



City Manager's Office

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Date: March 11, 2019
To: Honorable Mayor and City Council; Jim Thompson, City Manager; Executive Team
From: Brent Stockwell, Assistant City Manager
Subject: National Citizen Survey Results

The final report from the citizen survey is attached. The full survey report is also on the city's website at ScottsdaleAZ.gov, search "citizen survey."

Attached to this memo are a summary of some survey highlights as well as service ratings grouped by division. Please contact us if you have questions or need additional information.

Residents continue to enjoy a high quality of life and strong sense of safety.

Almost all community members gave high marks to the overall quality of life in Scottsdale and Scottsdale as a place to live. About 9 in 10 residents positively rated the overall image or reputation of Scottsdale, their neighborhood as a place to live and its overall appearance; ratings higher than the national averages. The proportion of residents who were likely to recommend living in Scottsdale to someone who asked was above-average. About 9 in 10 residents planned to remain in Scottsdale for the next five years and about half positively rated the sense of community in the city. Safety was a top priority for residents. About 9 in 10 residents positively rated the overall feeling of safety in Scottsdale and felt safe in their neighborhoods and the downtown/commercial area. Evaluations of the overall feeling of safety were higher than observed elsewhere in the country.

Economy is a priority and residents applaud shopping and employment opportunities.

The economy was also identified as a priority for the community in the coming two years. Assessments within the facet of Economy were outstanding, with scores higher than the national averages for overall economic health, overall quality of business and service establishments and economic development. Residents' ratings of vibrant downtown/commercial area, shopping and employment opportunities, Scottsdale as a place to visit and Scottsdale as a place to work were much higher than what was observed elsewhere in the country. Additionally, reviews of shopping opportunities were ranked 1st among all comparison communities. About 4 in 10 residents believed the economy would have a positive impact on income, which was on par with other communities in the nation.

Scottsdale residents are pleased with health and wellness opportunities in their city.

Evaluations of Recreation and Wellness in Scottsdale were very strong. Assessments of availability of preventive health services, recreational opportunities and fitness opportunities were higher than the national benchmarks. About 9 in 10 community members gave high marks to recreation programs or classes and recreation centers or facilities; these scores were also above-average. Ratings for health and wellness opportunities were much higher than the national averages and were ranked 3rd among comparison communities. About half of respondents had visited and walked or hiked in Scottsdale McDowell Sonoran Preserve in the 12 months prior to the survey.

Residents also evaluated more than 30 individual services and amenities available in Scottsdale. Most residents gave positive ratings for all services and 11 received ratings higher or much higher than benchmark comparisons.

Notes on Survey Methodology: A random sample of 1,600 households in Scottsdale received the survey by mail in November and December 2018. About 21 percent of those completed and returned the survey. The margin of error around any reported percentage is 6 percent for the entire sample of 305 completed surveys. In addition, 104 people took an online version available to everyone (results 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 National Citizen Survey is designed specifically for use by local governments and has been used by more than 500 communities. Because similar surveys are conducted in hundreds of jurisdictions, Scottsdale can compare its results with other cities across the country.

Scottsdale Citizen Survey Ratings*

| | 2010 | 2013 | 2016 | 2018 | Benchmark [†] |
|---|------|------|------|------------|------------------------|
| Citywide | | | | | |
| Scottsdale as a place to live | 96% | 98% | 98% | 97% | Higher |
| Scottsdale as a place to visit | - | 94% | 95% | 96% | Much Higher |
| Scottsdale as a place to work | 88% | 86% | 92% | 90% | Much Higher |
| Scottsdale as a place to retire | 91% | 91% | 92% | 90% | Much Higher |
| Overall appearance of Scottsdale | 94% | 96% | 93% | 90% | Higher |
| Services provided by city of Scottsdale | 88% | 87% | 89% | 86% | Higher |
| Overall customer service by Scottsdale employees | 83% | 80% | 90% | 79% | Similar |
| Value of services for taxes paid | 74% | 70% | 71% | 64% | Similar |
| Administrative Services and City Officials | | | | | |
| Scottsdale website (www.Scottsdaleaz.gov) | 79% | 83% | 86% | 75% | No Benchmark |
| Public information services | 77% | 82% | 80% | 78% | Similar |
| City Cable Channel 11 or Scottsdale Video Network | 73% | 73% | 72% | 69% | No Benchmark |
| Utility billing | - | 79% | 70% | 73% | Similar |
| Community & Economic Development | | | | | |
| Economic development | 60% | 72% | 79% | 77% | Higher |
| Preservation of natural areas | 78% | 78% | 77% | 74% | Higher |
| Land use, planning and zoning | 60% | 70% | 61% | 51% | Similar |
| Code enforcement | 72% | 74% | 68% | 61% | Higher |
| Storm drainage | 70% | 69% | 69% | 72% | Similar |
| Bus or transit services | 57% | 56% | 64% | 66% | Similar |
| City sponsored special events | - | 81% | 80% | 82% | Similar |
| Community Services | | | | | |
| City parks | 93% | 95% | 90% | 90% | Similar |
| Scottsdale McDowell Sonoran Preserve | - | 95% | 89% | 88% | Much Higher |
| Public library services | 93% | 94% | 95% | 93% | Higher |
| Recreation centers or facilities | 86% | 93% | 87% | 87% | Higher |
| Recreation programs or classes | 85% | 91% | 89% | 86% | Higher |
| Public Safety | | | | | |
| Ambulance or emergency medical services | 95% | 97% | 98% | 95% | Similar |
| Fire services | 96% | 97% | 98% | 95% | Similar |
| Fire prevention | 88% | 88% | 87% | 88% | Similar |
| Police services | 90% | 90% | 91% | 90% | Similar |
| Crime prevention | 84% | 87% | 85% | 84% | Similar |
| Traffic enforcement | 71% | 76% | 73% | 69% | Similar |
| Emergency preparedness | 60% | 71% | 71% | 61% | Similar |
| Public Works | | | | | |
| Garbage collection | 92% | 89% | 95% | 91% | Similar |
| Recycling | 87% | 81% | 87% | 82% | Similar |
| Yard waste pickup | 86% | 76% | 76% | 84% | Higher |
| Street cleaning | 82% | 76% | 85% | 77% | Higher |
| Sidewalk maintenance | 78% | 75% | 80% | 76% | Higher |
| Street lighting | 75% | 77% | 77% | 72% | Similar |
| Street repair | 67% | 66% | 69% | 67% | Higher |
| Traffic signal timing | 57% | 60% | 62% | 58% | Similar |
| Water | | | | | |
| Water services | - | 65% | 78% | 77% | No Benchmark |
| Drinking water | 52% | 59% | 56% | 61% | Similar |
| Drinking water taste | - | 43% | 43% | 47% | No Benchmark |
| Sewer services | 83% | 84% | 83% | 80% | Similar |

Notes:

*Percent rating "excellent" or "good"

† Compared to a national database of community ratings for 2018.

Typically, changes of +/- 8 percent from 2016 to 2018 are considered statistically significant and are in bold.

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

Complete survey results are online at ScottsdaleAZ.gov search "citizen survey"

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 2018. Some noteworthy excerpts from the 157-page survey report are highlighted below.

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Residents also evaluated more than 30 individual services and amenities available in Scottsdale. A majority of residents gave positive ratings for all services and 11 received ratings higher or much higher than benchmark comparisons. Some comparisons and contrasts.

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

- Scottsdale as a place to retire
- Shopping opportunities
- The Scottsdale McDowell Sonoran Preserve
- Scottsdale as a place to visit
- Scottsdale as a place to work
- A vibrant downtown/commercial area

In addition, some areas had significant improvement from the last survey conducted in 2016, including:

- Yard waste pick up quality
- The amount of volunteer opportunities offered
- Overall ease of travel
- The amount of social events and activities

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

| Highest ratings were given to the following: | Percent positive | Trend | Benchmark |
|---|------------------|-------|-----------|
| Safety in your neighborhood during the day | 98% | ↔ | ↔ |
| Scottsdale as a place to live | 97% | ↔ | ↑ |
| The overall quality of life in Scottsdale | 96% | ↔ | ↑↑ |
| Shopping opportunities | 96% | ↔ | ↑↑ |
| Would recommend living in Scottsdale to someone | 96% | ↔ | ↑ |
| Your neighborhood as a place to live | 95% | ↔ | ↑ |
| Overall feeling of safety in Scottsdale | 95% | ↔ | ↑ |
| Fire services | 95% | ↔ | ↔ |
| Ambulance or EMS | 95% | ↔ | ↔ |
| Public library services | 93% | ↔ | ↑ |

| Lowest ratings were given to the following: | Percent positive | Trend | Benchmark |
|--|------------------|-------|-----------|
| Contacted Scottsdale elected officials | 17% | ↔ | ↔ |
| Attended a local public meeting | 18% | ↔ | ↔ |
| Used public transportation instead of driving | 19% | ↔ | ↔ |
| Stocked supplies for an emergency | 21% | ↔ | ↓ |
| Watched a local public meeting | 22% | ↔ | ↔ |
| Participated in a club | 32% | ↔ | ↔ |
| Contacted Scottsdale employees | 34% | ↓ | ↓ |
| Campaigned for an issue, cause or candidate | 34% | ↓ | ↓ |
| Volunteered | 35% | ↔ | ↔ |
| Affordable quality housing | 36% | ↓ | ↔ |

Legend

- ↑↑ Much higher
- ↑ Higher
- ↔ Similar
- ↓ Lower
- ↓↓ Much lower

The report provides the opinions of a representative sample selected from 1,600 Scottsdale residents. The margin of error around any reported percentage is 6 percent for the entire sample of 305 completed surveys. Also included as a supplement are the results from an online opt-in survey conducted in late December 2018 to early February 2019 that received 104 responses.