

# Rapid City Report Card

March 7, 2011

# Rapid City Report Card

## The National Citizen Survey

### Survey Objectives

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



### Assessment Methods

- Multi-contact mailed survey
- Representative sample of 1,200 households  
456 surveys returned; 39% 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

# Rapid City Report Card

## 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

# Rapid City Report Card

- The National Citizen Survey
  - 500 jurisdictions
  - Provides information regarding community:
    - Quality of life
    - Service delivery
    - Civic participation
    - Unique issues of local interest

# **Rapid City Report Card**

## **The Goal?**

**Identify what Rapid City is doing right  
and where improvement is needed.**

# Results

## Overall

- Overall Quality of Life – Rated 'excellent' or 'good' by 71% of respondents
- 79% believe Rapid City is a 'good' or 'excellent' place to live
- 82% are 'very likely' or 'somewhat likely' to stay in Rapid City for the next five years

# Results

## Community characteristics

- Most favorable rating:
  - Opportunities to participate in religious or spiritual events or activities
  - Opportunities to volunteer
  
- Least positive rating:
  - Employment opportunities
  - Amount of public parking

# Results

## Civic Engagement

- 28% have attended a meeting of local elected public officials or other local public meeting
- 96% have provided help to a friend or neighbor
- 61% have volunteered time to a group or activity in Rapid City



# Results

## Local Government

- 65% rated the City Services as 'good' or 'excellent'
- 73% rated the overall impression of City employees as 'excellent' or 'good'

# Results

## City Services

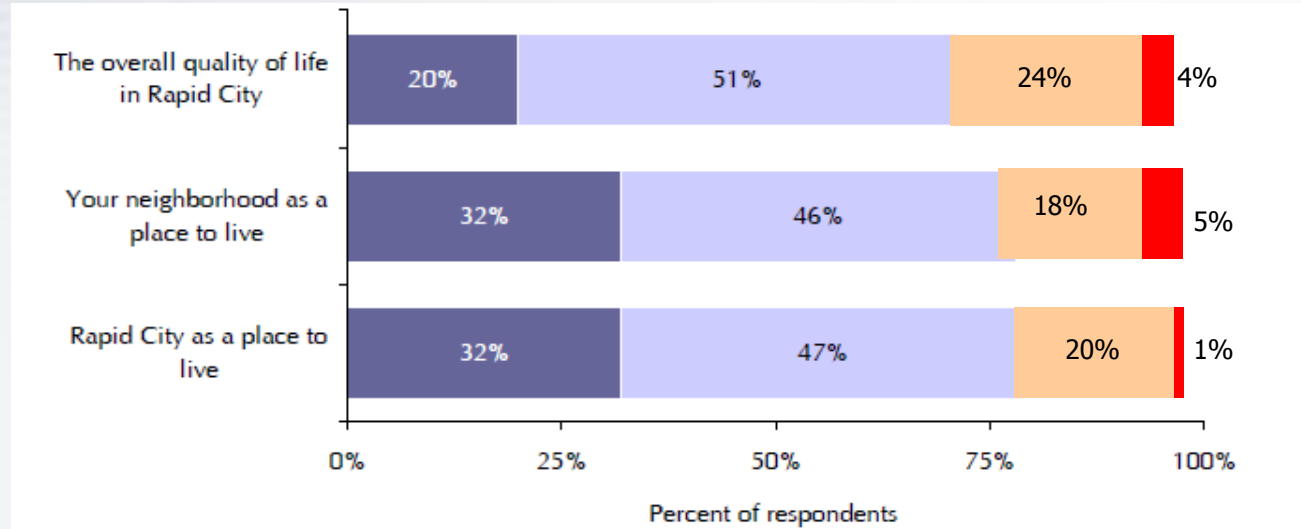
### Key Driver Analysis

- Identifies services that have the greatest likelihood of influencing residents' opinions about overall service quality
  - Police Services
  - Preservation of Natural Areas
  - Economic Development

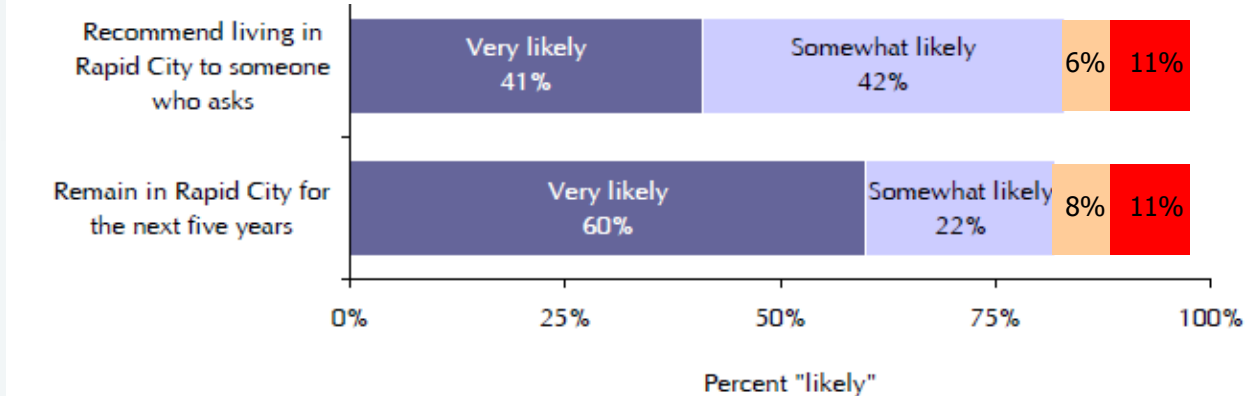
# Results - Overall Community Quality

RATINGS OF OVERALL COMMUNITY QUALITY

Excellent    Good    Fair    Poor



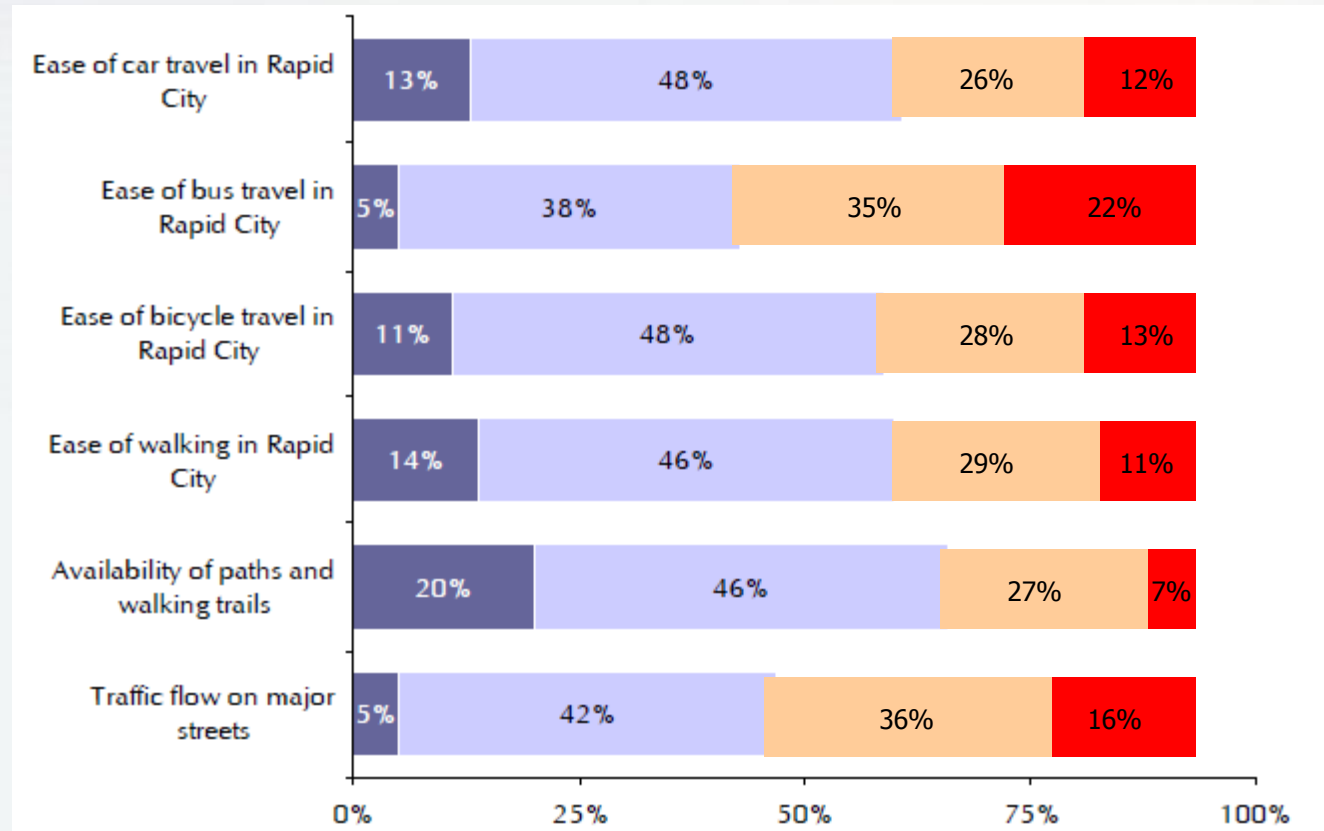
LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



# Results – Community Design: Transportation

Excellent    Good    Fair    Poor

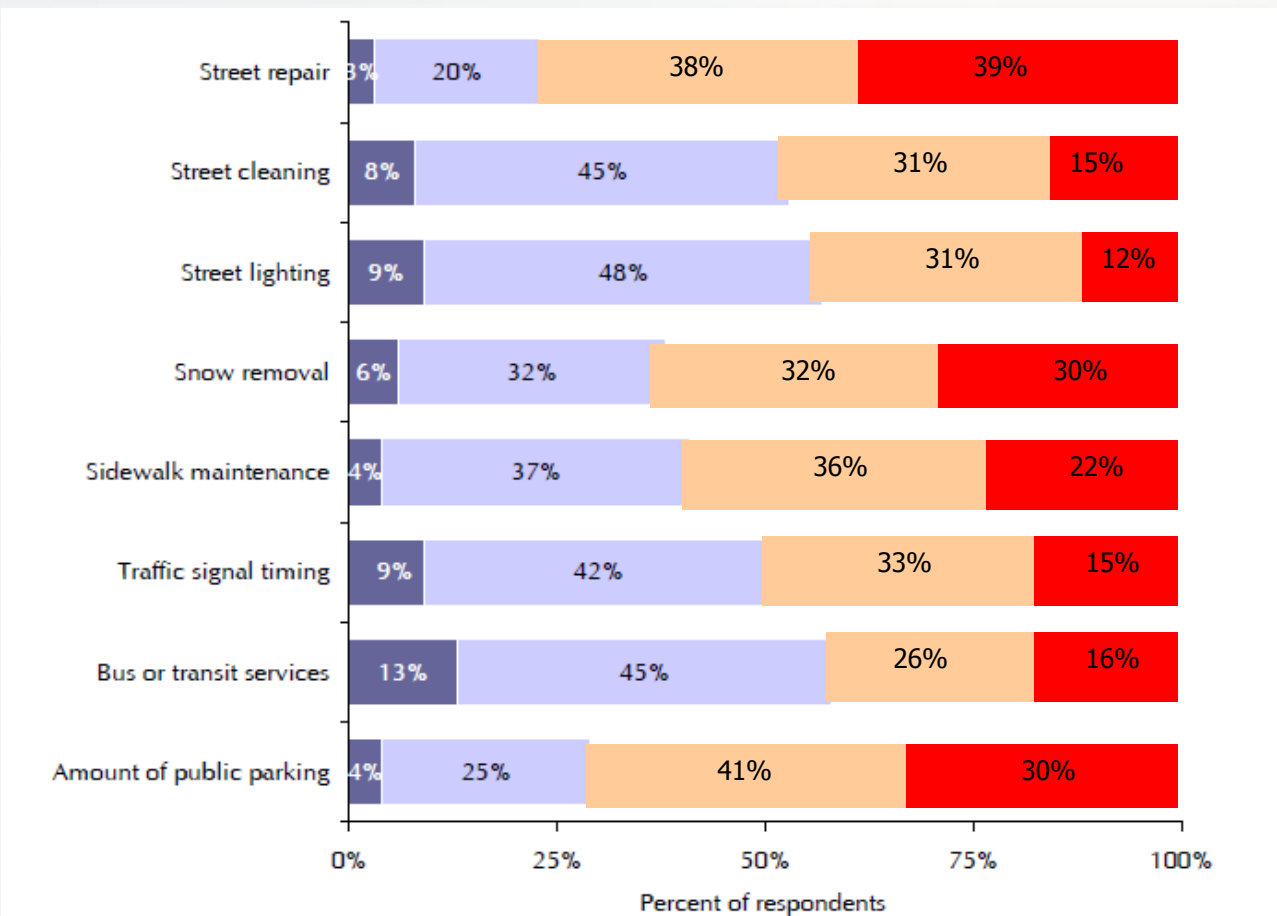
RATINGS OF TRANSPORTATION IN COMMUNITY



# Results – Community Design: Transportation

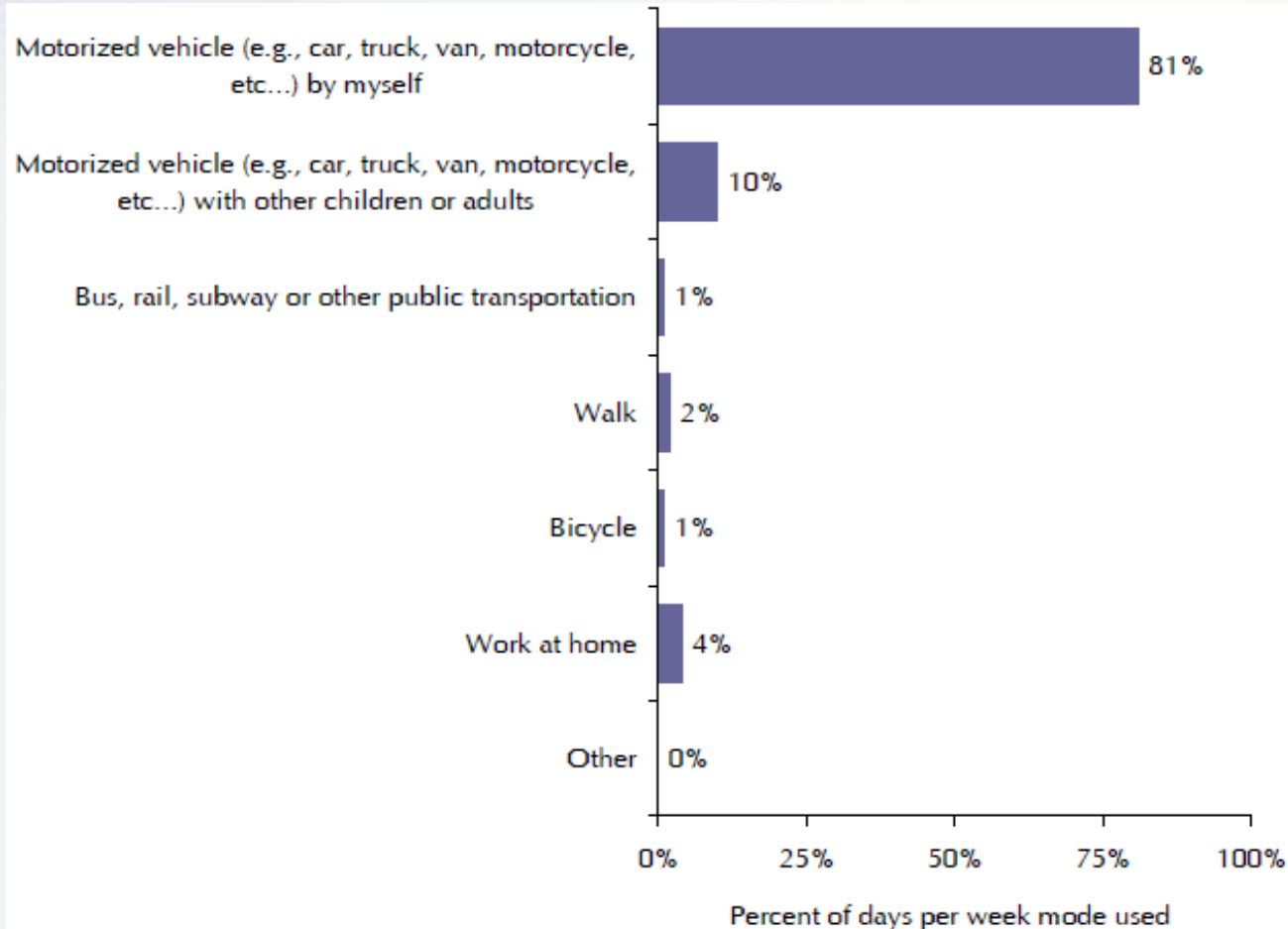
Excellent    Good    Fair    Poor

RATINGS OF TRANSPORTATION AND PARKING SERVICES



# Results – Community Design: Transportation

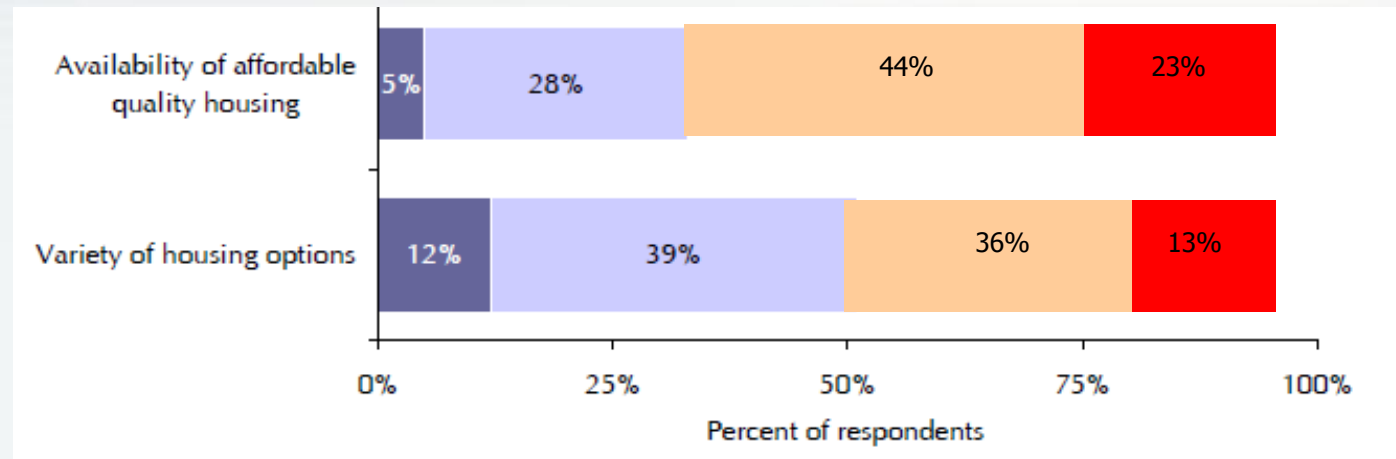
MODE OF TRAVEL USED FOR WORK COMMUTE



# Results – Community Design: Housing

Excellent    Good    Fair    Poor

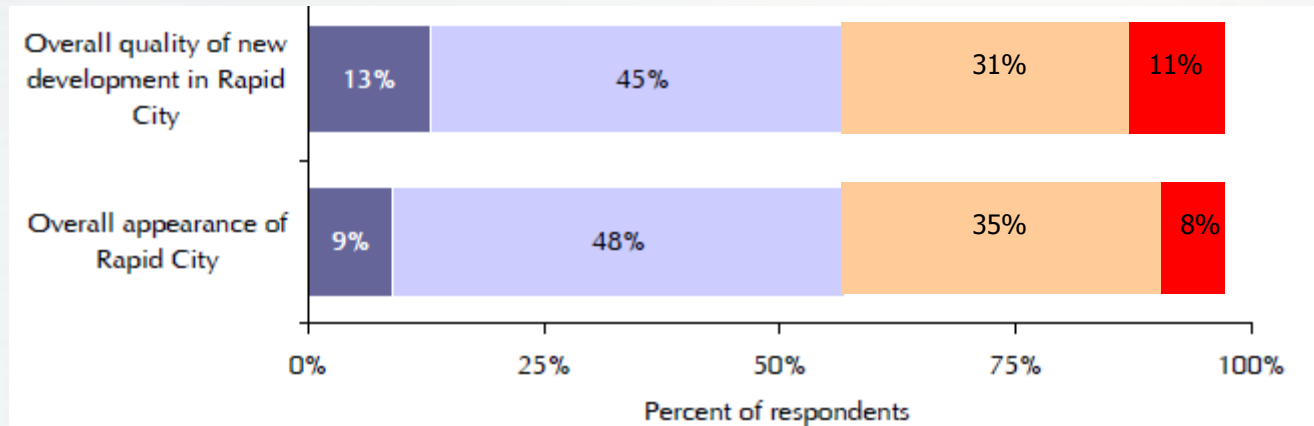
RATINGS OF HOUSING IN COMMUNITY



# Results - Community Design: Land Use and Zoning

Excellent    Good    Fair    Poor

RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

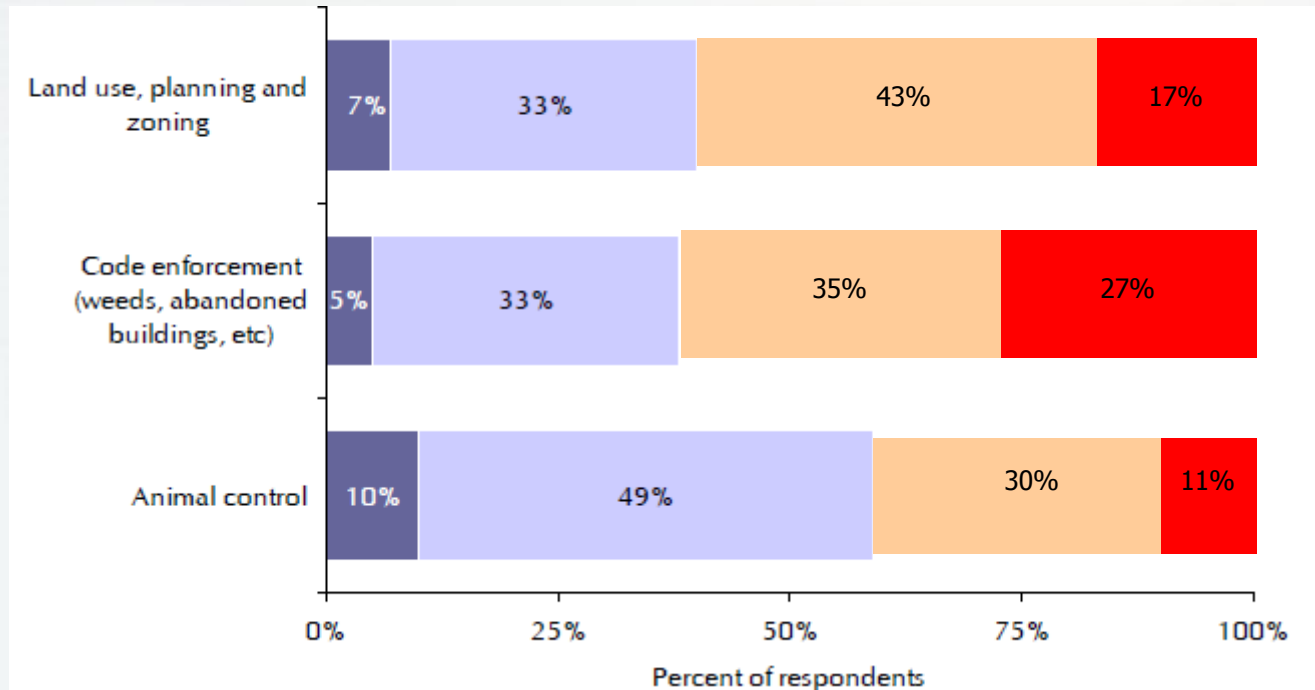




# Results - Community Design: Land Use and Zoning

Excellent    Good    Fair    Poor

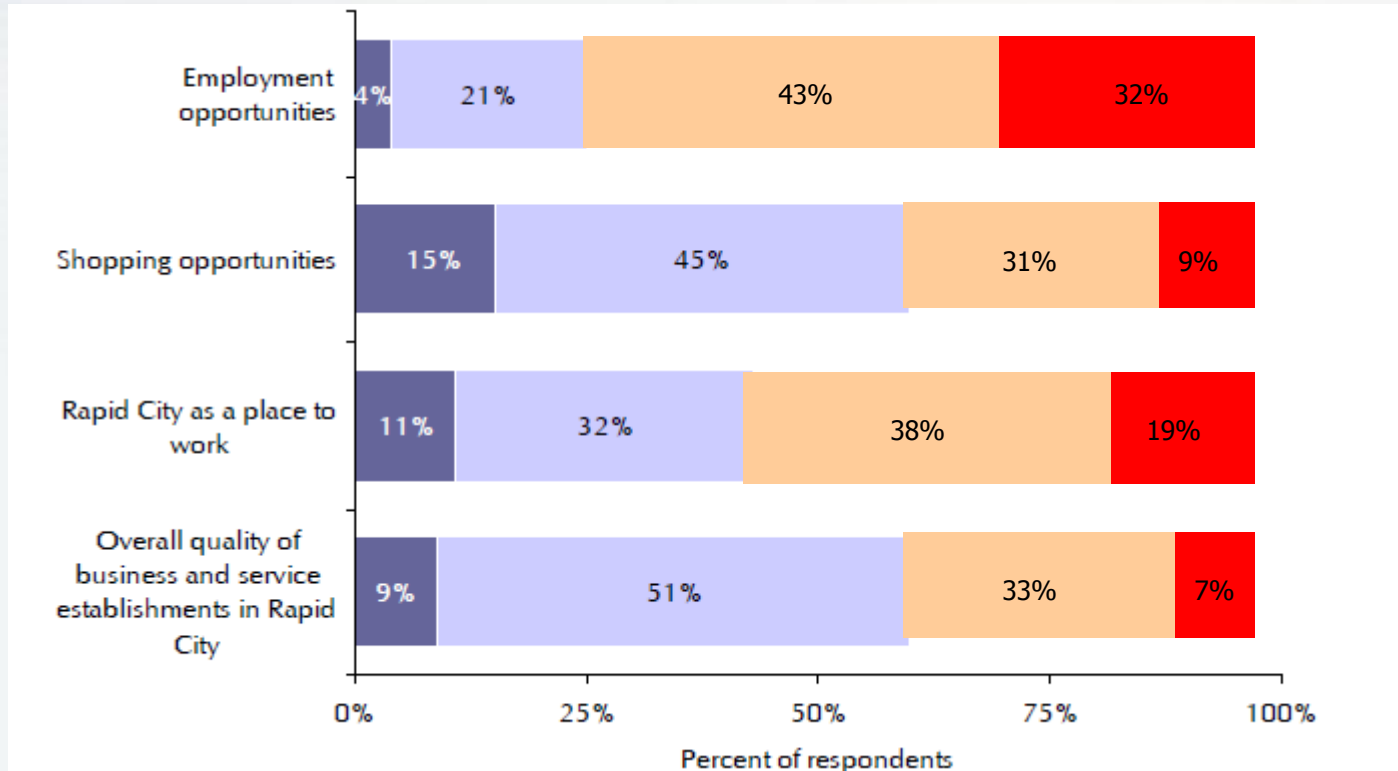
RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES



# Results – Economic Sustainability

Excellent    Good    Fair    Poor

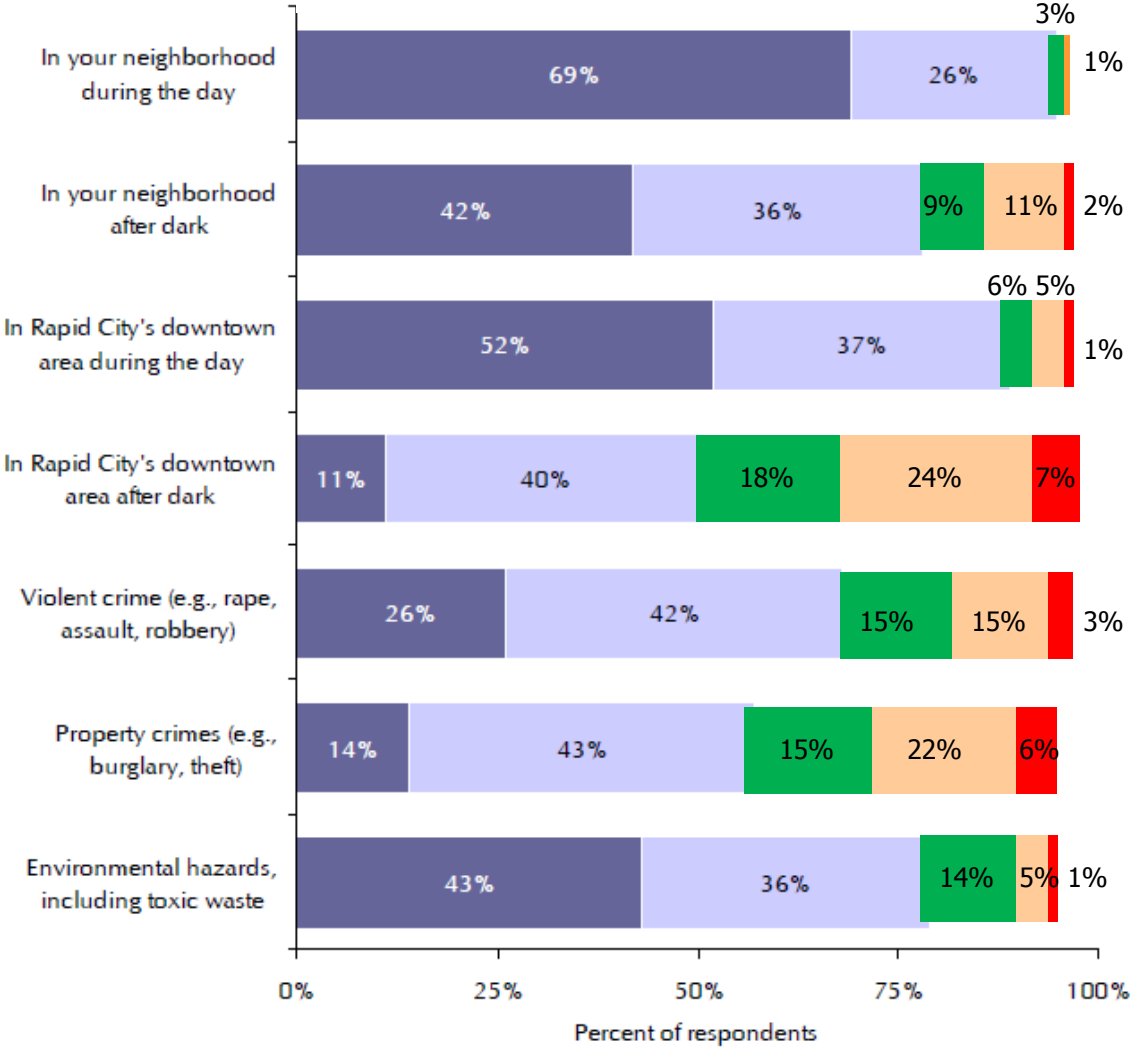
RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES



# Results – Public Safety

Very Safe    Somewhat Safe    Neither    Somewhat Unsafe    Very Unsafe

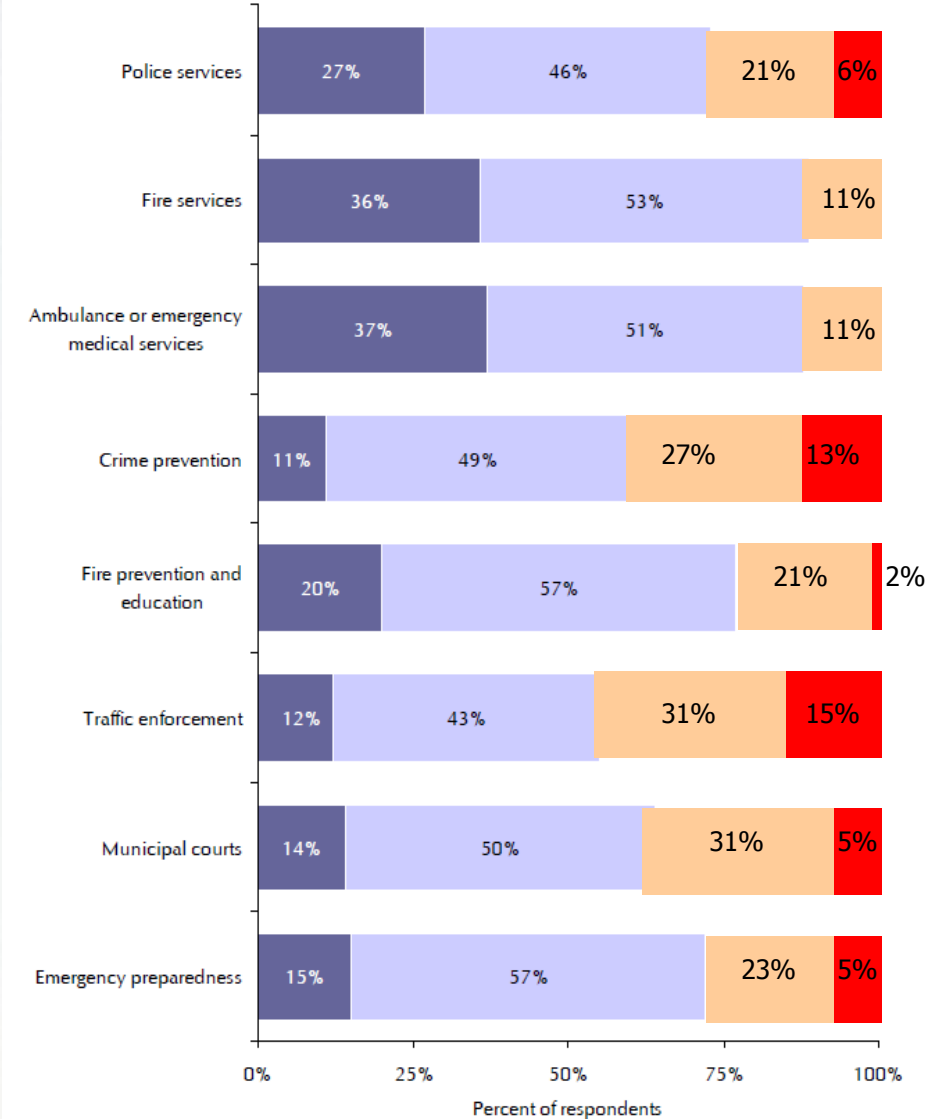
RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY



# Results – Public Safety

Excellent    Good    Fair    Poor

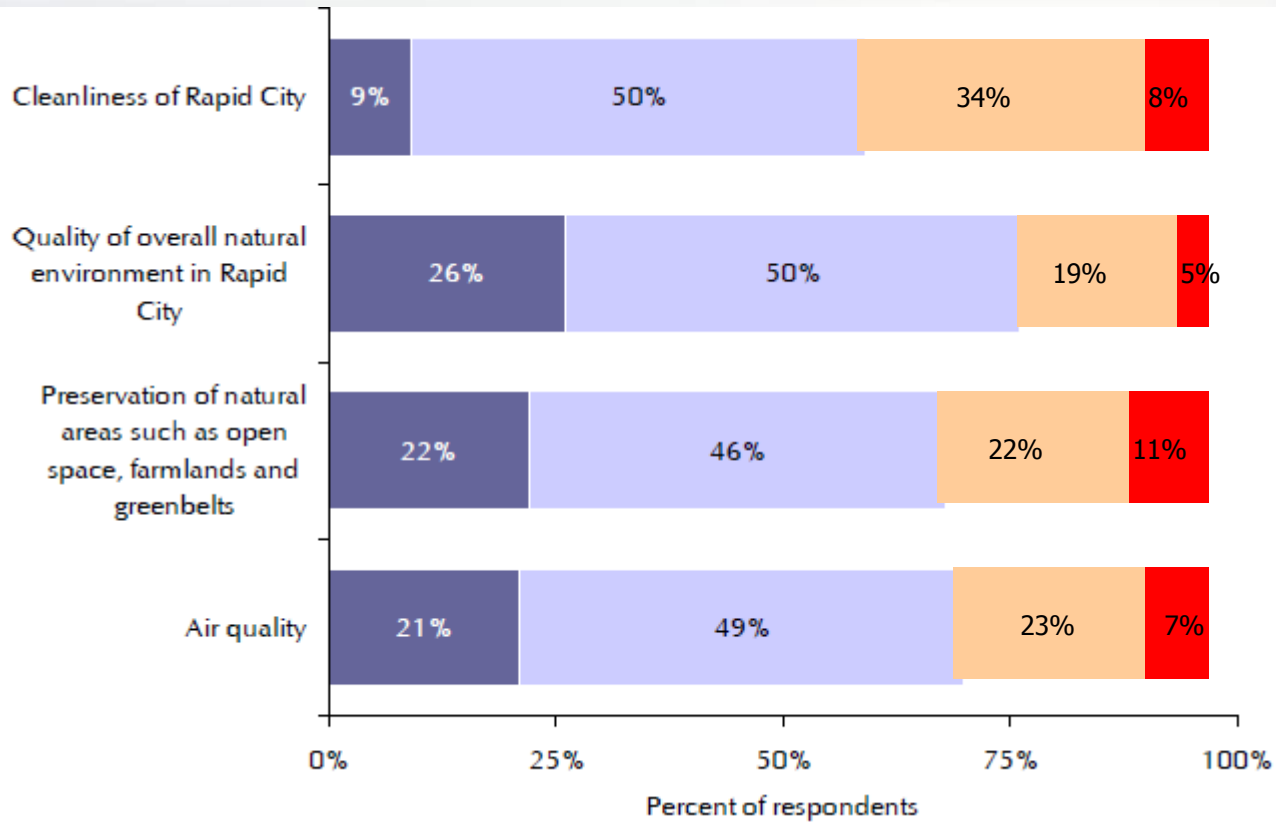
RATINGS OF PUBLIC SAFETY SERVICES



# Results – Environmental Sustainability

RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

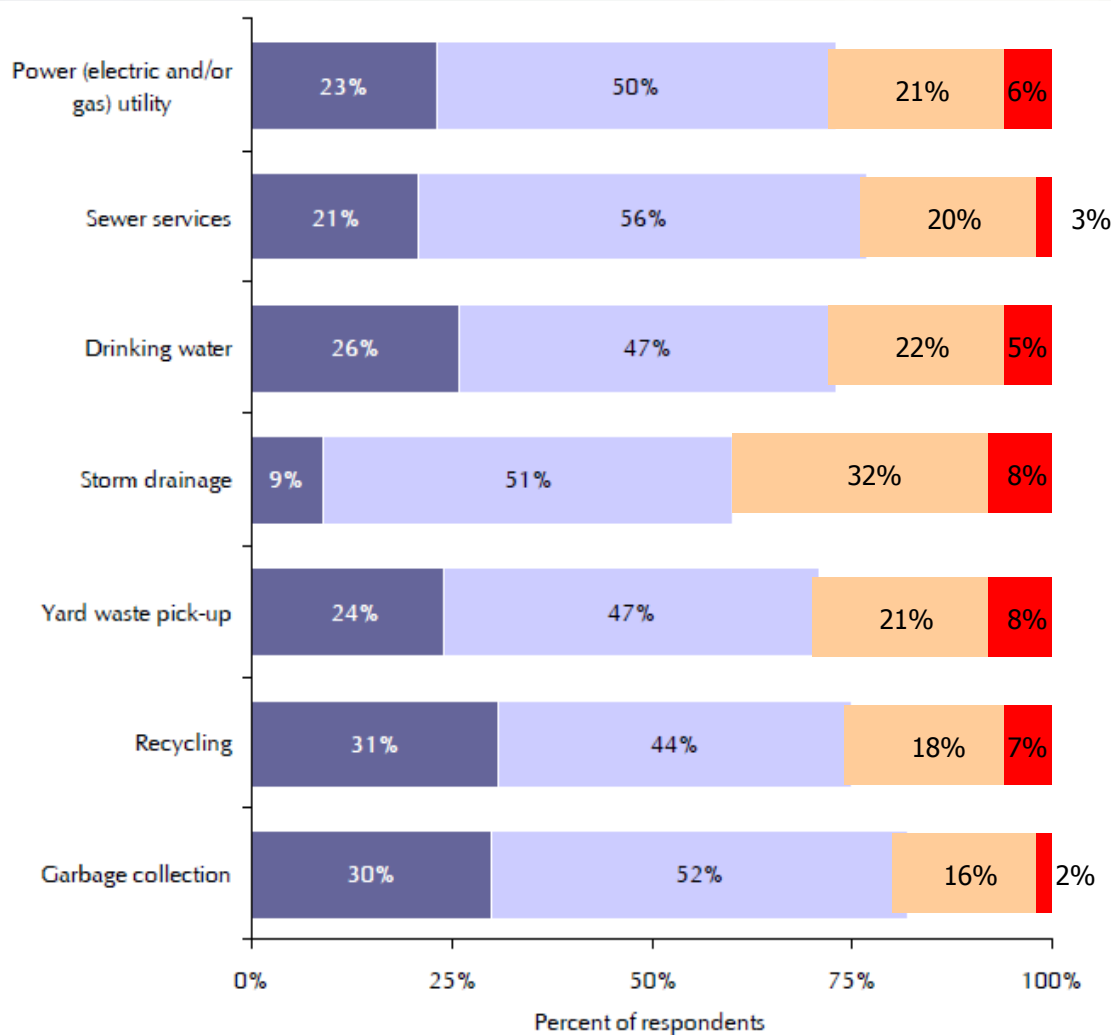
Excellent    Good    Fair    Poor



# Results – Environmental Sustainability

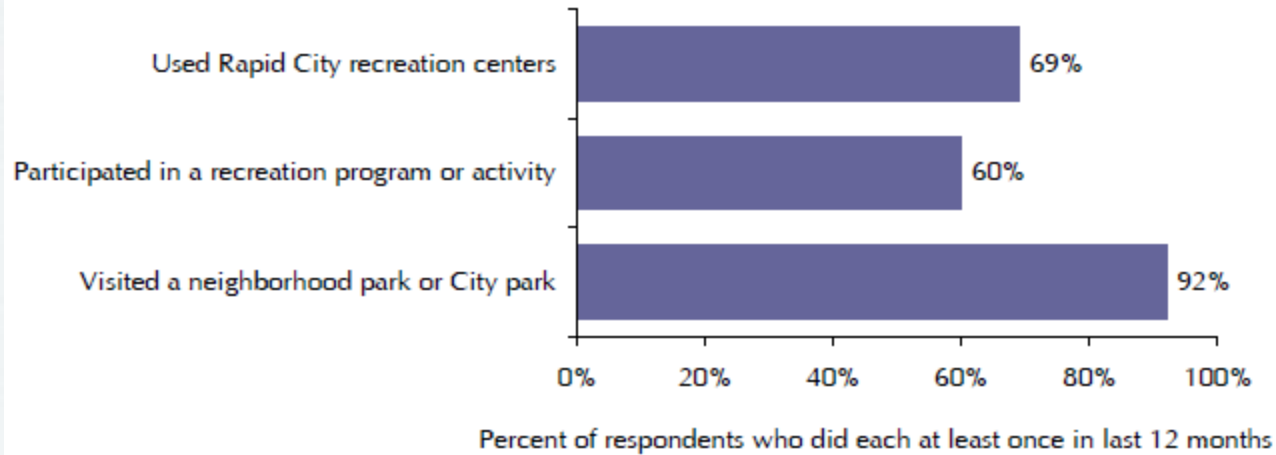
Excellent    Good    Fair    Poor

RATINGS OF UTILITY SERVICES



# Results – Recreation and Wellness: Parks and Recreation

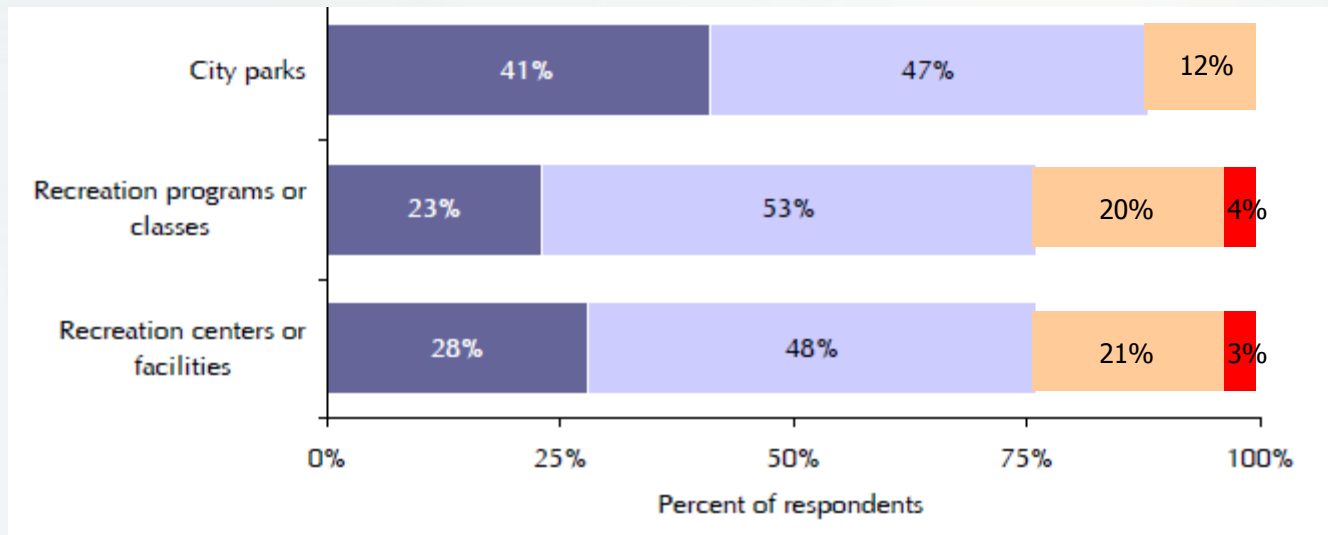
PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES



# Results – Recreation and Wellness: Parks and Recreation

Excellent    Good    Fair    Poor

RATINGS OF PARKS AND RECREATION SERVICES

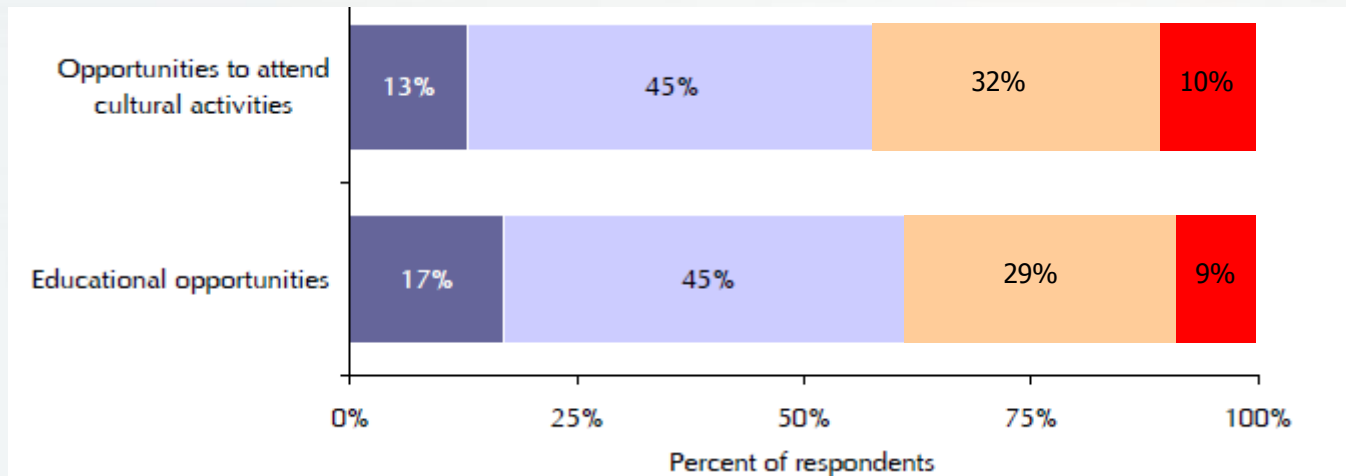




# Results – Recreation and Wellness: Culture, Arts and Education

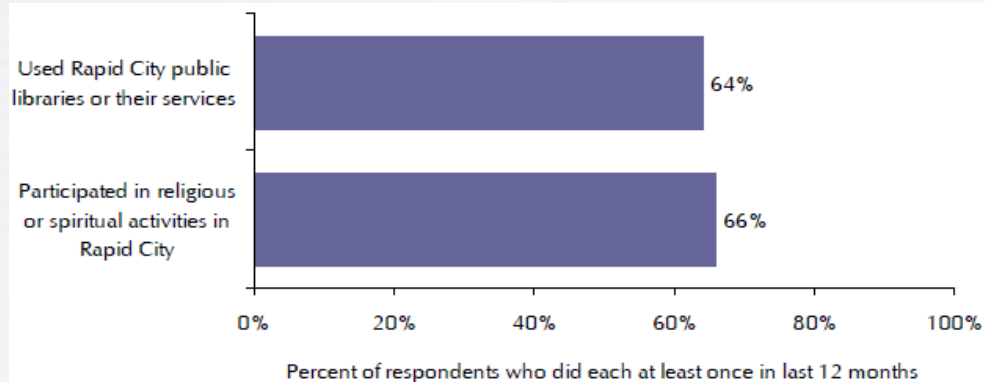
Excellent    Good    Fair    Poor

RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

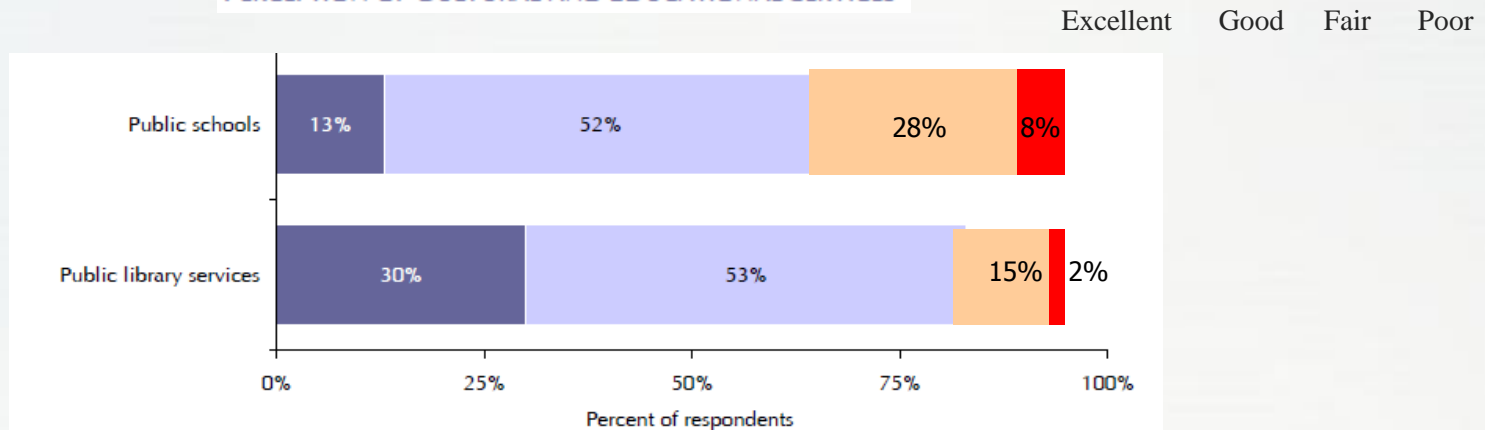


# Results – Recreation and Wellness: Culture, Arts and Education

## PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES



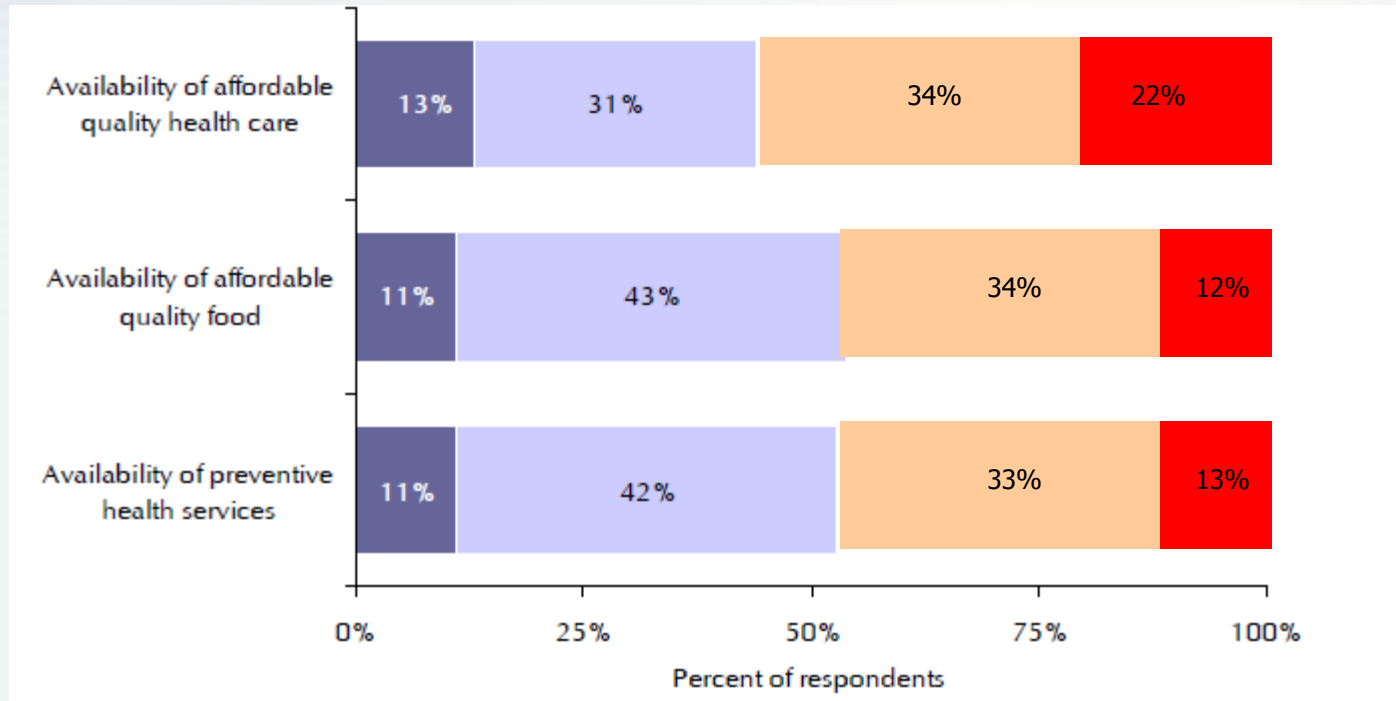
## PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES



# Results – Recreation and Wellness: Health and Wellness

RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

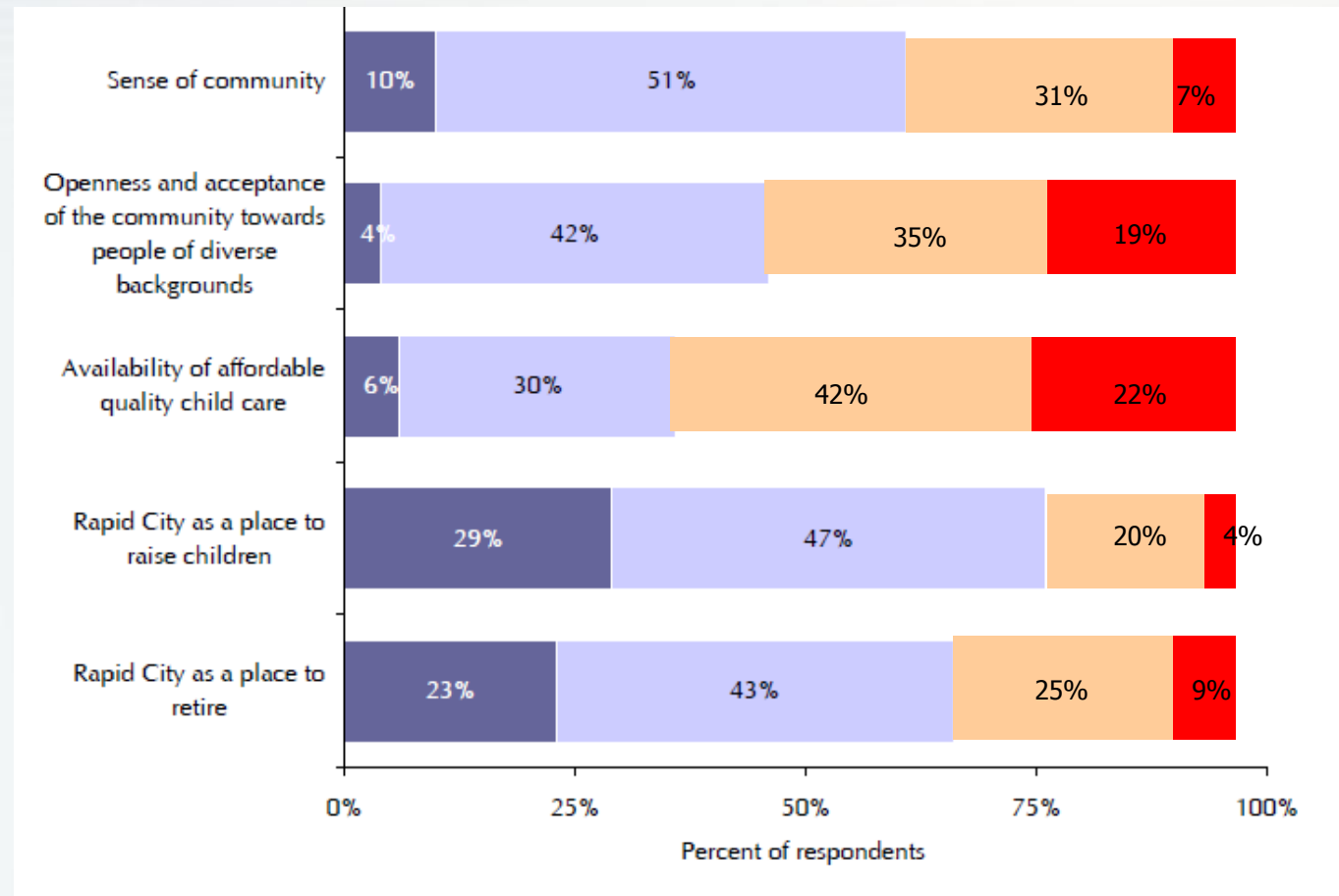
Excellent    Good    Fair    Poor



# Results – Community Inclusiveness

Excellent    Good    Fair    Poor

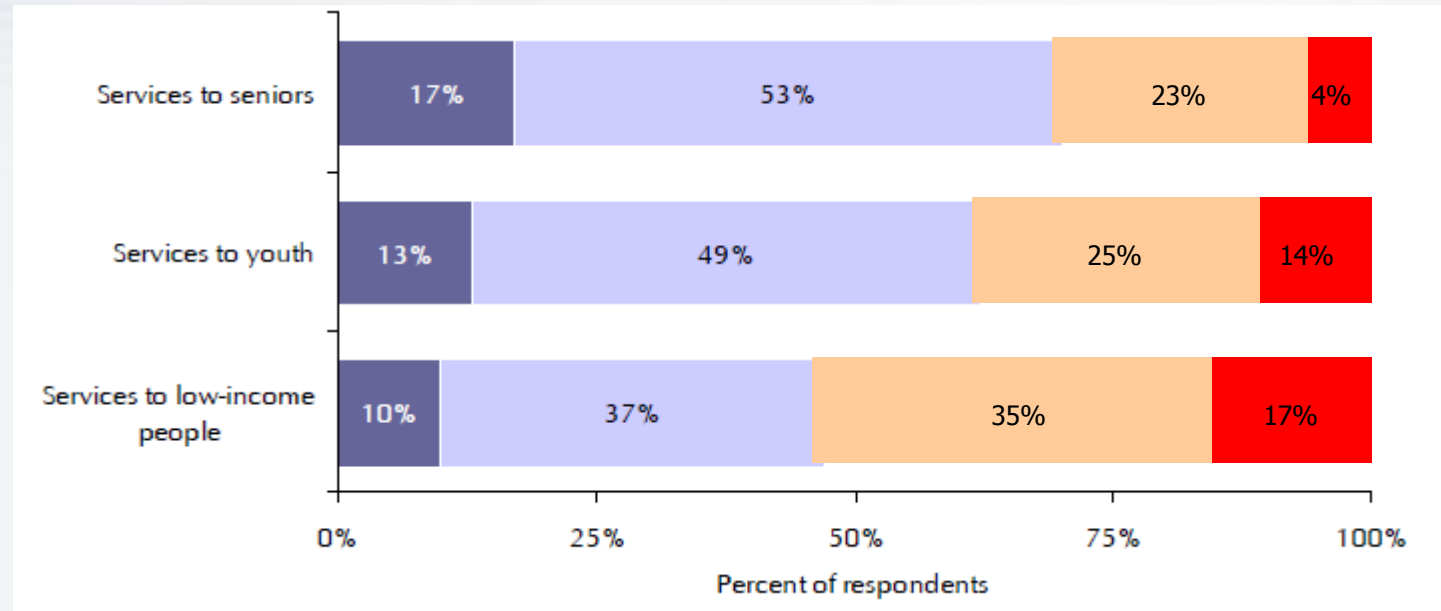
RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS



# Results – Community Inclusiveness

Excellent    Good    Fair    Poor

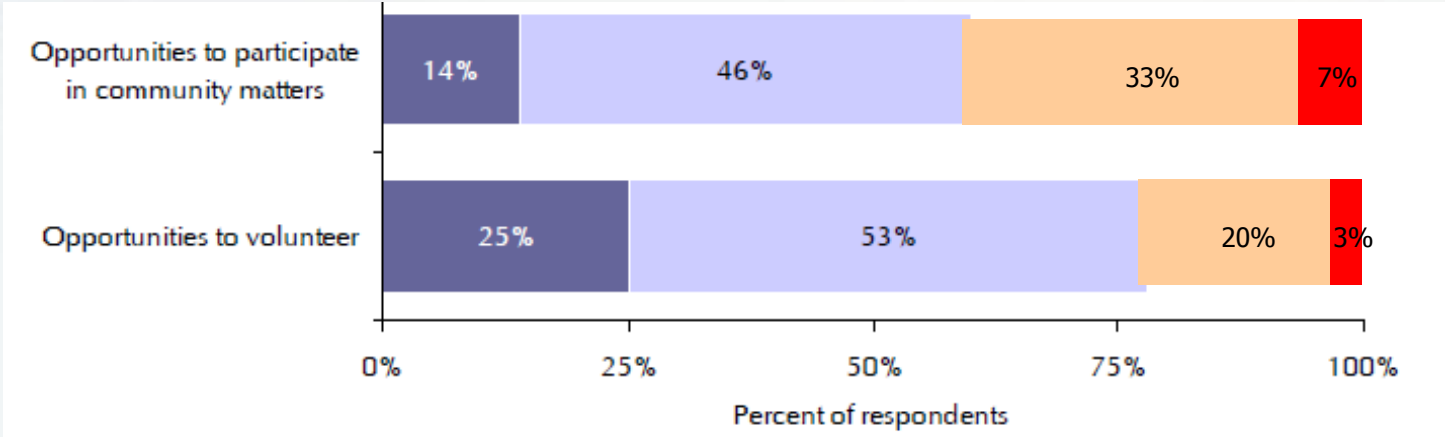
RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS



# Results – Civic Engagement: Civic Activity

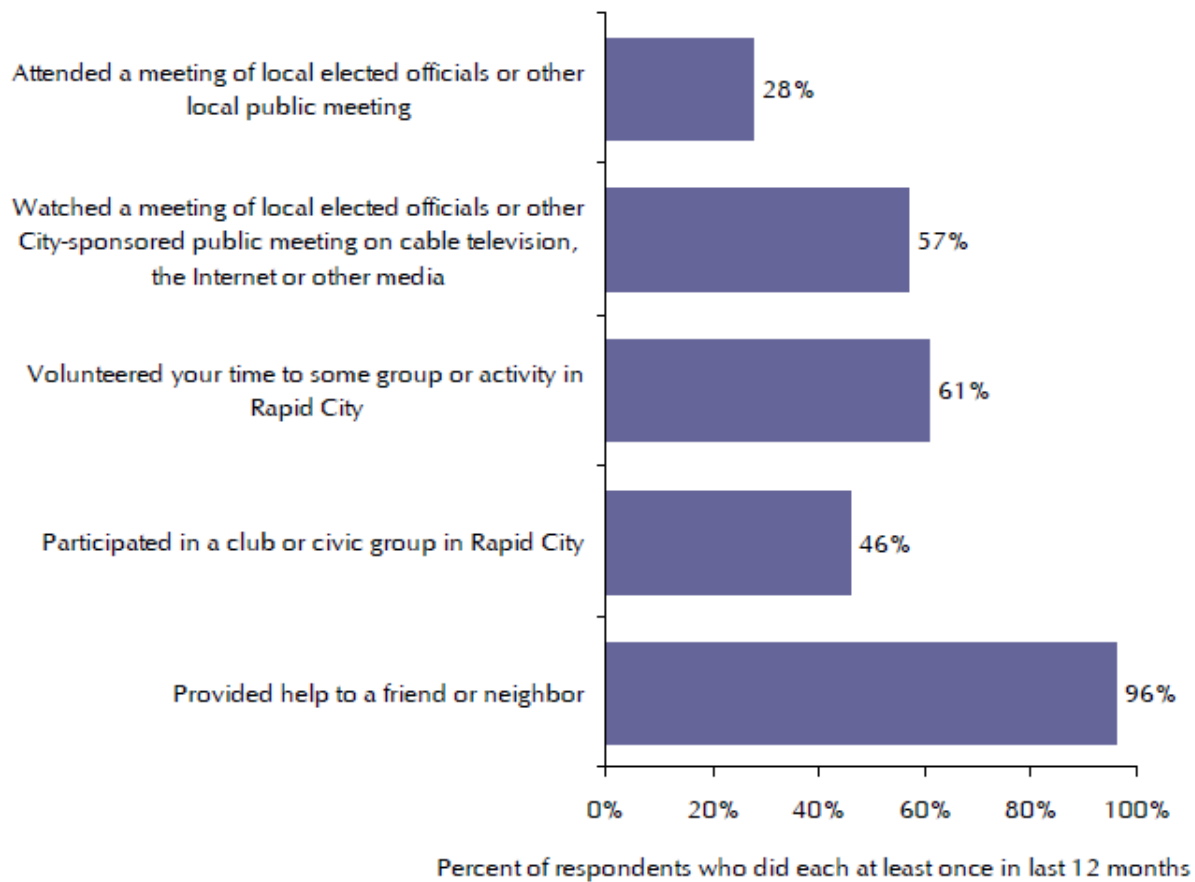
Excellent    Good    Fair    Poor

RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES



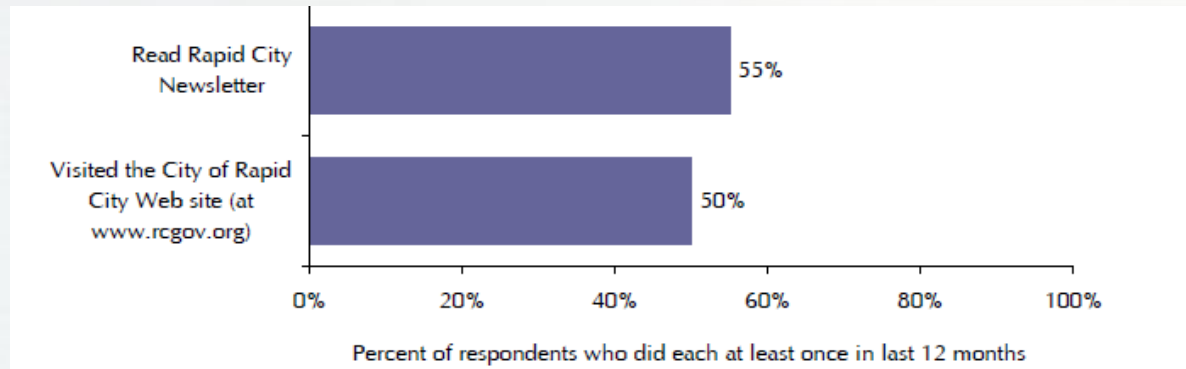
# Results – Civic Engagement: Civic Activity

## PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

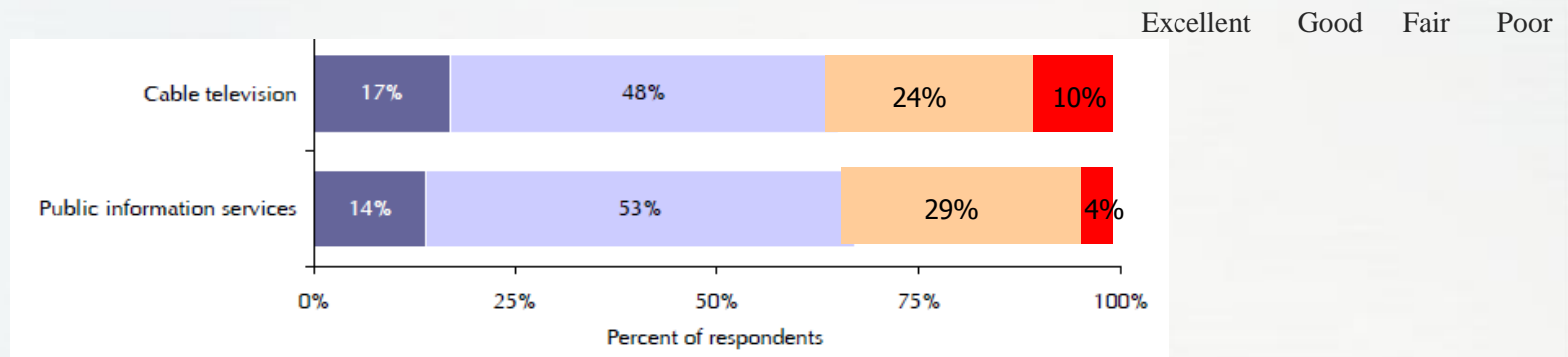


# Results – Civic Engagement: Information and Awareness

## USE OF INFORMATION SOURCES



## RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

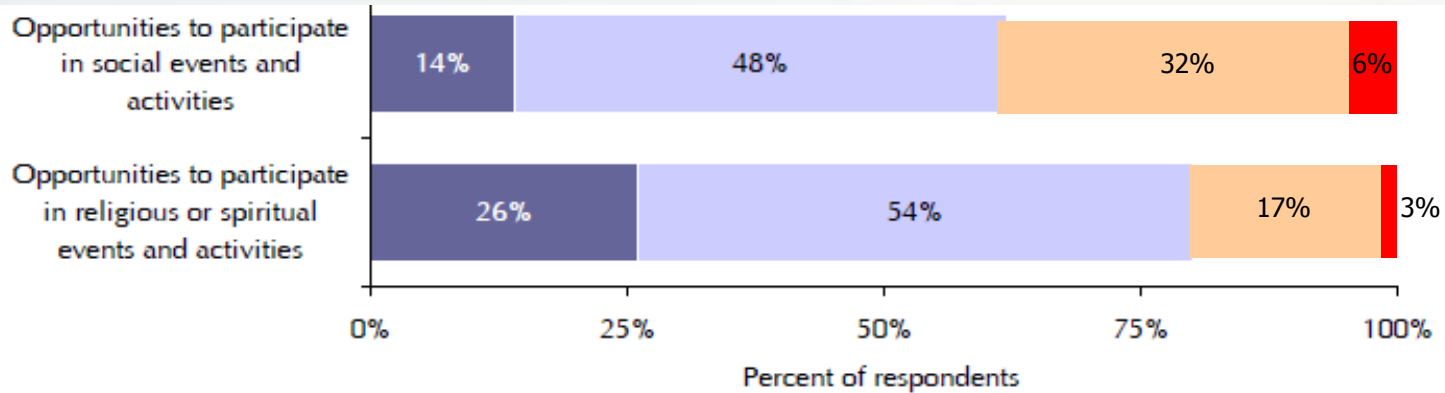




# Results – Civic Engagement: Social Engagement

Excellent    Good    Fair    Poor

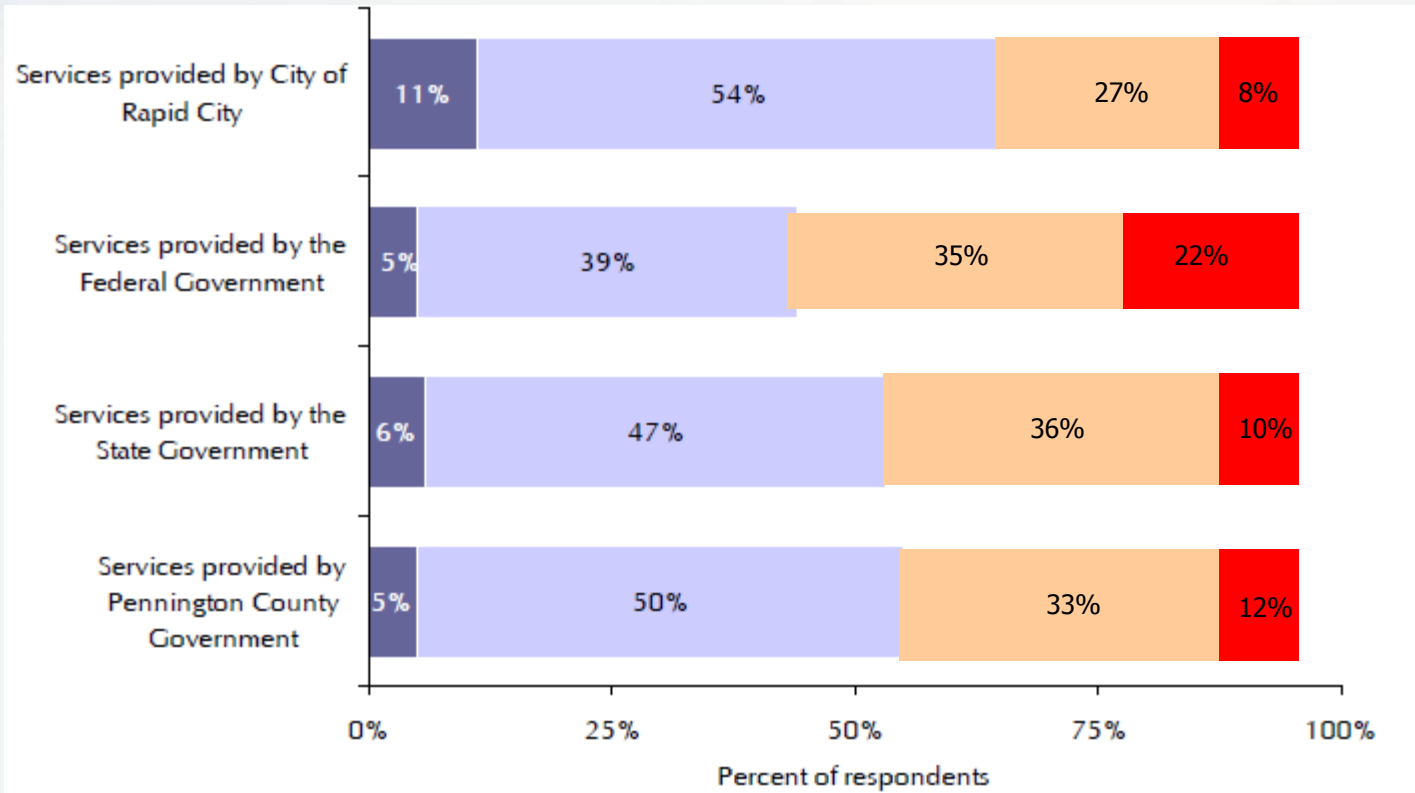
RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES



# Results – Public Trust

RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

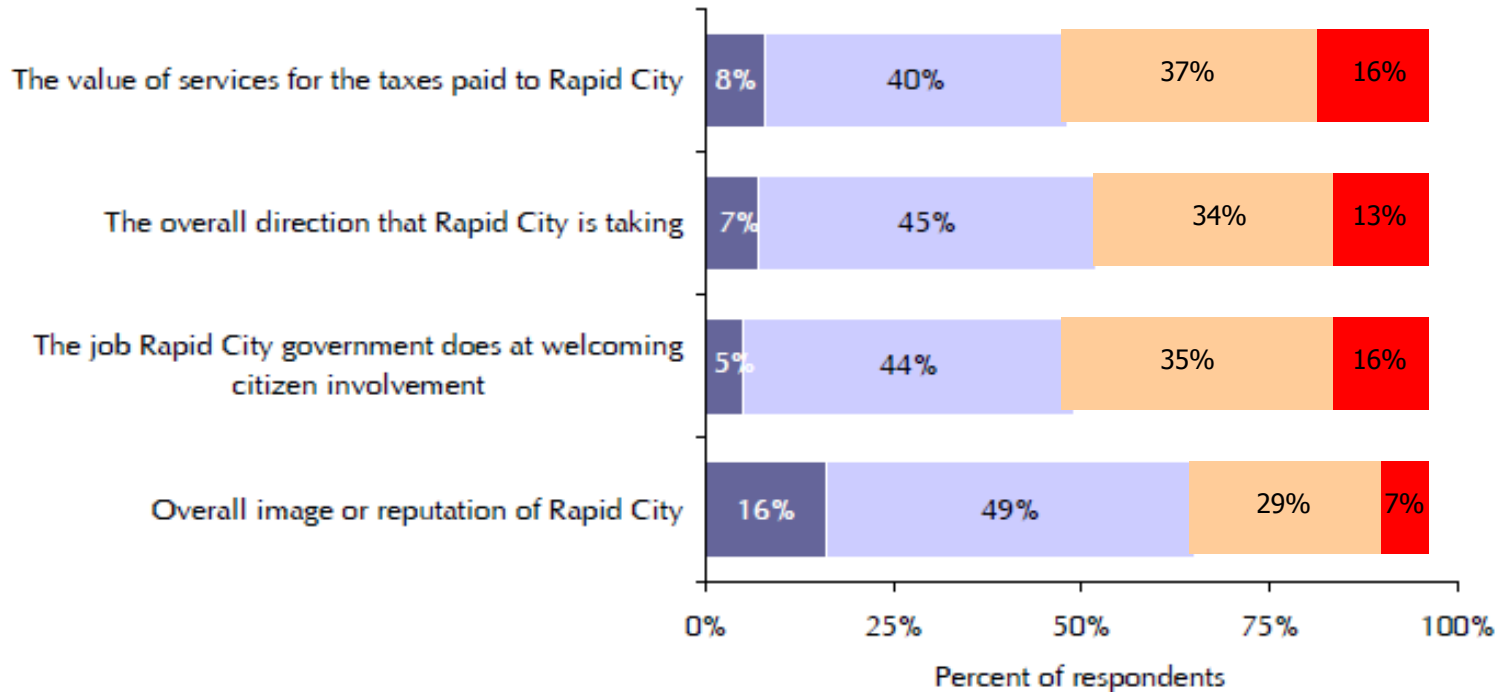
Excellent    Good    Fair    Poor



# Results – Public Trust

Excellent    Good    Fair    Poor

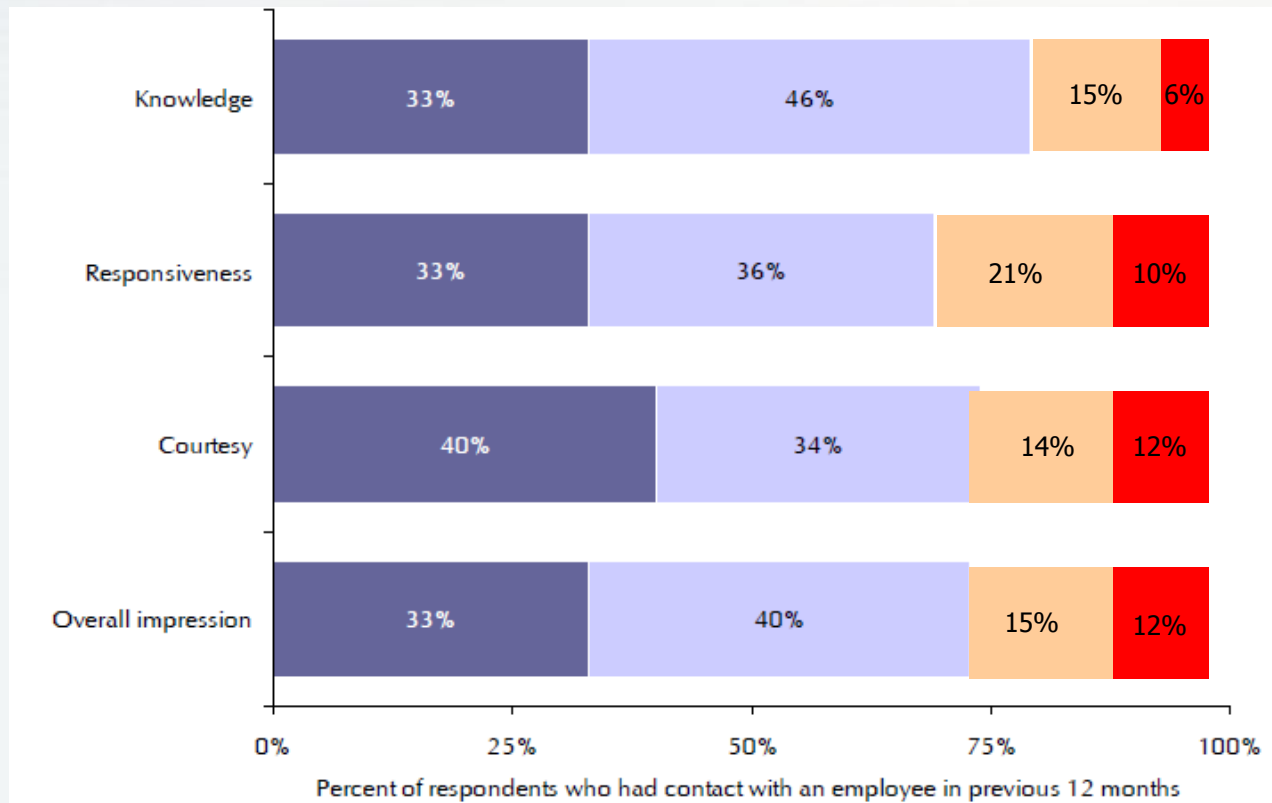
PUBLIC TRUST RATINGS



# Results – Public Trust: City of Rapid City Employees

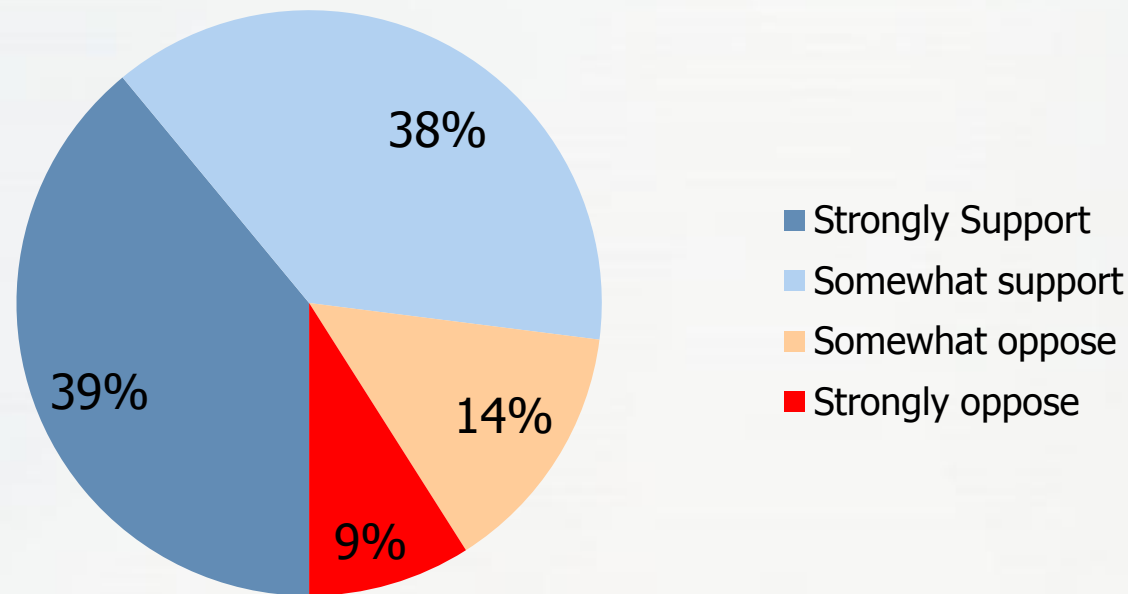
Excellent Good Fair Poor

RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)



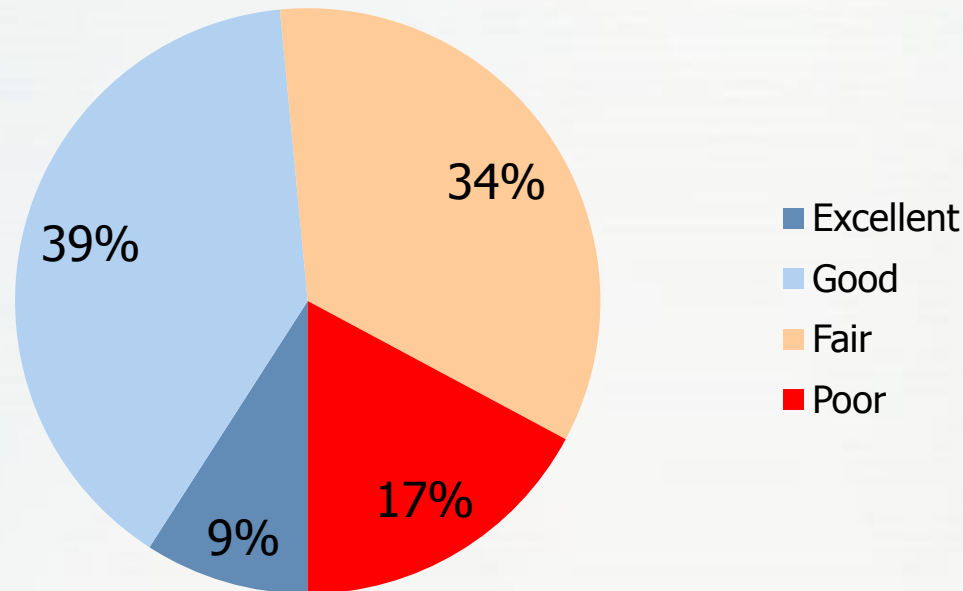
# Results – Policy Questions

The City has recently increased its efforts to revitalize the downtown area for economic development and tourism. To what extent do you support or oppose these efforts?



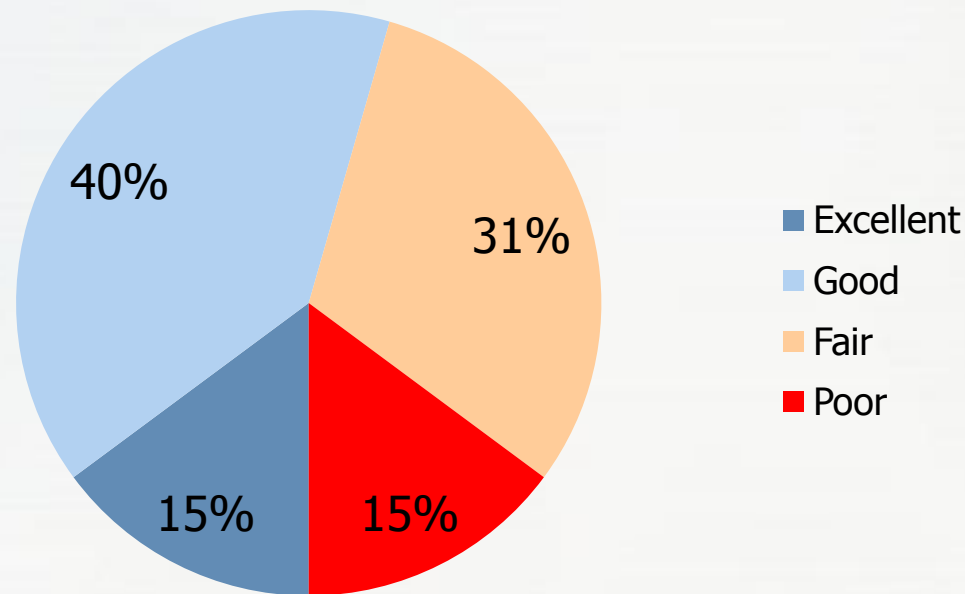
# Results – Policy Questions

Please rate the job the City has done at controlling expenses during the current economic downturn.



# Results – Policy Questions

Rapid City's 2012 Program uses sales tax money to pay for various projects and improvements in Rapid City (including the civic center, airport improvements and the Dahl Fine Arts Center). Please rate the job the City had done using the 2012 Program funds.



# Results

## City Services

- 38 available comparisons to national benchmark

Rapid City Rated:

Above – 11

Similar – 19

Below – 8



# Community - Above the Benchmark

- Ease of bicycle travel in Rapid City
- Availability of paths and walking trails
- Shopping opportunities
- Safety in your neighborhood during the day
- Safety in your neighborhood after dark
- Environmental hazards, including toxic waste
- Quality of overall natural environment in Rapid City
- Opportunities to volunteer
- Services provided by State Government

# City – Above the Benchmark

- Emergency preparedness
- Preservation of natural areas
- Sewer services
- Drinking water
- Recycling
- City parks
- Recreation programs or classes
- Recreation centers or facilities
- Services to seniors
- Services to low income people
- Cable television

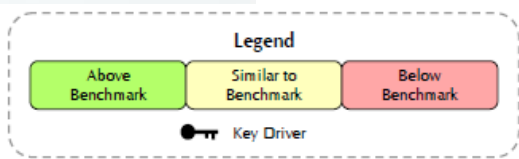
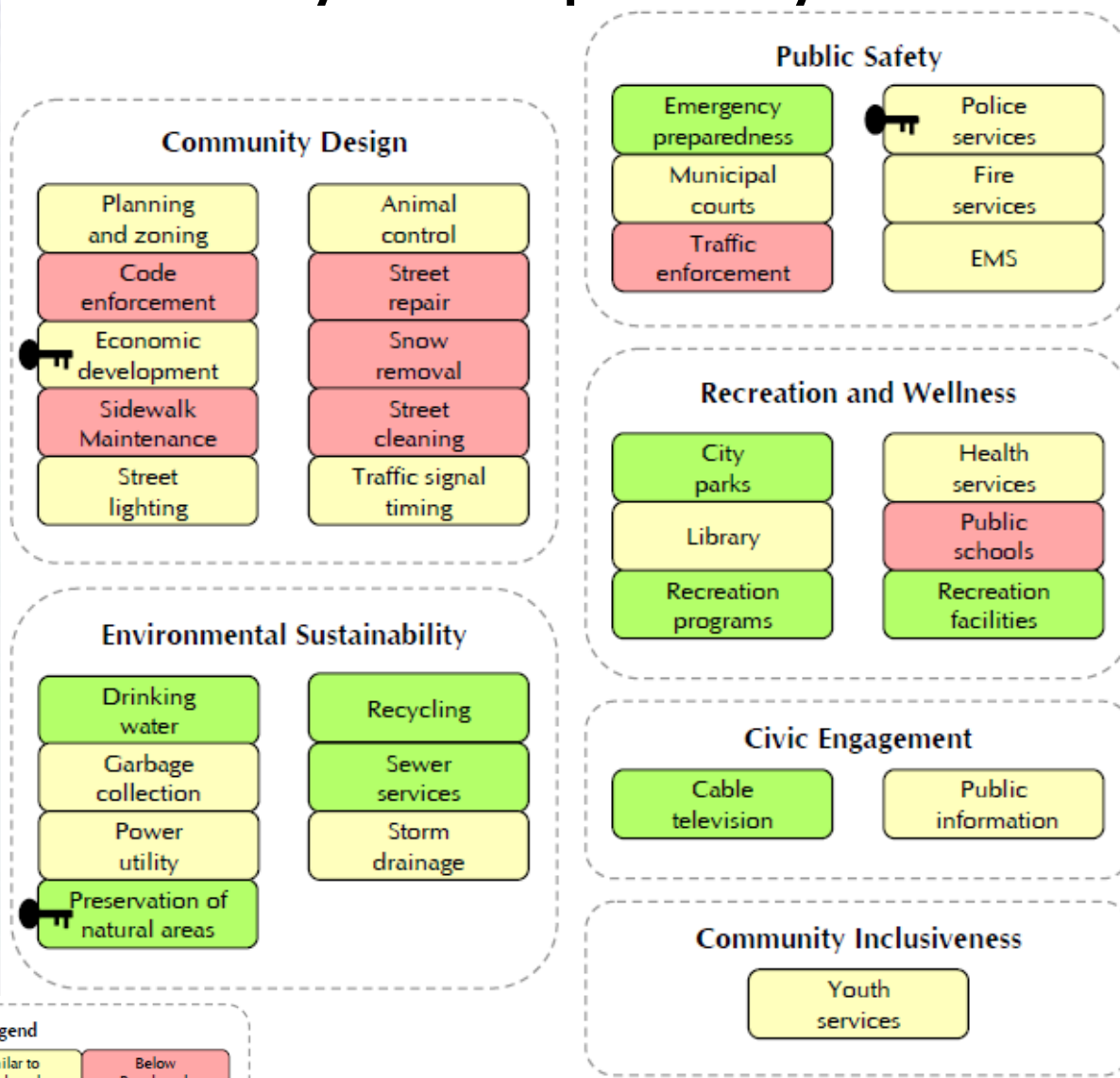
# Community - Below the Benchmark

- Overall quality of life in Rapid City
- Recommend living in Rapid City to someone who asks
- Variety of housing options
- Overall appearance of Rapid City
- Employment Opportunities
- Rapid City as a place to work
- Safety in Rapid City's downtown area after dark
- Violent crime (e.g. rape, assault, robbery)
- Cleanliness of Rapid City
- Availability of affordable quality food
- Openness and acceptance of the community toward people of diverse backgrounds
- Availability of affordable quality child care

# City – Below the Benchmark

- Street Repair
- Street Cleaning
- Snow Removal
- Sidewalk Maintenance
- Amount of Public Parking
- Code Enforcement (weeds, abandoned buildings, etc.)
- Public Schools
- Crime Prevention
- Traffic Enforcement
- Services provided by the City of Rapid City

# Results – Overall Quality of City of Rapid City Services



***"When performance is measured,  
performance improves."***

***"When performance is measured and reported  
back, the rate of improvement accelerates."***

*Thomas S. Monson*