

## 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 and development as their biggest concern has remained high over the past several years, with the combined percentage of these two issues reaching a high of 49% in 1998. This year 45% of the respondents named either growth or type of development as what they least like about living in Scottsdale.

**Transportation.** Survey results continue to show transportation as the second highest concern named by respondents, although the percentage has dropped from 28% in 1999 to 20% in 2000. Concerns center on the impact of growth on traffic congestion, and the need to improve timing of traffic signals. The opening of new stretches of the Pima Freeway has eased congestion somewhat, perhaps accounting for the positive movement of this indicator.

**Redevelopment.** Redevelopment concerns tend to center on the Los Arcos area. This is likely due to the much publicized pending redevelopment plans.

## 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 22 – October 2, 2000. Following is the composition of the sample.

### Registered to Vote:

82% of those polled are registered voters

### Number of Years a Scottsdale Resident:

30% Less than 5 years

32% 5 to 14 years

38% 15 years or more

### Geographical Location:

29% South of Camelback Road

26% Between Camelback & Shea Blvd.

24% Between Shea and Bell Road

21% North of Bell Road

### Own or Rent:

82% Own

18% Rent

### Age:

10% 18-30 years

25% 31-45 years

35% 46-64 years

30% 65 years or older

### Sex:

50% Female

50% Male

### Education:

17% High School or less

23% At least 2 full years of college

37% College graduate

23% Post graduate degree



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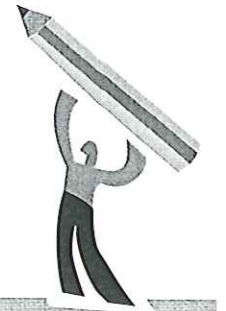
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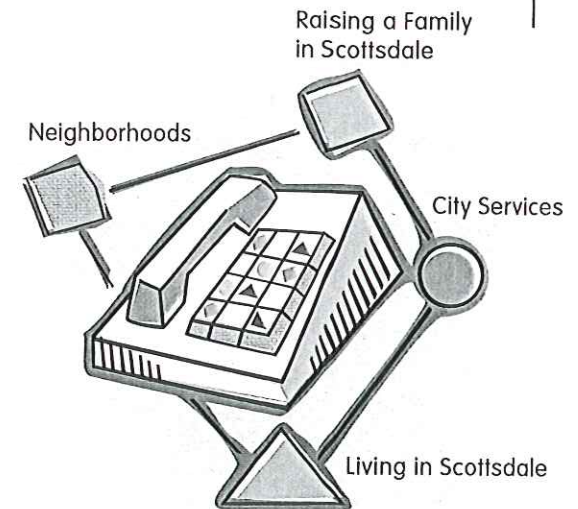
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# city of scottsdale citizen survey

# 2000



## RESULTS



# 96%

## 2000 Overall Satisfaction

The 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	'97	'98	'99	'00
Very Good	32%	31%	31%	34%
Good	63%	65%	63%	62%
Total	95%	96%	94%	96%
Poor	4%	3%	5%	3%
Very Poor	1%	1%	1%	1%
Total	5%	4%	6%	4%

### 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	'97	'98	'99	'00
Library Services	100%	98%	98%	98%
Recreational Programs	98%	98%	95%	95%
Emergency Medical Services	98%	98%	97%	96%
Fire Services	99%	99%	98%	98%
Parks/Open Spaces	94%	95%	93%	90%
Development/Design	52%	55%	65%	69%
Police	97%	94%	93%	91%
Water and Sewer	92%	95%	93%	90%
Drainage Control	77%	82%	75%	82%
Residential Refuse/ Garbage Collection	92%	93%	92%	93%
Traffic Flow/ Signalization	55%	49%	50%	50%
Bus/Dial-A-Ride	29%	48%	43%	53%
Street Maintenance	85%	83%	82%	83%
Community Arts/ Cultural Programs	96%	95%	93%	93%
Recycling Services	88%	86%	89%	88%
Code Enforcement	n/a	n/a	79%	78%
Citizen Communication	n/a	82%	76%	84%

The 2000 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	'99	'00
Weather	14%	17%
Location/Convenience	16%	13%
Atmosphere/Ambiance	12%	13%
Cleanliness	12%	11%
Community/Neighbors	7%	7%
Parks/Libraries/Arts	8%	6%
Safe Environment	5%	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	'97	'98	'99	'00
Growth	35%	44%	35%	40%
Traffic	25%	25%	28%	20%
Planning/Development	8%	5%	7%	5%
Redevelopment	1%	2%	6%	3%

Growth continues to be the major concern among the survey respondents. Traffic concerns, although less of a concern than in previous years, tend to center on the resulting congestion from too much growth, and the need for better timing of traffic signals. Those citing planning or developing as the biggest problem tend to cite the type of development – too much development, houses too close together, and urban sprawl. Redevelopment concerns generally relate to the Los Arcos area.

### 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. This year's results compared to past years are:

Rating	'98	'99	'00
Very Good	51%	50%	50%
Good	43%	44%	46%
Total	94%	94%	96%
Poor	5%	5%	3%
Very Poor	1%	1%	1%
Total	6%	6%	4%

### 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	'98	'99	'00
Better	15%	13%	15%
About the Same	72%	72%	72%
Worse	13%	15%	13%

Those saying that their quality of life had gotten better attributed that to good neighbors, neighbors making home improvements, nearby amenities, feeling of safety, and access to freeways. Those who said their quality of life had gotten worse, cited reasons such as increasing development and the resulting local traffic, aging neighborhoods, crime, and increased traffic due to the proximity of the new freeway.