



THE NCSTM
The National Citizen SurveyTM

DeLand, FL

Trends over Time

2019



NRC

National Research Center Inc.

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

ICMA

Leaders at the Core of Better Communities

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 2019 ratings for the City of DeLand to its previous survey results in 2016. Additional reports and technical appendices are available under separate cover.

Trend data for DeLand 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 six percentage points between the 2016 and 2019 surveys, otherwise the comparisons between 2016 and 2019 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 DeLand for 2019 generally remained stable. Of the 129 items for which comparisons were available, 100 items were rated similarly in 2016 and 2019, 13 items showed a decrease in ratings and 16 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, ratings for eight aspects increased from 2016 to 2019, with most concentrated within the facet of Economy (e.g., overall economic health, employment opportunities and DeLand as a place to visit). Other areas of Community Characteristics where improvements were seen in 2019 included ease of travel by public transportation, variety of housing options, openness and acceptance of the community towards people of diverse backgrounds, overall quality of life and DeLand as a place to raise children. Assessments of four aspects decreased from 2016 to 2019: ease of travel by bicycle, overall quality of business and service establishments, adult educational opportunities and overall opportunities for education and enrichment.
- In Governance, evaluations for a total of eight aspects improved from 2016 to 2019. Ratings for several items within the facet of Mobility increased: street cleaning, street lighting, sidewalk maintenance and traffic signal timing. Improvements were also seen for animal control, storm drainage, recreation programs or classes and the job DeLand government does at welcoming citizen involvement. There were no Governance ratings that decreased from 2016 to 2019.
- From 2016 to 2019, levels of participation for most items remained stable in DeLand. Fewer residents had stocked supplies for an emergency, walked or biked instead of driving, made efforts to make their home more energy efficient, used DeLand recreation centers, attended a City-sponsored event or contacted City of DeLand employees in 2019. DeLand residents were also less engaged in the community, as fewer survey respondents reported they had volunteered, participated in a club or campaigned for an issue, cause or candidate since the last survey administration.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2019 rating compared to 2016	Comparison to benchmark	
	2016	2019		2016	2019
Overall quality of life	77%	86%	Higher	Similar	Similar
Overall image	77%	80%	Similar	Similar	Similar
Place to live	88%	89%	Similar	Similar	Similar
Neighborhood	78%	82%	Similar	Similar	Similar
Place to raise children	76%	83%	Higher	Similar	Similar
Place to retire	83%	84%	Similar	Higher	Higher
Overall appearance	75%	79%	Similar	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
Safety	Overall feeling of safety	67%	71%	Similar	Lower	Similar
	Safe in neighborhood	92%	91%	Similar	Similar	Similar
	Safe downtown/commercial area	90%	94%	Similar	Similar	Similar
Mobility	Overall ease of travel	80%	79%	Similar	Similar	Similar
	Paths and walking trails	56%	51%	Similar	Similar	Similar
	Ease of walking	72%	70%	Similar	Similar	Similar
	Travel by bicycle	55%	48%	Lower	Similar	Similar
	Travel by public transportation	31%	40%	Higher	Similar	Similar
	Travel by car	76%	73%	Similar	Similar	Similar
	Public parking	56%	52%	Similar	Similar	Similar
	Traffic flow	60%	55%	Similar	Similar	Similar
Natural Environment	Overall natural environment	78%	80%	Similar	Similar	Similar
	Cleanliness	71%	74%	Similar	Similar	Similar
	Air quality	84%	85%	Similar	Similar	Similar
Built Environment	Overall built environment	64%	69%	Similar	Similar	Similar
	New development in DeLand	64%	61%	Similar	Similar	Similar
	Affordable quality housing	48%	46%	Similar	Similar	Similar
	Housing options	51%	58%	Higher	Similar	Similar
	Public places	77%	78%	Similar	Similar	Similar
Economy	Overall economic health	56%	63%	Higher	Similar	Similar
	Vibrant downtown/commercial area	81%	83%	Similar	Much higher	Much higher
	Business and services	76%	67%	Lower	Similar	Similar
	Cost of living	58%	55%	Similar	Similar	Similar
	Shopping opportunities	57%	62%	Similar	Similar	Similar

The National Citizen Survey™

	Percent rating positively (e.g., excellent/good, very/somewhat safe)		2019 rating compared to 2016	Comparison to benchmark		
	2016	2019		2016	2019	
	Employment opportunities	34%	42%	Higher	Similar	Similar
	Place to visit	72%	84%	Higher	Similar	Higher
	Place to work	59%	61%	Similar	Similar	Similar
Recreation and Wellness	Health and wellness	63%	67%	Similar	Similar	Similar
	Mental health care	38%	40%	Similar	Similar	Similar
	Preventive health services	58%	62%	Similar	Similar	Similar
	Health care	58%	60%	Similar	Similar	Similar
	Food	68%	70%	Similar	Similar	Similar
	Recreational opportunities	64%	60%	Similar	Similar	Similar
	Fitness opportunities	62%	64%	Similar	Similar	Similar
	Education and enrichment opportunities	71%	63%	Lower	Similar	Similar
Education and Enrichment	Religious or spiritual events and activities	86%	81%	Similar	Similar	Similar
	Cultural/arts/music activities	79%	75%	Similar	Higher	Higher
	Adult education	58%	46%	Lower	Similar	Similar
	K-12 education	56%	59%	Similar	Lower	Similar
	Child care/preschool	53%	54%	Similar	Similar	Similar
Community Engagement	Social events and activities	78%	78%	Similar	Higher	Higher
	Neighborliness	63%	65%	Similar	Similar	Similar
	Openness and acceptance	55%	63%	Higher	Similar	Similar
	Opportunities to participate in community matters	66%	72%	Similar	Similar	Similar
	Opportunities to volunteer	76%	78%	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2019 rating compared to 2016	Comparison to benchmark	
	2016	2019		2016	2019
Services provided by DeLand	79%	75%	Similar	Similar	Similar
Customer service	75%	73%	Similar	Similar	Similar
Value of services for taxes paid	60%	54%	Similar	Similar	Similar
Overall direction	71%	65%	Similar	Similar	Similar
Welcoming citizen involvement	54%	61%	Higher	Similar	Similar
Confidence in City government	59%	58%	Similar	Similar	Similar
Acting in the best interest of DeLand	65%	65%	Similar	Similar	Similar
Being honest	59%	63%	Similar	Similar	Similar
Treating all residents fairly	59%	61%	Similar	Similar	Similar
Services provided by the Federal Government	42%	44%	Similar	Similar	Similar

The National Citizen Survey™

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2019 rating compared to 2016	Comparison to benchmark		
		2016	2019		2016	2019	
Safety	Police	76%	73%	Similar	Similar	Similar	
	Fire	90%	93%	Similar	Similar	Similar	
	Ambulance/EMS	86%	86%	Similar	Similar	Similar	
	Crime prevention	54%	59%	Similar	Similar	Similar	
	Fire prevention	75%	74%	Similar	Similar	Similar	
	Animal control	51%	61%	Higher	Similar	Similar	
	Emergency preparedness	71%	72%	Similar	Similar	Similar	
Mobility	Traffic enforcement	56%	56%	Similar	Similar	Similar	
	Street repair	45%	50%	Similar	Similar	Similar	
	Street cleaning	56%	65%	Higher	Similar	Similar	
	Street lighting	54%	63%	Higher	Similar	Similar	
	Sidewalk maintenance	51%	61%	Higher	Similar	Similar	
	Traffic signal timing	47%	54%	Higher	Similar	Similar	
	Garbage collection	80%	82%	Similar	Similar	Similar	
Natural Environment	Recycling	74%	75%	Similar	Similar	Similar	
	Yard waste pick-up	71%	72%	Similar	Similar	Similar	
	Drinking water	53%	56%	Similar	Lower	Similar	
	Natural areas preservation	55%	59%	Similar	Similar	Similar	
	Open space	60%	56%	Similar	Similar	Similar	
	Storm drainage	62%	71%	Higher	Similar	Similar	
	Sewer services	76%	76%	Similar	Similar	Similar	
Built Environment	Power utility	69%	70%	Similar	Similar	Similar	
	Utility billing	61%	65%	Similar	Similar	Similar	
	Land use, planning and zoning	45%	45%	Similar	Similar	Similar	
	Code enforcement	36%	38%	Similar	Similar	Similar	
	Cable television	50%	47%	Similar	Similar	Similar	
	Economy	Economic development	57%	60%	Similar	Similar	Similar
	Recreation and Wellness	City parks	82%	79%	Similar	Similar	Similar
Recreation programs		60%	68%	Higher	Similar	Similar	
Recreation centers		63%	68%	Similar	Similar	Similar	
Education and Enrichment	Special events	79%	79%	Similar	Similar	Higher	
Community Engagement	Public information	63%	60%	Similar	Similar	Similar	

The National Citizen Survey™

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2019 rating compared to 2016	Comparison to benchmark	
	2016	2019		2016	2019
Sense of community	72%	74%	Similar	Similar	Higher
Recommend DeLand	87%	88%	Similar	Similar	Similar
Remain in DeLand	83%	86%	Similar	Similar	Similar
Contacted DeLand employees	52%	44%	Lower	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
Safety	Stocked supplies for an emergency	77%	67%	Lower	Much higher	Much higher
	Did NOT report a crime	76%	76%	Similar	Similar	Similar
	Was NOT the victim of a crime	85%	85%	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	12%	10%	Similar	Lower	Lower
	Carpooled instead of driving alone	43%	41%	Similar	Similar	Similar
	Walked or biked instead of driving	58%	52%	Lower	Similar	Similar
Natural Environment	Conserved water	90%	88%	Similar	Similar	Similar
	Made home more energy efficient	76%	68%	Lower	Similar	Similar
	Recycled at home	83%	82%	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	43%	46%	Similar	Lower	Similar
	NOT under housing cost stress	70%	68%	Similar	Similar	Similar
Economy	Purchased goods or services in DeLand	98%	97%	Similar	Similar	Similar
	Economy will have positive impact on income	41%	36%	Similar	Higher	Similar
	Work in DeLand	45%	39%	Similar	Similar	Similar
Recreation and Wellness	Used DeLand recreation centers	62%	51%	Lower	Similar	Similar
	Visited a City park	85%	79%	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	79%	84%	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	81%	82%	Similar	Similar	Similar
	In very good to excellent health	56%	59%	Similar	Similar	Similar
Education and Enrichment	Used DeLand public libraries	60%	56%	Similar	Similar	Similar
	Participated in religious or spiritual activities	52%	51%	Similar	Similar	Similar
	Attended a City-sponsored event	79%	71%	Lower	Much higher	Higher

The National Citizen Survey™

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
Community Engagement	Campaigned for an issue, cause or candidate	44%	29%	Lower	Much higher	Similar
	Contacted DeLand elected officials	19%	17%	Similar	Similar	Similar
	Volunteered	48%	36%	Lower	Similar	Similar
	Participated in a club	34%	24%	Lower	Similar	Similar
	Talked to or visited with neighbors	95%	89%	Similar	Similar	Similar
	Done a favor for a neighbor	85%	80%	Similar	Similar	Similar
	Attended a local public meeting	24%	24%	Similar	Similar	Similar
	Read or watched local news	85%	82%	Similar	Similar	Similar
	Voted in local elections	90%	85%	Similar	Similar	Similar