

Grand Rapids, MI

Key Findings
2019

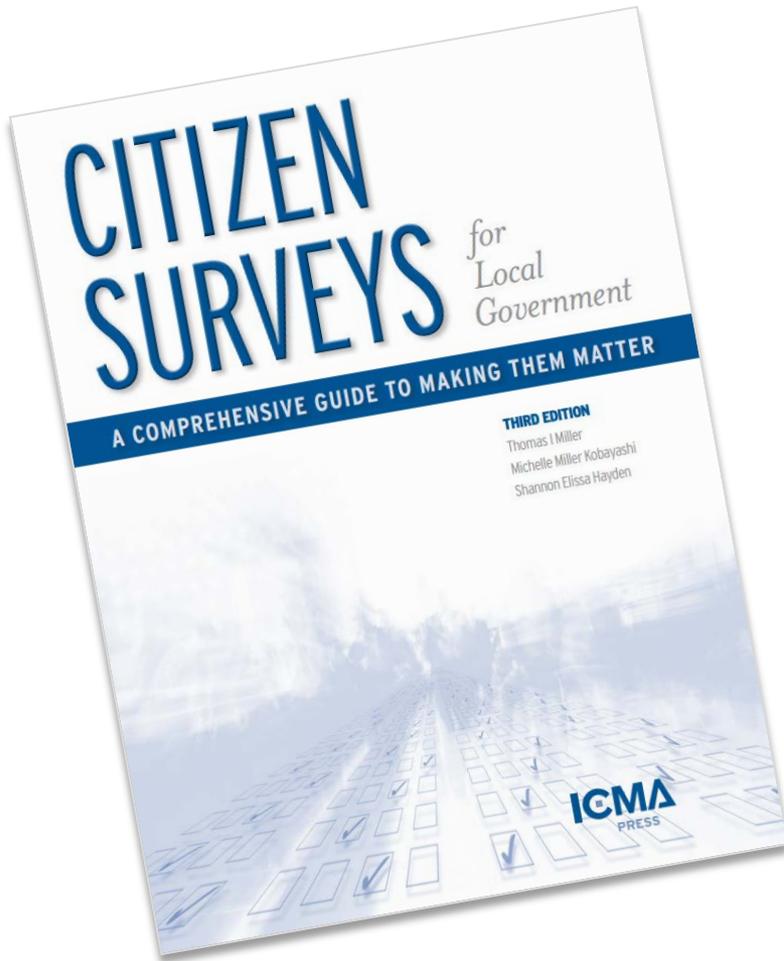




**“Cities have the capability
of providing something for
everybody, only because,
and only when, they are
created by everybody.”** 

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 surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative



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

Random
Selection of
Households

From a Source
with High
“Coverage”

Best Practices to
Increase
Response Rate

“Weight” the
Survey Data

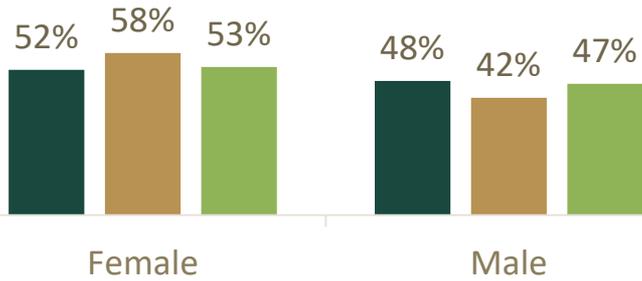
The NCS & Grand Rapids

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

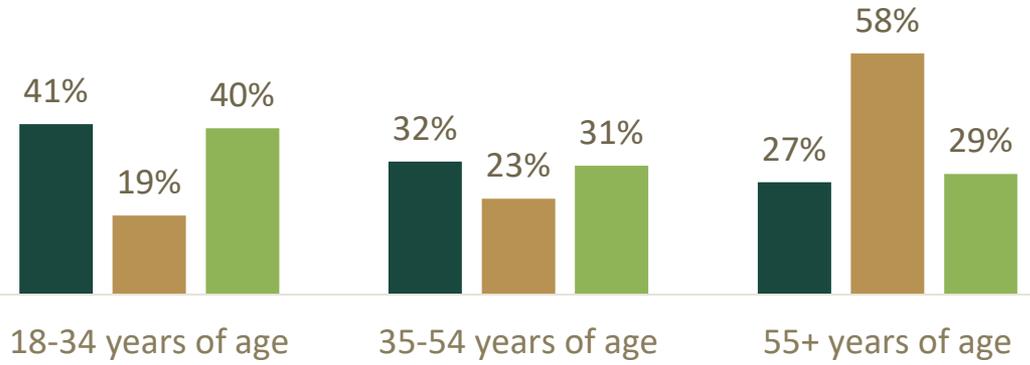


Weighting the Data

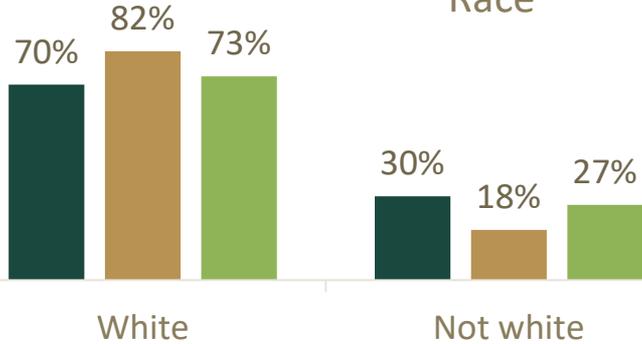
Sex



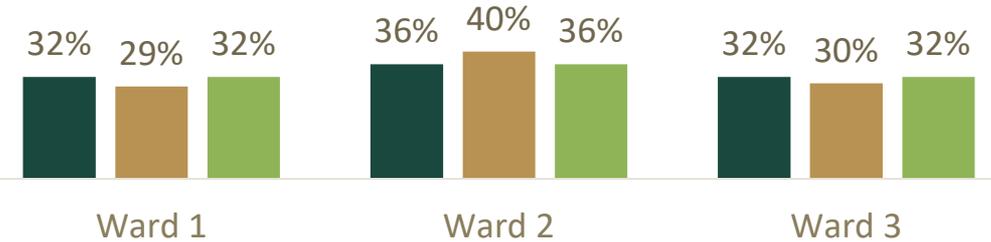
Respondent Age



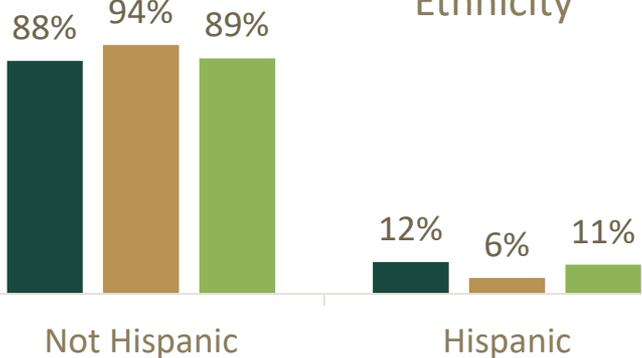
Race



Ward

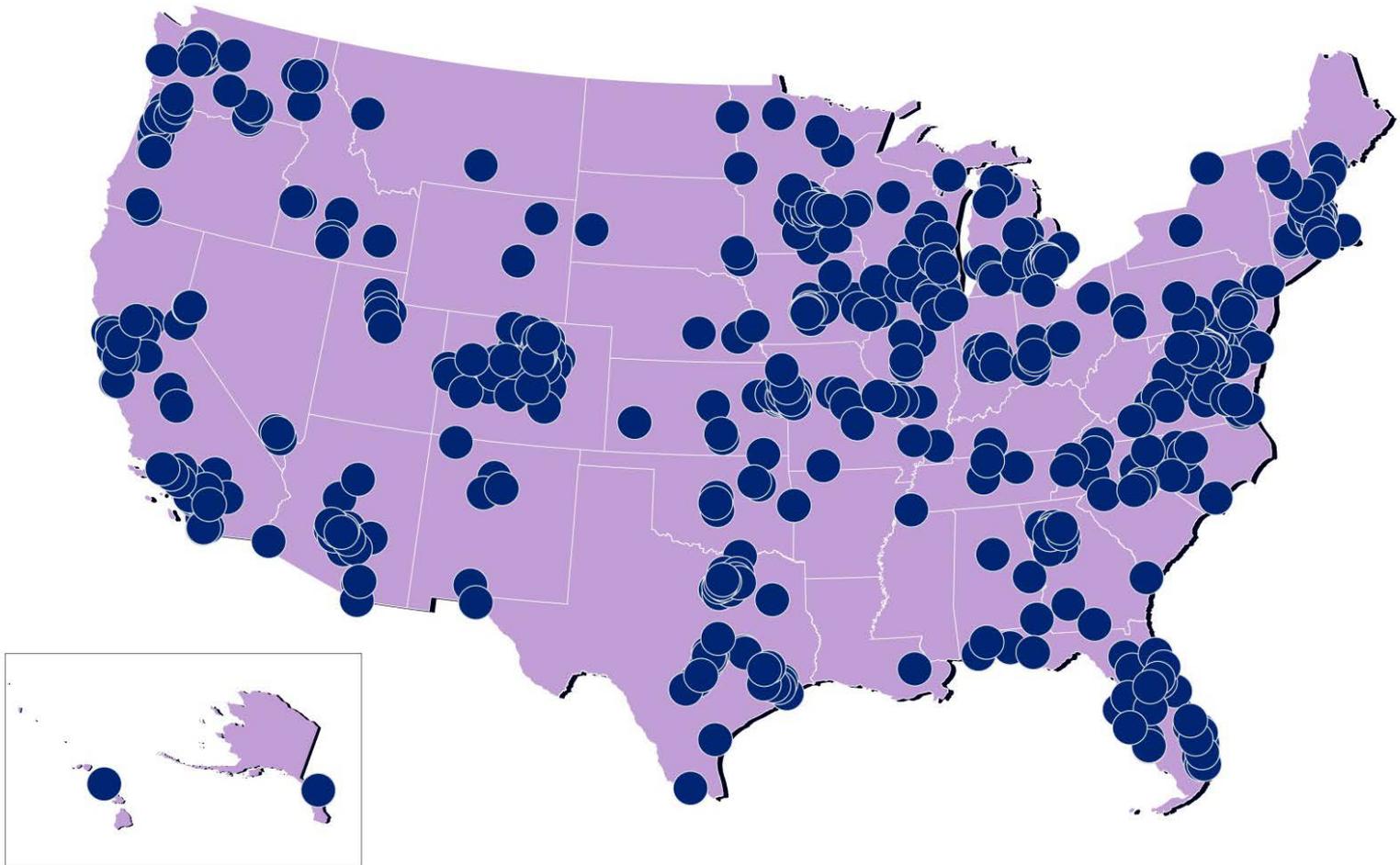


Ethnicity

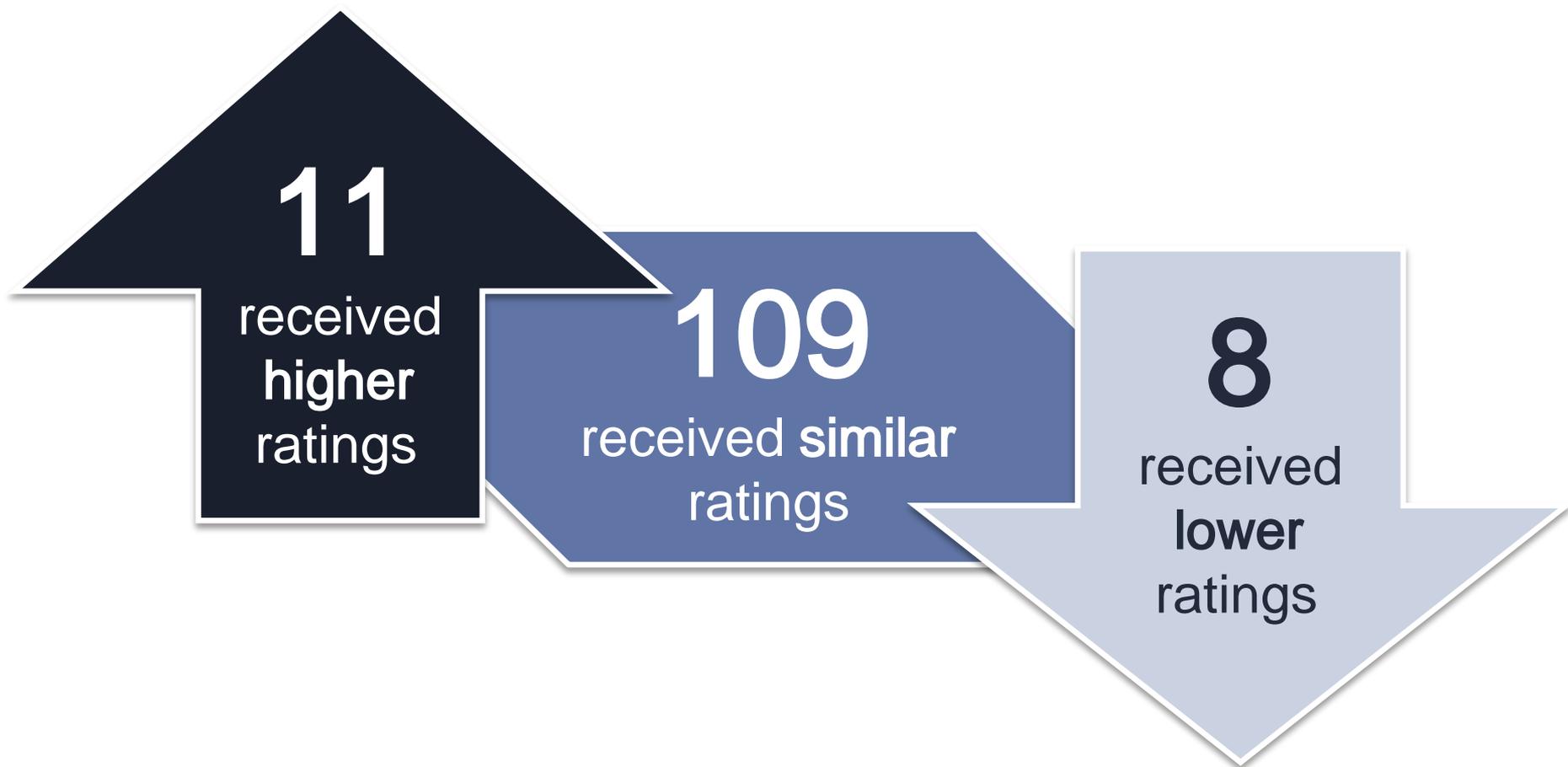


■ Population Norm ■ Unweighted Data ■ Weighted Data

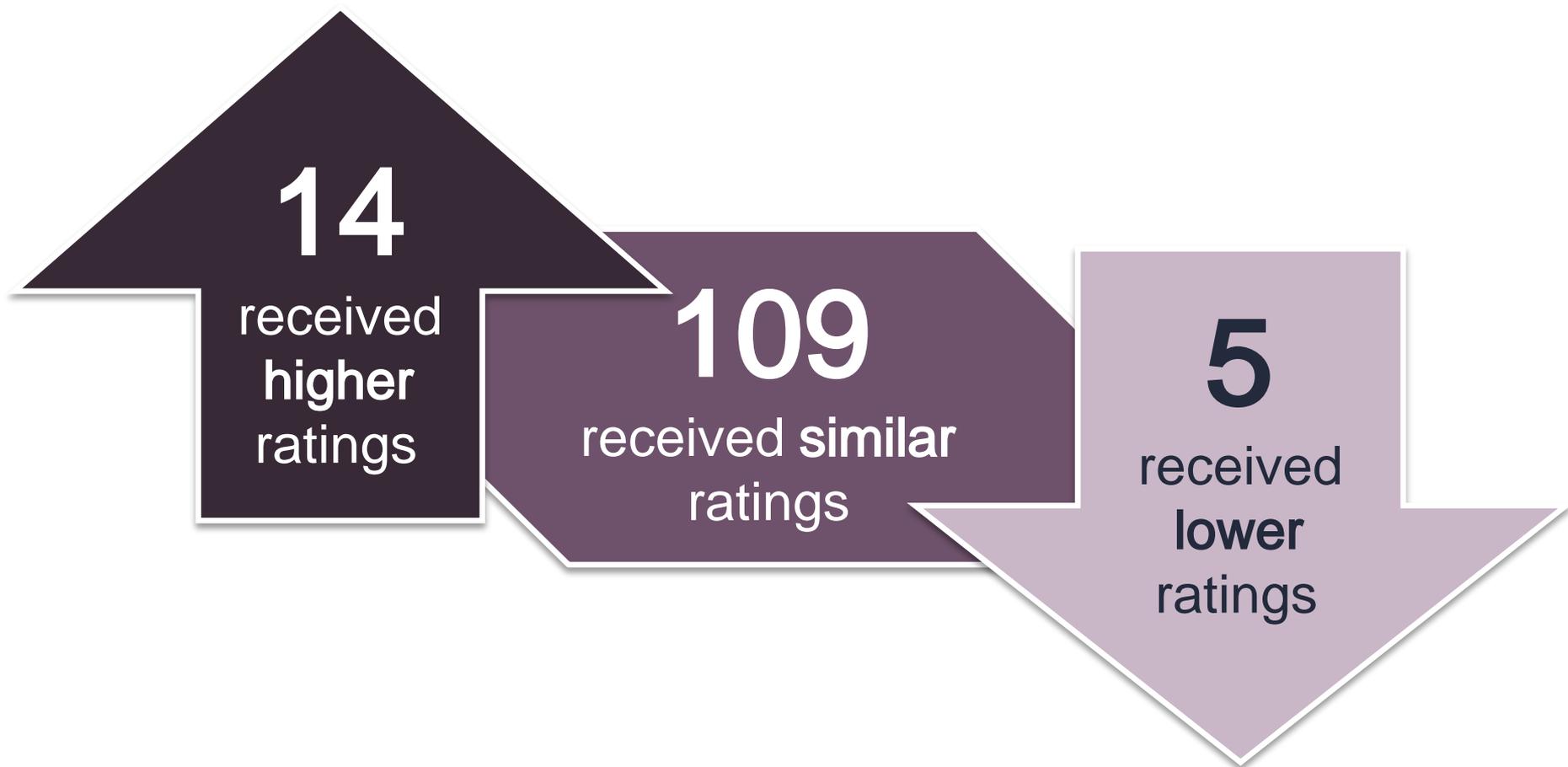
NRC National Benchmark Comparisons



2019 National Benchmark Comparisons



2019 Custom Benchmark Comparisons

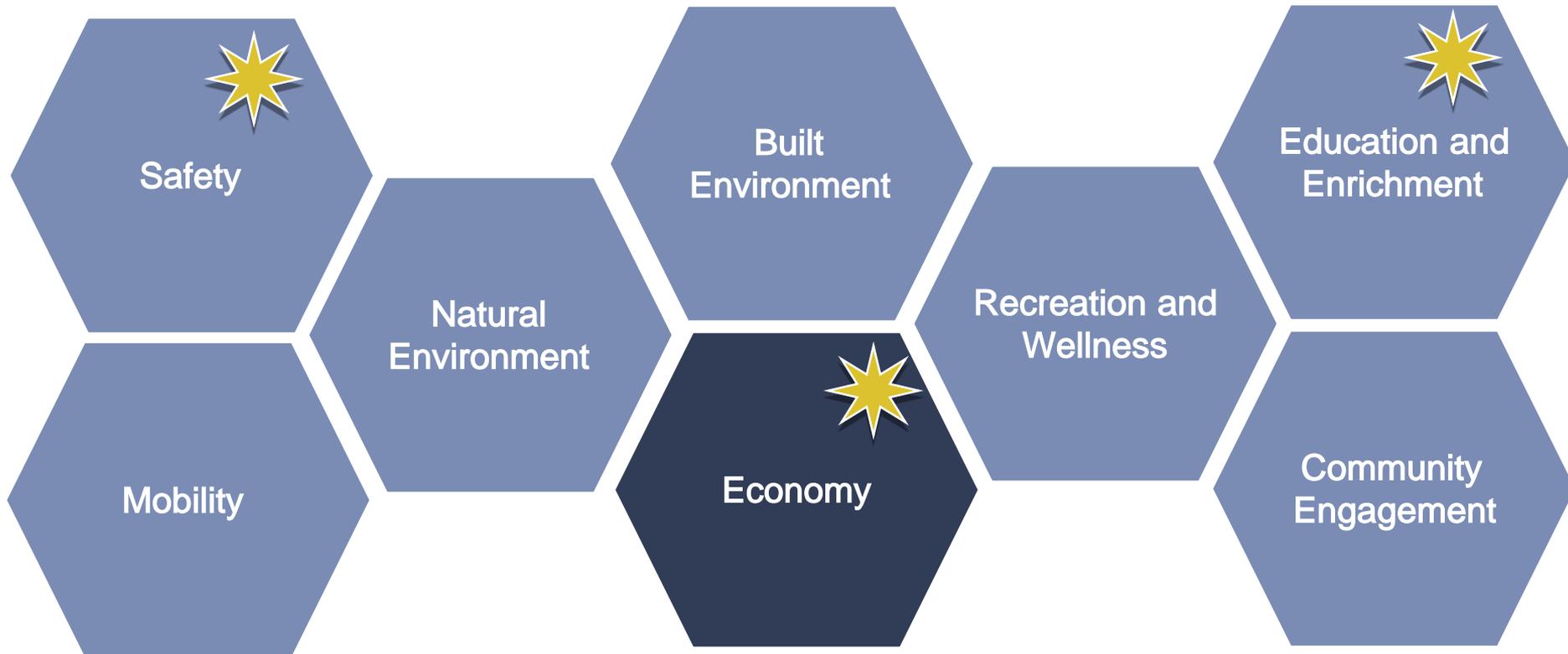


Key Focus Areas

Legend

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

★ Most important



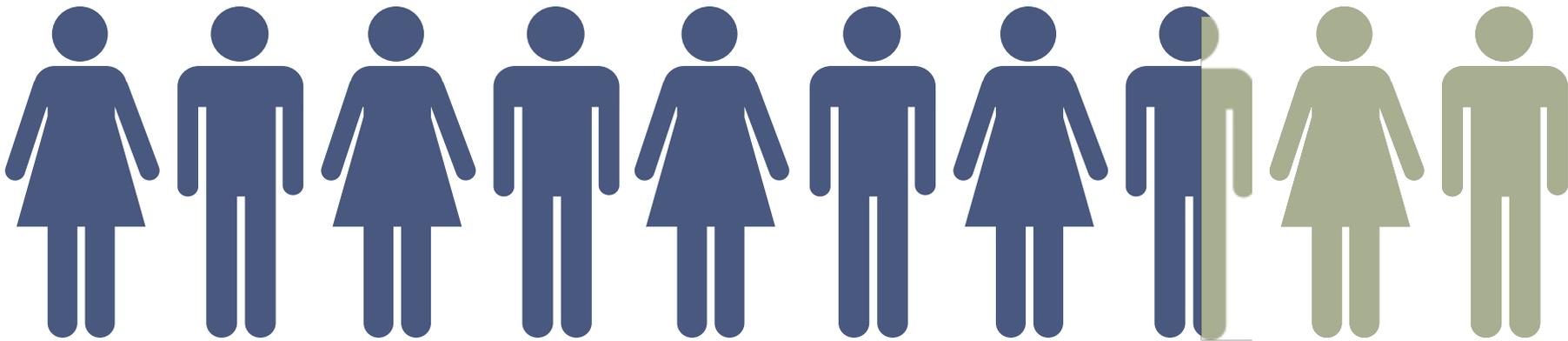


Key
Finding
#1

Residents enjoy a positive
quality of life
in Grand Rapids

Living in Grand Rapids

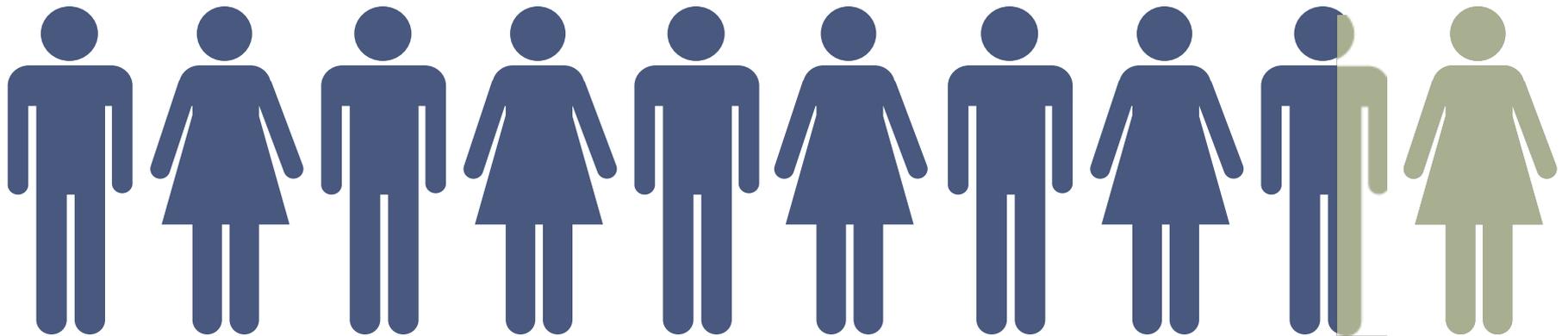
Nearly **8 in 10**



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

Living in Grand Rapids

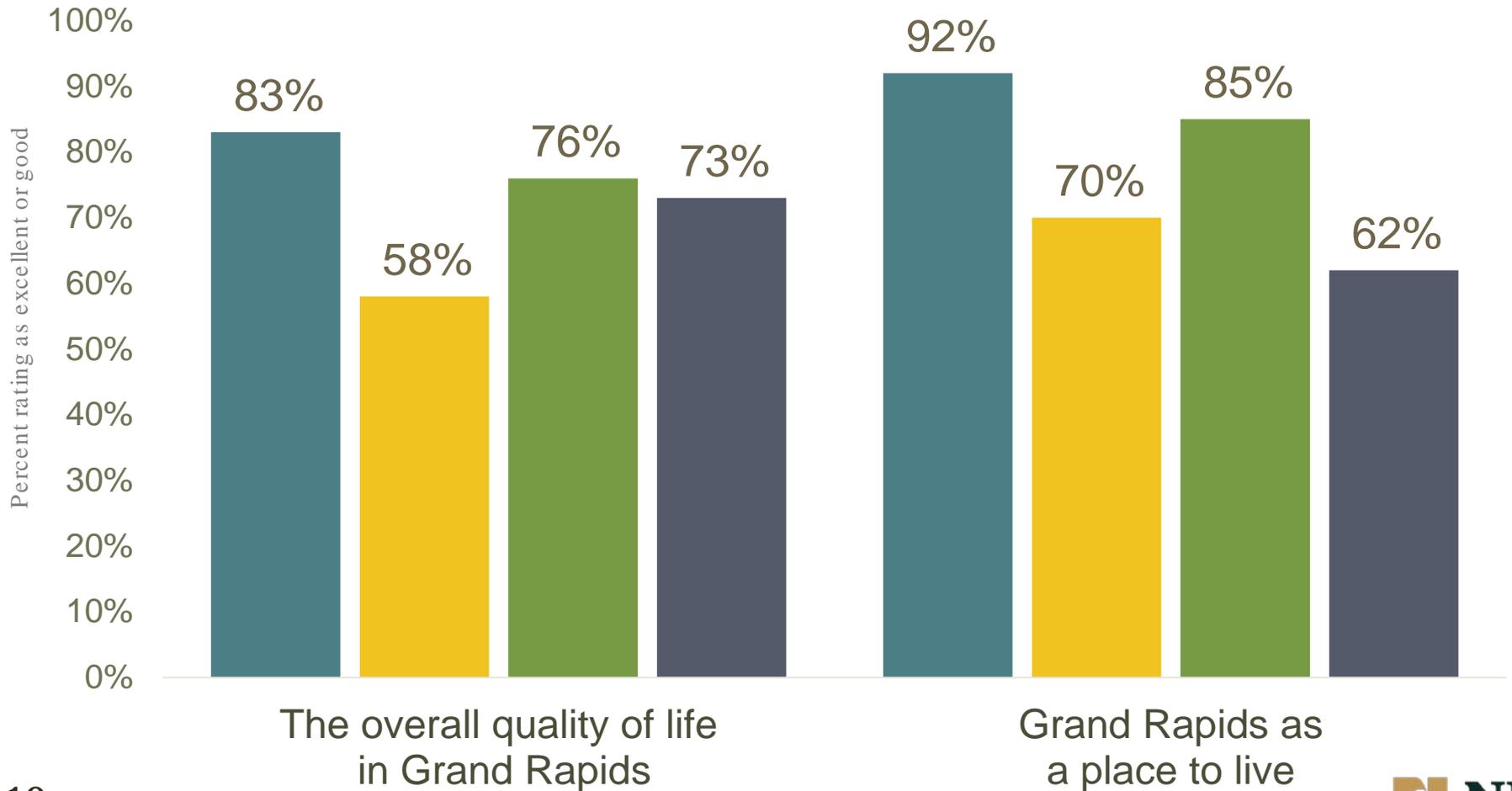
Nearly **9 in 10**



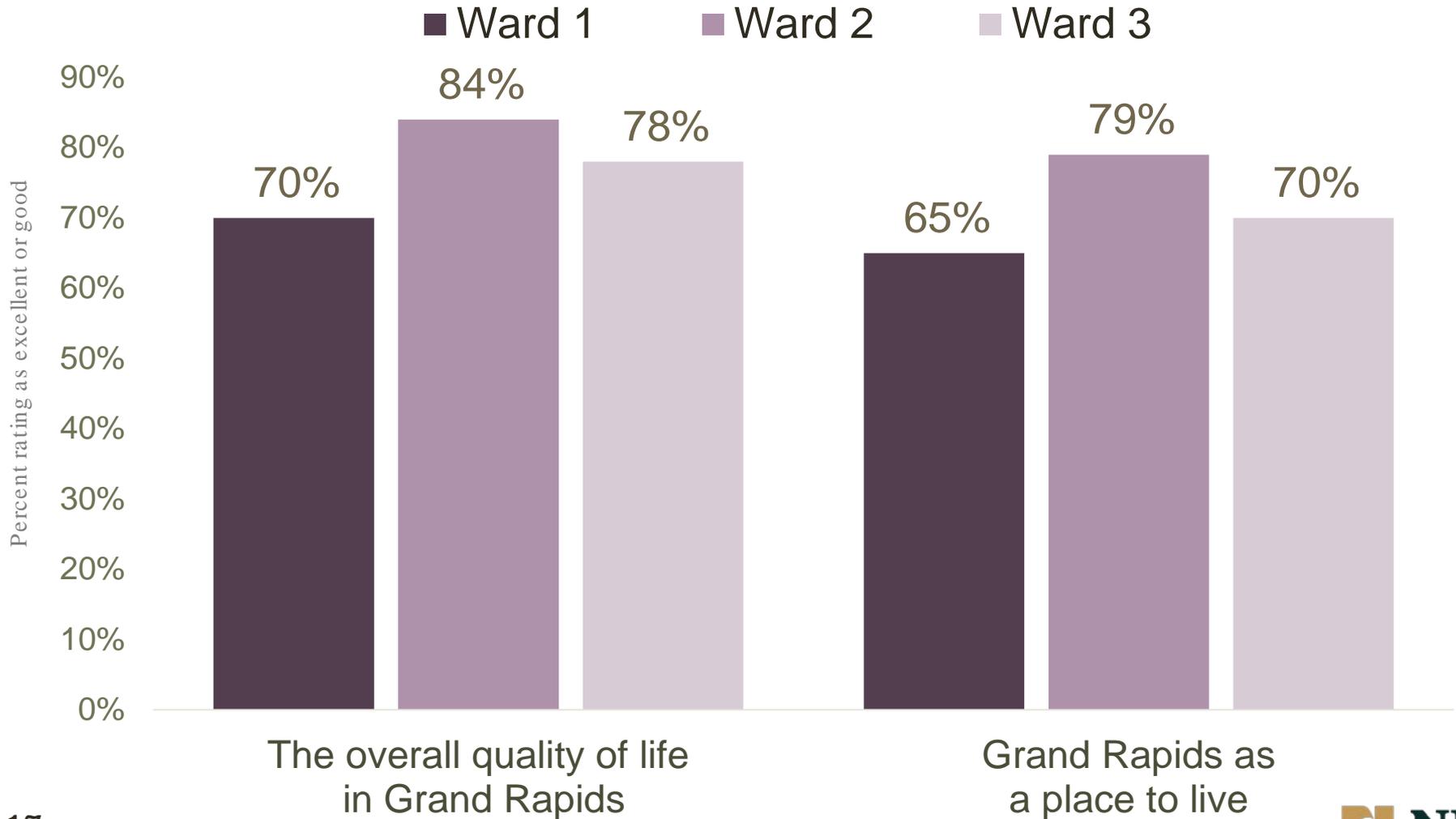
gave *excellent* or *good* ratings to
Grand Rapids as a place to live

Living in Grand Rapids

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



Living in Grand Rapids

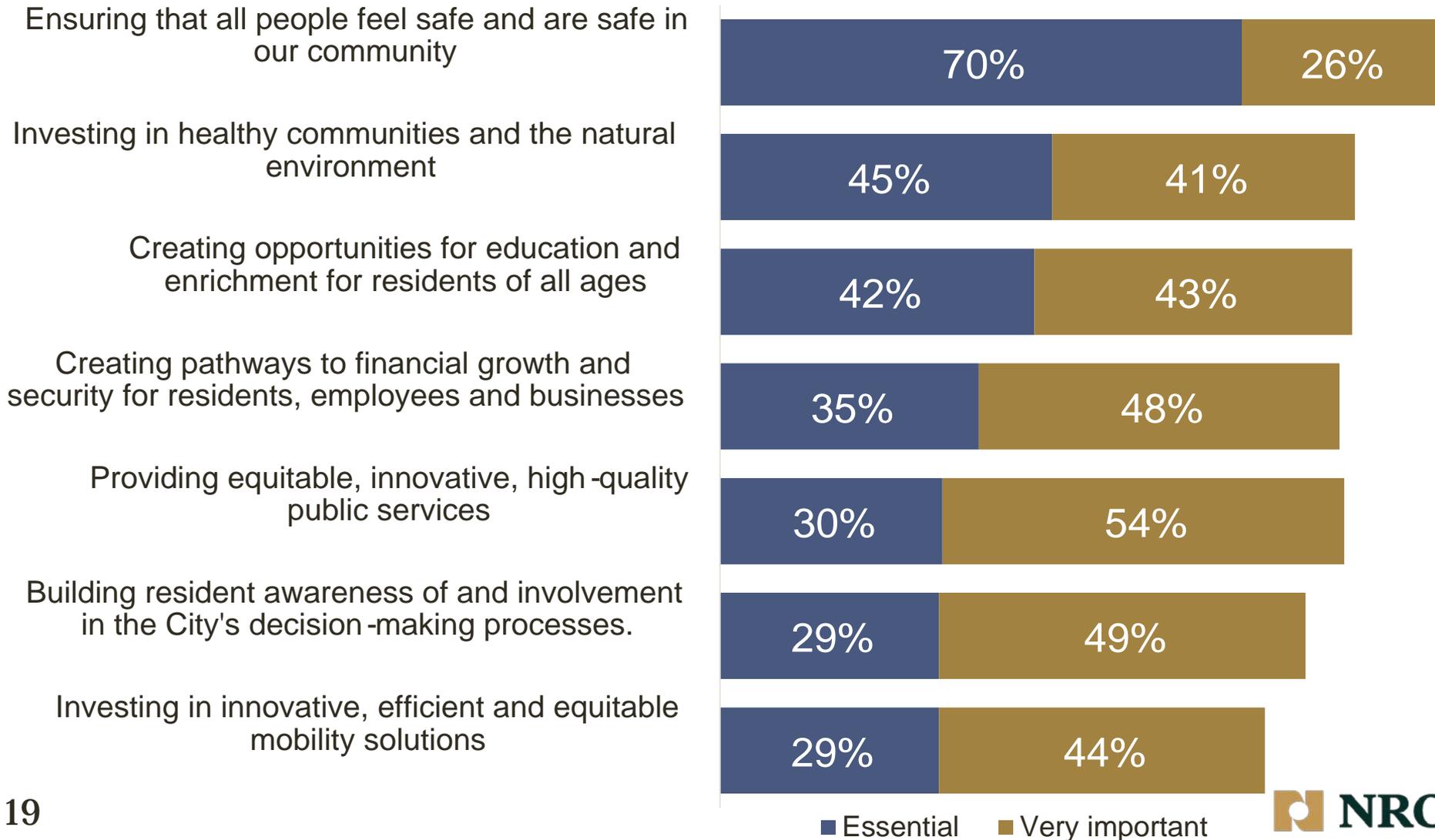




Key
Finding
#2

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

Strategic Planning Areas



Safety in Grand Rapids

90%

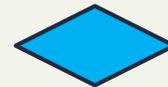
Feel safe in their neighborhood

85%

Feel safe in the downtown area

63%

Overall feeling of safety



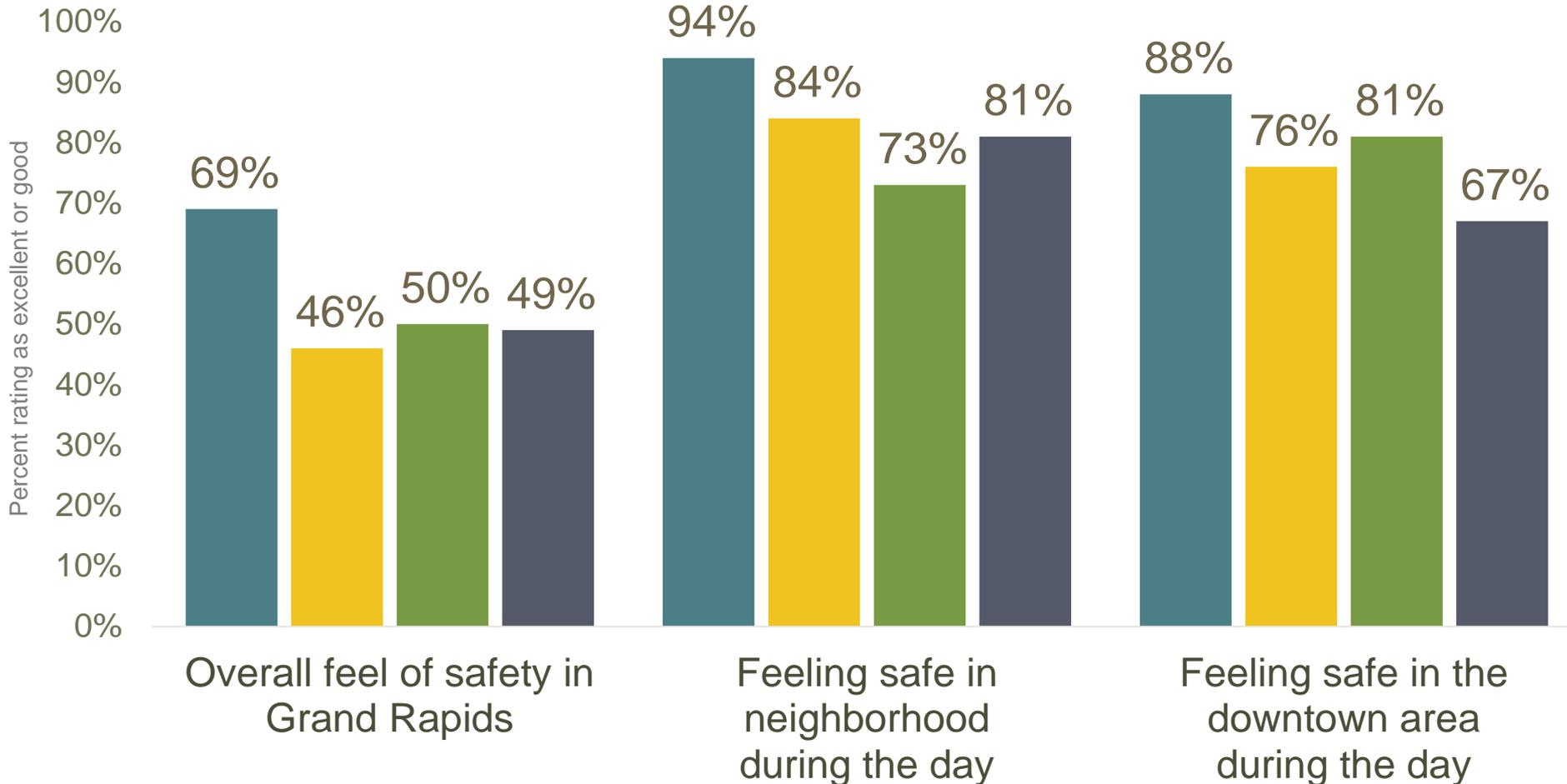
Percent excellent/good or very safe/somewhat safe



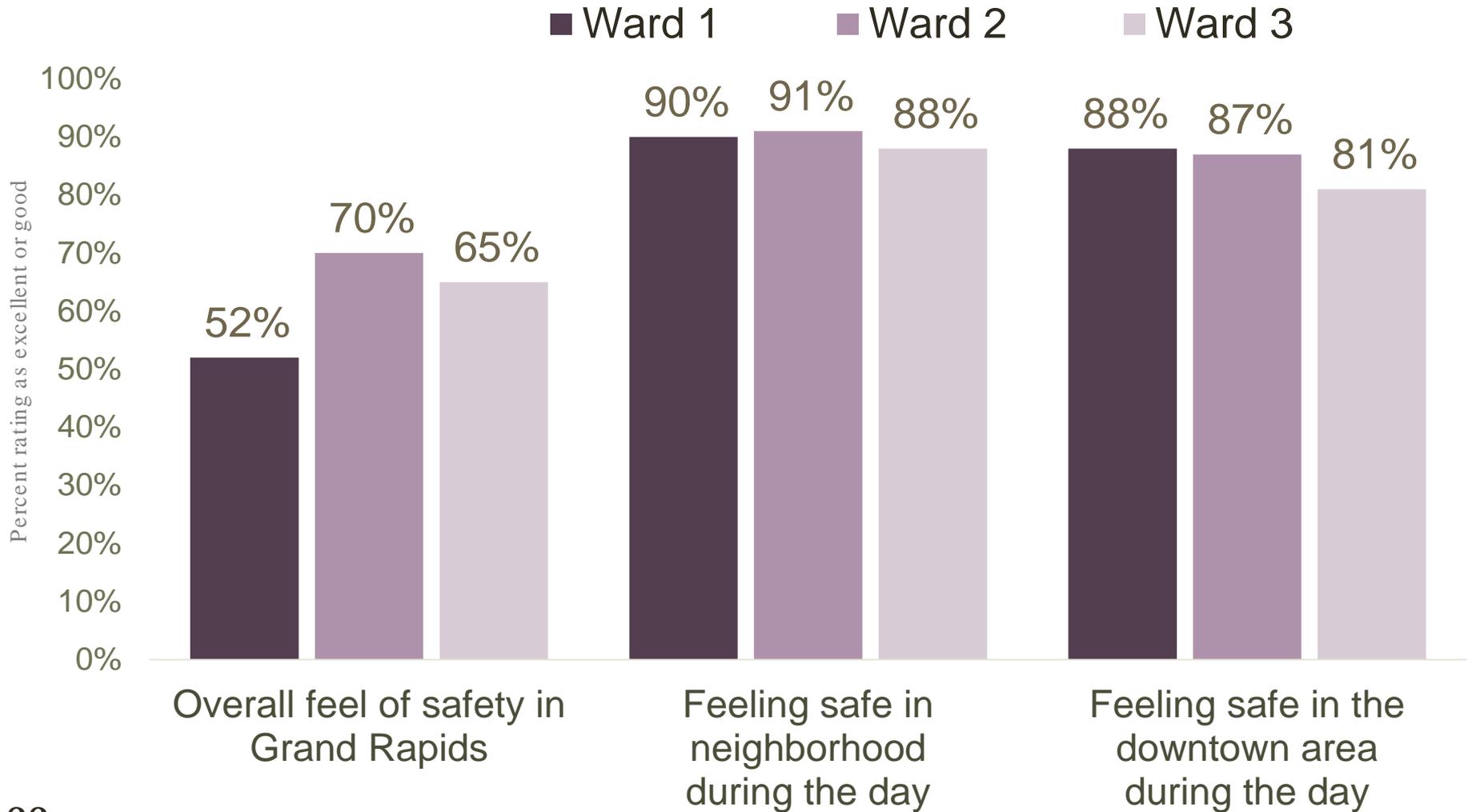
Lower than the national benchmark

Safety in Grand Rapids

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



Safety in Grand Rapids



Safety Services

91%



Fire

89%



Ambulance/EMS

72%



Fire prevention

63%



Police

62%



Emergency preparedness and response

50%



Animal control

48%



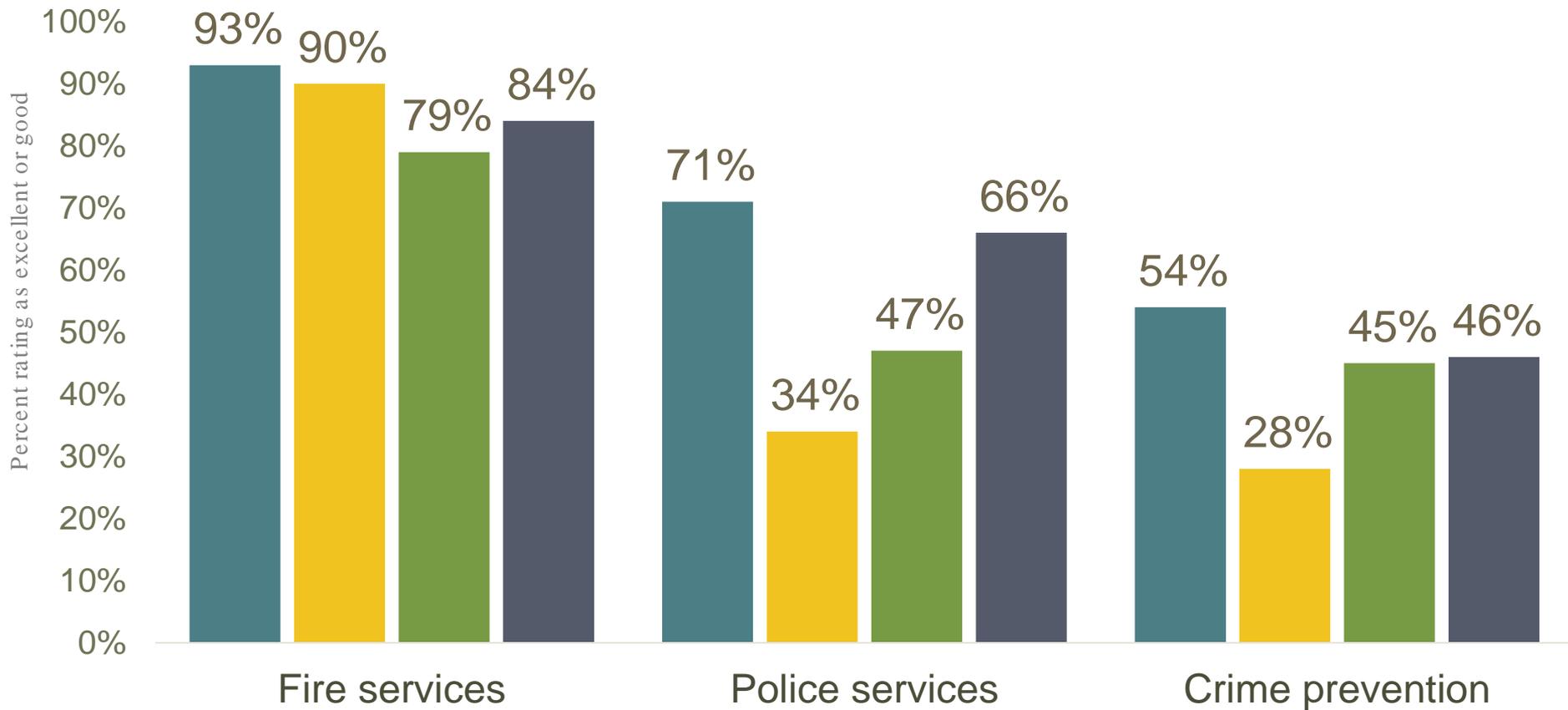
Crime prevention



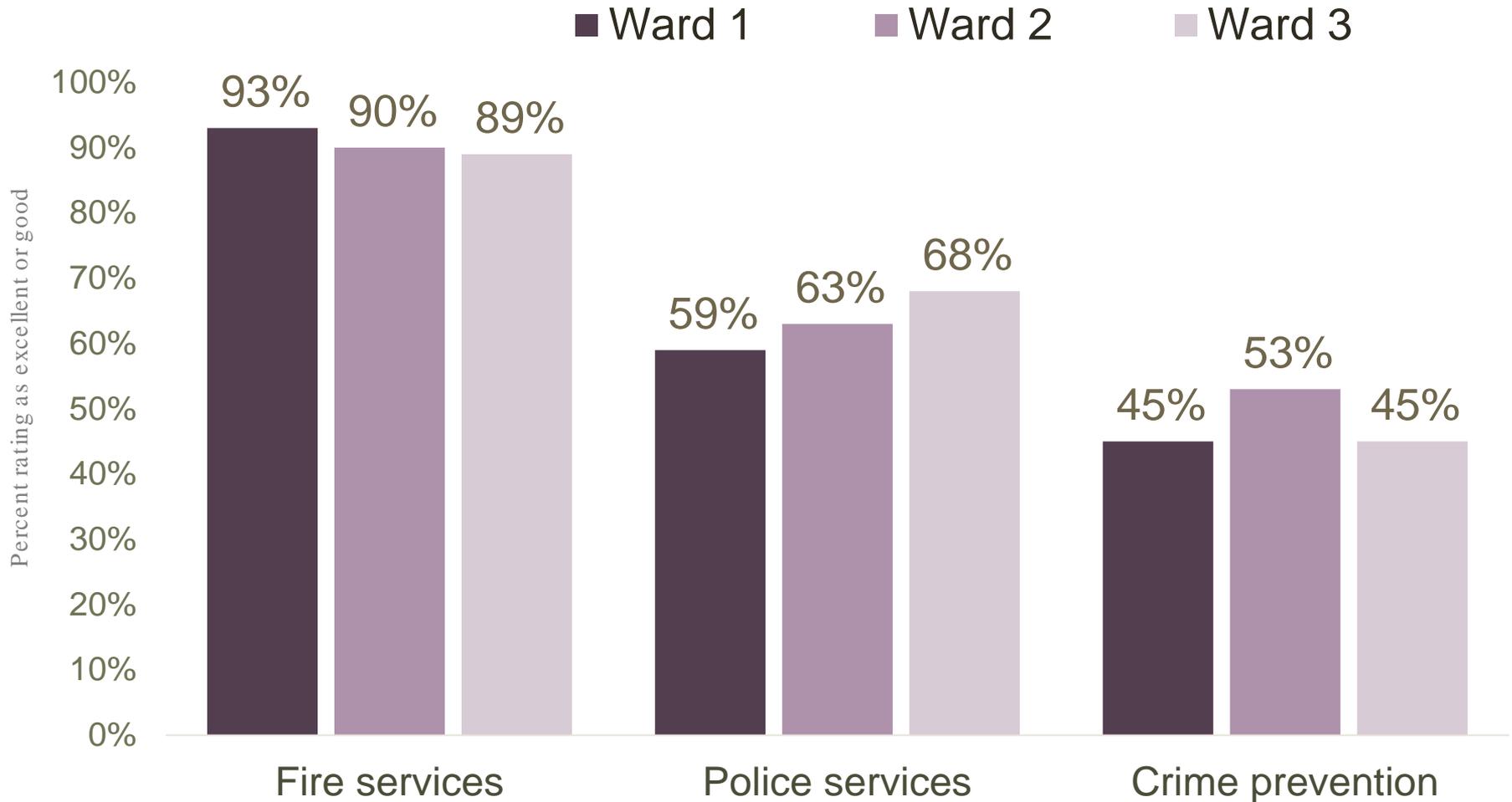
Lower than the national benchmark

Safety Services

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Safety Services





Key
Finding
#3

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

Grand Rapids' Economy

Overall economic health

66%



Place to visit

★ 84%



Economic development

64%



Employment opportunities

★ 71%



Place to work

★ 78%



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

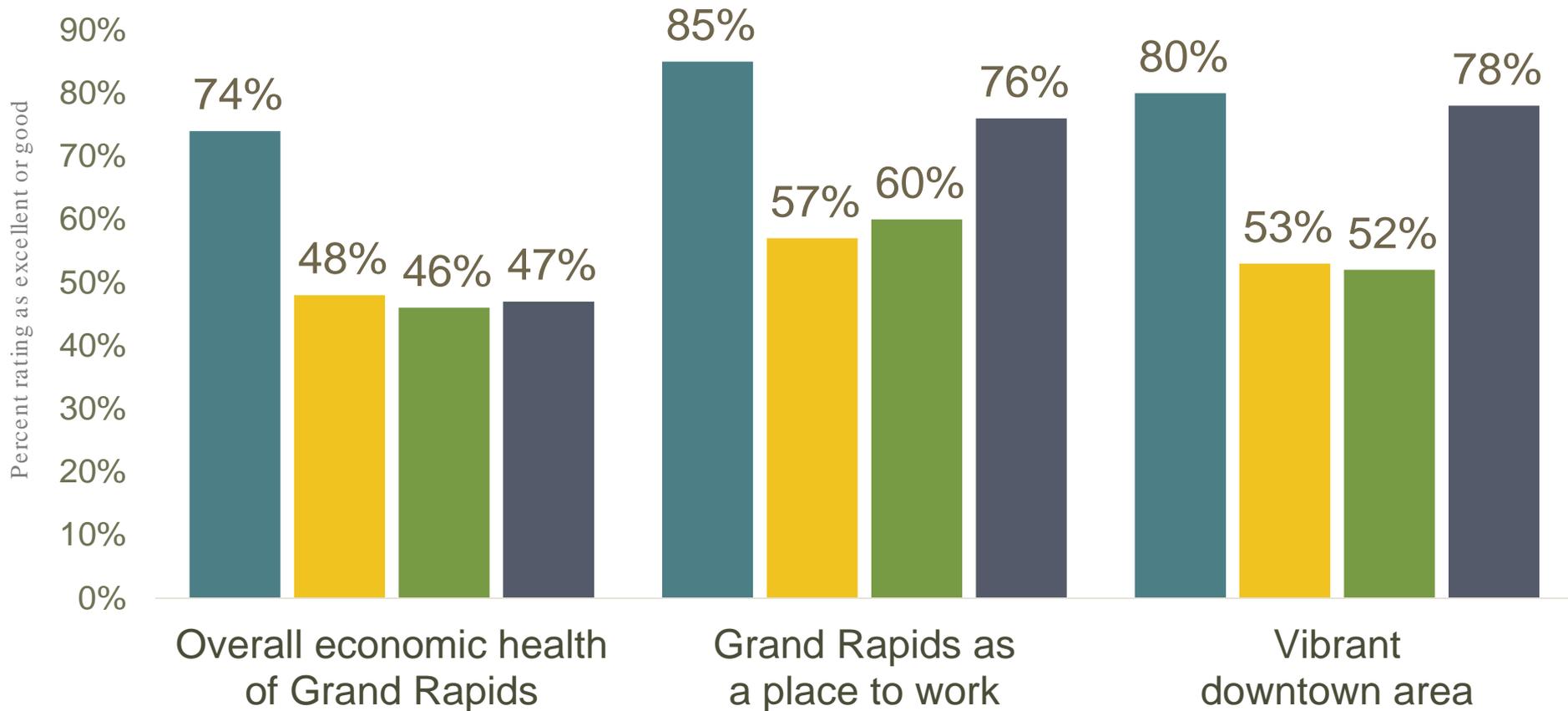
New development in
Grand Rapids



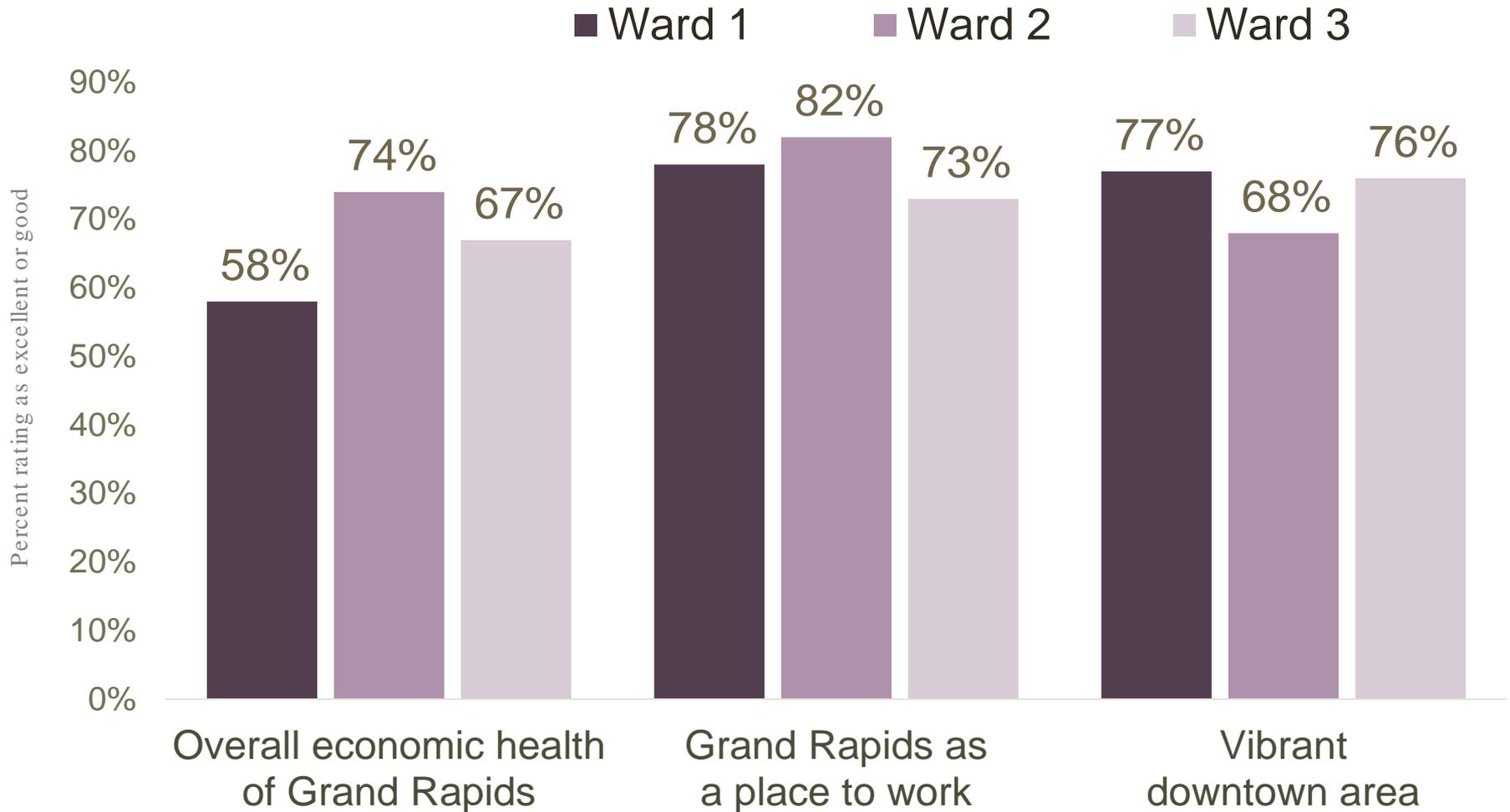
Higher than the national and
population benchmarks

Ratings of Economic Items

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



Ratings of Economic Items



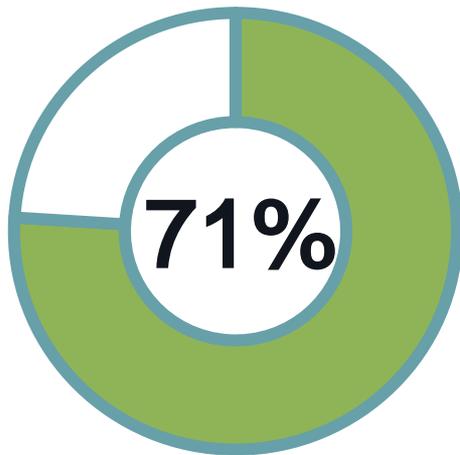


Key
Finding
#4

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

Education and Enrichment

Overall education and enrichment opportunities



82%

Opportunities to attend religious or spiritual events and activities

79%

★ Opportunities to attend cultural/arts/music activities

58%

Adult educational opportunities

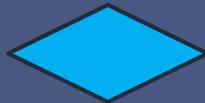
Percent excellent/good

★ Higher than the national and population benchmarks

Child Care and Education

47%

K-12
education



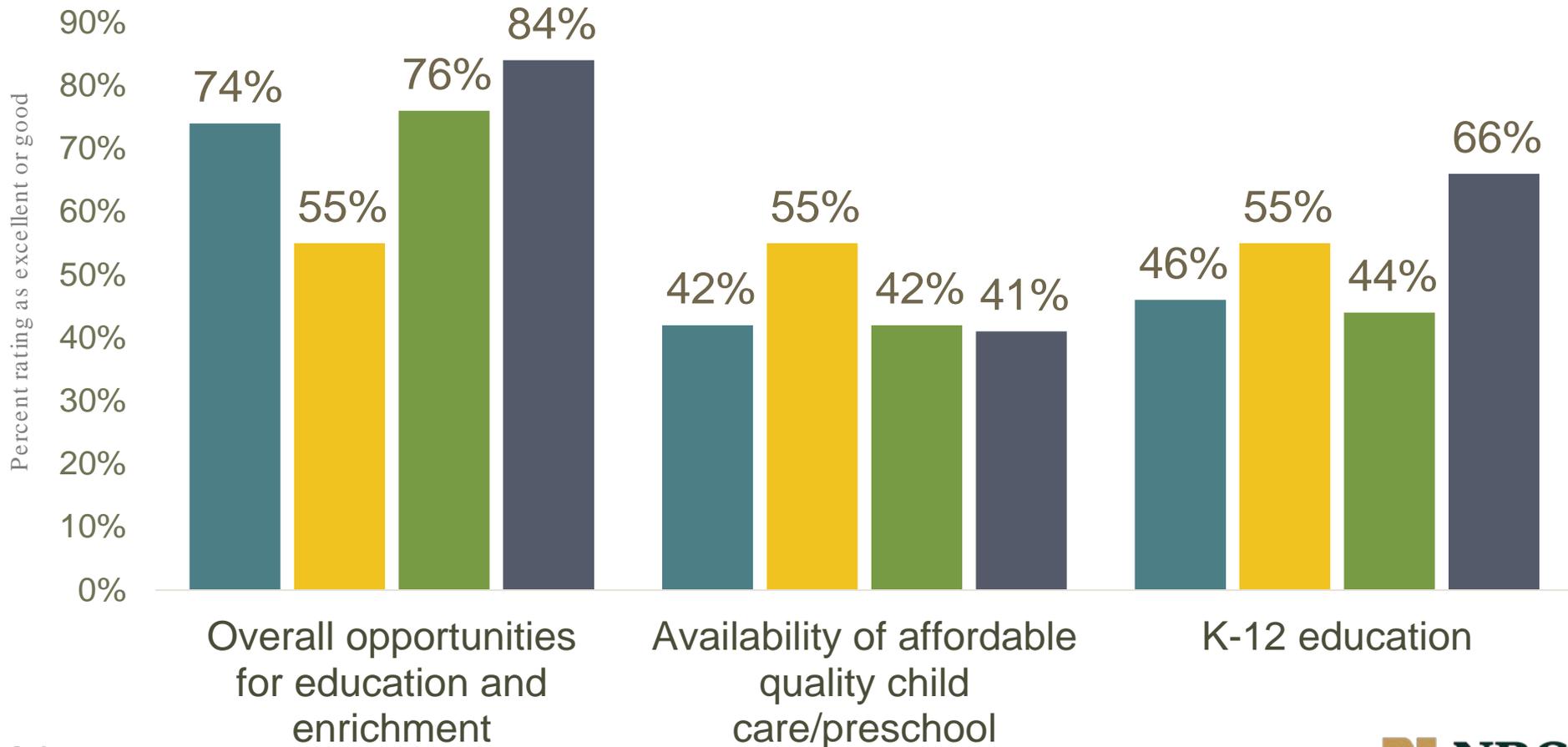
46%

Availability of
affordable
quality child
care and
preschool

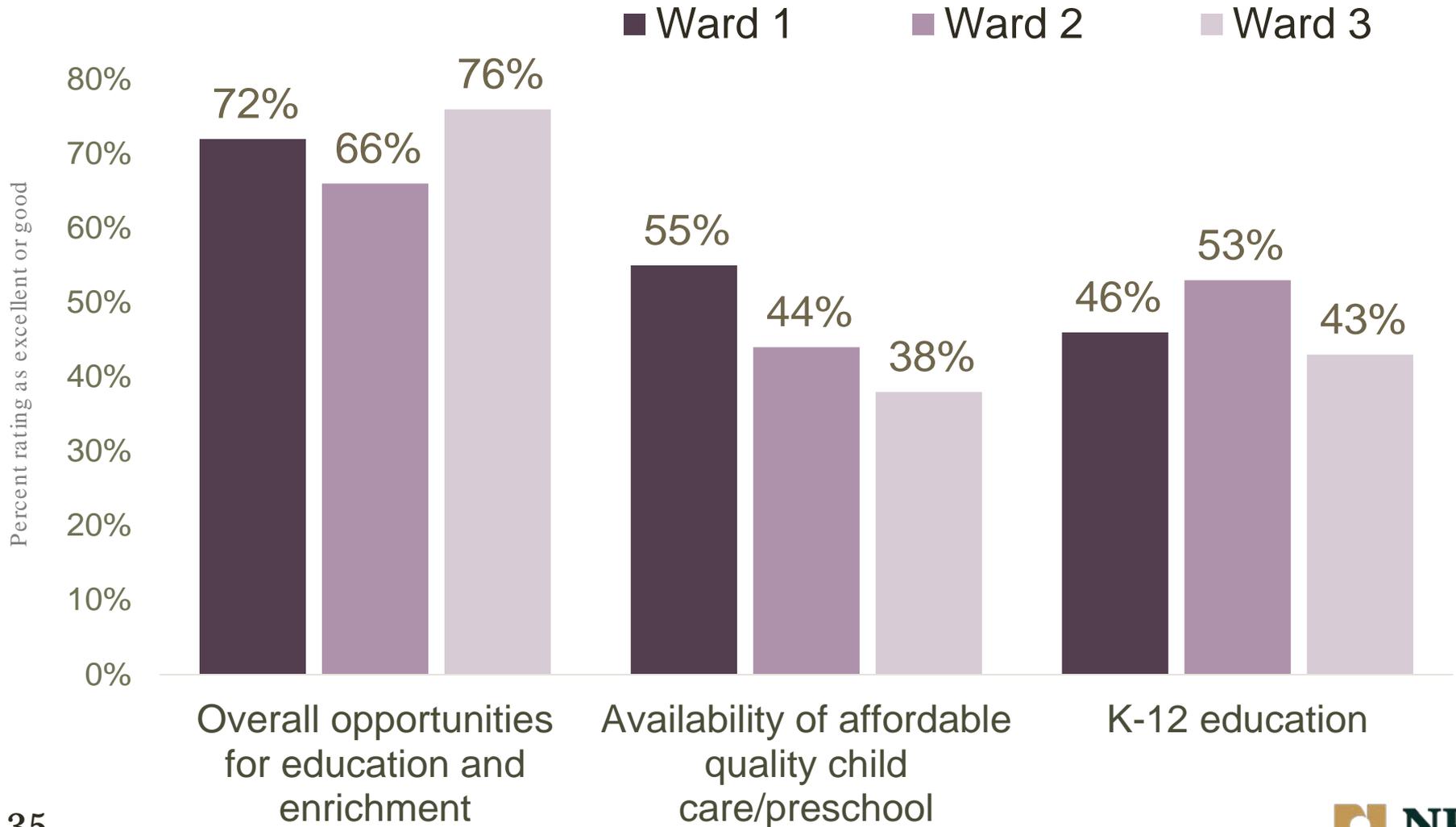


Ratings of Education & Enrichment

■ 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

72% Walked or biked instead of driving



52% Carpooled instead of driving alone

39% Used public transportation instead of driving



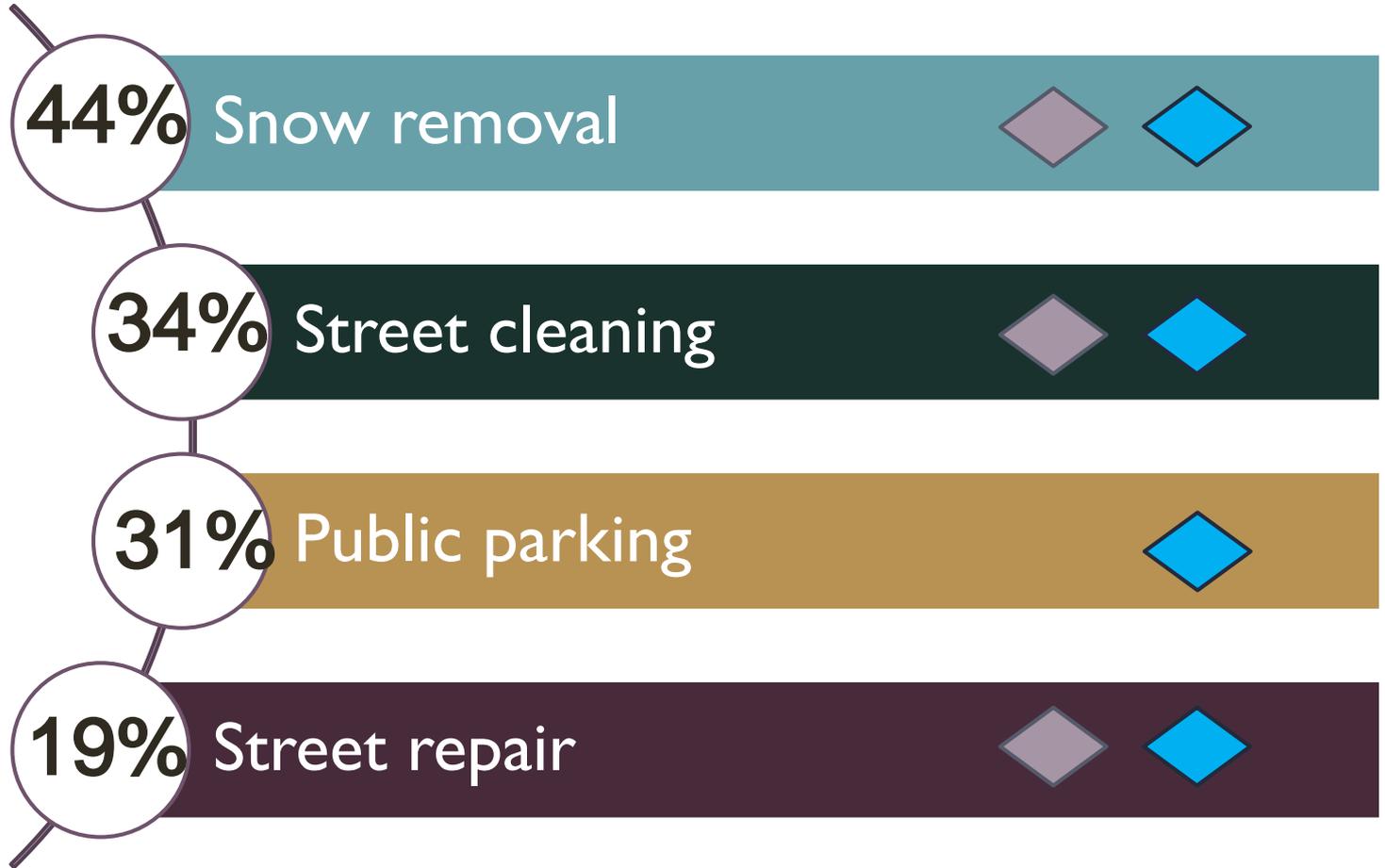
Percent at least once a month



Higher than the national and population benchmarks



Aspects of Car Travel



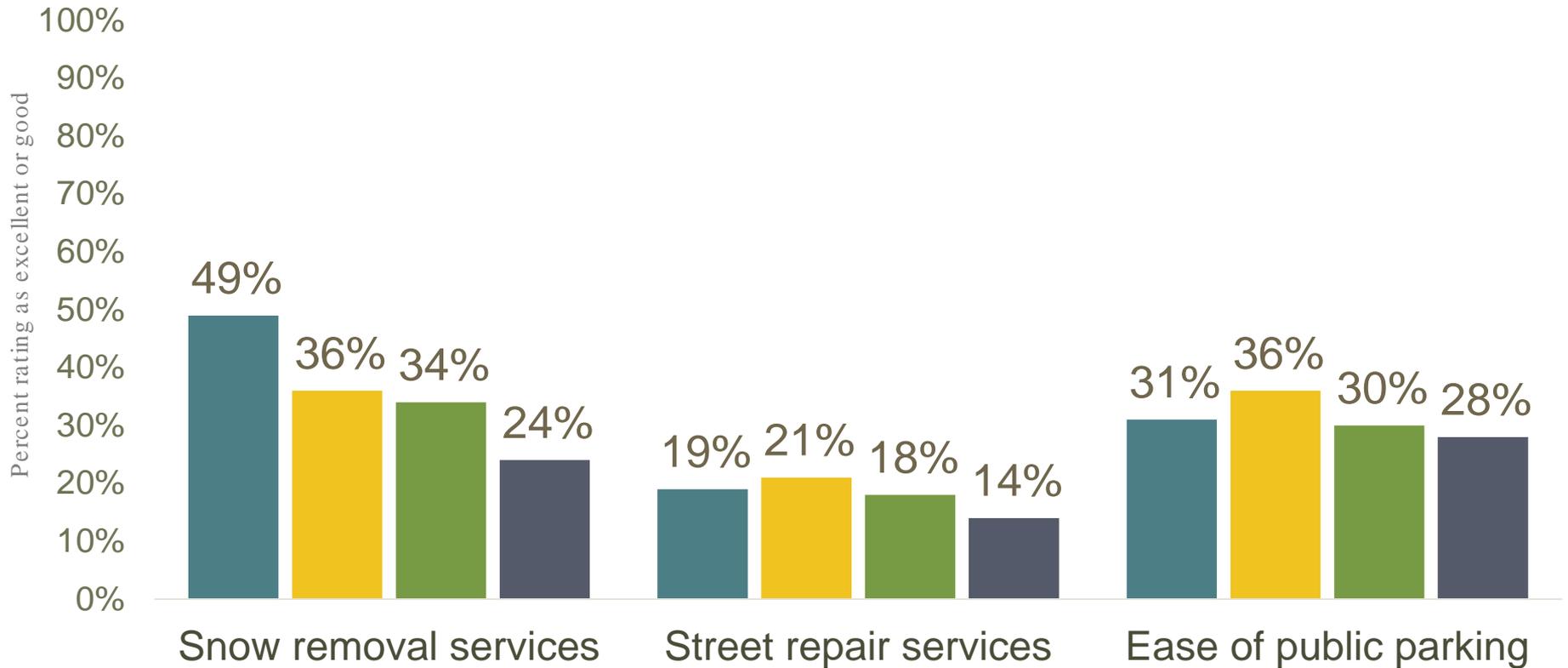
Percent excellent/good
38

 Lower than the national benchmark
 Lower than the population benchmark

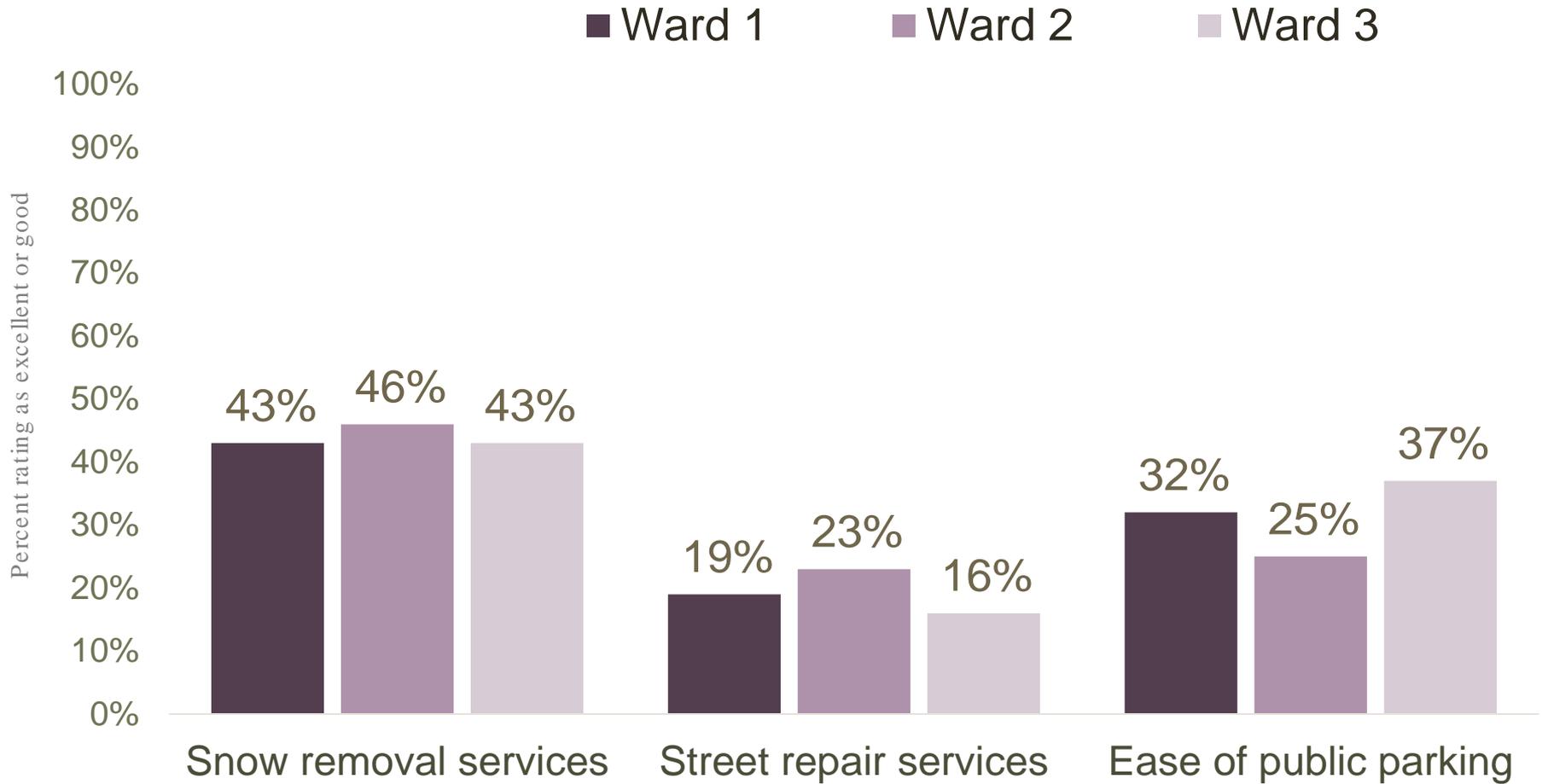


Ratings of Street Services & Parking

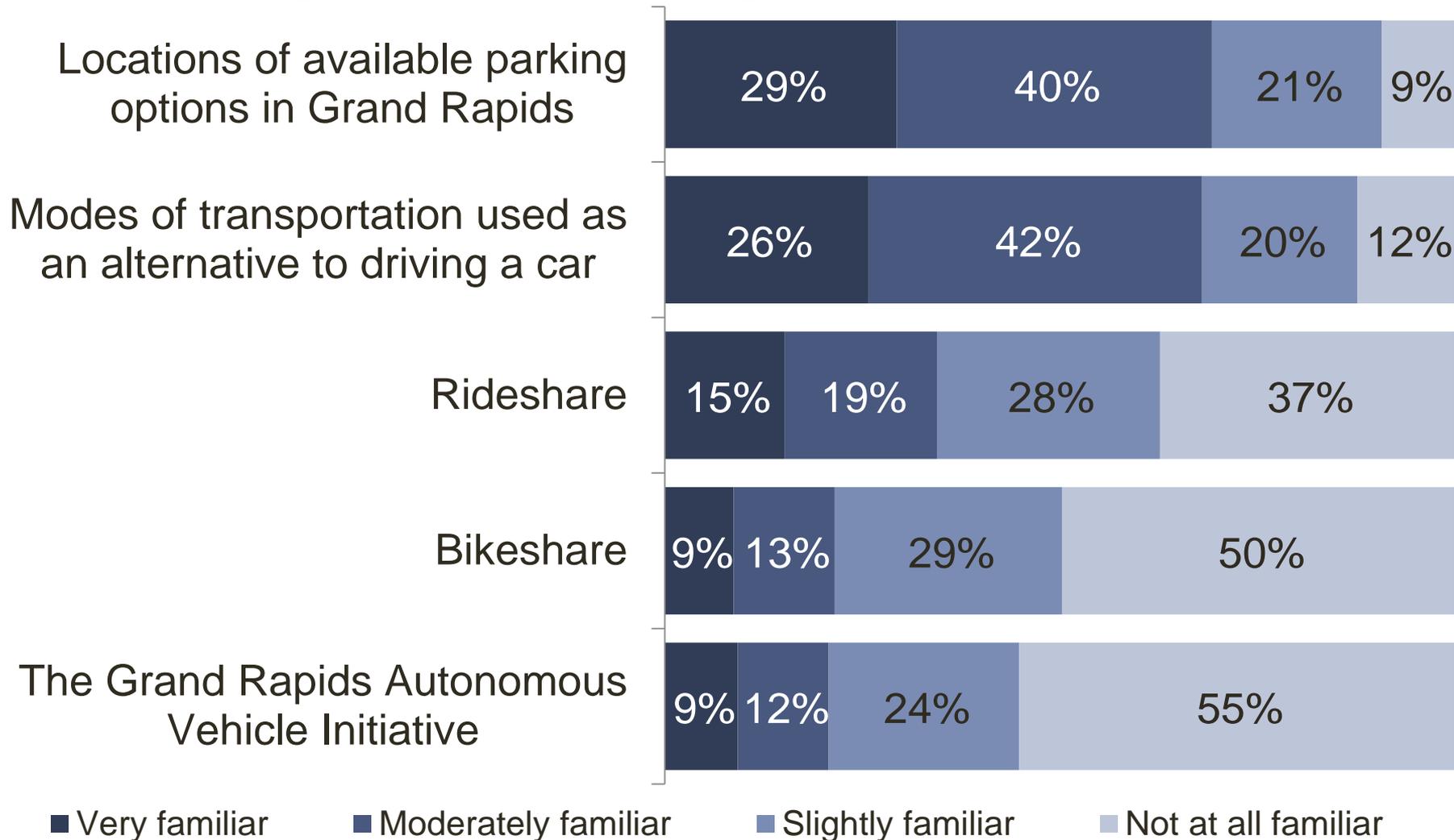
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Ratings of Street Services & Parking



Familiarity with Mobility Options



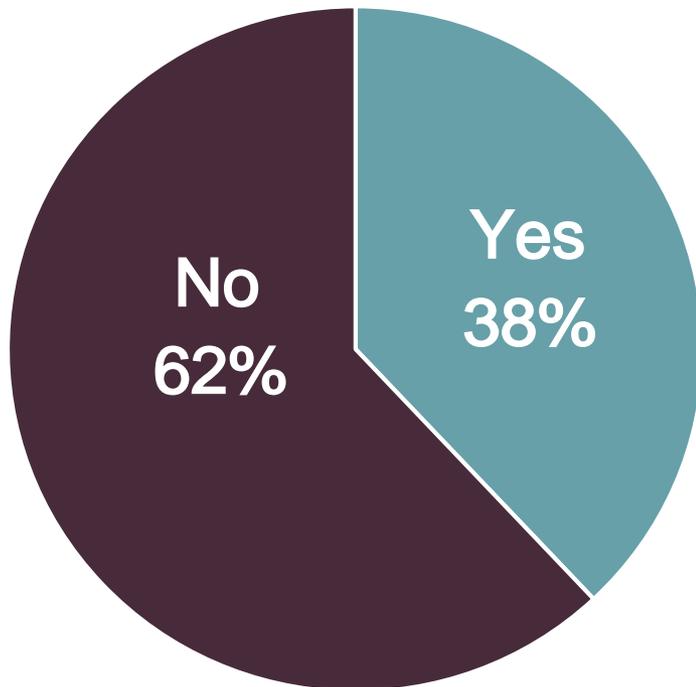


Key
Finding
#6

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

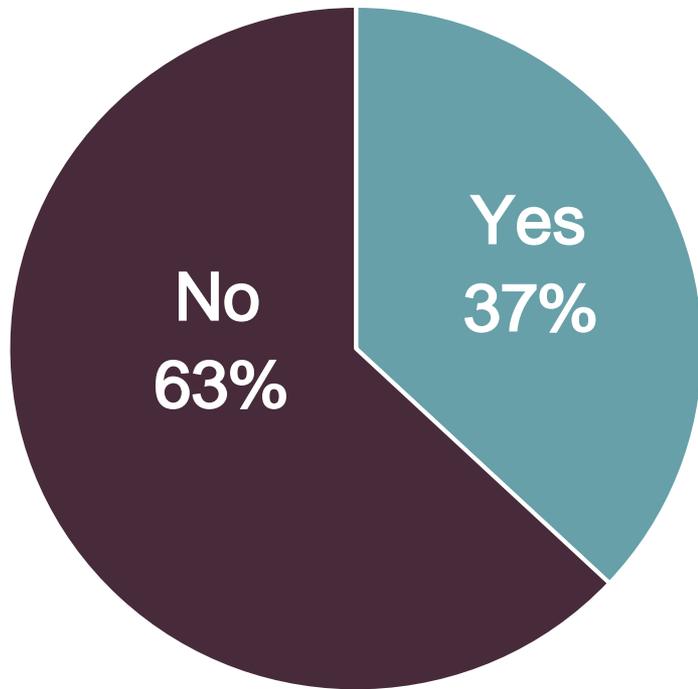
rated the overall customer service of Grand Rapids employees (police, receptionists, planners, etc.)

as *excellent* or *good*

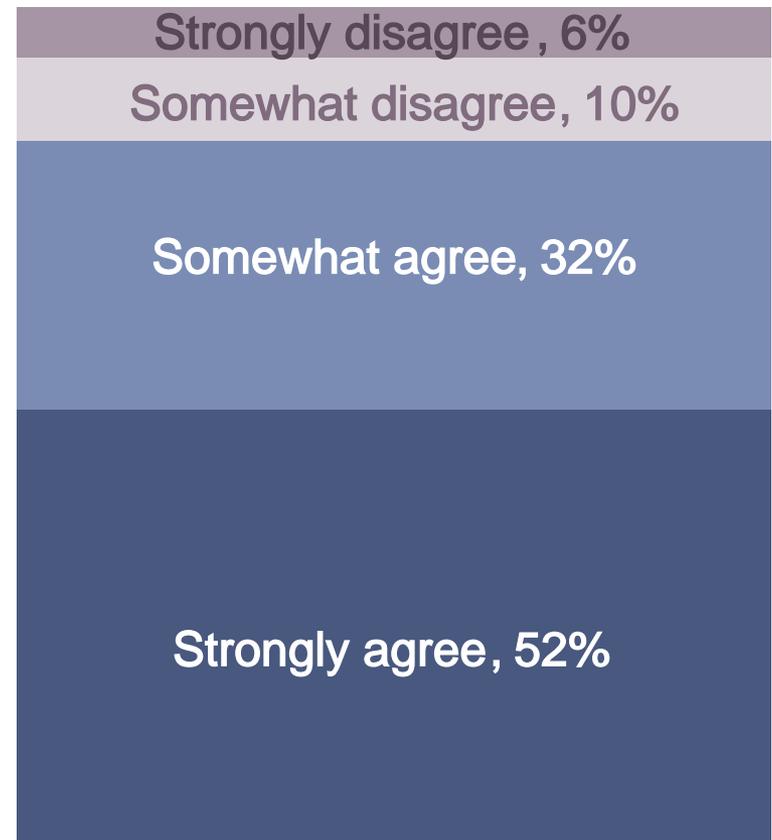


Resident Interaction with Justice System

Contact

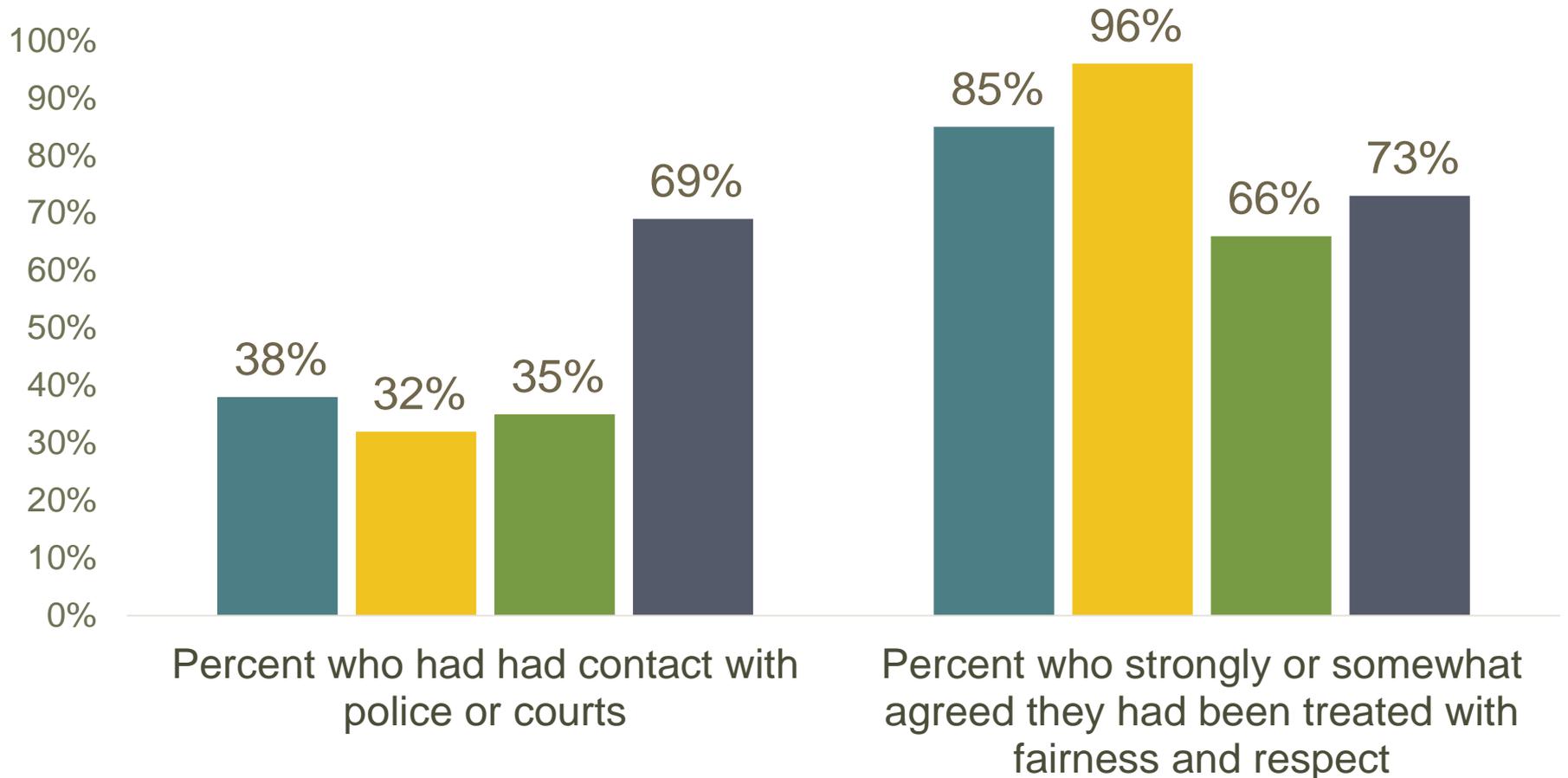


How Much Agree was Treated with Fairness and Respect

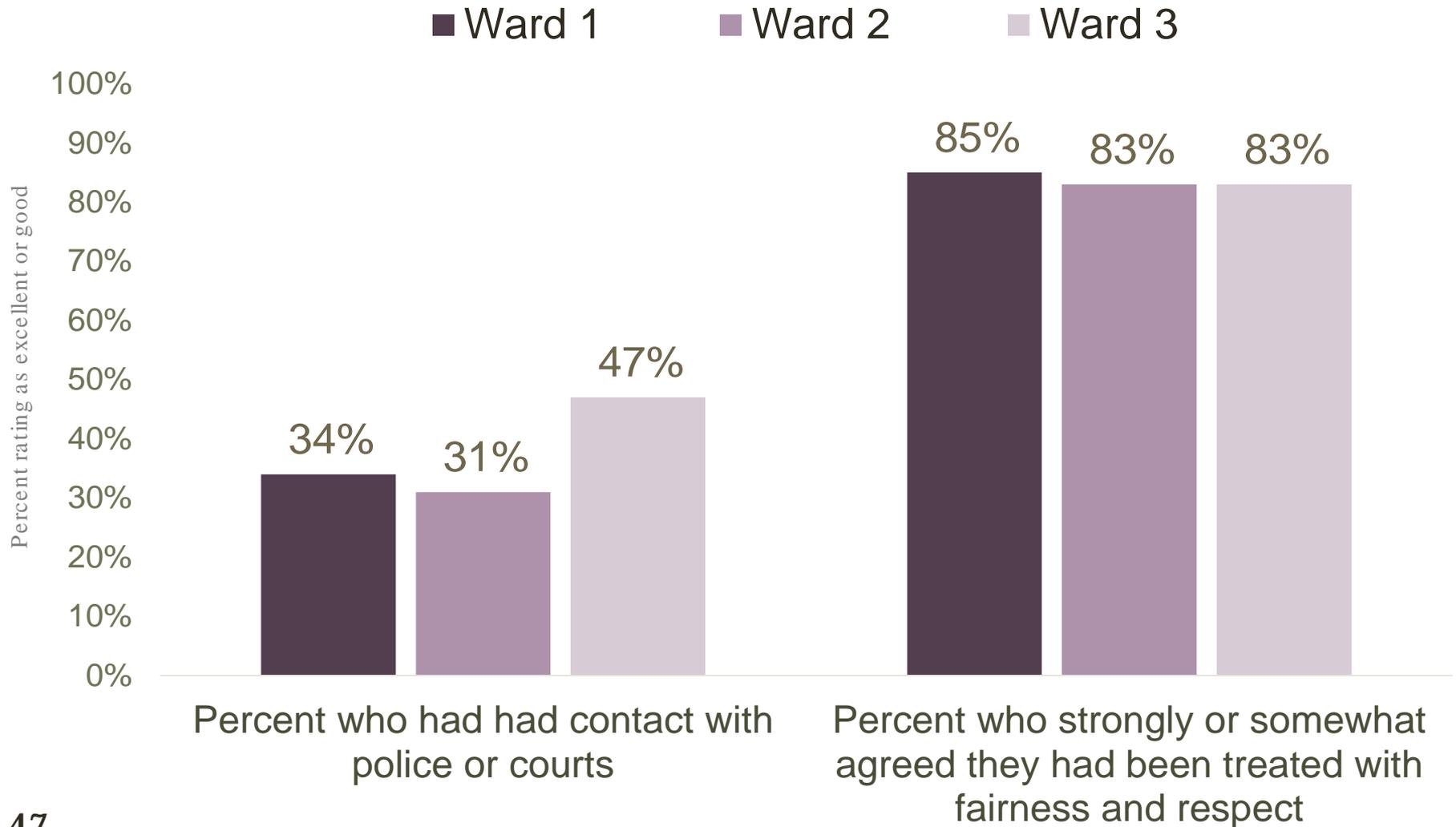


Resident Interaction with Justice System

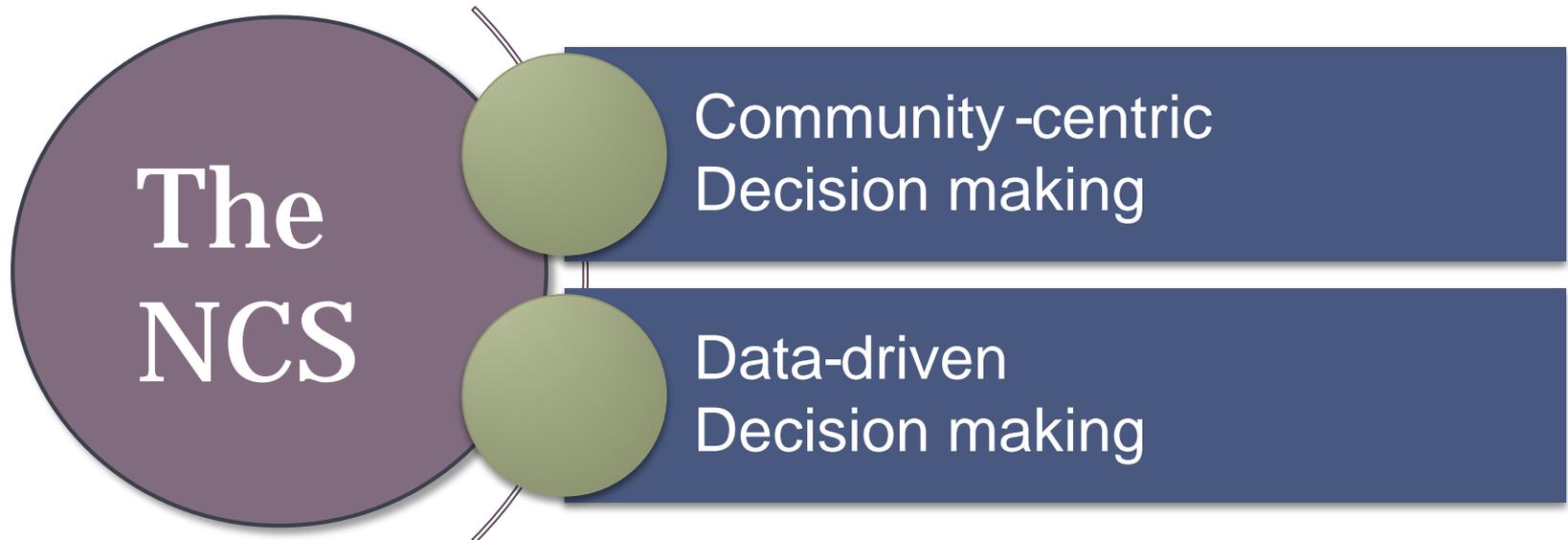
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Resident Interaction with Justice System



Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate



Questions?



Thank you!



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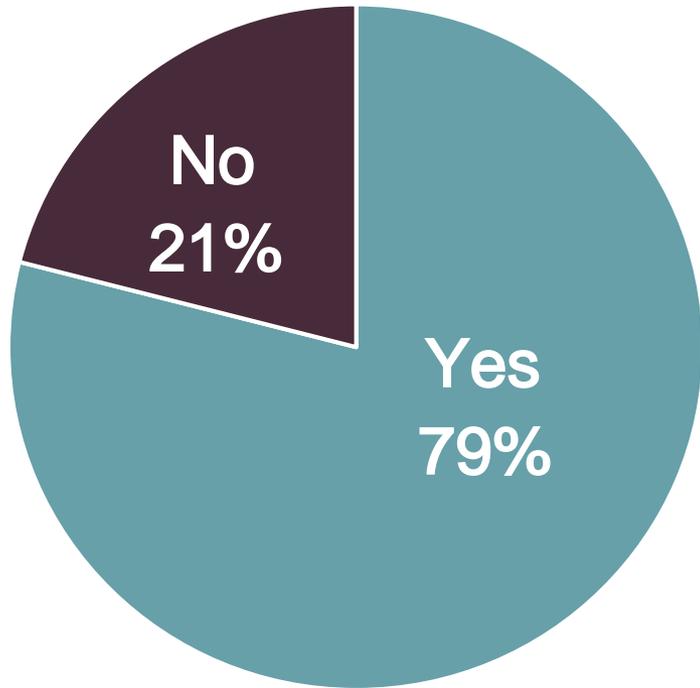


Key
Finding
#7

**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

