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

- 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

<table>
<thead>
<tr>
<th>Community Quality</th>
<th>Community Design</th>
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</thead>
<tbody>
<tr>
<td>Public Safety</td>
<td>Environmental Sustainability</td>
</tr>
<tr>
<td>Recreation and Wellness</td>
<td>Community Inclusiveness</td>
</tr>
<tr>
<td>Civic Engagement</td>
<td>Public Trust</td>
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</tbody>
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www.cityofws.org
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

<table>
<thead>
<tr>
<th>Service Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Assembly Facilities/Special Events</td>
<td>60%</td>
</tr>
<tr>
<td>Support of Non-Profit Organizations</td>
<td>49%</td>
</tr>
<tr>
<td>Code Enforcement</td>
<td>45%</td>
</tr>
<tr>
<td>Bulky Item Pick-Up</td>
<td>44%</td>
</tr>
<tr>
<td>Parks Maintenance/Recreation Programs</td>
<td>41%</td>
</tr>
</tbody>
</table>

(Do Not Reduce – Fire, Police)
**Policy Issue – New/Expanded Programs**

**Program Preferences – Definitely fund or consider funding**

<table>
<thead>
<tr>
<th>Program Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency Preparedness/Disaster Recovery</td>
<td>92%</td>
</tr>
<tr>
<td>Economic Development/Business Recruitment</td>
<td>91%</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>88%</td>
</tr>
<tr>
<td>Housing Assistance/Revitalization Programs</td>
<td>83%</td>
</tr>
<tr>
<td>Green/Sustainability Initiatives</td>
<td>82%</td>
</tr>
<tr>
<td>Recreation Programs</td>
<td>82%</td>
</tr>
</tbody>
</table>

*(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.