



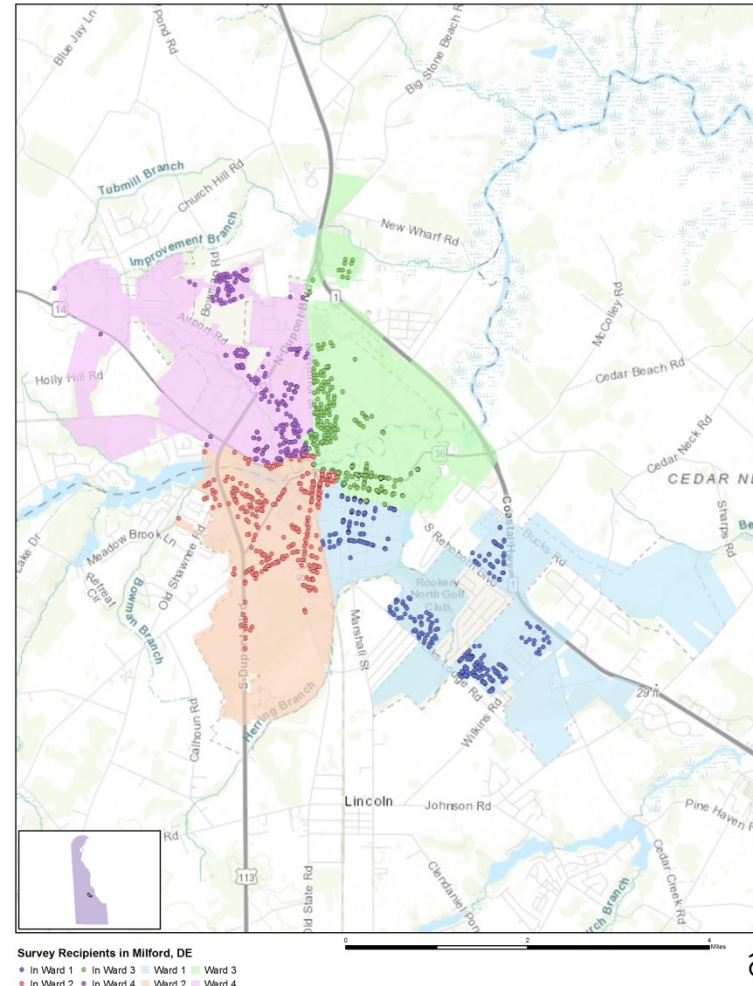
National Citizen Survey (NCS)

Key Findings

September 11, 2017

National Citizen Survey (NCS)

- ▶ 1,435 households received the survey
- ▶ 411 surveys were returned



The National Citizen Survey Continued

Three Pillars

- ▶ Community Characteristics
- ▶ Governance
- ▶ Participation

Eight Facets

- ▶ Safety
- ▶ Mobility
- ▶ Natural Environment
- ▶ Built Environment
- ▶ Economy
- ▶ Recreation and Wellness
- ▶ Education and Enrichment
- ▶ Community Engagement

Quality of Life in Milford

- ▶ A majority of respondents (77%) positively rated the overall quality of life in Milford
- ▶ Respondents identified Safety and Economy as top priorities for the Milford community in the coming two years
 - ▶ 94% viewed the overall feeling of safety in Milford as “essential” or “very important” in the coming two years
 - ▶ 96% would “strongly support” or “somewhat support” additional financial resources for safety
 - ▶ 89% viewed the overall economic health of Milford as “essential” or “very important” in the coming two years
 - ▶ 90% would “strongly support” or “somewhat support” additional financial resources for economic development

Pillar: Community Characteristics

- ▶ 84% positively rated the City as a place to live
 - ▶ 78% positively rated their neighborhood as place to live
 - ▶ 75% positively rated Milford as a place to raise children
 - ▶ 65% positively rated Milford as a place to retire
 - ▶ 52% of respondents work full-time followed by 32% who are fully retired
- ▶ 59% of respondents felt the availability of affordable housing was “fair” or “poor”



Pillar: Governance

- ▶ ¾ of respondents positively rated the overall quality of services provided by the City
- ▶ The City's fire service received the highest mark (96% positive)
- ▶ The City's Code Enforcement service received the lowest mark (39% positive)
- ▶ 47% positively rated drinking water



Pillar: Participation

- ▶ 54% positively rated the City's "sense of community"
- ▶ 84% of respondents would "recommend living in Milford to someone who asks"
 - ▶ 81% would "remain in Milford for the next five years"
- ▶ 79% have "not at all" attended a public meeting (City Council, advisory boards, town halls, HOA, etc.)



Facet: Mobility

- ▶ 65% positively rated the traffic flow on major streets in Milford
- ▶ 93% have “not at all” used public transportation instead of driving
 - ▶ 7% “used public transportation instead of driving”
- ▶ 42% selected “poor” when asked to rate the ease of travel by public transportation in Milford
- ▶ 56% “walked or biked instead of driving”

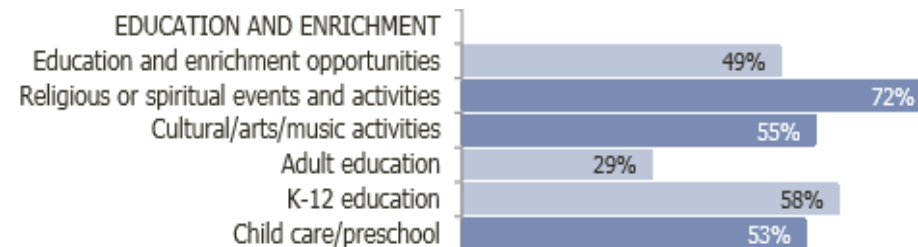
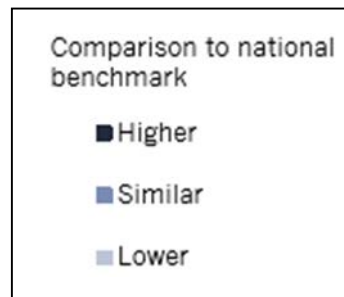
Facet: Recreation and Wellness

- ▶ 72% positively rated City parks
 - ▶ 75% have visited a neighborhood park or City park at least once a month
- ▶ 73% positively rated health services in Milford
- ▶ 49% positively rated recreational opportunities available in Milford as a whole



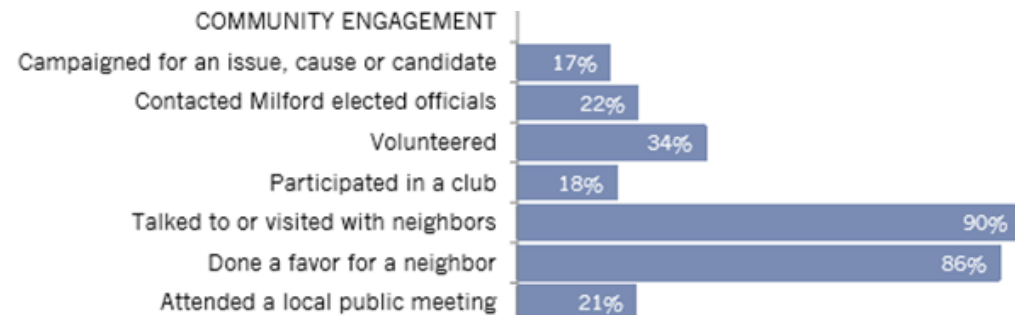
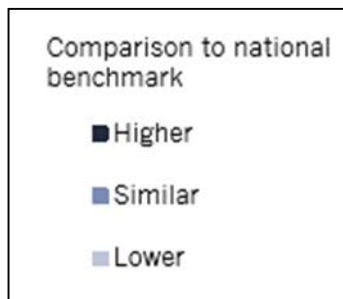
Facet: Education and Enrichment

- ▶ 81% positively rated public library services
- ▶ 49% positively rated “overall opportunities for education and enrichment”
 - ▶ 29% positively rated “adult educational opportunities”
 - ▶ 58% positively rated “K-12 education”



Facet: Community Engagement

- ▶ 34% have volunteered
- ▶ 18% have participated in a club
- ▶ 90% said “talked to or visited with neighbors”
- ▶ 86% have “done a favor for a neighbor”
- ▶ 21% have attended a local public meeting



Facet: Economy

- ▶ 77% “usually” or “always” purchase goods or services from a business located in Milford
- ▶ 49% positively rated Milford as a place to visit
- ▶ 27% positively rated employment opportunities in Milford

Special Topic

- ▶ “Many Milford businesses stay open for extended hours on the 3rd Thursday of each month. Please select the option that comes closest to your level of 3rd Thursday events and activities in Downtown Milford in the last 12 months.”
 - ▶ 50% - Not aware of 3rd Thursday
 - ▶ 31% - Aware but have not attended
 - ▶ 16% - Attended once or twice
 - ▶ 3% - Attended three times or more



Special Topics Continued

- ▶ “Downtown Milford businesses could consider expanding their normal hours (most businesses are currently open on weekdays with limited evening and/or weekend hours). How likely, if at all, would you be to frequent Downtown Milford businesses at the following times?”
 - ▶ 32% “very likely” - Saturday afternoons or evenings (45% “somewhat likely”)
 - ▶ 22% “very likely” - Friday evenings (46% “somewhat likely”)
 - ▶ 23% “very likely” - Sunday afternoons or evenings (34% “somewhat likely”)
 - ▶ 9% “very likely” - Monday through Thursday evenings (41% “somewhat likely”)

Investing in the Future

- ▶ “How much do you support or oppose additional financial resources for each of the following focus areas?”
- ▶ Safety
 - ▶ 73% “strongly support” 23% “somewhat support”
- ▶ Utilities and Environment
 - ▶ 60% “strongly support” 35% “somewhat support”
- ▶ Economic Development
 - ▶ 41% “strongly support” 49% “somewhat support”
- ▶ Parks & Recreation
 - ▶ 43% “strongly support” 44% “somewhat support”
- ▶ Neighborhoods
 - ▶ 47% “strongly support” 39% “somewhat support”

