

THE NCSTM
The National Citizen SurveyTM

Paducah, KY
Community Livability Report

2016



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Contents

About..... 1

Quality of Life in Paducah..... 2

Community Characteristics 3

Governance 5

Participation 7

Special Topics..... 9

Conclusions 14



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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Paducah. 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.

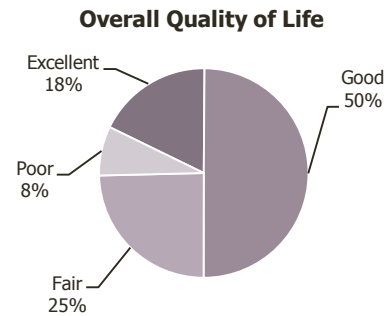
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central 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 370 residents of the City of Paducah. 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 Paducah

A majority of residents rated the quality of life in Paducah as excellent or good. This was similar to the ratings provided in comparison communities (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.

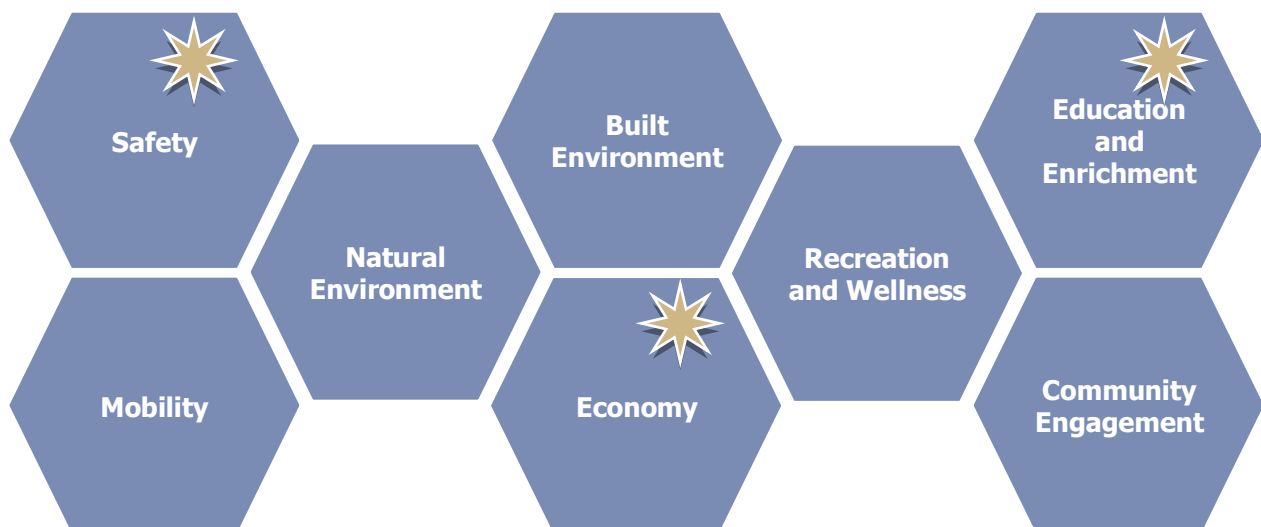
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety, Economy and Education and Enrichment as priorities for the Paducah community in the coming two years. It is noteworthy that Paducah residents gave favorable ratings to all of these facets of community as well as to the other facets, and all were similar to the benchmark. 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 Paducah’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?

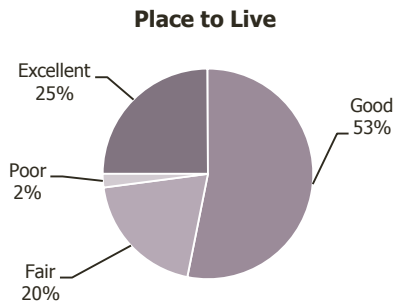
Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Paducah, 78% rated the City as an excellent or good place to live. Respondents' ratings of Paducah as a place to live were similar to 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 Paducah as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Paducah and its overall appearance. Roughly two-thirds of residents or more positively rated each aspect of community quality, all of which were similar to the national benchmark. The highest rated aspect of community quality was Paducah as a place to raise children, which was positively rated by nearly three-quarters of residents. Additionally, Paducah's overall appearance, Paducah as a place to raise children and the city's overall image increased in ratings between 2013 and 2016.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. These ratings tended to be similar to ratings in comparison communities. Around 9 in 10 residents rated their feelings of safety in their neighborhoods and downtown as excellent or good and about 8 in 10 appreciated the religious or spiritual events and activities in Paducah. Meanwhile, the overall economic health and openness and acceptance of the community toward people of diverse backgrounds received less favorable ratings which were lower than the benchmark. The aspects receiving the

lowest ratings included employment opportunities, availability of affordable quality housing and alternate transportation methods such as travel by bicycle or by public transportation, though all of these aspects received ratings that were similar to the national benchmark.

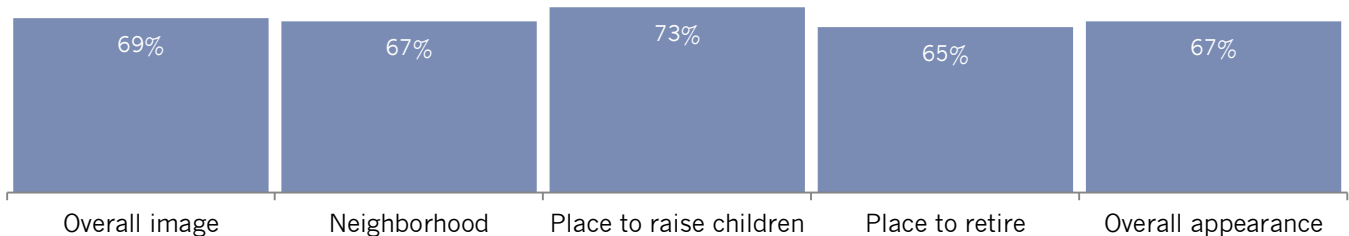
Overall, ratings within the pillar of Community Characteristics were similar or higher in 2016 compared to 2013 (for more information on trends please refer to the *Trends Over Time* report available under separate cover).



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



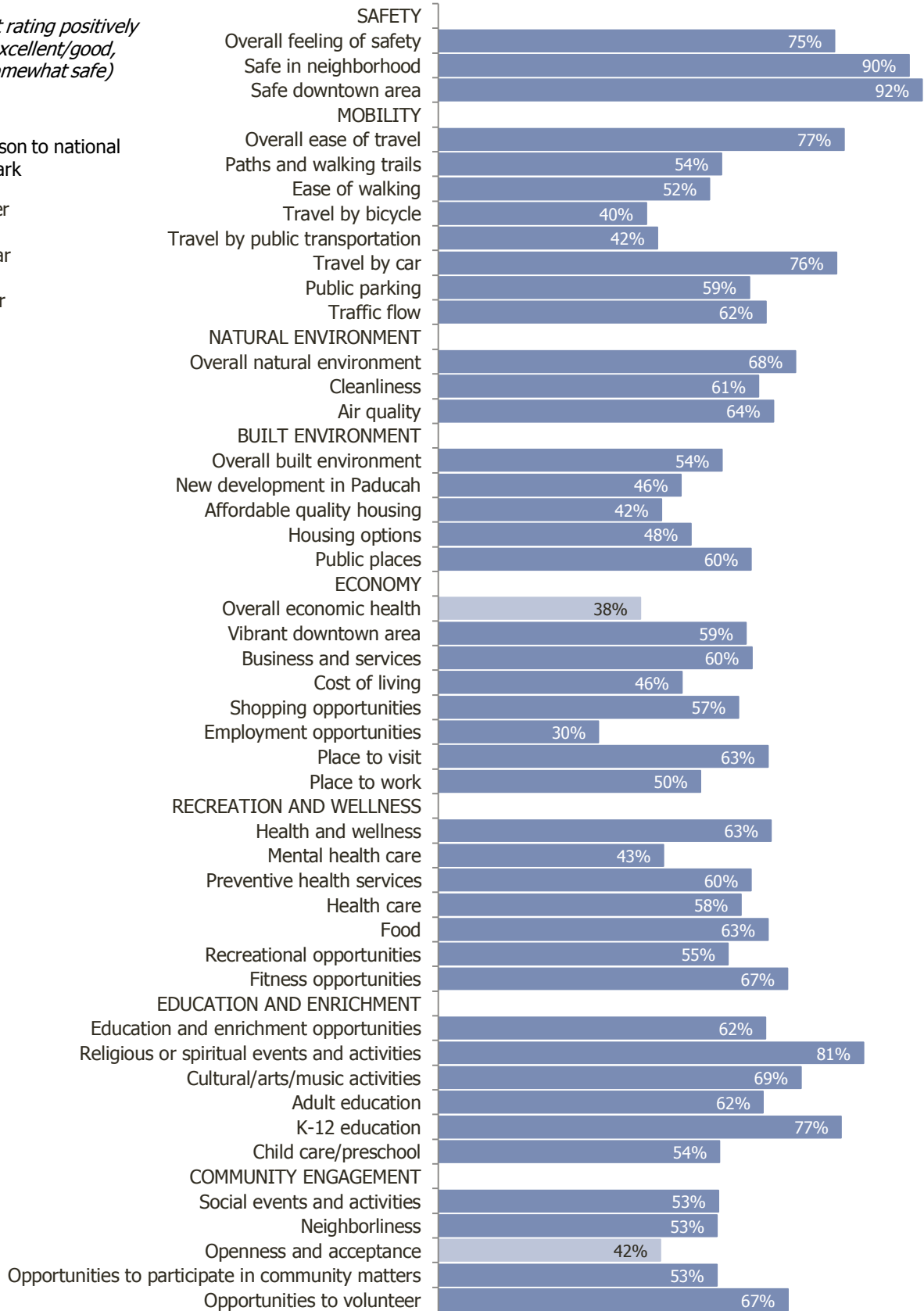
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Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

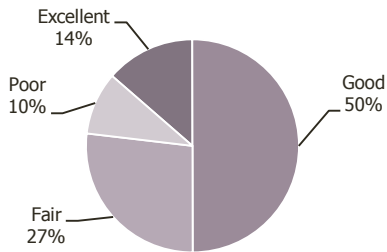
How well does the government of Paducah meet the needs and expectations of its residents?

The overall quality of the services provided by Paducah as well as the manner in which these services are provided are a key component of how residents rate their quality of life. Nearly two-thirds of survey respondents gave excellent or good ratings to the overall quality of services provided by the City of Paducah, while only about 4 in 10 gave excellent or good ratings to the services provided by the Federal Government. Both of these ratings were similar to ratings given in other communities across the nation.

Survey respondents also rated various aspects of Paducah’s leadership and governance. These ratings tended to be similar to or lower than the benchmark. Ratings for customer service were positive with roughly two-thirds of respondents stating it was excellent or good, which was similar to the national benchmark. Ratings for the overall direction the City is taking, confidence in City government and being honest were rated positively by around 4 in 10 respondents or less and were lower than what was seen in comparison communities. Generally, ratings for aspects of Paducah’s leadership and governance remained stable between 2013 and 2016.

Respondents evaluated over 30 individual services and amenities available in Paducah. The highest rated services were fire services, ambulance/EMS and public libraries. Among the lowest rated aspects of Governance were street repair, recycling, code enforcement and economic development. Most ratings within Governance received positive ratings by a majority of respondents, though ratings within the facets of Natural Environment and Built Environment were frequently below the benchmark as were street repair, sidewalk maintenance and economic development. Economic development and animal control services saw an increase in ratings between 2013 and 2016 while aspects of mobility (snow removal and sidewalk maintenance), aspects of natural environment (garbage collection and yard waste pick-up) and power utility all received lower ratings between survey iterations.

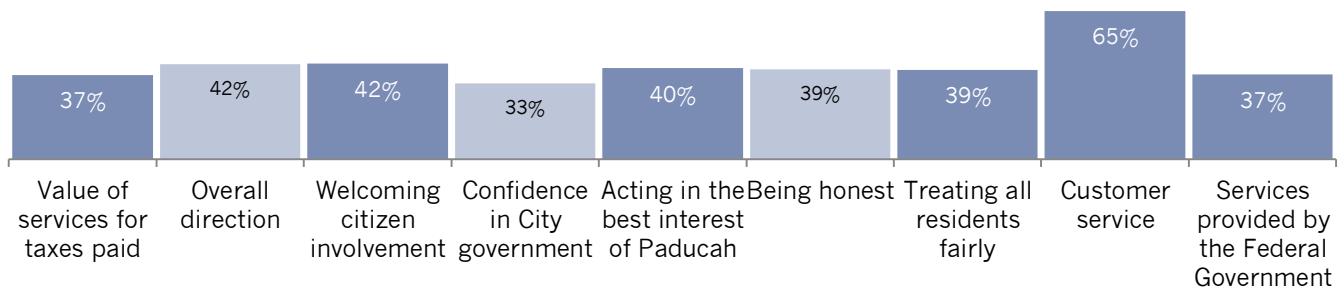
Overall Quality of City Services



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



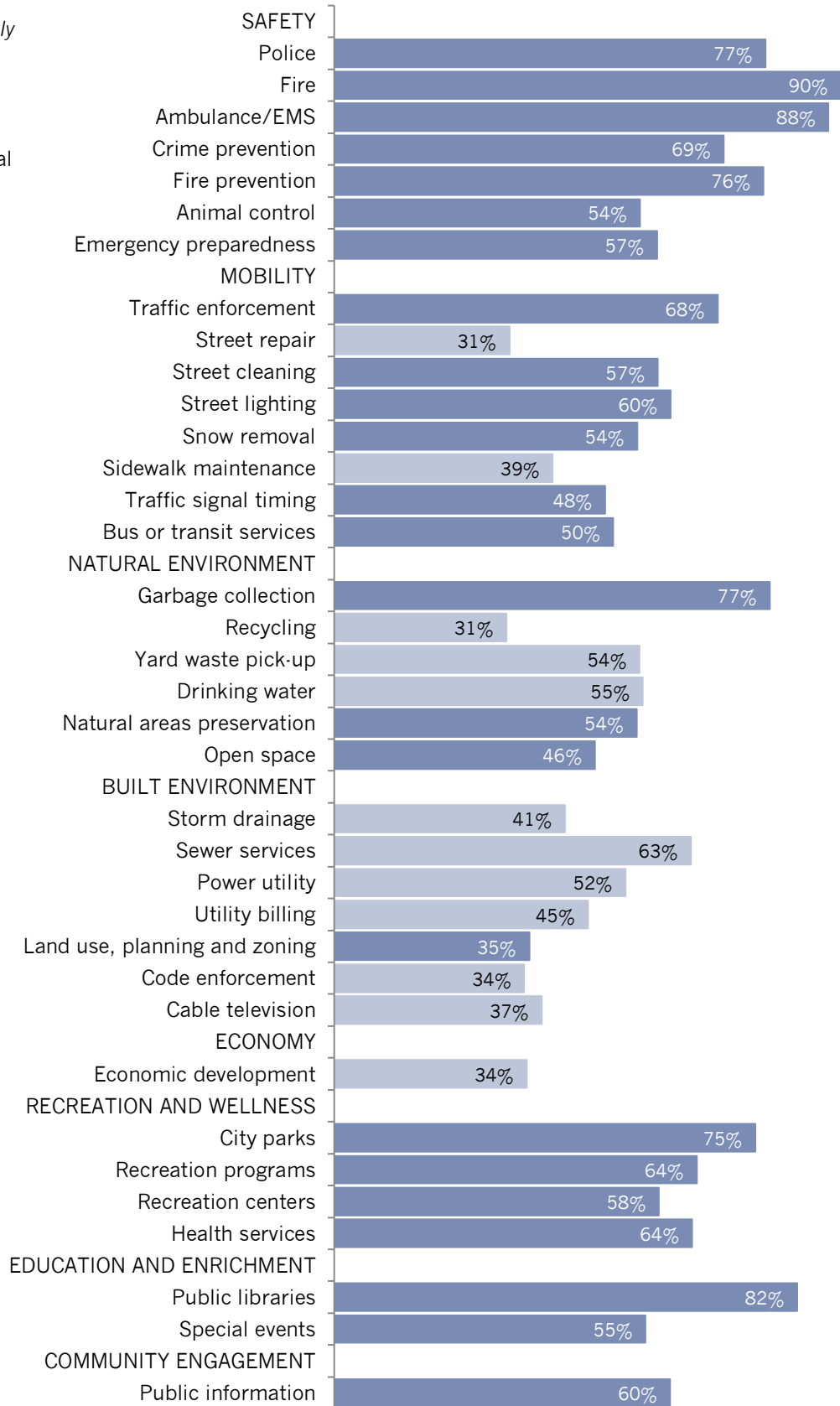
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Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

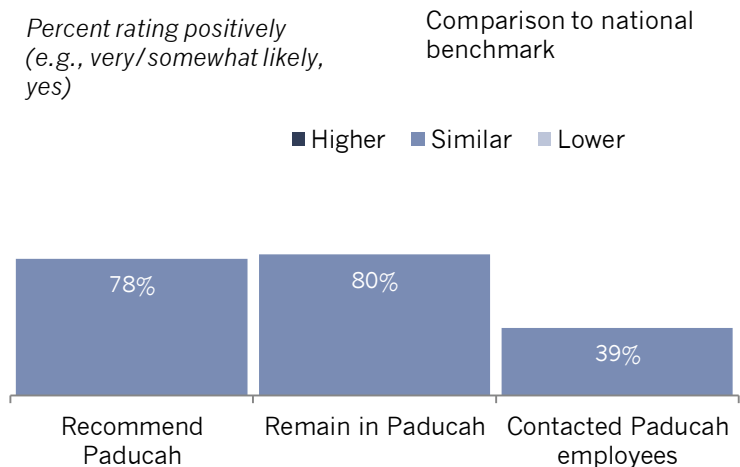
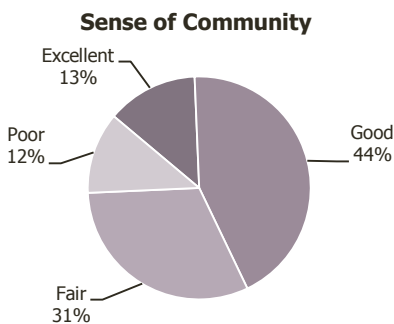


Participation

Are the residents of Paducah 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. Ratings for the sense of community in Paducah were rated fair or higher by a vast majority of residents. Around three-quarters or more of residents reported that they would recommend living in Paducah and planned to remain in the city for the next five years. These ratings were similar between 2013 and 2016 and were also similar to ratings given in other communities nationwide.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Paducah residents tended to report similar rates of Participation when compared to other communities across the nation. Among the activities or behaviors respondents reported participating in most were: purchasing goods or services in Paducah, talking to or visiting with neighbors, reading or watching local news or visiting a local park. More residents in Paducah reported that they participated in religious or spiritual activities when compared to other communities across the nation. Meanwhile, fewer Paducah residents said they walked or biked instead of driving, conserved water or recycled at home and more residents reported they had observed a code violation than what was reported in comparison communities. When comparing to 2016, more residents said they used Paducah recreation centers and voted in local elections than they did in 2013, while residents reporting that they attended or watched a local public meeting, volunteered or participated in a club declined between survey years.



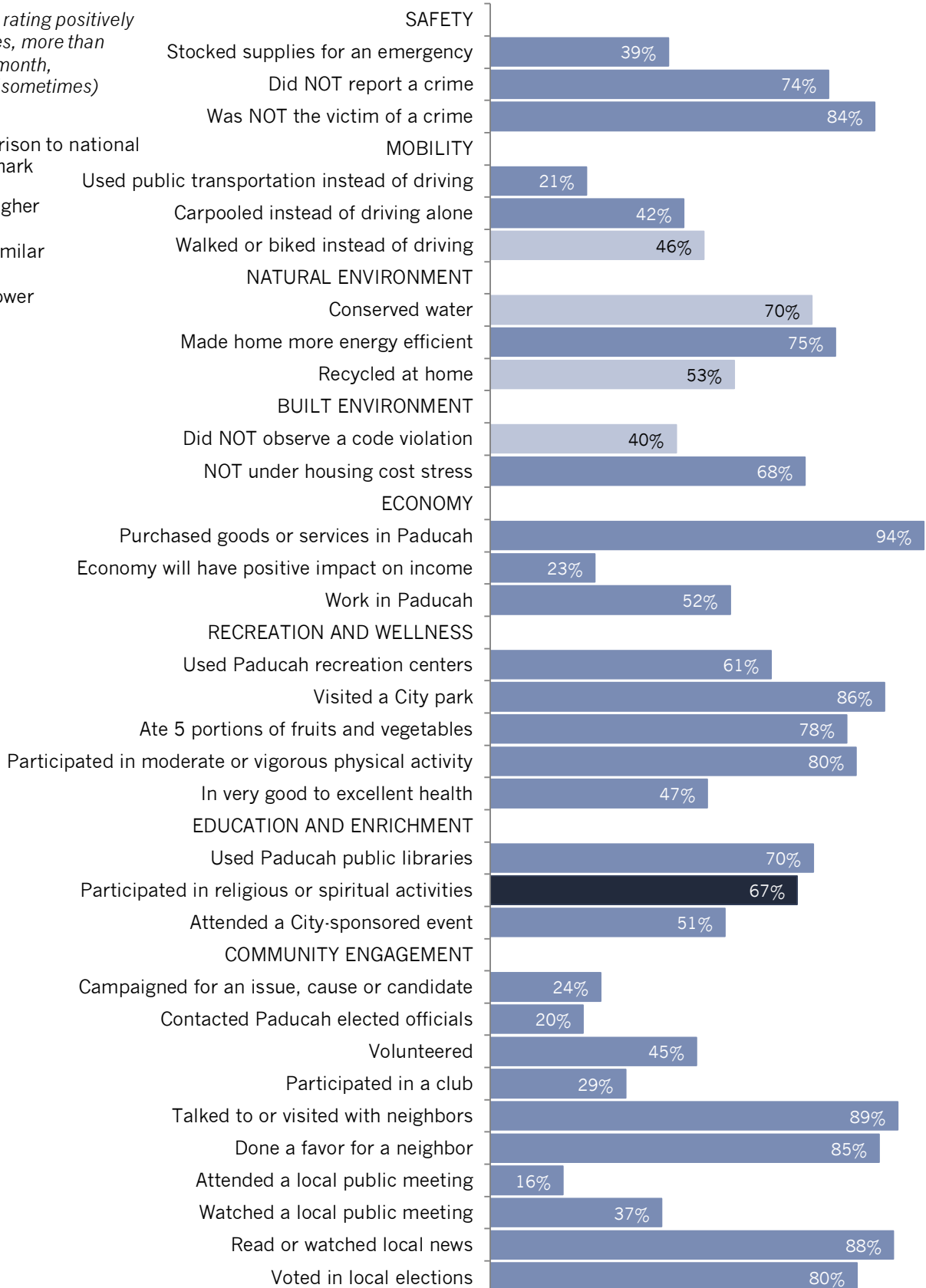
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Figure 3: Aspects of Participation

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

Comparison to national
benchmark

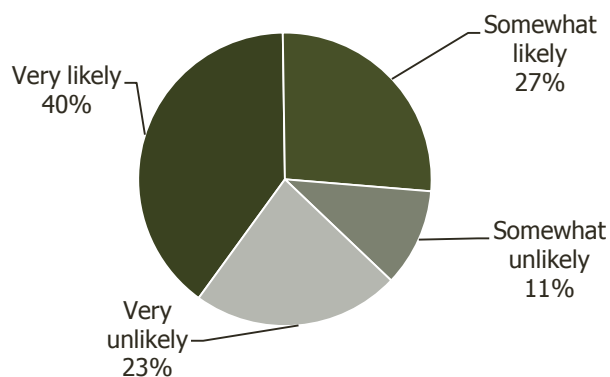
- Higher
- Similar
- Lower



Special Topics

The City of Paducah included seven questions of special interest on The NCS. The first custom question for the city asked residents about the likelihood of participation in a voluntary recycling program if there was a fee included. Roughly 7 in 10 residents said they were somewhat or very likely to participate. Around 1 in 10 said they were somewhat unlikely to participate in the program and about one-quarter of residents said they would be very unlikely to partake in the program.

Figure 4: Likelihood of Resident Participation in Recycling Program
If the City of Paducah designed a voluntary curbside recycling program for its citizens that included a fee of possibly \$3 to \$5 dollars per month, how likely would you be to participate?

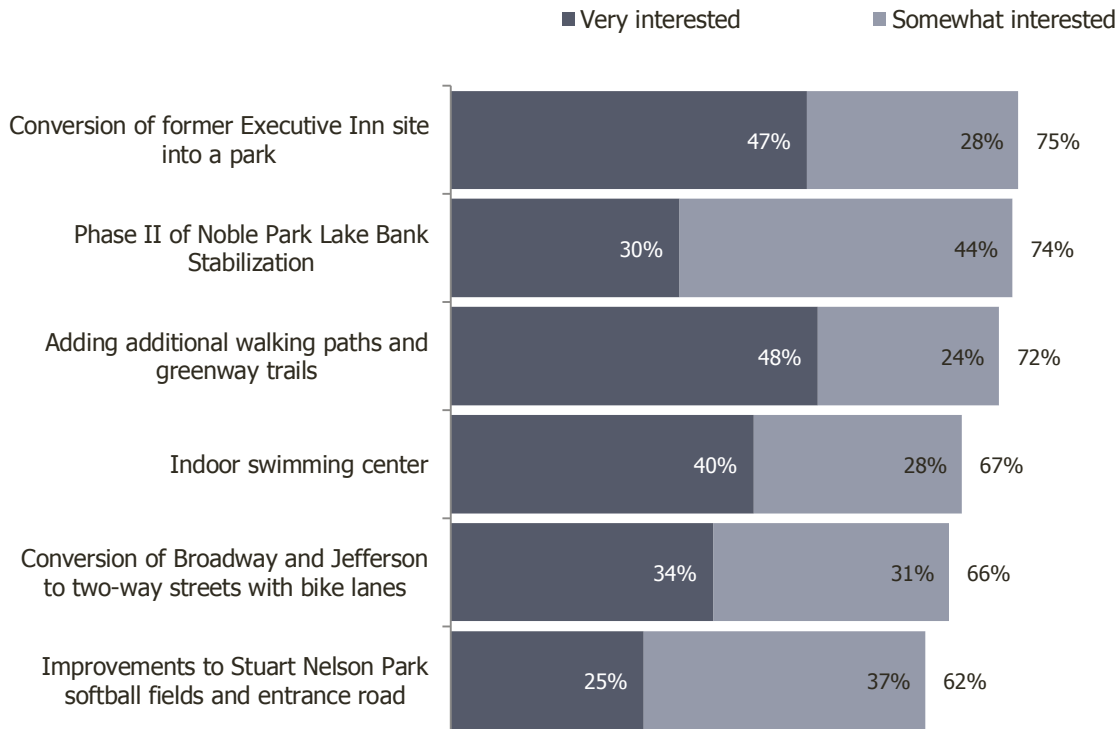


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The second special interest question asked residents how interested they were in the City completing particular initiatives. Around 7 in 10 residents were somewhat or very interested in the city adding additional walking paths and greenway trails, completing Phase II of the Noble Park Lake Bank stabilization and converting the former Executive Inn site into a park. At least a majority of residents also supported the remaining initiatives being completed by the City of Paducah, with improvements to Stuart Nelson Park softball fields being the least-cited project of interest.

Figure 5: Support for City Initiatives

Please indicate how interested, if at all, you are in the completion of each of the following proposed City of Paducah initiatives:

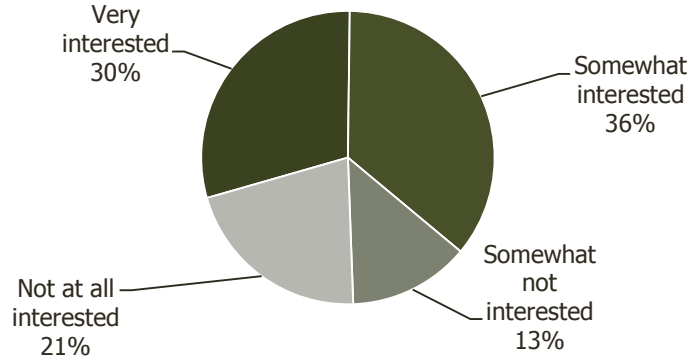


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The third question Paducah asked its residents gauged interest from residents regarding the development of a sports complex. Around two-thirds of residents stated they were at least somewhat interested in the complex's development and around one-third asserted that they were somewhat not interested or not at all interested in the development of the complex.

Figure 6: Interest in Sports Complex Development

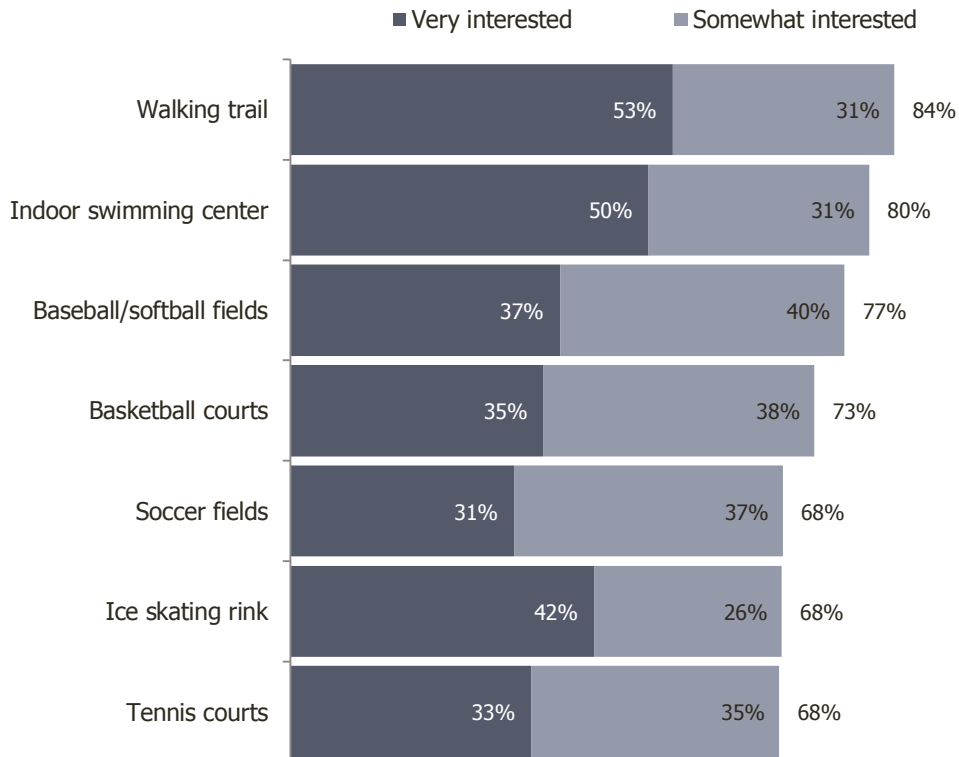
Please indicate how interested, if at all, you are in the City of Paducah developing a sports complex:



Similarly, residents were asked which items they would be interested in including at a sports complex. Residents identified a walking trail and an indoor swimming center as two of the most interesting items to be included at a sports complex, though at least two-thirds stated that they would be interested in all of the listed items being included at a sports complex.

Figure 7: Interest in Sports Facilities

Please indicate how interested, if at all, you are in the inclusion of each of the following facilities at a sports complex:



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The next custom questions on the 2016 survey asked residents about whether or not they had contact with the Police Department within the last 12 months and, if so, what was their impression of the contact. Around 4 in 10 respondents stated that they did have contact with the Paducah Police Department. Of those who responded that they had contacted the police department, three-quarters or more had a positive impression with each of the characteristics of the contact.

Figure 8: Contact with Police Department

Have you had any in-person, phone or email contact with an employee(s) of the Paducah Police Department within the past 12 months?

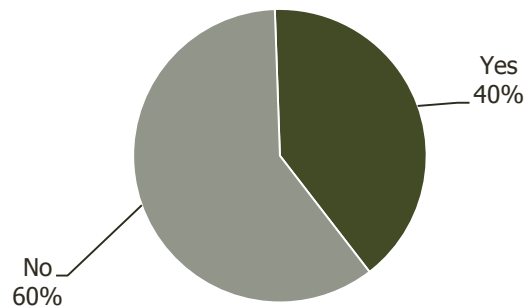
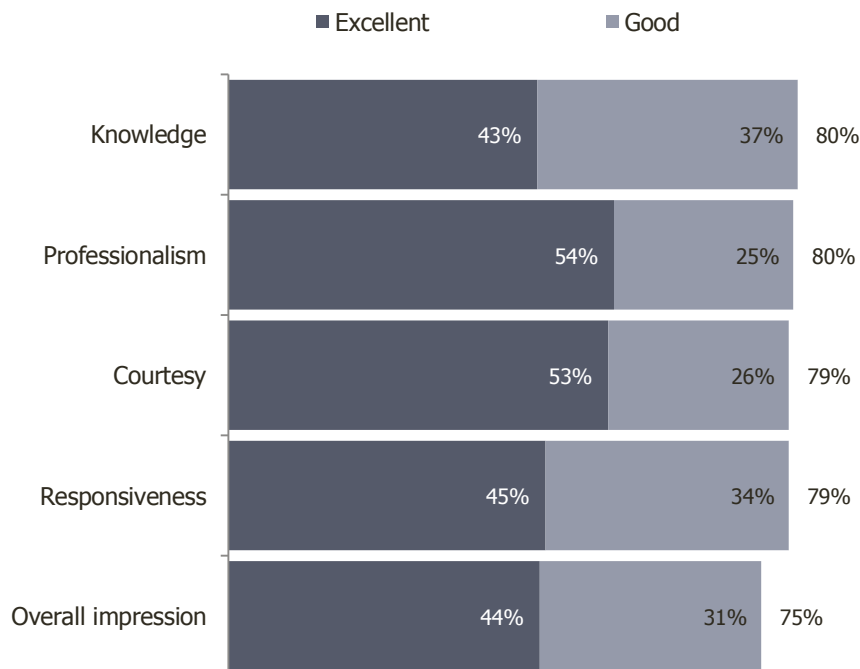


Figure 9: Impressions of the Police Department

What was your impression of the Paducah Police Department employee(s) in your most recent contact?

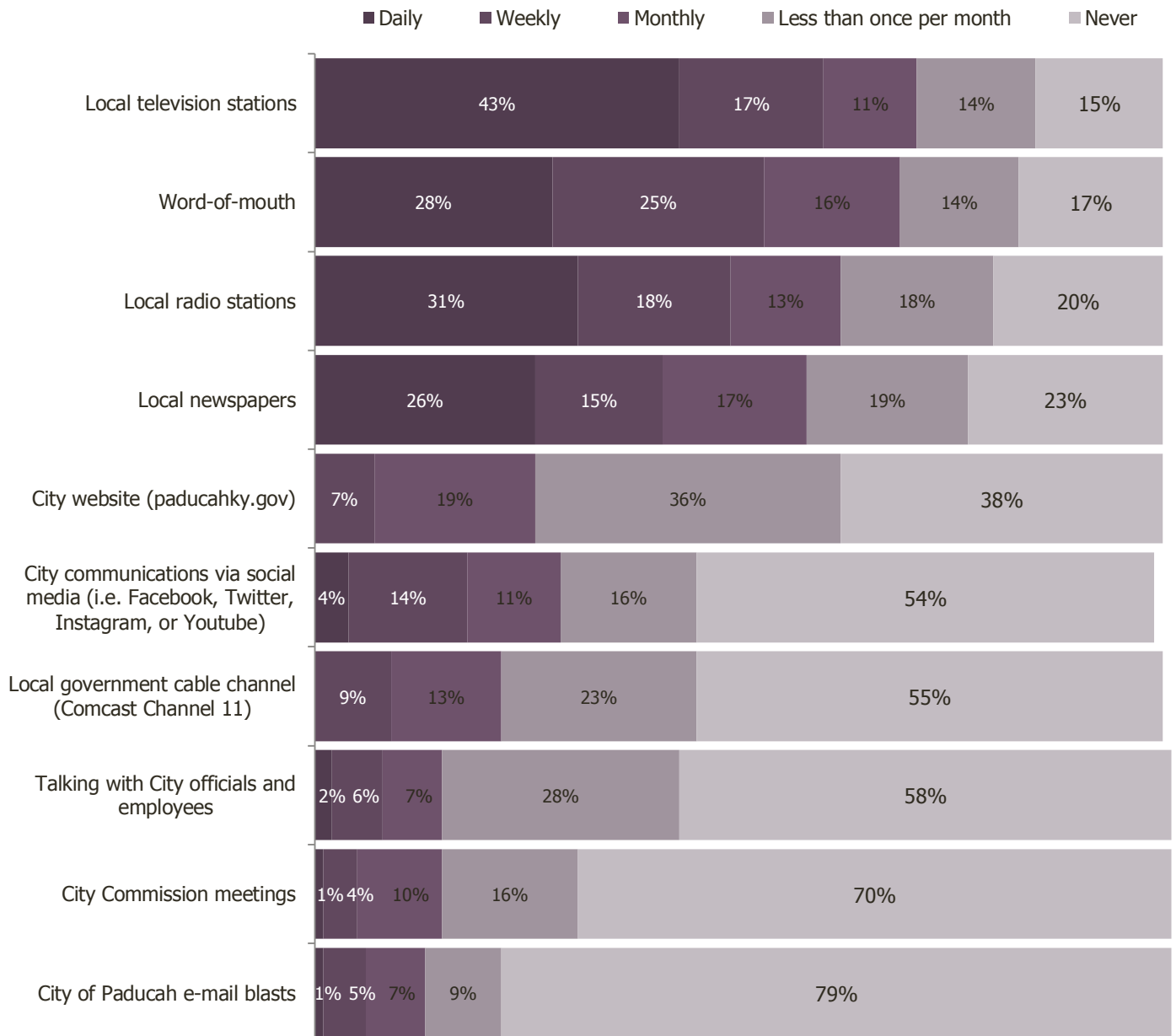


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The final special interest question on the survey was about which sources of information they used most frequently to obtain information about city activities, events and services. Nearly three-quarters of residents confirmed that they utilized local television stations at least monthly as a source for city information, and this was cited most frequently as a source used on a daily basis. The City of Paducah e-mail blasts were the least cited course of information, not utilized by almost 8 in 10 residents.

Figure 10: Sources of Information about the City

How often, if ever, do you use the following information sources to obtain information about the City government and its activities, events, and services?



Conclusions

Paducah residents continue to enjoy a high quality of life.

The overall quality of life in Paducah was generally seen as excellent or good by about two-thirds of residents. Moreover, a vast majority of residents positively rated all aspects of community quality including Paducah's overall image, their neighborhood as a place to live, the city as a place to raise children or to retire and the overall appearance. All of these ratings were similar to the benchmark. Additionally, Paducah's overall appearance, the city as a place to raise children, and the overall image of Paducah all received higher ratings in 2016 compared to 2013. Furthermore, resident loyalty was strong as around 8 in 10 residents stated that they would recommend living in Paducah and planned to remain there for the next five years.

Residents would like to see improvements to the Natural and Built Environments.

Ratings for the overall natural and built environment were positive and similar to the benchmark as were other community characteristic aspects. However, service ratings and rates of participation in these two facets were frequently lower the benchmark. Additionally, yard-waste pick-up, power utility and garbage collection all trended down in 2016. Fewer residents in Paducah reported conserving water or recycling at home than residents in comparison communities and more residents reported observing a code violation in Paducah than in other communities across the nation. However, residents stated a high likelihood of participating in a curbside recycling program and ratings for the overall natural environment and new development in Paducah increased between 2013 and 2016.

Paducah's Economy has improved when compared to 2013 and continues to be an important focus area for residents.

Survey participants indicated that Economy is an important facet for Paducah to focus on in the coming years. Various aspects of Economy saw significant improvement between 2013 and 2016. While the overall economic health still ranks lower than the benchmark, several aspects showed an increase in ratings including: shopping opportunities, employment opportunities, Paducah as a place to work and overall quality of businesses and services. Almost all residents stated that they purchased goods or services in the city and over half of residents reported working in Paducah. Both of these ratings were similar to the national benchmark.