

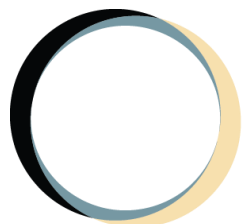


**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Clive, IA

Comparisons by Geographic Subgroups

2018



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# Summary

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 research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by Planning Districts.

Responses in the following tables 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 attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Planning Districts 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 have been shaded grey.

The margin of error for all 407 respondents is generally no greater than plus or minus five percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. Four groupings of Planning Districts were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

Planning Districts	Number of Completed Surveys
Planning Districts 1 & 2	93
Planning District 3	78
Planning Districts 4 & 5	104
Planning Districts 6 & 7	132

Notable differences between Planning Districts included the following:

- Ratings of Community Characteristics varied across Planning Districts; for example, those living in Planning Districts 1 & 2 offering the lowest ratings to aspects of Mobility such as ease of walking and availability of paths and walking trails, while those living in Planning Districts 6 & 7 offered the lowest ratings to cost of living and Clive as a place to work. Most characteristics related to Economy showed significant differences across Planning Districts and generally, those living in Planning Districts 4 & 5 offered the highest quality ratings for employment opportunities, cost of living and overall quality of business and service establishments in Clive.
- Aspect of local leadership and governance were given the most positive ratings from residents residing in Planning Districts 4 & 5 (e.g., overall confidence in Clive government, generally acting in the best interest of the community, being honest, etc.).
- Participation ratings also varied across Planning Districts with those living in Planning Districts 1 & 2 indicating the lowest rate of volunteering but highest rate of watching a local public meeting online or on television.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
The overall quality of life in Clive	99%	92%	97%	92%	95%
Overall image or reputation of Clive	94%	92%	97%	94%	94%
Clive as a place to live	98%	96%	98%	98%	98%
Your neighborhood as a place to live	92%	95%	94%	88%	91%
Clive as a place to raise children	98%	95%	99%	97%	98%
Clive as a place to retire	85%	88%	86%	71%	81%
Overall appearance of Clive	95%	96%	95%	91%	93%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Overall feeling of safety in Clive	100%	99%	95%	99%	98%
In your neighborhood during the day	99%	99%	97%	96%	97%
In Clive's downtown/commercial area during the day	98%	95%	95%	90%	94%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Overall ease of getting to the places you usually have to visit	85%	92%	95%	89%	89%
Traffic flow on major streets	82%	85%	73%	67%	75%
Ease of public parking	84%	86%	90%	81%	85%
Ease of travel by car in Clive	88%	90%	89%	84%	87%
Ease of travel by public transportation in Clive	43%	54%	48%	48%	47%
Ease of travel by bicycle in Clive	82%	85%	88%	83%	84%
Ease of walking in Clive	76%	95%	85%	90%	86%
Availability of paths and walking trails	78%	99%	98%	90%	90%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Quality of overall natural environment in Clive	91%	96%	96%	88%	92%
Air quality	88%	97%	96%	96%	94%
Cleanliness of Clive	97%	95%	97%	90%	94%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Overall "built environment" of Clive (including overall design, buildings, parks and transportation systems)	82%	87%	90%	78%	83%
Public places where people want to spend time	86%	72%	85%	81%	82%
Variety of housing options	81%	80%	86%	80%	81%
Availability of affordable quality housing	59%	75%	78%	70%	69%
Overall quality of new development in Clive	83%	70%	78%	73%	76%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Overall economic health of Clive	91%	96%	97%	92%	93%
Clive as a place to work	92%	91%	90%	76%	86%
Clive as a place to visit	78%	85%	77%	65%	74%
Employment opportunities	63%	65%	88%	65%	70%
Shopping opportunities	67%	86%	82%	65%	72%
Cost of living in Clive	76%	75%	85%	67%	74%
Overall quality of business and service establishments in Clive	79%	86%	92%	77%	82%
Vibrant downtown/commercial area	48%	45%	36%	37%	41%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Health and wellness opportunities in Clive	85%	90%	96%	83%	87%
Fitness opportunities (including exercise classes and paths or trails, etc.)	87%	87%	94%	83%	87%
Recreational opportunities	83%	79%	85%	85%	84%
Availability of affordable quality food	77%	93%	95%	86%	87%
Availability of affordable quality health care	89%	95%	92%	82%	88%
Availability of preventive health services	89%	94%	91%	82%	87%
Availability of affordable quality mental health care	52%	47%	68%	55%	56%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Overall opportunities for education and enrichment	79%	87%	83%	78%	81%
Availability of affordable quality child care/preschool	81%	82%	76%	64%	73%
K-12 education	94%	89%	95%	94%	94%
Adult educational opportunities	74%	72%	73%	67%	71%
Opportunities to attend cultural/arts/music activities	61%	71%	63%	62%	63%
Opportunities to participate in religious or spiritual events and activities	82%	93%	93%	86%	88%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Opportunities to participate in social events and activities	63%	66%	77%	64%	67%
Opportunities to volunteer	73%	86%	67%	76%	74%
Opportunities to participate in community matters	74%	81%	70%	69%	72%
Openness and acceptance of the community toward people of diverse backgrounds	73%	72%	87%	67%	74%
Neighborliness of residents in Clive	77%	74%	81%	72%	76%

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Table 10: Governance - General

	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Percent rating positively (e.g., excellent/good)					
The City of Clive	95%	91%	90%	94%	93%
The value of services for the taxes paid to Clive	70%	70%	79%	68%	71%
The overall direction that Clive is taking	84%	84%	92%	84%	86%
The job Clive government does at welcoming citizen involvement	77%	75%	88%	63%	74%
Overall confidence in Clive government	70%	79%	90%	82%	80%
Generally acting in the best interest of the community	75%	78%	92%	84%	83%
Being honest	72%	83%	90%	88%	83%
Treating all residents fairly	68%	83%	95%	92%	85%
Overall customer service by Clive employees (police, receptionists, planners, etc.)	94%	87%	92%	88%	90%
The Federal Government	40%	51%	45%	45%	45%

Table 11: Governance - Safety

	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Percent rating positively (e.g., excellent/good)					
Police/Sheriff services	94%	95%	99%	93%	95%
Fire services	100%	99%	100%	97%	99%
Ambulance or emergency medical services	97%	99%	99%	98%	98%
Crime prevention	91%	85%	94%	92%	91%
Fire prevention and education	96%	88%	95%	90%	92%
Animal control	88%	75%	89%	84%	85%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	67%	85%	85%	79%	78%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Traffic enforcement	87%	80%	92%	78%	84%
Street repair	67%	59%	70%	71%	68%
Street cleaning	80%	79%	85%	79%	81%
Street lighting	79%	81%	85%	78%	80%
Snow removal	92%	84%	92%	82%	87%
Sidewalk maintenance	77%	78%	86%	85%	82%
Traffic signal timing	50%	58%	50%	66%	57%
Bus or transit services	40%	59%	67%	61%	53%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Garbage collection	96%	83%	94%	96%	94%
Recycling	94%	87%	92%	84%	88%
Yard waste pick-up	84%	83%	92%	92%	90%
Drinking water	90%	70%	92%	91%	88%
Preservation of natural areas such as open space, farmlands and greenbelts	72%	79%	85%	73%	76%
Clive open space	80%	84%	85%	77%	80%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Storm drainage	87%	75%	95%	89%	88%
Sewer services	85%	88%	94%	96%	92%
Power (electric and/or gas) utility	92%	88%	95%	92%	92%
Utility billing	83%	83%	92%	89%	87%
Land use, planning and zoning	66%	78%	89%	72%	75%
Code enforcement (weeds, abandoned buildings, etc.)	69%	75%	83%	69%	73%
Cable television	71%	48%	67%	62%	63%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Economic development	81%	72%	86%	81%	81%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
City parks	90%	87%	98%	96%	94%
Recreation programs or classes	72%	79%	95%	83%	83%
Recreation centers or facilities	78%	88%	91%	91%	88%
Health services	85%	94%	92%	77%	85%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Public library services	76%	95%	96%	93%	90%
City-sponsored special events	82%	76%	78%	74%	77%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Public information services	83%	77%	89%	82%	83%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Sense of community	58%	81%	69%	63%	65%
Recommend living in Clive to someone who asks	99%	97%	99%	96%	98%
Remain in Clive for the next five years	96%	95%	94%	91%	93%
Contacted the City of Clive (in-person, phone, email or web) for help or information	41%	32%	48%	36%	39%



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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Was NOT the victim of a crime	88%	93%	96%	96%	94%
Did NOT report a crime	82%	82%	87%	89%	86%
Stocked supplies in preparation for an emergency	40%	17%	10%	17%	21%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Walked or biked instead of driving	65%	35%	54%	50%	53%
Carpooled with other adults or children instead of driving alone	34%	36%	33%	40%	36%
Used bus, rail, subway or other public transportation instead of driving	4%	1%	5%	4%	4%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Recycle at home	81%	98%	100%	93%	92%
Made efforts to make your home more energy efficient	81%	71%	78%	72%	76%
Made efforts to conserve water	76%	72%	74%	63%	70%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
NOT under housing cost stress	77%	63%	83%	90%	82%
Did NOT observe a code violation	69%	78%	78%	75%	74%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Purchase goods or services from a business located in Clive	98%	88%	99%	97%	97%
Economy will have positive impact on income	54%	37%	45%	49%	48%
Work in Clive	29%	21%	21%	22%	24%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Used Clive recreation centers or their services	51%	54%	60%	56%	55%
Visited a neighborhood park or City park	80%	72%	85%	90%	84%
Eat at least 5 portions of fruits and vegetables a day	83%	93%	87%	77%	83%
Participate in moderate or vigorous physical activity	77%	91%	91%	82%	84%
Reported being in "very good" or "excellent" health	63%	54%	73%	75%	68%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Used Clive public libraries or their services	48%	65%	50%	48%	51%
Participated in religious or spiritual activities in Clive	17%	26%	37%	22%	24%
Attended a City-sponsored event	36%	48%	47%	44%	43%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Campaigned or advocated for an issue, cause or candidate	20%	19%	21%	17%	19%
Contacted Clive elected officials (in-person, phone, email or web) to express your opinion	16%	17%	22%	12%	16%
Volunteered your time to some group/activity in Clive	9%	21%	37%	22%	22%
Participated in a club	10%	16%	19%	16%	15%
Talked to or visited with your immediate neighbors	95%	94%	98%	91%	94%
Done a favor for a neighbor	95%	94%	96%	83%	90%
Attended a local public meeting	11%	17%	15%	3%	10%
Watched (online or on television) a local public meeting	21%	6%	8%	5%	10%
Read or watch local news (via television, paper, computer, etc.)	77%	90%	96%	85%	86%
Vote in local elections	70%	91%	94%	86%	84%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Overall feeling of safety in Clive	100%	97%	95%	88%	94%
Overall ease of getting to the places you usually have to visit	92%	84%	90%	83%	87%
Quality of overall natural environment in Clive	87%	90%	86%	87%	87%
Overall "built environment" of Clive (including overall design, buildings, parks and transportation systems)	75%	70%	71%	73%	73%
Health and wellness opportunities in Clive	78%	83%	72%	75%	76%
Overall opportunities for education and enrichment	76%	82%	63%	75%	74%
Overall economic health of Clive	94%	92%	86%	86%	89%
Sense of community	70%	86%	73%	79%	76%

Table 29: Visited the City of Clive web site or Read Clive Newsletter

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Clive? Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Visited the City of Clive web site (at www.cityofclive.com)	51%	57%	63%	69%	61%
Read Clive Newsletter	80%	92%	90%	82%	85%

Table 30: Level of Interest in Volunteer Opportunities

If Clive offered the following volunteer opportunities, please indicate your level of interest in participating: Percent rating positively (e.g., very/somewhat interested)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
Organizing, supervising and/or supporting a community event (e.g. Clive)	29%	26%	23%	36%	30%
Sitting on a City committee or board (e.g. Planning and Zoning Commission, Parks Board)	31%	22%	32%	29%	29%
Participating in homeowner assistance program to help with maintenance and repairs	27%	20%	22%	15%	20%
Collecting, serving or delivering food	35%	37%	39%	46%	40%
Assisting the Library or Parks Department with teaching, education, mentoring, or coaching	26%	28%	30%	43%	34%
Participating in Adopt-a-Trail / Park / Raingarden programs	20%	30%	43%	33%	32%
Helping with environmental work such as stream cleanup, invasive species removal, or water quality monitoring	31%	29%	32%	31%	31%
Serving as a member or Block Captain for Neighborhood Watch	19%	20%	15%	12%	16%
Other	17%	10%	3%	30%	18%

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Table 31: Willingness to Dedicate Time to Volunteering

Percent rating positively (at least one hour)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
How many cumulative hours per month, if any, would you be willing to dedicate to volunteering in Clive?	36%	37%	24%	24%	29%

Table 32: Willingness to Donate Money to Volunteer Efforts

Percent rating positively (at least one dollar)	Planning District				Overall
	Planning Districts 1 & 2	Planning District 3	Planning Districts 4 & 5	Planning Districts 6 & 7	
How much money per year, if any, would you be willing to donate to further volunteer efforts or community projects in Clive?	46%	41%	24%	34%	36%