

Hanover County 2014 National Citizen Survey Summary of Findings



November 25, 2014



What is the National Citizen Survey?

An independent assessment of perceptions on and aspects of community life, local government service quality, and resident participation in community activities.

How frequent do we participate?

2005, 2009, 2011, 2014

Why do we participate?

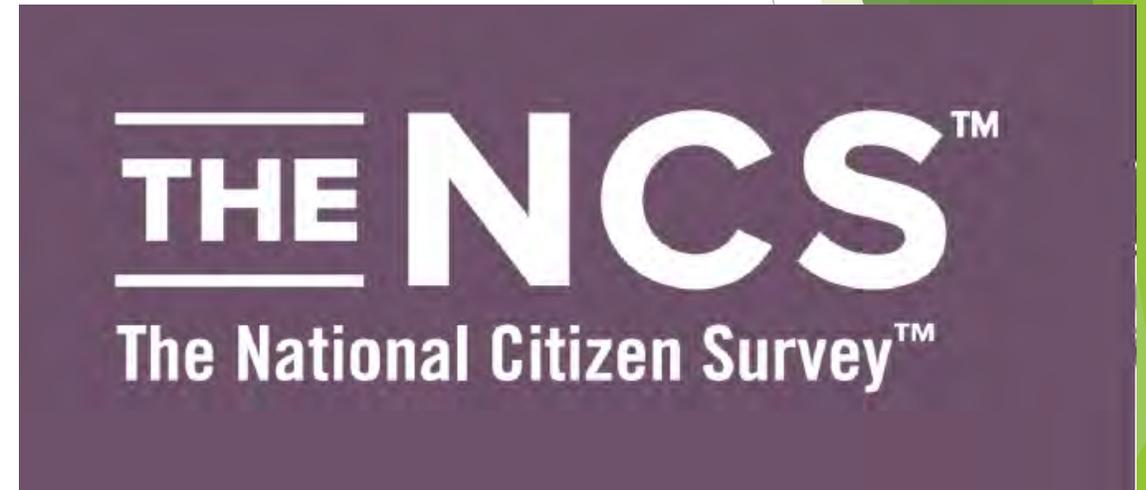
Immediate

Provides useful information for:

- ▶ Planning
- ▶ Resource Allocation
- ▶ Performance Measurement
- ▶ Program and Policy Evaluation

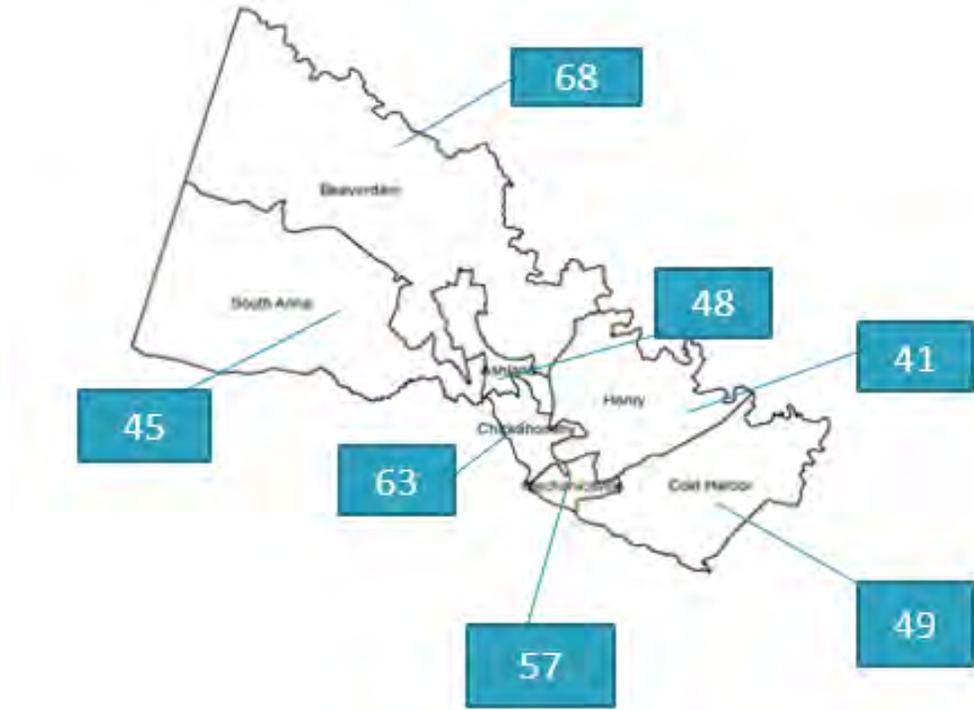
Long-Term

- Improved Services
- Increase in Civic Engagement and Public Trust
- Improved Community/Quality of Life

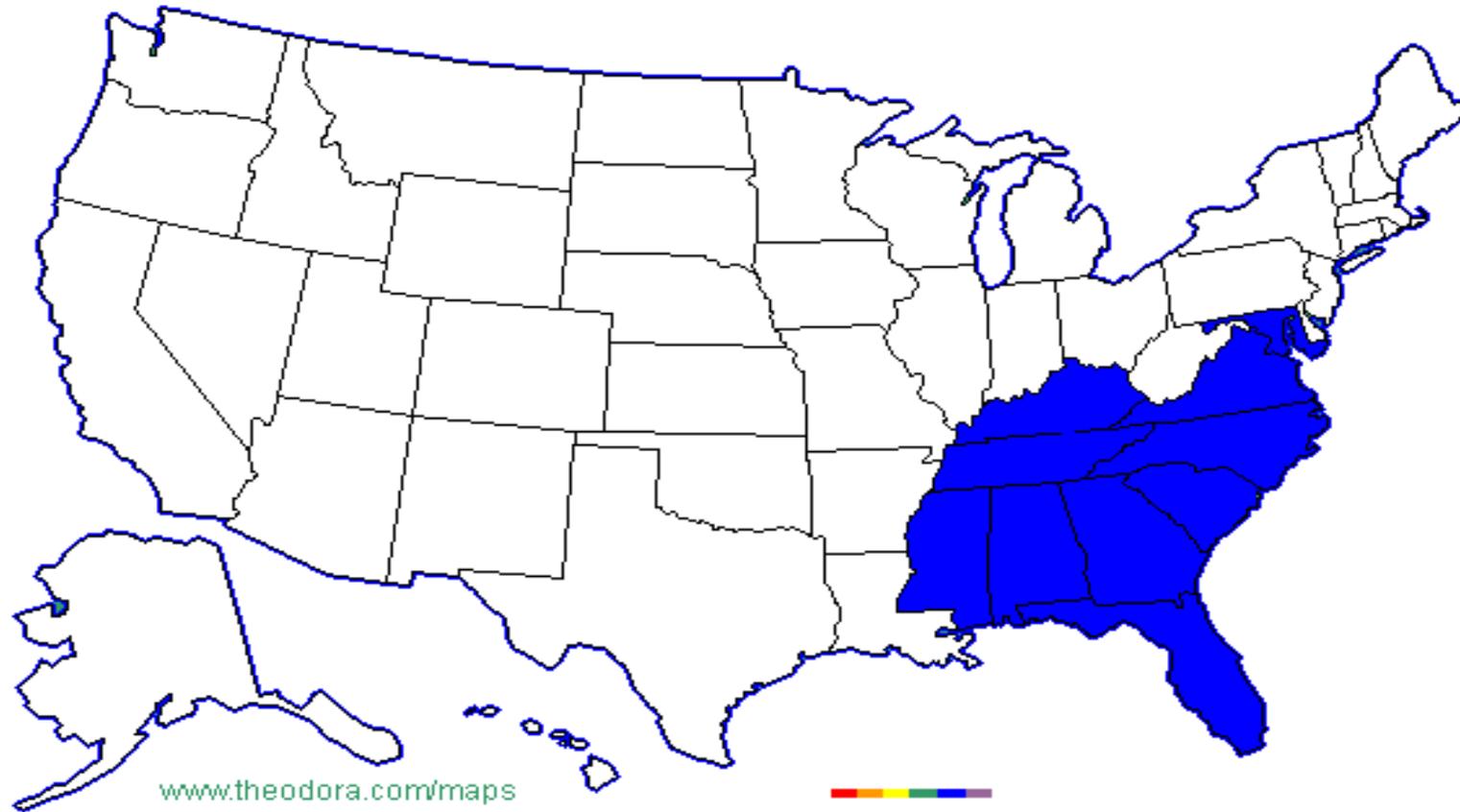


Who participated in the Survey?

- ▶ 1200 residents invited to participate - equitably distributed throughout electoral districts
- ▶ 5% returned due to vacancy's or unable to deliver
- ▶ 371 responses received
- ▶ 26 participated on-line
- ▶ 33% participation rate - National Average 20-40%
- ▶ Based on participation Survey anticipates a margin of error of +/- 5%
- ▶ 12 broad questions(135 subsets) & 12 Demographic related questions



Comparison Data - National (526) and Southern Region (107)



Reports and Data

- ▶ **User Guide** - Explains how the reports are organized and their meaning
- ▶ **Community Livability Report** - Summarizes key findings of the survey
- ▶ **Dashboard** - Simplified quantitative view and comparison of data
- ▶ **Technical Appendices** -Details about survey methods, response options and detail level of benchmark Results
- ▶ **Trends over Time** - Identifies changes on resident perspectives and behaviors over time
- ▶ **Subgroup Comparisons** - Provides considerations from different parts of the community
 - ▶ Demographic Crosstabs
 - ▶ Geographic Crosstabs

How are findings reported?

- ▶ % or # of respondents or comparison communities
- ▶ Relation to prior rating
 - ▶ Above
 - ▶ Similar
 - ▶ Below
 - ▶ N/A
- ▶ Ranking in comparison data
- ▶ National Comparisons
 - ▶ Much Above
 - ▶ Above
 - ▶ Similar
 - ▶ Below
 - ▶ Much Below
- ▶ Southern Region Benchmark Comparisons
 - ▶ Higher
 - ▶ Similar
 - ▶ Lower
 - ▶ Much Lower

Focus Areas of Survey

8 Facets of Livable Communities

Safety

Protection from danger or risk (e.g., public safety, personal security and welfare, emergency preparedness)

Mobility

Accessibility of a community by motorized and non-motorized modes of transportation (e.g., ease of travel, traffic flow, walking)

Natural Environment

Resources and features native to a community (e.g., open spaces, water, air)

Built Environment

Design, construction and management of the human-made space in which people live, work, and recreate on a day-to-day basis, including the buildings, streetscapes, parks, etc.

Economy

Maintenance of a diverse economy (e.g., vibrant downtown, cost of living)

Recreation and Wellness

Recreation, healthy lifestyles, preventive and curative healthcare, supportive services, (e.g., fitness opportunities, recreation centers)

Education and Enrichment

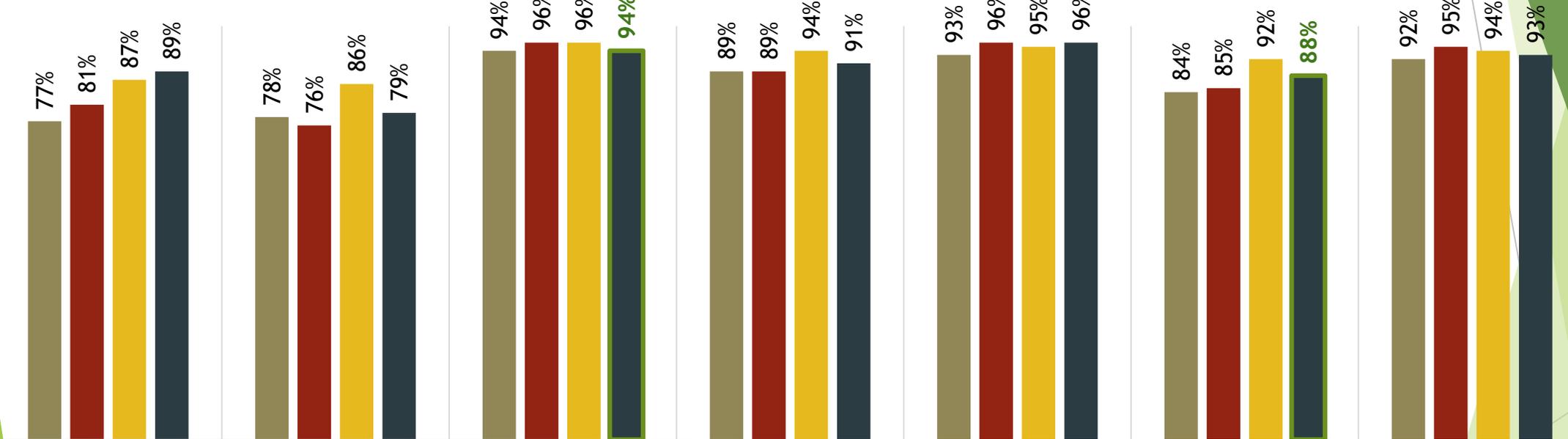
Learning, enrichment and workforce readiness for children, youth and adults

Community Engagement

Quality and frequency of social interactions (e.g., civic groups, volunteering)

Community Characteristics

Percent Rating Positively
(e.g., excellent/good)



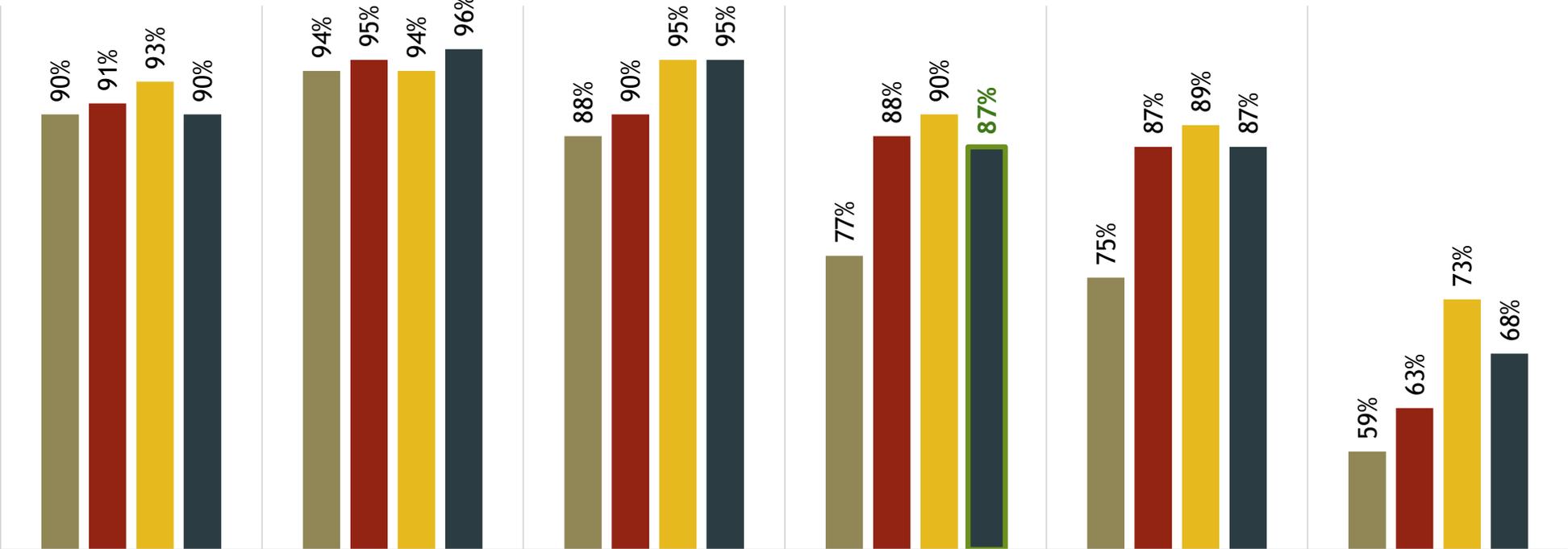
■ 2005 ■ 2009 ■ 2011 ■ 2014

■ Above Benchmark
■ Below Benchmark

Above Benchmark:
Place to Raise Children
Overall Image

Public Safety

Percent Rating Positively
(e.g., excellent/good)



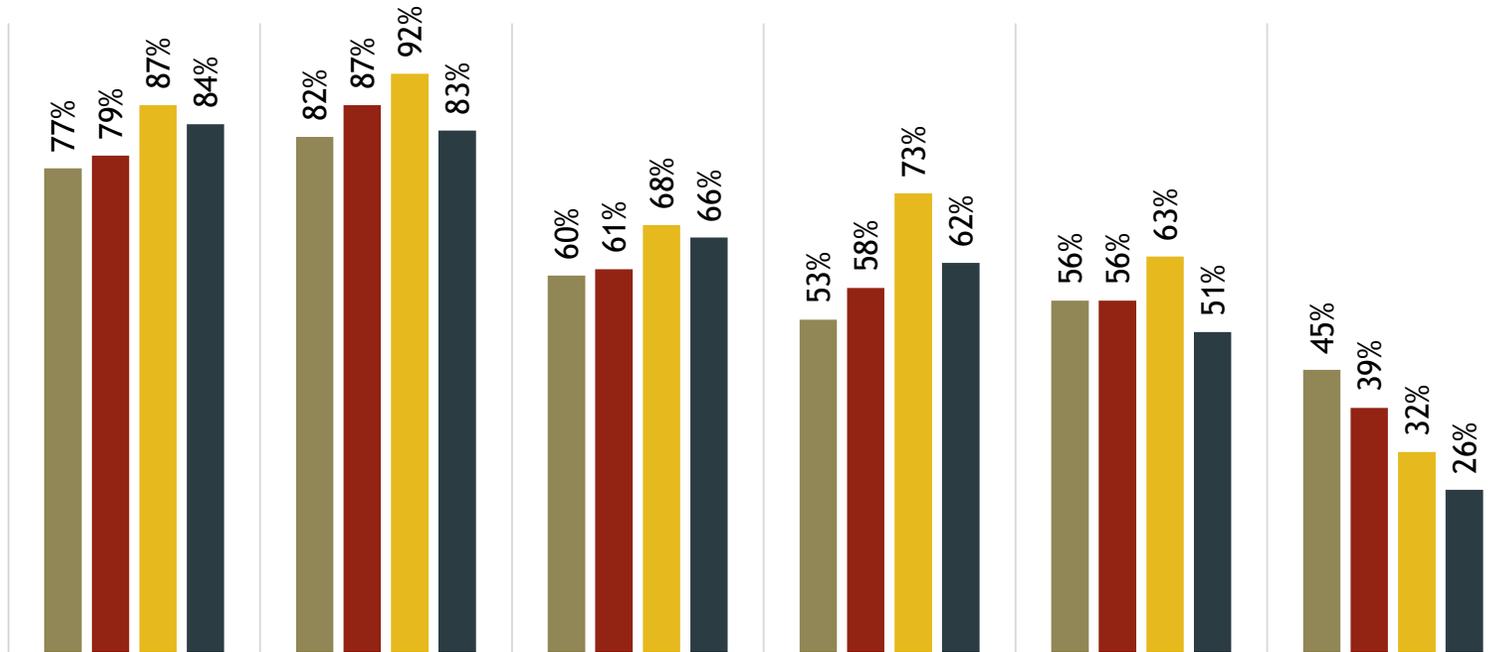
■ 2005 ■ 2009 ■ 2011 ■ 2014

■ Above Benchmark
■ Below Benchmark

Above Benchmark:
Crime Prevention

General Governance

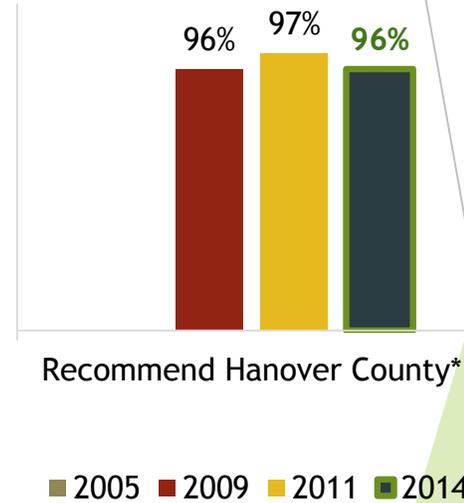
Percent Rating Positively
(e.g., excellent/good)



Services Provided by Hanover County Customer Service Value of Services for Taxes Paid Overall Direction Welcoming Citizen Involvement Services Provided by the Federal Government

■ 2005 ■ 2009 ■ 2011 ■ 2014

Percent Rating Positively



Recommend Hanover County*

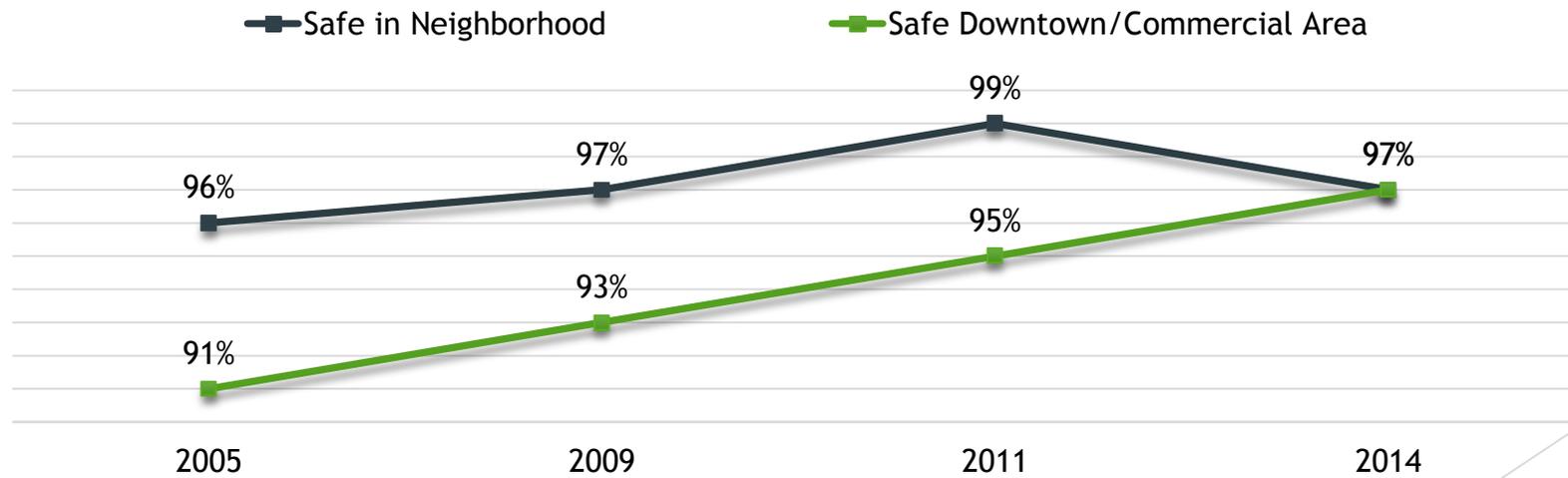
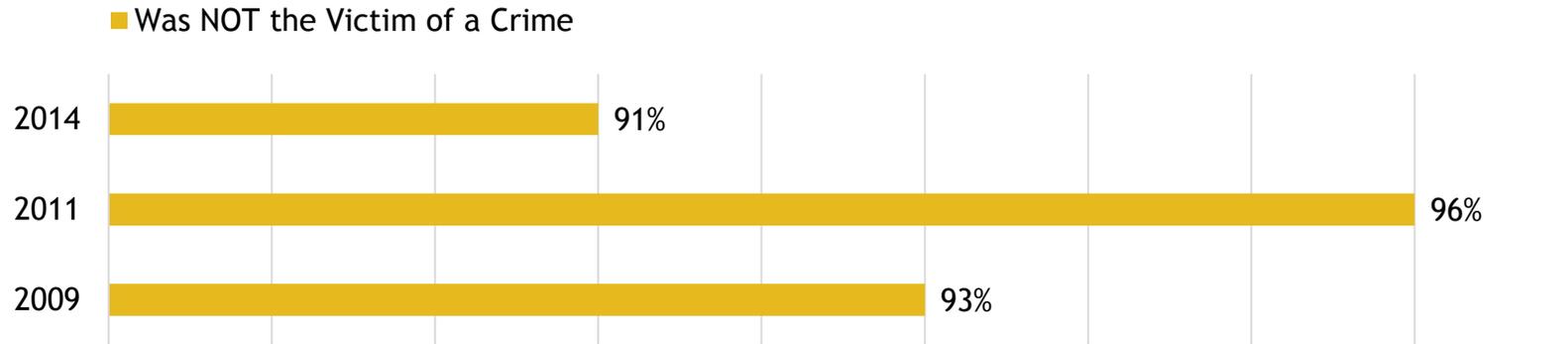
■ 2005 ■ 2009 ■ 2011 ■ 2014

* Included in survey beginning 2009

■ Above Benchmark
■ Below Benchmark

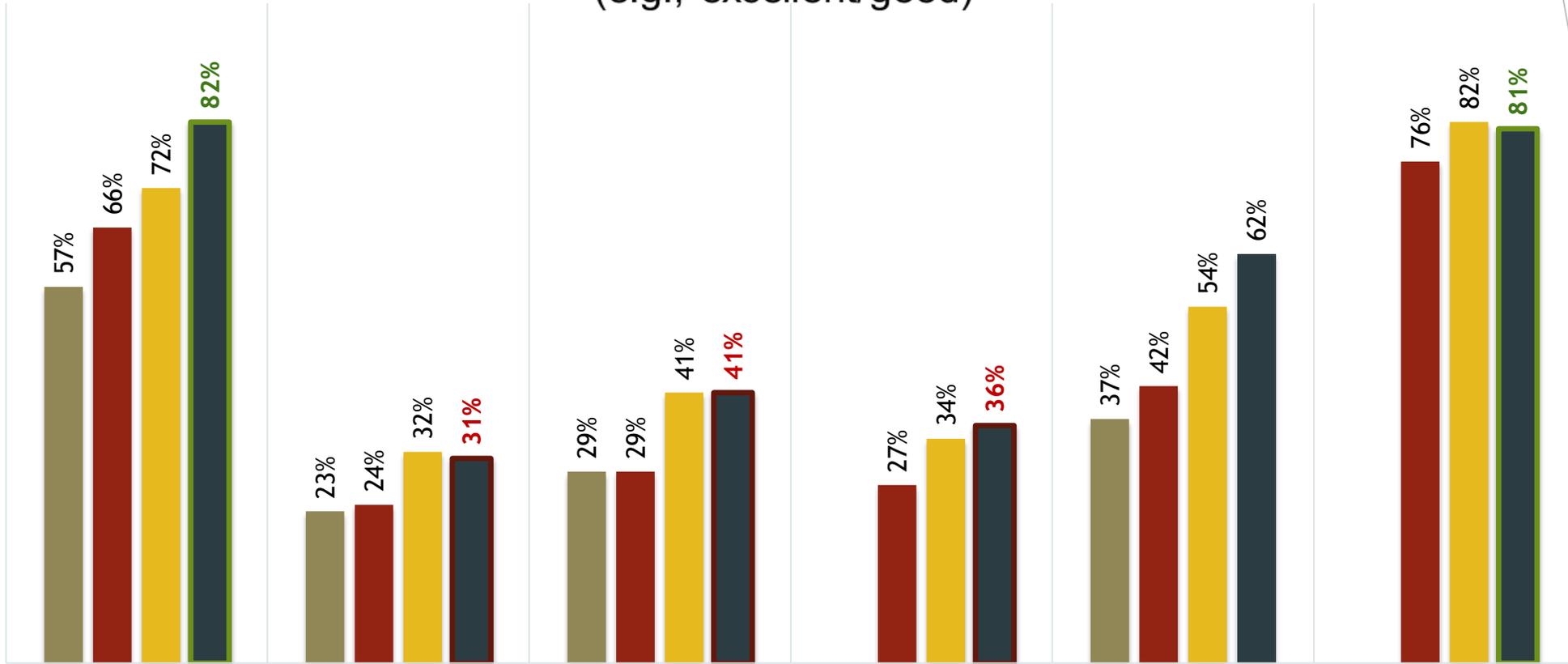
Above Benchmark:
Recommend Hanover County

Safety



Mobility

Percent Rating Positively
(e.g., excellent/good)



■ 2005 ■ 2009 ■ 2011 ■ 2014

■ Above Benchmark
■ Below Benchmark

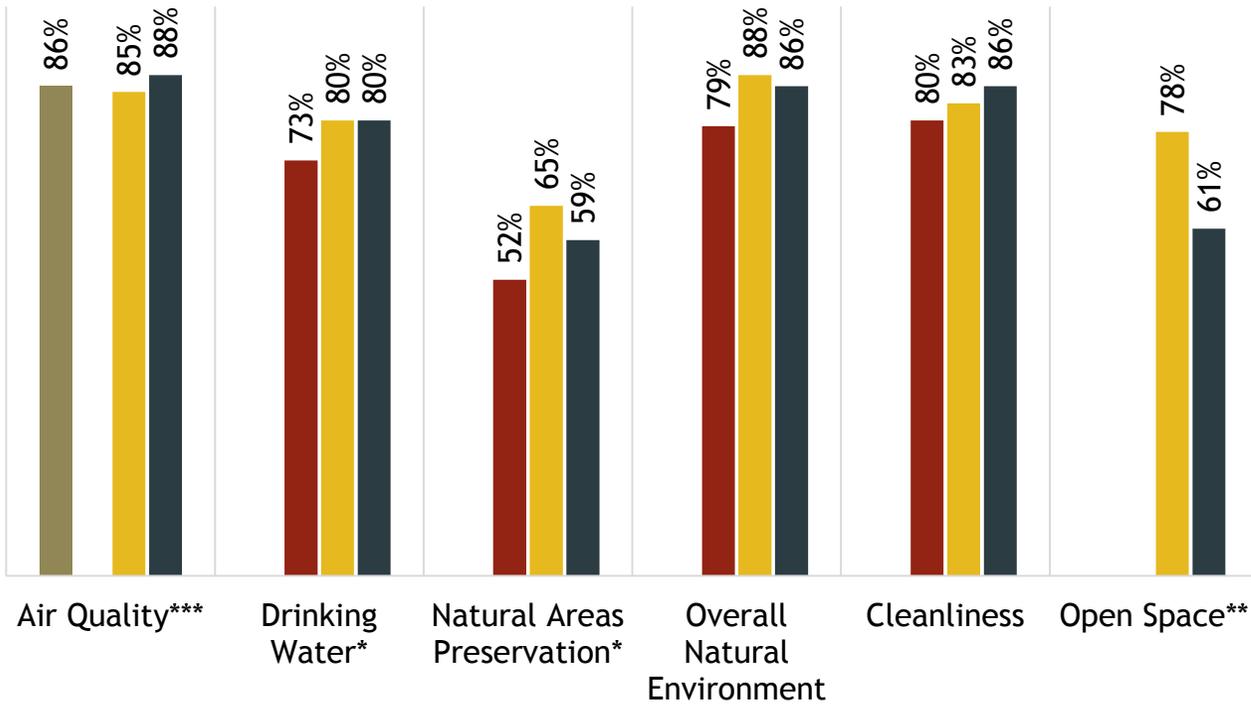
* Included in survey beginning 2009

Above Benchmark:
Travel by Car
Traffic Enforcement

Below Benchmark:
Travel by Bicycle
Ease of Walking
Paths & Walking Trails

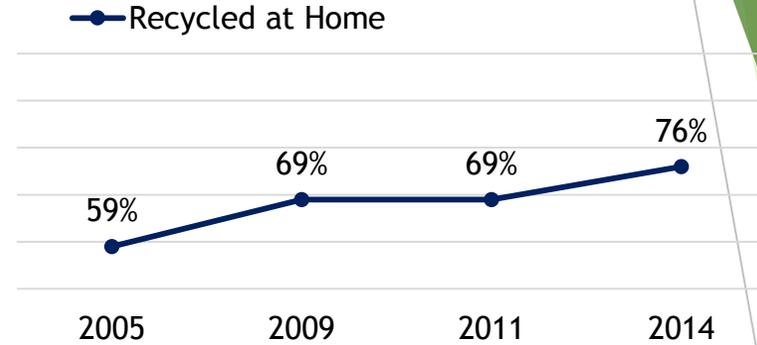
Natural Environment

Percent Rating Positively
(e.g., excellent/good)



■ 2005 ■ 2009 ■ 2011 ■ 2014

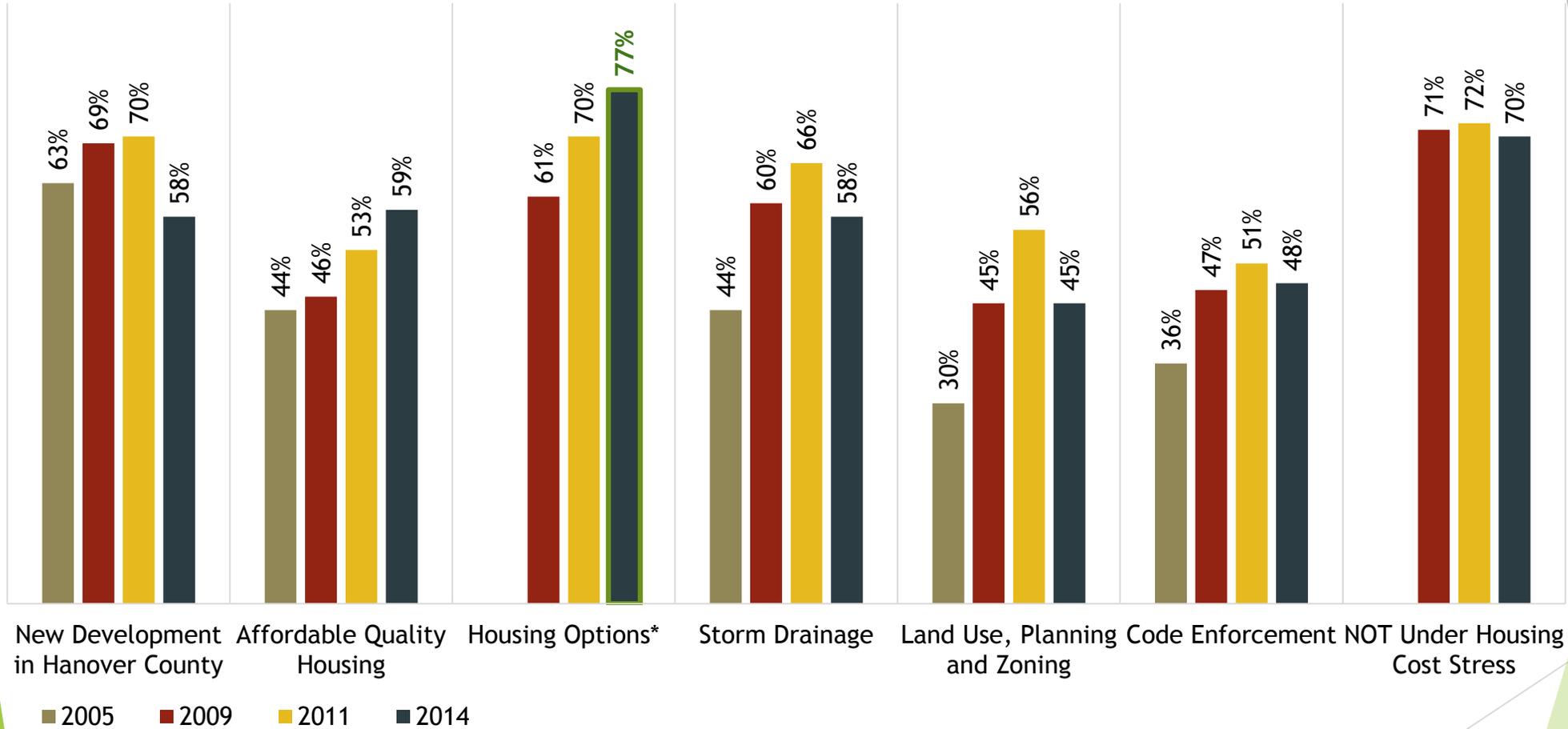
* Included in survey beginning 2009
 ** Included in survey beginning 2011
 *** Not included in survey in 2009



Included in Survey Beginning 2014:	
Conserved Water	77%
Made Home More Energy Efficient	74%

Built Environment

Percent Rating Positively
(e.g., excellent/good)



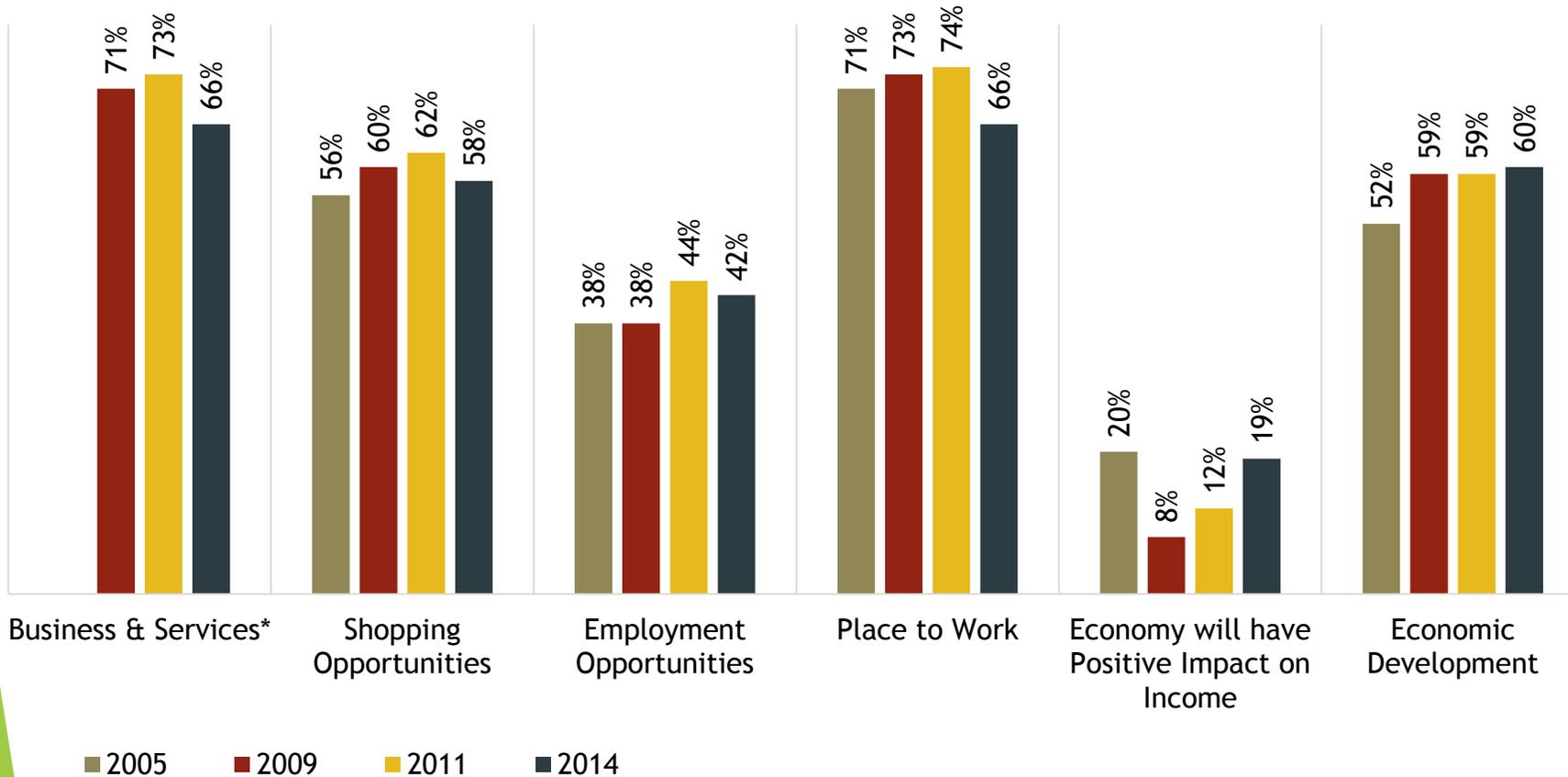
* Included in survey beginning 2009

Above Benchmark
 Below Benchmark

Above Benchmark:
Housing Options

Economy

Percent Rating Positively
(e.g., excellent/good)



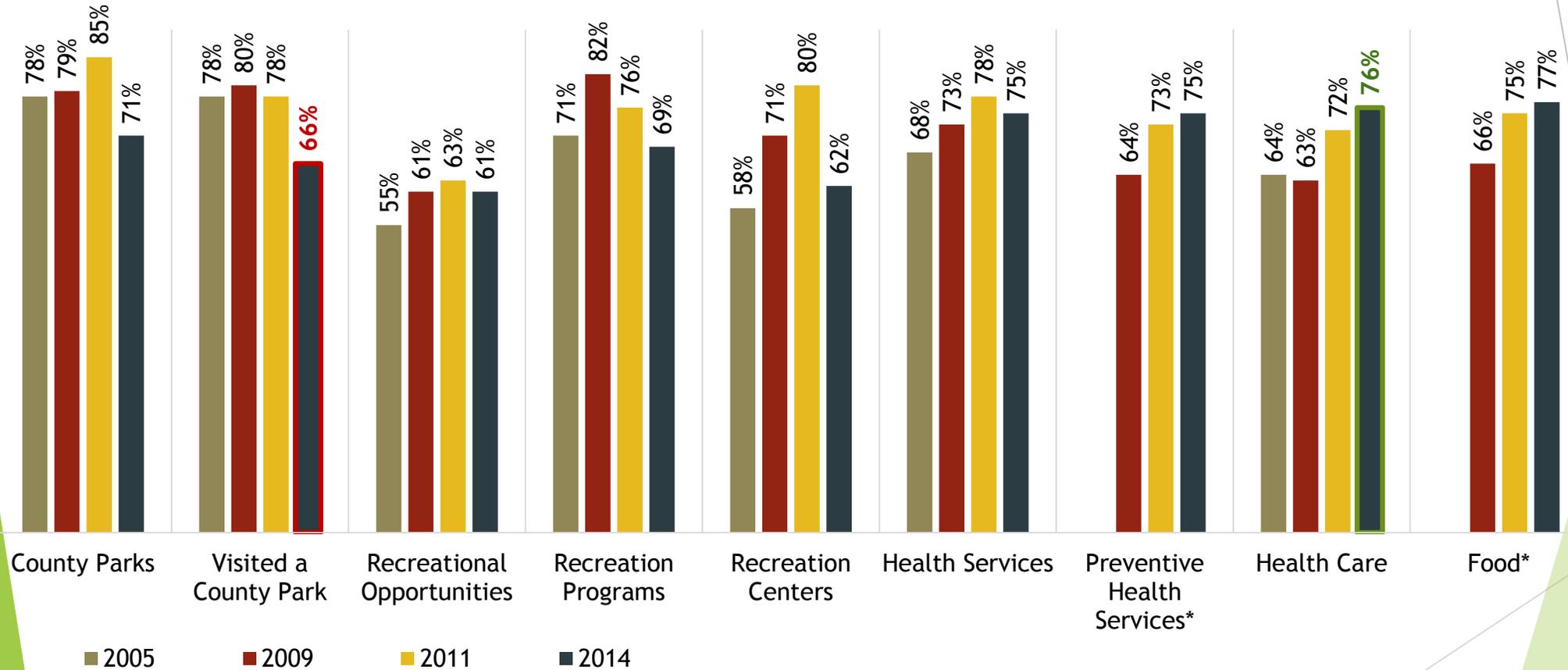
* Included in survey beginning 2009

Included in Survey Beginning 2014:

Overall Economic Health	78%
Vibrant Downtown/Commercial Area	34%
Cost of Living	61%
Place to Visit	72%
Purchased Goods or Services in Hanover County	98%
Work in Hanover County	30%

Recreation and Wellness

Percent Rating Positively
(e.g., excellent/good)



* Included in survey beginning 2009
** Included in survey beginning 2011

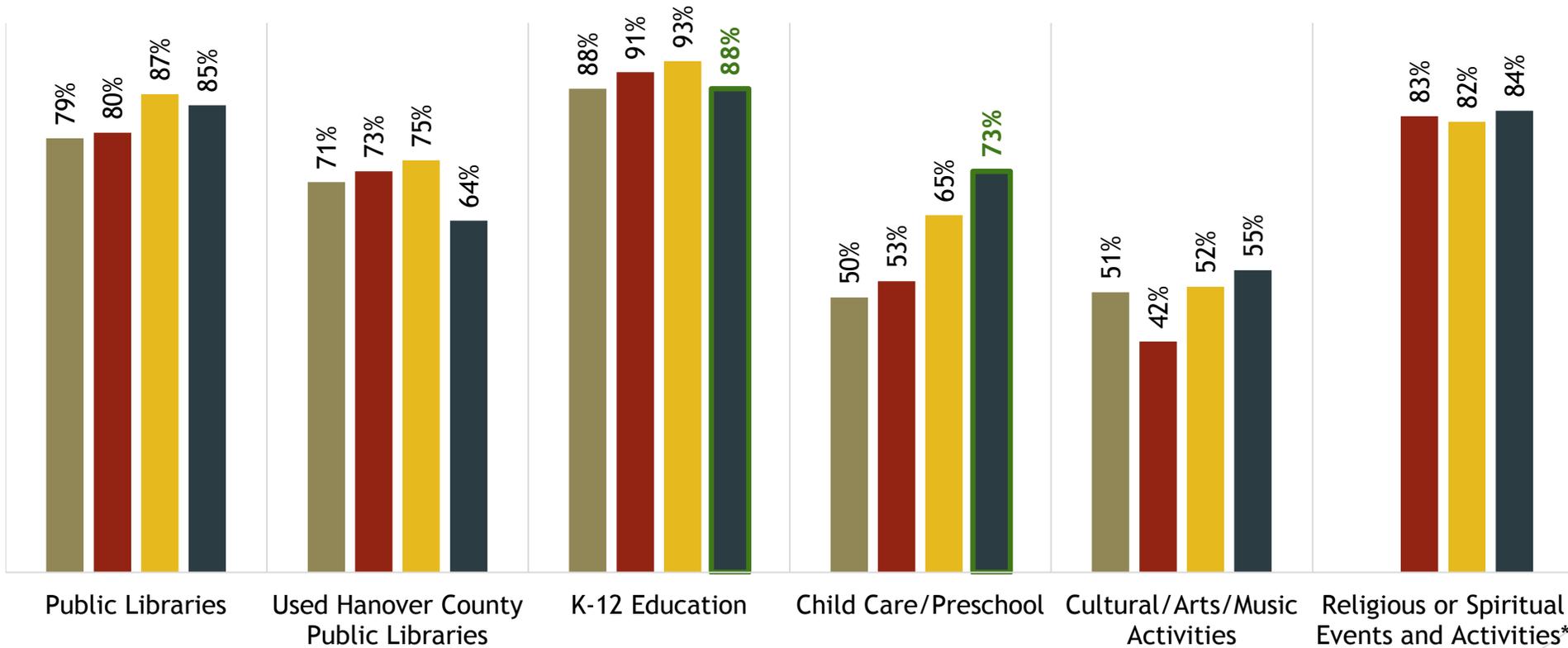
■ Above Benchmark
■ Below Benchmark

Above Benchmark:
Health Care

Below Benchmark:
Visited a County Park

Education and Enrichment

Percent Rating Positively
(e.g., excellent/good)



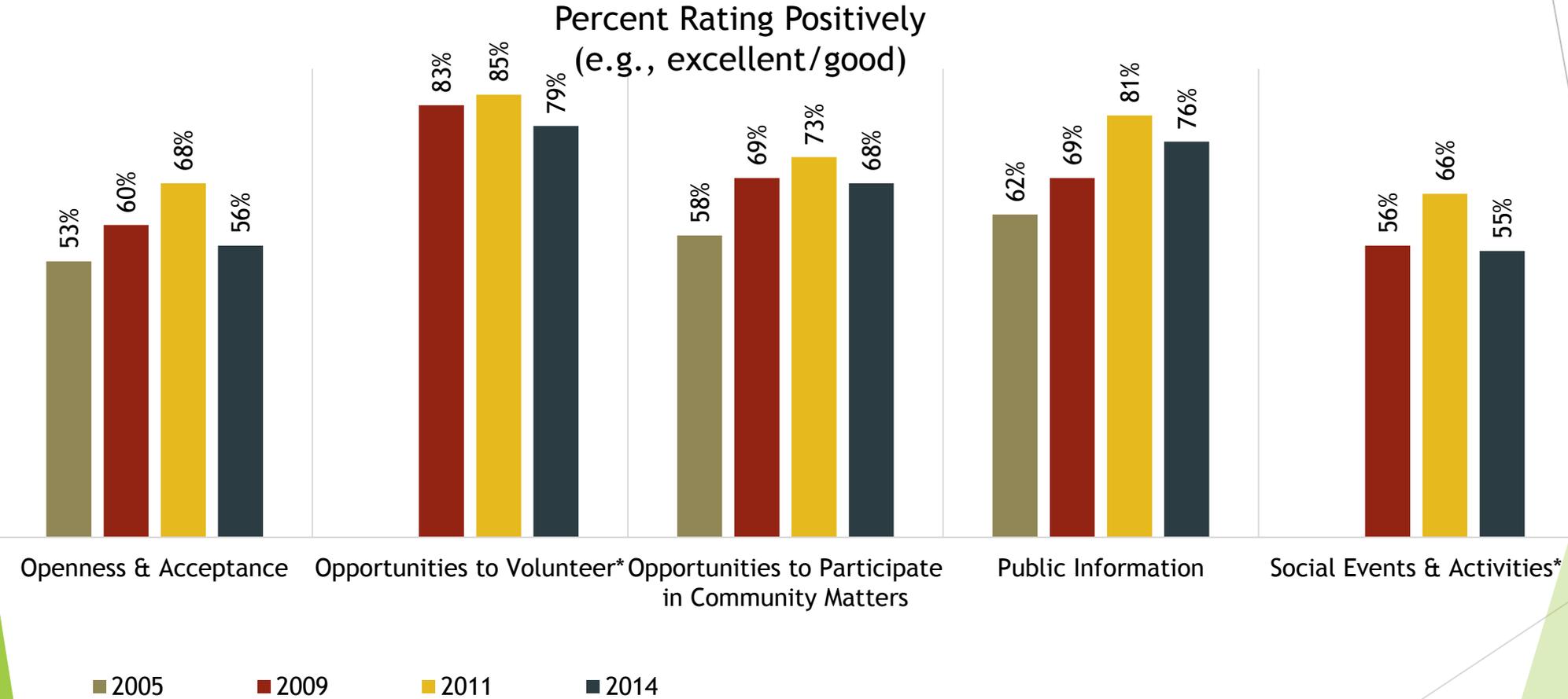
■ 2005 ■ 2009 ■ 2011 ■ 2014

* Included in survey beginning 2009

■ Above Benchmark
■ Below Benchmark

Above Benchmark:
K-12 Education
Child Care/Preschool

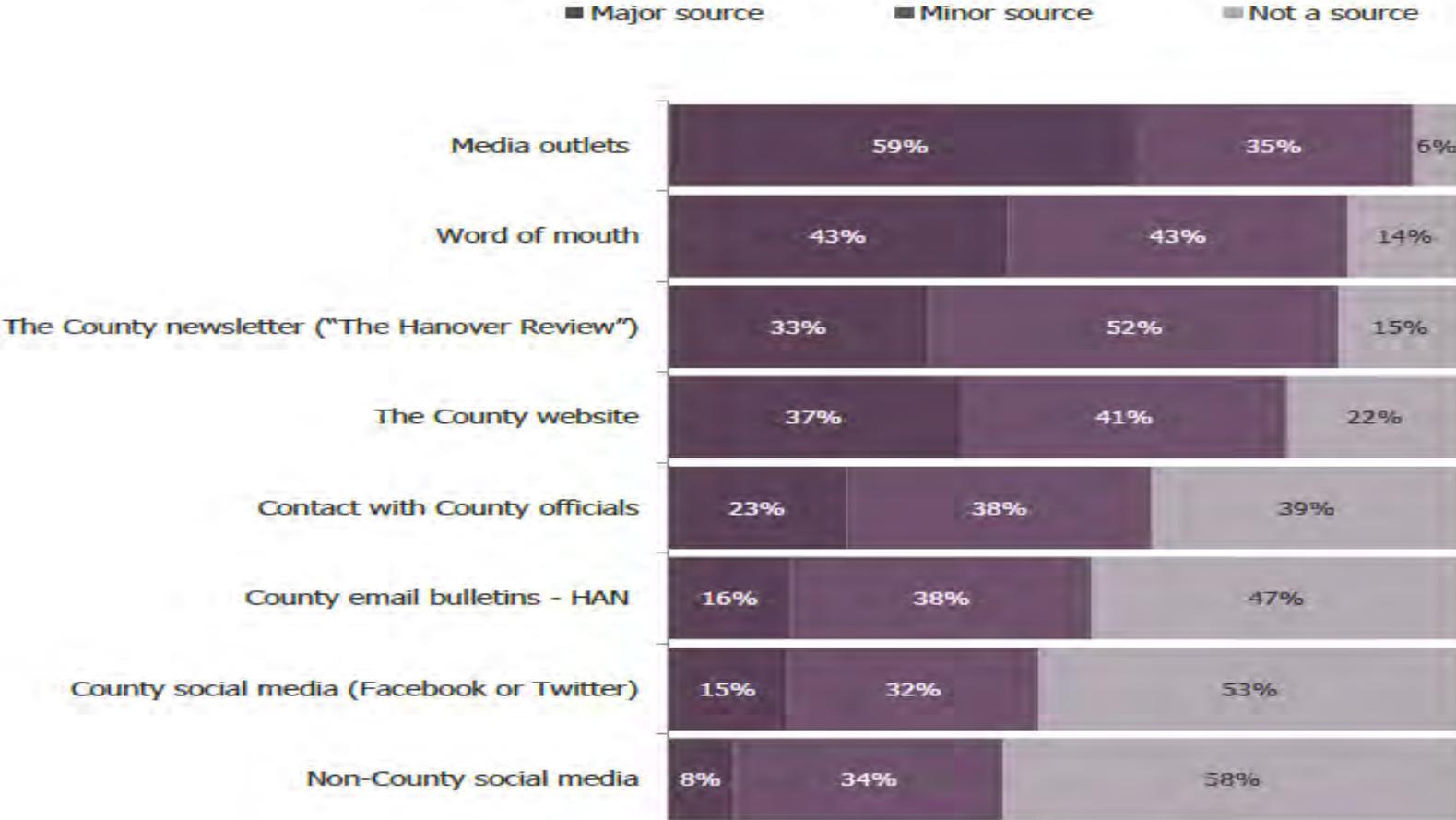
Community Engagement



* Included in survey beginning 2009

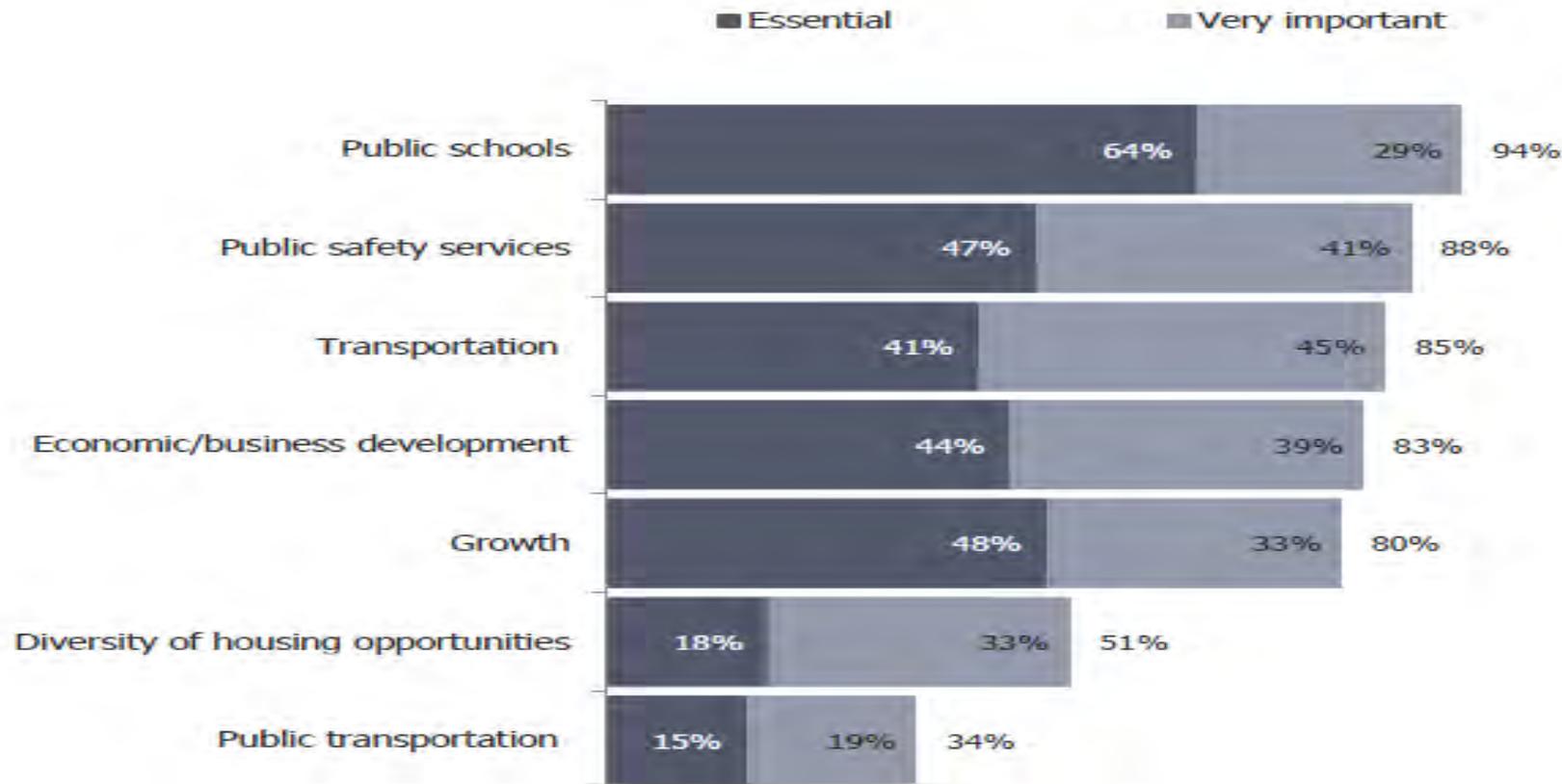
Special Question #1

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the County Government and its activities, events and services:



Special Question #2

Please indicate how important, if at all, it is for Hanover County to address each of the following issues over the next five years:



Special Question #3

Hanover County currently charges a user fee for EMS services (ambulance transport). This fee is typically covered by individual health insurance policies or by the user. These fees generate about \$2 million per year for the County. Please indicate if you support or oppose each of the following options:



Identified Opportunities for Review and Growth

- ▶ Continuous Improvement in Customer Service
- ▶ Citizen Engagement and Education
 - ▶ Opportunities for citizen participation
 - ▶ Opportunities to build trust, openness, and acceptance
- ▶ Parks and Recreation Amenities and Facilities
 - ▶ Evaluate opportunities to promote or encourage participation
 - ▶ Evaluate capital investment needs and opportunities
- ▶ Promote Participation in Library Services and Programming
- ▶ Evaluate land use planning and development design
- ▶ Review policies that impact community options for investments in business development, creation of social activities, and retirement housing options

Town of Ashland

- ▶ Completed their second survey in 2014 and will be sharing results in January of 2015
- ▶ Review their findings and results in comparison to the County-wide survey results
 - ▶ Identify “gaps” and opportunities
- ▶ Identify Potential areas for inter-governmental collaboration on strategies for mutually identified target areas

Next Steps

- ▶ Analysis of results by Board, County Leadership , and employees
- ▶ Share reports with citizens via the website and encourage review and feedback
- ▶ Consideration of prioritizing initiatives, strategies, and capital investments to address identified needs
- ▶ Identify areas that will not be addressed due to funding limitations
- ▶ Evaluate citizen engagement opportunities to assist with education and continuous learning
- ▶ Sustain the positive feedback and identify opportunities for continuous improvement
- ▶ Align findings and resulting strategies with the Hanover County Strategic Plan
- ▶ Conduct next survey in 2017

Questions ???