

# The National Citizen Survey™

## Park City, UT

*Community Livability Report*

*2013*

# Contents

Highlights.....	1
Community Quality.....	3
Governance.....	5
Engagement and Participation.....	7
Community Livability.....	9
Special Topics.....	10

The National Citizen Survey™  
© 2012-2013 National Research Center, Inc.

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

International City/County Management Association  
777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
www.icma.org • 202-289-ICMA

# Highlights

The National Citizen Survey™ (The NCS) report is about the “livability” of Park City. The phrase “livable community” is used here to evoke a place that is not simply habitable but that is desirable. It is not only where people do live, but where they want to live.

The NCS is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). Survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

Great communities comprise partnerships of the government, private sector, community-based organizations and residents, all sharing one place. The NCS captures residents’ opinions about the community and local governance as well as residents’ own contributions across eight aspects of the community: Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement.

The NCS Community Livability report for Park City provides the opinions of a representative sample of residents about community quality of life, service delivery, community participation and unique issues of local interest. Community stakeholders will need to leverage their strengths to address the challenges to ensure Park City remains an attractive, livable community for current and future generations.

An additional report, Trends over Time, has been provided under separate cover as well as the Technical Appendices, which contains survey methods and detailed benchmarking results.

## Park City is a great place to live

Anyone who visits Park City, or is drawn to live there, appreciates its natural beauty. Residents work to sustain that beauty by recycling, conserving water and making their homes more energy efficient. Ratings for open space, preservation of the natural environment, the appearance of the community and its air quality were almost unanimously positive and when compared to other places, residents of Park City overwhelmingly thought highly of their neighborhoods, the community as a place to live and raise children and even as a place to retire. The image of the community among residents was as pristine as the city itself. Sealing the deal was a sense of safety in Park City that helped to define the local quality of life. Residents felt safe everywhere and gave strong ratings to crime prevention and to police, fire fighters and emergency medical personnel. These ratings have held steady since 2011. Traffic enforcement ratings improved since 2011.



A minor caution comes in the rating for sense of community. It remains higher than in other communities across the country, but has declined since 2011.

## Parks and recreation opportunities, services and resident engagement are engines of quality in Park City

For almost every aspect of the community’s Recreation and Wellness – in the areas of overall community quality, governance and participation – 9 in 10 residents gave “excellent” or “good” ratings, indicated intensive use of services or extraordinarily positive outcomes. Residents admired their recreation and fitness opportunities, the parks, recreation centers and programs and they regularly used the parks and recreation centers. Residents also reported eating well and being healthy. Noticeably lower ratings were given to health care and preventive health services, which are areas that can support the healthy lifestyles of residents, but still, these ratings were rated as “good” or better by at least two in three residents.

## Alternate modes of mobility anchored the strong ratings of the built environment while affordable housing lagged

Beyond its natural endowments, the community must support its Built Environment – transportation; housing; human-constructed infrastructure, like sewer and lighting; snow removal, code enforcement; and even cable television and Internet connection. Ratings of city services and infrastructure were strong. Ratings for ease of travel by bicycle and walking and ratings for walking paths were better in Park City than in other places. Travel by car and traffic flow did not receive remarkably strong ratings and ratings for travel by car fell since 2011. However, ratings for travel by bicycle declined, too, though ratings remained higher than in comparison areas. Like affordable housing, traffic issues represent traditional problems for attractive locales.



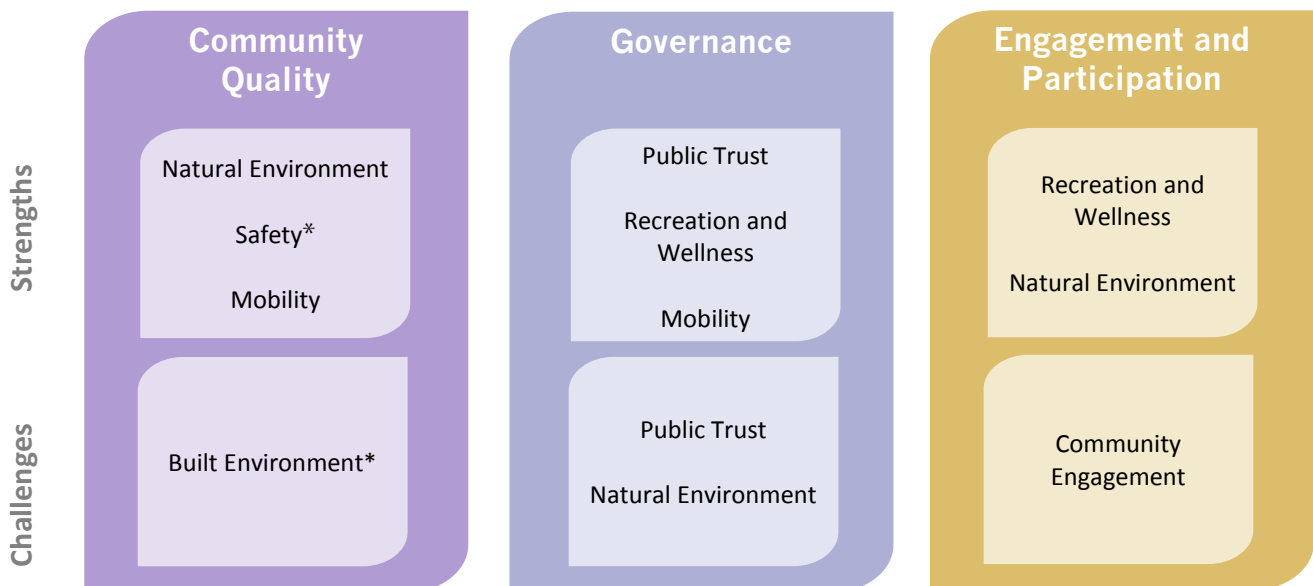
While the cost of housing (relative to household income) did not burden residents in Park City as much as it burdened residents elsewhere – and the percent of residents paying “too much” for housing decreased since 2011 – residents did not give strong ratings to availability of affordable housing or to the variety of housing options in Park City.

## Public trust provides an important foundation for resident support of city actions and should be tended to ensure its strength

The natural environment may be a “given,” but the sustenance of the environment and the work of humans to enhance it require good governance. Local governments cannot succeed without the “hearts and minds” of their residents, so how locals view the integrity of their leaders and the direction their community is moving has a meaningful impact on whether a city can work. At least two in three residents valued the direction the community was moving, the honesty of its leaders, leaders’ dedication to operate in the best interest of Park City and residents believed they were getting good service value for the taxes they paid. Seven in 10 residents felt that the City welcomes resident involvement, a higher percentage than is found in other places, and 8 in 10 thought highly of the services the City delivers.

While these ratings have held strong since 2011, showing no meaningful change over time, the characteristics measured are important enough to the continued success of Park City that it is worthwhile for leaders to pay attention to Park City’s considerably strong public trust.

The chart below identifies strengths and challenges for Park City and community residents and leaders are encouraged to draw their own conclusions.



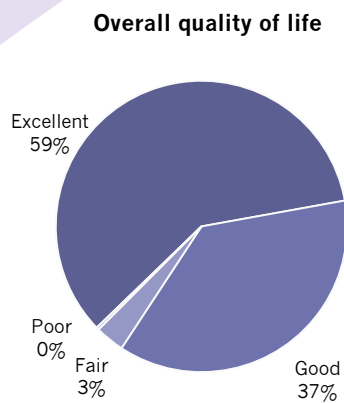
\* Most important to overall quality of life

# Community Quality

*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Park City, 9 in 10 residents rated their overall quality of life as “excellent” or “good.” In particular, the image and appearance of the community, its neighborhoods and the community as a place to live were appreciated by 9 in 10 residents, too. More than three-quarters of residents gave “excellent” or “good” ratings to Park City as a place to raise children or to retire. All of these major dimensions of quality of life were rated above typical ratings seen in other communities across the U.S.

Delving deeper into Community Quality, survey respondents rated over 40 features of the community within the eight dimensions of Community Livability. As might be expected, ratings for the Natural Environment and Recreation and Wellness were extraordinarily high.



Equally strong ratings were given to Safety, Mobility (though stronger ratings went to alternative modes like bus, bike and walking than to car) and Community Engagement (volunteer, cultural opportunities and social events).

The overall economic health of Park City was given positive ratings by four in five residents. Three in four residents felt that Park City’s downtown was vibrant and that Park City was a good place to work. Shopping opportunities received strong ratings, even higher in 2013 than in 2011.

Resident ratings of Park City’s culture, arts and music activities improved since 2011; welcome news for a vacation destination.

The broad area of Park City’s Built Environment contained the only community features thought of less positively than across the country; affordable housing and the variety of housing options were not seen positively by a majority of Park City residents. Lower ratings in these areas, along with traffic flow and public parking tend to be the “curses” of successful places.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark  
 ■ Higher ■ Similar ■ Lower ■ Not available

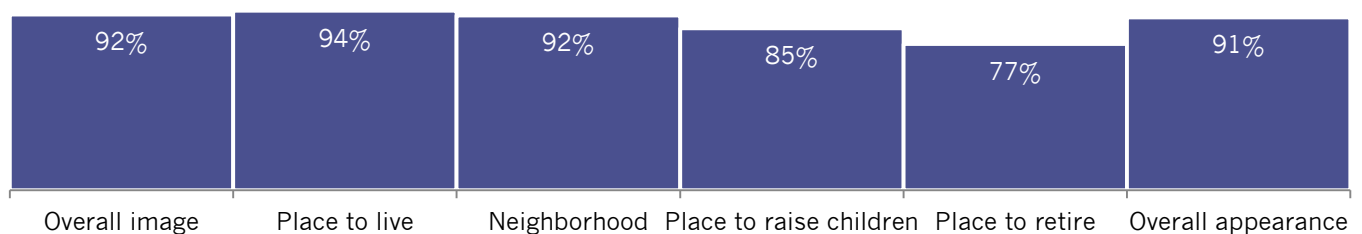
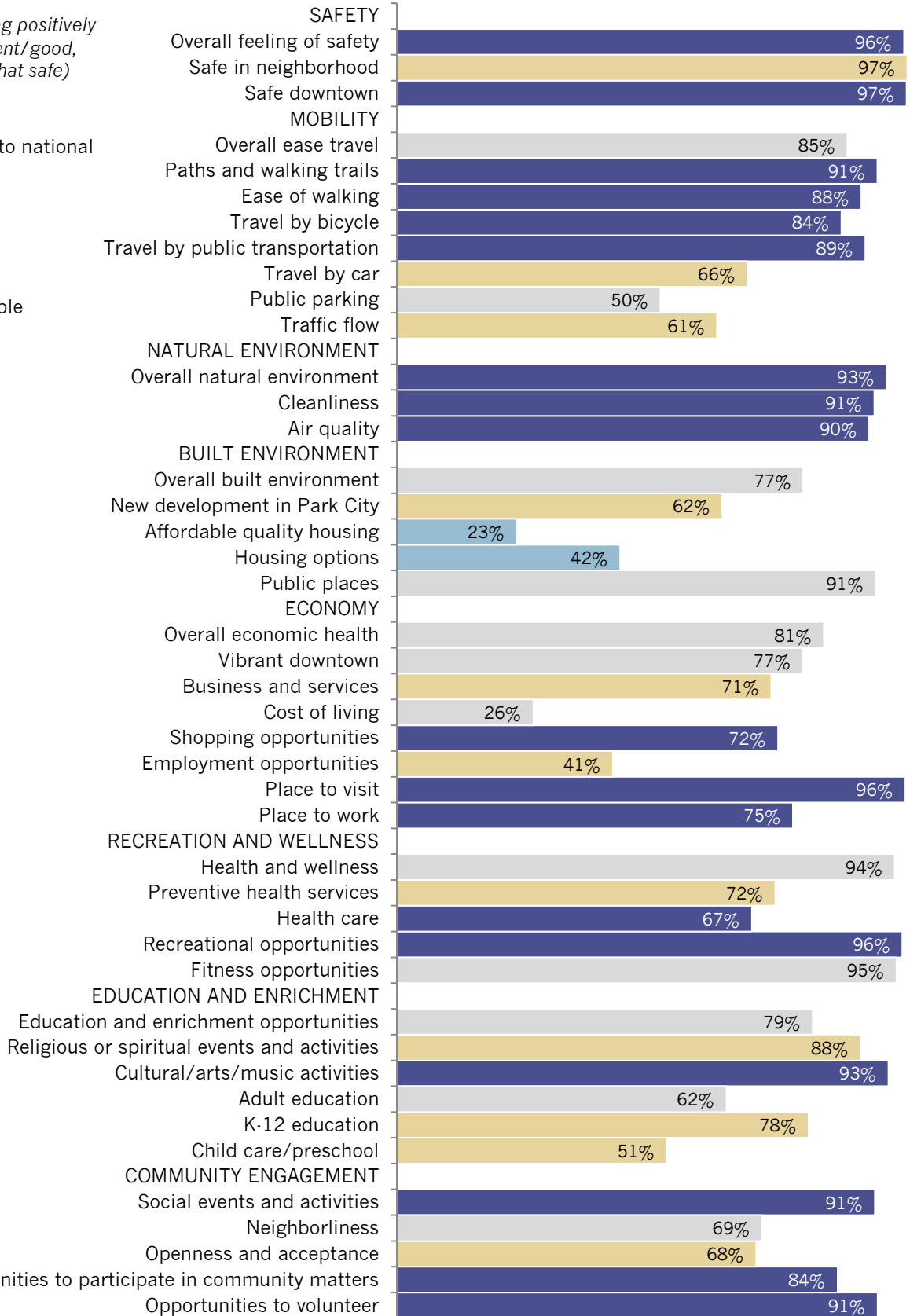


Figure 1: Aspects of Community Quality

Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)

Comparison to national  
benchmark

- Higher
- Similar
- Lower
- Not available



# Governance

*How well does the government of Park City meet the needs and expectations of its residents?*

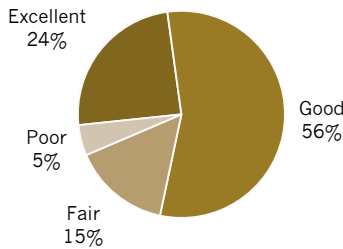
The overall quality of the services provided by Park City as well as the trust that residents place in City leaders are key components of a livable community. Overall City services were appreciated by more than four in five residents. Other broad government performance areas, like the direction of the City, value for taxes paid, customer service by City employees and overall service quality, were similar to the views of residents across the country and appreciated by at least two in three residents. A particularly strong rating was given to welcoming citizen involvement.

Survey respondents also rated 30 individual services and amenities available in Park City. In general, local service evaluations were similar to resident ratings of local service quality nationwide. Highlights were in the areas of Mobility and Recreation and Wellness. Mobility strengths included street lighting, snow removal and bus/transit services. Parks, recreation programs and centers and health services all received ratings above those observed nationwide, and all at least held steady since 2011. Ratings for street repair and traffic enforcement improved since 2011 and were similar to nationwide resident ratings. Ratings for services related to Safety held strong over the two administrations of the survey.

Quality ratings for services in the area of the Natural Environment showed a decline since 2011 for recycling and a noticeably low rating for water, which was the same as in 2011.

Public works and infrastructure services, under the area of the Built Environment, remained within ranges seen in other places and held steady since 2011.

**Overall quality of services**



Public library and public information service ratings remained strong.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower ■ Not available

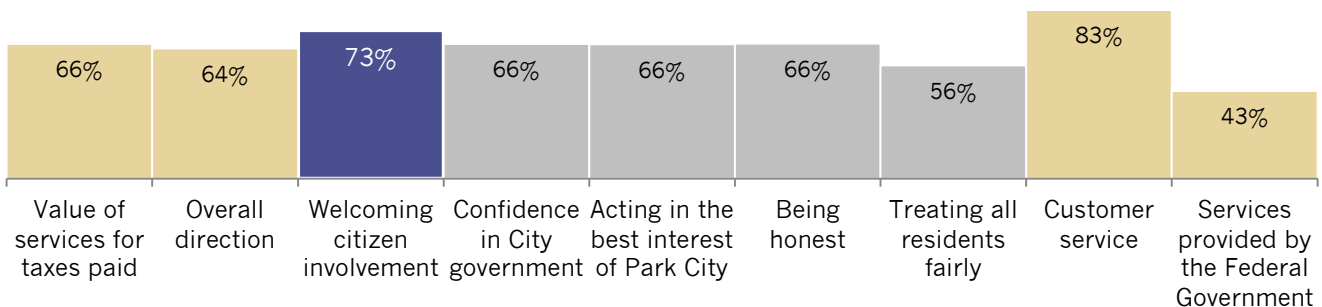
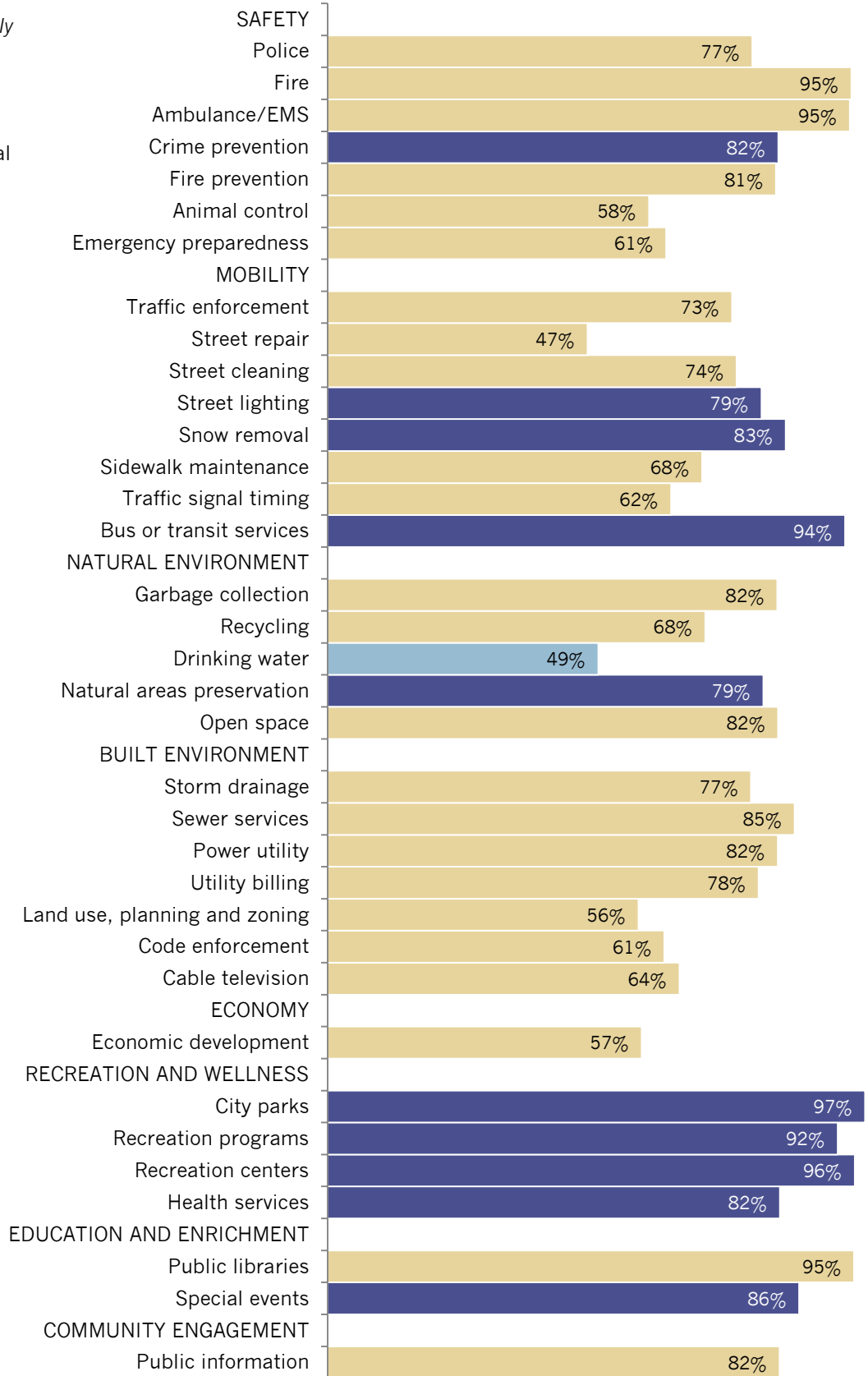


Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower
- Not available





# Engagement and Participation

*Are the residents of Park City connected to the community and each other?*

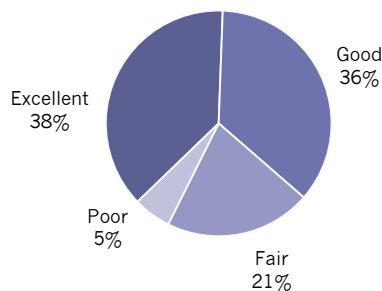
The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. Park City residents described the city's sense of community more positively than did residents of other communities, this despite a decline since 2011. Roughly one in two residents reported contact with the City within the past year, much like the rates of contact across the country. The attraction of the city remained undiminished with about 9 in 10 Park City residents indicating they would recommend it as a place to live and planned to remain in the city for the coming five years at levels similar to those seen in national survey results.

The survey included over 30 activities and behaviors in which respondents indicated how often they participated or performed each, if at all. Clearly, Park City residents thrived in a recreation-centric environment. They gave high ratings to their own health and activity levels and they used recreation centers more often than did residents in other locales. In terms of Mobility, there was a lot of carpooling and use of other alternative modes of travel. Many residents recycled, had conserved water and improved their dwellings with energy efficiency upgrades.

Large numbers of residents attended city-sponsored events. Political engagement was not rampant in Park City, however. Less than one in three residents had campaigned for an issue, cause or candidate; contacted a Park City elected official; or watched a local public meeting on television. Still, four in five read or watched the local news.

While cost of living was not considered to be a strength by many in Park City, fewer residents than elsewhere paid more than 30% of their household income to their housing costs.

**Sense of Community**



*Percent rating positively (e.g., very/somewhat likely,*

*Comparison to national benchmark*

- Higher
- Similar
- Lower
- Not available

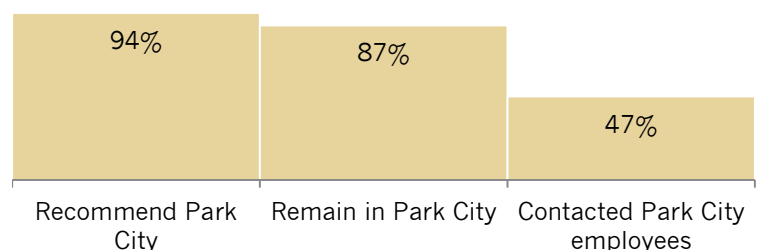
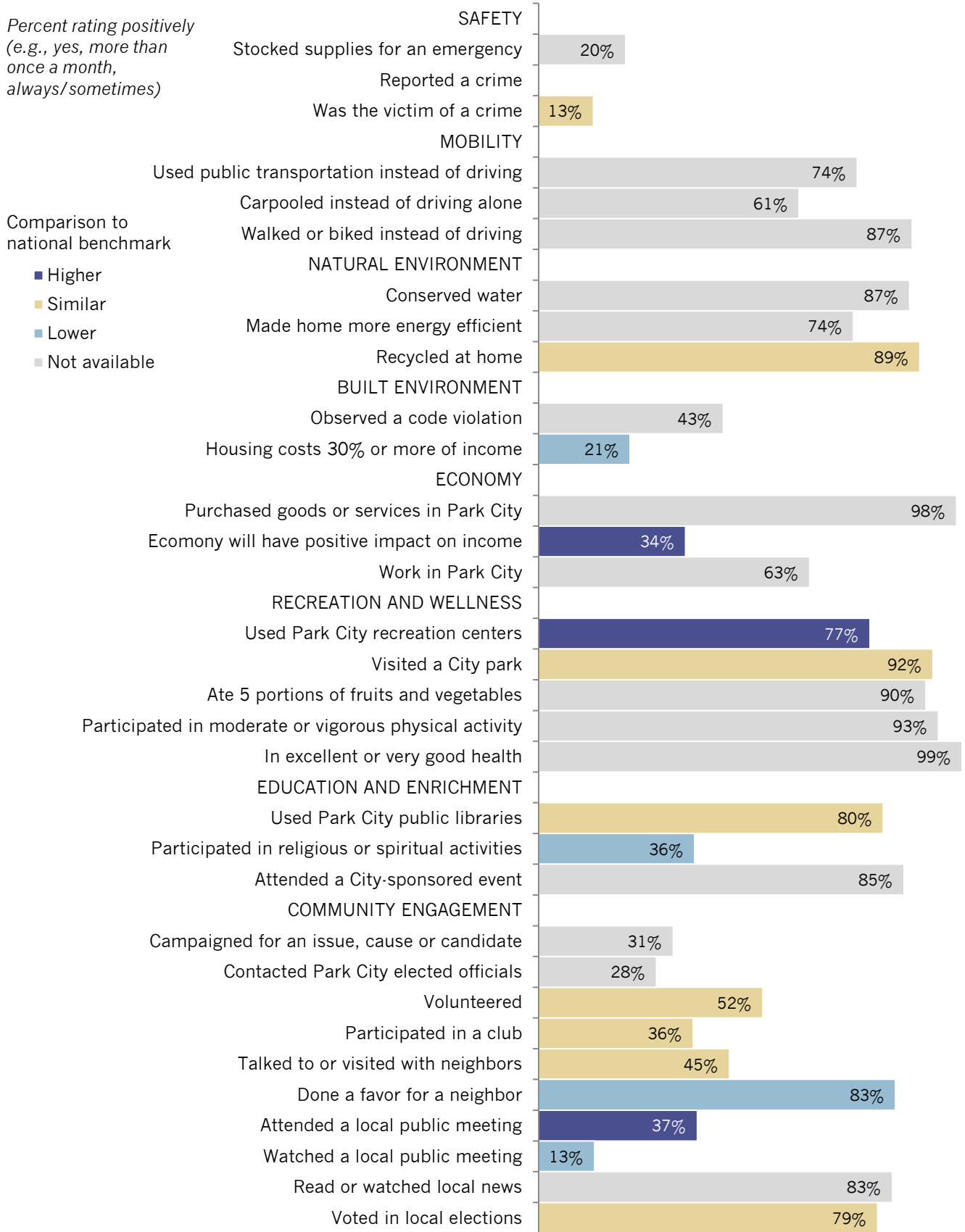


Figure 3: Aspects of Engagement and Participation



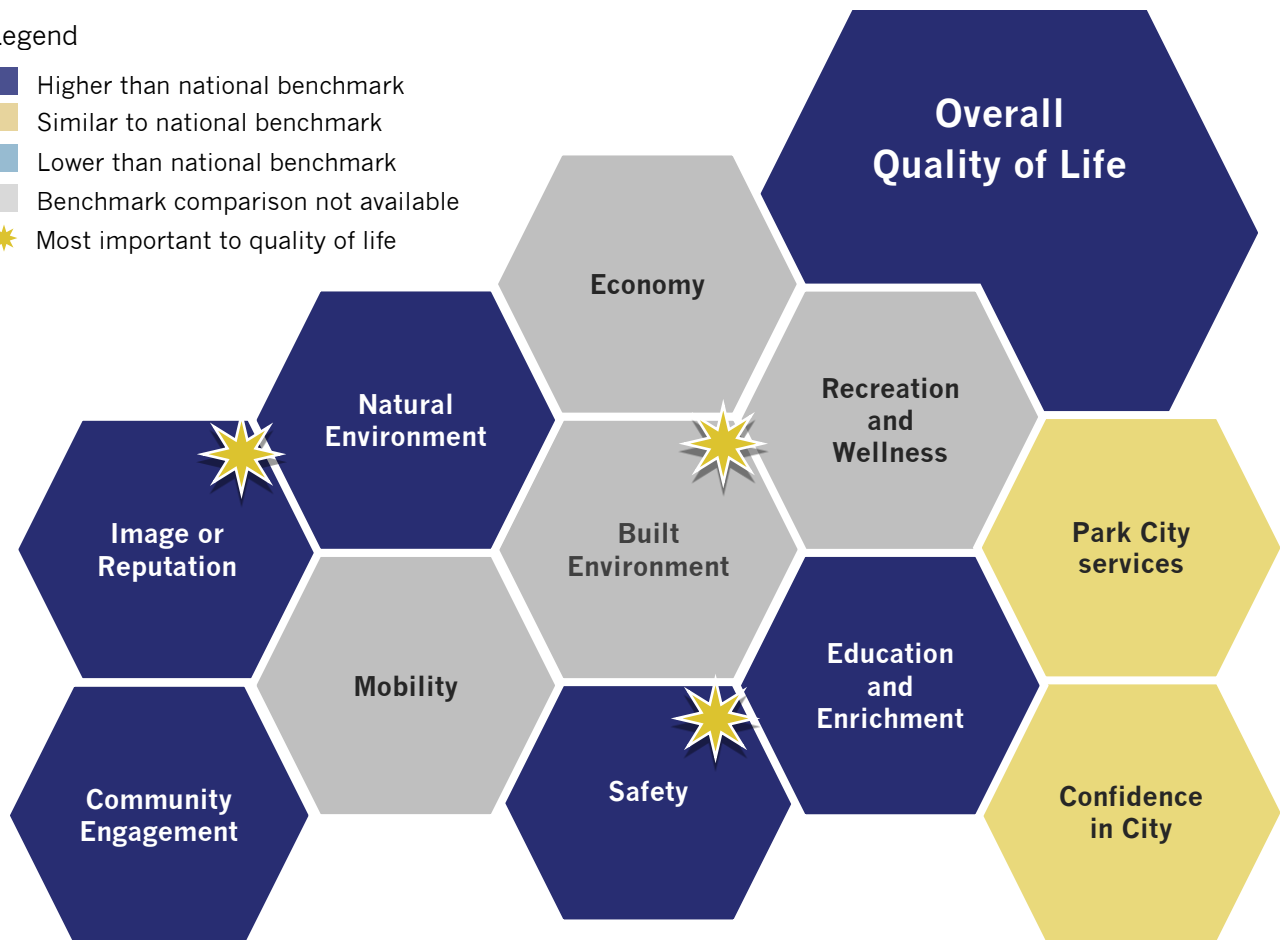
# Community Livability

*Which aspects of Community Livability are most influential to residents' quality of life?*

By knowing what resonates most with residents as they rate their quality of life, Park City stakeholders will have a window into the aspects of the City that make their community livable, attractive and a place where people want to be. Residents' ratings for each of the eight aspects of Community Livability – Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement – as well as residents' confidence in City government, the overall quality of services provided by the City and the overall image or reputation of Park City were correlated with resident ratings of overall quality of life. These relationships reveal those aspects of community livability that have the greatest influence on quality of life. This analysis demonstrated that Park City's Image or Reputation, Built Environment and Safety played the biggest roles in how residents assessed their overall quality of life. Image or Reputation and Safety were rated more positively than in other communities, while Built Environment is too new of a question to have a comparison to national findings. Increasing affordable and diverse housing may boost views of the city's Built Environment.

## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark
- Benchmark comparison not available
- ★ Most important to quality of life



# Special Topics

The City of Park City included four questions of special interest on The NCS, all targeting Internet access and providers. Comcast users outnumbered users of other Internet service providers and were, on average, less pleased with the cost of their Comcast Internet service than were other users. Internet speed and reliability were seen as “good” or better by about two-thirds of respondents, while just one-third said the same of the cost of Internet service. While half of residents described high-speed Internet access as an “essential” aspect of quality of life, few “strongly agreed” that they would be willing to pay more, likely because of feeling that the cost already was too high. There was more enthusiasm around the City having a hand in funding the exploration of how to increase speeds.

Figure 4: Question 1  
If you have Internet Access at home, who is your current service provider?

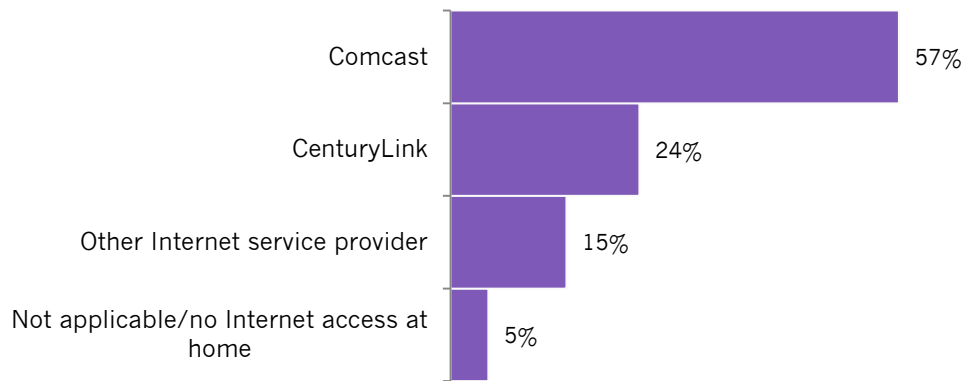


Figure 5: Question 2  
Please rate each of the following aspects of your Internet access at home.

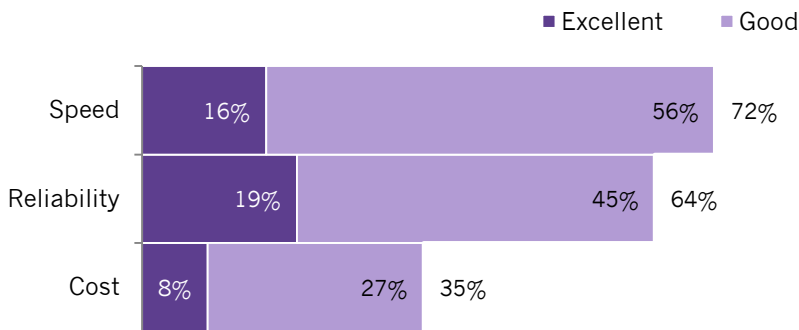


Figure 6: Question 1 Compared with Question 2

Please rate each of the following aspects of your Internet access at home: (Percent rating as "excellent" or "good").	If you have Internet access at home, who is your current service provider?			Overall
	CenturyLink	Comcast	Other Internet service provider	
Speed	63%	75%	74%	72%
Reliability	67%	63%	64%	64%
Cost	46%	23%	68%	35%

Figure 7: Question 4

How important, if at all, is high speed Internet access to your overall quality of life in Park City?

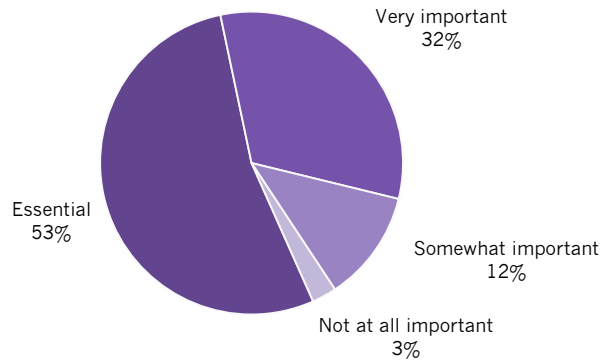


Figure 8: Question 5

To what extent do you agree or disagree with each of the following...

