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Date: Feb. 18, 2014
To: Honorable Mayor and City Council; Fritz Behring, City Manager; Executive Team
From: Brent Stockwell, Strategic Initiatives Director; Kelly Corsette, Communications & Public Affairs Director
Subject: Citizen Survey Results

The final report from the citizen survey is attached. The full survey report is also on the city's website at www.ScottsdaleAZ.gov/citizensurvey. Attached to this memo are service ratings grouped by division, as well as a summary of some survey highlights. Please contact us if you have questions or need additional information.

The vast majority of Scottsdale residents are pleased with their quality of life and with services provided by the city, according to the National Citizen Survey, which the city conducted late in 2013.

The overall quality of life in Scottsdale was rated "excellent" or "good" by 98 percent of survey participants – the highest percentage since Scottsdale began using the survey in 2003.

The survey results provide insight into how city residents feel about their community, about their local government, and about their interactions with both.

Residents consider Scottsdale a safe and enjoyable place to live, work and raise a family.

Of 53 characteristics of community assessed in the survey, Scottsdale residents rated 36 above the national benchmarks and none below. Here are some notable results from this category:

- 98 percent rated their quality of life excellent or good
- 97 percent felt safe in their neighborhood, downtown and in commercial areas
- 82 percent rated education and enrichment opportunities excellent or good

Residents are pleased with the quality of city services and with Scottsdale employees.

Of 43 characteristics related to local governance and city services, residents rated 14 above the national benchmarks and none below. Here are some notable results from this category:

- 87 percent rated the services provided by the city excellent or good
- 80 percent rate the customer service provided by city employees excellent or good
- 70 percent feel they are getting good value for taxes paid to the city

Residents interact with government and the community at or below national rates.

Of 29 characteristics of participation, Scottsdale residents' level of activity was above national benchmarks in three categories, similar to national benchmarks in 26 categories, and below in six categories. Here are some notable results from this category:

- 82 percent visited city parks
- 60 percent used city libraries
- 15 percent attended a local public meeting

A random sample of 1,200 households in Scottsdale received the survey by mail. About 20 percent of those completed and returned the survey, providing a margin of error of 6 percent. In addition, about 200 people took an online version available to everyone (those results are tabulated separately).

Scottsdale regularly surveys its residents to give them a chance to rate their quality of life and provide feedback on city programs and services. The results help Scottsdale set service priorities in ensuing years. The National Citizen Survey is designed specifically for use by local governments and has been used by more than 350 communities in 48 states. Because similar surveys are conducted in hundreds of jurisdictions, Scottsdale can compare its results with other cities across the country.

Scottsdale Citizen Survey Ratings*	2003	2004	2006	2010	2013	Benchmark†
Citywide						
Overall quality of life in Scottsdale	91%	93%	90%	94%	98%	Higher
Overall appearance of Scottsdale	89%	90%	87%	94%	96%	Higher
Services provided by city of Scottsdale	83%	88%	81%	88%	87%	Similar
City sponsored special events					81%	Similar
Overall customer service by Scottsdale employees	80%	80%	76%	83%	80%	Similar
Value of services for taxes paid			69%	74%	70%	Higher
Administrative Services						
Scottsdale website (www.Scottsdaleaz.gov)				79%	83%	
Public information services	74%	77%	73%	77%	82%	Similar
City Cable Channel 11				73%	73%	
Cable television				68%	64%	Similar
Community & Economic Development						
Code enforcement	57%	59%	59%	72%	74%	Higher
Economic development	57%	65%	72%	60%	72%	Higher
Land use, planning and zoning	40%	52%	48%	60%	70%	Higher
Storm drainage	53%	51%	48%	70%	69%	Similar
Bus or transit services	38%	35%	37%	57%	56%	Similar
Community Services						
City parks	90%	89%	84%	93%	95%	Higher
Open space					95%	Much Higher
Scottsdale McDowell Sonoran Preserve					95%	
Public library services	90%	91%	88%	93%	94%	Similar
Recreation centers or facilities				86%	93%	Higher
Recreation programs or classes	88%	84%	80%	85%	91%	Higher
Natural areas preservation				78%	78%	Higher
Finance & Accounting						
Utility billing					79%	Similar
Public Safety						
Ambulance or emergency medical services	91%	93%	92%	95%	97%	Similar
Fire services	91%	94%	96%	96%	97%	Similar
Police services	83%	87%	82%	90%	90%	Similar
Fire prevention				88%	88%	Similar
Crime prevention				84%	87%	Higher
Traffic enforcement	61%	63%	58%	71%	76%	Similar
Emergency preparedness				60%	71%	Similar
Public Works						
Garbage collection	91%	89%	88%	92%	89%	Similar
Recycling	80%	82%	77%	87%	81%	Similar
Street lighting				75%	77%	Higher
Street cleaning	75%	76%	70%	82%	76%	Higher
Yard waste pickup	76%	78%	75%	86%	76%	Similar
Sidewalk maintenance	70%	74%	66%	78%	75%	Higher
Street repair	63%	63%	60%	67%	66%	Higher
Traffic signal timing	53%	54%	48%	57%	60%	Similar
Water Resources						
Sewer services				83%	84%	Similar
Water services					65%	
Drinking water	40%	39%	42%	52%	59%	Similar
Drinking water taste					43%	

Notes:

*Percent positive, or percent rating "excellent" or "good."

† Compared to a national database of community ratings for 2013.

Typically, changes of +/- 9 percent from 2010 to 2013 are considered statistically significant.

Blanks signify no rating that year, or the question is unique to Scottsdale so there are no comparisons.

www.ScottsdaleAZ.gov/CitizenSurvey

Highlights from Scottsdale's Citizen Survey

Scottsdale residents value their quality of life and give high marks to the local economy, according to the National Citizen Survey conducted in November and December 2013. Some noteworthy excerpts from the 105-page survey report are highlighted below.

Scottsdale residents continue to enjoy a high quality of life.

Almost all residents rated their overall quality of life as “excellent” or “good” and 96 percent of residents would be “very” or “somewhat” likely to recommend Scottsdale as a place to live to someone who asks while 94 percent of respondents would be “very” or “somewhat” likely to remain in Scottsdale. These ratings are higher than seen in communities across the nation. Scottsdale’s overall appearance and overall image along with the city as a place to live, retire and raise children received high ratings by at least nine in 10 residents.

Recreation and wellness received high ratings.

Recreation and wellness was identified as one of the facets most important to residents’ quality of life. Nearly all survey respondents felt all aspects of recreation and wellness were “excellent” or “good” receiving ratings that were higher than reported in communities in the United States.

The economy is a feature that makes Scottsdale a livable community.

The economy was identified as one of the facets most important to residents’ quality of life. Overall, Scottsdale received favorable ratings higher than the benchmarks for aspects in this facet including the overall economic health of Scottsdale, shopping opportunities, employment opportunities and business and services in Scottsdale.

Some comparisons and contrasts.

Several areas were rated much higher than other benchmark communities, including:

- Scottsdale as a place to retire;
- paths and walking trails;
- open space
- shopping opportunities;
- employment opportunities;
- Scottsdale as a place to visit;
- a vibrant downtown/commercial area;
- a place to work; and
- cultural, arts and music activities

In addition, some areas had significant improvement from the last survey conducted in 2010, including:

- Emergency preparedness;
- Ease of walking;
- Travel by public transportation;
- Land use, planning and zoning;

- Employment opportunities;
- Economic development;
- Economy will have a positive impact on income

A list of the highest and lowest ratings are provided below:

Highest ratings were given to the following:	Percent positive	Trend	Benchmark
Purchased goods or services in Scottsdale	100%	*	↔
Overall quality of life	98%	↔	↑
Place to live	98%	↔	↑
Fire/Ambulance/EMS Services	97%	↔	↔
Safe in neighborhood	97%	↔	↔
Safe downtown/commercial area	97%	↔	↔
Recommend Scottsdale	96%	↔	↑
Overall appearance	96%	↔	↑
Shopping opportunities	96%	↔	↑↑
Open space	95%	*	↑↑
City parks	95%	↔	↑

Lowest ratings were given to the following:	Percent positive	Trend	Benchmark
Contacted Scottsdale elected officials	11%	*	↔
Attended a local public meeting	15%	↓	↓
Used public transportation instead of driving	18%	*	↓
Stocked supplies for an emergency	18%	*	↓
Watched a local public meeting	20%	↓	↓
Campaigned for an issue, cause or candidate	21%	*	↔
Participated in a club	31%	↔	↔
Economy will have positive impact on income	34%	↑	↑
Services provided by the federal government	34%	↓	↔
Volunteered	37%	↓	↔
Contacted Scottsdale employees	39%	↓	↓

Legend

- ↑↑ Much higher
- ↑ Higher
- ↔ Similar
- ↓ Lower
- ↓↓ Much lower
- * New question

The report provides the opinions of a representative sample selected from 1,200 Scottsdale residents. The margin of error around any reported percentage is 6 percent for the entire sample of 248 completed surveys. Also included as a supplement are the results from an online opt-in survey conducted in January 2014 that received 235 responses.