

The National Citizen Survey™

Clive, IA

Community Livability Report

2014

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The National Citizen Survey™
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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Clive. 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.

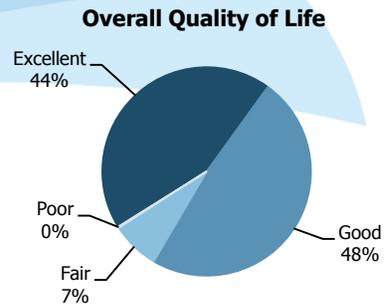
The Community Livability Report provides the opinions of a representative sample selected from 1,200 residents of the City of Clive. The margin of error around any reported percentage is 5% for the entire sample (319 completed surveys). The methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Clive

Almost all residents rate the quality of life in Clive as excellent or good. This rating was higher than ratings in other comparison communities.

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.

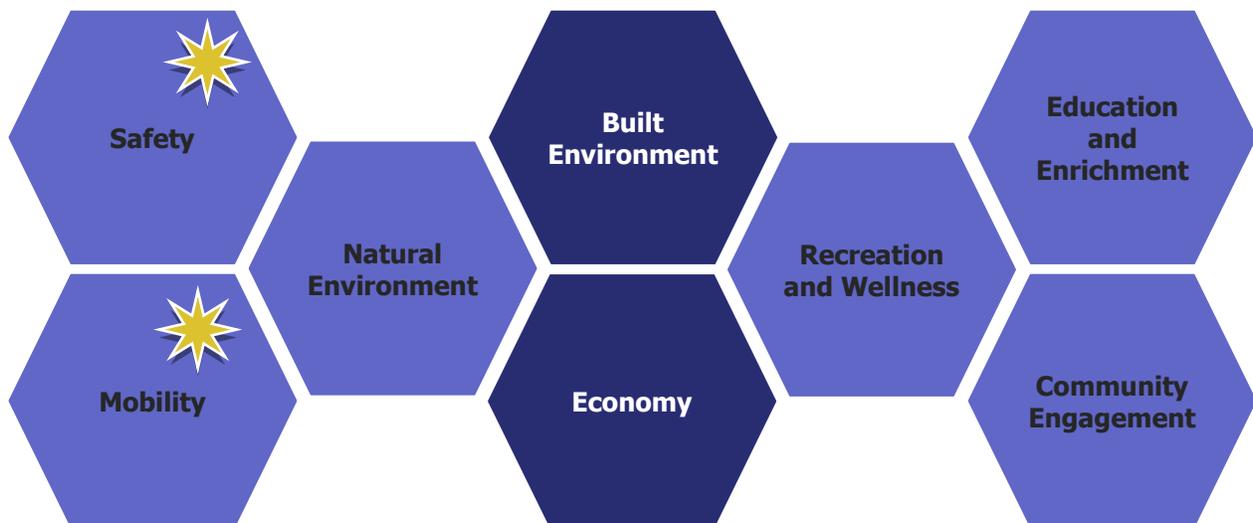


In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Mobility as priorities for the Clive community in the coming two years. Ratings for these facets were positive and similar to other communities. The facets of Built Environment and Economy received strong ratings that were higher than ratings in other comparison communities. 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 Clive’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark
- Benchmark comparison not available
- ★ Most important



Community Characteristics

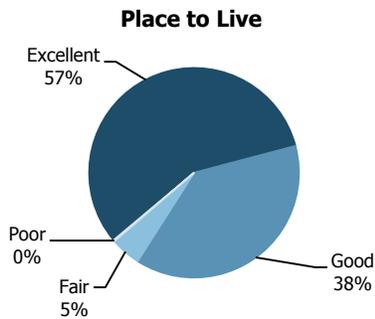
What makes a community livable, attractive and a place where people want to be?

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 Clive, almost all rated the City as an excellent or good place to live. Respondents' ratings of Clive as a place to live were higher than ratings in other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Clive as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Clive and its overall appearance. Most of these aspects of community were rated as excellent or good by at least 9 in 10 respondents. The overall appearance of Clive, the overall image, and Clive as a place to raise children were higher than the benchmark comparisons. Clive as a place to retire and their neighborhood as a place to live were rated similar to the benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight dimensions of Community Livability. These ratings tended to be higher than ratings in comparison communities. A handful were rated similarly to comparison communities; one was rated lower (travel by public transportation). Nearly all respondents rated aspects of Safety and the Natural Environment as excellent or good. Of the seven aspects of Recreation and Wellness, six were rated higher than the benchmark comparisons and one was similar; all but one of these ratings were rated as excellent or good by at least 8 in 10 respondents.

Seven of the eight aspects of Mobility were rated higher than the benchmark comparison. The facet of Education and Enrichment had mixed ratings with four of the six aspects rated similar to other communities; ratings ranged from 48% to 86% excellent or good.



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

Comparison to national benchmark

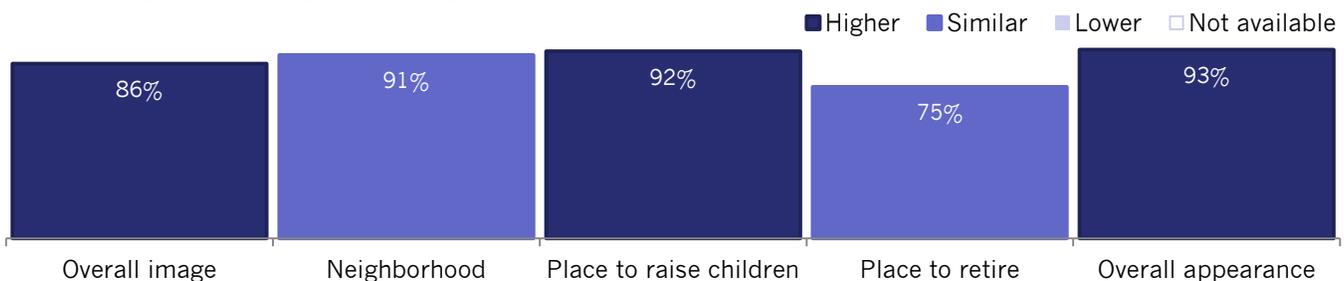
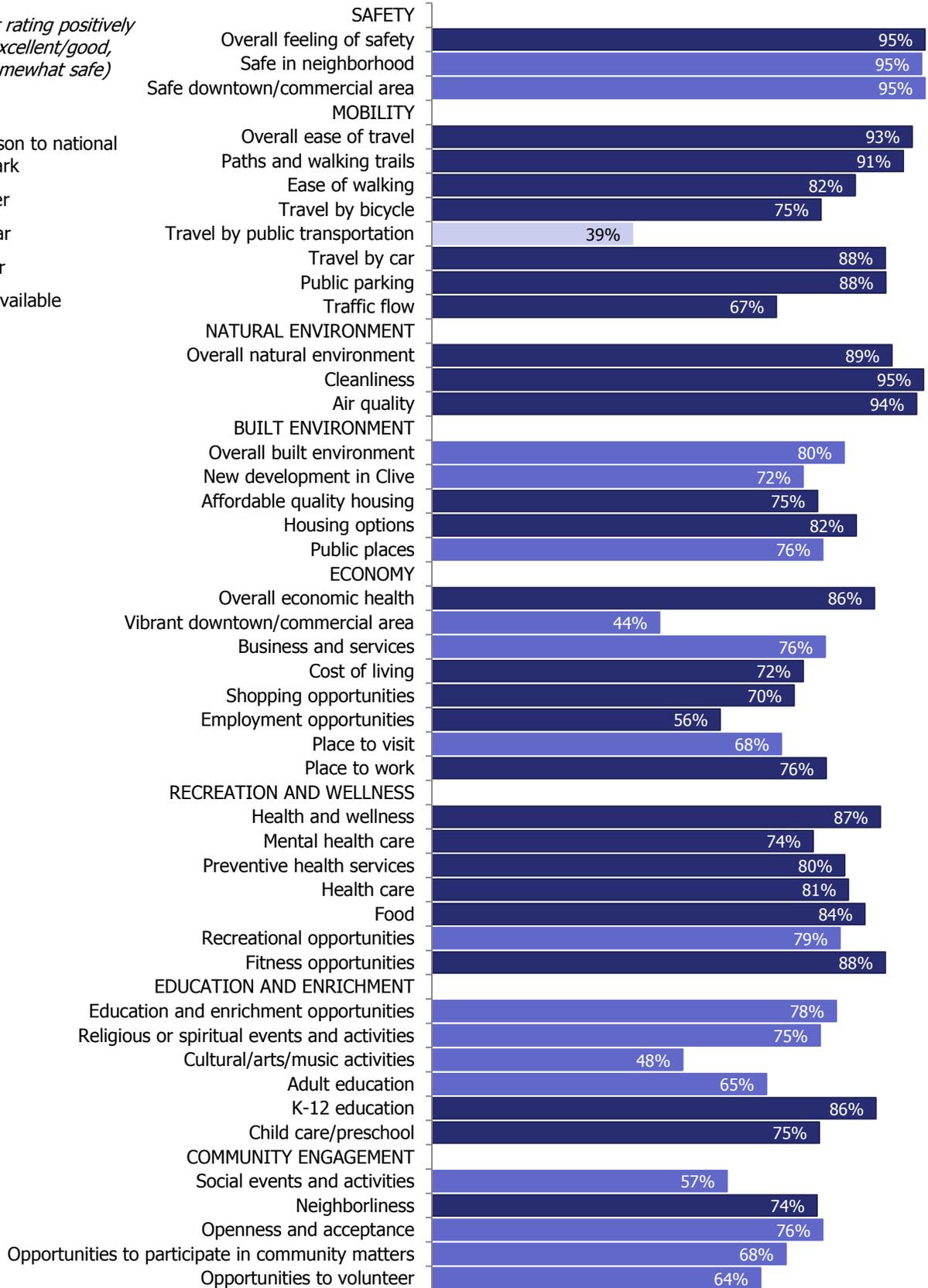


Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower
- Not available



Governance

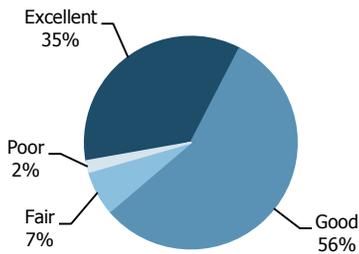
How well does the government of Clive meet the needs and expectations of its residents?

The overall quality of the services provided by Clive as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About 92% of respondents rated the overall quality of services provided by Clive as excellent or good while only 39% rated the services provided by the Federal Government as excellent or good. The overall quality of services provided by the City of Clive was higher than ratings seen in comparison communities while the rating for the services provided by the Federal Government was similar.

Survey respondents also rated various aspects of Clive’s leadership and governance. About three-quarters of residents gave high ratings to the overall direction, welcoming citizen involvement, confidence in City government, acting in the best interest of Clive and treating all residents fairly; each of these ratings were higher than ratings seen in comparison communities. Even more (80%) rated the aspect of the government being honest highly and 86% rated the customer service of Clive employees highly. About 7 in 10 residents gave excellent or good ratings to the value of services for taxes paid, a rating similar to the benchmark.

Respondents evaluated over 30 individual services and amenities available in Clive. These ratings were either similar to or higher than the benchmark. Ratings for Safety were high, with at least three-quarters of respondents rating police, fire, ambulance or emergency medical services, crime prevention, fire prevention, emergency preparedness and animal control as excellent or good. Of the seven aspects of Built Environment, six were rated higher than the benchmark comparisons and one was similar (cable television); all but one of these ratings were rated as excellent or good by at least 7 in 10 respondents. The facet of Mobility had mixed ratings with four of the eight aspects rated similar to other communities; ratings ranged from 51% to 85% excellent or good. Across each of the eight facets, all aspects received an excellent or good rating by a majority of respondents.

Overall Quality of City Services



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower □ Not available

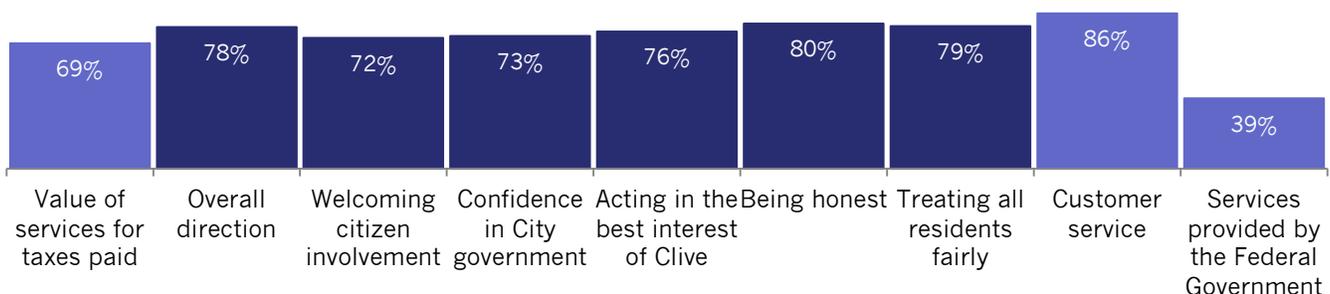


Figure 2: Aspects of Governance

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

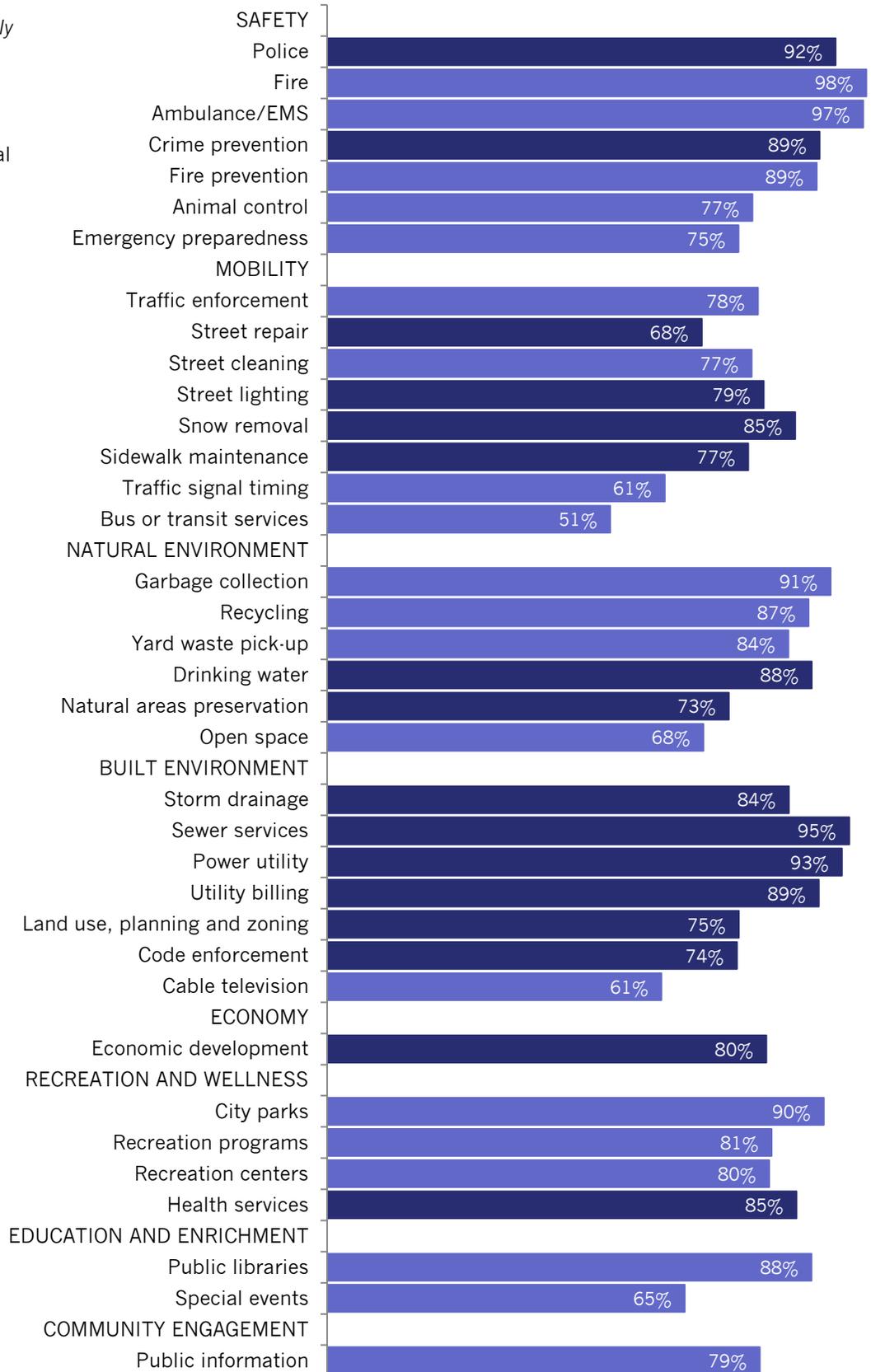
Comparison to national
benchmark

■ Higher

■ Similar

■ Lower

□ Not available



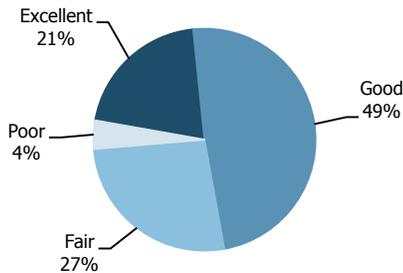
Participation

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

An engaged community is a livable community. 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 7 in 10 Clive residents rated the sense of community as excellent or good. This rating was similar to the benchmark comparison. Almost all residents would recommend living in Clive and slightly fewer plan to remain in Clive. About two in five residents contacted Clive employees in the last 12 months, a rating similar to the benchmark comparison.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. While most Participation ratings were similar to the benchmark, three aspects saw a higher rate of participation than the benchmark (those who felt the economy would have a positive impact on their income, those not under housing cost stress and those who visited the City web site) and a handful saw lower rates (those who have stocked supplies for an emergency, those who have used public transportation or carpoled instead of driving, those who work in Clive, those who participate in Education and Enrichment opportunities, etc.). Aspects within the facets of Recreation and Wellness and the Natural Environment saw the strongest participation ratings overall; all were similar to the benchmark. Aspects within Community Engagement received a wide range of participation rates; most residents has talked or visited with neighbors or done a favor for a neighbor and watched or read the local news, however most residents had not campaigned, contacted Clive elected officials, volunteered, participated in a local club or attended or watched a local public meeting in the last 12 months. At least 4 in 5 residents had voted in local elections, read or watched local news or talked to or visited with neighbors.

Sense of Community



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

Comparison to national
benchmark

- Higher
- Similar
- Lower
- Not available

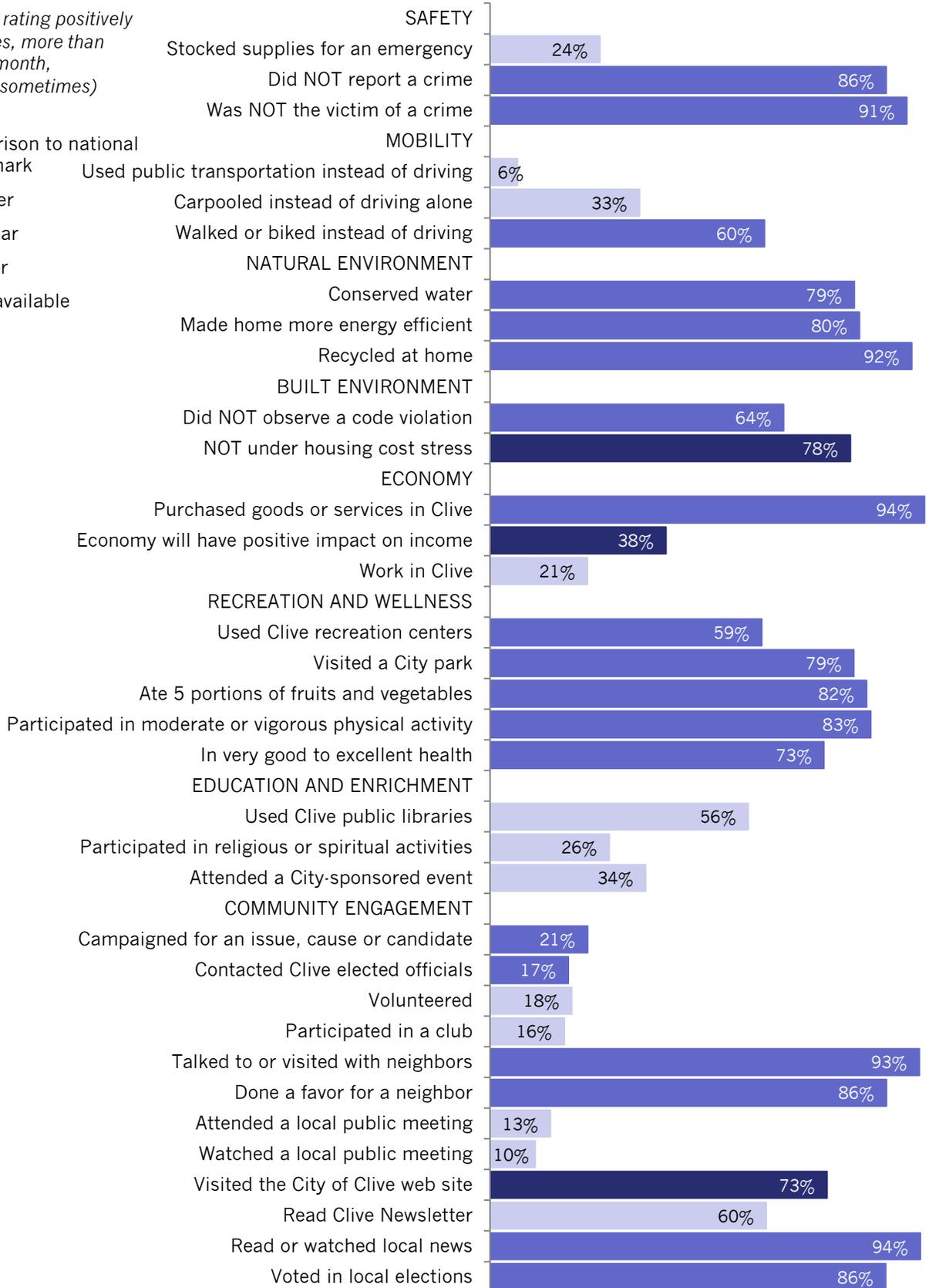


Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower
- Not available



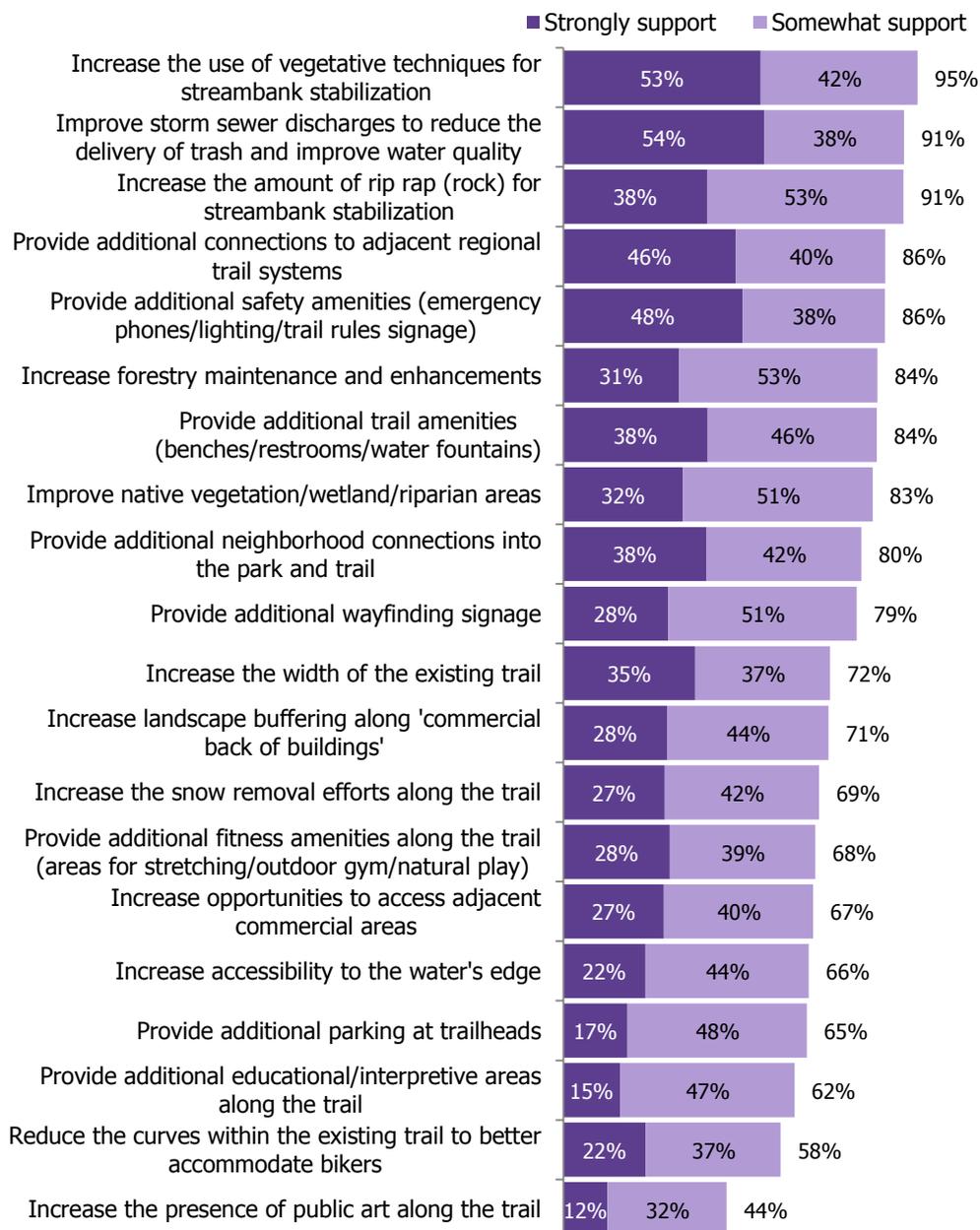
Special Topics

The City of Clive included three questions of special interest on The NCS.

The first question asked survey respondents to indicate their level of support for a list of potential improvements the City could make to Greenbelt Park. Almost all respondents strongly or somewhat supported increasing the use of vegetative techniques for streambank stabilization and about 9 in 10 respondents supported improving storm sewer discharges and increasing the amount of rip rap. At the bottom of the list with less than half reporting that they strongly or somewhat supported it was increasing the presence of public art along the trail.

Figure 4: Greenbelt Park Expansion and Improvement

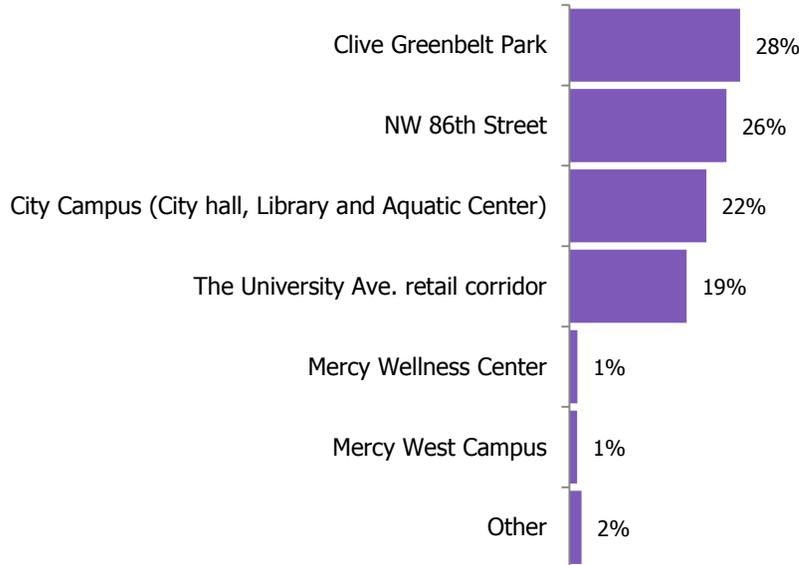
The City is currently working on the development of a long range plan which will provide a framework for the expansion and improvement of the City's Greenbelt Park. To what extent do you support or oppose the City of Clive implementing the following improvements within the City's Greenbelt Park?



When asked to indicate what they believe is the community focal point of the City, the responses were split between four of the options respondents were given to select from; the Clive Greenbelt Park received the highest percent of respondents indicating it was the focal point with 28%, followed by the NW 86th Street with 26%. City campus received 22% of respondents believing it was the focal point and 19% felt The University Ave. corridor was the focal point of the City. Only 2% reported that the Mercy Wellness Center or the Mercy West campus were the focal point.

Figure 5: Community Focal Point

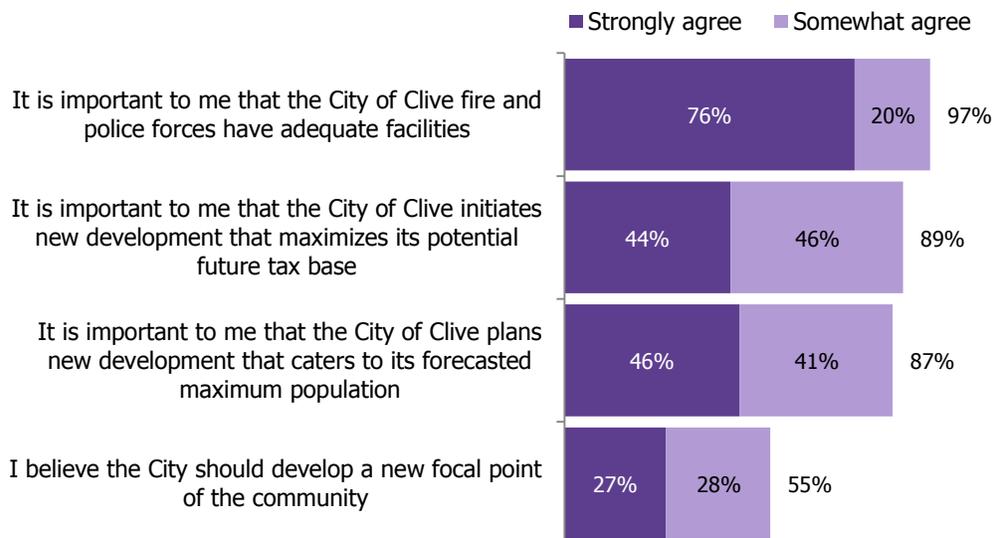
What do you believe is the community focal point of the City of Clive?



The last special interest question asked survey respondents to rate their level of agreement with four statements about the City. Almost all survey respondents strongly or somewhat agree that it is important that the City fire and police forces have adequate facilities and about 9 in 10 respondents agreed that it is important that City initiates new development to maximize tax base and that new development caters to forecasted maximum populations. We see a steep drop off in agreement from respondents for the final statement asking if respondents believe the City should develop a new focal point of the community.

Figure 6: Importance of Statements about Clive

Please indicate how strongly you agree or disagree with the following statements:



Conclusions

Clive residents continue to enjoy a high quality of life.

Almost all residents rated their overall quality of life as excellent or good and 97% of residents would be very or somewhat likely to recommend Clive as a place to live to someone who asks while 87% of respondents would be very or somewhat likely to remain in Clive. Clive's overall appearance along with respondents' neighborhood and the City as a place to live and raise children received high ratings by at least 9 in 10 residents. Most of the aspects that aid in community livability were rated positively and were at least similar to national benchmark comparisons. Most of these ratings had remained stable from 2012 to 2014 (see *Trends over Time Report* under separate cover).

Mobility received generally high ratings but an opportunity may exist for transportation improvements.

Mobility was identified as one of the facets most important to residents' quality of life. Nearly all survey respondents felt all aspects of Mobility within Community Characteristics and Governance were excellent or good and saw ratings that were higher or similar to ratings in comparison communities. One exception to this is ratings related to alternative transportation; the rating for ease of travel by public transportation was 39% and lower than the benchmark and the rating for public transportation services was 51% and similar to the benchmark. Mobility ratings within the facet of Participation showed lower participation for alternative modes of transportation including carpooling, walking or biking, or using public transportation; these ratings were lower or similar to the benchmark and ratings for ease of travel via bicycle were lower in 2014 compared to 2012.

A majority of residents are in support of nearly all potential improvements to Greenbelt Park.

At least a majority of survey respondents indicated support for 19 of the 20 listed potential improvements the City could make to Greenbelt Park. Almost all respondents strongly or somewhat supported increasing the use of vegetative techniques for streambank stabilization. About 9 in 10 respondents supported improving storm sewer discharges and increasing the amount of rip rap.