



# CITY OF BETTENDORF, IA 2008



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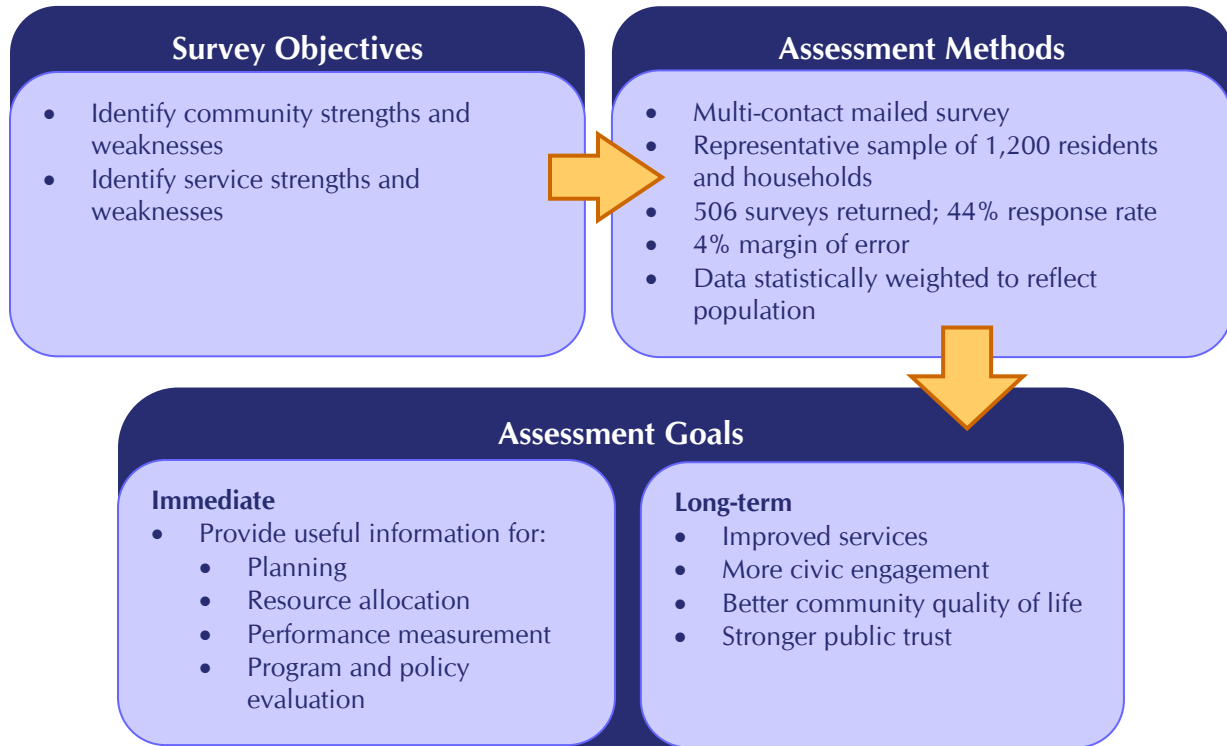
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# SURVEY BACKGROUND

## ABOUT THE NATIONAL CITIZEN SURVEY™

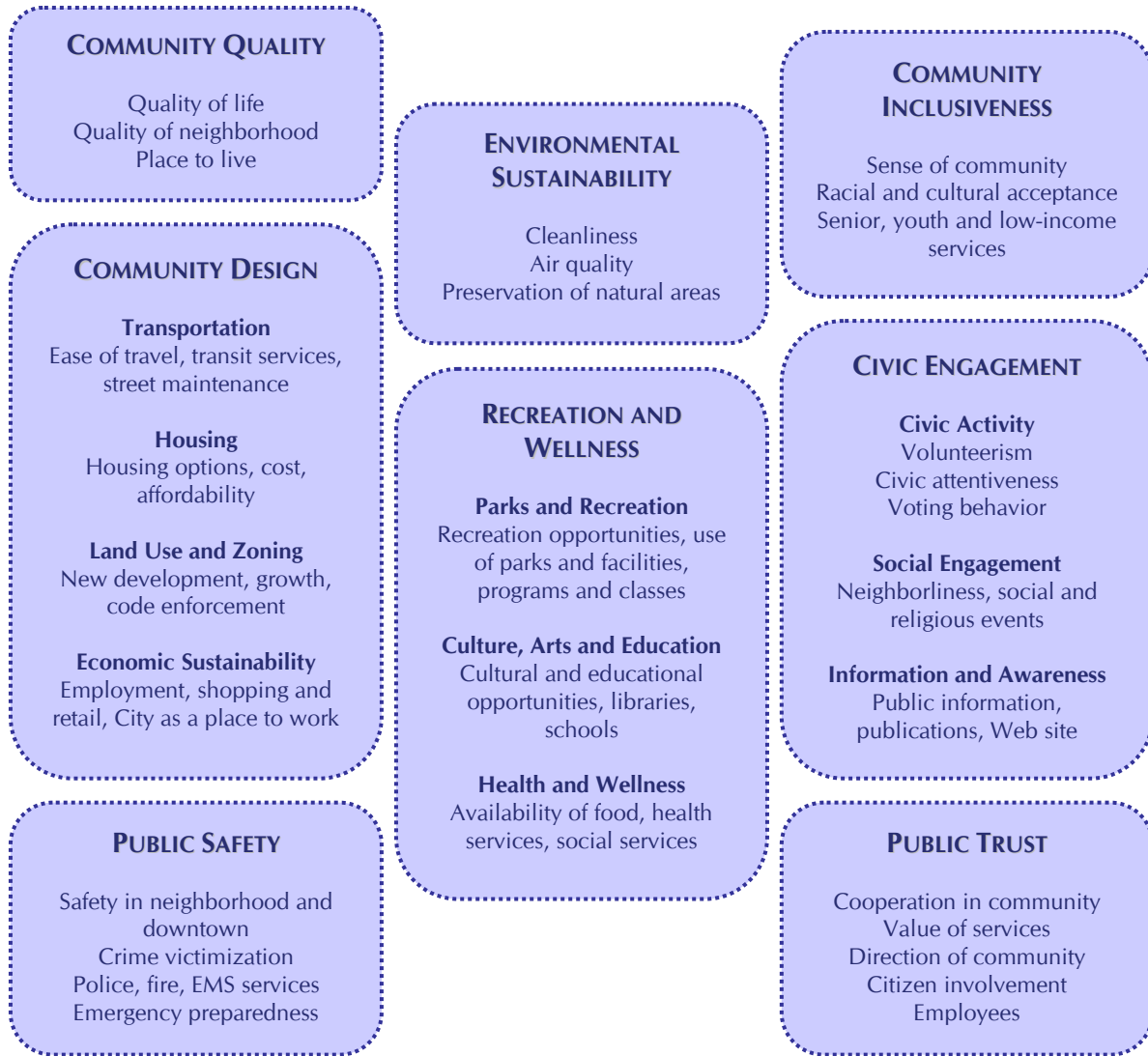
The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided 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 506 completed surveys were obtained, providing an overall response rate of 44%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Bettendorf was developed in close cooperation with local jurisdiction staff. Bettendorf staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings.

## 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" (or margin of error). The 95% confidence interval quantifies the sampling error or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any question and 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. The 95% confidence level for the City of Bettendorf survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (506 completed surveys).

### 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 Bettendorf, but from City of Bettendorf 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 five 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 Bettendorf 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 Bettendorf 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 Bettendorf 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 Bettendorf'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 Bettendorf 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.

Most residents experience a good quality of life in the City of Bettendorf and believe the City is a good place to live. The overall quality of life in the City of Bettendorf was rated as “excellent” or “good” by 95% of respondents. Almost all report they plan on staying in the City of Bettendorf for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three receiving the most favorable ratings were overall image of Bettendorf, ease of car travel, and cleanliness of Bettendorf. The three characteristics receiving the least positive ratings were employment opportunities, shopping opportunities, and availability of affordable quality housing.

All of the community characteristics rated were able to be compared to the benchmark database. Of the 21 characteristics for which comparisons were available, 20 were above the benchmark comparison, one was similar to the benchmark comparison and none were below.

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

On average, residents gave favorable ratings to all local government services. Many of the City services rated were able to be compared to the benchmark database. Of the 25 services for which comparisons were available, 24 were above the benchmark comparison, one was similar to the benchmark comparison and none were below.

A Key Driver Analysis was conducted for the City of Bettendorf which examined the relationships between ratings of each service and ratings of the City of Bettendorf'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 Bettendorf 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:

- Recycling
- Fire services
- Economic development
- Street repair
- City parks
- Police services

Of these services, that deserving the most attention street repair as it was similar to the benchmark. For recycling, fire services, economic development, city parks and police services the City of Bettendorf 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 Bettendorf – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Bettendorf. Residents were asked whether they planned to move soon or if they would recommend the City of Bettendorf to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Bettendorf offers services and amenities that work.

Most of the City of Bettendorf’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 BY YEAR

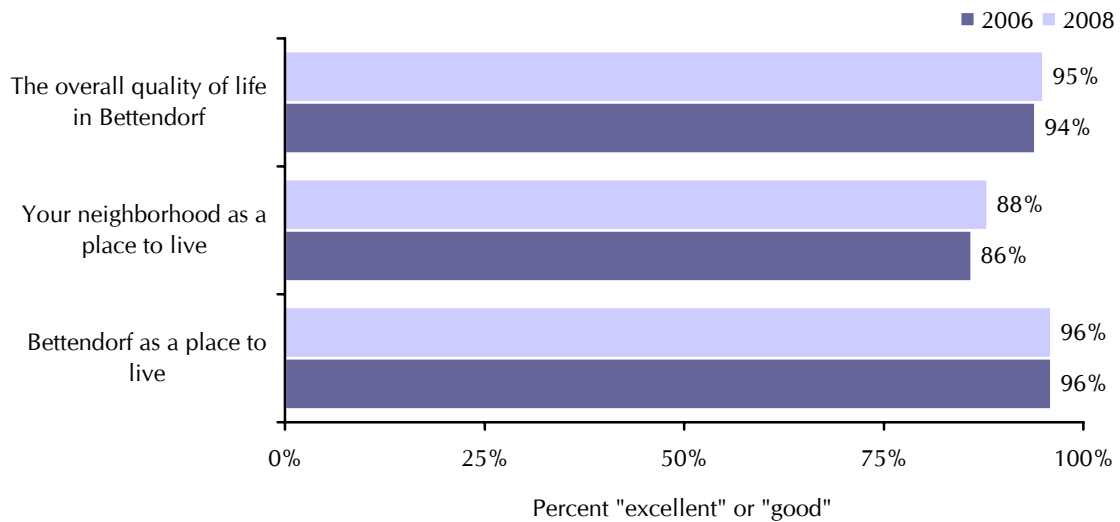
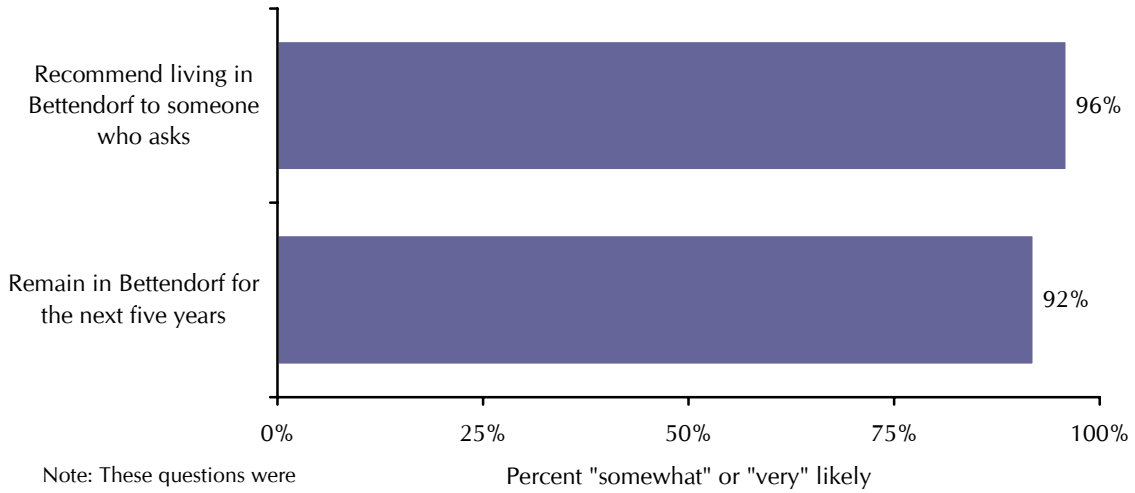


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



Note: These questions were not asked in previous surveys.

FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Bettendorf	Above
Your neighborhood as place to live	Above
Bettendorf as a place to live	Above
Remain in Bettendorf for the next five years	Above
Recommend living in Bettendorf 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 was given the most positive rating, followed by ease of walking in Bettendorf. These ratings were all above the benchmark.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

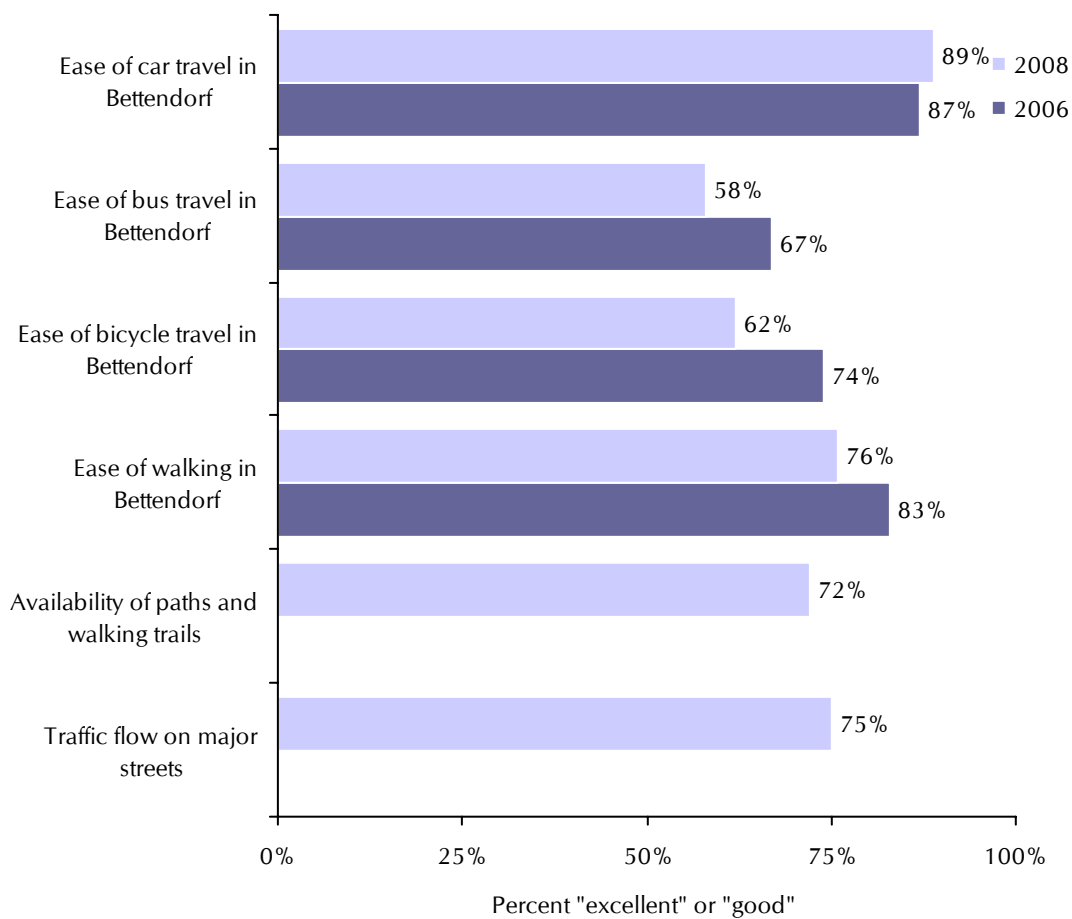


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

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

Eight transportation services were rated in Bettendorf. Seven were above the benchmark, none below the benchmark and one was similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

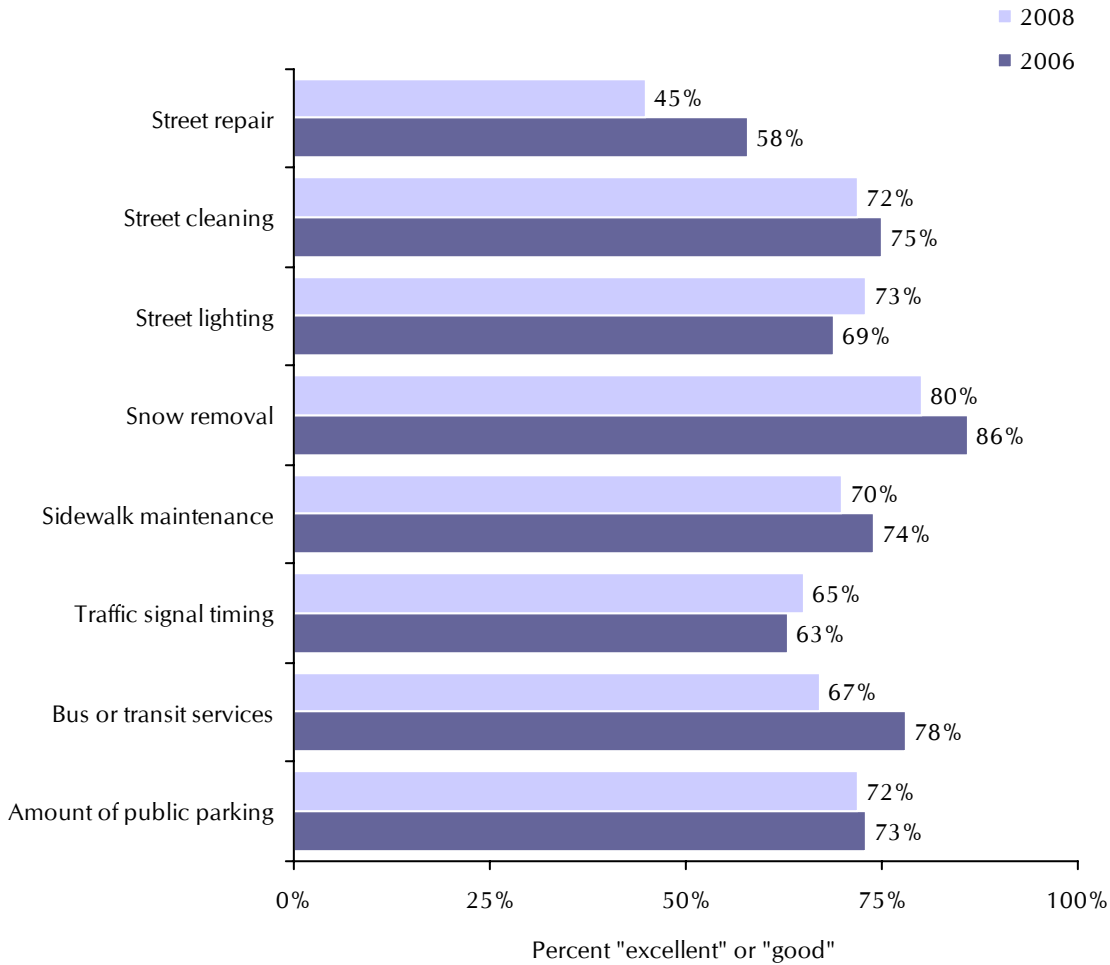


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair /maintenance	Similar
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, 1% of work commute trips were made by transit, 1% by bicycle and 1% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

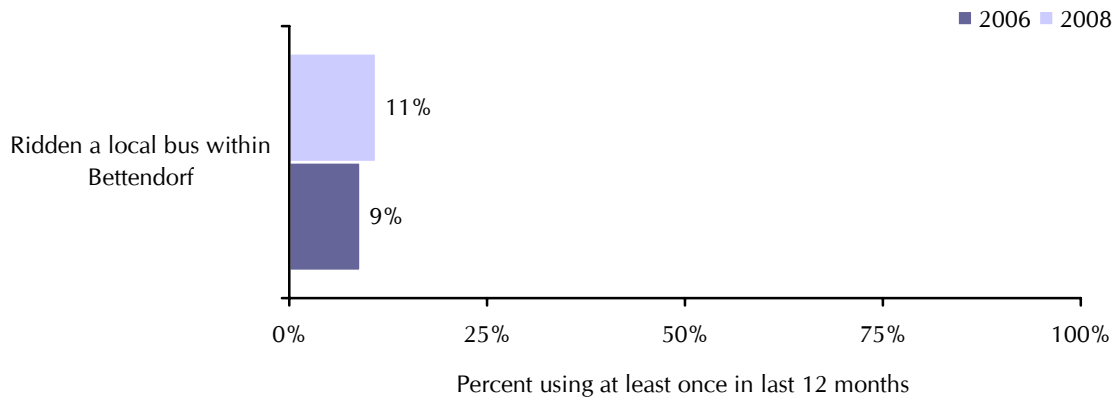
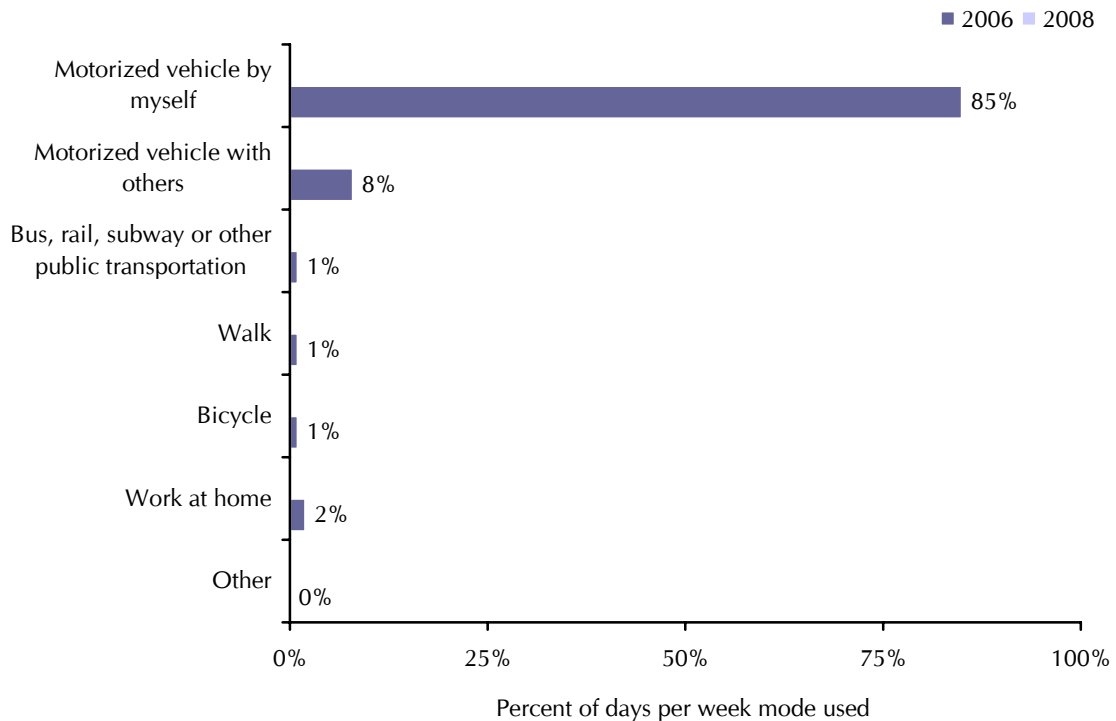


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

Comparison to benchmark	
Ridden a local bus within Bettendorf	Below

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 heavily to a homogeneous palette, 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 who can sustain in a community with mostly high cost housing 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 Bettendorf 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 55% of respondents, while the variety of housing options was rated as “excellent” or “good” by 67% of respondents. The rating of perceived affordable housing availability was better in the City of Bettendorf than the ratings, on average, in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY BY YEAR

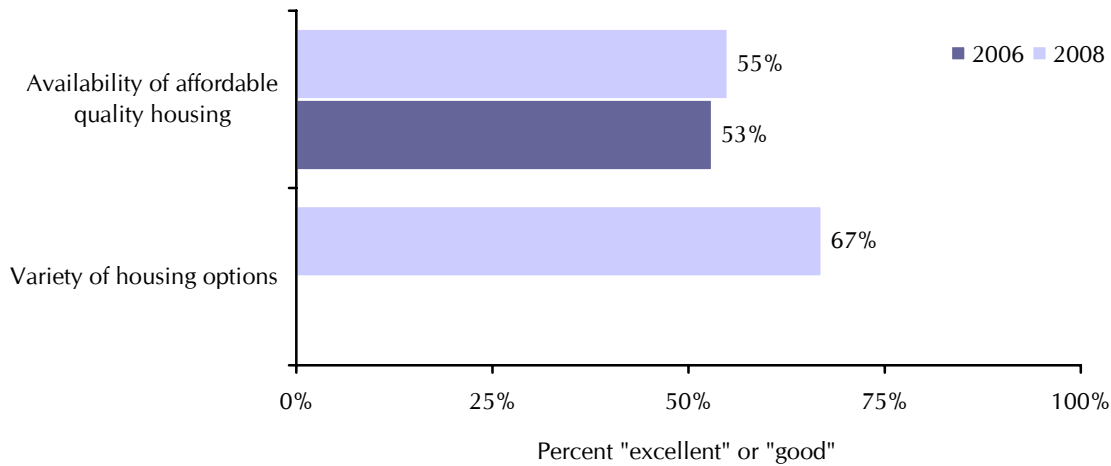
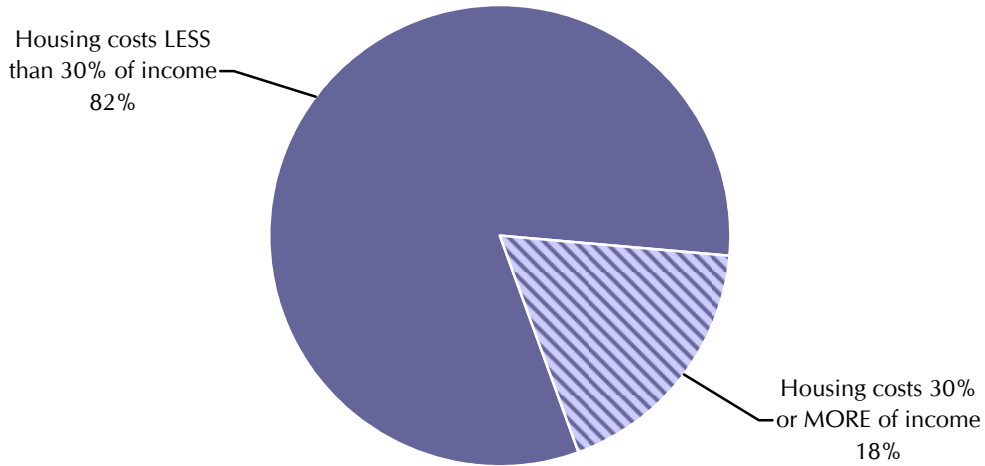


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

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

To augment the perceptions of affordable housing in Bettendorf, 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 Bettendorf experiencing housing cost stress. Less than one fifth 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"



Note: This question was not asked in previous surveys.



## 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 Bettendorf 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 Bettendorf was rated as "excellent" or "good" by 83% of respondents. The overall appearance of Bettendorf was rated as "excellent" or "good" by 88% of respondents and was higher than benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Bettendorf, 28% thought they were a "major" or "moderate" problem.

FIGURE 16: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

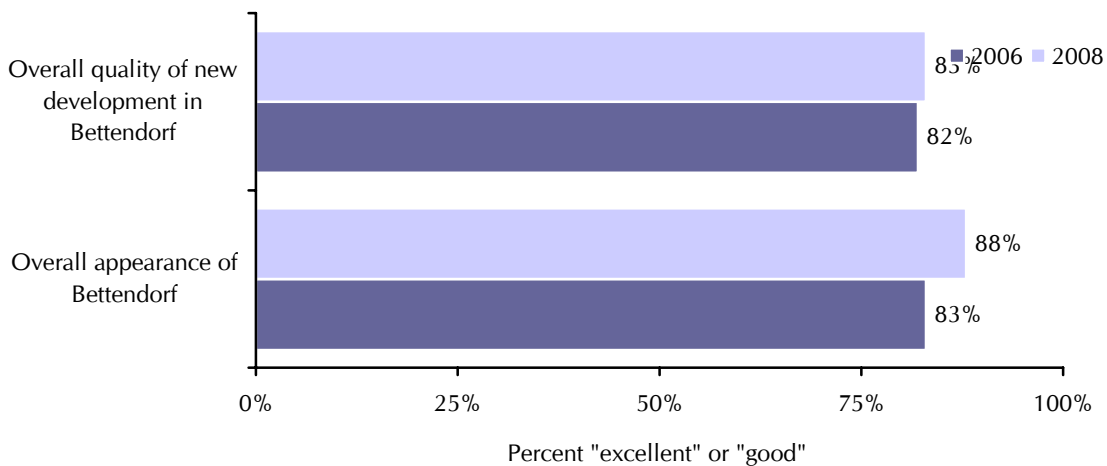


FIGURE 17: BUILT ENVIRONMENT BENCHMARKS

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

FIGURE 18: RATINGS OF POPULATION GROWTH BY YEAR

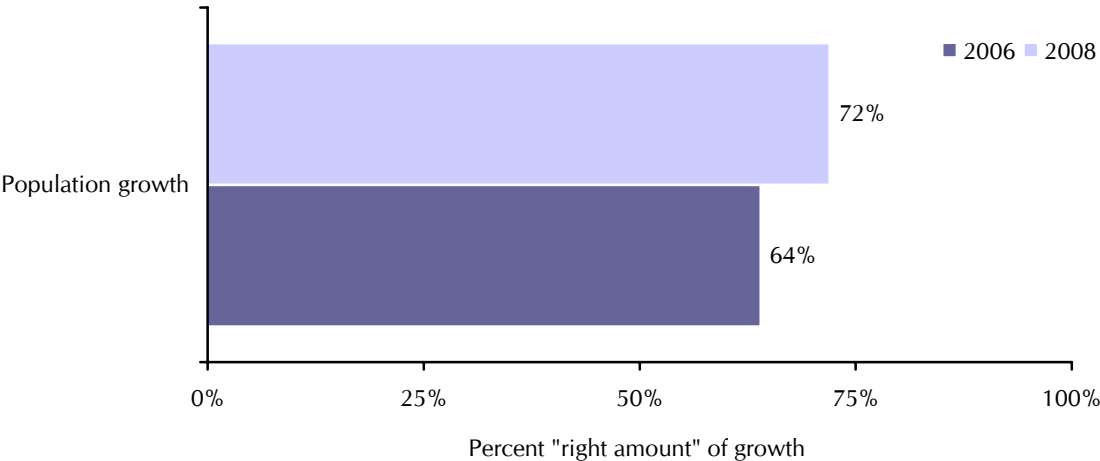


FIGURE 19: POPULATION GROWTH BENCHMARKS

Population growth seen as too fast	Comparison to benchmark Below
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FIGURE 20: RATINGS OF NUISANCE PROBLEMS BY YEAR

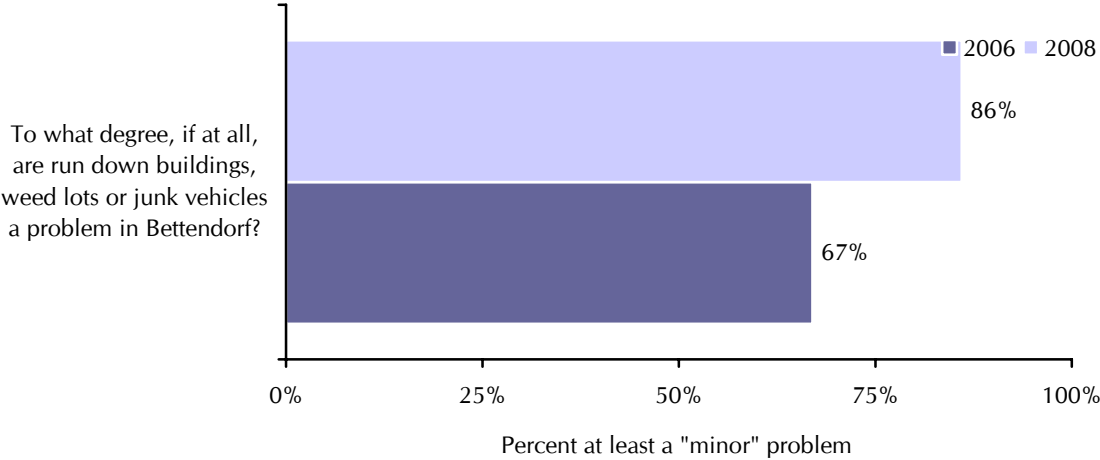


FIGURE 21: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

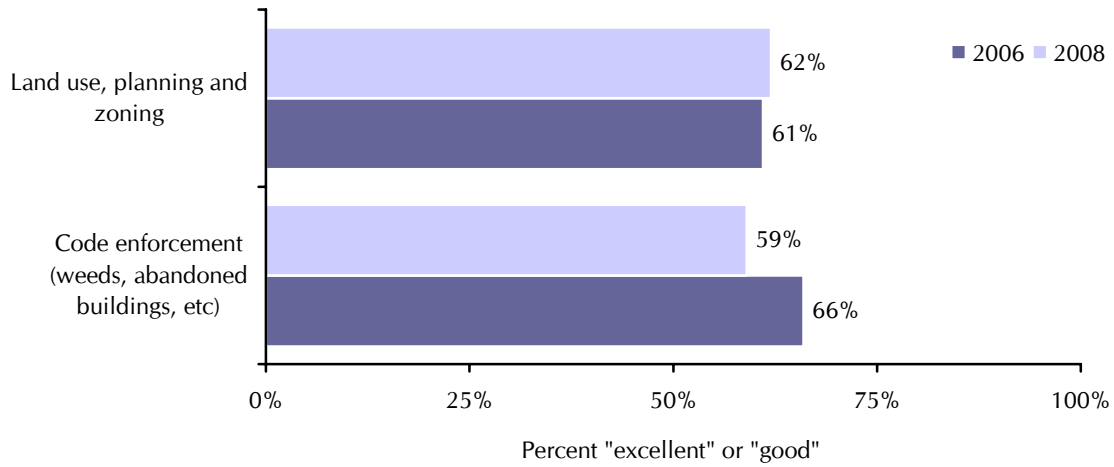


FIGURE 22: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Above
Code enforcement (weeds, abandoned buildings, etc)	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 Bettendorf as a place to work and the overall quality of business and service establishments in Bettendorf. Receiving the lowest rating was employment opportunities.

FIGURE 23: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

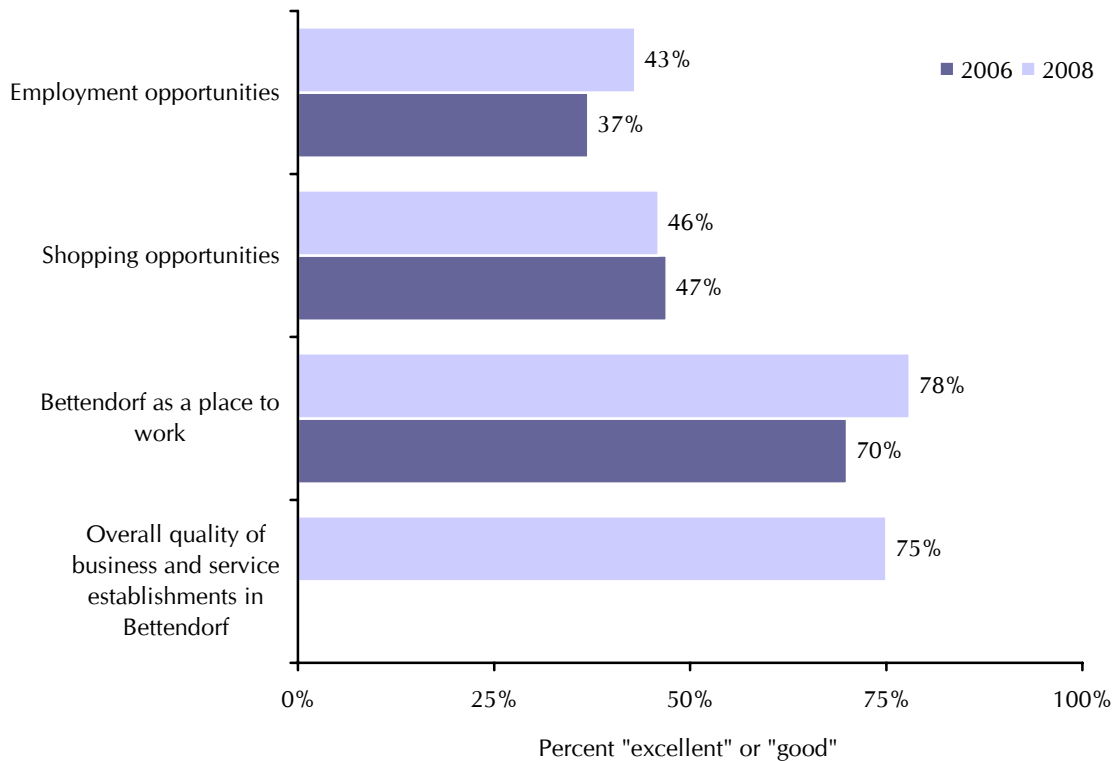


FIGURE 24: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

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

When asked to evaluate the rate of job growth in Bettendorf, 27% responded that it was the “right amount,” while 43% reported the “right amount” of retail growth was occurring in Bettendorf.

FIGURE 25: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

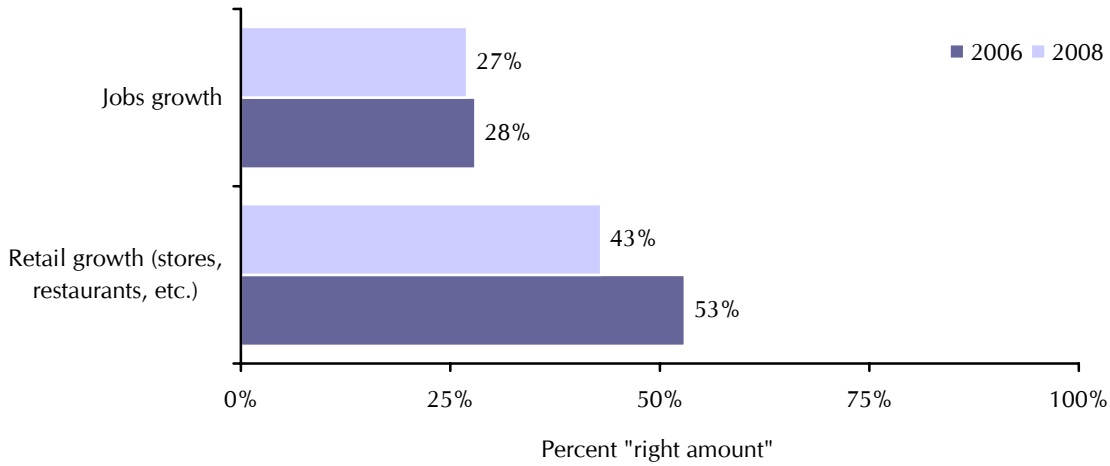


FIGURE 26: JOB AND RETAIL GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too fast	Below
Jobs growth seen as too slow	Similar

FIGURE 27: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

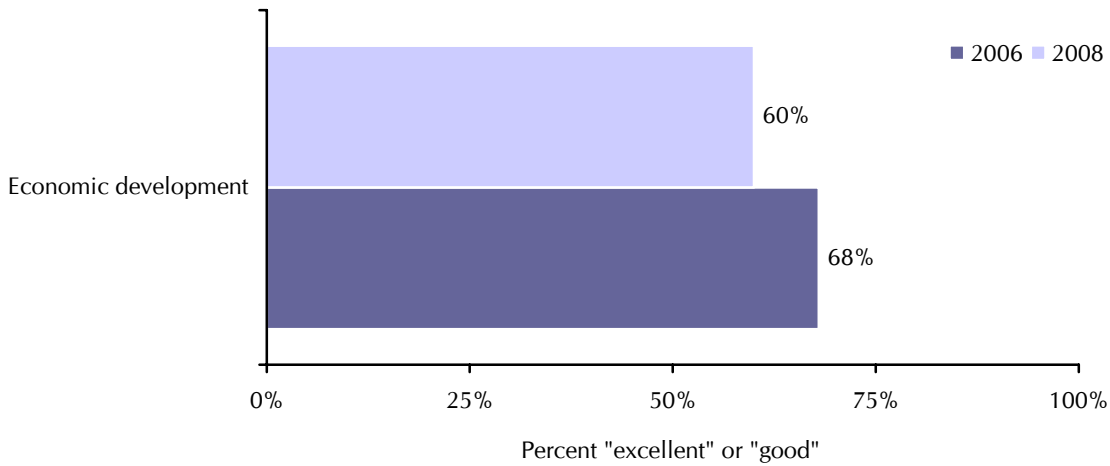


FIGURE 28: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Above

Residents were asked to reflect on their economic prospects in the near term. Fourteen percent of the City of Bettendorf residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 51% felt that the economic future would be “somewhat” or “very” negative.

FIGURE 29: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

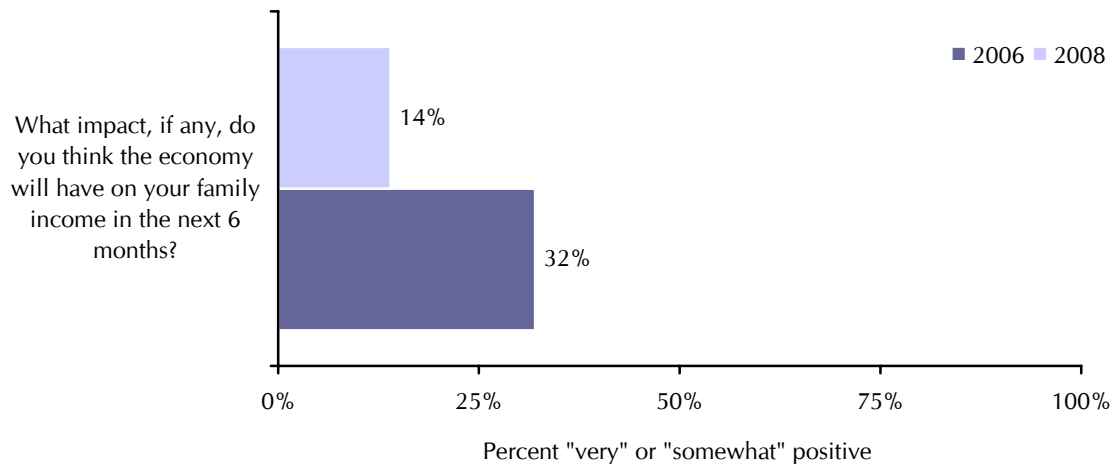


FIGURE 30: PERSONAL ECONOMIC FUTURE BENCHMARKS

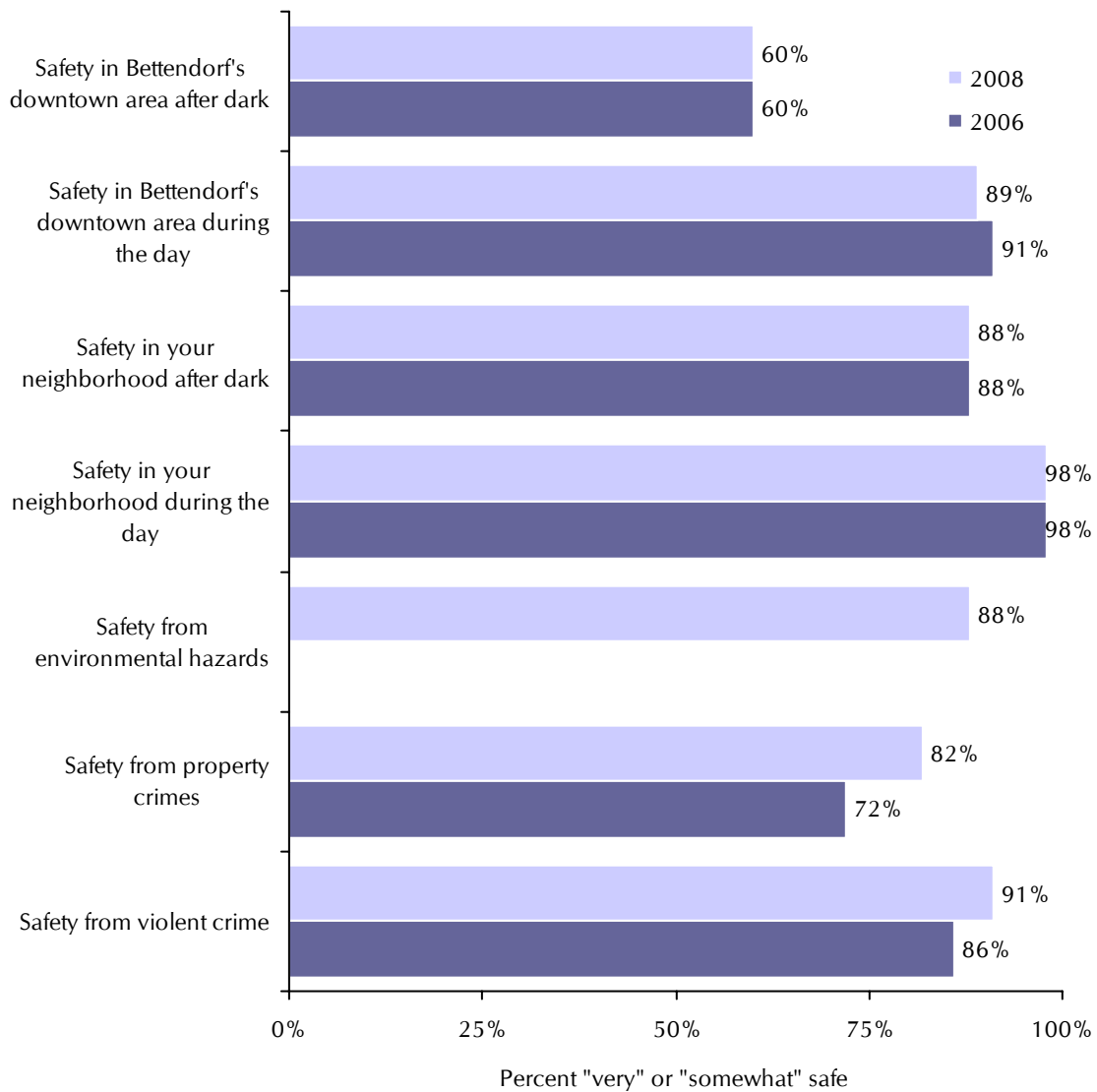
Comparison to benchmark	
Positive impact of economy on household income	Below

## 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. Most gave high ratings of safety in the City Bettendorf. More than 90% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 88% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 31: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 32: 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 Bettendorf's downtown area during the day	Above
Safety in Bettendorf's downtown area 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, 8% 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, 86% had reported it to police.

FIGURE 33: CRIME VICTIMIZATION AND REPORTING BY YEAR

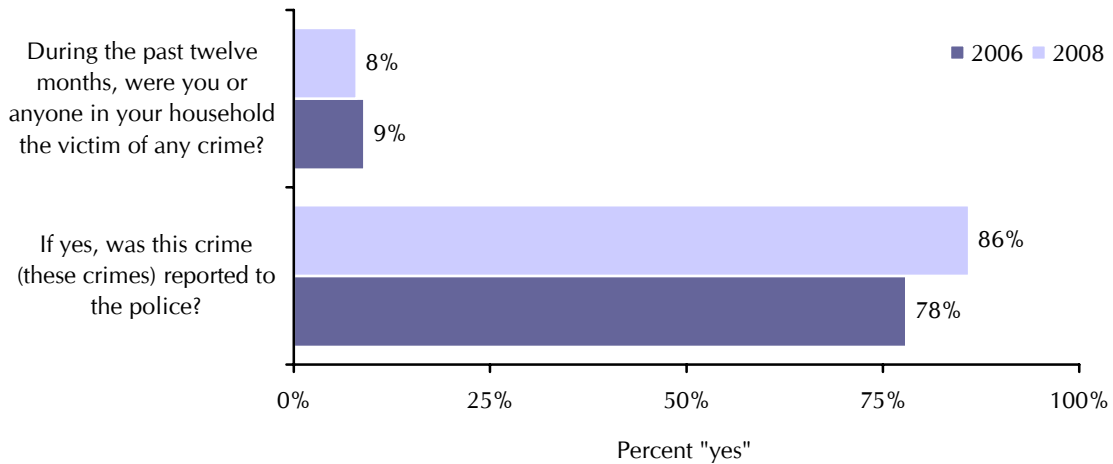


FIGURE 34: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Below
Reported crimes	Above



Residents rated five City public safety services; of these, all were rated above the benchmark comparison. Police and Fire services received the highest ratings, while traffic enforcement received the lowest ratings. Most were rated similarly compared to 2006.

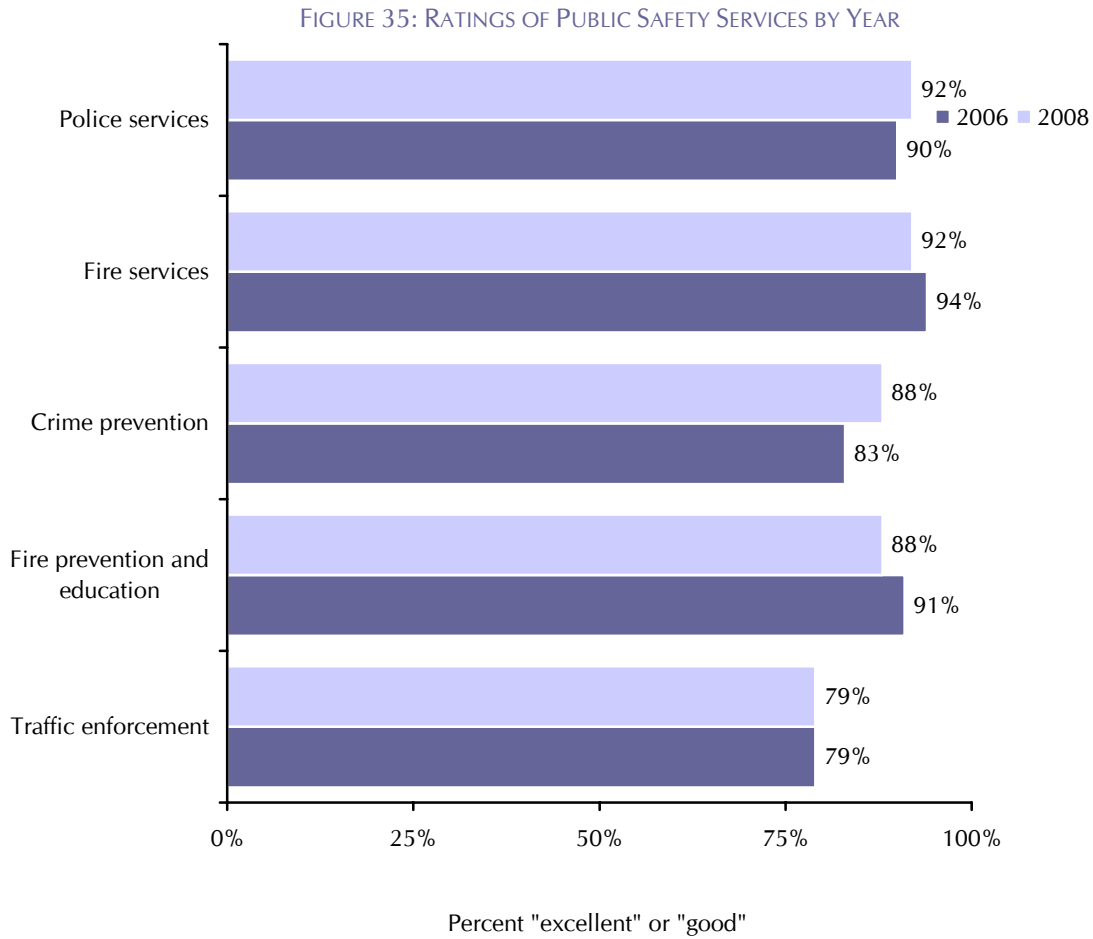


FIGURE 36: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Above
Fire services	Above
Crime prevention	Above
Fire prevention and education	Above
Traffic enforcement	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 Bettendorf 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 83% of survey respondents.

FIGURE 37: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

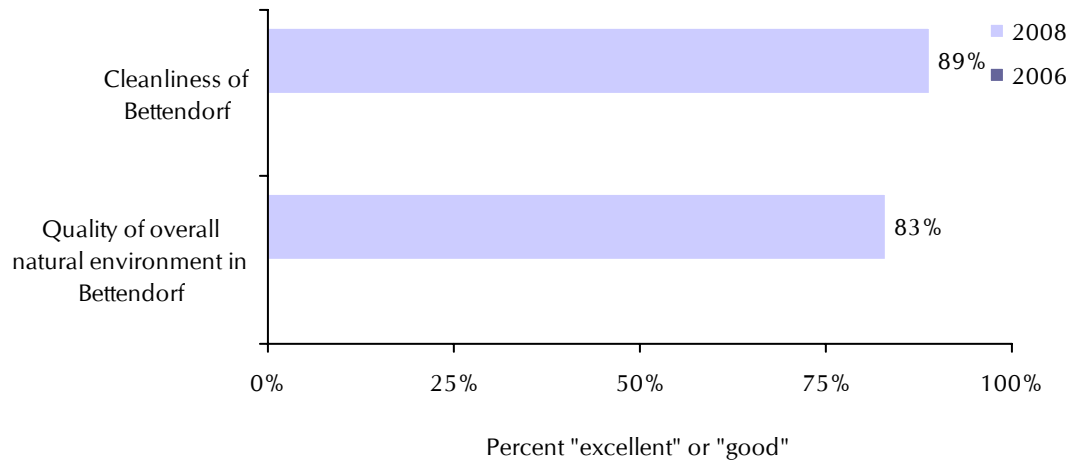


FIGURE 38: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Bettendorf	Above
Quality of overall natural environment in Bettendorf	Above

FIGURE 39: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

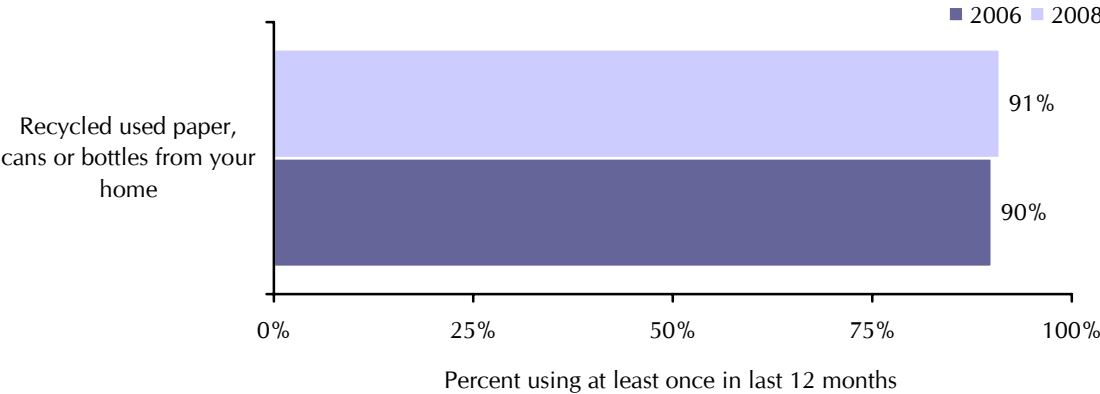


FIGURE 40: FREQUENCY OF RECYCLING BENCHMARKS

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

Of the five utility services rated by those completing the questionnaire, all were higher than the benchmark comparison. These service ratings trends were varied when compared to 2006.

FIGURE 41: RATINGS OF UTILITY SERVICES BY YEAR

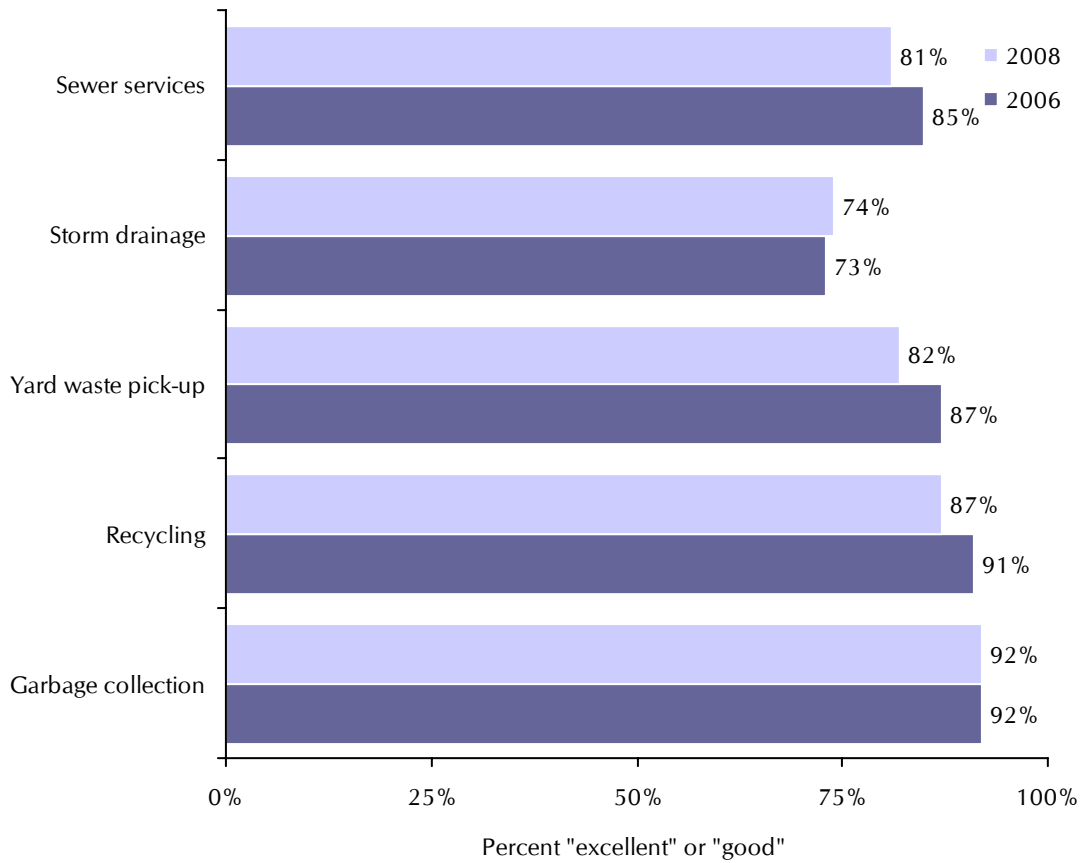


FIGURE 42: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	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 the community's parks and recreation services.

Recreation opportunities in the City of Bettendorf were rated positively as were services related to parks and recreation.

FIGURE 43: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

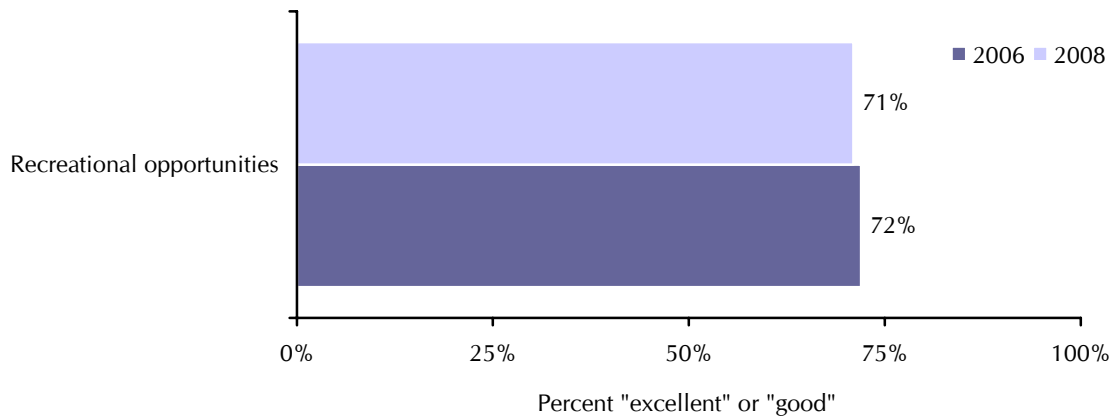


FIGURE 44: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Above

FIGURE 45: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

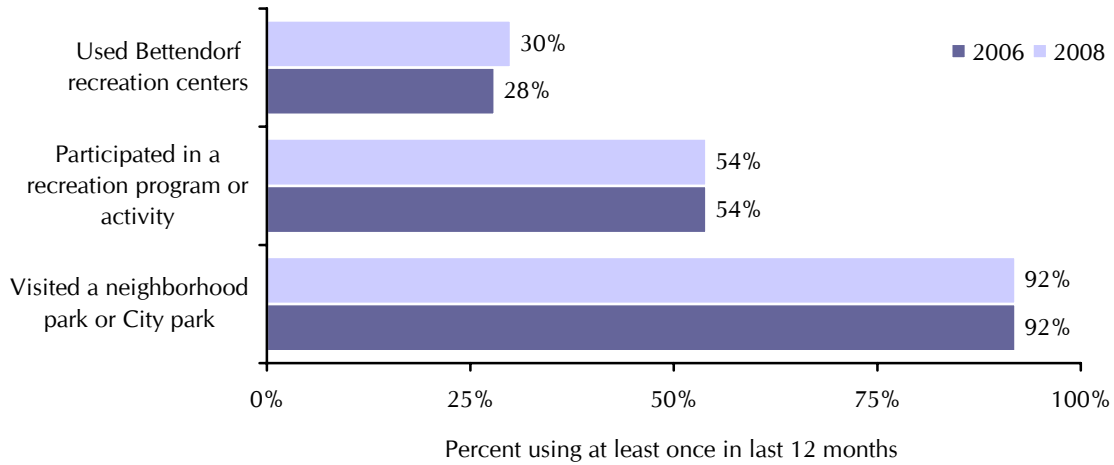


FIGURE 46: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Bettendorf recreation centers	Below
Participated in a recreation program or activity	Above
Visited a neighborhood park or City park	Above

FIGURE 47: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

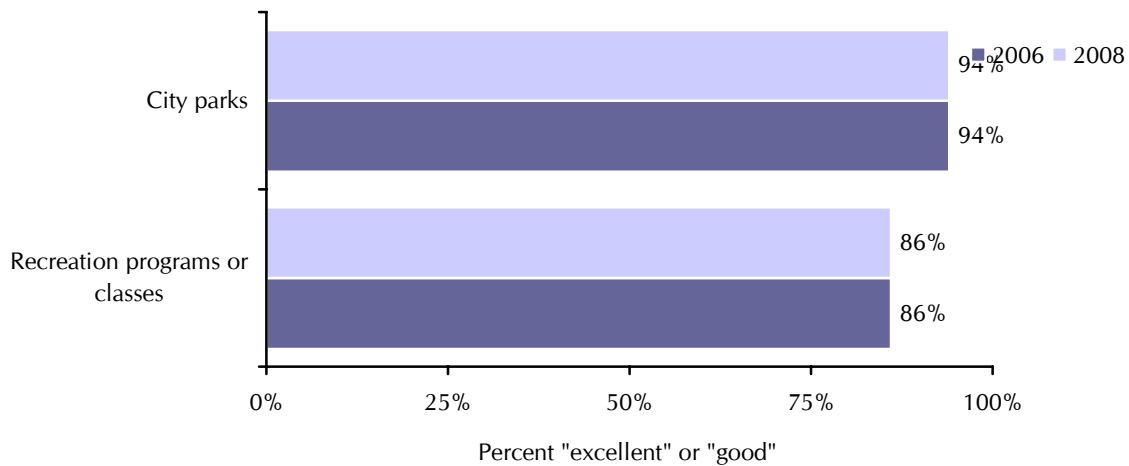


FIGURE 48: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Above
Recreation programs or classes	Above

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who drudges 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.

FIGURE 49: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

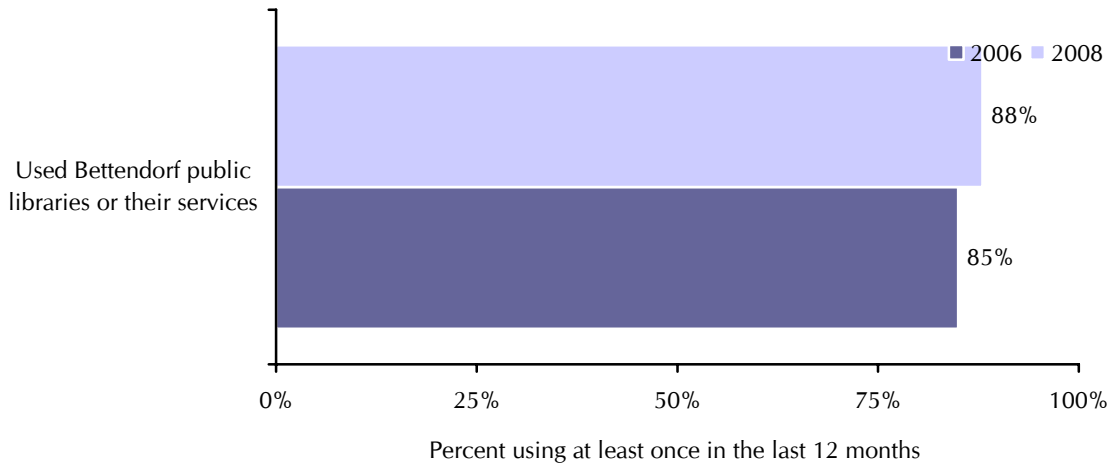


FIGURE 50: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Bettendorf public libraries or their services	Above

FIGURE 51: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

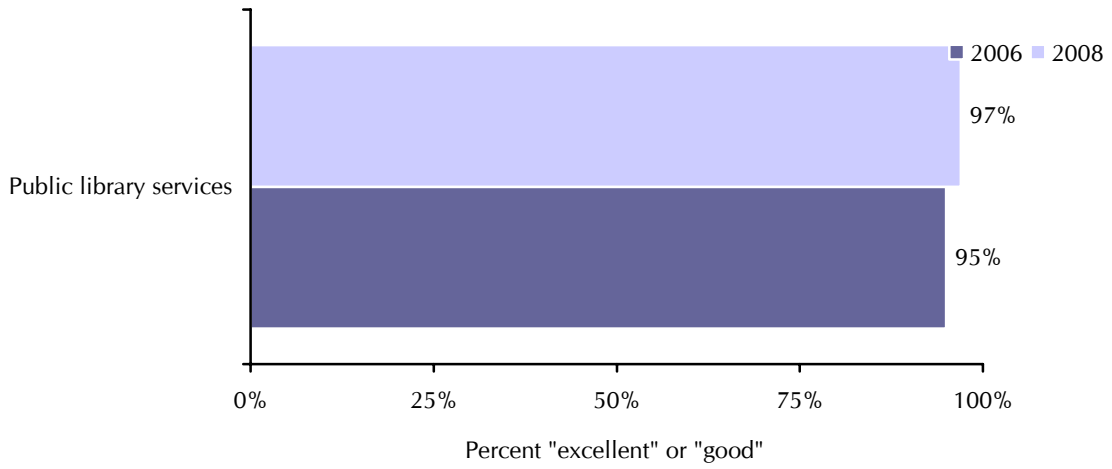


FIGURE 52: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public library 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 Bettendorf as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including 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.

A high percentage of residents rated the City of Bettendorf as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt the local sense of community was excellent or good. Fewer survey respondents felt the City of Bettendorf was open and accepting towards people of diverse backgrounds. Openness and acceptance was rated the lowest by residents but was higher than the benchmark.

FIGURE 53: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

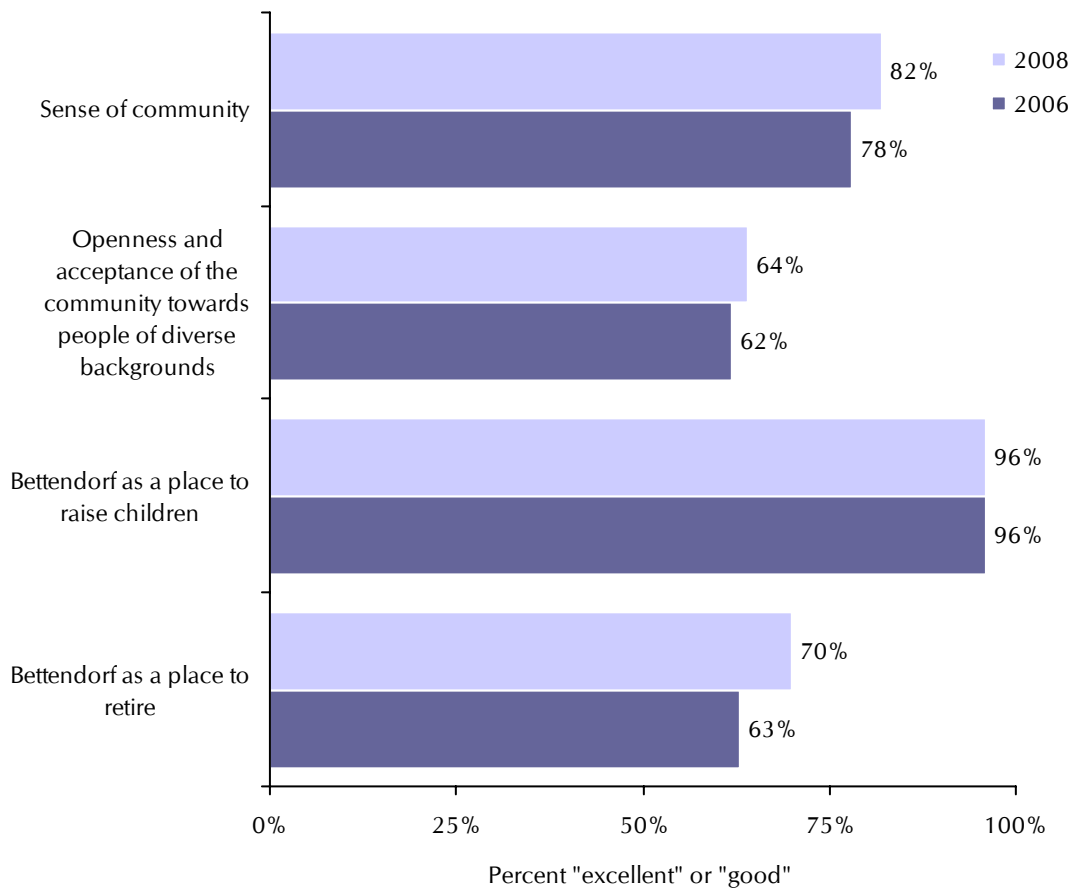


FIGURE 54: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Above
Openness and acceptance of the community toward people of diverse backgrounds	Above
Bettendorf as a place to raise kids	Above
Bettendorf as a place to retire	Above

FIGURE 55: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

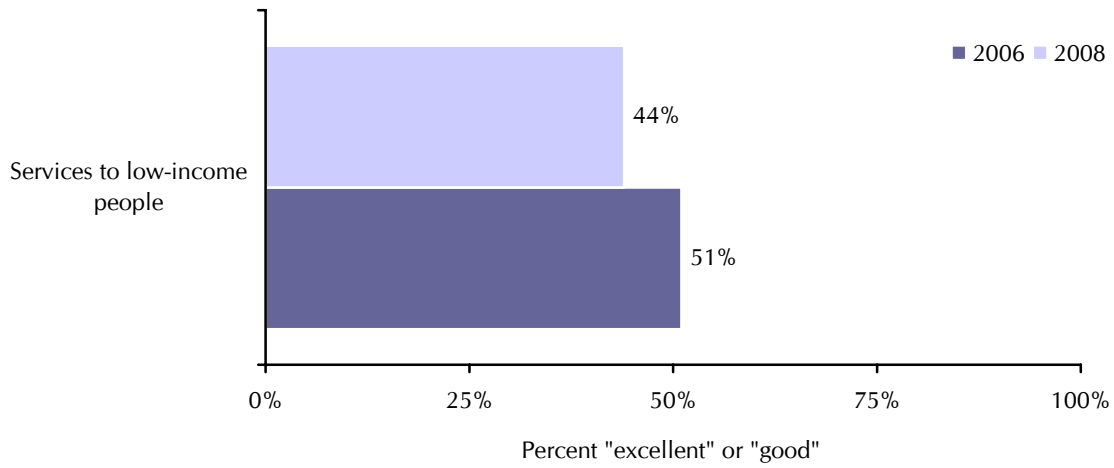


FIGURE 56: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
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. Staff and elected officials 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. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Bettendorf. Survey participants rated the volunteer opportunities in the City of Bettendorf favorably.

FIGURE 57: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

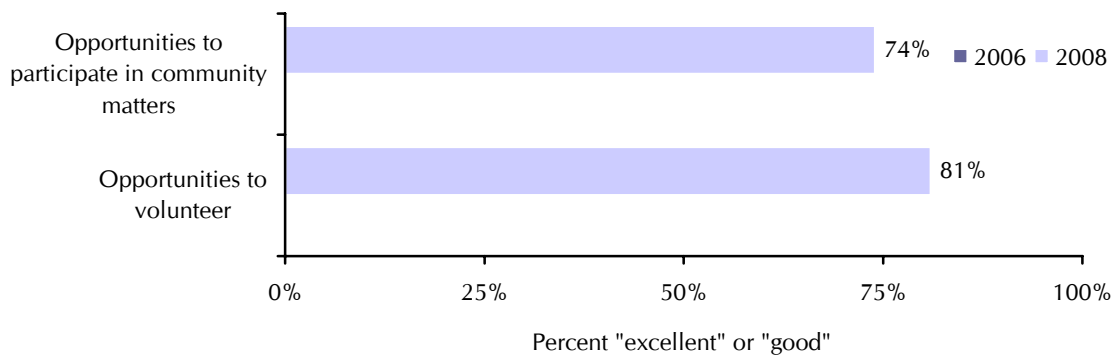


FIGURE 58: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

FIGURE 59: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

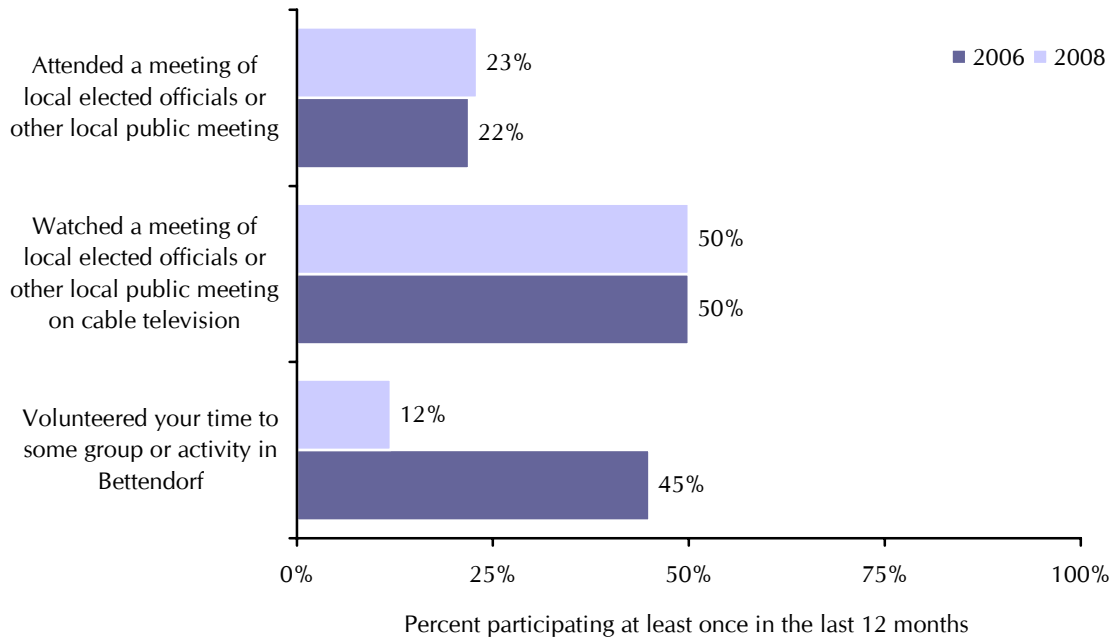
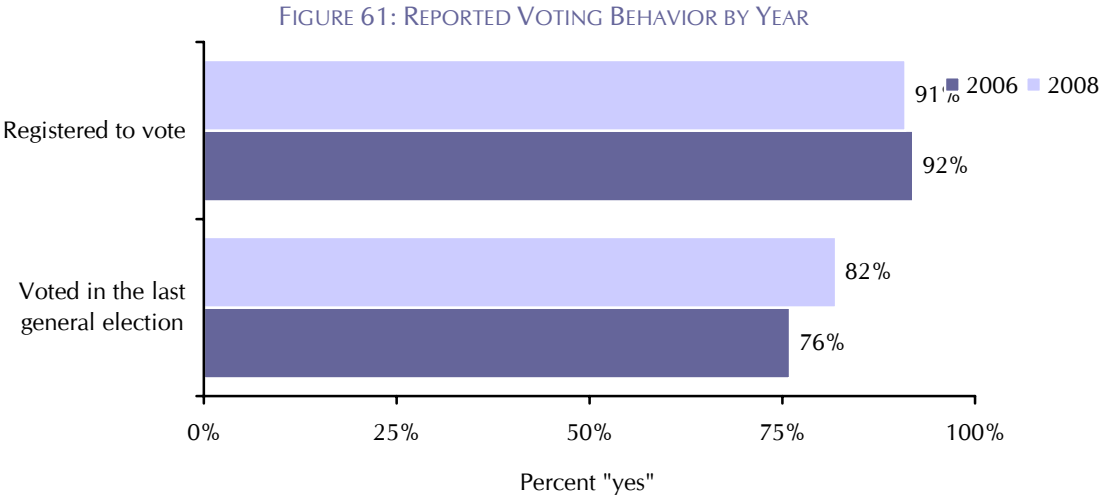


FIGURE 60: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Below
Watched a meeting of local elected officials or other local public meeting on cable television	Above
Volunteered your time to some group or activity in Bettendorf	Below

City of Bettendorf residents showed the largest amount of civic engagement in the area of electoral participation. About 91% reported they were registered to vote; 82% indicated they had voted in the last general election.



## 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 Bettendorf Web site in the previous 12 months, 52% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 62: USE OF INFORMATION SOURCES BY YEAR

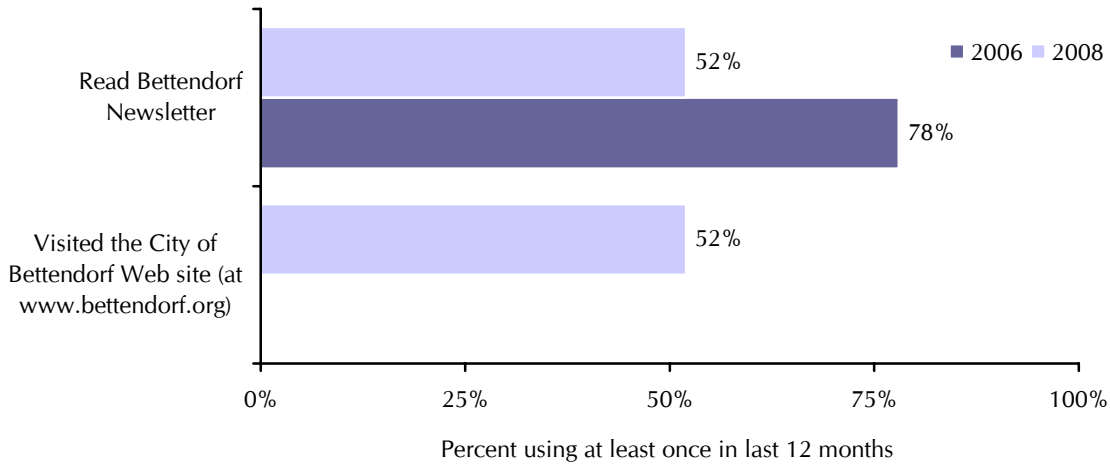


FIGURE 63: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Bettendorf Newsletter	Below
Visited the City of Bettendorf Web site (at www.bettendorf.org)	Below

FIGURE 64: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

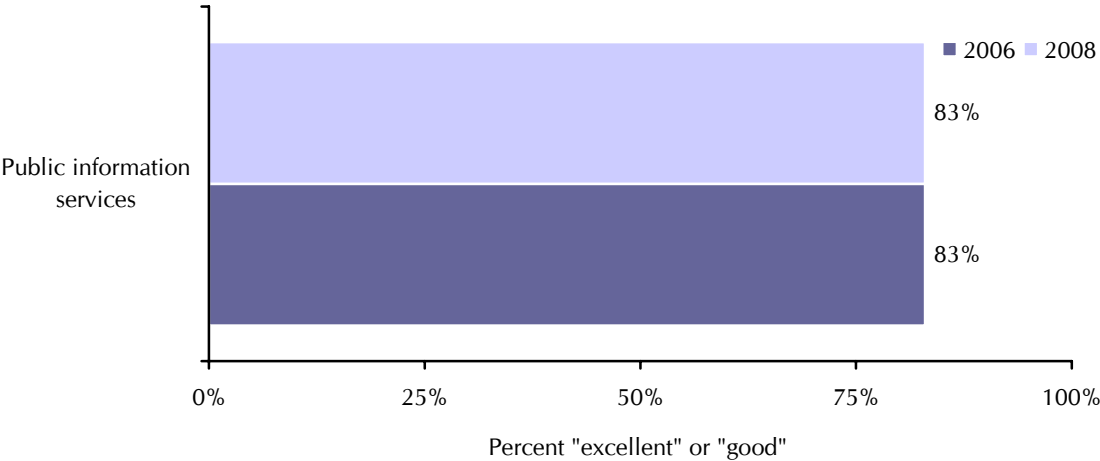


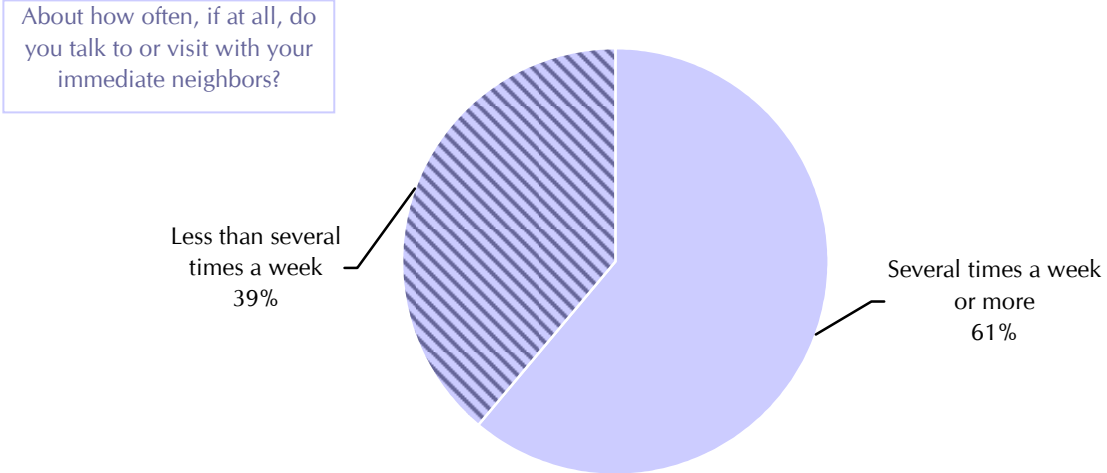
FIGURE 65: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

Comparison to benchmark	
Public information services	Above

### Social Engagement

Residents in Bettendorf reported a strong amount of neighborliness. More than 61% indicated talking or visiting with their neighbors several times a week or more frequently.

FIGURE 66: CONTACT WITH IMMEDIATE NEIGHBORS



Note: This question was not asked in previous surveys.

FIGURE 67: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

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



## PUBLIC TRUST

Residents are more likely to cooperate with the proposals and policies advanced by their community leaders when trust in local government officials runs high. Trust can be measured in residents' opinions about the overall direction the City of Bettendorf 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 Bettendorf 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 Bettendorf 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 Bettendorf does at listening to citizens, 60% rated it as "excellent" or "good."

FIGURE 68: PUBLIC TRUST RATINGS BY YEAR

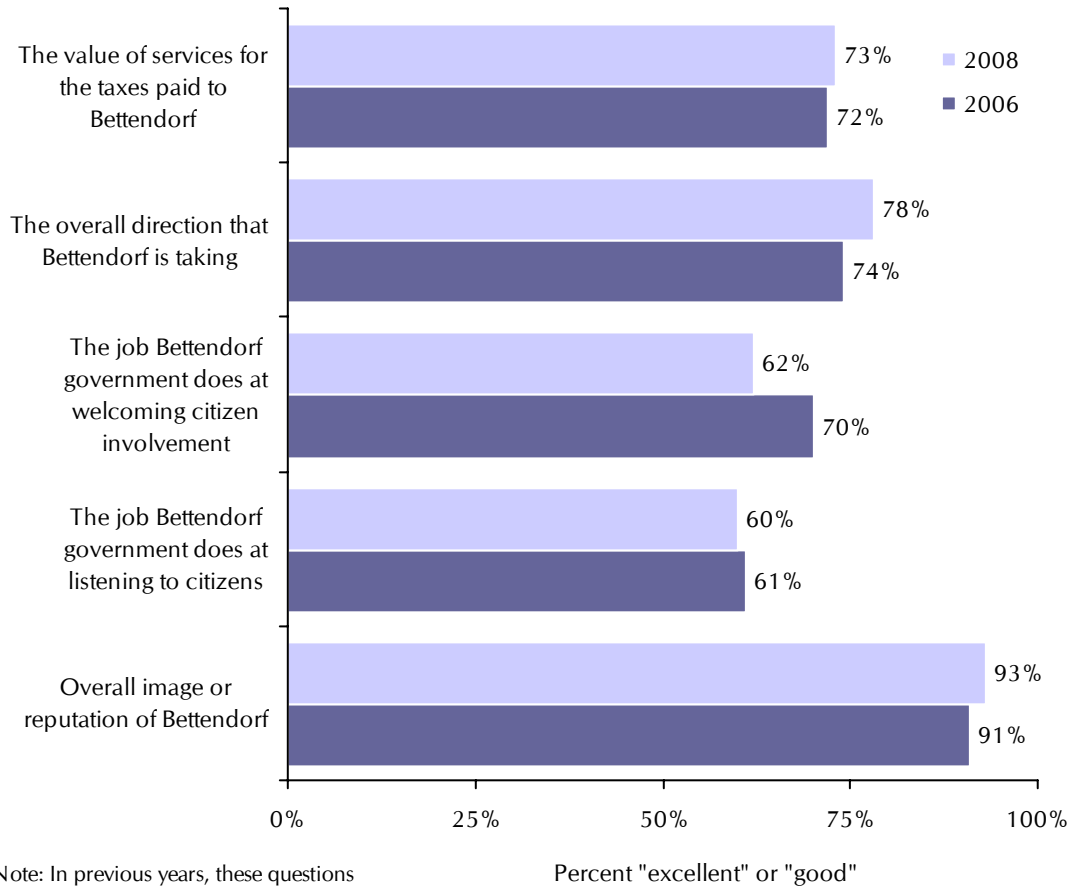


FIGURE 69: PUBLIC TRUST BENCHMARKS

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

On average, residents of the City of Bettendorf gave the highest evaluations to their own local government and the lowest average rating to the federal government. The overall quality of services delivered by the City of Bettendorf was rated as “excellent” or “good” by 89% of survey participants. The City of Bettendorf’s rating was above the benchmark.

FIGURE 70: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

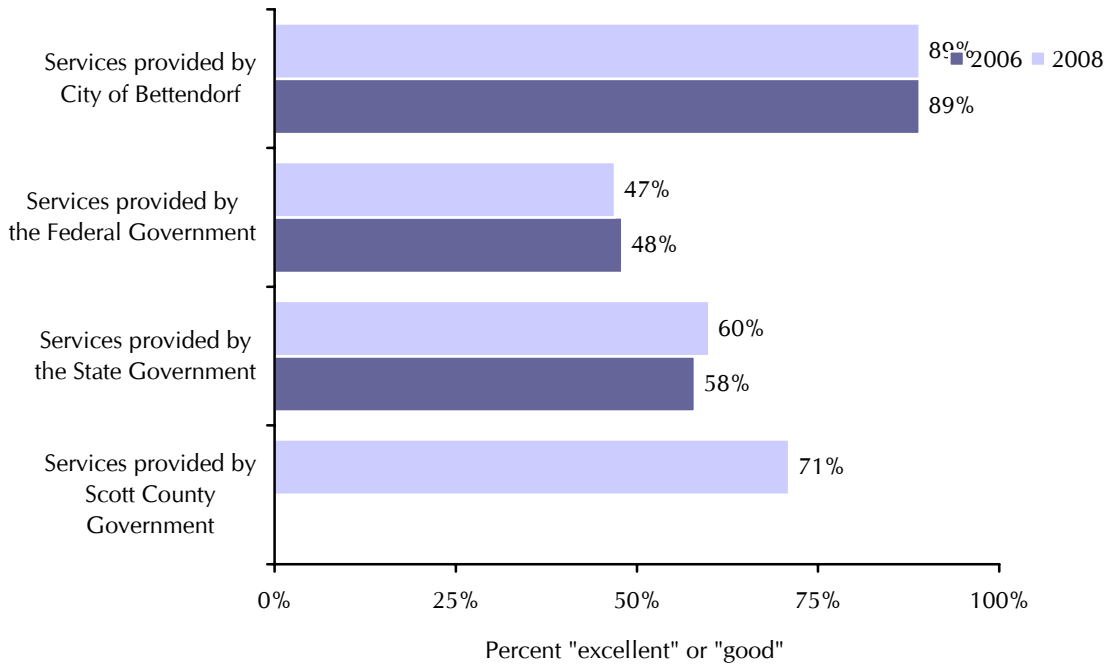


FIGURE 71: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Bettendorf	Above
Services provided by the Federal Government	Above
Services provided by the State Government	Above
Scott County government general	Above

## City of Bettendorf Employees

The employees of the City of Bettendorf who interact with the public create the first impression that most residents have of the City of Bettendorf. 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 Bettendorf. 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 Bettendorf 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 55% who reported that they had been in contact were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 84% of respondents rated their overall impression as "excellent" or "good." Employees ratings were higher than the benchmark and were similar to past survey years.

FIGURE 72: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

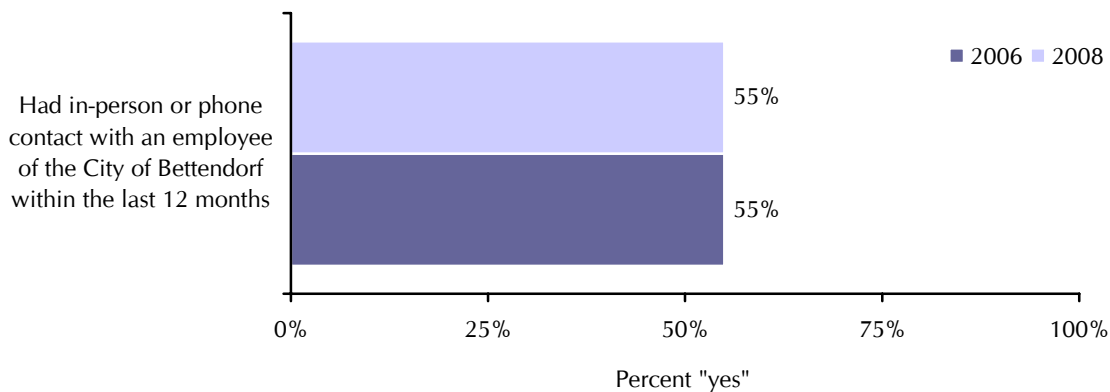


FIGURE 73: CONTACT WITH CITY EMPLOYEES BENCHMARKS

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

FIGURE 74: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

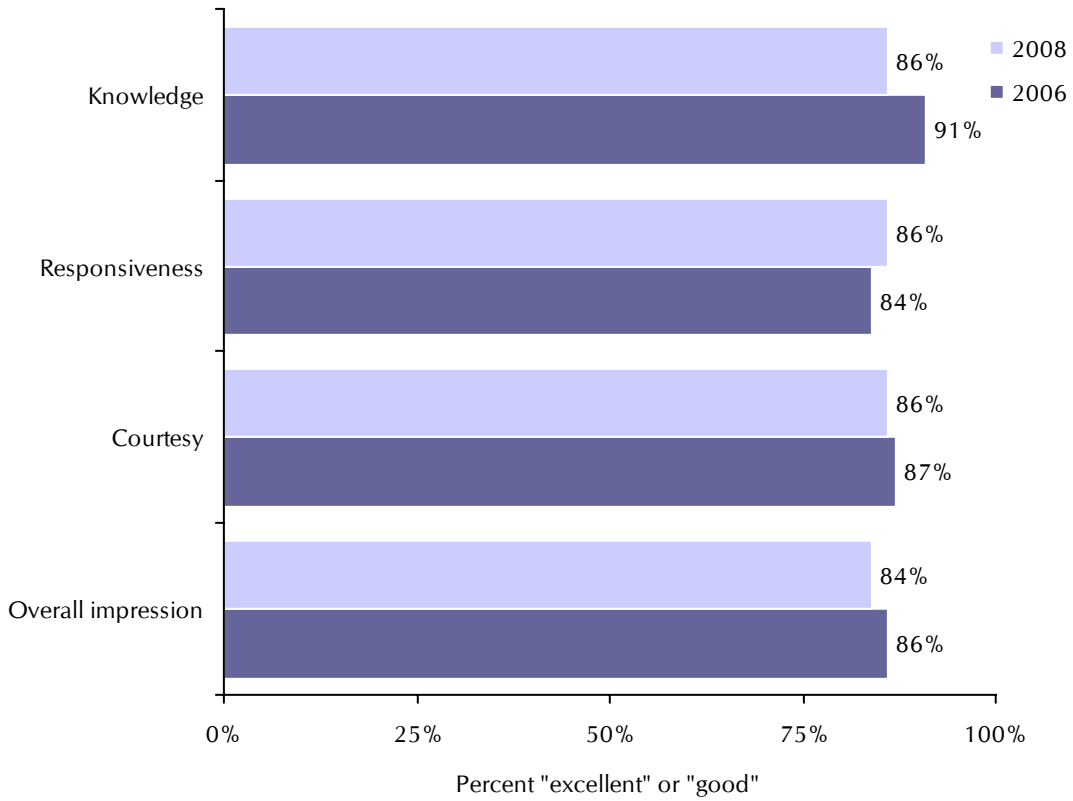


FIGURE 75: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	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 Bettendorf by examining the relationships between ratings of each service and ratings of the City of Bettendorf'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 Bettendorf 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 Bettendorf Key Driver Analysis were:

- Recycling
- Fire services
- Economic development
- Street repair
- City parks
- Police services

## CITY OF BETTENDORF ACTION CHART

The 2008 City of Bettendorf Action Chart™ on the following page combines three dimensions of performance:

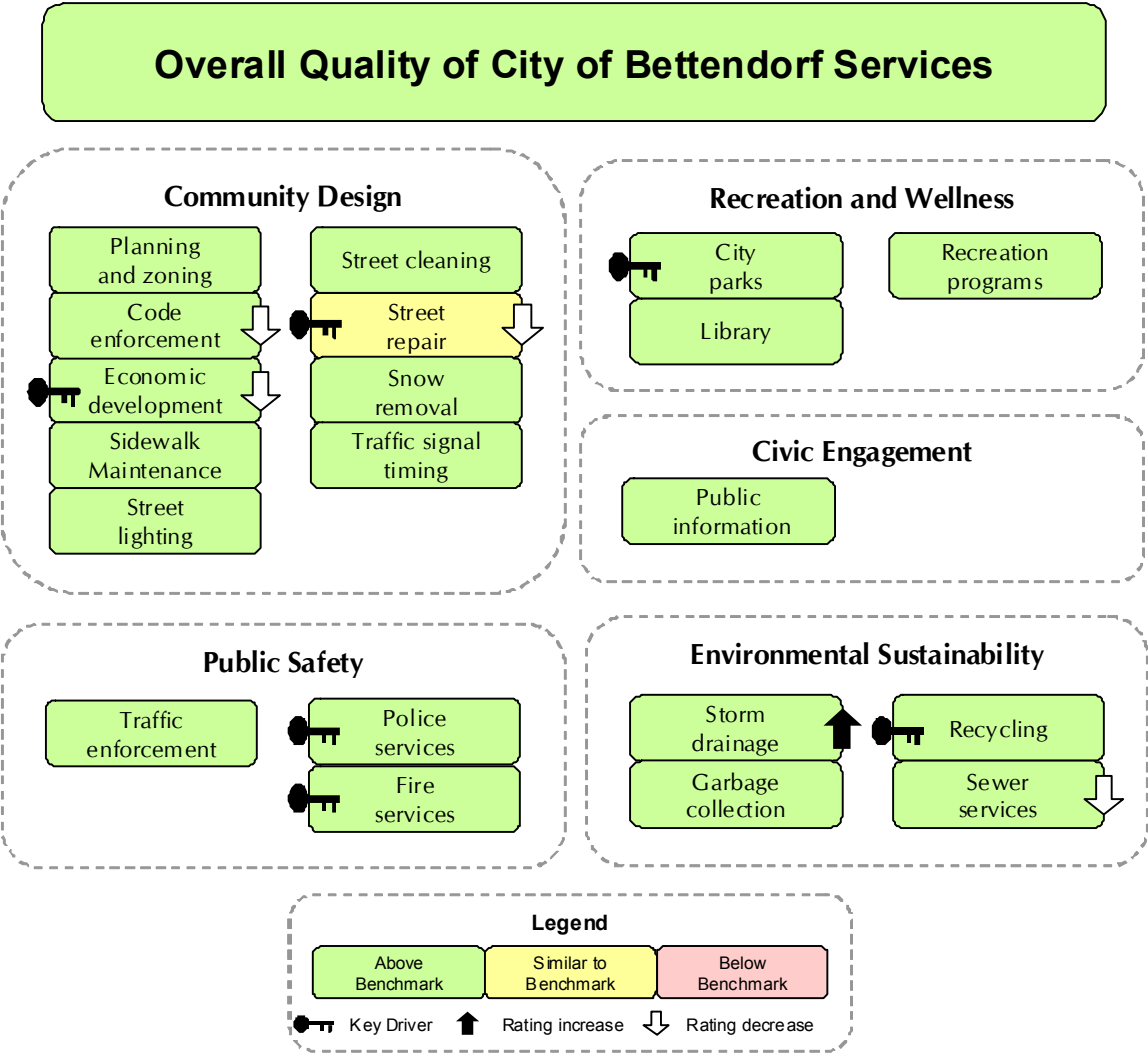
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black 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 services were included in the KDA for the City of Bettendorf. Of these, 19 were above the benchmark, none were below the benchmark and one was similar to the benchmark. Ratings for one service were trending up and four were trending down, while 15 remained similar to the previous survey. The six key drivers are shown.

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 Bettendorf, no key drivers were below the benchmark, however both economic development and street repair were trending lower than the 2006 survey. Not only was street repair trending down, but it was the only key driver that wasn't above the benchmark. 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 76: CITY OF BETTENDORF ACTION CHART™





Using Your Action Chart™

The key drivers derived for the City of Bettendorf provide a list of those services that are uniquely related to overall service quality here. Those key drivers are marked by key symbols 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 Bettendorf, NRC lists the key drivers derived from tens of thousands of resident responses from across the county. This list is updated every three years 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 below and we have indicated the City of Bettendorf key drivers that overlap core services or the nationally derived keys.

FIGURE 77: KEY DRIVERS COMPARED

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

**POLICY QUESTIONS**

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

Policy Question					
How important, if at all, is each following amenity to your overall quality of life in Bettendorf?	Essential	Very important	Somewhat important	Not at all important	Total
Parks	39%	45%	14%	2%	100%
Library	43%	37%	17%	3%	100%
Museum	18%	30%	36%	15%	100%
Trails	31%	36%	25%	7%	100%
Fitness Center	19%	25%	37%	20%	100%
Golf course	16%	26%	28%	30%	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Bettendorf:	Excellent	Good	Fair	Poor	Total
Bettendorf as a place to live	50%	46%	4%	0%	100%
Your neighborhood as a place to live	48%	41%	10%	1%	100%
Bettendorf as a place to raise children	55%	41%	2%	1%	100%
Bettendorf as a place to work	29%	48%	17%	6%	100%
Bettendorf as a place to retire	29%	41%	25%	6%	100%
The overall quality of life in Bettendorf	40%	55%	5%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	24%	58%	17%	1%	100%
Openness and acceptance of the community towards people of diverse backgrounds	16%	48%	28%	8%	100%
Overall appearance of Bettendorf	27%	61%	11%	2%	100%
Cleanliness of Bettendorf	30%	59%	9%	2%	100%
Overall quality of new development in Bettendorf	28%	55%	15%	2%	100%
Variety of housing options	22%	46%	28%	5%	100%
Overall quality of business and service establishments in Bettendorf	15%	60%	20%	5%	100%
Shopping opportunities	10%	36%	41%	13%	100%
Recreational opportunities	22%	49%	25%	5%	100%
Employment opportunities	10%	33%	45%	13%	100%
Opportunities to volunteer	25%	56%	18%	1%	100%
Opportunities to participate in community matters	20%	54%	23%	3%	100%
Ease of car travel in Bettendorf	32%	57%	9%	2%	100%
Ease of bus travel in Bettendorf	20%	39%	25%	17%	100%
Ease of bicycle travel in Bettendorf	18%	44%	27%	11%	100%
Ease of walking in Bettendorf	30%	46%	21%	3%	100%
Availability of paths and walking trails	30%	42%	23%	5%	100%
Traffic flow on major streets	16%	59%	20%	4%	100%
Amount of public parking	16%	56%	23%	5%	100%
Availability of affordable quality housing	11%	44%	36%	8%	100%
Quality of overall natural environment in Bettendorf	22%	61%	16%	1%	100%
Overall image or reputation of Bettendorf	39%	54%	6%	1%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Bettendorf over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	5%	72%	19%	4%	100%
Retail growth (stores, restaurants, etc.)	5%	42%	43%	8%	3%	100%
Jobs growth	12%	59%	27%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Bettendorf?	Percent of respondents
Not a problem	14%
Minor problem	58%
Moderate problem	25%
Major problem	3%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Bettendorf:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	54%	37%	8%	1%	0%	100%
Property crimes (e.g., burglary, theft)	28%	54%	12%	6%	0%	100%
Environmental hazards, including toxic waste	53%	35%	9%	2%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	81%	17%	2%	0%	0%	100%
In your neighborhood after dark	47%	41%	7%	4%	1%	100%
In Bettendorf's downtown area during the day	59%	30%	8%	2%	1%	100%
In Bettendorf's downtown area after dark	15%	45%	18%	19%	3%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	92%
Yes	8%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	14%
Yes	86%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bettendorf?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Bettendorf public libraries or their services	12%	23%	40%	15%	10%	100%
Used Bettendorf recreation centers	70%	18%	7%	3%	2%	100%
Participated in a recreation program or activity	46%	26%	18%	5%	5%	100%
Visited a neighborhood park or City park	8%	19%	38%	21%	15%	100%
Ridden a local bus within Bettendorf	89%	5%	2%	2%	2%	100%
Attended a meeting of local elected officials or other local public meeting	77%	17%	4%	1%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	50%	27%	16%	4%	3%	100%
Read "City View" Residents" Newsletter	48%	29%	18%	4%	2%	100%
Visited the City of Bettendorf Web site (at www.bettendorf.org)	48%	22%	25%	3%	2%	100%
Recycled used paper, cans or bottles from your home	9%	5%	15%	14%	57%	100%
Volunteered your time to some group or activity in Bettendorf	88%	7%	3%	1%	1%	100%

Question 10: Neighborliness	
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)?	Percent of respondents
Just about everyday	30%
Several times a week	30%
Several times a month	21%
Once a month	8%
Several times a year	3%
Once a year or less	4%
Never	3%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Bettendorf:	Excellent	Good	Fair	Poor	Total
Police services	44%	48%	7%	2%	100%
Fire services	47%	45%	5%	3%	100%
Crime prevention	31%	58%	9%	2%	100%
Fire prevention and education	29%	59%	12%	1%	100%
Traffic enforcement	25%	53%	17%	4%	100%
Street repair	12%	33%	35%	20%	100%
Street cleaning	21%	51%	22%	6%	100%
Street lighting	18%	55%	23%	4%	100%
Snow removal	37%	43%	15%	5%	100%
Sidewalk maintenance	17%	54%	24%	6%	100%
Traffic signal timing	13%	52%	24%	11%	100%
Bus or transit services	18%	49%	25%	8%	100%
Garbage collection	46%	46%	6%	2%	100%
Recycling	47%	40%	9%	4%	100%
Yard waste pick-up	39%	44%	16%	1%	100%
Storm drainage	22%	51%	19%	7%	100%
Sewer services	24%	57%	15%	3%	100%
City parks	50%	44%	6%	0%	100%
Recreation programs or classes	31%	56%	13%	1%	100%
Land use, planning and zoning	13%	49%	31%	7%	100%
Code enforcement (weeds, abandoned buildings, etc)	14%	45%	32%	9%	100%
Economic development	11%	49%	30%	10%	100%
Services to low-income people	9%	34%	42%	15%	100%
Public library services	53%	43%	3%	0%	100%
Public information services	29%	54%	15%	2%	100%
Community Center	19%	57%	22%	2%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Bettendorf:	Excellent	Good	Fair	Poor	Total
Life Fitness Center	28%	53%	15%	3%	100%
Palmer Hills Golf Course	40%	54%	6%	1%	100%
Palmer Hill Grill Restaurant	30%	54%	13%	3%	100%
City's Cable Channel 9	18%	50%	30%	2%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Bettendorf	31%	58%	9%	1%	100%
The Federal Government	6%	41%	37%	16%	100%
The State Government	6%	53%	33%	7%	100%
Scott County Government	10%	62%	27%	2%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Bettendorf within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	45%
Yes	55%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Bettendorf in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	46%	40%	9%	5%	100%
Responsiveness	51%	35%	6%	8%	100%
Courtesy	55%	30%	9%	5%	100%
Overall impression	50%	34%	9%	6%	100%

Question 15: Government Performance					
Please rate the following categories of Bettendorf government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Bettendorf	15%	58%	22%	5%	100%
The overall direction that Bettendorf is taking	16%	62%	20%	3%	100%
The job Bettendorf government does at welcoming citizen involvement	13%	49%	30%	8%	100%
The job Bettendorf government does at listening to citizens	12%	48%	29%	11%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Bettendorf to someone who asks	72%	24%	2%	2%	100%
Remain in Bettendorf for the next five years	69%	24%	6%	2%	100%

Question 17: Impact of the Economy	
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:	Percent of respondents
Very positive	2%
Somewhat positive	11%
Neutral	36%
Somewhat negative	44%
Very negative	7%
Total	100%

Question 18: Policy Question					
How important, if at all, is each of the following amenity to your overall quality of life in Bettendorf?	Essential	Very important	Somewhat important	Not at all important	Total
Parks	39%	45%	14%	2%	100%
Library	43%	37%	17%	3%	100%
Museum	18%	30%	36%	15%	100%
Trails	31%	36%	25%	7%	100%
Fitness Center	19%	25%	37%	20%	100%
Golf course	16%	26%	28%	30%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	24%
Yes, full-time	62%
Yes, part-time	15%
Total	100%



Question D2: Mode of Transportation Used for Commute	
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?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	85%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	8%
Bus, rail, subway or other public transportation	1%
Bicycle	1%
Bicycle	1%
Work at home	2%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Bettendorf?	Percent of respondents
Less than 2 years	16%
2 to 5 years	14%
6 to 10 years	17%
11 to 20 years	20%
More than 20 years	33%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	69%
House attached to one or more houses (e.g., a duplex or townhome)	4%
Building with two or more apartments or condominiums	25%
Mobile home	0%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	23%
Owned by you or someone in this house with a mortgage or free and clear	77%
Total	100%

Question D6: Monthly Housing Cost	
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)?	Percent of respondents
Less than \$300 per month	5%
\$300 to \$599 per month	23%
\$600 to \$999 per month	30%
\$1,000 to \$1,499 per month	22%
\$1,500 to \$2,499 per month	17%
\$2,500 or more per month	4%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	66%
Yes	34%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	78%
Yes	22%
Total	100%

Question D9: Household Income	
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.)	Percent of respondents
Less than \$24,999	14%
\$25,000 to \$49,999	21%
\$50,000 to \$99,999	33%
\$100,000 to \$149,000	18%
\$150,000 or more	14%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	97%
Yes, I consider myself to be Spanish, Hispanic or Latino	3%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	1%
Black or African American	1%
White	96%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	5%
25 to 34 years	19%
35 to 44 years	17%
45 to 54 years	26%
55 to 64 years	13%
65 to 74 years	9%
75 years or older	10%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	9%
Yes	90%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	17%
Yes	79%
Ineligible to vote	3%
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												
Please rate each of the following aspects of quality of life in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
	Bettendorf as a place to live	50%	250	46%	232	4%	18	0%	1	0%	2	100%
Your neighborhood as a place to live	47%	238	41%	204	10%	52	1%	6	0%	2	100%	503
Bettendorf as a place to raise children	52%	258	38%	191	2%	11	1%	6	6%	31	100%	498
Bettendorf as a place to work	23%	112	37%	184	13%	65	4%	21	23%	115	100%	498
Bettendorf as a place to retire	23%	118	33%	168	20%	101	5%	23	18%	92	100%	502
The overall quality of life in Bettendorf	39%	198	54%	272	5%	25	0%	1	1%	6	100%	501

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	23%	112	56%	273	16%	80	1%	6	4%	19	100%
Openness and acceptance of the community towards people of diverse backgrounds	15%	71	44%	216	25%	125	7%	34	9%	45	100%	491
Overall appearance of Bettendorf	27%	134	61%	304	11%	54	2%	8	0%	0	100%	501
Cleanliness of Bettendorf	30%	152	59%	295	9%	45	2%	9	0%	2	100%	503
Overall quality of new development in Bettendorf	26%	130	52%	261	14%	71	2%	10	6%	29	100%	501
Variety of housing options	21%	102	43%	214	26%	131	5%	23	5%	27	100%	496
Overall quality of business and service establishments in Bettendorf	15%	75	59%	295	20%	100	5%	24	1%	6	100%	500
Shopping opportunities	10%	50	36%	181	41%	205	13%	64	0%	2	100%	502
Recreational opportunities	22%	109	47%	238	24%	120	5%	24	2%	12	100%	503
Employment opportunities	8%	39	26%	130	35%	175	10%	49	21%	106	100%	499
Opportunities to volunteer	19%	96	44%	218	14%	71	1%	4	21%	106	100%	496
Opportunities to participate in community matters	16%	80	44%	220	19%	93	3%	14	18%	87	100%	494

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Ease of car travel in Bettendorf	31%	155	56%	280	9%	45	2%	9	2%	10	100%
Ease of bus travel in Bettendorf	10%	48	19%	94	12%	61	8%	41	51%	249	100%	493
Ease of bicycle travel in Bettendorf	15%	75	35%	176	22%	111	9%	43	19%	92	100%	496
Ease of walking in Bettendorf	29%	145	45%	224	20%	101	3%	14	3%	15	100%	499
Availability of paths and walking trails	28%	141	40%	197	21%	106	5%	26	5%	27	100%	496
Traffic flow on major streets	16%	79	59%	293	20%	99	4%	22	1%	6	100%	498
Amount of public parking	14%	72	51%	253	21%	103	4%	21	10%	47	100%	496
Availability of affordable quality housing	10%	49	39%	194	32%	158	8%	37	11%	54	100%	492
Quality of overall natural environment in Bettendorf	22%	108	59%	295	16%	78	1%	6	2%	12	100%	499
Overall image or reputation of Bettendorf	39%	193	53%	265	6%	29	1%	7	1%	3	100%	498

Question 3: Growth														
Please rate the speed of growth in the following categories in Bettendorf over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	0	4%	20	53%	266	14%	69	3%	16	26%	132	100%
Retail growth (stores, restaurants, etc.)	4%	22	36%	179	37%	183	7%	32	3%	13	14%	69	100%	497
Jobs growth	7%	34	35%	171	16%	79	1%	4	1%	3	41%	202	100%	493

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Bettendorf?	Percent of respondents	Count
Not a problem	13%	64
Minor problem	54%	266
Moderate problem	23%	116
Major problem	3%	13
Don't know	7%	37
Total	100%	496

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Bettendorf:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	53%	265	36%	180	8%	39	1%	5	0%	0	2%	10	100%
Property crimes (e.g., burglary, theft)	28%	138	53%	263	12%	59	6%	27	0%	2	2%	8	100%	498
Environmental hazards, including toxic waste	48%	238	31%	155	8%	41	2%	10	1%	3	10%	49	100%	496

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	81%	404	17%	86	2%	8	0%	1	0%	0	0%	1	100%
In your neighborhood after dark	47%	234	41%	204	7%	34	4%	19	1%	5	1%	3	100%	499
In Bettendorf's downtown area during the day	53%	267	28%	138	7%	35	2%	11	1%	3	9%	46	100%	500
In Bettendorf's downtown area after dark	12%	62	38%	190	15%	73	16%	80	2%	12	16%	80	100%	497

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	90%	448
Yes	8%	40
Don't know	1%	7
Total	100%	495

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	14%	6
Yes	86%	36
Don't know	0%	0
Total	100%	42

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bettendorf?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Bettendorf public libraries or their services	12%	60	23%	115	40%	200	15%	73	10%	51	100%
Used Bettendorf recreation centers	70%	350	18%	91	7%	35	3%	14	2%	9	100%	498
Participated in a recreation program or activity	46%	227	26%	126	18%	90	5%	25	5%	22	100%	491
Visited a neighborhood park or City park	8%	38	19%	92	38%	187	21%	103	15%	72	100%	491
Ridden a local bus within Bettendorf	89%	438	5%	23	2%	10	2%	9	2%	12	100%	492
Attended a meeting of local elected officials or other local public meeting	77%	384	17%	87	4%	22	1%	3	1%	3	100%	499
Watched a meeting of local elected officials or other local public meeting on cable television	50%	249	27%	135	16%	82	4%	19	3%	14	100%	499
Read "City View" Residents" Newsletter	48%	238	29%	141	18%	87	4%	18	2%	8	100%	492
Visited the City of Bettendorf Web site (at www.bettendorf.org)	48%	238	22%	110	25%	123	3%	16	2%	8	100%	495
Recycled used paper, cans or bottles from your home	9%	46	5%	24	15%	74	14%	67	57%	283	100%	495
Volunteered your time to some group or activity in Bettendorf	88%	440	7%	33	3%	14	1%	5	1%	6	100%	498



Question 10: Neighborliness		
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)?	Percent of respondents	Count
Just about everyday	30%	152
Several times a week	30%	152
Several times a month	21%	106
Once a month	8%	40
Several times a year	3%	16
Once a year or less	4%	19
Never	3%	13
Total	100%	499

Question 11: Service Quality												
Please rate the quality of each of the following services in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	42%	208	45%	226	6%	32	2%	8	5%	25	100%
Fire services	41%	205	39%	196	5%	23	2%	11	13%	64	100%	499
Crime prevention	27%	132	50%	249	8%	40	2%	10	13%	66	100%	498
Fire prevention and education	21%	105	43%	211	9%	42	0%	2	27%	132	100%	492
Traffic enforcement	24%	118	50%	248	16%	78	4%	20	6%	32	100%	495
Street repair	12%	59	33%	163	35%	172	19%	96	1%	7	100%	498
Street cleaning	21%	103	50%	249	22%	108	6%	29	2%	10	100%	498
Street lighting	18%	88	54%	269	23%	115	4%	20	1%	6	100%	498
Snow removal	35%	176	42%	208	15%	74	5%	23	4%	19	100%	499
Sidewalk maintenance	15%	73	48%	236	21%	104	5%	27	11%	56	100%	496
Traffic signal timing	13%	62	50%	248	24%	116	11%	52	3%	13	100%	491
Bus or transit services	8%	37	20%	99	11%	51	3%	16	58%	285	100%	489
Garbage collection	44%	218	43%	215	6%	29	2%	9	5%	23	100%	493
Recycling	43%	214	37%	182	8%	42	4%	17	8%	39	100%	494
Yard waste pick-up	34%	166	38%	188	14%	71	1%	5	13%	62	100%	492

Question 11: Service Quality												
Please rate the quality of each of the following services in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
	Storm drainage	20%	97	45%	221	17%	83	6%	30	13%	62	100%
Sewer services	20%	99	49%	237	13%	63	3%	14	16%	76	100%	489
City parks	48%	238	42%	209	6%	27	0%	2	3%	17	100%	492
Recreation programs or classes	21%	101	37%	183	8%	41	1%	3	33%	165	100%	493
Land use, planning and zoning	9%	45	34%	168	21%	105	5%	25	30%	150	100%	493
Code enforcement (weeds, abandoned buildings, etc)	10%	50	33%	164	24%	117	7%	33	26%	129	100%	493
Economic development	9%	43	38%	187	23%	115	7%	37	22%	108	100%	489
Services to low-income people	4%	18	14%	67	17%	82	6%	29	60%	293	100%	489
Public library services	48%	238	39%	193	3%	14	0%	1	9%	45	100%	492
Public information services	22%	110	42%	209	12%	58	1%	6	22%	108	100%	492
Community Center	11%	52	32%	157	12%	59	1%	7	44%	218	100%	493
Life Fitness Center	16%	76	30%	145	9%	42	2%	9	44%	217	100%	488
Palmer Hills Golf Course	23%	115	31%	155	3%	16	0%	2	42%	207	100%	495
Palmer Hill Grill Restaurant	12%	59	22%	107	5%	25	1%	6	59%	289	100%	487
City's Cable Channel 9	11%	53	29%	144	18%	87	1%	6	41%	204	100%	492

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Bettendorf	30%	151	56%	280	9%	46	1%	6	3%	15	100%
The Federal Government	5%	26	36%	179	33%	161	14%	68	12%	60	100%	495
The State Government	5%	27	46%	228	29%	143	6%	29	14%	69	100%	495
Scott County Government	8%	41	53%	260	23%	114	2%	8	14%	71	100%	494

Question 13: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Bettendorf within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	45%	224
Yes	55%	272
Total	100%	496

Question 14: City Employees												
What was your impression of the employee(s) of the City of Bettendorf in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	45%	124	40%	109	9%	25	5%	12	1%	4	100%
Responsiveness	51%	141	35%	96	6%	18	8%	21	0%	0	100%	276
Courtesy	55%	152	30%	84	9%	26	5%	13	0%	0	100%	275
Overall impression	50%	137	34%	95	9%	26	6%	17	0%	0	100%	275

Question 15: Government Performance												
Please rate the following categories of Bettendorf government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Bettendorf	14%	67	52%	251	20%	95	4%	22	11%	51	100%
The overall direction that Bettendorf is taking	14%	70	56%	274	18%	88	2%	12	9%	45	100%	488
The job Bettendorf government does at welcoming citizen involvement	10%	48	36%	176	22%	109	6%	27	26%	127	100%	488
The job Bettendorf government does at listening to citizens	9%	44	37%	182	23%	112	9%	42	22%	106	100%	485

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Bettendorf to someone who asks	71%	359	24%	120	2%	11	2%	8	1%	5	100%
Remain in Bettendorf for the next five years	66%	331	23%	113	5%	27	2%	10	4%	21	100%	502

Question 17: Impact of the Economy		
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:	Percent of respondents	Count
Very positive	2%	11
Somewhat positive	11%	52
Neutral	36%	176
Somewhat negative	44%	217
Very negative	7%	36
Total	100%	492

Question 18: Policy Question												
How important, if at all, is each following amenity to your overall quality of life in Bettendorf?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Parks	39%	194	45%	222	14%	69	2%	9	1%	5	100%
Library	43%	213	37%	186	17%	84	3%	15	1%	4	100%	501
Museum	18%	88	29%	146	35%	175	15%	73	4%	18	100%	499
Trails	30%	150	35%	174	24%	122	7%	36	3%	15	100%	497
Fitness Center	18%	87	23%	114	34%	170	19%	93	7%	33	100%	497
Golf course	15%	73	24%	119	26%	132	28%	138	8%	38	100%	500

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	24%	117
Yes, full-time	62%	304
Yes, part-time	15%	72
Total	100%	493

Question D2: Mode of Transportation Used for Commute	
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?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	85%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	8%
Bus, rail, subway or other public transportation	1%
Bicycle	1%
Bicycle	1%
Work at home	2%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Bettendorf?	Percent of respondents	Count
Less than 2 years	16%	81
2 to 5 years	14%	68
6 to 10 years	17%	87
11 to 20 years	20%	99
More than 20 years	33%	165
Total	100%	499

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	69%	346
House attached to one or more houses (e.g., a duplex or townhome)	4%	20
Building with two or more apartments or condominiums	25%	125
Mobile home	0%	0
Other	2%	8
Total	100%	499

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	23%	112
Owned by you or someone in this house with a mortgage or free and clear	77%	370
Total	100%	482

Question D6: Monthly Housing Cost		
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)?	Percent of respondents	Count
Less than \$300 per month	5%	23
\$300 to \$599 per month	23%	109
\$600 to \$999 per month	30%	145
\$1,000 to \$1,499 per month	22%	105
\$1,500 to \$2,499 per month	17%	83
\$2,500 or more per month	4%	17
Total	100%	481

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	66%	327
Yes	34%	169
Total	100%	497

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	78%	386
Yes	22%	111
Total	100%	498

Question D9: Household Income		
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.)	Percent of respondents	Count
Less than \$24,999	14%	64
\$25,000 to \$49,999	21%	102
\$50,000 to \$99,999	33%	157
\$100,000 to \$149,000	18%	87
\$150,000 or more	14%	65
Total	100%	474

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	474
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	17
Total	100%	491

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	4
Asian, Asian Indian or Pacific Islander	1%	7
Black or African American	1%	5
White	96%	470
Other	2%	11
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	5%	26
25 to 34 years	19%	93
35 to 44 years	17%	86
45 to 54 years	26%	131
55 to 64 years	13%	66
65 to 74 years	9%	44
75 years or older	10%	51
Total	100%	498

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	264
Male	47%	231
Total	100%	495



Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	9%	44
Yes	88%	438
Ineligible to vote	1%	6
Don't know	2%	9
Total	100%	496

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	17%	86
Yes	79%	391
Ineligible to vote	3%	16
Don't know	1%	3
Total	100%	496

## 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 some research confirms or disconfirms that 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 Bettendorf 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 Bettendorf 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 Bettendorf 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 Bettendorf 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 Bettendorf. 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 July 14, 2008. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city administrator 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

Forty-four surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,156 households receiving the survey mailings, 506 completed the survey, providing a response rate of 44%. 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 four percentage points in either direction from what would have been obtained had responses been collected from all City of Bettendorf 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.

## 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 2000 Census estimates. 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.

Weighting Scheme for Bettendorf, IA 2008 Citizen Survey			
Respondent Characteristics	Population Norm <sup>1</sup>	Unweighted Survey Data	Weighted Survey Data
<b>Tenure</b>			
Rent Home	23%	15%	23%
Own Home	77%	85%	77%
<b>Type of Housing Unit</b>			
Single-Family Detached	70%	73%	69%
Attached	30%	27%	31%
<b>Ethnicity</b>			
Non-Hispanic	97%	97%	97%
Hispanic	3%	3%	3%
<b>Race</b>			
White/Caucasian	95%	96%	95%
Non-White	5%	4%	5%
<b>Gender</b>			
Female	52%	58%	53%
Male	48%	42%	47%
<b>Age</b>			
18-34	25%	13%	24%
35-54	45%	33%	44%
55+	30%	54%	32%
<b>Gender and Age</b>			
Females 18-34	12%	9%	12%
Females 35-54	23%	21%	23%
Females 55+	17%	28%	19%
Males 18-34	13%	5%	13%
Males 35-54	22%	12%	21%
Males 55+	13%	26%	13%

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<sup>1</sup> Source: 2000 Census

## 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 Bettendorf to the Benchmark Database

The City of Bettendorf 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 Bettendorf 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, Bettendorf 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 Bettendorf'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 Bettendorf.

Dear Bettendorf Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Bettendorf. 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,



Decker Ploehn  
City Administrator

Dear Bettendorf Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Bettendorf. 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!

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Sincerely,



Decker Ploehn  
City Administrator



1609 State Street • Bettendorf, Iowa 52722-4937

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



1609 State Street • Bettendorf, Iowa 52722-4937

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



1609 State Street • Bettendorf, Iowa 52722-4937

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Permit NO. 94



1609 State Street • Bettendorf, Iowa 52722-4937

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



1609 State Street • Bettendorf, Iowa 52722-4937 • (563) 344-4000

July 2008

Dear Bettendorf Resident:

The City of Bettendorf wants to know what you think about our community and municipal government. You have been randomly selected to participate in Bettendorf's 2008 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 Bettendorf 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 (563) 344-4033.

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

Sincerely,

Decker Ploehn  
City Administrator



1609 State Street • Bettendorf, Iowa 52722-4937 • (563) 344-4000

July 2008

Dear Bettendorf 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 Bettendorf wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Bettendorf'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 Bettendorf 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.**

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

Sincerely,

Decker Ploehn  
City Administrator

# The City of Bettendorf 2008 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 Bettendorf:**

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

**2. Please rate each of the following characteristics as they relate to Bettendorf 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 Bettendorf.....	1	2	3	4	5
Cleanliness of Bettendorf .....	1	2	3	4	5
Overall quality of new development in Bettendorf.....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Bettendorf.....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	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 Bettendorf.....	1	2	3	4	5
Ease of bus travel in Bettendorf .....	1	2	3	4	5
Ease of bicycle travel in Bettendorf.....	1	2	3	4	5
Ease of walking in Bettendorf .....	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
Quality of overall natural environment in Bettendorf .....	1	2	3	4	5
Overall image or reputation of Bettendorf.....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Bettendorf 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 Bettendorf?  
 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 Bettendorf:

	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 Bettendorf's downtown area during the day .....	1	2	3	4	5	6
In Bettendorf's downtown area 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 Bettendorf?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Bettendorf public libraries or their services .....	1	2	3	4	5
Used Bettendorf community center.....	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 Bettendorf .....	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 "City View" Residents' Newsletter.....	1	2	3	4	5
Visited the City of Bettendorf Web site (at www.bettendorf.org) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to a city department .....	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 Bettendorf 2008 Citizen Survey

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

	<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
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
Sewer services .....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	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
Economic development .....	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
Community Center .....	1	2	3	4	5
Life Fitness Center.....	1	2	3	4	5
Palmer Hills Golf Course .....	1	2	3	4	5
Palmer Hill Grill Restaurant .....	1	2	3	4	5
City's Cable Channel 9 .....	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 Bettendorf.....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
Scott County Government.....	1	2	3	4	5

**13. Have you had any in-person or phone contact with an employee of the City of Bettendorf 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 Bettendorf 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 Bettendorf 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 Bettendorf.....	1	2	3	4	5
The overall direction that Bettendorf is taking.....	1	2	3	4	5
The job Bettendorf government does at welcoming citizen involvement..	1	2	3	4	5
The job Bettendorf 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 Bettendorf to someone who asks.....	1	2	3	4	5
Remain in Bettendorf 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 important, if at all, is each following amenity to your overall quality of life in Bettendorf?**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Parks.....	1	2	3	4	5
Library.....	1	2	3	4	5
Museum.....	1	2	3	4	5
Trails.....	1	2	3	4	5
Fitness Center.....	1	2	3	4	5
Golf course.....	1	2	3	4	5

# The City of Bettendorf 2008 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 Bettendorf?**

- 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., 3005 30th St., Boulder, CO 80301



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