

THE NCSTM
The National Citizen SurveyTM

Yorktown, IN

Community Livability Report

2015



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

- About..... 1
- Quality of Life in Yorktown 2
- Community Characteristics 3
- Governance 5
- Participation 7
- Special Topics..... 9
- Conclusions 13

About

The National Citizen Survey™ (The NCS) report is about the “livability” of Yorktown. 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.

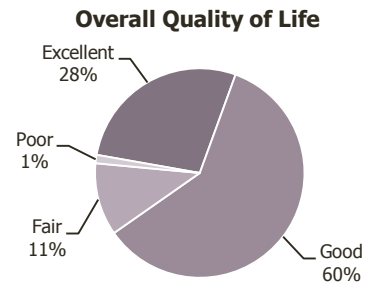
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central 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 477 residents of the Town of Yorktown. 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 Yorktown

Most residents rated the quality of life in Yorktown as excellent or good. Residents rated overall quality of life similar to the national 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.

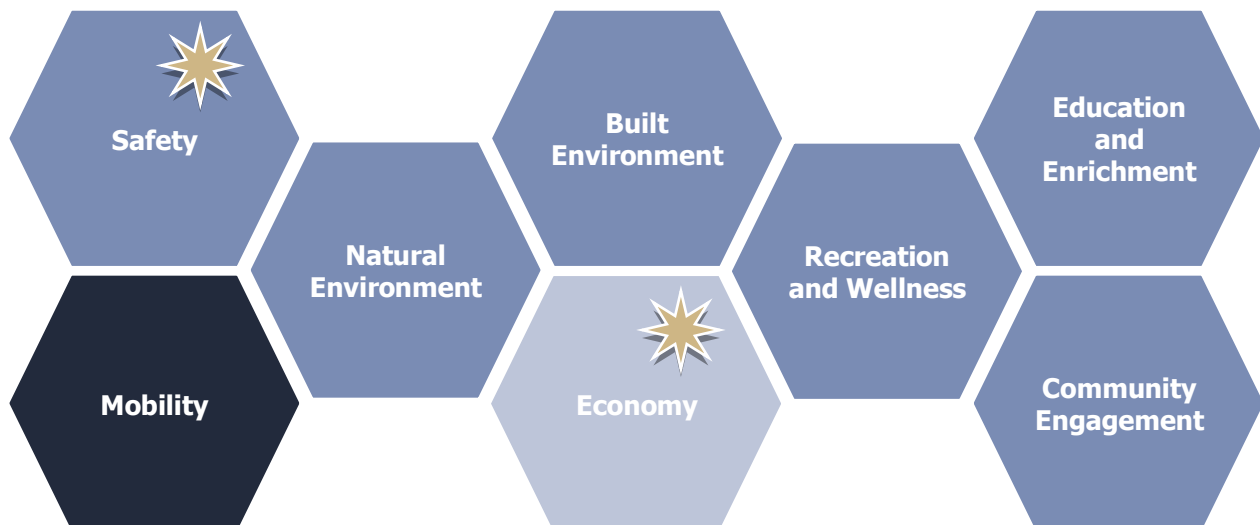
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Yorktown community in the coming two years. It is noteworthy that Yorktown residents gave strong ratings to aspects of Mobility in the community while ratings for aspect of the Economy were less favorable. Ratings for each of the remaining facets were positive and similar to other communities. 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 Yorktown’s unique questions.

Legend

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

- * Most important



Community Characteristics

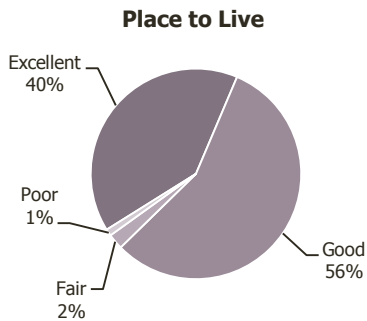
What makes a community livable, attractive and a place where people want to be?

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 Yorktown, 96% rated the Town as an excellent or good place to live. Respondents' ratings of Yorktown as a place to live were similar to ratings in other communities across the nation.

In addition to rating the Town as a place to live, respondents rated several aspects of community quality including Yorktown as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Yorktown and its overall appearance. Nearly all residents gave positive ratings to Yorktown as a place to raise children, a rating higher than the national comparison. Ratings for residents' neighborhood as a place to live were high with about 9 in 10 residents giving a positive rating while slightly fewer gave positive ratings to the overall image and overall appearance of Yorktown. About 6 in 10 residents gave positive ratings to Yorktown as a place to retire.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Across most facets, ratings varied from being lower than, similar to, or higher than ratings given in communities across the nation. At least 9 in 10 residents gave positive ratings to each aspect within the facets of Safety and Natural Environment. Each of the seven aspects of Mobility received positive ratings from 67% of residents to 93% of residents and each rating was higher than the national comparison. Aspects within Economy varied; only 1 in 10 residents gave positive ratings to shopping

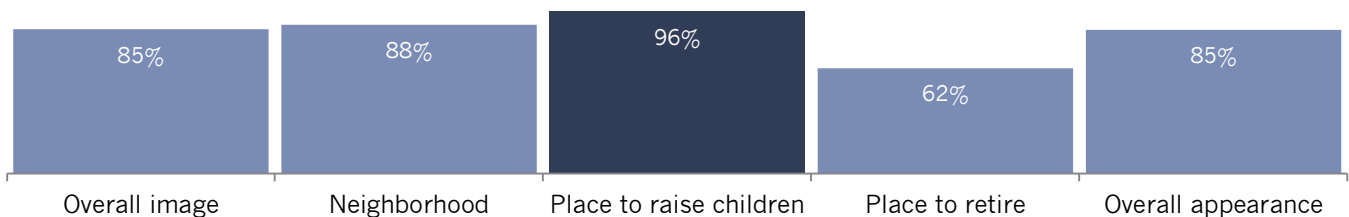
opportunities in the community which was a rating lower than the benchmark while 6 in 10 gave positive ratings to the overall economic health of the community (similar to the benchmark) and the cost of living (higher than the benchmark). Ratings were also varied within Education and Enrichment with about 3 in 10 residents giving positive ratings for cultural/arts/music activities and adult education while 9 in 10 gave positive ratings to K-12 education.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



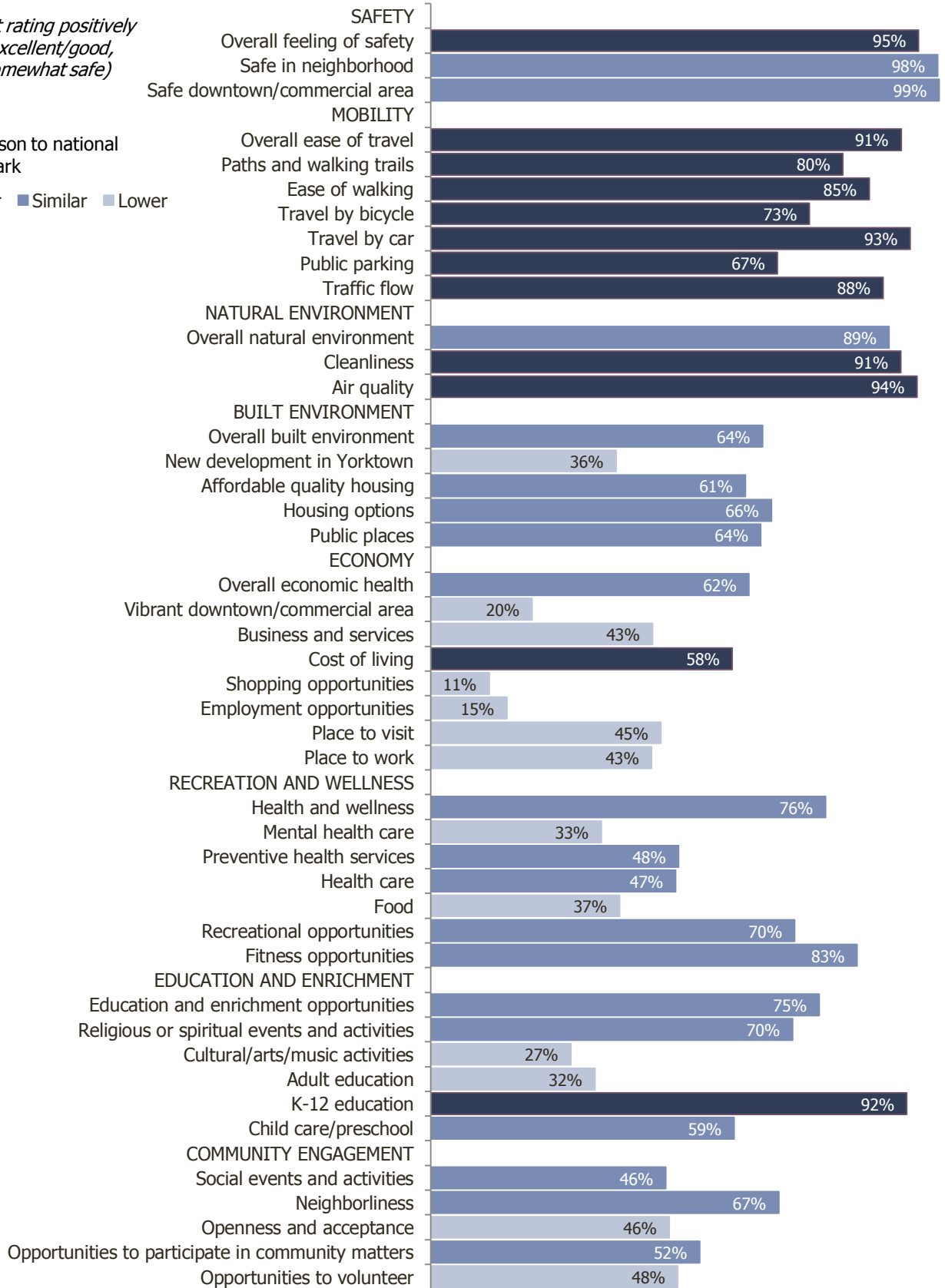
The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



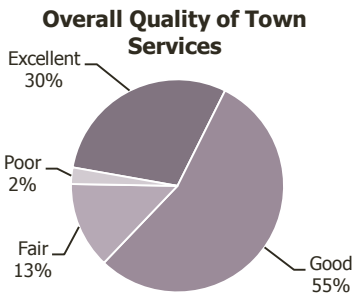
Governance

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

The overall quality of the services provided by Yorktown as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About 85% of respondents rated the overall quality of Town services as excellent or good, while only about 39% gave positive ratings to the Federal Government. The rating for Town services and Federal Government services were both similar to the national comparison.

Survey respondents also rated various aspects of Yorktown’s leadership and governance. About 86% of residents gave positive ratings to the customer service provided by the Town and about 7 in 10 gave positive ratings to the overall direction of the Town. Each of the other aspects of Yorktown’s leadership and governance were rated positively by 50% to 63% of residents. These ratings were all similar to those in comparison communities.

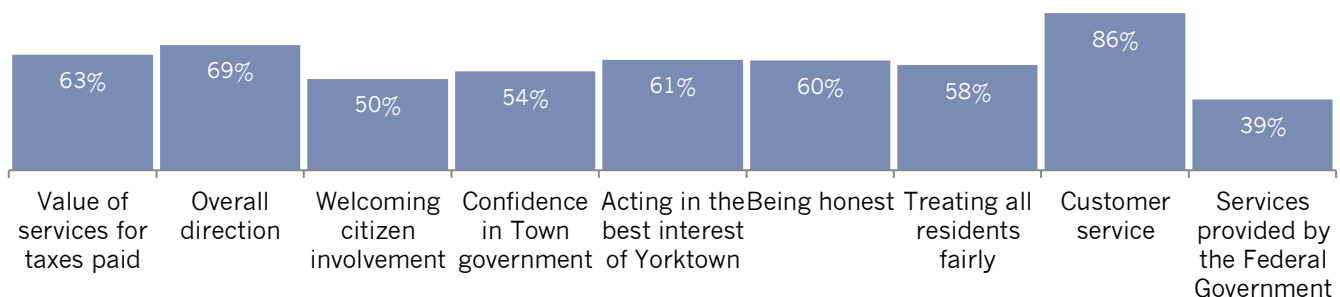
Respondents evaluated over 30 individual services and amenities available in Yorktown. At least a majority of residents gave positive ratings to each aspect of Governance except for economic development which was rated positively by 44% of residents. At least 9 in 10 residents gave positive ratings to three of the six aspects of Safety (police, fire and ambulance/EMS). Five of the seven aspects related to Mobility received ratings that were higher than the national comparison while all seven aspects were rated positively by at least 66% of residents. Within Natural Environment, 9 in 10 residents gave positive ratings to garbage collection and 8 in 10 gave positive ratings to recycling. Sewer services was the highest rated aspects of Built Environment with 83% giving a positive rating.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



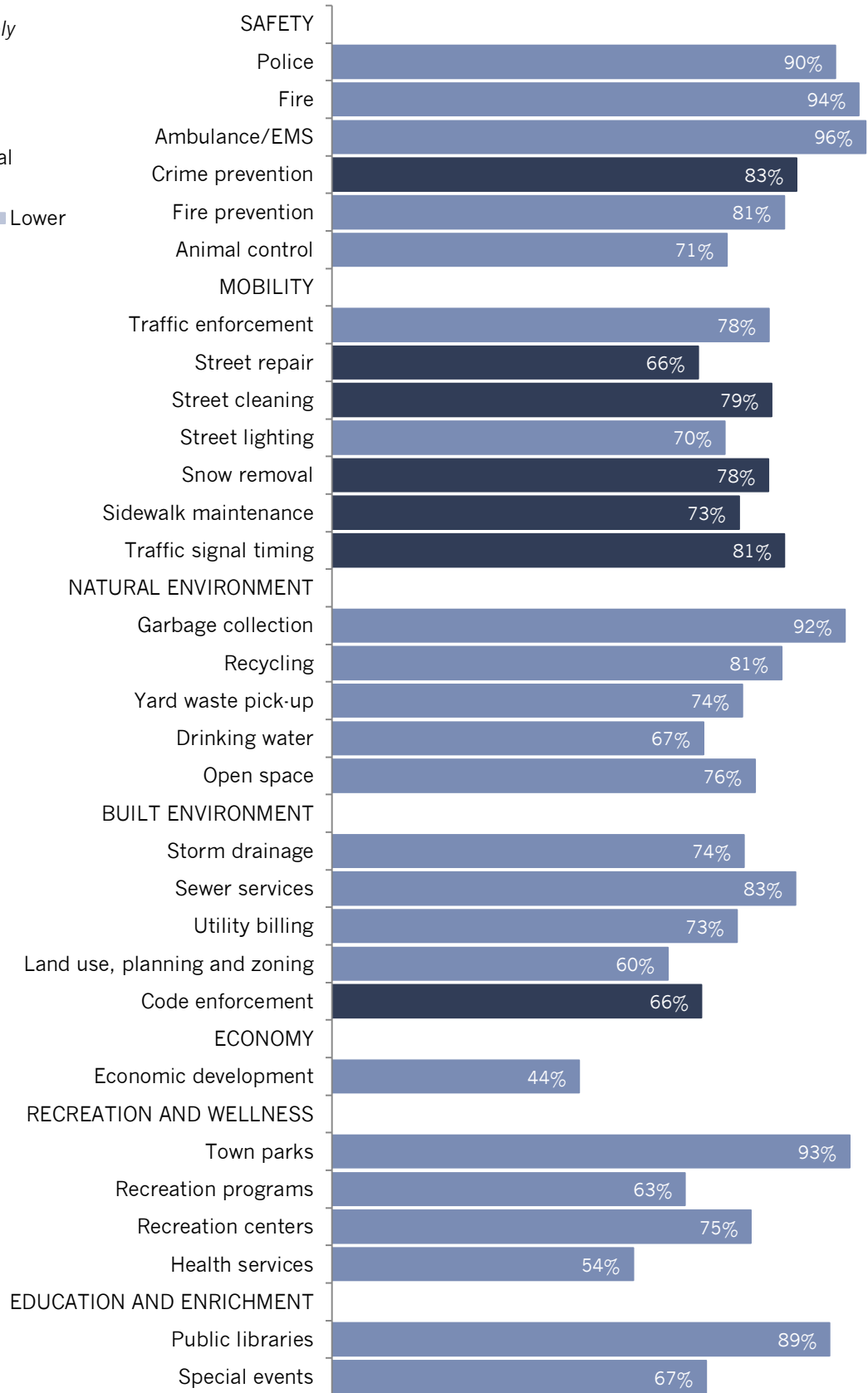
The National Citizen Survey™

Figure 2: Aspects of Governance

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

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower

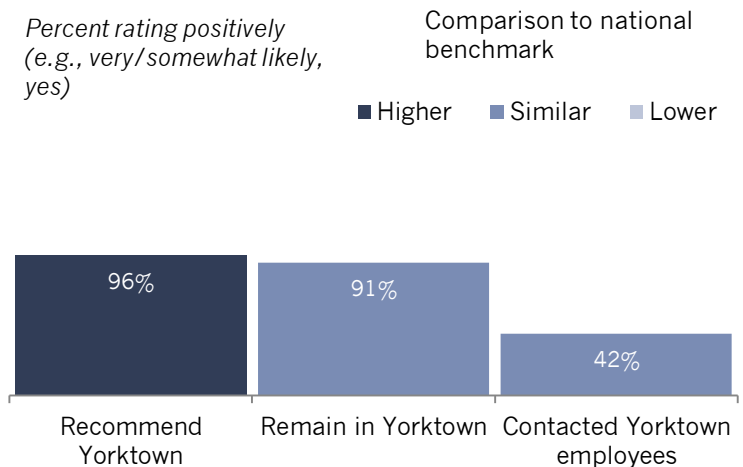
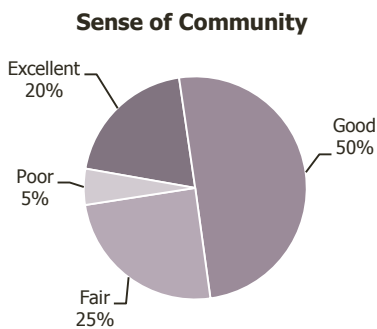


Participation

Are the residents of Yorktown 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. About 7 in 10 respondents gave excellent or good ratings to the sense of community in Yorktown which was a rating similar to the national comparison. Almost all reported that they were likely to recommend living in Yorktown and 9 in 10 would remain in Yorktown.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation rates tended to vary when compared to other communities across the nation. More Yorktown residents indicated they were NOT under housing cost stress and had used Yorktown recreation centers while fewer indicated they had conserved water, purchased goods or services in Yorktown, worked in Yorktown, participated in religious or spiritual activities and volunteered in the last 12 months than residents in other communities. At least 90% of residents indicated they had NOT been the victim of a crime, they had talked to or visited with neighbors and had read or watched local news while only 20% indicated they had campaigned for an issue, cause or candidate.



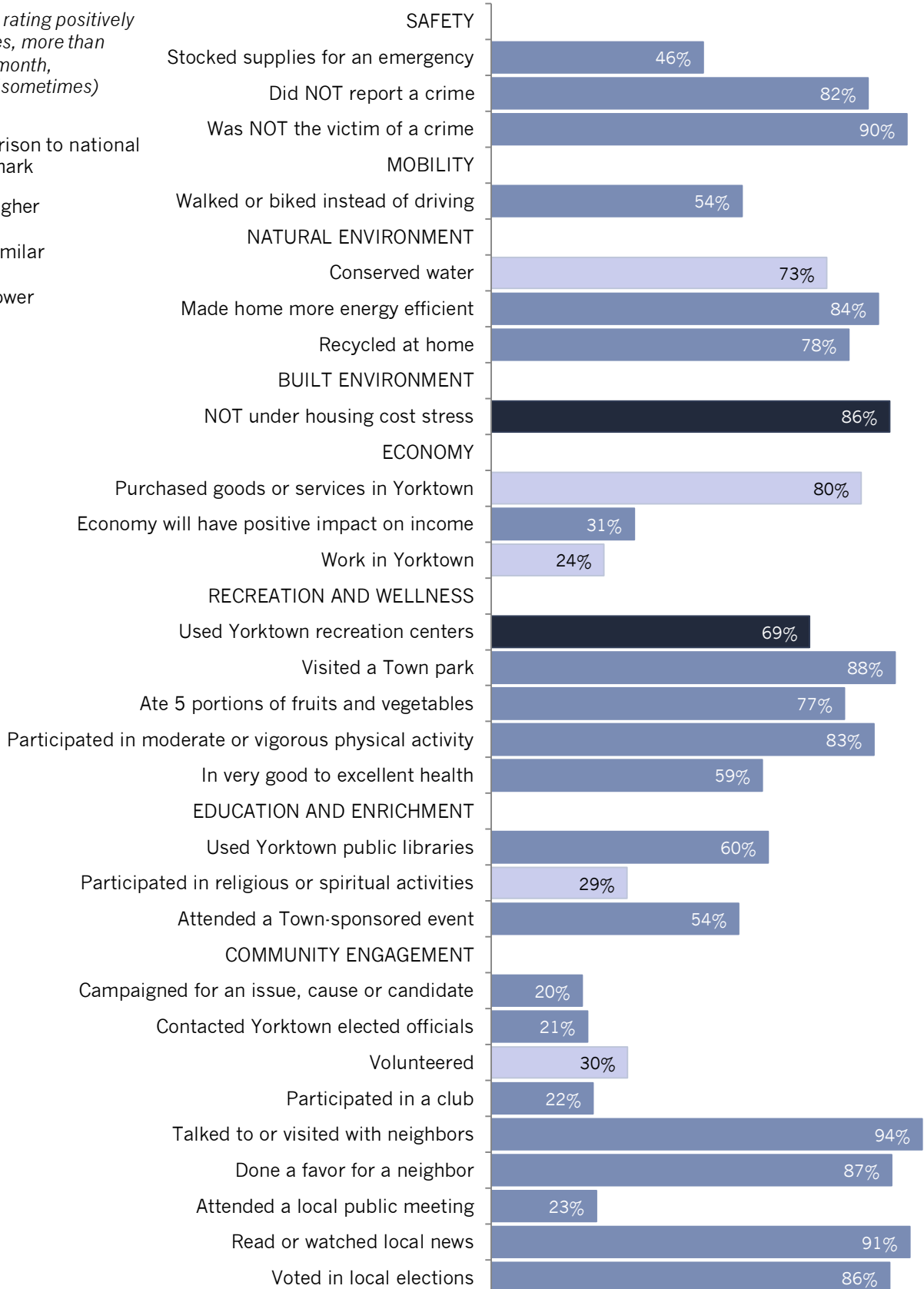
The National Citizen Survey™

Figure 3: Aspects of Participation

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

Comparison to national
benchmark

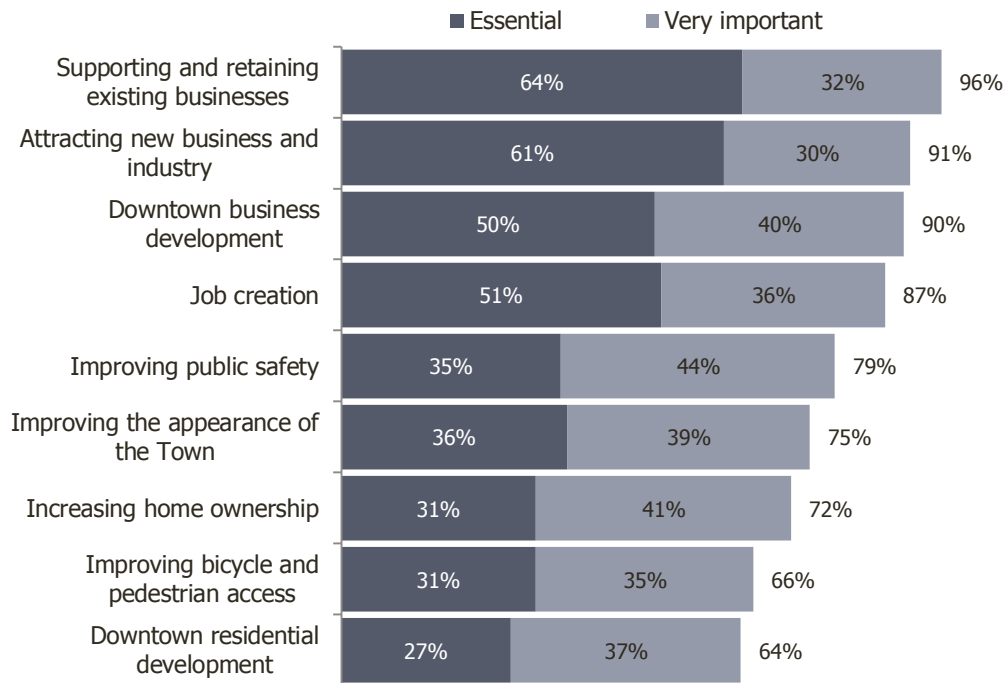
- Higher
- Similar
- Lower



Special Topics

The Town of Yorktown included four questions of special interest on The NCS. Residents were asked to assess the importance of nine potential focuses for the future of the Town to have related to economic development. At least two-thirds of residents felt each of the nine potential focus areas were essential or very important. Nearly all residents felt it was essential or very important to support and retain existing businesses. About 9 in 10 felt it was essential or very important to attract new business and industry and focus on downtown business development. About two-thirds felt it was essential or very important to improve bicycle and pedestrian access and to focus on downtown residential development.

Figure 4: Importance of Economic Efforts for the Future of Yorktown
Please rate the importance of each of the following for the future of the Town:

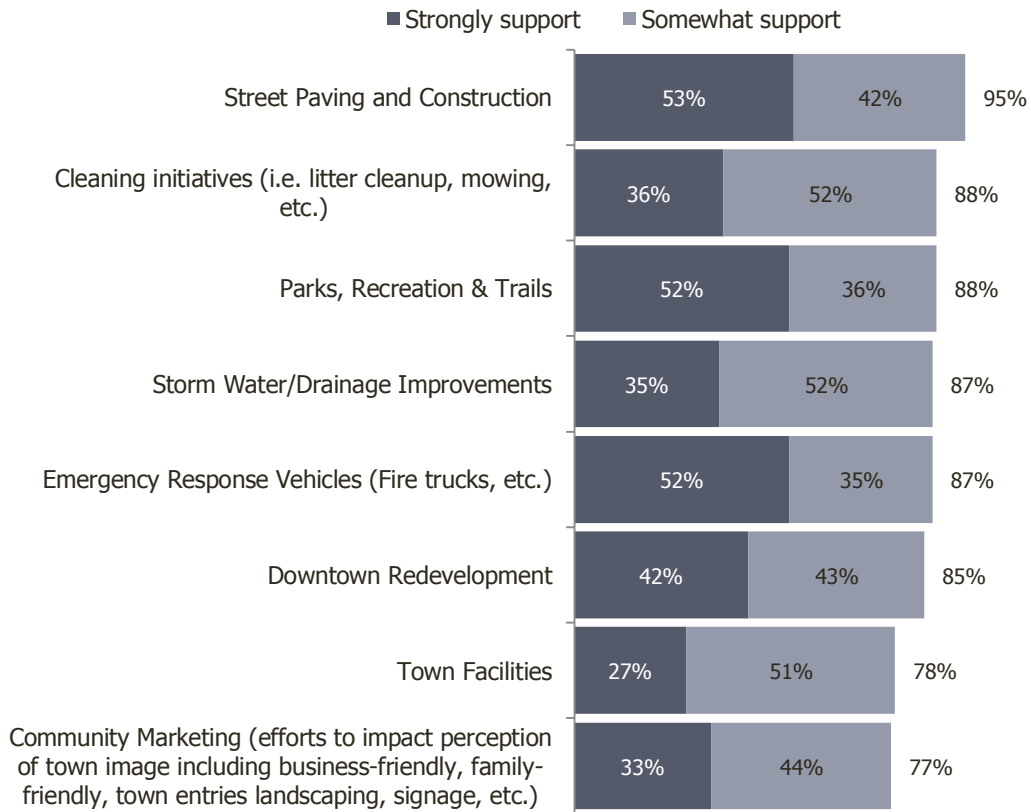


The National Citizen Survey™

Residents were asked to indicate their level of support for prioritizing funding for eight town services/projects. Ninety-five percent of residents support prioritizing funding for street paving and construction while slightly fewer support prioritizing funding for cleaning initiatives and parks, recreation and trails. At the bottom of the list with 77% indicating support was community marketing.

Figure 5: Support for Projects

To what extent would you support or oppose prioritizing funding for each of the following identified town services/projects?

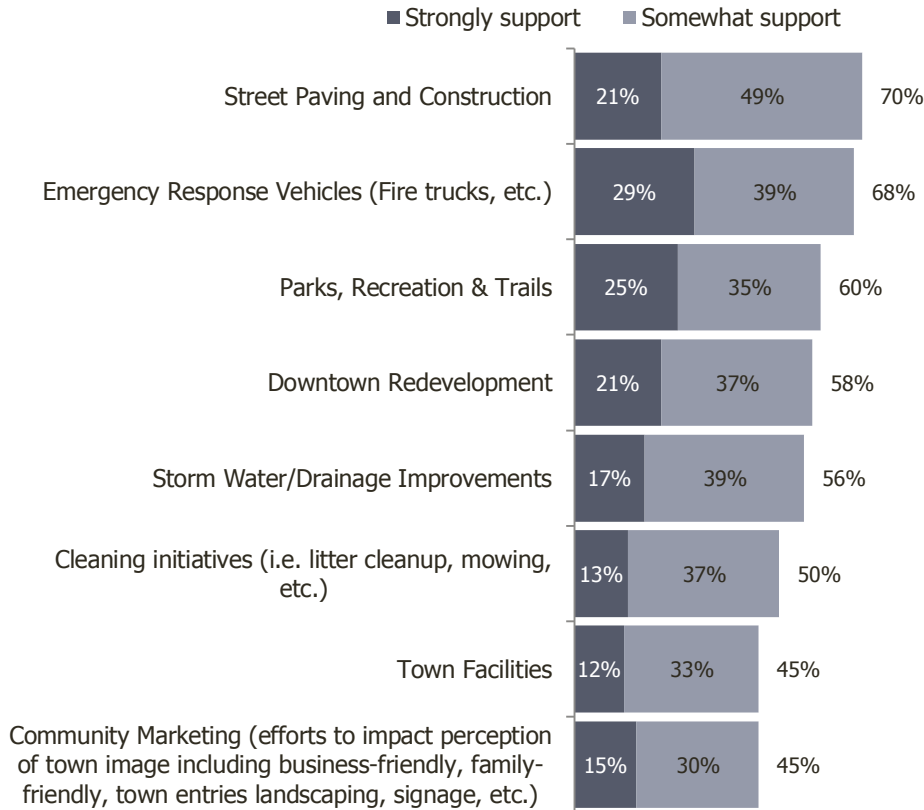


The National Citizen Survey™

After indicating their level of support for prioritizing funding, residents were then asked to indicate their level of support for a tax increase to fund the same list of eight services/projects. While support was lower when it considered a tax increase instead of prioritizing funding, about 7 in 10 indicated support for a tax increase to fund street paving and construction and emergency response vehicles. Less than 50% of residents supported a tax increase to fund town facilities and community marketing.

Figure 6: Support for Tax Increase for Projects

Please indicate to what extent you would support or oppose a tax increase to fund each of the following identified town services/projects?

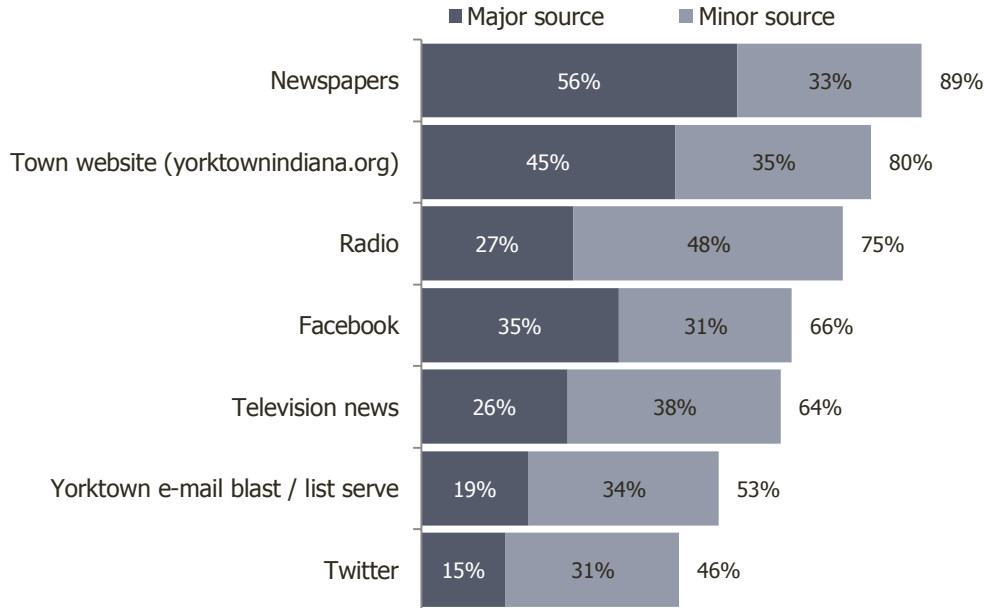


The National Citizen Survey™

When asked about information sources, about 9 in 10 indicated they use newspapers as a major or minor source of information about the Town government and its activities, events and services. About 8 in 10 used the Town website and three-quarters used the radio. Less than half of residents used Twitter.

Figure 7: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town government and its activities, events and services:



Conclusions

Yorktown residents enjoy an exceptional quality of life.

About 9 in 10 residents rated their overall quality of life as excellent or good and almost all were likely to recommend Yorktown as a place to live. Almost all gave excellent or good ratings to the Town as a place to live. Nearly all residents also gave positive ratings to Yorktown as a place to raise children, a rating higher than the national comparison. Ratings for residents' neighborhood as a place to live were high with about 9 in 10 residents giving a positive rating while slightly fewer gave positive ratings to the overall image and overall appearance of Yorktown. About 6 in 10 residents gave positive ratings to Yorktown as a place to retire.

Yorktown residents feel it is easy to travel around Yorktown and gave high ratings to Mobility-related services.

Within Community Characteristics, each of the seven aspects of Mobility received positive ratings that were higher than the national comparison. About 9 in 10 residents gave positive ratings to the overall ease of travel in the community, ease of travel by car and traffic flow. High ratings were awarded to each of the seven Mobility-related services with at least 66% giving an excellent or good rating and five of the seven received ratings that were higher than the national comparison. About 8 in 10 residents gave positive ratings to traffic enforcement, street cleaning, snow removal and traffic signal timing.

The Economy is important to residents and they support improving aspects of the Economy.

Survey participants indicated that Economy is an important facet for Yorktown to focus on in the coming years. Within Community Characteristics, about 6 in 10 residents felt the overall economic health of Yorktown was excellent or good, however less than 2 in 10 respondents felt shopping and employment opportunities were excellent or good. Within Governance, less than half of survey respondents rated economic development as excellent or good. Residents were also asked a special interest question about the importance of nine potential focuses for the future of the Town to have related to economic development. At least two-thirds of residents felt each of the nine potential focus areas were essential or very important including supporting and retaining existing businesses, job creation and focusing on downtown residential and commercial development.