

THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM



Results for the City of Weston

March 6th, 2023



Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

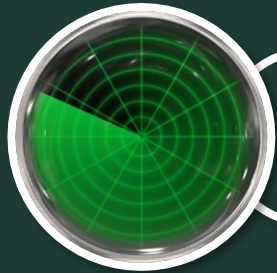
Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:



Role of Resident Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings



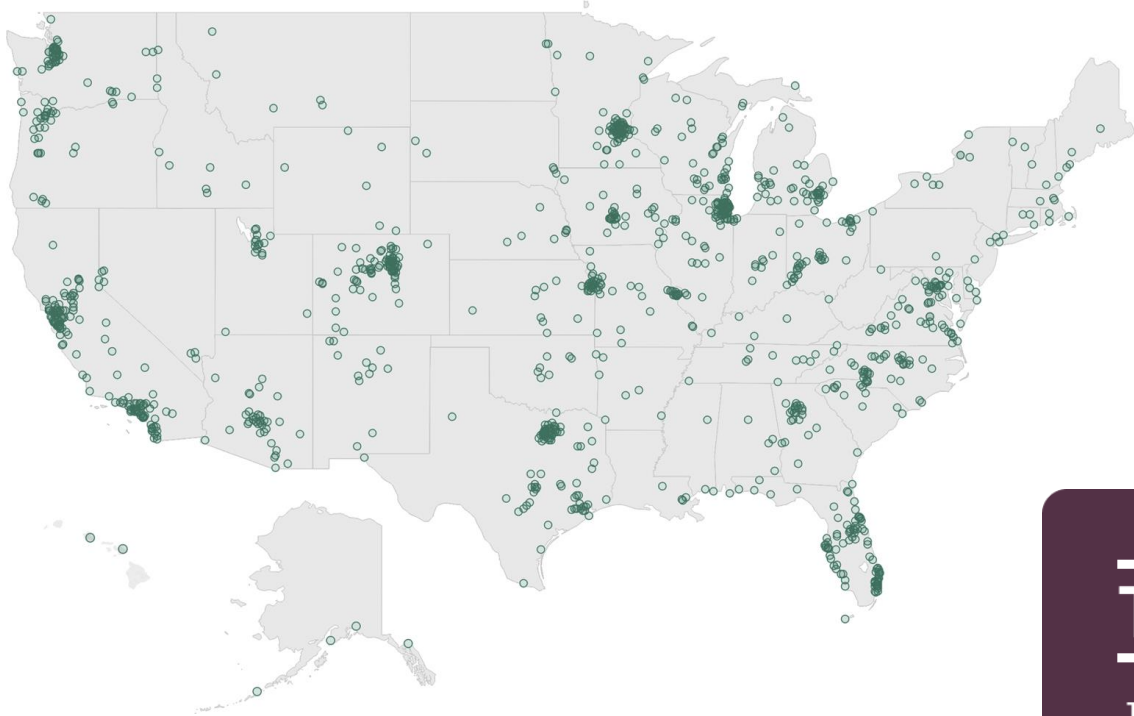
The NCS™ for Weston, FL

- First time conducting The NCS
- Random sample survey conducted from July 12 to August 30, 2022
- Mailing approach employed:
 - Probability-based, statistically significant sample of 2,800 households
 - 303 total responses received
 - 11% overall response rate
- Results statistically weighted to reflect Weston overall
- 95% confidence interval with a +/- 6% margin of error

The NCS Open-Participation Survey

- Online-only version of the survey available to the community at large
- Nearly identical to random-sample survey
- Survey conducted to August 16 – August 30, 2022
- Survey promoted by the City via a number of engagement efforts
 - 89 responses
- Results statistically weighted to reflect Weston overall
- Results reported separately from random sample survey

National Benchmark Comparison Database



More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.

THE NCS[™]

THE NATIONAL COMMUNITY SURVEY[™]

Overview of Survey Results

Facets of Community Livability: Quality

Please rate each of the following characteristics as they relate to Weston as a whole.
(% excellent or good)

		vs. benchmark*
Overall economic health	96%	Much higher
Overall quality of the transportation system	69%	Higher
Overall design or layout of residential and commercial areas	95%	Much higher
Overall quality of the utility infrastructure	87%	Higher
Overall feeling of safety	96%	Higher
Overall quality of natural environment	99%	Much higher
Overall quality of parks and recreation opportunities	96%	Much higher
Overall health and wellness opportunities	95%	Much higher
Overall opportunities for education, culture, and the arts	83%	Higher
Residents' connection and engagement with their community	76%	Higher

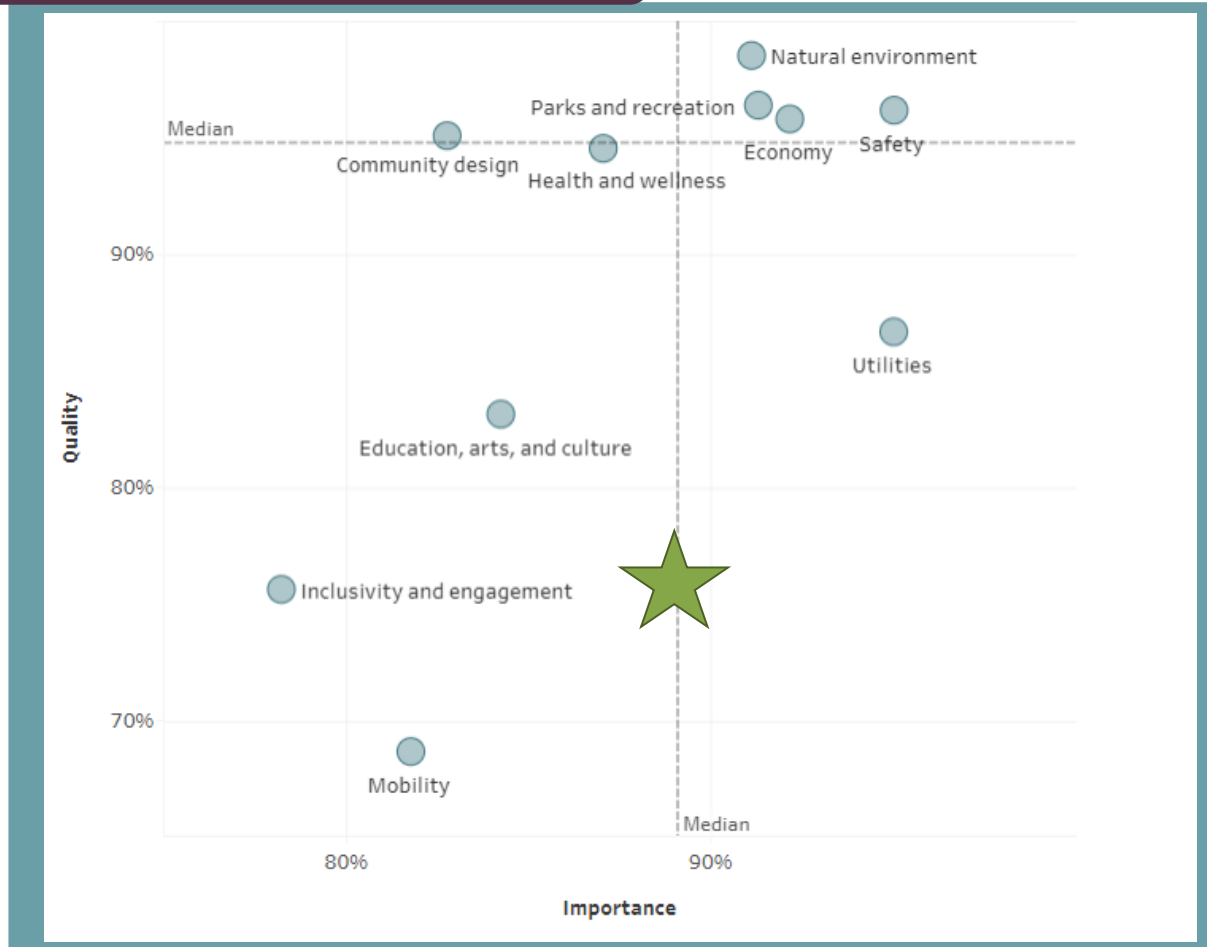
Facets of Community Livability: Importance

Please rate how important, if at all, you think it is for the Weston community to focus on each of the following in the coming two years.

(% essential or very important)

Overall economic health	92%	Similar
Overall quality of the transportation system	82%	Similar
Overall design or layout of residential and commercial areas	83%	Similar
Overall quality of the utility infrastructure	95%	Similar
Overall feeling of safety	95%	Similar
Overall quality of natural environment	91%	Similar
Overall quality of parks and recreation opportunities	91%	Similar
Overall health and wellness opportunities	87%	Similar
Overall opportunities for education, culture, and the arts	84%	Similar
Residents' connection and engagement with their community	78%	Similar

Balancing Quality and Importance

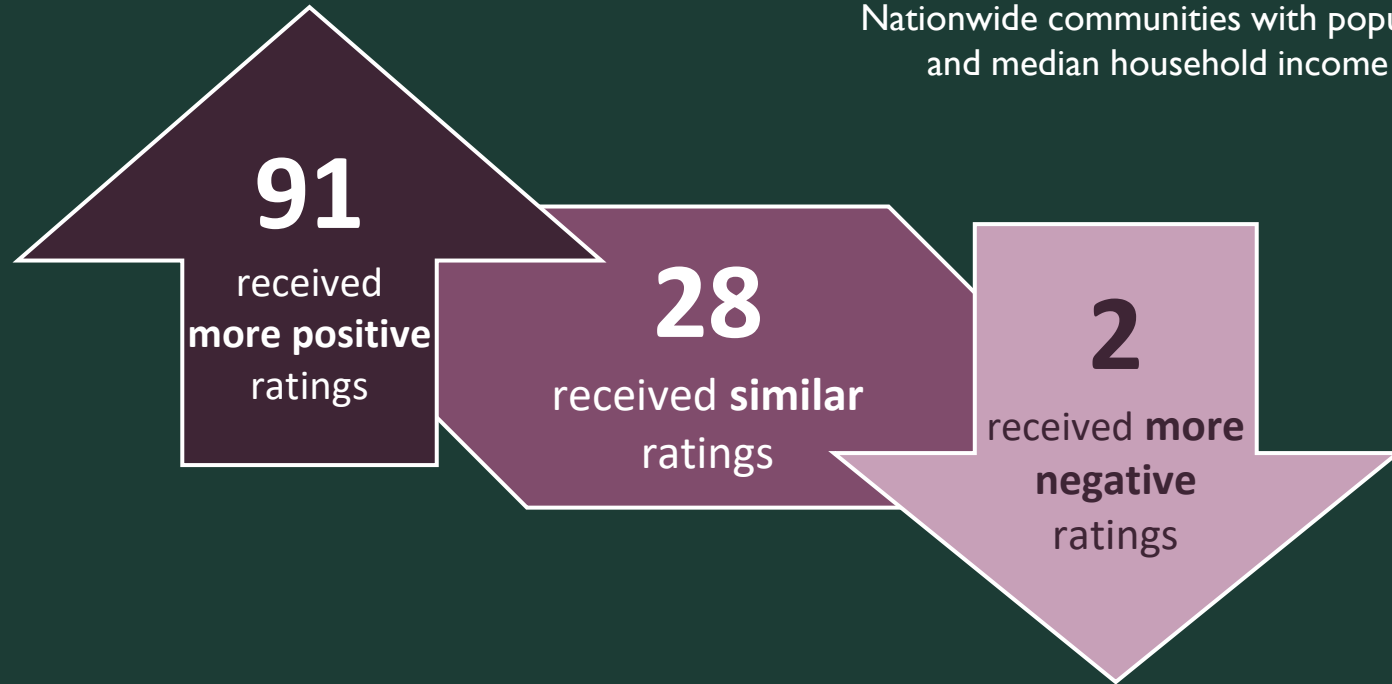


Comparisons to National Benchmarks



Comparisons to Custom/Peer Benchmarks

Custom/peer benchmark group:
Nationwide communities with populations 40k - 100k
and median household income \$90k - \$150k.



Survey Highlights

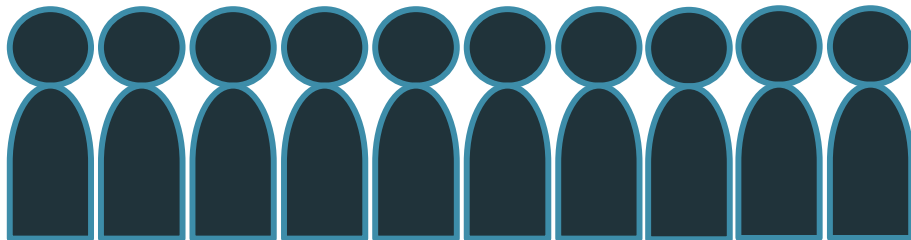
Key Finding #1:

Weston residents experience an overwhelmingly high quality of life.



Overall Community Quality

The overall quality of life in Weston



About

10 in 10

residents gave **excellent** or **good** ratings to:

- Weston as a place to live
- The overall quality of life in Weston
- Overall image and reputation of Weston

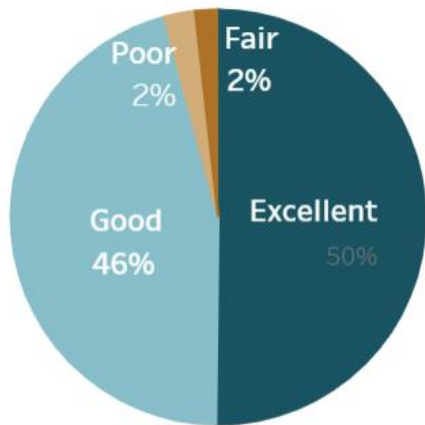
More than 9 in 10 also:

- Would recommend Weston as a place to live
- Plan to remain in Weston for next 5 years

Community Characteristics

All higher than national
and custom benchmarks

Overall economic health of
Weston



100% Weston as a place to raise children

99% Weston as a place to live

99% The overall quality of life

97% Overall image and reputation

96% Your neighborhood as a place to live

96% Overall economic health

Percent excellent or good

Key Finding #2:

Residents are pleased with the local government, and the City's COVID-19 response is rated favorably.



Overall Governance

Please rate the following categories of Weston government performance.
(% excellent or good)

Treating residents with respect	87%	Higher
Being honest	86%	Much higher
Generally acting in the best interest of the community	85%	Higher
Treating all residents fairly	85%	Much higher
The overall direction that Weston is taking	83%	Higher
Being open and transparent to the public	82%	Higher
Overall confidence in Weston government	80%	Higher
The job Weston government does at welcoming resident involvement	71%	Higher
The value of services for the taxes paid to Weston	71%	Higher
Informing residents about issues facing the community	68%	Higher

Overall confidence in Weston government



COVID-19 Response

How would you rate the City of Weston response to COVID-19 in the following categories?

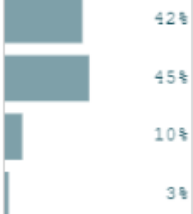
Generally acting in the best interest of the community

Excellent
Good
Fair
Poor



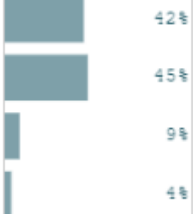
Being open and transparent to the public

Excellent
Good
Fair
Poor



Informing residents about COVID-19 related issues facing the community

Excellent
Good
Fair
Poor



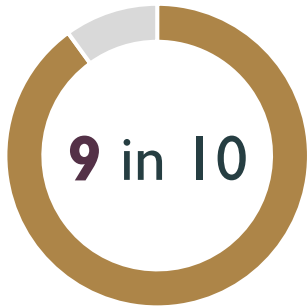
Overall confidence in our local governments COVID-19 response

Excellent
Good
Fair
Poor

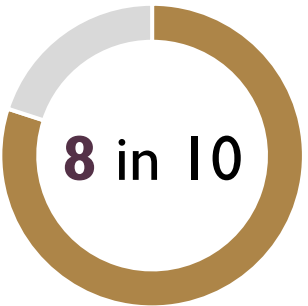


Top Sources of Information About Weston

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:

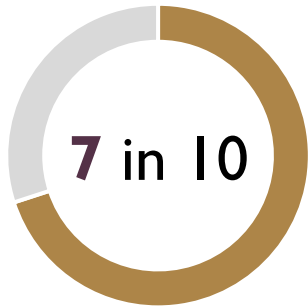


City website (96%)



Local media outlets (80%)

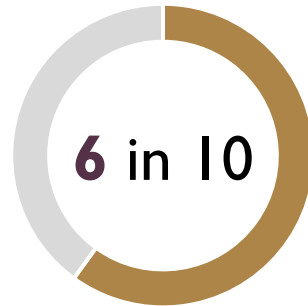
City communications via social media (80%)



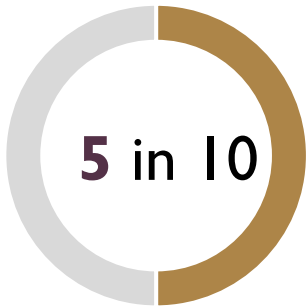
Word-of-mouth (76%)

City e*newsletter
Newsday Tuesday (75%)

City Commission meetings
or other public meetings
(70%)



Talking with City officials (63%)

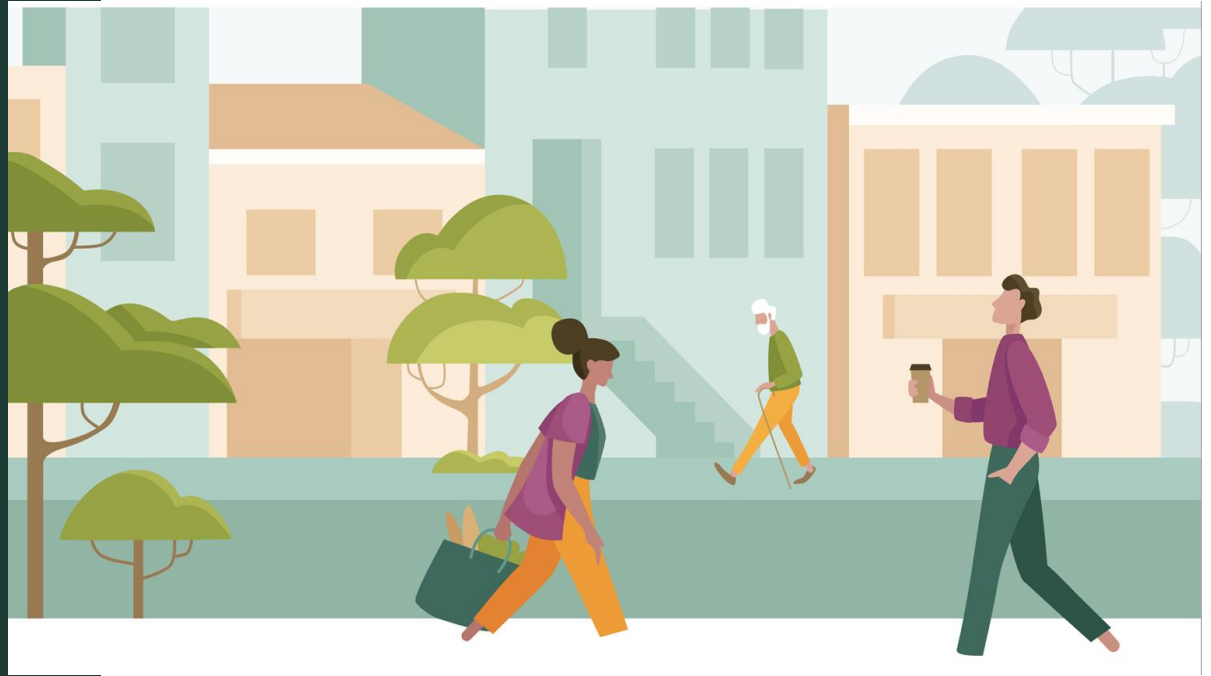


The local government cable channel (54%)

Percent major source or minor source

Key Finding #3:

Inclusivity is strong, but engagement and participation may be areas of opportunity.



Inclusivity and Engagement in Weston

Please rate the job you feel the Weston community does at each of the following.
(% excellent or good)

Valuing/respecting residents from diverse backgrounds	91%	Higher
Making all residents feel welcome	86%	Higher
Attracting people from diverse backgrounds	85%	Much higher
Taking care of vulnerable residents	76%	Higher

Please also rate each of the following in the Weston community.
(% excellent or good)

Sense of civic/community pride	86%	Higher
Openness and acceptance of the community toward people of diverse backgrounds	84%	Higher
Opportunities to participate in social events and activities	75%	Similar
Neighborliness of residents	73%	Similar
Opportunities to participate in community matters	68%	Similar
Opportunities to volunteer	64%	Similar

Residents' connection and engagement with their community



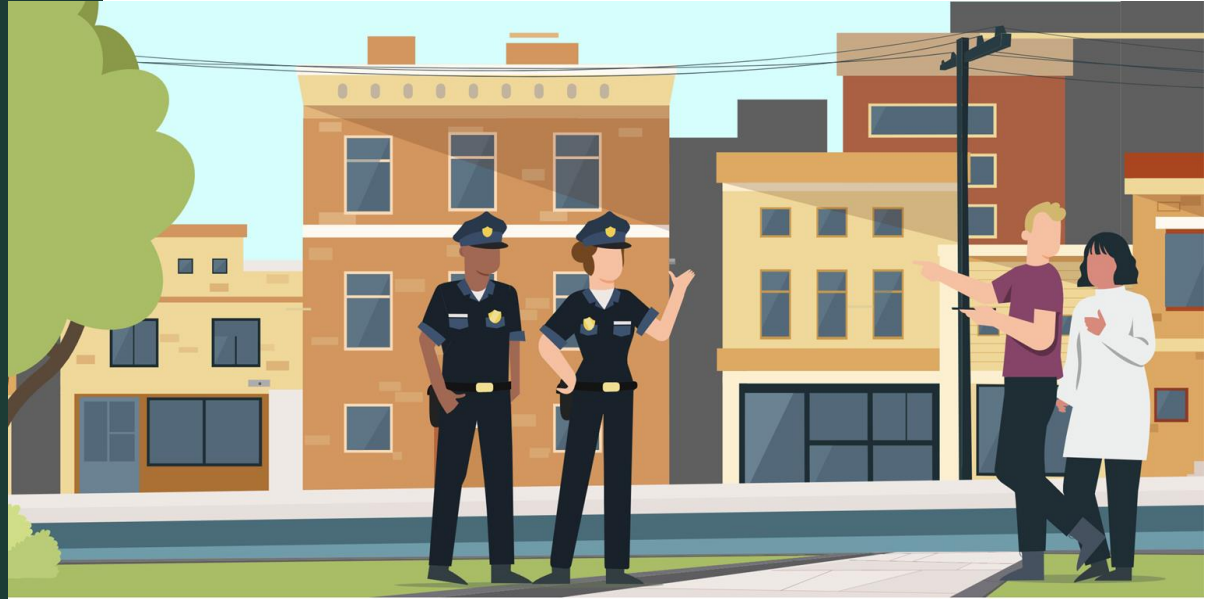
Residents Participation Levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

		vs. benchmark*
Voted in your most recent local election	64%	Lower
Contacted the City of Weston for help or information	31%	Lower
Volunteered your time to some group/activity	19%	Lower
Attended a local public meeting	15%	Similar
Watched a local public meeting	13%	Lower
Contacted Weston elected officials to express your opinion	10%	Similar
Campaigned or advocated for a local issue, cause, or candidate	7%	Lower

Key Finding #4:

**Safety is a
community
strength and
remains a
priority for
residents.**



Safety in Weston


Overall feeling of safety in Weston



Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In your neighborhood during the day	98%	Similar
From violent crime	97%	Higher
In Weston's downtown/commercial area during the day	96%	Similar
From property crime	92%	Higher
From fire, flood, or other natural disaster	86%	Similar

Safety Services in Weston

 Higher than national benchmarks



97%

Fire services



96%

Emergency medical services



90%

Crime prevention



89%

Fire prevention and education



89%

Police services



89%

Emergency preparedness



86%

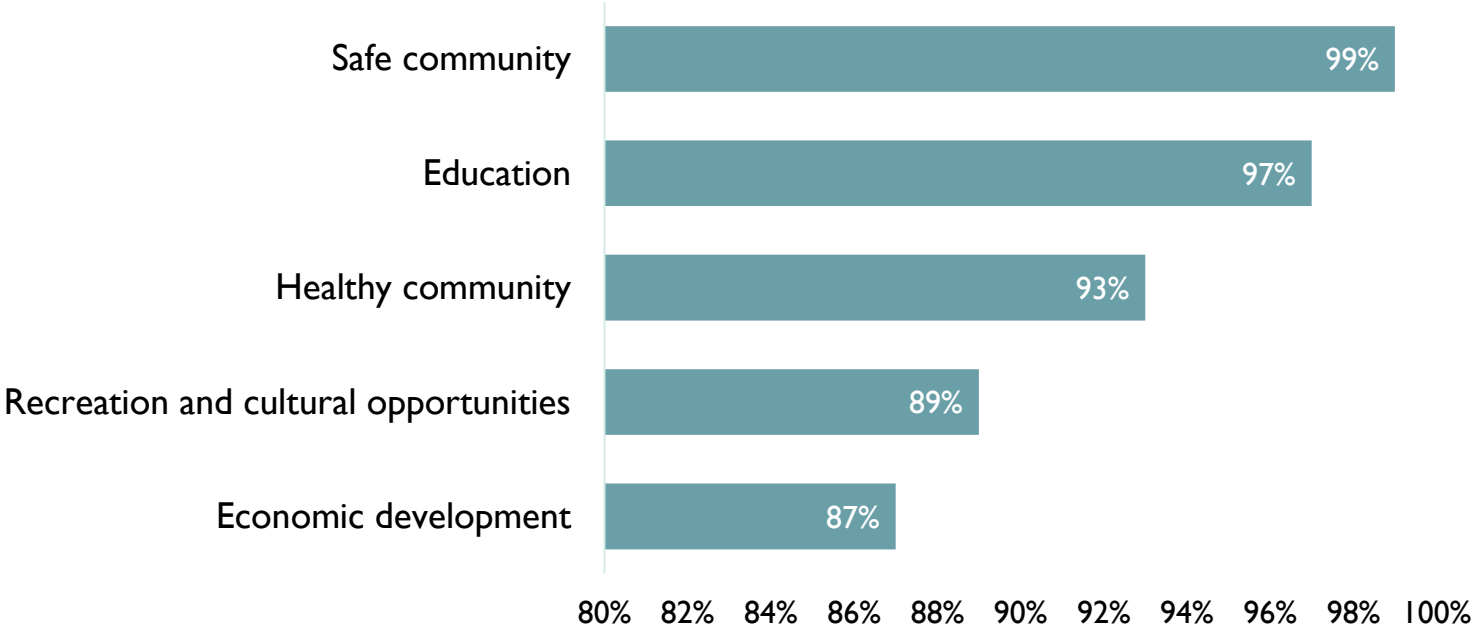
Animal control



Percent excellent or good

City Priorities

Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life of Weston.



Percent essential or very important

Conclusions

1. Weston residents experience an overwhelmingly high quality of life
2. Residents are pleased with the local government and the City's COVID-19 response is rated favorably.
3. Inclusivity is strong but engagement and participation may be areas of opportunity.
4. Safety is a community strength and remains a priority for residents.

Next Steps



SHARE SURVEY RESULTS WITH COMMUNITY



**LONG-TERM ALIGNMENT (STRATEGIC PLAN,
PERFORMANCE MANAGEMENT, BUDGET,
ETC.)**



IMMEDIATE ACTION WHEN POSSIBLE



**ADDITIONAL COMMUNITY
ENGAGEMENT IN 2023-24**



KEEP COMMUNITY INFORMED



**SEEK WAYS TO IMPROVE OUTREACH TO
UNDERSERVED POPULATIONS**

Questions?

Thank you!

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