

**THE NCS**<sup>TM</sup>  
The National Community Survey<sup>TM</sup>

# Kingman, AZ

Community Livability Report

2019



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# About

The National Community Survey™ (The NCS™) report is about the “livability” of Kingman. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

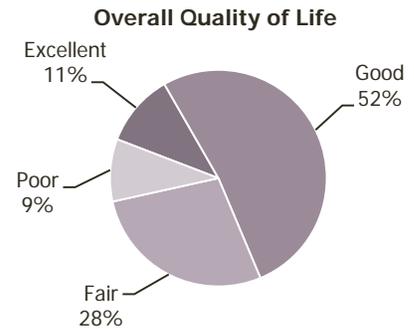
Great communities are partnerships of the government, private sector, community-based organizations, and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance, and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment, and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 472 residents of the City of Kingman. The margin of error around any reported percentage is 5% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Kingman

A majority of residents (63%) rated the quality of life in Kingman as excellent or good. This rating was lower than the national benchmark comparison (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance, and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

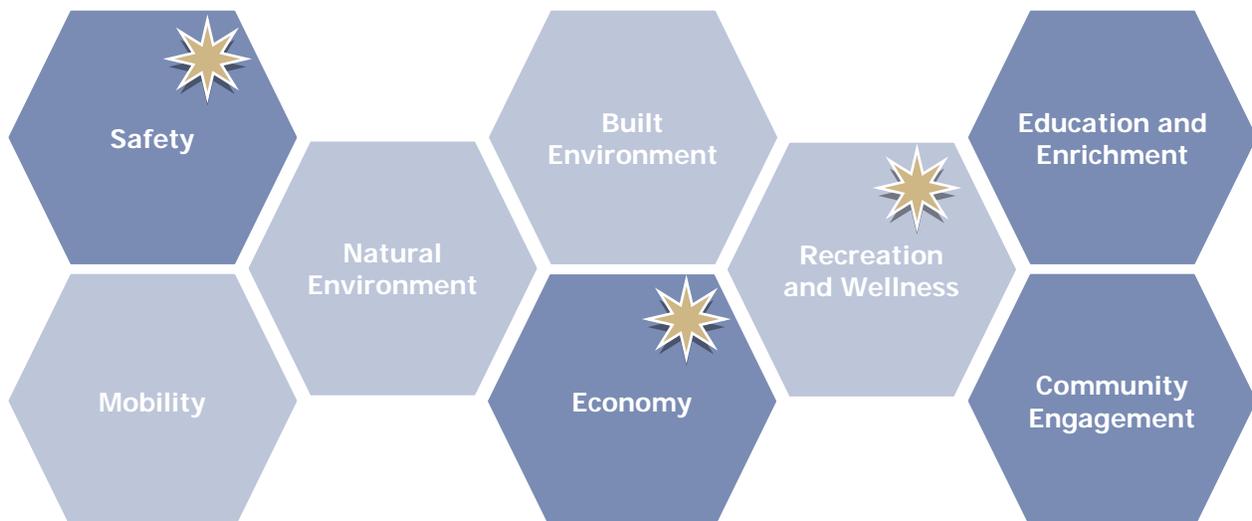
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety, Economy, and Recreation and Wellness as priorities for the Kingman community in the coming two years. Ratings for Mobility, Natural Environment, Built Environment, and Recreation and Wellness were lower than the national averages, while evaluations for the remaining facets were on par with national comparison communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance, and Participation and ending with results for Kingman’s unique questions.

## Legend

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

- Most important



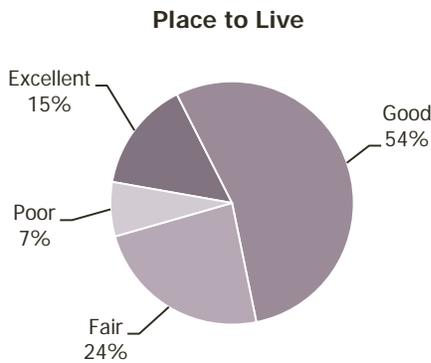
# Community Characteristics

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

Overall quality of community life represents the natural ambience, services, and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Kingman, 69% rated the city as an excellent or good place to live. Respondents' ratings of Kingman as a place to live were lower than ratings in other communities across the nation, but similar to 2018 ratings.

In addition to rating the city as a place to live, respondents rated several aspects of community quality. About three-quarters of residents gave positive ratings to their neighborhood as a place to live and Kingman as a place to retire, which were similar to comparison communities. Less than half of residents gave favorable marks to the overall appearance of the city, Kingman as a place to raise children, and the city's overall image or reputation; these ratings were lower than the national benchmarks.

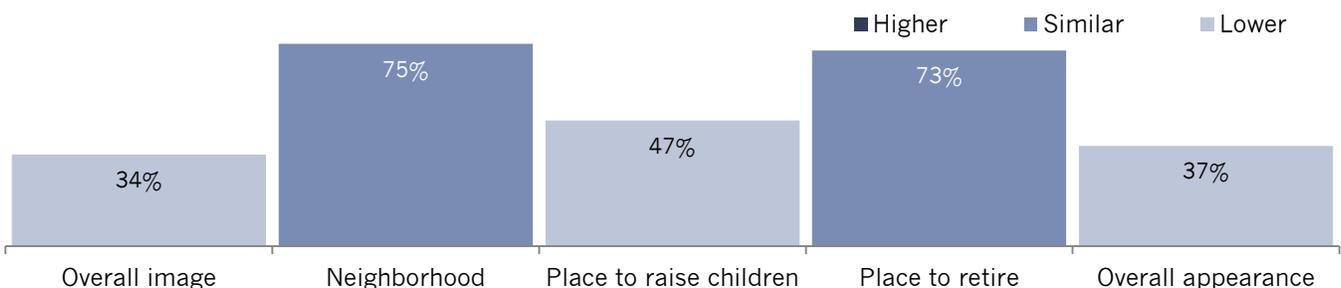
Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Generally, ratings across the different facets tended to be similar to or lower than the national comparisons. Areas where Kingman had reviews that were positive and on par with the national benchmarks included residents' feelings of safety in their neighborhoods and in the downtown/commercial area, overall ease of travel, and air quality, among others. In 2019, more respondents assigned favorable marks to employment opportunities, than in 2018.



Most aspects related to Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment, and Community Engagement received ratings lower than the national benchmarks. In 2019, fewer community members had positive evaluations of ease of travel by public transportation, air quality, and K-12 education than in 2018.

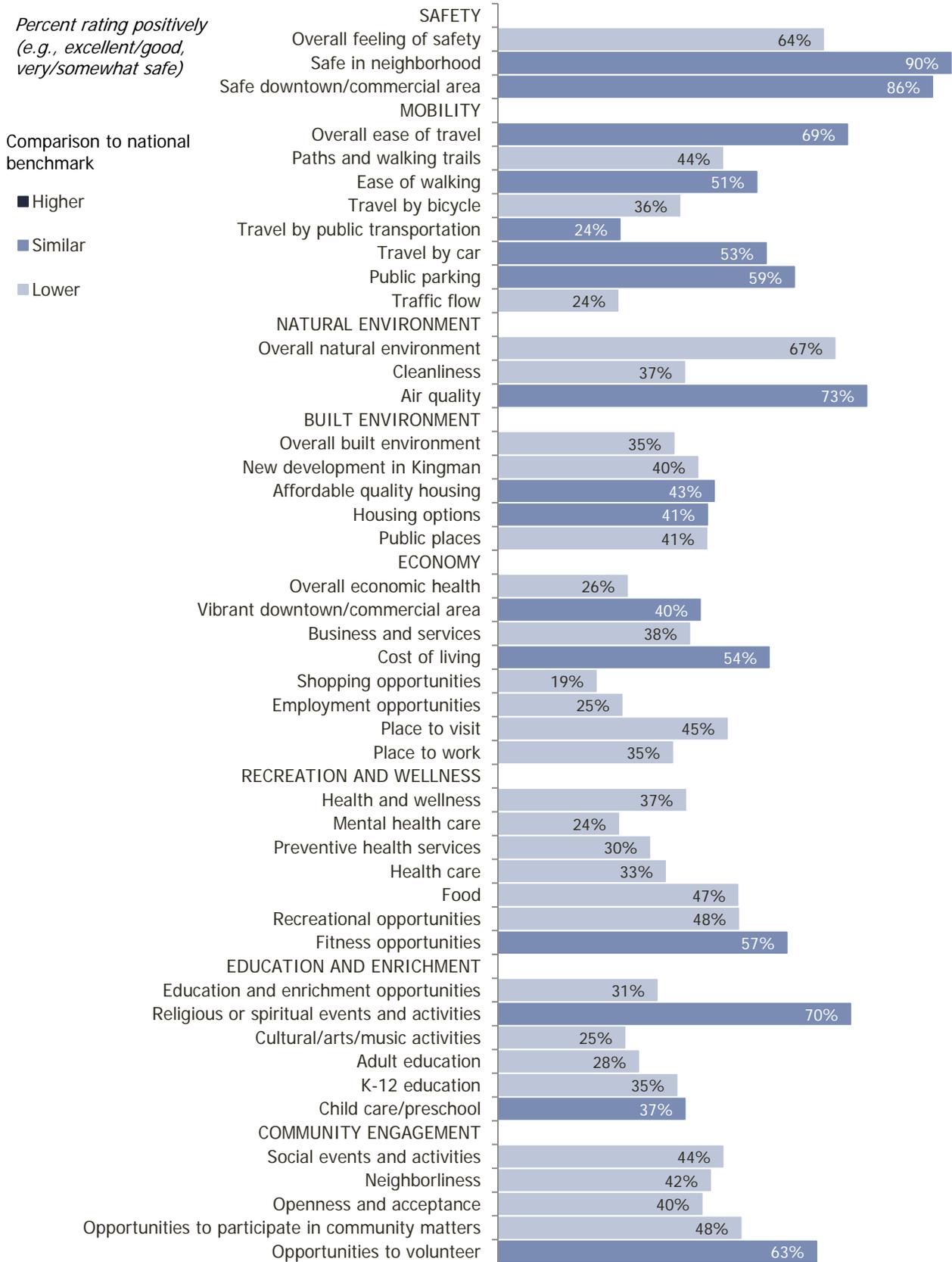
Percent rating positively (e.g., excellent/good)

Comparison to national benchmark



# The National Community Survey™

Figure 1: Aspects of Community Characteristics



# Governance

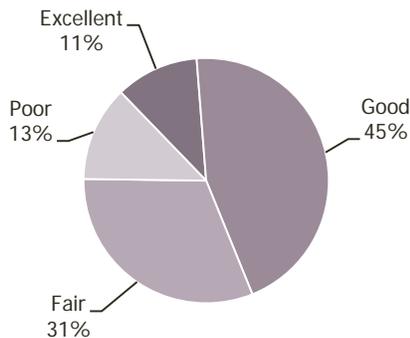
*How well does the government of Kingman meet the needs and expectations of its residents?*

The overall quality of the services provided by Kingman as well as the manner in which these services are provided is a key component of how residents rate their quality of life. At least half of residents gave favorable assessments to the overall quality of Kingman services, which was lower than observed in benchmark communities. In comparison, about one-third of residents were pleased with the services provided by the Federal Government.

Survey respondents also rated various aspects of Kingman’s leadership and governance. Similar to the national benchmark, about 4 in 10 survey participants positively rated the value of services for taxes paid. About 6 in 10 residents were pleased with the customer services provided by City employees and around one-third of respondents gave excellent or good reviews to the remaining aspects of government performance; these scores were below the national averages.

Respondents evaluated over 30 individual services and amenities available in Kingman. The highest-rated services included police, fire, ambulance/EMS, garbage collection, power utility, and City parks, with about 7 in 10 or more residents awarding high scores; these ratings were similar to the national averages. Other services that community members had awarded ratings that were comparable to the national benchmarks were bus or transit services and utility billing. More respondents in 2019 gave positive reviews to crime prevention, street cleaning, bus or transit services, and storm drainage, compared to 2018. Conversely, residents were less likely to favorably rate snow removal, recycling, open space, and City-sponsored special events in 2019.

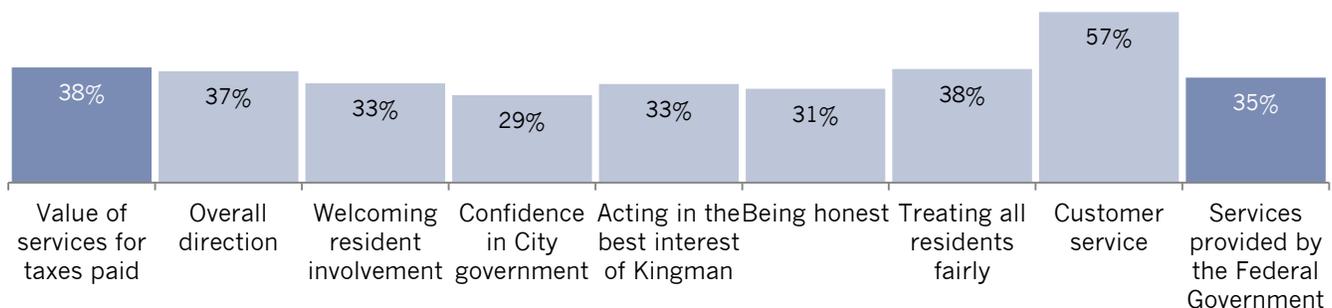
**Overall Quality of City Services**



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



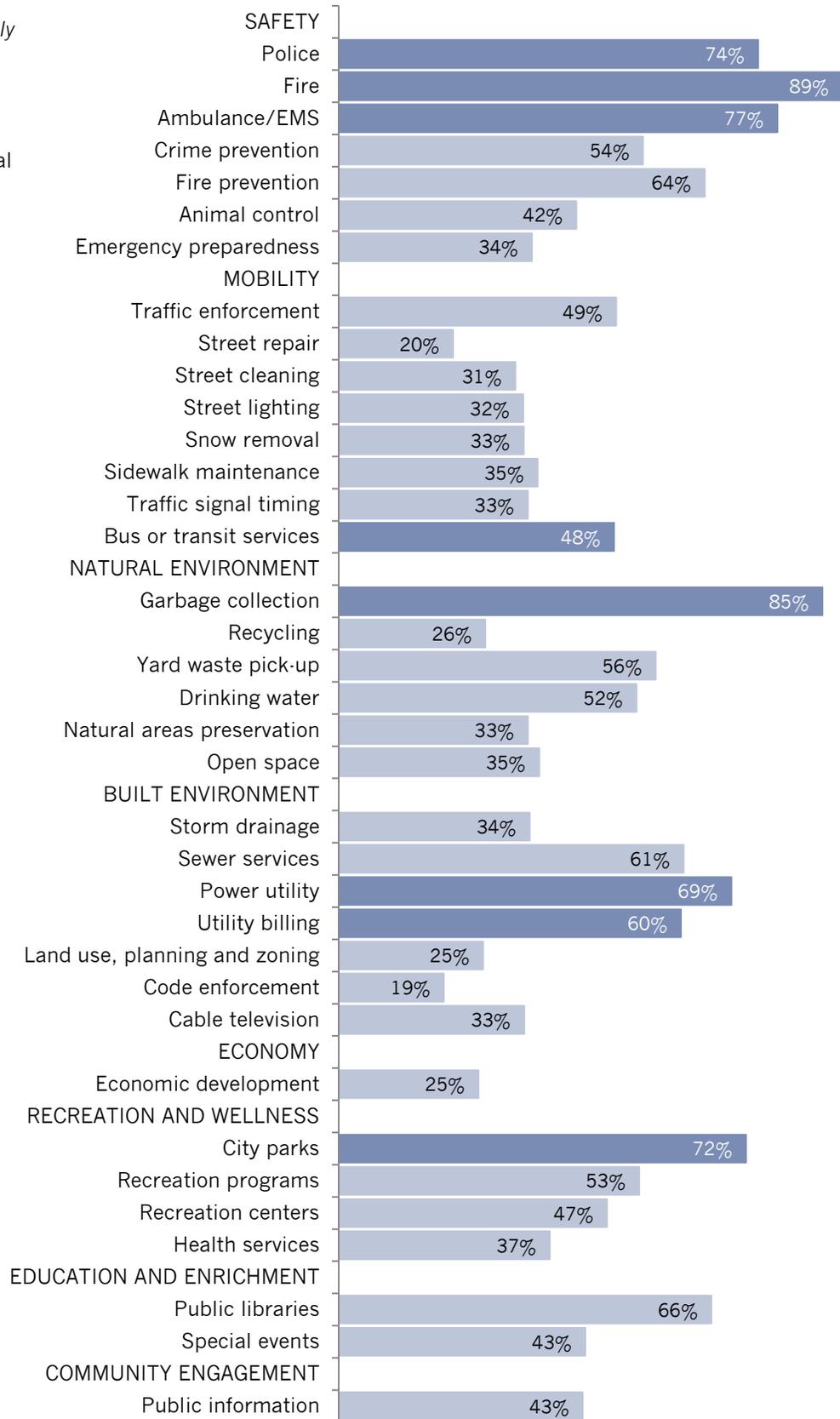
## The National Community Survey™

Figure 2: Aspects of Governance

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

Comparison to national  
benchmark

- Higher
- Similar
- Lower



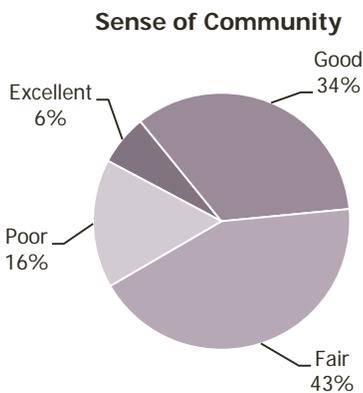
# Participation

*Are the residents of Kingman connected to the community and each other?*

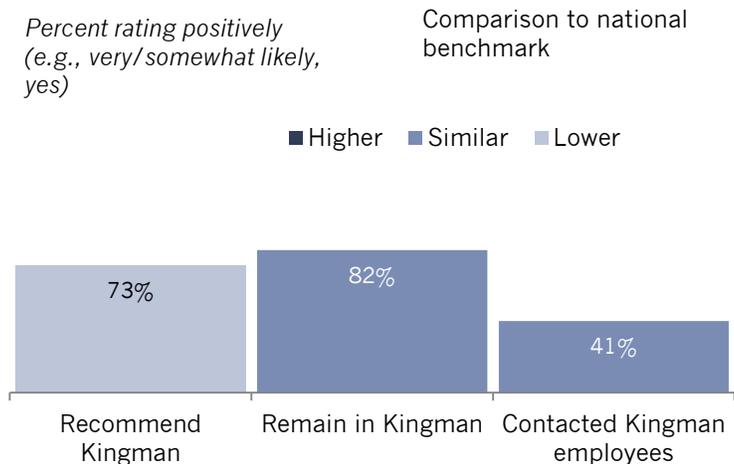
An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses, and other organizations help to create a sense of community, a shared sense of membership, belonging, and history. About 4 in 10 residents assessed the sense of community in Kingman as excellent or good, which was lower than the national average.

About 8 in 10 residents planned to remain in Kingman for the next five years (similar to the benchmark), while 7 in 10 were likely to recommend living in Kingman to someone who asked (lower than the benchmark). About 4 in 10 respondents had contacted a Kingman employee in the 12 months prior to the survey.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of Participation varied widely across the different facets, making the benchmark comparisons, as well as comparisons to Kingman over time, useful for interpreting the results. About 9 in 10 respondents had conserved water, purchased goods or services in Kingman, or talked to or visited with neighbors, while 2 in 10 had attended a local public meeting or contacted a Kingman elected official; these ratings were all on par with communities nationwide. More residents reported working in Kingman than in comparison communities.



Compared to municipalities across the country, fewer residents used public transportation instead of driving (10%), walked or biked instead of driving (42%), and recycled at home (66%). More respondents in Kingman had observed a code violation than respondents in other communities. Additionally, fewer survey participants read or watched local news in 2019 than in 2018.



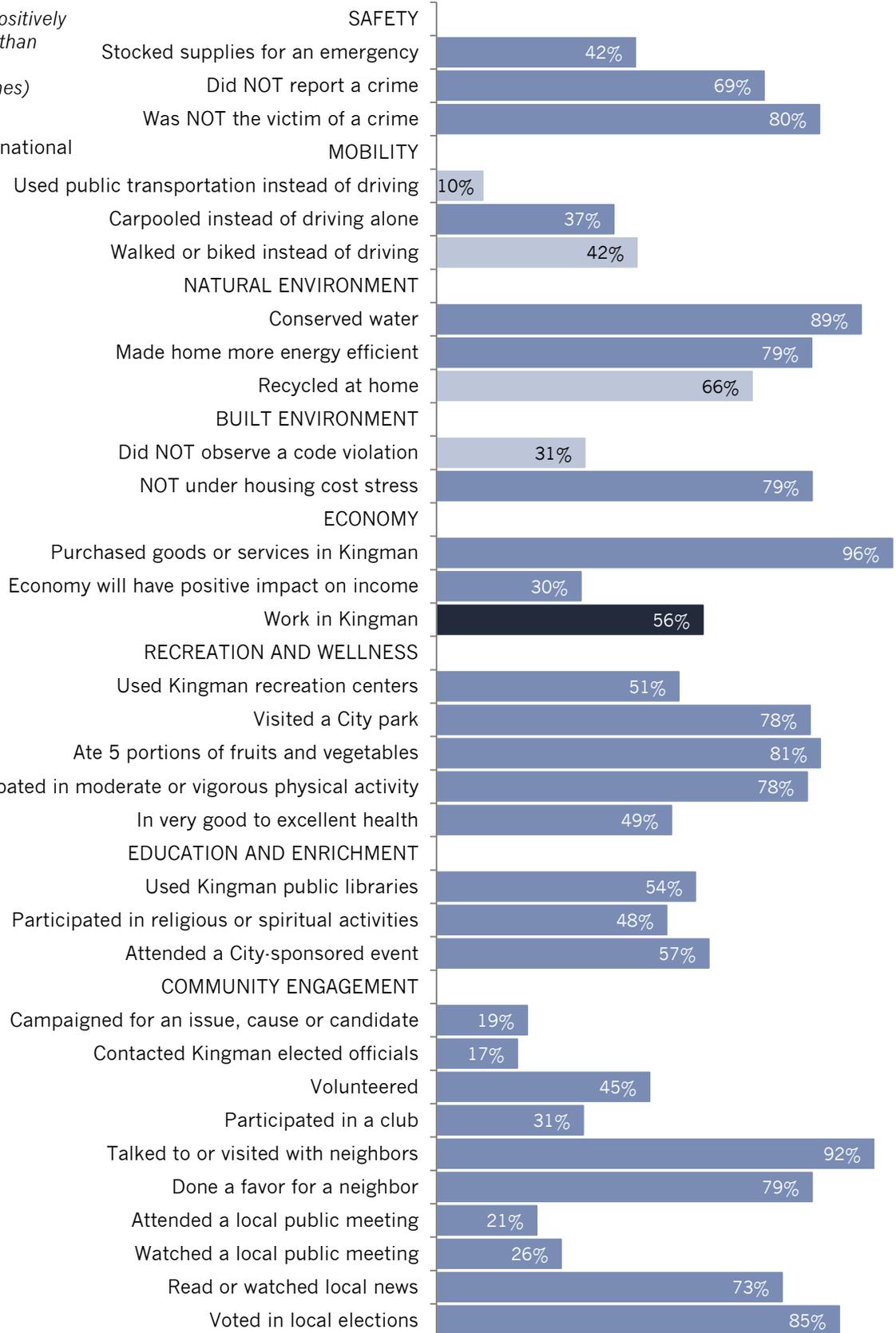
# The National Community Survey™

Figure 3: Aspects of Participation

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

Comparison to national  
benchmark

- Higher
- Similar
- Lower



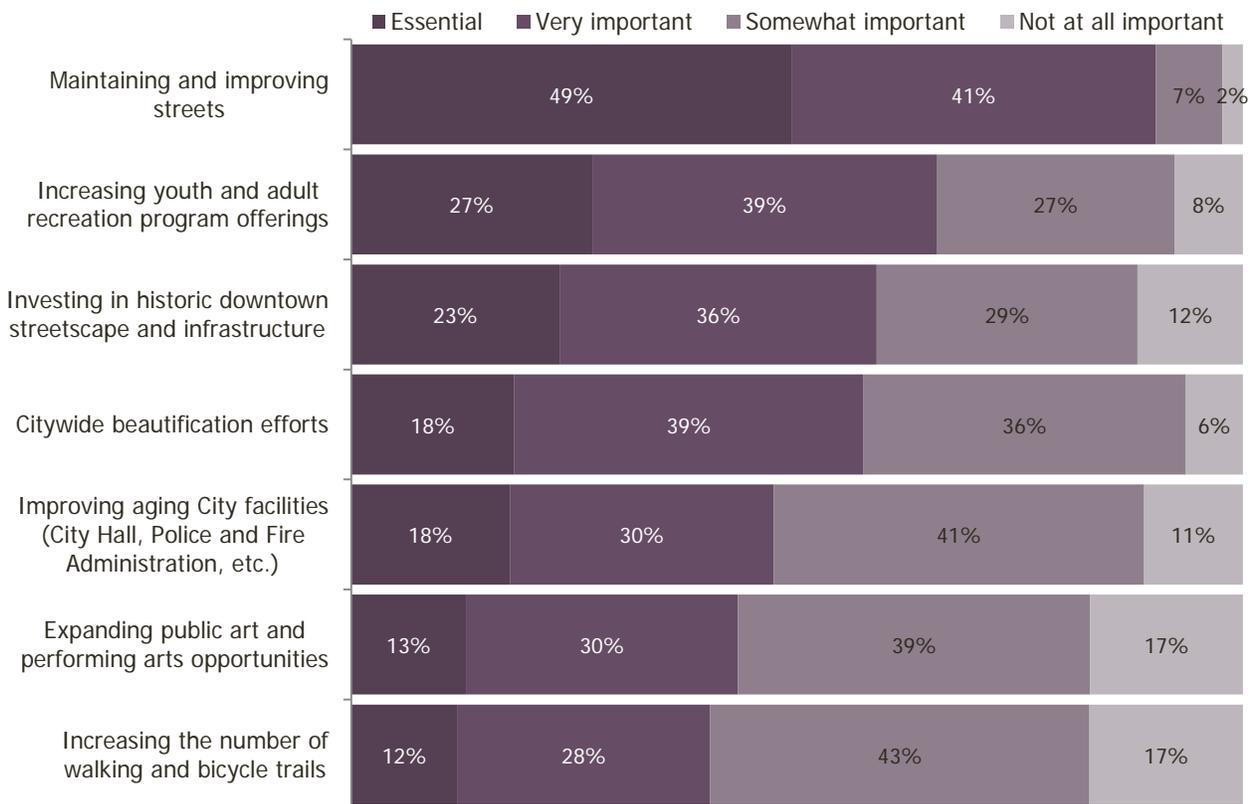
# Special Topics

The City of Kingman included four questions of special interest on The NCS, with topics related to the importance of projects and issues in Kingman, support or opposition for a property or sales tax to fund projects and issues, and sources of information about the City.

Community members rated the importance of several projects and issues for the City. About 9 in 10 residents indicated that maintaining and improving streets was essential or very important, while around 6 in 10 felt similarly about increasing youth and adult recreation program offerings, investing in historic downtown streetscape and infrastructure, and citywide beautification efforts. Fewer than half of residents felt improving aging facilities, expanding public art and performing arts opportunities, and increasing the number of walking and bicycle trails were essential or very important to address in the next five years.

Figure 4: Importance of Projects and Issues

*Please indicate how important, if at all, each of the following projects and issues will be for the City to address in the next five years:*



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About 2 in 10 residents strongly supported an additional property tax (Figure 5) or a sales tax increase (Figure 6) to establish and maintain a pavement preservation program and to build a community center. Conversely, about one-quarter or more community members strongly opposed an additional property tax (Figure 5) to fund expanding public safety facilities and services, building a community center, improving historic downtown’s streetscape and infrastructure, and paying down public safety retirement obligations. About 3 in 10 or more also strongly opposed a sales tax increase for all projects and issues (Figure 6).

Figure 5: Additional Property Tax for City Projects and Issues

How much would you support or oppose an additional property tax as a funding source for the following City projects and issues?

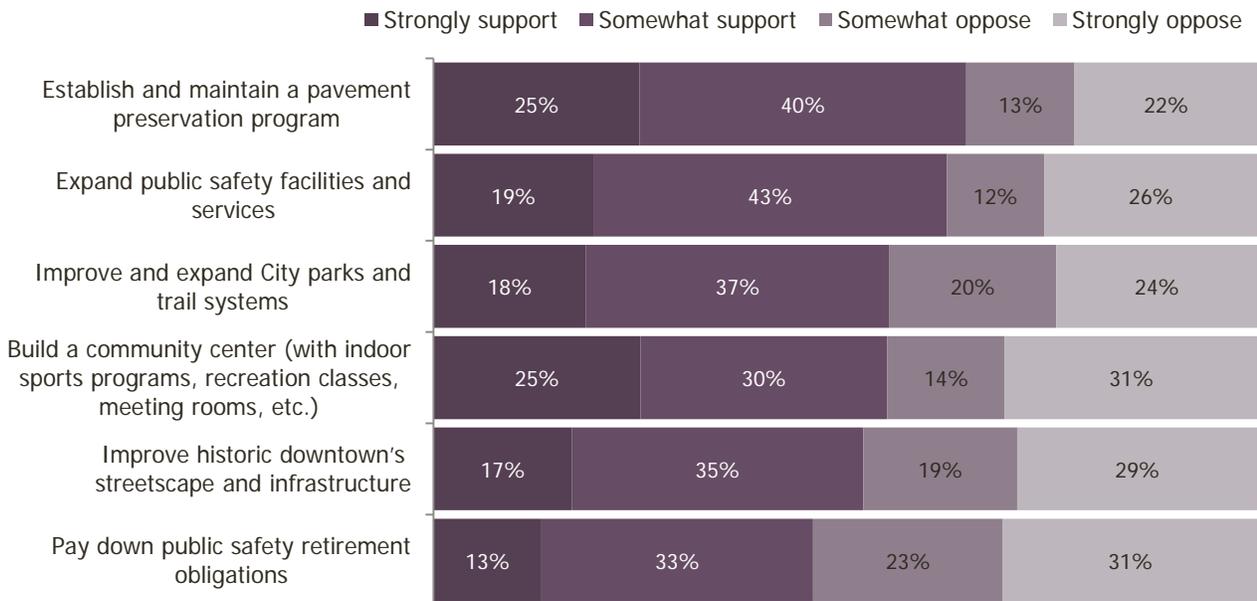
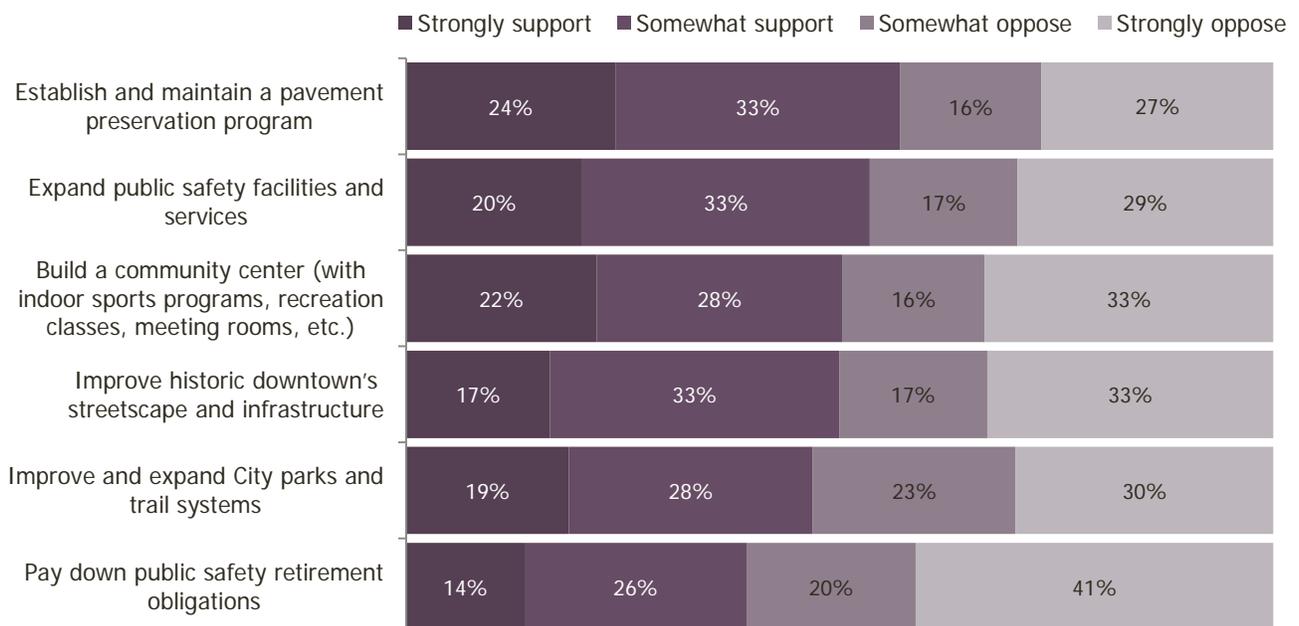


Figure 6: Sales Tax Increase for City Projects and Issues

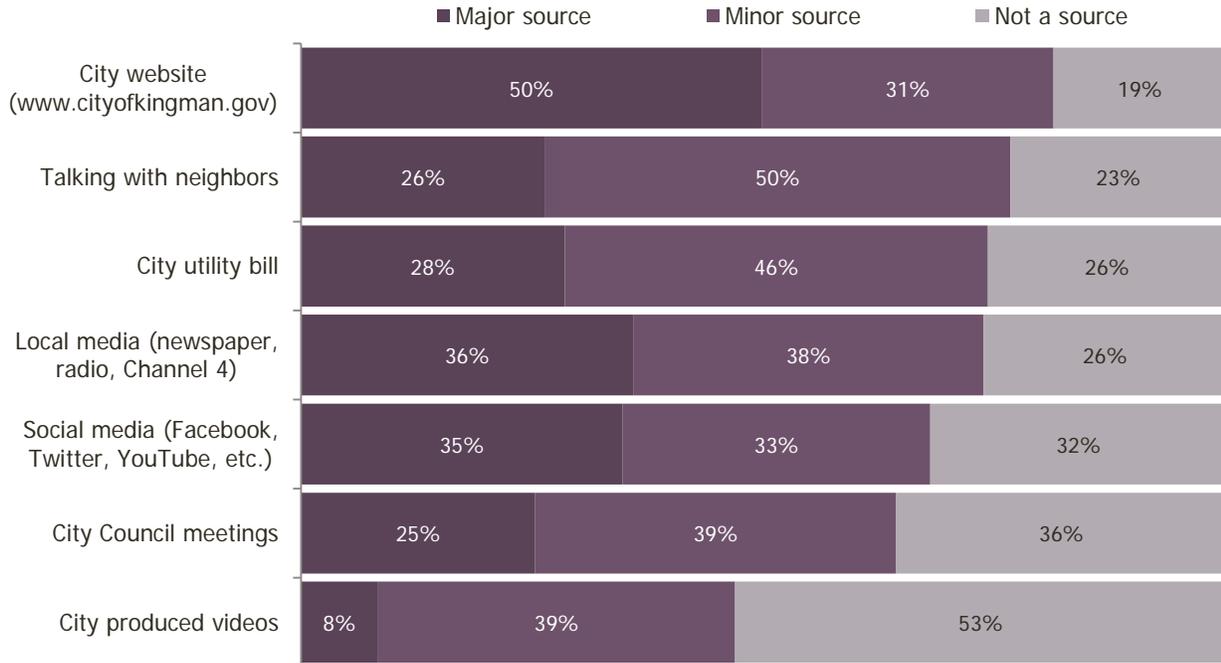
How much would you support or oppose an increase in sales tax as a funding source for the following City projects and issues?



When asked about sources utilized for obtaining information about the City government and its activities, events and services, at least half of residents said they used each source as a major or minor source of information. The City website, talking with neighbors, the City utility bill, and local media were utilized most, while City Council meetings and City produced videos were the least-used resident sources.

Figure 7: Sources of Information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:



# Conclusions

## Safety is a priority for community members.

Residents indicated that Safety was an important focus area for the City to address in the coming two years. About 9 in 10 residents reported feeling safe in their neighborhoods and in the downtown commercial area. Out of all City services, police, fire, and ambulance/EMS were given some of the most positive reviews, with at least three-quarters giving high marks. In 2019, more residents assigned favorable scores to crime prevention than in 2018.

However, 6 in 10 respondents positively rated their overall feeling of safety in Kingman, which is below average. Additionally, assessments of crime prevention, fire prevention, emergency preparedness, and animal control were lower than the benchmarks. At least half of respondents somewhat or strongly supported using either a property or sales tax to expand public safety facilities and services in Kingman.

## Economic health is also a top priority for Kingman residents.

Survey participants highlighted the Economy as a priority for the City in the next two years. Fewer than half of residents gave positive marks to the overall economic health of Kingman, shopping opportunities, Kingman as a place to visit and work, the overall quality of business and service establishments, and economic development. These ratings were lower than those given in other communities nationwide. However, four ratings that were on par with the nation provided a bright spot: levels of resident optimism regarding the impact that the local economy would have on their incomes, rates of residents that had purchased goods or services in Kingman, and reviews for the cost of living and vibrancy of the downtown commercial area. Moreover, more residents reported working in the community than levels seen across the country. Additionally, more residents gave high marks to employment opportunities in Kingman in 2019 than in 2018.

## Mobility may be an area of opportunity for the community.

Similar to comparison communities, at least half of respondents were pleased with the overall ease of travel in Kingman, the ease of travel by car and by walking, and public parking. More residents assigned positive reviews to street cleaning and bus or transit services in 2019 compared to 2018. Yet, evaluations of traffic flow on major streets, ease of travel by bicycle, availability of paths and walking trails, and most mobility-related services (such as traffic enforcement, street lighting, and sidewalk maintenance) lagged behind the national benchmarks. Fewer residents favorably rated ease of travel by public transportation and snow removal in 2019 than in 2018. While levels of community members reporting carpooling instead of driving alone were on par with national averages, levels of walking, biking, or using public transportation instead of driving were lower than national comparisons.

When respondents were asked about the importance of various projects and issues for the City to address in the next five years, maintaining and improving streets topped the list, with 9 in 10 residents indicating this was essential or very important. About 4 in 10 residents felt similarly about increasing the number of walking and biking trails in Kingman. Additionally, at least half of survey respondents somewhat or strongly supported an additional property tax or sales tax increase to establish and maintain a pavement preservation program.