

# 2017 National Citizen Survey

Town Board Meeting

May 9, 2017



*The* Town *of*  
Davidson

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College Town. Lake Town. *Your Town.*

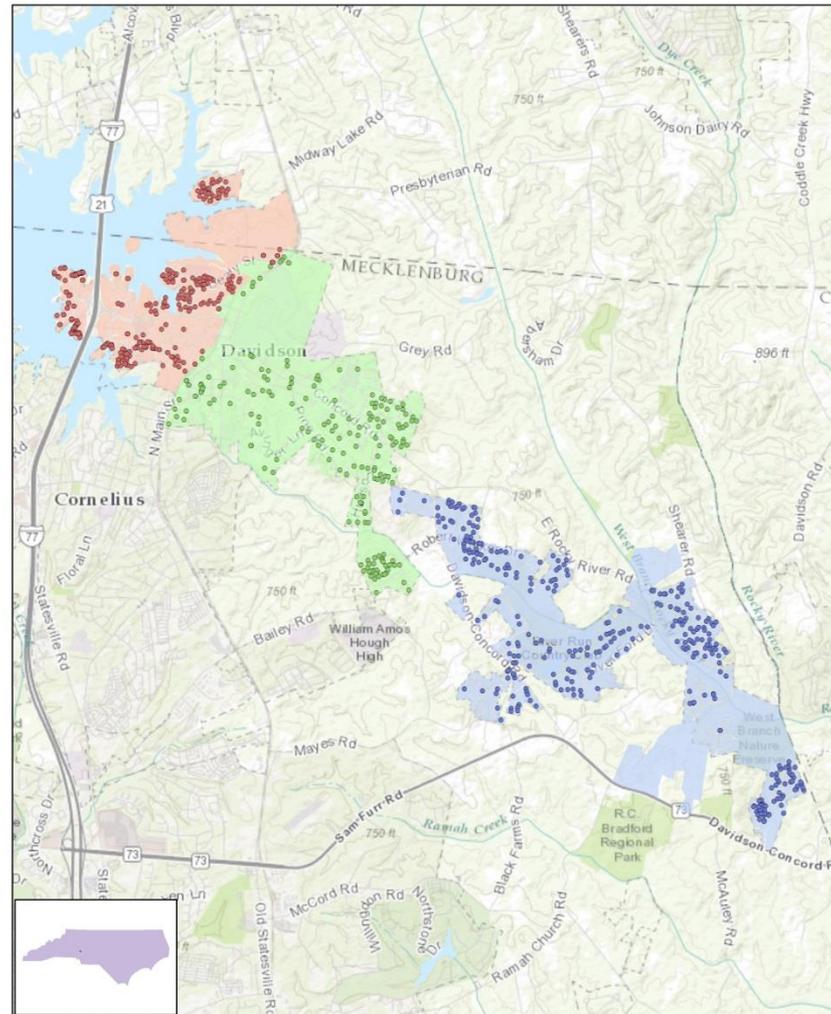
# What does the NCS Measure?

- Measures a community's "livability"
- **The sum of factors that add up to a community's quality of life**
- Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment, Community Engagement
- **Citizens' opinions about a topic**

# How is it measured?

- Systematic sampling – complete list of all eligible addresses is culled, selecting every Nth one
- **Surveys mailed to 1,500 households (Davidson has 4,988 households)**
- Geographic subgroups (West, Central, East, P.O. Boxes)
- **Received 565 responses (31-47% response rate)**
- West-152 (31%), Central-133 (47%), East-146 (44%), P.O.B.- 134 (40%)

# Geographic Sampling



Survey Recipients in Davidson, NC  
● In Zone 1 ● In Zone 3 ● Zone 1 ● Zone 3  
● In Zone 2 ● Zone 2

# Summary Results

- Overall ratings for 2017 remained stable from 2014
- 79 items rated similarly
- 11 items showed an increase
- 33 items showed a decrease
- Percent positive is combination of the top 2 most positive responses (excellent and good)

# Summary Results

- Davidson residents continue to enjoy an exceptional quality of life.
- **Davidson's built environment is an important community feature, and a key area to monitor in the coming years.**
- Residents are finding it more difficult to get around Davidson and seek improvements.
- **The economy is an important and positive feature of the community.**

# Summary Results – Similar

- Overall feeling of safety (97%)
- Safe in neighborhood (99%)
- Safe downtown/commercial area (99%)
- Cleanliness (95%)
- Police (96%)
- Fire (99%)
- Crime prevention (95%)
- Recycled at home (95%)
- Purchased goods or services in Davidson (96%)

# Summary Results – Significant Increases (more than 6%)

- Shopping opportunities
- Vibrancy of Downtown
- Fire Services
- Snow Removal
- Storm Drainage
- Voted in local elections

# Summary Results – Significant Increases (more than 6%)

- Attended a local public meeting
- Campaigned or advocated for an issue
- Contacted Davidson elected officials

# Summary Results – Significant Decreases (more than 6%)

- Mobility – traffic flow, ease of travel by car, ease of public parking, overall ease of travel
- Overall natural environment
- Overall built environment
- Variety of housing options
- Recreational opportunities
- Opportunities to volunteer

# Summary Results – Significant Decreases (more than 6%)

- Overall direction Davidson is taking
- Job Town does at welcoming citizen involvement
- Confidence in Town government
- Job Town does at treating all residents fairly
- Being honest and acting in the best interest of Davidson

# Summary Results –

- Fewer had made efforts to make their home more energy efficient
- Fewer had used the Davidson Public Library

# Davidson Custom Questions

- Survey asked 4 custom questions
- Reviewed for bias
- Geographic results

# To what extent would you support the following measures to increase the supply of affordable housing in Davidson:

	WEST	CENTRAL	EAST	P.O. BOX	OVERALL
Increase property taxes by .01/\$100	56%	62%	29%	61%	51%
Allocate funds without a tax increase	64%	56%	44%	76%	60%
Provide incentives to developers	53%	38%	29%	47%	42%
Require a fee from developers	65%	71%	44%	77%	64%

# To what extent would you support using a property tax increase to finance improvements to fund the following:

	WEST	CENTRAL	EAST	P.O. BOX	OVERALL
Road improvements	75%	82%	85%	82%	81%
Rectangular fields (soccer)	51%	62%	50%	59%	55%
Diamond fields (baseball)	47%	59%	42%	54%	50%
Greenways and paths	80%	87%	82%	81%	82%
Open space land purchases	61%	72%	67%	75%	68%
Sidewalks	84%	86%	83%	86%	85%
Cultural facilities	61%	56%	57%	65%	60%
Local Shuttle Service	62%	50%	53%	67%	58%

# To what extent would you support town funds being used for the following transportation initiatives:

	WEST	CENTRAL	EAST	P.O. BOX	OVERALL
Shuttles to town events and DFM	68%	69%	64%	73%	68%
Providing bike/car sharing	56%	60%	34%	63%	52%
Improving bike/ped facilities (inc. paths & sidewalks)	89%	90%	86%	74%	85%
Promote & educate commuter options	63%	71%	58%	63%	64%

# How likely would you be to ride your bicycle more often if the following cycling infrastructure were made available:

	WEST	CENTRAL	EAST	P.O. BOX	OVERALL
Painted sharrows	65%	63%	44%	48%	55%
Painted bike lanes	68%	82%	50%	61%	65%
Bike lanes w/painted buffer	70%	85%	59%	64%	69%
Bike lanes w/physical barrier	66%	73%	46%	59%	60%
Bike lanes w/curb or planting strip	80%	76%	58%	67%	70%
Greenways or trails	91%	95%	88%	79%	89%
More bike racks Downtown	71%	74%	44%	67%	63%
More bike racks at retail/rec	73%	70%	46%	63%	63%