

# THE NCS™

The National Community Survey™

## Clive, IA

*Community Livability Report  
2020*



POWERED BY POLCO

National Research Center, Inc.  
2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863



*Leaders at the Core of Better Communities*

International City/County Management Association  
777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

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## About The NCS™

The National Community 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 considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity & Engagement



The Community Livability Report provides the opinions of a representative sample of 520 residents of the City of Clive. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2020 survey was 32%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

# Overview of Results

## **Clive continues to be an extremely desirable place to live and trust in City Government is high.**

As in previous years, almost all residents rated their overall quality of life and Clive as a place to live as excellent or good and would be likely to recommend living in Clive to others. Additionally, about 9 in 10 residents would be likely to remain in Clive for the next five years. Nine in 10 residents offered positive ratings to Clive as a place to raise children, and their neighborhood as a place to live; these ratings all exceeded national averages.

High ratings across almost all facets of livability have generally remained stable over time. In evaluating Clive governance, at least 8 in 10 respondents positively rated their overall confidence in Clive government, the overall direction that Clive is taking, generally acting in the best interest of the community, being honest, being open and transparent to the public, informing resident about issues facing the community, the job Clive does at welcoming resident involvement, treating all residents fairly and with respect, overall customer service, Public information services, and the quality of services provided by the City of Clive. Not only were most ratings higher than the benchmarks, but some of the ratings were among the highest ever recorded in NRC's benchmarking database. Clive ranked #1 out of hundreds of other jurisdictions nationwide for the job the government does at being honest, being open and transparent to the public, informing residents about issues facing the community and treating residents with respect.

## **Clive's Economy is a valued asset but resident optimism is on the decline.**

As in previous years, the Economy continued to be a key focus area for the Clive community. Ratings within this facet were generally strong and tended to be higher than the national comparisons, including overall economic health of Clive, overall quality and variety of business and service establishments in Clive, Clive as a place to work and employment opportunities. Perceptions of economic development and the cost of living in Clive were much higher than national benchmarks. Residents' assessment of cost of living also ranked #1 when compared to all other jurisdictions in NRC's benchmarking database. Areas that were on par with the rest of the country included vibrancy of the downtown/commercial area, shopping opportunities, Clive as a place to visit, and not experiencing housing cost stress.

The challenge, possibly highlighted by the COVID-19 crisis, was residents' perception of their own personal economic futures. This was the only area of the Economy facet which was lower than the national benchmark and lower than all other prior iterations of The NCS. Clive entered this period of economic uncertainty with a strong economic foundation and positive resident perception well ahead of peers nationwide.

## **Residents continue to value Safety.**

Safety was once again selected by residents as a priority for the Clive community in the coming two years. Ratings within this facet tended to be strong, stable over time and higher than national averages.

Almost all residents gave excellent or good marks to the overall feeling of safety in Clive, which was higher than the national benchmark. Further, almost all respondents felt safe in their neighborhood and in Clive's downtown/commercial area. Clive residents also felt safe from property crime, violent crime, as well as fire, flood or other national disaster. Safety service ratings were strong and generally higher than the national averages; about 9 in 10 gave positive marks to police/sheriff services, crime prevention, ambulance/EMS, fire, and fire prevention services.

## **Clive residents considered water issues for the community and reported on their water usage.**

Local officials sought input from residents about their water use, understanding of water issues facing Clive, and actions they may have taken to address water supply and management concerns.

Residents tended to be less concerned with water shortages with 58% reporting water shortages as "not a problem" while water quality issues (taste, color or odor) were considered a "minor" "moderate" or "major problem" by 64% of respondents. The top three actions residents reported doing to address potential water supply and management concerns were aerating their lawns (46%), performing maintenance of plumbing systems (45%), and replacing plumbing fixtures (44%). Residents reported making more effort to cut domestic water use (24%), and cut irrigation water use (26%) than to reduce discharge of storm water from their property (6%) or to improve the water quality of storm water leaving their property (8%). Finally, about 20% of respondents knew what water shed they live in.

# Facets of Livability

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation and strategic planning areas. When competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what facets are deemed most important to residents' quality of life, but which among the most important are perceived to be of relatively lower quality in your community. It is these facets of community livability – more important facets perceived as being of lower quality – to which attention needs to be paid first.

To identify the facets perceived by residents to have relatively lower quality at the same time as relatively higher importance, the national benchmark comparisons for quality and importance ratings were compared for each. The upper left-hand quadrant contains those facets of higher importance but lower quality, and may be considered as areas of focus for the entire community of Clive.

		QUALITY		
		LOWER	SIMILAR	HIGHER
IMPORTANCE	HIGHER			
	SIMILAR		<ul style="list-style-type: none"> <li>• Mobility</li> </ul>	<ul style="list-style-type: none"> <li>• Economy</li> <li>• Community Design</li> <li>• Utilities</li> <li>• Safety</li> <li>• Natural Environment</li> <li>• Parks and Recreation</li> <li>• Health and Wellness</li> </ul>
	LOWER		<ul style="list-style-type: none"> <li>• Education, Arts and Culture</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusivity and engagement</li> </ul>

**FIGURE 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>Change 2018 to 2020</b>	<b>2020 rating</b>
Overall economic health of Clive	↑	↔	90%
Overall quality of the transportation system in Clive	↔	↓	79%
Overall design or layout of Clive's residential and commercial areas	↑	↔	86%
Overall quality of the utility infrastructure in Clive	↑	*	88%
Overall feeling of safety in Clive	↑	↔	95%
Quality of overall natural environment in Clive	↑	↔	93%
Overall quality of parks and recreation opportunities	↑	*	93%
Overall health and wellness opportunities in Clive	↑	↔	91%
Overall opportunities for education, culture, and the arts	↔	↔	77%
Residents' connection and engagement with their community	↑	*	68%

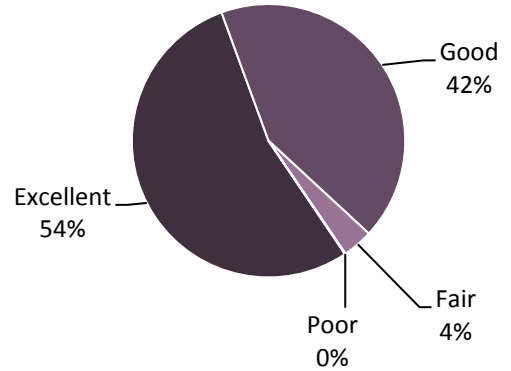
**FIGURE 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY**

<b>Percent essential or very important</b>	<b>Comparison to benchmark</b>	<b>Change 2018 to 2020</b>	<b>2020 rating</b>
Overall economic health of Clive	↔	↔	90%
Overall quality of the transportation system in Clive	↔	↓	79%
Overall design or layout of Clive's residential and commercial areas	↔	↔	76%
Overall quality of the utility infrastructure in Clive	↔	*	90%
Overall feeling of safety in Clive	↔	↔	93%
Quality of overall natural environment in Clive	↔	↔	87%
Overall quality of parks and recreation opportunities	↔	*	83%
Overall health and wellness opportunities in Clive	↔	↔	74%
Overall opportunities for education, culture, and the arts	↓	↔	70%
Residents' connection and engagement with their community	↓	↓	69%

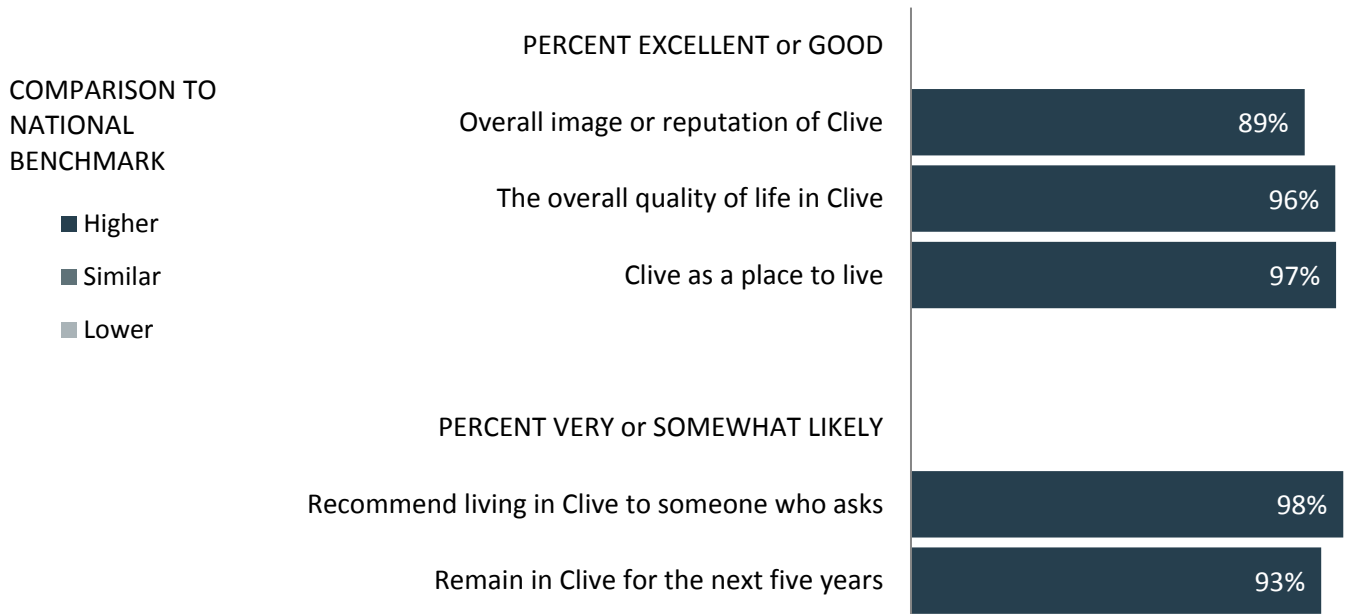
# Quality of Life

*Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.*

## OVERALL QUALITY OF LIFE



**FIGURE 3: QUALITY OF LIFE IN CLIVE**



**FIGURE 4: QUALITY OF LIFE IN CLIVE - SUMMARY**

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall image or reputation of Clive	↑	↔	89%
The overall quality of life in Clive	↑	↔	96%
Clive as a place to live	↑	↔	97%

**FIGURE 5: RECOMMEND CLIVE - SUMMARY**

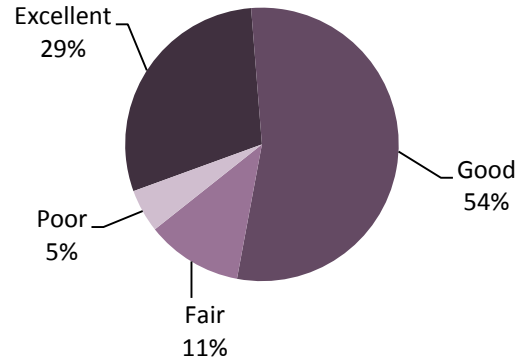
Percent very or somewhat likely	Comparison to benchmark	Change 2018 to 2020	2020 rating
Recommend living in Clive to someone who asks	↑	↔	98%
Remain in Clive for the next five years	↑	↔	93%



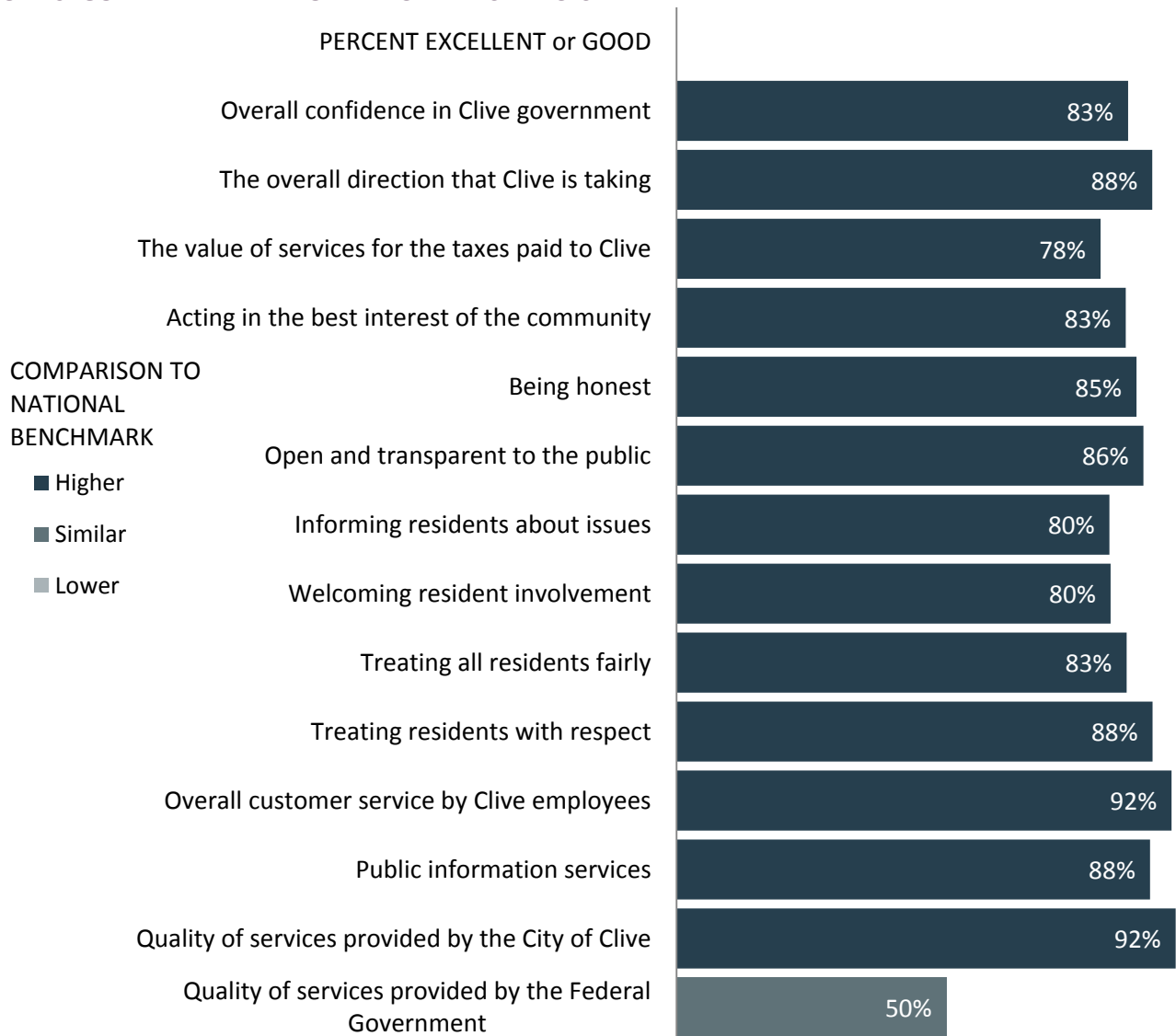
# Governance

*Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.*

## OVERALL CONFIDENCE IN GOVERNMENT



**FIGURE 6: GOVERNMENT PERFORMANCE AND SERVICES**



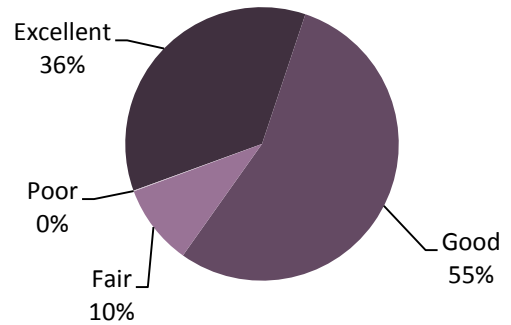
**FIGURE 7: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>Change 2018 to 2020</b>	<b>2020 rating</b>
Overall confidence in Clive government	↑	↔	83%
The overall direction that Clive is taking	↑	↔	88%
The value of services for the taxes paid to Clive	↑	↑	78%
Generally acting in the best interest of the community	↑↑	↔	83%
Being honest	↑↑	↔	85%
Being open and transparent to the public	↑↑	*	86%
Informing residents about issues facing the community	↑↑	*	80%
The job Clive government does at welcoming resident involvement	↑	↔	80%
Treating all residents fairly	↑	↔	83%
Treating residents with respect	↑	*	88%
Overall customer service by Clive employees	↑	↔	92%
Public information services	↑	↔	88%
Quality of services provided by the City of Clive	↑	↔	92%
Quality of services provided by the Federal Government	↔	↔	50%

# Economy

*Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.*

OVERALL ECONOMIC HEALTH



*What impact, if any, do you think the economy will have on your family income in the next 6 months?*

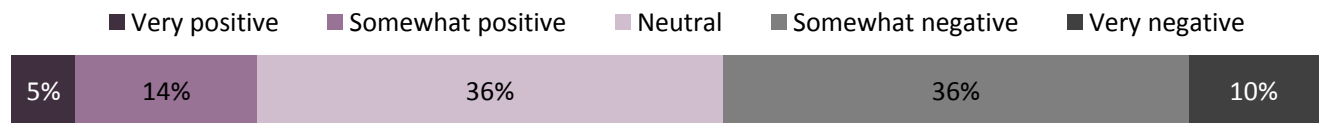
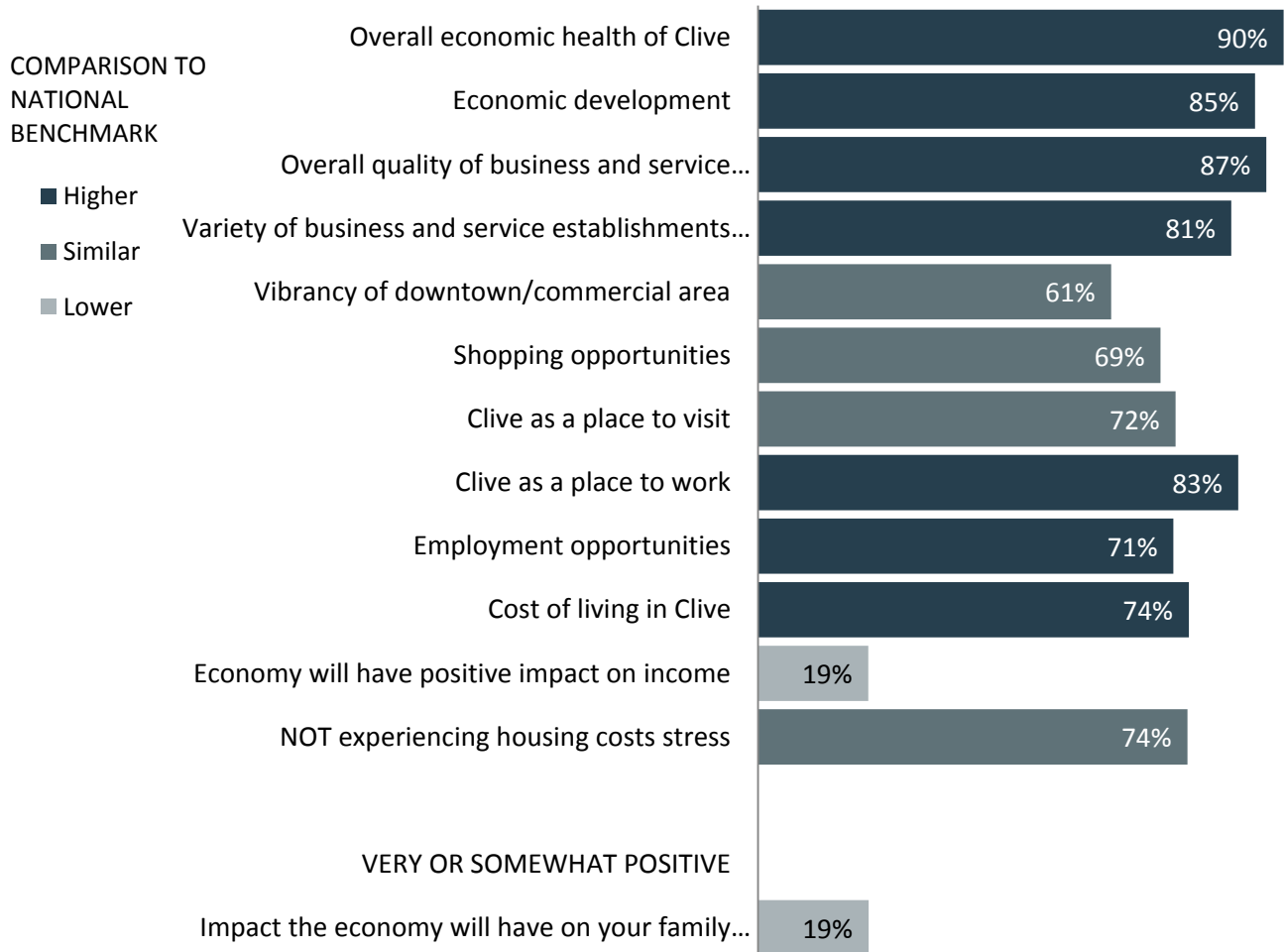


FIGURE 8: ECONOMIC HEALTH



**FIGURE 9: ECONOMIC HEALTH - SUMMARY**

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall economic health of Clive	↑	↔	90%
Economic development	↑↑	↔	85%
Overall quality of business and service establishments in Clive	↑	↔	87%
Variety of business and service establishments in Clive	↑	*	81%
Vibrant downtown/commercial area	↔	↑	61%
Shopping opportunities	↔	↔	69%
Clive as a place to visit	↔	↔	72%
Clive as a place to work	↑	↔	83%
Employment opportunities	↑	↔	71%
Cost of living in Clive	↑↑	↔	74%

**FIGURE 10: ECONOMIC IMPACT - SUMMARY**

Percent very or somewhat positive	Comparison to benchmark	Change 2018 to 2020	2020 rating
Economy will have positive impact on income	↓	↓	19%

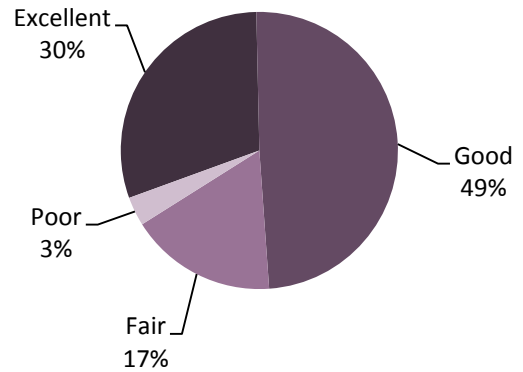
**FIGURE 11: HOUSING COST - SUMMARY**

Percent for whom housing costs are NOT 30% or more of household income	Comparison to benchmark	Change 2018 to 2020	2020 rating
NOT experiencing housing costs stress	↔	↓	74%

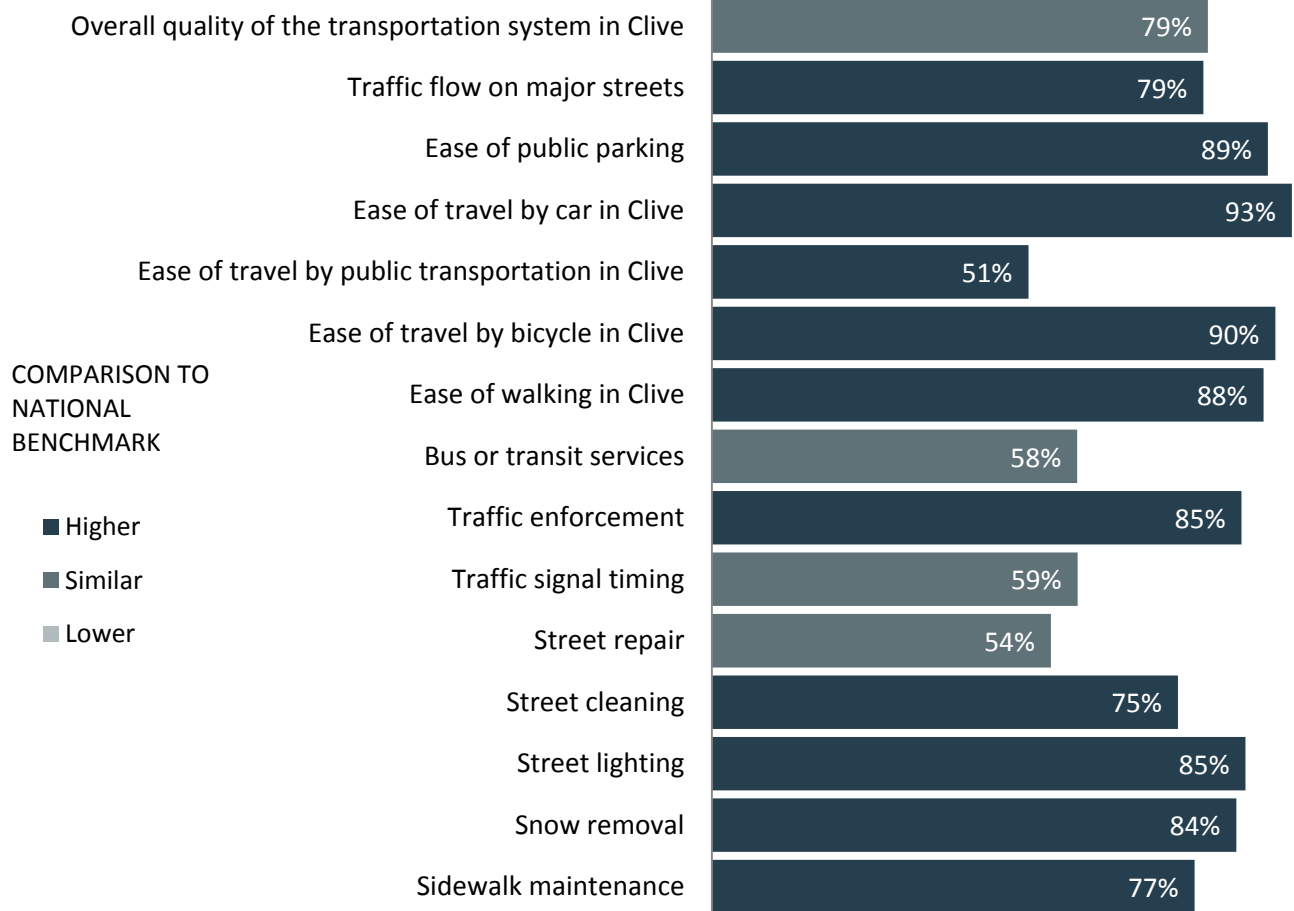
# Mobility

*The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.*

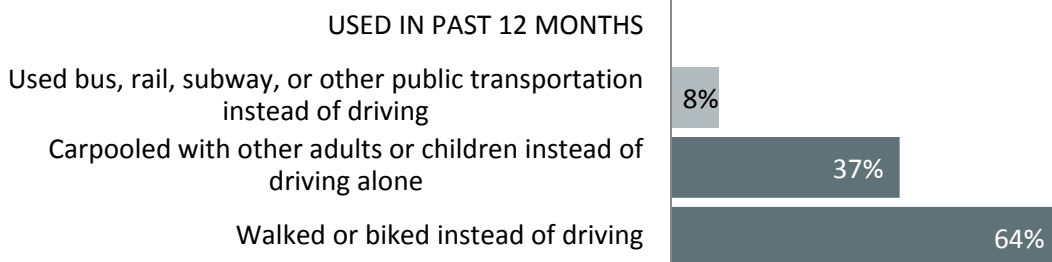
**THE OVERALL QUALITY OF THE TRANSPORTATION SYSTEM**



**FIGURE 12: MOBILITY IN CLIVE**



**FIGURE 13: USE OF ALTERNATIVE TRANSPORTATION MODES**



**FIGURE 14: MOBILITY IN CLIVE - SUMMARY**

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
The overall quality of the transportation system in Clive	↔	↓	79%
Traffic flow on major streets	↑	↔	79%
Ease of travel by car in Clive	↑	↔	93%
Ease of travel by public transportation in Clive	↑	↔	51%
Ease of travel by bicycle in Clive	↑↑	↔	90%
Ease of walking in Clive	↑	↔	88%
Ease of public parking	↑↑	↔	89%
Bus or transit services	↔	↔	58%
Traffic enforcement	↑	↔	85%
Traffic signal timing	↔	↔	59%
Street repair	↔	↓	54%
Street cleaning	↑	↔	75%
Street lighting	↑	↔	85%
Snow removal	↑	↔	84%
Sidewalk maintenance	↑	↔	77%

**FIGURE 15: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY**

Percent who did this in past 12 months	Comparison to benchmark	Change 2018 to 2020	2020 rating
Used bus, rail, subway or other public transportation instead of driving	↓	↔	8%
Carpooled with other adults or children instead of driving alone	↔	↔	37%
Walked or biked instead of driving	↔	↑	64%

# Community Design

*A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.*

THE OVERALL DESIGN OR LAYOUT OF RESIDENTIAL AND COMMERCIAL AREAS

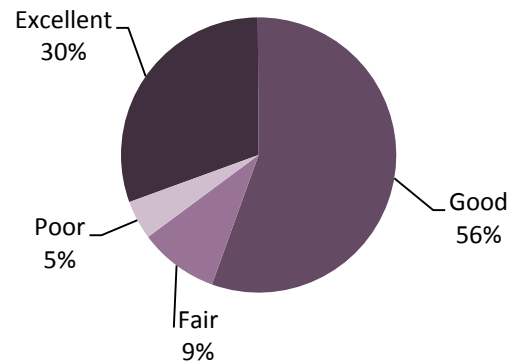
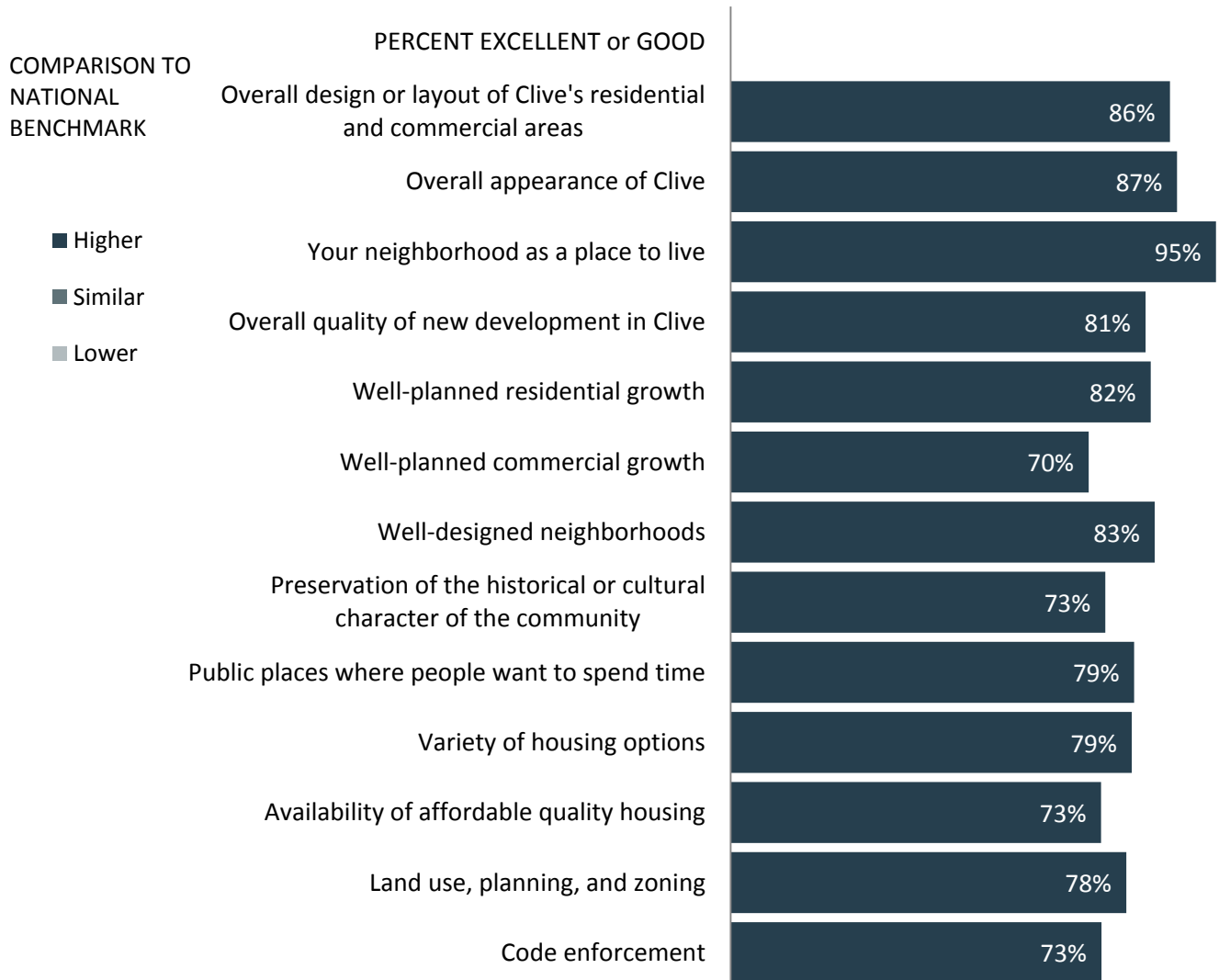


FIGURE 16: COMMUNITY DESIGN



**FIGURE 17: COMMUNITY DESIGN - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>Change 2018 to 2020</b>	<b>2020 rating</b>
The overall design or layout of Clive’s residential and commercial areas	↑	↔	86%
Overall appearance of Clive	↑	↔	87%
Your neighborhood as a place to live	↑	↔	95%
Overall quality of new development in Clive	↑	↔	81%
Well planned residential growth	↑	*	82%
Well planned commercial growth	↑	*	70%
Well-designed neighborhoods	↑	*	83%
Preservation of the historical or cultural character of the community	↑	*	73%
Public places where people want to spend time	↑	↔	79%
Variety of housing options	↑↑	↔	79%
Availability of affordable quality housing	↑↑	↔	73%
Land use, planning and zoning	↑	↔	78%
Code enforcement	↑	↔	73%



# Utilities

*Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.*

THE OVERALL QUALITY OF THE UTILITY INFRASTRUCTURE

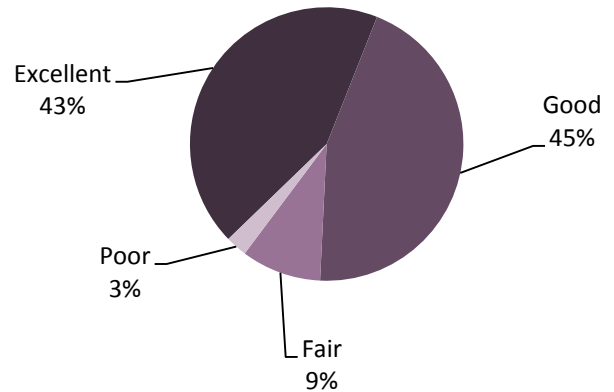
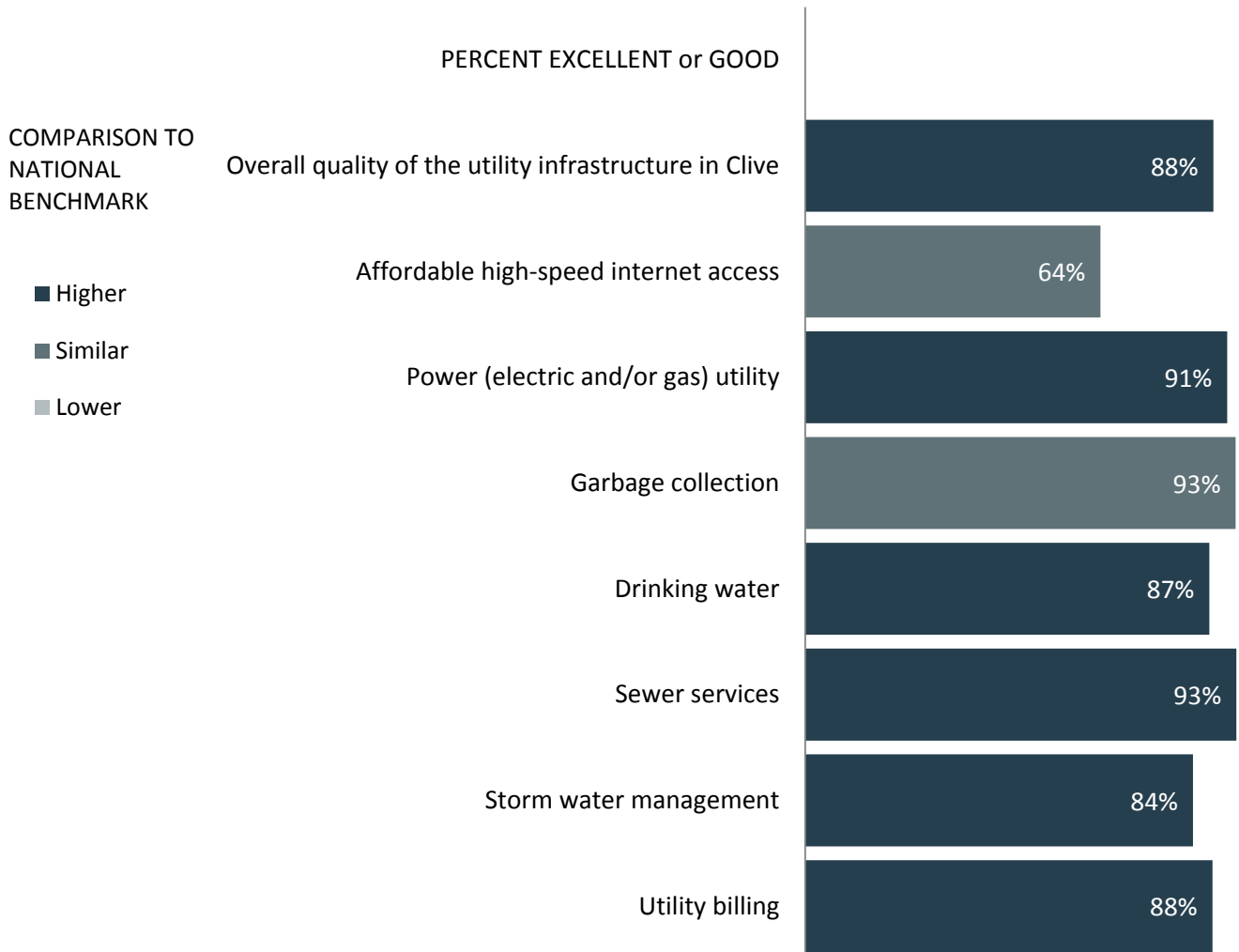


FIGURE 18: UTILITES



**FIGURE 19: UTILITES - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>Change 2018 to 2020</b>	<b>2020 rating</b>
The overall quality of the utility infrastructure in Clive	↑	*	88%
Affordable high-speed internet access	↔	*	64%
Power (electric and/or gas) utility	↑	↔	91%
Garbage collection	↔	↔	93%
Drinking water	↑	↔	87%
Sewer services	↑	↔	93%
Storm water management	↑	↔	84%
Utility billing	↑	↔	88%

# Safety

*Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.*

OVERALL FEELING OF SAFETY

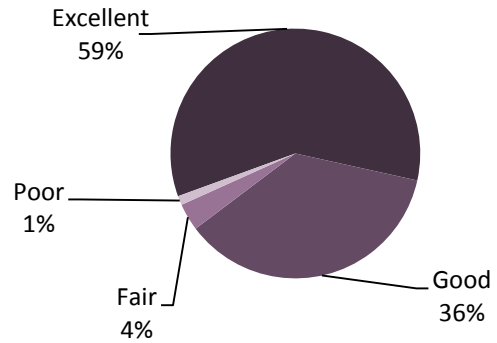
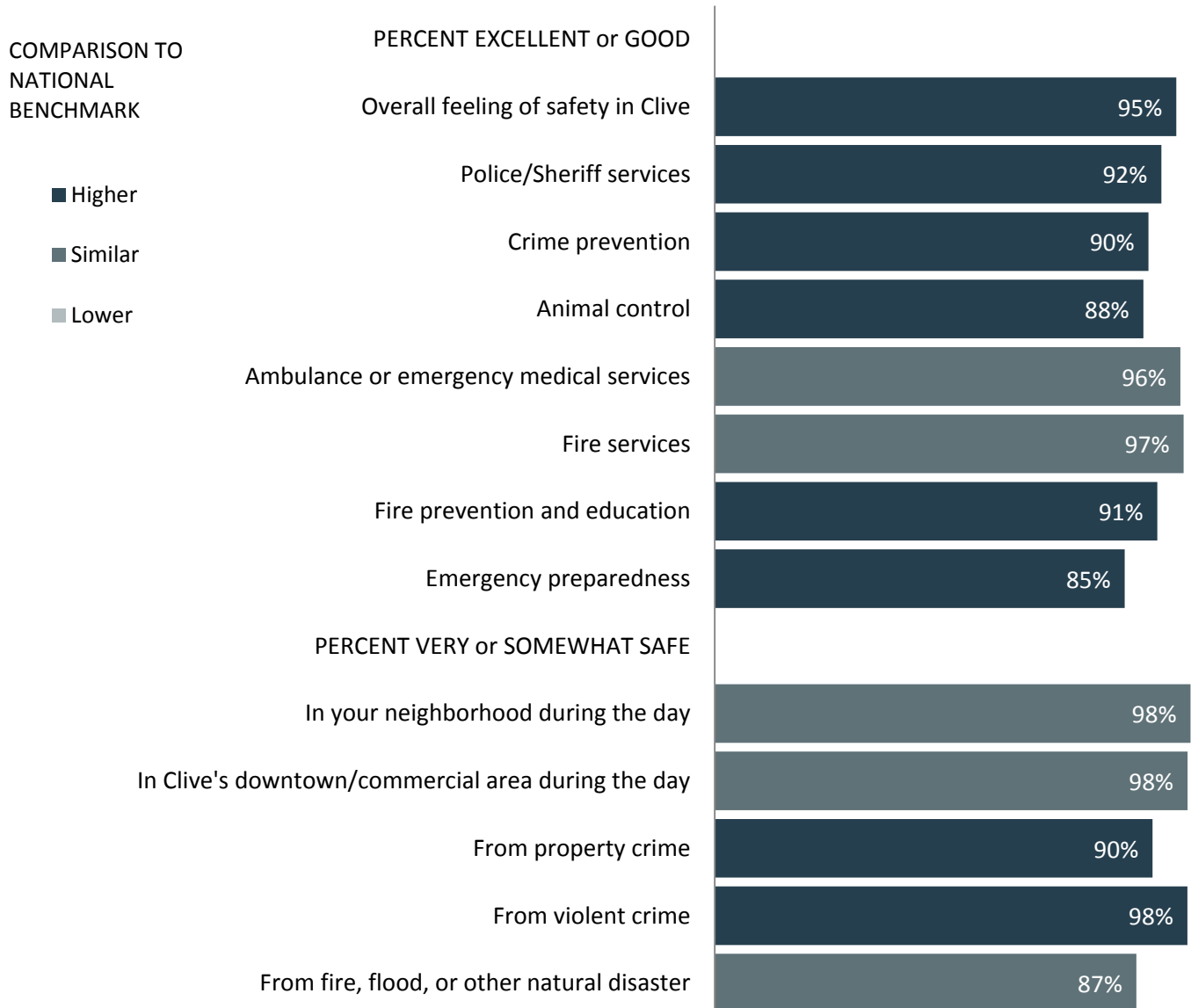


FIGURE 20: SAFETY IN CLIVE



**FIGURE 21: SAFETY-RELATED SERVICES - SUMMARY**

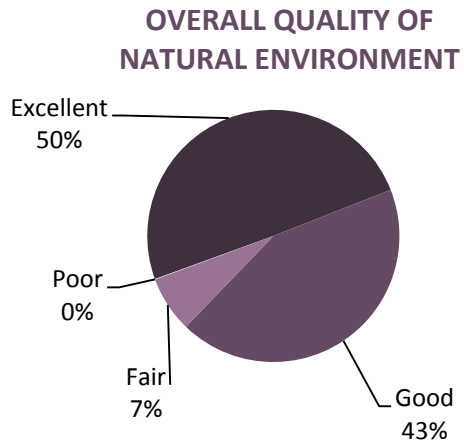
Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall feeling of safety in Clive	↑	↔	95%
Police/Sheriff services	↑	↔	92%
Crime prevention	↑	↔	90%
Animal control	↑	↔	88%
Ambulance or emergency medical services	↔	↔	96%
Fire services	↔	↔	97%
Fire prevention and education	↑	↔	91%
Emergency preparedness	↑	↔	85%

**FIGURE 22: FEELINGS OF SAFETY- SUMMARY**

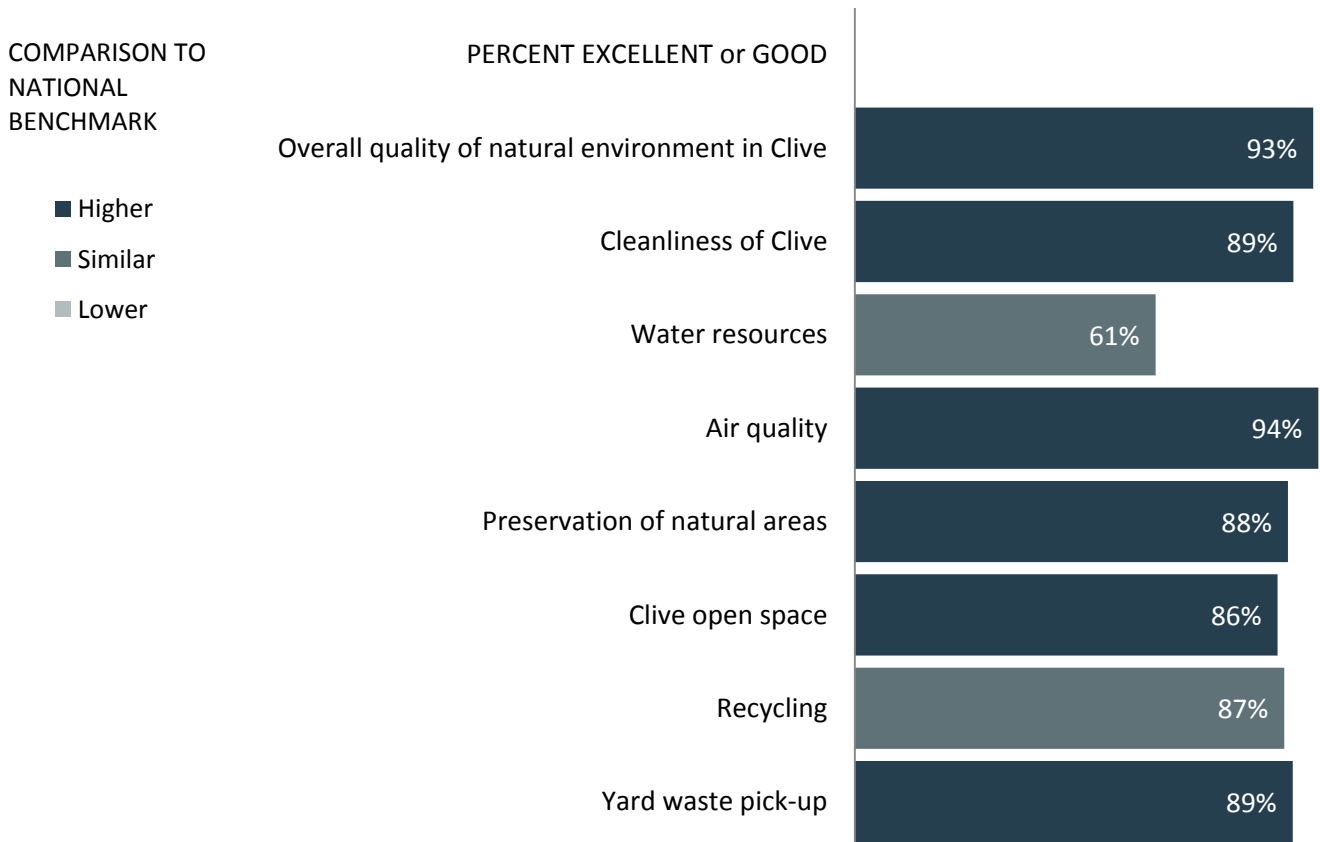
Percent who feel very or somewhat safe	Comparison to benchmark	Change 2018 to 2020	2020 rating
In your neighborhood during the day	↔	↔	98%
In Clive's downtown/commercial area during the day	↔	↔	98%
From property crime	↑	*	90%
From violent crime	↑	*	98%
From fire, flood or other natural disaster	↔	*	87%

# Natural Environment

*The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.*



**FIGURE 23: NATURAL ENVIRONMENT**



**FIGURE 24: NATURAL ENVIRONMENT - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>Change 2018 to 2020</b>	<b>2020 rating</b>
Overall quality of natural environment in Clive	↑	↔	93%
Cleanliness of Clive	↑	↔	89%
Water resources	↔	*	61%
Air quality	↑	↔	94%
Preservation of natural areas	↑↑	↑	88%
Clive open space	↑	↔	86%
Recycling	↔	↔	87%
Yard waste pick-up	↑	↔	89%

# Parks and Recreation

*"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment." - National Recreation and Park Association*

THE OVERALL QUALITY OF THE PARKS AND RECREATION OPPORTUNITIES

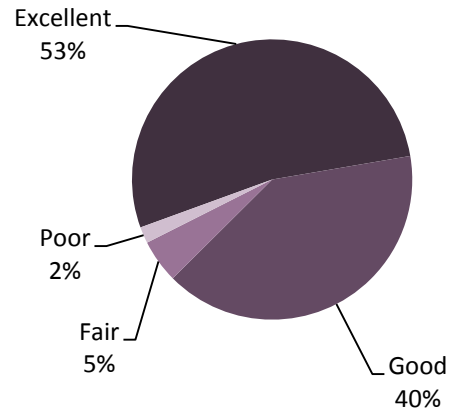
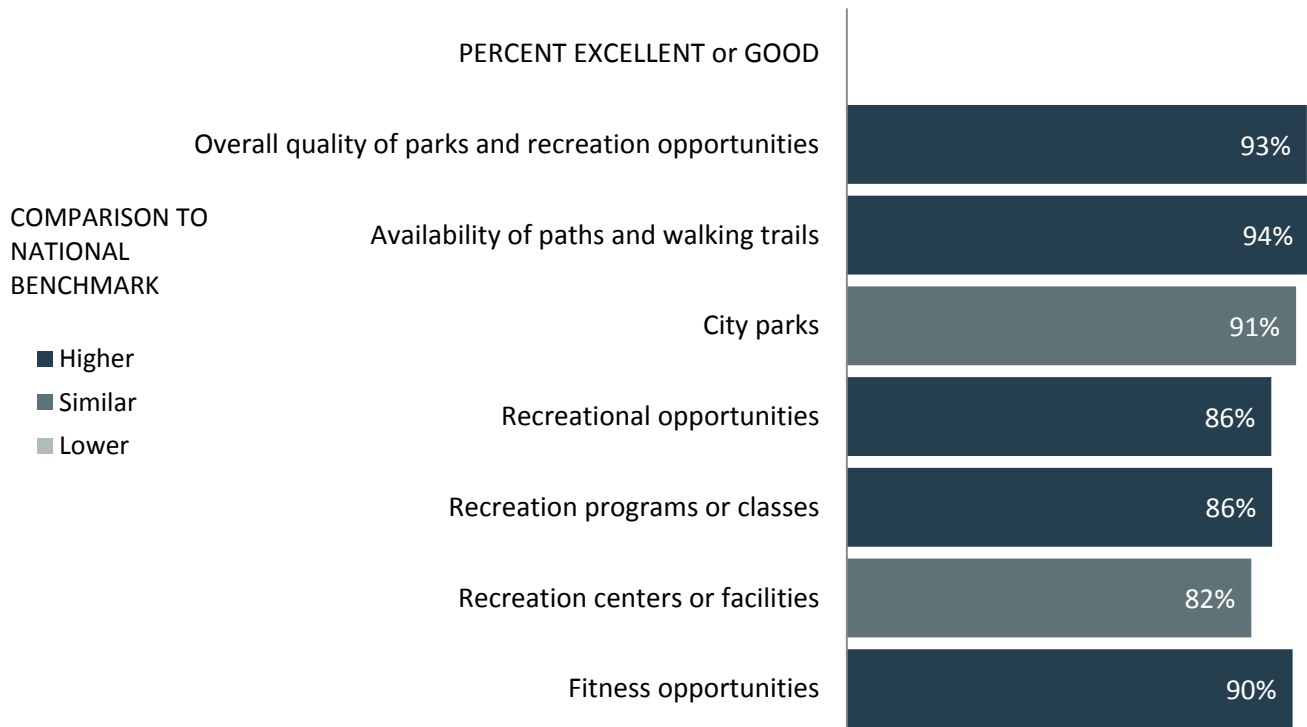


FIGURE 25: PARKS AND RECREATION



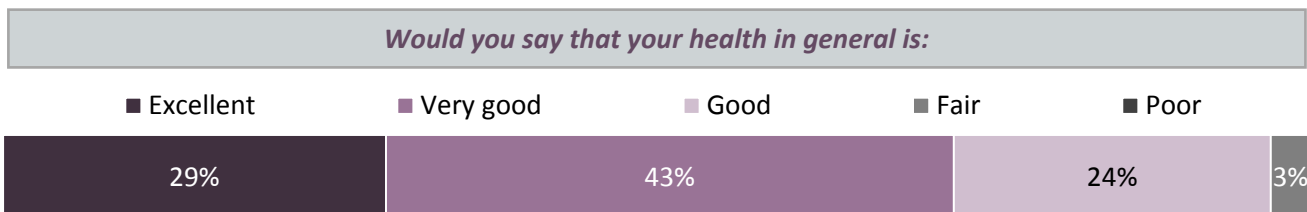
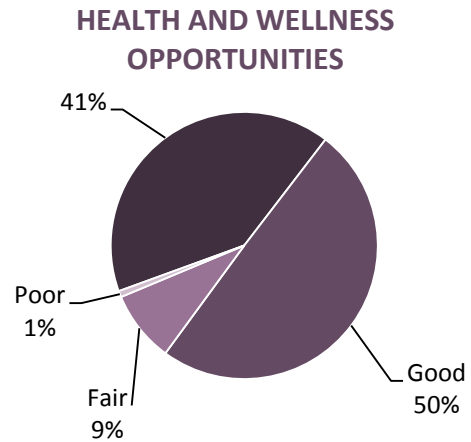
**FIGURE 26: PARKS AND RECREATION - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>Change 2018 to 2020</b>	<b>2020 rating</b>
Overall quality of parks and recreation opportunities in Clive	↑	*	93%
Availability of paths and walking trails	↑↑	↔	94%
City parks	↔	↔	91%
Recreational opportunities	↑	↔	86%
Recreation programs or classes	↑	↔	86%
Recreation centers or facilities	↔	↔	82%
Fitness opportunities	↑	↔	90%



# Health and Wellness

*The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.*



**FIGURE 27: HEALTH AND WELLNESS**



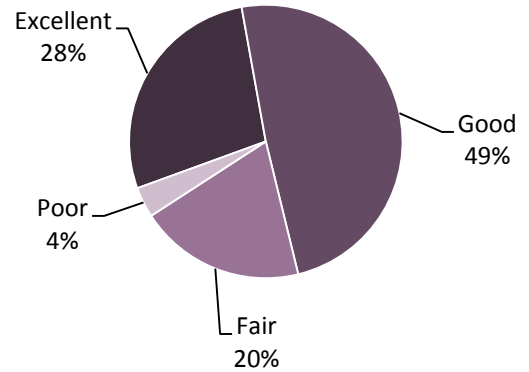
**FIGURE 28: HEALTH AND WELLNESS - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>Change 2018 to 2020</b>	<b>2020 rating</b>
Health and wellness opportunities in Clive	↑	↔	91%
Health services	↑	↔	89%
Availability of affordable quality health care	↑	↔	87%
Availability of preventive health services	↑	↔	86%
Availability of affordable quality mental health care	↑	↑	69%
Availability of affordable quality food	↑	↔	88%
In very good to excellent health	↔	↔	73%

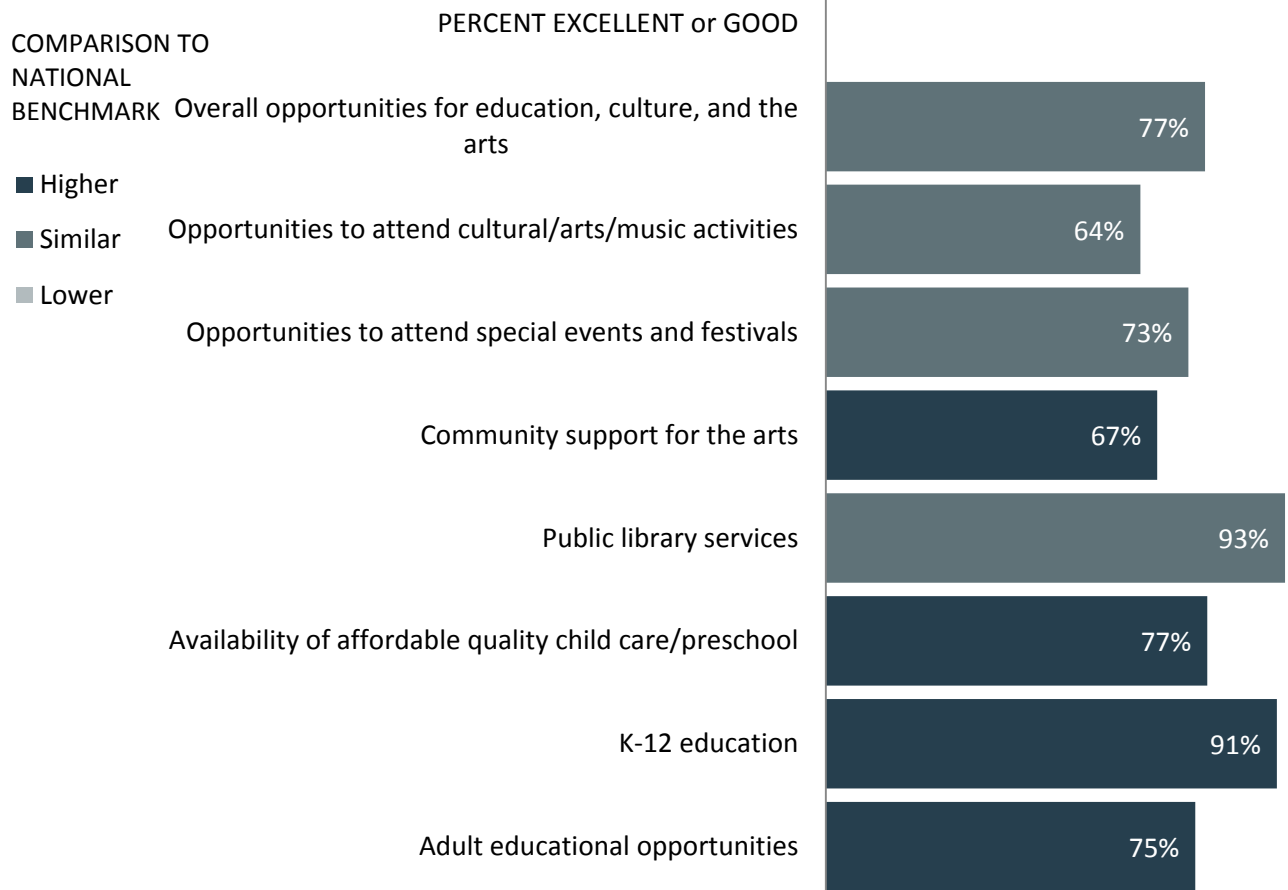
# Education, Arts, and Culture

*Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.*

**OVERALL OPPORTUNITIES FOR EDUCATION, CULTURE, AND THE ARTS**



**FIGURE 29: EDUCATION, ARTS AND CULTURE**



**FIGURE 30: EDUCATION, ARTS AND CULTURE - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>Change 2018 to 2020</b>	<b>2020 rating</b>
Overall opportunities for education, culture and the arts in Clive	↔	↔	77%
Opportunities for cultural enrichment	↔	↔	64%
Opportunities to attend cultural/arts/music activities	↔	↔	73%
Opportunities to attend special events and festivals	↑	*	67%
Community support for the Arts	↔	↔	93%
Public library services	↑	↔	77%
Availability of affordable quality childcare/preschool	↑	↔	91%
K-12 education	↑	↔	75%
Adult educational opportunities	↔	↔	77%

# Inclusivity and Engagement

*Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.*

RESIDENTS' CONNECTION AND ENGAGEMENT WITH THEIR COMMUNITY

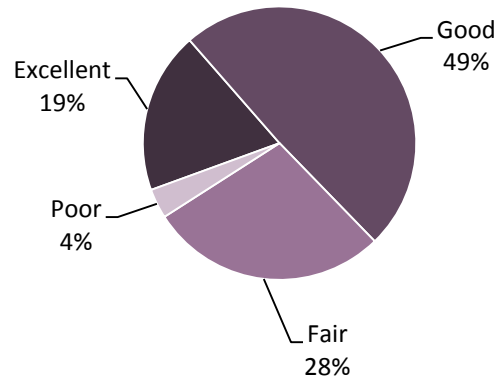
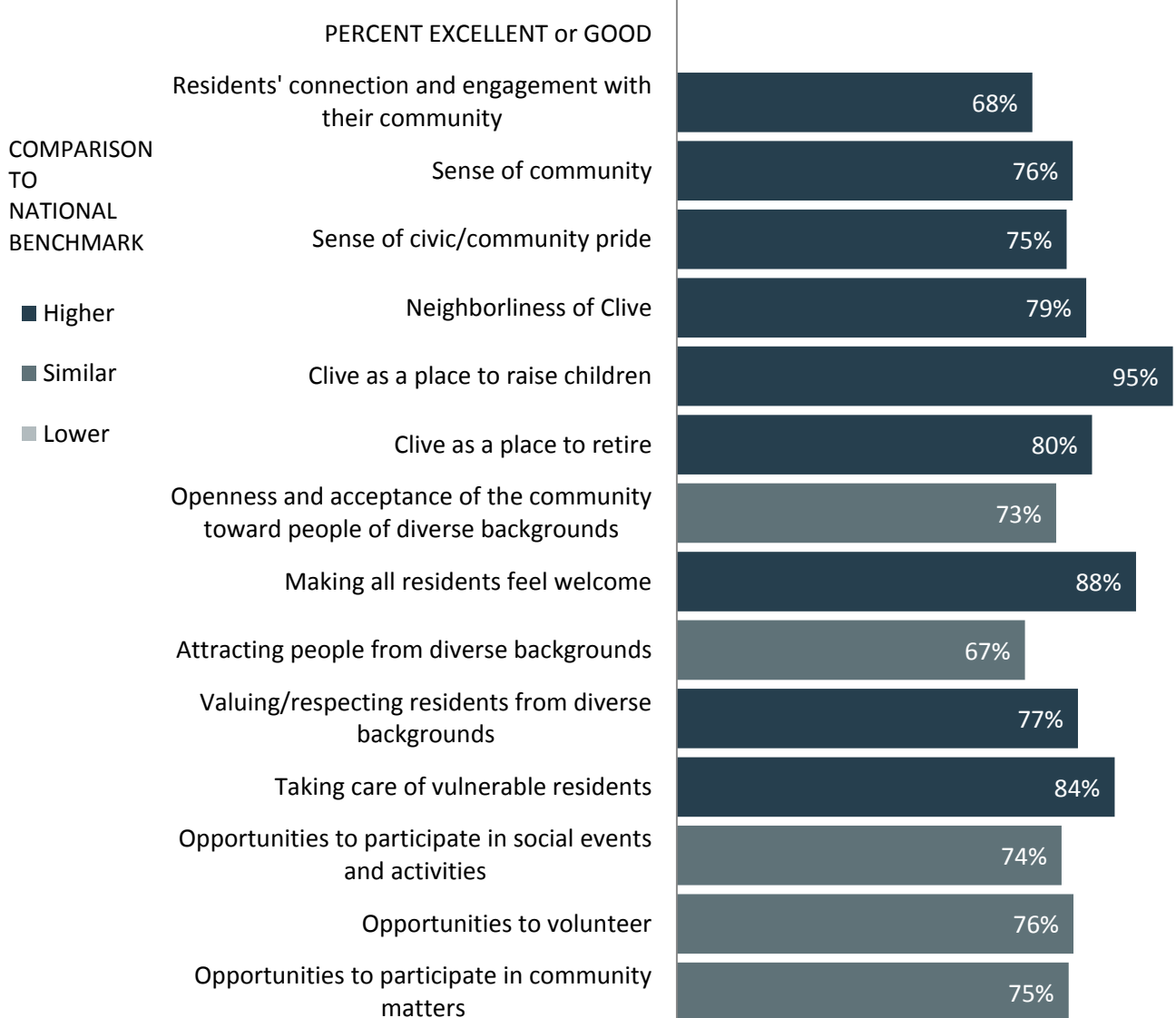


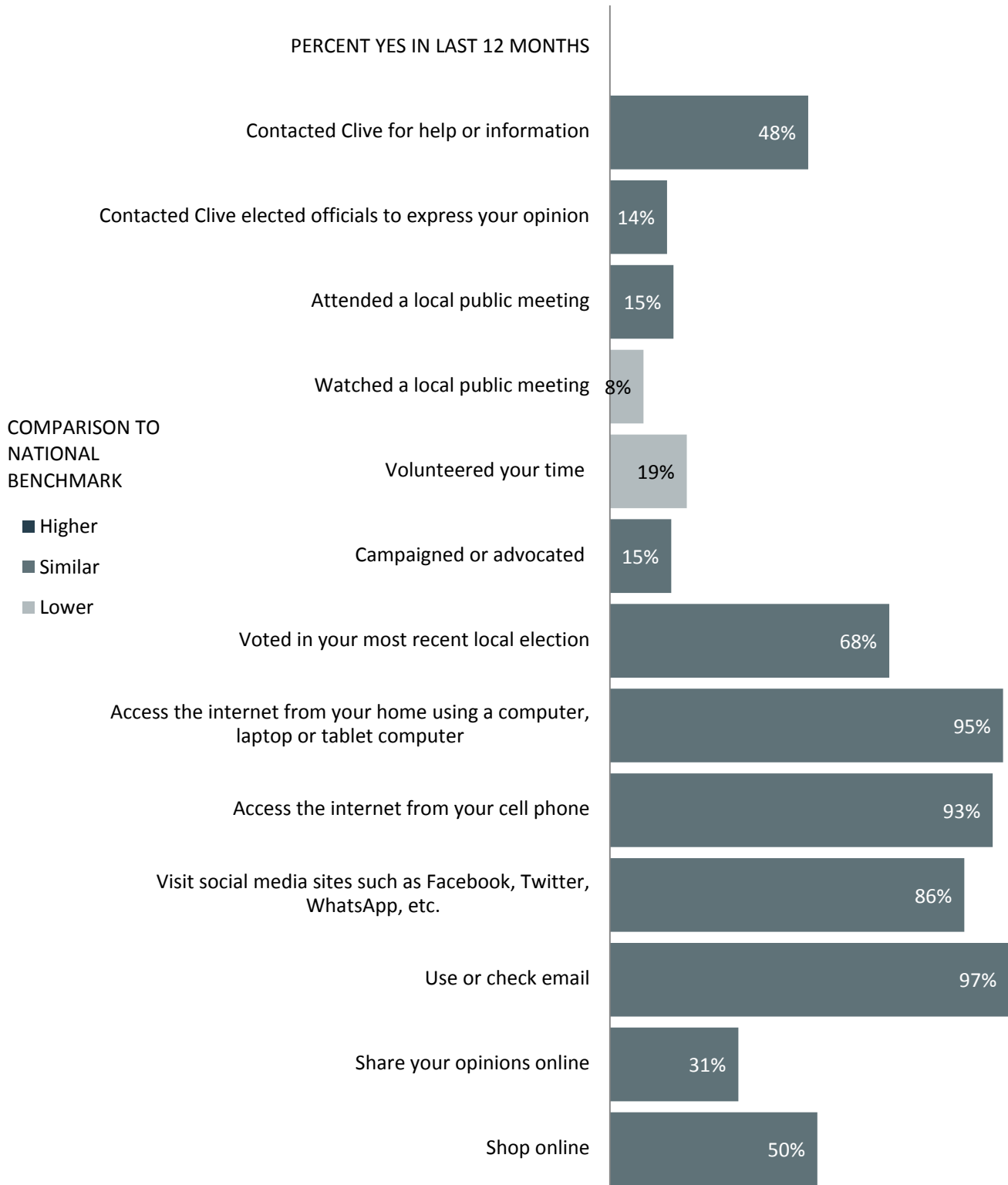
FIGURE 31: INCLUSIVITY & ENGAGEMENT



**FIGURE 32: INCLUSIVITY & ENGAGEMENT - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>Change 2018 to 2020</b>	<b>2020 rating</b>
Residents' connection and engagement with their community	↑	*	68%
Sense of community	↑	↑	76%
Sense of civic/community pride	↑	*	75%
Neighborliness of residents in Clive	↑	↔	79%
Clive as a place to raise children	↑	↔	95%
Clive as a place to retire	↑	↔	80%
Openness and acceptance of the community toward people of diverse backgrounds	↔	↔	73%
Making all residents feel welcome	↑	*	88%
Attracting people from diverse backgrounds	↔	*	67%
Valuing/respecting residents from diverse backgrounds	↑	*	77%
Taking care of vulnerable residents	↑↑	*	84%
Opportunities to participate in social events and activities	↔	↔	74%
Opportunities to volunteer	↔	↔	76%
Opportunities to participate in community matters	↔	↔	75%

**FIGURE 33: RESIDENTS' PARTICIPATION LEVELS**



**FIGURE 34: RESIDENTS’ PARTICIPATION IN LAST 12 MONTHS- SUMMARY**

Percent who had done each in last 12 months	Comparison to benchmark	Change 2018 to 2020	2020 rating
Contacted the City of Clive for help or information	↔	↑	48%
Contacted Clive elected officials to express your opinion	↔	↔	14%
Attended a local public meeting	↔	↔	15%
Watched (online or on television) a local public meeting	↓	↔	8%
Volunteered your time to some group/activity in Clive	↓	↔	19%
Campaigned or advocated for a local issue, cause or candidate	↔	↔	15%
Voted in your most recent local election	↔	*	68%

**FIGURE 35: RESIDENTS’ GENERAL USE OF TECHNOLOGY- SUMMARY**

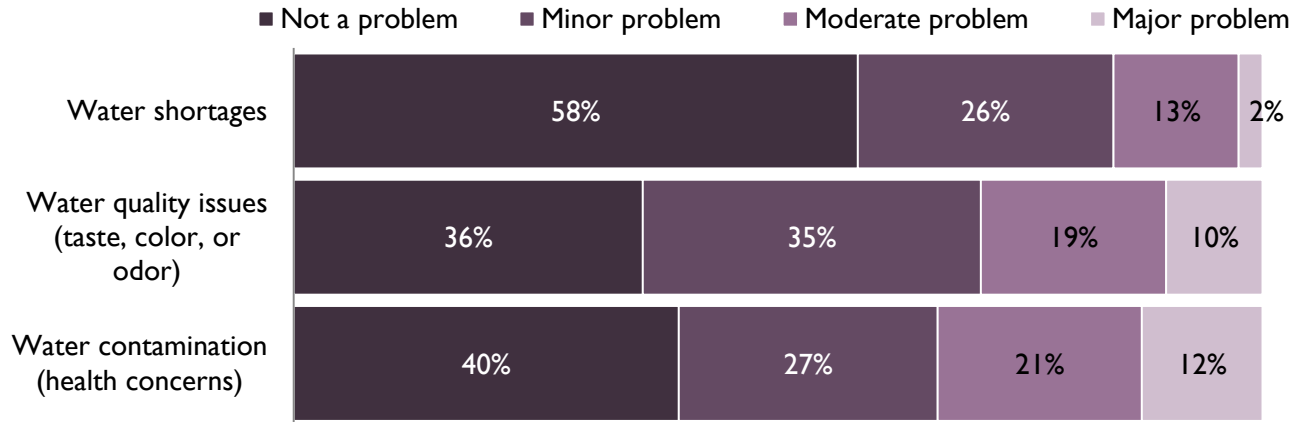
Percent who report doing each at least a few times a week	Comparison to benchmark	Change 2018 to 2020	2020 rating
Access the internet from your home using a computer, laptop or tablet computer	↔	*	95%
Access the internet from your cell phone	↔	*	93%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	↔	*	86%
Use or check email	↔	*	97%
Share your opinions online	↔	*	31%
Shop online	↔	*	50%



# Special Topics

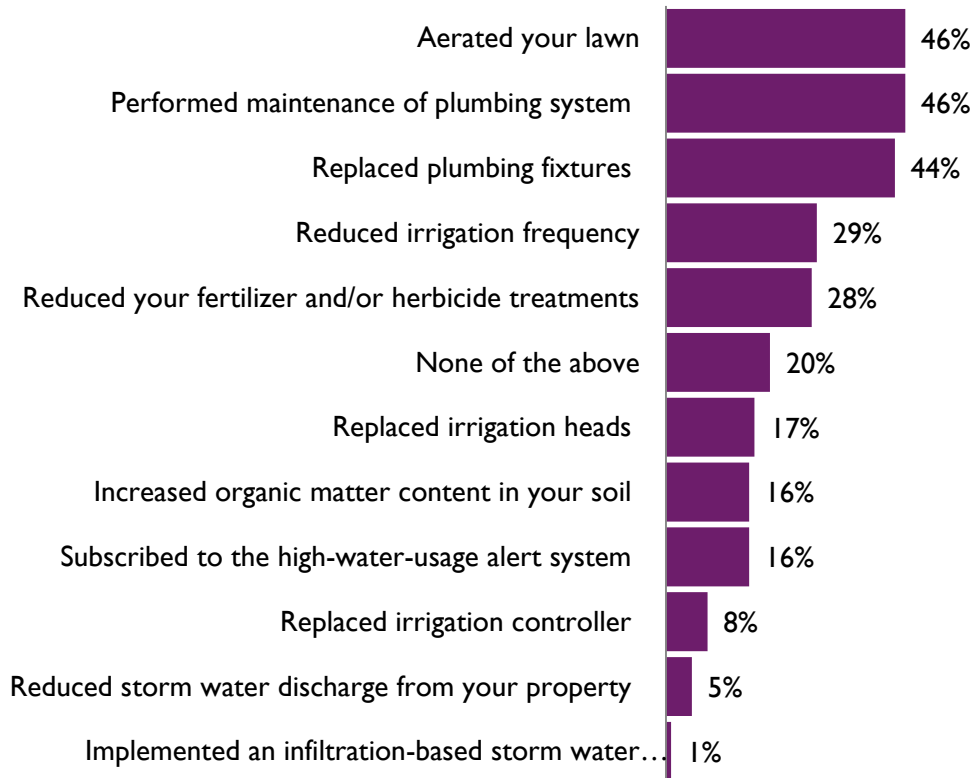
**FIGURE 36: WATER-RELATED ISSUES**

*How much of a problem, if at all, do you think each of the following will be in your area over the next 10 years?*



**FIGURE 37: RESIDENT ACTIVITY TO ADDRESS WATER-RELATED ISSUES**

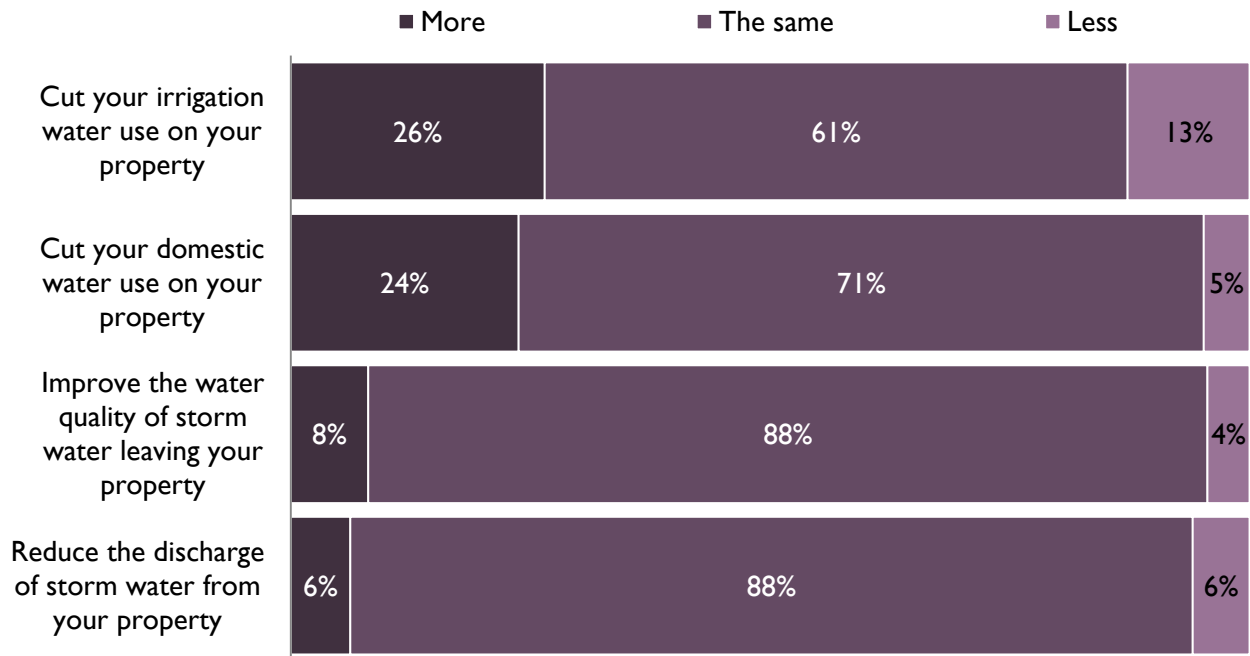
*Which of the following actions have you taken to address potential water supply and management concerns? (Check all that apply)*



Total may exceed 100% as respondents could select more than one option.

**FIGURE 38: WATER-RELATED MAINTENANCE**

*In thinking about your activities in the last year, compared to the year before, have you made more, the same or less effort to...?*



**FIGURE 39: WATERSHED**

*Do you know what watershed you live in?*

