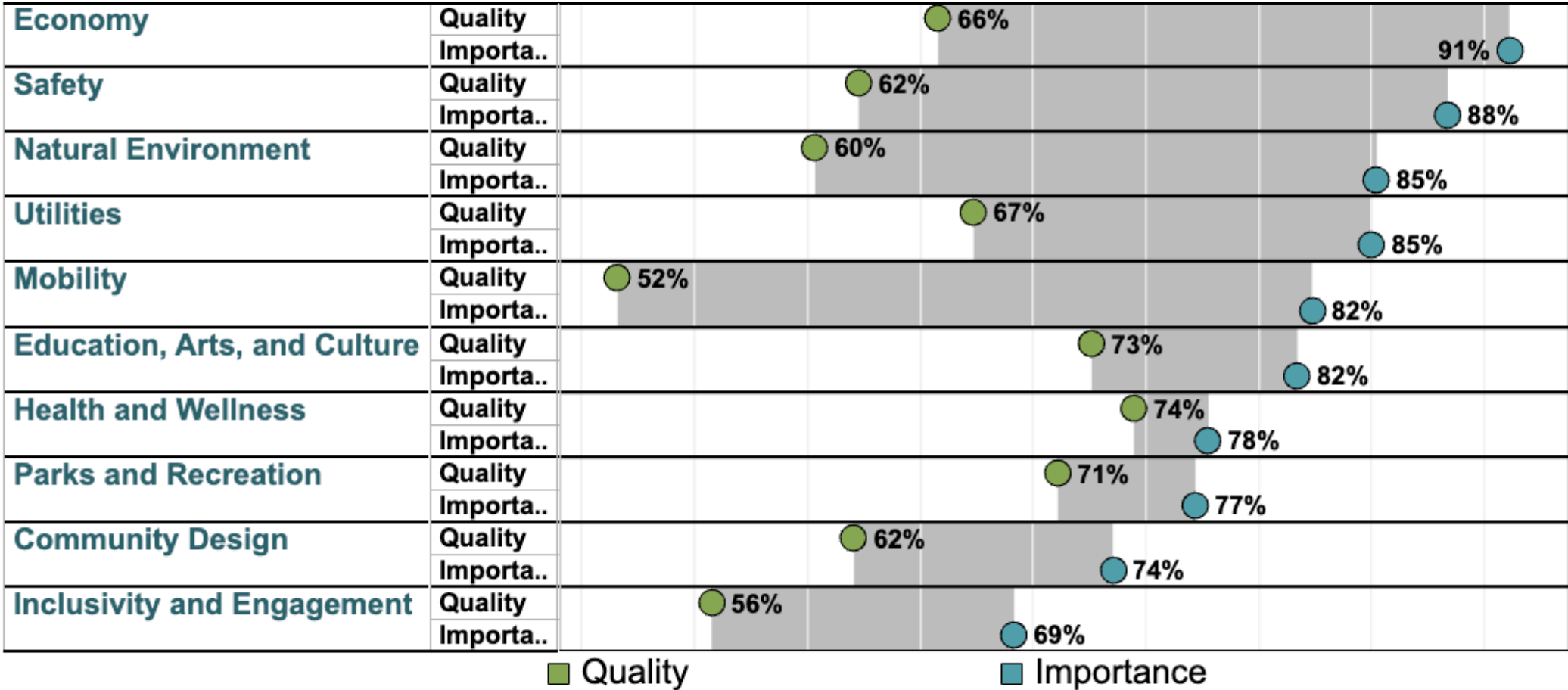


National Community Survey

By Demographic Populations

July 30, 2024

Balancing Quality and Importance





Comparisons to National Benchmarks

9 received **higher** ratings

106 received **similar** ratings

8 received **lower** ratings





Comparisons to Custom Benchmarks

16 received **higher** ratings

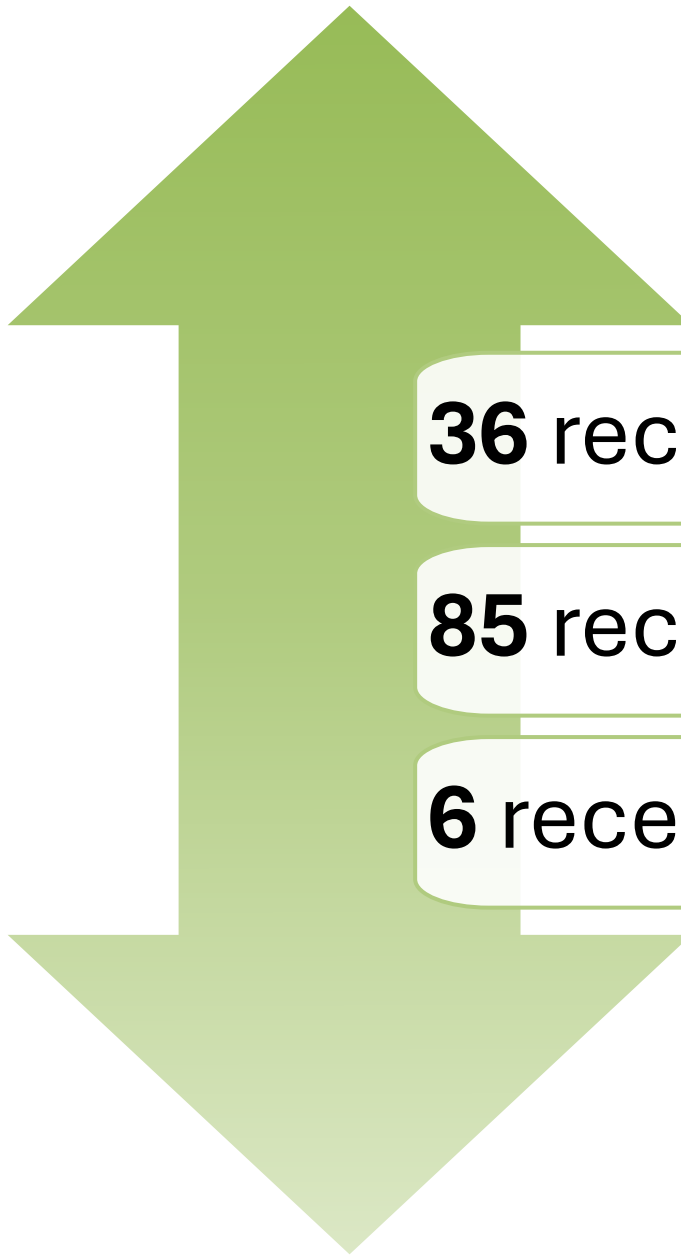
106 received **similar** ratings

1 received **lower** ratings





Comparisons to Previous Survey (2022)

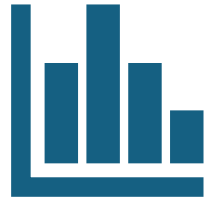


36 received **higher** ratings

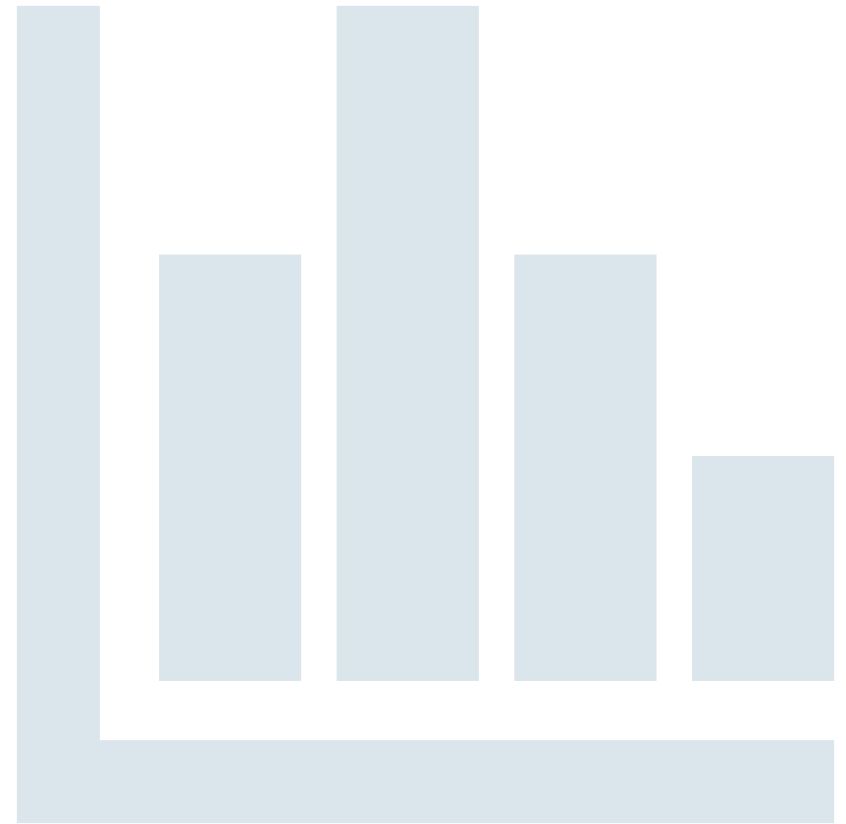
85 received **similar** ratings

6 received **lower** ratings





A brief discussion on method and methodology



Measuring perception

- NCS measures perception or what community “believes.”
- Statistical weighting allows us to understand how a group feels.
 - Did not conduct a study with specific individuals over time.
- Measuring over time
 - 2019, 2022, 2024
 - 2020 survey delayed due to pandemic
- 2019-2024 allows for a longitudinal study in most areas.

Engagement, Collaboration, and Data



Significant decreases, alongside lower and similar benchmarks, will lead us to examine and reflect on services.

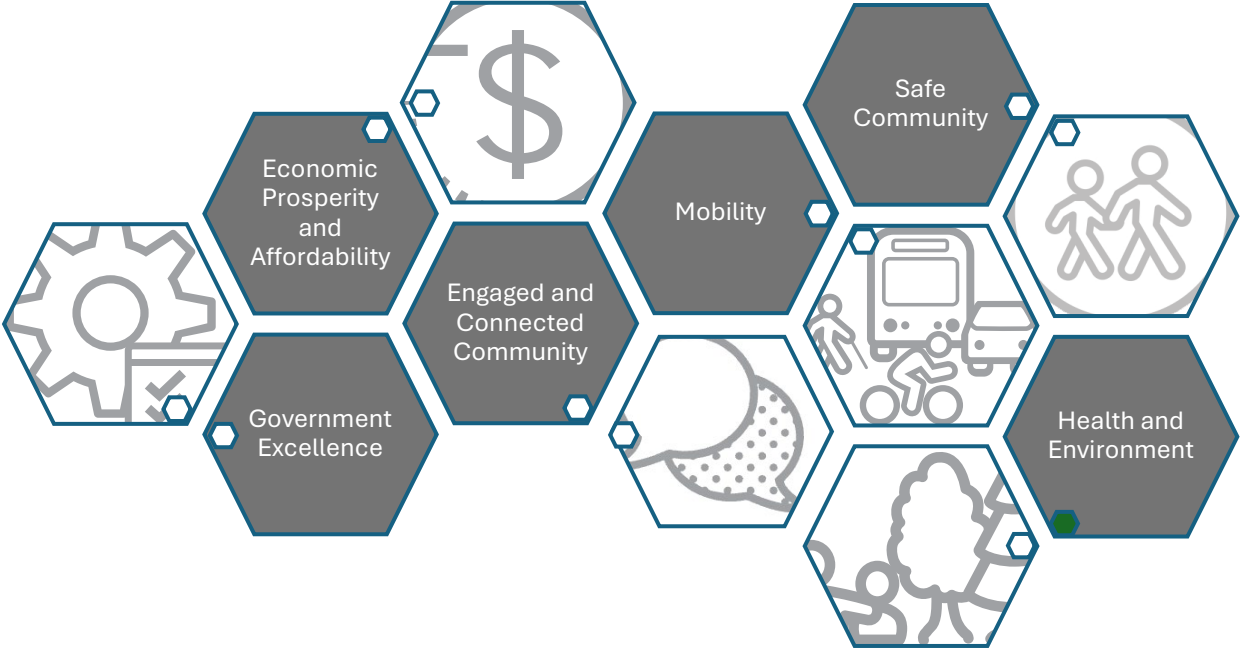


Significant increases, alongside higher/similar benchmarks, will lead us to examine practices, efforts, and relationships to identify wise practices to share with departments and stakeholders.



Significant decreases, alongside lower benchmarks, will lead us to possible engagement to gather context and insight.

National Community Survey Facets through Strategic Priorities



Government Excellence

A fiscally resilient government powered by high performing and knowledgeable staff equipped with the appropriate tools and resources to offer excellent, equitable and innovative public service.



Government Excellence	Overall Percentage	RACE +/- 10			ETHNICITY +/- 15		WARD +/-5		
		White Alone	Two or More Races /Other	Black Alone	Not White Alone	White Alone	Ward 1	Ward 2	Ward 3
Governance									
Overall customer service by Grand Rapids employees	69%	2.1%	16.5%	-1.3%	4.9%	8.8%	10%	3%	-3%
The value of services for the taxes paid to Grand Rapids	49%	1.5%	6.5%	-2.6%	-21%	9.6%	10%	-3%	0%
The overall direction that Grand Rapids is taking	63%	-12.7%	20.4%	15.1%	-20.6%	0.1%	-4%	-13%	3%
The job Grand Rapids government does at welcoming resident involvement	56%	3.8%	33.4%	7.9%	28.1%	8.1%	6%	-2%	24%
Overall confidence in Grand Rapids government	53%	-4.9%	13.6%	-14.8%	-32.3%	2.8%	-2%	-9%	-3%
Generally acting in the best interest of the community	55%	-7.5%	16.7%	-13.3%	-14.0%	-0.2%	5%	-12%	-6%
Treating residents with respect**	57%	1.1%	19.5%	5.9%	-8.4%	8.3%	-2%	3%	13%
Treating all residents fairly	48%	7.3%	9.9%	2.8%	-5.8%	11.8%	7%	-6%	18%
The City of Grand Rapids	68%	-2.6%	12.3%	6.2%	-3.2%	5.2%	0%	0%	2%
Utilities									
Garbage collection	85%	7.9%	5.9%	3.5%	8.7%	9.3%	2%	3%	14%
Drinking water	76%	3.2%	20.2%	36.5%	8.2%	11.4%	14%	8%	8%
Sewer services	84%	9.9%	20.2%	37.2%	-0.3%	19%	21%	4%	18%
Storm water management	73%	16.9%	30.6%	13.2%	-0.2%	24.3%	21%	7%	24%

Increases and Decreases: 2019-2024



Increases and Decreases: 2019-2024

Government Excellence	Overall Percentage	RACE +/- 10			ETHNICITY +/- 15		WARD +/- 5		
		White Alone	Two or More Races /Other	Black Alone	Not White Alone	White Alone	Ward 1	Ward 2	Ward 3
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Storm water management	73%	16.9%	30.6%	13.2%	-0.2%	24.3%	21%	7%	24%





Government Excellence: Key Observations

- Performance was up significantly across most factors with Multi-Racial/Other populations.
- Notable decreases occurred among Hispanic/Latinx populations and Ward 2.
- Seek understanding around the outreach, engagement, and efforts enacted by Water utility and Environmental Services Department (ESD).



Engaged and Connected Community

Residents and stakeholders have awareness of and voice in decisions that affect them, and receive culturally-responsive and proactive communication.



Increases and Decreases: 2019-2024

Engaged and Connected Community	Overall Percentage	RACE +/- 10			ETHNICITY +/- 15		WARD +/- 5		
		White Alone	Two or More Races /Other	Black Alone	Not White Alone	White Alone	Ward 1	Ward 2	Ward 3
Public information services	66%	-6.5%	13.9%	-8.4%	-5.6%	-1.5%	1%	-2%	-14%
Informing residents about issues facing the community	51%	-5.6%	14.9%	9.3%	-14.5%	2.8%	2%	-5%	1%
Opportunities to participate in community matters	65%	-4.3%	18.0%	-4.6%	-4.5%	8.2%	1%	-8%	6%
Opportunities to volunteer	78%	-3.4%	4.6%	-20.4%	-14.0%	-2.2%	-5%	-5%	-2%
Opportunities to participate in social events and activities	72%	4.2%	4.3%	1.7%	-11.9%	0.2%	-1%	4%	10%
Openness and acceptance of the community toward people of diverse backgrounds	56%	11.3%	34.9%	-6.5%	-1.4%	18.1%	9%	5%	20%
Sense of civic/community pride**	56%	6.1%	9.4%	-4.5%	-10.6%	9.8%	6%	-4%	18%
Residents' connection and engagement with their community**	56%	5.4%	20.5%	2.5%	12.7%	7.2%	3%	6%	16%
Making all residents feel welcome**	64%	4.4%	23.1%	10.2%	17.3%	7.8%	3%	7%	16%
Attracting people from diverse backgrounds**	62%	12.4%	28.1%	19.4%	11.3%	17%	7%	15%	28%
Valuing/respecting residents from diverse backgrounds**	56%	8.4%	17.4%	13.8%	5.1%	12.5%	10%	3%	20%
Taking care of vulnerable residents**	37%	3.3%	15.9%	5.2%	-7.5%	5.1%	5%	3%	11%



Increases and Decreases: 2019-2024

Engaged and Connected Community	Overall Percentage	RACE +/- 10			ETHNICITY +/- 15		WARD +/- 5		
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Taking care of vulnerable residents**	37%	3.3%	15.9%	5.2%	-7.5%	5.1%	5%	3%	11%



Engaged and Connected Community: Key Observations

- Increases significant among Black and Multi-Racial/ Other populations.
- In 2022, Polco updated their survey instrument and added additional questions.
- Opportunities for further understanding around engagement and volunteering.
- Opportunity to understand a possible connection between initiatives and increases.



Economic Prosperity and Affordability

Residents, employees and
businesses have pathways to
financial growth and security.



Increases and Decreases: 2019-2024

Economic Prosperity and Affordability	Overall Percentages	RACE +/- 10			ETHNICITY +/- 15		WARD +/- 5		
		White Alone	Two or More Races / Other	Black Alone	Not White Alone	White Alone	Ward 1	Ward 2	Ward 3
Economy									
Overall economic health	66%	-6%	8.8%	24.7%	7.3%	-0.8%	1%	-8%	5%
Vibrancy of downtown/commercial area	70%	-6.6%	7.2%	18.1%	-7.5%	3.4%	-7%	2%	-4%
Employment opportunities	65%	-11.4%	5.1%	12.2%	-1.9%	-2.1%	-5%	-20%	10%
Economic development	64%	0.8%	11.6%	-6.4%	7.4%	4.7%	0%	-6%	9%
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	26%	8.2%	-12.1%	0.9%	-4.6%	6.9%	-12%	3%	2%
Development									
Overall design or layout of residential and commercial areas	62%	-26.9%	-27.9%	-23.5%	0%	2.3%	-4%	5%	5%
Public places where people want to spend time	60%	-12.4%	-21.8%	8.7%	-38.3%	-5.0%	-10%	-20%	-1%
Variety of housing options	37%	-14.4%	2.8%	0.7%	-17.9%	-6.6%	2%	-15%	-11%
Availability of affordable quality housing	21%	-14.2%	9.9%	-3.1%	-11.5%	-9.6%	-17%	-30%	-28%
Overall quality of new development	56%	-22.3%	0.3%	-6.6%	-31.4%	-13.3%	-18%	-17%	-15%
Overall appearance	75%	-6.3%	2%	15.2%	-20.2%	2.4%	0%	-5%	-4%
Land use, planning and zoning	47%	-1%	-5.8%	20.6%	6.2%	-0.7%	-7%	-2%	9%
Code enforcement	41%	5%	9.1%	7.9%	28.8%	3.8%	-1%	3%	17%
Well-planned residential growth**	42%	-3.9%	0.8%	-5.2%	-6.7%	-1.8%	-5%	-6%	4%
Well-planned commercial growth**	54%	1.2%	2.2%	-0.6%	-5.2%	3.9%	-2%	-4%	10%
Well-designed neighborhoods**	49%	-0.8%	-1.2%	-0.1%	1.6%	1.3%	5%	-3%	-3%
Preservation of the historical or cultural character of the community**	67%	1.2%	3.6%	-12.9%	-16.4%	9.3%	11%	-6%	-3%



Increases and Decreases: 2019-2024

Economic Prosperity and Affordability	Overall Percentages	RACE +/- 10			ETHNICITY +/- 15		WARD +/- 5		
		White Alone	Two or More Races / Other	Black Alone	Not White Alone	White Alone	Ward 1	Ward 2	Ward 3
Economy									
Overall economic health	66%	-6%	8.8%	24.7%	7.3%	-0.8%	1%	-8%	5%
Vibrancy of downtown/commercial area	70%	-6.6%	7.2%	18.1%	-7.5%	3.4%	-7%	2%	-4%
Employment opportunities	65%	-11.4%	5.1%	12.2%	-1.9%	-2.1%	-5%	-20%	10%
Economic development	64%	0.8%	11.6%	-6.4%	7.4%	4.7%	0%	-6%	9%
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Variety of housing options	37%	-14.4%	2.8%	0.7%	-17.9%	-6.6%	2%	-15%	-11%
Availability of affordable quality housing	21%	-14.2%	9.9%	-3.1%	-11.5%	-9.6%	-17%	-30%	-28%
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Overall appearance	75%	-6.3%	2%	15.2%	-20.2%	2.4%	0%	-5%	-4%
Land use, planning and zoning	47%	-1%	-5.8%	20.6%	6.2%	-0.7%	-7%	-2%	9%
Code enforcement	41%	5%	9.1%	7.9%	28.8%	3.8%	-1%	3%	17%
Well-planned residential growth**	42%	-3.9%	0.8%	-5.2%	-6.7%	-1.8%	-5%	-6%	4%
Well-planned commercial growth**	54%	1.2%	2.2%	-0.6%	-5.2%	3.9%	-2%	-4%	10%
Well-designed neighborhoods**	49%	-0.8%	-1.2%	-0.1%	1.6%	1.3%	5%	-3%	-3%
Preservation of the historical or cultural character of the community**	67%	1.2%	3.6%	-12.9%	-16.4%	9.3%	11%	-6%	-3%



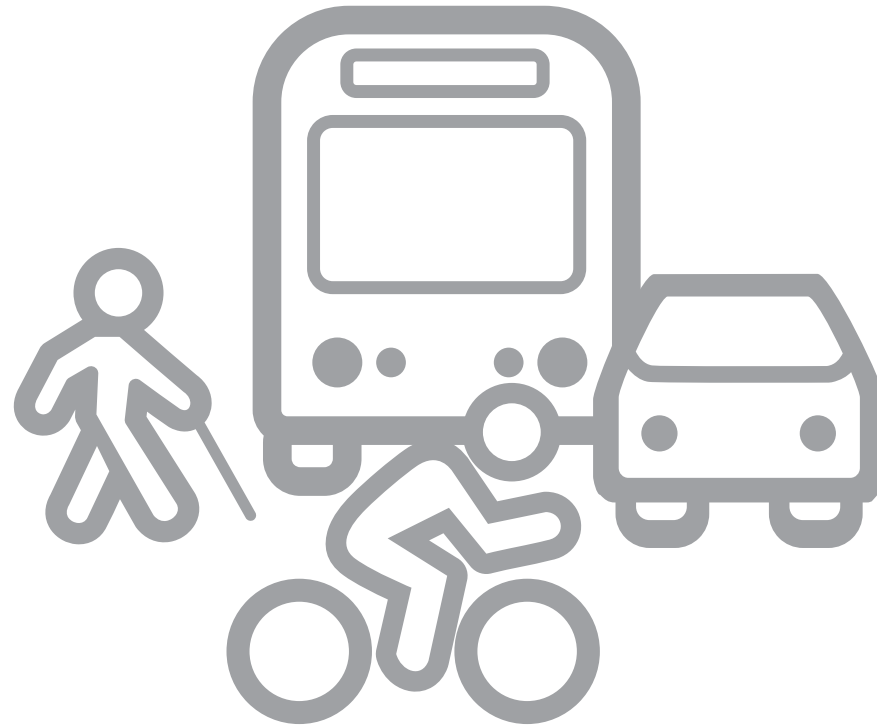
Economic Prosperity and Affordability: Key Observations

- Notable decreases in Development and Economy across demographics.
- Where there are decreases, these facets are still ranked as similar across national benchmarks.
- Acknowledgement of public conversations regarding housing.
- Propose discussions with staff to identify areas of interest and how they navigate conversations regarding realm of control and impact.



Mobility

Innovative, efficient, low-carbon
and equitable mobility solutions
are safe, affordable and
convenient to the community



Increases and Decreases: 2019-2024

Mobility	Overall percentage	RACE +/- 10			ETHNICITY +/-15		WARD +/- 5		
		White Alone	Two or More Races /Other	Black Alone	Not White Alone	White Alone	Ward 1	Ward 2	Ward 3
Traffic flow on major streets	55%	21.3%	6.7%	15.5%	-4.7%	-14.3%	9%	29%	14%
Ease of public parking	40%	9.5%	8.3%	-0.9%	9.4%	8.9%	0%	15%	10%
Ease of travel by car	74%	22.1%	13.6%	25.1%	24.2%	24.3%	22%	24%	16%
Ease of travel by bicycle	45%	-13.1%	-2.3%	-1.8%	-4.7%	-14.3%	-4%	-10%	-22%
Ease of walking	66%	-8.2%	7.7%	0.8%	-6.7%	-4.8%	-2%	-8%	-5%
Traffic enforcement	49%	-3.2%	2.8%	2.7%	-3.2%	-0.9%	-1%	-3%	6%
Traffic signal timing	58%	8.3%	20.0%	14.0%	-3.4%	14.5%	-1%	14%	6%
Street repair	25%	6.7%	2.5%	3.9%	5.5%	7.3%	10%	14%	6%
Street cleaning	48%	8.1%	26.1%	33.9%	10.0%	12.1%	20%	1%	22%
Street lighting	61%	9.5%	34.2%	20.5%	-0.6%	18.2%	24%	5%	16%
Snow removal	52%	5.6%	11.3%	10.7%	20.3%	9.5%	6%	3%	16%
Sidewalk maintenance	46%	-1.8%	19.3%	19.2%	-25.5%	8.8%	-1%	-8%	20%



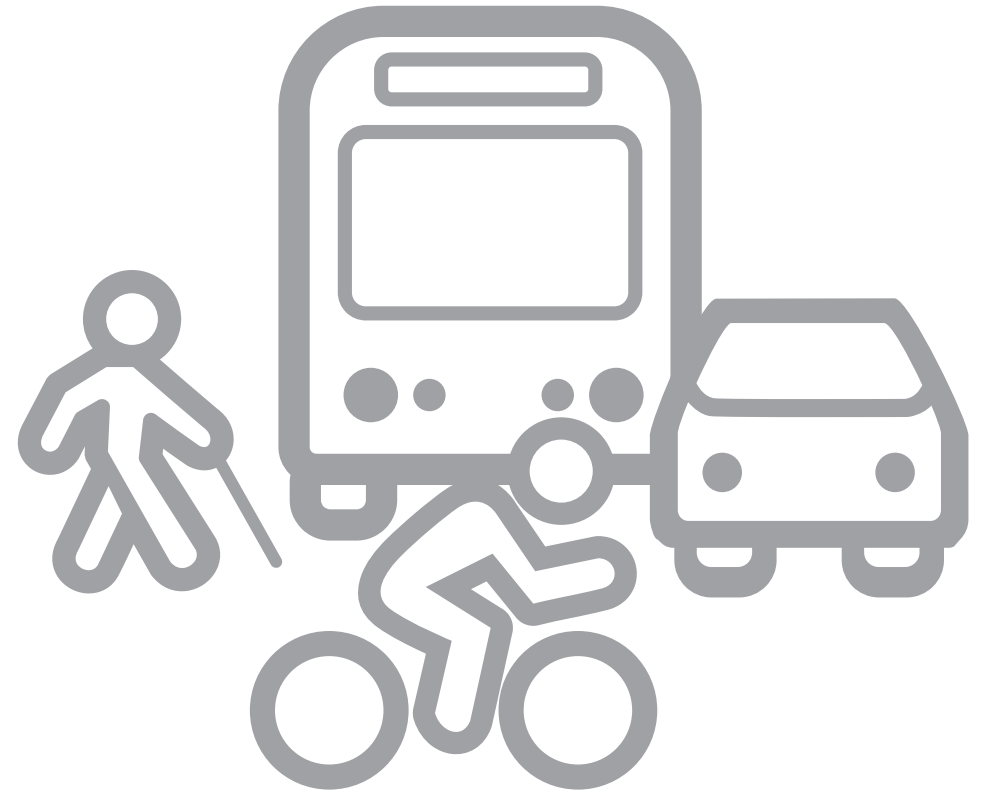
2019-2024: Increases and Decreases

Mobility	Overall percentage	RACE +/- 10			ETHNICITY +/- 10		WARD +/-5		
		White alone	Two or More Races /Other	Black Alone	Not White alone	White Alone	Ward 1	Ward 2	Ward 3
Traffic flow on major streets	55%	21.3%	6.7%	15.5%	-4.7%	-14.3%	9%	29%	14%
Ease of public parking	40%	9.5%	8.3%	-0.9%	9.4%	8.9%	0%	15%	10%
Ease of travel by car	74%	22.1%	13.6%	25.1%	24.2%	24.3%	22%	24%	16%
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Sidewalk maintenance	46%	-1.8%	19.3%	19.2%	-25.5%	8.8%	-1%	-8%	20%



Mobility: Key Observations

- Street lighting and street cleaning received increases among all demographic areas.
- Snow removal is especially notable due to timing of survey.
- Perception of parking increases while it is ranked lower nationally.
- Mobility facet facilitated the most engagement among White populations.



All people feel safe and are safe at all times throughout our community.

Safe Community



Increases and Decreases: 2019-2024

Safety	Overall Percentages	RACE +/- 10			ETHNICITY +/- 15		WARD +/-5		
		White Alone	Two or More Races /Other	Black Alone	Not White Alone	White Alone	Ward 1	Ward 2	Ward 3
Overall feeling of safety	62%	-4.7%	8.1%	10.3%	11.0%	-0.9%	7%	-10%	5%
In your neighborhood during the day	92%	-4.4%	20.2%	16%	15.5%	-2.3%	0%	2%	4%
In Grand Rapids's downtown/commercial area during the day	86%	-4%	7.9%	17.1%	6.9%	-2.5%	-3%	3%	2%
Police/Sheriff services	57%	-12.4%	6.7%	21.2%	-15.1%	-1.8%	8%	-16%	-10%
Crime prevention	45%	-8.3%	0.6%	10.2%	-5.8%	-1.2%	4%	-14%	3%
Fire services	93%	1.6%	10.8%	1.0%	5.2%	4.6%	-3%	5%	6%
Fire prevention and education	78%	2.1%	16.4%	-2.2%	-11.5%	6.1%	1%	-2%	20%
Emergency preparedness	61%	-0.1%	18%	-18%	-6.0%	2.9%	-13%	-1%	14%
From property crime**	66%	-1.4%	16.3%	-1.5%	11.7%	0.7%	2%	-1%	1%
From violent crime**	69%	-2.9%	8.6%	-12.2%	-2.2%	0.4%	4%	-5%	8%
From fire, flood, or other natural disaster**	87%	6.2%	8.2%	13.7%	-2.3%	9.8%	-4%	-2%	1%



Increases and Decreases: 2019-2024

Safety	Overall Percentages	RACE +/- 10			ETHNICITY +/- 15		WARD +/-5		
		White Alone	Two or More Races /Other	Black Alone	Not White Alone	White Alone	Ward 1	Ward 2	Ward 3
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Police/Sheriff services	57%	-12.4%	6.7%	21.2%	-15.1%	-1.8%	8%	-16%	-10%
Crime prevention	45%	-8.3%	0.6%	10.2%	-5.8%	-1.2%	4%	-14%	3%
Fire services	93%	1.6%	10.8%	1.0%	5.2%	4.6%	-3%	5%	6%
Fire prevention and education	78%	2.1%	16.4%	-2.2%	-11.5%	6.1%	1%	-2%	20%
Emergency preparedness	61%	-0.1%	18%	-18%	-6.0%	2.9%	-13%	-1%	14%
From property crime**	66%	-1.4%	16.3%	-1.5%	11.7%	0.7%	2%	-1%	1%
From violent crime**	69%	-2.9%	8.6%	-12.2%	-2.2%	0.4%	4%	-5%	8%
From fire, flood, or other natural disaster**	87%	6.2%	8.2%	13.7%	-2.3%	9.8%	-4%	-2%	1%



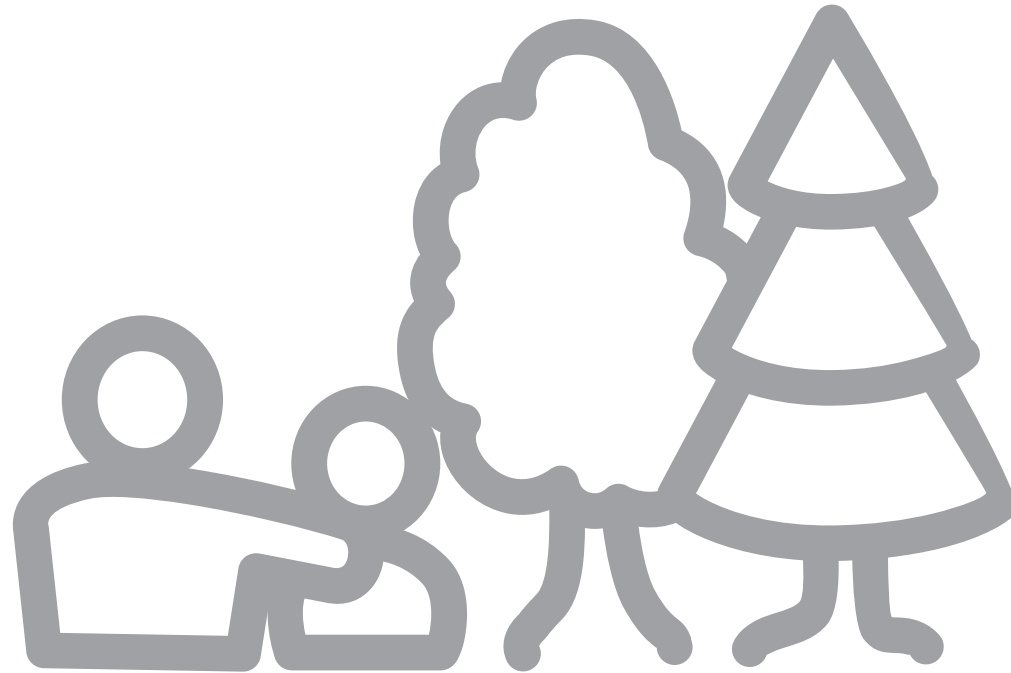
Safety: Key Observations

- Increases among Multi-Racial / Other and Black populations.
- Crime prevention and Police services are ranked lower than national averages.
- Fire services, fire prevention, and emergency preparedness are all on the rise and ranked similar.
- Acknowledge public-facing discussions around community informed enforcement and investment in services.



Health and Environment

The health of all people and the environment are advocated for, protected and enhanced.



Increases and Decreases: 2019-2024

Health and Environment	Overall Percentages	RACE +/- 10			ETHNICITY +/- 15		WARD +/- 5		
		White Alone	Two or More Races /Other	Black Alone	Not White Alone	White Alone	Ward 1	Ward 2	Ward 3
Parks & Recreation									
Overall quality of parks and recreation opportunities**	71%	0.9%	-4.2%	-13.1%	-20.1%	4.3%	-4%	-8%	5%
Availability of paths and walking trails	71%	8.6%	13.7%	17.2%	-3.8%	12.3%	9%	10%	11%
Fitness opportunities	75%	5.6%	7.2%	-2%	-12.9%	8.3%	1%	2%	10%
Recreational opportunities	76%	1.9%	11.5%	21%	-11.8%	7.9%	2%	3%	14%
City parks	72%	-2%	-6.2%	15.6%	-7.5%	2.9%	-3%	-9%	13%
Recreation programs or classes	68%	1.1%	-9.7%	11.7%	-9.7%	5.2%	-5%	3%	9%
Recreation centers or facilities	64%	2.6%	-6.0%	4.7%	-12.5%	4.6%	-2%	-4%	15%
Natural Environment									
Cleanliness	62%	-3%	16.6%	12.4%	-2.1%	4.4%	-7%	-7%	9%
Water resources**	71%	3.6%	-2.6%	9.6%	-20.1%	7.3%	4%	-2%	7%
Preservation of natural areas	62%	12.4%	16.5%	11.2%	0.2%	15%	3%	1%	10%
Grand Rapids open space**	60%	3.8%	1.9%	6%	-5.1%	2.5%	0%	4%	5%
Recycling	71%	-7.6%	-9.7%	-10%	0.2%	-8.3%	-12%	1%	0%
Yard waste pick-up	65%	3.4%	3.8%	-6.8%	-14.9%	7.8%	-4%	-4%	0%
Livability									
Grand Rapids as a place to live	88%	-0.9%	0.1%	9.5%	-10.2%	4.7%	-1%	3%	11%
Recommend living in Grand Rapids to someone who asks	90%	2.8%	-1%	-1.5%	5.1%	3.7%	3%	7%	6%
Remain in Grand Rapids for the next five years	81%	-7.7%	-1.8%	-3.3%	6.2%	-7.8%	-7%	4%	-3%
Your neighborhood as a place to live	79%	1.6%	25.6%	20.4%	13.6%	7.3%	-8%	7%	8%
Sense of community	56%	-4.1%	7.2%	0.2%	-7.9%	1.5%	1%	-4%	7%
Education, Arts, and Culture									
Overall opportunities for education, culture, and the arts	73%	5.8%	-19.1%	2%	-24.6%	11%	0%	0%	-4%
Opportunities to attend cultural/arts/music activities	81%	0.1%	-11.3%	30.5%	-11%	6.6%	-5%	-3%	16%



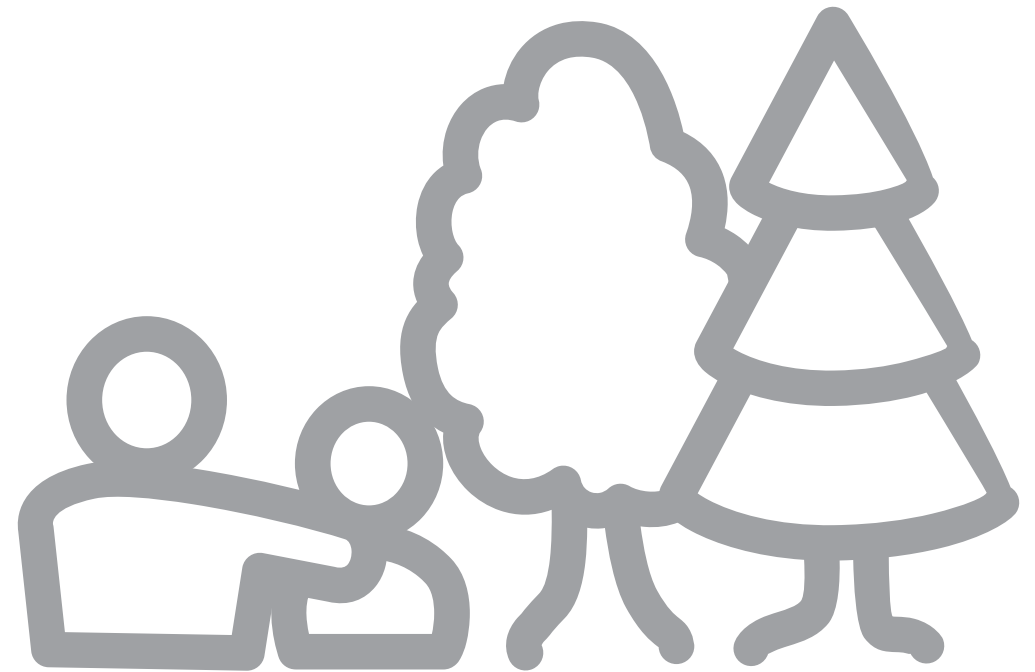
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Health and Environment: Key Observations

- Decreases consistent among Latinx/Hispanic populations.
- Increases occurred in many areas for Black populations and in Ward 3.
- Recognize the role of public discussions, education, and engagement on climate change, sustainability, and parks.
- Opportunity to review investments and support for cultural activities especially Multi-Racial/ Other and Latinx/Hispanic populations.



Outreach and Engagement

Outreach and discussion:

- Directors and staff
- Neighborhood Association Collaborative
- Commission Night Out at Gerald R. Ford Academic Center.
 - 5:00pm: dinner and engagement
 - 7:00pm: business meeting convenes

Next Steps:

- Staff will review operations around services to understand effectiveness and additional possibilities.
- Support understanding areas of success and growth.
- Review communications around services and operations to ensure transparency and awareness.



Discussion

And Thanks!