

SUS Community Feedback

Prepared for City of Scottsdale
June 13, 2024

Scottsdale Citizens Engagement Platform

A plan and purpose for the future!

PLEASE NOTE

Please Note: The findings from the report on Speak Up Scottsdale Feedback report are the ideas, opinions, and suggestions gathered from the members of the Speak up Scottsdale community and are not necessarily a reflection of all citizens of Scottsdale. This report may refer to Speak Up Scottsdale community members as respondents, community members, participants, and/or SUS members.

SPEAK UP SCOTTSDALE COMMUNITY FEEDBACK REPORT



OVERVIEW

May 15, 2024, the City of Scottsdale asked Speak Up Scottsdale members to provide feedback on their experience with Speak Up Scottsdale. Eighty Speak Up Scottsdale member gave their most honest responses to twelve questions.

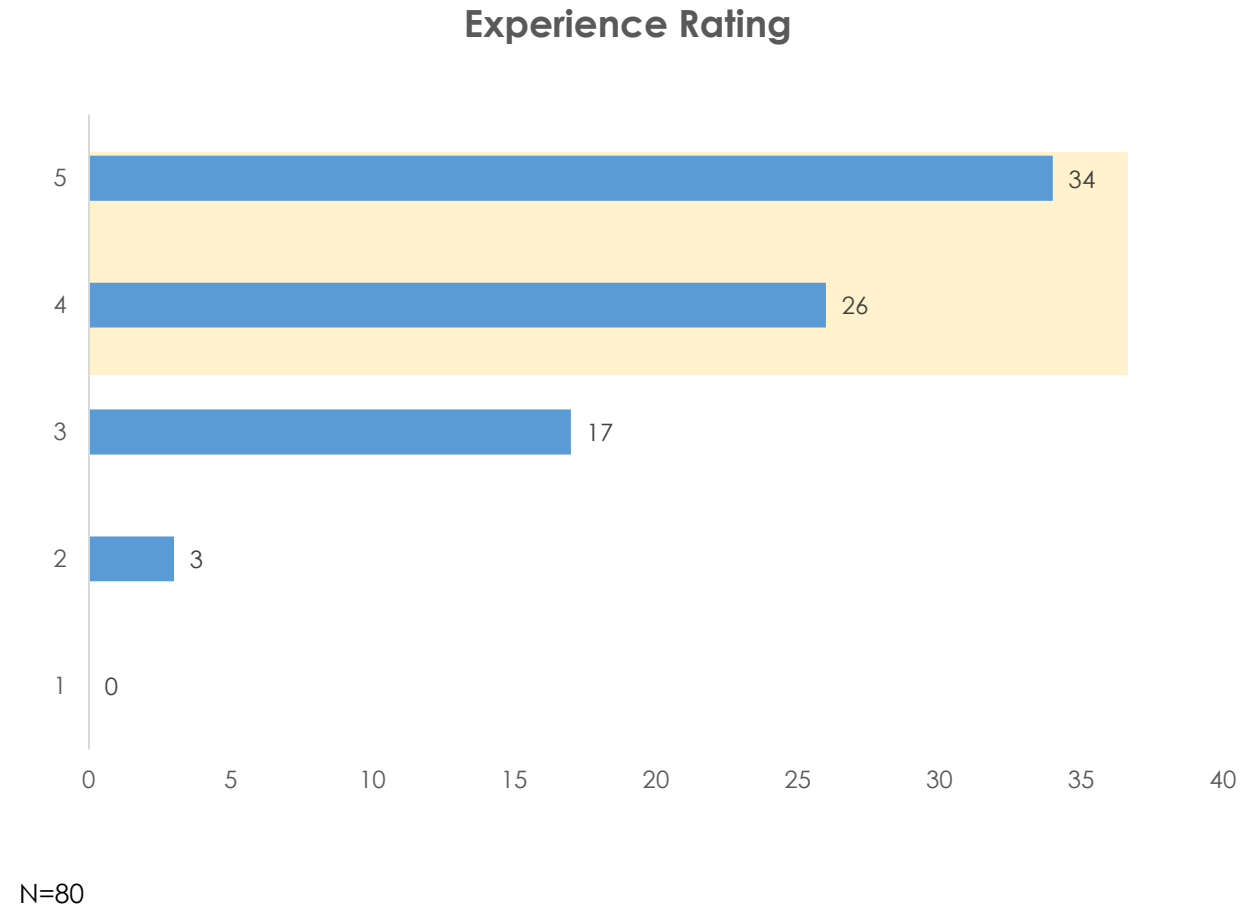
- 5 Choice questions
- 5 Open ended questions
- 2 Dichotomous questions

The questionnaire closed on June 12, 2024.



SUS EXPERIENCE RATING

75% of the SUS members that participated in the questionnaire gave SUS experience a 4 (26) or 5 (34).

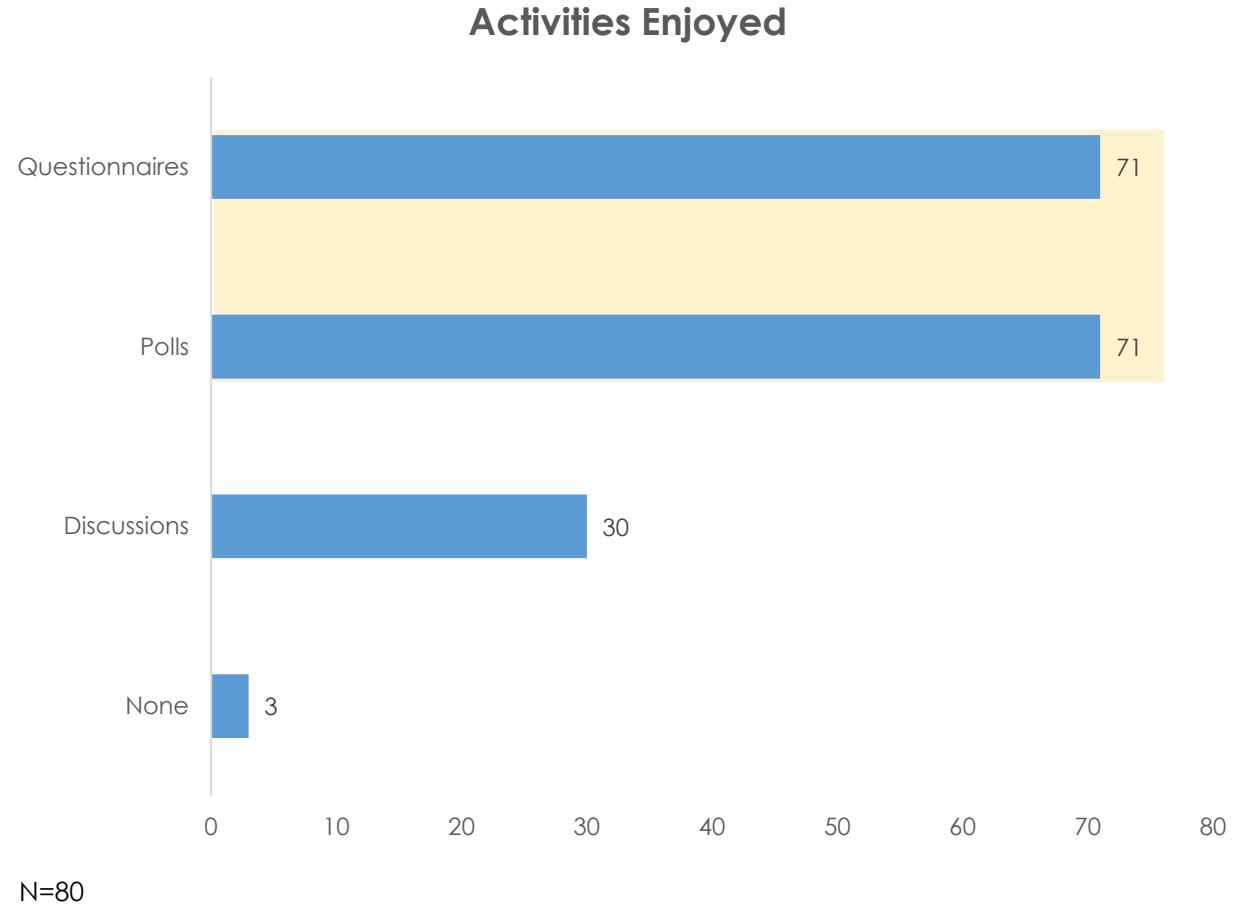


Q1

ACTIVITIES ENJOYED

Members were asked to identify the types of activities they enjoyed.

Questionnaires (71) and **Polls** (71) were tied for enjoyment while 30 members selected Discussions.



Q2

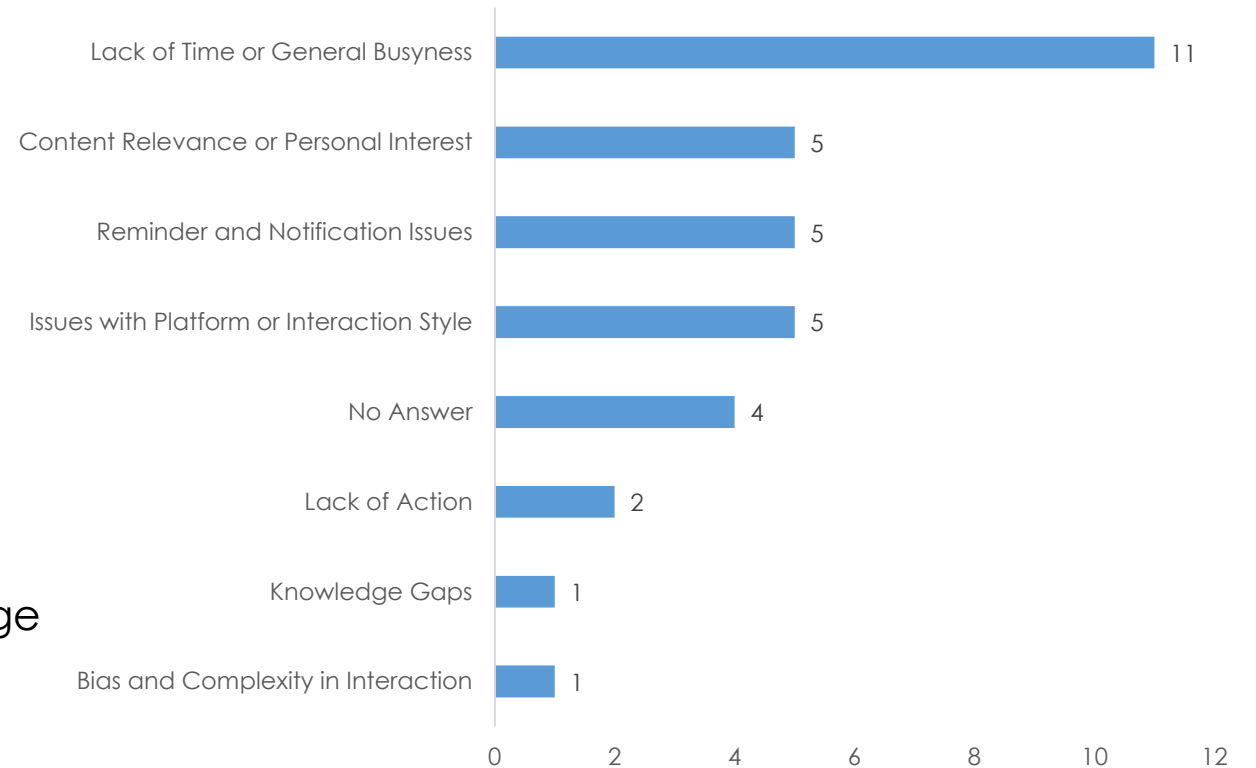
REASONS FOR NOT PARTICIPATING

More than half (**58%**) of the members regularly participated.

34 members cited time constraints and busyness affect some users.

Platform and interaction styles deter others, while a few cite reminder, content relevance, and knowledge gaps as hurdles to more consistent engagement.

Reasons for Not Participating



N=80

Q3

FREQUENCY OF REPORT DELIVERY

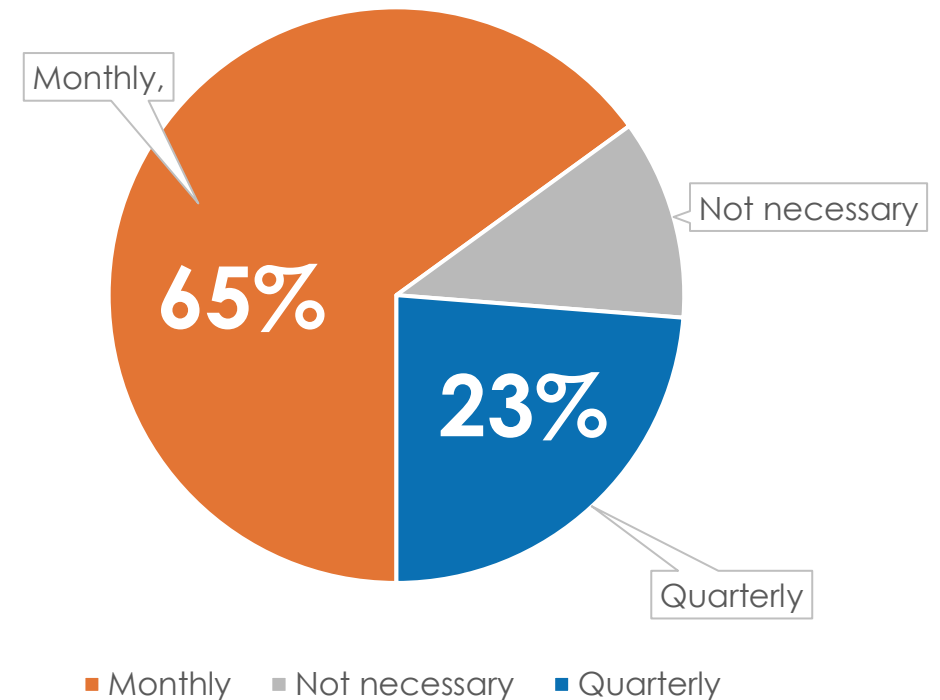
Members were asked to indicate when reports should be issued to the community.

- 52 selected **Monthly**
- 19 responded **Quarterly**
- 9 of respondents **Not necessary**

Recommendations: Provide more frequent community feedback.

N=80

Frequency of Report Delivery



Q4

NUMBER OF REPORTS DOWNLOADED

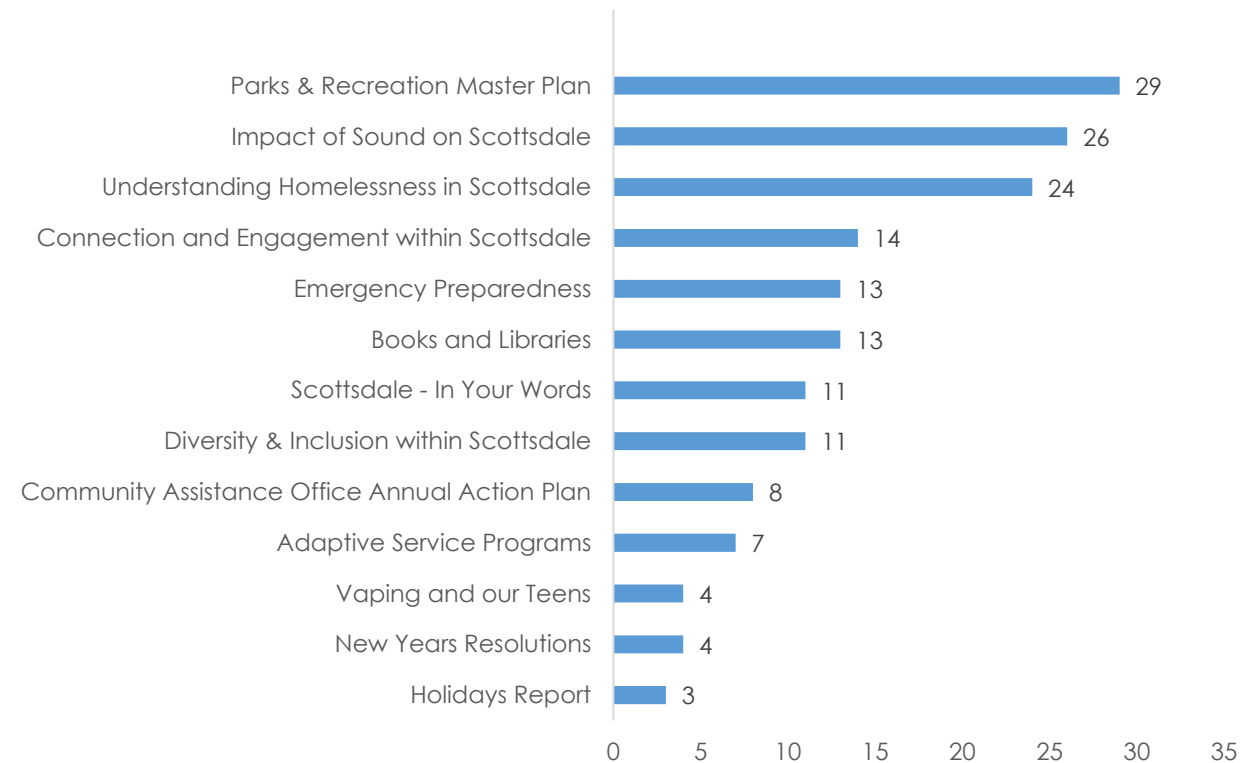
Members were asked to select the reports they downloaded.

The members, who reported downloading reports **downloaded 167 reports in total.**

Top three reports downloaded

1. Parks and Recreation Master Plan
2. Impact of Sound on Scottsdale
3. Understanding Homelessness in Scottsdale

Report Downloads



N=80

Q5

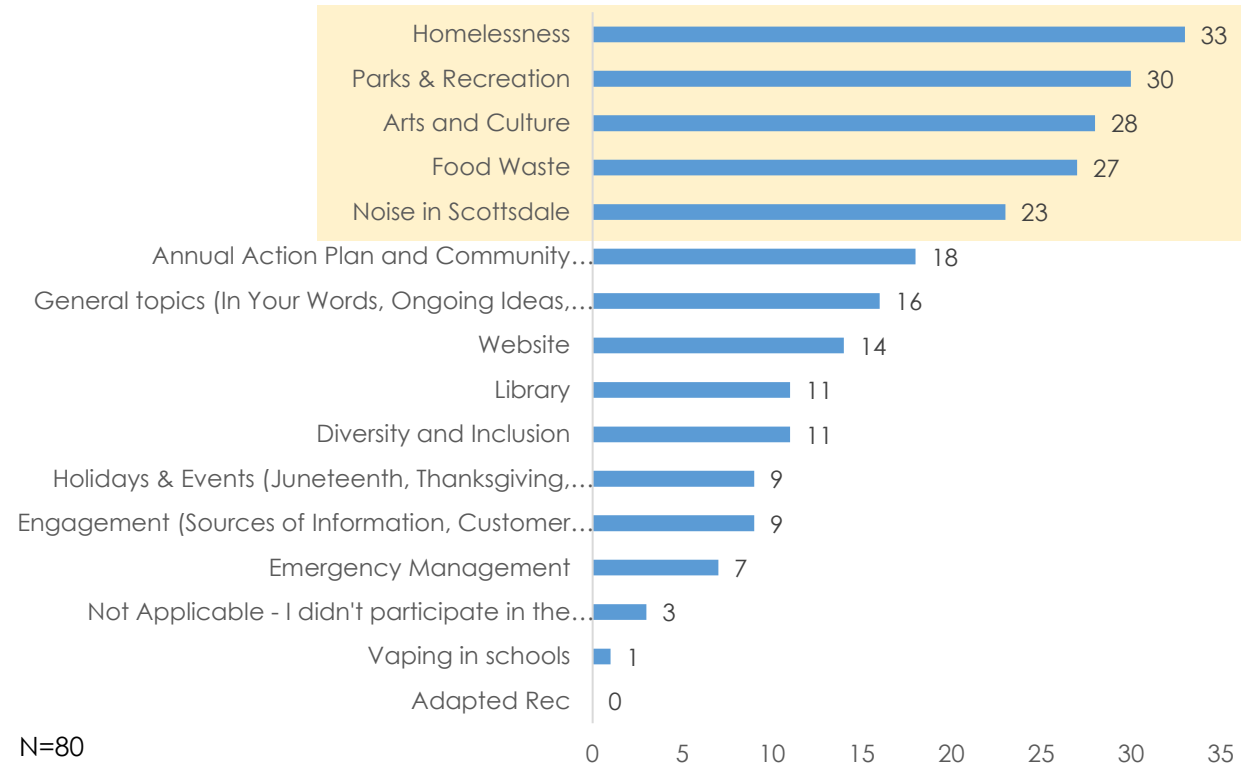
TOPICS MOST ENJOYED

Members identified the **top 5 topics** they most **enjoyed** contributing.

The most popular topics

1. Homelessness
2. Parks and Recreation
3. Arts and Culture
4. Food Waste
5. Noise

Most Enjoyed Topics



Q6

TOP 3 PRIORITY TOPICS

Members were asked to identify the **three topics** most interested in and feel Scottsdale should have as a priority.

25 topics were revealed.

The most mentioned topics:

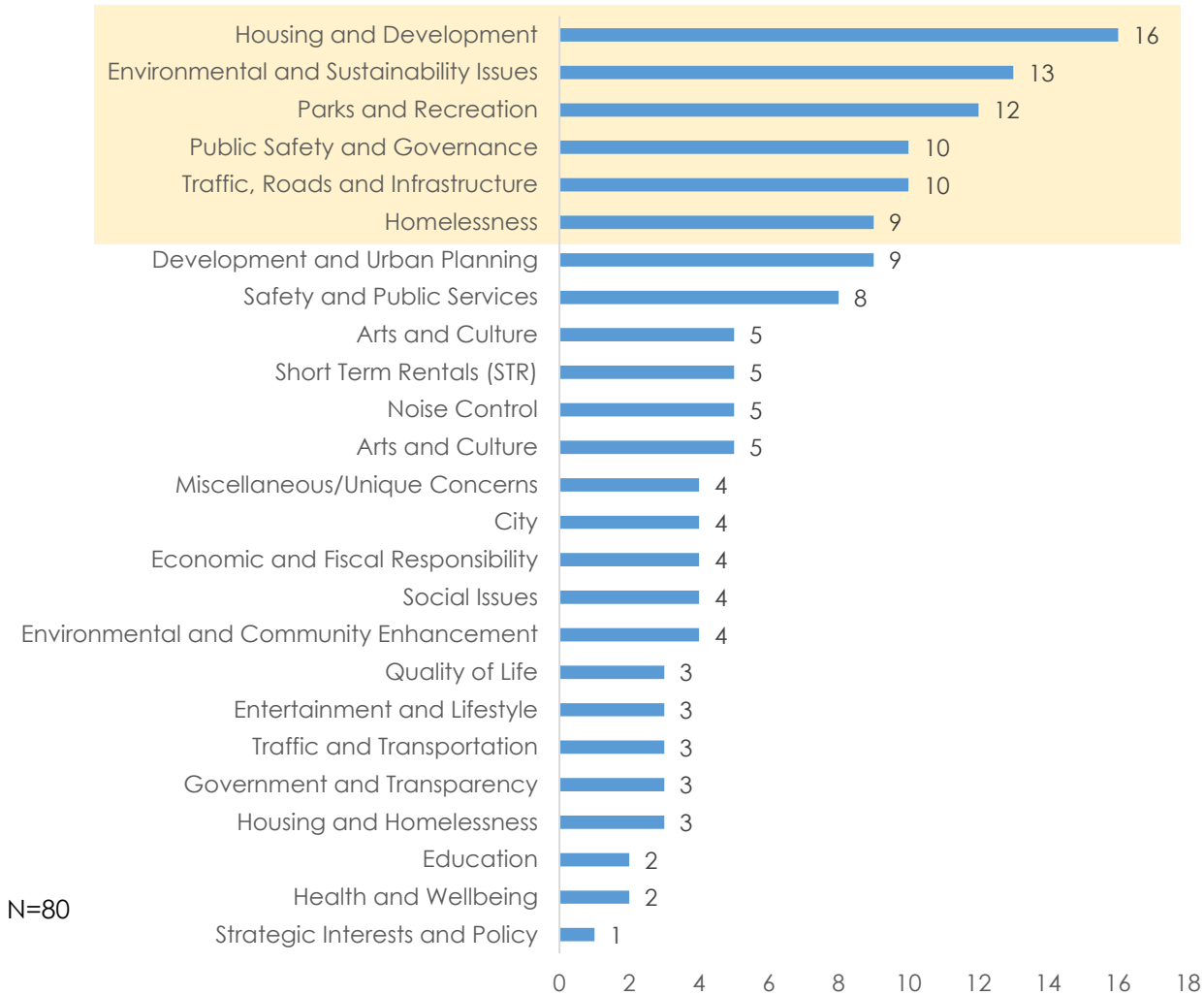
1. Housing and development
2. Environmental and sustainability issues
3. Park and recreation
4. Public safety and governance
5. Traffic, roads and infrastructure
6. Homelessness is an unresolved topic warranting further

discussion and exploration

Q7

N=80

Most Mentioned Topics



TOPICS WANTED IN THE COMMUNITY

These **eight** topics provide a clearer overview of the community's interests and concerns. Overall, highlighting key concerns in:

- Urban development
- Public safety
- Transport
- Sustainability

Including issues like:

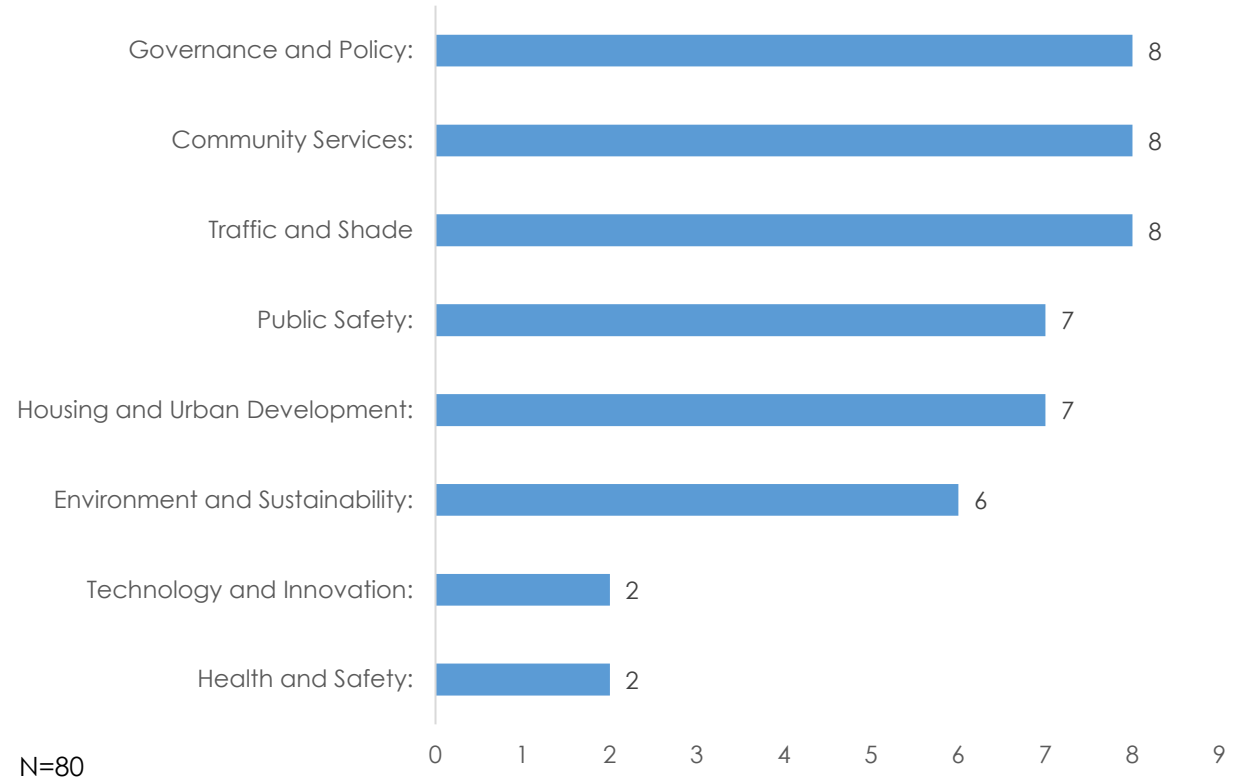
- Housing
- Traffic
- Environmental strategies

Some responses highlighted specific problems such as:

- Homelessness
- Wildlife control
- Noise from the airport

Q8

Topics Mentioned



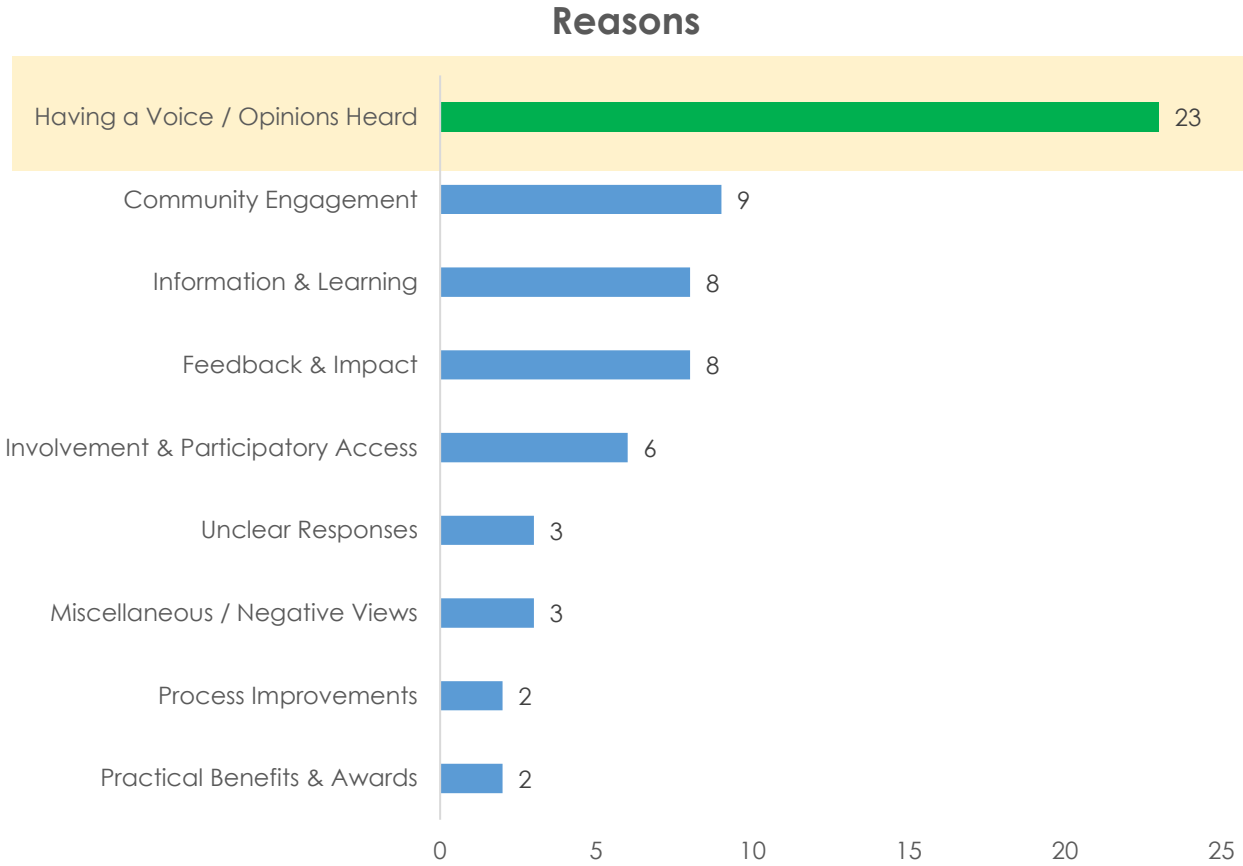
REASONS FOR BEING A PART OF THE ONLINE SUS COMMUNITY

These are the reasons for partaking in the SUS community. SUS community members **appreciate having their voices heard**, staying informed about Scottsdale, and **offering feedback** on city initiatives. They value community engagement, learning opportunities, and some practical benefits.

Top 3 reasons

- Having a voice/opinions heard
- Community engagement

Q9 Information and learning



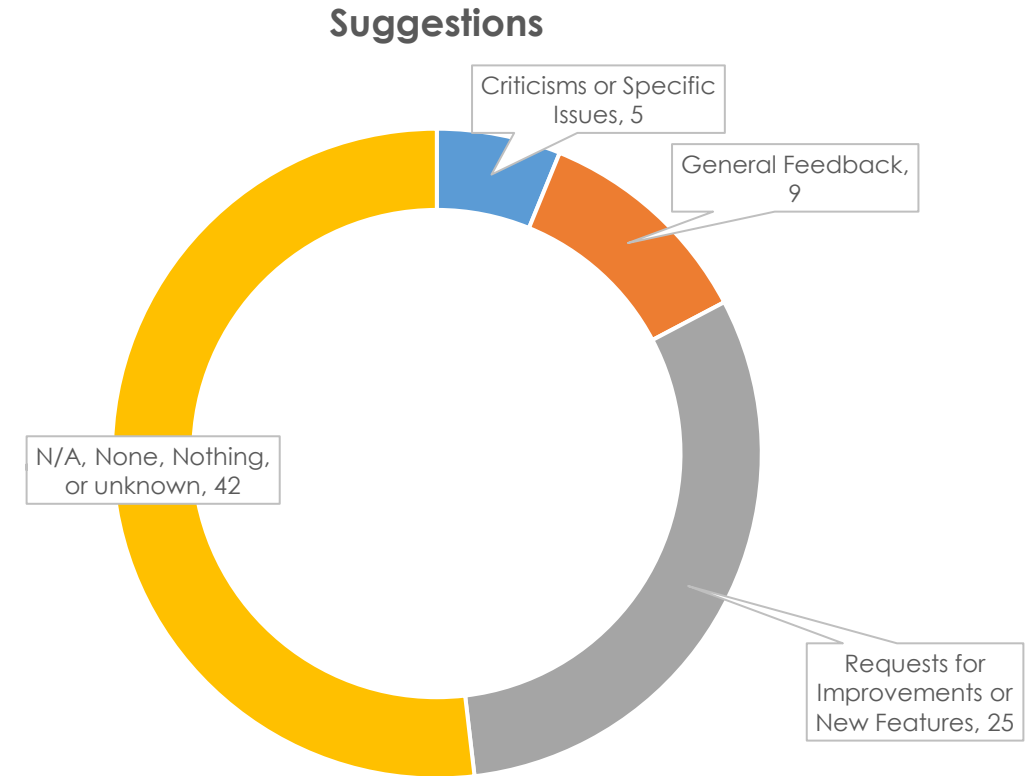
SUGGESTIONS FOR ADDITIONS OR CHANGES ABOUT THIS PLATFORM

51% of the members enjoyed the platform and would not make any changes.

Here are a couple recommendations:

- Broadening topics
- Showcasing achievements
- Reducing push communications

N=80



Q10

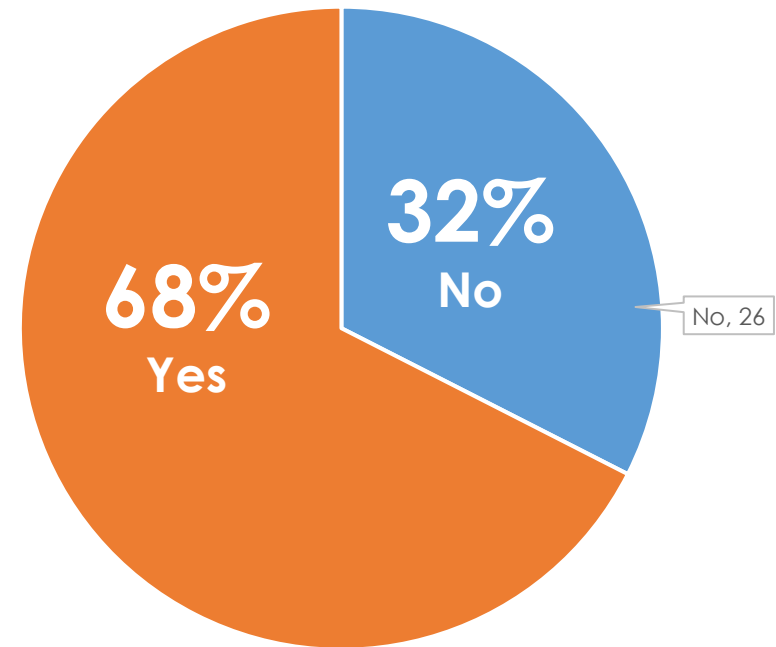
PARTICIPATION IN ONLINE WEBINARS ON CITY TOPICS

SUS members were asked if they would participate in online webinars on city topics.

68% / 54 of respondents indicated Yes

32% / 26 of respondents indicated No.

Participate in Online Webinars



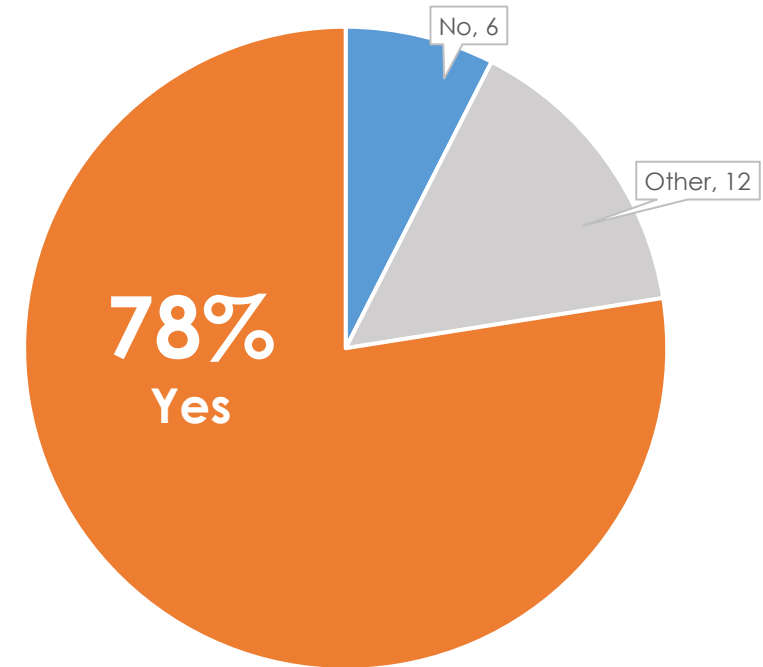
Q11

N=80

RECOMMENDATION OF SUS COMMUNITY

78% / 62 of respondents indicated Yes, they will recommend SUS community, while 12 of respondents indicated Other, and only 6 of respondents indicated No.

Recommendation of SUS Community



Q12

N=80

SUMMARY

- The SUS questionnaire revealed **75% positive** member feedback with a preference for questionnaires and polls.
- Monthly reports are favored, with high interest in homelessness and parks and recreation topics.
- Key participation barriers include time constraints and content relevance.

Overall, there is a very positive opinion and value towards SUS STREAM community with strong engagement and interest in continuing the initiative.



Thank you!

Let's us know if you have any questions!

Tery Spataro
Director of Research / UX

ATOM

