



The National Citizen Survey™

# Harrisonburg, VA

Key Findings

May 2014



**NRC**

National Research Center Inc

# About The NCS

**Residents**

**Private  
sector**

**Communities**  
are partnerships among...

**Community-  
based  
organizations**

**Government**

**Community  
Livability**

- Community Characteristics
- Governance
- Participation

# Facets of Community Livability



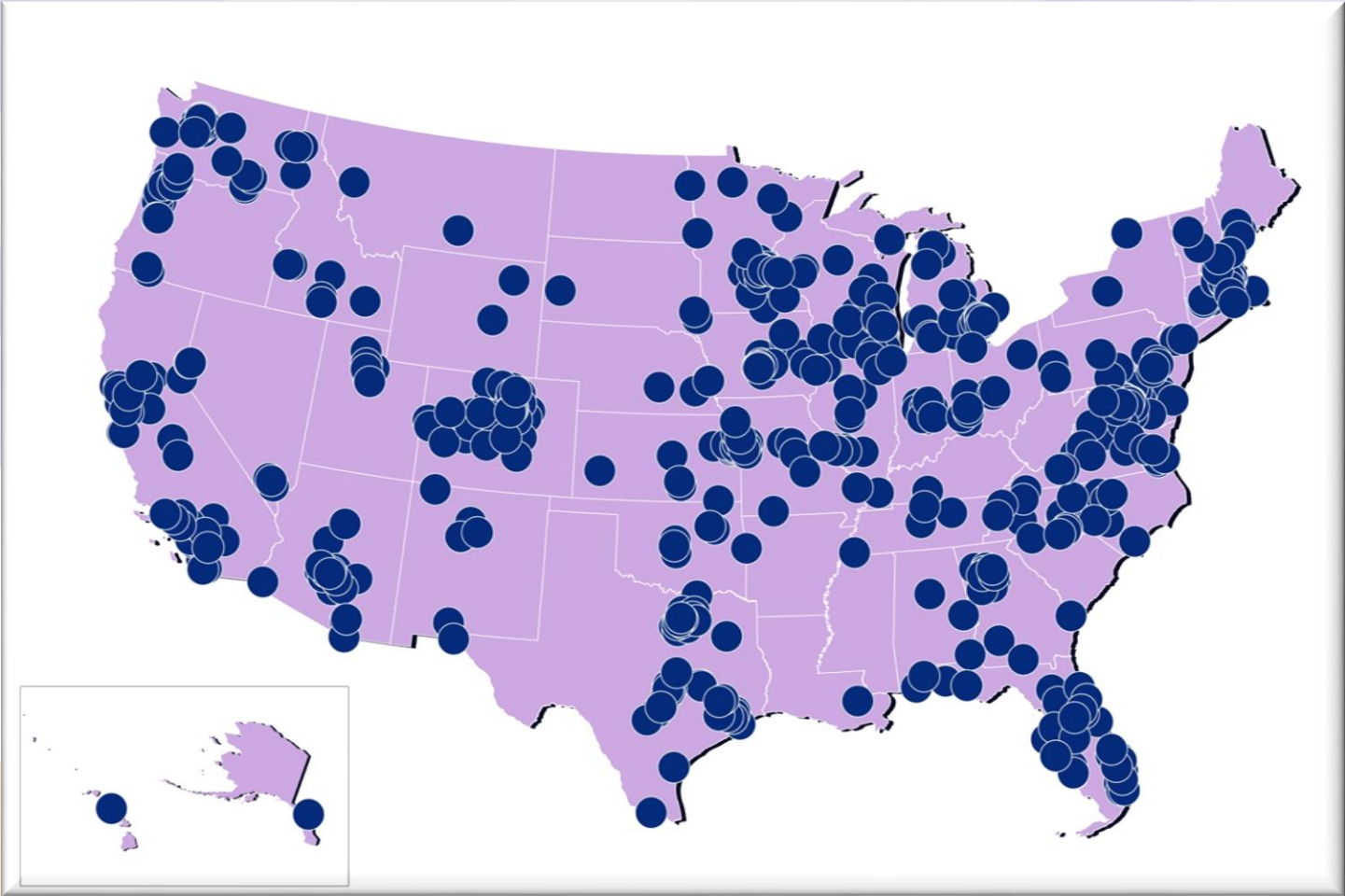
# The NCS & Harrisonburg

- 1,200 households
  - 20% response rate
  - $\pm 6\%$  margin of error

Spanish

Web

# National Benchmark Comparisons



# Benchmark Comparisons

**12**

received  
**higher**  
ratings

**113**

received **similar**  
ratings

**4**

received  
**lower**  
ratings

# Key Focus Areas



Safety

Natural Environment

Built Environment

Recreation & Wellness

Education & Enrichment

Mobility

Economy

Community Engagement

Key  
Finding  
#1

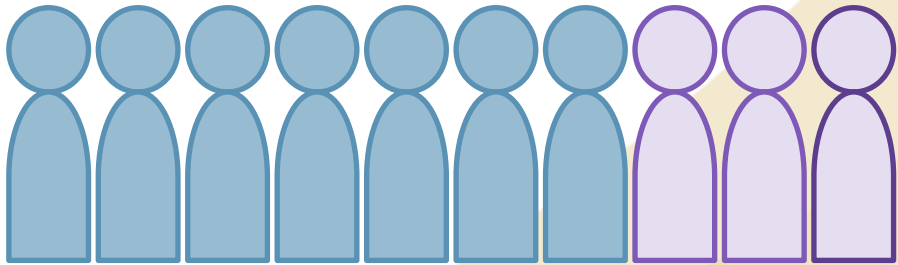
**Residents enjoy a  
high quality of life**



# Quality of Life

- Quality of life
- Place to live
- Quality of neighborhood
- Place to raise children
- Place to retire

*“Excellent” or  
“good” overall  
quality of life*

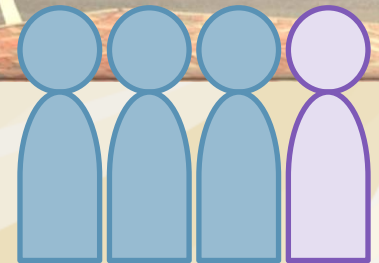


Comparison to national benchmark:  
■ Higher ■ Similar ■ Lower

# Image and Appearance



*“Excellent”  
or “good”*



# Natural Environment



# Parks and Recreation

At least a **majority** excellent or good

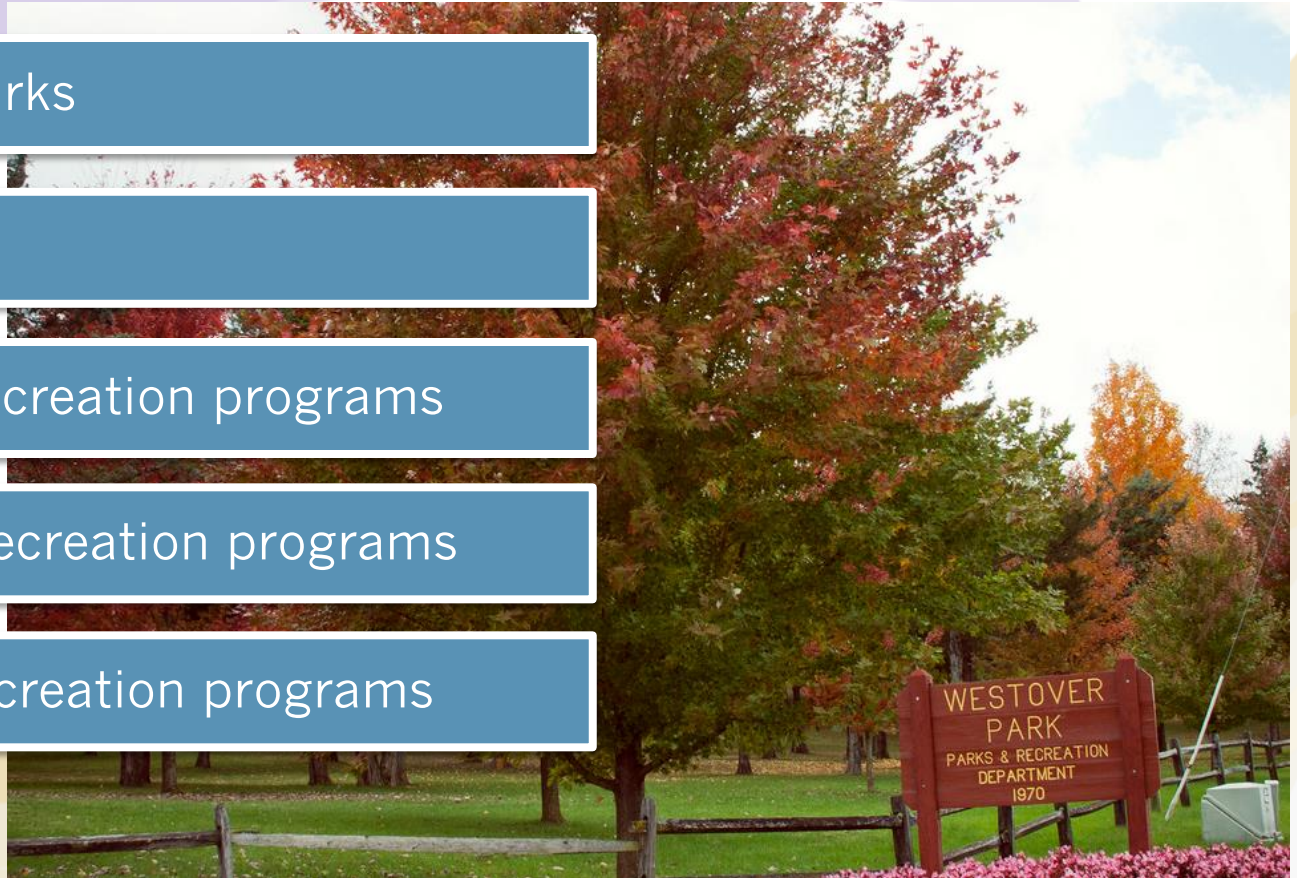
Maintenance of parks

Number of parks

Quality of youth recreation programs

Quality of senior recreation programs

Quality of adult recreation programs



Key  
Finding  
#2

**Safety is a top  
priority**

# Focus on Safety

Safety



# Feelings of Safety

## Day

About 9 in 10 felt safe in:

- Your neighborhood
- City parks
- Commercial areas in downtown
- Commercial areas outside downtown

## Night

At least 6 in 10 felt safe in:

- Your neighborhood
- Commercial areas in downtown
- Commercial areas outside downtown

# Safety Services

At least 9 in 10:

Fire services

Ambulance/EMS

Fire prevention & education



About 7 in 10:

Crime prevention

Traffic enforcement



*Percent excellent or good*



# Biggest Police Matter

&

# Police Efforts

25%

Traffic

24%

Noise

13%

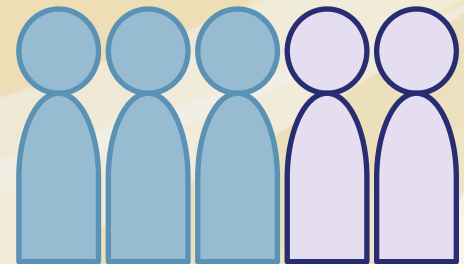
Theft

Reduce gang activity

Reduce drug activity

In Neighborhoods

*"Excellent" or  
"good"*



Key  
Finding  
#3

# **Education and Enrichment received high ratings**

# Community Characteristics

Religious or spiritual events and activities

Education and enrichment opportunities

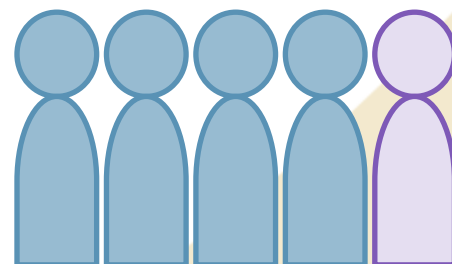
Adult education

K-12 education

Cultural/arts/music activities

Child care/preschool

*“Excellent”  
or “good”*



Comparison to national benchmark:

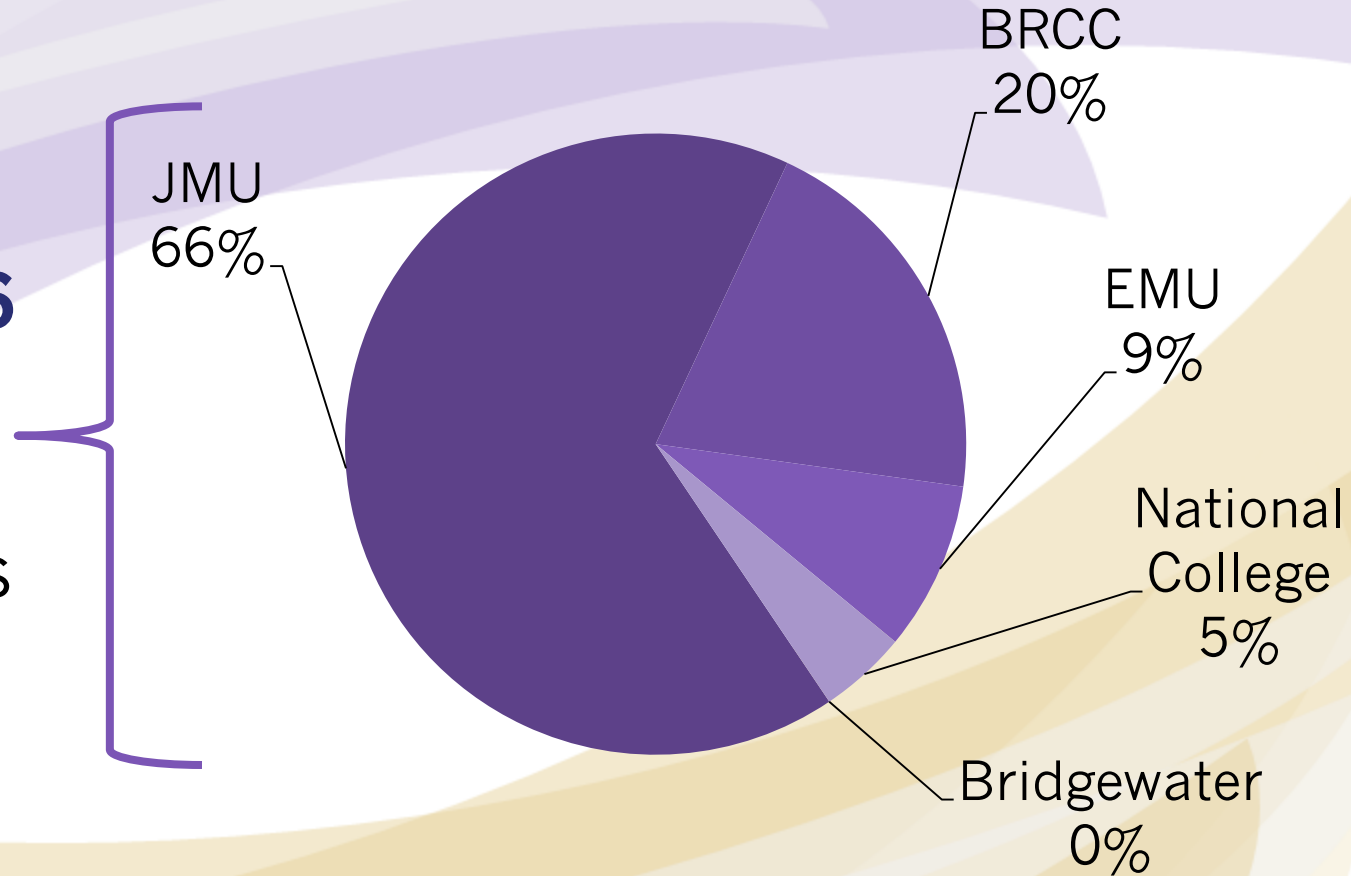
■ Higher ■ Similar ■ Lower

The background features several overlapping, wavy bands of color. The upper portion is dominated by shades of purple, ranging from light lavender to a slightly darker hue. The lower portion features shades of yellow and gold, also in wavy, overlapping bands. The overall effect is a dynamic, abstract pattern.

# **Special Interest Questions**

# Student Status

**53 of the 236**  
survey  
respondents  
answered this  
question



# Communication Efforts



73%

Ease of web site navigation



73%

Quality of web site content

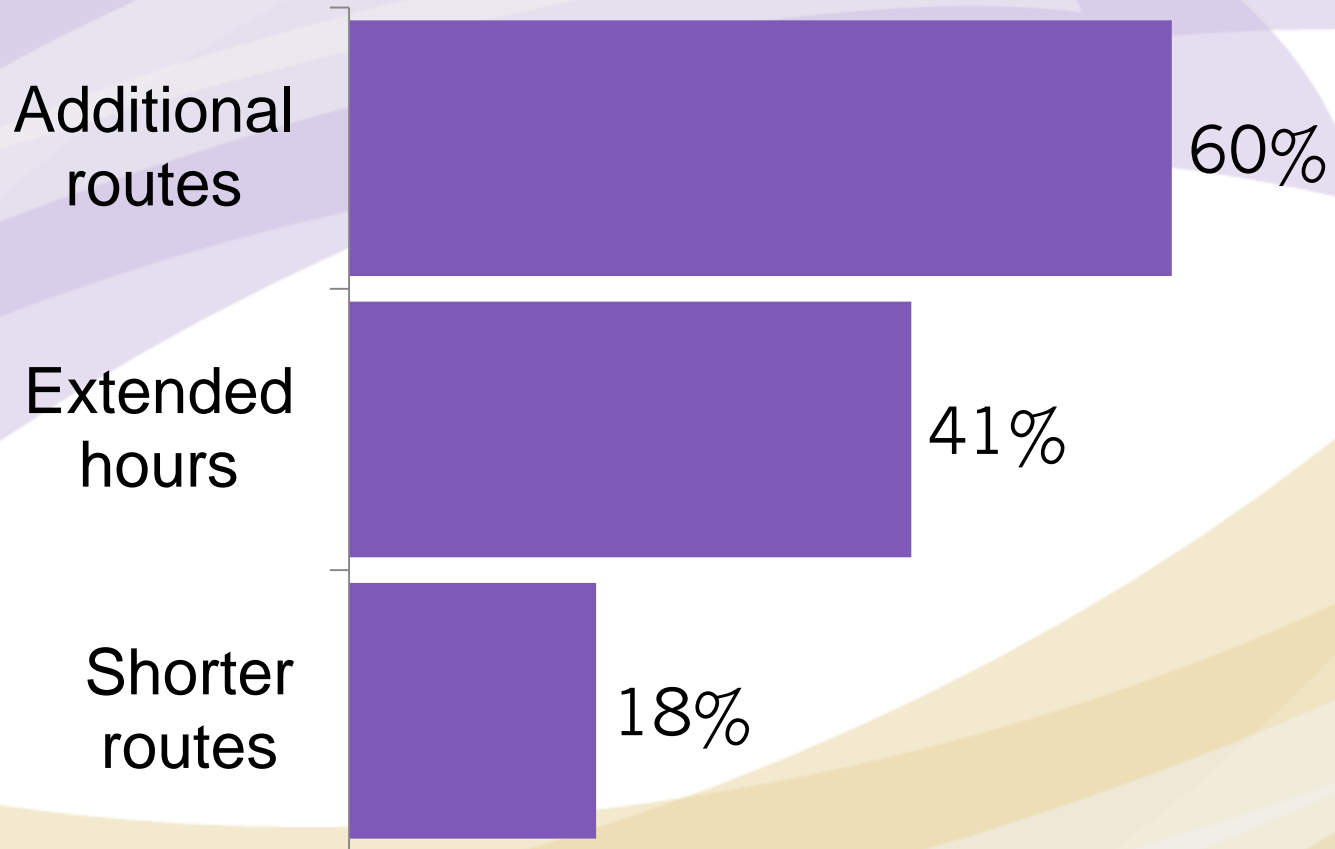


71%

Content of City's social media sites

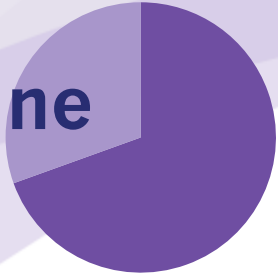
Percent excellent or good

# Enhancing Public Transportation



# Dialing 9-1-1

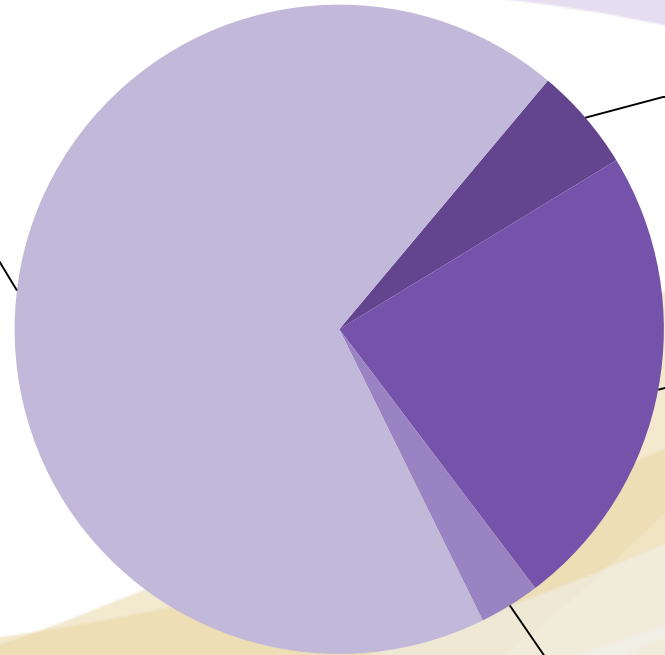
**Land line**



**Cell phone**



NA  
68%



Land line  
5%

Cell phone  
23%

Both  
3%



# Conclusions

**Quality of life is high**

**Residents value Safety focus**

**Education and Enrichment is strong**



**The National Citizen Survey™**

**Questions?**



**The National Citizen Survey™**

**Thank you!**

**National Research Center, Inc.**

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