



Grand Rapids, MI


Key
Findings

2019

 **National
Research
Center**



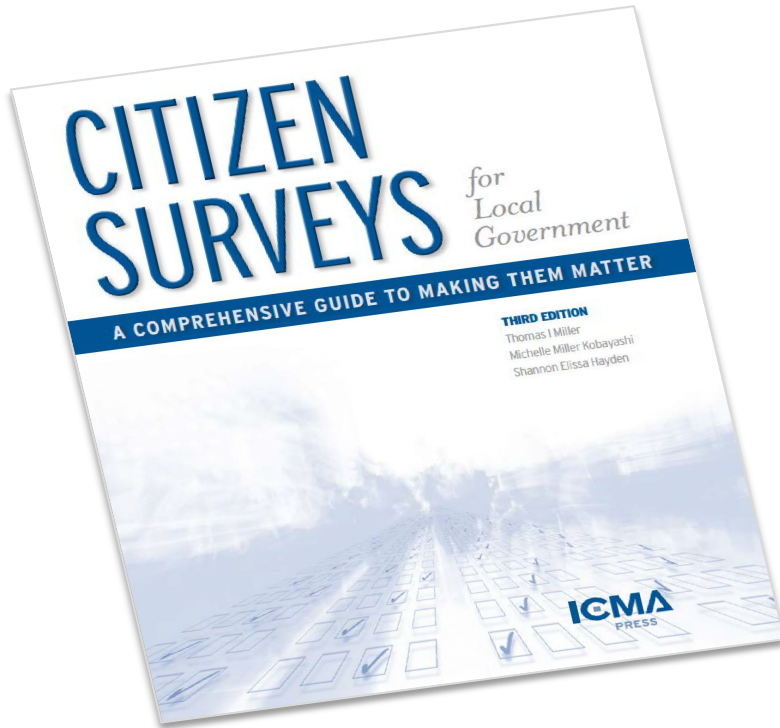
Polco



**“Cities have the capability
of providing something for
everybody, only because,
and only when, they are
created by everybody.”**

Jane Jacobs, [The Death and Life of Great American Cities](#)

About NRC



- Over 20 years conducting survey research for local government
- Wrote the books on citizen surveys
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR



About The National Community Survey

- Community Livability :
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Quality of
Community
Overall

Economy

Recreation
and
Wellness

Natural
Environment

Built
Environment

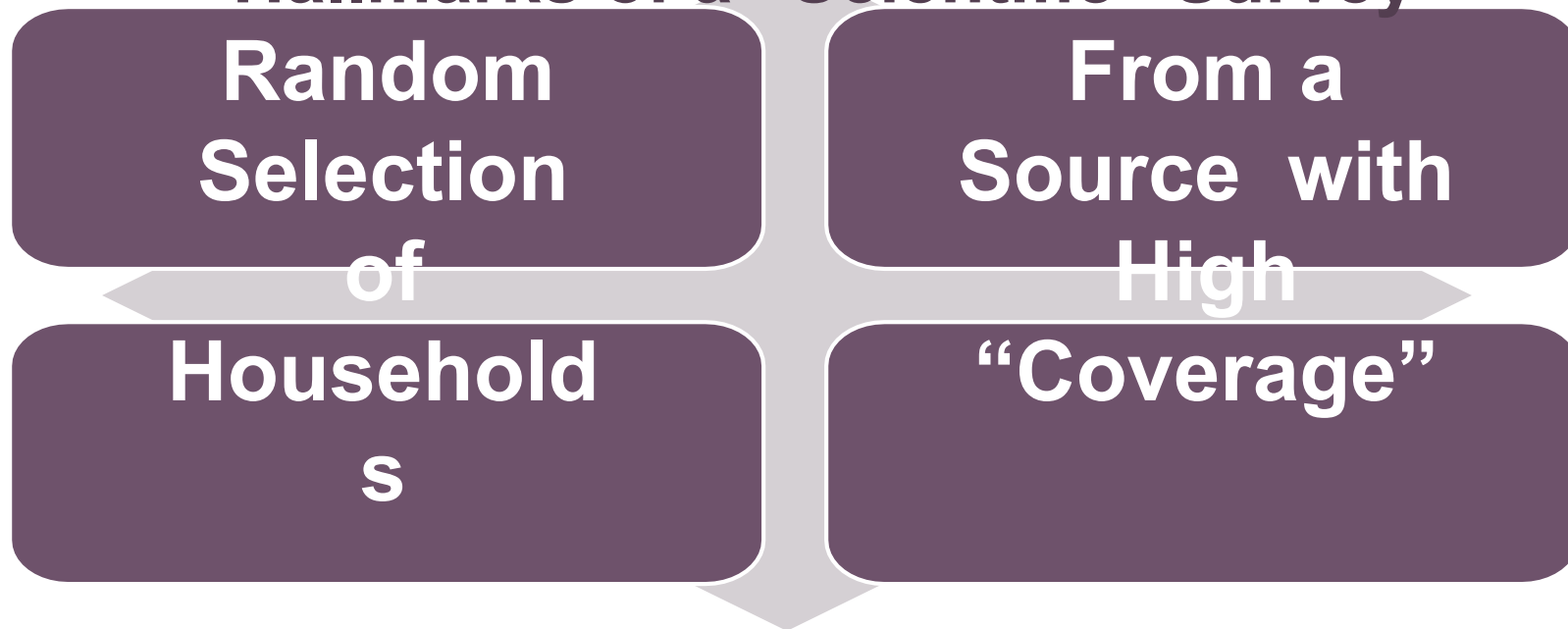
Education
and
Enrichment

Community
Engagement



Survey Administration

Hallmarks of a “Scientific” Survey



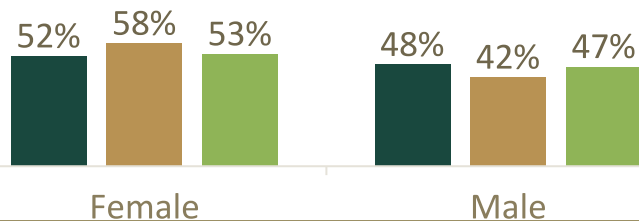
The NCS & Grand Rapids

- First iteration of the NCS
- Scientific sample of 2,200 households
 - 399 returned surveys; 19% response rate
 - $\pm 5\%$ margin of error

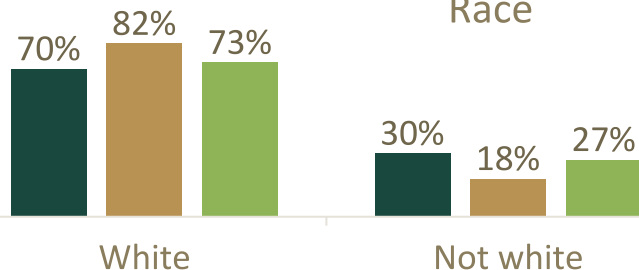


Weighting the Data

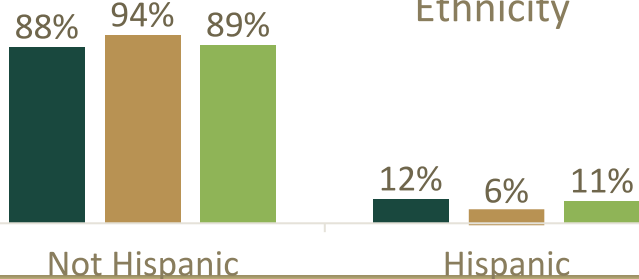
Sex



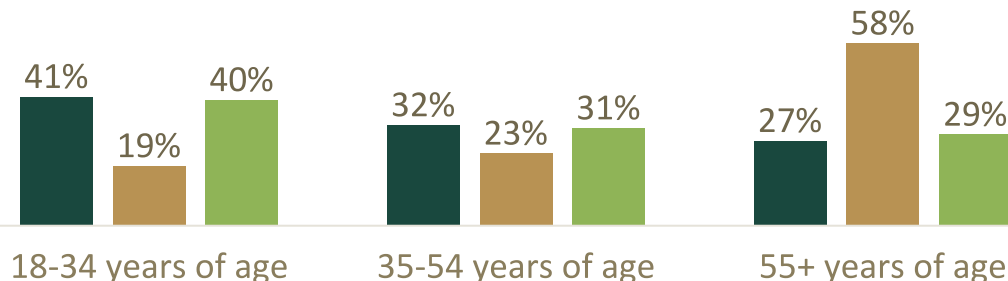
Race



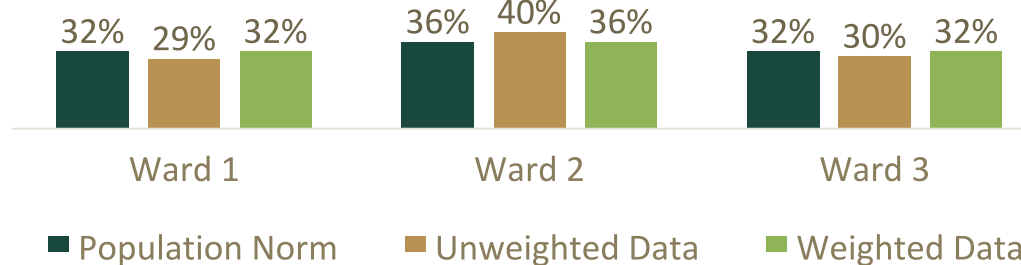
Ethnicity



Respondent Age

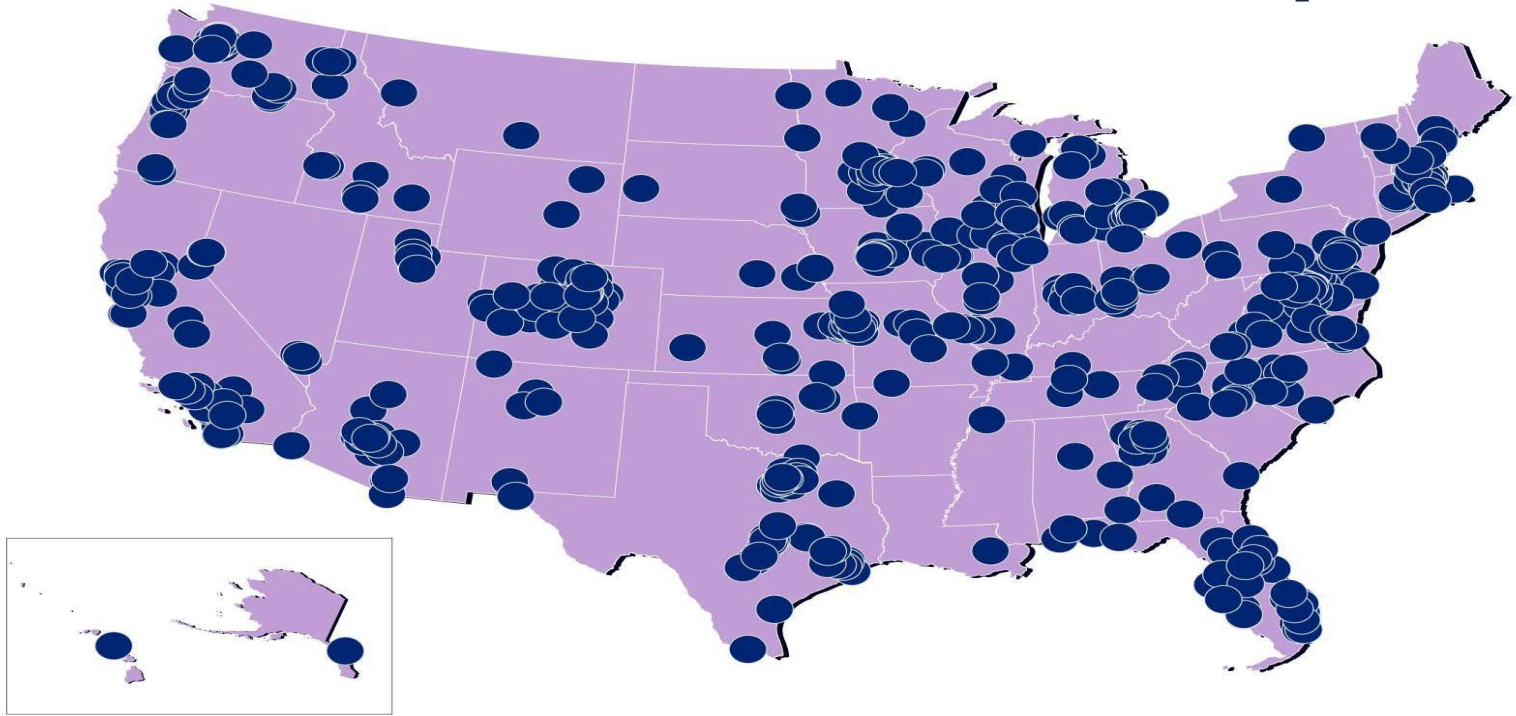


Ward



Population Norm Unweighted Data Weighted Data

NRC National Benchmark Comparisons



2019 National Benchmark Comparisons



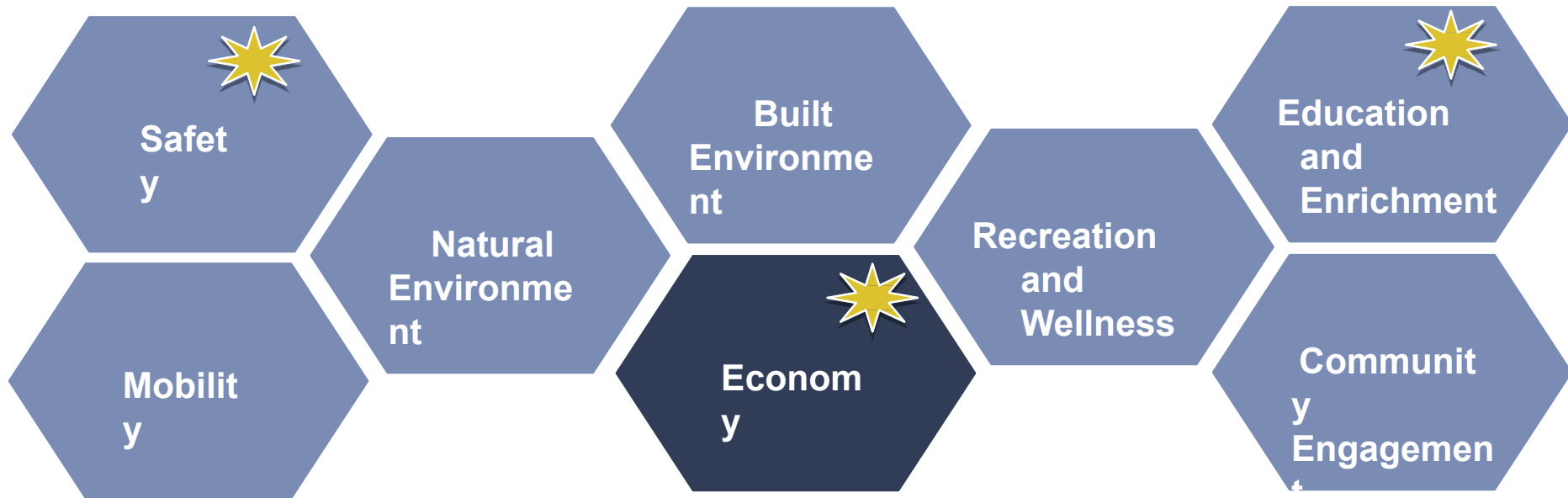
2019 Custom Benchmark Comparisons



Key Focus Areas

Legend

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





Key
Finding
#1

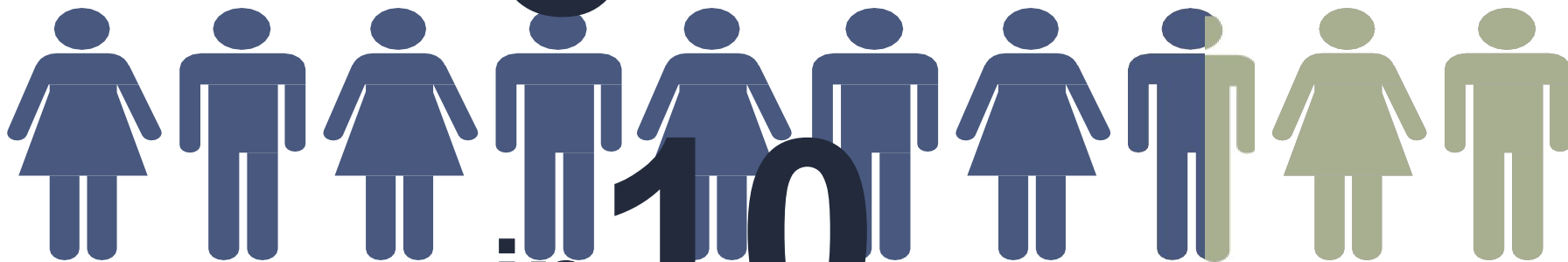
Residents enjoy a positive *quality of life* quality of life in Grand Rapids

Living in Grand Rapids

Nearly

8

10



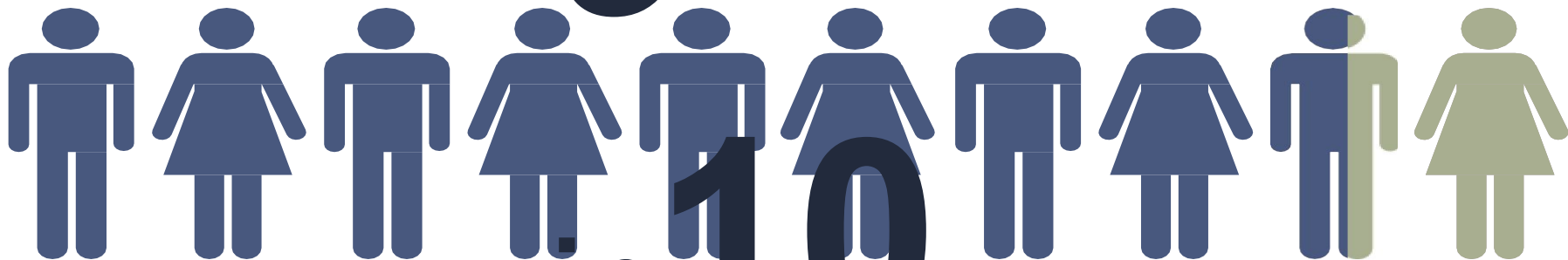
gave **excellent** or **good** ratings to **quality of life**

Living in Grand Rapids

Nearly

9

10

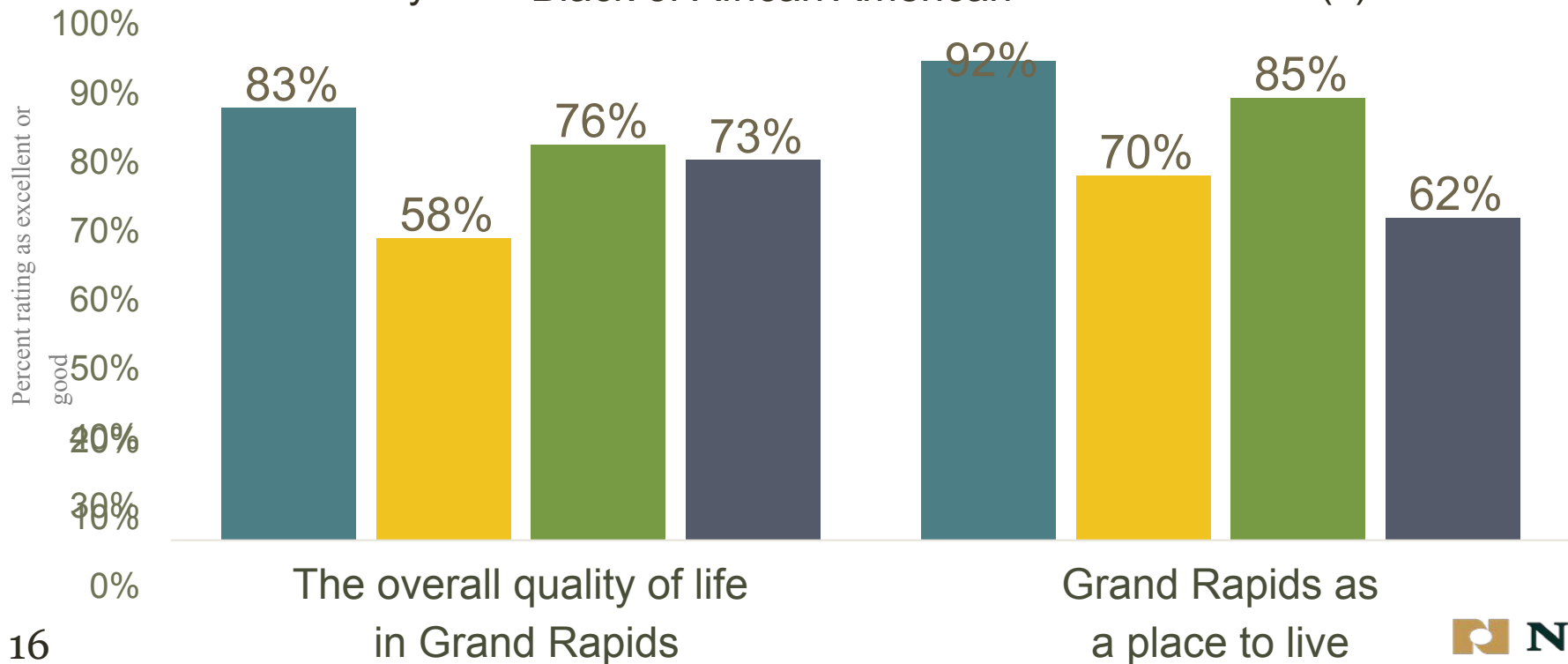


10

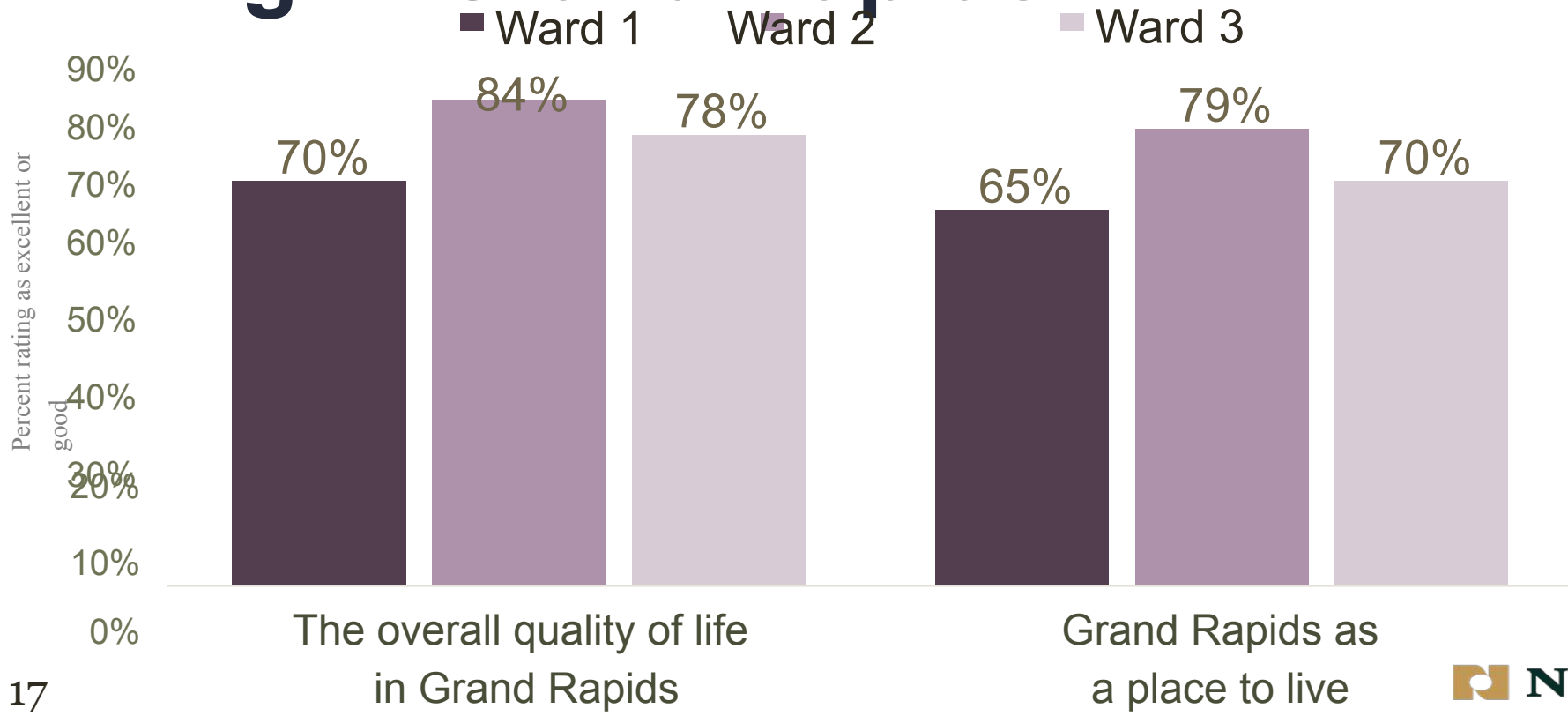
gave *excellent* or *good* ratings to
Grand Rapids as a place to live

Living in Grand Rapids

■ White only ■ Black or African American ■ Other race(s) ■ Latinx



Living in Grand Rapids

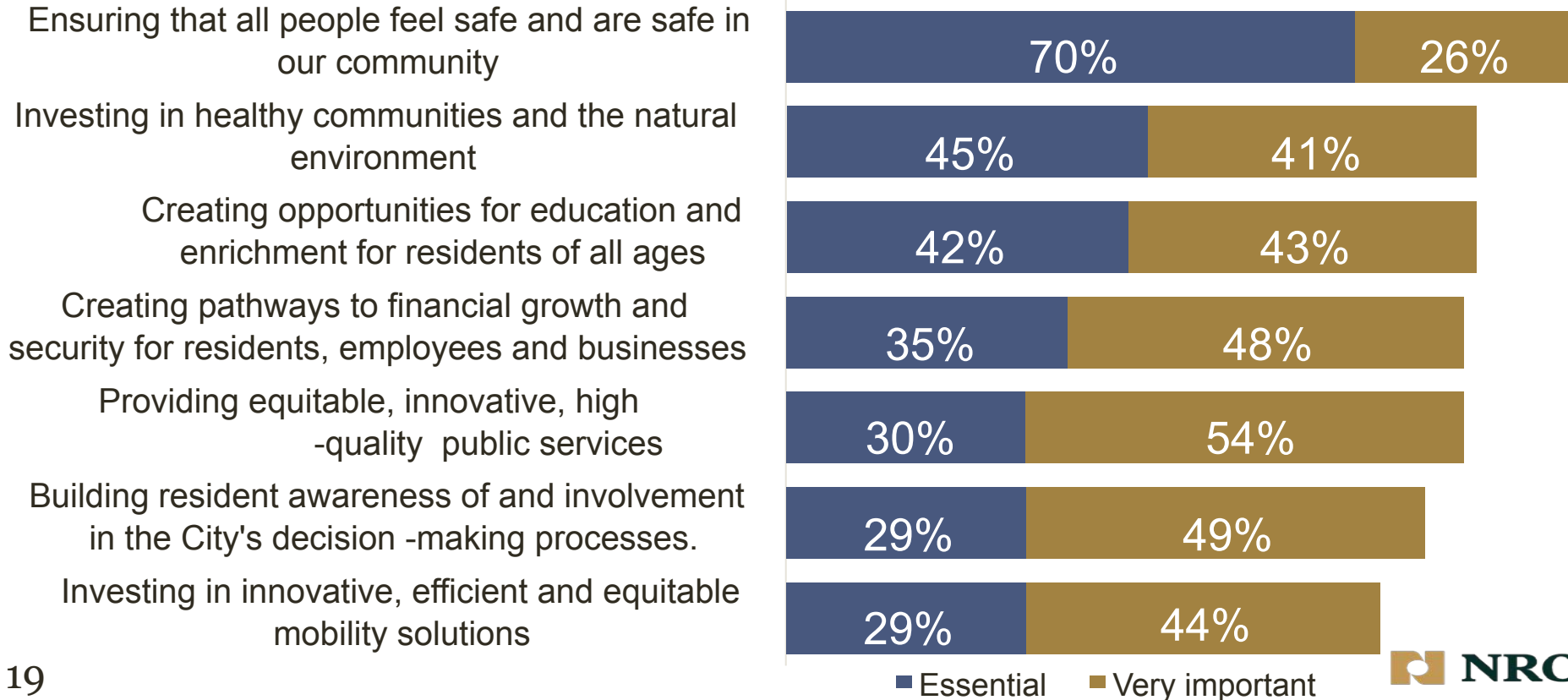




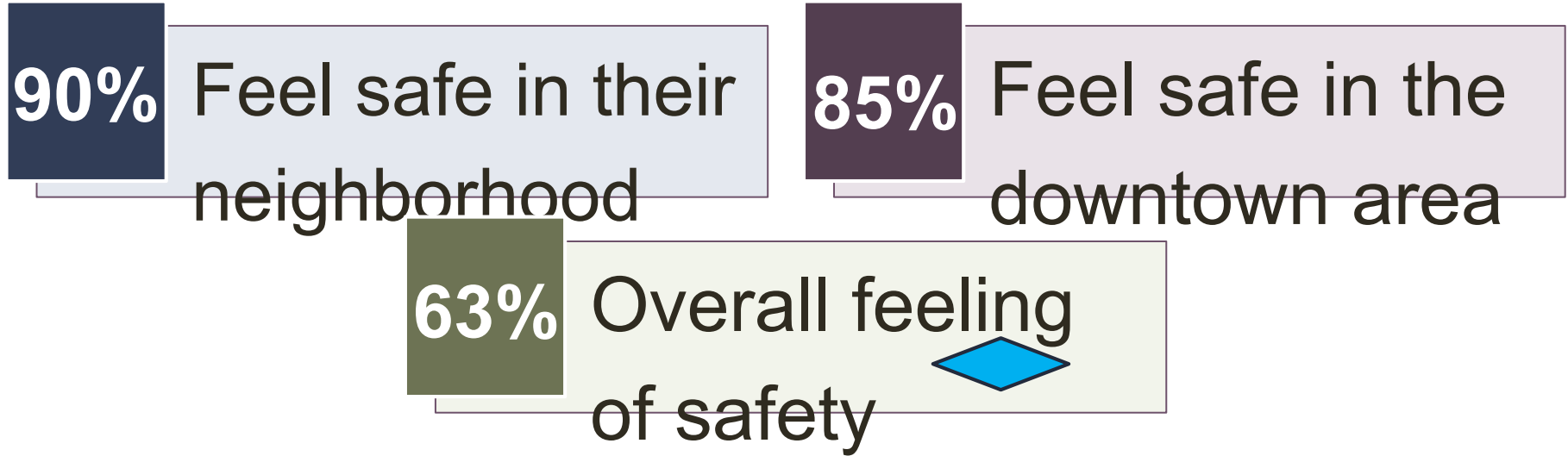
Key
Finding
#2

**Safety is a *priority* for
residents, with some
opportunities for
improvement.**

Strategic Planning Areas



Safety in Grand Rapids



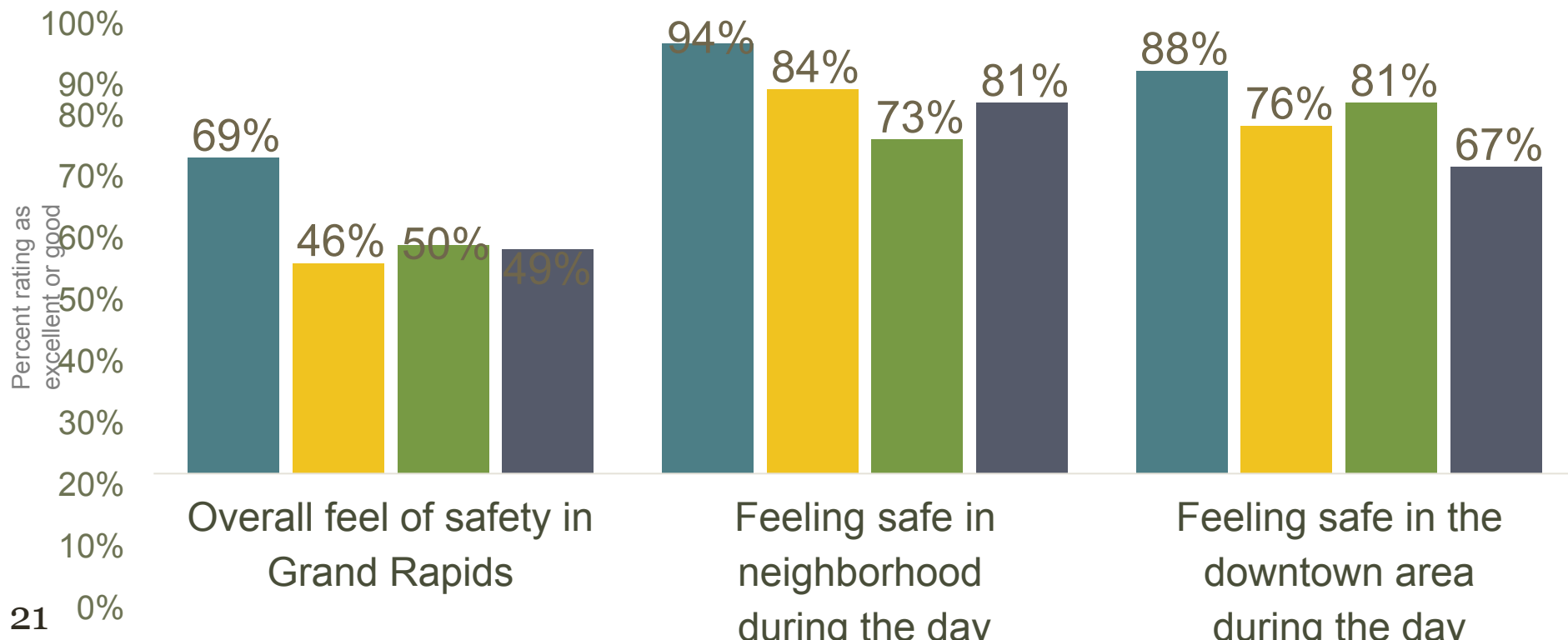
Percent excellent/good or
very safe/somewhat safe



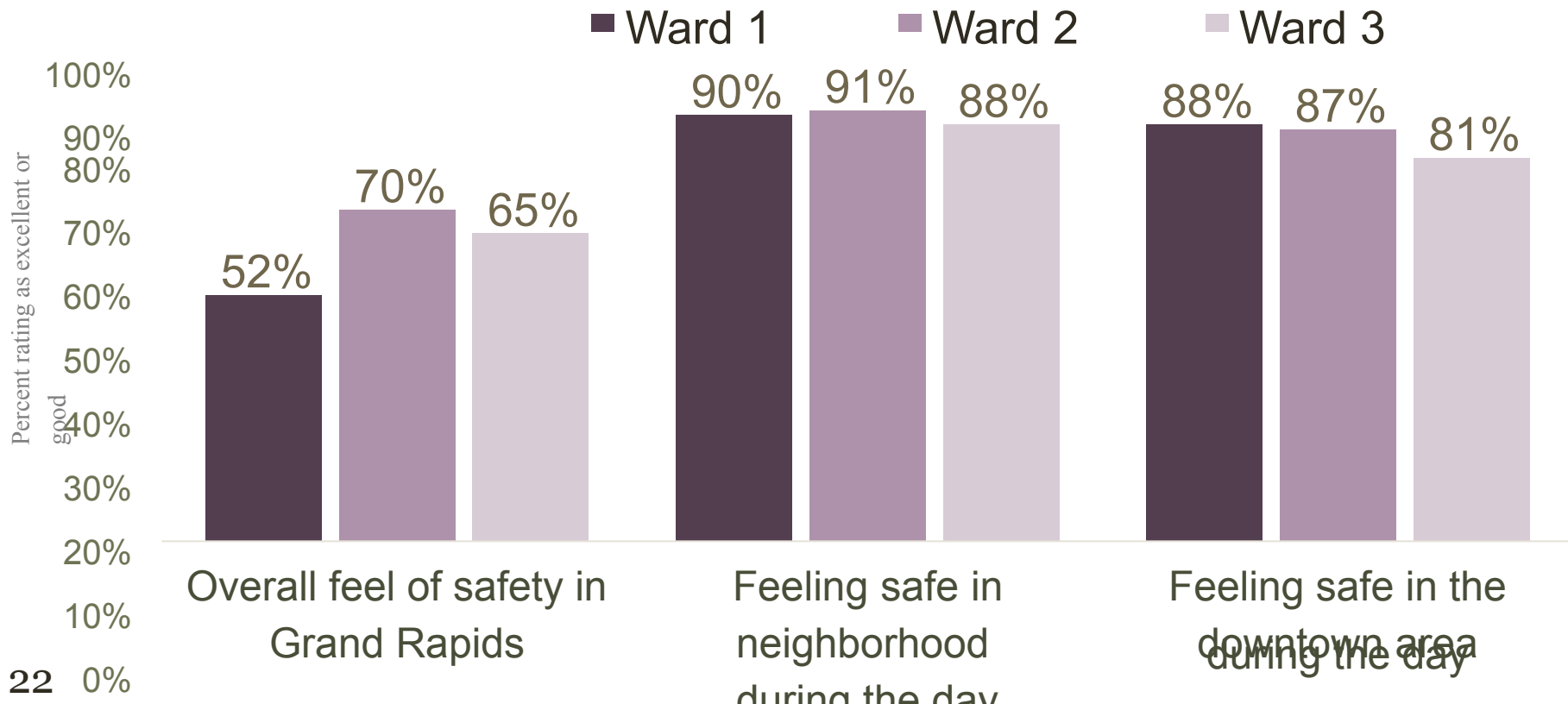
Lower than the national benchmark

Safety in Grand Rapids

■ White only ■ Black or African American ■ Other race(s) ■ Latinx



Safety in Grand Rapids



Safety Services



91% 89%

Fire



Ambulance/EMS



72%

Fire prevention



63%

Police



62%

Emergency
preparedness and



50%

Animal control



48%

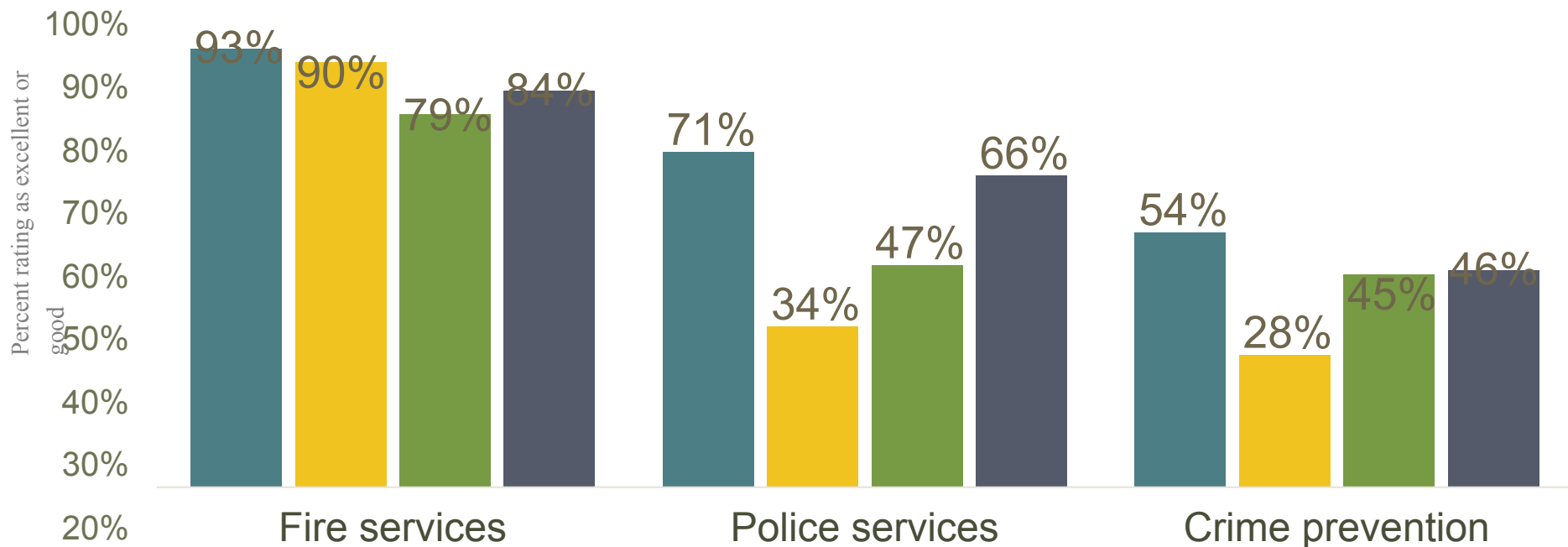
Crime
prevention



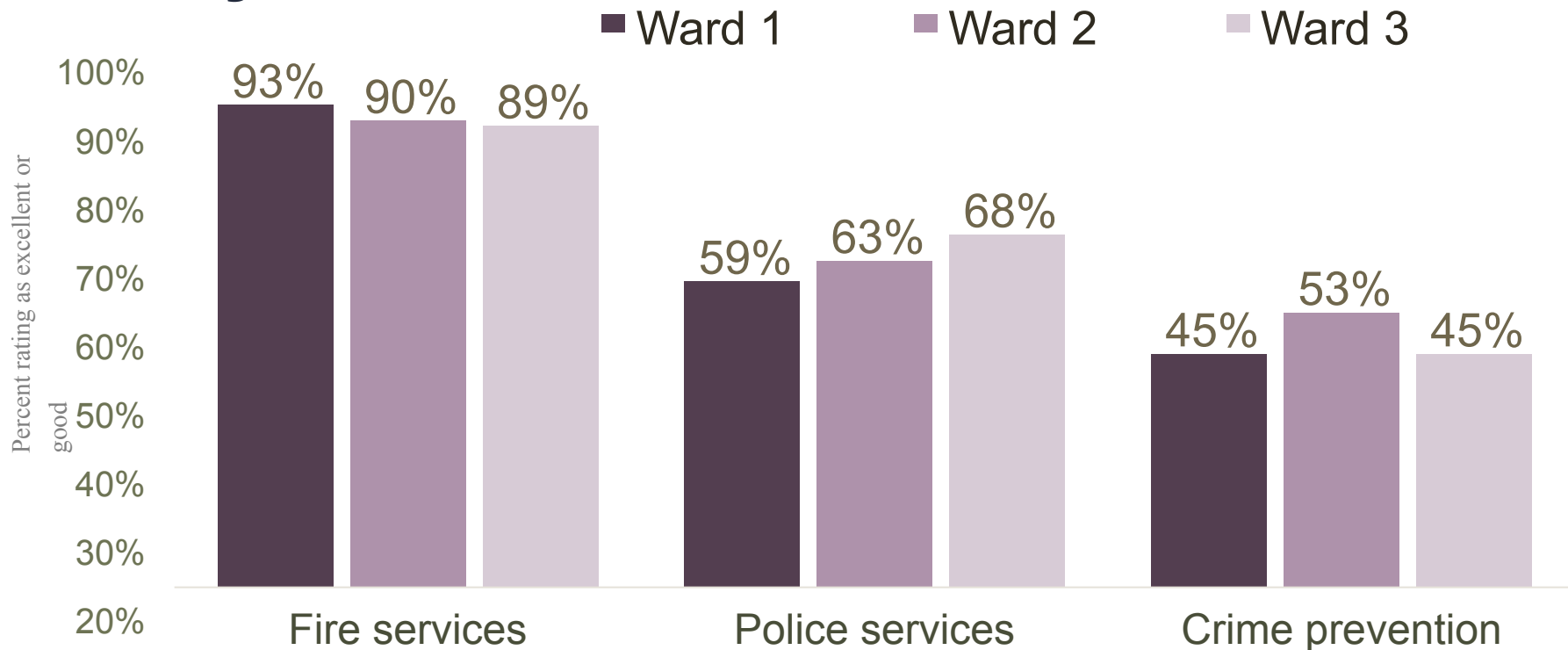
Lower than the national benchmark

Safety Services

■ White only ■ Black or African American ■ Other race(s) ■ Latinx



Safety Services





Key
Finding
#3

**Grand Rapids' economy
is a strength
and residents applaud
shopping and
employment opportunities.**

Grand Rapids' Economy

Overall economic
health



Place to visit it



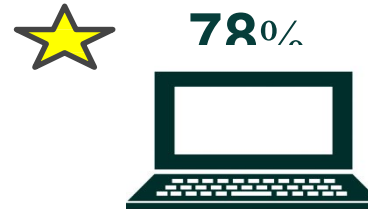
Economic
development



Employment
opportunities



Place to work



Percent excellent/ good or yes



Higher than the national and
population benchmarks

Grand Rapids' Economy 3 in 4

residents positively
rated...

Vibrancy of the
downtown area

Shopping opportunities

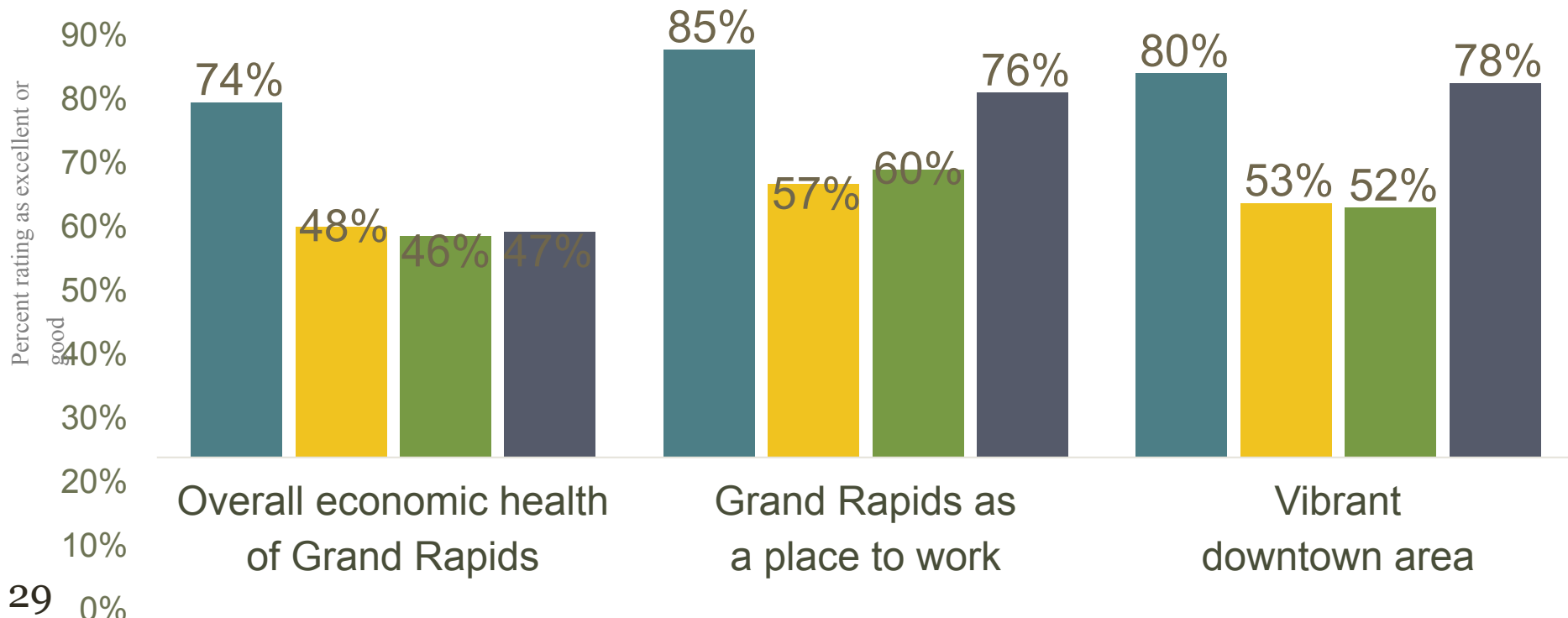
New development in
Grand Rapids



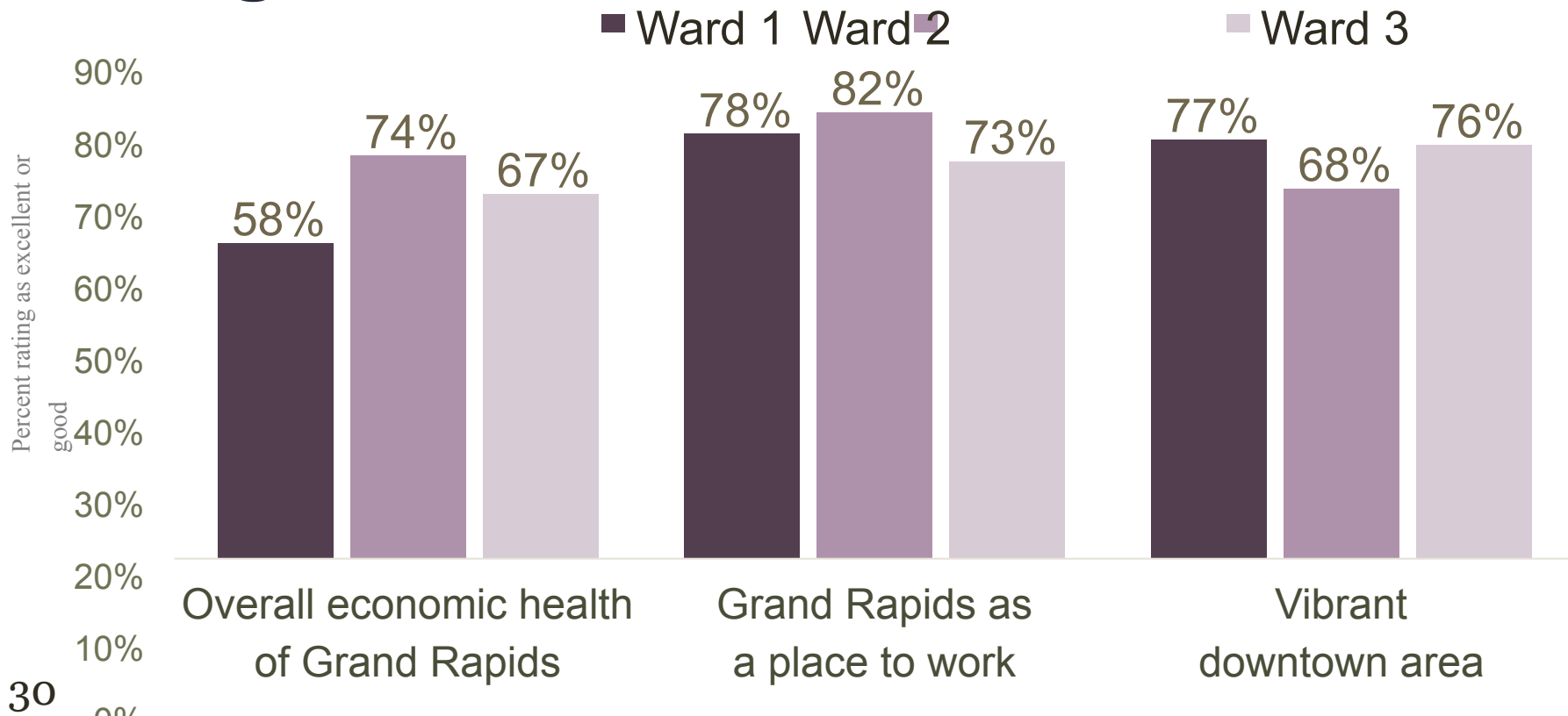
Higher than the national and
population benchmarks

Ratings of Economic Items

■ White only ■ Black or African American ■ Other race(s) ■ Latinx



Ratings of Economic Items





Key
Finding
#4

Residents have a mixed view
of
education and enrichment
education and enrichment
in Grand Rapids

Education and Enrichment

Overall
and
education
enrichment
opportunities

71%



Percent excellent/good



Higher than the national and population benchmarks

Child Care and Education

47%

K-12
education



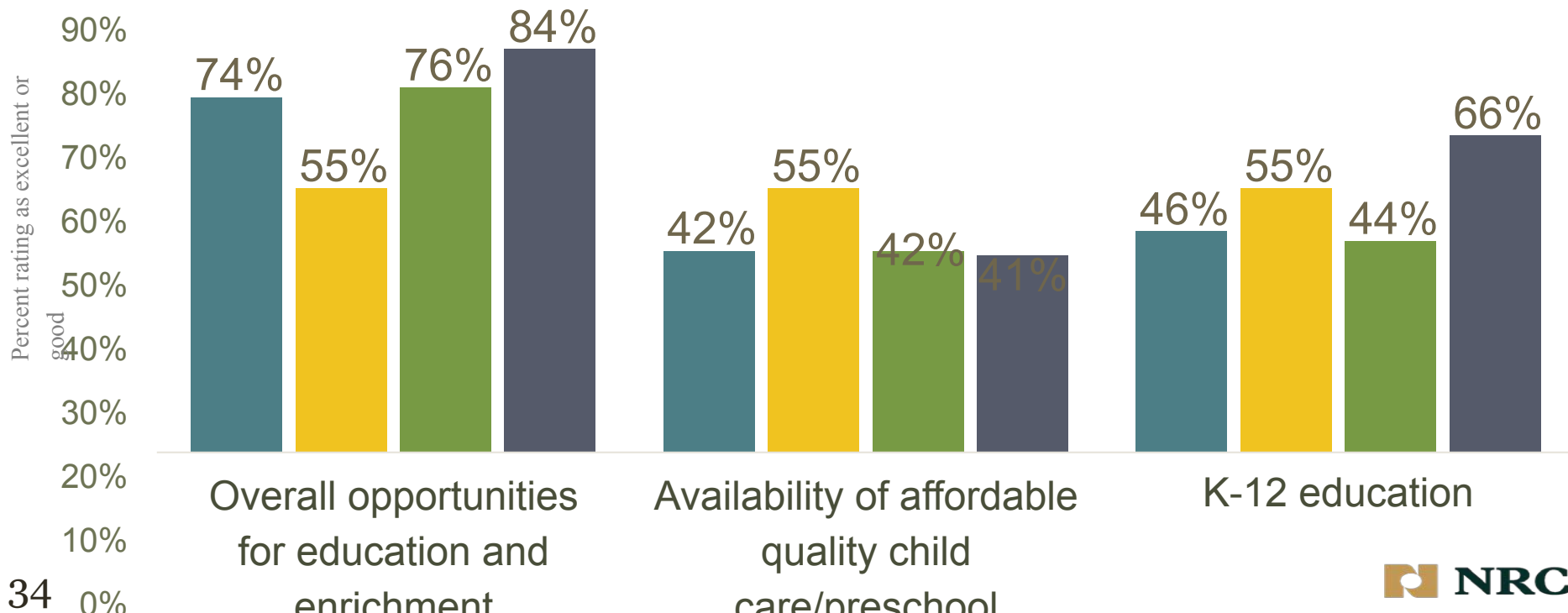
46%

Ava ility
of
affordable

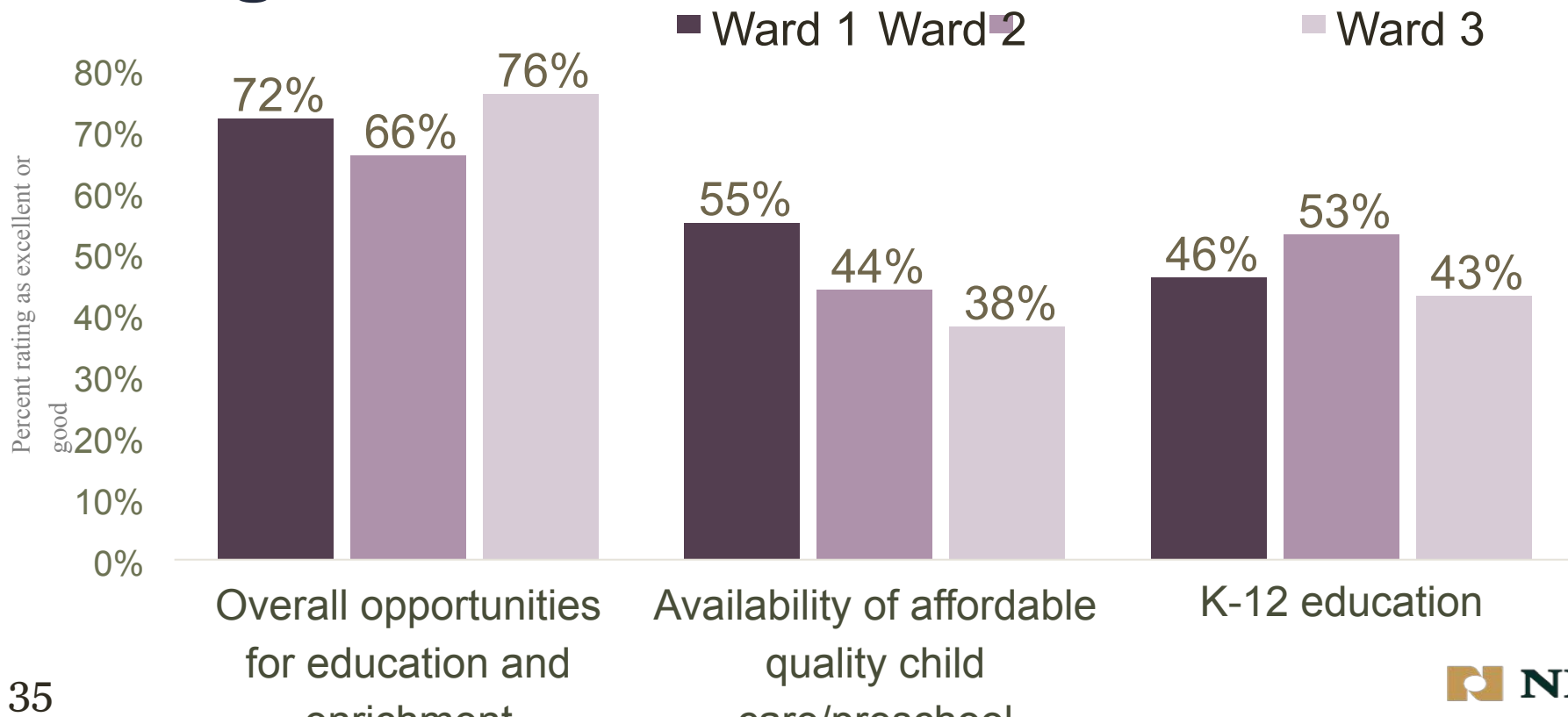


Ratings of Education & Enrichment

■ White only ■ Black or African American ■ Other race(s) ■ Latinx



Ratings of Education & Enrichment

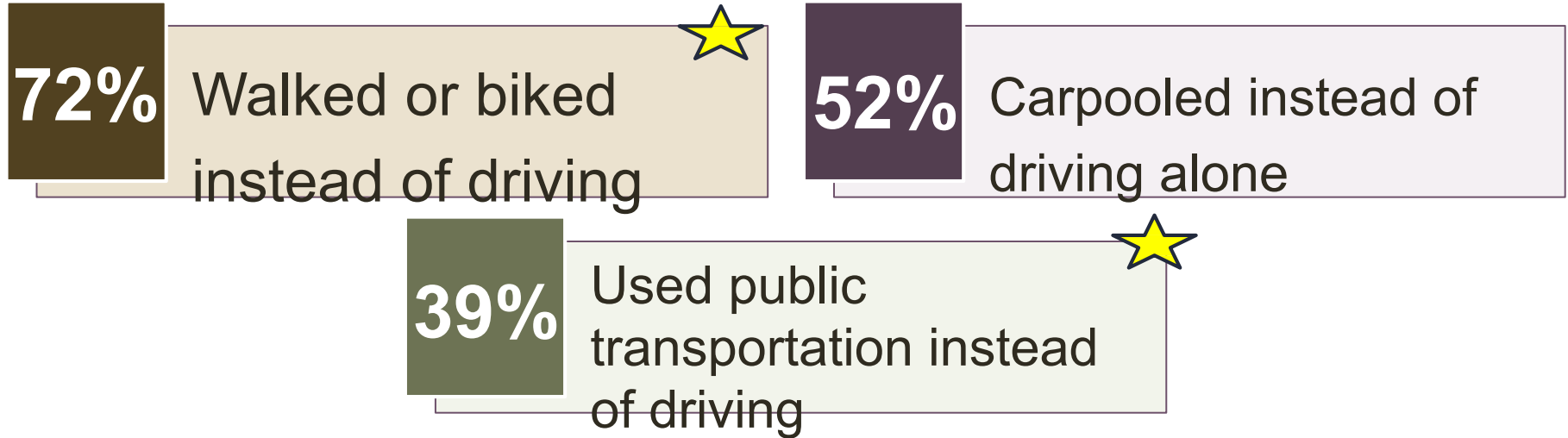




Key
Finding
#5

**Aspects of car travel could
be improved, but
residents appreciate
alternative transportation
options.**

Use of Alternative Modes of Transportation



Percent at least once a month

★ Higher than the national and population benchmarks

Aspects of Car Travel



44%

Snow removal

34%

Street cleaning

31%

Public parking



Percent excellent/good



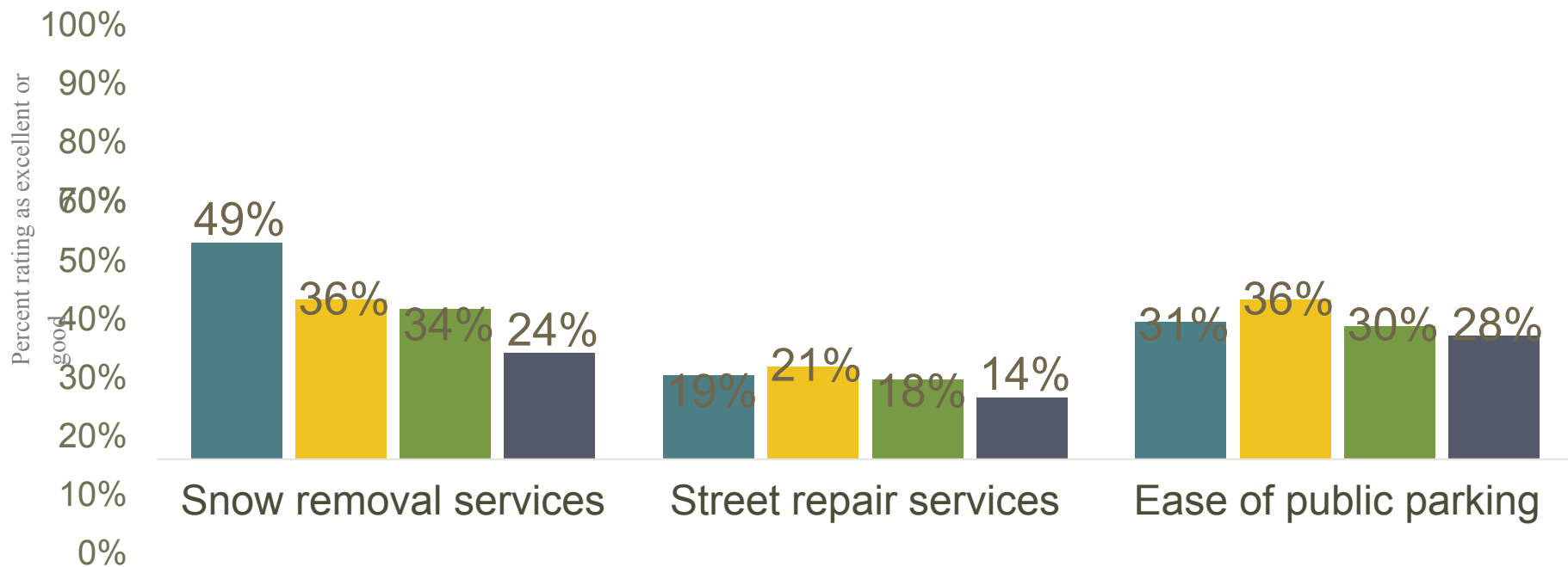
Lower than the national benchmark



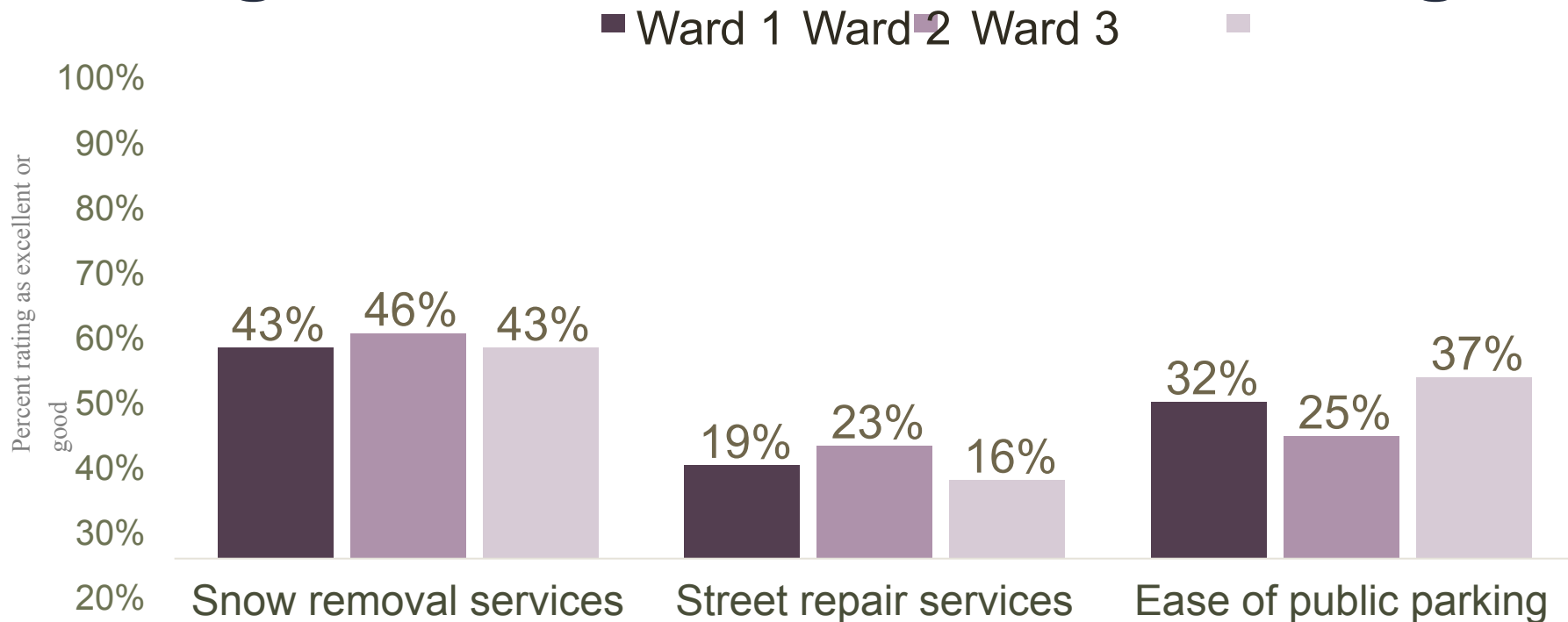
Lower than the population benchmark

Ratings of Street Services & Parking

■ White only ■ Black or African American ■ Other race(s) ■ Latinx



Ratings of Street Services & Parking



Familiarity with Mobility Options

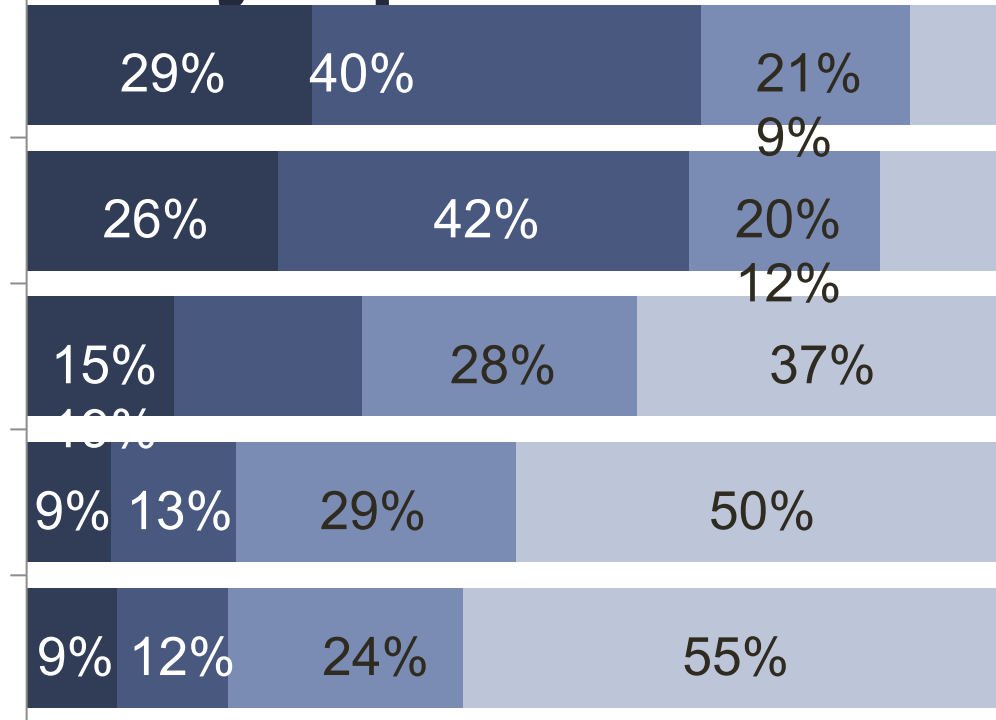
Locations of available parking options in Grand Rapids

Modes of transportation used as an alternative to driving a car

Rideshare

Bikeshare

The Grand Rapids Autonomous Vehicle Initiative



Very familiar



Moderately familiar



Slightly familiar



Not at all familiar

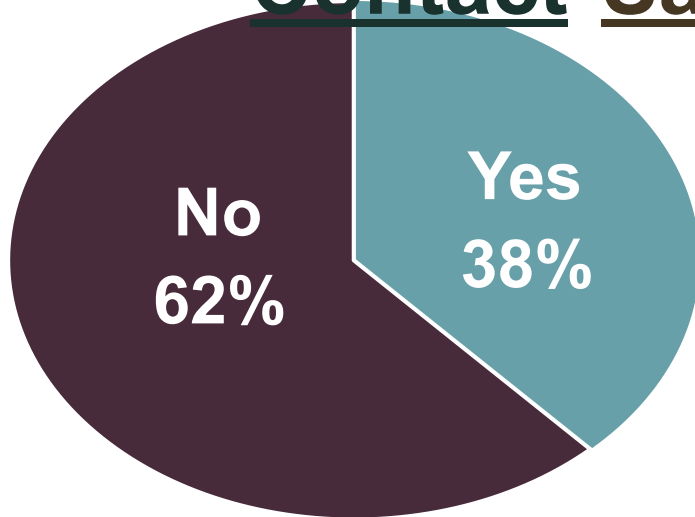


Key
Finding
#6

**Most respondents who
had interacted with City
in the last 6 months were
satisfied with that contact.**

Resident Interaction with City

Contact Satisfaction



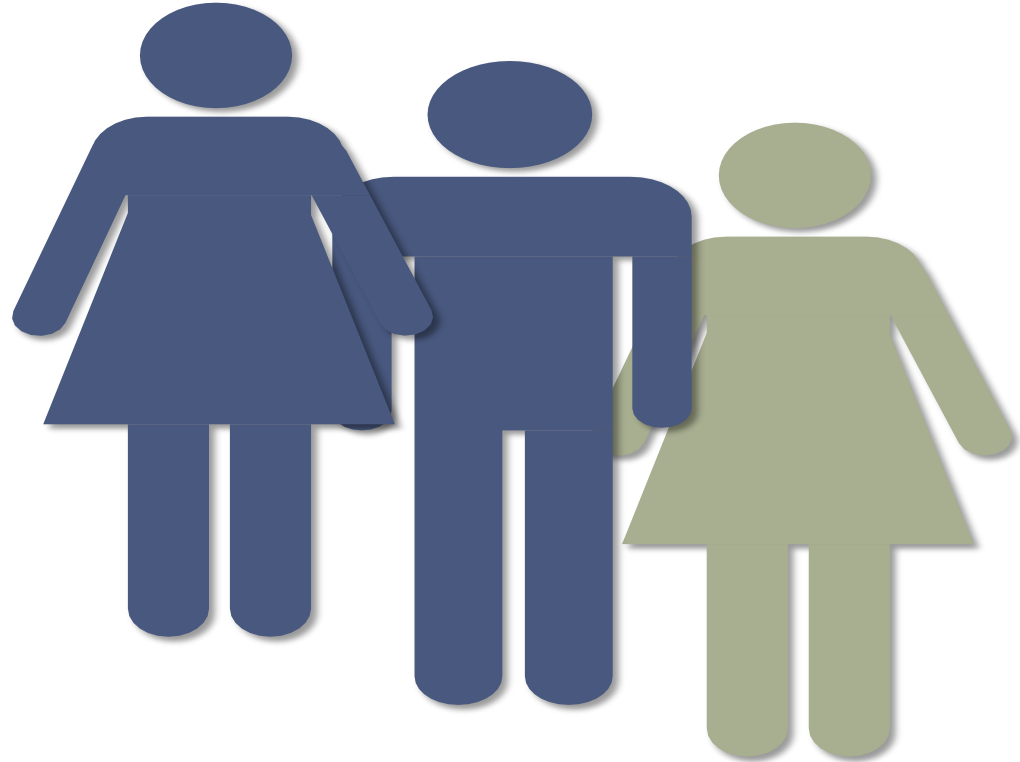
Overall Customer Service

2 in 3

rated the overall customer service of Grand Rapids employees (police, receptionists, planners, etc.)

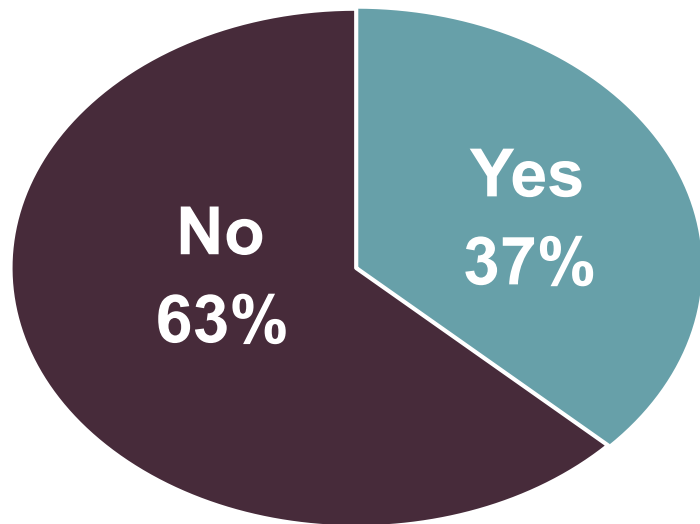
excellent good

as **excellent** or **good**

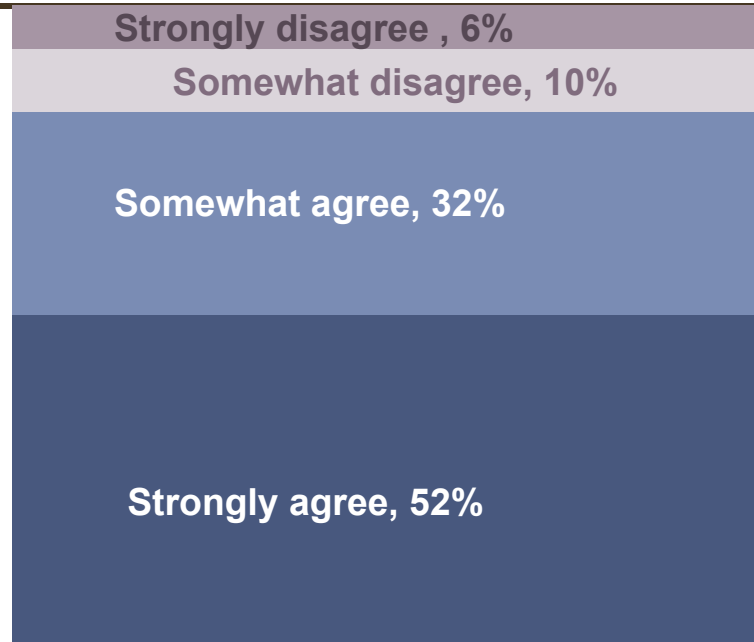


Resident Interaction with Justice System

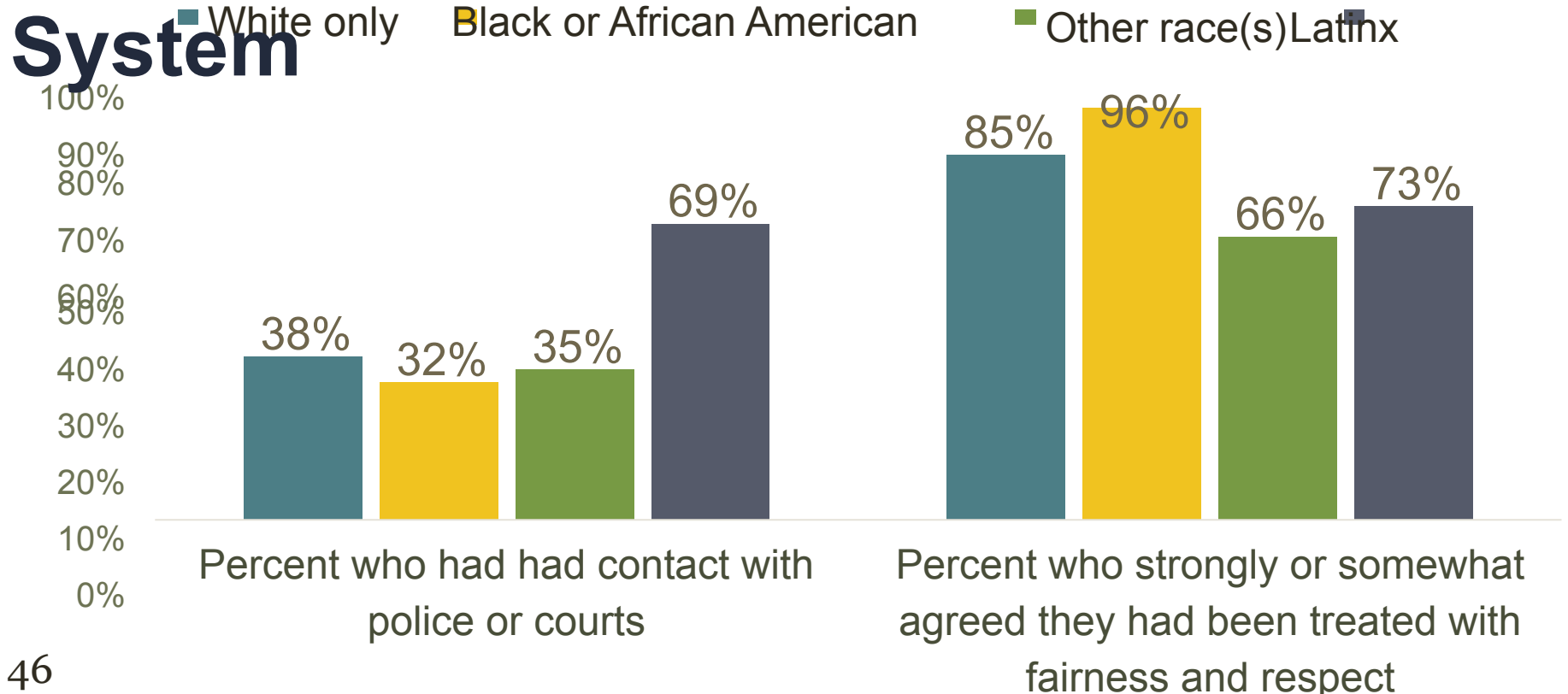
Contact



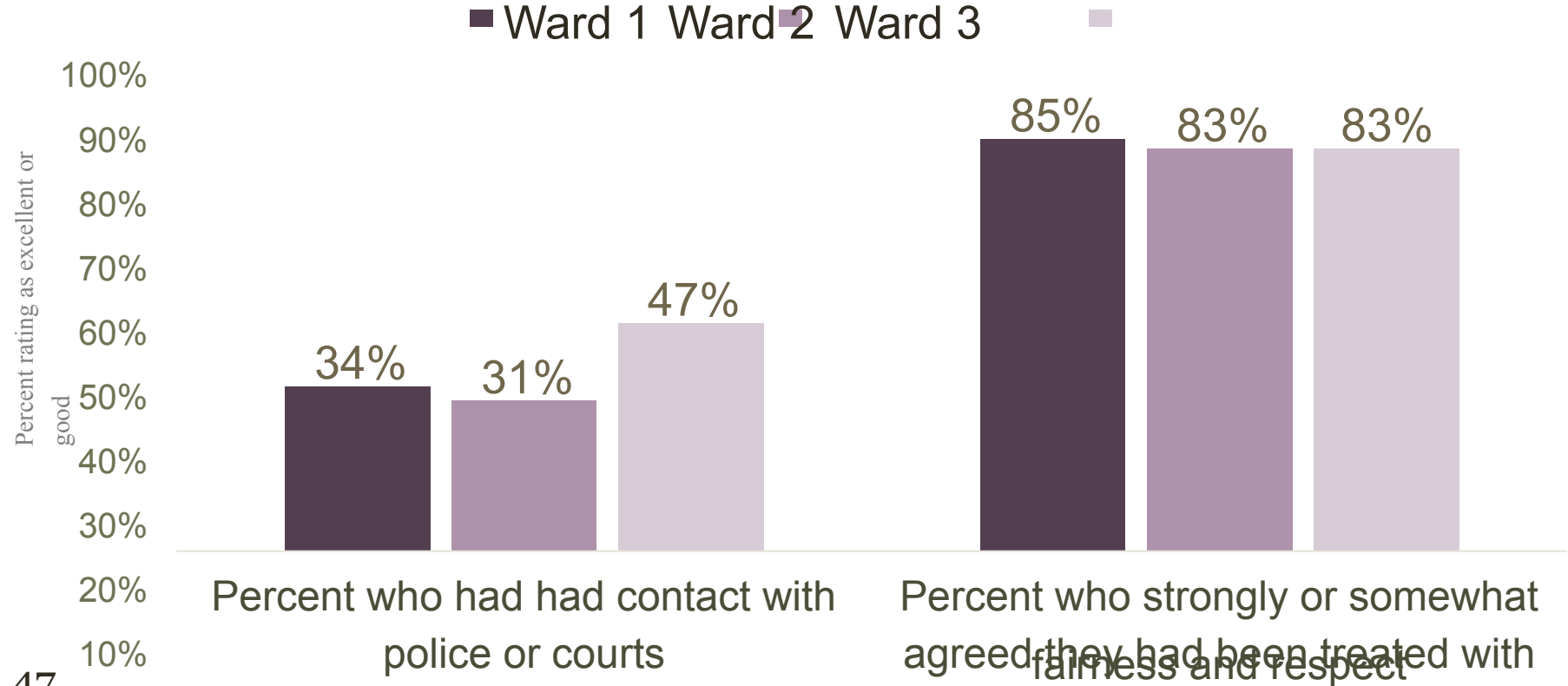
How Much Agree was Treated with Fairness and Respect



Resident Interaction with Justice System



Resident Interaction with Justice System



Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate



Questions?



Thank you!



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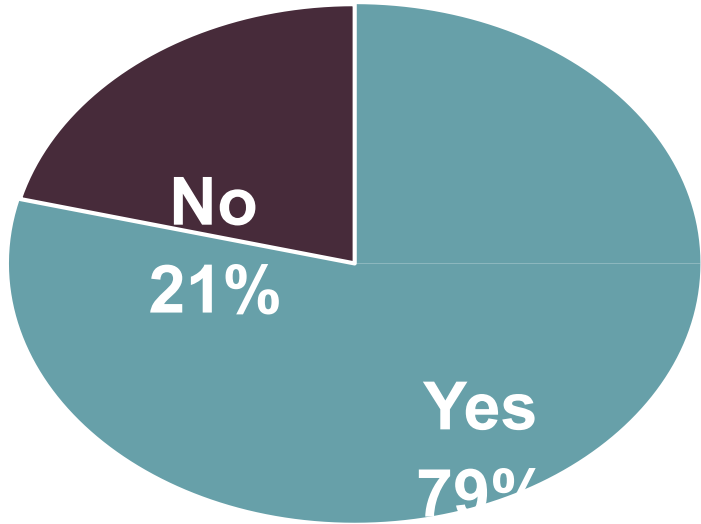


Key
Finding
#7

**Those who participate in
the City's solid waste
collection services were
very satisfied
with the service.**

Solid Waste Collection Services

Participation Satisfaction



Preference for Solid Waste Collection Service Payment Schedule

