



CITY OF LYNCHBURG, VA 2013

Report of Geographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Lynchburg staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Lynchburg staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

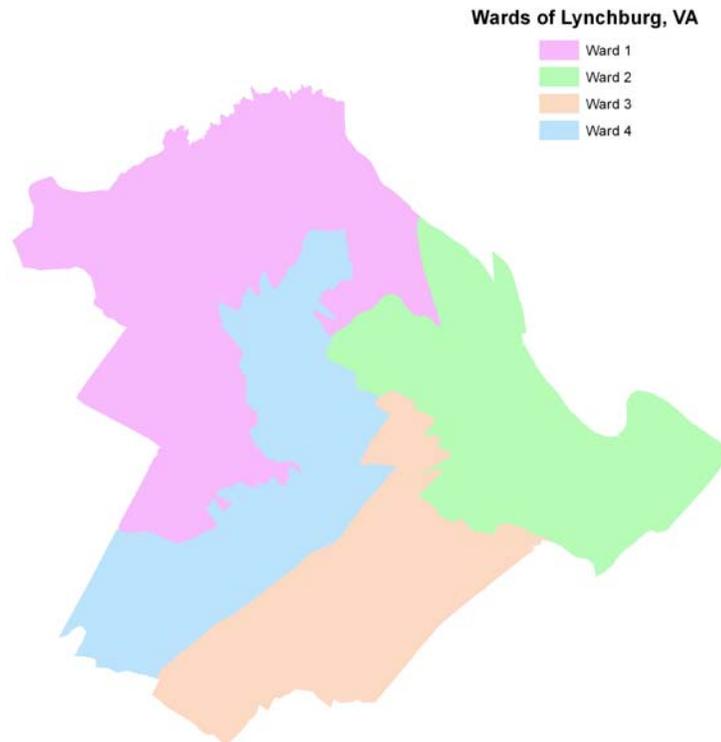
On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to 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 felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups 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 are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (391 completed surveys). For each Ward (1, 2, 3 or 4), the margin of error rises to approximately + or - 11% since sample sizes were approximately 114 for Ward 1, 78 for Ward 2, 95 for Ward 3, and 105 for Ward 4.



COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")					
Please rate each of the following aspects of quality of life in Lynchburg:	Ward				
	1	2	3	4	Overall
Lynchburg as a place to live	83%	74%	74%	82%	79%
Your neighborhood as a place to live	87%	70%	78%	77%	79%
Lynchburg as a place to raise children	80%	76%	82%	84%	81%
Lynchburg as a place to work	58%	47%	52%	58%	54%
Lynchburg as a place to retire	67%	69%	63%	68%	67%
The overall quality of life in Lynchburg	83%	68%	69%	77%	75%

Question 2: Community Characteristics (Percent "excellent" or "good")					
Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Ward				
	1	2	3	4	Overall
Sense of community	70%	55%	43%	61%	57%
Openness and acceptance of the community toward people of diverse backgrounds	46%	39%	55%	41%	46%
Overall appearance of Lynchburg	61%	60%	55%	57%	58%
Cleanliness of Lynchburg	61%	61%	62%	65%	63%
Overall quality of new development in Lynchburg	55%	68%	64%	58%	61%
Variety of housing options	64%	59%	64%	54%	60%
Overall quality of business and service establishments in Lynchburg	65%	61%	69%	51%	62%
Shopping opportunities	39%	39%	52%	43%	44%
Opportunities to attend cultural activities	38%	30%	36%	41%	37%
Recreational opportunities	49%	39%	43%	51%	46%
Employment opportunities	40%	28%	27%	28%	31%

Question 2: Community Characteristics (Percent "excellent" or "good")					
Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Ward				
	1	2	3	4	Overall
Educational opportunities	72%	59%	71%	77%	70%
Opportunities to participate in social events and activities	58%	42%	46%	48%	49%
Opportunities to participate in religious or spiritual events and activities	82%	70%	87%	94%	84%
Opportunities to volunteer	81%	70%	75%	80%	77%
Opportunities to participate in community matters	66%	52%	49%	57%	56%
Ease of car travel in Lynchburg	66%	63%	55%	53%	59%
Ease of bus travel in Lynchburg	37%	30%	48%	37%	38%
Ease of bicycle travel in Lynchburg	43%	41%	30%	28%	36%
Ease of walking in Lynchburg	67%	55%	38%	37%	50%
Availability of paths and walking trails	77%	61%	66%	62%	67%
Traffic flow on major streets	43%	38%	35%	28%	36%
Amount of public parking	40%	26%	30%	26%	31%
Availability of affordable quality housing	58%	36%	37%	43%	44%
Availability of affordable quality child care	46%	38%	48%	48%	45%
Availability of affordable quality health care	65%	49%	53%	52%	55%
Availability of affordable quality food	58%	61%	62%	67%	62%
Availability of preventive health services	69%	55%	52%	59%	59%
Air quality	84%	56%	71%	80%	74%
Quality of overall natural environment in Lynchburg	85%	55%	69%	74%	72%
Overall image or reputation of Lynchburg	63%	56%	61%	65%	62%

Question 3: Growth (Percent of respondents)					
Please rate the speed of growth in the following categories in Lynchburg over the past 2 years:	Ward				
	1	2	3	4	Overall
Population growth too fast	15%	19%	43%	37%	30%
Retail growth too slow	44%	34%	33%	34%	36%
Job growth too slow	72%	87%	72%	77%	76%

Question 4: Code Enforcement (Percent a "major" problem)					
	Ward				
	1	2	3	4	Overall
Run down buildings, weed lots or junk vehicle a major problem in Lynchburg	15%	17%	8%	15%	13%

Question 5: Community Safety (Percent "very" or "somewhat" safe)					
Please rate how safe or unsafe you feel from the following in Lynchburg:	Ward				
	1	2	3	4	Overall
Violent crime (e.g., rape, assault, robbery)	73%	64%	61%	70%	67%
Property crimes (e.g., burglary, theft)	66%	56%	48%	55%	56%
Environmental hazards, including toxic waste	77%	74%	74%	77%	75%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)					
Please rate how safe or unsafe you feel:	Ward				
	1	2	3	4	Overall
In your neighborhood during the day	96%	88%	93%	91%	92%
In your neighborhood after dark	92%	60%	81%	77%	79%
In Lynchburg's downtown area during the day	76%	88%	69%	76%	77%
In Lynchburg's downtown area after dark	33%	46%	35%	32%	36%

Question 7: Contact with Police Department (Percent "yes")					
	Ward				
	1	2	3	4	Overall
Have you had any in-person or phone contact with an employee of the City of Lynchburg Police Department within the last 12 months?	29%	40%	35%	43%	36%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")					
	Ward				
	1	2	3	4	Overall
What was your overall impression of your most recent contact with the City of Lynchburg Police Department?	90%	83%	72%	81%	81%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")					
	Ward				
	1	2	3	4	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	2%	14%	13%	16%	11%
If yes, was this crime (these crimes) reported to the police?	50%	74%	58%	100%	78%

Question 11: Resident Behaviors (Percent at least once in past 12 months)					
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lynchburg?	Ward				
	1	2	3	4	Overall
Used Lynchburg public libraries or their services	63%	75%	55%	57%	62%
Used Lynchburg recreation centers	51%	74%	57%	48%	56%
Participated in a recreation program or activity	47%	61%	49%	27%	45%
Visited a neighborhood park or City park	87%	91%	83%	83%	86%
Ridden a local bus within Lynchburg	13%	30%	25%	18%	21%
Attended a meeting of local elected officials or other local public meeting	19%	42%	26%	20%	26%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	46%	67%	37%	46%	48%
Read City Source Newsletter	23%	51%	40%	45%	39%
Visited the City of Lynchburg Web site (at www.lynchburgva.gov)	71%	66%	66%	69%	68%
Recycled used paper, cans or bottles from your home	76%	75%	66%	71%	72%

Question 11: Resident Behaviors (Percent at least once in past 12 months)					
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lynchburg?	Ward				Overall
	1	2	3	4	
Volunteered your time to some group or activity in Lynchburg	58%	70%	50%	50%	56%
Participated in religious or spiritual activities in Lynchburg	63%	82%	76%	69%	72%
Participated in a club or civic group in Lynchburg	36%	54%	37%	22%	36%
Provided help to a friend or neighbor	97%	96%	94%	91%	95%

Question 12: Neighborliness (Percent at least several times a week)					
	Ward				Overall
	1	2	3	4	
Visit with neighbors at least several times a week	44%	56%	49%	38%	46%

Question 13: Service Quality (Percent "excellent" or "good")					
Please rate the quality of each of the following services in Lynchburg:	Ward				Overall
	1	2	3	4	
Police services	88%	66%	77%	75%	77%
Fire services	93%	84%	92%	88%	89%
Ambulance or emergency medical services	92%	75%	84%	75%	81%
Crime prevention	74%	47%	62%	58%	61%
Fire prevention and education	77%	67%	67%	59%	67%
Municipal courts	69%	63%	63%	53%	62%
Traffic enforcement	68%	51%	60%	56%	59%
Street repair	32%	19%	23%	37%	28%
Street cleaning	51%	23%	39%	57%	44%
Street lighting	65%	43%	47%	53%	52%

Question 13: Service Quality (Percent "excellent" or "good")					
Please rate the quality of each of the following services in Lynchburg:	Ward				
	1	2	3	4	Overall
Snow removal	75%	39%	53%	53%	56%
Sidewalk maintenance	58%	38%	47%	44%	47%
Traffic signal timing	62%	49%	49%	41%	50%
Bus or transit services	69%	42%	59%	55%	56%
Garbage collection	83%	63%	84%	88%	80%
Recycling	71%	50%	47%	53%	55%
Yard waste pick-up	68%	58%	67%	63%	64%
Storm drainage	87%	50%	62%	64%	66%
Drinking water	72%	45%	61%	57%	60%
Sewer services	79%	41%	66%	76%	67%
Power (electric and/or gas) utility	67%	55%	56%	52%	58%
City parks	87%	71%	71%	76%	76%
Recreation programs or classes	80%	57%	70%	66%	69%
Recreation centers or facilities	76%	43%	54%	52%	56%
Land use, planning and zoning	58%	31%	39%	32%	41%
Code enforcement (weeds, abandoned buildings, etc.)	56%	27%	38%	26%	37%
Animal control	78%	30%	59%	52%	56%
Economic development	59%	37%	45%	29%	42%
Health services	77%	54%	61%	60%	64%
Services to seniors	77%	46%	77%	61%	66%
Services to youth	73%	27%	49%	54%	51%
Services to low-income people	62%	20%	53%	49%	45%
Public library services	78%	70%	78%	79%	76%
Public information services	70%	61%	63%	71%	66%
Public schools	72%	41%	63%	67%	61%
Cable television	42%	32%	52%	29%	39%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63%	41%	50%	36%	48%

Question 13: Service Quality (Percent "excellent" or "good")					
Please rate the quality of each of the following services in Lynchburg:	Ward				
	1	2	3	4	Overall
Preservation of natural areas such as open space, farmlands and greenbelts	72%	50%	42%	47%	54%

Question 14: Government Services Overall (Percent "excellent" or "good")					
Overall, how would you rate the quality of the services provided by each of the following?	Ward				
	1	2	3	4	Overall
The City of Lynchburg	74%	69%	68%	71%	70%
The Federal Government	36%	34%	42%	39%	38%
The State Government	55%	41%	46%	39%	46%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)					
Please indicate how likely or unlikely you are to do each of the following:	Ward				
	1	2	3	4	Overall
Recommend living in Lynchburg to someone who asks	84%	83%	76%	82%	81%
Remain in Lynchburg for the next five years	70%	72%	72%	77%	73%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)					
	Ward				
	1	2	3	4	Overall
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:	13%	11%	18%	19%	16%

Question 17: Contact with Fire Department (Percent "yes")					
	Ward				
	1	2	3	4	Overall
Have you had any in-person or phone contact with an employee of the City of Lynchburg Fire Department within the last 12 months?	13%	13%	6%	12%	11%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")					
	Ward				
	1	2	3	4	Overall
What was your overall impression of your most recent contact with the City of Lynchburg Fire Department?	100%	87%	100%	87%	93%

Question 19: Contact with City Employees (Percent "yes")					
	Ward				
	1	2	3	4	Overall
Have you had any in-person, phone or email with an employee of the City of Lynchburg within the last 12 months (including police, receptionists, planners or any others)?	35%	61%	50%	55%	49%

Question 20: City Employees (Percent "excellent" or "good")					
What was your impression of the employee(s) of the City of Lynchburg in your most recent contact?	Ward				
	1	2	3	4	Overall
Knowledge	87%	91%	72%	91%	85%
Responsiveness	81%	86%	71%	78%	79%
Courtesy	91%	91%	71%	87%	84%
Overall impression	86%	91%	68%	85%	82%

Question 21: Government Performance (Percent "excellent" or "good")					
Please rate the following categories of Lynchburg government performance:	Ward				
	1	2	3	4	Overall
The value of services for the taxes paid to Lynchburg	44%	29%	38%	48%	41%
The overall direction that Lynchburg is taking	54%	46%	46%	48%	49%
The job Lynchburg government does at welcoming citizen involvement	50%	47%	40%	61%	49%

Question 22a: Custom Question 1 (Percent "somewhat" or "strongly" support)					
In order to cover the increasing costs of maintaining existing services and the shortage of revenue to provide these services, the City could increase local taxes and/or fees or make cuts to services and programs. Please indicate to what extent you support or oppose each of the following:	Ward				
	1	2	3	4	Overall
Property tax increase	30%	22%	21%	21%	24%
Car tax increase	27%	20%	12%	23%	20%
Meals tax increase	35%	35%	27%	32%	32%
Increase user fees (e.g., trash collection fees, permits/licenses, recreation classes, etc.)	34%	28%	36%	38%	34%

Question 22b: Custom Question 2 (Percent "somewhat" or "strongly" support)					
If the City's choice was to increase revenues to avoid cutting services, please indicate to what extent you would support or oppose the following:	Ward				
	1	2	3	4	Overall
Increase local taxes to maintain current services (e.g. property or meals taxes)	40%	39%	32%	38%	37%
Increase fess to maintain services	56%	46%	54%	44%	50%
Make cuts to services	42%	30%	41%	31%	36%

Question 22c: Custom Question 3 (Percent "somewhat" or "strongly" support)					
	Ward				
	1	2	3	4	Overall
In the coming months, the City will have to make a decision regarding a new Heritage High School. To what extent would you support or oppose increasing local taxes for a new Heritage High School?	34%	34%	44%	51%	41%