



MEMORANDUM

TO: VICTOR CARDENAS, INTERIM CITY MANAGER
FROM: SHERYL WALSH, DIRECTOR OF COMMUNICATIONS
SUBJECT: 2022 NATIONAL CITIZEN SURVEY
DATE: FEBRUARY 22, 2022

Mayor and Council -
FYI
- Victor

Late last fall, the City of Novi conducted its 9th National Community Survey (National Citizens Survey). Since 2006, the City of Novi has contracted with Polco (formerly known as National Research Center) to perform the statistically valid survey every other year. Just as a private sector business conducts market research, progressive City governments conduct customer surveys to best align service levels with community values and needs.

Of the 2,800 mailed invitations or surveys, 422 residents completed the survey, providing an overall response rate of 16% with a 95% confidence rating.

The complete report is attached for review and will be posted to the City's website. We will also highlight some of the key findings at next week's State of the City Address. Results are similar to year's past and place Novi higher than the national benchmark in more than 25% of the categories, five of which are much higher than the national average.

Key findings include:

Novi residents experience a strong sense of community.

- Nearly all survey participants (96%) applauded Novi as a place to live, and about 9 in 10 offered excellent or good evaluations to the overall quality of life in the community.
- The overall feeling of inclusivity likely contributes to the high quality of life experienced in Novi. A strong majority offered positive ratings to the job that the Novi community does at attracting people from diverse backgrounds (90% excellent or good and valuing/respecting residents from diverse backgrounds (91%), both of which were much higher than national and peer communities.
- Just over 8 in 10 offered positive evaluations to the job Novi does at taking care of vulnerable residents.

The economy in Novi continues to be a strong community feature.

- About 9 in 10 participants offered positive evaluations to overall economic health in Novi, while a similar proportion identified overall economic health as an important focus area for the City in the coming two years, indicating that the local economy is both a strength and a priority.

- Roughly 9 in 10 applauded shopping opportunities and the overall quality of business and service establishments, both of which were higher than national and custom benchmarks.
- About 8 in 10 gave high marks to the variety of business and service establishments, again outperforming both benchmarks.

Utility infrastructure is a priority for residents.

- When asked which community livability topics the City should focus on in the coming two years, the overall quality of the utility infrastructure was prioritized by over 9 in 10 residents.
- Power (electric and/or gas) utility decreased by about 17% (74% excellent or good in 2022; compared to 91% in 2020).
- While affordable high-speed internet was offered positive evaluations by about 6 in 10, it saw a 9% increase since 2020.
- All ratings related to the utility infrastructure were on par with both national and peer benchmarks.

Novi's educational and cultural opportunities are a valued aspect of community livability.

- All ratings related to education, arts, and culture were either on par with or higher than national and custom benchmarks, and many were on the rise since 2020. Results indicated that education is highly valued by Novi residents.
- Virtually all residents (97%) praised public library services.
- Related to community events, about three-quarters positively reviewed opportunities to attend special events and festivals, while two-thirds felt similarly about opportunities to attend cultural/arts/music festivals. About 7 in 10 residents also offered positive reviews to community support for the arts, an 11-point increase since 2020.

I look forward to sharing the positive story of Novi's survey results through a variety of our communication channels in the coming months. If you have any questions, please let me know.