

THE NCSTM
The National Citizen SurveyTM

Paducah, KY

Next Steps Workshop
2016

The NCS is presented by NRC in collaboration with ICMA



ICMA

Leaders at the Core of Better Communities

Work for Today

Setting context



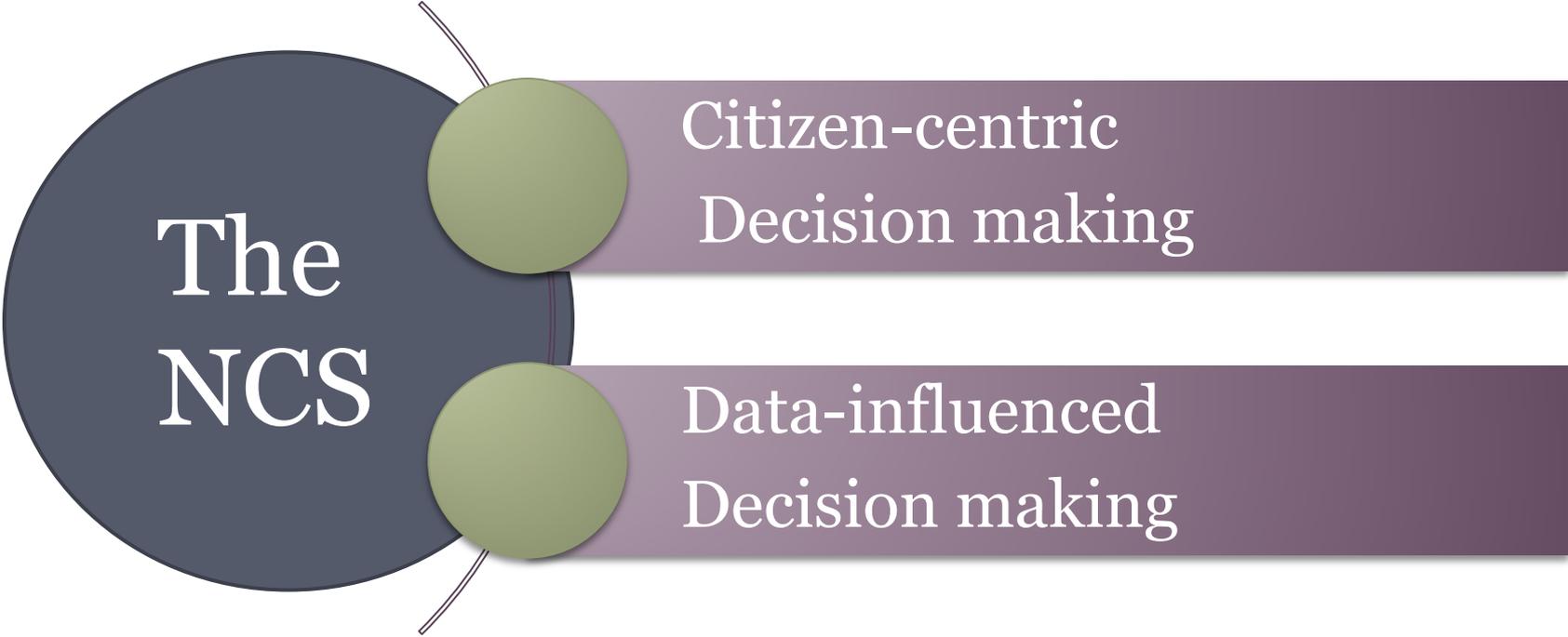
Data review



Strategy Identification



Action Planning



The
NCS

Citizen-centric
Decision making

Data-influenced
Decision making

Envision, Engage, Educate, Earmark, Enact, Evaluate

Setting Context

What is the context for our work today?



Group Work

- *What words best describe Paducah?*
- *What makes Paducah unique?*
- *If you had a magic wand, what changes would you make to Paducah?*

Paducah's Mission & Principles

Mission Statement

Paducah is financially sustainable, provides first class services delivered in a cost effective manner and has quality infrastructure and facilities. The City engages citizens, exercises community leadership on local public service issues and is recognized as a regional leader.

Guiding Principles

- Paducah is a **vibrant and beautiful river city** which is the heart of four rivers region.
- Our region has a **strong economy**.
- Our city has a national **reputation for the arts and tourism**.
- We are a hometown for families and an **inclusive** community.
- Our residents enjoy a quality community and **fun things to do**.
- Paducah - a **great place to call home**.

Data Review

What do residents think about your community?



The National Citizen Survey™ (The NCS)

- Standard questionnaire administered in approximately 70 communities yearly across nation
- Over 350 participants in over 40 states
- Benchmarks based on 600+ jurisdictions

About The NCS

- Community Livability
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

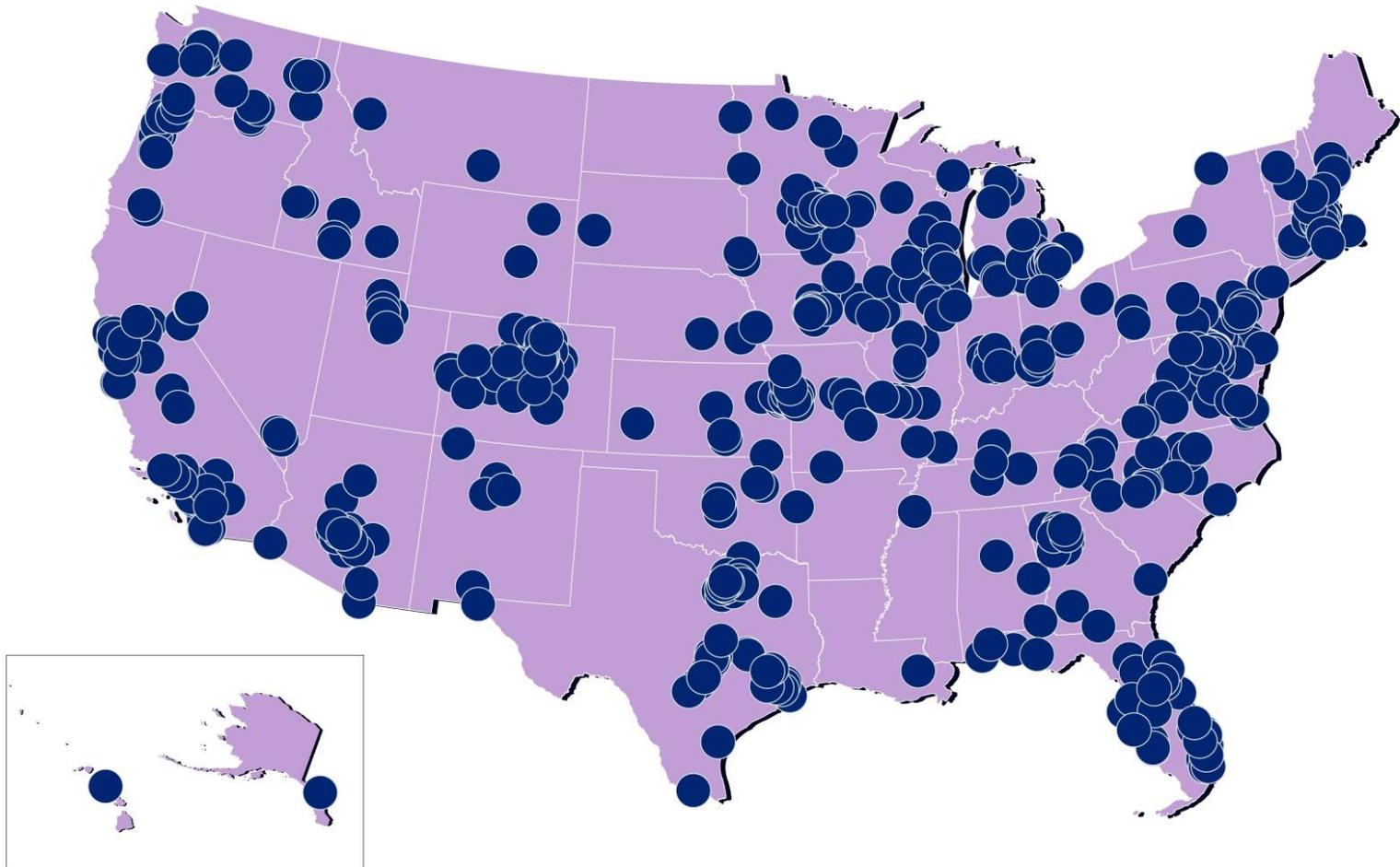
The NCS & Paducah

- Second iteration of the NCS
- Random scientific sample of 1,400 households
 - 370 returned surveys; 29% response rate
 - $\pm 5\%$ margin of error

Demographic
comparisons

Custom
benchmarks

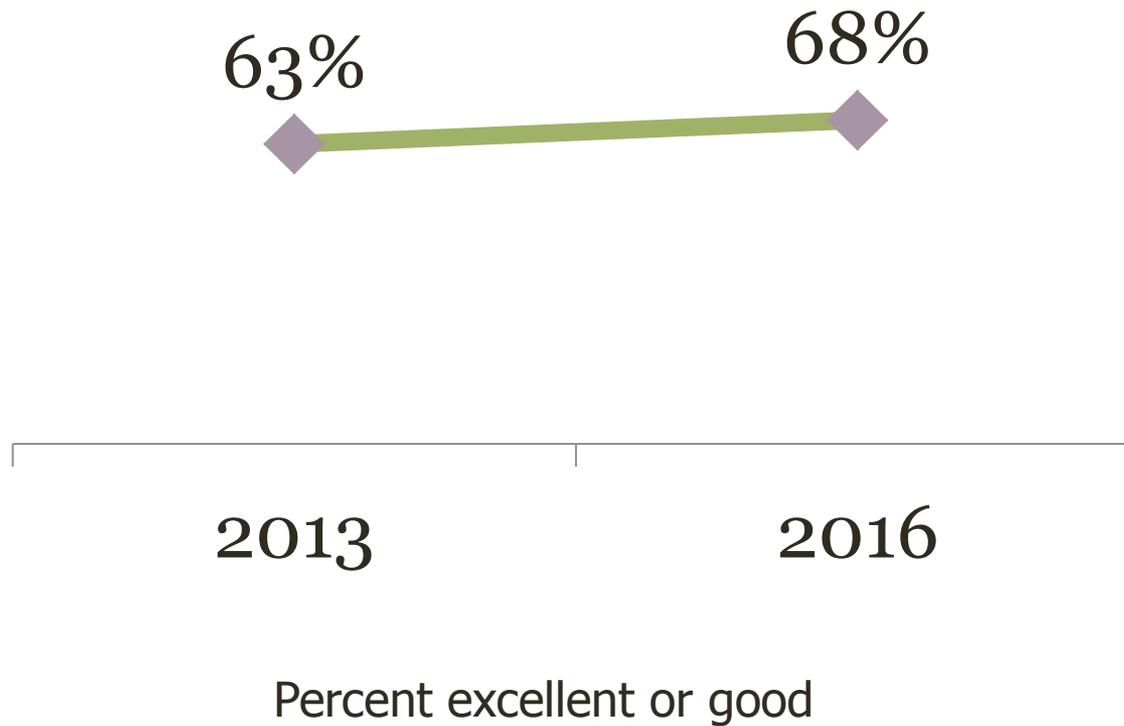
National Benchmark Comparisons





Community Characteristics

Overall Quality of Life in Paducah



2016 Community Characteristics

Highest

Overall safety

Safety in neighborhood

Safety in downtown

Overall ease of travel

Travel by car

Religious/spiritual events

K-12 Education

Lowest

Bicycle travel

Public Transportation

Affordable quality housing

Overall economic health

Employment opportunities

Mental health care

Openness and acceptance

2016 Benchmark Comparisons

Lower Ratings:

- Overall economic health
- Openness and acceptance of the community towards people of diverse backgrounds

2016 Ratings Compared to 2013

16

received
higher
ratings

20

received **similar**
ratings

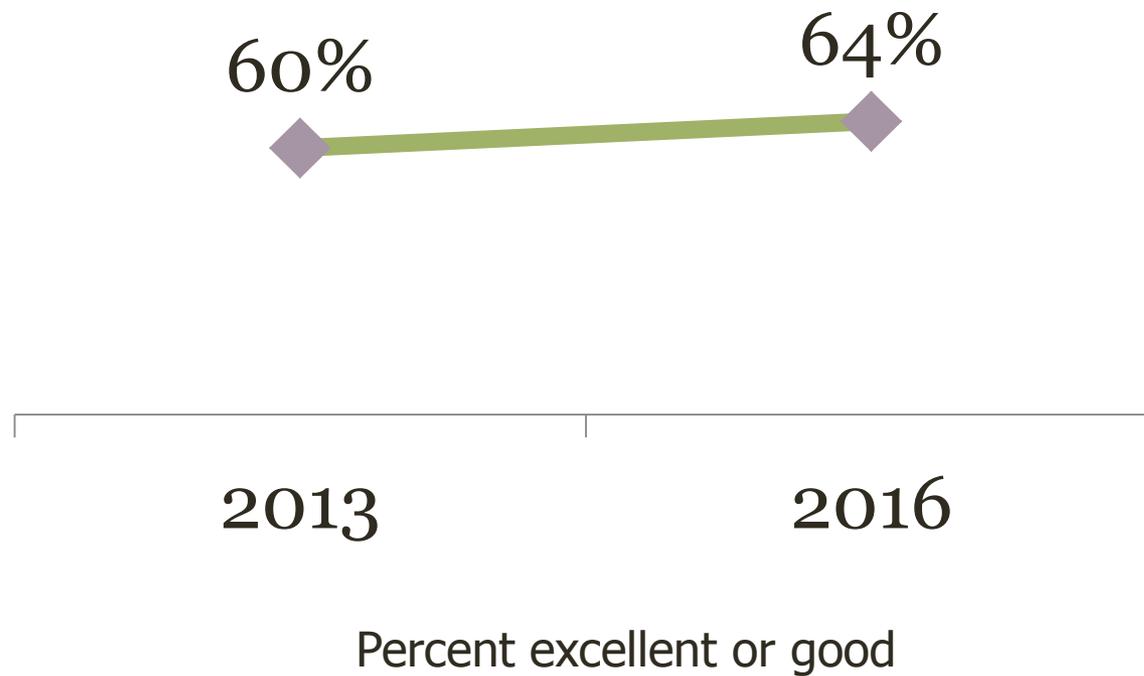
0

received
lower
ratings



Governance

Overall Quality of City Services



Demographic Comparisons

Public Trust

- Residents who had lived in the community 6 to 20 years were more likely to give **negative** ratings to:
 - Overall service delivery by City
 - The job Paducah does at welcoming citizen involvement
 - Overall customer service by Paducah employees
- Residents who had lived in the community 5 years or less were more likely to give **positive** ratings to:
 - Treating all residents fairly
 - Generally acting in best interest of the community

2016 Service Ratings

Highest

Police services

Fire services

Ambulance/EMS

Fire prevention

Garbage collection

City parks

Public libraries

Lowest

Street repair

Sidewalk maintenance

Recycling

Land use, planning & zoning

Code enforcement

Cable television

Economic development

2016 Benchmark Comparisons

Lower ratings:

- Street repair
- Sidewalk maintenance
- Recycling
- Yard waste pick-up
- Drinking water
- Storm drainage
- Sewer services
- Power utility
- Utility billing
- Code enforcement

- Cable television
- Economic development
- Overall direction
- Confidence in City government
- Being honest

31

received similar ratings

15

received lower ratings

2016 Ratings Compared to 2013

Ratings that declined over time:

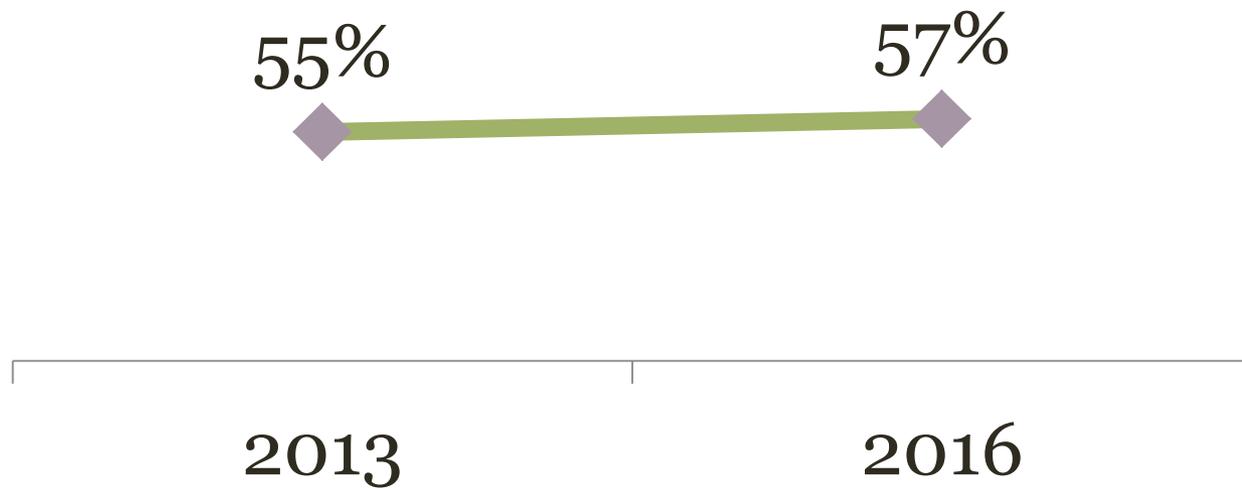
- Snow removal
- Sidewalk maintenance
- Garbage collection
- Yard waste pick-up
- Power utility

5
received
lower
ratings



Participation

Overall Sense of Community



Percent excellent or good

2016 Participation Ratings

Highest

Was NOT the victim of a crime

Purchased goods/services in Paducah

Visited a City park

Talked to or visited with neighbors

Done a favor for a neighbor

Read or watched local news

Lowest

Used public transportation instead of driving

Economy → positive impact on income

Campaigned for an issue, cause or candidate

Contacted Paducah elected officials

Participated in a club

Attended a local public meeting

2016 Benchmark Comparisons

Lower Ratings:

- Walked or biked instead of driving
- Recycled at home
- Conserved water
- Did NOT observe a code violation

2016 Ratings Compared to 2013

Ratings that declined over time:

- Residents who attended or watched a local public meeting
- Residents who volunteered
- Residents who participated in a club

received
higher
ratings

received similar
ratings

received
lower
ratings

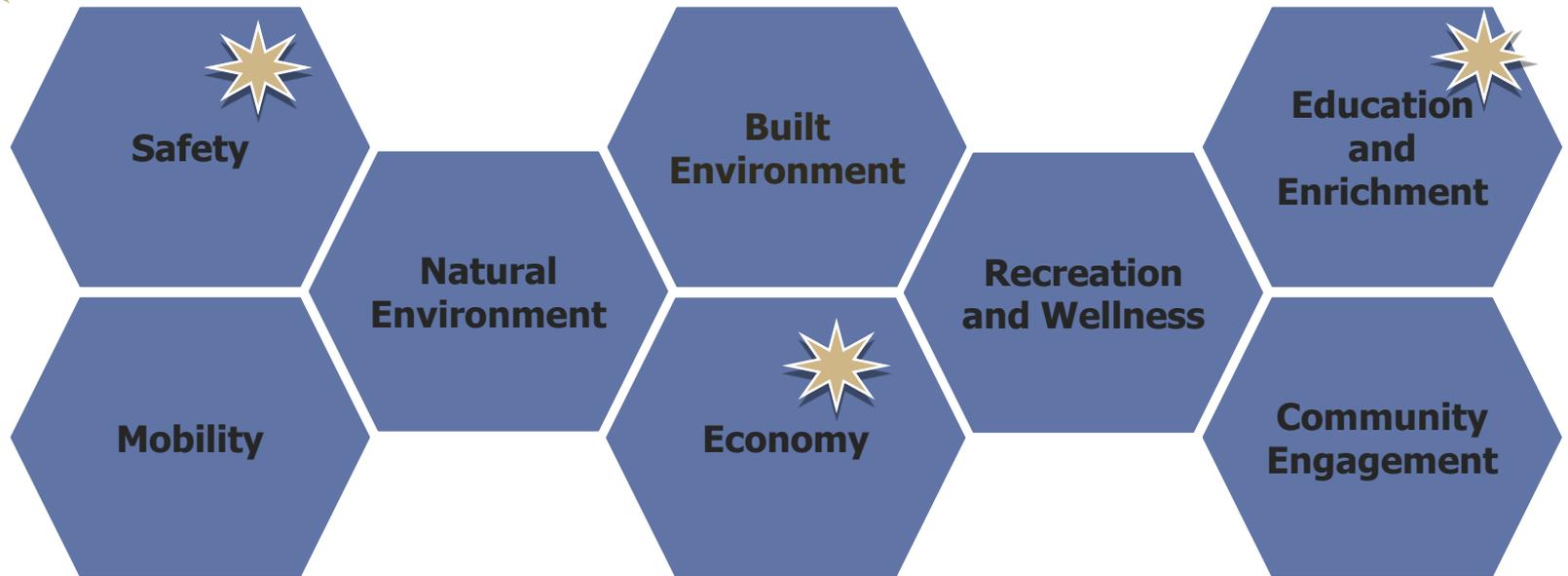


Priorities of Residents

2016 Resident Ratings by Facet

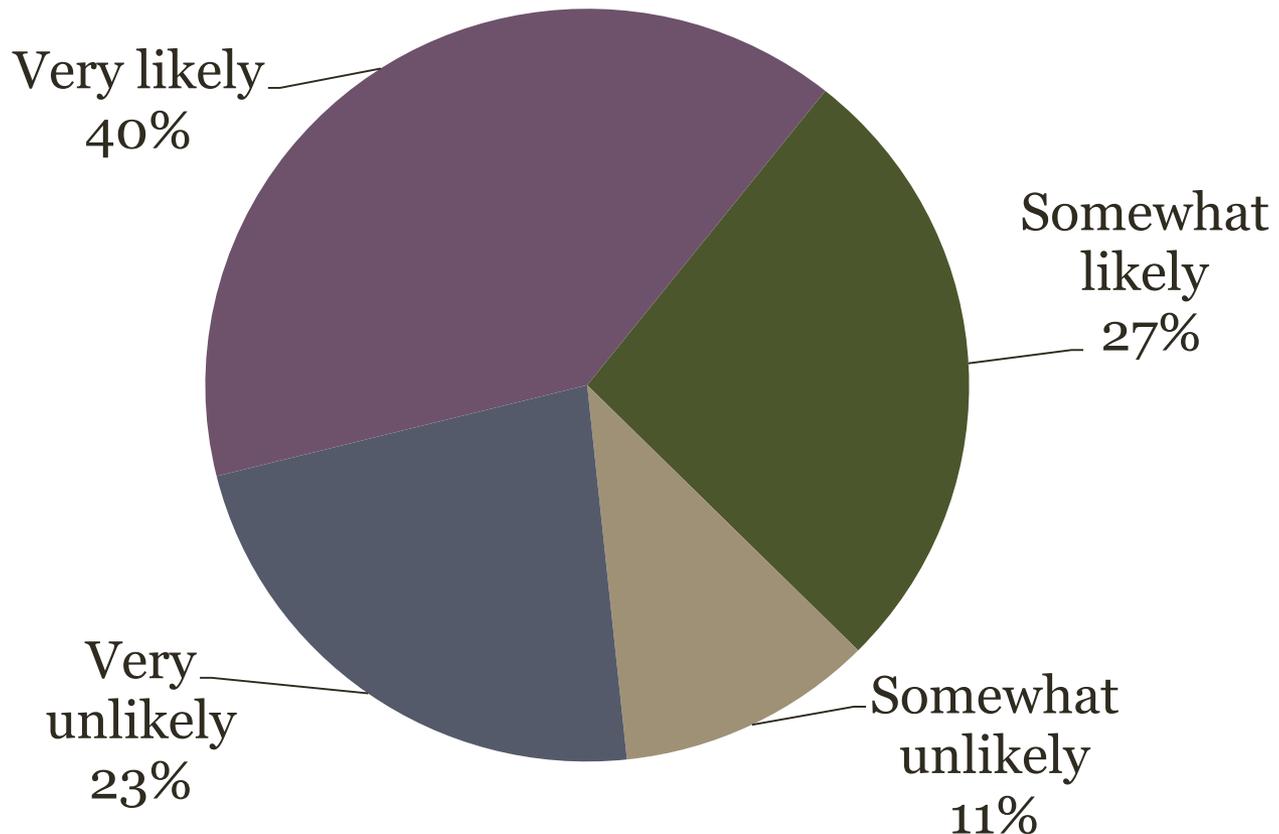
- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



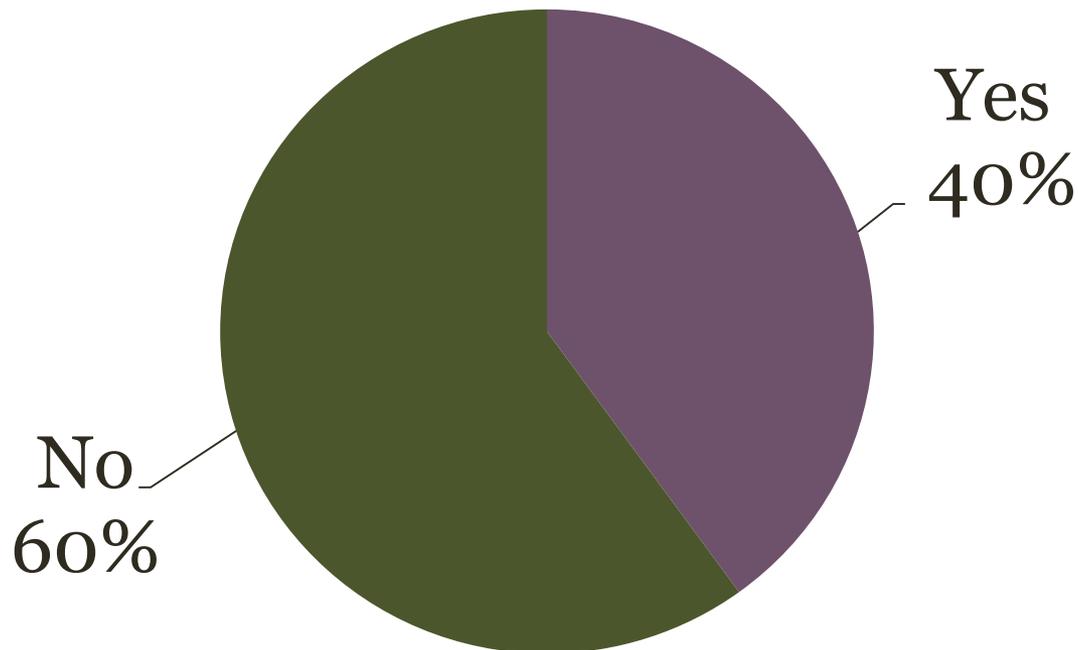
Recycling Program

Likelihood of Participation

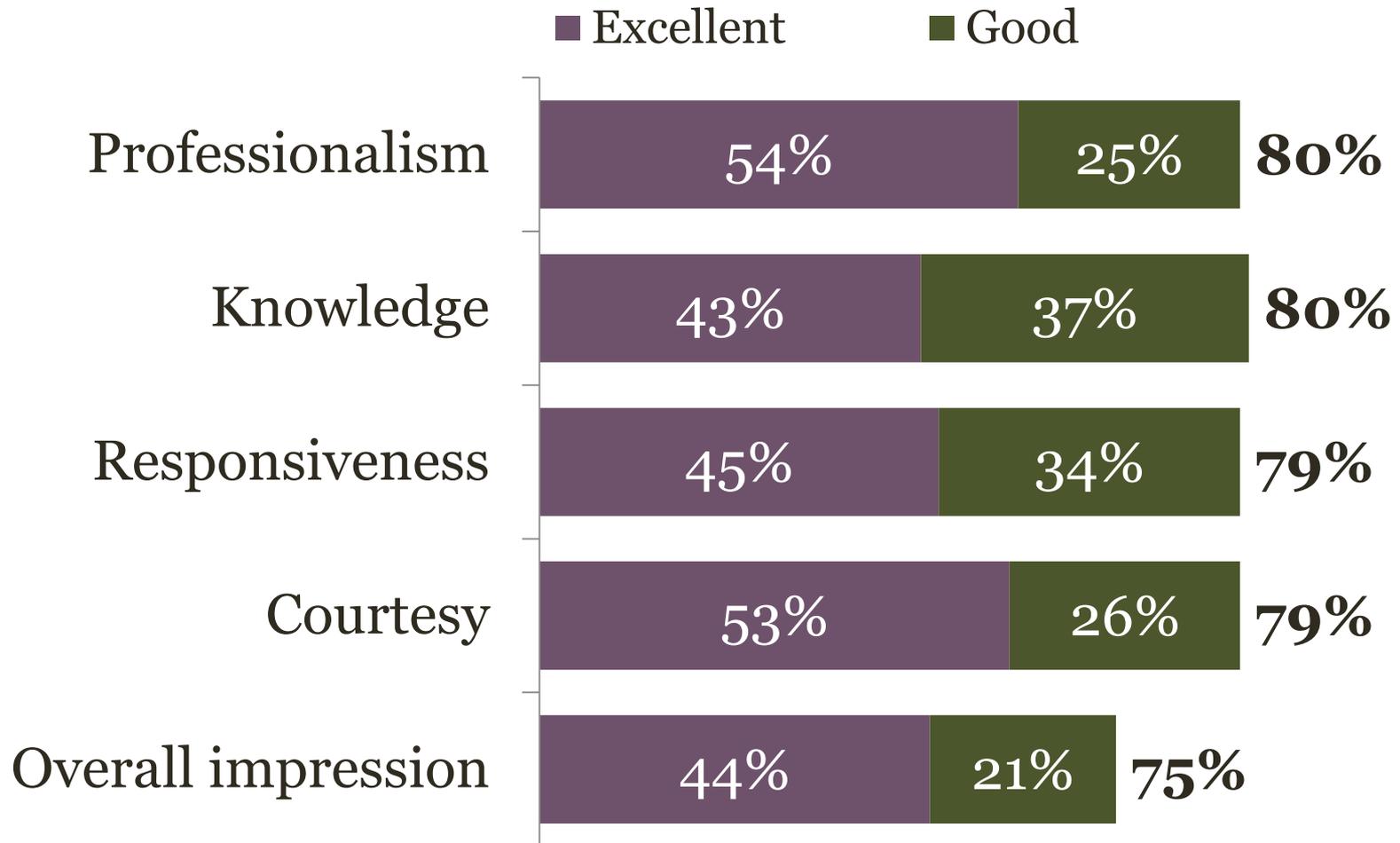


Contact with Police Dept.

Contact with Paducah Police Department in the last 12 months



Contact with Police Dept.



Demographic Comparisons

Economy

- Economy will have a positive impact was given higher ratings by residents who:
 - had lived in the community for 20 years or less
- Overall economic health rated higher by residents who:
 - had lived in community for 5 years or less
 - Were 34 or younger
- Overall quality of business and service establishments rated higher by residents who:
 - Had lived in community 5 years or less
 - Had income \$25,000 or greater
 - Were 34 or younger
 - Were White alone, not Hispanic

Group Work

- *Which findings did you expect?*
- *Which parts, if any, of the data were surprising?*
- *Are there places we need to dig deeper?*

Given the survey results, what are possible topic areas of focus?

NRC Conclusions

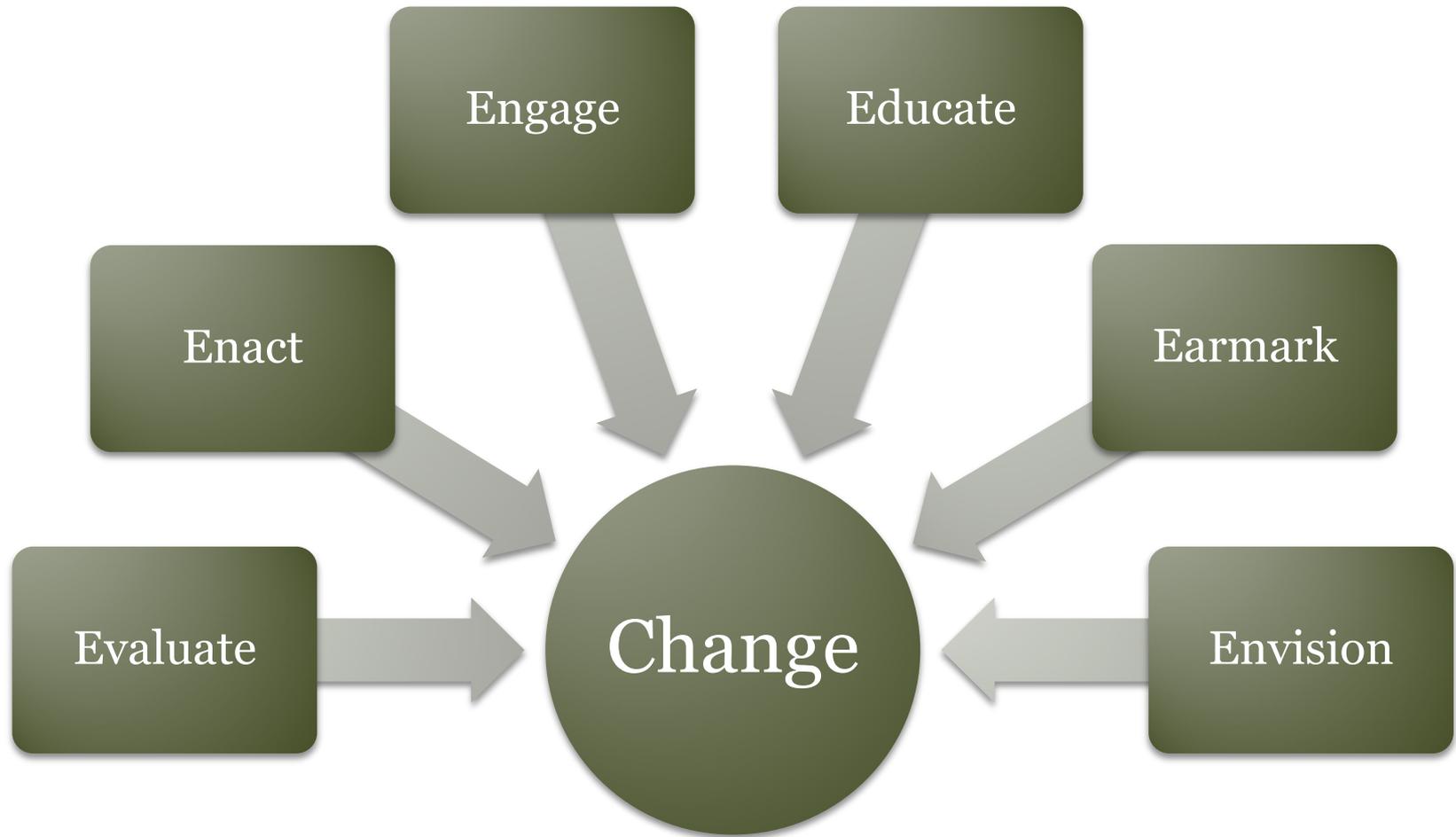
- Paducah residents continue to enjoy a high quality of life
- The Natural and Built Environment is an area of opportunity
- Paducah's Economy has improved and continues to be a focus area for residents
- Though not all changes were significant, most items improved over time

Identify Strategies

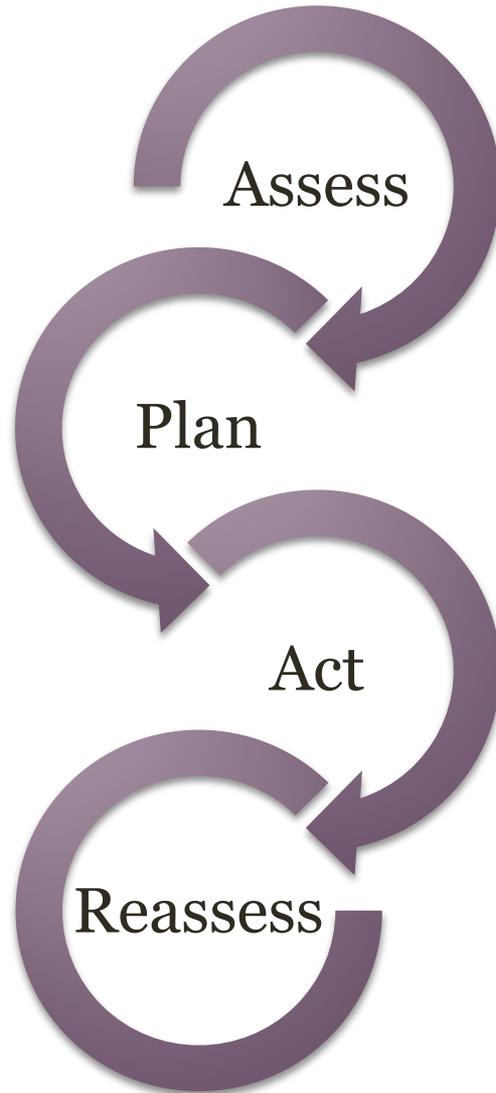
What strategies will make the biggest difference?



Toolbox of Actions for Community Betterment

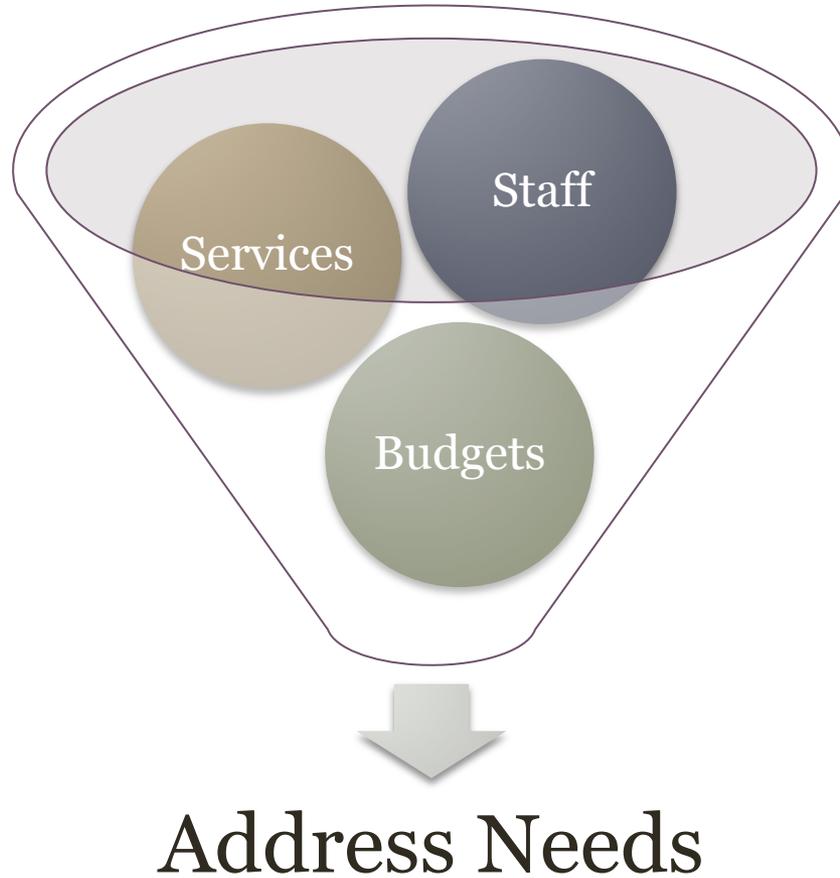


Envision



*Failure to plan
=
plan to fail*

Earmark



Educate

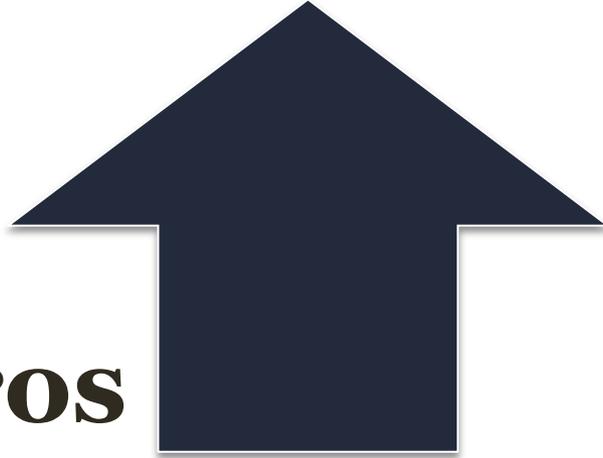


Engage

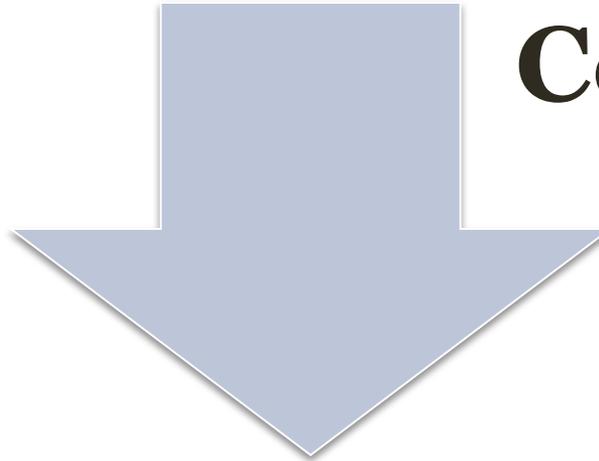


Enact

Pros



Cons



Evaluate



Strategies: Micro-Business Start-Up

Plan

- Develop 5 year micro-business development plan
- Convene community task force

Resource Allocation

- Write community grants (think creatively)
- Provide seed money/other resources to small businesses

Public Education

- Launch a buy-local campaign
- Provide training and technical assistance to small businesses

Collaborate

- Work with college to provide Tech training to residents
- Develop an Encore University

Develop Policy

- Develop policies to encourage small business start-ups

Assessment

- Survey program participants
- Track new-business starts and annual revenues

Strategies to consider...

- Address the issue at multiple levels
- Promote partnerships between departments, community sectors and communities
- Solve multiple problems
- Are realistic!

Group Work

What are some good strategies that our government can do to have an impact on our focus area?

Action Planning

What are the actions we must take to improve Paducah?



Steps to Action

Process 1: Dream it

Conceptualizing
what you want
(or need) to
achieve

Process 2: Design it

Designing the

- strategy
- solution
- plan

Process 3: Deliver it

Handling the
reality
details
to make it
happen

Goals, Strategies, Tactics

Goal

- Increase Community Engagement

Strategy

- Increase volunteerism for community beautification

Tactic

- Hire/recruit a volunteer coordinator for city
- Develop volunteer recruitment plan
- Work with faith-based communities to launch “Beautify” Campaign
- Provide incentives, support and management of program (including data tracking)

Adding Performance Measures

Goal

- Increase Community Engagement

Strategy

- Increase volunteerism for community beautification

Tactic

- Hire/recruit a volunteer coordinator for city
- Develop volunteer recruitment plan
- Work with faith-based communities to launch “Beautify” Campaign

Measures

- Number of organizations
- Number of volunteers/volunteer hours
- Increased sense of connection reported by volunteers
- Increased sense of community reported by residents
- Increased rating of community appearance by residents

Increase Volunteerism to Community Beautification

Tactic	Timeline	Responsible Party	Performance Measures	Other
Hire/recruit a volunteer coordinator	Completed Dec 15	Lydia and Bruce	Position created, funded and hired by Jan1	Discuss with Parks and Rec - 1/2 time position
Develop volunteer recruitment plan	Jan-Feb 2013	Volunteer coordinator	Plan created, Management team and council approved by March 1	The plan will cover all city volunteer needs and strategies
Work with faith-based communities	March-April 2013	Volunteer coordinator	<ul style="list-style-type: none"> -12 organizations recruited -10 continue participation for year -Participants report satisfaction with program (annual survey) 	
Evaluate!	January each year	Volunteer coordinator	<ul style="list-style-type: none"> -Counts of organizations, people, land covered and hours spent -pre-post photos -results from volunteer survey City-wide evaluation: <ul style="list-style-type: none"> -increases in NCS ratings in areas of “attractive community”, cleanliness, and code enforcement 	<ul style="list-style-type: none"> -Post winning photos on web page -talk with local college about data collection and analysis

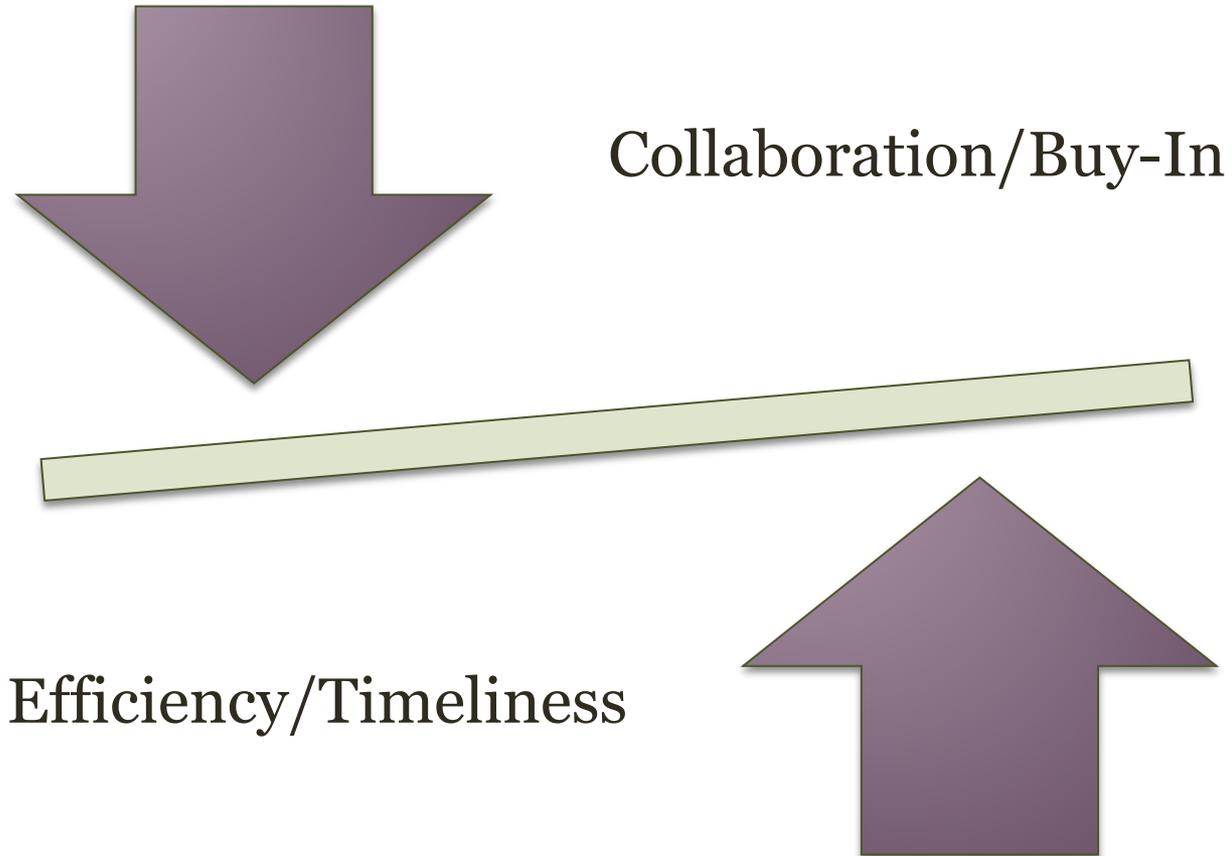
Group Work

Create the start of the action plan for an assigned focus area.

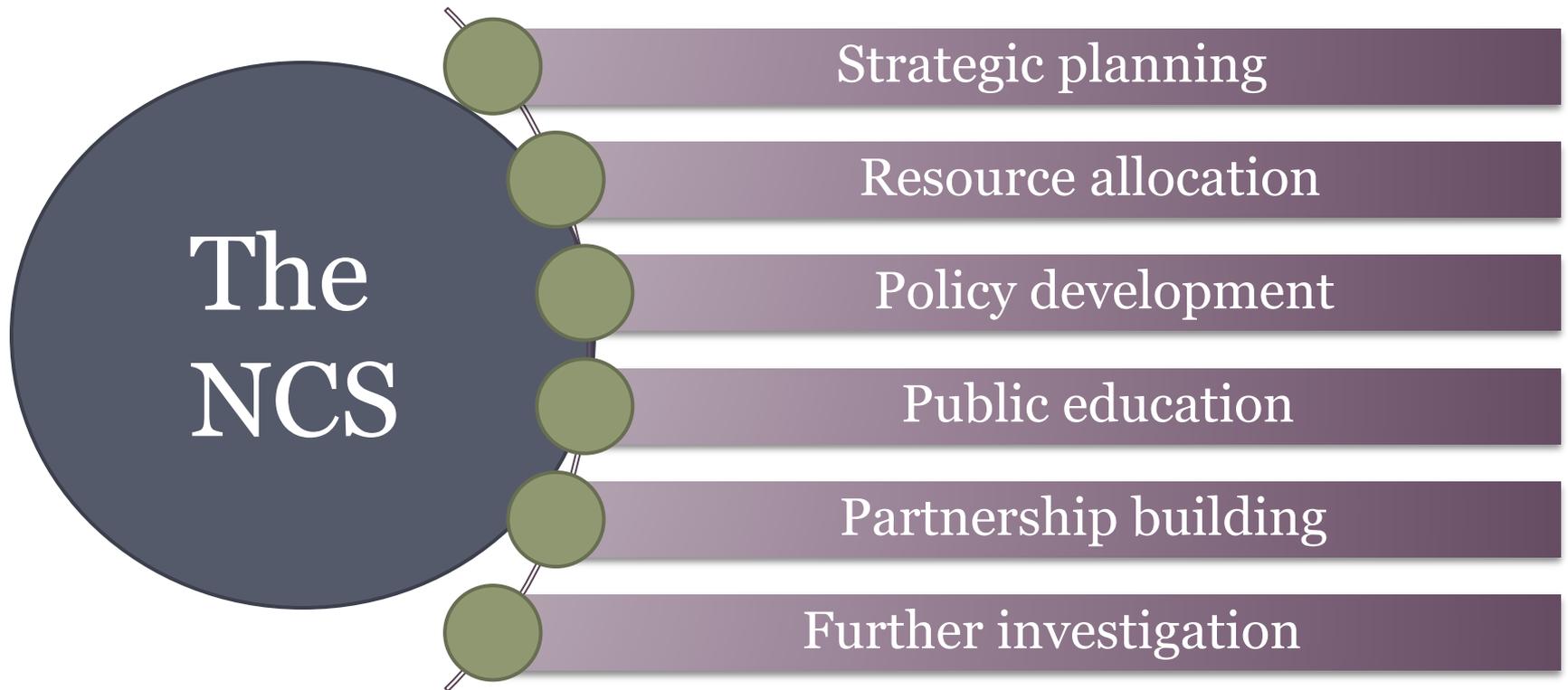
Ways to Move Forward



The Trade-Off



Keep on Rowing



THE NCS[™]
The National Citizen Survey[™]

Thank you!

Michelle Kobayashi

Vice President

National Research Center, Inc.

2955 Valmont Road Suite 300

Boulder, CO 80301

303-444-7863 • nrc@n-r-c.com

www.n-r-c.com



NRC
National Research Center Inc