

The National Citizen Survey™

Harrisonburg, VA

Dashboard Summary of Findings

2014

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Harrisonburg’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Harrisonburg’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Residents identified all eight areas of community livability favorably across the three pillars of Community Characteristics, Governance and Participation when compared to other places. Community Characteristics in the area of Education and Enrichment, namely cultural/arts/music activities, child care/preschool, adult education and overall education and enrichment, saw exceptionally high ratings. Participation in the area of Economy saw higher ratings compared to other places; not only did a higher rate of survey respondents report working in Harrisonburg but more felt the economy will have a positive impact on their income in the next six months than did comparison communities. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	6	46	0	2	40	0	5	27	4
General	0	7	0	0	1	0	0	2	1
Safety	0	3	0	0	7	0	0	3	0
Mobility	0	8	0	2	6	0	1	2	0
Natural Environment	0	3	0	0	4	0	0	2	1
Built Environment	0	5	0	0	7	0	0	2	0
Economy	2	6	0	0	1	0	2	1	0
Recreation and Wellness	0	7	0	0	4	0	0	5	0
Education and Enrichment	4	2	0	0	2	0	1	2	0
Community Engagement	0	5	0	0	8	0	1	8	2

Legend	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
General	Overall appearance	↔	74%	Customer service	↔	80%	Recommend Harrisonburg	↔	90%
	Overall quality of life	↔	85%				Remain in Harrisonburg	↔	75%
	Place to retire	↔	71%				Contacted Harrisonburg employees	↓	40%
	Place to raise children	↔	77%						
	Place to live	↔	88%						
	Neighborhood	↔	78%						
	Overall image	↔	78%						
Safety	Overall feeling of safety	↔	81%	Police	↔	82%	Was NOT the victim of a crime	↔	91%
	Safe in neighborhood	↔	94%	Crime prevention	↔	68%	Did NOT report a crime	↔	87%
	Safe downtown/commercial area	↔	94%	Fire	↔	98%	Stocked supplies for an emergency	↔	46%
				Fire prevention	↔	91%			
				Ambulance/EMS	↔	97%			
				Emergency preparedness	↔	62%			
				Animal control	↔	74%			
Mobility	Traffic flow	↔	50%	Traffic enforcement	↔	68%	Carpooled instead of driving alone	↑↑	68%
	Travel by car	↔	72%	Street repair	↑	64%	Walked or biked instead of driving	↔	60%
	Travel by bicycle	↔	53%	Street cleaning	↔	77%	Used public transportation instead of driving	↔	30%
	Ease of walking	↔	57%	Street lighting	↔	66%			
	Travel by public transportation	↔	57%	Snow removal	↔	67%			
	Overall ease of travel	↔	75%	Sidewalk maintenance	↔	69%			
	Public parking	↔	60%	Traffic signal timing	↔	54%			
Natural Environment	Paths and walking trails	↔	50%	Bus or transit services	↑	71%			
	Overall natural environment	↔	69%	Garbage collection	↔	86%	Recycled at home	↔	77%
	Air quality	↔	73%	Recycling	↔	68%	Conserved water	↔	76%
	Cleanliness	↔	77%	Yard waste pick-up	↔	75%	Made home more energy efficient	↓	66%
Built Environment				Drinking water	↔	75%			
	New development in Harrisonburg	↔	61%	Sewer services	↔	88%	NOT experiencing housing cost stress	↔	63%
	Affordable quality housing	↔	50%	Storm drainage	↔	83%	Did NOT observe a code violation	↔	59%
	Housing options	↔	61%	Power utility	↔	86%			
	Overall built environment	↔	60%	Utility billing	↔	78%			
	Public places	↔	66%	Land use, planning and zoning	↔	53%			
				Code enforcement	↔	55%			
			Cable television	↔	51%				

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
Economy	Overall economic health	↔	63%	Economic development	↔	58%	Economy will have positive impact on income	↑	33%
	Shopping opportunities	↔	63%				Purchased goods or services in Harrisonburg	↔	95%
	Employment opportunities	↔	46%				Work in Harrisonburg	↑↑	65%
	Place to visit	↔	67%						
	Cost of living	↑	59%						
	Vibrant downtown/commercial area	↑	64%						
	Place to work	↔	65%						
Recreation and Wellness	Business and services	↔	65%						
	Fitness opportunities	↔	68%	City parks	↔	82%	In very good to excellent health	↔	62%
	Recreational opportunities	↔	68%	Recreation centers	↔	78%	Used Harrisonburg recreation centers	↔	65%
	Health care	↔	58%	Recreation programs	↔	76%	Visited a City park	↔	86%
	Food	↔	75%	Health services	↔	67%	Ate 5 portions of fruits and vegetables	↔	83%
	Mental health care	↔	43%				Participated in moderate or vigorous physical activity	↔	84%
	Health and wellness	↔	70%						
Education and Enrichment	Preventive health services	↔	61%						
	K-12 education	↔	80%	Public libraries	↔	88%	Used Harrisonburg public libraries	↔	62%
	Cultural/arts/music activities	↑	70%	Special events	↔	72%	Participated in religious or spiritual activities	↑	65%
	Child care/preschool	↑	59%				Attended a City-sponsored event	↔	58%
Community Engagement	Religious or spiritual events and activities	↔	86%						
	Adult education	↑	79%						
	Overall education and enrichment	↑	85%						
	Opportunities to participate in community matters	↔	68%	Public information	↔	76%	Sense of community	↔	61%
	Opportunities to volunteer	↔	78%	Overall direction	↔	70%	Voted in local elections	↓	63%
	Openness and acceptance	↔	63%	Value of services for taxes paid	↔	52%	Talked to or visited with neighbors	↔	87%
	Social events and activities	↔	67%	Welcoming citizen involvement	↔	58%	Attended a local public meeting	↔	20%
	Neighborliness	↔	54%	Confidence in City government	↔	58%	Watched a local public meeting	↔	27%
				Acting in the best interest of Harrisonburg	↔	60%	Volunteered	↑	54%
				Being honest	↔	65%	Participated in a club	↔	33%
			Treating all residents fairly	↔	57%	Campaigned for an issue, cause or candidate	↔	19%	
						Contacted Harrisonburg elected officials	↔	13%	
						Read or watched local news	↓	71%	
						Done a favor for a neighbor	↔	78%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available