2011 Citizen Survey

Survey Administration

Review of Feedback

Future Action Plans

February 27, 2012

Prior Survey Methods

- Telephone Surveys Conducted 2006, 2007 and 2008

  – Structure and timing of survey limited effectiveness

  – "Grades" not meaningful to gauge or improve service delivery and satisfaction

  – Migration of land lines to cell phones limited community representation

  – Open ended questions were unstructured

National Citizen Survey

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- Affiliated with ICMA/National Research Center
- Designed specifically for local governments
- Customizable and flexible
- Mail and web-based completion options; Hispanic version available.
- Benchmark/Norm Comparisons
- Key Driver Analysis
- Ratings for City Services and Community Issues

Survey Structure

21 Quantitative/Qualitative Questions

   Identify Community Strengths/Weaknesses

   Identify Service Strengths/Weaknesses

3 Policy Questions – Closed End Response

   Reduction of Services

   New/Expanded Programs

   Capital Project Funding

1 Policy Question – Open End Response

   What is the single most pressing issue facing the City
   in the next five years?

   Rating Scale – Excellent, Good, Fair, Poor, Don't Know

Survey Details

Multiple –contact mailed survey (option to complete online)

Representative sample of 3,000 households

Survey Period – September thru November 2011

652 Completed Surveys – 23% Response Rate

4% Margin of Error – Statistically Valid Sample

Supplemental Web Survey – December 2011
  220 Surveys – Self Selected Participants

Geographic and Demographic Data Collected

Survey Categories

Community Quality	Community Design
Public Safety	Environmental Sustainability
Recreation and Wellness	Community Inclusiveness
Civic Engagement	Public Trust

Benchmark Comparisons

National – Approximately 500 governmental jurisdictions

   25% in Southern Region

   19% population of 150,000 or more

Southern Region – 24 Jurisdictions

   Cities with populations between 150,000 – 450,000

Comparison Ratings:

   Much Above, Above, Similar, Less, Much Less

Survey Results Summary

Overall Quality of Life   78% Excellent/Good

Community Characteristics – 31 Comparative Ratings

16	Above National Benchmark	26 Above South Region Benchmark
7	Similar to National Benchmark	4 Similar to South Region Benchmark
8	Below National Benchmark	1 Below South Region Benchmark

City Services – 32 Comparative Ratings

6	Above National Benchmark	13 Above South Region Benchmark
12	Similar to National Benchmark	10 Similar to South Region Benchmark
11	Below National Benchmark	5 Below South Region Benchmark
3	No Benchmark Available	4 No Benchmark Available

(See Supplemental Detail Handout)

Key Driver Analysis

Services Most Closely Correlated

with Ratings of Overall Service Quality

City Link

Code Enforcement

Health Services (Not a City Service)

Recreation Facilities

Storm Drainage

Policy Issue – Service Reductions

Service Reduction Preferences – Reduce some or a lot

Public Assembly Facilities/Special Events	60%
Support of Non-Profit Organizations	49%
Code Enforcement	45%
Bulky Item Pick-Up	44%
Parks Maintenance/Recreation Programs	41%

(Do Not Reduce – Fire, Police)

Policy Issue – New/Expanded Programs

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Program Preferences – Definitely fund or consider funding

Emergency Preparedness/Disaster Recovery	92%
Economic Development/Business Recruitment	91%
Sidewalks	88%
Housing Assistance/Revitalization Programs	83%
Green/Sustainability Initiatives	82%
Recreation Programs	82%

(Do not Fund – Streetcar, Public Art)

Policy Issue – Capital Project Funding

Funding Preference – Strongly support or somewhat support

Public Safety Projects	94%
Community/Economic Development Projects	91%
Transportation Projects	83%
Recreation/Cultural Projects	79%
General Government Projects	70%

Most Pressing Issue *

Jobs, Economy, Economic Development	48%
Growth/Downtown Revitalization	9%
Safety/Crime Reduction	8%
Infrastructure – Roads, Sidewalks, Bike Lanes	7%
Taxes, Government Services, Leadership	7%

Others: Human Services (6%), Traffic/Transportation (6%), Schools/Education (4%)

*   Open Ended Question with no prompted response.

Next Steps

Continued evaluation of service ratings and benchmark comparisons

Assess potential action plans, council priorities and funding considerations

Develop and implement ongoing and routine citizen survey mechanisms in all city departments and on city website

Citizen response enhancement and monitoring of citizen satisfaction through inbound and outbound surveying

Conduct comparative survey in 2013 to evaluate and document improvement and achievement of goals.