

Grand Rapids, MI

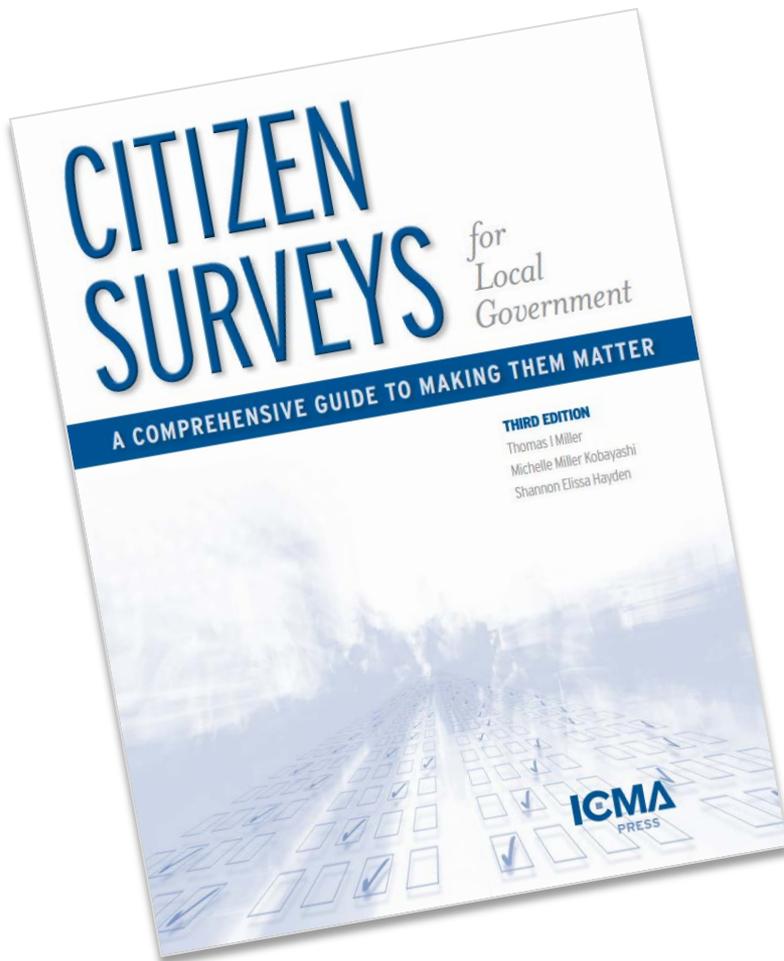
Key Findings
2022



“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

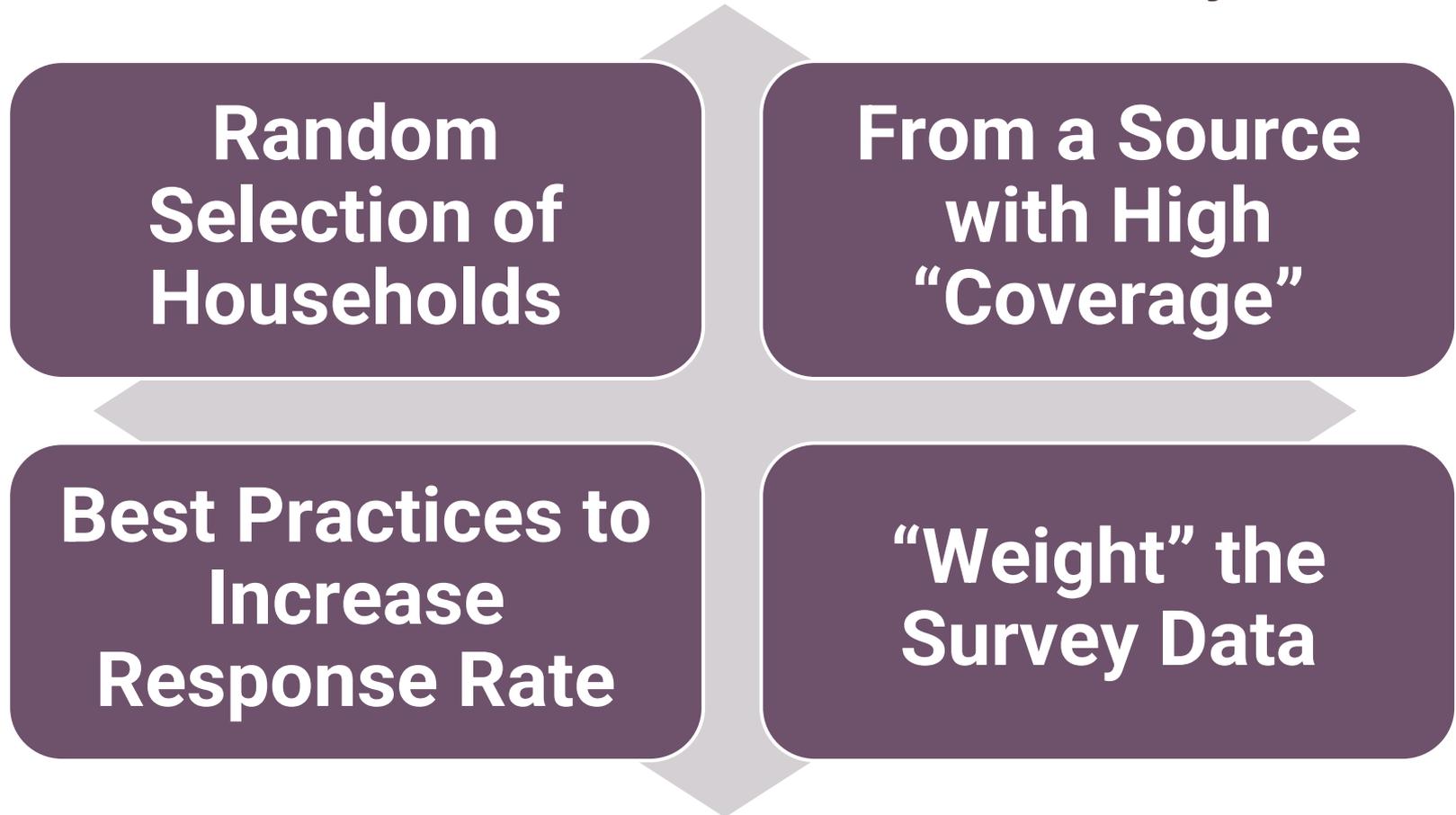
About The National Community Survey

- Community Livability:
 - Community Characteristics
 - Governance
 - Participation



Survey Administration

Hallmarks of a “Scientific” Survey

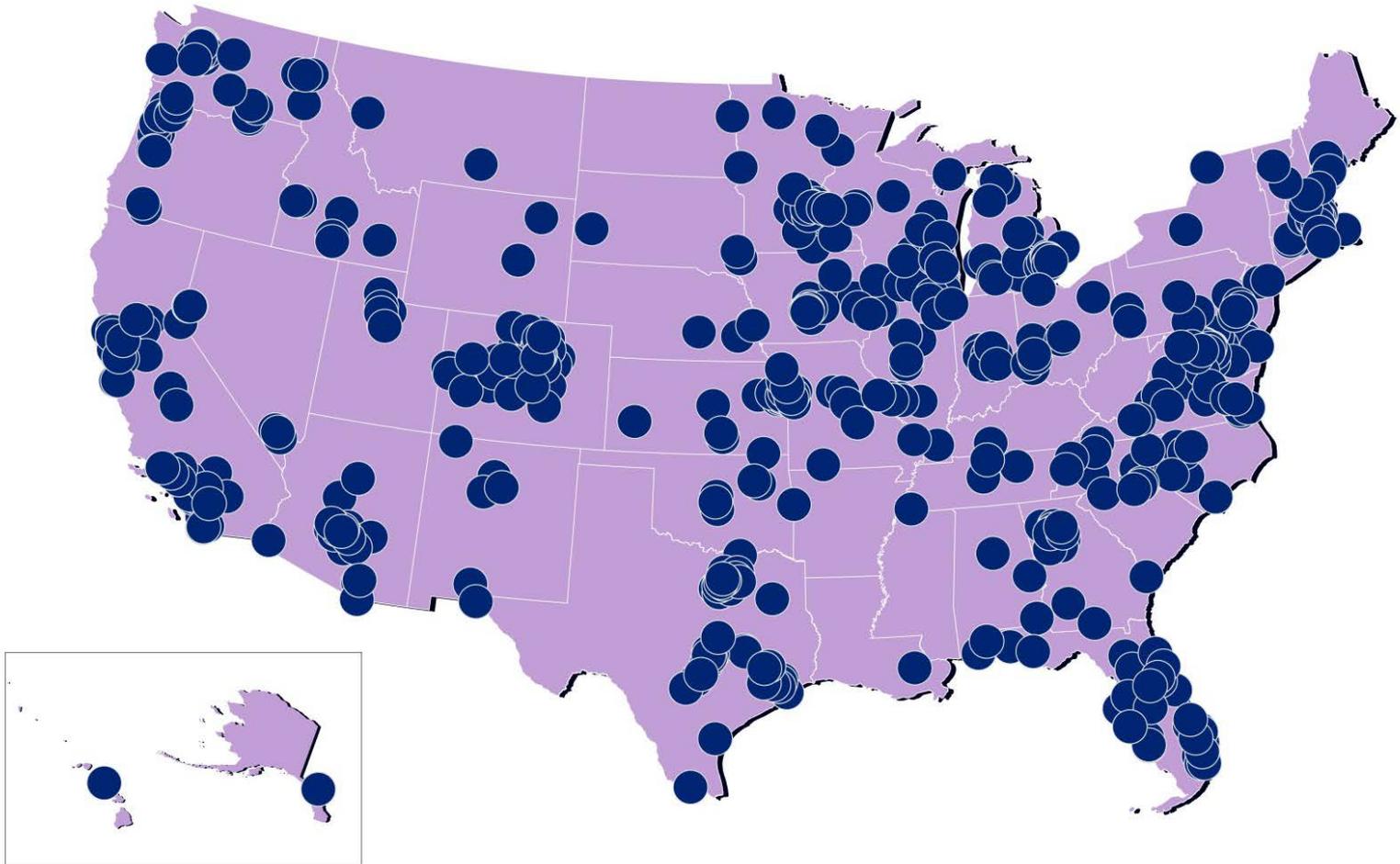


The NCS & Grand Rapids

- **Second iteration of the NCS (first in late 2019)**
- **Scientific sample of 5,730 households**
 - **750 returned surveys; 13% response rate**
 - **±4% margin of error**



NRC National Benchmark Comparisons



Areas of strength vs. peer cities

Grand Rapids ranked at or near 85th percentile vs. peer cities in eight areas:



Opportunities to attend cultural/arts/music activities (#1)



Community support for the arts (#1)

- **Opportunities to attend special events & festivals (#1)**
- **Water resources (#2)**
- **Bus or transit services (#2)**
- **Opportunities for education, culture and arts (#3)**
- **Ease of travel by public transportation (#3)**
- **Public library services (#3)**
- **Overall opportunities for music/culture/arts (#3)**
- **Employment opportunities (#4)**



Also ranked >85th percentile vs. national benchmarks

Key Focus Areas

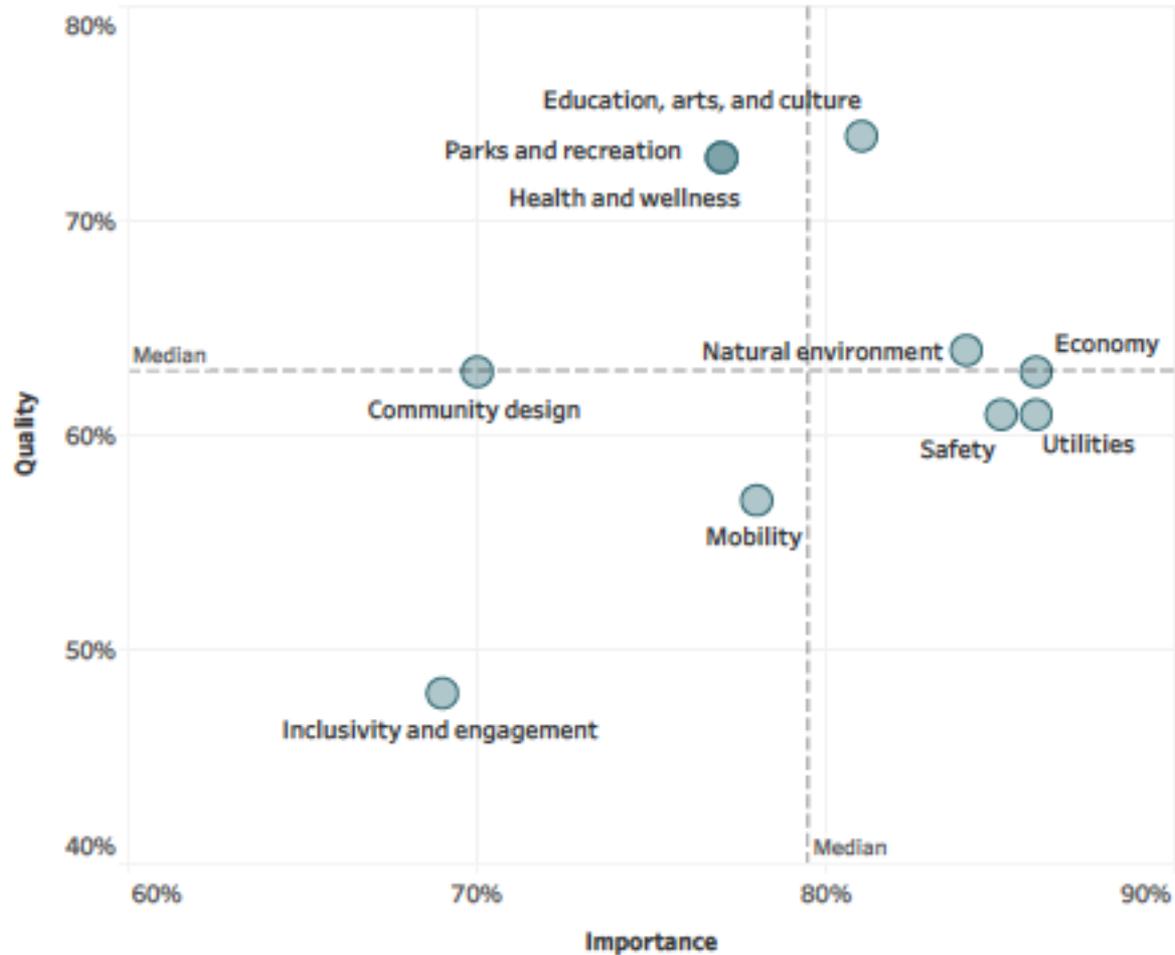
★ Key focus areas ★ Higher-performing focus areas

Legend

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



Key Focus Areas

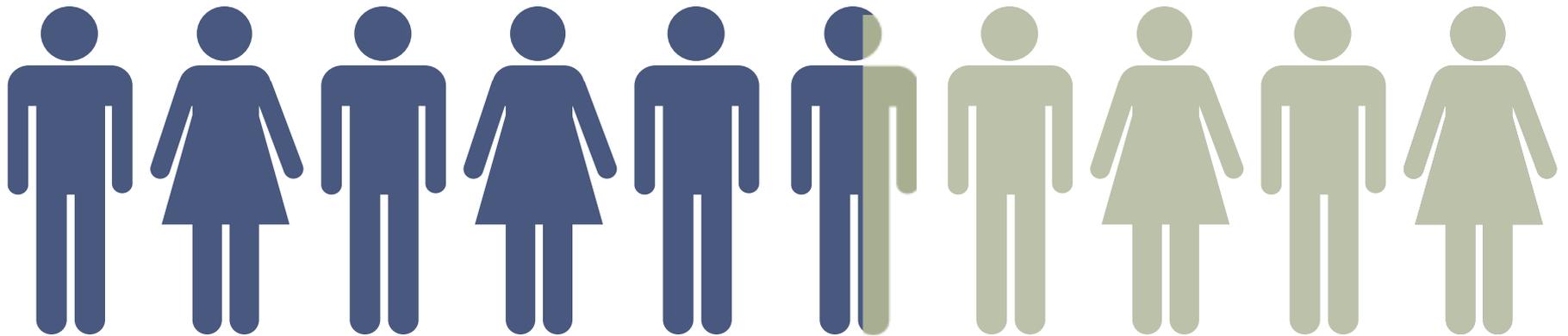


Key Finding #1:

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

Living in Grand Rapids

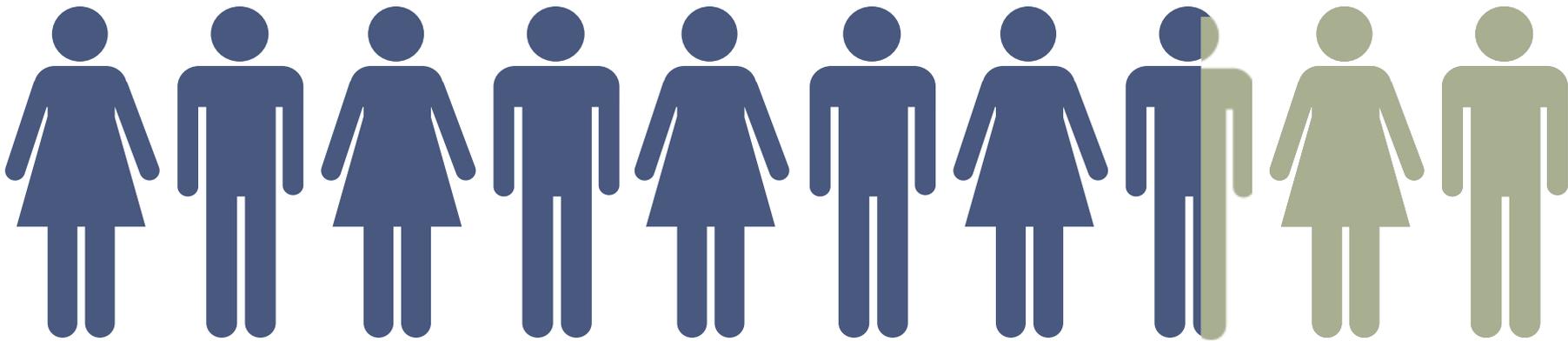
Nearly **6 in 10**



Felt the COVID-19 pandemic had
a *major* or *moderate* impact
on their **overall quality of life**

Living in Grand Rapids

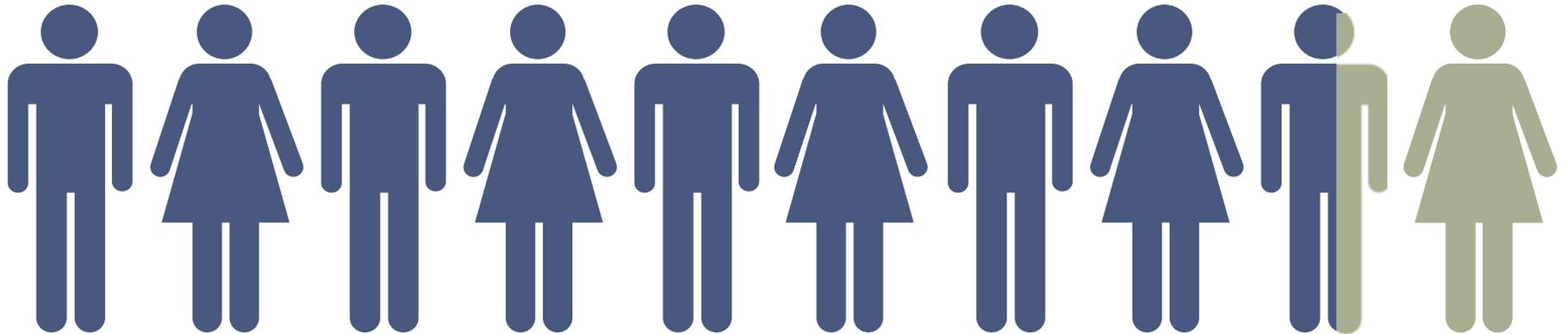
Nearly **8 in 10**



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

Living in Grand Rapids

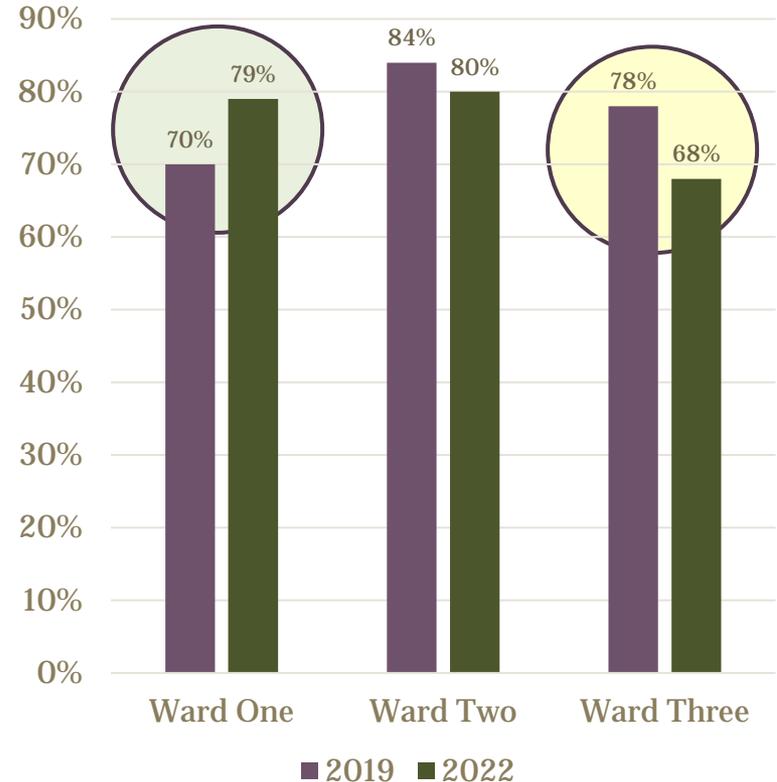
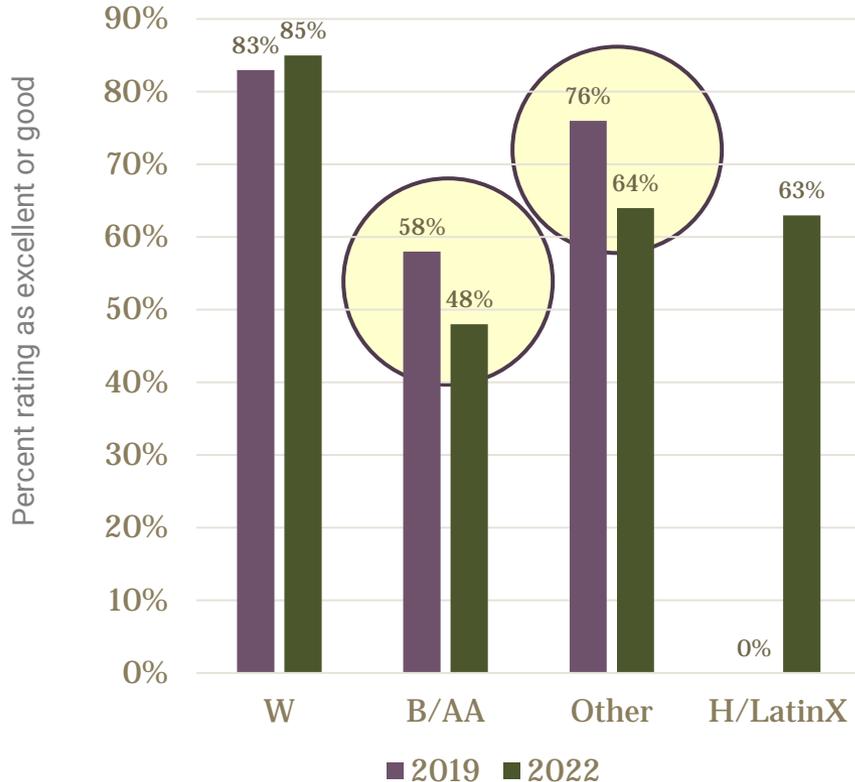
More than **8 in 10**



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

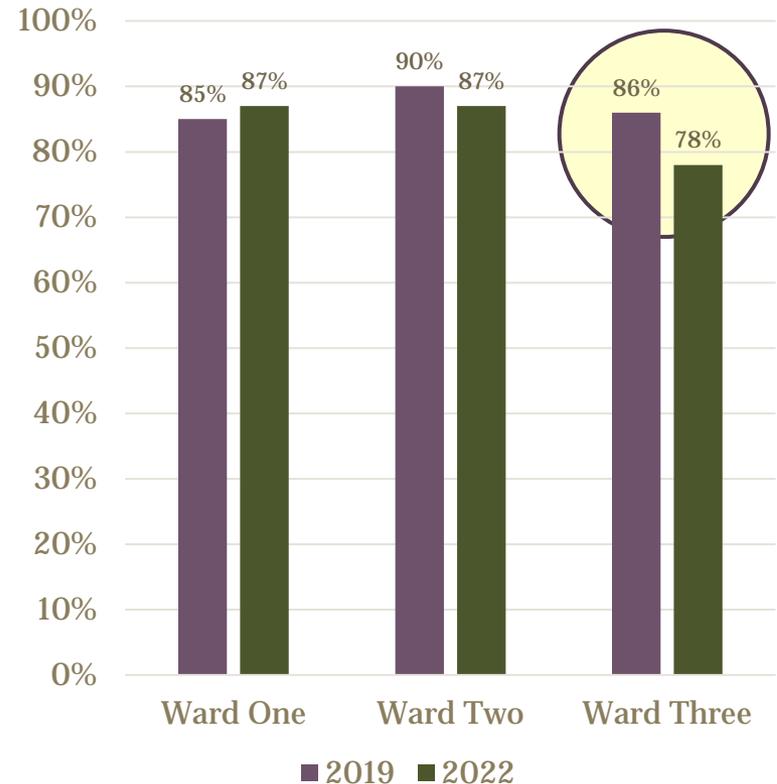
Living in Grand Rapids

Overall Quality of Life



Living in Grand Rapids

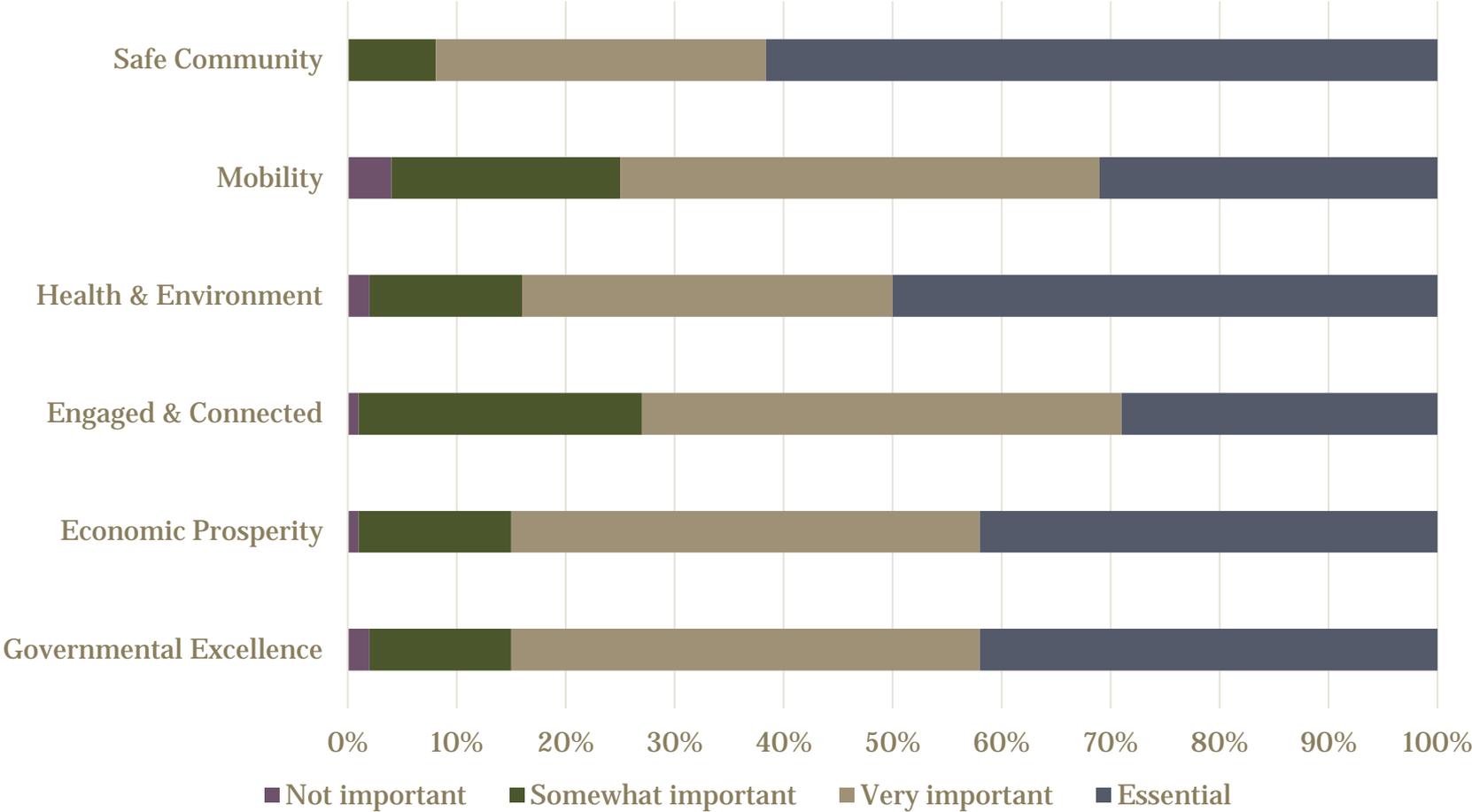
Grand Rapids as a Place to Live



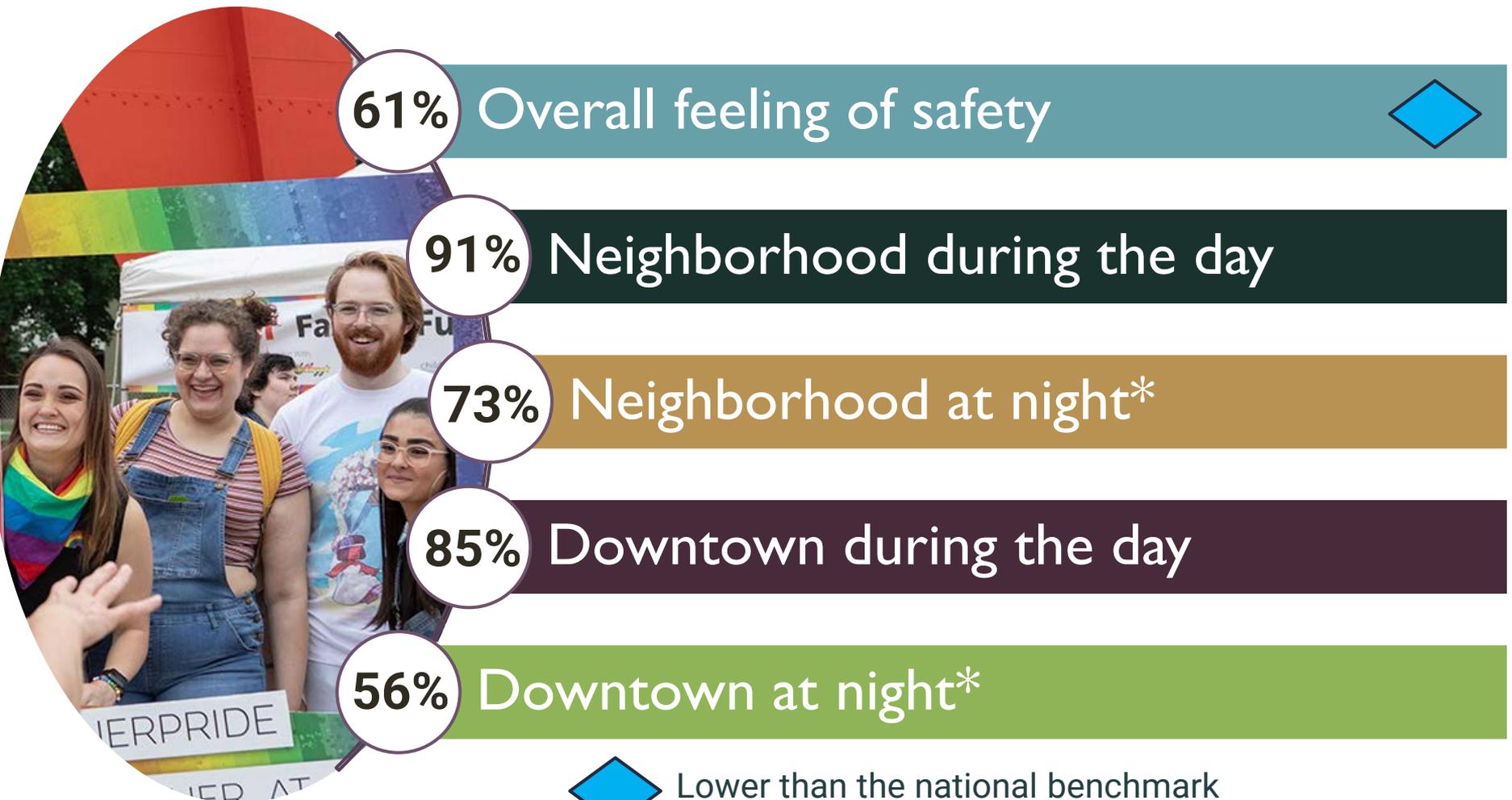
Key Finding #2:

**Safety remains a *priority*
for residents, with
opportunities for
improvement.**

Strategic Planning Areas



Feeling of Safety in Grand Rapids

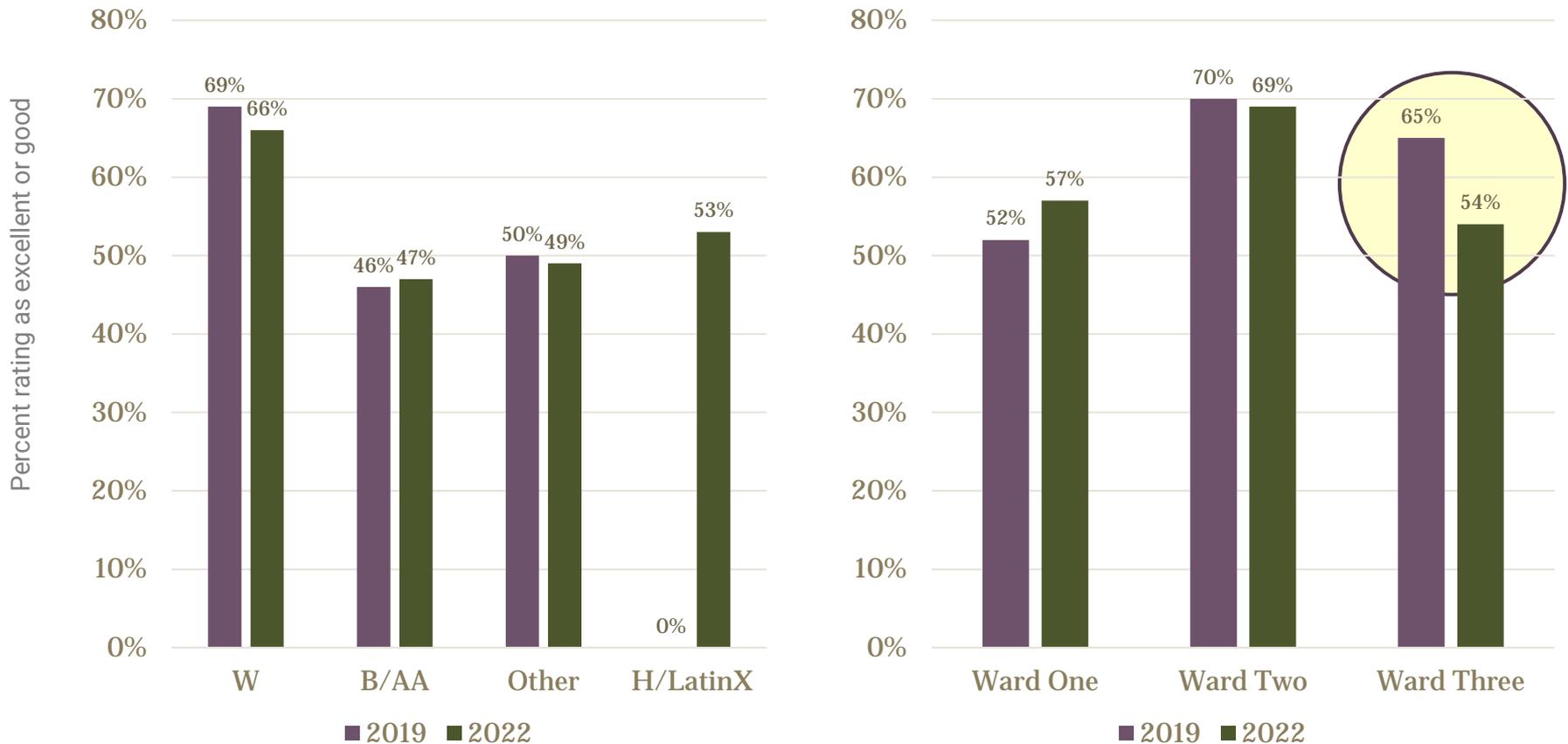


Percent very/somewhat safe
19

 Lower than the national benchmark
 Lower than the population benchmark

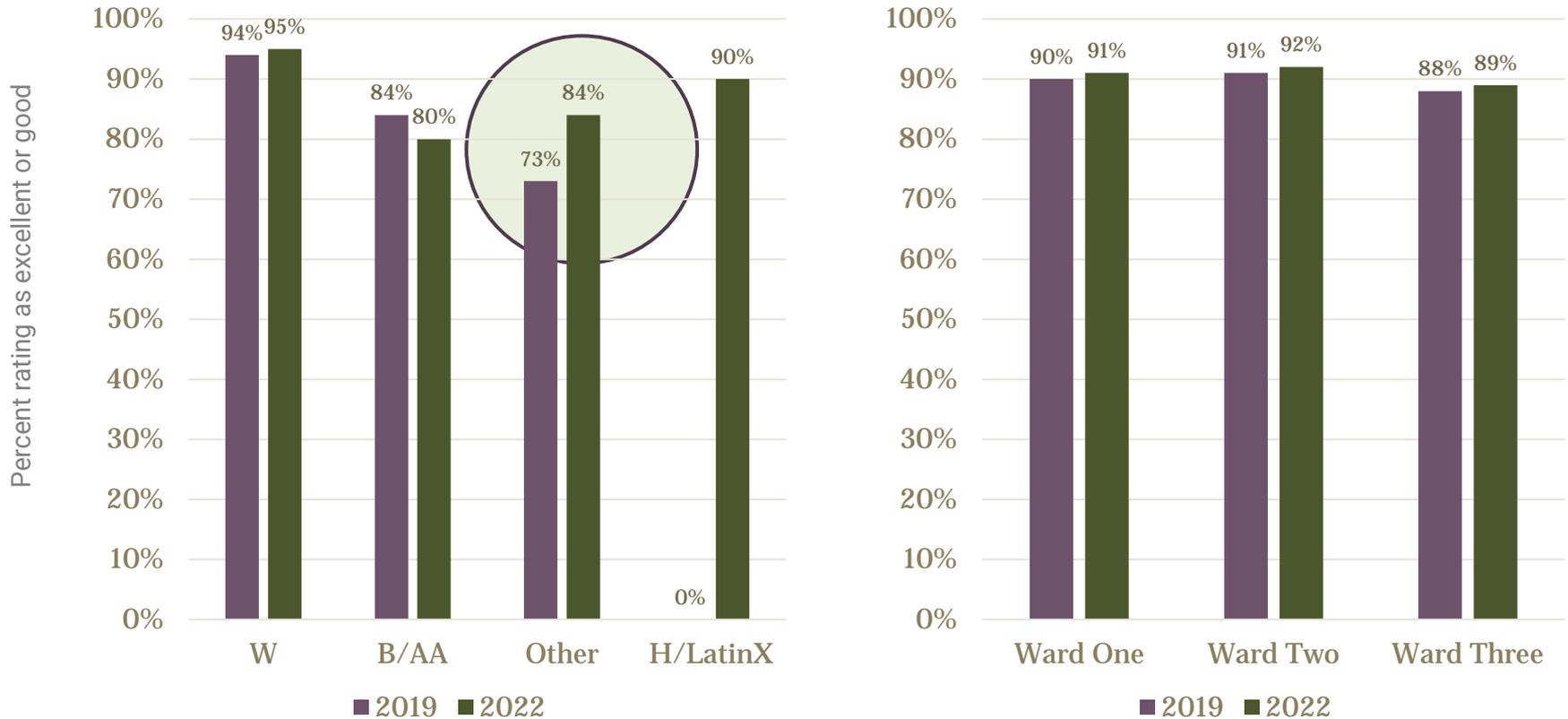
Feeling of Safety in Grand Rapids

Overall Feeling of Safety



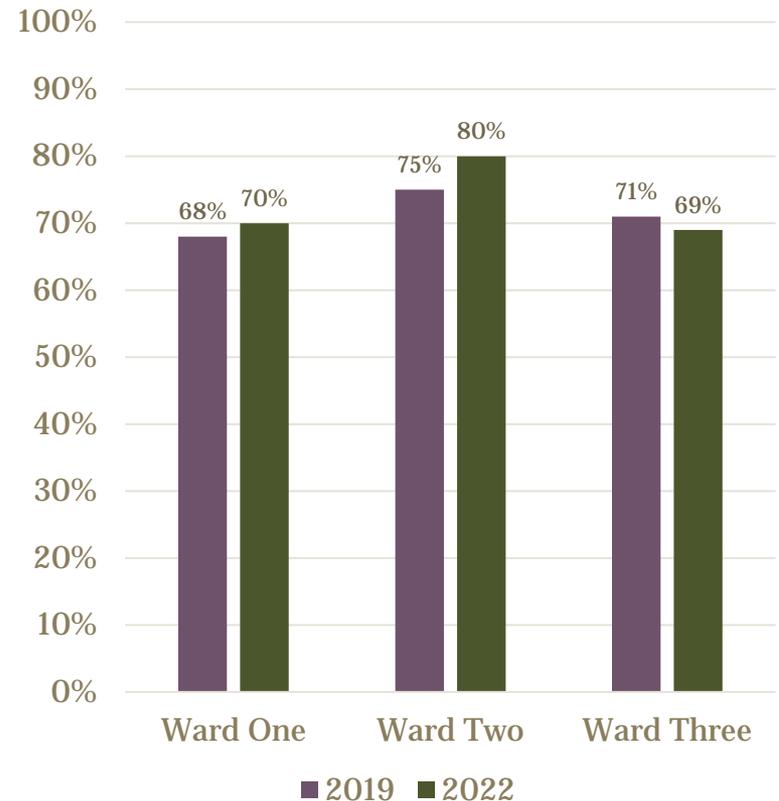
Feelings of Safety in Grand Rapids

Neighborhood During the Day



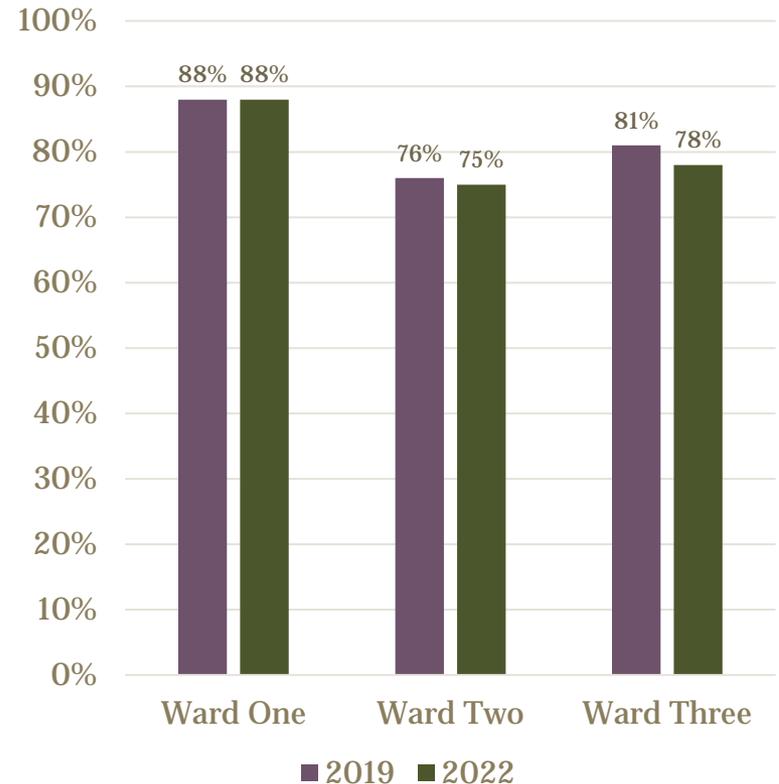
Feelings of Safety in Grand Rapids

Neighborhood at Night



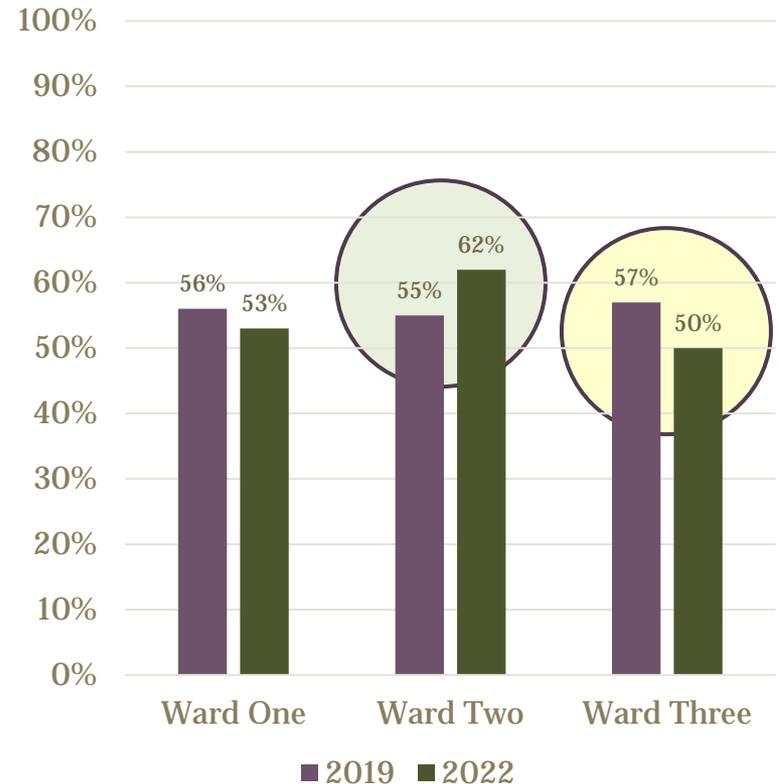
Feelings of Safety in Grand Rapids

Downtown During the Day

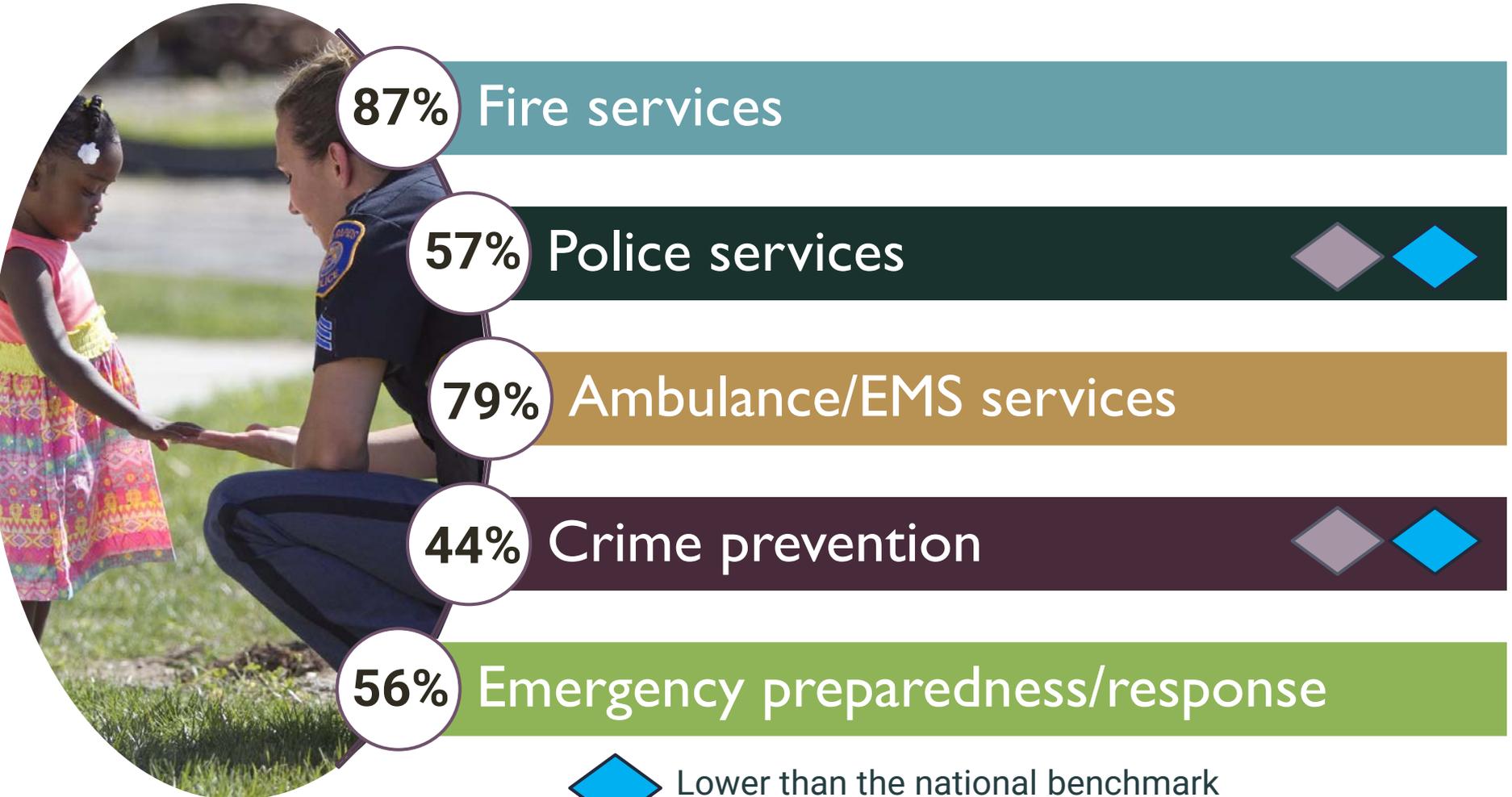


Feelings of Safety in Grand Rapids

Downtown at Night



Aspects of Safety Services

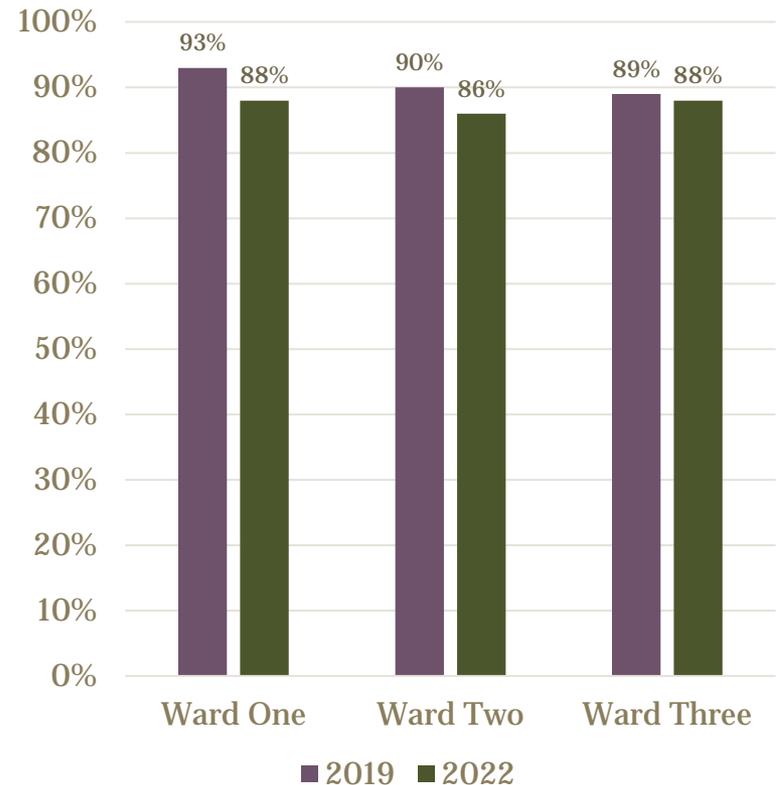


Percent excellent/good
25

 Lower than the national benchmark
 Lower than the population benchmark

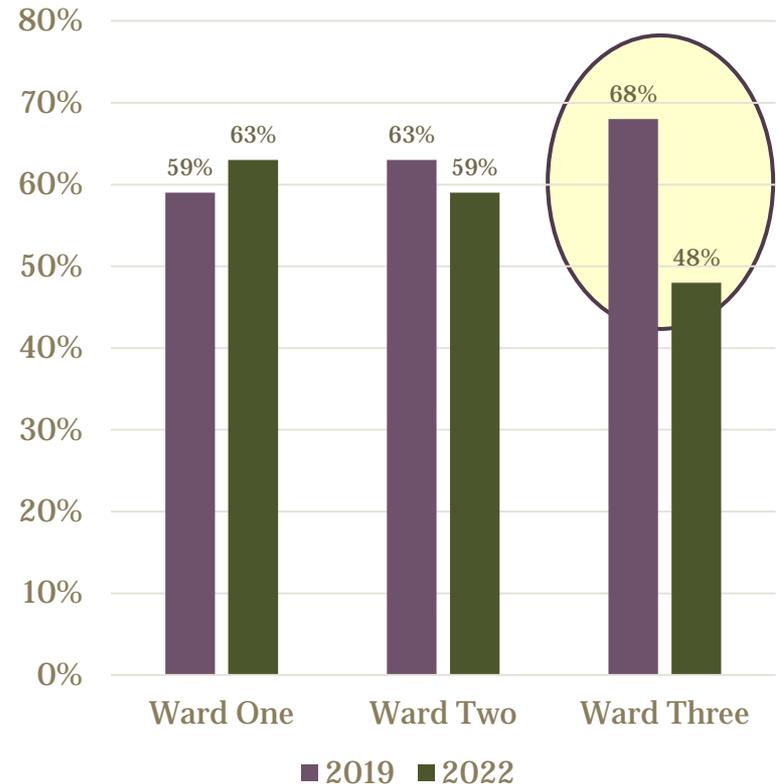
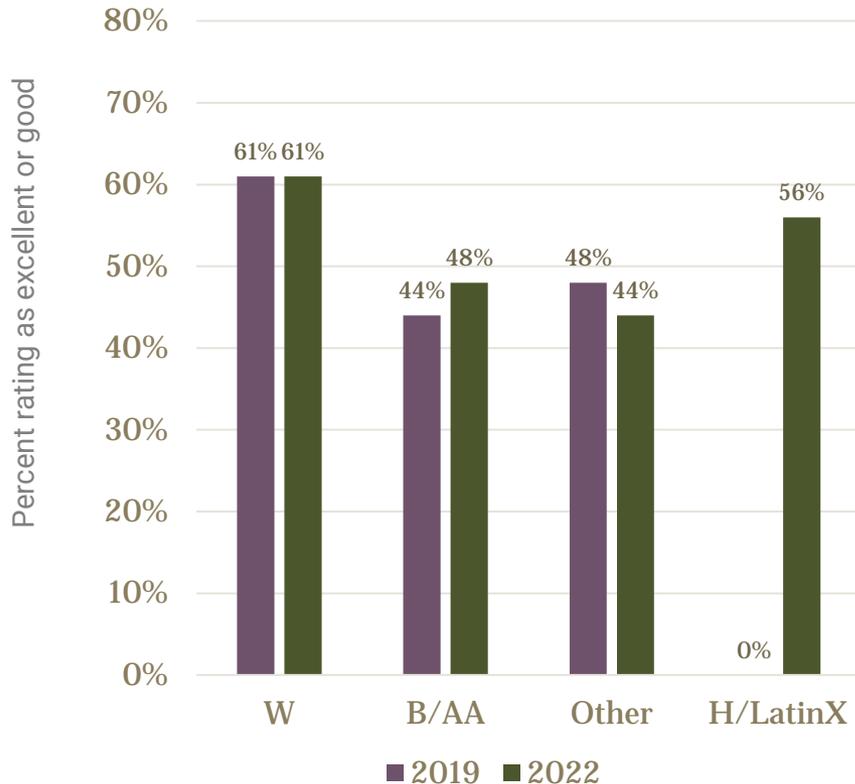
Safety Services in Grand Rapids

Fire Services



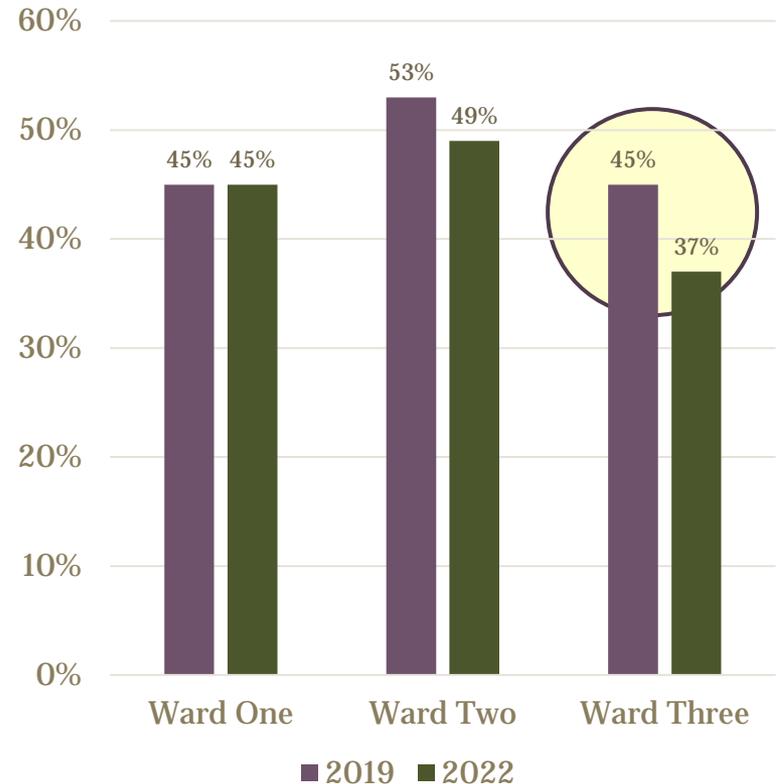
Safety Services in Grand Rapids

Police Services



Safety Services in Grand Rapids

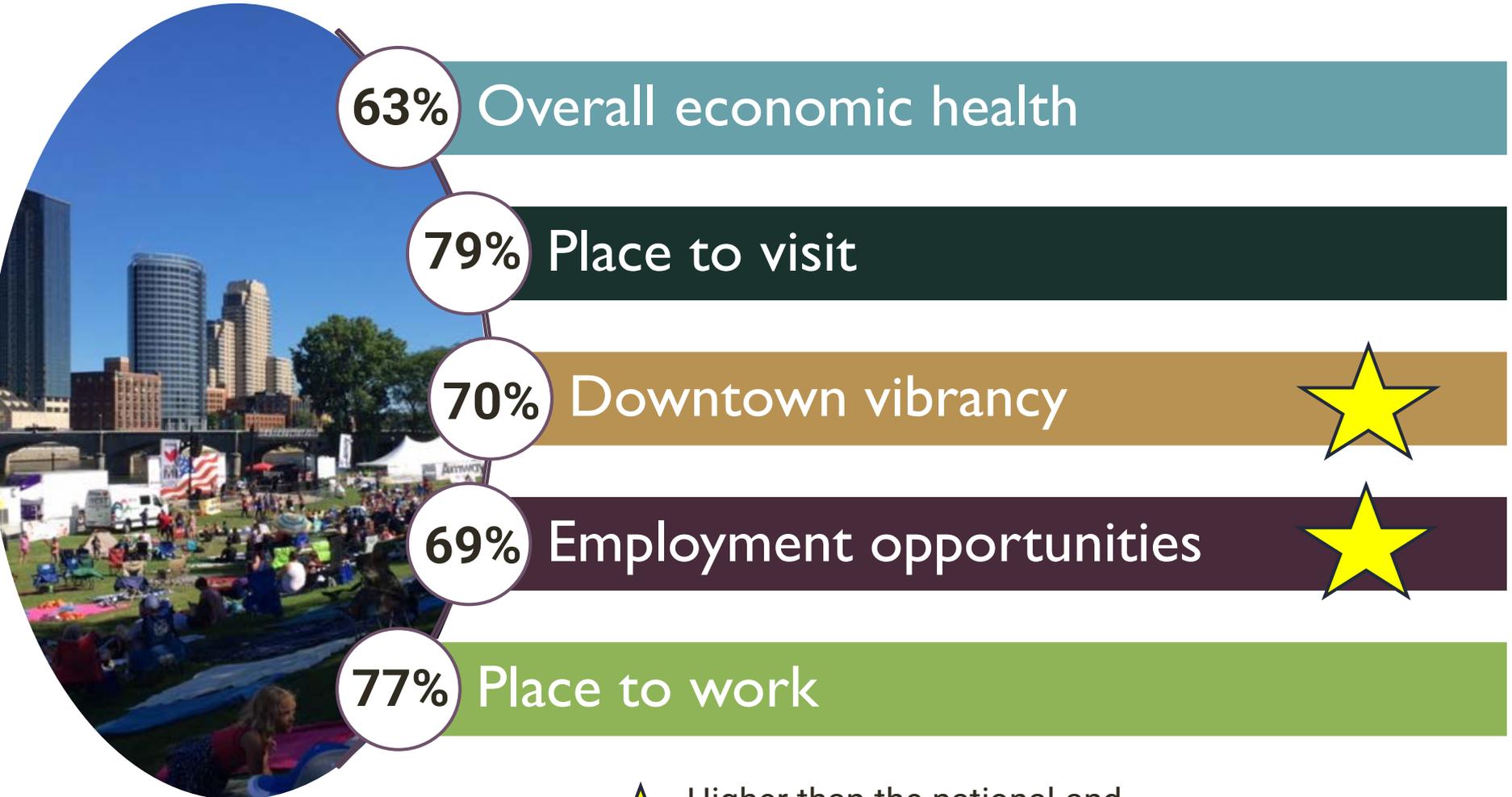
Crime Prevention



Key finding #3:

**Grand Rapids' economy
remains a *strength*
despite COVID pressures
on the overall economy.**

Aspects of Grand Rapids' Economy

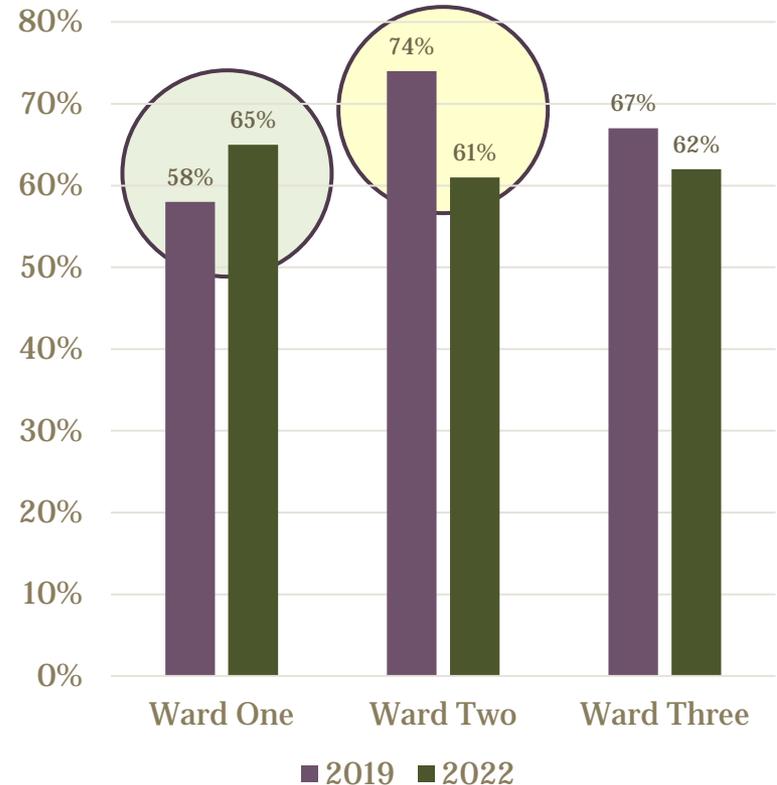


Percent excellent/good
30

 Higher than the national and population benchmarks

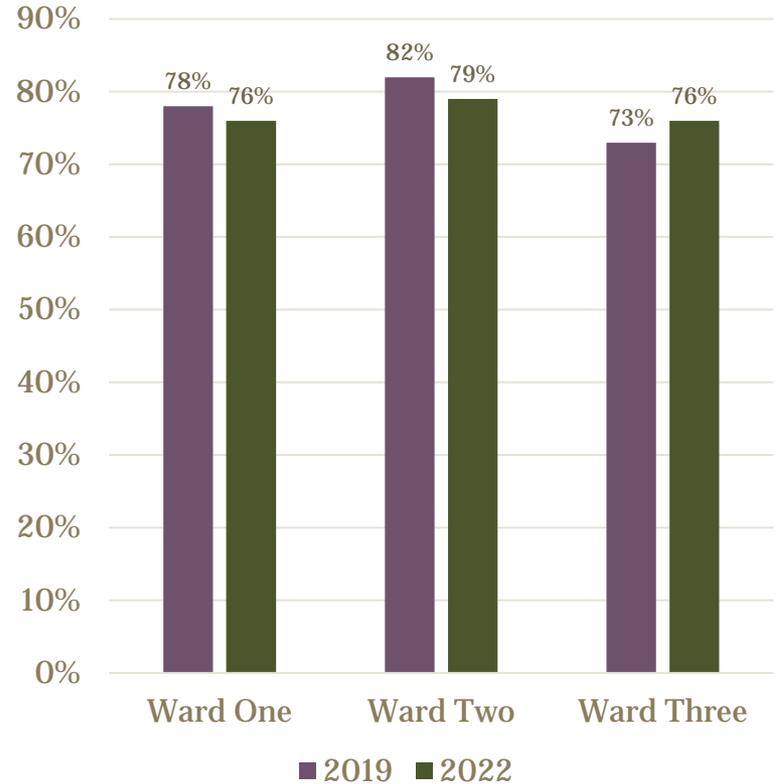
Ratings of Economic Items

Overall Economic Health



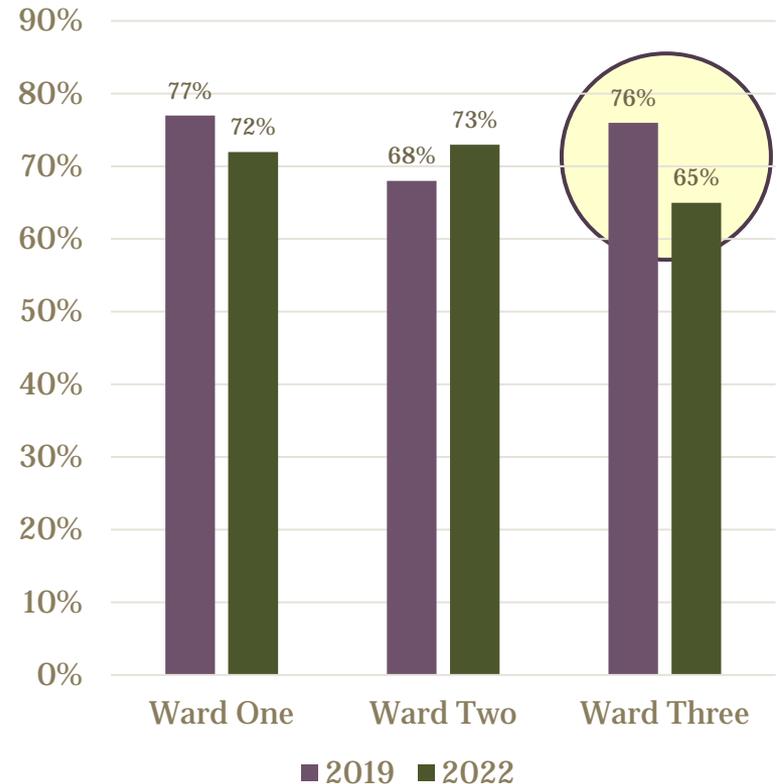
Ratings of Economic Items

Grand Rapids as a Place to Work



Ratings of Economic Items

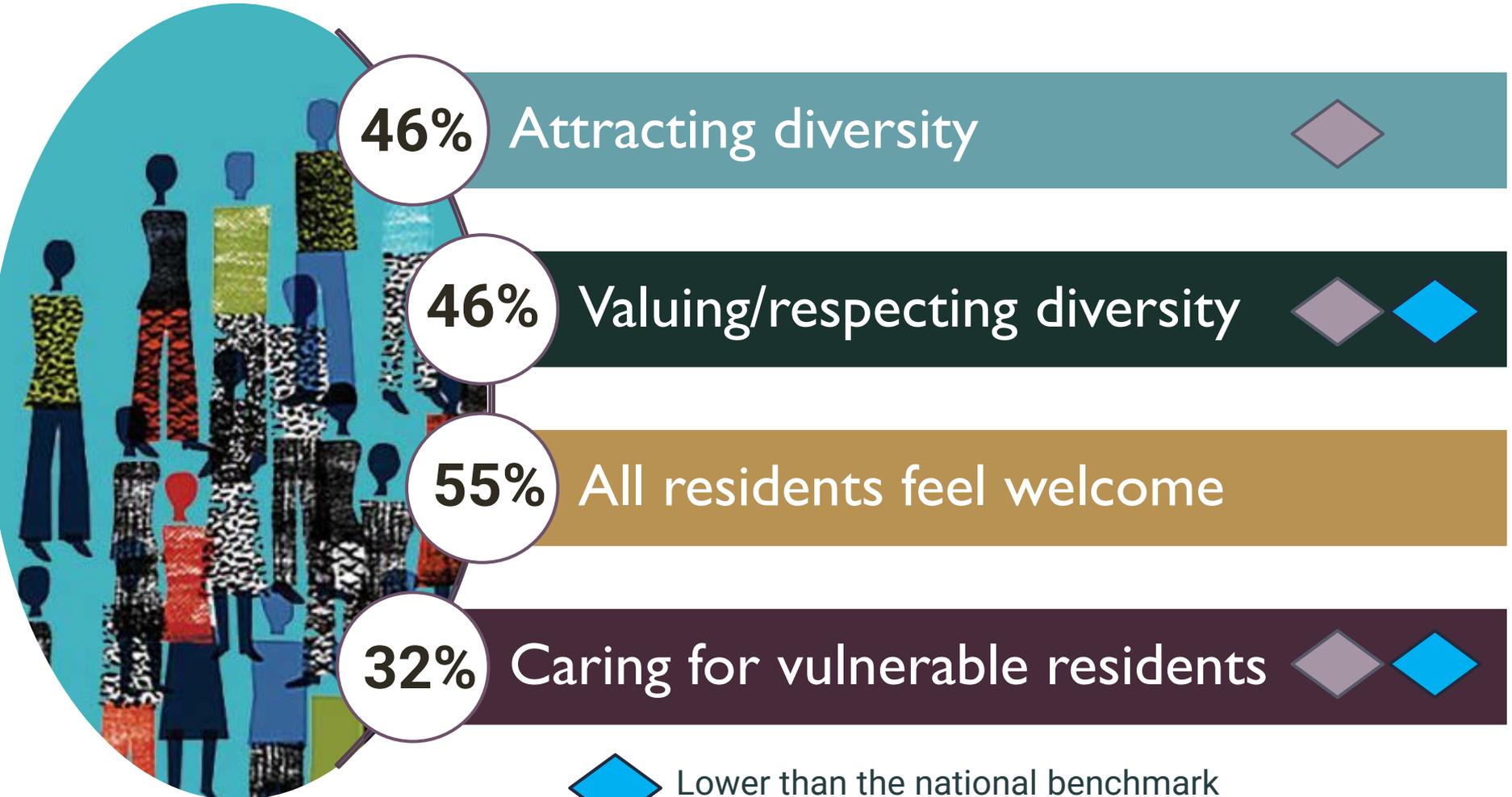
Vibrant Downtown Area



Key finding # 4

**Residents have a
mixed view of
inclusivity
in Grand Rapids**

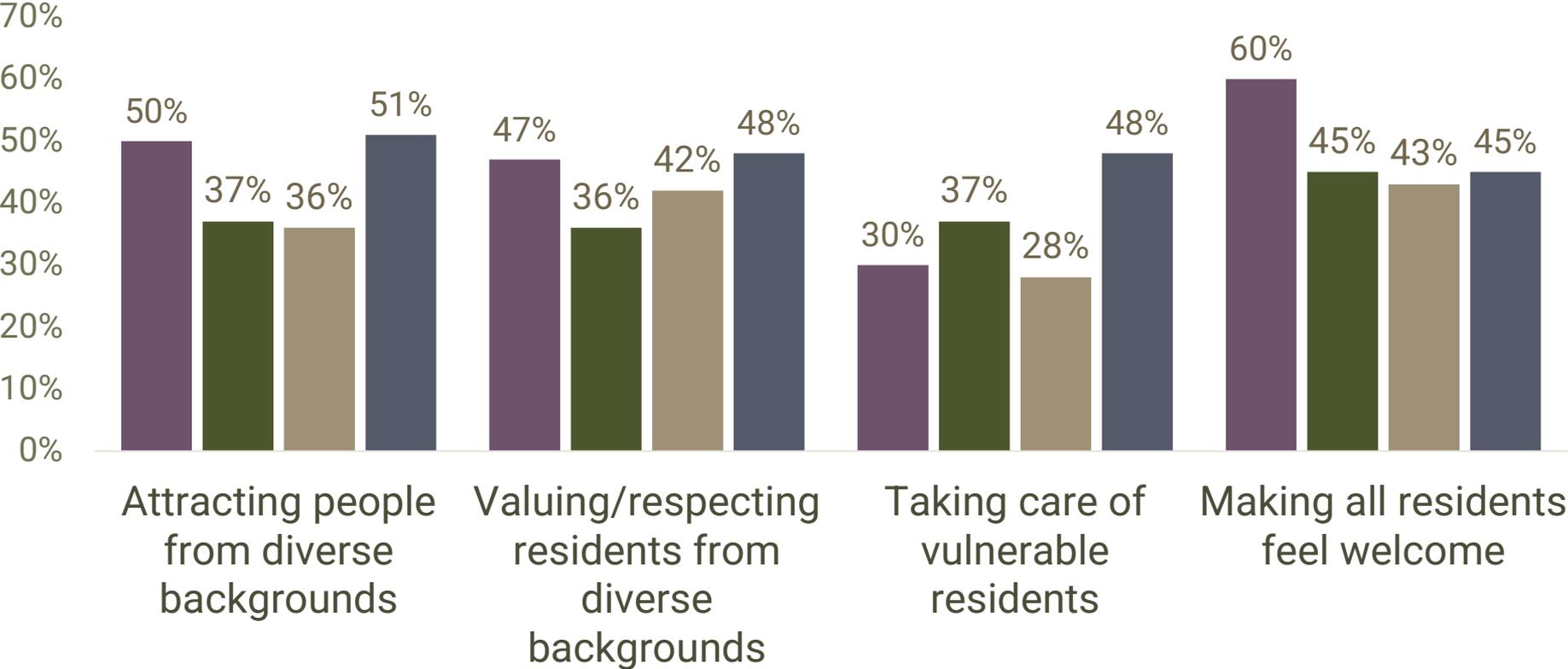
Aspects of Community Inclusivity



Percent excellent/good
35

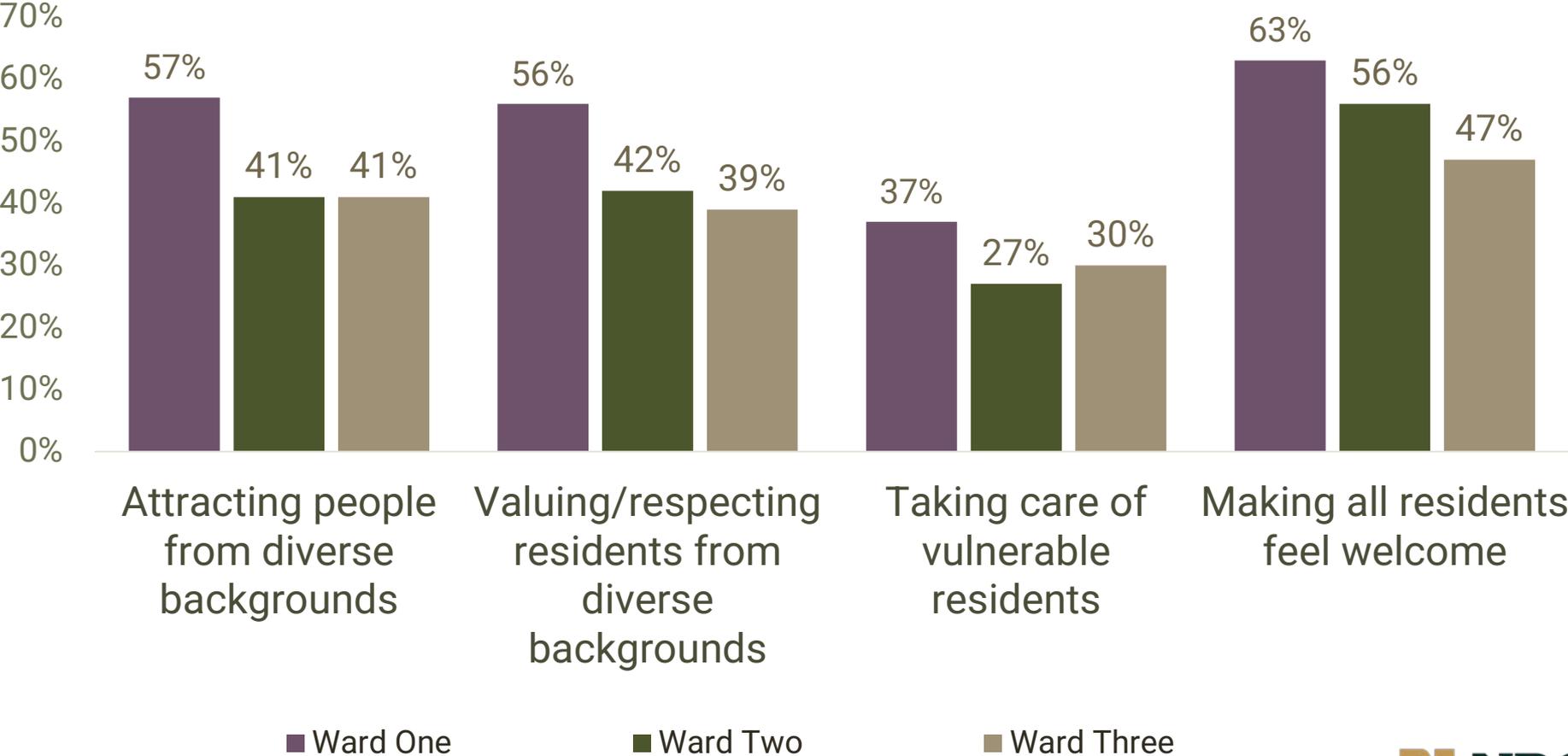
 Lower than the national benchmark
 Lower than the population benchmark

Ratings of Community Inclusivity



■ White only ■ Black or African American ■ Other race(s) ■ Hispanic/LatinX (all races)

Ratings of Community Inclusivity



Key finding #5

**Utilities & infrastructure
is an area residents would
like to *prioritize* in the
next two years.**

Aspects of Infrastructure Services

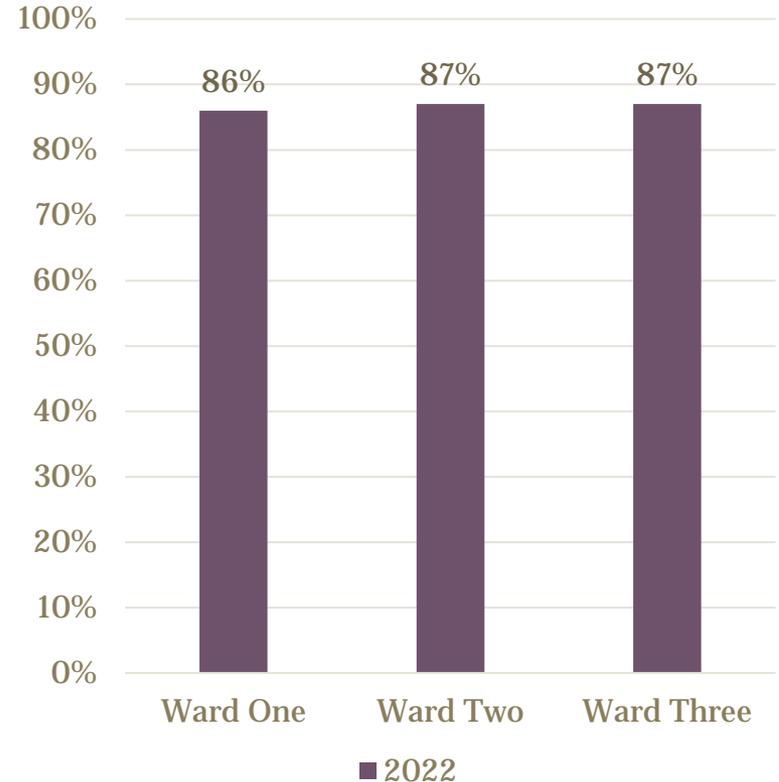
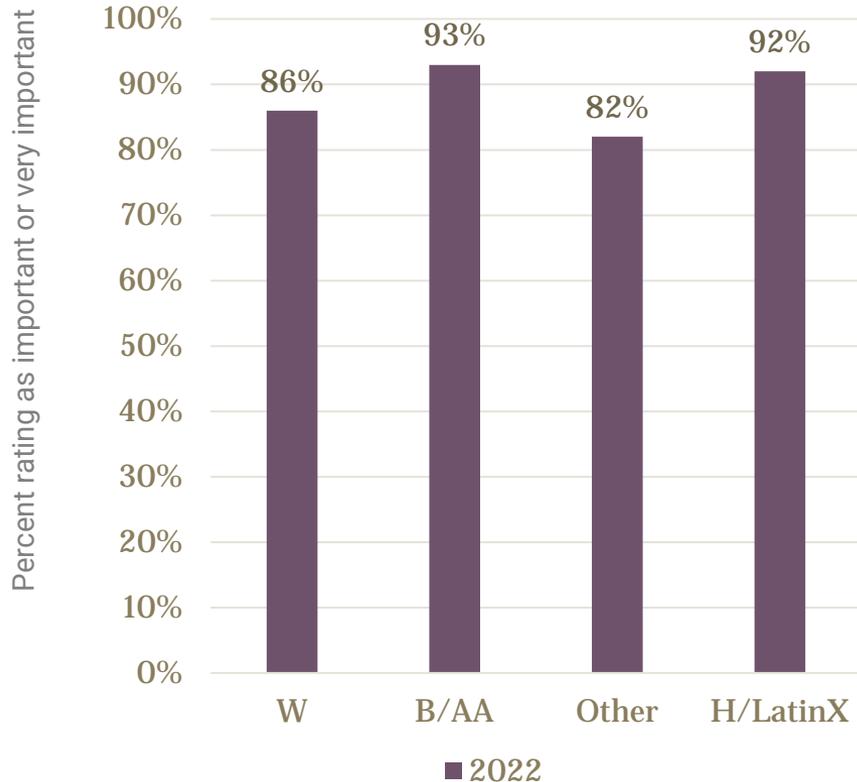


Percent excellent/good
39

 Lower than the national benchmark
 Lower than the population benchmark

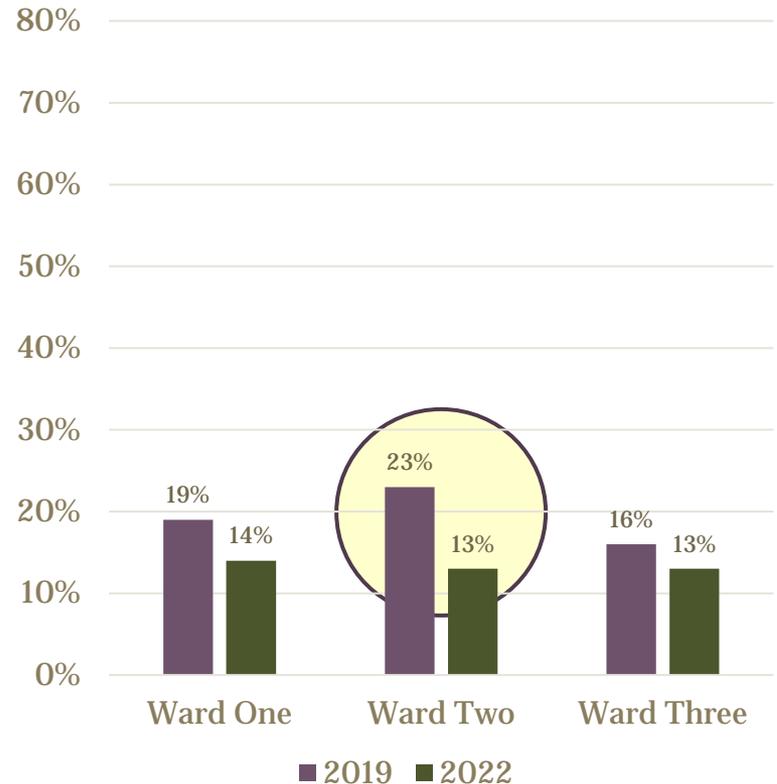
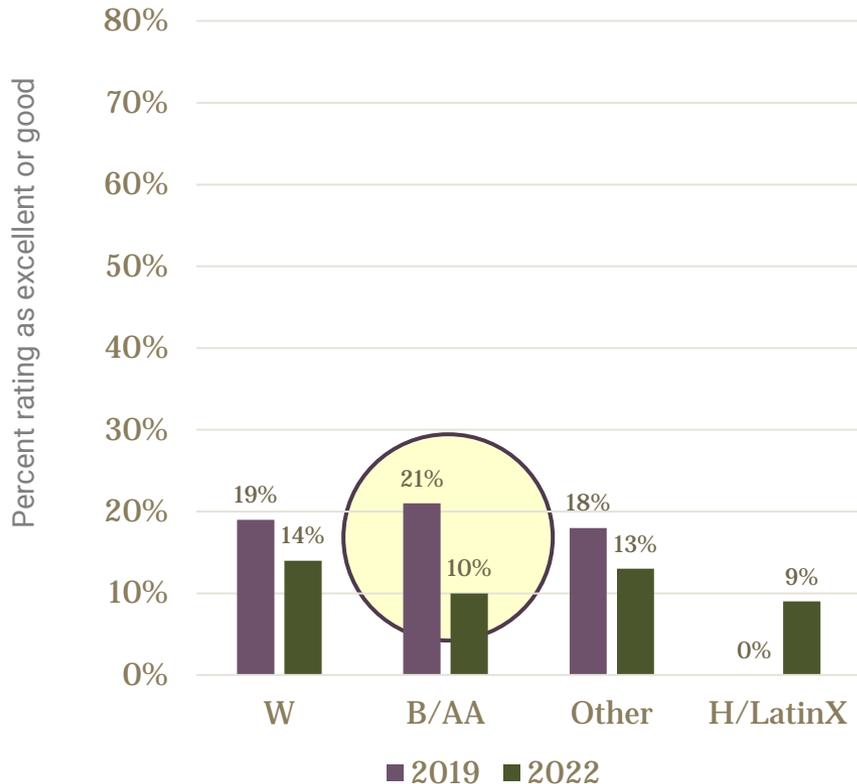
Ratings of Utility Services

Importance to Focus on in Next Two Years



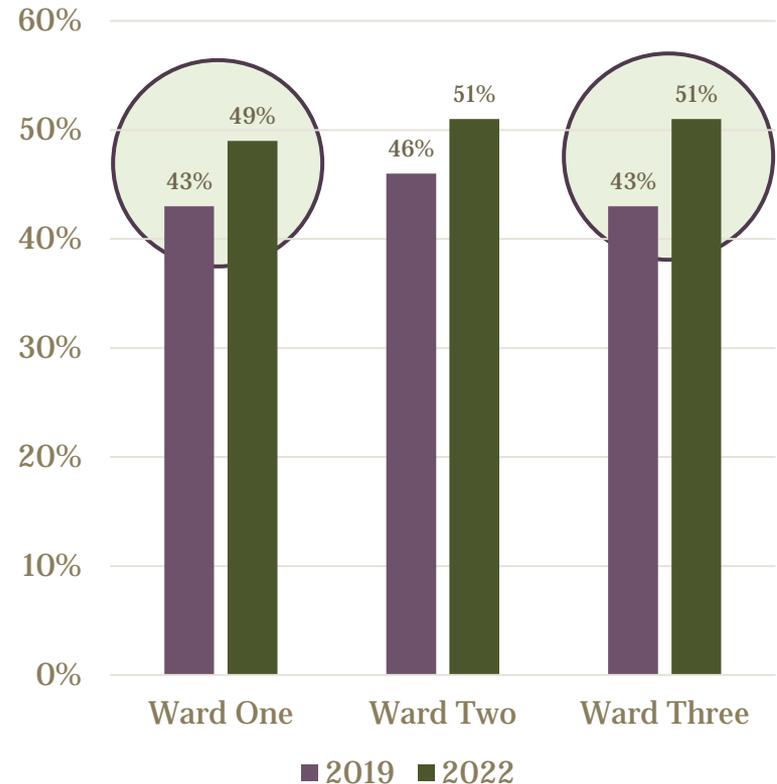
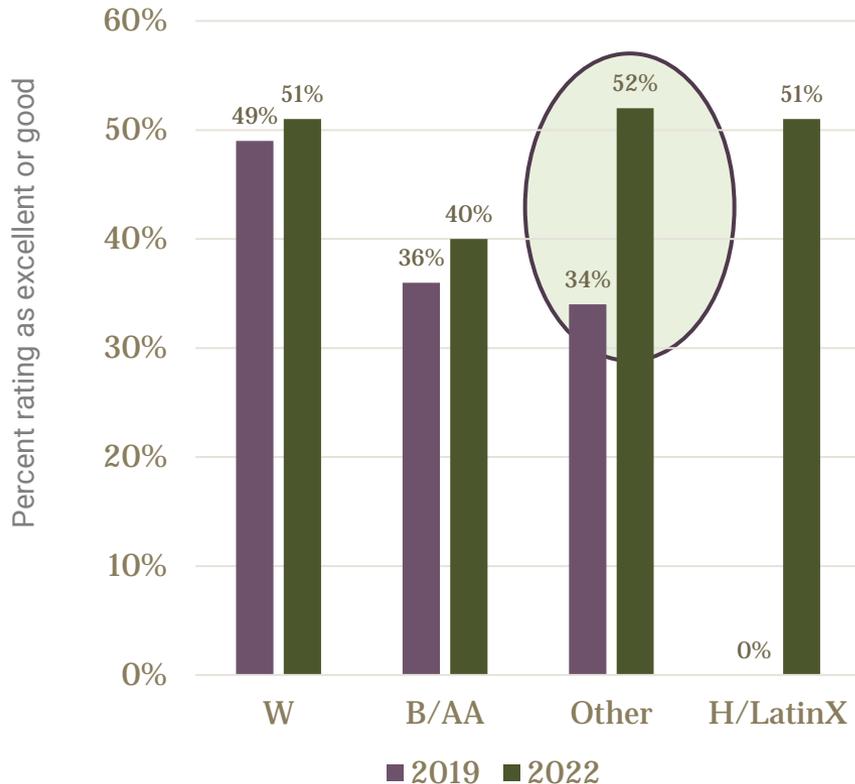
Ratings of Street Services & Parking

Street Repair Services



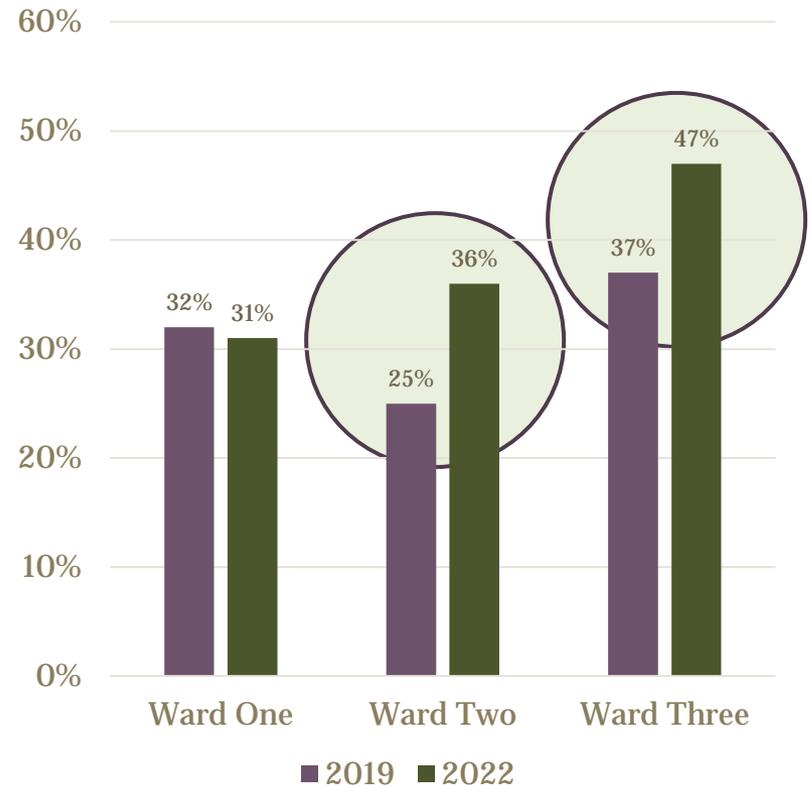
Ratings of Street Services & Parking

Snow Removal Services



Ratings of Street Services & Parking

Ease of Public Parking

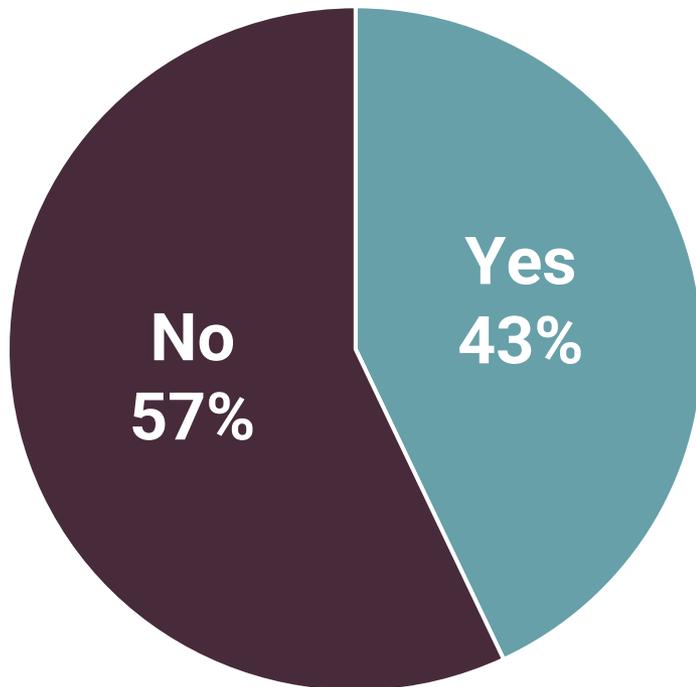


Key finding #6

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

Resident Interaction with City

Contact

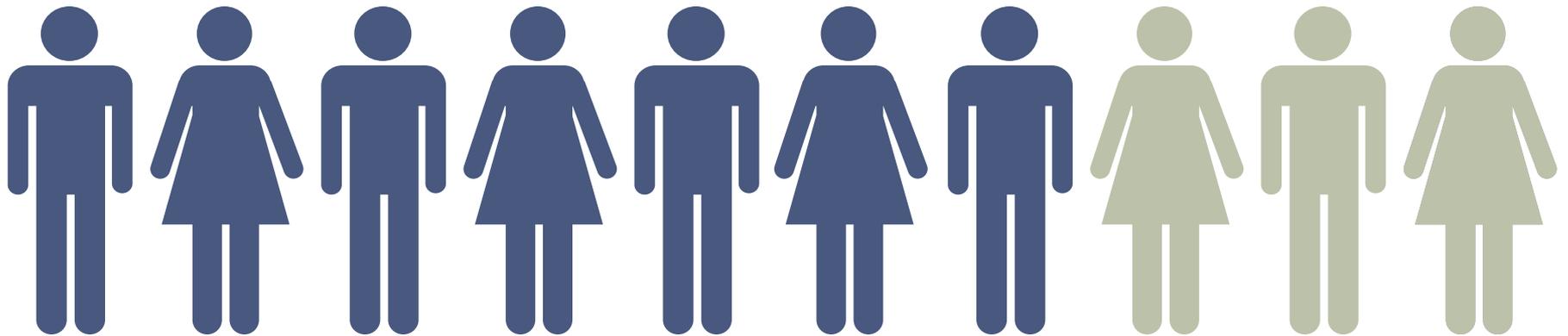


Satisfaction



Living in Grand Rapids

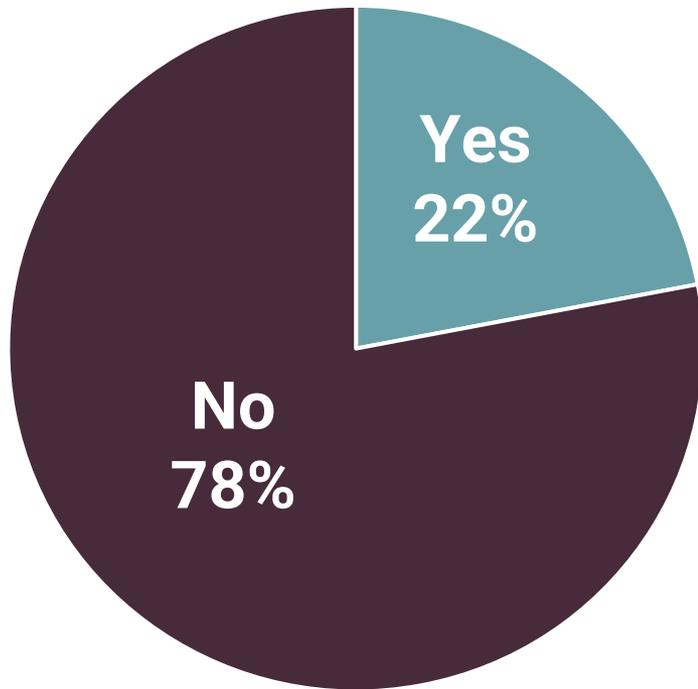
Nearly **7 in 10**



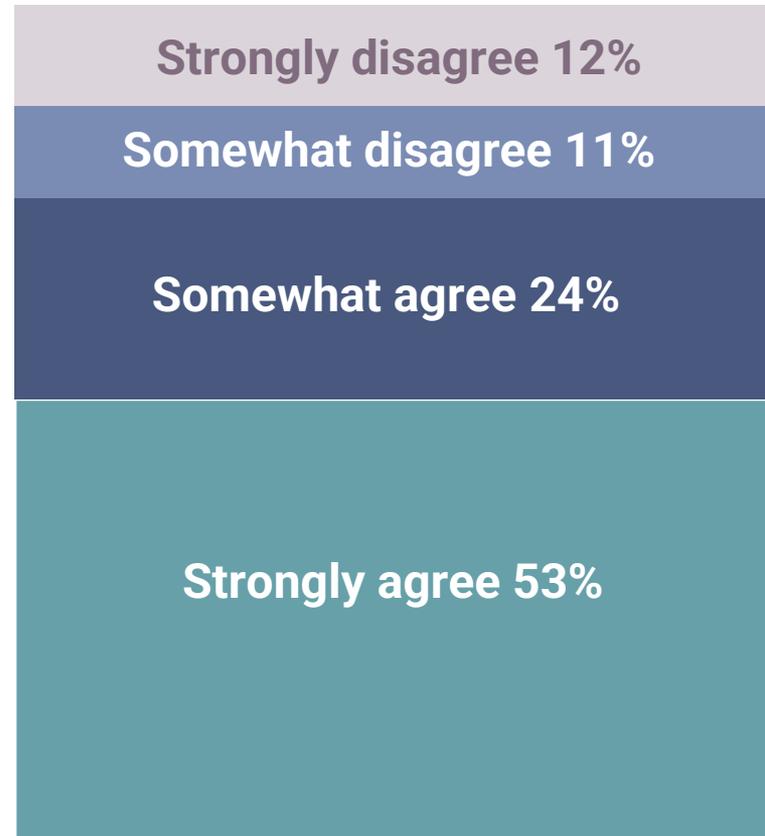
Rated the overall customer service of Grand Rapids employees (police, receptionists, planners, etc.) as *excellent* or *good*

Resident Interaction with Justice System

Contact

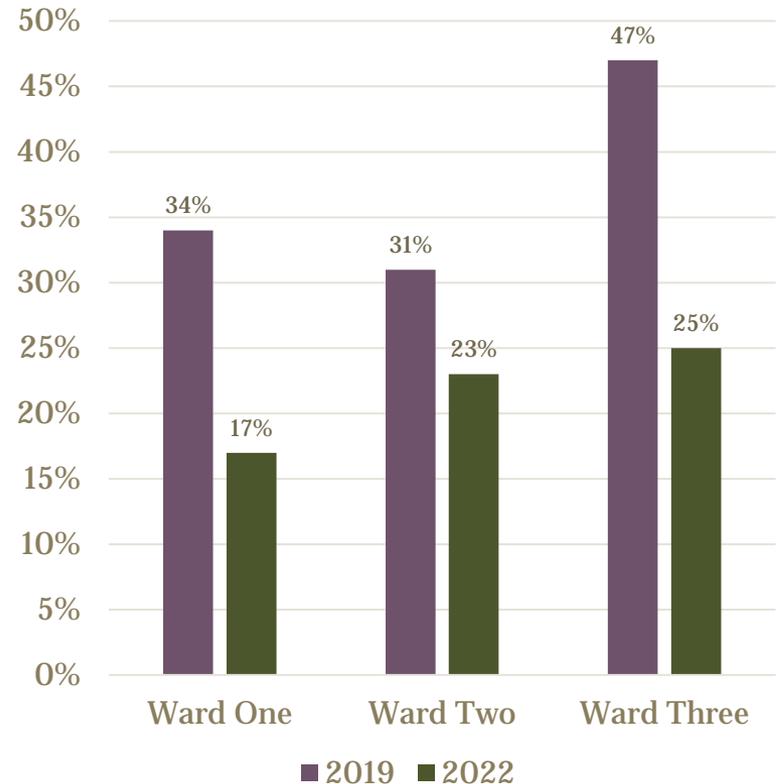


Treated with Fairness and Respect



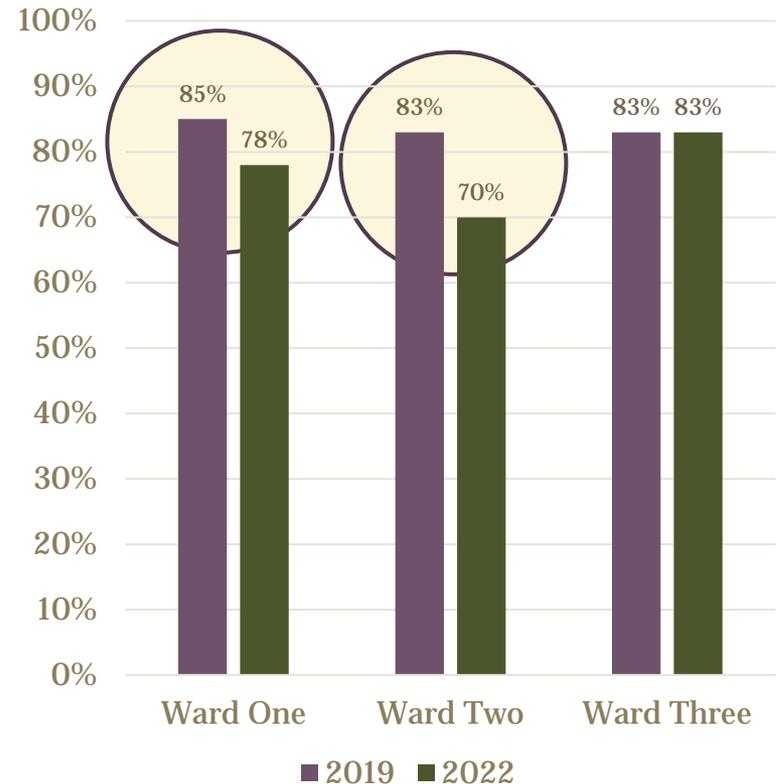
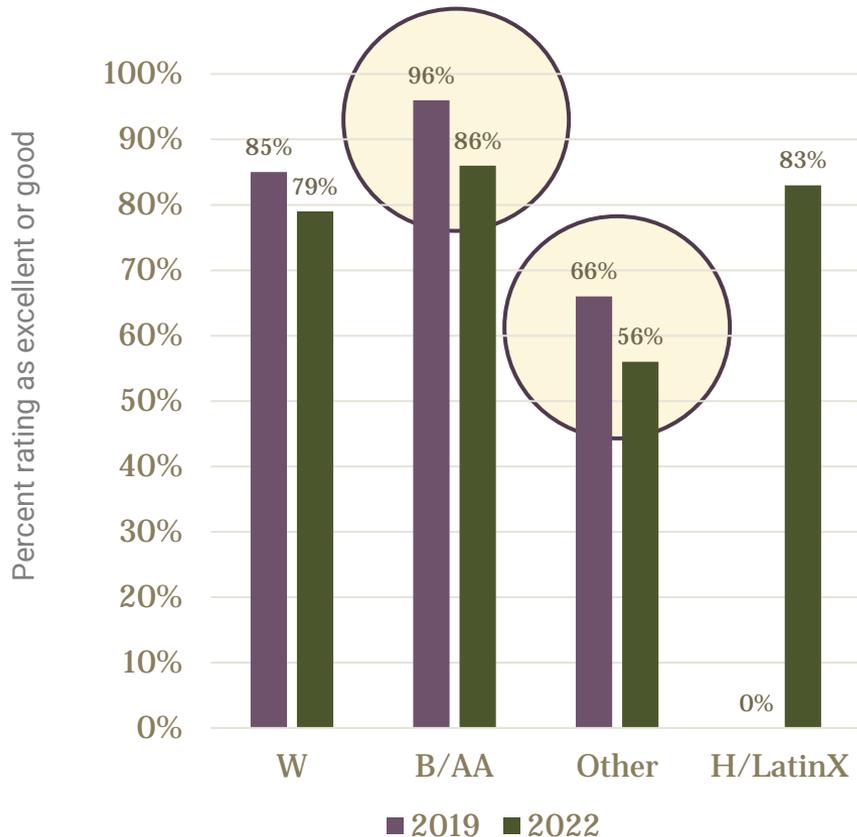
Resident Interaction with Justice System

Contact with Justice System in the Past Year



Resident Interaction with Justice System

Treated with Fairness & Respect



COVID effects/public participation

While not called out as a specific finding, there was a notable drop in terms of public participation, likely a residual effect of events of the past two years:

- **14% Contacted officials to express opinions (-7%)**
- **15% Attended a local public meeting (-8%)**
- **41% Volunteered time to a group or activity (-13%)**
- **20% Campaigned for a candidate or issue (-9%)**

Conclusions & Next Steps

Internal use:

- **Shared out with executives and departmental leadership**
- **Crosswalk survey changes and results with updates to Strategic Plan currently in development**
- **Ensure alignment with departmental KPI, performance reporting and business planning for FY23**
- **Determine areas where results may have impacts on budget planning and proposals for FY24**

External use:

- **Today's presentation & post results publicly**
- **Incorporate key findings as part of in-Ward engagement and discussions in late July and August**

Questions?

