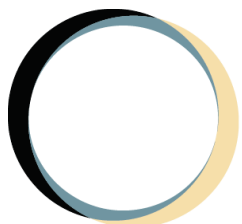


THE NCSTM
The National Citizen SurveyTM

Peoria, IL

Community Livability Report
2015



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Contents

- About..... 1
- Quality of Life in Peoria 2
- Community Characteristics 3
- Governance 5
- Participation 7
- Special Topics..... 9
- Conclusions 12

About

The National Citizen Survey™ (The NCS) report is about the “livability” of Peoria. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

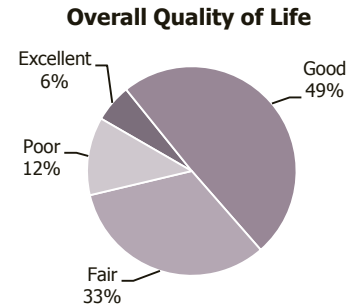
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 357 residents of the City of Peoria. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Peoria

A majority of residents rated the quality of life in Peoria as excellent or good. This rating is lower than ratings seen in other communities in the benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

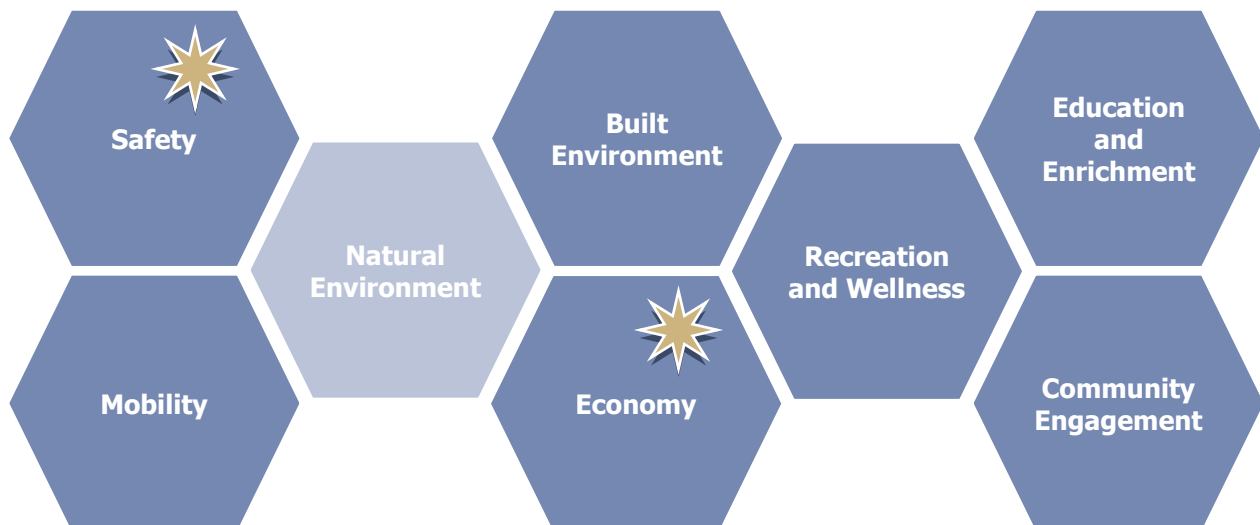
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Peoria community in the coming two years. It is noteworthy that Peoria residents gave favorable ratings to both of these facets of community. Additionally, ratings for Mobility, Built Environment, Recreation and Wellness, Education and Enrichment and Community Engagement were positive and similar to other communities. The facet of Natural Environment was given ratings lower than the benchmark. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Peoria’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



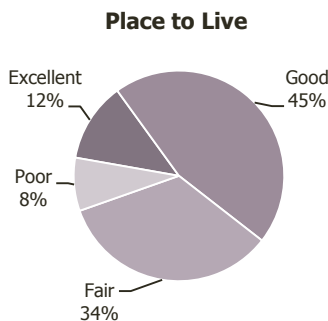
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Peoria, 58% rated the City as an excellent or good place to live. Respondents' ratings of Peoria as a place to live were lower than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Peoria as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Peoria and its overall appearance. Almost 7 in 10 respondents rated their neighborhoods as excellent or good places to live, which was a level similar to those seen in other communities. About 4 in 10 gave positive ratings to Peoria as a place to raise children and the overall appearance of the City. Close to one-third of respondents gave Peoria an excellent or good rating as a place to retire and to the overall image of the City. These ratings were lower than the national benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. These ratings tended to be similar to or lower than ratings in communities across the nation. Within the facet of Safety, over 8 in 10 residents reported feeling safe in their neighborhoods, while about 7 in 10 stated they felt safe in Peoria's downtown/commercial area. Most aspects of Recreation and Wellness were given positive ratings by a majority of residents, including about three-quarters of respondents that gave excellent or good ratings to the availability of affordable quality health care, a rating higher than the national benchmark. The facet of Education and Enrichment was also rated positively with at least half of residents giving high marks to most aspects, including education and enrichment opportunities, availability of religious or spiritual events and activities, availability of cultural/arts/music activities, adult education and child care/preschool.

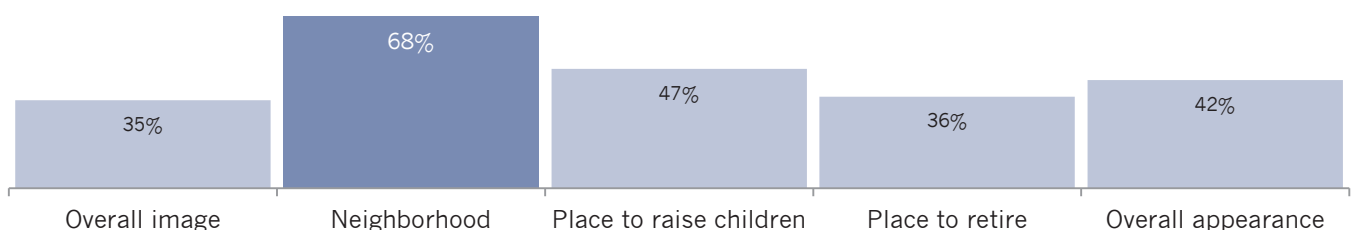


Compared to 2014, ratings for 29 items within the pillar of Community Characteristics increased in 2015 and 23 were stable. None of the items decreased over time (see the *Trends over Time* report provided under a separate cover for more detail).

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



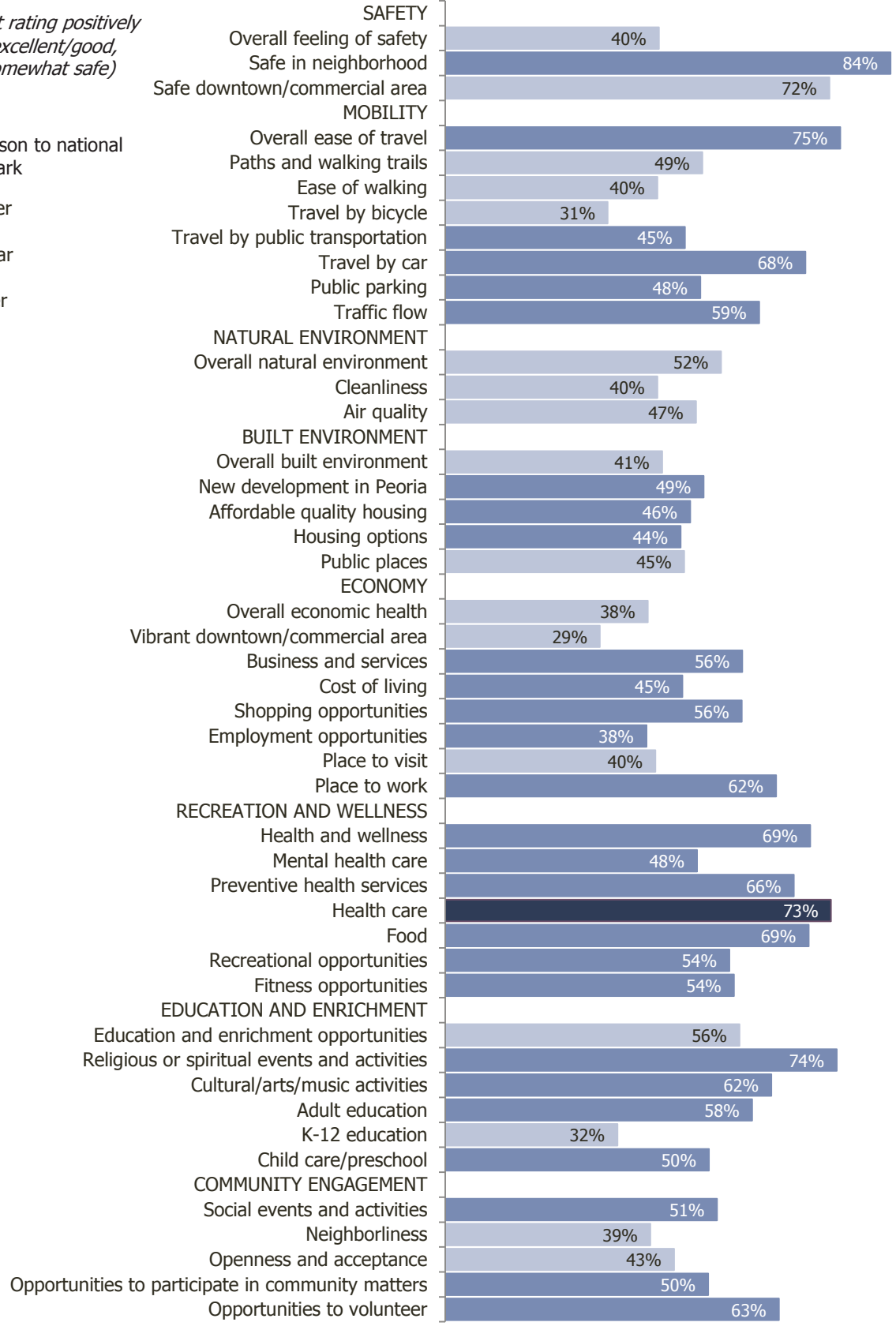
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Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

How well does the government of Peoria meet the needs and expectations of its residents?

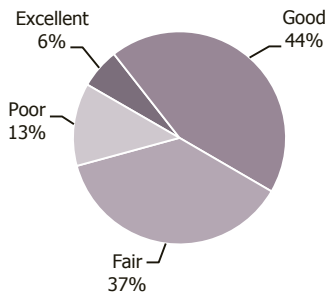
The overall quality of the services provided by Peoria as well as the manner in which these services are provided are a key component of how residents rate their quality of life. The overall quality of services provided by the City of Peoria received excellent or good ratings from 50% of residents, which was lower than ratings given in other communities, while the Federal Government received positive ratings by 31% of respondents, which was similar to ratings elsewhere.

Survey respondents also rated various aspects of Peoria’s leadership and governance. These ratings tended to be lower than the benchmark. About half of Peoria respondents have positive ratings to the customer service provided by the City, while at least one-quarter of residents gave excellent or good ratings to the other aspects of City governance. One in three residents felt the City did at least a good job welcoming citizen involvement, a rating similar to those seen in other communities.

Respondents evaluated over 30 individual services and amenities available in Peoria. The highest rated services were fire services, ambulance/EMS services, public libraries, garbage collection, health services and power utility services. All aspects of Recreation and Wellness were rated positively by a majority of residents. The lowest rated services were street repair, street cleaning and sidewalk maintenance. Overall, ratings tended to be similar to or lower than the national benchmark.

In 2015, ratings of Governance tended to be the same as in 2014; however, there were increases seen in 13 items within the facets of Safety, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement. Ratings decreased for only one item within Governance.

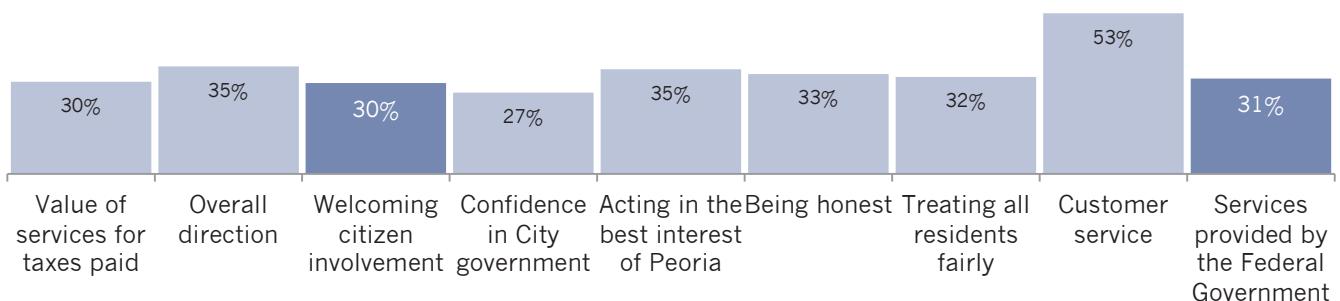
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



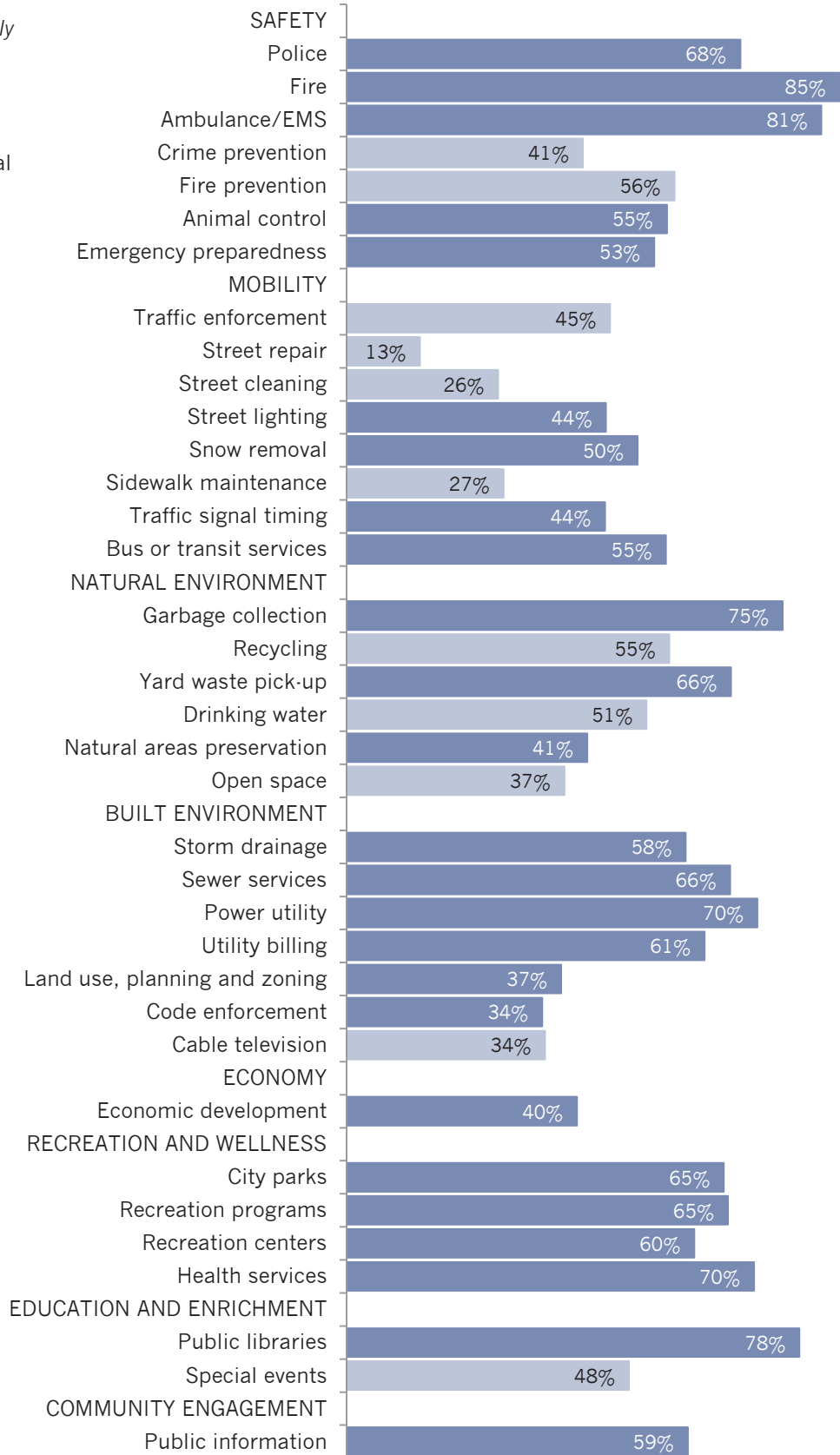
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



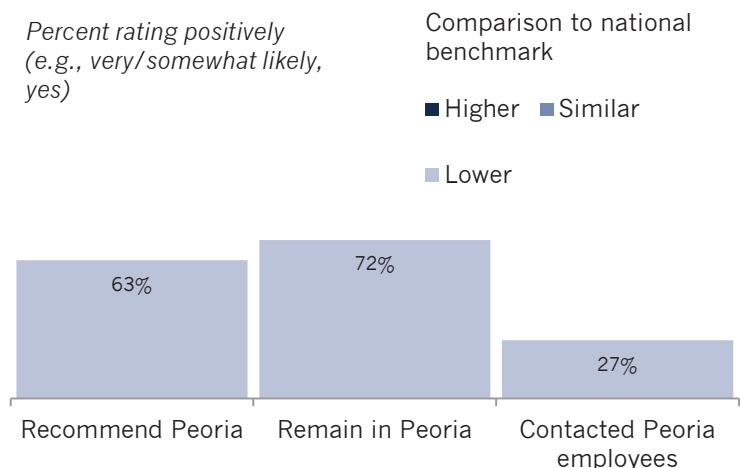
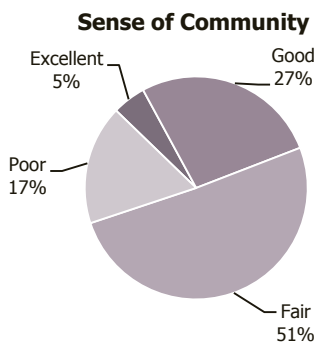
Participation

Are the residents of Peoria connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. Ratings for the sense of community in Peoria were rated fair or higher by about 8 in 10 residents. Nearly three-quarters of respondents reported they were likely to remain in the City for the next five years and about two-thirds would recommend living in Peoria.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of participation measured in the survey varied widely; most aspects of Participation were similar to other benchmark communities. A vast majority of residents had purchased goods or services in Peoria (94%), talked or visited with their neighbors (84%), visited a City park (83%), participated in moderate or vigorous physical activity (84%) and had done a favor for a neighbor (84%). Strong ratings higher than the benchmark were seen in the facets of Economy (work in Peoria), Recreation and Wellness (used Peoria recreation centers) and Community Engagement (participated in a club). Peoria residents reported the lowest levels of participation for using public transportation instead of driving, believing that the economy will have a positive impact on their income, campaigning for an issue, cause or candidate, contacting Peoria elected officials and attending local public meetings. The aspects of Participation that received lower ratings than other communities across the nation included recycling at home and conserving water.

In general, ratings for aspects of Participation were similar to the previous iteration of the survey; 28 items were similar, 4 were lower and 4 were higher than in 2014.



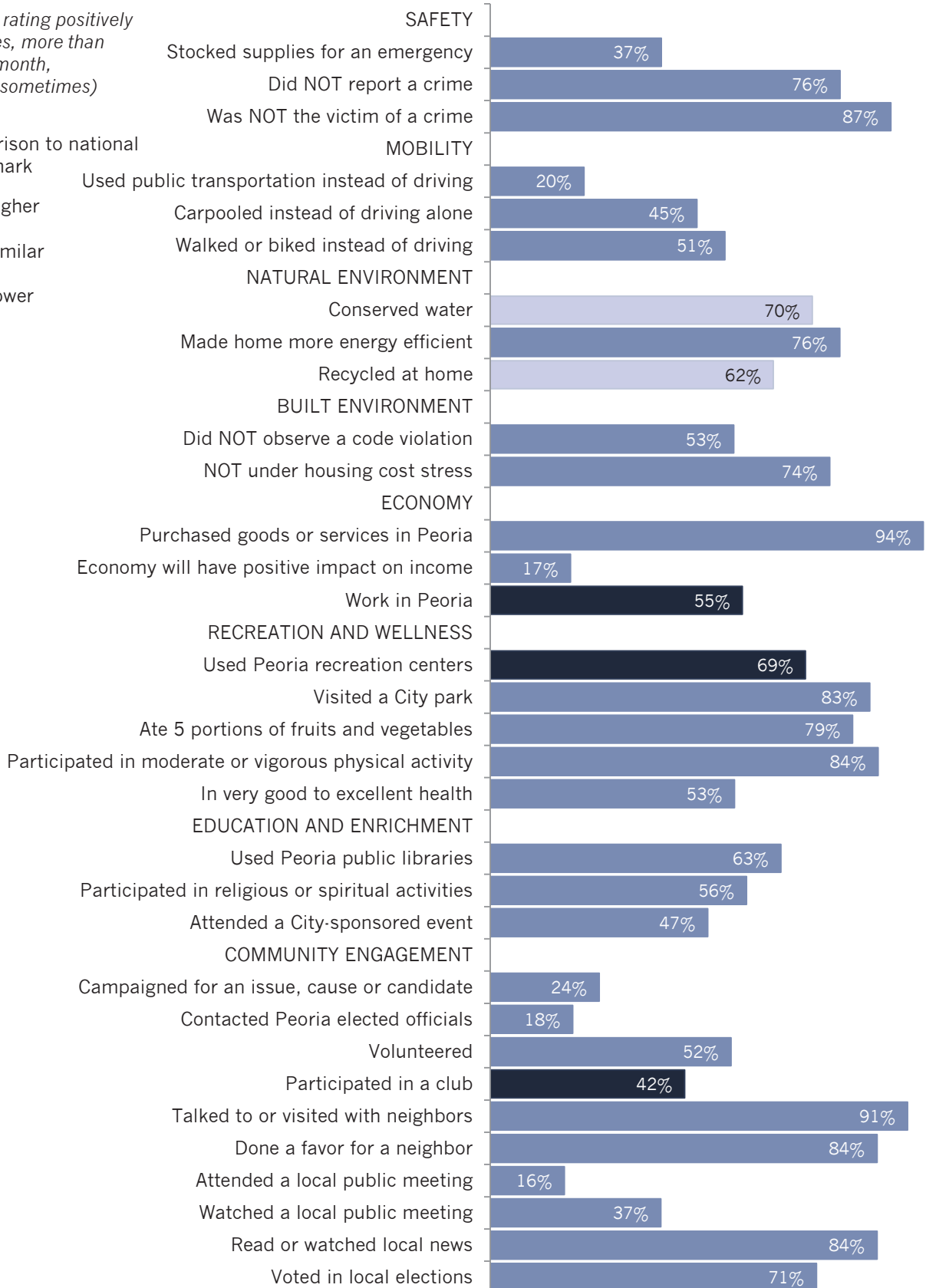
The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower

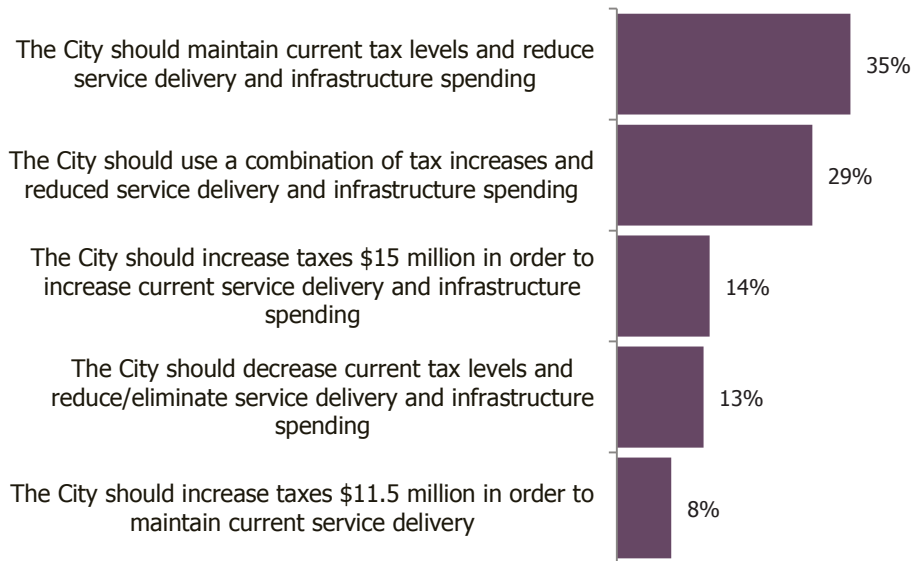


Special Topics

The City of Peoria included three questions of special interest on The NCS. For the first question, residents were asked their preference for how the City should handle a budget shortfall in 2016. About one-third of respondents would prefer that the City maintain current tax levels and reduce services and spending and 3 in 10 prefer to use a combination of tax increases and reduced service delivery and spending.

Figure 4: Budget Shortfall Management Preferences

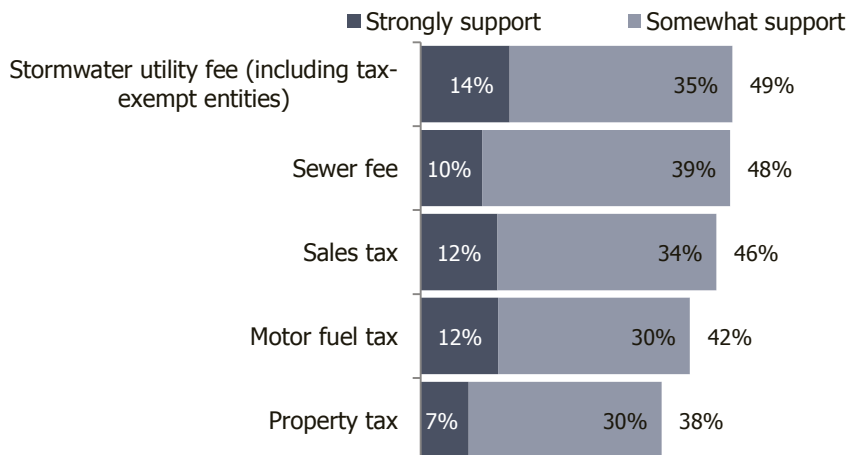
The City is anticipating multi-million dollar budget shortfalls in the coming years. Which of the following best describes how you think the City should manage the projected \$11.5 million deficit for 2016:



The City of Peoria also asked residents to indicate their level of support for increasing taxes or fees to fund infrastructure needs. Survey respondents indicated the most support for a stormwater utility or sewer fee to address budget needs. About 4 in 10 would support a motor fuel or property tax increase.

Figure 5: Support for Infrastructure Funding

If the City were to increase taxes or fees to address the City's budget shortfall and unmet infrastructure needs (roads, sidewalks, sewers and drainage systems), please indicate how much you support or oppose the City increasing taxes or fees for each of the following:

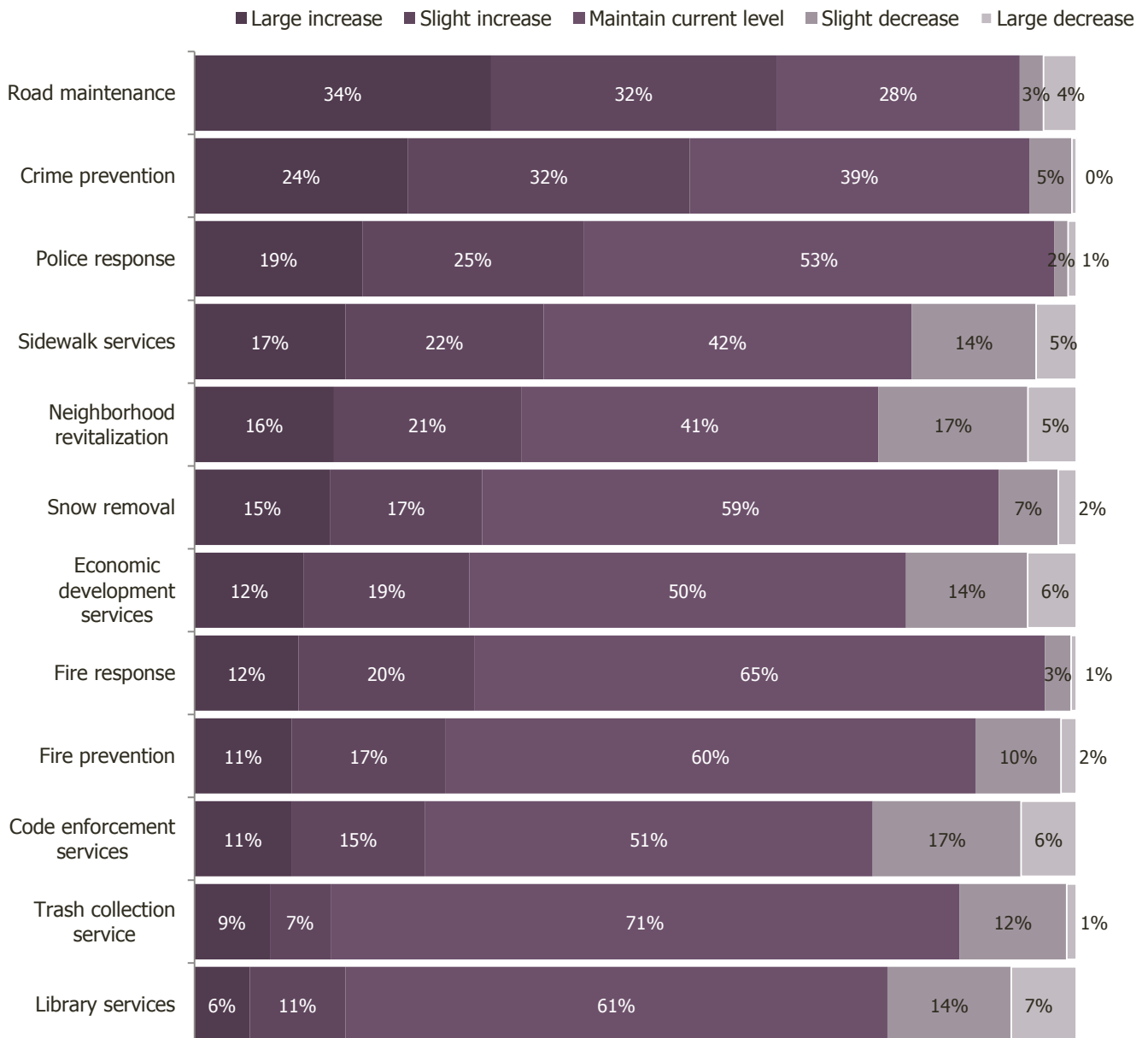


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The third question asked residents to specify the changes they would make to current funding for a variety of City services. About two-thirds of residents would like a large or slight increase for road maintenance funding and approximate half would also increase funding for crime prevention. A majority of residents would maintain the current level of funding going to fire response, fire prevention, code enforcement services, trash services, and library services. About 5 in 10 would either increase or maintain funding for police response. About 2 in 10 residents would at least slightly decrease funding to sidewalks, neighborhood revitalization, economic development, code enforcement and library services.

Figure 6: Funding Changes to Services

Please indicate how you would adjust current funding for the following services:

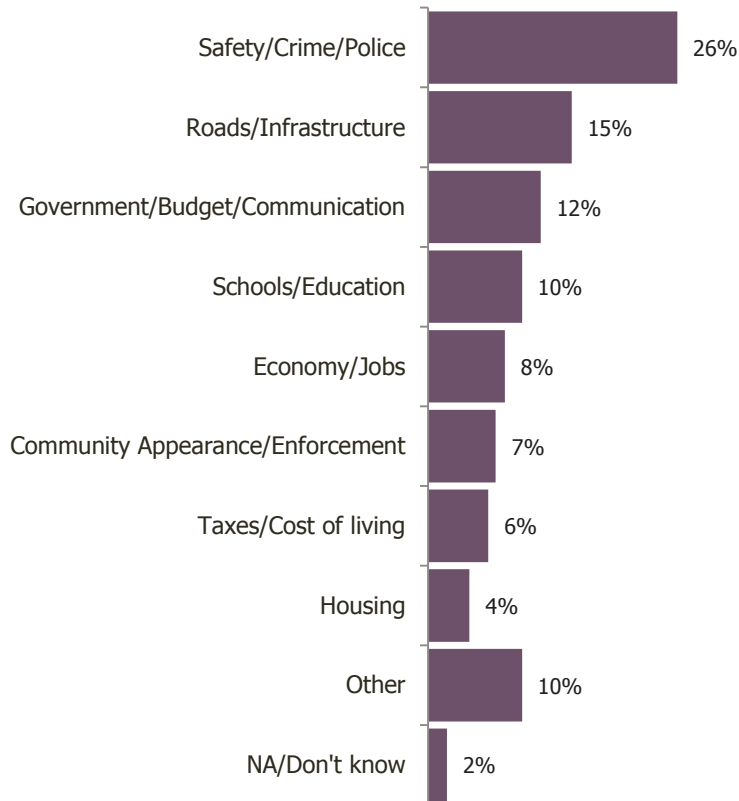


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Peoria residents were also given the opportunity to write in the single most important issue that they would like to have the City Council address in 2015. The most often cited priorities were related to safety, crime prevention and police services with one-quarter of the 274 respondents who wrote in responses indicated that these would be key issues for the City. About 1 in 10 respondents reported that roads and infrastructure improvements, issues with government, budget and communication, as well as schools and education would also be a top priority. Less than 10% of residents identified the economy, community appearance and enforcement, taxes and cost of living and housing should be addressed in 2015. The verbatim responses can be found in the *Open Ended Responses Report* provided under a separate cover.

Figure 7: City Priorities

What is the single most important issue in Peoria that the City Council should address in 2015?



Conclusions

Residents are positive about their quality of life.

The overall quality of life in Peoria was generally seen as excellent or good by over half of survey respondents and about 6 in 10 residents positively rated Peoria as a place to live. Both of these ratings increased from 2014 to 2015. Close to two-thirds of residents rate their neighborhoods as excellent or good places to live and would recommend living in Peoria. While only one-third of residents gave high ratings to the overall image of the City and Peoria as a place to retire, a level that is lower than in other communities, both of these items increased over time.

Safety ratings have increased but there is still room for improvement.

Peoria residents rated several aspects of Safety higher in 2015 than in 2014. Ratings increased for overall feeling of safety, feeling safe in Peoria's downtown/commercial area, police services and crime prevention. Fewer respondents also reported being the victim of a crime in the last year. Most Safety ratings were similar or lower than the national benchmark. However, there is still room for improvement in Peoria's Safety ratings, especially for those item that are ranked lower than those seen in other communities.

The facet of Safety was identified as one of the most essential or very important areas of focus for the community over the next two years and was the most commonly identified priorities in the open-ended question.

Economy is an important area of focus for the community.

Participants indicated that the City's Economy was an important focus area and economic ratings tended to be similar compared to other communities. Ratings have improved for several Economic features in Peoria, including overall economic health, employment opportunities, Peoria as a place to visit, cost of living, the vibrancy of the downtown/commercial area, Peoria as a place to work and the quality of new economic development. Potential areas for continued improvement were overall economic health, the vibrancy of downtown/commercial areas, and Peoria as a place to visit, as these ratings were rated less positively when compared to the national benchmark. About 55% of residents indicated that they work in Peoria, a rating that was higher than those seen in communities across the nation.

Residents support balancing the City budget.

Residents of Peoria indicated that maintaining the current levels of taxation, combined with decreasing services, would be their first choice for addressing budget shortfalls for the City, with their second solution to be to raise taxes while also decreasing the level of service they have currently. If the City chooses to increase taxes to meet the shortfall and use those funds for infrastructure improvements, about half of citizens would support a stormwater utility fee, a sewer fee or a sales tax to raise the capital for these projects. A majority of residents indicated that they would at least slightly increase funding to road maintenance and crime prevention, but would maintain the current level of funding for most City services. These two areas, safety/crime/police services and roads/infrastructure, were also the most commonly cited concerns when residents were asked about Peoria's priorities in 2015. In their own words, Peoria citizens also stated that balancing the budget and leadership issues should be a prerogative for City Council to manage in the coming year.

THE NCSTM
The National Citizen SurveyTM

Peoria, IL

Dashboard Summary of Findings
2015



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Peoria’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Peoria’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall, ratings of the dimensions of community livability were strong and similar to other communities across the nation. Across all three pillars—Community Characteristics, Governance and Participation—general measures of livability were lower than ratings in the benchmark. The facet of Natural Environment in Community Characteristics and Participation were also lower, as was the facet of Community Engagement in Governance. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	1	28	23	0	27	19	3	27	6
General	0	1	6	0	1	2	0	0	3
Safety	0	1	2	0	5	2	0	3	0
Mobility	0	5	3	0	4	4	0	3	0
Natural Environment	0	0	3	0	3	3	0	1	2
Built Environment	0	3	2	0	6	1	0	2	0
Economy	0	5	3	0	1	0	1	2	0
Recreation and Wellness	1	6	0	0	4	0	1	4	0
Education and Enrichment	0	4	2	0	1	1	0	3	0
Community Engagement	0	3	2	0	2	6	1	9	1

Legend	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↑	↓	42%	Customer service	↔	↓	53%	Recommend Peoria	↑	↓↓	63%
	Overall quality of life	↑	↓	55%	Services provided by Peoria	↔	↓	50%	Remain in Peoria	↔	↓	72%
	Place to retire	↑	↓↓	36%	Services provided by the Federal Government	↔	↔	31%	Contacted Peoria employees	↓	↓↓	27%
	Place to raise children	↔	↓↓	47%								
	Place to live	↑	↓	58%								
	Neighborhood	↑	↔	68%								
Safety	Overall feeling of safety	↑	↓↓	40%	Police	↑	↔	68%	Was NOT the victim of a crime	↑	↔	87%
	Safe in neighborhood	↔	↔	84%	Crime prevention	↑	↓	41%	Did NOT report a crime	↔	↔	76%
	Safe downtown/commercial area	↑	↓	72%	Fire	↔	↔	85%	Stocked supplies for an emergency	↓	↔	37%
					Fire prevention	↔	↓	56%				
					Ambulance/EMS	↔	↔	81%				
Mobility					Emergency preparedness	↔	↔	53%				
					Animal control	↔	↔	55%				
	Traffic flow	↔	↔	59%	Traffic enforcement	↔	↓	45%	Carpooled instead of driving alone	↔	↔	45%
	Travel by car	↔	↔	68%	Street repair	↔	↓↓	13%	Walked or biked instead of driving	↔	↔	51%
	Travel by bicycle	↔	↓	31%	Street cleaning	↔	↓↓	26%	Used public transportation instead of driving	↔	↔	20%
	Ease of walking	↑	↓	40%	Street lighting	↔	↔	44%				
	Travel by public transportation	↔	↔	45%	Snow removal	↔	↔	50%				
	Overall ease travel	↔	↔	75%	Sidewalk maintenance	↔	↓	27%				
	Public parking	↔	↔	48%	Traffic signal timing	↔	↔	44%				
	Paths and walking trails	↑	↓	49%	Bus or transit services	↔	↔	55%				
Natural Environment	Overall natural environment	↔	↓	52%	Garbage collection	↔	↔	75%	Recycled at home	↓	↓↓	62%
	Air quality	↔	↓	47%	Recycling	↓	↓	55%	Conserved water	↔	↓	70%
	Cleanliness	↑	↓↓	40%	Yard waste pick-up	↔	↔	66%	Made home more energy efficient	↔	↔	76%
					Drinking water	↔	↓	51%				
					Open space	↔	↓	37%				
					Natural areas preservation	↔	↔	41%				
	New development in Peoria	↑	↔	49%	Sewer services	↑	↔	66%	NOT experiencing housing cost stress	↑	↔	74%
	Affordable quality housing	↑	↔	46%	Storm drainage	↑	↔	58%	Did NOT observe a code violation	↑	↔	53%
	Housing options	↔	↔	44%	Power utility	↑	↔	70%				
	Overall built environment	↔	↓	41%	Utility billing	↑	↔	61%				
Built Environment	Public places	↑	↓	45%	Land use, planning and zoning	↑	↔	37%				
					Code enforcement	↑	↔	34%				
					Cable television	↔	↓	34%				

Legend

- ↑↑ Much higher
- ↑ Higher
- ↔ Similar
- ↓ Lower
- ↓↓ Much lower
- * Not available

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Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Overall economic health	↑	↓	38%	Economic development	↑	↔	40%	Economy will have positive impact on income	↔	↔	17%
Shopping opportunities	↔	↔	56%					Purchased goods or services in Peoria	↔	↔	94%
Employment opportunities	↑	↔	38%					Work in Peoria	↔	↑	55%
Place to visit	↑	↓	40%								
Cost of living	↑	↔	45%								
Vibrant downtown/commercial area	↑	↓	29%								
Place to work	↑	↔	62%								
Business and services	↔	↔	56%								
Fitness opportunities	↔	↔	54%	City parks	↔	↔	65%	In very good to excellent health	↔	↔	53%
Recreational opportunities	↑	↔	54%	Recreation centers	↔	↔	60%	Used Peoria recreation centers	↔	↑	69%
Health care	↑	↑	73%	Recreation programs	↑	↔	65%	Visited a City park	↔	↔	83%
Food	↑	↔	69%	Health services	↔	↔	70%	Ate 5 portions of fruits and vegetables	↔	↔	79%
Mental health care	↑	↔	48%					Participated in moderate or vigorous physical activity	↔	↔	84%
Health and wellness	↔	↔	69%								
Preventive health services	↑	↔	66%								
K-12 education	↔	↓↓	32%	Public libraries	↔	↔	78%	Used Peoria public libraries	↔	↔	63%
Cultural/arts/music activities	↑	↔	62%	Special events	↑	↓	48%	Participated in religious or spiritual activities	↔	↔	56%
Child care/preschool	↔	↔	50%					Attended a City-sponsored event	↔	↔	47%
Religious or spiritual events and activities	↔	↔	74%								
Adult education	↑	↔	58%								
Overall education and enrichment	↑	↓	56%								
Opportunities to participate in community matters	↑	↔	50%	Public information	↔	↔	59%	Sense of community	↔	↓	32%
Opportunities to volunteer	↔	↔	63%	Overall direction	↑	↓	35%	Voted in local elections	↔	↔	71%
Openness and acceptance	↔	↓	43%	Value of services for taxes paid	↑	↓	30%	Talked to or visited with neighbors	↔	↔	91%
Social events and activities	↑	↔	51%	Welcoming citizen involvement	↔	↔	30%	Attended a local public meeting	↓	↔	16%
Neighborhoodness	↔	↓	39%	Confidence in City government	↔	↓	27%	Watched a local public meeting	↔	↔	37%
				Acting in the best interest of Peoria	↔	↓	35%	Volunteered	↔	↔	52%
				Being honest	↔	↓	33%	Participated in a club	↔	↑	42%
				Treating all residents fairly	↔	↓	32%	Campaigned for an issue, cause or candidate	↔	↔	24%
								Contacted Peoria elected officials	↔	↔	18%
								Read or watched local news	↔	↔	84%
								Done a favor for a neighbor	↔	↔	84%

Legend

- ↑↑ Much higher
- ↑ Higher
- ↔ Similar
- ↓ Lower
- ↓↓ Much lower
- * Not available

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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2015 ratings for the City of Peoria to its previous survey results in 2014. Additional reports and technical appendices are available under separate cover.

Trend data for Peoria 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.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than five percentage points between the 2014 and 2015 surveys, otherwise the comparison between 2014 and 2015 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Peoria for 2015 generally remained stable or improved. Of the 134 items for which comparisons were available, 83 items were rated similarly in 2014 and 2015, 5 items showed a decrease in ratings and 46 showed an increase in ratings. Notable trends over time included the following:

- Within the Pillar of Community Characteristics, increases were seen in all eight facets, as well as in the general ratings.
 - In the facet of Safety, residents reported higher levels in overall feeling of safety and feeling safe in Peoria's downtown/commercial areas.
 - Respondents gave higher ratings to ease of walking and paths and walking trails in Mobility.
 - Ratings in Natural Environment (cleanliness) as well as Built Environment (new development in Peoria, availability of affordable quality housing and public places) were higher in 2015.
 - Compared to 2014, more residents rated overall economic health, employment opportunities, Peoria as a place to visit, cost of living, the vibrancy of Peoria's downtown/commercial areas and the City as a place to work more positively.
 - Recreation and Wellness measures recreational opportunities, availability of affordable quality health care, food and mental health care and availability of preventive health services also improved over time.
 - The facet of Education and Enrichment contained three items that increased over the last year (cultural/arts/music activities, adult education and education and enrichment opportunities).
 - Ratings for opportunities to participate in community matters and social events and activities within the facet of Community Engagement also increased.
 - Of the general ratings of Community Characteristics, Peoria's overall appearance, overall quality of life, the City as a place to retire and live and Peoria's neighborhoods have all had significant increases in 2015 compared to 2014.
- There were also many increases to the pillar of Governance. The aspects that received higher ratings were found in the facets of Safety (police services and crime prevention), Built Environment (sewer services, storm drainage, power utility services, utility billing, land use, planning and zoning and code enforcement), Economy (economic development), Recreation and Wellness (recreation programs), Education and Enrichment (special events) and Community Engagement (overall direction that Peoria is taking and the value of services for taxes paid). Ratings for one item in the facet of Natural Environment, recycling, decreased over time.
- Ratings for Participation were mixed in 2015. Fewer citizens reported stocking supplies for an emergency, recycling at home, attending local public meetings and contacting Peoria employees than in 2014. However, more residents reported that they were NOT victims of a crime and were NOT under housing stress. More respondents also reported that they had NOT observed a code violation and would recommend Peoria to others in 2015.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2014	Comparison to benchmark	
	2014	2015		2014	2015
Overall quality of life	40%	55%	Higher	Much lower	Lower
Overall image	27%	35%	Similar	Much lower	Much lower
Place to live	48%	58%	Higher	Much lower	Lower
Neighborhood	59%	68%	Higher	Lower	Similar
Place to raise children	40%	47%	Similar	Much lower	Much lower
Place to retire	23%	36%	Higher	Much lower	Much lower
Overall appearance	32%	42%	Higher	Much lower	Lower

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2014	Comparison to benchmark	
		2014	2015		2014	2015
Safety	Overall feeling of safety	32%	40%	Higher	Much lower	Much lower
	Safe in neighborhood	79%	84%	Similar	Lower	Similar
	Safe downtown/commercial area	64%	72%	Higher	Much lower	Lower
Mobility	Overall ease of travel	73%	75%	Similar	Similar	Similar
	Paths and walking trails	35%	49%	Higher	Lower	Lower
	Ease of walking	30%	40%	Higher	Much lower	Lower
	Travel by bicycle	27%	31%	Similar	Much lower	Lower
	Travel by public transportation	41%	45%	Similar	Similar	Similar
	Travel by car	70%	68%	Similar	Similar	Similar
	Public parking	48%	48%	Similar	Similar	Similar
	Traffic flow	59%	59%	Similar	Similar	Similar
	Overall natural environment	51%	52%	Similar	Lower	Lower
	Natural Environment	Cleanliness	30%	40%	Higher	Much lower
Air quality		44%	47%	Similar	Lower	Lower
Built Environment	Overall built environment	44%	41%	Similar	Lower	Lower
	New development in Peoria	31%	49%	Higher	Lower	Similar
	Affordable quality housing	35%	46%	Higher	Similar	Similar
	Housing options	43%	44%	Similar	Lower	Similar
	Public places	33%	45%	Higher	Lower	Lower
Economy	Overall economic health	27%	38%	Higher	Much lower	Lower
	Vibrant downtown/commercial area	16%	29%	Higher	Much lower	Lower
	Business and services	51%	56%	Similar	Similar	Similar
	Cost of living	34%	45%	Higher	Similar	Similar
	Shopping opportunities	56%	56%	Similar	Similar	Similar
	Employment opportunities	25%	38%	Higher	Similar	Similar
	Place to visit	31%	40%	Higher	Much lower	Lower
	Place to work	48%	62%	Higher	Similar	Similar
Recreation and Wellness	Health and wellness	67%	69%	Similar	Similar	Similar
	Mental health care	37%	48%	Higher	Similar	Similar
	Preventive health services	58%	66%	Higher	Similar	Similar
	Health care	61%	73%	Higher	Similar	Higher
	Food	57%	69%	Higher	Similar	Similar
	Recreational opportunities	43%	54%	Higher	Lower	Similar
Education and Enrichment	Fitness opportunities	57%	54%	Similar	Lower	Similar
	Religious or spiritual events and activities	72%	74%	Similar	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2014	Comparison to benchmark	
		2014	2015		2014	2015
Community Engagement	Cultural/arts/music activities	52%	62%	Higher	Similar	Similar
	Adult education	47%	58%	Higher	Similar	Similar
	K-12 education	26%	32%	Similar	Much lower	Much lower
	Child care/preschool	43%	50%	Similar	Similar	Similar
	Social events and activities	40%	51%	Higher	Lower	Similar
	Neighborhoodness	36%	39%	Similar	Lower	Lower
	Openness and acceptance	37%	43%	Similar	Lower	Lower
	Opportunities to participate in community matters	41%	50%	Higher	Lower	Similar
Opportunities to volunteer	61%	63%	Similar	Similar	Similar	

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2014	Comparison to benchmark	
	2014	2015		2014	2015
Services provided by Peoria	43%	50%	Similar	Lower	Lower
Customer service	48%	53%	Similar	Much lower	Lower
Value of services for taxes paid	19%	30%	Higher	Much lower	Lower
Overall direction	27%	35%	Higher	Lower	Lower
Welcoming citizen involvement	24%	30%	Similar	Lower	Similar
Confidence in City government	24%	27%	Similar	Lower	Lower
Acting in the best interest of Peoria	29%	35%	Similar	Lower	Lower
Being honest	25%	33%	Similar	Lower	Lower
Treating all residents fairly	28%	32%	Similar	Lower	Lower
Services provided by the Federal Government	28%	31%	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2015 rating compared to 2014	Comparison to benchmark	
		2014	2015		2014	2015
Safety	Police	58%	68%	Higher	Lower	Similar
	Fire	84%	85%	Similar	Similar	Similar
	Ambulance/EMS	82%	81%	Similar	Similar	Similar
	Crime prevention	31%	41%	Higher	Much lower	Lower
	Fire prevention	62%	56%	Similar	Lower	Lower
	Animal control	51%	55%	Similar	Similar	Similar
	Emergency preparedness	49%	53%	Similar	Similar	Similar
	Traffic enforcement	45%	45%	Similar	Lower	Lower
Mobility	Street repair	10%	13%	Similar	Much lower	Much lower
	Street cleaning	24%	26%	Similar	Much lower	Much lower
	Street lighting	44%	44%	Similar	Lower	Similar
	Snow removal	48%	50%	Similar	Lower	Similar
	Sidewalk maintenance	25%	27%	Similar	Lower	Lower
	Traffic signal timing	37%	44%	Similar	Similar	Similar
	Bus or transit services	53%	55%	Similar	Similar	Similar
	Garbage collection	81%	75%	Similar	Similar	Similar
Natural Environment	Recycling	66%	55%	Lower	Similar	Lower
	Yard waste pick-up	72%	66%	Similar	Similar	Similar
	Drinking water	46%	51%	Similar	Lower	Lower
	Natural areas preservation	34%	41%	Similar	Lower	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good)		2015 rating compared to 2014	Comparison to benchmark	
		2014	2015		2014	2015
	Open space	33%	37%	Similar	Much lower	Lower
	Storm drainage	42%	58%	Higher	Lower	Similar
	Sewer services	55%	66%	Higher	Lower	Similar
	Power utility	62%	70%	Higher	Similar	Similar
	Utility billing	52%	61%	Higher	Lower	Similar
	Land use, planning and zoning	24%	37%	Higher	Lower	Similar
	Code enforcement	25%	34%	Higher	Lower	Similar
Built Environment	Cable television	30%	34%	Similar	Lower	Lower
Economy	Economic development	24%	40%	Higher	Lower	Similar
	City parks	57%	65%	Similar	Lower	Similar
	Recreation programs	50%	65%	Higher	Lower	Similar
Recreation and Wellness	Recreation centers	55%	60%	Similar	Lower	Similar
	Health services	62%	70%	Similar	Similar	Similar
Education and Enrichment	Special events	40%	48%	Higher	Lower	Lower
	Public libraries	82%	78%	Similar	Similar	Similar
Community Engagement	Public information	53%	59%	Similar	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2014	Comparison to benchmark	
	2014	2015		2014	2015
Sense of community	31%	32%	Similar	Much lower	Lower
Recommend Peoria	53%	63%	Higher	Much lower	Much lower
Remain in Peoria	75%	72%	Similar	Similar	Lower
Contacted Peoria employees	44%	27%	Lower	Similar	Much lower

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2014	Comparison to benchmark	
		2014	2015		2014	2015
	Stocked supplies for an emergency	47%	37%	Lower	Similar	Similar
	Did NOT report a crime	71%	76%	Similar	Similar	Similar
Safety	Was NOT the victim of a crime	85%	87%	Higher	Similar	Similar
	Used public transportation instead of driving	19%	20%	Similar	Similar	Similar
	Carpooled instead of driving alone	47%	45%	Similar	Similar	Similar
Mobility	Walked or biked instead of driving	47%	51%	Similar	Similar	Similar
	Conserved water	71%	70%	Similar	Lower	Lower
	Made home more energy efficient	80%	76%	Similar	Similar	Similar
Natural Environment	Recycled at home	70%	62%	Lower	Lower	Much lower
	Did NOT observe a code violation	37%	53%	Higher	Lower	Similar
Built Environment	NOT under housing cost stress	32%	74%	Higher	Similar	Similar
Economy	Purchased goods or services in Peoria	99%	94%	Similar	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2014	Comparison to benchmark	
		2014	2015		2014	2015
	Economy will have positive impact on income	19%	17%	Similar	Similar	Similar
	Work in Peoria	58%	55%	Similar	Higher	Higher
Recreation and Wellness	Used Peoria recreation centers	66%	69%	Similar	Similar	Higher
	Visited a City park	80%	83%	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	82%	79%	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	86%	84%	Similar	Similar	Similar
	In very good to excellent health	55%	53%	Similar	Similar	Similar
	Used Peoria public libraries	69%	63%	Similar	Similar	Similar
Education and Enrichment	Participated in religious or spiritual activities	63%	56%	Similar	Higher	Similar
	Attended a City-sponsored event	46%	47%	Similar	Similar	Similar
	Campaigned for an issue, cause or candidate	22%	24%	Similar	Similar	Similar
Community Engagement	Contacted Peoria elected officials	23%	18%	Similar	Similar	Similar
	Volunteered	54%	52%	Similar	Higher	Similar
	Participated in a club	39%	42%	Similar	Similar	Higher
	Talked to or visited with neighbors	85%	91%	Similar	Similar	Similar
	Done a favor for a neighbor	85%	84%	Similar	Similar	Similar
	Attended a local public meeting	25%	16%	Lower	Similar	Similar
	Watched a local public meeting	43%	37%	Similar	Similar	Similar
	Read or watched local news	90%	84%	Similar	Similar	Similar
	Voted in local elections	78%	71%	Similar	Similar	Similar

THE NCSTM
The National Citizen SurveyTM

Peoria, IL

Comparisons by Demographic Subgroups
2015



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by age, sex, race/ethnicity, housing unit type (detached or attached) and housing tenure (rent or own).

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

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (357 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Younger Peoria residents (age 18-34) tended to give less positive ratings to general community livability measures, such as overall image of the City, Peoria as a place to live and to retire, as well as the overall appearance of the City.
- Respondents over the age of 34 were more likely to give excellent or good ratings to ease of travel by public transportation, bicycle and walking and the availability of paths and walking trails than their younger counterparts.
- Individuals who are between the ages of 18-34, those who identify as Hispanic and/or another race, and live in rented housing gave less positive scores to the variety of housing options in Peoria than other residents.
- Within the pillar of Community Characteristics in the facet of Economy, residents who are over the age of 35, male, not Hispanic and who own their own homes were more likely to rate the cost of living in Peoria positively.
- Survey respondents who are Hispanic or another race, live in attached housing and rent their residences gave more excellent or good ratings to K-12 education than other Peoria citizens.
- Individuals who are younger were more likely to give lower ratings to the general measures of Peoria Governance, including the City of Peoria, the overall direction the government is taking, the job the City does at welcoming citizen involvement and overall confidence in Peoria government. These individuals were also more likely to give low levels of satisfaction to the Federal Government.
- Older residents (over 55) tended to give more excellent or good ratings to fire services, ambulance or EMS services and fire prevention and education than their younger counterparts.
- Peoria respondents that are 35 and older and living in attached housing reported they were more likely to remain in Peoria for the next five years.
- Citizens who are younger (under the age of 35), those that are white, live in detached housing and own their own homes indicated they did not utilize public transportation as much as other residents.
- Within the pillar of Participation, residents that are younger, live in attached housing, and rent their homes were less likely to give positive ratings to aspects of Community Engagement than their counterparts.
- Regarding the budget shortfall, Peoria respondents between the ages of 35 and 54, male, live in attached housing and rent their residences were more likely to support some kind of tax increase to maintain or increase service delivery.

Table 4: Community Characteristics - Natural Environment

	Age			Sex		Race/ethnicity			Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Race/ethnicity		Detached	Attached	Rent	Own
							Hispanic and/or other race	Hispanic and/or other race				
Percent rating positively (e.g., excellent/good, very/somewhat safe)	46%	52%	58%	47%	58%	55%	48%	48%	55%	49%	46%	56%
Quality of overall natural environment in Peoria	42%	52%	47%	44%	51%	52%	40%	40%	49%	45%	38%	55%
Air quality	32%	50%	39%	36%	44%	36%	47%	47%	38%	40%	37%	42%
Cleanliness of Peoria												40%

Table 5: Community Characteristics - Built Environment

	Age			Sex		Race/ethnicity			Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Race/ethnicity		Detached	Attached	Rent	Own
							Hispanic and/or other race	Hispanic and/or other race				
Percent rating positively (e.g., excellent/good, very/somewhat safe)	34%	43%	46%	36%	46%	43%	38%	38%	38%	42%	45%	37%
Overall "built environment" of Peoria (including overall design, buildings, parks and transportation systems)	36%	40%	58%	44%	45%	47%	43%	41%	41%	47%	43%	47%
Public places where people want to spend time	36%	44%	53%	47%	41%	50%	34%	39%	39%	47%	38%	49%
Variety of housing options	38%	48%	55%	49%	43%	49%	41%	42%	42%	48%	43%	49%
Availability of affordable quality housing	45%	50%	52%	52%	45%	49%	50%	42%	42%	53%	49%	48%
Overall quality of new development in Peoria												49%

Table 6: Community Characteristics - Economy

	Age			Sex		Race/ethnicity			Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Race/ethnicity		Detached	Attached	Rent	Own
							Hispanic and/or other race	Hispanic and/or other race				
Percent rating positively (e.g., excellent/good, very/somewhat safe)	31%	43%	39%	32%	44%	39%	38%	33%	40%	40%	40%	36%
Overall economic health of Peoria	67%	60%	60%	56%	71%	69%	53%	57%	65%	61%	61%	63%
Peoria as a place to work	31%	39%	49%	34%	44%	40%	41%	37%	41%	36%	42%	40%
Peoria as a place to visit	39%	35%	38%	37%	39%	41%	33%	37%	37%	37%	37%	38%
Employment opportunities	48%	52%	67%	51%	62%	61%	48%	61%	53%	53%	53%	58%
Shopping opportunities	38%	55%	42%	37%	53%	51%	32%	43%	45%	38%	49%	45%
Cost of living in Peoria												
Overall quality of business and service establishments in Peoria	48%	58%	61%	55%	57%	58%	53%	50%	60%	60%	52%	59%
Vibrant downtown/commercial area	25%	32%	30%	34%	23%	26%	34%	22%	33%	33%	37%	23%
												29%

Table 7: Community Characteristics - Recreation and Wellness

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own
	65%	65%	76%	65%	74%	76%	57%	71%	68%	62%	74%
Percent rating positively (e.g., excellent/good, very/somewhat safe)	45%	50%	68%	54%	55%	61%	42%	52%	55%	46%	60%
Health and wellness opportunities in Peoria and paths or trails, etc.)	49%	45%	65%	50%	58%	53%	55%	47%	57%	54%	53%
Recreational opportunities	73%	60%	72%	66%	72%	76%	57%	63%	72%	66%	71%
Availability of affordable quality food	68%	74%	77%	66%	82%	81%	61%	73%	73%	70%	75%
Availability of affordable quality health care	66%	63%	68%	59%	74%	78%	46%	65%	66%	64%	67%
Availability of preventive health services	59%	40%	48%	39%	59%	51%	42%	32%	56%	60%	39%
Availability of affordable quality mental health care											
Overall											69%

Table 8: Community Characteristics - Education and Enrichment

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own
	54%	54%	58%	52%	59%	57%	53%	48%	59%	57%	53%
Percent rating positively (e.g., excellent/good, very/somewhat safe)	49%	48%	52%	47%	52%	48%	52%	40%	56%	59%	43%
Overall opportunities for education and enrichment	33%	27%	36%	29%	35%	20%	51%	21%	39%	47%	22%
Availability of affordable quality child care/preschool	56%	50%	65%	58%	57%	60%	55%	46%	63%	59%	56%
K-12 education	62%	54%	67%	59%	64%	67%	51%	52%	67%	58%	63%
Adult educational opportunities											
Opportunities to attend cultural/arts/music activities	74%	66%	80%	70%	79%	77%	69%	74%	74%	73%	74%
Opportunities to participate in religious or spiritual events and activities											
Overall											56%
											50%
											32%
											58%
											62%
											74%

Table 9: Community Characteristics - Community Engagement

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own
Percent rating positively (e.g., excellent/good, very/somewhat safe)	37%	39%	34%	50%	52%	56%	40%	49%	52%	41%	58%
Opportunities to participate in social events and activities	37%	50%	64%	50%	52%	56%	40%	49%	52%	41%	58%
Opportunities to volunteer	39%	66%	82%	62%	65%	70%	49%	66%	61%	52%	71%
Opportunities to participate in community matters	34%	48%	63%	48%	52%	50%	50%	45%	52%	49%	50%
Openness and acceptance of the community toward people of diverse backgrounds	42%	42%	46%	40%	46%	43%	46%	35%	48%	45%	42%
Neighborhoodness of residents in Peoria	27%	48%	43%	31%	48%	41%	36%	35%	41%	38%	40%

Table 10: Governance - General

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own
Percent rating positively (e.g., excellent/good)	37%	52%	59%	41%	59%	53%	46%	48%	50%	46%	53%
The City of Peoria	21%	27%	41%	26%	34%	31%	30%	22%	35%	28%	31%
The value of services for the taxes paid to Peoria	24%	41%	39%	34%	38%	36%	34%	30%	38%	33%	37%
The overall direction that Peoria is taking	17%	35%	36%	28%	32%	28%	31%	22%	34%	27%	31%
The job Peoria government does at welcoming citizen involvement	11%	35%	30%	21%	32%	26%	28%	22%	29%	28%	26%
Overall confidence in Peoria government	28%	40%	34%	26%	44%	36%	30%	29%	38%	37%	32%
Generally acting in the best interest of the community	26%	42%	30%	25%	43%	34%	32%	27%	36%	36%	30%
Being honest	27%	41%	28%	23%	43%	31%	34%	26%	36%	38%	28%
Treating all residents fairly	47%	52%	58%	51%	55%	59%	42%	54%	52%	45%	59%
Overall customer service by Peoria employees (police, receptionists, planners, etc.)	17%	42%	33%	27%	36%	25%	42%	30%	31%	31%	31%
The Federal Government											

Table 11: Governance - Safety

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own
Percent rating positively (e.g., excellent/good)	65%	61%	76%	63%	71%	70%	61%	65%	68%	69%	66%
Police services	84%	76%	92%	83%	85%	89%	74%	86%	83%	83%	85%
Fire services	80%	69%	92%	78%	84%	89%	66%	81%	81%	78%	83%
Ambulance or emergency medical services	37%	40%	41%	35%	45%	41%	38%	33%	43%	42%	38%
Crime prevention											

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure		
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	
												Overall
Percent rating positively (e.g., excellent/good)	42%	48%	74%	50%	62%	63%	45%	56%	56%	48%	61%	56%
Fire prevention and education	64%	48%	54%	54%	54%	53%	58%	53%	55%	60%	50%	55%
Animal control												
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	45%	54%	56%	46%	60%	52%	53%	50%	54%	59%	48%	53%

Table 12: Governance - Mobility

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure		
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	
												Overall
Percent rating positively (e.g., excellent/good)	37%	48%	49%	42%	49%	45%	46%	45%	43%	42%	47%	45%
Traffic enforcement	8%	16%	10%	14%	10%	11%	15%	8%	14%	17%	8%	13%
Street repair	21%	29%	29%	23%	29%	24%	28%	25%	25%	28%	24%	26%
Street cleaning	28%	52%	48%	42%	48%	47%	41%	39%	48%	44%	46%	44%
Snow removal	42%	46%	57%	46%	57%	51%	51%	40%	57%	51%	50%	50%
Sidewalk maintenance	18%	36%	27%	25%	29%	22%	36%	20%	30%	28%	26%	27%
Traffic signal timing	42%	47%	44%	44%	45%	41%	52%	40%	47%	48%	42%	44%
Bus or transit services	45%	51%	66%	60%	49%	56%	53%	44%	59%	58%	51%	55%

Table 13: Governance - Natural Environment

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure		
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	
												Overall
Percent rating positively (e.g., excellent/good)	71%	69%	85%	75%	75%	80%	65%	78%	73%	68%	80%	75%
Garbage collection	52%	47%	66%	57%	52%	58%	50%	57%	54%	52%	57%	55%
Recycling	71%	59%	68%	64%	69%	74%	54%	69%	62%	57%	69%	66%
Yard waste pick-up	41%	45%	66%	47%	55%	52%	48%	51%	50%	43%	56%	51%
Drinking water												
Preservation of natural areas such as open space, farmlands and greenbelts	40%	46%	36%	41%	41%	37%	51%	32%	46%	51%	35%	41%
Peoria open space	34%	45%	33%	41%	32%	36%	39%	32%	39%	37%	37%	37%

Table 14: Governance - Built Environment

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure		
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	
												Overall
Percent rating positively (e.g., excellent/good)	65%	59%	51%	55%	61%	59%	57%	55%	60%	60%	56%	58%
Storm drainage	69%	59%	68%	56%	74%	68%	61%	65%	66%	62%	67%	66%
Sewer services	70%	64%	77%	59%	83%	77%	60%	72%	69%	67%	73%	70%
Power (electric and/or gas) utility	59%	56%	68%	57%	65%	70%	47%	58%	63%	53%	66%	61%
Utility billing	31%	44%	33%	36%	36%	31%	50%	30%	40%	44%	31%	37%
Land use, planning and zoning												
Code enforcement (weeds, abandoned buildings, etc.)	33%	36%	31%	31%	33%	28%	43%	24%	39%	44%	25%	34%
Cable television	28%	35%	36%	38%	28%	29%	41%	26%	38%	41%	29%	34%

Table 15: Governance - Economy

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure		
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	
												Overall
Percent rating positively (e.g., excellent/good)	37%	31%	49%	40%	38%	37%	45%	30%	45%	42%	37%	40%
Economic development												

Table 16: Governance - Recreation and Wellness

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure		
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	
												Overall
Percent rating positively (e.g., excellent/good)	61%	63%	69%	64%	65%	68%	61%	60%	68%	59%	68%	65%
City parks	69%	55%	69%	69%	59%	68%	61%	53%	74%	63%	66%	65%
Recreation programs or classes	64%	53%	60%	59%	62%	62%	55%	54%	62%	59%	59%	60%
Recreation centers or facilities	68%	62%	77%	67%	72%	76%	56%	69%	70%	62%	75%	70%
Health services												

Table 17: Governance - Education and Enrichment

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own
	84%	69%	80%	80%	74%	81%	73%	74%	79%	77%	77%
Percent rating positively (e.g., excellent/good)	45%	48%	49%	44%	51%	45%	53%	39%	53%	54%	44%
Public library services											
City-sponsored special events											
Overall											78%
											48%

Table 18: Governance - Community Engagement

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own
	60%	54%	60%	50%	67%	54%	69%	53%	61%	64%	53%
Percent rating positively (e.g., excellent/good)											
Public information services											
Overall											59%

Table 19: Participation General

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own
	15%	36%	44%	30%	33%	30%	36%	34%	29%	24%	36%
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	60% <td>61% <td>69% <td>59% <td>69% <td>68% <td>56% <td>58% <td>66% <td>63% <td>63% </td></td></td></td></td></td></td></td></td></td>	61% <td>69% <td>59% <td>69% <td>68% <td>56% <td>58% <td>66% <td>63% <td>63% </td></td></td></td></td></td></td></td></td>	69% <td>59% <td>69% <td>68% <td>56% <td>58% <td>66% <td>63% <td>63% </td></td></td></td></td></td></td></td>	59% <td>69% <td>68% <td>56% <td>58% <td>66% <td>63% <td>63% </td></td></td></td></td></td></td>	69% <td>68% <td>56% <td>58% <td>66% <td>63% <td>63% </td></td></td></td></td></td>	68% <td>56% <td>58% <td>66% <td>63% <td>63% </td></td></td></td></td>	56% <td>58% <td>66% <td>63% <td>63% </td></td></td></td>	58% <td>66% <td>63% <td>63% </td></td></td>	66% <td>63% <td>63% </td></td>	63% <td>63% </td>	63%
Sense of community	57% <td>78% <td>82% <td>70% <td>75% <td>74% <td>68% <td>64% <td>76% <td>72% <td>73% </td></td></td></td></td></td></td></td></td></td>	78% <td>82% <td>70% <td>75% <td>74% <td>68% <td>64% <td>76% <td>72% <td>73% </td></td></td></td></td></td></td></td></td>	82% <td>70% <td>75% <td>74% <td>68% <td>64% <td>76% <td>72% <td>73% </td></td></td></td></td></td></td></td>	70% <td>75% <td>74% <td>68% <td>64% <td>76% <td>72% <td>73% </td></td></td></td></td></td></td>	75% <td>74% <td>68% <td>64% <td>76% <td>72% <td>73% </td></td></td></td></td></td>	74% <td>68% <td>64% <td>76% <td>72% <td>73% </td></td></td></td></td>	68% <td>64% <td>76% <td>72% <td>73% </td></td></td></td>	64% <td>76% <td>72% <td>73% </td></td></td>	76% <td>72% <td>73% </td></td>	72% <td>73% </td>	73%
Recommend living in Peoria to someone who asks											
Remain in Peoria for the next five years											
Contacted the City of Peoria (in-person, phone, email or web) for help or information	17% <td>31% <td>32% <td>22% <td>32% <td>29% <td>22% <td>40% <td>18% <td>18% <td>33% </td></td></td></td></td></td></td></td></td></td>	31% <td>32% <td>22% <td>32% <td>29% <td>22% <td>40% <td>18% <td>18% <td>33% </td></td></td></td></td></td></td></td></td>	32% <td>22% <td>32% <td>29% <td>22% <td>40% <td>18% <td>18% <td>33% </td></td></td></td></td></td></td></td>	22% <td>32% <td>29% <td>22% <td>40% <td>18% <td>18% <td>33% </td></td></td></td></td></td></td>	32% <td>29% <td>22% <td>40% <td>18% <td>18% <td>33% </td></td></td></td></td></td>	29% <td>22% <td>40% <td>18% <td>18% <td>33% </td></td></td></td></td>	22% <td>40% <td>18% <td>18% <td>33% </td></td></td></td>	40% <td>18% <td>18% <td>33% </td></td></td>	18% <td>18% <td>33% </td></td>	18% <td>33% </td>	33%
Overall											27%

Table 20: Participation - Safety

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own
	91%	83%	88%	87%	88%	85%	92%	83%	90%	87%	87%
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	78% <td>77% <td>74% <td>74% <td>81% <td>81% <td>70% <td>68% <td>81% <td>80% <td>75% </td></td></td></td></td></td></td></td></td></td>	77% <td>74% <td>74% <td>81% <td>81% <td>70% <td>68% <td>81% <td>80% <td>75% </td></td></td></td></td></td></td></td></td>	74% <td>74% <td>81% <td>81% <td>70% <td>68% <td>81% <td>80% <td>75% </td></td></td></td></td></td></td></td>	74% <td>81% <td>81% <td>70% <td>68% <td>81% <td>80% <td>75% </td></td></td></td></td></td></td>	81% <td>81% <td>70% <td>68% <td>81% <td>80% <td>75% </td></td></td></td></td></td>	81% <td>70% <td>68% <td>81% <td>80% <td>75% </td></td></td></td></td>	70% <td>68% <td>81% <td>80% <td>75% </td></td></td></td>	68% <td>81% <td>80% <td>75% </td></td></td>	81% <td>80% <td>75% </td></td>	80% <td>75% </td>	75%
Was NOT the victim of a crime	27% <td>52% <td>32% <td>34% <td>41% <td>36% <td>38% <td>38% <td>37% <td>41% <td>33% </td></td></td></td></td></td></td></td></td></td>	52% <td>32% <td>34% <td>41% <td>36% <td>38% <td>38% <td>37% <td>41% <td>33% </td></td></td></td></td></td></td></td></td>	32% <td>34% <td>41% <td>36% <td>38% <td>38% <td>37% <td>41% <td>33% </td></td></td></td></td></td></td></td>	34% <td>41% <td>36% <td>38% <td>38% <td>37% <td>41% <td>33% </td></td></td></td></td></td></td>	41% <td>36% <td>38% <td>38% <td>37% <td>41% <td>33% </td></td></td></td></td></td>	36% <td>38% <td>38% <td>37% <td>41% <td>33% </td></td></td></td></td>	38% <td>38% <td>37% <td>41% <td>33% </td></td></td></td>	38% <td>37% <td>41% <td>33% </td></td></td>	37% <td>41% <td>33% </td></td>	41% <td>33% </td>	33%
Did NOT report a crime											
Stocked supplies in preparation for an emergency											
Overall											37%

Table 21: Participation - Mobility

	Age			Sex		Race/ethnicity			Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	Overall
	Percent rating positively (e.g., always/sometimes, more than once a month, yes)	58%	53%	41%	50%	52%	45%	58%	44%	54%	61%	42%
Walked or biked instead of driving	66%	35%	34%	51%	38%	46%	43%	40%	48%	53%	39%	45%
Carpooled with other adults or children instead of driving alone	12%	26%	24%	17%	24%	13%	33%	11%	26%	31%	12%	20%
Used bus, rail, subway or other public transportation instead of driving												

Table 22: Participation - Natural Environment

	Age			Sex		Race/ethnicity			Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	Overall
	Percent rating positively (e.g., always/sometimes, more than once a month, yes)	63%	57%	64%	58%	66%	65%	54%	70%	57%	56%	66%
Recycle at home	78%	70%	79%	75%	76%	72%	81%	85%	70%	73%	77%	76%
Made efforts to make your home more energy efficient	77%	62%	71%	72%	67%	63%	81%	74%	67%	71%	69%	70%
Made efforts to conserve water												

Table 23: Participation - Built Environment

	Age			Sex		Race/ethnicity			Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	Overall
	Percent rating positively (e.g., always/sometimes, more than once a month, yes)	77%	76%	68%	67%	82%	84%	58%	80%	71%	64%	83%
NOT under housing cost stress	64%	49%	46%	52%	54%	54%	52%	39%	61%	58%	49%	53%
Did NOT observe a code violation												

Table 24: Participation - Economy

	Age			Sex		Race/ethnicity			Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	Overall
	Percent rating positively (e.g., always/sometimes, more than once a month, yes)	97%	89%	96%	98%	91%	97%	88%	97%	92%	89%	98%
Purchase goods or services from a business located in Peoria	8%	26%	19%	14%	22%	16%	20%	22%	15%	14%	20%	17%
Economy will have positive impact on income	63%	68%	30%	55%	57%	52%	58%	58%	53%	58%	52%	55%
Work in Peoria												

Table 25: Participation - Recreation and Wellness

	Age			Sex		Race/ethnicity			Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	Overall
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	78%	64%	64%	70%	68%	71%	65%	69%	68%	69%	69%	69%
Used Peoria recreation centers or their services	97%	85%	64%	81%	85%	83%	83%	82%	83%	86%	80%	83%
Visited a neighborhood park or City park	77%	73%	86%	79%	77%	80%	77%	83%	77%	70%	86%	79%
Eat at least 5 portions of fruits and vegetables a day	95%	77%	81%	87%	81%	85%	82%	84%	85%	86%	83%	84%
Participate in moderate or vigorous physical activity	60%	51%	49%	47%	61%	55%	48%	59%	50%	49%	56%	53%
Reported being in "very good" or "excellent" health												

Table 26: Participation - Education and Enrichment

	Age			Sex		Race/ethnicity			Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	Overall
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	53%	71%	65%	69%	57%	60%	69%	64%	63%	59%	67%	63%
Used Peoria public libraries or their services	39%	61%	67%	58%	52%	56%	55%	65%	50%	42%	67%	56%
Participated in religious or spiritual activities in Peoria	43%	54%	45%	47%	46%	50%	41%	51%	44%	38%	54%	47%
Attended a City-sponsored event												

Table 27: Participation - Community Engagement

	Age			Sex		Race/ethnicity			Housing unit type		Housing tenure	
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	Overall
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	10%	27%	33%	20%	28%	25%	20%	27%	21%	15%	29%	24%
Campaigned or advocated for an issue, cause or candidate	12%	17%	26%	15%	22%	20%	15%	24%	15%	13%	22%	18%
Contacted Peoria elected officials (in-person, phone, email or web) to express your opinion	56%	52%	49%	51%	54%	54%	49%	54%	51%	55%	51%	52%
Volunteered your time to some group/activity in Peoria	33%	47%	47%	43%	39%	41%	44%	42%	42%	36%	47%	42%
Participated in a club	94%	87%	91%	90%	91%	94%	87%	98%	87%	86%	95%	91%
Talked to or visited with your immediate neighbors	79%	83%	89%	82%	86%	85%	82%	92%	79%	79%	88%	84%
Done a favor for a neighbor	10%	15%	22%	15%	17%	14%	16%	27%	9%	8%	21%	16%
Attended a local public meeting	22%	41%	47%	41%	32%	28%	51%	39%	35%	41%	33%	37%
Watched (online or on television) a local public meeting												
Read or watch local news (via television, paper, computer, etc.)	86%	74%	92%	84%	84%	88%	77%	89%	81%	75%	91%	84%
Vote in local elections	57%	67%	88%	70%	71%	79%	58%	81%	65%	53%	85%	71%

Table 28: Community Focus Areas

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure		
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	
	89%	83%	97%	91%	90%	96%	78%	93%	88%	83%	96%	
Percent rating positively (e.g., essential/very important)												Overall
Overall feeling of safety in Peoria	71%	66%	72%	72%	68%	68%	71%	65%	72%	77%	64%	70%
Overall ease of getting to the places you usually have to visit	82%	69%	72%	74%	75%	75%	73%	76%	73%	75%	75%	75%
Quality of overall natural environment in Peoria	78%	70%	68%	73%	72%	73%	69%	74%	71%	69%	75%	72%
Overall "built environment" of Peoria (including overall design, buildings, parks and transportation systems)	72%	78%	84%	83%	73%	78%	78%	74%	80%	78%	78%	78%
Health and wellness opportunities in Peoria	86%	67%	85%	90%	68%	75%	85%	84%	77%	77%	82%	80%
Overall opportunities for education and enrichment	89%	82%	91%	90%	84%	90%	82%	94%	83%	83%	91%	87%
Overall economic health of Peoria	69%	70%	77%	79%	65%	73%	70%	82%	66%	68%	76%	73%
Sense of community												

Table 29: Question 14

	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure		
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	
	18%	33%	15%	15%	29%	20%	28%	12%	27%	34%	13%	
Percent rating "increase taxes 11.5 million and maintain" or "increase taxes 15 million and increase service"												Overall
City budget shortfall management												22%

Table 30: Question 15

If the City were to increase taxes or fees to address the City's budget shortfall and unmet infrastructure needs (roads, sidewalks, sewers and drainage systems), please indicate how much you support or oppose the City increasing taxes or fees for each of the following: (Percent rating as "strongly support" or "somewhat support").	Age			Sex		Race/ethnicity		Housing unit type		Housing tenure		
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own	
	38%	42%	33%	30%	45%	40%	34%	25%	46%	49%	29%	
	31%	47%	53%	47%	46%	49%	42%	45%	46%	44%	48%	
Property tax	31%	52%	43%	36%	48%	48%	31%	43%	40%	39%	44%	42%
Sales tax	53%	55%	38%	49%	48%	51%	46%	43%	52%	54%	45%	48%
Motor fuel tax	55%	56%	38%	49%	47%	53%	44%	45%	51%	56%	44%	49%
Sewer fee												
Stormwater utility fee (including tax-exempt entities)												

Table 31: Question 16

Please indicate how you would adjust current funding for the following services: (Percent rating as "large increase" or "slight increase").	Age		Sex		Race/ethnicity		Housing unit type		Housing tenure	
	18-34	35-54	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Detached	Attached	Rent	Own
Crime prevention	59%	49%	57%	56%	61%	48%	56%	57%	56%	57%
Police response	35%	38%	50%	36%	47%	39%	48%	42%	40%	47%
Fire prevention	16%	30%	30%	26%	23%	36%	30%	27%	27%	28%
Fire response	21%	31%	37%	24%	30%	33%	34%	29%	27%	34%
Road maintenance	62%	67%	62%	72%	71%	59%	74%	61%	59%	72%
Sidewalk services	39%	41%	40%	39%	39%	42%	42%	38%	42%	37%
Snow removal	34%	36%	38%	26%	28%	40%	36%	30%	37%	29%
Trash collection service	8%	25%	19%	11%	9%	26%	11%	18%	22%	10%
Code enforcement services	19%	31%	33%	18%	23%	31%	22%	28%	29%	24%
Neighborhood revitalization	39%	41%	40%	35%	38%	38%	37%	37%	43%	32%
Library services	9%	30%	18%	17%	11%	27%	13%	20%	23%	12%
Economic development services	29%	37%	35%	27%	26%	41%	31%	32%	36%	26%
										31%

THE NCSTM
The National Citizen SurveyTM

Peoria, IL

Comparisons by Geographic Subgroups
2015



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Summary

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

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

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (357 completed surveys). For each district (Council Districts 1, 2, 3, 4 and 5), the margin of error rises to approximately plus or minus 21 percentage points since sample sizes were approximately 44 for District 1, 47 for District 2, 83 for District 3, 85 for District 4 and 98 for District 5. Notable differences between districts included the following:

- Within the pillar of Community Characteristics, residents from Districts 1 and 2 tended to give lower ratings to the General livability of Peoria than other residents.
 - Respondents in District 2 reported feeling less safe overall than residents from other districts.
 - Residents in District 5 tended to give higher ratings to Natural Environment, including air quality and cleanliness, than their counterparts.
 - When differences were found, residents who lived in District 3 tended to give higher ratings for aspects of Recreation and Wellness, such as health and wellness opportunities in Peoria, fitness opportunities and availability of affordable quality food, than other respondents.
- Within the pillar of Governance, survey respondents from District 4 tended to give less positive ratings to the value of services for taxes paid, overall confidence in Peoria government, the City generally acting in the best interest of the community, being honest and treating all residents fairly than residents from other districts.
 - District 2 residents gave fewer excellent or good ratings to garbage collection while most residents from District 5 rated that service highly.
- Differences in the pillar of Participation were also noted. More residents in District 3 gave positive ratings to sense of community and were more likely to recommend living in Peoria than other citizens.
 - Individuals living in District 1 were more likely to report using public transportation instead of driving than other respondents. These residents were also more likely to have made efforts to make their homes more energy efficient.
 - Peoria residents from District 1 tended to have more optimism about the effect the economy will have on their income than residents from Districts 2, 4 and 5.
 - District 4 respondents tended to place less importance on the overall opportunities for education and enrichment and the overall economic health of Peoria as priorities for the City than individuals living in other areas.
- When asked about solutions to the budget shortfall, residents from District 1 indicated they would be more supportive of a property tax and of a motor fuel tax than those from other districts.
- For a majority of items, residents from District 1 tended to be more likely to prefer increasing the current funding for services, including fire prevention, fire response, sidewalk services, trash collection, neighborhood revitalization, library services and economic development services.

Table 1: Community Characteristics - General

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	37%	56%	60%	57%	62%	55%
The overall quality of life in Peoria	30%	28%	38%	35%	40%	35%
Overall image or reputation of Peoria	47%	51%	70%	55%	66%	58%
Peoria as a place to live	42%	59%	73%	72%	83%	68%
Your neighborhood as a place to live	37%	25%	54%	52%	59%	47%
Peoria as a place to raise children	36%	46%	39%	22%	39%	36%
Peoria as a place to retire	37%	32%	59%	36%	50%	42%
Overall appearance of Peoria						

Table 1: Community Characteristics - Safety

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	40%	21%	41%	39%	57%	40%
Overall feeling of safety in Peoria	67%	73%	86%	92%	94%	84%
In your neighborhood during the day	65%	68%	82%	70%	77%	72%
In Peoria's downtown/commercial Area during the day						

Table 2: Community Characteristics - Mobility

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	60%	65%	82%	72%	89%	75%
Overall ease of getting to the places you usually have to visit	55%	42%	75%	51%	74%	59%
Traffic flow on major streets	46%	46%	52%	42%	54%	48%
Ease of public parking	63%	63%	72%	65%	76%	68%
Ease of travel by car in Peoria	59%	35%	51%	47%	31%	45%
Ease of travel by public transportation in Peoria	34%	40%	24%	36%	19%	31%
Ease of travel by bicycle in Peoria	42%	60%	30%	34%	36%	40%
Ease of walking in Peoria	48%	33%	66%	50%	48%	49%
Availability of paths and walking trails						

Table 3: Community Characteristics - Natural Environment

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	49%	42%	59%	51%	58%	52%
Quality of overall natural environment in Peoria	21%	37%	57%	49%	65%	47%
Air quality	31%	26%	49%	35%	56%	40%
Cleanliness of Peoria						

Table 4: Community Characteristics - Built Environment

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	47%	34%	53%	36%	39%	41%
Overall "built environment" of Peoria (including overall design, buildings, parks and transportation systems)	34%	47%	67%	43%	41%	45%
Public places where people want to spend time	37%	43%	55%	45%	43%	44%
Variety of housing options	40%	59%	55%	36%	46%	46%
Availability of affordable quality housing	42%	53%	49%	50%	50%	49%
Overall quality of new development in Peoria						

Table 5: Community Characteristics - Economy

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	36%	44%	43%	26%	45%	38%
Overall economic health of Peoria	50%	61%	62%	60%	73%	62%
Peoria as a place to work	44%	58%	40%	29%	34%	40%
Peoria as a place to visit	29%	41%	48%	28%	46%	38%
Employment opportunities	48%	77%	59%	47%	54%	56%
Shopping opportunities	38%	42%	61%	33%	53%	45%
Cost of living in Peoria	43%	63%	67%	47%	62%	56%
Overall quality of business and service establishments in Peoria	40%	30%	34%	30%	17%	29%
Vibrant downtown/commercial Area						

Table 6: Community Characteristics - Recreation and Wellness

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	55%	54%	81%	71%	80%	69%
Health and wellness opportunities in Peoria	40%	46%	75%	56%	58%	54%
Fitness opportunities (including exercise classes and paths or trails, etc.)	43%	65%	59%	45%	57%	54%
Recreational opportunities	50%	63%	81%	67%	79%	69%
Availability of affordable quality food	62%	64%	77%	72%	85%	73%
Availability of affordable quality health care	55%	60%	77%	63%	73%	66%
Availability of affordable quality mental health care	48%	56%	38%	37%	58%	48%

Table 7: Community Characteristics - Education and Enrichment

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	37%	73%	77%	41%	57%	56%
Overall opportunities for education and enrichment	46%	45%	65%	37%	63%	50%
Availability of affordable quality child care/preschool	36%	44%	45%	23%	25%	32%
K-12 education	48%	62%	64%	53%	64%	58%
Adult educational opportunities	56%	68%	63%	51%	70%	62%
Opportunities to attend cultural/arts/music activities	75%	80%	79%	57%	84%	74%
Opportunities to participate in religious or spiritual events and activities						

Table 8: Community Characteristics - Community Engagement

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	45%	56%	54%	51%	50%	51%
Opportunities to participate in social events and activities	57%	59%	81%	54%	69%	63%
Opportunities to volunteer	48%	56%	57%	40%	52%	50%
Opportunities to participate in community matters	37%	50%	43%	34%	53%	43%
Openness and acceptance of the community toward people of diverse backgrounds	37%	35%	39%	27%	54%	39%
Neighborhoodness of residents in Peoria						

Table 9: Governance - General

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good)	48%	36%	64%	38%	66%	50%
The City of Peoria	34%	38%	32%	16%	38%	30%
The value of services for the taxes paid to Peoria	38%	43%	34%	26%	39%	35%
The overall direction that Peoria is taking	36%	28%	32%	22%	34%	30%
The job Peoria government does at welcoming citizen involvement	33%	29%	31%	13%	34%	27%
Overall confidence in Peoria government	35%	50%	38%	17%	40%	35%
Generally acting in the best interest of the community	30%	32%	42%	20%	44%	33%
Being honest	30%	34%	34%	14%	53%	32%
Treating all residents fairly	41%	51%	58%	52%	60%	53%
Overall customer service by Peoria employees (police, receptionists, planners, etc.)	37%	34%	42%	15%	36%	31%
The Federal Government						

Table 10: Governance - Safety

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good)	53%	71%	80%	50%	86%	68%
Police services	75%	89%	89%	81%	90%	85%
Fire services	71%	91%	92%	72%	84%	81%
Ambulance or emergency medical services	26%	42%	39%	41%	52%	41%
Crime prevention	48%	46%	54%	52%	80%	56%
Fire prevention and education	53%	60%	50%	44%	68%	55%
Animal control						
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	51%	55%	58%	50%	52%	53%

Table 11: Governance - Mobility

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good)	43%	33%	53%	35%	61%	45%
Traffic enforcement	19%	17%	13%	3%	15%	13%
Street repair	23%	38%	34%	13%	27%	26%
Street cleaning	47%	38%	40%	36%	61%	44%
Street lighting	55%	51%	50%	38%	58%	50%
Snow removal						

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good)						
Sidewalk maintenance	20%	30%	30%	20%	35%	27%
Traffic signal timing	31%	43%	57%	36%	55%	44%
Bus or transit services	56%	54%	68%	45%	59%	55%

Table 12: Governance - Natural Environment

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good)						
Garbage collection	70%	59%	74%	73%	91%	75%
Recycling	49%	49%	59%	59%	57%	55%
Yard waste pick-up	42%	63%	71%	64%	83%	66%
Drinking water	41%	49%	51%	58%	54%	51%
Preservation of natural areas such as open space, farmlands and greenbelts	47%	38%	35%	35%	51%	41%
Peoria open space	49%	29%	34%	31%	43%	37%

Table 13: Governance - Built Environment

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good)						
Storm drainage	44%	58%	44%	65%	72%	58%
Sewer services	53%	64%	60%	58%	87%	66%
Power (electric and/or gas) utility	57%	84%	73%	56%	83%	70%
Utility billing	61%	53%	66%	57%	69%	61%
Land use, planning and zoning	40%	30%	40%	38%	37%	37%
Code enforcement (weeds, abandoned buildings, etc.)	35%	43%	30%	20%	43%	34%
Cable television	35%	35%	38%	28%	37%	34%

Table 14: Governance - Economy

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good)						
Economic development	47%	44%	43%	28%	43%	40%

Table 15: Governance - Recreation and Wellness

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good)	57%	69%	68%	59%	71%	65%
City parks	49%	63%	72%	66%	71%	65%
Recreation programs or classes	47%	68%	60%	56%	67%	60%
Recreation centers or facilities	72%	61%	72%	64%	80%	70%
Health services						

Table 16: Governance - Education and Enrichment

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good)	63%	85%	75%	74%	90%	78%
Public library services	50%	47%	45%	45%	55%	48%
City-sponsored special events						

Table 17: Governance - Community Engagement

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., excellent/good)	56%	59%	61%	52%	66%	59%
Public information services						

Table 18: Participation General

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	30%	28%	53%	21%	35%	32%
Sense of community	49%	73%	79%	55%	64%	63%
Recommend living in Peoria to someone who asks	60%	76%	79%	63%	82%	72%
Remain in Peoria for the next five years	32%	26%	35%	18%	26%	27%
Contacted the City of Peoria (in-person, phone, email or web) for help or information						

Table 19: Participation - Safety

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	78%	91%	83%	88%	92%	87%
Was NOT the victim of a crime	59%	75%	70%	86%	82%	76%
Did NOT report a crime	43%	44%	30%	41%	28%	37%
Stocked supplies in preparation for an emergency						

Table 20: Participation - Mobility

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	81%	62%	48%	29%	46%	51%
Walked or biked instead of driving	53%	52%	43%	41%	40%	45%
Carpooled with other adults or children instead of driving alone	46%	28%	17%	10%	10%	20%
Used bus, rail, subway or other public transportation instead of driving						

Table 21: Participation - Natural Environment

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	51%	68%	62%	58%	67%	62%
Recycle at home	90%	68%	76%	81%	68%	76%
Made efforts to make your home more energy efficient	76%	69%	68%	77%	61%	70%
Made efforts to conserve water						

Table 22: Participation - Built Environment

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	70%	59%	71%	83%	81%	74%
NOT under housing cost stress	31%	43%	45%	65%	67%	53%
Did NOT observe a code violation						

Table 23: Participation - Economy

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	89%	91%	97%	96%	96%	94%
Purchase goods or services from a business located in Peoria	31%	13%	22%	14%	13%	17%
Economy will have positive impact on income	43%	51%	54%	57%	64%	55%
Work in Peoria						

Table 24: Participation - Recreation and Wellness

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	73%	67%	68%	65%	70%	69%
Used Peoria recreation centers or their services	77%	91%	83%	76%	87%	83%
Visited a neighborhood park or City park	65%	76%	85%	85%	81%	79%
Eat at least 5 portions of fruits and vegetables a day	82%	84%	81%	83%	90%	84%
Participate in moderate or vigorous physical activity	45%	58%	51%	51%	59%	53%
Reported being in "very good" or "excellent" health						

Table 25: Participation - Education and Enrichment

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	67%	59%	63%	60%	67%	63%
Used Peoria public libraries or their services	41%	48%	63%	65%	58%	56%
Participated in religious or spiritual activities in Peoria	40%	60%	41%	50%	43%	47%
Attended a City-sponsored event						

Table 26: Participation - Community Engagement

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	39%	11%	26%	23%	23%	24%
Campaigned or advocated for an issue, cause or candidate	15%	28%	12%	13%	21%	18%
Contacted Peoria elected officials (in-person, phone, email or web) to express your opinion	42%	64%	47%	58%	48%	52%
Volunteered your time to some group/activity in Peoria	43%	33%	40%	52%	40%	42%
Participated in a club	94%	94%	93%	88%	88%	91%
Talked to or visited with your immediate neighbors	92%	99%	85%	76%	76%	84%
Done a favor for a neighbor	16%	20%	23%	11%	14%	16%
Attended a local public meeting	39%	46%	41%	34%	30%	37%
Watched (online or on television) a local public meeting	86%	82%	89%	82%	84%	84%
Read or watch local news (via television, paper, computer, etc.)	55%	57%	78%	79%	80%	71%
Vote in local elections						

Table 27: Community Focus Areas

	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Percent rating positively (e.g., essential/very important)	87%	86%	89%	87%	98%	90%
Overall feeling of safety in Peoria	71%	71%	62%	73%	70%	70%
Overall ease of getting to the places you usually have to visit	78%	84%	63%	71%	77%	75%
Quality of overall natural environment in Peoria						
Overall "built environment" of Peoria (including overall design, buildings, parks and transportation systems)	77%	71%	66%	76%	70%	72%
Health and wellness opportunities in Peoria	82%	73%	73%	81%	80%	78%
Overall opportunities for education and enrichment	84%	86%	80%	68%	84%	80%
Overall economic health of Peoria	89%	91%	90%	74%	95%	87%
Sense of community	83%	73%	74%	63%	75%	73%

Table 28: Question 14

Percent rating "increase taxes 11.5 million and maintain" or "increase taxes 15 million and increase service delivery"	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
City budget shortfall management	32%	22%	19%	18%	23%	22%

Table 29: Question 15

If the City were to increase taxes or fees to address the City's budget shortfall and unmet infrastructure needs (roads, sidewalks, sewers and drainage systems), please indicate how much you support or oppose the City increasing taxes or fees for each of the following: (Percent rating as "strongly support" or "somewhat support")	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Property tax	66%	33%	27%	31%	37%	38%
Sales tax	50%	44%	54%	40%	47%	46%
Motor fuel tax	60%	42%	39%	33%	43%	42%
Sewer fee	51%	45%	52%	49%	47%	48%
Stormwater utility fee (including tax-exempt entities)	63%	44%	47%	46%	48%	49%

Table 30: Question 16

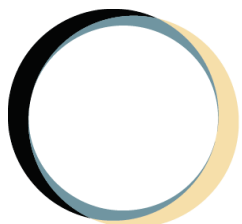
Please indicate how you would adjust current funding for the following services: (Percent rating as "large increase" or "slight increase").	Council District					Overall
	District 1	District 2	District 3	District 4	District 5	
Crime prevention	68%	57%	59%	48%	54%	56%
Police response	48%	44%	49%	41%	42%	44%
Fire prevention	48%	17%	28%	28%	26%	29%
Fire response	46%	17%	39%	32%	29%	32%
Road maintenance	69%	53%	65%	71%	71%	66%
Sidewalk services	58%	46%	38%	29%	34%	40%
Snow removal	38%	31%	29%	34%	31%	33%
Trash collection service	33%	13%	12%	10%	13%	15%
Code enforcement services	35%	24%	24%	30%	20%	26%
Neighborhood revitalization	63%	46%	33%	26%	27%	37%
Library services	36%	16%	18%	9%	13%	17%
Economic development services	61%	25%	28%	24%	26%	31%



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Open Ended Responses
2015



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Contents

Summary	1
Verbatim Responses to Open Ended Question	2

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report includes the verbatim responses to an open ended question included on The NCS 2015 survey for Peoria. Additional reports and the technical appendices are available under separate cover.

Respondents were asked to record their opinions about important issues in the following question:

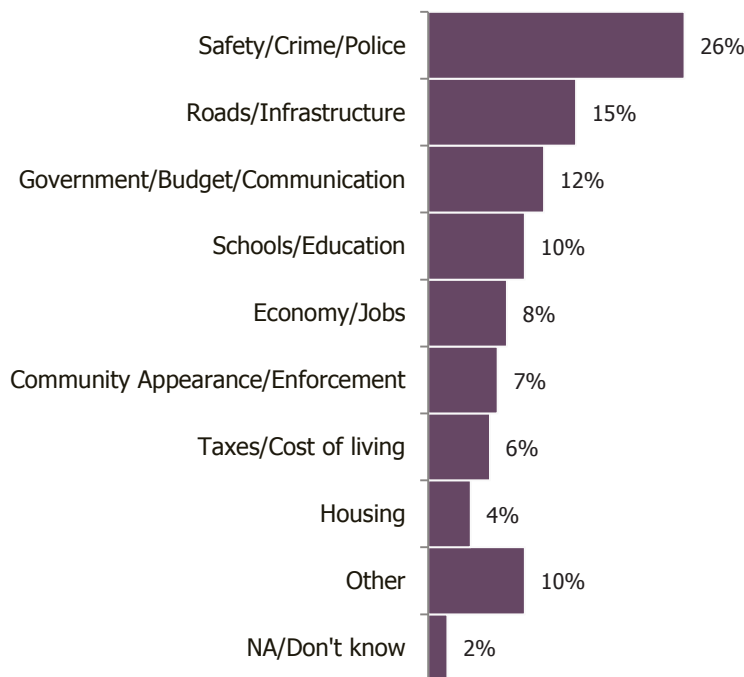
- What is the single most important issue in Peoria that the City Council should address in 2015?

The verbatim responses were categorized by topic area and those topics are reported in the following chart with the percent of responses given in each category. Because some comments from residents covered more than a single topic, those verbatim responses are grouped by the first topic listed in each comment whenever a respondent mentioned more than a single topic.

Results from the open-ended question are best understood by reviewing the frequencies that summarize responses as well as the actual verbatim responses themselves. A total of 357 surveys were completed by Peoria residents; of these, 274 respondents wrote in responses for the open-ended question. The most often cited priorities were related to safety, crime prevention and police services with one-quarter of the respondents who wrote in responses indicated that these would be key issues for the City. About 1 in 10 respondents reported that roads and infrastructure improvements, issues with government, budget and communication, as well as schools and education would also be a top priority. Less than 10% of residents identified the economy, community appearance and enforcement, taxes and cost of living and housing as issues that should be addressed in 2015.

Figure 1: City Priorities

What is the single most important issue in Peoria that the City Council should address in 2015?



Verbatim Responses to Open Ended Question

The following pages contain the respondents' verbatim responses as written or entered on the survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

What is the single most important issue in Peoria that the City Council should address in 2015?

Safety/Crime/Police

- Actually enforcing the hands-free cell phone use law. More people are killed by that than violent crime.
- crime
- Crime
- crime
- crime
- crime
- crime
- crime & home invasion
- Crime & school district.
- crime- adding more persons to the police force.
- Crime and getting justice for the victims of crime
- crime and taxation prevention.
- Crime drug music in care, get people off street, basketball hoops in street. Make landlords responsible for tenants behavior cell phone while driving (cars) in our city. I did my job in military do all yours
- Crime in Peoria, elderly care.
- Crime is always a problem. Help citizens create lasting families. Make recycling free.
- Crime on the south side and east bluff.
- crime prevention
- Crime Prevention
- crime prevention
- crime prevention
- Crime prevention
- Crime prevention, road maintenance are of equal important issue to me.
- Crime prevention.
- Crime prevention.
- Crime prevention. I've been followed by strange men twice this month alone while walking to paws.
- Crime prevention. More police in the high crime area try to get the guns off the street, and stop this senseless killing of young adults and children.
- crime rate
- Crime rate-gangs.
- Crime, crime, crime. How many times does council have to hear it!
- crime, feeling safe at home.
- Crime.
- Crime.
- Crime.
- Crime.
- Crime.
- Crime.
- Crime.
- Crime. It's not safe anywhere day or night. Robbery isn't an occupation.
- Crimes committed by young adults roaming the street at night.
- Drug dealers in nice family neighborhood & people not keeping up rental homes & yards in these homes.
- drugs & crime police abuse schools
- Drugs & gangs.
- Fairness toward all people in Peoria, Peoria has a every prejudice police dept. needs to clean house.
- Gang activity.
- Gang violence and increased safety
- Gangs & cleaning up Peoria
- get rid of the gangs
- Global safety ,(Global) safety and awareness in case of an attack inside city or from out and also awareness of shelters in Peoria (side our city) case of a"SNEAK" attack .Also contact with city T2 lines via mail (garbage fee)
- How police treat Peoria's people
- I admit, I honestly dont know the answers to #14-15-16 what a challenge.. crime.. code enforcement for uncared property getting worse and worse.. My mother on East bluff- 60 yrs.. her home and yard kept clean+ maintained - so many not cared for
- Keeping their older neighborhoods-safe & improved. If all your downtown is surrounded by ghetto & crime ares = No one will come, no matter what you do! I've watched a city chase all their good citizens out of town- just like you are doing now!

- need to address lack of enforcement of cell phone use & texting while driving, Also mini bikes being operated on east bluff street & motor driven cycles not obeying traffic rules
- Need to investigate Police Dept(false arrest) This hinders growth. Stop tearing down people & their names & justice w/ false charge.(Make bad criminal history leads to no employment.!!
- Peoria has a crime problem. Police response is needed. Fire response is needed. What can be reduce. What can't. More jobs is truly important. More fair housing for a low income. I think this town does a good job in services.
- public safety for example: making a safe road for residents and vehicles to get to out of the way public housing like Lexington hill. Pedestrians risk their lives daily when they or their children have to walk the dark narrow road from Sterling Ave that winds and the hill they have to climb with no stairs nor railings to hold on to when making their way to and from home.
- Public safety.
- Safety

Roads/Infrastructure

- Better sidewalk service in winter. Snow removal vehicle plow snow onto sidewalks along busy streets; thus no one can walk on them and must walk on the street.This is dangerous for everyone in winter as road condition could prevent drivers from being able to stop and not hit pedestrians.
- Bike paths.
- core area infrastructure & revitalization
- downtown street construction taking too long! University & main is worst after being finished holds up traffic too long! Thus please fix street & road construction quickly it is a night more trying to get around town.
- fix the roads!
- Fix the roads-too many areas where the roads are horrible-Willow Knolls & Allen!!!
- fixing university street from Nebraska to War Dr
- I want to see a lot roads re-done and empty buildings to become used again.
- Improving roads with a long term vision of initial cost and maintenance.
- Infrastructure & reducing or stop [?] retirement.
- Infrastructure.
- Infrastructure. Our streets are a disgrace! Where does all the money go?Grand view Dr. received a facelift. Other areas are totally ignored. Are taxes fair or is there disparity?
- Infrastructure/crime prevention.
- Infrastructure/roads.
- Invest in infrastructure, and road repair.

- Safety
- Safety
- Safety & infrastructure.
- safety from crime thru out the city day + night make the crime inspired people see the penalties need a large jail so the inmates realize their crime must stop 2nd jail entry is not tolerated
- safety of citizen! lower spending and pay raises for city council! have them take a pay cut! put the shoe on the other foot.
- safety of the people
- Safety.
- Safety.
- Safety/neighborhood education.
- south end crime level as well as city of Peoria in general.
- The people begging on city corners.
- Unsolved violent crimes especially robberies in broad daylight where there is video evidence that identifies the attack.
- Violence in schools.
- violence/crime

- our horrible roads.
- Road improvement, crime and bringing in new businesses.
- (Road maintenance)
- road maintenance
- road maintenance & retirement for cityworkers & teachers
- Road maintenance and/or Crime
- Road maintenance.
- Road maintenance.
- Road maintenance.
- Road repair, Allen Rd, Willow Knolls, etc. Crime in general & vandalism.
- road/street repair!!
- Roads & bridges.
- Roads sidewalks, libraries.
- Roads, crime, taxes, wage, increase Peoria is a horrible place to live, were working and still can't pay the bills.
- Sidewalk because we a way to ride are Ele. wheelchair on.
- sidewalks and some parking lot repairs like the one next to magies cleaners
- Sorry I have more than a single issue road maintenance, sidewalk service, snow removal, crime prevention.
- sounds like the aging infrastructure needs to be addressed

- Streets are in poor repair-visitors comment on this/can tell us how their cities started repairs as they were needed, not after several years of repairs added up to higher costs. We have observed streets crews at work more supervision is needed.
- Streets!
- Terrible roads, bullying in schools.
- The condition of our roads. They are horrible pot holes every where.
- The most important issue to me is sidewalks and bike paths. My list is longer but you asked for single.

- The pot holes in the streets.
- The roads are really bad in the area around Willow Knolls to Allen Rd junction. Last year I had two of my tires blown due to bad and worn out rd. At that day I could have an accident with other cars because of blown out tires (due to bad rd). Plz do something it creates safety issue.
- These street in the area of Peoria need [?].
- Very poor roads to drive on. Its a old city that needs to have whole area's leveled and cleaned. Roads & open area's are dirty.

Government/Budget/Communication

- agree on important issues all city employees must line in city
- Balance the budget wish for future surpluses
- Balance the Budget.
- Balanced budget.
- Balancing the budget
- Budget at what point do you stop taking more money because you cant stop spending it.Learn from our state. The lesson is right before your eyes. Don't let that happen here.
- Budget shortfalls.
- budget we have got to get things under control and it to young hunt for a while
- Continue to make the difficult decisions necessary for a sustainable budget. Promote strong sense of community.
- Corruption within our local district 150 & city government
- cut all unnecessary spending in load gov ; Streamline office procedures no salary increases;no bonuses; No "studies"; No consulting or fees!just do the work-accountability quit replacing lights w/ roundabouts!
- Cut spending more than tax income!
- Deficit.
- Eliminate pay increases & reduce pension increases for city employee's.
- eliminating waste
- Leadership & direction.
- Listen to citizens and keep green area that is now being considered for a housing development by the river what will be done there to prevent flooding?

- No more deficit spending!
- Planning beyond income!
- Poor use of tax dollars, waste.
- quit "investing" in private enterprises- we always loose!! save our parks!
- Quit spending money on riverfront development. Need to focus on safety-bring in more shops, restaurants. East Peoria seems to be so far ahead of us-always-we don't need apartments on the river-our downtown is unsafe at night-Who wants to live downtown??
- reduce money to district 150 and balance the budget
- Reduce spending-balance budget.
- refund own money that you force your lightly project on us!!
- Stabilizing budget for the future.
- staying with in the budget
- Stop thinking that increasing taxes/fees is going to help get the city financially sound. I make less than I did 15 years ago. City employees make way too much! I made 11,500 last year. I made 40,000 in 2000. And I get by ok. I spend as much of my outside of Peoria as possible because of higher taxes and fees!
- Stop wasting money!!
- The Budget.
- Use existing funds more wisely -It is not necessary to raise taxes/fees to do a good job.
- Wasteful non spending, unneeded consultants, more efficient government, fewer bureaucrats.

Schools/Education

- (1) Education.(2) Merge services.
- As a parent would not mind hike in taxes if schools improved. District 150 is in need of improvement not structurally but in academics.
- Dist 150 & community health/wellness.
- Dist 150 success for proper education for all children and crime reduction. Also, neighborhood maintenance.
- District 150.
- education
- education & employment opportunities for youth.
- Education.
- improve high school ACT scores and graduation
- Improving public schools in Peoria and communicating to Peoria residents about issues and council agenda items in a transparent and timely manner.
- K-12 school services and infrastructure
- Low quality schools-people are leaving the area! - continue downtown revitalization efforts . Need more hotel rooms/residences downtown.
- Middle class and above moving out of city limits because of poor school system.
- Peoria schools district 150
- Probably schools and safety, as a senior I don't feel safe in many areas or parking lots.
- Problems in education system- Dt 150.
- public schools
- Public schools
- Public schools- No faith in current leader. I do know this is not jurisdiction of city council.
- school district !!
- School district #150.
- School district 150.
- School district out of control. We pay way too much \$ to send buses out of Peoria on field trips. Keep \$ in Peoria. Require approval from tax payers on % of updates at school. I.e building-who gets what contracts? Too much waste in school. Not teachers-ancillary dept. who have no accountability.
- School??!!! It is the future!!!!
- Schools.
- The school district & secondly, figuring out how to manage so there isn't another shortfall free recycling including apartments!
- Work with dist-150 to improve school-reduce waste in spending.

Economy/Jobs

- attracting business and companies to the peoria area to create employment and to create vibrant, robust commercial city!
- Bring better business to the city including grocery stores (i.e. whole foods market), medical service (we are so unhappy with OSF is almost monopolize it and they are not very consumer focused).
- Bringing jobs to the Peoria area good paying jobs. Create taxes, which in turn allow good things to happen
- Business Growth
- business growth (look at east Peoria)
- Create more jobs make life as single parent easier
- Downtown development / relocation of Taft homes.
- economic development
- economic development
- economic development
- Economic development services
- Economic development.
- Economic development.
- Economic Development.
- economic growth
- employment opportunity , safety issues ,keep the river front clean.
- jobs
- jobs
- jobs jobs for young black men or all people
- Keeping/attracting young people
- Lose of businesses in Peoria. Major empty spaces in all shopping areas.
- pursue diversified economic growth in the city
- Well, I (****) think there should be more businesses in north Peoria like a white castle.

Community Appearance/Enforcement

- Cleaning up the town and tearing down homes that are empty and falling apart.
- cleanliness of the city, littering is horrible
- Code enforcement in blighted neighborhoods.
- Code enforcement Peoria was looking so good then cuts came and it is looking trashy again. People are letting their properties go, especially rentals.
- Code enforcement.
- Code enforcement.

- Continue to revitalize the downtown, there is still nothing to do down there as the weekends. A lot business shutdown. Also add better food options in the PIA airport. City water smells most residents won't drink it. Fix that!
- enforce muffler laws on motorcycles .
- Focus on developing a community that will attract and maintain families w/o children and working professionals and make the city walk/cycle friendly.(Bradley's campus development doesn't count .)
- Improving the image that non-residents have of Peoria.
- knocking down old a abandoned run down houses !!
- maintaining older neighborhoods.

Taxes/Cost of living

- City taxes they are very bad.
- City/country central welfare so that it is not wasted/nor abused.
- Health care to expensive
- High property taxes and school problems are reducing our tax base by driving people out of Peoria to Dunlap, E. Peoria, Washington, Metamora.
- How best to serve the interests of household with income less than \$ 100k.
- Keeping the high real estates taxes lower! We are overtaxed!
- Lower taxes which city has done by calling then fee's
- No tax increase- new leadership w/school dist 150. Don't like my property tax going/funding bad leadership!

Housing

- Affordable senior living areas!
- Do not vote in the apartment complexes on the Riverfront!
- Drug housing & activity & rehabilitation of criminals & getting employment for them, there life would better for people & other problem ease & taxes less for prevention
- Help rebuild the south end , help home owner with low income fix up their property. we need help bad, just having someone help to keep up our end of town not everyone on the south end(not core) I care !

- Outsource street cleaning; demand more accountability for vacant housing. Outsource daily street maint. but not with cold pags.
- Re gentrification & economic development of city- we are becoming the east st Louis to st Louis!! of Peoria, east Peoria!! In order to live in safety & security I had to sell my beautiful east bluff. Home to live on the north side (north Peoria grows-inner city decays.
- Remove rundown vacant houses on south side.
- take care of older neighborhoods if you put all the money in the world into the water street & ware house district & it is surrounded by ghetto & gun fire they will not come!! 38 yr resident of east bluff! What have you ever done for me!
- the overabundance of empty, deteriorating buildings
- unsightly properties stop patching roads & pot holes and do a permanent fix.

- pensions
- Poverty & jobs
- Real estate taxes are driving people out of Peoria.
- Stop rainer from cutting medicine & food stamps to people who needs it and who wont survive without it.
- Taxes.
- Taxes.
- The high r-estates taxes- we pay more than our kids in MI & CO & they live in the 1/2 million \$ houses.
- unfortunately it is property taxes. Another issue is economic development.
- Where we live-taxes. Overall-safety. District 150 is a drawback, but that is not a city council issue.


- Helping neighborhoods fix these houses up with money from the city on loans for home owners that can't get loans but own a house
- housing cable co employments homes owner and social security of the elderly and retirees entertainment
- increasing housing access in downtown attracting econ. development in the downtown
- New federal housing facilities.
- Public housing at same location (river west example),stop snow removal on bare sts ,Pot holes, Donovan golf course-as is more come.
- resident development/home ownership
- slum landlords.(Rental property)

Other

- (1) Making recycling more available to residents, once a month is not enough.(2) Hiring more friendly, library staff-they are rude. (3) Add more shops/restaurants/night life to downtown, it is lame now sorry couldn't just pick one.
- Class & race segregation in the city
- Clean water
- Consider the returned veterans
- consolidate positions internally, 1 person can take on more work
- Could you please cut these tree down in front of my house 1810 S. Lungsten help me .
- Decreasing the exodus of Peoria citizens to surroundings communities.
- Firing the engineer that designed the intersection of main & university
- Help the older people. I need help with my roof.
- Hospital quality.
- I don't know what they are spending on each of these no how successful these servers are.
- I love being here, but as I drive around, looking for a place to sit outside, I notice there aren't any park benches or picnic tables to sit on. I've bought myself a lawn-chair that I keep in my car so I can have a place to sit wherever I go.
- I think city should dress code for pants down below the waist lines its pendulous.
- Keep CAT & hospitals happy / Bu basketball/sports gambling/ Restructure Peoria schools/Shut out unions/ stop lucrative pensions!
- Keep park at river walk. No apartment complex on park river walk
- Launch a careful, well managed evaluation of city ownership of water co!
- Remove [****] from the PACVB. That man is a crook.
- Replace [****] and her cronies and get a local person who cares so our children have a chance.
- Senior placement for ppl w/ past felony. City structure of homeless w/ incomes (i.e) schooling, caretakers to assist w/ living-income based.
- Set a law on the books to have property owners & centers to clear the full width of the side walk!
- settle the issue of dispute in school board (if they can)
- Shovel sidewalks in winter for disabled and pedestrians.
- Snow removal in the neighborhoods of Peoria north of route 6 is a disaster. The subcontractors overall wait too long to start plowing. Plow during and after snowstorms. This is 2015 and my life does not come to a halt just because of snow. Get my streets plowed so they are safe. Get it right for this winter.
- Snow removal on the north side of Peoria, north of route 6, is terrible. Snow is removed too late. We need the plowing done during and after snow storms. We live in the Midwest. No other town has as bad a snow removal plan as Peoria.
- Tangs. HIV.
- There is not a single thing but a contingent of a lot of things. We cannot be a contributor to all project. they must make it on there own.
- Use golf course for a park and use a park tax to help make it great Peo. Needs better fun/summer.
- Why bother?
- working together

NA/Don't know

- N/A
- N/A.
- [****]
- I dont know



THE NCSTM
The National Citizen SurveyTM

Peoria, IL

Technical Appendices
2015



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Contents

Appendix A: Complete Survey Responses	1
Appendix B: Benchmark Comparisons	21
Appendix C: Detailed Survey Methods	33
Appendix D: Survey Materials	38

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Peoria:	Excellent	Good	Fair	Poor	Total
Peoria as a place to live	12% N=42	45% N=157	34% N=118	8% N=28	100% N=345
Your neighborhood as a place to live	21% N=73	47% N=162	25% N=86	8% N=27	100% N=348
Peoria as a place to raise children	9% N=29	38% N=123	33% N=106	21% N=67	100% N=325
Peoria as a place to work	12% N=42	50% N=170	28% N=94	10% N=33	100% N=340
Peoria as a place to visit	8% N=26	32% N=106	40% N=134	20% N=67	100% N=333
Peoria as a place to retire	10% N=30	26% N=81	33% N=103	31% N=95	100% N=310
The overall quality of life in Peoria	6% N=20	49% N=165	33% N=110	12% N=40	100% N=335

Table 2: Question 2

Please rate each of the following characteristics as they relate to Peoria as a whole:	Excellent	Good	Fair	Poor	Total
Overall feeling of safety in Peoria	5% N=16	36% N=123	37% N=129	22% N=77	100% N=345
Overall ease of getting to the places you usually have to visit	18% N=63	56% N=195	15% N=51	11% N=37	100% N=347
Quality of overall natural environment in Peoria	9% N=30	43% N=145	37% N=125	11% N=36	100% N=336
Overall "built environment" of Peoria (including overall design, buildings, parks and transportation systems)	6% N=19	35% N=120	45% N=153	14% N=48	100% N=340
Health and wellness opportunities in Peoria	23% N=75	46% N=152	22% N=71	9% N=31	100% N=330
Overall opportunities for education and enrichment	13% N=42	43% N=142	26% N=87	18% N=61	100% N=332
Overall economic health of Peoria	3% N=11	35% N=113	49% N=158	13% N=42	100% N=324
Sense of community	5% N=16	27% N=88	51% N=166	17% N=57	100% N=327
Overall image or reputation of Peoria	4% N=14	30% N=101	42% N=141	23% N=78	100% N=334

Table 3: Question 3

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 Peoria to someone who asks	15% N=52	48% N=164	17% N=59	20% N=67	100% N=341
Remain in Peoria for the next five years	38% N=127	35% N=116	12% N=40	16% N=53	100% N=335

Table 4: Question 4

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	55% N=189	29% N=99	8% N=27	7% N=23	1% N=5	100% N=343
In Peoria's downtown/commercial area during the day	29% N=96	43% N=144	13% N=45	13% N=43	1% N=4	100% N=332

Table 5: Question 5

Please rate each of the following characteristics as they relate to Peoria as a whole:						
	Excellent	Good	Fair	Poor	Total	
Traffic flow on major streets	6% N=20	53% N=184	25% N=85	16% N=55	100%	N=344
Ease of public parking	5% N=17	43% N=144	42% N=142	9% N=32	100%	N=335
Ease of travel by car in Peoria	13% N=43	55% N=189	26% N=90	6% N=19	100%	N=340
Ease of travel by public transportation in Peoria	7% N=16	38% N=83	35% N=76	20% N=44	100%	N=220
Ease of travel by bicycle in Peoria	2% N=6	28% N=68	39% N=94	30% N=73	100%	N=241
Ease of walking in Peoria	3% N=10	37% N=111	44% N=135	15% N=47	100%	N=303
Availability of paths and walking trails	7% N=22	42% N=129	35% N=109	17% N=51	100%	N=311
Air quality	7% N=23	40% N=134	42% N=137	11% N=37	100%	N=330
Cleanliness of Peoria	4% N=14	36% N=122	43% N=145	17% N=58	100%	N=340
Overall appearance of Peoria	4% N=14	38% N=129	43% N=144	15% N=49	100%	N=336
Public places where people want to spend time	4% N=13	41% N=136	41% N=134	14% N=48	100%	N=331
Variety of housing options	6% N=20	38% N=119	38% N=118	18% N=56	100%	N=313
Availability of affordable quality housing	4% N=13	42% N=129	33% N=101	21% N=65	100%	N=309
Fitness opportunities (including exercise classes and paths or trails, etc.)	12% N=40	42% N=136	36% N=116	10% N=31	100%	N=324
Recreational opportunities	9% N=31	44% N=145	37% N=121	9% N=31	100%	N=328
Availability of affordable quality food	13% N=45	55% N=187	23% N=77	9% N=29	100%	N=338
Availability of affordable quality health care	25% N=82	48% N=157	19% N=64	8% N=26	100%	N=329
Availability of preventive health services	19% N=62	46% N=148	26% N=83	8% N=26	100%	N=320
Availability of affordable quality mental health care	10% N=22	37% N=83	28% N=62	25% N=54	100%	N=221

Table 6: Question 6

Please rate each of the following characteristics as they relate to Peoria as a whole:						
	Excellent	Good	Fair	Poor	Total	
Availability of affordable quality child care/preschool	10% N=17	40% N=68	38% N=65	12% N=21	100%	N=170
K-12 education	6% N=16	26% N=65	33% N=83	34% N=86	100%	N=249
Adult educational opportunities	16% N=45	42% N=120	28% N=79	14% N=41	100%	N=284
Opportunities to attend cultural/arts/music activities	13% N=39	48% N=141	28% N=82	11% N=31	100%	N=293
Opportunities to participate in religious or spiritual events and activities	24% N=63	50% N=134	23% N=60	3% N=9	100%	N=267
Employment opportunities	5% N=15	33% N=104	47% N=146	15% N=48	100%	N=312
Shopping opportunities	9% N=30	47% N=153	34% N=112	10% N=33	100%	N=328
Cost of living in Peoria	9% N=31	35% N=116	41% N=133	15% N=48	100%	N=328
Overall quality of business and service establishments in Peoria	6% N=20	50% N=162	31% N=102	13% N=41	100%	N=325
Vibrant downtown/commercial area	6% N=19	23% N=73	42% N=134	29% N=91	100%	N=317
Overall quality of new development in Peoria	10% N=31	38% N=115	34% N=100	18% N=53	100%	N=299
Opportunities to participate in social events and activities	10% N=30	41% N=126	39% N=118	10% N=31	100%	N=305
Opportunities to volunteer	15% N=44	48% N=140	30% N=86	7% N=22	100%	N=292
Opportunities to participate in community matters	12% N=34	37% N=102	42% N=114	9% N=24	100%	N=274
Openness and acceptance of the community toward people of diverse backgrounds	7% N=20	37% N=110	40% N=119	17% N=52	100%	N=301
Neighborhoodness of residents in Peoria	7% N=23	32% N=103	40% N=129	21% N=69	100%	N=324

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total
Made efforts to conserve water	30%	N=103	70%	N=240	N=342
Made efforts to make your home more energy efficient	24%	N=82	76%	N=261	N=343
Observed a code violation or other hazard in Peoria	53%	N=182	47%	N=162	N=344
Household member was a victim of a crime in Peoria	87%	N=300	13%	N=44	N=344
Reported a crime to the police in Peoria	76%	N=262	24%	N=83	N=345
Stocked supplies in preparation for an emergency	63%	N=214	37%	N=127	N=341
Campaigned or advocated for an issue, cause or candidate	76%	N=261	24%	N=81	N=342
Contacted the City of Peoria (in-person, phone, email or web) for help or information	73%	N=252	27%	N=91	N=344
Contacted Peoria elected officials (in-person, phone, email or web) to express your opinion	82%	N=283	18%	N=62	N=345

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Peoria?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total
Used Peoria recreation centers or their services	14%	N=48	20%	N=69	34%	N=117	31%	N=107	N=340
Visited a neighborhood park or City park	11%	N=37	30%	N=104	41%	N=140	17%	N=59	N=340
Used Peoria public libraries or their services	8%	N=26	24%	N=82	32%	N=108	37%	N=126	N=341
Participated in religious or spiritual activities in Peoria	16%	N=55	24%	N=82	15%	N=51	44%	N=150	N=338
Attended a City-sponsored event	1%	N=5	6%	N=21	40%	N=136	53%	N=180	N=341
Used bus, rail, subway or other public transportation instead of driving	8%	N=26	4%	N=13	9%	N=30	80%	N=271	N=341
Carpooled with other adults or children instead of driving alone	7%	N=23	14%	N=49	24%	N=81	55%	N=189	N=343
Walked or biked instead of driving	13%	N=43	15%	N=53	23%	N=78	49%	N=166	N=340
Volunteered your time to some group/activity in Peoria	8%	N=27	15%	N=51	29%	N=100	48%	N=161	N=339
Participated in a club	11%	N=37	14%	N=49	17%	N=59	58%	N=198	N=343
Talked to or visited with your immediate neighbors	33%	N=113	33%	N=114	25%	N=87	9%	N=32	N=345
Done a favor for a neighbor	18%	N=60	27%	N=93	39%	N=132	16%	N=54	N=340

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total
Attended a local public meeting	0%	N=1	3%	N=11	13%	N=42	84%	N=283	N=338
Watched (online or on television) a local public meeting	3%	N=12	10%	N=35	23%	N=79	63%	N=213	N=339

Table 10: Question 10

Please rate the quality of each of the following services in Peoria:	Excellent		Good		Fair		Poor		Total
Police services	14%	N=43	53%	N=161	24%	N=74	8%	N=24	N=302
Fire services	29%	N=81	56%	N=159	14%	N=41	1%	N=3	N=283
Ambulance or emergency medical services	24%	N=68	57%	N=162	15%	N=42	4%	N=10	N=283

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Please rate the quality of each of the following services in Peoria:		Excellent	Good	Fair	Poor	Total
Crime prevention	7% N=20	33% N=94	38% N=107	22% N=62	100% N=283	
Fire prevention and education	15% N=40	41% N=105	37% N=95	7% N=18	100% N=257	
Traffic enforcement	7% N=21	38% N=111	34% N=100	20% N=60	100% N=292	
Street repair	3% N=10	9% N=31	33% N=107	55% N=179	100% N=328	
Street cleaning	4% N=13	22% N=73	43% N=142	31% N=103	100% N=330	
Street lighting	5% N=17	39% N=130	40% N=131	16% N=52	100% N=330	
Snow removal	11% N=36	39% N=132	31% N=105	19% N=63	100% N=335	
Sidewalk maintenance	4% N=12	23% N=74	42% N=133	31% N=99	100% N=317	
Traffic signal timing	6% N=20	38% N=128	38% N=126	18% N=61	100% N=335	
Bus or transit services	11% N=23	44% N=92	32% N=66	14% N=29	100% N=210	
Garbage collection	28% N=85	47% N=143	21% N=64	4% N=12	100% N=305	
Recycling	17% N=48	39% N=110	28% N=79	17% N=48	100% N=286	
Yard waste pick-up	22% N=54	44% N=106	29% N=71	5% N=12	100% N=244	
Storm drainage	9% N=25	49% N=133	33% N=91	9% N=23	100% N=272	
Drinking water	14% N=44	38% N=120	24% N=78	24% N=77	100% N=319	
Sewer services	15% N=39	51% N=136	31% N=84	3% N=8	100% N=267	
Power (electric and/or gas) utility	18% N=58	53% N=173	27% N=87	3% N=10	100% N=329	
Utility billing	9% N=29	52% N=165	33% N=105	6% N=18	100% N=317	
City parks	15% N=46	50% N=150	30% N=91	5% N=16	100% N=303	
Recreation programs or classes	14% N=32	52% N=123	28% N=67	6% N=15	100% N=237	
Recreation centers or facilities	11% N=29	48% N=125	35% N=90	5% N=14	100% N=257	
Land use, planning and zoning	6% N=14	31% N=69	43% N=97	20% N=45	100% N=224	
Code enforcement (weeds, abandoned buildings, etc.)	8% N=18	25% N=55	42% N=92	24% N=54	100% N=219	
Animal control	11% N=26	43% N=99	37% N=84	8% N=18	100% N=228	
Economic development	5% N=13	34% N=87	45% N=114	15% N=38	100% N=251	
Health services	24% N=73	45% N=136	27% N=80	3% N=10	100% N=299	
Public library services	32% N=85	46% N=121	21% N=56	1% N=3	100% N=266	
Public information services	12% N=27	46% N=102	35% N=78	6% N=13	100% N=221	
Cable television	10% N=28	24% N=62	37% N=98	29% N=76	100% N=264	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11% N=28	41% N=102	34% N=83	14% N=33	100% N=247	
Preservation of natural areas such as open space, farmlands and greenbelts	9% N=21	33% N=81	45% N=111	14% N=34	100% N=248	
Peoria open space	6% N=14	32% N=80	46% N=117	16% N=41	100% N=252	
City-sponsored special events	7% N=16	41% N=90	43% N=95	8% N=18	100% N=219	
Overall customer service by Peoria employees (police, receptionists, planners, etc.)	9% N=23	44% N=117	36% N=97	11% N=28	100% N=265	

The National Citizen Survey™

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Peoria	6% N=19	44% N=136	37% N=115	13% N=39	100% N=309
The Federal Government	6% N=17	26% N=74	45% N=131	24% N=69	100% N=291
Illinois State Government	5% N=14	20% N=59	37% N=109	38% N=109	100% N=291
Peoria County Government	5% N=13	39% N=101	42% N=110	14% N=36	100% N=261
Your local School District	6% N=16	21% N=52	30% N=75	43% N=107	100% N=250

Table 12: Question 12

Please rate the following categories of Peoria government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Peoria	4% N=13	26% N=76	42% N=122	28% N=82	100% N=292
The overall direction that Peoria is taking	5% N=15	30% N=86	43% N=124	21% N=61	100% N=286
The job Peoria government does at welcoming citizen involvement	6% N=15	24% N=58	49% N=117	22% N=52	100% N=242
Overall confidence in Peoria government	3% N=10	23% N=69	49% N=144	25% N=73	100% N=295
Generally acting in the best interest of the community	3% N=9	31% N=88	42% N=118	24% N=67	100% N=281
Being honest	5% N=14	28% N=77	36% N=100	31% N=84	100% N=276
Treating all residents fairly	6% N=16	26% N=75	39% N=112	29% N=83	100% N=286

Table 13: Question 13

Please rate how important, if at all, you think it is for the Peoria community to focus on each of the following in the coming two years:	Essential	Very important	Somewhat important	Not at all important	Total
Overall feeling of safety in Peoria	53% N=185	37% N=127	7% N=26	3% N=9	100% N=346
Overall ease of getting to the places you usually have to visit	23% N=80	47% N=161	25% N=87	5% N=17	100% N=345
Quality of overall natural environment in Peoria	25% N=86	50% N=173	21% N=73	4% N=15	100% N=346
Overall "built environment" of Peoria (including overall design, buildings, parks and transportation systems)	24% N=83	48% N=167	23% N=79	5% N=17	100% N=346
Health and wellness opportunities in Peoria	34% N=117	44% N=150	18% N=63	3% N=11	100% N=341
Overall opportunities for education and enrichment	41% N=139	39% N=133	18% N=62	2% N=7	100% N=342
Overall economic health of Peoria	42% N=145	45% N=156	11% N=36	2% N=7	100% N=345
Sense of community	26% N=88	47% N=162	24% N=83	3% N=11	100% N=345

Table 14: Question 14

The City is anticipating multi-million dollar budget shortfalls in the coming years. Which of the following best describes how you think the City should manage the projected \$11.5 million deficit for 2016:	Percent	Number
The City should decrease current tax levels and reduce/eliminate service delivery and infrastructure spending	13%	N=36
The City should maintain current tax levels and reduce service delivery and infrastructure spending	35%	N=97
The City should use a combination of tax increases and reduced service delivery and infrastructure spending	29%	N=82
The City should increase taxes \$11.5 million in order to maintain current service delivery	8%	N=23
The City should increase taxes \$15 million in order to increase current service delivery and infrastructure spending	14%	N=39
Total	100%	N=276

Table 15: Question 15

If the City were to increase taxes or fees to address the City's budget shortfall and unmet infrastructure needs (roads, sidewalks, sewers and drainage systems), please indicate how much you support or oppose the City increasing taxes or fees for each of the following:		Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Property tax		7% N=22	30% N=90	20% N=61	42% N=124	100% N=297
Sales tax		12% N=37	34% N=106	24% N=74	30% N=92	100% N=308
Motor fuel tax		12% N=37	30% N=92	28% N=85	30% N=91	100% N=304
Sewer fee		10% N=29	39% N=117	27% N=81	25% N=75	100% N=302
Stormwater utility fee (including tax-exempt entities)		14% N=40	35% N=101	26% N=76	25% N=72	100% N=290

Table 16: Question 16

Please indicate how you would adjust current funding for the following services:		Large increase	Slight increase	Maintain current level	Slight decrease	Large decrease	Total
Crime prevention		24% N=81	32% N=107	39% N=128	5% N=16	0% N=2	100% N=333
Police response		19% N=64	25% N=84	53% N=179	2% N=5	1% N=3	100% N=335
Fire prevention		11% N=37	17% N=59	60% N=201	10% N=33	2% N=6	100% N=335
Fire response		12% N=39	20% N=66	65% N=214	3% N=10	1% N=2	100% N=331
Road maintenance		34% N=112	32% N=108	28% N=92	3% N=9	4% N=12	100% N=334
Sidewalk services		17% N=57	22% N=75	42% N=139	14% N=47	5% N=15	100% N=334
Snow removal		15% N=52	17% N=58	59% N=197	7% N=23	2% N=7	100% N=337
Trash collection service		9% N=29	7% N=23	71% N=239	12% N=41	1% N=4	100% N=335
Code enforcement services		11% N=37	15% N=50	51% N=169	17% N=56	6% N=21	100% N=333
Neighborhood revitalization		16% N=53	21% N=71	41% N=136	17% N=57	5% N=18	100% N=336
Library services		6% N=21	11% N=36	61% N=204	14% N=47	7% N=25	100% N=332
Economic development services		12% N=40	19% N=61	50% N=161	14% N=45	6% N=18	100% N=324

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?		Never	Rarely	Sometimes	Usually	Always	Total
Recycle at home		21% N=73	17% N=59	13% N=45	19% N=65	30% N=101	100% N=342
Purchase goods or services from a business located in Peoria		0% N=1	5% N=18	9% N=29	50% N=169	36% N=120	100% N=338
Eat at least 5 portions of fruits and vegetables a day		2% N=8	19% N=64	33% N=111	32% N=108	15% N=49	100% N=340
Participate in moderate or vigorous physical activity		3% N=9	13% N=44	31% N=106	32% N=108	21% N=71	100% N=337
Read or watch local news (via television, paper, computer, etc.)		2% N=6	14% N=49	23% N=78	27% N=92	34% N=117	100% N=341
Vote in local elections		17% N=60	12% N=40	16% N=54	18% N=62	37% N=127	100% N=342

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	12%	N=40
Very good	42%	N=142
Good	36%	N=124
Fair	8%	N=29
Poor	2%	N=8
Total	100%	N=342

Table 19: Question D3

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	Number
Very positive	2%	N=8
Somewhat positive	15%	N=51
Neutral	53%	N=181
Somewhat negative	25%	N=86
Very negative	4%	N=12
Total	100%	N=338

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	52%	N=177
Working part time for pay	15%	N=52
Unemployed, looking for paid work	5%	N=17
Unemployed, not looking for paid work	6%	N=20
Fully retired	22%	N=73
Total	100%	N=339

Table 21: Question D5

Do you work inside the boundaries of Peoria?	Percent	Number
Yes, outside the home	52%	N=165
Yes, from home	3%	N=10
No	45%	N=144
Total	100%	N=319

Table 22: Question D6

How many years have you lived in Peoria?	Percent	Number
Less than 2 years	16%	N=56
2 to 5 years	9%	N=32
6 to 10 years	10%	N=33
11 to 20 years	12%	N=41
More than 20 years	53%	N=182
Total	100%	N=345

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	37%	N=125
Building with two or more homes (duplex, townhome, apartment or condominium)	58%	N=196
Mobile home	0%	N=1
Other	6%	N=19
Total	100%	N=341

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	44%	N=151
Owned	56%	N=191
Total	100%	N=342

Table 25: Question D9

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	Number
Less than \$300 per month	12%	N=40
\$300 to \$599 per month	27%	N=91
\$600 to \$999 per month	33%	N=109
\$1,000 to \$1,499 per month	13%	N=44
\$1,500 to \$2,499 per month	12%	N=40
\$2,500 or more per month	3%	N=9
Total	100%	N=333

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	77%	N=264
Yes	23%	N=80
Total	100%	N=344

Table 27: Question D11

Are you or any other members of your household aged 65 or older?		Percent	Number
No		73%	N=250
Yes		27%	N=93
Total		100%	N=344

Table 28: Question D12

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	Number
Less than \$25,000		29%	N=95
\$25,000 to \$49,999		26%	N=85
\$50,000 to \$99,999		26%	N=83
\$100,000 to \$149,999		13%	N=43
\$150,000 or more		6%	N=20
Total		100%	N=326

Table 29: Question D13

Are you Spanish, Hispanic or Latino?		Percent	Number
No, not Spanish, Hispanic or Latino		97%	N=323
Yes, I consider myself to be Spanish, Hispanic or Latino		3%	N=10
Total		100%	N=332

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)		Percent	Number
American Indian or Alaskan Native		1%	N=4
Asian, Asian Indian or Pacific Islander		7%	N=24
Black or African American		24%	N=82
White		67%	N=226
Other		2%	N=6

Total may exceed 100% as respondents could select more than one option.

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	7%	N=26
25 to 34 years	26%	N=88
35 to 44 years	10%	N=34
45 to 54 years	22%	N=77
55 to 64 years	12%	N=41
65 to 74 years	13%	N=44
75 years or older	10%	N=33
Total	100%	N=344

Table 32: Question D16

What is your sex?	Percent	Number
Female	55%	N=186
Male	45%	N=153
Total	100%	N=339

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	63%	N=217
Land line	22%	N=74
Both	15%	N=52
Total	100%	N=344

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Peoria:	Excellent	Good	Fair	Poor	Don't know	Total
Peoria as a place to live	12% N=42	45% N=157	34% N=118	8% N=28	0% N=0	100% N=345
Your neighborhood as a place to live	21% N=73	47% N=162	25% N=86	8% N=27	0% N=0	100% N=348
Peoria as a place to raise children	8% N=29	35% N=123	30% N=106	19% N=67	7% N=23	100% N=347
Peoria as a place to work	12% N=42	49% N=170	27% N=94	10% N=33	3% N=9	100% N=349
Peoria as a place to visit	7% N=26	31% N=106	39% N=134	19% N=67	3% N=12	100% N=345
Peoria as a place to retire	9% N=30	24% N=81	30% N=103	28% N=95	10% N=35	100% N=345
The overall quality of life in Peoria	6% N=20	49% N=165	32% N=110	12% N=40	1% N=4	100% N=339

Table 35: Question 2

Please rate each of the following characteristics as they relate to Peoria as a whole:	Excellent	Good	Fair	Poor	Don't know	Total
Overall feeling of safety in Peoria	5% N=16	36% N=123	37% N=129	22% N=77	0% N=1	100% N=346
Overall ease of getting to the places you usually have to visit	18% N=63	56% N=195	15% N=51	11% N=37	0% N=0	100% N=347
Quality of overall natural environment in Peoria	9% N=30	42% N=145	36% N=125	10% N=36	3% N=11	100% N=347
Overall "built environment" of Peoria (including overall design, buildings, parks and transportation systems)	6% N=19	35% N=120	44% N=153	14% N=48	2% N=7	100% N=347
Health and wellness opportunities in Peoria	22% N=75	44% N=152	21% N=71	9% N=31	5% N=17	100% N=347
Overall opportunities for education and enrichment	12% N=42	41% N=142	25% N=87	17% N=61	4% N=15	100% N=347
Overall economic health of Peoria	3% N=11	33% N=113	46% N=158	12% N=42	6% N=22	100% N=346
Sense of community	5% N=16	26% N=88	49% N=166	17% N=57	4% N=15	100% N=342
Overall image or reputation of Peoria	4% N=14	29% N=101	41% N=141	23% N=78	3% N=10	100% N=345

Table 36: Question 3

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 Peoria to someone who asks	15% N=52	48% N=164	17% N=59	19% N=67	1% N=3	100% N=344
Remain in Peoria for the next five years	37% N=127	33% N=116	11% N=40	15% N=53	3% N=11	100% N=346

Table 37: Question 4

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	55% N=189	29% N=99	8% N=27	7% N=23	1% N=5	1% N=4	100% N=347
In Peoria's downtown/commercial area during the day	28% N=96	42% N=144	13% N=45	12% N=43	1% N=4	3% N=12	100% N=344

Table 38: Question 5

Please rate each of the following characteristics as they relate to Peoria as a whole:	Excellent	Good	Fair	Poor	Don't know	Total
Traffic flow on major streets	6% N=20	53% N=184	25% N=85	16% N=55	1% N=3	100% N=347
Ease of public parking	5% N=17	42% N=144	41% N=142	9% N=32	3% N=12	100% N=347
Ease of travel by car in Peoria	12% N=43	55% N=189	26% N=90	6% N=19	1% N=4	100% N=345
Ease of travel by public transportation in Peoria	5% N=16	24% N=83	22% N=76	13% N=44	36% N=123	100% N=343
Ease of travel by bicycle in Peoria	2% N=6	20% N=68	27% N=94	21% N=73	31% N=107	100% N=348
Ease of walking in Peoria	3% N=10	32% N=111	39% N=135	14% N=47	12% N=40	100% N=343
Availability of paths and walking trails	6% N=22	37% N=129	31% N=109	15% N=51	11% N=37	100% N=348
Air quality	7% N=23	39% N=134	40% N=137	11% N=37	5% N=17	100% N=347
Cleanliness of Peoria	4% N=14	35% N=122	42% N=145	17% N=58	2% N=8	100% N=347
Overall appearance of Peoria	4% N=14	38% N=129	42% N=144	14% N=49	2% N=8	100% N=344
Public places where people want to spend time	4% N=13	40% N=136	39% N=134	14% N=48	4% N=13	100% N=344
Variety of housing options	6% N=20	35% N=119	34% N=118	16% N=56	9% N=32	100% N=345
Availability of affordable quality housing	4% N=13	37% N=129	29% N=101	19% N=65	10% N=36	100% N=345
Fitness opportunities (including exercise classes and paths or trails, etc.)	12% N=40	39% N=136	33% N=116	9% N=31	7% N=23	100% N=347
Recreational opportunities	9% N=31	42% N=145	35% N=121	9% N=31	5% N=18	100% N=346
Availability of affordable quality food	13% N=45	54% N=187	22% N=77	8% N=29	2% N=9	100% N=347
Availability of affordable quality health care	24% N=82	45% N=157	18% N=64	7% N=26	5% N=18	100% N=347
Availability of preventive health services	18% N=62	43% N=148	24% N=83	8% N=26	7% N=26	100% N=345
Availability of affordable quality mental health care	6% N=22	24% N=83	18% N=62	16% N=54	36% N=126	100% N=347

Table 39: Question 6

Please rate each of the following characteristics as they relate to Peoria as a whole:	Excellent	Good	Fair	Poor	Don't know	Total
Availability of affordable quality child care/preschool	5% N=17	20% N=68	19% N=65	6% N=21	51% N=174	100% N=344
K-12 education	5% N=16	19% N=65	24% N=83	25% N=86	27% N=92	100% N=341
Adult educational opportunities	13% N=45	35% N=120	23% N=79	12% N=41	17% N=60	100% N=344
Opportunities to attend cultural/arts/music activities	12% N=39	42% N=141	24% N=82	9% N=31	13% N=45	100% N=338
Opportunities to participate in religious or spiritual events and activities	19% N=63	40% N=134	18% N=60	3% N=9	21% N=70	100% N=337
Employment opportunities	4% N=15	31% N=104	43% N=146	14% N=48	8% N=26	100% N=338
Shopping opportunities	9% N=30	45% N=153	33% N=112	10% N=33	3% N=11	100% N=340
Cost of living in Peoria	9% N=31	35% N=116	40% N=133	14% N=48	2% N=6	100% N=334
Overall quality of business and service establishments in Peoria	6% N=20	47% N=162	30% N=102	12% N=41	5% N=16	100% N=341
Vibrant downtown/commercial area	6% N=19	21% N=73	39% N=134	27% N=91	7% N=24	100% N=341
Overall quality of new development in Peoria	9% N=31	34% N=115	30% N=100	16% N=53	11% N=38	100% N=338
Opportunities to participate in social events and activities	9% N=30	38% N=126	35% N=118	9% N=31	9% N=31	100% N=336
Opportunities to volunteer	13% N=44	41% N=140	25% N=86	6% N=22	14% N=47	100% N=340
Opportunities to participate in community matters	10% N=34	30% N=102	34% N=114	7% N=24	19% N=65	100% N=339
Openness and acceptance of the community toward people of diverse backgrounds	6% N=20	32% N=110	35% N=119	15% N=52	11% N=38	100% N=339
Neighborhoodness of residents in Peoria	7% N=23	30% N=103	38% N=129	20% N=69	4% N=14	100% N=338

Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total
Made efforts to conserve water	30%	N=103	70%	N=240	N=342
Made efforts to make your home more energy efficient	24%	N=82	76%	N=261	N=343
Observed a code violation or other hazard in Peoria	53%	N=182	47%	N=162	N=344
Household member was a victim of a crime in Peoria	87%	N=300	13%	N=44	N=344
Reported a crime to the police in Peoria	76%	N=262	24%	N=83	N=345
Stocked supplies in preparation for an emergency	63%	N=214	37%	N=127	N=341
Campaigned or advocated for an issue, cause or candidate	76%	N=261	24%	N=81	N=342
Contacted the City of Peoria (in-person, phone, email or web) for help or information	73%	N=252	27%	N=91	N=344
Contacted Peoria elected officials (in-person, phone, email or web) to express your opinion	82%	N=283	18%	N=62	N=345

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Peoria?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total
Used Peoria recreation centers or their services	14%	N=48	20%	N=69	34%	N=117	31%	N=107	N=340
Visited a neighborhood park or City park	11%	N=37	30%	N=104	41%	N=140	17%	N=59	N=340
Used Peoria public libraries or their services	8%	N=26	24%	N=82	32%	N=108	37%	N=126	N=341
Participated in religious or spiritual activities in Peoria	16%	N=55	24%	N=82	15%	N=51	44%	N=150	N=338
Attended a City-sponsored event	1%	N=5	6%	N=21	40%	N=136	53%	N=180	N=341
Used bus, rail, subway or other public transportation instead of driving	8%	N=26	4%	N=13	9%	N=30	80%	N=271	N=341
Carpooled with other adults or children instead of driving alone	7%	N=23	14%	N=49	24%	N=81	55%	N=189	N=343
Walked or biked instead of driving	13%	N=43	15%	N=53	23%	N=78	49%	N=166	N=340
Volunteered your time to some group/activity in Peoria	8%	N=27	15%	N=51	29%	N=100	48%	N=161	N=339
Participated in a club	11%	N=37	14%	N=49	17%	N=59	58%	N=198	N=343
Talked to or visited with your immediate neighbors	33%	N=113	33%	N=114	25%	N=87	9%	N=32	N=345
Done a favor for a neighbor	18%	N=60	27%	N=93	39%	N=132	16%	N=54	N=340

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total
Attended a local public meeting	0%	N=1	3%	N=11	13%	N=42	84%	N=283	N=338
Watched (online or on television) a local public meeting	3%	N=12	10%	N=35	23%	N=79	63%	N=213	N=339

Table 43: Question 10

Please rate the quality of each of the following services in Peoria:	Excellent		Good		Fair		Poor		Don't know		Total
Police services	13%	N=43	47%	N=161	22%	N=74	7%	N=24	11%	N=39	N=340
Fire services	24%	N=81	46%	N=159	12%	N=41	1%	N=3	18%	N=60	N=343
Ambulance or emergency medical services	20%	N=68	48%	N=162	13%	N=42	3%	N=10	16%	N=53	N=336

The National Citizen Survey™

Please rate the quality of each of the following services in Peoria:						
	Excellent	Good	Fair	Poor	Don't know	Total
Crime prevention	6% N=20	28% N=94	31% N=107	18% N=62	17% N=58	100% N=341
Fire prevention and education	12% N=40	31% N=105	28% N=95	5% N=18	24% N=81	100% N=338
Traffic enforcement	6% N=21	33% N=111	30% N=100	18% N=60	13% N=44	100% N=335
Street repair	3% N=10	9% N=31	32% N=107	53% N=179	3% N=10	100% N=338
Street cleaning	4% N=13	22% N=73	42% N=142	30% N=103	2% N=7	100% N=337
Street lighting	5% N=17	38% N=130	39% N=131	15% N=52	3% N=10	100% N=339
Snow removal	11% N=36	39% N=132	31% N=105	19% N=63	1% N=2	100% N=337
Sidewalk maintenance	3% N=12	22% N=74	39% N=133	29% N=99	7% N=23	100% N=340
Traffic signal timing	6% N=20	38% N=128	37% N=126	18% N=61	1% N=4	100% N=339
Bus or transit services	7% N=23	27% N=92	20% N=66	9% N=29	38% N=128	100% N=338
Garbage collection	25% N=85	43% N=143	19% N=64	4% N=12	9% N=30	100% N=335
Recycling	14% N=48	33% N=110	24% N=79	14% N=48	15% N=50	100% N=336
Yard waste pick-up	16% N=54	32% N=106	21% N=71	4% N=12	28% N=93	100% N=337
Storm drainage	7% N=25	39% N=133	27% N=91	7% N=23	20% N=67	100% N=339
Drinking water	13% N=44	35% N=120	23% N=78	23% N=77	6% N=20	100% N=339
Sewer services	12% N=39	40% N=136	25% N=84	2% N=8	21% N=71	100% N=338
Power (electric and/or gas) utility	17% N=58	51% N=173	26% N=87	3% N=10	3% N=11	100% N=339
Utility billing	9% N=29	49% N=165	31% N=105	5% N=18	6% N=20	100% N=337
City parks	13% N=46	44% N=150	27% N=91	5% N=16	11% N=37	100% N=340
Recreation programs or classes	10% N=32	36% N=123	20% N=67	4% N=15	30% N=102	100% N=338
Recreation centers or facilities	8% N=29	37% N=125	27% N=90	4% N=14	24% N=82	100% N=339
Land use, planning and zoning	4% N=14	20% N=69	28% N=97	13% N=45	34% N=117	100% N=340
Code enforcement (weeds, abandoned buildings, etc.)	5% N=18	16% N=55	27% N=92	16% N=54	35% N=117	100% N=337
Animal control	8% N=26	29% N=99	25% N=84	5% N=18	33% N=110	100% N=338
Economic development	4% N=13	26% N=87	34% N=114	11% N=38	26% N=87	100% N=339
Health services	22% N=73	40% N=136	24% N=80	3% N=10	12% N=39	100% N=338
Public library services	25% N=85	35% N=121	16% N=56	1% N=3	22% N=76	100% N=341
Public information services	8% N=27	31% N=102	24% N=78	4% N=13	34% N=112	100% N=332
Cable television	8% N=28	18% N=62	29% N=98	22% N=76	22% N=76	100% N=340
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8% N=28	31% N=102	25% N=83	10% N=33	26% N=87	100% N=334
Preservation of natural areas such as open space, farmlands and greenbelts	6% N=21	24% N=81	33% N=111	10% N=34	26% N=85	100% N=333
Peoria open space	4% N=14	24% N=80	34% N=117	12% N=41	26% N=87	100% N=339
City-sponsored special events	5% N=16	27% N=90	28% N=95	5% N=18	34% N=115	100% N=334
Overall customer service by Peoria employees (police, receptionists, planners, etc.)	7% N=23	35% N=117	29% N=97	8% N=28	20% N=68	100% N=332

Table 44: Question 11

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 Peoria	6% N=19	40% N=136	34% N=115	11% N=39	9% N=32	100% N=340
The Federal Government	5% N=17	22% N=74	39% N=131	20% N=69	14% N=46	100% N=337
Illinois State Government	4% N=14	18% N=59	32% N=109	32% N=109	14% N=48	100% N=338
Peoria County Government	4% N=13	30% N=101	32% N=110	11% N=36	23% N=79	100% N=340
Your local School District	5% N=16	15% N=52	22% N=75	32% N=107	26% N=89	100% N=338

Table 45: Question 12

Please rate the following categories of Peoria government performance:	Excellent	Good	Fair	Poor	Don't know	Total
The value of services for the taxes paid to Peoria	4% N=13	22% N=76	36% N=122	24% N=82	14% N=47	100% N=340
The overall direction that Peoria is taking	5% N=15	25% N=86	36% N=124	18% N=61	16% N=56	100% N=342
The job Peoria government does at welcoming citizen involvement	4% N=15	17% N=58	35% N=117	16% N=52	28% N=95	100% N=337
Overall confidence in Peoria government	3% N=10	21% N=69	43% N=144	22% N=73	12% N=40	100% N=335
Generally acting in the best interest of the community	3% N=9	26% N=88	35% N=118	20% N=67	16% N=54	100% N=336
Being honest	4% N=14	23% N=77	30% N=100	25% N=84	19% N=63	100% N=338
Treating all residents fairly	5% N=16	22% N=75	33% N=112	24% N=83	15% N=52	100% N=338

Table 46: Question 13

Please rate how important, if at all, you think it is for the Peoria community to focus on each of the following in the coming two years:	Essential	Very important	Somewhat important	Not at all important	Total
Overall feeling of safety in Peoria	53% N=185	37% N=127	7% N=26	3% N=9	100% N=346
Overall ease of getting to the places you usually have to visit	23% N=80	47% N=161	25% N=87	5% N=17	100% N=345
Quality of overall natural environment in Peoria	25% N=86	50% N=173	21% N=73	4% N=15	100% N=346
Overall "built environment" of Peoria (including overall design, buildings, parks and transportation systems)	24% N=83	48% N=167	23% N=79	5% N=17	100% N=346
Health and wellness opportunities in Peoria	34% N=117	44% N=150	18% N=63	3% N=11	100% N=341
Overall opportunities for education and enrichment	41% N=139	39% N=133	18% N=62	2% N=7	100% N=342
Overall economic health of Peoria	42% N=145	45% N=156	11% N=36	2% N=7	100% N=345
Sense of community	26% N=88	47% N=162	24% N=83	3% N=11	100% N=345

Table 47: Question 14

The City is anticipating multi-million dollar budget shortfalls in the coming years. Which of the following best describes how you think the City should manage the projected \$11.5 million deficit for 2016:	Percent	Number
The City should decrease current tax levels and reduce/eliminate service delivery and infrastructure spending	13%	N=36
The City should maintain current tax levels and reduce service delivery and infrastructure spending	35%	N=97
The City should use a combination of tax increases and reduced service delivery and infrastructure spending	29%	N=82
The City should increase taxes \$11.5 million in order to maintain current service delivery	8%	N=23
The City should increase taxes \$15 million in order to increase current service delivery and infrastructure spending	14%	N=39
Total	100%	N=276

Table 48: Question 15

	If the City were to increase taxes or fees to address the City's budget shortfall and unmet infrastructure needs (roads, sidewalks, sewers and drainage systems), please indicate how much you support or oppose the City increasing taxes or fees for each of the following:					Total						
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know							
Property tax	7%	N=22	26%	N=90	18%	N=61	37%	N=124	13%	N=43	100%	N=341
Sales tax	11%	N=37	31%	N=106	22%	N=74	27%	N=92	9%	N=31	100%	N=338
Motor fuel tax	11%	N=37	27%	N=92	25%	N=85	27%	N=91	10%	N=32	100%	N=336
Sewer fee	9%	N=29	35%	N=117	24%	N=81	22%	N=75	10%	N=33	100%	N=335
Stormwater utility fee (including tax-exempt entities)	12%	N=40	30%	N=101	23%	N=76	21%	N=72	14%	N=47	100%	N=337

Table 49: Question 16

	Please indicate how you would adjust current funding for the following services:						Total					
	Large increase	Slight increase	Maintain current level	Slight decrease	Large decrease	Total						
Crime prevention	24%	N=81	32%	N=107	39%	N=128	5%	N=16	0%	N=2	100%	N=333
Police response	19%	N=64	25%	N=84	53%	N=179	2%	N=5	1%	N=3	100%	N=335
Fire prevention	11%	N=37	17%	N=59	60%	N=201	10%	N=33	2%	N=6	100%	N=335
Fire response	12%	N=39	20%	N=66	65%	N=214	3%	N=10	1%	N=2	100%	N=331
Road maintenance	34%	N=112	32%	N=108	28%	N=92	3%	N=9	4%	N=12	100%	N=334
Sidewalk services	17%	N=57	22%	N=75	42%	N=139	14%	N=47	5%	N=15	100%	N=334
Snow removal	15%	N=52	17%	N=58	59%	N=197	7%	N=23	2%	N=7	100%	N=337
Trash collection service	9%	N=29	7%	N=23	71%	N=239	12%	N=41	1%	N=4	100%	N=335
Code enforcement services	11%	N=37	15%	N=50	51%	N=169	17%	N=56	6%	N=21	100%	N=333
Neighborhood revitalization	16%	N=53	21%	N=71	41%	N=136	17%	N=57	5%	N=18	100%	N=336
Library services	6%	N=21	11%	N=36	61%	N=204	14%	N=47	7%	N=25	100%	N=332
Economic development services	12%	N=40	19%	N=61	50%	N=161	14%	N=45	6%	N=18	100%	N=324

Table 50: Question D1

	How often, if at all, do you do each of the following, considering all of the times you could?					Total						
	Never	Rarely	Sometimes	Usually	Always							
Recycle at home	21%	N=73	17%	N=59	13%	N=45	19%	N=65	30%	N=101	100%	N=342
Purchase goods or services from a business located in Peoria	0%	N=1	5%	N=18	9%	N=29	50%	N=169	36%	N=120	100%	N=338
Eat at least 5 portions of fruits and vegetables a day	2%	N=8	19%	N=64	33%	N=111	32%	N=108	15%	N=49	100%	N=340
Participate in moderate or vigorous physical activity	3%	N=9	13%	N=44	31%	N=106	32%	N=108	21%	N=71	100%	N=337
Read or watch local news (via television, paper, computer, etc.)	2%	N=6	14%	N=49	23%	N=78	27%	N=92	34%	N=117	100%	N=341
Vote in local elections	17%	N=60	12%	N=40	16%	N=54	18%	N=62	37%	N=127	100%	N=342

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	12%	N=40
Very good	42%	N=142
Good	36%	N=124
Fair	8%	N=29
Poor	2%	N=8
Total	100%	N=342

Table 52: Question D3

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	Number
Very positive	2%	N=8
Somewhat positive	15%	N=51
Neutral	53%	N=181
Somewhat negative	25%	N=86
Very negative	4%	N=12
Total	100%	N=338

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	52%	N=177
Working part time for pay	15%	N=52
Unemployed, looking for paid work	5%	N=17
Unemployed, not looking for paid work	6%	N=20
Fully retired	22%	N=73
Total	100%	N=339

Table 54: Question D5

Do you work inside the boundaries of Peoria?	Percent	Number
Yes, outside the home	52%	N=165
Yes, from home	3%	N=10
No	45%	N=144
Total	100%	N=319

Table 55: Question D6

How many years have you lived in Peoria?	Percent	Number
Less than 2 years	16%	N=56
2 to 5 years	9%	N=32
6 to 10 years	10%	N=33
11 to 20 years	12%	N=41
More than 20 years	53%	N=182
Total	100%	N=345

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	37%	N=125
Building with two or more homes (duplex, townhome, apartment or condominium)	58%	N=196
Mobile home	0%	N=1
Other	6%	N=19
Total	100%	N=341

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	44%	N=151
Owned	56%	N=191
Total	100%	N=342

Table 58: Question D9

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	Number
Less than \$300 per month	12%	N=40
\$300 to \$599 per month	27%	N=91
\$600 to \$999 per month	33%	N=109
\$1,000 to \$1,499 per month	13%	N=44
\$1,500 to \$2,499 per month	12%	N=40
\$2,500 or more per month	3%	N=9
Total	100%	N=333

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	77%	N=264
Yes	23%	N=80
Total	100%	N=344

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	73%	N=250
Yes	27%	N=93
Total	100%	N=344

Table 61: Question D12

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	Number
Less than \$25,000	29%	N=95
\$25,000 to \$49,999	26%	N=85
\$50,000 to \$99,999	26%	N=83
\$100,000 to \$149,999	13%	N=43
\$150,000 or more	6%	N=20
Total	100%	N=326

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=323
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=10
Total	100%	N=332

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian, Asian Indian or Pacific Islander	7%	N=24
Black or African American	24%	N=82
White	67%	N=226
Other	2%	N=6

Total may exceed 100% as respondents could select more than one option.

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	7%	N=26
25 to 34 years	26%	N=88
35 to 44 years	10%	N=34
45 to 54 years	22%	N=77
55 to 64 years	12%	N=41
65 to 74 years	13%	N=44
75 years or older	10%	N=33
Total	100%	N=344

Table 65: Question D16

What is your sex?	Percent	Number
Female	55%	N=186
Male	45%	N=153
Total	100%	N=339

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	63%	N=217
Land line	22%	N=74
Both	15%	N=52
Total	100%	N=344

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Peoria chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Peoria’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Peoria’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Peoria’s rating to the benchmark.

In that final column, Peoria’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Peoria residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Peoria	55%	547	583	Lower
Overall image or reputation of Peoria	35%	359	391	Much lower
Peoria as a place to live	58%	498	538	Lower
Your neighborhood as a place to live	68%	339	388	Similar
Peoria as a place to raise children	47%	456	483	Much lower
Peoria as a place to retire	36%	437	454	Much lower
Overall appearance of Peoria	42%	395	451	Lower

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Peoria	40%	238	245	Much lower
	In your neighborhood during the day	84%	341	432	Similar
	In Peoria's downtown/commercial area during the day	72%	333	365	Lower
Mobility	Overall ease of getting to the places you usually have to visit	75%	81	118	Similar
	Availability of paths and walking trails	49%	232	291	Lower
	Ease of walking in Peoria	40%	310	353	Lower
	Ease of travel by bicycle in Peoria	31%	316	356	Lower
	Ease of travel by public transportation in Peoria	45%	59	129	Similar
	Ease of travel by car in Peoria	68%	159	361	Similar
	Ease of public parking	48%	62	94	Similar
Natural Environment	Traffic flow on major streets	59%	151	355	Similar
	Quality of overall natural environment in Peoria	52%	242	266	Lower
	Cleanliness of Peoria	40%	239	262	Much lower
Built Environment	Air quality	47%	254	283	Lower
	Overall "built environment" of Peoria (including overall design, buildings, parks and transportation systems)	41%	102	113	Lower
	Overall quality of new development in Peoria	49%	231	321	Similar
	Availability of affordable quality housing	46%	196	383	Similar
	Variety of housing options	44%	212	260	Similar
	Public places where people want to spend time	45%	91	105	Lower
	Overall economic health of Peoria	38%	93	118	Lower
	Vibrant downtown/commercial area	29%	79	104	Lower
	Overall quality of business and service establishments in Peoria	56%	188	254	Similar
	Cost of living in Peoria	45%	55	111	Similar
Economy	Shopping opportunities	56%	181	371	Similar
	Employment opportunities	38%	127	409	Similar
	Peoria as a place to visit	40%	110	126	Lower
	Peoria as a place to work	62%	200	408	Similar
	Health and wellness opportunities in Peoria	69%	67	115	Similar
	Availability of affordable quality mental health care	48%	56	98	Similar
	Availability of preventive health services	66%	76	209	Similar
	Availability of affordable quality health care	73%	52	301	Higher
	Availability of affordable quality food	69%	129	238	Similar
	Recreational opportunities	54%	269	388	Similar
Recreation and Wellness	Fitness opportunities (including exercise classes and paths or trails, etc.)	54%	94	109	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	56%	93	112	Lower
	Opportunities to participate in religious or spiritual events and activities	74%	124	197	Similar
	Opportunities to attend cultural/arts/music activities	62%	146	379	Similar
	Adult educational opportunities	58%	59	100	Similar
	K-12 education	32%	341	353	Much lower
	Availability of affordable quality child care/preschool	50%	123	302	Similar
Community Engagement	Opportunities to participate in social events and activities	51%	170	243	Similar
	Neighborliness of Peoria	39%	102	107	Lower
	Openness and acceptance of the community toward people of diverse backgrounds	43%	304	346	Lower
	Opportunities to participate in community matters	50%	191	254	Similar
	Opportunities to volunteer	63%	191	250	Similar

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Peoria	50%	529	576	Lower
Overall customer service by Peoria employees (police, receptionists, planners, etc.)	53%	446	470	Lower
Value of services for the taxes paid to Peoria	30%	474	508	Lower
Overall direction that Peoria is taking	35%	350	402	Lower
Job Peoria government does at welcoming citizen involvement	30%	354	400	Similar
Overall confidence in Peoria government	27%	101	113	Lower
Generally acting in the best interest of the community	35%	99	112	Lower
Being honest	33%	102	110	Lower
Treating all residents fairly	32%	102	112	Lower
Services provided by the Federal Government	31%	249	314	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	68%	522	625	Similar
	Fire services	85%	438	509	Similar
	Ambulance or emergency medical services	81%	430	479	Similar
	Crime prevention	41%	417	443	Lower
	Fire prevention and education	56%	334	357	Lower
	Animal control	55%	273	437	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	53%	210	278	Similar
	Traffic enforcement	45%	454	473	Lower
	Street repair	13%	581	595	Much lower
	Street cleaning	26%	402	407	Much lower
Mobility	Street lighting	44%	354	414	Similar
	Snow removal	50%	305	384	Similar
	Sidewalk maintenance	27%	373	396	Lower
	Traffic signal timing	44%	205	300	Similar
	Bus or transit services	55%	149	277	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Natural Environment	Garbage collection	75%	376	501	Similar
	Recycling	55%	398	448	Lower
	Yard waste pick-up	66%	218	326	Similar
	Drinking water	51%	372	422	Lower
	Preservation of natural areas such as open space, farmlands and greenbelts	41%	220	261	Similar
	Peoria open space	37%	117	124	Lower
Built Environment	Storm drainage	58%	274	476	Similar
	Sewer services	66%	295	405	Similar
	Power (electric and/or gas) utility	70%	104	156	Similar
	Utility billing	61%	83	112	Similar
	Land use, planning and zoning	37%	263	383	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	34%	351	477	Similar
	Cable television	34%	236	251	Lower
Economy	Economic development	40%	225	372	Similar
Recreation and Wellness	City parks	65%	358	422	Similar
	Recreation programs or classes	65%	309	448	Similar
	Recreation centers or facilities	60%	240	342	Similar
	Health services	70%	69	252	Similar
Education and Enrichment	City-sponsored special events	48%	100	118	Lower
	Public library services	78%	282	457	Similar
Community Engagement	Public information services	59%	234	369	Similar

Table 701: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	32%	375	389	Lower
Recommend living in Peoria to someone who asks	63%	253	264	Much lower
Remain in Peoria for the next five years	72%	237	261	Lower
Contacted Peoria (in-person, phone, email or web) for help or information	27%	372	376	Much lower

Table 712: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	37%	50	99	Similar
	Did NOT report a crime to the police	76%	65	108	Similar
	Household member was NOT a victim of a crime	87%	197	328	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	20%	48	91	Similar
	Carpooled with other adults or children instead of driving alone	45%	42	105	Similar
	Walked or biked instead of driving	51%	69	109	Similar
Natural Environment	Made efforts to conserve water	70%	98	101	Lower
	Made efforts to make your home more energy efficient	76%	63	101	Similar
	Recycle at home	62%	279	303	Much lower
Built Environment	Did NOT observe a code violation or other hazard in Peoria	53%	51	101	Similar
	NOT experiencing housing costs stress	74%	54	240	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economy	Purchase goods or services from a business located in Peoria	94%	88	105	Similar
	Economy will have positive impact on income	17%	234	310	Similar
	Work inside boundaries of Peoria	55%	30	105	Higher
Recreation and Wellness	Used Peoria recreation centers or their services	69%	36	277	Higher
	Visited a neighborhood park or City park	83%	218	329	Similar
	Eat at least 5 portions of fruits and vegetables a day	79%	85	102	Similar
	Participate in moderate or vigorous physical activity	84%	54	103	Similar
	In very good to excellent health	53%	92	104	Similar
	Used Peoria public libraries or their services	63%	204	285	Similar
Education and Enrichment	Participated in religious or spiritual activities in Peoria	56%	63	186	Similar
	Attended City-sponsored event	47%	67	107	Similar
	Campaigned or advocated for an issue, cause or candidate	24%	34	98	Similar
Community Engagement	Contacted Peoria elected officials (in-person, phone, email or web) to express your opinion	18%	46	105	Similar
	Volunteered your time to some group/activity in Peoria	52%	76	318	Similar
	Participated in a club	42%	17	215	Higher
	Talked to or visited with your immediate neighbors	91%	57	105	Similar
	Done a favor for a neighbor	84%	33	101	Similar
	Attended a local public meeting	16%	276	321	Similar
	Watched (online or on television) a local public meeting	37%	102	251	Similar
	Read or watch local news (via television, paper, computer, etc.)	84%	80	104	Similar
	Vote in local elections	71%	228	319	Similar

Communities included in national comparisons

The communities included in Peoria’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene City, KS	6,844
Adams County, CO	441,603
Addison Village, IL	36,942
Agoura Hills City, CA	20,330
Airway Heights City, WA	6,114
Akron City, OH	199,110
Alamogordo City, NM	30,403
Albany City, GA	77,434
Albany City, OR	50,158
Albemarle County, VA	98,970
Albert Lea City, MN	18,016
Albuquerque City, NM	545,852
Algonquin Village, IL	30,046
Aliso Viejo City, CA	47,823
Alpharetta City, GA	57,551
Altamonte Springs City, FL	41,496
Altoona City, IA	14,541
American Canyon City, CA	19,454
Ames City, IA	58,965
Andover CDP, MA	8,762

Ankeny City, IA	45,582
Ann Arbor City, MI	113,934
Annapolis City, MD	38,394
Antioch City, CA	102,372
Apple Valley town, CA	69,135
Appleton City, WI	72,623
Arapahoe County, CO	572,003
Arcadia City, CA	56,364
Archuleta County, CO	12,084
Arkansas City, AR	366
Arkansas City, KS	12,415
Arlington City, TX	365,438
Arlington County, VA	207,627
Arvada City, CO	106,433
Asheville City, NC	83,393
Ashland City, KY	21,684
Ashland City, OR	20,078
Ashland County, WI	16,157
Ashland town, VA	7,225
Aspen City, CO	6,658

The National Citizen Survey™

Atlanta City, GA	420,003	Burien City, WA	33,313
Auburn City, AL.....	53,380	Burleson City, TX	36,690
Auburn City, WA	70,180	Burlingame City, CA	28,806
Augusta CCD, GA.....	134,777	Burlington CDP, MA.....	24,498
Aurora City, CO.....	325,078	Cabarrus County, NC.....	178,011
Austin City, TX.....	790,390	Cambridge City, MA.....	105,162
Avondale City, AZ.....	76,238	Canandaigua City, NY.....	10,545
Bainbridge Island City, WA	23,025	Canton City, SD	3,057
Ballwin City, MO.....	30,404	Cape Coral City, FL.....	154,305
Baltimore City, MD	620,961	Cape Girardeau City, MO	37,941
Baltimore County, MD	805,029	Capitola City, CA	9,918
Barnstable Town City, MA.....	45,193	Carlisle borough, PA.....	18,682
Batavia City, IL	26,045	Carlsbad City, CA	105,328
Battle Creek City, MI	52,347	Carrollton City, TX.....	119,097
Bay City, MI.....	34,932	Carson City, NV.....	55,274
Baytown City, TX	71,802	Cartersville City, GA	19,731
Bedford City, TX.....	46,979	Carver County, MN.....	91,042
Bedford County, VA.....	68,676	Cary town, NC	135,234
Bedford town, MA.....	13,320	Casa Grande City, AZ	48,571
Beekman Town, NY.....	14,621	Casper City, WY.....	55,316
Belleair Beach City, FL.....	1,560	Castine Town, ME	1,366
Bellevue City, WA.....	122,363	Castle Pines North City, CO.....	10,360
Bellflower City, CA.....	76,616	Castle Rock town, CO	48,231
Bellingham City, WA.....	80,885	Cedar Creek village, NE	390
Beltrami County, MN	44,442	Cedar Falls City, IA.....	39,260
Benbrook City, TX	21,234	Cedar Rapids City, IA	126,326
Bend City, OR.....	76,639	Centennial City, CO	100,377
Benicia City, CA.....	26,997	Centralia City, IL	13,032
Bettendorf City, IA	33,217	Cerritos City, CA.....	49,041
Billings City, MT	104,170	Chambersburg borough, PA.....	20,268
Biloxi City, MS.....	44,054	Chandler City, AZ	236,123
Blacksburg town, VA	42,620	Chanassen City, MN	22,952
Blaine City, MN	57,186	Chanute City, KS.....	9,119
Bloomfield City, NM.....	8,112	Chapel Hill town, NC	57,233
Bloomfield Hills City, MI.....	3,869	Charlotte City, NC	731,424
Bloomington City, IL	76,610	Charlotte County, FL	159,978
Bloomington City, MN.....	82,893	Charlottesville City, VA	43,475
Blue Ash City, OH.....	12,114	Chattanooga City, TN	167,674
Blue Earth City, MN.....	3,353	Chesapeake City, VA	222,209
Blue Springs City, MO.....	52,575	Chesterfield County, VA.....	316,236
Boca Raton City, FL.....	84,392	Cheyenne City, WY	59,466
Boise City, ID.....	205,671	Chippewa Falls City, WI.....	13,661
Bonita Springs City, FL	43,914	Chittenden County, VT	156,545
Boone County, KY	118,811	Chula Vista City, CA.....	243,916
Boonville City, MO.....	8,319	Cincinnati City, OH	296,943
Boston City, MA	617,594	Citrus Heights City, CA	83,301
Botetourt County, VA	33,148	Clackamas County, OR	375,992
Bothell City, WA.....	33,505	Claremont City, CA.....	34,926
Boulder City, CO	97,385	Clarendon Hills village, IL	8,427
Boulder County, CO.....	294,567	Clark County, WA.....	425,363
Bowling Green City, KY.....	58,067	Clarke County, IA.....	9,286
Bozeman City, MT	37,280	Clay County, MO	221,939
Bradenton City, FL	49,546	Clayton City, MO	15,939
Brea City, CA	39,282	Clearwater City, FL.....	107,685
Breckenridge town, CO.....	4,540	Cleveland Heights City, OH	46,121
Brentwood City, MO	8,055	Clive City, IA.....	15,447
Brentwood City, TN.....	37,060	Clovis City, CA	95,631
Brevard County, FL	543,376	Coconino County, AZ.....	134,421
Brighton City, CO	33,352	College Park City, MD.....	30,413
Brisbane City, CA	4,282	College Station City, TX.....	93,857
Bristol City, TN.....	26,702	Colleyville City, TX.....	22,807
Broken Arrow City, OK.....	98,850	Collier County, FL.....	321,520
Brookfield City, WI	37,920	Collinsville City, IL.....	25,579
Brookline CDP, MA	58,732	Colorado Springs City, CO.....	416,427
Brookline town, NH	4,991	Columbia City, MO	108,500
Broomfield City, CO	55,889	Columbia City, SC	129,272
Broward County, FL	1,748,066	Columbus City, GA	189,885
Brown Deer village, WI.....	11,999	Columbus City, OH	787,033
Brownsburg town, IN	21,285	Columbus City, WI	4,991
Bryan City, TX.....	76,201	Commerce City, CO.....	45,913

The National Citizen Survey™

Concord City, CA.....	122,067	Eagle town, CO.....	6,508
Concord City, NC.....	79,066	East Baton Rouge Parish, LA.....	440,171
Concord town, MA.....	17,668	East Grand Forks City, MN.....	8,601
Conyers City, GA.....	15,195	East Lansing City, MI.....	48,579
Cookeville City, TN.....	30,435	East Merrimack CDP, NH.....	4,197
Coon Rapids City, MN.....	61,476	East Providence City, RI.....	47,037
Cooper City, FL.....	28,547	Eau Claire City, WI.....	65,883
Coppell City, TX.....	38,659	Ebensburg borough, PA.....	3,351
Copperas Cove City, TX.....	32,032	Eden Prairie City, MN.....	60,797
Coral Springs City, FL.....	121,096	Edgerton City, KS.....	1,671
Coronado City, CA.....	18,912	Edina City, MN.....	47,941
Corpus Christi City, TX.....	305,215	Edmond City, OK.....	81,405
Corvallis City, OR.....	54,462	Edmonds City, WA.....	39,709
Coventry Lake CDP, CT.....	2,990	El Cerrito City, CA.....	23,549
Craig City, CO.....	9,464	El Dorado County, CA.....	181,058
Cranberry township, PA.....	28,098	El Paso City, TX.....	649,121
Crested Butte town, CO.....	1,487	Elk Grove City, CA.....	153,015
Creve Coeur City, MO.....	17,833	Elk River City, MN.....	22,974
Cross Roads town, TX.....	1,563	Elko New Market City, MN.....	4,110
Crystal Lake City, IL.....	40,743	Ellisville City, MO.....	9,133
Cumberland County, PA.....	235,406	Elmhurst City, IL.....	44,121
Cupertino City, CA.....	58,302	Encinitas City, CA.....	59,518
Cypress City, CA.....	47,802	Englewood City, CO.....	30,255
Dade City, FL.....	6,437	Ephrata borough, PA.....	13,394
Dakota County, MN.....	398,552	Erie County, PA.....	280,566
Dallas City, OR.....	14,583	Erie town, CO.....	18,135
Dallas City, TX.....	1,197,816	Escambia County, FL.....	297,619
Dania Beach City, FL.....	29,639	Escanaba City, MI.....	12,616
Danville City, KY.....	16,218	Escondido City, CA.....	143,911
Dardenne Prairie City, MO.....	11,494	Estes Park town, CO.....	5,858
Davenport City, IA.....	99,685	Eugene City, OR.....	156,185
Davidson Town, NC.....	10,944	Eustis City, FL.....	18,558
Daviess County, KY.....	96,656	Evanston City, IL.....	74,486
Davis City, CA.....	65,622	Fairborn City, OH.....	32,352
Dayton City, OH.....	141,527	Fairview town, TX.....	7,248
Daytona Beach City, FL.....	61,005	Fairway City, KS.....	3,882
De Pere City, WI.....	23,800	Farmington City, NM.....	45,877
Decatur City, GA.....	19,335	Farmington City, UT.....	18,275
Decatur City, IL.....	76,122	Farmington Hills City, MI.....	79,740
Deerfield Beach City, FL.....	75,018	Fayetteville City, AR.....	73,580
DeKalb City, IL.....	43,862	Fayetteville City, NC.....	200,564
Del Mar City, CA.....	4,161	Federal Way City, WA.....	89,306
Delaware City, OH.....	34,753	Fishers Town, IN.....	76,794
Delray Beach City, FL.....	60,522	Flagstaff City, AZ.....	65,870
Denison City, TX.....	22,682	Flower Mound town, TX.....	64,669
Denton City, TX.....	113,383	Flushing City, MI.....	8,389
Denver City, CO.....	600,158	Forest Grove City, OR.....	21,083
Derby City, KS.....	22,158	Fort Collins City, CO.....	143,986
Des Moines City, IA.....	203,433	Fort Dodge City, IA.....	25,206
Des Moines County, IA.....	40,325	Fort Lauderdale City, FL.....	165,521
Des Peres City, MO.....	8,373	Fort Madison City, IA.....	11,051
DeSoto City, TX.....	49,047	Fort Smith City, AR.....	86,209
Destin City, FL.....	12,305	Fort Wayne City, IN.....	253,691
Detroit City, MI.....	713,777	Fort Worth City, TX.....	741,206
Dewey-Humboldt town, AZ.....	3,894	Fountain Hills town, AZ.....	22,489
Dillon town, CO.....	904	Franklin City, TN.....	62,487
Dorchester County, MD.....	32,618	Fredericksburg City, VA.....	24,286
Dothan City, AL.....	65,496	Freeport CDP, ME.....	1,485
Douglas County, CO.....	285,465	Freeport City, IL.....	25,638
Douglas County, GA.....	132,403	Fremont City, CA.....	214,089
Dover City, DE.....	36,047	Fridley City, MN.....	27,208
Dover City, NH.....	29,987	Friendswood City, TX.....	35,805
Downers Grove village, IL.....	47,833	Frisco town, CO.....	2,683
Dublin City, CA.....	46,036	Fruita City, CO.....	12,646
Duluth City, MN.....	86,265	Gahanna City, OH.....	33,248
Duncanville City, TX.....	38,524	Gainesville City, FL.....	124,354
Durango City, CO.....	16,887	Gaithersburg City, MD.....	59,933
Durham City, NC.....	228,330	Galt City, CA.....	23,647
Duval County, FL.....	864,263	Galveston City, TX.....	47,743
Eagan City, MN.....	64,206	Garden City, KS.....	26,658

The National Citizen Survey™

Garden Grove City, CA.....	170,883	Hopkinton town, MA.....	14,925
Gardner City, KS.....	19,123	Hoquiam City, WA.....	8,726
Garland City, TX.....	226,876	Hot Springs City, AR.....	35,193
Gary City, IN.....	80,294	Hot Sulphur Springs town, CO	663
Genesee County, NY	60,079	Houston City, TX.....	2,099,451
Geneva City, NY.....	13,261	Howard City village, MI	1,808
Georgetown City, TX	47,400	Howell City, MI	9,489
Georgetown town, CO.....	1,034	Huber Heights City, OH	38,101
Germantown City, TN.....	38,844	Hudson City, OH	22,262
Gig Harbor City, WA.....	7,126	Hudson town, CO.....	2,356
Gilbert town, AZ.....	208,453	Hudson town, NC.....	3,776
Gillette City, WY.....	29,087	Hudsonville City, MI	7,116
Gilroy City, CA	48,821	Huntersville town, NC.....	46,773
Gladstone City, MI	4,973	Hurst City, TX	37,337
Glendora City, CA.....	50,073	Hutchinson City, MN.....	14,178
Globe City, AZ.....	7,532	Hutto City, TX.....	14,698
Golden Valley City, MN	20,371	Hyattsville City, MD.....	17,557
Goodyear City, AZ.....	65,275	Independence City, MO	116,830
Grafton village, WI.....	11,459	Indian Trail town, NC	33,518
Grand Blanc City, MI	8,276	Indianola City, IA	14,782
Grand County, CO.....	14,843	Iowa City, IA	67,862
Grand Forks City, ND.....	52,838	Iowa County, IA.....	16,355
Grand Island City, NE.....	48,520	Irving City, TX	216,290
Grand Junction City, CO	58,566	Issaquah City, WA.....	30,434
Grand Prairie City, TX.....	175,396	Jackson County, MI.....	160,248
Grand Rapids City, MI	188,040	Jackson County, OR	203,206
Grandview City, MO	24,475	Jacksonville City, FL	821,784
Grass Valley City, CA	12,860	James City County, VA	67,009
Greeley City, CO	92,889	Janesville City, WI.....	63,575
Green Valley CDP, AZ	21,391	Jefferson City, MO.....	43,079
Greenbelt City, MD.....	23,068	Jefferson County, CO	534,543
Greensboro City, NC.....	269,666	Jefferson County, NY.....	116,229
Greenville City, SC.....	58,409	Jefferson Parish, LA	432,552
Greenwood Village City, CO	13,925	Jerome City, ID.....	10,890
Greer City, SC.....	25,515	Johnson City, TN.....	63,152
Gresham City, OR	105,594	Johnson County, KS	544,179
Guilford County, NC	488,406	Johnston City, IA	17,278
Gulf Shores City, AL	9,741	Joplin City, MO.....	50,150
Gunnison County, CO	15,324	Jupiter town, FL.....	55,156
Gurnee village, IL.....	31,295	Kalamazoo City, MI	74,262
Hackensack City, NJ.....	43,010	Kannapolis City, NC.....	42,625
Hailey City, ID	7,960	Kansas City, KS.....	145,786
Haines Borough, AK	2,508	Kansas City, MO.....	459,787
Hallandale Beach City, FL	37,113	Kearney City, NE.....	30,787
Hamilton City, OH	62,477	Keizer City, OR.....	36,478
Hampton City, VA	137,436	Kenmore City, WA.....	20,460
Hanover County, VA.....	99,863	Kennedale City, TX.....	6,763
Harrisonburg City, VA.....	48,914	Kennett Square borough, PA.....	6,072
Harrisonville City, MO.....	10,019	Kenosha City, WI	99,218
Hartford City, CT.....	124,775	Kent City, WA	92,411
Hayward City, CA	144,186	Kentwood City, MI	48,707
Henderson City, NV.....	257,729	Kettering City, OH.....	56,163
Hercules City, CA	24,060	Key West City, FL.....	24,649
Hermiston City, OR	16,745	King County, WA.....	1,931,249
Herndon town, VA.....	23,292	Kirkland City, WA	48,787
Hickory City, NC.....	40,010	Kirkwood City, MO	27,540
High Point City, NC.....	104,371	Kissimmee City, FL	59,682
Highland City, CA.....	53,104	Kitsap County, WA	251,133
Highland Park City, IL.....	29,763	Knightdale town, NC	11,401
Highlands Ranch CDP, CO	96,713	Knoxville City, TN.....	178,874
Hillsborough County, FL	1,229,226	Kutztown borough, PA.....	5,012
Hillsborough town, NC.....	6,087	La Mesa City, CA.....	57,065
Holden town, MA	17,346	La Plata town, MD.....	8,753
Holland City, MI.....	33,051	La Porte City, TX.....	33,800
Homer City, AK	5,003	La Vista City, NE	15,758
Homewood village, IL.....	19,323	Lafayette City, CO	24,453
Honolulu County, HI.....	953,207	Laguna Beach City, CA	22,723
Hooksett town, NH.....	13,451	Laguna Hills City, CA	30,344
Hopewell City, VA	22,591	Laguna Niguel City, CA.....	62,979
Hopkins City, MN	17,591	Lake Oswego City, OR.....	36,619

The National Citizen Survey™

Lake Zurich village, IL	19,631	Matthews town, NC.....	27,198
Lakeville City, MN.....	55,954	Mauui County, HI.....	154,834
Lakewood City, CA.....	80,048	Mauldin City, SC.....	22,889
Lakewood City, CO.....	142,980	Mayer City, MN.....	1,749
Lane County, OR.....	351,715	McAllen City, TX.....	129,877
Laramie City, WY.....	30,816	McDonough City, GA.....	22,084
Larimer County, CO.....	299,630	McKinney City, TX.....	131,117
Las Cruces City, NM.....	97,618	McMinnville City, OR.....	32,187
Las Vegas City, NV.....	583,756	Mecklenburg County, NC.....	919,628
Lawrence City, KS.....	87,643	Medford City, OR.....	74,907
League City, TX.....	83,560	Medford Lakes borough, NJ.....	4,146
Lebanon City, NH.....	13,151	Medina City, MN.....	4,892
Lebanon City, OH.....	20,033	Melbourne City, FL.....	76,068
Lee County, FL.....	618,754	Menlo Park City, CA.....	32,026
Lee's Summit City, MO.....	91,364	Mercer Island City, WA.....	22,699
Lehi City, UT.....	47,407	Meridian charter township, MI.....	39,688
Lenexa City, KS.....	48,190	Meridian City, ID.....	75,092
Lewis County, NY.....	27,087	Merriam City, KS.....	11,003
Lewiston City, ID.....	31,894	Merrill City, WI.....	9,661
Lewiston City, ME.....	36,592	Mesa City, AZ.....	439,041
Lewisville City, TX.....	95,290	Mesa County, CO.....	146,723
Lexington City, VA.....	7,042	Miami Beach City, FL.....	87,779
Lexington-Fayette urban county, KY.....	295,803	Miami City, FL.....	399,457
Liberty City, MO.....	29,149	Miami-Dade County, FL.....	2,496,435
Lincoln City, NE.....	258,379	Midland City, MI.....	41,863
Lincolnwood village, IL.....	12,590	Milford City, DE.....	9,559
Lindsborg City, KS.....	3,458	Milledgeville City, GA.....	17,715
Little Rock City, AR.....	193,524	Milton City, GA.....	32,661
Littleton City, CO.....	41,737	Milton City, WI.....	5,546
Livermore City, CA.....	80,968	Minneapolis City, MN.....	382,578
Lodi City, CA.....	62,134	Minnetonka City, MN.....	49,734
Lombard village, IL.....	43,165	Mission City, KS.....	9,323
Lompoc City, CA.....	42,434	Mission Viejo City, CA.....	93,305
Lone Tree City, CO.....	10,218	Missoula City, MT.....	66,788
Long Beach City, CA.....	462,257	Missouri City, TX.....	67,358
Longmont City, CO.....	86,270	Modesto City, CA.....	201,165
Longview City, TX.....	80,455	Monterey City, CA.....	27,810
Los Alamitos City, CA.....	11,449	Montgomery County, MD.....	971,777
Los Alamos County, NM.....	17,950	Montgomery County, VA.....	94,392
Los Angeles City, CA.....	3,792,621	Montpelier City, VT.....	7,855
Los Gatos town, CA.....	29,413	Montrose City, CO.....	19,132
Louisa County, IA.....	11,387	Monument town, CO.....	5,530
Louisville City, CO.....	18,376	Mooreville town, NC.....	32,711
Loveland City, CO.....	66,859	Morgan Hill City, CA.....	37,882
Lower Merion township, PA.....	57,825	Morgantown City, WV.....	29,660
Lower Providence township, PA.....	25,436	Morristown City, TN.....	29,137
Lubbock City, TX.....	229,573	Morrisville town, NC.....	18,576
Lufkin City, TX.....	35,067	Moscow City, ID.....	23,800
Lyme town, NH.....	1,716	Mount Pleasant City, TX.....	15,564
Lynchburg City, VA.....	75,568	Mountain View City, CA.....	74,066
Lynnwood City, WA.....	35,836	Mountain Village town, CO.....	1,320
Lynwood City, CA.....	69,772	Mountlake Terrace City, WA.....	19,909
Lyons village, IL.....	10,729	Multnomah County, OR.....	735,334
Macon City, GA.....	91,351	Munster town, IN.....	23,603
Madison City, WI.....	233,209	Muscatine City, IA.....	22,886
Manchester town, CT.....	58,241	Muskegon City, MI.....	38,401
Manheim borough, PA.....	4,858	Myrtle Beach City, SC.....	27,109
Mankato City, MN.....	39,309	Nacogdoches City, TX.....	32,996
Maple Grove City, MN.....	61,567	Naperville City, IL.....	141,853
Maple Valley City, WA.....	22,684	Nashville-Davidson metropolitan.....	601,222
Maplewood City, MN.....	38,018	Needham CDP, MA.....	28,886
Marana town, AZ.....	34,961	New Braunfels City, TX.....	57,740
Maricopa County, AZ.....	3,817,117	New Brighton City, MN.....	21,456
Marin County, CA.....	252,409	New Hanover County, NC.....	202,667
Marion County, IA.....	33,309	New London City, CT.....	27,620
Marion County, IN.....	903,393	New Orleans City, LA.....	343,829
Marquette County, WI.....	15,404	New Smyrna Beach City, FL.....	22,464
Maryland Heights City, MO.....	27,472	New York City, NY.....	8,175,133
Marysville City, WA.....	60,020	Newberg City, OR.....	22,068
Maryville City, MO.....	11,972	Newport Beach City, CA.....	85,186

The National Citizen Survey™

Newport City, RI	24,672	Pearland City, TX	91,252
Newport News City, VA	180,719	Peoria City, AZ	154,065
Newton City, IA	15,254	Peoria City, IL	115,007
Noblesville City, IN	51,969	Peoria County, IL	186,494
Nogales City, AZ	20,837	Peters township, PA	21,213
Norfolk City, VA	242,803	Petoskey City, MI	5,670
Normal town, IL	52,497	Pflugerville City, TX	46,936
Norman City, OK	110,925	Phoenix City, AL	32,822
North Branch City, MN	10,125	Philadelphia City, PA	1,526,006
North Las Vegas City, NV	216,961	Phoenix City, AZ	1,445,632
North Palm Beach village, FL	12,015	Pickens County, SC	119,224
North Port City, FL	57,357	Pinal County, AZ	375,770
Northampton County, VA	12,389	Pinehurst village, NC	13,124
Northglenn City, CO	35,789	Pinellas County, FL	916,542
Norton Shores City, MI	23,994	Pinellas Park City, FL	49,079
Novato City, CA	51,904	Piqua City, OH	20,522
Novi City, MI	55,224	Pitkin County, CO	17,148
O'Fallon City, IL	28,281	Plano City, TX	259,841
O'Fallon City, MO	79,329	Platte City, MO	4,691
Oak Park village, IL	51,878	Platte County, MO	89,322
Oak Ridge City, TN	29,330	Pleasanton City, CA	70,285
Oakland charter township, MI	16,779	Plymouth City, MN	70,576
Oakland Park City, FL	41,363	Pocatello City, ID	54,255
Oakley City, CA	35,432	Polk County, FL	602,095
Ocala City, FL	56,315	Polk County, IA	430,640
Ocean City town, MD	7,102	Polk County, MN	31,600
Ocean Shores City, WA	5,569	Pomona City, CA	149,058
Oceanside City, CA	167,086	Port Huron City, MI	30,184
Ocoee City, FL	35,579	Port Orange City, FL	56,048
Ogden City, UT	82,825	Port St. Lucie City, FL	164,603
Ogdensburg City, NY	11,128	Portland City, OR	583,776
Oklahoma City, OK	579,999	Port Falls City, ID	27,574
Olathe City, KS	125,872	Poway City, CA	47,811
Old Town City, ME	7,840	Prescott Valley town, AZ	38,822
Oldsmar City, FL	13,591	Prince William County, VA	402,002
Olmsted County, MN	144,248	Prior Lake City, MN	22,796
Olympia City, WA	46,478	Provo City, UT	112,488
Orange County, FL	1,145,956	Pueblo City, CO	106,595
Orange village, OH	3,323	Purcellville town, VA	7,727
Orland Park village, IL	56,767	Queen Creek town, AZ	26,361
Orlando City, FL	238,300	Radford City, VA	16,408
Orleans Parish, LA	343,829	Radnor township, PA	31,531
Oshkosh City, WI	66,083	Ramsey City, MN	23,668
Otsego County, MI	24,164	Rancho Cordova City, CA	64,776
Ottawa County, MI	263,801	Rapid City, SD	67,956
Overland Park City, KS	173,372	Raymore City, MO	19,206
Oviedo City, FL	33,342	Redding City, CA	89,861
Oxnard City, CA	197,899	Redmond City, WA	54,144
Ozaukee County, WI	86,395	Rehoboth Beach City, DE	1,327
Paducah City, KY	25,024	Reno City, NV	225,221
Palatine village, IL	68,557	Renton City, WA	90,927
Palm Bay City, FL	103,190	Reston CDP, VA	58,404
Palm Beach County, FL	1,320,134	Richfield City, MN	35,228
Palm Beach Gardens City, FL	48,452	Richland City, WA	48,058
Palm Beach town, FL	8,348	Richmond City, CA	103,701
Palm Coast City, FL	75,180	Richmond City, VA	204,214
Palm Springs City, CA	44,552	Richmond Heights City, MO	8,603
Palo Alto City, CA	64,403	Ridgecrest City, CA	27,616
Panama City, FL	36,484	Rifle City, CO	9,172
Papillion City, NE	18,894	Rio Rancho City, NM	87,521
Park City, UT	7,558	River Falls City, WI	15,000
Park Ridge City, IL	37,480	Riverdale City, UT	8,426
Parker town, CO	45,297	Riverside City, CA	303,871
Parkland City, FL	23,962	Riverside City, MO	2,937
Pasadena City, CA	137,122	Riverside village, IL	8,875
Pasadena City, TX	149,043	Roanoke City, VA	97,032
Pascagoula City, MS	22,392	Roanoke County, VA	92,376
Pasco City, WA	59,781	Rochester City, MI	12,711
Pasco County, FL	464,697	Rochester City, NY	210,565
Peachtree City, GA	34,364	Rochester Hills City, MI	70,995

The National Citizen Survey™

Rock Hill City, SC	66,154	Shorewood village, IL	15,615
Rockford City, IL	152,871	Shorewood village, WI	13,162
Rockville City, MD	61,209	Shrewsbury town, MA	35,608
Rocky Mount City, NC.....	57,477	Siloam Springs City, AR	15,039
Roeland Park City, KS.....	6,731	Silverthorne town, CO	3,887
Rogers City, MN.....	8,597	Simi Valley City, CA.....	124,237
Rolla City, MO.....	19,559	Sioux Center City, IA.....	7,048
Roselle village, IL.....	22,763	Sioux Falls City, SD	153,888
Roseville City, MN	33,660	Skokie village, IL.....	64,784
Roswell City, GA.....	88,346	Slater City, IA	1,489
Round Rock City, TX	99,887	Smyrna City, GA.....	51,271
Rowlett City, TX.....	56,199	Snellville City, GA.....	18,242
Royal Oak City, MI	57,236	Snoqualmie City, WA.....	10,670
Rye City, NY	15,720	Snowmass Village town, CO.....	2,826
Saco City, ME	18,482	Solana Beach City, CA	12,867
Sacramento County, CA.....	1,418,788	South Daytona City, FL.....	12,252
Safford City, AZ	9,566	South Gate City, CA.....	94,396
Sahuarita Town, AZ.....	25,259	South Haven City, MI	4,403
Salem town, NH.....	28,776	South Kingstown town, RI	30,639
Salida City, CO	5,236	South Lake Tahoe City, CA	21,403
Salina City, KS	47,707	South Portland City, ME.....	25,002
Salt Lake City, UT	186,440	Southborough town, MA.....	9,767
Sammamish City, WA	45,780	Southlake City, TX.....	26,575
San Anselmo Town, CA	12,336	Sparks City, NV.....	90,264
San Antonio City, TX	1,327,407	Spokane Valley City, WA.....	89,755
San Bernardino County, CA.....	2,035,210	Spotsylvania County, VA.....	122,397
San Carlos City, CA	28,406	Spring Hill City, KS	5,437
San Diego City, CA	1,307,402	Springboro City, OH	17,409
San Francisco City, CA.....	805,235	Springfield City, MO	159,498
San Jose City, CA.....	945,942	Springfield City, OH.....	60,608
San Juan County, NM.....	130,044	Springfield City, OR.....	59,403
San Luis Obispo County, CA.....	269,637	Springville City, UT.....	29,466
San Marcos City, CA	83,781	St. Charles City, IL	32,974
San Marcos City, TX	44,894	St. Clair Shores City, MI.....	59,715
San Mateo City, CA	97,207	St. Cloud City, FL	35,183
San Rafael City, CA	57,713	St. Cloud City, MN.....	65,842
San Ramon City, CA	72,148	St. Joseph City, MO.....	76,780
Sandusky City, OH	25,793	St. Louis County, MN.....	200,226
Sandy City, UT.....	87,461	St. Louis Park City, MN.....	45,250
Sandy Springs City, GA.....	93,853	St. Paul City, MN.....	285,068
Sanford City, FL	53,570	St. Peters City, MO.....	52,575
Sangamon County, IL.....	197,465	St. Petersburg City, FL.....	244,769
Santa Barbara County, CA	423,895	Stafford County, VA	128,961
Santa Clarita City, CA	176,320	Stallings town, NC.....	13,831
Santa Fe County, NM	144,170	Starkville City, MS	23,888
Santa Monica City, CA	89,736	State College borough, PA	42,034
Santa Rosa City, CA	167,815	Staunton City, VA.....	23,746
Sarasota City, FL.....	51,917	Steamboat Springs City, CO.....	12,088
Sarasota County, FL.....	379,448	Sterling City, CO	14,777
Sault Ste. Marie City, MI.....	14,144	Sterling Heights City, MI.....	129,699
Savage City, MN	26,911	Stillwater City, OK	45,688
Savannah City, GA	136,286	Stockton City, CA	291,707
Scarborough CDP, ME	4,403	Streamwood village, IL.....	39,858
Schaumburg village, IL.....	74,227	Suamico Village, WI	11,346
Scott County, MN.....	129,928	Sugar Grove village, IL	8,997
Scottsdale City, AZ	217,385	Sugar Land City, TX	78,817
Seaside City, CA.....	33,025	Summit City, NJ.....	21,457
SeaTac City, WA	26,909	Summit County, UT	36,324
Seattle City, WA.....	608,660	Sunnyvale City, CA.....	140,081
Sedona City, AZ	10,031	Superior City, WI	27,244
Seminole City, FL	17,233	Surprise City, AZ	117,517
Sevierville City, TN.....	14,807	Suwanee City, GA	15,355
Shaker Heights City, OH	28,448	Tacoma City, WA	198,397
Shawnee City, KS.....	62,209	Takoma Park City, MD.....	16,715
Sheboygan City, WI	49,288	Tallahassee City, FL	181,376
Sheldahl City, IA	319	Tamarac City, FL.....	60,427
Shenandoah City, TX.....	2,134	Taos town, NM	5,716
Sherman village, IL	4,148	Temecula City, CA.....	100,097
Shoreview City, MN	25,043	Tempe City, AZ	161,719
Shorewood City, MN.....	7,307	Temple City, TX	66,102

The National Citizen Survey™

Teton County, WY.....	21,294	Weddington Town, NC	9,459
The Colony City, TX.....	36,328	Wentzville City, MO	29,070
The Woodlands CDP, TX.....	93,847	West Carrollton City, OH.....	13,143
Thornton City, CO.....	118,772	West Chester borough, PA.....	18,461
Thousand Oaks City, CA	126,683	West Des Moines City, IA	56,609
Tigard City, OR	48,035	West Hartford CDP, CT.....	63,268
Tillamook County, OR.....	25,250	West Richland City, WA.....	11,811
Titusville City, FL.....	43,761	West Valley City, UT.....	129,480
Tomball City, TX	10,753	Westerville City, OH	36,120
Torrance City, CA.....	145,438	Westlake town, TX	992
Tracy City, CA.....	82,922	Westminster City, CO	106,114
Troy City, MI	80,980	Weston town, MA.....	11,261
Tualatin City, OR.....	26,054	Wethersfield CDP, CT	26,668
Tucson City, AZ.....	520,116	Wheat Ridge City, CO.....	30,166
Tulsa City, OK.....	391,906	White House City, TN	10,255
Tuskegee City, AL	9,865	Whitewater City, WI.....	14,390
Twin Falls City, ID.....	44,125	Whitewater township, MI.....	2,597
Tyler City, TX.....	96,900	Wichita City, KS	382,368
Umatilla City, OR.....	6,906	Williamsburg City, VA	14,068
University Place City, WA.....	31,144	Willingboro township, NJ	31,629
Upper Arlington City, OH	33,771	Wilmette village, IL	27,087
Upper Merion township, PA.....	28,395	Wilmington City, IL	5,724
Urbana City, IL	41,250	Wilmington City, NC	106,476
Urbandale City, IA.....	39,463	Wilsonville City, OR	19,509
Vail town, CO.....	5,305	Winchester City, VA.....	26,203
Valdez City, AK	3,976	Wind Point village, WI.....	1,723
Vancouver City, WA	161,791	Windsor Town, CO	18,644
Ventura CCD, CA.....	111,889	Windsor Town, CT	29,044
Vernon town, CT.....	29,179	Winnebago County, WI	166,994
Vestavia Hills City, AL	34,033	Winnetka Village, IL	12,187
Victoria City, MN	7,345	Winston-Salem City, NC.....	229,617
Victoria City, TX.....	62,592	Winter Garden City, FL	34,568
Virginia Beach City, VA	437,994	Winter Park City, FL	27,852
Visalia City, CA.....	124,442	Woodbury City, MN	61,961
Volusia County, FL	494,593	Woodinville City, WA	10,938
Wahpeton City, ND	7,766	Woodland City, CA	55,468
Wake Forest town, NC.....	30,117	Woodland City, WA	5,509
Walla Walla City, WA.....	31,731	Woodridge village, IL	32,971
Walnut Creek City, CA	64,173	Worcester City, MA	181,045
Walton County, FL	55,043	Wrentham town, MA	10,955
Washington City, UT	18,761	Wyandotte City, MI	25,883
Washington County, MN.....	238,136	Yakima City, WA	91,067
Washoe County, NV	421,407	Yellowstone County, MT	147,972
Watauga City, TX.....	23,497	York County, SC.....	226,073
Watertown City, NY.....	27,023	York County, VA.....	65,464
Waukegan City, IA.....	13,790	Yorktown town, IN.....	9,405
Wausau City, WI.....	39,106	Yuba City, CA.....	64,925
Wauwatosa City, WI.....	46,396	Yuma City, AZ.....	93,064
Waverly City, IA.....	9,874	Yuma County, AZ.....	195,751

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Peoria funded this research. Please contact Christopher Setti of the Peoria City Manager's office or at csetti@peoriagov.org if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community 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 community. 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 community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- 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.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results 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 for 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 vary, with 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). Resident opinion commonly reflects objective performance data but is an important measure on its own. 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."

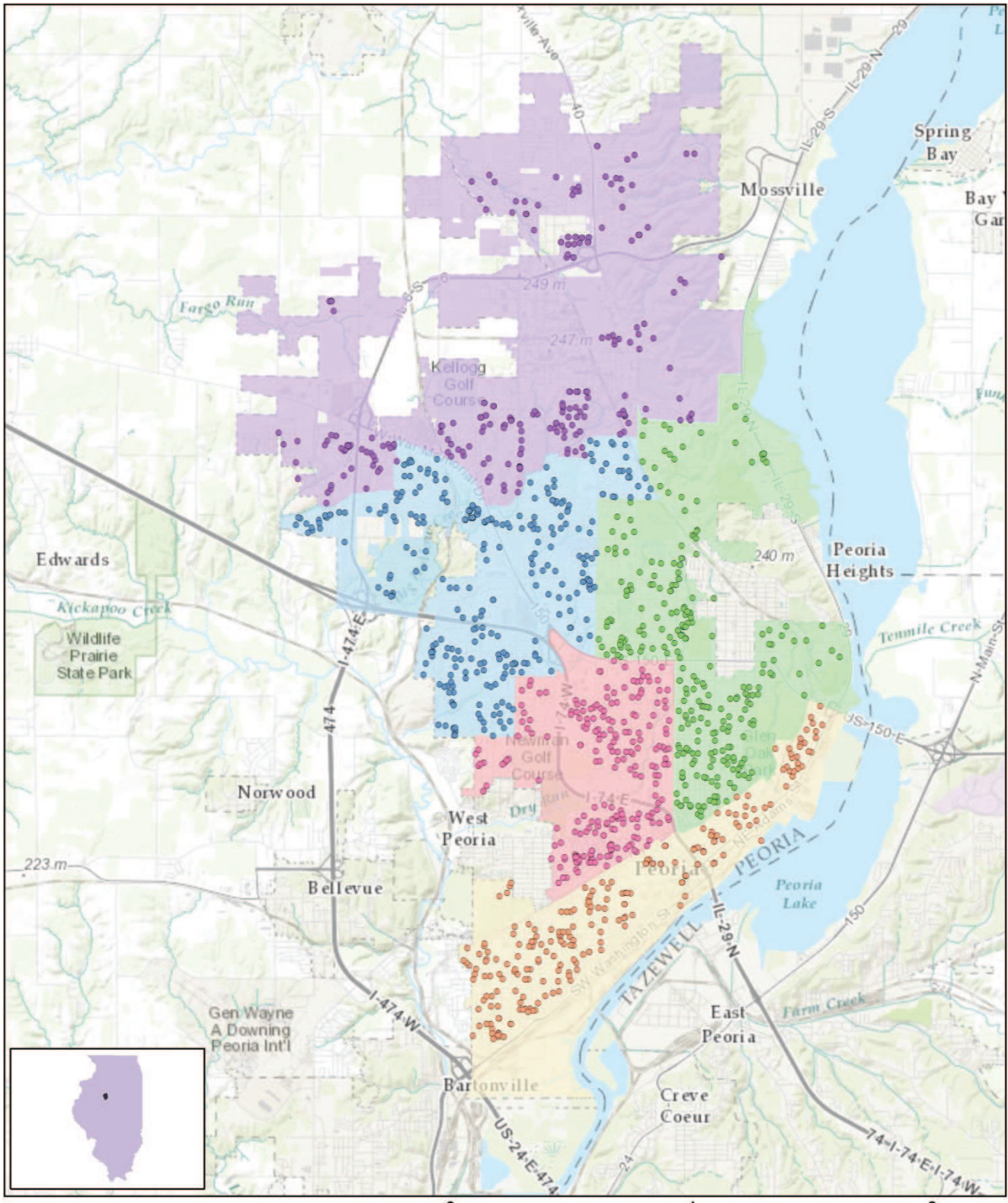
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Peoria were eligible to participate in the survey. A list of all households within the zip codes serving Peoria was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Peoria households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Peoria boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the five Council Districts.

To choose the 1,400 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households 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. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

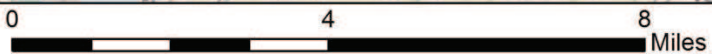
An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship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

Figure 1: Location of Survey Recipients



Survey Recipients in Peoria, IL

- In District 1
- In District 2
- In District 3
- In District 4
- In District 5



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on April 6th, 2015. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager 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 had already done so to refrain from turning in another survey; respondents could opt to take the survey online. Completed surveys were collected over the following eight weeks.

About 6% of the 1,400 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,322 households that received the survey, 357 completed the survey, providing an overall response rate of 27%; average response rates for a mailed resident survey range from 25% to 40%. Of the 357 completed surveys, 21 were completed online. Additionally, responses were tracked by Council District; response rates by Council District ranged from 19% to 35%.

Table 73: Survey Response Rates by Council Area

	Number mailed	Undeliverable	Eligible	Returned	Response rate
District 1	248	15	233	44	19%
District 2	237	7	230	47	20%
District 3	283	14	269	83	31%
District 4	340	27	313	85	27%
District 5	292	15	277	98	35%
Overall	1,400	78	1,322	357	27%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.¹

The margin of error for the City of Peoria survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (357 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys 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; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. 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 2010 Census and American Community Survey estimates for adults in the City of Peoria. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

for weighting were housing unit type (attached/detached), housing tenure (rent/own), sex, age, race and ethnicity and area. The results of the weighting scheme are presented in the following table.

Table 724: Peoria, IL 2015 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	42%	25%	44%
Own home	58%	75%	56%
Detached unit	34%	68%	37%
Attached unit	66%	32%	63%
Race and Ethnicity			
White	68%	80%	66%
Not white	32%	20%	34%
Not Hispanic	96%	98%	97%
Hispanic	4%	2%	3%
Sex and Age			
Female	53%	57%	55%
Male	47%	43%	45%
18-34 years of age	34%	15%	33%
35-54 years of age	33%	22%	32%
55+ years of age	33%	63%	35%
Females 18-34	18%	9%	19%
Females 35-54	17%	12%	16%
Females 55+	18%	36%	20%
Males 18-34	17%	6%	14%
Males 35-54	16%	11%	17%
Males 55+	14%	26%	14%
Council District			
District 1	17%	12%	16%
District 2	19%	13%	19%
District 3	21%	23%	15%
District 4	24%	24%	25%
District 5	19%	27%	25%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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 reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Peoria Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Patrick Urich
City Manager

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April 2015

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www.n-r-c.com/survey/peoria2015.htm

If you have any questions about the survey please call 309-494-8555.

Thank you for your time and participation!

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The City of Peoria 2015 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 Peoria:

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Peoria	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Peoria	1	2	3	4	5
Overall "built environment" of Peoria (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Peoria.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Peoria	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Peoria	1	2	3	4	5

3. 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 Peoria to someone who asks	1	2	3	4	5
Remain in Peoria for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Peoria's downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Peoria as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Peoria	1	2	3	4	5
Ease of travel by public transportation in Peoria	1	2	3	4	5
Ease of travel by bicycle in Peoria.....	1	2	3	4	5
Ease of walking in Peoria	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Peoria.....	1	2	3	4	5
Overall appearance of Peoria	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Peoria as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Peoria.....	1	2	3	4	5
Overall quality of business and service establishments in Peoria	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Peoria.....	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Peoria	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Peoria (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Peoria	1	2
Reported a crime to the police in Peoria	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Peoria (in-person, phone, email or web) for help or information	1	2
Contacted Peoria elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Peoria?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Peoria recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Peoria public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Peoria	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Peoria	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The City of Peoria 2015 Citizen Survey

10. Please rate the quality of each of the following services in Peoria:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Peoria open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Peoria employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. 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 Peoria	1	2	3	4	5
The Federal Government	1	2	3	4	5
Illinois State Government	1	2	3	4	5
Peoria County Government.....	1	2	3	4	5
Your local School District.....	1	2	3	4	5

12. Please rate the following categories of Peoria 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 Peoria	1	2	3	4	5
The overall direction that Peoria is taking.....	1	2	3	4	5
The job Peoria government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Peoria government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Peoria community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Peoria	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Peoria	1	2	3	4
Overall “built environment” of Peoria (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Peoria	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Peoria	1	2	3	4
Sense of community.....	1	2	3	4

14. The City is anticipating multi-million dollar budget shortfalls in the coming years. Which of the following best describes how you think the City should manage the projected \$11.5 million deficit for 2016:

- The City should decrease current tax levels and reduce/eliminate service delivery and infrastructure spending
- The City should maintain current tax levels and reduce service delivery and infrastructure spending
- The City should use a combination of tax increases and reduced service delivery and infrastructure spending
- The City should increase taxes \$11.5 million in order to maintain current service delivery
- The City should increase taxes \$15 million in order to increase current service delivery and infrastructure spending

15. If the City were to increase taxes or fees to address the City’s budget shortfall and unmet infrastructure needs (roads, sidewalks, sewers and drainage systems), please indicate how much you support or oppose the City increasing taxes or fees for each of the following:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Property tax	1	2	3	4	5
Sales tax	1	2	3	4	5
Motor fuel tax	1	2	3	4	5
Sewer fee	1	2	3	4	5
Stormwater utility fee (including tax-exempt entities)	1	2	3	4	5

16. Please indicate how you would adjust current funding for the following services:

	<i>Large increase</i>	<i>Slight increase</i>	<i>Maintain current level</i>	<i>Slight decrease</i>	<i>Large decrease</i>
Crime prevention	1	2	3	4	5
Police response	1	2	3	4	5
Fire prevention	1	2	3	4	5
Fire response	1	2	3	4	5
Road maintenance	1	2	3	4	5
Sidewalk services	1	2	3	4	5
Snow removal	1	2	3	4	5
Trash collection service	1	2	3	4	5
Code enforcement services	1	2	3	4	5
Neighborhood revitalization	1	2	3	4	5
Library services	1	2	3	4	5
Economic development services	1	2	3	4	5

17. What is the single most important issue in Peoria that the City Council should address in 2015?

The City of Peoria 2015 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. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Peoria	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. 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

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Peoria?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Peoria?

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

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. 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

D10. Do any children 17 or under live in your household?

- No
 Yes

D11. Are you or any other members of your household aged 65 or older?

- No
 Yes

D12. 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 \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

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

D14. 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

D15. 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

D16. What is your sex?

- Female
 Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell
 Land line
 Both

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



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Contents

Introduction	1
Creating Livable Communities	2
The Es of Action	4
Envision	7
Engage	9
Educate	13
Earmark.....	16
Enact.....	18
Evaluate	19
Next Steps	24

Introduction

Think of this guide as a helium balloon that will help lighten the burden of determining how to put your survey results to work for your community. Most community leaders are buried in information, because running local government requires knowing a lot about your own organization, the organizations of other entities that can inhibit or facilitate your success and your residents' perspectives about what is and ought to be happening. The National Citizen Survey you recently conducted has provided you with reliable reconnaissance about your residents' opinions and activities that you can get from no administrative records or discussions with managers or elected officials. Although the information in your survey is uniquely valuable, knowing what to make of it – as in, what to do with it – benefits from some assistance.

First, Take a Deep Breath

Pressure mounts to use data wisely. People are saying that data are money. Everyone is talking about how data help managers make the right decisions – to reduce crime, improve the housing stock, expand the tax base, sell bonds. It is true that being data driven does increase the likelihood that your decisions will be better for the community, but we recommend that as managers or elected officials are exposed to valid information about resident perspectives about the local quality of life, governance and reports of residents' engagement in the community, it is best to take off your leader hat and just listen to what the report says. Forget how data driven you must be and appreciate the survey results like you might your favorite music. Take the time to feel your own reaction to what you hear. Rather than pretend that management decisions are made strictly by the numbers and that emotion plays no part in the power of data, the first question a leader should ask of his survey data is not “do they make sense?” but “do they feel right?”

Once you've noticed which survey results resonate most with you, then examine them. Do they square with other data you have? Do they confirm what you and others have observed? Finally, as you think about what the survey results mean to you, remember that you are not alone. There are some, probably many, staff who have more direct experience with the areas reported on in the survey. Convene them to participate in the debrief, which may include the one you have with the researchers at National Research Center, Inc. if you have conducted The National Citizen Survey. In that debrief, you will

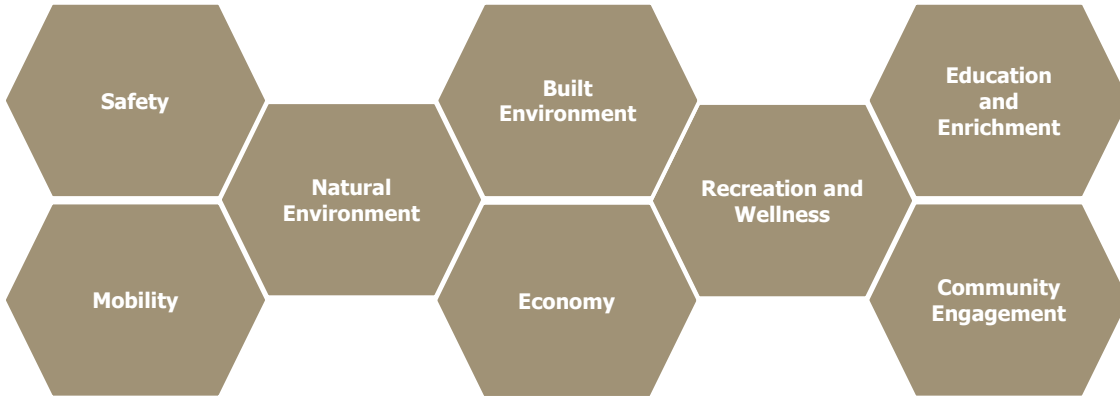
get a sense of how NRC recommends you move forward to put your results to use.

Where the Action Is

Putting your results to work is precisely why you conducted the survey, so taking the time to absorb the results is the beginning, not the end of the survey process. This Playbook of Strategies provides you with recommendations about how to move forward with your survey results. To help you get started with navigating toward building successful outcomes in your community The Playbook includes vignettes of how other jurisdictions used their survey results to improve their communities. The local governments highlighted in this playbook include:

- Cartersville, Georgia
- Winter Garden, Florida
- Paducah, Kentucky
- Noblesville, Indiana
- Park City, Utah
- Boulder, Colorado
- Hamilton, Ohio
- Puget Sound Clean Air Agency (King, Kitsap, Pierce and Snohomish Counties, Washington)
- Ankeny, Iowa
- Fort Collins, Colorado
- Greeley, Colorado
- Pocatello, Idaho
- Livermore, California
- Peoria, Arizona
- Longmont, Colorado
- Westminster, Colorado
- Littleton, Colorado

Figure 2: The Eight Facets of Livable Communities



Cross-cutting Management for Livability

While more and more local governments seek to create livable communities, the management tool they most often rely on is an engine comprising individual departments, each charged with providing targeted services, like police, library, parks, economic development, streets and many more. As much as the directors of these departments sit together at the executive table, they also confront unique service delivery issues that force a focused rather than peripheral view of their territory, so interconnection of work effort is hard to achieve. The difficulty of integrating the plans and actions of individual departments is the reason that local government (in fact any level of government and any large business) struggles to become a finely tuned, efficient and high powered machine. Nevertheless, the delivery of a livable community requires a honed engine with strong connection among all departments because the characteristics that make communities livable are not the territory of individual units (or even the government alone, as noted above).

Solutions to local challenges will come most easily from an integrated drive to improve. For example, a high crime rate in a jurisdiction is unlikely to be solved only by police or court action. Crime may be the result of conditions related to jobs, schools, street lighting, community connectedness, public trust, location of parks and more. Likewise, pedestrian friendly streets can be developed best with a partnership of planning, parks, utilities, police, fire, efforts to encourage community

engagement and participation of the private sector and faith-based organizations.

The NCS Helps Manage “Livability”

The National Citizen Survey™ has been designed to gather resident perspectives about community livability and to report to elected officials, local managers and community stakeholders those areas of livability that are doing well and those that merit improvement. The results of The NCS are reported in eight facets of community livability – natural environment, economy, built environment, recreation and wellness, safety, education and enrichment, mobility and community engagement. For each facet, residents report their perspectives about three aspects of livability – what we call the pillars of community life – the quality of community, quality of services and related resident activities.

With The NCS, the vague definitions of livability disappear because the report offers quantified metrics that indicate how livable the community is overall and within each domain. These measures will help leaders identify areas of strength and need and evaluate progress toward improvement. The emphasis on livability makes for a strategic approach to community quality and arms local leaders with critical information they need to help move the community where residents want it to be.

The Es of Action

NRC researchers have identified six kinds of action that can be considered as response to your citizen survey results. These categories of action have been gleaned from studying how jurisdictions have used their resident opinions to improve their communities and they are shown in the graphic, below. Don't feel obliged to identify interventions in each of the six categories, but appreciate them as suggested areas where important movement in community quality can be, and has been, made.



Envision: Results of The National Citizen Survey often are used by communities as part of goal setting and strategic or comprehensive planning. By understanding what residents think are the characteristics of the community that are most important to protect or improve, by knowing what is working and what remain challenges, local leaders can be guided toward planning for a community that builds on its strengths and improves in the areas that matter the most.

Earmark: Jurisdictions use The National Citizen Survey results most often to allocate or redistribute resources based on the aspects of community that residents find wanting. When mobility is important but not easily available or delivered with obstacles to accessibility, it may be wise to invest more in transit, roads, bicycling or walking paths. If ratings of the community's recreation and wellness are not strong or resident participation in civic volunteer opportunities are weak, wise reallocation of limited resources to enhance those facets of community will help move you forward.

Educate: Getting the word out about community amenities, services and opportunities to let residents and leaders of other organizations understand what you do well and what they may not understand about your community is one of the most common uses of survey findings. Whether marketing existing

programs or communicating a new community brand, education about what seems to be misunderstood or what may remain little known is a great way to use The NCS results.

Engage: Engagement can come in two essential forms – engagement with individuals or partnership with groups. In both cases, the results of your survey are relevant to the community overall and are not simply a comment on local government. Livable communities grow from the connection of businesses, non-profits, the government and residents working together. Engagement with individuals may mean little more than inviting residents to comment and work on The NCS findings; partnership with organizations can even start with your own employees and then spread to work with other levels of government, hospitals, schools and the Chamber of Commerce. When civic life is understood to be everyone's purview, the questions that arise from The NCS aren't only, "how can government improve?" They include, "how can we all contribute to making things better?"

Enact: Across the country, hundreds of millions of dollars have been raised or saved based on findings of The National Citizen Survey. These successes are created by findings that indicate support for possible bond raising ballot questions or that identify a need for new services, like recycling or transit, that could save time and money or simply improve the quality of life. Enacting new policies or establishing new programs often are the actions that follow attention to what residents report on their citizen survey.

Evaluate: The act of using The NCS is itself an evaluation of community, but beyond that single use of the survey, repeated use permits leaders to determine if the programs, policies or personnel changes they enact have had their intended effects. Other kinds of evaluation can come from The NCS. Often clients want to understand more about a finding of a survey, so they seek information from a more in-depth survey on fewer topics or by listening to groups of stakeholders through guided discussions. Performance measurement – comparing this administration's results to earlier administrations of the survey in your own jurisdiction or to benchmark jurisdictions - is a kind of evaluation that is linked to survey results when resident responses are tracked along with other performance data about service activities and costs.

Not every action must reflect each of the Es listed above. Your use of the Es of Action can be effective relying only on one theme. Nevertheless, this

example from Cartersville, GA embodies parts of each of the action themes.

A Case Study in Resident-friendly Recycling

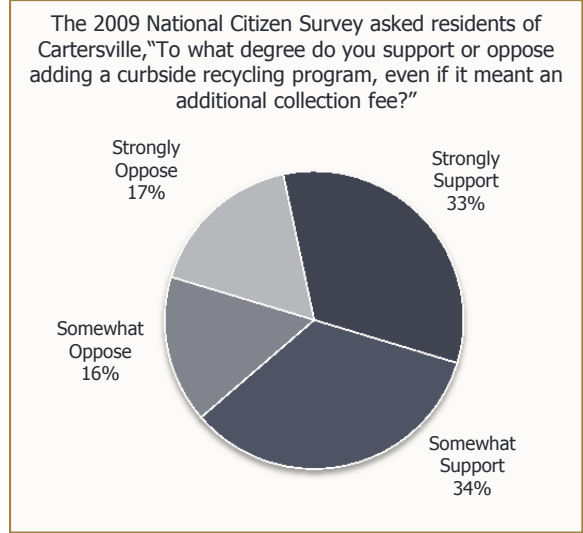
Cartersville, Georgia

The City of Cartersville, GA had a robust program in place for garbage collection and disposal. Since the mid-1970s, standard services such as curbside pick-up, large item pick-up, and dumpster services had been augmented by extras like bulk leaf vacuuming and grass clipping removal. The City had conducted a pilot recycling program in the late 1990s, but low participation and high costs made further implementation prohibitive. Although there was a rising sense that the city should provide recycling services, staff were concerned that recycling would require a rate increase that could upset customers and cause further difficulty. In 2009, Cartersville added a question about recycling to its fourth administration of The National Citizen Survey. The survey revealed that 67% of residents were supportive of including recycling in the city’s waste disposal program, even if that change required an additional cost. Based on results from The National Citizen Survey, Cartersville decided the time was right to implement a recycling program, and set a goal to have the program in place by the beginning of 2012. Before implementing the new recycling program, Cartersville went through a multi-step planning and implementation process to ensure its success.

Envision: The City first identified seven major questions that would need to be resolved: How will recyclable materials be received? What type of containers do you want to use? What type of vehicle will it take? Can our regular collection routes be utilized? How much manpower will it take? How much will this program cost, and how will we pay for it?

The Public Works department met with its processing partner, Bartow County Solid Waste, to answer the first question. It was determined that a dual stream collection system – with one stream for paper and a separate stream for containers – could be easily integrated into the current structure and would also be sustainable for the foreseeable future.

The City also looked at its current five-day pick-up schedule and determined that a biweekly pick-up schedule would enable the City to implement recycling pick-up with minimal additional staff.



Earmark: Cartersville’s Solid Waste Fund operates as an enterprise fund, and is therefore solely dependent on funds collected within that department to operate. Public Works increased fees by a reasonable \$2 per month to generate the funds needed to implement the program.

Next, the City needed to determine what type of collection containers should be used. Instead of choosing the standard 18-gallon open tubs, Cartersville opted for a container that would be easier for residents and collection staff to handle. The City decided on a smaller version of their garbage collection containers in two colors – dark blue for containers and light gray for paper. Because recycling was scheduled for collection every other week, the bins selected were large enough to hold two weeks’ worth of recycling for the average household. A complementary recycling vehicle was selected for its ability to dump these units into a divided body for paper and containers.

Educate: The public was informed that recycling would be available to all residents on an opt-in basis, and they were encouraged to sign up to receive the collection bins. Information about the new program was distributed in the City’s newsletter and sent to residents along with their garbage bills.

To facilitate ease of use, a sticker displaying the full year’s collection schedule was displayed on the top of each container. This way, residents would only have to glance at the top of their trash bins to determine their next date for pick-up.

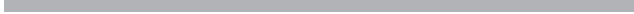
Engage: To add value for the monthly increase, the City developed and publicized a program called “Reside with Pride.” The program includes specific times each year in which solid waste customers can

leave items from their home or yard curbside for pick-up free of charge – eliminating waste that might have accumulated over several weeks or months.

Evaluate: In February 2012, Cartersville successfully launched its first recycling program. Residents signing up to receive the service exceeded the City’s original estimate of 2,000 households.

	2013	2011
Approval rating	83%	50%
Comparison to Benchmark	Above	Much below

As a follow-up, the City included additional questions about the program in its 2013 administration of The National Citizen Survey. Quality of recycling services went from “much below” both the national and southeast United States benchmarks to “above” the benchmark in each area. Sixty-three percent of Cartersville residents indicated that they had recycled at least once in the past twelve months.



In the following chapters, each of the six Es is further defined and is accompanied by case studies of local governments that have used survey results from their residents to help strengthen their communities. These studies are intended to inform and inspire other local governments not only to understand but to act on survey data.



Envision

Every organization plans. Some plans happen on the fly when meetings seem to be veering off track but in most local governments, managers are trained to plan. Most plan to plan, by scheduling and distributing relevant materials in advance of meetings to create plans. Strategic, master, comprehensive or long range plans most often are created out of discussions with elected boards, councils or commissions. In an analysis of strategic plan success, it was found that more than 70% of plans fail. The research also found that a critical key to success in strategic planning was understanding stakeholder opinions:

Without an objective and unbiased understanding of “what’s going on here,” you’re not likely to come up with strategies that will be very effective. Take a hard look at what’s happening externally and internally and pay special attention to the needs of your stakeholders. As John Dewey once said, “A problem well defined is a problem half solved.”²

These plans always benefit from starting with credible information about the status of the community and issues that resonate with residents. We often liken the use of citizen survey results in the planning context as building a platform on which all stakeholders can stand and look at the same horizon. This way, there will be much less opportunity for individuals to claim they speak for the entire community when they offer the perspectives of a vocal minority or merely claim to know what all taxpayers are thinking.

Although strategic planning can vary significantly in terms of time and resources, there are a number of characteristics that help create more successful strategic plans in local governments.

Characteristics of Successful Strategic Plans

- Set an appropriate scope, timeframe and resource allotment
- Play to organizational strengths
- Align with your organizational culture
- Has actionable, tangible steps
- List expected outputs and outcomes
- Assign responsibility

² Leo Bottary. Top 10 Attributes Of Successful Strategic Plans <https://www.openforum.com/articles/top-10-attributes-of-successful-strategic-plans/>

- Are revisited (progress against goals are regularly monitored and considered).³⁴

Two case studies highlight the use of survey data in strategic planning. Winter Garden, Florida used The NCS data, first to help develop its strategic plan, and now continues to use survey data as performance measures when revisiting the strategic plan.

Case Studies in Strategic Planning

Winter Garden, FL

In Winter Garden, Florida, elected commission and senior staff identified the need to create a budget that reflects the values of the community. Winter Garden, with a previous tagline, “a charming little city with a juicy past” (referring to its history in the orange industry), has a historic downtown with bike and pedestrian connections to surrounding towns via its 22 mile West Orange Trail. A city west of Orlando, this gem of a small community relies on resident perspectives to assure that the community is steering in the right direction.

The experiences and preferences of stakeholder groups were collected through a survey of residents, focus groups, a town hall meeting and interviews. With a mission of becoming the best small city in Florida, staff then augmented findings with other sources of data and observations.



Results were synthesized to describe the community’s vision, values and goals. Research results and the strategic plan help guide the City in decision-making, budget allocation performance measurement.

³ Colorado Trust OCA

⁴ Leo Bottary. Top 10 Attributes Of Successful Strategic Plans. August 2011. <https://www.openforum.com/articles/top-10-attributes-of-successful-strategic-plans/>



Winter Garden monitors its strategic plan using performance data from The NCS. Throughout its annual budget document, Winter Garden publishes, along with operational indicators, customer service indicators from The NCS and other sources. Since the city conducts The NCS every other year, targets are set for years when the survey is to be repeated.

Key Performance Indicators: Customer Service Indicators	FY 09/10 Actual	FY 10/11 Actual
Safety from Property Crime Survey Index	51%	71%
Crime Prevention Survey Index	60%	83%
Average Safety in Your Neighborhood Survey Index	80%	89%
Safety in Downtown Winter Garden After Dark Survey Index	68%	82%

Paducah, Kentucky

Paducah is in far western Kentucky, bordering Illinois. I-24 swoops through the city of 25,000. Paducah is a river city located at the confluence of the Ohio and Tennessee Rivers. Besides housing West Kentucky Community and Technical College and Murray State University's Paducah Campus, Paducah is home to two hospitals, a bustling shopping area, and numerous art galleries and cultural venues including the Luther F. Carson Four Rivers Performing Arts Center and the National Quilt Museum of the United States.

Paducah also is an employment hub for the region with jobs in health care and the river industry. West of the city is the Paducah Gaseous Diffusion Plant, a facility that began enriching uranium in 1952 and one of the area's largest employers. Just before our planning session with Paducah leaders, USEC, which leases the plant from the Department of Energy, announced plans to cut jobs. The plant currently is in a transition phase with the DOE negotiating with

Global Laser Enrichment for the enrichment and sale of depleted uranium tails at the plant.

NRC conducted a full day workshop with Paducah's top staff and City commission to identify key survey findings. Notably, the local press attended this meeting and the journalist on assignment was invited to participate in the discussions. In the community visioning, participants were asked to



specify what was unique about Paducah as well as what they wanted for Paducah in the coming years. Survey results clearly showed that residents were not enthusiastic about the economic condition of the City. The imminent cut back in jobs at USEC did not help matters. In the discussion about the future, leaders identified this vision: A downtown hotel, high-paying quality jobs, economic development, population growth, sustained economy, more businesses/employer infill and more shopping. In small groups, jobs and economic development were seen to be top priorities.

But The NCS also identified public trust as an area that concerned residents, and that concern resonated with leaders. Therefore, from their small group discussions, leaders identified public image and community pride as areas for attention in addition to the local economy. These conclusions led to a set of action plans. To bolster community pride and reputation, the city would develop a marketing and community engagement strategy and increase its focus on neighborhood revitalization.

Economic development was to include developing a matrix to identify the types of businesses to incent depending on anticipated return on investment, creating a more development-ready infrastructure, and educating the public on building inspection policies to help encourage new development and the expansion of existing industries.

Paducah leaders will track the action plans and readjust as needed before The NCS is conducted again in two years.

Engage

Modern government might be better viewed as a social network rather than “the cockpit from which society is governed.” The more modes of opportunity that allow direct citizen engagement, the more accurately government represents public consensus about decisions and priorities.⁵

Dynamic partnerships can dramatically increase the effectiveness and buy-in for government programs. Your largest partner in governing is your residents. Partnerships also involve the private sector, community-based organizations and other government organizations. Partnerships allow actors to learn from each other’s experiences with the effect of increasing efficiency and ultimately improving the breadth and quality of a community. By collaborating with others, government can garner a broader range of resources.

Partnering with Your Residents

Residents are the heart of any community. By contributing their time, energy and talents, resident volunteers pump the life blood of thriving towns and cities. Residents who donate their time serve in many roles – neighborhood organizers, park volunteers, senior center ride providers, and more. However, although all communities have a wide range of sources for volunteers, volunteers often are an untapped resource, in many instances simply because residents are not asked to contribute. Volunteers can benefit government outside of direct service also. Volunteers create community ownership and generate public support for government by sharing their positive experiences with others in their community. Studies have found that levels of public trust are higher in communities with higher levels of civic engagement.⁶

Maximizing the benefits of volunteers takes commitment, planning, time, and organization. Governments should spend time considering whether and why they want to work with volunteers and develop a philosophy for the overall engagement of volunteers. Volunteers should never be considered “free help” but rather extensions of paid staff engaged in the fulfillment of a government’s mission. Although there are no guarantees that all volunteers will be beneficial for an organization,

these best practices should increase the likelihood of success. Particularly important are initial and periodic assessments of whether and how volunteers should be used.

More intensive collaboration may involve using a “Train-the-Trainer” model whereby local government staff train residents to go out into the community and share information and skills with other residents. Resident behaviors are strongly correlated with sustainability, community safety and emergency preparedness, health and wellness, community inclusivity and more. Pro-social attitudes and behaviors can be significantly strengthened through community outreach, training and organizing.

The development of local non-government leadership also has been a strategy used in many community health initiatives. Identifying and promoting a local “champion” lends a strong hand in helping residents adopt behaviors to strengthen communities.

Strategies for Successful Use of Volunteer Resources

- Conduct a periodic organizational assessment to determine whether and in what ways volunteers should be used and the organizational capacity for effective use of volunteers
- Develop plans around the appropriate skills, expertise, uses and roles of volunteers
- Identify effective recruiting strategies to attract capable people
- Have policies and procedures for volunteers, including risk management procedures, rules and regulations, and expected time commitment
- Screen and interview applicants for volunteer positions
- Place volunteers where they will be most effective in terms of the organization’s needs and the volunteer’s skills and available time
- Orient and train volunteers, not only on specific tasks, but on the organization’s mission, vision and goals.
- Provide meaningful volunteer jobs and roles in the organization
- Have a designated manager to supervise volunteers
- Empower volunteers by encouraging them to take initiative and ask questions
- Periodically assess volunteer performance and staff support for volunteers
- Track volunteer hours
- Regularly show appreciation and recognition of volunteers

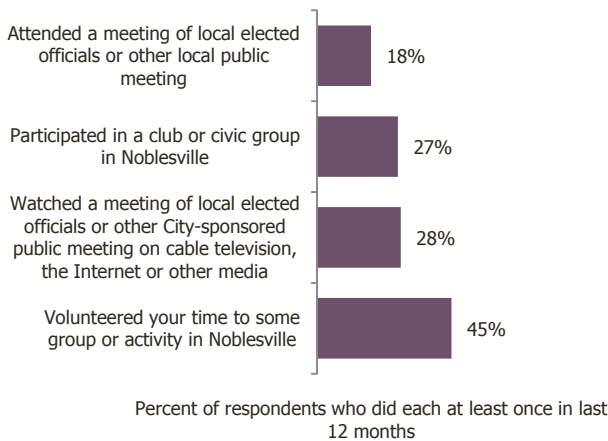
⁵ What I Learned: An Insider’s Guide to Improving Local Government Modest proposals for fixing local government in America by James G. Kostaras AIA, AICP / Summer 2011: Government (Volume 14 n2)
⁶ ASPA Task Force on Civic Education in the 21st Century and Putnam, R.B. Bowling Alone, America’s Declining Social Capital. Journal of Democracy.

A Case Study in Civic Engagement

Noblesville, Indiana

Civic engagement has been a passion of the mayor of this fast growing Indiana city since he took office on January 1, 2004. Mayor John Ditslear wasn't yet mayor when the Community Vision for Excellence initiative started in 1993. Its mission was to measure progress on a variety of indicators so that Noblesville would continue to be a great community for residents and visitors. The goals of Vision Noblesville (as it is now called) include helping all residents find meaningful employment, a healthy lifestyle, life-long learning opportunities, social services assistance when needed and available volunteer options.

Noblesville's 2010 National Citizen Survey was instrumental in alerting Mayor Ditslear of the need to enhance community volunteerism. According to the survey findings that year, participation in clubs or civic groups was not as strong as it was in other communities. The same was true for attending or watching public meetings and the number of Noblesville residents that volunteered was not remarkably high.



Being able to analyze the Citizen Survey data about this issue helped the mayor plan solutions. "We learned from the 2010 citizen survey that residents wanted more volunteer opportunities," said Mayor Ditslear.

To create a solution, he began a one year part-time pilot program that focused on increasing opportunities for and participation in volunteerism. This resulted in the creation of a volunteer program

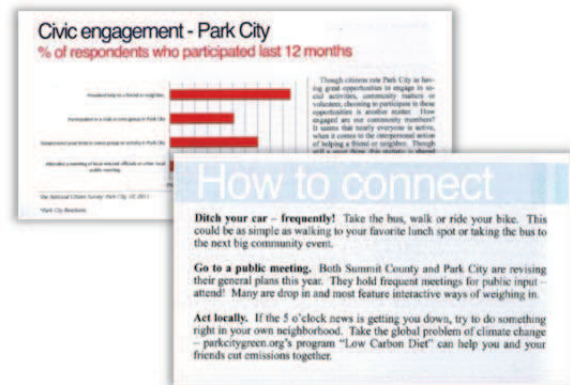
for community special events which has been very successful and continues to grow. This was followed by hiring a full-time manager of Vision Noblesville. Vision Noblesville has brought together a wide variety of community members to review long-term issues for the city and determine the best way to address these issues. Data are intentionally combined with community stories to help craft solutions which engage all sectors – government, business, education, and nonprofits. Currently, Vision Noblesville has 16 teams whose participants represent 72 different community organizations and businesses. These teams are working on issues ranging from enhancing the arts and creating more environmentally sustainable practices to improving the local workforce and services provided to families in need. All Vision Noblesville team members volunteer their time and expertise.

In the coming years, new Citizen Survey results along with other data will help the committees measure their success in achieving each of their established goals, including the goal of increasing volunteerism and civic engagement.

Case Studies in linking Civic Engagement for Fund Raising with Measurement

Park City, Utah and Boulder, Colorado

Foundations can't just snap their fingers and expect money to rain from the sky. Often, potential donors want information to help them understand where limited funds ought to be contributed. Kind of like a stock prospectus, only prettier, the Boulder County Trends Report, a publication of The Community Foundation for Boulder County, and the Park City Mile Post – modeled after the Boulder report –



published by The Park Record in cooperation with The Park City Foundation, offer an array of indicators about community from administrative sources and survey research. The Boulder County Trend Report touts “150 ways to gauge the state of our community and be inspired.” Each publication focuses on annual highlights. The Park City Mile Post is focused on three areas: growth and development, connectivity and the economy. In the Connectivity section of the report, social connections and civic engagement are covered.

The Boulder County Trends report highlighted the economy, education, the environment and the Latino community at the same time that it also offered up to date indicators of community engagement⁷.

Percent of Boulder County Residents Who Say We're Very Open or Open to the Following Groups	
Families with young children	81%
Young adults without children	68%
Gay and Lesbian people	51%
Senior citizens	58%
Recent college grads	51%
Racial and ethnic minorities	45%
Immigrants from other countries	43%

Source: TCF Survey 2014

In their data reports, both Park City and The Community Foundation of Boulder County offer examples of how residents and businesses can support the community not only through monetary donations but through donations of time like reading to children in school, becoming a tutor, volunteering for an after school program, making sure your business supports parents with children in school, using alternative modes of travel, becoming more active and more.

Partnering with Other Organizations

Your creativity in finding strong and even uncommon partners that are outside the sector in which you operate can be an enormous asset for local government. An unlikely nonprofit partner may hold the solution to a problem you have faced for a long time. Partners from the private sector may be especially powerful allies. You cannot succeed doing everything on your own, hidden from the goodwill of potential partners.

Engaging in meaningful partnerships takes motivation and a plan, and not all partnerships and

⁷ In, “Our civic participation and giving” (p. 85, Boulder County Trends 2013, Community Foundation of Boulder County)

collaborations are successful. Research has found that successful partnerships have certain practices in common. Consider how you can implement some of these strategies, or add to the ones you already are using, as you strengthen your network of partner organizations and volunteers.

Strategies to Promote Successful Partnerships

- Identify service needs and organizational gaps that could be filled by partners
- Strategically identify partnerships that will be most beneficial to your organization
- Create a partnership plan that describes the purposes and activities that will link the partners over the coming 12 to 24 months
- Partner with diverse types of organizations, both for-profit businesses and nonprofits, private and public
- Provide meaningful roles and engaging activities for partners
- Work with partners to leverage community resources in order to achieve goals
- Communicate regularly with partners – sharing information on each others’ activities, successes, and challenges, as well as community needs and resources
- Co-sponsor activities with partners
- Participate in grant writing activities together
- Periodically publish evaluation findings in communications aimed at a wide variety of stakeholders, including partners
- Create community events with partners not only to familiarize the public with each program but also to show the links between program partners

Hamilton, Ohio is featured to demonstrate the importance of public-private partnerships.

A Public-Private Partnership to Energize the Urban Core

Hamilton, Ohio

Even as the great recession was receding, Hamilton, Ohio, like many cities and towns across the U.S. continued to suffer economically. Ratings from The National Citizen Survey described a community that felt job growth was too slow, shopping opportunities were not good and Hamilton was not a great place to work. On top of that, ratings for economic development were subpar.

The specific and weak ratings of these economy-related community characteristics and services were enlightening even as the general sentiments were not news to city leaders. Knowing the economic challenges they faced, Hamilton leaders had put in place a rigorous public-private partnership program to grow the economic base of the community – even before the national economic meltdown in 2008.

The Hamilton Community Foundation, with cooperation of the city, sold the Hamiltonian Hotel to Concord Hospitality Enterprises, developer of Marriott Hotels. With favorable financial arrangements, the redevelopment of the old hotel into a Courtyard by Marriott created great opportunities for riverfront redevelopment – a boon to community quality as well as to the Hamilton budget. There is now an ambitious strategic plan for “Energizing Hamilton’s Urban Core”

(<https://www.hamilton-city.org/Modules/ShowDocument.aspx?documentid=4707>) that includes housing for workers, commercial and industrial development, upgraded infrastructure and enhanced entertainment opportunities. This extensive redevelopment effort should affect resident perceptions about the economic vitality of Hamilton and the next iteration of the citizen survey will demonstrate if this aspiration is being met.

Partnerships for Sustainability

Partnerships found to be most effective often involve multiple partners from multiple sectors. Areas commonly addressed through collaboration of private, public and non-profit groups focus on sustainability and food security. Advocates working on community food security have been one of the most innovative groups in terms of forming partnerships to address community needs. For more information on these partnerships, please see the following web pages.

- American Planning Association: Helping local, regional, and state governments address food system challenges
<http://www.planning.org/nationalcenters/health/briefingpapers/foodcouncils.htm>
- Nuener Kailee, Kelly Sylvia and Samina Raja. Planning to Eat? Innovative Government Plans and Policies to Build Healthy Food Systems in the United States. September 2011.
http://cccfoodpolicy.org/sites/default/files/resources/planning_to_eat_sunybuffalo.pdf

Partnerships with other government organizations also are becoming a necessity of modern government. Issues related to sustainability, mobility and economic development often are addressed best through a regional model.

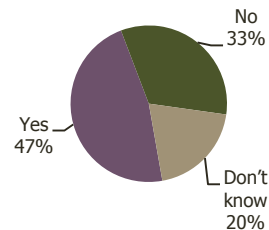
A Case Study in Intergovernmental Cooperation

Puget Sound Clean Air Agency

Wood burning devices (fireplaces and wood stoves) rank as one of the top air pollution offenders in the Puget Sound area of Washington. Although these devices create light, warmth and atmosphere, they are harmful to the environment and the health of area residents. Pollution levels from these sources were higher than the goals established by the Clean Air Agency’s Board of Directors.

The Puget Sound Clean Air Agency’s mission is to protect the health of residents who reside in King, Kitsap, Pierce and Snohomish Counties and to improve air quality by adopting and enforcing air quality regulations, sponsoring voluntary initiatives to improve air quality, and educating people and businesses about clean-air choices. The four-county Puget Sound region spans an area of 6,300 square miles and is home to approximately 3.4 million people. The Board understood that collaboration with educational, governmental, non-profit and corporate entities was key to facilitating awareness and behavior change among residents.

Do you think a gas or propane stove, fireplace insert, or fireplace could meet your needs as well as your wood stove, wood-burning insert, or wood-burning fireplace?



To understand if there would be resistance to modifying wood burning sources, the Board commissioned a survey to gather information about the use of wood-burning devices in households in the Puget Sound region. Information from this survey was combined with scientific data to create an emissions inventory and determine policies for the region.

Educate

Education and outreach are essential elements for strengthening and extending the work of local governments. They can take many forms, including marketing and public relations; community education and advocacy; collaborations, alliances, and partnerships; networking and more. Outreach is the mechanism for building a base of support. Increased networking and greater outreach mean access to more people. Without effective outreach efforts, organizations may limit their access to resources and fail to establish a positive image or reputation within the community.⁸ Public outreach is more than just broadcasting to residents. Good outreach should target diverse audiences:

- Community-based organizations such as schools, faith communities and community associations
- Business associations for possible partnerships, volunteers, donations and media access
- Volunteer groups
- Local media

Public Outreach and Education

Public outreach can be more than getting the word out. It can educate your audiences about broader issues like the need for water conservation or decreased use of motorized vehicles in your community.

The advances of technology have increased government's ability significantly to communicate with residents in cost-efficient, time sensitive manners. Most local governments now have web pages useful for educating residents and visitors. Some web pages also allow interaction such as ability to pay bills, ask questions, and communicate with other public officials and residents about community issues. Many cities provide 311 platforms where residents can report problems in their neighborhoods. Some local governments have established their own Facebook pages and communicate with citizens regularly using Twitter and YouTube (see Ankeny case study). Online Town Meetings also are becoming more commonplace (see Fort Collins case study).

For more information on social media use in local governing, see ICMA's Social Media Playbook

⁸ Building Capacity in Nonprofit Organizations. Edited by Carol J. De Vita and Cory Fleming. Copyright © April 2001. The Urban Institute. http://www.urban.org/uploadedpdf/building_capacity.pdf.

http://icma.org/en/Page/100423/Social_Media_Local_Government_Playbook.

For examples of using technology for civic engagement, see:

<http://knightfoundation.org/features/civictech/>

Key Strategies in Public Outreach⁹

- Have a strategic communication plan in place
- Develop one or more core messages
- Identify appropriate audiences
- Identify and train staff members to talk with media and the general public
- Target key media for regular outreach
- Have some combination of web, printed, and video materials to inform the media and the public
- Develop events that will showcase your community and its goals to the media and the public
- Work with stakeholders and partners on joint education and outreach efforts

A Case Study in the use of Social Media

Ankeny, Iowa

The City of Ankeny, Iowa is one of the fastest-growing communities in the state of Iowa. Results from all administrations of The National Citizen Survey going back ten years describe a community that is consistently revered by its fifty some thousand residents. Residents give the city ratings that exceed those of other communities for quality of life, quality of service delivery, housing costs, land use planning, safety and just about every other important community characteristic. In Ankeny, more residents are visiting the city website and more here than elsewhere across the U.S. believe that public information services are top notch. One of the few characteristics of the community that was not considered exemplary compared to ratings from residents in other places was "value of services for the taxes paid to Ankeny." As much as it was a strong rating, unlike other ratings, this one was not above those given in comparison communities. Furthermore, the rating for opportunities to attend cultural activities was lower than elsewhere. Finally, the number of residents having interaction with the city continued a decade long slide.

⁹ www.coloradotrust.org/attachments/0000/3848/OrganizationalCapacityAssessmentTool.pdf

Because The NCS indicated that 3 in 4 residents had access to social media such as Twitter and Facebook, City staff proactively launched a social media campaign called ‘Wednesday Walkabout’ – a video series promoted through the City’s social media channels to help inform residents both old and new alike about the history and different amenities in their community.

In addition to this social media outreach campaign, Ankeny publishes an interactive site to let residents learn about the results of The National Citizen Survey on the City website (www.ankenyiowa.gov).

The image shows two overlapping screenshots. The top one is a press release from the City of Ankeny, dated August 7, 2013, titled 'Ankeny showcases slice of life with social media campaign'. It includes contact information for Deb Dyar and a quote from the National Citizen Survey (NCS) stating that 95% of respondents rated Ankeny as a great place to live. The bottom screenshot is a webpage titled 'National Citizen Survey' with a red header. It explains the purpose of the survey and lists four key benefits: 1. The survey measures opinions on city services and quality of life issues over time. 2. The City gains benchmark comparisons from other local governments. 3. The survey is used as an internal management tool. 4. The survey is used for community planning and resource allocation. At the bottom, there are icons for downloading documents in PDF, Winzip, and other formats.

A Case Study in Online Resident Outreach and Communication

Fort Collins, Colorado

Fort Collins has been conducting biennial citizen surveys for more than a decade. Clearly the voice of residents is intended to help steer the direction of the city. Biennial budget documents are salted with scores of references to the citizen surveys among many measures that managers use to set targets for improving community quality. By putting residents central in the strategic direction of the city, Fort Collins takes the risk that unscripted “reviews” and resident perspectives may not match the preferences of staff or elected officials. Such is the nature of democracy at its best.

Besides its rich history with citizen surveys, the City of Fort Collins has partnered with Mindmixer™ to create a website to promote civic engagement online called Idea Lab (<http://idealab.fcgov.com/>). They operate the website as a “town meeting” allowing residents to respond at a time and place convenient. After creating an account, residents can share ideas, join discussions and help local government and other community organizations take action around an issue through shaping decisions, impacting policy and spreading awareness.

This virtual town hall has posts about sustainability, transportation, community engagement, diversity, and quality of life to name a few. Conversations occur between residents, city staff and community organizations.

The image shows a screenshot of a post on the Idea Lab website. The post is titled 'Widen our sidewalks and incorporate them into the trail system.' and is dated April 23, 2013. The text of the post suggests widening sidewalks on busier streets like Timberline and Lemay to encourage biking. There are two comments: one from Dave G14 suggesting an annual block party, and another from ginny sawyer, an administrator, suggesting the application of grant money from Neighborhood Services to help offset costs.

Marketing and Advocacy

Public outreach can also be about branding. With traditional marketing outlets and the advent of social media, local governments are now choosing to

promote their communities and the work they do to visitors and residents alike. Reimagining or branding is an increasingly popular approach for cities and counties to highlight their unique attributes in a strategic voice.

A Case Study in Community Branding

Greeley, Colorado

Greeley, Colorado has a rich agricultural history of sugar beets, produce, corn and cattle as well as a highly-regarded university. However, as the longtime home of a meat processing facility, Greeley grew to have a reputation inside and outside the city as a place that featured some of the less attractive attributes of agriculture. A simplistic summary of a complex community, this stereotype, born out of the city's agrarian heritage, seemed to have a tail wind that blew into all parts of Colorado until City leaders had had enough. It was time for this city, with a population just shy of 100,000, to allocate resources to define the problem more clearly, gather and analyze data, set baselines for future comparisons and, most importantly, to take action.

The citizen survey results confirmed what everyone knew, but the survey put a number to it: two-thirds of Greeley residents thought that the community's image was not good.



The cultural scene is weak.

No, not by any means!

The Greeley Philharmonic just celebrated its 103rd season making it one of the oldest symphony orchestras in the nation.

The new Creative District highlights the people, galleries and activities that make Greeley's creative class glad they're here www.greeleycreativedistrict.org.

However, about the same percent felt that more effort should be put into improving the community image through “communication, marketing and image building with residents and external audiences, community appearance, etc.”

This and other data gave Greeley's leaders the information they needed to move forward. It clearly showed that the city had grown and evolved from its early agricultural roots and that people were fed up

with the old misperceptions. A partnership was formed by Greeley City government with the Greeley Chamber of Commerce, University of Northern Colorado, Aims Community College and others to improve the city's image.

With financial and civic support, Greeley embarked on an aggressive marketing and image initiative to show the state – and even local residents – that Greeley was far more than its distant history. The advertising campaign within the initiative, named “Greeley Unexpected,” includes photos, conversations, traditional advertising, social and traditional media engagement and multi-media placements that highlight the great things about Greeley that too many people did not know or ignored.

These images, from the Greeley Unexpected campaign, help tell the story of a diverse and creative community and generate enthusiasm for the little known facts that Greeley is home to a variety of interesting individuals and businesses, from internationally known musicians to a special effects house that creates animatronic horrors for Hollywood.

For more information about the Greeley Unexpected campaign, a Flickr gallery of Greeley scenes, and more, visit: <http://www.greeleyunexpected.com>.

For more information on local government branding, see ICMA's Knowledge Network Community Branding Resources: http://icma.org/en/BlogPost/529/Knowledge_Network_Community_Branding_Resources



Earmark

By “earmark,” we simply mean “use resources.” Those resources could be finance, personnel or facilities but reallocation of resources is one common use of The NCS results and those decisions often are linked to the budget. Sometimes direct questions of residents tell you whether there is support for a bond issue or tax increase and sometimes the ratings you receive about the characteristics of your community suggest that new resources are needed to boost flagging opinion.

A Case Study in Earmarking

Pocatello, Idaho

In Pocatello, Idaho some residents brought to council’s attention the sore state of the existing animal shelter and the need for a new place. Because city council members were careful stewards of the public treasury, they were reluctant to forge ahead with a new expenditure, even if it was for wayward pets. Pocatello, Idaho used survey results to determine if there was enough resident support to include a ballot initiative in a local election. Clearly, as you see in the table of results, below, there was!

Now, the question did not include a price or a payment structure, but the overwhelming sentiment in favor showed that there was an opportunity to move forward (even with the expected decline in support once costs were identified) and that clear opportunity helped council make a decision to put the shelter’s construction on the ballot.

To what extent would you support or oppose the construction of a new Animal Shelter to improve and expand the facility?	Percent
Strongly support	47%
Somewhat support	40%
Somewhat oppose	7%
Strongly oppose	6%
Total	100%

In the words of one city administrator, “... on the last survey, we had one question asking about support for replacing the city’s animal shelter. The response on that particular question was so strong that a very conservative council was nonetheless motivated to put the question on the ballot for a \$2.8M bond (in Idaho, cities cannot go into long-term debt without a vote of the citizens and it has to be 2/3 YES (66%) in order for a general obligation bond to pass). The bond passed with 72%. I’ve pointed to this result as

an example of why surveys are useful. You think there is no support and has no chance in a bond election? The survey suggested otherwise and in fact it was otherwise. I’m fairly certain that without the survey, the question never would have made it to the ballot, let alone pass. So there you are.”

You can see a great video about the Pocatello Animal Shelter and how the bond measure helped them achieve their goals on their website: <http://www.pocatello.us/animal/>.

A more recent trend in governing relates to the use of performance-based budgeting (see Fort Collins’ “Budgeting for Outcomes” <http://www.fcgov.com/citymanager/budget.php>) or priority-based budgeting (see Boulder’s “Priority Based Budget” <https://bouldercolorado.gov/budget/priority-based-budgeting>). Performance budgeting is based on an organization’s mission, goals and objectives. It is a way to allocate resources and link the distribution of fund to measured results.¹⁰ Because the key outcome or “result” of local governing is resident satisfaction, surveys are often used to include residents in the budgeting process. Many local governments are now using resident opinion to help evaluate resource allocations made based on performance-based budgeting. Organizations that are using Priority Based Budgeting, first seek clarification about what community goals should drive resource allocation. Not only are elected officials asked what community goals should be, but The National Citizen Survey includes questions to assess community values that provide empirical evidence of what residents feel is most important for funding. (See <http://www.pbbcenter.org/> for more on Priority Based Budgeting.)

Following is a verbatim description from one of the Livermore, California managers showing how Livermore uses The NCS results in a comprehensive budgeting process.

¹⁰ K. Carter, The Performance Budget Revisited: A Report on State Budget Reform - Legislative Finance, Paper #91, Denver, National Conference of State Legislatures, pp. 2-3

A Case Study in Strategic Budgeting

Livermore, California

Quickly, let me outline the budget process as we developed it in Livermore. I see the various parts of it as a "mosaic", which when put altogether create an overall, coherent picture.

"First, we conduct The NCS every other year to use as a basic "report card" to gauge how residents feel about city services."

"Next staff prepares proposed work plans around services which take into consideration the results of The NCS. These two elements, the results of The NCS and the proposed work plans, are then sent to the City Council as background input for the annual City Council Goal Setting session as they develop priorities for the two-year budget. The Council then lists the proposed priorities (their own, ones from the proposed work plan which could be modified by the Council) on big newspaper sheets. Each Council member is given five colored dots to stick on their favorite items. The 5 items getting the most "votes" become the City Council priorities for the next two years. Obviously, this does not mean that other matters would not come up or be addressed during the two years, but does give clear FOCUS on what the staff and Council want to accomplish over the next two years. It is also helpful in avoiding leaping onto some big, new idea during the two years, because staff outline for the Council how assigning resources to the work on the "new idea" would delay or eliminate work on the Council's major Two Year Goals."

"Next, The NCS results, the newly minted Council goals, and the subsequently revised work plan are then used by the CM and Department Heads, along with their own professional views, to prepare a Preliminary Budget. The City Manager and Assistant City Manager meet in a Department Head Team meeting to hammer out a budget - this is a true team meeting where every Department Head hears, presents, and considers their budget request to every other Department (this is quite different than the traditional approach where the CM and ACM would meet with each Department Head separately). The Team approach means that the Police Chief has to "defend" the PD requests to the likes of the Library Director and Human Services Director! Although the CM has ultimate veto power (which we have never once had to actually use), the Team works until it develops a plan that everyone

can support (in fact the Budget Transmittal letter sent to the Council is always signed not only by the CM but every Department Head!)."

"Next the Preliminary Budget is sent to the Council for presentation, review, public comment, and eventual Council adoption. So the "mosaic" is created from the following pieces: The NCS results, the staff proposed work plan, the Council Goal Setting Session, the Council approved revised work plan, the staff proposed Preliminary Budget, public hearings, and finally Council adoption."

A Case Study in Strategic Budgeting

Peoria, Arizona

Another example of local government altering services based on resident preferences as stated in The National Citizen Survey is Peoria, Arizona. As the recession was biting into Peoria's dwindling budget, the idea to close city operations one day a week and to consolidate 40 hours into 4 days was tested among staff and council. Before moving forward on the idea, leaders wanted to assess the interest of residents in four 10 hour days instead of five 8 hour days. The 2009 citizen survey for Peoria had this question:

To what extent would you support or oppose this change?	Percent
Strongly support	54%
Somewhat support	37%
Somewhat oppose	3%
Strongly oppose	5%
Total	100%

Support for the shift was extensive, so in 2010, the government shifted its hours of operation to help offset revenue shortfalls.

Enact

One of the greatest strengths of local government is its ability to shape communities using policies and laws. Systems-level change is often easiest achieved through changes in local policy. The principal activities of local government legislation are to develop, introduce, reform, and implement policies, and ensure that policies that are implemented do strengthen communities and address areas of weakness or need. Policies enacted by local governments can:

- Tax
- Subsidize/grant/loan
- Alter economic conditions
- Regulate
- Structure rights
- Generate information, keep records, disseminate information
- Fund government service
- Provide jobs
- Build and maintain infrastructure
- Reform the government itself ¹¹

Whether it is adoptions to design codes, the limitation of parking spaces, utility rebates provided to older adults, or business relocation incentives, local officials have significant power to address the deepest community needs. Fort Collins, Colorado is featured in the case study below for its work in sustainability and climate change.

A Case Study in Surveys for Policy

Fort Collins, Colorado

Policies built on broad-based resident perspectives will receive stronger community support than policies created with only special interest input and the perspectives of residents with easiest access to council. Knowing that community values supported air quality programming, in 2011, the City contracted with National Research Center, Inc. to conduct a survey of its residents about climate attitudes and policies. The survey was designed to help local leaders create policies that best reflected resident preferences and the survey helped policy-makers create plans to address the concerns of different

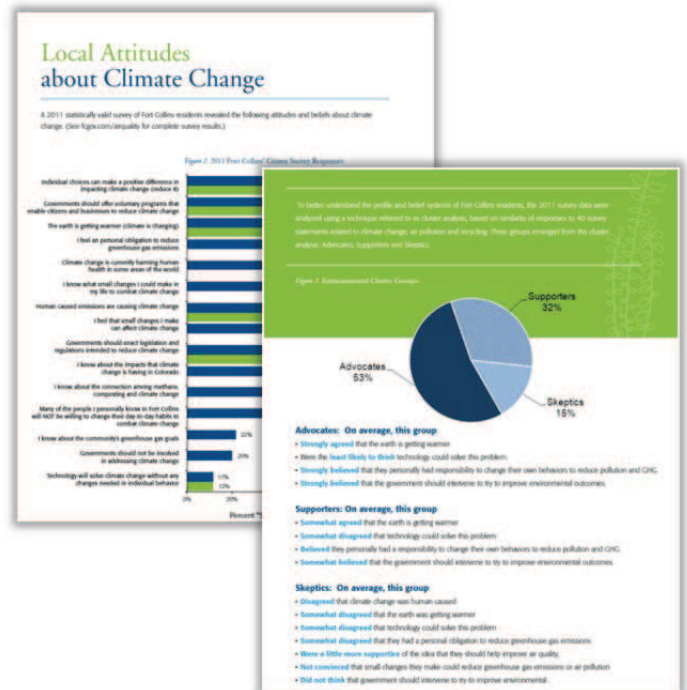
¹¹ People's Policy Institute: Participatory Policy Analysis: Achieving Systems Level Change Through CBPR http://depts.washington.edu/ccph/pdf_files/CCPH_call_slides_10-21-09_bXw.pdf

resident groups using a population segmentation approach with survey results.

From the Fort Collins Climate Status Report, 2012: “Fort Collins has long been committed to reducing the community’s carbon footprint.” City staff identified the number one reason to have a community-wide air quality action plan as this: “First, city residents have high expectations for a clean environment. Residents have identified the Air Quality Program as being the single most important program for protecting their future quality of life, according to the City of Fort Collins 2003 Citizen Survey.” (in Fort Collins Air Quality Plan, May 2011. p.1 <http://www.fcgov.com/airquality/pdf/2011-AirQualityPlan-Final-LowRes.pdf>).

The 2011 survey demonstrated that residents were broadly committed to government’s role in reducing greenhouse gases and, with the cluster analysis of survey results, the survey showed what drove supporters, skeptics and advocates. The survey also showed that skeptics amounted to only 1 in 6 Fort Collins adults while supporters and advocates comprised over 80% of the population.

For other examples of policies enacted by local governments in terms of climate change, see <http://www.epa.gov/statelocalclimate/local/local-examples/case-studies.html>



Evaluate

“We must, in other words, become adept at learning. We must become able not only to transform our institutions, in response to changing situations and requirements; we must invent and develop institutions which are ‘learning systems’, that is to say, systems capable of bringing about their own continuing transformation.” (Donald Schon 1973: 28)¹²

The concepts of “learning organizations” and, more recently, “data driven communities” have been influencing governments to improve by tracking performance. If you have recently completed The NCS or any type of citizen survey, you have begun the process of becoming a learning organization. A key is learning how to use data to assess needs and then evaluate the results of actions taken to address the needs.

What is evaluation?

Evaluation can be defined in a variety of ways, but the following is a definition that may be most relevant to local governments:

Evaluation is the systematic way that data are assembled into a picture of (1) how well an organization is delivering its services and (2) the impact of those services on the target population.¹³

There are three major categories of evaluation best used in local government, and all three can provide meaningful evidence of service quality and impacts.

Needs assessments provide a picture of a community’s or a community group’s (like older adults or government employees) strengths and needs.

Outcome evaluations measure the results of government service or activity and generally include questions about the process by which outcomes are achieved (like police quality as one service delivery process attempting to achieve the outcome of a sense of public safety).

Performance measurement tracks service delivery efficiencies and resident opinion about the success of service delivery. (Such performance tracking can be

done in the service of an outcome evaluation for specific community values or goals.) Local governments benefit from all three types of evaluation to become learning organizations.

Including the Voice of the Resident

Most government staff and elected officials believe they are in touch with residents’ points of view. But understanding what residents want and what works can’t come only from anecdotes or chance conversations with a few residents or staff. Valid and convincing assessment requires a grasp of evaluation principles and use of evaluation methods that bring in the voices of a representative sample of residents and offers robust empirical evidence about governing effectiveness. Although some needs assessments and evaluation are done without including the voice of the resident, it is best to include your greatest stakeholder.

Needs Assessments

The first step in improving community livability is to understand the strengths and needs of the community. The NCS or any citizen survey serves as a valuable needs assessment tool because it lets community leaders understand what residents themselves find working and what opportunities lie ahead. Needs assessments also can be conducted on specific issues such as older adult community livability, transportation or parks and recreation. Surveys or focus groups for particular topics are important and efficient ways to collect additional information before spending extensive resources on new activities or strategies.

A Case Study on Use of Deeper Investigation

Longmont, Colorado

Longmont did annual citizen surveys for years and then its managers realized they wanted to understand more about some of those survey findings. To do that, staff decided to alternate the general citizen survey one year with a policy exploration survey the next. This way there would be more information about the “Why’s” of results.

For example, in one general citizen survey, Longmont recognized that resident ratings of snow removal were middling and stagnant. Over many years, residents gave average ratings just short of “good” on a scale of “excellent, good, fair poor.”

¹² Smith, M. K. (2001, 2007) ‘The learning organization’, the encyclopedia of informal education, <http://www.infed.org/biblio/learning-organization.htm>.

¹³ P. H. Rossi and H. E. Freeman (1993). Evaluation: A Systematic Approach. Thousand Oaks, CA: Sage Publications, Inc. To order this textbook on evaluation, visit: www.sagepub.com.

Strategies to Improve Communities

Ratings of Snow Removal Service Compared by Year								
years prior to current	Average rating (0=poor, 33=fair, 66=good, 100=excellent)							
	Current	-2	-3	-4	-5	-6	-8	-10
Snow removal on major streets	64	69	67	62	65	65	63	61

Although ratings for snow removal in other places were, on average, not as good as Longmont’s ratings, Longmont managers wondered if residents’ perspectives about snow removal were influenced by widespread disagreement with snow removal policy.

In the policy exploration survey following the “current” year of the general survey, National Research Center asked residents about the policy that might have the biggest impact on overall ratings of snow removal. Given that big storms tend to most influence ratings of snow removal, the question asked if residents supported or opposed the policy of forbidding parking on plow routes during a snow emergency.

To what extent do you agree or disagree that during a declared snow emergency, the City of Longmont should implement and enforce a no parking policy along the approved snow plow routes in order to more efficiently plow the streets?	Percent
Strongly agree	65%
Somewhat agree	28%
Somewhat disagree	4%
Strongly disagree	2%
Total	100%

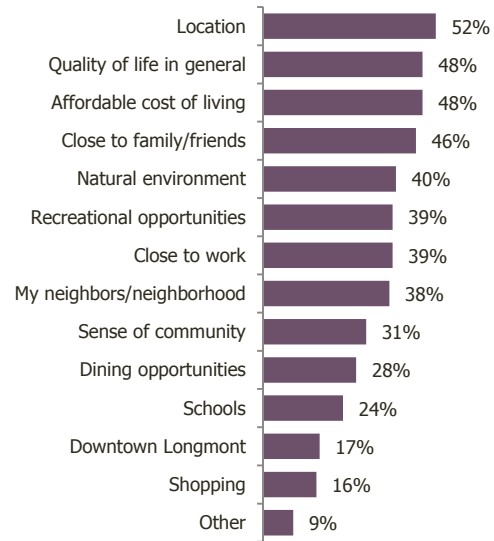
The vast majority of residents supported the policy, so no change has been planned. Although discovery that residents support the no-parking policy is unlikely to raise ratings, had policy makers unilaterally rescinded the policy and permitted parking on plow routes during big snow storms, those above average ratings likely would not have sustained.

For years, residents had been giving strong ratings to the overall quality of life in Longmont. City management and elected officials were interested in understanding what components of the community influenced those ratings. So following the biennial general citizen survey, the exploration survey sought deeper insight into community quality of life.

How would you rate your overall quality of life in Longmont?	Percent
Excellent	21%
Good	59%
Fair	18%
Poor	2%
Total	100%

In a question without response options, residents, in their own words, offered what they found to be most

appealing about life in Longmont. Results were as follows:



By learning what mattered most to residents of the community, local leaders are able to protect what seems to keep Longmont attractive – e.g. affordability and the environment – and to build on those aspects of community that may not yet be reasons to love life there (e.g. shopping and the downtown).

Performance Measurement

Most government performance measurement systems collect and report data that already reside in administrative filing cabinets and on file servers. Beyond the use of these “hard” measures, the assessment of relative performance success should also include residents’ attitudes about the delivery of services and the qualities of the community that are meant to improve (in part) because of great services. Along with crime rates or road repair, assessments should include residents’ evaluations of the effectiveness of local policing and the quality of community mobility. Going beyond administrative records to track performance tells local leaders how well a city or county is meeting its vision of success.

The same survey that assessed community strengths and needs can be used to reevaluate a community at a later date. The NCS and other broad citizen surveys are intended not only to serve as a community needs assessment but also as a systematic performance monitoring tool. Many communities now use survey results in their performance measurement systems. The City of Westminster, Colorado and the City of Littleton, Colorado are great examples of

incorporating resident opinions into performance systems.

Survey Results Fit Well into Performance Measures

Westminster, Colorado

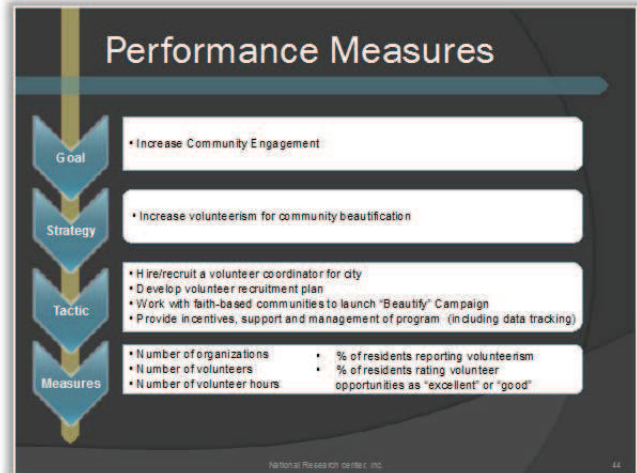
Westminster, Colorado has been on the front line of measuring and reporting performance for many years. City leaders view transparency about the efficiency and effectiveness of their work as a basic condition of local government. In its most recent report about its performance, "Take a Closer Look," staff wrote this:

"Performance measurement in the City of Westminster is continuously refined to ensure that the City is "measuring what matters." Through constant reinforcement, the City's performance measurement program works to improve the delivery of City services and the management of resources. Ultimately, performance measurement helps determine the progress made towards achieving the City's Strategic Plan Goals and Objectives."

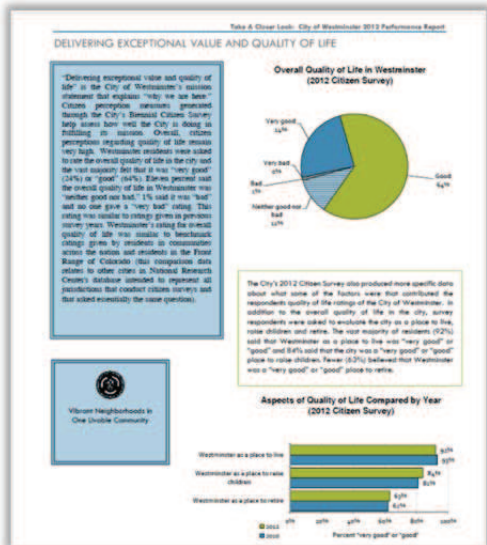
You can see on page 1 of that report (<http://www.ci.westminster.co.us/Portals/0/Repository/Documents/CityGovernment/CMO%20-%20Take%20A%20Closer%20Look%20Report%20-%202013.pdf>) that staff are keenly aware that measuring outputs and efficiencies are important only as they serve creation of a high quality of community. Therefore the report starts with resident perspectives about the quality of life in Westminster as reported in the most recent Citizen Survey,

conducted by National Research Center, Inc.

Beyond resident perspectives on overall quality of life, Westminster as a place to live, raise children and retire, the performance report includes resident



opinions about the quality of public works services. In place of cubic yards of snow plowed or linear miles of streets repaired or gallons of water treated, are resident sentiments about the quality of snow removal, street repair and water as you can see below:



A Mix of Survey and Administrative Data in a Community Scorecard

Littleton, Colorado

The City of Littleton, Colorado produces an annual community scorecard (<http://www.littletongov.org/modules/showdocument.aspx?documentid=3278>) that presents data related to its City Council's goals. In the 2013-2014 report, performance data were presented in the following strategic areas:

- Assure a financially-sound city government
- Provide a safe community to live, work and play
- Develop and maintain the public infrastructure
- Preserve and cultivate a quality community
- Pursue a balanced and sustainable local economy
- Support environmental sustainability
- Foster community involvement, communication and trust

The report not only has hard data about sprinkler system installs, budget allocations, number of exhibits, visitors and miles traveled, but it also has resident perspectives about service quality and strategic direction directly from its citizen survey. Not only does the report include results of the survey but it shows how those results compare to results asked of residents in comparison communities.

Program Evaluation

Once you have decided to take action to improve your community, it is important to evaluate the results of your efforts. Strong governing requires both experimentation and use of evaluation data.

Strategies to Promote Successful Use of Evaluation

- Identify program goals, objectives, and performance measures well in advance of implementing their evaluation
- Regularly track service activities and outcomes
- Systematically measure service outputs (how many residents attended council meetings last year?) and outcomes (how much did their knowledge of community issues increase?)
- Regularly communicate evaluation results to staff, residents, and other stakeholders
- Use evaluation data to improve services
- Encourage organizational learning

Evaluations can be small or large, often based on the price tag of the new initiative. In the Educate section of this playbook, the reimagining campaign undertaken by Greeley, Colorado was presented. Although Greeley has only been working on this new branding initiative a short time, government staff wanted to assess its “penetration” at an early stage, so they launched a short, web-based survey to community stakeholders followed by a survey of residents of Greeley and residents in three of the state’s largest cities – Denver, Fort Collins and Colorado Springs.

A Case Study in New Program Evaluation

Greeley, Colorado

Greeley, Colorado has created a new image initiative and campaign called “Greeley Unexpected.” (See the Educate section for more information on the initiative.) The initiative did not come cheap. The intent was to go big – to change the perceptions that (at least) Coloradans had about Greeley. After the initiative had been running for several months, stakeholders were getting antsy to know if their investment was paying off and City staff needed data to help determine the direction for the 2014 campaign. So City staff, working with NRC, designed and put in the field a survey for residents and non-residents to determine the reach and effectiveness of the first year’s campaign. This research was at least as much to keep stakeholders (including funding decision makers such as the City Council) in the loop about the City’s attention to the big evaluative question (“Have perceptions of Greeley improved?”) as it was to determine the answer to the question.

The answer to the question has come with extensive and robust inquiry that has relied on surveys of residents and those from out of town.

With the results hot off the research report, this is how Greeley released the findings – a fitting way to reinforce the new brand!

Next Steps

As you consider how to strengthen your community, remember that you don't always have to blaze a new trail to get the job done. This Playbook has many examples in broad categories that reflect common and effective action areas for local governments. Build on the examples you find here that resonate with your community and dive in or give a call to National Research Center staff or the organizations we have highlighted. NRC can help you get in contact with those best equipped to help you solve the toughest problems whether related to budget, communication, ballot questions, strategic planning or citizen engagement. Quality communities are what every local government strives to encourage, but the burden cannot rest only on the shoulders of local government staff and elected officials. National Research Center can facilitate your success.