

THE NCSTM
The National Citizen SurveyTM

Novi, MI

Community Livability Report

2018



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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Novi. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. 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).

The Community Livability Report provides the opinions of a representative sample of 417 residents of the City of Novi. The margin of error around any reported percentage is 5% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Novi

Almost all residents rated the quality of life in Novi as excellent or good. This rating was higher than the national benchmark comparison. (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.



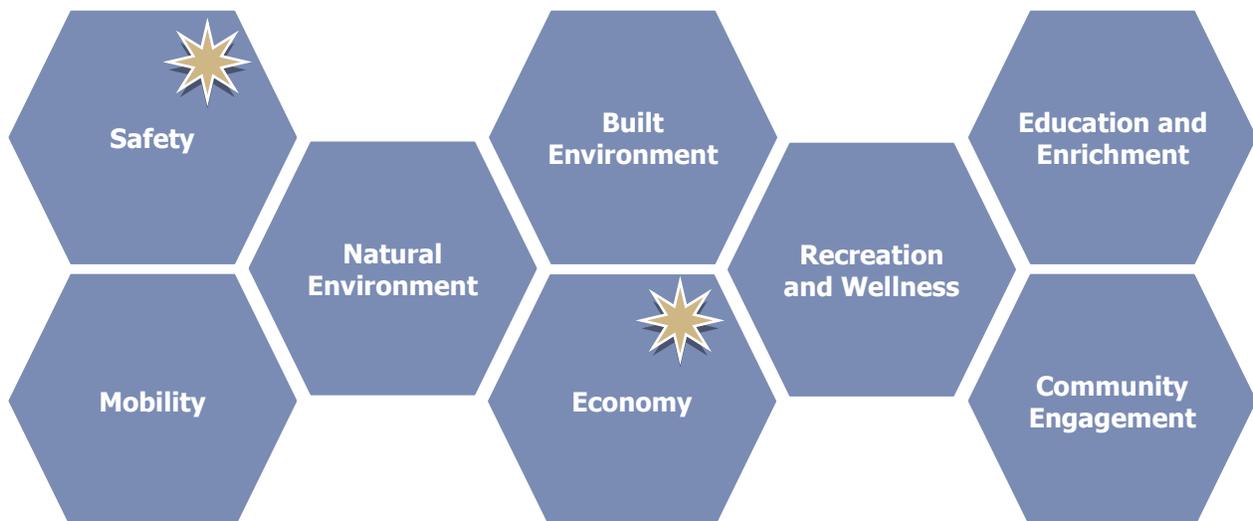
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Novi community in the coming two years. Ratings across all facets tended to be positive. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Novi’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Novi, 95% rated the City as an excellent or good place to live, with about half giving a rating of excellent. Respondents' ratings of Novi as a place to live were similar to ratings in other communities across the nation.

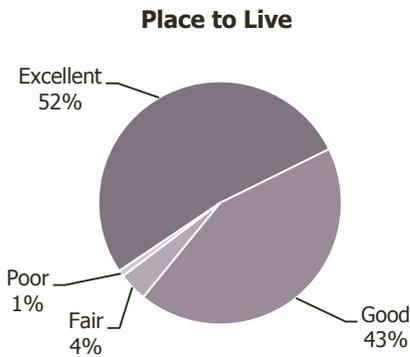
In addition to rating the City as a place to live, respondents rated several aspects of community quality including Novi as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Novi and its overall appearance. About 9 in 10 residents gave excellent or good ratings to Novi's overall image, their neighborhoods, Novi as a place to raise children and to the overall appearance of the city. Ratings for the overall image, Novi as a place to raise children and for overall appearance were higher than ratings observed in comparison communities.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Almost all ratings received high marks from a majority or residents and ratings tended to be similar to or higher than the national comparisons. At least 9 in 10 residents gave high marks to each aspect of Safety, and the overall feeling of safety in Novi was higher than ratings in

comparison communities. The only aspect of Community Characteristics that received ratings lower than national averages was the ease of travel by public transportation; this also received the lowest ratings from Novi residents overall (24% excellent or good). All other ratings within Mobility tended to be positive and similar to the national benchmarks. Ratings for ease of public parking were higher than those observed elsewhere. All aspects of Recreation and Wellness, Education and Enrichment and Community Engagement were held in high regard by at least 6 in 10 survey respondents.

Most aspects of Community Characteristics remained stable over time (see the *Trends over Time* report under separate

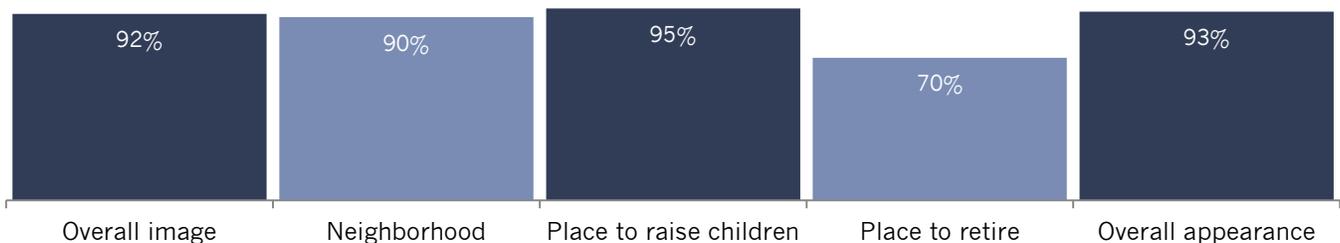
cover). Ratings for the ease of walking, cleanliness of Novi, overall economic health, employment opportunities and health care increased from 2016 to 2018.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



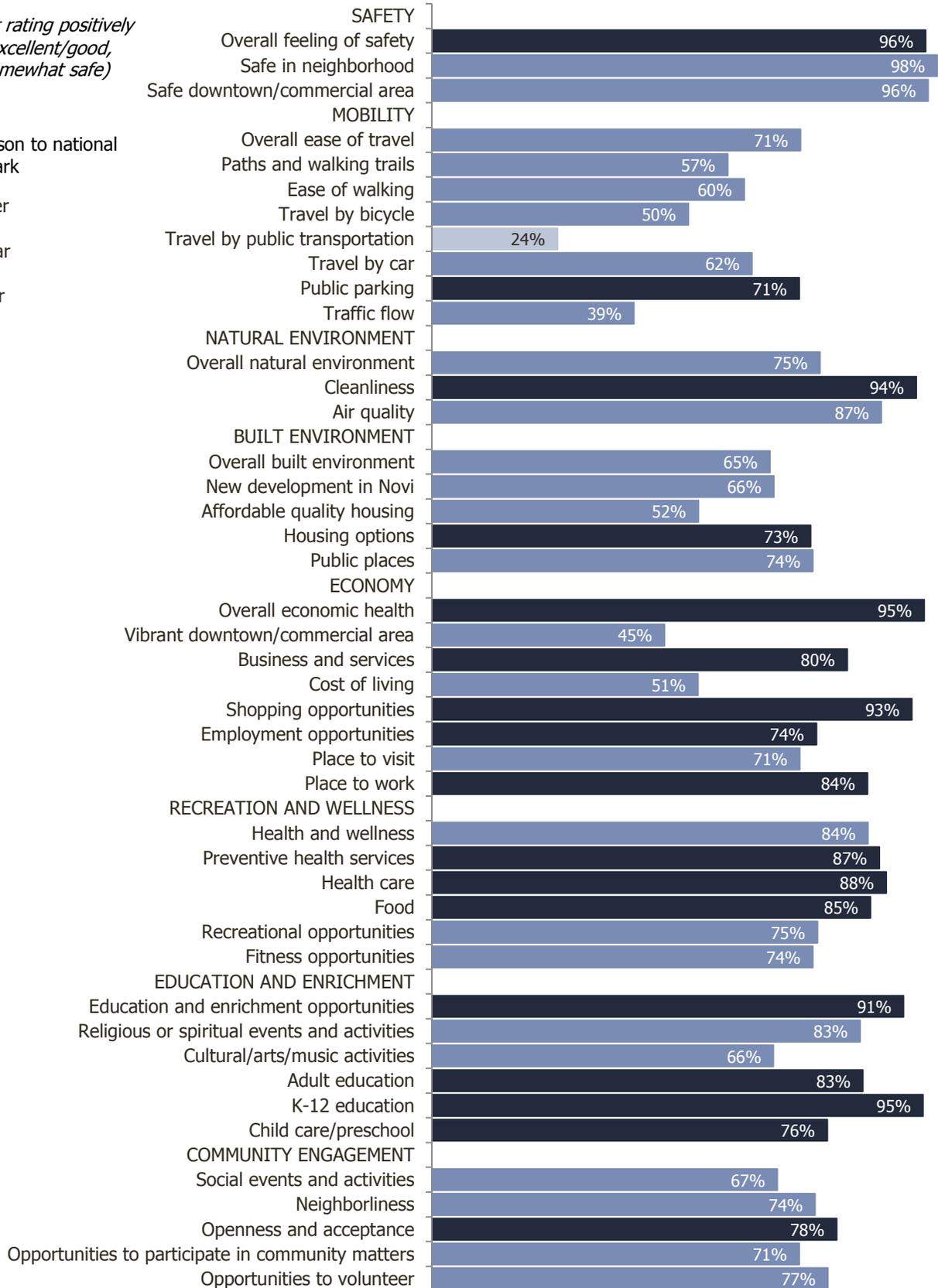
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Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

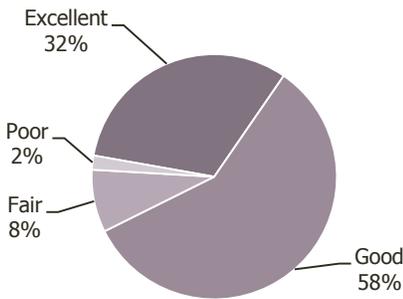
How well does the government of Novi meet the needs and expectations of its residents?

The overall quality of the services provided by Novi as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About 9 in 10 respondents gave excellent or good ratings to the overall quality of services provided by the City of Novi, this rating was higher than the national benchmark. About half as many (47%) gave high marks to the overall quality of services provided by the Federal Government and this rating was on par with comparison communities.

Survey respondents also rated various aspects of Novi’s leadership and governance. About two-thirds or more gave positive ratings to each aspect of Novi’s leadership. The overall customer service provided by Novi employees received the highest rating (88% excellent or good) and was higher than the national average. Further, customer service ratings increased from 2016 to 2018. Ratings for the job the City does at welcoming citizen involvement and treating all residents fairly were also higher than ratings observed elsewhere.

Respondents evaluated over 30 individual services and amenities available in Novi. Almost all aspects received positive ratings by a majority of respondents and all most were similar to the national benchmarks. When compared to other communities across the nation, Novi residents gave higher ratings to police services, crime prevention, traffic enforcement, drinking water, code enforcement, economic development and health services than their counterparts. Further, several aspects of Governance increased from 2016 to 2018; and none decreased during this time period. Among the ratings that increased in 2018 were: emergency preparedness, snow removal, traffic signal timing, garbage collection and special events.

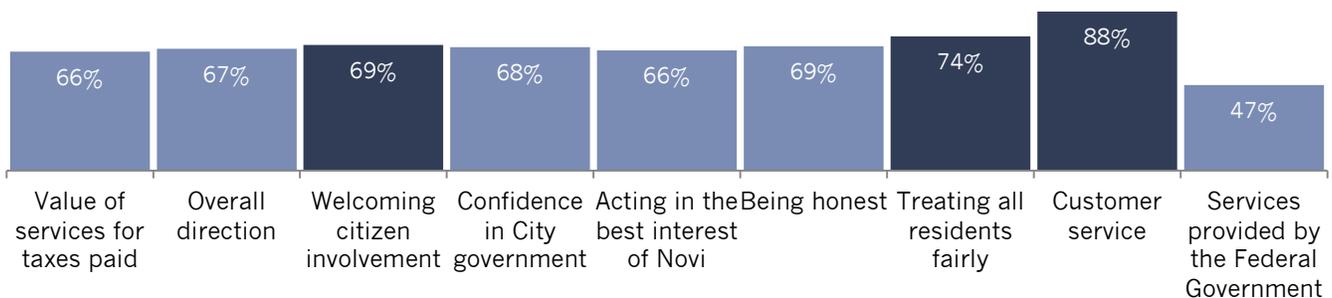
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



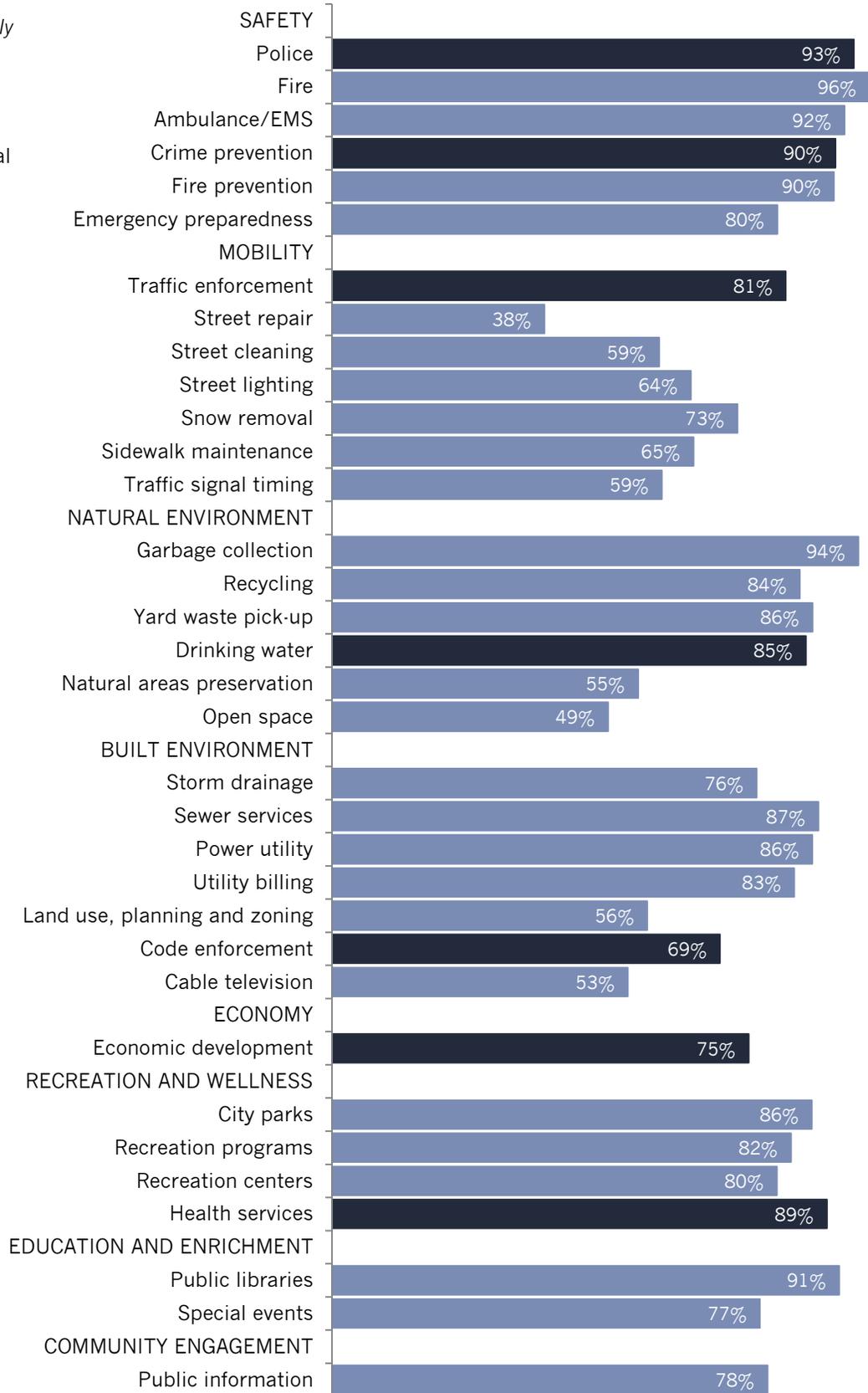
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower

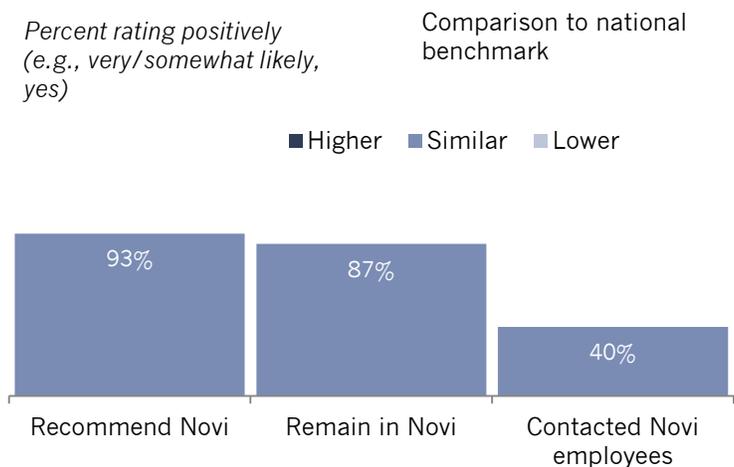
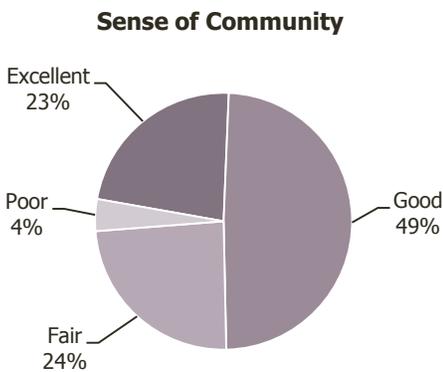


Participation

Are the residents of Novi connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About 7 in 10 respondents gave high marks to the overall sense of community in Novi and this rating was similar to ratings in comparison communities and increased from 2016 to 2018. At least 4 in 5 residents would recommend living in Novi and planned to remain in the City for the next five years; these rates were similar to the benchmarks and stable over time.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Reported rates of Participation in Novi tended to be similar to reported rates in comparison communities. Compared to other communities, more Novi residents had NOT reported a crime, had NOT observed a code violation and were NOT under housing cost stress. Fewer Novi residents reported that they had stocked supplies for an emergency, used public transportation, carpooled, worked in Novi, attended a City-sponsored event, campaigned or volunteered. Almost all rates of Participation remained stable from 2016 to 2018; however fewer residents had volunteered and more residents reported that they had visited conserved water and had a more positive economic outlook in 2018.



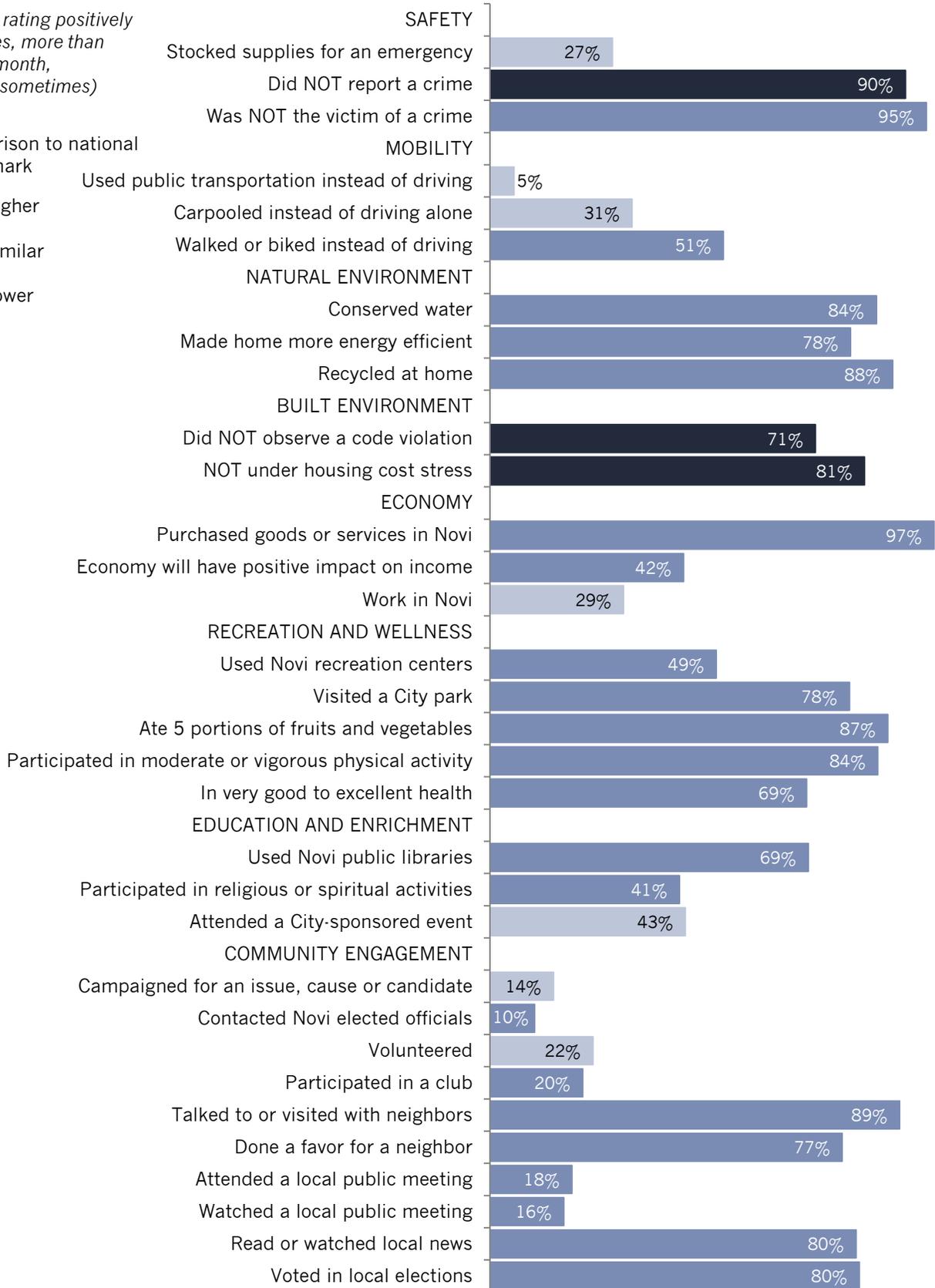
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Special Topics

The City of Novi included three questions of special interest on The NCS. In the first two questions, Novi residents were asked to rate their likelihood of using potential new features of the Novi Public Library and to rate the importance of several different library services. About one-quarter of respondents selected the “NA/Don’t use the library” option for each item. When indicating their likelihood of using potential new library features; respondents were most likely to use automatic renewal on materials and that are currently checked out. About half were likely to use extended Sunday hours and the elimination of overdue fines. The most important Novi Public Library service to residents who use the Novi Public Library was checking out books, music or movies. A majority of respondents thought that opportunities for learning, downloading books, music or movies and attending performances were at least somewhat important library services. Fewer than 3 in 10 were likely to use increased meeting room rental space and about 4 in 10 felt that the availability of meeting space was at least somewhat important.

Figure 4: Likelihood of Using Novi Public Library Features
How likely or unlikely would you be to use each of the following potential new features of the Novi Public Library?

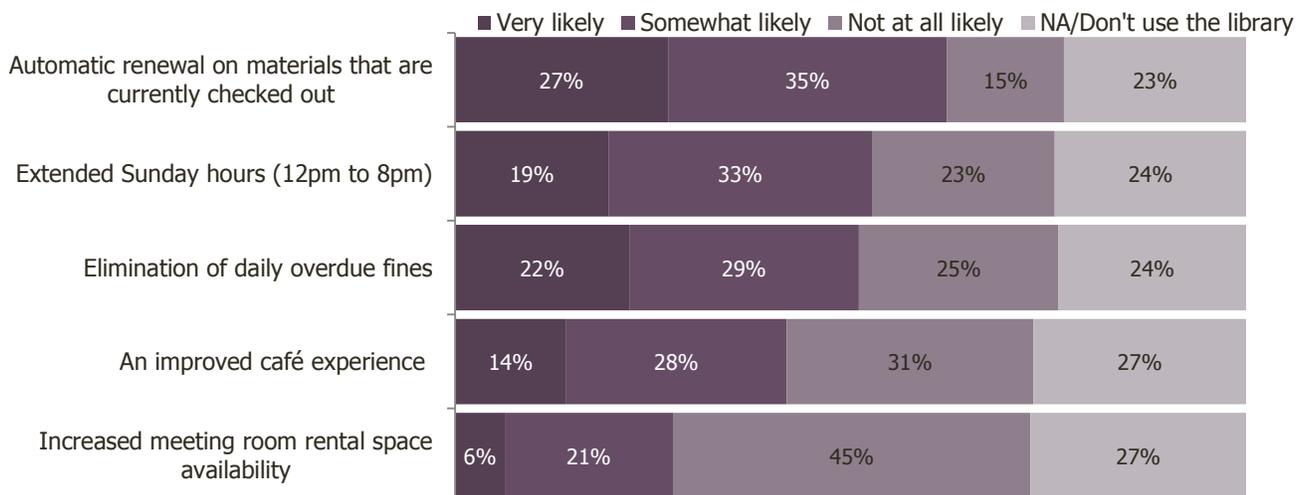
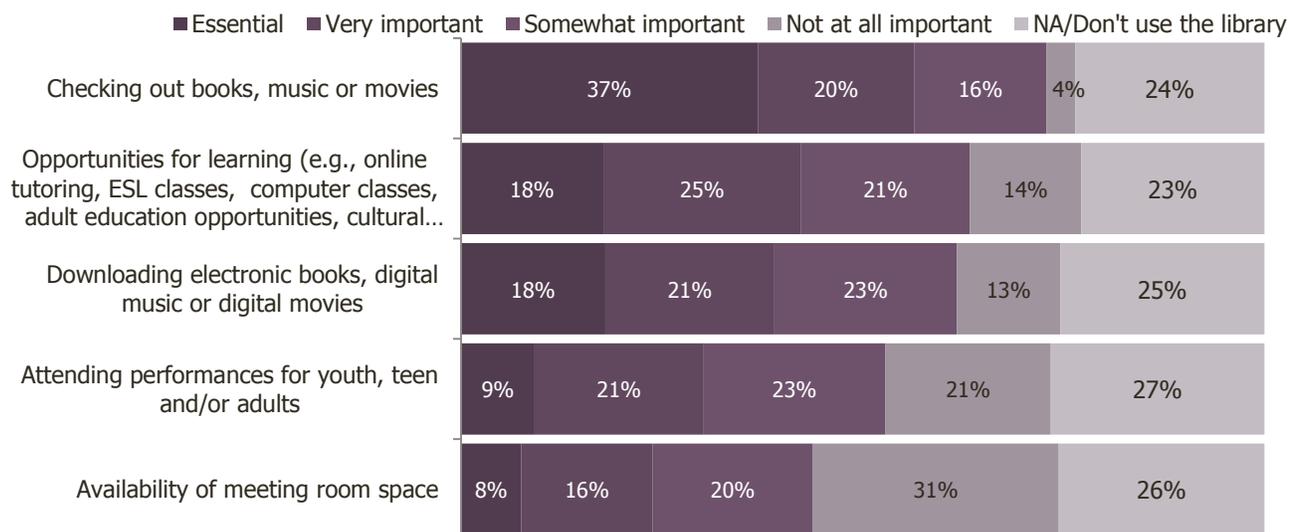


Figure 5: Importance of Novi Public Library Services
How important, if at all, are each of the following Novi Public Library services to you?

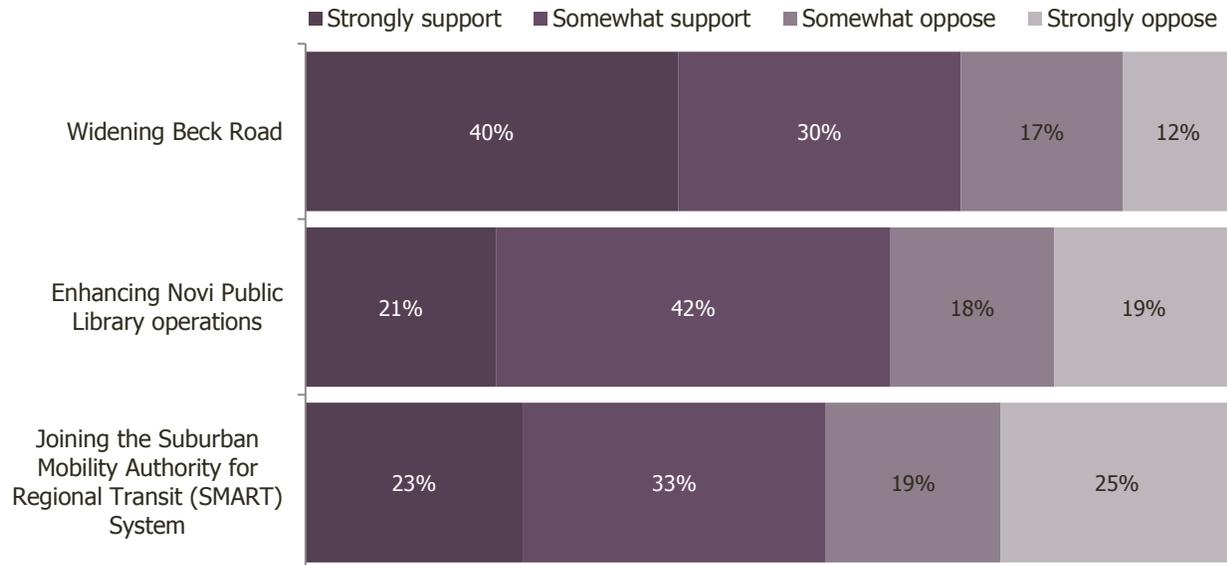


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The final question of special interest on the survey had to do with support or opposition for potential property tax increases. A majority of respondents supported a potential property tax increase for each project. A property tax to widen Beck Road received the strongest levels of support from residents.

Figure 6: Support or Opposition to Property Tax Increases

Please indicate the extent to which you would support or oppose a potential property tax increase for each of the following:



Conclusions

Novi is a desirable place to live, especially for families.

Nearly all residents rated their overall quality of life as excellent or good in Novi and at least 4 in 5 reported they are likely to remain in the community for the next five years. Additionally, more than 9 in 10 of respondents awarded high marks to the City as a place to live and would be likely to recommend the community to others. Almost all survey participants (95%) rated Novi as an excellent or good place to raise children, which outshined national comparisons. Further, about 9 in 10 respondents gave high marks to the overall image of Novi and to the overall appearance of the City; these ratings were also higher than the national benchmarks.

Almost all residents gave high marks to the overall feeling of safety in Novi, as well to feelings of safety in their neighborhoods and in the downtown/commercial area. About 9 in 10 residents gave excellent or good ratings to fire prevention, crime prevention, ambulance/EMS, fire services and police services. Further, about 9 in 10 residents indicated they had NOT reported a crime or been the victim of a crime.

The Economy in Novi is an asset and a priority.

As in previous years, Novi residents identified Economy as one of the top community focus areas for the coming two years. Ratings for Economy-related aspects were strong and tended to be similar to or higher than those in peer communities. In 2018, survey respondents gave higher marks to the overall economic health of Novi and to employment opportunities than in 2016. Further, residents' ratings of shopping opportunities and employment opportunities were among the highest ratings recorded in NRC's benchmarking database. More residents reported that they had a positive economic outlook in 2018 compared to 2016.

Trust in City government is strong, and City services are well-regarded.

At least 6 in 10 Novi residents gave positive evaluations to each aspect of Novi's leadership and governance and ratings for welcoming citizen involvement, treating all residents fairly were higher than the benchmarks.

At least 4 in 5 residents gave excellent or good ratings to the overall quality of City services and to the customer service provided by City employees; these ratings were higher than the benchmarks and the rating for customer service increased from 2016 to 2018. Further, individual services were also rated highly by most residents. Most aspects of Governance were similar to the benchmarks and several increased from 2016 to 2018.

Novi residents seem open to increasing property taxes for mobility and library services.

When asked whether they would support or oppose increasing property taxes for three specific purposes, all three purposes were at least somewhat supported by a majority of respondents. However, this support was slim for increasing property taxes to join the Suburban Mobility Authority for Regional Transit (SMART) System; 56% of respondents supported raising property taxes for this purpose while 44% opposed it. Support was a bit stronger for an increase to enhance Novi Public Library operations, with 63% respondents supporting this and 37% opposing it. Support was strongest for a property tax increase if used to widen Beck Road, with 70% supporting an increase for this purpose and 30% opposing it.