

THE NCS™

The National Community Survey™

Urbandale, IA

*Comparisons by Geographic Subgroups
2020*



POWERED BY POLCO

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About the Geographic Comparisons

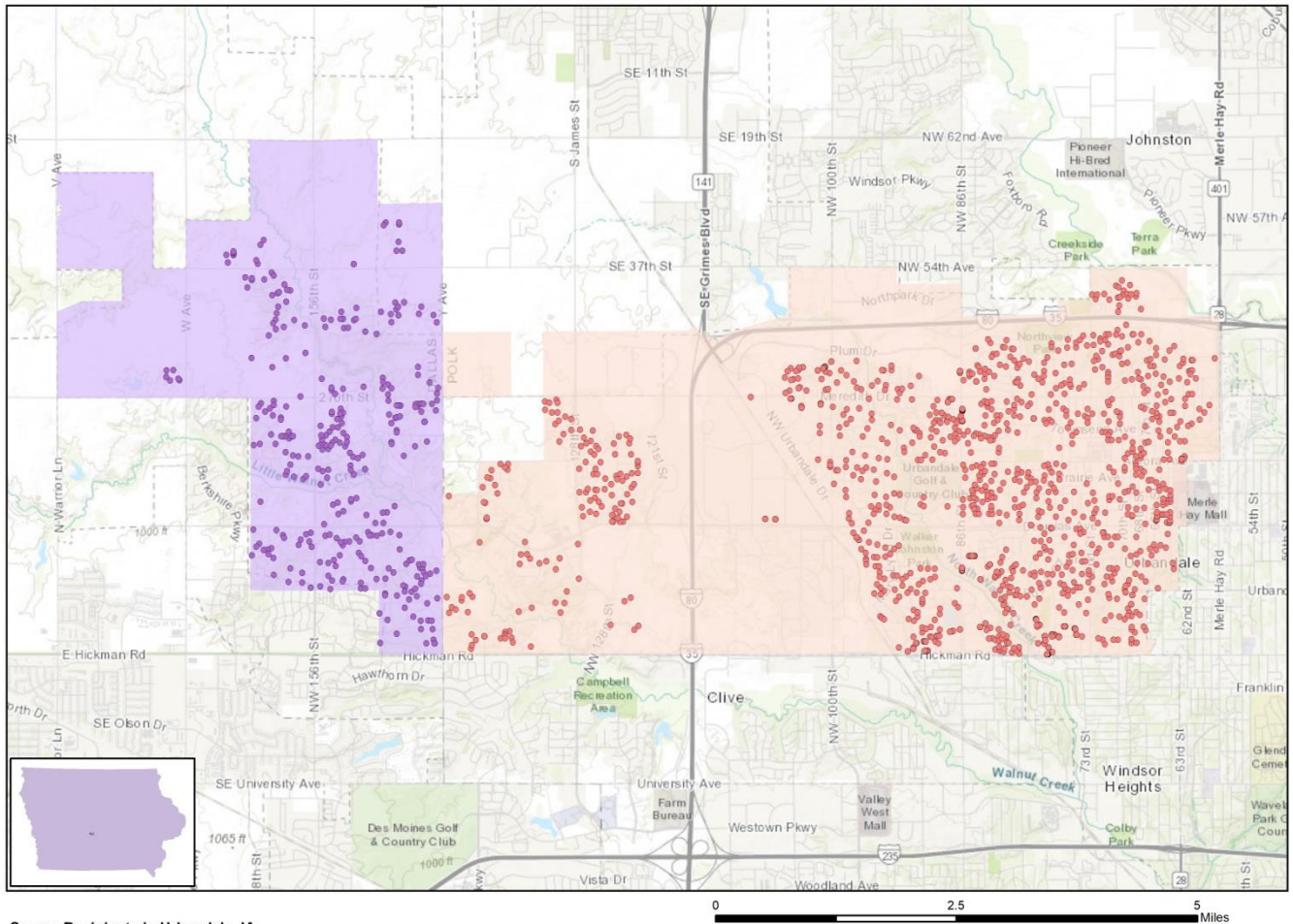
The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Urbandale's Comparisons by Geographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by County.

Polk County and Dallas County were tracked for comparison and the number of completed surveys for each are in the figure below.

FIGURE 1: GEOGRAPHIC AREAS

County	Number of Completed Surveys
Polk County	314
Dallas County	89

FIGURE 2: LOCATION OF SURVEY RECIPIENTS



Survey Recipients in Urbandale, IA

- In Dallas Co. Dallas Co.
- In Polk Co. Polk Co.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized 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 participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by County. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an uppercase letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 1 on the following page, respondents in Dallas County (B) were more likely to recommend living in Urbandale to someone who asks compared to respondents in Polk County (A), as denoted by the “A” listed in the cell of the ratings for Dallas County.

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TABLE 1: QUALITY OF LIFE

Percent rating positively (e.g., excellent/good, very/somewhat likely)	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Overall image or reputation of Urbandale	87%	85%	87%
The overall quality of life in Urbandale	92%	97%	93%
Urbandale as a place to live	94%	98%	95%
Recommend living in Urbandale to someone who asks	91%	98% A	92%
Remain in Urbandale for the next five years	88%	84%	87%

TABLE 2: GOVERNANCE

Percent rating positively (e.g., excellent/good)	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Overall confidence in Urbandale government	77%	69%	76%
The overall direction that Urbandale is taking	77%	71%	76%
The value of services for the taxes paid to Urbandale	74% B	61%	72%
Generally acting in the best interest of the community	81% B	68%	79%
Being honest	80%	90%	82%
Being open and transparent to the public	72%	89% A	76%
Informing residents about issues facing the community	64%	55%	62%
The job Urbandale government does at welcoming resident involvement	67%	58%	66%
Treating all residents fairly	76%	83%	77%
Treating residents with respect	81%	85%	82%
Overall customer service by Urbandale employees (police, receptionists, planners, etc.)	90%	86%	90%

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Percent rating positively (e.g., excellent/good)	County		Overall (A)
	Polk County (A)	Dallas County (B)	
	Public information services	79%	90%
The City of Urbandale	88%	87%	88%
The Federal Government	42%	38%	41%

TABLE 3: ECONOMY

Percent rating positively (e.g., excellent/good, very/somewhat positive)	County		Overall (A)
	Polk County (A)	Dallas County (B)	
	Overall economic health of Urbandale	90%	87%
Economic development	78%	73%	76%
Overall quality of business and service establishments in Urbandale	81% B	60%	77%
Variety of business and service establishments in Urbandale	73% B	56%	70%
Vibrancy of downtown/commercial area	49%	45%	48%
Shopping opportunities	56%	52%	55%
Urbandale as a place to visit	72% B	46%	67%
Urbandale as a place to work	89% B	77%	87%
Employment opportunities	62%	55%	61%
Cost of living in Urbandale	69%	67%	69%
Economy will have positive impact on income	28%	23%	27%
NOT under housing cost stress	75%	90% A	77%

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TABLE 4: MOBILITY

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	County		Overall (A)
	Polk County (A)	Dallas County (B)	
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Urbandale	82% B	60%
Traffic flow on major streets	79%	72%	78%
Ease of travel by car in Urbandale	93%	93%	93%
Ease of travel by public transportation in Urbandale	38%	26%	36%
Ease of travel by bicycle in Urbandale	72%	68%	72%
Ease of walking in Urbandale	85%	80%	84%
Ease of public parking	85%	88%	85%
Bus or transit services	48%	33%	46%
Traffic enforcement	78%	79%	78%
Traffic signal timing	63%	60%	63%
Street repair	58%	57%	58%
Street cleaning	78%	77%	78%
Street lighting	79%	85%	80%
Snow removal	77%	77%	77%
Sidewalk maintenance	74%	81%	76%
Used bus, rail, subway, or other public transportation instead of driving	7%	2%	6%
Carpooled with other adults or children instead of driving alone	32%	34%	32%
Walked or biked instead of driving	63% B	49%	60%

TABLE 5: COMMUNITY DESIGN

Percent rating positively (e.g., excellent/good)	County		Overall (A)
	Polk County (A)	Dallas County (B)	
	Overall design or layout of Urbandale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	85% B	61%
Overall appearance of Urbandale	84%	89%	85%
Your neighborhood as a place to live	91%	96%	92%
Overall quality of new development in Urbandale	75%	80%	76%
Well-planned residential growth	79% B	65%	76%
Well-planned commercial growth	71% B	54%	67%
Well-designed neighborhoods	78%	68%	76%
Preservation of the historical or cultural character of the community	67% B	49%	64%
Public places where people want to spend time	76%	71%	75%
Variety of housing options	74%	84%	76%
Availability of affordable quality housing	62%	52%	60%
Land use, planning, and zoning	72% B	55%	68%
Code enforcement (weeds, abandoned buildings, etc.)	57%	61%	58%

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TABLE 6: UTILITIES

Percent rating positively (e.g., excellent/good)	County		Overall (A)
	Polk County (A)	Dallas County (B)	
	Overall quality of the utility infrastructure in Urbandale (water, sewer, storm water, electric/gas)	88%	88%
Affordable high-speed internet access	54%	64%	56%
Power (electric and/or gas) utility	86%	92%	88%
Garbage collection	93%	99% A	94%
Drinking water	88%	85%	87%
Sewer services	91%	95%	92%
Storm water management (storm drainage, dams, levees, etc.)	81%	94% A	84%
Utility billing	81%	88%	83%

TABLE 7: SAFETY

Percent rating positively (e.g., excellent/good, very/somewhat safe)	County		Overall (A)
	Polk County (A)	Dallas County (B)	
	Overall feeling of safety in Urbandale	86%	96% A
Police services	90%	91%	91%
Crime prevention	88%	94%	90%
Animal control	87%	90%	87%
Ambulance or emergency medical services	93%	95%	93%
Fire services	95%	94%	95%
Fire prevention and education	85%	86%	85%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	76%	79%
Feel safe in your neighborhood during the day	95%	98%	96%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Feel safe in Urbandale's downtown/commercial area during the day	92%	95%	93%
Feel safe from property crime	87%	97% A	89%
Feel safe from violent crime	94%	98%	95%
Feel safe from fire, flood, or other natural disaster	86%	78%	84%

TABLE 8: NATURAL ENVIRONMENT

Percent rating positively (e.g., excellent/good)	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Overall quality of natural environment in Urbandale	90%	88%	89%
Cleanliness of Urbandale	90%	95%	91%
Water resources (beaches, lakes, ponds, riverways, etc.)	51% B	34%	47%
Air quality	92%	90%	91%
Preservation of natural areas (open space, farmlands, and greenbelts)	75%	66%	74%
Urbandale open space	78%	68%	76%
Recycling	83%	78%	82%
Yard waste pick-up	87%	97% A	88%

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TABLE 9: PARKS AND RECREATION

Percent rating positively (e.g., excellent/good)	County		Overall (A)
	Polk County (A)	Dallas County (B)	
	Overall quality of parks and recreation opportunities	92%	87%
Availability of paths and walking trails	88%	89%	88%
City parks	90%	90%	90%
Recreational opportunities	73%	65%	72%
Recreation programs or classes	78% B	55%	75%
Recreation centers or facilities	72%	67%	71%
Fitness opportunities (including exercise classes and paths or trails, etc.)	84%	80%	83%

TABLE 10: HEALTH AND WELLNESS

Percent rating positively (e.g., excellent/good, excellent/very good)	County		Overall (A)
	Polk County (A)	Dallas County (B)	
	Overall health and wellness opportunities in Urbandale	84%	78%
Health services	83%	80%	82%
Availability of affordable quality health care	84%	79%	83%
Availability of preventive health services	80%	80%	80%
Availability of affordable quality mental health care	62%	61%	62%
Availability of affordable quality food	78%	79%	78%
Would you say that in general your health is:	77%	81%	77%

TABLE 11: EDUCATION, ARTS, AND CULTURE

Percent rating positively (e.g., excellent/good)	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Overall opportunities for education, culture, and the arts	72% B	45%	67%
Opportunities to attend cultural/arts/music activities	47% B	32%	44%
Community support for the arts	58% B	38%	54%
Availability of affordable quality childcare/preschool	70%	59%	68%
K-12 education	81%	86%	82%
Adult educational opportunities	67% B	47%	64%
Opportunities to attend special events and festivals	65% B	37%	60%
Public library services	91%	95%	92%

TABLE 12: INCLUSIVITY AND ENGAGEMENT

Percent rating positively (e.g., excellent/good)	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Residents' connection and engagement with their community	68% B	45%	64%
Sense of community	77% B	55%	73%
Sense of civic/community pride	78% B	65%	76%
Neighborliness of residents in Urbandale	77% B	63%	75%
Urbandale as a place to raise children	95%	98%	96%

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Percent rating positively (e.g., excellent/good)	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Urbandale as a place to retire	81%	71%	79%
Openness and acceptance of the community toward people of diverse backgrounds	71% B	53%	68%
Making all residents feel welcome	82%	80%	82%
Attracting people from diverse backgrounds	71% B	54%	67%
Valuing/respecting residents from diverse backgrounds	74% B	61%	72%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	73%	74%	73%
Opportunities to participate in social events and activities	69% B	46%	65%
Opportunities to volunteer	73% B	59%	70%
Opportunities to participate in community matters	69% B	47%	66%

TABLE 13: PARTICIPATION

Percent rating positively (e.g., yes in the last 12 months)	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Contacted the City of Urbandale (in-person, phone, email or web) for help or information	48%	54%	50%
Contacted Urbandale elected officials (in-person, phone, email or web) to express your opinion	13%	15%	13%
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	14%	12%	14%
Watched (online or on television) a local public meeting	12%	13%	12%
Volunteered your time to some group/activity in Urbandale	27%	20%	26%

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Percent rating positively (e.g., yes in the last 12 months)	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Campaigned or advocated for a local issue, cause or candidate	14%	14%	14%
Voted in your most recent local election	76%	78%	77%

TABLE 14: ONLINE ENGAGEMENT

Percent rating positively (e.g., at least once every few weeks)	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Access the internet from your home using a computer, laptop or tablet computer	98%	100%	98%
Access the internet from your cell phone	95%	95%	95%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	85%	89%	86%
Use or check email	100%	100%	99%
Share your opinions online	36% B	22%	33%
Shop online	51%	68% A	55%

TABLE 15: COMMUNITY FOCUS AREAS

Percent rating positively (e.g., essential/very important)	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Overall economic health of Urbandale	91% B	77%	88%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Urbandale	74%	71%	73%
Overall design or layout of Urbandale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	70%	79%	72%
Overall quality of the utility infrastructure in Urbandale (water, sewer, storm water, electric/gas)	92% B	78%	89%

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Percent rating positively (e.g., essential/very important)	County		Overall
	Polk County	Dallas County	(A)
	(A)	(B)	
Overall feeling of safety in Urbandale	92% B	80%	89%
Overall quality of natural environment in Urbandale	85% B	62%	80%
Overall quality of parks and recreation opportunities	84% B	70%	81%
Overall health and wellness opportunities in Urbandale	79% B	57%	75%
Overall opportunities for education, culture and the arts	74% B	59%	72%
Residents' connection and engagement with their community	74% B	53%	70%

TABLE 16: QUESTION 13

Percent who had contact at least one time over last 12 months).	County		Overall
	Polk County	Dallas County	(A)
	(A)	(B)	
If you had contact with the City of Urbandale Police Department, please indicate about how many times you've been in contact over the last 12 months.	30%	27%	30%

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TABLE 17: QUESTION 14

Based on your most recent contact with a member of the Urbandale Police Department, please rate each of the following aspects of the employee with whom you had contact. (Percent rating as "excellent" or "good").	County		Overall
	Polk County	Dallas County	(A)
	(A)	(B)	
Fairness	89%	97%	90%
Responsiveness to requests and/or needs	88%	71%	85%
Level of interest in addressing your concerns	81%	71%	79%
Helpfulness	83%	72%	81%
Knowledge	89%	72%	86%
Timeliness of handling the situation	B		
Timeliness of handling the situation	86%	72%	84%
Use of force in fair and effective way	84%	84%	85%
Resolution of concerns	80%	67%	78%
Overall impression of staff members	90%	75%	88%

TABLE 18: QUESTION 15

Please rate the job the Urbandale Police Department does at each of the following in Urbandale. (Percent rating as "excellent" or "good").	County		Overall
	Polk County	Dallas County	(A)
	(A)	(B)	
Crime solving	85%	85%	85%
Maintaining public order	88%	92%	89%
Providing public information and education	84%	81%	84%
Protecting individual civil rights	87%	79%	86%
Assisting fire responders with disasters	92%	93%	93%

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TABLE 19: QUESTION 16

Please rate the Urbandale Police Department on the following. (Percent rating as "excellent" or "good").	County		Overall (A)
	Polk County	Dallas County	
	(A)	(B)	
Being trustworthy	88%	94%	89%
Acting in the best interest of the community	89%	94%	90%
Treating all residents fairly	83%	90%	85%
Being sensitive to residents' concerns	85%	93%	87%
Responding to citizens' emergency calls for service	91%	98%	92%
Caring about the well-being of the people they deal with	87%	98%	89%
Working with people in your neighborhood to solve neighborhood problems	85%	74%	83%
Communicating regularly with community members (e.g., websites, emails or public meetings)	81%	95%	82%
Inviting community members to provide input (e.g., comments, suggestions and concerns)	75%	80%	76%