

The National Citizen Survey™

Bettendorf, IA

Community Livability Report

2014

Contents

About.....	1
Quality of Life in Bettendorf.....	2
Community Characteristics	3
Governance	5
Participation	7
Conclusions	9

The National Citizen Survey™
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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Bettendorf. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

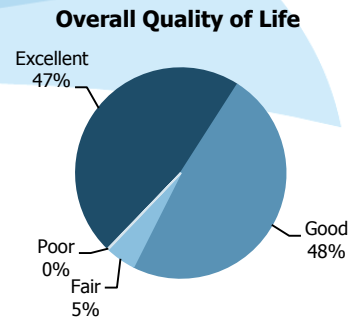
The Community Livability Report provides the opinions of a representative sample of 428 residents of the City of Bettendorf. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Bettendorf

Almost all residents rated the quality of life in Bettendorf as excellent or good. This rating was higher than the national benchmark comparison (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.



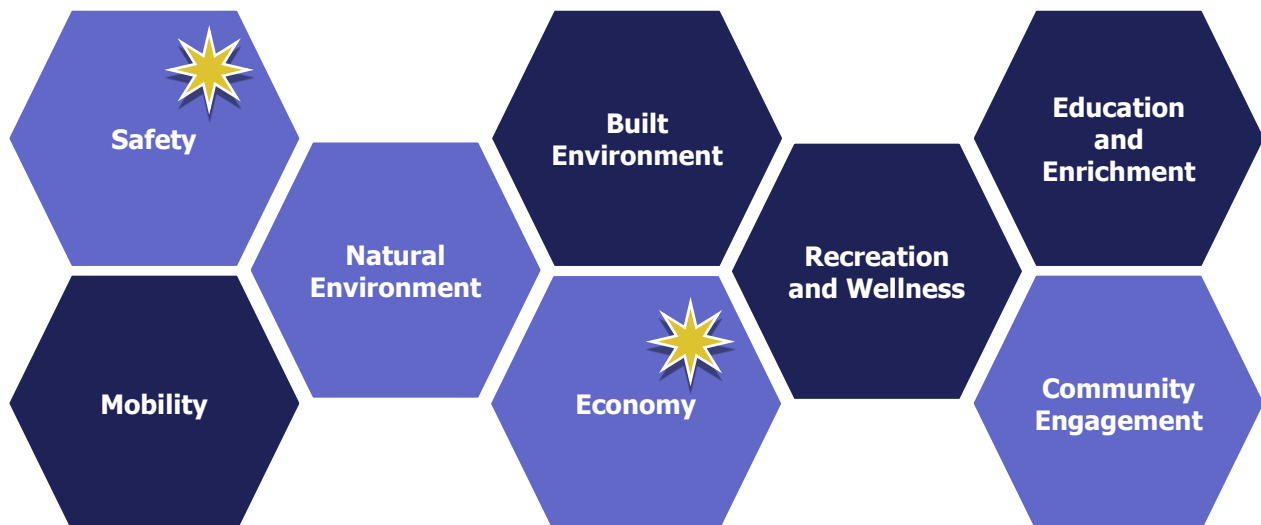
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Bettendorf community in the coming two years. Ratings for these two facets, along with Natural Environment and Community Engagement were positive and similar to other communities. It is noteworthy that Bettendorf residents gave particularly strong ratings to Mobility, Built Environment, Recreation and Wellness and Education and Enrichment. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Bettendorf's unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



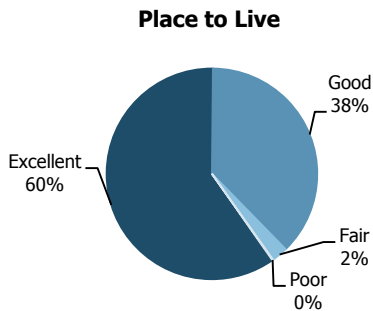
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Bettendorf, 97% rated the City as an excellent or good place to live. Respondents' ratings of Bettendorf as a place to live were higher than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Bettendorf as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Bettendorf and its overall appearance. At least 9 in 10 respondents gave excellent or good ratings to the overall image of Bettendorf, their neighborhoods, Bettendorf as a place to raise children and the overall appearance of Bettendorf. These ratings were all higher than the national benchmark. Bettendorf as a place to retire was rated positively by about three-quarters of respondents and was similar to the national benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Almost all aspects of Community Characteristics were rated positively by a majority of respondents and all were similar to or higher than the benchmark comparison. All aspects within the facet of Mobility were higher than the benchmark, and ratings within this facet ranged from 69% to 93% excellent or good. The overall ease of travel was rated most highly. Natural Environment was another particularly strong facet; all aspects were above the benchmark and were rated excellent or good by at least 9 in 10 respondents. Recreation and Wellness was another facet that had all ratings higher than the benchmarks. Ratings within Economy were mixed, while no ratings were lower than the benchmark, ratings for vibrant downtown/commercial areas were only rated positively by 32% of respondents. However, 90% of respondents gave high ratings to the overall economic health of Bettendorf.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

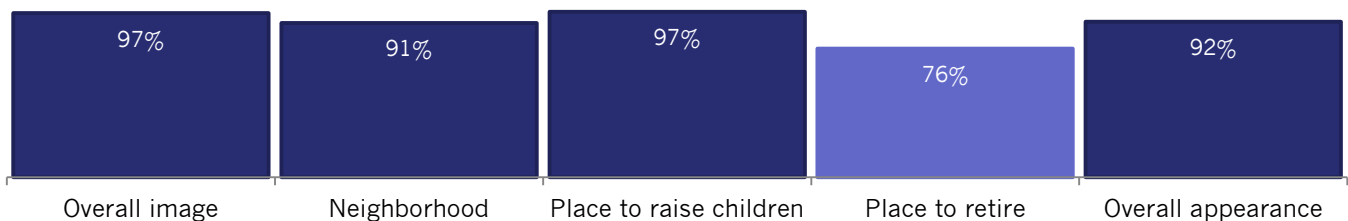
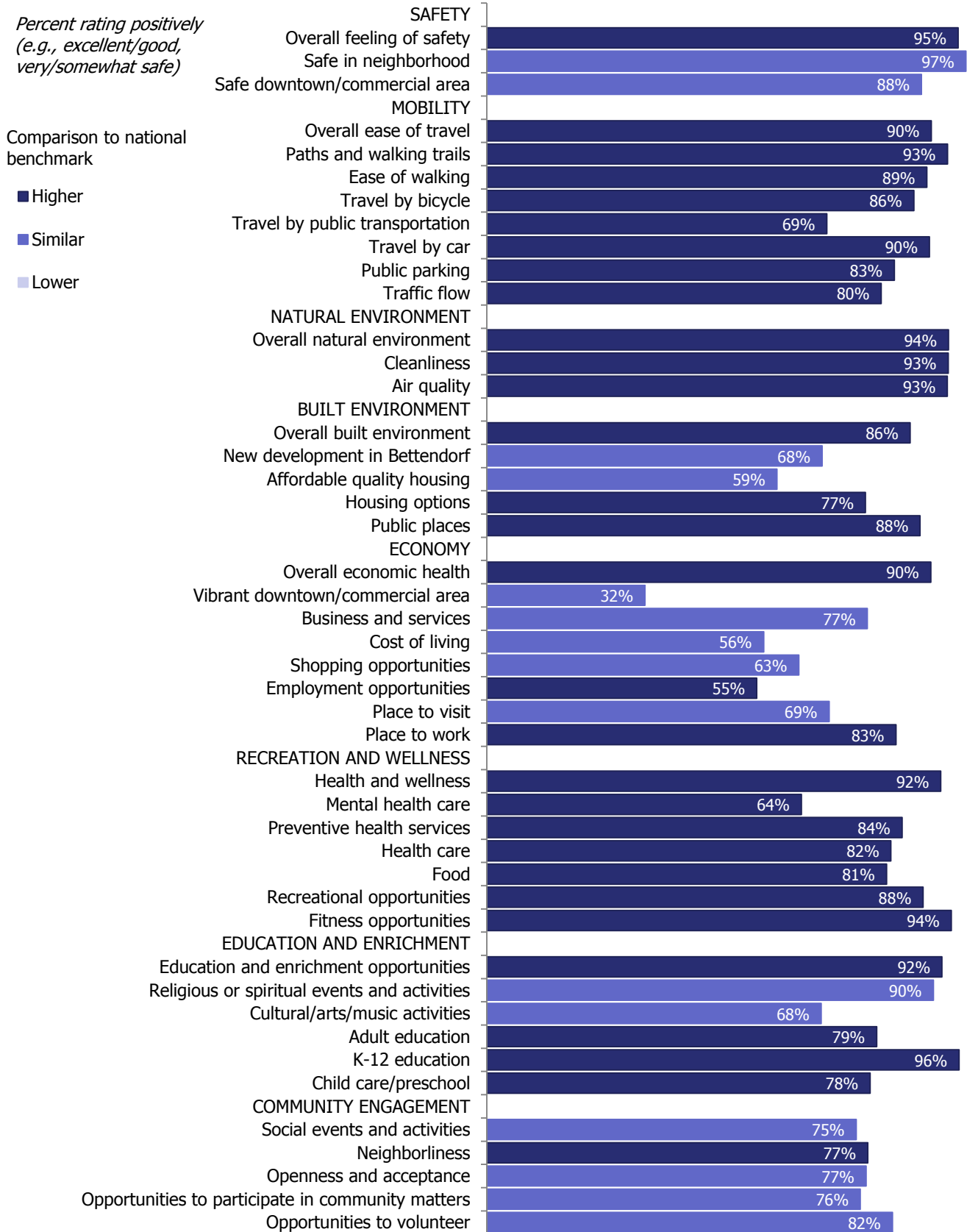


Figure 1: Aspects of Community Characteristics



Governance

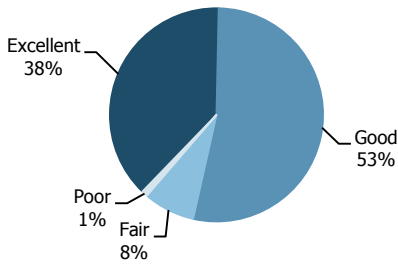
How well does the government of Bettendorf meet the needs and expectations of its residents?

The overall quality of the services provided by Bettendorf as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About 91% gave excellent or good ratings to the overall quality of City services; this rating was higher than the benchmark comparison. In contrast, only 38% gave positive ratings to the overall quality of services provided by the Federal government.

Survey respondents also rated various aspects of Bettendorf’s leadership and governance. About three-quarters of residents gave high ratings to the value of services for taxes paid, the overall direction Bettendorf is taking, welcoming citizen involvement, confidence in City government, acting in the best interest of Bettendorf, being honest and treating all residents fairly. These ratings were all higher than the benchmark comparison.

Respondents evaluated over 30 individual services and amenities available in Bettendorf. All aspects of Governance were rated positively by a majority of residents and were similar to or higher than the benchmark comparisons. Ratings within the facets of Economy, Recreation and Wellness and Community Engagement were all higher than the benchmark comparison. At least 4 in 5 residents gave excellent or good ratings to: police services, fire services, ambulance/EMS, crime prevention, fire prevention, snow removal, garbage collection, recycling, sewer services, power utility, City parks, recreation programs, recreation centers and public libraries.

Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

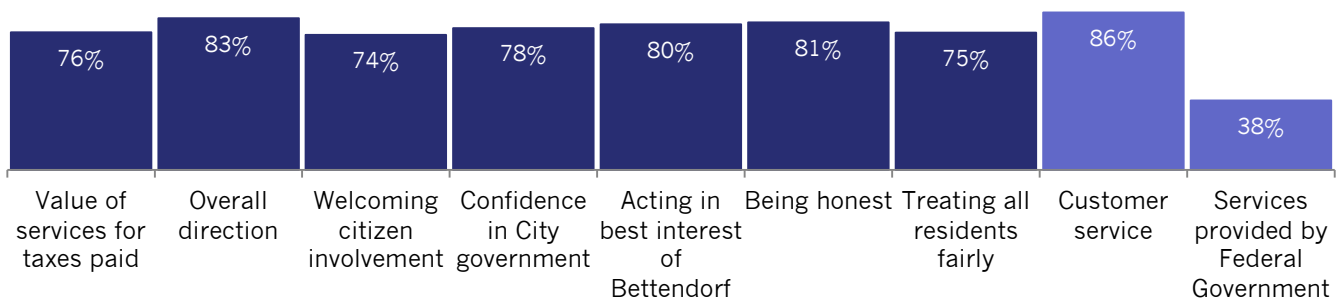
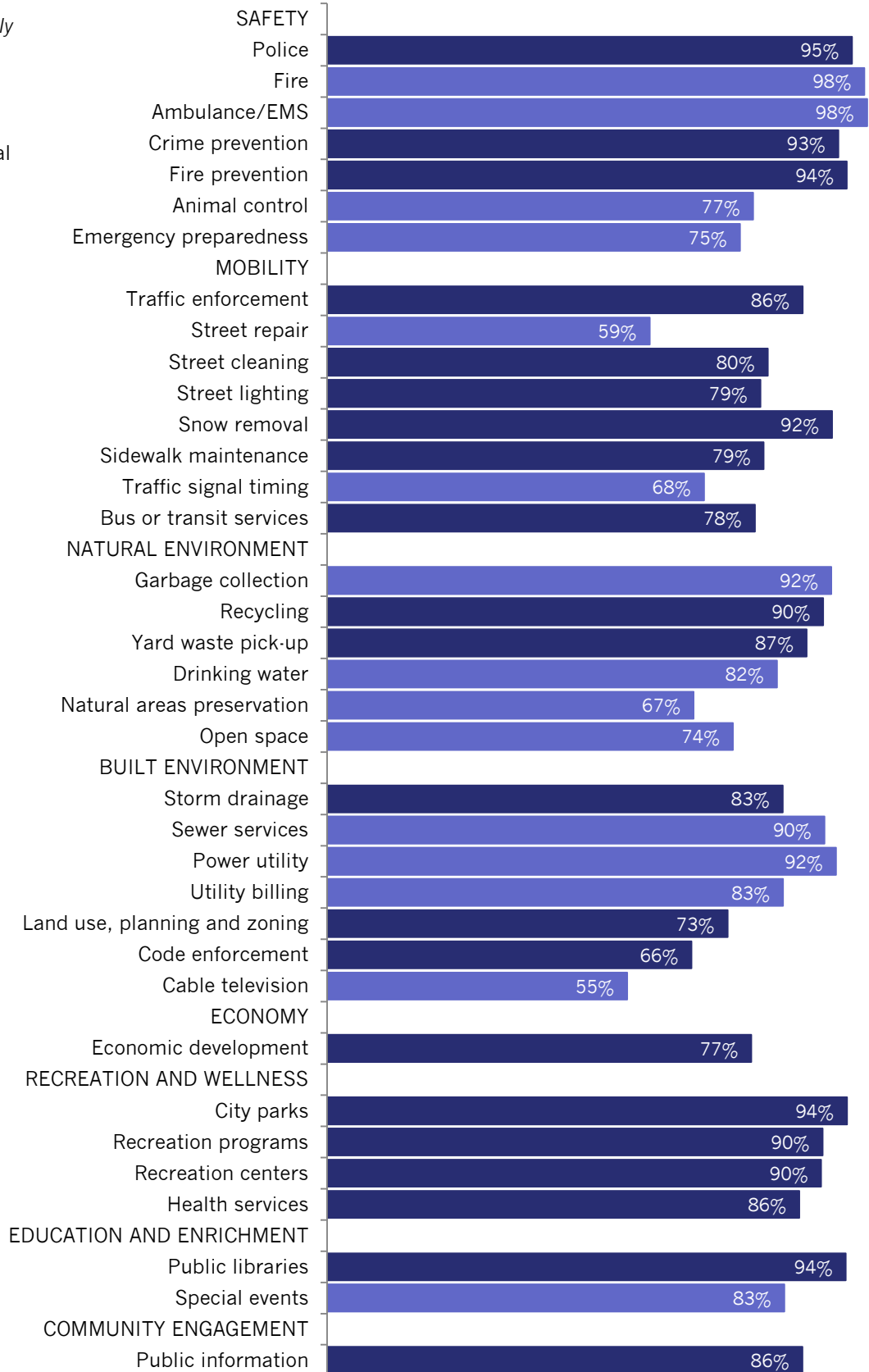


Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



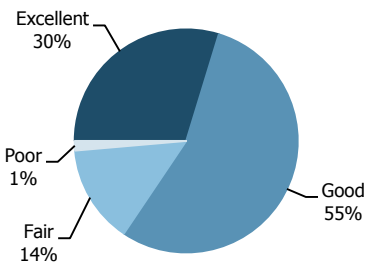
Participation

Are the residents of Bettendorf connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. About 85% of respondents gave excellent or good ratings to the sense of community in Bettendorf; this was higher than in comparison communities. Almost all residents would recommend living in Bettendorf and almost all planned to remain in Bettendorf for the next five years. Both of these ratings were higher than the benchmark and the percent of respondents that would recommend living in Bettendorf increased from 2012 to 2014 (see *Trends over Time* report under separate cover).

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Most rates of participation were similar to comparison communities. However, fewer Bettendorf residents had stocked supplies for an emergency, used public transportation or worked in Bettendorf. Bettendorf residents were less likely to be under housing cost stress than residents in comparison communities. Almost all respondents were not crime victims, recycled at home, purchased goods or services in Bettendorf, talked to or visited with their neighbors, had done a favor for a neighbor and read or watched local news.

Sense of Community



*Percent rating positively
(e.g., very/somewhat likely,
yes)*

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower

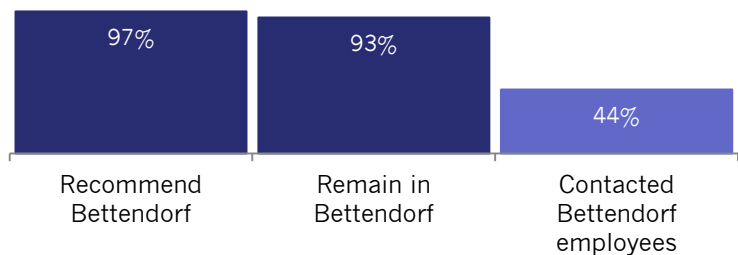
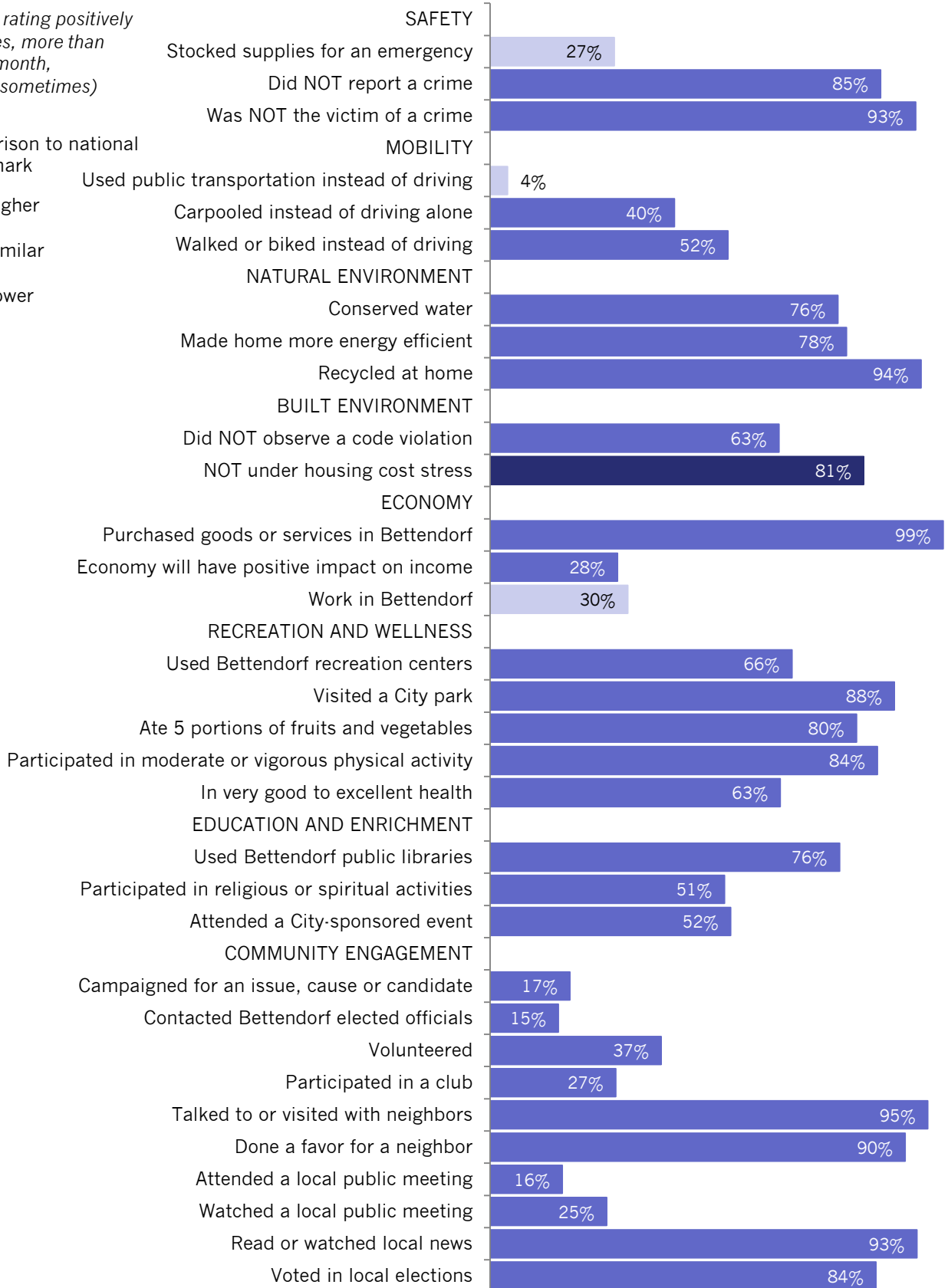


Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Conclusions

Bettendorf residents continue to enjoy an exceptional quality of life.

Almost all residents rated their overall quality of life as excellent or good and at least 9 in 10 would be likely to recommend Bettendorf as a place to live to someone who asks. These ratings were all higher than the national benchmark, and had either remained stable or increased from 2012 to 2014. Bettendorf as a place to live, as a place to raise children, the overall image of Bettendorf, neighborhoods and the overall appearance of Bettendorf received high ratings from about 9 in 10 respondents. All of the aspects that aid in community livability were rated positively and remained stable or increased from 2012 to 2014.

Residents feel safe in Bettendorf.

Safety was an important feature of the community for residents and most residents wanted the City to continue to provide excellent safety services and amenities. About 9 in 10 respondents felt safe overall, in their neighborhoods and in downtown/commercial areas. Residents rated safety services highly (all ratings were similar to or higher than the national benchmark) and most participants were not a victim of a crime or did not report a crime. Safety services also received very high ratings from residents. Safety ratings remained stable from 2012 to 2014.

The Economy is important to the community.

Residents believed that the economy is an important community feature to focus on over the next two years. Participants felt very positive about the overall economic health of the community and also gave high ratings to economic development in Bettendorf (this rating increased from 2012 to 2014). Shopping opportunities were rated positively, as was Bettendorf as a place to work. About half of participants felt that employment opportunities were excellent or good, a rating that is higher than comparison communities.