“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

- Safety
- Mobility
- Natural Environment
- Quality of Community Overall
- Built Environment
- Economy
- Recreation and Wellness
- Education and Enrichment
- Community Engagement
The NCS & Denton

- Participant in The NCS in 2015 and 2018
- Scientific sample of 1,600 households
  - 216 returned surveys; 18% response rate
  - ±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

- 23 received higher ratings
- 102 received similar ratings
- 9 received lower ratings

2018 Ratings Compared to 2017

- 25 received higher ratings
- 92 received similar ratings
- 17 received lower ratings
Denton residents continue to enjoy a high quality of life
8 in 10 residents rated:

- Overall quality of life in Denton as a place to live
- Neighborhood as a place to live
- Place to raise children as excellent or good

Living in Denton

- Excellent or good
  - Overall image
  - Overall appearance
- Remain in Denton
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
**Safety Ratings**

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall feeling of safety</td>
<td>77%</td>
</tr>
<tr>
<td>Police services</td>
<td>75%</td>
</tr>
<tr>
<td>Animal control</td>
<td>75%</td>
</tr>
<tr>
<td>Fire prevention</td>
<td>72%</td>
</tr>
<tr>
<td>Emergency preparedness</td>
<td>72%</td>
</tr>
<tr>
<td>Stocked supplies for an emergency</td>
<td>22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Legend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Similar to national benchmark</td>
</tr>
<tr>
<td>Lower than national benchmark</td>
</tr>
</tbody>
</table>

---

**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**

Higher than the national benchmark

Economy ratings

- 7 in 10
  - Denton as a place to work
  - Overall economic health of the city

- 6 in 10
  - Excellent or good
  - Increase since previous survey
  - Denton as a place to visit
  - Shopping opportunities
  - Economic development
Mobility is also a resident priority

Key Finding #4

- 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

- Paths and walking trails (53%)
- Street cleaning (48%)
- Travel by bicycle (47%)
- Street lighting (45%)
- Sidewalk maintenance (40%)
- Snow removal (45%)
- Travel by car (44%)
- Traffic signal timing (33%)
- Public parking (32%)
- Traffic flow (26%)
- Street repair (19%)

Similar to benchmark

Lower than benchmark

↑ = increase since previous survey

Special Topics
City Communications

- Relevance of topics in Resident Update: 71%
- Quality of City website: 68%
- Availability of information about City programs: 67%
- Quality of City's cable channel: 65%
- Usefulness of Citizen Connection: 63%

Rated excellent or good

Sources of Information

<table>
<thead>
<tr>
<th>Rating</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/10</td>
<td>City website, Word of mouth</td>
</tr>
<tr>
<td>7/10</td>
<td>Denton-Record Chronicle, CodeRed, Citizen Connection, Resident Update, Public buildings</td>
</tr>
<tr>
<td>5/10</td>
<td>City email, City Facebook or Twitter, Other local news source, City staff, Public meetings, City council</td>
</tr>
</tbody>
</table>

Rated “major source” or “minor source”
Customer Service

Preferred Interaction

- In person: 36%
- Telephone: 24%
- Email: 20%
- Internet app: 10%
- Mail: 5%

Customer Service Performance

- 8 in 10:
  - Timely resolution of request
  - Courtesy and helpfulness of staff
  - Knowledge of staff

- 7 in 10:
  - Ease of locating contact information
  - Availability of staff
Voter Participation

- 31% Voted in last election
- 69% Not voted in last election

- 35% Not aware of election
- 16% Not registered to vote
- 4% Voting location inconvenient
- 58% Other

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

The NCS

- Citizen-centric Decision making
- Data-driven Decision making

Envision, Engage, Educate, Earmark, Enact, Evaluate

Questions?
Thank you!

National Research Center, Inc.
2955 Valmont Road Suite 300
Boulder, CO 80301
303-444-7863 • nrc@n-r-c.com
www.n-r-c.com