



Review of 2025 Community Survey Results

March 24, 2026 | City Commission Meeting

CITY
HALL

Community Survey Process

- As part of the Comprehensive Planning process, ETC Institute administered a scientific survey in early fall of 2025.
- Surveys were mailed or available online with checks to ensure respondents' addresses matched those selected for the randomized survey.
- 506 surveys were completed, exceeding the goal of 400.



Why a Scientific Survey?

SCIENTIFIC

- **Sampling:** Uses probability sampling, where everyone has an equal chance of being selected, leading to results representative of the community as a whole.
- **Objectivity:** Structured with questions drafted to minimize bias.
- **Replicability:** Methodical approach allows for independent verification.
- **Analysis:** Professional firms offer expert analysis of results.

NON-SCIENTIFIC

- **Sampling:** Relies on convenience sampling or self-selection, such as open-access website polls.
- **Bias:** High susceptibility to bias because respondents choose to participate, often representing extreme views. Non-expert questions are sometimes leading.
- **Use Case:** Best for quick sentiment checks, not for making informed, high-stakes decisions.

* Random sample of 506 households has a 95% level of confidence with a precision of at least +/- 4.3%

Content of Survey



Primarily a satisfaction survey, asking residents how satisfied they are with City services and performance.

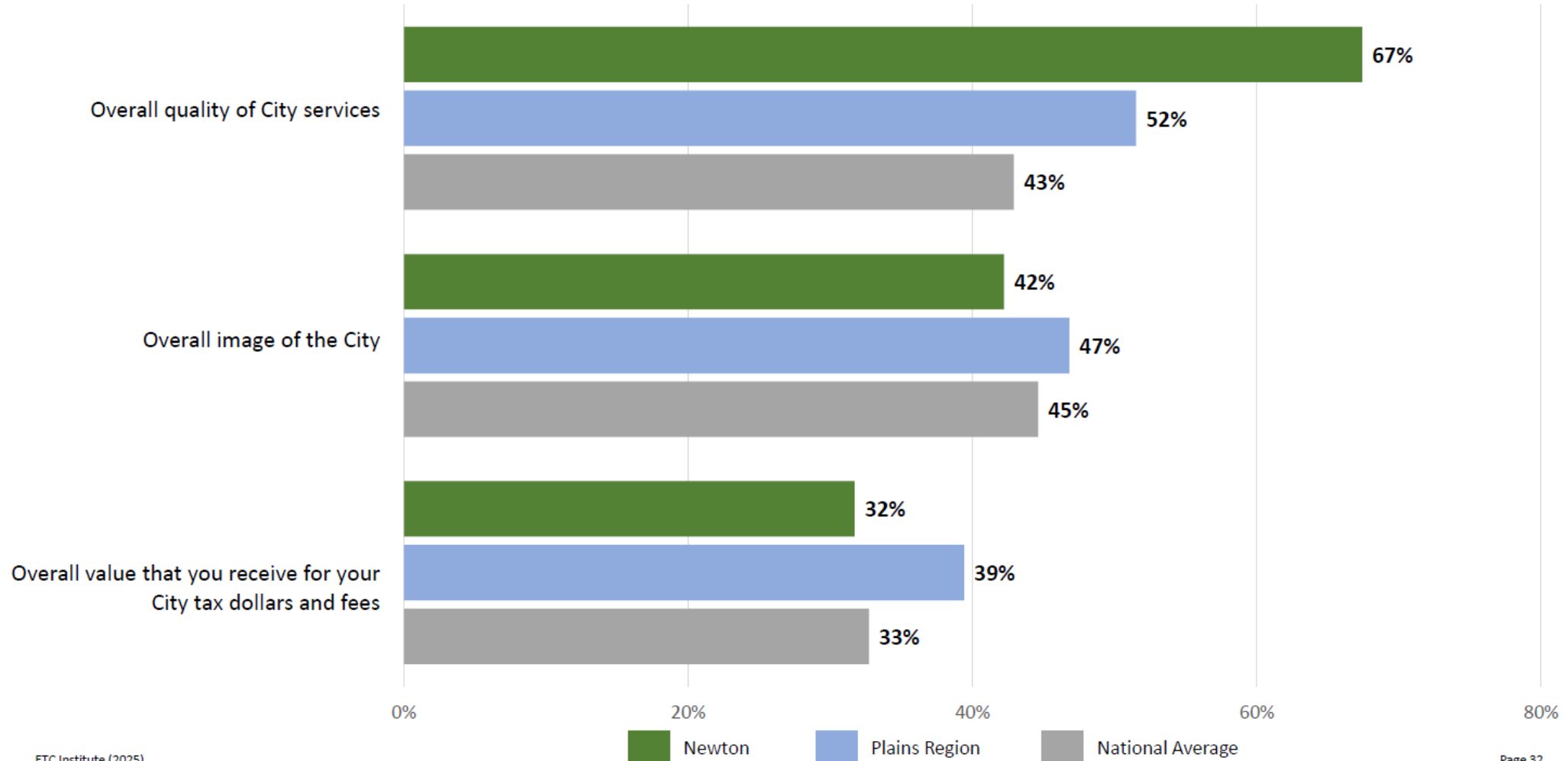


Results were then benchmarked against national and regional averages.



This differs from other surveys in prior years that measured willingness to pay for projects or ranking of priorities.

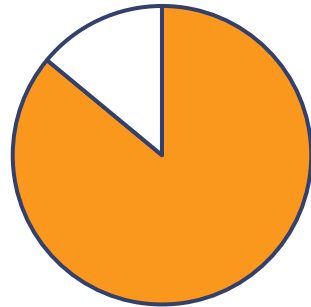
Overall Satisfaction vs. Region vs. Nation



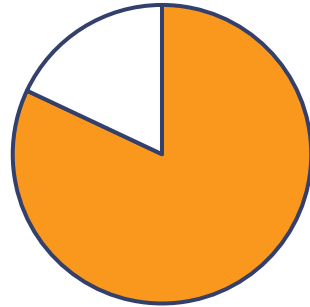
Satisfaction with Public Safety



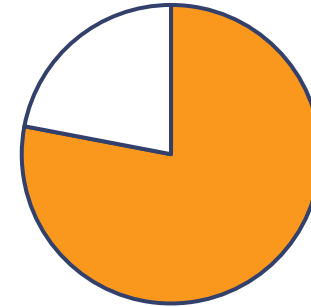
89%
satisfied
with overall
quality of
local fire
protection



86%
satisfied
with overall
quality of
local EMS
services



82% satisfied
with how
quickly
public safety
personnel
respond to
emergencies



78%
satisfied
with overall
feeling of
safety in
neighbor-
hoods



71%
satisfied
with overall
quality of
local police
protection

Public Safety Priorities

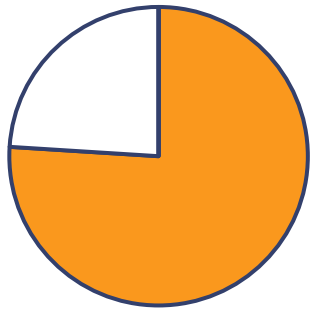
ETC analyzed areas of both high importance and low satisfaction to identify areas to improve for the biggest impact. They recommend as top priorities for investment over the next two years:

City's overall efforts to prevent crime

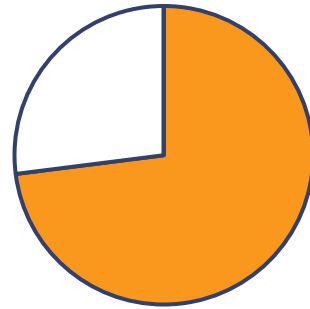
Visibility of police presence in neighborhoods

Overall quality of public interaction with Police Department

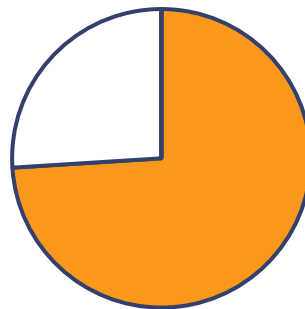
Satisfaction with Parks and Recreation



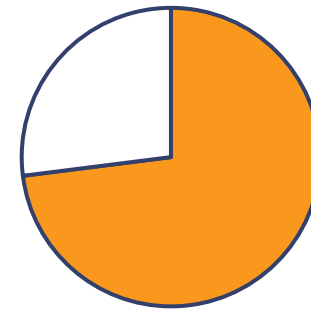
76%
satisfied
with
community
events



73%
satisfied
with
walking &
biking trails



74%
satisfied with
appearance &
maintenance
of parks



73%
satisfied with
quality of
park facilities
such as
playgrounds
& shelters

Parks Priorities

Recommended as top priorities for investment over the next two years to raise satisfaction ratings:

Quality of park facilities such as playgrounds, open space, and shelters

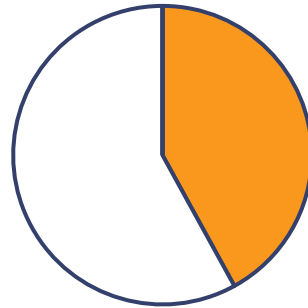
Appearance and maintenance of City parks

Walking and biking trails in the City

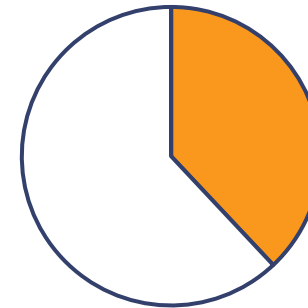
Satisfaction with Code Enforcement



42% satisfied
with enforcing
maintenance of
residential
property



42% satisfied
with enforcing
maintenance of
commercial
property



38% satisfied
with enforcing
cleanup of
litter and
debris

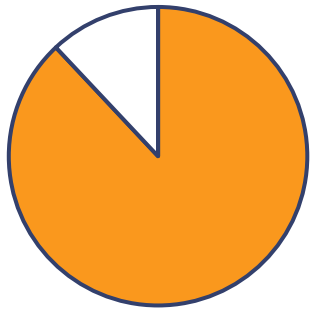
Code Enforcement Priorities

Recommended as top priorities for investment over the next two years to raise satisfaction ratings:

Enforcing cleanup
of litter and debris

Enforcing mowing
and trimming of
residential property

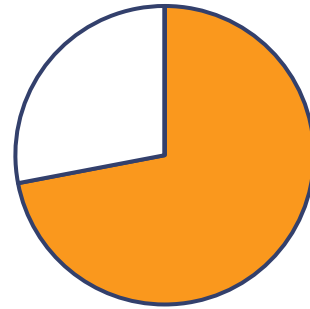
Satisfaction with City Maintenance



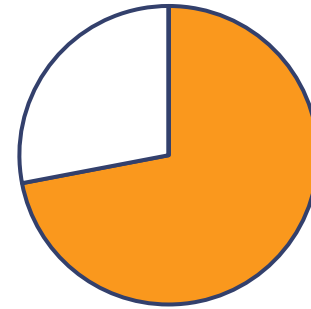
88%
satisfied
with weekly
trash
collection
service



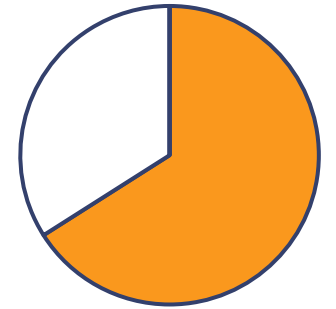
79%
satisfied
with bulky-
item pickup
program



72%
satisfied with
maintenance
of City
buildings,
such as City
Hall



72%
satisfied with
maintenance
of traffic
signals &
signs



66%
satisfied with
overall
cleanliness
of city streets
and other
public areas

City Maintenance Priorities

Recommended as top priorities for investment over the next two years to raise satisfaction ratings:

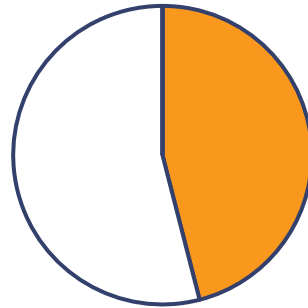
Maintenance of
neighborhood
streets

Snow removal on
City streets

Satisfaction with City Communication



52% satisfied with availability of information about City programs & services



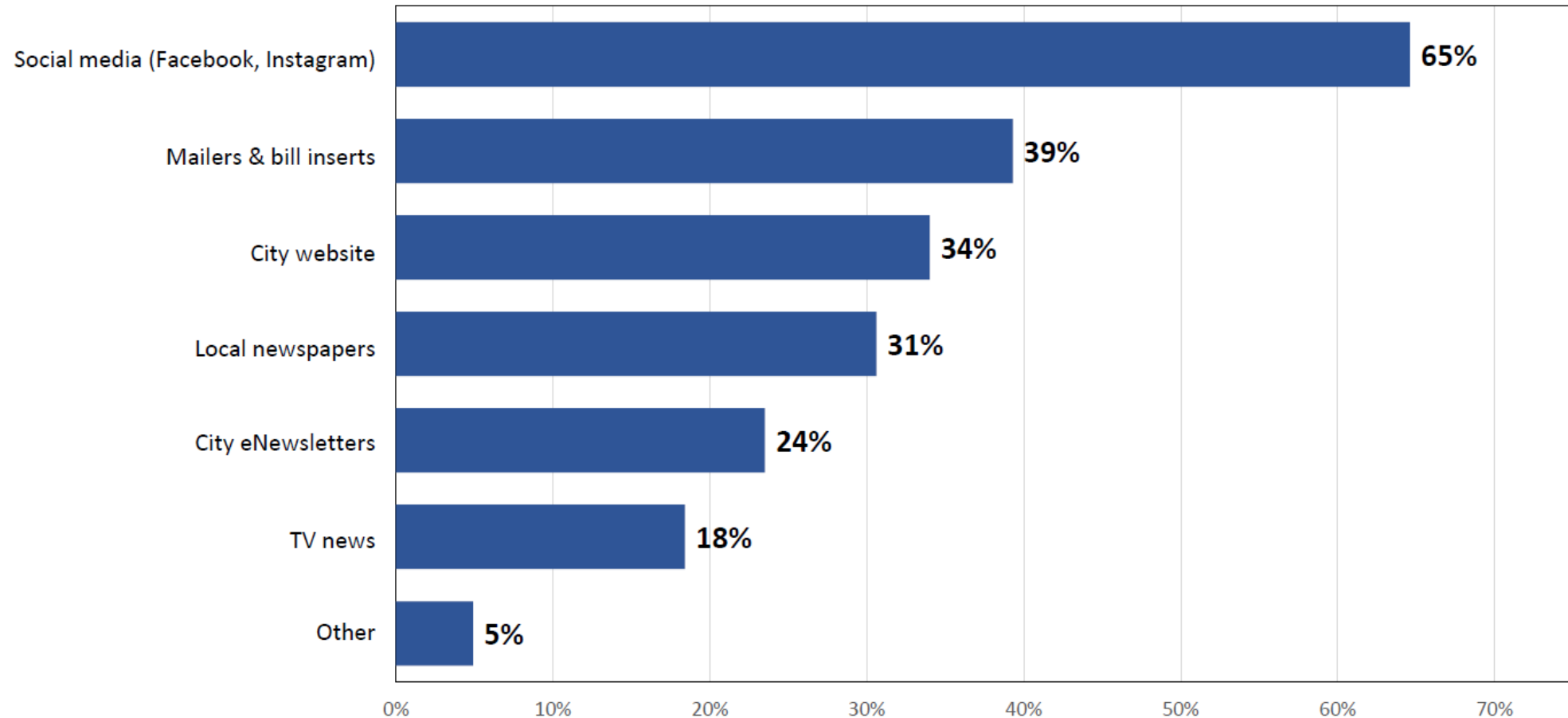
46% satisfied with City's efforts to keep residents informed about local issues



34% satisfied with how open the City is to public input & involvement

City Communication Methods

Primary sources of information about City issues, services, and events:

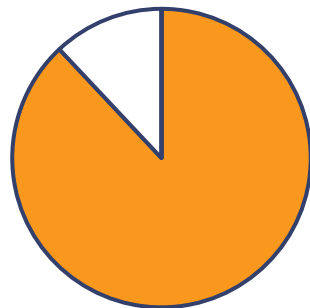


City Customer Service

40% of residents surveyed said they had called, emailed, or visited the City with a question, problem, or complaint in the past year.



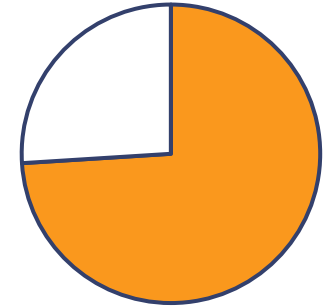
63% said it was easy to reach the person they needed



88% said employees were courteous and polite

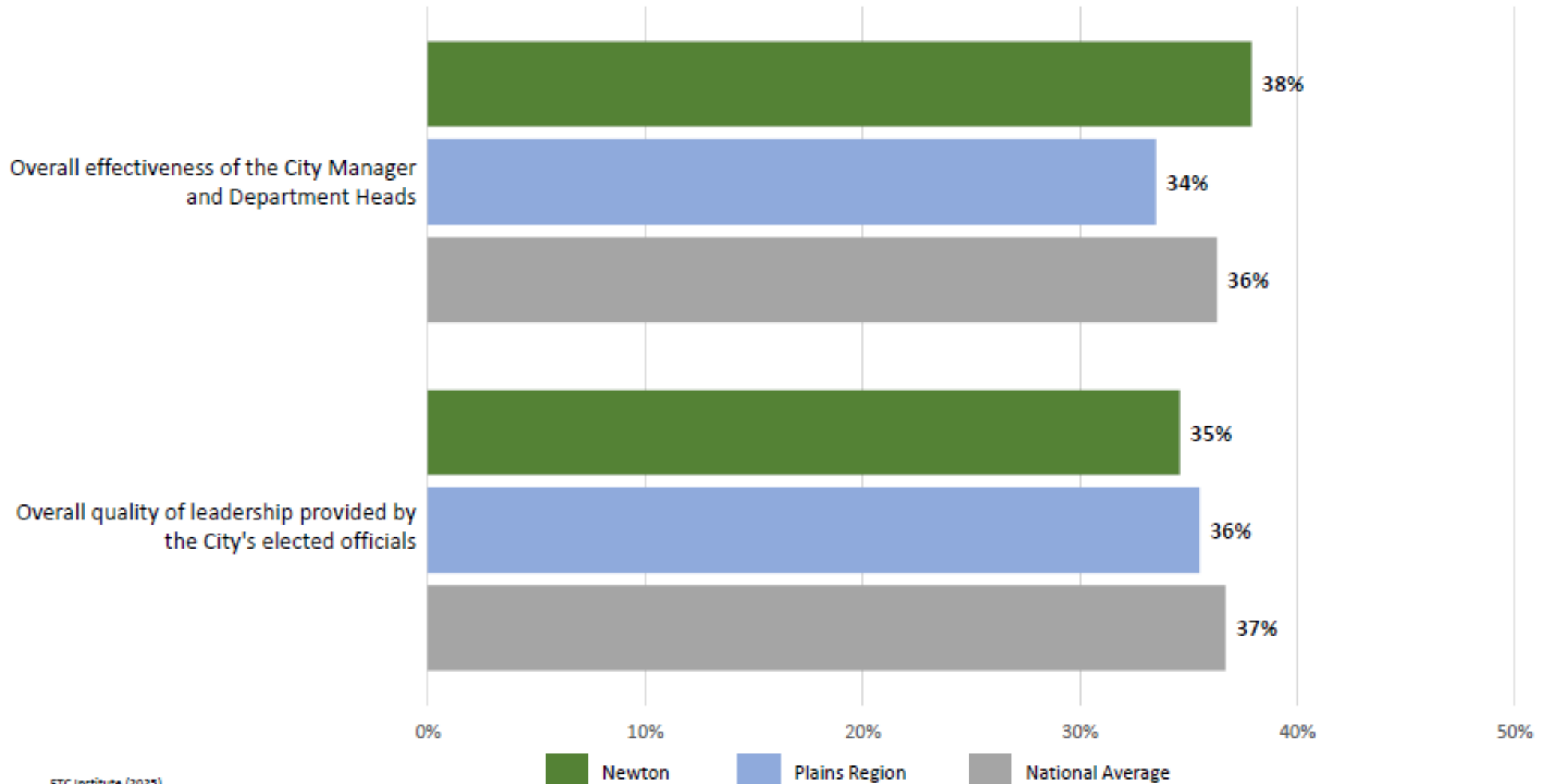


81% said employees gave prompt, accurate answers



74% said employees did what they said they would do in a timely manner

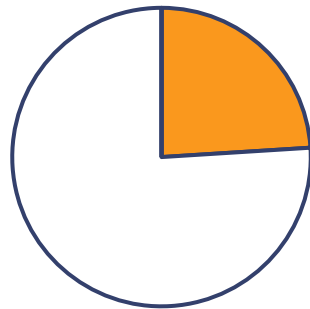
Satisfaction with City Leadership



Satisfaction with Housing



32% satisfied
with overall
availability of
housing



24% satisfied
with overall
affordability of
housing



15% satisfied
with
availability of
rental housing

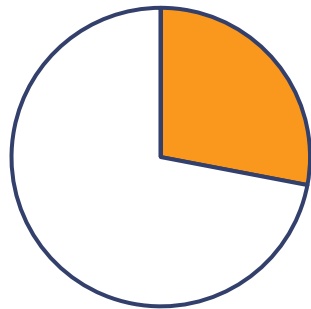


12% satisfied
with affordability
of rental housing

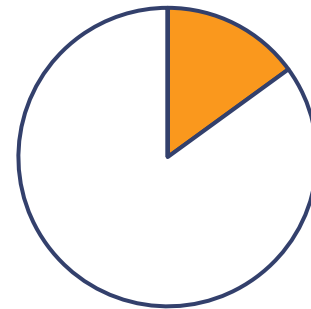
Satisfaction with Development



30% satisfied
with City's
efforts to
improve
downtown



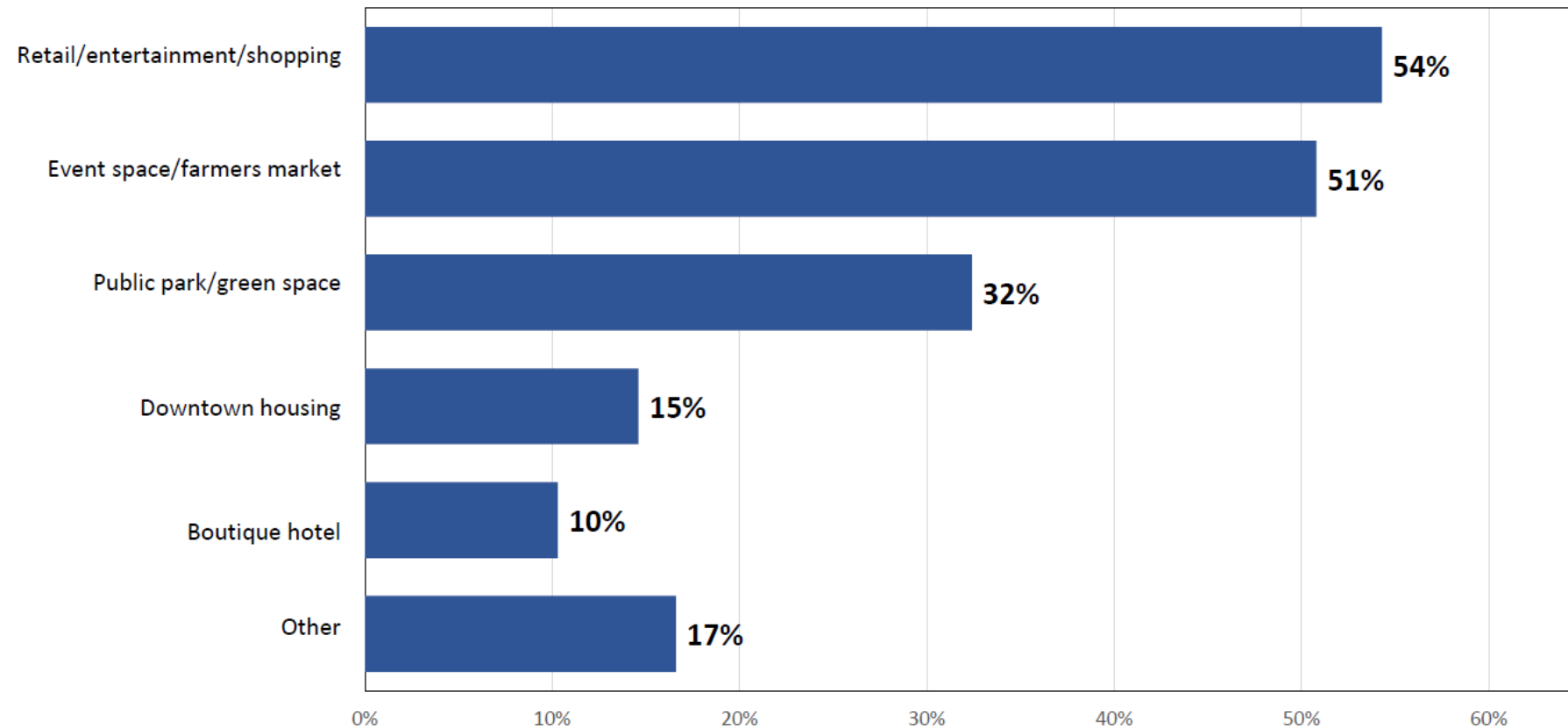
28% satisfied
with City's
economic
development
efforts



15% satisfied
with incentives
available to
grow or start
your own
business

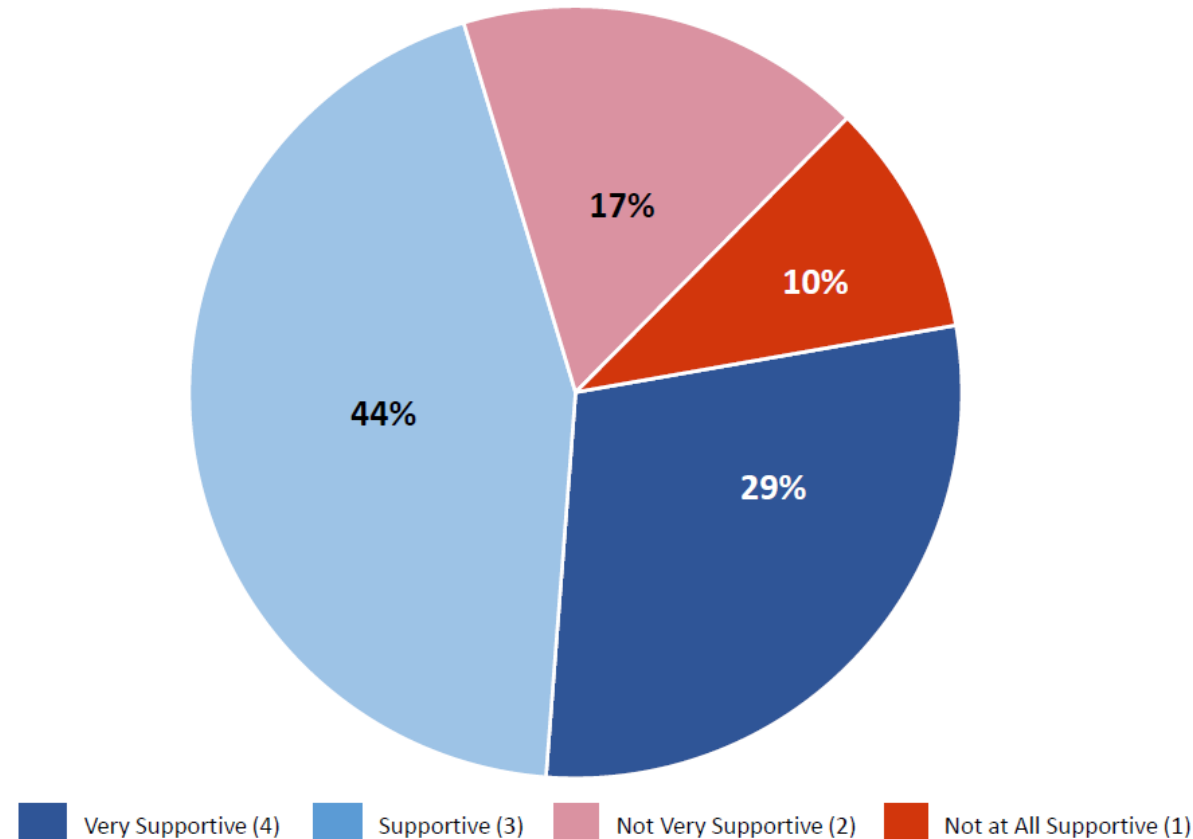
320 N. Main

Types of businesses or community spaces respondents would like to see in the redeveloped area of 320 N. Main:



Investment in Depot

Support for the City investing public dollars in the depot and its redevelopment:





Full survey results can be
found at:

www.NewtonNextPlan.com

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