

THE NCSTM
The National Citizen SurveyTM

Lynchburg, VA

Comparisons by Geographic Subgroups

2017



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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 all respondents (345 completed surveys) is generally no greater than plus or minus five percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. Four wards were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

Area	Number of Completed Surveys
Ward 1	102
Ward 2	59
Ward 3	79
Ward 4	105

Notable differences between ward included the following:

- Residents in Ward 2 felt more positively about some Community Characteristics related to Safety (feelings of safety in the City’s downtown/commercial area) and Mobility (ease of travel by car and by bicycle), as well as the cost of living in the City. They were less likely to rate their neighborhoods as a places to live and air quality as excellent or good than their counterparts.
- When differences were noted, survey respondents from Ward 3 tended to award less favorable scores to customer service provided by City employees and public library services, as well as report lower levels of being in good health. On the other hand, Ward 3 residents were more active in participating in efforts to make their homes more energy efficient and visiting with their neighbors.
- Ward 1 survey participants were more likely to use the Lynchburg web site as a major or minor source of information about the City.
- When asked about priorities for the community, Ward 3 respondents were less likely to place high importance on providing comprehensive transportation, access to quality health care, affordable housing or emphasize treating all residents fairly and equally regardless of race or any other factor.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
The overall quality of life in Lynchburg	88%	84%	69%	72%	79%
Overall image or reputation of Lynchburg	74%	61%	62%	73%	68%
Lynchburg as a place to live	87%	86%	78%	81%	83%
Your neighborhood as a place to live	89%	66%	86%	84%	81%
Lynchburg as a place to raise children	81%	79%	75%	82%	79%
Lynchburg as a place to retire	74%	77%	57%	71%	71%
Overall appearance of Lynchburg	72%	58%	67%	76%	69%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall feeling of safety in Lynchburg	82%	76%	68%	75%	76%
In your neighborhood during the day	97%	96%	97%	97%	97%
In Lynchburg's downtown/commercial area during the day	82%	96%	74%	81%	84%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall ease of getting to the places you usually have to visit	66%	61%	69%	68%	66%
Traffic flow on major streets	49%	55%	30%	43%	45%
Ease of public parking	41%	46%	37%	45%	42%
Ease of travel by car in Lynchburg	67%	80%	58%	59%	67%
Ease of travel by public transportation in Lynchburg	39%	47%	25%	41%	39%
Ease of travel by bicycle in Lynchburg	25%	57%	35%	31%	38%
Ease of walking in Lynchburg	54%	61%	55%	50%	55%
Availability of paths and walking trails	70%	77%	65%	73%	72%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Quality of overall natural environment in Lynchburg	85%	86%	83%	84%	85%
Air quality	89%	74%	79%	87%	83%
Cleanliness of Lynchburg	76%	65%	73%	65%	70%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	60%	54%	55%	59%	57%
Public places where people want to spend time	69%	69%	55%	62%	64%
Variety of housing options	59%	55%	54%	65%	59%
Availability of affordable quality housing	49%	59%	48%	56%	53%
Overall quality of new development in Lynchburg	63%	64%	57%	64%	62%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall economic health of Lynchburg	66%	56%	60%	53%	59%
Lynchburg as a place to work	63%	60%	52%	59%	59%
Lynchburg as a place to visit	52%	59%	50%	53%	54%
Employment opportunities	41%	52%	39%	35%	42%
Shopping opportunities	28%	51%	45%	42%	41%
Cost of living in Lynchburg	70%	81%	61%	59%	68%
Overall quality of business and service establishments in Lynchburg	66%	63%	60%	67%	64%
Vibrant downtown/commercial area	53%	59%	51%	56%	55%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Health and wellness opportunities in Lynchburg	77%	75%	65%	78%	74%
Fitness opportunities (including exercise classes and paths or trails, etc.)	77%	83%	72%	85%	80%
Recreational opportunities	71%	72%	64%	74%	71%
Availability of affordable quality food	74%	62%	74%	84%	74%
Availability of affordable quality health care	66%	55%	76%	66%	65%
Availability of preventive health services	72%	60%	73%	70%	69%
Availability of affordable quality mental health care	45%	48%	47%	57%	49%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall opportunities for education and enrichment	75%	62%	66%	84%	72%
Availability of affordable quality child care/preschool	59%	65%	38%	52%	55%
K-12 education	66%	67%	70%	61%	65%
Adult educational opportunities	65%	55%	62%	66%	62%
Opportunities to attend cultural/arts/music activities	69%	61%	63%	64%	64%
Opportunities to participate in religious or spiritual events and activities	82%	88%	92%	87%	87%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Opportunities to participate in social events and activities	57%	69%	64%	71%	65%
Opportunities to volunteer	70%	84%	77%	82%	78%
Opportunities to participate in community matters	71%	70%	68%	63%	68%
Openness and acceptance of the community toward people of diverse backgrounds	54%	38%	52%	53%	49%
Neighborliness of residents in Lynchburg	69%	70%	42%	67%	64%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
The City of Lynchburg	81%	67%	53%	69%	69%
The value of services for the taxes paid to Lynchburg	59%	49%	37%	47%	50%
The overall direction that Lynchburg is taking	63%	77%	68%	62%	67%
The job Lynchburg government does at welcoming citizen involvement	65%	64%	58%	53%	60%
Overall confidence in Lynchburg government	57%	52%	57%	53%	54%
Generally acting in the best interest of the community	58%	59%	55%	52%	56%
Being honest	64%	49%	56%	54%	56%
Treating all residents fairly	52%	54%	55%	51%	53%
Overall customer service by Lynchburg employees (police, receptionists, planners, etc.)	78%	74%	49%	64%	68%
The Federal Government	44%	49%	35%	47%	44%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Police services	87%	90%	72%	73%	82%
Fire services	93%	86%	89%	77%	86%
Ambulance or emergency medical services	88%	87%	85%	80%	85%
Crime prevention	61%	71%	66%	64%	65%
Fire prevention and education	72%	69%	70%	70%	70%
Animal control	63%	60%	63%	61%	62%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	66%	59%	60%	63%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Traffic enforcement	67%	64%	55%	59%	62%
Street repair	44%	31%	44%	47%	41%
Street cleaning	53%	46%	52%	53%	51%
Street lighting	55%	56%	53%	57%	55%
Snow removal	55%	52%	49%	43%	50%
Sidewalk maintenance	52%	45%	42%	55%	49%
Traffic signal timing	43%	44%	48%	46%	45%
Bus or transit services	51%	42%	68%	56%	53%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Garbage collection	87%	85%	73%	79%	82%
Recycling	56%	43%	47%	44%	48%
Yard waste pick-up	63%	51%	57%	66%	60%
Drinking water	77%	76%	64%	76%	74%
Preservation of natural areas such as open space, farmlands and greenbelts	52%	74%	54%	56%	59%
Lynchburg open space	47%	68%	56%	43%	53%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Storm drainage	69%	74%	54%	68%	67%
Sewer services	76%	69%	60%	85%	73%
Water utility billing	66%	60%	57%	62%	62%
Land use, planning and zoning	52%	39%	46%	39%	44%
Code enforcement (weeds, abandoned buildings, etc.)	43%	36%	47%	27%	38%
Cable television	43%	61%	48%	32%	45%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Economic development	46%	63%	50%	53%	53%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
City parks	77%	86%	75%	81%	80%
Recreation programs or classes	71%	74%	60%	72%	71%
Recreation centers or facilities	72%	73%	69%	69%	71%
Health services	70%	62%	64%	67%	66%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Public library services	74%	86%	66%	90%	79%
City-sponsored special events	65%	67%	67%	65%	66%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Public information services	68%	74%	63%	75%	70%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Sense of community	60%	53%	60%	66%	60%
Recommend living in Lynchburg to someone who asks	78%	91%	78%	79%	82%
Remain in Lynchburg for the next five years	86%	87%	76%	90%	85%
Contacted the City of Lynchburg (in-person, phone, email or web) for help or information	55%	56%	40%	46%	50%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Was NOT the victim of a crime	88%	88%	93%	96%	91%
Did NOT report a crime	80%	77%	78%	91%	82%
Stocked supplies in preparation for an emergency	38%	43%	40%	37%	39%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Walked or biked instead of driving	38%	60%	36%	32%	41%
Carpooled with other adults or children instead of driving alone	39%	53%	51%	36%	44%
Used bus, rail or other public transportation instead of driving	18%	33%	21%	12%	21%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Recycle at home	79%	68%	52%	74%	70%
Made efforts to make your home more energy efficient	80%	62%	90%	69%	74%
Made efforts to conserve water	86%	74%	83%	72%	78%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
NOT under housing cost stress	75%	66%	67%	66%	69%
Did NOT observe a code violation	61%	28%	57%	49%	49%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Purchase goods or services from a business located in Lynchburg	100%	93%	97%	98%	97%
Economy will have positive impact on income	33%	38%	32%	23%	31%
Work in Lynchburg	51%	65%	70%	65%	62%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Used Lynchburg recreation centers or their services	51%	43%	46%	48%	47%
Visited a local park	78%	87%	74%	74%	79%
Eat at least 5 portions of fruits and vegetables a day	87%	88%	77%	76%	82%
Participate in moderate or vigorous physical activity	84%	83%	81%	84%	83%
Reported being in "very good" or "excellent" health	66%	51%	35%	52%	52%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Used Lynchburg public libraries or their services	55%	49%	52%	45%	50%
Participated in religious or spiritual activities in Lynchburg	69%	56%	67%	66%	65%
Attended a City-sponsored event	59%	58%	49%	52%	55%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Campaigned or advocated for an issue, cause or candidate	31%	34%	23%	22%	28%
Contacted Lynchburg elected officials (in-person, phone, email or web) to express your opinion	17%	21%	9%	17%	16%
Volunteered your time to some group/activity in Lynchburg	63%	60%	55%	45%	56%
Participated in a club	28%	40%	24%	24%	29%
Talked to or visited with your immediate neighbors	92%	86%	98%	85%	90%
Done a favor for a neighbor	84%	79%	77%	65%	76%
Attended a local public meeting	13%	18%	13%	9%	13%
Watched (online or on television) a local public meeting	32%	38%	31%	29%	33%
Read or watch local news (via television, paper, computer, etc.)	88%	89%	72%	74%	81%
Vote in local elections	85%	80%	88%	80%	83%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall feeling of safety in Lynchburg	93%	90%	83%	95%	91%
Overall ease of getting to the places you usually have to visit	82%	74%	83%	77%	79%
Quality of overall natural environment in Lynchburg	75%	91%	82%	79%	81%
Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	72%	88%	72%	83%	79%
Health and wellness opportunities in Lynchburg	75%	91%	84%	73%	80%
Overall opportunities for education and enrichment	78%	92%	87%	75%	82%
Overall economic health of Lynchburg	90%	98%	92%	93%	93%
Sense of community	80%	85%	67%	80%	79%

Table 29: Question 14

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services? (Percent rating as "major" or "minor source").	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
City web site (www.lynchburgva.gov)	94%	71%	80%	76%	81%
Local news media (i.e., television, newspapers, etc.)	87%	87%	89%	92%	89%
The local government Comcast Cable Channel 15	45%	60%	56%	50%	52%
Monthly City newsletter in the News & Advance (City Source)	63%	74%	65%	65%	66%
City Council meetings and other public meetings	69%	73%	59%	60%	66%
City communications via social media (i.e. Facebook, Twitter, etc.)	68%	74%	82%	67%	72%

Table 30: Question 15

	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Some cities provide citizens with locations other than City Hall (convenience/neighborhood stores, etc.) to pay for water, real estate and other bills and services. If the City of Lynchburg provided this option, how likely or unlikely would you be to use this service? (Percent rating as "very" or "somewhat likely").	36%	54%	66%	52%	51%

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Table 31: Question 16 Priorities

Please indicate how much of a priority, if at all, each of the following areas should be to the City and its community partners (businesses, academic institutions, non-profits, etc.): (Percent rating as "high" or "medium priority").	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Building partnerships with the business community, surrounding counties, local institutions of higher learning and other organizations	95%	87%	88%	90%	90%
Reducing poverty	95%	95%	90%	91%	93%
Increasing access to out-of-school activities for children	84%	94%	84%	90%	88%
Ensuring children are kindergarten ready	86%	87%	74%	80%	82%
Providing a comprehensive transportation system (e.g., bikeways, trails, transit, etc.)	89%	89%	71%	86%	85%
Providing access to quality health care services	95%	99%	87%	97%	95%
Providing quality affordable housing for all income levels	88%	92%	75%	88%	87%
Providing stable, quality employment opportunities for residents	95%	95%	96%	91%	94%
Treating all residents fairly and equally regardless of race or any other factor	97%	93%	85%	96%	93%
Ensuring children are successful in school	98%	97%	93%	97%	96%

Table 32: Question 16 Progress

Please rate to what extent progress has been made in each area in the last two years: (Percent rating as "significant" or "some progress").	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Building partnerships with the business community, surrounding counties, local institutions of higher learning and other organizations	81%	83%	77%	73%	79%
Reducing poverty	44%	43%	64%	42%	47%
Increasing access to out-of-school activities for children	68%	72%	66%	57%	66%
Ensuring children are kindergarten ready	67%	62%	66%	58%	63%
Providing a comprehensive transportation system (e.g., bikeways, trails, transit, etc.)	70%	86%	67%	75%	75%
Providing access to quality health care services	70%	81%	78%	78%	77%
Providing quality affordable housing for all income levels	49%	50%	67%	49%	53%
Providing stable, quality employment opportunities for residents	57%	63%	57%	43%	55%
Treating all residents fairly and equally regardless of race or any other factor	70%	74%	67%	78%	73%
Ensuring children are successful in school	71%	65%	68%	69%	68%