

THE NCSTM
The National Citizen SurveyTM

Yorktown, IN

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 Yorktown’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 Yorktown’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.

Broadly, most aspects of Community Characteristics, Governance and Participation received positive ratings. Within the pillar of Community Characteristics, aspects of Mobility and Natural Environment saw exceptionally high ratings, but for facet of Economy, ratings were not as strong. Within Governance, aspects of Mobility were stronger compared to the other facets. Within Participation, ratings related to Built Environment were stronger than others while ratings for Economy were not as strong. 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	13	25	13	7	33	0	3	24	5
General	1	6	0	0	3	0	1	2	0
Safety	1	2	0	1	5	0	0	3	0
Mobility	7	0	0	5	2	0	0	1	0
Natural Environment	2	1	0	0	5	0	0	2	1
Built Environment	0	4	1	1	4	0	1	0	0
Economy	1	1	6	0	1	0	0	1	2
Recreation and Wellness	0	5	2	0	4	0	1	4	0
Education and Enrichment	1	3	2	0	2	0	0	2	1
Community Engagement	0	3	2	0	7	0	0	9	1

Legend	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
General	Overall appearance	↔	85%	Customer service	↔	86%	Recommend Yorktown	↑	96%
	Overall quality of life	↔	88%	Services provided by Yorktown	↔	84%	Remain in Yorktown	↔	91%
	Place to retire	↔	62%	Services provided by the Federal Government	↔	39%	Contacted Yorktown employees	↔	42%
	Place to raise children	↑	96%						
	Place to live	↔	97%						
	Neighborhood	↔	88%						
	Overall image	↔	85%						
Safety	Overall feeling of safety	↑	95%	Police	↔	90%	Was NOT the victim of a crime	↔	90%
	Safe in neighborhood	↔	98%	Crime prevention	↑	83%	Did NOT report a crime	↔	82%
	Safe downtown/commercial area	↔	99%	Fire	↔	94%	Stocked supplies for an emergency	↔	46%
				Fire prevention	↔	81%			
				Ambulance/EMS	↔	96%			
Mobility				Animal control	↔	71%			
	Traffic flow	↑↑	88%	Traffic enforcement	↔	78%	Walked or biked instead of driving	↔	54%
	Travel by car	↑	93%	Street repair	↑	66%			
	Travel by bicycle	↑	73%	Street cleaning	↑	79%			
	Ease of walking	↑	85%	Street lighting	↔	70%			
	Overall ease of travel	↑	91%	Snow removal	↑	78%			
	Public parking	↑	67%	Sidewalk maintenance	↑	73%			
Paths and walking trails	↑	80%	Traffic signal timing	↑↑	81%				
Natural Environment	Overall natural environment	↔	89%	Garbage collection	↔	92%	Recycled at home	↔	78%
	Air quality	↑	94%	Recycling	↔	81%	Conserved water	↓	73%
	Cleanliness	↑	91%	Yard waste pick-up	↔	74%	Made home more energy efficient	↔	84%
				Drinking water	↔	67%			
Built Environment				Open space	↔	76%			
	New development in Yorktown	↓	36%	Sewer services	↔	83%	NOT experiencing housing cost stress	↑	86%
	Affordable quality housing	↔	61%	Storm drainage	↔	74%			
	Housing options	↔	66%	Utility billing	↔	73%			
	Overall built environment	↔	64%	Land use, planning and zoning	↔	60%			
			Public places	↔	64%	Code enforcement	↑	66%	

Legend

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

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	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
Economy	Overall economic health	↔	62%	Economic development	↔	44%	Economy will have positive impact on income	↔	31%
	Shopping opportunities	↓↓	11%				Purchased goods or services in Yorktown	↓	80%
	Employment opportunities	↓	15%				Work in Yorktown	↓	24%
	Place to visit	↓	45%						
	Cost of living	↑	58%						
	Vibrant downtown/commercial area	↓	20%						
	Place to work	↓	43%						
	Business and services	↓	43%						
Recreation and Wellness	Fitness opportunities	↔	83%	Town parks	↔	93%	In very good to excellent health	↔	59%
	Recreational opportunities	↔	70%	Recreation centers	↔	75%	Used Yorktown recreation centers	↑	69%
	Health care	↔	47%	Recreation programs	↔	63%	Visited a Town park	↔	88%
	Food	↓↓	37%	Health services	↔	54%	Ate 5 portions of fruits and vegetables	↔	77%
	Mental health care	↓	33%				Participated in moderate or vigorous physical activity	↔	83%
	Health and wellness	↔	76%						
	Preventive health services	↔	48%						
Education and Enrichment	K-12 education	↑↑	92%	Public libraries	↔	89%	Used Yorktown public libraries	↔	60%
	Cultural/arts/music activities	↓	27%	Special events	↔	67%	Participated in religious or spiritual activities	↓↓	29%
	Child care/preschool	↔	59%				Attended a Town-sponsored event	↔	54%
	Religious or spiritual events and activities	↔	70%						
	Adult education	↓	32%						
	Overall education and enrichment	↔	75%						
Community Engagement	Opportunities to participate in community matters	↔	52%	Overall direction	↔	69%	Sense of community	↔	70%
	Opportunities to volunteer	↓	48%	Value of services for taxes paid	↔	63%	Voted in local elections	↔	86%
	Openness and acceptance	↓	46%	Welcoming citizen involvement	↔	50%	Talked to or visited with neighbors	↔	94%
	Social events and activities	↔	46%	Confidence in Town government	↔	54%	Attended a local public meeting	↔	23%
	Neighborhoodliness	↔	67%	Acting in the best interest of Yorktown	↔	61%	Volunteered	↓	30%
				Being honest	↔	60%	Participated in a club	↔	22%
				Treating all residents fairly	↔	58%	Campaigned for an issue, cause or candidate	↔	20%
							Contacted Yorktown elected officials	↔	21%
							Read or watched local news	↔	91%
							Done a favor for a neighbor	↔	87%

Legend

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