

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Allegan County, MI

The National Community Survey™

2025 Results

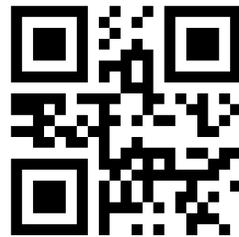




Civic Communication & Analytics Platform

Smarter, better-connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Visit us online at
polco.us



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Partners with:



Resident Surveys in Local Governance



**Monitor trends
in resident
opinion**



**Measure
government
performance**



**Inform budget,
land use,
strategic
planning
decisions**



**Benchmark
against other
communities**

The NCS™ Facets of Community Livability



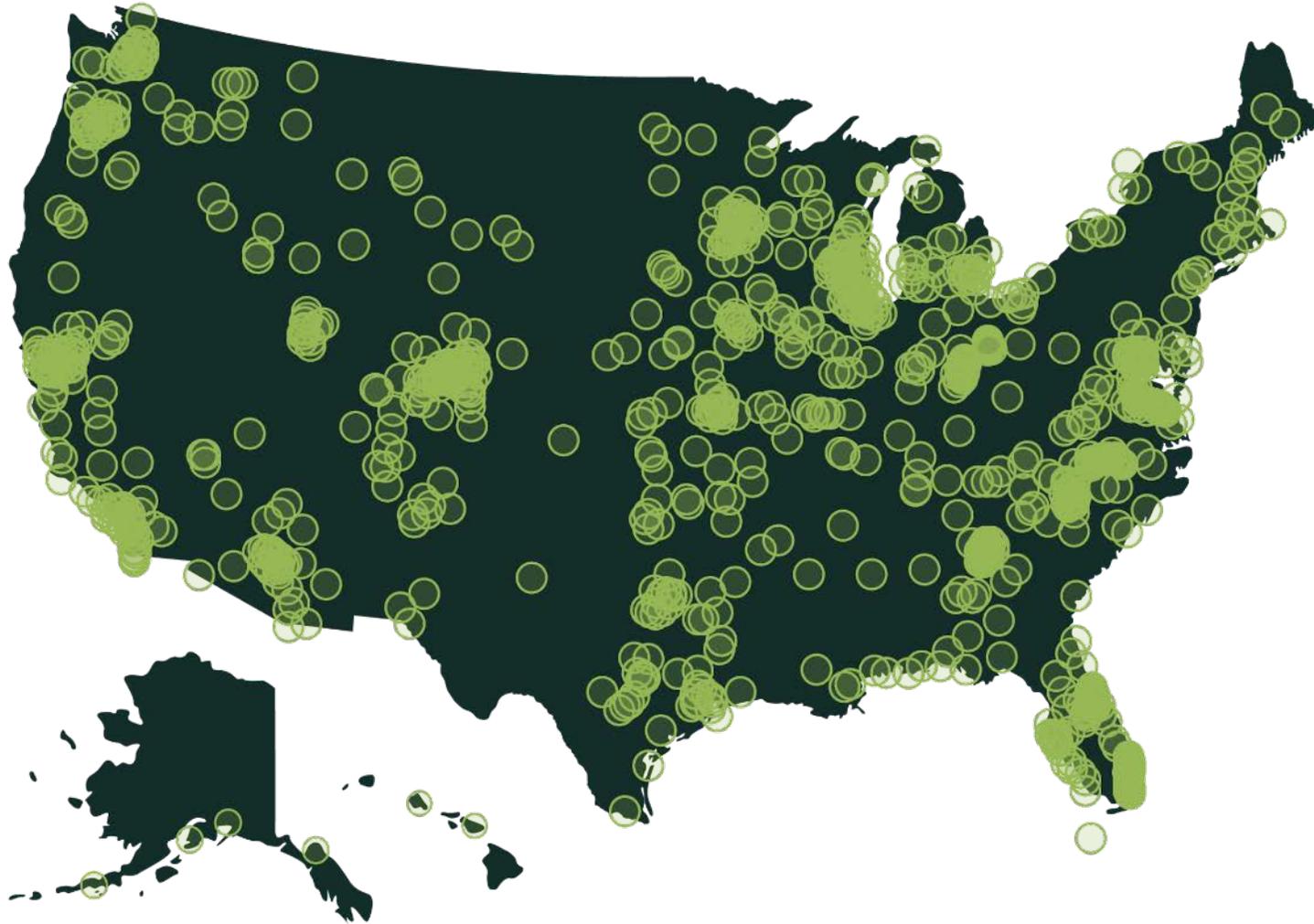
The National Community Survey™ in Allegan County



The NCS™ for Allegan County, MI

- 3rd conducting The NCS (previous surveys in 2022, 2019)
- Survey conducted from January 27, 2025 – March 10, 2025
- Mailing approach employed:
 - Probability-based sample of 3,000 randomly selected households
 - 280 total responses received
 - 10% overall response rate
 - Non-probability, open-participation survey: 1,108 responses
- Results statistically weighted to reflect Allegan County overall
- 95% confidence interval with a +/- 5.9% margin of error

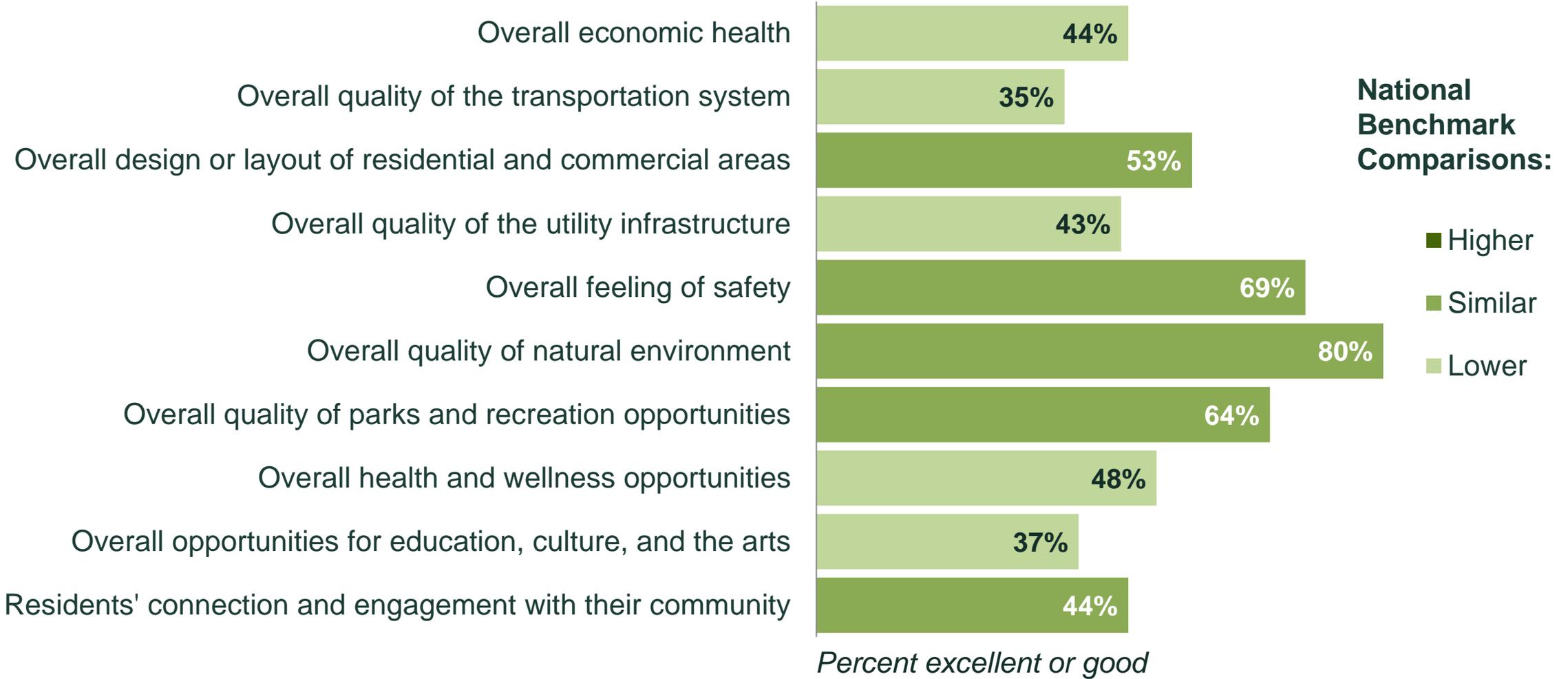
Polco's Benchmarking Database



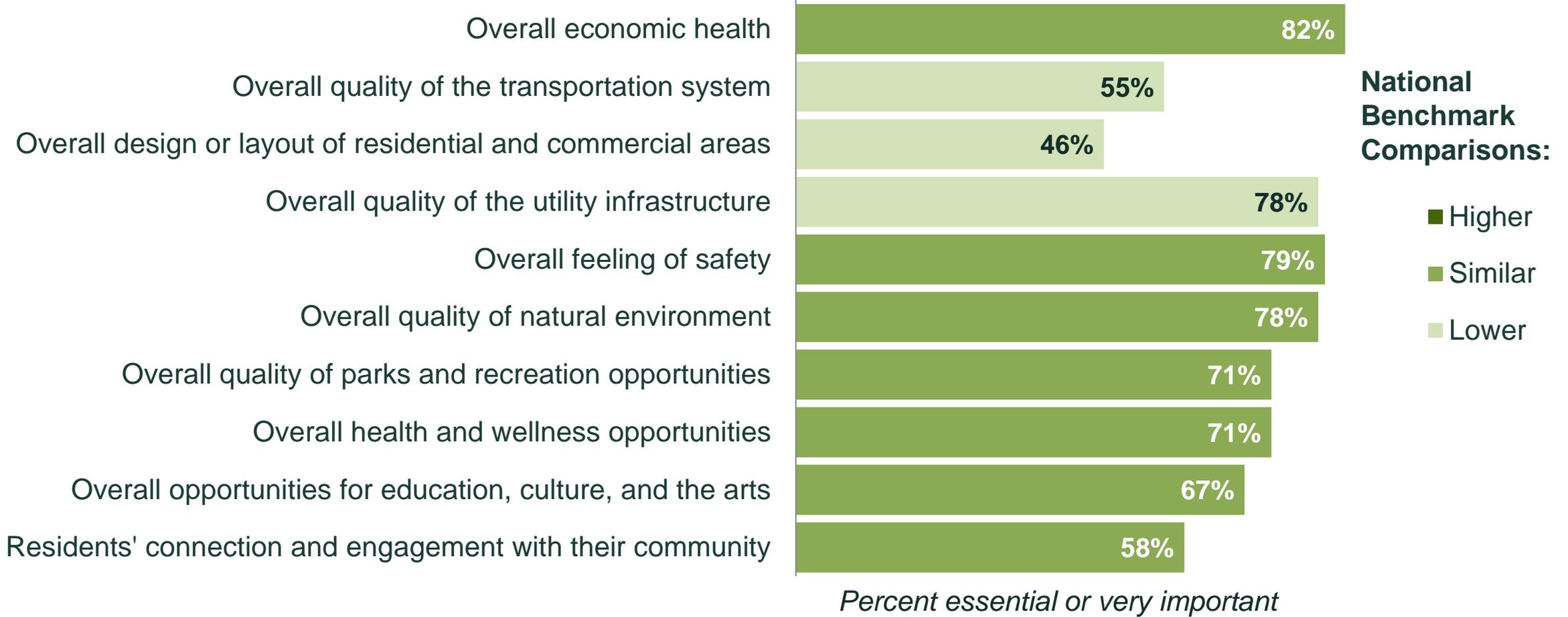
More than
500
comparison
communities
across the
nation.

Representing
the opinions
of more than
50 million
residents.

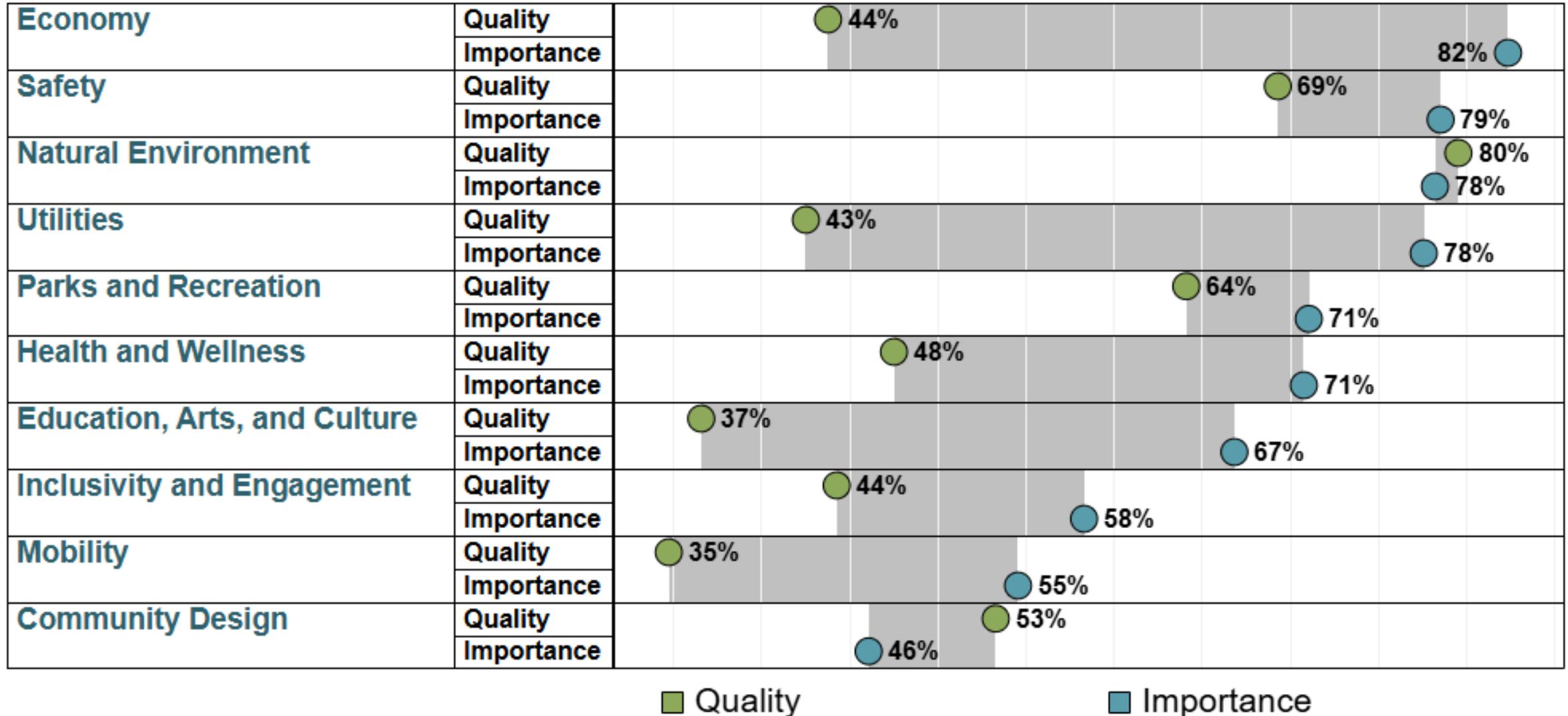
Facets of Community Livability: Quality



Facets of Community Livability: Importance



Balancing Quality and Importance





Comparisons to National Benchmarks



2 received **higher** ratings

89 received **similar** ratings

31 received **lower** ratings





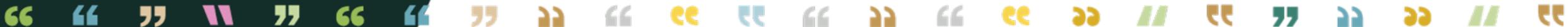
Comparisons to Previous Survey (2022)



6 received **higher** ratings

83 received **similar** ratings

33 received **lower** ratings





Key Findings



“ “ ” √ ” “ “ ” bb “ ee ee “ “ bb “ ee ee // ee ” bb ee // ee
bb // ee ” bb bb // ee “ ee ee // ee “ ee
bb “ ee ee “ bb “ ee “ “ ” √ ” “ “ ” “ “ ” √ ” ” “ “ ”

The Economy in Allegan County



Please rate each of the following in the Allegan County community:

National Benchmark Comparison

- Higher
- Similar
- Lower

2025 vs 2022:



Increasing/Decreasing



Percent excellent or good



Residents identify opportunities for improvement with the County's health and wellness opportunities.

2



Health and Wellness in Allegan County



Please rate each of the following in the Allegan County community:

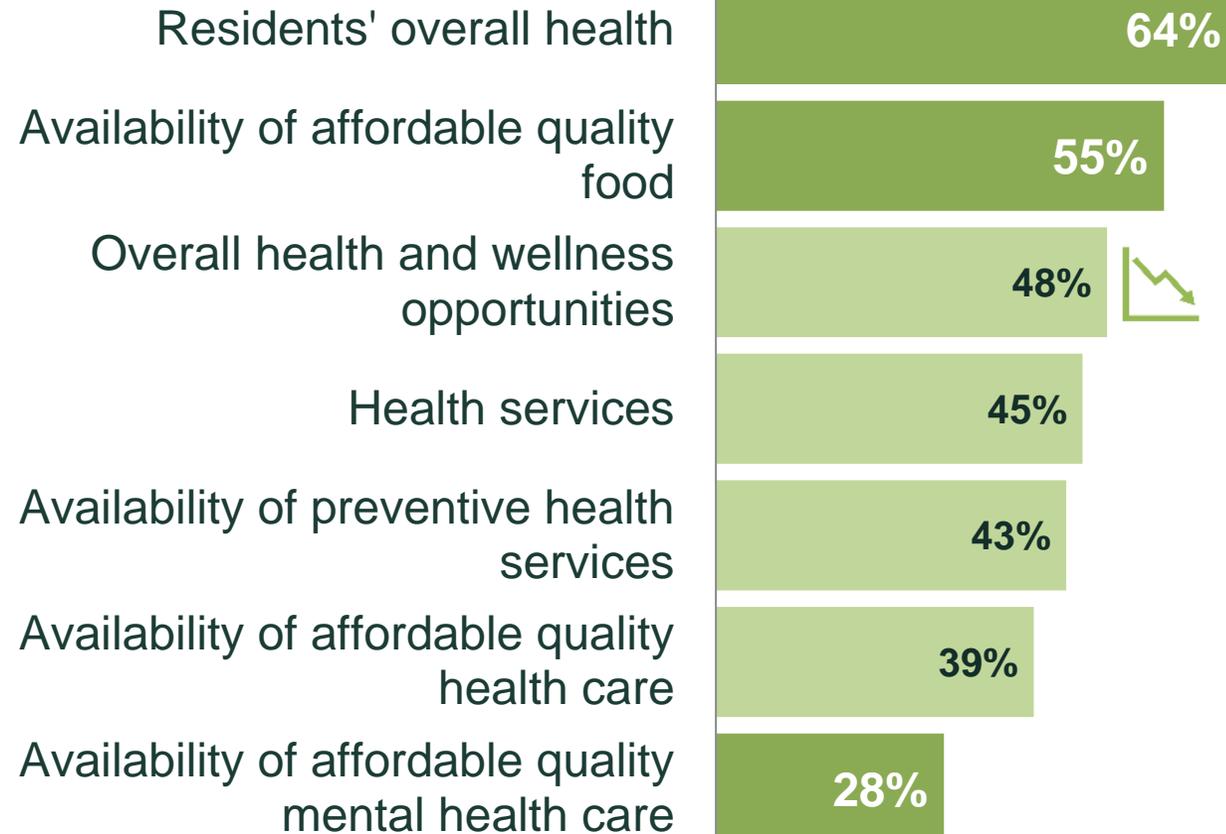
National Benchmark Comparison

- Higher
- Similar
- Lower

2025 vs 2022:



Increasing/Decreasing



Percent excellent or good



Residents identify and support opportunities for improvement within the County's parks and recreation.

3



Parks and Recreation in Allegan County



Please rate each of the following in the Allegan County community:

National Benchmark Comparison

- Higher
- Similar
- Lower

2025 vs 2022:



Increasing/Decreasing

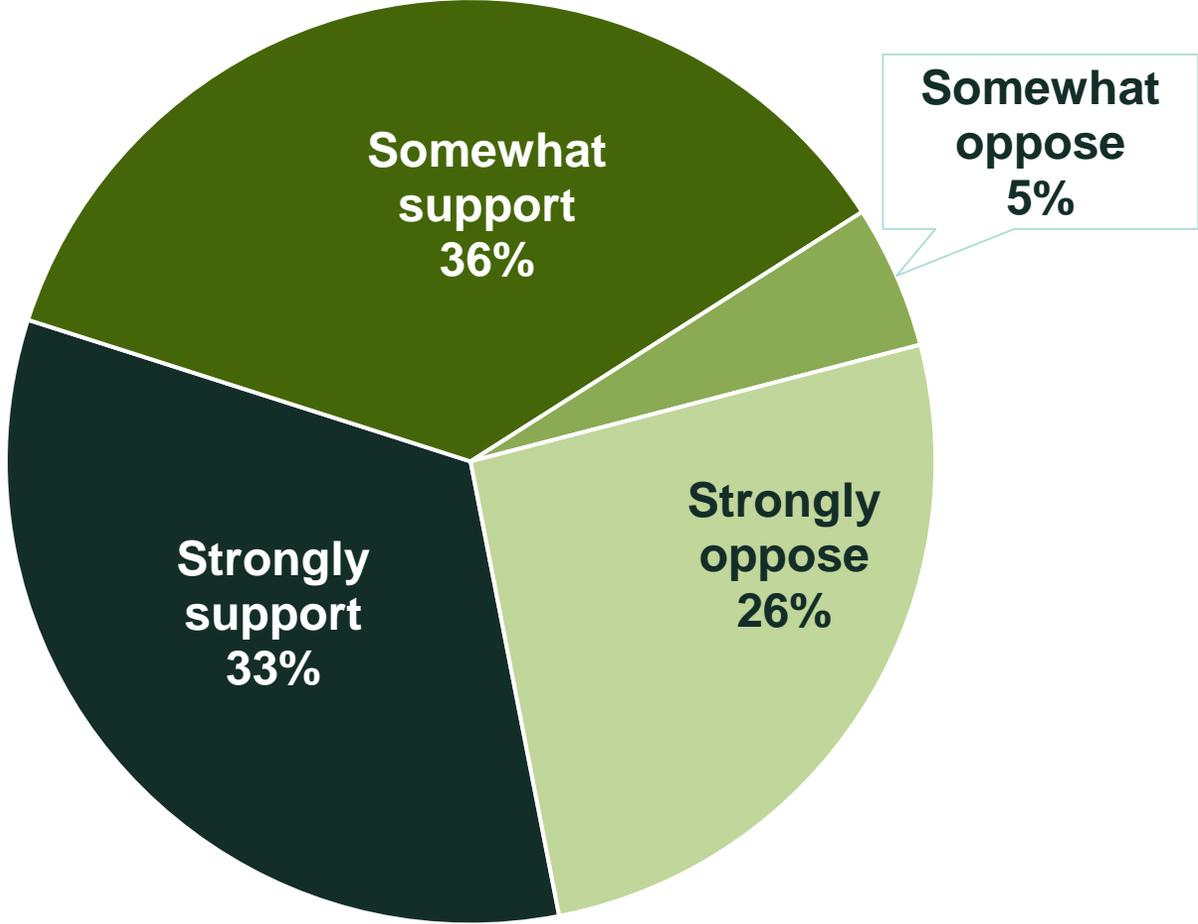


Percent excellent or good

Parks Plan Support



Public input suggests the new Parks and Recreation plan for improvements is needed. The current Parks & Recreation budget is not enough to support the current operations after 2025. Please tell us if you would support paying up to .225 mills to implement the Parks Plan. (The additional yearly cost to taxpayers would be up to \$16.88 for a home with a market value of \$150,000).





While residents generally feel safe in Allegan County, declining ratings in this area may indicate an opportunity for growth.

4



Safety in Allegan County



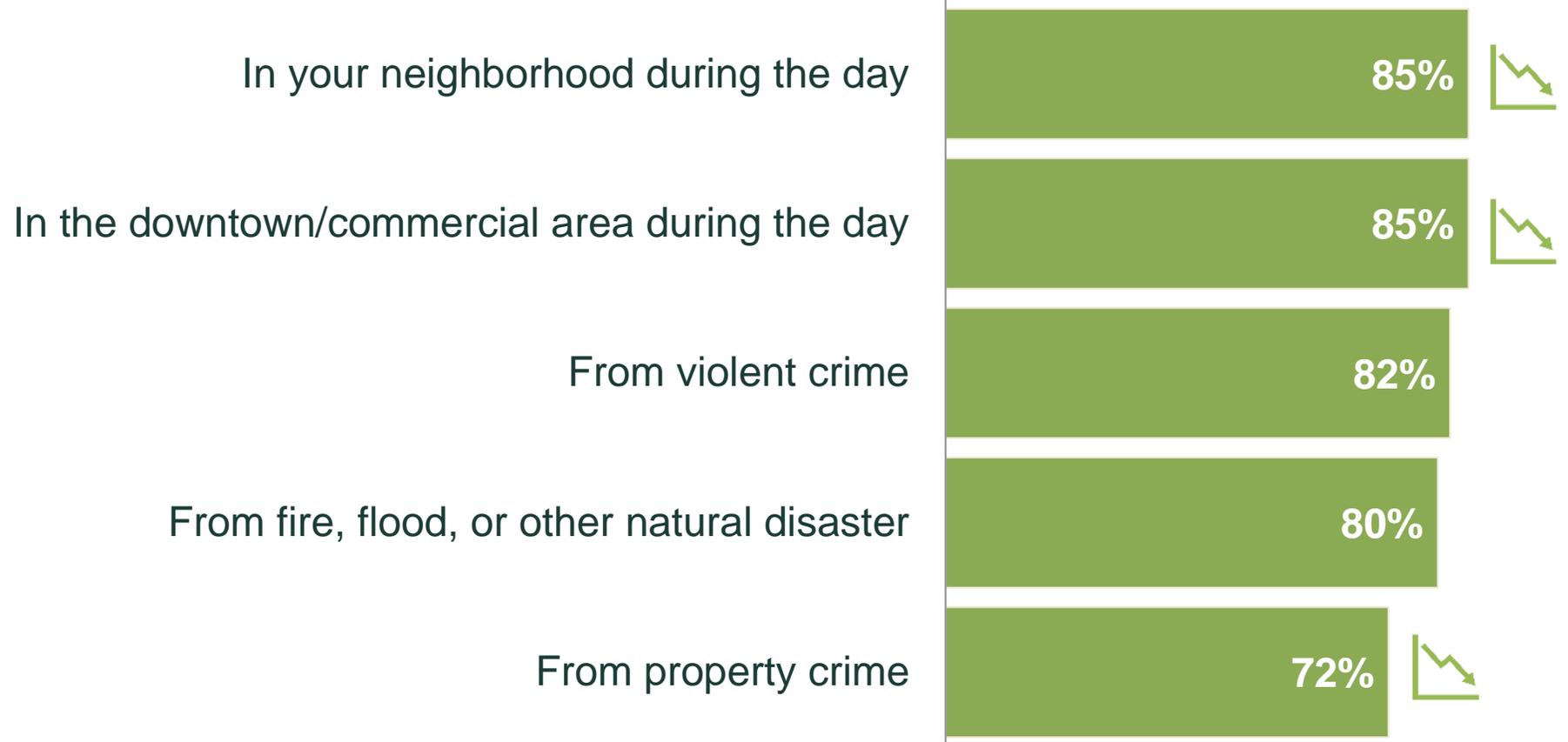
Please rate how safe or unsafe you feel:

National Benchmark Comparison

- Higher
- Similar
- Lower

2025 vs 2022:

Increasing/Decreasing



Percent very or somewhat safe

Safety Services in Allegan County



National Benchmark Comparison

- Higher
- Similar
- Lower

2025 vs 2022:



Increasing/Decreasing

88%

Fire services

74%

Ambulance/
Emergency
medical
services



71%

Police services

51%

Emergency preparedness

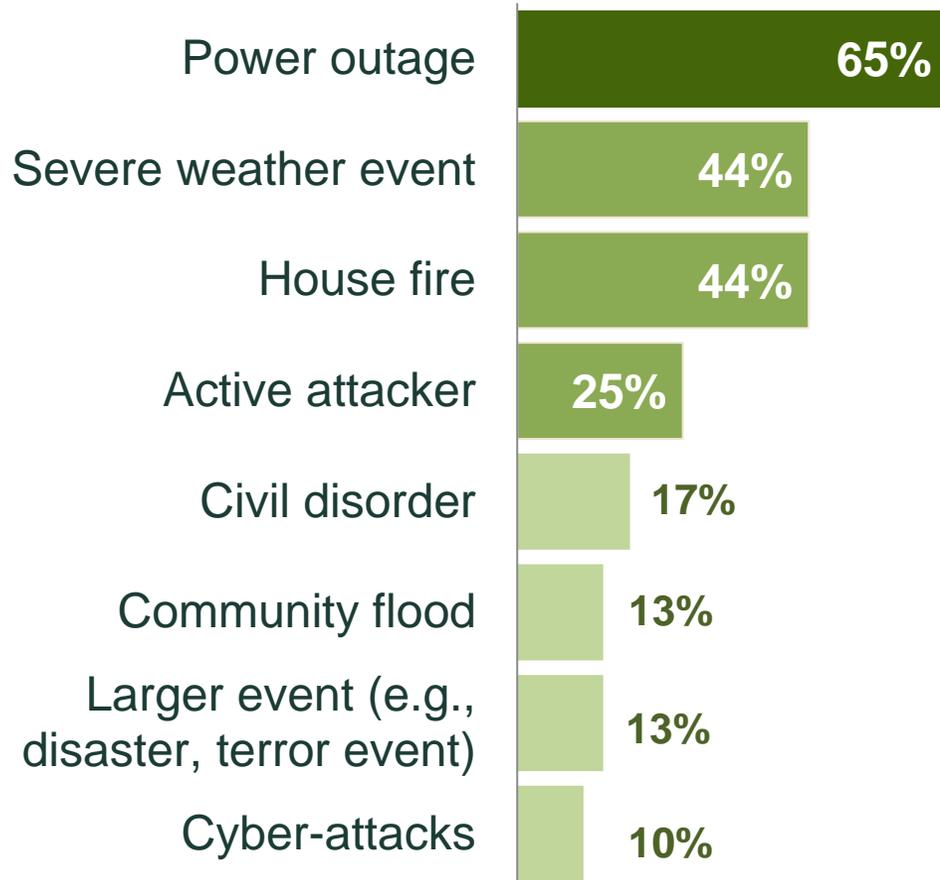


Percent excellent or good

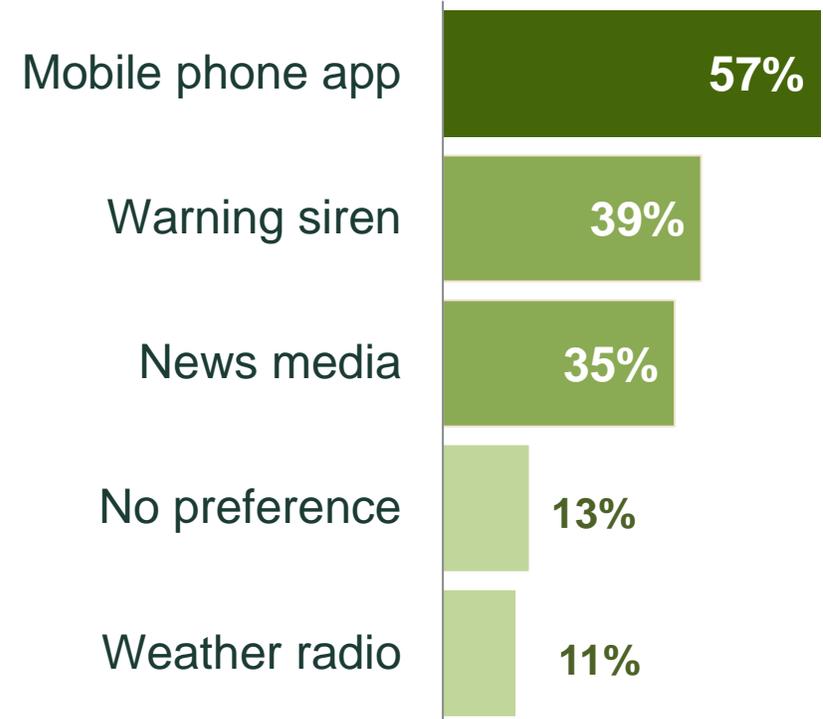
Emergencies in Allegan County



Are you ready for the following emergencies? (Select all that apply)



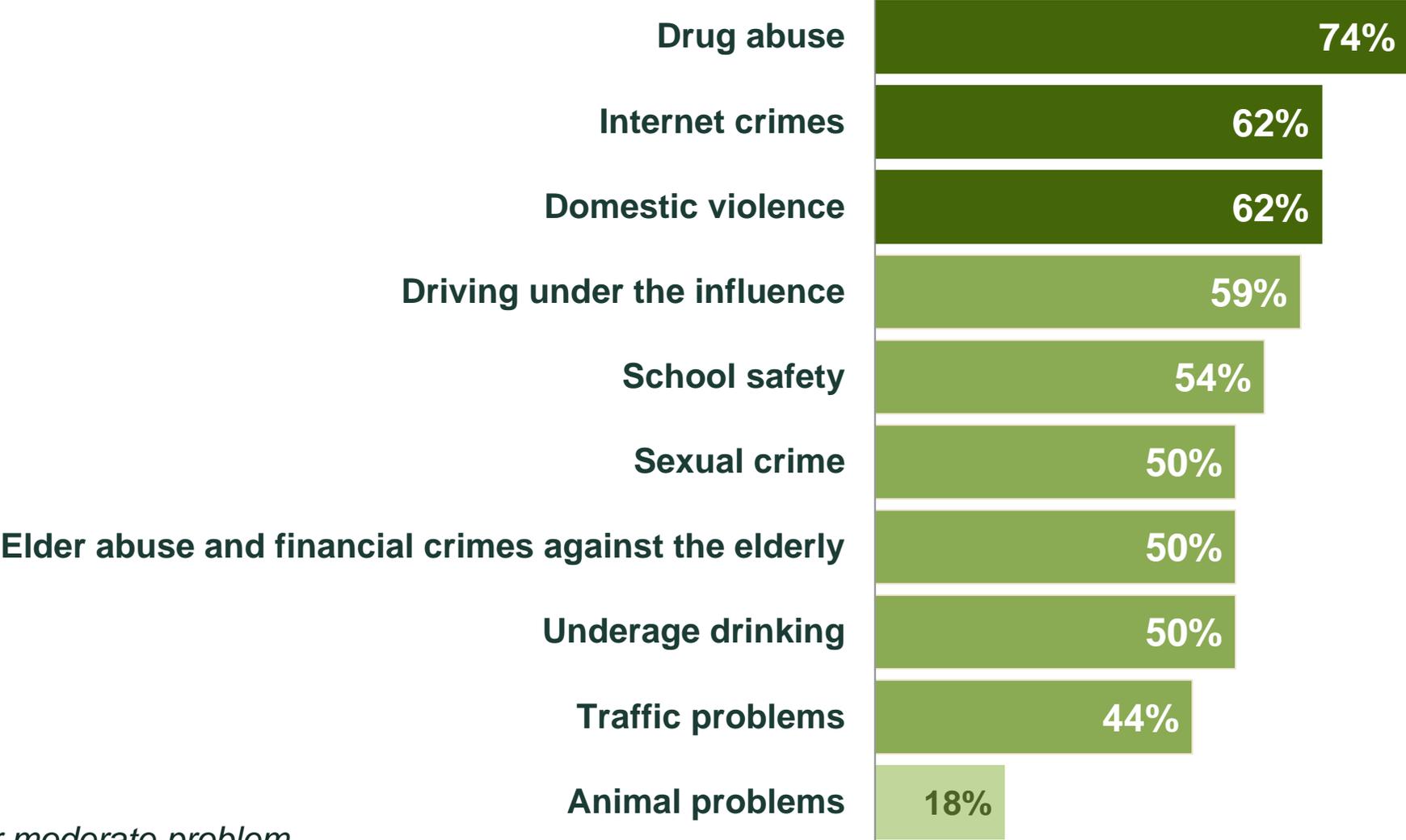
Please indicate how you prefer to receive warnings about severe weather, a hazardous material incident, or an event requiring evacuation and/or shelter in place. (Select all that apply)



Potential Problems Facing Allegan County



How much of a problem, if at all, do you think the following issues are in Allegan County?



Percent major or moderate problem



Additional Special Topics

14. Overall, how would you rate each of the following in Allegan County?

	Excellent	Good	Fair	Poor	Don't know
High quality, affordable infant care.....	1	2	3	4	5
High quality, affordable toddler care	1	2	3	4	5
High quality, affordable preschool care	1	2	3	4	5
Available childcare that meets my regular scheduling needs	1	2	3	4	5
Available childcare that meets my irregular scheduling needs (e.g., during school breaks or evenings/weekends).....	1	2	3	4	5
Assistance available to meet families with young children basic needs 0-5 years old for those who need it (e.g., diapers, formula, etc.)	1	2	3	4	5
Services available to support families with young children 0-5 years old (e.g., Early-on, Early Headstart, 20 Hands, Mental Health)	1	2	3	4	5

15. How much do each of these affect your current housing situation?

	Major affect	Somewhat of affect	Not an affect	N/A
Availability of affordable housing (purchase or rental) in Allegan County.....	1	2	3	4
I can't get out of my lease.....	1	2	3	4
I can't sell my house	1	2	3	4
High competition for housing.....	1	2	3	4
Available housing to meet my needs.....	1	2	3	4
High rent or mortgage	1	2	3	4
Discrimination (e.g., based on race, age, disability).....	1	2	3	4
High Deposit/down payment requirements.....	1	2	3	4
Background checks or low credit score	1	2	3	4
Cost of moving (hiring movers, transport, etc.).....	1	2	3	4
Awareness about housing programs.....	1	2	3	4





Additional Special Topics

16. How much do each of these conditions affect your health at home?

	Major affect	Somewhat of affect	Not a affect	N/A
Cost of maintenance/repairs (structural, foundation, walls, roof)	1	2	3	4
Cost of permits and regulations	1	2	3	4
Any of these systems: heating, cooling, ventilation, plumbing, electrical, well, septic.....	1	2	3	4
Utility services (electric, gas, water, trash, snow removal)	1	2	3	4
Accessibility (stairs, ramps, showers, wider doorways, grab bars, Etc.) ...	1	2	3	4
Contamination (lead, PFAS, Radon, Carbon dioxide, mold).....	1	2	3	4
Lack of space.....	1	2	3	4

17. In general, when considering recycling:

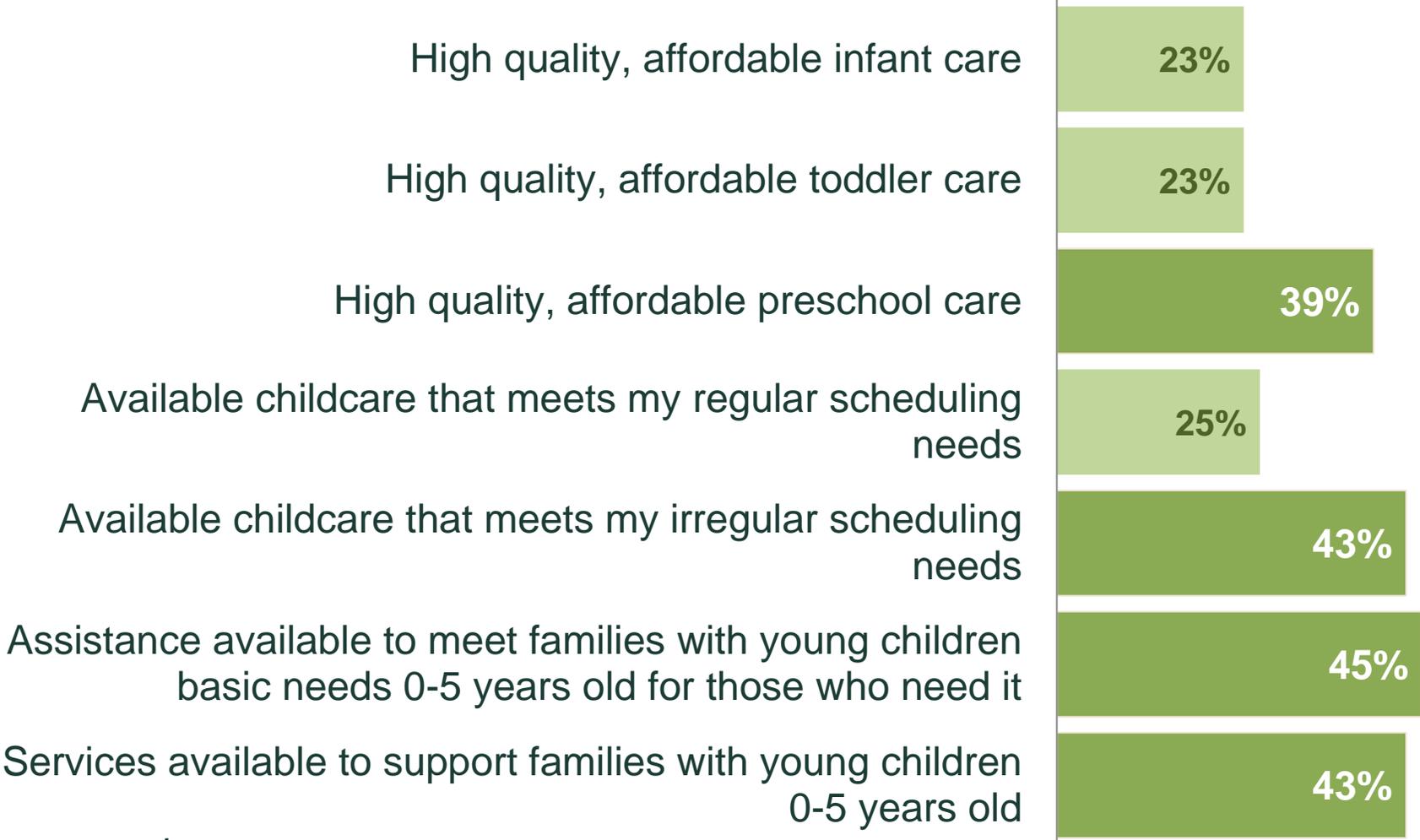
	Very	Somewhat	Not very	Not at all	Don't know
Is recycling and materials management important to you?	1	2	3	4	5
Are you satisfied with the recycling services available to you?	1	2	3	4	5
How convenient is it for you to dispose of household hazardous waste?	1	2	3	4	5
Are you willing to pay more for increased recycling services? (e.g., the ability to recycle a wider variety of materials, more frequent pickups, etc.)?	1	2	3	4	5



Childcare or Family Services in Allegan County



Overall, how would you rate each of the following in Allegan County?

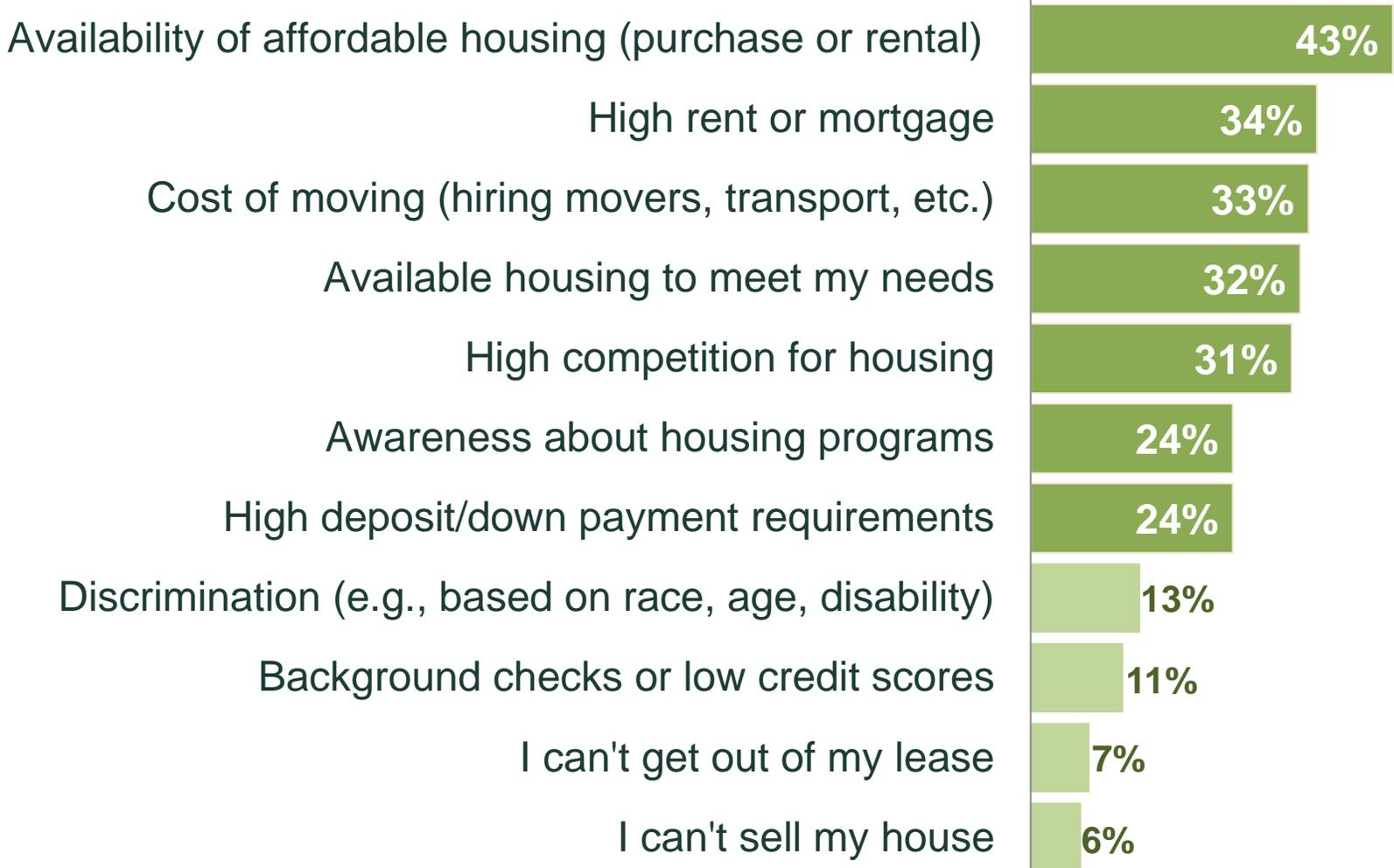


Percent excellent or good

Housing Situations in Allegan County



How much do each of these affect your current housing situation?

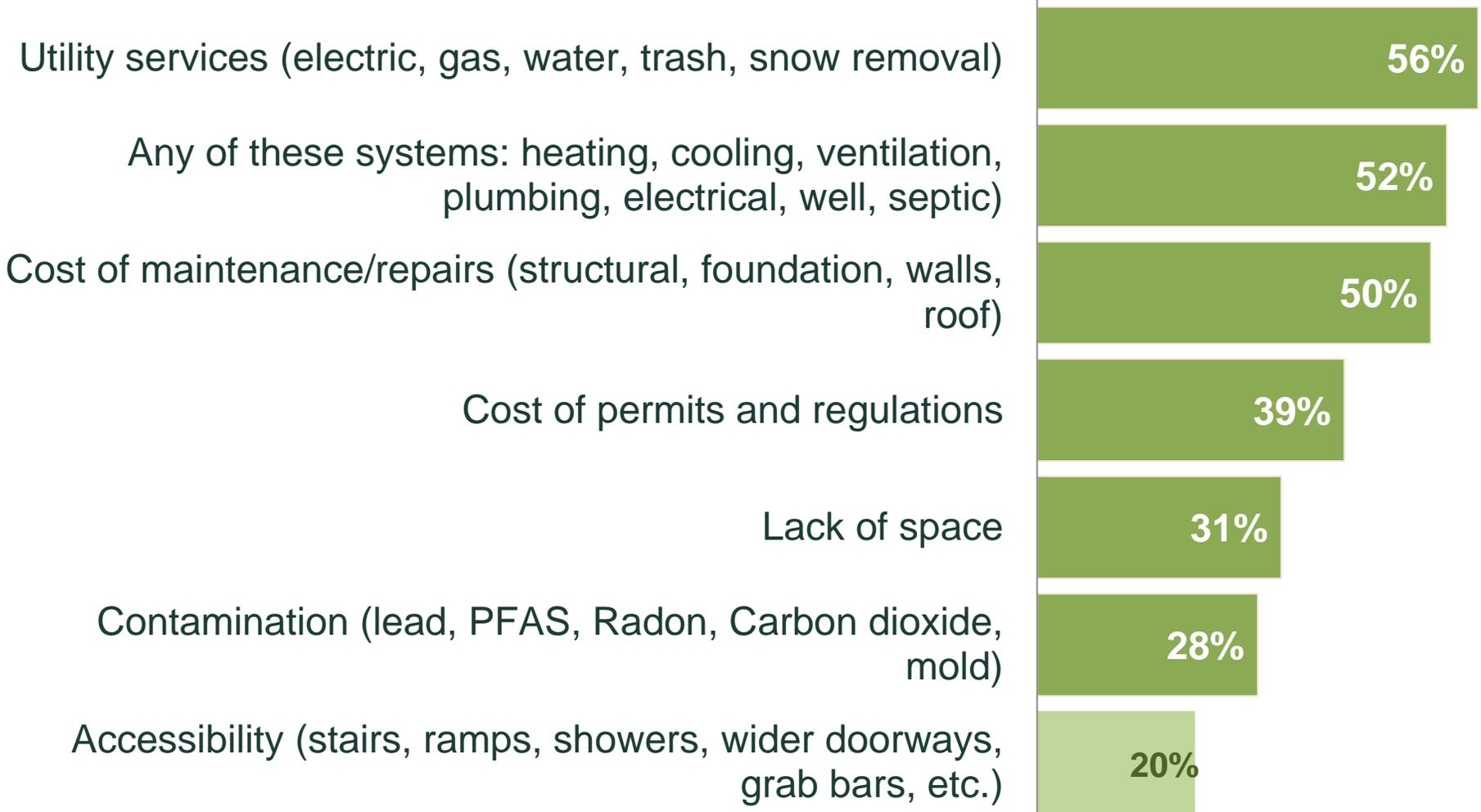


Percent major or somewhat affect

Housing Health in Allegan County



How much do each of these conditions affect your health at home?



Percent major or somewhat affect

Recycling in Allegan County



In general, when considering recycling:

Is recycling and materials management important to you?



Are you satisfied with the recycling services available to you?



Are you willing to pay more for increased recycling services?



How convenient is it for you to dispose of household hazardous waste?



Percent very or somewhat



Summary of Conclusions

1. While there have been small gains in the local economy, it remains an important area of opportunity.
2. Residents identify opportunities for improvement with the County's health and wellness opportunities.
3. Residents identify and support opportunities for improvement within the County's parks and recreation.
4. While residents generally feel safe in Allegan County, declining ratings in this area may indicate an opportunity for growth.



Next Steps: ENGAGE With Community Members



ENGAGE

Participants

Content

Outreach

Polco Library



This library contains curated surveys and polls created by survey scientists at National Research Center, Polco's dedicated research team. You can use these as they are, look around for inspiration, or make a copy and customize to fit your needs.

All content in the Polco Library is proprietary and is for exclusive use on the Polco platform. The use of Polco Library content in unsolicited ways is prohibited. Please refer to our [Terms of Use](#) for details.

We also have toolkits which cover a range of questions based around certain topics. The modules in our toolkit can be used individually by your organization over time to provide an environmental scan.

Available toolkits:

- COVID-19
- Libraries
- School Districts

Customizable surveys and polls created by survey scientists at Polco.



Allegan County currently has 272 subscribers on Polco.



Included in Current Subscription



Optional Add-on

Public Safety Communications

Governance Safety

As part of our ongoing efforts to better serve the community, we need input from you! Take this quick survey to share your feedback about the (XYZ)'s communication pertaining to public safety issues and news. Your responses will be kept confidential, and no identifying

communications governance safety outreach View

information public safety emergency communication

Emergency Communications

Safety Governance Used by 2 profiles

As we continue our efforts to meet the dynamic needs of (ABC) residents, we need your critical input. Please take this quick survey to share your thoughts on emergency preparedness and related (XYZ) communications. The results will help us improve our

information alert urgent public safety View

communications emergency preparedness alerts news

disaster emergency 311 disaster preparedness safety

communication governance

Search

Filter or search to find the content you are looking for.

Content Type

All

Domain

All

Text search

communication

Popular tags

communications government information communication news media customer service governance safety public safety

Clear all tags Search

State of Wisconsin | WI

Post

Do we need a new park?

Read Post

Contains: text, image, data points, survey, prioritization



Park Initiative Survey

Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read.

Map of projected park



Next Steps: TRACK Allegan County's Data



✓ Performance Summary

Score last updated December 2023

Benchmarking

Reset Filters

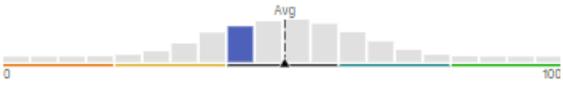
My State
Compare my score to communities within my state

Population Size
Compare my score to communities with a similar population

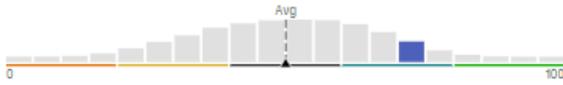
Domain Index Scores

● My Community

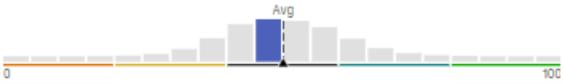
Safety 45 -1



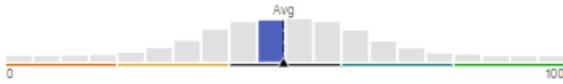
Economy 71 -1



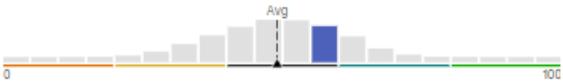
Mobility 49 +2



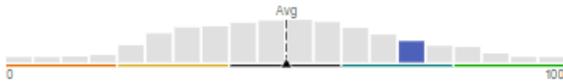
Utilities 45 -4



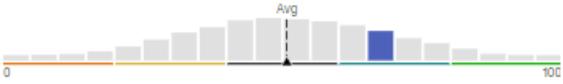
Community Design 59 -3



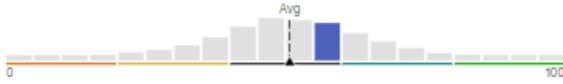
Health and Wellness 75 +0



Education, Arts & Culture 66 +1



Inclusivity and Engagement 55 -13



Natural Environment 22 -21



Parks and Recreation 97 +0



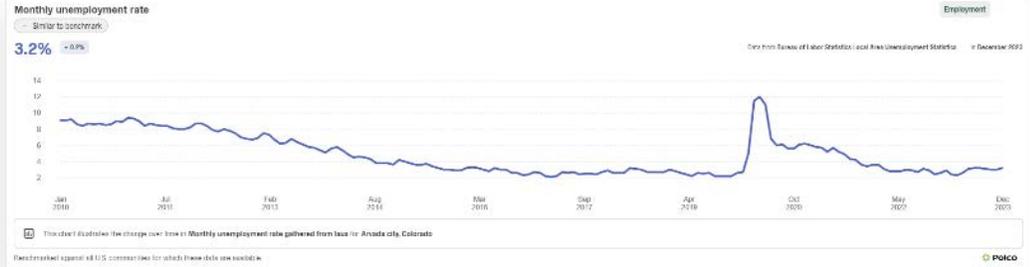
✓ Included in Current Subscription

+ Optional Add-on

+ Score last updated January 2023

Economy

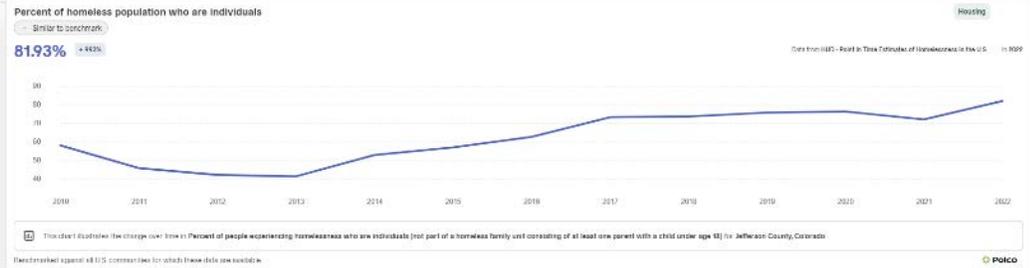
71 / 100 -1



+ Score last updated December 2023

Community Design

59 / 100 -3



Additional Offerings: Continue to ASSESS



THE NCS™
 THE NATIONAL COMMUNITY SURVEY™



CASOA®
 COMMUNITY ASSESSMENT SURVEY
 FOR OLDER ADULTS*

THE NBS™
 THE NATIONAL BUSINESS SURVEY™

THE NLES
 THE NATIONAL LAW ENFORCEMENT SURVEY

THE NES™
 THE NATIONAL EMPLOYEE SURVEY™

THE NES-LE
 THE NATIONAL EMPLOYEE SURVEY LAW ENFORCEMENT



BalancingAct™ BY POLCO

Selected: \$961,000 Available: \$239,000

City Hall Accessibility \$315,000
 Tourism Renovation \$398,000
 Bandshell Roof Repair \$125,000
 Beacon Park Pathway \$340,000
 Archaeological Reporting
 Window Repair
 Park Street Light Poles \$74,000

You are balanced.

Where the Money Goes

Revenue

- Taxes: \$4.6m
- Fines: \$435,000
- Governance: \$127,000
- Administrative Services: \$220,000
- Streets and Transportation: \$750,000
- Parks and Recreation: \$1.3m
- Fire: \$1.5m

Police Department: \$410,000
 Rule of Civilians: \$90,000
 Should civilians be used to take most police reports instead of sworn officers?
 Continue to use sworn officers
 Use citizens where appropriate

Parks and Recreation: \$1.3m
 Streets and Transportation: \$750,000
 Fire: \$1.5m
 Administrative Services: \$220,000
 Governance: \$127,000

Submit

Please be sure to attend the Budget open house on Friday, October 30 at 6:00. We will be using Meeting Mode so that everyone can see the entire group's responses. City staff will be on hand to answer questions and feedback.



YOUR CITY AND COUNTY OF DENVER TAX RECEIPT

Affordable Housing	
Dedicated Affordable Housing Property Tax Mill	\$1.89
Housing Investment Fund Transfer	\$0.00
Office of Housing and Opportunities for People Everywhere (HOPE)	\$0.81
Social Impact Bond	\$0.18
Capital Projects	\$0.90
Bond Principal and Interest Property Tax Mill	\$13.50
Capital Improvement Projects	\$0.00
Improvement and Maintenance Property Tax Mills	\$13.50
Community Planning and Development	\$0.00
Board of Adjustment for Zoning Appeals	\$8.23
Planning, Permitting, Inspections and Administration of Community Planning & Development Dept	\$0.10
Courts/Legal	\$8.13
City Attorney	\$15.79
County Court & Municipal Public Defender	\$8.71
Economic Development	\$7.08
Economic Development	\$3.52
Excise and Licenses	\$2.14
Finance	\$1.38
Contingency	\$33.31
Finance/Payments for Public Buildings	\$7.33
Governing	\$25.98
City Council	\$2.16
Mayor's Office	\$1.70
	\$0.16
TOTAL:	\$76.62

BalancingAct

Questions?

Thank you!

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Polco/National Research Center
brandon@polco.us