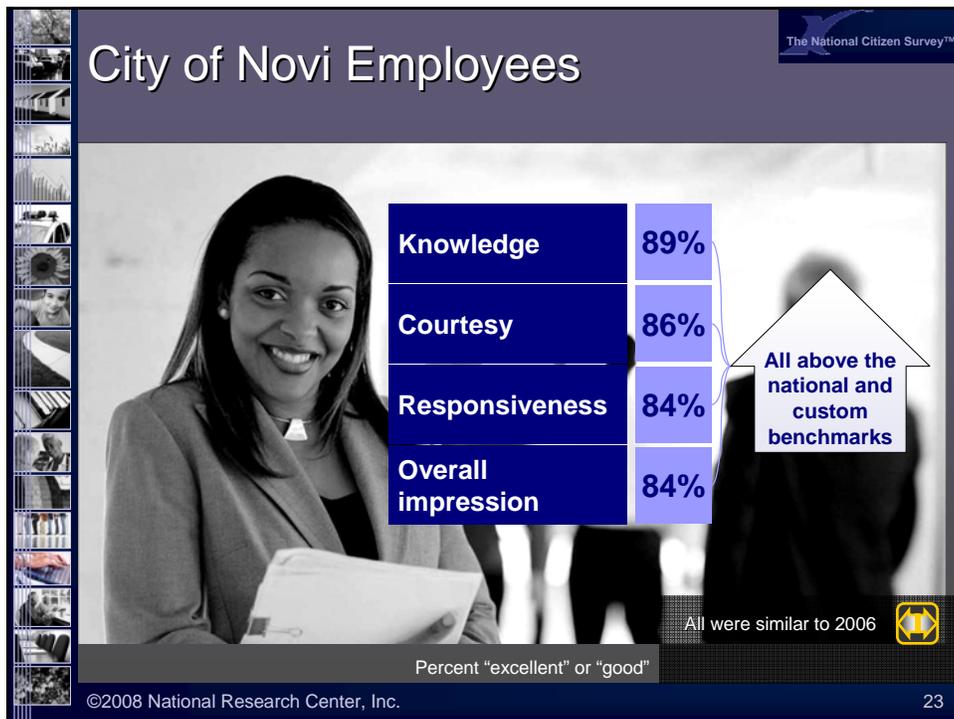








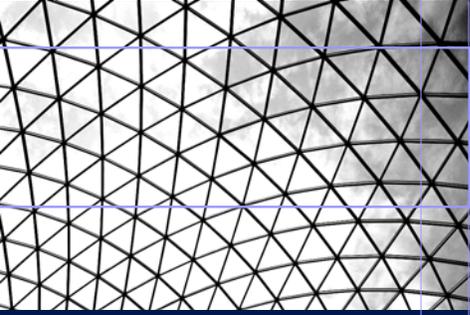






# The National Citizen Survey™

## From Data to Action


## Resident priorities

Trendline data

National Benchmark Comparisons

"Key Drivers"

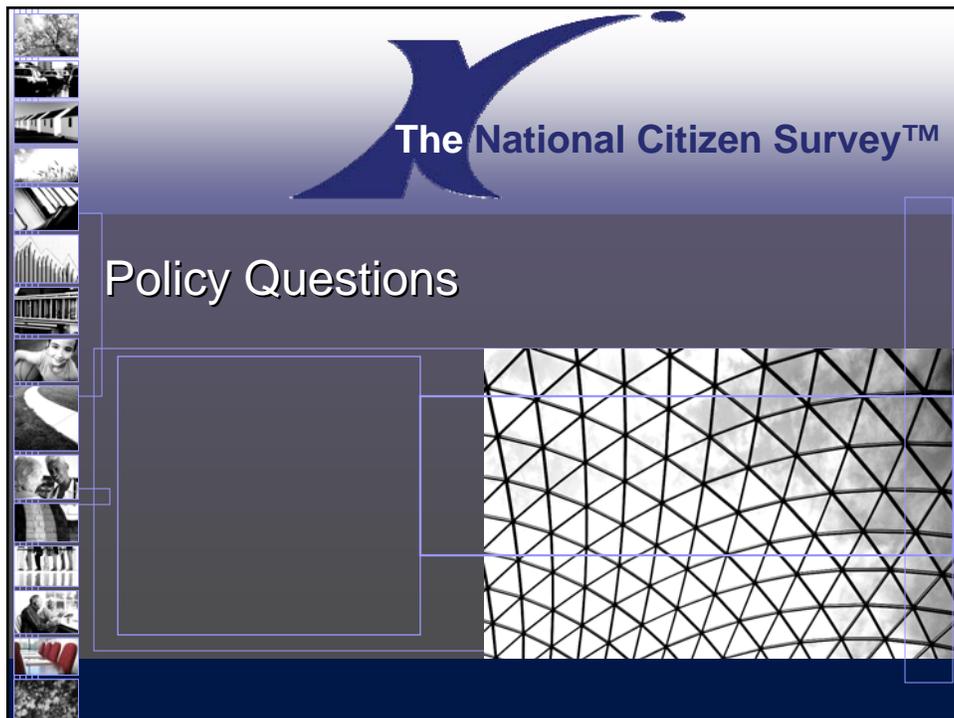
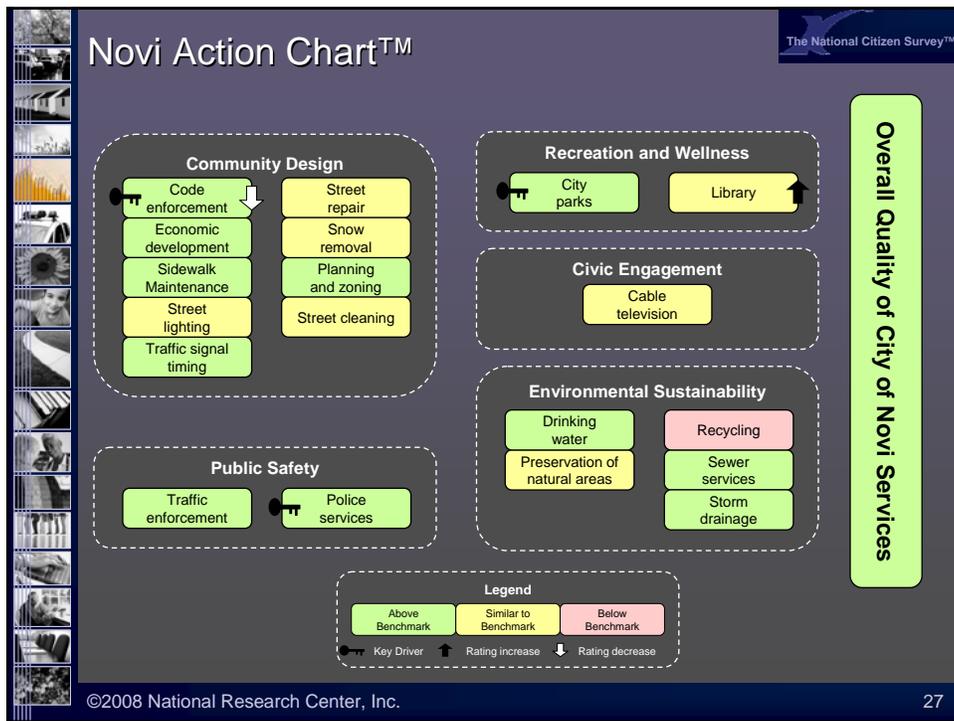


### Key Driver Analysis (KDA)

- 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"



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## 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

Percent "essential" or "very important"

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 "strongly" or "somewhat" agree

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## Conclusions

**Highlights**

- Safe desirable community
- Strong services
- Strong employees

**Opportunities**

- Alternate modes of travel
- Service value
- Code enforcement
- Economic future

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The National Citizen Survey™

Thank you!

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