

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	February 21, 2023
Action Required:	None at this time.
Presenter:	Joseph Dell'Olio
Staff Contacts:	Ashley Marshall, Deputy City Manager
Title:	Polco National Community Survey Presentation

Background

The National Community Survey™ (The NCS™) report is about the “livability” of Charlottesville. A livable community is 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. The survey was developed by the experts from National Research Center at Polco. The report provides the opinions of a representative sample of 371 residents of the City of Charlottesville collected from November 9th, 2022 to December 22nd, 2022. The margin of error around any reported percentage is 5.1% for all respondents and the response rate for the 2022 survey was 14%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Charlottesville. In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Charlottesville

Discussion

Survey Methods

The 2,800 randomly selected households received mailings beginning on November 9th, 2022 and the survey remained open for 7 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again. About 4% of the 2,800 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,682 households that received the invitations to participate, 371 completed the survey, providing an overall response rate of 14%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Charlottesville. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on December 7th, 2022. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open-participation survey data, but a tab at the end provides the complete frequency of responses to

questions by the open-participation respondents.

Key Findings

- Residents generally feel safe in Charlottesville but have some concerns about police services.
- Residents appreciate Charlottesville's natural environment and recreational opportunities.
- Charlottesville residents widely use alternative forms of transport and support increasing transportation options.
- While ratings for utilities are strong overall, Charlottesville residents point to affordable high-speed internet access as an area of opportunity.

Alignment with City Council's Vision and Strategic Plan

The National Community Survey aligns with Goal 5: A Well-Managed and Responsive Organization as it will provide information for the City staff to utilize for service delivery and information for Council to utilize as it begins strategic planning processes.

Community Engagement

The survey was both a random sampling of the community and had an open component so any member of the community could have the opportunity to respond.

Budgetary Impact

Funding was budget neutral.

Recommendation

N/A.

Alternatives

N/A

Attachments

1. The NCS Presentation Charlottesville VA 2023 Final