

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

**Piqua, OH**  
Trends over Time

2015



2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863



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777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2015 ratings for the City of Piqua to its previous survey results in 2012. Additional reports and technical appendices are available under separate cover.

Trend data for Piqua represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2012 and 2015 surveys, otherwise the comparison between 2012 and 2015 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Piqua for 2015 generally remained stable. Of the 87 items for which comparisons were available, 58 items were rated similarly in 2012 and 2015, 10 items showed a decrease in ratings and 19 showed an increase in ratings. Notable trends over time included the following:

- In 2015, results in Community Characteristics were similar to or higher than results in 2012. Most ratings were similar between years and 9 items had higher ratings in 2015, spread across the facets of Mobility, Natural Environment, Built Environment, Recreation and Wellness and Education and Enrichment.
- Trends in the pillar of Governance between 2012 and 2015 were largely stable with mixed trends where they were observed. Compared to 2012, lower ratings were seen in 2015 for customer service, emergency preparedness, power utility and land use, planning and zoning. Ratings improved during the same period for traffic enforcement, recycling, yard waste pick-up and storm drainage, and more residents felt positive about the overall direction of the City.
- While the majority of results related to Participation were similar in 2012 and 2015, some lower ratings were seen in the facets of Education and Enrichment and Community Engagement, and for visits to City parks in the facet of Recreation and Wellness. Still, compared to 2012, more residents had voted in local elections, recycled at home and felt that the economy would have a positive impact on their household income. Compared to 2012, residents in 2015 were more likely to recommend Piqua and had plans to remain in Piqua.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2012	Comparison to benchmark	
	2012	2015		2012	2015
Overall quality of life	43%	47%	Similar	Much lower	Much lower
Overall image	23%	25%	Similar	Much lower	Much lower
Place to live	50%	52%	Similar	Much lower	Much lower
Neighborhood	60%	59%	Similar	Much lower	Lower
Place to raise children	49%	53%	Similar	Much lower	Much lower
Place to retire	34%	34%	Similar	Much lower	Much lower
Overall appearance	32%	36%	Similar	Much lower	Much lower

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2012	Comparison to benchmark	
		2012	2015		2012	2015
Safety	Overall feeling of safety	NA	58%	NA	NA	Lower
	Safe in neighborhood	90%	88%	Similar	Lower	Similar
	Safe downtown/commercial area	90%	87%	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	66%	NA	NA	Similar
	Paths and walking trails	77%	84%	Higher	Much higher	Higher
	Ease of walking	70%	75%	Similar	Higher	Similar
	Travel by bicycle	70%	76%	Similar	Much higher	Higher
	Travel by car	51%	67%	Higher	Lower	Similar
	Public parking	NA	53%	NA	NA	Similar
	Traffic flow	51%	57%	Similar	Higher	Similar
	Overall natural environment	43%	56%	Higher	Much lower	Lower
Natural Environment	Cleanliness	33%	36%	Similar	Much lower	Much lower
	Air quality	51%	69%	Higher	Much lower	Similar
Built Environment	Overall built environment	NA	35%	NA	NA	Lower
	New development in Piqua	20%	33%	Higher	Much lower	Lower
	Affordable quality housing	34%	35%	Similar	Similar	Similar
	Housing options	32%	36%	Similar	Much lower	Lower
	Public places	NA	44%	NA	NA	Lower
Economy	Overall economic health	NA	25%	NA	NA	Much lower
	Vibrant downtown/commercial area	NA	33%	NA	NA	Similar
	Business and services	34%	40%	Similar	Much lower	Lower
	Cost of living	NA	42%	NA	NA	Similar
	Shopping opportunities	35%	32%	Similar	Much lower	Lower
	Employment opportunities	14%	18%	Similar	Much lower	Lower
	Place to visit	NA	27%	NA	NA	Much lower
	Place to work	30%	28%	Similar	Much lower	Much lower
	Health and wellness	NA	44%	NA	NA	Lower
	Mental health care	NA	33%	NA	NA	Lower
Recreation and Wellness	Preventive health services	38%	43%	Similar	Much lower	Lower
	Health care	38%	48%	Higher	Much lower	Similar
	Food	48%	48%	Similar	Much lower	Lower
	Recreational opportunities	24%	54%	Higher	Much lower	Lower
	Fitness opportunities	NA	66%	NA	NA	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2012	Comparison to benchmark	
		2012	2015		2012	2015
Education and Enrichment	Religious or spiritual events and activities	63%	67%	Similar	Much lower	Similar
	Cultural/arts/music activities	27%	43%	Higher	Much lower	Similar
	Adult education	NA	68%	NA	NA	Similar
	K-12 education	59%	64%	Similar	Lower	Similar
	Child care/preschool	37%	52%	Higher	Lower	Similar
Community Engagement	Social events and activities	41%	45%	Similar	Much lower	Lower
	Neighborhoodness	NA	39%	NA	NA	Lower
	Openness and acceptance	49%	45%	Similar	Much lower	Lower
	Opportunities to participate in community matters	42%	47%	Similar	Much lower	Lower
	Opportunities to volunteer	56%	56%	Similar	Much lower	Lower

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2012	Comparison to benchmark	
	2012	2015		2012	2015
Services provided by Piqua	48%	49%	Similar	Much lower	Lower
Customer service	69%	58%	Lower	Lower	Lower
Value of services for taxes paid	34%	34%	Similar	Much lower	Lower
Overall direction	26%	36%	Higher	Much lower	Lower
Welcoming citizen involvement	29%	32%	Similar	Much lower	Lower
Confidence in City government	NA	27%	NA	NA	Lower
Acting in the best interest of Piqua	NA	27%	NA	NA	Lower
Being honest	NA	30%	NA	NA	Lower
Treating all residents fairly	NA	30%	NA	NA	Lower
Services provided by the Federal Government	30%	29%	Similar	Much lower	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2015 rating compared to 2012	Comparison to benchmark	
		2012	2015		2012	2015
Safety	Police	68%	70%	Similar	Lower	Similar
	Fire	86%	90%	Similar	Lower	Similar
	Ambulance/EMS	87%	90%	Similar	Similar	Similar
	Crime prevention	49%	55%	Similar	Much lower	Similar
	Fire prevention	67%	70%	Similar	Lower	Similar
	Animal control	NA	35%	NA	NA	Lower
	Emergency preparedness	51%	42%	Lower	Much lower	Lower
Mobility	Traffic enforcement	48%	58%	Higher	Much lower	Similar
	Street repair	17%	13%	Similar	Much lower	Much lower
	Street cleaning	41%	36%	Similar	Much lower	Lower
	Street lighting	55%	56%	Similar	Similar	Similar
	Snow removal	37%	38%	Similar	Much lower	Lower
	Sidewalk maintenance	26%	26%	Similar	Much lower	Much lower
	Traffic signal timing	36%	41%	Similar	Much lower	Similar
Natural Environment	Garbage collection	76%	80%	Similar	Lower	Similar
	Recycling	73%	81%	Higher	Similar	Similar
	Yard waste pick-up	63%	72%	Higher	Lower	Similar
	Drinking water	43%	45%	Similar	Much lower	Lower
	Natural areas preservation	50%	44%	Similar	Lower	Lower
	Open space	NA	36%	NA	NA	Lower

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		Percent rating positively (e.g., excellent/good)		2015 rating compared to 2012	Comparison to benchmark	
		2012	2015		2012	2015
Built Environment	Storm drainage	47%	54%	Higher	Much lower	Similar
	Sewer services	58%	58%	Similar	Much lower	Lower
	Power utility	68%	58%	Lower	Much lower	Lower
	Utility billing	NA	40%	NA	NA	Much lower
	Land use, planning and zoning	36%	29%	Lower	Lower	Lower
	Code enforcement	28%	22%	Similar	Much lower	Much lower
	Cable television	43%	37%	Similar	Much lower	Lower
Economy	Economic development	17%	21%	Similar	Much lower	Much lower
Recreation and Wellness	City parks	69%	68%	Similar	Much lower	Lower
	Recreation programs	NA	47%	NA	NA	Lower
	Recreation centers	NA	44%	NA	NA	Lower
	Health services	42%	41%	Similar	Much lower	Lower
Education and Enrichment	Special events	NA	50%	NA	NA	Lower
	Public libraries	77%	73%	Similar	Lower	Similar
Community Engagement	Public information	50%	47%	Similar	Much lower	Lower

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2012	Comparison to benchmark	
	2012	2015		2012	2015
Sense of community	43%	36%	Lower	Much lower	Lower
Recommend Piqua	54%	61%	Higher	Much lower	Much lower
Remain in Piqua	66%	74%	Higher	Much lower	Similar
Contacted Piqua employees	52%	45%	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2012	Comparison to benchmark	
		2012	2015		2012	2015
Safety	Stocked supplies for an emergency	NA	36%	NA	NA	Similar
	Did NOT report a crime	NA	64%	NA	NA	Lower
	Was NOT the victim of a crime	82%	81%	Similar	Lower	Similar
Mobility	Carpooled instead of driving alone	NA	34%	NA	NA	Similar
	Walked or biked instead of driving	NA	55%	NA	NA	Similar
Natural Environment	Conserved water	NA	78%	NA	NA	Similar
	Made home more energy efficient	NA	84%	NA	NA	Similar
	Recycled at home	79%	87%	Higher	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	34%	NA	NA	Lower
	NOT under housing cost stress	68%	71%	Similar	Higher	Similar
Economy	Purchased goods or services in Piqua	NA	96%	NA	NA	Similar
	Economy will have positive impact on income	14%	24%	Higher	Similar	Similar
	Work in Piqua	NA	41%	NA	NA	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2012	Comparison to benchmark	
		2012	2015		2012	2015
Recreation and Wellness	Used Piqua recreation centers	NA	55%	NA	NA	Similar
	Visited a City park	87%	79%	Lower	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	75%	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	78%	NA	NA	Similar
	In very good to excellent health	NA	48%	NA	NA	Similar
Education and Enrichment	Used Piqua public libraries	70%	62%	Lower	Similar	Similar
	Participated in religious or spiritual activities	53%	40%	Lower	Similar	Similar
	Attended a City-sponsored event	NA	54%	NA	NA	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	17%	NA	NA	Similar
	Contacted Piqua elected officials	NA	17%	NA	NA	Similar
	Volunteered	36%	31%	Similar	Much lower	Lower
	Participated in a club	27%	24%	Similar	Lower	Similar
	Talked to or visited with neighbors	NA	91%	NA	NA	Similar
	Done a favor for a neighbor	NA	82%	NA	NA	Similar
	Attended a local public meeting	20%	10%	Lower	Much lower	Lower
	Watched a local public meeting	49%	35%	Lower	Much higher	Similar
	Read or watched local news	NA	85%	NA	NA	Similar
	Voted in local elections	68%	78%	Higher	Lower	Similar