

The National Citizen Survey™

Urbandale, IA

Comparisons by Geographic
Subgroups

2013

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The National Citizen Survey™
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Summary

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by East and West Urbandale.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Districts are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (360 completed surveys). For each area (East or West), the margin of error rises to approximately plus or minus 11 percentage points since sample sizes were 287 for East Urbandale, and 73 for West Urbandale. Notable differences between the East and West included the following:

- For many Community Characteristics, residents living in East Urbandale tended to give more positive assessments than residents in West Urbandale. Ratings were higher for East Urbandale for the overall image or reputation of Urbandale, overall ease of getting to places you usually have to visit, traffic flow, ease of car travel, shopping opportunities, overall quality of business and service establishments, availability of preventive health services and sense of community.
- Several differences were found by area within aspects of Governance. For example, residents in East Urbandale tended to give higher ratings than residents in West Urbandale within the facet of Mobility (i.e., street cleaning, street lighting, snow removal, traffic signal timing and bus or transit services). Residents in East Urbandale also gave higher ratings in the facets of Natural Environment, Built Environment, Education and Enrichment and Recreation and Wellness.
- Overall, residents of the East and West Urbandale had similar levels of Participation in the various activities available to them, although some differences were found. Notably, residents located in East Urbandale gave more positive ratings to the overall sense of community and were more likely to have visited Urbandale public libraries and participate in a religious or spiritual event or activity.
- Residents in West Urbandale were more likely to support the construction of an indoor aquatic center. They were also more supportive of a \$34.65/year tax increase to construct a new fire station.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Area		Overall
	East	West	
The overall quality of life in Urbandale	94%	92%	93%
Overall image or reputation of Urbandale	93%	79%	90%
Urbandale as a place to live	97%	96%	97%
Your neighborhood as a place to live	94%	97%	95%
Urbandale as a place to raise children	91%	93%	92%
Urbandale as a place to retire	84%	74%	82%
Overall appearance of Urbandale	93%	88%	92%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	East	West	
Overall feeling of safety in Urbandale	94%	90%	94%
In your neighborhood during the day	98%	97%	98%
In Urbandale's downtown/commercial area during the day	97%	95%	96%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	East	West	
Overall ease of getting to the places you usually have to visit	92%	83%	90%
Traffic flow on major streets	82%	58%	77%
Ease of travel by car in Urbandale	89%	72%	85%
Ease of travel by public transportation in Urbandale	45%	47%	45%
Ease of travel by bicycle in Urbandale	74%	65%	72%
Ease of walking in Urbandale	91%	80%	89%
Availability of paths and walking trails	93%	86%	92%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	East	West	
Quality of overall natural environment in Urbandale	91%	91%	91%
Air quality	96%	95%	96%
Cleanliness of Urbandale	94%	89%	93%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	East	West	
Overall "built environment" of Urbandale (including overall design, buildings, parks and transportation systems)	82%	80%	81%
Public places where people want to spend time	79%	86%	81%
Variety of housing options	82%	92%	85%
Availability of affordable quality housing	76%	87%	78%
Overall quality of new development in Urbandale	74%	79%	75%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	East	West	
Overall economic health of Urbandale	87%	89%	87%
Urbandale as a place to work	86%	84%	86%
Urbandale as a place to visit	70%	59%	68%
Employment opportunities	63%	65%	63%
Shopping opportunities	68%	50%	64%
Cost of living in Urbandale	68%	64%	67%
Overall quality of business and service establishments in Urbandale	80%	60%	75%
Vibrant downtown/commercial area	45%	37%	43%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	East	West	
Health and wellness opportunities in Urbandale	83%	75%	82%
Fitness opportunities (including exercise classes and paths or trails, etc.)	84%	90%	85%
Recreational opportunities	79%	74%	78%
Availability of affordable quality food	84%	82%	84%
Availability of affordable quality health care	85%	79%	84%
Availability of preventive health services	86%	70%	83%
Availability of affordable quality mental health care	75%	65%	73%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	East	West	
Overall opportunities for education and enrichment	80%	83%	80%
Availability of affordable quality child care/preschool	76%	63%	72%
K-12 education	91%	90%	91%
Adult educational opportunities	66%	74%	67%
Opportunities to attend cultural/arts/music activities	51%	60%	53%
Opportunities to participate in religious or spiritual events and activities	86%	82%	85%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	East	West	
Sense of community	78%	62%	74%
Opportunities to participate in social events and activities	66%	53%	63%
Opportunities to volunteer	74%	66%	73%
Opportunities to participate in community matters	70%	69%	70%
Openness and acceptance of the community toward people of diverse backgrounds	69%	73%	70%
Neighborliness of Urbandale	71%	72%	71%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Area		Overall
	East	West	
The City of Urbandale	91%	84%	89%
The value of services for the taxes paid to Urbandale	77%	58%	72%
The overall direction that Urbandale is taking	85%	69%	81%
The job Urbandale government does at welcoming citizen involvement	71%	63%	69%
Overall confidence in Urbandale government	78%	68%	76%
Generally acting in the best interest of the community	80%	63%	76%
Being honest	81%	71%	79%
Treating all residents fairly	79%	70%	77%
Overall customer service by Urbandale employees (police, receptionists, planners, etc.)	87%	79%	85%
The Federal Government	34%	25%	32%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Area		Overall
	East	West	
Police/Sheriff services	91%	86%	90%
Fire services	97%	94%	97%
Ambulance or emergency medical services	97%	94%	96%
Crime prevention	88%	90%	88%
Fire prevention and education	90%	81%	88%
Animal control	78%	67%	75%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	81%	60%	76%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Area		Overall
	East	West	
Traffic enforcement	76%	75%	76%
Street repair	60%	58%	60%
Street cleaning	79%	63%	75%
Street lighting	80%	67%	77%
Snow removal	81%	65%	77%
Sidewalk maintenance	73%	63%	71%
Traffic signal timing	66%	51%	63%
Bus or transit services	63%	34%	59%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Area		Overall
	East	West	
Garbage collection	96%	85%	93%
Recycling	91%	84%	89%
Yard waste pick-up	89%	86%	89%
Drinking water	88%	79%	86%
Preservation of natural areas such as open space, farmlands and greenbelts	76%	48%	69%
Urbandale open space	75%	60%	71%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Area		Overall
	East	West	
Storm drainage	84%	70%	81%
Sewer services	91%	83%	89%
Power (electric and/or gas) utility	90%	80%	88%
Utility billing	86%	77%	84%
Land use, planning and zoning	77%	67%	74%
Code enforcement (weeds, abandoned buildings, etc.)	74%	54%	69%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Area		Overall
	East	West	
Economic development	83%	72%	81%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Area		Overall
	East	West	
City parks	94%	82%	91%
Recreation programs or classes	80%	67%	78%
Recreation centers or facilities	83%	58%	78%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Area		Overall
	East	West	
Public library services	98%	84%	95%
City-sponsored special events	75%	57%	72%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Area		Overall
	East	West	
Public information services	84%	78%	83%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	East	West	
Sense of community	78%	62%	74%
Recommend living in Urbandale to someone who asks	97%	94%	97%
Remain in Urbandale for the next five years	91%	91%	91%
Contacted Urbandale (in-person, phone, email or web) for help or information	39%	49%	41%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	East	West	
Was NOT the victim of a crime	93%	95%	94%
Did NOT report a crime	87%	88%	87%
Stocked supplies in preparation for an emergency	25%	17%	23%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	East	West	
Walked or biked instead of driving	53%	43%	51%
Carpooled with other adults or children instead of driving alone	28%	36%	30%
Used bus, rail, subway or other public transportation instead of driving	5%	1%	5%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	East	West	
Recycle at home	35%	39%	36%
Made efforts to make your home more energy efficient	84%	77%	82%
Made efforts to conserve water	80%	79%	79%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	East	West	
NOT under housing cost stress	81%	81%	81%
Did NOT observe a code violation	72%	68%	71%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	East	West	
Purchase goods or services from a business located in Urbandale	80%	90%	83%
Economy will have positive impact on income	20%	20%	20%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	East	West	
Used Urbandale recreation centers or their services	51%	53%	51%
Visited a neighborhood park or City park	82%	75%	80%
Eat at least 5 portions of fruits and vegetables a day	75%	72%	74%
Participate in moderate or vigorous physical activity	66%	63%	66%
Reported being in "very good" or "excellent" health	63%	73%	65%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	East	West	
Used Urbandale public libraries or their services	75%	57%	71%
Participated in religious or spiritual activities in Urbandale	42%	25%	39%
Attended a City-sponsored event	48%	42%	47%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	East	West	
Campaigned or advocated for an issue, cause or candidate	18%	14%	17%
Contacted Urbandale elected officials (in-person, phone, email or web) to express your opinion	11%	14%	12%
Volunteered your time to some group/activity in Urbandale	25%	22%	25%
Participated in a club	20%	14%	19%
Talked to or visited with your immediate neighbors	94%	95%	94%
Done a favor for a neighbor	84%	87%	85%
Attended a local public meeting	11%	12%	11%
Watched (online or on television) a local public meeting	12%	12%	12%
Read or watch local news (via television, paper, computer, etc.)	49%	46%	48%
Vote in local elections	51%	50%	51%

Table 28: Custom Question 1

Urbandale strives to provide fire and EMS services within five miles of a fire station across the City. Recent growth in Urbandale has resulted in some homes being further than five miles from one of the two fire stations (7100 Douglas Ave. and 3927 121st Street). To what extent would you support or oppose each of the following possible increases in property taxes for 15 years (calculated for the median house value of about \$185,000) to build a new fire station in the northwest area of the City of Urbandale? (Percent rating as "strongly" or "somewhat support")	Area		Overall
	East	West	
\$11.56/year	79%	85%	80%
\$23.11/year	45%	53%	47%
\$34.65/year	24%	37%	27%

Table 29: Custom Question 2

As the City of Urbandale continues to develop the Walnut Creek Regional Park (a 200+ acre park in western Urbandale), to what extent would you support or oppose the following facilities being built in the park? (Percent rating as "strongly" or "somewhat support")	Area		Overall
	East	West	
Indoor aquatic center	55%	69%	59%
Outdoor aquatic center	67%	75%	69%
Indoor/outdoor aquatic center	68%	73%	69%
Nature center	79%	78%	79%
Indoor playground	68%	68%	68%
Amphitheatre	71%	67%	70%
Community recreation center	79%	82%	80%