

# City of Norfolk, Virginia

# 2024 Resident Survey



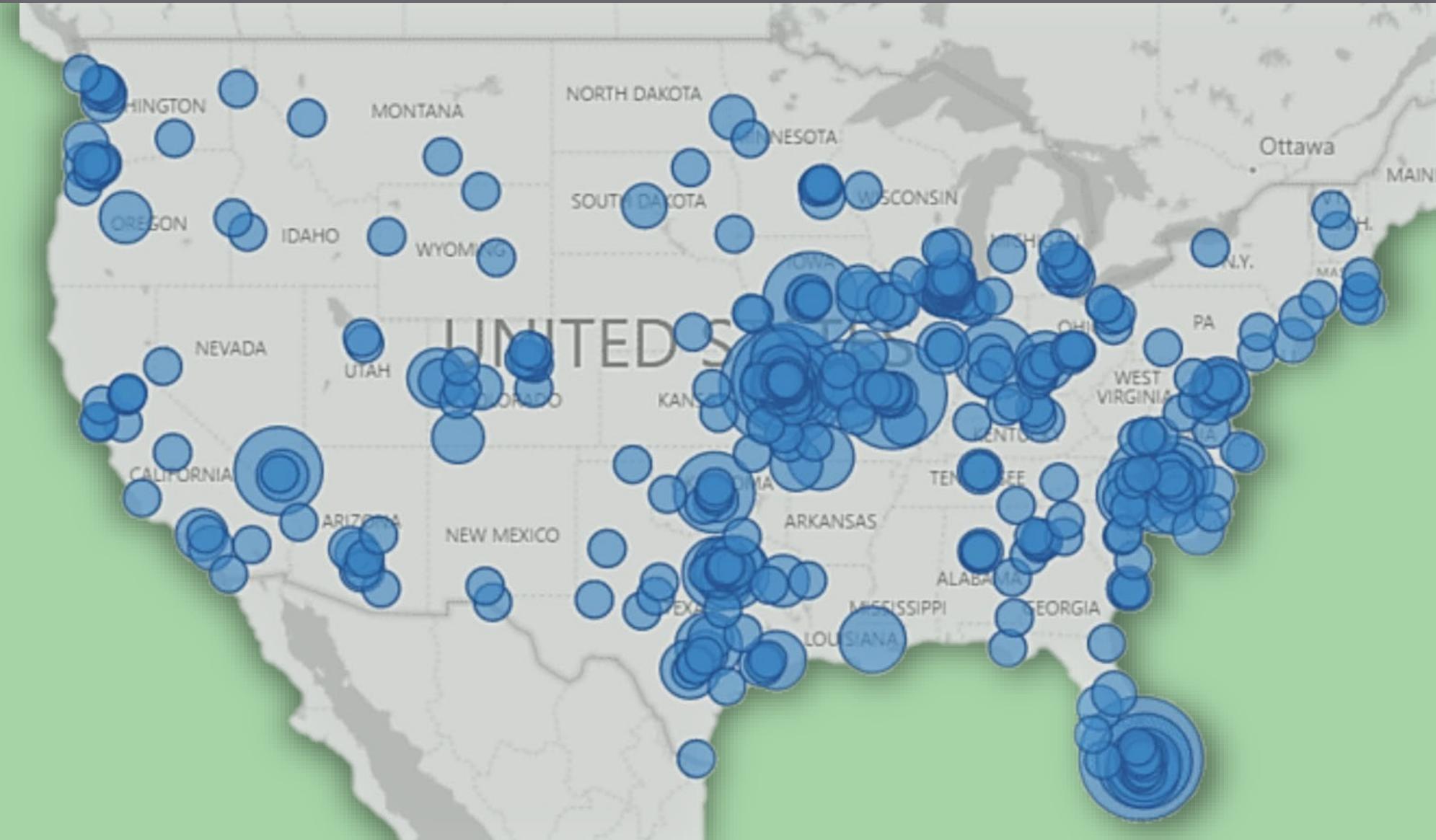
PRESENTED BY



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

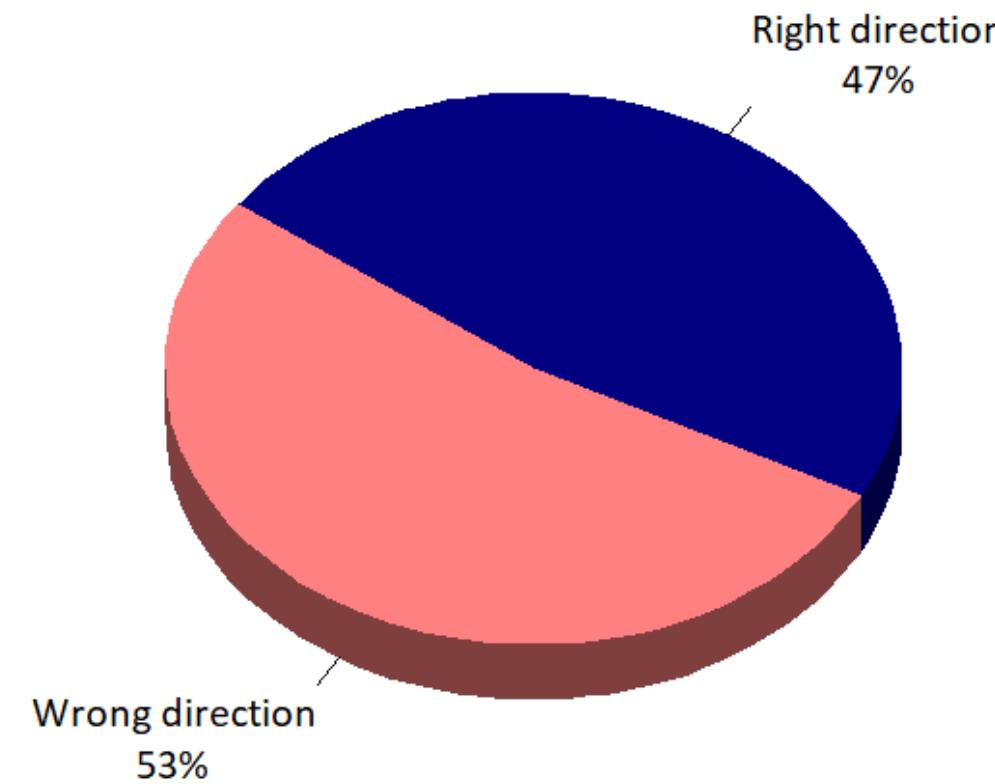
# What We Learned

- 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)

**2022**



**2024**

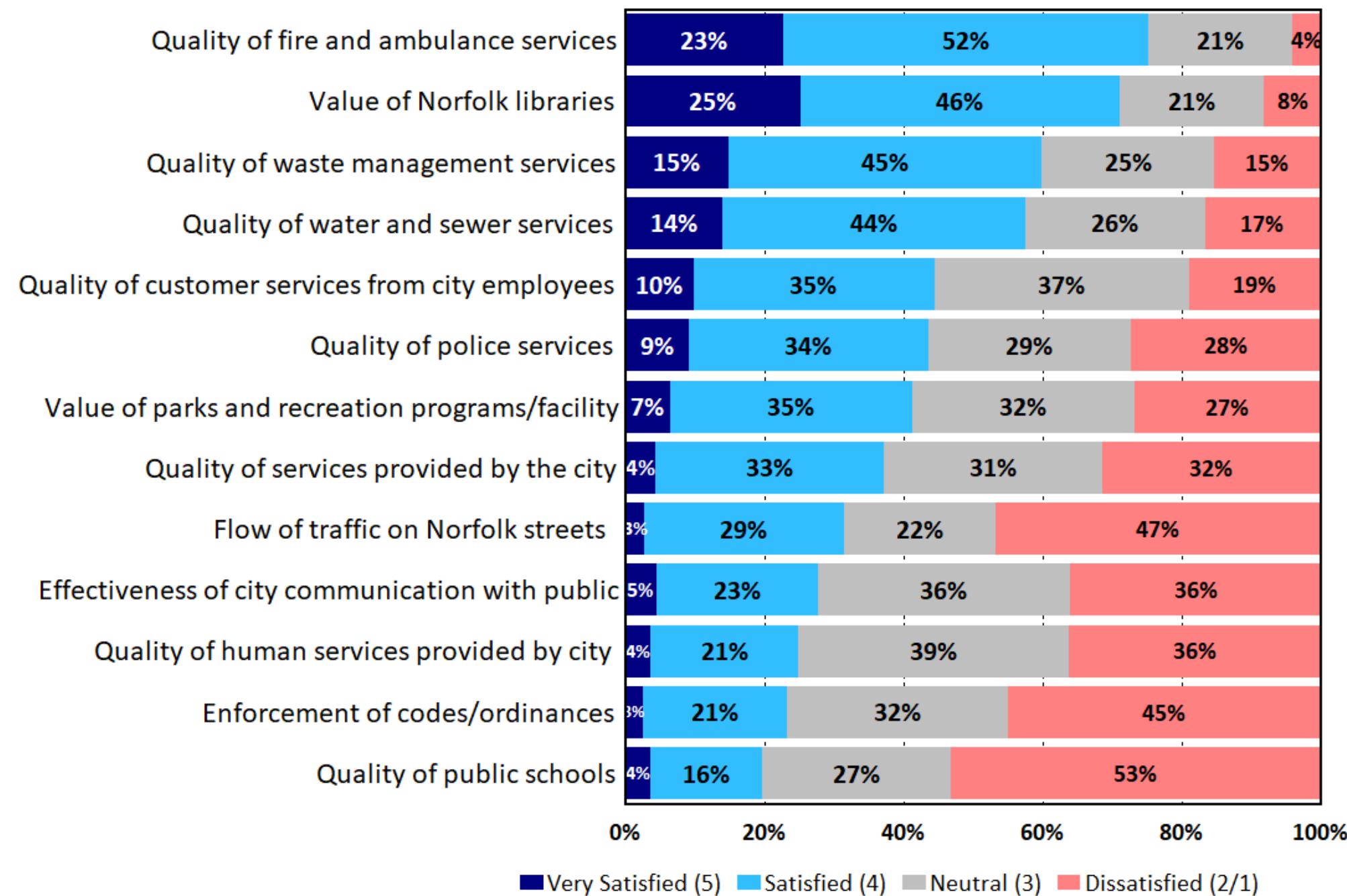


## **Topic #1**

# **Overall Satisfaction with City Services**

## Q3. Satisfaction with Major City Services

by percentage of respondents (excluding don't knows)



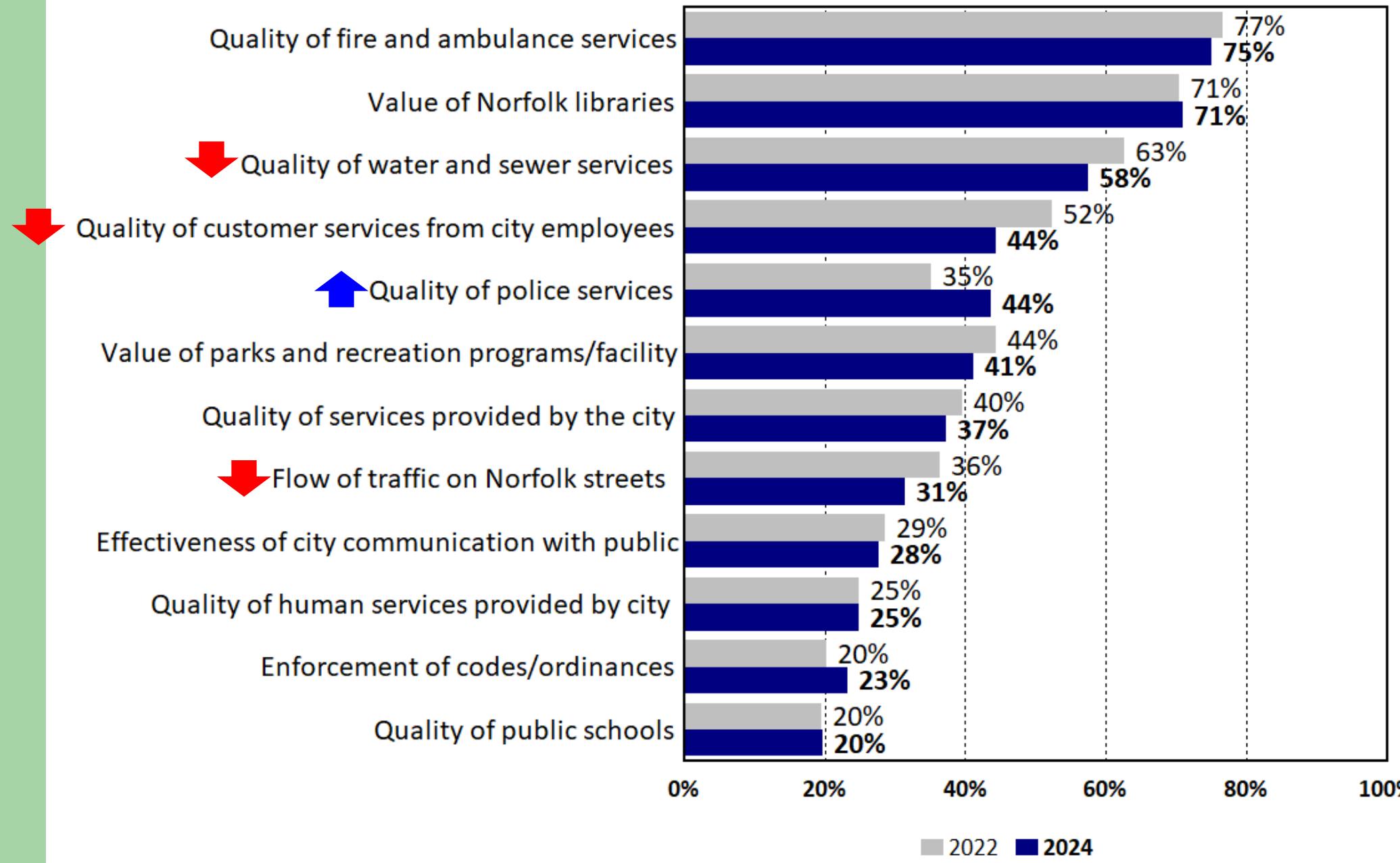
# Topic #2

## 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)



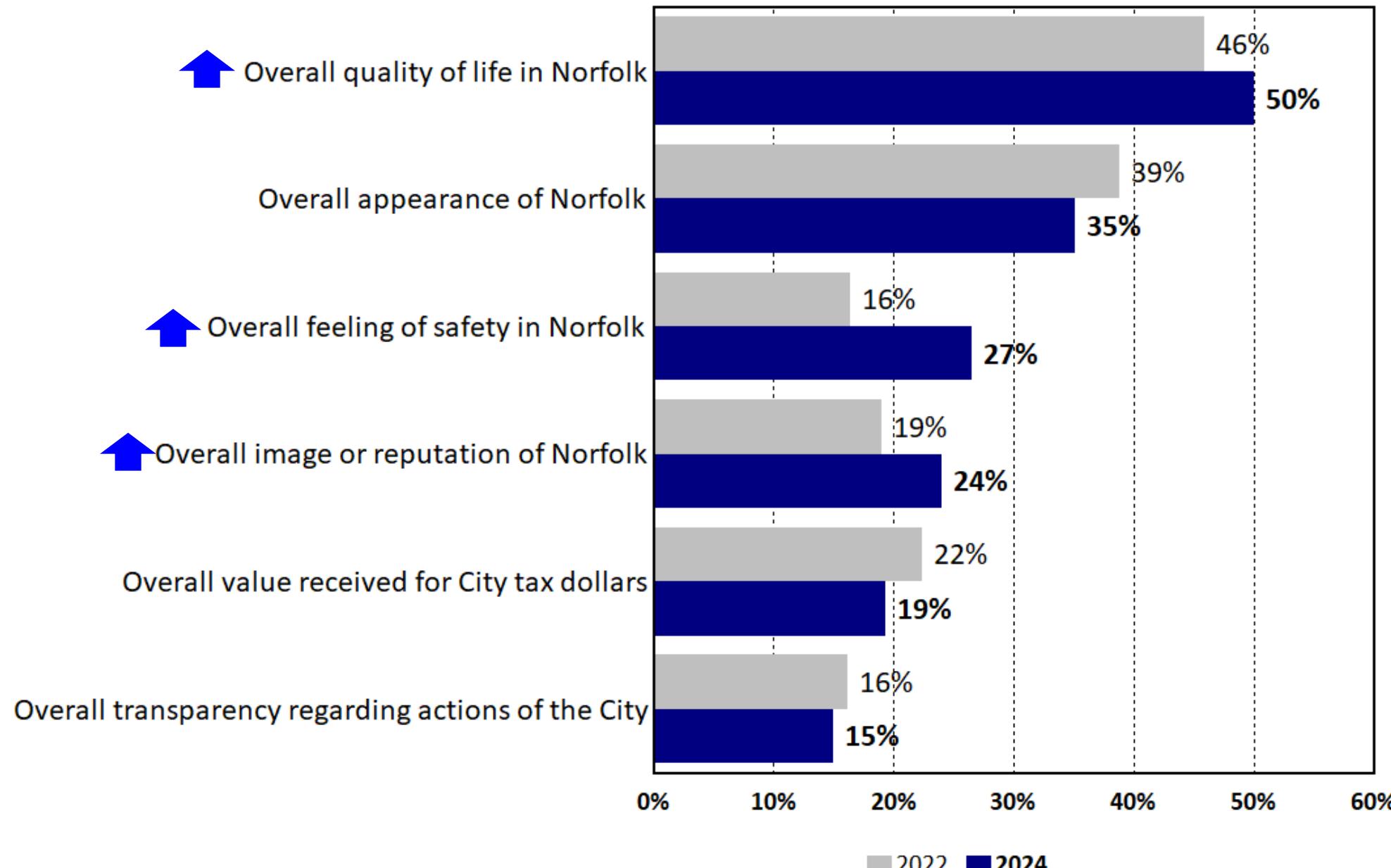
Significant Increase Since 2022

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)



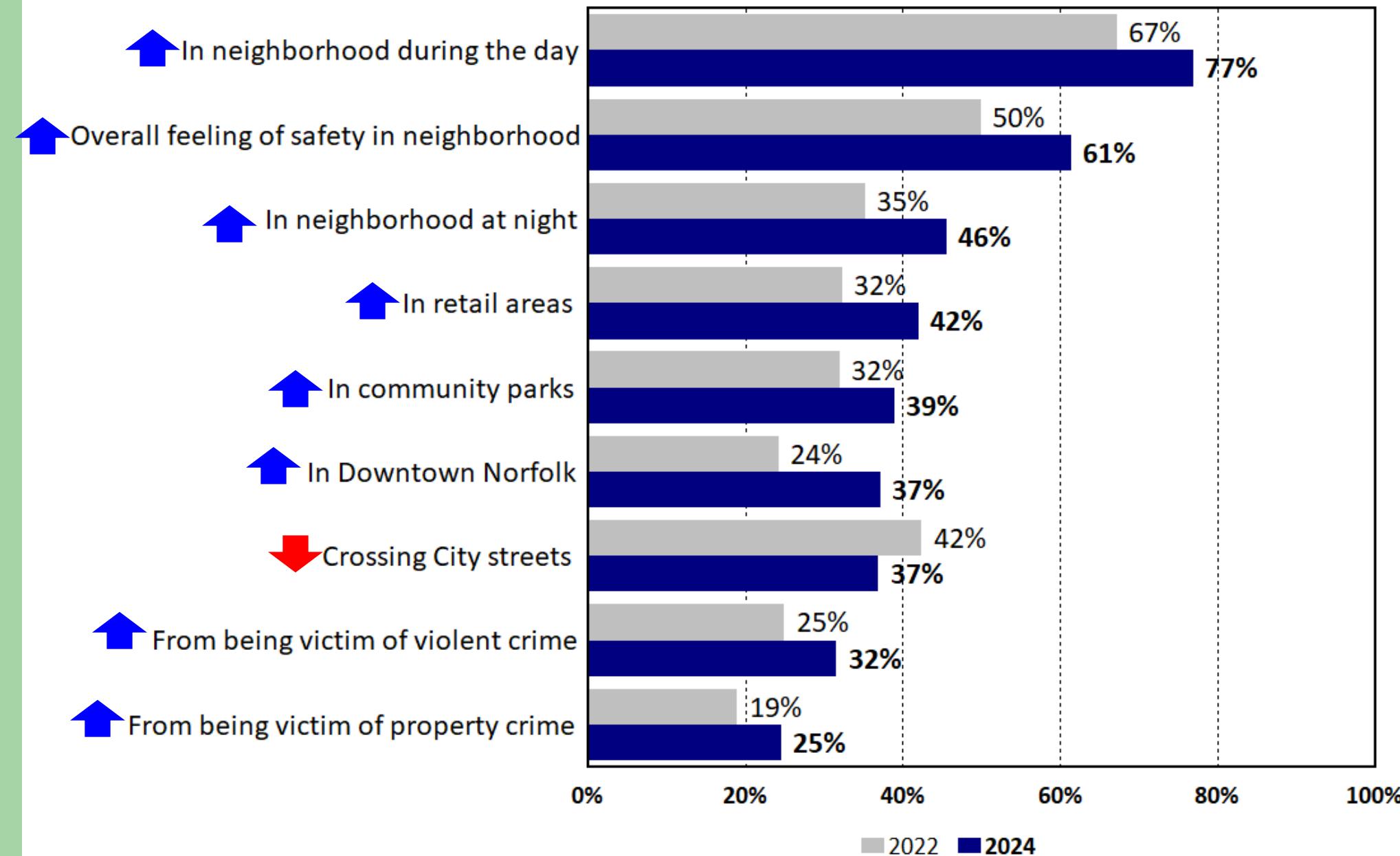
Significant Increase Since 2022 ↑

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

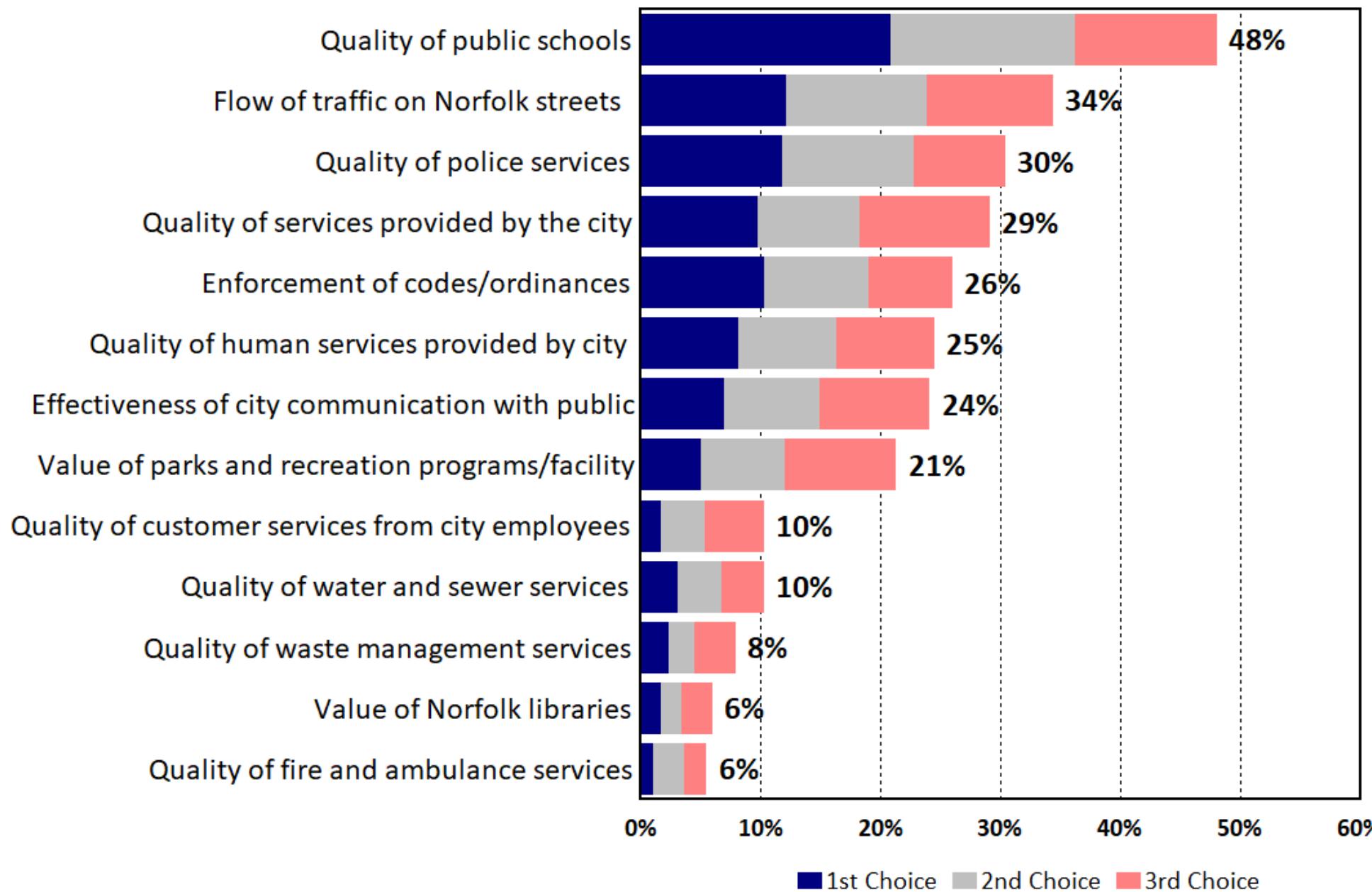
- Notable Increases in Satisfaction Since 2022:
  - Library and recreation programming for children, teens, persons with disabilities, adults and senior citizens
  - Feeling of safety downtown
  - Overall feeling of safety in Norfolk and in your neighborhood
  - Feeling of safety in your neighborhood 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		Satisfaction %	Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %				
<b><u>Very High Priority (IS &gt;.20)</u></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><u>High Priority (IS .10-.20)</u></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><u>Medium Priority (IS &lt;.10)</u></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		Satisfaction %	Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %				
<b><u>Very High Priority (IS &gt;.20)</u></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><u>High Priority (IS .10-.20)</u></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><u>Medium Priority (IS &lt;.10)</u></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

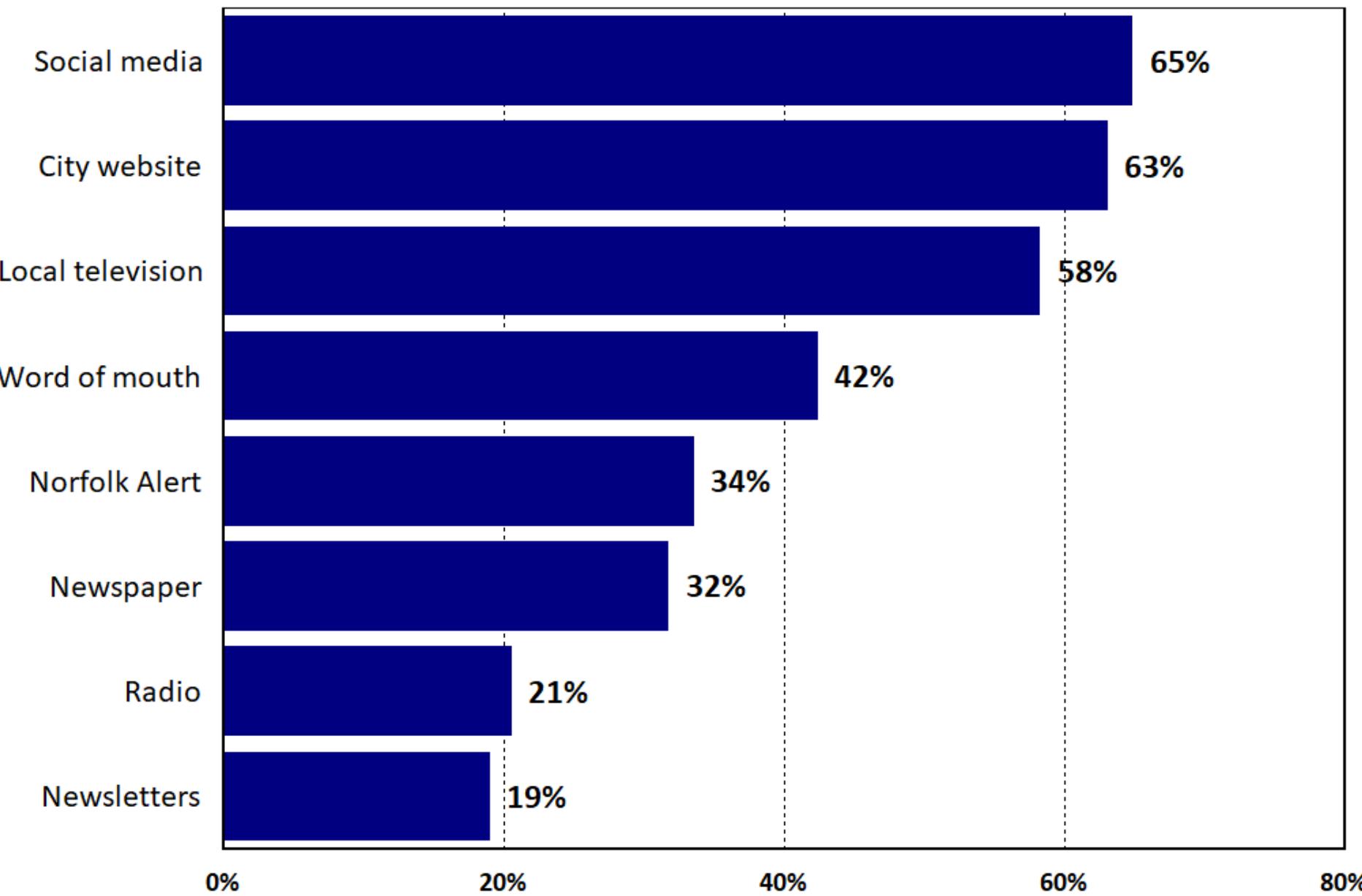
## City of Norfolk, VA Public Safety

Service	Most Important %	Most Important		Satisfaction %	Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %				
<b><u>Very High Priority (IS &gt;.20)</u></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><u>High Priority (IS .10-.20)</u></b>							
Ability to engage with police in crime prevention activities	32%	5	46%	3	0.1717	5	
<b><u>Medium Priority (IS &lt;.10)</u></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!!