

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

**Park City, UT**  
Community Livability Report

2015



**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

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# About

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.

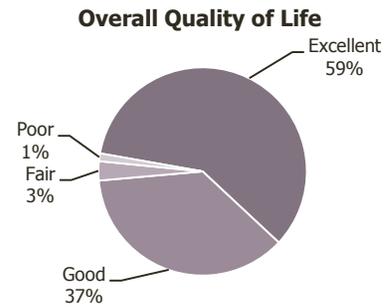
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 321 residents of Park City. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Park City

Almost all residents rated the quality of life in Park City as excellent or good. This rating was higher than the national benchmark comparison (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

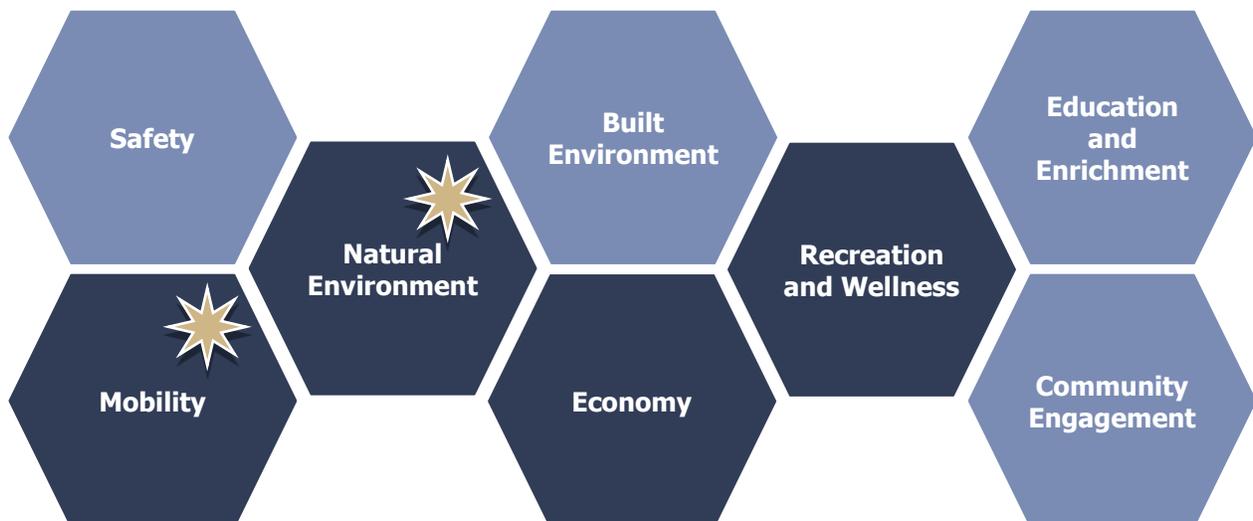
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Mobility and Natural Environment as priorities for the Park City community in the coming two years. It is noteworthy that Park City residents gave very strong ratings to both of these facets of community as well as to Economy and Recreation and Wellness. Ratings for Safety, Built Environment, Education and Enrichment and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Park City’s unique questions.

## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



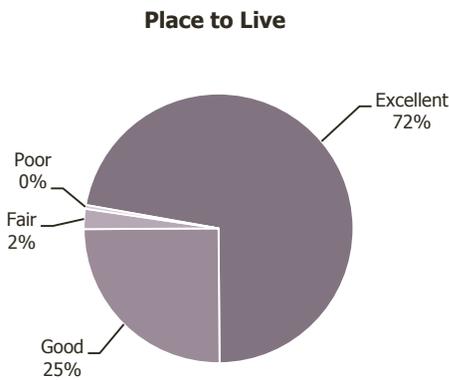
# Community Characteristics

*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, 97% rated the City as an excellent or good place to live. Respondents' ratings of Park City as a place to live were higher than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Park City as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Park City and its overall appearance. At least 9 in 10 respondents gave excellent or good ratings to the overall image of Park City, their neighborhood as a place to live, Park City as a place to raise children and the overall appearance of Park City. These ratings were all higher than ratings in comparison communities. About three-quarters of respondents gave positive ratings to Park City as a place to retire; this rating was also higher than ratings in comparison communities. These ratings tended to remain stable from 2013 to 2015 (see the *Trends over Time* report under separate cover). However, ratings for Park City as a place to raise children increased over time.

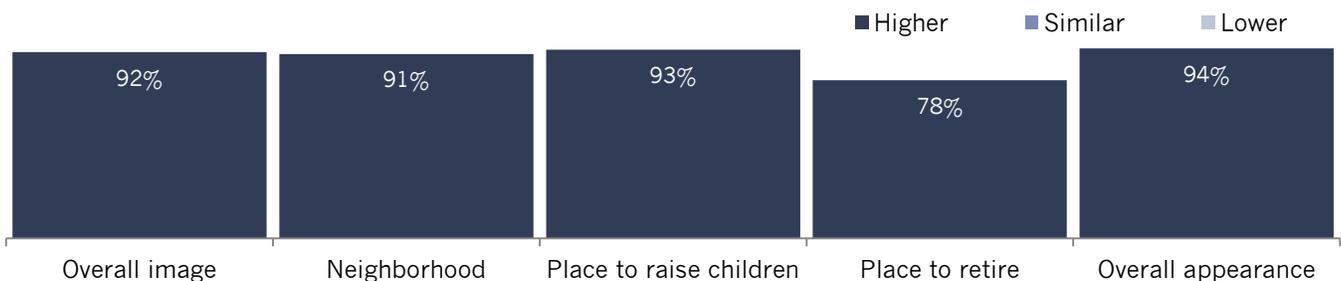
Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. More than 9 in 10 residents gave high ratings to feelings of safety in Park City and more residents felt safe in their neighborhoods and downtown than in comparison communities. Most aspects of Mobility were rated positively by a majority of respondents and ratings for paths and walking trails, ease of walking, travel by bicycle and travel by public transportation were higher than the national benchmarks. However, only about one-third gave positive ratings to public parking and this rating was lower than in comparison communities. Ratings for traffic flow, travel by car and public parking decreased from 2013 to 2015. Almost all residents gave excellent or good ratings to all aspects of Natural Environment; these ratings were all higher than ratings in comparison communities. Ratings within Built Environment were a mix of negative and positive. Most residents gave excellent or good ratings to the overall built environment, new development in Park City and public



places where people want to spend time (this rating was higher than the national benchmark). However, fewer than one-third of respondents gave positive ratings to affordable quality housing and housing options in Park City; these ratings were lower than in comparison communities and the rating for housing options decreased from 2013 to 2015. Most ratings within the facet of Economy were higher than the national benchmarks (overall economic health, vibrant downtown, shopping opportunities, employment opportunities and Park City as a place to visit). However, ratings for the cost of living in Park City were lower than in comparison communities. All aspects of Recreation and Wellness, Education and Enrichment and Community Engagement were rated positively by half of the respondents or more and were similar to or higher than the benchmarks.

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

Comparison to national benchmark



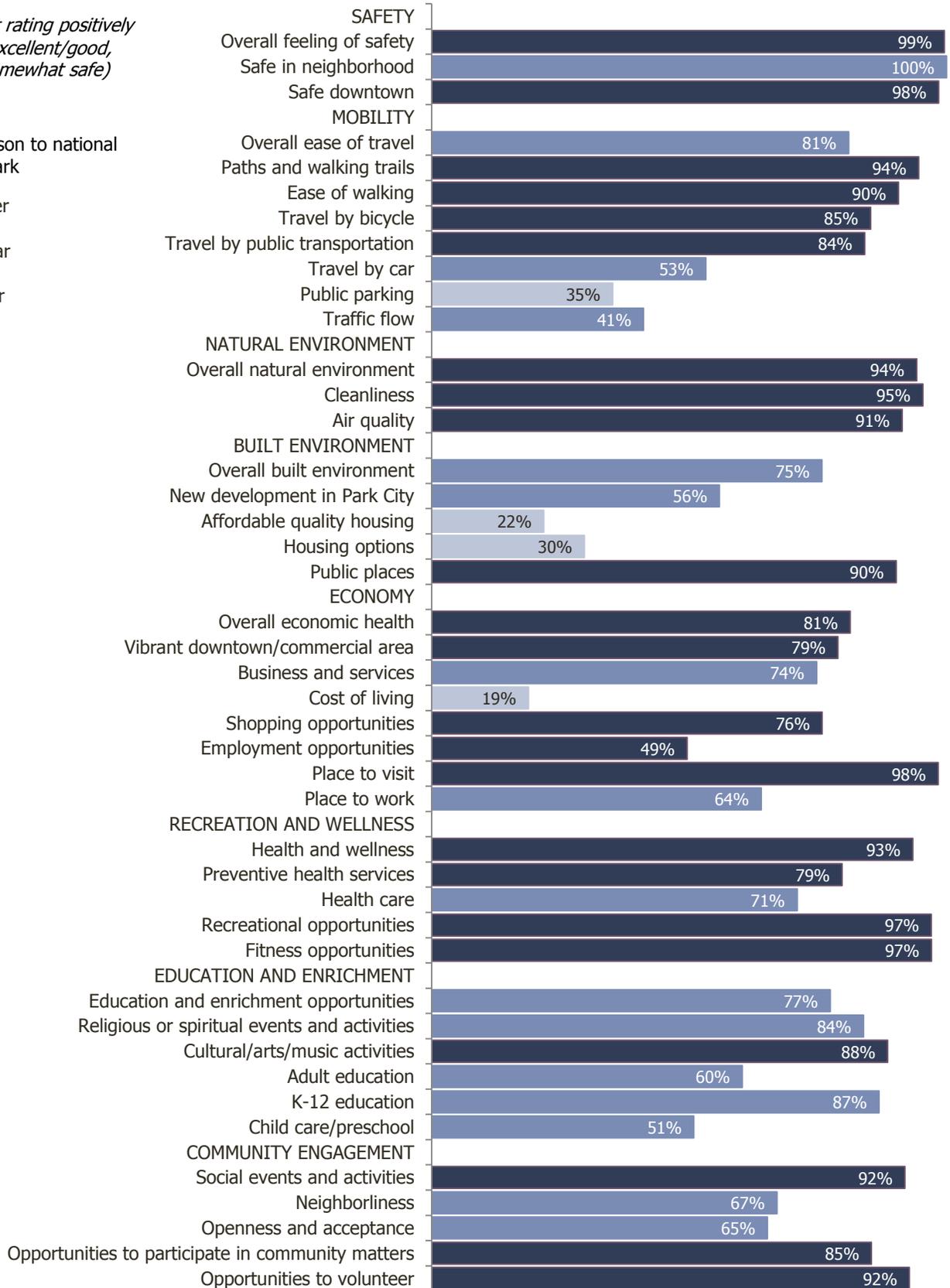
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

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

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

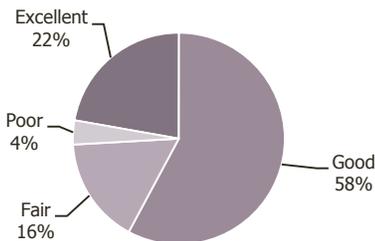
*How well does the government of Park City meet the needs and expectations of its residents?*

The overall quality of the services provided by Park City as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About 8 in 10 residents gave excellent or good ratings to the overall quality of City services, while about 5 in 10 gave positive ratings to the services provided by the Federal Government. Both of these ratings were similar to the national benchmarks.

Survey respondents also rated various aspects of Park City’s leadership and governance. A majority of residents gave excellent or good ratings to each of these aspects and all were rated similar to comparison communities. The overall customer service provided by Park City employees received the highest ratings followed by being honest and value of services for taxes paid to Park City. These ratings tended to remain stable over time.

Respondents evaluated over 30 individual services and amenities available in Park City. All aspects of Governance were rated excellent or good by a majority of respondents and all were similar to or higher than the national benchmarks. All aspects of Recreation and Wellness (City parks, recreation programs, recreation centers and health services) and Education and Enrichment (public libraries and special events) received ratings higher than in comparison communities. Most ratings remained stable over time; however, ratings for traffic enforcement and cable television declined. Ratings for street repair, street cleaning, sidewalk maintenance and drinking water increased from 2013 to 2015.

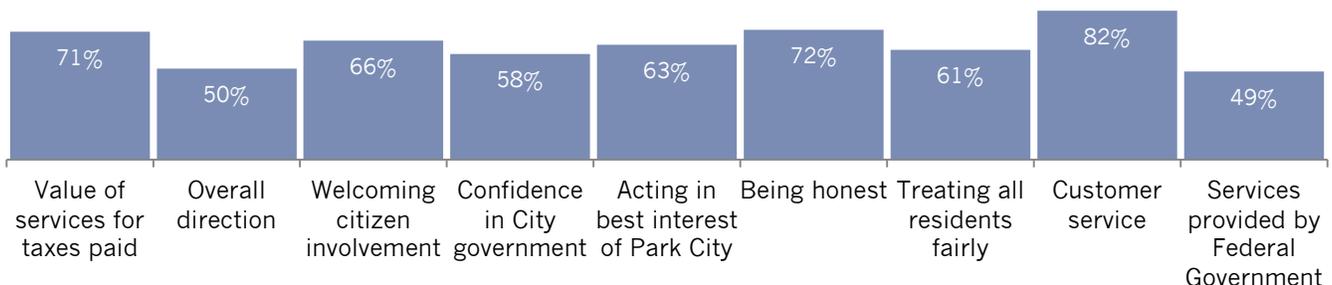
**Overall Quality of City Services**



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



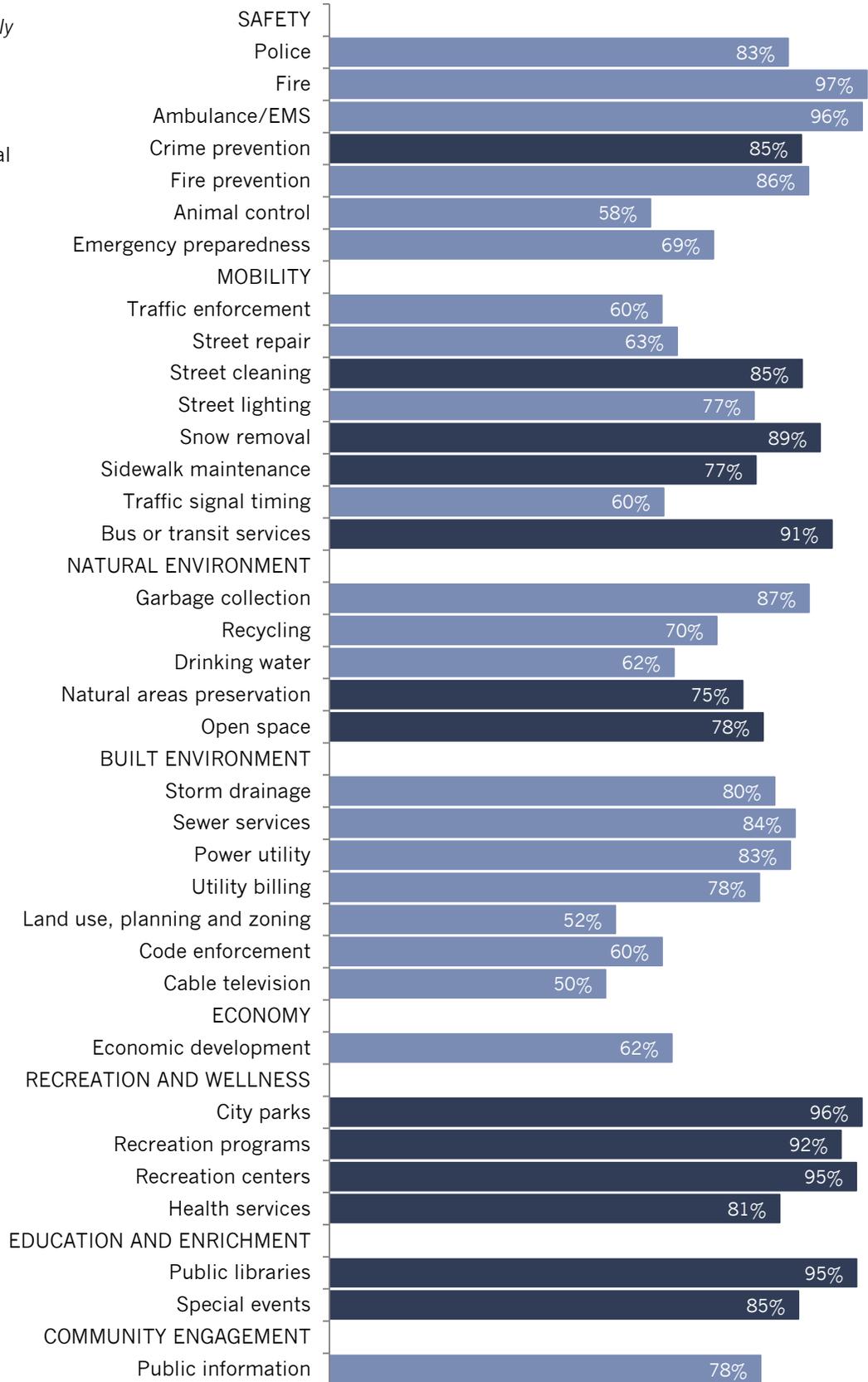
# The National Citizen Survey™

Figure 2: Aspects of Governance

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

Comparison to national  
benchmark

- Higher
- Similar
- Lower

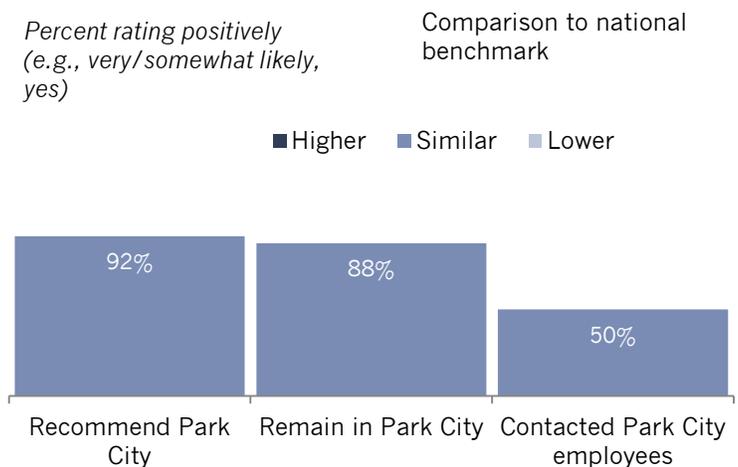
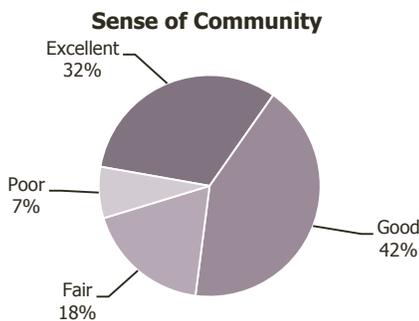


# Participation

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

An engaged community harnesses its most valuable resource, its residents. 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. About three-quarters of respondents gave excellent or good ratings to the sense of community in Park City and this rating was similar to the national benchmark. About 4 in 5 residents reported that they were likely to recommend living in Park City and planned to remain in Park City, and about half reported that they had contacted a Park City employee in the last 12 months.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Park City residents reported higher rates of Participation than residents in comparison communities within the facets of Mobility (used public transportation, carpooled, walked or biked instead of driving), Natural Environment (conserved water, recycled at home), Economy (personal economic outlook, work in Park City), Recreation and Wellness (used Park City recreation centers, visited a City park, participated in moderate or vigorous physical activity, in very good to excellent health), Education and Enrichment (used Park City libraries, attended a City-sponsored event), and Community Engagement (campaigned for an issue, cause or candidate, volunteered, participated in a club, done a favor for a neighbor and attended a local public meeting). Further, several rates of Participation increased from 2013 to 2015 including those that had carpooled, conserved water, made their homes more energy efficient, worked in Park City, used Park City recreation centers, listened/watched a public meeting, volunteered, participated in a club or read or watched local news.



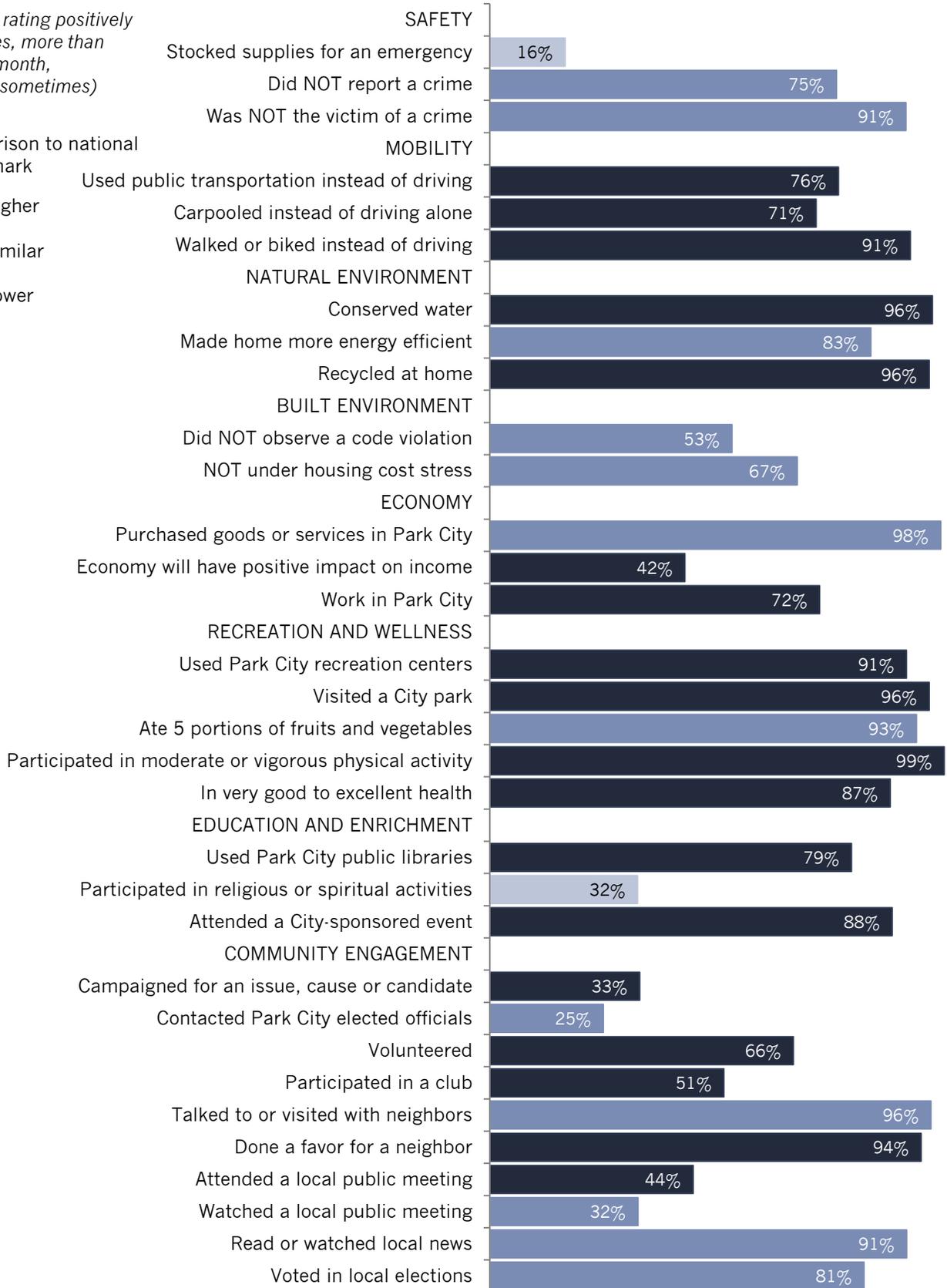
# The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Conclusions

## **Park City residents continue to enjoy a high quality of life.**

About 9 in 10 residents gave excellent or good ratings to the overall quality of life in Park City, Park City as a place to live, the overall image of Park City, their neighborhoods, the overall appearance of Park City and Park City as a place to raise children. These ratings were higher than national benchmark comparisons and ratings for Park City as a place to raise children increased from 2013 to 2015. At least 4 in 5 residents were likely to recommend living in Park City and planned to remain in Park City for the next five years. Most of the aspects that aid in community livability were rated positively and were at least similar to the national benchmark comparison.

## **Mobility is important to residents.**

Residents indicated that Mobility is an important facet for the Park City community to focus on over the next two years. At least 4 in 5 respondents gave excellent or good ratings to travel by public transportation, travel by bicycle, ease of walking and paths and walking trails and these ratings were higher than ratings in comparison communities. However, ratings decreased from 2013 to 2015 for traffic flow, travel by car and public parking. Ratings for public parking were lower than the national benchmark. Ratings for bus or transit services, sidewalk maintenance, snow removal and street cleaning were all higher than the benchmarks. Further, ratings for street repair, street cleaning and sidewalk maintenance improved over time. More Park City residents than those in comparison communities reported that they had walked or biked instead of driving, carpooled or used public transportation instead of driving.

## **Park City's Natural Environment is a strong feature of the community.**

Park City's Natural Environment was also identified as an important priority for the community and was an area that consistently received high ratings from residents. About 9 in 10 respondents gave excellent or good ratings to the overall natural environment, cleanliness and air quality and all of these ratings were higher than in comparison communities. The vast majority of residents rated services in this area positively and Park City's open space and natural areas preservation were also rated higher than the benchmarks. Most Natural Environment ratings remained stable over time; however, ratings for drinking water increased from 2013 to 2015. Demonstrating their personal interest in this area, nearly all residents—and more than elsewhere—recycled and conserved water. More residents reported that they had conserved water and made efforts to make their homes more energy efficient in 2015 compared to 2013.