

THE NCS™

THE NATIONAL COMMUNITY SURVEY™



Results for the City of Richland

August 30th, 2022



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.

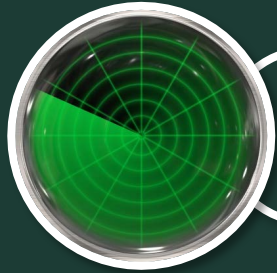
Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:



Role of Resident Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings

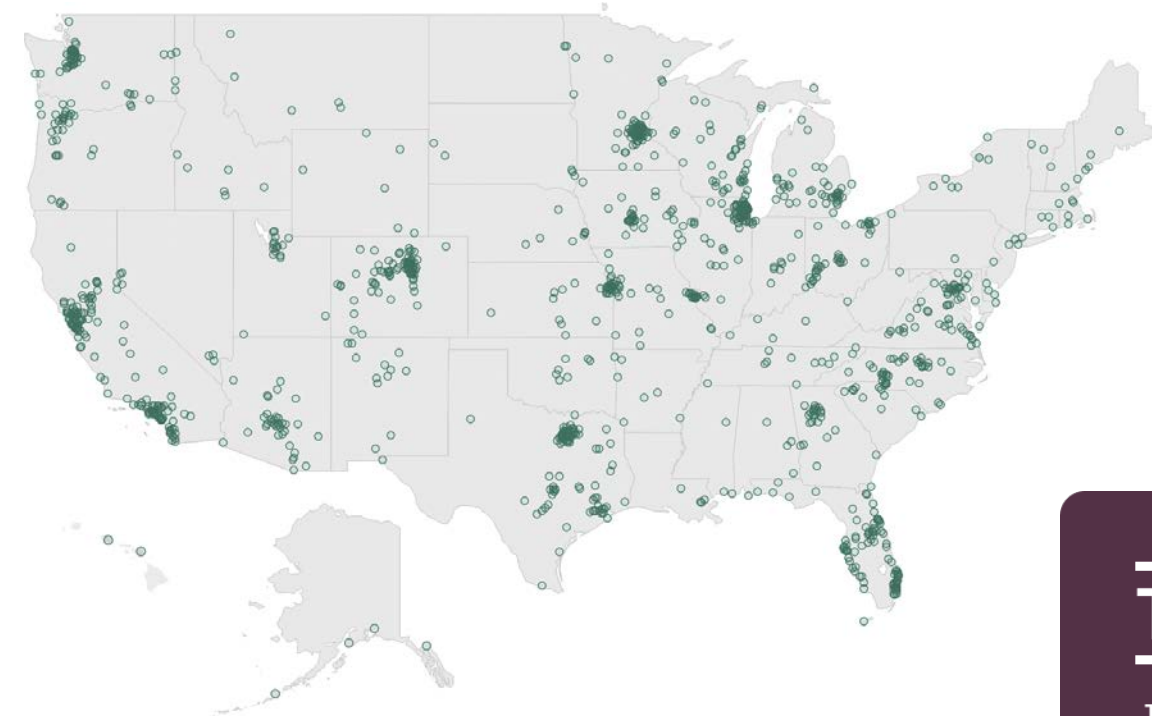


The National Community Survey™ in Richland

The NCS™ for Richland, ST

- Survey conducted from May 2nd, 2022 to July 8th, 2022
- “Group C” mailing approach employed:
 - Probability-based sample of 2800 households
 - 451 total responses received
 - 17% overall response rate
 - Non-probability, open-participation sample: 225 responses
- Results statistically weighted to reflect Richland overall
- 95% confidence interval with a +/- 5% margin of error

National Benchmark Comparison Database



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

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

THE NCS[™]

THE NATIONAL COMMUNITY SURVEY[™]

Overview of Survey Results

Facets of Community Livability: Quality

Please rate each of the following characteristics as they relate to Richland as a whole.
(% excellent or good)

		vs. benchmark*
Overall economic health	77%	Similar
Overall quality of the transportation system	59%	Similar
Overall design or layout of residential and commercial areas	62%	Similar
Overall quality of the utility infrastructure	73%	Similar
Overall feeling of safety	73%	Similar
Overall quality of natural environment	71%	Similar
Overall quality of parks and recreation opportunities	79%	Similar
Overall health and wellness opportunities	69%	Similar
Overall opportunities for education, culture, and the arts	56%	Similar
Residents' connection and engagement with their community	47%	Similar

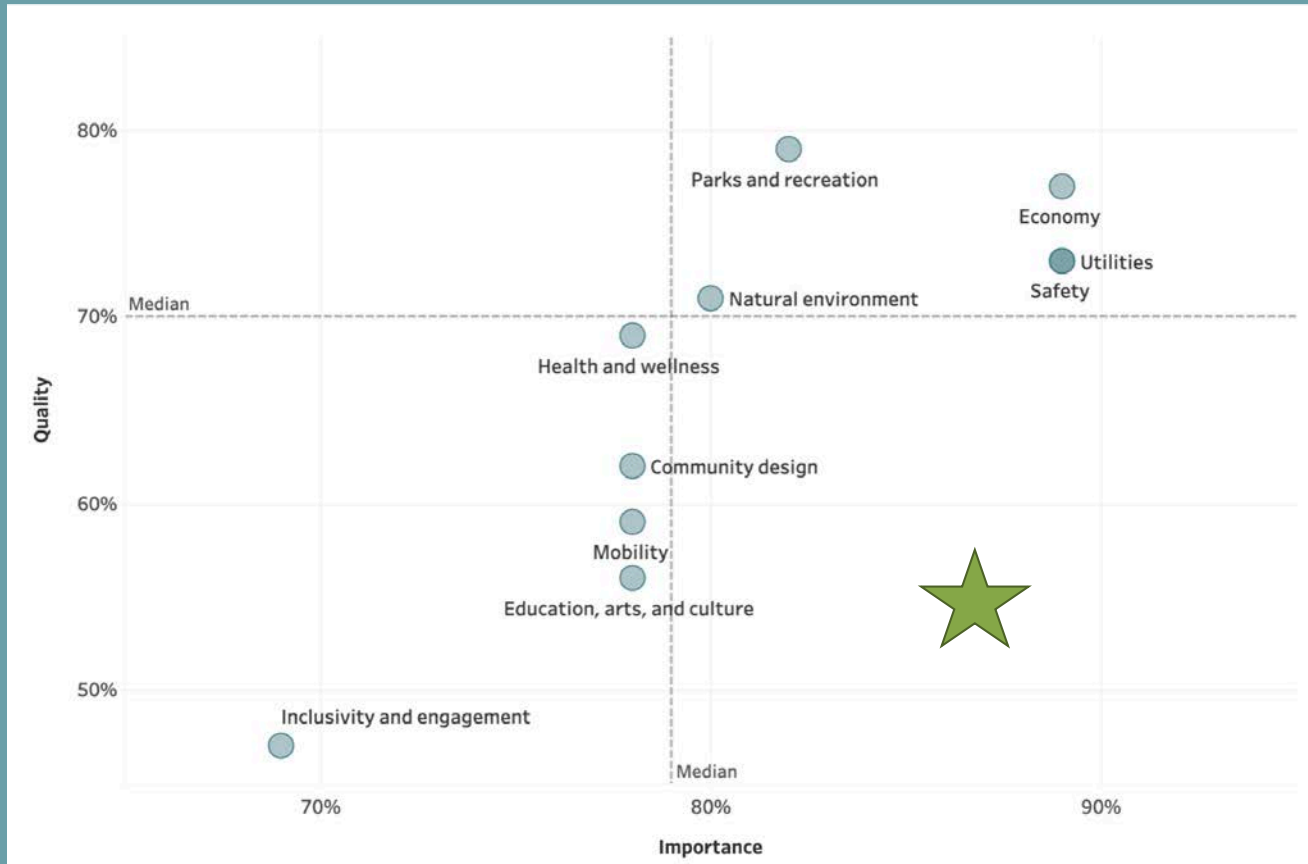
Facets of Community Livability: Importance

Please rate how important, if at all, you think it is for the Richland community to focus on each of the following in the coming two years.

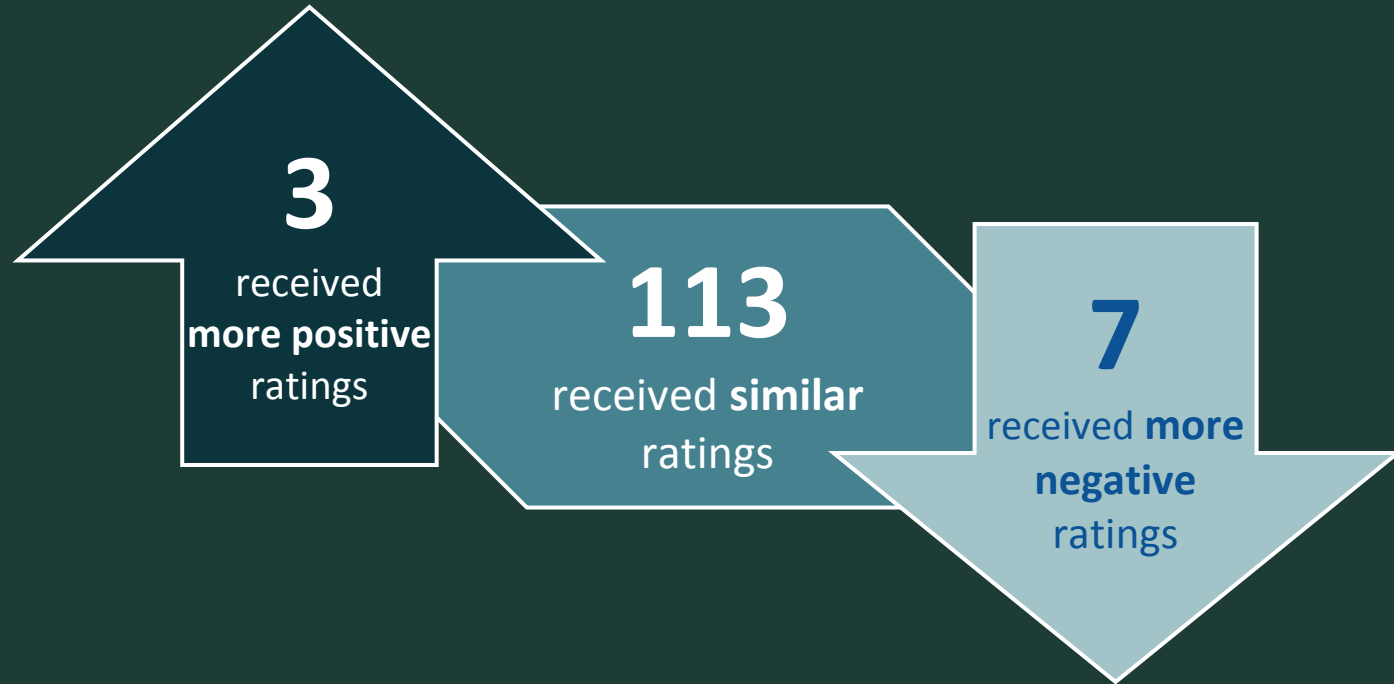
(% essential or very important)

Overall economic health	89%	Similar
Overall quality of the transportation system	78%	Similar
Overall design or layout of residential and commercial areas	78%	Similar
Overall quality of the utility infrastructure	89%	Similar
Overall feeling of safety	89%	Similar
Overall quality of natural environment	80%	Similar
Overall quality of parks and recreation opportunities	82%	Similar
Overall health and wellness opportunities	78%	Similar
Overall opportunities for education, culture, and the arts	78%	Similar
Residents' connection and engagement with their community	69%	Similar

Balancing Quality and Importance



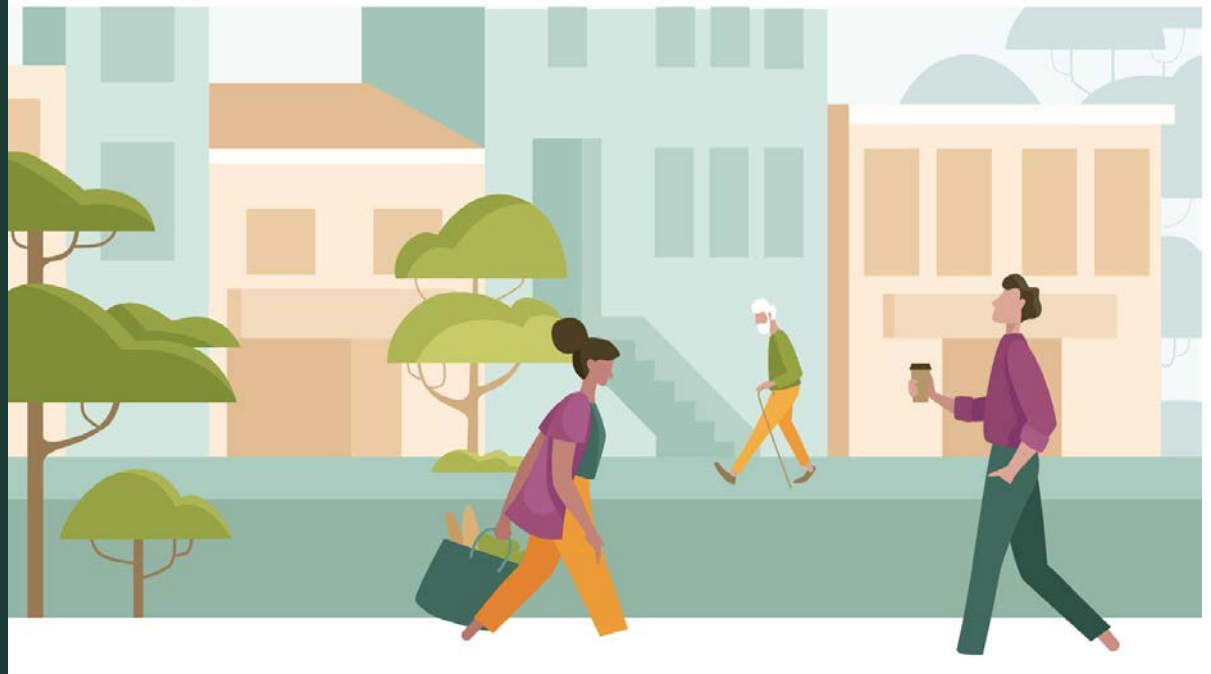
Comparisons to National Benchmarks



Survey Highlights

Key Finding #1:

**Richland's
economy is a
strong community
feature**



The Economy in Richland



Higher than national benchmarks



82%

Richland as a place to work



77%

Overall economic health

74%

Quality of business and service establishments

73%

Employment opportunities



57%

Economic development

Percent excellent or good

The Economy in Richland

54% Variety of business and service establishments

51% Richland as a place to visit

46% Shopping opportunities

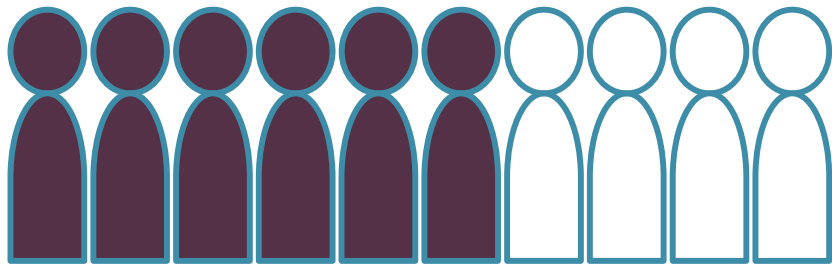
13% Impact economy will have on family income in the next 6 months

Key Finding #2:

Many aspects of Richland's community design receive positive reviews, but residents identify some potential areas of opportunity for the City



Community Design in Richland

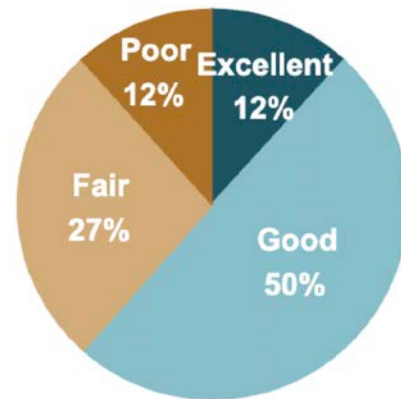


About **6 in 10**

respondents **positively** rated:

- ❖ The overall design or layout of residential and commercial areas
- ❖ Public places where people want to spend time
- ❖ Preservation of the historical or cultural character of the community
- ❖ Overall appearance of Richland

Overall design or layout of Richland's residential and commercial areas



8 in 10 residents also:

- Your neighborhood as a place to live

Community design in Richland

39%

Land use, planning and zoning

27%

Code enforcement

20%

Availability of affordable quality housing

Key Finding #3:

Most residents
feel a strong
sense of safety in
Richland



Safety in Richland

Please rate each of the following characteristics as they relate to Richland as a whole.
(% excellent or good)

Overall feeling of safety

73%

vs.
benchmark*

Similar

Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In your neighborhood during the day

93%

Similar

In Richland's downtown/commercial area during the day

90%

Similar

From fire, flood, or other natural disaster

84%

Similar

From violent crime

72%

Similar

From property crime

63%

Similar

Safety Services in Richland



93%

Fire services



86%

Ambulance/
Emergency
medical
services



80%

Police services



70%

Fire prevention/
education



63%

Crime prevention



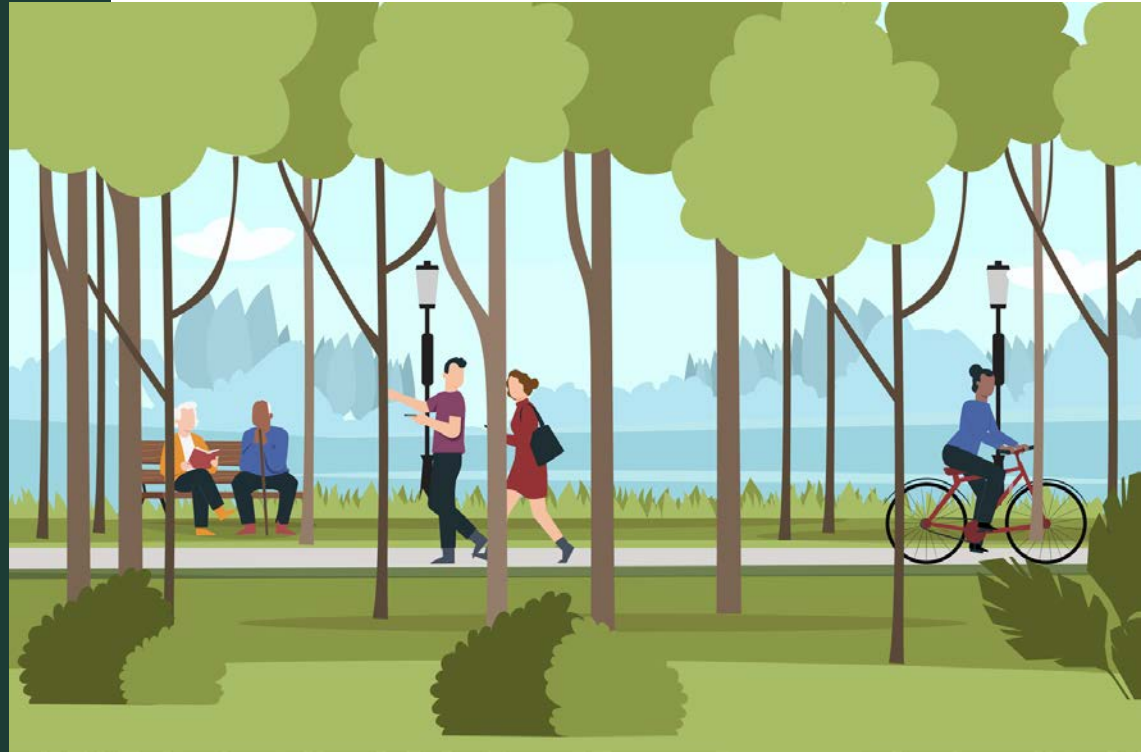
55%

Emergency preparedness


Percent excellent or good

Key Finding #4:

Residents appreciate Richland's natural environment and recreational opportunities



Natural Environment/Parks and Recreation in Richland

 Higher than national benchmarks

Overall quality of natural environment in Richland



Natural Environment/Parks and Recreation in Richland

about **8 in 10** residents:

Gave excellent or good ratings to:

- › City parks
- › Availability of paths and walking trails
- › Fitness opportunities
- › Overall quality of parks and recreation opportunities

Conclusions

1. Richland's economy is a strong community feature
2. Many aspects of Richland's community design receive positive reviews, but residents identify some potential areas of opportunity for the City
3. Most residents feel a strong sense of safety in Richland
4. Residents appreciate Richland's natural environment and recreational opportunities



Continue Engagement Through The Policy Lifecycle

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



Identify Sentiment Baselines and Trends

- Conduct annual surveys, performance metric checks, and other broadly-scoped questionnaires for feedback
- Establish a baseline understanding and discover new trends in sentiment

"How satisfied are you with (parks, roads, transportation, economic development)?"

"How would you rank our community as a place to live?"



Crowdsource Concerns, Brainstorm Ideas

- Seek community input through structured discussions that uncover new ideas and solutions
- Tap individual perspectives and wisdom often unheard at town halls

"What sort of amenities would you like to see more of downtown?"

"What events would you like to see more of being held on a Friday Night?"



Prioritize Initiatives and Alternatives

- Engage your constituents on fund allocation exercises and participatory budgeting projects
- Determine community priority areas that may require additional focus

"How would you allocate next year's budget across the following initiatives?"

"Which of the following options for an aquatic center would you prefer?"



Collect Verified Input on Specific Proposals

- Receive citable input on hot topic issues that consume open listening sessions
- Gauge final community sentiment before beginning on costly, controversial projects

"Would you be willing to pay \$3.18 a month more for bi-weekly curbside recycling?"

"Do you believe we should be using pesticides on public property?"

Identify opportunities for improvement. Engage along the way to cultivate buy-in. Demonstrate progress. Repeat.



It's Easy To Continue To Engage Your Panel

Post

What would you prefer the City of Oshkosh do with the remaining 70 acres of Lakeshore Municipal Golf Course property following the sale of a portion of the golf course to Oshkosh Corporation?

- Develop a community park with a variety of park and recreation uses.
- Develop a 9-hole "executive style" golf course, which is a shortened, lower par course

SUBMIT

Learn more about this

ds 2019 Community Survey

Age	Sex	Race	Marital	Income	Education	Home Value	Home Type	Home Age	Home Size	Home Type
18-24	M	W	M	\$0-\$14,999	HS	\$0-\$14,999	Single	1-10	1-10	1-10
25-34	F	B	M	\$15,000-\$24,999	HS	\$15,000-\$24,999	Single	1-10	1-10	1-10
35-44	M	B	M	\$25,000-\$34,999	HS	\$25,000-\$34,999	Single	1-10	1-10	1-10
45-54	F	B	M	\$35,000-\$44,999	HS	\$35,000-\$44,999	Single	1-10	1-10	1-10
55-64	M	B	M	\$45,000-\$54,999	HS	\$45,000-\$54,999	Single	1-10	1-10	1-10
65+	F	B	M	\$55,000-\$64,999	HS	\$55,000-\$64,999	Single	1-10	1-10	1-10

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

Share



- Representative samples of households
- Accumulating residents on digital panels

Analyze

Results Overview | Sample Size Progress | Precincts | Age Range | Voters Gender | Map Breakdown

All respondents (1027)

- 72% (744)
- 28% (283)

Registered Voters in Oshkosh, WI (545)

- 74% (401)
- 26% (144)

Live in Oshkosh, WI (936) - Self-reported

Develop a 9-hole "executive style" golf course

Comments

Commenter: Matt Koenig
I have a question about the survey. I am not sure if I should select "Other" for the question about the number of children in the household. I have 3 children, but I am not sure if I should select "Other" or "3-4".

Commenter: Matt Koenig
I have a question about the survey. I am not sure if I should select "Other" for the question about the number of children in the household. I have 3 children, but I am not sure if I should select "Other" or "3-4".

Commenter: Matt Koenig
I have a question about the survey. I am not sure if I should select "Other" for the question about the number of children in the household. I have 3 children, but I am not sure if I should select "Other" or "3-4".

Commenter: Matt Koenig
I have a question about the survey. I am not sure if I should select "Other" for the question about the number of children in the household. I have 3 children, but I am not sure if I should select "Other" or "3-4".

- Maps, trendlines and dashboards
- Advanced benchmarking analyses

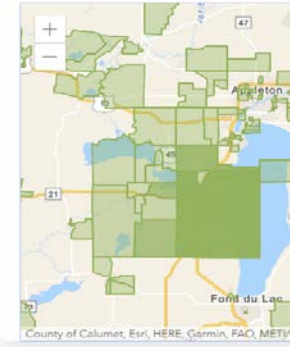


The Process To Deliver Great Outcomes

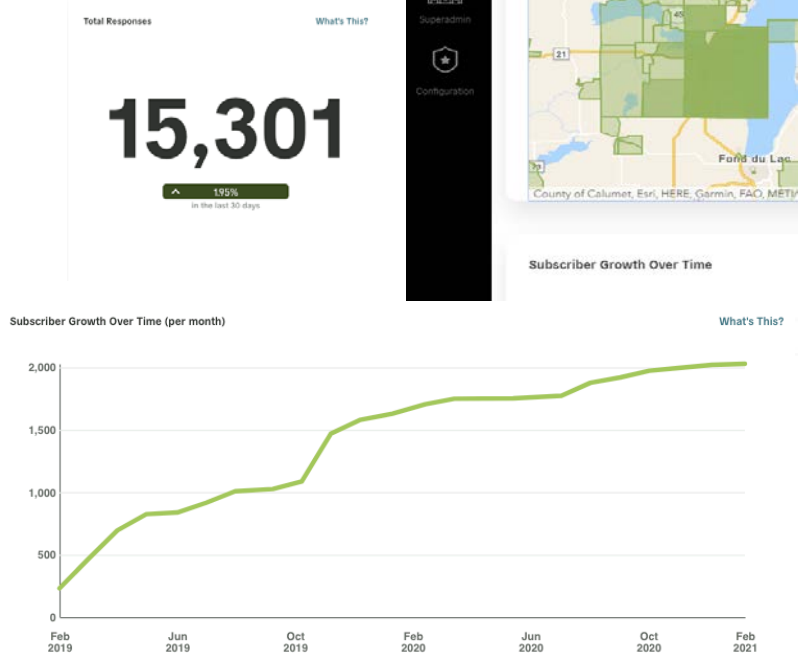
Dashboard

- Dashboard
- Content
- Outreach
- Premium
- Superadmin
- Configuration

Subscriber Locations



Subscriber Growth Over Time



More participation



Good government



More informed participation



Data driven performance management

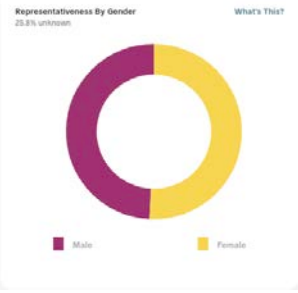
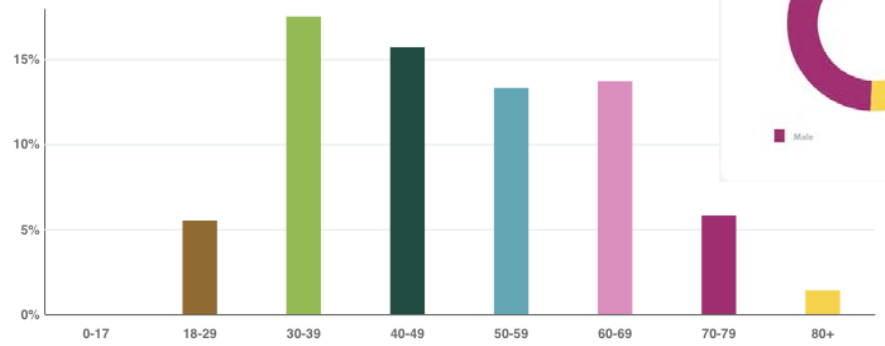


Better balanced participation



Save staff time and effort

Representativeness By Age
27.2% unknown



Questions?

Thank you!

Joe Dell'Olio
Senior Survey Associate
Polco/National Research Center
joe@polco.us

