

# City of Norfolk, Virginia

## 2024 Resident Survey

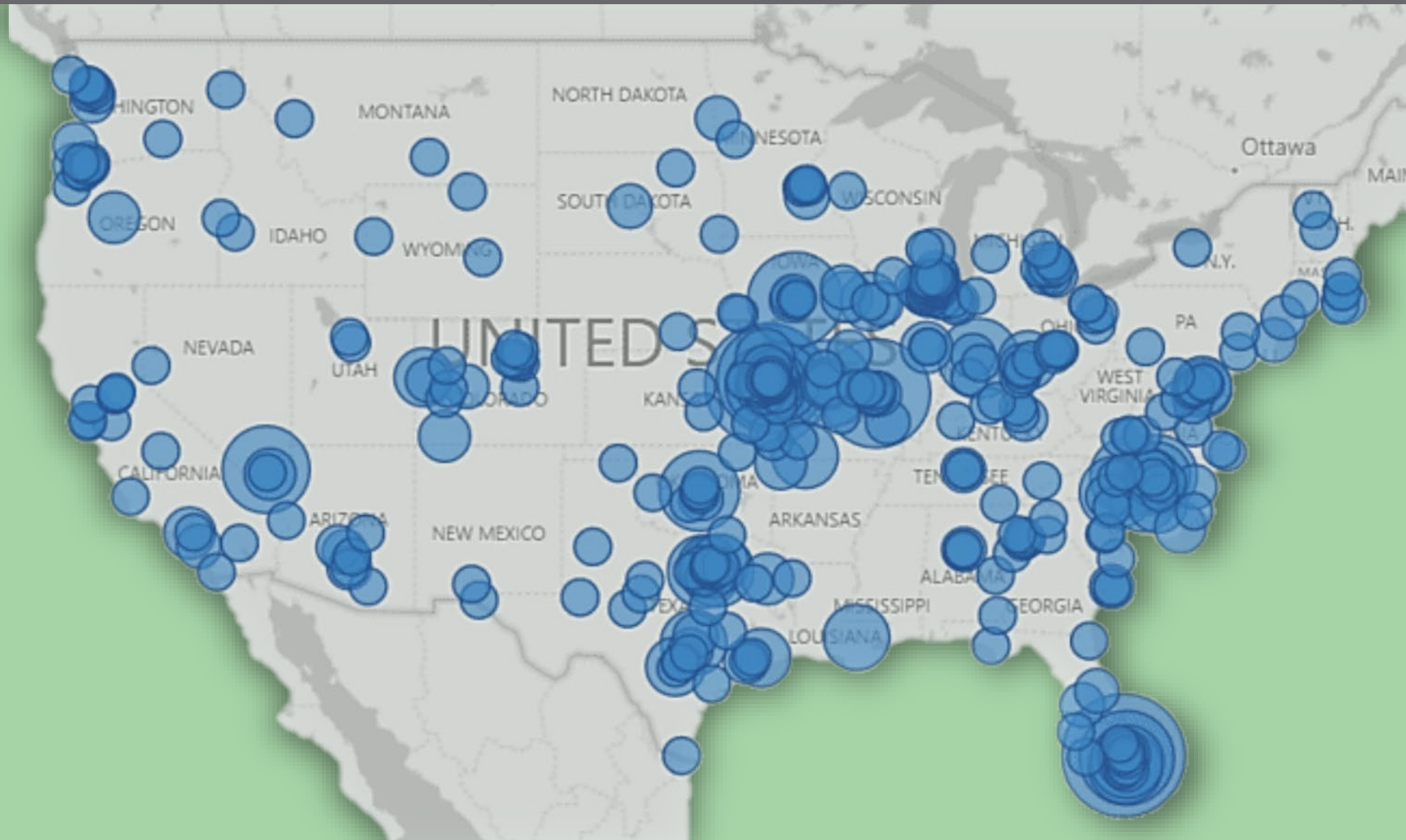


PRESENTED BY

SEPTEMBER 2024

# ETC Institute is a National Leader in Market Research for Local Governmental Organizations

*For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.*



More Than 3,000,000 Person's Surveyed Since 2014 for More Than 1,000 Communities in 49 States

# Methodology

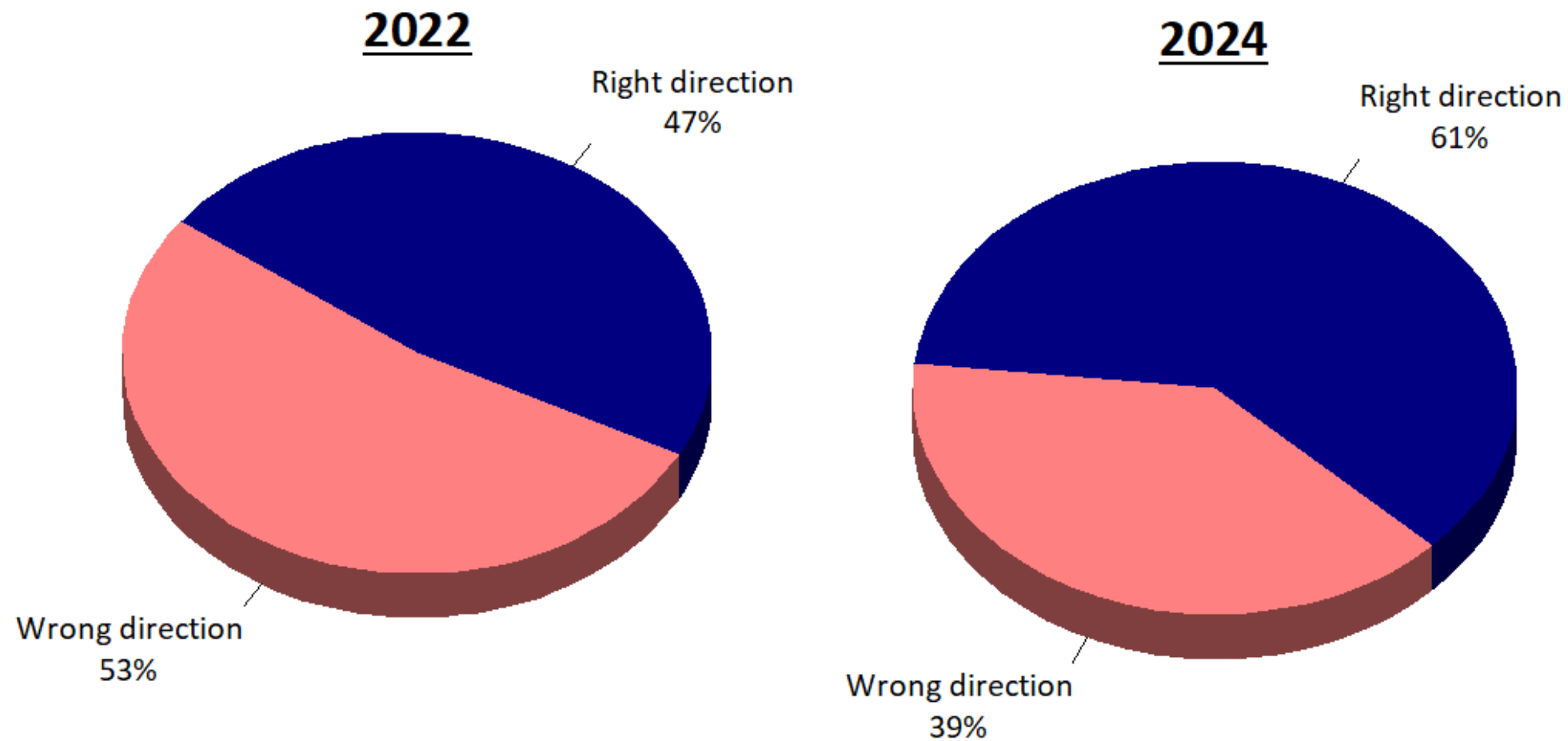
- **Survey Description**
  - **Five-page survey; each survey takes approximately 15-20 minutes to complete**
  - **2<sup>nd</sup> Resident Survey Conducted for the City of Norfolk**
- **Method of Administration**
  - **By mail and online to randomly selected sample of City residents**
- **Sample Size**
  - **917 completed surveys (goal was 750); over 150 surveys per City Ward**
  - **Margin of error: +/- 3.2% at the 95% level of confidence**

# What We Learned

- **Overall, Satisfaction Ratings Are Similar to 2022**
- **Significant Increases**
  - **Satisfaction with Overall Police Services and Feeling of Safety in Norfolk**
  - **61% Feel the City is Moving in the Right Direction, Compared to 47% in 2022**
- **Top Overall Priorities:**
  - **Public Schools**
  - **Traffic Flow**
  - **Enforcing Codes and Ordinances**
  - **Human Services (adult services, family services, juvenile services, public assistance, homelessness)**

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

by percentage of respondents (excluding "don't know" and "not provided" responses)

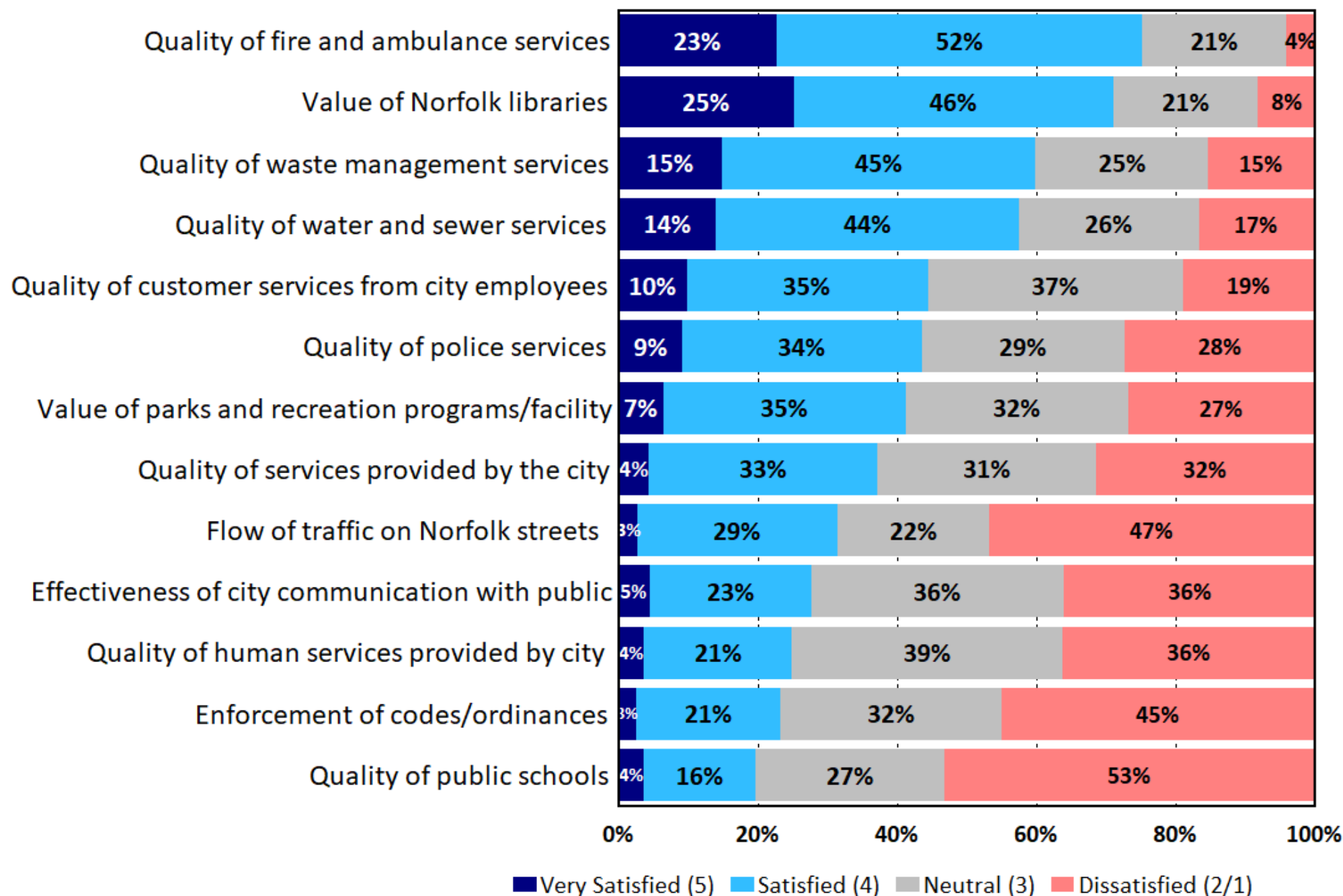


# **Topic #1**

## **Overall Satisfaction with City Services**

# Q3. Satisfaction with Major City Services

by percentage of respondents (excluding don't knows)



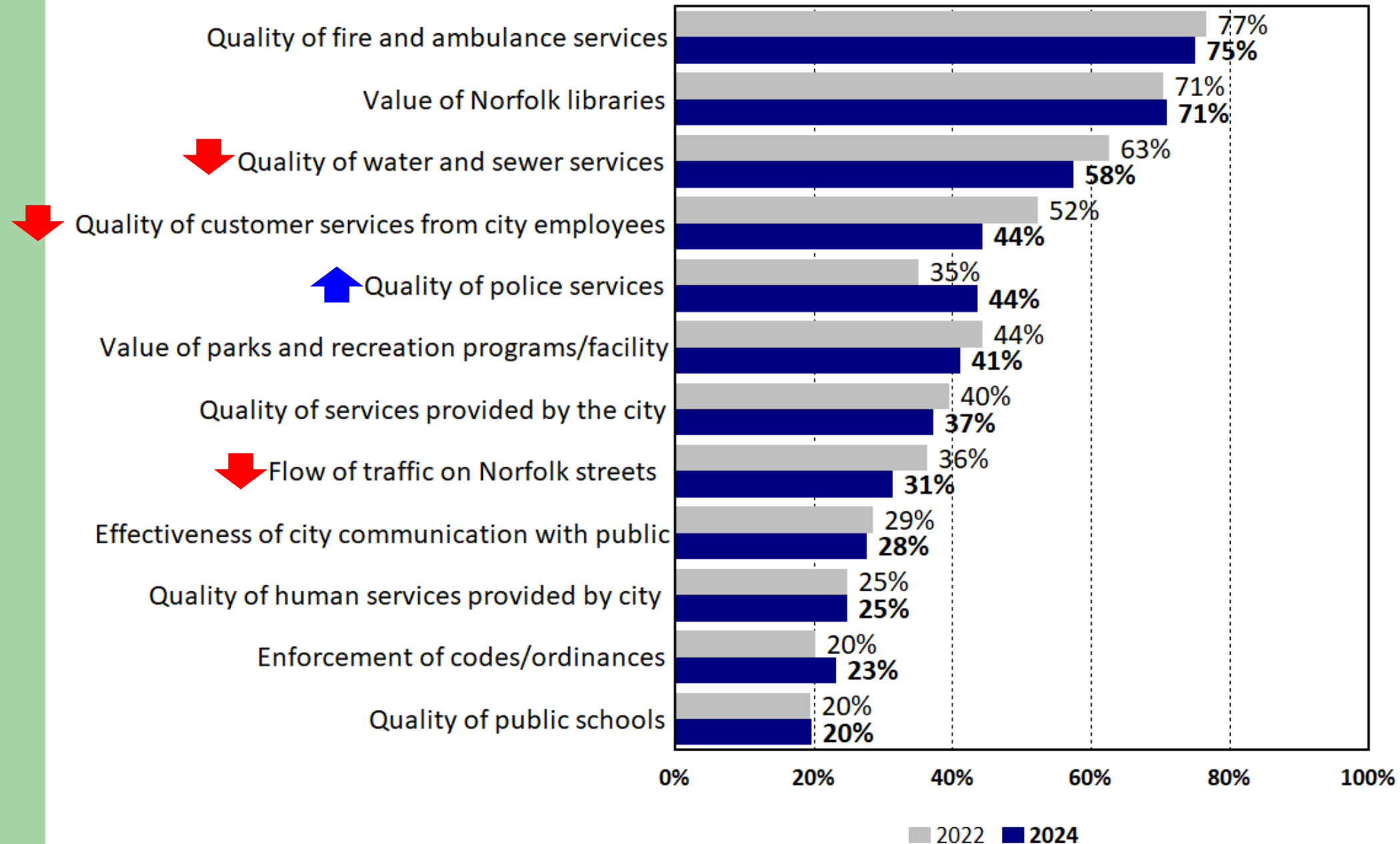
# **Topic #2**

## **Trend Analysis**



# 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)

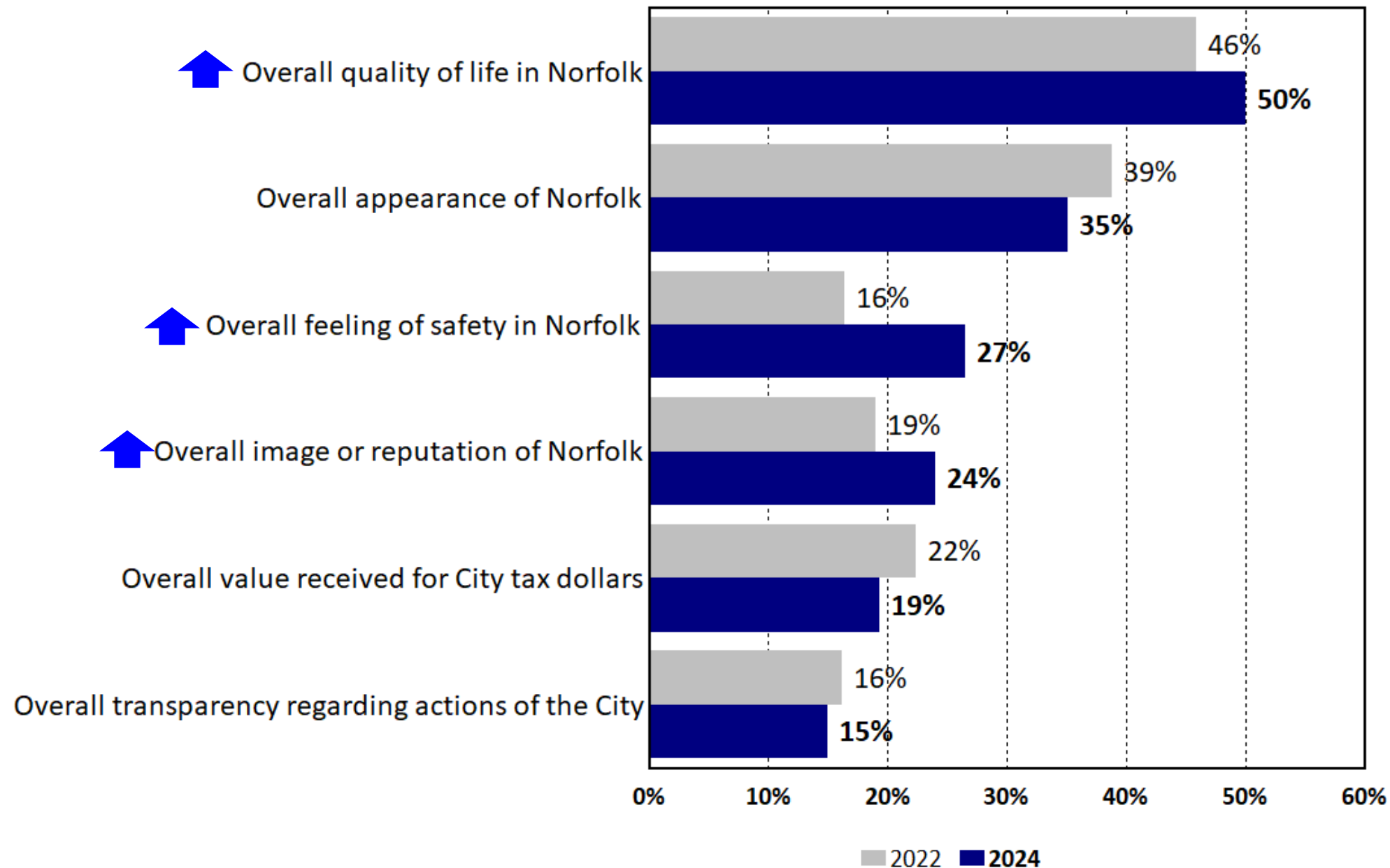


Significant Increase Since 2022 ↑

Significant Decrease Since 2022 ↓

# 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)

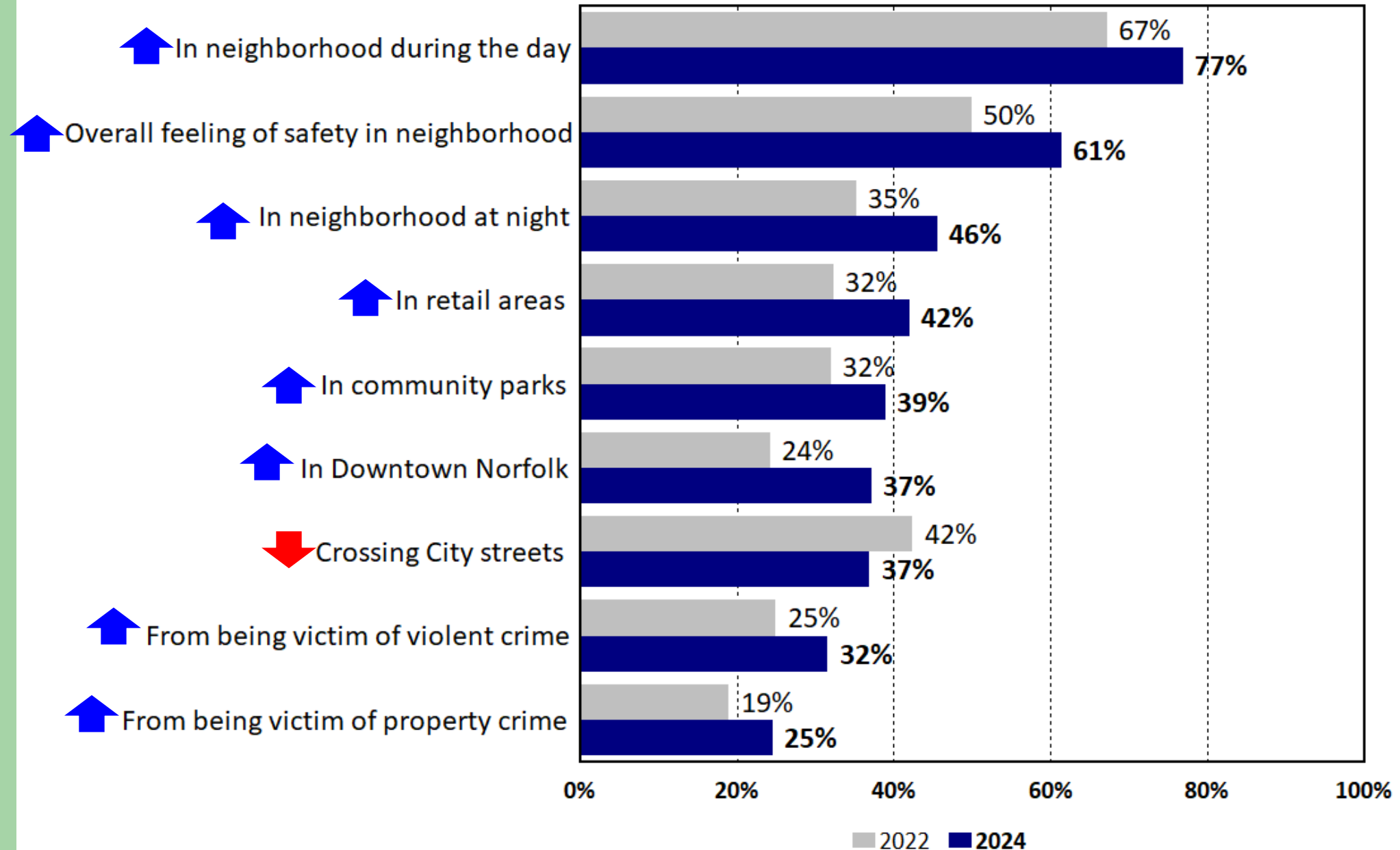


Significant Increase Since 2022 ↑

Significant Decrease Since 2022 ↓

# 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)



Significant Increase Since 2022 ↑

Significant Decrease Since 2022 ↓

# Trend Analysis

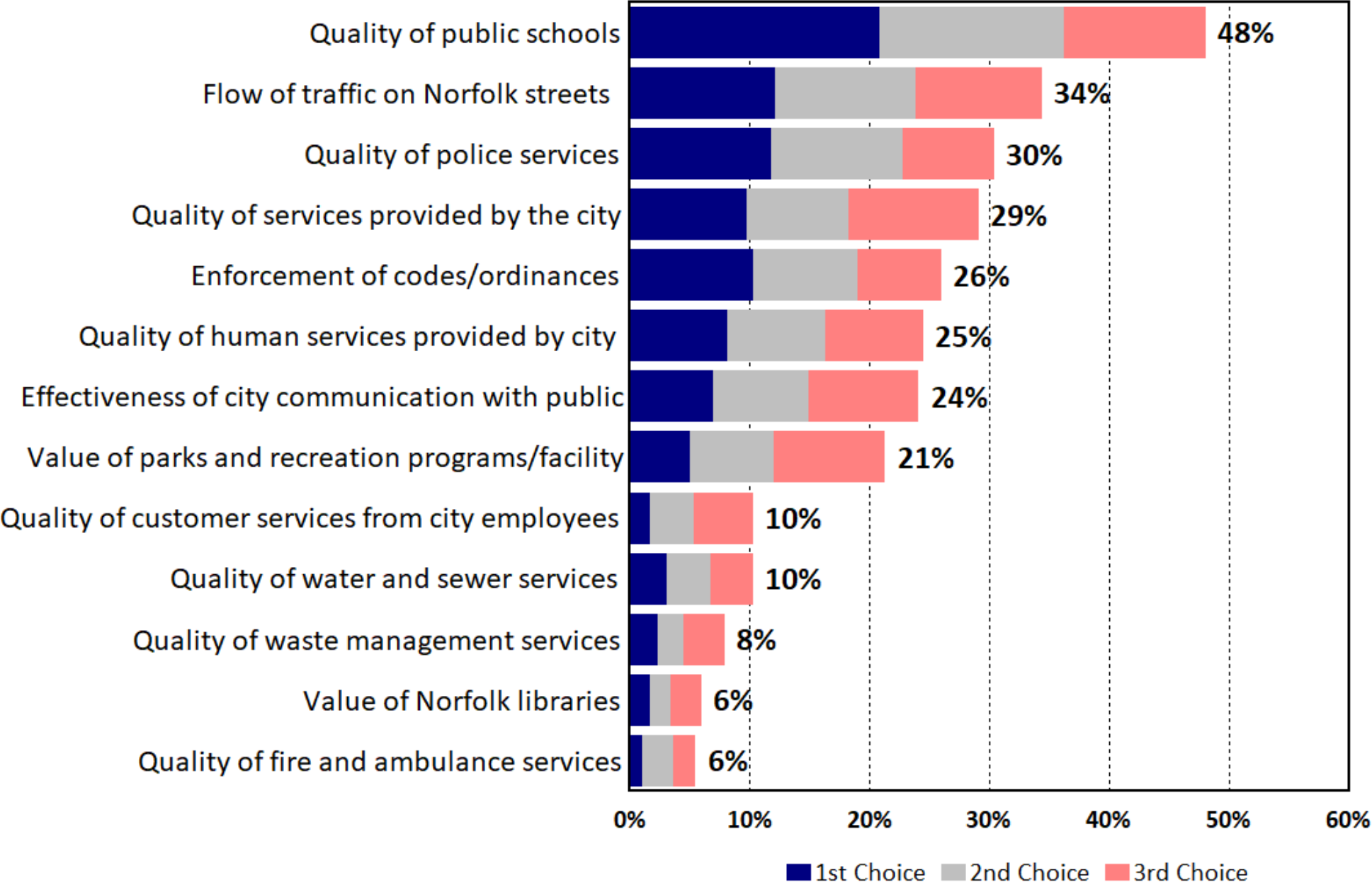
- **Notable Increases in Satisfaction Since 2022:**
  - Library and recreation programming for children, teens, persons with disabilities, adults and senior citizens
  - Feeling of safety downtown
  - Overall feeling of safety in Norfolk and in your neighborhood
  - Feeling of safety in your neighborhood at night
  - Visibility of police in neighborhoods and retail/commercial areas
- **Notable Decreases in Satisfaction Since 2022:**
  - Condition of major city streets
  - Recycling services
  - Scooter and e-bike services
  - Maintenance of public buildings and facilities

# **Topic #4**

## **Top Community Priorities**

# 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



# Importance-Satisfaction Rating

City of Norfolk, VA

## Major City Services

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Quality of public schools	48%	1	20%	13	0.3854	1
Flow of traffic on Norfolk streets	34%	2	31%	9	0.2360	2
<b>High Priority (IS .10-.20)</b>						
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
<b>Medium Priority (IS &lt;.10)</b>						
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

Overall Priorities

# 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
<b>Very High Priority (IS &gt;.20)</b>						
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
<b>High Priority (IS .10-.20)</b>						
Adequacy of lighting on Norfolk streets	32%	4	42%	4	0.1849	4
Accessibility of streets, sidewalks, buildings for people w/ disabilities	29%	5	40%	7	0.1731	5
Mowing & tree trimming along streets/public areas	20%	6	47%	3	0.1079	6
<b>Medium Priority (IS &lt;.10)</b>						
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



# Importance-Satisfaction Rating

## City of Norfolk, VA

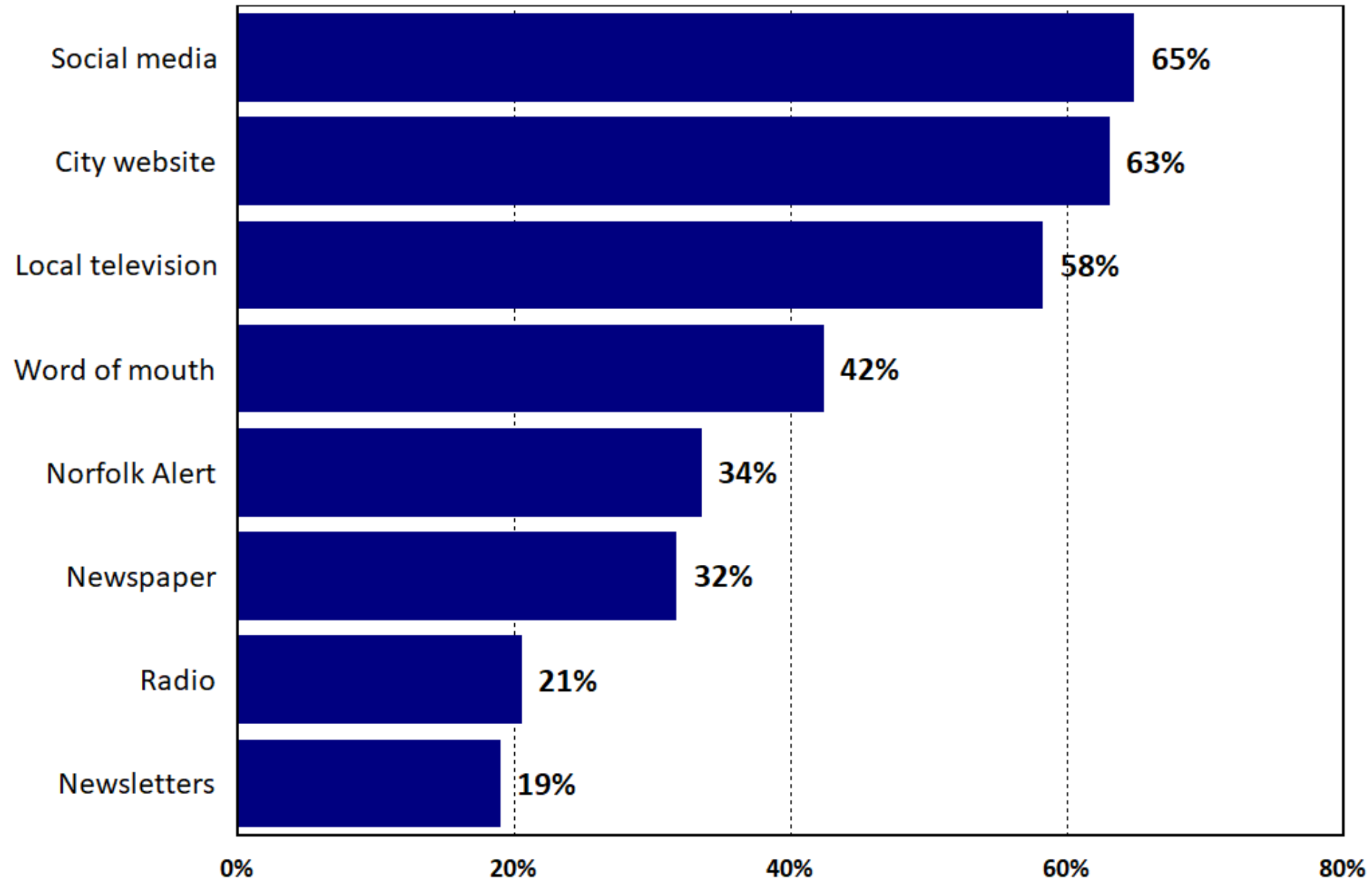
### Public Safety

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
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
<b>High Priority (IS .10-.20)</b>						
Ability to engage with police in crime prevention activities	32%	5	46%	3	0.1717	5
<b>Medium Priority (IS &lt;.10)</b>						
Response time for ambulance/EMS personnel	24%	6	62%	2	0.0895	6
Response time for fire services personnel	13%	7	70%	1	0.0376	7

# ***Other Findings***

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

by percentage of respondents (multiple selections could be made)



# Summary

- **Overall, Satisfaction Ratings Are Similar to 2022**
- **Significant Increase in Satisfaction with Overall Police Services and Feeling of Safety in Norfolk**
- **61% Feel the City is Moving in the Right Direction, Compared to 47% in 2022**
- **Top Overall Priorities:**
  - **Public Schools**
  - **Traffic Flow**
  - **Enforcing Codes and Ordinances**
  - **Human Services (adult services, family services, juvenile services, public assistance, homelessness)**

# Questions?

## Thank You!!