



The National Citizen Survey™

CITY OF URBANDALE, IA 2009



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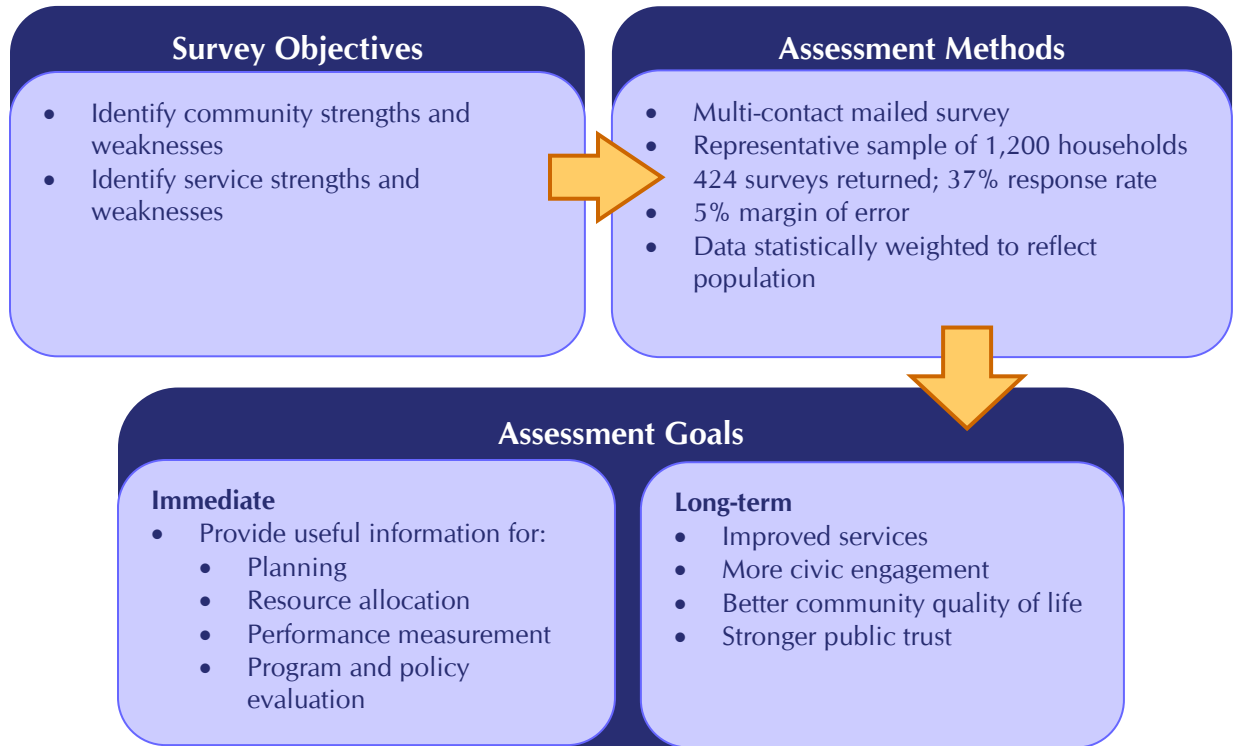
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 424 completed surveys were obtained, providing an overall response rate of 37%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Urbandale was developed in close cooperation with local jurisdiction staff. Urbandale staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Urbandale staff also augmented The National Citizen Survey™ basic service through a variety of options including crosstabulation of results and several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the City of Urbandale survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (424 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Urbandale, but from City of Urbandale services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The City of Urbandale chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Urbandale Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons were available, the City of Urbandale results were noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of the City of Urbandale's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Urbandale survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Almost all residents experience a good quality of life in the City of Urbandale and believe the City is a good place to live. The overall quality of life in the City of Urbandale was rated as “excellent” or “good” by 96% of respondents. About nine in ten report they plan on staying in the City of Urbandale for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were air quality, overall image or reputation of Urbandale and the cleanliness of Urbandale. The three characteristics receiving the least positive ratings were opportunities to attend cultural activities, employment opportunities, and the ease of bus travel in Urbandale.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 30 were above the benchmark comparison, one was similar to the benchmark comparison and none were below.

Residents in the City of Urbandale were somewhat civically engaged. While only 17% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 96% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Urbandale, which was lower than the benchmark.

In general, survey respondents demonstrated strong trust in local government. About three quarters of respondents rated the overall direction being taken by the City of Urbandale as “good” or “excellent.” This was higher than the benchmark. Those residents who had interacted with an employee of the City of Urbandale in the previous 12 months gave high marks to those employees. About eight in ten rated their overall impression of employees as “excellent” or “good.”

On average, residents gave extremely favorable ratings to all local government services. City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, all 35 were above the benchmark comparison.

A Key Driver Analysis was conducted for the City of Urbandale which examined the relationships between ratings of each service and ratings of the City of Urbandale's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Urbandale can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Ambulance or emergency medical services
- Police services
- Economic development
- Snow removal

Of these services, those deserving the most attention may be those that have experienced declining ratings over time or those that were below or similar to the benchmark comparisons. For all key drivers (ambulance or emergency medical services, police services, economic development and snow removal services) the City of Urbandale is above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Urbandale – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Urbandale. Residents were asked whether they planned to move soon or if they would recommend the City of Urbandale to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Urbandale offers services and amenities that work.

A majority of the City of Urbandale’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

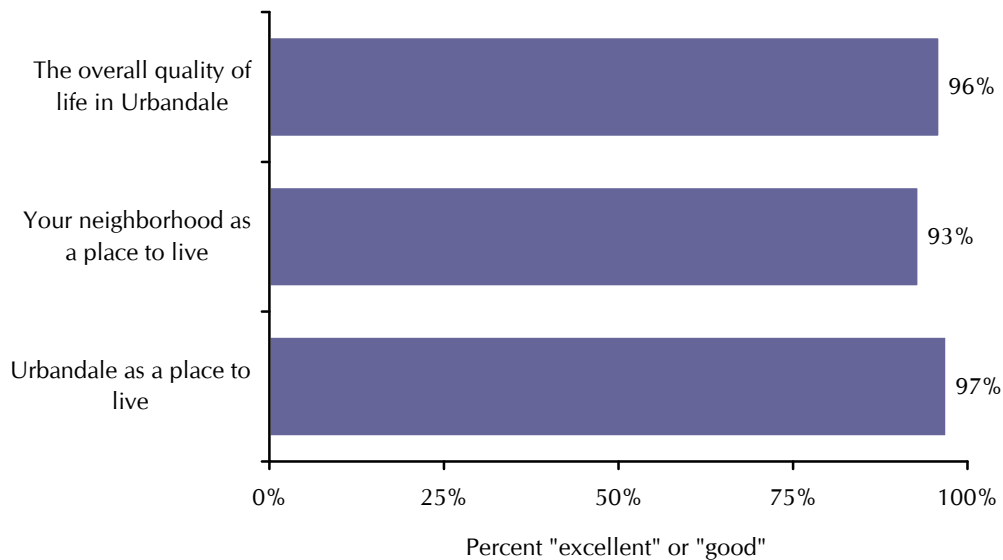


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

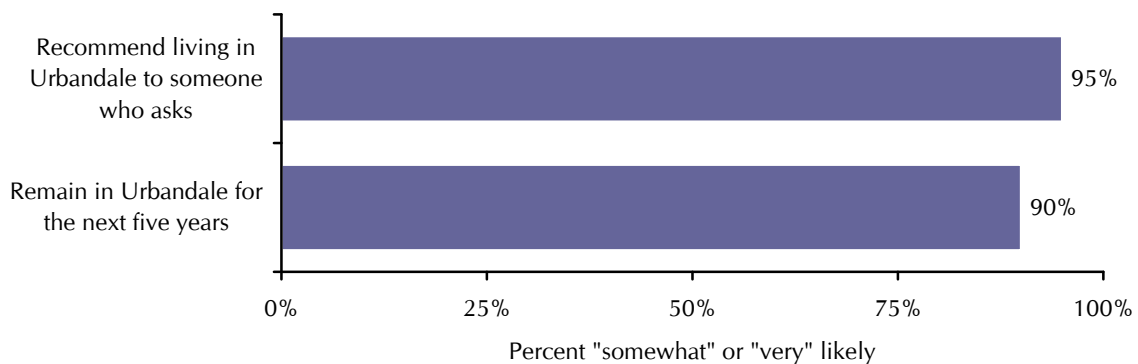


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Urbandale	Above
Your neighborhood as place to live	Above
Urbandale as a place to live	Above
Remain in Urbandale for the next five years	Above
Recommend living in Urbandale to someone who asks	Above

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel, ease of walking and availability of paths and walking trails were given the most positive ratings. These ratings were all higher than the benchmark.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

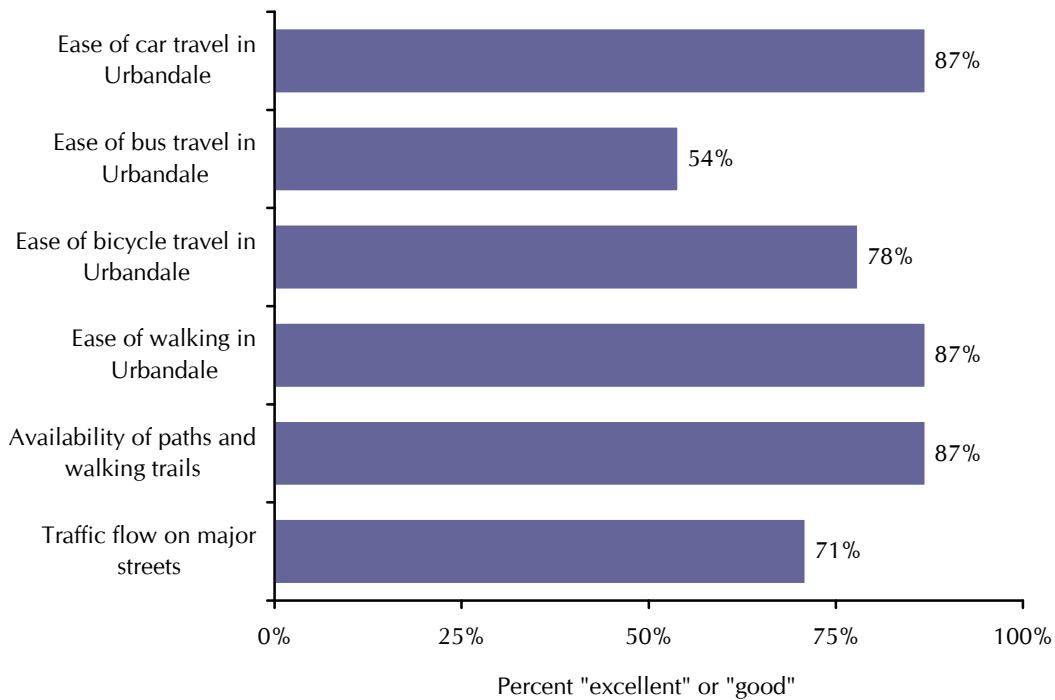


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of bus travel in Urbandale	Above
Ease of car travel in Urbandale	Above
Ease of walking in Urbandale	Above
Ease of bicycle travel in Urbandale	Above
Availability of paths and walking trails	Above
Traffic flow on major streets	Above

Eight transportation services were rated in Urbandale. As compared to most communities across America, ratings were favorable.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

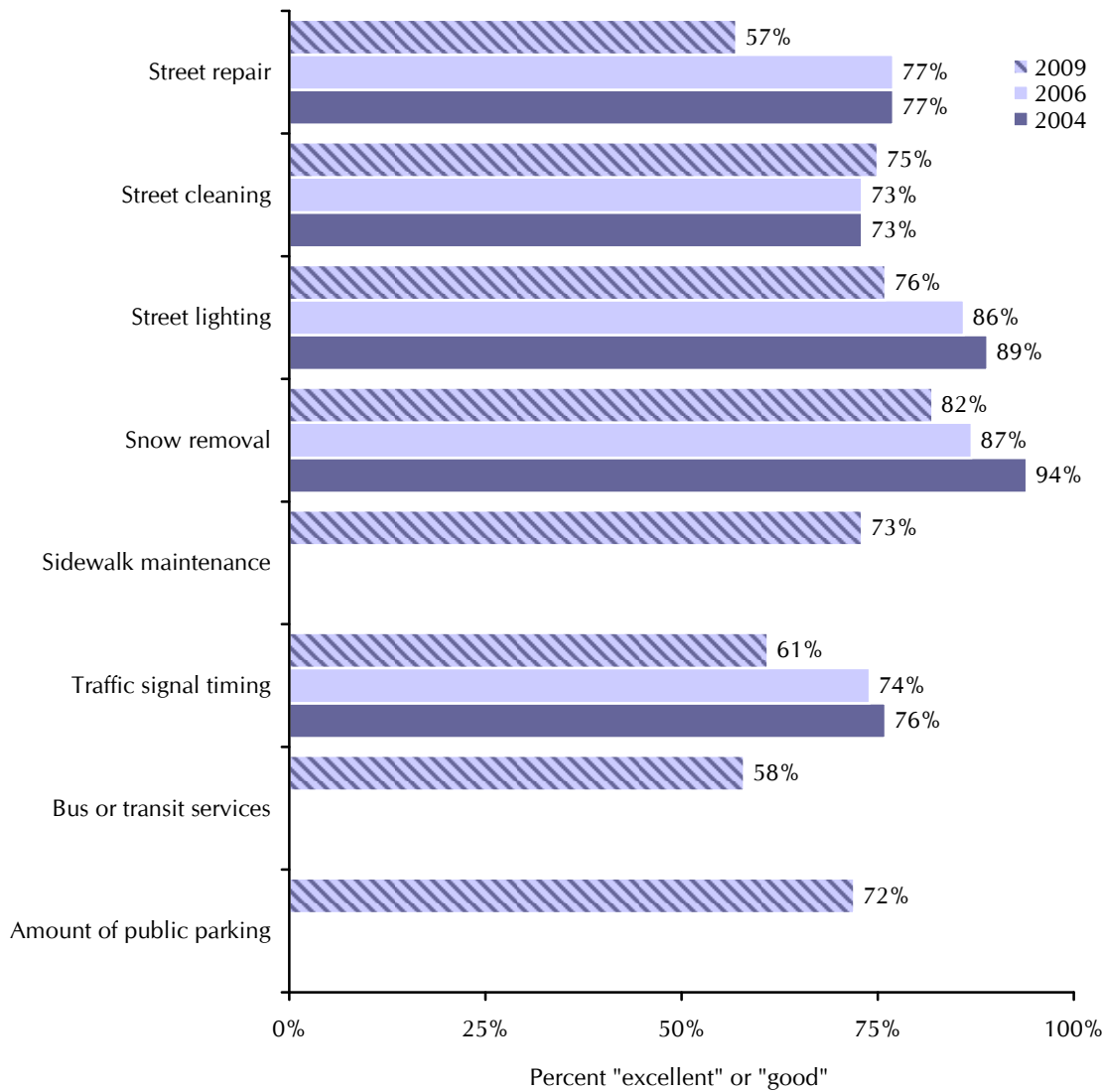


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair /maintenance	Above
Street cleaning	Above
Street lighting	Above
Snow removal	Above
Sidewalk maintenance	Above
Light timing	Above
Bus or transit services	Above
Amount of public parking	Above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 4% of work commute trips were made by transit, 1% by bicycle and 2% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

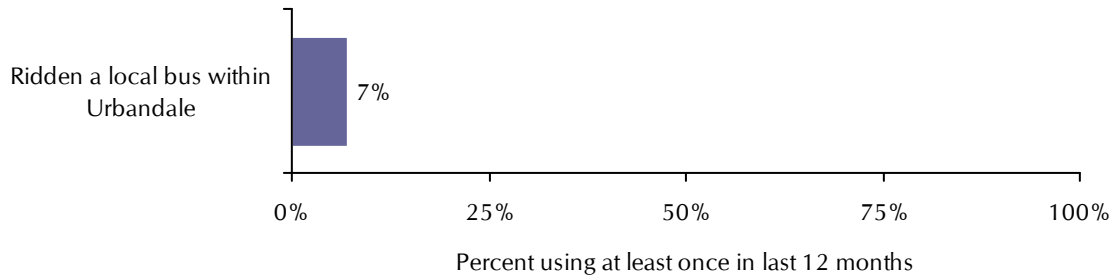
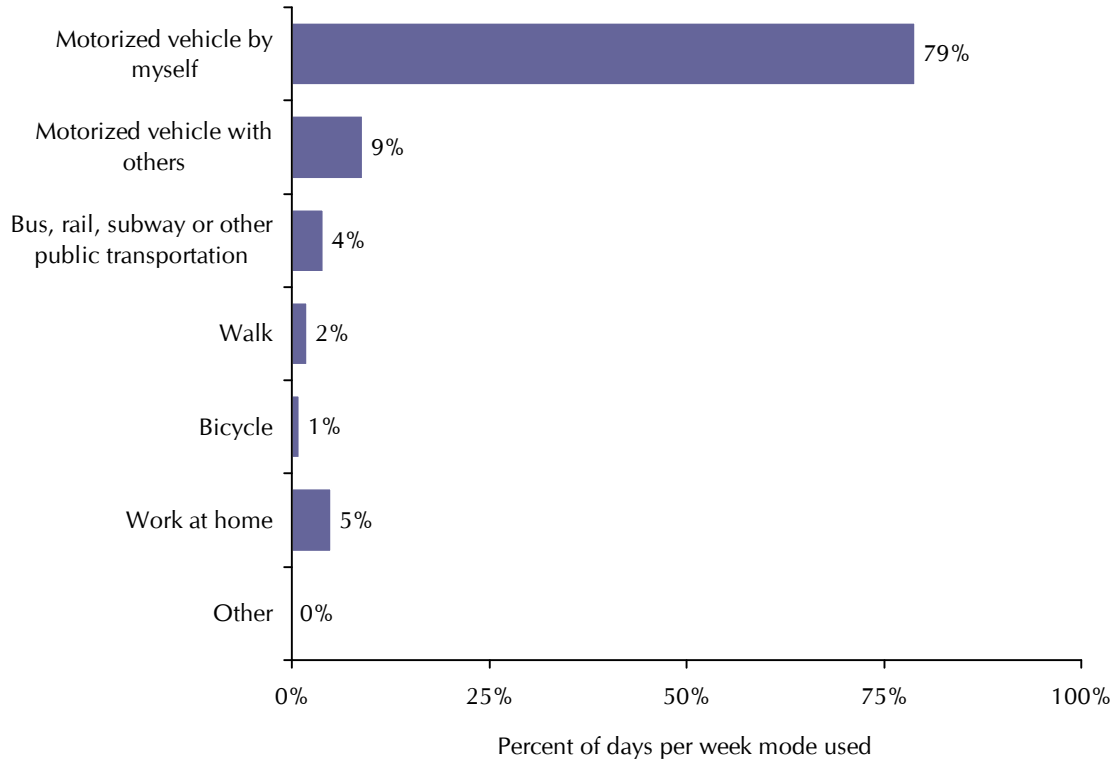


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

Comparison to benchmark	
Ridden a local bus within Urbandale	Less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE



Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Urbandale residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 75% of respondents, while the variety of housing options was rated as “excellent” or “good” by 87% of respondents. The rating of perceived affordable housing availability was better in the City of Urbandale than the ratings, on average, in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY

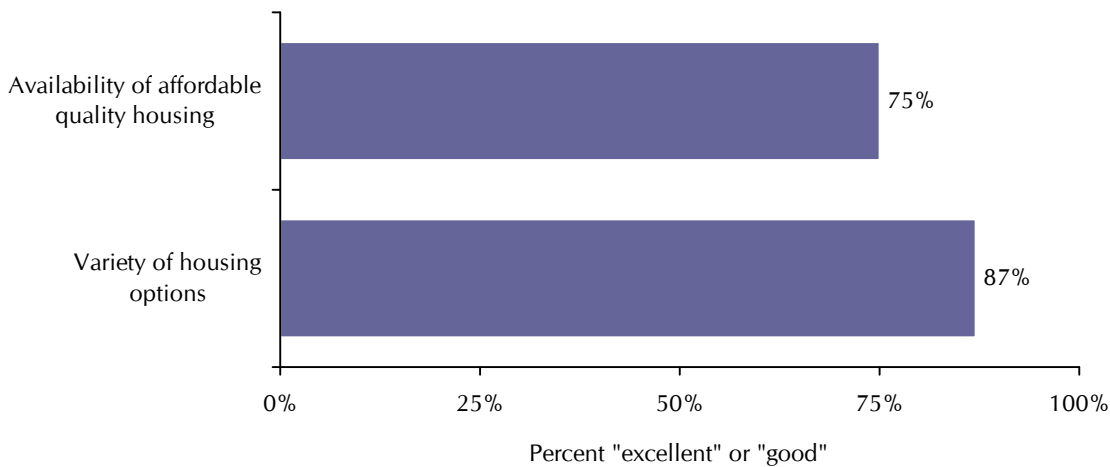


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Above
Variety of housing options	Above

To augment the perceptions of affordable housing in Urbandale, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Urbandale experiencing housing cost stress. About 18% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

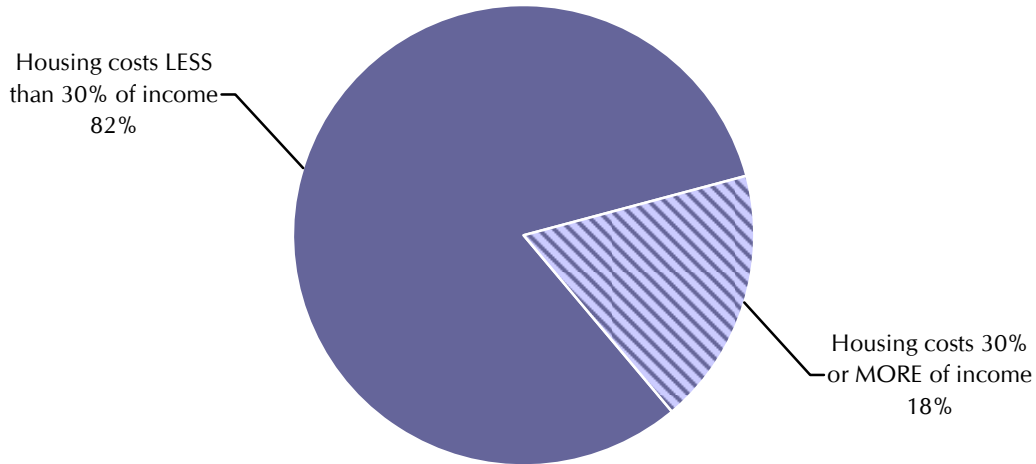


FIGURE 16: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or more of income)	Less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Urbandale and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Urbandale was rated as “excellent” by 28% of respondents and as “good” by an additional 55%. The overall appearance of Urbandale was rated as “excellent” or “good” by 87% of respondents and was higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Urbandale, 1% thought they were a “major” or “moderate” problem. The service(s) of land use, planning and zoning, code enforcement and animal control were rated above the benchmark.

FIGURE 17: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

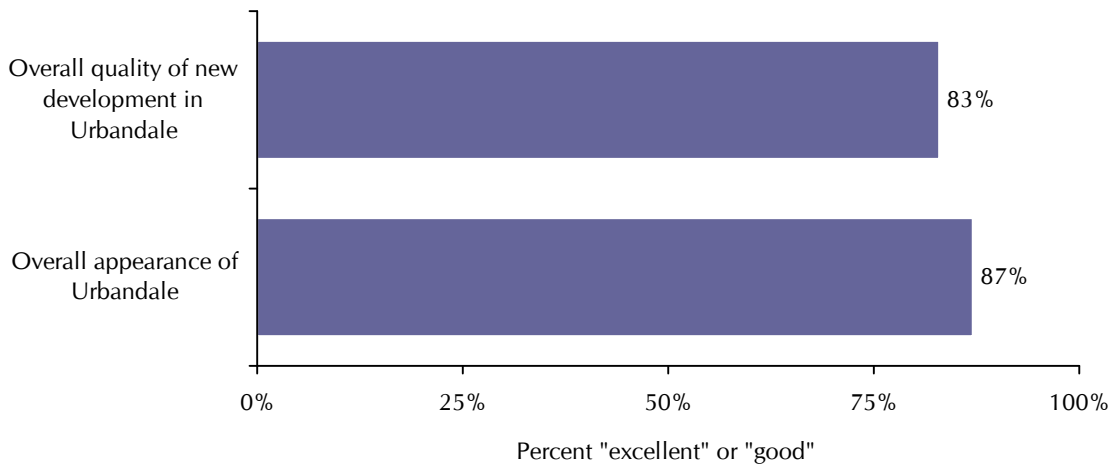


FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in city	Above
Overall appearance of Urbandale	Above

FIGURE 19: RATINGS OF POPULATION GROWTH

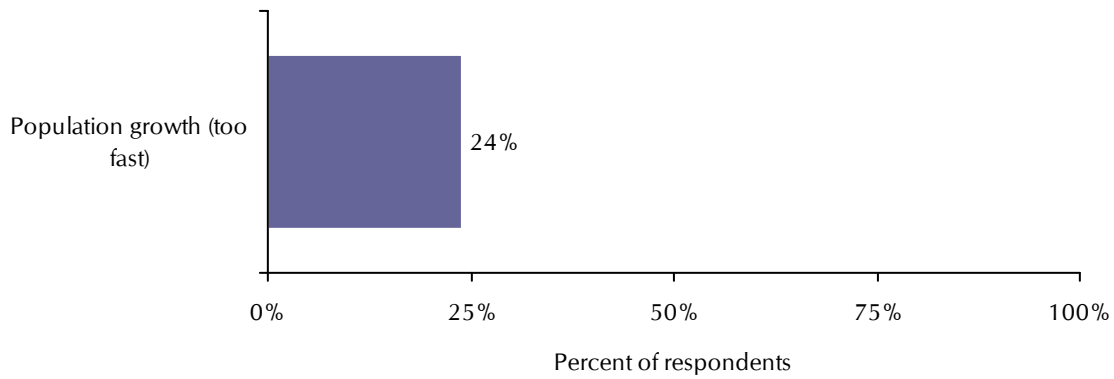


FIGURE 20: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Less

FIGURE 21: RATINGS OF NUISANCE PROBLEMS

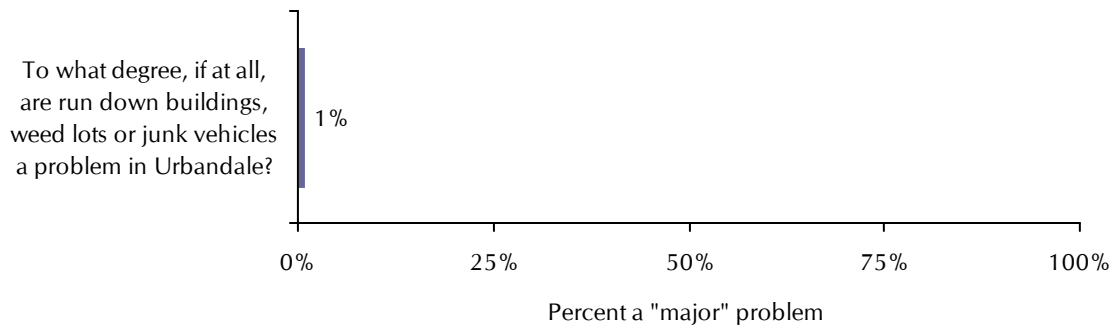


FIGURE 22: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles are a "major" problem	Less

FIGURE 23: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

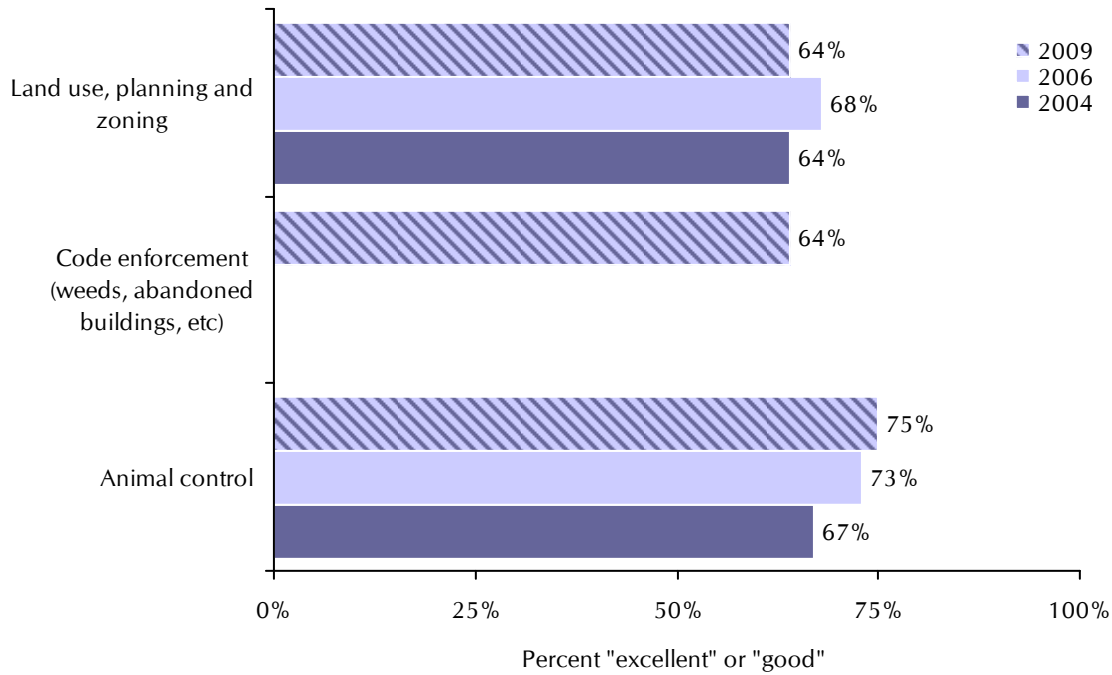


FIGURE 24: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Above
Code enforcement (weeds, abandoned buildings, etc)	Above
Animal control	Above

ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Urbandale as a place to work and the overall quality of business and service establishments in Urbandale. Receiving the lowest rating was employment opportunities.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

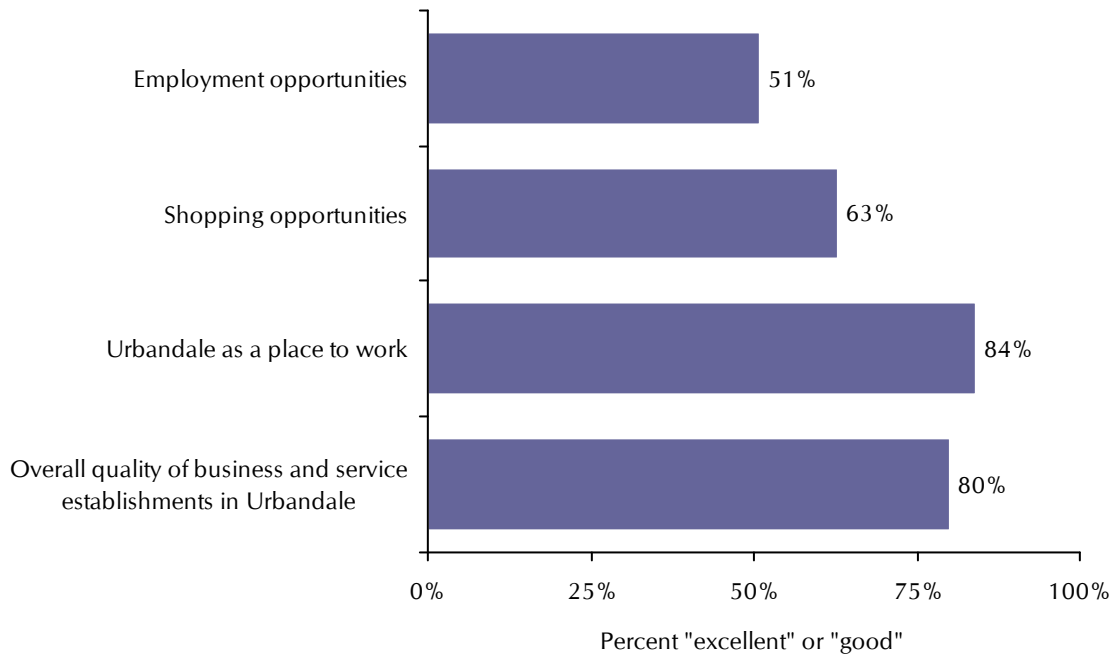


FIGURE 26: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Above
Shopping opportunities	Above
Place to work	Above
Overall quality of business and service establishments in Urbandale	Above

Residents were asked to evaluate the speed of job growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of job growth in Urbandale, 60% responded that it was “too slow,” while 33% reported retail growth as “too slow.” Fewer residents in Urbandale compared to other jurisdictions believed that retail growth was too slow and fewer about the same number of residents believed that job growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOB GROWTH

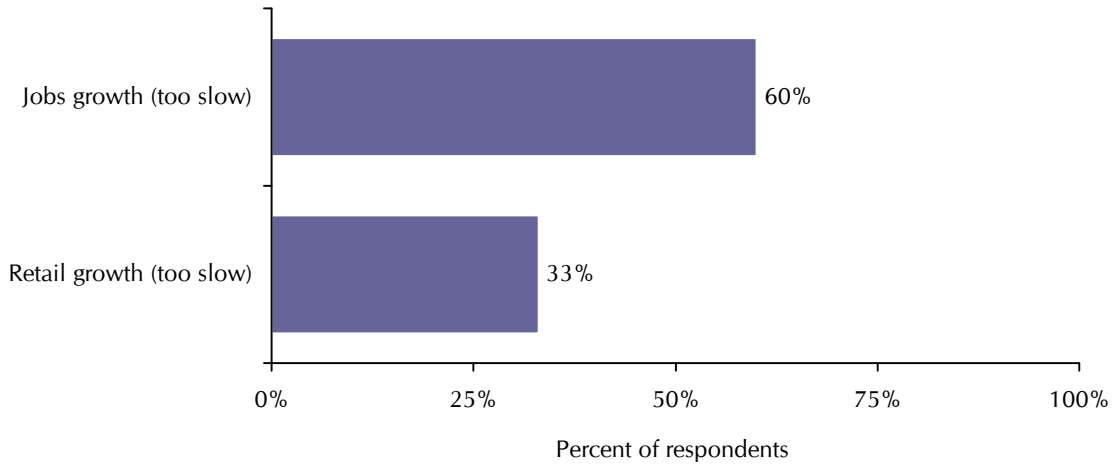


FIGURE 28: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Less
Jobs growth seen as too slow	Less

FIGURE 29: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

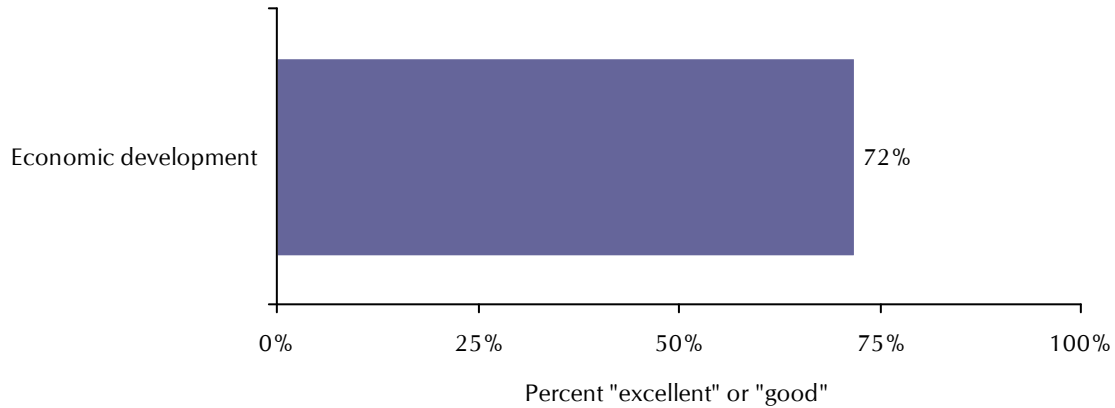


FIGURE 30: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Above

Residents were asked to reflect on their economic prospects in the near term. Eighteen percent of the City of Urbandale residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 31: RATINGS OF PERSONAL ECONOMIC FUTURE

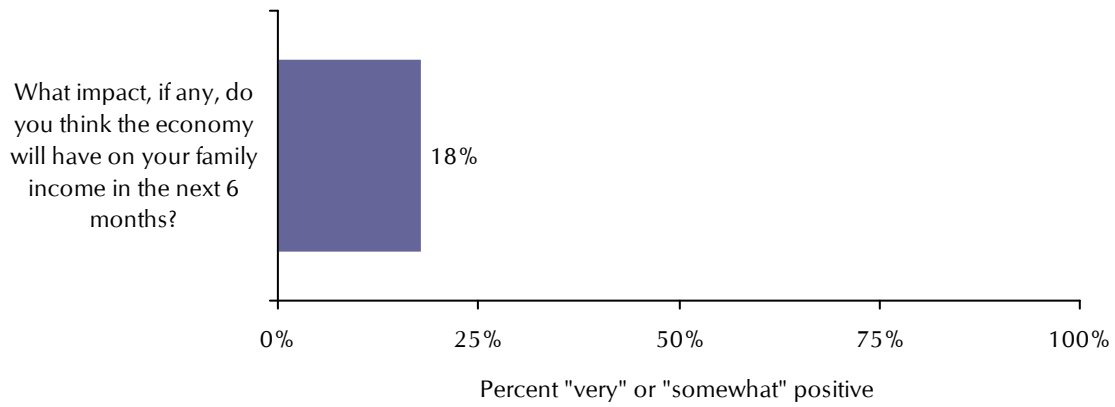


FIGURE 32: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Similar

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Almost all gave positive ratings of safety in the City Urbandale. About 91% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 91% felt “very” or “somewhat” safe from environmental hazards.

FIGURE 33: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

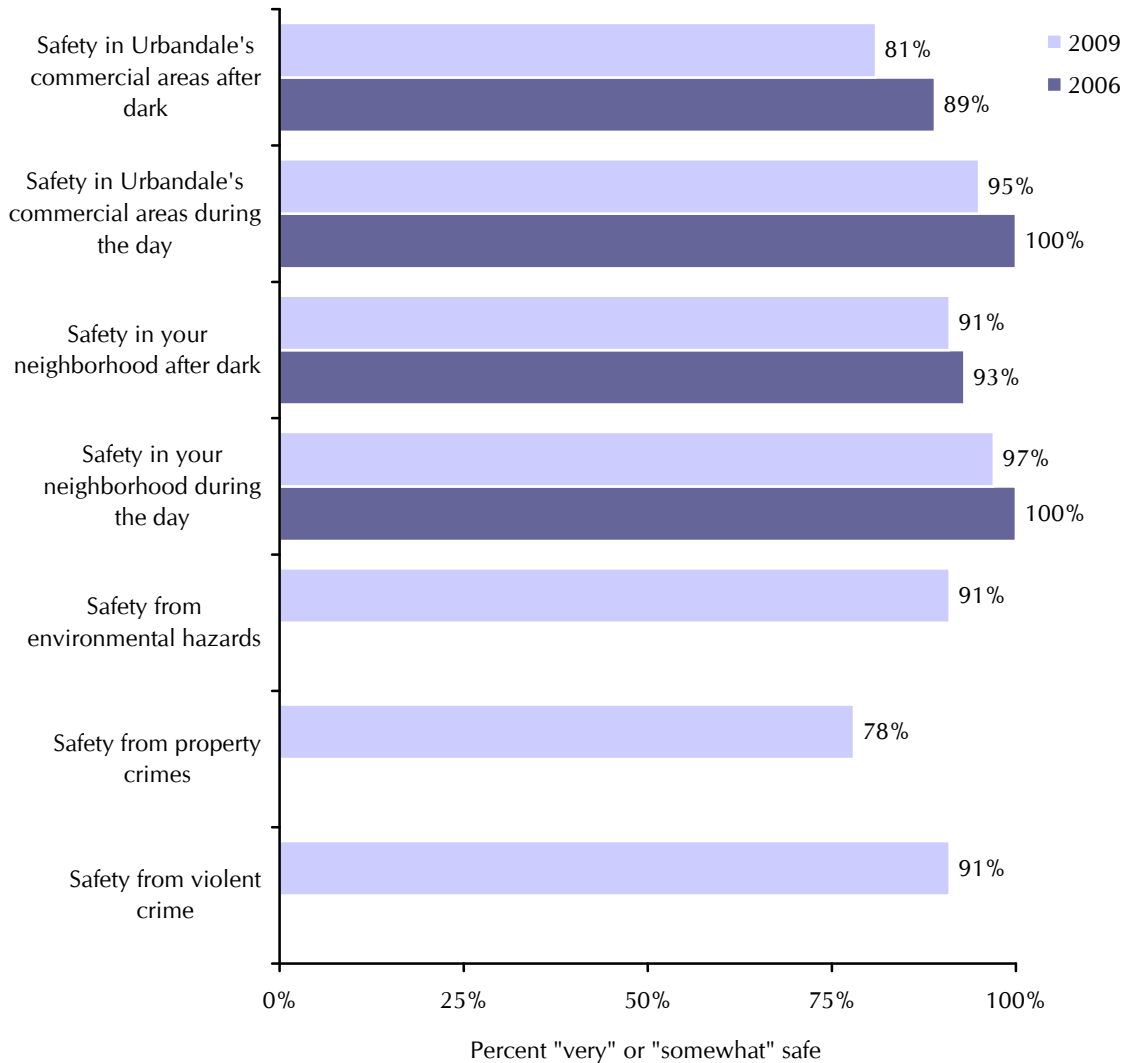


FIGURE 34: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
Safety in your neighborhood during the day	Above
Safety in your neighborhood after dark	Above
Safety in Urbandale's commercial areas during the day	Above
Safety in Urbandale's commercial areas after dark	Above
Safety from violent crime (e.g., rape, assault, robbery)	Above
Safety from property crimes (e.g., burglary, theft)	Above
Toxic waste or other environmental hazard(s)	Above

As assessed by the survey, 6% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 80% had reported it to police. Compared to other jurisdictions fewer Urbandale residents had been victims of crime in the 12 months preceding the survey and more Urbandale residents had reported their most recent crime victimization to the police.

FIGURE 35: CRIME VICTIMIZATION AND REPORTING BY YEAR

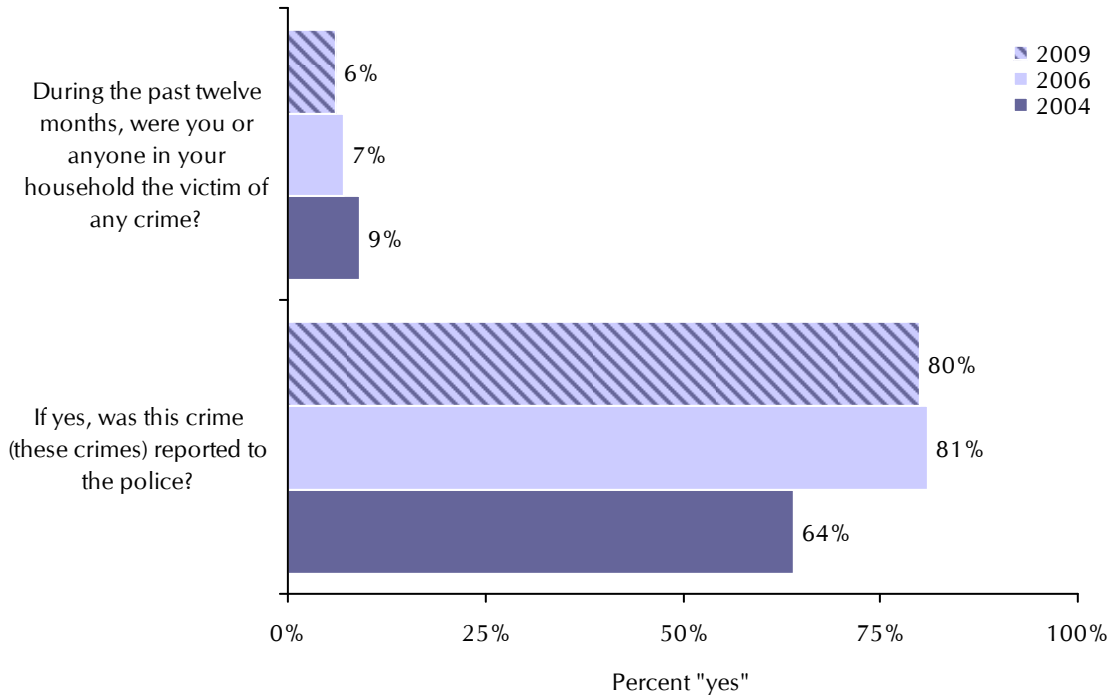


FIGURE 36: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Less
Reported crimes	More

Residents rated seven City public safety services; of these, all were rated above the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement received the lowest ratings. When compared to the previous years, police services and fire services were rated similarly.

FIGURE 37: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

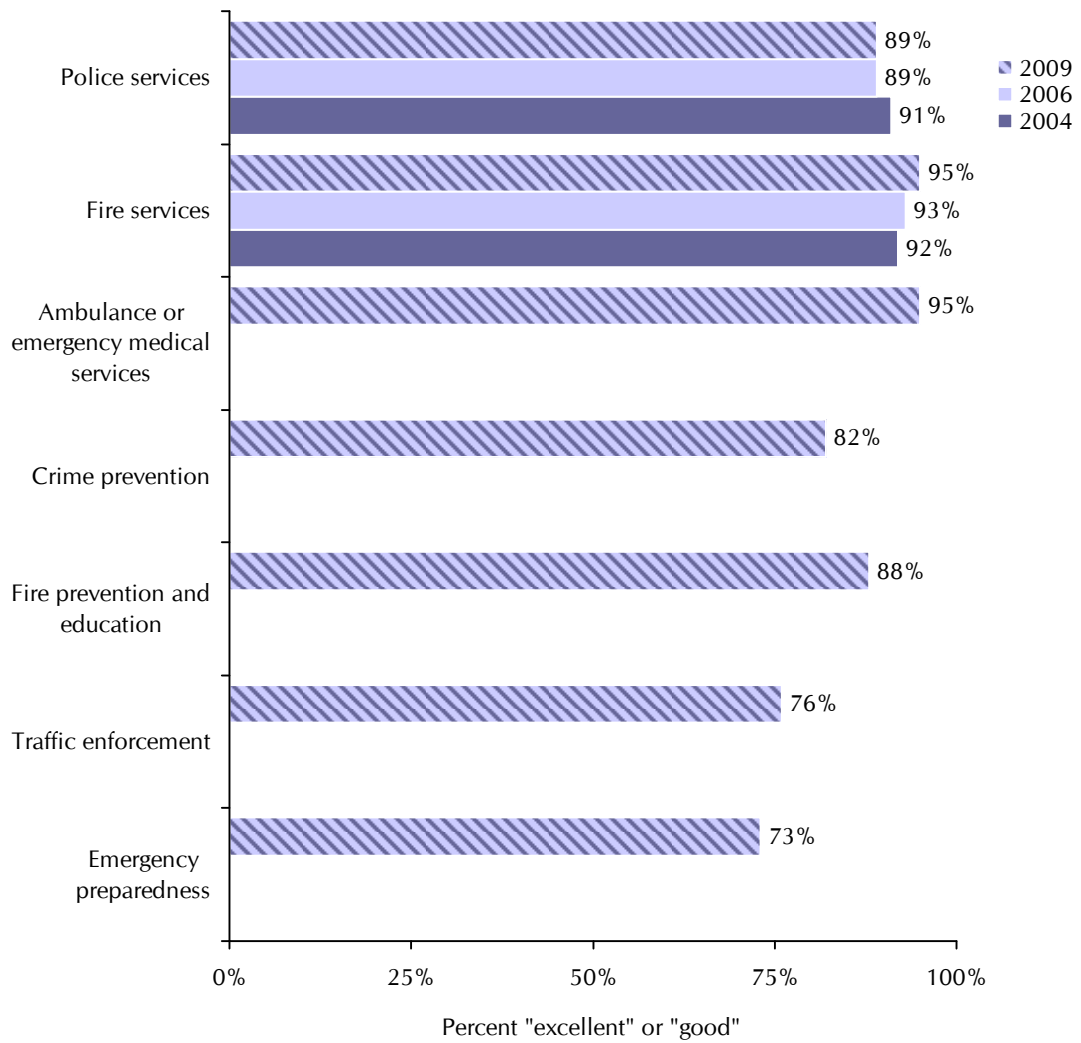


FIGURE 38: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Above
Fire services	Above
EMS/ambulance	Above
Crime prevention	Above
Fire prevention and education	Above
Traffic enforcement	Above
Emergency preparedness	Above

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears

Residents of the City of Urbandale were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 68% of survey respondents. Air quality received the highest rating, and it was above the benchmark.

FIGURE 39: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

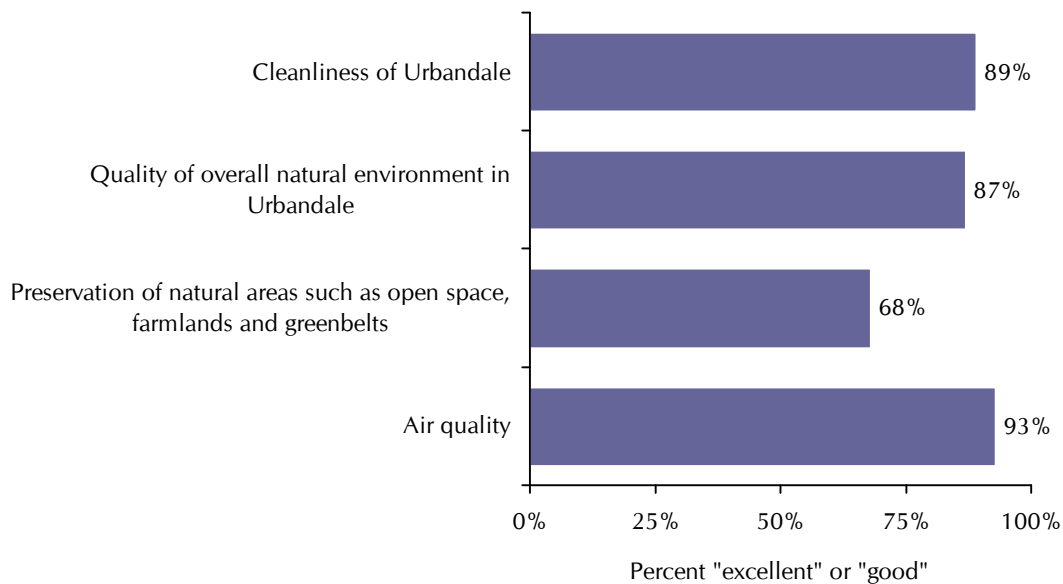


FIGURE 40: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Urbandale	Above
Quality of overall natural environment in Urbandale	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Above
Air quality	Above

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 41: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

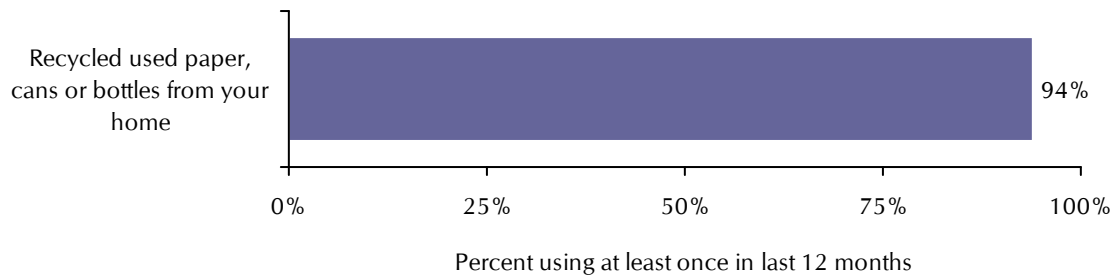


FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	More

Of the six utility services rated by those completing the questionnaire, all were higher than the benchmark comparison. These service ratings trends were stable when compared to past surveys.

FIGURE 43: RATINGS OF UTILITY SERVICES BY YEAR

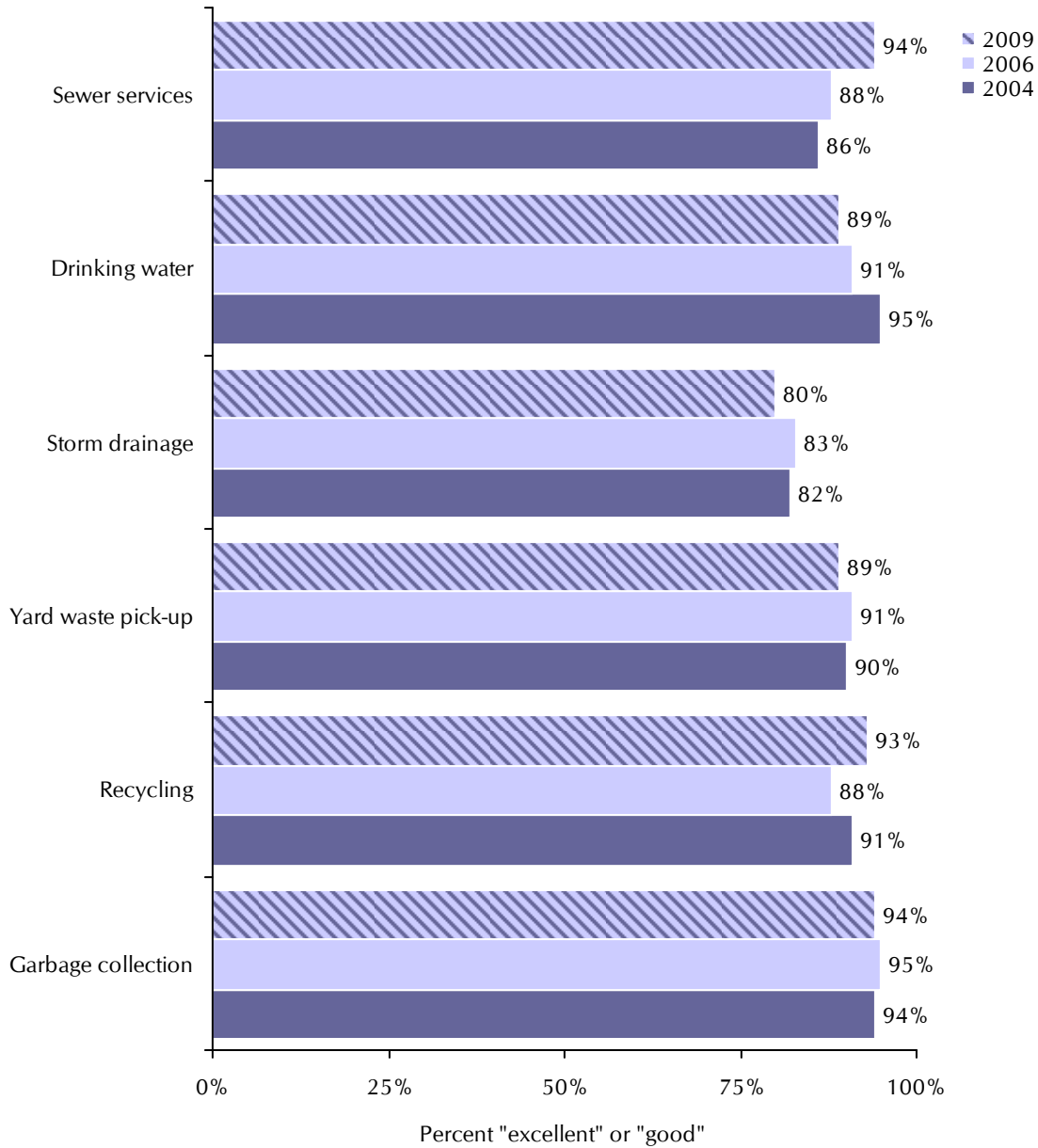


FIGURE 44: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Above
Drinking water	Above
Storm drainage	Above
Yard waste pick-up	Above
Recycling	Above
Garbage collection	Above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Urbandale were rated positively as were services related to parks and recreation. City parks, recreation programs or classes, recreation centers or facilities were rated higher than the benchmark. Recreation opportunities received the lowest rating but was higher than the national benchmark. Parks and recreation ratings have stayed constant over time.

Resident use of Urbandale parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Urbandale recreation centers was smaller than the percent of users in comparison jurisdictions. Similarly, recreation program use in Urbandale was lower than use in comparison jurisdictions.

FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

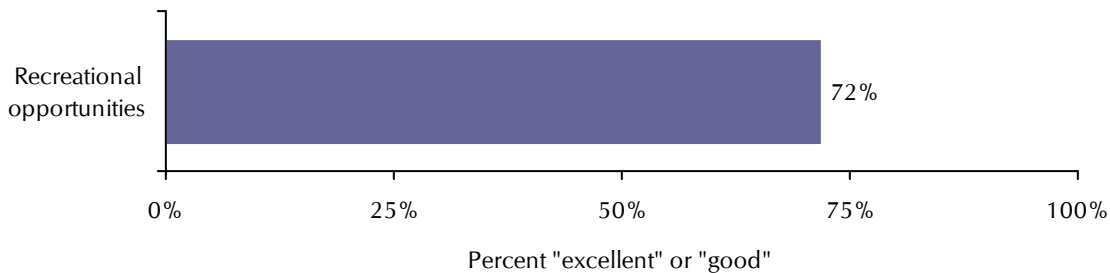


FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Above

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

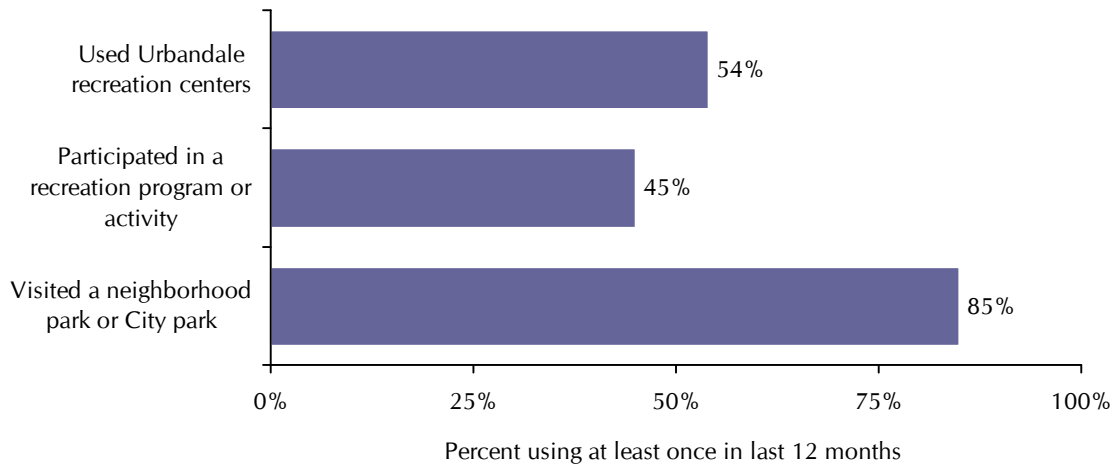


FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Urbandale recreation centers	Less
Participated in a recreation program or activity	Less
Visited a neighborhood park or City park	Similar

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

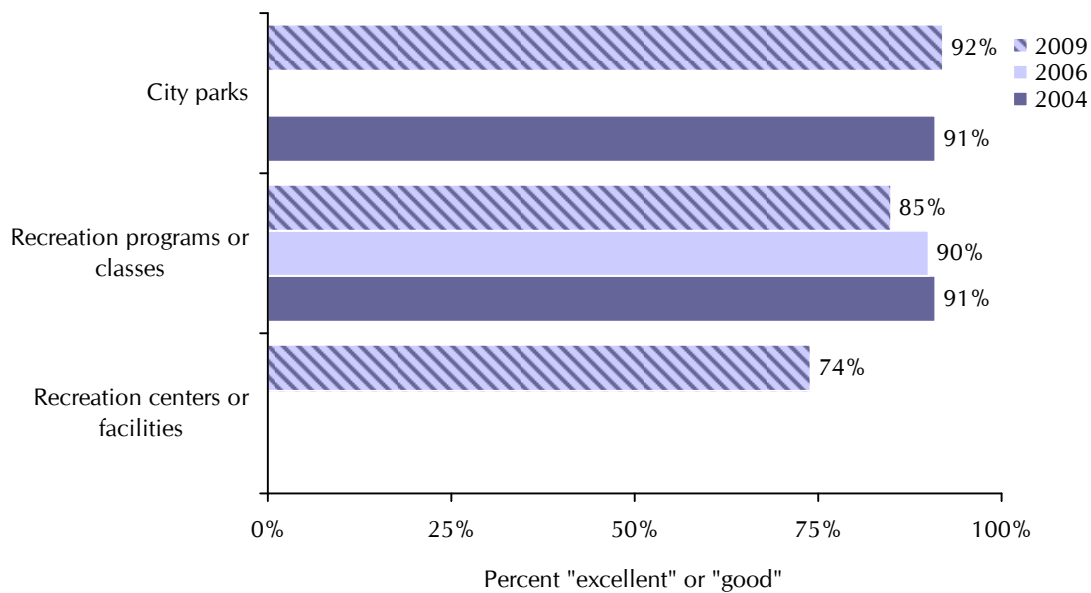


FIGURE 50: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Above
Recreation programs or classes	Above
Recreation centers or facilities	Above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who simply goes to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities was rated as “excellent” or “good” by 44% of respondents. Educational opportunities were rated as “excellent” or “good” by 76% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions, while cultural activity opportunities were rated similar to the benchmark comparison.

About 77% of Urbandale residents used the City library at least once in the 12 months preceding the survey. This participation rate for library use was above comparison jurisdictions.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

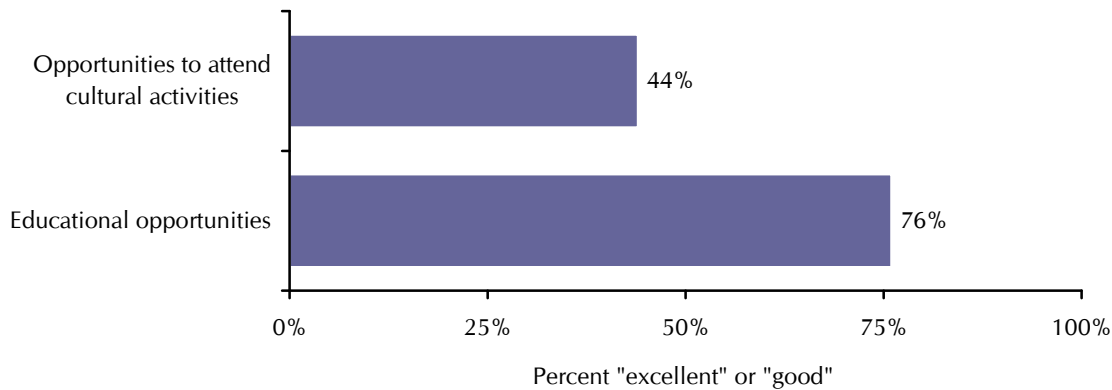


FIGURE 52: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Similar
Educational opportunities	Above

FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

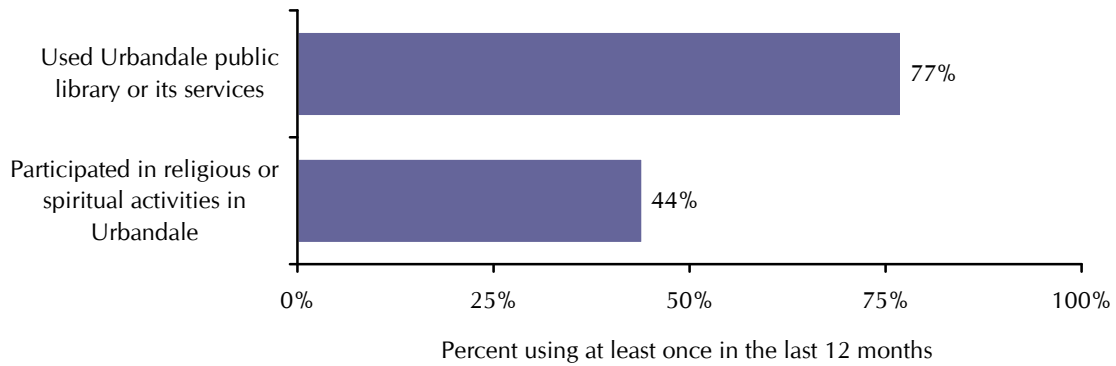


FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Urbandale public library or its services	More
Participated in religious or spiritual activities in Urbandale	Less

FIGURE 55: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

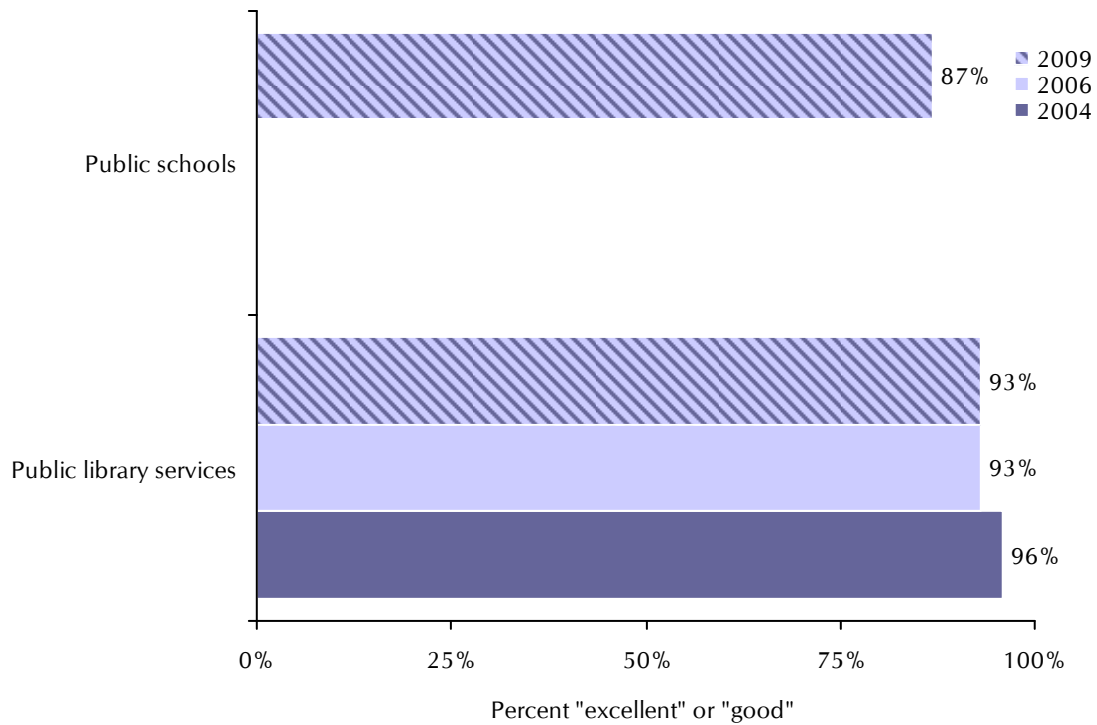


FIGURE 56: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Above
Public library services	Above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Urbandale were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food, affordable quality health care and preventive health services were rated positively for the City of Urbandale.

Among Urbandale residents, 79% rated affordable quality health care as “excellent” or “good.” Those ratings were above the ratings of comparison communities.

FIGURE 57: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

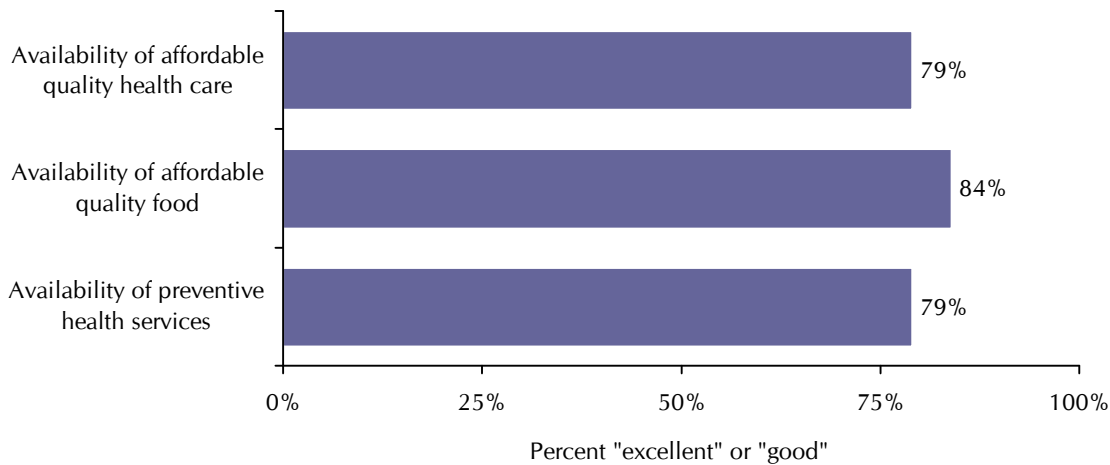


FIGURE 58: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Above
Availability of affordable quality food	Above
Availability of preventive health services	Above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Urbandale as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Almost all residents rated the City of Urbandale as an “excellent” or “good” place to raise kids and about three quarters rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt the City of Urbandale was open and accepting towards people of diverse backgrounds. Availability of affordable quality child care was rated the lowest by residents but was higher than the benchmark.

FIGURE 59: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

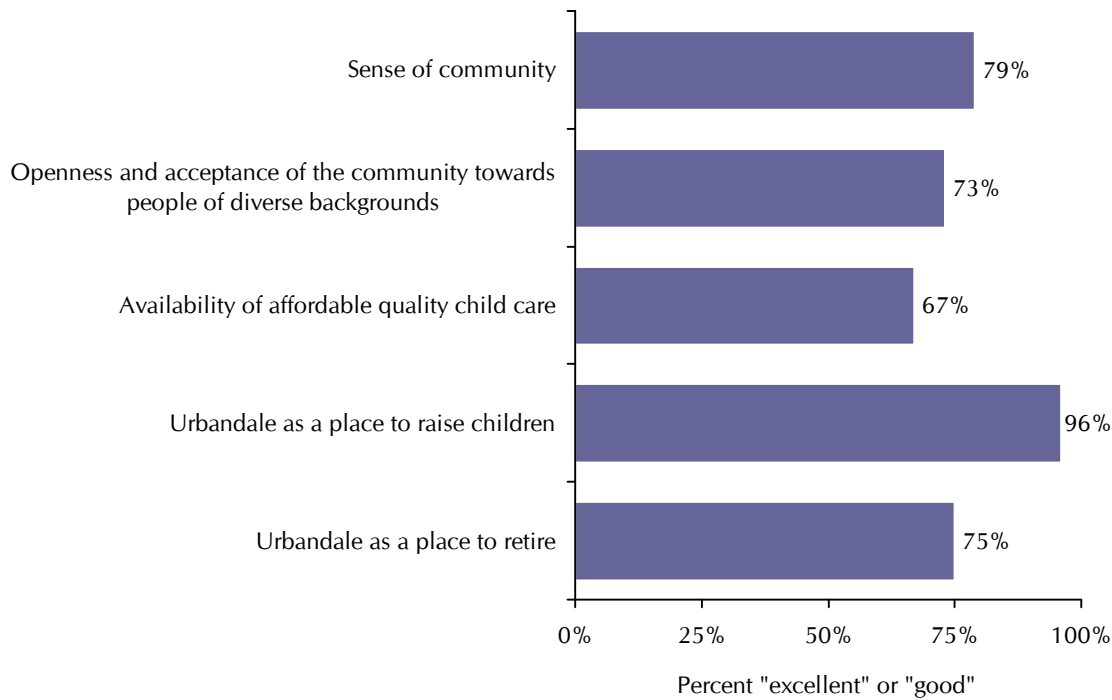


FIGURE 60: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Above
Openness and acceptance of the community toward people of diverse backgrounds	Above
Availability of affordable quality child care	Above
Urbandale as a place to raise kids	Above
Urbandale as a place to retire	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 67% to 84% with ratings of “excellent” or “good.” The ratings for services to seniors, youth and low-income people were all above the benchmark.

FIGURE 61: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

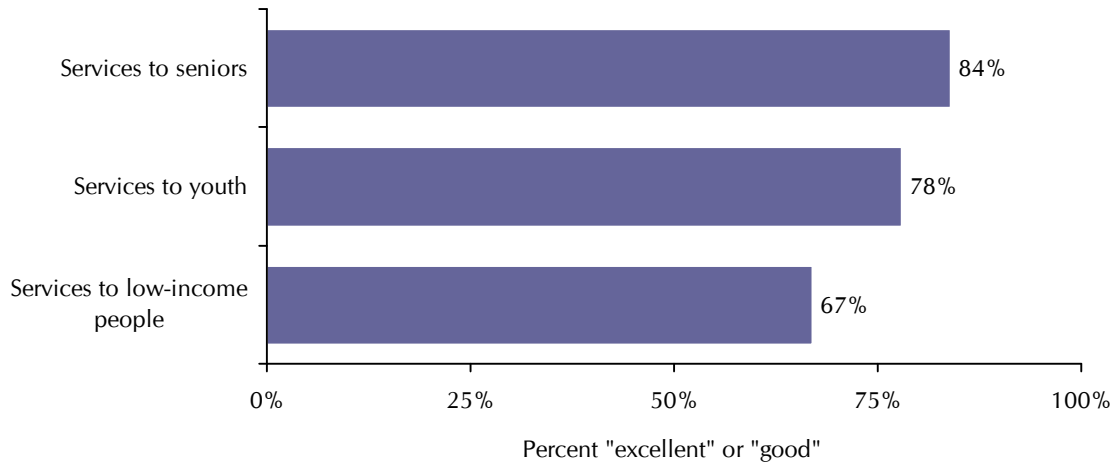


FIGURE 62: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Above
Services to youth	Above
Services to low income residents	Above

CIVIC ENGAGEMENT

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Urbandale. Survey participants rated the volunteer opportunities in the City of Urbandale favorably. Opportunities to attend or participate in community matters were rated similarly.

Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked.

FIGURE 63: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

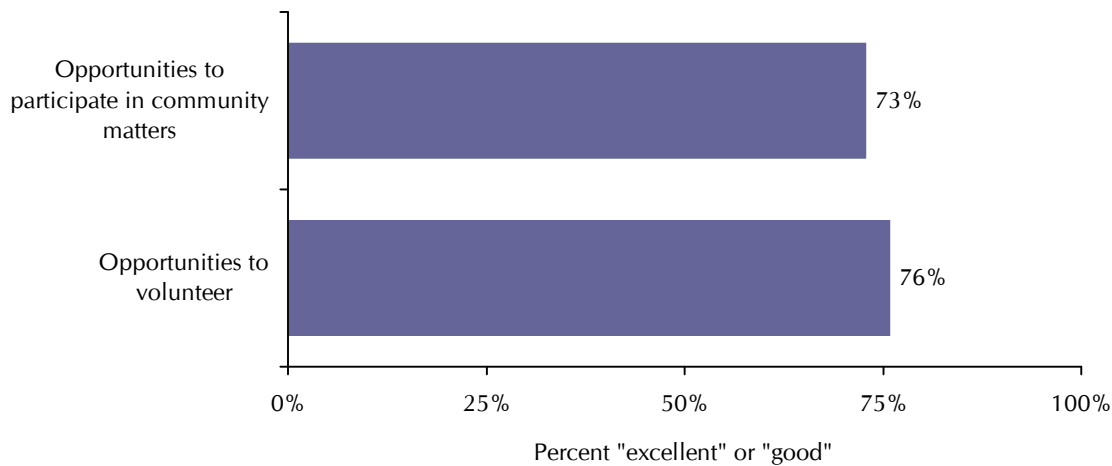


FIGURE 64: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Above
Opportunities to volunteer	Above

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Four of the five ratings of civic engagement were lower when compared to other communities. A similar proportion of residents had provided help to a friend or neighbor when compared to other jurisdictions.

FIGURE 65: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

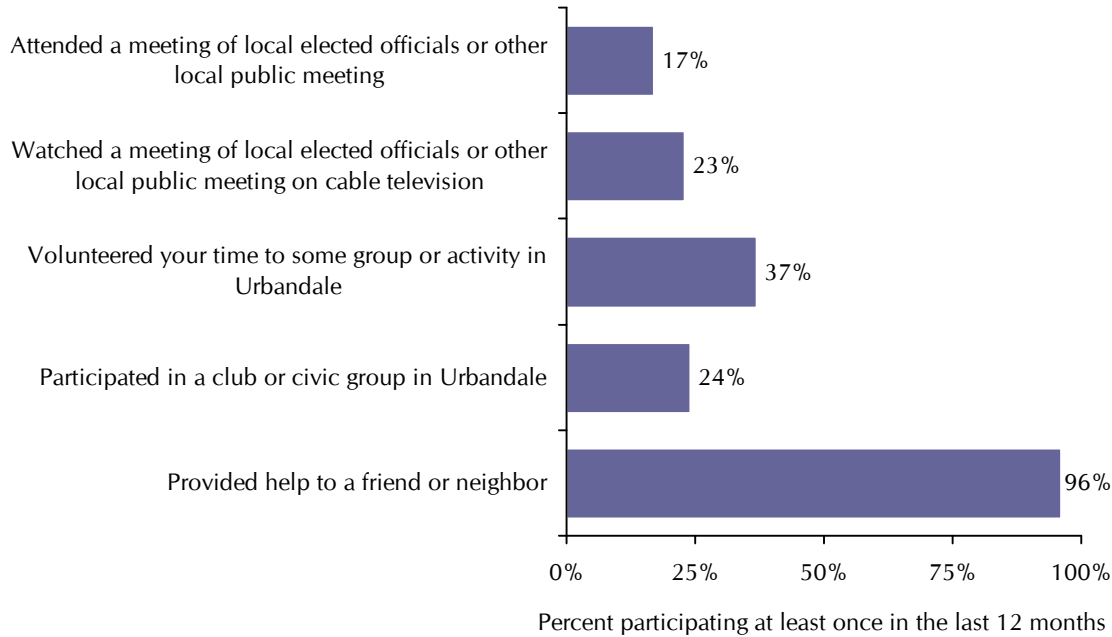
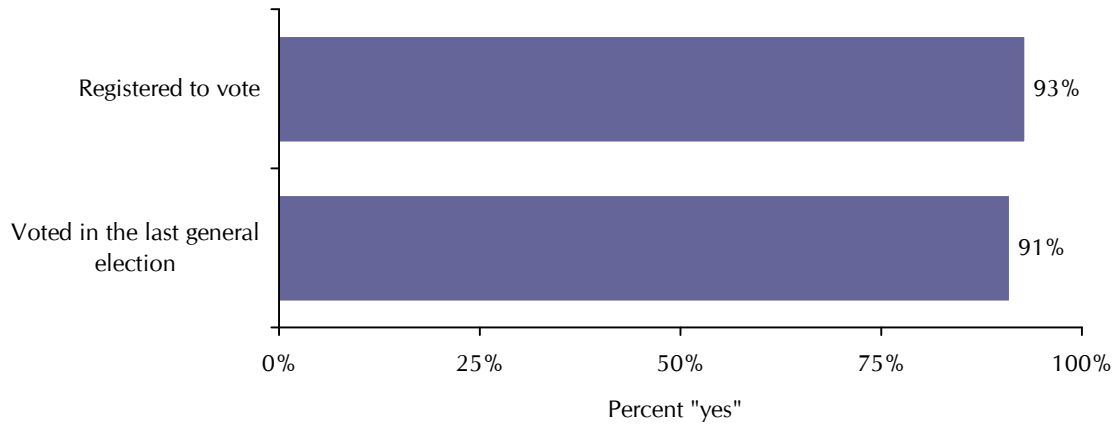


FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Less
Watched a meeting of local elected officials or other local public meeting on cable television	Less
Volunteered your time to some group or activity in Urbandale	Less
Participated in a club or civic group in Urbandale	Less
Provided help to a friend or neighbor	Similar

City of Urbandale residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-three percent reported they were registered to vote and 91% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.

FIGURE 67: REPORTED VOTING BEHAVIOR



Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 68: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	More
Voted in last general election	More

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Urbandale Web site in the previous 12 months, 64% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 69: USE OF INFORMATION SOURCES

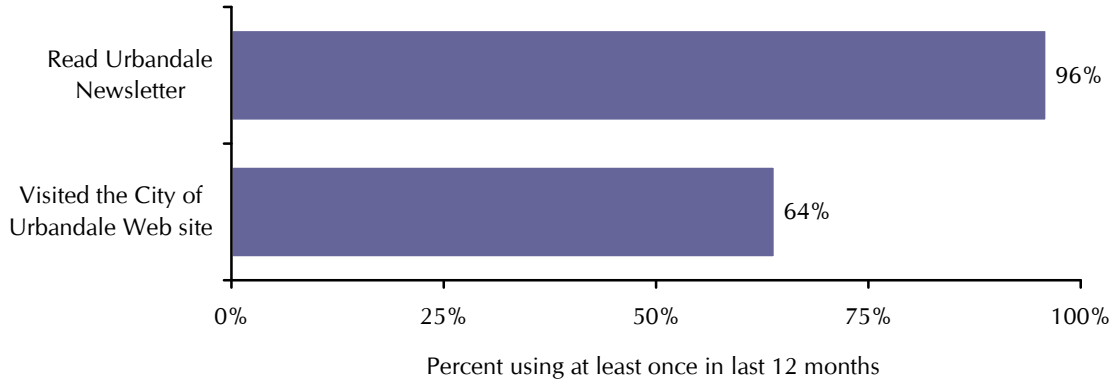


FIGURE 70: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Urbandale Newsletter	More
Visited the City of Urbandale Web site	More

FIGURE 71: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

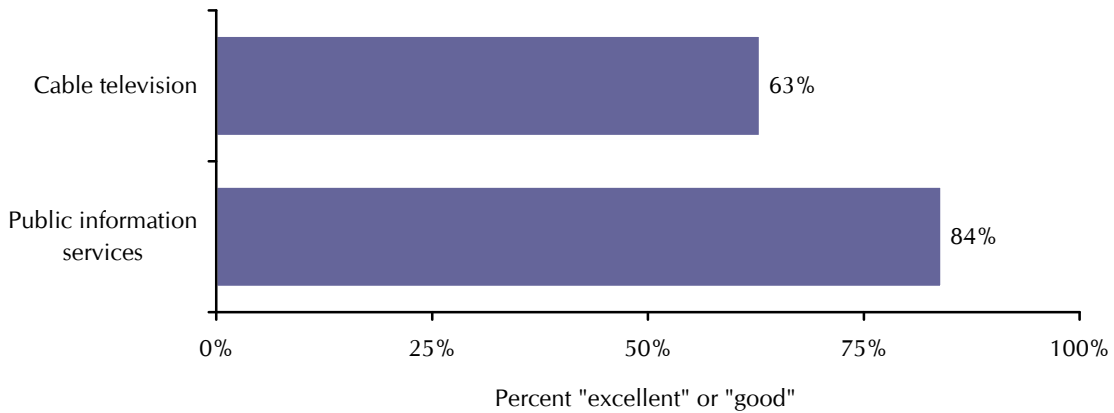


FIGURE 72: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Above
Public information services	Above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 71% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 73: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

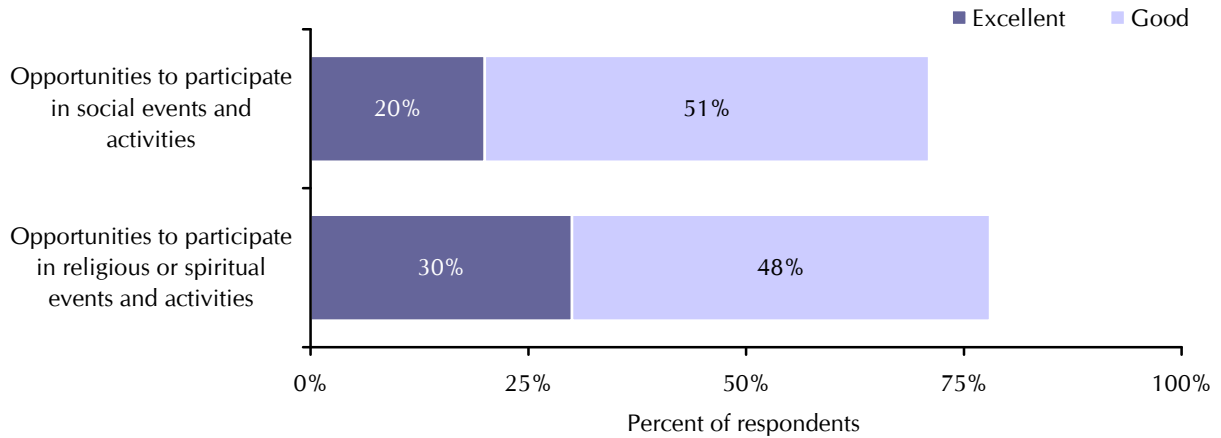


FIGURE 74: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Above
Opportunities to participate in religious or spiritual events	Above

Residents in Urbandale reported a strong amount of neighborliness. More than 89% indicated talking or visiting with their neighbors once a month or more frequently. This amount of contact with neighbors was more than the amount of contact reported in other communities.

FIGURE 75: CONTACT WITH IMMEDIATE NEIGHBORS

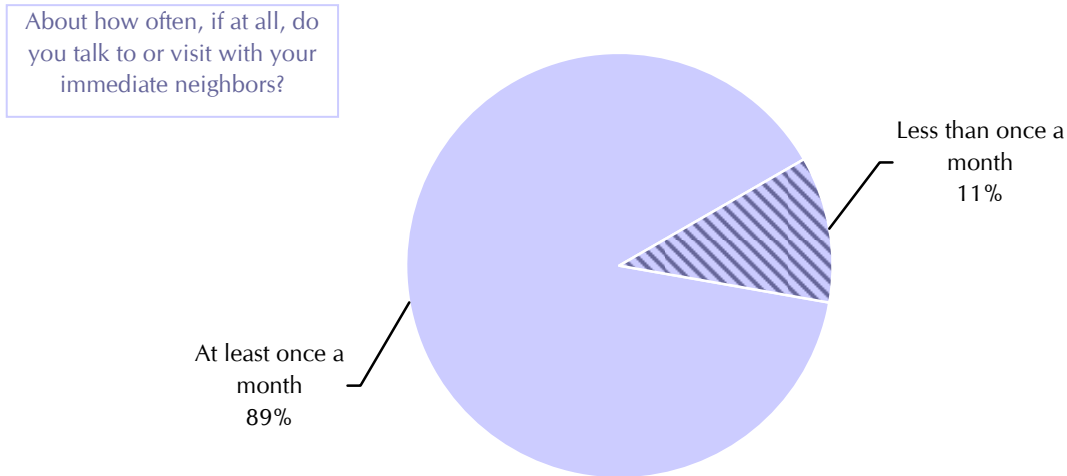


FIGURE 76: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least once per month	More

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Urbandale is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Urbandale could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Urbandale may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Urbandale does at listening to citizens, 58% rated it as "excellent" or "good." Of these five ratings, four were above the benchmark and one was similar to the benchmark.

FIGURE 77: PUBLIC TRUST RATINGS

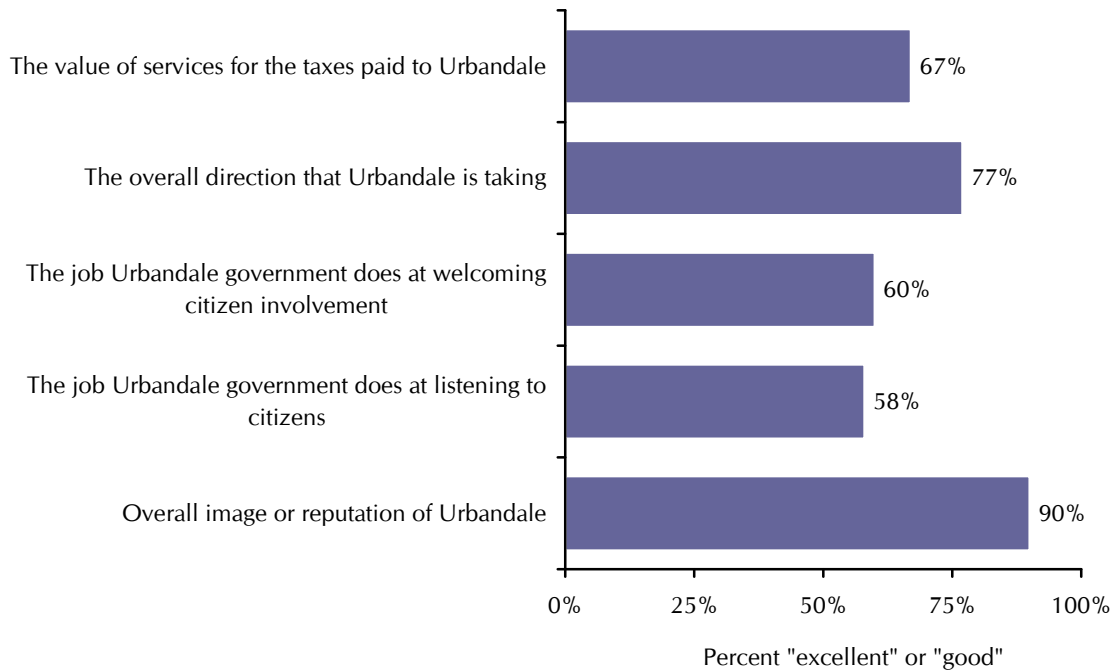


FIGURE 78: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Urbandale	Above
The overall direction that Urbandale is taking	Above
Job Urbandale government does at welcoming citizen involvement	Similar
Job Urbandale government does at listening to citizens	Above
Overall image or reputation of Urbandale	Above

On average, residents of the City of Urbandale gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by the City of Urbandale was rated as “excellent” or “good” by 88% of survey participants. The City of Urbandale’s rating was above the benchmark when compared to other communities.

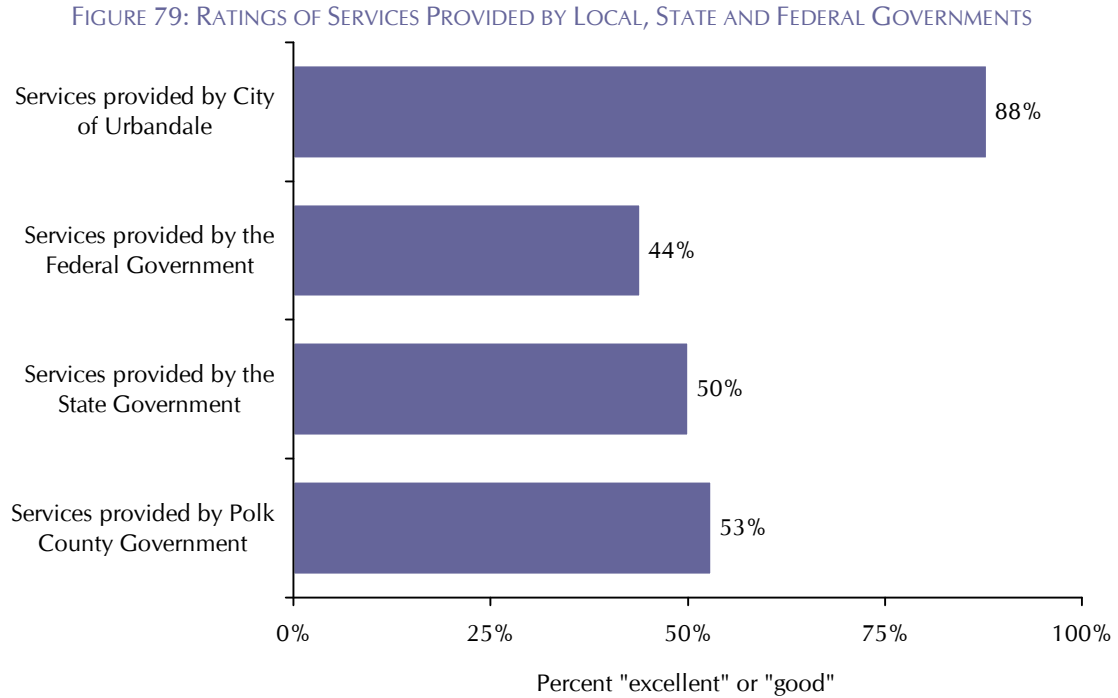


FIGURE 80: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Urbandale	Above
Services provided by the Federal Government	Above
Services provided by the State Government	Above
Services provided by Polk County Government	Similar

City of Urbandale Employees

The employees of the City of Urbandale who interact with the public create the first impression that most residents have of the City of Urbandale. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Urbandale. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Urbandale staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person or over the phone in the last 12 months; the 54% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 81% of respondents rated their overall impression as "excellent" or "good." Employee ratings were higher than the benchmark.

FIGURE 81: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

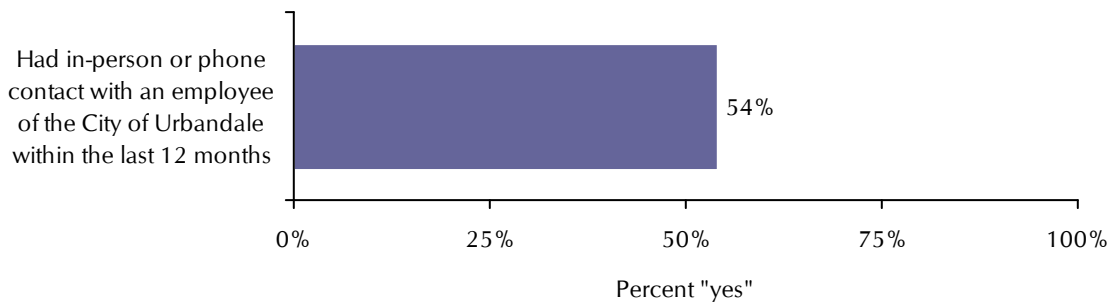


FIGURE 82: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with city employee(s) in last 12 months	Less

FIGURE 83: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

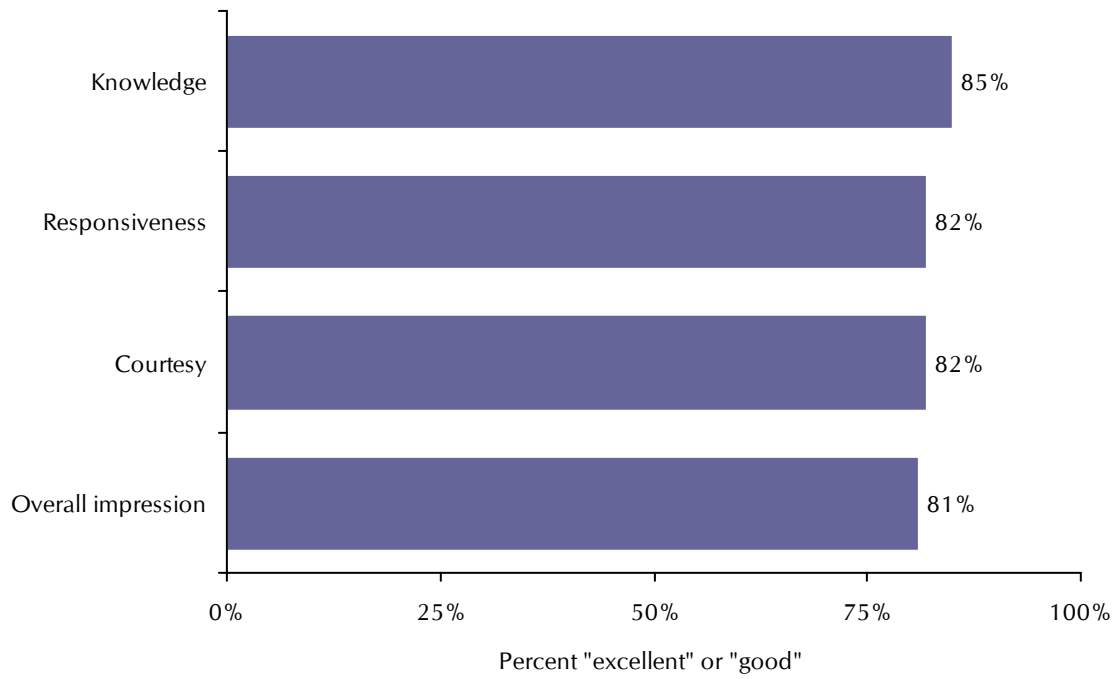


FIGURE 84: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
City employee knowledge	Above
City employee responsiveness	Above
City employee courteousness	Above
Overall impression	Above

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using Key Driver Analysis, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A Key Driver Analysis (KDA) was conducted for the City of Urbandale by examining the relationships between ratings of each service and ratings of the City of Urbandale's overall services. Those key driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Urbandale can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

Services found to be most strongly correlated with ratings of overall service quality from the Urbandale Key Driver Analysis were:

- Ambulance or emergency medical services
- Police services
- Economic development
- Snow removal

CITY OF URBANDALE ACTION CHART

The 2009 City of Urbandale Action Chart™ on the following page combines three dimensions of performance:

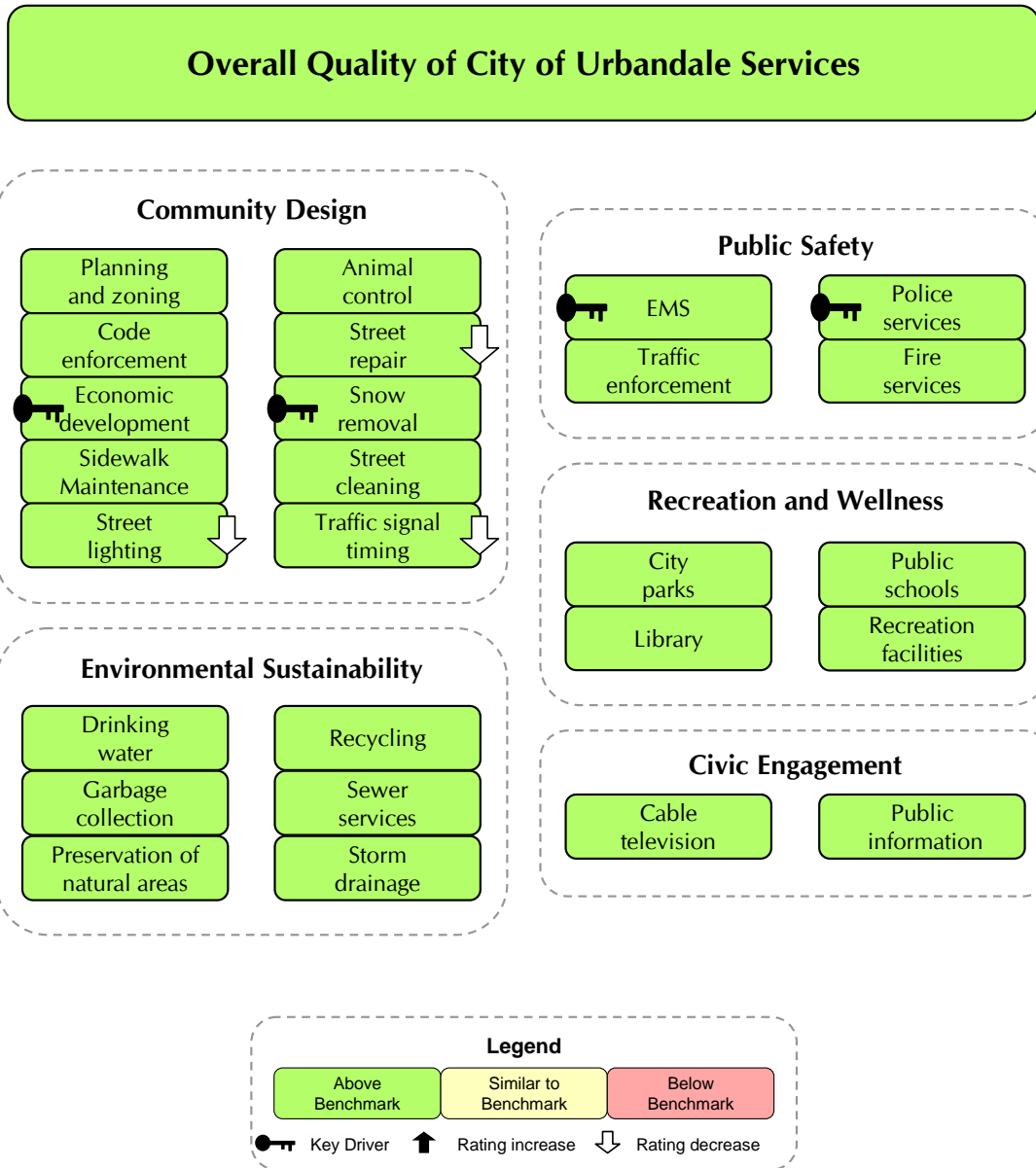
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates that service is key (either core or key driver)
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-six services were included in the KDA for the City of Urbandale. Of these, all were above the benchmark. Ratings for three services were trending down, while 23 remained similar to the previous survey. A key icon (🔑) indicates the four key drivers.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In the case of Urbandale, no key drivers were below the benchmark or trending lower in the current survey. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 85: CITY OF URBANDALE ACTION CHART™



Using Your Action Chart™

The key drivers derived for the City of Urbandale provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Urbandale, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC data set. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, the City of Urbandale key drivers that overlap core services or the nationally derived keys.

FIGURE 86: KEY DRIVERS COMPARED

Service	City of Urbandale Key Drivers	National Key Drivers	Core Services
Code enforcement			✓
Economic development	✓	✓	
Emergency preparedness			
EMS	✓		✓
Fire			✓
Garbage collection			✓
Land use planning and zoning		✓	
Police services	✓	✓	✓
Public information services		✓	
Public schools		✓	
Sewer			✓
Storm drainage			✓
Snow removal	✓		
Street repair			✓
Water			✓

POLICY QUESTIONS

“Don’t know” responses have been removed from the following questions.

Policy Question 1					
	Excellent	Good	Fair	Poor	Total
Indoor swimming pool	28%	41%	23%	8%	100%
Senior center	44%	49%	7%	0%	100%

Policy Question 2					
	Essential	Very important	Somewhat important	Not at all important	Total
Indoor swimming pool water fitness classes	17%	33%	38%	12%	100%
Indoor swimming pool themed birthday parties	8%	16%	32%	44%	100%
American Red Cross First Aid/CPR classes	31%	40%	25%	3%	100%
Indoor swimming pool 'open swim' (drop-in swim or lap swim)	22%	36%	34%	7%	100%
Indoor swimming pool swimming lessons	28%	41%	26%	6%	100%

Policy Question 3					
	Essential	Very important	Somewhat important	Not at all important	Total
Fitness programs (e.g., Wii Sports League, Yoga, Tai Chi)	20%	40%	32%	8%	100%
Congregate (subsidized group) meal programs	27%	41%	23%	8%	100%
Educational programs (e.g., MS Office, line dancing, singing)	19%	35%	37%	10%	100%
AARP Driver Safety program	28%	40%	25%	7%	100%

**APPENDIX A: COMPLETE SURVEY
FREQUENCIES**

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
	Excellent	Good	Fair	Poor	Total
Urbandale as a place to live	56%	41%	3%	1%	100%
Your neighborhood as a place to live	50%	43%	7%	0%	100%
Urbandale as a place to raise children	57%	40%	3%	1%	100%
Urbandale as a place to work	36%	48%	14%	3%	100%
Urbandale as a place to retire	36%	39%	21%	4%	100%
The overall quality of life in Urbandale	46%	50%	4%	0%	100%

Question 2: Community Characteristics					
	Excellent	Good	Fair	Poor	Total
Sense of community	26%	53%	19%	2%	100%
Openness and acceptance of the community towards people of diverse backgrounds	22%	51%	23%	4%	100%
Overall appearance of Urbandale	32%	55%	12%	1%	100%
Cleanliness of Urbandale	35%	54%	11%	0%	100%
Overall quality of new development in Urbandale	28%	55%	13%	3%	100%
Variety of housing options	31%	56%	11%	2%	100%
Overall quality of business and service establishments in Urbandale	27%	53%	19%	2%	100%
Shopping opportunities	21%	42%	34%	4%	100%
Opportunities to attend cultural activities	13%	31%	45%	11%	100%
Recreational opportunities	25%	47%	24%	4%	100%
Employment opportunities	12%	39%	40%	9%	100%
Educational opportunities	30%	46%	22%	2%	100%
Opportunities to participate in social events and activities	20%	51%	25%	4%	100%
Opportunities to participate in religious or spiritual events and activities	30%	48%	21%	1%	100%
Opportunities to volunteer	29%	47%	23%	2%	100%
Opportunities to participate in community matters	21%	52%	23%	4%	100%
Ease of car travel in Urbandale	34%	53%	10%	2%	100%
Ease of bus travel in Urbandale	13%	41%	28%	18%	100%
Ease of bicycle travel in Urbandale	28%	50%	17%	5%	100%
Ease of walking in Urbandale	41%	46%	11%	2%	100%
Availability of paths and walking trails	47%	40%	11%	3%	100%
Traffic flow on major streets	13%	58%	25%	4%	100%
Amount of public parking	20%	52%	26%	2%	100%
Availability of affordable quality housing	23%	52%	24%	1%	100%
Availability of affordable quality child care	23%	44%	32%	1%	100%
Availability of affordable quality health care	26%	53%	18%	3%	100%
Availability of affordable quality food	30%	53%	13%	3%	100%
Availability of preventive health services	24%	54%	20%	1%	100%
Air quality	36%	57%	7%	0%	100%
Quality of overall natural environment in Urbandale	31%	55%	12%	1%	100%
Overall image or reputation of Urbandale	39%	51%	9%	1%	100%

Question 3: Growth						
	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	6%	68%	21%	3%	100%
Retail growth (stores, restaurants, etc.)	4%	29%	58%	7%	2%	100%
Jobs growth	10%	50%	38%	1%	1%	100%

Question 4: Code Enforcement	
	Percent of respondents
Not a problem	30%
Minor problem	55%
Moderate problem	13%
Major problem	1%
Total	100%

Question 5: Community Safety						
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	47%	44%	6%	2%	1%	100%
Property crimes (e.g., burglary, theft)	26%	52%	10%	11%	2%	100%
Environmental hazards, including toxic waste	58%	33%	7%	1%	1%	100%

Question 6: Personal Safety						
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	80%	17%	1%	1%	1%	100%
In your neighborhood after dark	44%	47%	4%	4%	1%	100%
In Urbandale's commercial areas during the day	68%	27%	4%	1%	1%	100%
In Urbandale's commercial areas after dark	29%	52%	11%	7%	1%	100%

Question 7: Crime Victim	
	Percent of respondents
No	94%
Yes	6%
Total	100%

Question 8: Crime Reporting	
	Percent of respondents
No	20%
Yes	80%
Total	100%

Question 9: Resident Behaviors						
	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Urbandale public libraries or their services	23%	18%	33%	14%	12%	100%
Used Urbandale recreation centers	46%	24%	21%	5%	4%	100%
Participated in a recreation program or activity	55%	28%	11%	3%	3%	100%
Visited a neighborhood park or City park	15%	20%	36%	16%	14%	100%
Ridden a local bus within Urbandale	93%	3%	1%	0%	3%	100%
Attended a meeting of local elected officials or other local public meeting	83%	13%	4%	0%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	77%	14%	7%	2%	0%	100%
Read Urbandale Newsletter	4%	19%	51%	18%	7%	100%
Visited the City of Urbandale Web site (at www.urbandale.org)	36%	30%	26%	5%	3%	100%
Recycled used paper, cans or bottles from your home	6%	3%	9%	13%	69%	100%
Volunteered your time to some group or activity in Urbandale	63%	21%	8%	3%	4%	100%
Participated in religious or spiritual activities in Urbandale	56%	13%	8%	6%	17%	100%
Participated in a club or civic group in Urbandale	76%	11%	7%	3%	3%	100%
Provided help to a friend or neighbor	4%	18%	44%	20%	14%	100%

Question 10: Neighborliness	
	Percent of respondents
Just about everyday	25%
Several times a week	29%
Several times a month	29%
Once a month	7%
Several times a year	6%
Once a year or less	2%
Never	3%
Total	100%

Question 11: Service Quality					
	Excellent	Good	Fair	Poor	Total
Police services	41%	48%	7%	4%	100%
Fire services	46%	49%	4%	1%	100%
Ambulance or emergency medical services	51%	45%	4%	1%	100%
Crime prevention	30%	53%	16%	2%	100%
Fire prevention and education	34%	54%	11%	1%	100%
Traffic enforcement	22%	54%	19%	5%	100%
Street repair	14%	43%	33%	10%	100%
Street cleaning	22%	54%	22%	3%	100%
Street lighting	22%	54%	20%	3%	100%
Snow removal	32%	50%	13%	5%	100%
Sidewalk maintenance	17%	56%	21%	5%	100%
Traffic signal timing	12%	49%	29%	10%	100%
Bus or transit services	21%	37%	27%	14%	100%
Garbage collection	54%	41%	4%	1%	100%
Recycling	51%	42%	5%	2%	100%
Yard waste pick-up	46%	43%	8%	3%	100%
Storm drainage	23%	57%	15%	5%	100%
Drinking water	33%	56%	9%	2%	100%
Sewer services	30%	63%	6%	0%	100%
City parks	38%	54%	7%	1%	100%
Recreation programs or classes	26%	59%	12%	4%	100%
Recreation centers or facilities	22%	51%	20%	6%	100%
Land use, planning and zoning	18%	46%	28%	8%	100%
Code enforcement (weeds, abandoned buildings, etc)	16%	48%	27%	9%	100%
Animal control	21%	55%	17%	8%	100%
Economic development	15%	56%	24%	5%	100%
Services to seniors	31%	53%	13%	3%	100%
Services to youth	31%	47%	19%	3%	100%
Services to low-income people	24%	43%	22%	11%	100%
Public library services	52%	41%	5%	1%	100%
Public information services	24%	60%	14%	1%	100%
Public schools	37%	51%	11%	1%	100%
Cable television	18%	46%	22%	15%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	25%	48%	22%	5%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	21%	47%	25%	6%	100%

Question 12: Government Services Overall					
	Excellent	Good	Fair	Poor	Total
The City of Urbandale	30%	58%	11%	1%	100%
The Federal Government	6%	38%	40%	16%	100%
The State Government	6%	44%	40%	10%	100%
Polk County Government	7%	46%	38%	9%	100%

Question 13: Contact with City Employees	
	Percent of respondents
No	46%
Yes	54%
Total	100%

Question 14: City Employees					
	Excellent	Good	Fair	Poor	Total
Knowledge	47%	38%	12%	3%	100%
Responsiveness	49%	33%	10%	8%	100%
Courtesy	53%	29%	12%	6%	100%
Overall impression	49%	32%	12%	6%	100%

Question 15: Government Performance					
	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Urbandale	19%	48%	27%	6%	100%
The overall direction that Urbandale is taking	17%	60%	21%	3%	100%
The job Urbandale government does at welcoming citizen involvement	18%	42%	31%	9%	100%
The job Urbandale government does at listening to citizens	15%	43%	33%	9%	100%

Question 16: Recommendation and Longevity					
	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Urbandale to someone who asks	66%	30%	3%	1%	100%
Remain in Urbandale for the next five years	65%	25%	4%	5%	100%

Question 17: Impact of the Economy	
	Percent of respondents
Very positive	3%
Somewhat positive	14%
Neutral	50%
Somewhat negative	26%
Very negative	7%
Total	100%

Question 18a: Policy Question 1					
	Excellent	Good	Fair	Poor	Total
Indoor swimming pool	28%	41%	23%	8%	100%
Senior center	44%	49%	7%	0%	100%

Question 18b: Policy Question 2					
	Essential	Very important	Somewhat important	Not at all important	Total
Indoor swimming pool water fitness classes	17%	33%	38%	12%	100%
Indoor swimming pool themed birthday parties	8%	16%	32%	44%	100%
American Red Cross First Aid/CPR classes	31%	40%	25%	3%	100%
Indoor swimming pool 'open swim' (drop-in swim or lap swim)	22%	36%	34%	7%	100%
Indoor swimming pool swimming lessons	28%	41%	26%	6%	100%

Question 18c: Policy Question 3					
	Essential	Very important	Somewhat important	Not at all important	Total
Fitness programs (e.g., Wii Sports League, Yoga, Tai Chi)	20%	40%	32%	8%	100%
Congregate (subsidized group) meal programs	27%	41%	23%	8%	100%
Educational programs (e.g., MS Office, line dancing, singing)	19%	35%	37%	10%	100%
AARP Driver Safety program	28%	40%	25%	7%	100%

Question D1: Employment Status	
	Percent of respondents
No	27%
Yes, full-time	65%
Yes, part-time	7%
Total	100%

Question D2: Mode of Transportation Used for Commute	
	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	9%
Bus, rail, subway or other public transportation	4%
Walk	2%
Bicycle	1%
Work at home	5%
Other	0%

Question D3: Length of Residency	
	Percent of respondents
Less than 2 years	12%
2 to 5 years	24%
6 to 10 years	19%
11 to 20 years	21%
More than 20 years	24%
Total	100%

Question D4: Housing Unit Type	
	Percent of respondents
One family house detached from any other houses	68%
House attached to one or more houses (e.g., a duplex or town)	10%
Building with two or more apartments or condominiums	21%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
	Percent of respondents
Rented for cash or occupied without cash payment	19%
Owned by you or someone in this house with a mortgage or free and clear	81%
Total	100%

Question D6: Monthly Housing Cost	
	Percent of respondents
Less than \$300 per month	3%
\$300 to \$599 per month	13%
\$600 to \$999 per month	32%
\$1,000 to \$1,499 per month	28%
\$1,500 to \$2,499 per month	21%
\$2,500 or more per month	4%
Total	100%

Question D7: Presence of Children in Household	
	Percent of respondents
No	64%
Yes	36%
Total	100%

Question D8: Presence of Older Adults in Household	
	Percent of respondents
No	79%
Yes	21%
Total	100%

Question D9: Household Income	
	Percent of respondents
Less than \$24,999	8%
\$25,000 to \$49,999	19%
\$50,000 to \$99,999	38%
\$100,000 to \$149,000	21%
\$150,000 or more	13%
Total	100%

Question D10: Ethnicity	
	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	4%
Black or African American	1%
White	94%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
	Percent of respondents
18 to 24 years	2%
25 to 34 years	22%
35 to 44 years	18%
45 to 54 years	25%
55 to 64 years	13%
65 to 74 years	9%
75 years or older	10%
Total	100%

Question D13: Gender	
	Percent of respondents
Female	51%
Male	49%
Total	100%

Question D14: Registered to Vote	
	Percent of respondents
No	7%
Yes	92%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
	Percent of respondents
No	9%
Yes	89%
Ineligible to vote	1%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
	Excellent		Good		Fair		Poor		Don't know		Total	
Urbandale as a place to live	55%	232	40%	169	3%	12	1%	3	1%	5	100%	420
Your neighborhood as a place to live	50%	209	43%	181	6%	27	0%	1	1%	3	100%	420
Urbandale as a place to raise children	48%	202	34%	141	2%	9	1%	3	15%	61	100%	416
Urbandale as a place to work	24%	98	31%	129	9%	37	2%	7	35%	145	100%	416
Urbandale as a place to retire	27%	112	29%	122	16%	66	3%	12	25%	103	100%	414
The overall quality of life in Urbandale	45%	189	49%	205	4%	16	0%	1	1%	6	100%	418

Question 2: Community Characteristics												
	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	25%	105	51%	213	18%	76	2%	10	4%	16	100%	420
Openness and acceptance of the community towards people of diverse backgrounds	19%	78	43%	182	19%	80	3%	14	15%	64	100%	419
Overall appearance of Urbandale	31%	133	55%	233	12%	49	1%	6	1%	2	100%	424
Cleanliness of Urbandale	35%	146	54%	228	11%	45	0%	1	0%	2	100%	423
Overall quality of new development in Urbandale	25%	107	49%	205	12%	51	3%	13	11%	45	100%	421
Variety of housing options	30%	124	52%	220	11%	45	2%	7	6%	24	100%	420
Overall quality of business and service establishments in Urbandale	26%	110	51%	215	18%	77	2%	7	2%	10	100%	419
Shopping opportunities	21%	88	41%	174	33%	140	4%	15	1%	3	100%	420
Opportunities to attend cultural activities	11%	47	27%	115	40%	166	10%	42	12%	50	100%	420
Recreational opportunities	23%	96	44%	185	22%	93	4%	17	6%	27	100%	418
Employment opportunities	8%	32	26%	108	27%	111	6%	26	33%	139	100%	416
Educational opportunities	25%	104	38%	160	18%	77	2%	9	16%	66	100%	416
Opportunities to participate in social events and activities	18%	74	45%	188	22%	91	4%	16	11%	45	100%	414
Opportunities to participate in religious or spiritual events and activities	26%	106	41%	172	18%	73	1%	5	14%	59	100%	415
Opportunities to volunteer	23%	95	37%	155	18%	75	1%	5	21%	88	100%	419
Opportunities to participate in community matters	18%	72	43%	175	19%	78	3%	12	18%	72	100%	409
Ease of car travel in Urbandale	33%	139	52%	219	10%	42	2%	9	2%	8	100%	418
Ease of bus travel in Urbandale	7%	27	21%	86	14%	58	9%	38	49%	201	100%	411
Ease of bicycle travel in Urbandale	21%	84	37%	152	13%	52	3%	14	26%	108	100%	412
Ease of walking in Urbandale	40%	166	44%	183	11%	44	2%	7	4%	16	100%	415
Availability of paths and walking trails	45%	185	38%	156	10%	42	2%	10	5%	21	100%	415
Traffic flow on major streets	13%	56	57%	240	25%	104	4%	17	1%	4	100%	420
Amount of public parking	18%	75	48%	200	24%	100	1%	6	9%	38	100%	418
Availability of affordable quality housing	21%	87	48%	201	22%	92	1%	5	8%	35	100%	419

Question 2: Community Characteristics												
	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care	10%	43	19%	81	14%	58	1%	2	56%	232	100%	416
Availability of affordable quality health care	20%	84	42%	174	14%	59	2%	10	21%	86	100%	413
Availability of affordable quality food	30%	125	53%	219	13%	55	3%	12	1%	5	100%	416
Availability of preventive health services	20%	82	44%	183	16%	67	1%	4	19%	79	100%	416
Air quality	35%	149	56%	234	7%	29	0%	1	2%	8	100%	420
Quality of overall natural environment in Urbandale	31%	130	55%	229	12%	50	1%	4	1%	5	100%	419
Overall image or reputation of Urbandale	39%	164	50%	212	9%	38	1%	4	1%	3	100%	421

Question 3: Growth														
	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	1%	3	5%	22	55%	231	17%	71	3%	11	19%	79	100%	418
Retail growth (stores, restaurants, etc.)	4%	15	26%	108	51%	213	6%	26	2%	7	12%	51	100%	419
Jobs growth	6%	24	28%	116	21%	88	0%	2	1%	3	44%	186	100%	418

Question 4: Code Enforcement		
	Percent of respondents	Count
Not a problem	28%	118
Minor problem	51%	215
Moderate problem	12%	52
Major problem	1%	5
Don't know	7%	29
Total	100%	419

Question 5: Community Safety														
	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	47%	197	43%	182	6%	24	2%	9	1%	4	1%	6	100%	421
Property crimes (e.g., burglary, theft)	25%	107	51%	214	10%	41	11%	45	2%	7	1%	6	100%	419
Environmental hazards, including toxic waste	54%	228	30%	127	6%	26	1%	6	1%	4	7%	30	100%	421

Question 6: Personal Safety														
	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	79%	334	17%	73	1%	4	1%	5	1%	3	0%	2	100%	421
In your neighborhood after dark	44%	183	46%	194	4%	17	4%	18	1%	5	0%	2	100%	419
In Urbandale's commercial areas during the day	66%	275	26%	111	3%	14	1%	3	1%	3	3%	13	100%	420
In Urbandale's commercial areas after dark	25%	106	46%	194	10%	41	6%	25	1%	5	12%	49	100%	419

Question 7: Crime Victim		
	Percent of respondents	Count
No	94%	396
Yes	6%	24
Don't know	0%	0
Total	100%	420

Question 8: Crime Reporting		
	Percent of respondents	Count
No	20%	5
Yes	80%	22
Don't know	0%	0
Total	100%	27

Question 9: Resident Behaviors												
	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Urbandale public libraries or their services	23%	95	18%	76	33%	140	14%	58	12%	50	100%	418
Used Urbandale recreation centers	46%	193	24%	100	21%	87	5%	23	4%	16	100%	418
Participated in a recreation program or activity	55%	227	28%	114	11%	47	3%	12	3%	11	100%	411
Visited a neighborhood park or City park	15%	61	20%	81	36%	148	16%	65	14%	58	100%	413
Ridden a local bus within Urbandale	93%	382	3%	11	1%	5	0%	1	3%	13	100%	413
Attended a meeting of local elected officials or other local public meeting	83%	345	13%	55	4%	15	0%	1	0%	1	100%	417
Watched a meeting of local elected officials or other local public meeting on cable television	77%	314	14%	57	7%	30	2%	7	0%	1	100%	410
Read Urbandale Newsletter	4%	18	19%	79	51%	209	18%	73	7%	30	100%	408
Visited the City of Urbandale Web site (at www.urbandale.org)	36%	150	30%	122	26%	106	5%	20	3%	14	100%	412
Recycled used paper, cans or bottles from your home	6%	23	3%	12	9%	36	13%	52	69%	283	100%	408
Volunteered your time to some group or activity in Urbandale	63%	259	21%	85	8%	35	3%	13	4%	18	100%	410
Participated in religious or spiritual activities in Urbandale	56%	231	13%	52	8%	32	6%	24	17%	71	100%	411
Participated in a club or civic group in Urbandale	76%	314	11%	45	7%	28	3%	12	3%	13	100%	413
Provided help to a friend or neighbor	4%	15	18%	77	44%	182	20%	85	14%	57	100%	417

Question 10: Neighborliness		
	Percent of respondents	Count
Just about everyday	25%	105
Several times a week	29%	121
Several times a month	29%	122
Once a month	7%	29
Several times a year	6%	24
Once a year or less	2%	8
Never	3%	12
Total	100%	420

Question 11: Service Quality												
	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	36%	149	43%	178	7%	27	3%	14	11%	45	100%	412
Fire services	35%	144	37%	155	3%	12	1%	3	24%	99	100%	412
Ambulance or emergency medical services	36%	147	32%	130	3%	11	1%	3	29%	121	100%	411
Crime prevention	23%	95	41%	166	12%	50	1%	6	22%	91	100%	408
Fire prevention and education	21%	88	35%	142	7%	27	1%	4	36%	148	100%	408
Traffic enforcement	20%	82	48%	197	17%	69	5%	20	10%	43	100%	410
Street repair	14%	56	42%	173	32%	131	10%	40	3%	11	100%	411
Street cleaning	21%	86	52%	214	21%	87	3%	11	3%	12	100%	409
Street lighting	21%	88	53%	220	20%	82	3%	14	2%	8	100%	412
Snow removal	31%	128	48%	197	12%	50	5%	20	4%	16	100%	411
Sidewalk maintenance	16%	66	52%	212	20%	80	5%	20	8%	33	100%	411
Traffic signal timing	11%	46	46%	190	27%	110	10%	40	6%	23	100%	409
Bus or transit services	8%	32	14%	58	11%	42	5%	22	62%	249	100%	403
Garbage collection	51%	208	38%	157	4%	16	1%	6	6%	25	100%	411
Recycling	47%	193	38%	159	4%	17	2%	8	9%	36	100%	413

Question 11: Service Quality												
	Excellent		Good		Fair		Poor		Don't know		Total	
Yard waste pick-up	37%	153	35%	143	6%	26	3%	11	20%	81	100%	414
Storm drainage	20%	81	49%	200	13%	54	5%	18	13%	55	100%	408
Drinking water	32%	132	54%	222	9%	37	2%	7	4%	15	100%	413
Sewer services	27%	111	56%	232	6%	23	0%	1	11%	47	100%	413
City parks	35%	145	50%	205	7%	27	1%	3	8%	33	100%	413
Recreation programs or classes	16%	64	35%	146	7%	29	2%	9	40%	163	100%	410
Recreation centers or facilities	15%	60	34%	139	13%	54	4%	16	33%	135	100%	404
Land use, planning and zoning	12%	48	31%	126	19%	77	5%	22	33%	134	100%	408
Code enforcement (weeds, abandoned buildings, etc)	11%	45	32%	132	18%	74	6%	26	32%	132	100%	410
Animal control	14%	56	36%	149	11%	45	5%	22	34%	138	100%	410
Economic development	11%	44	40%	163	17%	68	3%	14	29%	119	100%	408
Services to seniors	15%	62	26%	106	6%	26	2%	6	52%	213	100%	413
Services to youth	16%	64	24%	99	10%	39	2%	7	49%	199	100%	408
Services to low-income people	8%	33	15%	61	8%	31	4%	15	66%	268	100%	408
Public library services	45%	184	35%	145	5%	19	1%	4	14%	58	100%	409
Public information services	18%	74	45%	185	11%	44	1%	4	25%	101	100%	408
Public schools	26%	108	36%	148	8%	33	1%	3	29%	117	100%	410
Cable television	13%	55	35%	142	17%	69	11%	45	24%	98	100%	408
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	60	28%	116	13%	53	3%	13	41%	169	100%	410
Preservation of natural areas such as open space, farmlands and greenbelts	17%	67	36%	147	19%	79	5%	20	23%	93	100%	407

Question 12: Government Services Overall												
	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Urbandale	29%	118	55%	227	11%	44	1%	5	4%	16	100%	411
The Federal Government	5%	22	34%	141	36%	147	14%	58	10%	43	100%	411
The State Government	5%	21	40%	163	35%	145	9%	38	11%	44	100%	411
Polk County Government	6%	24	39%	162	33%	136	8%	32	14%	59	100%	412

Question 13: Contact with City Employees		
	Percent of respondents	Count
No	46%	190
Yes	54%	222
Total	100%	412

Question 14: City Employees												
	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	46%	109	37%	89	12%	28	3%	6	2%	6	100%	239
Responsiveness	48%	115	32%	78	10%	25	8%	19	2%	4	100%	240
Courtesy	52%	123	29%	69	12%	28	6%	15	2%	4	100%	238
Overall impression	48%	115	31%	75	12%	29	6%	15	2%	6	100%	240

Question 15: Government Performance

	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Urbandale	17%	70	44%	181	24%	102	5%	23	10%	41	100%	416
The overall direction that Urbandale is taking	15%	62	54%	224	18%	77	2%	10	11%	45	100%	417
The job Urbandale government does at welcoming citizen involvement	13%	54	30%	124	22%	92	6%	26	29%	119	100%	415
The job Urbandale government does at listening to citizens	10%	42	30%	124	22%	93	6%	27	31%	130	100%	417

Question 16: Recommendation and Longevity

	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Urbandale to someone who asks	65%	275	30%	125	3%	13	1%	6	1%	4	100%	423
Remain in Urbandale for the next five years	64%	267	24%	102	4%	17	5%	22	3%	12	100%	421

Question 17: Impact of the Economy

	Percent of respondents									Count	
Very positive	3%									11	
Somewhat positive	14%									59	
Neutral	50%									208	
Somewhat negative	26%									111	
Very negative	7%									31	
Total	100%									419	

Question 18a: Policy Question 1

	Excellent		Good		Fair		Poor		Don't know		Total	
Indoor swimming pool	13%	54	19%	79	10%	43	4%	15	54%	226	100%	418
Senior center	16%	65	18%	73	3%	11	0%	0	64%	269	100%	418

Question 18b: Policy Question 2												
	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Indoor swimming pool water fitness classes	14%	58	28%	117	31%	132	10%	42	17%	72	100%	422
Indoor swimming pool themed birthday parties	7%	28	12%	52	25%	105	34%	143	22%	93	100%	422
American Red Cross First Aid/CPR classes	27%	113	35%	145	22%	91	2%	10	14%	60	100%	420
Indoor swimming pool 'open swim' (drop-in swim or lap swim)	18%	77	30%	125	28%	119	6%	24	18%	74	100%	419
Indoor swimming pool swimming lessons	24%	99	34%	144	22%	91	5%	20	16%	66	100%	419

Question 18c: Policy Question 3												
	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Fitness programs (e.g., Wii Sports League, Yoga, Tai Chi)	18%	74	35%	147	28%	118	7%	29	13%	52	100%	420
Congregate (subsidized group) meal programs	23%	98	35%	149	20%	84	7%	30	14%	61	100%	421
Educational programs (e.g., MS Office, line dancing, singing)	16%	68	30%	128	32%	134	9%	37	13%	53	100%	421
AARP Driver Safety program	24%	102	35%	147	22%	94	6%	26	13%	53	100%	422

Question D1: Employment Status		
	Percent of respondents	Count
No	27%	115
Yes, full-time	65%	275
Yes, part-time	7%	31
Total	100%	421

Question D2: Mode of Transportation Used for Commute

	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	9%
Bus, rail, subway or other public transportation	4%
Walk	2%
Bicycle	1%
Work at home	5%
Other	0%

Question D3: Length of Residency

	Percent of respondents	Count
Less than 2 years	12%	51
2 to 5 years	24%	101
6 to 10 years	19%	80
11 to 20 years	21%	90
More than 20 years	24%	101
Total	100%	423

Question D4: Housing Unit Type

	Percent of respondents	Count
One family house detached from any other houses	68%	287
House attached to one or more houses (e.g., a duplex or town	10%	42
Building with two or more apartments or condominiums	21%	89
Mobile home	0%	0
Other	1%	4
Total	100%	422

Question D5: Housing Tenure (Rent/Own)		
	Percent of respondents	Count
Rented for cash or occupied without cash payment	19%	81
Owned by you or someone in this house with a mortgage or fre	81%	339
Total	100%	421

Question D6: Monthly Housing Cost		
	Percent of respondents	Count
Less than \$300 per month	3%	11
\$300 to \$599 per month	13%	53
\$600 to \$999 per month	32%	131
\$1,000 to \$1,499 per month	28%	114
\$1,500 to \$2,499 per month	21%	86
\$2,500 or more per month	4%	19
Total	100%	413

Question D7: Presence of Children in Household		
	Percent of respondents	Count
No	64%	268
Yes	36%	153
Total	100%	421

Question D8: Presence of Older Adults in Household		
	Percent of respondents	Count
No	79%	330
Yes	21%	89
Total	100%	419

Question D9: Household Income		
	Percent of respondents	Count
Less than \$24,999	8%	32
\$25,000 to \$49,999	19%	78
\$50,000 to \$99,999	38%	155
\$100,000 to \$149,000	21%	84
\$150,000 or more	13%	53
Total	100%	402

Question D10: Ethnicity		
	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	410
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	7
Total	100%	417

Question D11: Race		
	Percent of respondents	Count
American Indian or Alaskan Native	1%	5
Asian, Asian Indian or Pacific Islander	4%	18
Black or African American	1%	3
White	94%	397
Other	2%	7
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
	Percent of respondents	Count
18 to 24 years	2%	10
25 to 34 years	22%	93
35 to 44 years	18%	77
45 to 54 years	25%	105
55 to 64 years	13%	54
65 to 74 years	9%	40
75 years or older	10%	40
Total	100%	419

Question D13: Gender		
	Percent of respondents	Count
Female	51%	209
Male	49%	202
Total	100%	412

Question D14: Registered to Vote		
	Percent of respondents	Count
No	7%	31
Yes	90%	379
Ineligible to vote	1%	4
Don't know	2%	7
Total	100%	420

Question D15: Voted in Last General Election		
	Percent of respondents	Count
No	9%	39
Yes	89%	376
Ineligible to vote	1%	6
Don't know	1%	3
Total	100%	424

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Urbandale were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Urbandale boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Urbandale households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Urbandale boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Urbandale. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning September 21, 2009. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 1,200 surveys mailed, 41 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,200 households receiving the survey mailings, 424 completed the survey, providing a response rate of 37%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than five percentage points in either direction from what would have been obtained had responses been collected from all City of Urbandale adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders that may affect sample findings. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2006-2007 American Community Survey Census estimates for adults in the City of Urbandale. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure and gender/age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Urbandale Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	20%	12%	19%
Own home	80%	88%	81%
Detached unit	70%	72%	68%
Attached unit	30%	28%	32%
Race and Ethnicity			
White alone, not Hispanic	91%	93%	92%
Hispanic and/or other race	9%	7%	8%
Sex and Age			
Female	51%	60%	51%
Male	49%	40%	49%
18-34 years of age	25%	16%	25%
35-54 years of age	44%	39%	44%
55+ years of age	31%	40%	32%
Females 18-34	12%	11%	12%
Females 35-54	23%	24%	23%
Females 55+	16%	25%	16%
Males 18-34	13%	5%	13%
Males 35-54	21%	16%	21%
Males 55+	15%	20%	15%

¹ Source: 2005-2007 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who

specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Urbandale to the Benchmark Database

The City of Urbandale chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Urbandale Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most

questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons are available, Urbandale results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Urbandale's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Urbandale.

Dear Urbandale Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Urbandale. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Robert D. Andeweg
Mayor

Dear Urbandale Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Urbandale. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Robert D. Andeweg
Mayor

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Sincerely,



Robert D. Andeweg
Mayor



City of Urbandale
3600 86th Street
Urbandale, IA 50322-4057

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Urbandale
3600 86th Street
Urbandale, IA 50322-4057

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Urbandale
3600 86th Street
Urbandale, IA 50322-4057

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Urbandale
3600 86th Street
Urbandale, IA 50322-4057

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of
Urbandale

September 2009

Dear Urbandale Resident:

The City of Urbandale wants to know what you think about our community and municipal government. You have been randomly selected to participate in Urbandale's 2009 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Urbandale residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (515) 278-3900.

Please help us shape the future of Urbandale. Thank you for your time and participation.

Sincerely,

Robert D. Andeweg
Mayor



City of
Urbandale

September 2009

Dear Urbandale Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Urbandale wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Urbandale's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Urbandale residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (515) 278-3900.

Please help us shape the future of Urbandale. Thank you for your time and participation.

Sincerely,

Robert D. Andeweg
Mayor

The City of Urbandale 2009 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Urbandale:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Urbandale as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Urbandale as a place to raise children.....	1	2	3	4	5
Urbandale as a place to work.....	1	2	3	4	5
Urbandale as a place to retire	1	2	3	4	5
The overall quality of life in Urbandale.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Urbandale as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Urbandale	1	2	3	4	5
Cleanliness of Urbandale	1	2	3	4	5
Overall quality of new development in Urbandale.....	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Urbandale	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Urbandale.....	1	2	3	4	5
Ease of bus travel in Urbandale.....	1	2	3	4	5
Ease of bicycle travel in Urbandale	1	2	3	4	5
Ease of walking in Urbandale.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventative health services.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Urbandale	1	2	3	4	5
Overall image or reputation of Urbandale.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Urbandale over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Urbandale?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Urbandale:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Urbandale's commercial areas during the day.....	1	2	3	4	5	6
In Urbandale's commercial areas after dark.....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?
 No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?
 No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Urbandale?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Urbandale public libraries or their services	1	2	3	4	5
Used Urbandale recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Urbandale	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Read Urbandale Newsletter	1	2	3	4	5
Visited the City of Urbandale Web site (at www.urbandale.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Urbandale	1	2	3	4	5
Participated in religious or spiritual activities in Urbandale	1	2	3	4	5
Participated in a club or civic group in Urbandale	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Once a month
 Several times a year
 Once a year or less
 Never

The City of Urbandale 2009 Citizen Survey

11. Please rate the quality of each of the following services in Urbandale:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

12. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Urbandale.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Polk County Government	1	2	3	4	5

13. Have you had any in-person or phone contact with an employee of the City of Urbandale within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 15 Yes → Go to Question 14

14. What was your impression of the employee(s) of the City of Urbandale in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

15. Please rate the following categories of Urbandale government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Urbandale.....	1	2	3	4	5
The overall direction that Urbandale is taking.....	1	2	3	4	5
The job Urbandale government does at welcoming citizen involvement.....	1	2	3	4	5
The job Urbandale government does at listening to citizens.....	1	2	3	4	5

16. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Urbandale to someone who asks.....	1	2	3	4	5
Remain in Urbandale for the next five years.....	1	2	3	4	5

17. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

18. Please check the response that comes closest to your opinion for each of the following questions:

a. How would you rate the following services in Urbandale:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Indoor swimming pool.....	1	2	3	4	5
Senior center.....	1	2	3	4	5

b. How important, if at all, do you believe it is that the City of Urbandale offers each of the following activities?

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Indoor swimming pool water fitness classes.....	1	2	3	4	5
Indoor swimming pool themed birthday parties.....	1	2	3	4	5
American Red Cross First Aid/CPR classes.....	1	2	3	4	5
Indoor swimming pool "open swim" (drop-in swim or lap swim).....	1	2	3	4	5
Indoor swimming pool swimming lessons.....	1	2	3	4	5

c. How important, if at all, is it for the City of Urbandale to provide each of the following activities for older adults (age 55 +)?

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Fitness programs (e.g., Wii® Sports League, Yoga, Tai Chi).....	1	2	3	4	5
Congregate (subsidized group) meal programs.....	1	2	3	4	5
Educational programs (e.g., MS Office, line dancing, singing).....	1	2	3	4	5
AARP Driver Safety program.....	1	2	3	4	5

The City of Urbandale 2009 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults days
- Bus, Rail, Subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Urbandale?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female
- Male

D14. Are you registered to vote in your jurisdiction?

- No
- Yes
- Ineligible to vote
- Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No
- Yes
- Ineligible to vote
- Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



City of Urbandale
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