



Polco



National Research Center

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Results for
Charlottesville, VA
2022 National
Community Survey™





Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:

ICMA

NLC NATIONAL
LEAGUE
OF CITIES



Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**



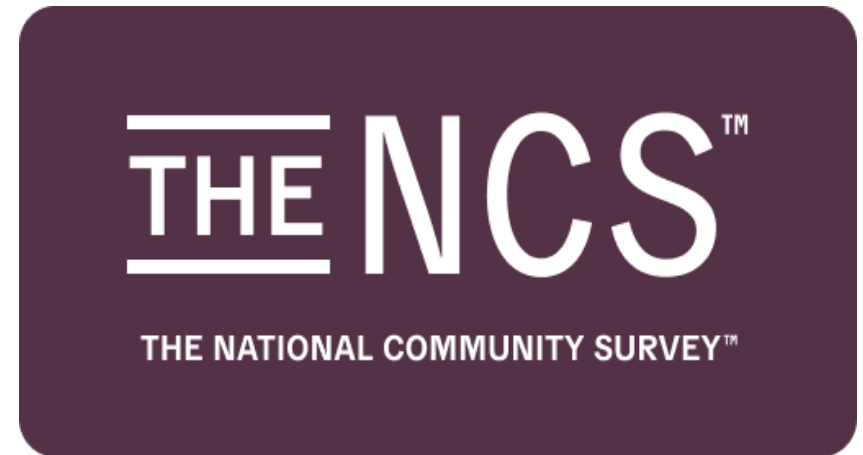
**Inform budget,
land use, strategic
planning decisions**



**Benchmarking
to other
communities**



Facets of Community Livability



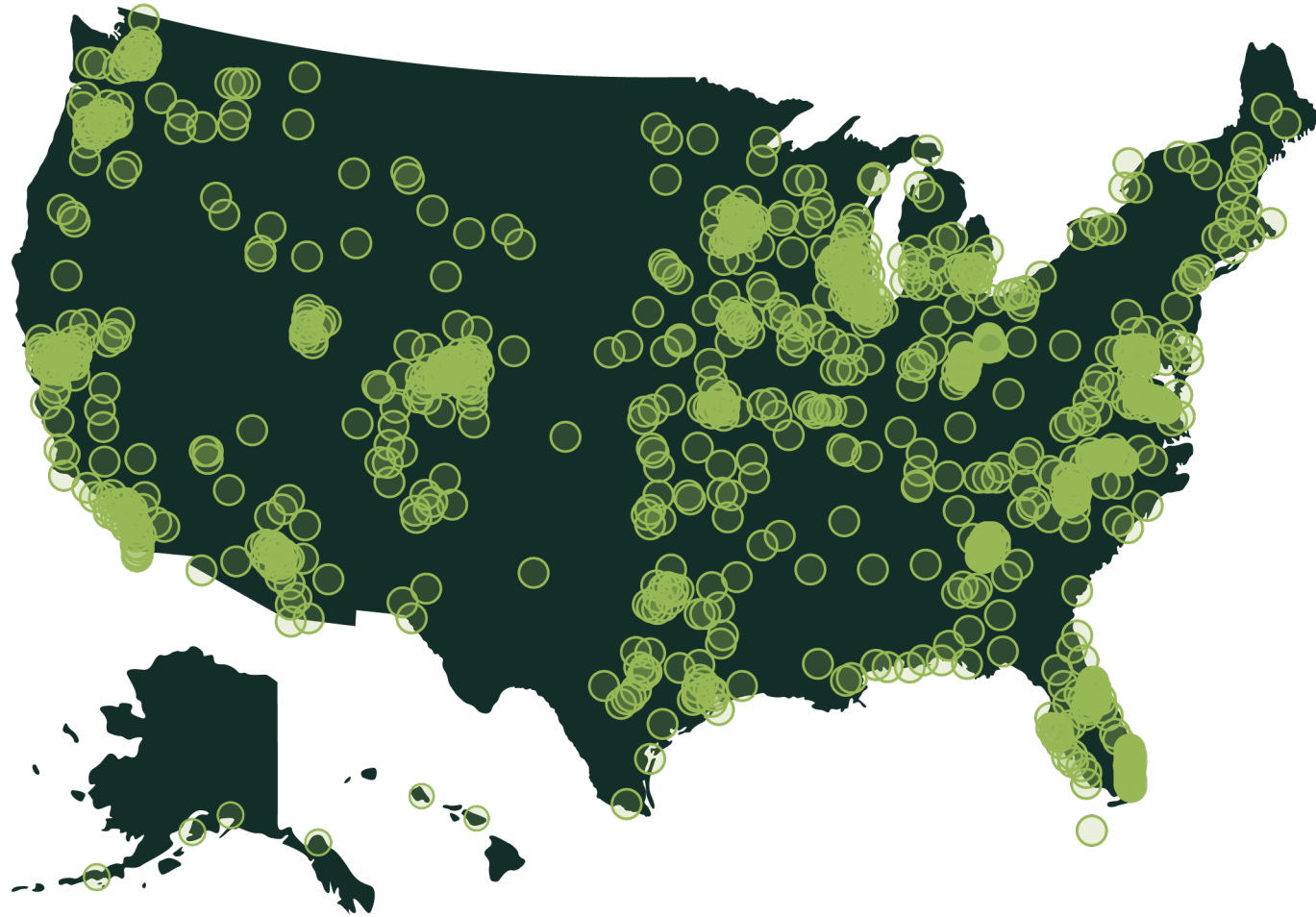
The National Community Survey™ in Charlottesville



The NCS™ for Charlottesville, VA

- Fifth time conducting The NCS (previous surveys in 2012, 2014, 2016, and 2018)
- Survey conducted from November 9, 2022 – December 21, 2022
- Mailing approach employed:
 - Probability-based sample of 2,800 randomly selected households
 - 371 total responses received
 - 14% overall response rate
 - Non-probability, open-participation survey: 356 responses
- Results statistically weighted to reflect Charlottesville overall
- 95% confidence interval with a +/- 5% margin of error

Polco's Benchmarking Database



More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.





Overview of Survey Results



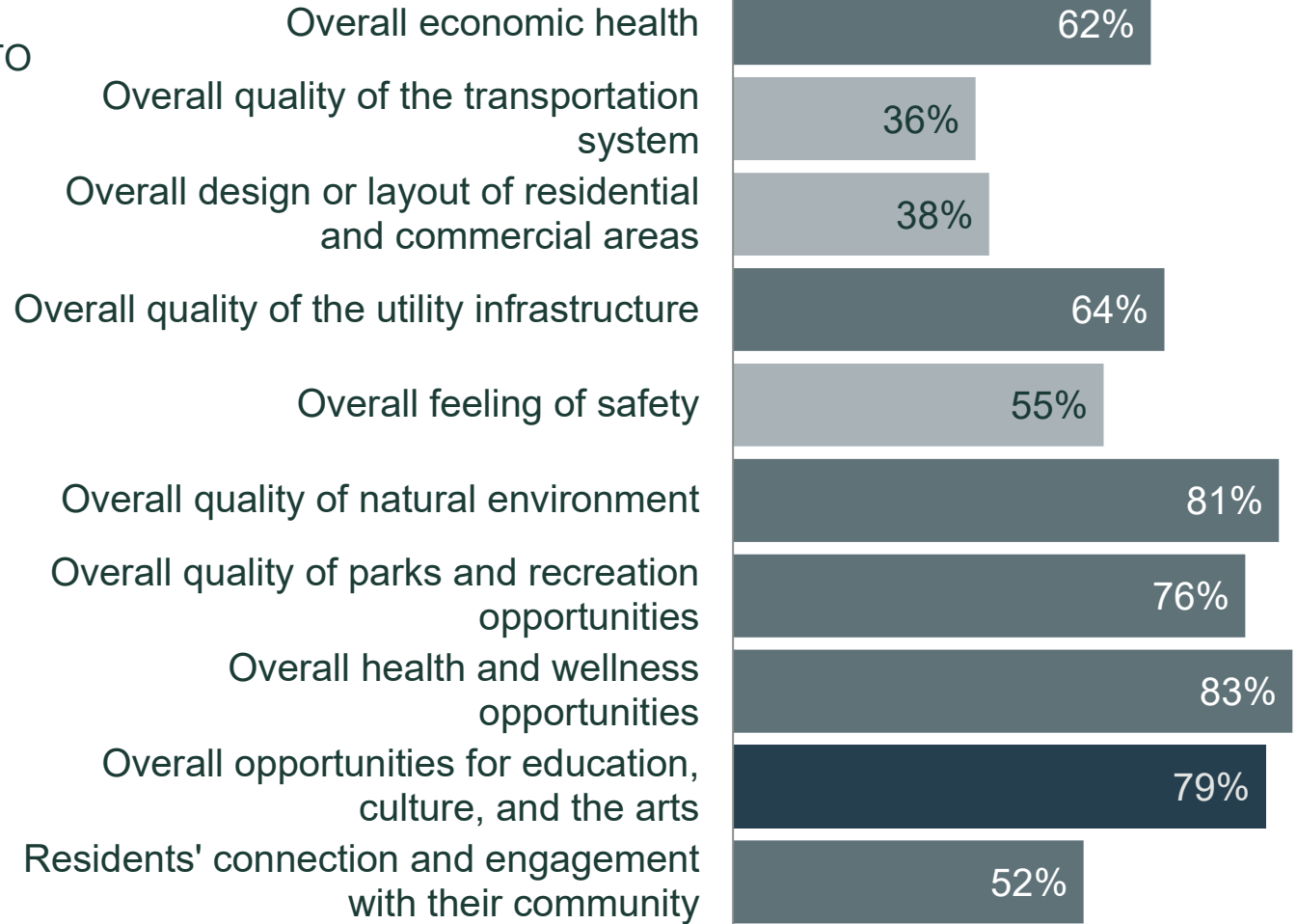


Facets of Community Livability: Quality

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT or GOOD



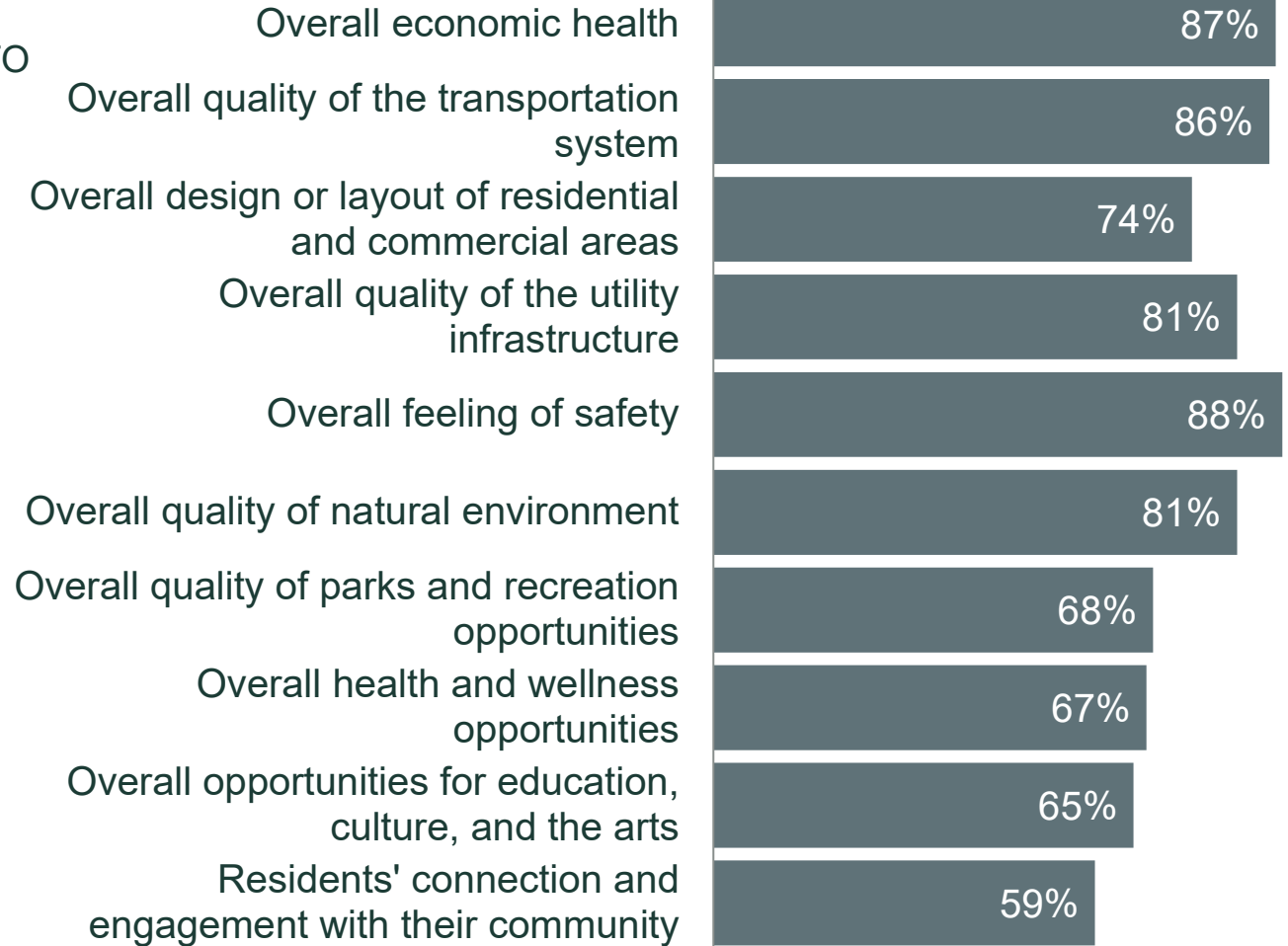


Facets of Community Livability: Importance

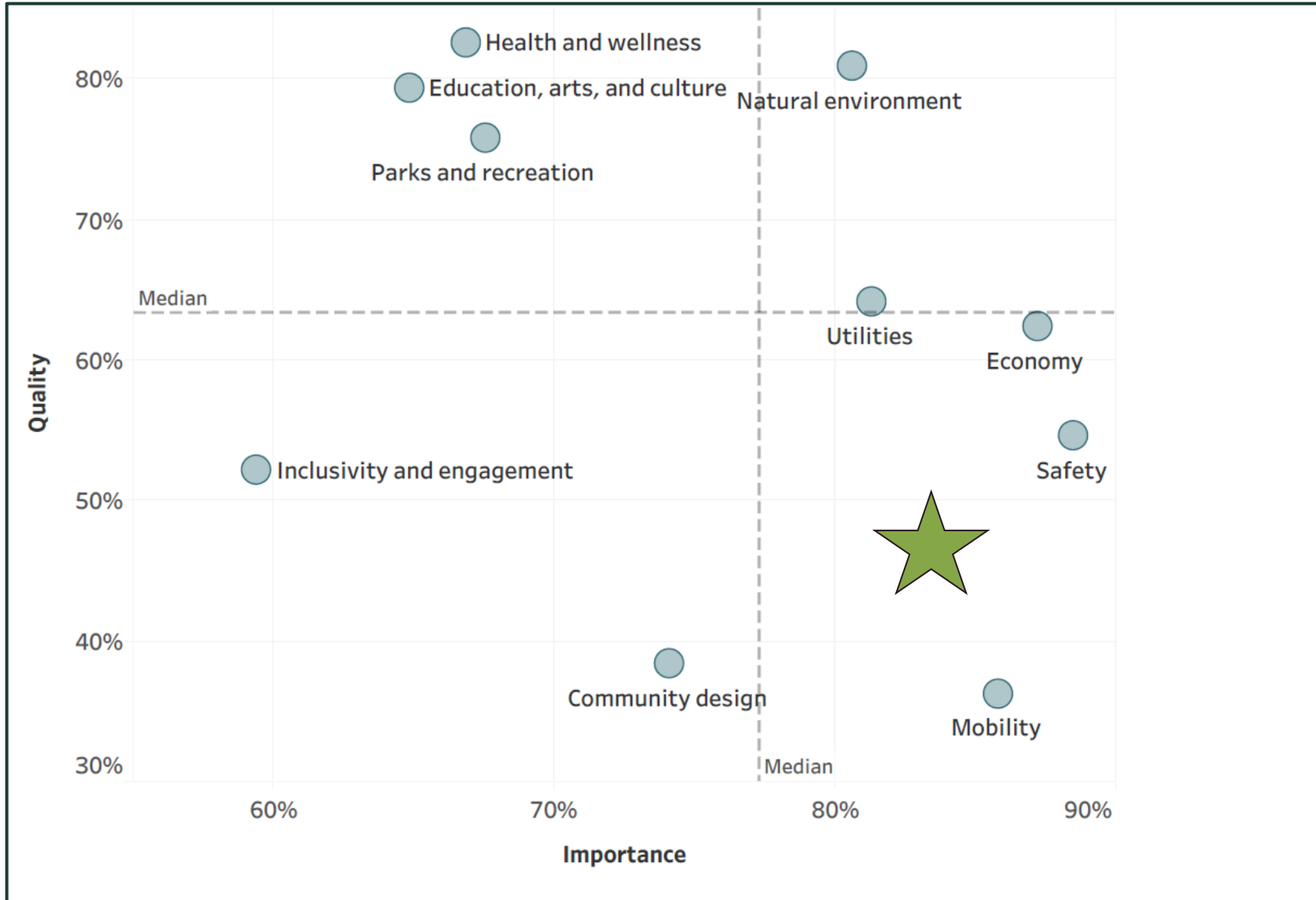
COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT ESSENTIAL OR VERY IMPORTANT

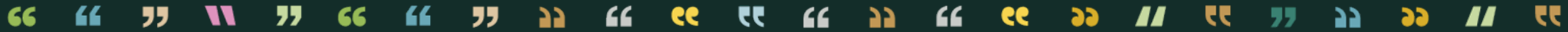
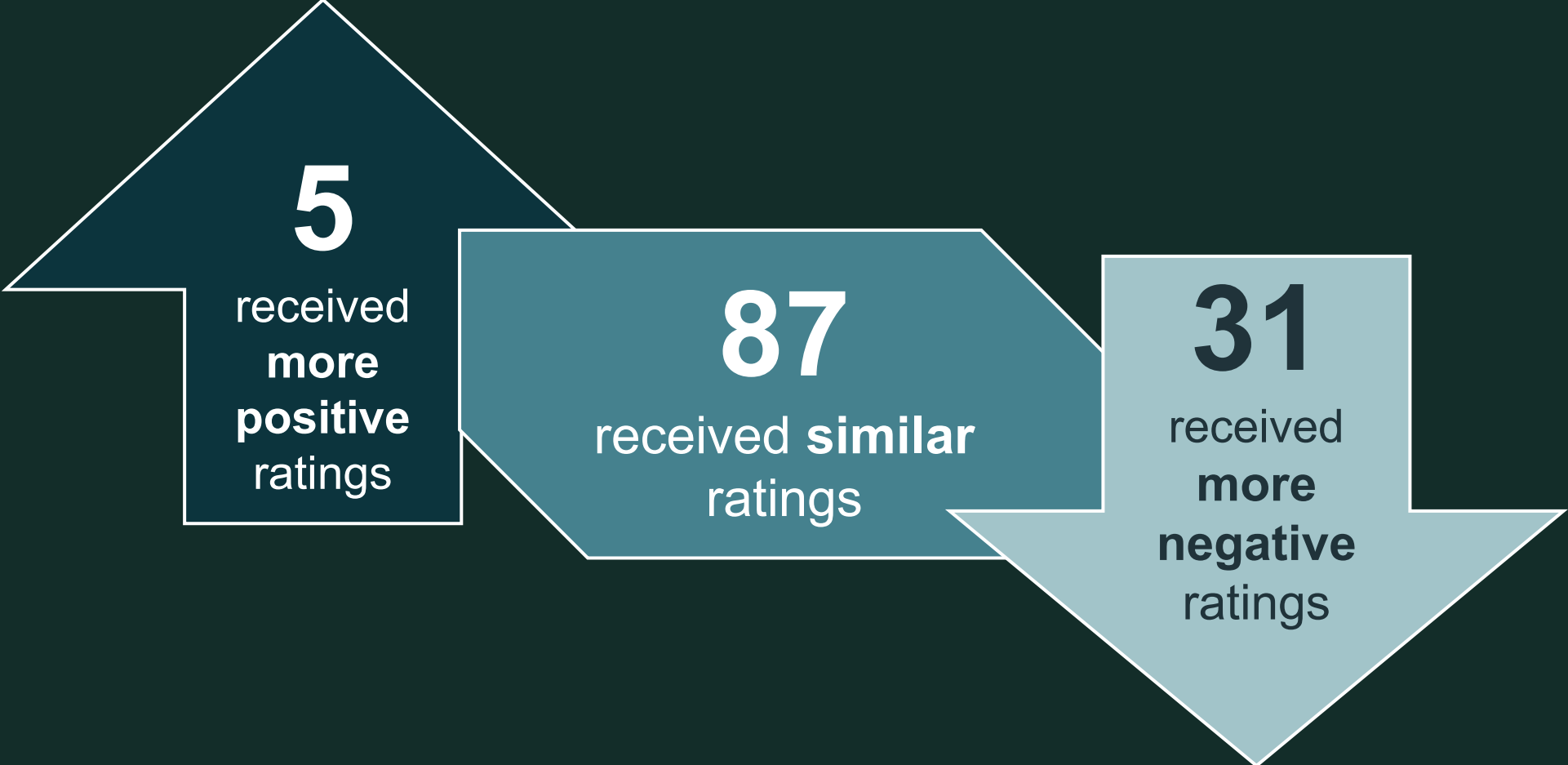


Balancing Quality and Importance



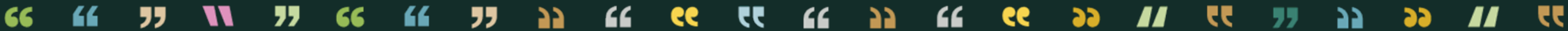
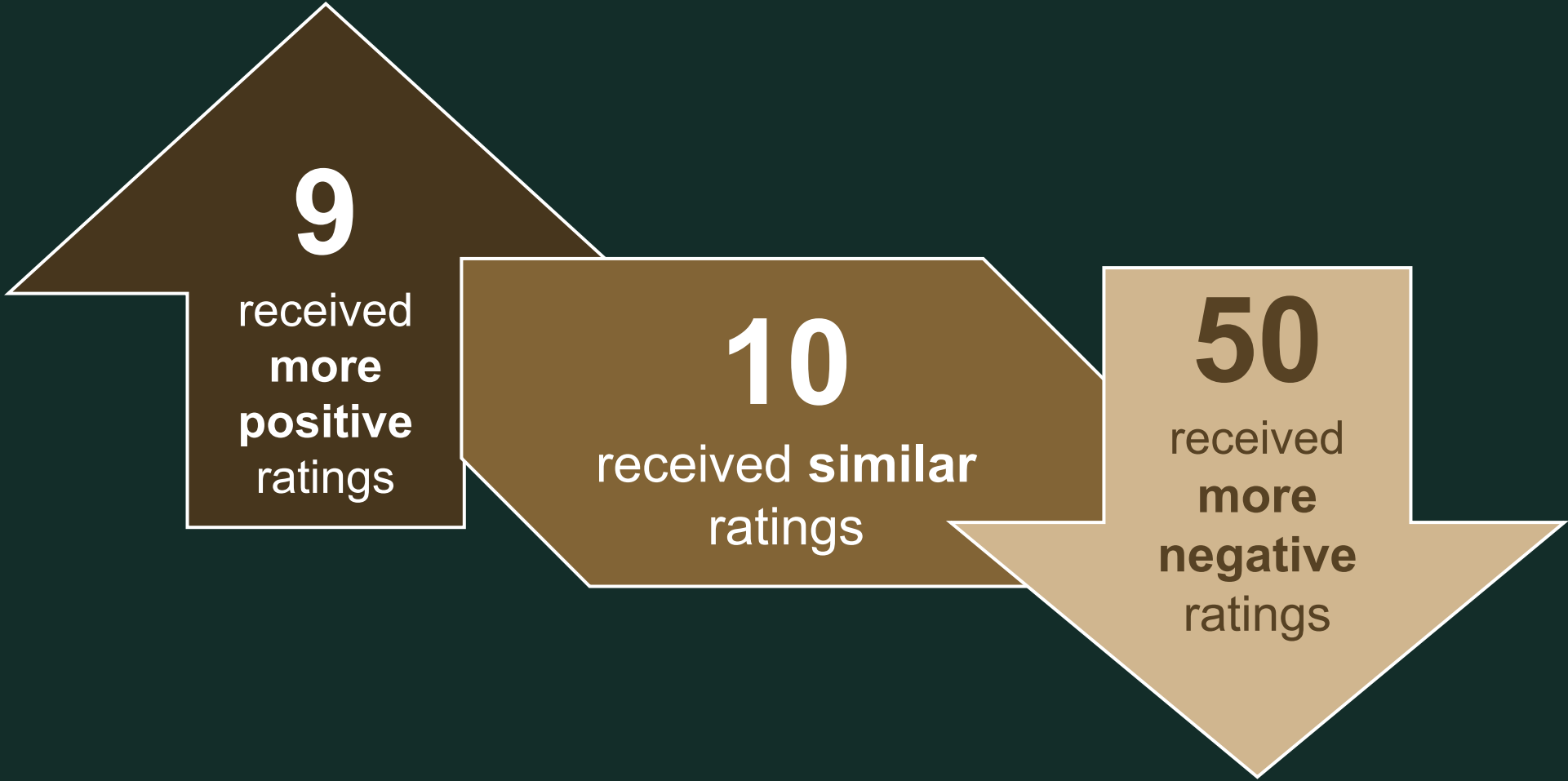


Comparisons to National Benchmarks





Comparisons from 2018 to 2022





Key Findings





Key Finding #1

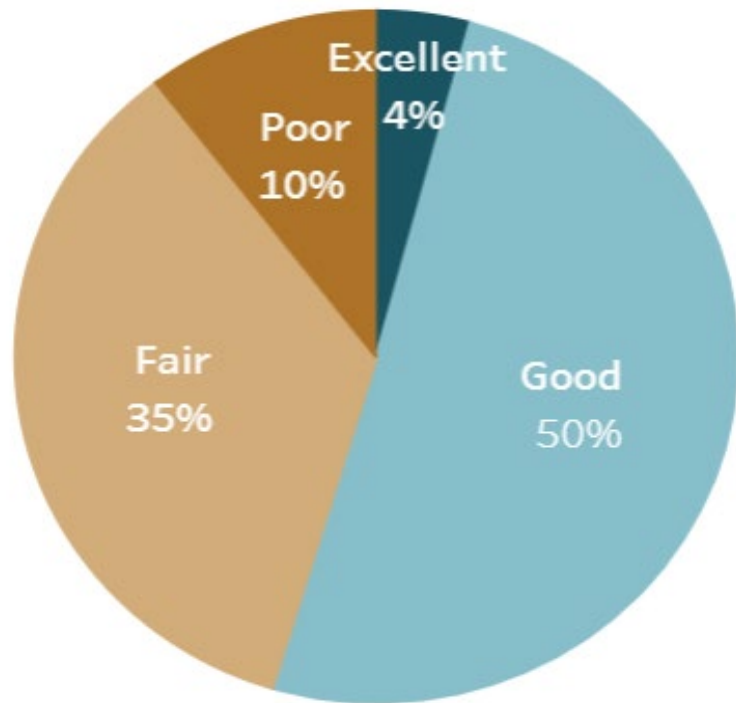
Residents generally feel safe in Charlottesville but have some concerns about police services.



Safety in Charlottesville



Overall feeling of safety in Charlottesville, 2022

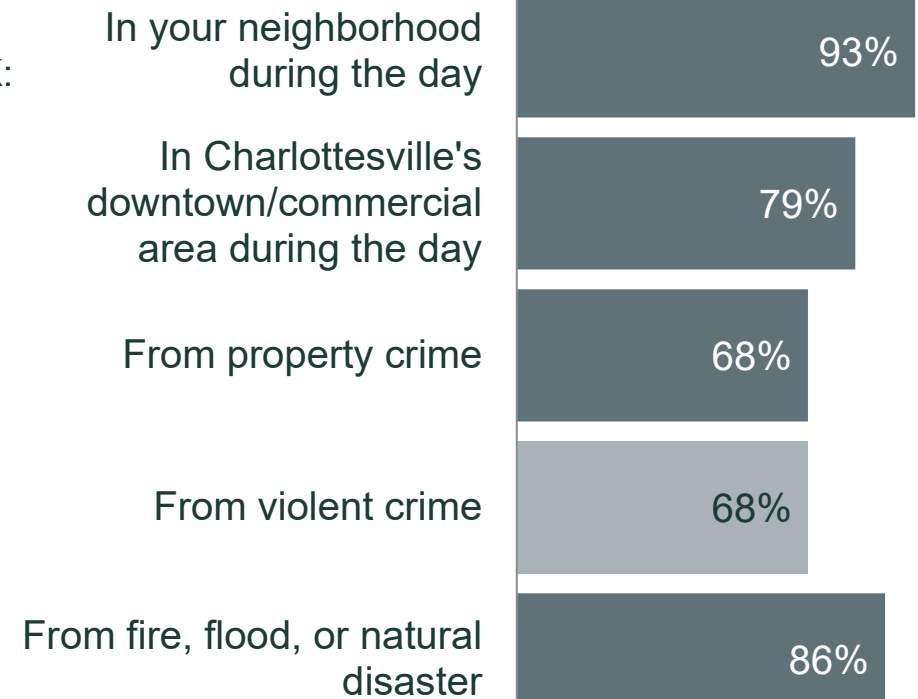


Please rate how safe or unsafe you feel:

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT VERY OR SOMEWHAT SAFE



Safety Services in Charlottesville



91%

Fire
services



86%

Ambulance/
Emergency
medical
services



78%

Fire
prevention/
education



71%

Animal
Control



63%

Emergency
Preparedness

Percent excellent or good
All similar to national and peer benchmarks

Policing in Charlottesville



↓ *Lower than benchmark

Police Services

Overall quality of police/sheriff services (53%) ↓

Overall quality of crime prevention (37%) ↓

*Percent excellent or good

The city should focus on reducing crime and disorder (74%)

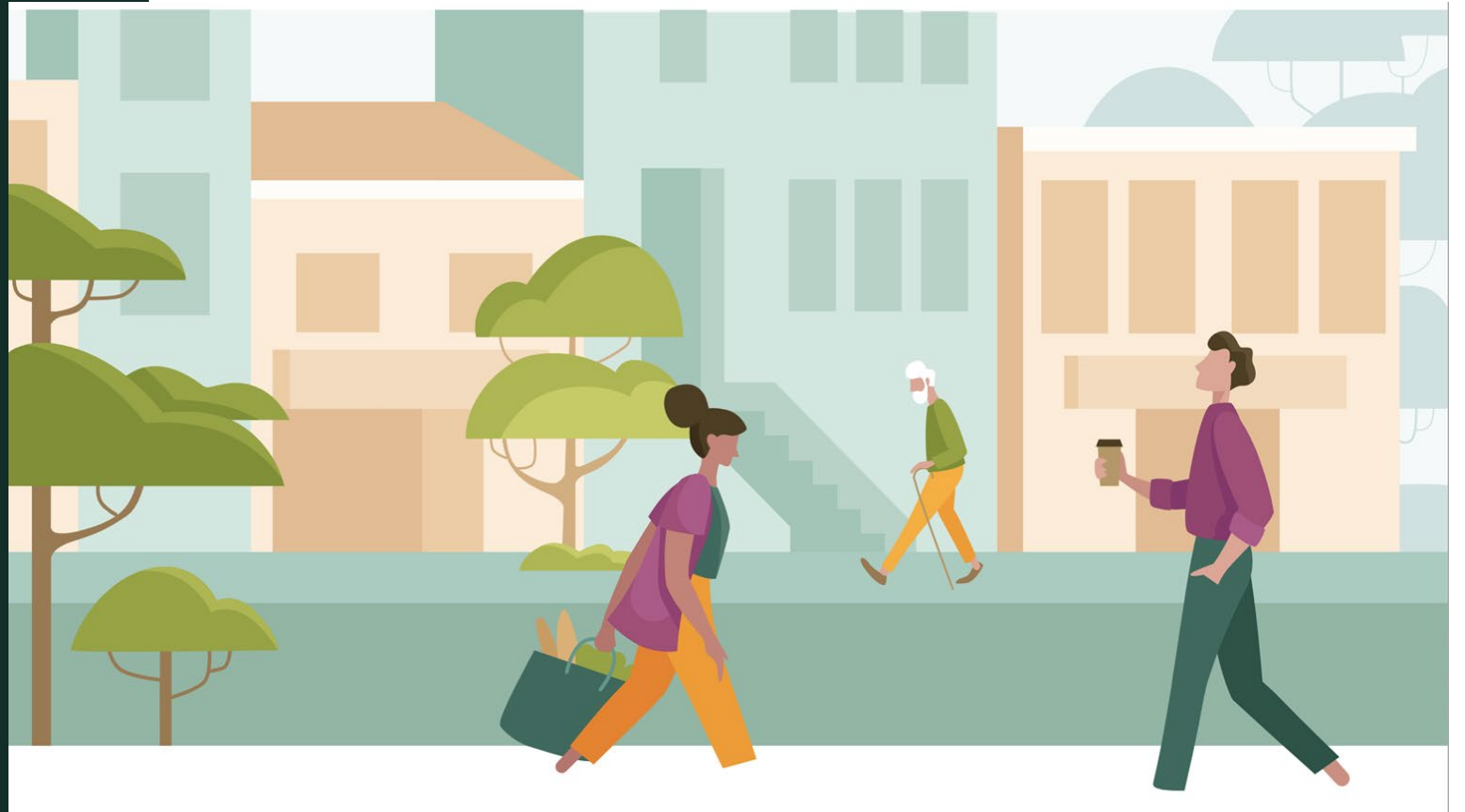
It is essential or very important for the City to increase service levels for police patrol and investigative services (70%)

Resident Priority



Key Finding #2

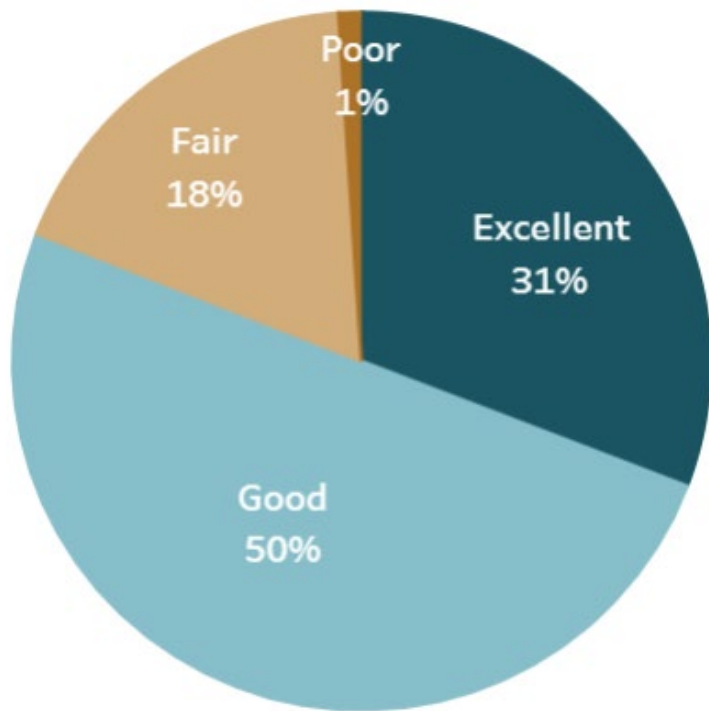
Residents appreciate Charlottesville's natural environment and recreational opportunities.



The Natural Environment in Charlottesville



Overall quality of natural environment in Charlottesville, 2022

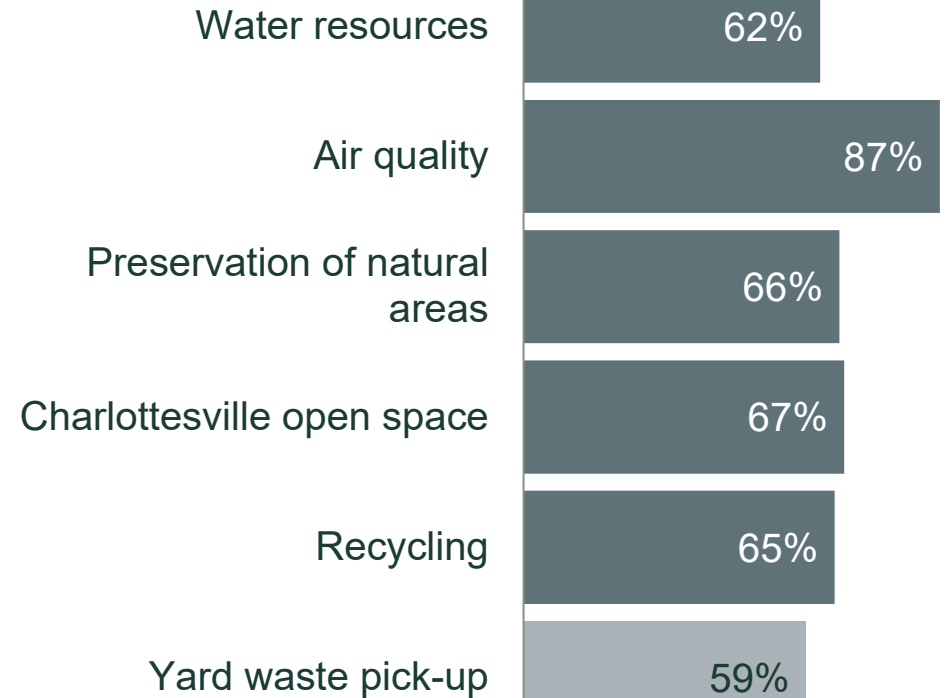


Please rate each of the following in the Charlottesville community:

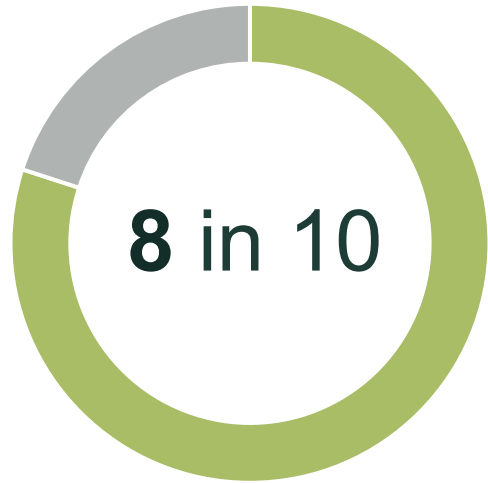
COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

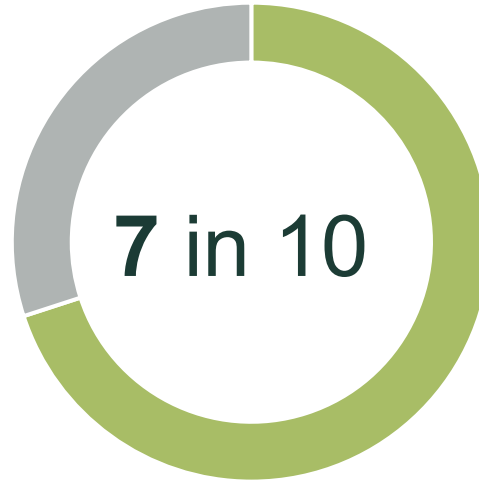
PERCENT EXCELLENT OR GOOD



Parks and Recreation in Charlottesville



There are sufficient fitness opportunities and availability of paths and walking trails.



Charlottesville provides excellent or very good quality recreation programs and facilities.



It is essential or very important to provide more and improved parks and open space.



Key Finding #3

Charlottesville residents widely use alternative forms of transport and support increasing transportation options.



Mobility in Charlottesville



Overall quality of the transportation system in Charlottesville, 2022



61% Ease of travel by car

60% Ease of walking in Charlottesville

38% Ease of public parking

30% Traffic flow on major streets

27% Ease of travel by bicycle

20% Ease of travel by public transportation

Percent excellent or good



Key Finding #4

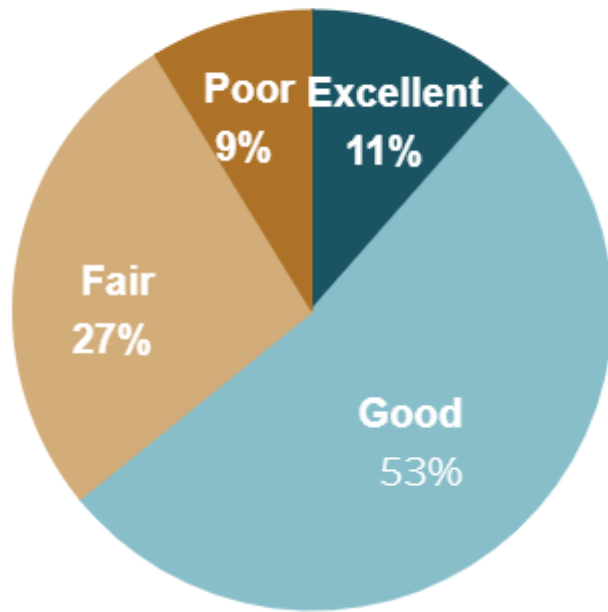
While ratings for utilities are strong overall, Charlottesville residents point to affordable high-speed internet access as an area of opportunity.



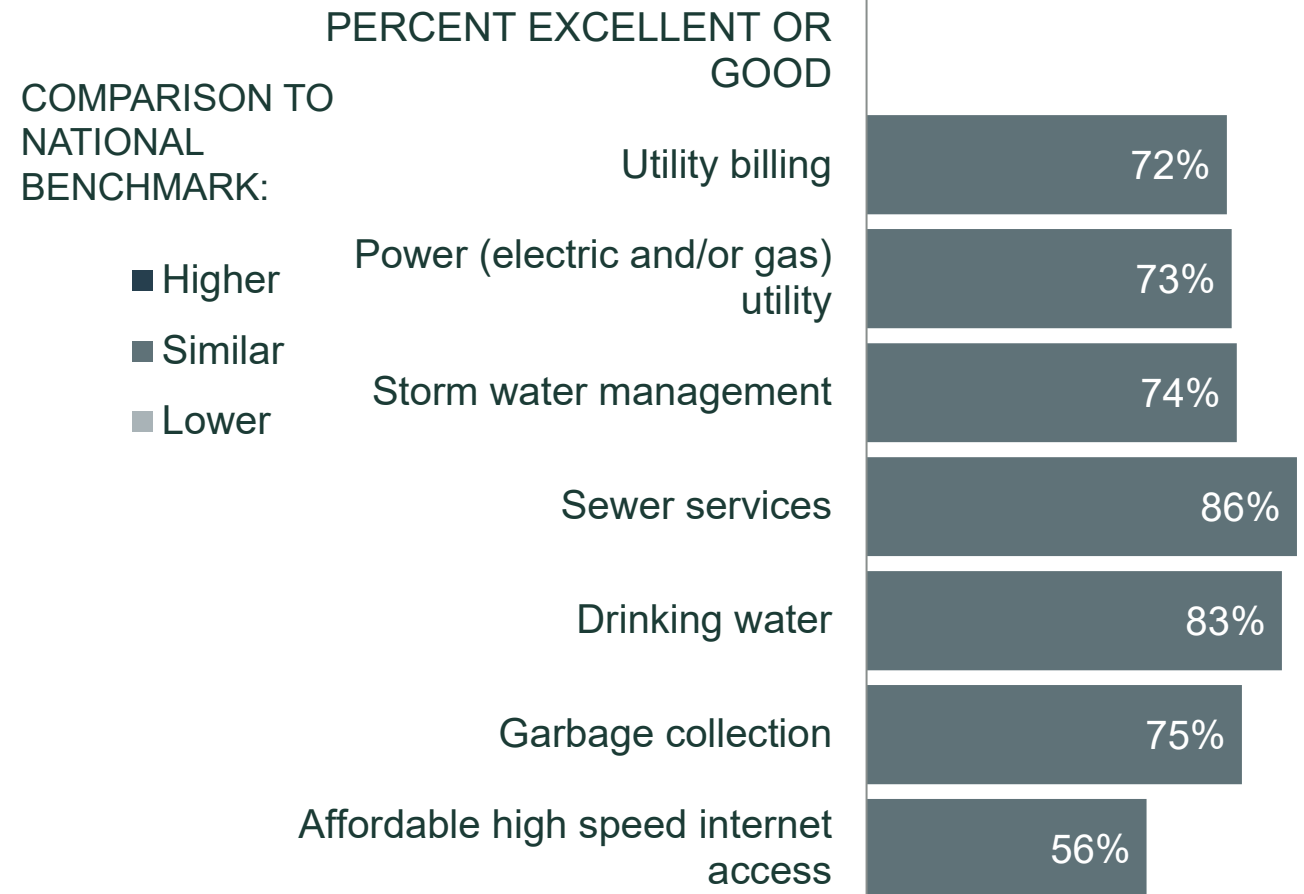
Utilities in Charlottesville



Overall quality of the utility infrastructure in Charlottesville, 2022



Please rate the quality of each of the following services in Charlottesville:



Additional Special Topics

13. For each of the following City services, please indicate if you think the current service level should be increased, remain at current levels, or be decreased.

	Increase service	Keep current service level	Decrease service	Don't Know
Building permit and inspection services	1	2	3	4
Street and sidewalk maintenance and repairs	1	2	3	4
Park maintenance	1	2	3	4
Traffic system improvements (intersections, signs, lanes, etc.)	1	2	3	4
Bicycle and pedestrian infrastructure	1	2	3	4
Police patrol and investigative services	1	2	3	4
Proactive code enforcement	1	2	3	4
Communicating with residents about City programs, services, and activities.....	1	2	3	4
Providing competitive grant funding to local non-profit agencies.....	1	2	3	4
Downtown parking management/enforcement	1	2	3	4

14. How important, if at all, are the following issues for the City to address within the next two years?

	Essential	Very important	Somewhat important	Not at all important
Providing quality affordable housing.....	1	2	3	4
Providing services to ensure City is AARP Age-Friendly	1	2	3	4
Providing supportive services to previously incarcerated persons	1	2	3	4
Increasing services to support the homeless population.....	1	2	3	4
Increasing economic development activities.....	1	2	3	4
Developing job training opportunities	1	2	3	4
Increasing the generation of revenue to support City services	1	2	3	4
Improving downtown Charlottesville.....	1	2	3	4
Improving park conditions	1	2	3	4
Providing more parks and open space	1	2	3	4
Improving environmental quality	1	2	3	4
Improving street paving conditions	1	2	3	4
Improving street and pedestrian lighting	1	2	3	4
Reducing crime and disorder	1	2	3	4
Improving traffic flow and pedestrian safety	1	2	3	4
Increasing transportation options (i.e. car/bike share, shuttles)	1	2	3	4
Increasing amount of City-sponsored cultural and community festivals.....	1	2	3	4
Positively marketing the City.....	1	2	3	4

Charlottesville City Services



For each of the following City services, please indicate if you think the current service level should be increased, remain at current levels, or be decreased.

Increase Service Level



- Bicycle and pedestrian infrastructure

Equal increase/Keep Current

- Communicating with residents
- Competitive grant funding to local non-profits
- Traffic System improvements
- Police patrol and investigative services

Keep Current Service Level

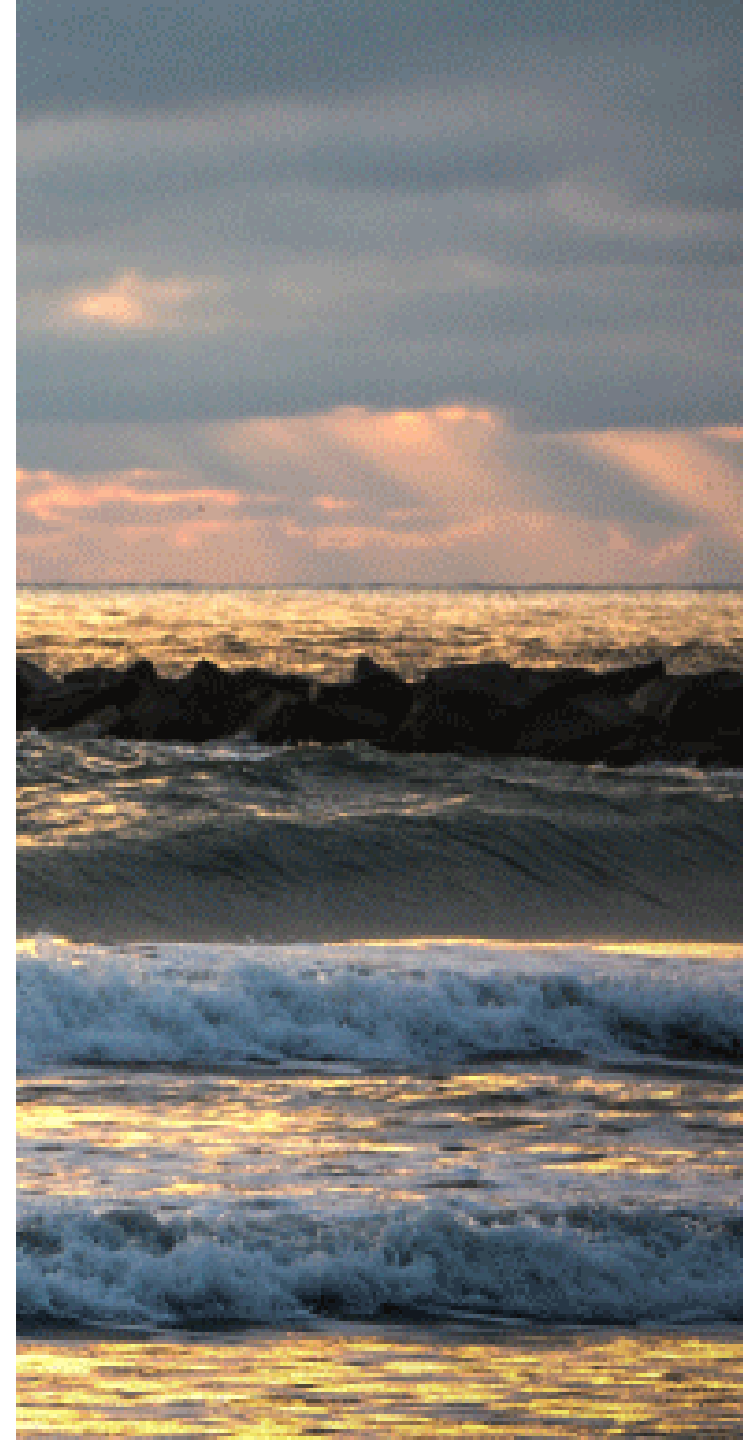


- Downtown parking enforcement
- Proactive code enforcement
- Park maintenance
- Street and sidewalk maintenance and repairs
- Building permit and inspection service



Summary of Conclusions

- 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.



Debriefing The Survey Results

What findings did you expect?

What findings were surprising?

Are there areas where you need to dig deeper?

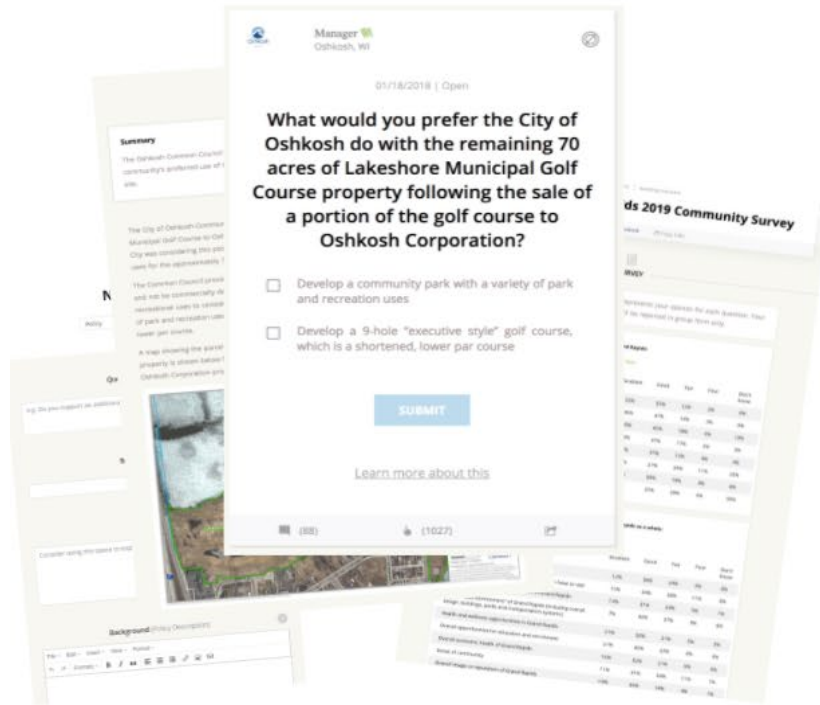
In what areas should you focus?

Continue Resident Engagement on Polco



Don't let the community input and dialogue conclude with the survey.

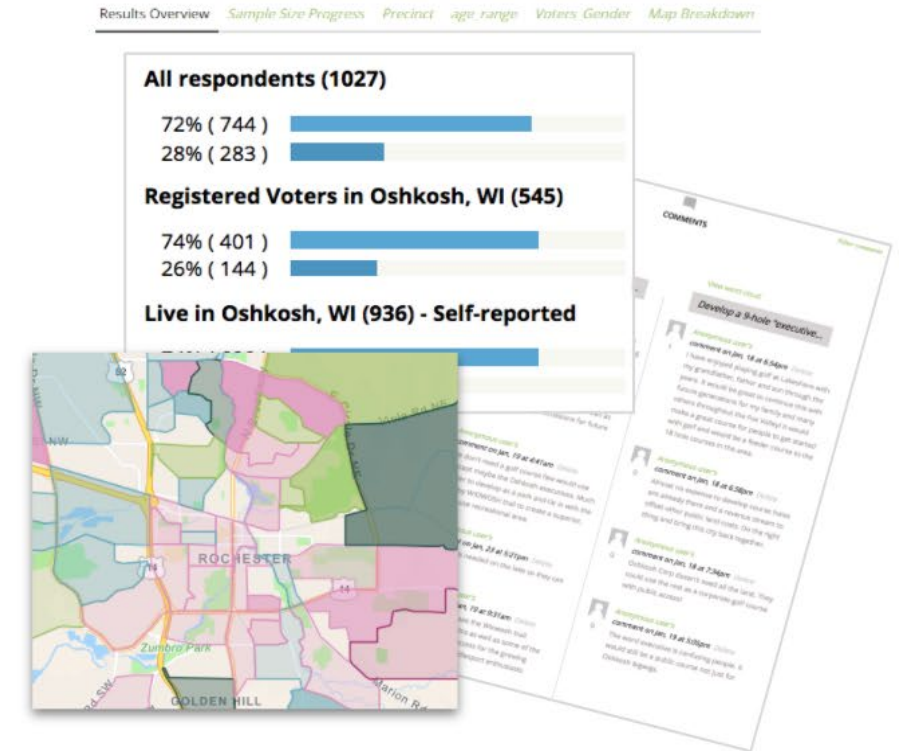
Post



Share



Analyze



- Library of professional civic content
- Easily post custom surveys & polls

- Representative samples of households
- Accumulating residents on digital panels

- Maps, trendlines and dashboards
- Advanced benchmarking analyses

Polco Performance Dashboards



More participation



Good government



More informed participation



Data driven performance management



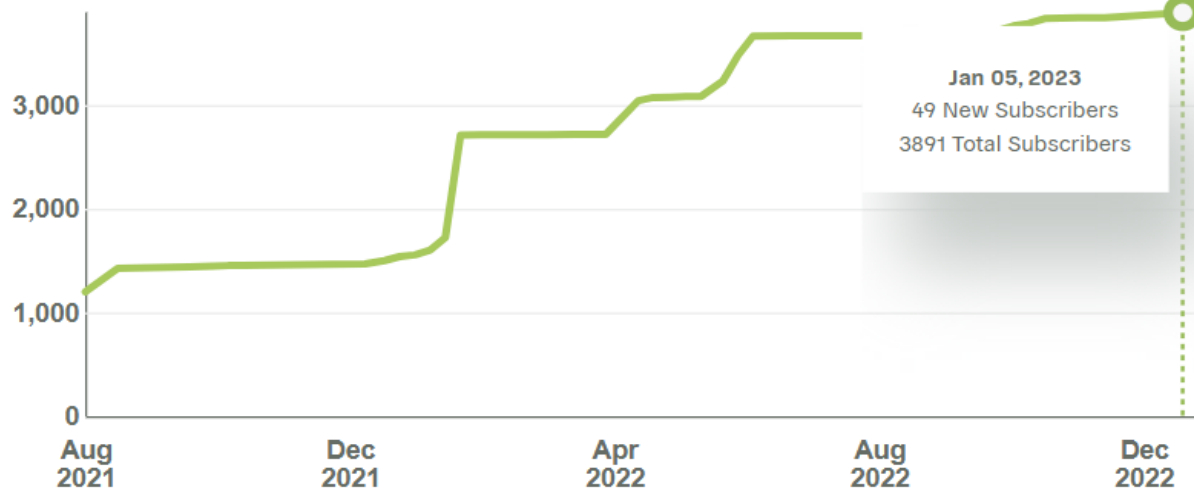
Better balanced participation



Save staff time and effort

Subscriber Growth Over Time (per week)

[What's This?](#)



Polco

ENGAGEMENT

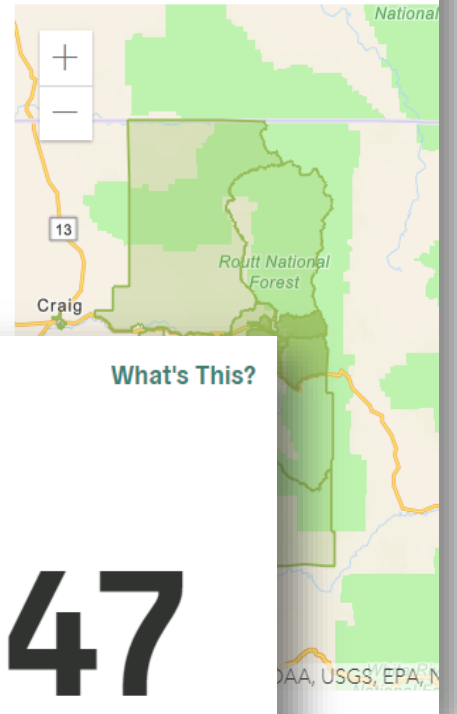
- Participants
- Content
- Outreach
- Polco Library

ACCOUNT

- Profile
- Settings
- Superadmin
- Configuration
- Benchmark Requests

Participants

Residence of verified subscribers



Total Responses

[What's This?](#)

1,147

UNCHANGED
in the last 30 days

Questions?



Thank you!

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NRC