

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

## Suwanee, GA

Dashboard Summary of Findings

2014



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# 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 summarizes Suwanee’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Suwanee’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Broadly, most aspects of Community Characteristics, Governance and Participation received positive ratings. Community Characteristics saw exceptionally high ratings for Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement. Within Governance, similarly high ratings were seen for Natural Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement. Built Environment and Recreation and Wellness also saw especially good ratings within Participation. Ratings within the pillars of Community Characteristics and Governance across most of the facets were stronger than were ratings of Participation. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

|                          | Community Characteristics |         |       | Governance |         |       | Participation |         |       |
|--------------------------|---------------------------|---------|-------|------------|---------|-------|---------------|---------|-------|
|                          | Higher                    | Similar | Lower | Higher     | Similar | Lower | Higher        | Similar | Lower |
| Overall                  | 37                        | 14      | 0     | 23         | 21      | 1     | 7             | 19      | 5     |
| General                  | 6                         | 1       | 0     | 1          | 4       | 0     | 1             | 1       | 1     |
| Safety                   | 1                         | 2       | 0     | 1          | 5       | 0     | 0             | 3       | 0     |
| Mobility                 | 2                         | 5       | 0     | 4          | 3       | 1     | 0             | 2       | 1     |
| Natural Environment      | 3                         | 0       | 0     | 3          | 3       | 0     | 0             | 3       | 0     |
| Built Environment        | 5                         | 0       | 0     | 2          | 3       | 0     | 1             | 1       | 0     |
| Economy                  | 7                         | 1       | 0     | 1          | 0       | 0     | 1             | 1       | 1     |
| Recreation and Wellness  | 4                         | 3       | 0     | 2          | 2       | 0     | 2             | 0       | 0     |
| Education and Enrichment | 4                         | 2       | 0     | 1          | 1       | 0     | 1             | 0       | 1     |
| Community Engagement     | 5                         | 0       | 0     | 8          | 0       | 0     | 1             | 8       | 1     |

| Legend |         |
|--------|---------|
|        | Higher  |
|        | Similar |
|        | Lower   |

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Figure 2: Detailed Dashboard

|                     | Community Characteristics     | Trend | Benchmark | Percent positive | Governance                                      | Trend | Benchmark | Percent positive | Participation                                 | Trend | Benchmark | Percent positive |
|---------------------|-------------------------------|-------|-----------|------------------|---|-------|-----------|------------------|---|-------|-----------|------------------|
| General             | Overall appearance            | ↔     | ↑↑        | 94%              | Customer service                                | ↔     | ↔         | 87%              | Recommend Suwanee                             | ↔     | ↑         | 97%              |
|                     | Overall quality of life       | ↔     | ↑         | 96%              | Services provided by Suwanee                    | ↔     | ↑         | 91%              | Remain in Suwanee                             | ↔     | ↔         | 91%              |
|                     | Place to retire               | ↔     | ↑         | 78%              | Services provided by Gwinnett County Government | ↔     | ↔         | 65%              | Contacted Suwanee employees                   | ↔     | ↓         | 32%              |
|                     | Place to raise children       | ↔     | ↑         | 97%              | Services provided by the State Government       | ↔     | ↔         | 43%              |   |       |           |                  |
|                     | Place to live                 | ↔     | ↑         | 98%              | Services provided by the Federal Government     | ↔     | ↔         | 37%              |   |       |           |                  |
|                     | Neighborhood                  | ↔     | ↔         | 91%              |   |       |           |                  |   |       |           |                  |
| Safety              | Overall image                 | ↔     | ↑↑        | 94%              |   |       |           |                  |   |       |           |                  |
|                     | Overall feeling of safety     | *     | ↑         | 94%              | Police  | ↔     | ↔         | 86%              | Was NOT the victim of a crime                 | ↔     | ↔         | 91%              |
|                     | Safe in neighborhood          | ↔     | ↔         | 97%              | Crime prevention                                | ↔     | ↑         | 84%              | Did NOT report a crime                        | *     | ↔         | 84%              |
|                     | Safe downtown/commercial area | ↔     | ↔         | 96%              | Fire  | ↔     | ↔         | 92%              | Stocked supplies for an emergency             | *     | ↔         | 31%              |
|                     |                               |       |           |                  | Fire prevention                                 | ↔     | ↔         | 82%              |   |       |           |                  |
|                     |                               |       |           |                  | Ambulance/EMS                                   | ↔     | ↔         | 95%              |   |       |           |                  |
| Mobility            |                               |       |           |                  | Animal control                                  | ↔     | ↔         | 71%              |   |       |           |                  |
|                     | Traffic flow                  | ↔     | ↔         | 48%              | Traffic enforcement                             | ↔     | ↔         | 75%              | Carpooled instead of driving alone            | *     | ↔         | 39%              |
|                     | Travel by car                 | ↔     | ↔         | 71%              | Street repair                                   | ↔     | ↑         | 68%              | Walked or biked instead of driving            | *     | ↔         | 49%              |
|                     | Travel by bicycle             | ↔     | ↔         | 65%              | Street cleaning                                 | ↔     | ↑         | 80%              | Used public transportation instead of driving | *     | ↓↓        | 8%               |
|                     | Ease of walking               | ↔     | ↔         | 67%              | Street lighting                                 | ↑     | ↑         | 79%              |   |       |           |                  |
|                     | Overall ease travel           | *     | ↔         | 80%              | Snow removal                                    | ↔     | ↔         | 53%              |   |       |           |                  |
|                     | Public parking                | *     | ↑         | 70%              | Sidewalk maintenance                            | ↔     | ↑         | 73%              |   |       |           |                  |
| Natural Environment | Paths and walking trails      | ↔     | ↑↑        | 85%              | Traffic signal timing                           | ↔     | ↔         | 58%              |   |       |           |                  |
|                     |                               |       |           |                  | Bus or transit services                         | ↔     | ↓         | 39%              |   |       |           |                  |
|                     | Overall natural environment   | ↔     | ↑         | 94%              | Garbage collection                              | ↔     | ↔         | 83%              | Recycled at home                              | ↔     | ↔         | 88%              |
|                     | Air quality                   | ↔     | ↑         | 90%              | Recycling                                       | ↔     | ↔         | 81%              | Conserved water                               | *     | ↔         | 83%              |
|                     | Cleanliness                   | ↔     | ↑         | 94%              | Yard waste pick-up                              | ↔     | ↔         | 82%              | Made home more energy efficient               | *     | ↔         | 79%              |
| Built Environment   |                               |       |           |                  | Drinking water                                  | ↔     | ↑         | 83%              |   |       |           |                  |
|                     |                               |       |           |                  | Open space                                      | *     | ↑         | 86%              |   |       |           |                  |
|                     |                               |       |           |                  | Natural areas preservation                      | ↔     | ↑         | 84%              |   |       |           |                  |
|                     | New development in Suwanee    | ↔     | ↑         | 81%              | Sewer services                                  | ↔     | ↔         | 83%              | NOT experiencing housing cost stress          | ↔     | ↔         | 74%              |
|                     | Affordable quality housing    | ↔     | ↑         | 71%              | Storm drainage                                  | ↔     | ↔         | 78%              | Did NOT observe a code violation              | *     | ↑         | 67%              |
|                     |                               |       |           |                  | Land use, planning and zoning                   | ↔     | ↑         | 72%              |   |       |           |                  |
|                     |                               |       |           |                  | Code enforcement                                | ↔     | ↑         | 74%              |   |       |           |                  |
|                     |                               |       |           |                  | Cable television                                | ↔     | ↔         | 53%              |   |       |           |                  |
|                     | Overall built environment     | *     | ↑↑        | 87%              |   |       |           |                  |   |       |           |                  |
|                     | Public places                 | *     | ↑↑        | 88%              |   |       |           |                  |   |       |           |                  |

Legend

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

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|                                  | Community Characteristics                         | Trend | Benchmark | Percent positive | Governance                             | Trend | Benchmark | Percent positive            | Participation                                     | Trend | Benchmark | Percent positive |
|----------------------------------|---|-------|-----------|------------------|--|-------|-----------|-----------------------------|---|-------|-----------|------------------|
| Economy                          | Overall economic health                           | *     | ↑↑        | 89%              | Economic development                   | ↔     | ↑↑        | 83%                         | Economy will have positive impact on income       | ↑     | ↑↑        | 50%              |
|                                  | Shopping opportunities                            | ↔     | ↔         | 61%              |  |       |           |                             | Purchased goods or services in Suwanee            | *     | ↔         | 98%              |
|                                  | Employment opportunities                          | ↔     | ↑         | 51%              |  |       |           |                             | Work in Suwanee                                   | *     | ↓         | 29%              |
|                                  | Place to visit                                    | *     | ↑         | 78%              |  |       |           |                             |   |       |           |                  |
|                                  | Cost of living                                    | *     | ↑         | 67%              |  |       |           |                             |   |       |           |                  |
|                                  | Vibrant downtown/commercial area                  | *     | ↑↑        | 81%              |  |       |           |                             |   |       |           |                  |
|                                  | Place to work                                     | ↔     | ↑         | 83%              |  |       |           |                             |   |       |           |                  |
| Business and services            | ↔   | ↑     | 81%       |                  |  |       |           |                             |   |       |           |                  |
| Recreation and Wellness          | Fitness opportunities                             | *     | ↑         | 89%              | City parks                             | ↔     | ↑         | 96%                         | Used Suwanee recreation centers                   | ↑     | ↑↑        | 78%              |
|                                  | Recreational opportunities                        | ↔     | ↑         | 85%              | Recreation centers                     | ↔     | ↑         | 85%                         | Visited a City park                               | ↔     | ↑         | 96%              |
|                                  | Health care                                       | ↔     | ↔         | 69%              | Recreation programs                    | ↔     | ↔         | 79%                         |   |       |           |                  |
|                                  | Food  | ↔     | ↑         | 79%              | Health services                        | ↓     | ↔         | 72%                         |   |       |           |                  |
|                                  | Mental health care                                | *     | ↔         | 64%              |  |       |           |                             |   |       |           |                  |
|                                  | Health and wellness                               | *     | ↑         | 83%              |  |       |           |                             |   |       |           |                  |
|                                  | Preventive health services                        | ↔     | ↔         | 72%              |  |       |           |                             |   |       |           |                  |
| Education and Enrichment         | K-12 education                                    | ↔     | ↑↑        | 95%              | Public libraries                       | ↔     | ↔         | 90%                         | Participated in religious or spiritual activities | ↔     | ↓         | 37%              |
|                                  | Cultural/arts/music activities                    | ↔     | ↑         | 75%              | Special events                         | *     | ↑↑        | 90%                         | Attended a City-sponsored event                   | *     | ↑↑        | 82%              |
|                                  | Child care/preschool                              | ↔     | ↑↑        | 83%              |  |       |           |                             |   |       |           |                  |
|                                  | Religious or spiritual events and activities      | ↔     | ↔         | 84%              |  |       |           |                             |   |       |           |                  |
|                                  | Adult education                                   | *     | ↔         | 62%              |  |       |           |                             |   |       |           |                  |
| Overall education and enrichment | *   | ↑     | 81%       |                  |  |       |           |                             |   |       |           |                  |
| Community Engagement             | Opportunities to participate in community matters | ↔     | ↑         | 79%              | Public information                     | ↔     | ↑         | 84%                         | Sense of community                                | ↔     | ↑         | 86%              |
|                                  | Opportunities to volunteer                        | ↔     | ↑         | 83%              | Overall direction                      | ↔     | ↑↑        | 91%                         | Voted in local elections                          | ↔     | ↔         | 80%              |
|                                  | Openness and acceptance                           | ↔     | ↑         | 88%              | Value of services for taxes paid       | ↔     | ↑         | 76%                         | Talked to or visited with neighbors               | *     | ↔         | 91%              |
|                                  | Social events and activities                      | ↔     | ↑         | 82%              | Welcoming citizen involvement          | ↔     | ↑↑        | 81%                         | Attended a local public meeting                   | ↔     | ↔         | 28%              |
|                                  | Neighborhoodliness                                | *     | ↑         | 79%              | Confidence in City government          | *     | ↑↑        | 83%                         | Volunteered                                       | ↓     | ↓         | 27%              |
|                                  |   |       |           |                  | Acting in the best interest of Suwanee | *     | ↑↑        | 86%                         | Participated in a club                            | ↔     | ↔         | 25%              |
|                                  |   |       |           |                  | Being honest                           | *     | ↑↑        | 85%                         | Campaigned for an issue, cause or candidate       | *     | ↔         | 13%              |
|                                  |   |       |           |                  | Treating all residents fairly          | *     | ↑↑        | 83%                         | Contacted Suwanee elected officials               | *     | ↔         | 9%               |
|                                  |   |       |           |                  |  |       |           |                             | Read or watched local news                        | *     | ↔         | 84%              |
|                                  |   |       |           |                  |  |       |           | Done a favor for a neighbor | *   | ↔     | 81%       |                  |

**Legend**

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