National Citizen Survey Results

CITY OF
MONROE
Raisin' Expectations

Report to City Council

October 1, 2018

Why?

CITY COUNCIL GOAL E:

Promote Community Engagement Programs

CITY COUNCIL GOAL F:

Provide Fiscal Responsibility While Maintaining Quality of Life

Objective 4: Enhance Service Delivery Through Customer Experience Improvements

Why NCS™?

The NCS™

The National Citizen Survey™

NRC

National Research Center Inc

- Skilled research scientists
- Over 20 years Experience Survey Research
- Completed surveys in over 500 communities nationwide
- Public Sector: Local governments (ICMA Endorsed), non-profits, Foundations and more

Survey Administration

- Mailed to 2,500 random households—by precinct
  3 notifications, 1 week apart

- 13 "grid" questions containing 132 items from proven question bank

- 4 custom questions were added:
  1. Strategic planning focus
  2. Operations priorities
  3. Customer service experience with City Departments
  4. Preference for communication source from the City

- Opt-in web survey included—posted in social media

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Overall Survey Response Rates

- 3% of the 2,500 surveys were returned by the Post Office
- Of the remaining 2,417 HHs, 576 completed the survey for a **overall response rate of 24%**
- Of the 576 completed surveys, 57 were completed online
- Additional 486 residents completed the online opt-in survey

Grand Total of 1,063 completed surveys.

Mailed Survey Response by Precinct

	Precinct 1	Precinct 2	Precinct 3 North	Precinct 3 South	Precinct 4	Precinct 5	Precinct 6	Overall
Total Sample Used	365	302	225	151	481	484	493	2,500
Complete Interviews	71	59	31	17	146	134	109	567
Response Rate	20%	20%	15%	14%	32%	29%	23%	**24%**

Combine these two when considering outcomes.

Measuring Survey Validity

Survey Validity has 2 considerations:

1. How confident is the community in the results from those who completed the survey vs. had the survey been administered to the entire population?

2. How closely do the perspectives recorded on the survey reflect what resident really believe or do?

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Ensuring Survey Validity

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.

- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.

- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.

- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the “birthday method.” The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

Ensuring Survey Validity
(cont'd)

- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.

- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.

- Providing a pre-addressed, postage-paid return envelope.

- Weighting the results to reflect the demographics of the population.

What did the survey measure?

The 3 Pillars

- Community Characteristics
- Governance
- Participation

8 Central Facets

- Safety
- Mobility
- Natural Environment
- Built Environment
- Economy
- Recreation & Wellness
- Education & Enrichment
- Community Engagement

How is the Overall Quality of Life in the City of Monroe?

45 %
Positive
Response

"Much Lower" than national comparison
(Rank 462/481)

"Lower" than other peer communities
(Rank 10/11)

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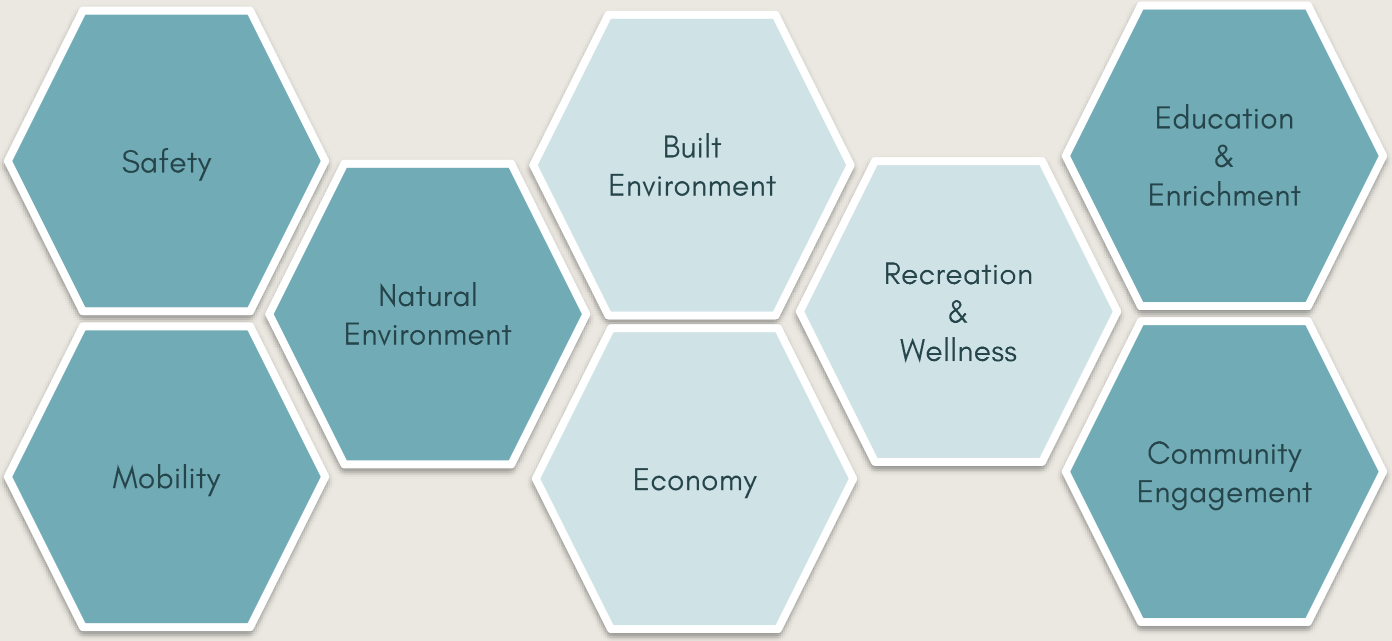
How did Monroe Stack Up? *Nationally*

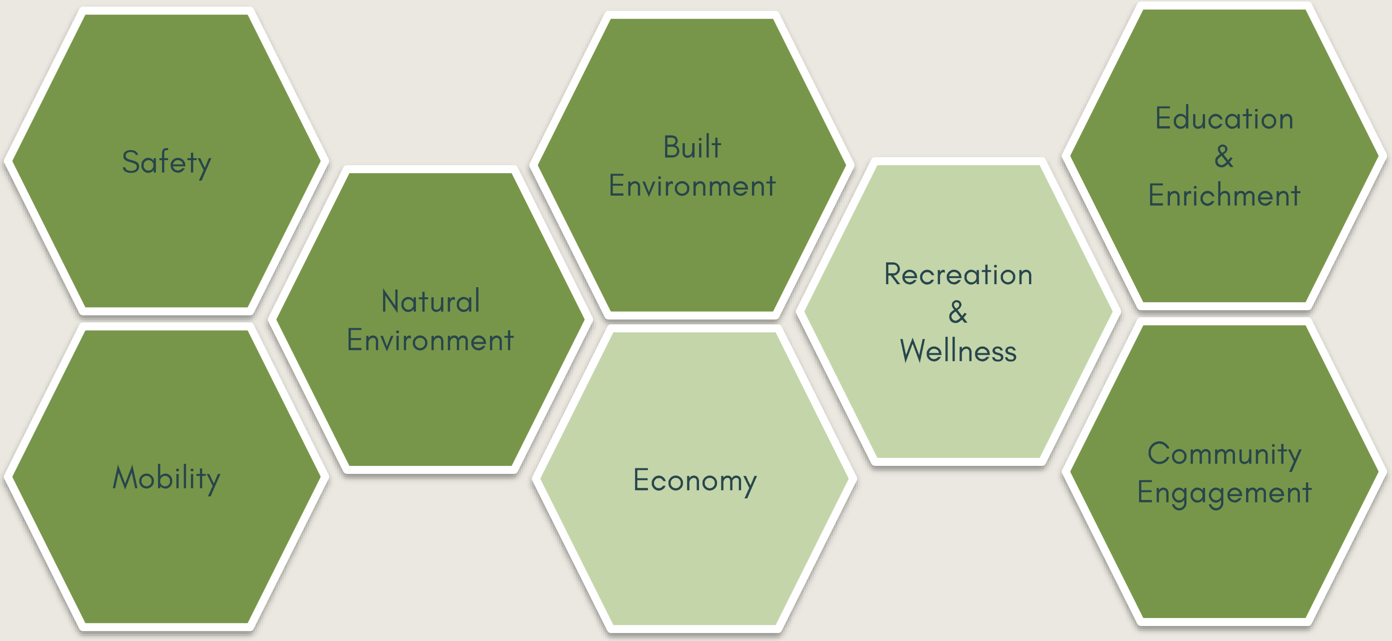

Safety
Natural Environment
Mobility
Built Environment
Economy
Recreation & Wellness
Education & Enrichment
Community Engagement

Legend

- ⬡ Lower than national benchmark
- ⬢ Similar to national benchmark
- ⬣ Higher than national benchmark

How did Monroe Stack Up?

Peer to Peer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Legend

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Who are our peers?

29 cities in North Central United States with a population of 10,000-40,000 with annual median income between $35,000-$55,000

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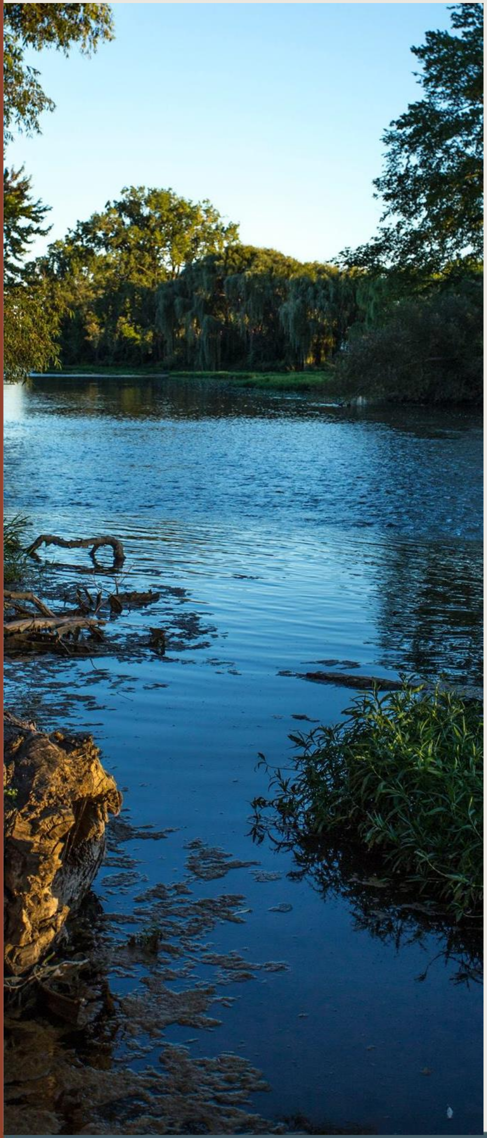
Strategic Planning Areas



How important is it for the City to focus on each of the following in the years to come? *(Essential or Very Important)*

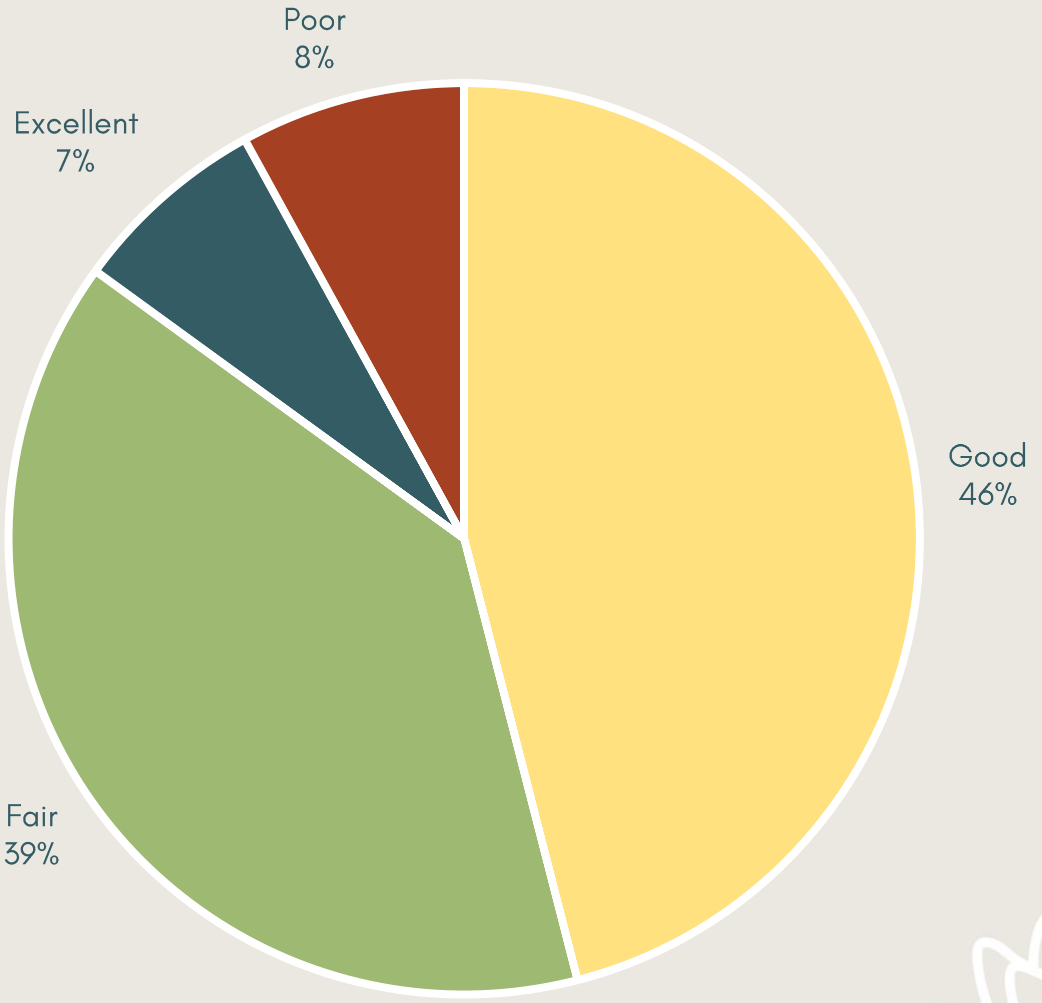
1. Safety – 90%
2. Mobility – 76%
3. Natural Environment – 77%
4. Built Environment – 72%
5. Economy – 92%
6. Recreation and Wellness – 75%
7. Education and Enrichment – 84%
8. Community Engagement – 75%

Recommended Priorities

Responses with positive marks of *one-quarter or less:*

- Overall quality of new development
- Overall economic health
- Vibrant downtown/commercial area
- Shopping opportunities
- Employment opportunities

Community Characteristics



Community Characteristics

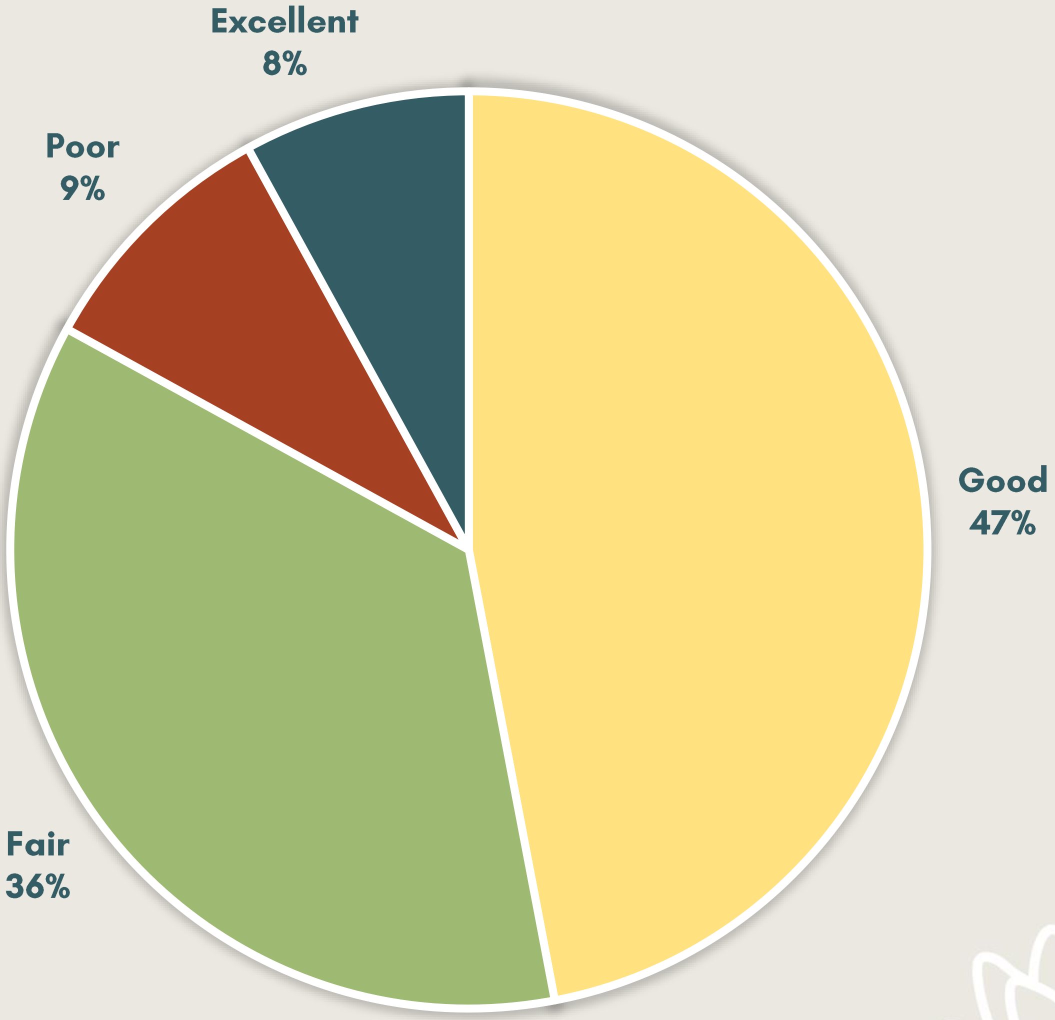
Top Five Ratings

1. Safe Downtown/Safe in Neighborhood
2. Overall Ease of Travel by Bicycle/By Car
3. Religious or Spiritual Activities
4. Ease of Walking Paths and Walking Trails
5. Overall Natural Environment/Air Quality

Lowest 5 Ratings

1. Shopping Opportunities
2. Vibrant Downtown/Commercial Area
3. Employment Opportunities
4. New Development in Monroe
5. Mental Health Care

Governance



Governance

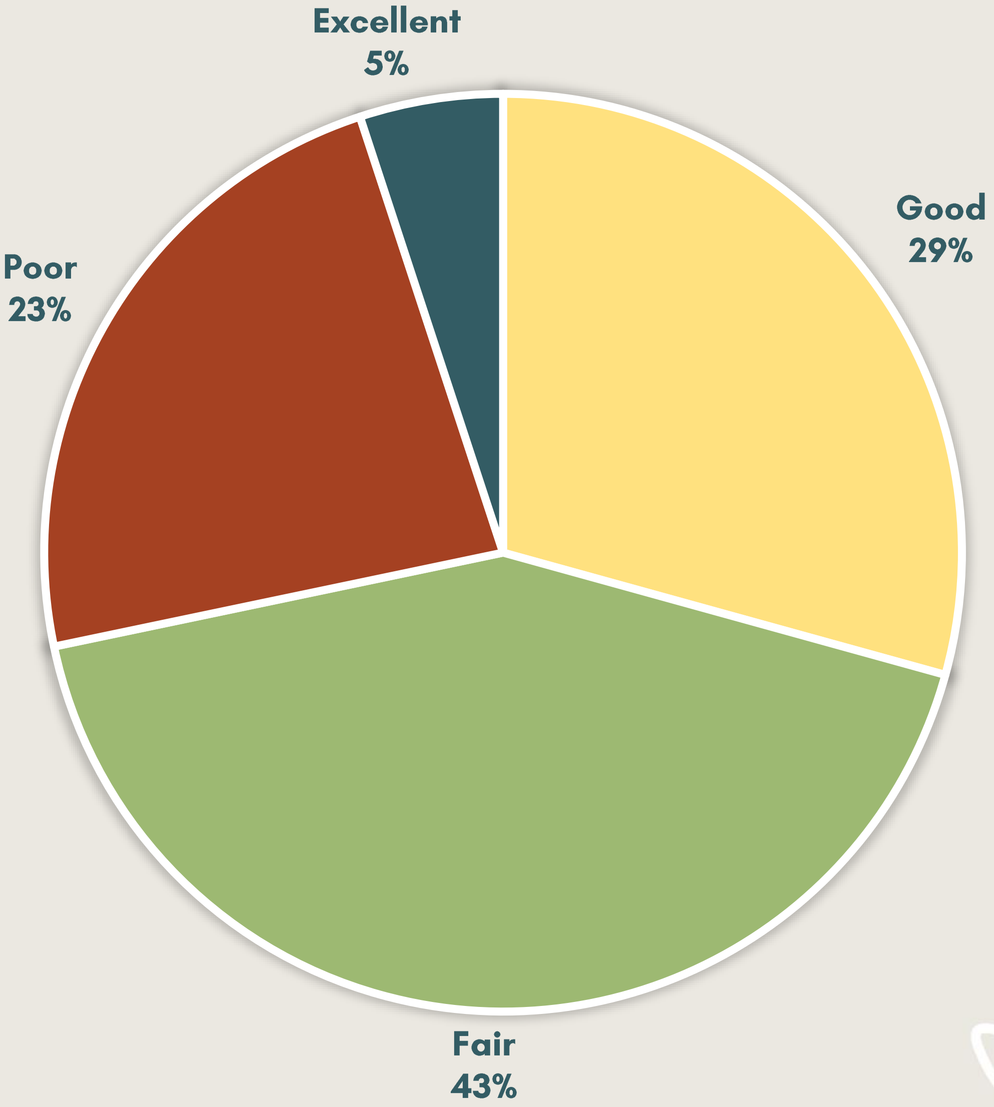
Top Five Ratings

1. Fire
2. Public Libraries
3. Garbage Collection/Recycling/Yard Waste
4. Ambulance/EMS
5. Police
   City Parks
   Sewer Services

Lowest 5 Ratings

1. Street Repair
2. Economic Development
3. Land Use, Planning and Zoning
4. Code Enforcement
5. Recreation Centers
   Health Centers

Participation



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Participation

Top Five Ratings

1. Talked to or visited the neighbors
   Purchased goods or services in Monroe
2. Recycled at home
   Was not a victim of a crime
3. Voted in local elections
4. Visited a City Park
5. Participated in moderate activity/Done a neighbor a favor/ Read or watched local news

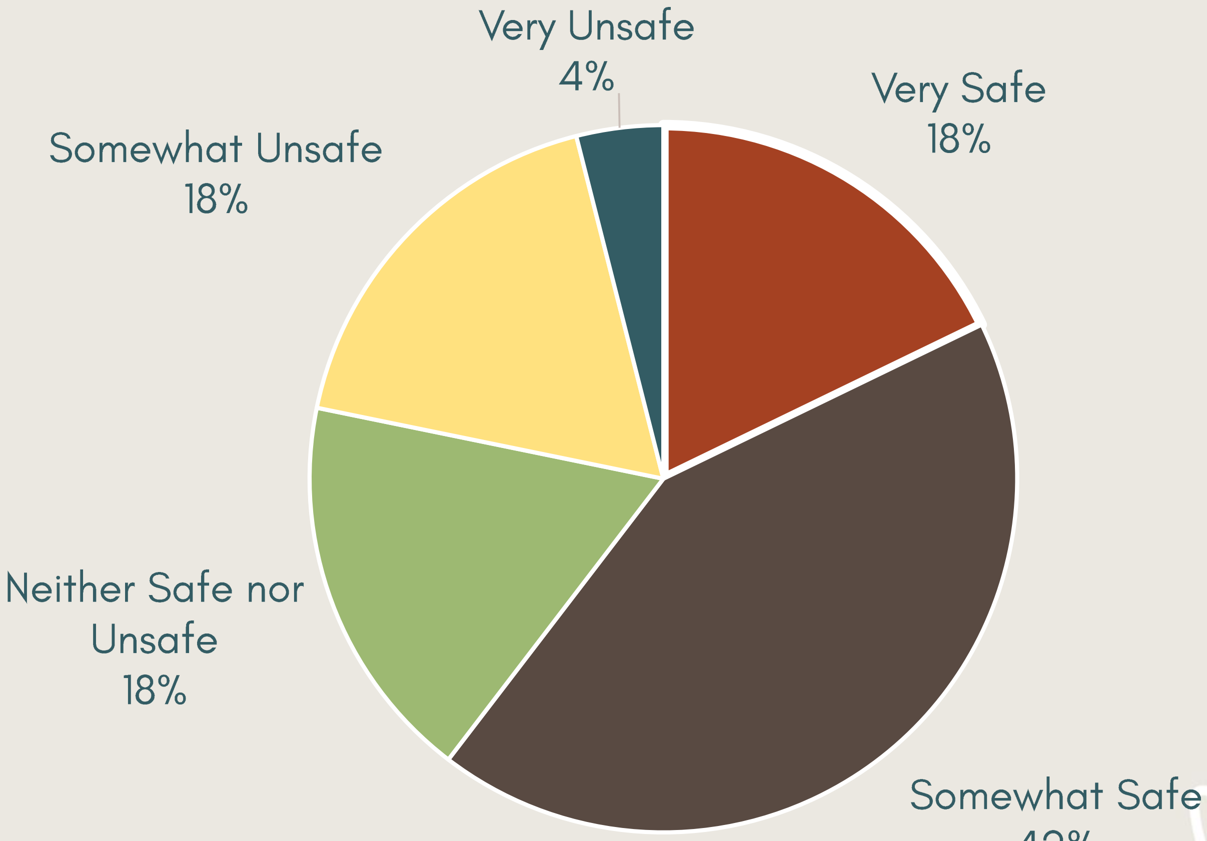
Lowest 5 Ratings

1. Used public transportation instead of driving
2. Attended a local public meeting
3. Contacted Monroe elected officials
4. Attended/watched a local public meeting
5. Stocked supplies for an emergency
   Economy will have positive impact on Monroe

Special Topics
&
Custom Questions

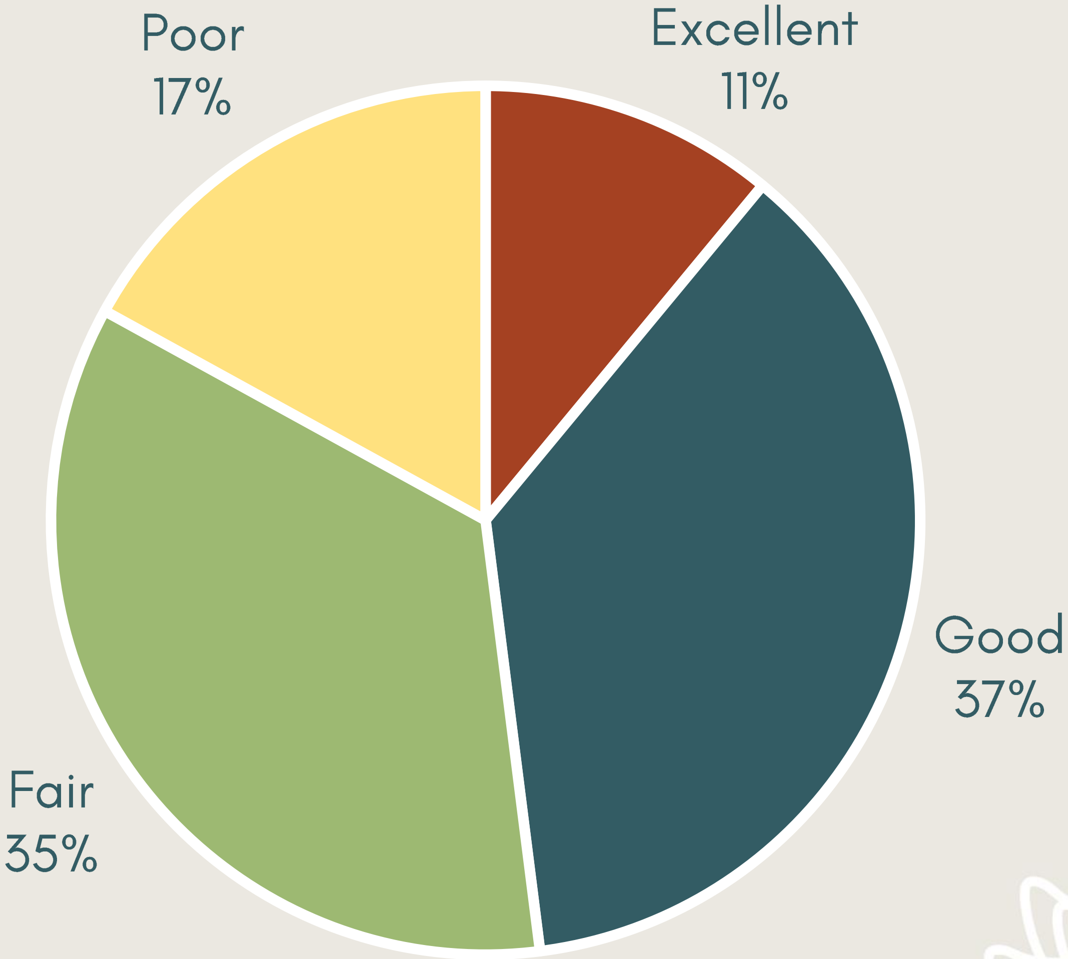
Rate how safe or unsafe you feel in the City of Monroe's downtown area at night

Survey asked about daytime so we wanted to also know how citizens felt at night.



Rate the quality of internet services in the City

Internet quality is important for business recruitment and retention



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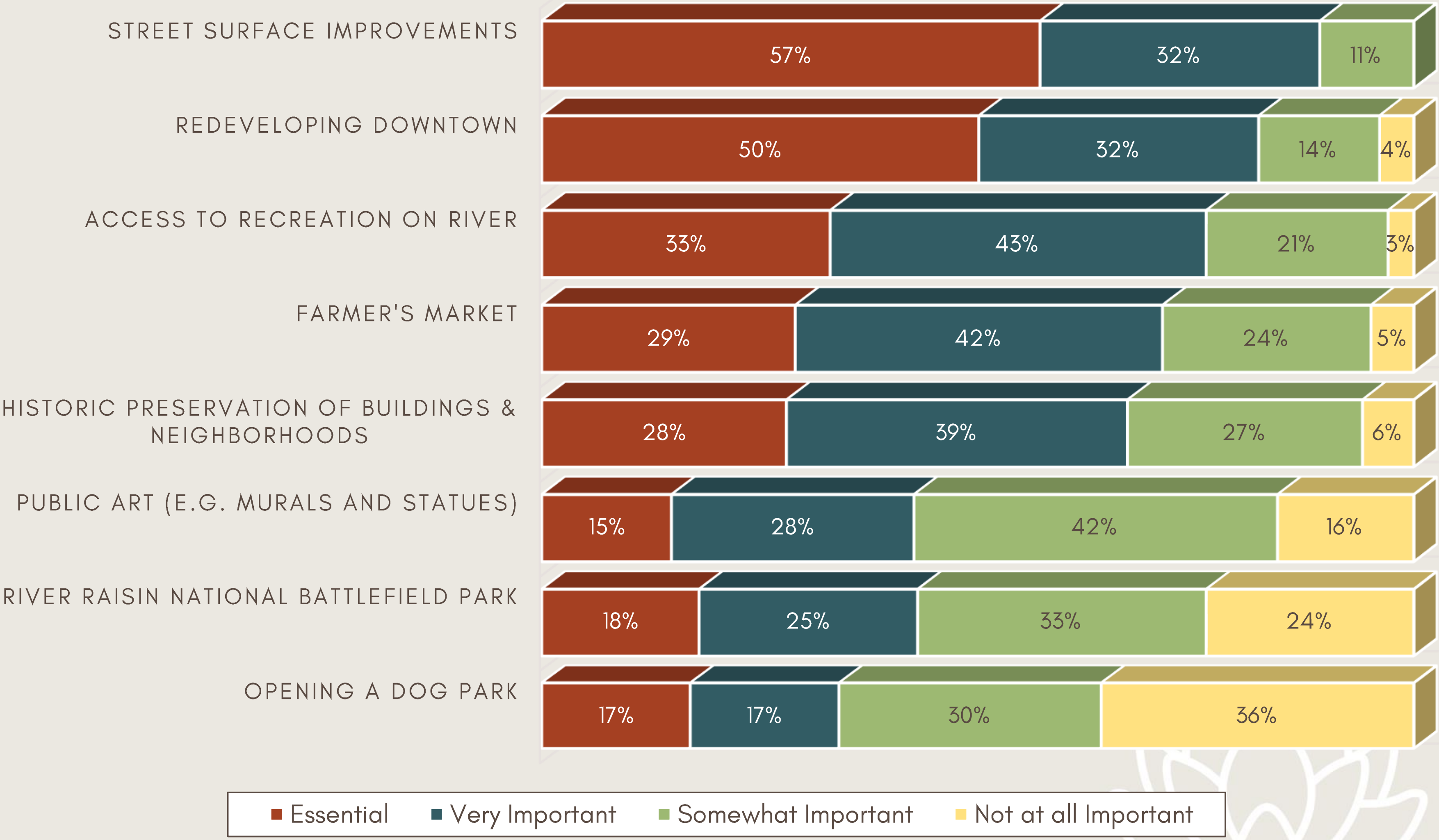
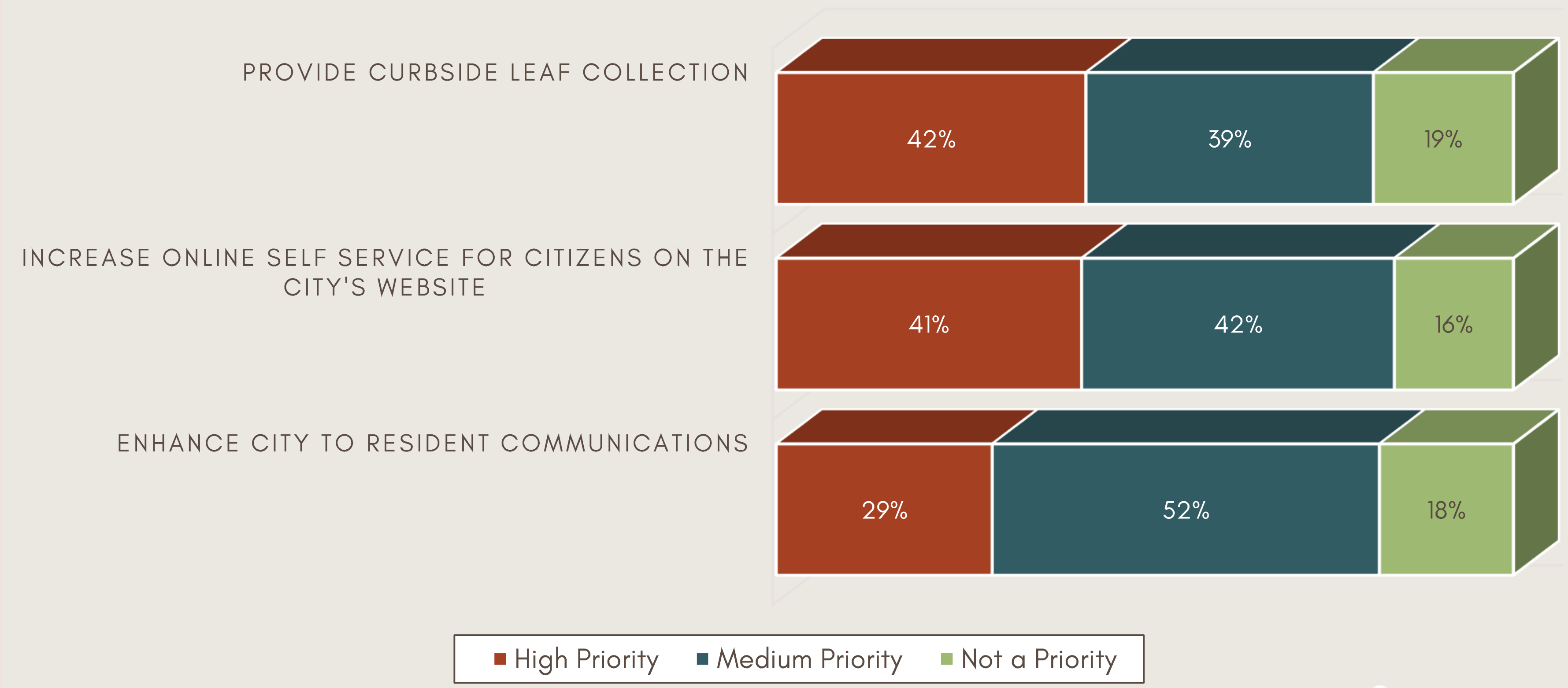
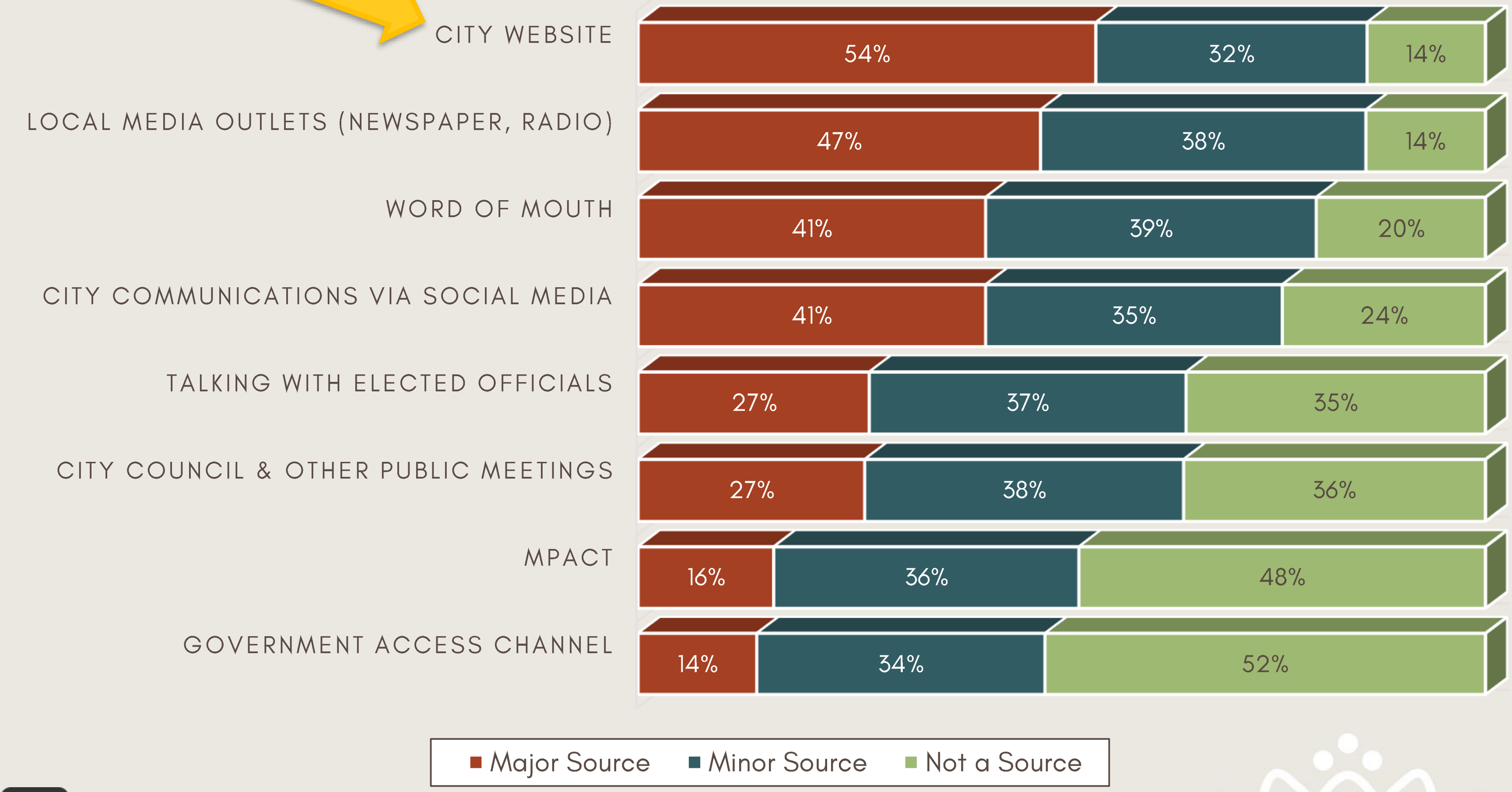
How important are the following strategic planning areas to the City's overall quality of life?



How much of a priority, if any, should it be for the City to do each of the following?



How much of a source, if at all, do you consider each of the following to be for obtaining information about the City government and its activities, events and services?



Future surveys should also include new MyMonroe On The Go mobile app

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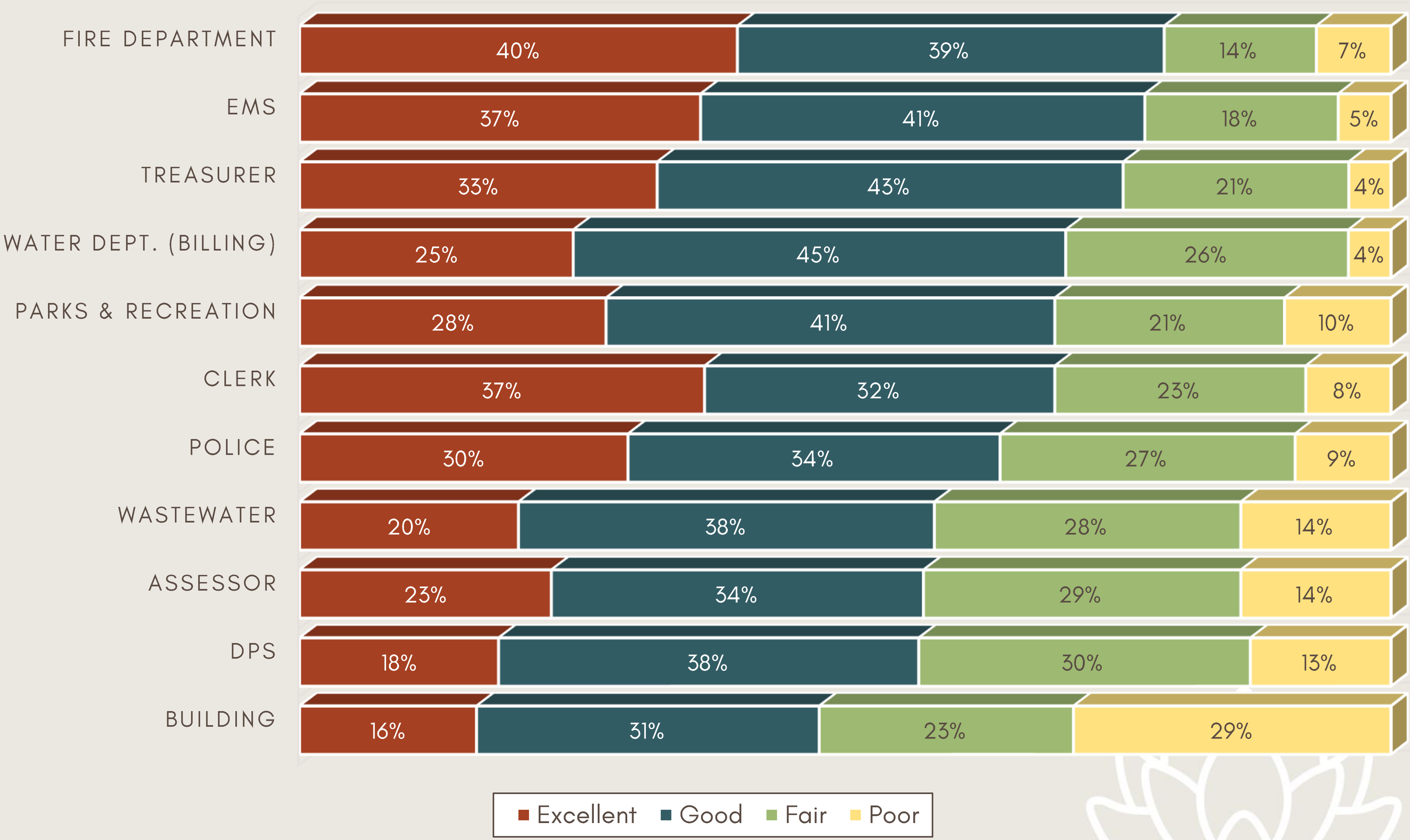
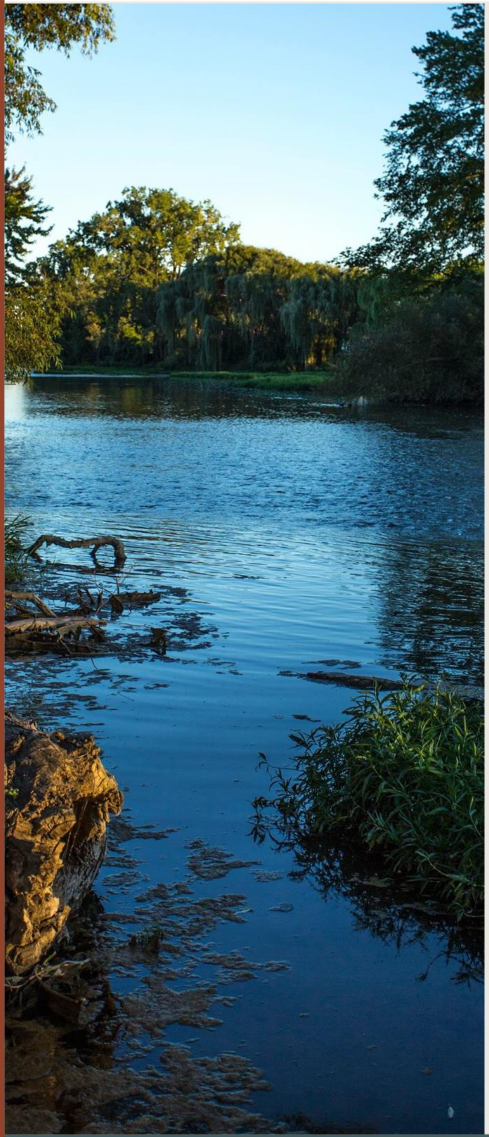
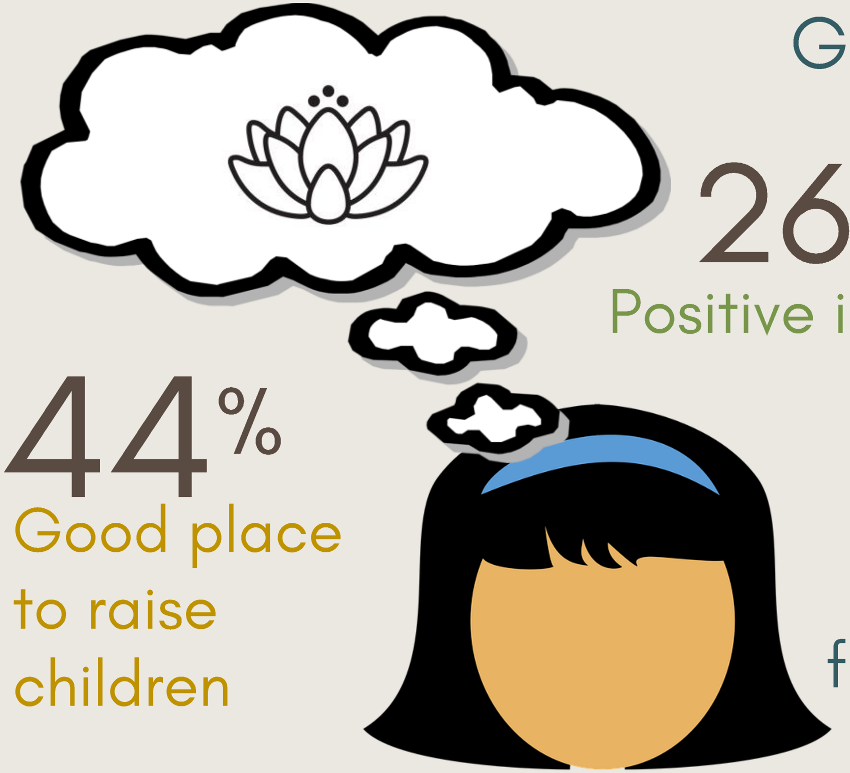
Please rate the quality of your most recent interaction with each of the following City departments in the past 12 months *(only those who said they had interaction had responses count)*



Conclusions – So how do residents feel?





45% Good quality of life

53% Good place to live

26% Positive image of Monroe

44% Good place to raise children

53% Overall positive feeling of safety

56% Recommend Monroe to others

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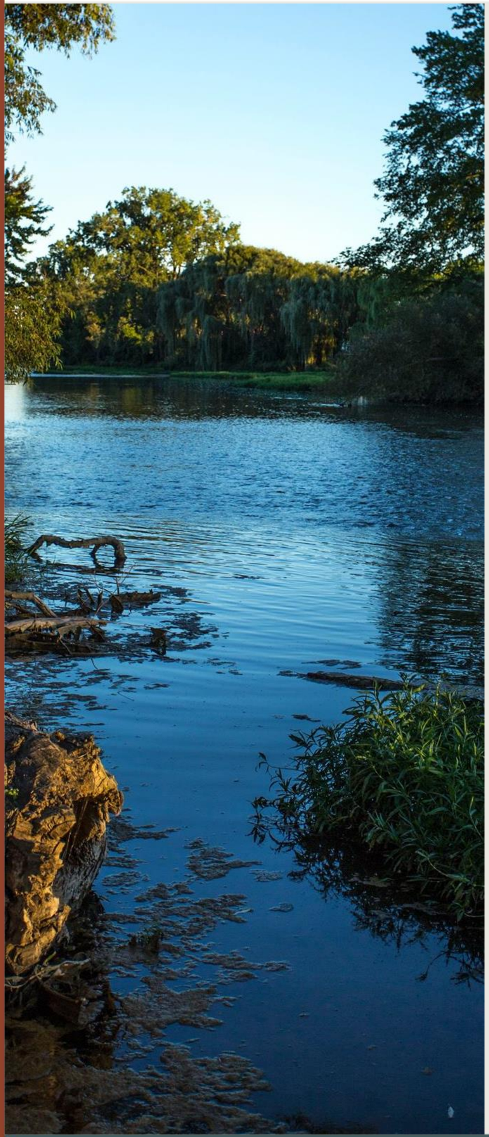
Conclusions – Economy is Top Priority!



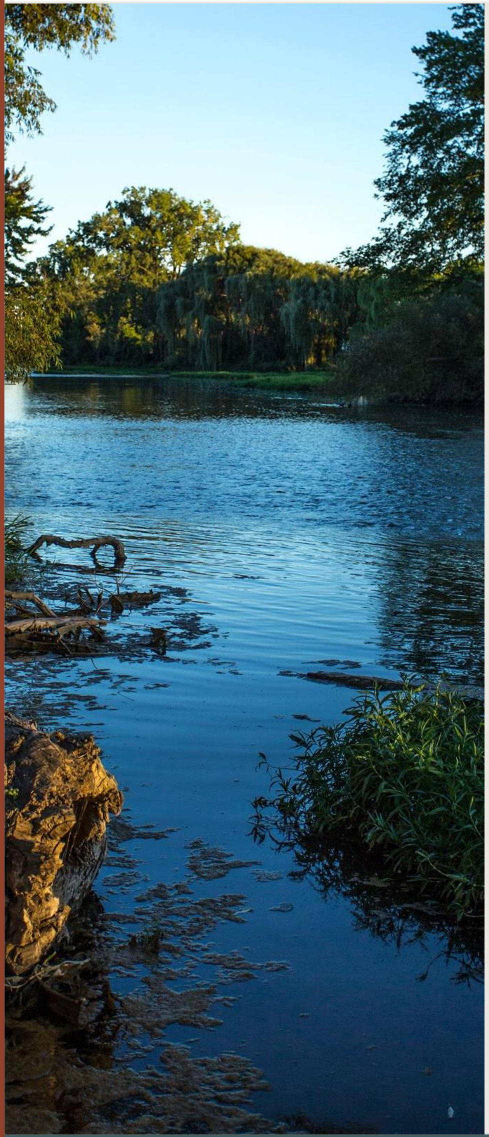
92% of residents say economic health is essential or very important priority over next 2 years!

8 in 10 Monroe residents are not under housing stress – higher than national benchmark.

Top Priorities Over the Next 2 Years:

- 92% – Economic Health
- 90% – Safety
- 89% – Street Surface Improvements
- 82% – Downtown Redevelopment

Conclusions – Improving Quality of Life



Important factors to improve Quality of Life:

Recreation on the River

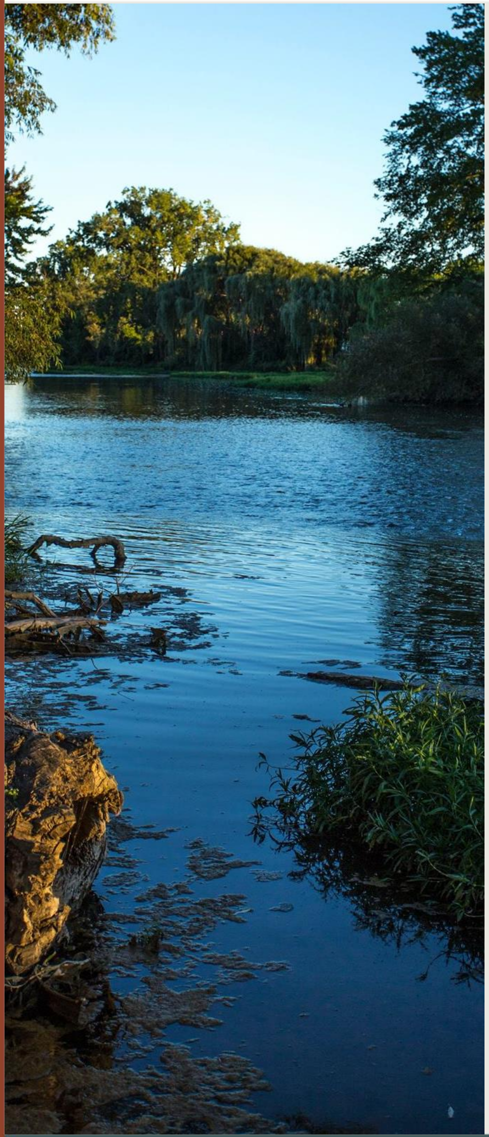
& Farmers Market

Monroe residents were more likely than comparison communities to engage in active transportation.

Just 13% gave positive marks for shopping opportunities – "much lower" than peer average.

City parks receive high marks by 2/3 of residents – similar to benchmarks.

Conclusions – Residents Feel Safe, *but…*



86% of residents feel safe in their neighborhoods.

87% feel safe downtown during the day
vs. 60% at night.

Residents are more likely to contact Police or Fire than any other department.

Only half give positive ratings to overall feeling of safety.

90% of residents feel safety is the number two priority of the City in the next 2 years.

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What Now?

Distribution & Digestion Plan

- Mayor & Council
- Department Heads
- Media
- Website

Action Plan

- Strengthen What We Do Well, Improve What We Don’t
- Tool for Future Resource Allocation

Repeat

- Important to remember this is **baseline data**!
- Examine if we are moving the needle in 2 or 3 years