

Memorandum



Community Relations Department

Date: February 15, 2008

To: Mayor and City Council

From: Shelley Hearn, Community Relations Manager, 480-350-8906
Cecilia Robles, Deputy Financial Services Manager, 480-350-8881

Through: Charlie Meyer, City Manager, 480-350-8884

Subject: Community Outreach Survey

In 2006, Council directed the Outreach Survey Committee to put out an RFP to find a vendor to prepare and conduct a survey to measure citizen satisfaction with city services, amenities and quality of life in Tempe. The contract was awarded to ETC Institute out of Kansas City and the committee worked with the vendor and all city departments to create a survey tool that would give an opportunity for residents to express their views.

The expected completion for the survey was September of 2007 but since we have never undertaken a survey of this depth, extra time was required to prepare questions that would provide not only satisfaction rates but at Council direction, specific information regarding the programs and services Tempe provides to its residents. The initial draft was submitted to the city in December 2007 and the final survey was complete in February 2008. Now that the actual survey instrument is complete, future surveys will be easier to administer. The expected time line will be to conduct the survey in September to assist Council in setting priorities and departments in preparing budgets.

The 2007 survey determined the overall citizen satisfaction rate in Tempe is 88 percent, 35 percent higher than the national average. The survey also addressed specific services and programs and will be a valuable tool to assist Council in making decisions regarding the 2008/09 budget. For your review, we have attached a copy of the completed survey. If you have any questions please call Shelley Hearn, 350-8906.