

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Lynchburg, VA

Comparisons by Geographic Subgroups  
2015



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# 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. This report discusses differences in opinion of survey respondents by ward.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Ward are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (349 completed surveys). For each ward (Wards I, II, III and IV), the margin of error rises to approximately plus or minus 17 percentage points since sample sizes were approximately 108 for Ward I, 59 for Ward II, 80 for Ward III and 102 for Ward IV. Notable differences between Wards included the following:

- Within Community Characteristics, residents who lived in Ward II tended to give less positive ratings to the overall quality of life in Lynchburg and Lynchburg and their neighborhoods as a place to live, as well as their overall feeling of safety in the City and in their neighborhoods during the day than participants from Wards I, III and IV. Ward I survey respondents were more likely to give excellent or good ratings to all aspects of Natural Environment and to measures of Recreation and Wellness where differences were significant than residents from other wards.
- In the pillar of Governance, participants from Ward III tended to be less likely to give high ratings to aspects of Safety (ambulance or emergency medical services), Mobility (traffic signal timing), Natural Environment (drinking water), Built Environment (storm drainage, sewer services and utility billing) and Recreation and Wellness (recreation centers or facilities) than their counterparts.
- Ward II residents were less likely to report that they had not been the victim of a crime or reported a crime, but they were more likely to have stocked supplies in preparation for an emergency than individuals from other wards. Ward II participants also reported higher levels of participation in walking and biking and using public transportation instead of driving than those from Wards I, III and IV.
- For the facet of Community Engagement within Participation, residents from Ward IV were more likely to have reported talking to or visiting with their neighbors and reading or watching local news, while participants from Ward II indicated they were more likely to have contacted Lynchburg elected officials and watched a local public meeting than residents from other wards of the City.
- Survey participants who lived in Ward IV placed higher importance on the overall economic health of Lynchburg as a community focus area, but were less likely to give essential or very important ratings to the overall built environment of the City than other groups.
- Residents from Ward I and III tended to give higher ratings of importance to maintaining and improving infrastructure as a City priority in the next five years than respondents from Wards II and IV.
- Citizens who lived in Ward II indicated that economic development and education were less likely to be essential or very important strategic planning areas to the overall quality of life in Lynchburg than other residents.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
The overall quality of life in Lynchburg	79%	58%	79%	87%	76%
Overall image or reputation of Lynchburg	57%	58%	51%	66%	59%
Lynchburg as a place to live	86%	68%	81%	86%	81%
Your neighborhood as a place to live	90%	54%	72%	88%	77%
Lynchburg as a place to raise children	85%	72%	83%	79%	80%
Lynchburg as a place to retire	79%	63%	63%	72%	70%
Overall appearance of Lynchburg	69%	65%	64%	64%	65%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Overall feeling of safety in Lynchburg	87%	70%	81%	82%	80%
In your neighborhood during the day	96%	70%	97%	92%	89%
In Lynchburg's downtown/commercial Ward during the day	86%	86%	76%	78%	82%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Overall ease of getting to the places you usually have to visit	73%	55%	70%	64%	65%
Traffic flow on major streets	47%	50%	40%	40%	44%
Ease of public parking	44%	42%	40%	35%	40%
Ease of travel by car in Lynchburg	58%	56%	67%	47%	57%
Ease of travel by public transportation in Lynchburg	32%	58%	44%	39%	45%
Ease of travel by bicycle in Lynchburg	30%	40%	26%	23%	30%
Ease of walking in Lynchburg	50%	56%	34%	48%	48%
Availability of paths and walking trails	77%	69%	44%	59%	63%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Quality of overall natural environment in Lynchburg	91%	75%	74%	75%	79%
Air quality	97%	71%	79%	74%	80%
Cleanliness of Lynchburg	76%	56%	63%	68%	66%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	50%	52%	53%	46%	50%
Public places where people want to spend time	57%	52%	49%	49%	52%
Variety of housing options	68%	50%	56%	55%	58%
Availability of affordable quality housing	60%	51%	50%	56%	54%
Overall quality of new development in Lynchburg	62%	60%	46%	42%	52%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Overall economic health of Lynchburg	53%	59%	50%	54%	54%
Lynchburg as a place to work	53%	38%	58%	57%	52%
Lynchburg as a place to visit	51%	70%	50%	54%	56%
Employment opportunities	36%	34%	41%	39%	38%
Shopping opportunities	43%	49%	47%	48%	46%
Cost of living in Lynchburg	72%	45%	56%	63%	60%
Overall quality of business and service establishments in Lynchburg	70%	57%	63%	70%	65%
Vibrant downtown/commercial Ward	45%	46%	35%	26%	38%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Health and wellness opportunities in Lynchburg	73%	63%	58%	70%	67%
Fitness opportunities (including exercise classes and paths or trails, etc.)	82%	72%	58%	74%	72%
Recreational opportunities	67%	47%	53%	64%	58%
Availability of affordable quality food	70%	64%	71%	78%	71%
Availability of affordable quality health care	69%	59%	50%	68%	62%
Availability of preventive health services	72%	61%	51%	76%	66%
Availability of affordable quality mental health care	58%	56%	41%	63%	55%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Overall opportunities for education and enrichment	75%	74%	65%	68%	71%
Availability of affordable quality child care/preschool	55%	61%	46%	52%	54%
K-12 education	76%	68%	56%	63%	67%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Adult educational opportunities	60%	65%	70%	59%	63%
Opportunities to attend cultural/arts/music activities	49%	54%	36%	52%	48%
Opportunities to participate in religious or spiritual events and activities	86%	79%	82%	85%	83%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Opportunities to participate in social events and activities	65%	57%	45%	49%	55%
Opportunities to volunteer	82%	70%	63%	71%	72%
Opportunities to participate in community matters	64%	59%	56%	64%	61%
Openness and acceptance of the community toward people of diverse backgrounds	38%	41%	48%	39%	41%
Neighborliness of residents in Lynchburg	70%	51%	49%	54%	57%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
The City of Lynchburg	71%	67%	70%	64%	68%
The value of services for the taxes paid to Lynchburg	54%	47%	33%	50%	47%
The overall direction that Lynchburg is taking	61%	56%	52%	57%	56%
The job Lynchburg government does at welcoming citizen involvement	44%	49%	45%	42%	45%
Overall confidence in Lynchburg government	46%	46%	51%	43%	46%
Generally acting in the best interest of the community	48%	59%	60%	50%	54%
Being honest	51%	47%	48%	49%	49%
Treating all residents fairly	49%	36%	52%	47%	46%
Overall customer service by Lynchburg employees (police, receptionists, planners, etc.)	63%	73%	66%	77%	70%
The Federal Government	48%	47%	34%	41%	43%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Police/Sheriff services	78%	66%	82%	75%	75%
Fire services	96%	90%	89%	97%	94%
Ambulance or emergency medical services	95%	80%	83%	90%	87%
Crime prevention	72%	55%	67%	70%	66%
Fire prevention and education	78%	72%	87%	78%	78%
Animal control	58%	47%	60%	59%	56%

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Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	52%	54%	62%	65%	58%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Traffic enforcement	62%	69%	52%	54%	59%
Street repair	24%	39%	28%	27%	29%
Street cleaning	47%	47%	35%	48%	45%
Street lighting	57%	67%	58%	52%	58%
Snow removal	49%	43%	45%	42%	45%
Sidewalk maintenance	57%	40%	42%	43%	46%
Traffic signal timing	48%	60%	38%	40%	47%
Bus or transit services	63%	70%	44%	53%	60%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Garbage collection	81%	88%	76%	69%	79%
Recycling	57%	66%	45%	53%	56%
Yard waste pick-up	61%	66%	60%	57%	61%
Drinking water	74%	73%	50%	74%	68%
Preservation of natural Wards such as open space, farmlands and greenbelts	62%	51%	57%	50%	55%
Lynchburg open space	64%	58%	48%	49%	55%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Storm drainage	71%	80%	48%	68%	68%
Sewer services	74%	82%	60%	69%	72%
Utility billing	66%	55%	46%	69%	60%
Land use, planning and zoning	36%	49%	27%	42%	39%
Code enforcement (weeds, abandoned buildings, etc.)	27%	41%	28%	40%	35%
Cable television	39%	41%	31%	35%	37%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Economic development	44%	46%	46%	47%	46%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
City parks	77%	69%	62%	63%	68%
Recreation programs or classes	76%	66%	52%	64%	65%
Recreation centers or facilities	77%	67%	41%	55%	61%
Health services	64%	61%	53%	62%	60%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Public library services	66%	68%	80%	71%	70%
City-sponsored special events	54%	57%	56%	40%	52%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Public information services	65%	58%	44%	55%	56%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Sense of community	53%	46%	49%	49%	50%
Recommend living in Lynchburg to someone who asks	84%	73%	80%	78%	79%
Remain in Lynchburg for the next five years	80%	71%	66%	85%	76%
Contacted the City of Lynchburg (in-person, phone, email or web) for help or information	54%	63%	46%	48%	53%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Was NOT the victim of a crime	94%	67%	90%	93%	86%
Did NOT report a crime	83%	54%	82%	88%	77%
Stocked supplies in preparation for an emergency	35%	70%	35%	32%	43%

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Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Walked or biked instead of driving	45%	49%	27%	31%	39%
Carpooled with other adults or children instead of driving alone	36%	36%	45%	32%	37%
Used bus, rail or other public transportation instead of driving	9%	29%	11%	6%	13%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Recycle at home	69%	67%	62%	61%	65%
Made efforts to make your home more energy efficient	68%	68%	67%	77%	70%
Made efforts to conserve water	70%	82%	78%	75%	76%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
NOT under housing cost stress	71%	58%	60%	73%	66%
Did NOT observe a code violation	57%	41%	42%	53%	49%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Purchase goods or services from a business located in Lynchburg	100%	97%	96%	96%	97%
Economy will have positive impact on income	34%	37%	21%	26%	30%
Work in Lynchburg	58%	59%	68%	59%	61%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Used Lynchburg recreation centers or their services	46%	45%	48%	50%	47%
Visited a neighborhood park or City park	64%	80%	71%	78%	74%
Eat at least 5 portions of fruits and vegetables a day	83%	69%	79%	73%	76%
Participate in moderate or vigorous physical activity	92%	68%	77%	82%	80%
Reported being in "very good" or "excellent" health	66%	45%	64%	64%	60%



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Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Used Lynchburg public libraries or their services	45%	60%	49%	42%	49%
Participated in religious or spiritual activities in Lynchburg	65%	63%	74%	66%	67%
Attended a City-sponsored event	57%	51%	43%	47%	50%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Campaigned or advocated for an issue, cause or candidate	26%	30%	29%	25%	27%
Contacted Lynchburg elected officials (in-person, phone, email or web) to express your opinion	8%	28%	18%	12%	16%
Volunteered your time to some group/activity in Lynchburg	59%	37%	53%	41%	47%
Participated in a club	33%	22%	30%	32%	30%
Talked to or visited with your immediate neighbors	91%	74%	85%	92%	86%
Done a favor for a neighbor	77%	74%	76%	86%	79%
Attended a local public meeting	16%	27%	13%	21%	19%
Watched (online or on television) a local public meeting	31%	46%	24%	28%	32%
Read or watch local news (via television, paper, computer, etc.)	82%	80%	89%	94%	86%
Vote in local elections	79%	72%	76%	80%	77%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Overall feeling of safety in Lynchburg	93%	80%	85%	88%	87%
Overall ease of getting to the places you usually have to visit	81%	82%	86%	75%	80%
Quality of overall natural environment in Lynchburg	86%	74%	73%	78%	78%
Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	81%	83%	84%	66%	78%
Health and wellness opportunities in Lynchburg	82%	77%	82%	85%	82%
Overall opportunities for education and enrichment	83%	77%	80%	86%	82%
Overall economic health of Lynchburg	94%	84%	93%	96%	92%
Sense of community	71%	72%	77%	76%	74%

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Table 29: Information Preferences

Please indicate how you prefer to receive information about City government and its activities, events and services: (Percent rating as "highly preferable" or "preferable").	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
City web site (www.lynchburgva.gov)	89%	73%	76%	66%	76%
Local print media outlets (newspapers, magazines)	81%	74%	65%	78%	75%
Local electronic media outlets (radio, local television stations)	86%	75%	96%	86%	85%
The local government Comcast Cable Channel 15	58%	49%	33%	54%	49%
City Source newsletter in the News & Advance	80%	80%	58%	62%	70%
City Council meetings and other public meetings	64%	66%	56%	65%	63%
City communications via social media (i.e. Facebook, Twitter or YouTube)	56%	66%	71%	55%	61%
Talking with City officials	63%	79%	48%	56%	62%
Word of mouth	49%	60%	55%	58%	56%

Table 30: City Priorities

Please indicate how important, if at all, each of the following issues will be for the City to address over the next five years: (Percent rating as "essential" or "very important").	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Affordable housing	75%	65%	73%	76%	72%
Reducing food deserts	52%	41%	43%	40%	44%
Maintaining and improving infrastructure	90%	74%	90%	72%	81%
Preservation of green space	77%	67%	78%	76%	74%
Health and wellness opportunities in Lynchburg	76%	78%	85%	85%	81%
Reducing poverty rate	76%	78%	85%	85%	81%
Workforce training	83%	80%	87%	81%	83%

Table 31: Quality of Life Strategic Planning Areas

Please rate how important, if at all, each of the following strategic planning Wards are to the overall quality of life in Lynchburg: (Percent rating as "essential" or "very important").	Ward				Overall
	Ward I	Ward II	Ward III	Ward IV	
Actively engaged citizens	83%	72%	75%	67%	74%
Arts and culture	71%	56%	65%	64%	64%
Economic development	82%	71%	88%	86%	81%
Education	93%	79%	94%	95%	90%
Health and wellness opportunities in Lynchburg	81%	82%	91%	85%	84%
Recreation opportunities	83%	74%	77%	72%	76%
Safe neighborhoods	92%	90%	92%	98%	93%