

# 2024 National Community Survey

## Summary of Results

*City Council Work Session*

*July 25, 2024*

# National Community Survey - Overview



## Livability Measures

NCS measures a community's livability – which is both habitability and desirability



## Alternating Years

NCS will be administered on alternating years. The next administration will occur in early 2026. The survey instrument will remain largely unchanged, allowing data to be accurately compared against peer cities as well as identifying Staunton-specific trend data.

# Methodology

## Survey Instrument

- Standard questions each year, across all communities
- Question Categories:

Economy	Mobility
Community Design	Utilities
Safety	Natural Environment
Parks & Recreation	Health & Wellness
Education, Arts, & Culture	Inclusivity & Engagement

## Conducting Survey:

- 3,000 randomly selected households through mail
- 22% response rate (646 households) surveys completed via online link or paper

## Benchmark Comparisons:

- Staunton's data compared to 500+ communities
- Trend data not available – first year of survey establishes a baseline.

## Limitations

# Quality of Life

## Excellent & Good Ratings:

Staunton as a place to live: **85%**

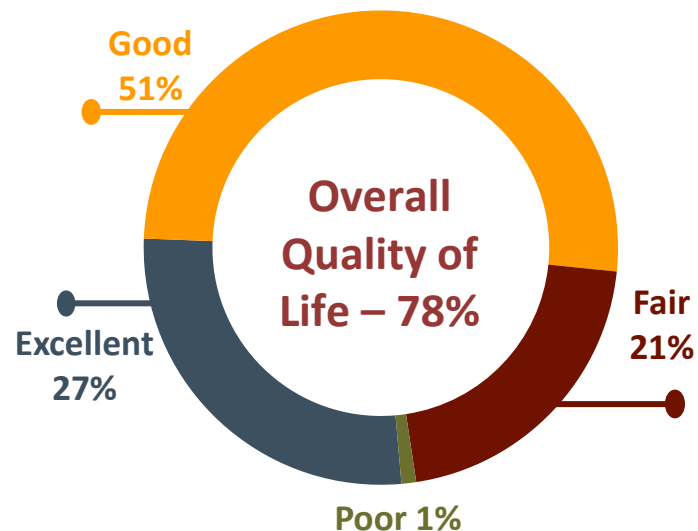
Your neighborhood as a place to live: **79%**

Staunton as a place to raise children: **79%**

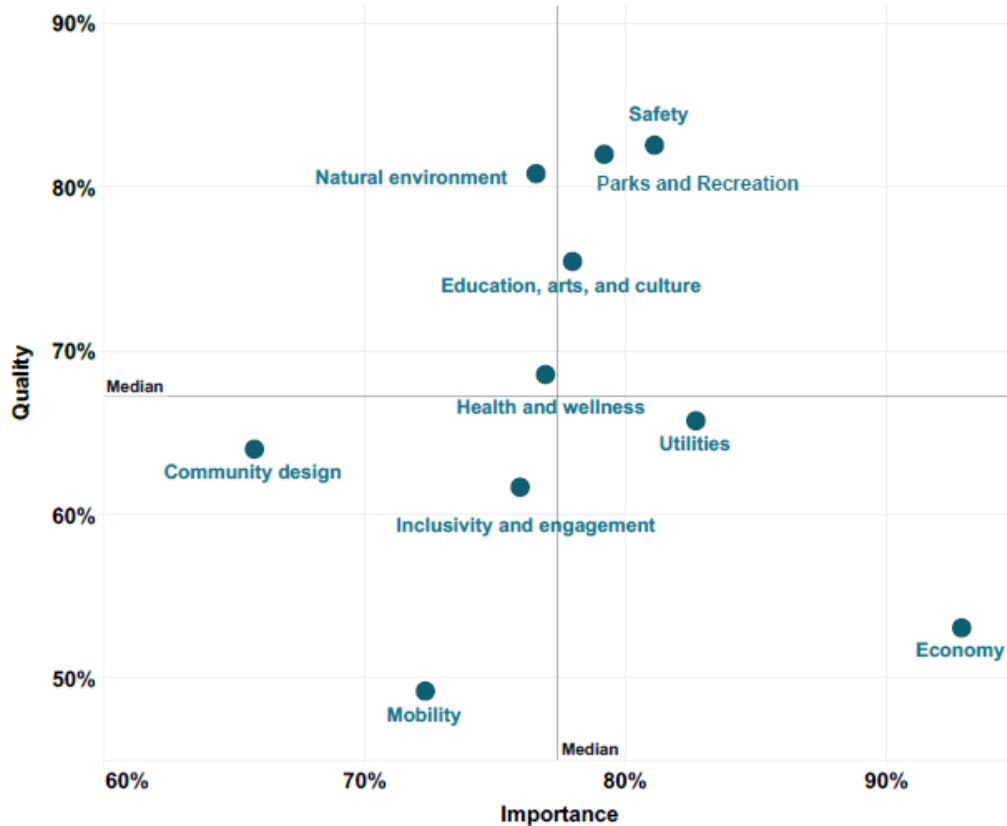
Staunton as a place to work: **58%**

Staunton as a place to retire: **79%**

Sense of Community: **66%**



# Quality / Importance Matrix



## High Quality/High Importance

Safety Parks & Recreation Education, Arts, Culture

## High Quality/Low Importance

Natural Environment Health & Wellness

## Low Quality/Low Importance

Community Design Inclusivity & Engagement Mobility

## Low Quality/High Importance

Utilities Economy

# Safety

## High Quality/High Importance

### Excellent & Good Ratings:

Feel safe in downtown/commercial area during day: **98%**

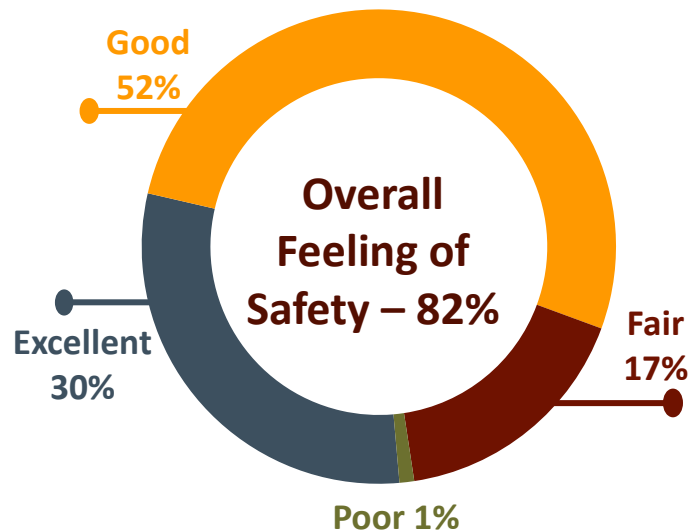
Feel safe in your neighborhood during day: **96%**

Feel safe from violent crime: **89%**

Feel safe from property crime: **84%**

Feel safe from fire, flood, natural disaster: **82%**

Emergency preparedness: **61%**



# Education, Arts, & Culture

## High Quality/High Importance

### Excellent & Good Ratings:

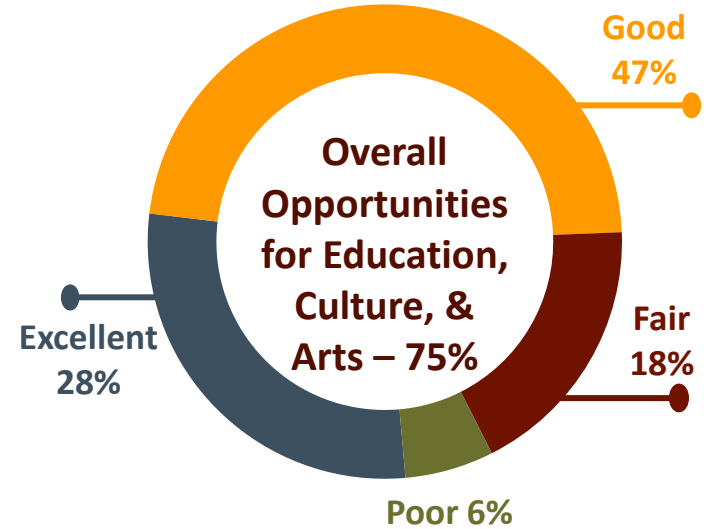
Community Support for the Arts: **81%**

Opportunities to attend cultural/arts/music activities: **75%**

Public Library Services: **90%**

K-12 Education: **57%**

Adult Educational Opportunities: **49%**



# Parks & Recreation

## High Quality/High Importance

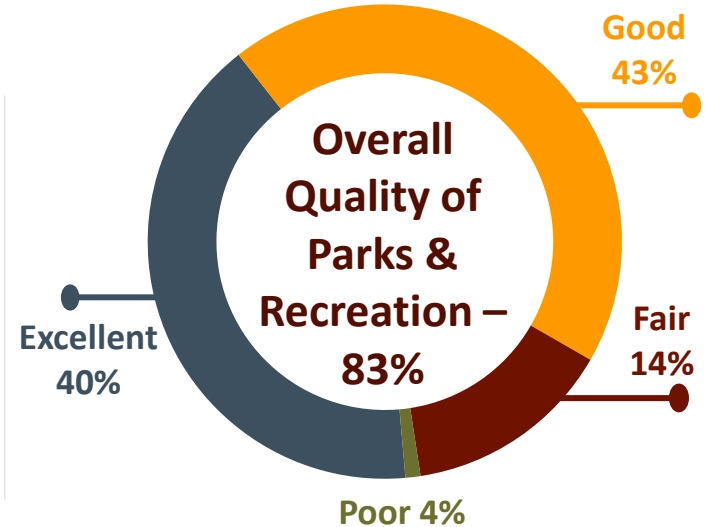
### Excellent & Good Ratings:

Recreational Opportunities: **64%**

Quality of City Parks: **85%**

Quality of Recreation Programs: **77%**

Quality of Recreation Facilities: **71%**



# Natural Environment

## High Quality/Lower Importance

### Excellent & Good Ratings:

Air Quality: **88%**

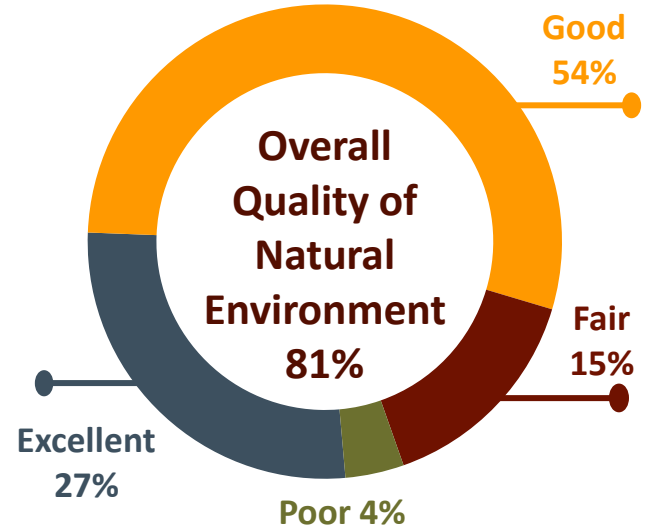
Cleanliness of Staunton: **80%**

Water Resources: **60%**

Preservation of Natural Areas: **63%**

Open Space: **59%**

Stormwater Management: **56%**



# Health & Wellness

## High Quality/Lower Importance

### Excellent & Good Ratings:

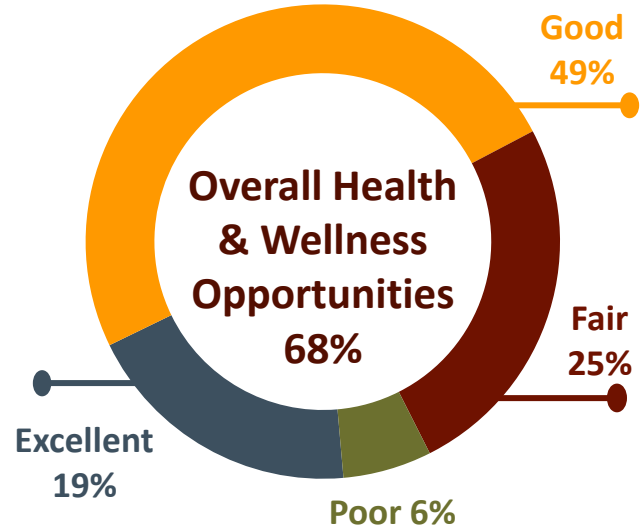
Availability of affordable quality food: **58%**

Availability of affordable quality healthcare: **52%**

Availability of preventative health services: **52%**

Availability of affordable quality mental healthcare: **36%**

Rate your overall health: **61%**



# Utilities

## Lower Quality/High Importance

### Excellent & Good Ratings:

Sewer services: **83%**

Power (electric/gas): **81%**

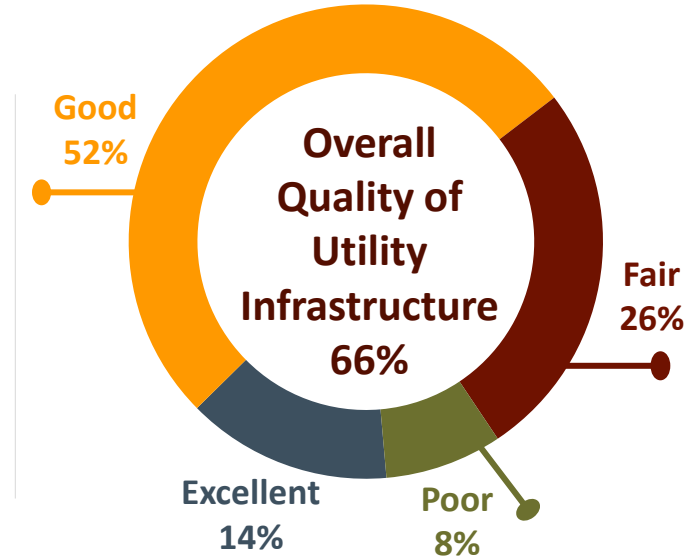
Drinking Water: **75%**

Affordable high-speed internet access: **68%**

Garbage Collection: **79%**

Yard Waste Pick-Up: **56%**

Recycling: **32%**



# Economy

## Lower Quality/High Importance

### Excellent & Good Ratings:

Staunton as a place to visit: **85%**

Vibrancy of downtown/commercial area: **71%**

Staunton as a place to work: **58%**

Overall quality of business/service establishments: **71%**

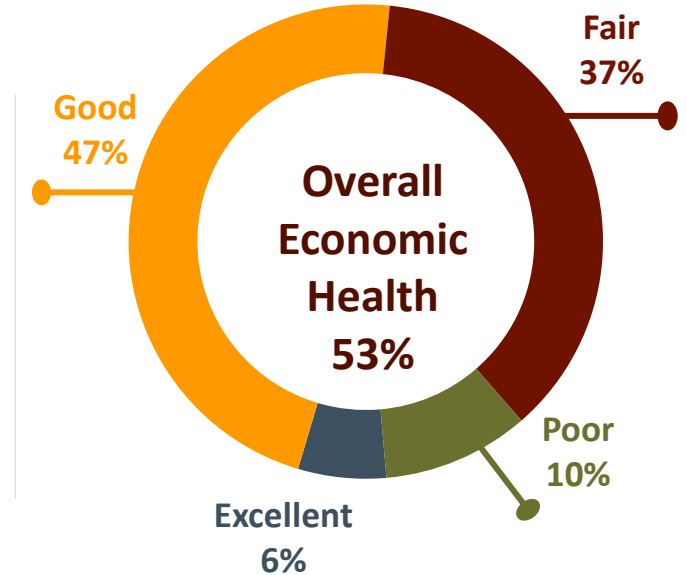
Cost of living in Staunton: **45%**

Employment opportunities: **37%**

Positive impact on family income in next 6 months: **23%**

Availability of affordable quality housing: **21%**

Availability of affordable quality childcare/preschool: **35%**



# Community Design

## Lower Quality/Lower Importance

### Excellent & Good Ratings:

Your neighborhood as a place to live: **80%**

Overall appearance of Staunton: **80%**

Preservation of historical/cultural character: **77%**

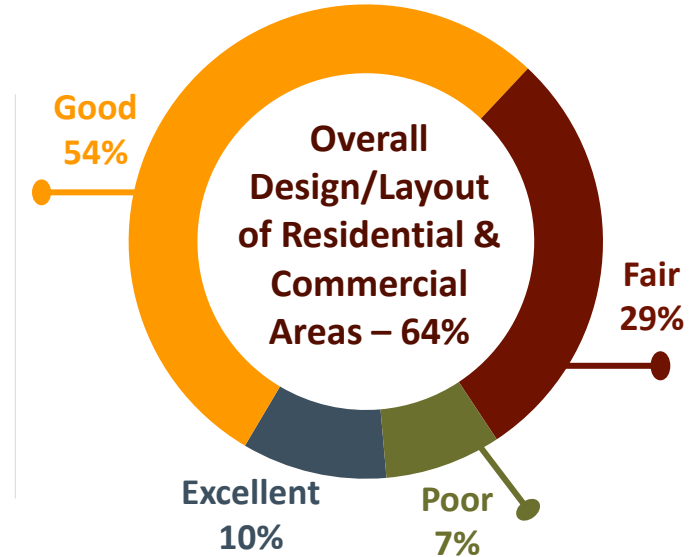
Public places where people want to spend time: **64%**

Well-Designed neighborhoods: **53%**

Well-planned residential growth: **43%**

Well-planned commercial growth: **37%**

Overall quality of new development: **40%**



# Inclusivity & Engagement

## Lower Quality/Lower Importance

### Excellent & Good Ratings:

Residents' connection & engagement w/ their community: **62%**

Making all residents feel welcome: **71%**

Valuing/respecting those from diverse backgrounds: **63%**

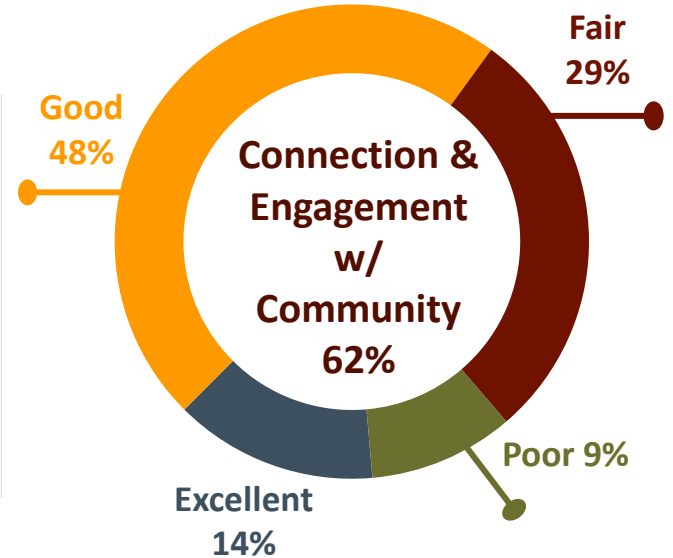
Attracting people from diverse backgrounds: **60%**

Taking care of vulnerable residents: **44%**

Neighborliness of residents: **68%**

Openness/acceptance toward people of diverse backgrounds: **57%**

Opportunities to participate in community matters: **63%**



# Mobility/Transportation System

## Lower Quality/Lower Importance

### Excellent & Good Ratings:

Ease of travel by car: **82%**

Traffic flow on major streets: **72%**

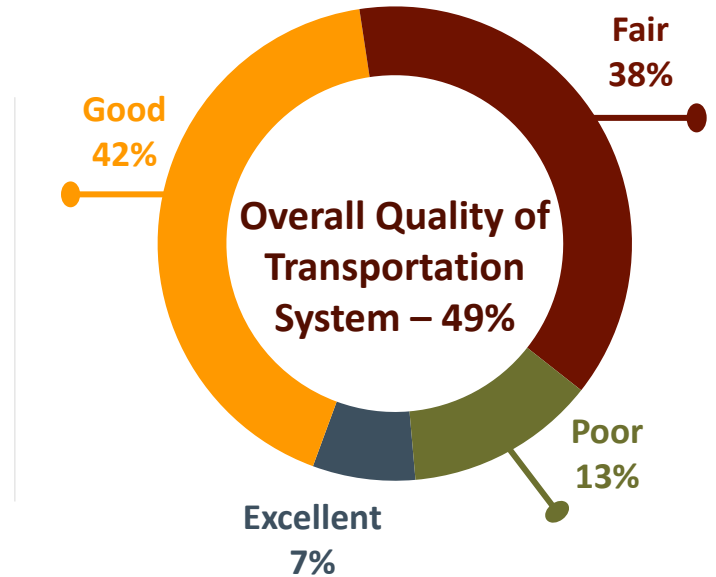
Ease of public parking: **53%**

Ease of travel by public transportation: **43%**

Ease of walking: **58%**

Ease of travel by bicycle: **31%**

Availability of paths and walking trails: **53%**





## Next Steps & Questions