

development in their neighborhood, deterioration, and decreased property values and traffic due to proximity of the new freeway.

Conclusions

Scottsdale citizens continue to give the City high marks for:

Services. The most highly rated services are Community Services — Parks, Recreational Programs, Libraries, and Arts; Public Safety — Police, Emergency Medical, and Fire Services; and Direct Services — Water/Sewer, Residential Refuse/Garbage Collection, and Recycling Services.

Quality of Life. Citizens live here for the weather; the location and convenience of shopping, restaurants, entertainment, and proximity to family; the atmosphere, ambiance and cleanliness of the City; the sense of community and neighborhood; and a safe environment.

The survey suggests special attention should be given to the following:

Growth/Development. The percentage of citizens naming growth as what they like least about Scottsdale has trended downward from 44% in 1998 to 35% in 1999; however, growth and its resulting impact on traffic congestion remains the highest concern among those surveyed.

Transportation. Survey results continue to show transportation as the second highest concern named by respondents. Concerns center on the impact of growth on traffic congestion, freeway construction, and need for improvement in timing of traffic signals. Satisfaction with traffic flow/signalization (see rating of City Services) remains low.

Redevelopment. Redevelopment concerns tend to center on the downtown and Los Arcos areas. This is likely due to publicity surrounding the upcoming Los Arcos election, as well as the recent failed Canals election.

Demographics of the Sample

The survey is based on a sample of 600 adult City of Scottsdale residents selected by employing a random digit dialing sampling. Each respondent was interviewed by telephone during the period September 23 – October 4, 1999.

Following is the composition of the sample.

Registered to Vote:

84% of those polled are registered voters

Number of Years a Scottsdale Resident:

24% Less than 5 years

42% 5 to 14 years

34% 15 years or more

Geographical Location:

24% South of Camelback Road

30% Between Camelback & Shea Blvd.

24% Between Shea and Bell Road

22% North of Bell Road

Own or Rent:

85% Own

15% Rent

Age:

8% 18-30 years

21% 31-45 years

41% 46-64 years

27% 65 years or older

Sex:

50% Female

50% Male

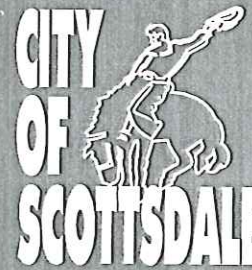
Education:

19% High School or less

26% At least 2 full years of college

34% College graduate

21% Post graduate degree

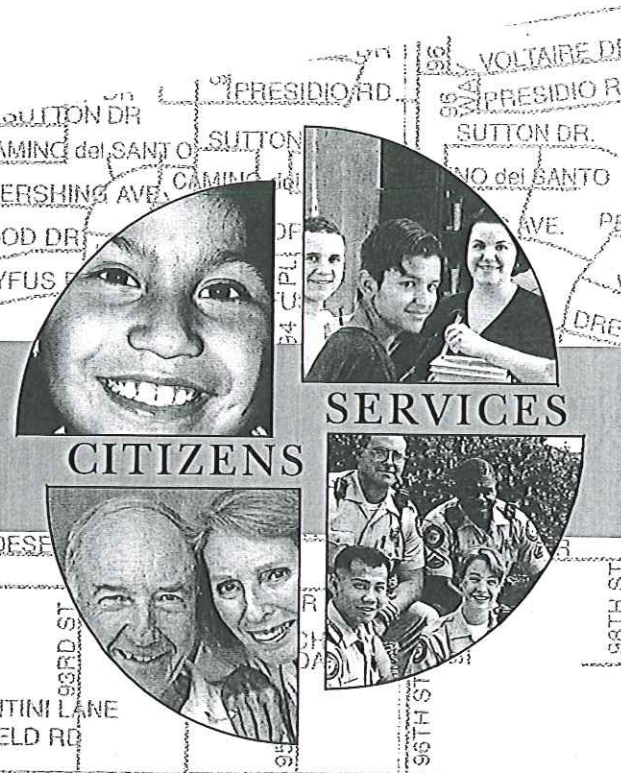


Prepared By:
Financial Services Department
Accounting and Budget Division

City of Scottsdale

Citizen

SURVEY



SERVICES

CITIZENS

1999

1999 CITY OF Scottsdale Citizen SURVEY

The 1999 Scottsdale Citizen Survey is conducted annually to gain insight into trends in citizen satisfaction with the services the city provides, as well as how citizens feel the City is doing in general, what they like most about living here, and what they like *least* about living here. The results are used to assist in organizational performance assessment, help establish budget priorities, and as a guide for ongoing strategic planning efforts.

Results of the survey are valid at the 96% confidence level, meaning that if the survey were conducted 100 times, the same results would occur 96 times. The sampling error is plus or minus 4%, meaning if 96% indicated satisfaction, the actual percentage ranges between 92% and 100%.

The survey was conducted by O'Neil Associates, Inc., under the direction of Michael J. O'Neil, Ph.D. Dr. O'Neil has considerable experience in designing, conducting, and analyzing survey research projects, and has overseen hundreds of research projects in Arizona for a wide range of clients.

Overall Satisfaction with Services

Survey respondents were asked "Overall, do you think the City is doing a very good, good, poor, or very poor job of providing services to you?" The results, compared to prior years are:

| Rating | '96 | '97 | '98 | '99 |
|-----------|-----|-----|-----|-----|
| Very Good | 38% | 32% | 31% | 31% |
| Good | 57% | 63% | 65% | 63% |
| Total | 95% | 95% | 96% | 94% |
| Poor | 4% | 4% | 3% | 5% |
| Very Poor | 1% | 1% | 1% | 1% |
| Total | 5% | 5% | 4% | 6% |

Ratings of Selected City Services

Citizens were then asked to rate specific services using the same scale - very good, good, poor or very poor. The total percentages of those responding very good and good are tabulated below and compared to prior years.

| City Service | '96 | '97 | '98 | '99 |
|--|-----|------|-----|-----|
| Library Services | 98% | 100% | 98% | 98% |
| Recreational Programs | 96% | 98% | 98% | 95% |
| Emergency Medical Services | 97% | 98% | 98% | 97% |
| Fire Services | 98% | 99% | 99% | 98% |
| Parks/Open Spaces | 96% | 94% | 95% | 93% |
| Development/Design | 63% | 52% | 55% | 65% |
| Police | 94% | 97% | 94% | 93% |
| Water and Sewer | 89% | 92% | 95% | 93% |
| Drainage Control | 78% | 77% | 82% | 75% |
| Residential Refuse/ Garbage Collection | 92% | 92% | 93% | 92% |
| Traffic Flow/ Signalization | 61% | 55% | 49% | 50% |
| Bus/Dial-A-Ride | 46% | 29% | 48% | 43% |
| Street Maintenance | 87% | 85% | 83% | 82% |
| Community Arts/ Cultural Programs | 95% | 96% | 95% | 93% |
| Recycling Services | 79% | 88% | 86% | 89% |
| Citizen Communication | n/a | n/a | 82% | 76% |

The 1999 survey results continue to show that citizens are generally satisfied with city provided services. Since the sampling error is + or - 4%, only variations of 4% or more from the previous year are considered true indications of a change in satisfaction.

Citizens consistently give high marks to Libraries, Parks, Recreational Programs,

Community Arts, Police, Fire and Emergency Services. Utilities - Water & Sewer Services, Refuse Collection, and Recycling Services - also consistently receive high ratings.

What People Like Most About Living in Scottsdale

Citizens were asked to identify what they like most about living in Scottsdale. This was an open-ended question, with no topic suggested by the interviewer. The top responses compared to the prior year were:

| Characteristic | '98 | '99 |
|----------------------|-----|-----|
| Location/Convenience | 16% | 16% |
| Weather | 16% | 14% |
| Cleanliness | 13% | 12% |
| Atmosphere/Ambiance | 10% | 12% |
| Parks/Libraries/Arts | 8% | 8% |
| Community/Neighbors | 5% | 7% |
| Safe Environment | 6% | 5% |

What People Like Least About Living in Scottsdale

Citizens were also asked what they consider to be the major problem facing the City. This was also an open-ended question. Top responses, compared to prior years, were:

| Characteristic | '96 | '97 | '98 | '99 |
|-----------------------|-----|-----|-----|-----|
| Growth | 33% | 35% | 44% | 35% |
| Traffic | 24% | 25% | 25% | 28% |
| Planning/ Development | 8% | 8% | 5% | 7% |
| Redevelopment | 0% | 1% | 2% | 6% |
| Politics/Governing | <1% | <1% | <1% | 6% |

Growth is still the major concern among the survey respondents, although it shows a downward trend from 1998. Traffic concerns tend to center on congestion caused by too much growth, freeway construction, and the

need for better timing of traffic signals. Those citing planning or developing as the biggest problem tend to object to the type of development - buildings too tall, houses too close together. Redevelopment concerns center on the future Los Arcos and downtown redevelopment plans.

Scottsdale as a Place to Raise a Family

A new survey question last year rated citizens satisfaction with Scottsdale as a place to raise a family. Respondents were asked to rate Scottsdale as a "very good", "good", "poor" or "very poor" place to raise a family. The results compared to 1998 are:

| Rating | '98 | '99 |
|-----------|-----|-----|
| Very Good | 51% | 50% |
| Good | 43% | 44% |
| Total | 94% | 94% |
| Poor | 5% | 5% |
| Very Poor | 1% | 1% |
| Total | 6% | 6% |

Neighborhoods

Respondents were asked to think about the neighborhood in which they live, and rate the quality of life as "better", "about the same" or "worse" over the past year. Following is a comparison of the results of the past three years.

| Quality | '97 | '98 | '99 |
|----------------|-----|-----|-----|
| Better | 19% | 15% | 13% |
| About the Same | 64% | 72% | 72% |
| Worse | 17% | 13% | 15% |

Those saying that their quality of life had gotten better attributed that to neighbors making home improvements, nearby amenities, economic times, increasing property values, and access to freeways. Those who said their quality of life had gotten worse, cited reasons such as increasing traffic and