



CITY OF BETTENDORF, IA 2012



2955 Valmont Road, Suite 300
Boulder, CO 80301
www.n-r-c.com • 303-444-7863



777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

C O N T E N T S

Survey Background..... 1
 About The National Citizen Survey™ 1
 Understanding the Results 3

Executive Summary 5

Community Ratings 7
 Overall Community Quality 7
 Community Design 9
 Transportation 9
 Housing 12
 Land Use and Zoning 13
 Economic Sustainability..... 16
 Public Safety 18
 Environmental Sustainability..... 22
 Recreation and Wellness 24
 Parks and Recreation 24
 Culture, Arts and Education 26
 Community Inclusiveness 28
 Civic Engagement..... 30
 Civic Activity..... 30
 Information and Awareness 33
 Social Engagement 34
 Public Trust..... 35
 City of Bettendorf Employees..... 37

From Data to Action 39
 Resident Priorities 39
 City of Bettendorf Action Chart™ 40
 Using Your Action Chart™ 42

Custom Question..... 44

Appendix A: Complete Survey Frequencies 45
 Frequencies Excluding “Don’t Know” Responses 45
 Frequencies Including “Don’t Know” Responses..... 57

Appendix B: Survey Methodology 73

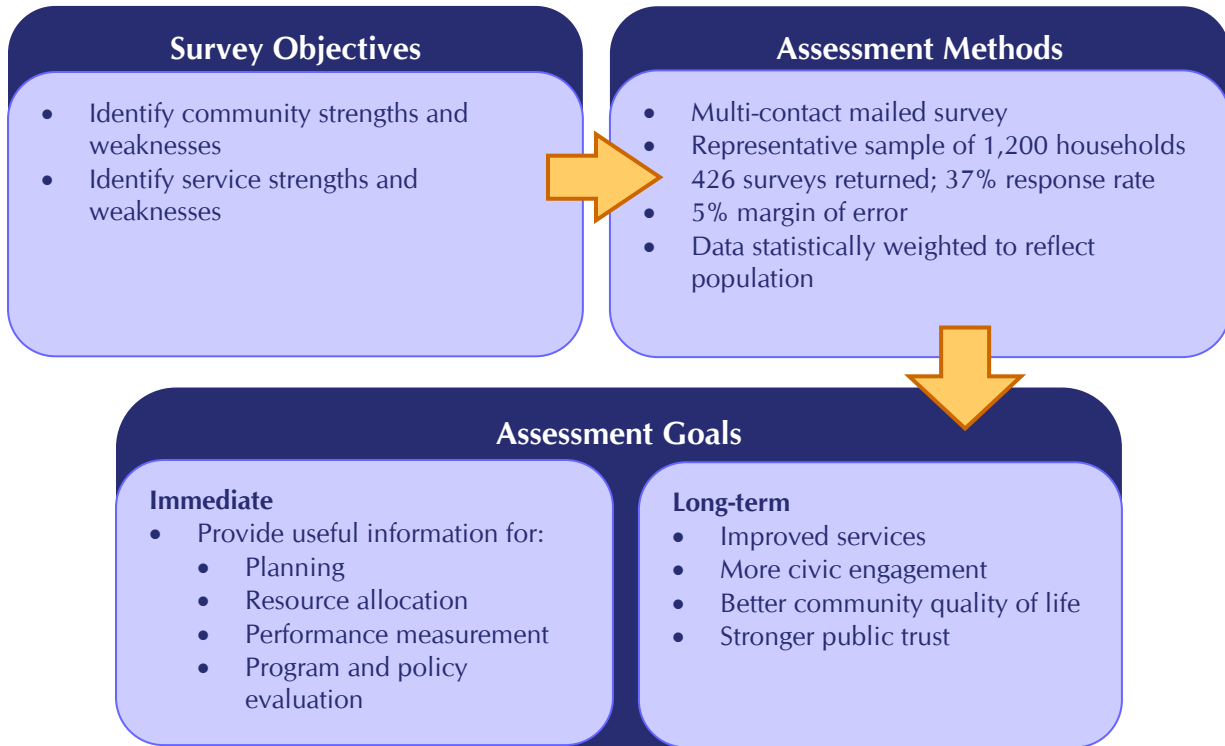
Appendix C: Survey Materials..... 83

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 426 completed surveys were obtained, providing an overall response rate of 37%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Bettendorf was developed in close cooperation with local jurisdiction staff. Bettendorf staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Bettendorf staff also augmented The National Citizen Survey™ basic service with a custom question.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Bettendorf Survey (426 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Bettendorf, but from City of Bettendorf services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Bettendorf chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Bettendorf survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Bettendorf results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Bettendorf’s rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Bettendorf survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Bettendorf and believed the City was a good place to live. The overall quality of life in the City of Bettendorf was rated as “excellent” or “good” by 96% of respondents. Almost all reported they plan on staying in the City of Bettendorf for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The four characteristics receiving the most favorable ratings were the overall image or reputation of Bettendorf, cleanliness of Bettendorf, ease of car travel, and air quality. The four characteristics receiving the least positive ratings were the availability of affordable quality housing, shopping opportunities, opportunities to attend cultural activities and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 26 characteristics for which comparisons were available, 25 were above the national benchmark comparison and one was similar to the national benchmark comparison.

Residents in the City of Bettendorf were somewhat civically engaged. While only 23% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 96% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Bettendorf, which was lower than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Bettendorf as “good” or “excellent.” This was much higher than the benchmark. Those residents who had interacted with an employee of the City of Bettendorf in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave very favorable ratings to almost all local government services. City services rated were able to be compared to the benchmark database. Of the 34 services for which comparisons were available, all 34 were above the benchmark comparison, and 33 were much above the benchmark.

Respondents were asked to rate how frequently they participated in various activities in Bettendorf. The most popular activities included visiting a neighborhood park or City park and recycling; while the least popular activities were attending a meeting of local elected officials and riding a local bus. Generally, participation rates in the various activities in the community were similar to other communities.

Many ratings for the City of Bettendorf increased when compared to the previous year’s data. Only one rating declined in Bettendorf, which was the rating for safety in Bettendorf’s downtown area after dark. Rating increases were found for employment opportunities, opportunities to attend cultural activities, and the overall direction Bettendorf is taking. The number of survey respondents who reported reading the Bettendorf newsletter and visiting the City of Bettendorf Web site increased.

A Key Driver Analysis was conducted for the City of Bettendorf which examined the relationships between ratings of each service and ratings of the City of Bettendorf's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Bettendorf can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Economic development
- Police services
- Street repair

For all services, the City of Bettendorf was much above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Bettendorf – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Bettendorf. Residents were asked whether they planned to move soon or if they would recommend the City of Bettendorf to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Bettendorf offers services and amenities that work.

Almost all of the City of Bettendorf’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

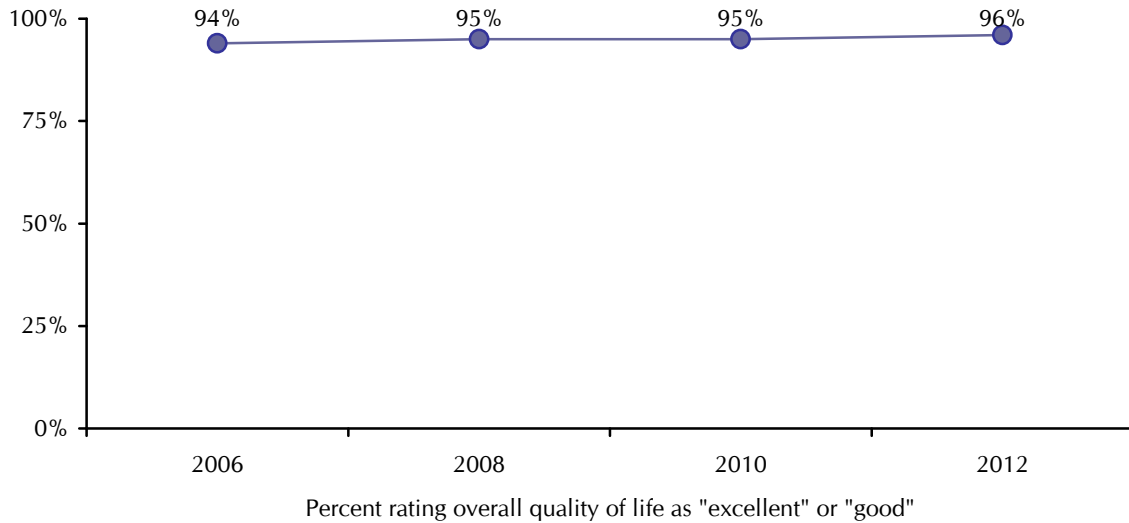


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2012	2010	2008	2006
The overall quality of life in Bettendorf	96%	95%	95%	94%
Your neighborhood as a place to live	90%	90%	88%	86%
Bettendorf as a place to live	96%	97%	96%	96%
Percent "excellent" or "good"				

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

	2012	2010	2008	2006
Recommend living in Bettendorf to someone who asks	98%	95%	96%	NA
Remain in Bettendorf for the next five years	90%	90%	92%	NA
Percent "somewhat" or "very" likely				

FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Bettendorf	Much above
Your neighborhood as place to live	Much above
Bettendorf as a place to live	Much above
Recommend living in Bettendorf to someone who asks	Much above
Remain in Bettendorf for the next five years	Much above

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by ease of walking. These ratings tended to be much higher than the national benchmark and similar to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2012	2010	2008	2006
Ease of car travel in Bettendorf	90%	88%	89%	87%
Ease of bus travel in Bettendorf	67%	63%	58%	67%
Ease of bicycle travel in Bettendorf	77%	72%	62%	74%
Ease of walking in Bettendorf	87%	82%	76%	83%
Availability of paths and walking trails	86%	81%	72%	NA
Traffic flow on major streets	75%	76%	75%	NA
Percent "excellent" or "good"				

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Bettendorf	Much above
Ease of bus travel in Bettendorf	Much above
Ease of bicycle travel in Bettendorf	Much above
Ease of walking in Bettendorf	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Much above

Eight transportation services were rated in Bettendorf. When compared to most communities across America, ratings tended to be favorable. All eight transportation services were much above the benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2012	2010	2008	2006
Street repair	64%	62%	45%	58%
Street cleaning	77%	77%	72%	75%
Street lighting	74%	77%	73%	69%
Snow removal	88%	89%	80%	86%
Sidewalk maintenance	76%	81%	70%	74%
Traffic signal timing	69%	66%	65%	63%
Bus or transit services	79%	72%	67%	78%
Amount of public parking	78%	72%	72%	73%
Percent "excellent" or "good"				

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Much above
Street lighting	Much above
Snow removal	Much above
Sidewalk maintenance	Much above
Traffic signal timing	Much above
Bus or transit services	Much above
Amount of public parking	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 1% of work commute trips were made by bicycle and 3% by foot.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

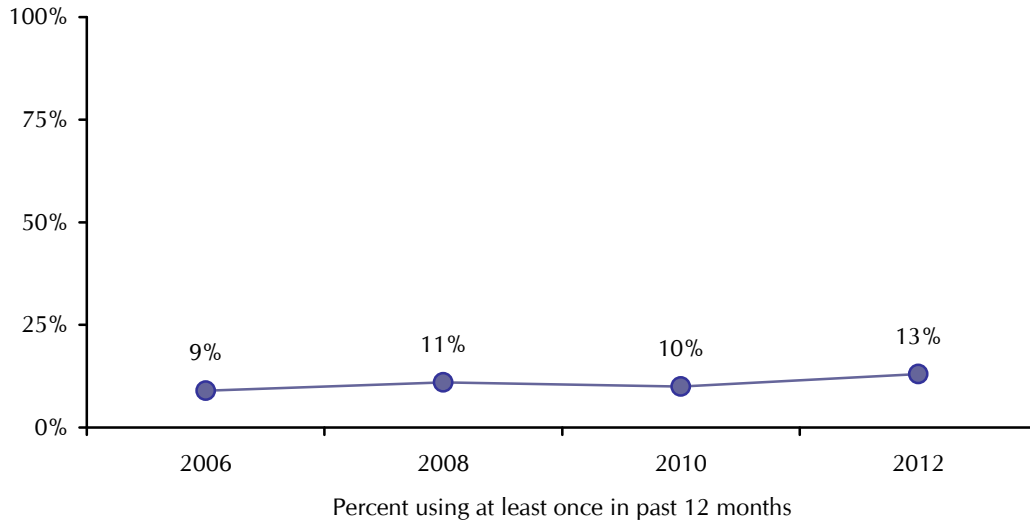


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Bettendorf	Much less

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

	2012	2010	2008	2006
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	85%	88%	85%	NA
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	6%	7%	8%	NA
Bus, rail, subway or other public transportation	0%	1%	1%	NA
Walk	3%	1%	1%	NA
Bicycle	1%	1%	1%	NA
Work at home	5%	3%	2%	NA
Other	0%	0%	0%	NA

FIGURE 14: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Much more

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Bettendorf residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 64% of respondents, while the variety of housing options was rated as “excellent” or “good” by 74% of respondents. The rating of perceived affordable housing availability was much better in the City of Bettendorf than the ratings, on average, in comparison jurisdictions.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2012	2010	2008	2006
Availability of affordable quality housing	64%	65%	55%	53%
Variety of housing options	74%	73%	67%	NA
Percent "excellent" or "good"				

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Much above

To augment the perceptions of affordable housing in Bettendorf, the cost of housing as reported in the survey was compared to residents’ reported monthly income to create a rough estimate of the proportion of residents of the City of Bettendorf experiencing housing cost stress. About 20% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 17: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

	2012	2010	2008	2006
Housing costs 30% or more of income	19%	17%	NA	NA
Percent of respondents				

FIGURE 18: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Bettendorf and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Bettendorf was rated as “excellent” by 35% of respondents and as “good” by an additional 46%. The overall appearance of Bettendorf was rated as “excellent” or “good” by 88% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Bettendorf, 3% thought they were a “major” problem. The services of land use, planning and zoning, code enforcement and animal control were rated much above the benchmark. Ratings generally remained stable over time.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2012	2010	2008	2006
Overall quality of new development in Bettendorf	81%	82%	83%	82%
Overall appearance of Bettendorf	88%	91%	88%	83%
Percent "excellent" or "good"				

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Bettendorf	Much above
Overall appearance of Bettendorf	Much above

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

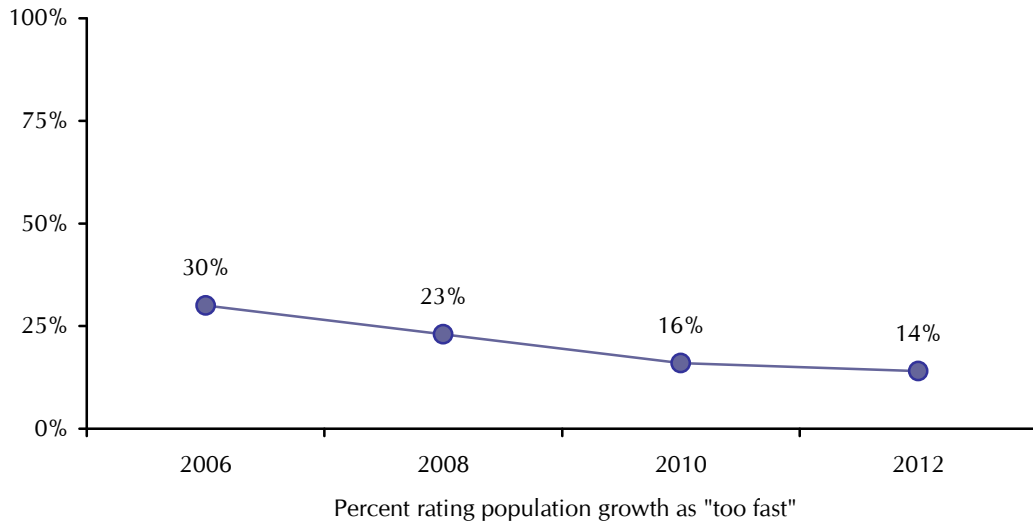


FIGURE 22: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Much less

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

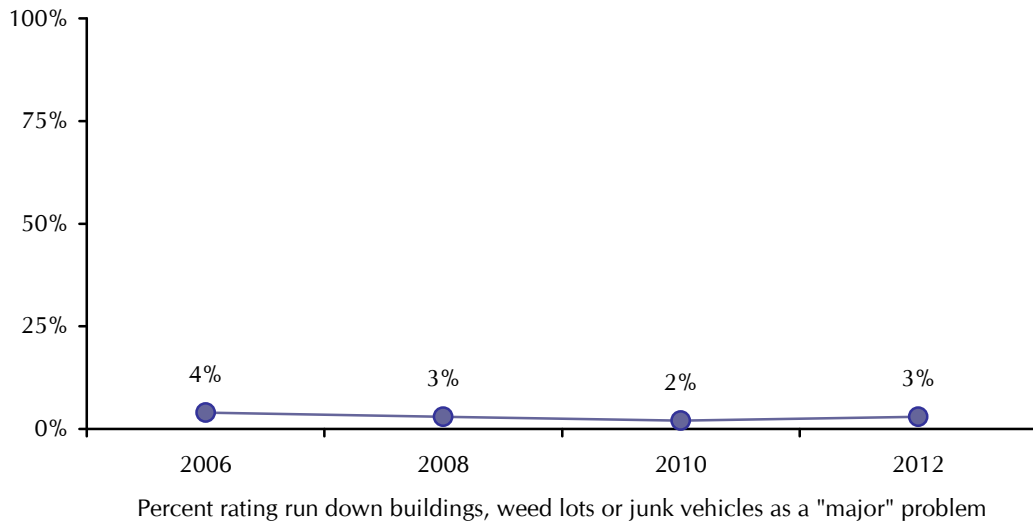


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2012	2010	2008	2006
Land use, planning and zoning	67%	66%	62%	61%
Code enforcement (weeds, abandoned buildings, etc.)	69%	70%	59%	66%
Animal control	81%	78%	NA	74%
Percent "excellent" or "good"				

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above
Animal control	Much above

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans’ view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Bettendorf as a place to work and the overall quality of business and service establishments in Bettendorf. Employment opportunities received the lowest ratings, however ratings increased from 2010 to 2012.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2012	2010	2008	2006
Employment opportunities	49%	36%	43%	37%
Shopping opportunities	54%	48%	46%	47%
Bettendorf as a place to work	77%	75%	78%	70%
Overall quality of business and service establishments in Bettendorf	75%	78%	75%	NA
Percent "excellent" or "good"				

FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much above
Shopping opportunities	Above
Bettendorf as a place to work	Much above
Overall quality of business and service establishments in Bettendorf	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Bettendorf, 71% responded that it was “too slow,” while 44% reported retail growth as “too slow.” More residents in Bettendorf compared to other jurisdictions believed that retail growth was too slow and fewer residents believed that jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2012	2010	2008	2006
Retail growth seen as too slow	44%	40%	47%	34%
Jobs growth seen as too slow	71%	75%	70%	70%

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	More
Jobs growth seen as too slow	Less

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

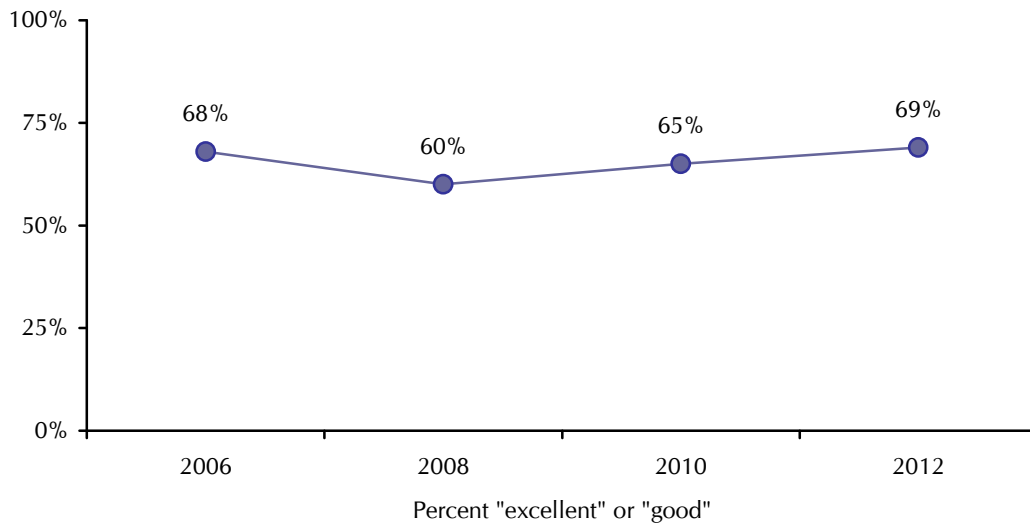


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much above

Residents were asked to reflect on their economic prospects in the near term. Twenty-seven percent of the City of Bettendorf residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was much more than comparison jurisdictions.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

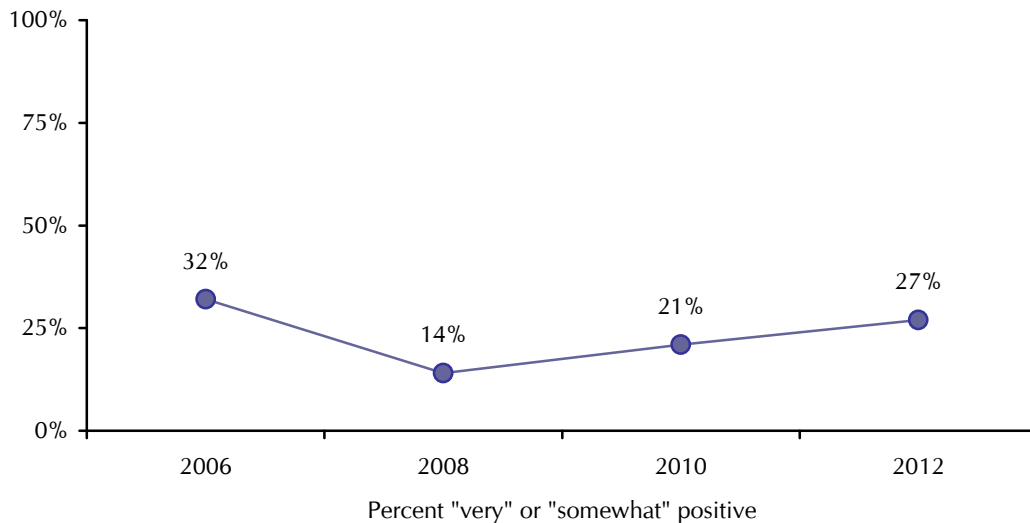


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Much above

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Bettendorf. More than 90% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 92% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. While most safety ratings have remained steady since 2010, the ratings for safety in Bettendorf’s downtown area after dark had decreased since 2010.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2012	2010	2008	2006
Safety in your neighborhood during the day	98%	99%	98%	98%
Safety in your neighborhood after dark	92%	92%	88%	88%
Safety in Bettendorf's downtown area during the day	90%	94%	89%	91%
Safety in Bettendorf's downtown area after dark	62%	73%	60%	60%
Safety from violent crime (e.g., rape, assault, robbery)	94%	95%	91%	86%
Safety from property crimes (e.g., burglary, theft)	82%	87%	82%	72%
Safety from environmental hazards	92%	90%	88%	NA
Percent "very" or "somewhat" safe				

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In Bettendorf's downtown area during the day	Above
In Bettendorf's downtown area after dark	Similar
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Much above

As assessed by the survey, 4% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 96% had reported it to police. Compared to other jurisdictions far fewer Bettendorf residents had been victims of crime in the 12 months preceding the survey and many more Bettendorf residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2012	2010	2008	2006
During the past 12 months, were you or anyone in your household the victim of any crime?	4%	5%	8%	9%
If yes, was this crime (these crimes) reported to the police?	96%	80%	86%	78%
Percent "yes"				

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Much less
Reported crimes	Much more

Residents rated seven City public safety services; all seven were rated much above the benchmark comparison. Ambulance or emergency medical services and fire services received the highest ratings, while emergency preparedness received the lowest ratings. All were rated similar compared to previous years.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2012	2010	2008	2006
Police services	93%	93%	92%	90%
Fire services	95%	96%	92%	94%
Ambulance or emergency medical services	97%	96%	NA	NA
Crime prevention	92%	89%	88%	83%
Fire prevention and education	93%	91%	88%	91%
Traffic enforcement	83%	83%	79%	79%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	76%	79%	NA	NA
Percent "excellent" or "good"				

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Much above
Fire services	Much above
Ambulance or emergency medical services	Much above
Crime prevention	Much above
Fire prevention and education	Much above
Traffic enforcement	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much above

FIGURE 41: CONTACT WITH POLICE AND FIRE DEPARTMENTS BY YEAR

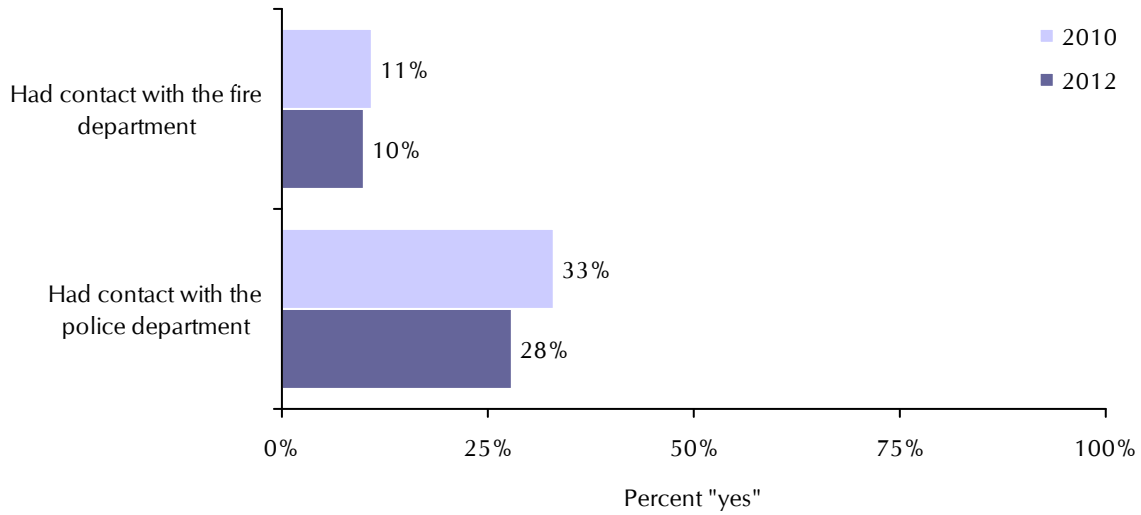


FIGURE 42: RATINGS OF POLICE AND FIRE EMPLOYEES BY YEAR

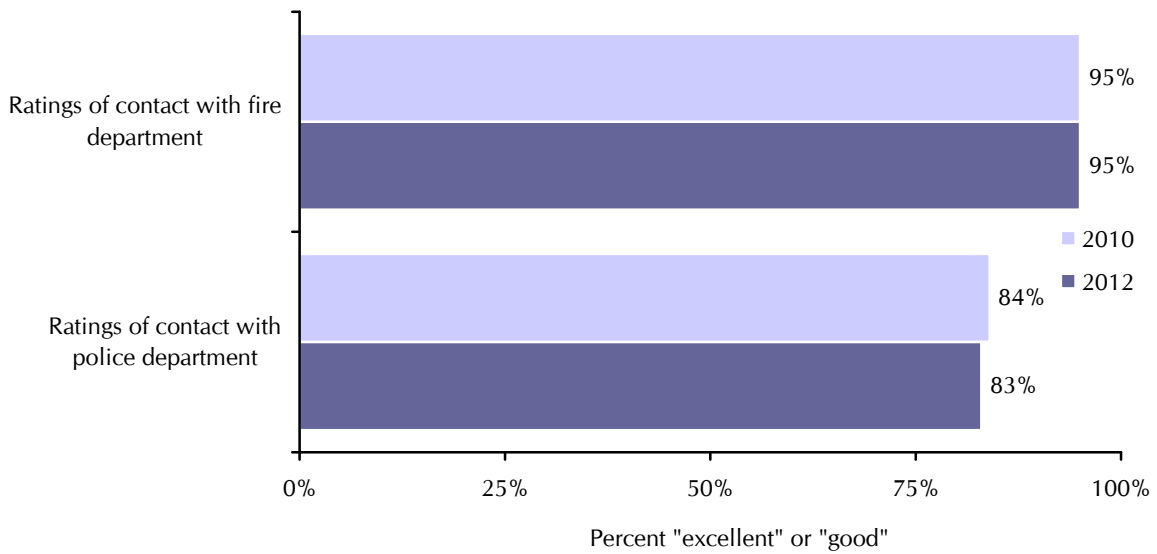


FIGURE 43: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Bettendorf Police Department	Much less
Overall impression of most recent contact with the City of Bettendorf Police Department	Much above
Had contact with the City of Bettendorf Fire Department	Less
Overall impression of most recent contact with the City of Bettendorf Fire Department	Similar

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Bettendorf were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 89% of survey respondents. The cleanliness of Bettendorf and air quality received the highest ratings, and they were both much above the benchmark.

FIGURE 44: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

	2012	2010	2008	2006
Cleanliness of Bettendorf	90%	94%	89%	NA
Quality of overall natural environment in Bettendorf	89%	89%	83%	NA
Preservation of natural areas such as open space, farmlands and greenbelts	69%	67%	NA	NA
Air quality	90%	84%	NA	85%
Percent "excellent" or "good"				

FIGURE 45: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Bettendorf	Much above
Quality of overall natural environment in Bettendorf	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above
Air quality	Much above

Resident recycling was much greater than recycling reported in comparison communities.

FIGURE 46: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

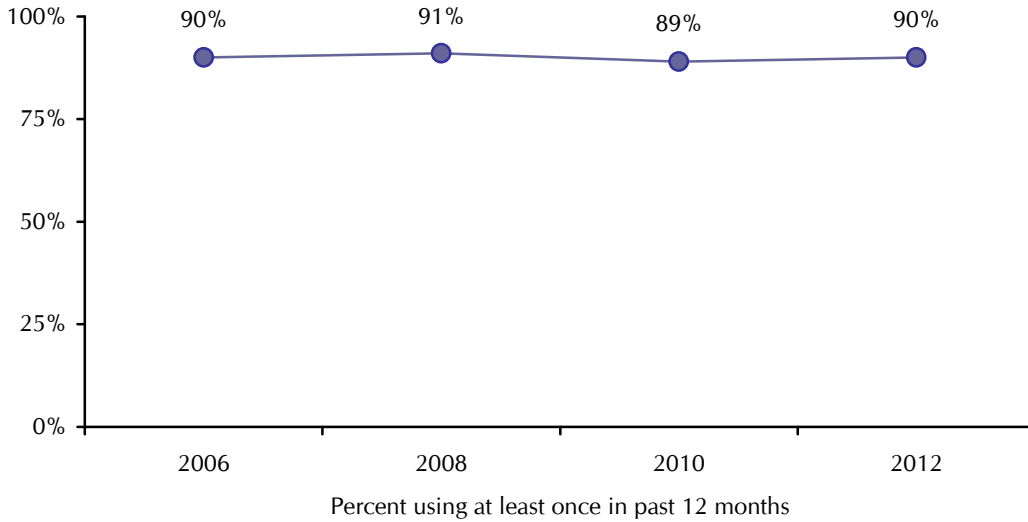


FIGURE 47: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the five utility services rated by those completing the questionnaire, all five were much higher than the benchmark comparison. These service ratings trends were generally stable over time.

FIGURE 48: RATINGS OF UTILITY SERVICES BY YEAR

	2012	2010	2008	2006
Sewer services	86%	86%	81%	85%
Storm drainage	81%	79%	74%	73%
Yard waste pick-up	87%	90%	82%	87%
Recycling	92%	92%	87%	91%
Garbage collection	93%	95%	92%	92%
Percent "excellent" or "good"				

FIGURE 49: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Much above
Storm drainage	Much above
Yard waste pick-up	Much above
Recycling	Much above
Garbage collection	Much above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Bettendorf were rated positively as were services related to parks and recreation. City parks, recreation programs or classes and recreation centers were all rated much higher than the benchmark. Recreation centers received the lowest rating but were much higher than the national benchmark. Parks and recreation ratings stayed constant over time.

Resident use of Bettendorf parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Bettendorf recreation centers was much greater than the percent of users in comparison jurisdictions. However, recreation program use in Bettendorf was about the same as use in comparison jurisdictions.

FIGURE 50: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

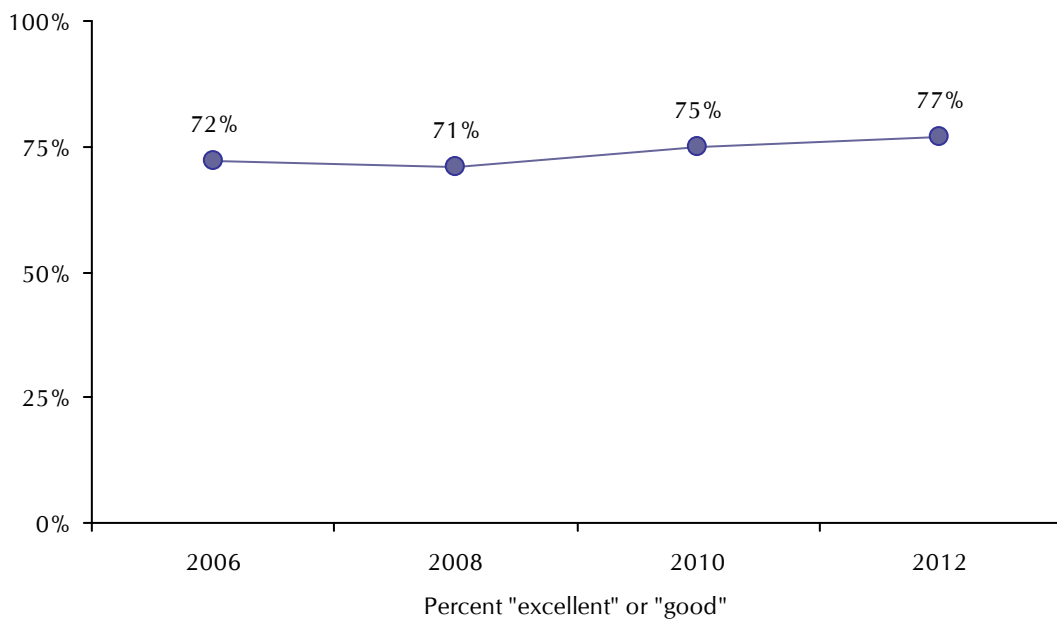


FIGURE 51: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much above

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2012	2010	2008	2006
Used Bettendorf recreation centers	62%	61%	30%	28%
Participated in a recreation program or activity	49%	47%	54%	54%
Visited a neighborhood park or City park	90%	88%	92%	92%
Percent using at least once in last 12 months				

FIGURE 53: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Bettendorf recreation centers	Much more
Participated in a recreation program or activity	Similar
Visited a neighborhood park or City park	More

FIGURE 54: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2012	2010	2008	2006
City parks	95%	96%	94%	94%
Recreation programs or classes	87%	90%	86%	86%
Recreation centers or facilities	85%	87%	NA	79%
Percent "excellent" or "good"				

FIGURE 55: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much above
Recreation programs or classes	Much above
Recreation centers or facilities	Much above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 52% of respondents. Educational opportunities were rated as “excellent” or “good” by 88% of respondents. Compared to the benchmark data, educational opportunities were much above the average of comparison jurisdictions, while cultural activity opportunities were rated similar to the benchmark comparison. Additionally, ratings for cultural activity increased compared to the previous survey.

About 90% of Bettendorf residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was much above that of comparison jurisdictions.

FIGURE 56: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2012	2010	2008	2006
Opportunities to attend cultural activities	52%	43%	NA	52%
Educational opportunities	88%	84%	NA	85%
Percent "excellent" or "good"				

FIGURE 57: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Similar
Educational opportunities	Much above

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2012	2010	2008	2006
Used Bettendorf public libraries or their services	86%	84%	88%	85%
Percent using at least once in last 12 months				

FIGURE 59: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Bettendorf public libraries or their services	Much more

FIGURE 60: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2012	2010	2008	2006
Public schools	95%	92%	NA	93%
Public library services	95%	96%	97%	95%
Percent "excellent" or "good"				

FIGURE 61: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much above
Public library services	Much above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Bettendorf as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Almost all residents rated the City of Bettendorf as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” A majority of survey respondents felt the City of Bettendorf was open and accepting towards people of diverse backgrounds. The openness and acceptance of the community toward people of diverse backgrounds was rated the lowest by residents but was much higher than the benchmark.

FIGURE 62: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2012	2010	2008	2006
Sense of community	82%	82%	82%	78%
Openness and acceptance of the community toward people of diverse backgrounds	71%	70%	64%	62%
Bettendorf as a place to raise children	98%	96%	96%	96%
Bettendorf as a place to retire	73%	76%	70%	63%
Percent "excellent" or "good"				

FIGURE 63: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Much above
Bettendorf as a place to raise kids	Much above
Bettendorf as a place to retire	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 68% to 81% with ratings of “excellent” or “good.” All three services were much above the benchmark.

FIGURE 64: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2012	2010	2008	2006
Services to seniors	81%	74%	NA	78%
Services to youth	84%	84%	NA	71%
Services to low-income people	68%	61%	44%	51%
Percent "excellent" or "good"				

FIGURE 65: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to youth	Much above
Services to low income people	Much above

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Bettendorf. Survey participants rated the volunteer opportunities in the City of Bettendorf favorably. Opportunities to attend or participate in community matters were rated similarly.

Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked.

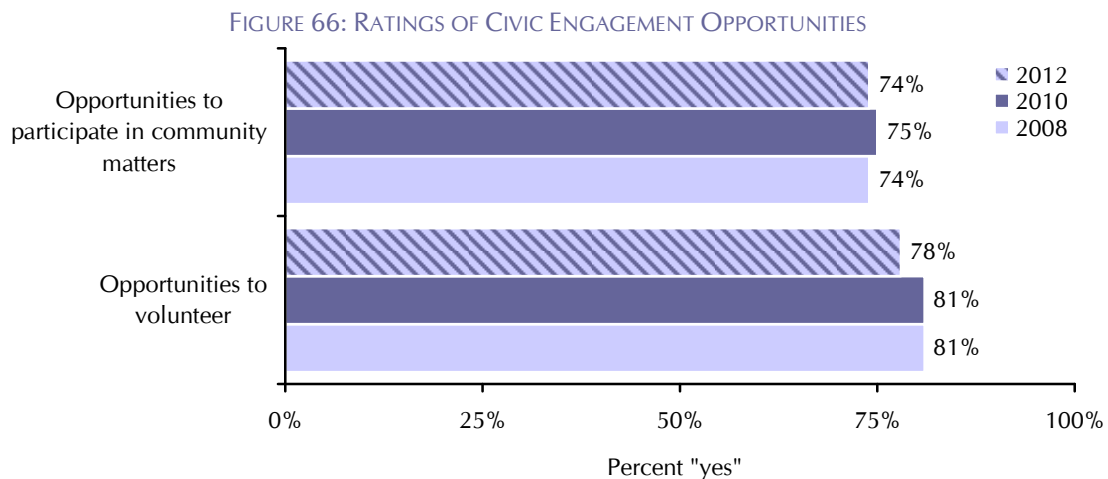


FIGURE 67: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much above
Opportunities to volunteer	Above

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Watching a meeting of local elected officials on cable television, the Internet or other media, participating in a club or civic group and providing help to a friend or neighbor showed similar rates of involvement while attendance of a meeting of local elected officials and volunteering time to a group or activity showed lower rates of community engagement.

FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

	2012	2010	2008	2006
Attended a meeting of local elected officials or other local public meeting	23%	25%	23%	22%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	37%	40%	50%	50%
Volunteered your time to some group or activity in Bettendorf	40%	44%	12%	45%
Participated in a club or civic group in Bettendorf	30%	28%	NA	NA
Provided help to a friend or neighbor	96%	96%	NA	NA
Percent participating at least once in the last 12 months				

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Similar
Volunteered your time to some group or activity in Bettendorf	Less
Participated in a club or civic group in Bettendorf	Similar
Provided help to a friend or neighbor	Similar

¹ Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

City of Bettendorf residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-three percent reported they were registered to vote and 81% indicated they had voted in the last general election. This rate of self-reported voting was much higher than that of comparison communities.

FIGURE 70: REPORTED VOTING BEHAVIOR BY YEAR²

	2012	2010	2008	2006
Registered to vote	93%	92%	91%	92%
Voted in the last general election	81%	83%	82%	76%
Percent "yes"				

FIGURE 71: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Much more
Voted in last general election	Much more

² Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Bettendorf Web site in the previous 12 months, 63% reported they had done so at least once. Public information services were rated very favorably compared to benchmark data. Ratings indicate increased readership of the Bettendorf Newsletter *City View* and increased visitation of the City Web site when compared to the 2010 survey.

FIGURE 72: USE OF INFORMATION SOURCES BY YEAR

	2012	2010	2008	2006
Read Bettendorf Newsletter <i>City View</i>	71%	59%	52%	78%
Visited the City of Bettendorf Web site (at www.bettendorf.org)	63%	50%	52%	NA
Percent using at least once in last 12 months				

FIGURE 73: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Bettendorf Newsletter	Much less
Visited the City of Bettendorf Web site	Similar

FIGURE 74: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2012	2010	2008	2006
Cable television	60%	60%	NA	57%
Public information services	85%	80%	83%	83%
Percent "excellent" or "good"				

FIGURE 75: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Above
Public information services	Much above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 74% of respondents. Ratings of social engagement opportunities have remained steady over the last two years.

FIGURE 76: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

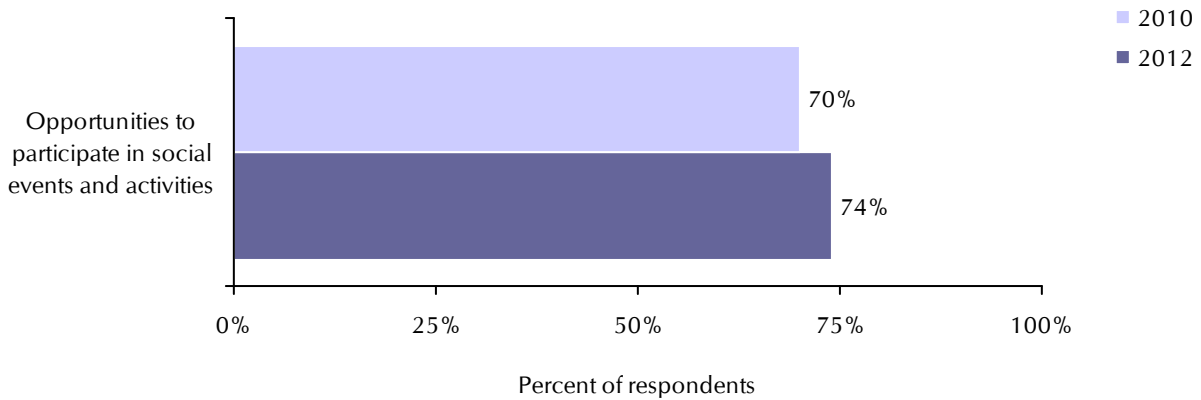


FIGURE 77: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above

Residents in Bettendorf reported a fair amount of neighborliness. A majority indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities.

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

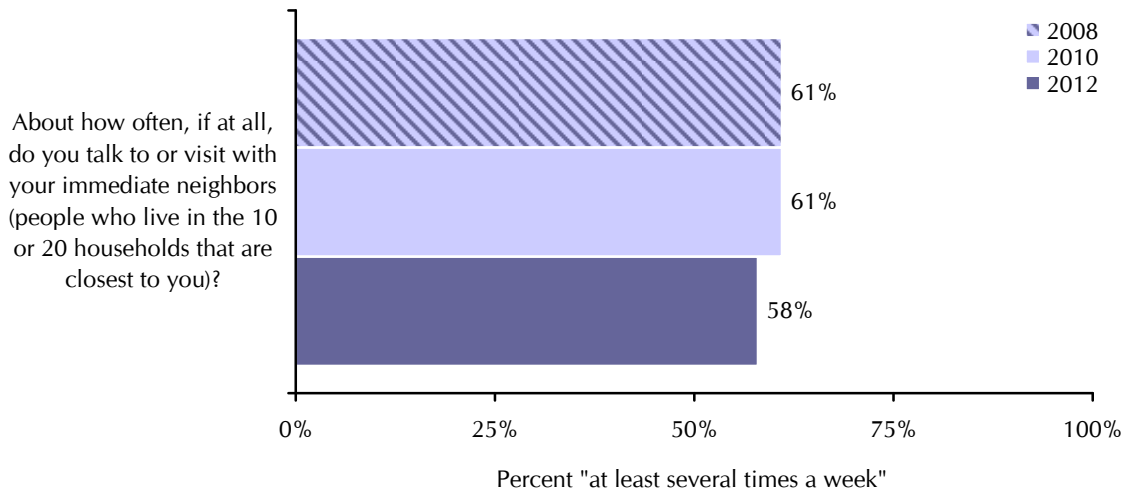


FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Much more

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Bettendorf is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Bettendorf could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Bettendorf may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Bettendorf does at welcoming citizen involvement, 67% rated it as "excellent" or "good." All four of these ratings were much above the benchmark.

FIGURE 80: PUBLIC TRUST RATINGS BY YEAR

	2012	2010	2008	2006
The value of services for the taxes paid to Bettendorf*	76%	77%	73%	72%
The overall direction that Bettendorf is taking*	84%	76%	78%	74%
The job Bettendorf government does at welcoming citizen involvement*	67%	67%	62%	70%
Overall image or reputation of Bettendorf	94%	92%	93%	91%
Percent "excellent" or "good"				

* For jurisdictions that have conducted The NCS prior to 2008, a change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 81: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Bettendorf	Much above
The overall direction that Bettendorf is taking	Much above
Job Bettendorf government does at welcoming citizen involvement	Much above
Overall image or reputation of Bettendorf	Much above

On average, residents of the City of Bettendorf gave the highest evaluations to their own local government and the lowest average ratings to the Federal Government. The overall quality of services delivered by the City of Bettendorf was rated as “excellent” or “good” by 91% of survey participants. The City of Bettendorf’s rating was much above the benchmark when compared to other communities in the nation. Ratings of overall City services remained stable over the last six years.

FIGURE 82: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF BETTENDORF BY YEAR

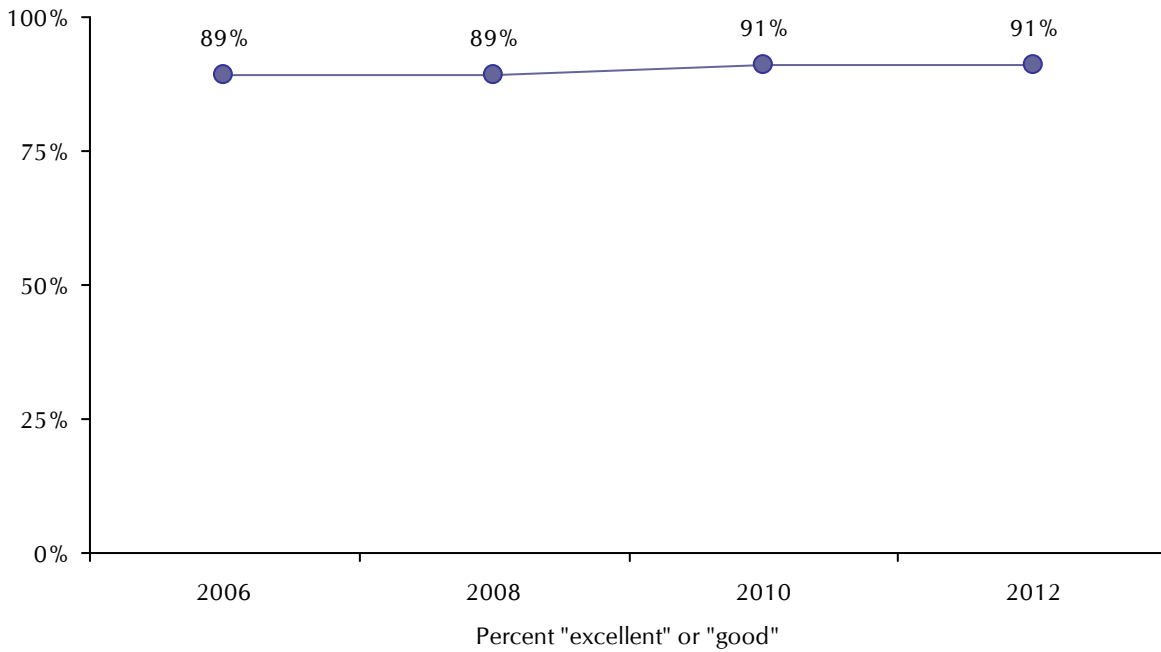


FIGURE 83: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2012	2010	2008	2006
Services provided by City of Bettendorf	91%	91%	89%	89%
Services provided by the Federal Government	40%	42%	47%	48%
Services provided by the State Government	54%	52%	60%	58%
Services provided by Scott County Government	67%	74%	71%	NA
Percent "excellent" or "good"				

FIGURE 84: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Bettendorf	Much above
Services provided by the Federal Government	Similar
Services provided by the State Government	Much above
Services provided by Scott County Government	Much above

City of Bettendorf Employees

The employees of the City of Bettendorf who interact with the public create the first impression that most residents have of the City of Bettendorf. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Bettendorf. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Bettendorf staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 47% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 83% of respondents rated their overall impression as "excellent" or "good." Employees' ratings were much higher than the benchmark and were similar to past survey years.

FIGURE 85: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

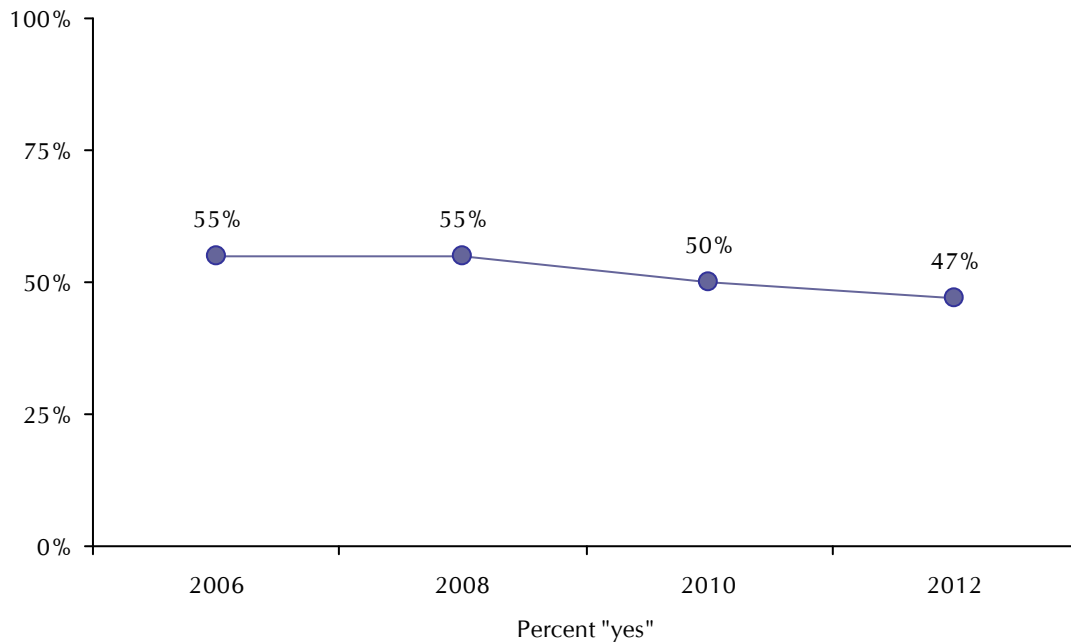


FIGURE 86: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much less

FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2012	2010	2008	2006
Knowledge	90%	89%	86%	91%
Responsiveness	81%	84%	86%	84%
Courtesy	84%	88%	86%	87%
Overall impression	83%	86%	84%	86%
Percent "excellent" or "good"				

FIGURE 88: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much above
Responsiveness	Much above
Courteousness	Much above
Overall impression	Much above

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Bettendorf by examining the relationships between ratings of each service and ratings of the City of Bettendorf's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Bettendorf can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Bettendorf Key Driver Analysis were:

- Economic development
- Police services
- Street repair

CITY OF BETTENDORF ACTION CHART™

The 2012 City of Bettendorf Action Chart™ on the following page combines three dimensions of performance:

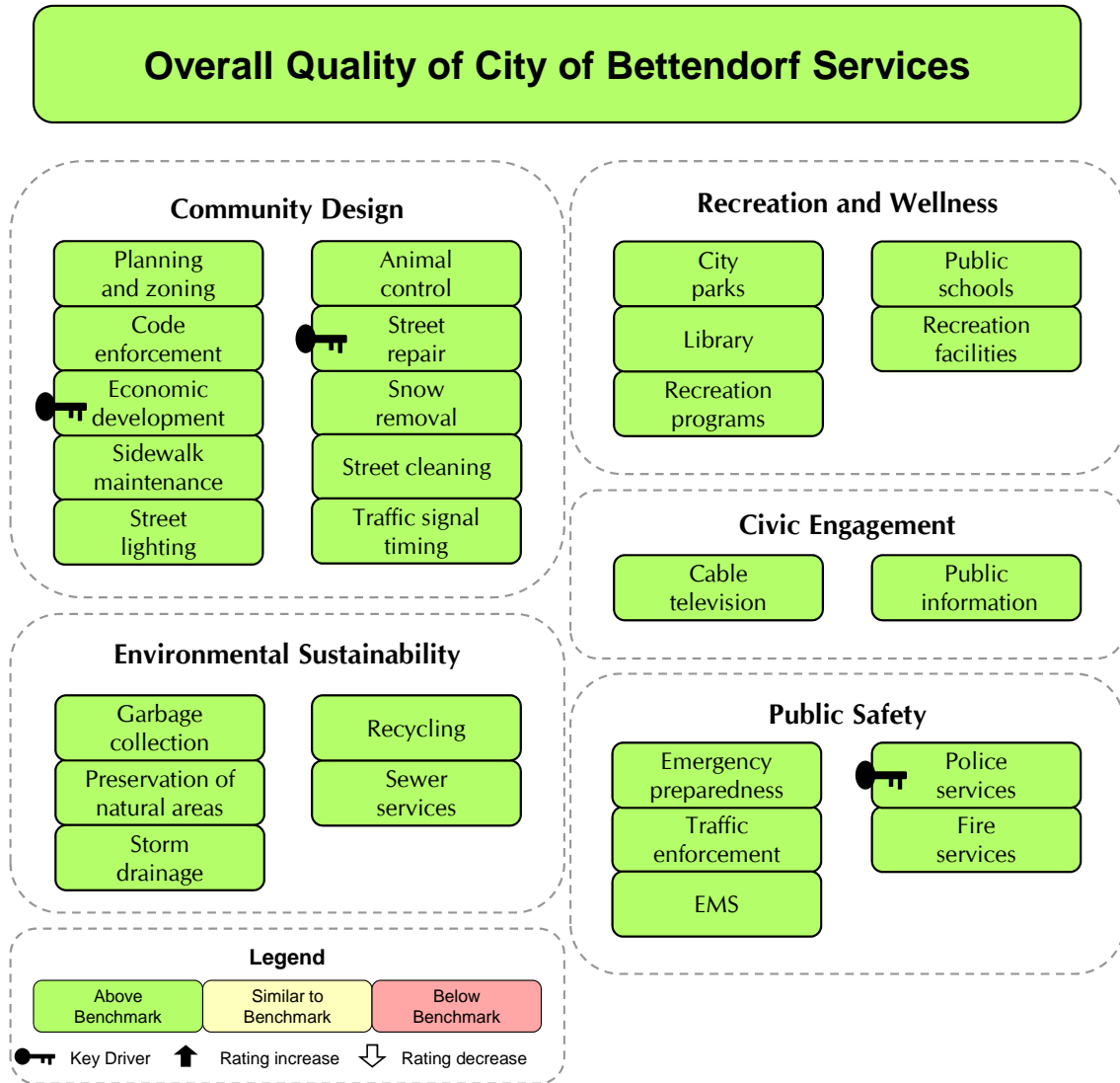
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-seven services were included in the KDA for the City of Bettendorf. All of these were above the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In the case of Bettendorf, no key drivers were below the benchmark or trending lower in the current survey. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 89: CITY OF BETTENDORF ACTION CHART™



USING YOUR ACTION CHART™

The key drivers derived for the City of Bettendorf provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Bettendorf, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Bettendorf, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Bettendorf residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Bettendorf key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 90: KEY DRIVERS COMPARED

Service	City of Bettendorf Key Drivers	National Key Drivers	Core Services
• Police services	✓	✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
• Street repair	✓		✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
◦ Sewer services			✓
◦ City parks			
◦ Recreation programs or classes			
◦ Recreation centers or facilities			
Land use planning and zoning		✓	
Code enforcement			✓
◦ Animal control			
• Economic development	✓	✓	
◦ Public library			
Public information services		✓	
Public schools		✓	
◦ Cable television			
◦ Emergency preparedness			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

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:	Excellent	Good	Fair	Poor	Not applicable/no contact	Total
Library	52%	23%	2%	0%	23%	100%
Parks and recreation	33%	25%	3%	1%	39%	100%
Family Museum	30%	17%	1%	1%	50%	100%
Public works	16%	20%	5%	2%	56%	100%
Community development	9%	10%	7%	2%	73%	100%
Economic development	6%	10%	7%	1%	76%	100%
Human resources	5%	8%	3%	0%	83%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Bettendorf:	Excellent	Good	Fair	Poor	Total
Bettendorf as a place to live	60%	36%	4%	0%	100%
Your neighborhood as a place to live	53%	37%	8%	2%	100%
Bettendorf as a place to raise children	60%	38%	2%	0%	100%
Bettendorf as a place to work	39%	39%	20%	3%	100%
Bettendorf as a place to retire	40%	33%	20%	7%	100%
The overall quality of life in Bettendorf	51%	44%	4%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	29%	53%	16%	2%	100%
Openness and acceptance of the community toward people of diverse backgrounds	23%	48%	25%	4%	100%
Overall appearance of Bettendorf	32%	57%	11%	1%	100%
Cleanliness of Bettendorf	37%	53%	9%	1%	100%
Overall quality of new development in Bettendorf	35%	46%	17%	2%	100%
Variety of housing options	27%	46%	22%	4%	100%
Overall quality of business and service establishments in Bettendorf	23%	52%	23%	2%	100%
Shopping opportunities	19%	35%	35%	10%	100%
Opportunities to attend cultural activities	14%	38%	39%	9%	100%
Recreational opportunities	31%	46%	19%	4%	100%
Employment opportunities	13%	36%	41%	11%	100%
Educational opportunities	42%	46%	11%	1%	100%
Opportunities to participate in social events and activities	22%	51%	23%	4%	100%
Opportunities to volunteer	27%	51%	20%	2%	100%
Opportunities to participate in community matters	22%	52%	21%	6%	100%
Ease of car travel in Bettendorf	40%	49%	9%	2%	100%
Ease of bus travel in Bettendorf	23%	45%	25%	8%	100%
Ease of bicycle travel in Bettendorf	29%	48%	19%	4%	100%
Ease of walking in Bettendorf	39%	48%	11%	2%	100%
Availability of paths and walking trails	44%	42%	13%	1%	100%
Traffic flow on major streets	21%	54%	20%	5%	100%
Amount of public parking	23%	55%	20%	2%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality housing	21%	44%	30%	5%	100%
Air quality	35%	55%	10%	0%	100%
Quality of overall natural environment in Bettendorf	33%	56%	11%	1%	100%
Overall image or reputation of Bettendorf	47%	47%	6%	0%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Bettendorf over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	5%	80%	12%	2%	100%
Retail growth (stores, restaurants, etc.)	6%	38%	49%	5%	2%	100%
Jobs growth	15%	56%	27%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Bettendorf?	Percent of respondents
Not a problem	20%
Minor problem	60%
Moderate problem	17%
Major problem	3%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Bettendorf:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	63%	31%	5%	1%	0%	100%
Property crimes (e.g., burglary, theft)	31%	51%	9%	8%	1%	100%
Environmental hazards, including toxic waste	60%	32%	7%	1%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	87%	10%	2%	0%	0%	100%
In your neighborhood after dark	54%	38%	4%	4%	0%	100%
In Bettendorf's downtown area during the day	60%	30%	7%	2%	0%	100%
In Bettendorf's downtown area after dark	18%	44%	21%	15%	2%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Bettendorf Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Bettendorf Police Department within the last 12 months?	72%	28%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Bettendorf Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Bettendorf Police Department?	49%	34%	4%	14%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	96%
Yes	4%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bettendorf?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Bettendorf public libraries or their services	14%	24%	36%	13%	12%	100%
Used Bettendorf recreation centers	38%	23%	20%	9%	10%	100%
Participated in a recreation program or activity	51%	21%	13%	7%	8%	100%
Visited a neighborhood park or City park	10%	17%	32%	21%	20%	100%
Ridden a local bus within Bettendorf	87%	7%	3%	2%	1%	100%
Attended a meeting of local elected officials or other local public meeting	77%	19%	3%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television (Channel 9), the Internet or other media	63%	21%	10%	4%	1%	100%
Read Bettendorf Newsletter City View	29%	30%	26%	6%	10%	100%
Visited the City of Bettendorf Web site (at www.bettendorf.org)	37%	25%	27%	8%	3%	100%
Recycled used paper, cans or bottles from your home	10%	2%	15%	14%	58%	100%
Volunteered your time to some group or activity in Bettendorf	60%	16%	13%	5%	7%	100%
Participated in a club or civic group in Bettendorf	70%	15%	6%	3%	6%	100%
Provided help to a friend or neighbor	4%	20%	42%	18%	16%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	27%
Several times a week	31%
Several times a month	26%
Less than several times a month	16%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Bettendorf:	Excellent	Good	Fair	Poor	Total
Police services	51%	42%	6%	1%	100%
Fire services	54%	41%	5%	0%	100%
Ambulance or emergency medical services	55%	42%	3%	0%	100%
Crime prevention	39%	53%	7%	1%	100%
Fire prevention and education	39%	53%	7%	0%	100%
Traffic enforcement	30%	53%	14%	3%	100%
Street repair	19%	45%	27%	9%	100%
Street cleaning	30%	47%	19%	4%	100%
Street lighting	27%	47%	22%	4%	100%
Snow removal	50%	38%	9%	2%	100%
Sidewalk maintenance	27%	49%	19%	5%	100%
Traffic signal timing	18%	52%	20%	11%	100%
Bus or transit services	29%	51%	15%	5%	100%
Garbage collection	50%	43%	5%	2%	100%
Recycling	54%	38%	7%	1%	100%
Yard waste pick-up	49%	39%	12%	1%	100%
Storm drainage	30%	50%	16%	3%	100%
Sewer services	29%	56%	13%	1%	100%
City parks	51%	45%	4%	1%	100%
Recreation programs or classes	32%	55%	12%	1%	100%
Recreation centers or facilities	31%	55%	12%	3%	100%
Land use, planning and zoning	19%	48%	26%	7%	100%
Code enforcement (weeds, abandoned buildings, etc.)	21%	48%	19%	12%	100%
Animal control	26%	55%	13%	6%	100%
Economic development	19%	50%	27%	4%	100%
Services to seniors	31%	50%	15%	4%	100%
Services to youth	33%	50%	13%	3%	100%
Services to low-income people	27%	40%	21%	11%	100%
Public library services	58%	36%	5%	0%	100%
Public information services	29%	56%	14%	1%	100%
Public schools	55%	40%	4%	1%	100%
Cable television	19%	42%	25%	15%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	28%	47%	20%	5%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	19%	49%	25%	6%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Bettendorf	43%	49%	8%	0%	100%
The Federal Government	8%	33%	37%	23%	100%
The State Government	9%	45%	38%	8%	100%
Scott County Government	13%	54%	29%	4%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Bettendorf to someone who asks	74%	23%	1%	1%	100%
Remain in Bettendorf for the next five years	75%	15%	6%	3%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	22%
Neutral	51%
Somewhat negative	18%
Very negative	5%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Bettendorf Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Bettendorf Fire Department within the last 12 months?	90%	10%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Bettendorf Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Bettendorf Fire Department?	57%	38%	5%	0%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Bettendorf within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	53%
Yes	47%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Bettendorf in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	56%	34%	7%	3%	100%
Responsiveness	55%	27%	11%	8%	100%
Courtesy	64%	21%	7%	8%	100%
Overall impression	57%	26%	9%	8%	100%

Question 21: Government Performance					
Please rate the following categories of Bettendorf government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Bettendorf	26%	50%	21%	3%	100%
The overall direction that Bettendorf is taking	25%	58%	14%	2%	100%
The job Bettendorf government does at welcoming citizen involvement	22%	45%	28%	5%	100%

Question 22: 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:	Excellent	Good	Fair	Poor	Total
Public works	37%	46%	12%	5%	100%
Library	68%	29%	3%	0%	100%
Family Museum	60%	35%	3%	2%	100%
Parks and recreation	53%	41%	5%	1%	100%
Community development	32%	36%	25%	7%	100%
Economic development	25%	43%	28%	4%	100%
Human resources	28%	50%	19%	3%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	30%
Yes, full-time	58%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	85%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	6%
Bus, rail, subway or other public transportation	0%
Walk	3%
Bicycle	1%
Work at home	5%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Bettendorf?	Percent of respondents
Less than 2 years	16%
2 to 5 years	19%
6 to 10 years	12%
11 to 20 years	18%
More than 20 years	35%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	74%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	21%
Mobile home	0%
Other	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	23%
Owned by you or someone in this house with a mortgage or free and clear	77%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	8%
\$300 to \$599 per month	19%
\$600 to \$999 per month	27%
\$1,000 to \$1,499 per month	23%
\$1,500 to \$2,499 per month	16%
\$2,500 or more per month	8%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	64%
Yes	36%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	74%
Yes	26%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	12%
\$25,000 to \$49,999	22%
\$50,000 to \$99,999	35%
\$100,000 to \$149,000	17%
\$150,000 or more	13%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	1%
White	95%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	3%
25 to 34 years	20%
35 to 44 years	17%
45 to 54 years	22%
55 to 64 years	15%
65 to 74 years	12%
75 years or older	11%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	7%
Yes	92%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	18%
Yes	80%
Ineligible to vote	2%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	8%
Yes	92%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	37%
Yes	63%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	23%
Land line	55%
Both	22%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
	Bettendorf as a place to live	60%	254	36%	152	4%	19	0%	0	0%	0	100%
Your neighborhood as a place to live	53%	224	37%	159	8%	34	2%	6	0%	0	100%	424
Bettendorf as a place to raise children	57%	236	36%	151	2%	8	0%	1	5%	22	100%	418
Bettendorf as a place to work	30%	122	30%	122	15%	62	2%	10	23%	97	100%	413
Bettendorf as a place to retire	33%	139	27%	114	17%	71	5%	23	17%	70	100%	417
The overall quality of life in Bettendorf	51%	215	44%	187	4%	18	0%	0	0%	0	100%	421

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	29%	119	52%	216	15%	63	2%	9	1%	6	100%
Openness and acceptance of the community toward people of diverse backgrounds	21%	88	43%	181	23%	95	4%	16	9%	40	100%	420
Overall appearance of Bettendorf	32%	134	57%	241	11%	45	1%	4	0%	0	100%	424
Cleanliness of Bettendorf	37%	156	53%	225	9%	37	1%	3	0%	1	100%	422
Overall quality of new development in Bettendorf	33%	138	43%	180	16%	65	2%	8	7%	30	100%	422
Variety of housing options	26%	111	44%	187	22%	91	4%	16	4%	16	100%	421
Overall quality of business and service establishments in Bettendorf	23%	98	51%	218	23%	97	2%	7	1%	5	100%	424
Shopping opportunities	19%	80	35%	150	35%	149	10%	44	0%	1	100%	423
Opportunities to attend cultural activities	13%	53	33%	140	34%	144	8%	35	12%	49	100%	421
Recreational opportunities	30%	126	45%	190	18%	77	4%	16	2%	10	100%	420
Employment opportunities	10%	42	28%	119	32%	135	8%	35	21%	90	100%	420

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Educational opportunities	40%	168	43%	182	10%	44	1%	5	5%	21	100%
Opportunities to participate in social events and activities	21%	88	48%	203	21%	90	3%	14	6%	27	100%	422
Opportunities to volunteer	23%	97	45%	188	17%	72	2%	9	13%	55	100%	420
Opportunities to participate in community matters	19%	78	44%	184	17%	73	5%	20	16%	66	100%	420
Ease of car travel in Bettendorf	40%	166	49%	204	9%	36	2%	7	1%	5	100%	419
Ease of bus travel in Bettendorf	11%	46	22%	92	13%	52	4%	15	51%	212	100%	418
Ease of bicycle travel in Bettendorf	23%	95	38%	155	15%	62	3%	12	22%	89	100%	413
Ease of walking in Bettendorf	37%	157	47%	195	11%	44	2%	10	3%	13	100%	418
Availability of paths and walking trails	43%	178	40%	166	12%	51	1%	5	4%	16	100%	415
Traffic flow on major streets	21%	89	54%	225	20%	83	5%	21	0%	2	100%	420
Amount of public parking	21%	88	50%	210	18%	76	2%	7	9%	39	100%	419
Availability of affordable quality housing	18%	77	39%	164	27%	114	5%	20	10%	43	100%	418
Air quality	34%	141	53%	221	9%	40	0%	2	4%	16	100%	420
Quality of overall natural environment in Bettendorf	32%	136	55%	230	10%	44	1%	4	1%	5	100%	419
Overall image or reputation of Bettendorf	47%	197	46%	196	6%	27	0%	0	1%	3	100%	422

Question 3: Growth														
Please rate the speed of growth in the following categories in Bettendorf over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	1%	3	4%	17	59%	248	9%	38	1%	5	26%	108	100%
Retail growth (stores, restaurants, etc.)	6%	24	33%	140	43%	182	5%	20	1%	6	12%	49	100%	420
Jobs growth	10%	41	36%	148	17%	73	1%	4	0%	1	36%	151	100%	418

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Bettendorf?	Percent of respondents	Count
Not a problem	19%	77
Minor problem	55%	229
Moderate problem	16%	67
Major problem	2%	10
Don't know	8%	32
Total	100%	414

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Bettendorf:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	63%	262	30%	127	5%	20	1%	4	0%	0	1%	4	100%
Property crimes (e.g., burglary, theft)	31%	128	50%	209	9%	39	8%	34	1%	2	1%	4	100%	416
Environmental hazards, including toxic waste	55%	229	30%	124	6%	25	1%	4	1%	3	7%	31	100%	416

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	87%	366	10%	44	2%	9	0%	1	0%	0	0%	0	100%
In your neighborhood after dark	54%	223	38%	157	4%	18	4%	16	0%	0	0%	1	100%	417
In Bettendorf's downtown area during the day	54%	225	27%	111	7%	27	2%	9	0%	0	10%	44	100%	416
In Bettendorf's downtown area after dark	15%	61	36%	151	18%	73	12%	50	2%	7	18%	74	100%	416

Question 7: Contact with Police Department									
Have you had any in-person or phone contact with an employee of the City of Bettendorf Police Department within the last 12 months?	No		Yes		Don't know		Total		
Have you had any in-person or phone contact with an employee of the City of Bettendorf Police Department within the last 12 months?	72%	300	28%	116	0%	2	100%	419	

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Bettendorf Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Bettendorf Police Department?	49%	57	34%	39	4%	4	14%	16	0%	0	100%	116

Question 9: Crime Victim			
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents		Count
No	95%		395
Yes	4%		18
Don't know	1%		3
Total	100%		417

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	4%	1
Yes	96%	18
Don't know	0%	0
Total	100%	18

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bettendorf?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Used Bettendorf public libraries or their services	14%	60	24%	102	36%	151	13%	53	12%	52	100%	419
Used Bettendorf recreation centers	38%	156	23%	94	20%	82	9%	39	10%	43	100%	414
Participated in a recreation program or activity	51%	214	21%	89	13%	56	7%	28	8%	32	100%	419
Visited a neighborhood park or City park	10%	42	17%	70	32%	135	21%	87	20%	84	100%	418
Ridden a local bus within Bettendorf	87%	357	7%	29	3%	14	2%	7	1%	4	100%	411
Attended a meeting of local elected officials or other local public meeting	77%	323	19%	80	3%	11	1%	3	0%	1	100%	418
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television (Channel 9), the Internet or other media	63%	264	21%	88	10%	43	4%	17	1%	6	100%	418
Read Bettendorf Newsletter City View	29%	116	30%	121	26%	107	6%	23	10%	39	100%	406
Visited the City of Bettendorf Web site (at www.bettendorf.org)	37%	153	25%	102	27%	111	8%	32	3%	13	100%	411
Recycled used paper, cans or bottles from your home	10%	42	2%	10	15%	64	14%	59	58%	240	100%	414
Volunteered your time to some group or activity in Bettendorf	60%	247	16%	66	13%	52	5%	20	7%	28	100%	414
Participated in a club or civic group in Bettendorf	70%	292	15%	61	6%	26	3%	11	6%	23	100%	414
Provided help to a friend or neighbor	4%	17	20%	83	42%	175	18%	75	16%	69	100%	420

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	27%	111
Several times a week	31%	130
Several times a month	26%	109
Less than several times a month	16%	68
Total	100%	418

Question 13: Service Quality												
Please rate the quality of each of the following services in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Police services	45%	188	38%	157	5%	23	1%	4	11%	48	100%	419
Fire services	42%	175	32%	134	4%	17	0%	1	22%	93	100%	419
Ambulance or emergency medical services	39%	163	30%	124	2%	10	0%	0	29%	121	100%	419
Crime prevention	31%	131	43%	181	6%	25	1%	2	19%	78	100%	418
Fire prevention and education	26%	110	36%	150	5%	20	0%	1	33%	138	100%	420
Traffic enforcement	27%	112	48%	199	12%	52	3%	12	10%	40	100%	416
Street repair	18%	77	44%	185	27%	112	9%	38	2%	7	100%	419
Street cleaning	29%	123	45%	190	18%	76	4%	17	4%	15	100%	420
Street lighting	27%	111	46%	194	21%	89	4%	18	2%	7	100%	419
Snow removal	49%	208	38%	159	9%	38	2%	10	1%	6	100%	421
Sidewalk maintenance	25%	105	45%	189	18%	74	4%	18	8%	33	100%	419
Traffic signal timing	17%	72	50%	211	19%	81	11%	45	3%	11	100%	420
Bus or transit services	12%	49	21%	87	6%	26	2%	9	59%	243	100%	415
Garbage collection	48%	202	42%	174	5%	19	2%	7	4%	16	100%	419
Recycling	49%	207	35%	146	7%	28	1%	5	8%	35	100%	421
Yard waste pick-up	42%	179	34%	142	10%	43	1%	4	13%	53	100%	421

Question 13: Service Quality												
Please rate the quality of each of the following services in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
	Storm drainage	26%	110	44%	184	14%	58	3%	13	13%	54	100%
Sewer services	26%	107	49%	205	12%	48	1%	4	12%	51	100%	416
City parks	49%	206	43%	181	4%	16	1%	4	3%	14	100%	420
Recreation programs or classes	20%	84	34%	144	7%	31	1%	3	37%	156	100%	417
Recreation centers or facilities	22%	91	39%	161	8%	34	2%	9	29%	120	100%	414
Land use, planning and zoning	14%	57	35%	146	19%	78	5%	22	27%	112	100%	415
Code enforcement (weeds, abandoned buildings, etc.)	16%	68	37%	153	15%	62	9%	38	23%	97	100%	418
Animal control	18%	76	39%	163	10%	40	4%	17	29%	122	100%	418
Economic development	15%	62	40%	167	22%	90	3%	12	21%	87	100%	418
Services to seniors	14%	60	23%	97	7%	28	2%	8	54%	222	100%	415
Services to youth	20%	84	30%	126	8%	33	2%	8	40%	168	100%	418
Services to low-income people	11%	45	16%	66	8%	35	4%	18	60%	250	100%	415
Public library services	53%	222	33%	138	5%	20	0%	1	9%	39	100%	420
Public information services	24%	102	46%	193	11%	47	1%	4	17%	71	100%	417
Public schools	46%	192	34%	141	4%	16	0%	2	16%	67	100%	418
Cable television	15%	62	34%	139	20%	83	12%	49	20%	81	100%	414
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	21%	87	35%	147	15%	61	4%	15	25%	106	100%	415
Preservation of natural areas such as open space, farmlands and greenbelts	15%	62	38%	157	19%	79	5%	20	23%	97	100%	416

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Bettendorf	41%	173	47%	198	8%	34	0%	1	4%	16	100%
The Federal Government	7%	29	29%	122	33%	138	21%	86	10%	41	100%	416
The State Government	8%	33	41%	170	34%	142	7%	28	11%	44	100%	417
Scott County Government	11%	46	47%	196	26%	106	3%	14	13%	54	100%	417

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Bettendorf to someone who asks	74%	313	23%	98	1%	4	1%	5	0%	0	100%
Remain in Bettendorf for the next five years	74%	311	14%	60	6%	26	3%	14	1%	6	100%	418

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	4%	17
Somewhat positive	22%	93
Neutral	51%	216
Somewhat negative	18%	76
Very negative	5%	19
Total	100%	420

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the City of Bettendorf Fire Department within the last 12 months?	No		Yes		Don't know		Total		
Have you had any in-person or phone contact with an employee of the City of Bettendorf Fire Department within the last 12 months?	89%	377	10%	42	1%	3	100%	423	

Question 18: Ratings of Contact with Fire Department											
What was your overall impression of your most recent contact with the City of Bettendorf Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total
What was your overall impression of your most recent contact with the City of Bettendorf Fire Department?	55%	23	37%	16	5%	2	0%	0	2%	1	100% 42

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Bettendorf within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	53%	223
Yes	47%	197
Total	100%	420

Question 20: City Employees											
What was your impression of the employee(s) of the City of Bettendorf in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total
Knowledge	54%	107	33%	64	6%	13	3%	6	3%	7	100% 196
Responsiveness	55%	107	26%	52	11%	21	8%	15	0%	1	100% 197
Courtesy	64%	125	21%	40	7%	14	8%	16	0%	0	100% 197
Overall impression	57%	111	26%	51	9%	19	8%	15	0%	0	100% 196

Question 21: Government Performance												
Please rate the following categories of Bettendorf government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Bettendorf	24%	99	46%	193	20%	82	3%	12	8%	32	100%
The overall direction that Bettendorf is taking	24%	100	55%	229	13%	55	2%	9	6%	27	100%	420
The job Bettendorf government does at welcoming citizen involvement	18%	76	36%	152	22%	93	4%	17	19%	80	100%	418

Question 22: 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:	Excellent		Good		Fair		Poor		Not applicable/no contact		Total	
	Public works	16%	66	20%	81	5%	21	2%	9	56%	228	100%
Library	52%	218	23%	94	2%	8	0%	0	23%	96	100%	417
Family Museum	30%	125	17%	71	1%	6	1%	4	50%	205	100%	411
Parks and recreation	33%	135	25%	104	3%	12	1%	3	39%	161	100%	414
Community development	9%	35	10%	39	7%	27	2%	7	73%	296	100%	405
Economic development	6%	25	10%	42	7%	27	1%	4	76%	304	100%	402
Human resources	5%	19	8%	34	3%	13	0%	2	83%	334	100%	401

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	30%	124
Yes, full-time	58%	240
Yes, part-time	12%	50
Total	100%	415

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	85%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	6%
Bus, rail, subway or other public transportation	0%
Walk	3%
Bicycle	1%
Work at home	5%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Bettendorf?	Percent of respondents	Count
Less than 2 years	16%	65
2 to 5 years	19%	77
6 to 10 years	12%	51
11 to 20 years	18%	77
More than 20 years	35%	147
Total	100%	418

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	74%	306
House attached to one or more houses (e.g., a duplex or townhome)	5%	21
Building with two or more apartments or condominiums	21%	87
Mobile home	0%	0
Other	0%	2
Total	100%	416

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	23%	92
Owned by you or someone in this house with a mortgage or free and clear	77%	317
Total	100%	410

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	8%	31
\$300 to \$599 per month	19%	76
\$600 to \$999 per month	27%	109
\$1,000 to \$1,499 per month	23%	92
\$1,500 to \$2,499 per month	16%	62
\$2,500 or more per month	8%	31
Total	100%	401

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	64%	265
Yes	36%	150
Total	100%	416

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	74%	309
Yes	26%	108
Total	100%	416

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	12%	45
\$25,000 to \$49,999	22%	87
\$50,000 to \$99,999	35%	136
\$100,000 to \$149,000	17%	66
\$150,000 or more	13%	52
Total	100%	386

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	394
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	10
Total	100%	403

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	6
Asian, Asian Indian or Pacific Islander	2%	8
Black or African American	1%	6
White	95%	383
Other	2%	8
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	3%	11
25 to 34 years	20%	83
35 to 44 years	17%	69
45 to 54 years	22%	90
55 to 64 years	15%	62
65 to 74 years	12%	51
75 years or older	11%	46
Total	100%	412

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	215
Male	47%	192
Total	100%	407

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	6%	27
Yes	89%	370
Ineligible to vote	1%	6
Don't know	3%	13
Total	100%	415

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	18%	75
Yes	79%	326
Ineligible to vote	2%	7
Don't know	2%	7
Total	100%	415

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	8%	34
Yes	92%	377
Total	100%	411

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	37%	150
Yes	63%	260
Total	100%	411

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	23%	53
Land line	55%	127
Both	22%	50
Total	100%	230

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

SURVEY SAMPLING

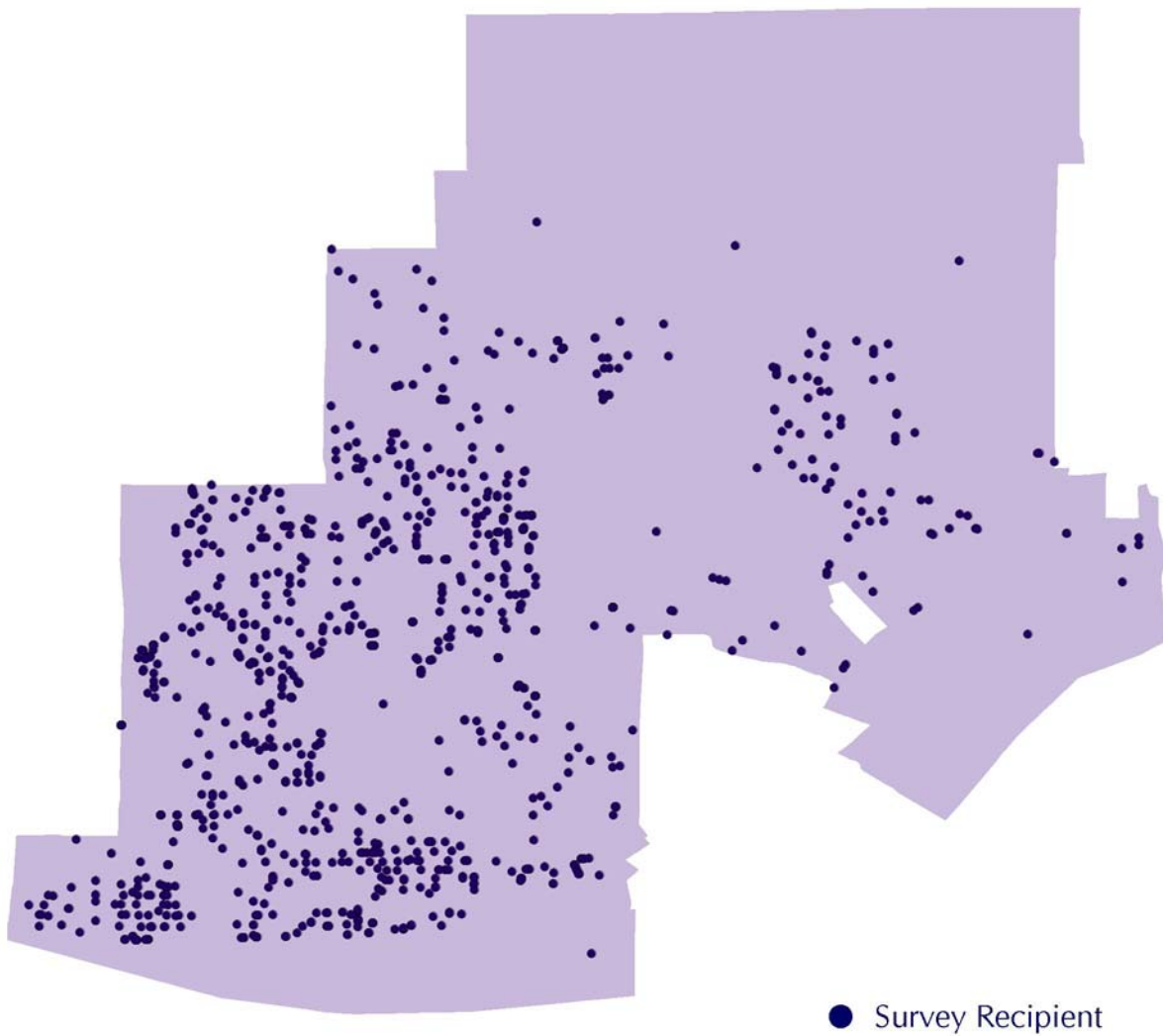
"Sampling" refers to the method by which survey recipients were chosen. All households within the City of Bettendorf were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Bettendorf boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Bettendorf households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using

the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Bettendorf boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Bettendorf. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 91: LOCATION OF SURVEY RECIPIENTS

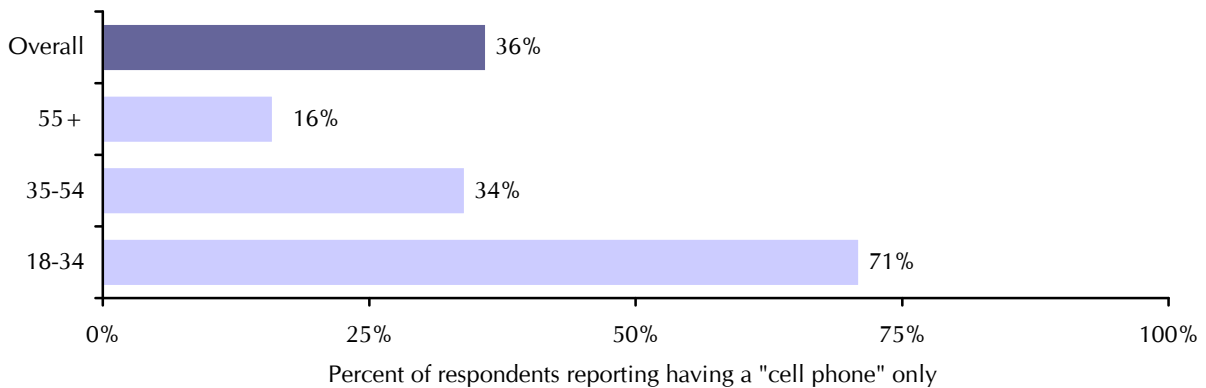
The National Citizen Survey™ Bettendorf, IA 2012



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.³ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Bettendorf has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 92: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN BETTENDORF



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 9, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City administrator inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following four weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Bettendorf survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (426 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the

³ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and 2005-2009 American Community Survey and other population norms for adults in the City of Bettendorf. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing unit type and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Bettendorf, IA Citizen Survey Weighting Table			
Characteristic	Population Norm1	Unweighted Data	Weighted Data
Housing			
Rent home	23%	23%	23%
Own home	77%	77%	77%
Detached unit	74%	65%	74%
Attached unit	26%	35%	26%
Race and Ethnicity			
White	93%	95%	94%
Not white	7%	5%	6%
Not Hispanic	97%	98%	98%
Hispanic	3%	2%	2%
White alone, not Hispanic	91%	93%	93%
Hispanic and/or other race	9%	7%	7%
Sex and Age			
Female	52%	60%	53%
Male	48%	40%	47%
18-34 years of age	23%	10%	23%
35-54 years of age	39%	27%	38%
55+ years of age	38%	64%	39%
Females 18-34	12%	6%	12%
Females 35-54	20%	16%	20%
Females 55+	21%	38%	21%
Males 18-34	11%	4%	11%
Males 35-54	19%	11%	19%
Males 55+	17%	26%	17%

Source: 2010 Census/2005-2009 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who

specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Bettendorf to the Benchmark Database

The City of Bettendorf chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Bettendorf Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Bettendorf results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Bettendorf's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Bettendorf.

Dear Bettendorf Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Bettendorf. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Decker Ploehn
City Administrator

Dear Bettendorf Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Bettendorf. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Decker Ploehn
City Administrator

Dear Bettendorf Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Bettendorf. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Decker Ploehn
City Administrator

Dear Bettendorf Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Bettendorf. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Decker Ploehn
City Administrator



1609 State Street • Bettendorf, Iowa 52722-4937

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



1609 State Street • Bettendorf, Iowa 52722-4937

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



1609 State Street • Bettendorf, Iowa 52722-4937

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



1609 State Street • Bettendorf, Iowa 52722-4937

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



1609 State Street • Bettendorf, Iowa 52722-4937 • (563) 344-4000

April 2012

Dear Bettendorf Resident:

The City of Bettendorf wants to know what you think about our community and municipal government. You have been randomly selected to participate in Bettendorf's 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Bettendorf residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (563) 344-4033.

Please help us shape the future of Bettendorf. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Decker P. Ploehn". The signature is written in a cursive style.

Decker Ploehn
City Administrator



1609 State Street • Bettendorf, Iowa 52722-4937 • (563) 344-4000

April 2012

Dear City of Bettendorf Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Bettendorf wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Bettendorf's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Bettendorf residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (563) 344-4033.

Please help us shape the future of Bettendorf. Thank you for your time and participation.

Sincerely,

Decker Ploehn
City Administrator

The City of Bettendorf 2012 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Bettendorf:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Bettendorf as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Bettendorf as a place to raise children	1	2	3	4	5
Bettendorf as a place to work	1	2	3	4	5
Bettendorf as a place to retire	1	2	3	4	5
The overall quality of life in Bettendorf	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Bettendorf as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Bettendorf.....	1	2	3	4	5
Cleanliness of Bettendorf	1	2	3	4	5
Overall quality of new development in Bettendorf.....	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Bettendorf.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Bettendorf.....	1	2	3	4	5
Ease of bus travel in Bettendorf	1	2	3	4	5
Ease of bicycle travel in Bettendorf.....	1	2	3	4	5
Ease of walking in Bettendorf	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Bettendorf	1	2	3	4	5
Overall image or reputation of Bettendorf.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Bettendorf over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Bettendorf?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Bettendorf:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Bettendorf's downtown area during the day	1	2	3	4	5	6
In Bettendorf's downtown area after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Bettendorf Police Department within the last 12 months?

- No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Bettendorf Police Department?

- Excellent Good Fair Poor Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No Yes Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bettendorf?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Bettendorf public libraries or their services	1	2	3	4	5
Used Bettendorf recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Bettendorf	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television (Channel 9), the Internet or other media	1	2	3	4	5
Read Bettendorf Newsletter <i>City View</i>	1	2	3	4	5
Visited the City of Bettendorf Web site (at www.bettendorf.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Bettendorf	1	2	3	4	5
Participated in a club or civic group in Bettendorf.....	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Less than several times a month

The City of Bettendorf 2012 Citizen Survey

13. Please rate the quality of each of the following services in Bettendorf:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Bettendorf.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Scott County Government.....	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Bettendorf to someone who asks.....	1	2	3	4	5
Remain in Bettendorf for the next five years.....	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

17. Have you had any in-person or phone contact with an employee of the City of Bettendorf Fire Department within the last 12 months?

- No → Go to Question 19
 Yes → Go to Question 18
 Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Bettendorf Fire Department?

- Excellent
 Good
 Fair
 Poor
 Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Bettendorf within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21
 Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Bettendorf in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Bettendorf government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Bettendorf.....	1	2	3	4	5
The overall direction that Bettendorf is taking.....	1	2	3	4	5
The job Bettendorf government does at welcoming citizen involvement.....	1	2	3	4	5

22. 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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Not applicable/ no contact</i>
Public works.....	1	2	3	4	5
Library.....	1	2	3	4	5
Family Museum.....	1	2	3	4	5
Parks and recreation.....	1	2	3	4	5
Community development.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Human resources.....	1	2	3	4	5

The City of Bettendorf 2012 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
- Bus or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Bettendorf?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



1609 State Street • Bettendorf, Iowa 52722

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94

