

THE NCSTM
The National Citizen SurveyTM

Clive, IA

Community Livability Report

2018



NRC
National Research Center Inc

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

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

About..... 1

Quality of Life in Clive 2

Community Characteristics 3

Governance 5

Participation 7

Special Topics..... 9

Conclusions 12



The National Citizen Survey™
© 2001-2018 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

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 of 407 residents of the City of Clive. The margin of error around any reported percentage is 5% for all respondents. 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 Clive

Almost all residents rated the quality of life in Clive as excellent or good. This rating was higher than the national benchmark (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.



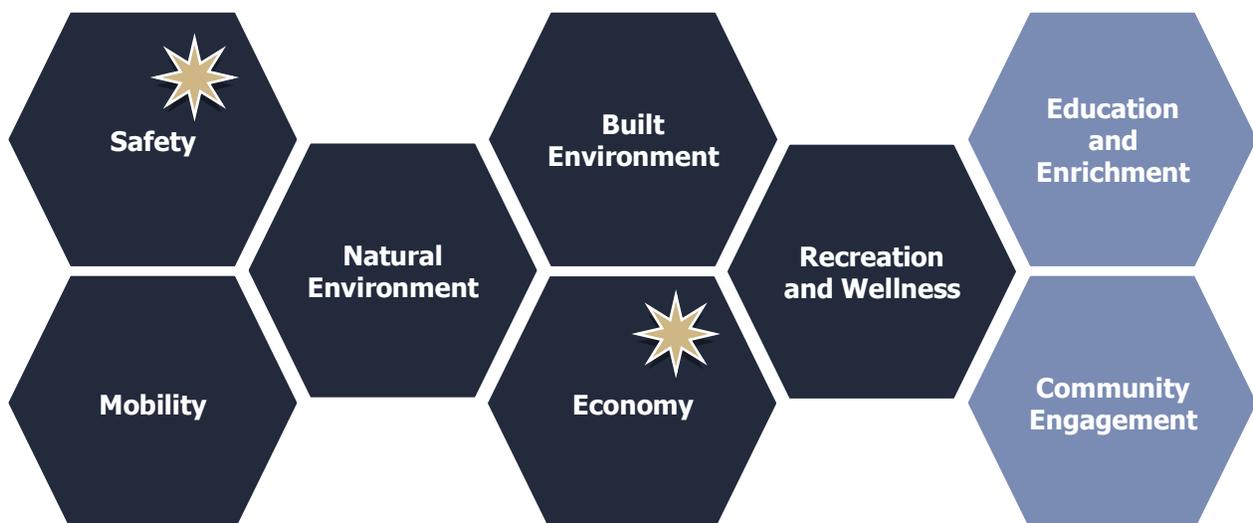
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. As in 2016, residents identified Safety and Economy as priorities for the Clive community in the coming two years. It is noteworthy that Clive residents gave favorable ratings to Safety and Economy as well as to Mobility, Natural Environment, Built Environment and Recreation and Wellness which were all rated higher than the national benchmark. Ratings for Education and Enrichment and Community Engagement were positive and similar to other 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

- Most important



Community Characteristics

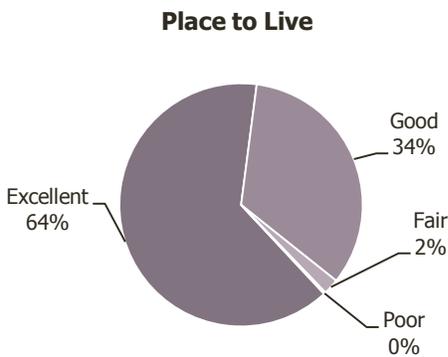
What makes a community livable, attractive and a place where people want to be?

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, 98% 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.

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. All of these aspects were rated positively by at least 8 in 10 residents (with nearly all residents offering positive ratings to Clive as a place to raise children) and were rated higher than in comparison communities.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Similar to ratings in 2016, each aspect of the community except for two (travel by public transportation and vibrant downtown/commercial area) were rated positively by at least half of residents. Across each facet, most aspects were rated higher than the national benchmark and none were rated lower. At least 9 in 10 residents rated all aspects of Safety and Natural Environment as excellent or good, while about 7 in 10 participants gave favorable ratings to all aspects of Built Environment. Recreation and

Wellness ratings were strong and higher than in comparison communities; however, only half of respondents offered positive ratings for mental health care which was a rating similar to the benchmark but lower when compared to the 2016 rating (please see the *Trends over Time* report under separate cover). Ratings within the facet of Mobility were also higher than the benchmark across the board; however one item was given positive ratings by only half of respondents and was similar to the benchmark (ease of travel by public transportation). While at least two-thirds of residents gave favorable ratings to aspects of Community Engagement, these ratings were similar to the national comparison.



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

Comparison to national benchmark
 ■ Higher ■ Similar ■ Lower



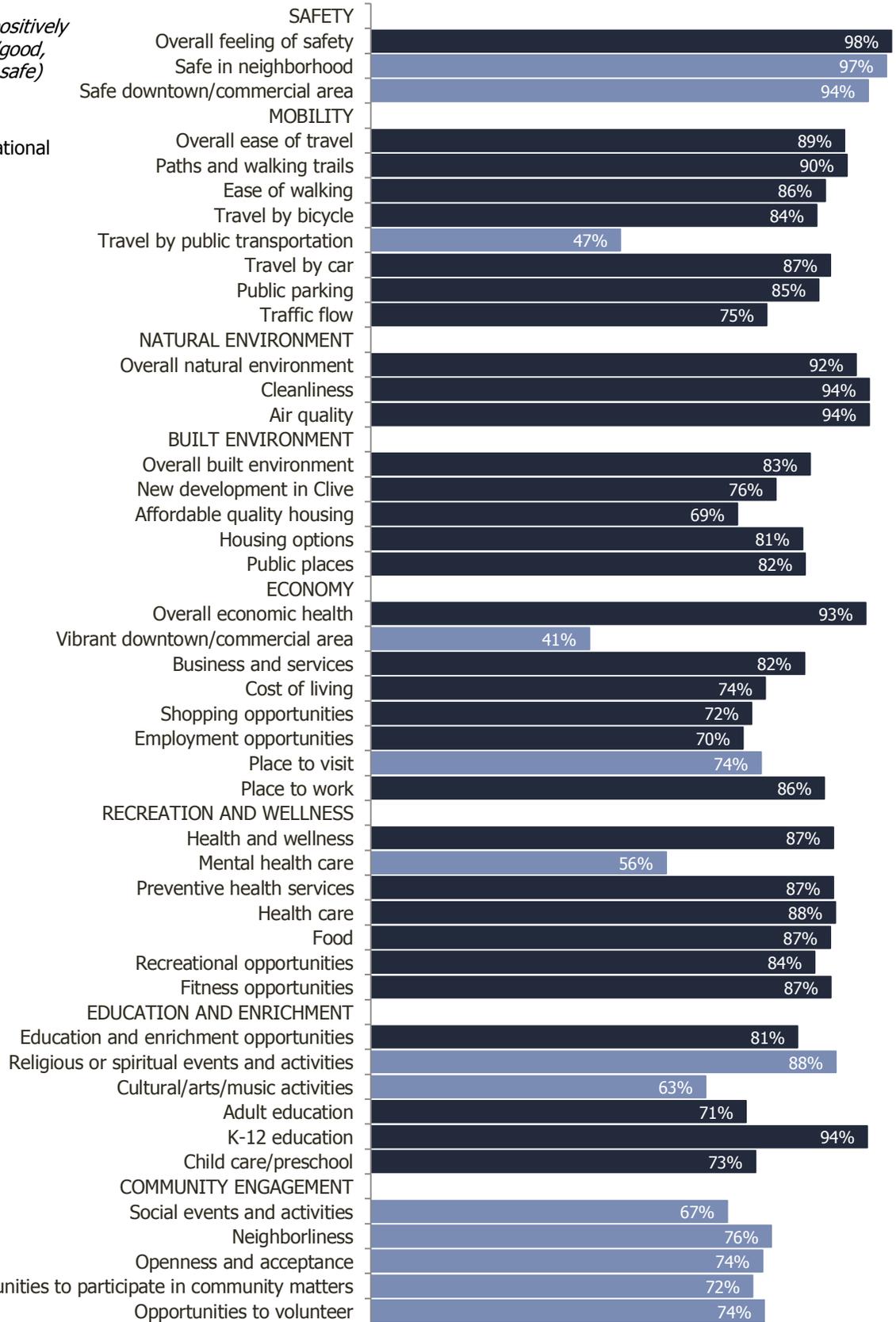
The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

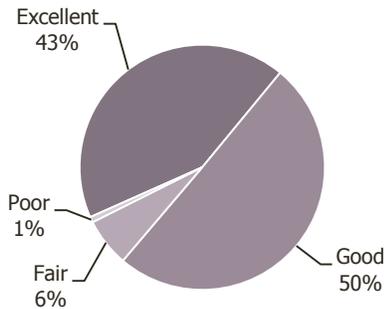
How well does the government of Clive meet the needs and expectations of its residents?

The overall quality of the services provided by Clive as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About 9 in 10 residents gave positive ratings for the overall quality of City services, which was a higher rating than given in comparison communities. About 45% of residents gave positive ratings for the services provided by the Federal Government, which was a similar rating compared to those given in communities across the nation and compared to 2016.

Survey respondents also rated various aspects of Clive’s leadership and governance. Clive received favorable marks that were higher than the national benchmark, with at least 7 in 10 residents offering positive evaluations to each aspect of local leadership and governance listed.

Respondents evaluated over 30 individual services and amenities available in Clive. As in 2016, all services were rated favorably by at least half of respondents and a majority of services were rated higher in Clive than in comparison communities. Ratings within Mobility were given the most varied ratings with fewer than 57% of residents offering positive ratings to traffic signal timing and bus or transit services and as many as 87% offering positive ratings to snow removal. Ratings also varied within Built Environment with 63% of residents giving excellent or good ratings for cable television and 92% providing excellent or good marks for power utility and sewer services. Services within the facets of Safety, Natural Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement were all rated positively by at least three-quarters of survey participants.

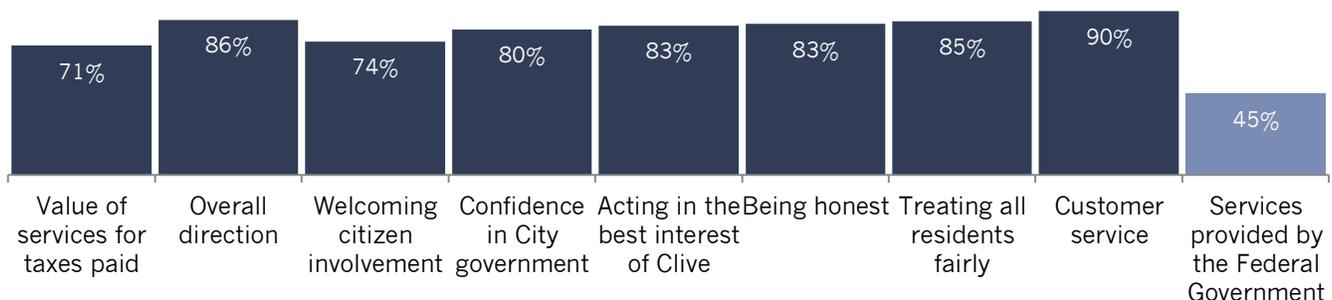
Overall Quality of City Services



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



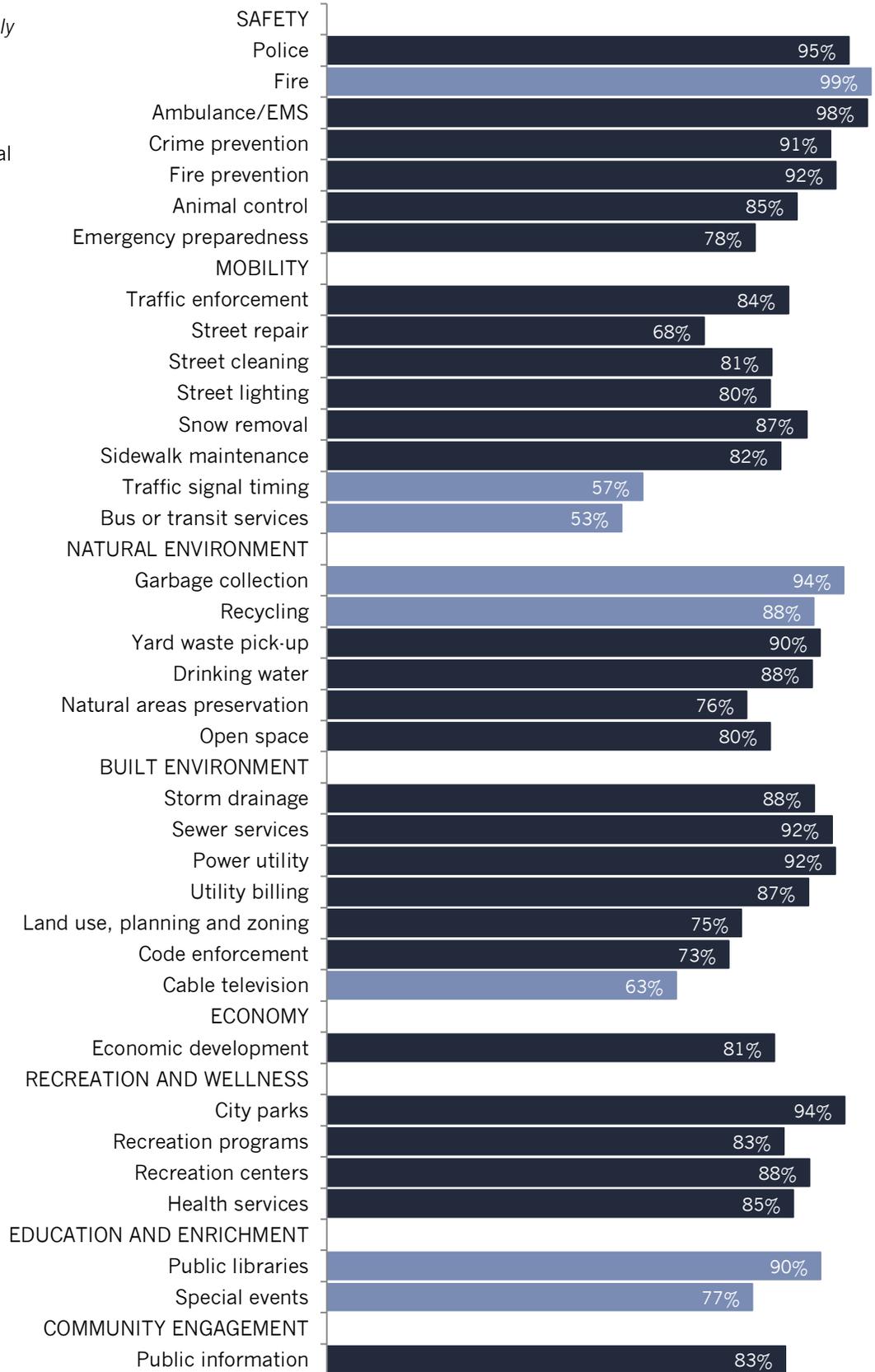
The National Citizen Survey™

Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

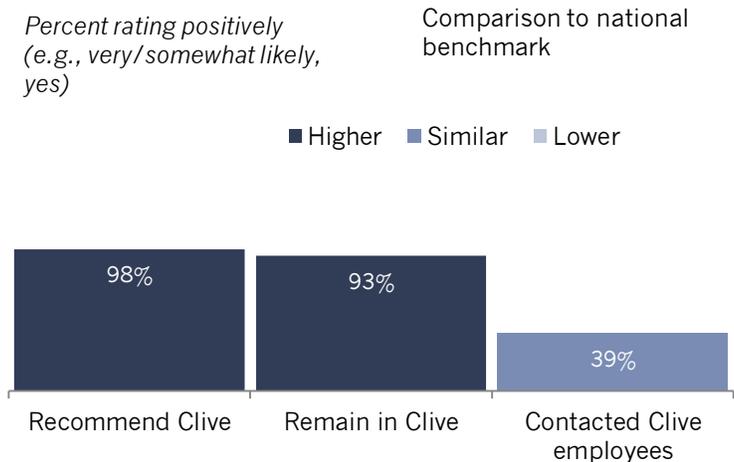
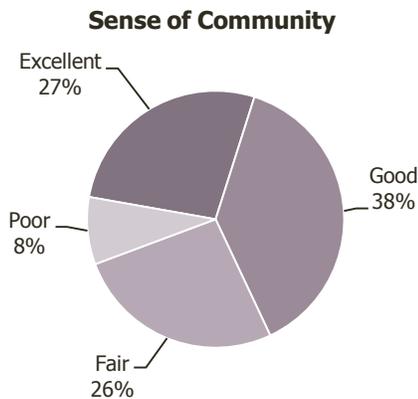


Participation

Are the residents of Clive 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 two-thirds of residents rated Clive’s sense of community as excellent or good, similar to comparison communities across the nation. Almost all participants reported that they would recommend Clive as a place to live and about 9 in 10 planned to remain in Clive for the next five years (both higher than the benchmark). About 4 in 10 reported that they had contacted City employees (similar to the benchmark). These ratings were on par with ratings given in 2016.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Generally, residents reported similar rates of participation in activities when compared to other communities across the nation. Three aspects had a rate of participation higher than the benchmark (residents who did NOT observe a code violation, who were NOT under housing stress and who felt the economy would have a positive impact on their income) while 11 activities and behaviors were lower than the benchmark. Levels of participation within the facets of Built Environment and Recreation and Wellness were all similar to or higher than the benchmark. Between 24% and 51% of residents had participated in each activity related to Education and Enrichment; these rates of participation were all lower than ratings given in comparison communities. Rates of Community Engagement varied; at least a majority of residents reported that they had talked to or visited with their neighbors, did a favor for a neighbor, read or watched local news or voted in local elections while less than one-quarter of residents had watched or attended a local public meeting, contacted Clive elected officials, campaigned for an issue, cause or candidate, volunteered or participated in a club.



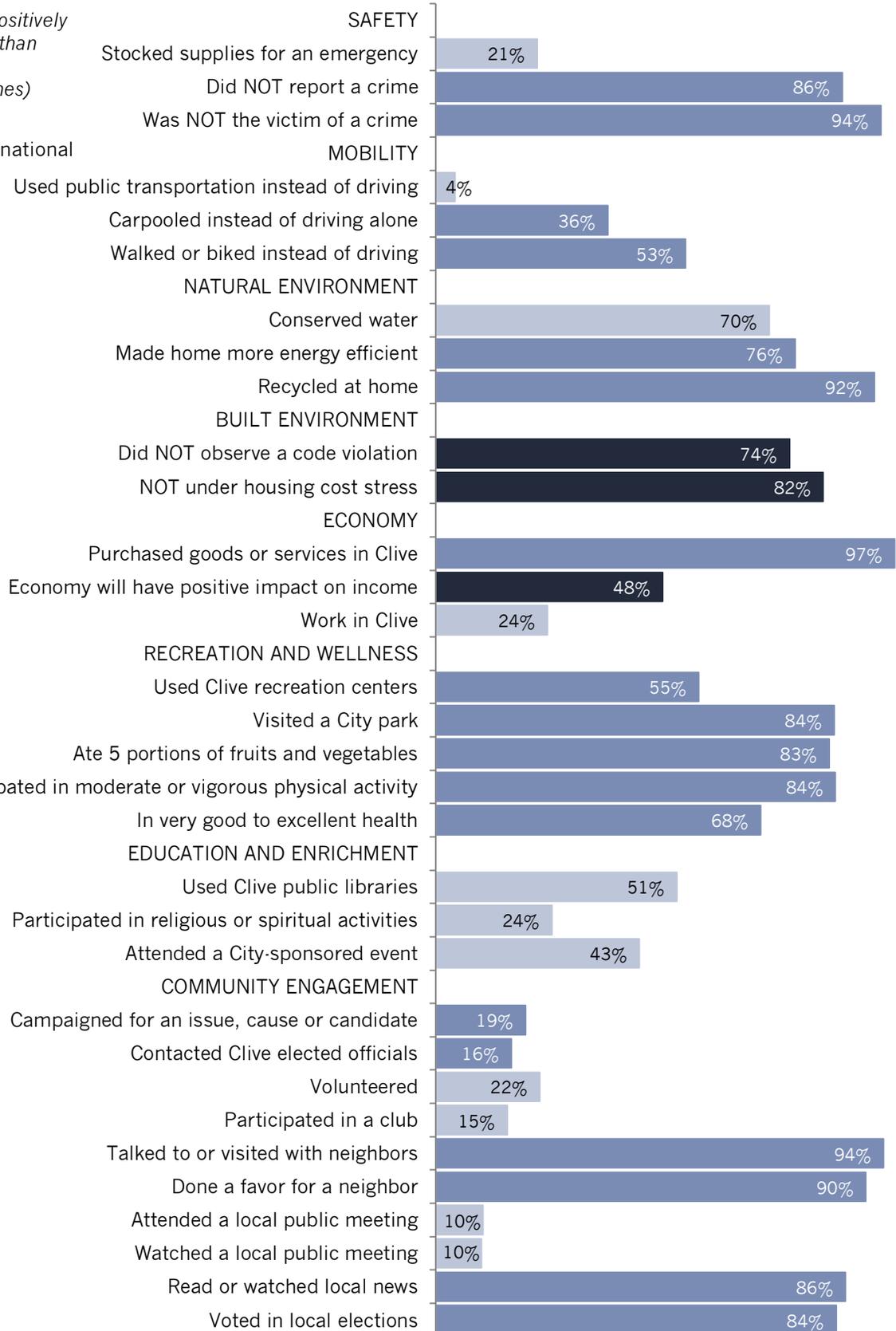
The National Citizen Survey™

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

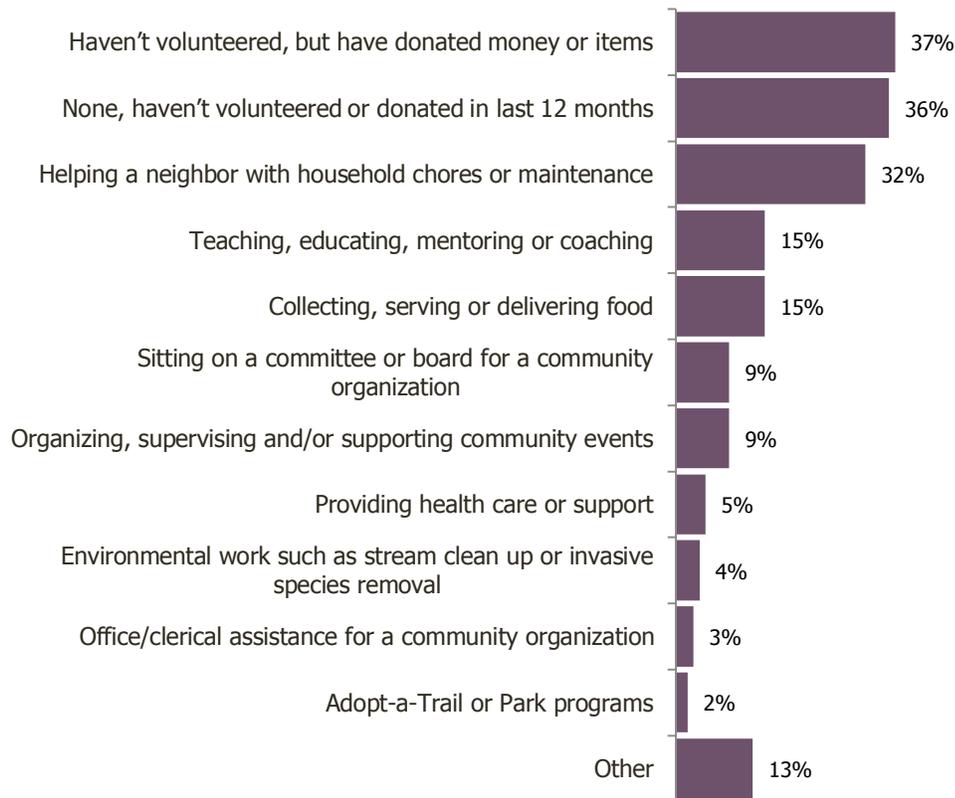


Special Topics

The City of Clive included four questions of special interest on The NCS. The first question asked residents about types of activities they had volunteered for in the past 12 months. One-third of respondents indicated they had not volunteered or donated while another one-third had not volunteered but had donated money or items in the last 12 months. About 15% of respondents had volunteered through teaching, educating, mentoring or coaching and through collecting, serving or delivering food. Fewer than 10% indicated involvement in the other listed volunteer activities.

Figure 4: Types of Volunteer Activities

The City of Clive is interested in promoting volunteerism as a means to further the community's long-term vision. What types of activities have you volunteered for in the past 12 months?



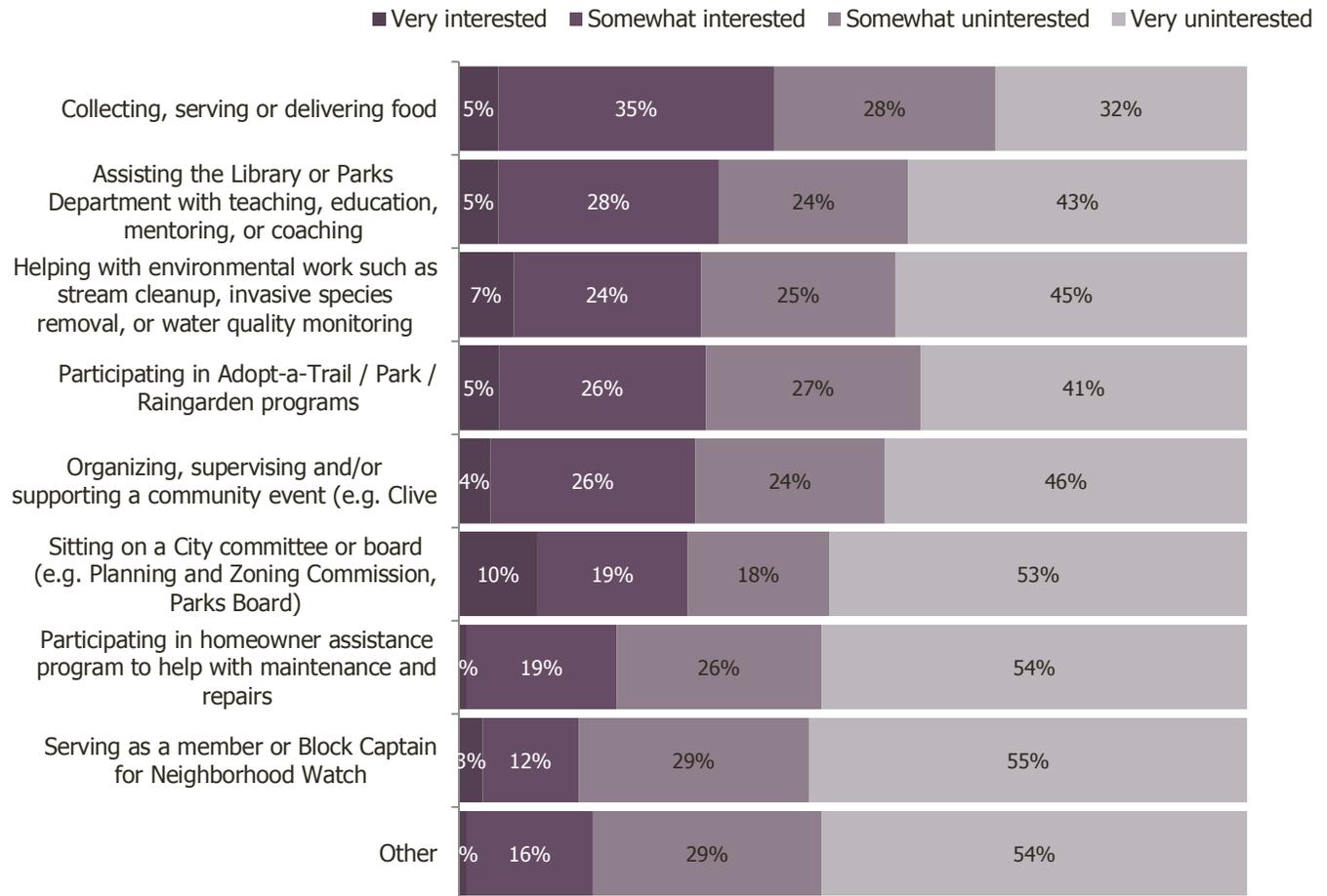
Total may exceed 100% as respondents could select more than one option.

The National Citizen Survey™

When asked about their level of interest in various activities if Clive offered the listed activities, a majority of residents indicated being somewhat or very uninterested in participating in each listed item. About 40% of respondents indicated being at least somewhat interested in collecting, serving or delivering food; this item topped the list.

Figure 5: Level of Interest in Volunteer Opportunities

If Clive offered the following volunteer opportunities, please indicate your level of interest in participating:

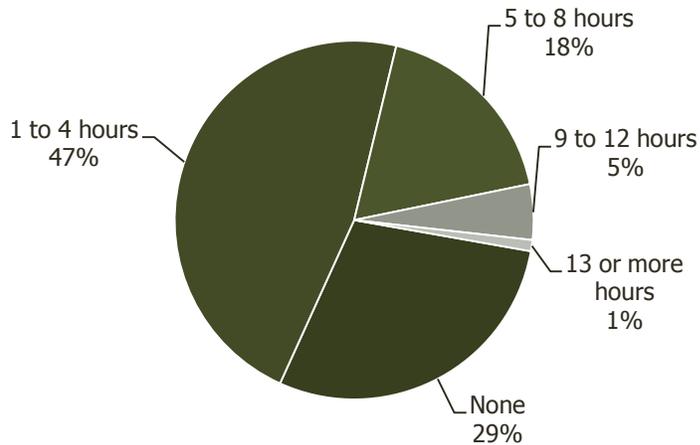


The National Citizen Survey™

While 3 in 10 residents indicated that they would not be interested in dedicating time to volunteering, nearly half indicated interest in volunteering up to four hours per month and an additional 2 in 10 would be interested in volunteering five to eight hours per month. Few residents were interested in volunteering more than eight hours a month.

Figure 6: Willingness to Dedicate Time to Volunteering

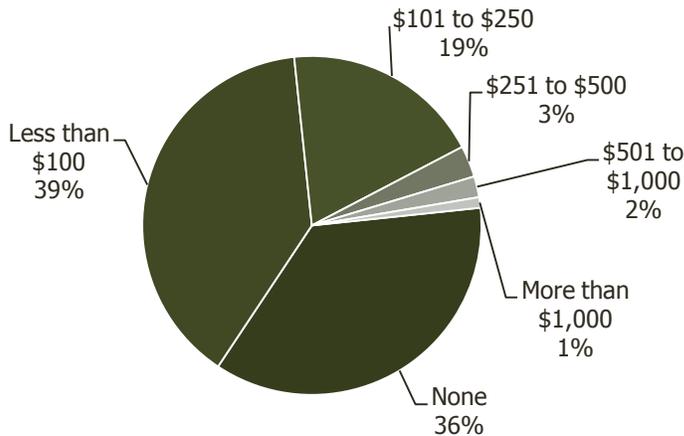
How many cumulative hours per month, if any, would you be willing to dedicate to volunteering in Clive?



The last special interest question asked residents to consider how much money they would be willing to donate to further volunteer efforts in Clive. While about one-third would not be willing to donate money to volunteer efforts in Clive, 4 in 10 would be willing to donate up to \$100 and 2 in 10 would be willing to donate \$101 to \$250 each year.

Figure 7: Willingness to Donate Money to Volunteer Efforts

How much money per year, if any, would you be willing to donate to further volunteer efforts or community projects in Clive?



Conclusions

Residents continue to enjoy a high quality of life and strong sense of safety.

Almost all residents rated their overall quality of life 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. At least 8 in 10 residents offered positive ratings to 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; these ratings were all higher than the national benchmark.

Residents feel safe in general, as well as in their neighborhood and in Clive's downtown/commercial area. Safety service ratings were strong and generally higher than the national averages and about 9 in 10 residents indicated they had not reported a crime or been the victim of a crime.

Since 2016, Clive's ratings have remained strong and resident's priorities for Clive have remained stable.

Safety and Economy were selected by residents as priorities for the Clive community in the coming two years, as done in 2016. Further, ratings within each of these facets were generally strong and higher than the national comparisons. While the vast majority of ratings given in 2018 were similar to those given in 2016, the only two items to show an increase in ratings were under the facet of Economy; higher quality ratings were given to Clive as a place to visit in 2018 compared to 2016 and more residents felt the economy would have a positive impact on their income in 2018.

While the rate of volunteering in the community is low, residents did voice interest in select volunteer activities and willingness to dedicate time to volunteer efforts.

When compared to the national average, Clive residents indicated a lower rate of volunteering in the community. Further, when asked about types of activities they had volunteered for in the past 12 months, one-third of respondents indicated they had not volunteered or donated while another one-third had not volunteered but had donated money or items in the last 12 months. Residents were asked about level of interest in various activities if Clive offered the listed activities and a majority indicated being somewhat or very uninterested in participating in all listed activities if they were offered; however, about 40% of respondents indicated being at least somewhat interested in collecting, serving or delivering food and this item topped the list. Nearly half indicated interest in volunteering up to four hours per month and an additional 2 in 10 would be interested in volunteering five to eight hours per month.