

THE NCS™

THE NATIONAL COMMUNITY SURVEY™



Results for Allegan County, MI

October 13, 2022



Civic Communication & Analytics Platform

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



Advanced Survey Science & Performance Analytics

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

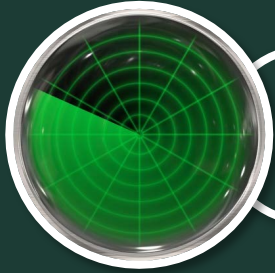
Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:



Role of Resident Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings

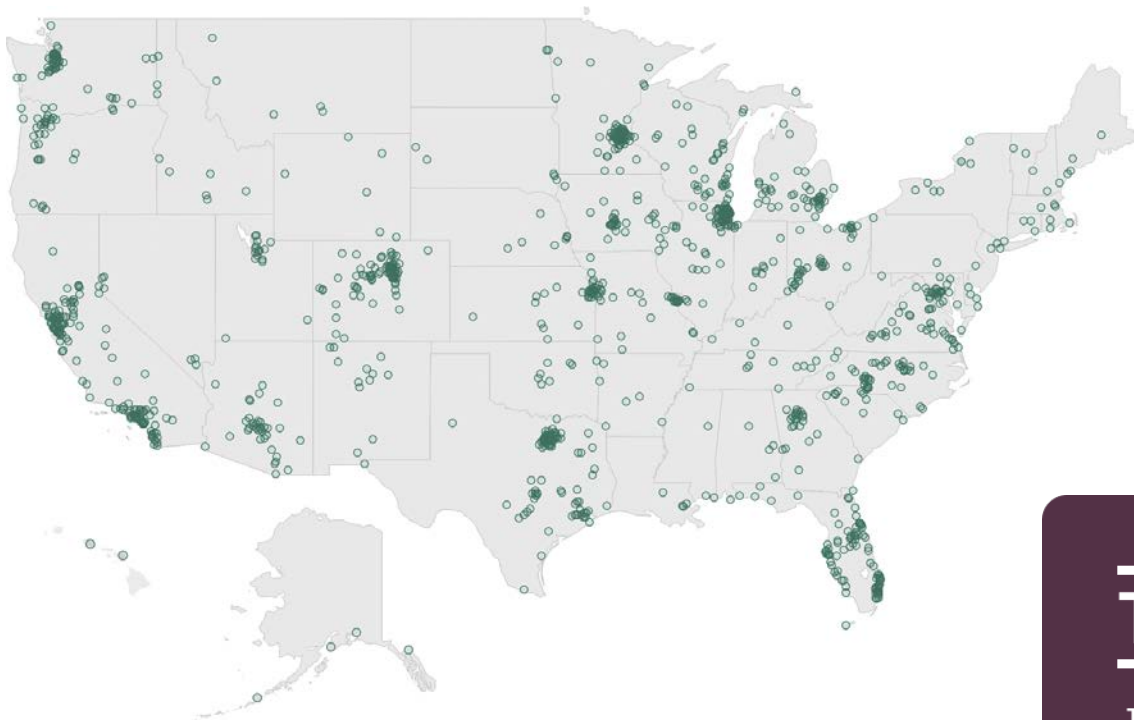


The National Community Survey™ in Allegan County

The NCS™ for Allegan County, MI

- Second time conducting The NCS (previous survey in 2019)
- Survey conducted from June 13, 2022 to August 1, 2022
- “Hybrid” mailing approach employed:
 - Probability-based sample of 2,800 households
 - 371 total responses received
 - 14% overall response rate
 - Non-probability, open-participation sample: 126 responses
- Results statistically weighted to reflect Allegan County overall
- 95% confidence interval with a +/- 5% margin of error

National Benchmark Comparison Database



More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.

THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

Overview of Survey Results

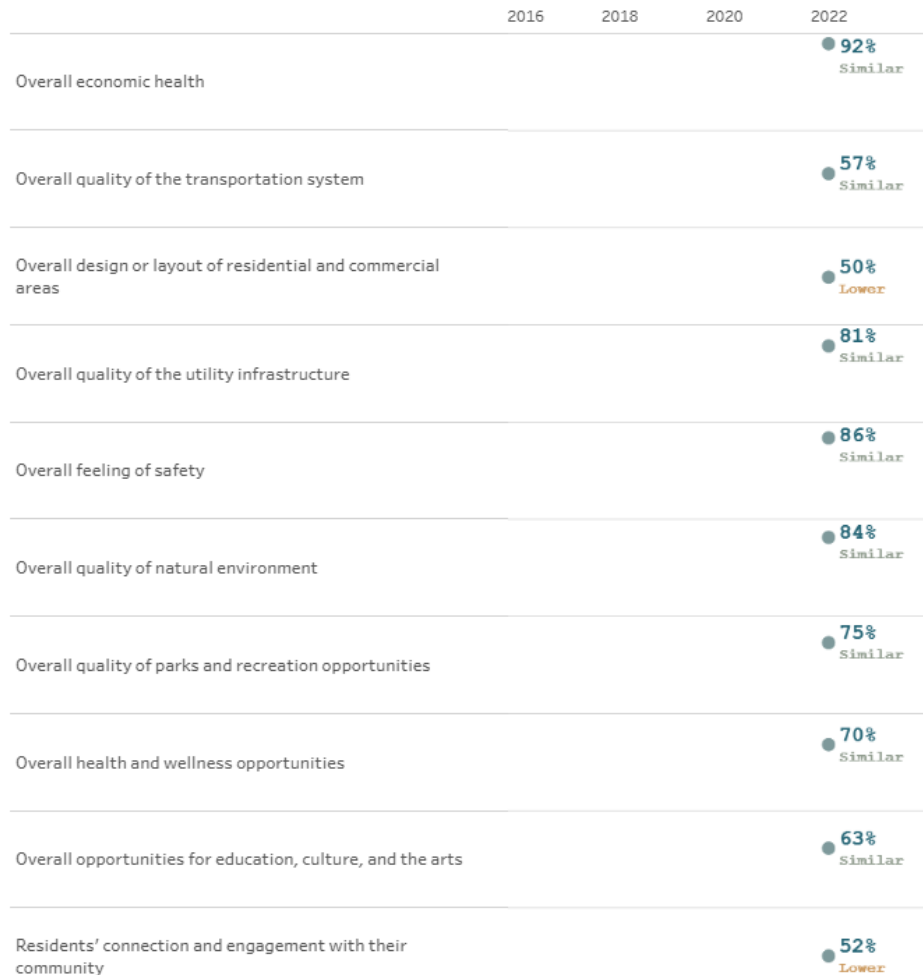
Facets of Community Livability: Quality

Please rate each of the following characteristics as they relate to Allegan County as a whole.
(% excellent or good)

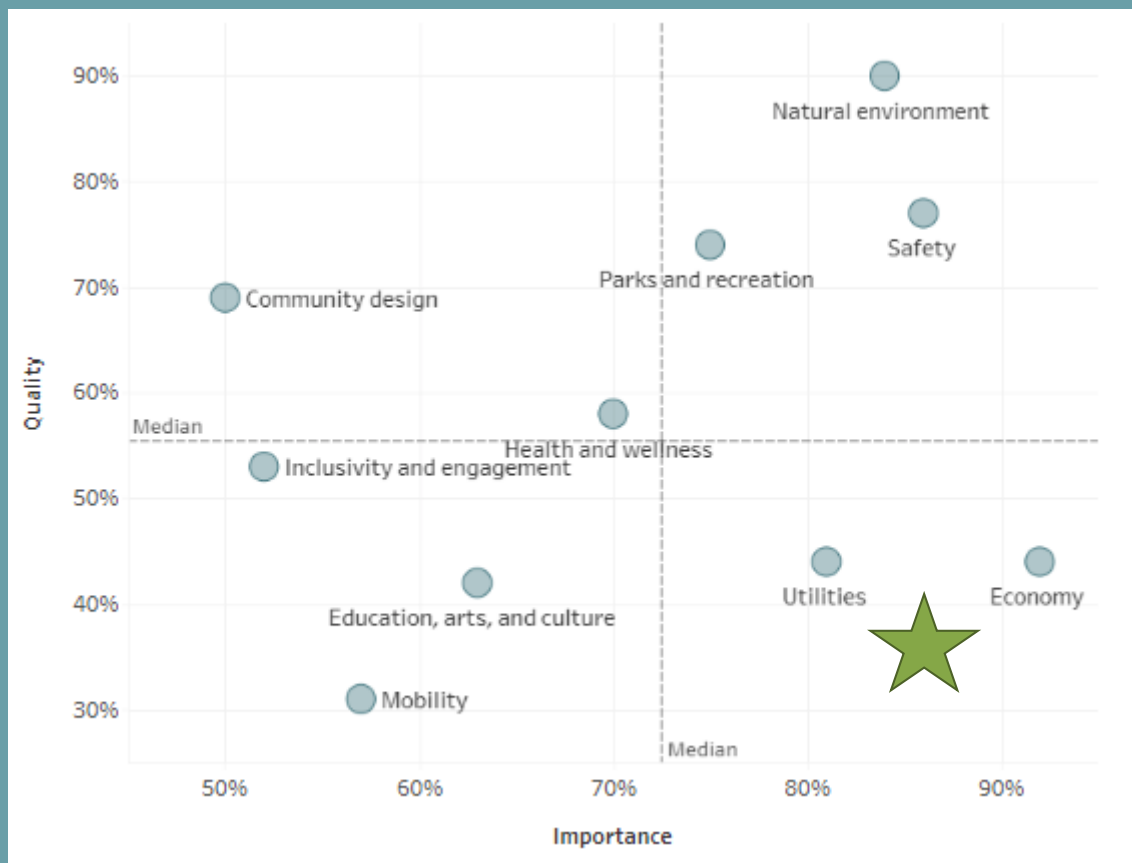


Facets of Community Livability: Importance

Please rate how important, if at all, you think it is for the Allegan County community to focus on each of the following in the coming two years.
(% essential or very important)



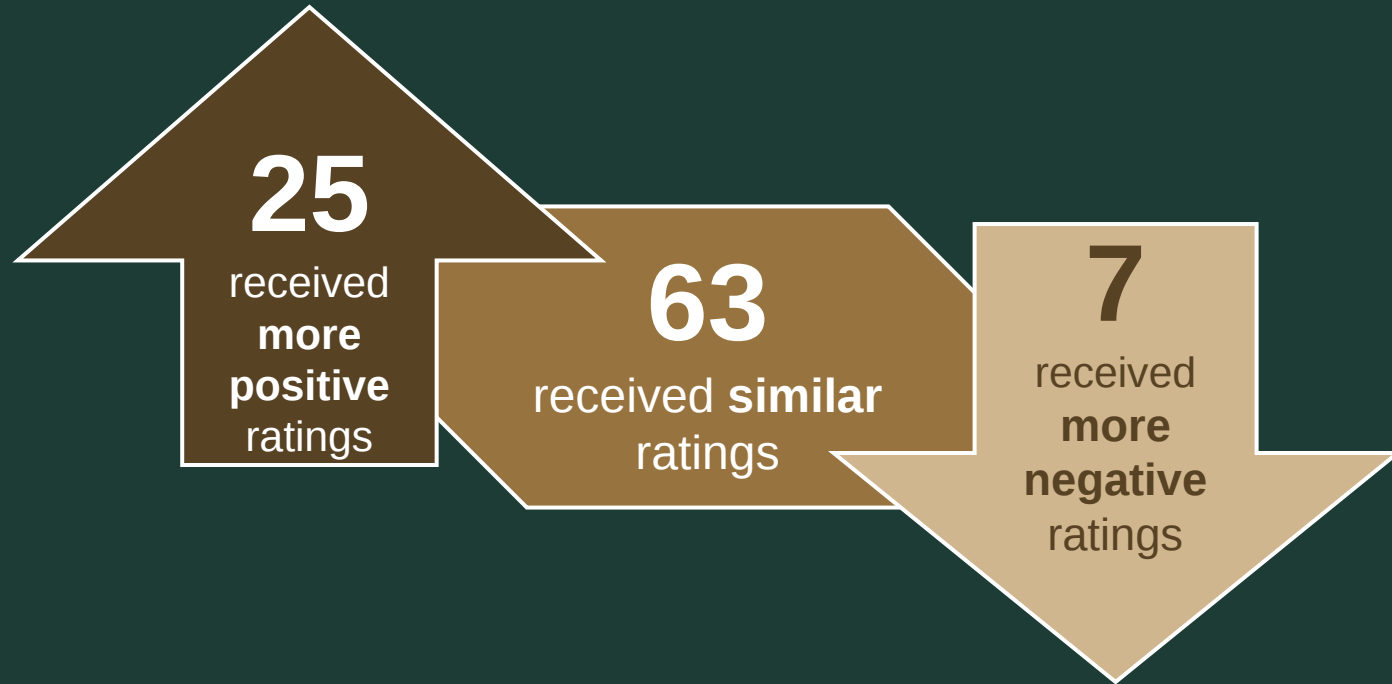
Balancing Quality and Importance



Comparisons to National Benchmarks



Comparisons to 2019 County Data



Survey Highlights

Key Finding #1:

**Residents
appreciate Allegan
County's natural
environment and
recreational
opportunities**

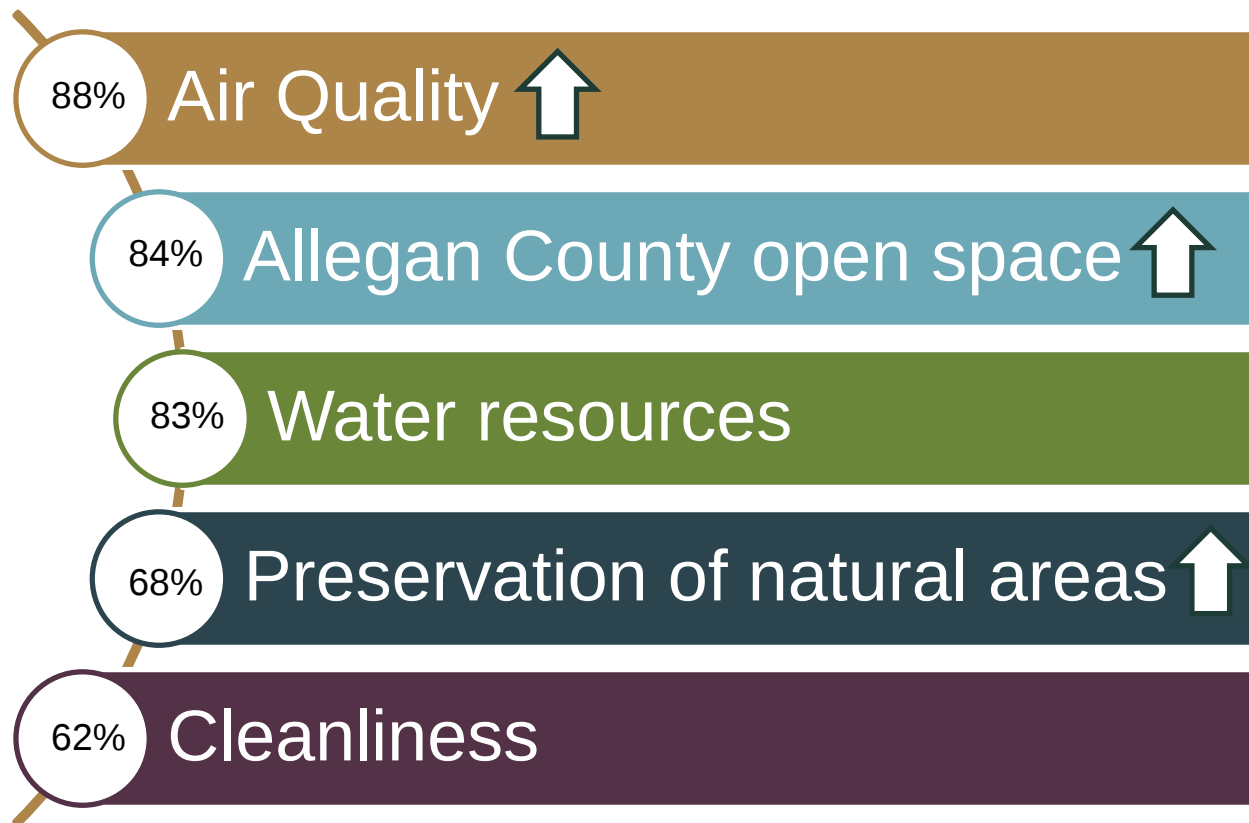
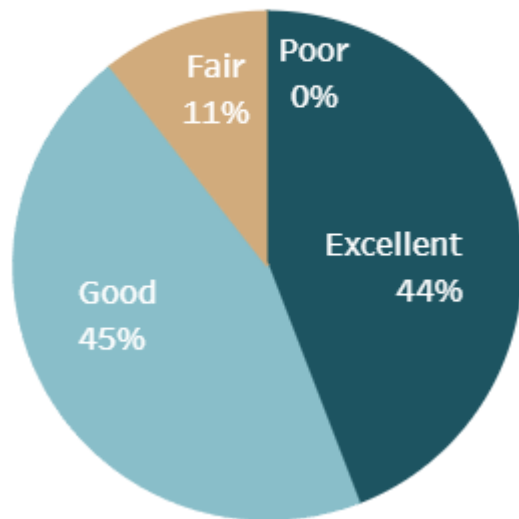


Allegan County's Natural Environment



Significant increase
from 2019

Overall quality of natural
environment in Allegan County,
2022



Percent excellent or good

Parks and Recreation

↑ Increased from 2019



75%

Recreational
opportunities



74%

Overall
quality of
parks and
recreational
opportunities



60%

Availability
of paths
and
walking
trails



55%

Recreation
centers or
facilities



53%

Fitness
opportunities



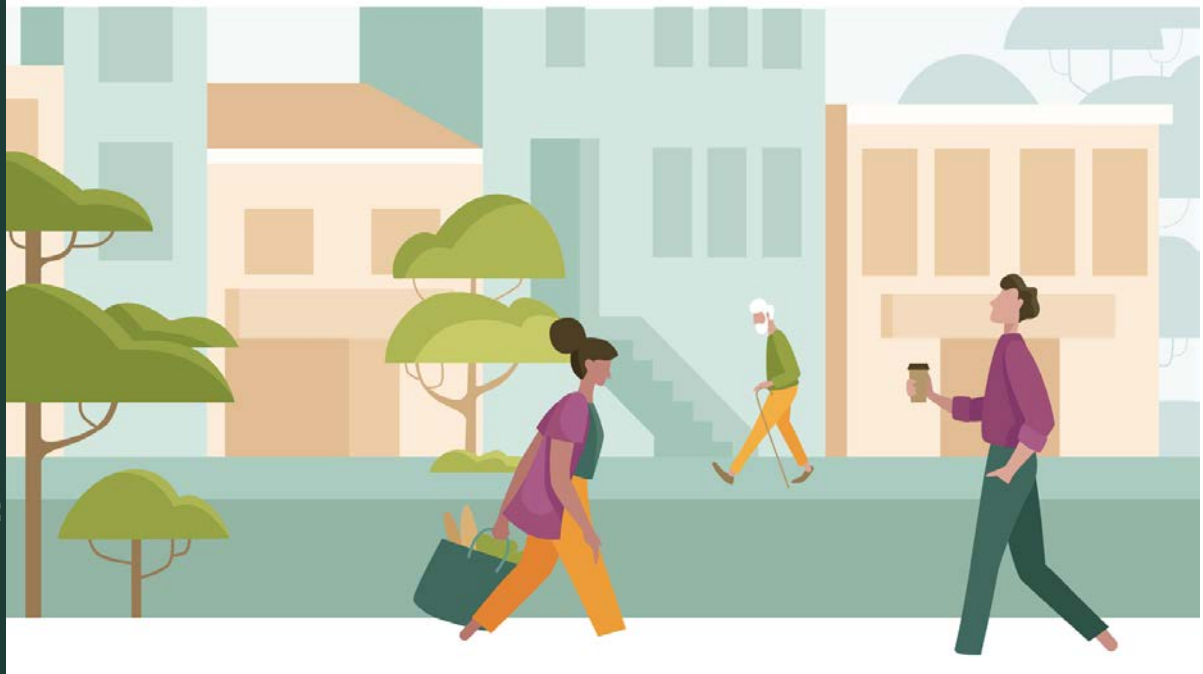
50%

Recreation
programs or
classes

Percent excellent or good

Key Finding #2:

While there have been small gains in the local economy, it remains an area of opportunity.



Allegan County Economy



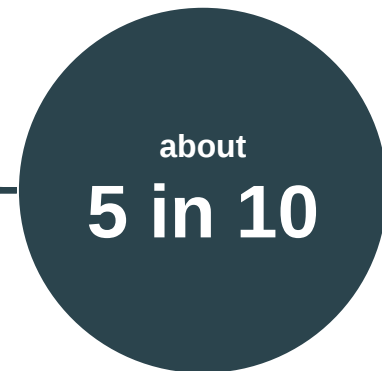
Increased from 2019



- Allegan County as a place to visit
- Overall quality of business and service establishments 
- Allegan County as a place to work 

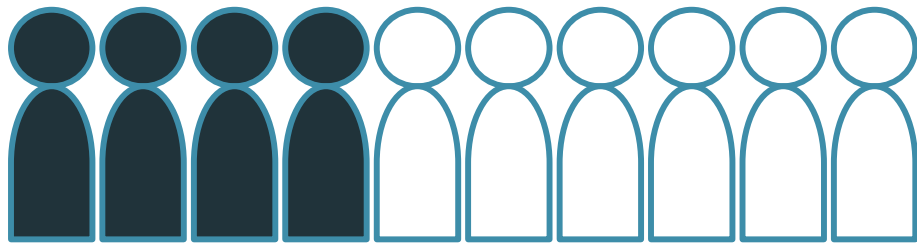
Percent excellent or good

- Cost of living
- Variety of business and service establishments
-  Economic development



Percent excellent or good

Allegan County Economy

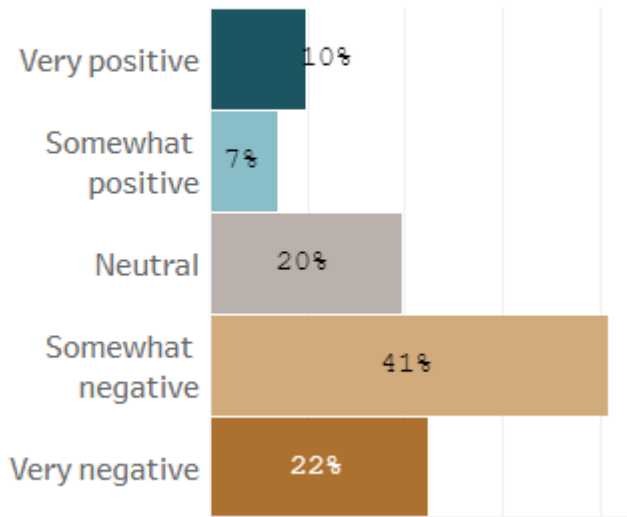


About

4 in 10

residents gave **excellent** or **good** ratings to the overall economic health of Allegan County

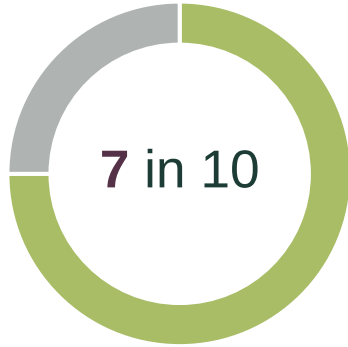
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



Key Finding #3:

**Allegan County's
engagement is on
the rise, and
residents feel a
strong sense of
community**

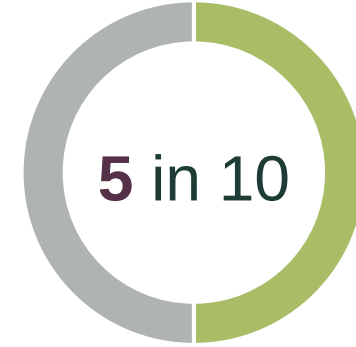




- A place to raise children
- A place to retire
- Sense of community



- Making all residents feel welcome
- Valuing/respecting residents from a diverse background
- Opportunities to volunteer



- Opportunities to participate in social events and activities
- Neighborliness of residents
- Opportunities to participate in community matters
- Resident's connection and engagement with their community



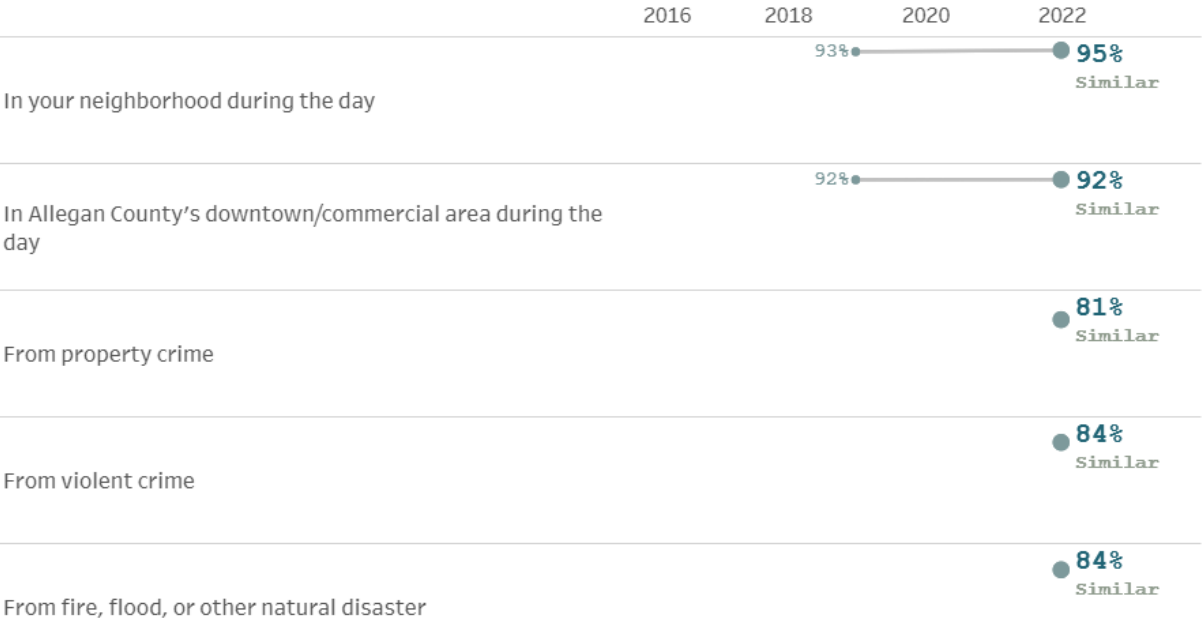
Key Finding #4:

The majority of residents continue to perceive Allegan County as a safe place to live.



Safety in Allegan County

Please rate how safe or unsafe you feel:
(% very or somewhat safe)



Overall feeling of safety in Allegan County, 2022



Please rate the quality of each of the following services in Allegan County.
(% excellent or good)



Safety Services in Allegan County



91%

Fire
services



89%

Ambulance/
Emergency
medical
services



76%

Sheriff
services



75%

Fire
prevention
and
education



67%

Crime
prevention



66%

Animal
control

Percent excellent or good

Additional Special Topics

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

	<u>Major problem</u>	<u>Moderate problem</u>	<u>Minor problem</u>	<u>Not a problem</u>	<u>Don't know</u>
Animal problems (animals running at large, barking dogs)	1	2	3	4	5
Traffic problems (e.g., residential speeding, aggressive drivers)	1	2	3	4	5
School safety (e.g., bullying, fighting, or weapons)	1	2	3	4	5
Domestic violence (adult)	1	2	3	4	5
Sexual assault/rape (adult)	1	2	3	4	5
Elder abuse and financial crimes against the elderly	1	2	3	4	5
Driving under the influence (i.e., alcohol or drugs)	1	2	3	4	5
Underage drinking	1	2	3	4	5
Drug abuse (e.g., manufacture, sale, or use of illegal/prescription drugs)	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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, Headstart, 20 Hands, Mental Health)	1	2	3	4	5

15. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the County government and its activities, events and services:

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
County Meeting online (Zoom or YouTube)	1	2	3
Local newspapers	1	2	3
County website (allegancounty.org)	1	2	3
County email notifications	1	2	3
Social media (e.g., Facebook, Twitter)	1	2	3
County communications via U.S. mail	1	2	3
Talking with County officials or County staff, or attending public meetings	1	2	3
Word of mouth	1	2	3

Additional Special Topics

16. If you had a choice, which housing option would you prefer? Then, please tell us which is your current housing situation.

	Strongly prefer	Somewhat prefer	Do not prefer	Current situation
Own a house.....	1	2	3	○
Rent a house.....	1	2	3	○
Own a condominium.....	1	2	3	○
Rent an apartment.....	1	2	3	○
Own a mobile home.....	1	2	3	○
Rent a mobile home.....	1	2	3	○

17. If you had a choice, would you prefer to keep your current housing situation?

○ No ○ Yes ○ Don't know

18. If you were considering a move within Allegan County, how much a barrier, if any, would each of the following be in your decision to move?

	Major barrier	Somewhat of barrier	Not a barrier	N/A
I can't find housing that is affordable in Allegan County.....	1	2	3	4
I can't find housing that is large enough/meets my sizing needs in Allegan County.....	1	2	3	4
Cost of moving (hiring movers, transport, etc.).....	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

19. Do you currently subscribe to internet at home?

○ No (Skip to question 23) ○ Yes (Go to question 20, skip question 23)

20. If yes, please tell us how you access internet at home. (Select all that apply)

○ Cable ○ DSL ○ Fiber ○ Satellite ○ Fixed wireless ○ Cell phone ○ Mobile Hotspot

21. If yes, please tell us how you use the internet at home. (Select all that apply)

○ School ○ Work ○ Video conferencing ○ Tele-medicine ○ Home monitoring ○ Video/TV streaming

22. If yes, please tell us of any challenges with internet in your home: (Select all that apply)

○ Cost ○ Reliability ○ Too slow ○ None

23. If no, please tell us why:

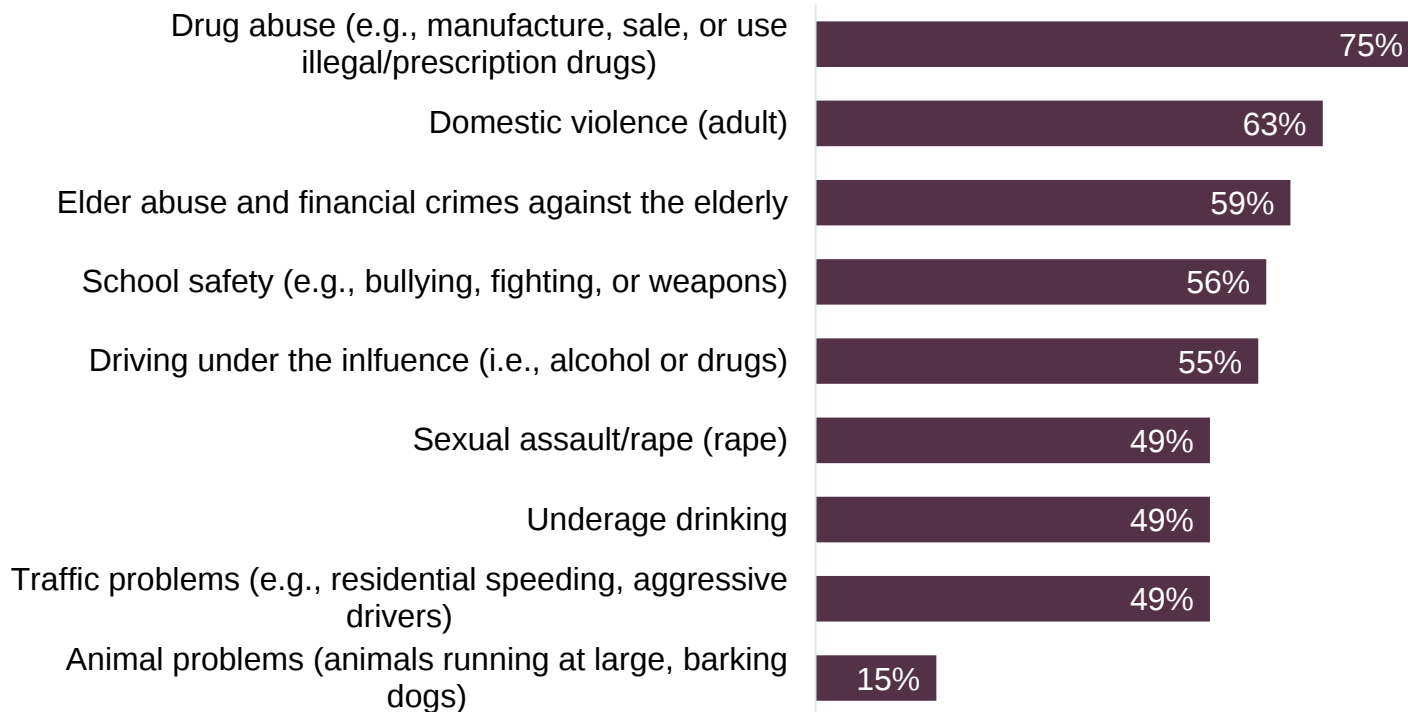
○ Not available ○ Cost ○ Do not want it

24. 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

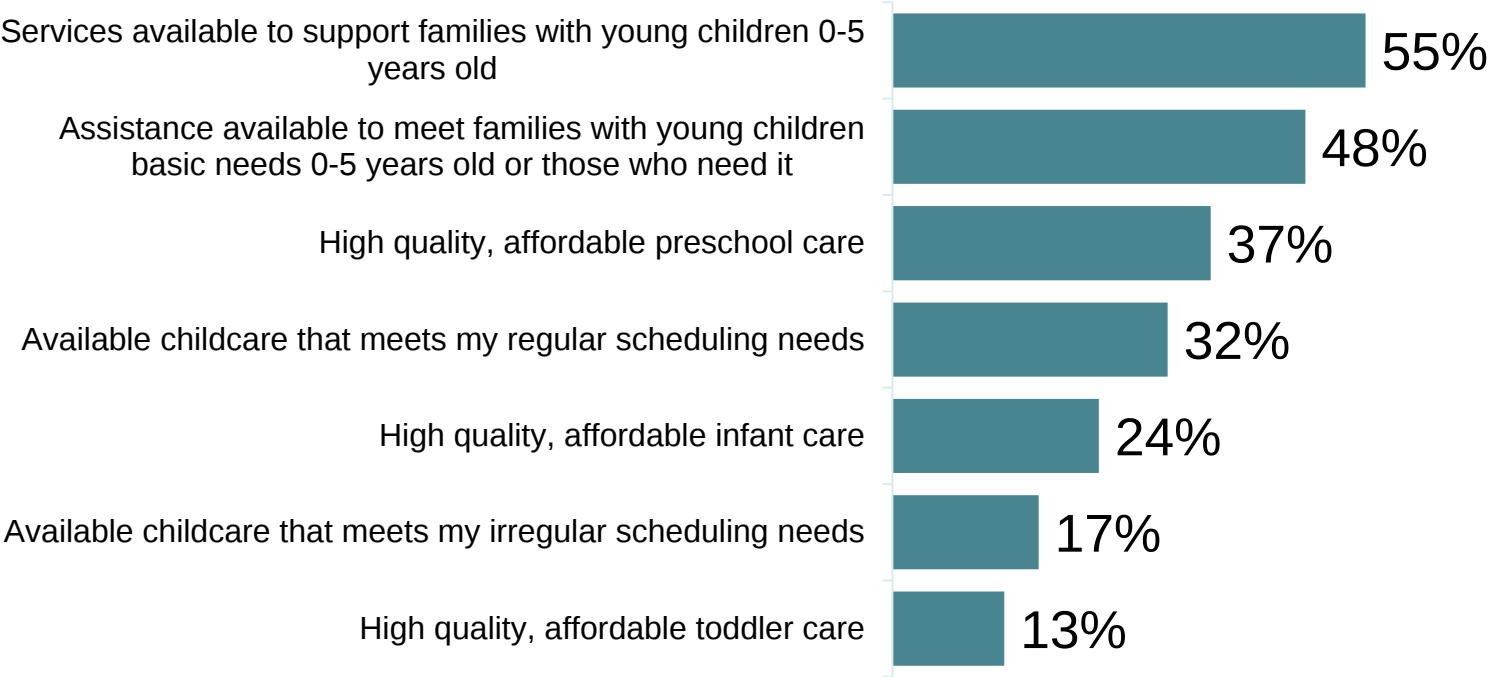
City Priorities

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



Percent major or moderate problem

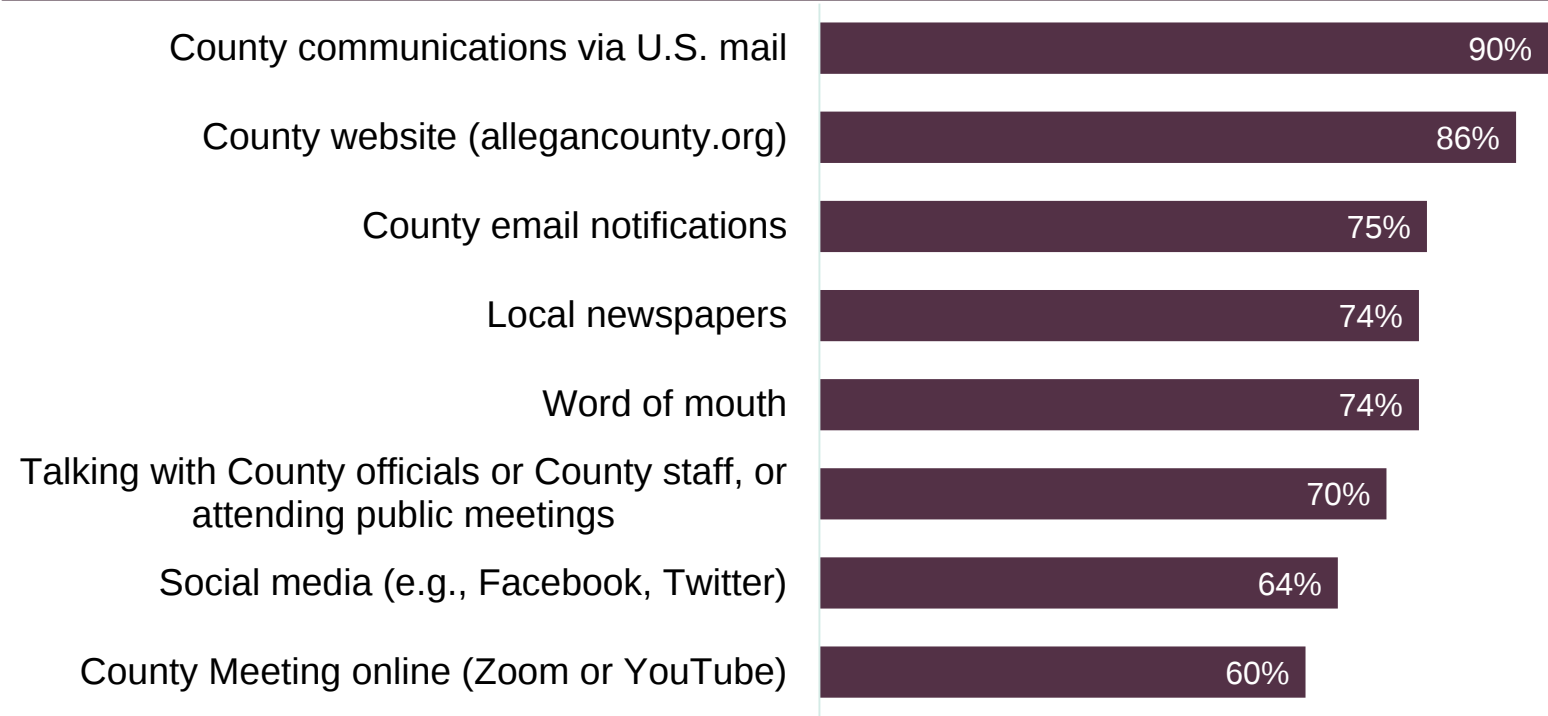
Overall, how would you rate each of the following in Allegan County?



Percent excellent or good

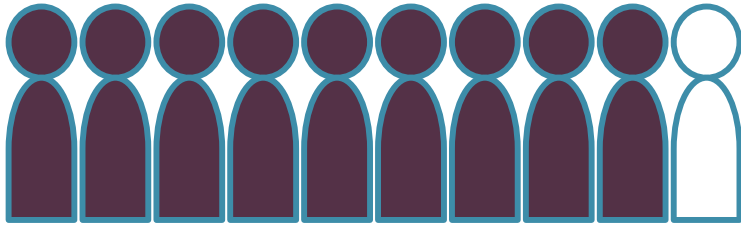
Sources of Information

Please indicate how much of a source, if at all, you consider each of the following for obtaining information about the County government and its activities, events and services



Percent major or minor source

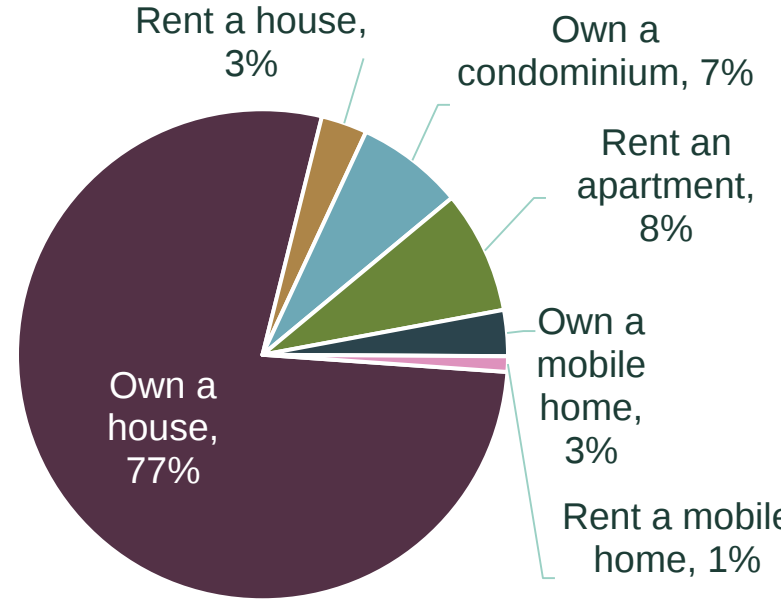
Housing in Allegan County



About
9 in 10

Strongly or somewhat prefer to
own a house and keep their
current housing situation

Current housing situation

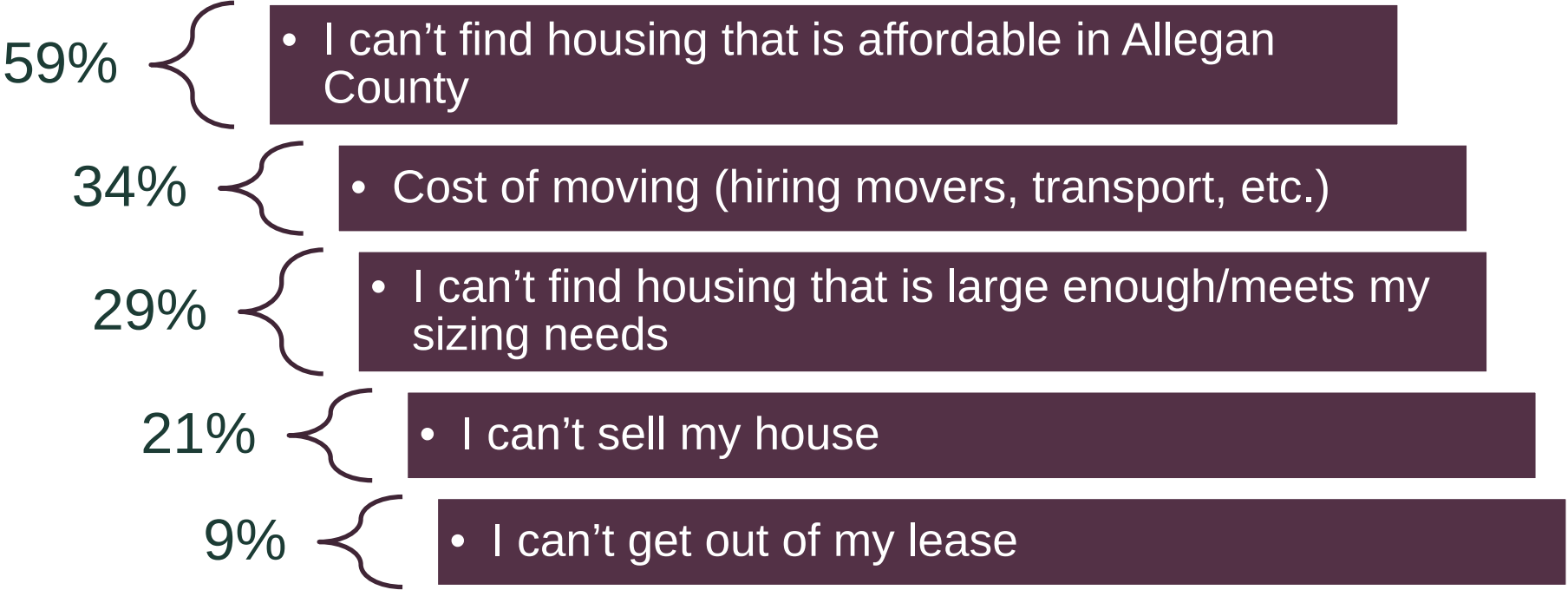


**about one-quarter of
residents also prefer:**

- Owning a condominium
- Renting a house
- Owning a mobile home

Moving Barriers

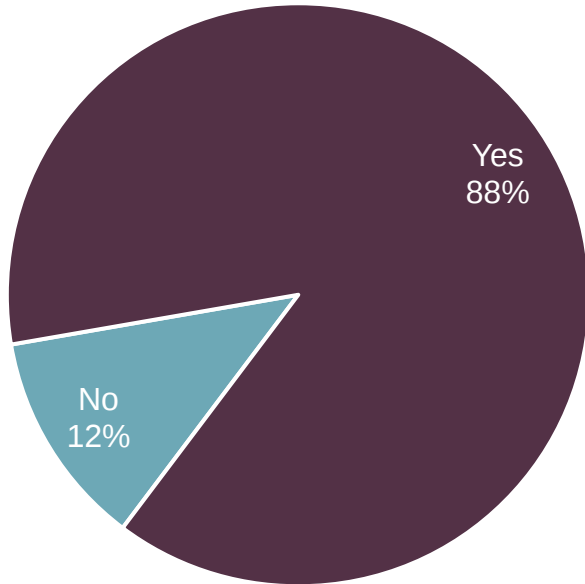
If you were considering a move within Allegan County, how much of a barrier, if any, would each of the following be in your decision to move?



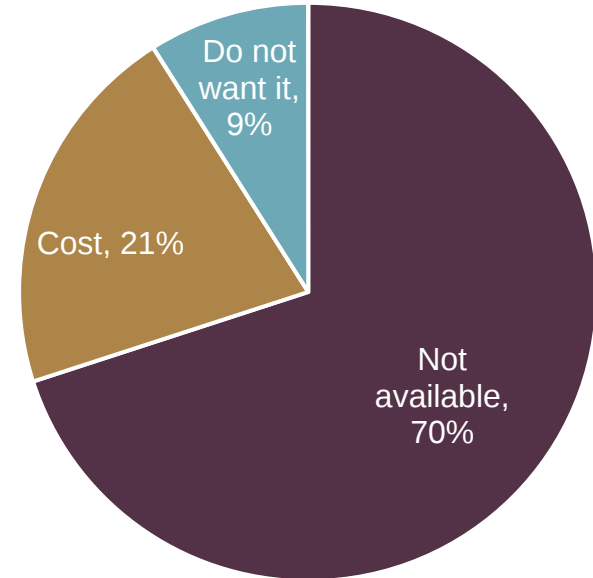
Percent major or somewhat of a barrier

Internet Access

Do you currently subscribe to the internet at home?

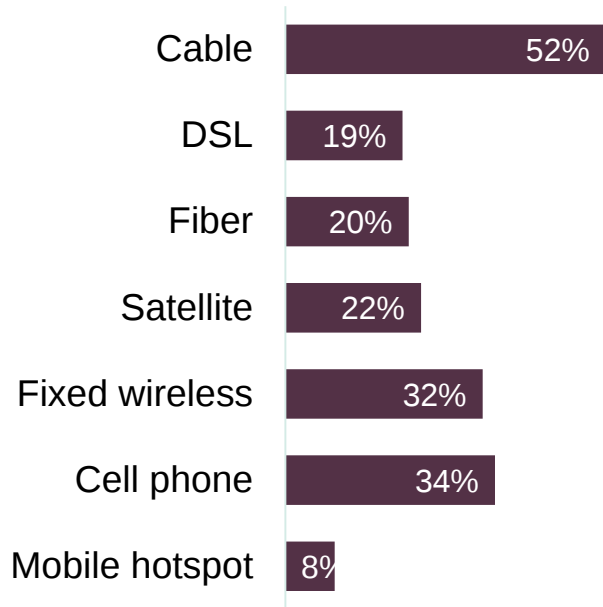


If no, please tell us why:

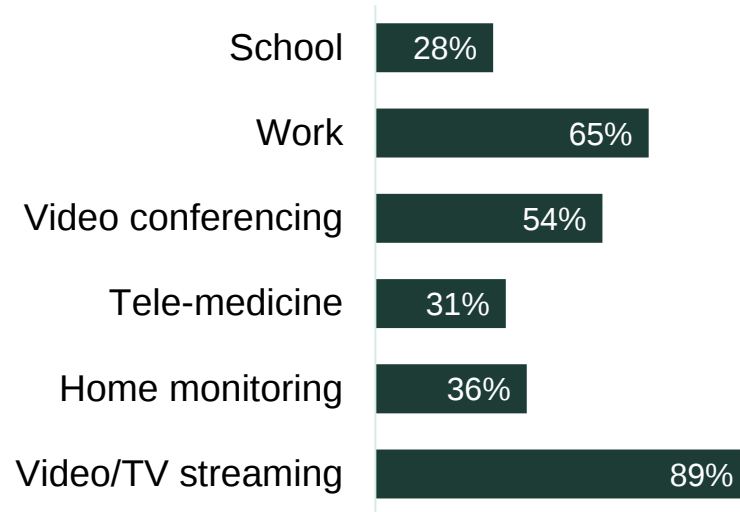


Internet service and uses

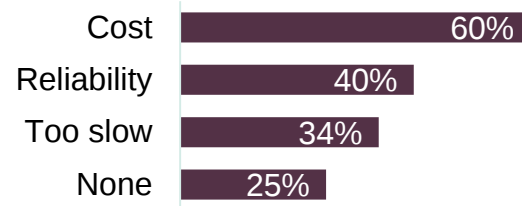
If yes, how do you access internet at home.
(Select all that apply)



If yes, please tell us how you use the internet at home (Select all that apply)

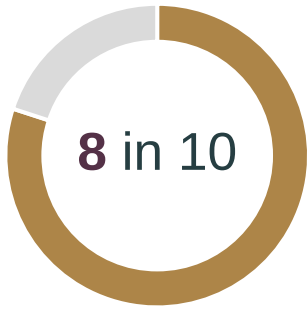


If yes, please tell us of any challenges with internet in your home: (Select all that apply)

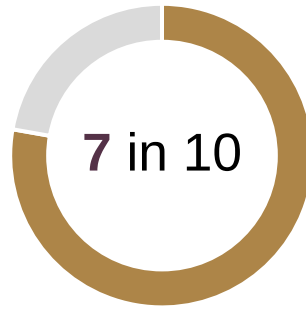


Recycling

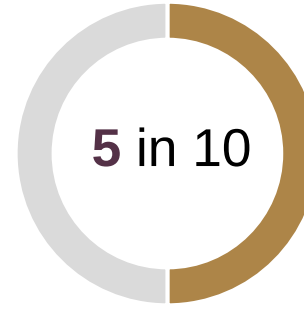
In general, when considering recycling:



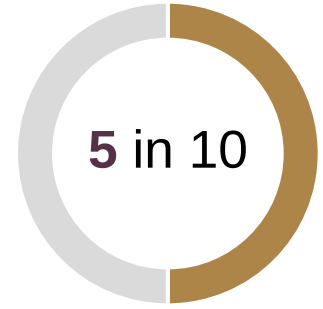
Is recycling and materials management important to you?



Are you satisfied with the recycling services available to you?



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



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.)?

Conclusions

1. Residents appreciate Allegan County's natural environment and recreational opportunities.
2. While there have been small gains in the local economy, it remains an area of opportunity.
3. Allegan County's engagement is on the rise, and residents feel a strong sense of community.
4. The majority of residents continue to perceive Allegan County as a safe place to live.



Next Steps

After analyzing the results, we recommend using Polco to dig deeper into the following topics, with smaller more focused surveys.

- **Public transportation use**
- **Community design and housing**
- **Child Care & early childhood education**
- **Health services and concerns**
- **Broadband internet access**
- **Recycling services**
- **Older Adult needs and services**

Recommendations for Ongoing Engagement



- Community Appearance
- Health Services and Concerns
- Problems, Issues and Priorities
- Mobility: Transit Use
- Older Adult Needs
- Child Care & Youth Programs





Continue Engagement Through The Policy Lifecycle

Don't let the community input and dialogue conclude with the survey.



Identify Sentiment Baselines and Trends

- Conduct annual surveys, performance metric checks, and other broadly-scoped questionnaires for feedback
- Establish a baseline understanding and discover new trends in sentiment

"How satisfied are you with (parks, roads, transportation, economic development)?"

"How would you rank our community as a place to live?"



Crowdsource Concerns, Brainstorm Ideas

- Seek community input through structured discussions that uncover new ideas and solutions
- Tap individual perspectives and wisdom often unheard at town halls

"What sort of amenities would you like to see more of downtown?"

"What events would you like to see more of being held on a Friday Night?"



Prioritize Initiatives and Alternatives

- Engage your constituents on fund allocation exercises and participatory budgeting projects
- Determine community priority areas that may require additional focus

"How would you allocate next year's budget across the following initiatives?"

"Which of the following options for an aquatic center would you prefer?"



Collect Verified Input on Specific Proposals

- Receive citable input on hot topic issues that consume open listening sessions
- Gauge final community sentiment before beginning on costly, controversial projects

"Would you be willing to pay \$3.18 a month more for bi-weekly curbside recycling?"

"Do you believe we should be using pesticides on public property?"

Identify opportunities for improvement. Engage along the way to cultivate buy-in. Demonstrate progress. Repeat.



It's Easy To Continue To Engage Your Panel

Post

Manager
Oshkosh, WI

01/19/2018 | Open

What would you prefer the City of Oshkosh do with the remaining 70 acres of Lakeshore Municipal Golf Course property following the sale of a portion of the golf course to Oshkosh Corporation?

☐ Develop a community park with a variety of park and recreation uses.

☐ Develop a 9-hole "executive style" golf course, which is a shortened, lower par course.

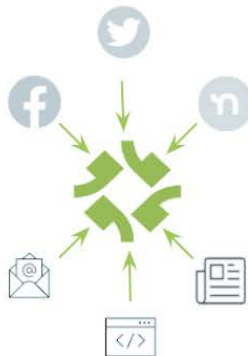
SUBMIT

Learn more about this

1627

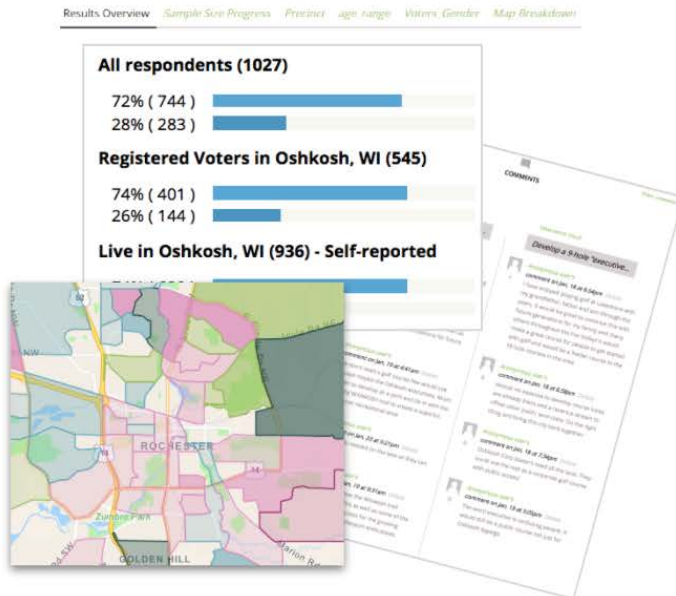
- Library of professional civic content
- Easily post custom surveys & polls

Share



- Representative samples of households
- Accumulating residents on digital panels

Analyze



- Maps, trendlines and dashboards
- Advanced benchmarking analyses



The Process To Deliver Great Outcomes



More participation



Good government



More informed participation



Data driven performance management

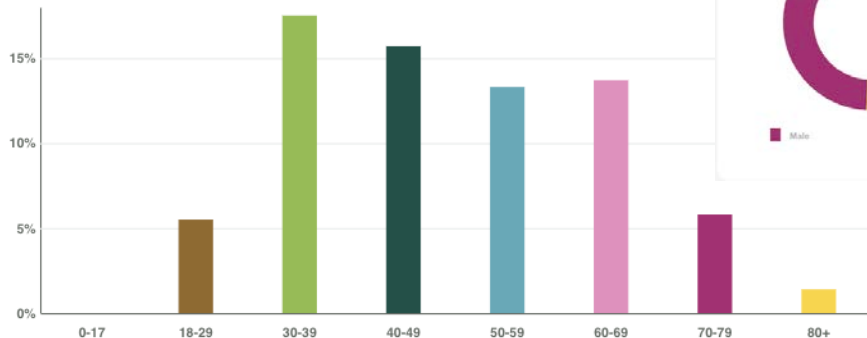


Better balanced participation



Save staff time and effort

Representativeness By Age
27.2% unknown



Representativeness By Gender
25.5% unknown



Total Responses

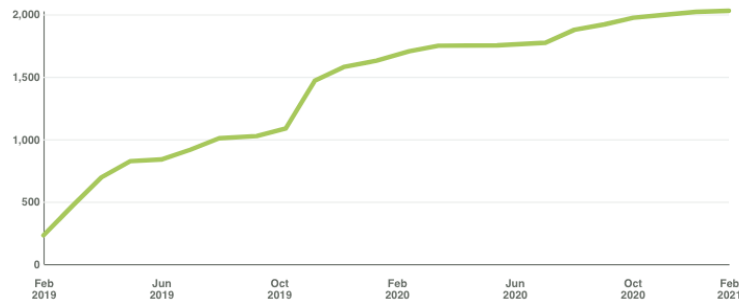
What's This?

15,301

195%
in the last 30 days

Subscriber Growth Over Time (per month)

What's This?



Poico

Oshkosh (View Profile | Edit Profile)

Dashboard

Content

Outreach

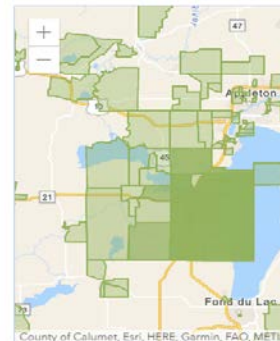
Premium

Superadmin

Configuration

Dashboard

Subscriber Locations



Subscriber Growth Over Time

Questions?

Thank you!

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Polco/National Research Center
joe@polco.us
(608) 828-8842



Polco



NRC