

GET TO KNOW

Newton

2015 PERFORMANCE REPORT



CITY OF NEWTON

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Newton, IA 50208
(641) 792-2787
NewtonGov.org

info@GetToKnowNewton.com

Our vision:

Newton shines brightly: Newton is a progressive, family-friendly community, a rising star of central Iowa, and a place to call home.

Our mission:

The mission of the City of Newton is to be the best provider of excellent services through a professional, innovative team dedicated to high-quality performance and fiscal responsibility.

Our values:

We provide leadership and support to create and maintain a thriving community through these values:

- We act through honesty and integrity,
- We are accountable and dependable,
- We serve through collaboration and teamwork, and
- We demonstrate compassion and empathy.

We serve with pride and respect!

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ABOUT THIS REPORT

This is the first year the City of Newton has produced a Performance Report based on the ICMA Insights program. This report is a mix of old and new indicators and highlights several recent studies conducted by the City of Newton, including data from the City of Newton Annual Financial Trends Report, the City of Newton Annual Audit, ICMA Insights data reports, the 2014 National Citizen Survey, and the Iowa Government Finance Initiative reports.

This report puts the City of Newton in context by comparing Newton to other Iowa cities of a similar size and makeup. The communities used for comparison throughout the report are: Boone, Fort Dodge, Indianola, Muscatine, Oskaloosa, and Ottumwa. A few indicators did not have comparable Iowa data available, and in those instances, data from the ICMA Insights comparative report has been used.

WHY MEASURE PERFORMANCE?

Performance management provides more direct control over setting priorities and allocating resources, while encouraging greater transparency and stronger accountability to the communities you serve.



PORTRAIT OF THE CITY

Population	15,185	Number of school-age children (K-12)	2,754	Median household income	\$44,115
Percentage of residents who are:					
Under age 20	24.6%	Number of students enrolled in college or graduate school	818	Percentage of households with annual incomes of:	
Age 20-34	16.2%	Percentage of adults 25 and older who:	Graduated from college (Associates degree or higher)	Less than \$35,000	40.2%
Age 35-54	26.8%			\$35,000 to \$74,999	38.1%
Age 55 and up	32.4%	Graduated from high school	62.0%	\$75,000 to \$99,999	10.7%
Non-Hispanic white	96.5%			Did not graduate from high school	8.9%
Black or African American	0.8%	Percentage of residents 15 and older who are:			
Hispanic or Latino	0.4%	Married	47.1%		
Asian	1.0%	Not married (and have not been married)	24.4%		
Two or more races	1.3%	Divorced or separated	19.3%		
Other	0.2%	Widowed	9.2%		
Percentage of residents who:					
Were born in Iowa	79.0%				
Were born in other states	18.8%				
Were born in Puerto Rico or a U.S. territory.	0.9%				
Were foreign-born	1.4%				



PROVIDE A SAFE COMMUNITY

KEY INDICATORS

Square miles served for fire & EMS services 64

Fire incidents in 1-2 family residential structures:

Flamespread confined to object or room of origin 13

Flamespread confined to floor or structure of origin 5

Flamespread was beyond structure of origin 0

Fire incidents in multifamily residential structures:

Flamespread confined to object or room of origin 3

Flamespread confined to floor or structure of origin 0

Flamespread was beyond structure of origin 0

Non-structure fire incidents 172

Property value lost in fire incidents \$819,310

Percent of fire responses:

Under 1 minute 14%

Under 4 minutes 30%

Number of EMS responses:

Advanced Life Support (ALS) responses 1,081

Basic Life Support (BLS) responses 1,072

Transports (ALS & BLS) 1,725

Percent of EMS responses:

Under 8 minutes 92%

Fire/EMS Expenditures \$3,244,300

Police calls for service 11,884

Police-initiated actions 15,910

Traffic stops 4,026

Number of reported:

Part I Violent Crimes 31

Part I Property Crimes 522

NIBRS Crimes Against Persons 128

NIBRS Crimes Against Property 736

NIBRS Crimes Against Society 51

Part II Drug Offenses:

Juvenile arrests 4

Adult arrests 115

Injury-producing traffic accidents 45

Moving violation citations (excluding DUIs) 950

DUI arrests 70

Police Expenditures \$3,088,534

The first of the four essential purposes identified in the City's Strategic Action Plan is to "Provide a Safe Community."

It is the City's purpose is to protect the community and to fairly enforce the law; to educate the residents and to provide information on safety prevention; to be well prepared in order to promptly respond to emergencies and calls for service; to provide for the protection of the environment and the lives of its residents and visitors; and to provide a safe transportation network that is well-maintained.

COMMUNITY SURVEY INDICATORS

OVERALL FEELING OF SAFETY IN NEWTON

Excellent	17%
Good	44%
Fair	28%
Poor	11%

QUALITY OF FIRE SERVICES

Excellent	41%
Good	46%
Fair	12%
Poor	0%

QUALITY OF CRIME PREVENTION

Excellent	17%
Good	38%
Fair	27%
Poor	18%

QUALITY OF TRAFFIC ENFORCEMENT

Excellent	13%
Good	43%
Fair	29%
Poor	14%

QUALITY OF ANIMAL CONTROL

Excellent	9%
Good	38%
Fair	35%
Poor	18%

QUALITY OF POLICE SERVICES

Excellent	27%
Good	40%
Fair	22%
Poor	12%

QUALITY OF AMBULANCE OR EMS SERVICES

Excellent	44%
Good	44%
Fair	11%
Poor	1%

QUALITY OF FIRE PREVENTION AND EDUCATION

Excellent	22%
Good	53%
Fair	21%
Poor	4%

QUALITY OF TRAFFIC SIGNAL TIMING

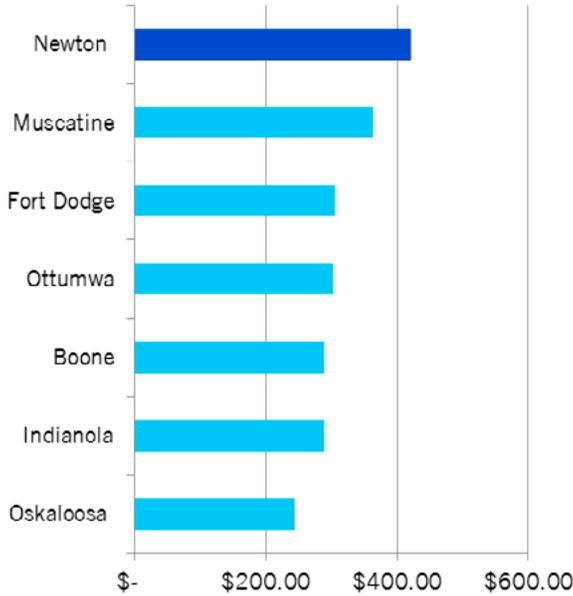
Excellent	4%
Good	34%
Fair	40%
Poor	22%

QUALITY OF EMERGENCY PREPAREDNESS

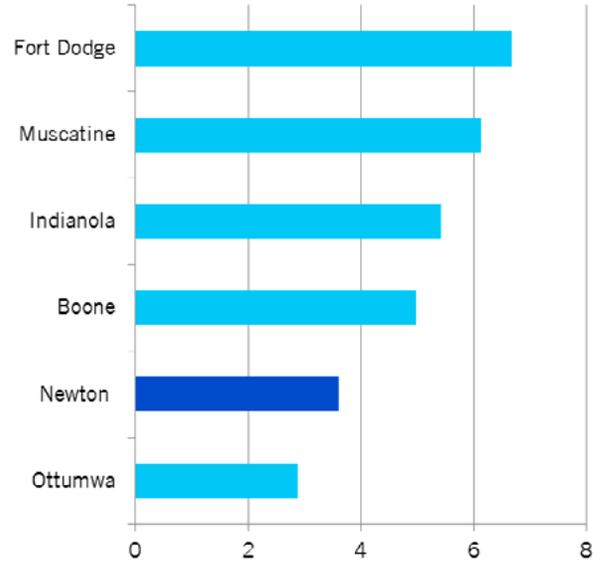
Excellent	11%
Good	42%
Fair	37%
Poor	10%

PUBLIC SAFETY COMPARISON INDICATORS

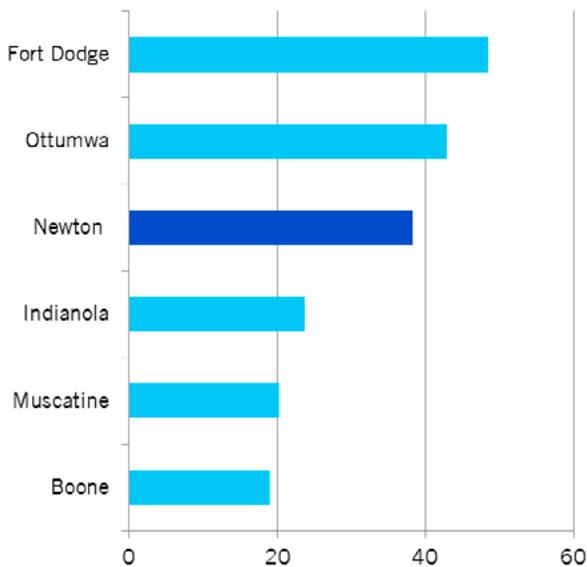
Public Safety Expenditures per Capita,
Figure 1.1



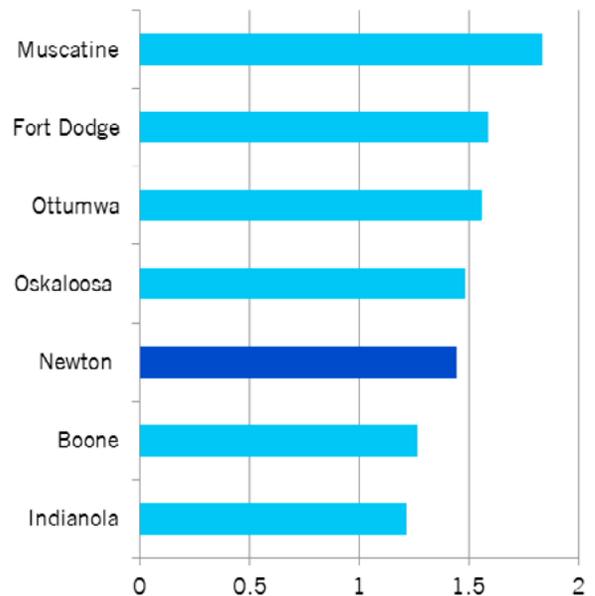
Incidents of Violent Crime per 1,000 residents,
Figure 1.2



Incidents of Property Crime per 1,000 residents,
Figure 1.3



Number of Police Officers per 1,000 residents,
Figure 1.4



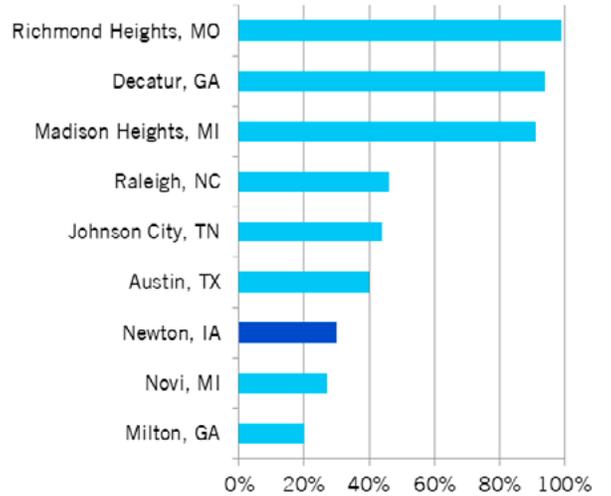
Sworn Fire/EMS Full Time Employees per 1,000 residents served,

Figure 1.5



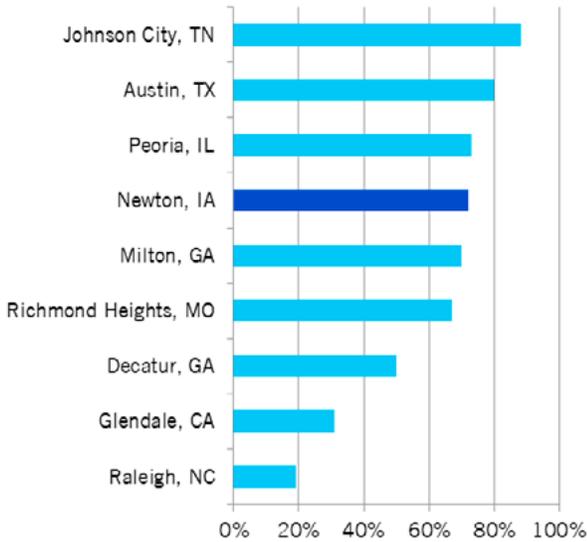
Percent of Emergency Fire Response Time within 4 Minutes,

Figure 1.6



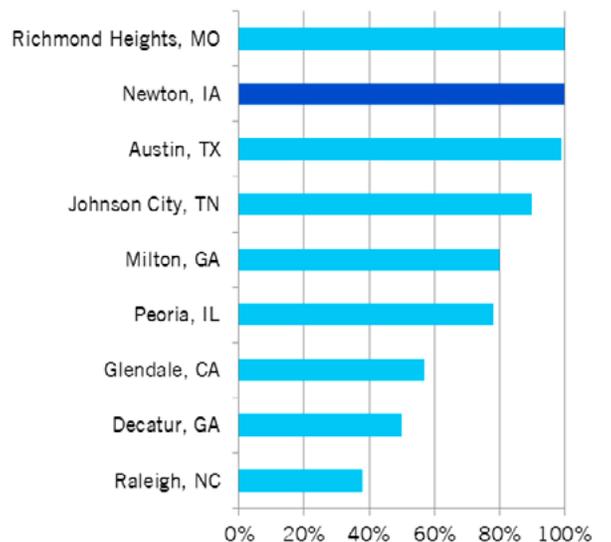
Percent of Fires Confined to Object or Room of Origin,

Figure 1.7



Percent of Fires Confined to Floor or Structure of Origin,

Figure 1.8





ENCOURAGE ECONOMIC DEVELOPMENT

KEY INDICATORS

Number of people employed in Newton **6,687**

Percentage of workers employed in:

Management, business, science, & arts	30.9%
Service	17.9%
Sales and office	26.1%
Natural resources, construction, and maintenance	9.3%
Production, transportation, and material moving	16.5%
Agriculture, forestry, fishing and hunting, and mining	1.0%

Percentage of workers employed by:

Private sector	71.6%
Not-for-profit sector	10.0%
Government agencies	12.4%
Their own business	6.1%

Construction valuation:

New Commercial & Industrial	\$2,763,090
Commercial & Industrial Alterations	\$243,504
New Residential Construction	\$317,270
Residential Alterations	\$559,802

Number of residential inspections **284**

Plan reviews conducted:

Development plans	13
Administrative subdivisions	5
Platted subdivisions	0

The second of the four essential purposes identified in the City's Strategic Action Plan is to "Encourage Economic Development."

The City's purpose is to build a strong economic base with high-quality jobs. This is to be accomplished by creating a vibrant downtown; attracting business growth around the Interstate interchanges; assisting local businesses with expansion; and growing the population and strengthening the community by attracting young families and retaining existing residents.

COMMUNITY SURVEY INDICATORS

NEWTON AS A PLACE TO WORK

Excellent	7%
Good	24%
Fair	31%
Poor	38%

EMPLOYMENT OPPORTUNITIES IN NEWTON

Excellent	0%
Good	11%
Fair	38%
Poor	50%

OVERALL QUALITY OF BUSINESS & SERVICE ESTABLISHMENTS

Excellent	3%
Good	28%
Fair	46%
Poor	22%

OVERALL QUALITY OF NEW DEVELOPMENT

Excellent	3%
Good	14%
Fair	45%
Poor	37%

OVERALL DIRECTION NEWTON IS TAKING

Excellent	5%
Good	27%
Fair	41%
Poor	27%

OVERALL ECONOMIC HEALTH OF NEWTON

Excellent	3%
Good	18%
Fair	43%
Poor	38%

SHOPPING OPPORTUNITIES IN NEWTON

Excellent	1%
Good	9%
Fair	33%
Poor	57%

VIBRANT DOWNTOWN/COMMERCIAL AREA

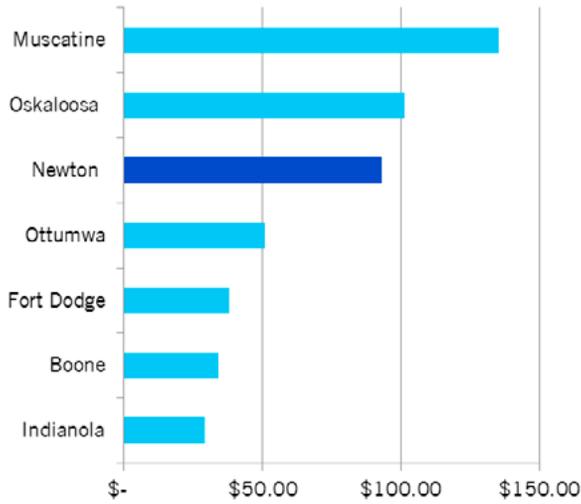
Excellent	3%
Good	14%
Fair	42%
Poor	42%

QUALITY OF ECONOMIC DEVELOPMENT SERVICES

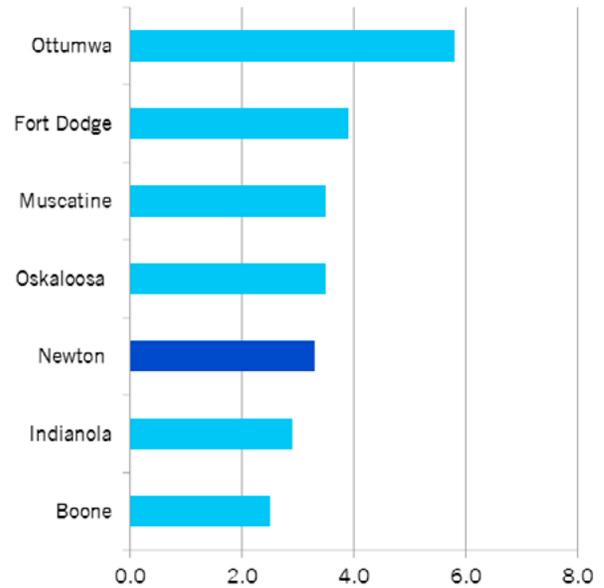
Excellent	5%
Good	18%
Fair	39%
Poor	38%

ECONOMIC DEVELOPMENT COMPARISON INDICATORS

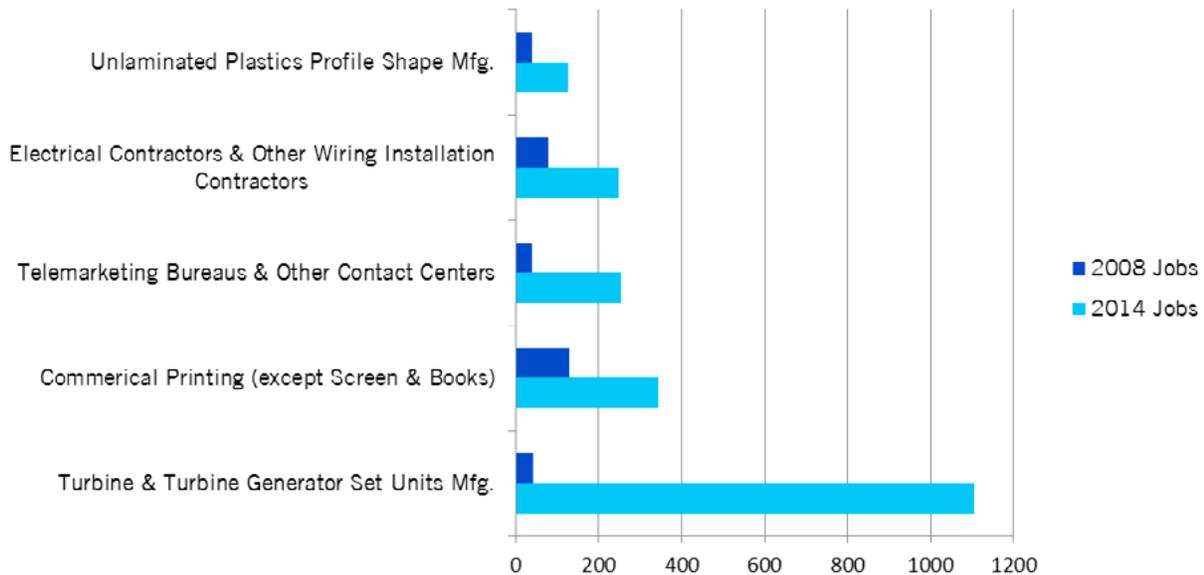
Community & Economic Development Expenditures per Capita, Figure 2.1



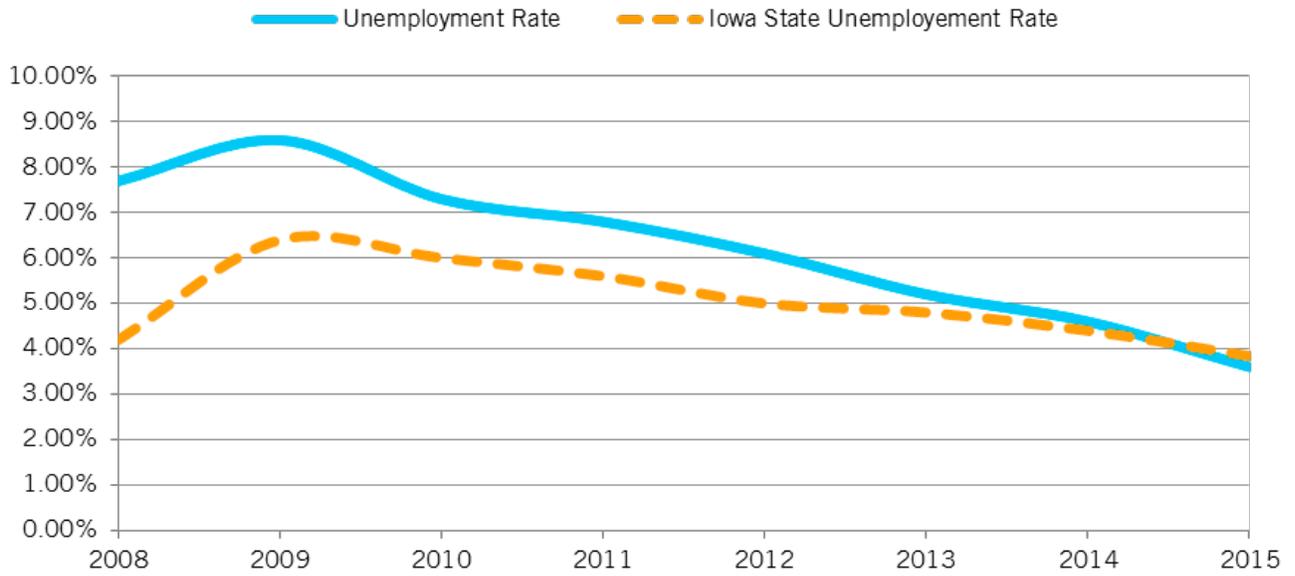
Unemployment Rate, Figure 2.2



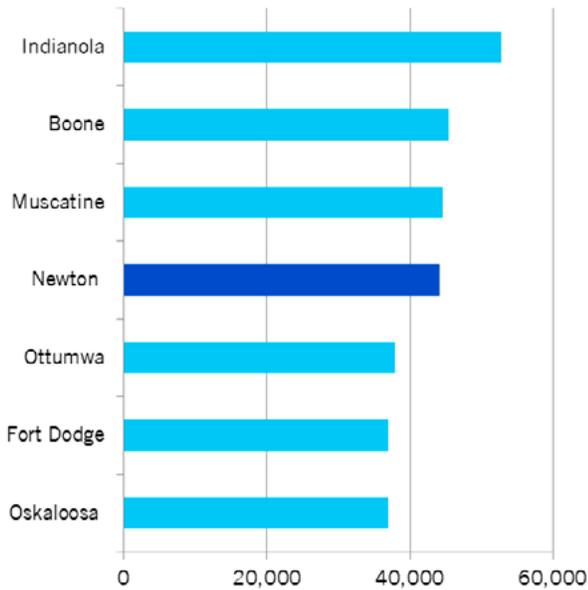
Key Industries that have grown in Jasper County since 2008, Figure 2.3



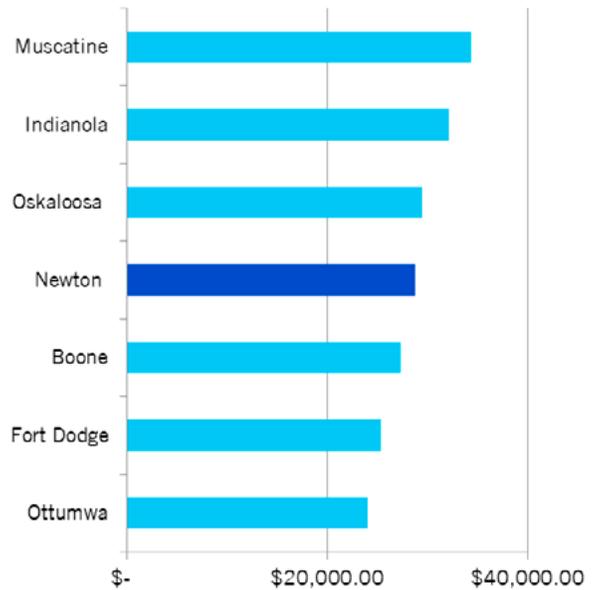
Jasper County Unemployment Rate 2008-2015, Figure 2.4

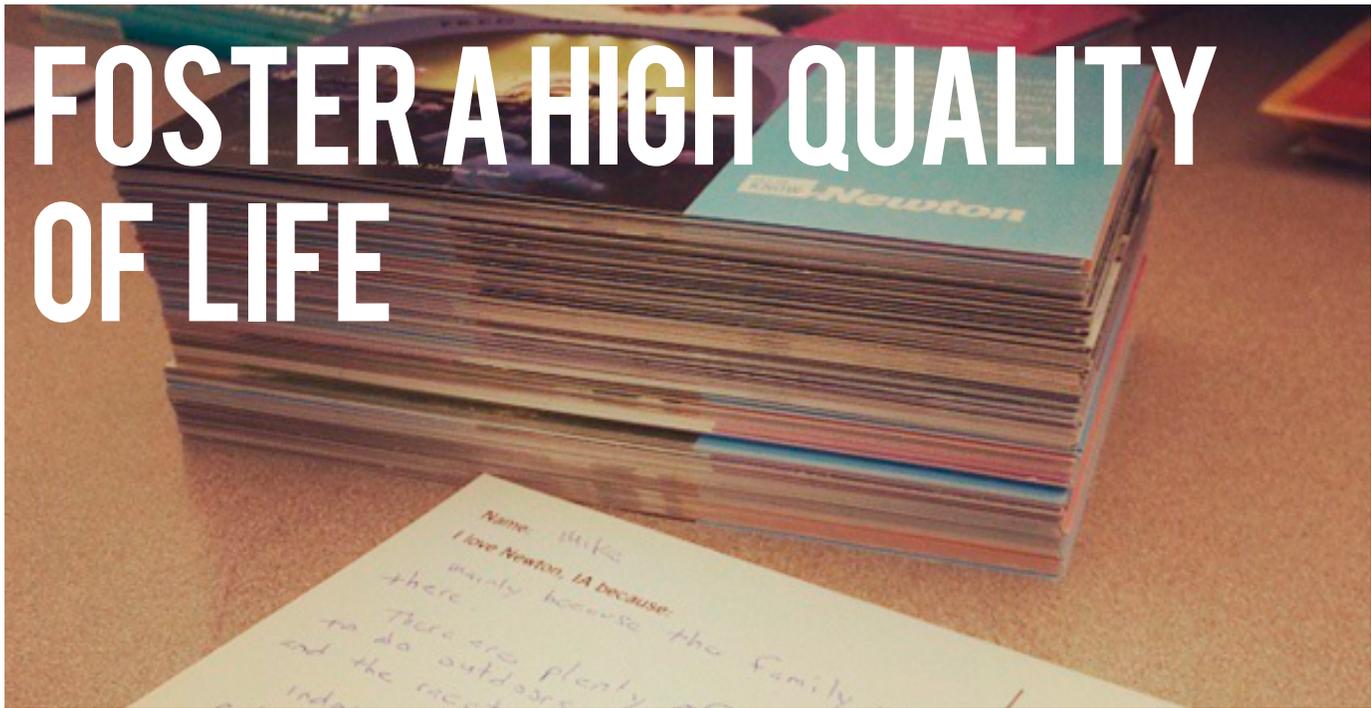


Median Household Income,
Figure 2.5



Property Value per Capita,
Figure 2.6





FOSTER A HIGH QUALITY OF LIFE

KEY INDICATORS

Total housing units	7,332	Expenditures for code enforcement	\$47,908.51	Number of library materials/holdings	105,856
Percentage of units:		Number of homes addressed through D&D, Notice & Order, 657A	48	Library Circulation:	
Vacant	9.4%	Expenditures on D&D	\$847,899	Hard copy materials	112,599
Occupied	90.6%	Social media followers:		E-Circulation	9,108
Percentage of units built before 1939	21.4%	Facebook	3,797	Reference transactions	6,899
Median monthly rent	\$625	Twitter	436	Library Patrons:	
Percentage of units:		Instagram	371	Library visitors	96,805
Owned by occupant	61.1%	Developed park acreage	366	Registered borrowers	15,431
Rented	38.9%	Number of:		Attendance at library programs	6,926
Code enforcement cases available for resolution	1,248	Miles of hike/bike trails	7	Technology:	
Percent of code enforcement cases resolved by:		Acres of recreational fields	25	Terminals with internet access	7
Voluntary compliance	84.7%	9-hole rounds of golf played at Westwood Golf Course	19,972	Users who accessed the internet	15,431
Forced compliance	15.3%	Expenditures for parks services	\$1,007,986	Library expenditures	\$1,031,711

The third of the four essential purposes identified in the City’s Strategic Action Plan is to “Foster a High Quality of Life.”

The City’s purpose is to continue to build upon the high quality of life in Newton by focusing on growing community livability, cultural and historical resources, recreational amenities, and community aesthetics in order to benefit existing households and draw young families to choose Newton as their home.

COMMUNITY SURVEY INDICATORS

NEWTON AS A PLACE TO LIVE

Excellent	9%
Good	50%
Fair	33%
Poor	8%

NEWTON AS A PLACE TO RAISE CHILDREN

Excellent	13%
Good	42%
Fair	36%
Poor	9%

OVERALL QUALITY OF LIFE IN NEWTON

Excellent	11%
Good	40%
Fair	38%
Poor	12%

OVERALL OPPORTUNITIES FOR EDUCATION AND ENRICHMENT

Excellent	9%
Good	49%
Fair	31%
Poor	11%

HEALTH AND WELLNESS OPPORTUNITIES IN NEWTON

Excellent	15%
Good	42%
Fair	31%
Poor	12%

OVERALL IMAGE OR REPUTATION OF NEWTON

Excellent	5%
Good	24%
Fair	44%
Poor	27%

SENSE OF COMMUNITY IN NEWTON

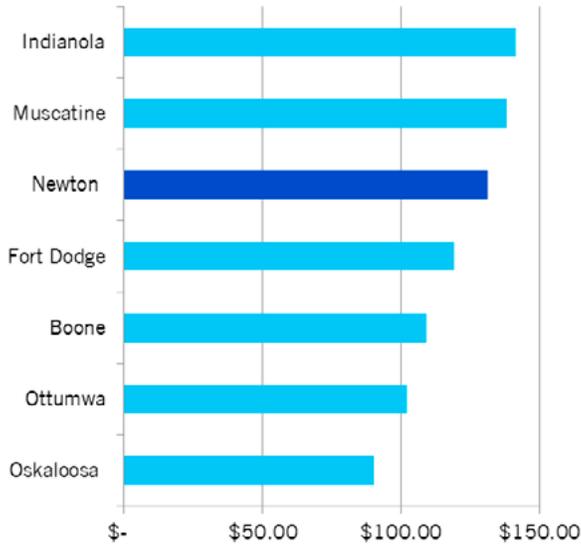
Excellent	8%
Good	32%
Fair	39%
Poor	21%

QUALITY OF OVERALL BUILT ENVIRONMENT IN NEWTON (OVERALL DESIGN, BUILDINGS, PARKS, & TRANSPORTATION SYSTEMS)

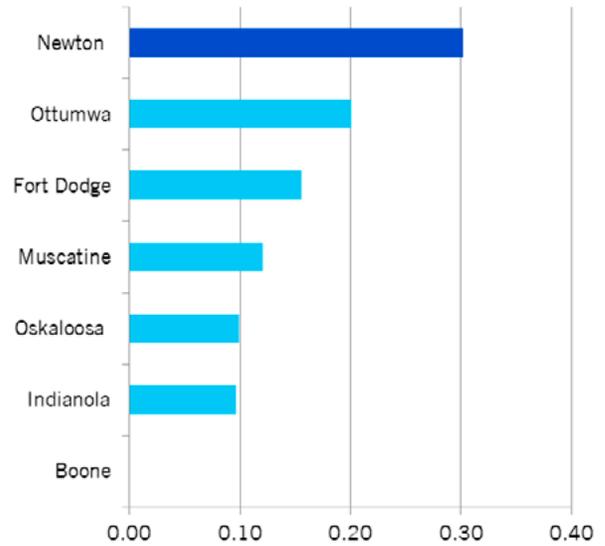
Excellent	9%
Good	43%
Fair	35%
Poor	13%

HIGH QUALITY OF LIFE COMPARISON INDICATORS

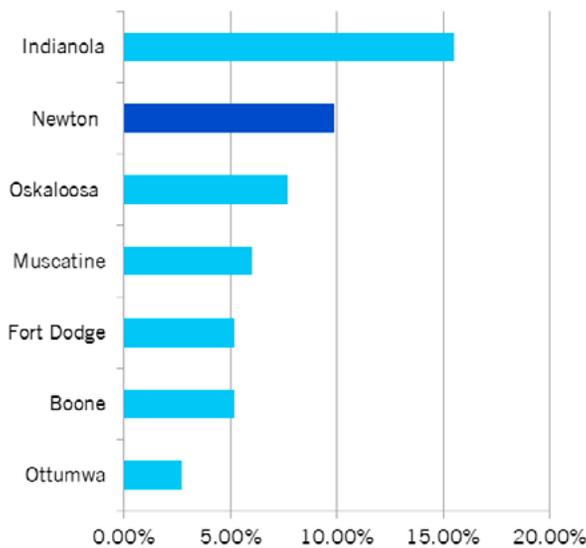
Culture & Recreation Expenditures per Capita,
Figure 3.1



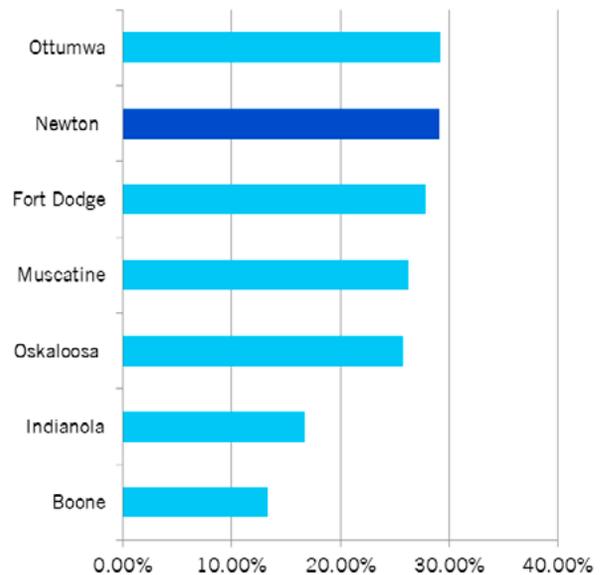
Followers on Social Media per Capita,
Figure 3.2



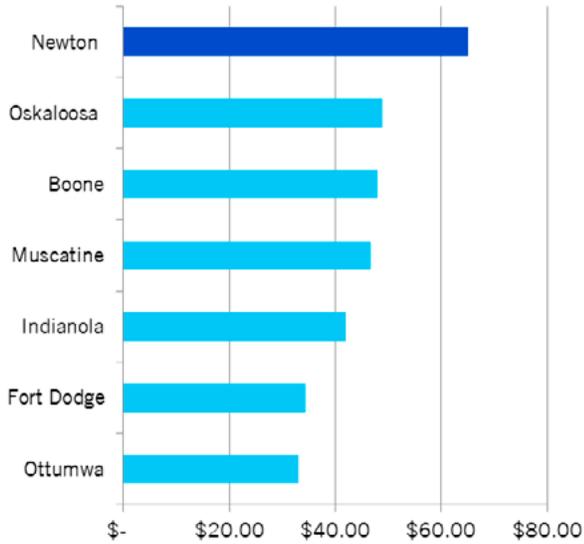
Percent of Occupied Housing Units Built in 2000 or Later,
Figure 3.3



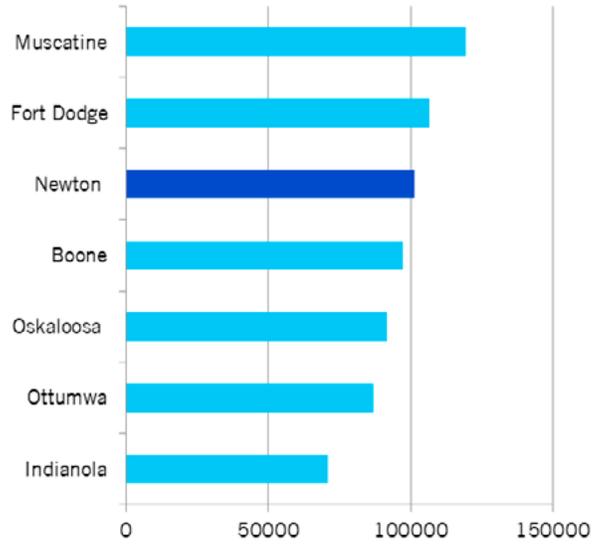
Youth Living in Poverty, Figure 3.4



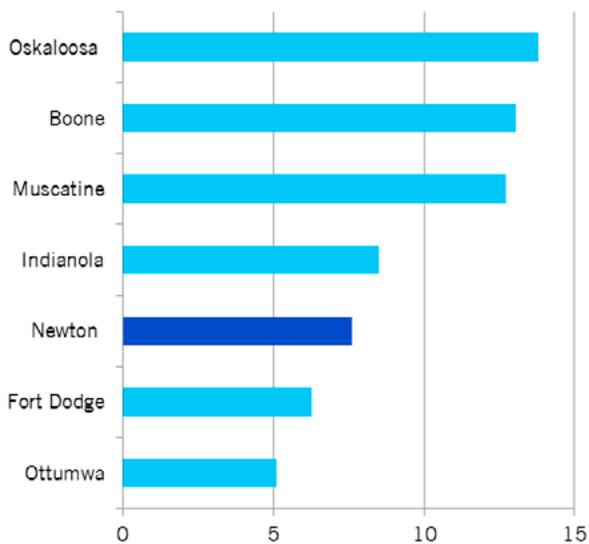
Library Expenditures per Capita,
Figure 3.5



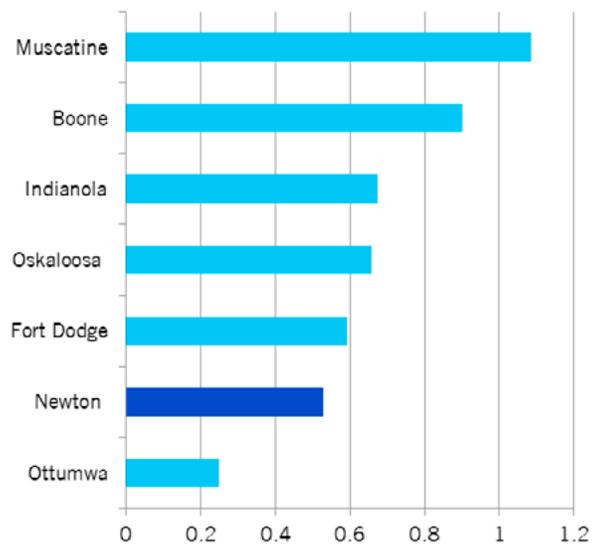
Library Print & Digital Items per Capita,
Figure 3.6



Library Circulation per Capita,
Figure 3.7



Library Program Attendance per Capita,
Figure 3.8



HAVE EFFECTIVE, EFFICIENT, DEMOCRATIC GOVERNANCE



KEY INDICATORS

Jurisdiction expenditures:

Total operating expenditures	\$15,990,982
Employee salaries	\$6,745,670
Employee benefits	\$3,756,337
Overtime expenditures	\$199,325

Full-time employees on payroll:

Public safety (sworn only)	34
All employees	119

Recruitment:

Number of positions recruited for	25
Number of applications received	158
Number of applicants determined to be qualified	93
Number of positions filled	25
Percentage of new full-time employees completing probationary period	95%

Hours paid to all local government staff 163,142

Number of employees in unions 53

Sick leave hours taken:
Police (sworn & non-sworn) 1,335

Fire/EMS (sworn & non-sworn) 3,427

All employees 9,254

Days lost due to injury (as reportable to OSHA):
Police (sworn only) 0
Fire/EMS (sworn) 149
All employees 149

Workers' compensation claims 24

Workers' compensation expenditures \$410,401

Full-time employees who left the government 1

Number of visitors to newtongov.org 81,452

Number of visitors to gettoknownewton.com 11,024

Number of visitors to newton.lib.ia.us 16,695

The final essential purposes identified in the City's Strategic Action Plan is to "Have Effective, Efficient, Democratic Governance."

The City's purpose is to protect and prudently manage City resources; to enhance transparency, accountability, integrity, efficiency, effectiveness and innovation in all operations; to provide responsive customer service; to support data-based decision making with timely short-term and long-range analysis; and to attract, motivate and develop a high-quality workforce dedicated to collaborative decision making.

COMMUNITY SURVEY INDICATORS

QUALITY OF PUBLIC INFORMATION SERVICES

Excellent	14%
Good	40%
Fair	38%
Poor	8%

OVERALL QUALITY OF SERVICES BY CITY OF NEWTON

Excellent	12%
Good	47%
Fair	32%
Poor	10%

THE JOB NEWTON DOES AT WELCOMING CITIZEN INVOLVEMENT

Excellent	5%
Good	29%
Fair	39%
Poor	27%

THE JOB NEWTON GOVERNMENT DOES AT BEING HONEST

Excellent	7%
Good	33%
Fair	40%
Poor	20%

THE JOB NEWTON DOES AT TREATING ALL RESIDENTS FAIRLY

Excellent	4%
Good	29%
Fair	34%
Poor	31%

OVERALL CUSTOMER SERVICE BY NEWTON EMPLOYEES

Excellent	13%
Good	45%
Fair	28%
Poor	14%

VALUE OF SERVICES FOR TAXES PAID

Excellent	4%
Good	33%
Fair	38%
Poor	26%

OVERALL CONFIDENCE IN NEWTON GOVERNMENT

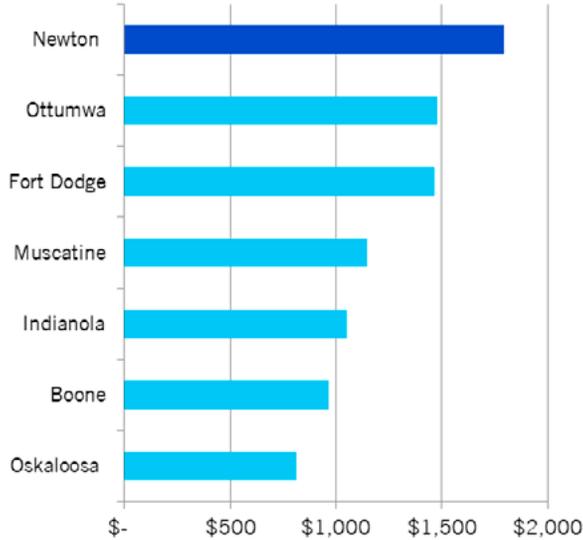
Excellent	3%
Good	27%
Fair	40%
Poor	30%

THE JOB NEWTON DOES IN ACTING IN THE BEST INTEREST OF THE COMMUNITY

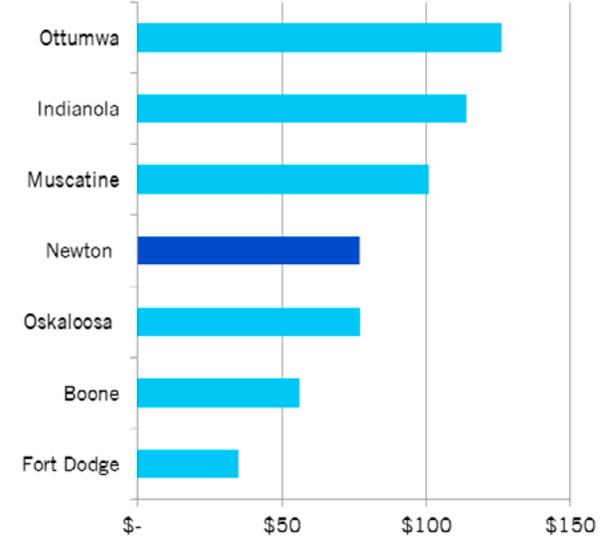
Excellent	6%
Good	31%
Fair	40%
Poor	24%

GOVERNANCE COMPARISON INDICATORS

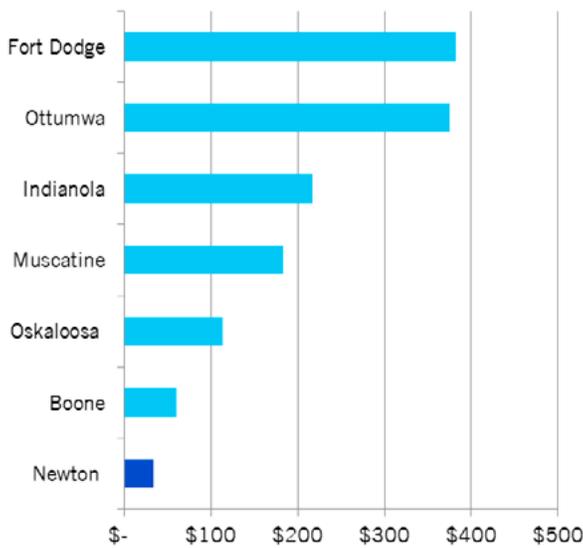
Total Governmental Expenditures per Capita,
Figure 4.1



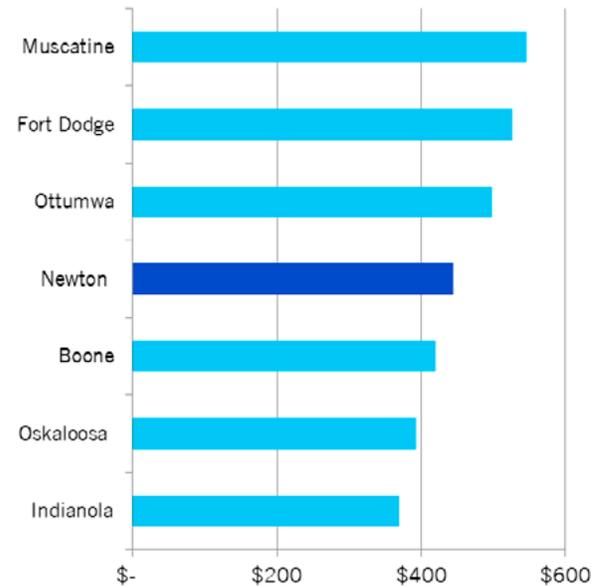
General Government Expenditures per Capita,
Figure 4.2



Capital Projects Expenditures per Capita,
Figure 4.3

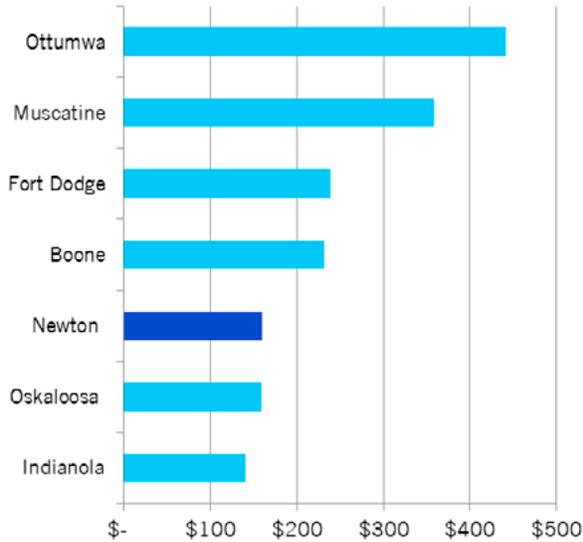


Property Tax per Capita,
Figure 4.4



Intergovernmental Revenue per Capita,

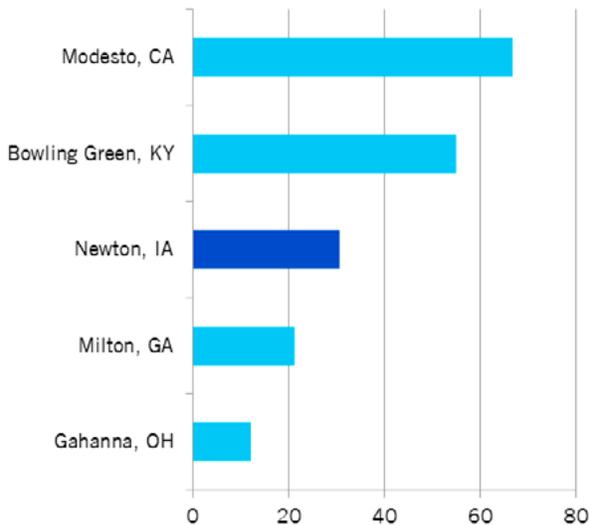
Figure 4.5



Employee Sick Leave Hours Taken per Work Hour, Figure 4.6



Workers Compensation Claims per 100 Full Time Employees, Figure 4.7



Portrait of the City

All data is from the U.S. Census Bureau's American Community Survey, five-year estimate, 2013, available at factfinder.census.gov.

Provide a Safe Community

Key indicators were collected as a part of the ICMA Insights Program. Data was collected by the Newton Police Department and Newton Fire Department.

Community Survey data is from the 2014 National Citizen Survey. Data is available at newtongov.org.

- Figure 1.1* Data is from the Iowa State University Extension Iowa Government Finance Initiative's Annual Fiscal Conditions Report. Data is from FY2014, available at igfi.extension.iastate.edu/reports.
- Figure 1.2* Data is from the FBI Criminal Justice Informational Services Division's report "Offenses Known to Law Enforcement." Data is from 2014, available at fbi.gov.
- Figure 1.3* Data is from the FBI Criminal Justice Informational Services Division's report "Offenses Known to Law Enforcement." Data is from 2014, available at fbi.gov.
- Figure 1.4* Data is from the FBI Criminal Justice Informational Services Division's report "Full-time Law Enforcement Employees." Data is from 2014, available at fbi.gov.
- Figure 1.5* Data is from the 2015 ICMA Insights Comparative Report.
- Figure 1.6* Data is from the 2015 ICMA Insights Comparative Report.
- Figure 1.7* Data is from the 2015 ICMA Insights Comparative Report.
- Figure 1.8* Data is from the 2015 ICMA Insights Comparative Report.

Encourage Economic Development

Key indicators were collected as a part of the ICMA Insights Program. Data was collected from the U.S. Census Bureau's American Community Survey, five-year estimate, 2013. Additional data was collected by the City's Planning and Zoning and Economic Development Departments.

Community Survey data is from the 2014 National Citizen Survey. Data is available at newtongov.org.

- Figure 2.1* Data is from the Iowa State University Extension Iowa Government Finance Initiative's Annual Fiscal Conditions Report. Data is from FY2014, available at igfi.extension.iastate.edu/reports.
- Figure 2.2* Data is from Iowa Workforce Development from September 2015. Data is available at iwin.iwd.state.ia.us/iowa/labforce
- Figure 2.3* Data is from Economic Modeling Specialists International.
- Figure 2.4* Data is from Iowa Workforce Development. Data is available at iwin.iwd.state.ia.us/iowa/labforce.
- Figure 2.5* Data is from the U.S. Census Bureau's American Community Survey, three-year estimate, 2013.
- Figure 2.6* Data is from the Iowa Department of Management's "Taxable Valuations by Individual Levy Authority" from 2014. Data is available at iowaonline.state.ia.us.

Foster a High Quality of Life

Key indicators were collected as a part of the ICMA Insights Program. Data was collected by the Planning and Zoning Department, Public Works Department, Administration Department, and Newton Public Library. Data was also collected from the U.S. Census Bureau's American Community Survey, five-year estimate, 2013.

Community Survey data is from the 2014 National Citizen Survey. Data is available at newtongov.org.

- Figure 3.1* Data is from the Iowa State University Extension Iowa Government Finance Initiative's Annual Fiscal Conditions Report. Data is from FY2014, available at igfi.extension.iastate.edu/reports.
- Figure 3.2* Data was collected from Instagram, Facebook, and Twitter.
- Figure 3.3* Data is from the U.S. Census Bureau's American Community Survey, five-year estimate, 2013.
- Figure 3.4* Data is from the U.S. Census Bureau's American Community Survey, five-year estimate, 2013.
- Figure 3.5* Data is from the State Library of Iowa's Iowa Public Library Statistics Annual Report, 2014.
- Figure 3.6* Data is from the State Library of Iowa's Iowa Public Library Statistics Annual Report, 2014.
- Figure 3.7* Data is from the State Library of Iowa's Iowa Public Library Statistics Annual Report, 2014.
- Figure 3.8* Data is from the State Library of Iowa's Iowa Public Library Statistics Annual Report, 2014.

Have Effective, Efficient, Democratic Governance

Key indicators were collected as a part of the ICMA Insights Program. Data was by the Administration Department.

Community Survey data is from the 2014 National Citizen Survey. Data is available at newtongov.org.

- Figure 4.1* Data is from the Iowa State University Extension Iowa Government Finance Initiative's Annual Fiscal Conditions Report. Data is from FY2014, available at igfi.extension.iastate.edu/reports.
- Figure 4.2* Data is from the Iowa State University Extension Iowa Government Finance Initiative's Annual Fiscal Conditions Report. Data is from FY2014, available at igfi.extension.iastate.edu/reports.
- Figure 4.3* Data is from the Iowa State University Extension Iowa Government Finance Initiative's Annual Fiscal Conditions Report. Data is from FY2014, available at igfi.extension.iastate.edu/reports.
- Figure 4.4* Data is from the Iowa State University Extension Iowa Government Finance Initiative's Annual Fiscal Conditions Report. Data is from FY2014, available at igfi.extension.iastate.edu/reports.
- Figure 4.5* Data is from the Iowa State University Extension Iowa Government Finance Initiative's Annual Fiscal Conditions Report. Data is from FY2014, available at igfi.extension.iastate.edu/reports.
- Figure 4.6* Data is from the 2015 ICMA Insights Comparative Report.
- Figure 4.7* Data is from the 2015 ICMA Insights Comparative Report.