

THE NCSTM
The National Citizen SurveyTM

Novi, MI
Trends over Time

2016



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2016 ratings for the City of Novi to its previous survey results in 2006, 2008, 2010, 2012 and 2014. Additional reports and technical appendices are available under separate cover.

Trend data for Novi represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2014 and 2016 surveys, otherwise the comparison between 2014 and 2016 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Novi for 2016 generally remained stable. Of the 127 items for which comparisons were available, 99 items were rated similarly in 2014 and 2016, 26 items showed a decrease in ratings and two showed an increase in ratings. Notable trends over time included the following:

- While the majority of Community Characteristics aspects remained stable from 2014 to 2016, there were several with lower ratings in 2016. Aspects that were trending down in 2016 included; traffic flow, travel by car, overall ease of travel, public parking, air quality, cleanliness, affordable quality housing, overall built environment, cost of living, health care, and opportunities to participate in community matters.
- Within the pillar of Governance, most aspects also remained stable over time, however some declines were observed. Ratings decreased from 2014 to 2016 for: emergency preparedness, traffic enforcement, street lighting, traffic signal timing, open space, natural areas preservation, code enforcement, special events, the overall direction of Novi, the job Novi government does at welcoming citizen involvement, confidence in City government, acting in the best interest of Novi, being honest and treating all residents fairly.
- Almost all aspects of Participation remained stable from 2014 to 2016. However, fewer residents reported a positive economic outlook in 2016. More residents reported that they had visited a City park and participated in moderate or vigorous physical activity in 2016 compared to 2014.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)						2016 rating compared to 2014	Comparison to benchmark					
	2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016
Overall quality of life	88%	92%	93%	92%	95%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Similar
Overall image	88%	88%	89%	91%	92%	93%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher
Place to live	93%	97%	94%	97%	98%	96%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Similar
Neighborhood	88%	86%	90%	90%	89%	89%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar
Place to raise children	92%	95%	92%	93%	95%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher
Place to retire	55%	59%	70%	68%	62%	66%	Similar	Lower	Similar	Much higher	Much higher	Similar	Similar
Overall appearance	82%	86%	89%	91%	93%	87%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2016 rating compared to 2014	Comparison to benchmark					
		2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016
Safety	Overall feeling of safety	NA	NA	NA	NA	96%	95%	Similar	NA	NA	NA	NA	Higher	Similar
	Safe in neighborhood	97%	94%	97%	98%	95%	97%	Similar	Much higher	Much higher	Higher	Much higher	Similar	Similar
	Safe downtown/commercial area	97%	93%	96%	96%	96%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar
	Overall ease of travel	NA	NA	NA	NA	83%	69%	Lower	NA	NA	NA	NA	Similar	Similar
	Paths and walking trails	NA	46%	52%	53%	58%	57%	Similar	NA	Much lower	Similar	Similar	Similar	Similar
	Ease of walking	45%	50%	57%	58%	58%	52%	Similar	Much lower	Lower	Similar	Similar	Similar	Similar
	Travel by bicycle	34%	39%	46%	48%	50%	45%	Similar	Much lower	Lower	Similar	Similar	Similar	Similar
Mobility	Travel by car	50%	64%	65%	72%	75%	61%	Lower	Similar	Much higher	Higher	Much higher	Similar	Similar
	Public parking	NA	NA	NA	NA	82%	73%	Lower	NA	NA	NA	NA	Higher	Higher
	Traffic flow	27%	44%	44%	55%	55%	35%	Lower	NA	Similar	Similar	Higher	Similar	Similar
	Overall natural environment	NA	71%	81%	81%	85%	81%	Similar	NA	Similar	Higher	Higher	Similar	Similar
Natural Environment	Cleanliness	NA	88%	93%	93%	95%	86%	Lower	NA	Much higher	Much higher	Much higher	Higher	Similar
	Air quality	NA	NA	NA	NA	92%	83%	Lower	NA	NA	NA	NA	Higher	Similar
	Overall built environment	NA	NA	NA	NA	76%	67%	Lower	NA	NA	NA	NA	Similar	Similar
Built Environment	New development in Novi	73%	78%	78%	77%	68%	67%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar
	Affordable quality housing	39%	57%	69%	70%	60%	48%	Lower	Similar	Much higher	Much higher	Much higher	Similar	Similar
	Housing options	NA	83%	75%	83%	75%	71%	Similar	NA	Much higher	Much higher	Much higher	Higher	Higher

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2016 rating compared to 2014	Comparison to benchmark					
		2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016
	Public places	NA	NA	NA	NA	74%	71%	Similar	NA	NA	NA	NA	Similar	Similar
Economy	Overall economic health	NA	NA	NA	NA	92%	86%	Similar	NA	NA	NA	NA	Much higher	Higher
	Vibrant downtown/commercial area	NA	NA	NA	NA	49%	46%	Similar	NA	NA	NA	NA	Similar	Similar
	Business and services	NA	85%	85%	88%	83%	82%	Similar	NA	Much higher	Much higher	Much higher	Higher	Higher
	Cost of living	NA	NA	NA	NA	54%	47%	Lower	NA	NA	NA	NA	Similar	Similar
	Shopping opportunities	95%	94%	95%	95%	94%	92%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Much higher
	Employment opportunities	45%	44%	50%	55%	66%	67%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Higher
	Place to visit	NA	NA	NA	NA	72%	76%	Similar	NA	NA	NA	NA	Similar	Similar
	Place to work	73%	77%	77%	83%	84%	82%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Higher
Recreation and Wellness	Health and wellness	NA	NA	NA	NA	88%	85%	Similar	NA	NA	NA	NA	Higher	Similar
	Preventive health services	NA	76%	84%	85%	85%	80%	Similar	NA	Much higher	Much higher	Much higher	Higher	Higher
	Health care	72%	71%	83%	81%	86%	79%	Lower	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Food	79%	81%	86%	83%	83%	79%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Recreational opportunities	68%	70%	71%	80%	77%	72%	Similar	Much higher	Higher	Higher	Much higher	Similar	Similar
	Fitness opportunities	NA	NA	NA	NA	80%	75%	Similar	NA	NA	NA	NA	Similar	Similar
Education and Enrichment	Religious or spiritual events and activities	NA	74%	77%	83%	76%	78%	Similar	NA	Similar	Similar	Higher	Similar	Similar
	Cultural/arts/music activities	59%	55%	60%	74%	64%	64%	Similar	Higher	Similar	Higher	Much higher	Similar	Similar
	Adult education	NA	NA	NA	NA	76%	79%	Similar	NA	NA	NA	NA	Higher	Higher
	K-12 education	90%	88%	89%	92%	93%	94%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Much higher
	Child care/preschool	52%	57%	71%	68%	78%	74%	Similar	Similar	Much higher	Much higher	Much higher	Higher	Higher
Community Engagement	Social events and activities	NA	60%	71%	80%	65%	63%	Similar	NA	Higher	Higher	Much higher	Similar	Similar
	Neighborliness	NA	NA	NA	NA	70%	70%	Similar	NA	NA	NA	NA	Similar	Similar
	Openness and acceptance	79%	83%	78%	85%	83%	82%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher

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	Percent rating positively (e.g., excellent/good, very/somewhat safe)						2016 rating compared to 2014	Comparison to benchmark					
	2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016
Opportunities to participate in community matters	NA	68%	75%	73%	75%	64%	Lower	NA	Higher	Much higher	Much higher	Similar	Similar
Opportunities to volunteer	NA	70%	73%	76%	74%	70%	Similar	NA	Similar	Higher	Higher	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)						2016 rating compared to 2014	Comparison to benchmark					
	2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016
Services provided by Novi	81%	80%	88%	90%	89%	83%	Similar	Higher	Much higher	Much higher	Much higher	Higher	Similar
Customer service	83%	84%	87%	89%	85%	80%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar
Value of services for taxes paid	56%	51%	63%	69%	65%	61%	Similar	Similar	Lower	Higher	Much higher	Similar	Similar
Overall direction	62%	67%	72%	80%	83%	70%	Lower	Higher	Higher	Much higher	Much higher	Higher	Similar
Welcoming citizen involvement	62%	56%	59%	72%	72%	63%	Lower	Higher	Similar	Higher	Much higher	Higher	Similar
Confidence in City government	NA	NA	NA	NA	75%	66%	Lower	NA	NA	NA	NA	Higher	Similar
Acting in the best interest of Novi	NA	NA	NA	NA	78%	68%	Lower	NA	NA	NA	NA	Higher	Similar
Being honest	NA	NA	NA	NA	78%	70%	Lower	NA	NA	NA	NA	Higher	Similar
Treating all residents fairly	NA	NA	NA	NA	81%	73%	Lower	NA	NA	NA	NA	Higher	Higher
Services provided by the Federal Government	42%	36%	40%	38%	47%	41%	Similar	Similar	Similar	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

	Percent rating positively (e.g., excellent/good)						2016 rating compared to 2014	Comparison to benchmark						
	2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016	
Safety	Police	87%	88%	92%	93%	88%	89%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Similar
	Fire	93%	92%	97%	95%	95%	95%	Similar	Much higher	Higher	Higher	Much higher	Similar	Similar
	Ambulance/EMS	90%	91%	98%	93%	94%	96%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar
	Crime prevention	86%	79%	85%	89%	86%	86%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Fire prevention	85%	88%	85%	90%	90%	90%	Similar	Much higher	Much higher	Higher	Much higher	Similar	Similar

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		Percent rating positively (e.g., excellent/good)						2016 rating compared to 2014	Comparison to benchmark					
		2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016
	Emergency preparedness	NA	64%	74%	78%	74%	65%	Lower	NA	Similar	Higher	Much higher	Similar	Similar
Mobility	Traffic enforcement	75%	81%	77%	77%	80%	73%	Lower	Much higher	Much higher	Much higher	Much higher	Higher	Similar
	Street repair	51%	50%	47%	51%	40%	37%	Similar	Higher	Similar	Similar	Similar	Similar	Similar
	Street cleaning	60%	64%	71%	66%	60%	58%	Similar	Similar	Similar	Higher	Similar	Similar	Similar
	Street lighting	56%	59%	62%	64%	68%	59%	Lower	Similar	Similar	Similar	Similar	Similar	Similar
	Snow removal	63%	60%	63%	70%	67%	61%	Similar	Similar	Similar	Similar	Higher	Similar	Similar
	Sidewalk maintenance	57%	61%	62%	68%	64%	60%	Similar	Higher	Much higher	Much higher	Much higher	Similar	Similar
	Traffic signal timing	46%	54%	53%	57%	54%	46%	Lower	Similar	Higher	Similar	Higher	Similar	Similar
Natural Environment	Recycling	66%	65%	70%	75%	68%	74%	Similar	Much lower	Lower	Similar	Higher	Similar	Similar
	Drinking water	NA	81%	NA	NA	79%	79%	Similar	NA	Much higher	NA	NA	Similar	Similar
	Natural areas preservation	NA	56%	73%	70%	70%	58%	Lower	NA	Similar	Much higher	Much higher	Similar	Similar
	Open space	NA	NA	NA	NA	64%	54%	Lower	NA	NA	NA	NA	Similar	Similar
Built Environment	Storm drainage	69%	69%	78%	78%	76%	73%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	Similar
	Sewer services	NA	79%	NA	NA	85%	81%	Similar	NA	Higher	NA	NA	Similar	Similar
	Power utility	NA	NA	NA	NA	75%	82%	Similar	NA	NA	NA	NA	Similar	Similar
	Utility billing	NA	NA	NA	NA	72%	72%	Similar	NA	NA	NA	NA	Similar	Similar
	Land use, planning and zoning	42%	54%	61%	61%	64%	57%	Similar	Similar	Much higher	Much higher	Much higher	Higher	Similar
	Code enforcement	69%	63%	70%	73%	74%	65%	Lower	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Cable television	52%	48%	50%	66%	61%	56%	Similar	Similar	Similar	Similar	Much higher	Similar	Similar
Economy	Economic development	64%	60%	62%	73%	77%	74%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Higher
Recreation and Wellness	City parks	78%	80%	81%	87%	85%	82%	Similar	Similar	Higher	Similar	Higher	Similar	Similar
	Recreation programs	72%	75%	77%	82%	79%	85%	Similar	Similar	Higher	Higher	Much higher	Similar	Similar
	Recreation centers	70%	75%	76%	84%	77%	77%	Similar	Similar	Higher	Higher	Much higher	Similar	Similar
	Health services	NA	NA	NA	NA	87%	82%	Similar	NA	NA	NA	NA	Higher	Similar

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		Percent rating positively (e.g., excellent/good)						2016 rating compared to 2014	Comparison to benchmark					
		2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016
Education and Enrichment	Special events	NA	NA	NA	NA	72%	65%	Lower	NA	NA	NA	NA	Similar	Similar
	Public libraries	77%	84%	94%	93%	92%	91%	Similar	Similar	Similar	Much higher	Much higher	Higher	Similar
Community Engagement	Public information	65%	69%	77%	84%	80%	82%	Similar	Higher	Much higher	Much higher	Much higher	Higher	Higher

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2016 rating compared to 2014	Comparison to benchmark					
	2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016
Sense of community	63%	74%	73%	75%	70%	64%	Similar	Similar	Much higher	Higher	Much higher	Similar	Similar
Recommend Novi	NA	92%	96%	95%	97%	96%	Similar	NA	Much higher	Much higher	Much higher	Higher	Higher
Remain in Novi	NA	86%	85%	90%	92%	89%	Similar	NA	Similar	Similar	Higher	Similar	Similar
Contacted Novi employees	54%	52%	40%	38%	37%	36%	Similar	NA	Much lower	Much lower	Much lower	Lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2016 rating compared to 2014	Comparison to benchmark					
		2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	26%	22%	Similar	NA	NA	NA	NA	Lower	Lower
	Did NOT report a crime	NA	NA	NA	NA	85%	88%	Similar	NA	NA	NA	NA	Similar	Higher
	Was NOT the victim of a crime	92%	90%	92%	94%	93%	91%	Similar	NA	Higher	Higher	Much higher	Similar	Similar
Mobility	Carpooled instead of driving alone	NA	NA	NA	NA	28%	30%	Similar	NA	NA	NA	NA	Lower	Lower
	Walked or biked instead of driving	NA	NA	NA	NA	55%	53%	Similar	NA	NA	NA	NA	Similar	Similar
Natural Environment	Conserved water	NA	NA	NA	NA	74%	76%	Similar	NA	NA	NA	NA	Similar	Similar
	Made home more energy efficient	NA	NA	NA	NA	78%	75%	Similar	NA	NA	NA	NA	Similar	Similar
	Recycled at home	72%	78%	69%	77%	78%	84%	Similar	NA	Similar	Much lower	Lower	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	68%	68%	Similar	NA	NA	NA	NA	Higher	Higher
	NOT under housing cost stress	NA	70%	76%	74%	75%	75%	Similar	NA	Much higher	Much higher	Much higher	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2016 rating compared to 2014	Comparison to benchmark					
		2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016
Economy	Purchased goods or services in Novi	NA	NA	NA	NA	98%	99%	Similar	NA	NA	NA	NA	Similar	Similar
	Economy will have positive impact on income	11%	9%	24%	28%	40%	30%	Lower	NA	Much lower	Much higher	Much higher	Higher	Similar
	Work in Novi	NA	NA	NA	NA	21%	26%	Similar	NA	NA	NA	NA	Much lower	Lower
Recreation and Wellness	Used Novi recreation centers	48%	45%	44%	51%	47%	48%	Similar	NA	Much lower	Much lower	Lower	Lower	Similar
	Visited a City park	70%	77%	71%	76%	66%	73%	Higher	NA	Much lower	Much lower	Much lower	Lower	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	86%	86%	Similar	NA	NA	NA	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	82%	90%	Higher	NA	NA	NA	NA	Similar	Similar
	In very good to excellent health	NA	NA	NA	NA	68%	70%	Similar	NA	NA	NA	NA	Similar	Similar
	Used Novi public libraries	69%	71%	71%	74%	64%	70%	Similar	NA	Similar	Similar	Similar	Similar	Similar
	Participated in religious or spiritual activities	NA	NA	NA	NA	35%	40%	Similar	NA	NA	NA	NA	Lower	Similar
Education and Enrichment	Attended a City-sponsored event	NA	NA	NA	NA	35%	36%	Similar	NA	NA	NA	NA	Lower	Lower
	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	15%	16%	Similar	NA	NA	NA	NA	Similar	Similar
Community Engagement	Contacted Novi elected officials	NA	NA	NA	NA	7%	11%	Similar	NA	NA	NA	NA	Lower	Similar
	Volunteered	33%	30%	27%	30%	29%	30%	Similar	NA	Much lower	Much lower	Much lower	Lower	Lower
	Participated in a club	NA	NA	17%	21%	22%	18%	Similar	NA	NA	Much lower	Much lower	Similar	Similar
	Talked to or visited with neighbors	NA	NA	NA	NA	87%	89%	Similar	NA	NA	NA	NA	Similar	Similar
	Done a favor for a neighbor	NA	NA	NA	NA	74%	80%	Similar	NA	NA	NA	NA	Similar	Similar
	Attended a local public meeting	23%	25%	21%	18%	16%	19%	Similar	NA	Similar	Much lower	Much lower	Similar	Similar
	Watched a local public meeting	45%	42%	33%	25%	18%	14%	Similar	NA	Lower	Much lower	Much lower	Lower	Lower
	Read or watched local news	NA	NA	NA	NA	78%	80%	Similar	NA	NA	NA	NA	Similar	Similar

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2016 rating compared to 2014	Comparison to benchmark					
	2006	2008	2010	2012	2014	2016		2006	2008	2010	2012	2014	2016
Voted in local elections	77%	82%	71%	68%	79%	74%	Similar	NA	Much higher	Lower	Lower	Similar	Similar