



City Manager's Office

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Date: Feb. 23, 2017
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."

City Manager Jim Thompson is considering these survey results as he prepares the proposed budget, and plans to schedule a City Council retreat this spring to discuss the results in more detail.

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.

Scottsdale residents continue to rate their quality of life positively.

Almost all residents rated the quality of life in Scottsdale, and Scottsdale as a place to live, as excellent or good. About 9 in 10 residents positively rated the overall image and overall appearance of Scottsdale, their neighborhood as a place to live and Scottsdale as a place to retire, and all of these aspects received ratings higher than those given in other communities nationwide. About 9 in 10 would recommend living in Scottsdale to someone who asked and planned to remain in the city for the next 5 years. These ratings have remained stable over time.

Scottsdale residents feel Safety, Economy and Natural Environment are priority areas for the future.

Residents identified Safety, Economy and Natural Environment as priorities for the Scottsdale community in the coming two years. More than 9 in 10 residents gave excellent or good ratings to all aspects of Safety. More than 8 in 10 residents were pleased with the overall economic health of Scottsdale, and this rating was higher than seen in communities elsewhere. Many other aspects of Economy were rated highly, including shopping opportunities, employment opportunities, Scottsdale as a place to visit, vibrancy of the downtown, overall quality of business and service establishments and economic development. More than 8 in 10 residents gave positive ratings to the overall natural environment in Scottsdale, and ratings for open space (Scottsdale McDowell Sonoran Preserve) and preservation of natural areas were all higher than the benchmark.

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

About 9 in 10 residents gave excellent or good ratings to the overall quality of services provided by the City, as well as the customer service provided by city employees. About 7 in 10 were pleased with the value of services for taxes paid. These ratings were higher than benchmark communities. Residents also evaluated more than 30 individual services and amenities available in Scottsdale. A majority of residents gave positive ratings for all services and 16 received ratings higher than benchmark comparisons.

Notes on Survey Methodology: A random sample of 1,500 households in Scottsdale received the survey by mail in November and December 2016. About 20 percent of those completed and returned the survey, providing a margin of error of 6 percent. In addition, about 290 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 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*

	2006	2010	2013	2016	Benchmark†
Citywide					
Scottsdale as a place to live	94%	96%	98%	98%	Higher
Scottsdale as a place to visit	-	-	94%	95%	Much Higher
Scottsdale as a place to work	84%	88%	86%	92%	Much Higher
Scottsdale as a place to retire	81%	91%	91%	92%	Much Higher
Overall appearance of Scottsdale	87%	94%	96%	93%	Higher
Services provided by city of Scottsdale	81%	88%	87%	89%	Higher
Overall customer service by Scottsdale employees	76%	83%	80%	90%	Higher
Value of services for taxes paid	69%	74%	70%	71%	Higher
Administrative Services and City Officials					
Scottsdale website (www.Scottsdaleaz.gov)	-	79%	83%	86%	-
Public information services	73%	77%	82%	80%	Higher
City Cable Channel 11 or Scottsdale Video Network	-	73%	73%	72%	-
Utility billing	-	-	79%	70%	Similar
Community & Economic Development					
Economic development	72%	60%	72%	79%	Higher
Preservation of natural areas	-	78%	78%	77%	Higher
Land use, planning and zoning	48%	60%	70%	61%	Similar
Code enforcement	59%	72%	74%	68%	Higher
Storm drainage	48%	70%	69%	69%	Similar
Bus or transit services	37%	57%	56%	64%	Similar
City sponsored special events	-	-	81%	80%	Similar
Community Services					
City parks	84%	93%	95%	90%	Similar
Open space	-	-	95%	89%	Similar
Scottsdale McDowell Sonoran Preserve	-	-	95%	89%	Much Higher
Public library services	88%	93%	94%	95%	Higher
Recreation centers or facilities	-	86%	93%	87%	Higher
Recreation programs or classes	80%	85%	91%	89%	Higher
Public Safety					
Ambulance or emergency medical services	92%	95%	97%	98%	Similar
Fire services	96%	96%	97%	98%	Similar
Fire prevention	-	88%	88%	87%	Similar
Police services	82%	90%	90%	91%	Higher
Crime prevention	-	84%	87%	85%	Higher
Traffic enforcement	58%	71%	76%	73%	Similar
Emergency preparedness	-	60%	71%	71%	Similar
Public Works					
Garbage collection	88%	92%	89%	95%	Higher
Recycling	77%	87%	81%	87%	Similar
Yard waste pickup	75%	86%	76%	76%	Similar
Street cleaning	70%	82%	76%	85%	Higher
Sidewalk maintenance	66%	78%	75%	80%	Higher
Street lighting	-	75%	77%	77%	Higher
Street repair	60%	67%	66%	69%	Higher
Traffic signal timing	48%	57%	60%	62%	Similar
Water					
Water services	-	-	65%	78%	-
Drinking water	42%	52%	59%	56%	Lower
Drinking water taste	-	-	43%	43%	-
Sewer services	-	83%	84%	83%	Similar

Notes:

*Percent rating "excellent" or "good"

† Compared to a national database of community ratings for 2016.

Typically, changes of +/- 9 percent from 2013 to 2016 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"