

2017 National Citizen Survey

Town Board Meeting

May 9, 2017



The Town *of*
Davidson

College Town. Lake Town. *Your Town.*

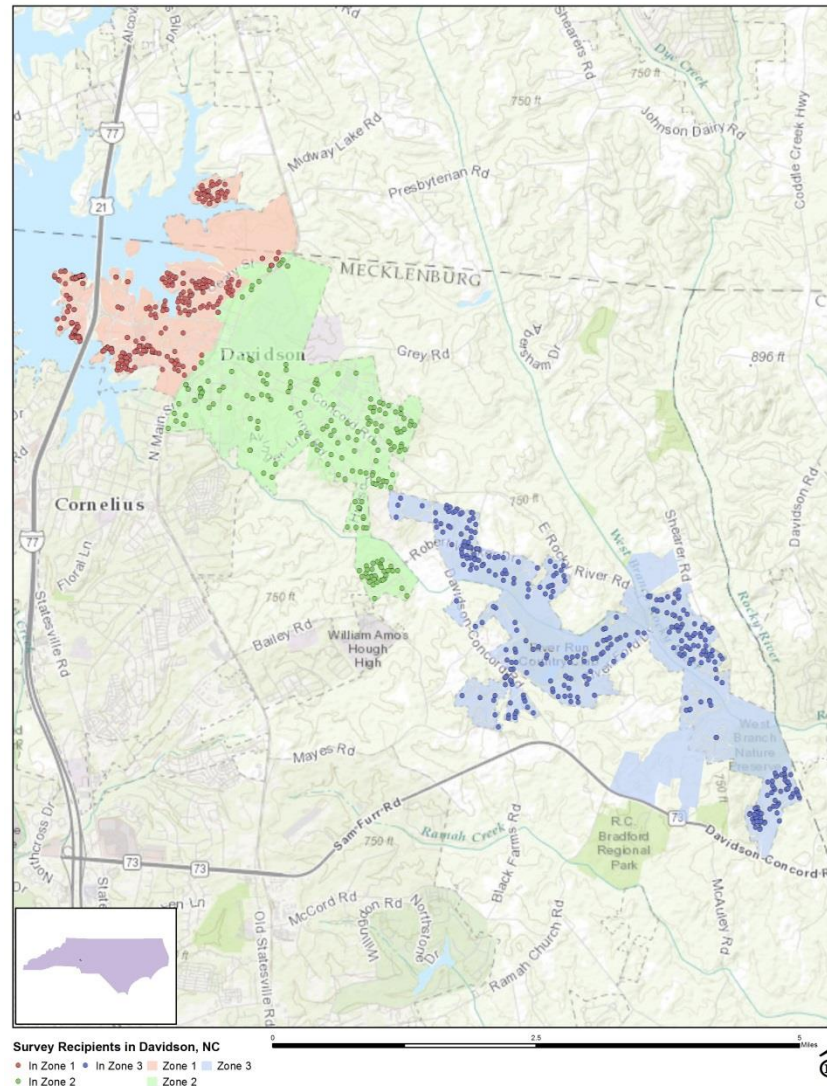
What does the NCS Measure?

- 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



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% |