

## Voice of the People Press Release

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### FOR IMMEDIATE RELEASE

July 15, 2015 – National Research Center, Inc. (NRC) is proud to announce Bettendorf finalist of the Voice of the People Award for Excellence in Built Environment and Mobility. Only given to jurisdictions that listen and act to improve their communities, this year's award is most competitive. Based on responses from The National Citizen Survey™ (The NCS™), residents of Bettendorf report the highest levels of satisfaction with built environment and mobility compared with all other participating jurisdictions.

The National Citizen Survey™ reports resident opinions and satisfaction with local government and services with a scientific, representative sample approach. Results are then used to inform budgeting, performance measurement and program planning.

The Voice of the People Awards stand alone as the only award given in local government based on community opinion. The perspectives of the residents themselves determine nominees for the very best of community engagement, safety, mobility, foundations of livability, recreation and wellness, education and enrichment, natural environment, built environment and economy. Of the communities that participated in the 2014 National Citizen Survey, finalists for Excellence in these categories received the highest ratings from their residents.

“This is a unique opportunity to see evidence of best practices quantified by survey results,” said NRC president Tom Miller, noting that awarding top jurisdictions can even benefit other communities. “Others can understand the successes of their colleagues and get to know what’s working best in America.”

Now running eight years, the Voice of the People Awards are presented by the International City/County Management Association (ICMA) and National Research Center, Inc. They will be given at the 101<sup>st</sup> annual ICMA conference in Seattle, WA, September 2015.

National Research Center, Inc. (NRC) *is a leader in the field of public sector research and evaluation, with clients from across the country and around the globe. NRC's team of social scientists support cities, counties, foundations and nonprofit organizations in using research to move their communities forward. Visit [www.n-r-c.com](http://www.n-r-c.com) to learn more about Voice of the People and National Research Center.*

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