



CITIZEN SURVEY results





LIVABILITY

The National Citizen Survey (NCS) report captures the "livability" of Marion. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected.

The NCS categorizes residents' opinions within the three pillars of a community: community characteristics, governance and participation.



SURVEY INFORMATION

City of Marion, in partnership with The National Citizen Survey (NCS) conducted a mailed survey of 1,500 randomly selected households.

432 responses

March-April 2017

+/- 5% margin of error

Towards the end of data collection, a web-based survey was available to all residents. 353 opt-in surveys were completed.



SURVEY METHODS

Random sampling - each household had the same chance of being selected

Weighting the data - to reflect the demographic characteristics of the community

95% confidence interval when applying the results of this sample to the entire population - no greater than plus or minus five percentage points for any question.



BENCHMARKS



**93% of residents
rated the City as an
excellent or good
place to live**

National Benchmarks

Includes resident perspectives from over 500 communities - represents a wide geographic and population range (referenced in the Community Livability Report)

Peer Community Benchmarks

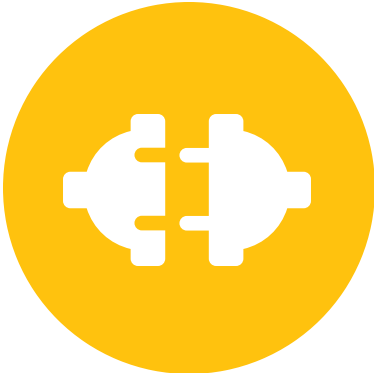
Subset of the database, including secondary cities (those in a metro but not the primary city), with similar population and annual household income

PEER COMMUNITIES

Azusa city, CA.....	46,361
Bedford city, TX.....	46,979
Bettendorf city, IA.....	33,217
Blue Springs city, MO.....	52,575
Burleson city, TX.....	36,690
Cedar Hill city, TX.....	45,028
Cleveland Heights city, OH.....	46,121
College Park city, MD.....	30,413
Copperas Cove city, TX.....	32,032
Delaware city, OH.....	34,753
Dover city, NH.....	29,987
Edmonds city, WA.....	39,709
Gahanna city, OH.....	33,248
Georgetown city, TX.....	47,400
Hurst city, TX.....	37,337
Keizer city, OR.....	36,478
La Porte city, TX.....	33,800
Lafayette city, CO.....	24,453
Lake Stevens city, WA.....	28,069
Littleton city, CO.....	41,737

Lombard village, IL.....	43,165
Lynnwood city, WA.....	35,836
Manassas city, VA.....	37,821
Marion city, IA.....	34,768
Matthews town, NC.....	27,198
Meridian charter township, MI.....	39,688
Monterey city, CA.....	27,810
Mooresville town, NC.....	32,711
Palm Beach Gardens city, FL.....	48,452
Pflugerville city, TX.....	46,936
Roseville city, MN.....	33,660
Sahuarita town, AZ.....	25,259
Seaside city, CA.....	33,025
Suisun City city, CA.....	28,111
Tigard city, OR.....	48,035
Tualatin city, OR.....	26,054
Wauwatosa city, WI.....	46,396
Wentzville city, MO.....	29,070
Winter Garden city, FL.....	34,568

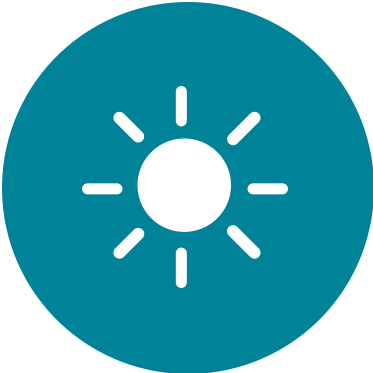
8 FACETS OF COMMUNITY



SAFETY



MOBILITY



NATURAL ENVIRONMENT



BUILT ENVIRONMENT



ECONOMY



RECREATION & WELLNESS



EDUCATION & ENRICHMENT



COMMUNITY ENGAGEMENT



COMMUNITY CHARACTERISTICS

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

OVERALL
IMAGE

NEIGHBORHOOD

PLACE TO RAISE
CHILDREN

PLACE TO
RETIRE

OVERALL
APPEARANCE



80% ↔

82% ↔

90% ↑

67% ↔

78% ↔

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

Comparison to peer benchmark:

higher ↑ similar ↔ lower ↓

GOVERNANCE

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

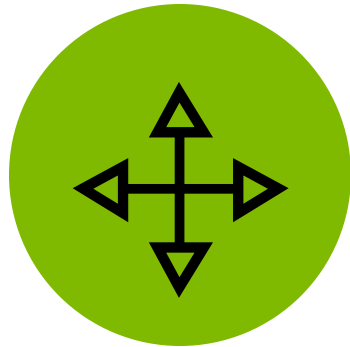
VALUE OF SERVICES FOR TAXES PAID



50%



OVERALL DIRECTION



60%



WELCOMING CITIZEN INVOLVEMENT



53%



CONFIDENCE IN CITY GOVERNMENT



58%



ACTING IN THE BEST INTEREST OF MARION



60%



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

Comparison to peer benchmark:

higher similar lower
↑ ↔ ↓

GOVERNANCE

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

BEING
HONEST



63% ↔

TREATING ALL
RESIDENTS
FAIRLY



62% ↔

CUSTOMER
SERVICE



79% ↔

SERVICES PROVIDED
BY THE FEDERAL
GOVERNMENT



39% ↔

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

Comparison to peer benchmark:

higher similar lower



PARTICIPATION

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

RECOMMEND
LIVING IN
MARION



92%



INTEND TO
REMAIN IN
MARION FOR 5
YEARS



91%



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

Comparison to peer benchmark:

higher similar lower



MOBILITY

Accessibility of community by motorized and non-motorized modes of transportation
(ease of travel, traffic flow, walking)

OVERALL EASE
OF GETTING
PLACES



79%



AVAILABILITY OF
PATHS/TRAILS



69%



EASE OF PUBLIC
PARKING



47%



EASE OF TRAVEL
BY PUBLIC
TRANSPORTATION



29%



USED PUBLIC
TRANSPORTATION
INSTEAD OF
DRIVING



30%



Comparison to peer benchmark:

higher similar lower



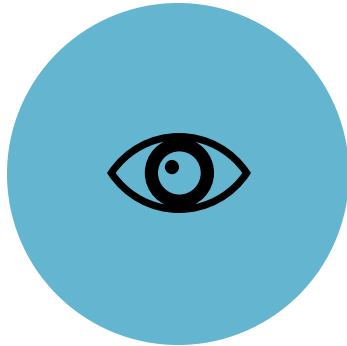
Percent rating positively (e.g. excellent/good)



SAFETY

Protection from danger or risk (public safety, personal security and welfare, emergency preparedness)

OVERALL
FEELING OF
SAFETY



93% 

POLICE/SHERIFF
SERVICES



88% 

FIRE
SERVICES



97% 

EMERGENCY
PREPAREDNESS



68% 

Comparison to peer benchmark:

higher similar lower



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



PUBLIC WORKS

GARBAGE
COLLECTION



83%



RECYCLING



78%



YARD WASTE
PICK UP



81%



STORM
DRAINAGE



76%



SEWER
SERVICES



75%



UTILITY
BILLING



74%



Comparison to peer benchmark:

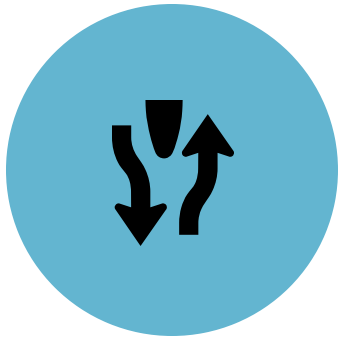
higher similar lower



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

STREETS

STREET
REPAIR



35%



STREET
CLEANING



57%



STREET
LIGHTING



63%



SNOW
REMOVAL



72%



SIDEWALK
MAINTENANCE



55%



Comparison to peer benchmark:

higher similar lower



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



NATURAL ENVIRONMENT

Resources and features native to a community (e.g., open spaces, water, air)

OVERALL
NATURAL
ENVIRONMENT

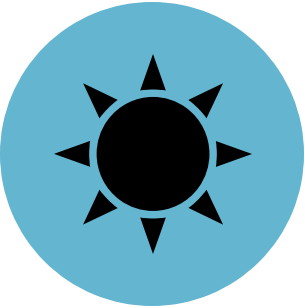
PRESERVATION
OF NATURAL
AREAS

DRINKING
WATER

MADE EFFORTS
TO CONSERVE
WATER

MADE EFFORTS
TO MAKE HOME
ENERGY EFFICIENT

RECYCLE AT
HOME



78% ↔

56% ↔

47% ↓

75% ↔

73% ↔

93% ↔

Comparison to peer benchmark:

higher similar lower

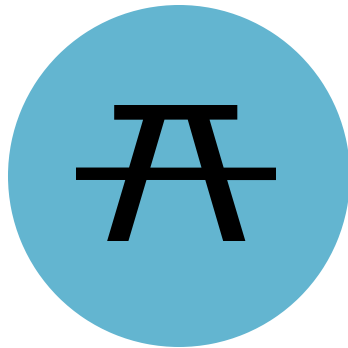


Percent rating positively (e.g. excellent/good)

BUILT ENVIRONMENT

Design, construction and management of the human-made space in which people live, work, and recreate on a day-to-day basis, including the buildings, streetscapes, parks, etc.

PUBLIC PLACES
PEOPLE WANT TO
SPEND TIME



63% 

OVERALL
QUALITY OF NEW
DEVELOPMENT



59% 

LAND USE,
PLANNING &
ZONING



48% 

CODE
ENFORCEMENT



53% 

Comparison to peer benchmark:

higher similar lower



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

ECONOMY

Maintenance of a diverse economy (e.g., vibrant downtown, cost of living)

OVERALL
ECONOMIC
HEALTH



74% ↔

VIBRANT
DOWNTOWN/
COMMERCIAL AREA



45% ↔

COST OF
LIVING



55% ↔

SHOPPING
OPPORTUNITIES



40% ↓

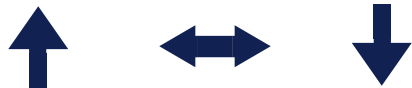
PURCHASE GOODS
OR SERVICES
FROM MARION
BUSINESS



97% ↔

Comparison to peer benchmark:

higher similar lower



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



RECREATION & WELLNESS

Recreation, healthy lifestyles, preventive and curative healthcare, supportive services, (e.g., fitness opportunities, recreation centers)

HEALTH & WELLNESS OPPORTUNITIES



76% ↔

CITY PARKS



82% ↔

RECREATION PROGRAMS OR CLASSES



66% ↔

RECREATION CENTERS OR FACILITIES



57% ↓

Comparison to peer benchmark:

higher similar lower

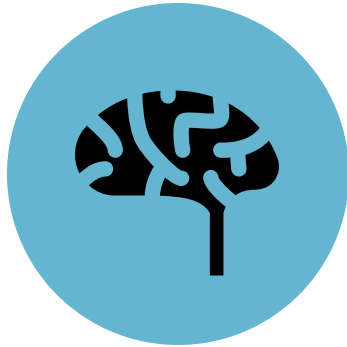


Percent rating positively (e.g. excellent/good)



WELLBEING

AVAILABILITY OF
AFFORDABLE
QUALITY MENTAL
HEALTH CARE



42% ↓

AVAILABILITY OF
AFFORDABLE
QUALITY HEALTH
CARE



77% ↔

AVAILABILITY OF
AFFORDABLE
QUALITY FOOD



71% ↔

NOT
EXPERIENCING
HOUSING COST
STRESS



79% ↑

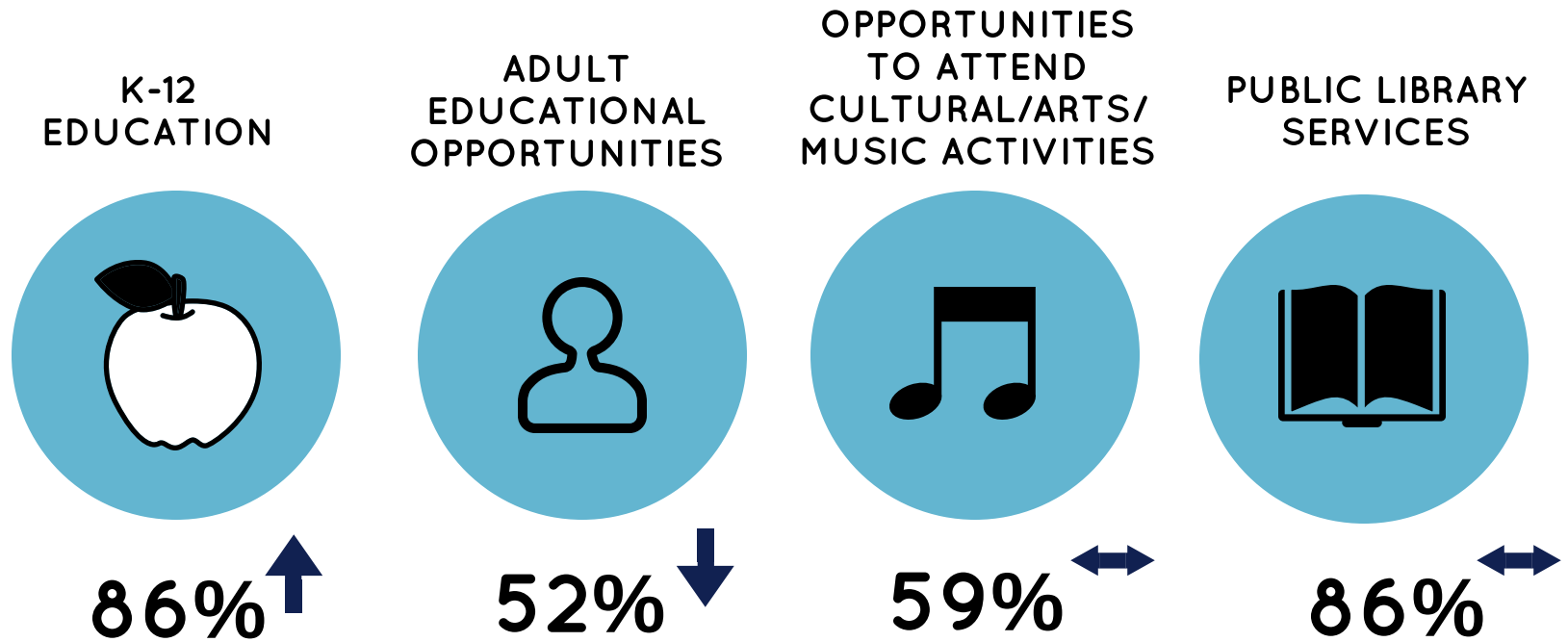
Comparison to peer benchmark:
higher similar lower



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

EDUCATION & ENRICHMENT

Learning, enrichment and workforce readiness for children, youth and adults



Comparison to peer benchmark:

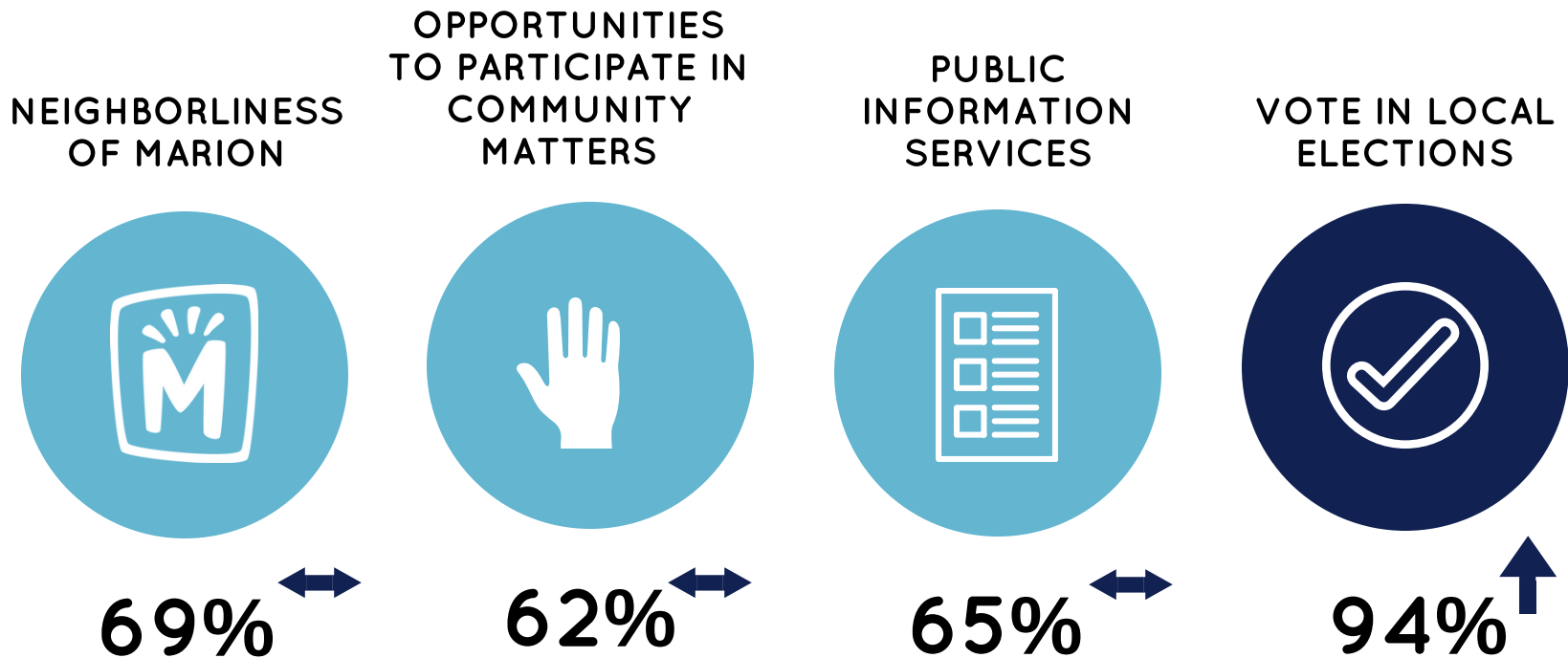
higher similar lower



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

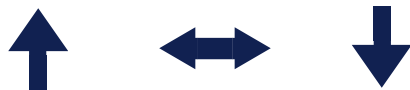
COMMUNITY ENGAGEMENT

Quality and frequency of social interactions (e.g., civic groups, volunteering)



Comparison to peer benchmark:

higher similar lower

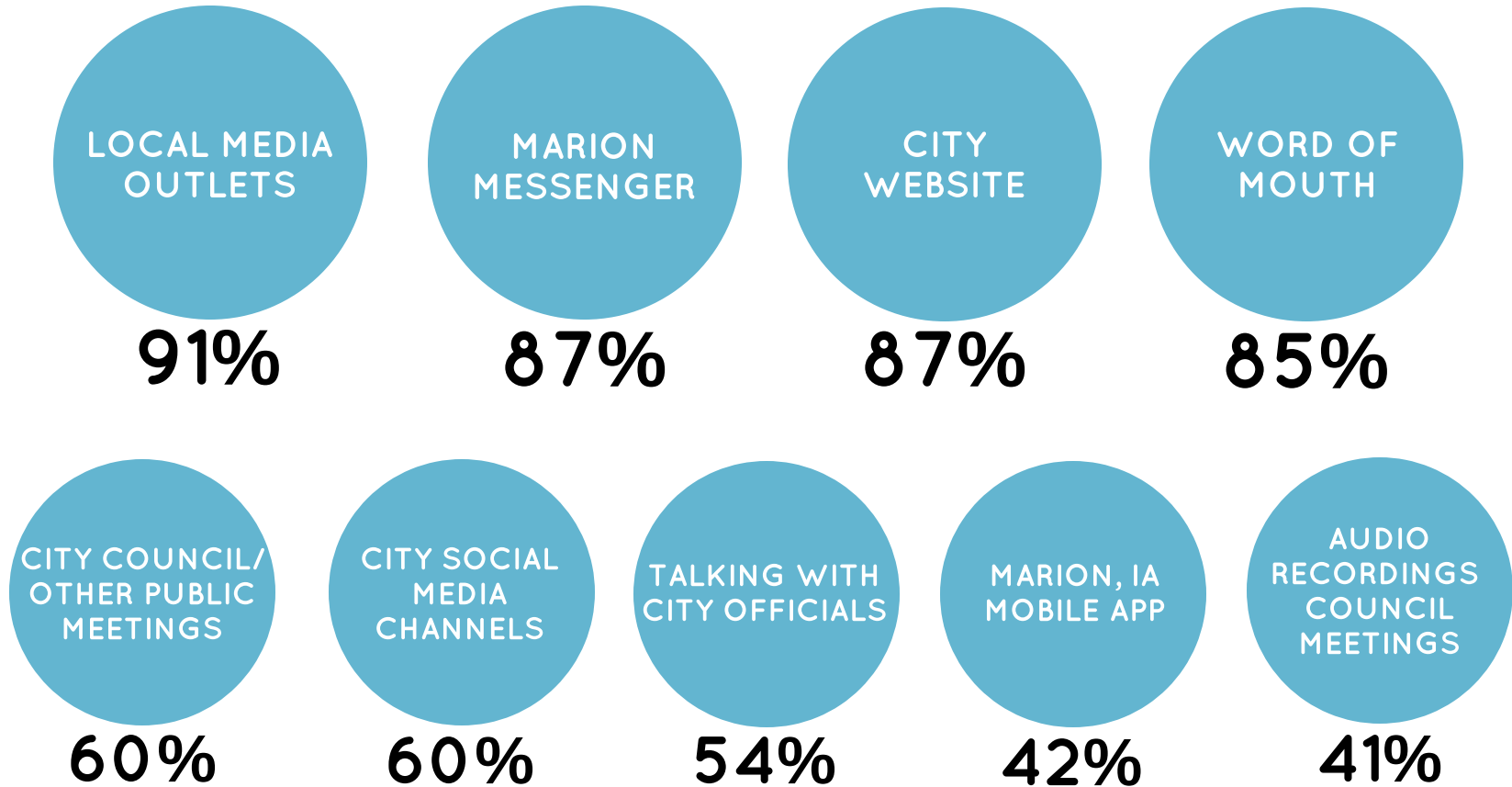


Percent rating positively (e.g. excellent/good)



COMMUNITY ENGAGEMENT

Source of City Information



Percent rating positively (e.g. major source/minor source)

SUPPORT FOR FEE INCREASES

Support for Property Tax or Fee Increases to Fund Facility and Service Improvements

PUBLIC SAFETY/
FIRE & RESCUE
SERVICES

83%

STREET/
INFRASTRUCTURE
IMPROVEMENTS

81%

PARKS

80%

SCHOOLS

78%

OUTDOOR
TRAILS

78%

SENIOR
CENTER

67%

OUTDOOR
POOL/AQUATIC
CENTER

63%

LIBRARY
SERVICES

59%

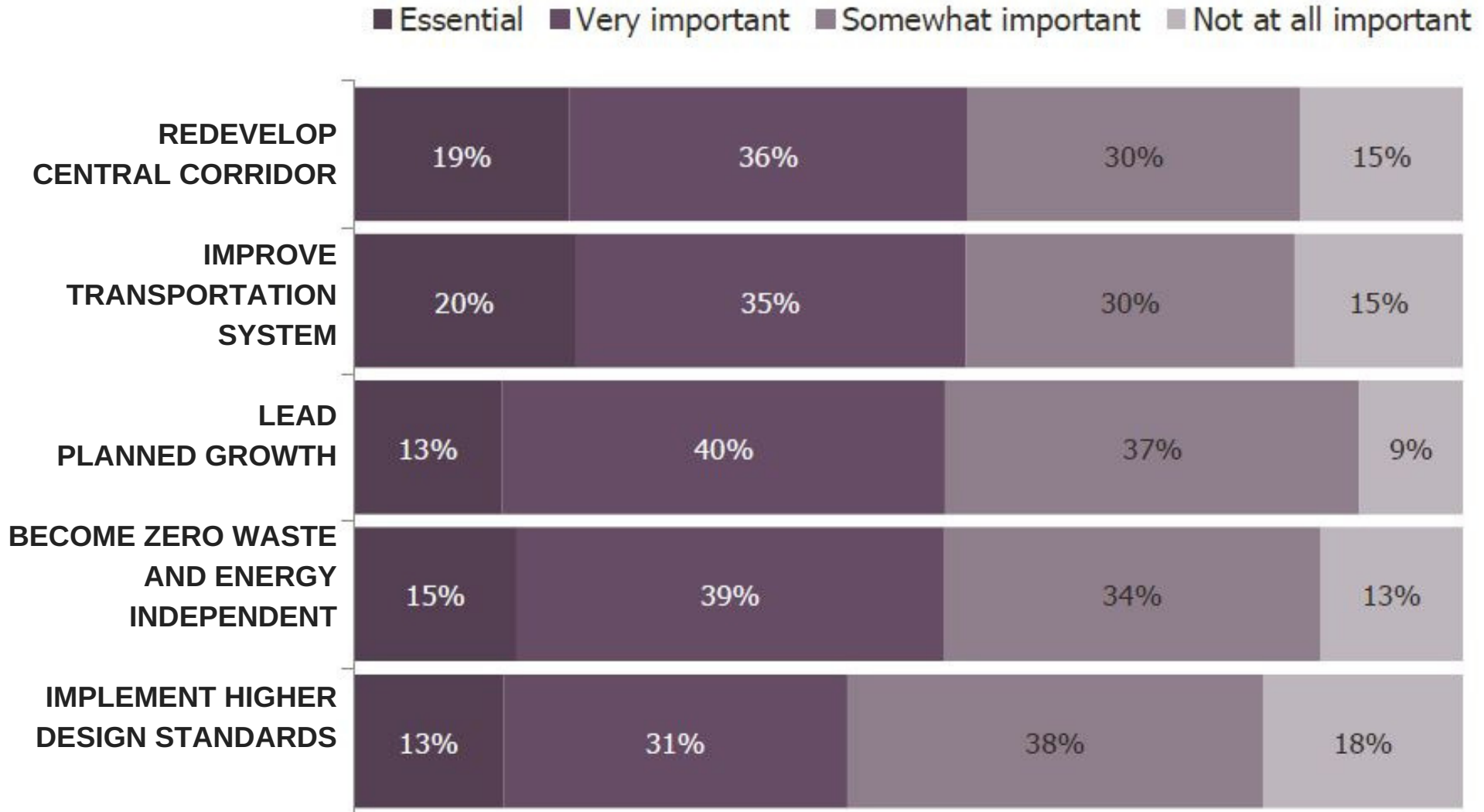
PUBLIC
ART

43%

Percent rating positively (e.g. strongly/somewhat support)

STRATEGIC PRIORITIES

Strategic Planning Areas and Overall Quality of Life



TAKEAWAYS

01

**93% OF RESIDENTS
RATED THE CITY AS
AN EXCELLENT OR
GOOD PLACE TO LIVE**

**86% OF
RESPONDENTS
GAVE HIGH MARKS
TO K-12 EDUCATION
IN MARION**

**MARION IS A DESIRABLE PLACE
TO LIVE AND RAISE A FAMILY.**

02

**9 IN 10
APPRECIATE
THE OVERALL
QUALITY OF
LIFE IN MARION**

**9 IN 10 WOULD
RECOMMEND
LIVING IN MARION
TO SOMEONE WHO
ASKED**

**RESIDENTS ENJOY A POSITIVE
QUALITY OF LIFE AND
PRIORITIZE REDEVELOPMENT
AND IMPROVING THE TRANSIT
SYSTEM AS WAYS TO
ENHANCE LIFE IN MARION.**

03

**74% OF RESIDENTS
AWARDED HIGH
MARKS TO
MARION'S OVERALL
ECONOMIC HEALTH**

**ALMOST ALL
RESIDENTS HAD
PURCHASED GOODS
OR SERVICES IN
MARION**

**THE ECONOMY IS AN
IMPORTANT COMMUNITY
FEATURE.**

04

**93% OF RESIDENTS
RATED THE OVERALL
FEELING OF SAFETY
IN MARION
POSITIVELY**

**83% OF
RESPONDENTS
SUPPORTED FUNDING
PUBLIC SAFETY/FIRE
& RESUCE SERVICES**

**SAFETY IS AN ASSET IN MARION
AND RESIDENTS SUPPORT
ADDITIONAL FUNDING FOR
SAFETY SERVICES.**



CITIZEN SURVEY results

THE NCSTM
The National Citizen SurveyTM

