



Carmel Community Engagement Survey

April 2024

Community Engagement Survey

- Survey conducted from February 14 to March 14, 2024
- Received 7,147 responses from Carmel residents and visitors
- Survey topics included:
 - City descriptors and draw
 - City position statements
 - City services and processes
 - City activities and amenities
 - Elevate Carmel
 - Business environment

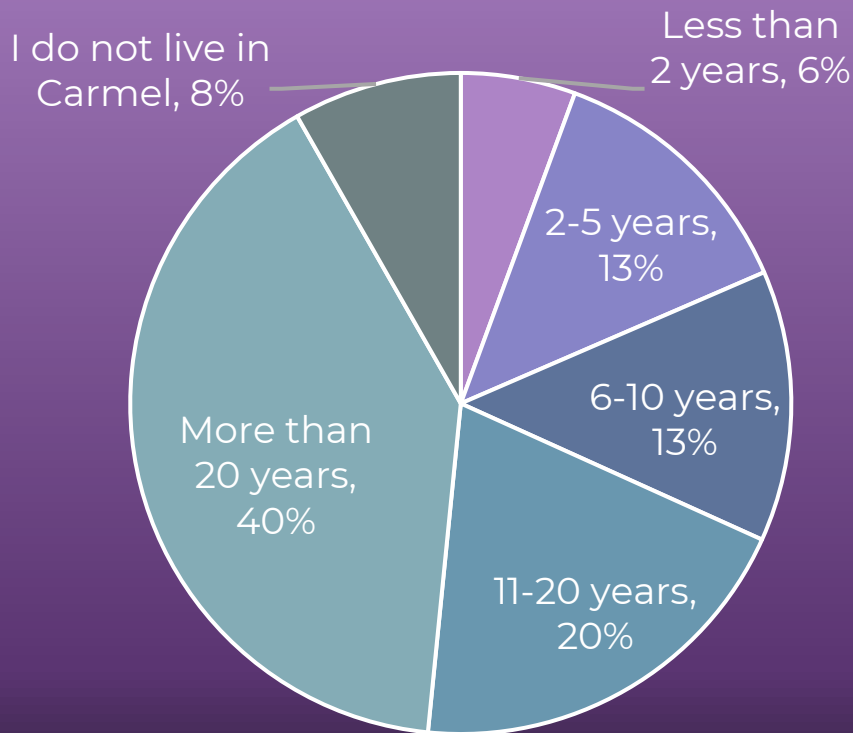


Who Responded?

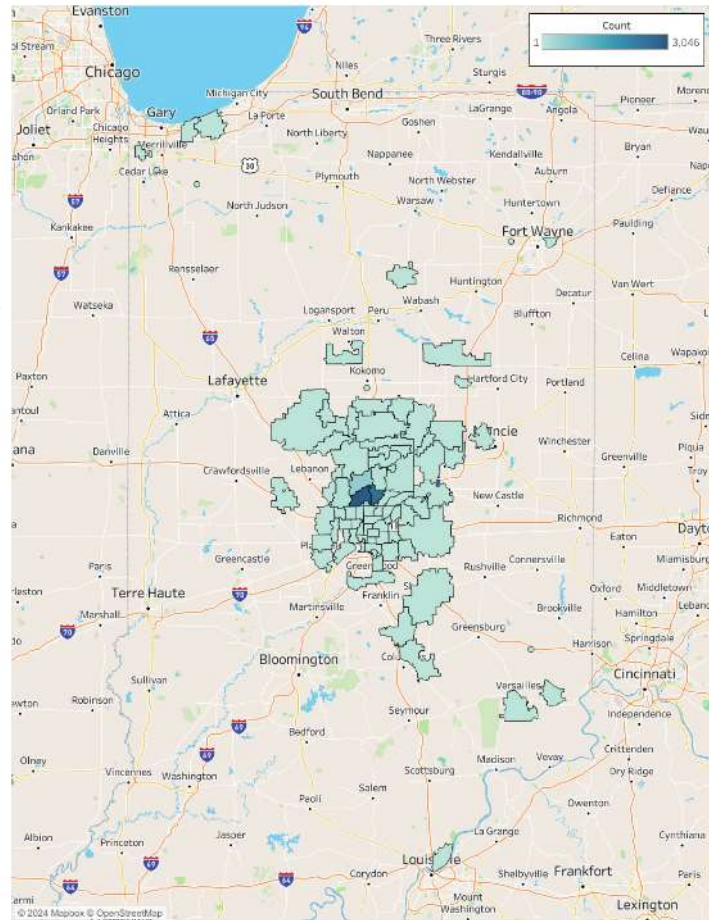
Survey Demographics



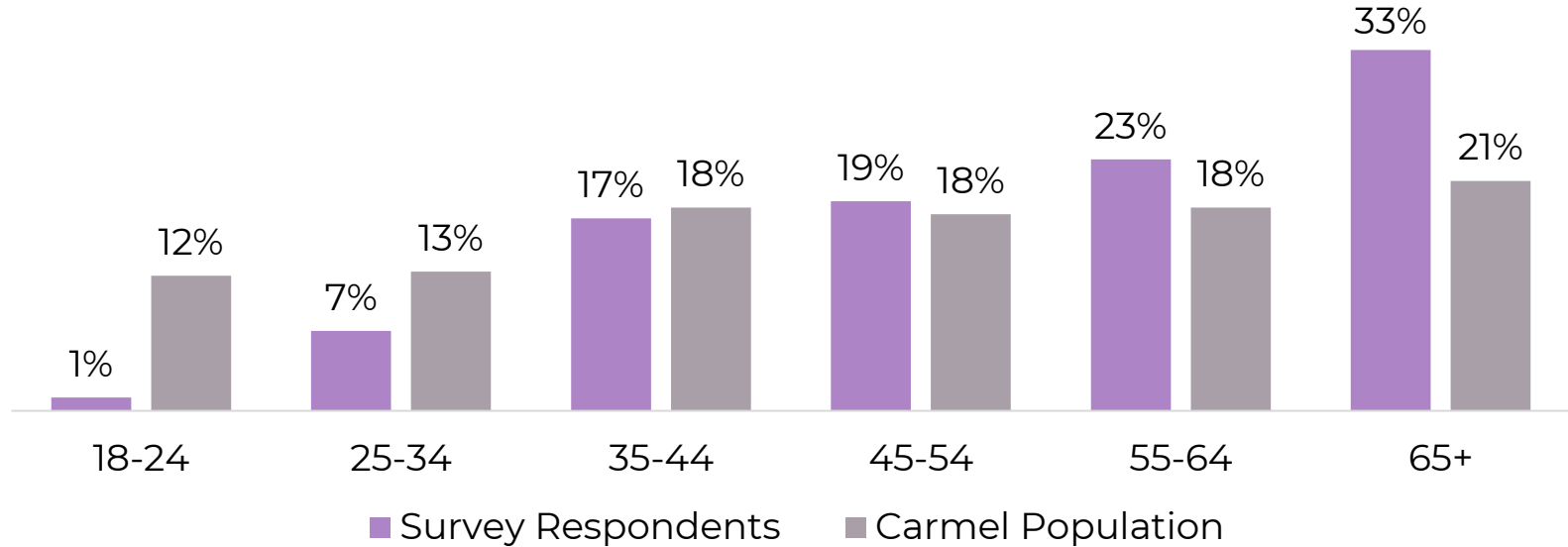
Time in Carmel



Home Zip Code

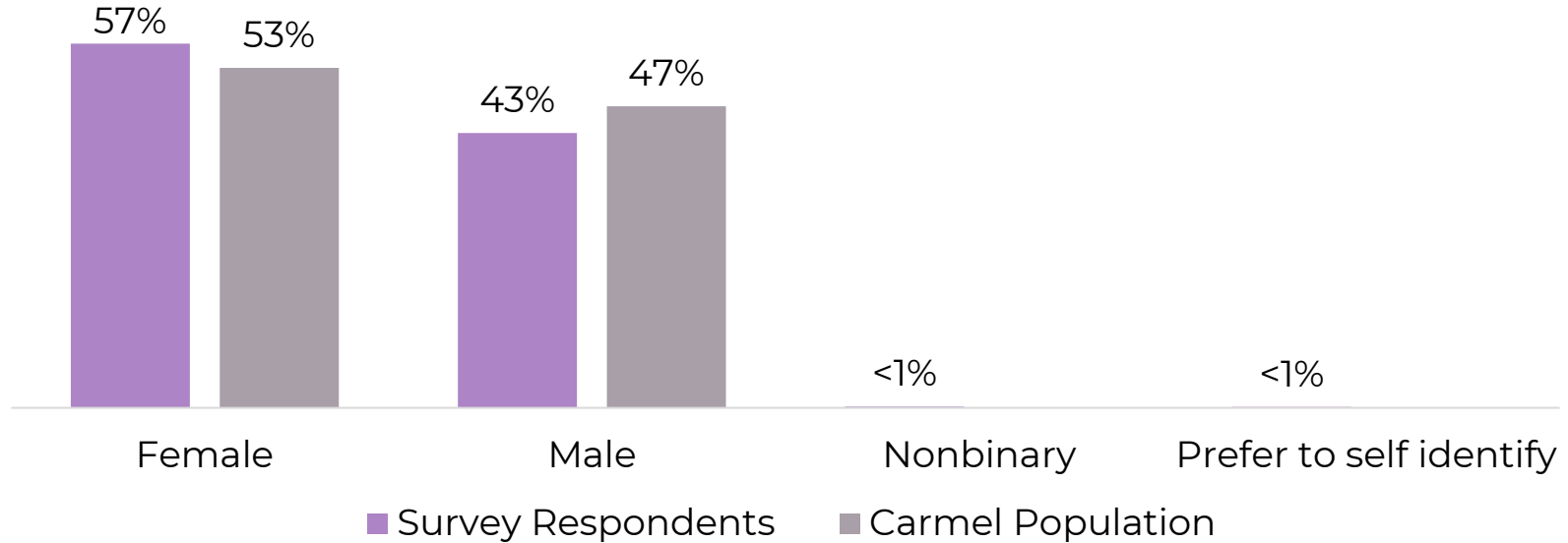


Respondents by Age



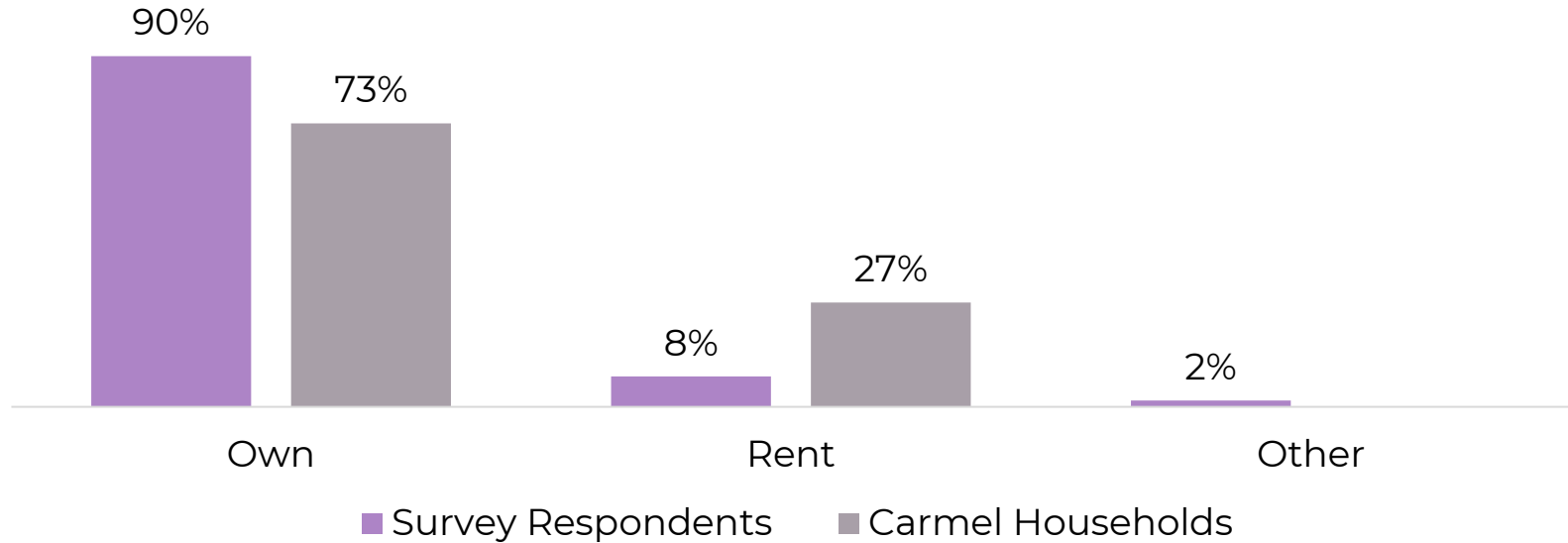
Carmel Population data based on U.S. Census Bureau's 2022 American Community Survey 1-year estimates

Respondents by Gender



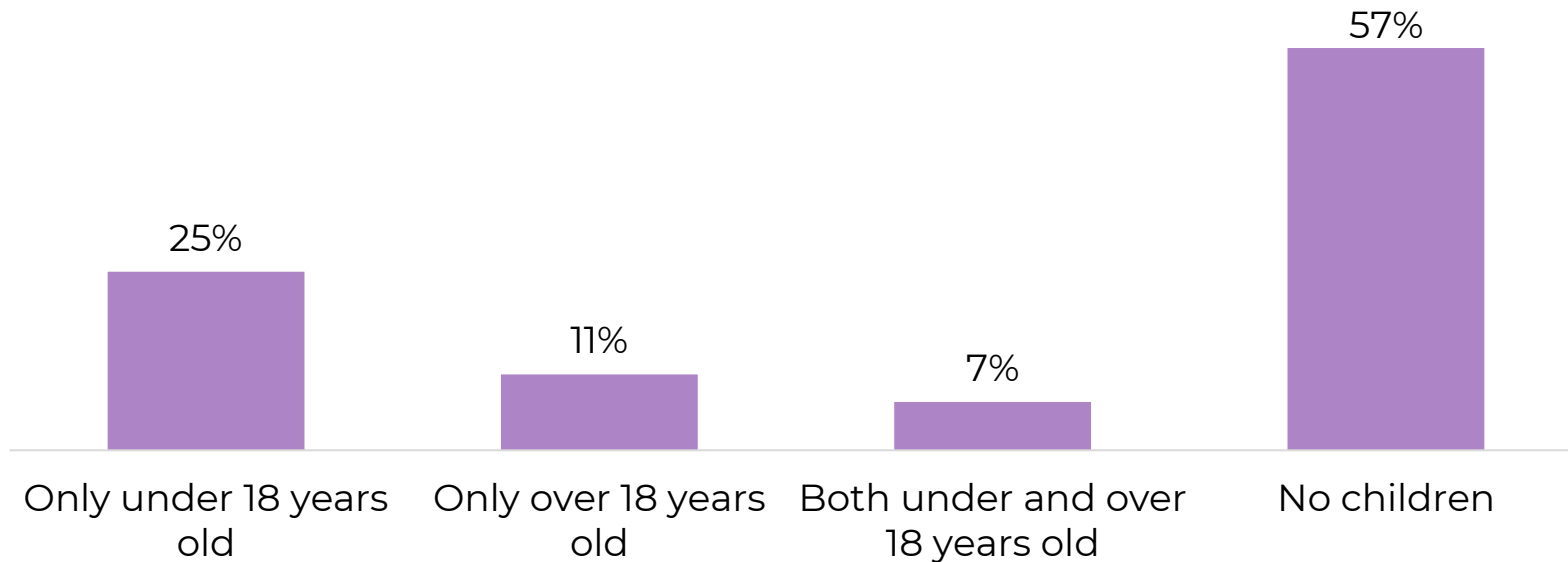
Carmel Population data based on U.S. Census Bureau's 2022 American Community Survey 1-year estimates

Respondents by Tenure

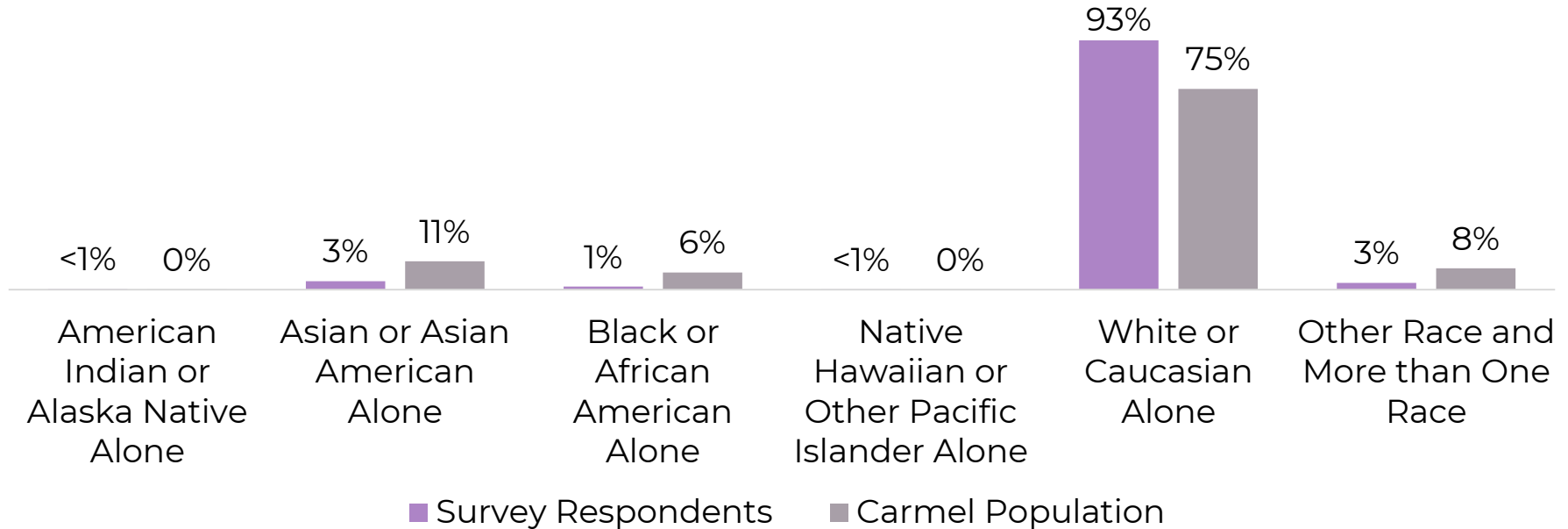


Carmel Population data based on U.S. Census Bureau's 2022 American Community Survey 1-year estimates

Children in Household

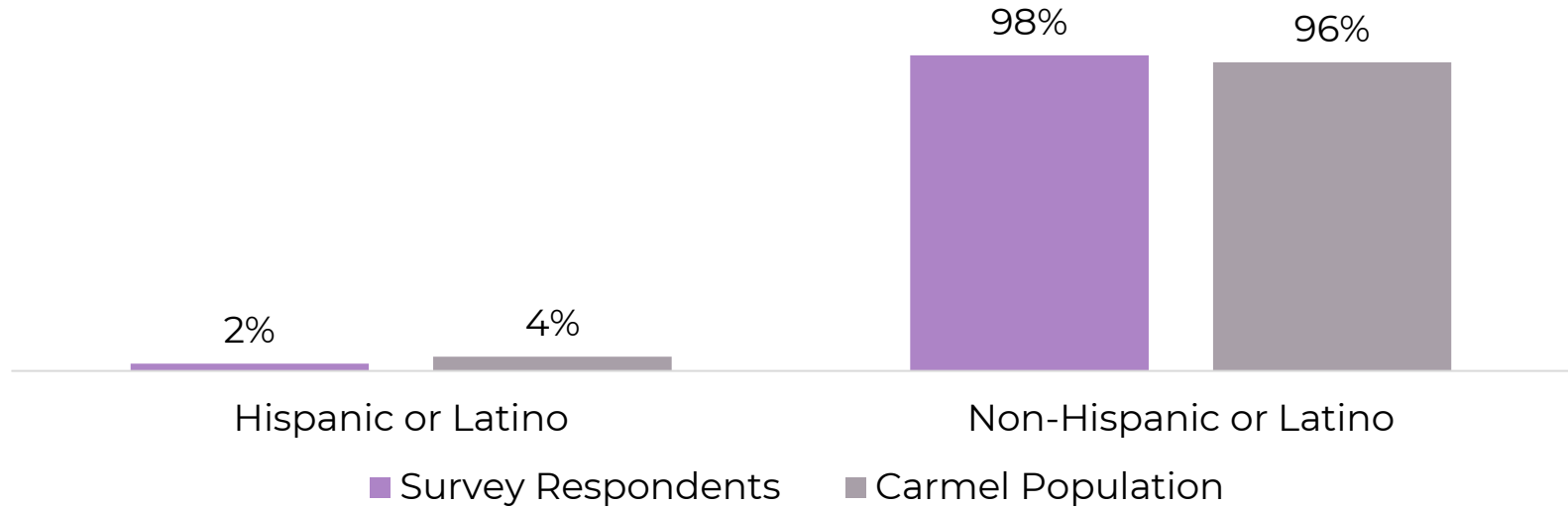


Respondents by Race



Carmel Population data based on U.S. Census Bureau's 2022 American Community Survey 1-year estimates

Respondents by Ethnicity




Carmel Population data based on U.S. Census Bureau's 2022 American Community Survey 1-year estimates



International Community Members

7% of respondents identified as members of the international community.

	% International Community Members
New residents	11%
Long-term residents	6%
Non-residents	4%



City Descriptors and Draws

The Carmel Brand

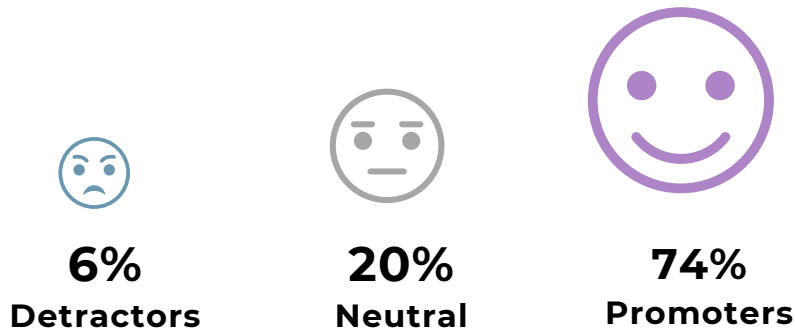
1. Safe
2. Clean
3. Beautiful
4. Friendly
5. Roundabouts
6. Community
7. Great
8. City
9. Growing
10. Progressive



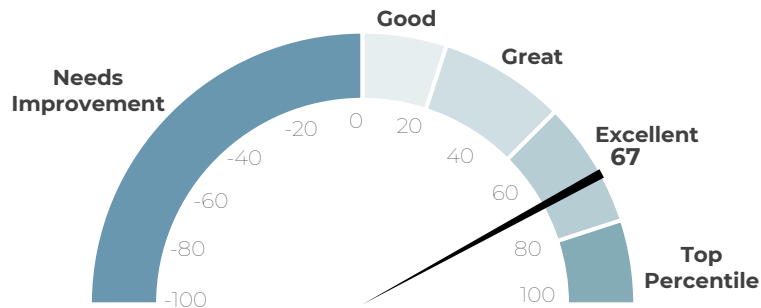
Net Promoter Score

NPS is used to measure brand loyalty by evaluating an individual's likelihood of recommending a business or entity.

74% of respondents would recommend living in Carmel to a friend or co-worker



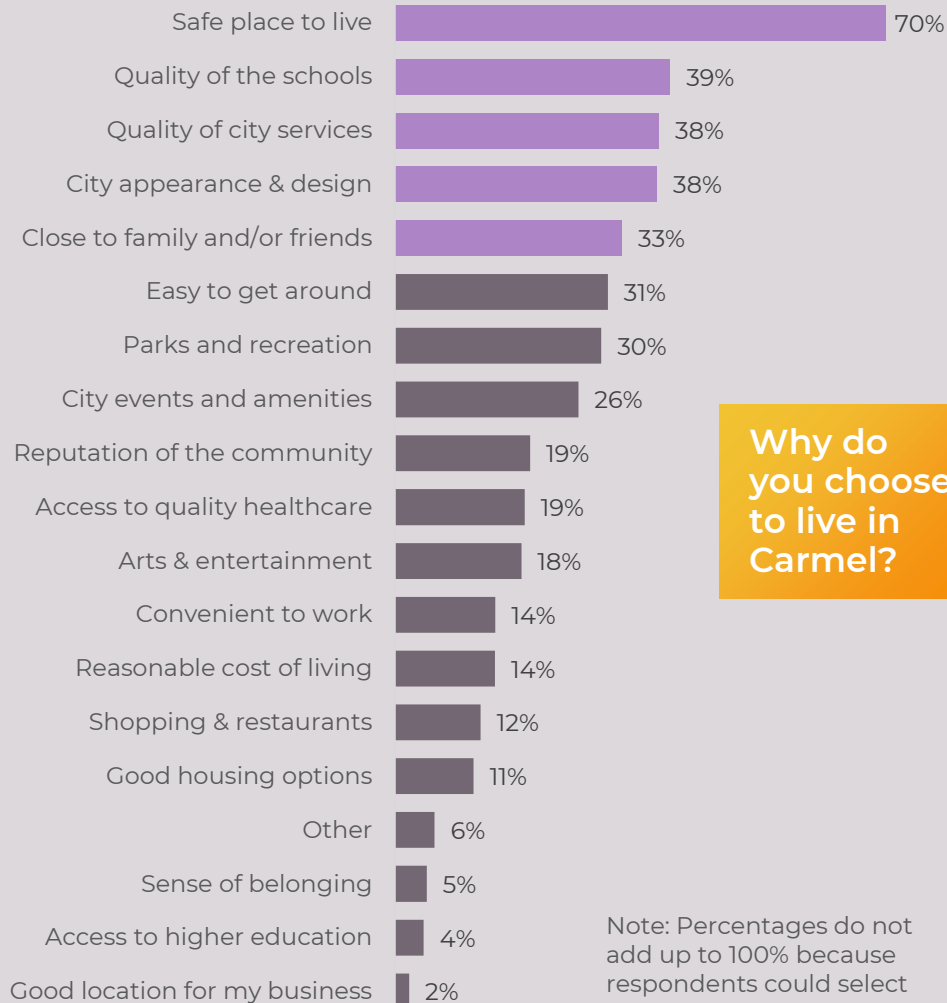
Net Promoter Score = **67**



*Net Promoter Score is calculated by subtracting the percentage of detractors from the percentage of promoters.

Top 5 Reasons for Living in Carmel

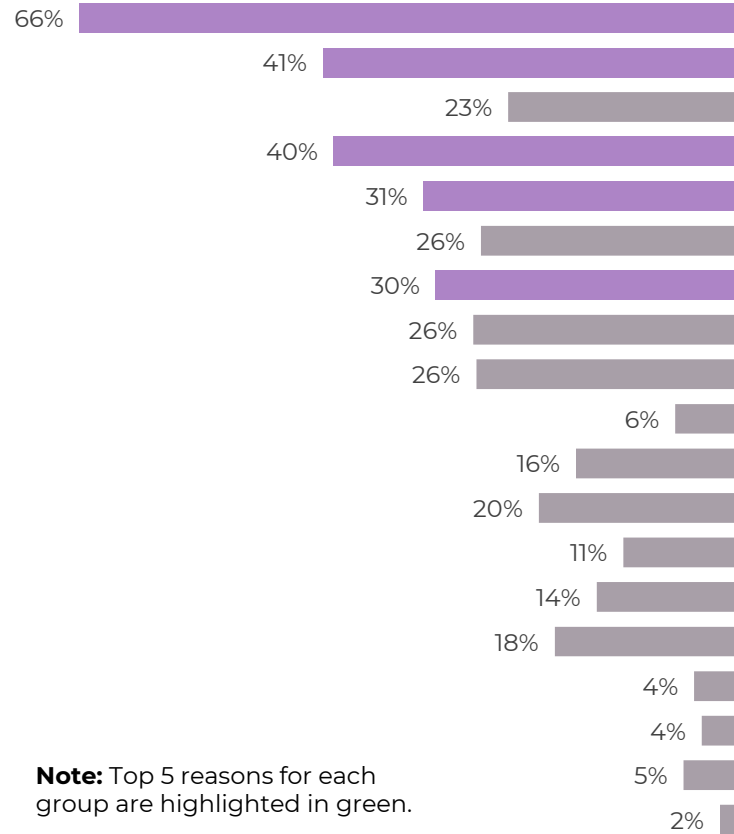
1. Safe place to live
2. Quality of the schools
3. Quality of city services
4. City appearance and design
5. Close to family and/or friends



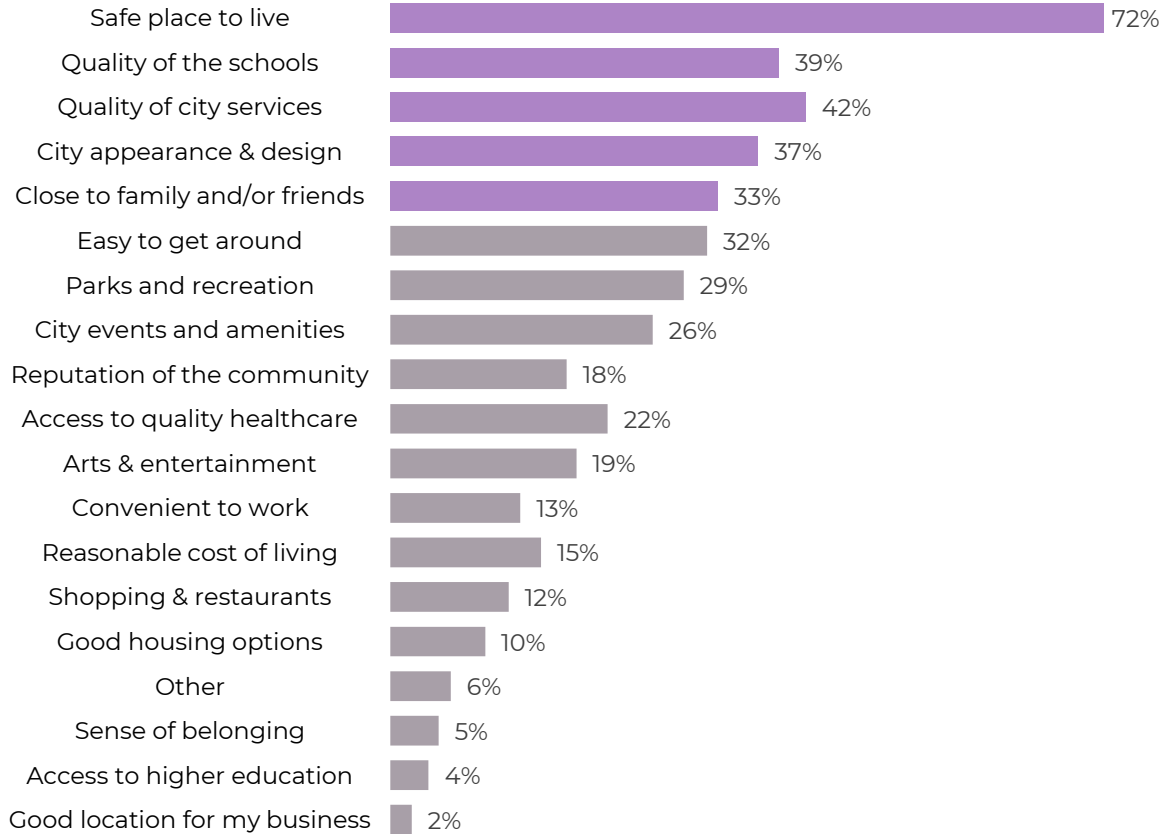
Why do
you choose
to live in
Carmel?

Note: Percentages do not add up to 100% because respondents could select multiple responses.

Top Reasons New Residents Moved to Carmel



Top Reasons Long-Term Residents Stay in Carmel



Note: Top 5 reasons for each group are highlighted in green.

Top 5 Reasons to Live in Carmel for...

New Residents

- **Safe place to live (66%)**
- **Quality of the schools (41%)**
- **City appearance and design (40%)**
- Close to family and/or friends (31%)
- Parks and recreation (30%)

Long-Term Residents

- **Safe place to live (72%)**
- Quality of city services (42%)
- **Quality of the schools (39%)**
- **City appearance and design (37%)**
- Close to family and/or friends (33%)

International Community Members

- **Safe place to live (71%)**
- **Quality of the schools (51%)**
- **City appearance and design (39%)**
- Quality of city services (35%)
- Parks and recreation (31%)

City Position Statements

The background image shows a vibrant city street scene. In the foreground, there is an outdoor cafe area with several black metal tables and chairs. People are seated at the tables, some under large black umbrellas that have 'Tito's' branding. The cafe is situated in front of a building with large glass windows and doors. The building has a mix of brick and stone textures. The overall atmosphere is bright and sunny, suggesting a pleasant urban environment.

- Respondents were presented with 10 statements (not all covered here) and asked to indicate the extent to which they agree or disagree
- Responses were overwhelmingly positive, regardless of the topic, indicating that most participants are satisfied with life in Carmel
- Not all statements included in this presentation

Quality of Life

97% of respondents agree that the **quality of life is excellent** in Carmel.

84% of respondents **agree** that the city is great place for **seniors** to live.

72% of respondents **agree** that the city is great place for **young adults** who are just starting out.

97% of respondents **agree** that the city is great place for **families with kids**.

City Atmosphere

98% of respondents agree that they feel **safe** in Carmel.

85% of respondents agree that the city is **welcoming** to individuals from **diverse backgrounds** and **cultures**.

Future Development & City Management

24% of participants said that they **did not know**, when asked if the city has a **clear plan for future development**.

For those who provided an opinion, **77%** of respondents **agree** that Carmel is an exceptionally **well-managed city**.

25% of **new residents** said they **did not know** if the city government **listens to and acts upon input** from residents.

A group of people, including a woman on the left and several men, are gathered around a large, detailed architectural model of a city street layout. The model shows a grid of streets, buildings, and green spaces. A purple semi-transparent banner is overlaid across the middle of the image, containing the title text. In the background, a television screen displays a "WELCOME 2021 INCL ATTENDEES!" message, and a woman in a red shirt stands near the screen. The setting appears to be a modern, well-lit interior space with large windows and blue walls.

City Services and Processes

Lack of Familiarity with Communication for City Processes

When asked about satisfaction with the clarity and transparency of communication from the city when it comes to budget processes, City Council activity, the financial condition of the city, and planning and zoning processes, **at least 20% of respondents selected “I don’t know”.**

Budget processes: 24%

City Council activity: 23%

Financial condition of the city: 21%

Planning and zoning processes: 22%

Satisfaction with Communication for City Processes

59% of respondents **satisfied** with communication for **budget processes**.

68% of respondents **satisfied** with communication about **city council activity**.

63% of respondents **satisfied** with communication about the **financial condition** of the city.

52% of respondents **satisfied** with communication about **planning and zoning processes**.



City Activities and Amenities



Development & Land Use

58% of respondents were **satisfied** with **development** and **land use**.

63% of respondents were **satisfied** with **housing variety**.

57% of respondents were **satisfied** with **housing affordability**.

Homeowners and **renters** had similar satisfaction with development, land use, and housing variety.

However, **59%** of **owners** were satisfied with **housing affordability**, compared to only **30%** of **renters**.

Infrastructure

77% of respondents **satisfied** with **traffic safety and congestion.**

63% of respondents **dissatisfied** with **public transportation options.**

93% of respondents **satisfied** with **infrastructure quality.**

91% are **satisfied** with the **roundabouts.**

Aging and Disability Services

59% of respondents were **not familiar** with **services for people with disabilities**.

39% of respondents were **not familiar** with **services for seniors**.

Arts & Events

80% of
respondents
satisfied with
events
featuring
artists.

83% of
respondents
satisfied with
Carmel's
murals.

66% of
respondents
satisfied with
street
sculptures.

65% of
respondents
satisfied with
roundabout
sculptures.



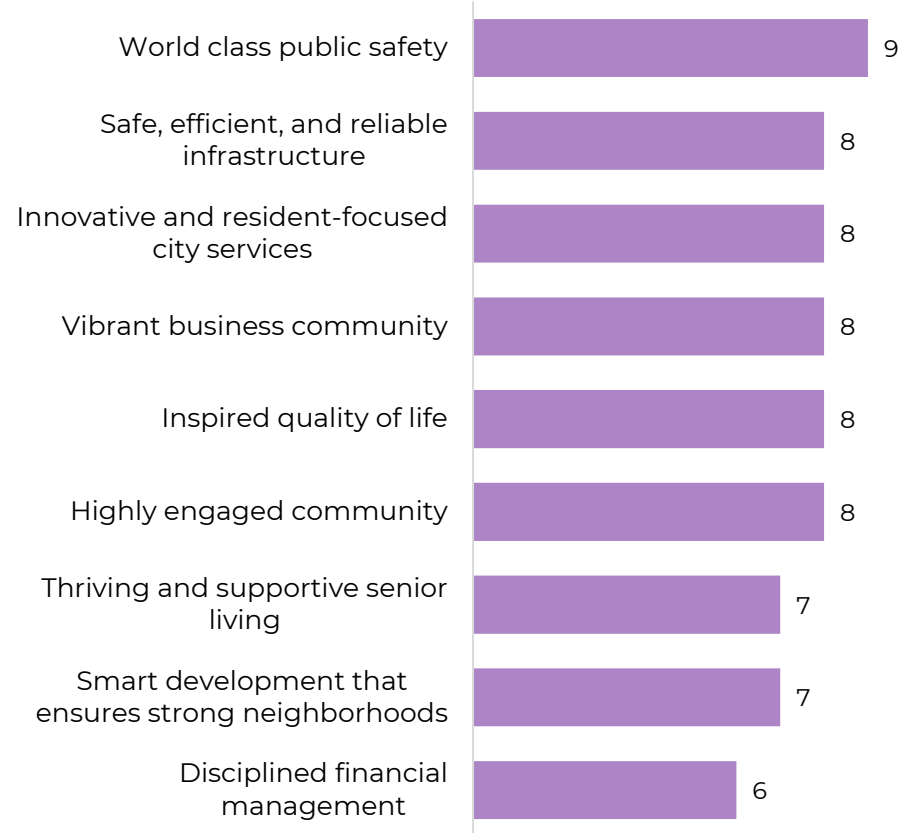
Elevate Carmel

Elevate Carmel

During her campaign, Mayor Sue Finkam provided a document called “Elevate Carmel,” which highlighted nine important goals and presented key actions for each goal.

As part of measuring progress towards those goals, respondents were asked to rate how well each of the goals currently describes Carmel on a scale of 1 (not at all) to 10 (completely).

Median Scores

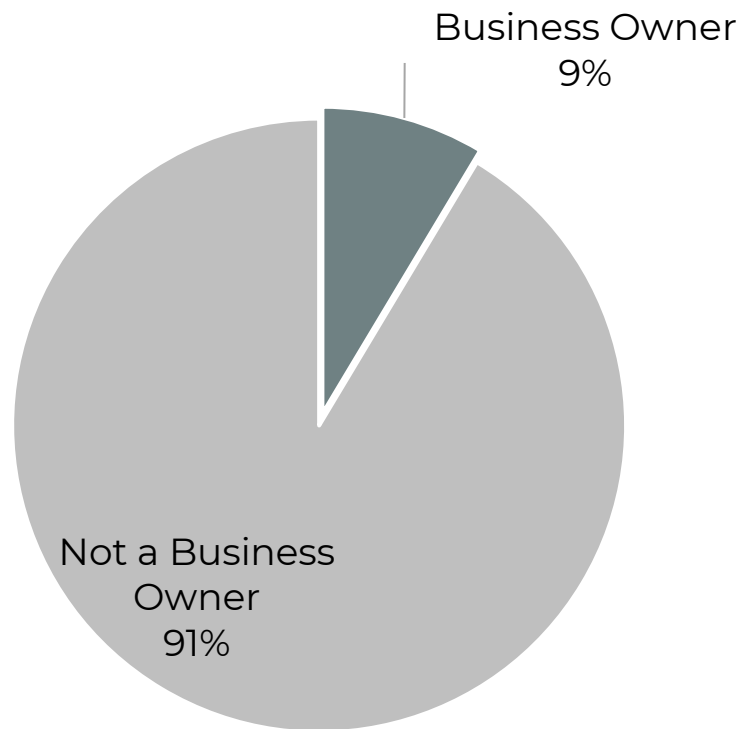


Business Owners



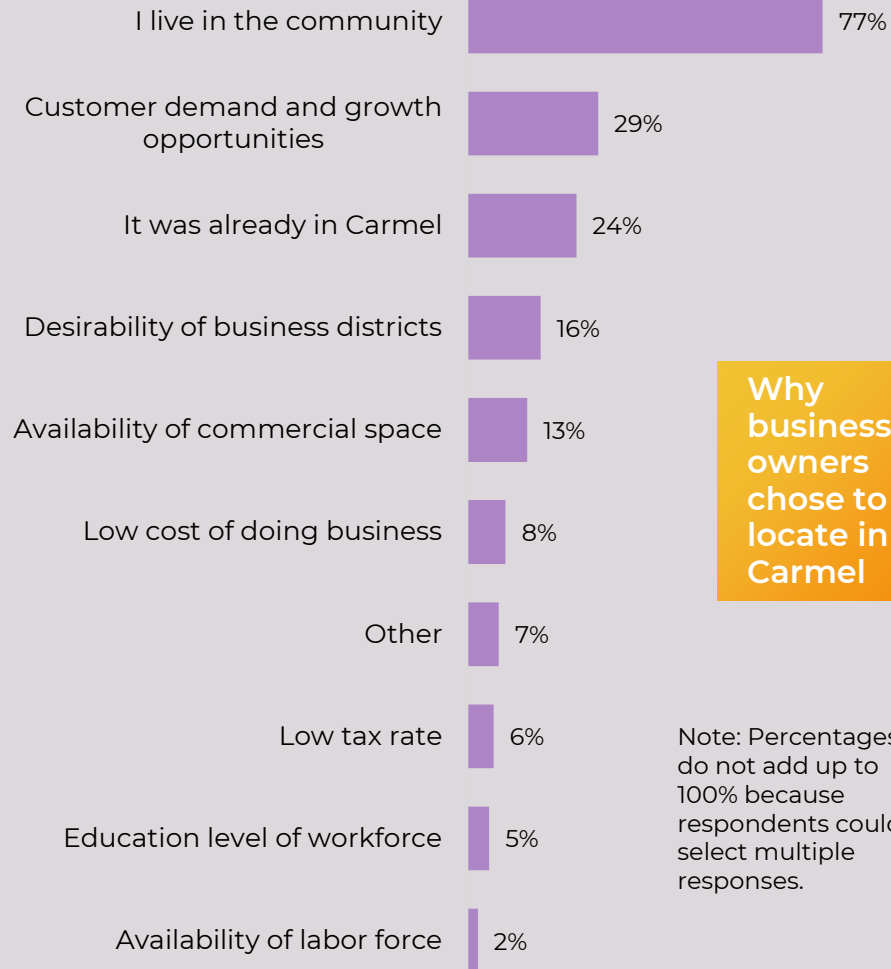


Business Owners



Business Owners

37% of business owners **were not familiar** with the **business support services** offered by the city.





Conclusion

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Survey feedback was overwhelmingly positive.

- Respondents were particularly satisfied with safety, quality of schools, and the City's appearance and design.
- Concerns were raised regarding housing affordability, housing variety, and communication about planning & zoning processes.
- A lack of familiarity about certain city services suggests opportunities for increased outreach and education.
- While many aspects received positive ratings, there remains room for growth.