



THE NCSTM
The National Citizen SurveyTM

Collinsville, IL

Community Livability Report

2019



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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About

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

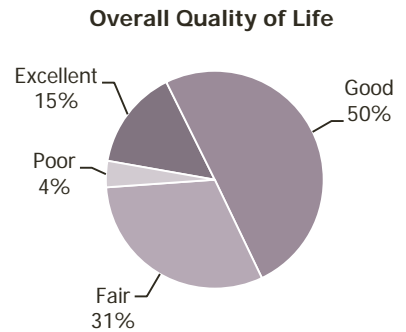
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central 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 405 residents of the City of Collinsville. The margin of error around any reported percentage is 5% for all respondents. 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 Collinsville

A majority of residents (65%) rated the quality of life in Collinsville as excellent or good. This rating was similar to those given in other communities across the nation (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.

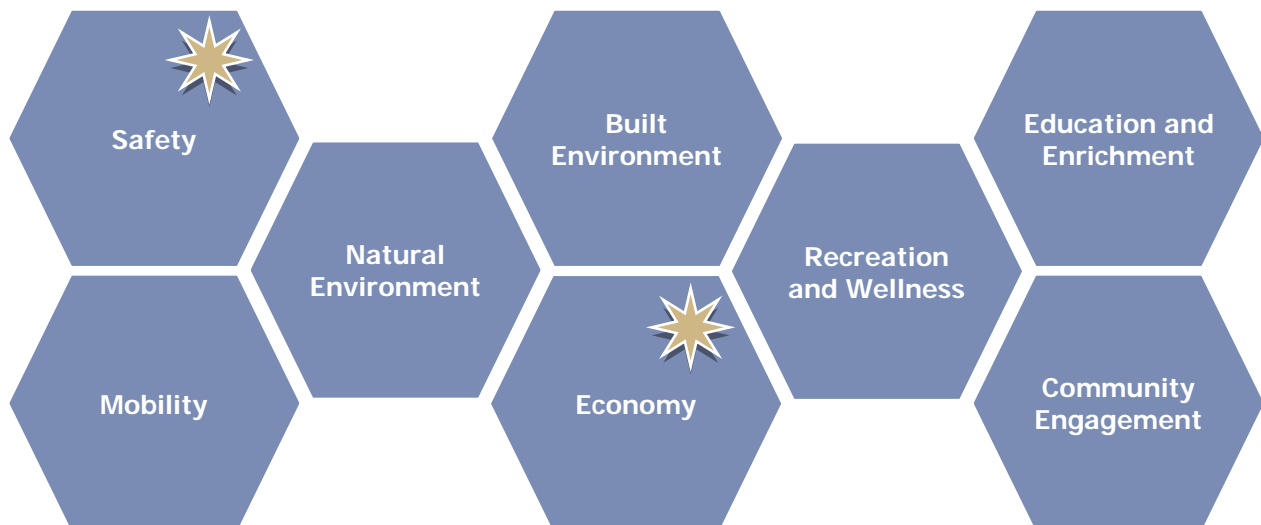
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Collinsville community in the coming two years. These facets, as well as all other facets of community livability, were similar to the benchmark comparisons. 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 Collinsville’s unique questions.

Legend

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

- Most important



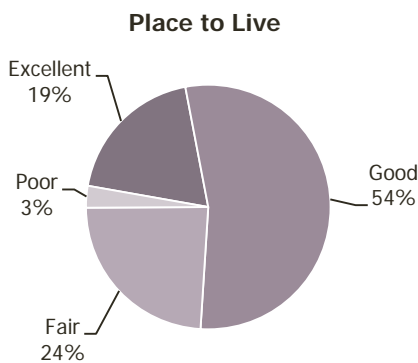
Community Characteristics

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 Collinsville, 73% rated the City as an excellent or good place to live. Respondents' ratings of Collinsville as a place to live were lower than ratings given 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 Collinsville as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Collinsville and its overall appearance. Collinsville residents' ratings of their neighborhood as a place to live, the overall appearance of the city and Collinsville as a place to retire were similar to those given elsewhere, while evaluations of the overall image of Collinsville and the city as a place to raise children were lower than average. Ratings for overall appearance and place to retire improved since the City last surveyed in 2011 (for more information see the *Trends over Time* report under separate cover).

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. In the facet of Safety, 9 in 10 residents gave positive ratings to feeling safe in their neighborhood and in Collinsville's downtown/commercial area, which was on par with the benchmark comparisons; however, only two-thirds gave favorable marks to the overall feeling of safety in the city, which was below average. In Mobility, Collinsville residents were more likely than those who lived elsewhere to give high marks to ease of travel by car (88% excellent or good) and traffic flow on major streets (78%); further, both of these ratings increased substantially since 2011. About 6 in 10 residents positively rated the ease of travel by public transportation and this was also above average. About 8 in 10 residents were pleased with the overall ease of travel in the city, which was on par with communities elsewhere. However, less than half were pleased with the availability of paths and walking trails and this rating was lower than the benchmark.



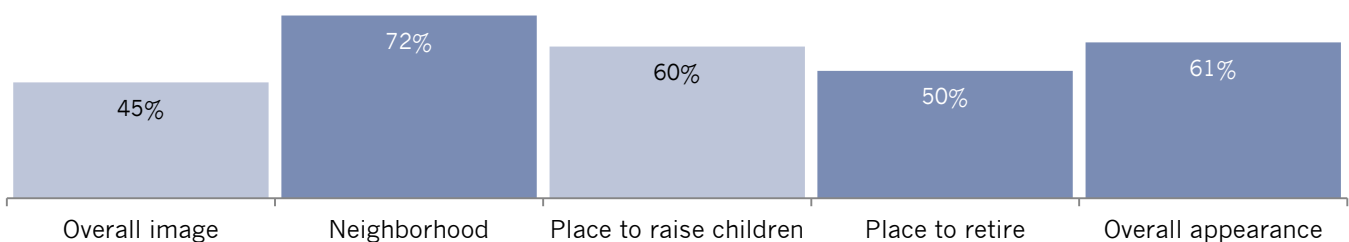
Roughly 4 in 10 respondents gave favorable reviews to most aspects of Economy, and most were similar to the national comparisons, except for the overall economic health of the city and Collinsville as a place to visit, which were lower. Ratings improved since 2011 for employment opportunities and the city as a place to work, but declined for shopping opportunities and business and service establishments.

In Education and Enrichment, about 6 in 10 residents gave positive reviews to K-12 education and the availability of affordable quality child care and both of these ratings increased substantially since 2011. Ratings within all other facets tended to be similar to those given in other communities across the nation, with a few exceptions. Compared to 2011, evaluations for many aspects of Community Characteristics improved in 2019, particularly within the areas of Natural Environment and Recreation and Wellness.

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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



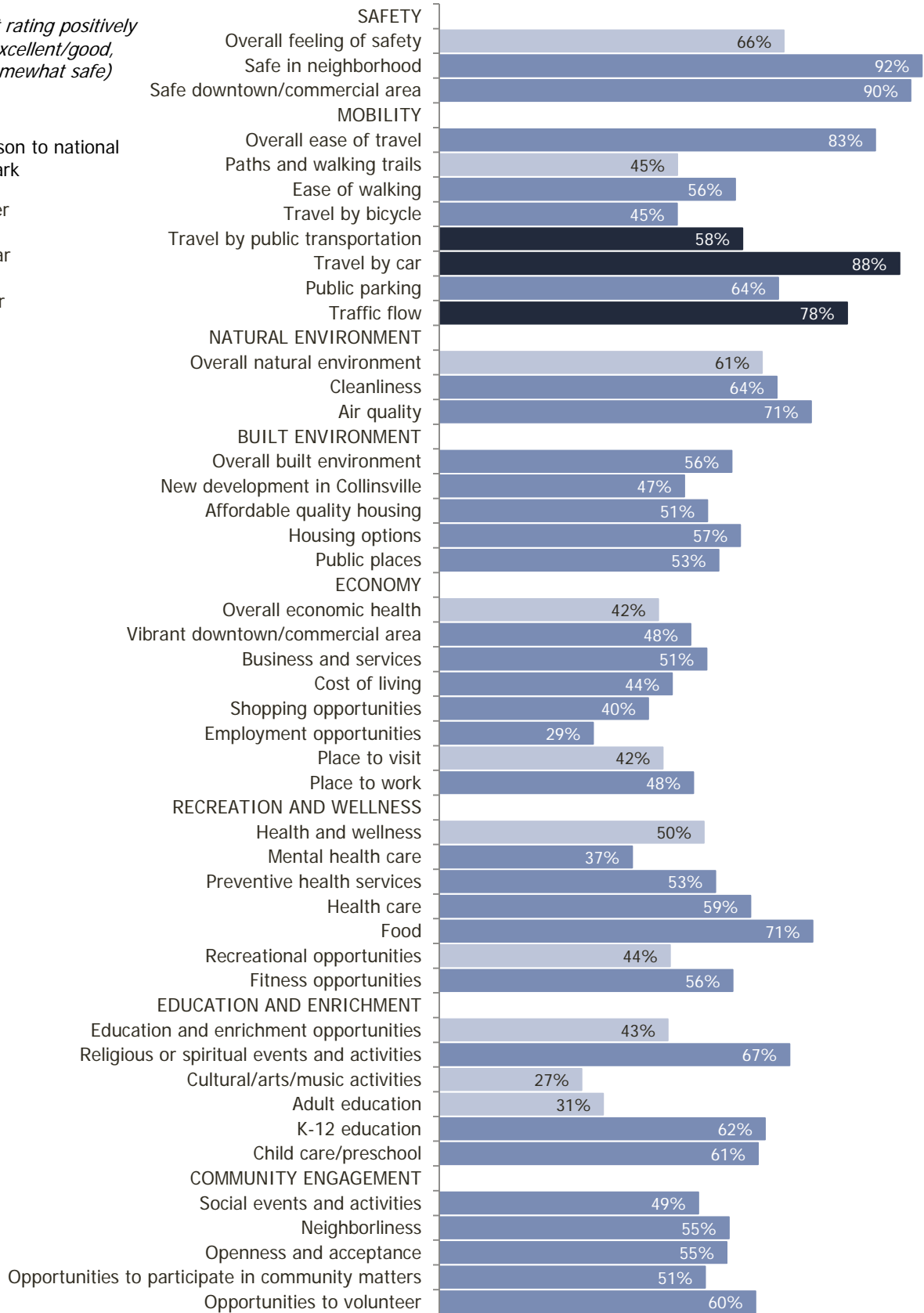
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Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

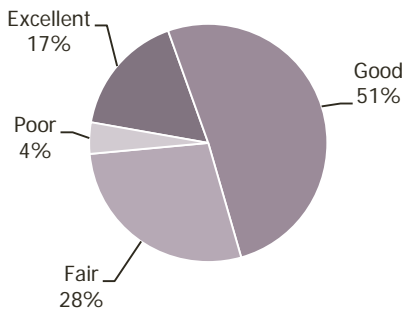
How well does the government of Collinsville meet the needs and expectations of its residents?

The overall quality of the services provided by Collinsville as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About two-thirds of residents gave positive marks to the overall quality of City services (which increased since 2011) and one-third were pleased with the services provided by the Federal Government. Both of these ratings were similar to those given in other communities.

Survey respondents also rated various aspects of Collinsville’s leadership and governance. Three-quarters of residents were pleased with the overall quality of customer service provided by the City and this represented an increase from the previous survey iteration. Roughly half of residents gave positive marks to the remaining aspects of government performance and all were similar to the national benchmarks. Resident sentiment toward the overall direction of the City, the value of services for taxes paid and the job City government does at welcoming citizen involvement improved from 2011 to 2019.

Respondents evaluated over 30 individual services and amenities available in Collinsville. Most City services received ratings similar to those given in other communities across the country. In Safety, about 9 in 10 residents or more gave positive reviews to police, fire and ambulance/EMS, and all Safety-related services were rated similarly to the national comparisons. Within the facet of Mobility, around 7 in 10 respondents or more gave excellent or good scores to snow removal, traffic signal timing and bus or transit services (higher than the benchmarks) and to traffic enforcement (similar to the benchmark); further, ratings for traffic enforcement, snow removal and traffic signal timing increased since 2011.

Overall Quality of City Services



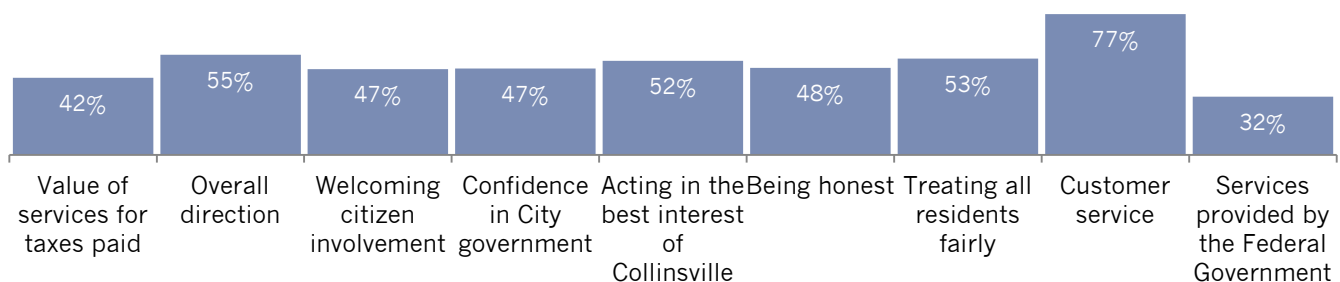
Ratings for services related to Recreation and Wellness tended to be less positive. About half of residents gave excellent or good marks to City parks and 4 in 10 were pleased with recreation programs and recreation centers. All of these ratings were lower than national averages and declined substantially since 2011.

Within Natural Environment, at least 8 in 10 residents were pleased with garbage collection and recycling, and 6 in 10 gave positive marks to yard waste pick-up; these ratings increased from 2011 to 2019.

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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



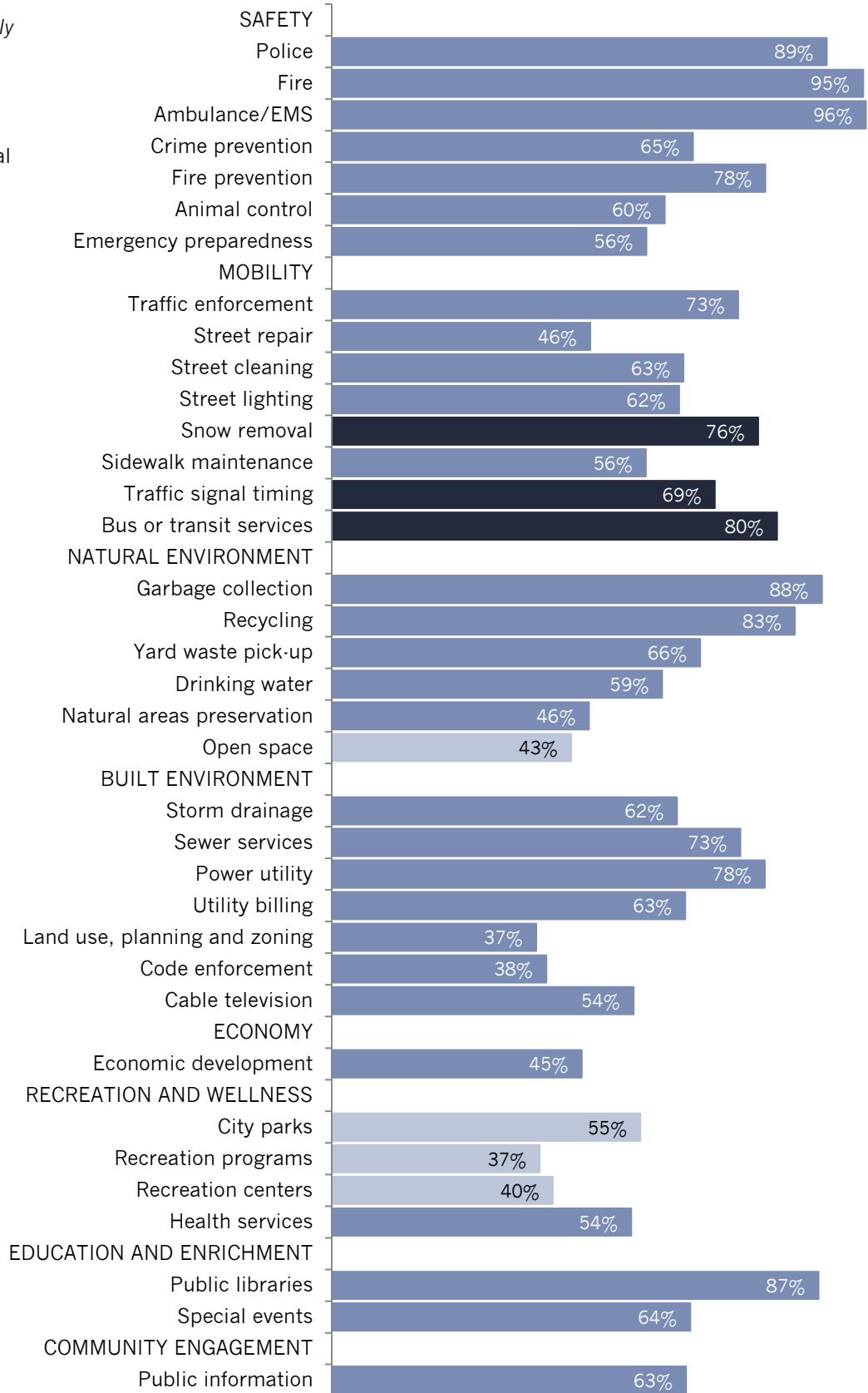
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Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

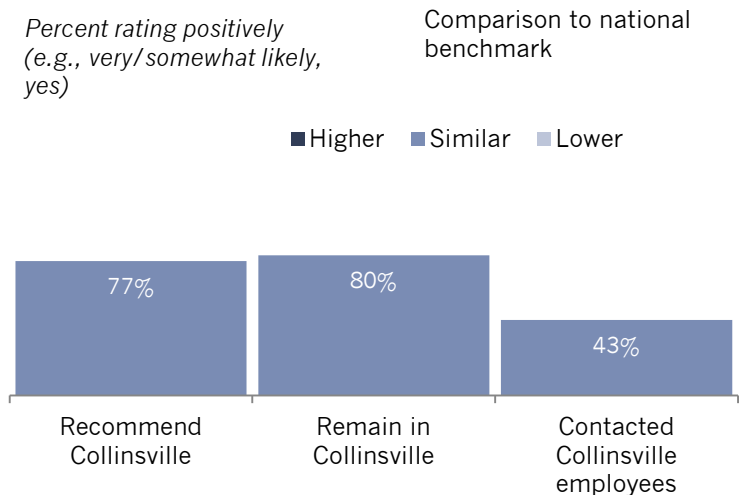
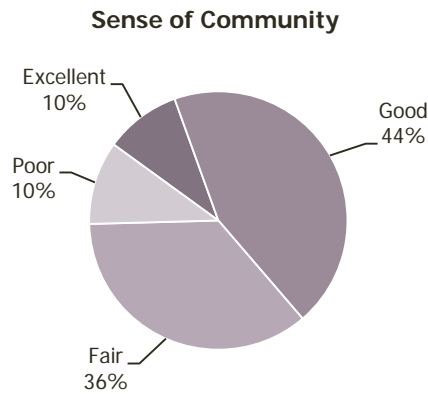


Participation

Are the residents of Collinsville 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 half of residents awarded positive marks to the sense of community in Collinsville, and about 8 in 10 would recommend living in Collinsville to someone who asked and planned to remain in the city for the next five years. These levels were similar to the national benchmarks.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation levels tended to vary widely across the different facets, making the comparison to the benchmarks, as well as to Collinsville over time, useful for interpreting the results. While Collinsville residents tended to engage in their community at rates comparable to national averages, they were less likely than those who lived elsewhere to have used alternative modes of transportation or to have carpooled, to work in the city, to have visited a City park or to have participated in a club. Additionally, resident engagement levels declined since 2011 for a number of activities, including City park visitation and using Collinsville recreation centers or libraries. Compared to 2011, survey respondents were also less likely to have attended or watched local public meetings, volunteered, or participated in clubs and religious activities. However, in 2019 residents were more likely to have recycled at home, have a positive future economic outlook, and to have voted in local elections than in previous years.



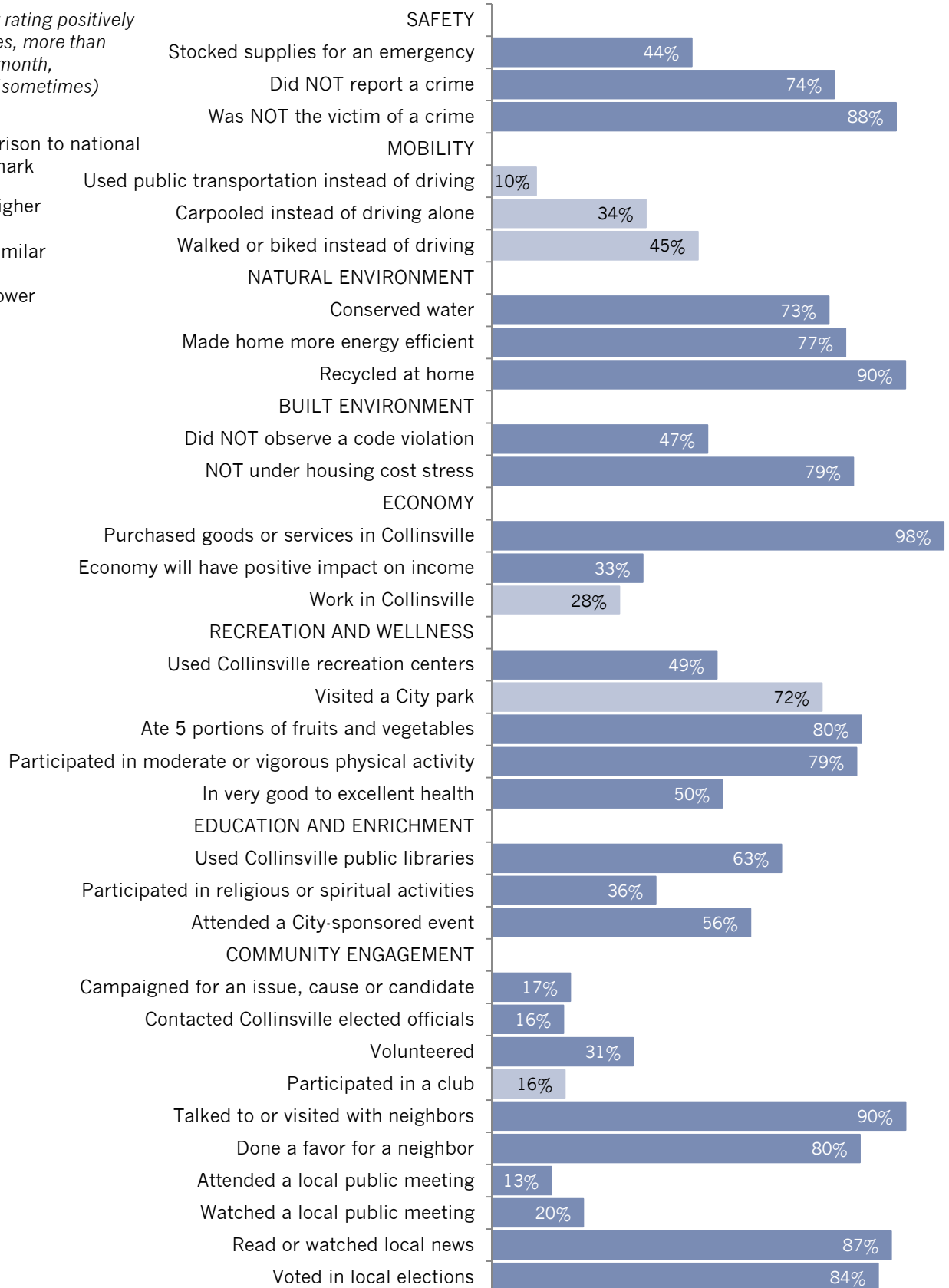
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Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



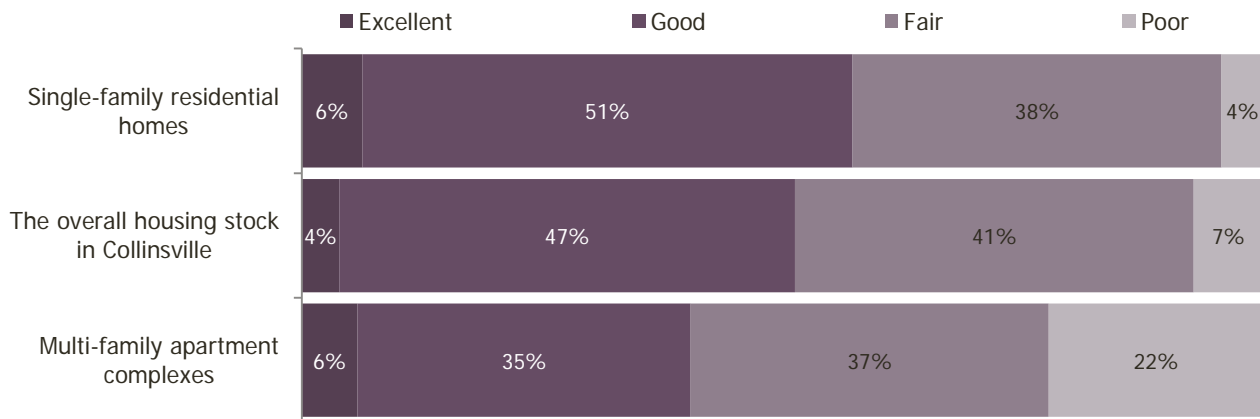
Special Topics

The City of Collinsville included eight questions of special interest on The NCS with topics including housing, parks and City-sponsored events.

Residents were asked to rate the quality of various housing types in Collinsville. About half of respondents rated single-family residential homes and the overall housing stock in Collinsville as excellent or good, while 4 in 10 were pleased with multi-family apartment complexes. A similar proportion of residents rated each type of housing as fair. It is worth noting that 2 in 10 residents rated multi-family apartment complexes as poor.

Figure 4: Housing Quality

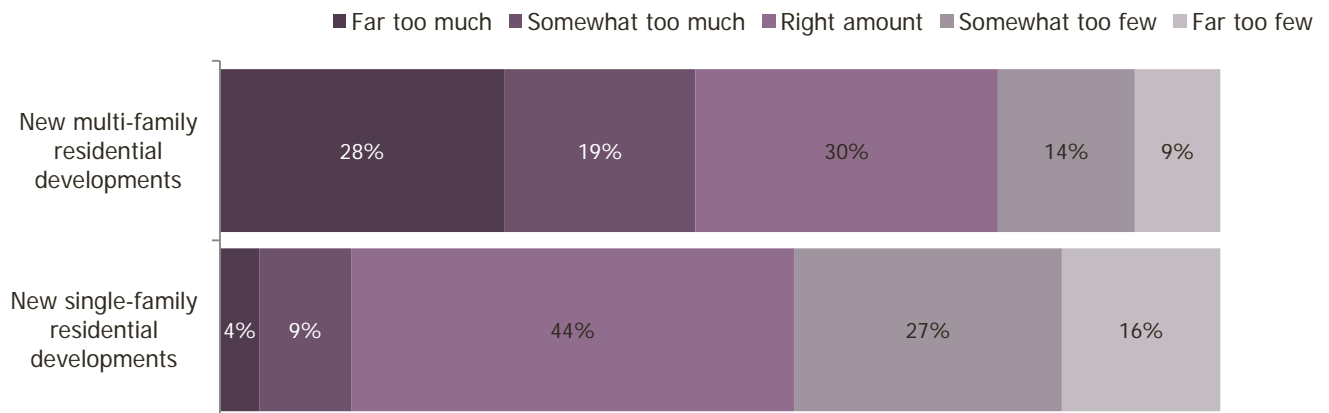
Please rate the quality of each of the following aspects of housing within the City:



Thinking about the amount of housing types in the city, about half of residents thought that the amount of new multi-family residential development was far too much or somewhat too much, and 3 in 10 thought it was the right amount. Conversely, only 1 in 10 residents thought there were too many new single-family residential developments, 4 in 10 thought it was the right amount, and another 4 in 10 thought there were too few.

Figure 5: Residential Developments

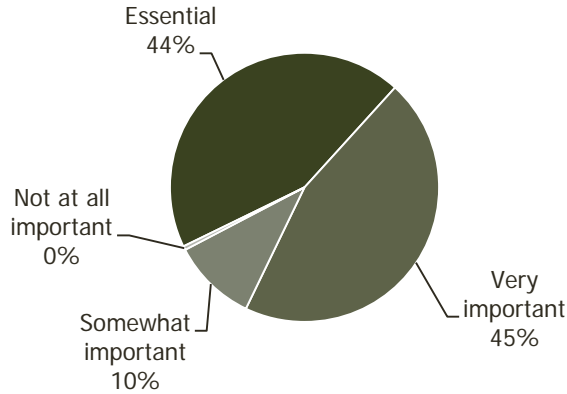
Please rate the amount of each of the following in Collinsville:



Nine in ten Collinsville residents felt that parks and recreation was essential or very important to the community overall. One in ten thought it was somewhat important and no residents thought parks and recreation was not at all important.

Figure 6: Importance of Parks and Recreation

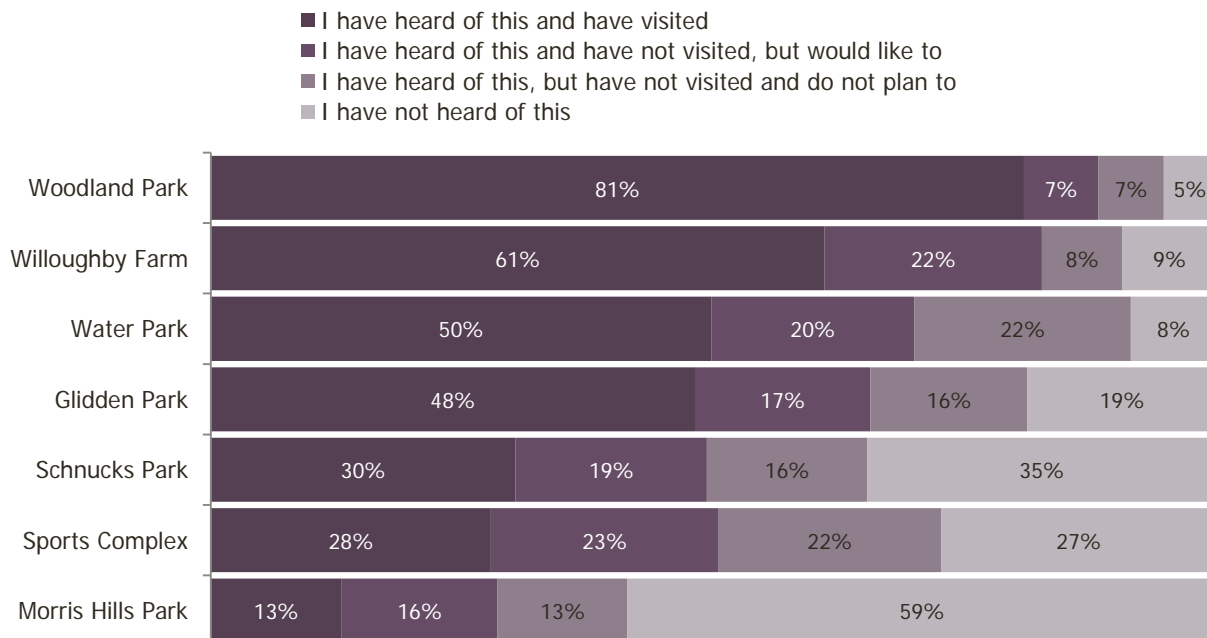
Please rate how important, if at all, you think parks and recreation is to the community overall:



Residents were asked whether they had visited or heard of a number of Collinsville parks in the last two years. They were most likely to have visited Woodland Park (81% visited), Willoughby Farm (61%), the Water Park (50%) and Glidden Park (48%). Three in ten residents had visited Schnucks Park and the Sports Complex, and 1 in 10 had visited Morris Hills Park. About 6 in 10 had not heard of Morris Hills Park.

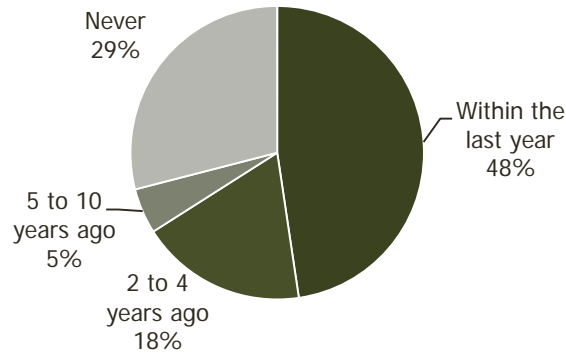
Figure 7: Knowledge and Visitation of Parks

Please tell us if you have heard of or visited each of the following parks in Collinsville in the last two years:



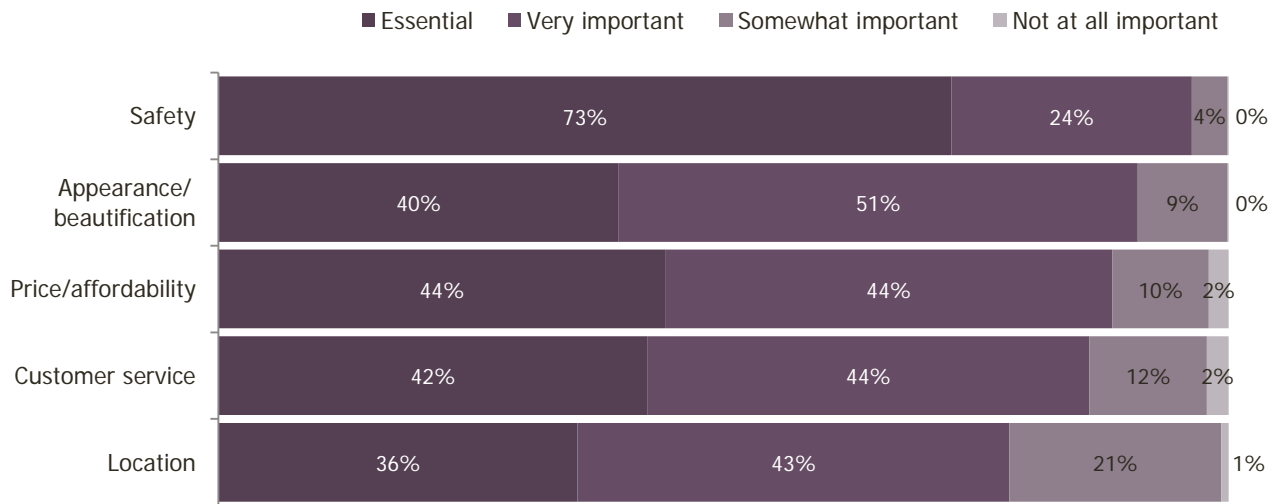
Thinking about their most recent visit to Willoughby Park, half of residents had visited it within the past year, about 2 in 10 had visited it between two and ten years ago, and 3 in 10 had never visited.

Figure 8: Willoughby Park Visitation
When is the last time you visited Willoughby Park?



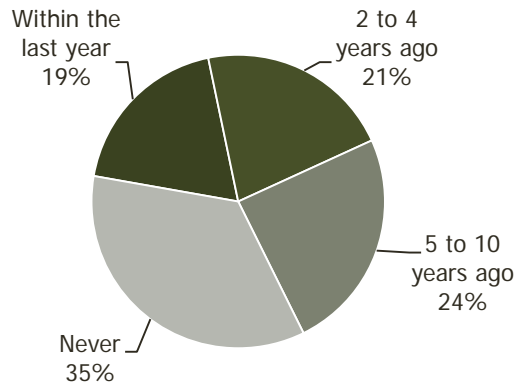
In regards to City parks and the water park, virtually all residents rated safety as important, with 73% rating this as essential. More than 8 in 10 rated appearance/beautification, price/affordability and customer service as at least very important. About three-quarters thought that the location of City parks was essential or very important.

Figure 9: City Parks and Water Parks
Please rate how important, if at all, each of the following are to you in regards to City parks and the water park:



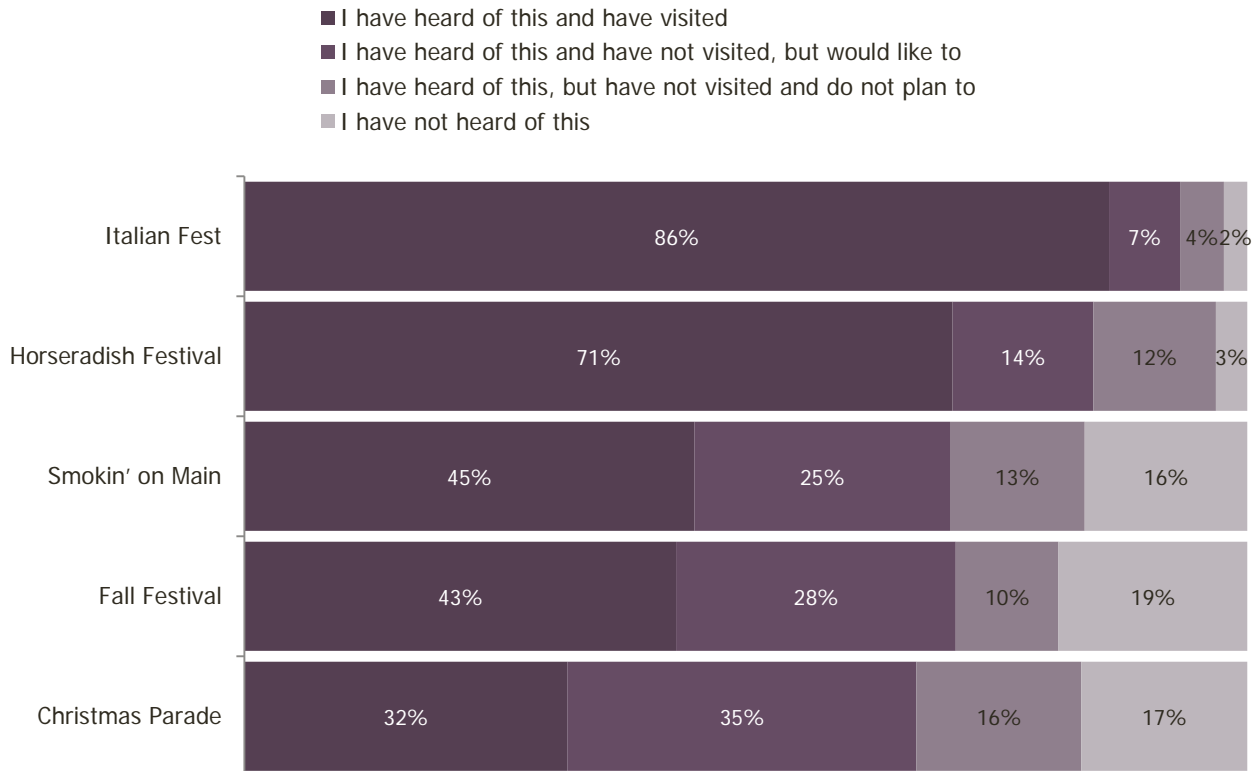
About 2 in 10 residents had visited the water park in the past year, 4 in 10 within the last 10 years, and one-third had never visited the water park.

Figure 10: Water Park Visitation
When is the last time you visited the water park?



When asked about their knowledge of or attendance at various City-sponsored events in Collinsville, more than 8 in 10 residents had attended Italian Fest and 7 in 10 had attended the Horseradish Festival. About 4 in 10 had attended Smokin' on Main or the Fall Festival, and one-third had attended the Christmas Parade; about 2 in 10 residents had not heard of these events.

Figure 11: Knowledge and Attendance of Events
Please tell us if you have ever heard of or attended each of the following City-sponsored events in Collinsville:



Conclusions

Safety and Economy are important to residents.

Residents identified Safety as an important area of focus for the City in the next two years. About 9 in 10 residents gave positive ratings to feeling safe in their neighborhood and in Collinsville's downtown/commercial area, as well as to police, fire and ambulance/EMS services. These ratings were on par with the benchmark comparisons and the rating for police services increased from 2011 to 2019. However, only two-thirds gave favorable marks to the overall feeling of safety in the city, which was below average.

Collinsville residents also indicated that Economy would be an important focus area in the coming years. Roughly 4 in 10 respondents gave favorable reviews to most aspects of Economy, and most were similar to the national comparisons, except for the overall economic health of the city and Collinsville as a place to visit, which were lower. Ratings improved since 2011 for employment opportunities and the city as a place to work, but declined for shopping opportunities and business and service establishments. Respondents were also more likely in 2019 than in 2011 to have a positive economic outlook on the future. Virtually all residents had purchased goods or services in the city in the 12 months prior to the survey, but only one-quarter of residents reported working in the community, which was a level lower than seen elsewhere.

There have been major improvements over time in Mobility.

Almost all aspects of Mobility received scores similar to or higher than the national benchmarks and many aspects saw significant improvements over time. Collinsville residents were more likely than those who lived elsewhere to give favorable marks to ease of travel by car (88% excellent or good) and traffic flow on major streets (78%); further, both of these ratings increased substantially since 2011. About 6 in 10 residents positively rated the ease of travel by public transportation and this was also above average. Thinking about services related to Mobility, about 7 in 10 residents or more gave excellent or good scores to snow removal, traffic signal timing and bus or transit services (higher than the benchmarks) and to traffic enforcement (similar to the benchmark); further, ratings for traffic enforcement, snow removal and traffic signal timing increased since 2011. However, Collinsville residents were less likely than those who lived in other communities to have used various modes of alternative transportation.

Recreation and Wellness presents an area of opportunity for the City.

About 9 in 10 Collinsville residents felt that parks and recreation was essential or very important to the community overall. When asked whether they had visited or heard of a number of Collinsville parks in the last two years, about 8 in 10 had visited Woodland Park, 6 in 10 visited Willoughby Farm, and half visited the Water Park or Glidden Park. However, only 7 in 10 residents reported visiting any City park in the past 12 months, which was a lower rate than the national average and declined since 2011. Further, when asked to rate various Recreation and Wellness-related aspects in the city, about half of residents gave excellent or good ratings to health and wellness opportunities and to City parks and only 4 in 10 were pleased with recreational opportunities, recreation centers and recreation programs. Evaluations for City parks, recreation centers and recreation programs declined since 2011, as did the proportion of residents who had used Collinsville recreation centers. Thus, Recreation and Wellness may be considered another potential area of focus for the City in the coming years.