2007 DirectionFinder® Survey
City of Peoria, Arizona

By
ETC Institute
July 2007

Agenda

- Methodology
- Demographics
- Results
  - Perceptions of the Community
  - Overall Ratings
  - Public Safety
  - Parks and Recreation
  - Communication
  - Maintenance
  - Customer Service
  - Perceptions of City Leaders
- Conclusions/Questions

Methodology

- Developed with input from city leaders/staff
- Designed to objectively assess community priorities and satisfaction with the delivery of city services
- Administered by phone to a random sample of:
  - residents who were registered to vote in Peoria
  - were not employees of the city
- A total of 811 people completed the survey
- Precision of at least +/-3.5% at the 95% level of confidence
- Regression analysis and crosstabs
- Benchmarking Data
- Results were be geocoded

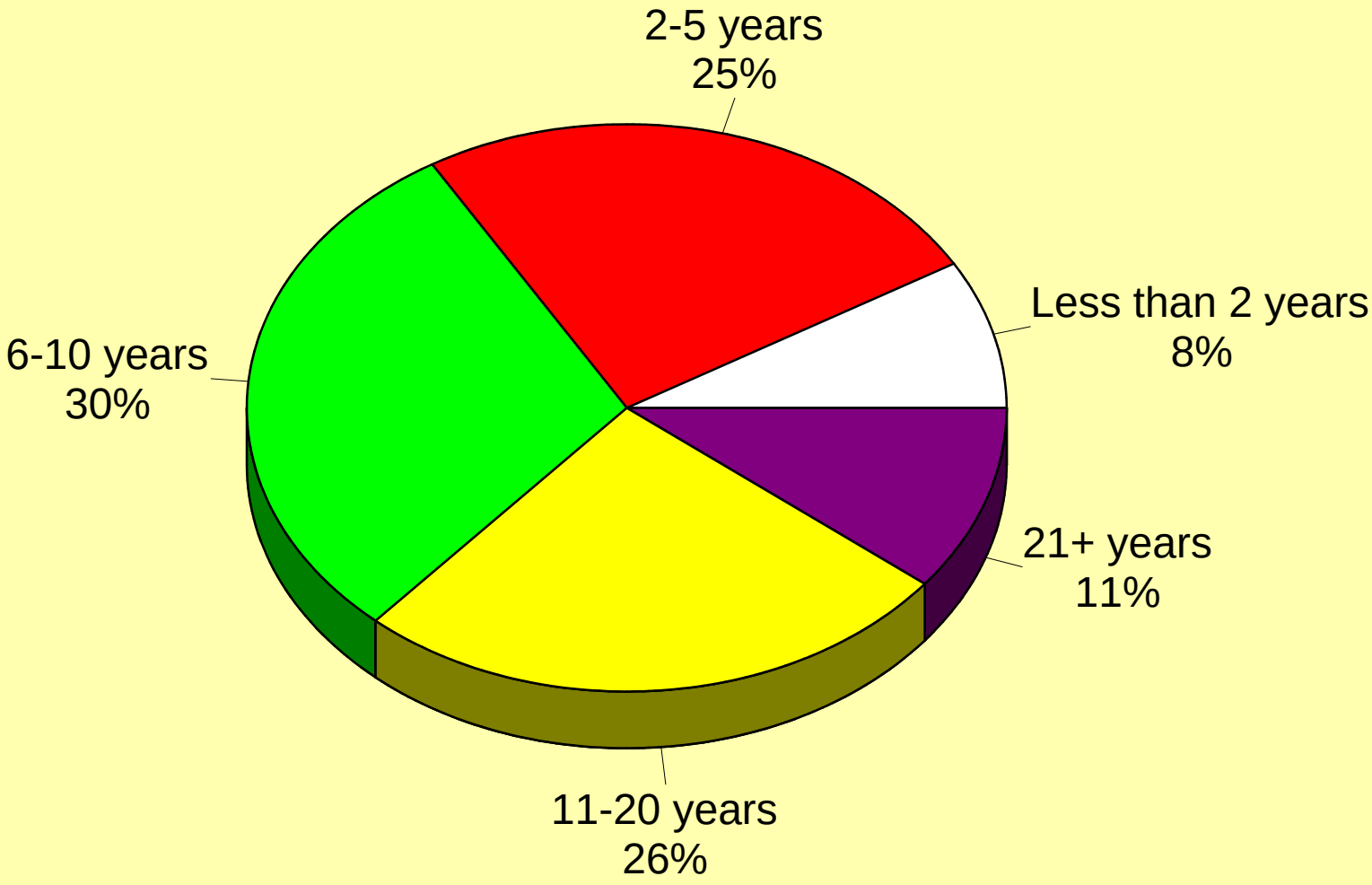
Benchmarking Cities

- Arlington, Virginia
- Auburn, Alabama
- Ballwin, Missouri
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- East Providence, Rhode Island
- Greenville, South Carolina
- High Point, North Carolina
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Provo, Utah
- San Bernardino, California
- Shoreline, Washington
- Sioux Falls, South Dakota
- Tamarac, Florida
- Westland, Michigan
- West Des Moines, Iowa
- Wilmington, North Carolina
- Yuma, Arizona

Demographics

Years Lived in Peoria

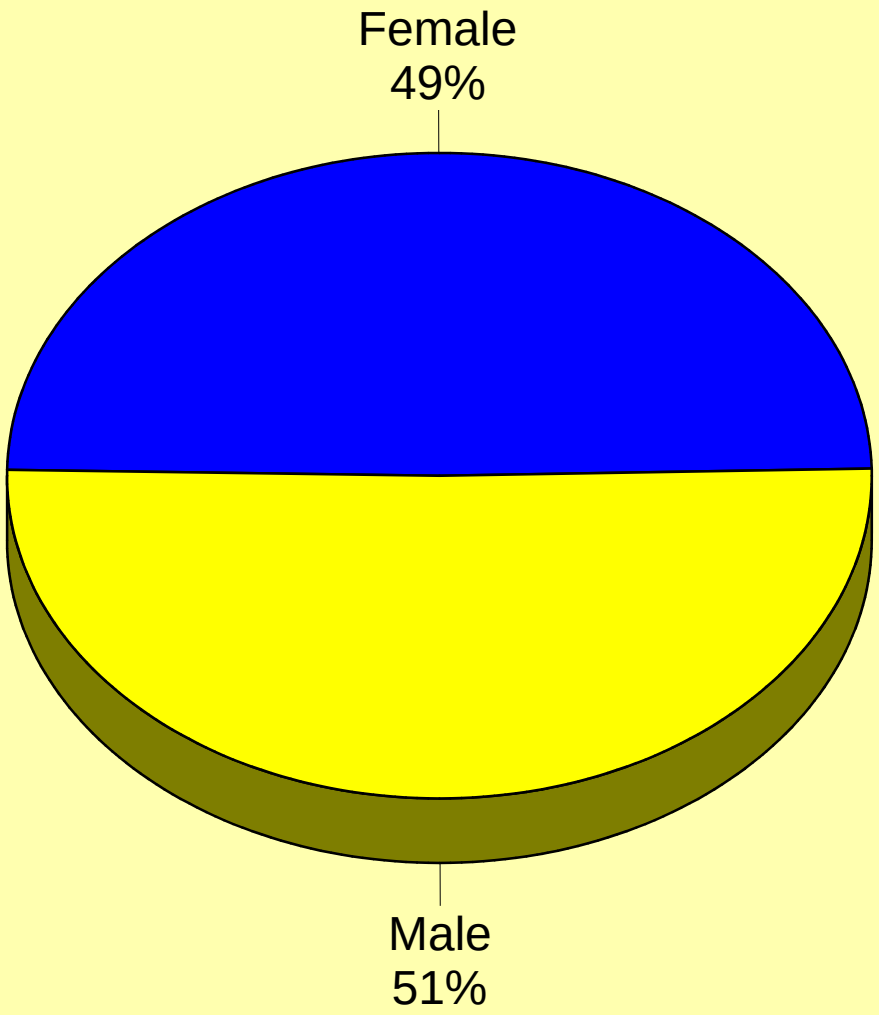
by percentage of respondents



Source: ETC Institute (May 2007)

Respondents Gender

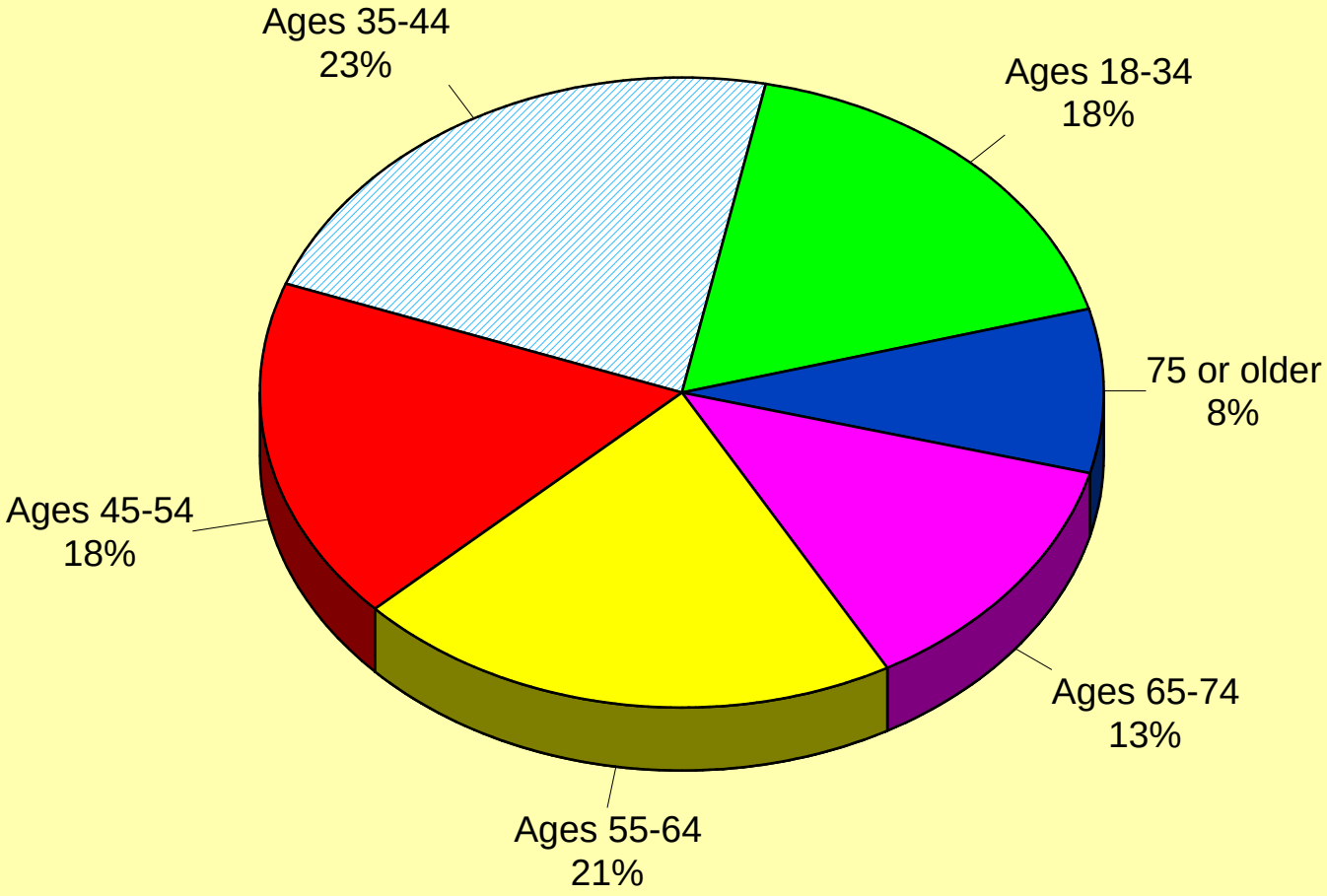
by percentage of respondents



Source: ETC Institute (May 2007)

Age of Respondents

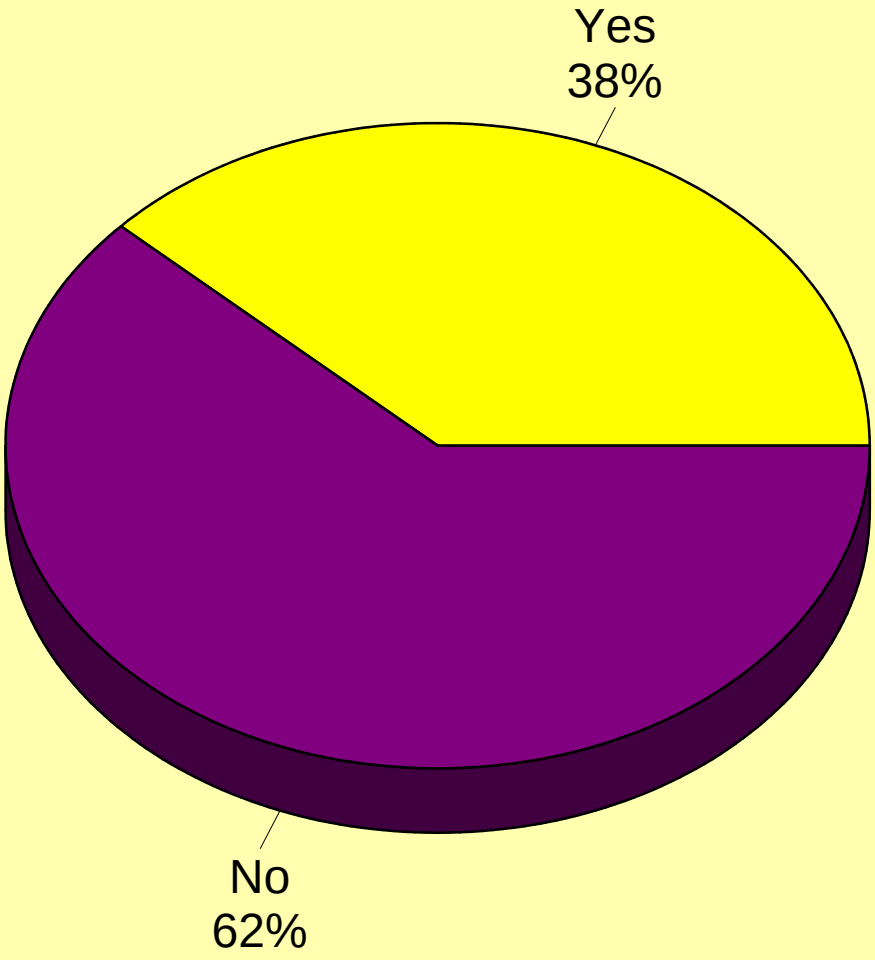
by percentage of respondents



Source: ETC Institute (May 2007)

Do you have children under age 18 living at home?

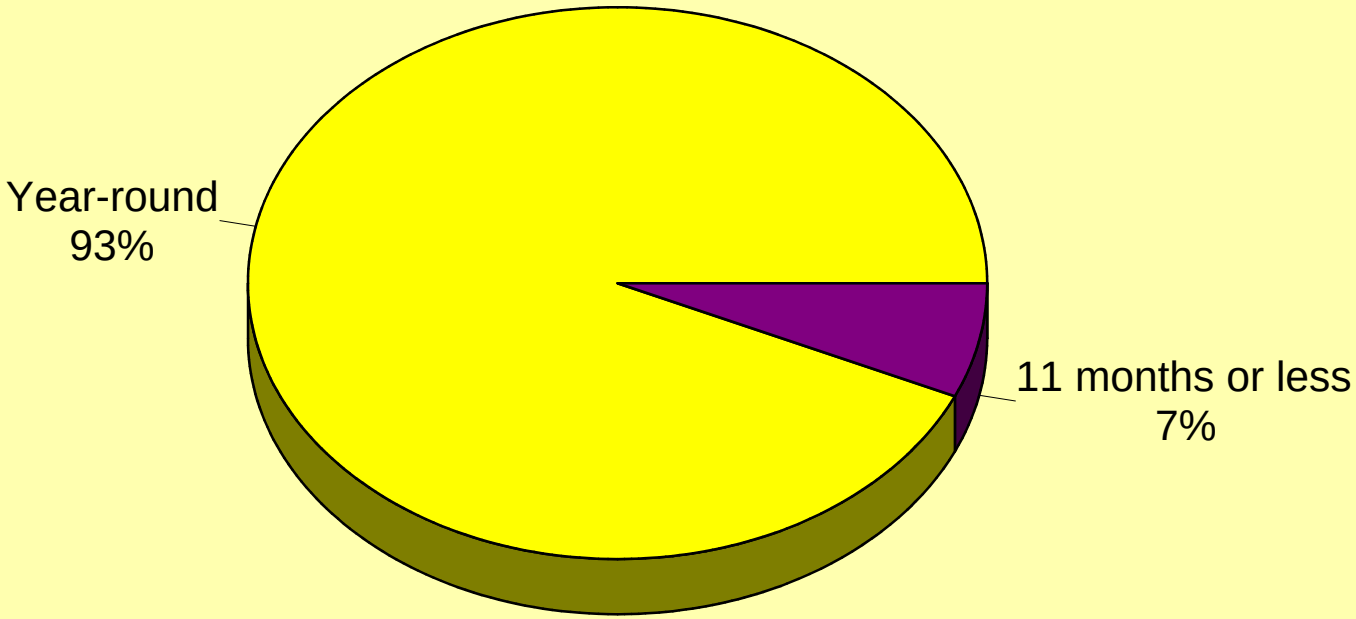
by percentage of respondents



Source: ETC Institute (May 2007)

On average, how many months per year do you live in Peoria?

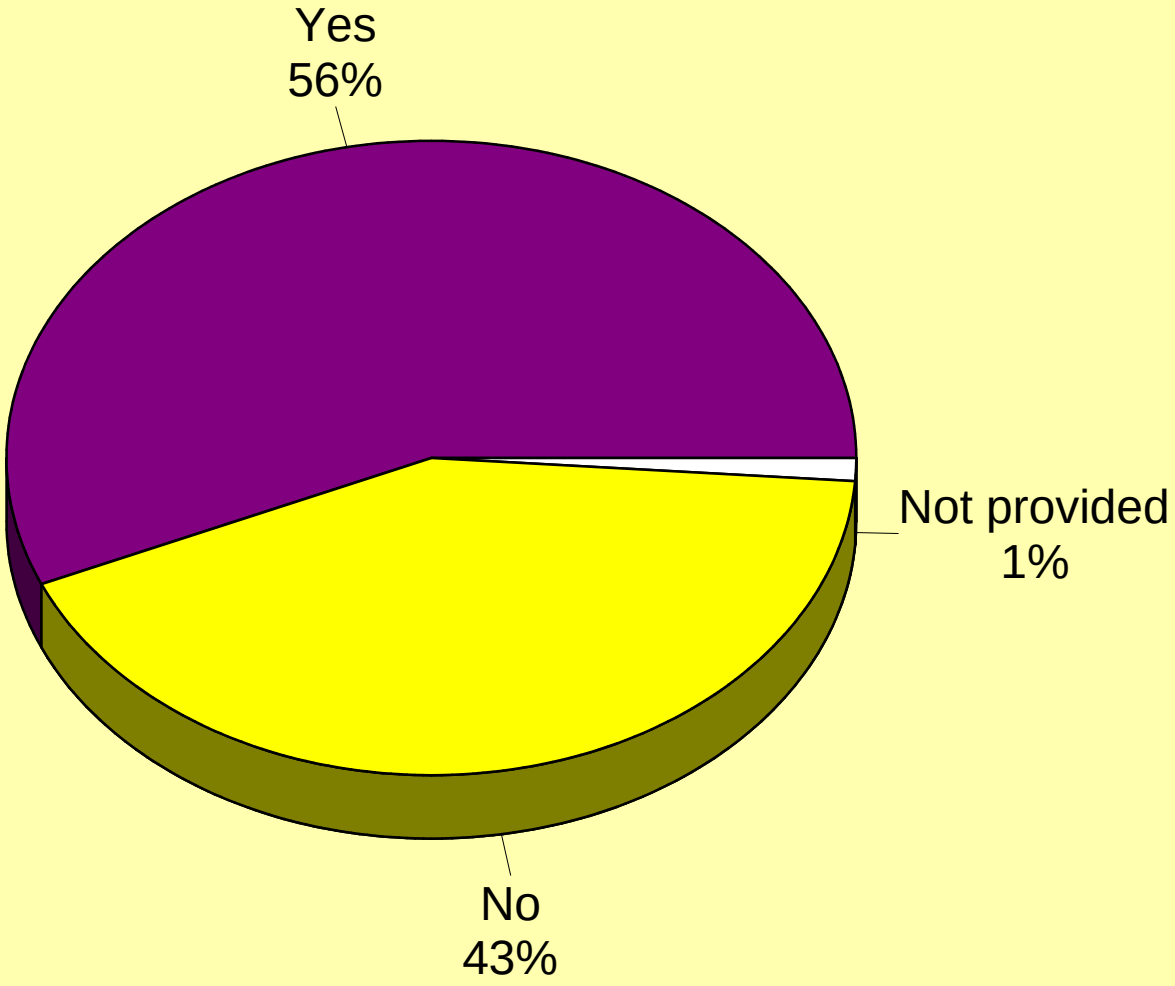
by percentage of respondents



Source: ETC Institute (May 2007)

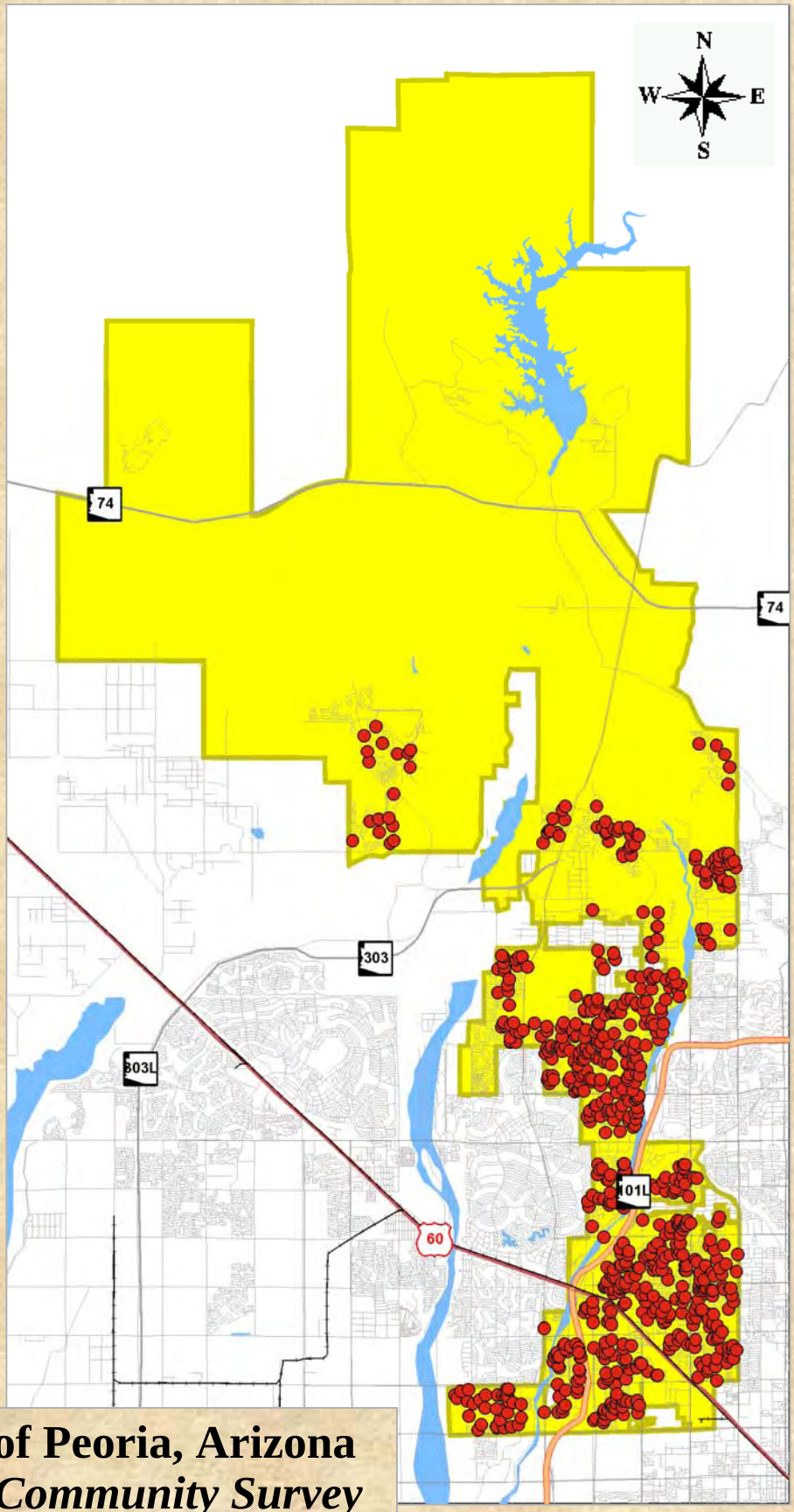
Do you live in a home that is part of a home owners association?

by percentage of respondents



Source: ETC Institute (May 2007)

Location of Survey Respondents

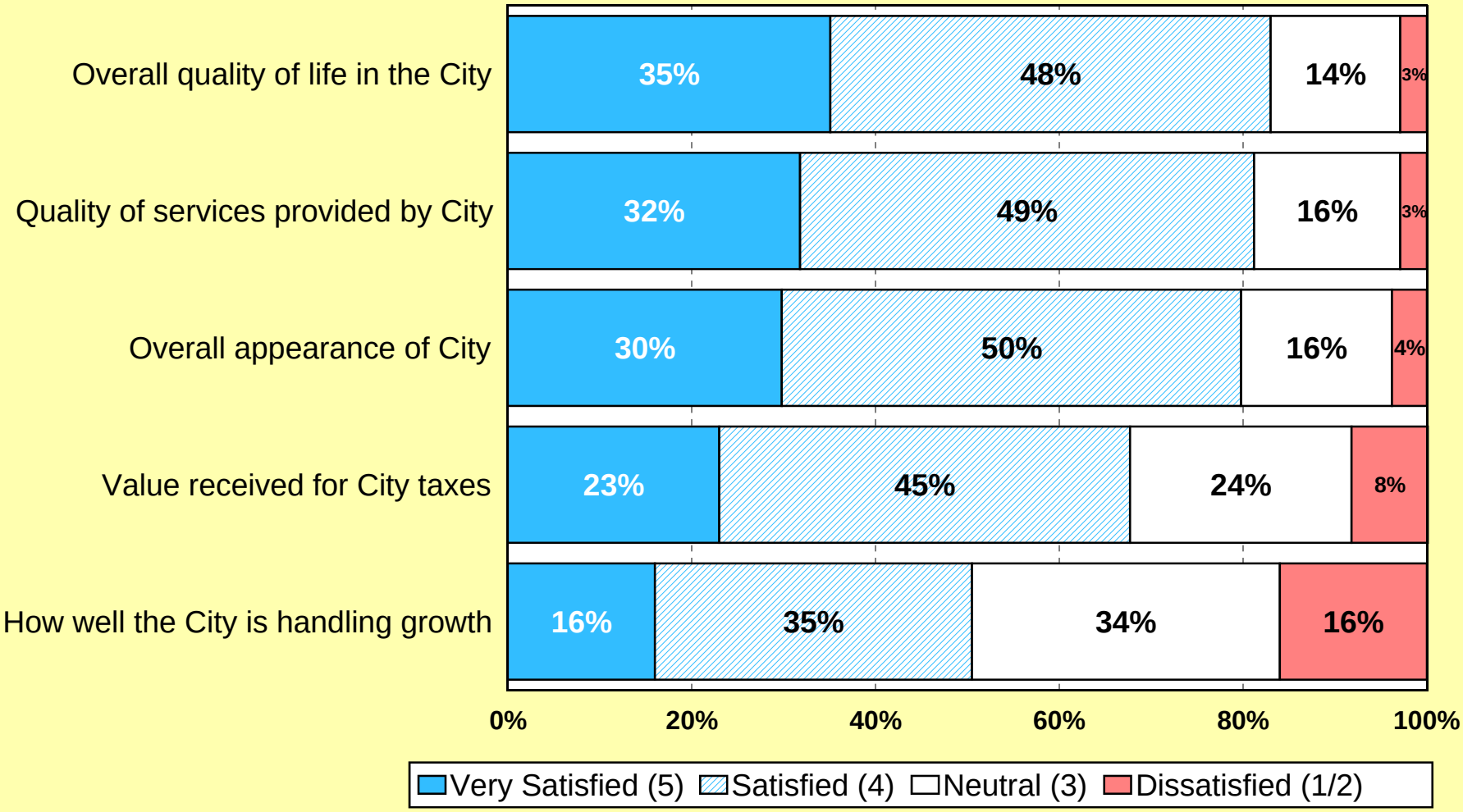


City of Peoria, Arizona
2007 Community Survey

Perceptions of the City

Satisfaction with Items That Influence Perceptions of the City

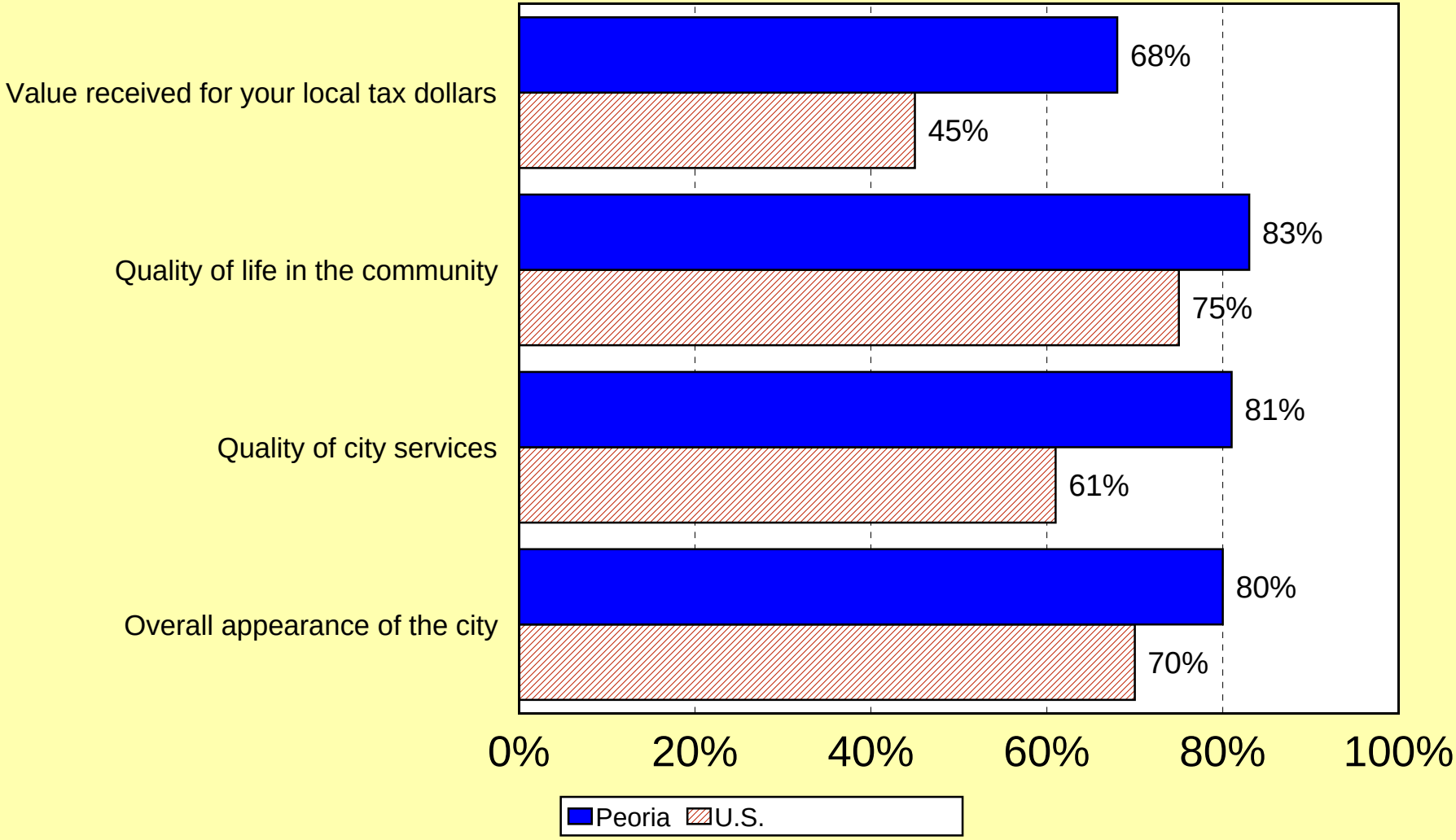
by percentage of respondents (excluding don't knows)



Source: ETC Institute (May 2007)

Overall Satisfaction with Items That Influence Perceptions of the City: Peoria vs. the U.S Avg.

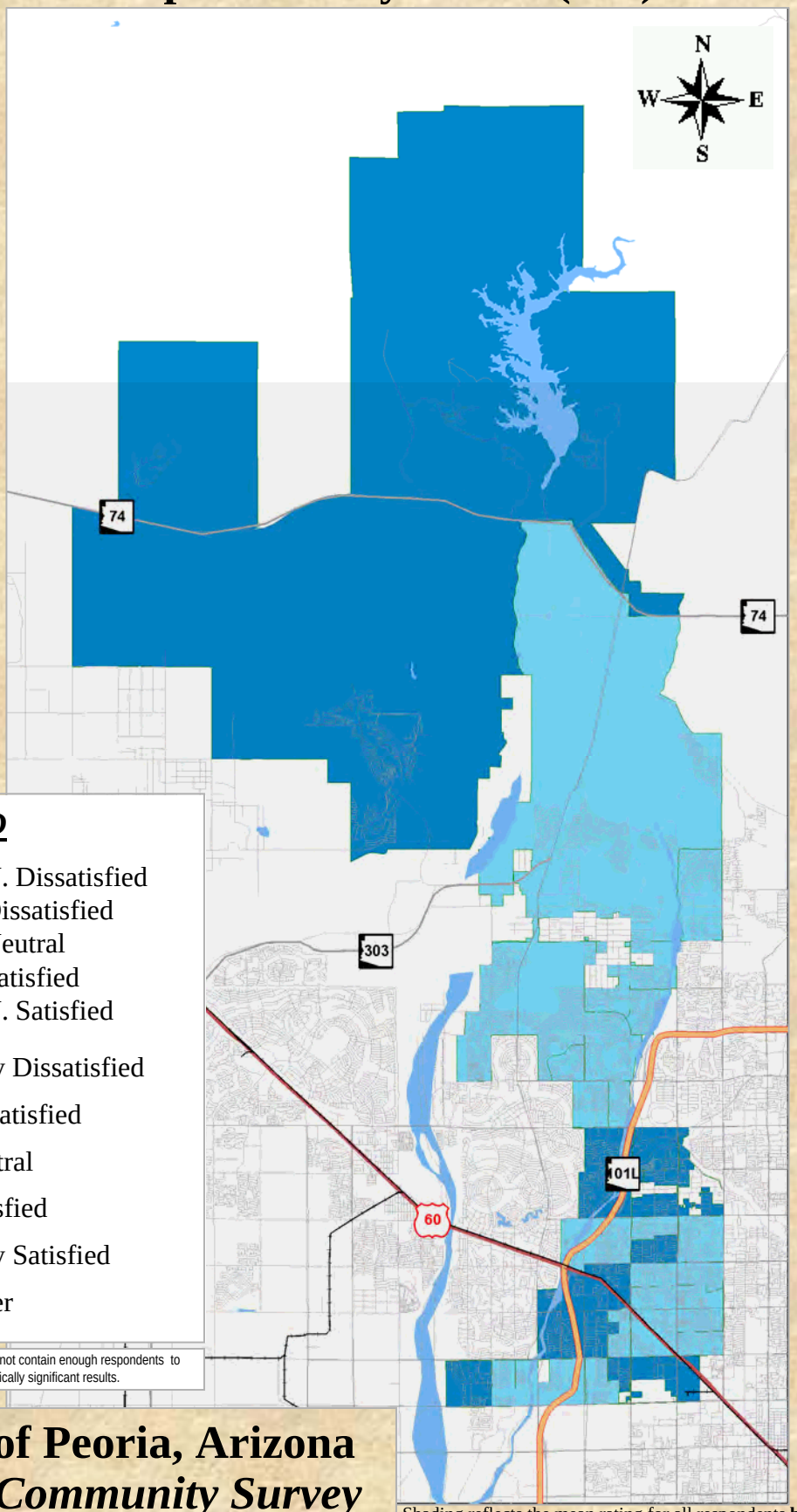
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (May 2007)

National Benchmarking Data - All Communities

Satisfaction with the overall quality of services provided by Peoria (#23)



LEGEND

1.0-1.8 = V. Dissatisfied
1.8-2.6 = Dissatisfied
2.6-3.4 = Neutral
3.4-4.2 = Satisfied
4.2-5.0 = V. Satisfied

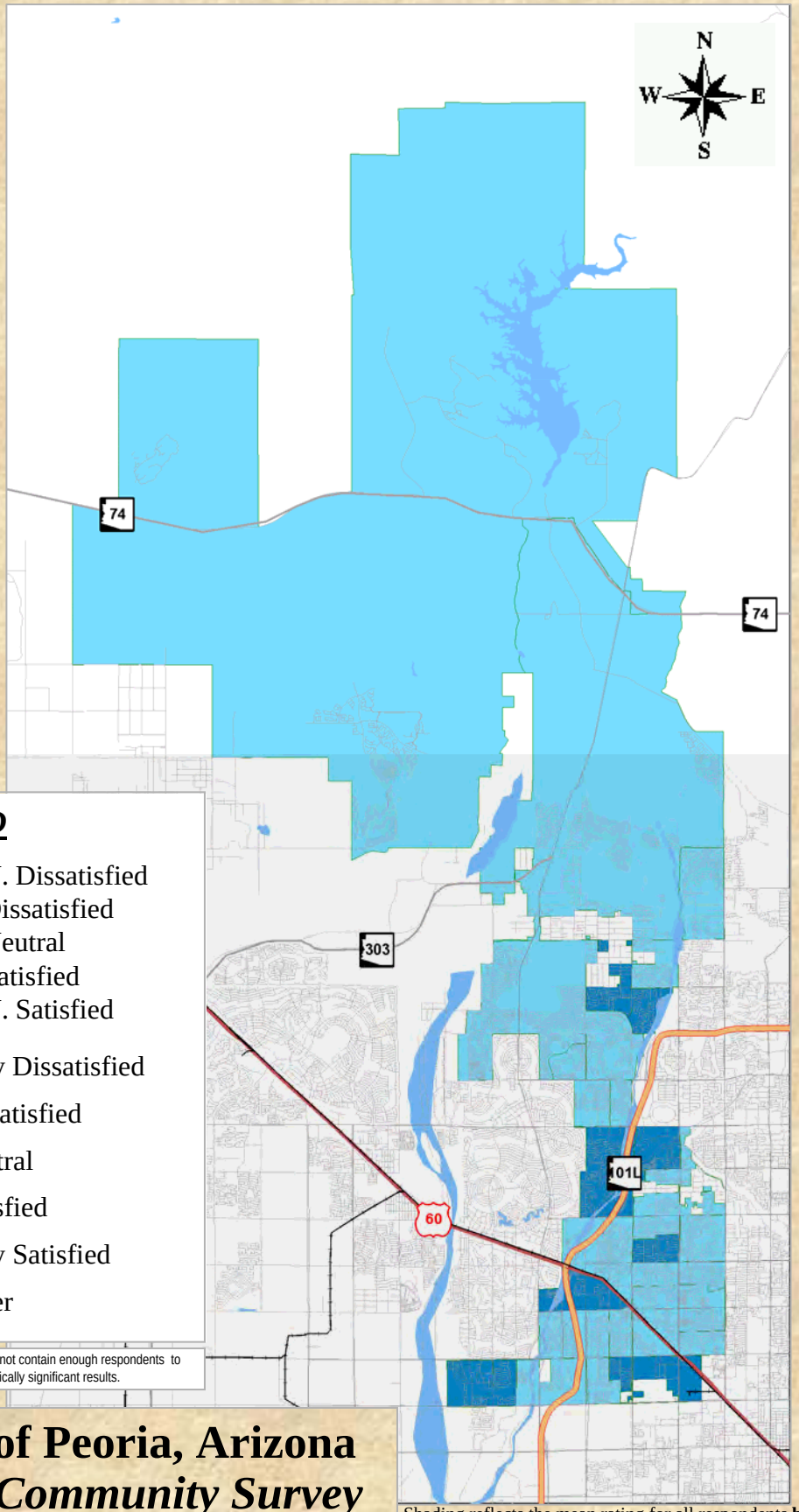
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

Satisfaction with the overall appearance of Peoria (#24)



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2.6-3.4 = Neutral
3.4-4.2 = Satisfied
4.2-5.0 = V. Satisfied

- Very Dissatisfied
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- Neutral
- Satisfied
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- Other

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City of Peoria, Arizona
2007 Community Survey

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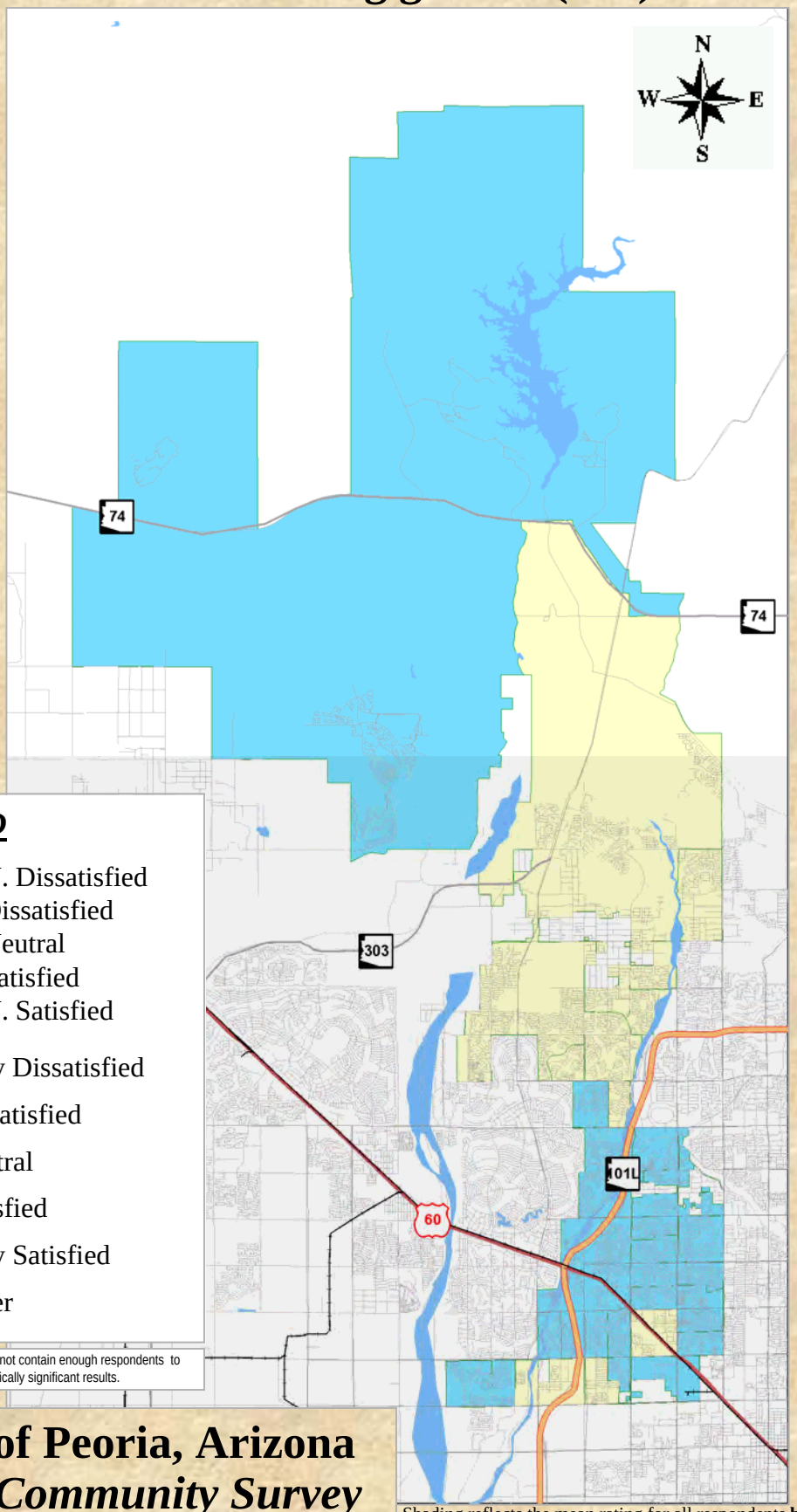
Satisfaction with how well the City of Peoria is handling growth (#25)



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2.6-3.4 = Neutral
3.4-4.2 = Satisfied
4.2-5.0 = V. Satisfied

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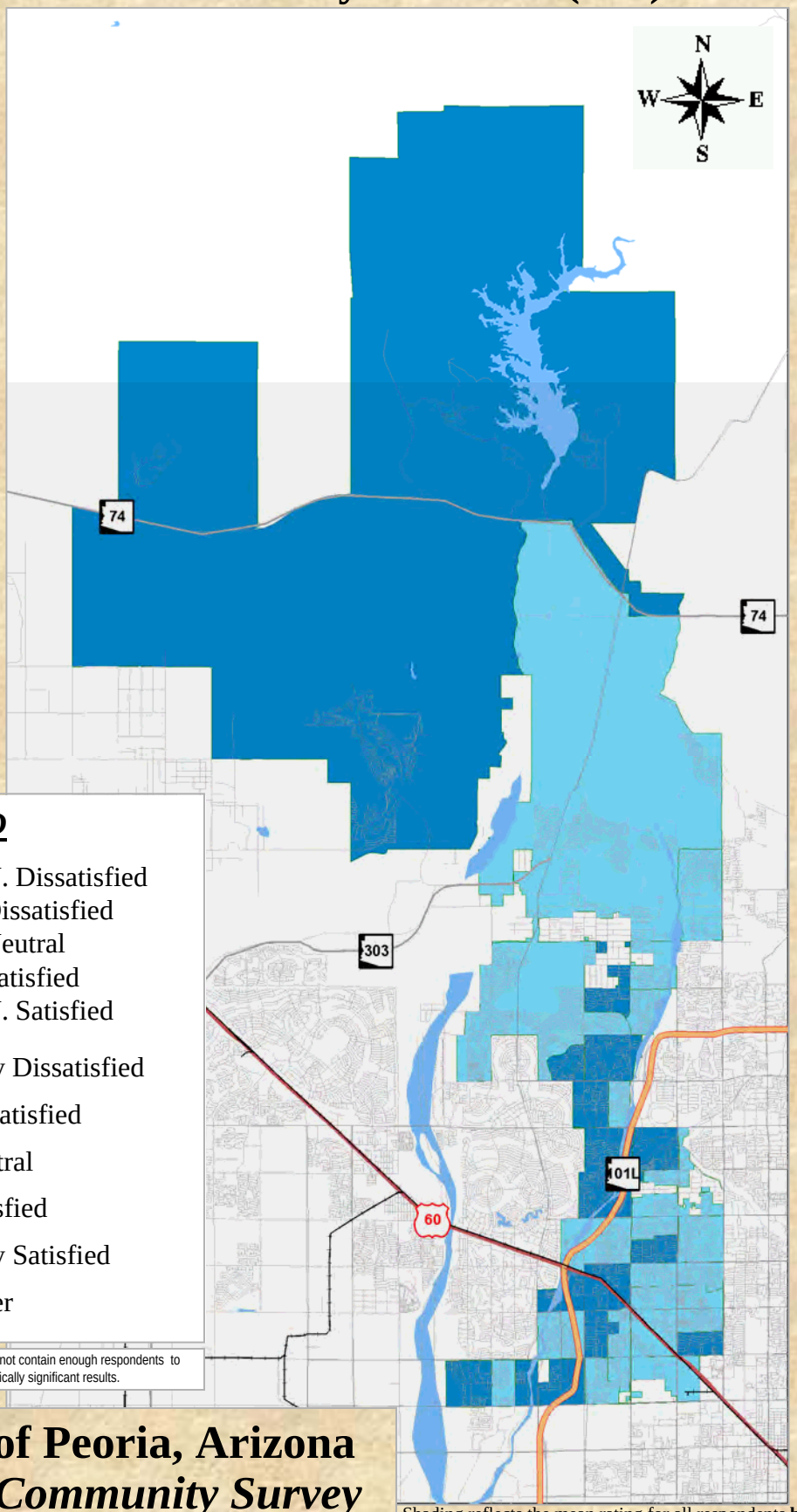
City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

Satisfaction with the overall quality of life in the City of Peoria (#26)



LEGEND

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1.8-2.6 = Dissatisfied
2.6-3.4 = Neutral
3.4-4.2 = Satisfied
4.2-5.0 = V. Satisfied

- Very Dissatisfied
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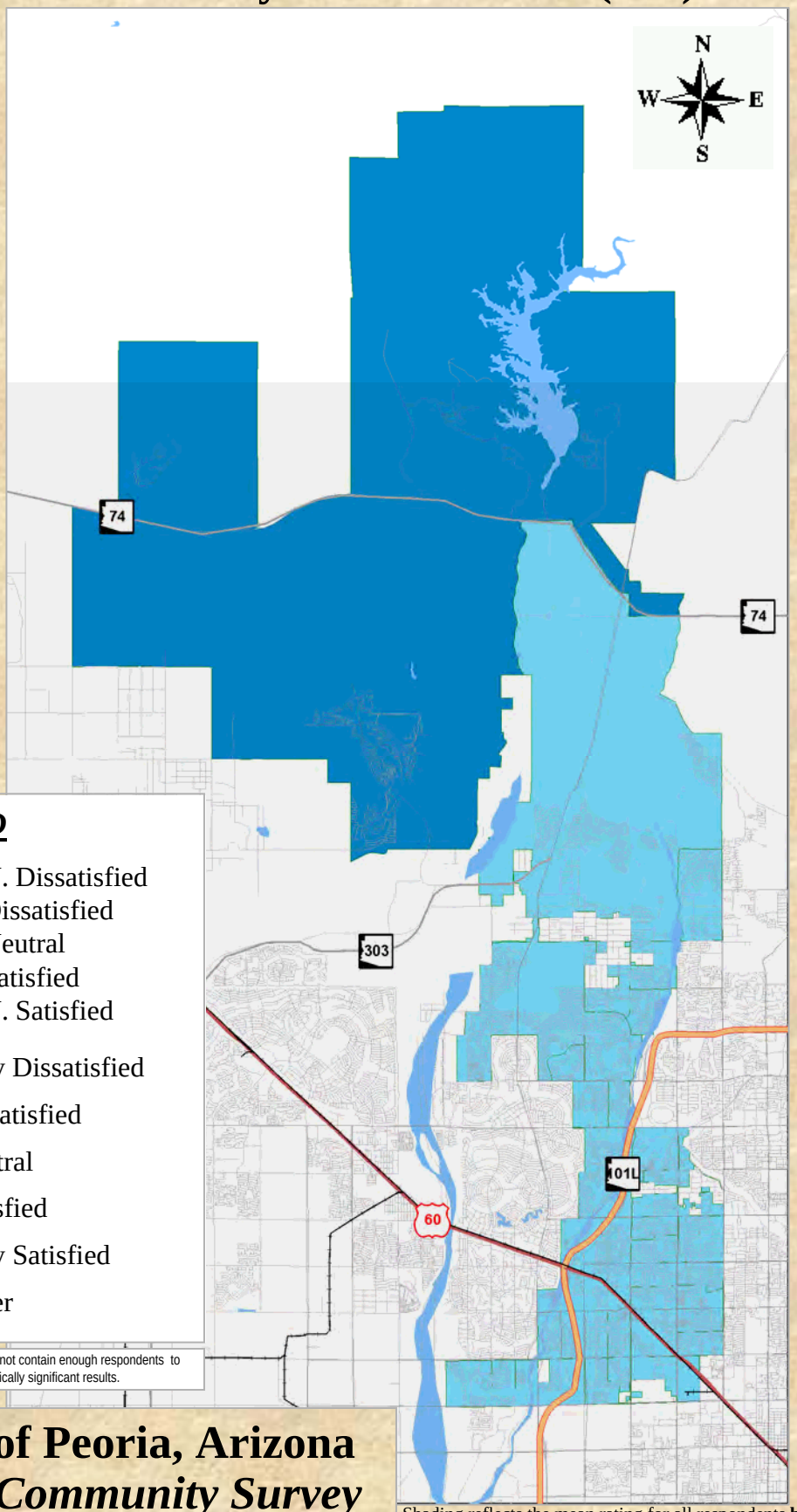
- Neutral
- Satisfied
- Very Satisfied
- Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

Satisfaction with the overall value received for City taxes in Peoria (#27)



LEGEND

1.0-1.8 = V. Dissatisfied
1.8-2.6 = Dissatisfied
2.6-3.4 = Neutral
3.4-4.2 = Satisfied
4.2-5.0 = V. Satisfied

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Other

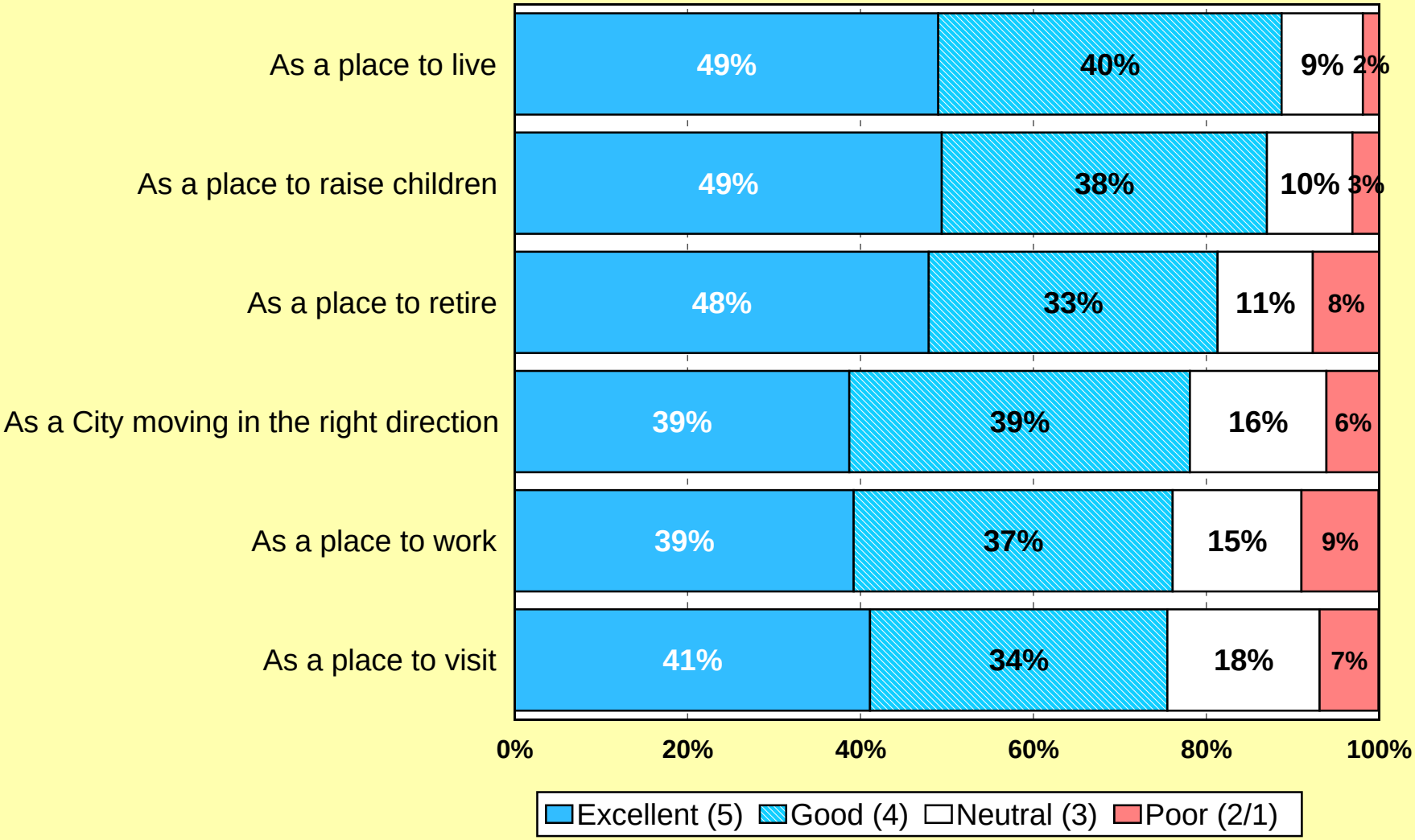
Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

Ratings of Life in Peoria

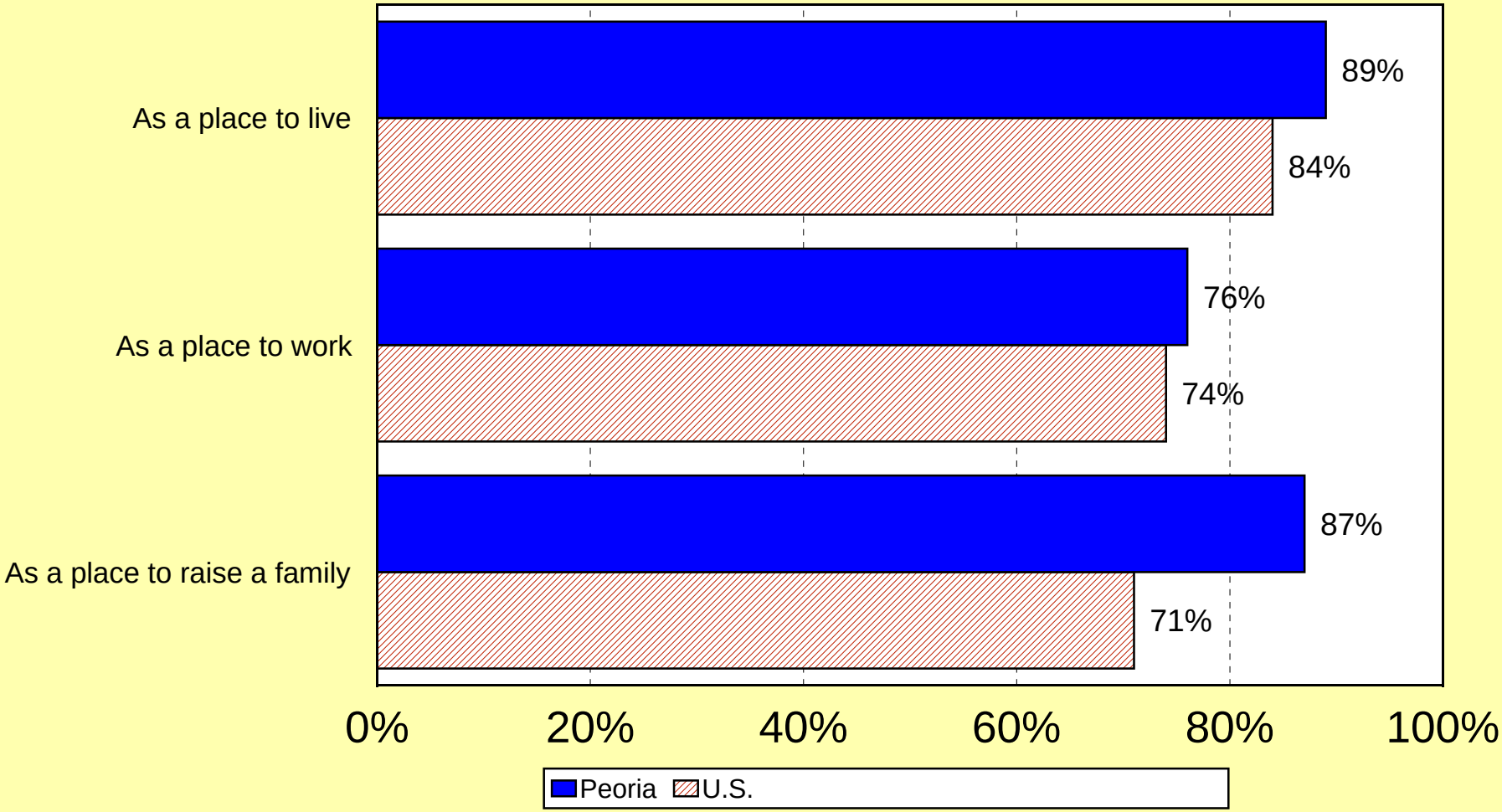
by percentage of respondents (excluding don't knows)



Source: ETC Institute (May 2007)

How Residents Rate Their Community as a Place to Live, Work, and Raise Children Peoria vs. U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor"

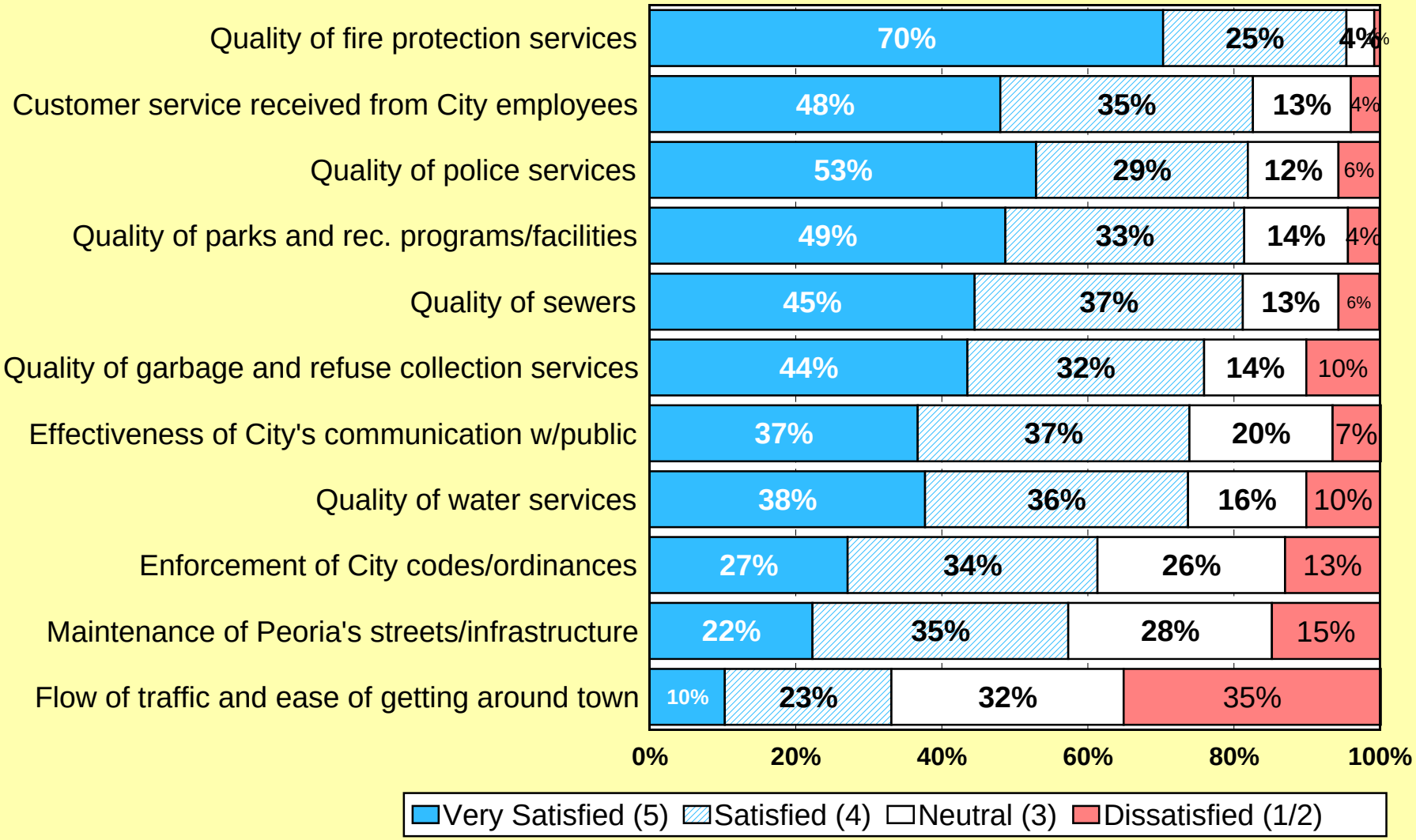


Source: ETC Institute (May 2007)

Overall Ratings

Overall Satisfaction with City Services by Major Category

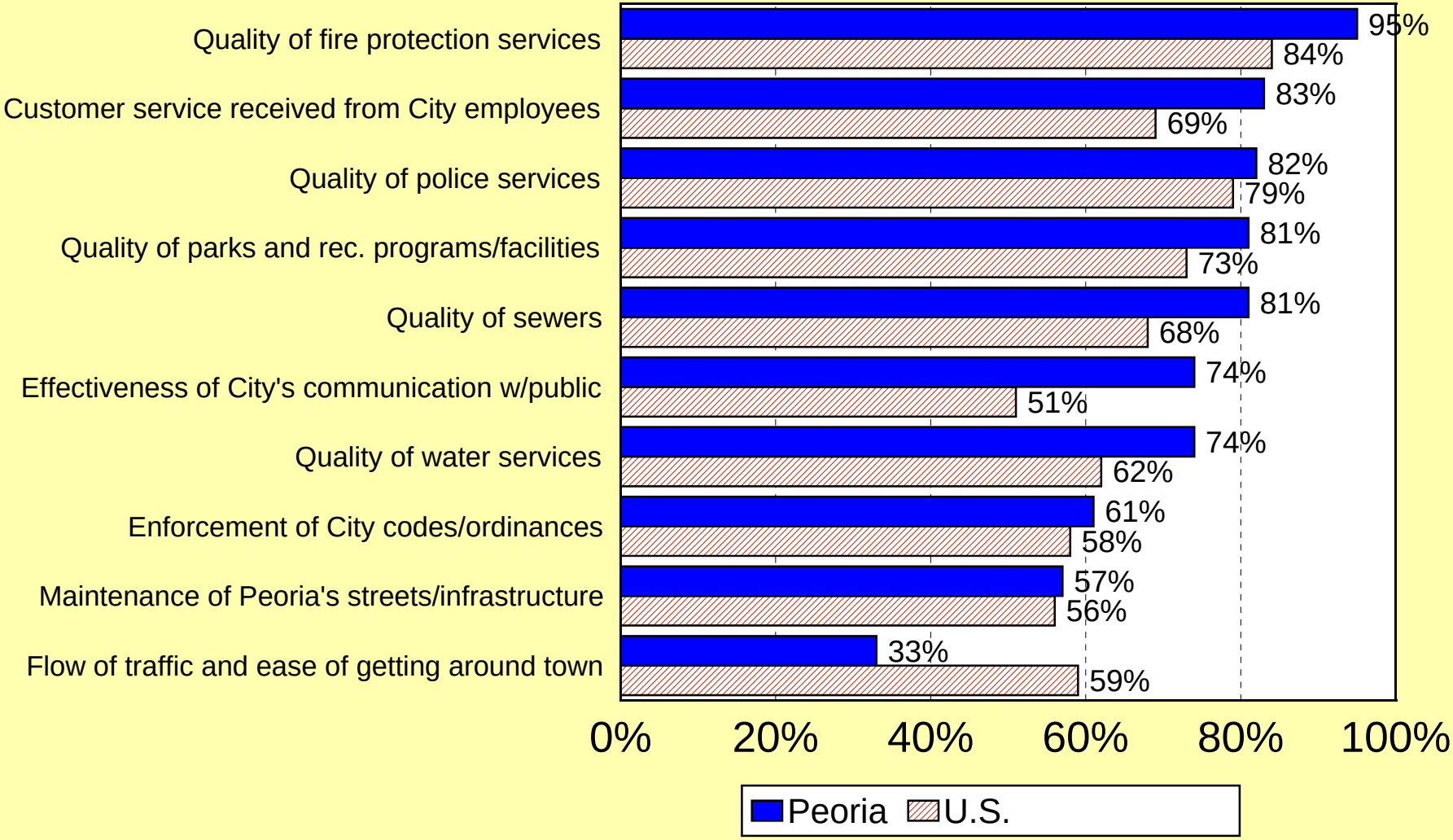
by percentage of respondents (excluding don't knows)



Source: ETC Institute (May 2007)

Overall Satisfaction with City Services
Peoria vs. U.S

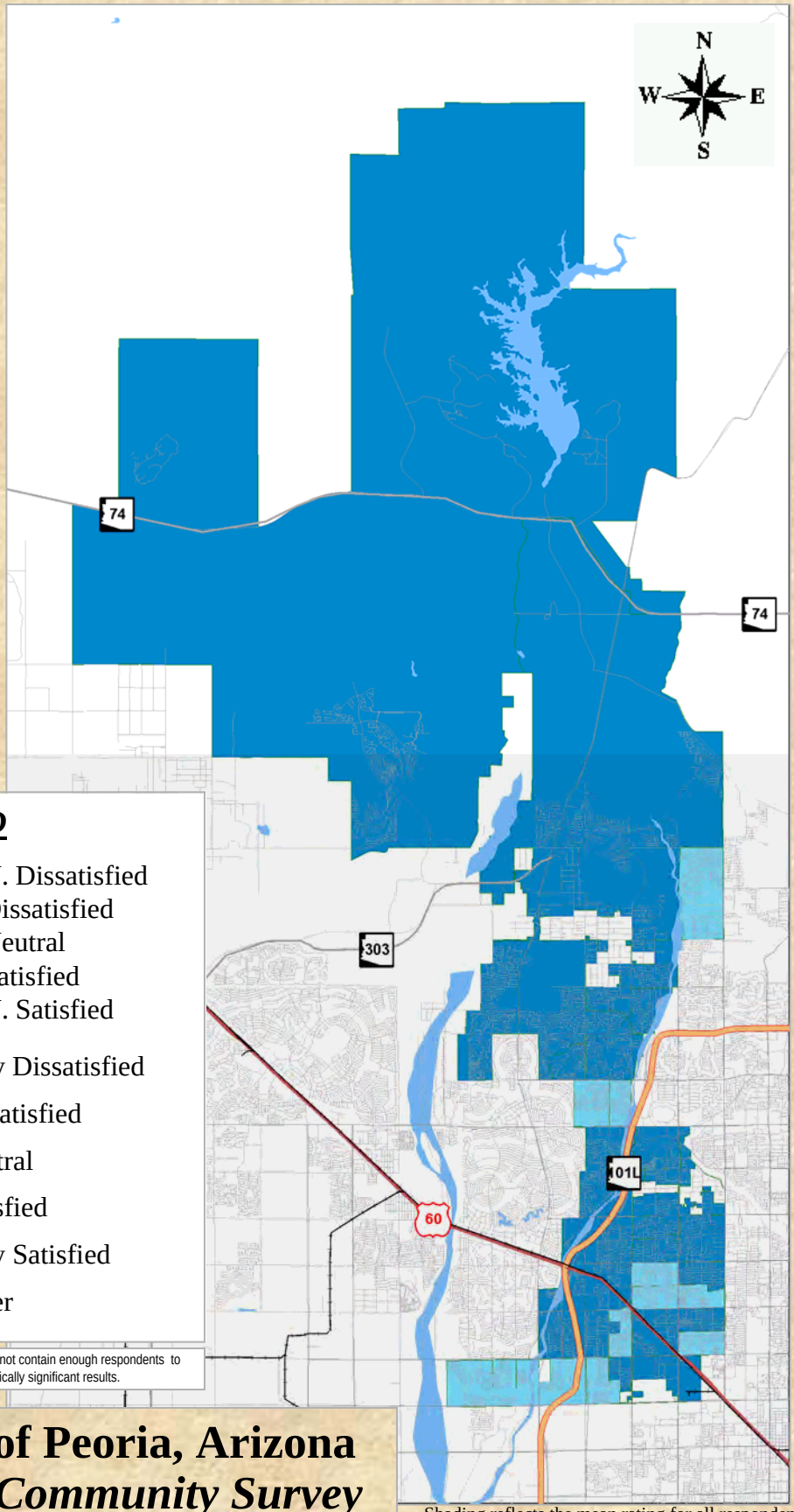
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (May 2007)

National Benchmarking Data - All Cities

Satisfaction with the quality of Peoria's police services (#10)



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2.6-3.4 = Neutral
3.4-4.2 = Satisfied
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- Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Peoria, Arizona
2007 Community Survey

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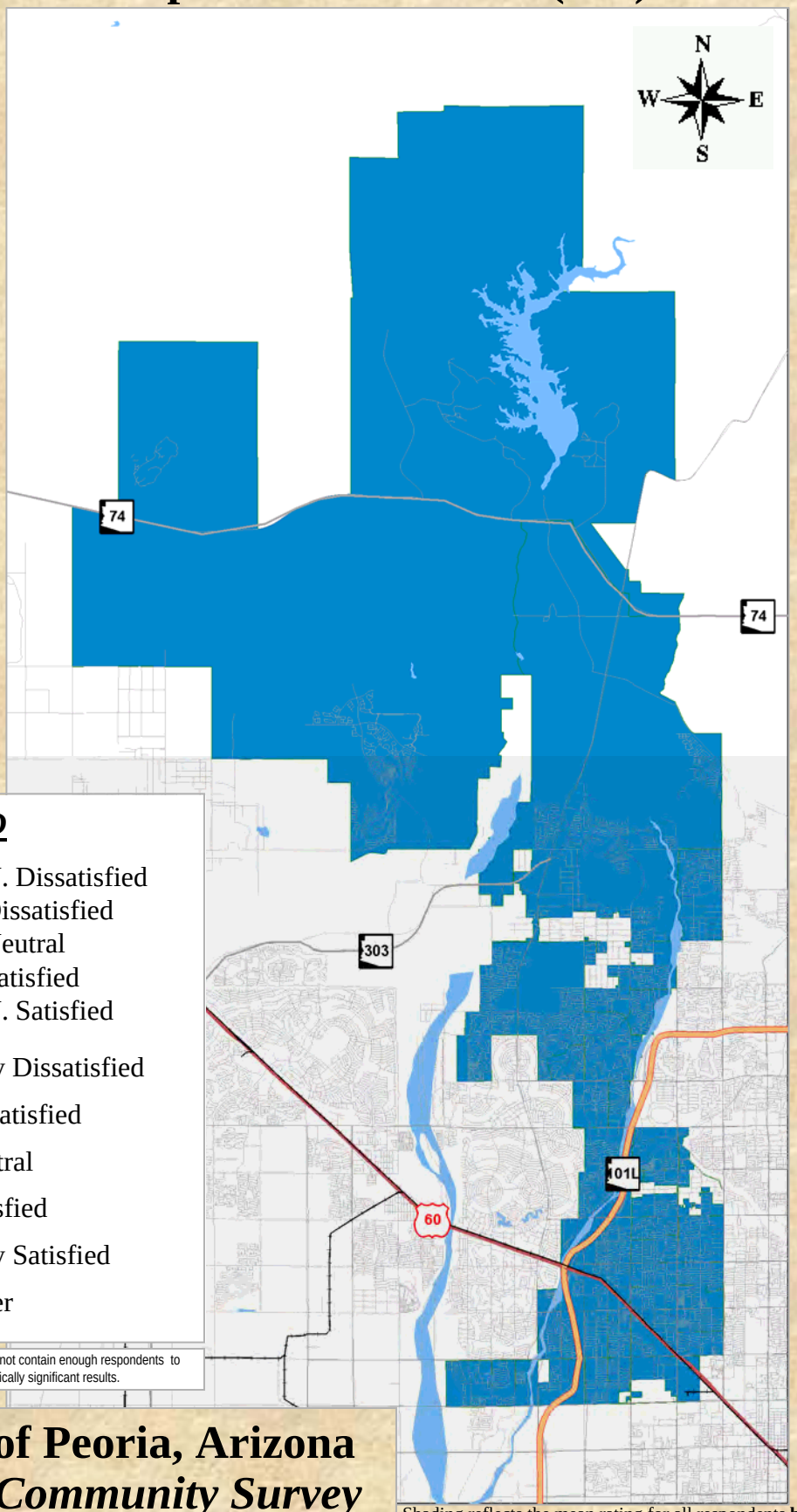
Satisfaction with the quality of Peoria's fire protection services (#11)



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2.6-3.4 = Neutral
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Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Peoria, Arizona
2007 Community Survey

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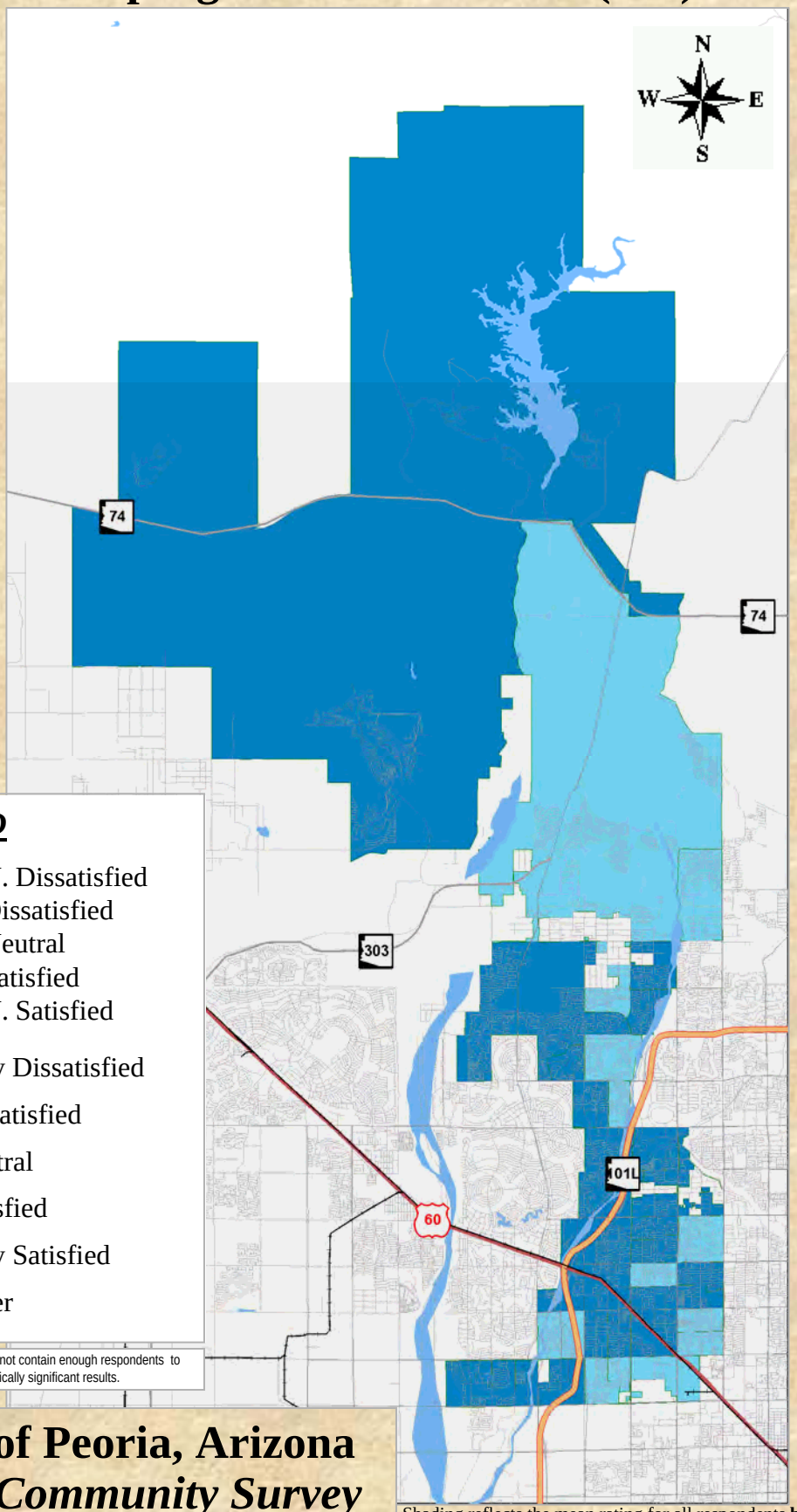
Satisfaction with the quality of Peoria's parks and recreation programs and facilities (#12)



LEGEND

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2.6-3.4 = Neutral
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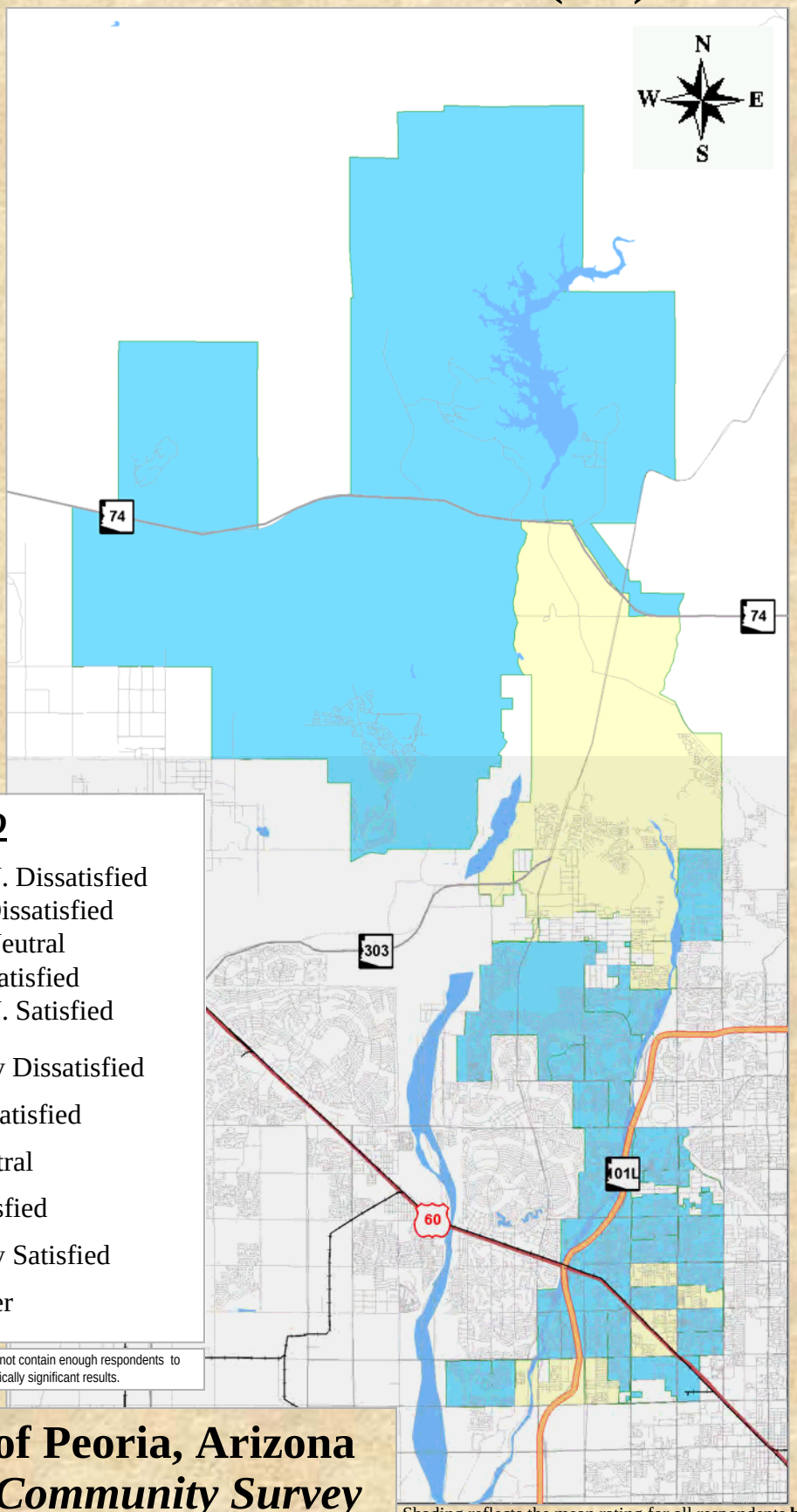
City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

Satisfaction with the maintenance of Peoria's streets and infrastructure (#13)



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2.6-3.4 = Neutral
3.4-4.2 = Satisfied
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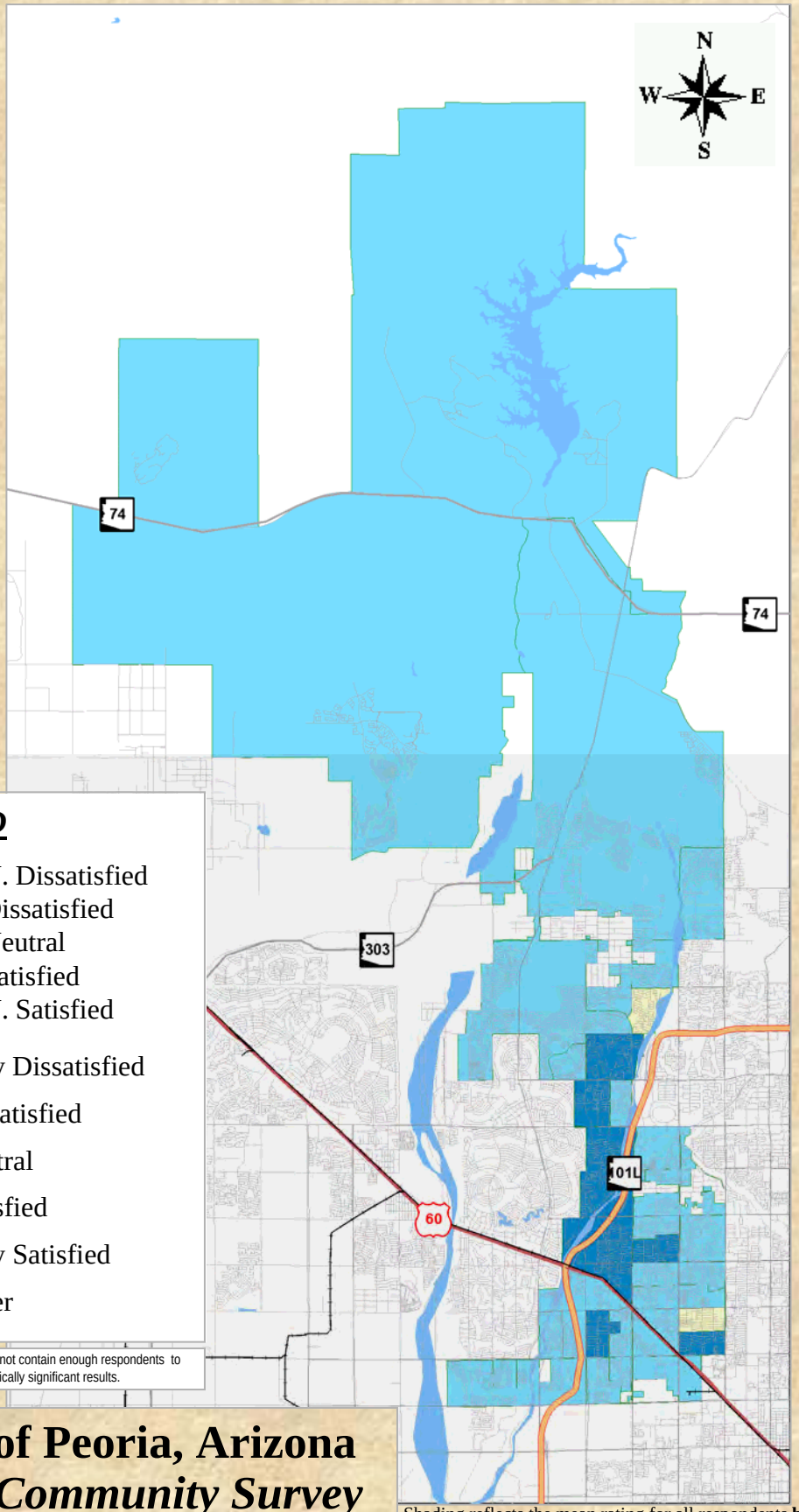
Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

Satisfaction with the quality of Peoria's water services (#14)



LEGEND

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2.6-3.4 = Neutral
3.4-4.2 = Satisfied
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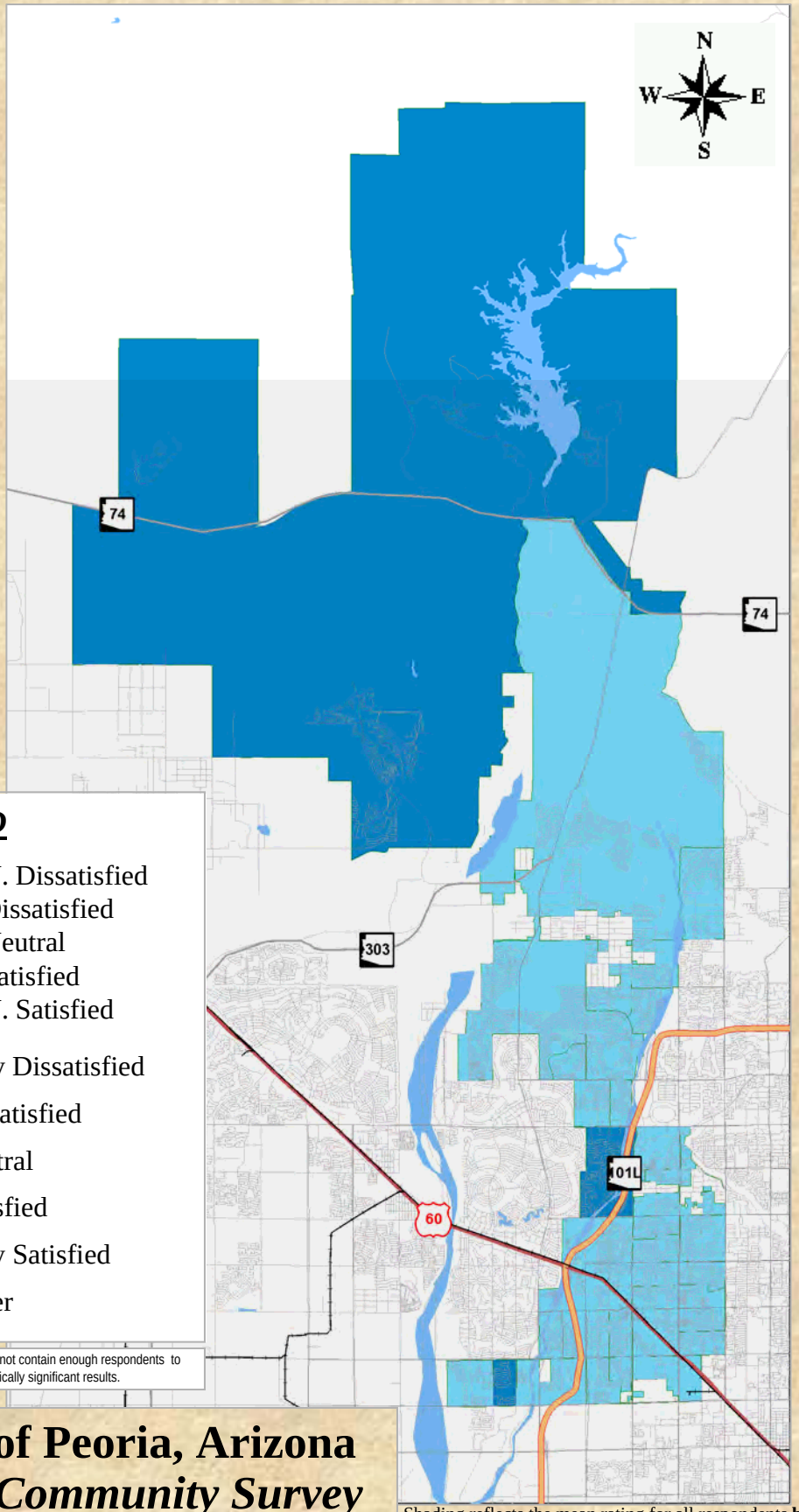
Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

Satisfaction with the quality of sewers in Peoria (#15)



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2.6-3.4 = Neutral
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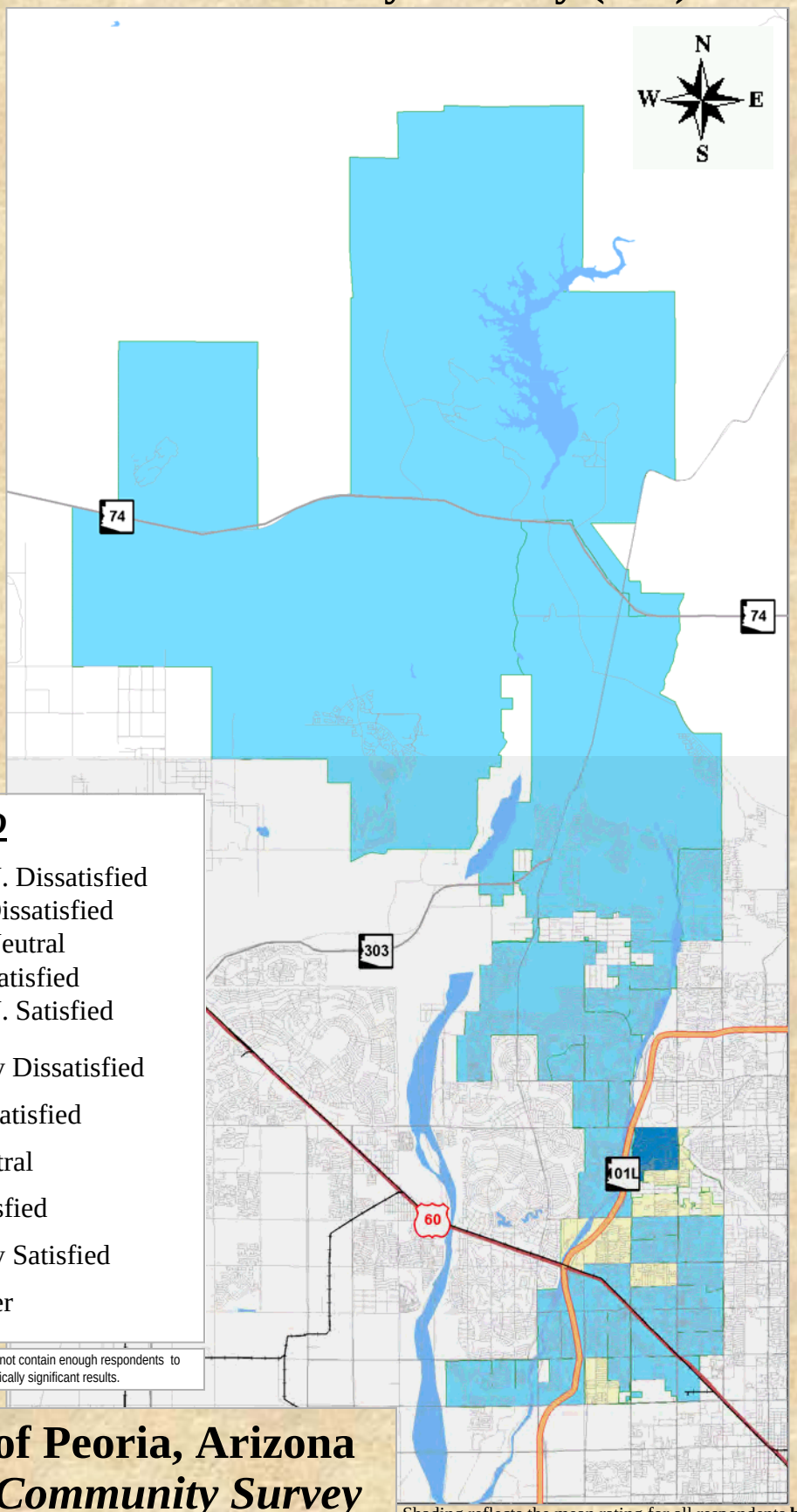
Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

Satisfaction with the enforcement of city codes and ordinances by the City (#16)



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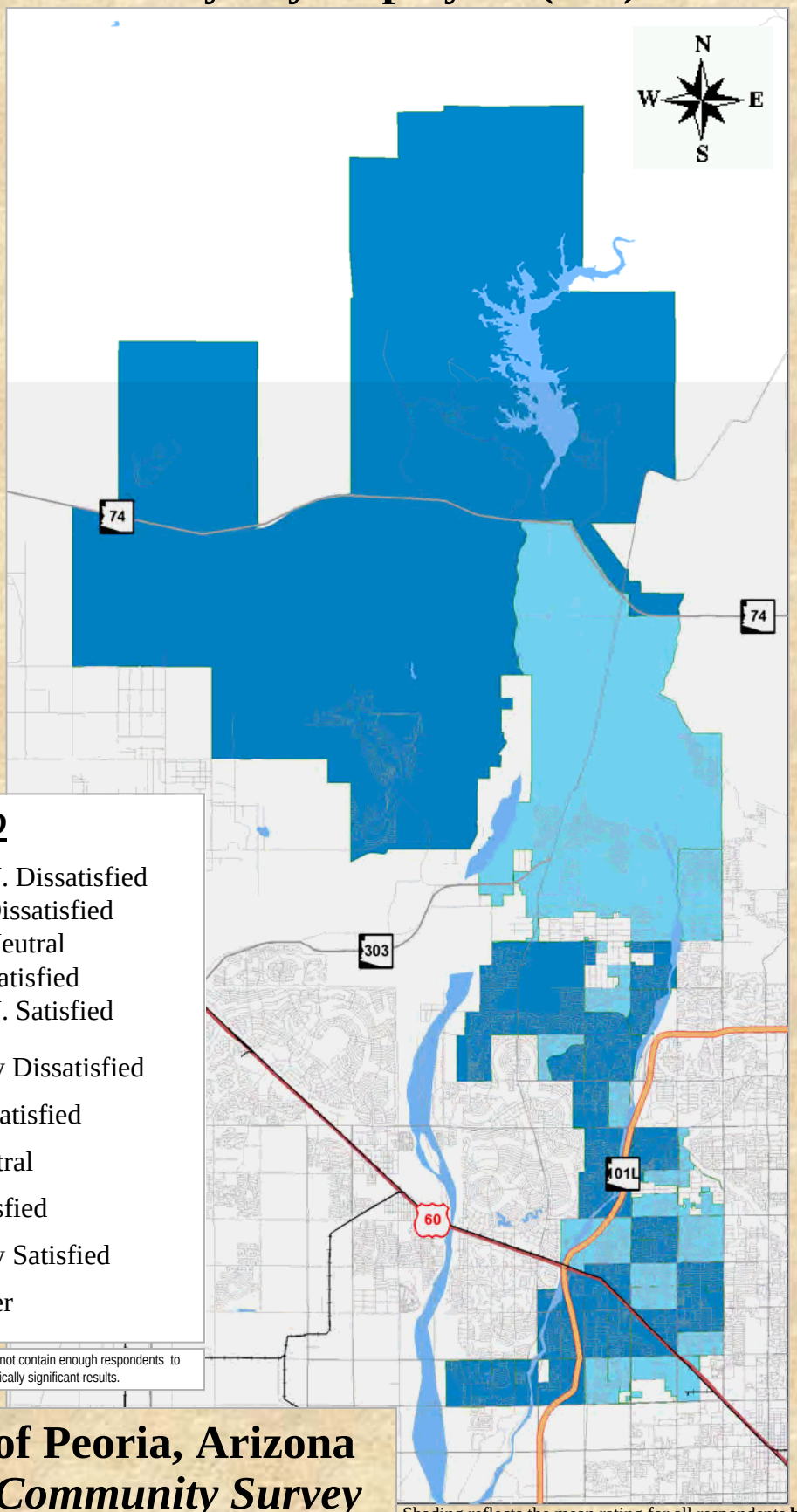
City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

Satisfaction with the quality of customer service provided by city employees (#17)



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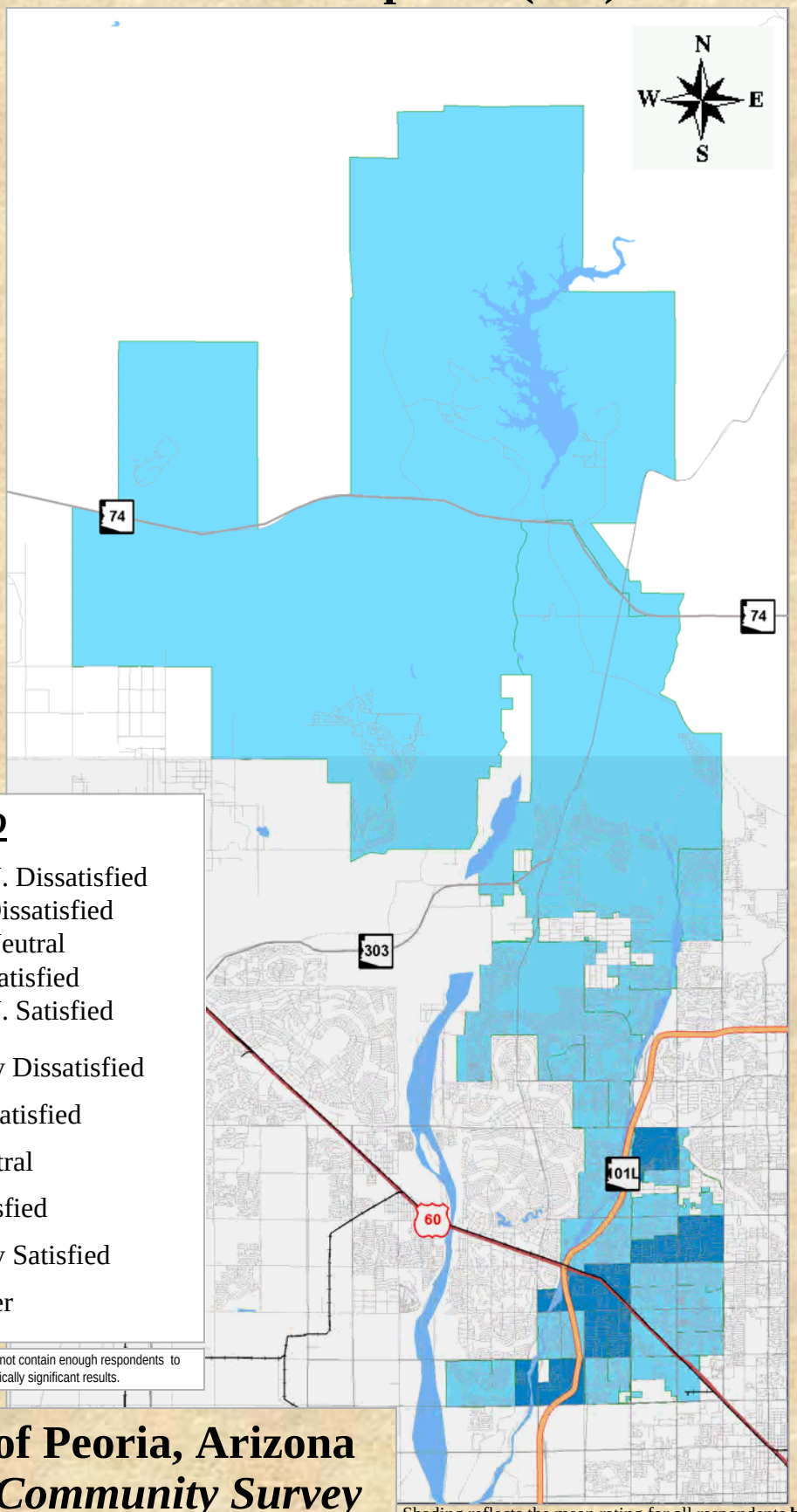
City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

Satisfaction with the effectiveness of Peoria's communication with the public (#18)



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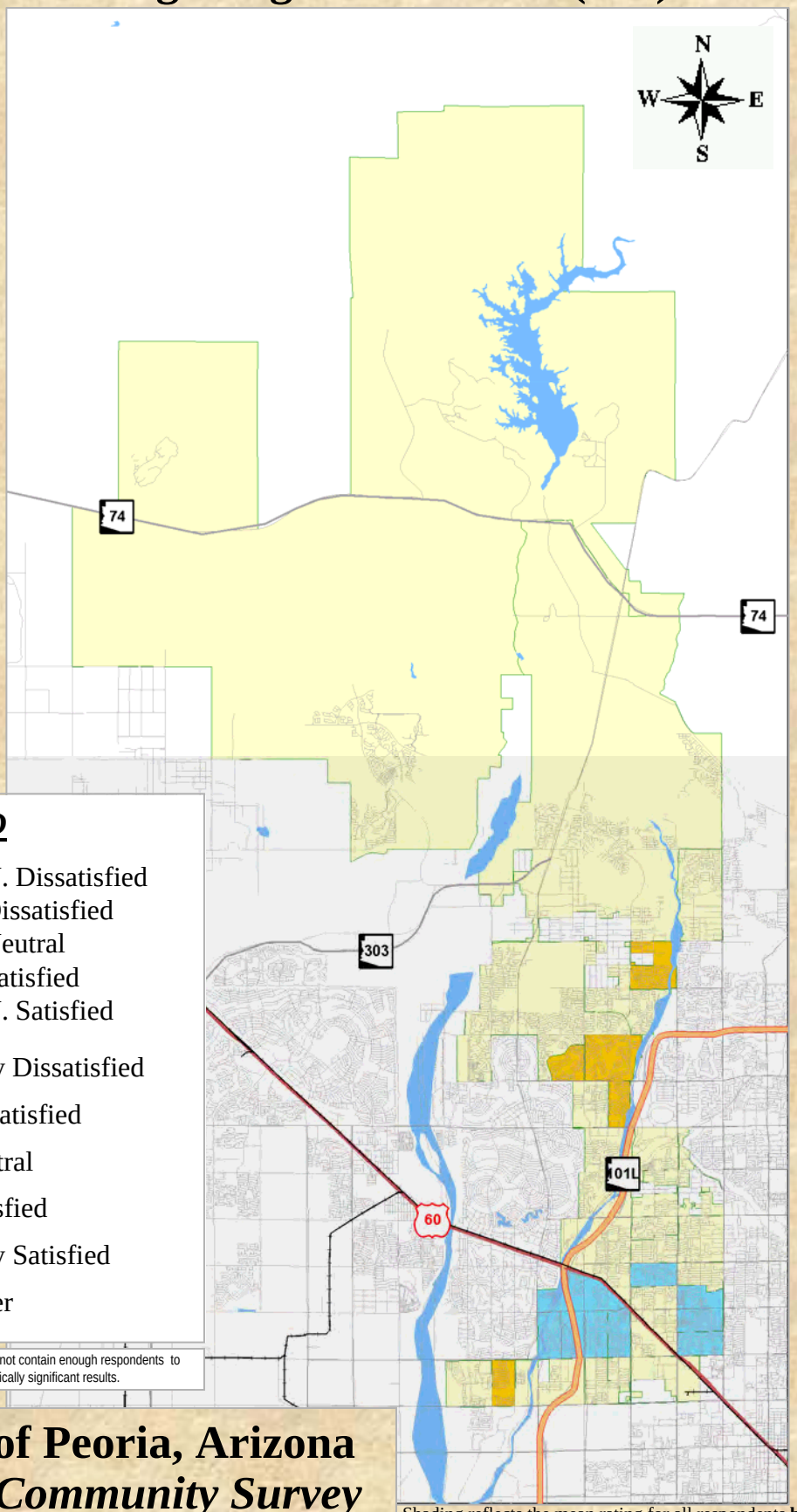
City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

Satisfaction with the flow of traffic and the ease of getting around town (#19)



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Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Peoria, Arizona
2007 Community Survey

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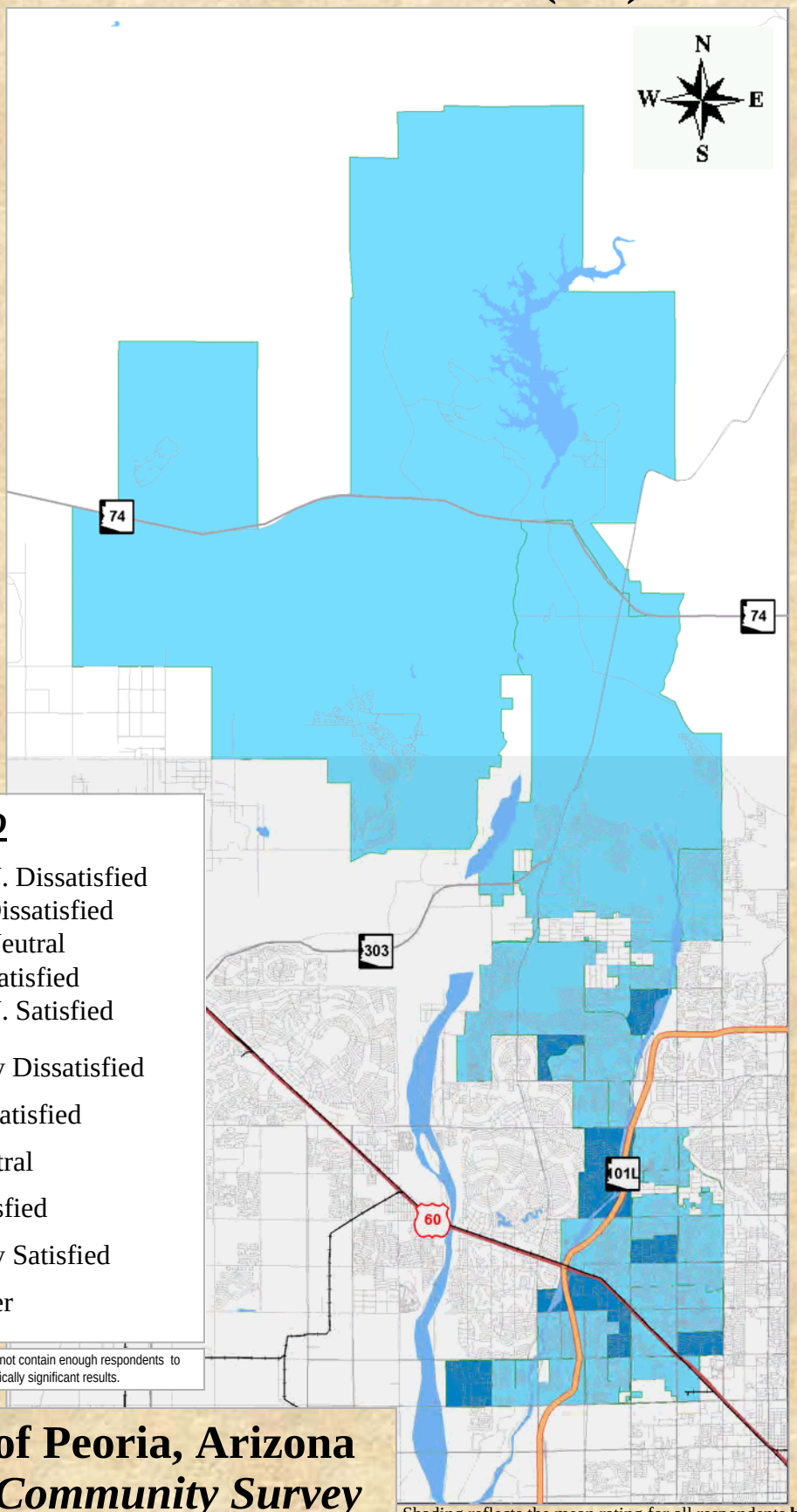
Satisfaction with the quality of Peoria's garbage and refuse collection services (#20)



LEGEND

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2.6-3.4 = Neutral
3.4-4.2 = Satisfied
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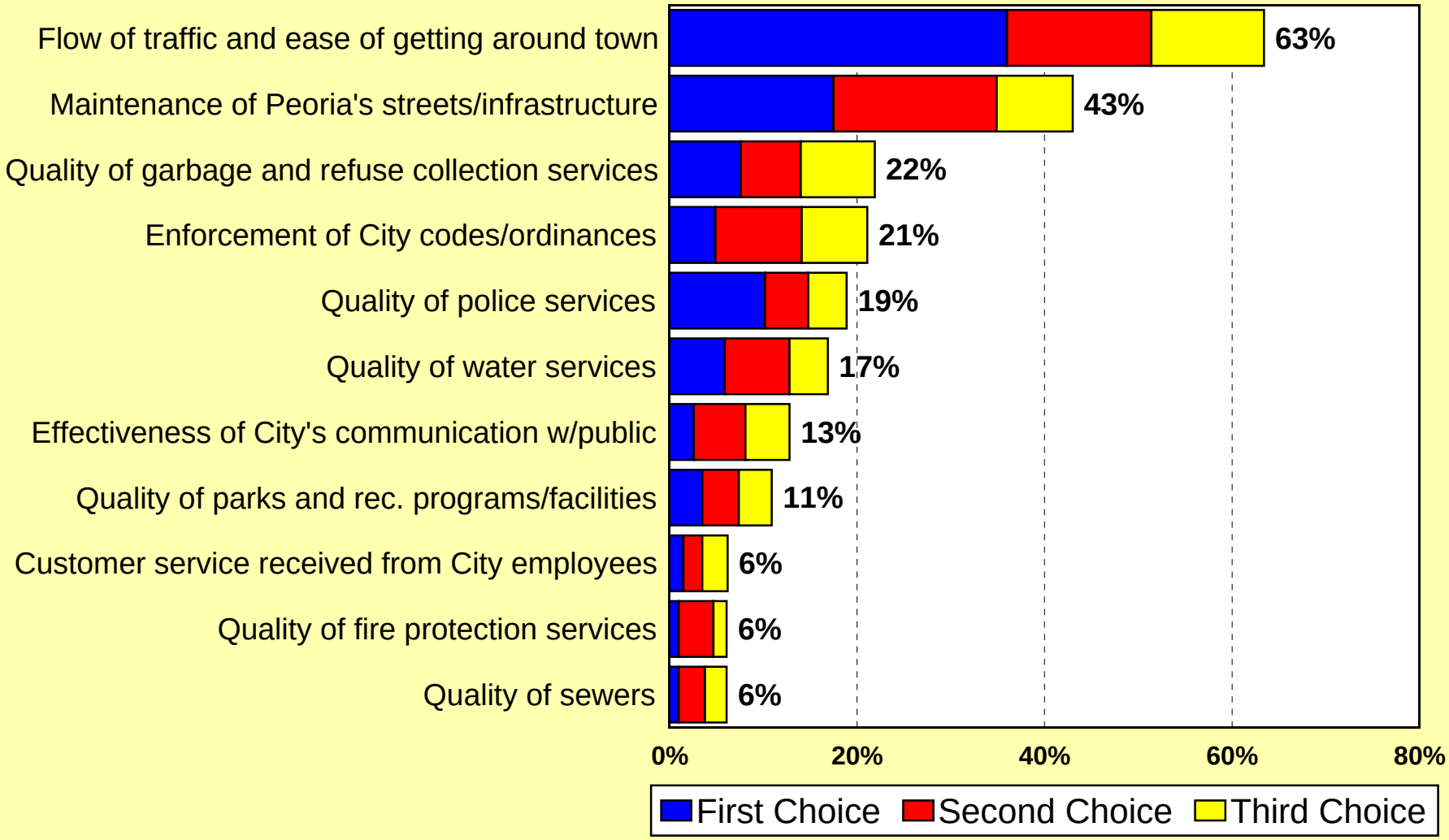
City of Peoria, Arizona
2007 Community Survey

Shading reflects the mean rating for all respondents **by Census Block Group (**combined as needed based on respondent distribution)

City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

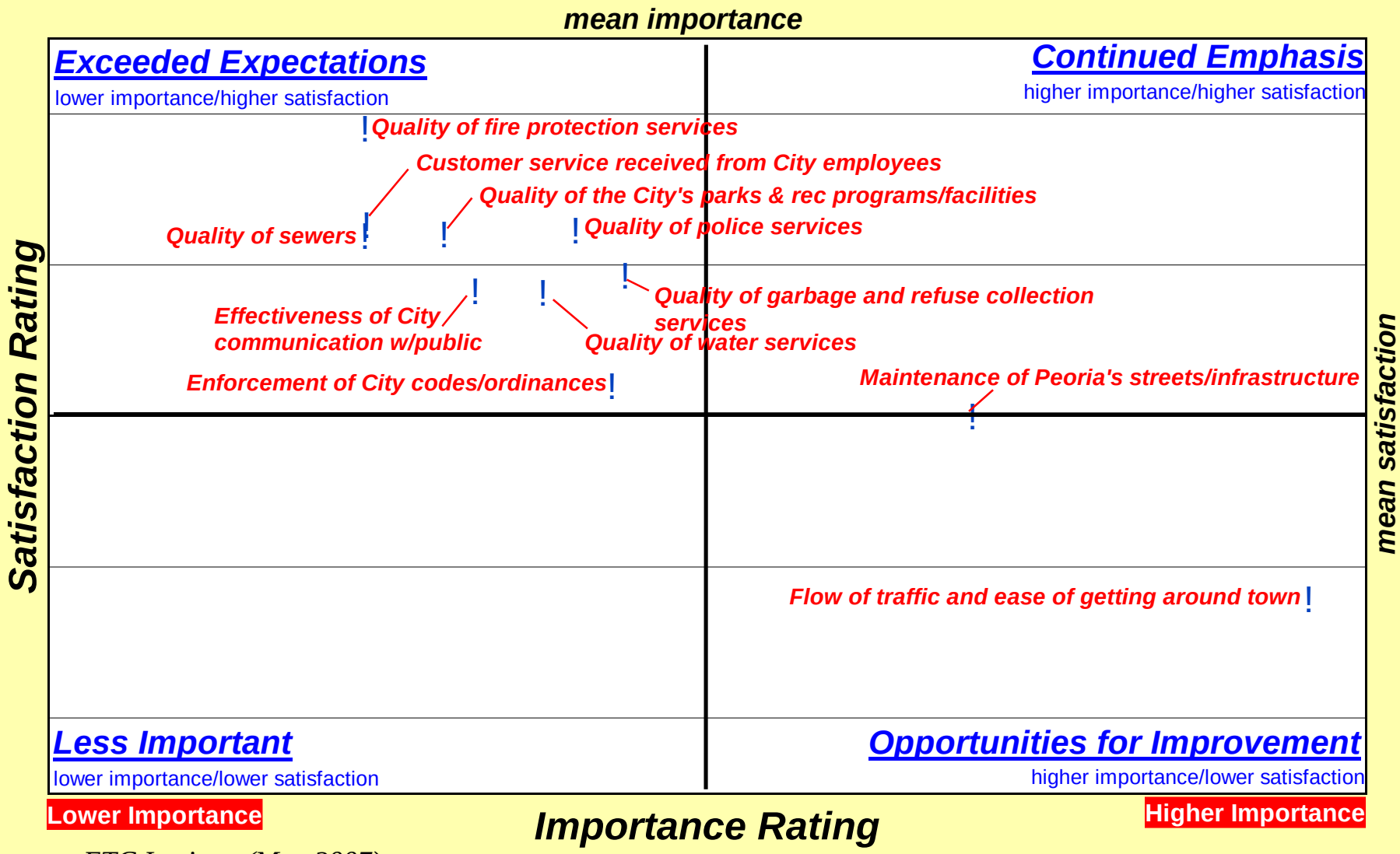
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (May 2007)

2007 City of Peoria DirectionFinder
Importance-Satisfaction Assessment Matrix
-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

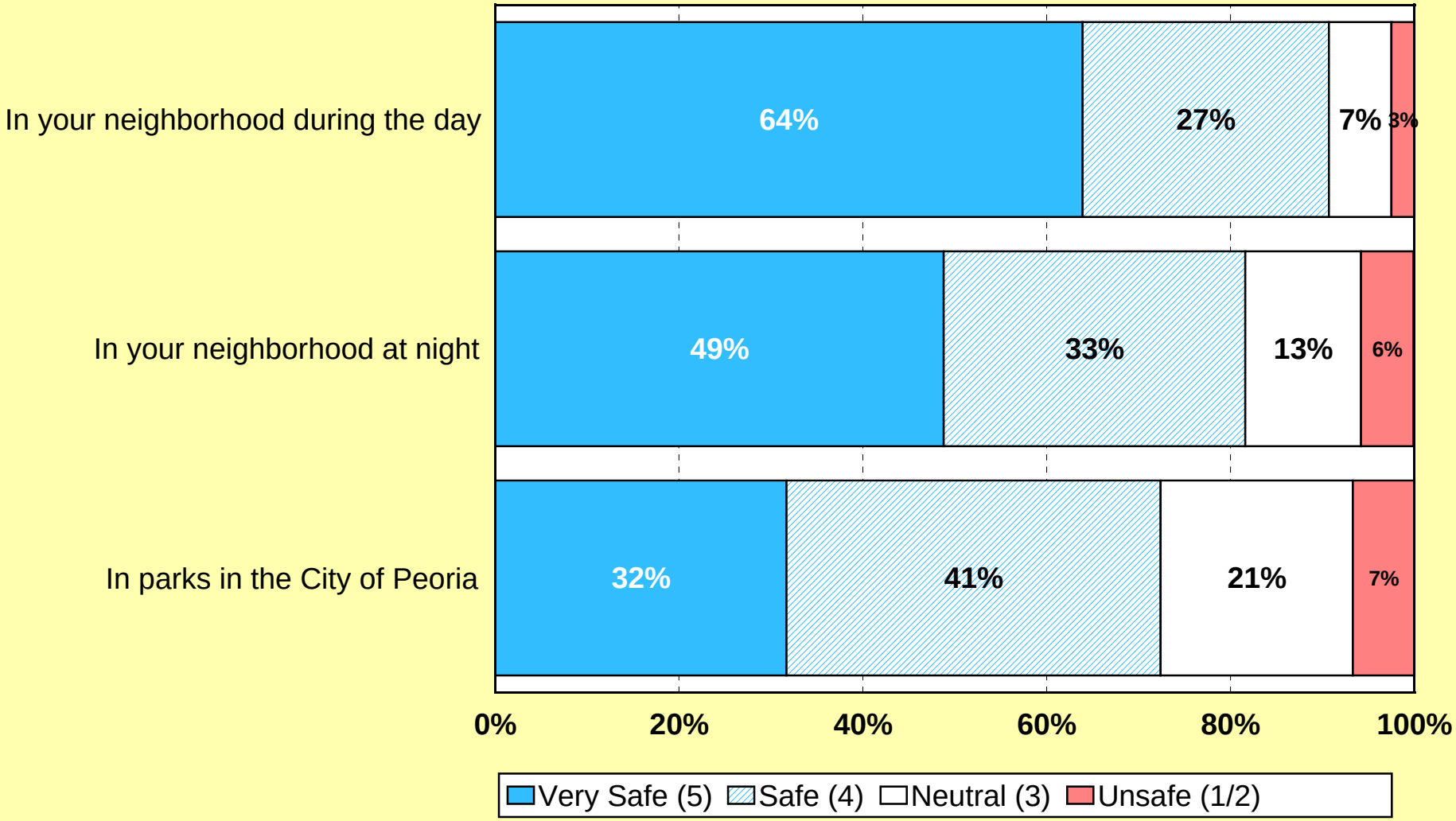


Source: ETC Institute (May 2007)

Perceptions of Safety

Residents Perceptions of Safety

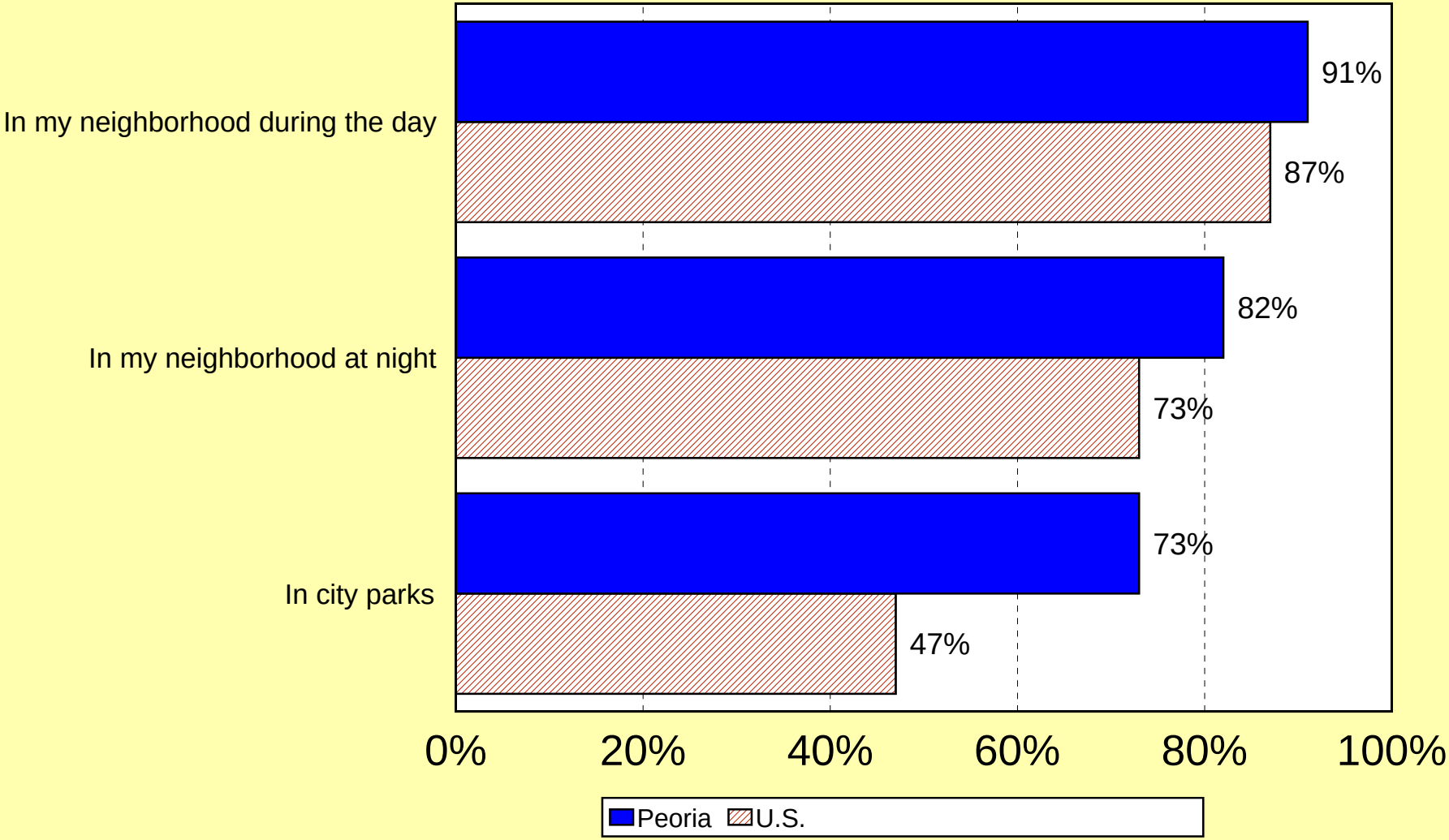
by percentage of respondents (excluding don't knows)



Source: ETC Institute (May 2007)

How Safe Residents Feel in Their Community
Peoria vs. the U.S Average

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



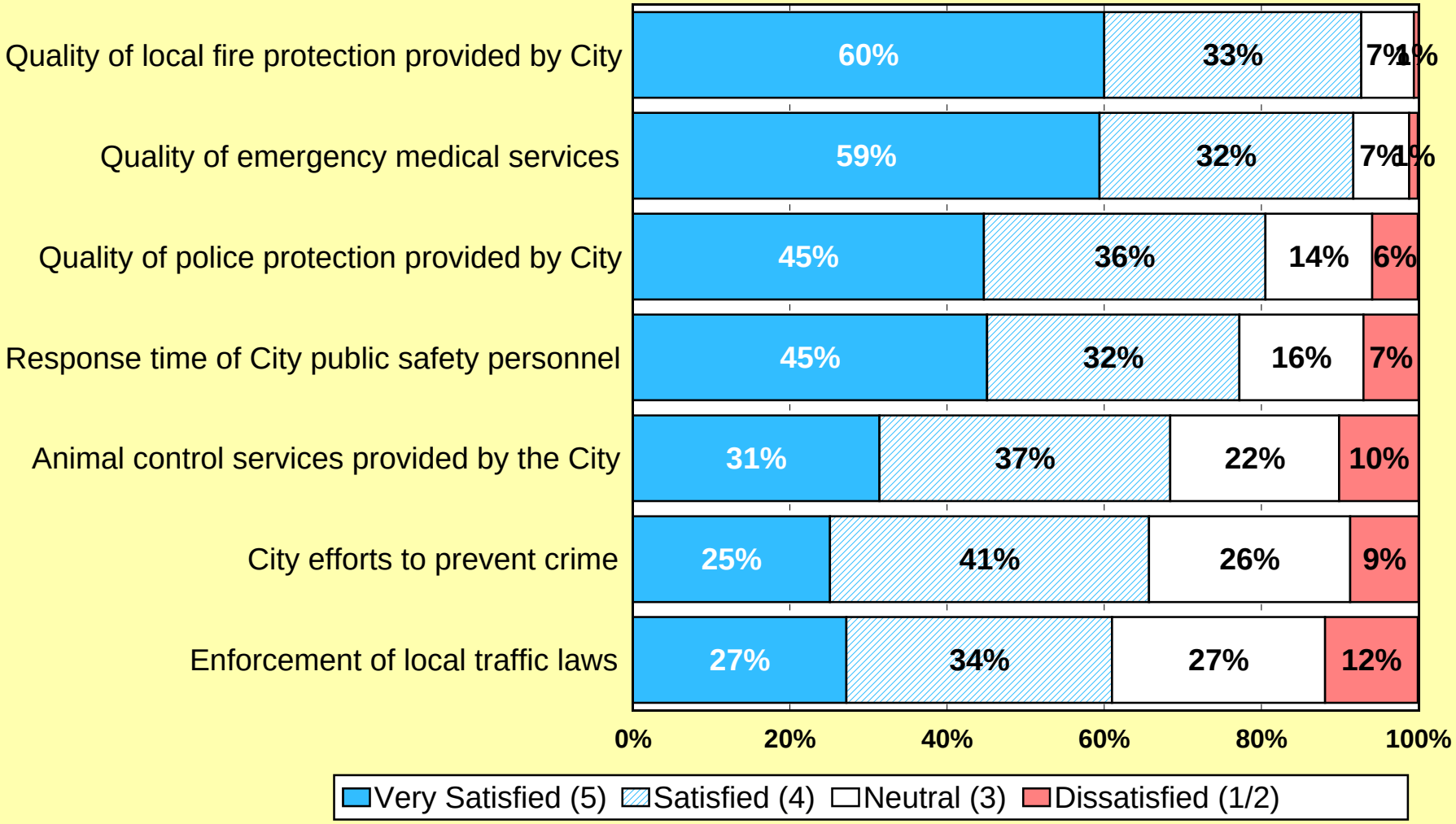
Source: ETC Institute (May 2007)

National Benchmarking Data - All Communities

Public Safety Services

Satisfaction with Public Safety Services

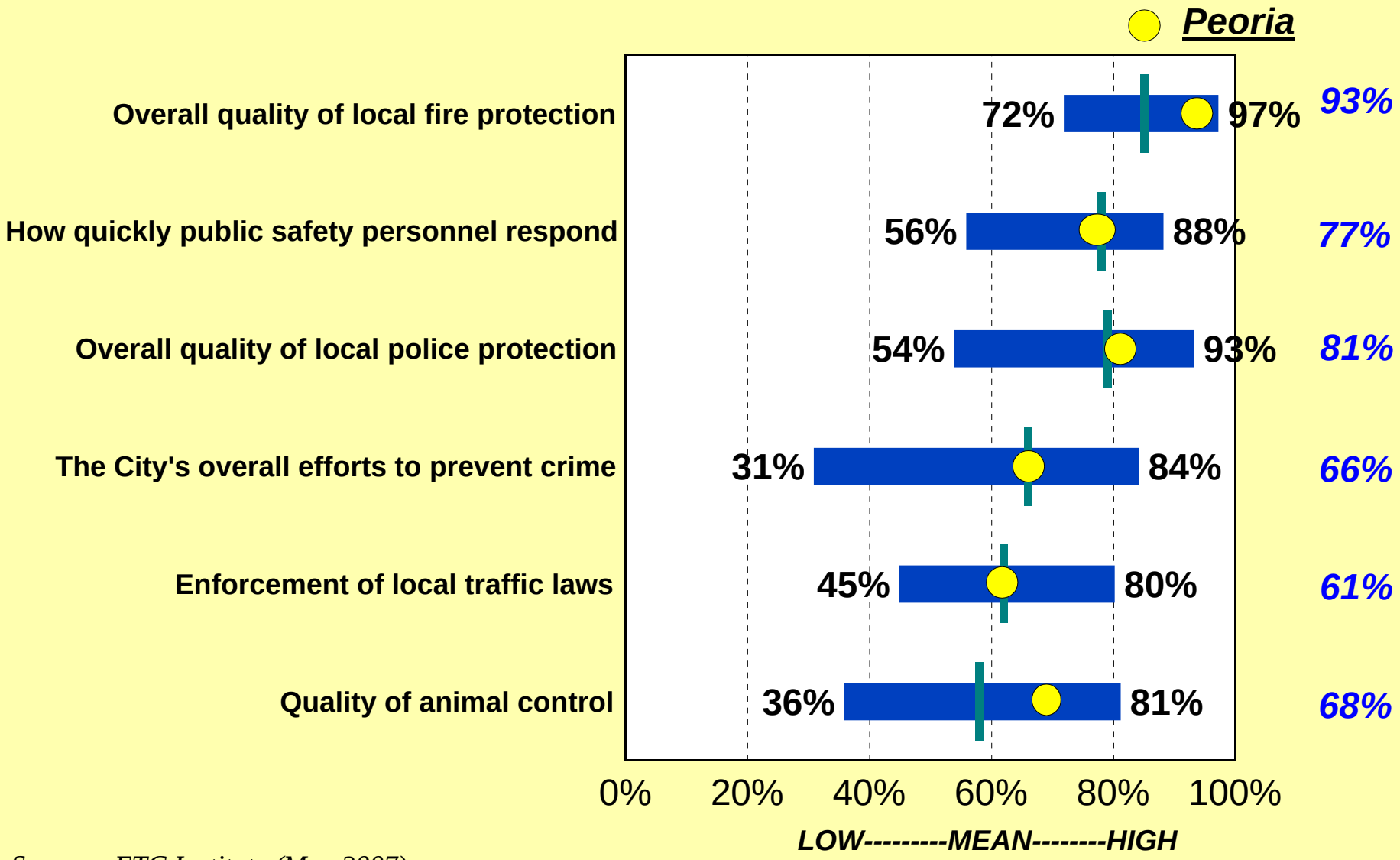
by percentage of respondents (excluding don't knows)



Source: ETC Institute (May 2007)

Satisfaction with Public Safety
2007

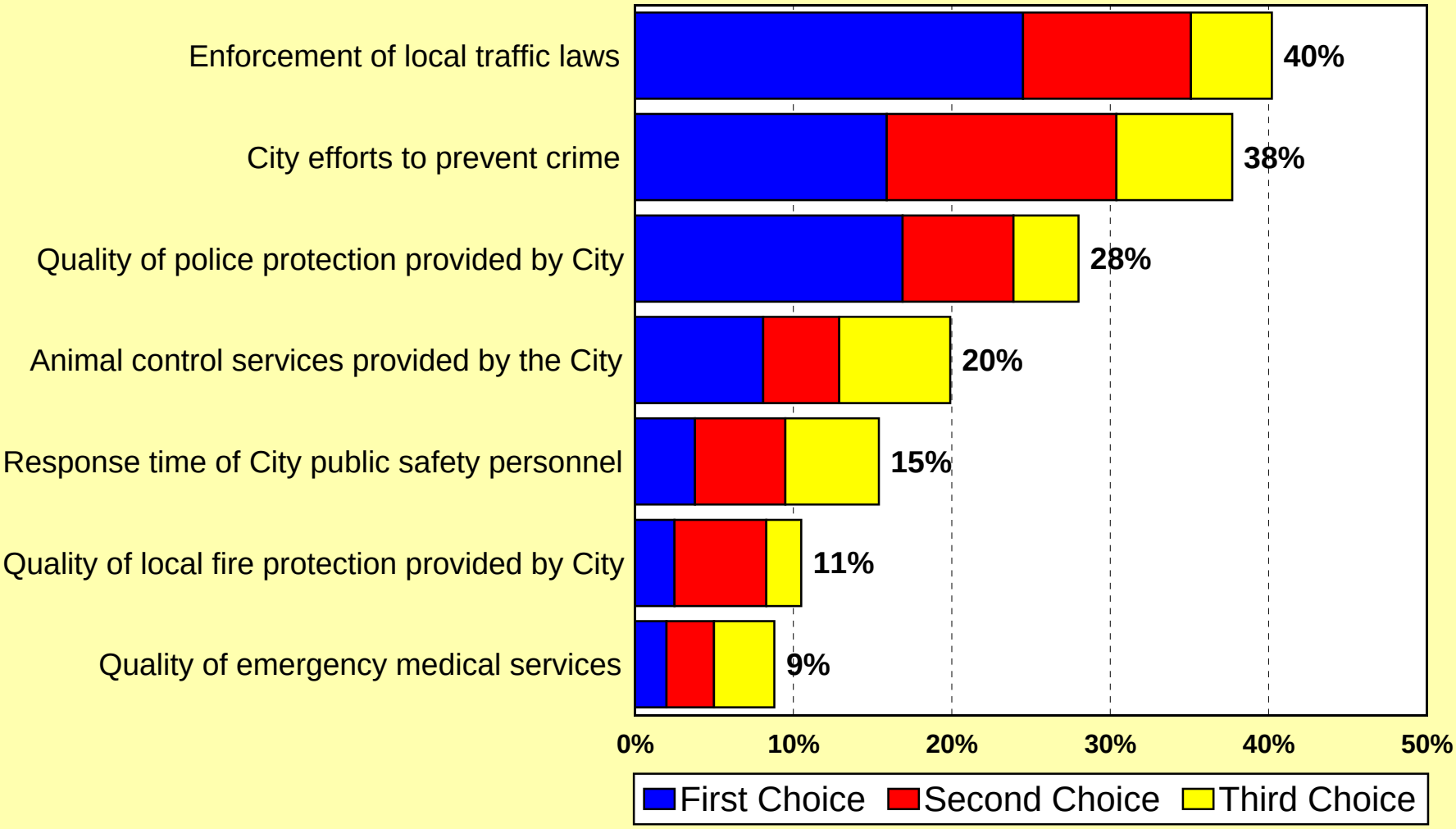
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (May 2007)

Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

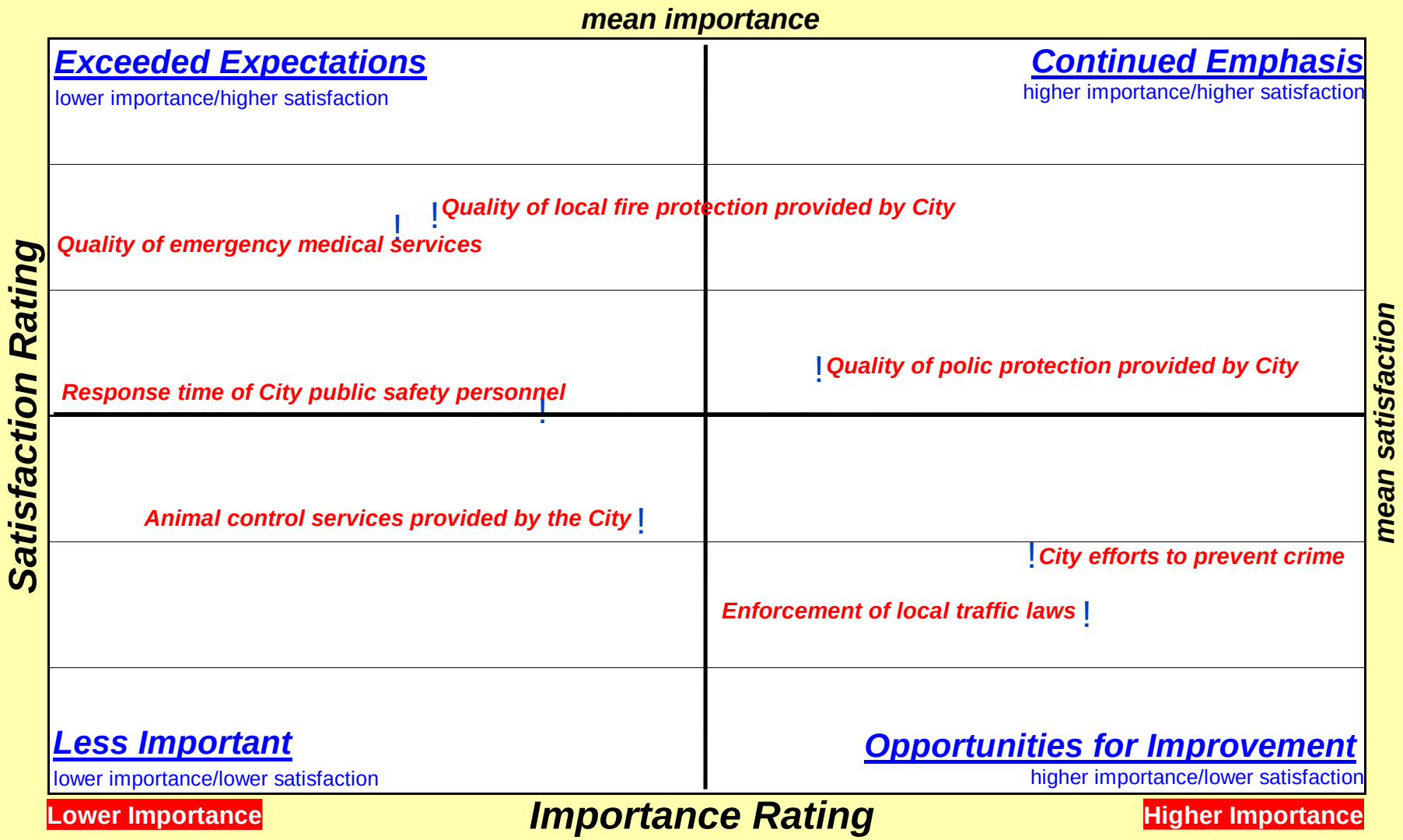
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (May 2007)

2007 City of Peoria DirectionFinder
Importance-Satisfaction Assessment Matrix
-Public Safety Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

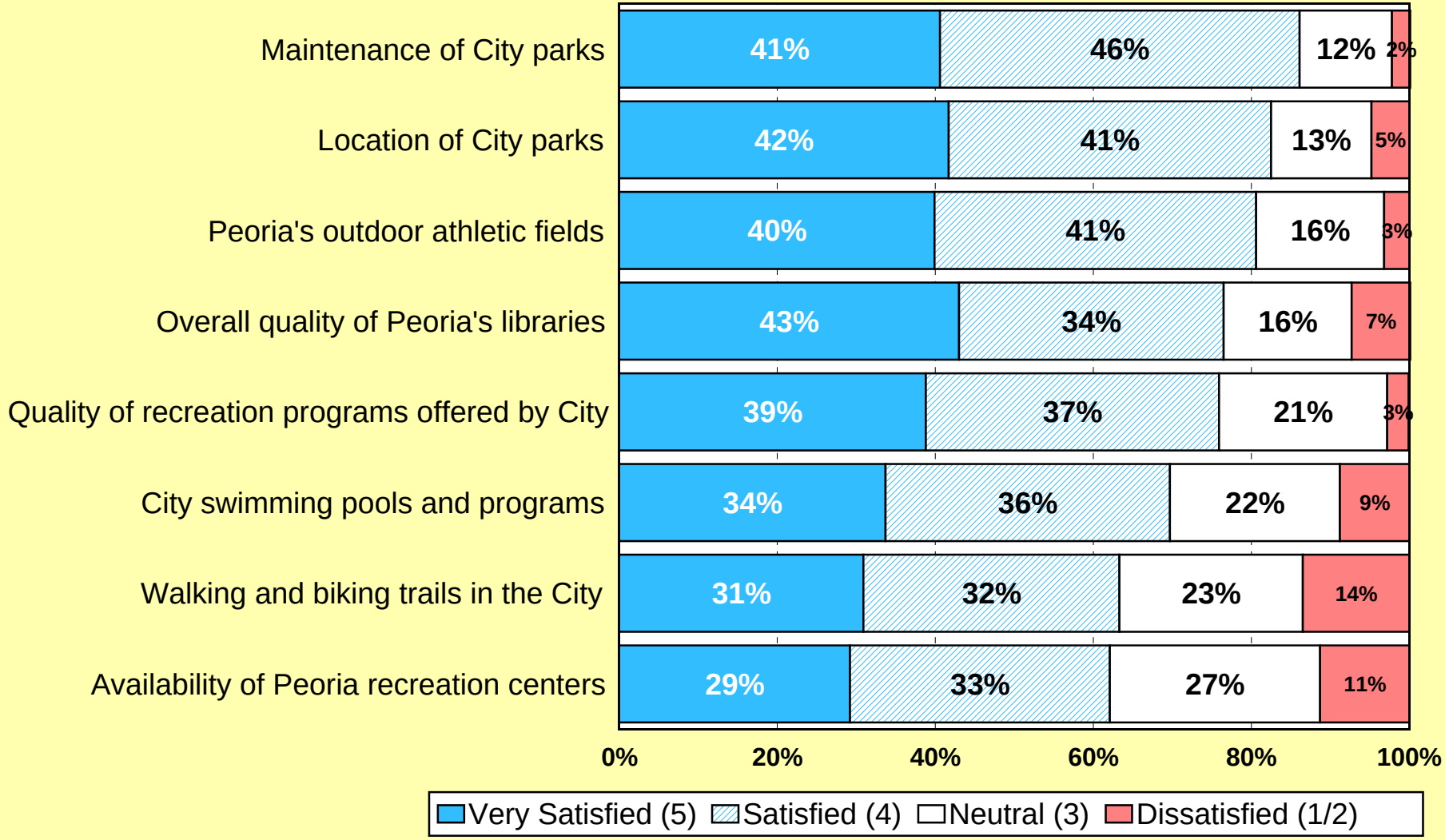


Source: ETC Institute (May 2007)

Parks and Recreation

Satisfaction with Various Aspects of Parks and Recreation

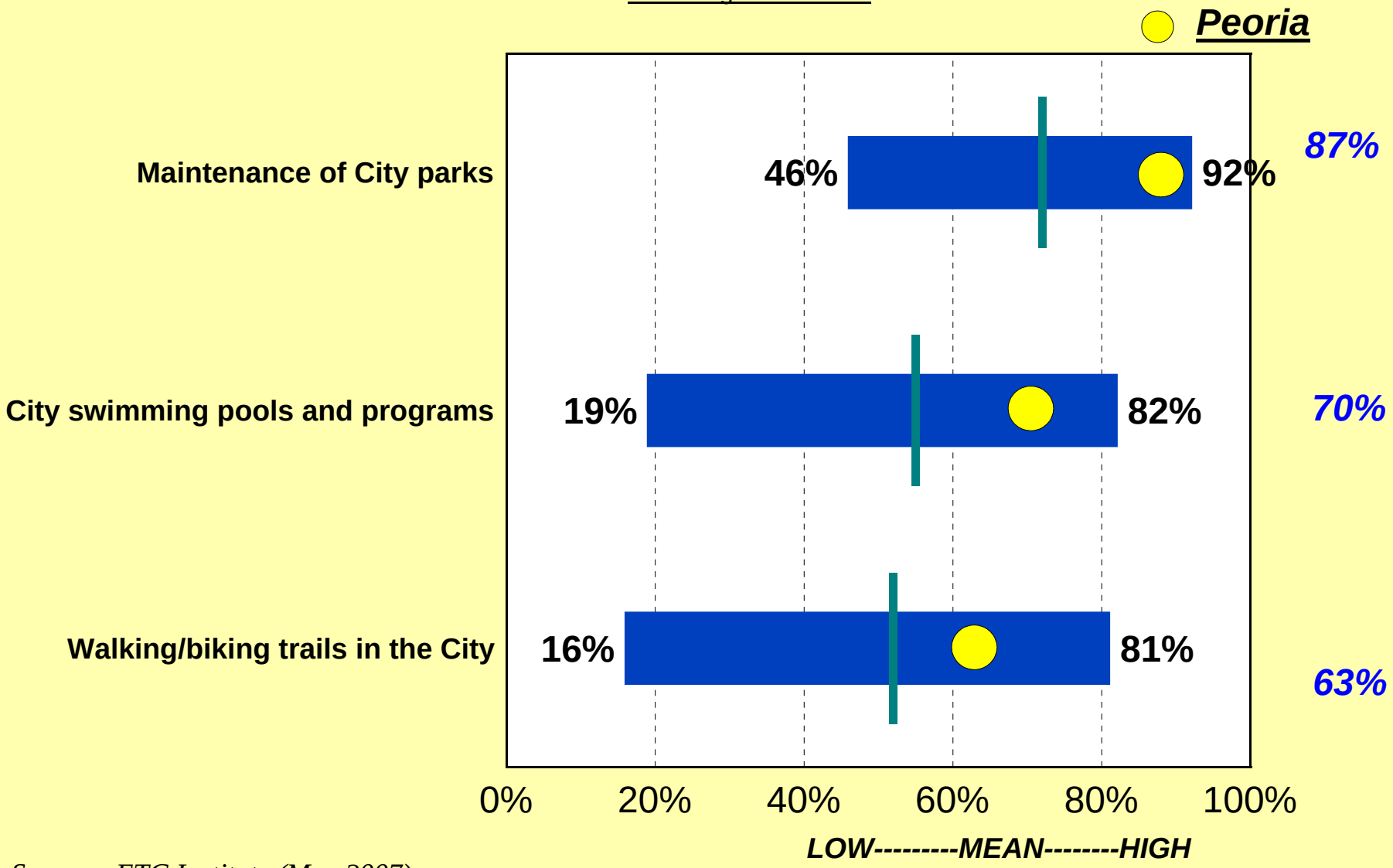
by percentage of respondents (excluding don't knows)



Source: ETC Institute (May 2007)

Satisfaction with Parks and Recreation
2007

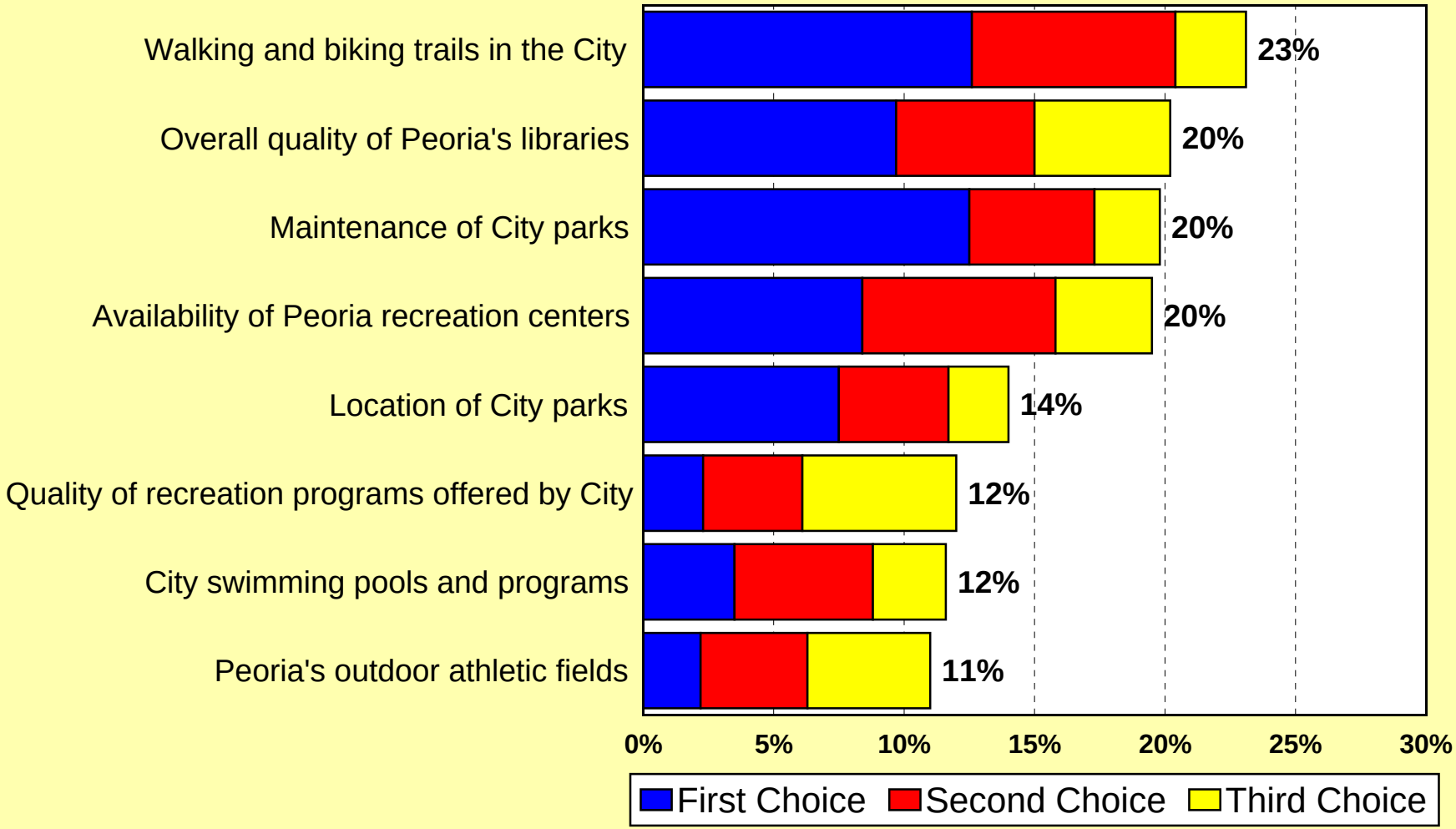
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows



Source: ETC Institute (May 2007)

Parks and Recreation Issues That Should Receive the Most Emphasis Over the Next Two Years by Major Category

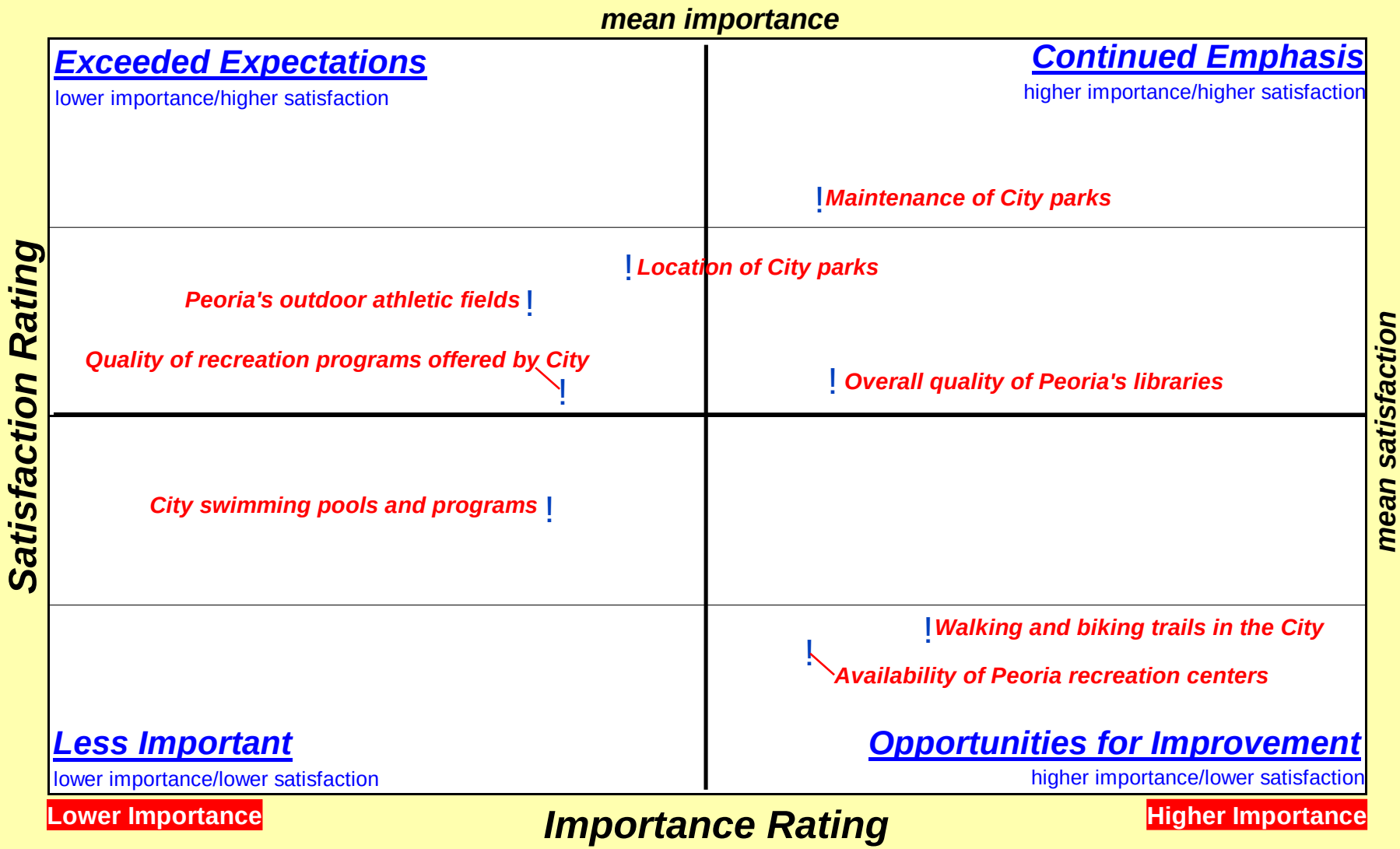
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (May 2007)

2007 City of Peoria DirectionFinder
Importance-Satisfaction Assessment Matrix
-Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

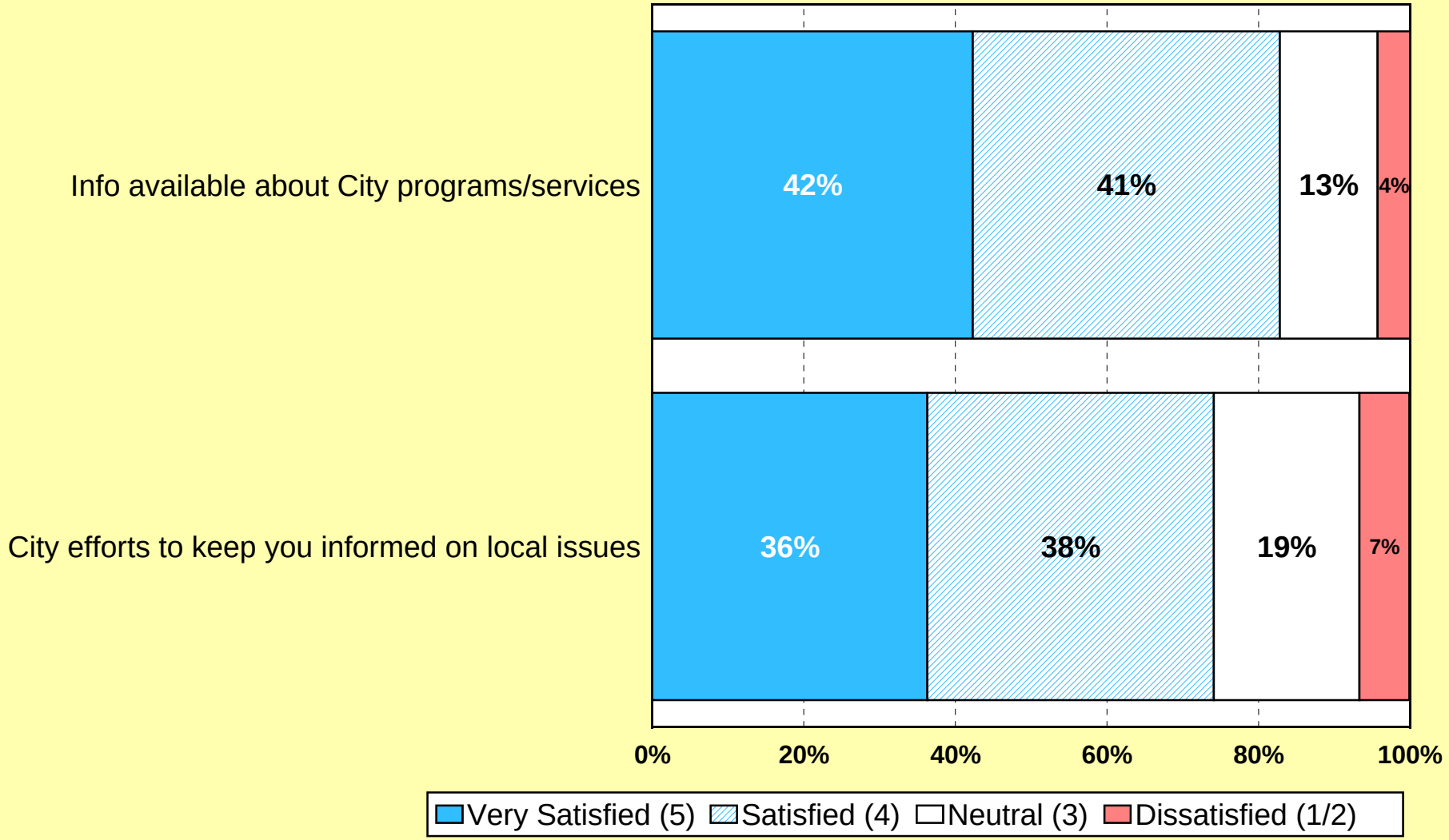


Source: ETC Institute (May 2007)

Communication Services

Satisfaction with Various Communication Services

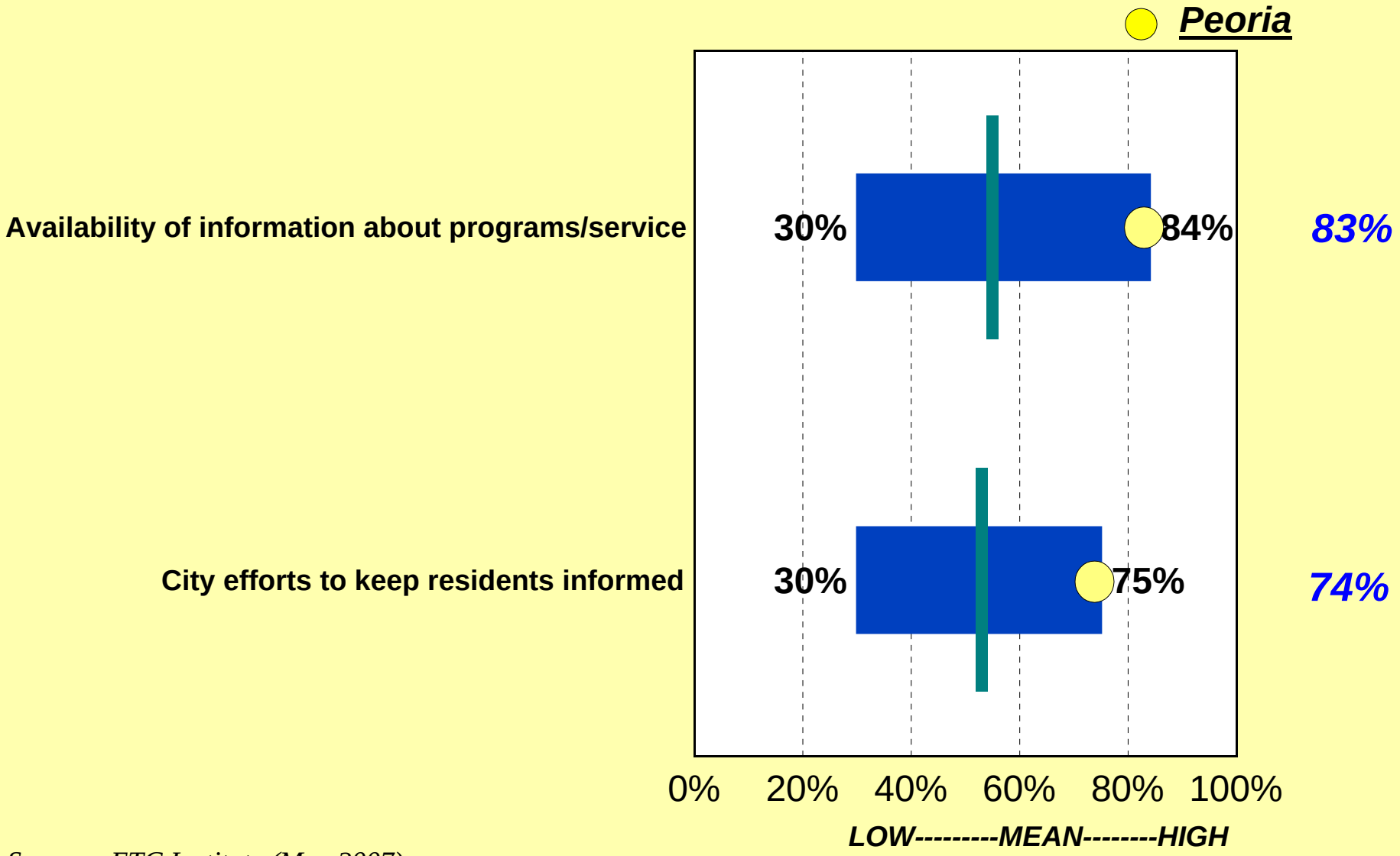
by percentage of respondents (excluding don't knows)



Source: ETC Institute (May 2007)

Satisfaction with City Communications
2007

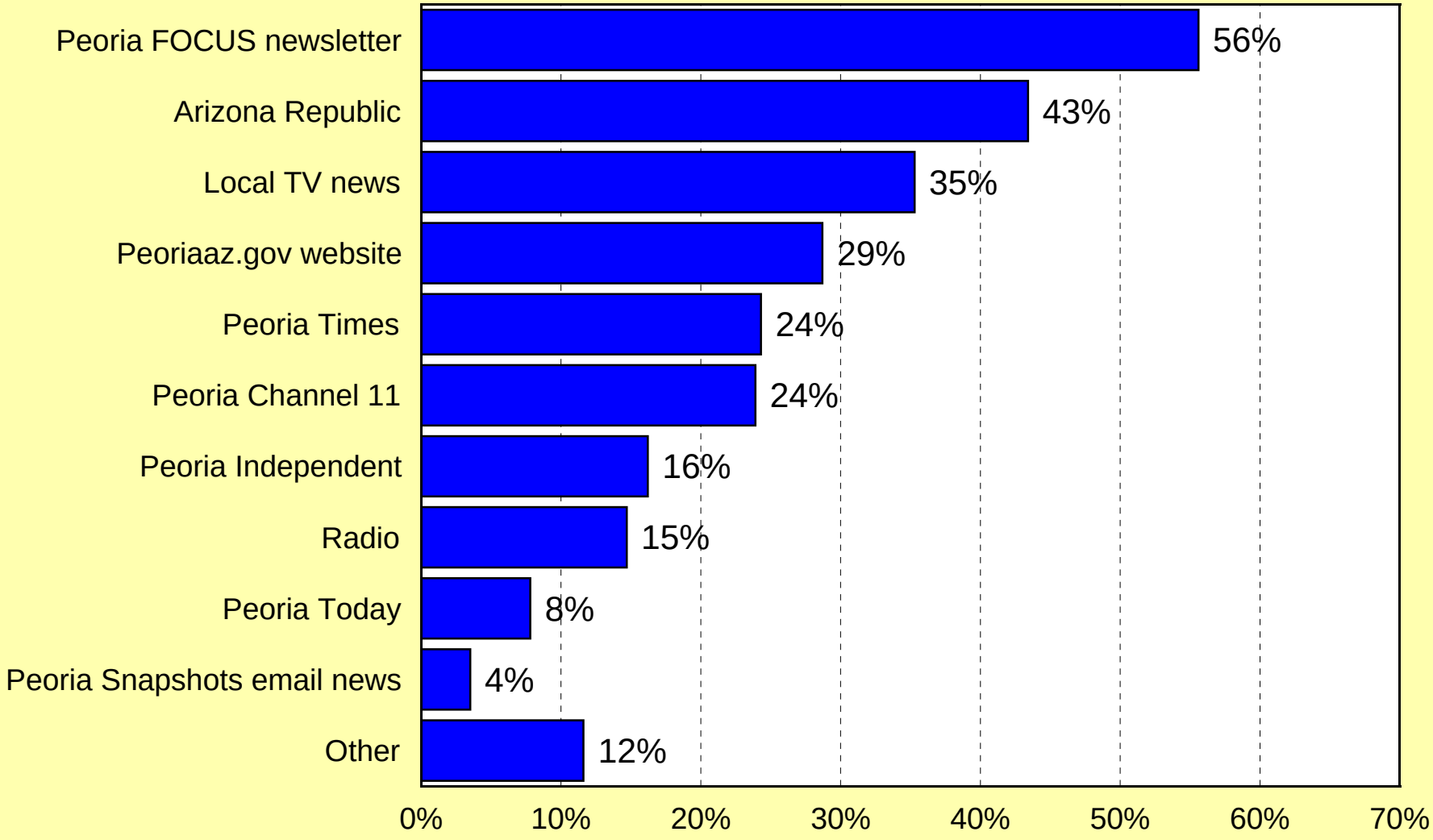
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (May 2007)

Where Respondents Get Information About City Issues and Services

by percentage of respondents (multiple answers allowed)

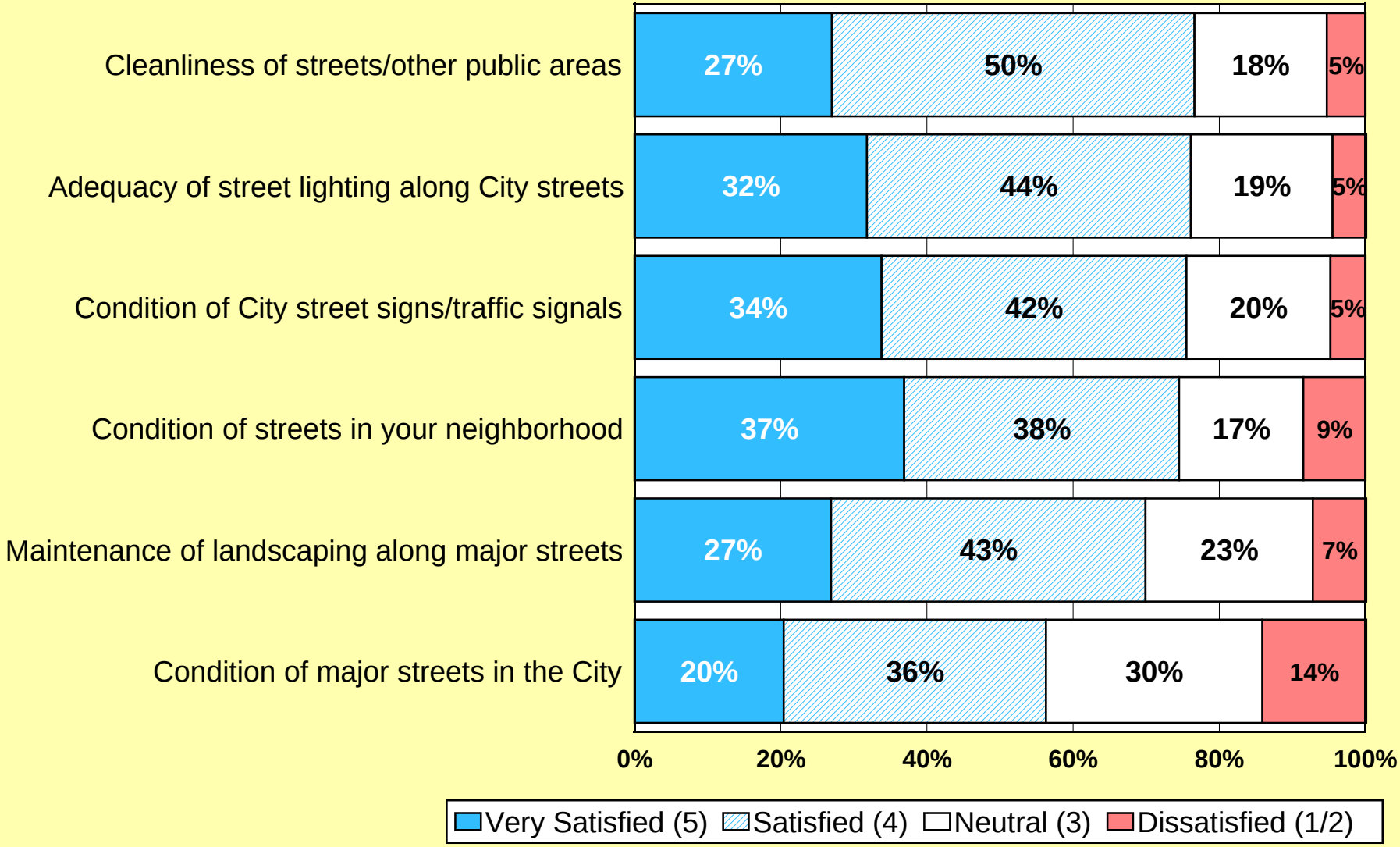


Source: ETC Institute (May 2007)

Maintenance Services

Satisfaction with Various Maintenance Services

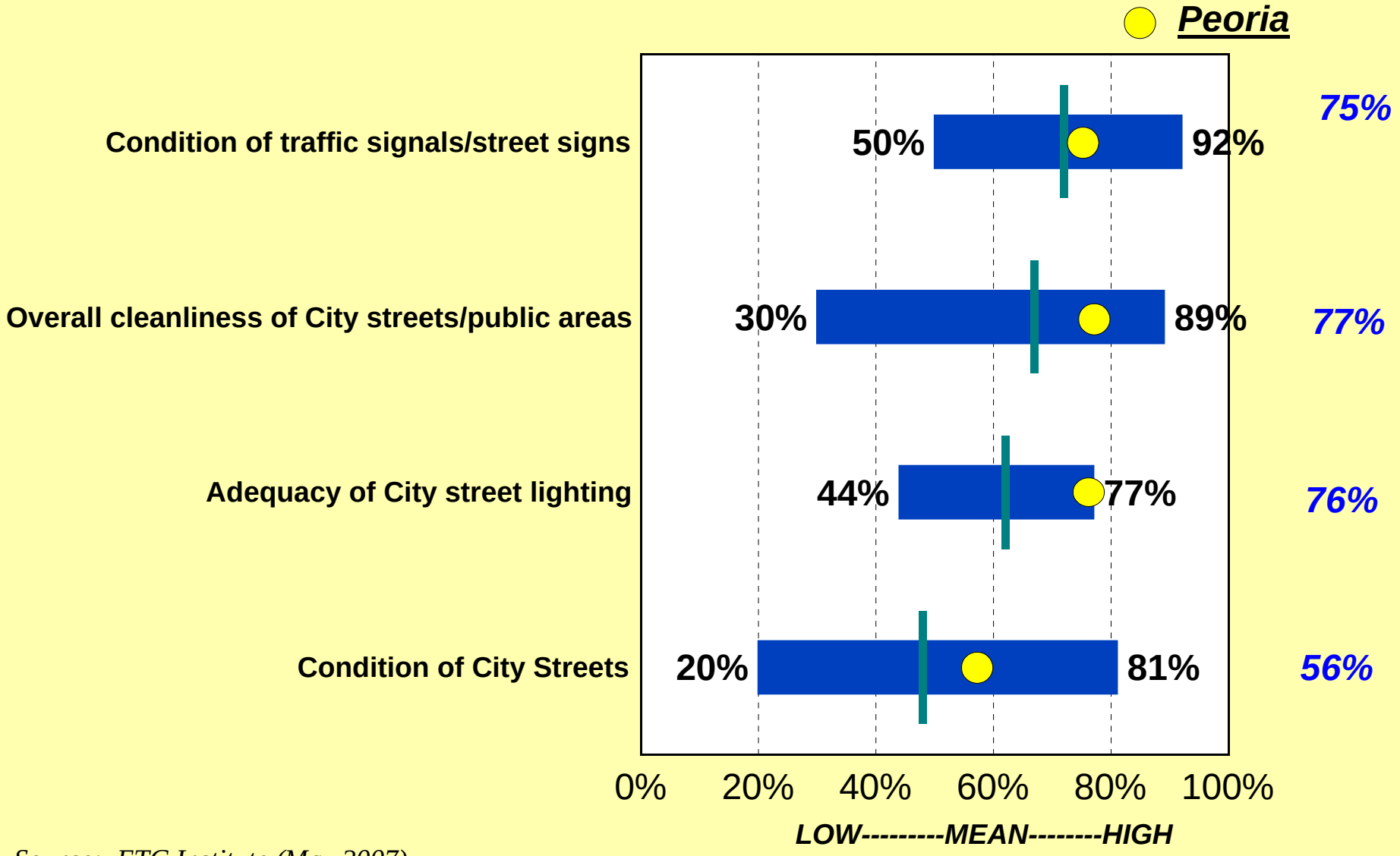
by percentage of respondents (excluding don't knows)



Source: ETC Institute (May 2007)

Satisfaction with Maintenance Service
2007

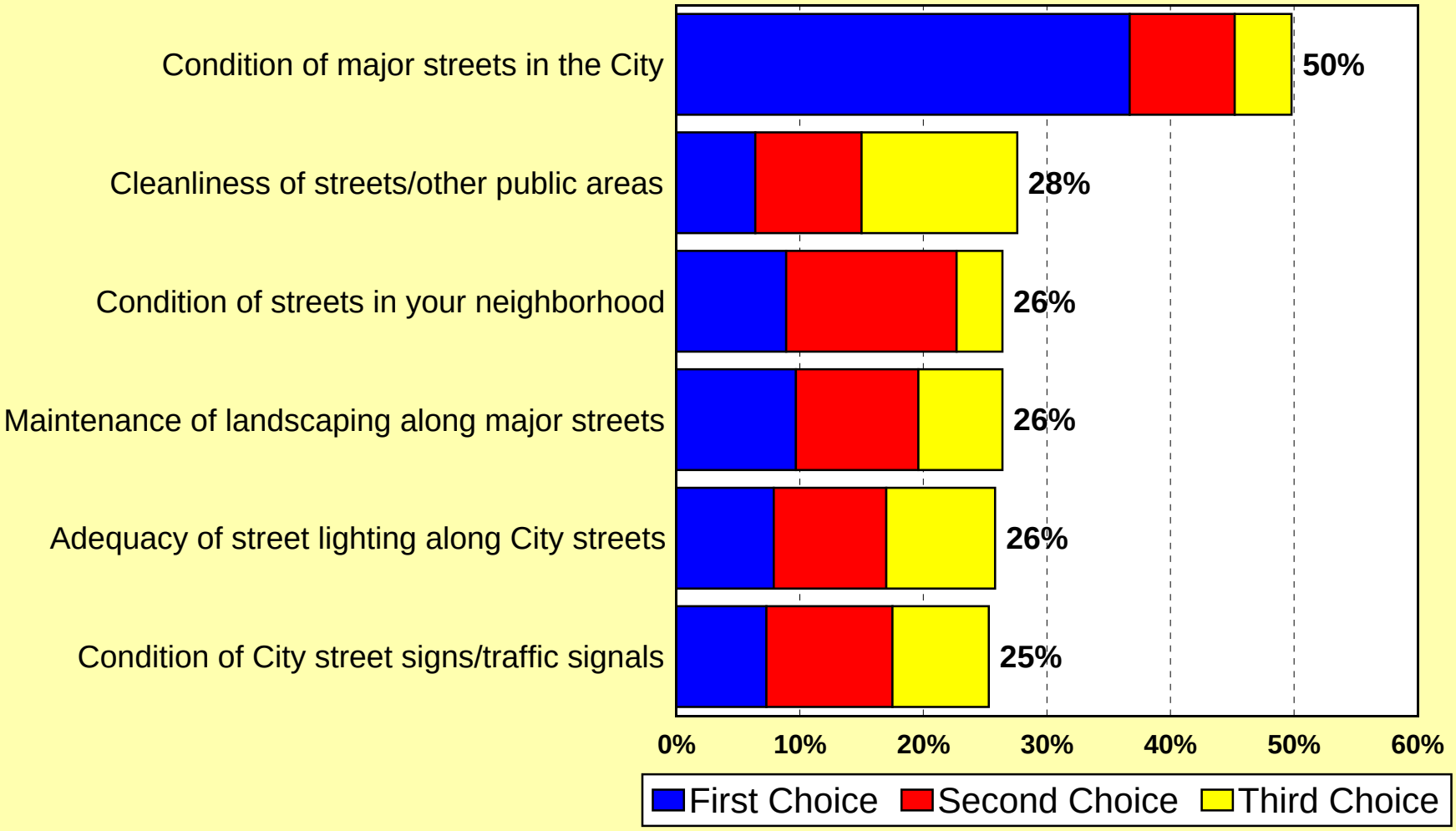
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (May 2007)

Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

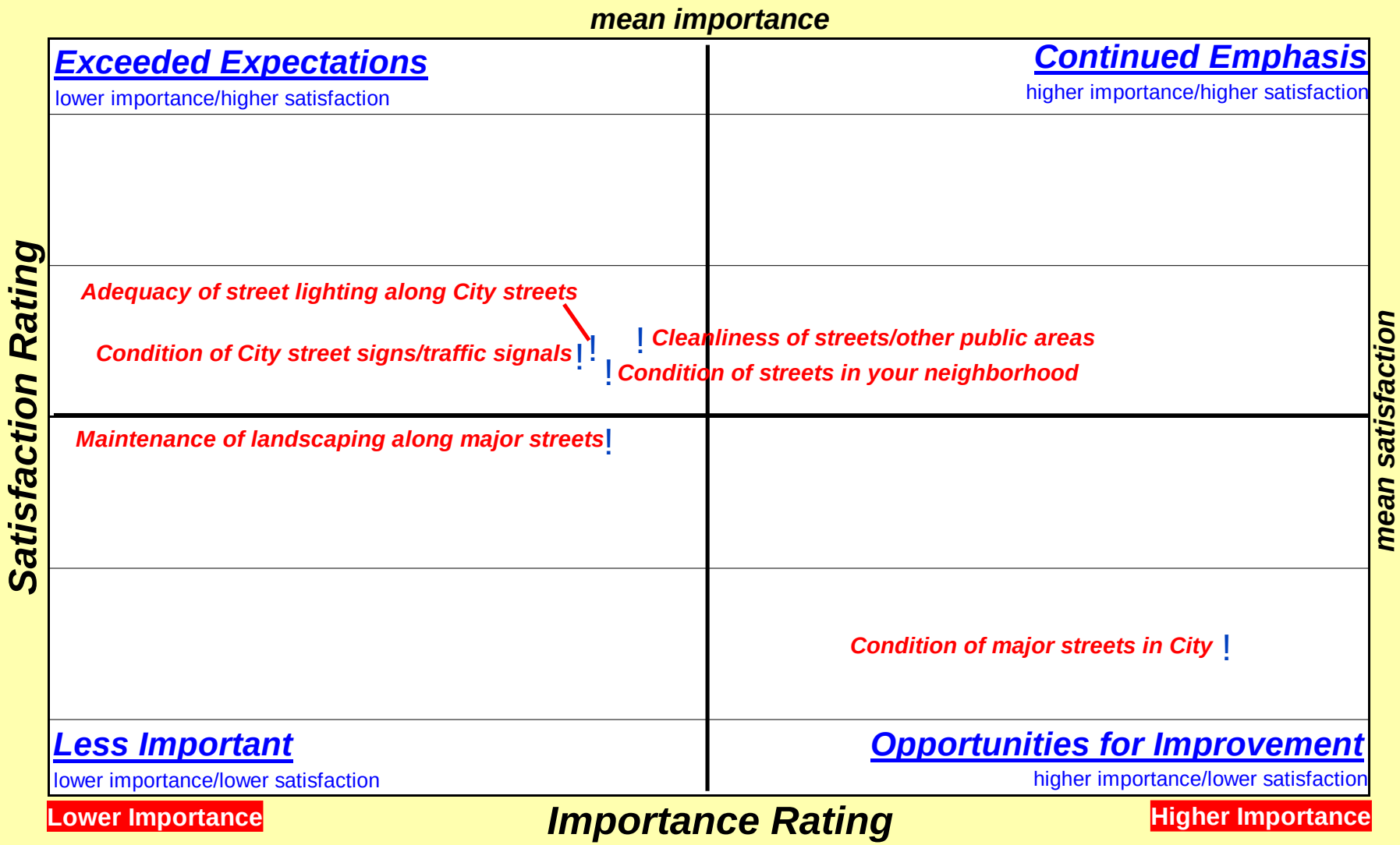
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (May 2007)

2007 City of Peoria DirectionFinder
Importance-Satisfaction Assessment Matrix
-Maintenance Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



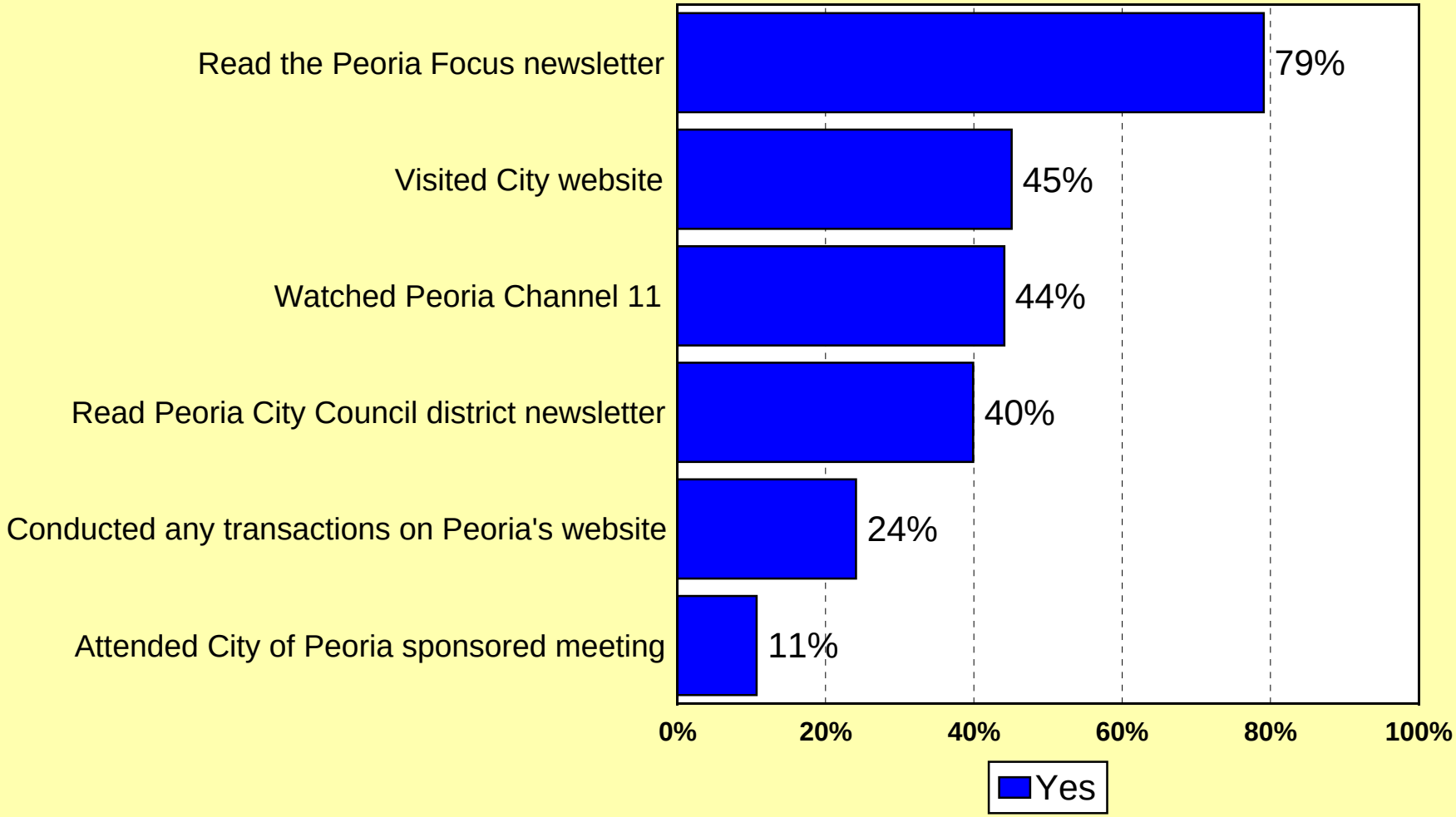
Source: ETC Institute (May 2007)

Interaction with the City

Participation in Activities in the Past 12 months

by percentage of respondents (excluding don't remembers)

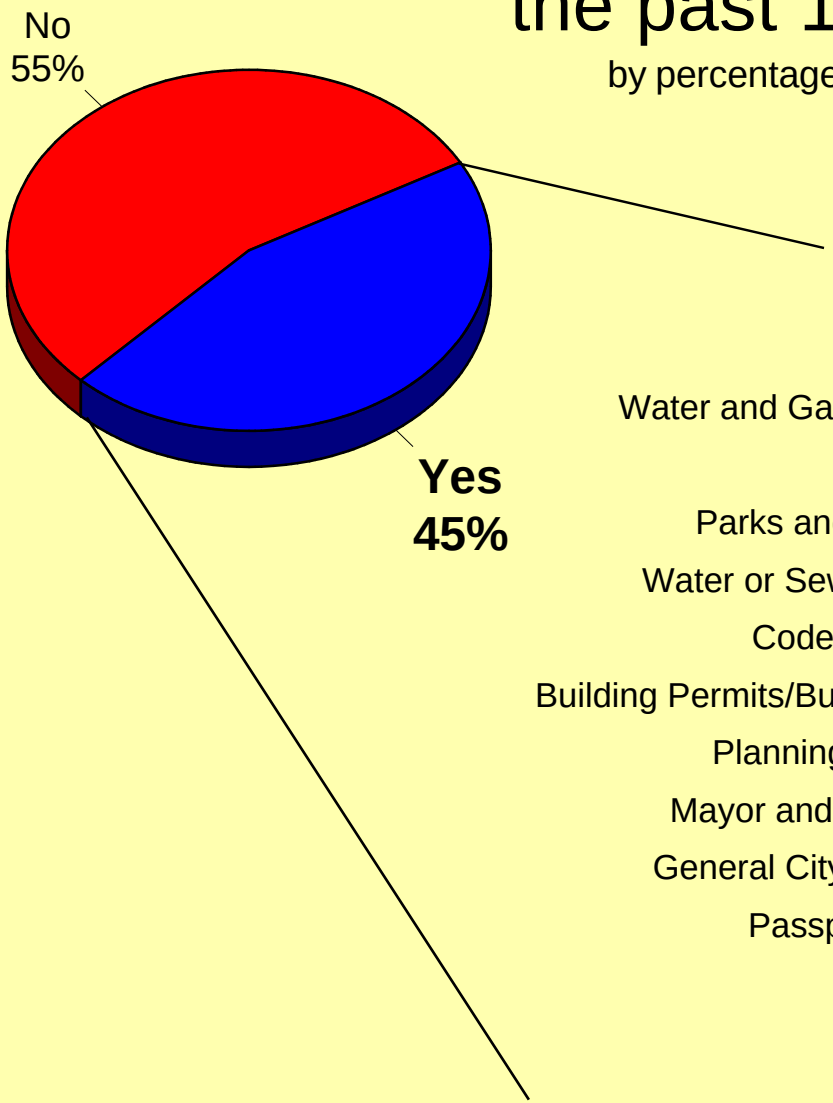
During the past 12 months have you:

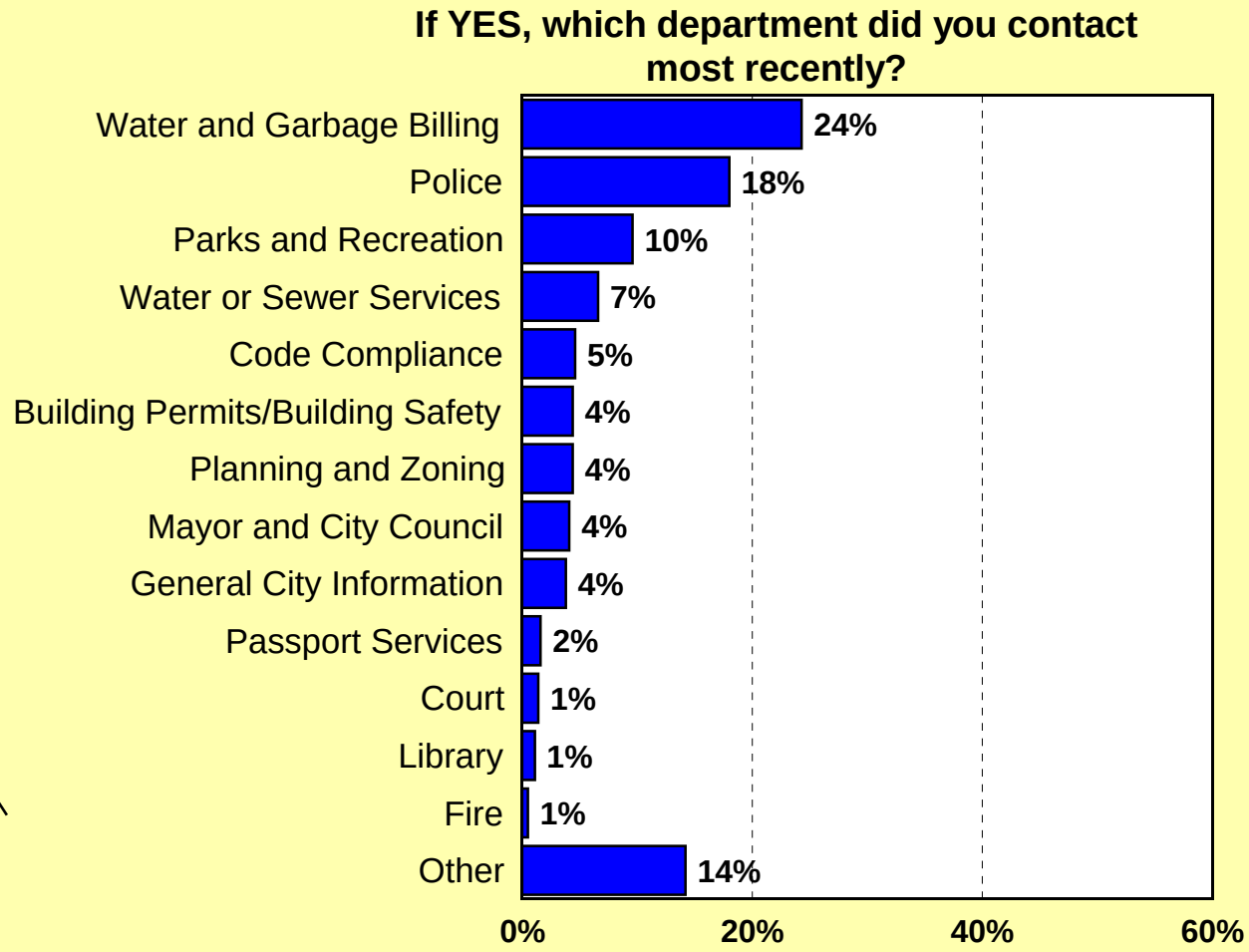


Source: ETC Institute (May 2007)

Have you contacted the City of Peoria during the past 12 months?

by percentage of respondents

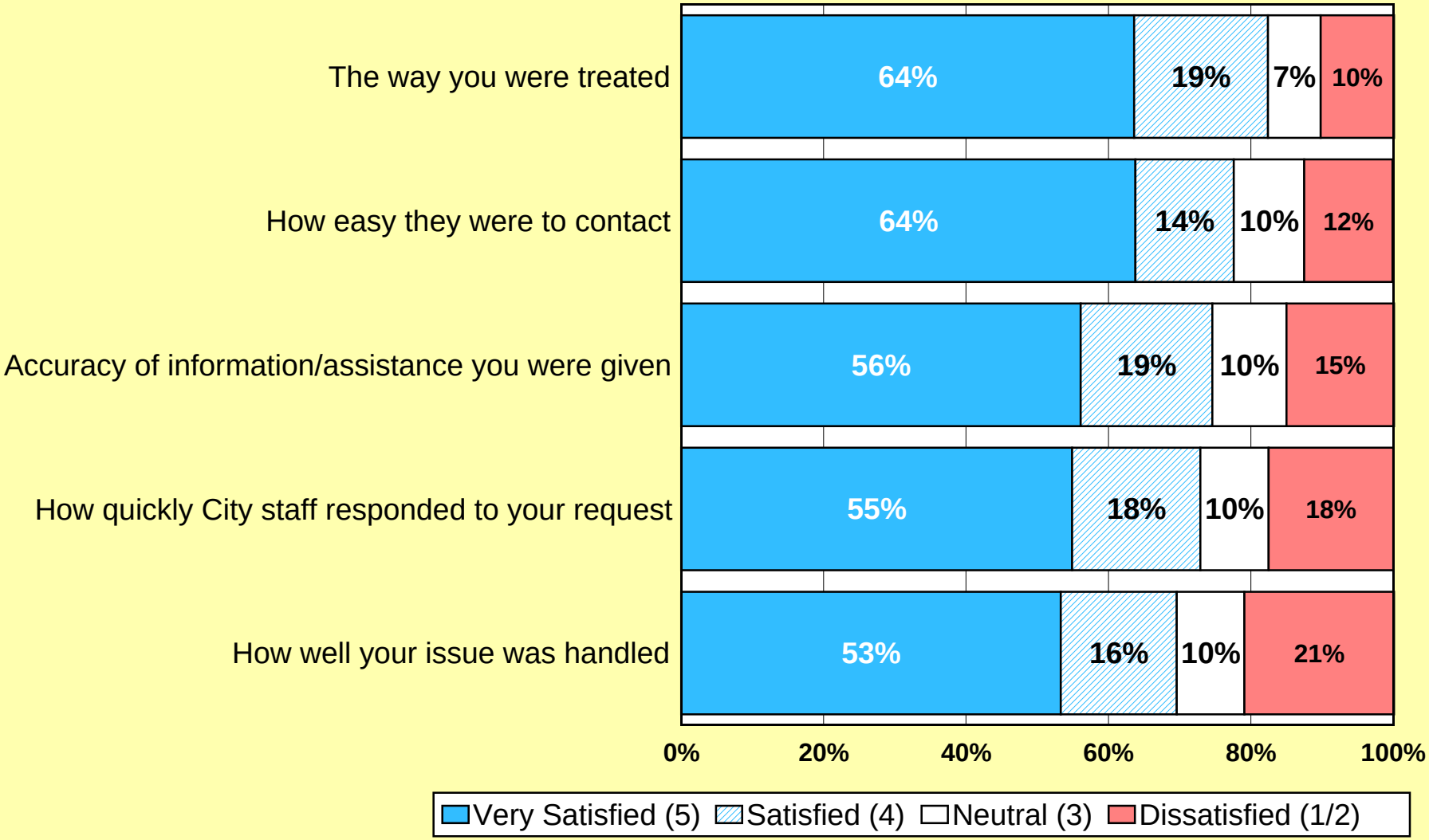




Source: ETC Institute (May 2007)

Satisfaction with City Employees

by percentage of respondents that **HAVE** contacted City employees in past 12 months (excluding don't knows)

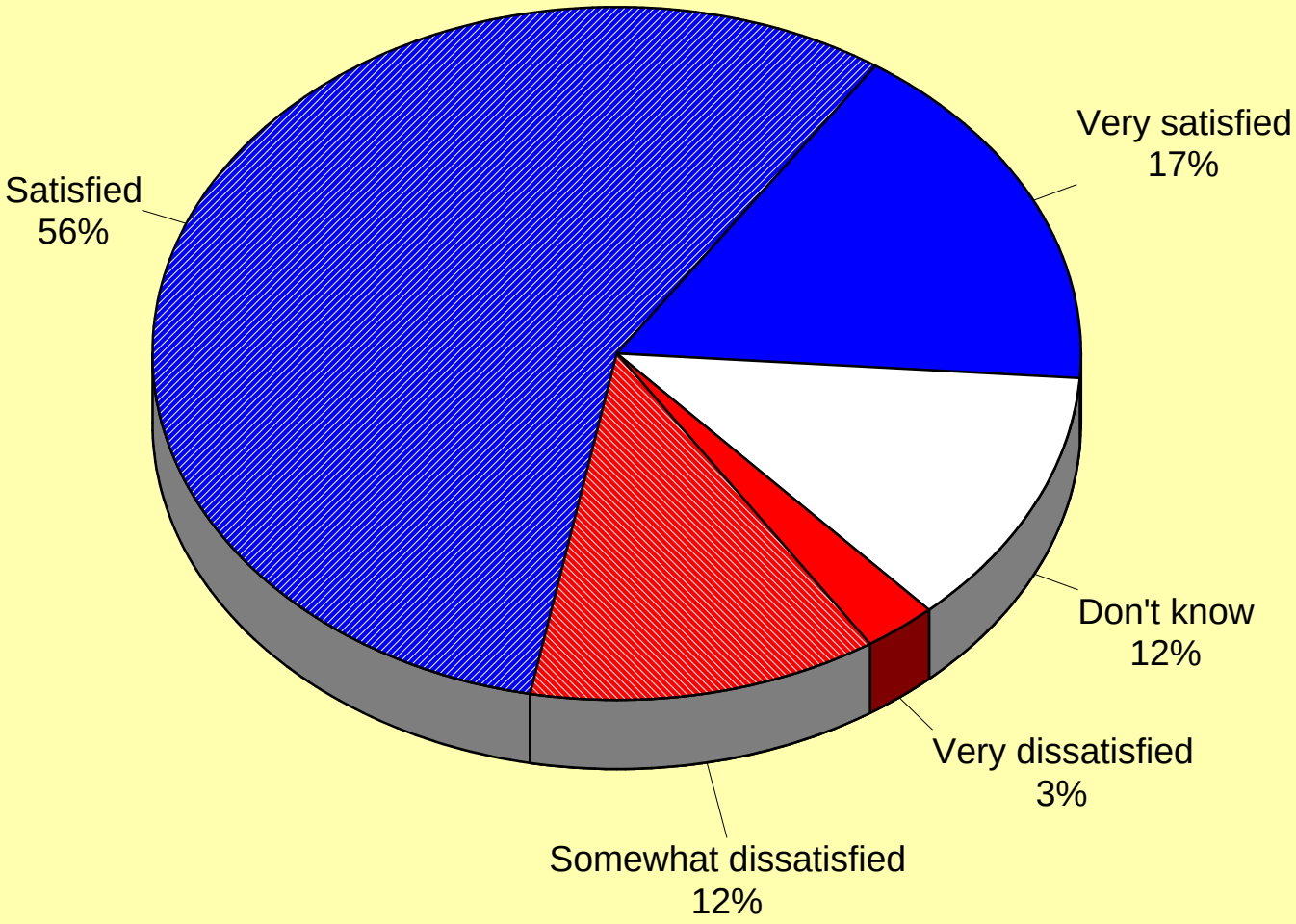


Source: ETC Institute (May 2007)

Perception of City Leaders

Satisfaction with the job of the Mayor and City Council

by percentage of respondents



Source: ETC Institute (May 2007)

Regression Analysis: Predicting Customer Satisfaction

Overall: Residents stated that traffic flow was the key, but regression analysis suggests that several factors were important:

Factors with the greatest effect were:

- **Satisfaction with the condition of major streets**
- **Satisfaction with the quality of police protection**

Other factors that were important included:

- **Feeling of safety in your neighborhood during the day**
- **Satisfaction with the adequacy of street lighting**
- **Satisfaction with the enforcement of local traffic laws**
- **Satisfaction with the availability of recreation centers**
- **Satisfaction with the quality of Peoria's libraries**
- **Satisfaction with animal control services**
- **Satisfaction with the quality of emergency medical services in Peoria**

Regression Analysis: Predicting Customer Satisfaction

Parks and Recreation: Residents stated that walking/biking trails were most important; the regression analysis suggests that three other factors were also important:

Factors with the greatest effect were:

- **Satisfaction with the maintenance of parks**
- **Satisfaction with the location of parks**

Other factors that were important included:

- **Satisfaction with the quality of recreation programs**
- **Satisfaction with walking/biking trails**

Regression Analysis: Predicting Customer Satisfaction

Maintenance: Residents stated that the condition of major streets was most important; the regression analysis suggests that the following set of factors were important:

Factors with the greatest effect were:

- **Satisfaction with the condition of major streets**
- **Satisfaction with the condition of streets in neighborhoods**

Other factors that were important included:

- **Satisfaction with the maintenance of landscaping along streets**
- **Satisfaction with the adequacy of street lighting along streets**

Summary/Conclusions

- **<u>OVERALL</u> - Overall satisfaction with city services is very high:**
  - **Value for city taxes rated 23% above national average (68% vs. 45%)**
  - **Overall quality of city services rated 20% above national average (81% vs. 61%)**
  - **City rated 16% above national average as a place to raise children (87% vs. 71%)**
  - **Safety in city parks rated 26% above national average (73% vs. 47%)**
  - **City communication rated 23% above national average (74% vs. 51%)**
  - **Maintenance of Parks rated 15% above national average (87% vs. 72%)**
  - **Customer Service rated 14% above national average (83% vs. 69%)**
  - **Adequacy of street lighting rated 14% above national average (76% vs. 62%)**
  - **Sewer services rated 13% above national average (81% vs. 68%)**
  - **Water services rated 12% above national average (74% vs. 62%)**

Summary/Conclusions

- **<u>OPPORTUNITIES FOR IMPROVEMENT</u> - Comparatively, traffic flow is the only area where the City ranks significantly lower than the national average**

- **City leaders should use the results of the I-S analysis and regression analysis to help set priorities for the future**

- **This survey provides a baseline for assessing future performance**

Questions ??