



# CITY OF URBANDALE, IA 2011

Report of Geographic Subgroup Comparisons

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## **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 survey and its administration are standardized to assure high quality survey methods and 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.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Urbandale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Urbandale staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### “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.

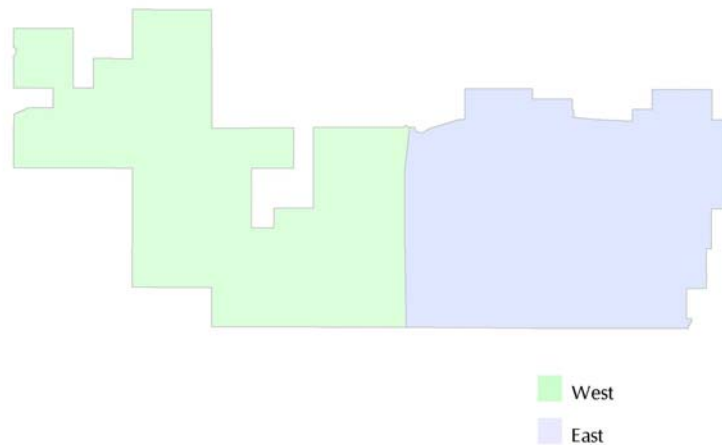
### UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (399 completed surveys). For each area of Urbandale (East or West) the margin of error rises to approximately + or - 11% since sample sizes were approximately 325 for the Eastern section of the city and 74 for Western section.

The National Citizen Survey™ Urbandale, IA 2011  
Geographic Comparison Areas



## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")			
Please rate each of the following aspects of quality of life in Urbandale:	Area		
	East	West	Overall
Urbandale as a place to live	98%	92%	96%
Your neighborhood as a place to live	93%	97%	93%
Urbandale as a place to raise children	96%	96%	96%
Urbandale as a place to work	85%	83%	85%
Urbandale as a place to retire	81%	80%	81%
The overall quality of life in Urbandale	96%	92%	95%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Urbandale as a whole:	Area		
	East	West	Overall
Sense of community	78%	67%	76%
Openness and acceptance of the community towards people of diverse backgrounds	79%	71%	78%
Overall appearance of Urbandale	92%	81%	90%
Cleanliness of Urbandale	92%	89%	92%
Overall quality of new development in Urbandale	86%	85%	86%
Variety of housing options	80%	75%	79%
Overall quality of business and service establishments in Urbandale	81%	67%	78%
Shopping opportunities	69%	42%	63%
Opportunities to attend cultural activities	45%	28%	41%
Recreational opportunities	72%	69%	71%
Employment opportunities	54%	59%	55%
Educational opportunities	77%	85%	79%
Opportunities to participate in social events and activities	73%	54%	69%
Opportunities to participate in religious or spiritual events and activities	84%	72%	82%
Opportunities to volunteer	80%	76%	79%
Opportunities to participate in community matters	79%	68%	77%

**Question 2: Community Characteristics (Percent "excellent" or "good")**

Please rate each of the following characteristics as they relate to Urbandale as a whole:	Area		
	East	West	Overall
Ease of car travel in Urbandale	86%	90%	87%
Ease of bus travel in Urbandale	50%	21%	45%
Ease of bicycle travel in Urbandale	75%	72%	74%
Ease of walking in Urbandale	88%	87%	88%
Availability of paths and walking trails	89%	90%	89%
Traffic flow on major streets	79%	69%	77%
Amount of public parking	79%	73%	78%
Availability of affordable quality housing	76%	70%	75%
Availability of affordable quality child care	71%	67%	70%
Availability of affordable quality health care	78%	76%	77%
Availability of affordable quality food	82%	80%	82%
Availability of preventive health services	84%	81%	83%
Air quality	94%	98%	95%
Quality of overall natural environment in Urbandale	90%	84%	89%
Overall image or reputation of Urbandale	91%	89%	91%

**Question 3: Growth (Percent of respondents)**

Please rate the speed of growth in the following categories in Urbandale over the past 2 years:	Area		
	East	West	Overall
Population growth too fast	18%	24%	19%
Retail growth too slow	39%	46%	41%
Job growth too slow	77%	51%	73%

**Question 4: Code Enforcement (Percent a "major" problem)**

	Area		
	East	West	Overall
Run down buildings, weed lots or junk vehicle a major problem in Urbandale	2%	2%	2%

Question 5: Community Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel from the following in Urbandale:	Area		
	East	West	Overall
Violent crime (e.g., rape, assault, robbery)	89%	91%	89%
Property crimes (e.g., burglary, theft)	83%	82%	83%
Environmental hazards, including toxic waste	93%	85%	91%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel:	Area		
	East	West	Overall
In your neighborhood during the day	99%	95%	98%
In your neighborhood after dark	94%	90%	93%
In Urbandale's downtown area during the day	95%	79%	92%
In Urbandale's downtown area after dark	83%	57%	79%

Question 7: Contact with Police Department (Percent "yes")			
	Area		
	East	West	Overall
Have you had any in-person or phone contact with an employee of the City of Urbandale Police Department within the last 12 months?	28%	36%	30%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")			
	Area		
	East	West	Overall
What was your overall impression of your most recent contact with the City of Urbandale Police Department?	91%	89%	91%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")			
	Area		
	East	West	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	6%	4%	5%
If yes, was this crime (these crimes) reported to the police?	70%	100%	74%

**Question 11: Resident Behaviors (Percent at least once in past 12 months)**

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Urbandale?	Area		
	East	West	Overall
Used Urbandale public libraries or their services	76%	73%	76%
Used Urbandale recreation centers	50%	42%	49%
Participated in a recreation program or activity	41%	29%	38%
Visited a neighborhood park or City park	86%	90%	87%
Ridden a local bus within Urbandale	3%	4%	4%
Attended a meeting of local elected officials or other local public meeting	12%	12%	12%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	18%	13%	17%
Read Urbandale Newsletter	90%	87%	90%
Visited the City of Urbandale Web site (at www.urbandale.org)	58%	79%	62%
Recycled used paper, cans or bottles from your home	88%	97%	89%
Volunteered your time to some group or activity in Urbandale	33%	36%	34%
Participated in religious or spiritual activities in Urbandale	41%	38%	41%
Participated in a club or civic group in Urbandale	21%	20%	21%
Provided help to a friend or neighbor	92%	98%	93%

**Question 12: Neighborliness (Percent at least several times a week)**

	Area		
	East	West	Overall
Visit with neighbors at least several times a week	50%	57%	51%

**Question 13: Service Quality (Percent "excellent" or "good")**

Please rate the quality of each of the following services in Urbandale:	Area		
	East	West	Overall
Police services	93%	91%	92%
Fire services	96%	94%	96%
Ambulance or emergency medical services	96%	97%	96%
Crime prevention	91%	87%	90%
Fire prevention and education	91%	94%	91%
Traffic enforcement	87%	78%	86%



Question 13: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Urbandale:	Area		
	East	West	Overall
Street repair	61%	69%	62%
Street cleaning	77%	79%	77%
Street lighting	75%	79%	76%
Snow removal	81%	80%	81%
Sidewalk maintenance	74%	76%	75%
Traffic signal timing	59%	60%	59%
Bus or transit services	61%	30%	55%
Garbage collection	95%	96%	95%
Recycling	93%	94%	93%
Yard waste pick-up	97%	98%	97%
Storm drainage	82%	83%	82%
Drinking water	91%	85%	89%
Sewer services	90%	89%	90%
Power (electric and/or gas) utility	93%	93%	93%
City parks	94%	93%	94%
Recreation programs or classes	85%	75%	83%
Recreation centers or facilities	83%	69%	80%
Land use, planning and zoning	74%	61%	71%
Code enforcement (weeds, abandoned buildings, etc.)	70%	71%	70%
Animal control	80%	78%	79%
Economic development	72%	59%	69%
Health services	84%	78%	83%
Services to seniors	86%	81%	85%
Services to youth	82%	79%	81%
Services to low-income people	65%	63%	64%
Public library services	94%	92%	94%
Public information services	82%	72%	80%
Public schools	88%	87%	88%
Cable television	63%	57%	62%

Question 13: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Urbandale:	Area		
	East	West	Overall
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	69%	78%
Preservation of natural areas such as open space, farmlands and greenbelts	75%	75%	75%

Question 14: Government Services Overall (Percent "excellent" or "good")			
Overall, how would you rate the quality of the services provided by each of the following?	Area		
	East	West	Overall
The City of Urbandale	91%	85%	90%
The Federal Government	41%	47%	42%
The State Government	50%	65%	53%
Polk County Government	56%	60%	56%
Dallas County Government	58%	79%	65%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)			
Please indicate how likely or unlikely you are to do each of the following:	Area		
	East	West	Overall
Recommend living in Urbandale to someone who asks	97%	88%	95%
Remain in Urbandale for the next five years	89%	91%	89%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)			
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:	Area		
	East	West	Overall
	15%	9%	14%

Question 17: Contact with Fire Department (Percent "yes")			
Have you had any in-person or phone contact with an employee of the City of Urbandale Fire Department within the last 12 months?	Area		
	East	West	Overall
	8%	6%	8%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")			
	Area		
	East	West	Overall
What was your overall impression of your most recent contact with the City of Urbandale Fire Department?	100%	100%	100%

Question 19: Contact with City Employees (Percent "yes")			
	Area		
	East	West	Overall
Have you had any in-person, phone or email with an employee of the City of Urbandale within the last 12 months (including police, receptionists, planners or any others)?	38%	54%	42%

Question 20: City Employees (Percent "excellent" or "good")			
What was your impression of the employee(s) of the City of Urbandale in your most recent contact?	Area		
	East	West	Overall
Knowledge	90%	84%	89%
Responsiveness	86%	83%	85%
Courtesy	90%	90%	90%
Overall impression	84%	81%	83%

Question 21: Government Performance (Percent "excellent" or "good")			
Please rate the following categories of Urbandale government performance:	Area		
	East	West	Overall
The value of services for the taxes paid to Urbandale	78%	65%	75%
The overall direction that Urbandale is taking	87%	72%	84%
The job Urbandale government does at welcoming citizen involvement	71%	56%	68%

Question 22a: Custom Question 1				
		Area		
		East	West	Overall
The City of Urbandale is considering renovating the Urbandale Swimming pool or replacing it with a new pool. Please select which of the following statements best reflects your view:	I am willing to continue to pay the current subsidy (about \$9.07 per year, based on a \$170,000 home) to keep the indoor pool open.	52%	37%	49%
	I am willing to increase the subsidy to \$20 per year, in order to cover the cost of renovations to the indoor pool.	23%	20%	23%
	I am willing to increase the subsidy to \$50 per year, in order to cover the cost of a new indoor pool.	12%	13%	12%
	I am not willing to pay any subsidy, which would result in the closing of the current pool.	13%	30%	16%
	Overall	100%	100%	100%

Question 22b: Custom Question 2(Percent 'somewhat' or 'strongly' support)				
		Area		
		East	West	Overall
The State of Iowa currently provides financial incentives for economic development (e.g. tax incentives, forgivable loans). The State may cut this funding. If that occurs, the City of Urbandale may provide financial incentives to companies to relocate to Urbandale. (e.g. tax incentives, low interest loans). Please indicate the extent to which you would support or oppose the City taking such action.		83%	82%	83%

Question 22c: Custom Question 3 (percent 'somewhat' or 'completely' meeting needs)			
Overall, to what extent do you think parks, trails, recreation facilities and programs provided in Urbandale are currently meeting the needs of the community, if at all?	Area		
	East	West	Overall
Parks	98%	97%	98%
Trails	97%	98%	97%
Playgrounds	98%	98%	98%
Tennis courts	95%	83%	93%
Green space	96%	96%	96%
Senior programming	93%	100%	94%
Indoor swimming pool	92%	85%	90%
Shelter rental facilities	94%	100%	95%
Recreation & community education programs and activities	96%	88%	94%