



**THE NCS™**  
The National Citizen Survey™

**Denton, TX**

**Key Findings  
2018**

 **NRC**  
National Research Center Inc

The NCS is presented by NRC in  
collaboration with ICMA

 **ICMA**  
Leaders at the Core of Better Communities

**“Cities have the capability  
of providing something for  
everybody, only because,  
and only when, they are  
created by everybody.”**

*Jane Jacobs, The Death and Life of Great American Cities*

## About The NCS

- **Community Livability**
  - Community Characteristics
  - Governance
  - Participation



## Facets of Community Livability



## The NCS & Denton

- Participant in The NCS in 2015 and 2018
- Scientific sample of 1,600 households
  - 216 returned surveys; 18% response rate
  - $\pm 7\%$  margin of error

Online option

Geographic comparisons

Demographic comparisons

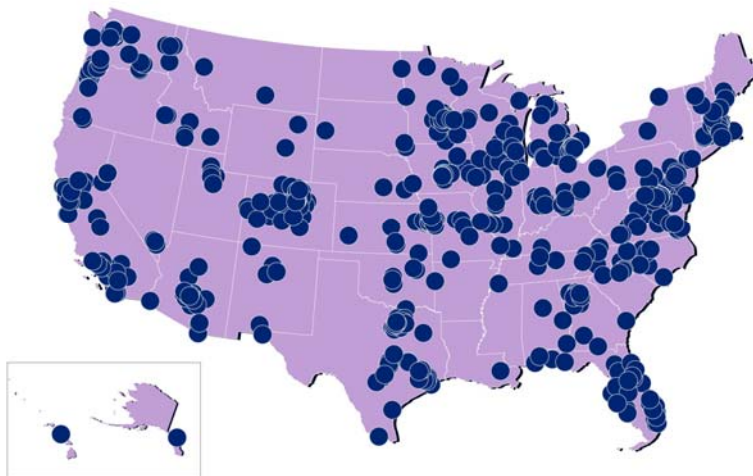
Custom benchmarks

Compare prior results

Spanish translation

In-person presentation

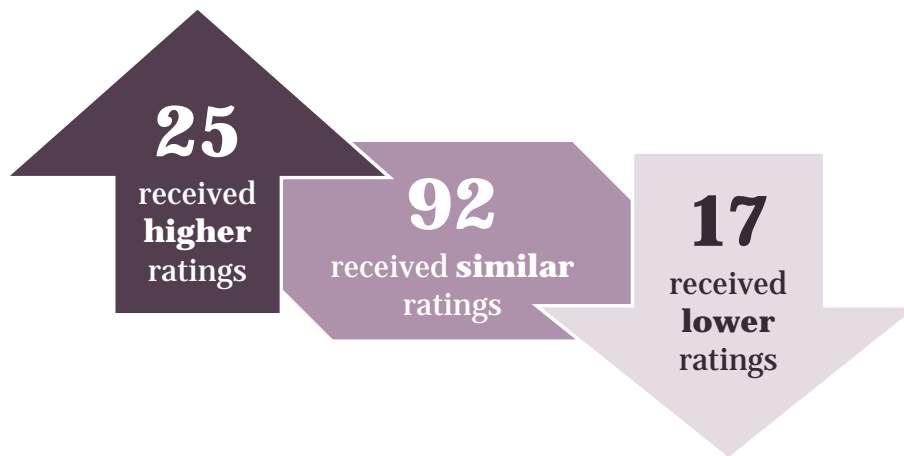
## National Benchmark Comparisons

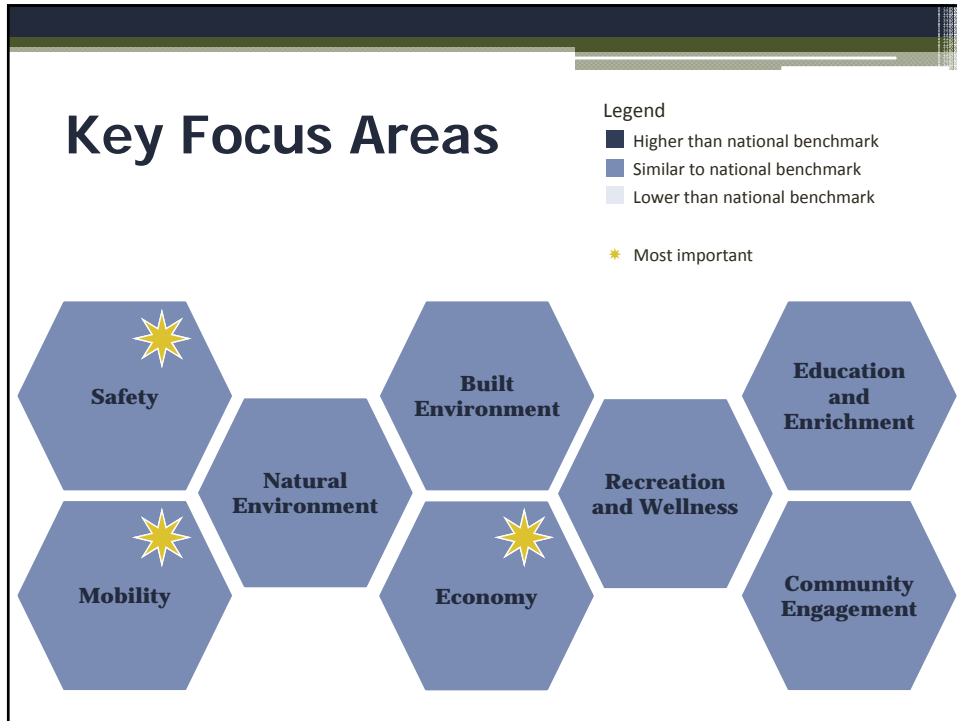


## 2018 National Benchmark Comparisons



## 2018 Ratings Compared to 2017





Key Finding #1

# Denton residents continue to enjoy a high quality of life



## Living in Denton

Excellent or good



**Overall image**

**Overall appearance**

**Remain in Denton**

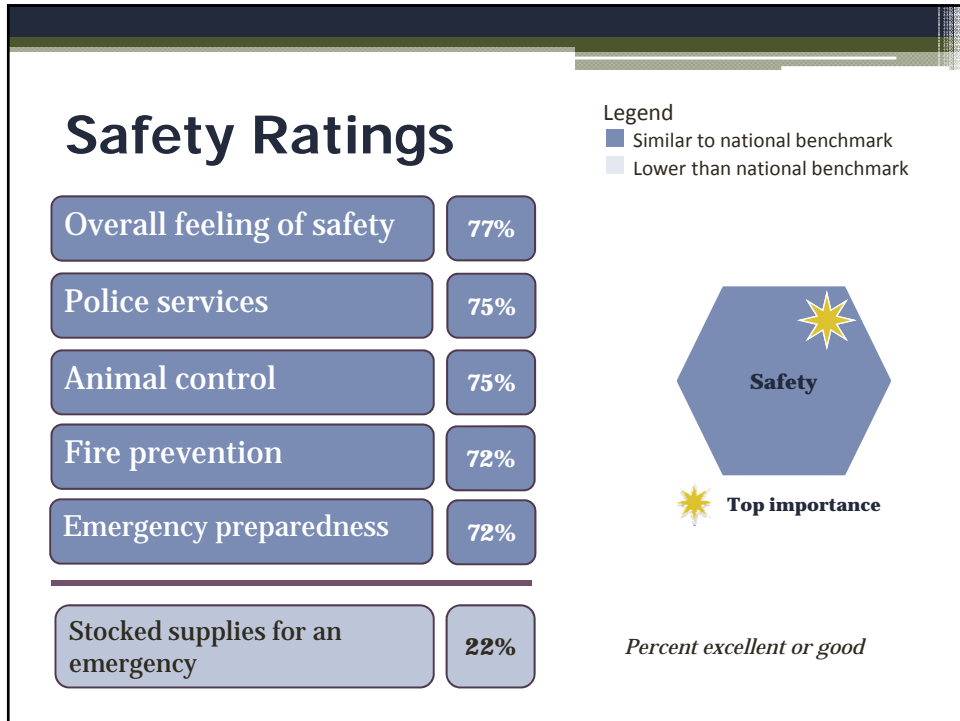
Key  
Finding  
#2

*Safety* ratings are  
**strong and Safety**  
is a *priority* for the  
**community**

**9** in **10**



- **Excellent or good ratings to** *fire and ambulance/EMS services*
- **Feel safe in their** *neighborhood*
- **Feel safe in Denton's** *downtown*



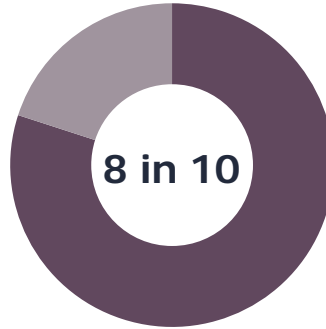
Key Finding #3

## *Economy* is an important area of focus for the City



## Economy ratings

- **Vibrant downtown/ commercial area** ★
- **Overall quality of business and service establishments** ★



Rated excellent or good

★ Higher than the national benchmark

## Economy ratings



- Denton as a place to work ↑
- Overall economic health of the city



excellent or good

- Denton as a place to visit
- Shopping opportunities
- Economic development

↑ increase since previous survey

Key  
Finding  
#4

# Mobility is also a resident priority

## Mobility ratings

- Overall ease of travel
- Ease of walking ↑
- Traffic enforcement
- Bus or transit services ★

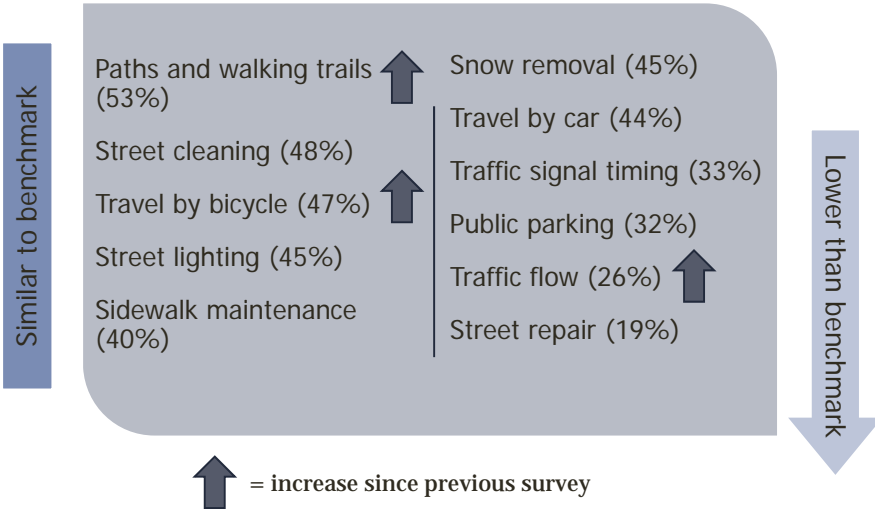
Excellent or good



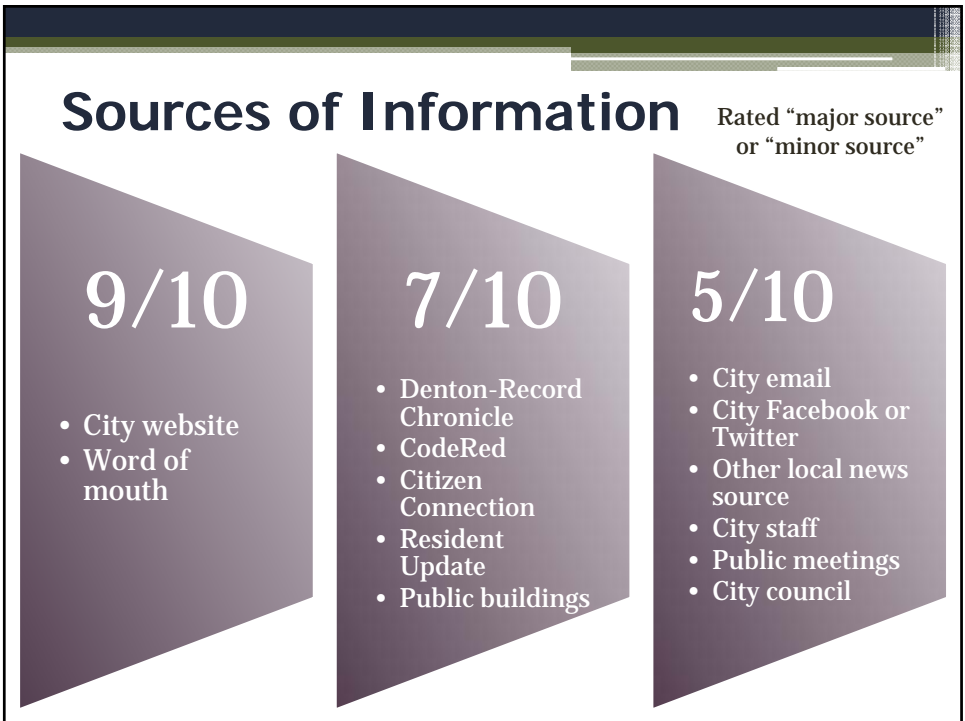
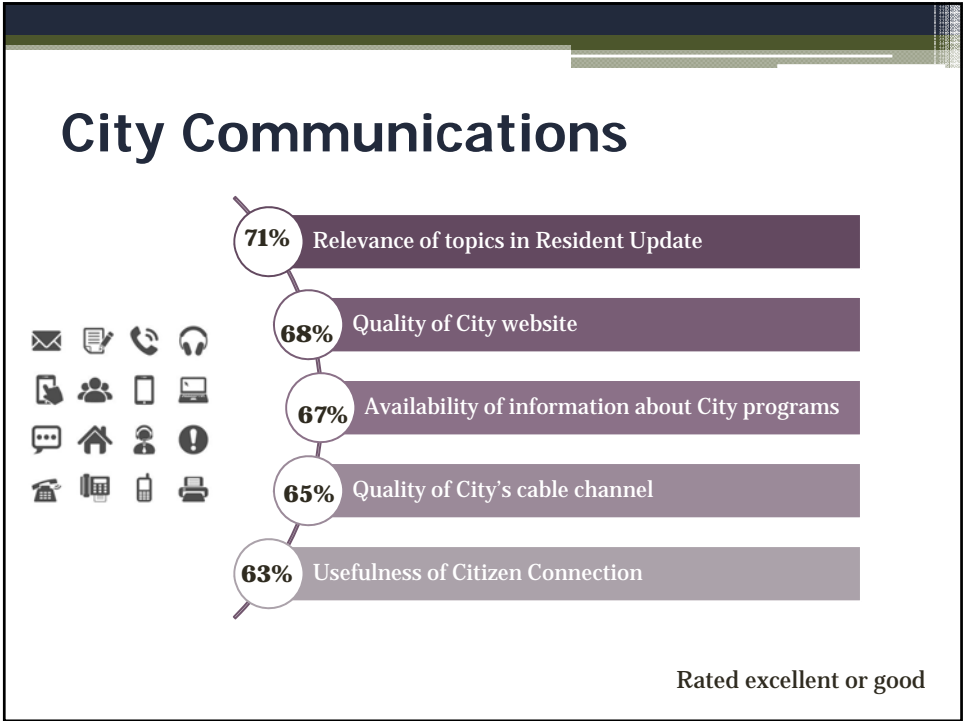
★ Higher than benchmark

↑ increase since previous survey

## Mobility Ratings

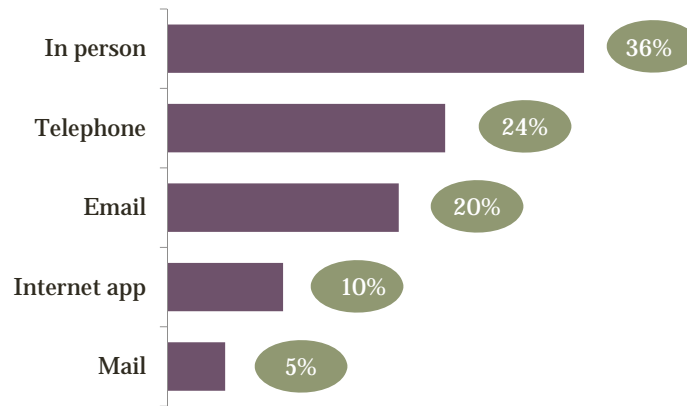


## Special Topics

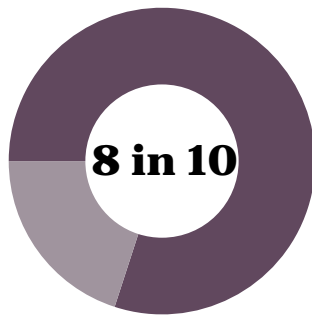


## Customer Service

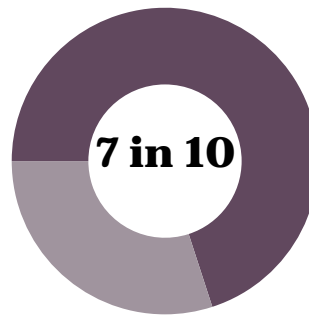
### Preferred Interaction



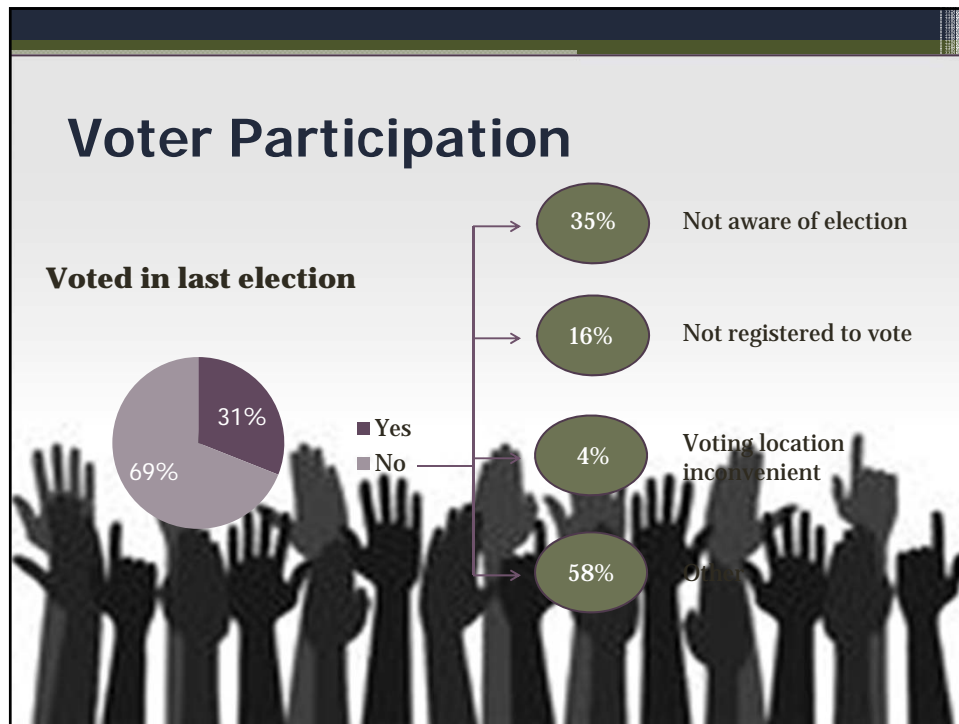
## Customer Service Performance



- Timely resolution of request
- Courtesy and helpfulness of staff
- Knowledge of staff



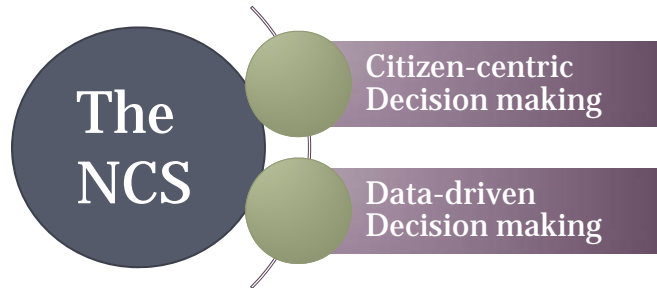
- Ease of locating contact information
- Availability of staff



## Conclusions

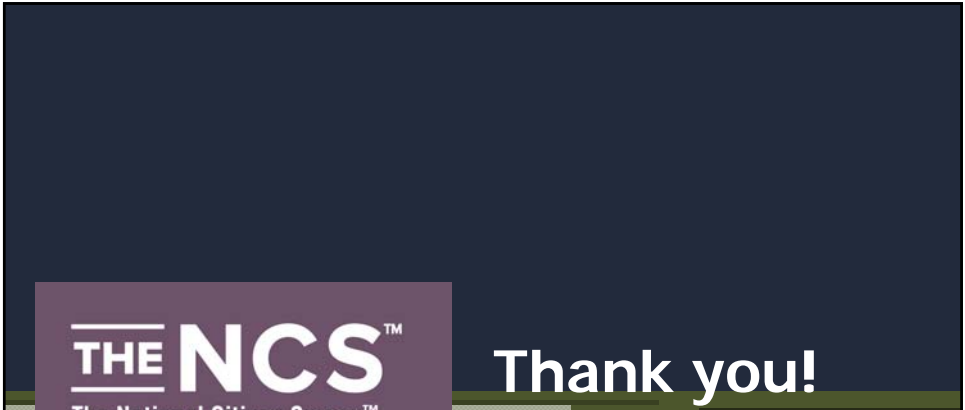
- Denton residents continue to enjoy a high quality of life.
- Safety ratings are strong and Safety is a priority for the community.
- Economy is an important area of focus for the City.
- Mobility is also a resident priority.

## Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate

# Questions?



**THE NCS™**  
The National Citizen Survey™

**Thank you!**

**National Research Center, Inc.**  
2955 Valmont Road Suite 300  
Boulder, CO 80301  
303-444-7863 • [nrc@n-r-c.com](mailto:nrc@n-r-c.com)  
[www.n-r-c.com](http://www.n-r-c.com)

