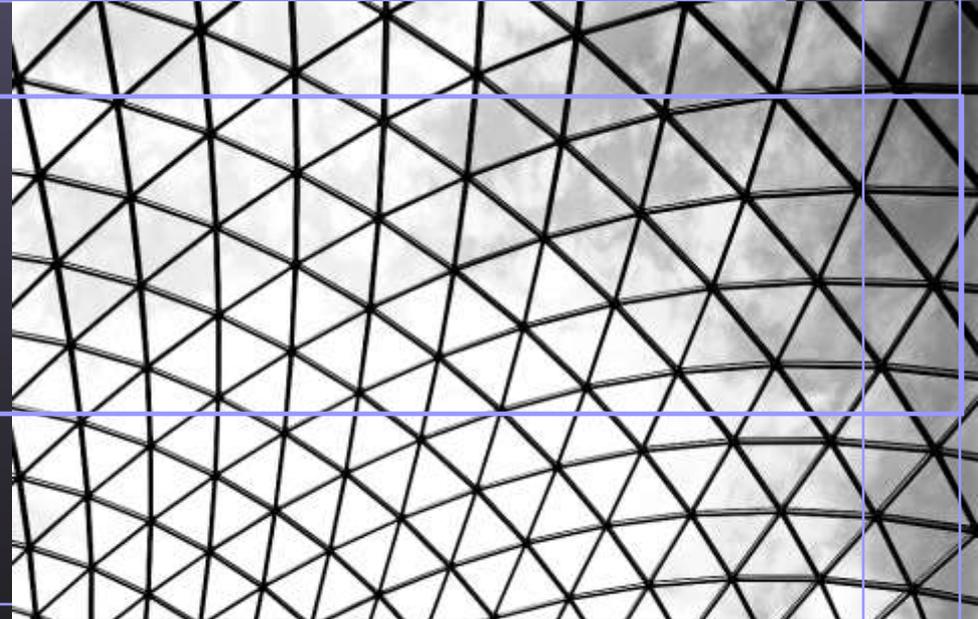




The National Citizen Survey™

Peoria, AZ

Summary of Findings
February 16, 2010

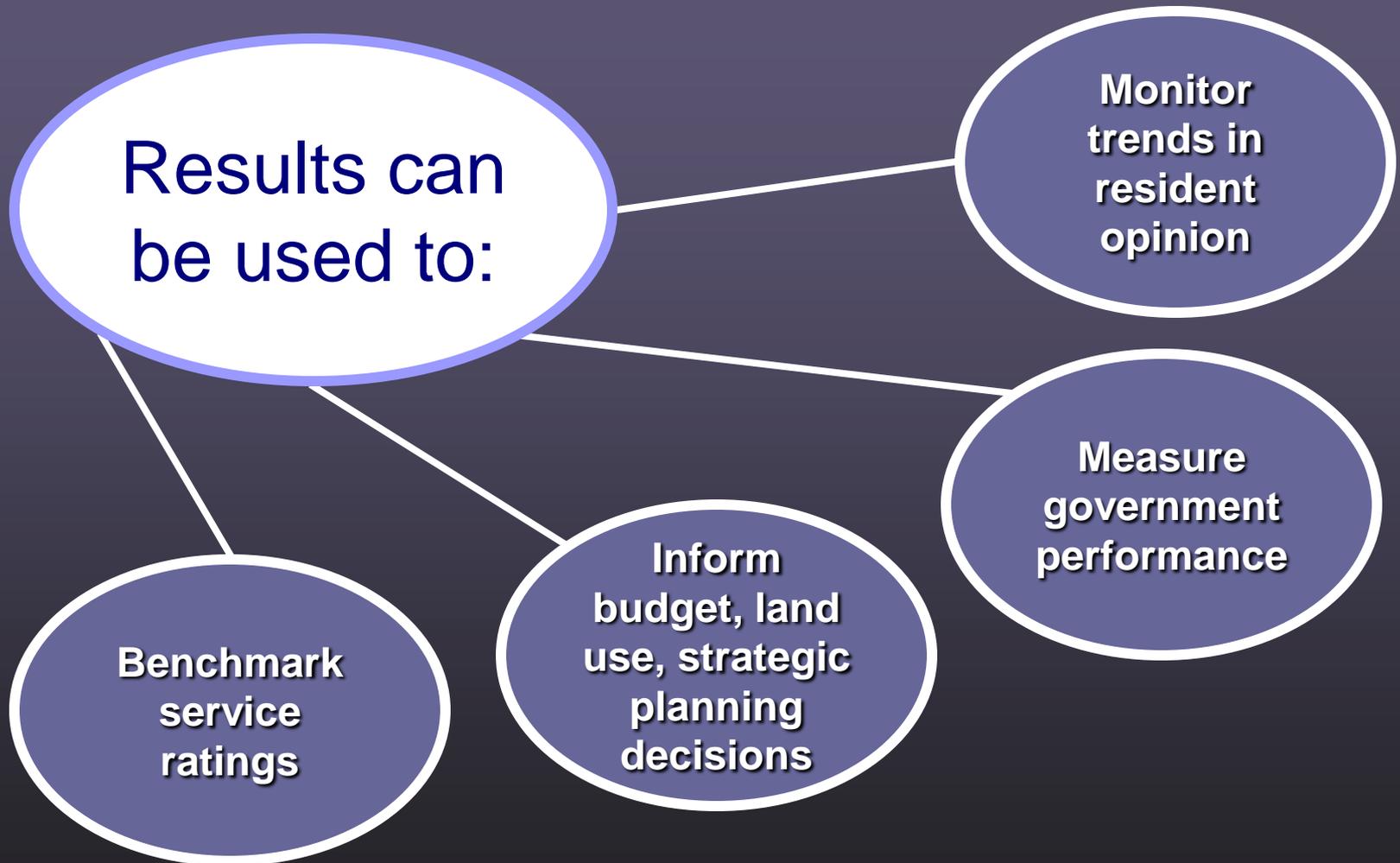


The National Citizen Survey™ (The NCS) Background

- ▶ ICMA/NRC initiative
 - ▲ Turnkey omnibus citizen survey service
 - ▲ Benchmark comparisons
 - ▲ Over 200 participants in The NCS in over 40 states
 - ▲ Over 500 jurisdictions in full database



Uses of Survey Results

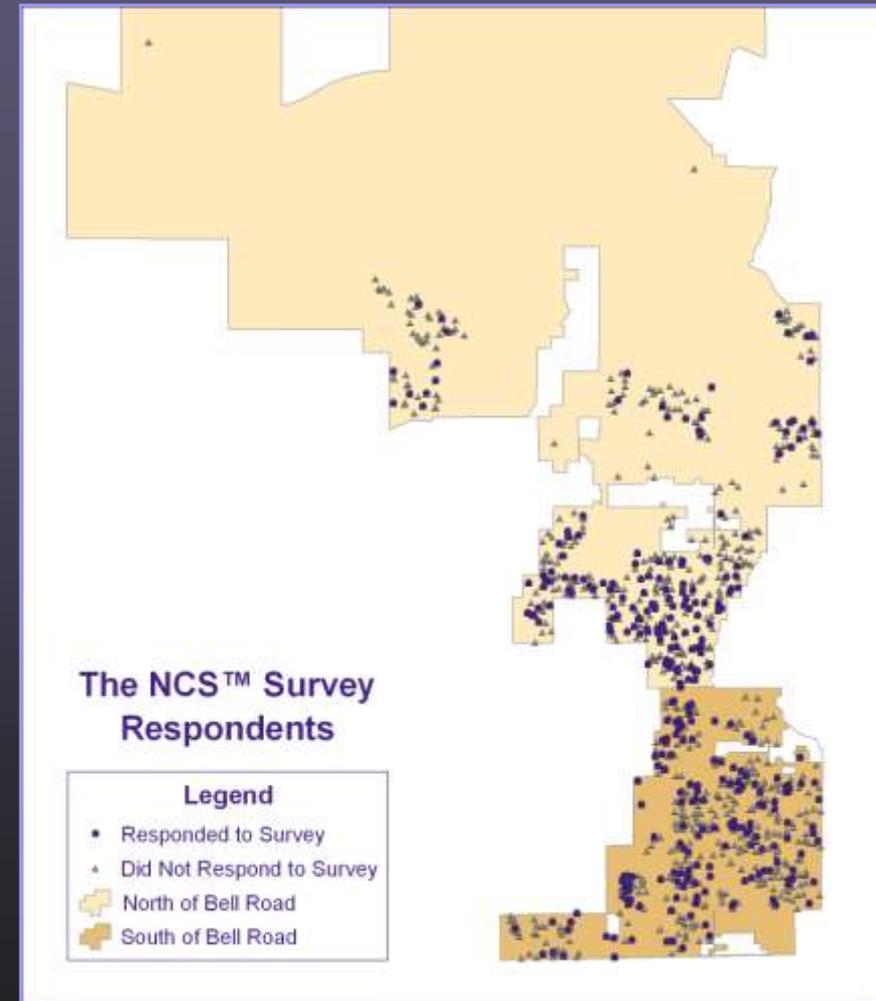


Study Background and Methods

2010 Survey:

- ▶ Multi-contact mailed survey
- ▶ Representative sample of 1,200 residents and households
 - ▲ 324 surveys returned
 - ▲ 29% response rate
- ▶ 5% margin of error
- ▶ Data statistically weighted to reflect population

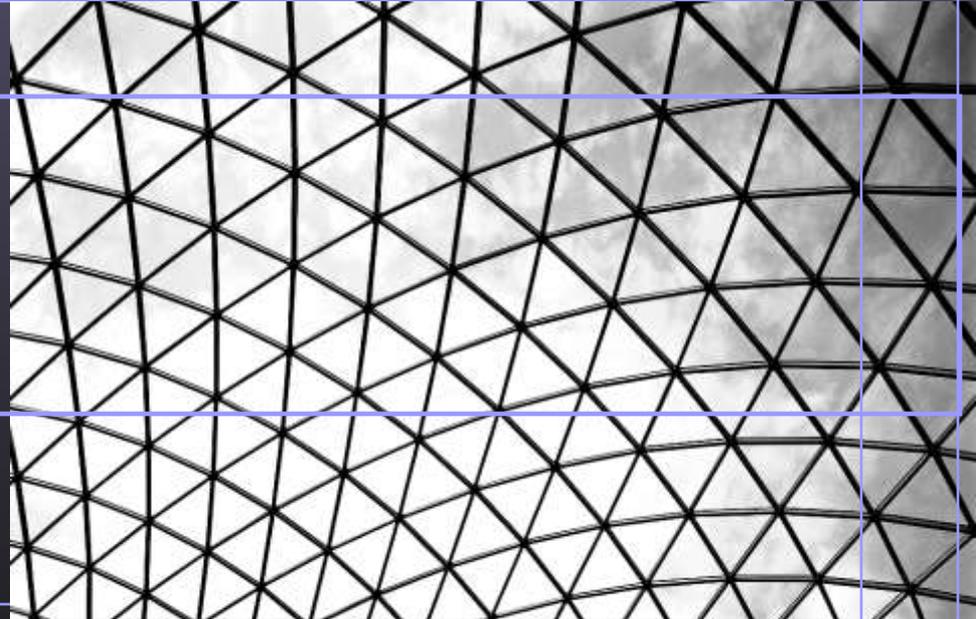
Map of Survey Responses





The National Citizen Survey™

Community Ratings



Overall Quality of Community

Peoria as a place to live		88%
Overall Quality of life in Peoria		83%
Neighborhood as a place to live		80%

Similar to the benchmark

Percent "excellent" or "good"

Would recommend living in Peoria to someone who asks

Similar **90%**

Remain in Peoria for the next five years

Above **87%**

= national benchmark comparison

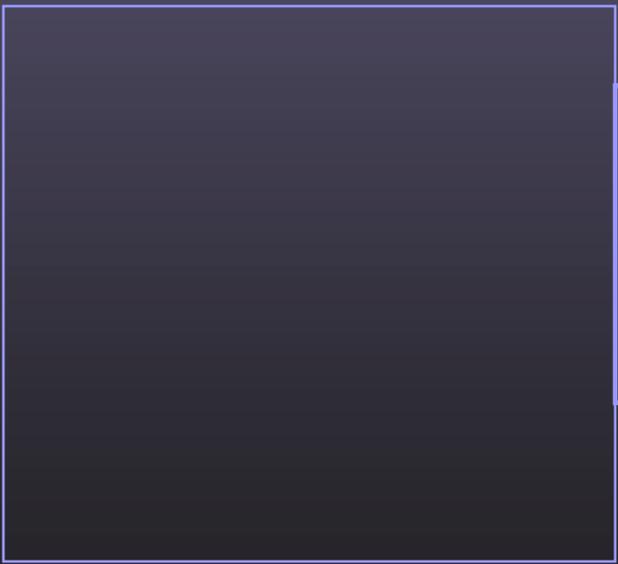
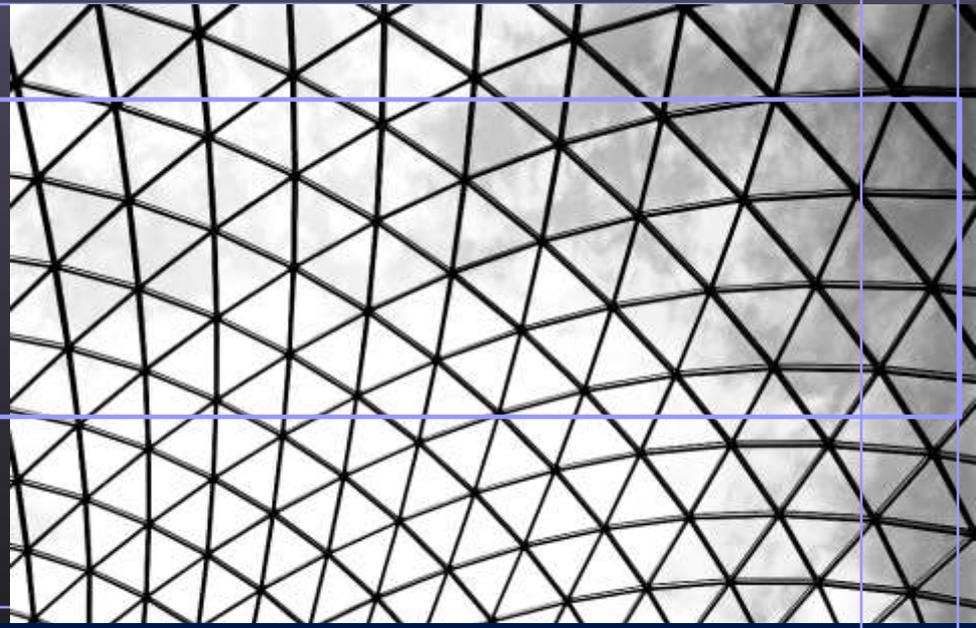
= No by year comparison

= Compared to 2007



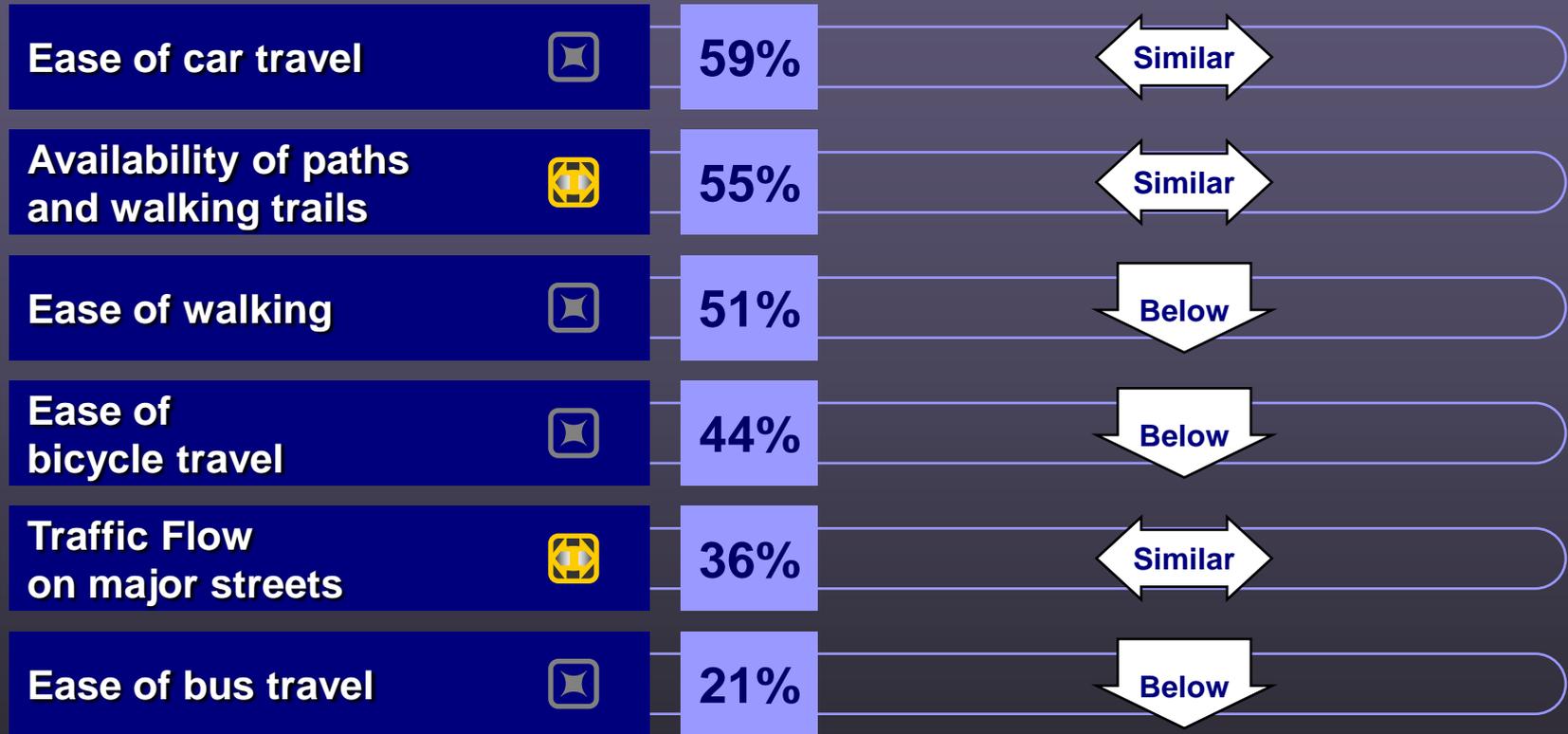
The National Citizen Survey™

Community Design



Transportation

National Benchmark



Percent "excellent" or "good"

☐ = No by year comparison

⊕ ⊖ ↗ = Compared to 2007

Transportation Services

Sidewalk maintenance  65%

Amount of public parking  53%

Above
the benchmark

Street cleaning  62%

Street lighting  61%

Traffic signal timing  52%

Street repair  46%

Similar to the
benchmark

Bus or transit services  33%

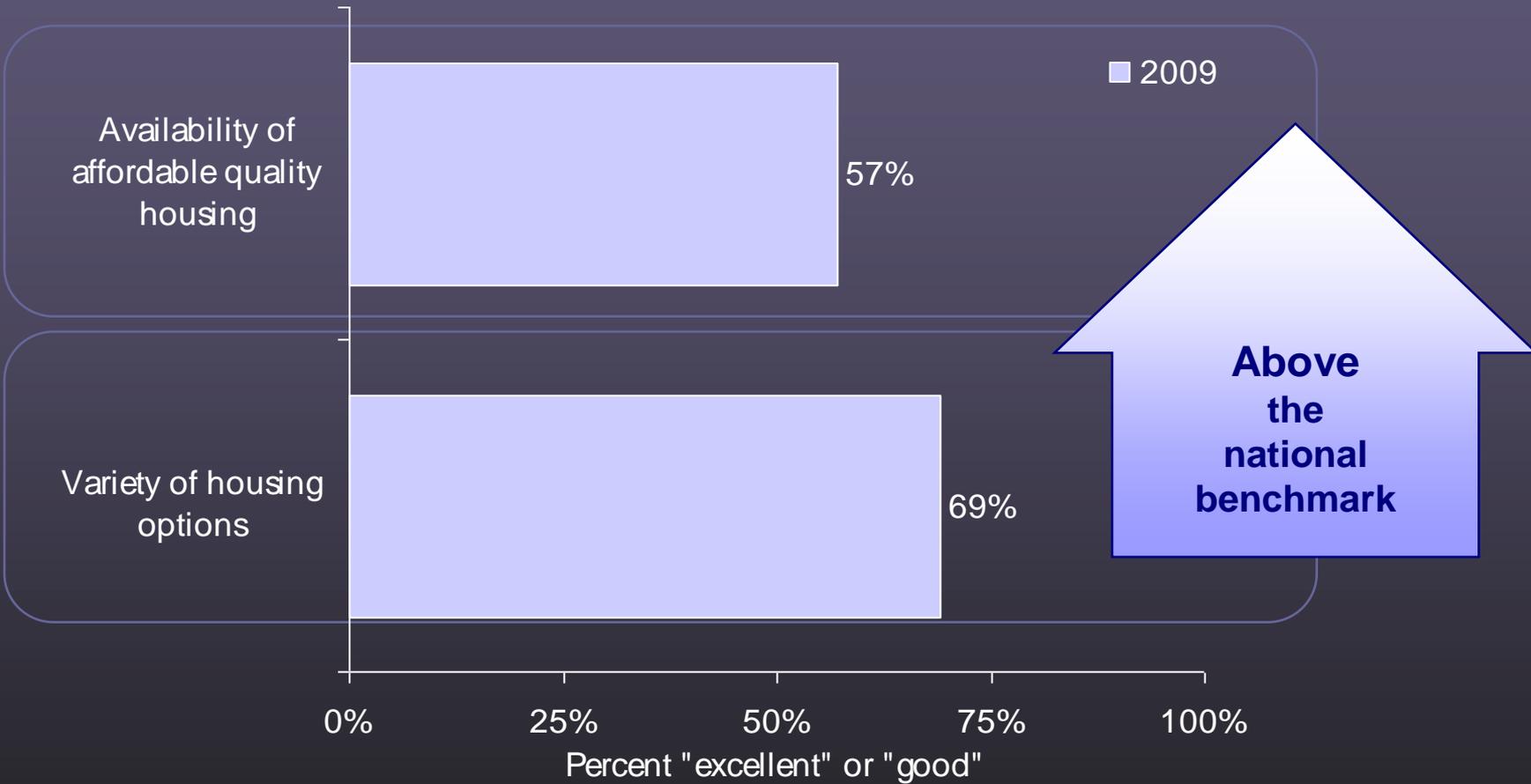
Below
the national
benchmark

Percent "excellent" or "good"

 = No by year comparison

   = Compared to 2007

Housing



☒ = No by year comparison

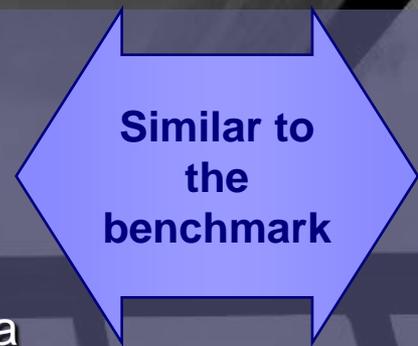
Land Use, Planning and Zoning



69%

Overall quality of new development in Peoria

65%



Overall appearance of Peoria

Percent "excellent" or "good"

 = No by year comparison

   = Compared to 2007

Economic Sustainability

National Benchmark

Overall quality of businesses and service establishments



68%

Above

Shopping opportunities



65%

Above

Peoria as a place to work



61%

Similar

Employment opportunities



26%

Similar

= No by year comparison

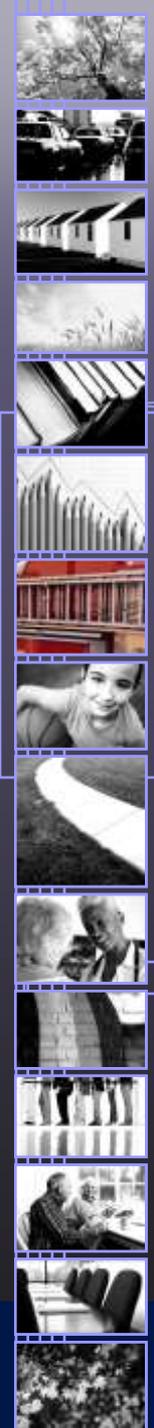
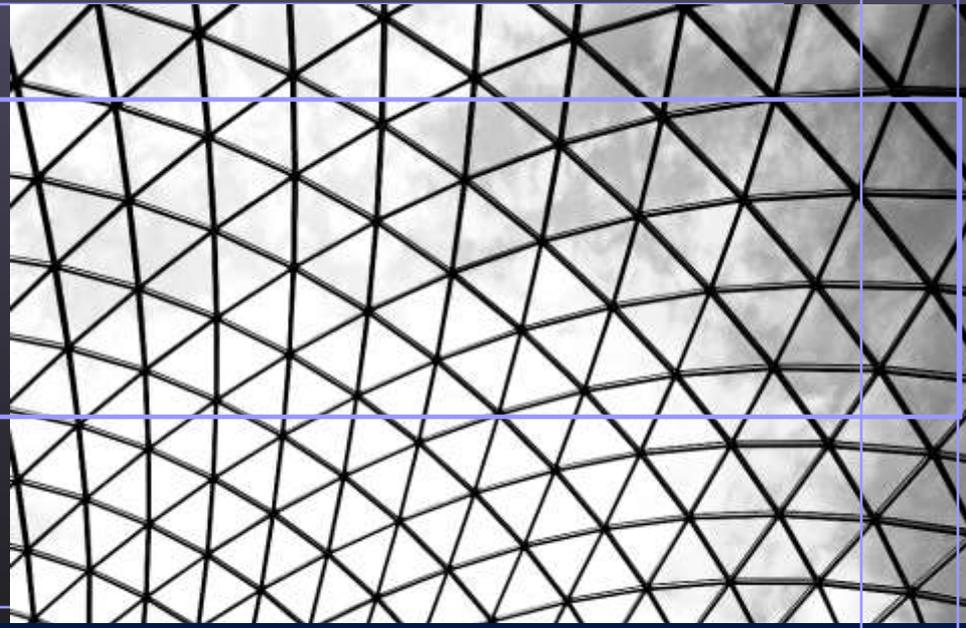
= Compared to 2007

Percent “excellent” or “good”

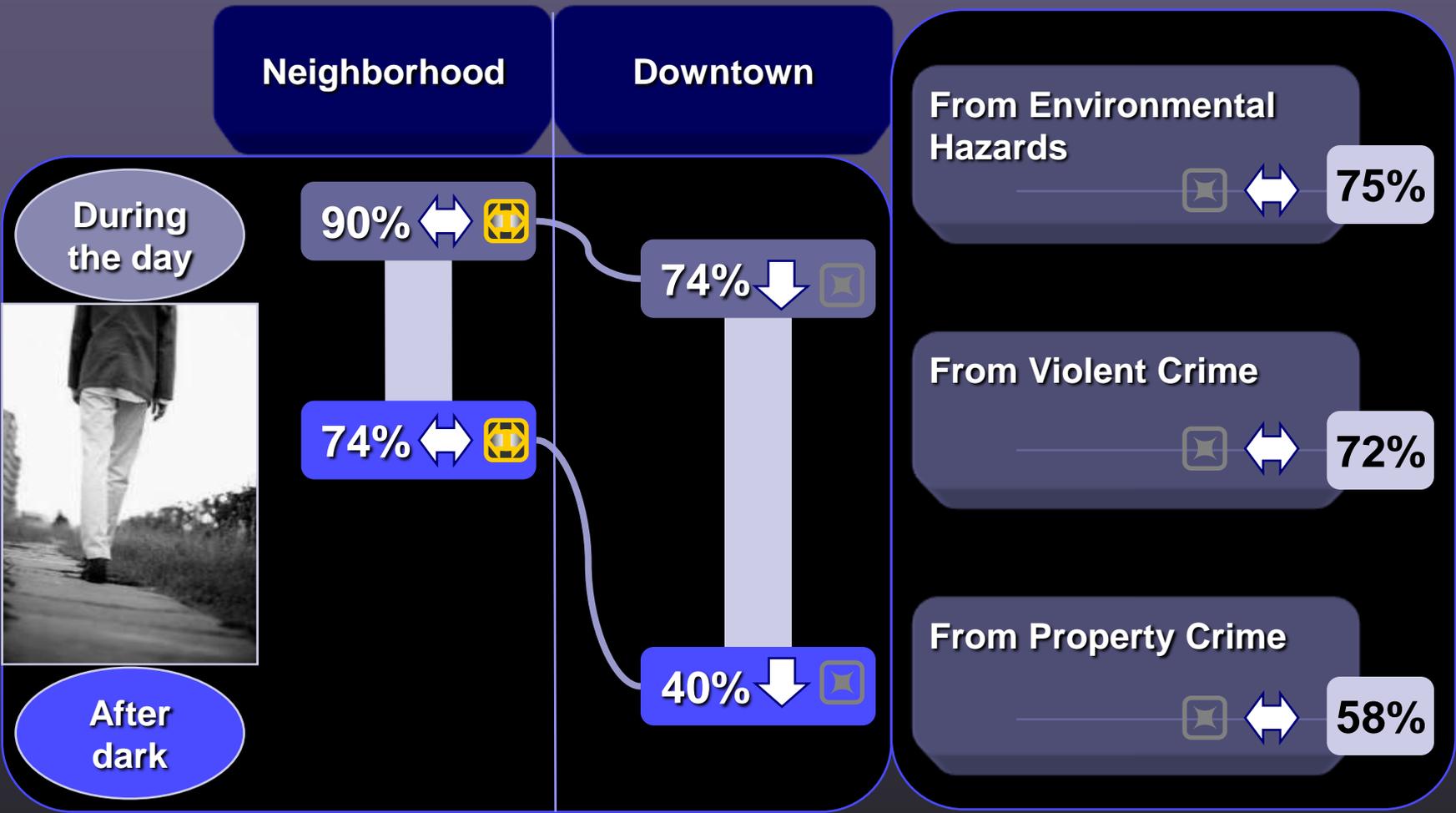


The National Citizen Survey™

Public Safety



Public Safety



↔ = national benchmark comparison

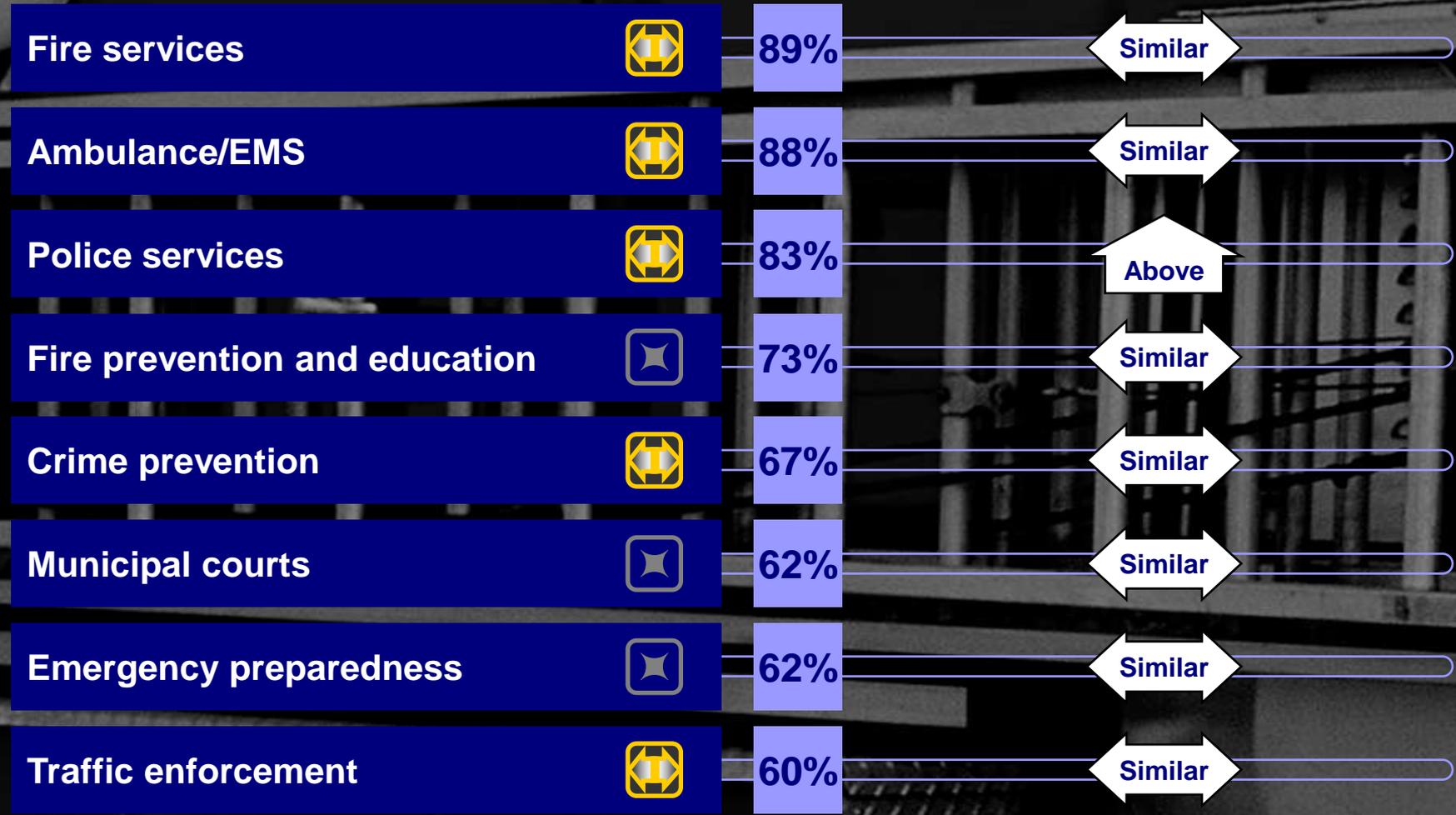
Felt "very" or "somewhat" safe

☒ = No by year comparison

↗ ↘ ↙ = Compared to 2007

Safety Services

National Benchmark





 = Compared to 2007
  = No by year comparison

Percent "excellent" or "good"

Environmental Sustainability

National Benchmark

Cleanliness of Peoria



65%

Similar

Quality of overall natural environment



57%

Below

Air quality



52%

Below

Preservation of natural areas such as open space, farmlands and greenbelts



47%

Below

= No by year comparison

93%

Recycled used paper, cans or bottles from home at least once in the prior 12 months

Above the national benchmark

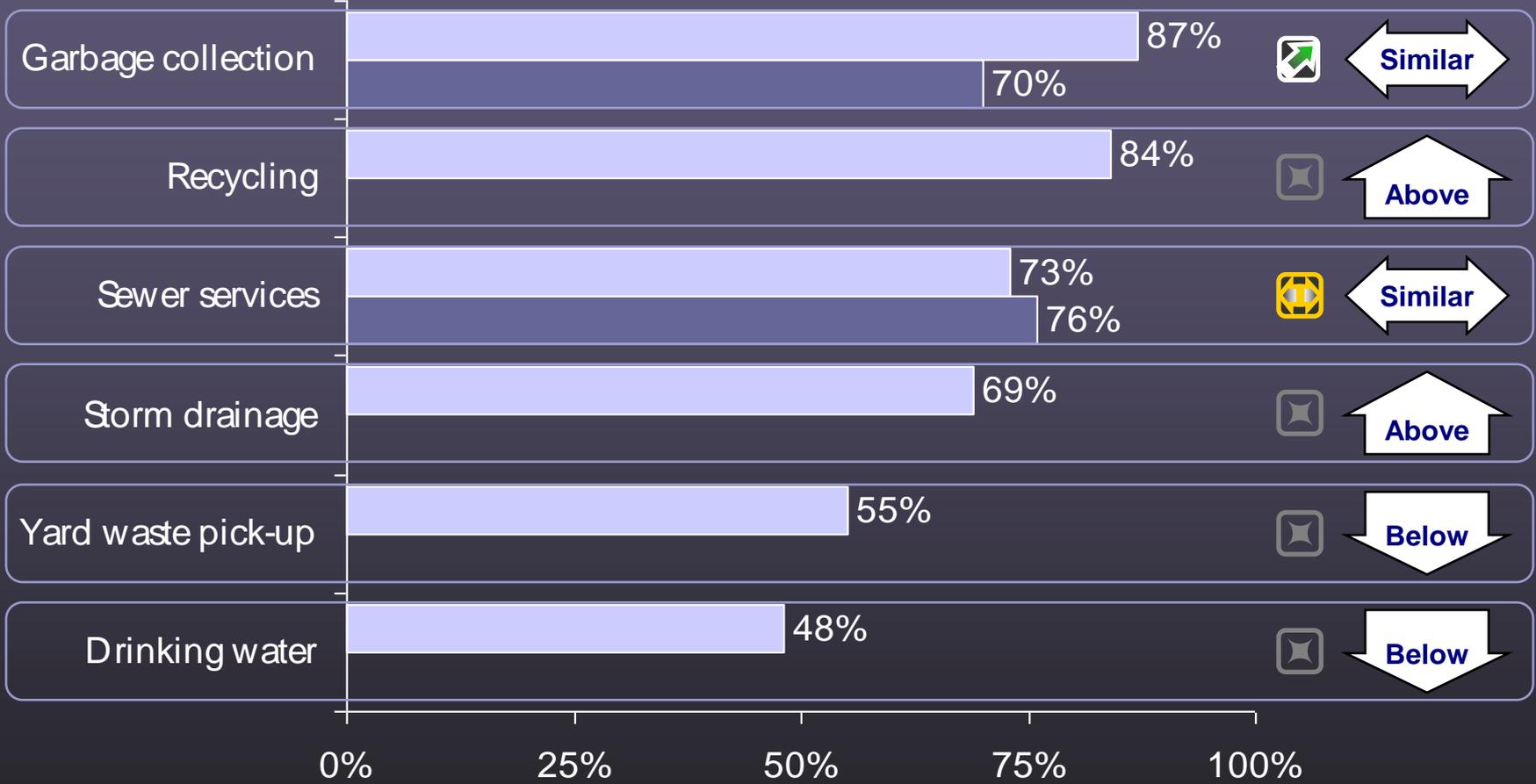
Percent "excellent" or "good"

= No by year comparison

Utilities

National Benchmark

■ 2009
□ 2007



0% 25% 50% 75% 100%

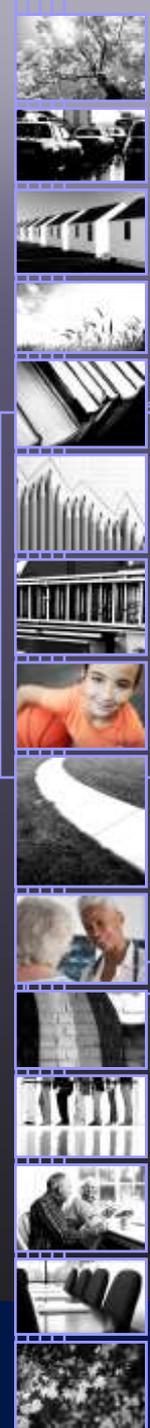
Percent "excellent" or "good"

☐ = No by year comparison
 🟡🟢🔴 = Compared to 2007



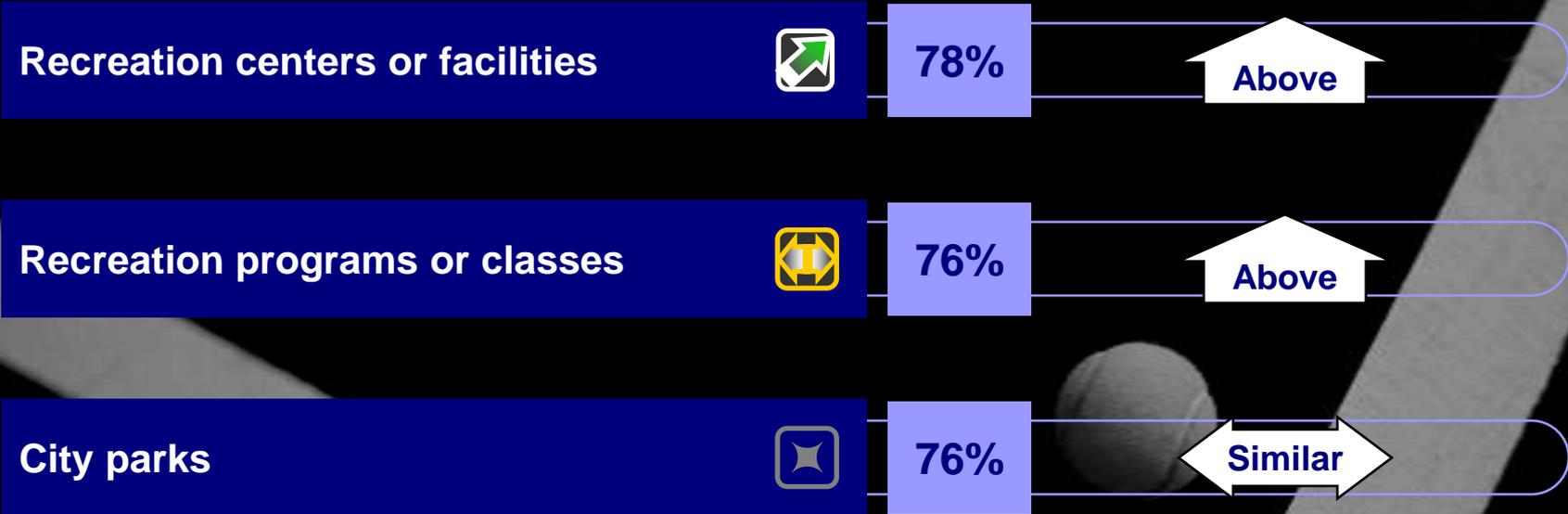
The National Citizen Survey™

Recreation and Wellness



Parks and Recreation

National Benchmark



71% 
Recreation opportunities

Above the national benchmark

   = Compared to 2007

 = No by year comparison

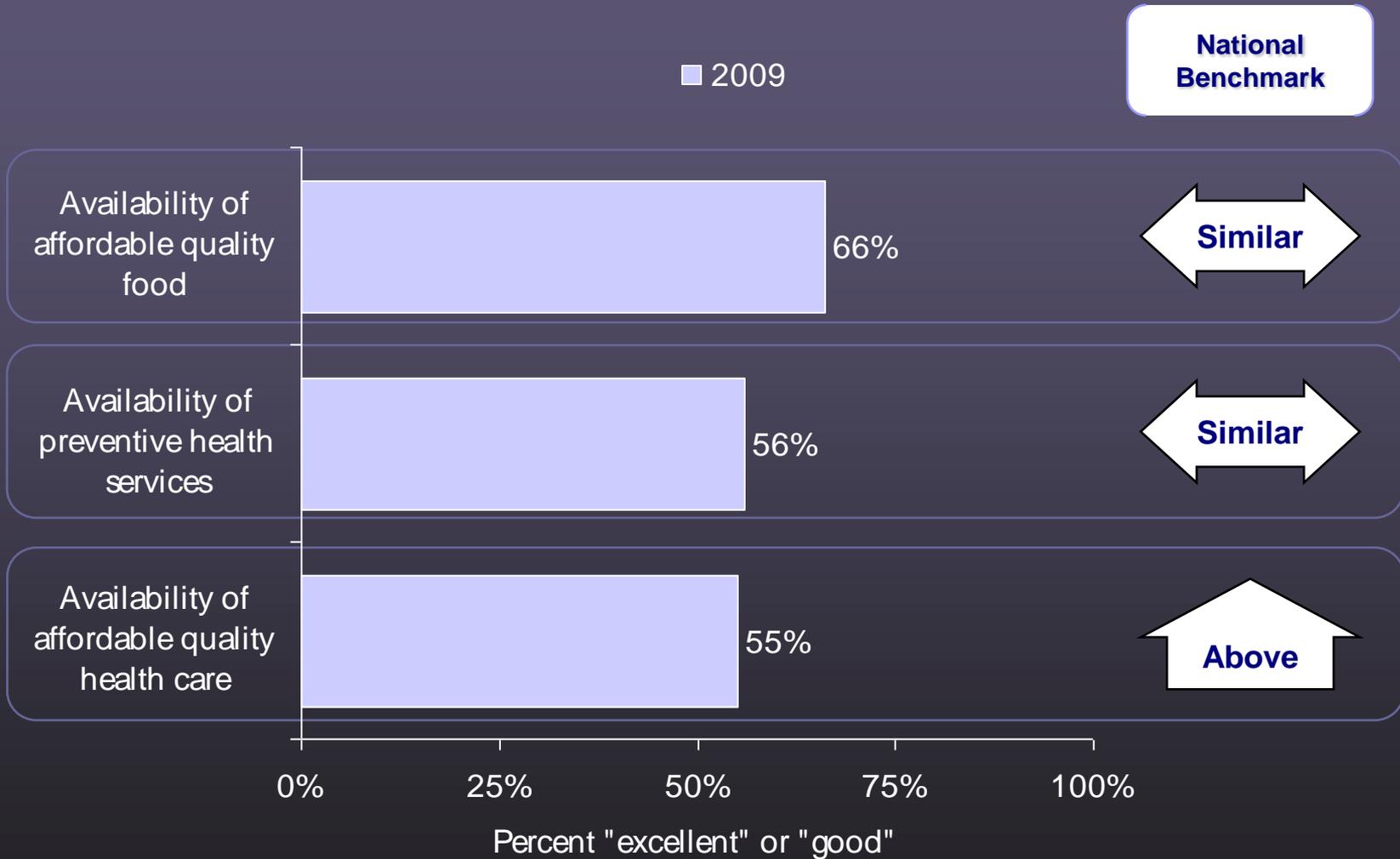
Percent "excellent" or "good"

Culture, Arts and Education



 = No by year comparison

Health and Wellness



☒ = No by year comparison



The National Citizen Survey™

Community and Civic Engagement



Community Inclusiveness

National Benchmark

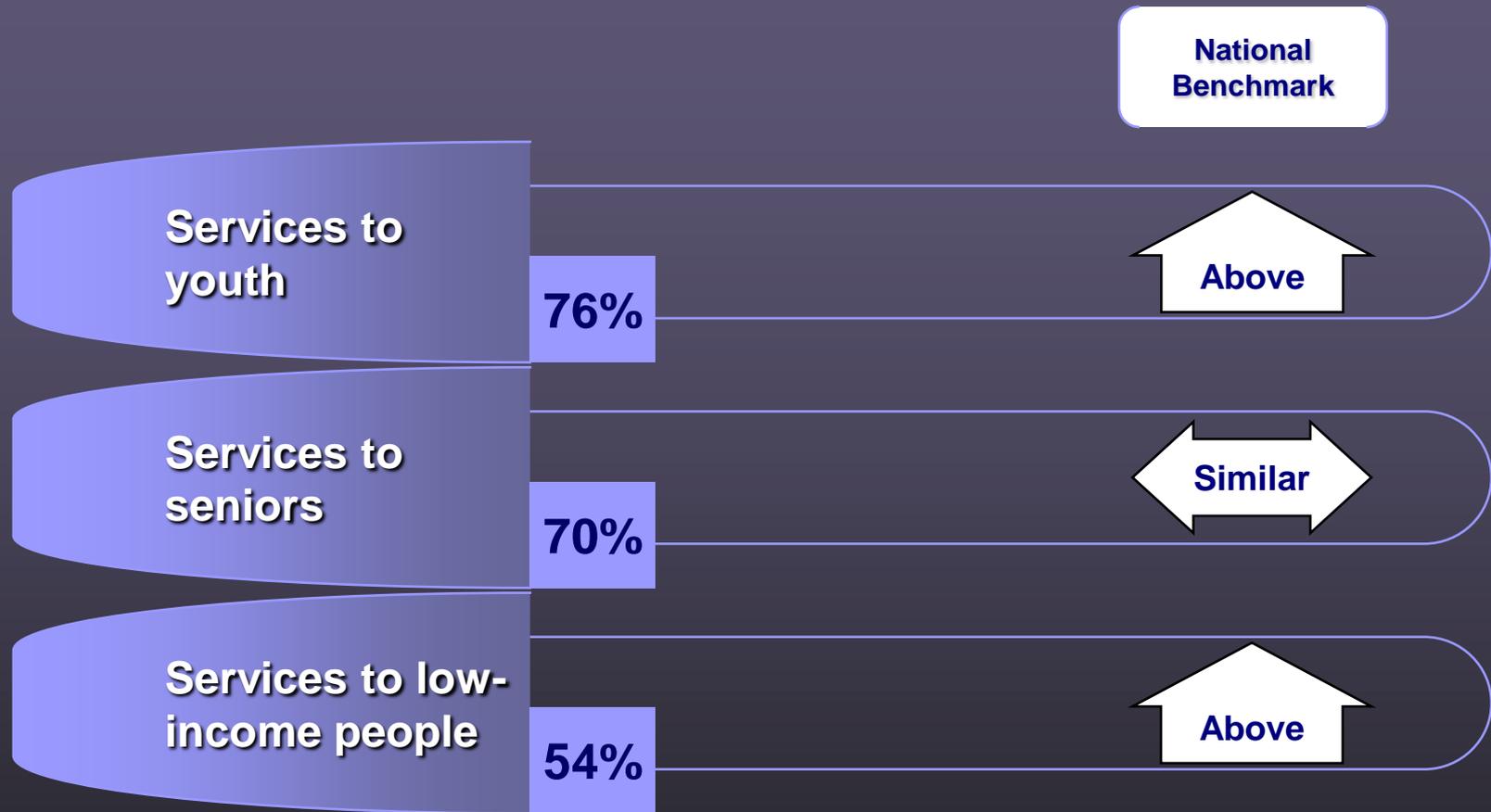
Peoria as a place to raise children		79%	Similar
Openness and acceptance of the community toward people of diverse backgrounds		68%	Above
Peoria as a place to retire		66%	Above
Sense of community		54%	Below
Availability of affordable quality child care		42%	Similar

Percent "excellent" or "good"

= No by year comparison

= Compared to 2007

Services to Population Subgroups



Percent "excellent" or "good"

 = No by year comparison

Civic Activity

64%

Below the benchmark

respondents felt that opportunities to volunteer were “excellent” or “good”

Similar to the benchmark

59%

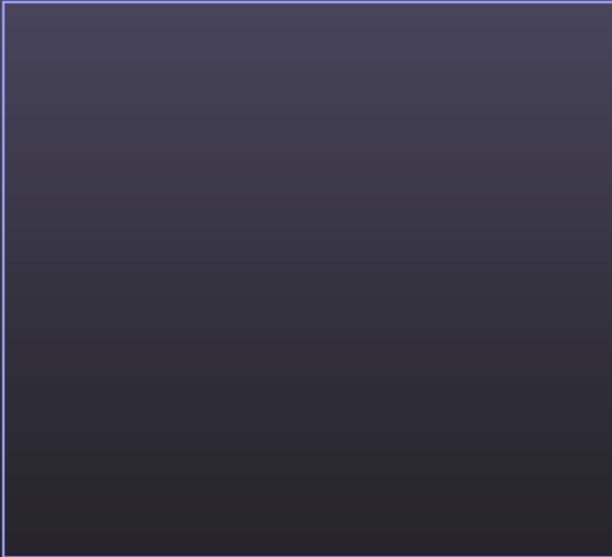
of respondents felt opportunities to participate in community matters were “excellent” or “good”

 = No by year comparison



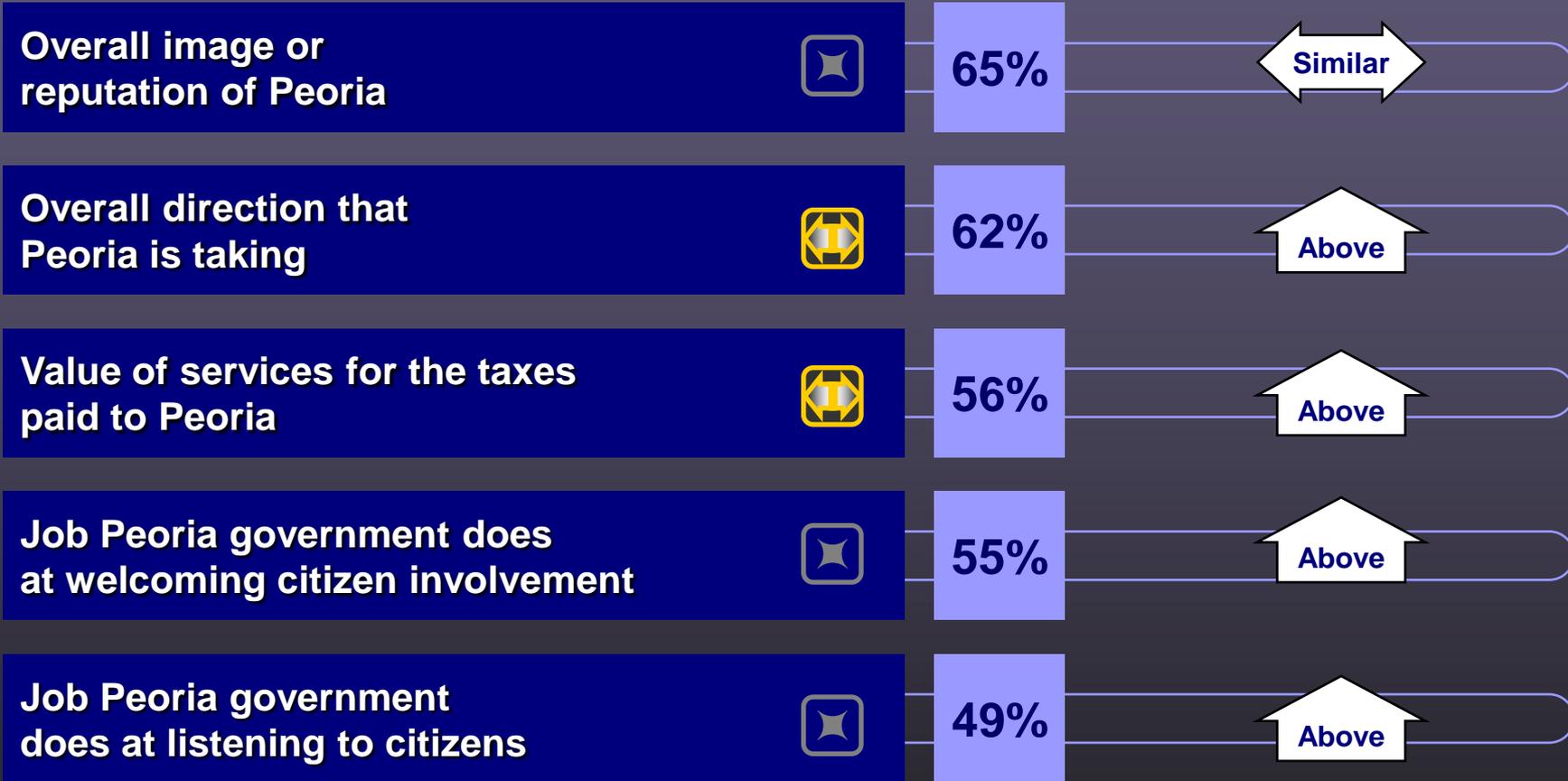
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City of Peoria Government



Public Trust

National Benchmark



Percent "excellent" or "good"

 = No by year comparison

   = Compared to 2007

City of Peoria Employees



National Benchmark

Courtesy		84%	Above
Responsiveness		83%	Above
Knowledge		82%	Similar
Overall impression		81%	Above

   = Compared to 2007

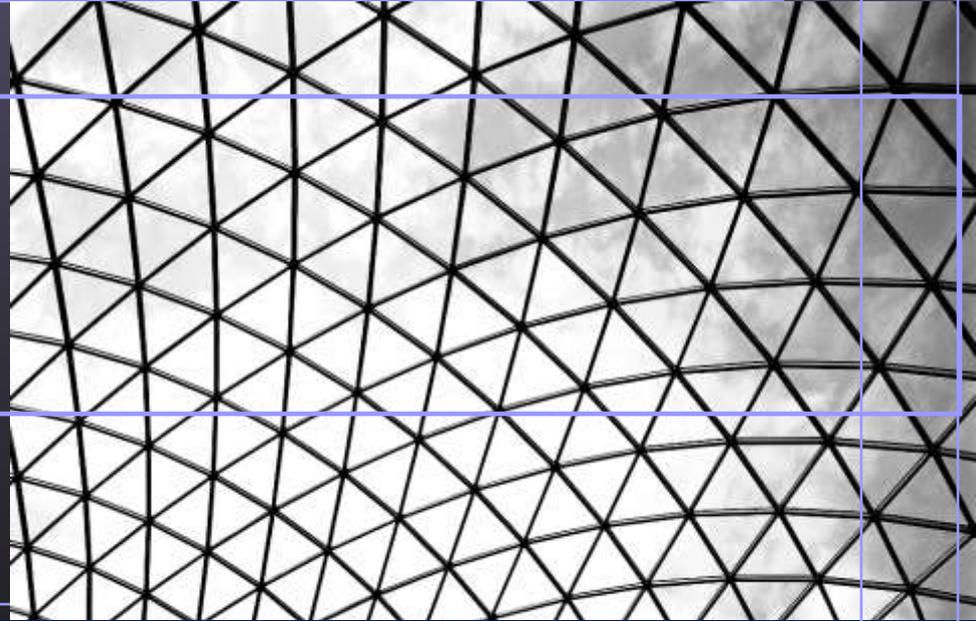
 = No by year comparison

Percent "excellent" or "good"



The National Citizen Survey™

From Data to Action



Resident priorities

Trendline data

National
Benchmark
Comparisons

“Key Drivers”



Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”

Peoria Action Chart™

Community Design

Planning and zoning	Animal control
Code enforcement	Street repair
Key Driver Economic development	Sidewalk Maintenance
Street lighting	Street cleaning
Traffic signal timing	

Public Safety

Fire services	Key Driver Police services
EMS	Traffic enforcement

Recreation and Wellness

City parks	Library
Public schools	Key Driver Rating Increase Recreation facilities
Recreation programs	

Environmental Sustainability

Rating Decrease Drinking water	Recycling
Garbage collection	Key Driver Sewer services
Rating Decrease Preservation of natural areas	Storm drainage

Civic Engagement

Public information

Legend

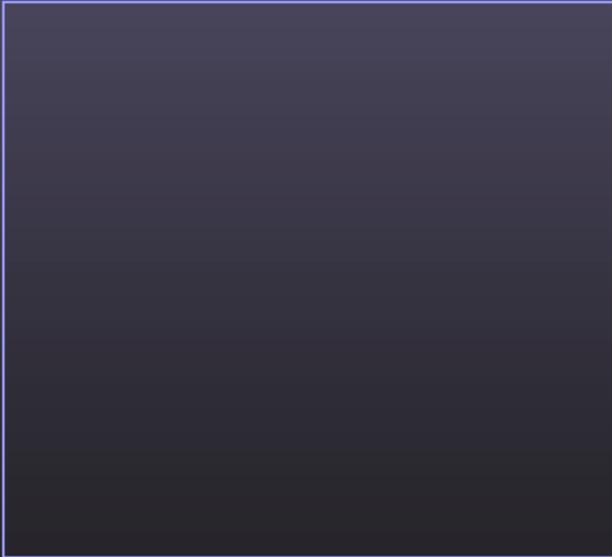
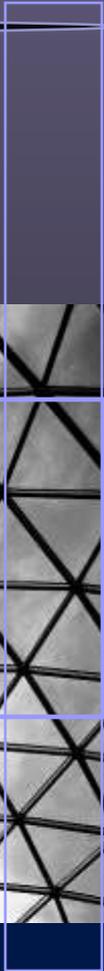
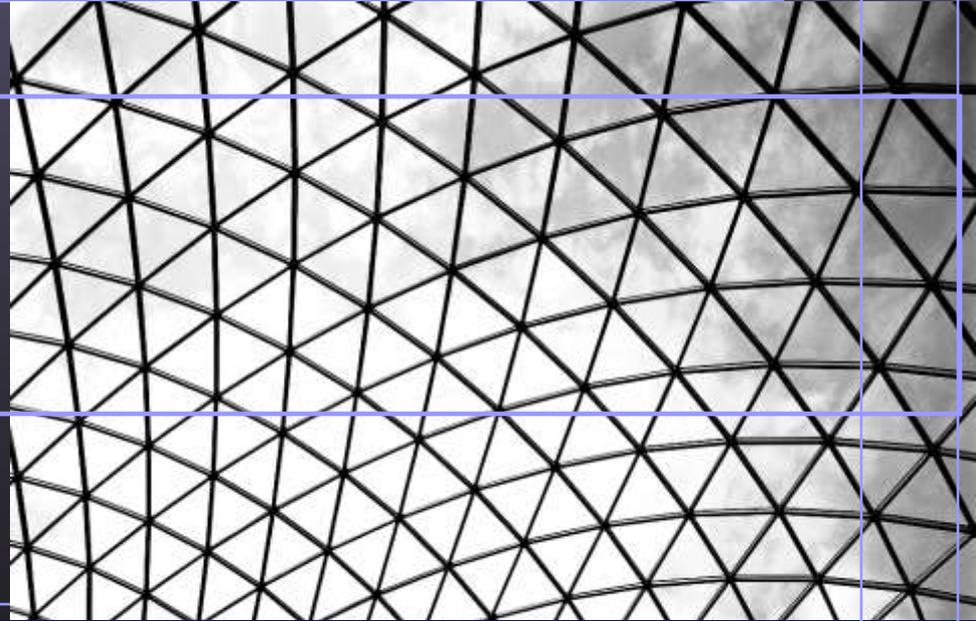
Above Benchmark	Similar to Benchmark	Below Benchmark
Key Driver	Rating Increase	Rating Decrease

Overall Quality of City of Peoria Services



The National Citizen Survey™

Custom Questions



Policy question

To save money, the City of Peoria is considering closing City Hall on Fridays, but extending the hours of service counters (for utility payments, building permits, etc.) from 7a.m. to 6 p.m. Monday through Thursday. Other city services, such as libraries, Rio Vista Recreation Center, fire and police would not be impacted by this change. To what extent would you support or oppose this change?

Percent of respondents

Strongly support	54%
Somewhat support	37%
Somewhat oppose	3%
Strongly oppose	5%
Total	100%

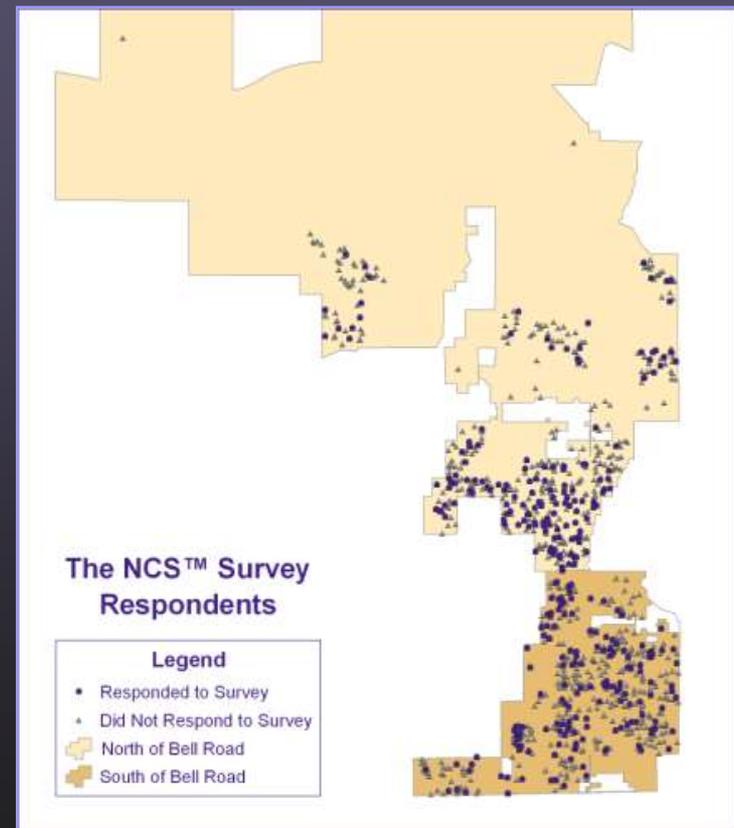
Subgroup Comparisons

Demographic comparisons

- ▶ Number of years in Peoria
- ▶ Rent or own home
- ▶ Age of respondent
- ▶ Registered to vote

Geographic comparisons

- ▶ North of Bell Road
- ▶ South of Bell Road



Conclusions

Highlights

Garbage collection

Public trust

Recreation centers
and facilities

City employees

Economic
development

Opportunities

Walking/biking

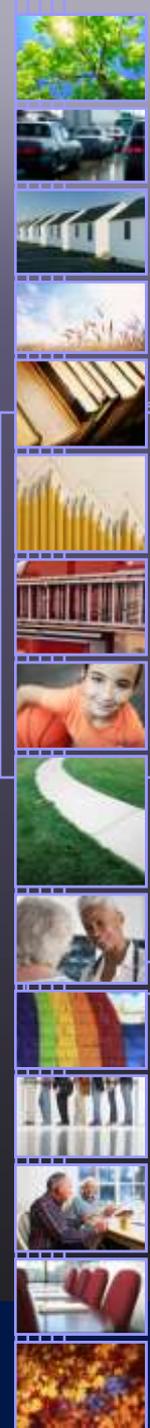
Cultural events
and education

Safety downtown



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Questions?





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Thank you!

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