Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Questions about our product?
Visit www.polco.us to learn more

Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Exclusive partners of:

ICMA  NLC  NATIONAL LEAGUE OF CITIES
Role of Resident Surveys in Local Governance

- Monitor trends in resident opinion
- Measure government performance
- Inform budget, land use, strategic planning decisions
- Benchmarking to other communities
Facets of Community Livability

- Economy
- Mobility
- Inclusivity & Engagement
- Community Design
- Education, Arts, & Culture
- Utilities
- Health & Wellness
- Safety
- Parks & Recreation
- Natural Environment
The NCS™ for Charlottesville, VA

- Fifth time conducting The NCS (previous surveys in 2012, 2014, 2016, and 2018)
- Survey conducted from November 9, 2022 – December 21, 2022
- Mailing approach employed:
  - Probability-based sample of 2,800 randomly selected households
  - 371 total responses received
  - 14% overall response rate
  - Non-probability, open-participation survey: 356 responses
- Results statistically weighted to reflect Charlottesville overall
- 95% confidence interval with a +/- 5% margin of error
More than 500 comparison communities across the nation.

Representing the opinions of more than 50 million residents.
Overview of Survey Results
Facets of Community Livability: Quality

PERCENT EXCELLENT or GOOD

- Overall economic health: 62%
- Overall quality of the transportation system: 36%
- Overall design or layout of residential and commercial areas: 38%
- Overall quality of the utility infrastructure: 64%
- Overall feeling of safety: 55%
- Overall quality of natural environment: 81%
- Overall quality of parks and recreation opportunities: 76%
- Overall health and wellness opportunities: 83%
- Overall opportunities for education, culture, and the arts: 79%
- Residents' connection and engagement with their community: 52%
## Facets of Community Livability: Importance

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percent Essential or Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall economic health</td>
<td>87%</td>
</tr>
<tr>
<td>Overall quality of the transportation system</td>
<td>86%</td>
</tr>
<tr>
<td>Overall design or layout of residential and commercial areas</td>
<td>74%</td>
</tr>
<tr>
<td>Overall quality of the utility infrastructure</td>
<td>81%</td>
</tr>
<tr>
<td>Overall feeling of safety</td>
<td>88%</td>
</tr>
<tr>
<td>Overall quality of natural environment</td>
<td>81%</td>
</tr>
<tr>
<td>Overall quality of parks and recreation opportunities</td>
<td>68%</td>
</tr>
<tr>
<td>Overall health and wellness opportunities</td>
<td>67%</td>
</tr>
<tr>
<td>Overall opportunities for education, culture, and the arts</td>
<td>65%</td>
</tr>
<tr>
<td>Residents' connection and engagement with their community</td>
<td>59%</td>
</tr>
</tbody>
</table>

### Comparison to National Benchmark:
- **Higher**
- **Similar**
- **Lower**
Balancing Quality and Importance
Comparisons to National Benchmarks

5 received more positive ratings
87 received similar ratings
31 received more negative ratings
Comparisons from 2018 to 2022

9 received more positive ratings
10 received similar ratings
50 received more negative ratings
Key Findings
Residents generally feel safe in Charlottesville but have some concerns about police services.
Safety in Charlottesville

Overall feeling of safety in Charlottesville, 2022

- Good: 50%
- Fair: 35%
- Poor: 10%
- Excellent: 4%

Please rate how safe or unsafe you feel:

<table>
<thead>
<tr>
<th>Comparison to National Benchmark</th>
<th>Percent Very or Somewhat Safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>In your neighborhood during the day</td>
<td>93%</td>
</tr>
<tr>
<td>Higher</td>
<td>93%</td>
</tr>
<tr>
<td>Similar</td>
<td>79%</td>
</tr>
<tr>
<td>Lower</td>
<td>68%</td>
</tr>
<tr>
<td>In Charlottesville's downtown/commercial area during the day</td>
<td>79%</td>
</tr>
<tr>
<td>From property crime</td>
<td>68%</td>
</tr>
<tr>
<td>From violent crime</td>
<td>68%</td>
</tr>
<tr>
<td>From fire, flood, or natural disaster</td>
<td>86%</td>
</tr>
</tbody>
</table>
Safety Services in Charlottesville

- 91% Fire services
- 86% Ambulance/Emergency medical services
- 78% Fire prevention/education
- 71% Animal Control
- 63% Emergency Preparedness

Percent excellent or good
All similar to national and peer benchmarks
Policing in Charlottesville

**Police Services**

- Overall quality of police/sheriff services (53%) *Lower than benchmark*
- Overall quality of crime prevention (37%) *Percent excellent or good*

The city should focus on reducing crime and disorder (74%)

It is essential or very important for the City to increase service levels for police patrol and investigative services (70%)

**Resident Priority**
Residents appreciate Charlottesville's natural environment and recreational opportunities.
The Natural Environment in Charlottesville

Overall quality of natural environment in Charlottesville, 2022
- Excellent: 31%
- Good: 50%
- Fair: 18%
- Poor: 1%

Please rate each of the following in the Charlottesville community:

<table>
<thead>
<tr>
<th>Category</th>
<th>PERCENT EXCELLENT OR GOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water resources</td>
<td>62%</td>
</tr>
<tr>
<td>Air quality</td>
<td>87%</td>
</tr>
<tr>
<td>Preservation of natural areas</td>
<td>66%</td>
</tr>
<tr>
<td>Charlottesville open space</td>
<td>67%</td>
</tr>
<tr>
<td>Recycling</td>
<td>65%</td>
</tr>
<tr>
<td>Yard waste pick-up</td>
<td>59%</td>
</tr>
</tbody>
</table>

COMPARISON TO NATIONAL BENCHMARK:
- Higher
- Similar
- Lower
There are sufficient fitness opportunities and availability of paths and walking trails.

Charlottesville provides excellent or very good quality recreation programs and facilities.

It is essential or very important to provide more and improved parks and open space.
Charlottesville residents widely use alternative forms of transport and support increasing transportation options.
Mobility in Charlottesville

- Ease of travel by car: 61%
- Ease of walking in Charlottesville: 60%
- Ease of public parking: 38%
- Traffic flow on major streets: 30%
- Ease of travel by bicycle: 27%
- Ease of travel by public transportation: 20%

Percent excellent or good

Overall quality of the transportation system in Charlottesville, 2022

- Excellent: 7%
- Good: 29%
- Fair: 36%
- Poor: 28%
While ratings for utilities are strong overall, Charlottesville residents point to affordable high-speed internet access as an area of opportunity.

Key Finding #4
Utilities in Charlottesville

Please rate the quality of each of the following services in Charlottesville:

<table>
<thead>
<tr>
<th>Service</th>
<th>Percent Excellent or Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utility billing</td>
<td>72%</td>
</tr>
<tr>
<td>Power (electric and/or gas) utility</td>
<td>73%</td>
</tr>
<tr>
<td>Storm water management</td>
<td>74%</td>
</tr>
<tr>
<td>Sewer services</td>
<td>86%</td>
</tr>
<tr>
<td>Drinking water</td>
<td>83%</td>
</tr>
<tr>
<td>Garbage collection</td>
<td>75%</td>
</tr>
<tr>
<td>Affordable high speed internet access</td>
<td>56%</td>
</tr>
</tbody>
</table>

Overall quality of the utility infrastructure in Charlottesville, 2022:
- Excellent: 11%
- Good: 53%
- Fair: 27%
- Poor: 9%
13. For each of the following City services, please indicate if you think the current service level should be increased, remain at current levels, or be decreased.

<table>
<thead>
<tr>
<th>Service</th>
<th>Increase</th>
<th>Keep current service level</th>
<th>Decrease</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building permit and inspection services</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Street and sidewalk maintenance and repairs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Park maintenance</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Traffic system improvements (intersections, signs, lanes, etc.)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Bicycle and pedestrian infrastructure</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Police patrol and investigative services</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Proactive code enforcement</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Communicating with residents about City programs, services, and activities</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Providing competitive grant funding to local non-profit agencies</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Downtown parking management/enforcement</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

14. How important, if at all, are the following issues for the City to address within the next two years?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Essential</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing quality affordable housing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Providing services to ensure City is AARP Age-Friendly</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Providing supportive services to previously incarcerated persons</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Increasing services to support the homeless population</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Increasing economic development activities</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Developing job training opportunities</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Increasing the generation of revenue to support City services</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Improving downtown Charlottesville</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Improving park conditions</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Providing more parks and open space</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Improving environmental quality</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Improving street paving conditions</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Improving street and pedestrian lighting</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Reducing crime and disorder</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Improving traffic flow and pedestrian safety</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Increasing transportation options (i.e. car/bike share, shuttles)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Increasing amount of City-sponsored cultural and community festivals</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Positively marketing the City</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
For each of the following City services, please indicate if you think the current service level should be increased, remain at current levels, or be decreased.

**Increase Service Level**
- Bicycle and pedestrian infrastructure

**Equal increase/Keep Current**
- Communicating with residents
- Competitive grant funding to local non-profits
- Traffic System improvements
- Police patrol and investigative services

**Keep Current Service Level**
- Downtown parking enforcement
- Proactive code enforcement
- Park maintenance
- Street and sidewalk maintenance and repairs
- Building permit and inspection service
Summary of Conclusions

• Residents generally feel safe in Charlottesville but have some concerns about police services.

• Residents appreciate Charlottesville's natural environment and recreational opportunities.

• Charlottesville residents widely use alternative forms of transport and support increasing transportation options.

• While ratings for utilities are strong overall, Charlottesville residents point to affordable high-speed internet access as an area of opportunity.
Debriefing The Survey Results

- What findings did you expect?
- What findings were surprising?
- Are there areas where you need to dig deeper?
- In what areas should you focus?
Continue Resident Engagement on Polco

Don't let the community input and dialogue conclude with the survey.

**Post**
- Library of professional civic content
- Easily post custom surveys & polls

**Share**
- Representative samples of households
- Accumulating residents on digital panels

**Analyze**
- Maps, trendlines and dashboards
- Advanced benchmarking analyses
Polco Performance Dashboards

- More participation
- Good government
- More informed participation
- Data driven performance management
- Better balanced participation
- Save staff time and effort

Subscriber Growth Over Time (per week)

- Jan 05, 2023
- 49 New Subscribers
- 3891 Total Subscribers

Total Responses
- 1,147
- UNCHANGED in the last 30 days

Participants
- Residence of verified subscribers

ENGAGEMENT
- Participants
- Content
- Outreach
- Polco Library

ACCOUNT
- Profile
- Settings
- Superadmin
- Configuration
- Benchmark Requests
Questions?
Thank you!

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Polco/National Research Center
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