The National Citizen Survey™

CITY OF COLLINSVILLE, IL
2011

Contents

Survey Background

About The National Citizen Survey™

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS

Survey Objectives

- Identify community strengths and weaknesses
- Identify service strengths and weaknesses

Assessment Methods

- Multi-contact mailed survey
- Representative sample of 1,200 households
- 370 surveys returned; 32% response rate
- 5% margin of error
- Data statistically weighted to reflect population

Assessment Goals

Immediate
- Provide useful information for:
    - Planning
    - Resource allocation
    - Performance measurement
    - Program and policy evaluation

Long-term
- Improved services
- More civic engagement
- Better community quality of life
- Stronger public trust

The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS

COMMUNITY QUALITY

Quality of life
Quality of neighborhood
Place to live

COMMUNITY DESIGN

Transportation
Ease of travel, transit services,
street maintenance

Housing
Housing options, cost,
affordability

Land Use and Zoning
New development, growth,
code enforcement

Economic Sustainability
Employment, shopping and
retail, City as a place to work

PUBLIC SAFETY

Safety in neighborhood and
downtown
Crime victimization
Police, fire, EMS services
Emergency preparedness

ENVIRONMENTAL SUSTAINABILITY

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling
services

RECREATION AND WELLNESS

Parks and Recreation
Recreation opportunities, use
of parks and facilities,
programs and classes

Culture, Arts and Education
Cultural and educational
opportunities, libraries,
schools

Health and Wellness
Availability of food, health
services, social services

COMMUNITY INCLUSIVENESS

Sense of community
Racial and cultural acceptance
Senior, youth and low-income
services

CIVIC ENGAGEMENT

Civic Activity
Volunteerism
Civic attentiveness
Voting behavior

Social Engagement
Neighborliness, social and
religious events

Information and Awareness
Public information,
publications, Web site

PUBLIC TRUST

Cooperation in community
Value of services
Direction of community
Citizen involvement
Employees

The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 370 completed surveys were obtained, providing an overall response rate of 33%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Collinsville was developed in close cooperation with local jurisdiction staff. Collinsville staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Collinsville staff also augmented The National Citizen Survey™ basic service by including several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Collinsville Survey (370 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Collinsville, but from City of Collinsville services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction 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.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; 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 City of Collinsville chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Collinsville survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Collinsville results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Collinsville's rating to the benchmark.

"Don't Know" Responses and Rounding

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

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

Executive Summary

This report of the City of Collinsville survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Collinsville and believed the City was a good place to live. The overall quality of life in the City of Collinsville was rated as "excellent" or "good" by 62% of respondents. A majority reported they plan on staying in the City of Collinsville for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were opportunities to participate in religious or spiritual events or activities and the overall quality of business and service establishments. Two of the characteristics receiving the least positive ratings were employment opportunities and the amount of public parking.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, one was above the national benchmark comparison, five were similar to the national benchmark comparison and 25 were below.

Residents in the City of Collinsville were somewhat civically engaged. While only 20% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 93% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Collinsville, which was lower than the benchmark.

In general, survey respondents demonstrated trust in local government. Close to half rated the overall direction being taken by the City of Collinsville as "good" or "excellent." This was lower than the benchmark. Those residents who had interacted with an employee of the City of Collinsville in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as "excellent" or "good."

City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, none were above the benchmark comparison, 22 were similar to the benchmark comparison and 13 were below.

A Key Driver Analysis was conducted for the City of Collinsville which examined the relationships between ratings of each service and ratings of the City of Collinsville's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Collinsville can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Police services
- Public schools
- Street cleaning
- Economic development
- City parks

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Collinsville – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the City of Collinsville. Residents were asked whether they planned to move soon or if they would recommend the City of Collinsville to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Collinsville offers services and amenities that work.

Most of the City of Collinsville's residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. These rating had remained stable over the past four years.

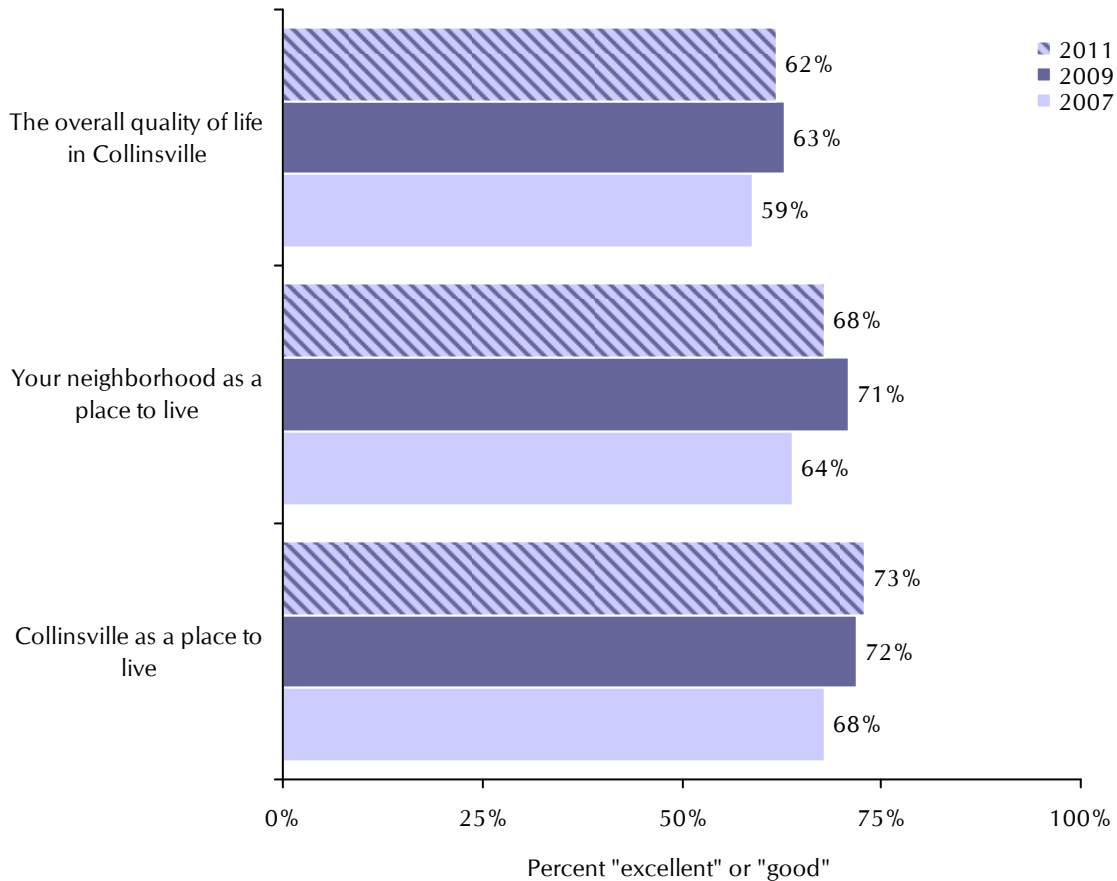FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

Percent "excellent" or "good"

FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR
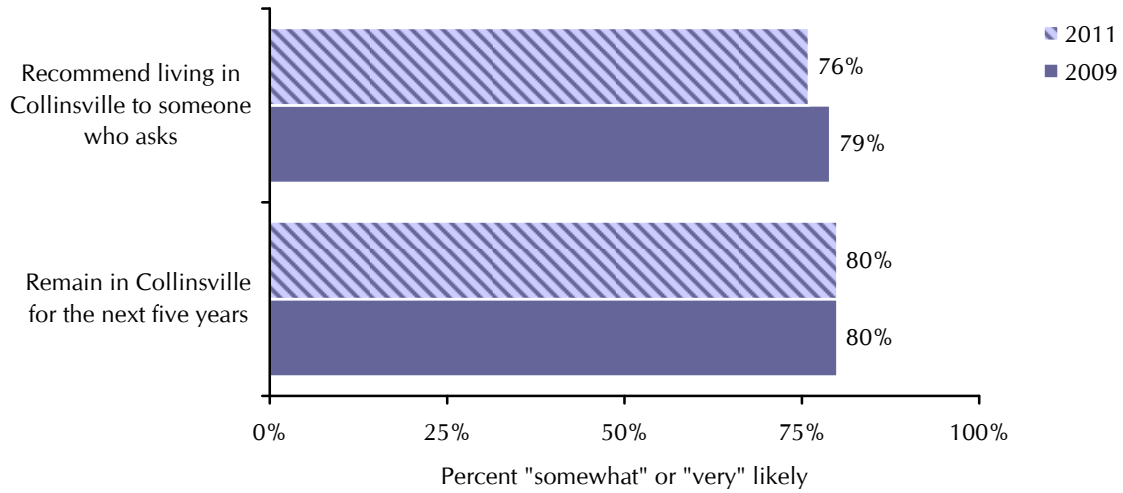
FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Collinsville	Much below
Your neighborhood as place to live	Much below
Collinsville as a place to live	Much below
Recommend living in Collinsville to someone who asks	Much below
Remain in Collinsville for the next five years	Below

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of bus travel was given the most positive rating, followed by ease of walking in Collinsville. These ratings tended to be lower than the benchmark.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

Ease of car travel in Collinsville — 46% (2011), 55% (2009), 57% (2007)

Ease of bus travel in Collinsville — 55% (2011), 58% (2009), 58% (2007)

Ease of bicycle travel in Collinsville — 43% (2011), 46% (2009), 41% (2007)

Ease of walking in Collinsville — 51% (2011), 47% (2009), 53% (2007)

Availability of paths and walking trails — 46% (2011), 38% (2009)

Traffic flow on major streets — 33% (2011), 39% (2009)

Percent "excellent" or "good"

Legend: 2011, 2009, 2007

FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Collinsville	Much below
Ease of bus travel in Collinsville	Much above
Ease of bicycle travel in Collinsville	Below
Ease of walking in Collinsville	Much below
Availability of paths and walking trails	Much below
Traffic flow on major streets	Much below

Seven transportation services were rated in Collinsville. Ratings tended to be similar compared to most communities across America. Street lighting and snow removal were rated highest by residents. These ratings varied when compared to past survey years.

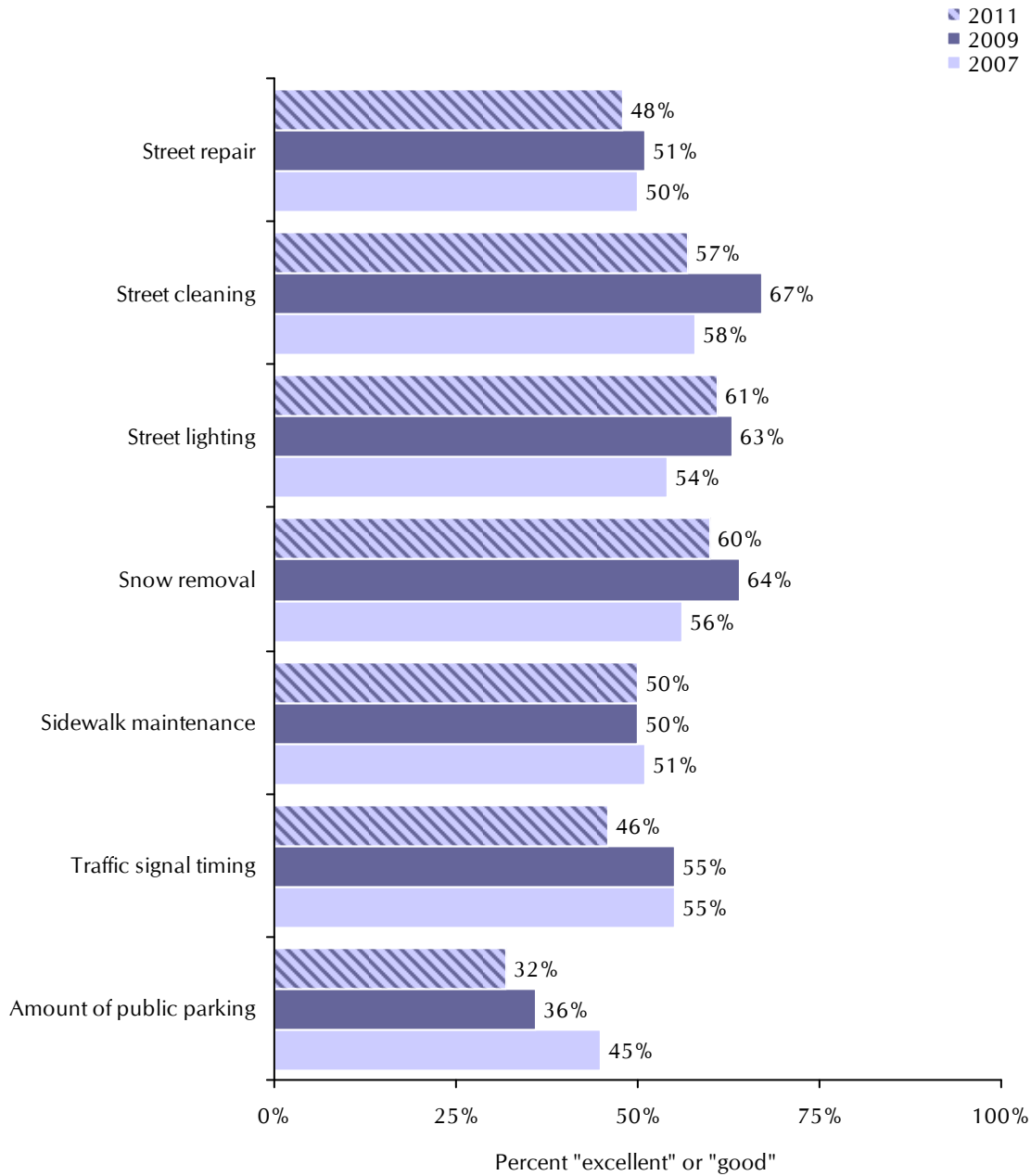FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

Percent "excellent" or "good"

FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Similar
Street cleaning	Similar
Street lighting	Similar
Snow removal	Similar
Sidewalk maintenance	Similar
Traffic signal timing	Similar
Amount of public parking	Much below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 3% of work commute trips were made by transit and 2% were made by foot.

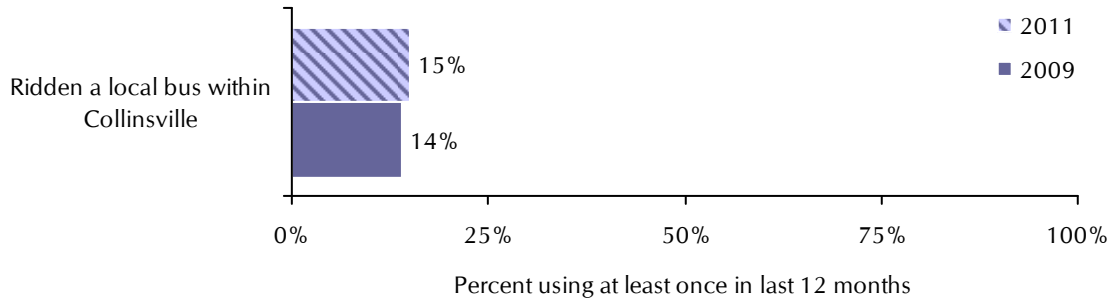FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

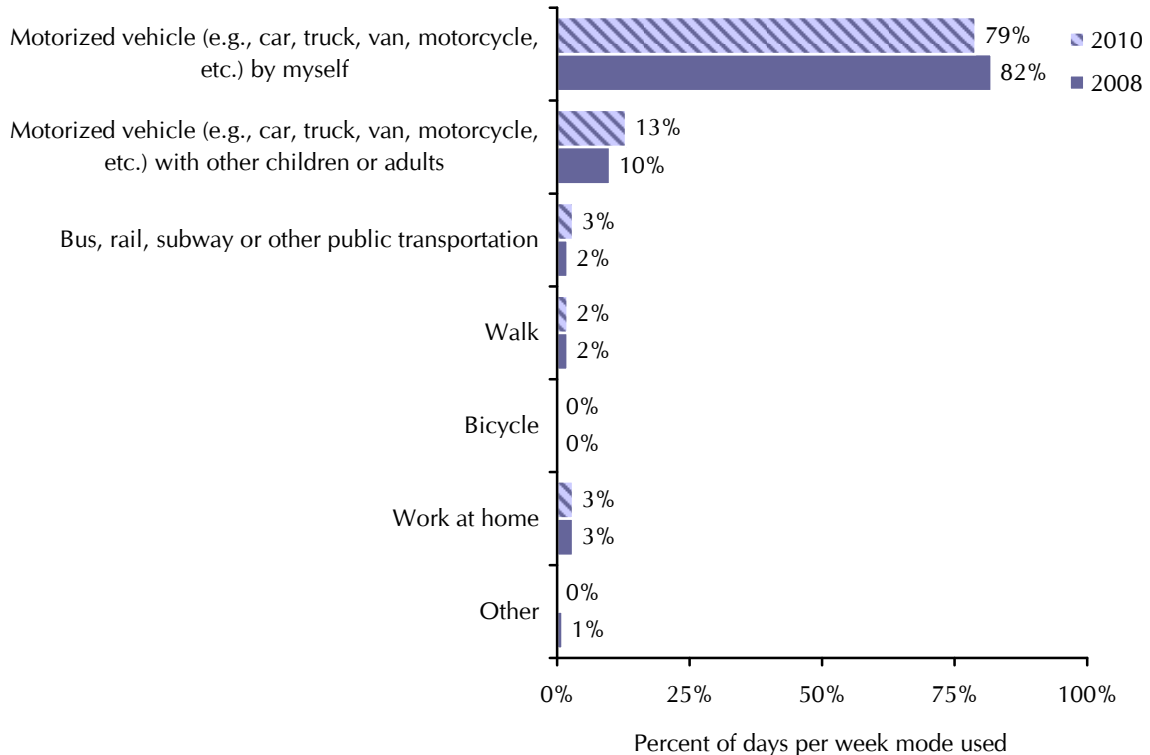|	Comparison to benchmark
Ridden a local bus within Collinsville	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	More

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Collinsville residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as "excellent" or "good" by 39% of respondents, while the variety of housing options was rated as "excellent" or "good" by 54% of respondents. The rating of perceived affordable housing availability was similar in the City of Collinsville than the ratings, on average, in comparison jurisdictions and was lower compared to the previous survey year.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR
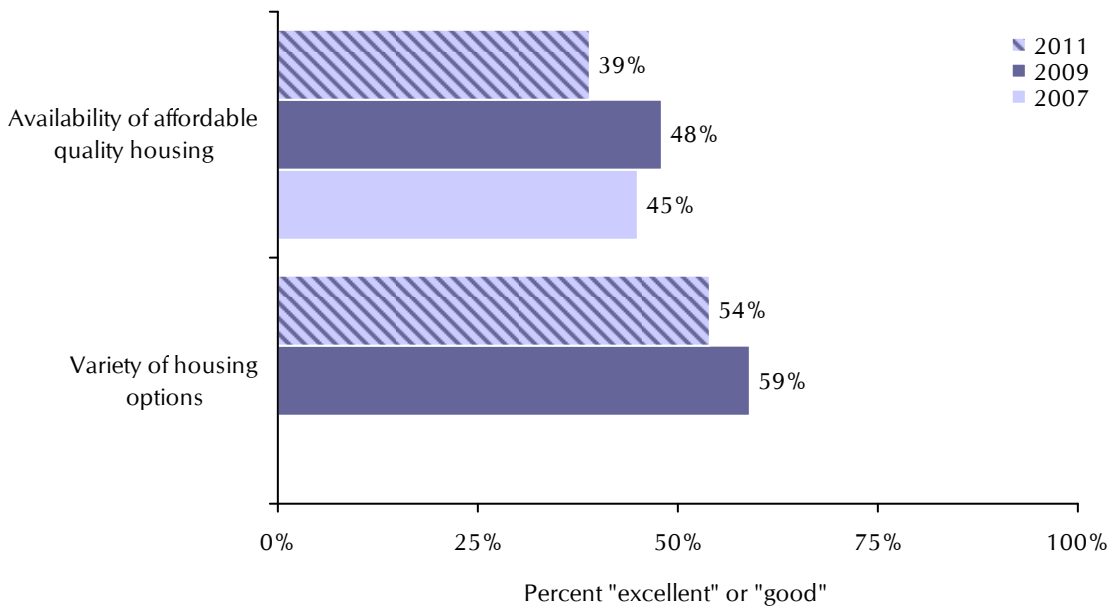
FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Similar
Variety of housing options	Similar

To augment the perceptions of affordable housing in Collinsville, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Collinsville experiencing housing cost stress. About 28% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less

Land Use and Zoning

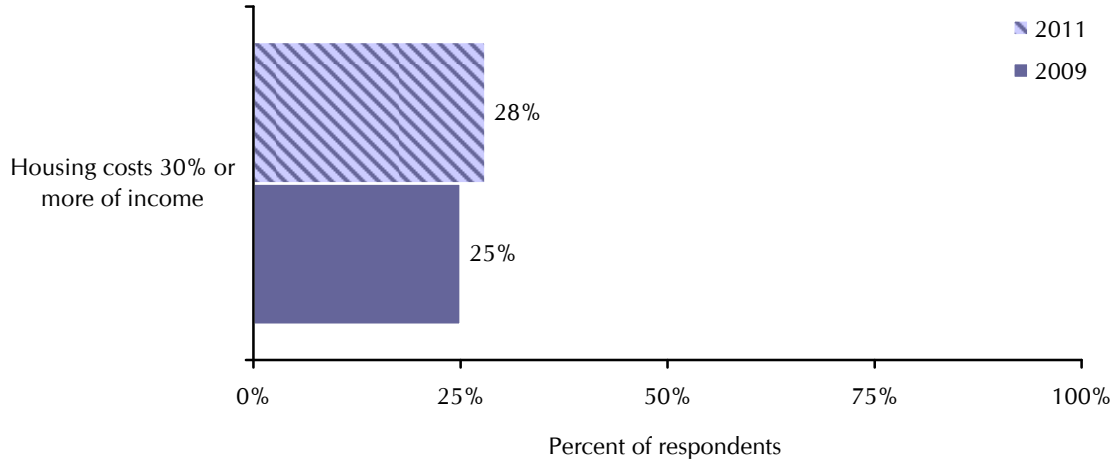Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Collinsville and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Collinsville was rated as "excellent" or "good" by 51% of respondents. The overall appearance of Collinsville was rated as "excellent" or "good" by 52% of respondents and was much lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Collinsville, 14% thought they were a "major" problem. The service of animal control was rated similar to the benchmark. The services of land use, planning and zoning, and code enforcement were rated below the benchmark. The rating for the overall quality of new development had declined since 2009, while most other ratings had remained stable over time.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR
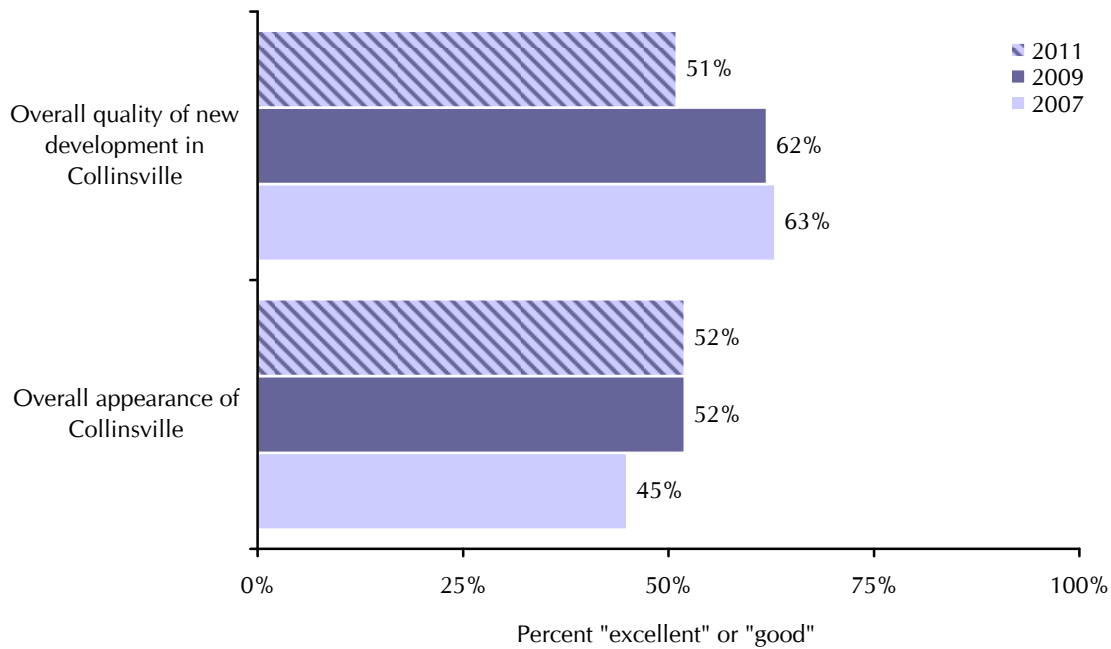
FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Collinsville	Below
Overall appearance of Collinsville	Much below

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

■ 2011
■ 2009
■ 2007

Population growth seen as
too fast

27%

25%

28%

0%   25%   50%   75%   100%

Percent of respondents
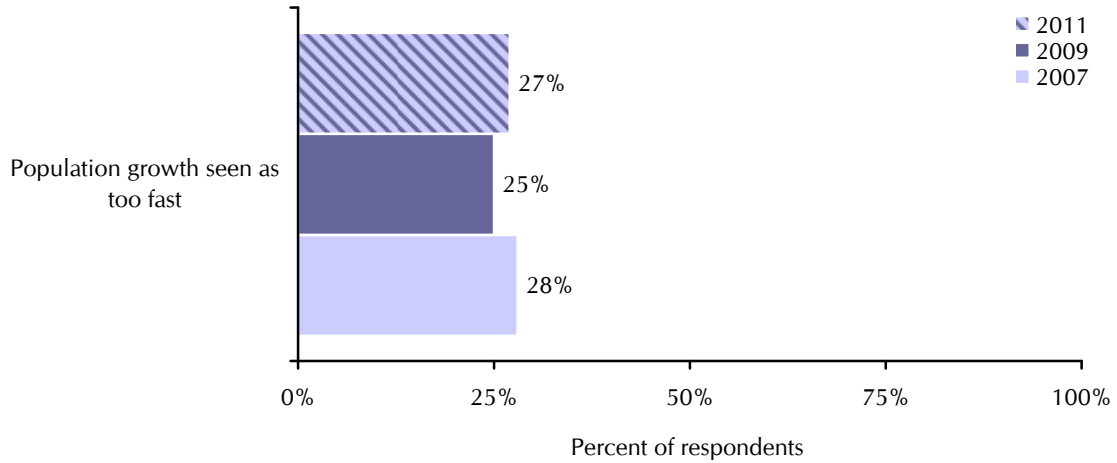
FIGURE 21: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

■ 2011
■ 2009
■ 2007

To what degree, if at all,
are run down buildings,
weed lots or junk vehicles
a problem in Collinsville?

14%

10%

18%

0%   25%   50%   75%   100%

Percent a "major" problem
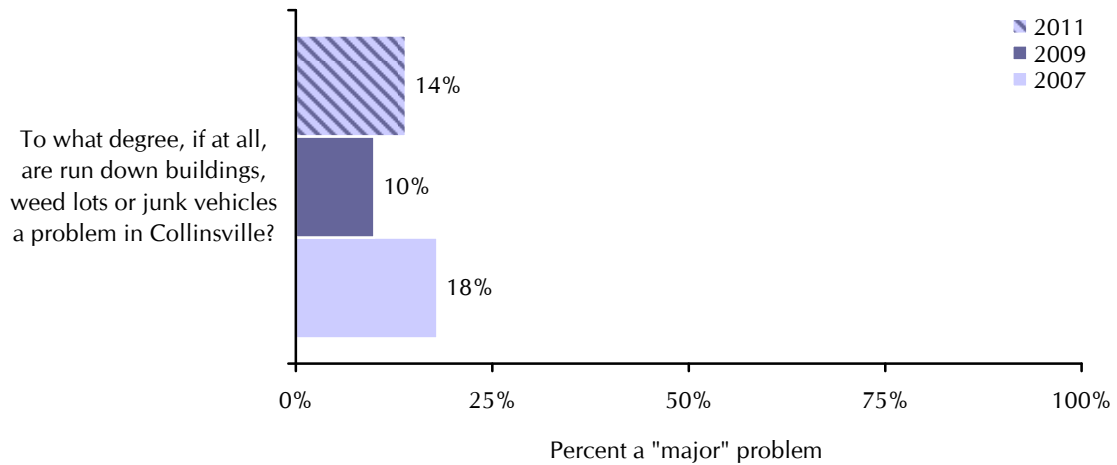
FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Similar

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

Percent "excellent" or "good"
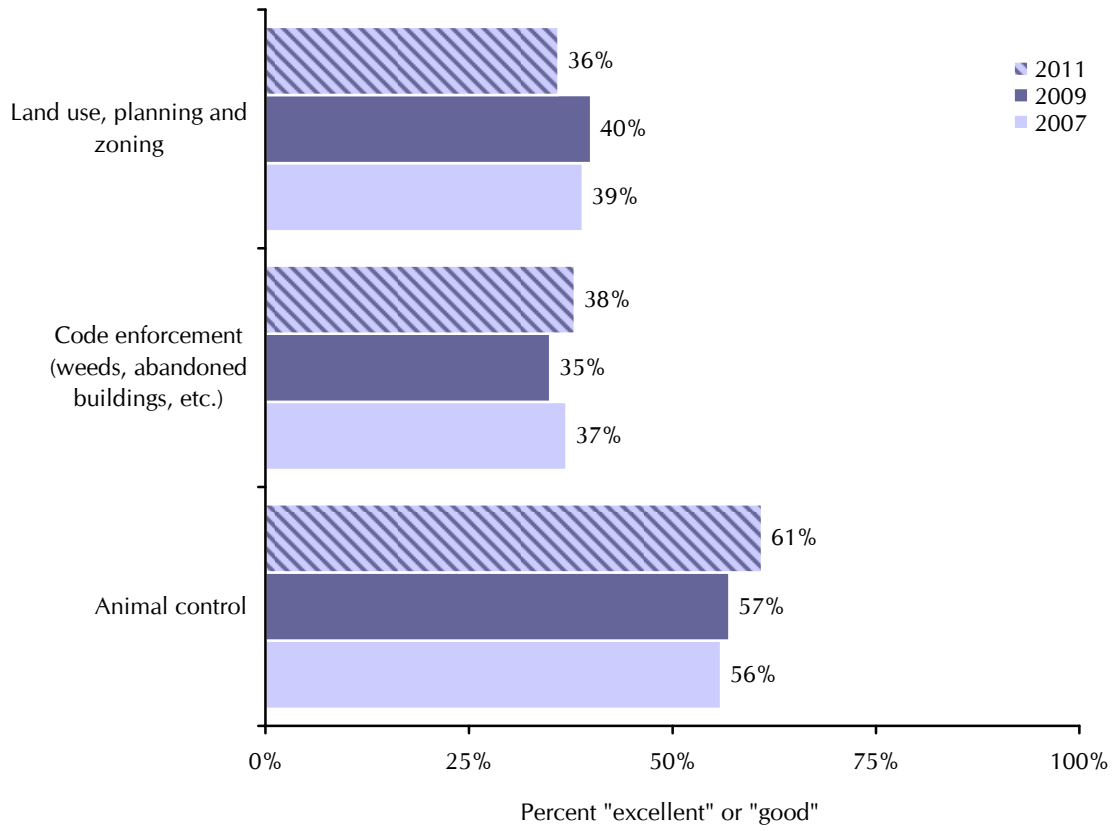
FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Below
Code enforcement (weeds, abandoned buildings, etc.)	Below
Animal control	Similar

The National Citizen Survey™

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments in Collinsville and shopping opportunities. Receiving the lowest rating was employment opportunities, though this rating had increased since 2009. Other ratings were similar compared to past survey years.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR
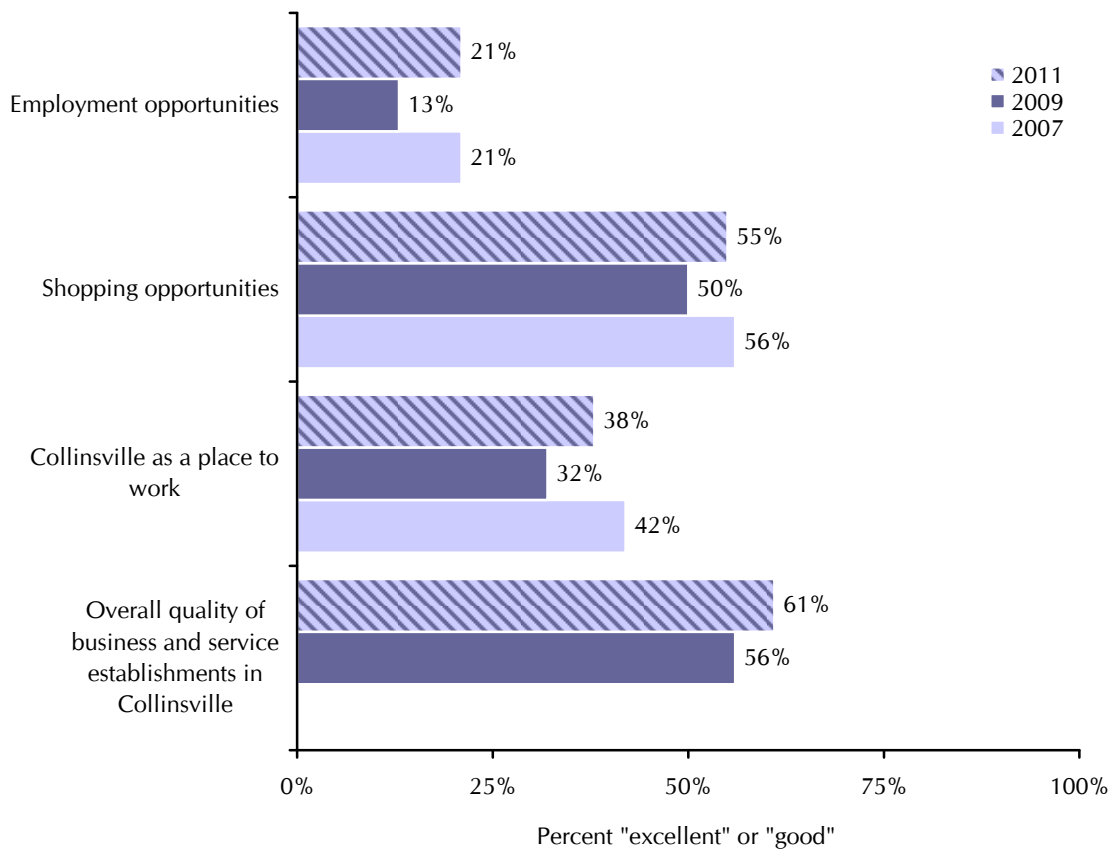
FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much below
Shopping opportunities	Similar
Collinsville as a place to work	Much below
Overall quality of business and service establishments in Collinsville	Similar

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Collinsville, 80% responded that it was "too slow," while 30% reported retail growth as "too slow." When compared to other jurisdictions, a much smaller proportion of residents in Collinsville believed that retail growth was too slow and more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR
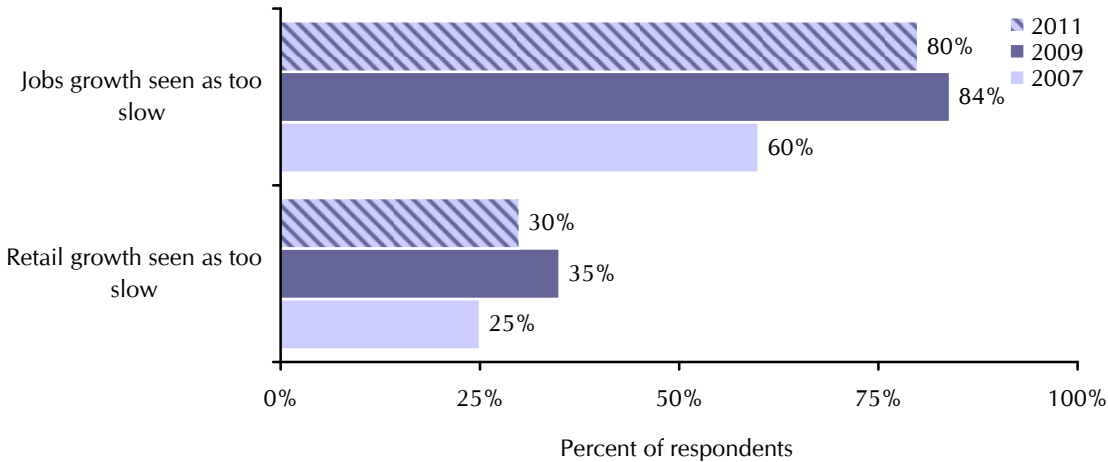
FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	More

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR
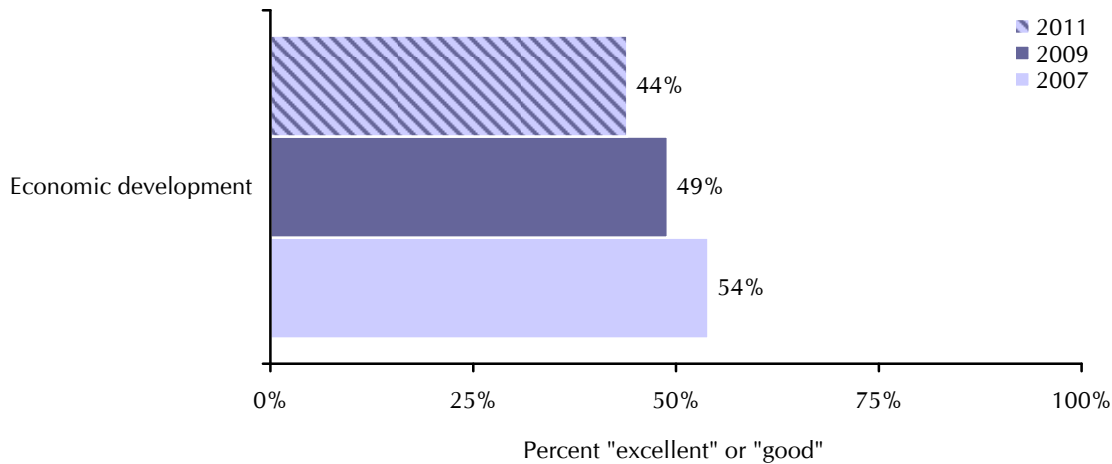
FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Similar

Residents were asked to reflect on their economic prospects in the near term. Thirteen percent of the City of Collinsville residents expected that the coming six months would have a "somewhat" or "very" positive impact on their family. The percent of residents with an optimistic outlook on their household income was less than comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR
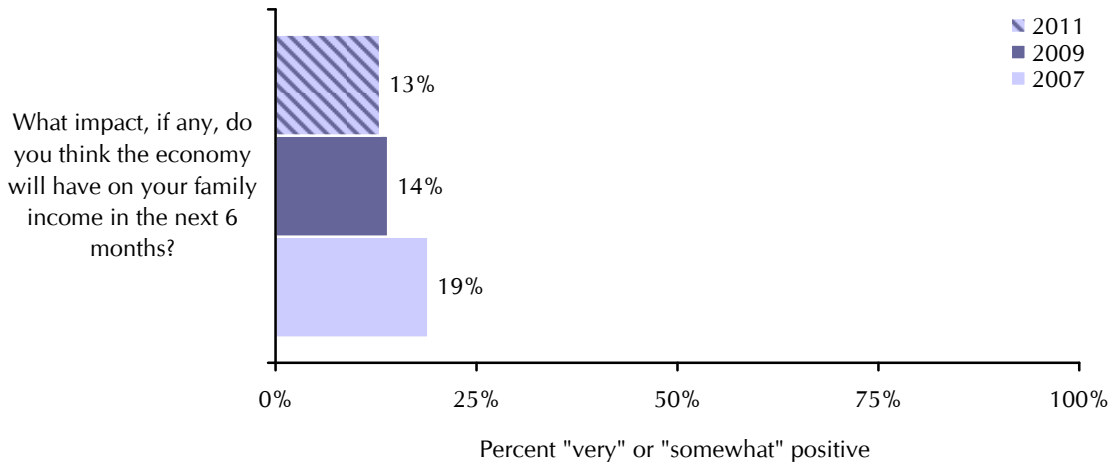
FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Below

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Collinsville. About 62% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 76% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety. These rating were mostly similar when compared to past survey years.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

Legend: 2011, 2009, 2007

Safety in your neighborhood during the day: 92% (2011), 92% (2009), 91% (2007)

Safety in your neighborhood after dark: 67% (2011), 72% (2009), 69% (2007)

Safety in Collinsville's downtown area during the day: 93% (2011), 89% (2009), 89% (2007)

Safety in Collinsville's downtown area after dark: 56% (2011), 58% (2009), 57% (2007)

Safety from violent crime (e.g., rape, assault, robbery): 62% (2011), 71% (2009), 61% (2007)

Safety from property crimes (e.g, burglary, theft): 48% (2011), 52% (2009), 47% (2007)

Safety from environmental hazards: 76% (2011), 74% (2009)

Percent "very" or "somewhat" safe

FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Similar
In your neighborhood after dark	Below
In Collinsville's downtown area during the day	Similar
In Collinsville's downtown area after dark	Below
Violent crime (e.g., rape, assault, robbery)	Much below
Property crimes (e.g., burglary, theft)	Much below
Environmental hazards, including toxic waste	Similar

As assessed by the survey, 12% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 94% had reported it to police. Compared to other jurisdictions about the same percent of Collinsville residents had been victims of crime in the 12 months preceding the survey and many more Collinsville residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR
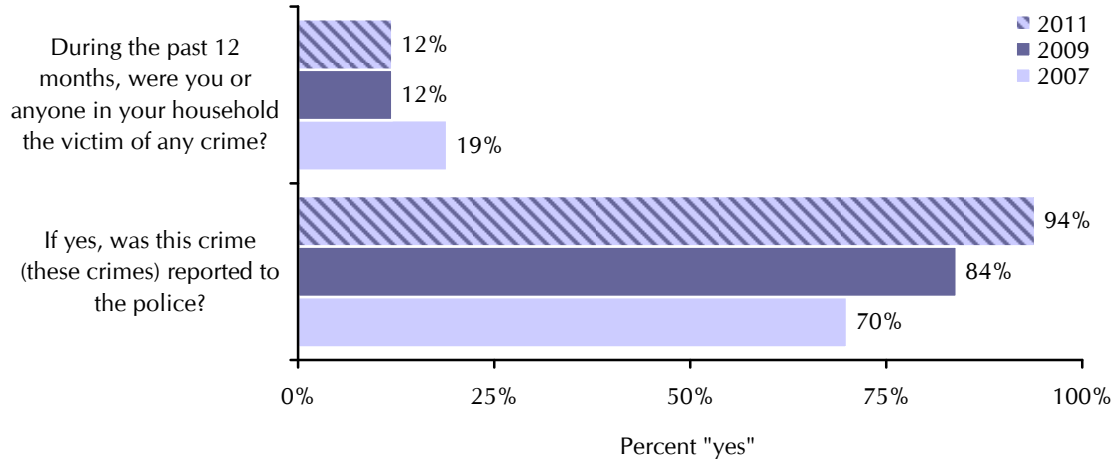
FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	Much more

Residents rated eight City public safety services; of these, six were rated similar to the benchmark comparison and two were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while emergency preparedness and municipal courts received the lowest ratings. All were rated similar when compared to previous survey years.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR
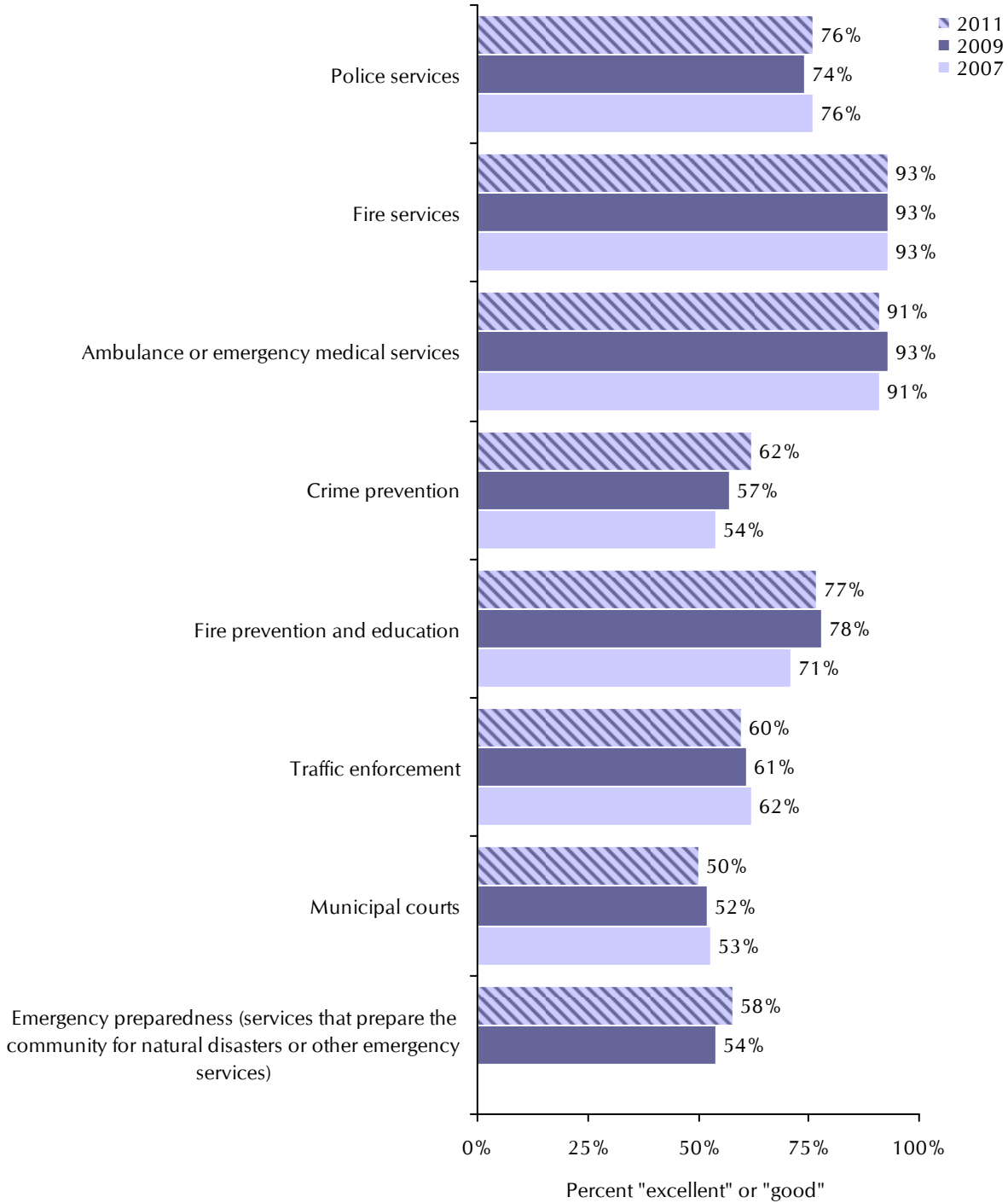
FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Similar
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Below
Fire prevention and education	Similar
Traffic enforcement	Similar
Courts	Below
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going "Green". These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Collinsville were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as "excellent" or "good" by 49% of survey respondents. Air quality received the highest rating, and was below the benchmark. These ratings were similar when compared to past survey years.

FIGURE 40: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR
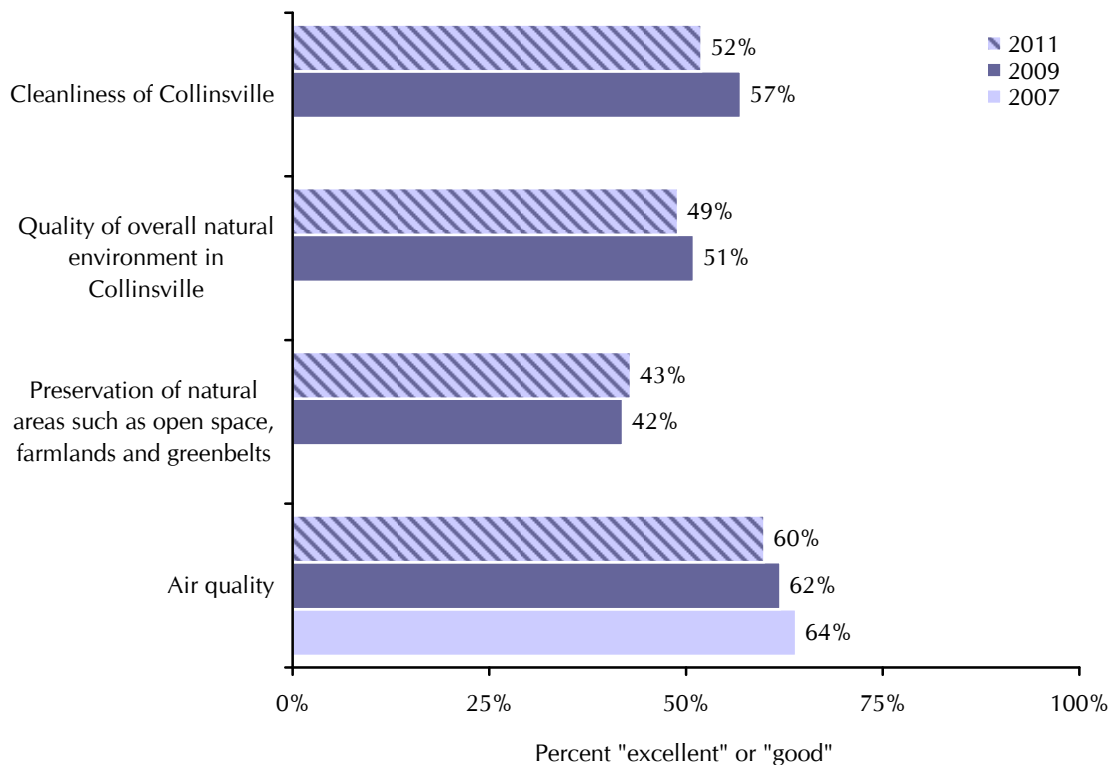
FIGURE 41: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Collinsville	Much below
Quality of overall natural environment in Collinsville	Much below
Preservation of natural areas such as open space, farmlands and greenbelts	Much below
Air quality	Below

Resident recycling was much less than recycling reported in comparison communities, and had remained stable over time.

FIGURE 42: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR
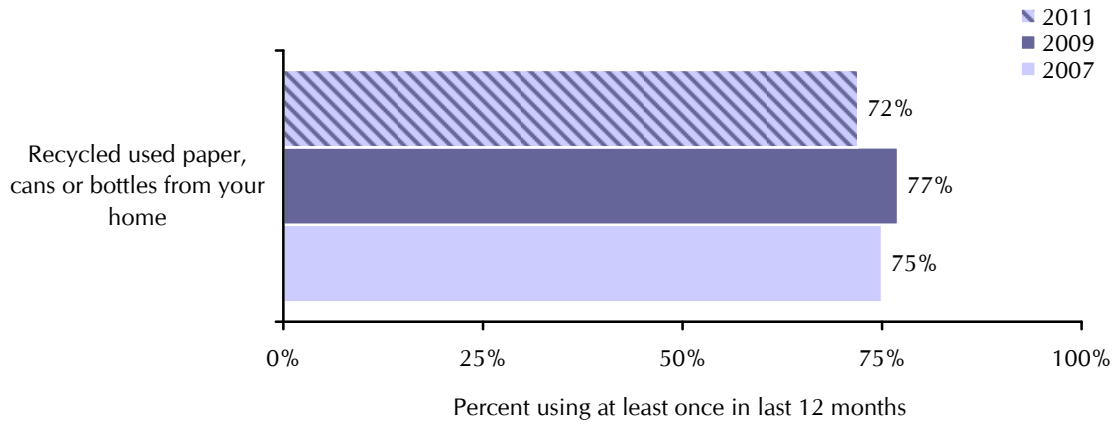
FIGURE 43: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much less

Of the six utility services rated by those completing the questionnaire, three were similar and three were below the benchmark comparison.

FIGURE 44: RATINGS OF UTILITY SERVICES BY YEAR

Percent "excellent" or "good"
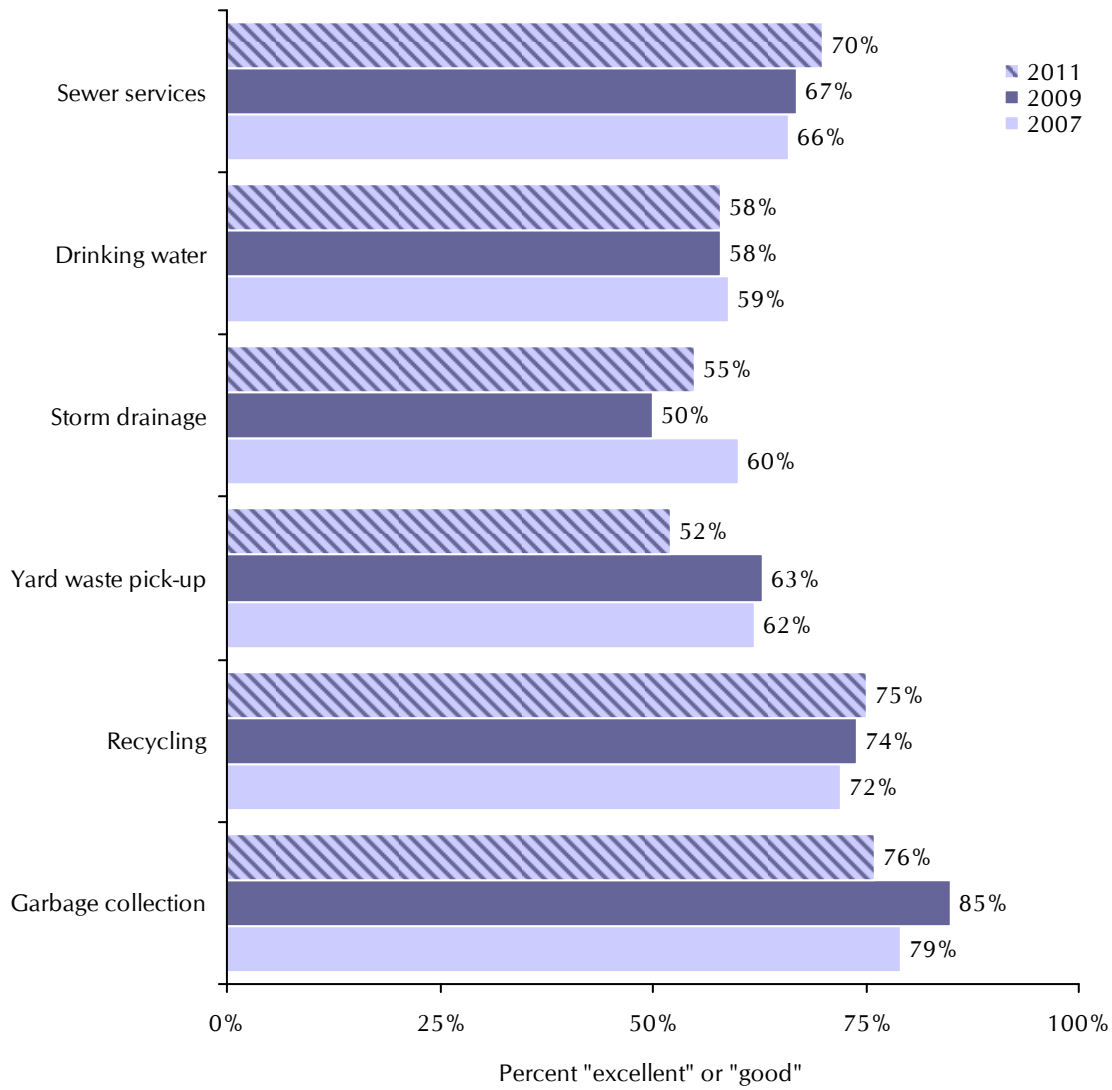
FIGURE 45: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Similar
Drinking water	Below
Storm drainage	Similar
Yard waste pick-up	Much below
Recycling	Similar
Garbage collection	Below

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Collinsville were rated somewhat favorably as were services related to parks and recreation. City parks, recreation programs or classes and recreation centers or facilities were rated lower than the benchmark. The rating for recreational opportunities had increased compared to the previous survey year, which other parks and recreation ratings have stayed constant over time.

Resident use of Collinsville parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Collinsville recreation centers was about the same as the percent of users in comparison jurisdictions. However, recreation program use in Collinsville was lower than use in comparison jurisdictions. These ratings reflected a similar participation rate as reported in the previous survey year.

FIGURE 46: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR
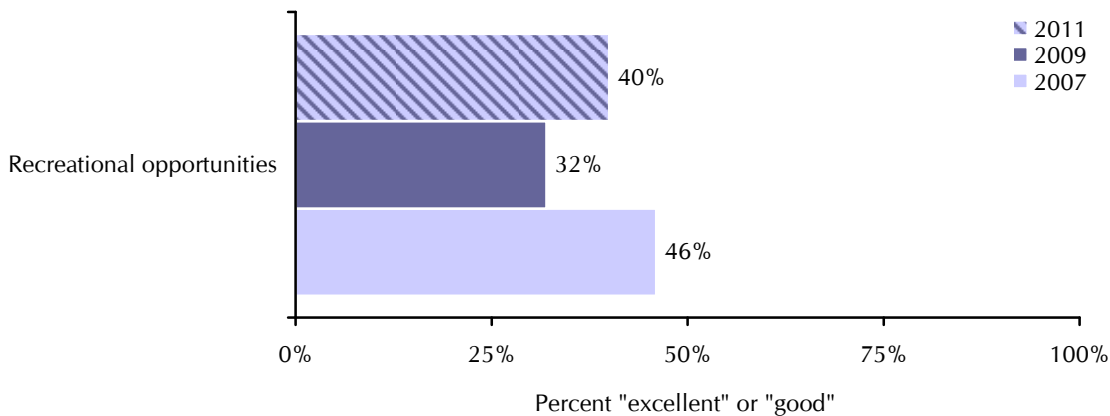
FIGURE 47: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much below

FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

Percent using at least once in last 12 months
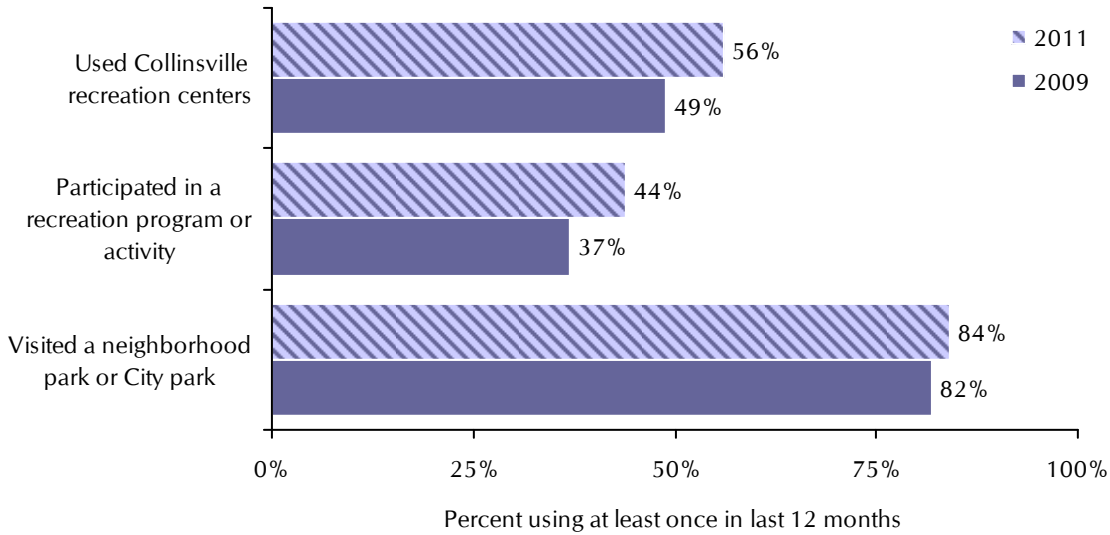
FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Collinsville recreation centers	Similar
Participated in a recreation program or activity	Less
Visited a neighborhood park or City park	Similar

FIGURE 50: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

Percent "excellent" or "good"
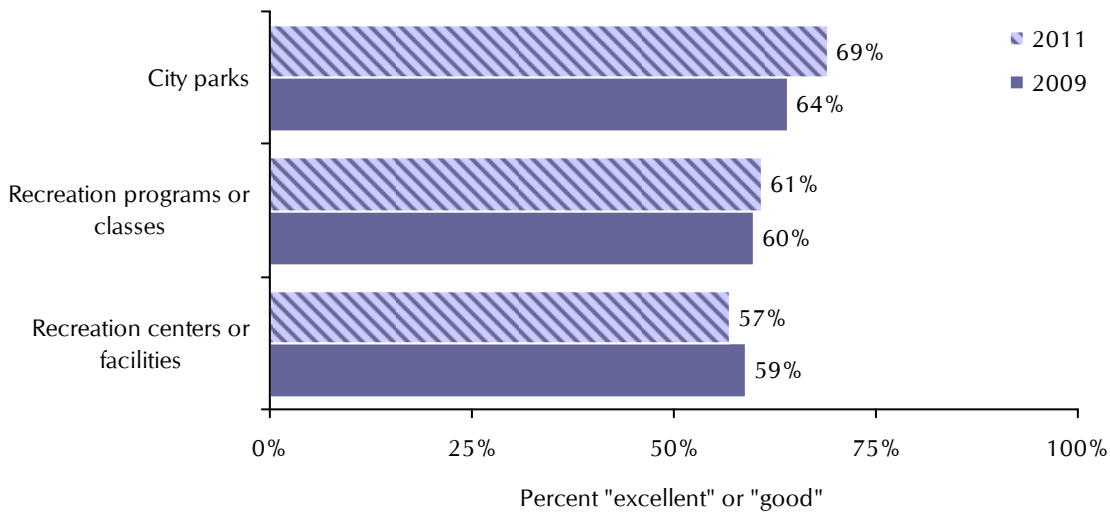
FIGURE 51: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much below
Recreation programs or classes	Below
Recreation centers or facilities	Below

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as "excellent" or "good" by 40% of respondents. Educational opportunities were rated as "excellent" or "good" by 34% of respondents.

About 71% of Collinsville residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions and had remained stable over time.

FIGURE 52: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

Percent "excellent" or "good"
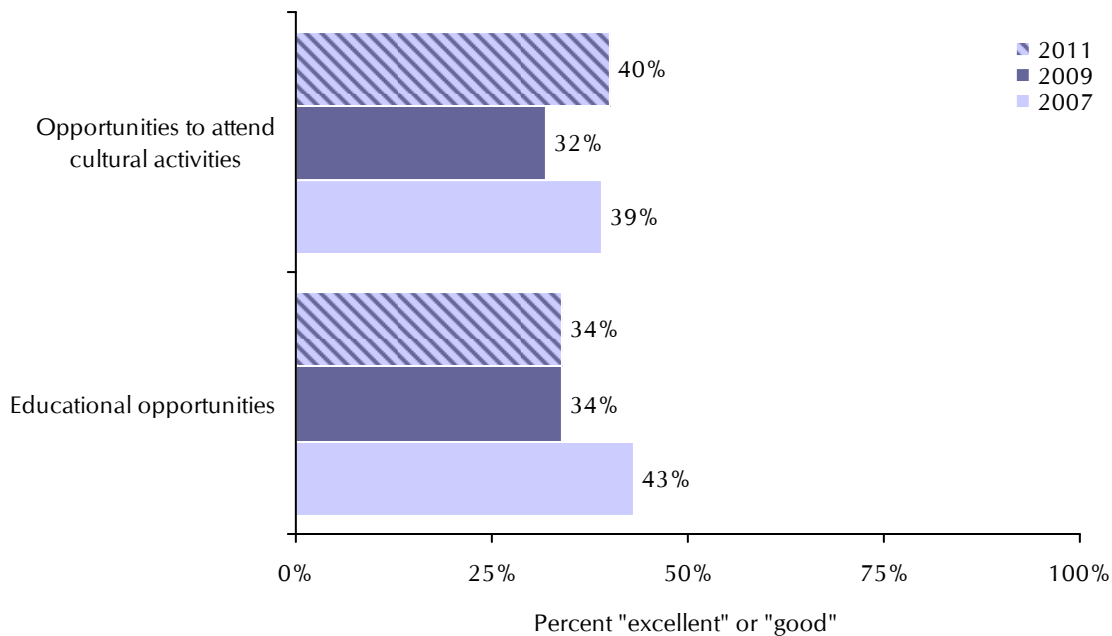
FIGURE 53: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Much below

FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

Percent using at least once in the last 12 months
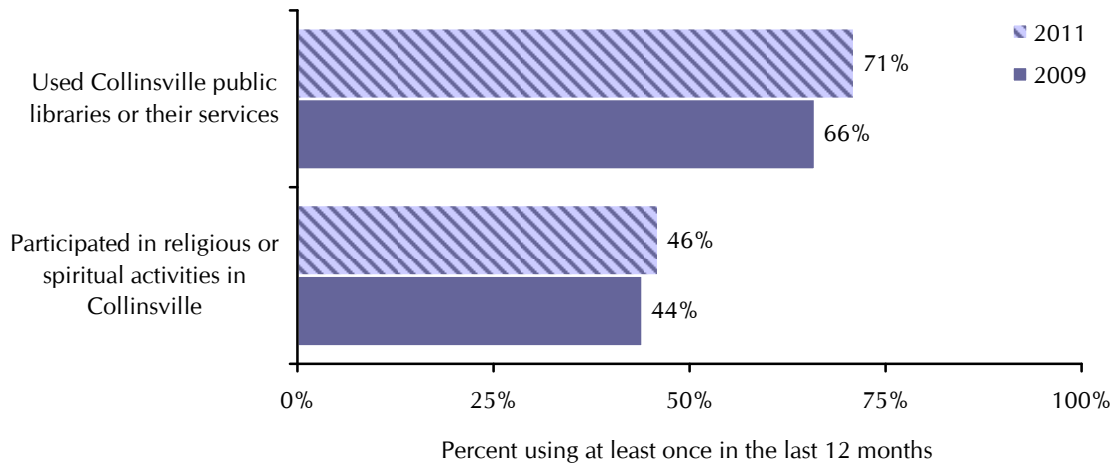
FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Collinsville public libraries or their services	Similar
Participated in religious or spiritual activities in Collinsville	Less

FIGURE 56: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

Percent "excellent" or "good"
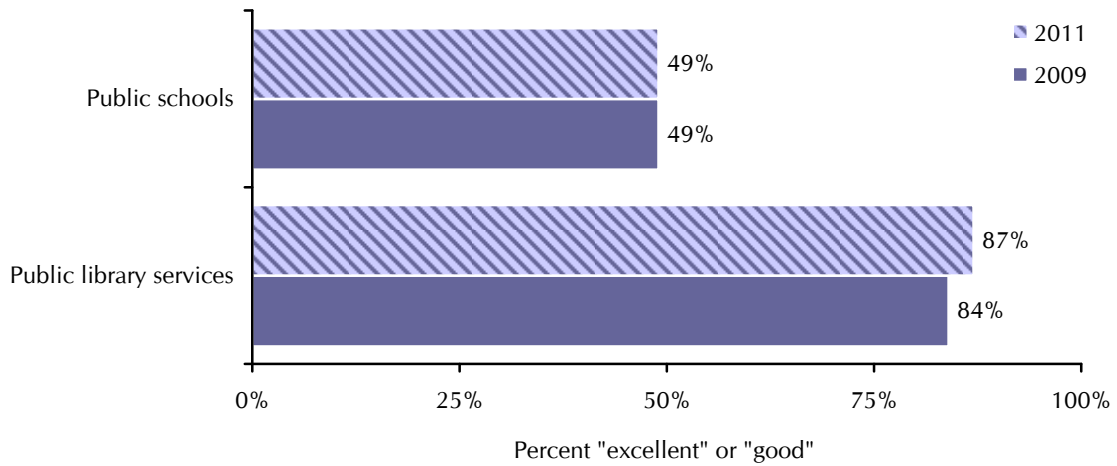
FIGURE 57: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much below
Public library services	Similar

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Collinsville were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the City of Collinsville.

Among Collinsville residents, 34% rated affordable quality health care as "excellent" or "good." This rating was much below the ratings of comparison communities, and was similar to previous survey years.

FIGURE 58: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR
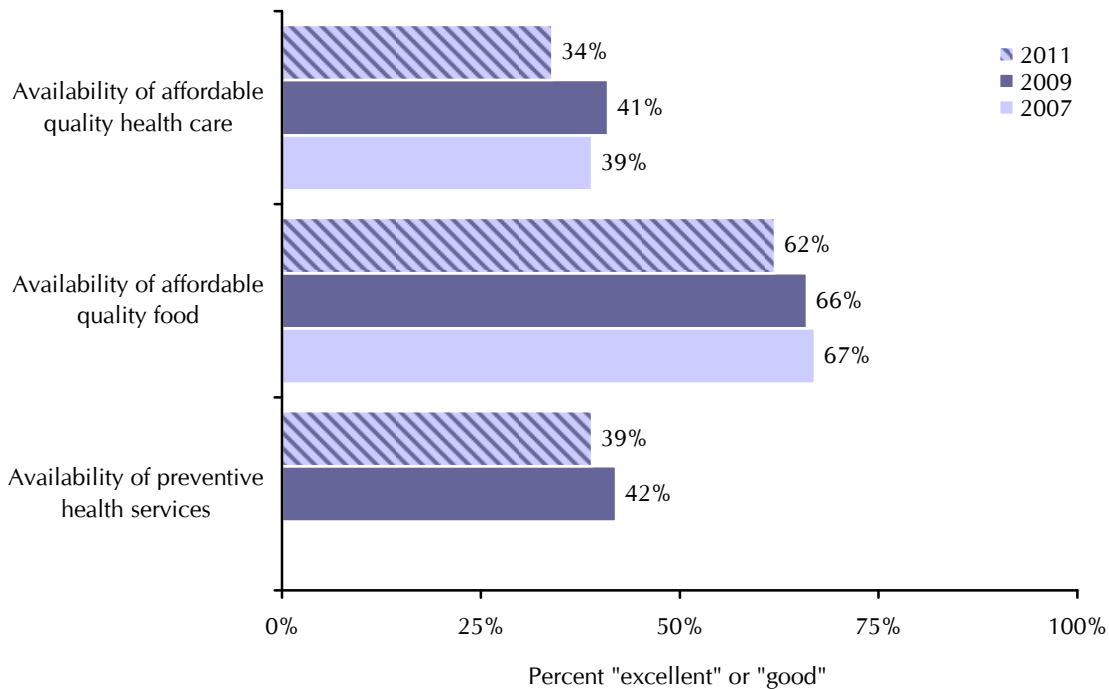
FIGURE 59: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much below
Availability of affordable quality food	Similar
Availability of preventive health services	Much below

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Collinsville as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A majority of residents rated the City of Collinsville as an "excellent" or "good" place to raise kids and about 42% rated it as an excellent or good place to retire. Most residents felt that the local sense of community was "excellent" or "good." About half of survey respondents felt the City of Collinsville was open and accepting towards people of diverse backgrounds. These ratings were similar to previous survey years.

FIGURE 60: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR
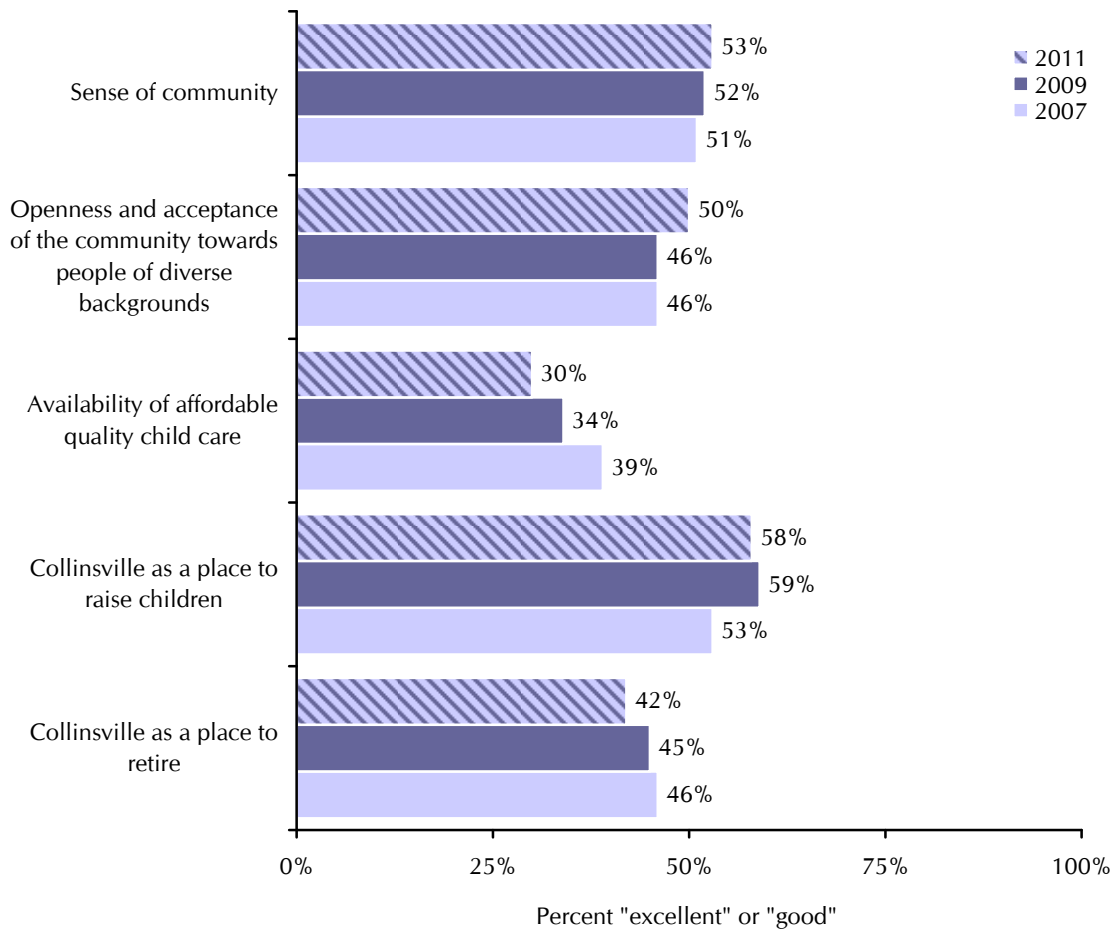
FIGURE 61: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much below
Openness and acceptance of the community toward people of diverse backgrounds	Much below
Availability of affordable quality child care	Below
Collinsville as a place to raise kids	Much below
Collinsville as a place to retire	Much below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 39% to 69% with ratings of "excellent" or "good." Services to seniors and to low-income people were the same as the benchmark while services to youth were much below.

FIGURE 62: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

Percent "excellent" or "good"
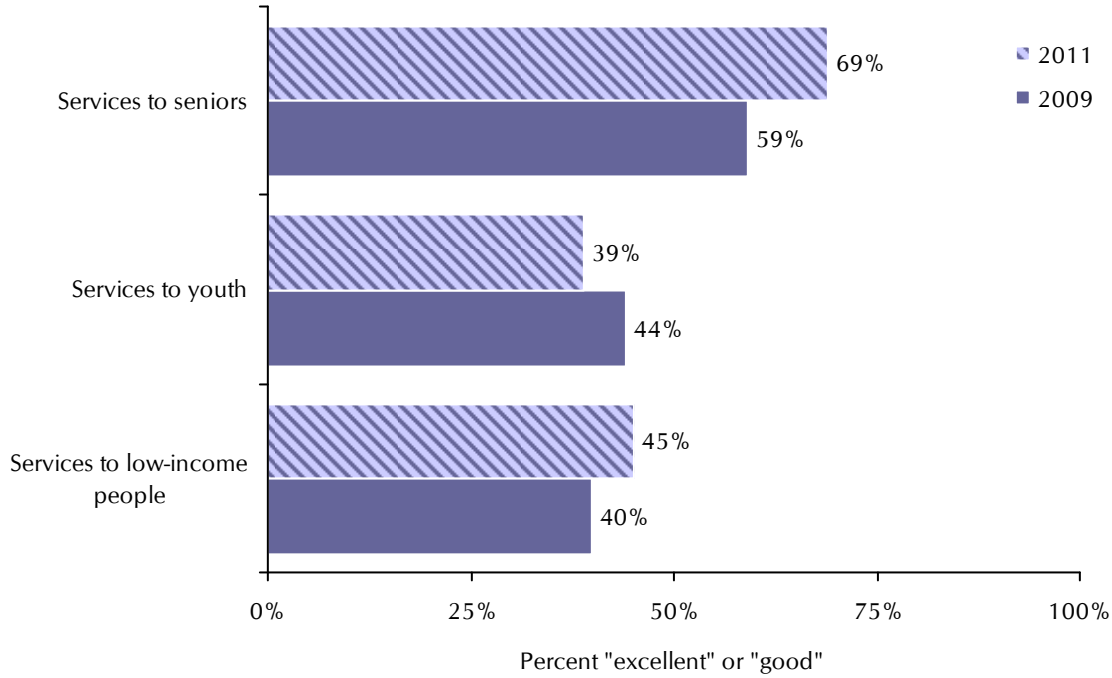
FIGURE 63: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Much below
Services to low income people	Similar

Civic Engagement

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Collinsville. Survey participants rated the volunteer opportunities in the City of Collinsville somewhat favorably. Opportunities to attend or participate in community matters were rated less favorably.

Ratings of civic engagement opportunities were much below ratings from comparison jurisdictions where these questions were asked.

FIGURE 64: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR
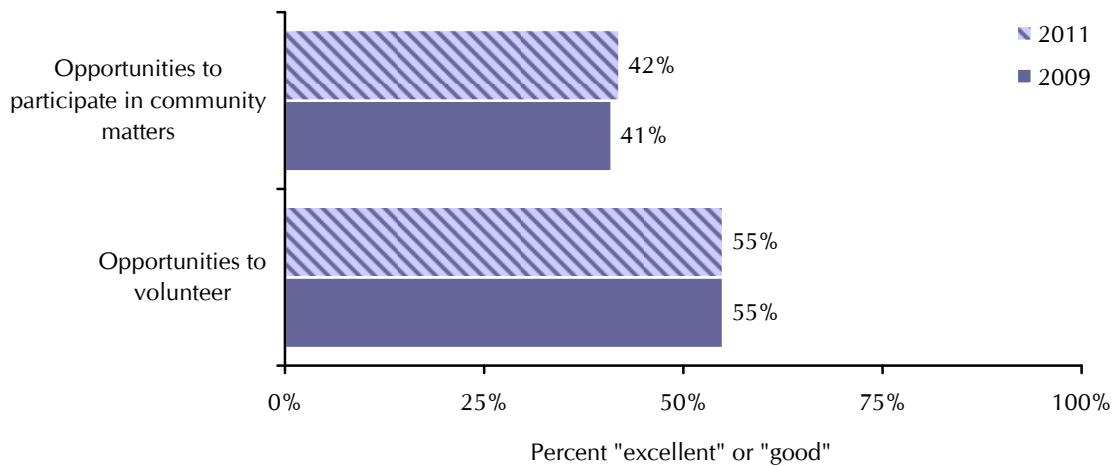
FIGURE 65: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much below
Opportunities to volunteer	Much below

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Those who had provided help to a friend or neighbor showed similar rates of involvement; while the four other activities showed lower rates of community engagement.

FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR[1]
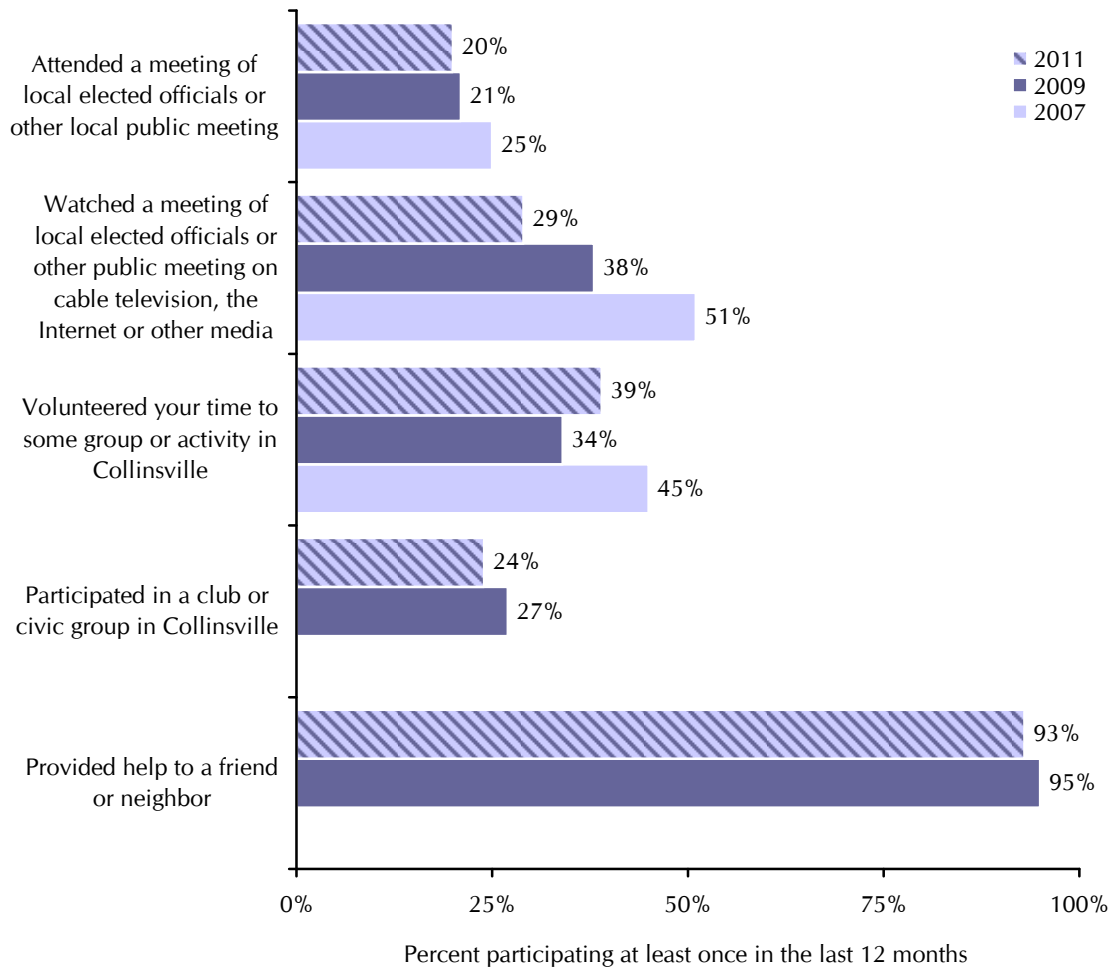
FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in Collinsville	Less
Participated in a club or civic group in Collinsville	Much less
Provided help to a friend or neighbor	Similar

[1] Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

City of Collinsville residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-one percent reported they were registered to vote and 73% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.

FIGURE 68: REPORTED VOTING BEHAVIOR BY YEAR

Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted
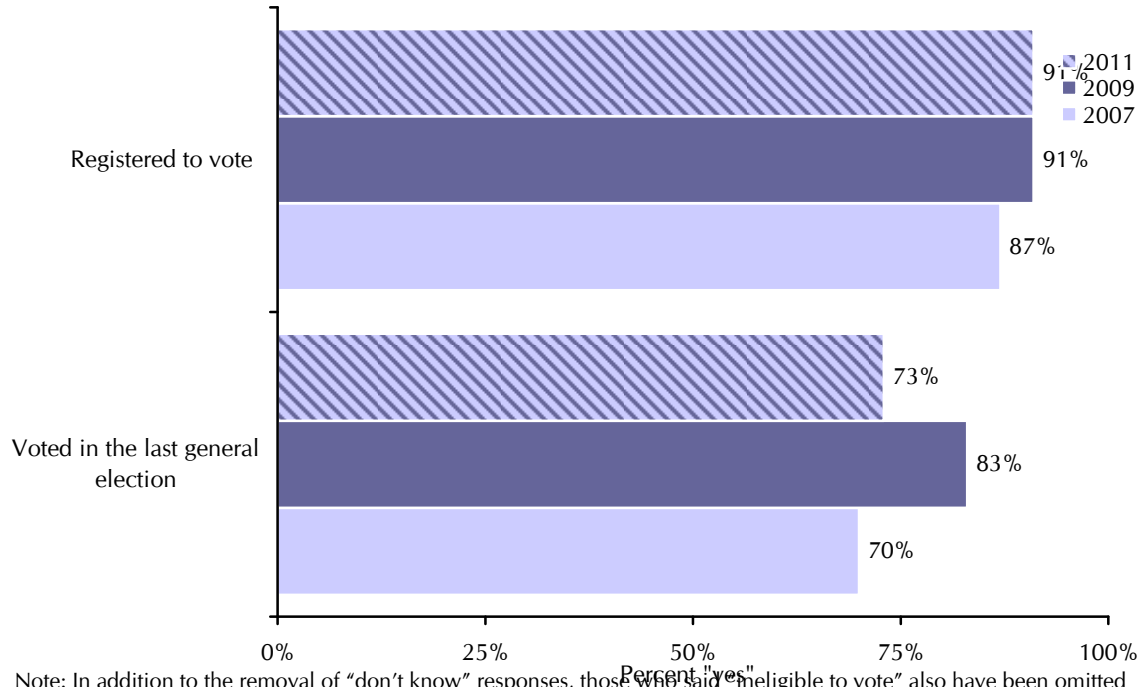
FIGURE 69: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	More
Voted in last general election	Similar

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Collinsville Web site in the previous 12 months, 55% reported they had done so at least once. Public information services were rated similarly compared to benchmark data. Most ratings were similar when compared to the previous survey year; however, the rating for cable television had increased since 2009.

FIGURE 70: USE OF INFORMATION SOURCES BY YEAR

Percent using at least once in last 12 months
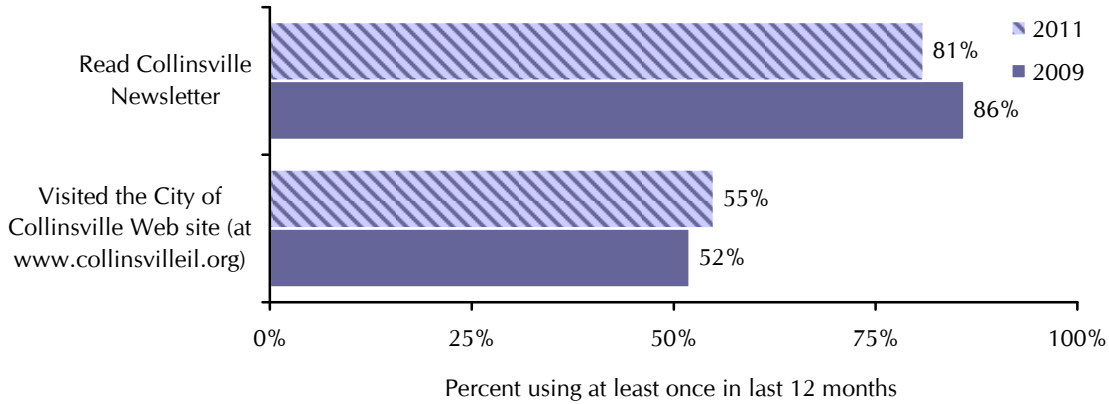
FIGURE 71: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Collinsville Newsletter	Similar
Visited the City of Collinsville Web site	Less

FIGURE 72: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

Percent "excellent" or "good"
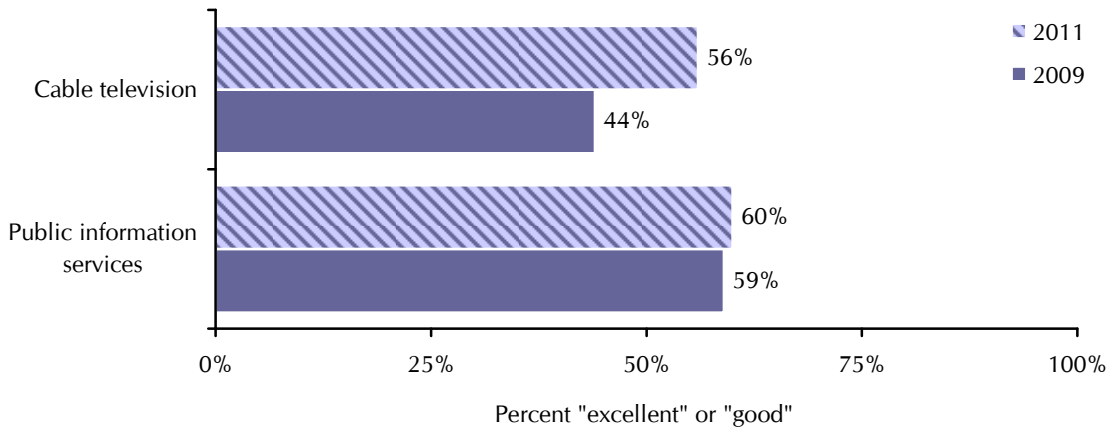
FIGURE 73: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by close to half of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good."

FIGURE 74: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

FIGURE 74: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR
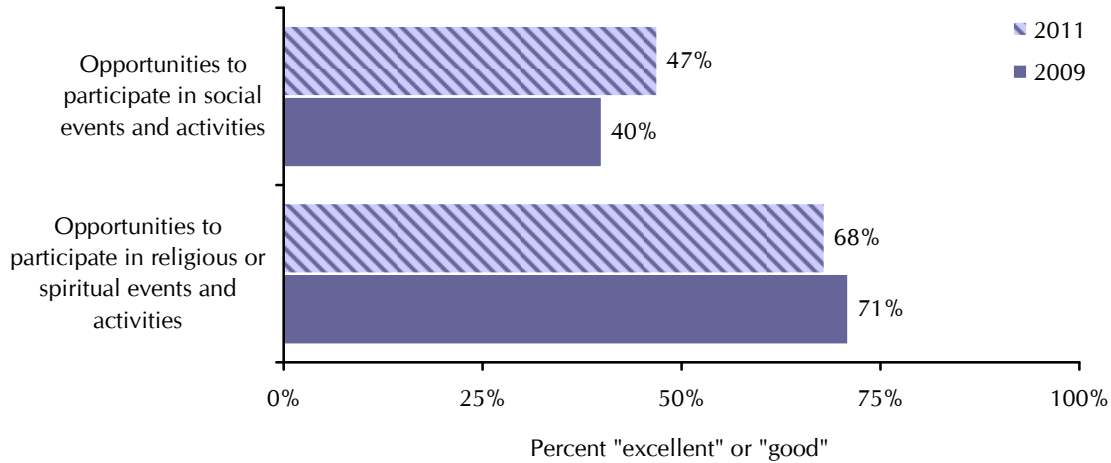
FIGURE 75: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much below
Opportunities to participate in religious or spiritual events and activities	Below

Residents in Collinsville reported a strong amount of neighborliness. More than half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was more than the amount of contact reported in other communities and had increased over time.

FIGURE 76: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR
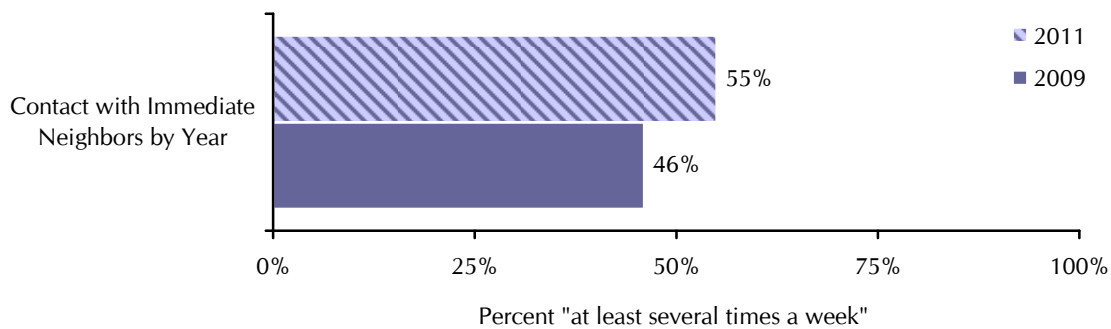
FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	More

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Collinsville is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Collinsville could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Collinsville may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Collinsville does at welcoming citizen involvement, 38% rated it as "excellent" or "good." Of these four ratings, all were below the benchmark.

FIGURE 78: PUBLIC TRUST RATINGS BY YEAR
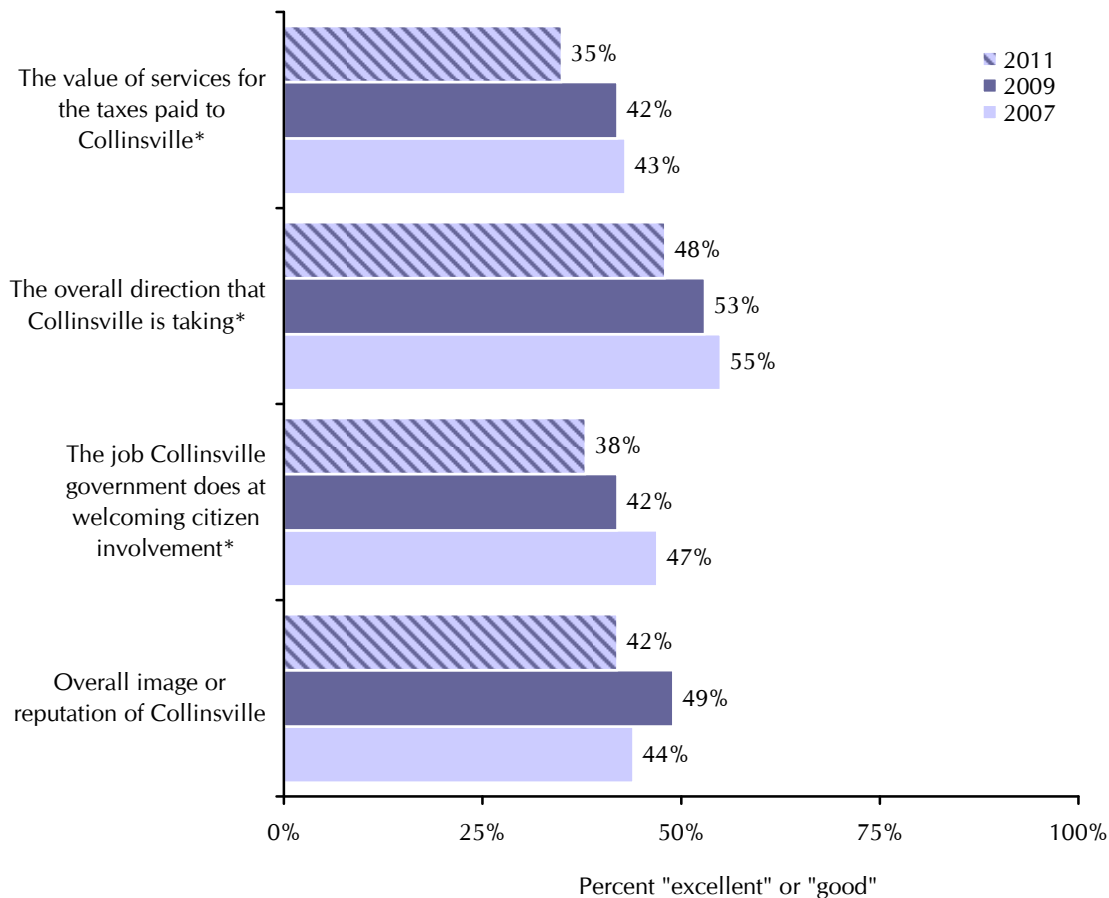
* For jurisdictions that have conducted The NCS prior to 2008, the change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 79: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Collinsville	Much below
The overall direction that Collinsville is taking	Below
Job Collinsville government does at welcoming citizen involvement	Much below
Overall image or reputation of Collinsville	Much below

On average, residents of the City of Collinsville gave the highest evaluations to their own local government and the lowest average rating to the State Government. The overall quality of services delivered by the City of Collinsville was rated as "excellent" or "good" by 60% of survey participants. The City of Collinsville's rating was below the benchmark when compared to other communities. Ratings of overall City services have remained stable over the last four years.

FIGURE 80: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR
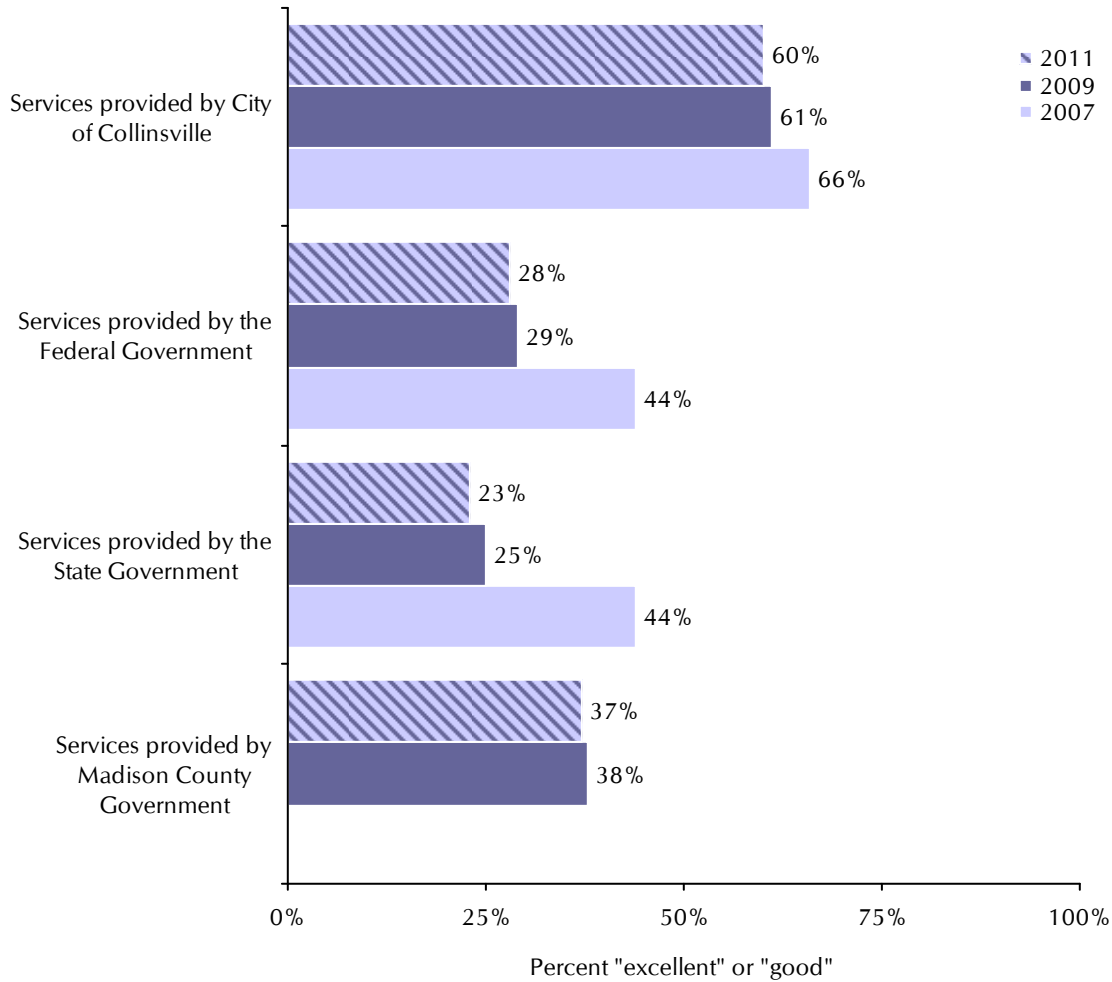
FIGURE 81: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Collinsville	Below
Services provided by the Federal Government	Much below
Services provided by the State Government	Much below
Services provided by Madison County Government	Much below

City of Collinsville Employees

The employees of the City of Collinsville who interact with the public create the first impression that most residents have of the City of Collinsville. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Collinsville. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Collinsville staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 53% who reported that they had been in contact (a percent that is similar to the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 70% of respondents rated their overall impression as "excellent" or "good." Employees' ratings for overall impression were similar than the benchmark and had remained steady over time.

FIGURE 82: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR
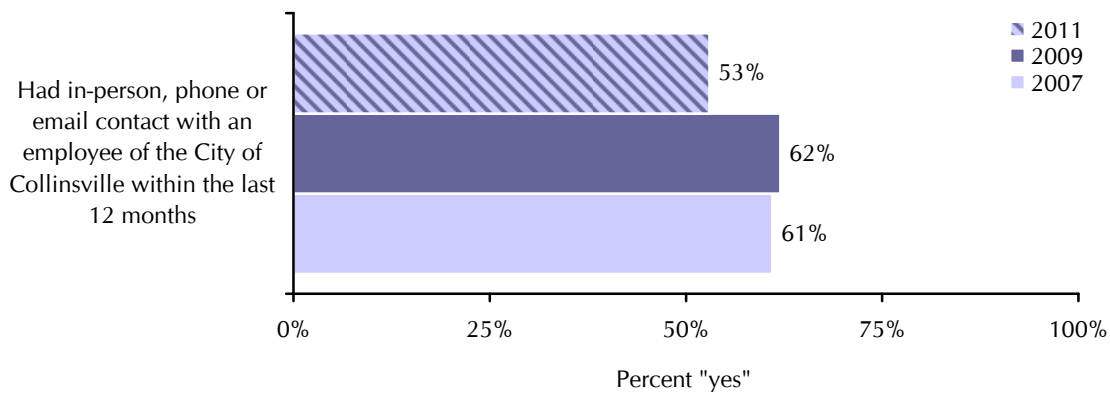
FIGURE 83: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Similar

FIGURE 84: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR
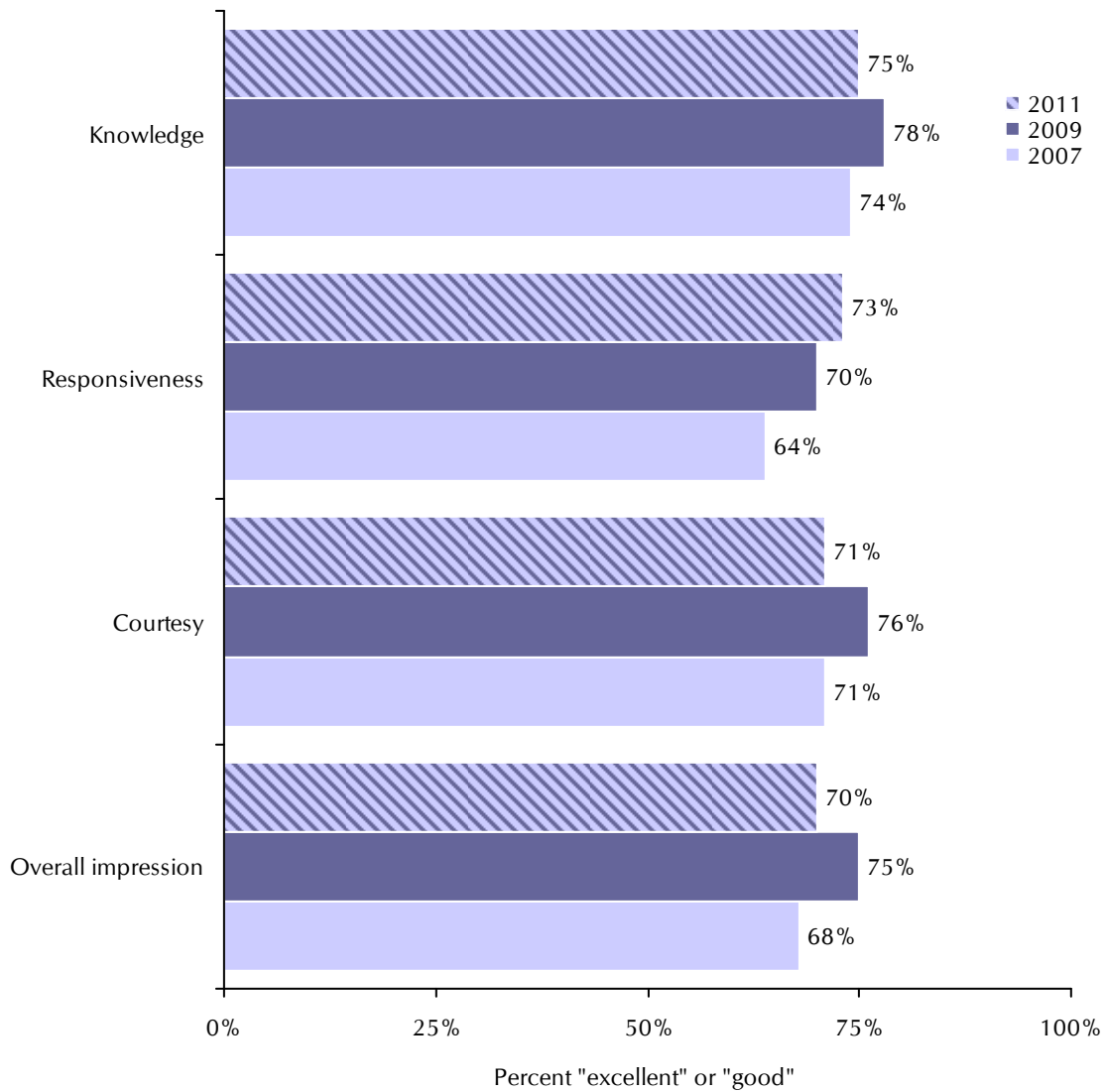
FIGURE 85: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Similar
Responsiveness	Below
Courteousness	Below
Overall impression	Similar

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Collinsville by examining the relationships between ratings of each service and ratings of the City of Collinsville's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Collinsville can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Collinsville Key Driver Analysis were:

- Police services
- Public schools
- Street cleaning
- Economic development
- City parks

CITY OF COLLINSVILLE ACTION CHART

The 2011 City of Collinsville Action Chart™ on the following page combines three dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (⚷) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-four services were included in the KDA for the City of Collinsville. Of these, six were below the benchmark and eighteen were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In Collinsville, public schools and city parks were below the benchmark and police services, street cleaning, and economic development were similar to the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering "don't know" were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including "Don't Know" Responses for the percent "don't know" for each service.

FIGURE 86: CITY OF COLLINSVILLE ACTION CHART™

Overall Quality of City of Collinsville Services

Community Design

Code enforcement	Animal control
Economic development	Street repair
Sidewalk maintenance	Snow removal
Street cleaning	Street lighting
Traffic signal timing	

Public Safety

| EMS | Police services |
| Fire services | Traffic enforcement |

Recreation and Wellness

| City parks | Public schools |
| Library | Recreation facilities |

Environmental Sustainability

Drinking water	Recycling
Garbage collection	Sewer services
Storm drainage	

Civic Engagement

| Cable television | Public information |

Legend

| Above Benchmark | Similar to Benchmark | Below Benchmark |

Key Driver Rating increase Rating decrease

Using Your Action Chart™

The key drivers derived for the City of Collinsville provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Collinsville, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Collinsville, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Collinsville residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Collinsville key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 87: KEY DRIVERS COMPARED

Service	City of Collinsville Key Drivers	National Key Drivers	Core Services
• **Police services**	✔	✔	✔
Fire services			✔
Ambulance and emergency medical services			✔
° Traffic enforcement			
Street repair			✔
Street cleaning	✔		
° Street lighting			
° Snow removal			
° Sidewalk maintenance			
° Traffic signal timing			
Garbage collection			✔
° Recycling			
Storm drainage			✔
Drinking water			✔
Sewer services			✔
° City parks	✔		
° Recreation centers or facilities			
Code enforcement			✔
° Animal control			
• **Economic development**	✔	✔	
° Public library			
Public information services		✔	
• **Public schools**	✔	✔	
Cable television			

• Key driver overlaps with national and or core services
° Service may be targeted for reductions it is not a key driver or core service

C U S T O M   Q U E S T I O N S

Custom Question 1	
How would you rate the City's efforts to inform residents on important issues?	Percent of respondents
Excellent	7%
Good	41%
Fair	35%
Poor	18%
Total	100%

Custom Question 2	
How would you rate the redevelopment of Uptown (i.e., new lighting, more visible signage, and facade improvements?	Percent of respondents
Excellent	27%
Good	56%
Fair	12%
Poor	5%
Total	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Collinsville:	Excellent	Good	Fair	Poor	Total
Collinsville as a place to live	12%	61%	25%	2%	100%
Your neighborhood as a place to live	17%	51%	25%	7%	100%
Collinsville as a place to raise children	10%	48%	30%	12%	100%
Collinsville as a place to work	5%	34%	35%	26%	100%
Collinsville as a place to retire	9%	33%	35%	23%	100%
The overall quality of life in Collinsville	11%	51%	32%	5%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Collinsville as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	7%	45%	36%	11%	100%
Openness and acceptance of the community towards people of diverse backgrounds	9%	41%	39%	11%	100%
Overall appearance of Collinsville	8%	44%	37%	10%	100%
Cleanliness of Collinsville	8%	44%	38%	9%	100%
Overall quality of new development in Collinsville	12%	40%	36%	12%	100%
Variety of housing options	7%	47%	38%	9%	100%
Overall quality of business and service establishments in Collinsville	9%	51%	33%	6%	100%
Shopping opportunities	11%	44%	35%	10%	100%
Opportunities to attend cultural activities	6%	35%	39%	20%	100%
Recreational opportunities	6%	34%	44%	16%	100%
Employment opportunities	2%	19%	35%	44%	100%
Educational opportunities	7%	27%	45%	22%	100%
Opportunities to participate in social events and activities	8%	40%	42%	11%	100%
Opportunities to participate in religious or spiritual events and activities	17%	51%	29%	3%	100%
Opportunities to volunteer	11%	44%	36%	9%	100%
Opportunities to participate in community matters	6%	36%	37%	21%	100%
Ease of car travel in Collinsville	11%	35%	40%	15%	100%
Ease of bus travel in Collinsville	17%	38%	33%	12%	100%
Ease of bicycle travel in Collinsville	13%	30%	32%	25%	100%
Ease of walking in Collinsville	10%	41%	34%	15%	100%
Availability of paths and walking trails	11%	34%	39%	15%	100%
Traffic flow on major streets	4%	29%	45%	22%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Collinsville as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	4%	28%	43%	25%	100%
Availability of affordable quality housing	5%	34%	46%	15%	100%
Availability of affordable quality child care	2%	28%	57%	13%	100%
Availability of affordable quality health care	4%	30%	45%	21%	100%
Availability of affordable quality food	10%	52%	29%	9%	100%
Availability of preventive health services	7%	33%	49%	11%	100%
Air quality	9%	51%	34%	6%	100%
Quality of overall natural environment in Collinsville	8%	42%	43%	8%	100%
Overall image or reputation of Collinsville	7%	35%	39%	19%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Collinsville over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	4%	13%	56%	17%	10%	100%
Retail growth (stores, restaurants, etc.)	6%	24%	58%	8%	3%	100%
Jobs growth	30%	51%	17%	2%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Collinsville?	Percent of respondents
Not a problem	13%
Minor problem	42%
Moderate problem	31%
Major problem	14%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Collinsville:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	21%	41%	15%	19%	3%	100%
Property crimes (e.g., burglary, theft)	13%	35%	17%	24%	11%	100%
Environmental hazards, including toxic waste	37%	39%	17%	5%	1%	100%

Question 6: Personal Safety						
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%	37%	4%	3%	1%	100%
In your neighborhood after dark	27%	40%	12%	17%	4%	100%
In Collinsville's downtown area during the day	58%	36%	3%	3%	1%	100%
In Collinsville's downtown area after dark	18%	38%	15%	21%	9%	100%

Question 7: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	88%
Yes	12%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Collinsville?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Collinsville public libraries or their services	29%	28%	25%	7%	11%	100%
Used Collinsville recreation centers	44%	30%	21%	3%	3%	100%
Participated in a recreation program or activity	56%	24%	15%	3%	2%	100%
Visited a neighborhood park or City park	16%	28%	40%	9%	7%	100%
Ridden a local bus within Collinsville	85%	3%	5%	0%	7%	100%
Attended a meeting of local elected officials or other local public meeting	80%	16%	3%	0%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	71%	19%	8%	2%	1%	100%
Read Collinsville Newsletter	19%	31%	42%	5%	3%	100%
Visited the City of Collinsville Web site (at www.collinsvilleil.org)	45%	22%	23%	9%	1%	100%
Recycled used paper, cans or bottles from your home	28%	9%	10%	7%	47%	100%
Volunteered your time to some group or activity in Collinsville	61%	17%	12%	4%	6%	100%
Participated in religious or spiritual activities in Collinsville	54%	10%	12%	7%	17%	100%
Participated in a club or civic group in Collinsville	76%	12%	6%	2%	4%	100%
Provided help to a friend or neighbor	7%	17%	45%	15%	16%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	27%
Several times a week	27%
Several times a month	22%
Less than several times a month	23%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Collinsville:	Excellent	Good	Fair	Poor	Total
Police services	29%	47%	17%	7%	100%
Fire services	40%	54%	6%	1%	100%
Ambulance or emergency medical services	39%	53%	8%	1%	100%
Crime prevention	17%	45%	22%	16%	100%
Fire prevention and education	22%	55%	20%	3%	100%
Municipal courts	12%	38%	38%	11%	100%
Traffic enforcement	13%	48%	30%	10%	100%
Street repair	9%	39%	35%	17%	100%
Street cleaning	14%	43%	33%	10%	100%
Street lighting	12%	49%	28%	11%	100%
Snow removal	13%	47%	31%	10%	100%
Sidewalk maintenance	10%	41%	36%	14%	100%
Traffic signal timing	9%	36%	37%	17%	100%
Garbage collection	22%	55%	20%	4%	100%
Recycling	26%	49%	20%	5%	100%
Yard waste pick-up	16%	36%	26%	22%	100%
Storm drainage	12%	43%	31%	14%	100%
Drinking water	14%	44%	29%	13%	100%
Sewer services	15%	55%	24%	6%	100%
City parks	21%	48%	26%	5%	100%
Recreation programs or classes	18%	43%	33%	6%	100%
Recreation centers or facilities	16%	41%	37%	6%	100%
Land use, planning and zoning	9%	27%	40%	24%	100%
Code enforcement (weeds, abandoned buildings, etc.)	8%	31%	36%	26%	100%
Animal control	12%	48%	29%	10%	100%
Economic development	7%	36%	45%	11%	100%
Services to seniors	16%	53%	25%	6%	100%
Services to youth	9%	29%	40%	21%	100%
Services to low-income people	15%	29%	36%	19%	100%
Public library services	36%	51%	13%	0%	100%
Public information services	14%	45%	31%	9%	100%
Public schools	13%	36%	30%	21%	100%
Cable television	12%	43%	31%	13%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	42%	29%	13%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	11%	33%	35%	21%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Collinsville	13%	47%	32%	9%	100%
The Federal Government	5%	23%	38%	34%	100%
The State Government	4%	19%	30%	47%	100%
Madison County Government	5%	31%	40%	23%	100%

Question 13: Contact with City Employees	
Have you had any in-person, phone or email contact with an employee of the City of Collinsville within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	47%
Yes	53%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Collinsville in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	30%	45%	23%	3%	100%
Responsiveness	30%	43%	15%	12%	100%
Courtesy	35%	36%	19%	10%	100%
Customer service	32%	34%	23%	10%	100%
Overall impression	32%	38%	20%	10%	100%

Question 15: Government Performance					
Please rate the following categories of Collinsville government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Collinsville	6%	28%	41%	25%	100%
The overall direction that Collinsville is taking	8%	40%	37%	15%	100%
The job Collinsville government does at welcoming citizen involvement	9%	28%	37%	26%	100%

Question 16: Recommendation and Longevity					
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 Collinsville to someone who asks	29%	46%	13%	12%	100%
Remain in Collinsville for the next five years	47%	32%	10%	11%	100%

Question 17: Impact of the Economy	
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 of respondents
Very positive	2%
Somewhat positive	9%
Neutral	45%
Somewhat negative	33%
Very negative	11%
Total	100%

Question 18a: Custom Question 1	
How would you rate the City's efforts to inform residents on important issues?	Percent of respondents
Excellent	7%
Good	41%
Fair	35%
Poor	18%
Total	100%

Question 18b: Custom Question 2	
How would you rate the redevelopment of Uptown (i.e., new lighting, more visible signage, and facade improvements?	Percent of respondents
Excellent	27%
Good	56%
Fair	12%
Poor	5%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	25%
Yes, full-time	62%
Yes, part-time	13%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	13%
Bus, rail, subway or other public transportation	3%
Walk	2%
Bicycle	0%
Work at home	3%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Collinsville?	Percent of respondents
Less than 2 years	8%
2 to 5 years	16%
6 to 10 years	14%
11 to 20 years	15%
More than 20 years	48%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	66%
House attached to one or more houses (e.g., a duplex or townhome)	6%
Building with two or more apartments or condominiums	26%
Mobile home	1%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	35%
Owned by you or someone in this house with a mortgage or free and clear	65%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than $300 per month	7%
$300 to $599 per month	31%
$600 to $999 per month	33%
$1,000 to $1,499 per month	22%
$1,500 to $2,499 per month	6%
$2,500 or more per month	1%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	64%
Yes	36%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	80%
Yes	20%
Total	100%

Question D9: Household Income	
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 of respondents
Less than $24,999	24%
$25,000 to $49,999	32%
$50,000 to $99,999	32%
$100,000 to $149,000	8%
$150,000 or more	4%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	96%
Yes, I consider myself to be Spanish, Hispanic or Latino	4%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	0%
Black or African American	6%
White	92%
Other	3%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	4%
25 to 34 years	27%
35 to 44 years	14%
45 to 54 years	25%
55 to 64 years	13%
65 to 74 years	8%
75 years or older	9%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	9%
Yes	89%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	26%
Yes	72%
Ineligible to vote	1%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	11%
Yes	89%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	42%
Yes	58%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	25%
Land line	56%
Both	19%
Total	100%

FREQUENCIES INCLUDING "DON'T KNOW" RESPONSES

These tables contain the percentage of respondents for each response category as well as the "n" or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life											
Please rate each of the following aspects of quality of life in Collinsville:	Excellent		Good		Fair		Poor		Don't know		Total	
Collinsville as a place to live	12%	44	60%	220	25%	91	2%	8	1%	3	100%	366
Your neighborhood as a place to live	17%	60	51%	186	25%	92	7%	24	1%	2	100%	365
Collinsville as a place to raise children	9%	33	43%	156	27%	96	11%	39	10%	37	100%	363
Collinsville as a place to work	4%	13	24%	86	26%	91	19%	68	27%	97	100%	355
Collinsville as a place to retire	7%	25	27%	95	28%	98	19%	66	20%	73	100%	358
The overall quality of life in Collinsville	11%	39	51%	183	32%	116	5%	19	1%	3	100%	360

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to Collinsville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	7%	25	43%	149	34%	120	10%	37	6%	20	100%	351
Openness and acceptance of the community towards people of diverse backgrounds	8%	28	38%	136	35%	128	10%	36	9%	33	100%	361
Overall appearance of Collinsville	8%	29	44%	158	37%	134	10%	37	1%	3	100%	361
Cleanliness of Collinsville	8%	30	44%	159	38%	138	9%	34	1%	2	100%	364
Overall quality of new development in Collinsville	11%	40	38%	138	35%	126	12%	43	4%	15	100%	362
Variety of housing options	7%	24	43%	154	35%	124	8%	29	7%	24	100%	355
Overall quality of business and service establishments in Collinsville	9%	33	50%	181	33%	118	6%	21	2%	8	100%	361
Shopping opportunities	11%	39	43%	158	35%	127	10%	38	0%	2	100%	364
Opportunities to attend cultural activities	5%	18	31%	110	35%	125	18%	64	11%	41	100%	358
Recreational opportunities	5%	20	31%	112	41%	148	15%	53	7%	26	100%	359
Employment opportunities	2%	6	15%	52	27%	97	33%	120	23%	84	100%	360
Educational opportunities	6%	20	23%	84	39%	139	19%	67	14%	49	100%	359

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to Collinsville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to participate in social events and activities	7%	25	36%	130	38%	138	10%	35	9%	31	100%	359
Opportunities to participate in religious or spiritual events and activities	15%	54	44%	157	25%	92	2%	8	14%	50	100%	361
Opportunities to volunteer	8%	31	34%	122	27%	98	7%	24	24%	85	100%	360
Opportunities to participate in community matters	5%	17	29%	104	30%	105	17%	59	19%	69	100%	353
Ease of car travel in Collinsville	10%	37	34%	123	39%	139	15%	52	2%	6	100%	357
Ease of bus travel in Collinsville	10%	36	22%	80	19%	68	7%	24	42%	151	100%	359
Ease of bicycle travel in Collinsville	9%	34	23%	81	24%	85	19%	67	26%	93	100%	360
Ease of walking in Collinsville	9%	33	38%	136	32%	114	14%	51	6%	21	100%	356
Availability of paths and walking trails	10%	36	30%	109	34%	124	14%	49	12%	43	100%	361
Traffic flow on major streets	4%	13	29%	105	45%	162	22%	79	1%	4	100%	363
Amount of public parking	4%	14	26%	95	42%	149	24%	85	4%	15	100%	359
Availability of affordable quality housing	4%	16	30%	108	41%	146	13%	47	12%	43	100%	359
Availability of affordable quality child care	1%	5	15%	53	30%	108	7%	25	47%	168	100%	358
Availability of affordable quality health care	3%	11	21%	77	33%	119	15%	55	27%	98	100%	361
Availability of affordable quality food	10%	35	50%	182	29%	103	9%	31	3%	9	100%	361
Availability of preventive health services	5%	17	24%	88	37%	132	8%	30	26%	94	100%	361
Air quality	8%	30	49%	176	32%	116	6%	20	5%	20	100%	362
Quality of overall natural environment in Collinsville	8%	27	40%	144	41%	149	7%	27	4%	13	100%	360
Overall image or reputation of Collinsville	7%	25	34%	124	38%	137	19%	69	2%	6	100%	361

Question 3: Growth												
Please rate the speed of growth in the following categories in Collinsville over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	2%	9	9%	32	38%	137	12%	41	7%	25	31%	112	100%	357
Retail growth (stores, restaurants, etc.)	5%	18	22%	78	53%	188	7%	27	3%	11	10%	35	100%	356
Jobs growth	19%	69	33%	118	11%	40	1%	4	0%	2	35%	124	100%	356

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Collinsville?	Percent of respondents	Count
Not a problem	13%	45
Minor problem	39%	141
Moderate problem	29%	104
Major problem	13%	47
Don't know	6%	22
Total	100%	360

Question 5: Community Safety													
Please rate how safe or unsafe you feel from the following in Collinsville:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	21%	76	40%	148	15%	55	19%	68	3%	12	2%	7	100%	365
Property crimes (e.g., burglary, theft)	13%	46	34%	125	17%	62	24%	86	10%	38	2%	7	100%	364
Environmental hazards, including toxic waste	32%	115	33%	119	15%	54	5%	16	1%	4	14%	51	100%	359

Question 6: Personal Safety													
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%	200	36%	132	4%	13	3%	12	1%	4	1%	3	100%	364
In your neighborhood after dark	27%	96	39%	142	12%	44	17%	61	4%	13	1%	4	100%	361

Question 6: Personal Safety													
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 Collinsville's downtown area during the day	54%	196	34%	121	3%	12	2%	9	1%	3	6%	20	100%	361
In Collinsville's downtown area after dark	16%	59	35%	126	13%	48	19%	69	8%	28	8%	28	100%	359

Question 7: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	85%	310
Yes	12%	42
Don't know	3%	11
Total	100%	363

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	6%	3
Yes	94%	40
Don't know	0%	0
Total	100%	42

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Question 9: Resident Behaviors											
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Collinsville?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Collinsville public libraries or their services	29%	103	28%	103	25%	92	7%	26	11%	39	100%	363
Used Collinsville recreation centers	44%	158	30%	107	21%	76	3%	12	3%	9	100%	362
Participated in a recreation program or activity	56%	202	24%	87	15%	52	3%	10	2%	8	100%	359
Visited a neighborhood park or City park	16%	57	28%	101	40%	144	9%	31	7%	25	100%	358
Ridden a local bus within Collinsville	85%	305	3%	11	5%	16	0%	1	7%	26	100%	361
Attended a meeting of local elected officials or other local public meeting	80%	289	16%	58	3%	11	0%	1	1%	2	100%	362
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	71%	258	19%	68	8%	30	2%	7	1%	3	100%	365
Read Collinsville Newsletter	19%	68	31%	113	42%	152	5%	16	3%	12	100%	361
Visited the City of Collinsville Web site (at www.collinsvilleil.org)	45%	160	22%	80	23%	82	9%	32	1%	5	100%	359
Recycled used paper, cans or bottles from your home	28%	100	9%	31	10%	37	7%	24	47%	169	100%	361
Volunteered your time to some group or activity in Collinsville	61%	220	17%	60	12%	42	4%	16	6%	23	100%	360
Participated in religious or spiritual activities in Collinsville	54%	194	10%	37	12%	43	7%	24	17%	62	100%	360
Participated in a club or civic group in Collinsville	76%	275	12%	43	6%	23	2%	6	4%	14	100%	361
Provided help to a friend or neighbor	7%	25	17%	63	45%	162	15%	52	16%	59	100%	361

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	27%	100
Several times a week	27%	100
Several times a month	22%	79
Less than several times a month	23%	85
Total	100%	364

Question 11: Service Quality												
Please rate the quality of each of the following services in Collinsville:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	27%	98	44%	160	16%	58	6%	24	8%	28	100%	368
Fire services	31%	115	43%	157	5%	17	1%	2	21%	76	100%	367
Ambulance or emergency medical services	30%	109	41%	149	6%	21	1%	3	22%	81	100%	364
Crime prevention	14%	50	37%	133	18%	66	13%	46	18%	67	100%	361
Fire prevention and education	16%	57	39%	140	15%	52	2%	7	29%	104	100%	360
Municipal courts	6%	21	18%	65	18%	65	5%	20	52%	188	100%	359
Traffic enforcement	11%	38	40%	145	25%	90	8%	30	16%	59	100%	362
Street repair	9%	32	37%	133	33%	121	16%	59	5%	18	100%	363
Street cleaning	13%	48	41%	150	32%	116	9%	34	5%	18	100%	366
Street lighting	12%	43	48%	174	27%	100	10%	38	2%	9	100%	363
Snow removal	12%	45	45%	163	29%	107	9%	33	5%	17	100%	366
Sidewalk maintenance	8%	30	35%	127	31%	111	13%	45	13%	46	100%	358
Traffic signal timing	9%	32	35%	126	36%	129	16%	59	4%	14	100%	360
Garbage collection	20%	75	52%	190	19%	68	4%	14	5%	19	100%	366
Recycling	21%	78	41%	149	17%	60	4%	15	16%	59	100%	361
Yard waste pick-up	12%	45	27%	100	19%	71	16%	60	25%	90	100%	365
Storm drainage	10%	35	37%	132	27%	96	12%	42	16%	56	100%	361
Drinking water	14%	50	42%	155	28%	101	12%	45	4%	13	100%	364

Question 11: Service Quality											
Please rate the quality of each of the following services in Collinsville:	Excellent		Good		Fair		Poor		Don't know		Total
Sewer services	13%	48	49%	175	22%	78	5%	20	11%	40	100%	361
City parks	19%	69	44%	158	23%	85	5%	17	9%	33	100%	361
Recreation programs or classes	12%	41	27%	98	21%	76	4%	15	36%	128	100%	359
Recreation centers or facilities	12%	41	29%	104	26%	94	4%	14	29%	103	100%	356
Land use, planning and zoning	6%	21	19%	68	28%	100	17%	61	30%	106	100%	357
Code enforcement (weeds, abandoned buildings, etc.)	6%	22	25%	89	29%	104	21%	76	18%	65	100%	356
Animal control	10%	36	38%	138	23%	83	8%	29	21%	76	100%	361
Economic development	6%	21	29%	102	37%	129	9%	31	19%	66	100%	349
Services to seniors	9%	31	29%	105	14%	50	3%	12	45%	163	100%	362
Services to youth	5%	18	16%	56	21%	77	11%	40	47%	168	100%	359
Services to low-income people	8%	29	15%	55	18%	67	10%	36	48%	175	100%	362
Public library services	29%	105	42%	151	10%	37	0%	1	18%	64	100%	358
Public information services	10%	36	32%	115	22%	79	7%	24	29%	106	100%	360
Public schools	10%	38	29%	103	24%	85	17%	61	20%	71	100%	359
Cable television	10%	35	34%	122	24%	88	10%	36	22%	81	100%	363
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	38	28%	100	19%	69	9%	31	33%	118	100%	356
Preservation of natural areas such as open space, farmlands and greenbelts	7%	25	21%	76	23%	82	14%	50	35%	124	100%	358

Question 12: Government Services Overall											
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 Collinsville	13%	46	45%	166	31%	112	9%	32	3%	10	100%	366
The Federal Government	5%	17	20%	75	34%	125	30%	111	10%	37	100%	364
The State Government	3%	12	17%	63	27%	100	43%	157	9%	32	100%	364
Madison County Government	5%	17	27%	99	35%	128	20%	73	13%	46	100%	364

Question 13: Contact with City Employees		
Have you had any in-person, phone or email contact with an employee of the City of Collinsville within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	47%	168
Yes	53%	189
Total	100%	356

Question 14: City Employees											
What was your impression of the employee(s) of the City of Collinsville in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	29%	54	44%	82	22%	41	3%	5	2%	4	100%	186
Responsiveness	29%	55	43%	80	15%	28	12%	22	1%	1	100%	187
Courtesy	35%	65	36%	68	19%	35	10%	18	0%	0	100%	187
Customer service	32%	60	34%	63	23%	44	10%	19	0%	0	100%	187
Overall impression	32%	60	38%	72	20%	37	10%	19	0%	0	100%	188

Question 15: Government Performance											
Please rate the following categories of Collinsville government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Collinsville	5%	19	24%	88	35%	126	21%	76	15%	55	100%	363
The overall direction that Collinsville is taking	7%	25	36%	131	33%	121	14%	50	11%	40	100%	366
The job Collinsville government does at welcoming citizen involvement	7%	25	21%	76	28%	99	19%	68	24%	87	100%	355

Question 16: Recommendation and Longevity											
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 Collinsville to someone who asks	28%	103	45%	162	12%	44	11%	41	4%	13	100%	365
Remain in Collinsville for the next five years	45%	165	31%	112	9%	34	10%	37	5%	16	100%	364

Question 17: Impact of the Economy		
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 of respondents	Count
Very positive	2%	9
Somewhat positive	9%	32
Neutral	45%	164
Somewhat negative	33%	122
Very negative	11%	41
Total	100%	368

Question 18a: Custom Question 1		
How would you rate the City's efforts to inform residents on important issues?	Percent of respondents	Count
Excellent	7%	24
Good	41%	149
Fair	35%	127
Poor	18%	66
Don't know	0%	0
Total	100%	365

Question 18b: Custom Question 2		
How would you rate the redevelopment of Uptown (i.e., new lighting, more visible signage, and facade improvements?	Percent of respondents	Count
Excellent	27%	97
Good	56%	203
Fair	12%	42
Poor	5%	20
Don't know	0%	0
Total	100%	362

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	25%	90
Yes, full-time	62%	225
Yes, part-time	13%	46
Total	100%	361

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	13%
Bus, rail, subway or other public transportation	3%
Walk	2%
Bicycle	0%
Work at home	3%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Collinsville?	Percent of respondents	Count
Less than 2 years	8%	29
2 to 5 years	16%	56
6 to 10 years	14%	49
11 to 20 years	15%	55
More than 20 years	48%	171
Total	100%	360

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	66%	240
House attached to one or more houses (e.g., a duplex or townhome)	6%	23
Building with two or more apartments or condominiums	26%	94
Mobile home	1%	3
Other	1%	3
Total	100%	363

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	35%	125
Owned by you or someone in this house with a mortgage or free and clear	65%	232
Total	100%	358

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than $300 per month	7%	24
$300 to $599 per month	31%	110
$600 to $999 per month	33%	116
$1,000 to $1,499 per month	22%	77
$1,500 to $2,499 per month	6%	21
$2,500 or more per month	1%	3
Total	100%	353

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	64%	232
Yes	36%	129
Total	100%	362

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	80%	290
Yes	20%	74
Total	100%	364

Question D9: Household Income		
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 of respondents	Count
Less than $24,999	24%	81
$25,000 to $49,999	32%	107
$50,000 to $99,999	32%	110
$100,000 to $149,000	8%	29
$150,000 or more	4%	13
Total	100%	340

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	96%	344
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	13
Total	100%	357

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	8
Asian, Asian Indian or Pacific Islander	0%	1
Black or African American	6%	20
White	92%	330
Other	3%	11
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	4%	14
25 to 34 years	27%	99
35 to 44 years	14%	52
45 to 54 years	25%	90
55 to 64 years	13%	47
65 to 74 years	8%	29
75 years or older	9%	33
Total	100%	364

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	195
Male	46%	168
Total	100%	363

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	9%	33
Yes	87%	316
Ineligible to vote	1%	4
Don't know	3%	10
Total	100%	363

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	26%	94
Yes	71%	258
Ineligible to vote	1%	5
Don't know	1%	5
Total	100%	362

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	11%	38
Yes	89%	326
Total	100%	365

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	42%	152
Yes	58%	212
Total	100%	364

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	25%	46
Land line	56%	105
Both	19%	36
Total	100%	187

Appendix B: Survey Methodology

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

Survey Validity

The question of survey validity has two parts: 1) how can a jurisdiction 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 jurisdiction. 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 jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- 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.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data 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 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 tend to be ambiguous, 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). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. 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 survey recipients were chosen. All households within the City of Collinsville were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Collinsville boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Collinsville households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Collinsville boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Collinsville. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items 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 88: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™
Collinsville, IL 2011

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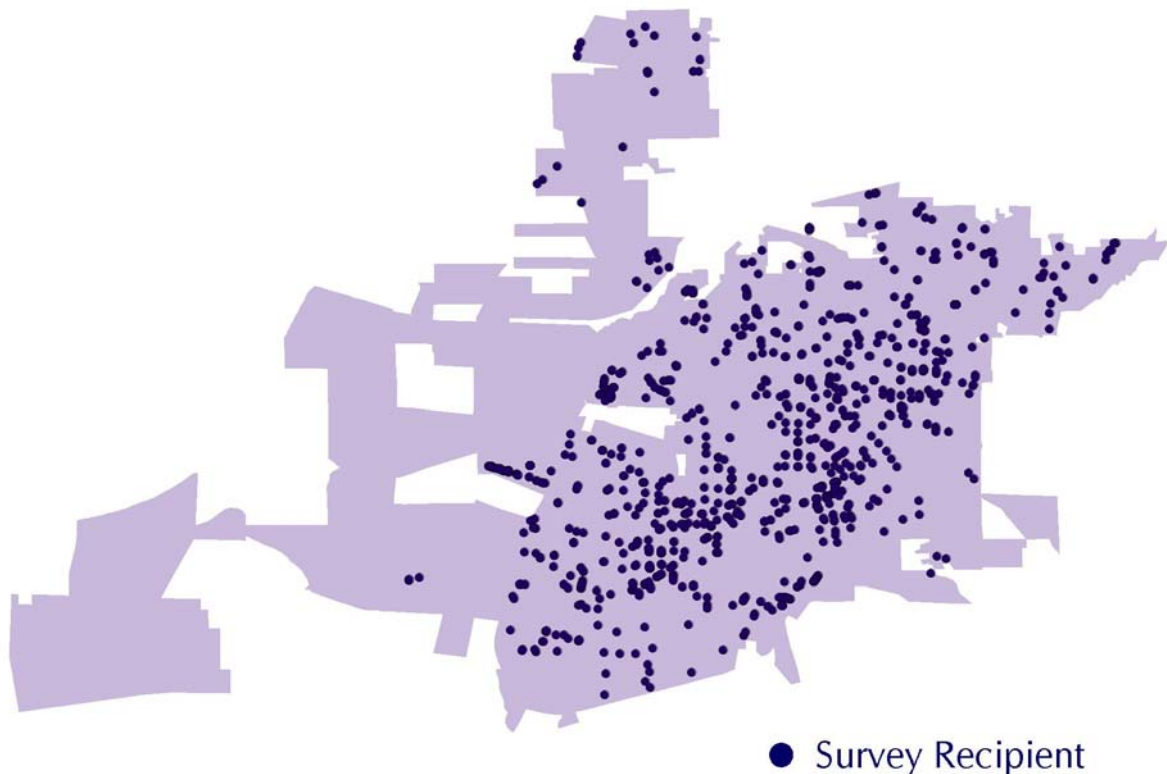
An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship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

In response to the growing number of the cell-phone population (so-called "cord cutters"), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.[2] Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Collinsville has a "cord cutter" population greater than the nationwide 2010 estimates.

FIGURE 89: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN COLLINSVILLE

Percent of respondents reporting having a "cell phone" only
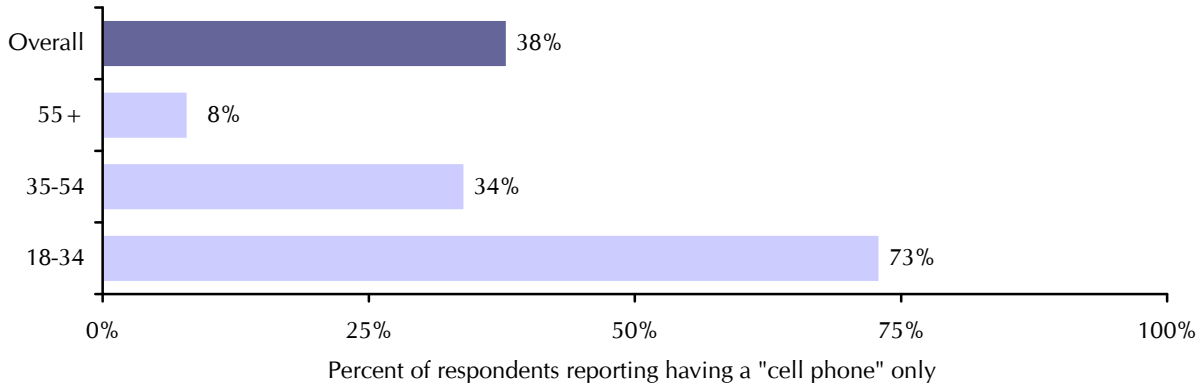
SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning September 23, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor 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 have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND 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. The confidence interval for the City of Collinsville survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (370 completed surveys).

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 jurisdiction is between 71% and 79%. This source of error 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.

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[2] http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf

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.

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)

Completed surveys received by NRC 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; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of "key and verify," in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. 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 estimates for adults in the City of Collinsville. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting "schemes" may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Collinsville Citizen Survey Weighting Table			
Characteristic	Population Norm[3]	Unweighted Data	Weighted Data
Housing			
Rent home	35%	33%	35%
Own home	65%	67%	65%
Detached unit	68%	63%	67%
Attached unit	32%	37%	31%
Race and Ethnicity			
White	88%	92%	90%
Not white	12%	8%	10%
Not Hispanic	96%	98%	96%
Hispanic	4%	2%	4%
White alone, not Hispanic	92%	90%	88%
Hispanic and/or other race	8%	10%	12%
Sex and Age			
Female	52%	64%	54%
Male	48%	36%	46%
18-34 years of age	34%	16%	31%
35-54 years of age	35%	30%	39%
55+ years of age	32%	54%	30%
Females 18-34	16%	11%	16%
Females 35-54	20%	16%	20%
Females 55+	17%	37%	18%
Males 18-34	16%	6%	16%
Males 35-54	19%	14%	19%
Males 55+	12%	17%	12%

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[3] Source: 2010 Census

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

"Don't Know" Responses

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

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called "In Search of Standards." "What has been missing from a local government's analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems…"

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review*, *Journal of Policy Analysis* and *Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; 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 Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Collinsville to the Benchmark Database

The City of Collinsville chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Collinsville Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Collinsville results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Collinsville's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

Appendix C: Survey Materials

The following pages contain copies of the survey materials sent to randomly selected households within the City of Collinsville.

Dear Collinsville Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Collinsville. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

John Miller
Mayor

The City of Collinsville
125 South Center Street
Collinsville, IL 62234

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COLLINSVILLE
ILLINOIS

OFFICE OF THE MAYOR

September 2011

Dear Collinsville Resident:

The City of Collinsville wants to know what you think about our community and municipal government. You have been randomly selected to participate in Collinsville's 2011 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Collinsville residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 618-346-5221.

Please help us shape the future of Collinsville. Thank you for your time and participation.

Sincerely,

John Miller
Mayor

THE CITY OF COLLINSVILLE
125 SOUTH CENTER STREET
COLLINSVILLE, ILLINOIS 62234
618-346-5200

COLLINSVILLE
ILLINOIS

October 2011

Dear Collinsville Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Collinsville wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Collinsville's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Collinsville residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 618-346-5221.

Please help us shape the future of Collinsville. Thank you for your time and participation.

Sincerely,

John Miller
Mayor

THE CITY OF COLLINSVILLE
125 SOUTH CENTER STREET
COLLINSVILLE, ILLINOIS 62234
618-346-5200

The City of Collinsville 2011 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 Collinsville:**

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

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

	Excellent	Good	Fair	Poor	Don't know
Sense of community..	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Collinsville	1	2	3	4	5
Cleanliness of Collinsville..	1	2	3	4	5
Overall quality of new development in Collinsville.......................	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Collinsville	1	2	3	4	5
Shopping opportunities..	1	2	3	4	5
Opportunities to attend cultural activities....................................	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual 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
Ease of car travel in Collinsville...	1	2	3	4	5
Ease of bus travel in Collinsville..	1	2	3	4	5
Ease of bicycle travel in Collinsville	1	2	3	4	5
Ease of walking in Collinsville..	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets..	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality..	1	2	3	4	5
Quality of overall natural environment in Collinsville............................	1	2	3	4	5
Overall image or reputation of Collinsville...................................	1	2	3	4	5

3. **Please rate the speed of growth in the following categories in Collinsville over the past 2 years:**

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)............................	1	2	3	4	5	6
Jobs growth..	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Collinsville?
❍ Not a problem   ❍ Minor problem   ❍ Moderate problem   ❍ Major problem   ❍ Don't know

5. Please rate how safe or unsafe you feel from the following in Collinsville:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Environmental hazards, including toxic waste	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Collinsville's downtown area during the day	1	2	3	4	5	6
In Collinsville's downtown area after dark	1	2	3	4	5	6

7. During the past 12 months, were you or anyone in your household the victim of any crime?
❍ No ➜ Go to Question 9   ❍ Yes ➜ Go to Question 8   ❍ Don't know ➜ Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?
❍ No   ❍ Yes   ❍ Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Collinsville?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Collinsville public libraries or their services	1	2	3	4	5
Used Collinsville recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park	1	2	3	4	5
Ridden a local bus within Collinsville	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Read Collinsville Newsletter	1	2	3	4	5
Visited the City of Collinsville Web site (at www.collinsvilleil.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home	1	2	3	4	5
Volunteered your time to some group or activity in Collinsville	1	2	3	4	5
Participated in religious or spiritual activities in Collinsville	1	2	3	4	5
Participated in a club or civic group in Collinsville	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?
❍ Just about every day
❍ Several times a week
❍ Several times a month
❍ Less than several times a month

The City of Collinsville 2011 Citizen Survey

11. Please rate the quality of each of the following services in Collinsville:

	Excellent	Good	Fair	Poor	Don't know
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
Municipal courts	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
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
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
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools	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

12. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	Good	Fair	Poor	Don't know
The City of Collinsville	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Madison County Government	1	2	3	4	5

13. Have you had any in-person, phone or email contact with an employee of the City of Collinsville within the last 12 months (including police, receptionists, planners or any others)?
❍ No ➜ Go to Question 15   ❍ Yes ➜ Go to Question 14

14. What was your impression of the employee(s) of the City of Collinsville in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge..	1	2	3	4	5
Responsiveness..	1	2	3	4	5
Courtesy	1	2	3	4	5
Customer service	1	2	3	4	5
Overall impression..	1	2	3	4	5

15. Please rate the following categories of Collinsville government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Collinsville.............................	1	2	3	4	5
The overall direction that Collinsville is taking..	1	2	3	4	5
The job Collinsville government does at welcoming citizen involvement	1	2	3	4	5

16. 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
Recommend living in Collinsville to someone who asks	1	2	3	4	5
Remain in Collinsville for the next five years..................................	1	2	3	4	5

17. 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

18. Please check the response that comes closest to your opinion for each of the following questions:

a. How would you rate the City's efforts to inform residents on important issues?
❍ Excellent
❍ Good
❍ Fair
❍ Poor

b. How would you rate the redevelopment of Uptown (i.e., new lighting, more visible signage, and façade improvements)?
❍ Excellent
❍ Good
❍ Fair
❍ Poor

The City of Collinsville 2011 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. Are you currently employed for pay?
- ❍ No ➜ Go to Question D3
- ❍ Yes, full time ➜ Go to Question D2
- ❍ Yes, part time ➜ Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself .... _____ days

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults .... _____ days

Bus, rail, subway or other public transportation .... _____ days

Walk .... _____ days

Bicycle .... _____ days

Work at home .... _____ days

Other .... _____ days

D3. How many years have you lived in Collinsville?
- ❍ Less than 2 years
- ❍ 2-5 years
- ❍ 6-10 years
- ❍ 11-20 years
- ❍ More than 20 years

D4. Which best describes the building you live in?
- ❍ One family house detached from any other houses
- ❍ House attached to one or more houses (e.g., a duplex or townhome)
- ❍ Building with two or more apartments or condominiums
- ❍ Mobile home
- ❍ Other

D5. Is this house, apartment or mobile home...
- ❍ Rented for cash or occupied without cash payment?
- ❍ Owned by you or someone in this house with a mortgage or free and clear?

D6. 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

D7. Do any children 17 or under live in your household?
- ❍ No
- ❍ Yes

D8. Are you or any other members of your household aged 65 or older?
- ❍ No
- ❍ Yes

D9. 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 $24,999
- ❍ $25,000 to $49,999
- ❍ $50,000 to $99,999
- ❍ $100,000 to $149,999
- ❍ $150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?
- ❍ No, not Spanish, Hispanic or Latino
- ❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D11. 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

D12. In which category is your age?
- ❍ 18-24 years
- ❍ 25-34 years
- ❍ 35-44 years
- ❍ 45-54 years
- ❍ 55-64 years
- ❍ 65-74 years
- ❍ 75 years or older

D13. What is your sex?
- ❍ Female
- ❍ Male

D14. Are you registered to vote in your jurisdiction?
- ❍ No
- ❍ Yes
- ❍ Ineligible to vote
- ❍ Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?
- ❍ No
- ❍ Yes
- ❍ Ineligible to vote
- ❍ Don't know

D16. Do you have a cell phone?
- ❍ No
- ❍ Yes

D17. Do you have a land line at home?
- ❍ No
- ❍ Yes

D18. If you have both a cell phone and a land line, which do you consider 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

The City of Collinsville
125 South Center Street
Collinsville, IL 62234