

# THE NCS™

THE NATIONAL COMMUNITY SURVEY™

## Charlottesville, VA

The National Community Survey™

2025 Results





## Civic Communication & Analytics Platform

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The premiere provider of professional civic surveys and performance  
benchmarking analyses

Partners with:



# Resident Surveys in Local Governance



**Monitor trends  
in resident  
opinion**



**Measure  
government  
performance**



**Inform budget,  
land use,  
strategic  
planning  
decisions**



**Benchmark  
against other  
communities**

# The NCS™ Facets of Community Livability





# The National Community Survey™ in Charlottesville

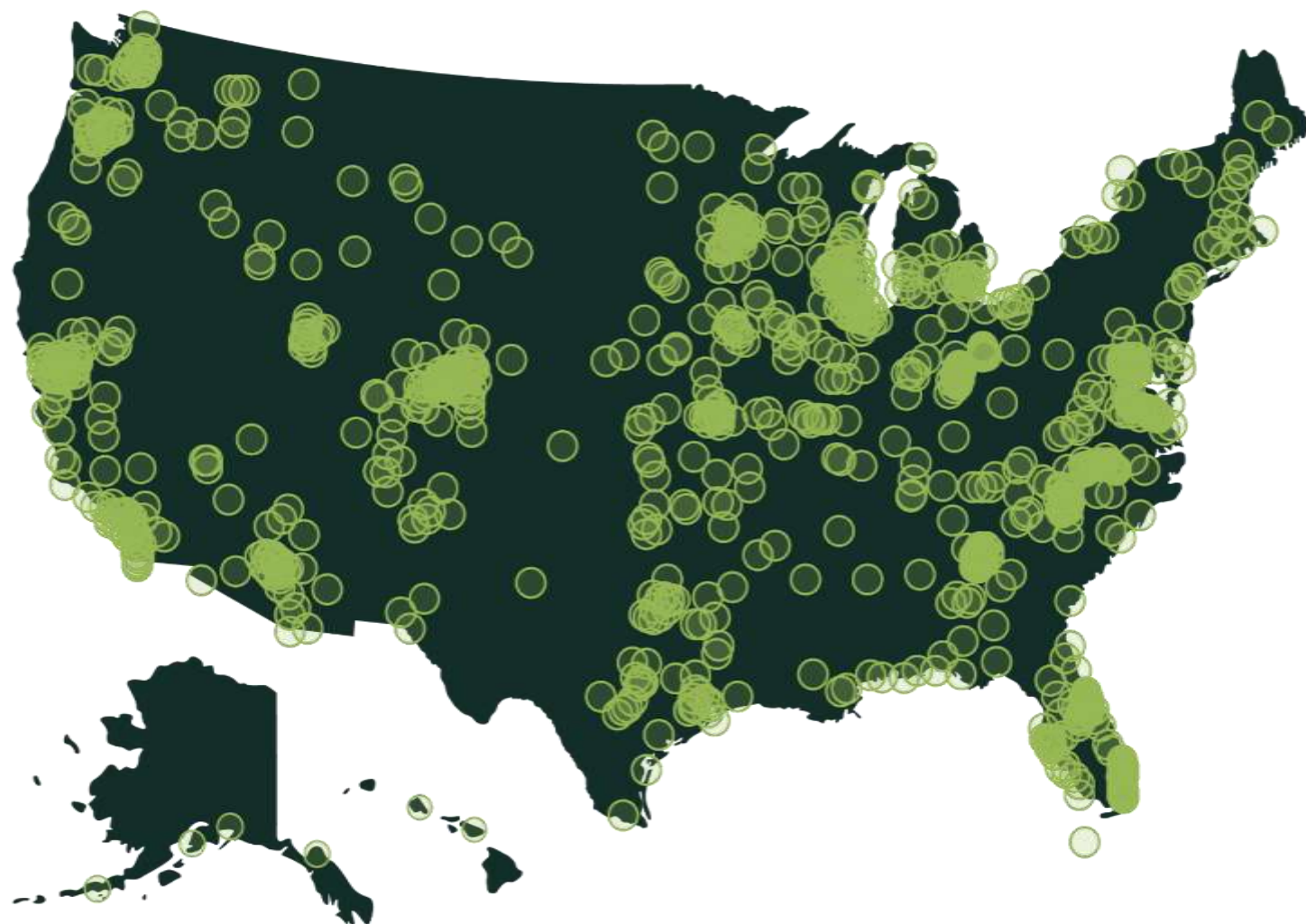


## The NCS™ for Charlottesville, VA

- 6<sup>th</sup> time conducting The NCS (previous surveys in 2012, 2014, 2016, 2018 and 2022)
- Survey conducted from April 15 – May 27, 2025
- Mailing approach employed:
  - Probability-based sample of 3,000 randomly selected households
  - 386 total responses received
  - 14% overall response rate
  - Non-probability, open-participation survey: 664 responses
- Results statistically weighted to reflect Charlottesville overall
- 95% confidence interval with a +/- 5% margin of error



# Polco's Benchmarking Database



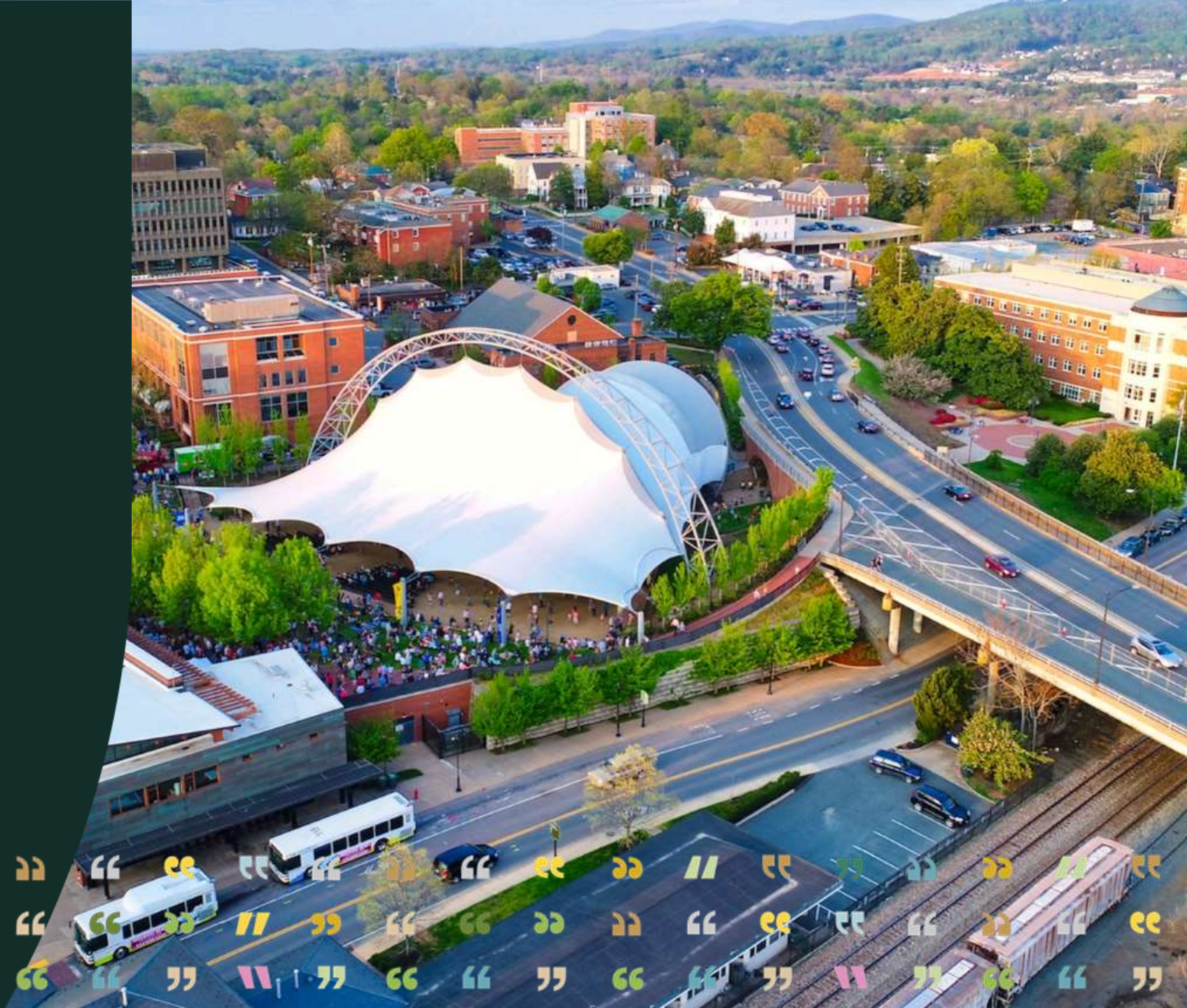
More than  
**500**  
comparison  
communities  
across the  
nation.

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





# Overview of Survey Results



# Facets of Community Livability: Quality



**National  
Benchmark  
Comparisons:**

- Higher
- Similar
- Lower



*Percent excellent or good*





# Facets of Community Livability: Importance



National  
Benchmark  
Comparisons:

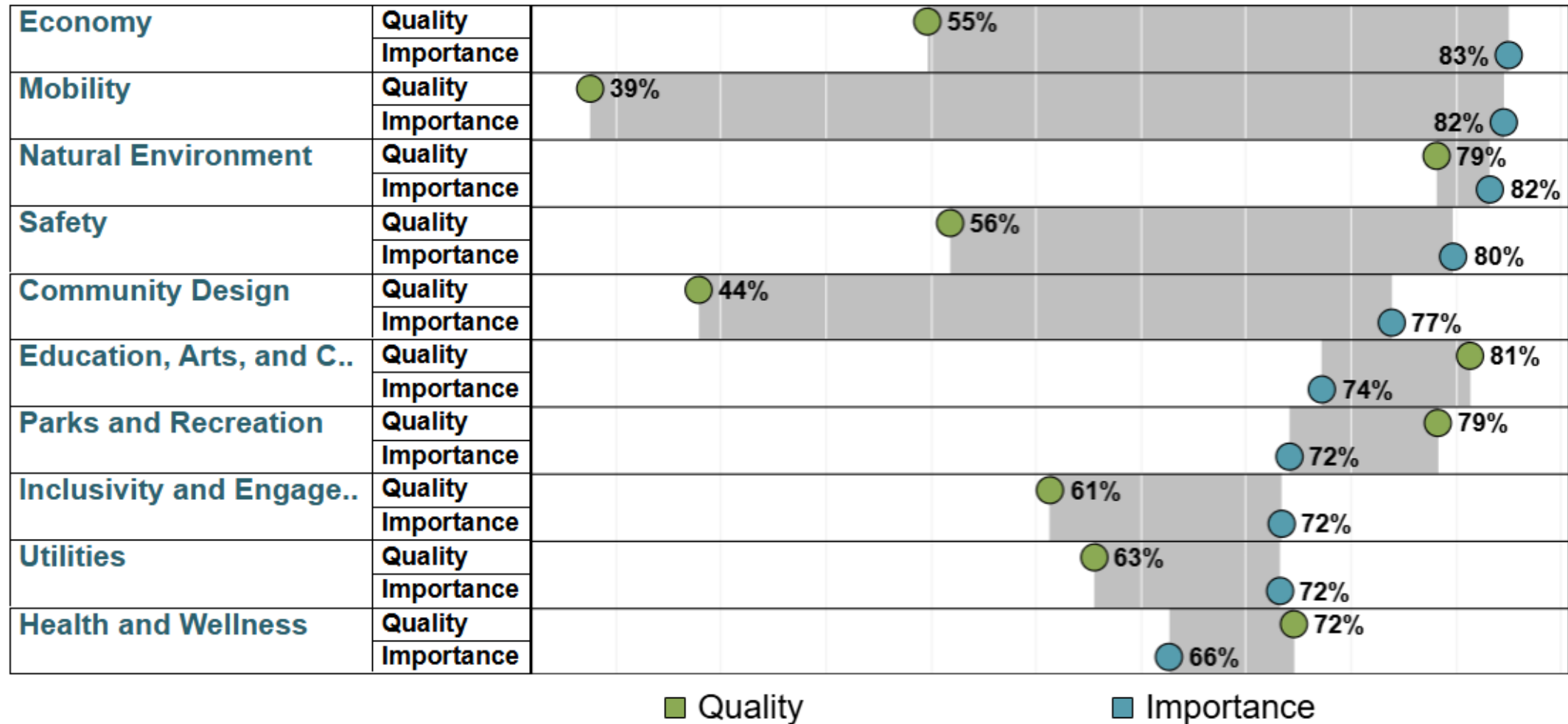
- Similar
- Lower



Percent essential or very important



# Balancing Quality and Importance





## Comparisons to National Benchmarks

4 received **higher** ratings

97 received **similar** ratings

22 received **lower** ratings







## Comparisons to Previous Survey (2022)

23 received **higher** ratings

86 received **similar** ratings

14 received **lower** ratings





# Key Findings







**Most residents  
experience a  
high quality of  
life in  
Charlottesville.**





# Overall Community Quality



About  
**7 in 10**

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

- Charlottesville as a place to live
- The overall image or reputation.
- The overall quality of life in Charlottesville

## 7 in 10 residents

- Plan to remain in Charlottesville for the next five years
- Would recommend living in Charlottesville to someone who asked



Ratings for  
Charlottesville's  
local government  
increased since  
2022.

2



# Governance in Charlottesville



Please rate the following categories of Charlottesville government performance.

National Benchmark Comparison

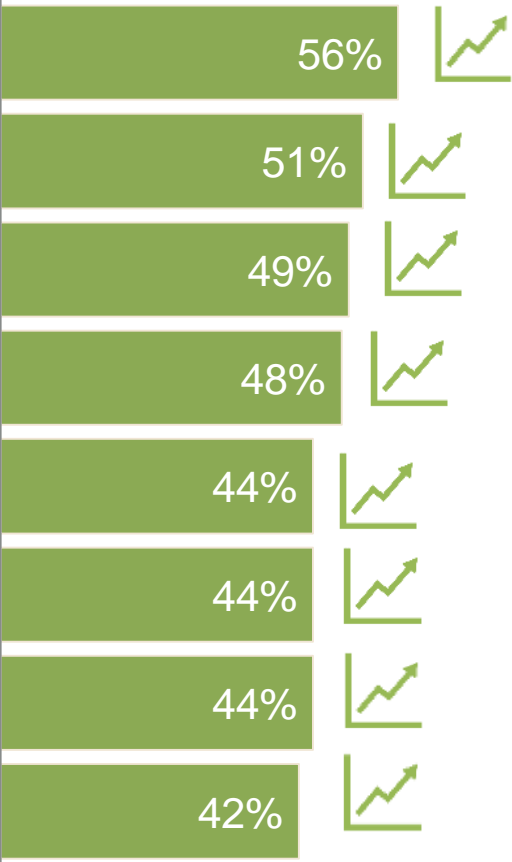
■ Similar

2025 vs 2022:



Increasing/Decreasing

- Treating residents with respect
- The job the City does at welcoming resident involvement
- Being honest
- Generally acting in the best interest of the community
- Informing residents about issues facing the community
- Being open and transparent to the public
- Overall confidence in Charlottesville government
- Treating all residents fairly



Percent excellent or good





Safety  
continues to be  
rated  
positively,  
maintaining  
strong levels of  
satisfaction.



# Safety in Charlottesville

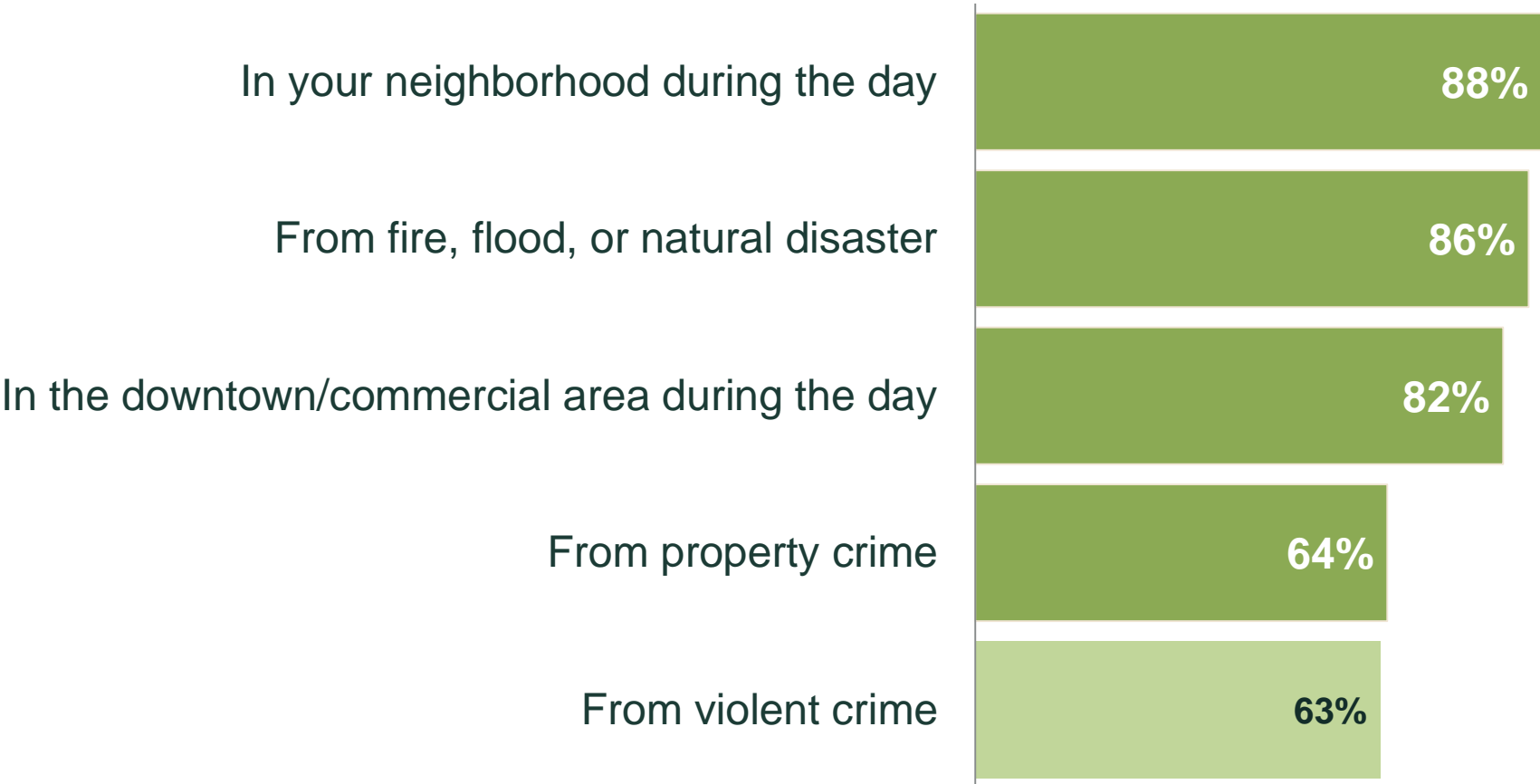


Please rate how safe or unsafe you feel:

**National Benchmark Comparison**

Similar

Lower



Percent very or somewhat safe

# Safety Services in Charlottesville



2025 vs 2022:

Increasing/Decreasing

95%

Fire services

90%

Ambulance/  
Emergency medical services

82%

Fire prevention/  
education

61%

Police services



45%

Crime prevention



*Percent excellent or good*





Affordability  
remains a  
concern for  
many residents  
in the City.

4



# The Economy in Charlottesville



Please rate each of the following in the Charlottesville community:

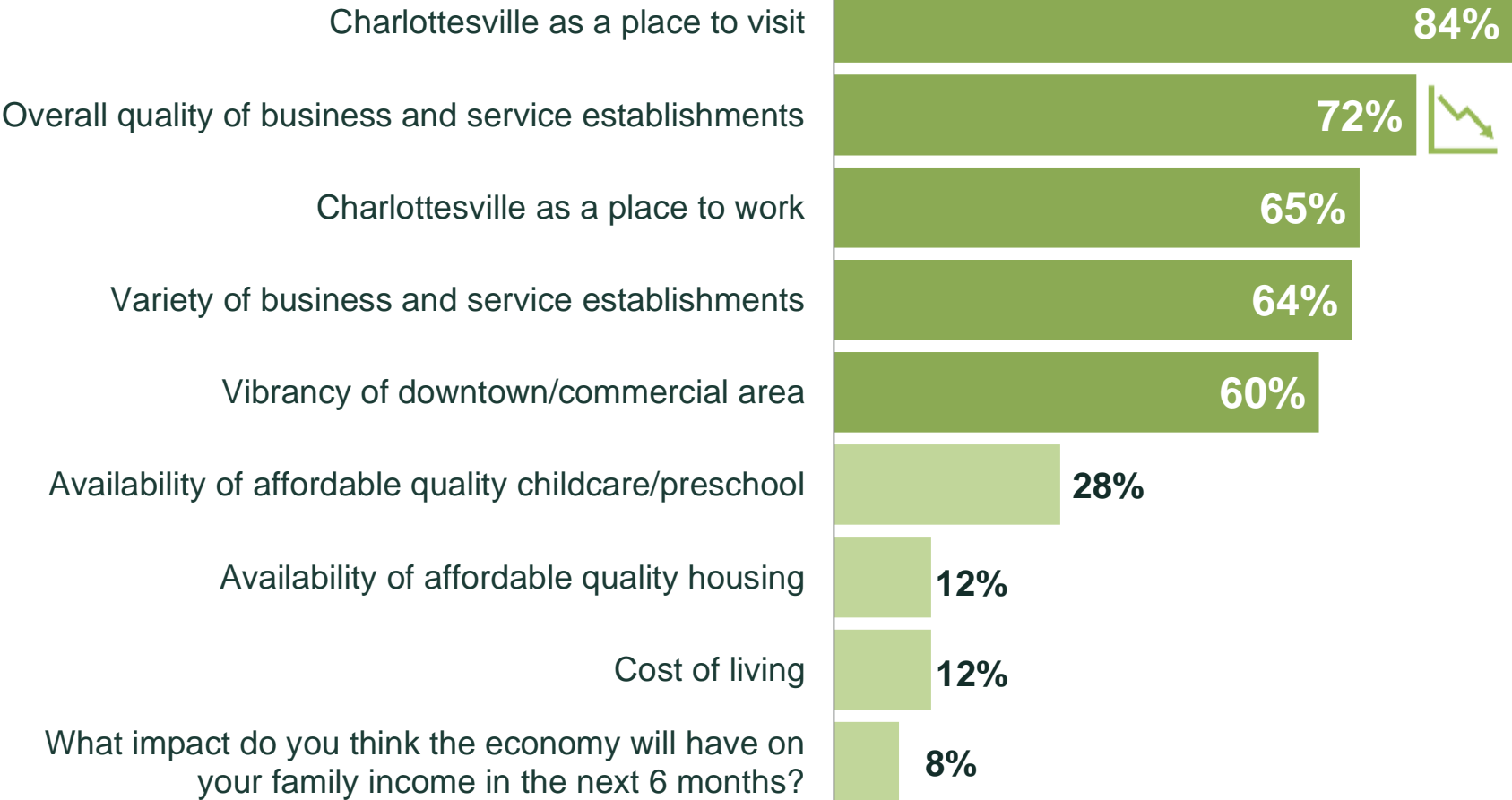
National Benchmark Comparison

- Similar
- Lower

2025 vs 2022:

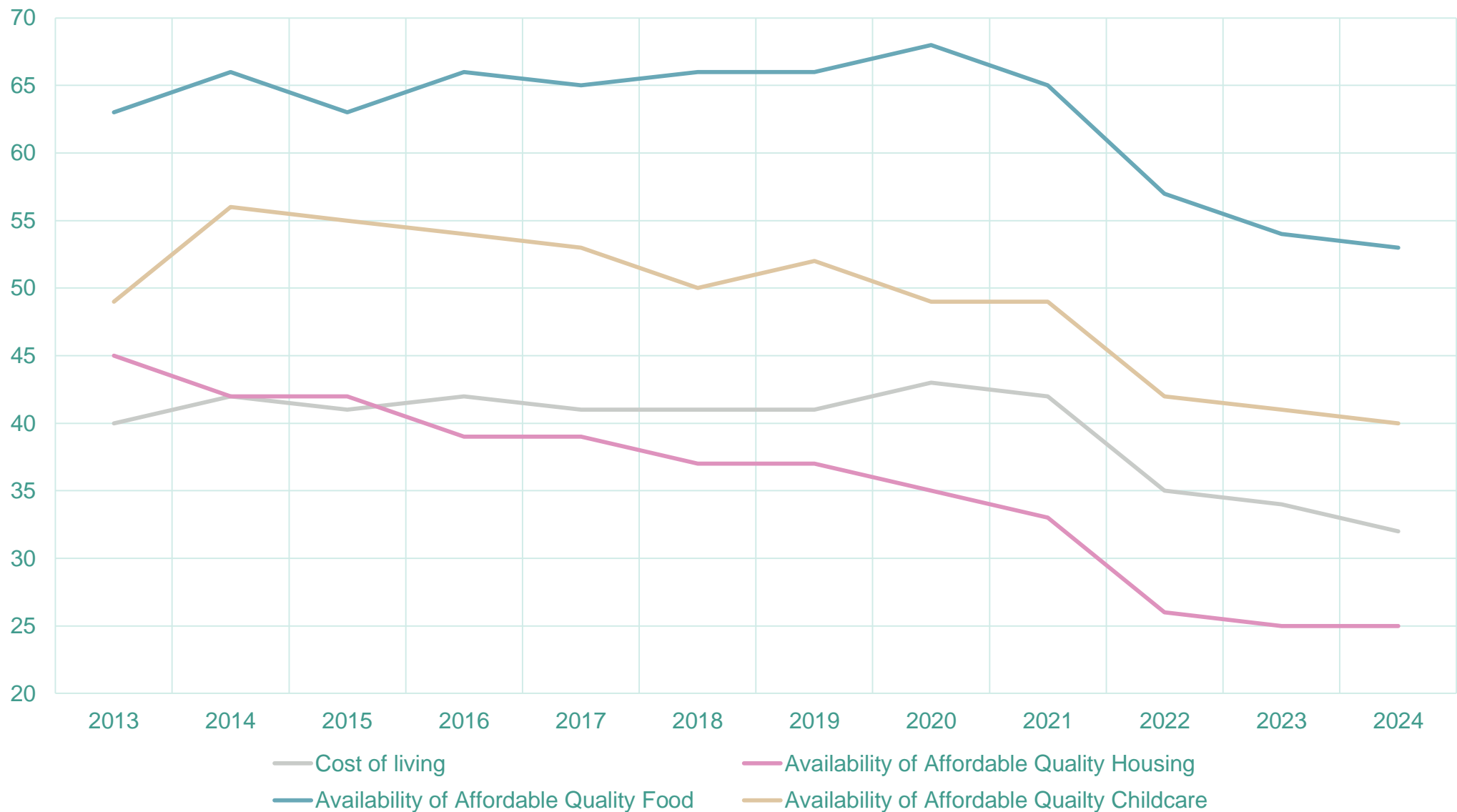


Increasing/Decreasing



Percent excellent or good

# National Economic & Affordability Sentiment (2013-2024)







Residents identify mobility as an important area of focus.

5



# Mobility in Charlottesville



Please rate each of the following in the Charlottesville community:

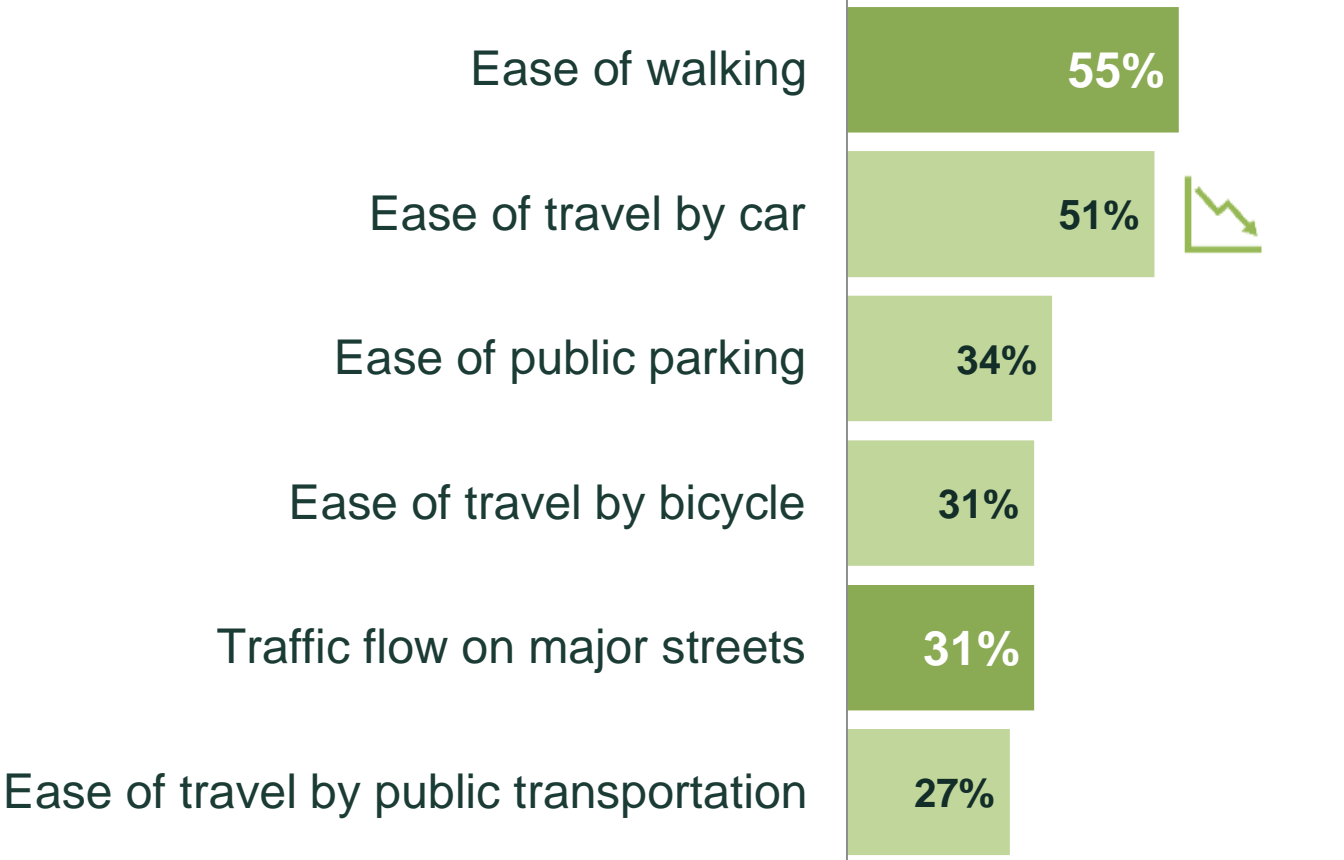
National Benchmark Comparison

- Similar
- Lower

2025 vs 2022:



Increasing/Decreasing



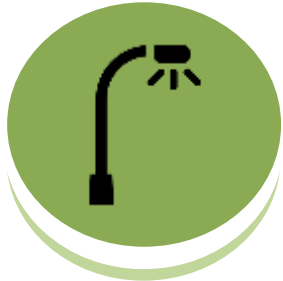
Percent excellent or good

# Mobility Services in Charlottesville



**61%**

Street  
cleaning



**59%**

Street  
lighting



**56%**

Snow  
removal



**48%**

Traffic  
enforcement



**41%**

Bus or  
transit  
services



**2025 vs 2022:**

Increasing/Decreasing

*Percent excellent or good*





Educational  
and cultural  
opportunities  
remain highly  
valued in  
Charlottesville.

6



# Education, Arts, and Culture in Charlottesville



Please rate each of the following in the Charlottesville community:

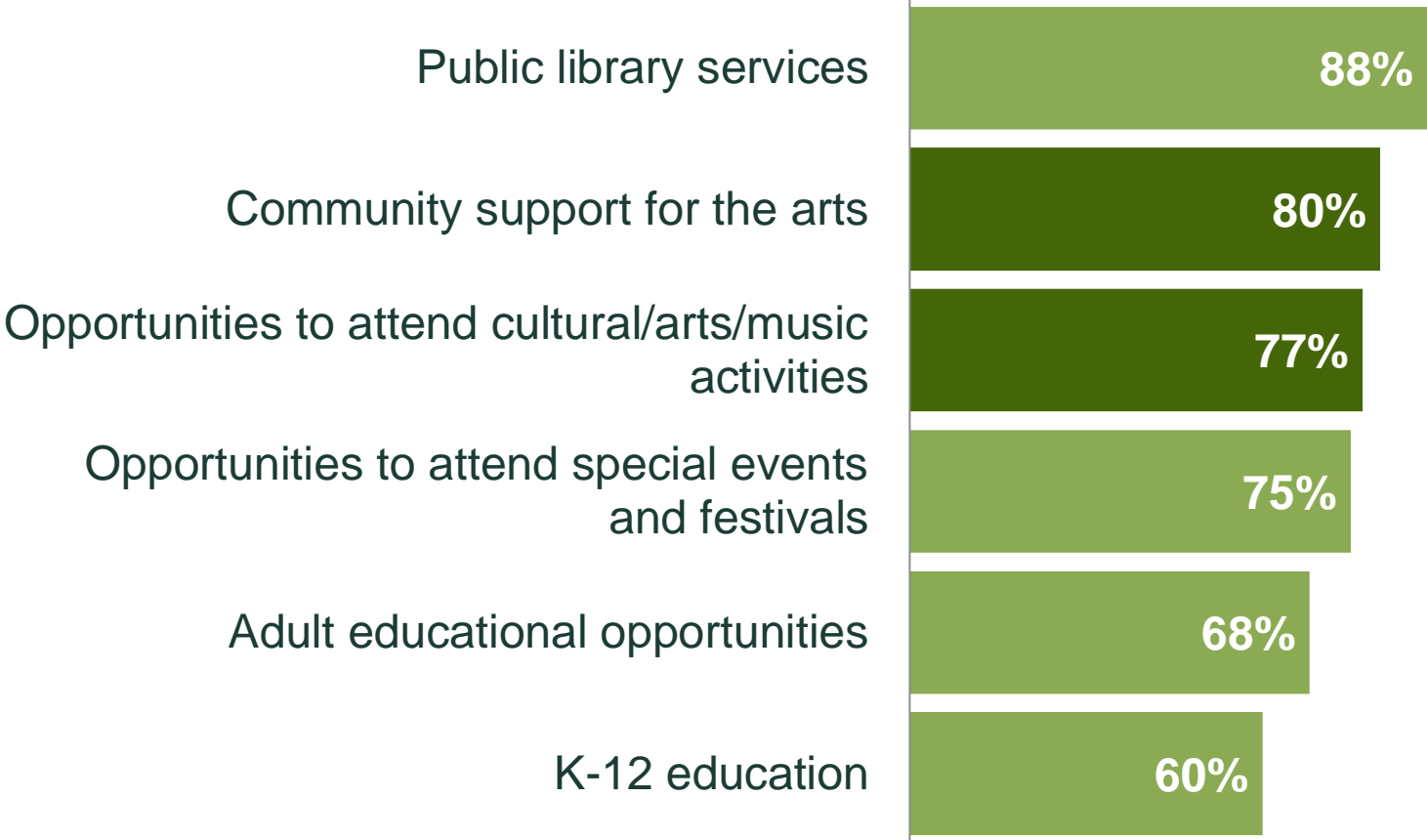
National Benchmark Comparison

- Higher
- Similar

2025 vs 2022:



Increasing/Decreasing



Percent excellent or good



# Additional Special Topics

13. For each of the following City services, please indicate if you think the current service level should be increased, remain at current levels, or be decreased.

|                                                                                     | Increase<br>service | Keep current<br>service level | Decrease<br>service | Don't<br>Know |
|-------------------------------------------------------------------------------------|---------------------|-------------------------------|---------------------|---------------|
| Building permit and inspection services .....                                       | 1                   | 2                             | 3                   | 4             |
| Street and sidewalk maintenance and repairs .....                                   | 1                   | 2                             | 3                   | 4             |
| Park maintenance .....                                                              | 1                   | 2                             | 3                   | 4             |
| Traffic system improvements (intersections, signs, lanes, etc.) .....               | 1                   | 2                             | 3                   | 4             |
| Bicycle and pedestrian infrastructure .....                                         | 1                   | 2                             | 3                   | 4             |
| Police patrol and investigative services .....                                      | 1                   | 2                             | 3                   | 4             |
| Proactive code enforcement .....                                                    | 1                   | 2                             | 3                   | 4             |
| Communicating with residents about City programs, services,<br>and activities ..... | 1                   | 2                             | 3                   | 4             |
| Providing competitive grant funding to local non-profit agencies .....              | 1                   | 2                             | 3                   | 4             |
| Downtown parking management/enforcement .....                                       | 1                   | 2                             | 3                   | 4             |





# City Services

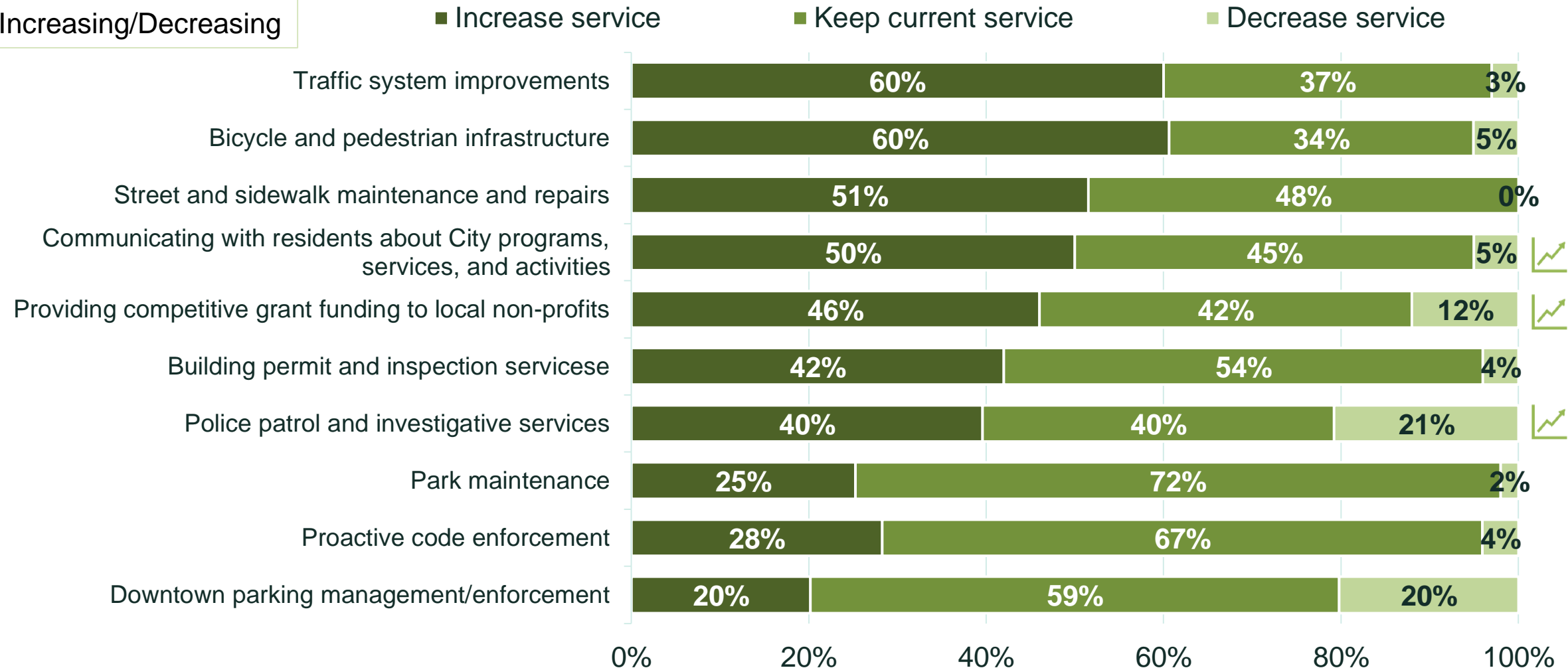


**2025 vs 2022:**



Increasing/Decreasing

For each of the following City services, please indicate if you think the current service level should be increased, remain at current levels, or be decreased.





# Summary of Conclusions

1. Most residents experience a high quality of life in Charlottesville.
2. Ratings for Charlottesville's local government increased since 2022.
3. Safety continues to be rated positively, maintaining strong levels of satisfaction.
4. Affordability remains a concern for many residents in the City.
5. Residents identify mobility as an important area of focus.
6. Educational and cultural opportunities remain highly valued in Charlottesville.



# Questions?

# Thank you!

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