Community Vision

Nauvoo Comprehensive Plan 2009

Looking Forward While Respecting the Past

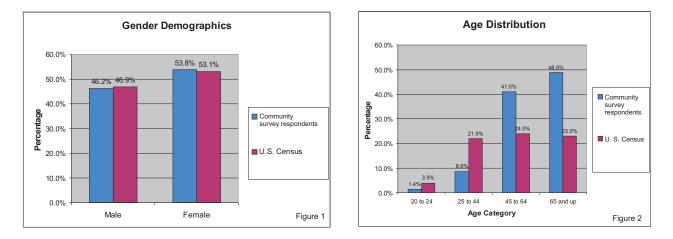
Introduction

A survey of community opinion provides information useful for the development of long-term community planning. A survey encourages public participation in plan creation. Survey results give municipal leaders an indication of what residents view as strengths and weaknesses in the community. Survey responses also reveal areas where residents believe community leaders are succeeding.

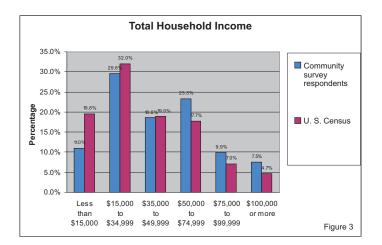
In 2006, the Western Illinois Regional Council, in cooperation with the city of Nauvoo, produced a community survey that was randomly mailed to Nauvoo residents. The survey was also made available to residents at city hall. A total of 156 people completed the survey. The survey was composed in a way that keeps all responses anonymous. Survey questions included inquiries covering topics reviewed in the Community Profile. A copy of the survey instrument is included with this plan as Attachment A.

Demographics

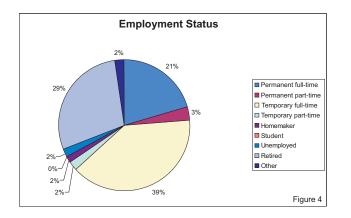
Fifty-four percent of survey respondents were female, a proportion equal to that of Nauvoo as a whole (Figure 1). Ninety percent of those surveyed were 45 years old or older, even though they represent only 47 percent of Nauvoo's population (Figure 2).



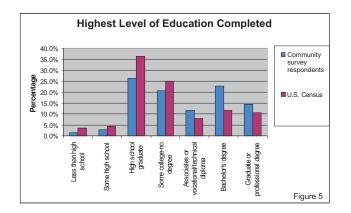
Eighty percent of survey respondents volunteered their household income. The vast majority of Nauvoo residents have annual household incomes of less than \$75,000, with the greatest portion, nearly 30 percent, having incomes between \$15,000 and \$35,000 (Figure 3).



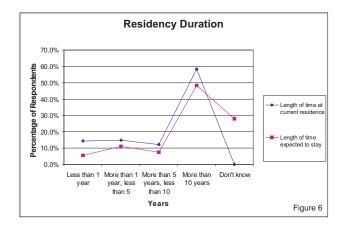
These responses generally reflect characteristics of Nauvoo as a whole. Twenty-nine percent of survey participants are retired, while another 21 percent are permanently employed full-time (Figure 4).



One quarter of survey respondents indicate that the highest level of education they achieved is a high school diploma. Another 23 percent of participants have earned Bachelor's degrees, while an additional 13 percent have Master's degrees (Figure 5).



More than 70 percent of those surveyed have lived in Nauvoo for more than five years, and nearly half expect to continue living in Nauvoo for at least another ten years. Twenty-eight percent of participants are unsure how much longer they will live in Nauvoo (Figure 6).

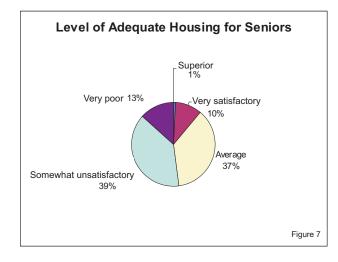


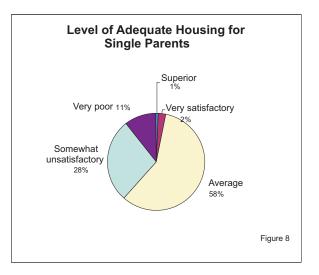
The longevity of respondents is helpful because this group of residents is more likely to be familiar with the community and its history and can better comment on the community's positive and negative attributes.

Housing

In any community, a well-maintained, variably priced housing stock is a desirable quality. Housing availability should meet current needs but be poised to accommodate future demand as the community grows.

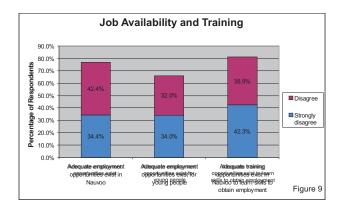
Ninety percent of those surveyed are satisfied with the structural qualities of their neighborhood homes, while 94 percent are satisfied with the location of their homes in relation to work and services. When asked where more multi-family housing should be established, most respondents replied that they do not wish to see such housing in Nauvoo, and particularly not in their neighborhoods or near the downtown. Only 11 percent of survey participants are very satisfied with the availability of the housing stock for seniors, and three percent are very satisfied with housing availability for single parents (Figures 7-8).





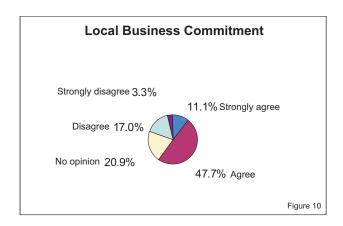
Economy

Several questions on the survey concern the community's perception of the local economy. Respondents were first asked whether Nauvoo has adequate employment opportunities. Forty-two percent disagree that Nauvoo has such opportunities, and another 34 percent strongly disagree. In regard to adequate employment opportunities for youth, 66 percent of respondents indicate that there are too few such opportunities. Eighty-one percent of those surveyed felt that training opportunities to upgrade employment skills are lacking (Figure 9).

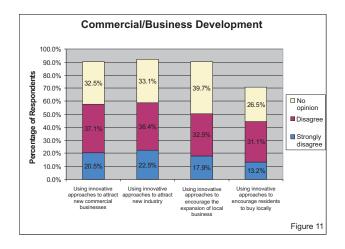


This opinion reflects the growing trend of rural communities throughout the country that are experiencing the migration of local youth to larger metropolitan areas where employment opportunities are more plentiful. Implications of the youth exodus include loss of population, fewer children in local school districts, smaller educated workforce and erosion of the local tax base. The survey responses indicate that Nauvoo would benefit from more job training and improvement or expansion of existing employment programs.

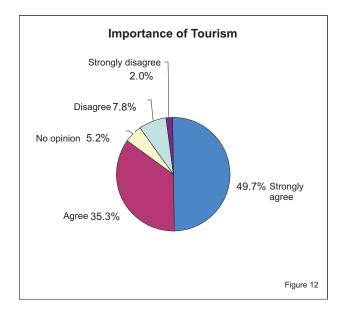
Fifty-nine percent of respondents indicate that they agree or strongly agree that Nauvoo's businesses are committed to the community and its future (Figure 10).



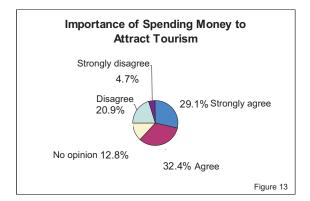
However, a majority of those surveyed feel that Nauvoo is not using innovative approaches to attract new businesses and industry. Most respondents also agree that Nauvoo is not using innovative techniques to encourage the expansion of existing local businesses. Only twenty-nine percent of survey participants agree that Nauvoo is using new techniques to encourage residents to purchase goods and services locally (Figure 11).



In regard to tourism, 85 percent of those surveyed agree or strongly agree that tourism is very important to Nauvoo (Figure 12).

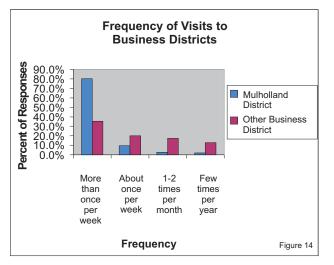


Yet only 61.5 percent of respondents agree that it is important to spend money to attract tourism to Nauvoo (Figure 13).

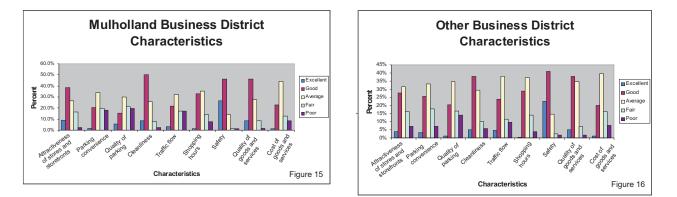


Zoning has created two business districts in Nauvoo. One business district encompasses only those buildings on Mulholland between Bluff and Barnett, from State Bank to the Mini Mart. The other business district includes all other businesses along Mulholland not in the Historic District. Both business districts have the potential to become the centers of significant commercial activity.

Ninety-five percent of those surveyed go to the Mulholland business district at least once per week, while only 62 percent travel to the other business district at least once per week (Figure 14).



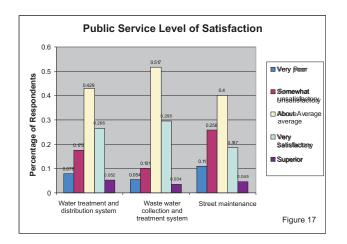
Those surveyed looked on the storefronts of both districts equally favorably. The business district that does not include Mulholland rated more favorably in terms of parking and traffic flow. Survey participants agree that cleanliness and beautification are important in both districts. Both districts rated poorly in their shopping hours but those surveyed found them extremely safe. Cost of goods in both districts rated equally well, though the quality of goods in the Mulholland business district is thought to be higher (Figures 15-16).



Maintaining a healthy economy in Nauvoo's downtown is important for the city's future. Though they acknowledge some problems with the business districts, respondents also had suggestions for improvements. Survey respondents feel that more restaurants and retail shops are needed in both districts. A hardware store in Nauvoo is particularly desired. Parking and cleanliness are also important, though less so.

Community Services

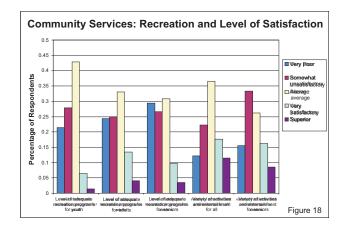
Based on survey responses, Nauvoo residents are dissatisfied with local services. Planning, zoning and street maintenance ranked low. Thirty-two percent of respondents are satisfied with water treatment and distribution, while 33 percent are satisfied with wastewater collection and treatment (Figure 17).



Garbage collection rated higher, with two-thirds of participants satisfied.

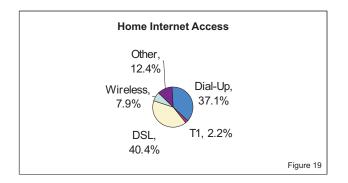
Survey respondents agree that there is need for improvement in Nauvoo's recreational offerings. Less than eight percent are satisfied with youth recreational programs, and 13 percent are satisfied with senior recreational programs. In regard to the recreational facilities located in Nauvoo, nearly half of respondents ranked them as below average.

Activities and entertainment in Nauvoo ranked higher than recreational offerings. One quarter of respondents are satisfied with senior activities, while 30 percent are satisfied with activities and entertainment for all Nauvoo residents (Figure 18).

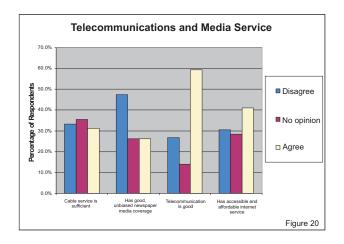


Telecommunications & Media

In regard to internet access, 59 percent of those surveyed have internet access at home. Thirty-seven percent of respondents use dial-up, while another 40 percent use DSL. Less than 10 percent use the library's Internet access (Figure 19).



Fifty-nine percent of those surveyed agree or strongly agree that telephone and cellular phone service in Nauvoo is good. Barely one quarter highly rate newspaper coverage. Thirty-one percent agree or strongly agree that cable service is sufficient (Figure 20). It should be noted that when this survey was conducted, Infobahn (Nauvoo.net) was operating in Macomb. When the old academy building was torn down in Nauvoo, this service ended.

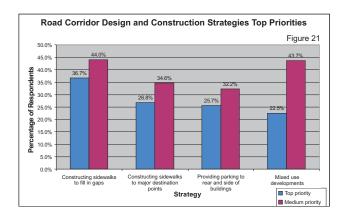


Construction Strategies & Corridor Design

Survey participants were asked to consider different construction priorities for publicly funded projects. Of the different infrastructure improvements considered, the construction of sidewalks, whether to fill existing gaps or to link parks, schools and shopping ranked as top priorities among most participants. Moving parking to the rear and sides of buildings is also important, with 58 percent of respondents ranking that as a top or medium priority. Less important are improvements to the design of parking lots, with nearly half of residents ranking this as a low priority or advising against investing in such improvements (Figure 21).

Community Vision Construction Strategies & Corridor Design/Public Safety

Nauvoo Comprehensive Plan 2009

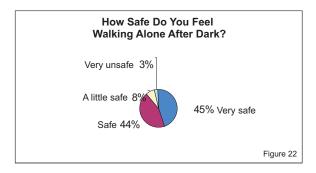


Forty percent of respondents feel that striped bicycle lanes are a top or medium priority, though less than one quarter rank bicycle racks near buildings as a priority. Few of those surveyed, 30 percent, see sidewalk buffering from roads as a priority. Thirty-nine percent do not rank separating walkways from parking lots as a priority.

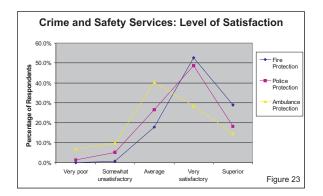
Eighty-two percent of those surveyed see the protection and preservation of historic buildings in Nauvoo as a top or medium priority. Only 48 percent see the establishment of additional historic districts as a priority.

Public Safety

A majority of residents, 89 percent of those surveyed, feel safe walking around Nauvoo after dark (Figure 22).

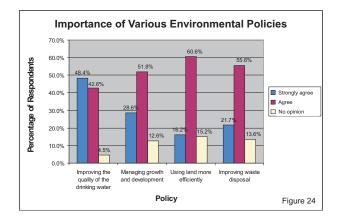


Respondents are generally satisfied with fire and police protection, with less than one percent dissatisfied with fire service and seven percent dissatisfied with policing. Ambulance service ranks lower, with 18 percent giving it a poor or very unsatisfactory mark (Figure 23). However, it should be noted that new ambulatory services were added by the local fire department in 2008 and the survey was conducted prior to this improvement.



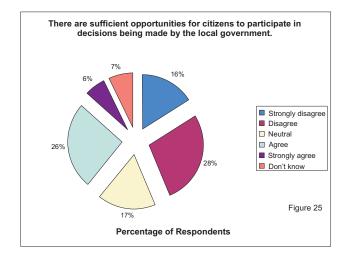
Environment

Sixty-nine percent of respondents agree or strongly agree that the quality of Nauvoo's environment should be a higher priority. Survey participants consider improving the quality of drinking water, managing growth and improving community efforts to encourage energy conservation to be of particular importance. Only 38 percent strongly agree or agree that designating open space to connect habitats within Nauvoo is important. Less than 30 percent of respondents feel that Nauvoo's land use zoning regulations are adequate (Figure 24).

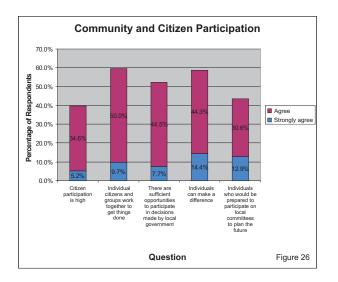


Citizen Participation

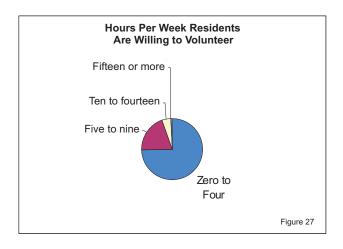
Public participation is critical to the comprehensive planning process and the basis for all of the information obtained from the community-wide survey. More than half of those surveyed agree or strongly agree that there are sufficient opportunities for citizen participation in local government decisions, and that citizens and groups work together for the benefit of the community (Figure 25).



However, only 40 percent of survey participants strongly agree or agree that citizen participation in Nauvoo is high. One quarter of survey participants are satisfied that city officials represent the interests of the community (Figure 26).



Sixty percent of those surveyed agree or strongly agree that they would be willing to volunteer to help others in Nauvoo. However, 64 percent are only willing to volunteer four hours or less per week (Figure 27).



Though the community survey was available at city hall for all Nauvoo residents, survey demographics indicate that respondents were older and more educated than Nauvoo residents as a whole. The responses, then, may not completely reflect the way younger and/or less educated Nauvoo residents view their community.