



The National Community Survey

2024 Results

GARNER
MANAGER'S OFFICE



The National Community Survey

- Developed by experts from the National Research Center at Polco in partnership with ICMA
- Conducted in over 500 communities across the country
 - Used as a strategic planning tool
 - Guides data-informed decision-making for fast-growing communities
- Garner's first-ever participation
 - Provides essential baseline data

Examples of Participating NC Communities

- Raleigh
- Durham
- Chapel Hill
- Morrisville
- Asheville
- Davidson
- Wilmington

NCS Methodology



Scientific Survey Process

- NCS surveyed randomly selected households
- Data collection open for 6 weeks
- In second phase, open participation responses accepted



Developing a Representative Sample

- Responses weighted to produce statistically valid & representative sample
- Ensures results match community demographics
- **246 residents participated, 7% response rate**



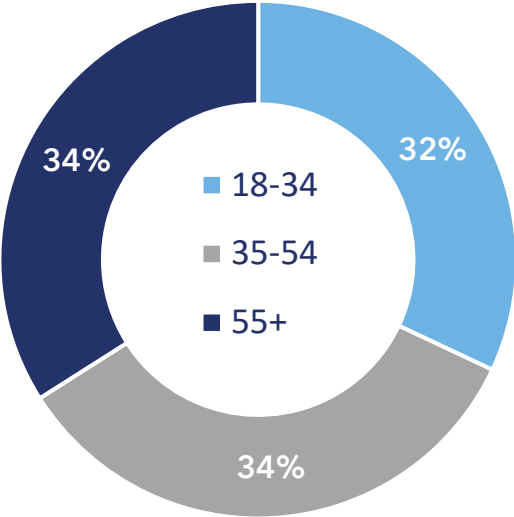
Evaluating Results

- Percentage of positive responses (excellent or good) reported for each question
- Open-ended comments provide additional context

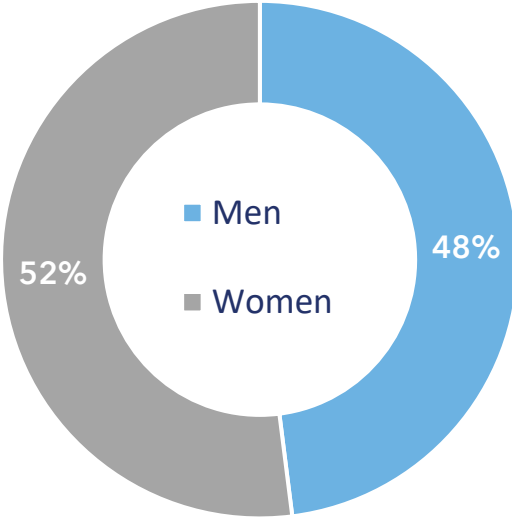


Survey Sample Demographics

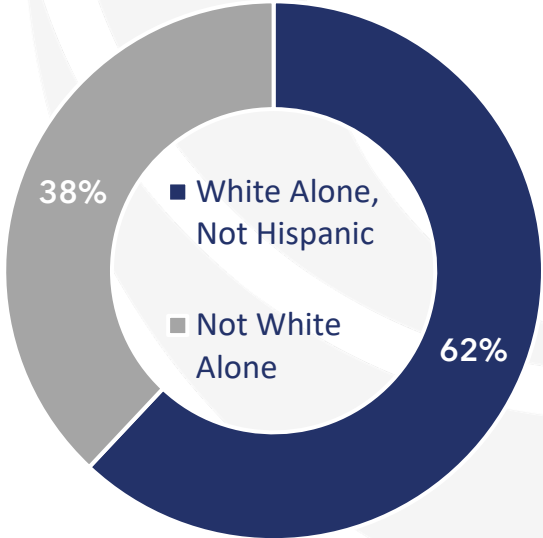
Age



Gender



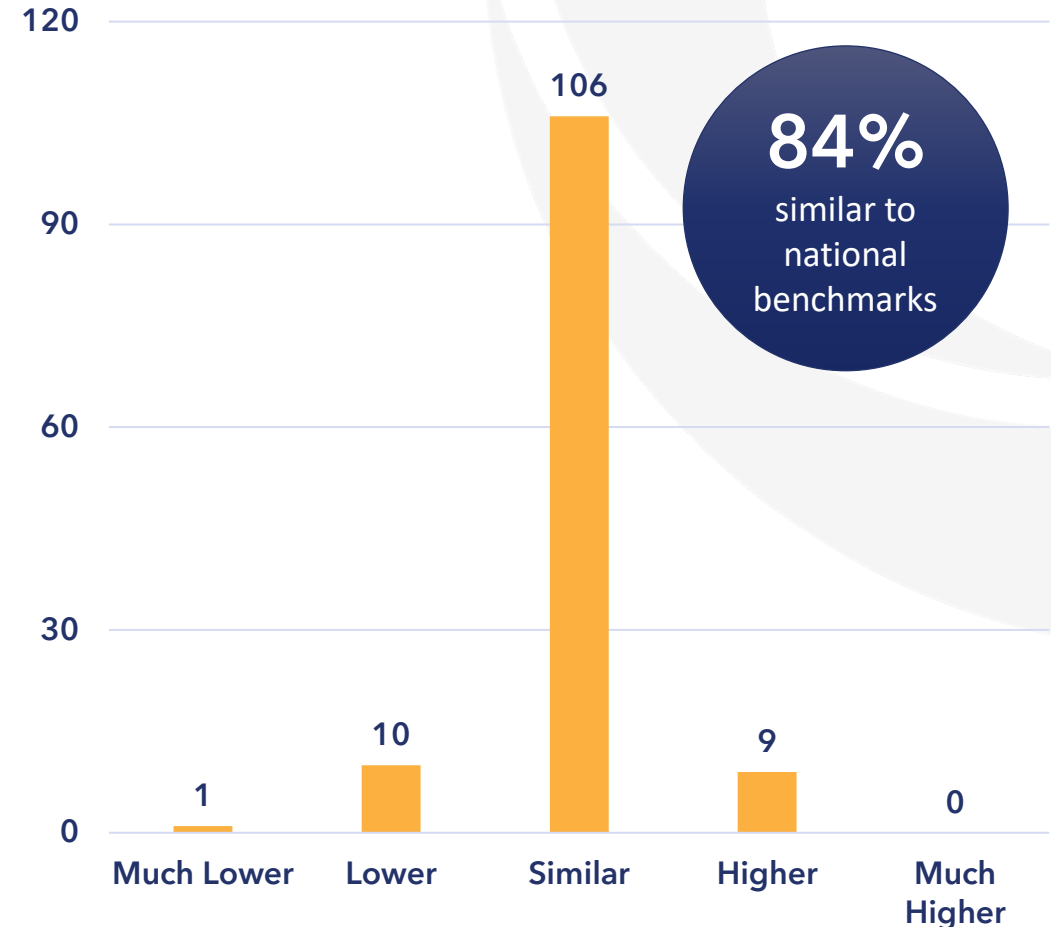
Race & Hispanic Origin



Benchmarking

- Garner’s results were compared to benchmark data from over 500 communities nationwide
- NCS Benchmark Criteria
 - Similar – Positive responses within 10 percentage points above or below benchmark
 - Higher/Lower – More than 10 points different from benchmark
 - Much Higher/Lower – More than 20 points different from benchmark
- Results grouped by Quality of Life, Governance and 10 facets of livability

Garner’s Overall Benchmark Results





Quality of Life

Highest Positive Rating

- 85% responded they are very/somewhat likely to remain in Garner for the next 5 years

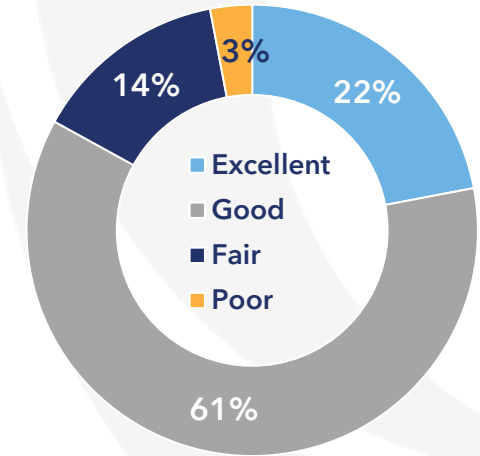
Lowest Positive Rating

- 59% rated Garner's overall image or reputation as good/excellent

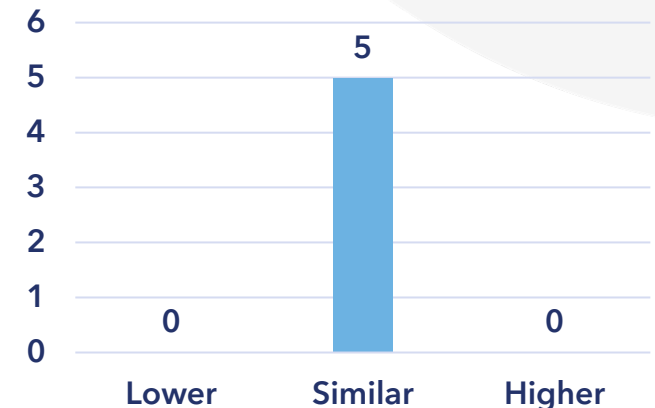
Benchmarking

- All measures of quality of life meet national benchmarking standards

Overall Quality of Life Rating



Comparison to National Benchmarks





Governance

Highest Positive Rating

- 80% rated overall customer service by Garner employees as good/excellent

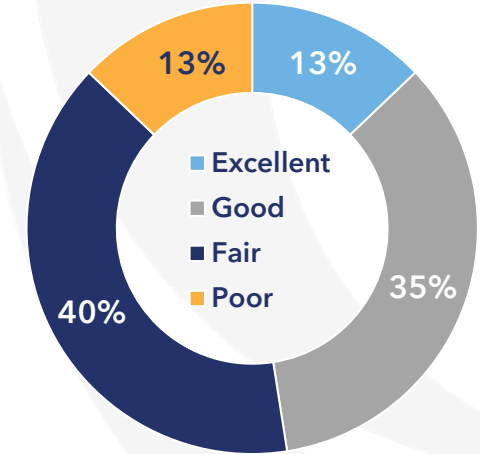
Lowest Positive Rating

- 47% responded that the Town is good/excellent at informing residents about issues facing the community

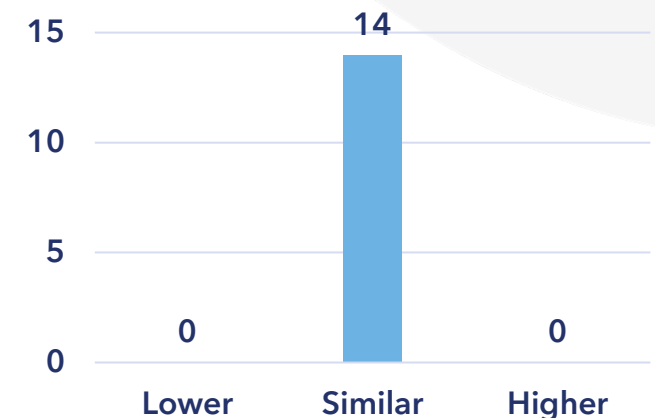
Benchmarking

- All measures of governance meet national benchmarking standards

Overall Governance Rating



Comparison to National Benchmarks



Economy

Higher than Benchmark

- Shopping opportunities
- Cost of living in Garner
- Positive impact of economy on family income

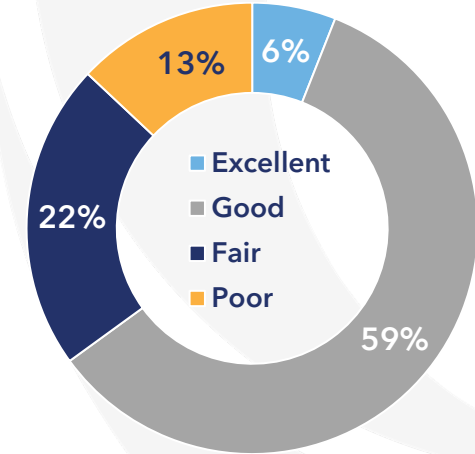
Similar to Benchmark

- Overall economic health of Garner
- Overall quality of business & service establishments
- Garner as a place to work

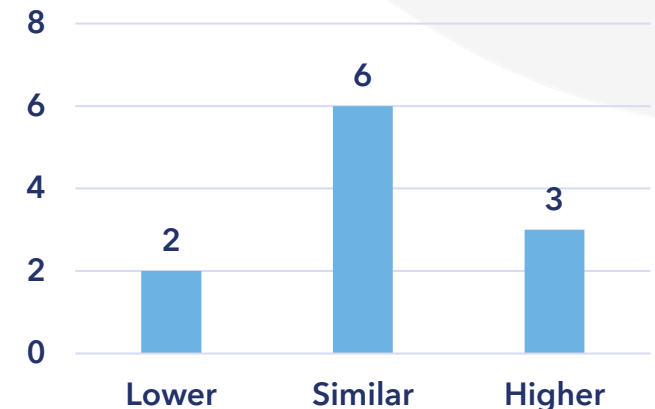
Lower than Benchmark

- Garner as a place to visit
- Vibrancy of downtown and/or commercial area

Overall Economy Rating



Comparison to National Benchmarks



Mobility

Higher than Benchmark

- Ease of public parking

Similar to Benchmark

- Ease of travel by car
- Quality of snow removal, street lighting, street cleaning, sidewalk maintenance & other services

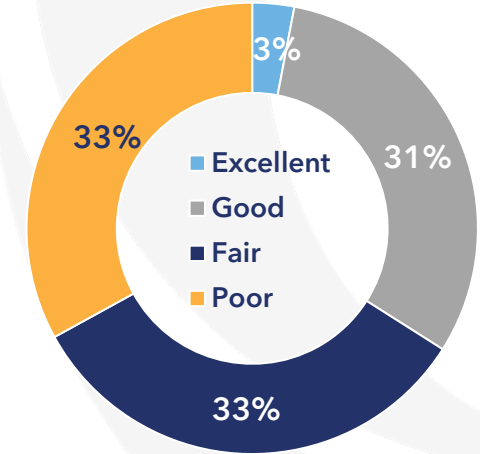
Lower than Benchmark

- Overall quality of transportation system
- Ease of walking
- People who walk or bike instead of driving
- People who carpool instead of driving alone

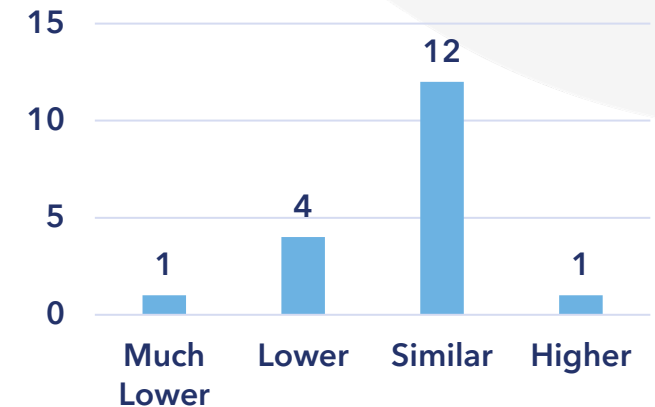
Much Lower than Benchmark

- Ease of travel by bicycle in Garner

Overall Mobility Rating



Comparison to National Benchmarks



Community Design

Highest Positive Rating

- 87% rated their neighborhood as a good or excellent place to live

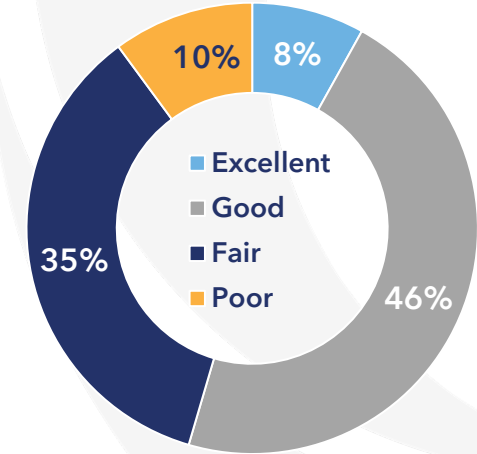
Lowest Positive Rating

- 39% responded that availability of affordable quality housing is good or excellent

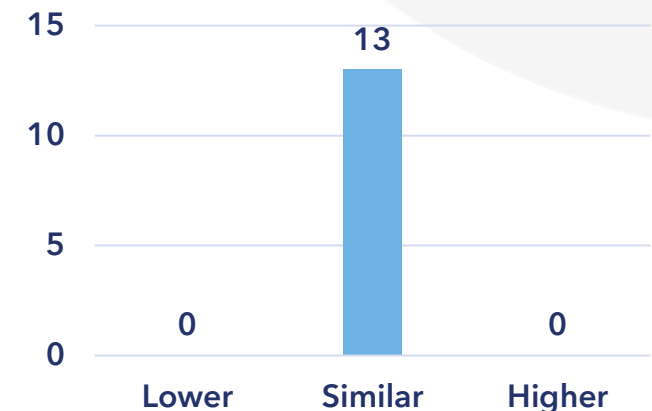
Benchmarking

- All measures of community design meet national benchmarking standards

Overall Community Design Rating



Comparison to National Benchmarks



Utilities

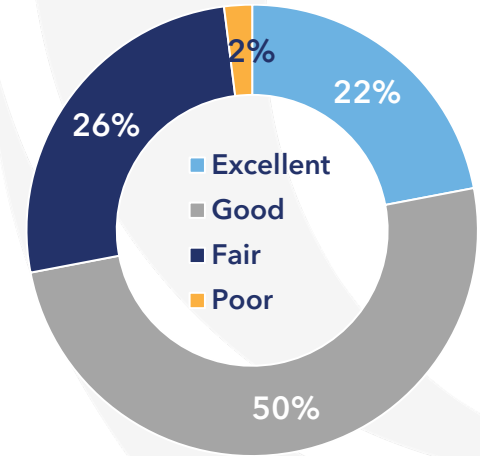
Higher than Benchmark

- Garbage collection
- Stormwater management
- Affordable high-speed internet

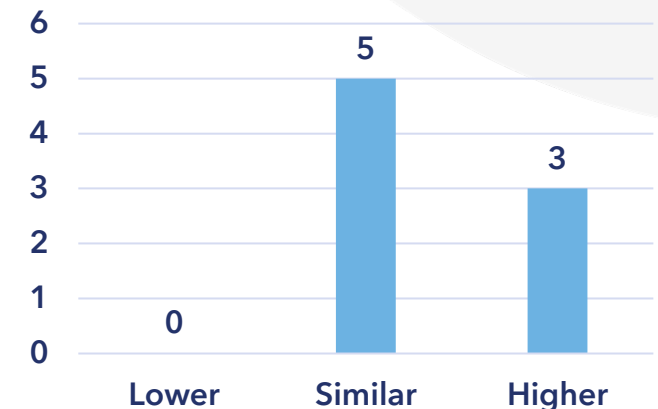
Similar to Benchmark

- Overall quality of the utility infrastructure in Garner (water, sewer, stormwater, electric/gas, broadband)

Overall Utilities Rating



Comparison to National Benchmarks





Safety

Highest Positive Rating

- 95% responded that they feel very or somewhat safe in their neighborhood during the day

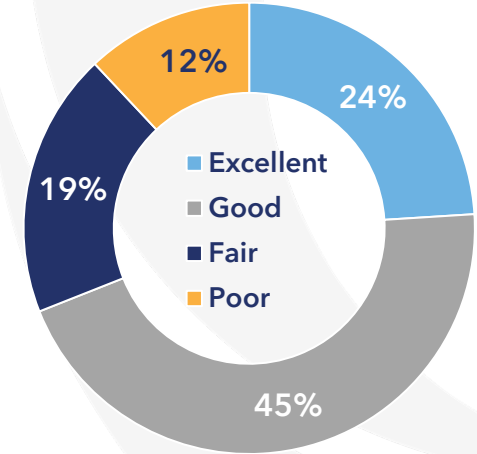
Safety Service Ratings

- 89% rated Fire services as good/excellent
- 86% rated Police services as good/excellent
- 84% rated Emergency Medical services as good/excellent

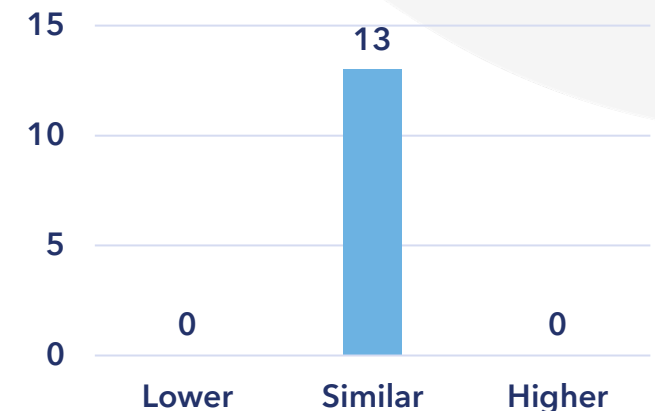
Benchmarking

- Safety was listed as the top priority for the Town over the next two years, and all safety ratings were on par with comparison communities across the nation.

Overall Safety Rating



Comparison to National Benchmarks





Natural Environment

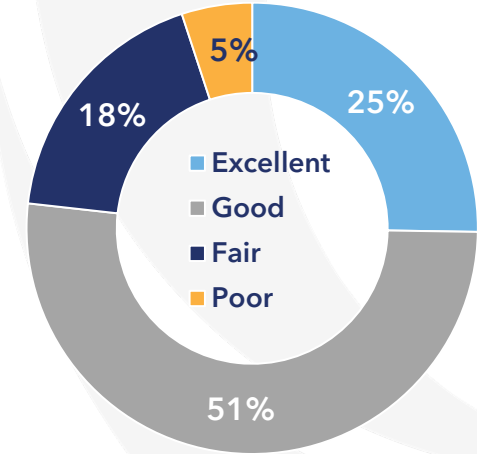
Higher than Benchmark

- Recycling

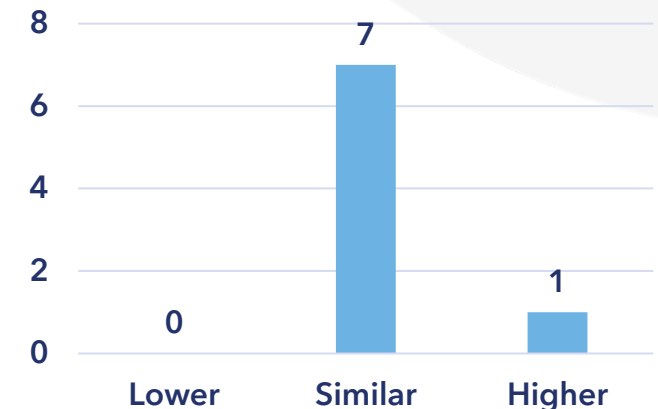
Similar to Benchmark

- Overall quality of the natural environment
- Cleanliness of Garner
- Air & water **resources**
- Yard waste pickup
- Open space & preservation of natural areas

Overall Natural Environment Rating



Comparison to National Benchmarks





Parks & Recreation

Highest Positive Rating

- 84% rated recreation centers and **83% Town** parks as good or excellent

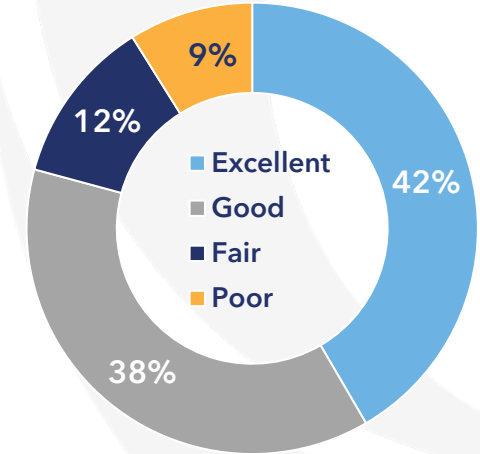
Lowest Positive Rating

- 63% rated availability of paths and walking trails as good or excellent

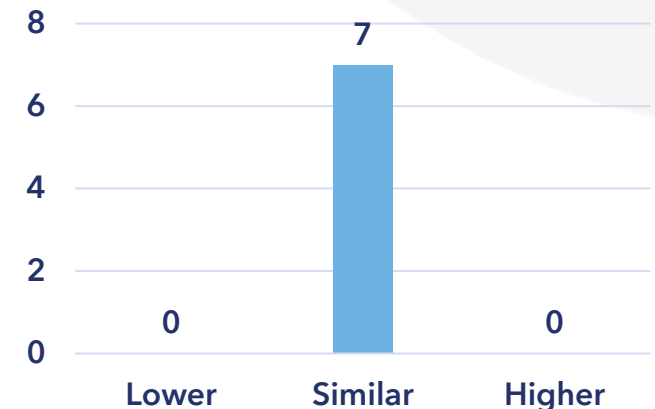
Benchmarking

- All measures of parks & recreation meet national benchmarking standards

Overall Parks & Recreation Rating



Comparison to National Benchmarks





Health & Wellness

Highest Positive Rating

- 75% rated health services as good or excellent

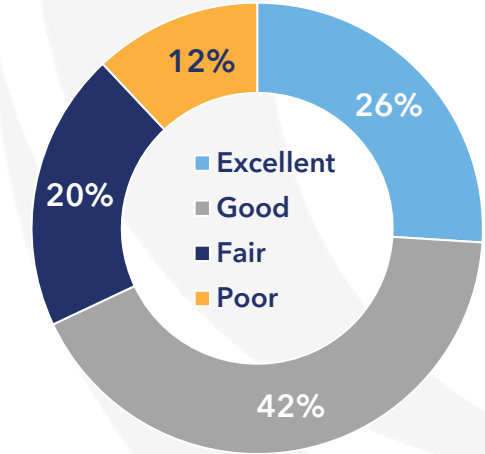
Lowest Positive Rating

- 38% rated availability of affordable quality mental health care as good or excellent

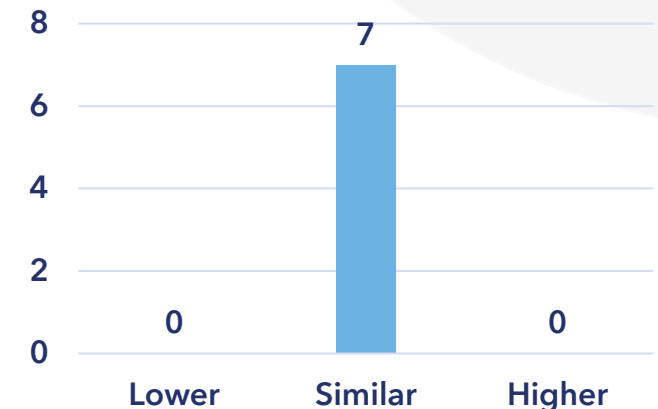
Benchmarking

- All measures of health & wellness meet national benchmarking standards

Overall Health & Wellness Rating



Comparison to National Benchmarks



Education, Arts & Culture

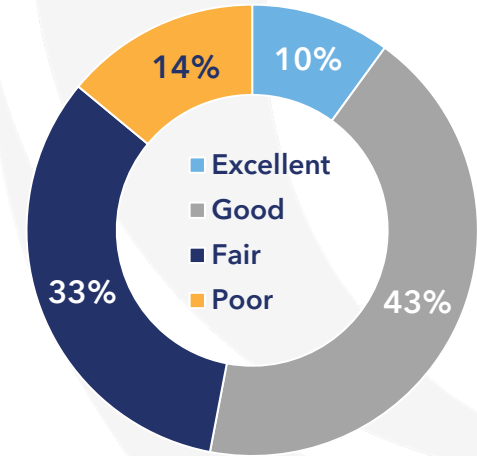
Similar to Benchmark

- Overall opportunities for education, culture, and the arts
- Community support for the arts
- Opportunities to attend cultural/arts/music activities
- Public libraries
- Availability of affordable quality childcare/preschool

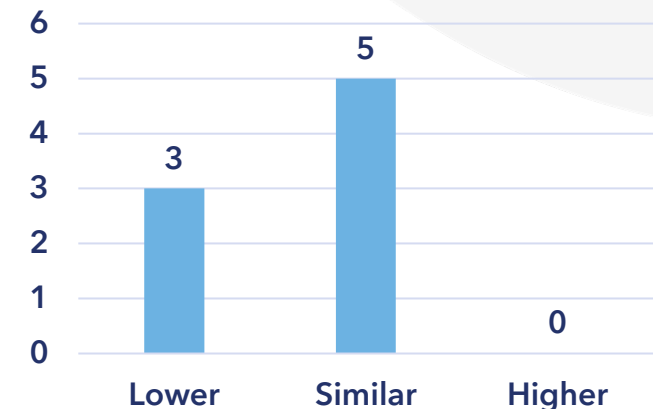
Lower than Benchmark

- Opportunities to attend special events & festivals
- K-12 education
- Adult educational opportunities

Overall Education Arts & Culture Rating



Comparison to National Benchmarks





Inclusivity & Engagement

Higher than Benchmark

- Attracting people from diverse backgrounds

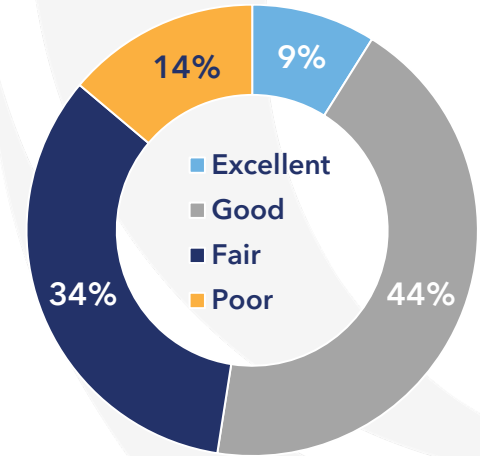
Similar to Benchmark

- Garner as a place to raise children
- Garner as a place to retire
- Residents' connections and engagement with their community
- Making all residents feel welcome
- Taking care of vulnerable residents

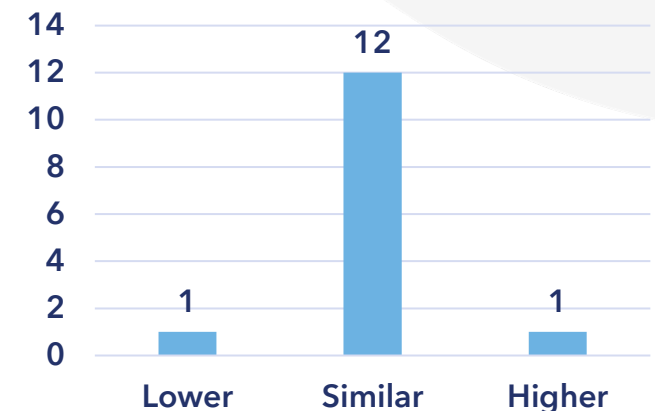
Lower than Benchmark

- Opportunities to volunteer

Overall Inclusivity & Engagement Rating

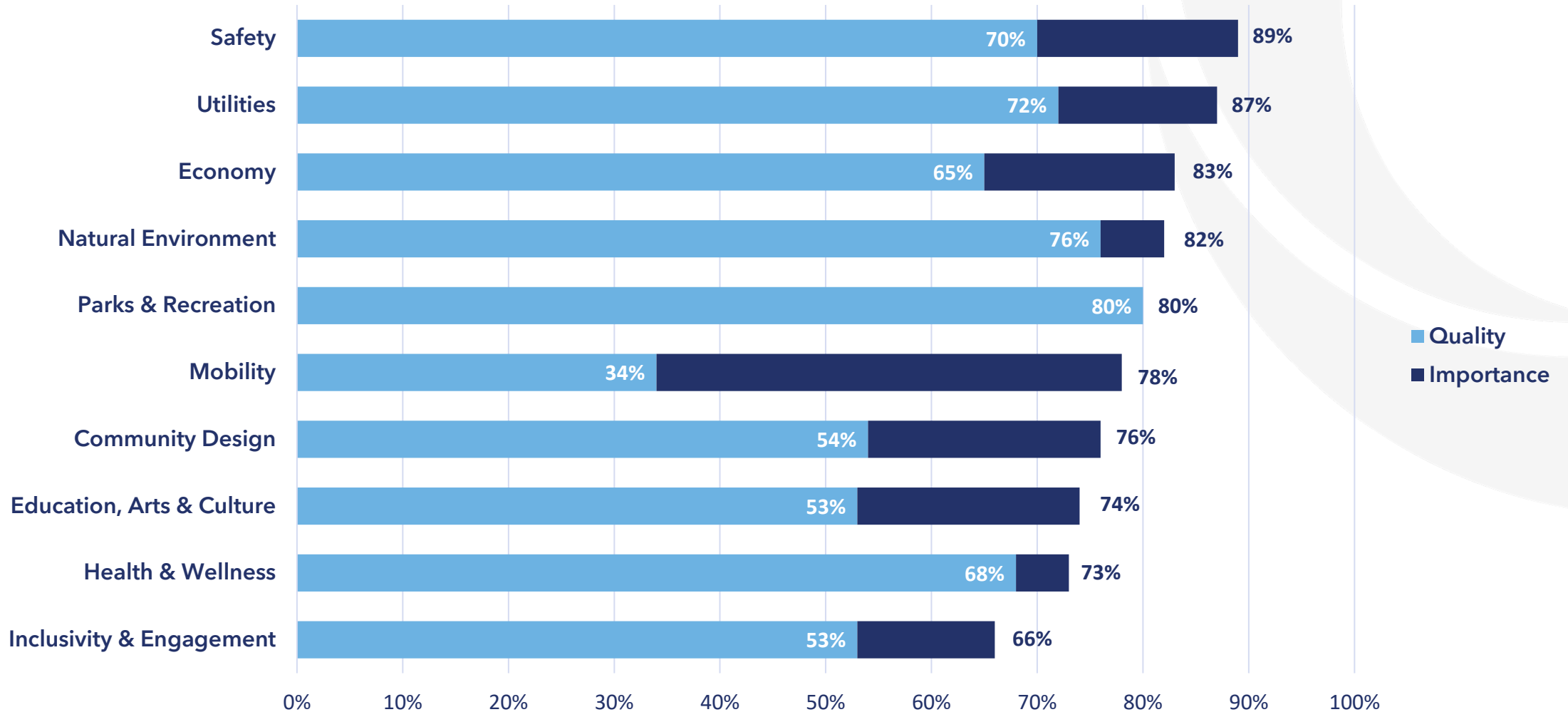


Comparison to National Benchmarks





Quality/Importance Gap Analysis

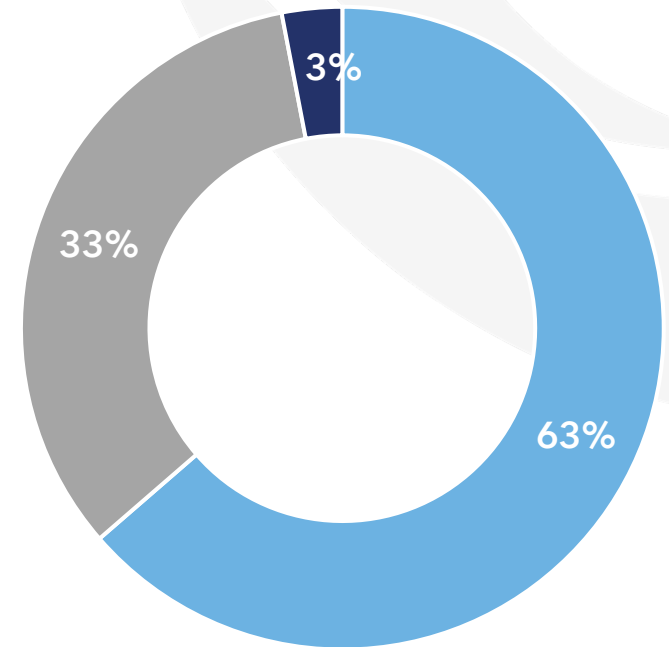


Custom Questions



To what extent are you satisfied with the Spring and Fall solid waste pick-up services in Garner?

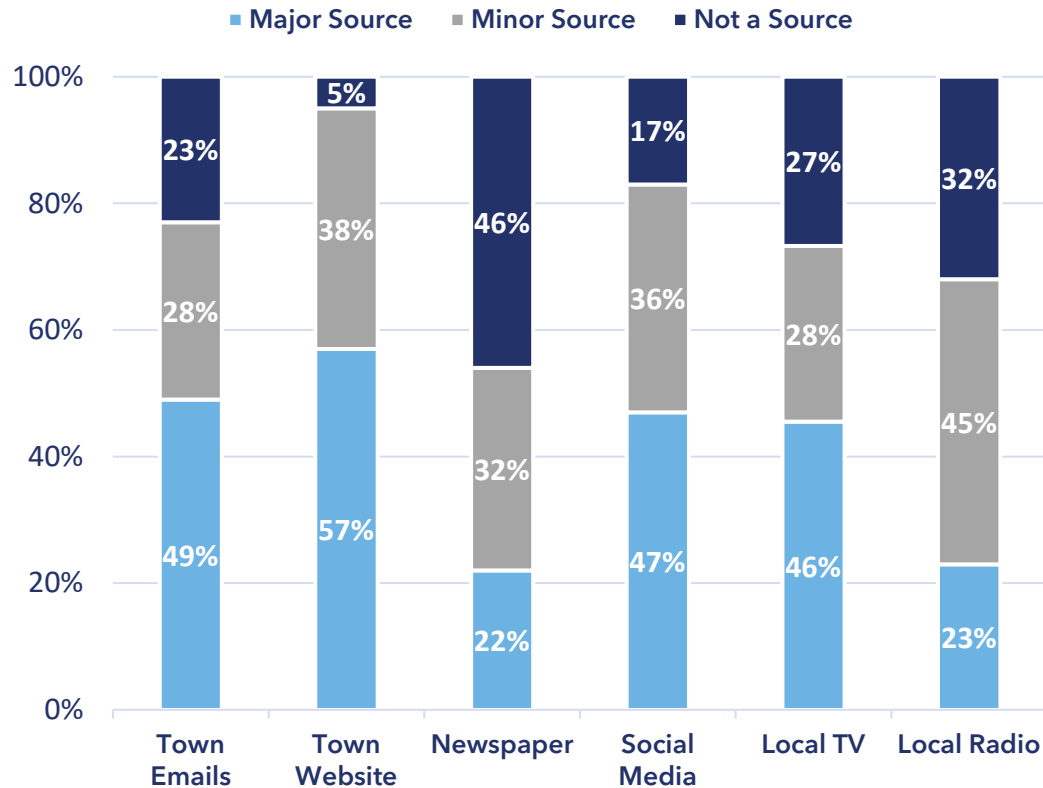
- Very Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied



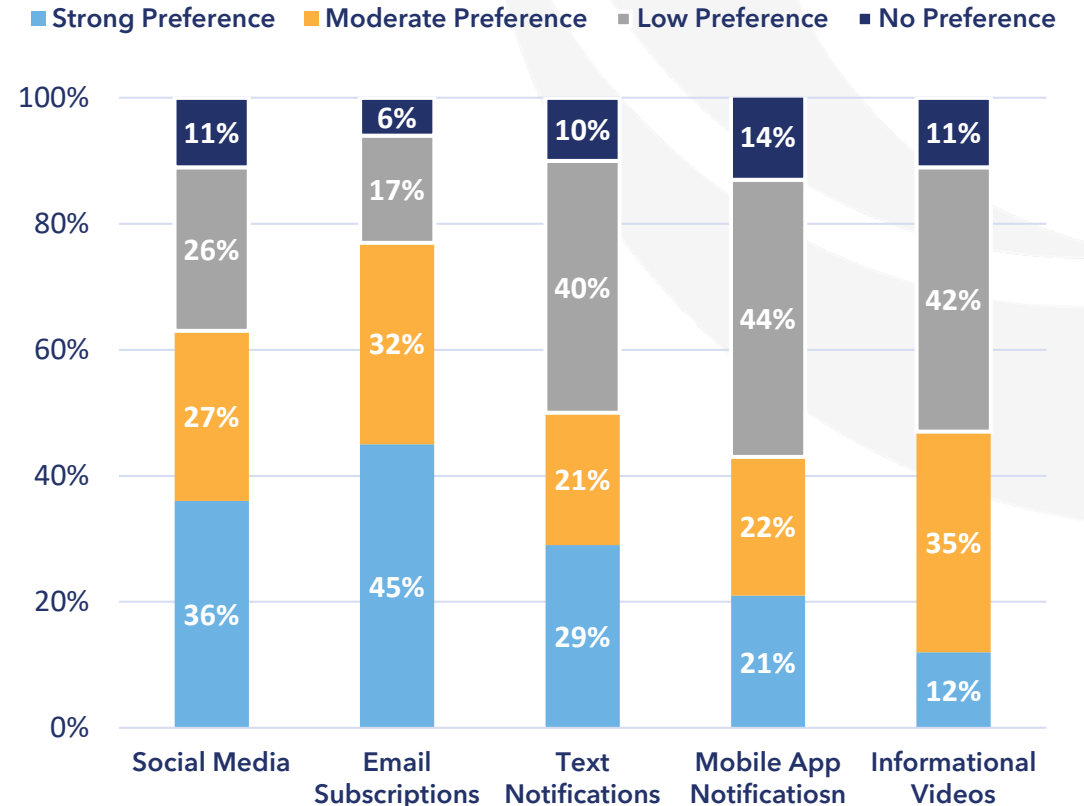


Custom Questions

How much of a source do you consider the following to be for obtaining information about news and events in the community?



How much do you prefer the following methods for obtaining information about news and events in the community?



Next Steps

- Survey results to be published on website at garnernc.gov/NCS
- Town leadership use information to evaluate service delivery and inform departmental goals
- Prepare for strategic planning refresh process in FY25
- Use data to create outcome goals in FY26 Budget Book

