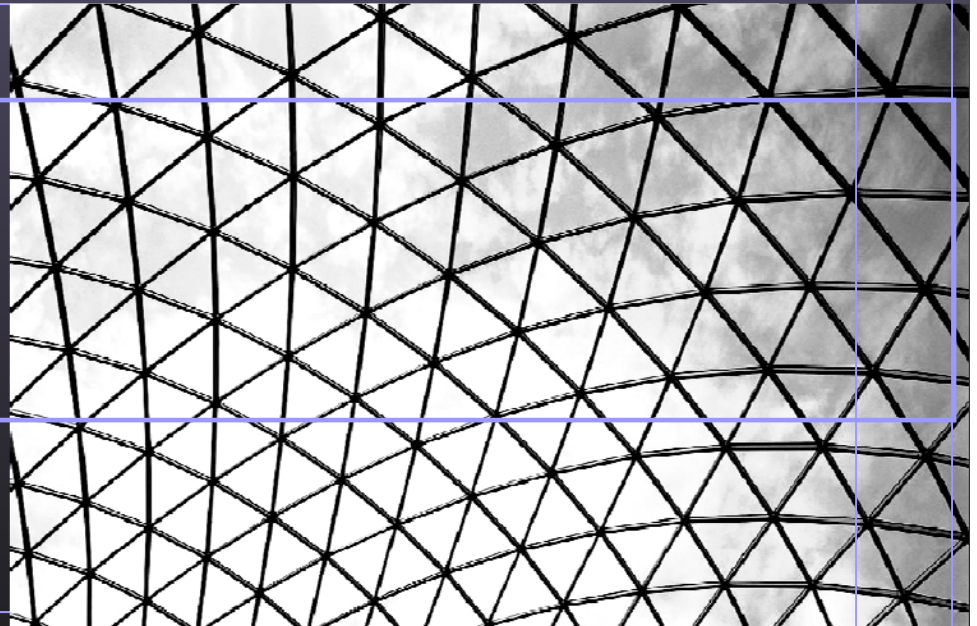




# The National Citizen Survey™

## Bettendorf, Iowa

**Summary of Findings**  
**August 6, 2012**

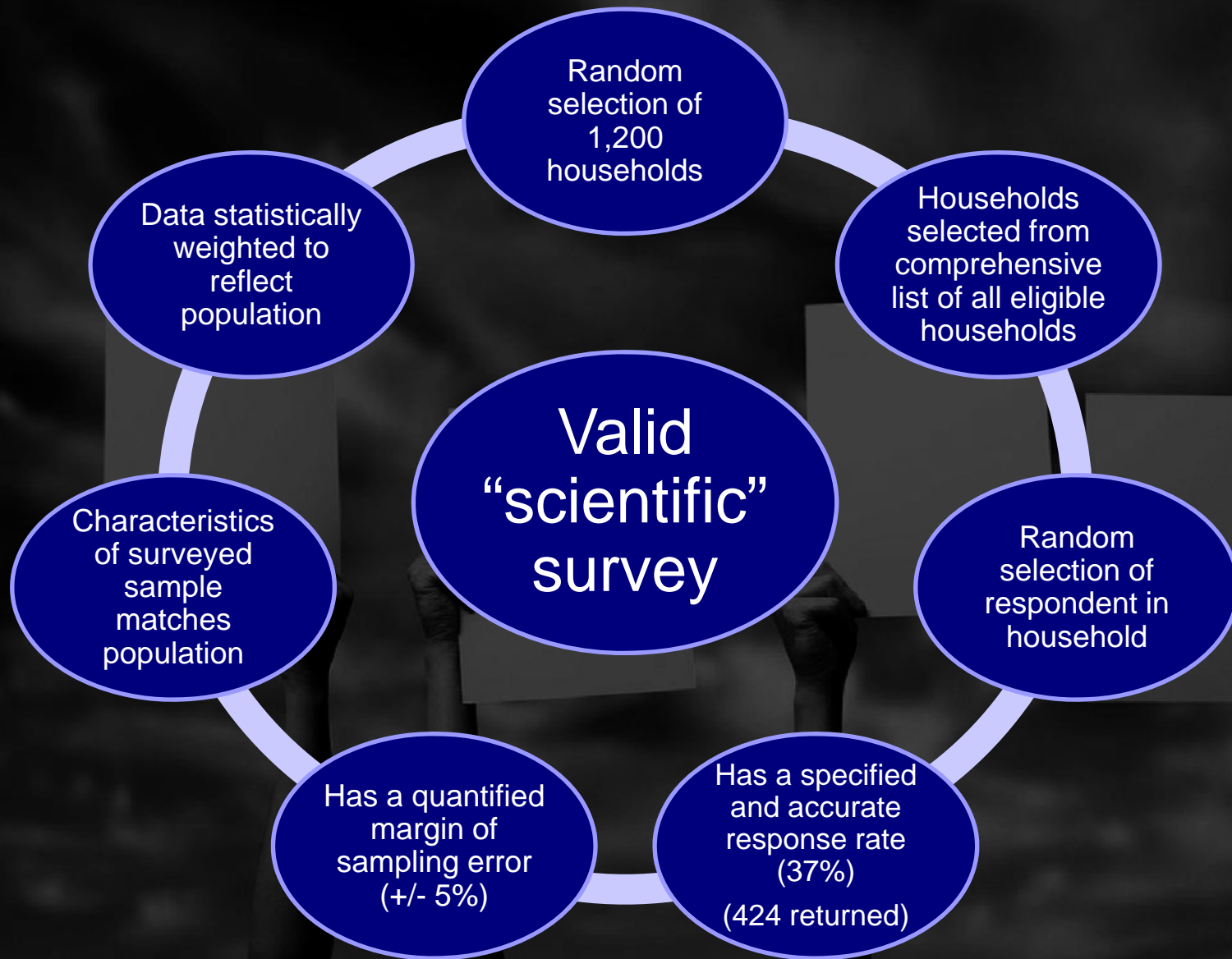


# The National Citizen Survey™ (The NCS)

The National Citizen Survey™



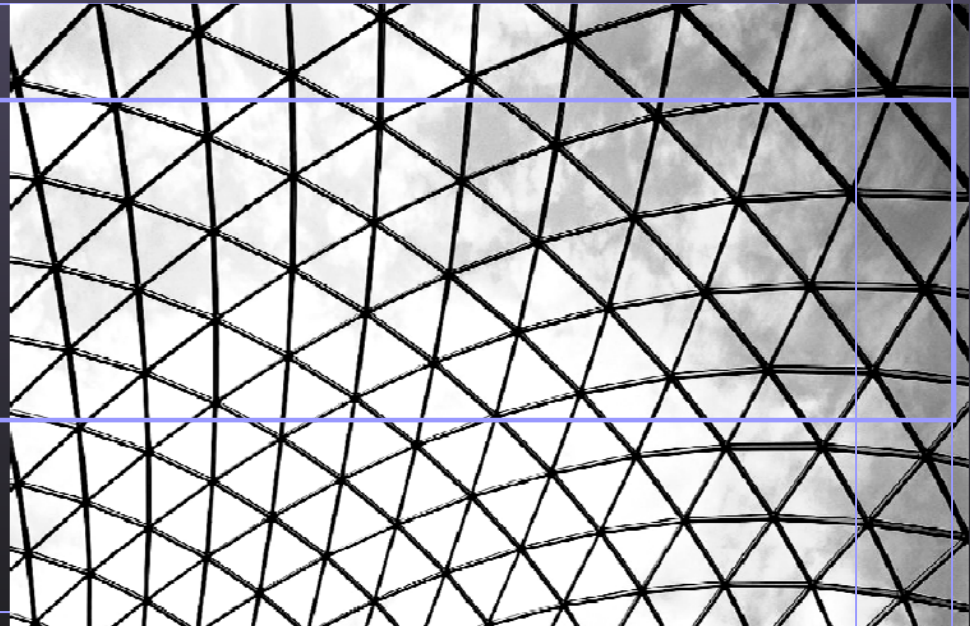
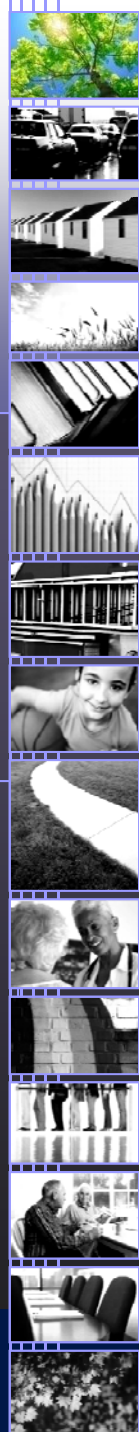
# Scientific Survey Administration





The National Citizen Survey™

# Community Ratings



# Overall Quality of Community

<b>Overall quality of life in Bettendorf</b>	<b>96%</b>		<b>Much above national benchmark</b>
<b>Bettendorf as a place to live</b>	<b>96%</b>		
<b>Neighborhood as a place to live</b>	<b>90%</b>		

Percent "excellent" or "good"

**Would recommend living in Bettendorf to someone who asks**

**Much above**

**98%**

**Remain in Bettendorf for the next five years**

**Much above**

**90%**

= national benchmark comparison

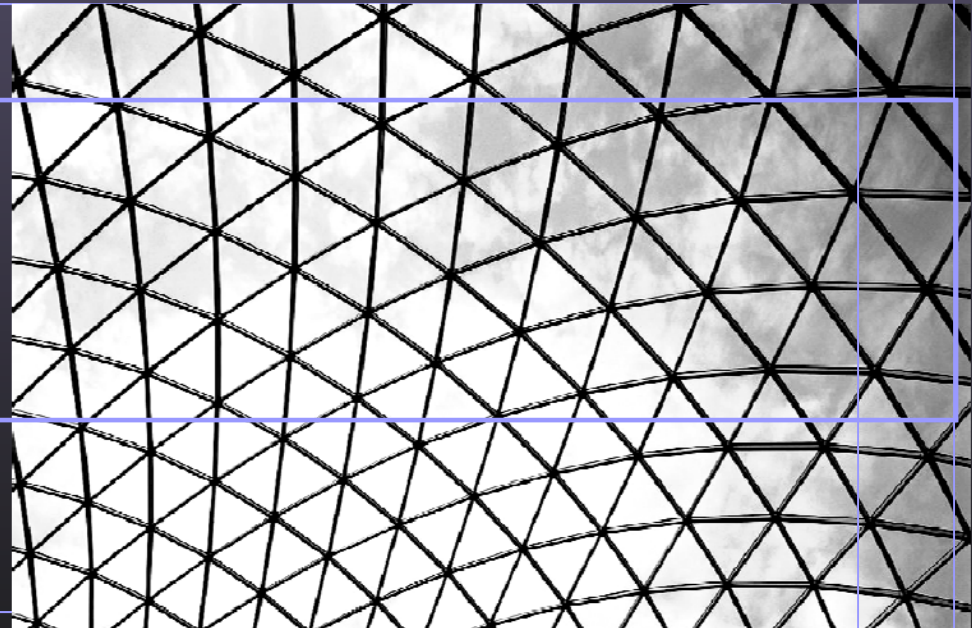
= Compared to 2010





# The National Citizen Survey™

## Community Design



# Transportation



Ease of car travel	90%	
Ease of walking	87%	
Availability of paths and walking trails	86%	
Ease of bicycle travel	77%	
Traffic flow on major streets	75%	
Ease of bus travel	67%	

Much above national benchmark

Percent "excellent" or "good"

= Compared to 2010

# Transportation Services

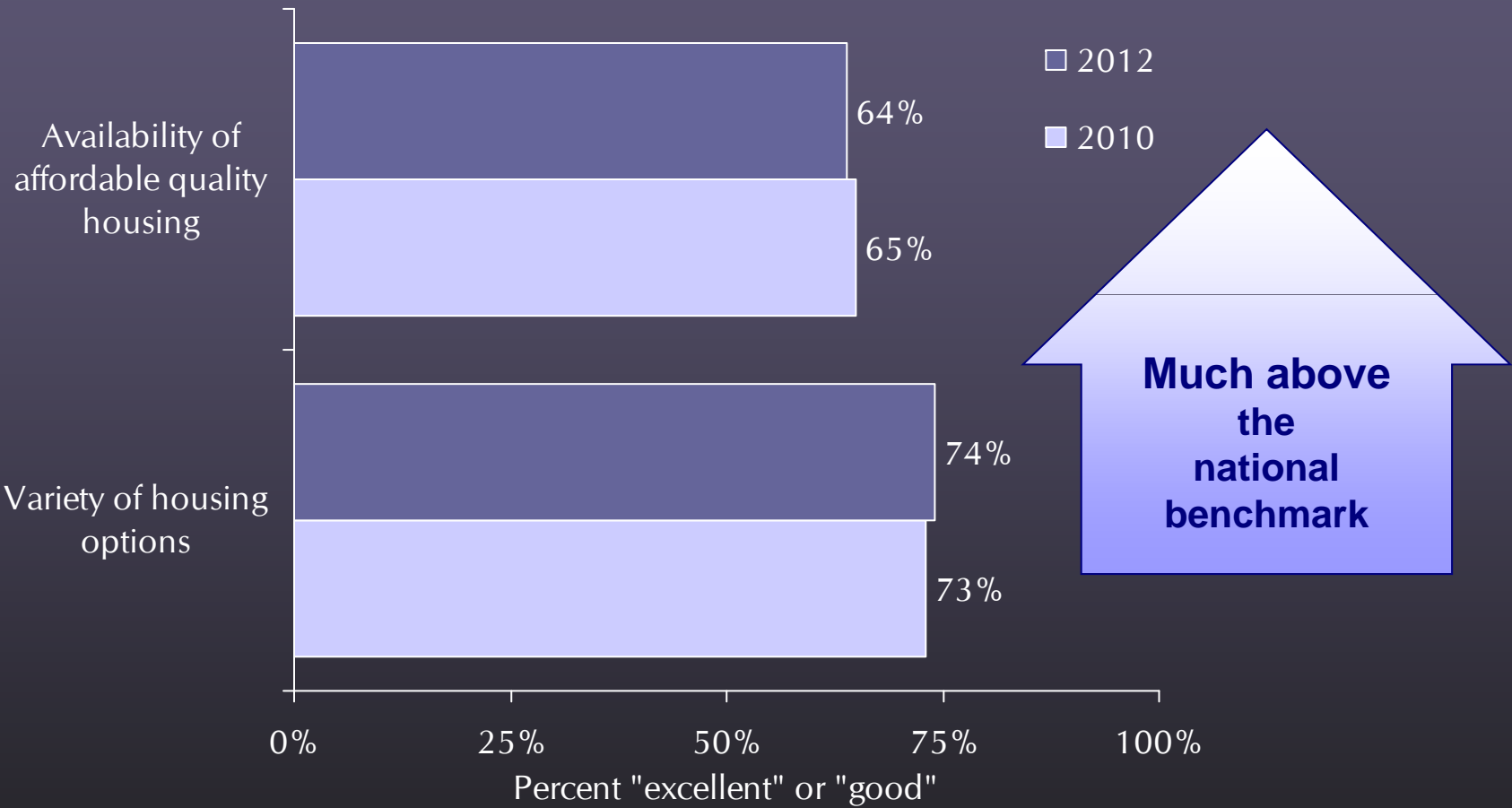
Snow removal	88%	
Bus or transit services	79%	
Amount of public parking	78%	
Street cleaning	77%	
Sidewalk maintenance	76%	
Street lighting	74%	
Traffic signal timing	69%	
Street repair	64%	

Much above the national benchmark

Percent "excellent" or "good"


= Compared to 2010

# Housing



# Land Use, Planning and Zoning

Much above  
the  
benchmark

88% 

Overall appearance of Bettendorf



81%

Much above  
the  
benchmark

Quality of new development in Bettendorf

Percent “excellent” or “good”

   = Compared to 2010

# Economic Sustainability



**Bettendorf as a place to work**

77%



**Overall quality of businesses and service establishments**

75%



**Shopping opportunities**

54%



**Employment opportunities**

49%



**Above the national benchmark**

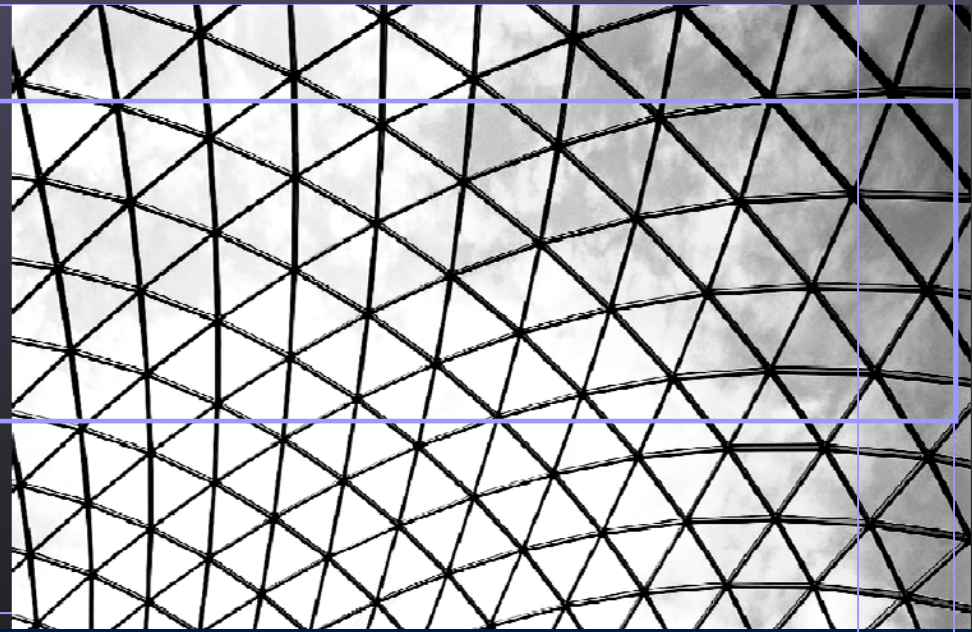
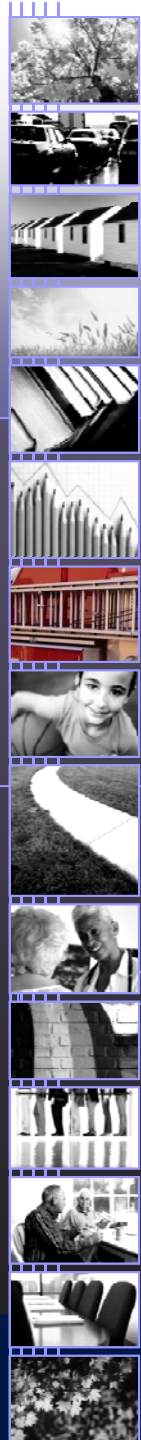
Percent "excellent" or "good"

   = Compared to 2010



# The National Citizen Survey™

## Public Safety



# Public Safety

## Neighborhood      Downtown

During the day



After dark

98% ↑ [Benchmark Icon]

92% ↑ [Benchmark Icon]

90% ↑ [Benchmark Icon]

62% ↔ [Benchmark Icon]

From Violent Crime  
94% ↑ [Benchmark Icon]

From Environmental Hazards  
92% ↑ [Benchmark Icon]

From Property Crime  
82% ↑ [Benchmark Icon]

Felt "very" or "somewhat" safe

↔ = national benchmark comparison

[Benchmark Icon] [Down Arrow Icon] [Up Arrow Icon] = Compared to 2010

# Safety Services

Ambulance/EMS	97%	
Fire services	95%	
Police services	93%	
Fire prevention and education	93%	
Crime prevention	92%	
Traffic enforcement	83%	
Emergency preparedness	76%	

**Much above  
the national  
benchmark**

Percent “excellent” or “good”

= national benchmark comparison

= Compared to 2010



# Utility Services



<b>Garbage collection</b>
<b>Recycling</b>
<b>Yard waste pick-up</b>
<b>Sewer services</b>
<b>Storm drainage</b>

93%  
92%  
87%  
86%  
81%



Much above  
the national  
benchmark

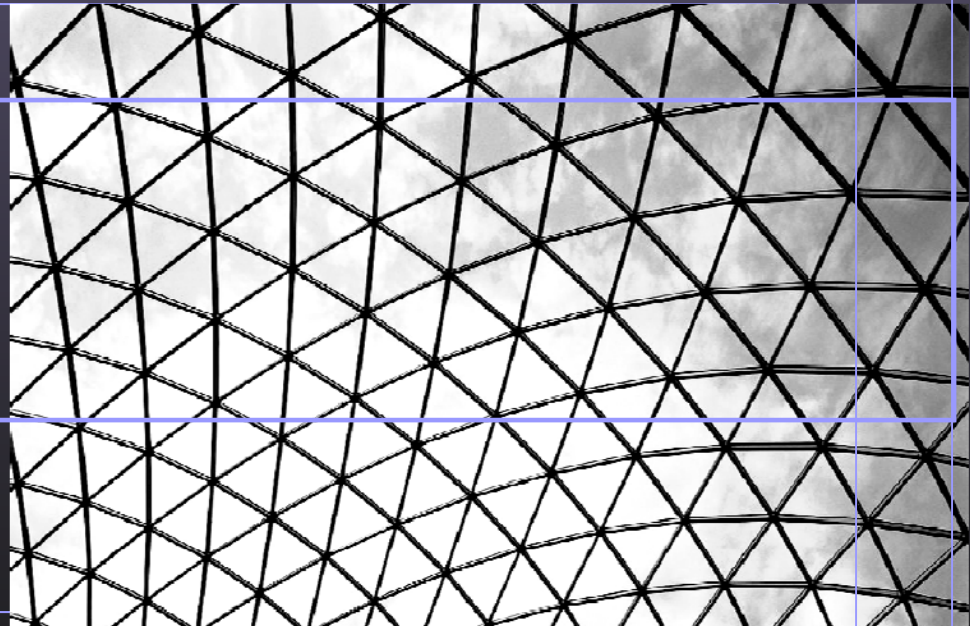
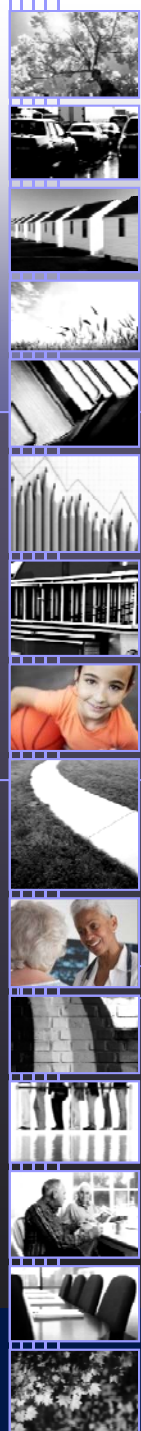
Percent “excellent” or “good”

   = Compared to 2010



# The National Citizen Survey™

## Recreation and Wellness





# Culture, Arts and Education

## Cultural and Educational Opportunities

Educational opportunities

88%



Much above

Opportunities to attend cultural activities

52%



Similar

Percent "excellent" or "good"



= Compared to 2010

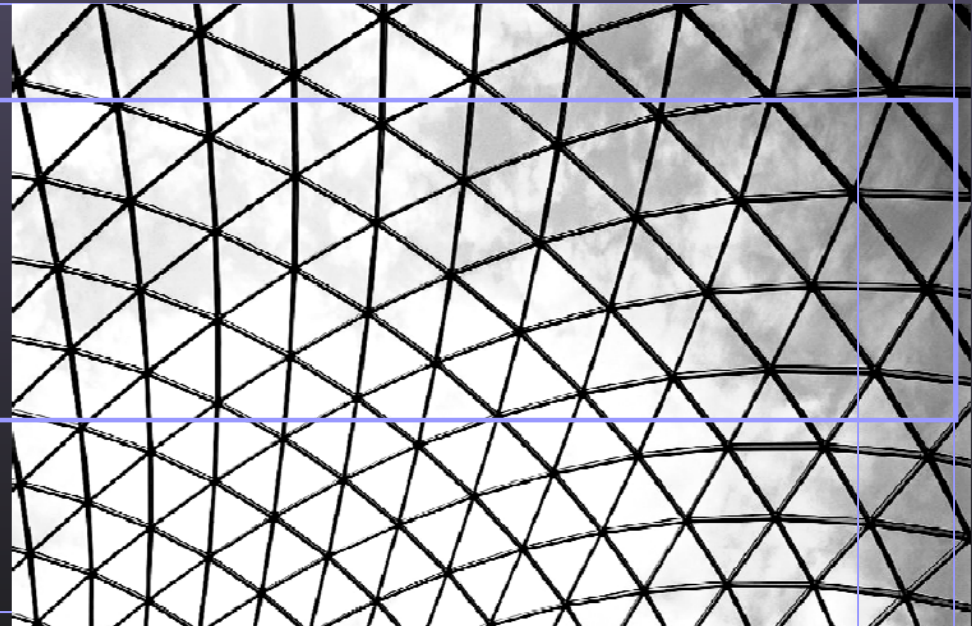


= national benchmark comparison



The National Citizen Survey™

# Community and Civic Engagement



# Community Inclusiveness



<b>Bettendorf as a place to raise children</b>	<b>98%</b>	
<b>Sense of community</b>	<b>82%</b>	
<b>Bettendorf as a place to retire</b>	<b>73%</b>	
<b>Openness and acceptance of the community toward people of diverse backgrounds</b>	<b>71%</b>	

**Much above  
the national  
benchmark**

Percent "excellent" or "good"

= Compared to 2010      = national benchmark comparison

# Services to Population Subgroups



Percent "excellent" or "good"

= Compared to 2010   = national benchmark comparison

# Civic Activity

# 78%



Opportunities to volunteer

# 74%



Opportunities to participate in community matters

Percent "excellent" or "good"



= national benchmark comparison



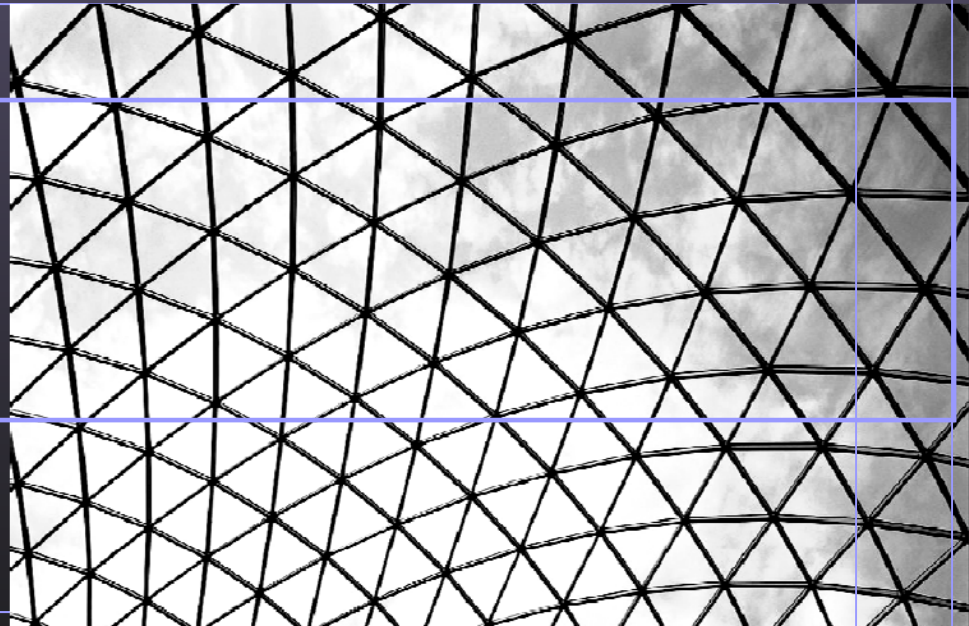
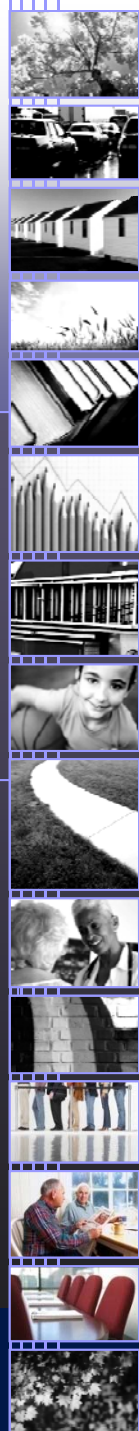
= Compared to 2010





The National Citizen Survey™

# City of Bettendorf Government



# Public Trust

**Overall image or reputation of Bettendorf**

94%



**The overall direction that Bettendorf is taking**

84%



**Value of services for the taxes paid to Bettendorf**

76%



**Job Bettendorf government does at welcoming citizen involvement**

67%



# 91%



## Overall quality of City services



= Compared to 2010

Percent "excellent" or "good"

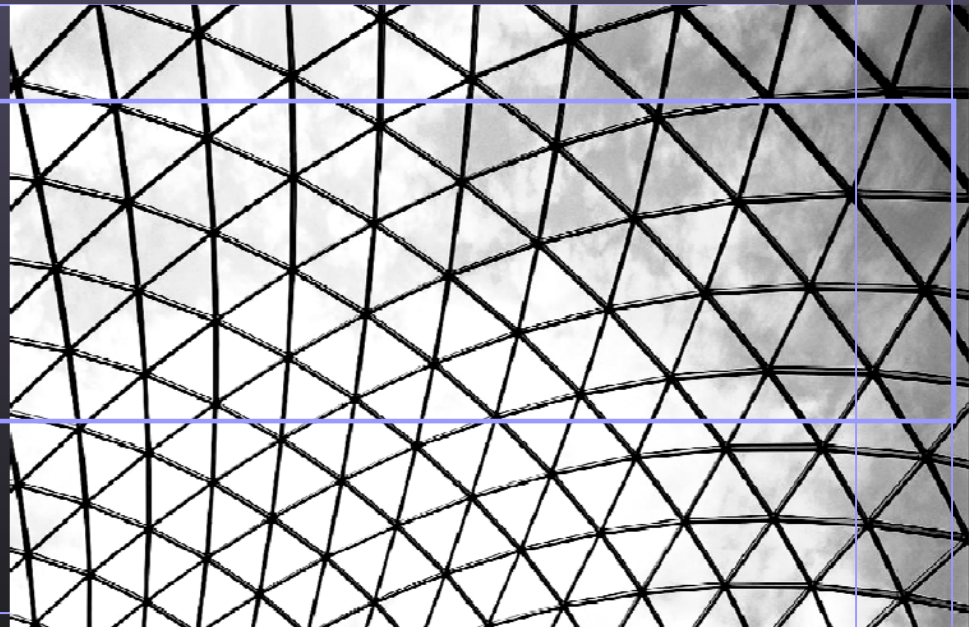
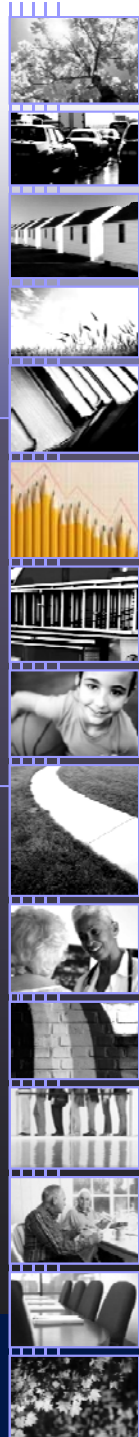






# The National Citizen Survey™

## From Data to Action





# Bettendorf Action Chart™

## Overall Quality of City of Bettendorf Services

### Community Design

Planning and zoning	Animal control
Code enforcement	Street repair
Economic development	Snow removal
Sidewalk maintenance	Street cleaning
Street lighting	Traffic signal timing

### Recreation and Wellness

City parks	Public schools
Library	Recreation facilities
Recreation programs	

### Civic Engagement

Cable television	Public information
------------------	--------------------

### Environmental Sustainability

Garbage collection	Recycling
Preservation of natural areas	Sewer services
Storm drainage	

### Public Safety

Emergency preparedness	Police services
Traffic enforcement	Fire services
EMS	

#### Legend

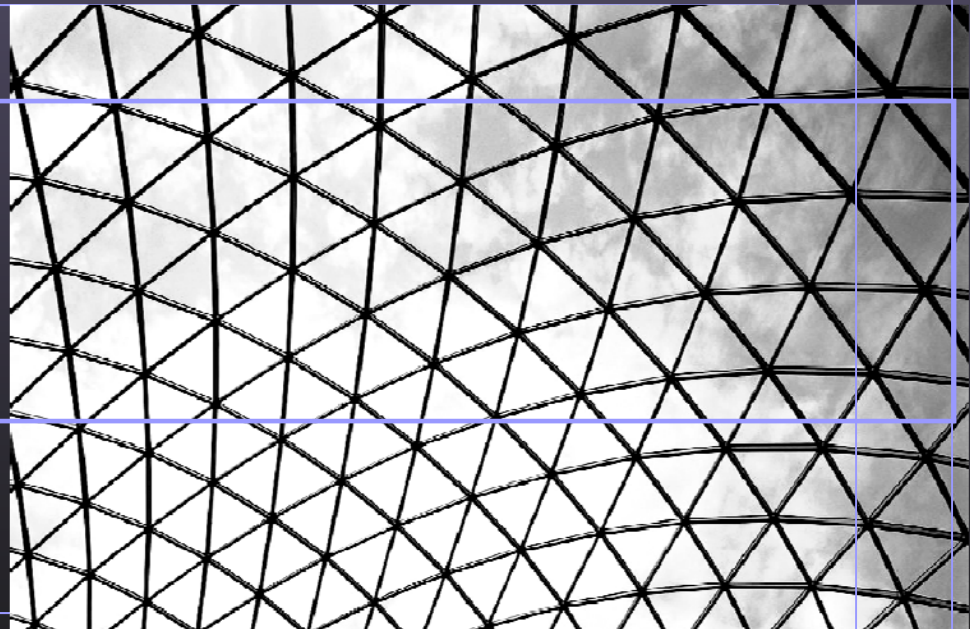
Above Benchmark	Similar to Benchmark	Below Benchmark
-----------------	----------------------	-----------------

Key Driver  
 Rating increase  
 Rating decrease



# The National Citizen Survey™

## Custom Question



# Custom question

If you have had contact with any of the following departments in the last 12 months, please rate your overall impression of your most recent contact with each of the following City of Bettendorf departments:

Percent “excellent” or “good”

Not applicable/ no contact

**Library**

**75%**

**23%**

Parks and recreation

58%

39%

Family Museum

47%

50%

Public works

36%

56%

Community development

19%

73%

Economic development

16%

76%

Human resources

13%

83%

# Conclusions



## Highlights

Economic development

Planning and code enforcement services

Recreation opportunities

## Opportunities

Shopping opportunities

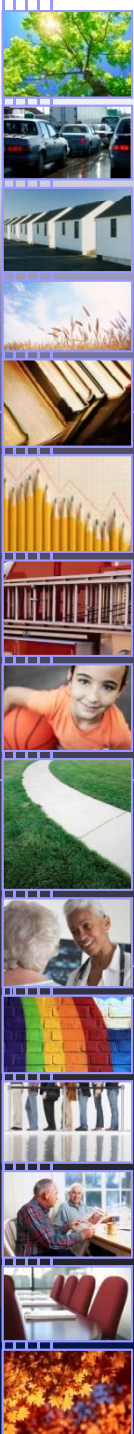
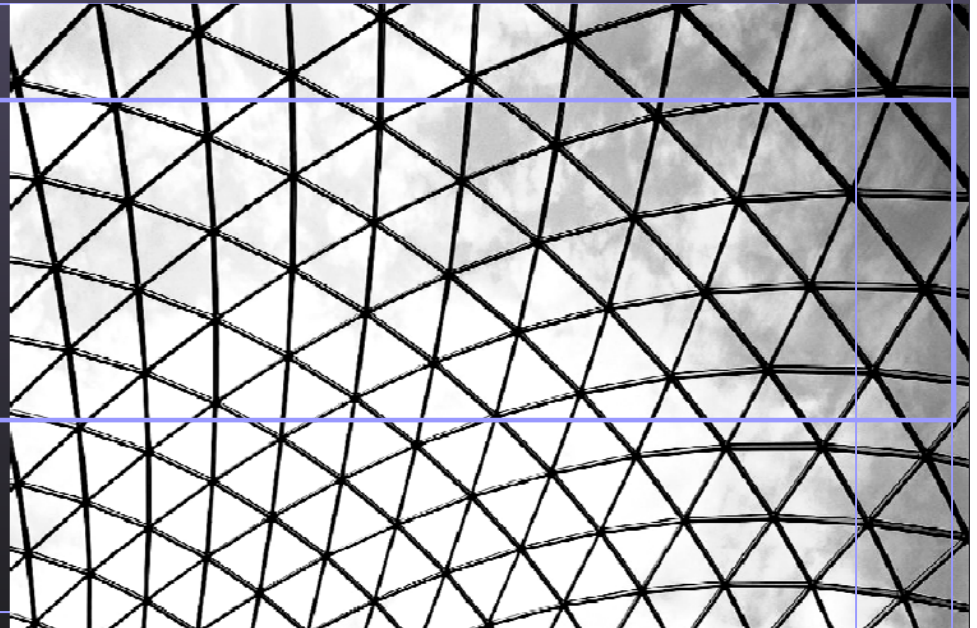
Safety in downtown area after dark

Volunteerism



# The National Citizen Survey™

Questions?





# The National Citizen Survey™

Thank you!

National Research  
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303-444-7863

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