

THE NCSTM
The National Citizen SurveyTM

Novi, MI

Key Findings November 2014

The NCS is presented by NRC in collaboration with ICMA



About The NCS

- **Community Livability**
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & Novi

- Participant in The NCS since 2006
 - 2006, 2008, 2010, 2012, 2014
- Random sample of 1,200 households
 - 323 returned surveys; 28% response rate
 - $\pm 5\%$ margin of error

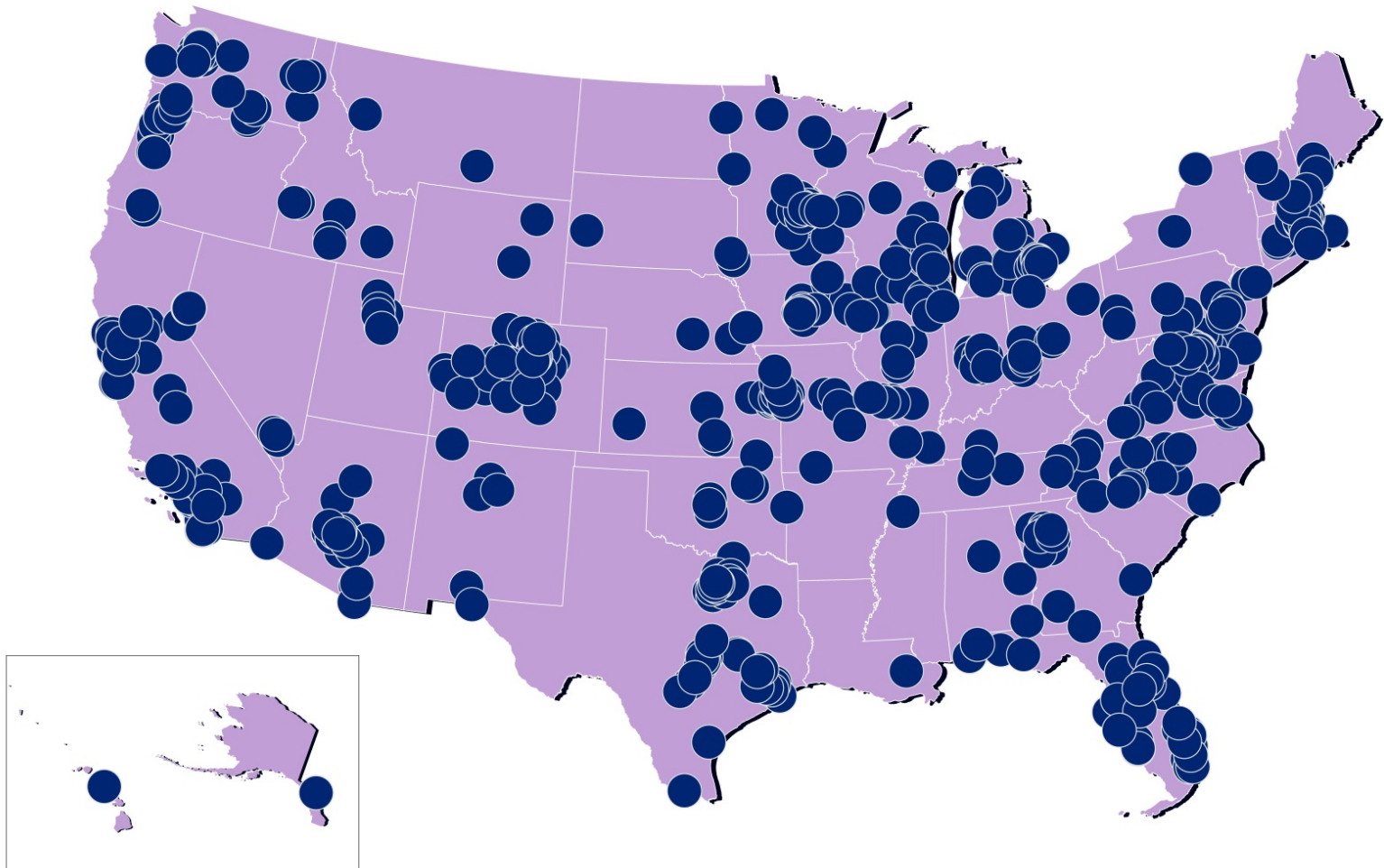
Online option

Geographic
comparisons

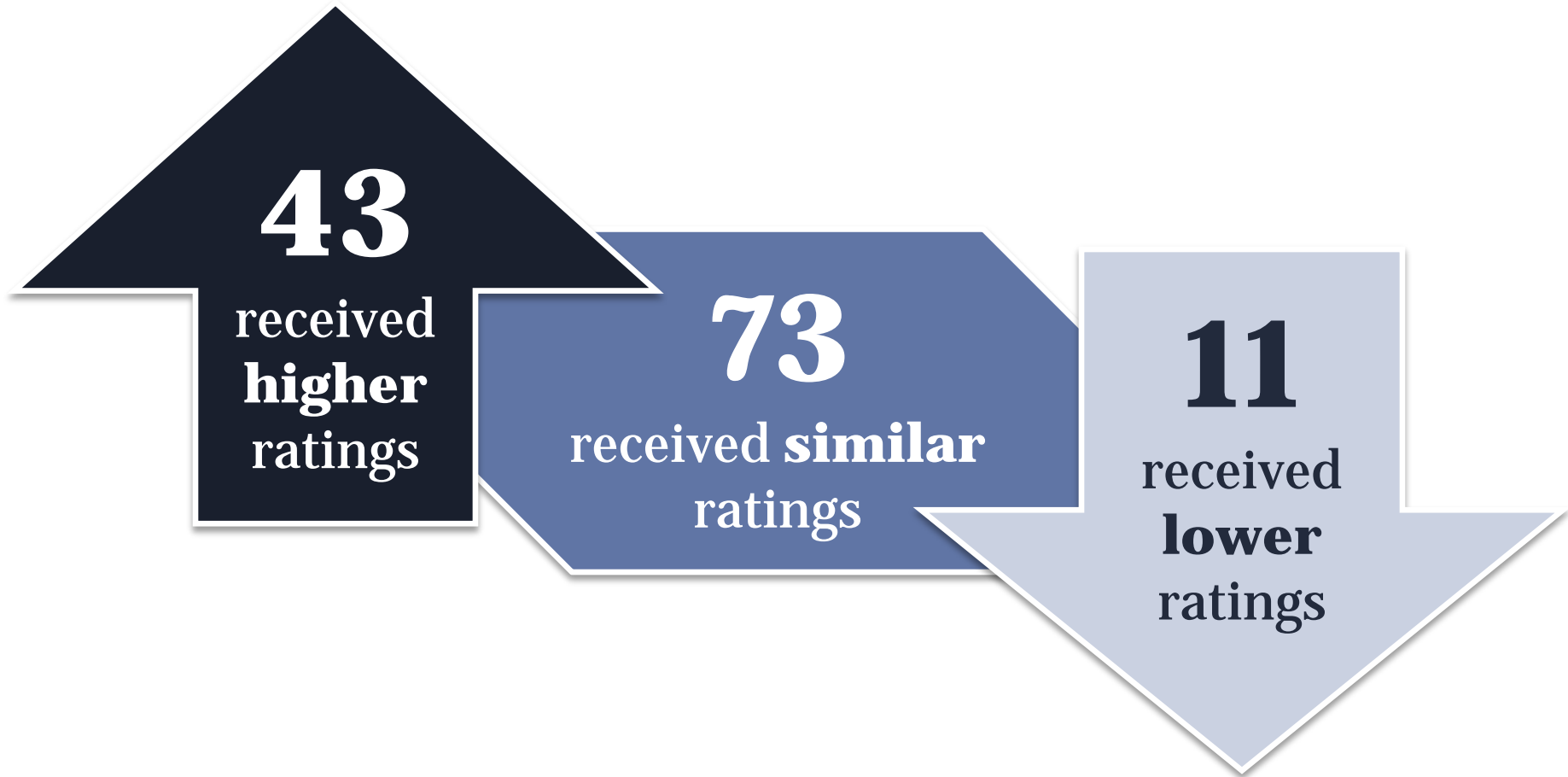
Demographic
comparisons

Custom
benchmarks

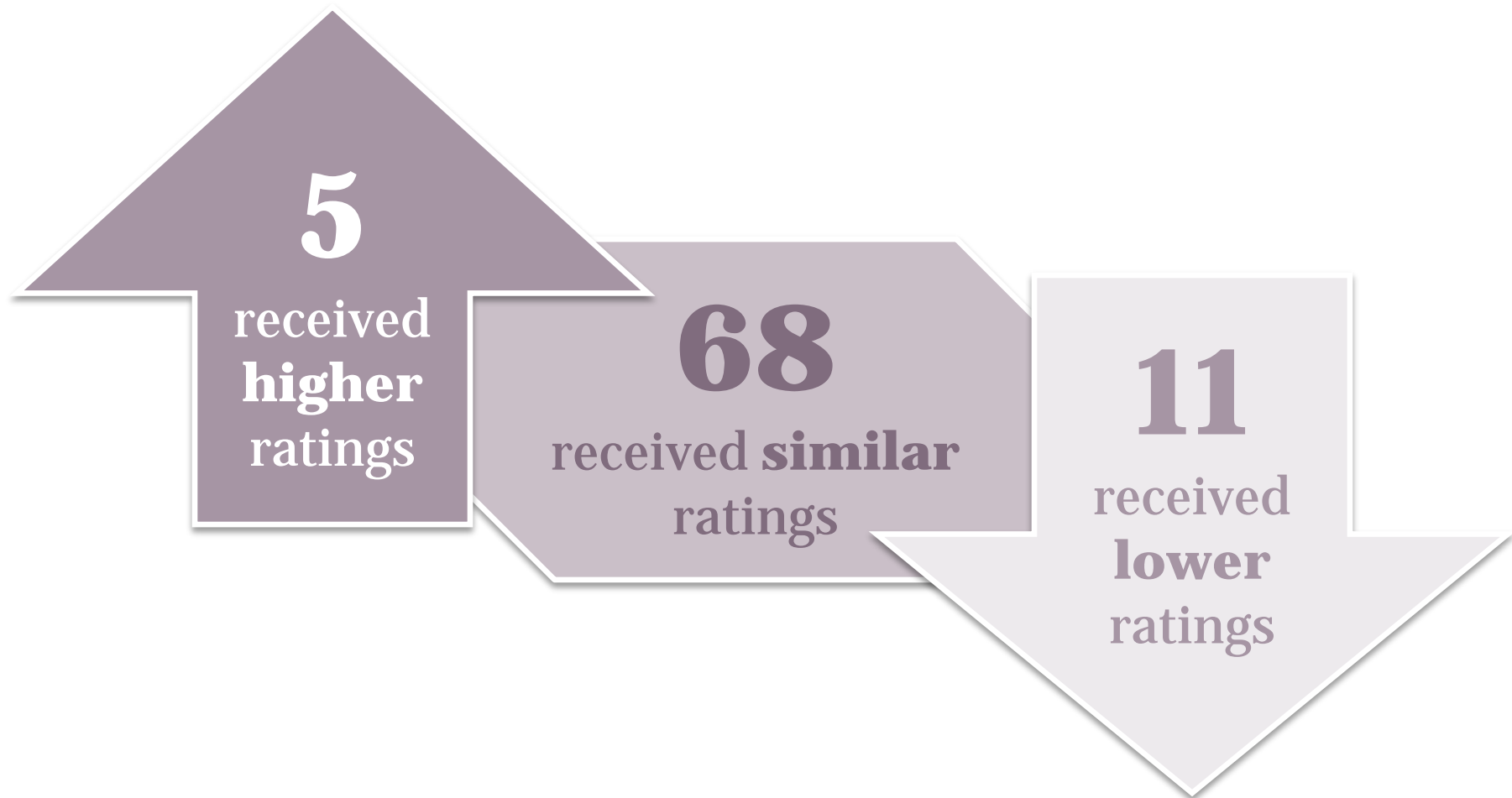
National Benchmark Comparisons



2014 National Benchmark Comparisons



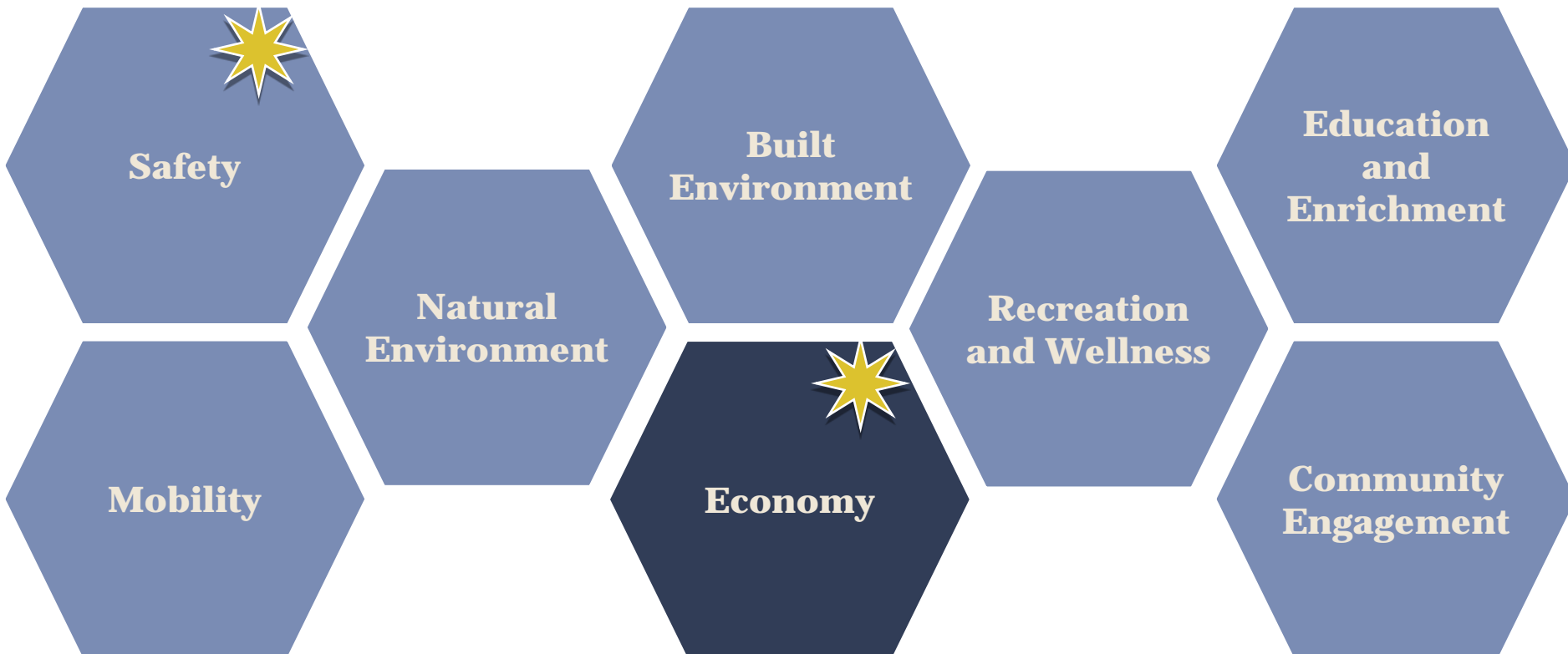
2014 Ratings Compared to 2012



Key Focus Areas

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark
- ★ Most important



Key
Finding
#1

Exceptional Quality of Life

Quality of Life Trend

Overall Quality of Life

Overall Image

Place to live

Overall appearance



Community Characteristics

K-12 education

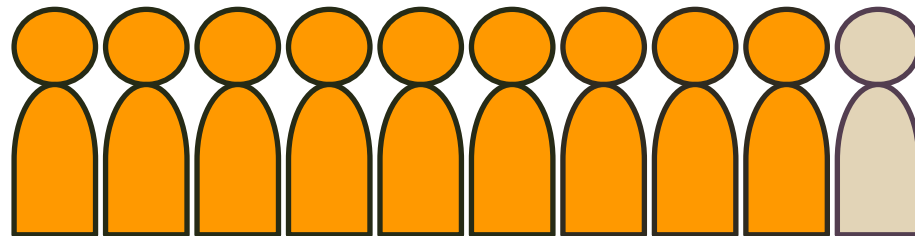
Cleanliness

Overall economic health

Above National Benchmark

Please rate each of the following characteristics as they relate to Novi as a whole

Excellent or good!



9/10

Key
Finding
#2

Residents Feel Safe



Police



Crime
Prevention



Overall Feeling of Safety

Safe Neighborhoods



Excellent or good!



9/10

Safe downtown/ commercial area



Excellent or good!



9/10

Key
Finding
#3

Economy Important to Community

Overall Economic Health

Shopping opportunities

Employment opportunities

Place to work

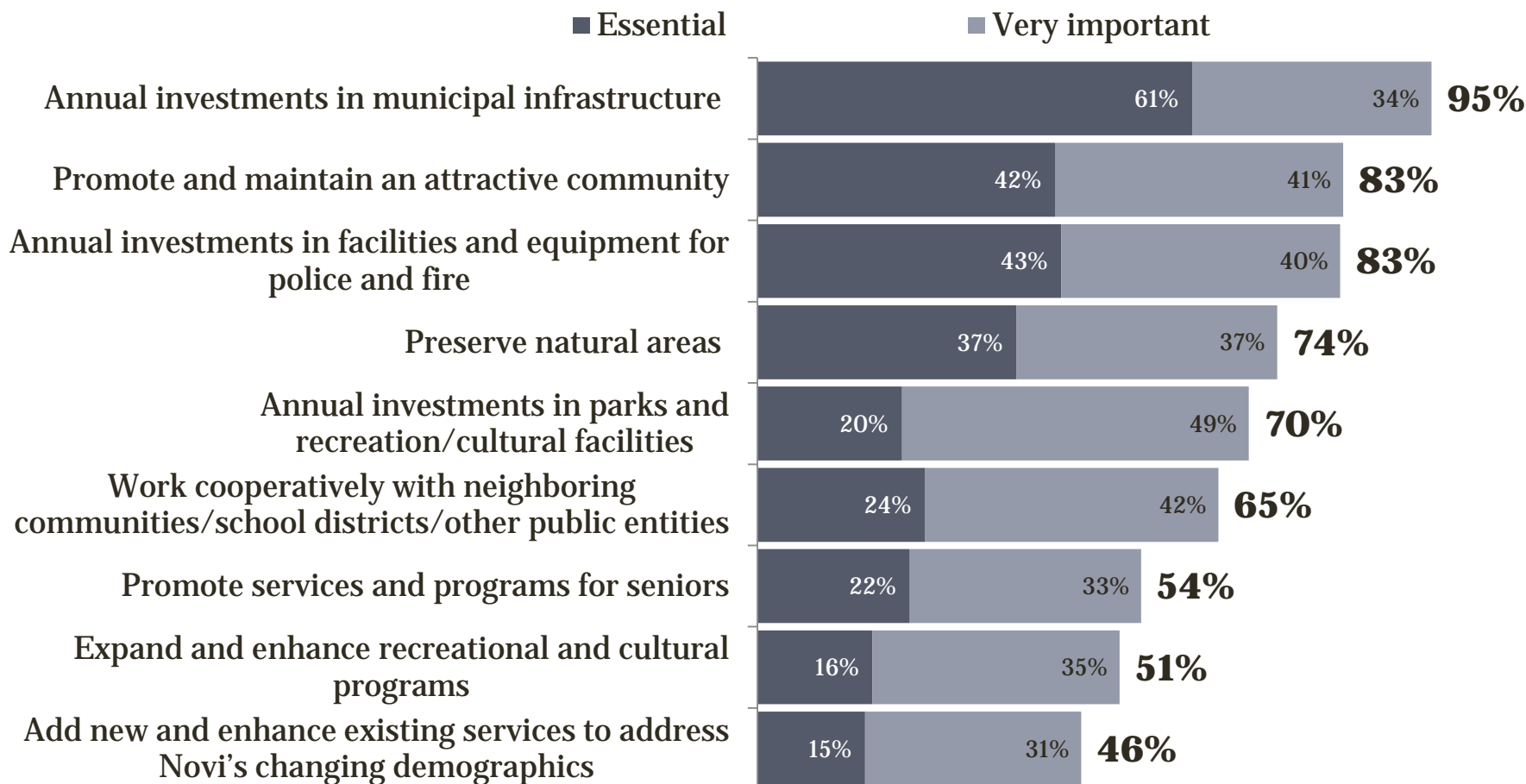
Economy will have positive impact on income



Special Topics

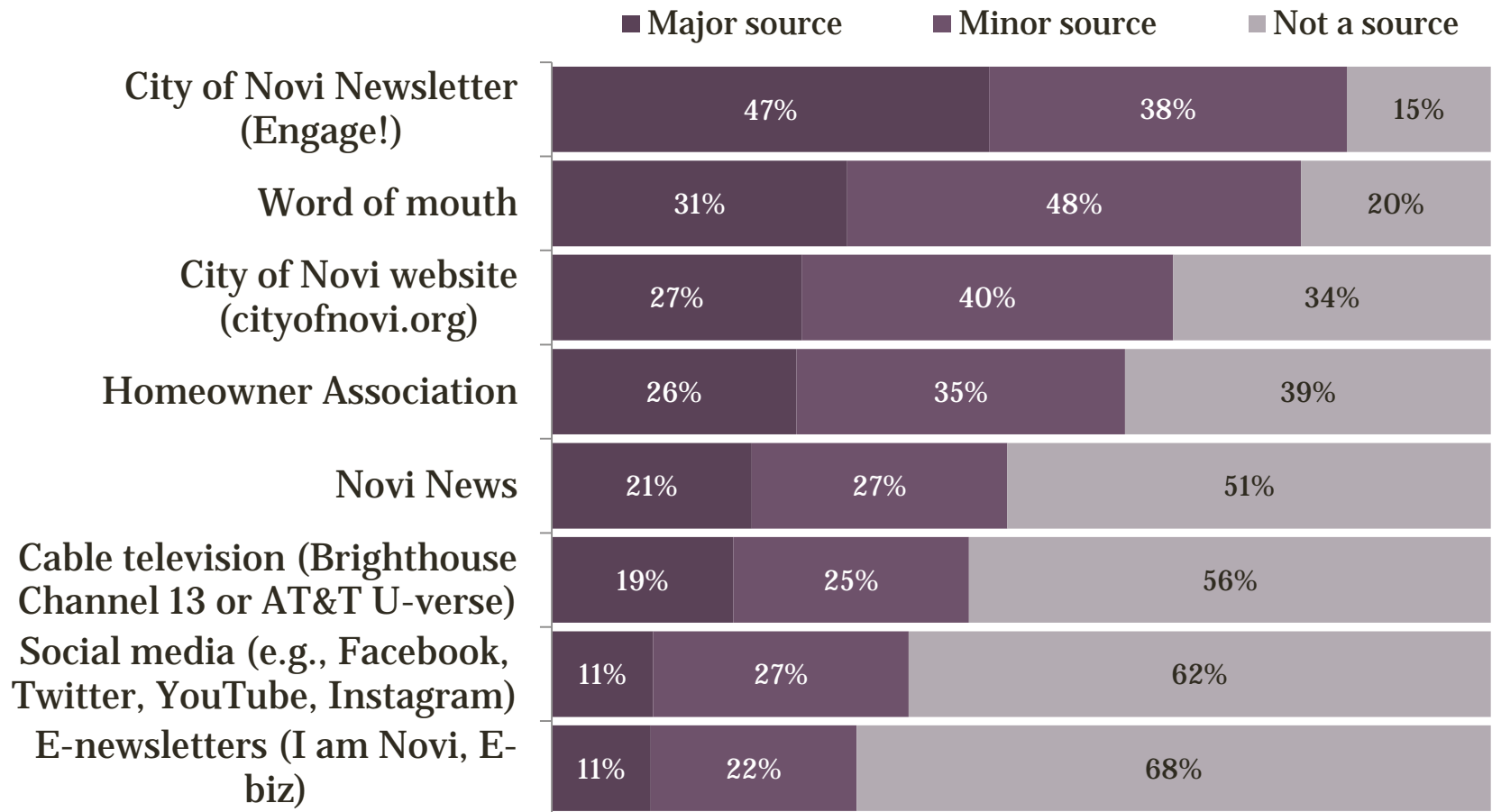
City Priorities

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:



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:

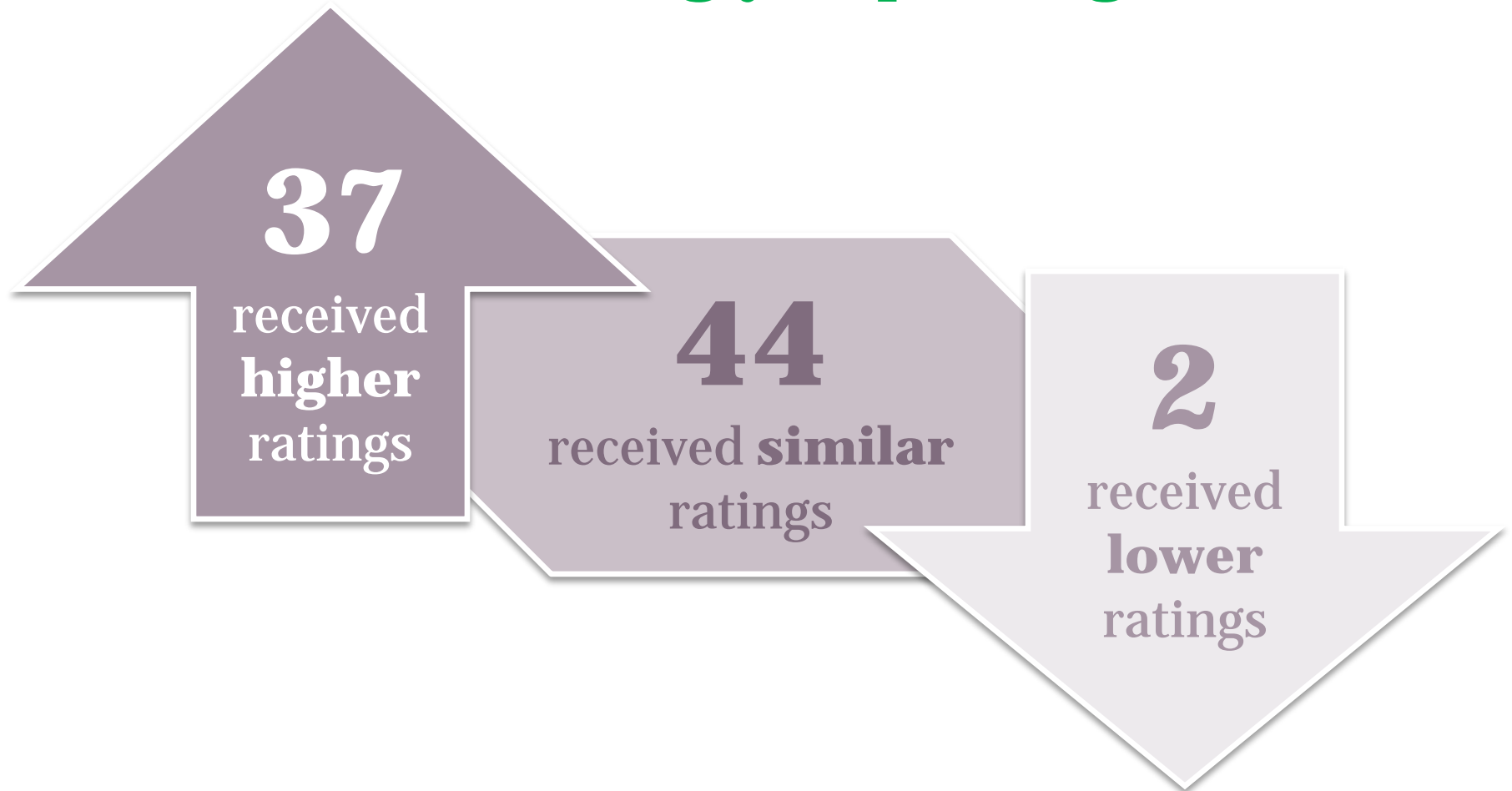


Conclusions

- **Exceptional quality of life.**
- **Important public safety**
- **Important economic health**

Remarkable Findings

Novi strongly improving since 2006



Remarkable Findings (cont'd)

- **Community engagement is weak**
- **Street repair rating declined**
- **Many characteristics better than comparisons**
- **Stronger support for these priorities:**
 - **Infrastructure**
 - **Police and fire**
 - **Natural preservation**
 - **Park and rec facilities**
 - **Seniors**

Questions?

THE NCSTM
The National Citizen SurveyTM

Thank you!

National Research Center, Inc.

2955 Valmont Road Suite 300

Boulder, CO 80301

303-444-7863 • nrc@n-r-c.com

www.n-r-c.com



NRC

National Research Center Inc.