



National Community Survey (NCS) 2019 and Strategic Plan Update

Key Findings and Comparisons

October 14, 2019

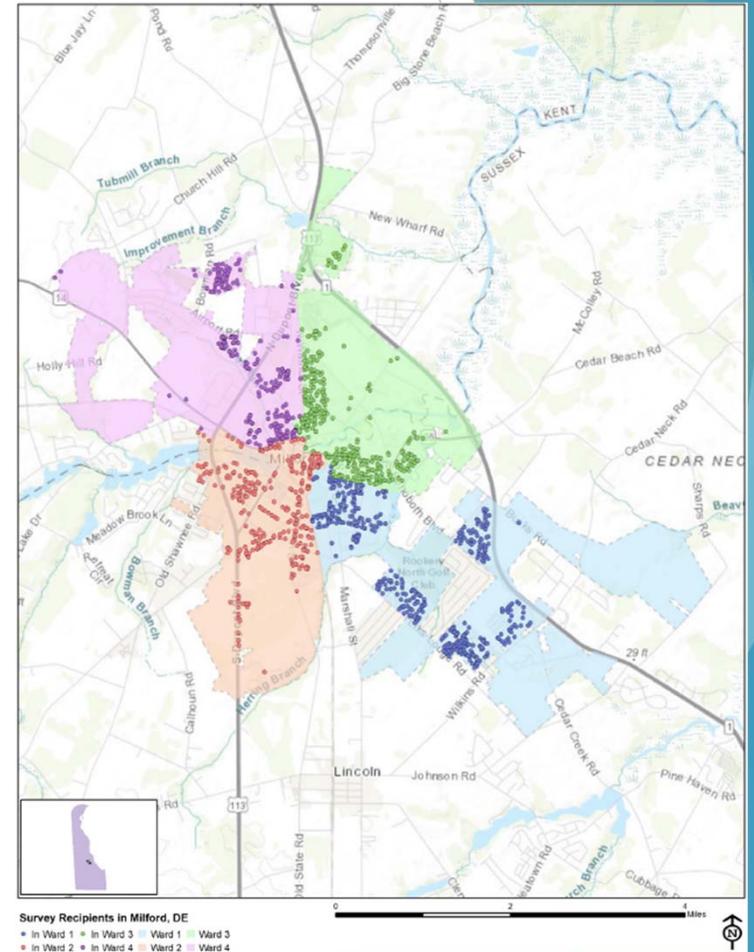
Milford's Strategic Plan

- ▶ Process started in 2016
 - ▶ Step 1: Send out 2017 Survey
 - ▶ Step 2: Community Conversations
 - ▶ October 2017-December 2017
 - ▶ Step 3: Create Strategic Plan
- ▶ Adopted by Council April 2018
- ▶ Plan runs from 2018 to 2023



National Community Survey (NCS) 2019

- ▶ 1,700 surveys were sent out
- ▶ 457 were returned



National Community 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

Terms to Know

- ▶ Benchmark
- ▶ Significant change
 - ▶ 7% increase or decrease from 2017 survey results
- ▶ Positive rating
 - ▶ Percent of those who marked “excellent or “good” for a question



Quality of Life in Milford

- ▶ 76% of respondents rated the quality of life in Milford as “excellent” or “good”
- ▶ Top priorities in the upcoming 2 years:
 - ▶ Economy
 - ▶ Safety



Facet: Economy

- ▶ Overall Economic Health of Milford
 - ▶ 51% positive rating
- ▶ Cost of Living
 - ▶ 54% positive rating
- ▶ “Do you work inside the boundaries of Milford?”
 - ▶ 28% of respondents work within Milford
- ▶ Milford as a Place to Work
 - ▶ 55% positive rating
- ▶ “How much do you support or oppose additional financial resources for economic development (e.g. support for retaining/expanding businesses, attracting new businesses, workforce development, etc)?”
 - ▶ 94% support additional financial resources

Strategic Plan Update on Economy

- ▶ **Goal: Enable growth of existing businesses**
 - ▶ Progress:
 - ▶ Regular meetings between City, Chamber of Commerce, and Downtown Milford, Inc., as well as State and County partners
 - ▶ Business retention/expansion visits
- ▶ **Goal: Foster the establishment of new businesses**
 - ▶ Progress:
 - ▶ Developed “How to Start a Business in Milford”
- ▶ **Goal: Meet the commercial needs of residents, businesses, and visitors**
 - ▶ Progress:
 - ▶ 7 large Downtown Development District reservation within City limits with \$16.4 million private funds and over \$2.0 million in State grant funds

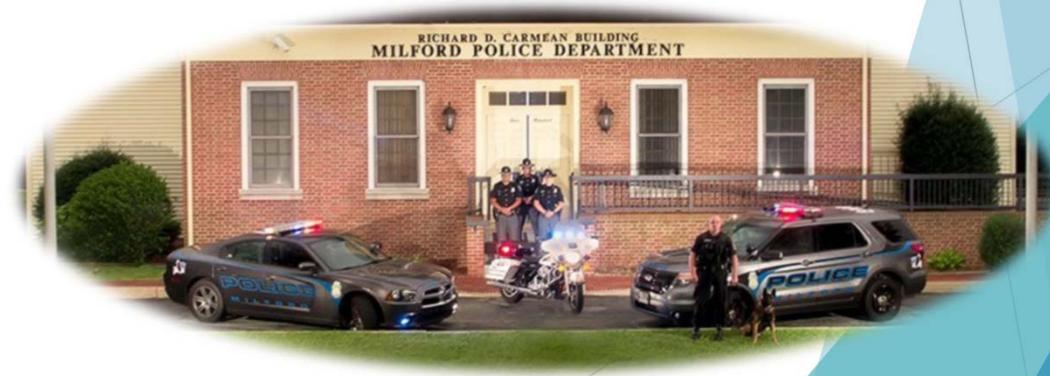


Facet: Safety

- ▶ Overall feeling of safety
 - ▶ 67% positive rating
- ▶ Feeling of safety in neighborhood during the day
 - ▶ 93% positive rating/felt safe
- ▶ “How much do you support or oppose additional financial resources for safety (ensuring the police force is well-trained and has the necessary equipment, staff, resources and facilities)?”
 - ▶ 99% support additional financial resources

Facet: Safety Continued

- ▶ Police services
 - ▶ 82% positive rating
- ▶ Fire services
 - ▶ 94% positive rating
- ▶ Ambulance or emergency medical services
 - ▶ 93% positive rating
- ▶ Crime prevention
 - ▶ 65% positive rating



Strategic Plan Update on Safety

- ▶ **Goal: Efficiently utilize all police resources (i.e., staff time, personnel, training, equipment, technology, etc.)**
 - ▶ Progress:
 - ▶ Crime mapping available online
 - ▶ Data collection aiding in scheduling and patrolling
 - ▶ Police Department follows accreditation policies
- ▶ **Goal: Establish and maintain strong and beneficial police-community relations**
 - ▶ Progress:
 - ▶ Increased foot patrols
 - ▶ Considering: Junior Police Academy
 - ▶ Five additional officers have been added to staff and have graduated from the Academy

Pillar: Community Characteristics

Milford as a...

- ▶ Place to live
 - ▶ 83% positive rating
- ▶ Place to raise children
 - ▶ 72% positive rating
- ▶ Place to retire
 - ▶ 75% positive rating



Strategic Update on Community

- ▶ Goal: Promote a healthy community with recreational activities provided by the City and community partners
 - ▶ Progress:
 - ▶ Establishment of the Parks and Recreation Advisory Board
 - ▶ Dog Park survey completed
 - ▶ Creation of Parks and Recreation Facebook site
- ▶ Goal: Bring more tourism to Milford
 - ▶ Progress
 - ▶ Parks and Recreation Director has joined the Kent County Tourism Board
 - ▶ Kayak rentals next to Arena's; exploring recreation opportunities on the river; growing special events



Pillar: Governance

- ▶ Overall Quality of City Services
 - ▶ 75% positive rating
- ▶ The Overall Direction Milford is Taking
 - ▶ 68% positive rating
- ▶ Confidence in City Government
 - ▶ 60% positive rating
- ▶ Acting in the Best Interest of the Community
 - ▶ 61% positive rating
- ▶ Customer Service by Milford Employees
 - ▶ 75% positive rating



Pillar: Participation

- ▶ Overall Sense of Community
 - ▶ 62% positive rating
- ▶ Likelihood of Recommending Living in Milford
 - ▶ 89% likely to recommend
- ▶ Likelihood of Remaining in Milford
 - ▶ 85% likely to remain



Strategic Plan Update on Mobility

- ▶ **Goal: Evaluate current condition and put plans in place to maintain or replace City utility infrastructure**
 - ▶ Progress:
 - ▶ Public Works has developed a 5-year capital plan for short range and long range plans
 - ▶ Transportation Improvement District - southeast Milford
 - ▶ Transportation Alternatives Program - NE Front Street in design
- ▶ **Goal: Preserve and enhance the property values and quality of our neighborhoods**
 - ▶ Progress:
 - ▶ Grant funding for City's Bicycle and Pedestrian Master Plan
 - ▶ Parks and Recreation now has sidewalk sweeper
 - ▶ Sidewalk Repair Program

Other Notable Changes

- ▶ Overall Quality of New Development
 - ▶ 57% positive rating
- ▶ Work in Milford
 - ▶ 28% working in Milford
- ▶ K-12 Education
 - ▶ 73% positive rating
- ▶ Land Use, Planning, and Zoning Services
 - ▶ 50% positive rating
- ▶ Did NOT Observe a Code Violation
 - ▶ 48% did not observe a code violation



Online Survey Key Findings

Where it was similar to the mailed survey:

- ▶ Quality of Services Provided by the City of Milford
 - ▶ 70% positive
- ▶ Quality of City-Sponsored Events
 - ▶ 67% positive
- ▶ Overall Economic Health of Milford
 - ▶ 89% positive

Online Survey Key Findings Continued

Where it differed from the mailed survey:

- ▶ Overall Customer Service by Milford Employees (police, receptionists, planners, etc.)
 - ▶ 86% positive rating
- ▶ Emergency Preparedness (services that prepare the community for natural disasters or other emergency situations)
 - ▶ 77% positive rating
- ▶ The Job the Milford Government Does at Welcoming Resident Involvement
 - ▶ 28% positive rating
- ▶ Milford as a Place to Raise Children
 - ▶ 79% positive rating

Questions?

