



Novi, MI

Key Findings 2018

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, 2016, 2018
- Random scientific sample of 1,600 households
 - 417 completed surveys; 27% response rate
 - $\pm 5\%$ margin of error

Custom
benchmarks

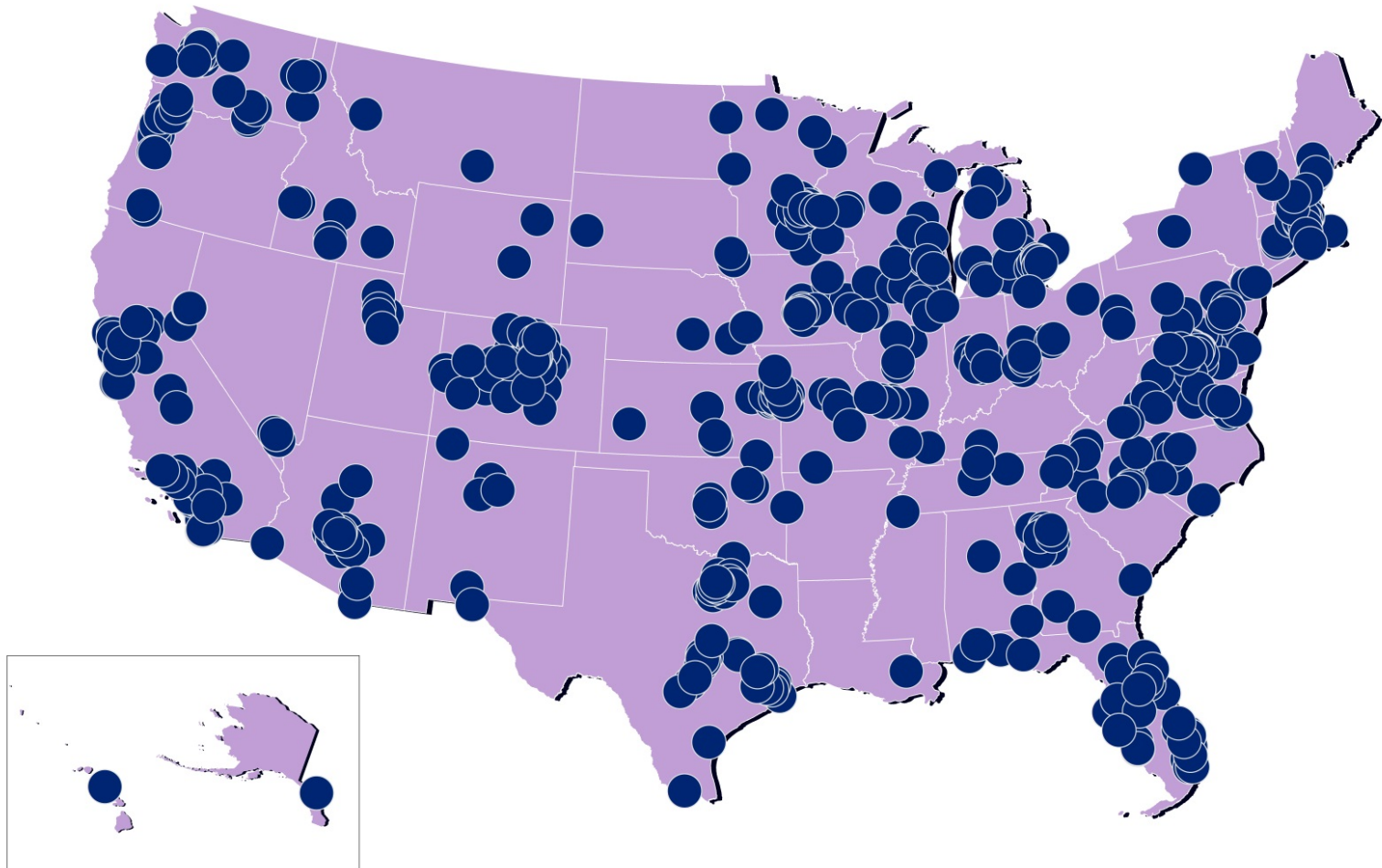
Demographic
comparisons

Geographic
comparisons

Online
options

Presentation

National Benchmark Comparisons



2018 National Benchmark Comparisons

35

received
higher
ratings

88

received **similar**
ratings

8

received
lower
ratings

2018 Ratings Compared to 2016

17

received
higher
ratings

110

received **similar**
ratings

1

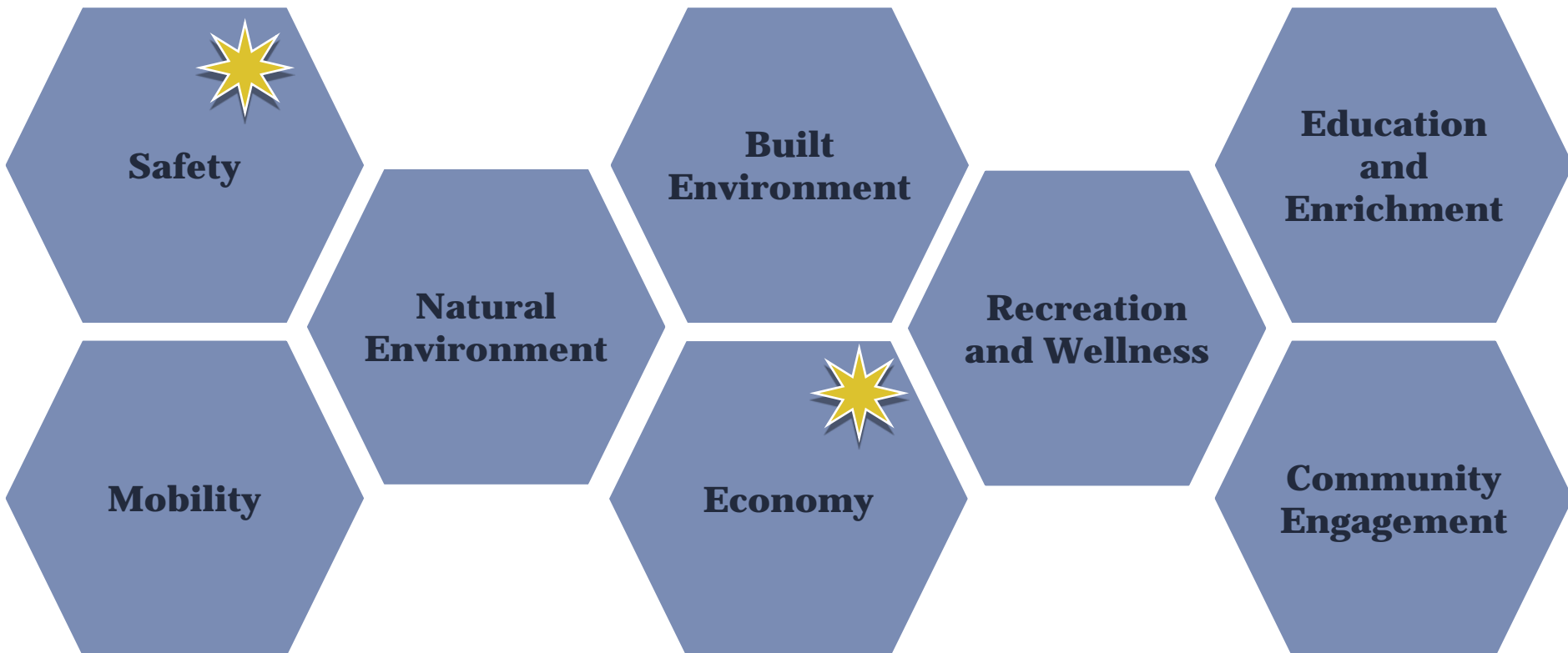
received
lower
ratings

Key Focus Areas

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Key
Finding
#1

Novi is a *desirable,*
family-friendly
place to live

Exceptional Quality of Life

Quality of life

Overall image

Place to live

Neighborhoods

Place to raise kids

Overall appearance

9 in 10

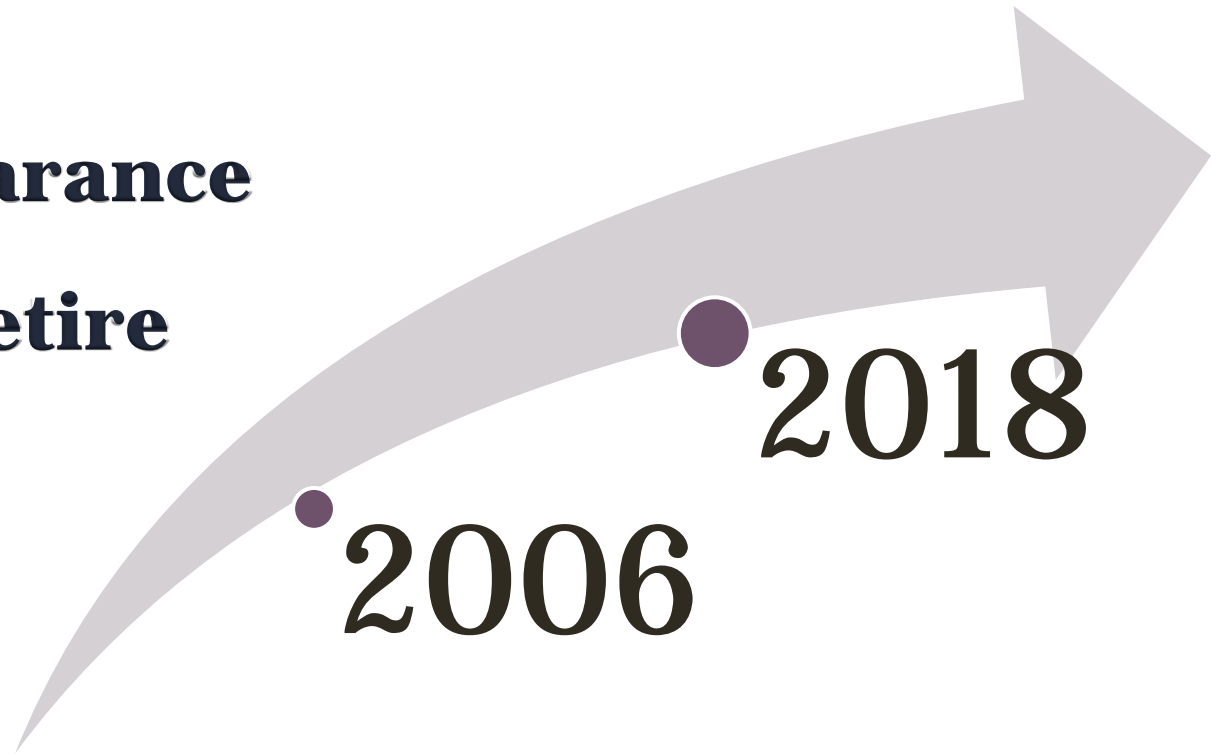
excellent or good



Quality of Life Trends

Overall appearance

Place to retire

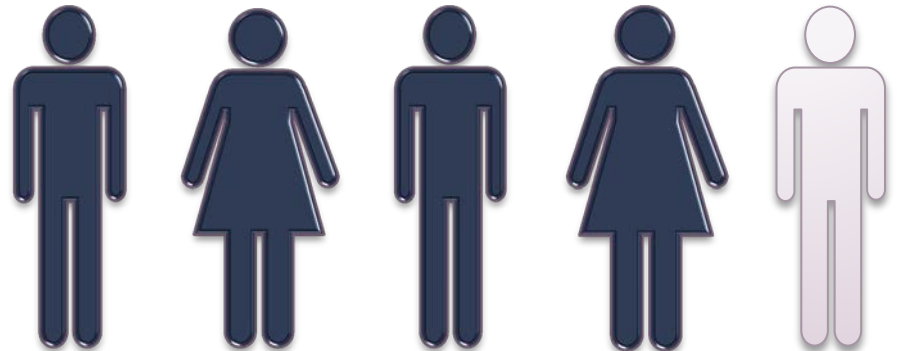


Loyalty to the Community

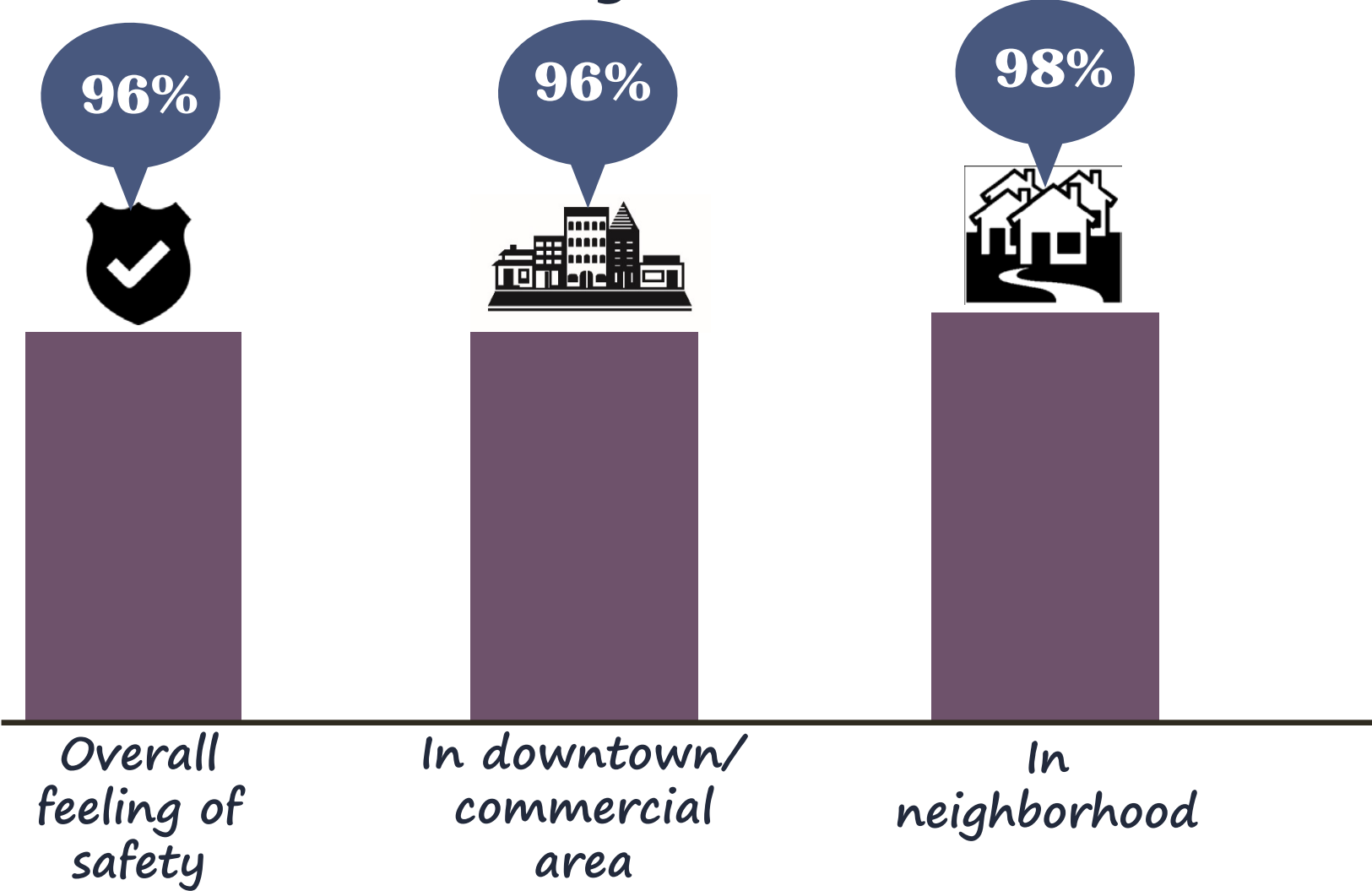


4 in 5

Recommend Novi
Remain in Novi



Safety in Novi



Percent excellent/good or very/ somewhat safe

9 in 10

excellent or good

Fire services

Police services

Ambulance/EMS

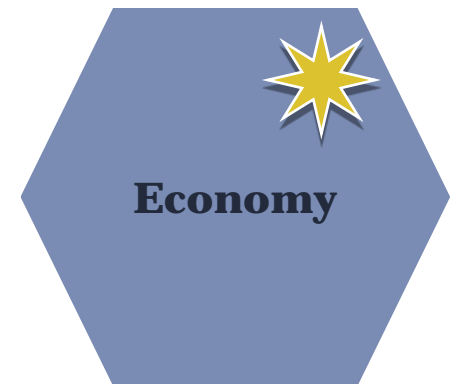
Crime prevention

Fire prevention

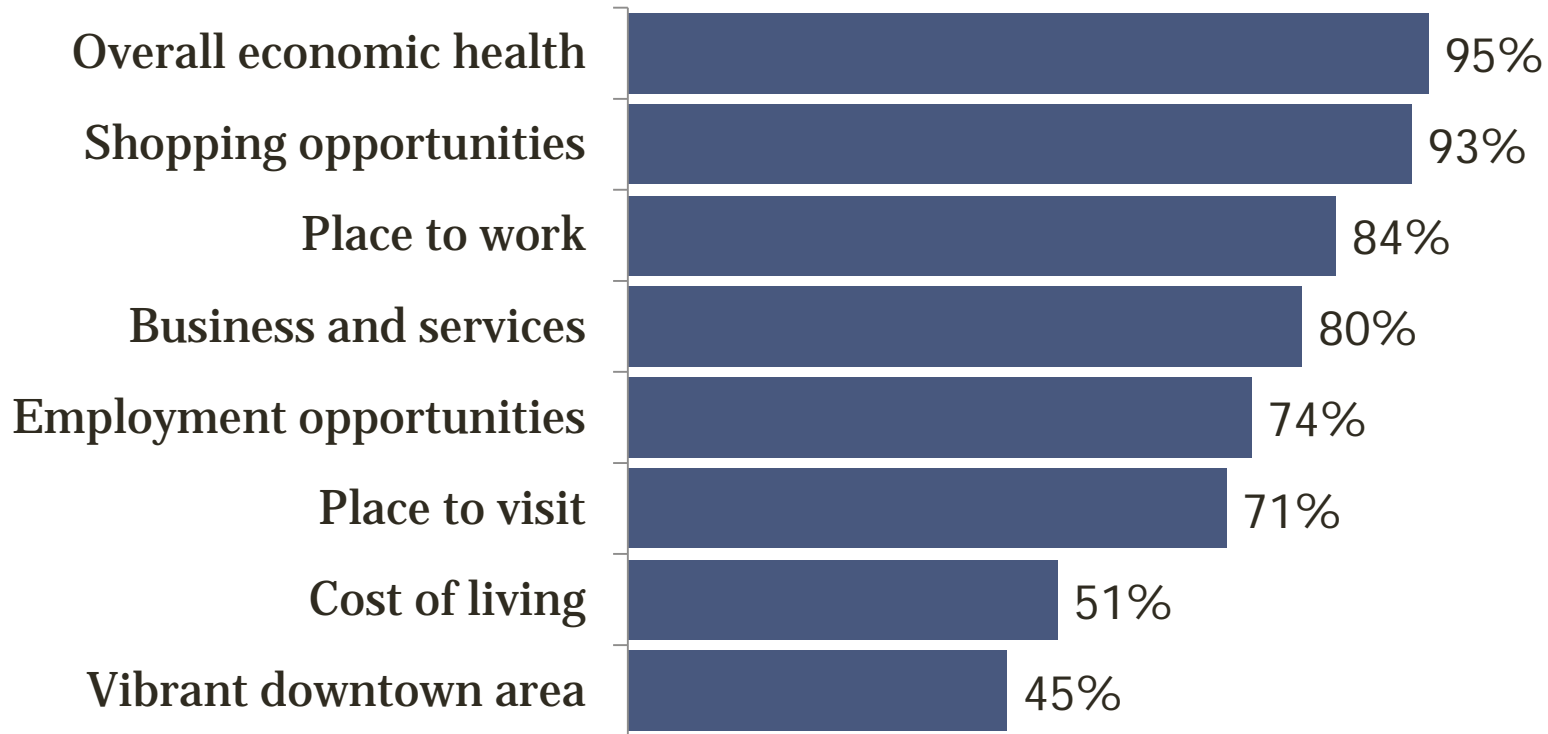


Key
Finding
#2

Economy is an
asset and a priority

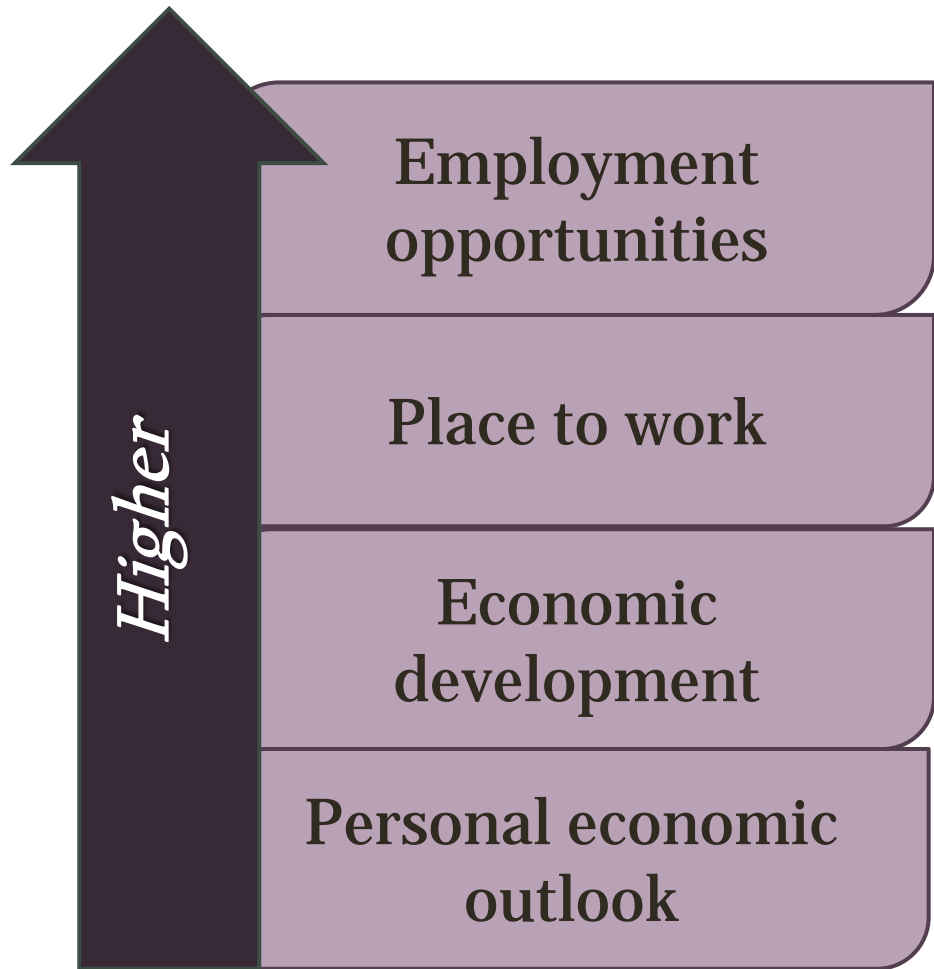


Aspects of Economy



Percent excellent or good

Long-term Trends



Key
Finding
#3

Trust **in City**
Government is
strong **and City**
services are well-
regarded

Government Performance



Higher than national benchmark

Overall direction

67%



Acting in the best interest of

community



66%

Being honest

69%



Confidence

68%



Treating all residents fairly



74%



Value of services for taxes paid

66%



Welcoming citizen involvement

69%



percent excellent or good



90%

Overall *quality* of
City Services

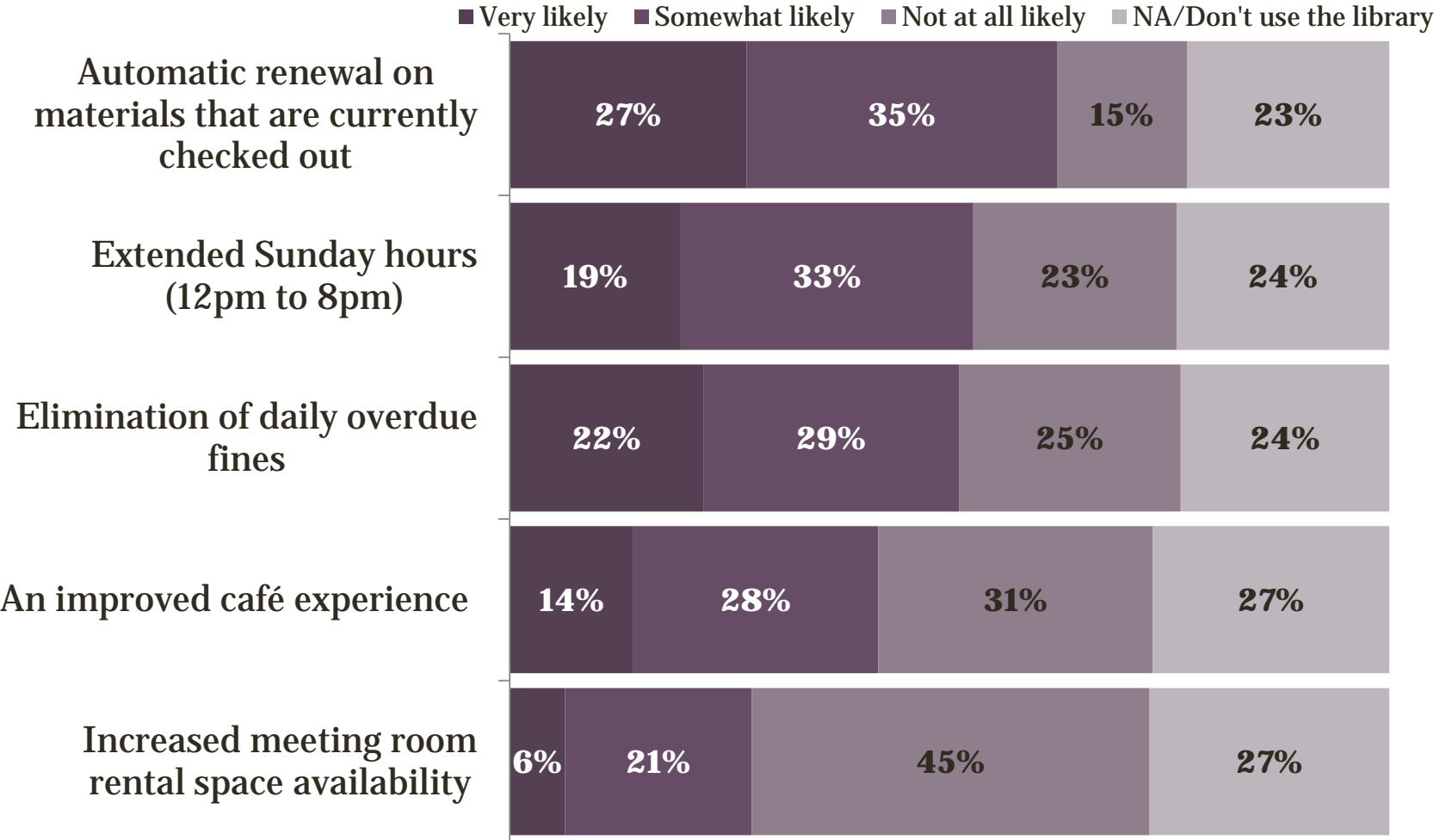


★ Higher than benchmark

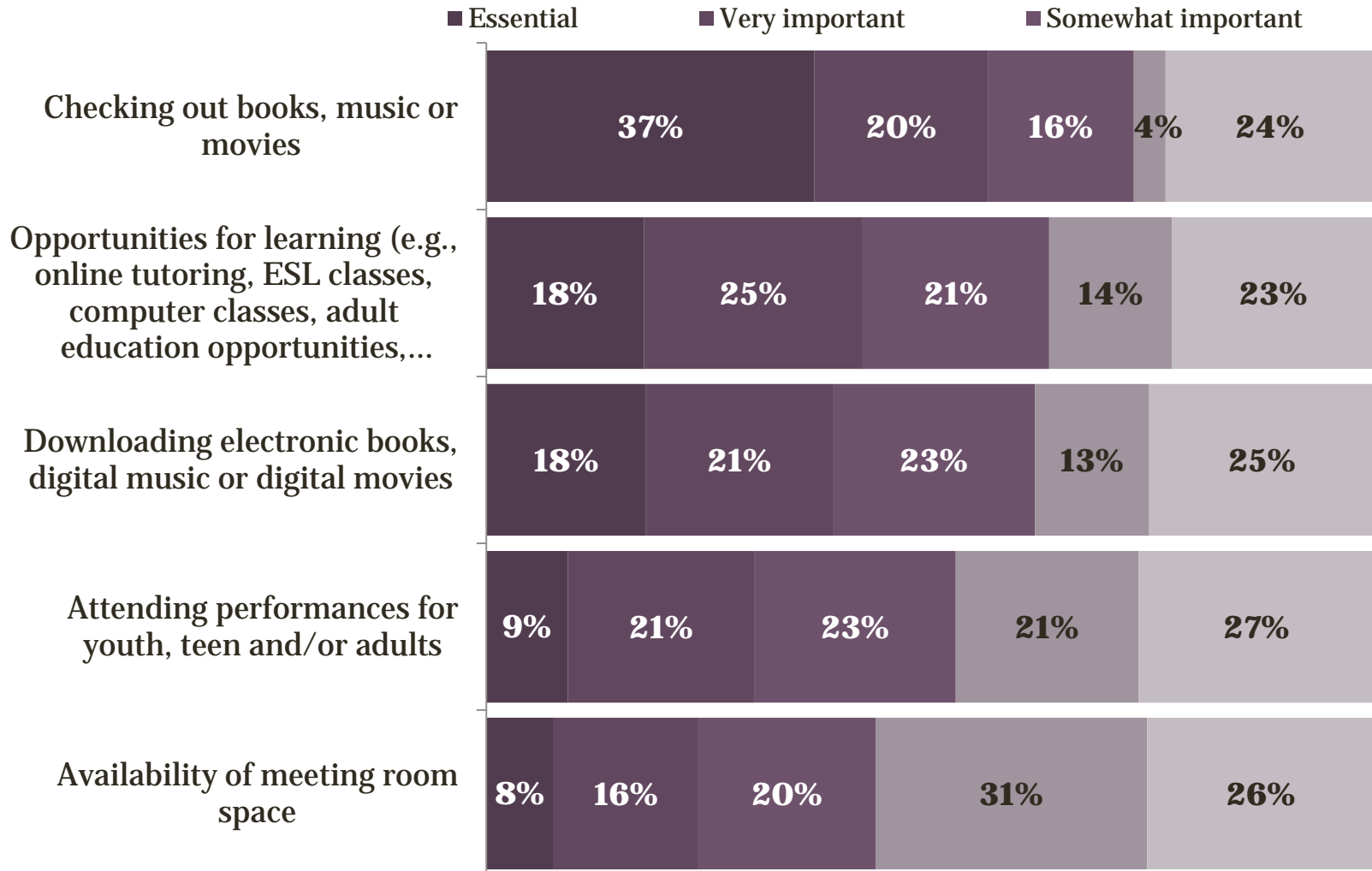
Percent excellent or good

Special Topics

Novi Public Library Features

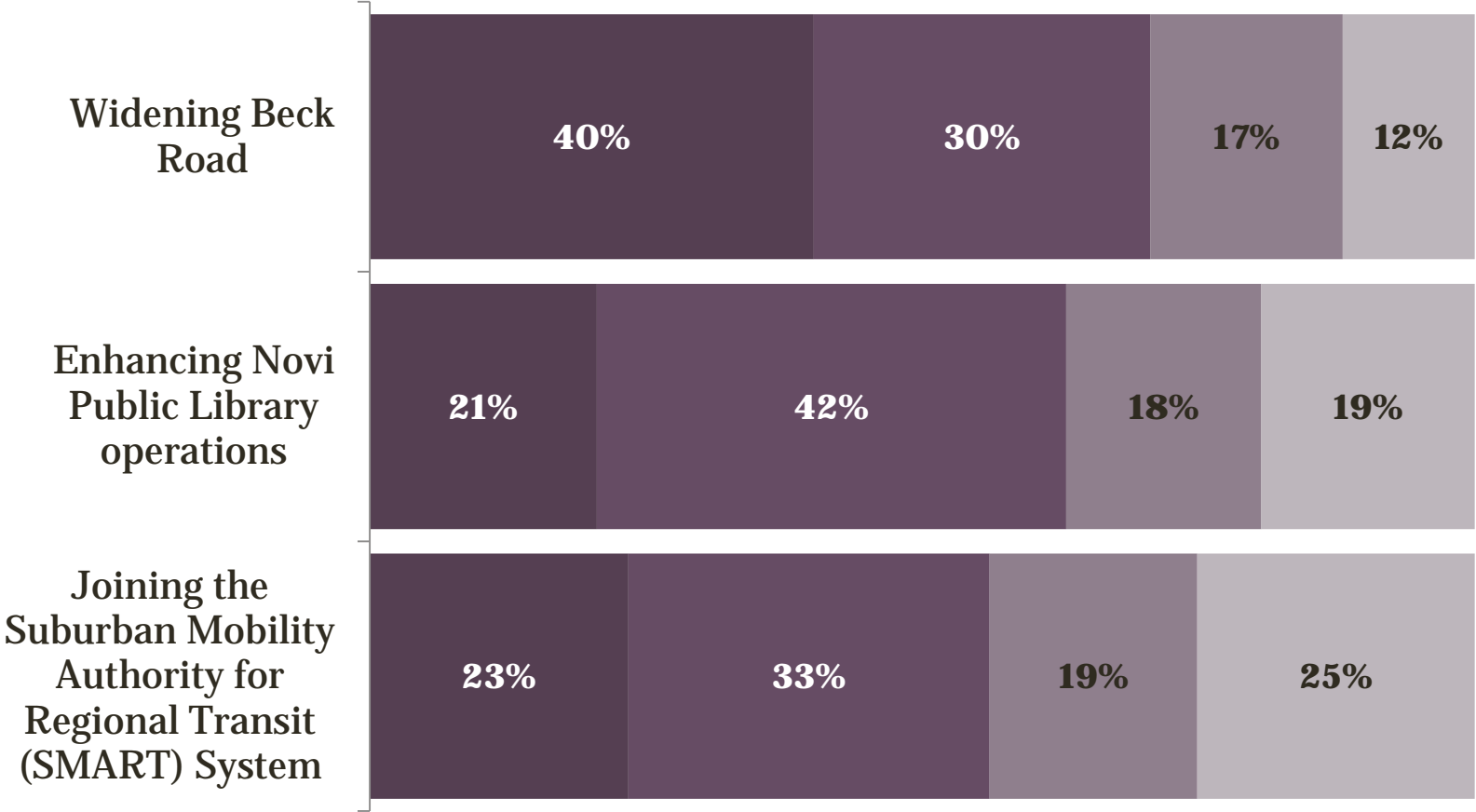


Novi Public Library Services



Property Tax Increases

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose



Conclusions

- Novi continues to be a highly desirable and family-friendly place to live
- The Economy in Novi is an asset and a continued priority
- Trust in City government is strong, and City services are well-regarded
- Residents seem open to increasing property taxes for mobility and library services

Questions?

THE NCSTM
The National Citizen SurveyTM

Thank you!

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