

A photograph showing a coastal town with numerous beach houses built on a grassy hillside overlooking a sandy beach. The ocean is visible in the background under a clear sky.

2024 City of Norfolk Resident Survey Findings Report

Presented to the City of
Norfolk, VA

July 2024

Contents

Executive Summary..... i

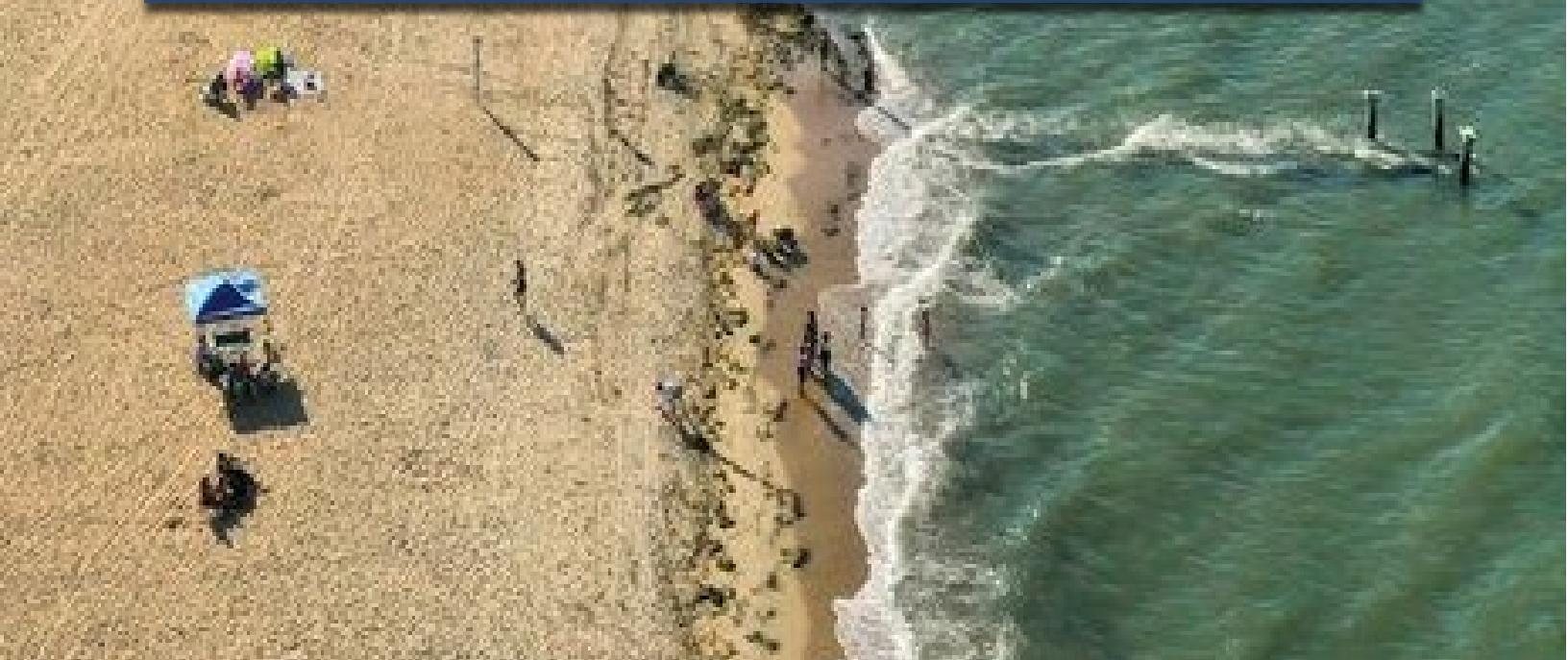
Section 1: Charts and Graphs..... 1

Section 2: Benchmarking Analysis..... 42

Section 3: Importance-Satisfaction Analysis..... 53

Section 4: Tabular Data..... 59

Section 5: Survey Instrument 92





Executive Summary

2024 City of Norfolk Resident Survey

Executive Summary



Purpose

ETC Institute administered a resident survey to residents of the City of Norfolk between May and June of 2024. The purpose of the survey was to gather resident opinion and feedback about City priorities and the quality of programs and services. This is the second resident survey ETC Institute has administered for the City of Norfolk; the first was conducted in 2022.

Methodology

The five-page survey, cover letter, and postage-paid return envelope were mailed to a random sample of households in Norfolk. The cover letter explained the purpose of the survey and gave residents the option of returning their survey by mail or completing it online. After the surveys were mailed, ETC Institute sent a follow-up to households that received the survey to encourage participation.

The goal was to obtain surveys from at least 750 residents. This goal was far exceeded, with a total of 917 residents responding to the survey. The overall results for the sample of 917 households have a precision of at least $+/-3.2\%$ at the 95% level of confidence.

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for all questions on the survey, as well as comparisons to the 2022 survey results,
- benchmarking data that show how the results compare to other communities,
- Importance-Satisfaction analysis that determines priority actions for the City to address,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

The percentage of “don’t know” responses has been excluded from many of the charts shown in this report to facilitate valid comparisons of the results from the City with the results from other communities where ETC Institute has conducted a community survey. Since the number of “don’t know” responses often reflect the utilization and awareness of City services, the percentage of “don’t know” responses have been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

2024 City of Norfolk Resident Survey

Executive Summary



Perceptions of the City

Fifty percent (50%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” (ratings of 4 or 5 on a 5-point scale) with the overall quality of life in Norfolk; 35% were satisfied with the overall appearance of the City, and 27% were satisfied with the overall feeling of safety in Norfolk.

Quality of Life in Norfolk

Fifty-five percent (55%) of the residents surveyed, *who had an opinion*, rated the City “excellent” or “good” (ratings of 4 or 5 on a 5-point scale) as a place to live; 53% gave the City ratings of “excellent” or “good” as a place to work, and 49% rated Norfolk “excellent” or “good” as a place to visit.

Major City Services

The major City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: quality of fire and ambulance services (75%), value of Norfolk libraries (71%), quality of water and sewer services (58%), quality of customer services from City employees (44%), and quality of police services (44%).

Based on the sum of their top three choices, the major City services that residents thought were most important to improve were: 1) quality of public schools, 2) flow of traffic on Norfolk streets, and 3) quality of police services.

Public Safety Services

The public safety services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: response time for fire services personnel (70%), response time for ambulance/emergency medical services personnel (62%), and ability to engage with police in crime prevention activities (46%).

Based on the sum of their top three choices, the public safety services that residents thought were most important to improve were: 1) visibility of police in neighborhoods, 2) visibility of police in commercial and retail areas, and 3) amount of information Norfolk Police shares with the public.

Perceptions of Safety

More than three-fourths (77%) of the residents surveyed, *who had an opinion*, felt “very safe” or “safe” (ratings of 4 or 5 on a 5-point scale) in their neighborhood during the day; 61% felt safe overall in neighborhoods, 46% felt safe in their neighborhood at night, and 42% felt safe in retail areas.

2024 City of Norfolk Resident Survey

Executive Summary



Transportation

The categories of transportation that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: walkability (46%), light rail (the Tide) service (43%), and parking availability (41%).

Maintenance and Appearance of the City

Fifty-four percent (54%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” (ratings of 4 or 5 on a 5-point scale) with animal control; 52% were satisfied with the condition of street signs and traffic signals, 47% were satisfied with mowing and tree trimming along streets/public areas, and 42% were satisfied with the adequacy of lighting on Norfolk streets.

Based on the sum of their top three choices, the maintenance and appearance items that residents thought were most important to improve were: 1) condition of major City streets, 2) stormwater management and flood control on City streets, and 3) overall cleanliness of streets.

Utilities and Solid Waste Services

The utilities and solid waste services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: bulky item pickup services (79%) and trash collection services (79%).

Parks and Recreation Services

The parks and recreation services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the condition of City parks, trails, and outdoor facilities (54%) and the condition of trees and open spaces (53%).

Cultural, Leisure, and Engagement Opportunities

The cultural, leisure, and engagement opportunities that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: City attractions (84%), outdoor City festivals (67%), City performance venues (59%), and opportunities to volunteer with community organizations (57%).

2024 City of Norfolk Resident Survey

Executive Summary



Libraries and Recreation

The availability of libraries or recreation programming that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: availability for children (63%), availability for adults (59%), and availability for senior citizens (54%).

Additional Findings

- More than half (51%) of residents surveyed believe the City of Norfolk is headed in the right direction; 33% feel the City is headed in the wrong direction, and 15% did not have an opinion.
- Sixty-five percent (65%) of residents surveyed use social media to obtain/receive information about the City of Norfolk; 63% use the City website, 58% use local television, and 42% obtain/receive information by word of mouth. *Multiple selections could be made for this question.*

2024 City of Norfolk Resident Survey

Executive Summary



Trends Since 2022

Satisfaction ratings for the City of Norfolk were **the same as or above the 2022 survey results in 33 of the 81 areas** that were assessed. The City rated significantly higher than the 2022 results (difference of 5% or more) in 20 of these areas. The tables below and on the following page show the comparisons between the 2022 and 2024 results.

City Service	2024	2022	Difference	Category
For children	62.6%	45.3%	17.3%	Libraries & Recreation
For teens	46.0%	31.8%	14.2%	Libraries & Recreation
For persons with disabilities	41.9%	28.5%	13.4%	Libraries & Recreation
In Downtown Norfolk	37.2%	24.2%	13.0%	Feeling of Safety
For adults	59.4%	46.5%	12.9%	Libraries & Recreation
For senior citizens	54.3%	42.0%	12.3%	Libraries & Recreation
Overall feeling of safety in neighborhood	61.4%	49.9%	11.5%	Feeling of Safety
In neighborhood at night	45.6%	35.2%	10.4%	Feeling of Safety
Overall feeling of safety in Norfolk	26.5%	16.4%	10.1%	Perceptions of the City
In retail areas	42.0%	32.3%	9.7%	Feeling of Safety
In neighborhood during the day	76.8%	67.2%	9.6%	Feeling of Safety
Visibility of police in neighborhoods	32.5%	23.1%	9.4%	Public Safety Services
Visibility of police in commercial & retail areas	36.9%	27.9%	9.0%	Public Safety Services
Quality of police services	43.6%	35.2%	8.4%	Major City Services
Ability to engage with police in crime prevention activities	45.5%	37.3%	8.2%	Public Safety Services
Opportunities to participate in city sponsored activities and workshops	49.2%	42.0%	7.2%	Cultural, Leisure, & Engagement
In community parks	38.9%	32.0%	6.9%	Feeling of Safety
From being victim of violent crime	31.6%	25.0%	6.6%	Feeling of Safety
From being victim of property crime	24.6%	19.0%	5.6%	Feeling of Safety
Overall image or reputation of Norfolk	24.0%	19.0%	5.0%	Perceptions of the City
Overall quality of life in Norfolk	50.0%	45.9%	4.1%	Perceptions of the City
Quality of recreation programs	43.6%	39.6%	4.0%	Parks & Recreation Services
Job opportunities that match your skills	40.2%	37.1%	3.1%	Service Accessibility
Enforcement of codes/ordinances	23.3%	20.2%	3.1%	Major City Services
As a place to live	54.8%	52.9%	1.9%	Quality of Life
As a place to start a business	26.4%	24.5%	1.9%	Quality of Life
Bus service	30.3%	28.4%	1.9%	Transportation
Bulky item pickup services	79.2%	78.1%	1.1%	Utilities & Solid Waste Services
Value of Norfolk libraries	71.0%	70.5%	0.5%	Major City Services
Quality of public schools	19.7%	19.5%	0.2%	Major City Services
Parking availability	41.1%	41.0%	0.1%	Transportation
Quality of human services provided by city	24.9%	24.9%	0.0%	Major City Services
Adequacy of lighting on Norfolk streets	42.4%	42.4%	0.0%	Maintenance & Appearance of the City
Amount of information Norfolk Police shares with public	30.8%	30.9%	-0.1%	Public Safety Services
As a place to raise children	27.3%	27.5%	-0.2%	Quality of Life
Opportunities to volunteer with the city	44.7%	45.3%	-0.6%	Cultural, Leisure, & Engagement
Trash collection services	79.1%	79.8%	-0.7%	Utilities & Solid Waste Services
Effectiveness of city communication with public	27.7%	28.6%	-0.9%	Major City Services

2024 City of Norfolk Resident Survey

Executive Summary



Trends Since 2022 (Cont.)

City Service	2024	2022	Difference	Category
Overall transparency regarding actions of the City	15.0%	16.2%	-1.2%	Perceptions of the City
Quality of fire and ambulance services	75.1%	76.6%	-1.5%	Major City Services
As a place to work	53.2%	54.8%	-1.6%	Quality of Life
As a place to retire	35.8%	37.5%	-1.7%	Quality of Life
Walkability	46.1%	47.9%	-1.8%	Transportation
Mowing & tree trimming along streets/public areas	46.6%	48.4%	-1.8%	Maintenance & Appearance of the City
Light rail (the Tide) service	43.3%	45.1%	-1.8%	Transportation
Response time for ambulance/emergency medical services personnel	62.4%	64.3%	-1.9%	Public Safety Services
Opportunities to volunteer with community organizations	56.9%	59.0%	-2.1%	Cultural, Leisure, & Engagement
Quality mental health care you can afford	22.1%	24.4%	-2.3%	Service Accessibility
Response time for fire services personnel	69.9%	72.2%	-2.3%	Public Safety Services
Quality of services provided by the city	37.2%	39.6%	-2.4%	Major City Services
Overall value received for City tax dollars	19.3%	22.4%	-3.1%	Perceptions of the City
Quality of drinking water	73.6%	76.7%	-3.1%	Utilities & Solid Waste Services
Value of parks and recreation programs/facility	41.2%	44.4%	-3.2%	Major City Services
On-street bike lanes and signage	30.9%	34.1%	-3.2%	Transportation
As a place to find affordable housing	21.0%	24.3%	-3.3%	Quality of Life
As a place to visit	49.4%	52.7%	-3.3%	Quality of Life
Condition of city beaches	53.1%	56.7%	-3.6%	Cultural, Leisure, & Engagement
Overall appearance of Norfolk	35.1%	38.8%	-3.7%	Perceptions of the City
Exterior maintenance of residential property	36.3%	40.5%	-4.2%	Maintenance & Appearance of the City
Healthy food you can afford	33.3%	37.8%	-4.5%	Service Accessibility
Overall cleanliness of streets	33.7%	38.3%	-4.6%	Maintenance & Appearance of the City
Animal control	53.9%	58.6%	-4.7%	Maintenance & Appearance of the City
Condition & quality of indoor recreation centers	40.7%	45.4%	-4.7%	Parks & Recreation Services
Exterior maintenance of commercial/business property	37.4%	42.2%	-4.8%	Maintenance & Appearance of the City
Quality childcare you can afford	9.3%	14.1%	-4.8%	Service Accessibility
Flow of traffic on Norfolk streets	31.4%	36.4%	-5.0%	Major City Services
Condition of City parks/trails/outdoor facilities	53.9%	59.0%	-5.1%	Parks & Recreation Services
Quality of water and sewer services	57.5%	62.7%	-5.2%	Major City Services
Quality healthcare you can afford	33.5%	38.8%	-5.3%	Service Accessibility
Crossing City streets	36.9%	42.4%	-5.5%	Feeling of Safety
Accessibility of streets, sidewalks, and buildings for people with disabilities	40.3%	45.8%	-5.5%	Maintenance & Appearance of the City
Condition of trees & open spaces	53.4%	59.1%	-5.7%	Parks & Recreation Services
Condition of street signs and traffic signals	51.7%	58.0%	-6.3%	Maintenance & Appearance of the City
Stormwater management & flood control on city streets	18.9%	25.4%	-6.5%	Maintenance & Appearance of the City
Quality of customer services from city employees	44.4%	52.3%	-7.9%	Major City Services
9-1-1 dispatch services	35.0%	43.0%	-8.0%	Public Safety Services
Maintenance of public buildings and facilities	40.8%	50.3%	-9.5%	Maintenance & Appearance of the City
Scooter and e-bike services	32.7%	42.5%	-9.8%	Transportation
Recycling services	61.3%	71.8%	-10.5%	Utilities & Solid Waste Services
Condition of major city streets	24.9%	35.7%	-10.8%	Maintenance & Appearance of the City
Outdoor city festivals	67.1%	87.1%	-20.0%	Cultural, Leisure, & Engagement

2024 City of Norfolk Resident Survey

Executive Summary



Investment Priorities

Recommended Priorities. In order to help the City identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the City by Major Services. This analysis reviewed the importance of and satisfaction with major City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment in order to raise the City's overall satisfaction rating are listed below:

- Quality of public schools (I-S Rating = 0.3854)
- Flow of traffic on Norfolk streets (I-S Rating = 0.2360)

The table below shows the Importance-Satisfaction rating for all 13 major City services that were rated.

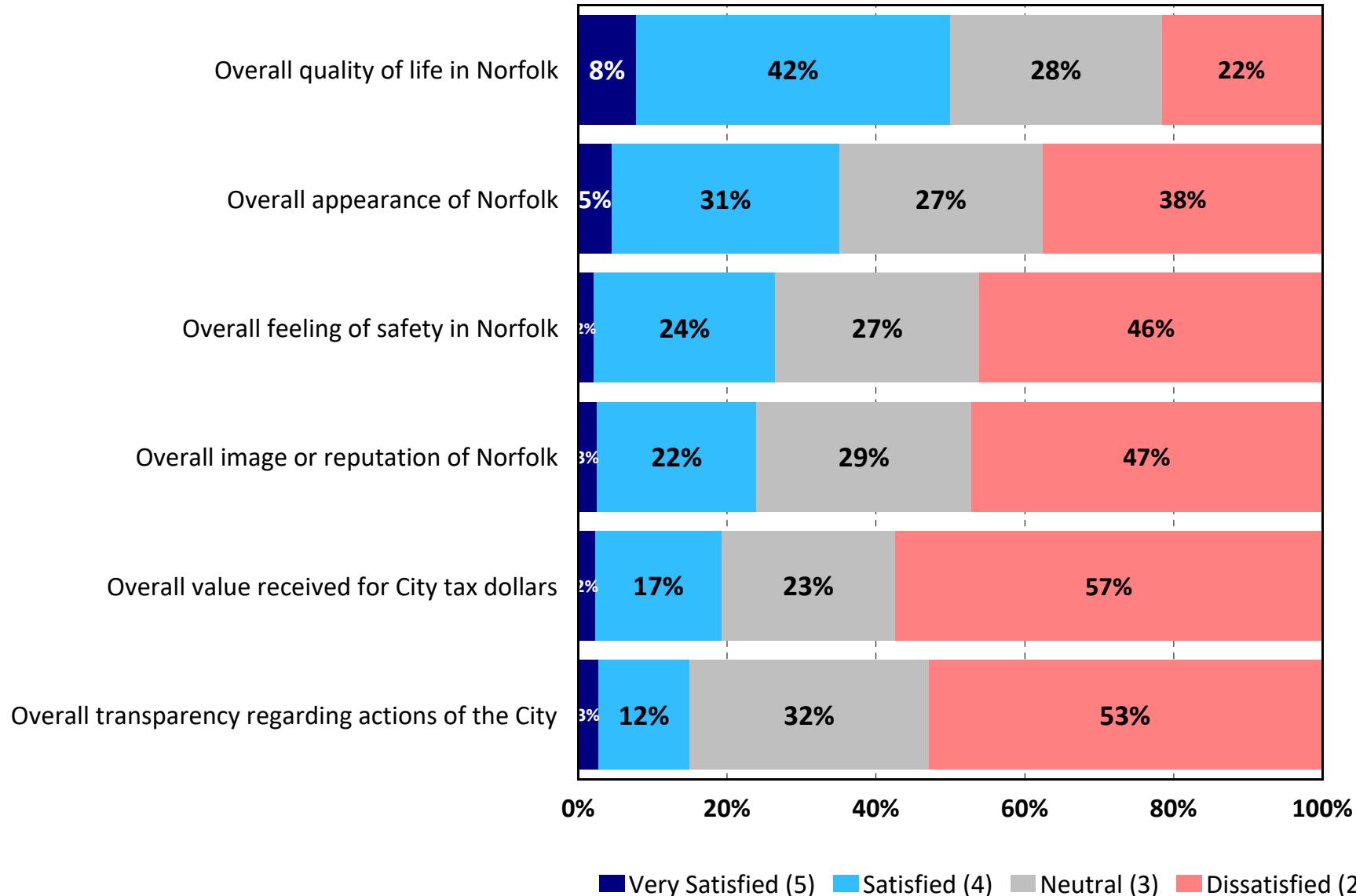
Service	Most Important %	Most Important		Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %			
Very High Priority (IS >20)						
Quality of public schools	48%	1	20%	13	0.3854	1
Flow of traffic on Norfolk streets	34%	2	31%	9	0.2360	2
High Priority (IS .10-.20)						
Enforcement of codes/ordinances	26%	5	23%	12	0.1994	3
Quality of human services provided by city	25%	6	25%	11	0.1840	4
Quality of services provided by the city	29%	4	37%	8	0.1827	5
Effectiveness of city communication with public	24%	7	28%	10	0.1742	6
Quality of police services	30%	3	44%	6	0.1715	7
Value of parks and recreation programs/facility	21%	8	41%	7	0.1252	8
Medium Priority (IS <.10)						
Quality of customer services from city employees	10%	9	44%	5	0.0573	9
Quality of water and sewer services	10%	10	58%	4	0.0438	10
Quality of waste management services	8%	11	60%	3	0.0317	11
Value of Norfolk libraries	6%	12	71%	2	0.0174	12
Quality of fire and ambulance services	6%	13	75%	1	0.0137	13

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Charts and Graphs

Q1. Perceptions of the City of Norfolk

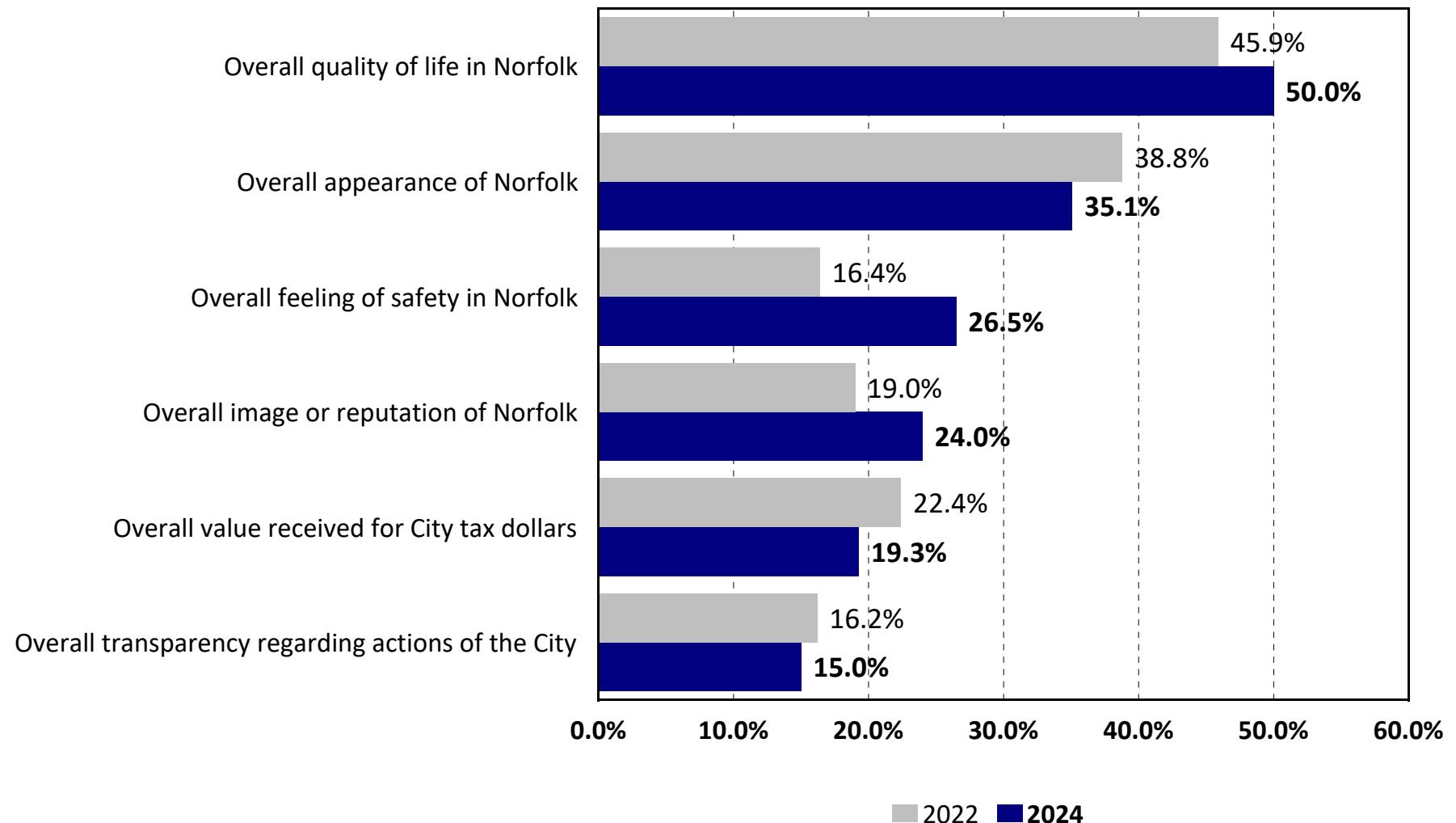
by percentage of respondents (excluding don't knows)



TRENDS: Perceptions of the City of Norfolk

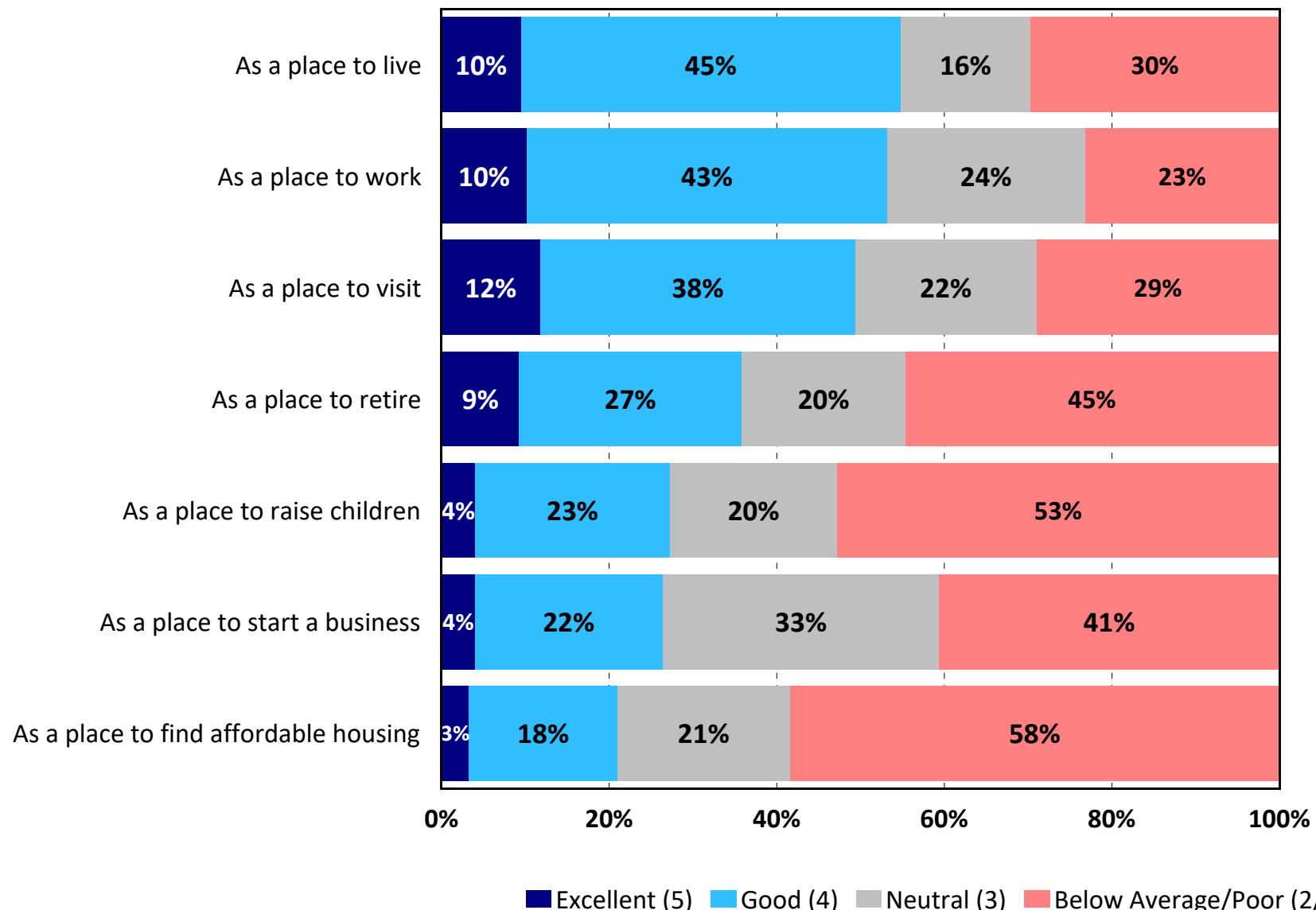
2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q2. Quality of Life in Norfolk

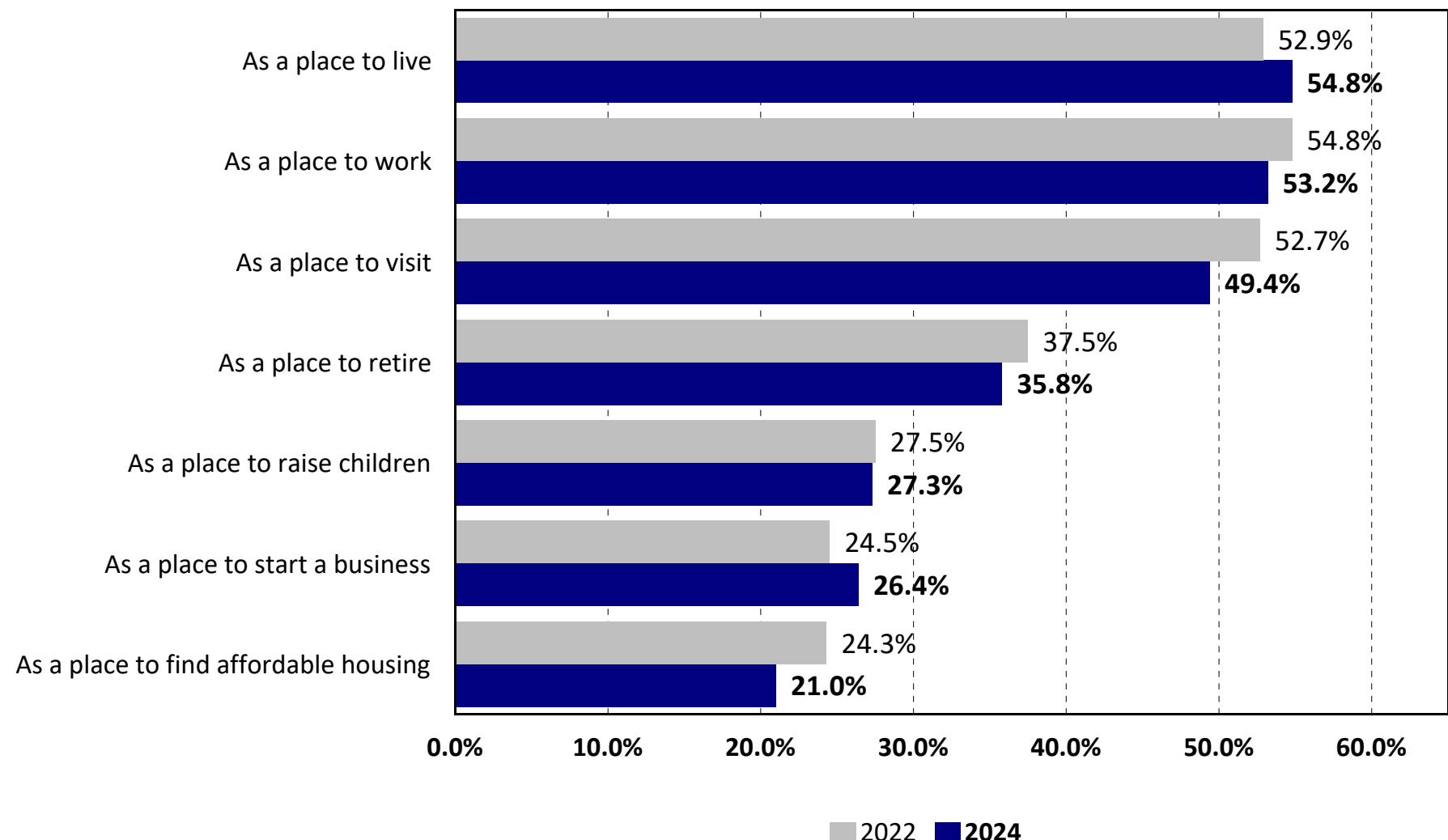
by percentage of respondents (excluding don't knows)



TRENDS: Quality of Life in Norfolk

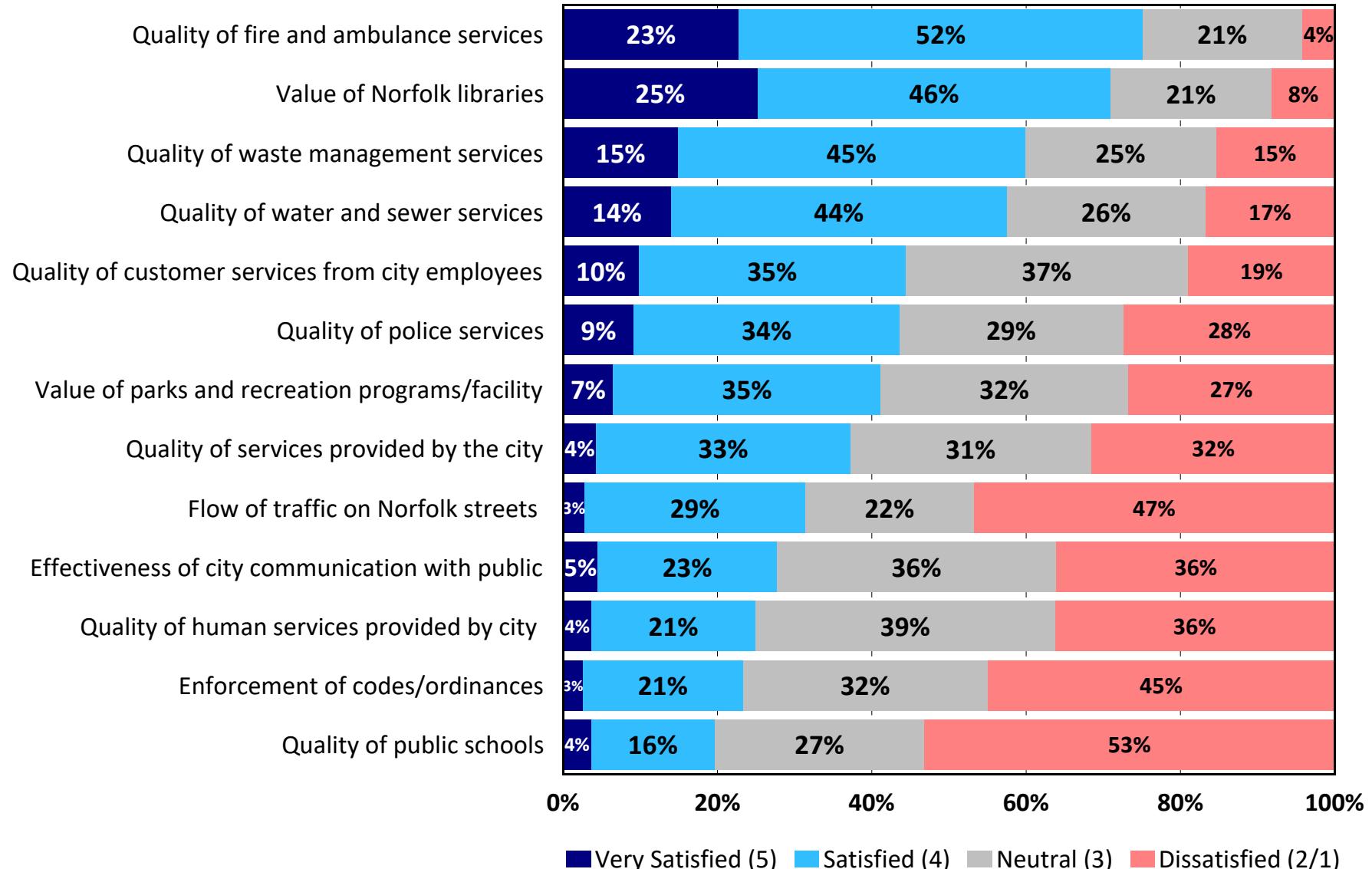
2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q3. Satisfaction With Major City Services

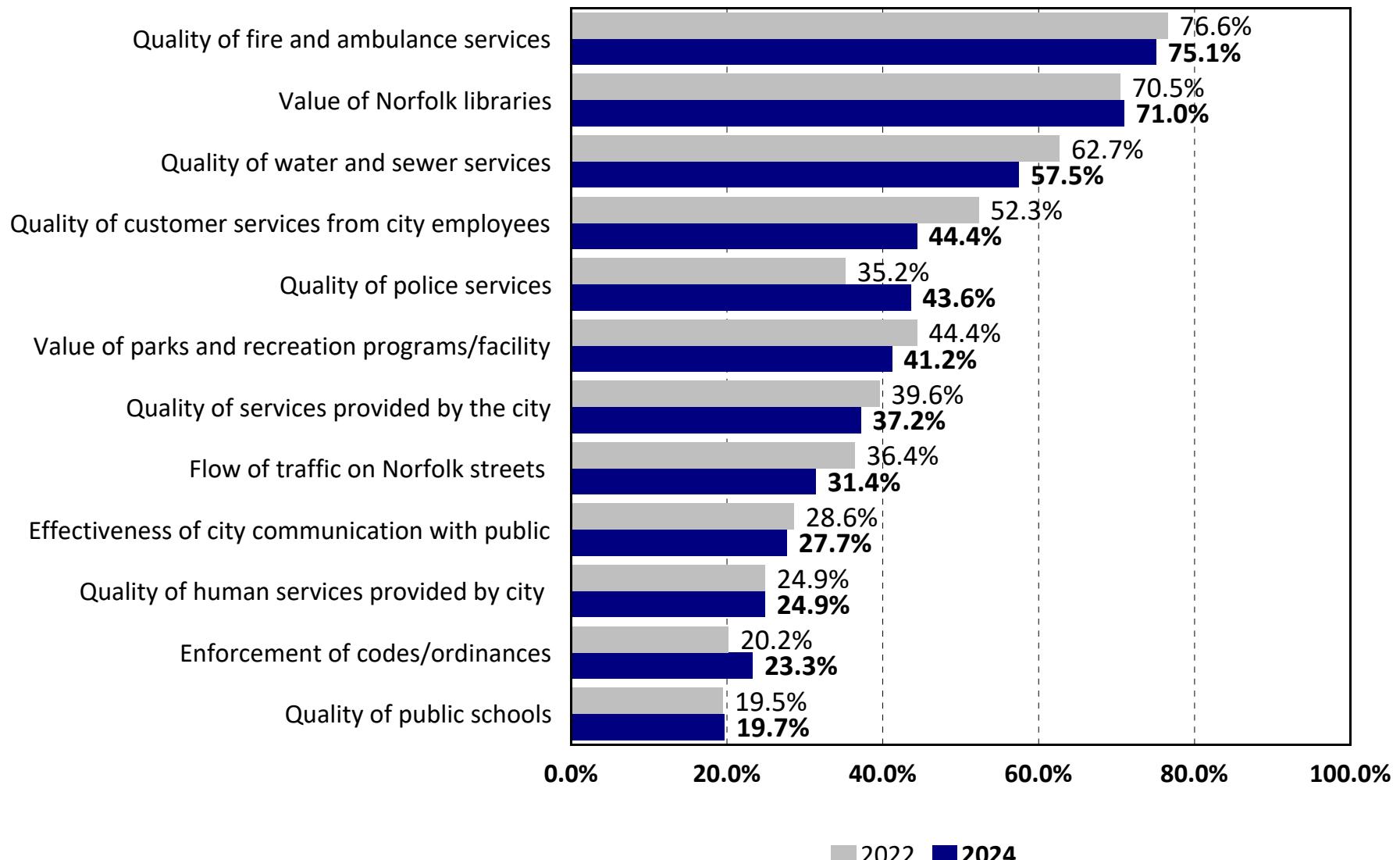
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Major City Services

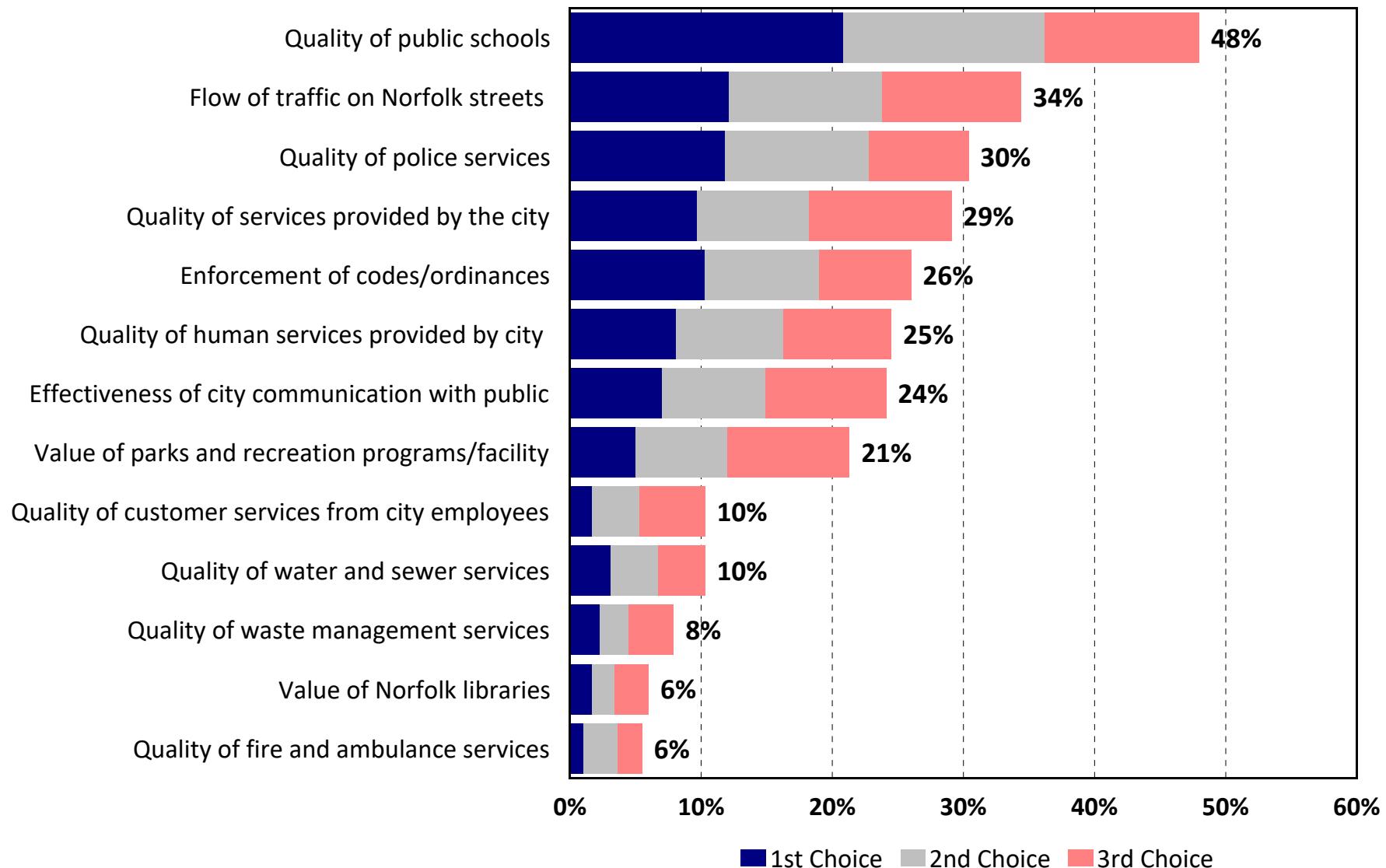
2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



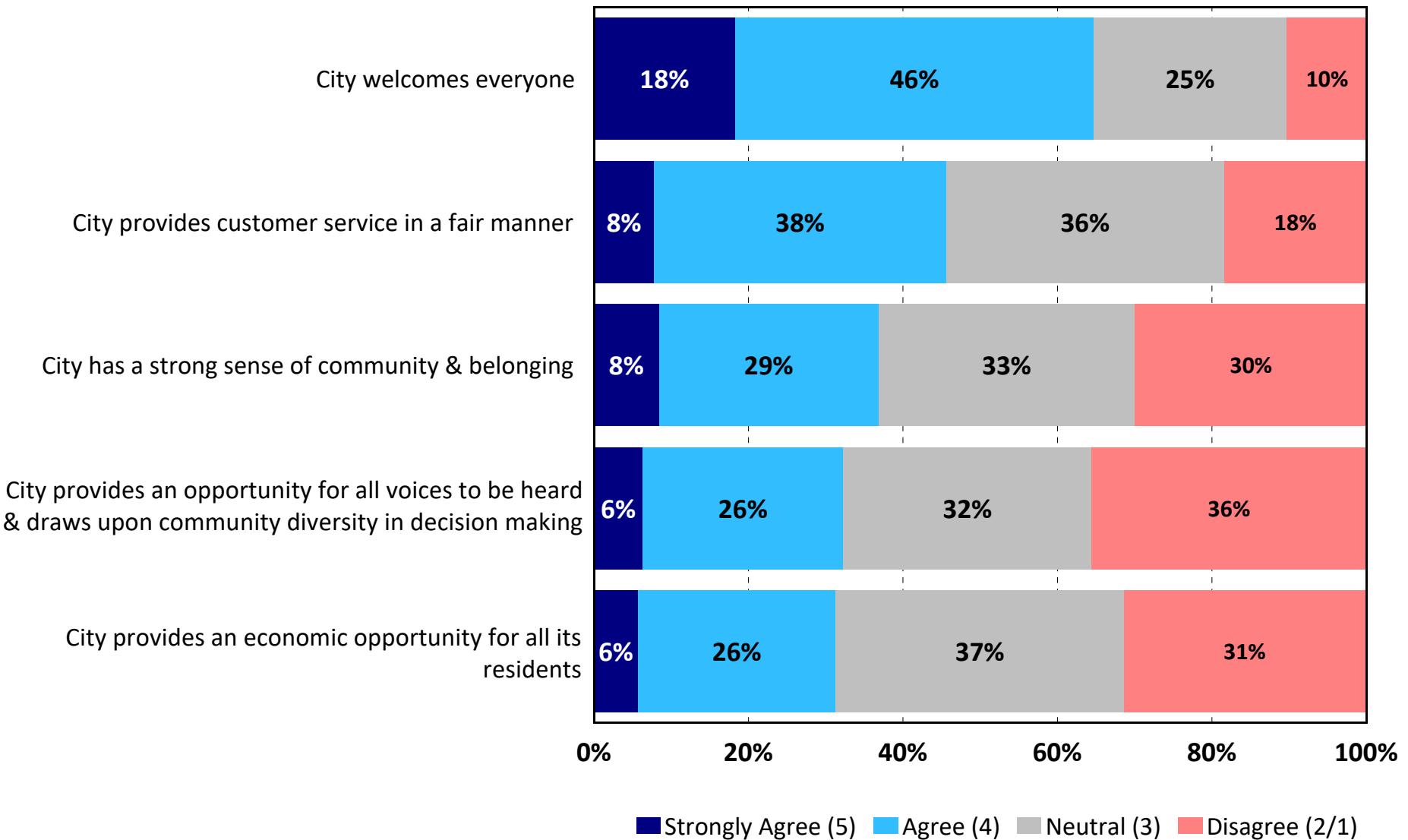
Q4. Major City Services That Are Most Important for the City to Improve

by percentage of respondents who selected the item as one of their top three choices



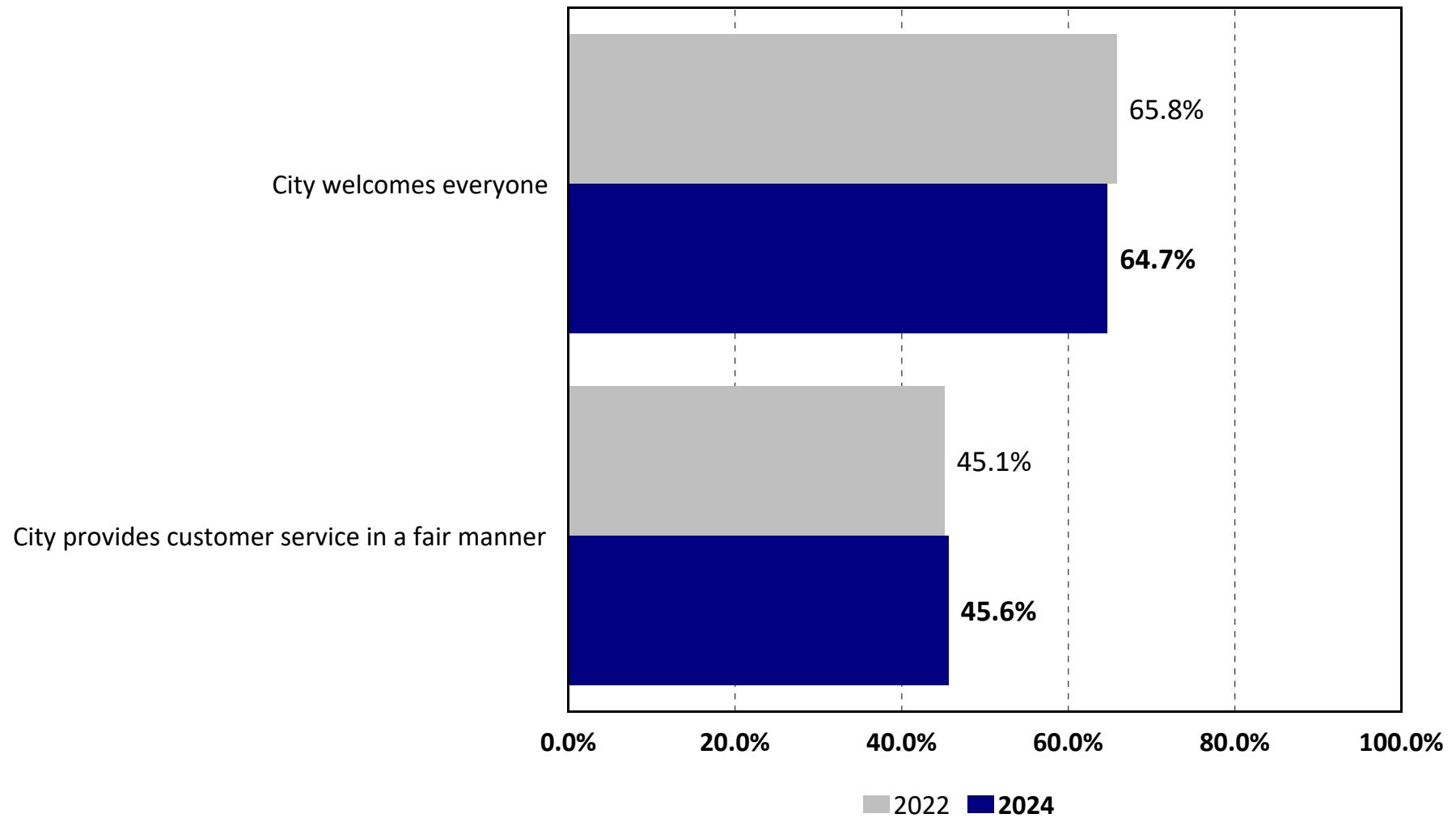
Q5. Agreement With the Following Statements Regarding the City

by percentage of respondents (excluding don't knows)



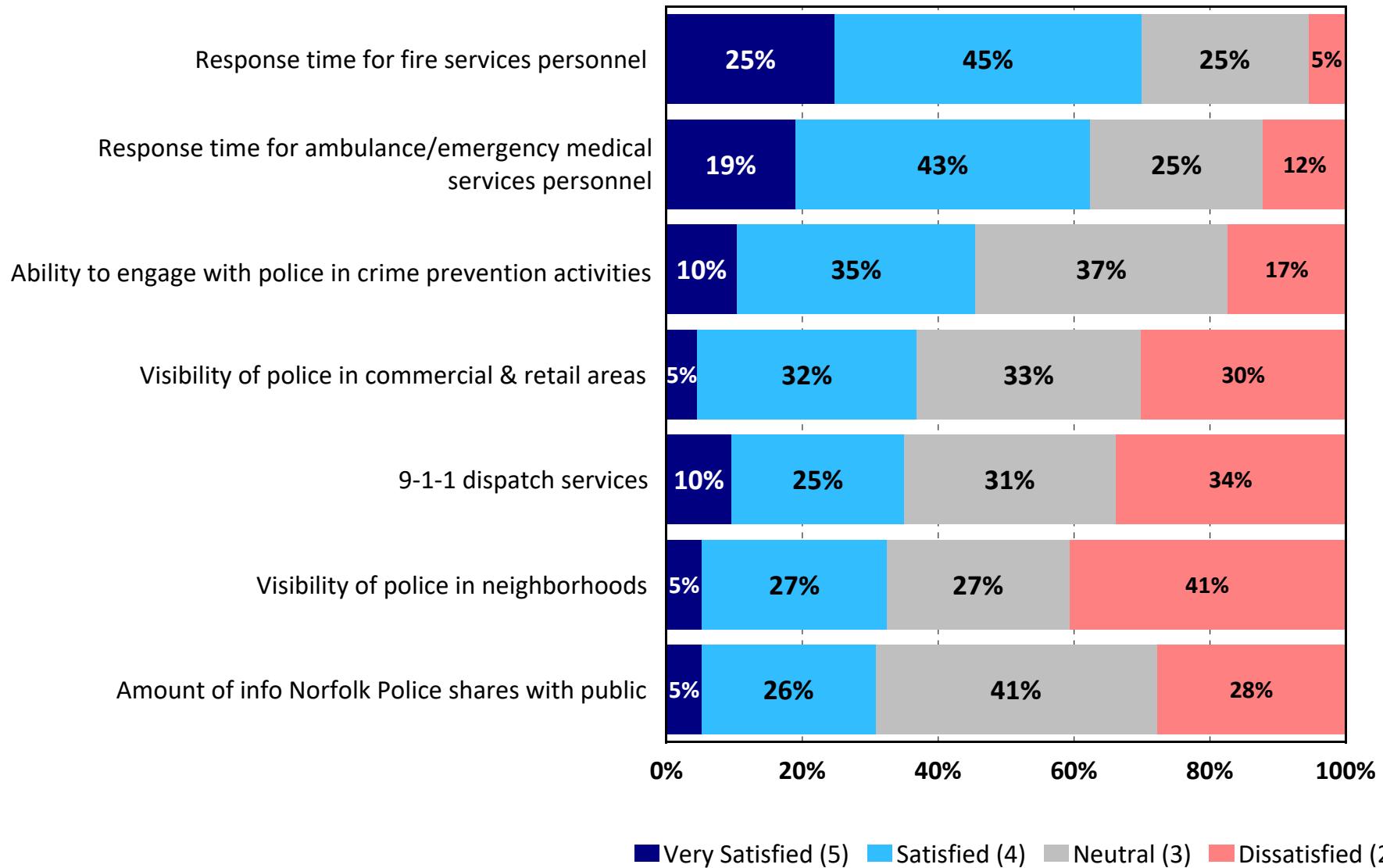
TRENDS: Agreement With the Following Statements Regarding the City - 2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q6. Satisfaction With Public Safety Services

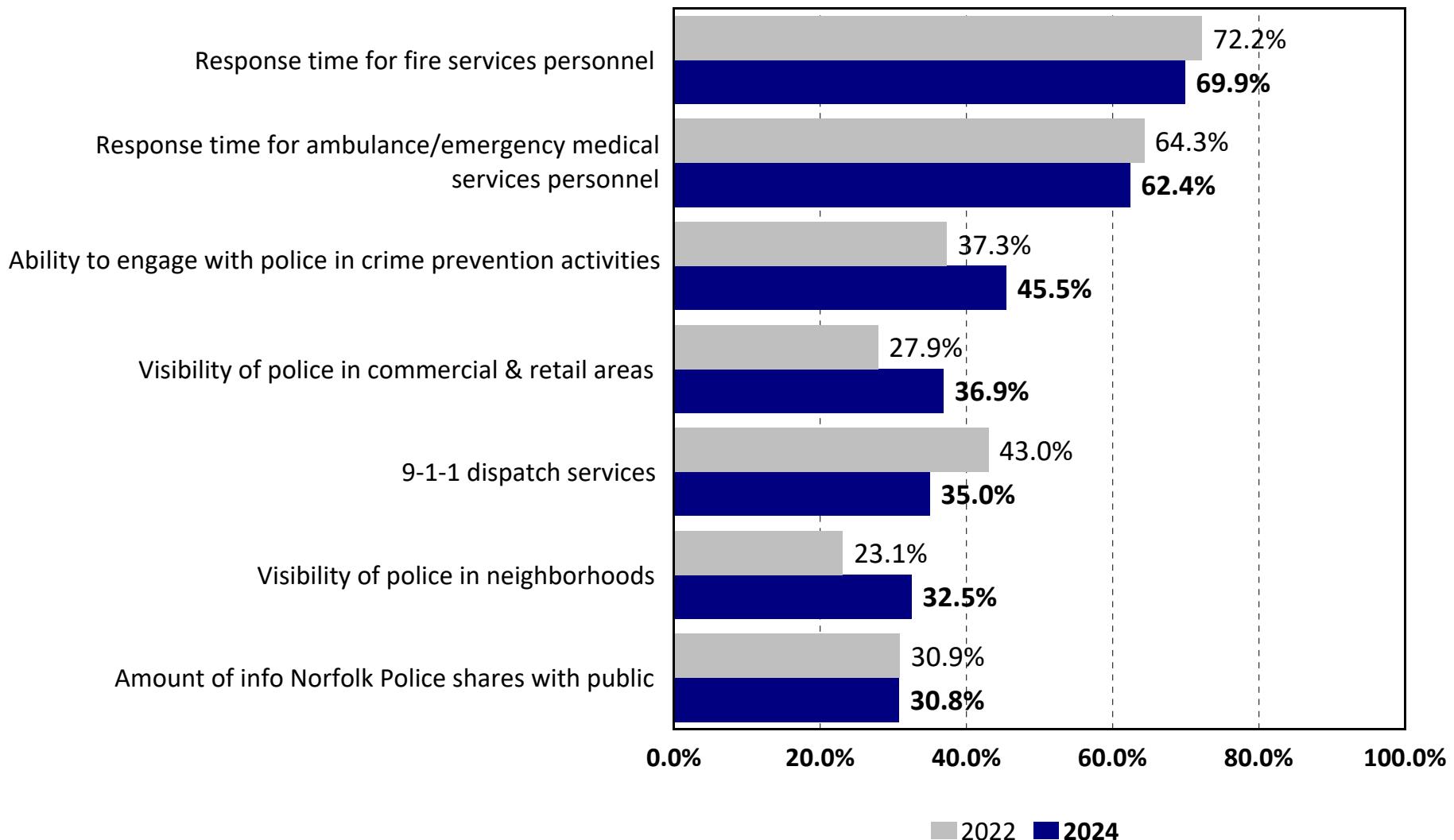
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Public Safety Services

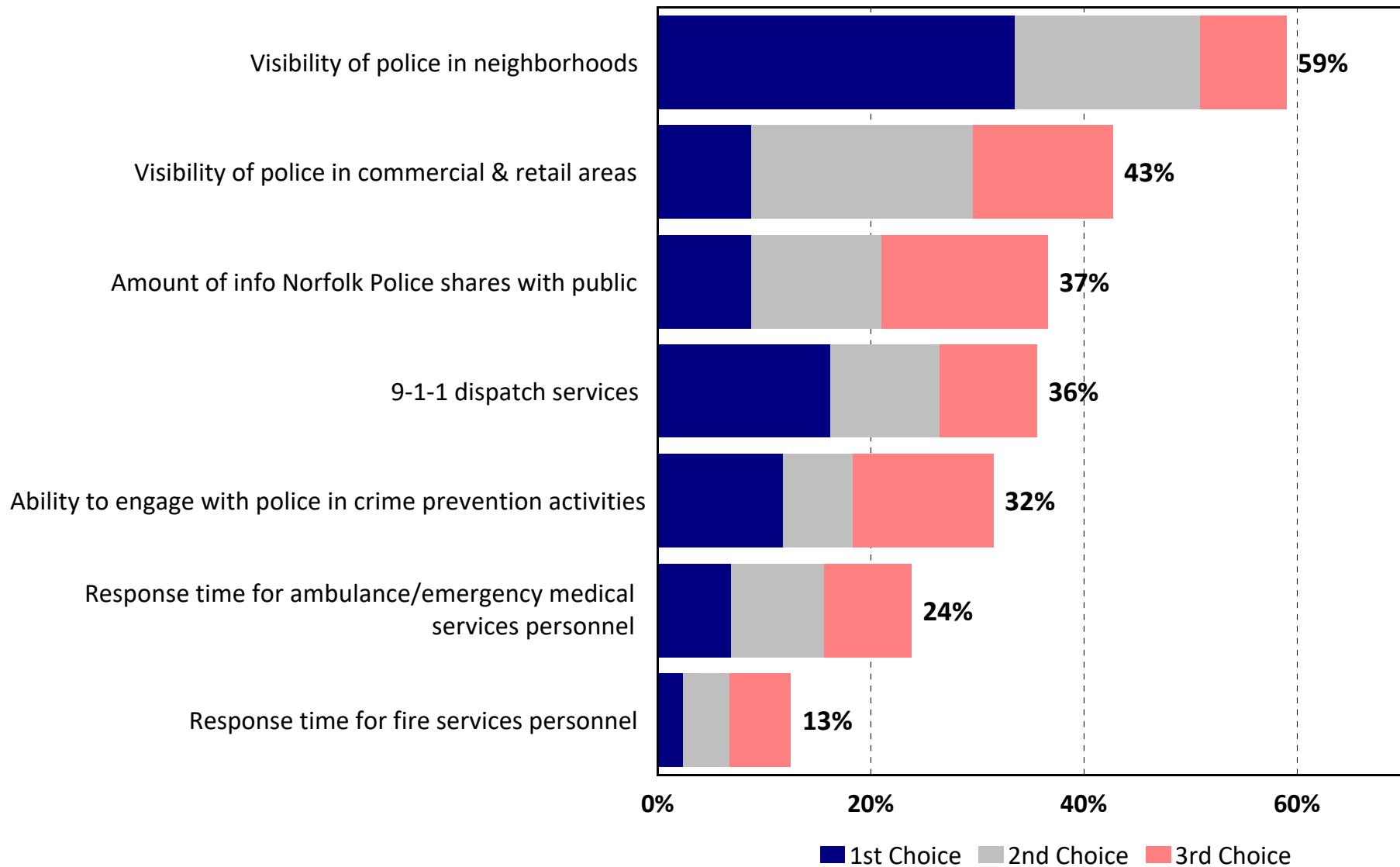
2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



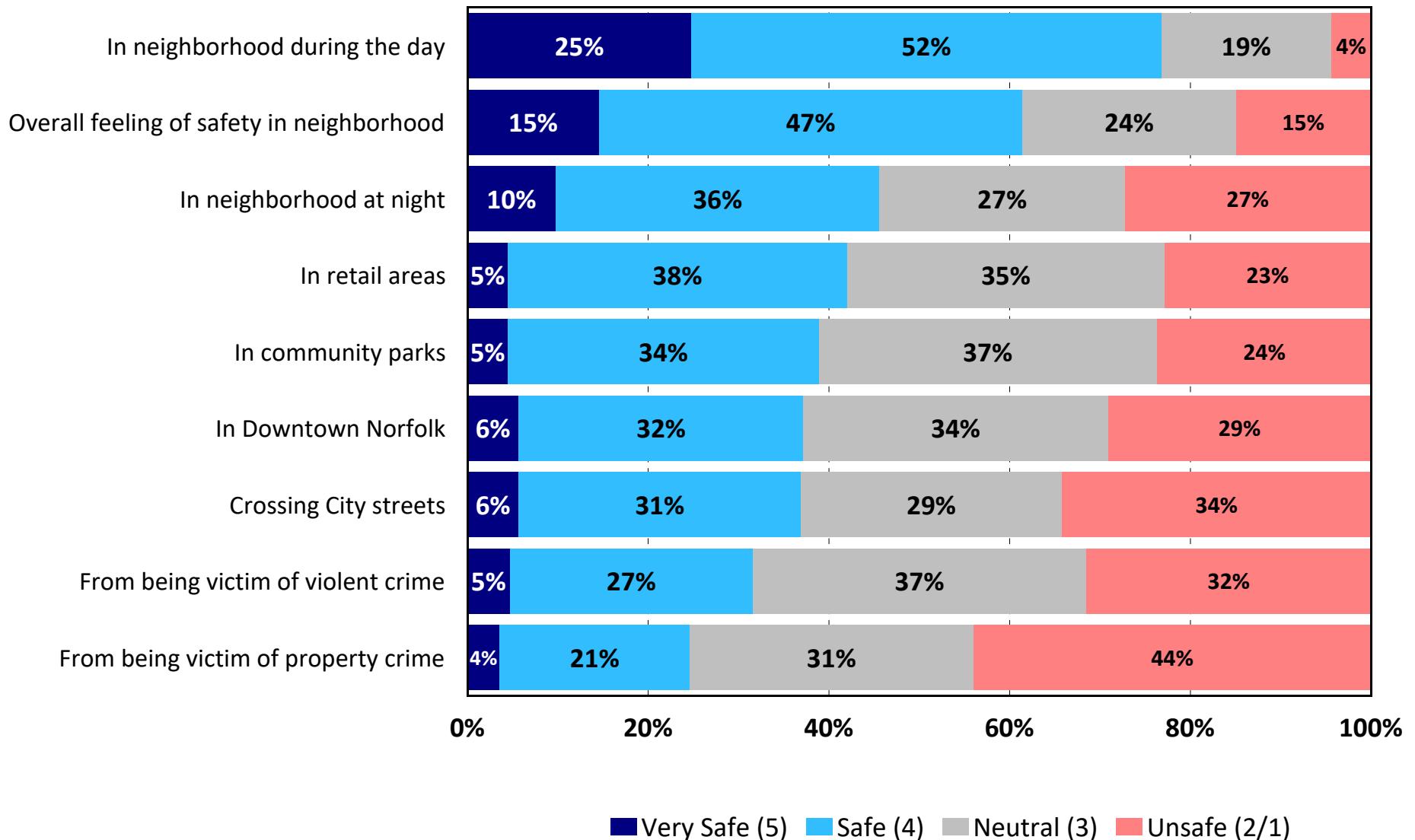
Q7. Public Safety Services That Are Most Important for the City to Improve

by percentage of respondents who selected the item as one of their top three choices



Q8. Feeling of Safety in the Following Situations

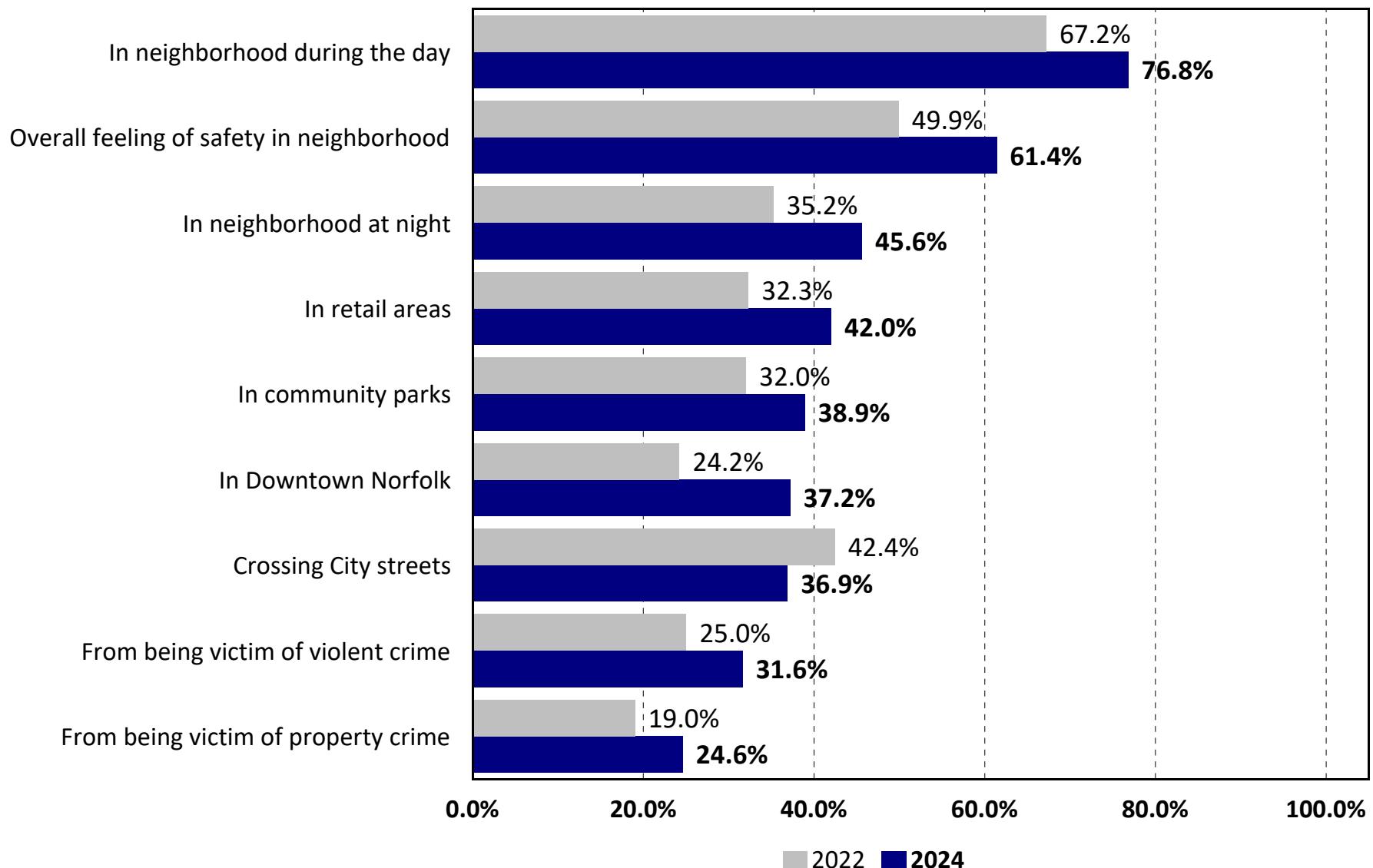
by percentage of respondents (excluding don't knows)



TRENDS: Feeling of Safety in the Following Situations

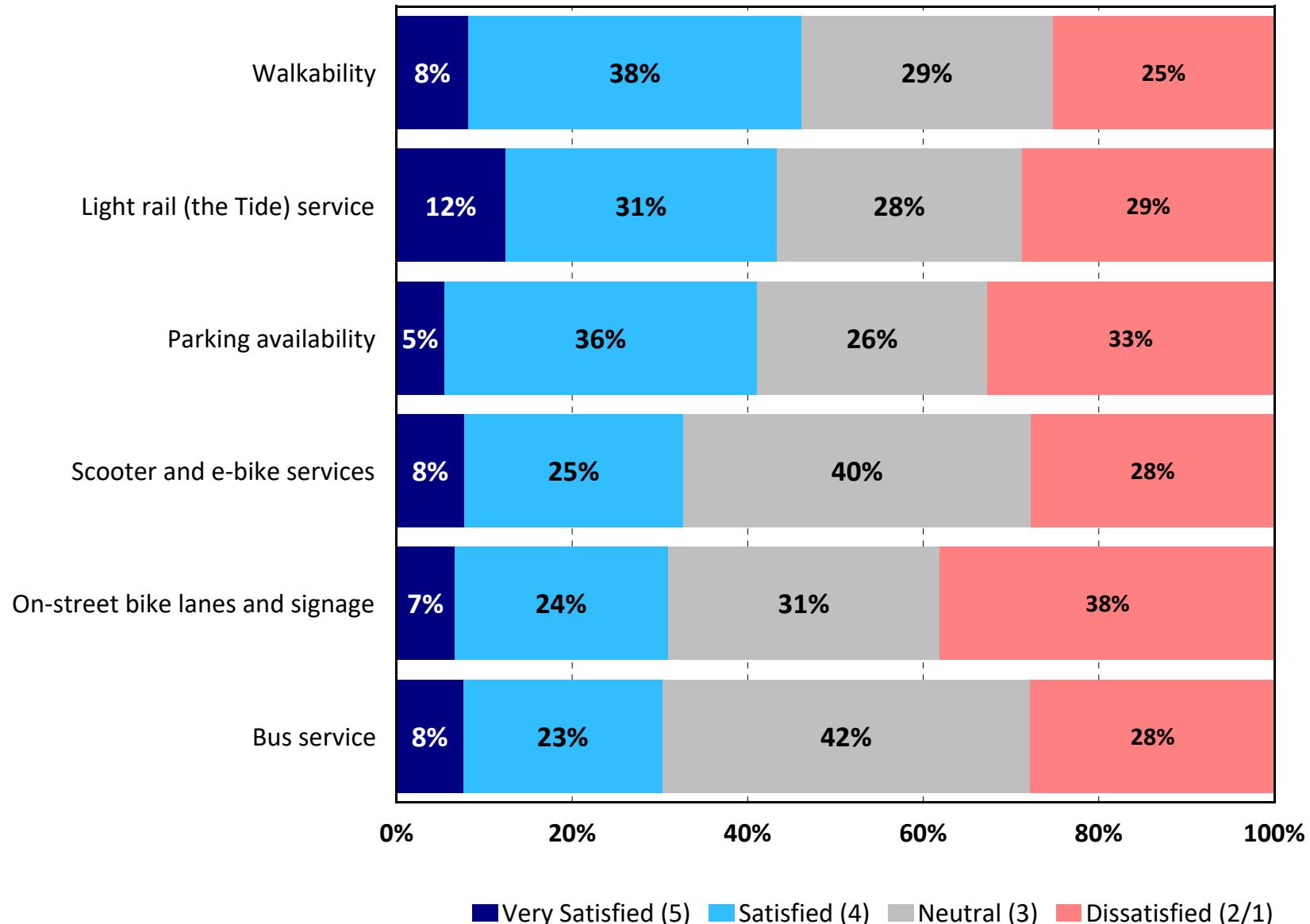
2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q9. Satisfaction With Transportation

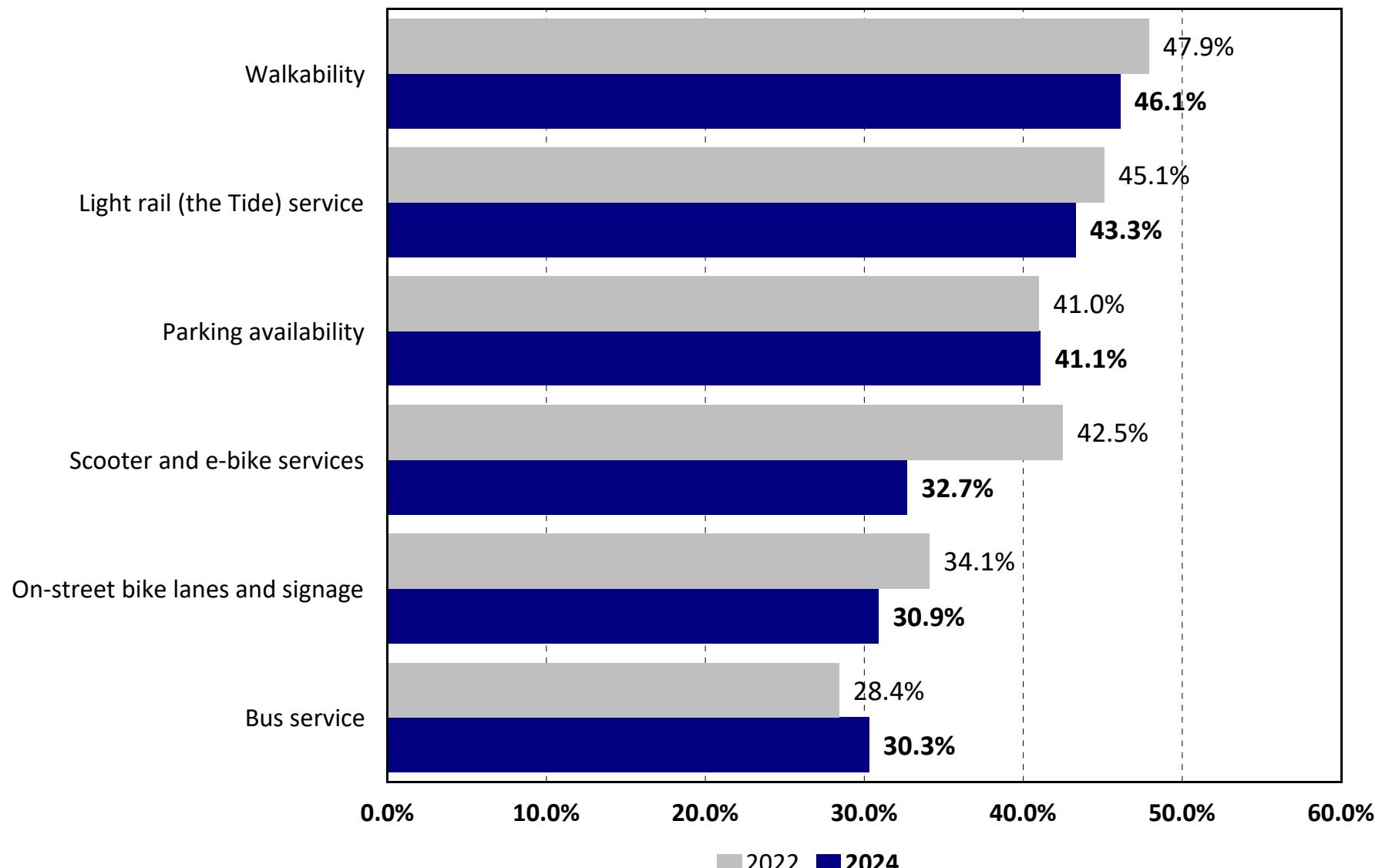
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Transportation

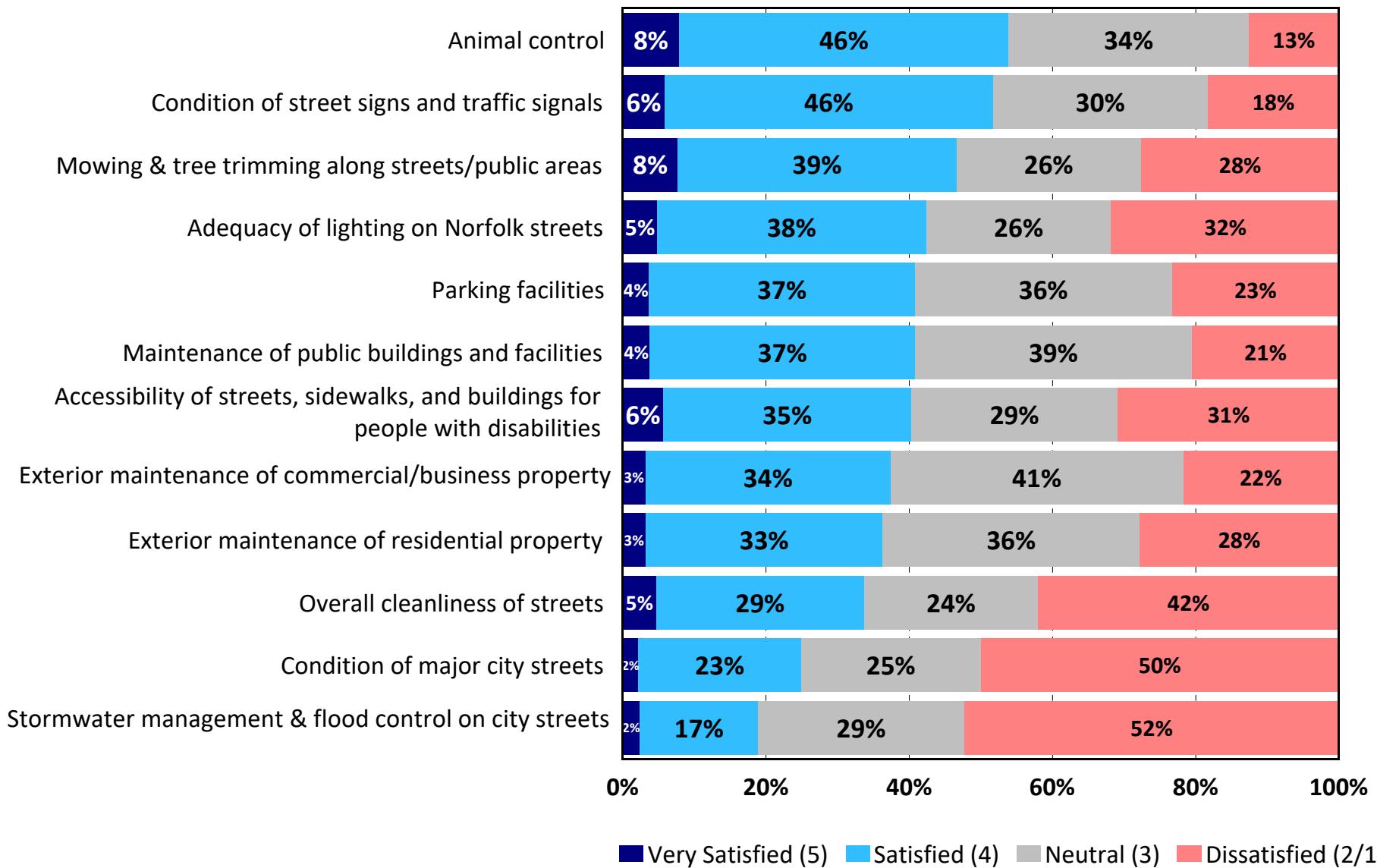
2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



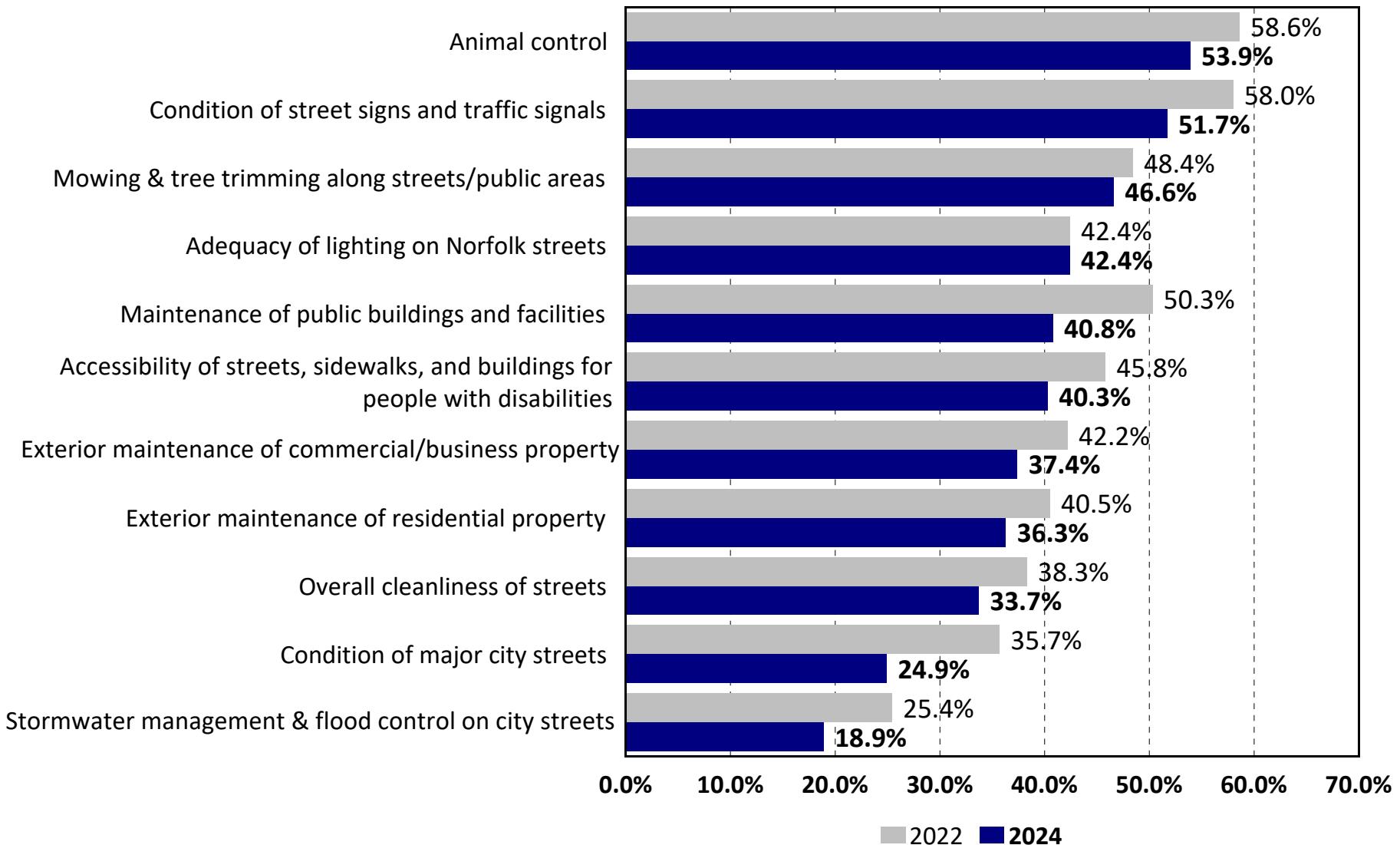
Q10. Satisfaction With Maintenance and Appearance of the City

by percentage of respondents (excluding don't knows)



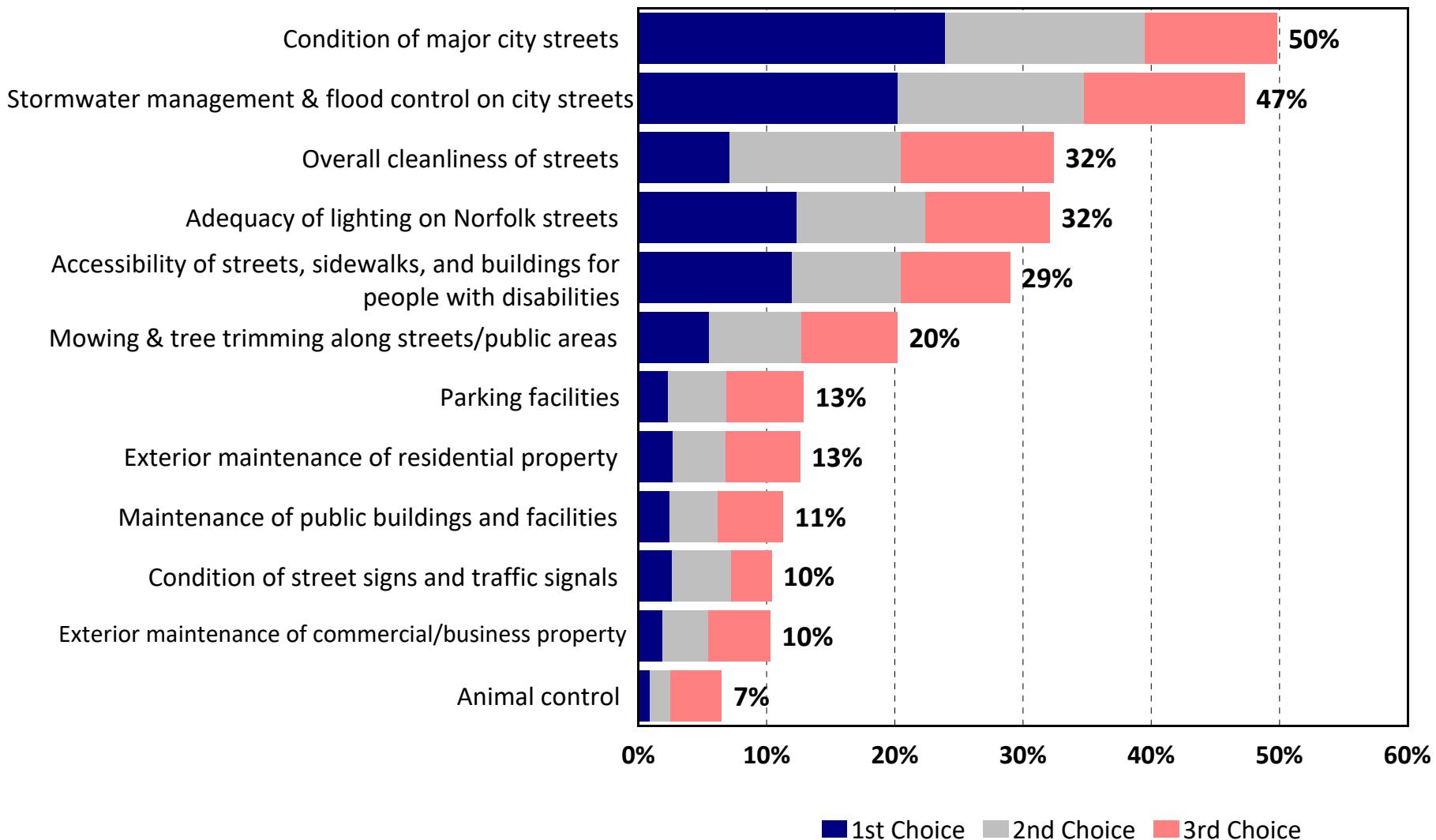
TRENDS: Satisfaction With Maintenance and Appearance of the City - 2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



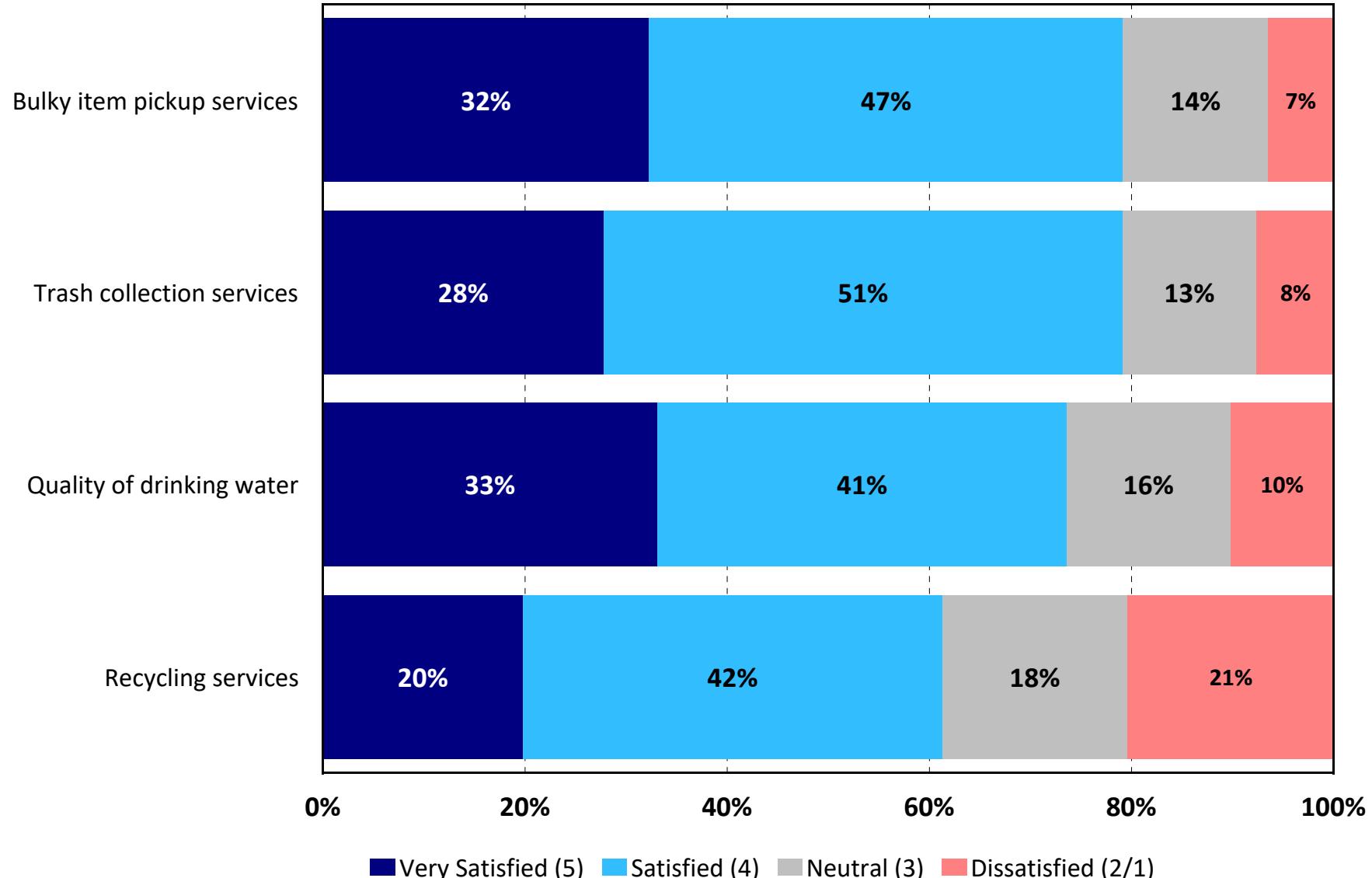
Q11. Maintenance and Appearance Items That Are Most Important for the City to Improve

by percentage of respondents who selected the item as one of their top three choices



Q12. Satisfaction With Utilities and Solid Waste Services

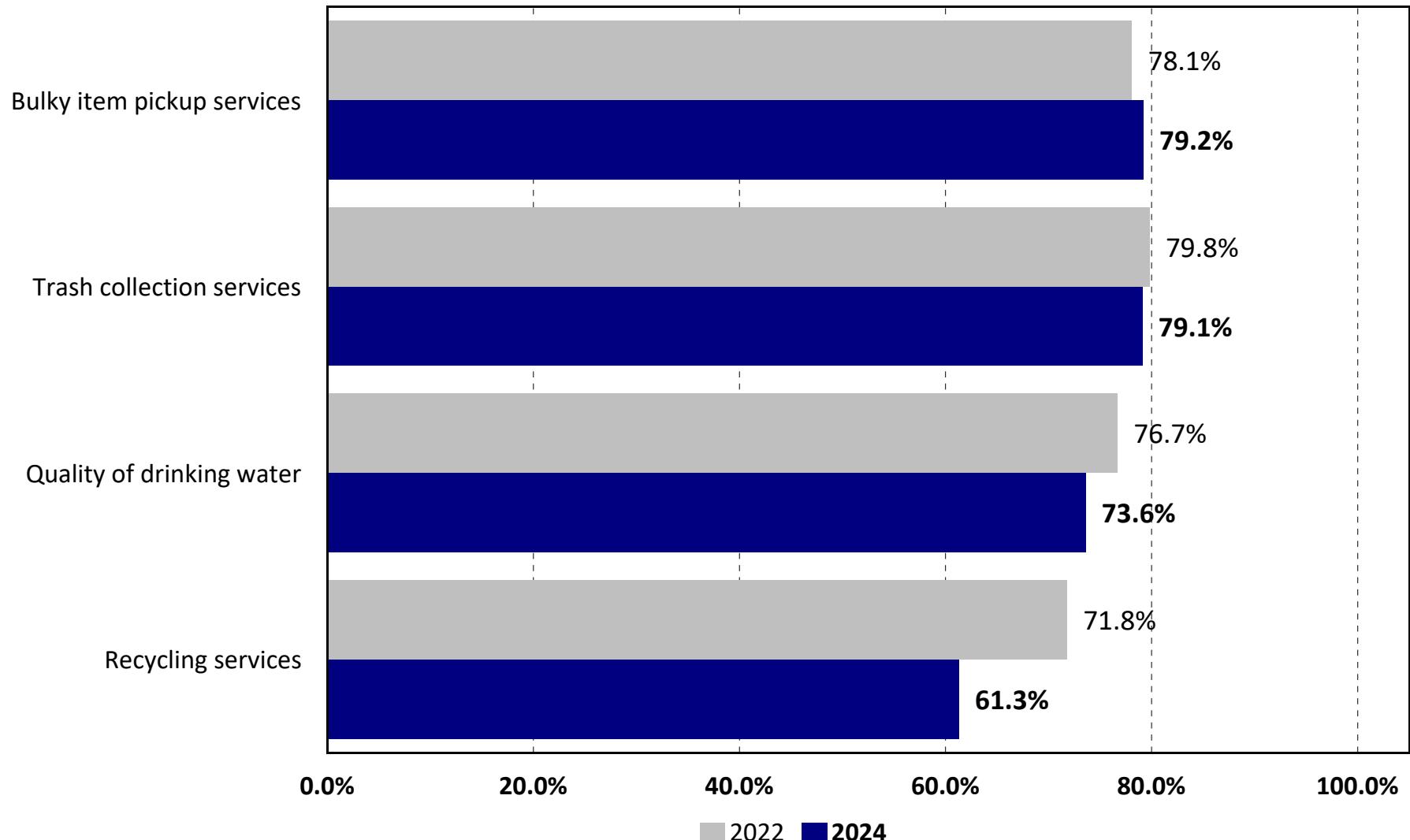
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Utilities and Solid Waste Services

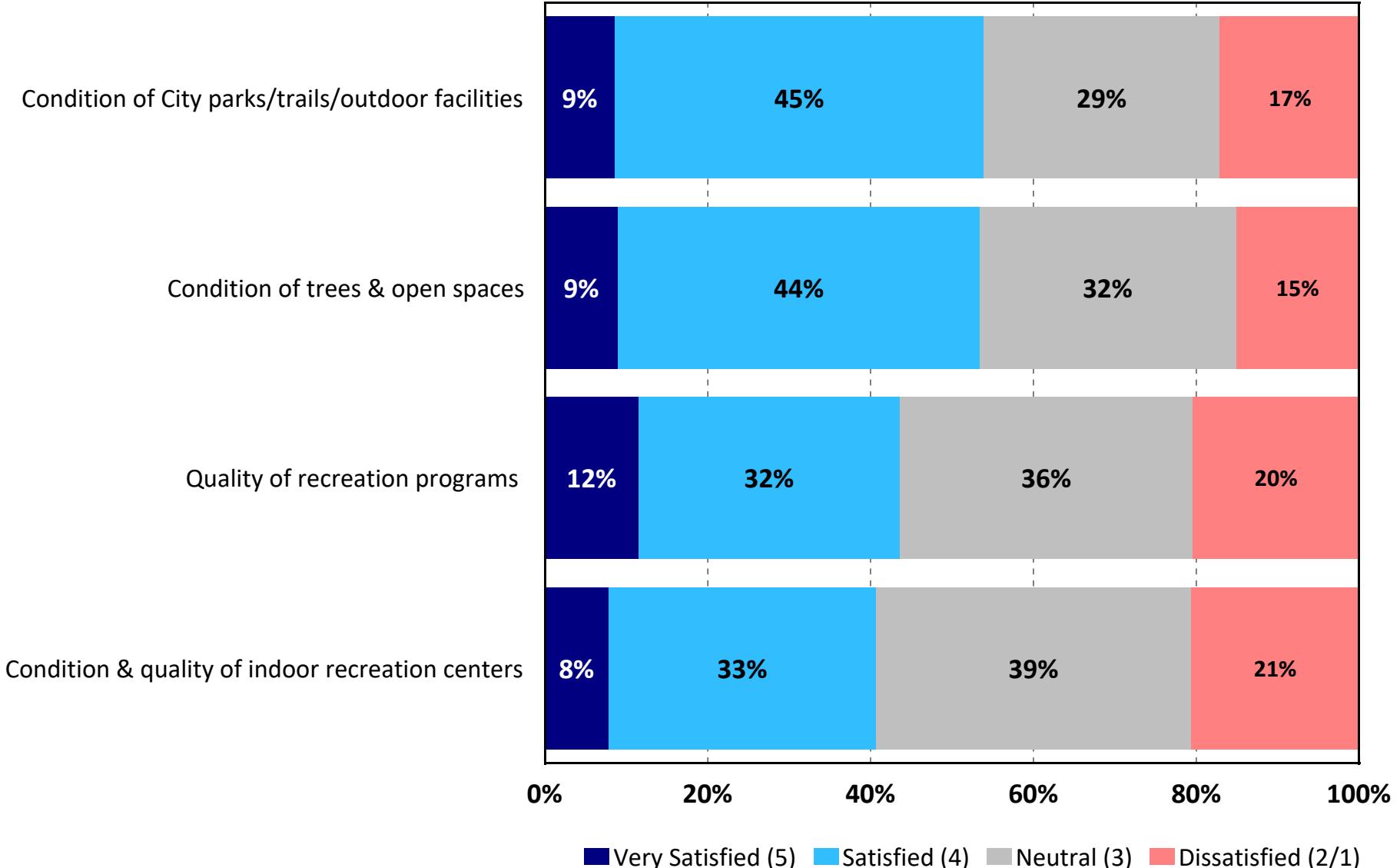
2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q13. Satisfaction With Parks and Recreation Services

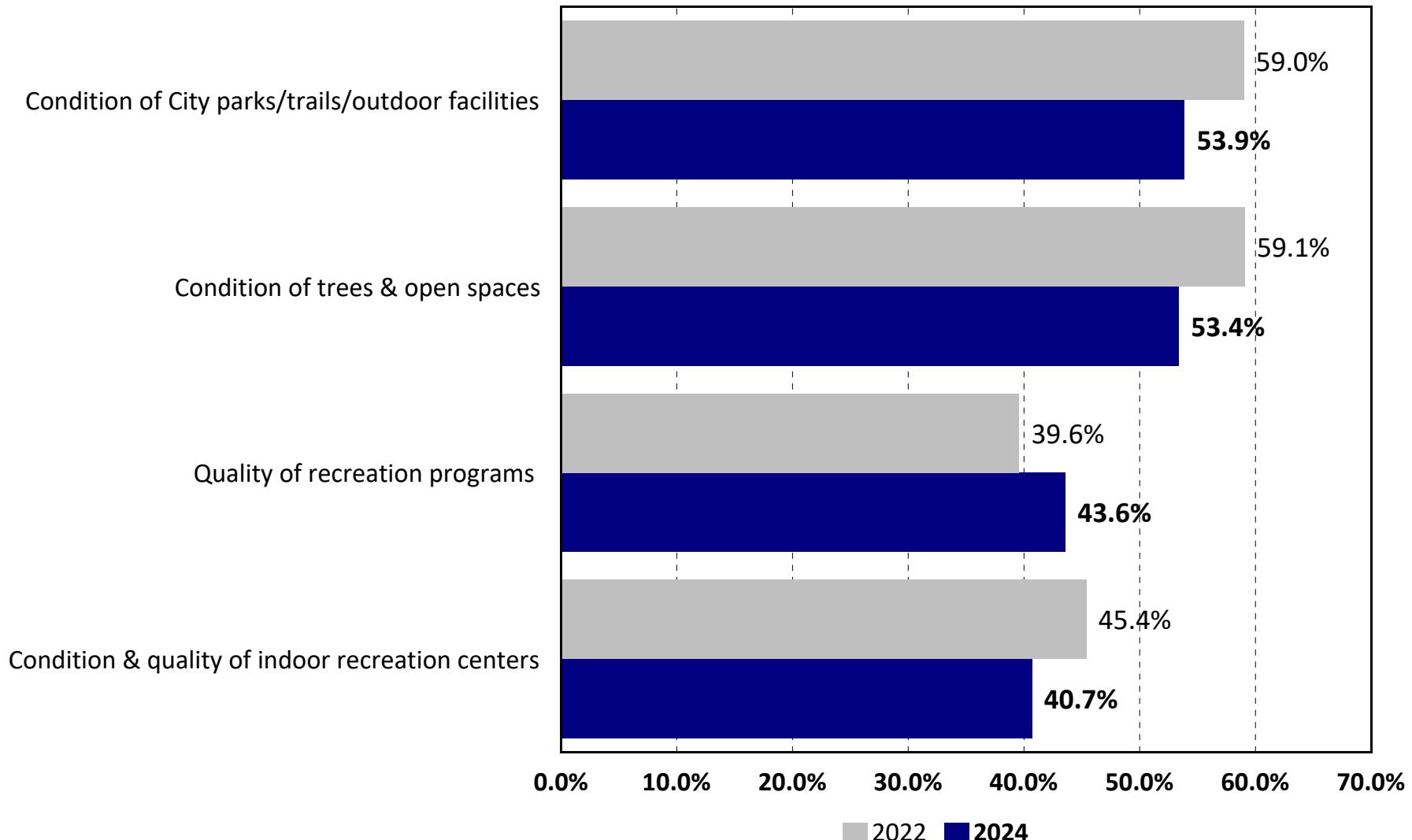
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Parks and Recreation Services

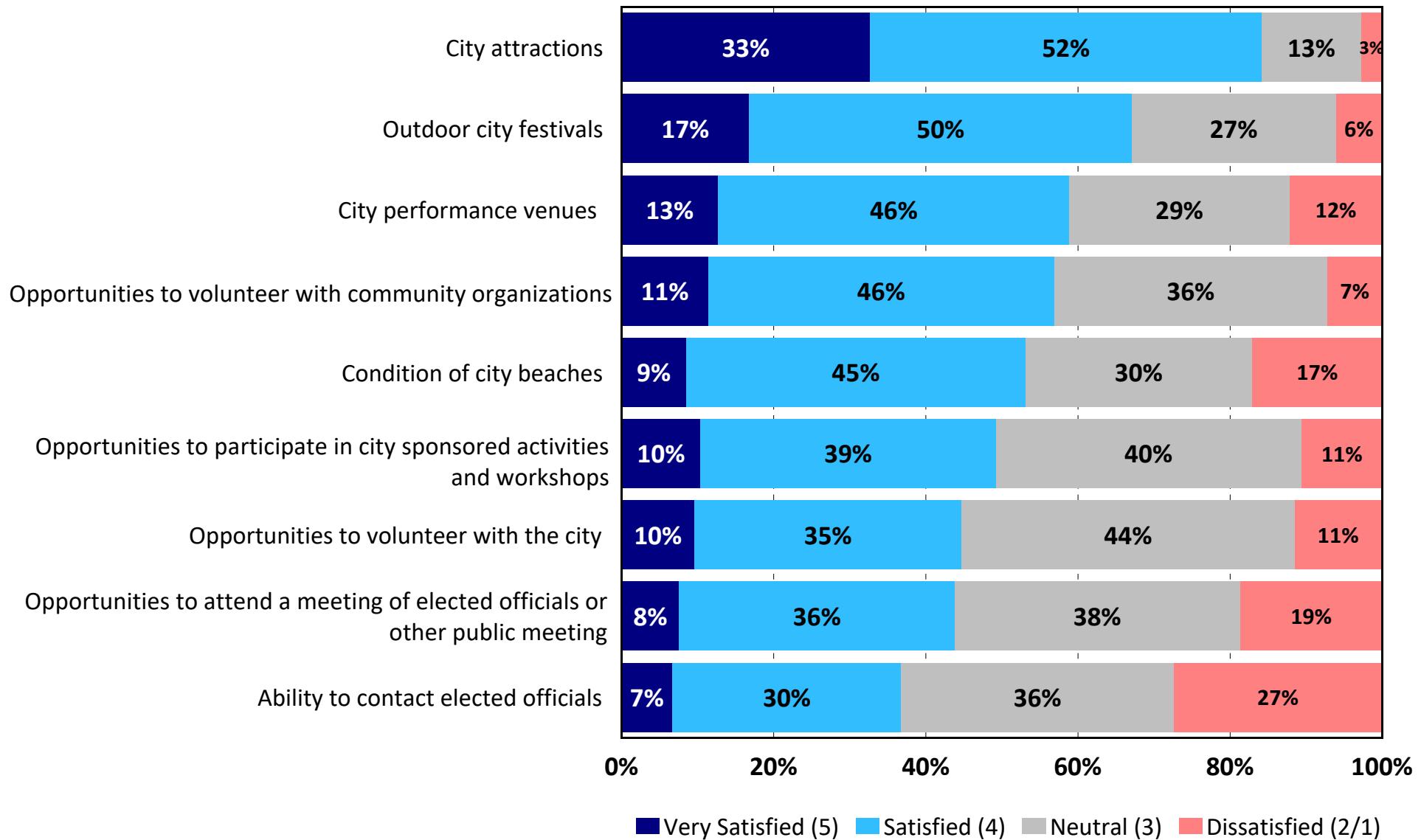
2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



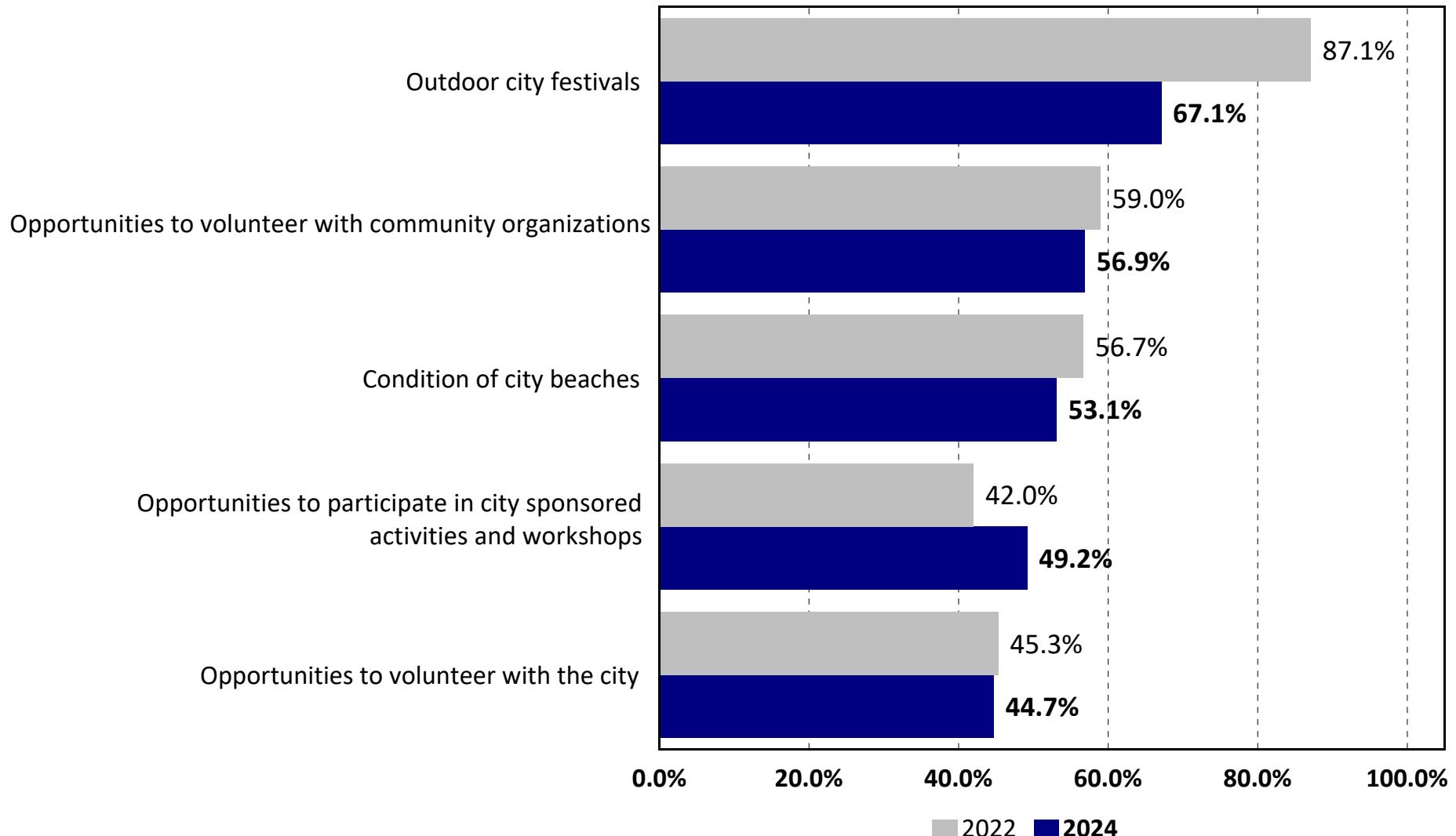
Q14. Satisfaction With Cultural, Leisure, and Engagement Opportunities

by percentage of respondents (excluding don't knows)



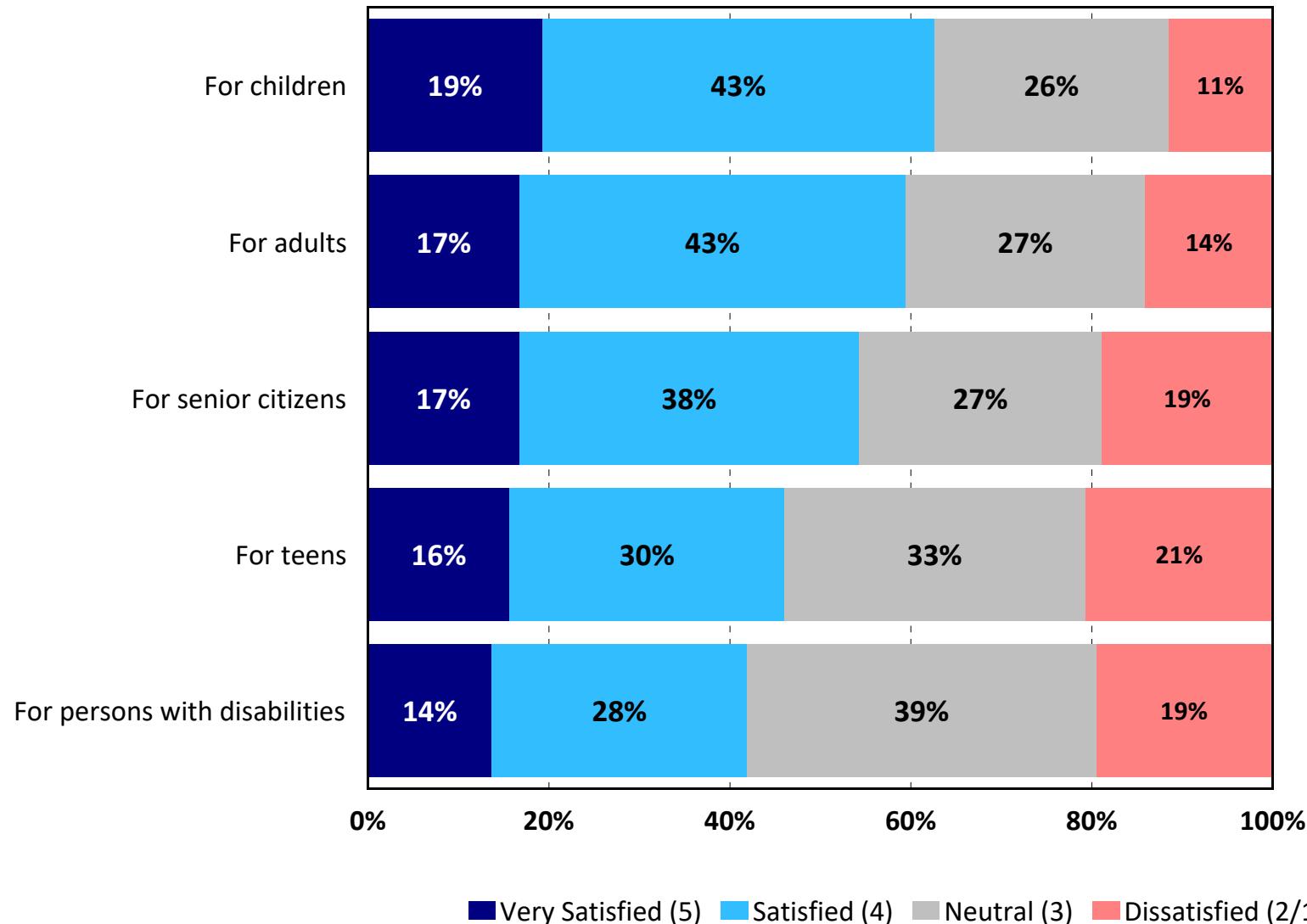
TRENDS: Satisfaction With Cultural, Leisure, and Engagement Opportunities - 2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q15. Satisfaction With Libraries and Recreation

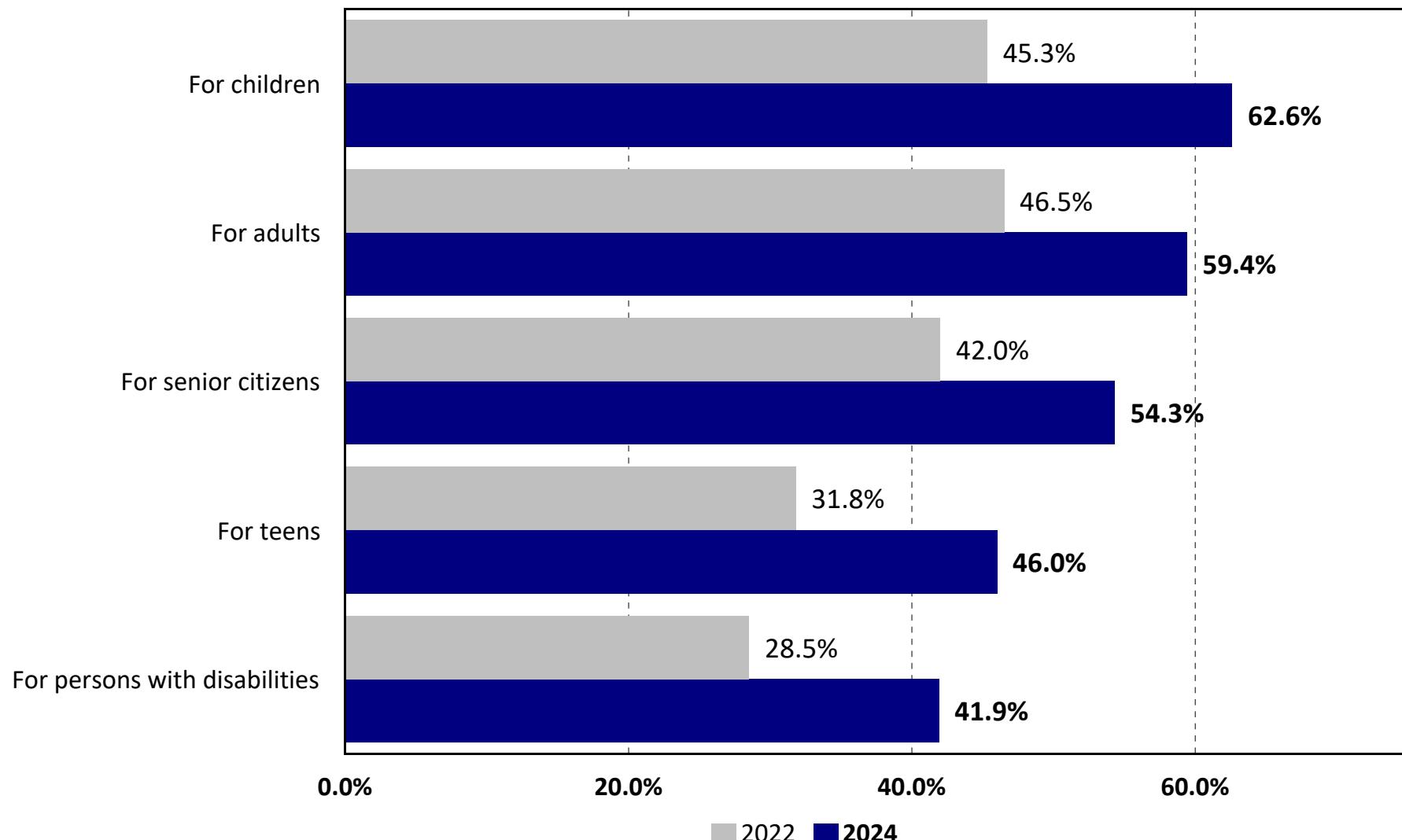
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Libraries and Recreation

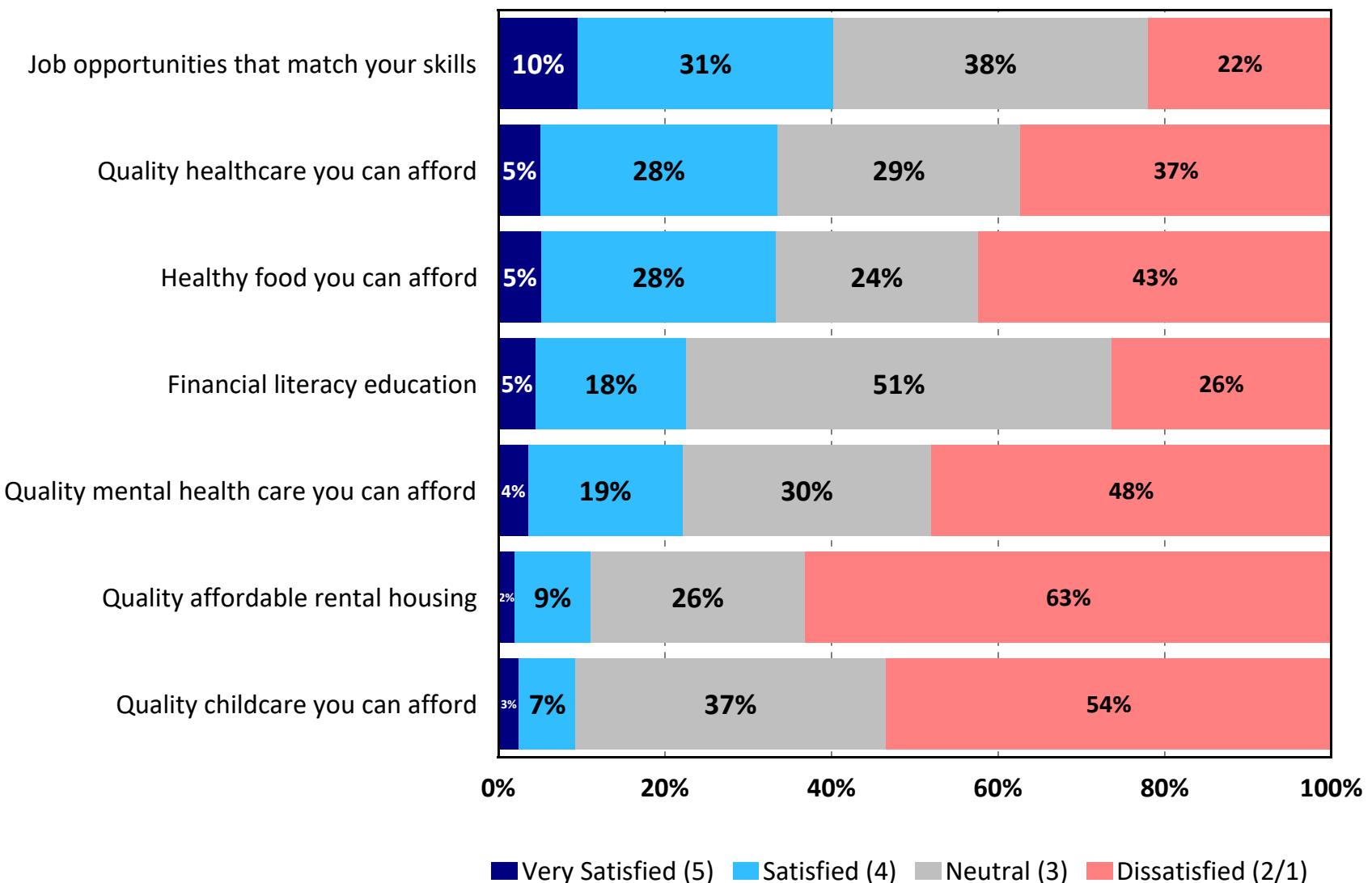
2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q16. Satisfaction With Service Accessibility

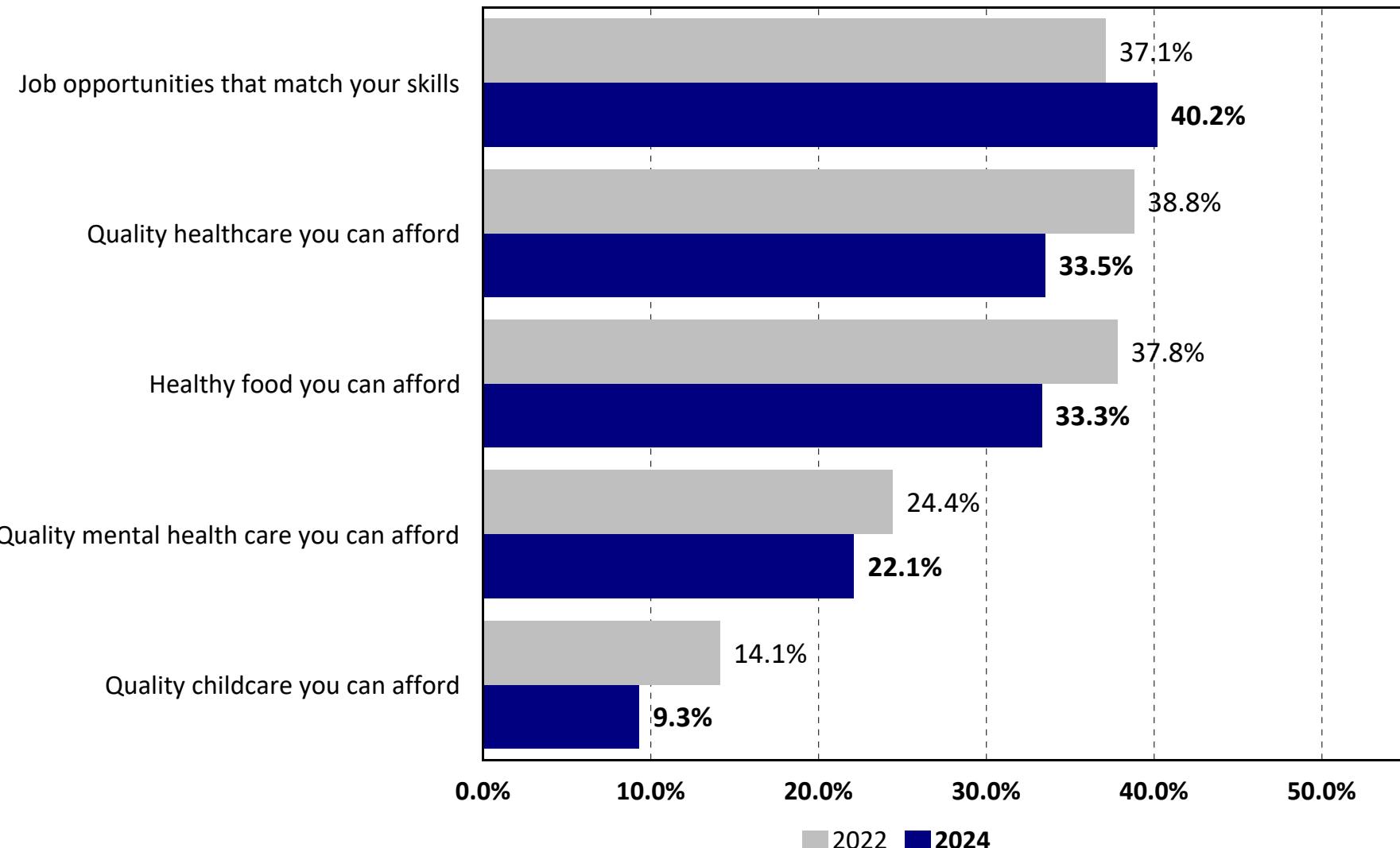
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Service Accessibility

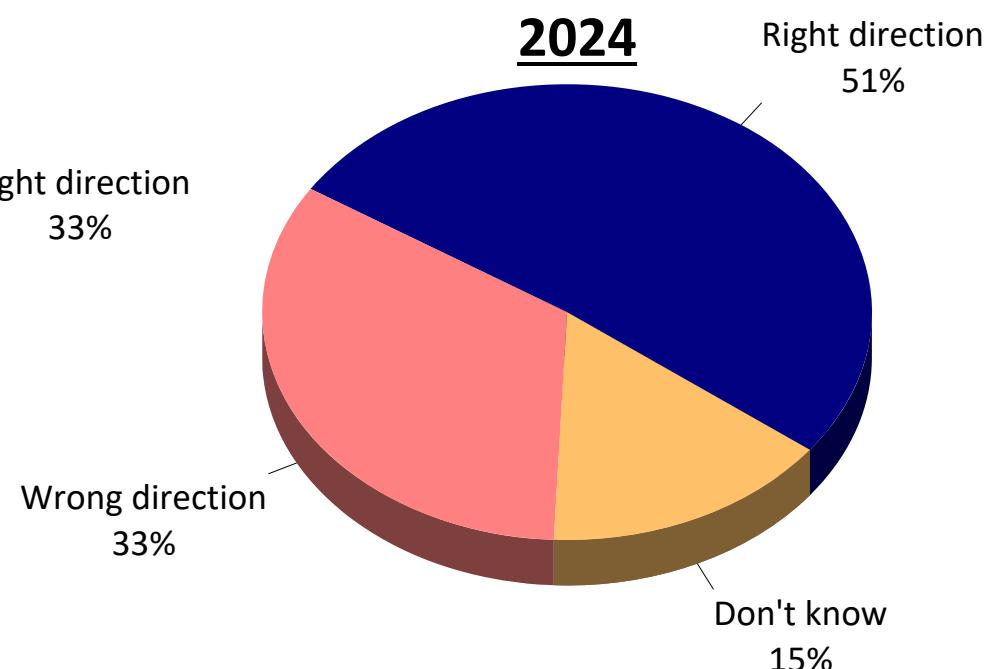
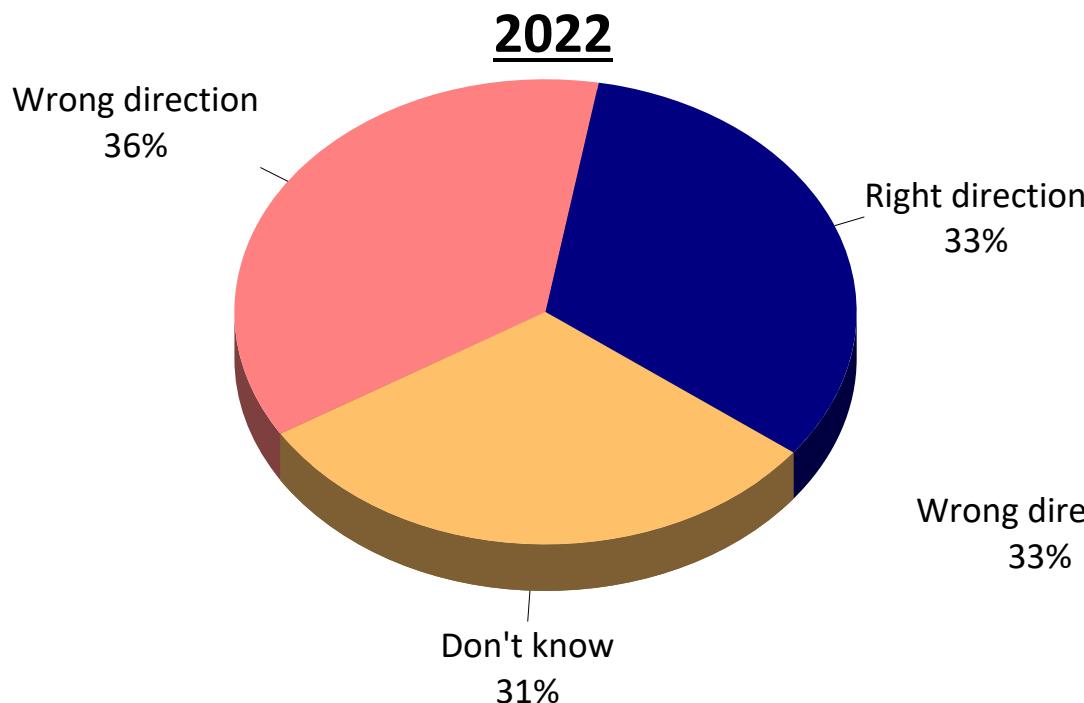
2022 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



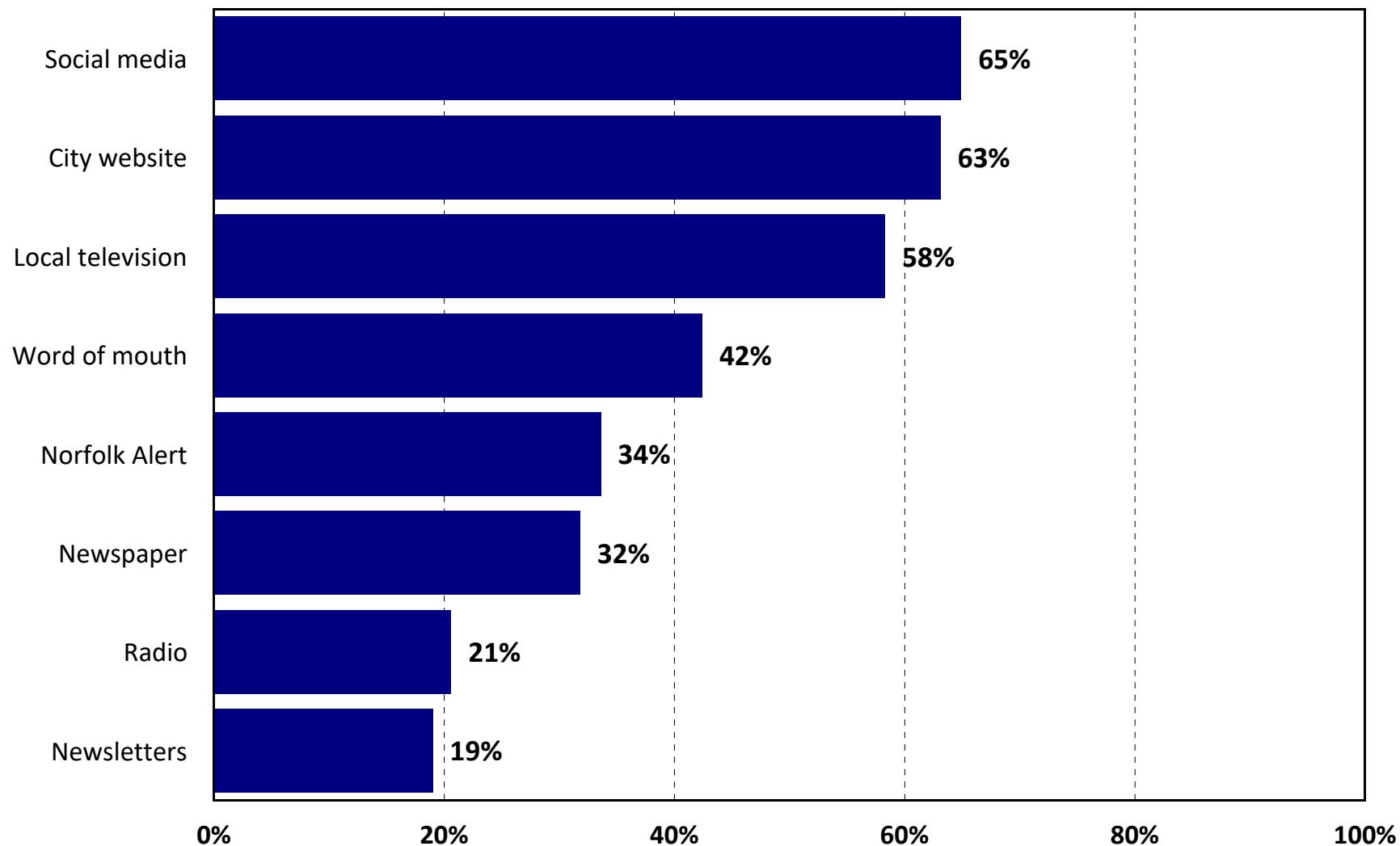
Q17. Overall, would you say Norfolk is headed in the right direction or the wrong direction?

by percentage of respondents



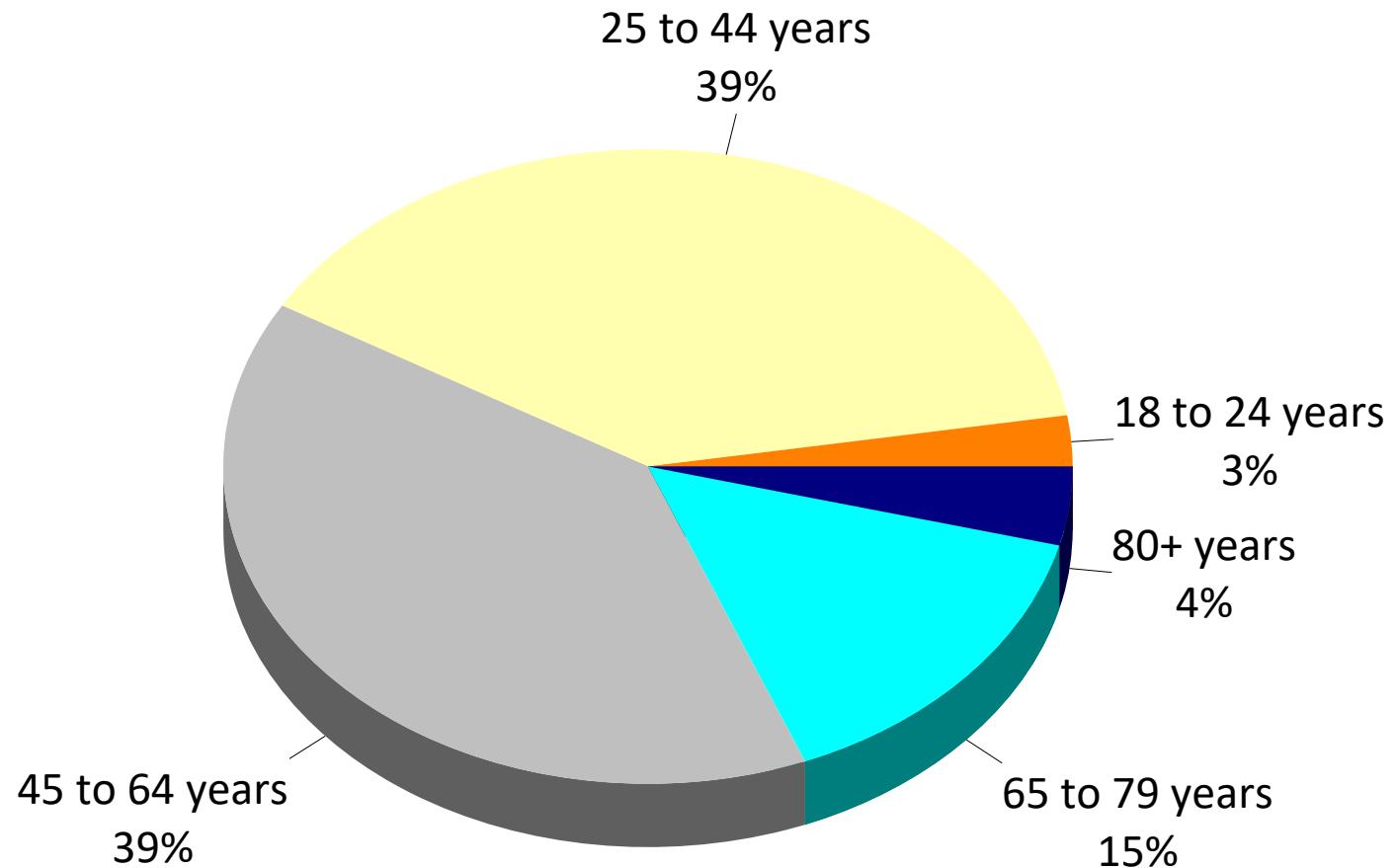
Q19. Sources Used to Obtain/Receive Information About the City

by percentage of respondents (multiple selections could be made)



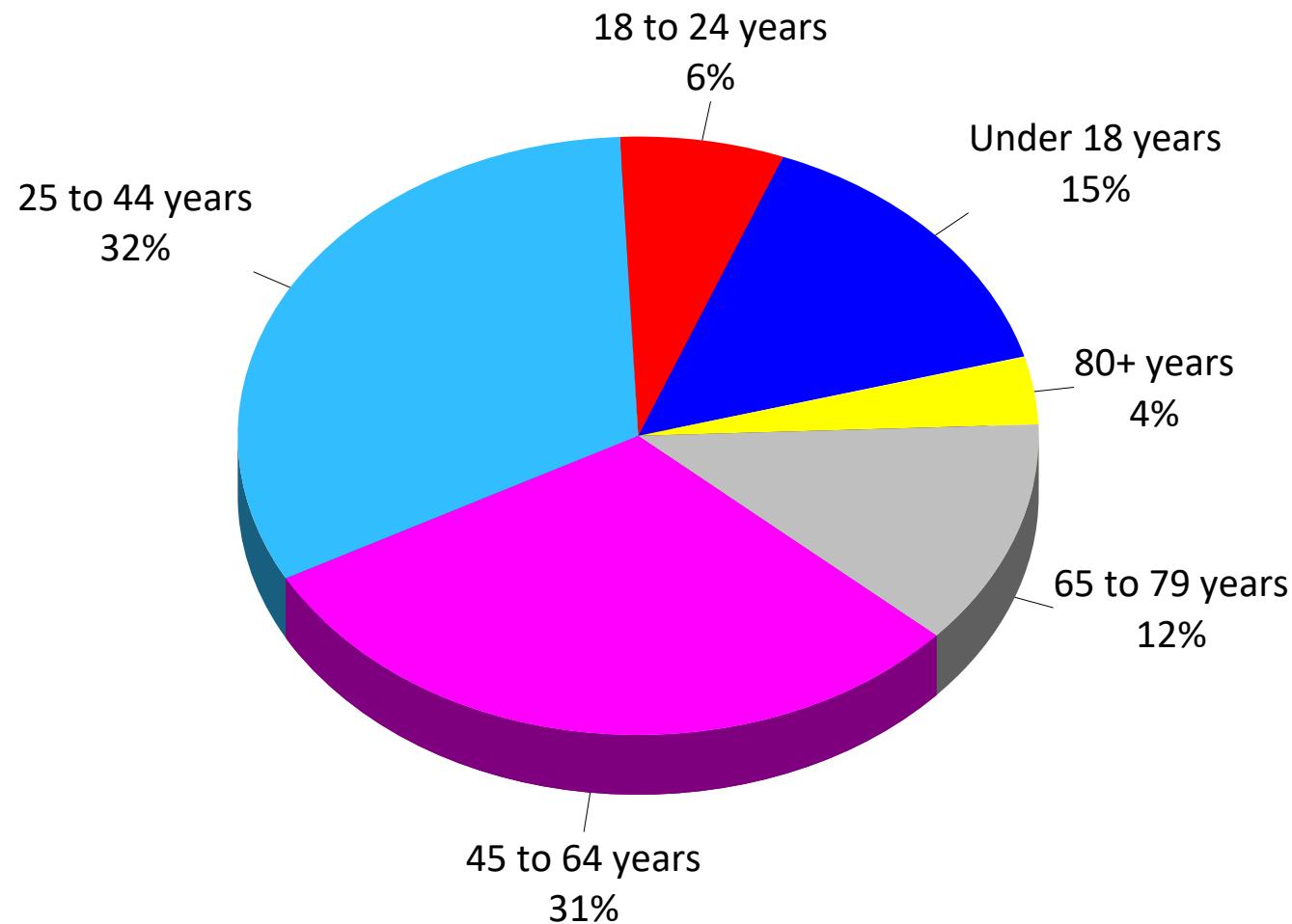
Q20. Demographics: Age of Respondent

by percentage of respondents (excluding “not provided”)



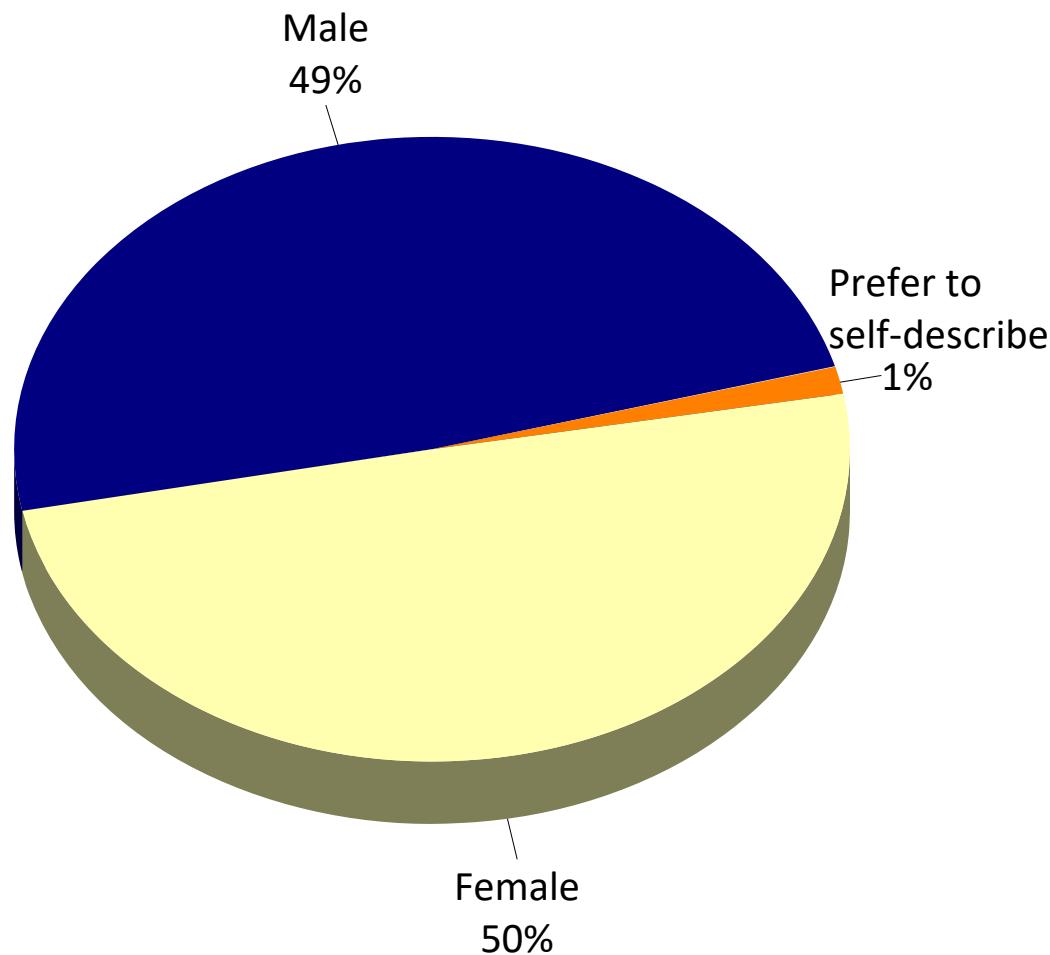
Q21. Demographics: Ages of Household Occupants

by percentage of persons in households



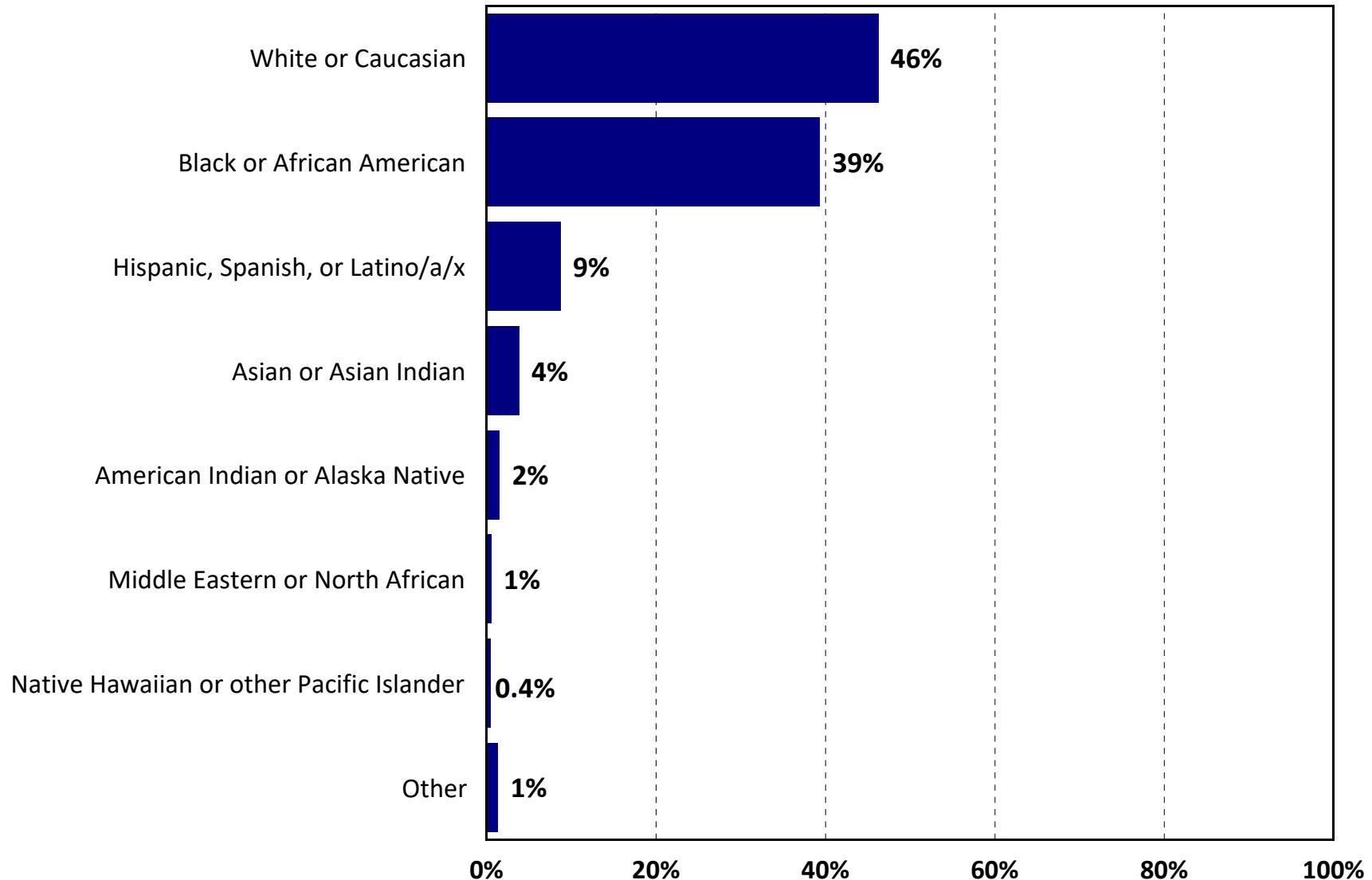
Q22. Demographics: Gender Identity

by percentage of respondents (excluding “not provided”)



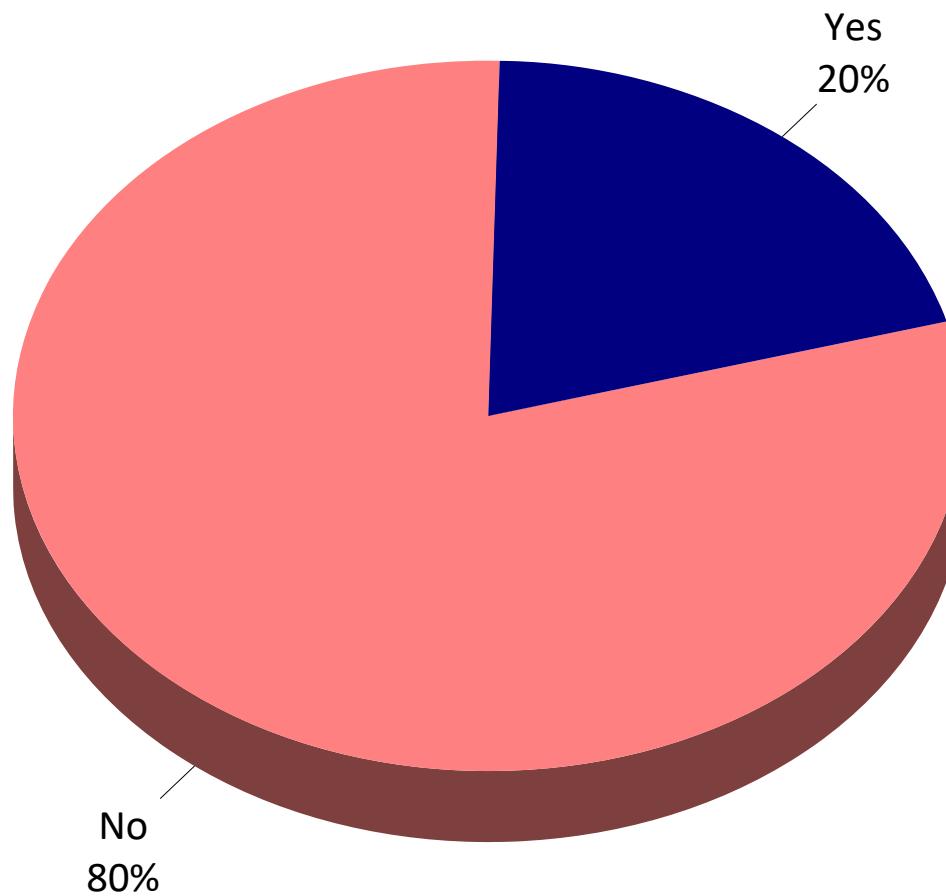
Q23. Demographics: Race

by percentage of respondents (multiple selections could be made)



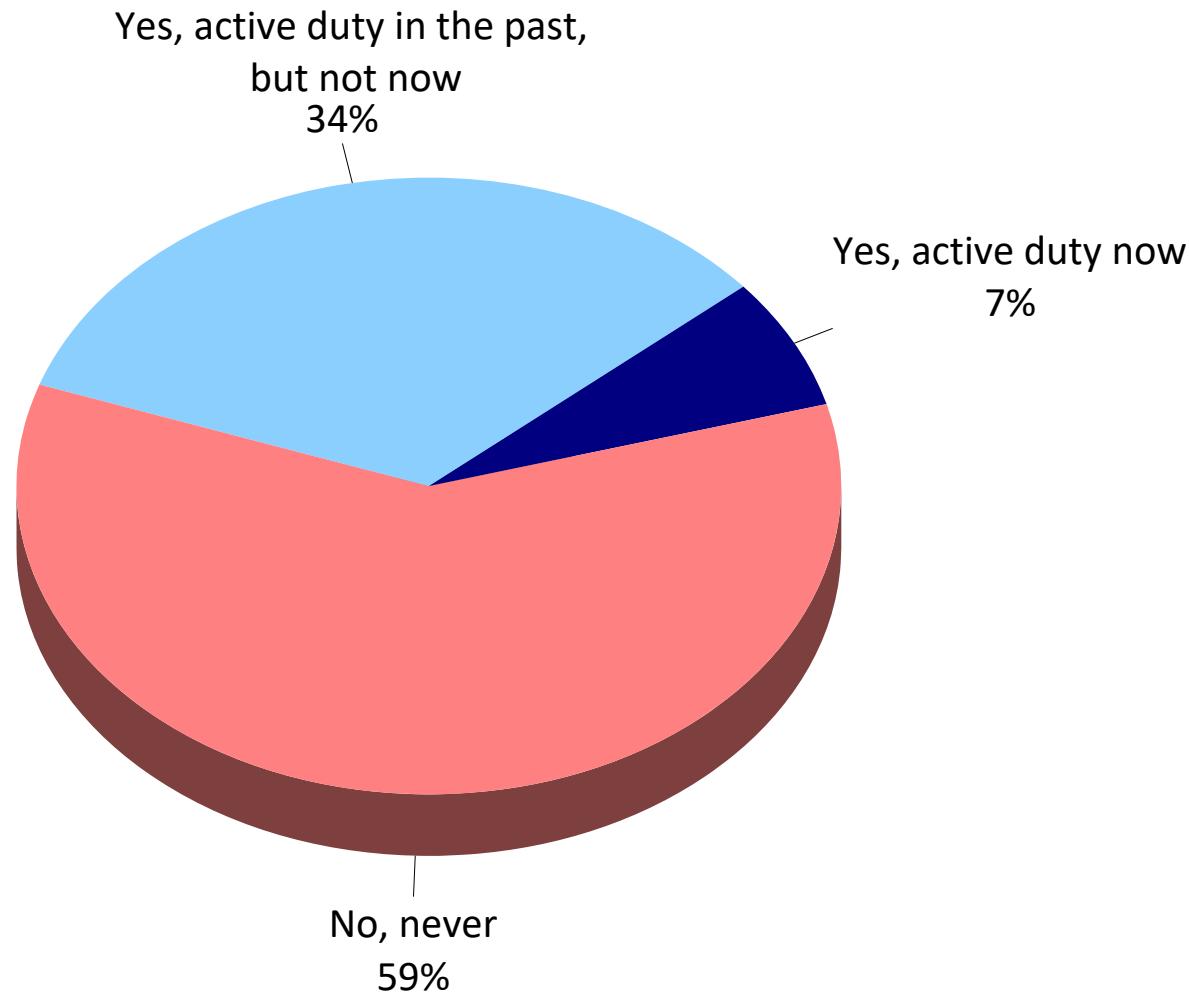
Q24. Demographics: Are you or a member of your household living with a disability?

by percentage of respondents (excluding “not provided”)



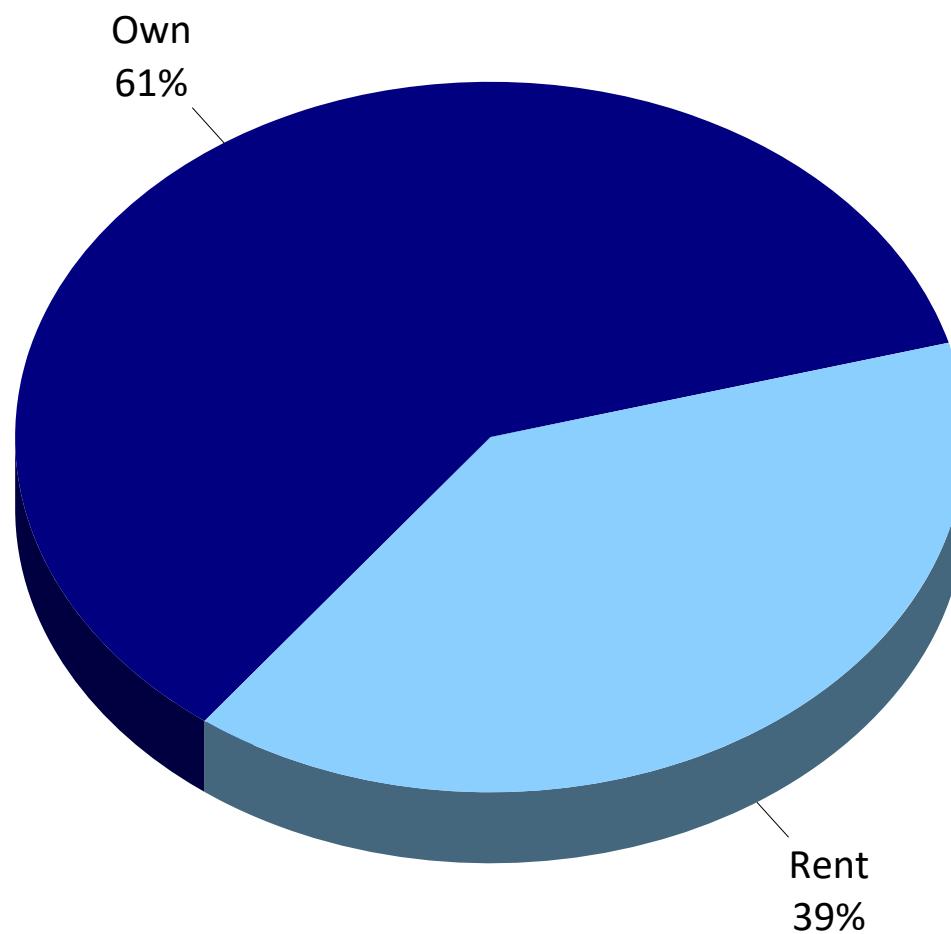
Q25. Demographics: Have you or a member of your household ever served on active duty in the U.S. Armed Forces?

by percentage of respondents (excluding “not provided”)



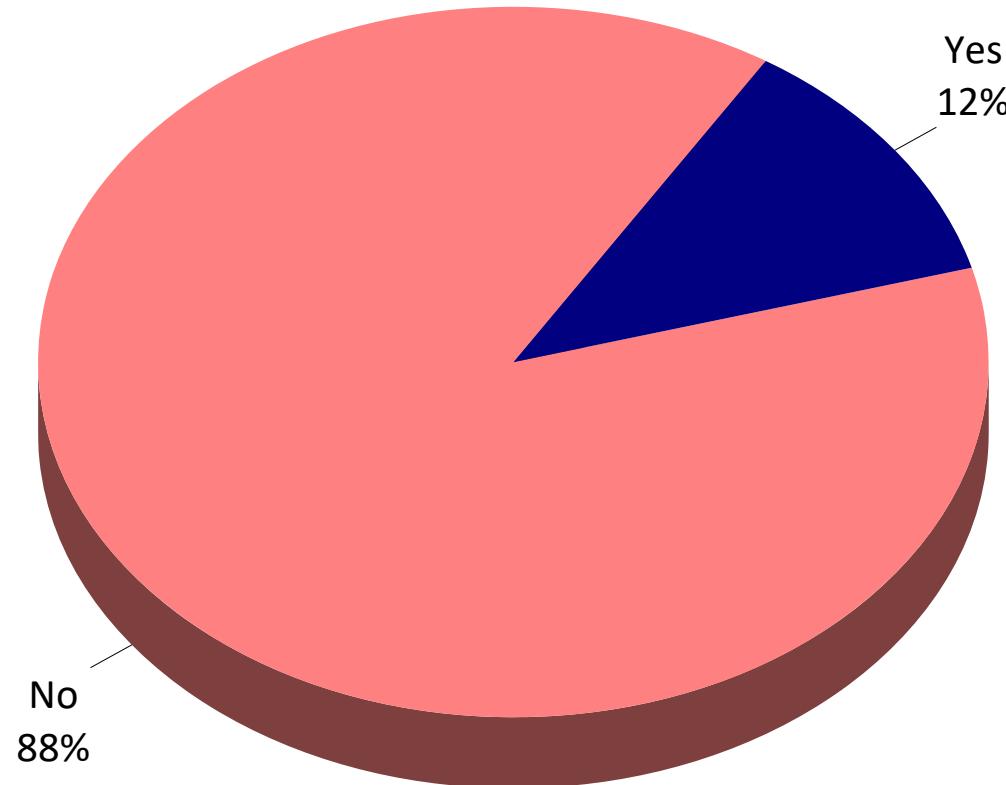
Q26. Demographics: Do you own or rent your current residence?

by percentage of respondents (excluding “not provided”)



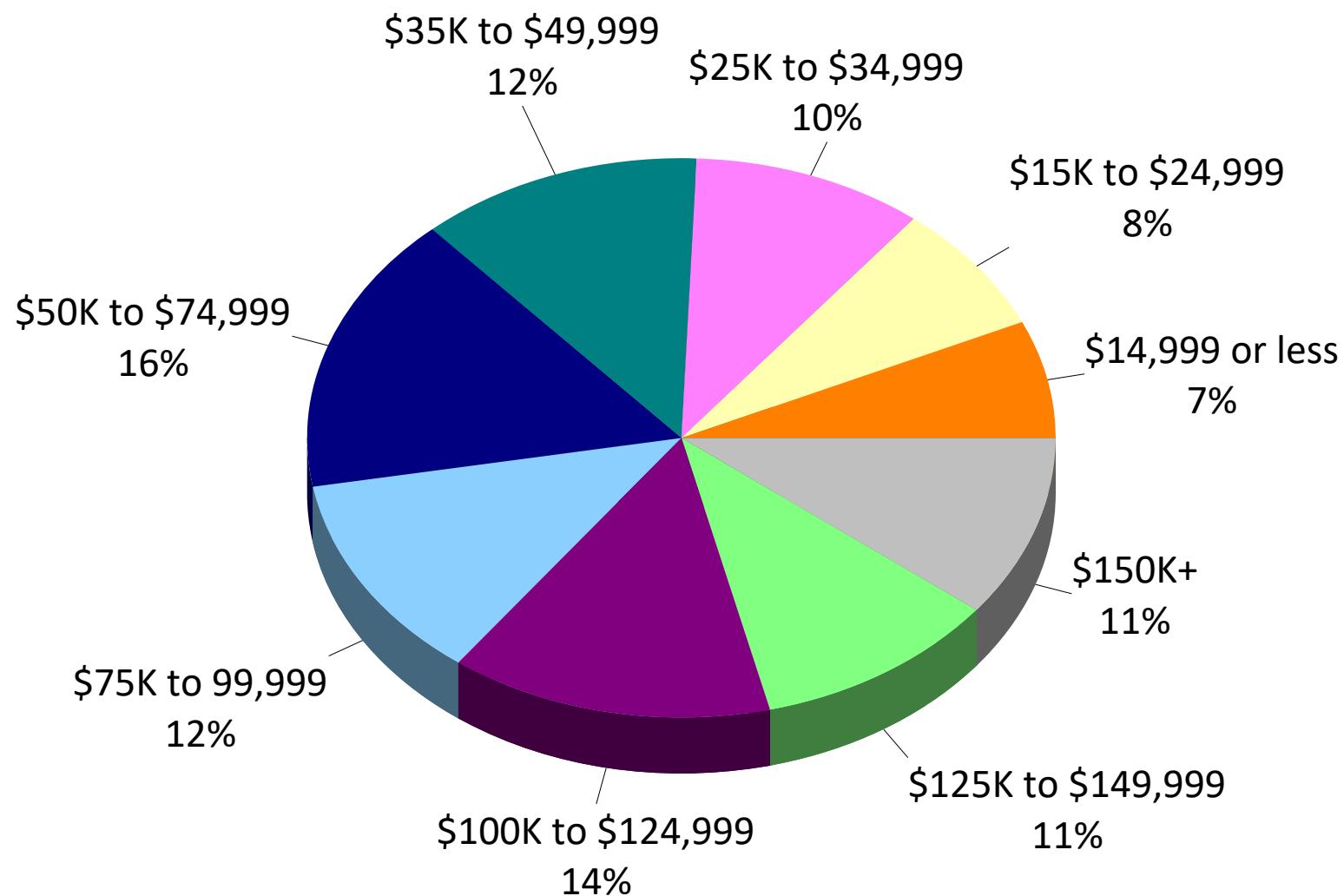
Q27. Demographics: Do you own a business in Norfolk?

by percentage of respondents (excluding “not provided”)



Q28. Demographics: Total Household Income Before Taxes Last Year

by percentage of respondents (excluding “not provided”)



2

Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of residents in the Atlantic Region of the United States during the summer of 2023. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, and the District of Columbia.

The "U.S. Average" shown in the charts reflects the overall results of ETC Institute's national survey of more than 10,000 residents; the "Atlantic Regional Average" shown in the charts reflects the results of the survey of residents living in the Atlantic Region.

Benchmarking Data

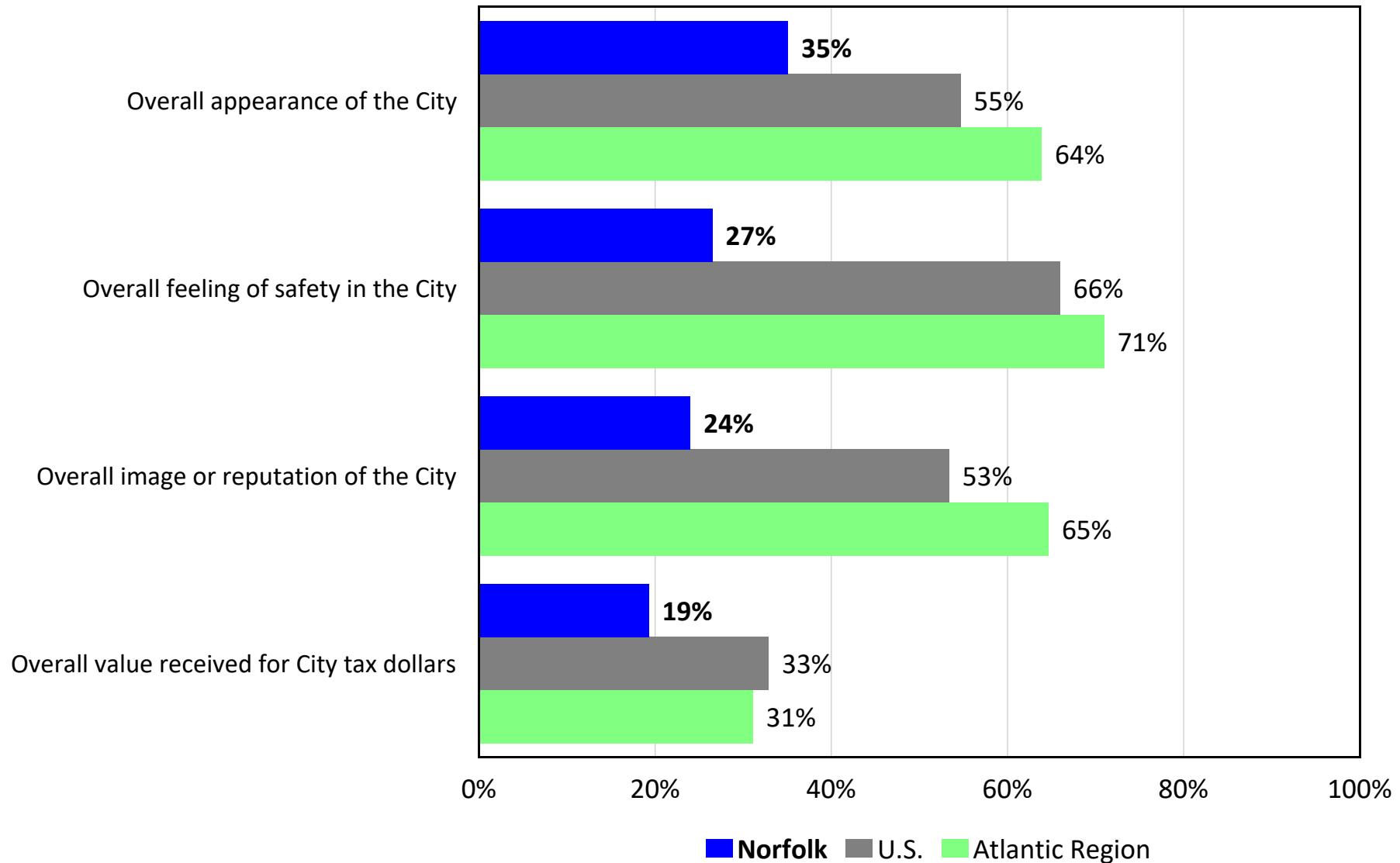
National and Regional Comparisons

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Perceptions of the Community

Norfolk vs. the U.S. vs. the Atlantic Region

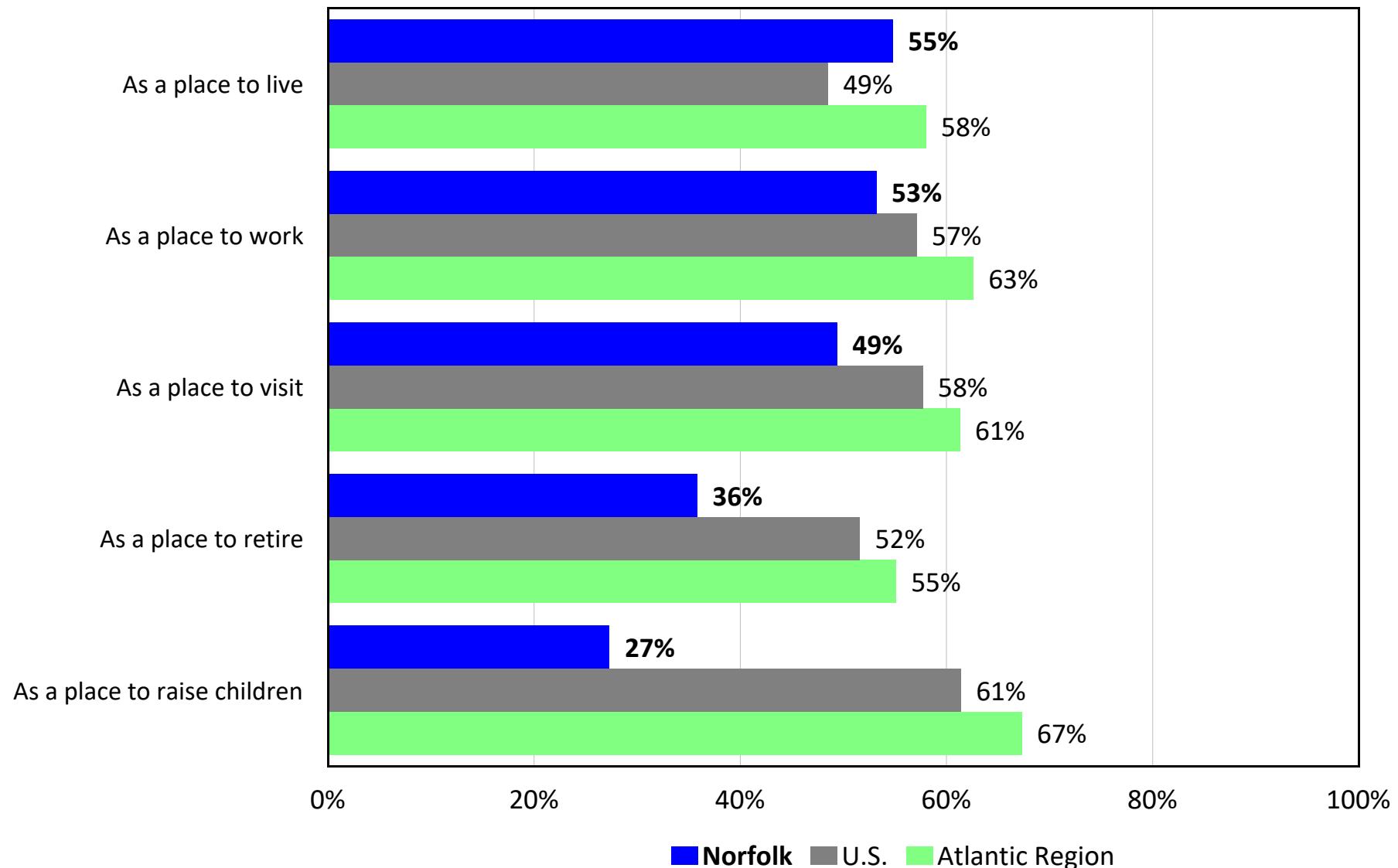
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Quality of Life

Norfolk vs. the U.S. vs. the Atlantic Region

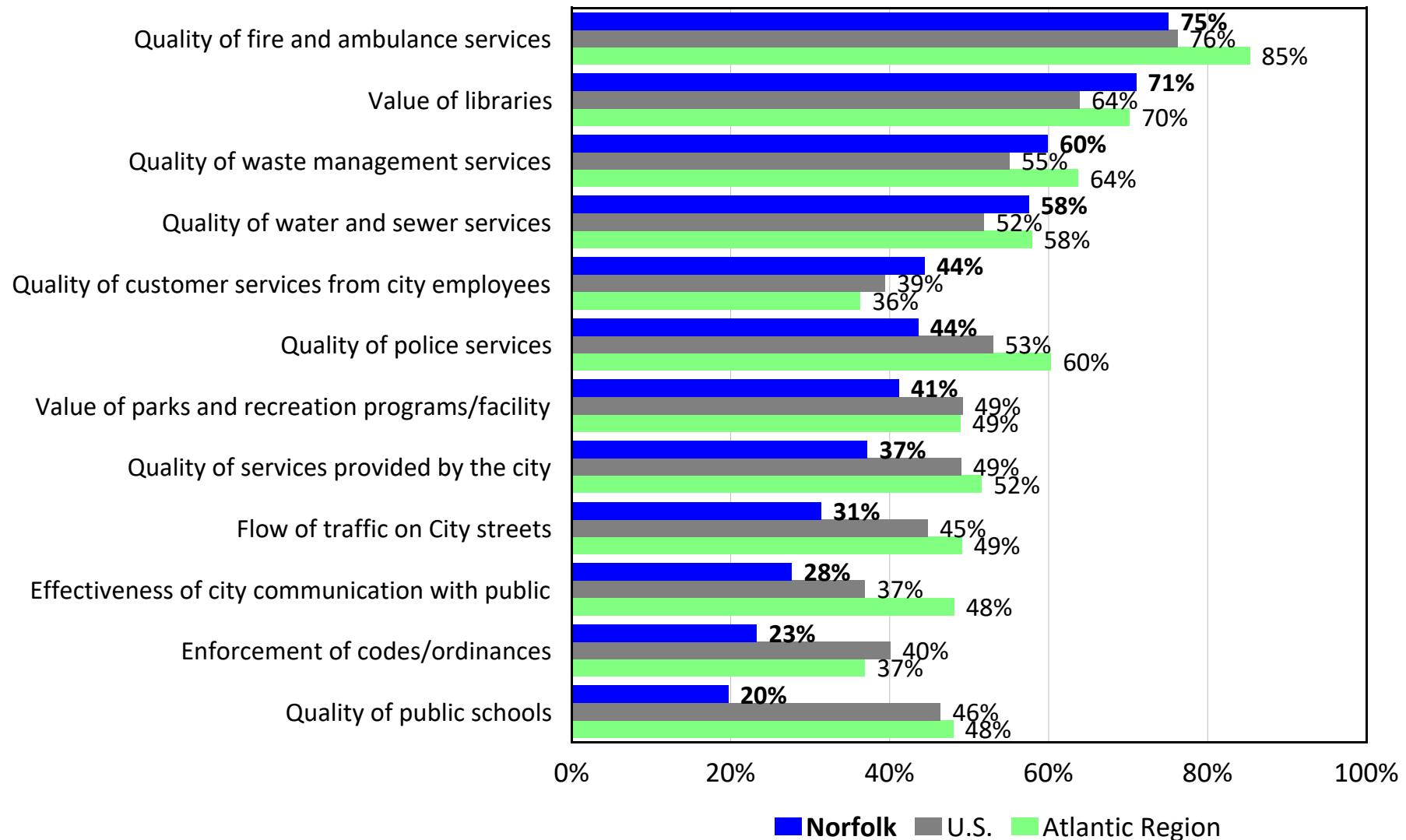
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Major Categories of Services

Norfolk vs. the U.S. vs. the Atlantic Region

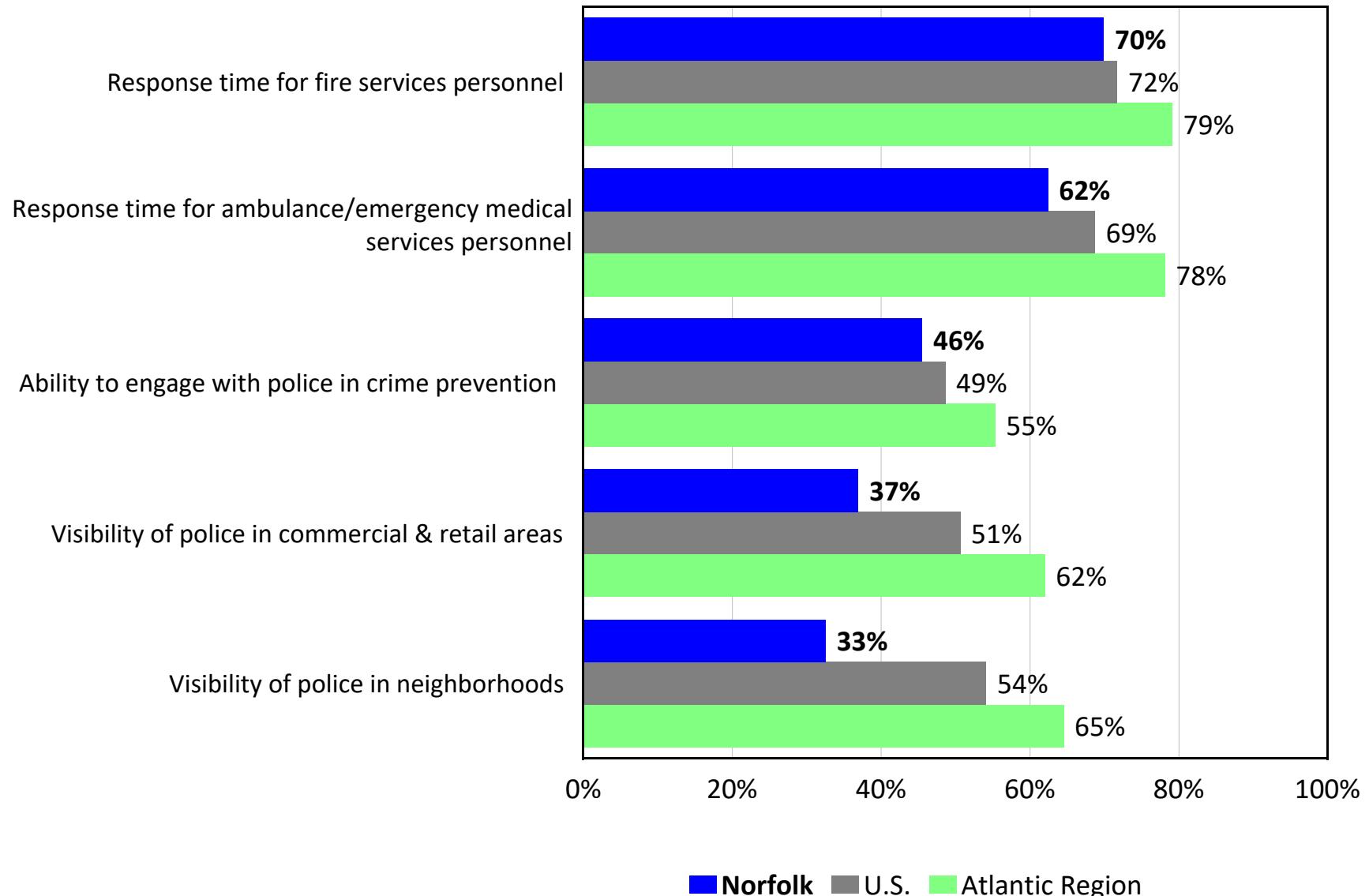
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Public Safety Services

Norfolk vs. the U.S. vs. the Atlantic Region

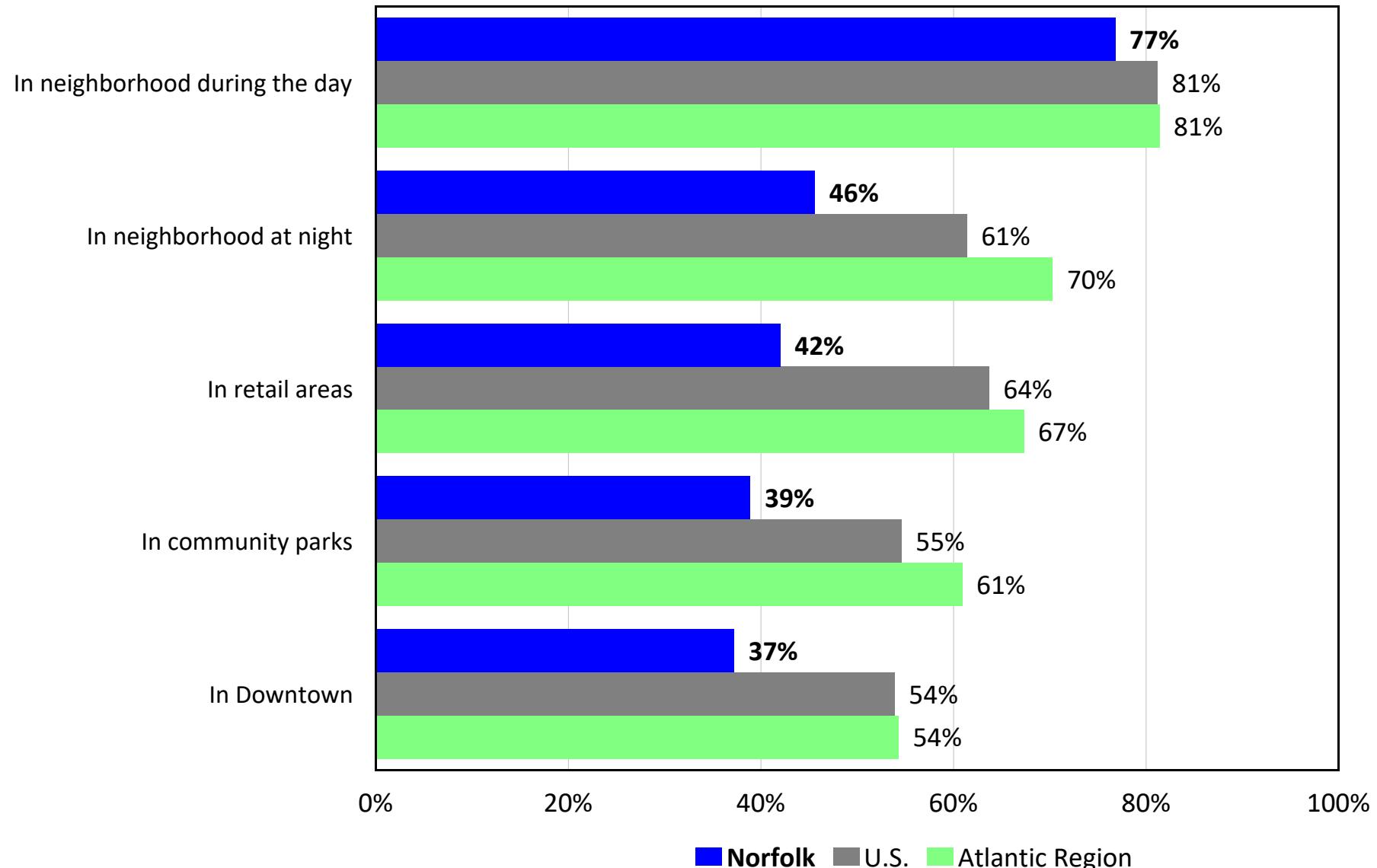
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Feeling of Safety in the Following Situations

Norfolk vs. the U.S. vs. the Atlantic Region

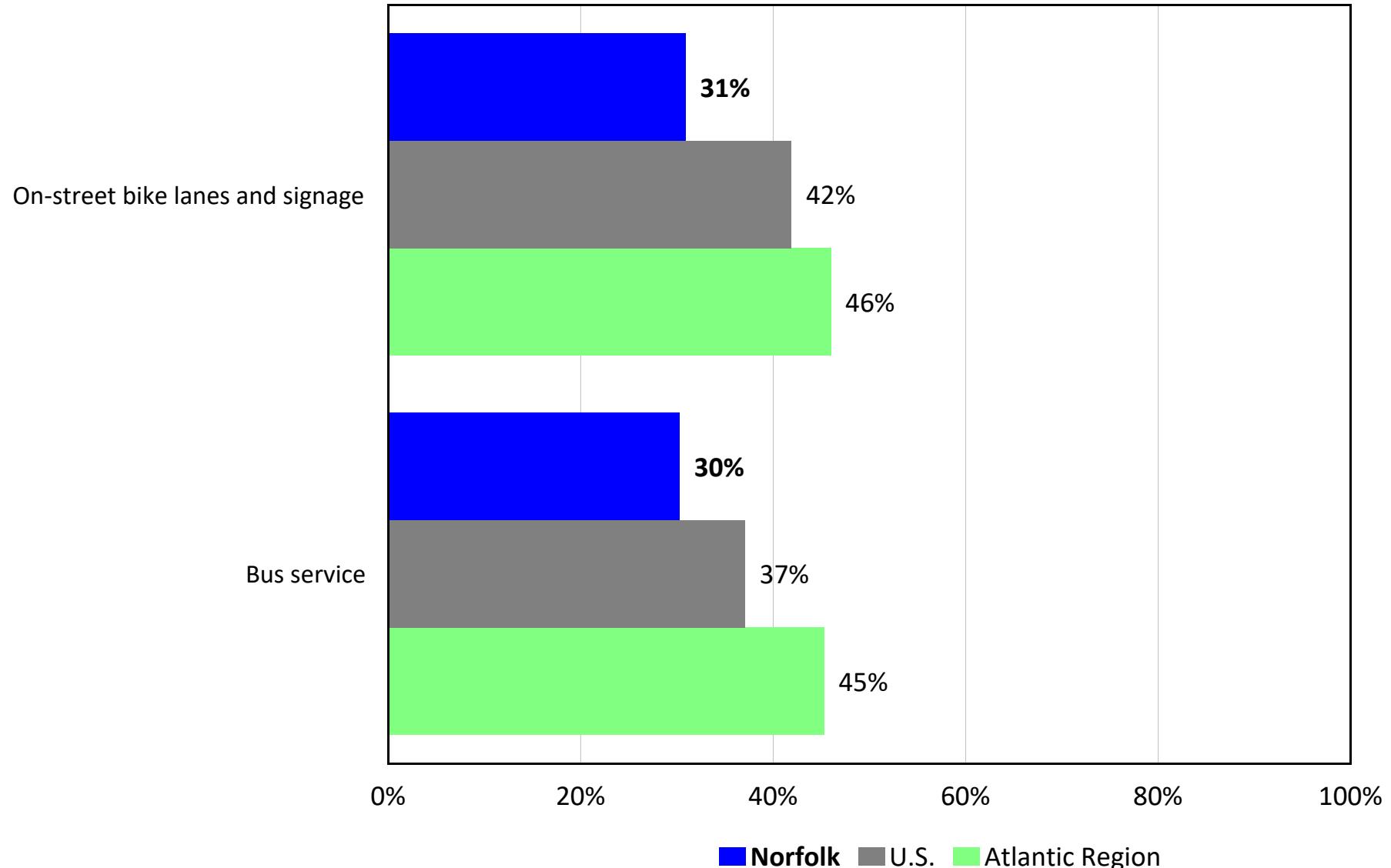
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Transportation

Norfolk vs. the U.S. vs. the Atlantic Region

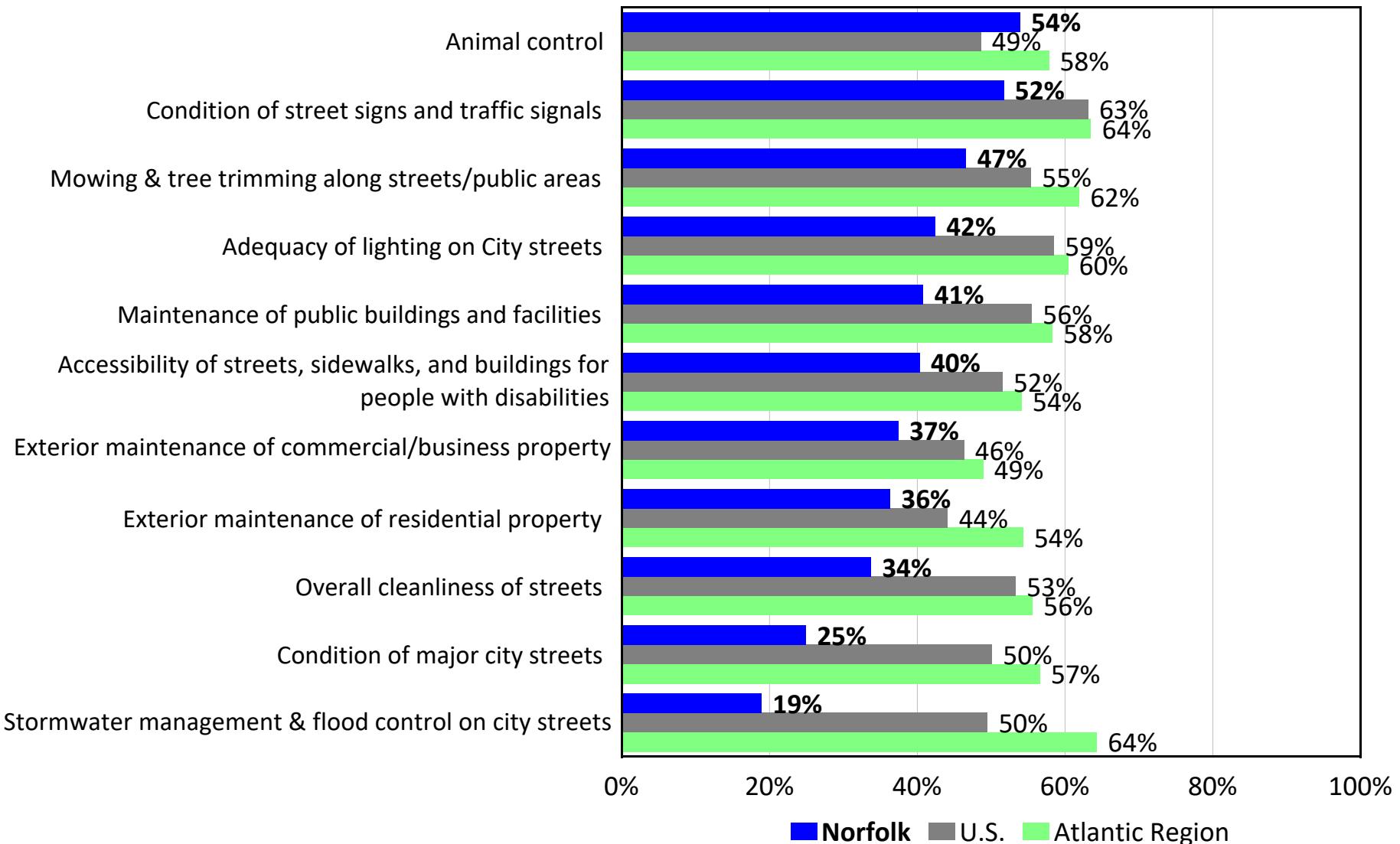
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Maintenance and Appearance of the City

Norfolk vs. the U.S. vs. the Atlantic Region

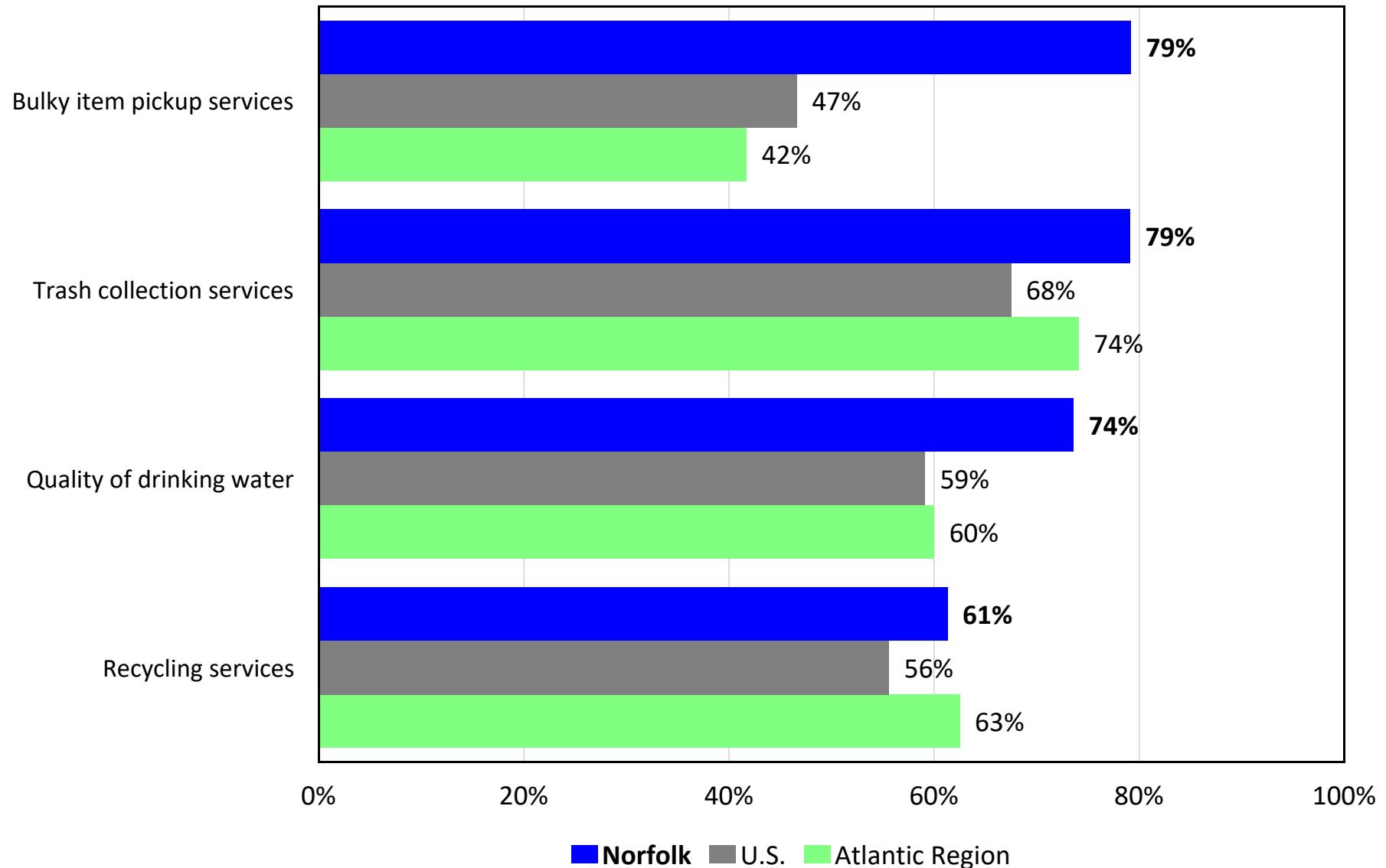
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Utilities and Solid Waste Services

Norfolk vs. the U.S. vs. the Atlantic Region

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



3

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to improve. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "N/A" responses). "N/A" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major City services that were most important improve. More than one-third (34.4%) of the respondent households selected "*flow of traffic on Norfolk streets*" as one of the most important services for the City to improve.

With regard to satisfaction, 31.4% of respondents surveyed rated "*flow of traffic on Norfolk streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 34.4% was multiplied by 68.6% (1-0.314). This calculation yielded an I-S rating of 0.2360, which ranked second out of thirteen major City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($I-S > 0.20$)
- Increase Current Emphasis ($I-S = 0.10 - 0.20$)
- Maintain Current Emphasis ($I-S < 0.10$)

Tables showing the results for the City of Norfolk are provided on the following pages.

Importance-Satisfaction Rating

City of Norfolk, VA

Major City Services

Service	Most Important %	Most Important		Satisfaction Rank	Importance- Satisfaction	
		Rank	Satisfaction %		Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Quality of public schools	48%	1	20%	13	0.3854	1
Flow of traffic on Norfolk streets	34%	2	31%	9	0.2360	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of codes/ordinances	26%	5	23%	12	0.1994	3
Quality of human services provided by city	25%	6	25%	11	0.1840	4
Quality of services provided by the city	29%	4	37%	8	0.1827	5
Effectiveness of city communication with public	24%	7	28%	10	0.1742	6
Quality of police services	30%	3	44%	6	0.1715	7
Value of parks and recreation programs/facility	21%	8	41%	7	0.1252	8
<u>Medium Priority (IS <.10)</u>						
Quality of customer services from city employees	10%	9	44%	5	0.0573	9
Quality of water and sewer services	10%	10	58%	4	0.0438	10
Quality of waste management services	8%	11	60%	3	0.0317	11
Value of Norfolk libraries	6%	12	71%	2	0.0174	12
Quality of fire and ambulance services	6%	13	75%	1	0.0137	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought were most important for the City to improve.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Norfolk, VA Public Safety

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Visibility of police in neighborhoods	59%	1	33%	6	0.3983	1
Visibility of police in commercial & retail areas	43%	2	37%	4	0.2694	2
Amount of information Norfolk Police shares with public	37%	3	31%	7	0.2533	3
9-1-1 dispatch services	36%	4	35%	5	0.2314	4
<u>High Priority (IS .10-.20)</u>						
Ability to engage with police in crime prevention activities	32%	5	46%	3	0.1717	5
<u>Medium Priority (IS <.10)</u>						
Response time for ambulance/emergency medical services personnel	24%	6	62%	2	0.0895	6
Response time for fire services personnel	13%	7	70%	1	0.0376	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought were most important for the City to improve.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Importance-Satisfaction Rating

City of Norfolk, VA

Maintenance & Appearance of the City

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Stormwater management & flood control on city streets	47%	2	19%	12	0.3836	1
Condition of major city streets	50%	1	25%	11	0.3740	2
Overall cleanliness of streets	32%	3	34%	10	0.2148	3
<u>High Priority (IS .10-.20)</u>						
Adequacy of lighting on Norfolk streets	32%	4	42%	4	0.1849	4
Accessibility of streets, sidewalks, and buildings for people with disabilities	29%	5	40%	7	0.1731	5
Mowing & tree trimming along streets/public areas	20%	6	47%	3	0.1079	6
<u>Medium Priority (IS <.10)</u>						
Exterior maintenance of residential property	13%	8	36%	9	0.0803	7
Parking facilities	13%	7	41%	5	0.0764	8
Maintenance of public buildings and facilities	11%	9	41%	6	0.0669	9
Exterior maintenance of commercial/business property	10%	11	37%	8	0.0645	10
Condition of street signs and traffic signals	10%	10	52%	2	0.0502	11
Animal control	7%	12	54%	1	0.0300	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought were most important for the City to improve.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "3" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 4 to 1 with "4" being Excellent and "1" being Poor.

4

Tabular Data

Q1. Perceptions of the City. Please rate your satisfaction with the following.

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall appearance of Norfolk	4.5%	30.4%	27.2%	30.9%	6.7%	0.4%
Q1-2. Overall feeling of safety in Norfolk	2.1%	24.2%	27.2%	32.8%	13.0%	0.8%
Q1-3. Overall image or reputation of Norfolk	2.5%	21.4%	28.6%	37.6%	9.3%	0.7%
Q1-4. Overall quality of life in Norfolk	7.7%	41.9%	28.1%	18.8%	2.6%	0.9%
Q1-5. Overall value that you receive for your City tax dollars	2.3%	16.7%	22.9%	33.8%	22.6%	1.7%
Q1-6. Overall transparency regarding actions of City	2.6%	11.8%	30.6%	32.8%	17.6%	4.6%

WITHOUT "DON'T KNOW"**Q1. Perceptions of the City. Please rate your satisfaction with the following. (without "don't know")**

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall appearance of Norfolk	4.5%	30.6%	27.3%	31.0%	6.7%
Q1-2. Overall feeling of safety in Norfolk	2.1%	24.4%	27.4%	33.1%	13.1%
Q1-3. Overall image or reputation of Norfolk	2.5%	21.5%	28.8%	37.9%	9.3%
Q1-4. Overall quality of life in Norfolk	7.8%	42.2%	28.4%	18.9%	2.6%
Q1-5. Overall value that you receive for your City tax dollars	2.3%	17.0%	23.3%	34.4%	23.0%
Q1-6. Overall transparency regarding actions of City	2.7%	12.3%	32.1%	34.4%	18.4%

Q2. Quality of Life in Norfolk. Please rate the City of Norfolk in each of the following categories.

(N=917)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q2-1. As a place to live	9.5%	45.1%	15.5%	22.7%	6.9%	0.3%
Q2-2. As a place to raise children	3.6%	20.8%	17.8%	25.5%	21.6%	10.7%
Q2-3. As a place to work	9.4%	39.7%	21.8%	14.9%	6.4%	7.7%
Q2-4. As a place to retire	8.6%	24.4%	18.1%	19.0%	22.0%	7.9%
Q2-5. As a place to visit	11.6%	36.8%	21.2%	18.1%	10.3%	2.2%
Q2-6. As a place to start a business	2.9%	16.5%	24.2%	13.4%	16.4%	26.6%
Q2-7. As a place to find affordable housing	3.1%	16.5%	19.2%	24.9%	29.6%	6.9%

WITHOUT "DON'T KNOW"**Q2. Quality of Life in Norfolk. Please rate the City of Norfolk in each of the following categories. (without "don't know")**

(N=917)

	Excellent	Good	Neutral	Below average	Poor
Q2-1. As a place to live	9.5%	45.3%	15.5%	22.8%	6.9%
Q2-2. As a place to raise children	4.0%	23.3%	19.9%	28.6%	24.2%
Q2-3. As a place to work	10.2%	43.0%	23.6%	16.2%	7.0%
Q2-4. As a place to retire	9.3%	26.5%	19.6%	20.6%	23.9%
Q2-5. As a place to visit	11.8%	37.6%	21.6%	18.5%	10.5%
Q2-6. As a place to start a business	4.0%	22.4%	33.0%	18.3%	22.3%
Q2-7. As a place to find affordable housing	3.3%	17.7%	20.6%	26.7%	31.7%

Q3. Major City Services. Please rate your satisfaction with the following.

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City	4.3%	32.4%	30.8%	23.7%	7.3%	1.6%
Q3-2. Overall effectiveness of City communication with the public	4.3%	22.1%	34.6%	24.8%	9.8%	4.5%
Q3-3. Overall enforcement of codes/ordinances	2.4%	19.2%	29.4%	26.2%	15.6%	7.2%
Q3-4. Overall flow of traffic on Norfolk streets (not interstates)	2.7%	28.2%	21.6%	31.1%	15.3%	1.1%
Q3-5. Overall value of Norfolk libraries	20.7%	37.6%	17.1%	4.9%	1.9%	17.8%
Q3-6. Overall quality of customer services you receive from City employees	9.2%	32.3%	34.1%	12.3%	5.5%	6.7%
Q3-7. Overall quality of human services provided by City (such as adult services, family services, juvenile services, public assistance, homelessness)	2.3%	13.0%	23.8%	16.4%	5.8%	38.8%
Q3-8. Overall value of parks & recreation programs/facility	6.0%	32.0%	29.4%	18.2%	6.4%	8.0%
Q3-9. Overall quality of police services	8.6%	32.4%	27.3%	18.2%	7.6%	5.9%
Q3-10. Overall quality of fire & ambulance services	19.7%	45.3%	17.9%	2.5%	1.1%	13.5%
Q3-11. Overall quality of public schools	2.8%	12.6%	21.3%	22.4%	19.4%	21.5%
Q3-12. Overall quality of water & sewer services	13.7%	42.6%	25.3%	10.8%	5.5%	2.1%
Q3-13. Overall quality of waste management services	14.5%	43.8%	24.1%	12.2%	2.7%	2.6%

WITHOUT "DON'T KNOW"**Q3. Major City Services. Please rate your satisfaction with the following. (without "don't know")**

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	4.3%	32.9%	31.3%	24.1%	7.4%
Q3-2. Overall effectiveness of City communication with the public	4.5%	23.2%	36.2%	25.9%	10.3%
Q3-3. Overall enforcement of codes/ordinances	2.6%	20.7%	31.7%	28.2%	16.8%
Q3-4. Overall flow of traffic on Norfolk streets (not interstates)	2.8%	28.6%	21.8%	31.4%	15.4%
Q3-5. Overall value of Norfolk libraries	25.2%	45.8%	20.8%	6.0%	2.3%
Q3-6. Overall quality of customer services you receive from City employees	9.8%	34.6%	36.6%	13.2%	5.8%
Q3-7. Overall quality of human services provided by City (such as adult services, family services, juvenile services, public assistance, homelessness)	3.7%	21.2%	38.9%	26.7%	9.4%
Q3-8. Overall value of parks & recreation programs/facility	6.5%	34.7%	32.0%	19.8%	7.0%
Q3-9. Overall quality of police services	9.2%	34.4%	29.0%	19.4%	8.1%
Q3-10. Overall quality of fire & ambulance services	22.8%	52.3%	20.7%	2.9%	1.3%
Q3-11. Overall quality of public schools	3.6%	16.1%	27.1%	28.5%	24.7%
Q3-12. Overall quality of water & sewer services	14.0%	43.5%	25.8%	11.0%	5.6%
Q3-13. Overall quality of waste management services	14.9%	45.0%	24.7%	12.5%	2.8%

Q4. Which THREE of the services in Question 3 do you think are the MOST IMPORTANT for the City to IMPROVE?

<u>Q4. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by City	89	9.7 %
Overall effectiveness of City communication with the public	64	7.0 %
Overall enforcement of codes/ordinances	94	10.3 %
Overall flow of traffic on Norfolk streets (not interstates)	111	12.1 %
Overall value of Norfolk libraries	16	1.7 %
Overall quality of customer services you receive from City employees	16	1.7 %
Overall quality of human services provided by City (such as adult services, family services, juvenile services, public assistance, homelessness)	74	8.1 %
Overall value of parks & recreation programs/facility	46	5.0 %
Overall quality of police services	108	11.8 %
Overall quality of fire & ambulance services	9	1.0 %
Overall quality of public schools	191	20.8 %
Overall quality of water & sewer services	28	3.1 %
Overall quality of waste management services	21	2.3 %
<u>None chosen</u>	50	5.5 %
Total	917	100.0 %

Q4. Which THREE of the services in Question 3 do you think are the MOST IMPORTANT for the City to IMPROVE?

<u>Q4. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by City	78	8.5 %
Overall effectiveness of City communication with the public	72	7.9 %
Overall enforcement of codes/ordinances	80	8.7 %
Overall flow of traffic on Norfolk streets (not interstates)	107	11.7 %
Overall value of Norfolk libraries	16	1.7 %
Overall quality of customer services you receive from City employees	33	3.6 %
Overall quality of human services provided by City (such as adult services, family services, juvenile services, public assistance, homelessness)	75	8.2 %
Overall value of parks & recreation programs/facility	64	7.0 %
Overall quality of police services	101	11.0 %
Overall quality of fire & ambulance services	24	2.6 %
Overall quality of public schools	141	15.4 %
Overall quality of water & sewer services	33	3.6 %
Overall quality of waste management services	20	2.2 %
<u>None chosen</u>	73	8.0 %
Total	917	100.0 %

Q4. Which THREE of the services in Question 3 do you think are the MOST IMPORTANT for the City to IMPROVE?

Q4. 3rd choice	Number	Percent
Overall quality of services provided by City	100	10.9 %
Overall effectiveness of City communication with the public	84	9.2 %
Overall enforcement of codes/ordinances	64	7.0 %
Overall flow of traffic on Norfolk streets (not interstates)	97	10.6 %
Overall value of Norfolk libraries	24	2.6 %
Overall quality of customer services you receive from City employees	46	5.0 %
Overall quality of human services provided by City (such as adult services, family services, juvenile services, public assistance, homelessness)	75	8.2 %
Overall value of parks & recreation programs/facility	85	9.3 %
Overall quality of police services	70	7.6 %
Overall quality of fire & ambulance services	17	1.9 %
Overall quality of public schools	108	11.8 %
Overall quality of water & sewer services	33	3.6 %
Overall quality of waste management services	31	3.4 %
<u>None chosen</u>	83	9.1 %
Total	917	100.0 %

SUM OF TOP 3 CHOICES

Q4. Which THREE of the services in Question 3 do you think are the MOST IMPORTANT for the City to IMPROVE? (top 3)

Q4. Sum of top 3 choices	Number	Percent
Overall quality of services provided by City	267	29.1 %
Overall effectiveness of City communication with the public	220	24.0 %
Overall enforcement of codes/ordinances	238	26.0 %
Overall flow of traffic on Norfolk streets (not interstates)	315	34.4 %
Overall value of Norfolk libraries	56	6.1 %
Overall quality of customer services you receive from City employees	95	10.4 %
Overall quality of human services provided by City (such as adult services, family services, juvenile services, public assistance, homelessness)	224	24.4 %
Overall value of parks & recreation programs/facility	195	21.3 %
Overall quality of police services	279	30.4 %
Overall quality of fire & ambulance services	50	5.5 %
Overall quality of public schools	440	48.0 %
Overall quality of water & sewer services	94	10.3 %
Overall quality of waste management services	72	7.9 %
<u>None chosen</u>	50	5.5 %
Total	2595	

Q5. Diversity, Equity, and Inclusion. Please rate your agreement with the following statements regarding the City.

(N=917)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q5-1. City welcomes everyone	17.3%	44.1%	23.8%	8.6%	1.2%	5.0%
Q5-2. City provides customer service in a fair manner	7.0%	33.8%	32.2%	13.1%	3.4%	10.6%
Q5-3. City provides economic opportunity for all its residents	4.9%	22.0%	32.1%	21.3%	5.7%	14.1%
Q5-4. City has a strong sense of community & belonging	8.0%	27.0%	31.4%	22.5%	6.1%	5.0%
Q5-5. City provides an opportunity for all voices to be heard & draws upon community diversity in decision making	5.6%	22.9%	28.2%	22.0%	9.4%	11.9%

WITHOUT "DON'T KNOW"

Q5. Diversity, Equity, and Inclusion. Please rate your agreement with the following statements regarding the City. (without "don't know")

(N=917)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q5-1. City welcomes everyone	18.3%	46.4%	25.0%	9.1%	1.3%
Q5-2. City provides customer service in a fair manner	7.8%	37.8%	36.0%	14.6%	3.8%
Q5-3. City provides economic opportunity for all its residents	5.7%	25.6%	37.3%	24.7%	6.6%
Q5-4. City has a strong sense of community & belonging	8.4%	28.5%	33.1%	23.7%	6.4%
Q5-5. City provides an opportunity for all voices to be heard & draws upon community diversity in decision making	6.3%	26.0%	32.1%	25.0%	10.6%

Q6. Public Safety Services. Please rate your satisfaction with the following.

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Your ability to engage with police in crime prevention activities	8.3%	28.1%	29.7%	9.6%	4.4%	20.0%
Q6-2. Visibility of police in neighborhoods	5.0%	26.2%	25.7%	28.4%	10.6%	4.1%
Q6-3. Visibility of police in commercial & retail areas	4.3%	30.3%	30.9%	21.6%	6.7%	6.3%
Q6-4. Amount of information Norfolk Police shares with the public	4.5%	22.0%	35.7%	15.7%	8.3%	13.8%
Q6-5. 9-1-1 dispatch services	6.7%	17.7%	21.6%	13.4%	10.1%	30.5%
Q6-6. Response time for ambulance/emergency medical services personnel	12.0%	27.4%	16.0%	4.1%	3.6%	36.9%
Q6-7. Response time for fire services personnel	15.0%	27.4%	14.9%	1.7%	1.5%	39.4%

WITHOUT "DON'T KNOW"**Q6. Public Safety Services. Please rate your satisfaction with the following. (without "don't know")**

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Your ability to engage with police in crime prevention activities	10.4%	35.1%	37.1%	12.0%	5.4%
Q6-2. Visibility of police in neighborhoods	5.2%	27.3%	26.8%	29.6%	11.0%
Q6-3. Visibility of police in commercial & retail areas	4.5%	32.4%	32.9%	23.1%	7.1%
Q6-4. Amount of information Norfolk Police shares with the public	5.2%	25.6%	41.4%	18.2%	9.6%
Q6-5. 9-1-1 dispatch services	9.6%	25.4%	31.1%	19.3%	14.6%
Q6-6. Response time for ambulance/emergency medical services personnel	19.0%	43.4%	25.4%	6.6%	5.7%
Q6-7. Response time for fire services personnel	24.8%	45.1%	24.6%	2.9%	2.5%

Q7. Which THREE of the services in Question 6 do you think are MOST IMPORTANT for the City to IMPROVE?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Your ability to engage with police in crime prevention activities	108	11.8 %
Visibility of police in neighborhoods	307	33.5 %
Visibility of police in commercial & retail areas	81	8.8 %
Amount of information Norfolk Police shares with the public	81	8.8 %
9-1-1 dispatch services	149	16.2 %
Response time for ambulance/emergency medical services personnel	63	6.9 %
Response time for fire services personnel	22	2.4 %
<u>None chosen</u>	<u>106</u>	<u>11.6 %</u>
Total	917	100.0 %

Q7. Which THREE of the services in Question 6 do you think are MOST IMPORTANT for the City to IMPROVE?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Your ability to engage with police in crime prevention activities	60	6.5 %
Visibility of police in neighborhoods	160	17.4 %
Visibility of police in commercial & retail areas	191	20.8 %
Amount of information Norfolk Police shares with the public	112	12.2 %
9-1-1 dispatch services	94	10.3 %
Response time for ambulance/emergency medical services personnel	80	8.7 %
Response time for fire services personnel	40	4.4 %
<u>None chosen</u>	<u>180</u>	<u>19.6 %</u>
Total	917	100.0 %

Q7. Which THREE of the services in Question 6 do you think are MOST IMPORTANT for the City to IMPROVE?

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Your ability to engage with police in crime prevention activities	121	13.2 %
Visibility of police in neighborhoods	74	8.1 %
Visibility of police in commercial & retail areas	120	13.1 %
Amount of information Norfolk Police shares with the public	143	15.6 %
9-1-1 dispatch services	83	9.1 %
Response time for ambulance/emergency medical services personnel	75	8.2 %
Response time for fire services personnel	52	5.7 %
<u>None chosen</u>	<u>249</u>	<u>27.2 %</u>
Total	917	100.0 %

SUM OF TOP 3 CHOICES

Q7. Which THREE of the services in Question 6 do you think are MOST IMPORTANT for the City to IMPROVE? (top 3)

<u>Q7. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Your ability to engage with police in crime prevention activities	289	31.5 %
Visibility of police in neighborhoods	541	59.0 %
Visibility of police in commercial & retail areas	392	42.7 %
Amount of information Norfolk Police shares with the public	336	36.6 %
9-1-1 dispatch services	326	35.6 %
Response time for ambulance/emergency medical services personnel	218	23.8 %
Response time for fire services personnel	114	12.4 %
<u>None chosen</u>	<u>106</u>	<u>11.6 %</u>
Total	2322	

Q8. Safety and Security. Please rate how safe you feel in the following situations.

(N=917)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q8-1. Overall feeling of safety in your neighborhood	14.5%	46.3%	23.4%	12.3%	2.4%	1.0%
Q8-2. In community parks	4.1%	31.7%	34.6%	17.3%	4.6%	7.6%
Q8-3. In retail areas	4.4%	36.3%	34.0%	19.1%	2.9%	3.3%
Q8-4. In Downtown Norfolk	5.5%	30.2%	32.3%	21.7%	6.2%	4.1%
Q8-5. In your neighborhood at night	9.7%	35.3%	26.8%	20.8%	5.9%	1.4%
Q8-6. In your neighborhood during the day	24.4%	51.4%	18.5%	3.9%	0.4%	1.3%
Q8-7. Crossing City streets	5.5%	30.0%	27.8%	22.2%	10.7%	3.8%
Q8-8. From being a victim of property crime (such as larceny, burglary, auto theft)	3.4%	19.5%	29.2%	30.2%	10.8%	6.9%
Q8-9. From being a victim of violent crime (such as robbery, assault, malicious wounding)	4.3%	24.5%	33.7%	21.5%	7.3%	8.7%

WITHOUT "DON'T KNOW"**Q8. Safety and Security. Please rate how safe you feel in the following situations. (without "don't know")**

(N=917)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q8-1. Overall feeling of safety in your neighborhood	14.6%	46.8%	23.7%	12.4%	2.4%
Q8-2. In community parks	4.5%	34.4%	37.4%	18.8%	5.0%
Q8-3. In retail areas	4.5%	37.5%	35.2%	19.7%	3.0%
Q8-4. In Downtown Norfolk	5.7%	31.5%	33.7%	22.6%	6.5%
Q8-5. In your neighborhood at night	9.8%	35.8%	27.2%	21.1%	6.0%
Q8-6. In your neighborhood during the day	24.8%	52.0%	18.8%	4.0%	0.4%
Q8-7. Crossing City streets	5.7%	31.2%	28.9%	23.1%	11.1%
Q8-8. From being a victim of property crime (such as larceny, burglary, auto theft)	3.6%	21.0%	31.4%	32.4%	11.6%
Q8-9. From being a victim of violent crime (such as robbery, assault, malicious wounding)	4.7%	26.9%	36.9%	23.5%	8.0%

Q9. Transportation. Please rate your satisfaction with the following.

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Bus service	3.1%	9.2%	16.9%	7.4%	3.8%	59.7%
Q9-2. Light rail (the Tide) service	7.3%	18.2%	16.5%	9.6%	7.3%	41.1%
Q9-3. On-street bike lanes & signage	5.3%	19.6%	25.1%	17.1%	13.7%	19.1%
Q9-4. Scooter & e-bike services	5.1%	16.6%	26.3%	8.7%	9.7%	33.6%
Q9-5. Walkability	7.6%	35.4%	26.8%	17.4%	6.2%	6.4%
Q9-6. Parking availability	5.2%	34.4%	25.2%	21.8%	9.6%	3.8%

WITHOUT "DON'T KNOW"**Q9. Transportation. Please rate your satisfaction with the following. (without "don't know")**

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Bus service	7.6%	22.7%	41.9%	18.4%	9.5%
Q9-2. Light rail (the Tide) service	12.4%	30.9%	28.0%	16.3%	12.4%
Q9-3. On-street bike lanes & signage	6.6%	24.3%	31.0%	21.2%	17.0%
Q9-4. Scooter & e-bike services	7.7%	25.0%	39.6%	13.1%	14.6%
Q9-5. Walkability	8.2%	37.9%	28.7%	18.6%	6.6%
Q9-6. Parking availability	5.4%	35.7%	26.2%	22.7%	10.0%

Q10. Maintenance and Appearance of the City. Please rate your satisfaction with the following.

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Accessibility of streets, sidewalks, & buildings for people with disabilities	4.5%	27.2%	22.6%	17.1%	7.2%	21.5%
Q10-2. Adequacy of lighting on Norfolk streets	4.7%	36.5%	25.1%	24.1%	6.9%	2.7%
Q10-3. Condition of major City streets	2.2%	22.5%	24.9%	32.6%	16.9%	1.0%
Q10-4. Condition of street signs & traffic signals	5.8%	44.9%	29.4%	14.0%	4.0%	1.9%
Q10-5. Maintenance of public buildings & facilities	3.5%	34.2%	35.8%	14.5%	4.5%	7.5%
Q10-6. Mowing & tree trimming along streets & public areas	7.5%	37.9%	25.2%	18.3%	8.6%	2.4%
Q10-7. Overall cleanliness of streets	4.7%	28.7%	24.0%	28.6%	13.0%	1.1%
Q10-8. Parking facilities	3.5%	34.8%	33.7%	14.6%	7.2%	6.2%
Q10-9. Stormwater management & flood control on City streets	2.3%	15.8%	27.7%	30.8%	19.5%	3.9%
Q10-10. Exterior maintenance of commercial/business property	2.9%	31.8%	38.1%	15.5%	4.7%	7.0%
Q10-11. Exterior maintenance of residential property	3.1%	31.5%	34.1%	20.1%	6.3%	4.9%
Q10-12. Animal control	6.3%	36.6%	26.7%	7.1%	2.9%	20.3%

WITHOUT "DON'T KNOW"**Q10. Maintenance and Appearance of the City. Please rate your satisfaction with the following. (without "don't know")**

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Accessibility of streets, sidewalks, & buildings for people with disabilities	5.7%	34.6%	28.8%	21.8%	9.2%
Q10-2. Adequacy of lighting on Norfolk streets	4.8%	37.6%	25.8%	24.8%	7.1%
Q10-3. Condition of major City streets	2.2%	22.7%	25.1%	32.9%	17.1%
Q10-4. Condition of street signs & traffic signals	5.9%	45.8%	30.0%	14.2%	4.1%
Q10-5. Maintenance of public buildings & facilities	3.8%	37.0%	38.7%	15.7%	4.8%
Q10-6. Mowing & tree trimming along streets & public areas	7.7%	38.9%	25.8%	18.8%	8.8%
Q10-7. Overall cleanliness of streets	4.7%	29.0%	24.3%	28.9%	13.1%
Q10-8. Parking facilities	3.7%	37.1%	35.9%	15.6%	7.7%
Q10-9. Stormwater management & flood control on City streets	2.4%	16.5%	28.8%	32.0%	20.3%
Q10-10. Exterior maintenance of commercial/business property	3.2%	34.2%	40.9%	16.6%	5.0%
Q10-11. Exterior maintenance of residential property	3.2%	33.1%	35.9%	21.1%	6.7%
Q10-12. Animal control	7.9%	46.0%	33.5%	8.9%	3.7%

Q11. Which THREE of the items in Question 10 do you think are the MOST IMPORTANT for the City to IMPROVE?

<u>Q11. Top choice</u>	Number	Percent
Accessibility of streets, sidewalks, & buildings for people with disabilities	110	12.0 %
Adequacy of lighting on Norfolk streets	113	12.3 %
Condition of major City streets	219	23.9 %
Condition of street signs & traffic signals	24	2.6 %
Maintenance of public buildings & facilities	22	2.4 %
Mowing & tree trimming along streets & public areas	50	5.5 %
Overall cleanliness of streets	65	7.1 %
Parking facilities	21	2.3 %
Stormwater management & flood control on City streets	185	20.2 %
Exterior maintenance of commercial/business property	17	1.9 %
Exterior maintenance of residential property	25	2.7 %
Animal control	8	0.9 %
<u>None chosen</u>	58	6.3 %
Total	917	100.0 %

Q11. Which THREE of the items in Question 10 do you think are the MOST IMPORTANT for the City to IMPROVE?

<u>Q11. 2nd choice</u>	Number	Percent
Accessibility of streets, sidewalks, & buildings for people with disabilities	78	8.5 %
Adequacy of lighting on Norfolk streets	93	10.1 %
Condition of major City streets	143	15.6 %
Condition of street signs & traffic signals	42	4.6 %
Maintenance of public buildings & facilities	35	3.8 %
Mowing & tree trimming along streets & public areas	66	7.2 %
Overall cleanliness of streets	123	13.4 %
Parking facilities	42	4.6 %
Stormwater management & flood control on City streets	134	14.6 %
Exterior maintenance of commercial/business property	33	3.6 %
Exterior maintenance of residential property	38	4.1 %
Animal control	15	1.6 %
<u>None chosen</u>	75	8.2 %
Total	917	100.0 %

Q11. Which THREE of the items in Question 10 do you think are the MOST IMPORTANT for the City to IMPROVE?

<u>Q11. 3rd choice</u>	Number	Percent
Accessibility of streets, sidewalks, & buildings for people with disabilities	78	8.5 %
Adequacy of lighting on Norfolk streets	89	9.7 %
Condition of major City streets	94	10.3 %
Condition of street signs & traffic signals	29	3.2 %
Maintenance of public buildings & facilities	47	5.1 %
Mowing & tree trimming along streets & public areas	69	7.5 %
Overall cleanliness of streets	109	11.9 %
Parking facilities	55	6.0 %
Stormwater management & flood control on City streets	115	12.5 %
Exterior maintenance of commercial/business property	44	4.8 %
Exterior maintenance of residential property	53	5.8 %
Animal control	37	4.0 %
<u>None chosen</u>	98	10.7 %
Total	917	100.0 %

SUM OF TOP 3 CHOICES

Q11. Which THREE of the items in Question 10 do you think are the MOST IMPORTANT for the City to IMPROVE? (top 3)

<u>Q11. Sum of top 3 choices</u>	Number	Percent
Accessibility of streets, sidewalks, & buildings for people with disabilities	266	29.0 %
Adequacy of lighting on Norfolk streets	295	32.2 %
Condition of major City streets	456	49.7 %
Condition of street signs & traffic signals	95	10.4 %
Maintenance of public buildings & facilities	104	11.3 %
Mowing & tree trimming along streets & public areas	185	20.2 %
Overall cleanliness of streets	297	32.4 %
Parking facilities	118	12.9 %
Stormwater management & flood control on City streets	434	47.3 %
Exterior maintenance of commercial/business property	94	10.3 %
Exterior maintenance of residential property	116	12.6 %
Animal control	60	6.5 %
<u>None chosen</u>	58	6.3 %
Total	2578	

Q12. Utilities and Solid Waste Services. Please rate your satisfaction with the following.

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Quality of your drinking water	32.6%	39.9%	15.9%	7.4%	2.6%	1.5%
Q12-2. Trash collection services	26.9%	49.7%	12.9%	5.9%	1.5%	3.1%
Q12-3. Bulky item pickup services	29.1%	42.3%	12.9%	4.7%	1.2%	9.8%
Q12-4. Recycling services	18.9%	39.6%	17.4%	11.3%	8.2%	4.6%

WITHOUT "DON'T KNOW"**Q12. Utilities and Solid Waste Services. Please rate your satisfaction with the following. (without "don't know")**

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Quality of your drinking water	33.1%	40.5%	16.2%	7.5%	2.7%
Q12-2. Trash collection services	27.8%	51.3%	13.3%	6.1%	1.6%
Q12-3. Bulky item pickup services	32.3%	46.9%	14.3%	5.2%	1.3%
Q12-4. Recycling services	19.8%	41.5%	18.3%	11.9%	8.6%

Q13. Parks and Recreation Services. Please rate your satisfaction with the following.

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Condition of City parks, trails, & outdoor facilities	7.6%	40.2%	25.7%	12.9%	2.4%	11.1%
Q13-2. Condition & quality of indoor recreation centers	4.3%	17.9%	21.0%	8.5%	2.7%	45.6%
Q13-3 Condition of trees & open spaces	8.5%	42.0%	29.8%	11.3%	2.9%	5.5%
Q13-4. Quality of recreation programs that you or your family have participated in during past 12 months	4.6%	12.8%	14.3%	5.3%	2.7%	60.3%

WITHOUT "DON'T KNOW"**Q13. Parks and Recreation Services. Please rate your satisfaction with the following. (without "don't know")**

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Condition of City parks, trails, & outdoor facilities	8.6%	45.3%	29.0%	14.5%	2.7%
Q13-2. Condition & quality of indoor recreation centers	7.8%	32.9%	38.7%	15.6%	5.0%
Q13-3 Condition of trees & open spaces	9.0%	44.4%	31.5%	12.0%	3.1%
Q13-4. Quality of recreation programs that you or your family have participated in during past 12 months	11.5%	32.1%	36.0%	13.5%	6.9%

Q14. Cultural, Leisure, and Engagement Opportunities. Please rate your satisfaction with the following.

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. City performance venues (Attucks, Scope, etc.)	10.9%	39.6%	24.8%	8.7%	1.7%	14.3%
Q14-2. Condition of City beaches	7.2%	37.9%	25.4%	11.8%	2.8%	14.8%
Q14-3. Outdoor City festivals	14.2%	42.5%	22.7%	4.4%	0.8%	15.5%
Q14-4. City attractions (Zoo, Nauticus, Chrysler Museum, etc.)	30.5%	48.0%	12.1%	2.1%	0.5%	6.8%
Q14-5. Opportunities to participate in City sponsored activities & workshops	7.2%	26.8%	27.8%	5.1%	2.2%	30.9%
Q14-6. Opportunities to volunteer with City	5.8%	21.2%	26.4%	5.7%	1.2%	39.8%
Q14-7. Opportunities to volunteer with community organizations	7.6%	30.5%	24.1%	3.9%	0.9%	32.9%
Q14-8. Opportunities to attend a meeting of elected officials or other public meeting	5.6%	26.6%	27.6%	10.6%	3.2%	26.5%
Q14-9. Ability to contact elected officials	4.6%	20.7%	24.6%	13.2%	5.7%	31.2%

WITHOUT "DON'T KNOW"**Q14. Cultural, Leisure, and Engagement Opportunities. Please rate your satisfaction with the following. (without "don't know")**

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. City performance venues (Attucks, Scope, etc.)	12.7%	46.2%	28.9%	10.2%	2.0%
Q14-2. Condition of City beaches	8.5%	44.6%	29.8%	13.8%	3.3%
Q14-3. Outdoor City festivals	16.8%	50.3%	26.8%	5.2%	0.9%
Q14-4. City attractions (Zoo, Nauticus, Chrysler Museum, etc.)	32.7%	51.5%	13.0%	2.2%	0.6%
Q14-5. Opportunities to participate in City sponsored activities & workshops	10.4%	38.8%	40.2%	7.4%	3.2%
Q14-6. Opportunities to volunteer with City	9.6%	35.1%	43.8%	9.4%	2.0%
Q14-7. Opportunities to volunteer with community organizations	11.4%	45.5%	35.9%	5.9%	1.3%
Q14-8. Opportunities to attend a meeting of elected officials or other public meeting	7.6%	36.2%	37.5%	14.4%	4.3%
Q14-9. Ability to contact elected officials	6.7%	30.1%	35.8%	19.2%	8.2%

Q15. Libraries and Recreation. Please rate your satisfaction with the following.

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. For children	11.8%	26.4%	15.8%	5.5%	1.5%	39.0%
Q15-2. For teens	7.6%	14.7%	16.1%	7.9%	2.2%	51.5%
Q15-3. For adults	12.4%	31.6%	19.6%	7.6%	2.8%	25.8%
Q15-4. For senior citizens	9.7%	21.9%	15.6%	8.0%	3.1%	41.8%
Q15-5. For persons with disabilities	6.3%	13.0%	17.8%	6.3%	2.6%	54.0%

WITHOUT "DON'T KNOW"**Q15. Libraries and Recreation. Please rate your satisfaction with the following. (without "don't know")**

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. For children	19.3%	43.3%	25.9%	8.9%	2.5%
Q15-2. For teens	15.7%	30.3%	33.3%	16.2%	4.5%
Q15-3. For adults	16.8%	42.6%	26.5%	10.3%	3.8%
Q15-4. For senior citizens	16.7%	37.6%	26.8%	13.7%	5.2%
Q15-5. For persons with disabilities	13.7%	28.2%	38.6%	13.7%	5.7%

Q16. Service Accessibility. Please rate your satisfaction with the following.

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Job opportunities that match your skills	6.7%	21.3%	26.3%	9.8%	5.6%	30.4%
Q16-2. Financial literacy education	2.2%	8.7%	24.6%	9.2%	3.6%	51.7%
Q16-3. Quality childcare you can afford	1.0%	2.7%	14.8%	11.9%	9.5%	60.1%
Q16-4. Quality affordable rental housing	1.3%	5.9%	16.7%	21.4%	19.7%	35.0%
Q16-5. Quality healthcare you can afford	4.1%	22.9%	23.6%	18.2%	11.9%	19.3%
Q16-6. Quality mental health care you can afford	2.3%	11.8%	19.1%	18.0%	12.6%	36.2%
Q16-7. Healthy food you can afford	4.7%	25.5%	22.1%	23.9%	14.7%	9.1%

WITHOUT "DON'T KNOW"**Q16. Service Accessibility. Please rate your satisfaction with the following. (without "don't know")**

(N=917)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Job opportunities that match your skills	9.6%	30.6%	37.8%	14.1%	8.0%
Q16-2. Financial literacy education	4.5%	18.1%	51.0%	19.0%	7.4%
Q16-3. Quality childcare you can afford	2.5%	6.8%	37.2%	29.8%	23.8%
Q16-4. Quality affordable rental housing	2.0%	9.1%	25.7%	32.9%	30.4%
Q16-5. Quality healthcare you can afford	5.1%	28.4%	29.2%	22.6%	14.7%
Q16-6. Quality mental health care you can afford	3.6%	18.5%	29.9%	28.2%	19.8%
Q16-7. Healthy food you can afford	5.2%	28.1%	24.3%	26.3%	16.2%

Q17. Overall, would you say Norfolk is headed in the right direction or the wrong direction?

Q17. Is Norfolk headed in right or wrong direction	Number	Percent
Right direction	470	51.3 %
Wrong direction	306	33.4 %
<u>Don't know</u>	141	15.4 %
Total	917	100.0 %

WITHOUT "DON'T KNOW"**Q17. Overall, would you say Norfolk is headed in the right direction or the wrong direction? (without "not provided")**

Q17. Is Norfolk headed in right or wrong direction	Number	Percent
Right direction	470	60.6 %
Wrong direction	306	39.4 %
Total	776	100.0 %

Q19. Which of the following sources do you use to obtain/receive information about the City of Norfolk?

Q19. Which sources do you use to obtain/receive information about City of Norfolk	Number	Percent
City website	579	63.1 %
Social media	595	64.9 %
Newspaper	292	31.8 %
Local television	535	58.3 %
Word of mouth	389	42.4 %
Radio	189	20.6 %
Norfolk Alert	308	33.6 %
Newsletters	174	19.0 %
<u>Other</u>	40	4.4 %
Total	3101	

Q19-9. Other

- a friend
- Civic assn.
- Civic League
- Civic league and talking to city leaders and employees
- Civic league meetings and newsletters
- current podcast
- discussing with city council members
- DNCL
- East Ocean View civic league
- Email
- Email newsletters
- Facebook
- Facebook page where I live
- I stumbled across this survey on social media. Most Norfolk citizens will not see it. It is not well advertised.
- I work for the city and get a lot of info through work communications
- Internet local news station sites.
- Internet news/websites.
- Library
- Local civic league
- Local news apps
- My experience living in this city. My mother was born here and I have been here for 61 years.
- My own experiences.
- Neighborhood association
- Nextdoor
- Nextdoor
- Norfolk Cates
- Norfolk Master Gardeners.
- Norfolk, cares
- Other people are always talking about the Stupid thing the City is doing
- Self knowledge and what I view around me from being born and raised here.
- Visits to Civic League by City Employees. This is helpful because it is two ways. They can present a program on what their departments are doing and what their triumphs and shortfalls are. People in attendance can ask questions. We learn from the employee. They learn from us.
- Visually
- WAVY
- WAVY News 10 Website
- Work

Q20. What is your age?

<u>Q20. Your age</u>	Number	Percent
18-24 years	23	2.5 %
25-44 years	355	38.7 %
45-64 years	356	38.8 %
65-79 years	138	15.0 %
80+ years	35	3.8 %
<u>Not provided</u>	10	1.1 %
Total	917	100.0 %

WITHOUT "NOT PROVIDED"**Q20. What is your age? (without "not provided")**

<u>Q20. Your age</u>	Number	Percent
18-24 years	23	2.5 %
25-44 years	355	39.1 %
45-64 years	356	39.3 %
65-79 years	138	15.2 %
80+ years	35	3.9 %
Total	907	100.0 %

Q21. How many people in your household, including yourself, are in the following age groups?

	Mean	Sum
number	2.3	2131
0-17 years	0.4	321
18-24 years	0.2	138
25-44 years	0.8	684
45-64 years	0.7	652
65-79 years	0.3	260
80+ years	0.1	76

Q22. What is your gender/gender-identity?

<u>Q22. Your gender</u>	Number	Percent
Male	440	48.0 %
Female	447	48.7 %
Prefer to self-describe	13	1.4 %
<u>Not provided</u>	17	1.9 %
Total	917	100.0 %

WITHOUT "NOT PROVIDED"**Q22. What is your gender/gender-identity? (without "not provided")**

<u>Q22. Your gender</u>	Number	Percent
Male	440	48.9 %
Female	447	49.7 %
Prefer to self-describe	13	1.4 %
Total	900	100.0 %

Q22-3. Self-describe your gender/gender-identity:

<u>Q22-3. Self-describe your gender</u>	Number	Percent
Non-binary	8	61.5 %
Gender fluid	1	7.7 %
Non conforming	1	7.7 %
Transmale	1	7.7 %
Agender	1	7.7 %
<u>Trans-masculine</u>	1	7.7 %
Total	13	100.0 %

Q23. What is your race?

Q23. Your race	Number	Percent
Asian or Asian Indian	35	3.8 %
Black or African American	360	39.3 %
American Indian or Alaska Native	14	1.5 %
White or Caucasian	424	46.2 %
Native Hawaiian or other Pacific Islander	4	0.4 %
Hispanic, Spanish, or Latino/a/x	80	8.7 %
Middle Eastern or North African	5	0.5 %
Other	12	1.3 %
Total	934	

Q23-8. Self-describe your race:

Q23-8. Self-describe your race	Number	Percent
Mixed	4	33.3 %
Multiple races	2	16.7 %
Immigrant	1	8.3 %
Irish, Scottish, German and Portuguese	1	8.3 %
Italian	1	8.3 %
More than one	1	8.3 %
Irish	1	8.3 %
Caribbean	1	8.3 %
Total	12	100.0 %

Q24. Are you or a member of your household living with a disability?

Q24. Are you or a member of your household living with a disability

	Number	Percent
Yes	186	20.3 %
No	722	78.7 %
<u>Not provided</u>	9	1.0 %
Total	917	100.0 %

WITHOUT "NOT PROVIDED"**Q24. Are you or a member of your household living with a disability? (without "not provided")**

Q24. Are you or a member of your household living with a disability

	Number	Percent
Yes	186	20.5 %
No	722	79.5 %
Total	908	100.0 %

Q25. Have you or a member of your household ever served on active duty in the U.S. Armed Forces?

Q25. Have you or a member of your household ever served on active duty in US Armed Forces

	Number	Percent
Yes, active duty now	62	6.8 %
Yes, active duty in the past but not now	297	32.4 %
No, never	525	57.3 %
<u>Not provided</u>	33	3.6 %
Total	917	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Have you or a member of your household ever served on active duty in the U.S. Armed Forces? (without "not provided")**

Q25. Have you or a member of your household ever served on active duty in US Armed Forces

	Number	Percent
Yes, active duty now	62	7.0 %
Yes, active duty in the past but not now	297	33.6 %
<u>No, never</u>	525	59.4 %
Total	884	100.0 %

Q26. Do you own or rent your current residence?

Q26. Do you own or rent your current residence	Number	Percent
Own	550	60.0 %
Rent	357	38.9 %
<u>Not provided</u>	10	1.1 %
Total	917	100.0 %

WITHOUT "NOT PROVIDED"**Q26. Do you own or rent your current residence? (without "not provided")**

Q26. Do you own or rent your current residence	Number	Percent
Own	550	60.6 %
Rent	357	39.4 %
Total	907	100.0 %

Q27. Do you own a business in Norfolk?

Q27. Do you own a business in Norfolk	Number	Percent
Yes	106	11.6 %
No	777	84.7 %
<u>Not provided</u>	34	3.7 %
Total	917	100.0 %

WITHOUT "NOT PROVIDED"**Q27. Do you own a business in Norfolk? (without "not provided")**

Q27. Do you own a business in Norfolk	Number	Percent
Yes	106	12.0 %
No	777	88.0 %
Total	883	100.0 %

Q28. About how much was your household's total income before taxes last year?

Q28. Your household's total income before taxes last

year	Number	Percent
\$14,999 or less	51	5.6 %
\$15K to \$24,999	59	6.4 %
\$25K to \$34,999	76	8.3 %
\$35K to \$49,999	93	10.1 %
\$50K to \$74,999	123	13.4 %
\$75K to \$99,999	93	10.1 %
\$100K to \$124,999	105	11.5 %
\$125K to \$149,999	82	8.9 %
\$150K+	80	8.7 %
<u>Not provided</u>	155	16.9 %
Total	917	100.0 %

WITHOUT "NOT PROVIDED"**Q28. About how much was your household's total income before taxes last year? (without "not provided")**

Q28. Your household's total income before taxes last

year	Number	Percent
\$14,999 or less	51	6.7 %
\$15K to \$24,999	59	7.7 %
\$25K to \$34,999	76	10.0 %
\$35K to \$49,999	93	12.2 %
\$50K to \$74,999	123	16.1 %
\$75K to \$99,999	93	12.2 %
\$100K to \$124,999	105	13.8 %
\$125K to \$149,999	82	10.8 %
\$150K+	80	10.5 %
Total	762	100.0 %

5

Survey Instrument

THE CITY OF
NORFOLK



May 2024

Dear City of Norfolk Resident,

You have been selected to participate in the 2024 City of Norfolk Resident Survey! We believe it is crucial to ask our residents whether they are satisfied with services provided to the community. The feedback we received from the 2022 Survey guided budget recommendations for the FY 2024 Budget and the FY 2025 Proposed Budget. Providing answers to the survey will help ensure the City's priorities reflect the community's needs and help us gauge the satisfaction with those services.

The City of Norfolk is again, partnering with ETC Institute to conduct this survey of City residents. Since 1982, ETC Institute has been serving local government organizations and is the leading market research firm in the nation.

Please complete and return the survey in the enclosed postage-paid envelope. If you prefer to complete the survey online, you can do so at the following web address: NorfolkSurvey.org. If you have any questions, please contact Jason Morado, Vice President and Director of Community Research for ETC Institute, at jason.morado@etcinstitute.com or (913) 254-4514. You can also find more information at www.norfolk.gov/communitysurvey.

Once completed, a summary report of the survey results will be published and made available to the public. The City will use the results of this survey to improve existing services and to determine future needs of the City through long-term planning.

Thank you very much for taking the time to provide your valuable input to help us understand your priorities, concerns, insights, and the opportunities that we have in this wonderful City. Your participation is greatly appreciated.

Sincerely,

A blue ink signature of the name "Patrick Roberts".

Patrick Roberts
City Manager

Esta carta lo invita a participar en una encuesta de la ciudad de Norfolk. Puede realizar la encuesta en norfolksurvey.org o llamando al 1-844-811-0411.



2024 City of Norfolk Resident Survey



The City of Norfolk needs to hear from you! Your input is an important part of the city's efforts to identify and respond to residents' concerns. You may send the completed survey back in the postage-paid envelope or complete the survey online at NorfolkSurvey.org. Thank you for your time.

1. <u>Perceptions of the City. Please rate your satisfaction with the following.</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall appearance of Norfolk	5	4	3	2	1	9
2. Overall feeling of safety in Norfolk	5	4	3	2	1	9
3. Overall image or reputation of Norfolk	5	4	3	2	1	9
4. Overall quality of life in Norfolk	5	4	3	2	1	9
5. Overall value that you receive for your city tax dollars	5	4	3	2	1	9
6. Overall transparency regarding the actions of the city	5	4	3	2	1	9

2. <u>Quality of Life in Norfolk. Please rate the city in each of the following categories.</u>	Excellent	Good	Neutral	Fair	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a place to start a business	5	4	3	2	1	9
7. As a place to find affordable housing	5	4	3	2	1	9

3. <u>Major City Services. Please rate your satisfaction with the following.</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of services provided by the city	5	4	3	2	1	9
02. Overall effectiveness of city communication with the public	5	4	3	2	1	9
03. Overall enforcement of codes/ordinances	5	4	3	2	1	9
04. Overall flow of traffic on Norfolk streets (not interstates)	5	4	3	2	1	9
05. Overall value of Norfolk libraries	5	4	3	2	1	9
06. Overall quality of customer services you receive from city employees	5	4	3	2	1	9
07. Overall quality of human services provided by the city (such as: adult services, family services, juvenile services, public assistance, homelessness)	5	4	3	2	1	9
08. Overall value of parks and recreation programs/facility	5	4	3	2	1	9
09. Overall quality of police services	5	4	3	2	1	9
10. Overall quality of fire and ambulance services	5	4	3	2	1	9
11. Overall quality of public schools	5	4	3	2	1	9
12. Overall quality of water and sewer services	5	4	3	2	1	9
13. Overall quality of waste management services	5	4	3	2	1	9

4. **Which THREE of the services in Question 3 do you think are the MOST IMPORTANT for the city to IMPROVE? [Write in your answers below using the numbers from Question 3.]**

1st: _____ 2nd: _____ 3rd: _____

5. <u>Diversity, Equity, and Inclusion.</u> Please rate your agreement with the following statements regarding the city.		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. The city welcomes everyone.		5	4	3	2	1	9
2. The city provides customer service in a fair manner.		5	4	3	2	1	9
3. The city provides economic opportunity for all its residents.		5	4	3	2	1	9
4. The city has a strong sense of community and belonging.		5	4	3	2	1	9
5. The city provides an opportunity for all voices to be heard and draws upon community diversity in decision making.		5	4	3	2	1	9

6. <u>Public Safety Services.</u> Please rate your satisfaction with the following		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Your ability to engage with police in crime prevention activities		5	4	3	2	1	9
2. Visibility of police in neighborhoods		5	4	3	2	1	9
3. Visibility of police in commercial and retail areas		5	4	3	2	1	9
4. The amount of information the Norfolk Police shares with the public		5	4	3	2	1	9
5. 9-1-1 dispatch services		5	4	3	2	1	9
6. Response time for ambulance/emergency medical services personnel		5	4	3	2	1	9
7. Response time for fire services personnel		5	4	3	2	1	9

7. Which THREE of the services in Question 6 do you think are the MOST IMPORTANT for the city to IMPROVE? [Write in your answers below using the numbers from Question 6.]

1st: _____ 2nd: _____ 3rd: _____

8. <u>Safety and Security.</u> Please rate how safe you feel in the following situations.		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. Overall feeling of safety in your neighborhood		5	4	3	2	1	9
2. In community parks		5	4	3	2	1	9
3. In retail areas		5	4	3	2	1	9
4. In Downtown Norfolk		5	4	3	2	1	9
5. In your neighborhood at night		5	4	3	2	1	9
6. In your neighborhood during the day		5	4	3	2	1	9
7. Crossing city streets		5	4	3	2	1	9
8. From being a victim of property crime (such as larceny, burglary, auto theft)		5	4	3	2	1	9
9. From being a victim of violent crime (such as robbery, assault, malicious wounding)		5	4	3	2	1	9

9. <u>Transportation.</u> Please rate your satisfaction with the following.		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Bus service		5	4	3	2	1	9
2. Light rail (the Tide) service		5	4	3	2	1	9
3. On-street bike lanes and signage		5	4	3	2	1	9
4. Scooter and e-bike services		5	4	3	2	1	9
5. Walkability		5	4	3	2	1	9
6. Parking availability		5	4	3	2	1	9

10. <u>Maintenance and Appearance of the City. Please rate your satisfaction with the following.</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Accessibility of streets, sidewalks, and buildings for people with disabilities	5	4	3	2	1	9
02. Adequacy of lighting on Norfolk streets	5	4	3	2	1	9
03. Condition of major city streets	5	4	3	2	1	9
04. Condition of street signs and traffic signals	5	4	3	2	1	9
05. Maintenance of public buildings and facilities	5	4	3	2	1	9
06. Mowing and tree trimming along streets and public areas	5	4	3	2	1	9
07. Overall cleanliness of streets	5	4	3	2	1	9
08. Parking facilities	5	4	3	2	1	9
09. Stormwater management and flood control on city streets	5	4	3	2	1	9
10. Exterior maintenance of commercial/business property	5	4	3	2	1	9
11. Exterior maintenance of residential property	5	4	3	2	1	9
12. Animal control	5	4	3	2	1	9

11. **Which THREE of the items in Question 10 do you think are the MOST IMPORTANT for the city to IMPROVE? [Write in your answers below using the numbers from Question 10.]**

1st: _____ 2nd: _____ 3rd: _____

12. <u>Utilities and Solid Waste Services. Please rate your satisfaction with the following.</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of your drinking water	5	4	3	2	1	9
2. Trash collection services	5	4	3	2	1	9
3. Bulky item pickup services	5	4	3	2	1	9
4. Recycling services	5	4	3	2	1	9

13. <u>Parks and Recreation Services. Please rate your satisfaction with the following.</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Condition of city parks, trails, and outdoor facilities	5	4	3	2	1	9
2. Condition and quality of indoor recreation centers	5	4	3	2	1	9
3. Condition of trees and open spaces	5	4	3	2	1	9
4. Quality of recreation programs that you or your family have participated in during the past 12 months	5	4	3	2	1	9

14. <u>Cultural, Leisure, and Engagement Opportunities. Please rate your satisfaction with the following.</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. City performance venues (Attucks, Scope, etc.)	5	4	3	2	1	9
2. Condition of city beaches	5	4	3	2	1	9
3. Outdoor city festivals	5	4	3	2	1	9
4. City attractions (Zoo, Nauticus, Chrysler Museum, etc.)	5	4	3	2	1	9
5. Opportunities to participate in city sponsored activities and workshops	5	4	3	2	1	9
6. Opportunities to volunteer with the city	5	4	3	2	1	9
7. Opportunities to volunteer with community organizations	5	4	3	2	1	9
8. Opportunities to attend a meeting of elected officials or other public meeting	5	4	3	2	1	9
9. Ability to contact elected officials	5	4	3	2	1	9

15.	Libraries and Recreation. Please rate your satisfaction with the following.	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
Availability of libraries or recreation programming...							
1.	For children	5	4	3	2	1	9
2.	For teens	5	4	3	2	1	9
3.	For adults	5	4	3	2	1	9
4.	For senior citizens	5	4	3	2	1	9
5.	For persons with disabilities	5	4	3	2	1	9

16.	Service Accessibility. Please rate your satisfaction with the following.	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
Access to...							
1.	Job opportunities that match your skills	5	4	3	2	1	9
2.	Financial literacy education	5	4	3	2	1	9
3.	Quality childcare you can afford	5	4	3	2	1	9
4.	Quality affordable rental housing	5	4	3	2	1	9
5.	Quality healthcare you can afford	5	4	3	2	1	9
6.	Quality mental health care you can afford	5	4	3	2	1	9
7.	Healthy food you can afford	5	4	3	2	1	9

17. Overall, would you say Norfolk is headed in the right direction or the wrong direction?

(1) Right direction (2) Wrong direction

18. Is there anything else Norfolk should be doing, or anything not addressed in this survey you would like city leaders to know? This text will be shared word-for-word, so please don't include identifying information.

19. Which of the following sources do you use to obtain/receive information about the City of Norfolk? [Check all that apply.]

(1) City website (4) Local television (7) Norfolk Alert
 (2) Social media (5) Word of mouth (8) Newsletters
 (3) Newspaper (6) Radio (9) Other: _____

20. What is your age?

(1) 18-24 years (3) 45-64 years (5) 80+ years
 (2) 25-44 years (4) 65-79 years

21. How many people in your household, including yourself, are in the following age groups?

0-17 years: _____ 25-44 years: _____ 65-79 years: _____
18-24 years: _____ 45-64 years: _____ 80+ years: _____

22. What is your gender/gender-identity?

(1) Male (2) Female (3) Prefer to self-describe: _____

23. What is your race? [Check ALL that apply.]

<input type="checkbox"/> (01) Asian or Asian Indian	<input type="checkbox"/> (05) Native Hawaiian or other Pacific Islander
<input type="checkbox"/> (02) Black or African American	<input type="checkbox"/> (06) Hispanic, Spanish, or Latino/a/x
<input type="checkbox"/> (03) American Indian or Alaska Native	<input type="checkbox"/> (07) Middle Eastern or North African
<input type="checkbox"/> (04) White or Caucasian	<input type="checkbox"/> (99) Other: _____

24. Are you or a member of your household living with a disability?

(1) Yes (2) No

25. Have you or a member of your household ever served on active duty in the U.S. Armed Forces?

<input type="checkbox"/> (1) Yes, active duty now	<input type="checkbox"/> (3) No, never
<input type="checkbox"/> (2) Yes, active duty in the past but not now	

26. Do you own or rent your current residence? (1) Own (2) Rent

27. Do you own a business in Norfolk? (1) Yes (2) No

28. About how much was your household's total income before taxes last year?

<input type="checkbox"/> (1) \$14,999 or less	<input type="checkbox"/> (4) \$35,000-\$49,999	<input type="checkbox"/> (7) \$100,000-\$124,999
<input type="checkbox"/> (2) \$15,000-\$24,999	<input type="checkbox"/> (5) \$50,000-\$74,999	<input type="checkbox"/> (8) \$125,000-\$149,999
<input type="checkbox"/> (3) \$25,000-\$34,999	<input type="checkbox"/> (6) \$75,000-\$99,999	<input type="checkbox"/> (9) \$150,000 or more

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information to the right will only be used to help identify the level of need in your area. Thank you!