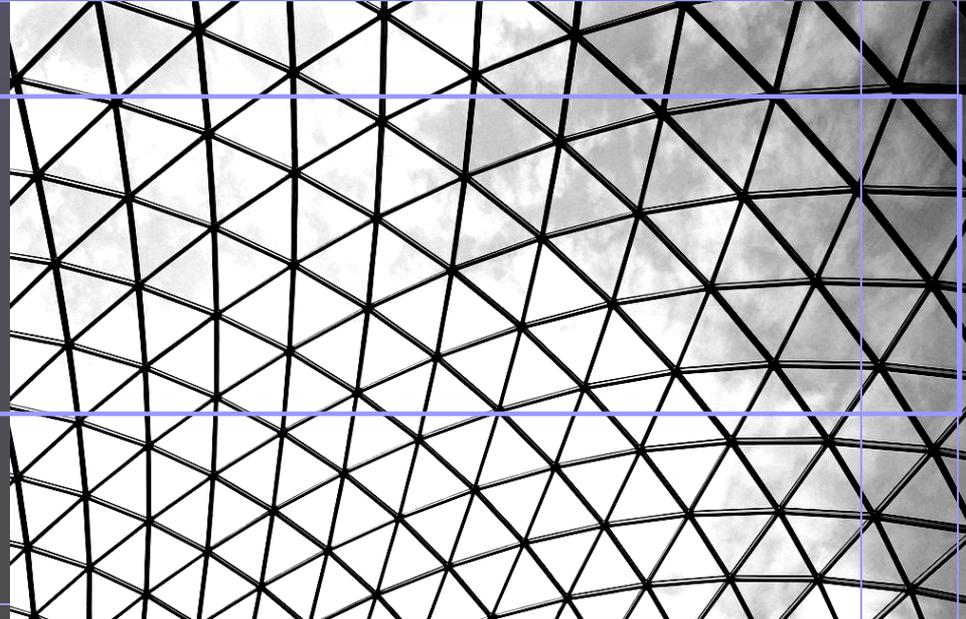




Novi, Michigan

**Summary of Findings
December 2010**



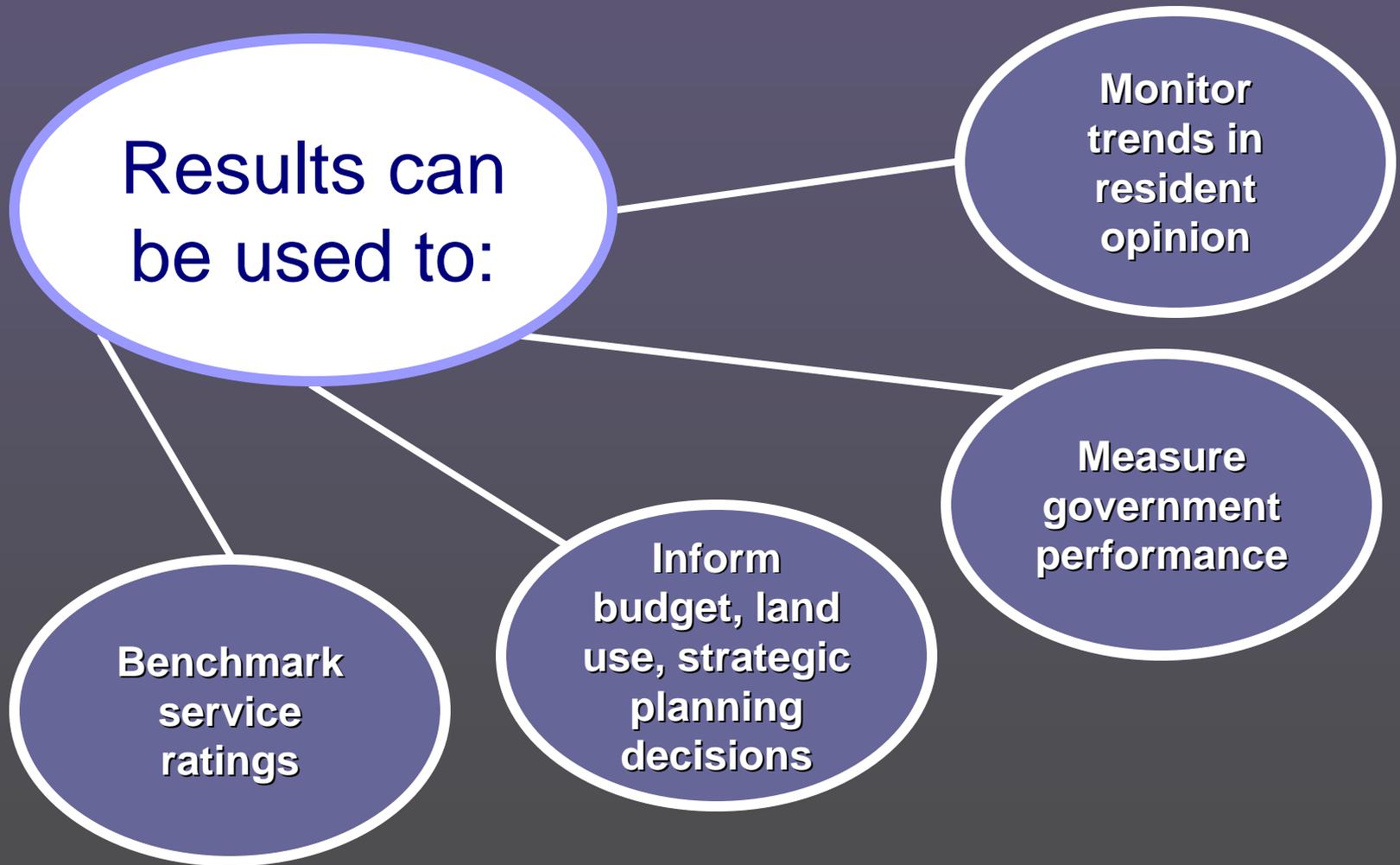
The National Citizen Survey™ (The NCS) Background

- ▶ 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



Study Background and Methods

2008 - The National Citizen Survey™
2006 - The National Citizen Survey™
2007 - Community Assessment Survey
of Older Adults (CASOA)™

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

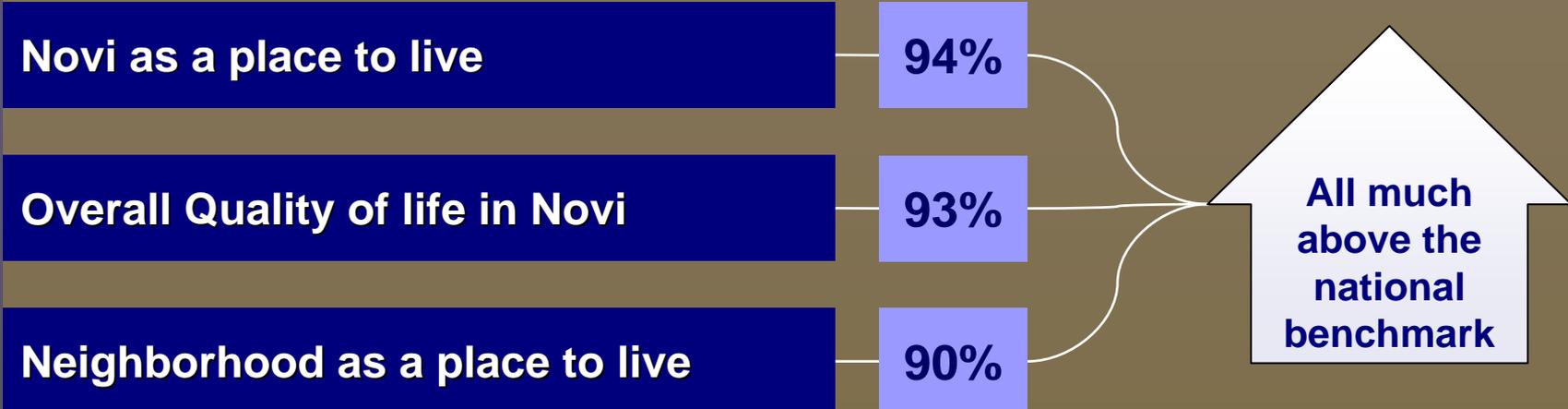


The National Citizen Survey™

Community Perception Ratings



Overall Quality of Community



Percent "excellent" or "good"



= national benchmark comparison

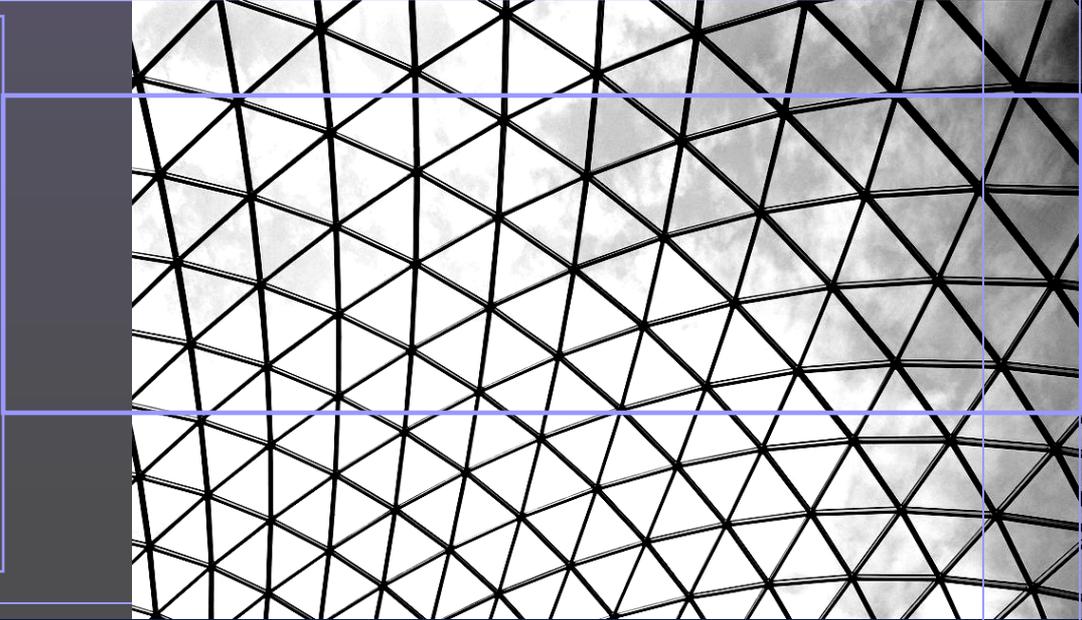
All were similar to 2008



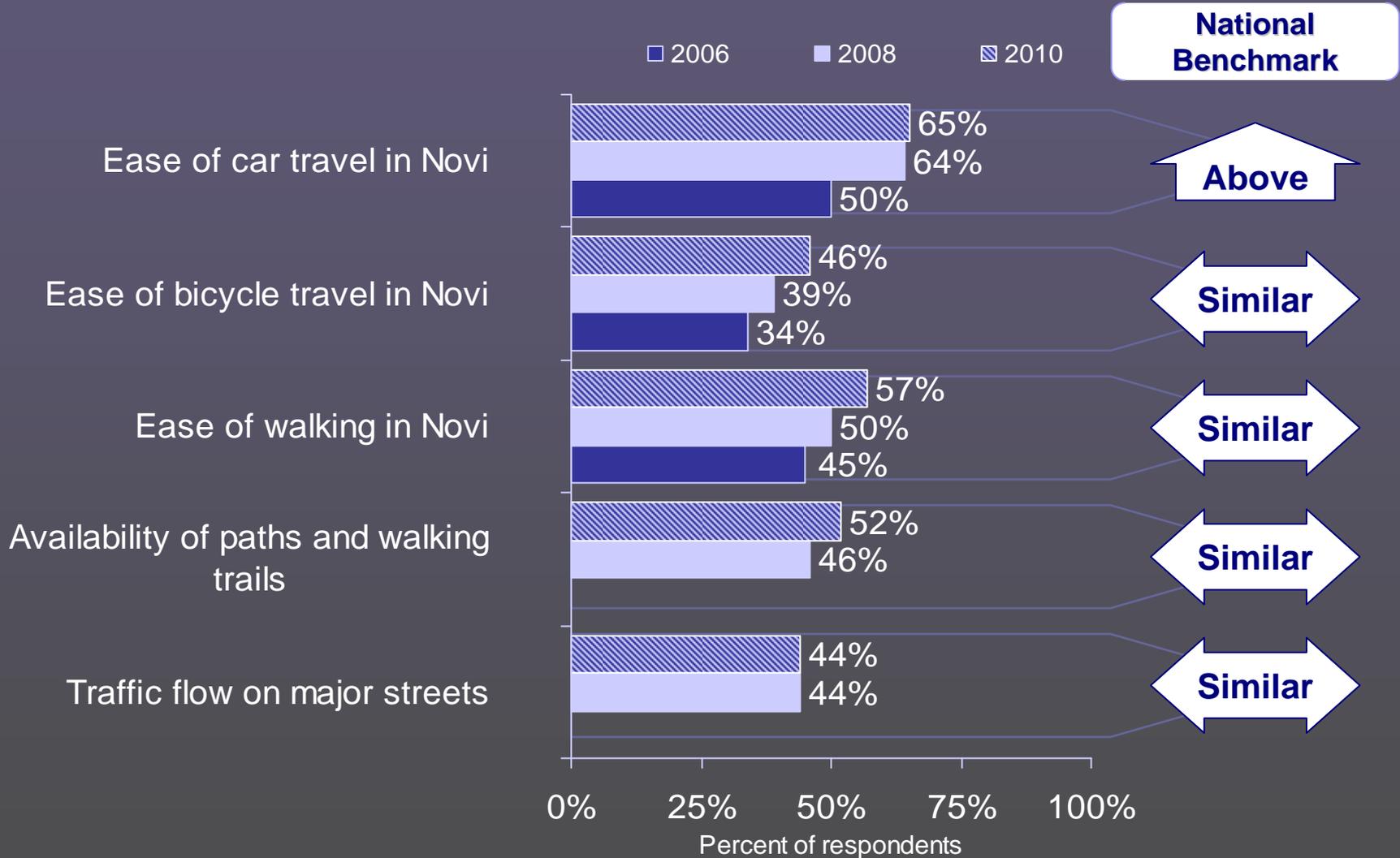


The National Citizen Survey™

Community Design



Transportation

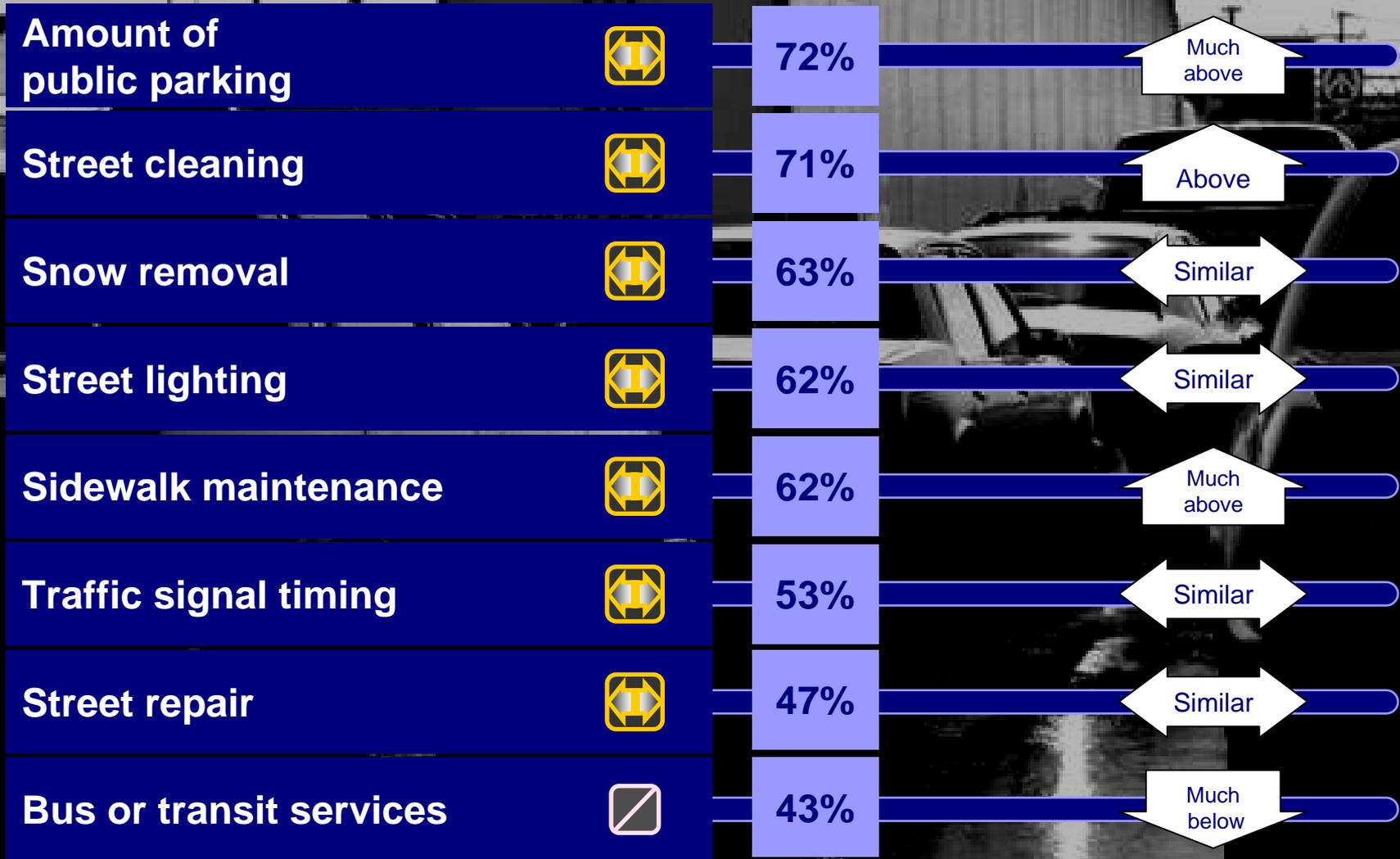


All were similar to 2008



Transportation Services

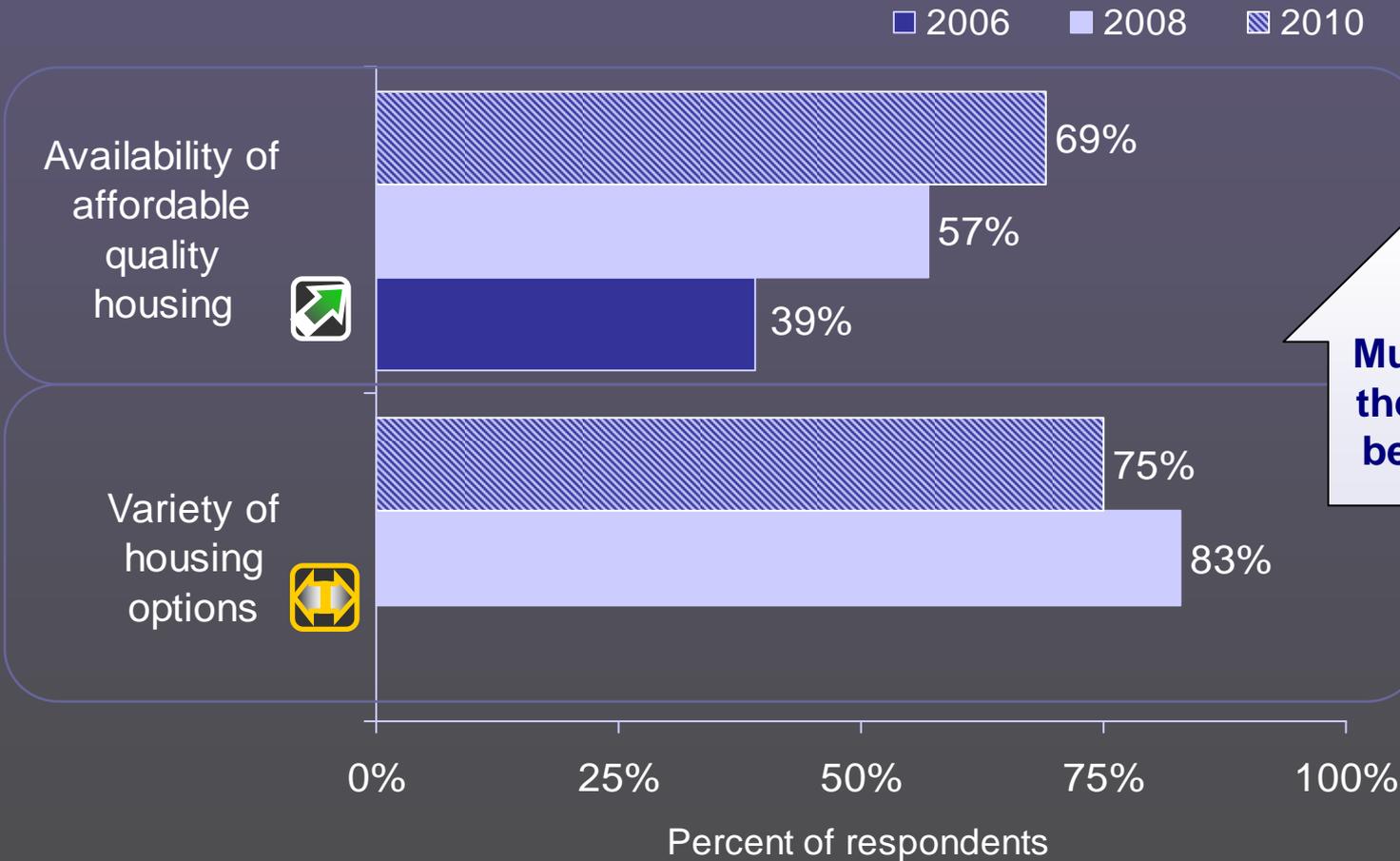
National Benchmark



Percent "excellent" or "good"

= Compared to 2008

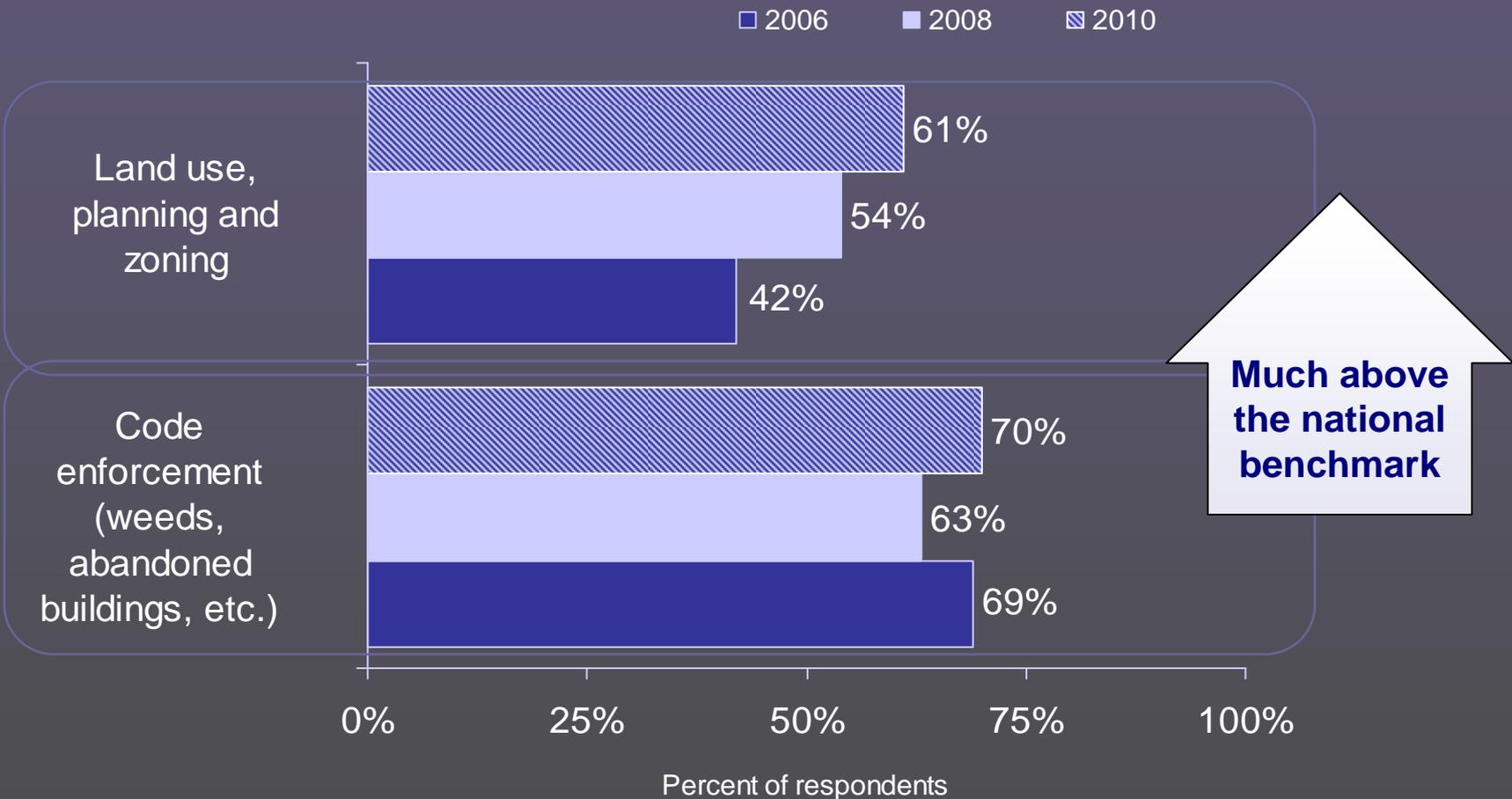
Housing



Much above the national benchmark

= Compared to 2008

Land Use and Zoning

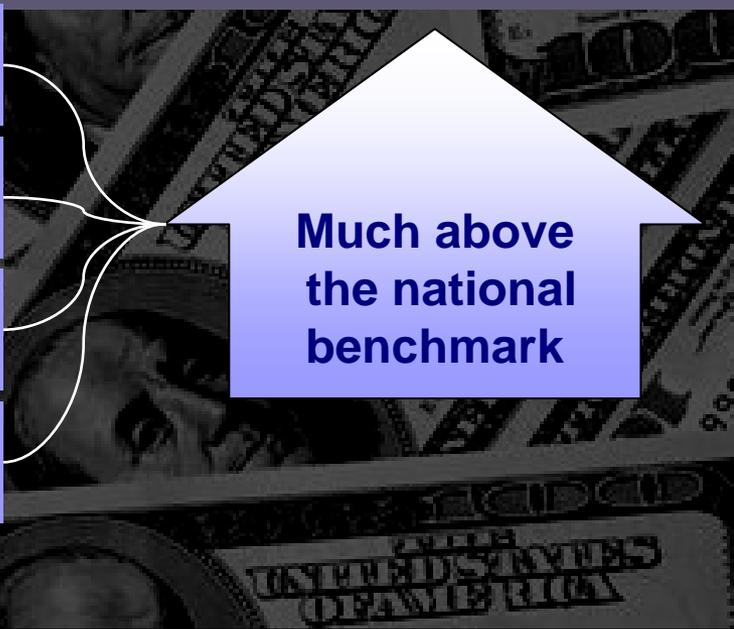


Both were similar to 2008



Economic Sustainability

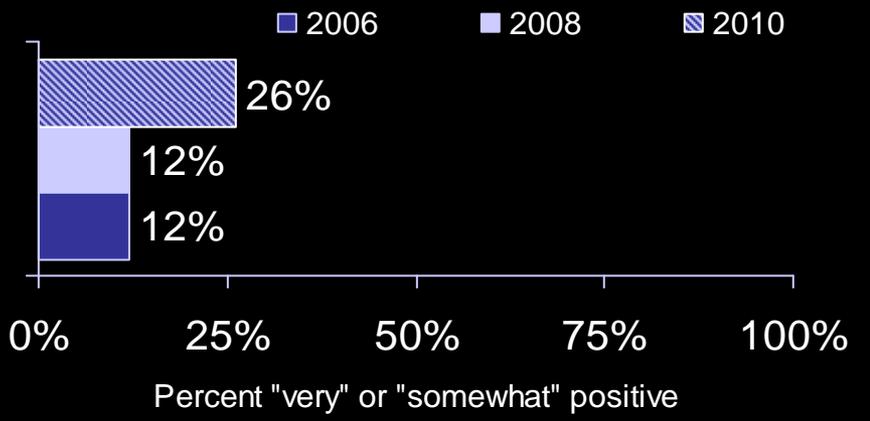
Shopping opportunities		95%
Overall Quality of business and service establishments		85%
Novi as a place to work		77%
Employment opportunities		50%



Percent "excellent" or "good"

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

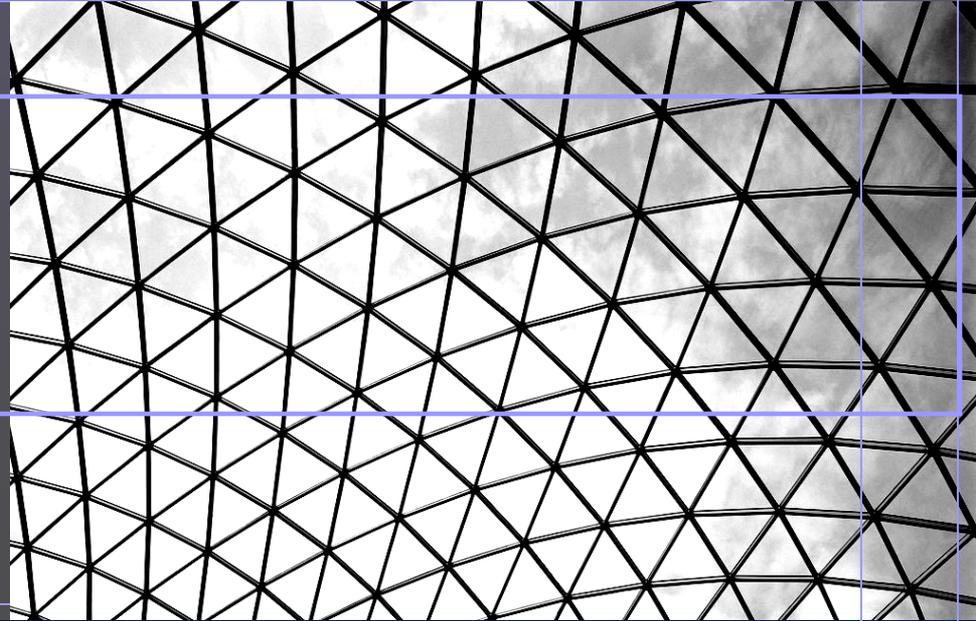


= Compared to 2008



The National Citizen Survey™

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%

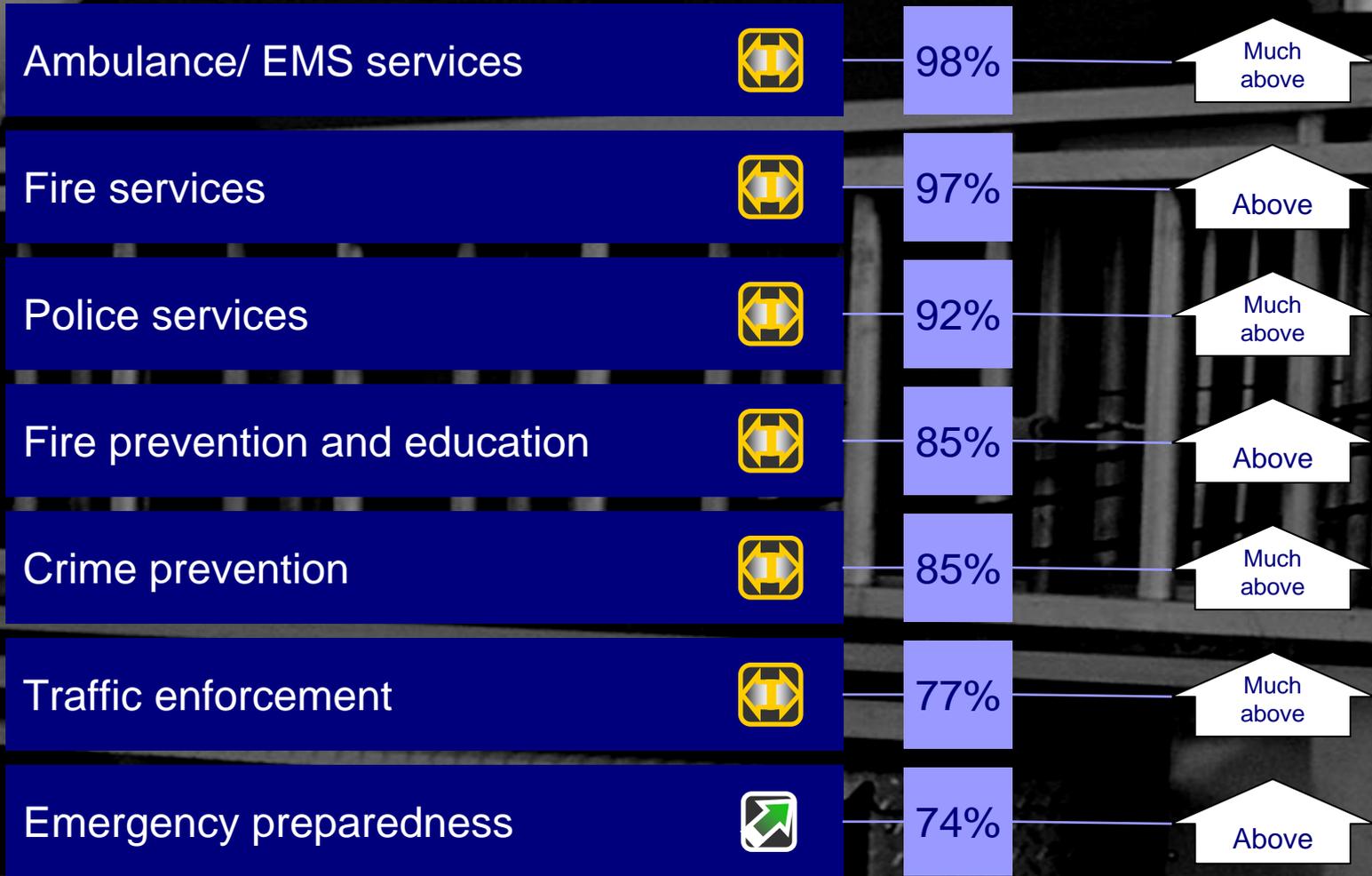
Felt "very" or "somewhat" safe

All were similar to 2008



Safety Services

National Benchmark



Percent “excellent” or “good”

= Compared to 2008

Environmental Sustainability

National Benchmark



Percent "excellent" or "good"

69%

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

Much less than the benchmark

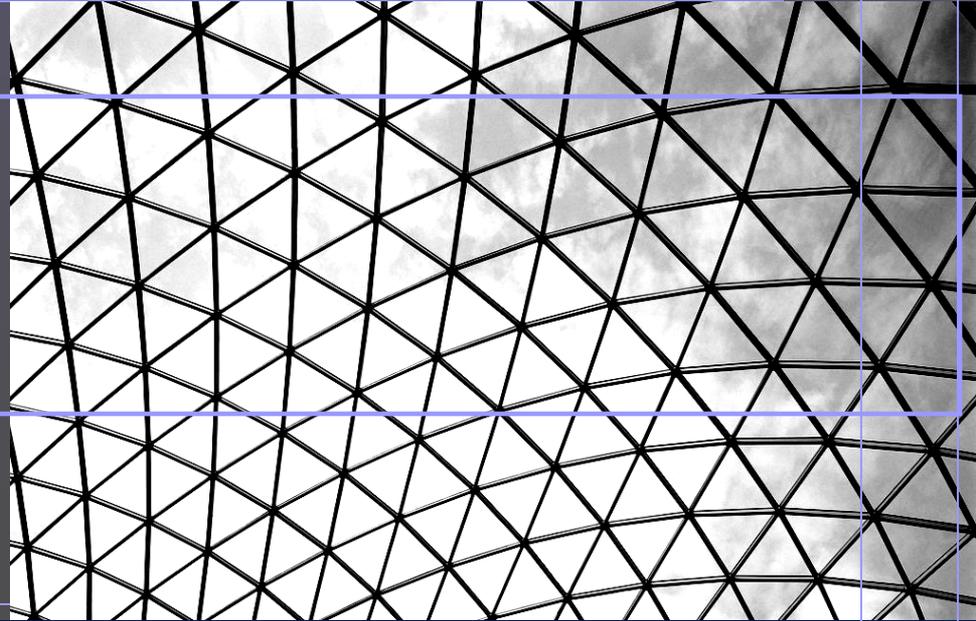


    = Compared to 2008



The National Citizen Survey™

Recreation and Wellness



Parks and Recreation

71%

rated Recreation opportunities as “excellent” or “good”

Above the national benchmark

City parks

Similar

81%

Recreation programs or classes

Above

77%

Recreation centers or facilities

Above

76%

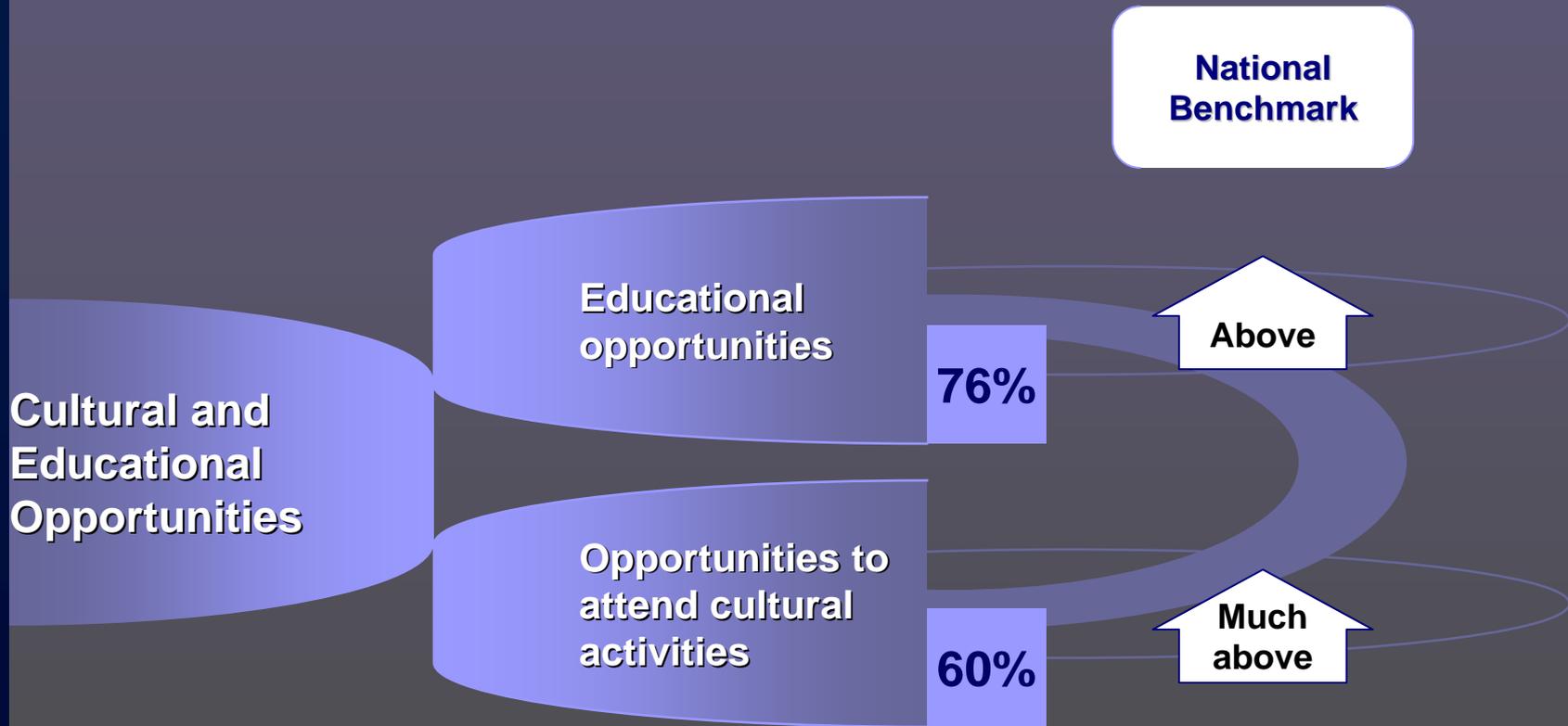
Percent “excellent” or “good”



All were similar to 2008
= national benchmark comparison



Culture, Arts and Education

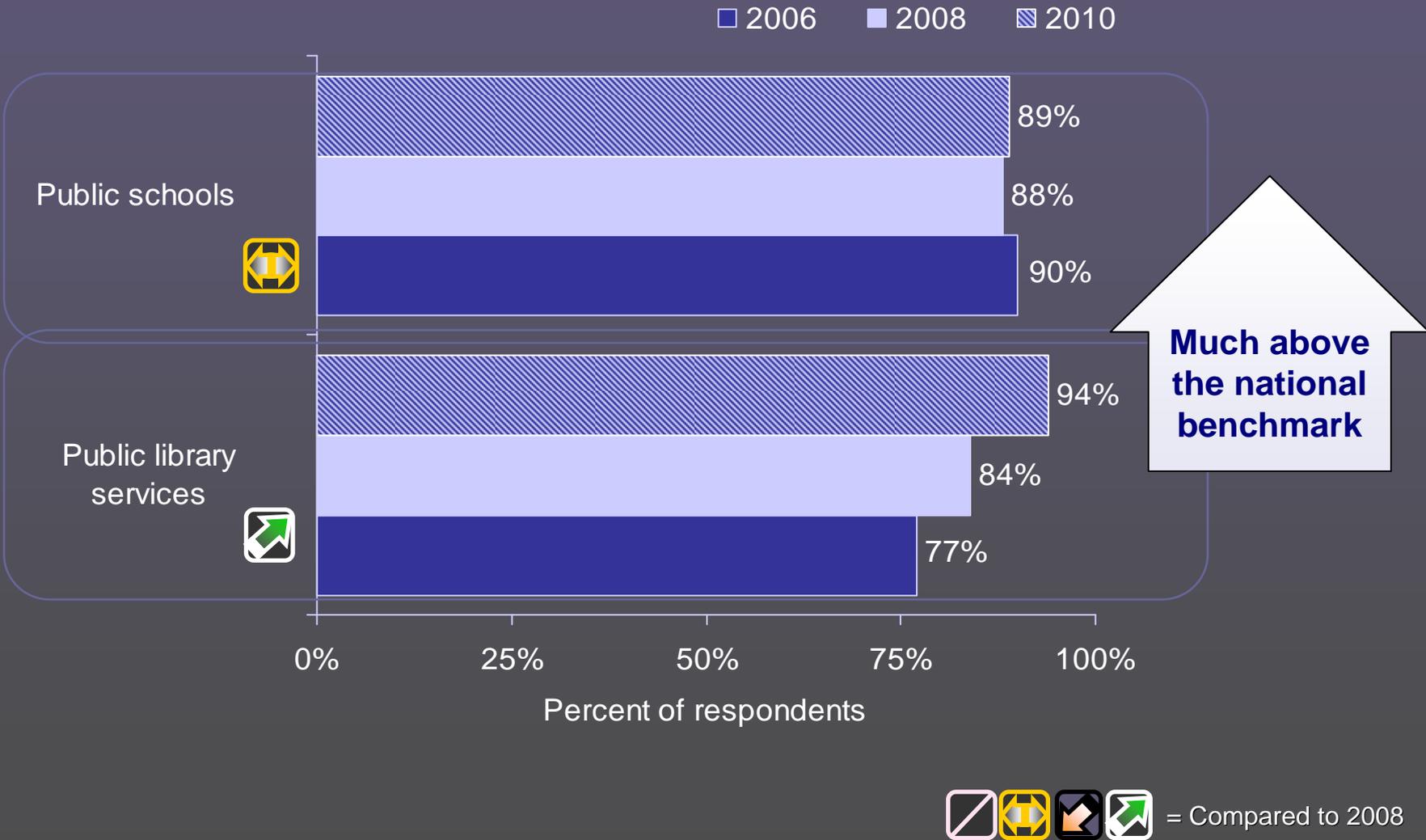


Percent "excellent" or "good"

Both were similar to 2008



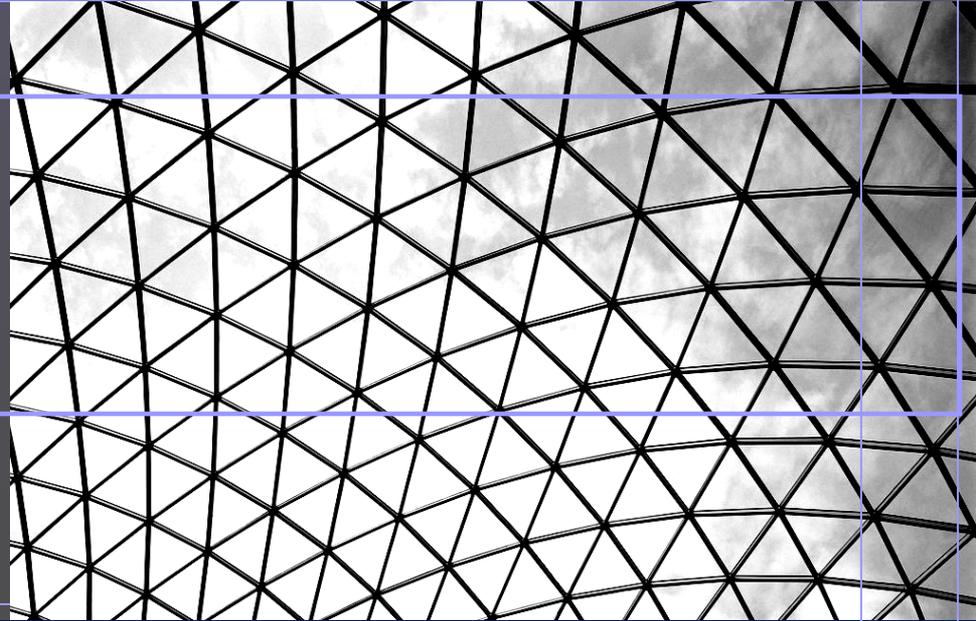
Cultural and Education Services





The National Citizen Survey™

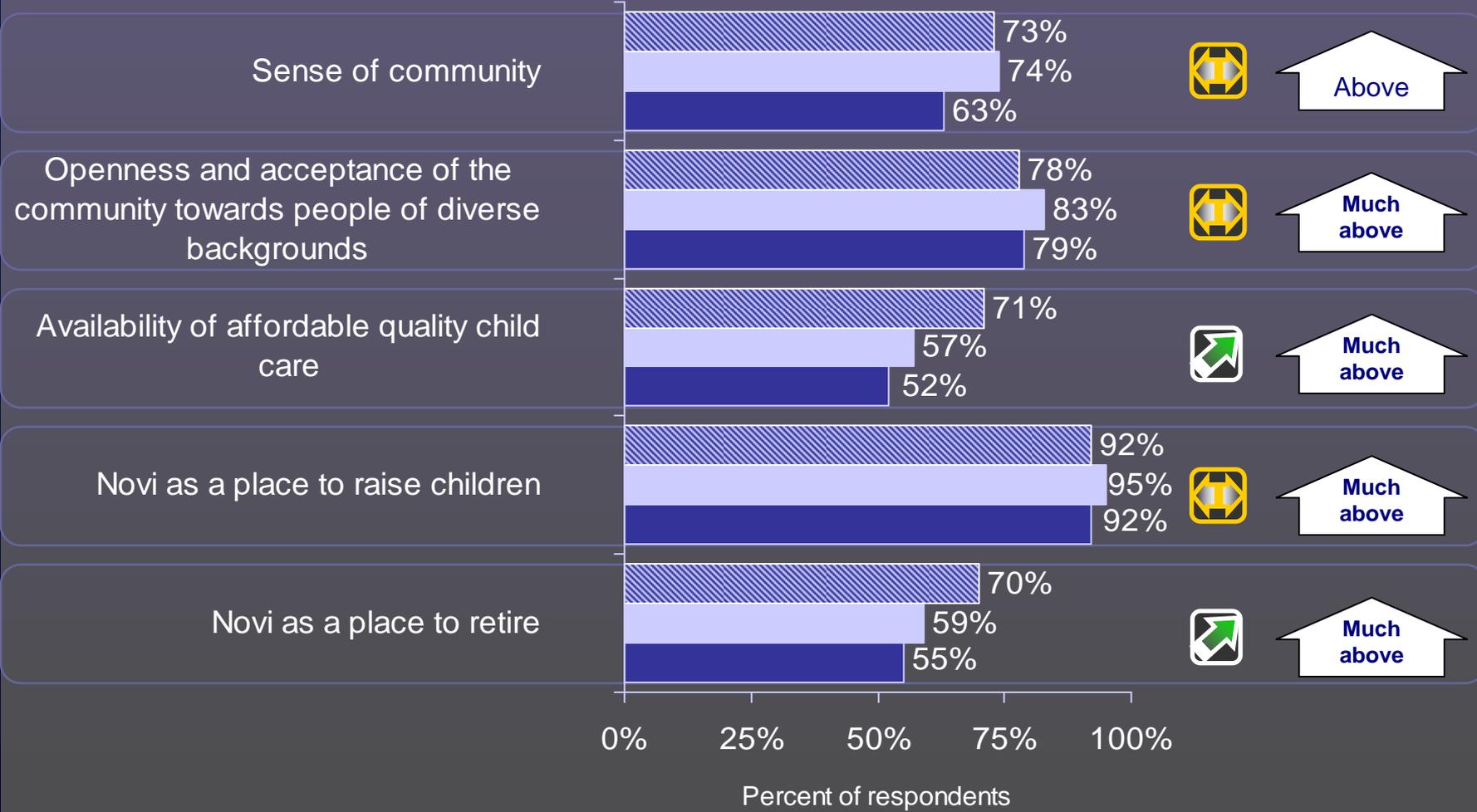
Community and Civic Engagement



Community Quality and Inclusiveness

National Benchmark

■ 2006 ■ 2008 ■ 2010



= Compared to 2008

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

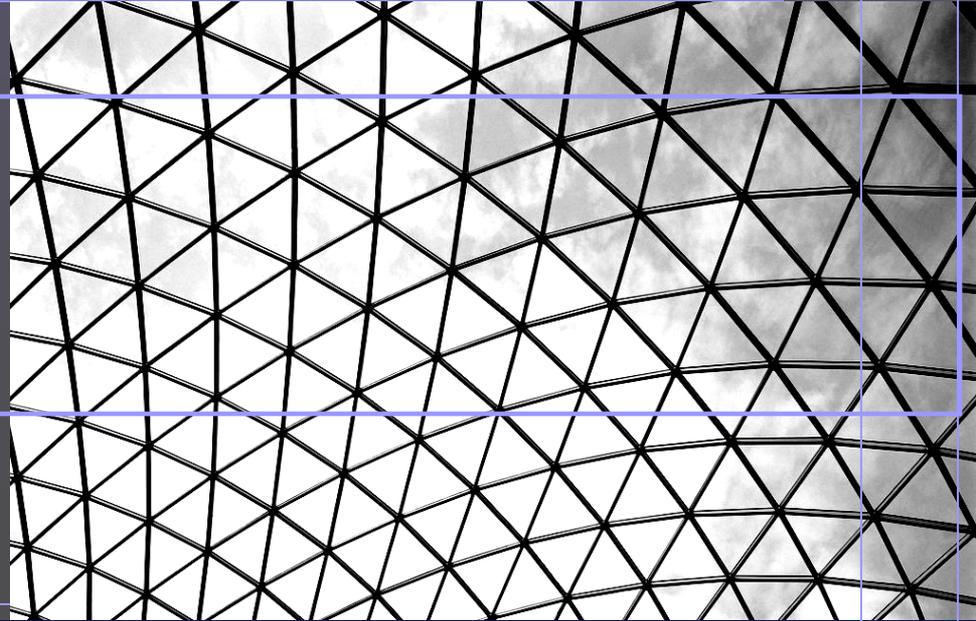


Percent “excellent” or “good”



The National Citizen Survey™

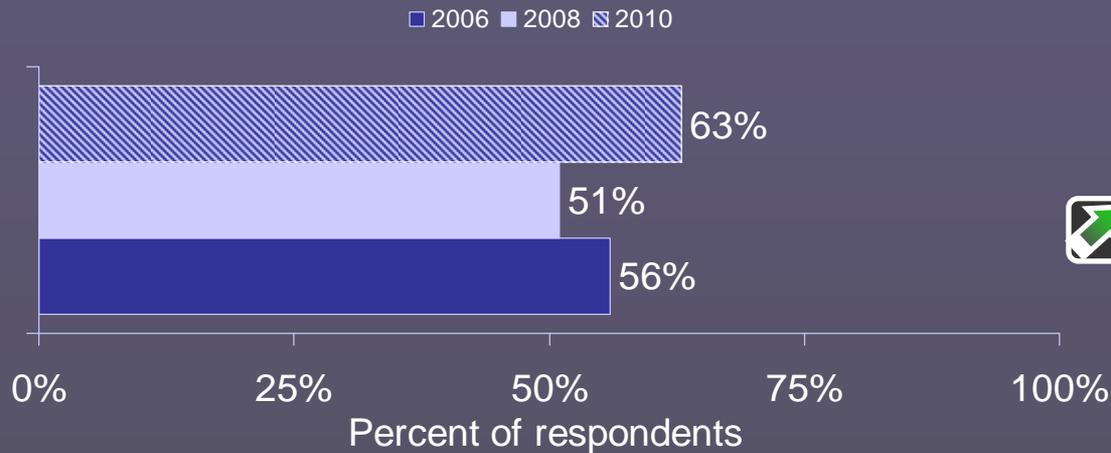
City of Novi Government



Public Trust

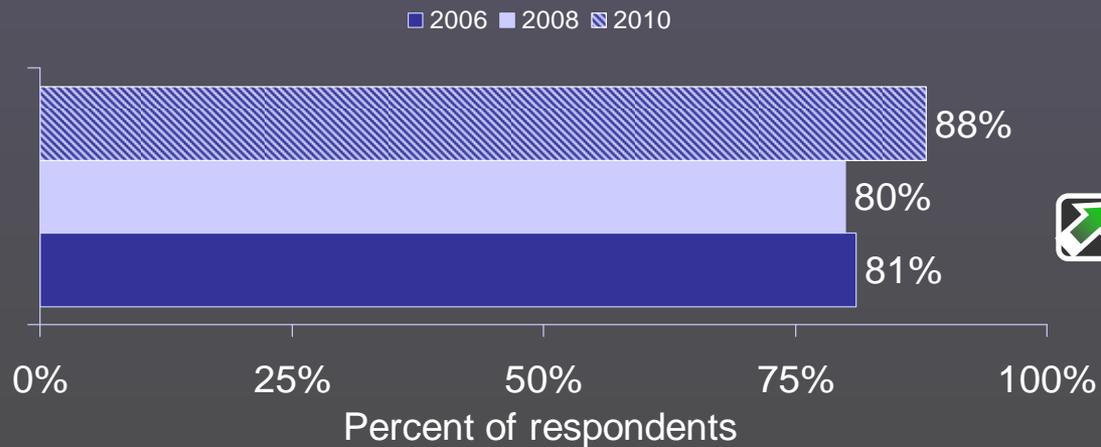
National Benchmark

The value of services for the taxes paid to Novi



Above

Services provided by City of Novi



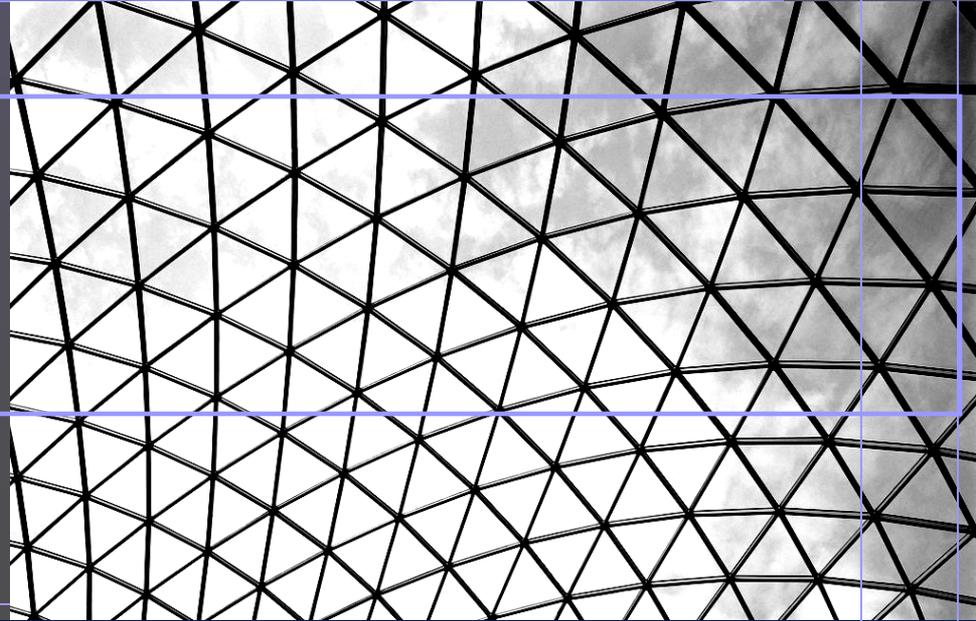
Much above

= Compared to 2008



The National Citizen Survey™

From Data to Action

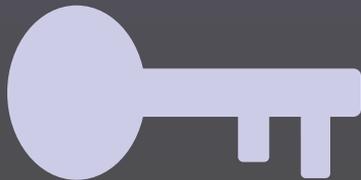


Resident priorities

Trendline data

National
Benchmark
Comparisons

“Key Drivers”



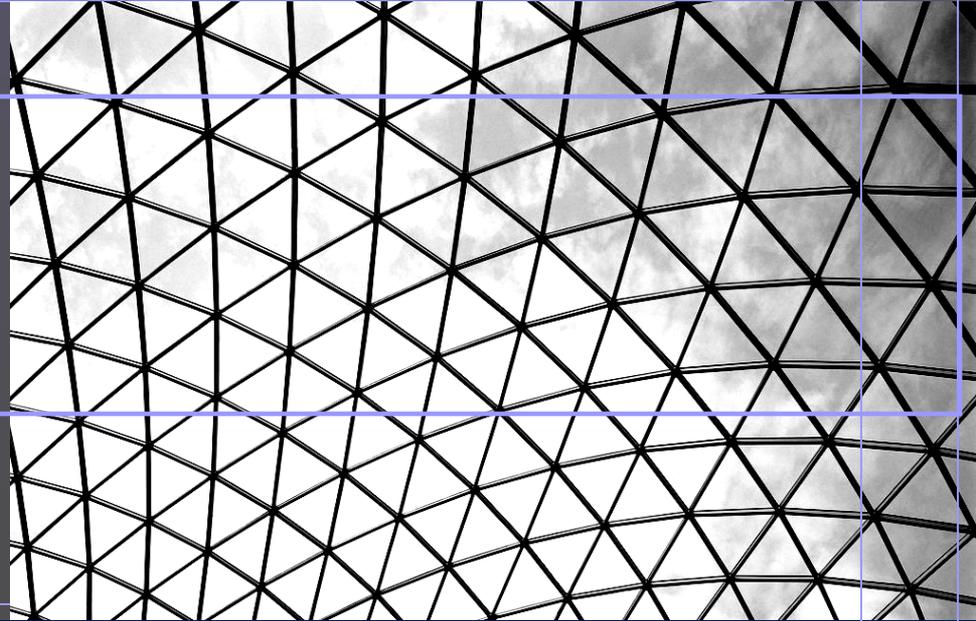
Key Driver Analysis (KDA)

- 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”



The National Citizen Survey™

Policy Questions



Policy questions

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

Policy questions



Please rate the following statements by circling the number that most clearly represents your opinion:	Percent “strongly” or “somewhat” agree
I would recommend Novi to friends as a place to live	87%
I can envision living in Novi five years from now	79%
If I were looking to purchase/rent a new home I would look exclusively in Novi	75%

Have you or anyone in your household been trained in CPR (Cardiopulmonary Resuscitation)?	Percent of respondents
Yes, in the last five years	39%
Yes, more than five years ago	36%
Never	25%
Total	100%

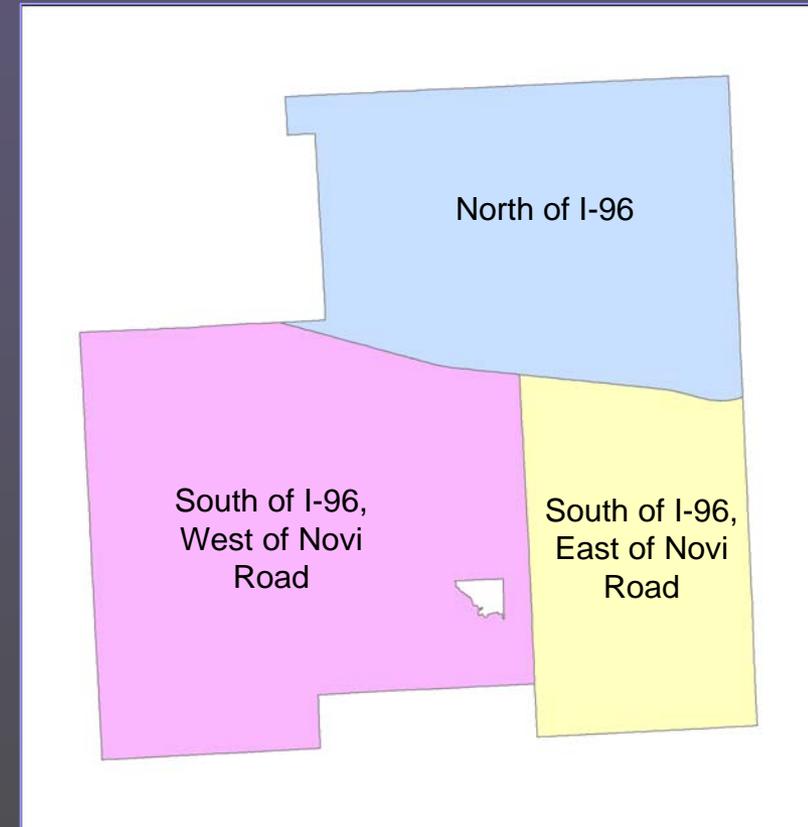
Subgroup Comparisons of Results

▶ 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



The National Citizen Survey™

Thank you!

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