

The background of the cover is a photograph of a large, multi-arched concrete bridge spanning a wide river. In the foreground, a sandy beach is visible with several colorful flip-flops scattered on it. In the background, across the river, there are some buildings, including a prominent blue glass skyscraper, and a hillside under a clear blue sky.

City of Tempe 2007 Community Attitude Survey

Final Report

Submitted to

*The City of
Tempe,
Arizona*

by

ETC
Institute

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Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Data	14
Section 3: Importance-Satisfaction Analysis	24
Importance-Satisfaction Matrix Analysis	34
Section 4: Tabular Data	42
Section 5: Survey Instrument.....	55

2007 Community Attitude Survey Executive Summary Report

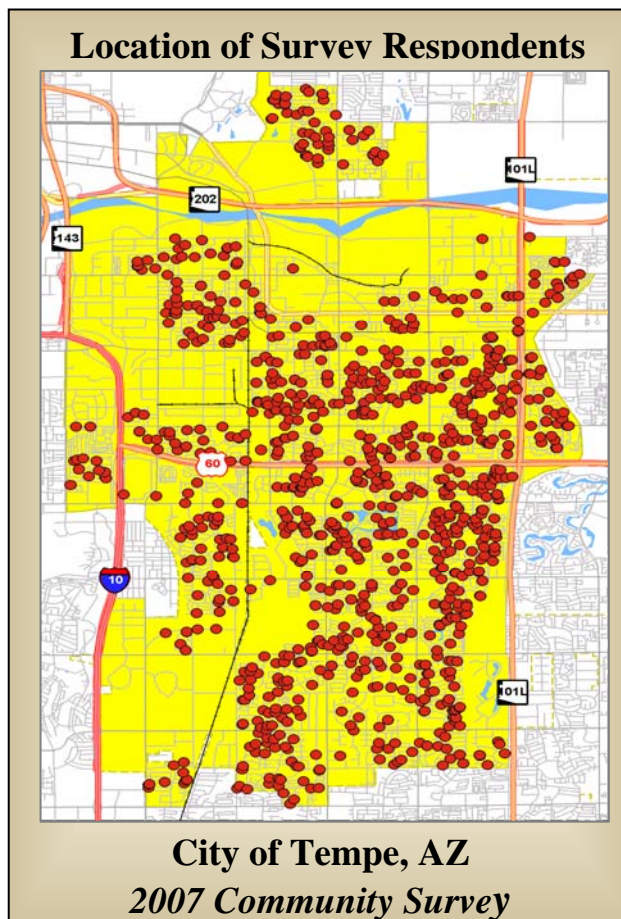
Overview and Methodology

The City of Tempe conducted a community attitude survey during the winter of 2007 to help determine priorities for the community as part of the City's on-going strategic planning process.

The survey was mailed to a random sample of 2,400 households in the City of Tempe. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 2,400 households that received a survey, 523 completed the survey by phone and 508 returned it by mail for a total of 1031 completed surveys.

The results for the random sample of 1031 households have a 95% level of confidence with a precision of at least +/- 3.4%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home. Maps showing the results of specific questions on the survey are provided in Appendix A.



This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey
- benchmarking data that shows how the survey results compare to other cities
- importance satisfaction analysis
- tabular data for all questions on the survey
- a copy of the survey instrument.

Interpretation of “Don’t Know” Responses. The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphical purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from similar-sized communities. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

Overall Assessment

The City of Tempe rated above average in all areas that were assessed on the survey. Overall satisfaction with city service rated 35% above the national average (88% in Tempe vs. 53% U.S.). Some of the specific areas where the city’s satisfaction ratings were significantly above the national average are listed below:

- Satisfaction with bulk item pick-up and removal services rated 22% above the national average (82% in Tempe vs. 60% U.S.)
- Satisfaction with the condition of major city streets rated 17% above the national average (74% in Tempe vs. 57% U.S.)
- Satisfaction with the condition of streets in neighborhoods rated 16% above the national average (76% in Tempe vs. 60% U.S.)
- Satisfaction with the availability of information about city programs and services rated 16% above the national average (67% in Tempe vs. 51% U.S.)
- Satisfaction with recycling services rated 15% above the national average (87% in Tempe vs. 72% U.S.)
- Satisfaction with City efforts to keep residents informed rated 15% above the national average (61% in Tempe vs. 46% U.S.)
- Satisfaction with city water services rated 15% above the national average (88% in Tempe vs. 73% U.S.); Tempe also received the highest rating for water services among all cities that have participated in ETC Institute’s DirectionFinder® Survey during the past three years.

- Satisfaction with the enforcement of local traffic laws rated 14% above the national average (66% in Tempe vs. 52% U.S.); Tempe also received the highest rating for the enforcement of traffic laws all cities that have participated in ETC Institute's DirectionFinder® Survey during the past three years.

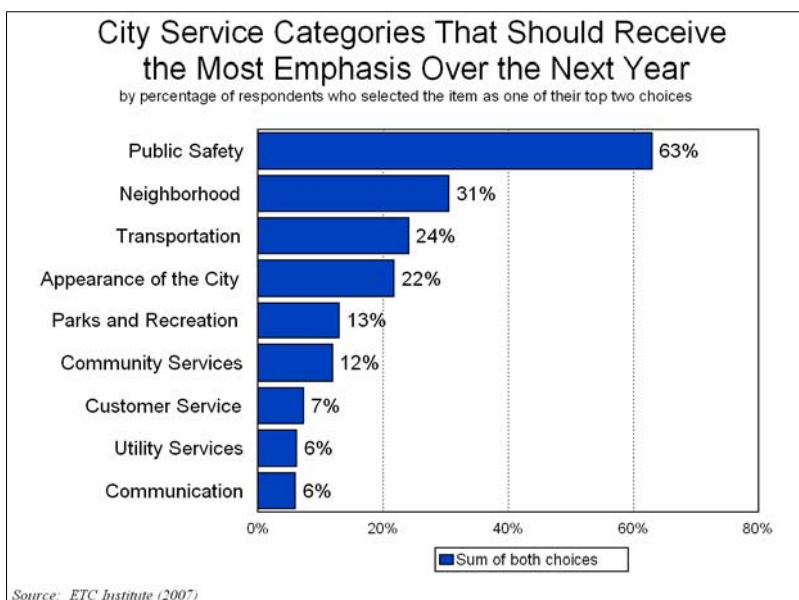
The high levels of satisfaction that were identified in the survey suggest that the City of Tempe has done a good job aligning community investment priorities with the needs of residents. Since there were no major deficiencies identified on the survey, the City of Tempe should use the results of the survey to help sustain high levels of performance over time.

Major Findings

- **Residents were generally satisfied with the quality of life and image of the City.** Most of the residents surveyed *who had an opinion* were satisfied with the overall quality of life in Tempe (83%) and the image of the City (82%). Residents were least satisfied with how well the City is planning growth (57%).
- **Residents were generally satisfied with life in the City of Tempe overall.** Most of the residents surveyed *who had an opinion* were satisfied with life in the City of Tempe, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion* were: as a place to live (93%), as a place to work (82%), and as a place to raise children (81%).
- **Public Safety.** The highest levels of satisfaction with Public Safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the quality of local fire services (89%), quality of local fire paramedic service (87%), and the quality of local ambulance service (80%).
- **Public Safety Services that residents thought were most important for the City to emphasize over the next year.** The two major areas that residents thought were most important for the City to emphasize over the next year were: (1) quality of local police services, and (2) the enforcement of local traffic laws.
- **Residents were generally satisfied with the Services in their Neighborhoods.** Seventy-seven percent (77%) of those surveyed, *who had an opinion*, indicated that they were satisfied with the quality of their neighborhood park; 76% were satisfied with the condition of streets in their neighborhood and 66% were satisfied with their feeling of safety in their neighborhood.

- **Neighborhood services that residents thought were most important for the City to emphasize over the next year.** The two major areas that residents thought were most important for the City to emphasize over the next year were: (1) the feeling of safety in their neighborhood, and (2) the maintenance of private property.
- **Parks and Recreation.** The highest levels of satisfaction with Parks and Recreation services in Tempe, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were with the quality of City parks (84%), the availability of City recreation centers (76%), and with the outdoor athletic fields (74%).
- **Parks and Recreation services that residents thought were most important for the City to emphasize over the next year.** The two major areas that residents thought were most important for the City to emphasize over the next year were: (1) the condition of City parks, and (2) the quality of City recreation programs.
- **Community Services.** Eighty-nine (89%) of respondents *who had an opinion* were satisfied with the quality of library services; 9% were neutral and only 2% were dissatisfied. Residents did, however, believe that the quality of library services was the most important community service for the City to emphasize over the next year.
- **City Communications.** The top three types of communication that residents use to get their information about the City of Tempe are: 1) Water bill newsletter (72%), 2) the local newspaper (68%) and 3) the television news (41%).
- **Types of City communications that residents thought were most important for the City to emphasize over the next year.** The three major types of communication that residents thought were most important for the City to emphasize over the next year were: (1) water bill newsletter, (2) the City website, and 3) the local newspaper.
- **Transportation Services.** The highest level of satisfaction with transportation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the condition and clarity of street signs (79%), the overall condition of the streets (74%) and the adequacy of City street lighting (66%).
- **Transportation services that residents thought were most important for the City to emphasize over the next year.** The two major areas that residents thought were most important for the City to emphasize over the next year were: (1) the overall condition of City streets, and (2) the quality of walking and biking paths.
- **Appearance of the City.** Seventy-percent (70%) of residents *who had an opinion* were satisfied with the cleanliness of City streets and sidewalks; 23% were neutral and 8% were dissatisfied. (*Does not equal 100% due to rounding*).

- **Utility Services.** The highest levels of satisfaction with Utility Services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion* were: residential trash collection services (92%), water services (88%) and recycling services (87%).
- **Utility services that residents thought were most important for the City to emphasize over the next year.** The two major areas that residents thought were most important for the City to emphasize over the next year were: (1) recycling services, and (2) bulky item pick up and removal services.
- **Top Priorities for the City.** Overall, residents felt that public safety should be the City’s top priority over the next year. The chart below shows the percentage of respondents who selected various city service categories as one of their top two priorities for the coming year.



Other Findings

- 76% of residents surveyed have visited a park in the City of Tempe in the past 12 months.
- 67% of residents surveyed *who had an opinion* were satisfied with the information available on City programs and services; 27% were neutral and 6% were dissatisfied.
- 85% of those surveyed reported that they had been to Downtown Tempe in the past year; 14% had not and 1% didn’t remember.
- 52% of those surveyed reported that they had contacted the City of Tempe during the past 12 months.

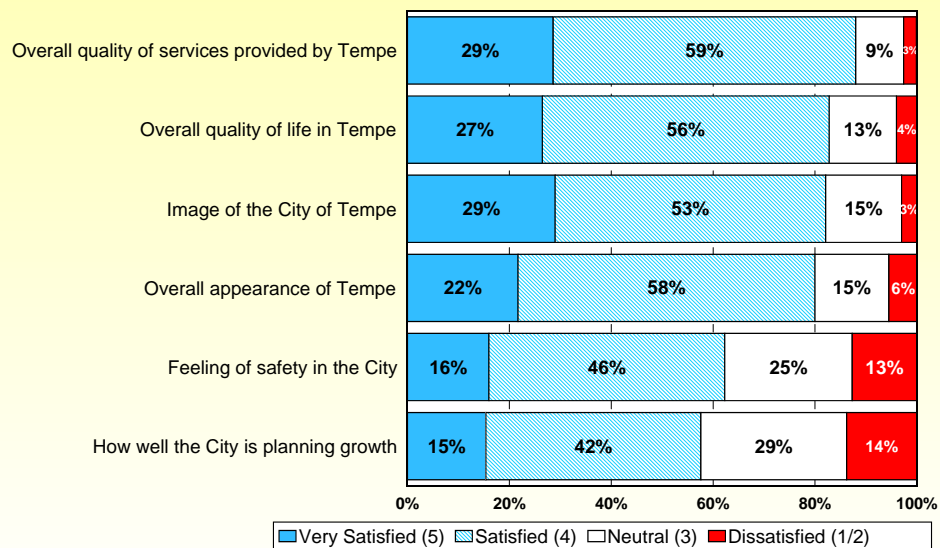
Section 1:
Charts and Graphs

City of Tempe 2007 Community Attitude Survey Results



Perceptions of the City

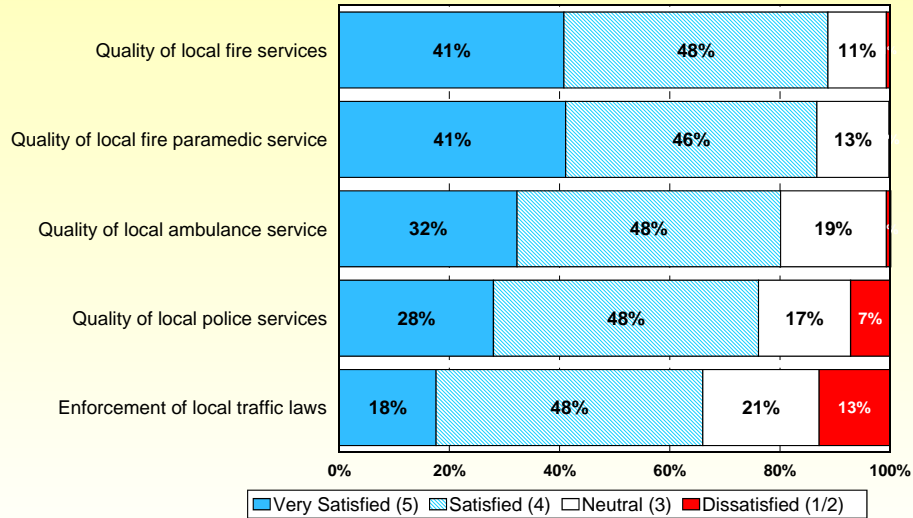
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2007)

Level of Satisfaction with Various Aspects of Public Safety

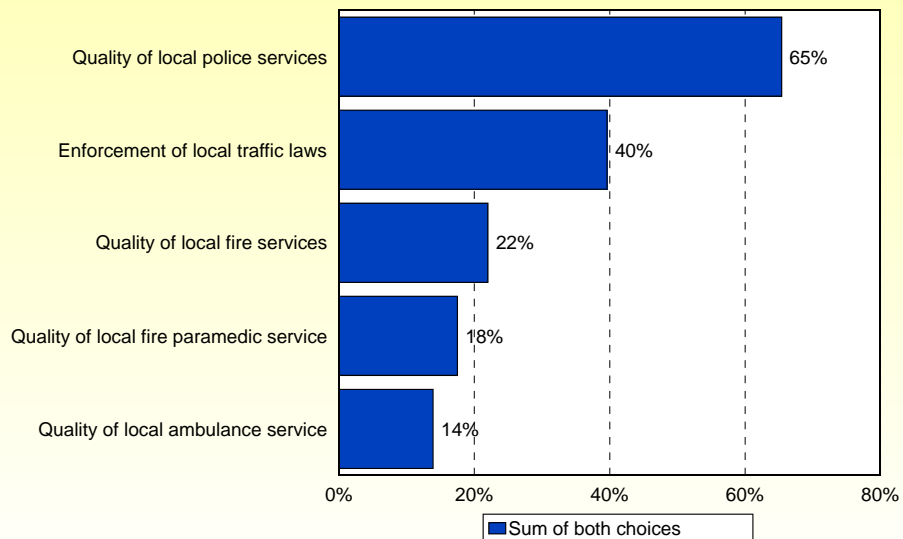
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



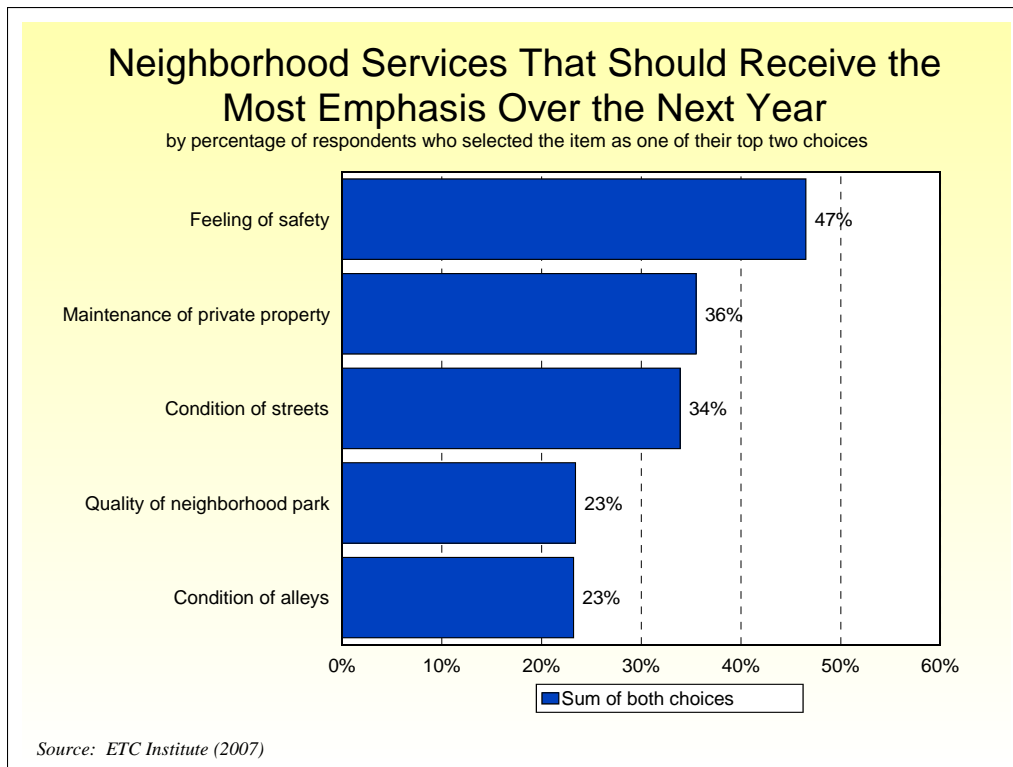
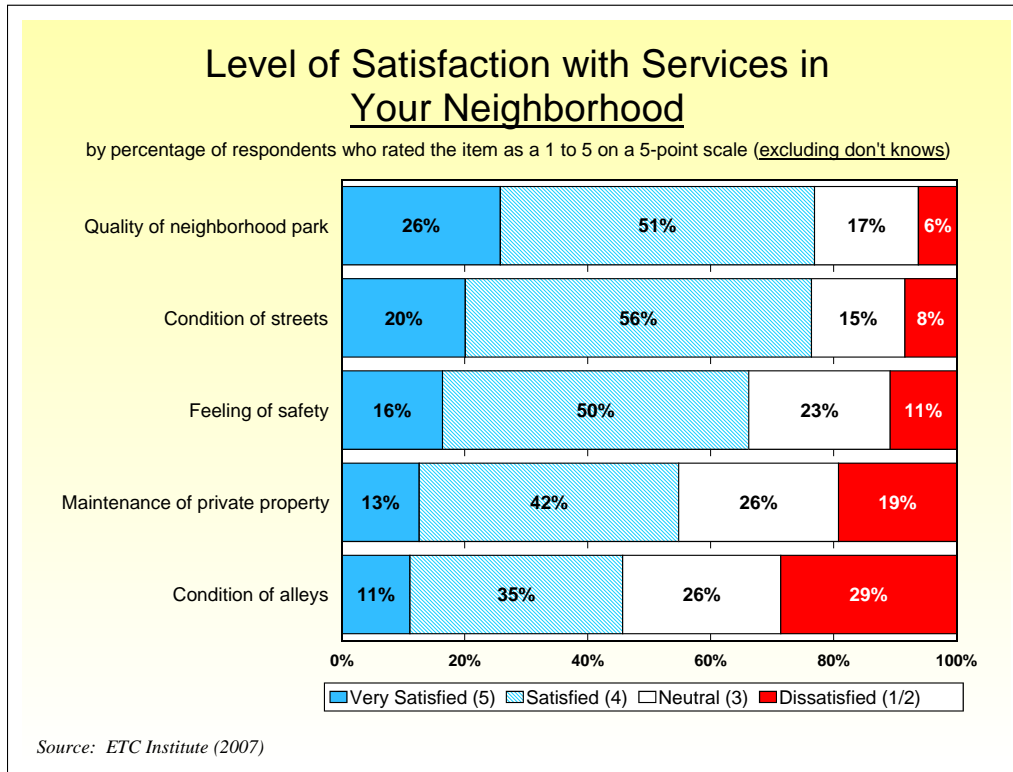
Source: ETC Institute (2007)

Public Safety Services That Should Receive the Most Emphasis Over the Next Year

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

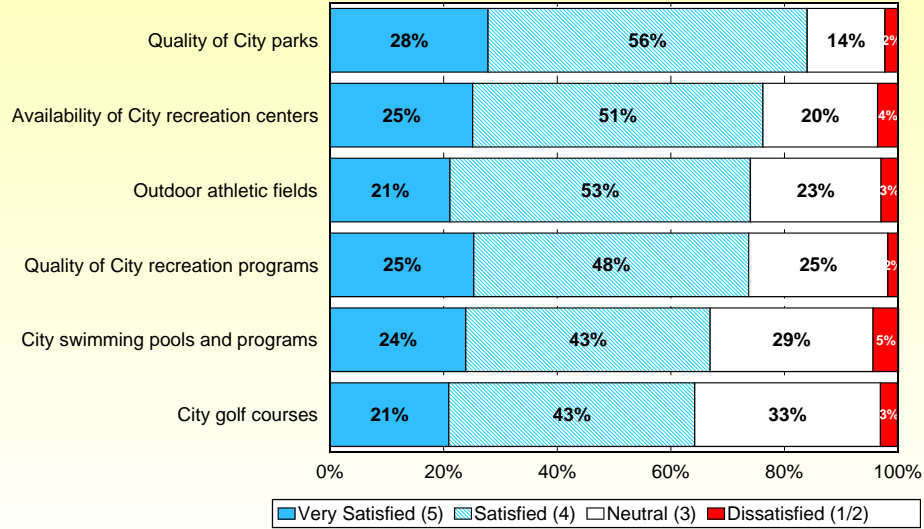


Source: ETC Institute (2007)



Level of Satisfaction with Various Aspects of Parks and Recreation

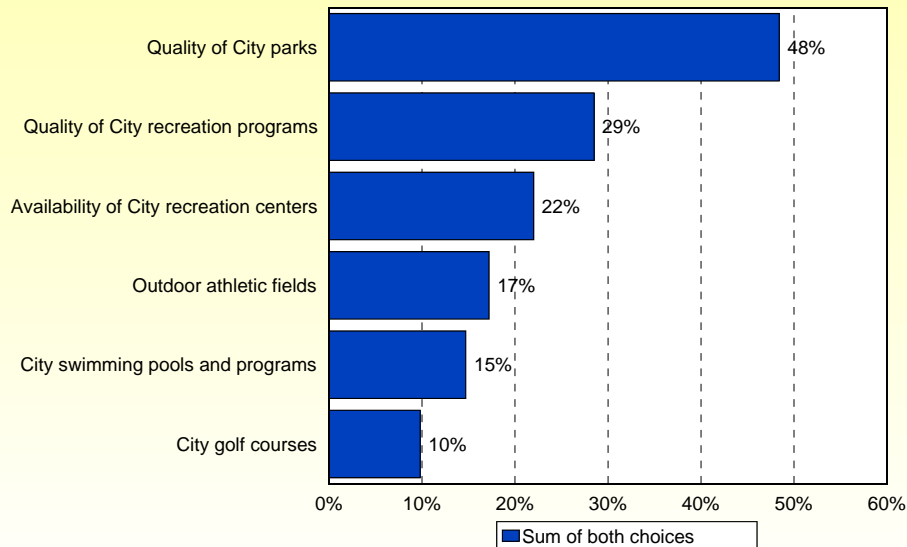
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



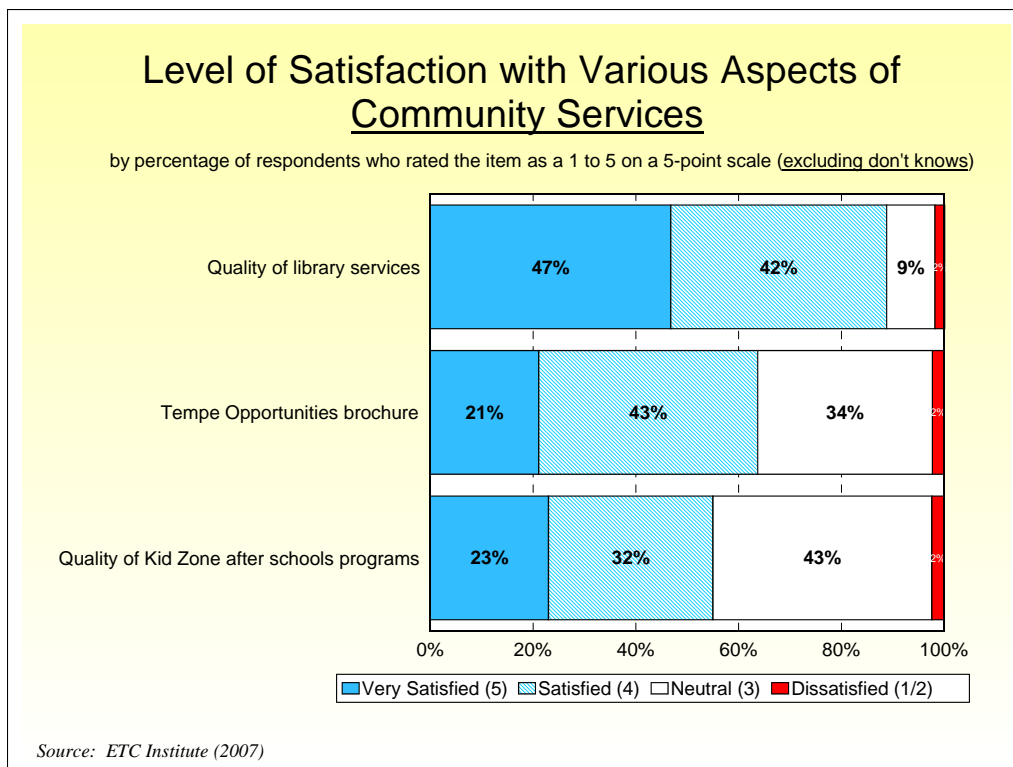
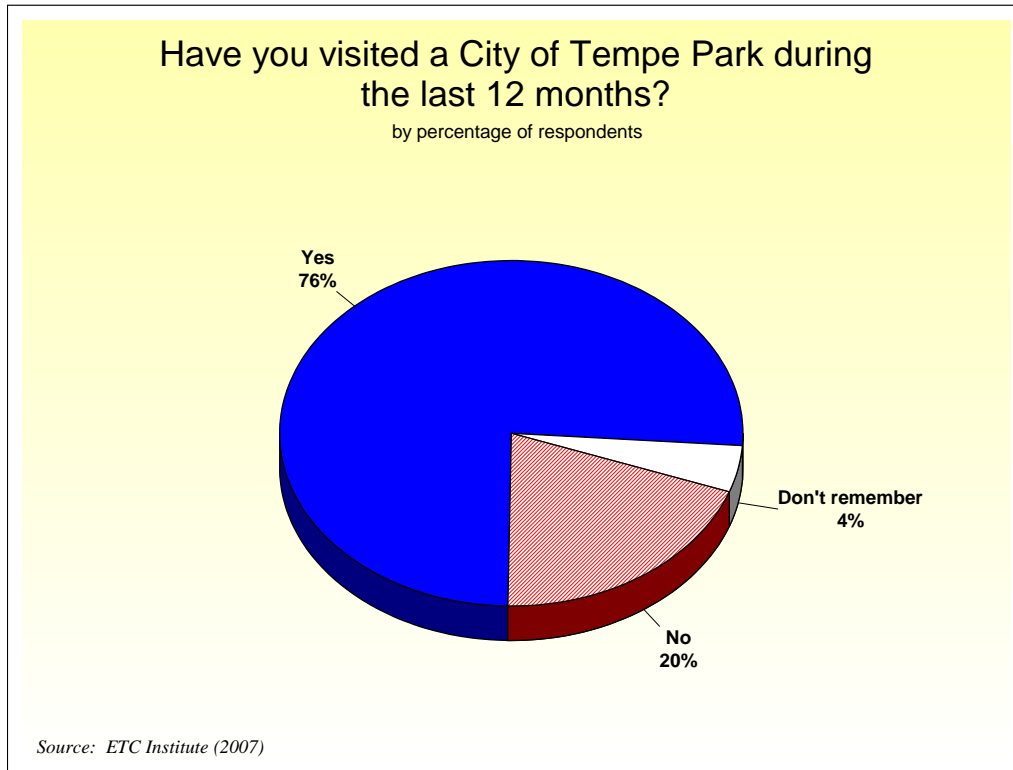
Source: ETC Institute (2007)

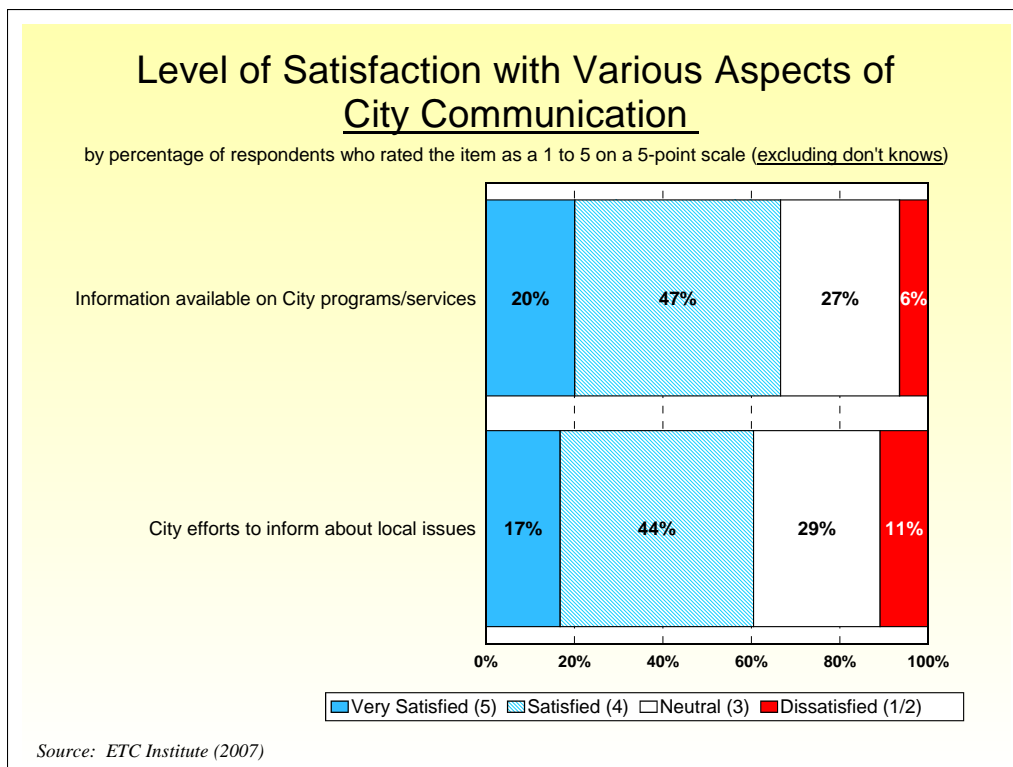
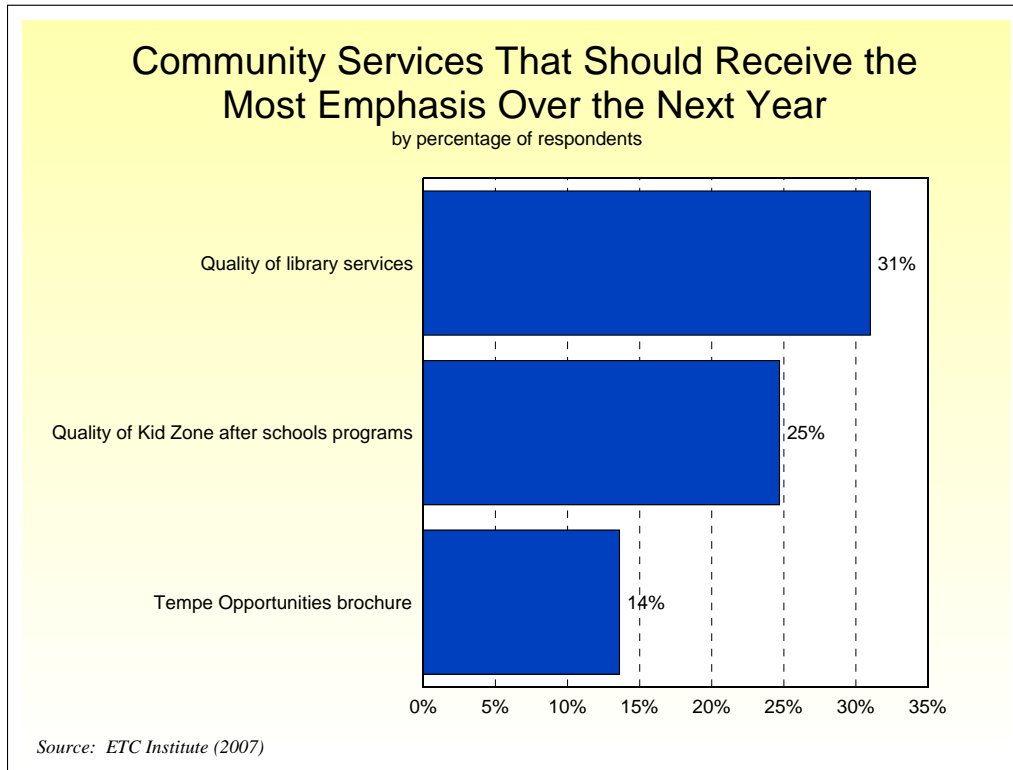
Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Year

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



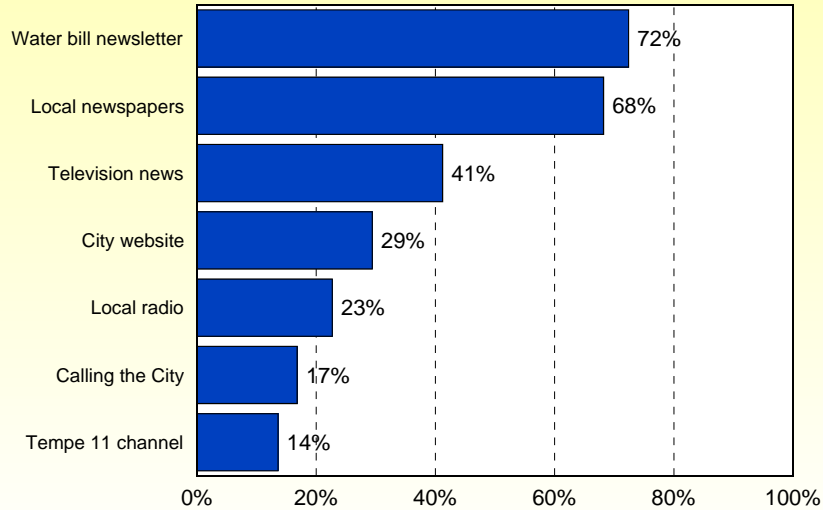
Source: ETC Institute (2007)





Which of the following do you use to get information about the City of Tempe?

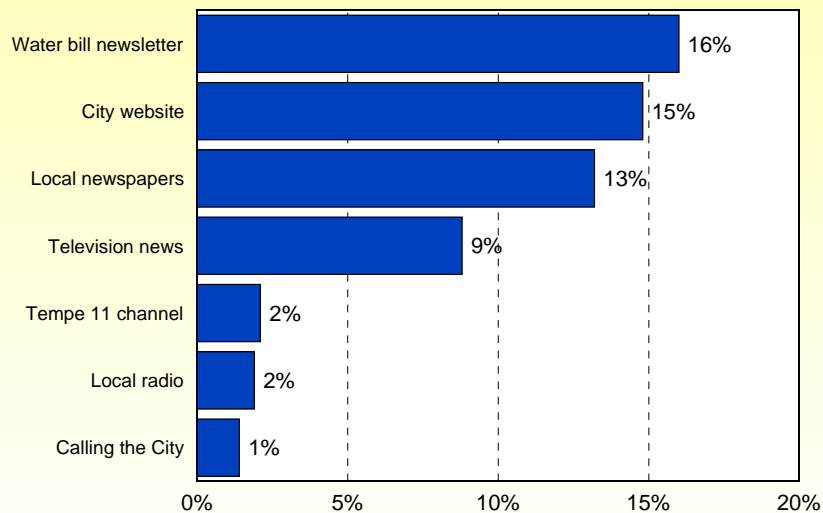
by percentage of respondents (multiple answers allowed)



Source: ETC Institute (2007)

Which types of communication should the City emphasize the most over the next year?

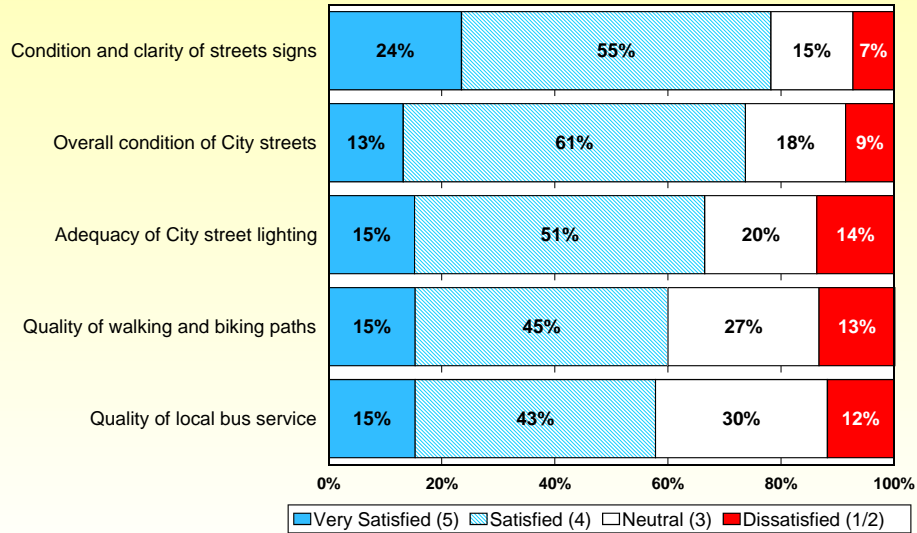
by percentage of respondents (limited to top choice)



Source: ETC Institute (2007)

Level of Satisfaction with Various Aspects of Transportation Services

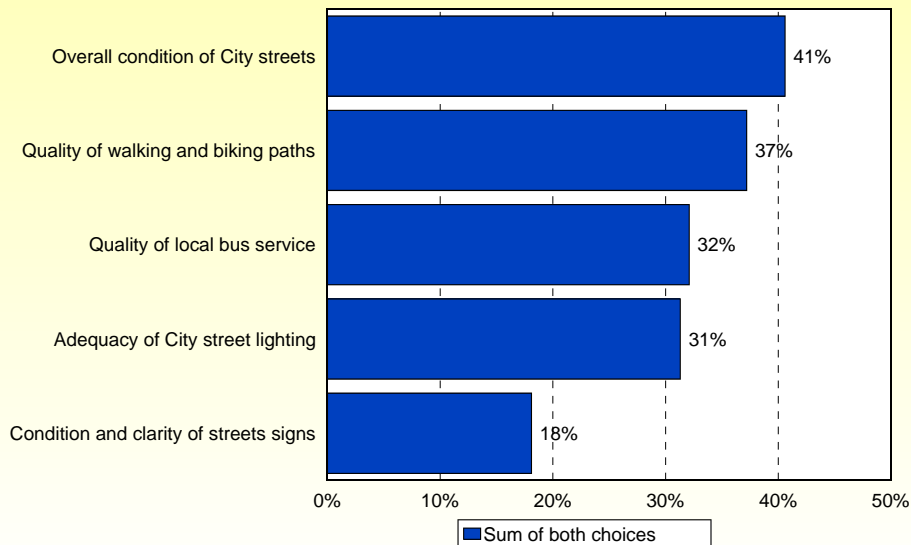
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2007)

Transportation Services That Should Receive the Most Emphasis Over the Next Year

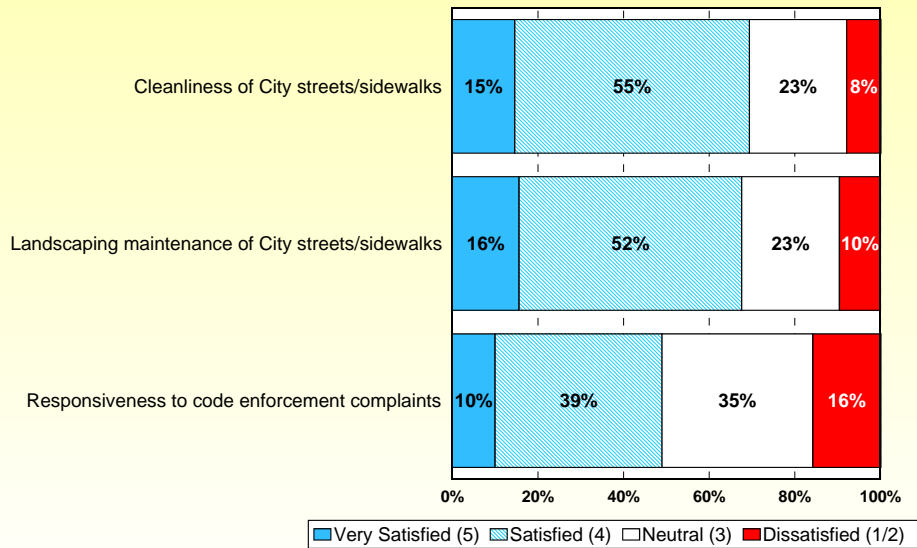
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2007)

Level of Satisfaction with the Appearance of the City

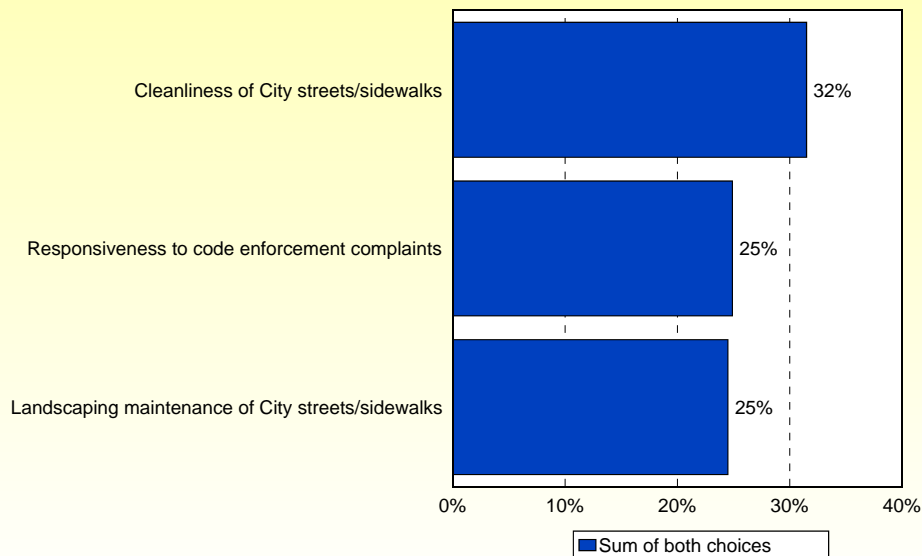
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



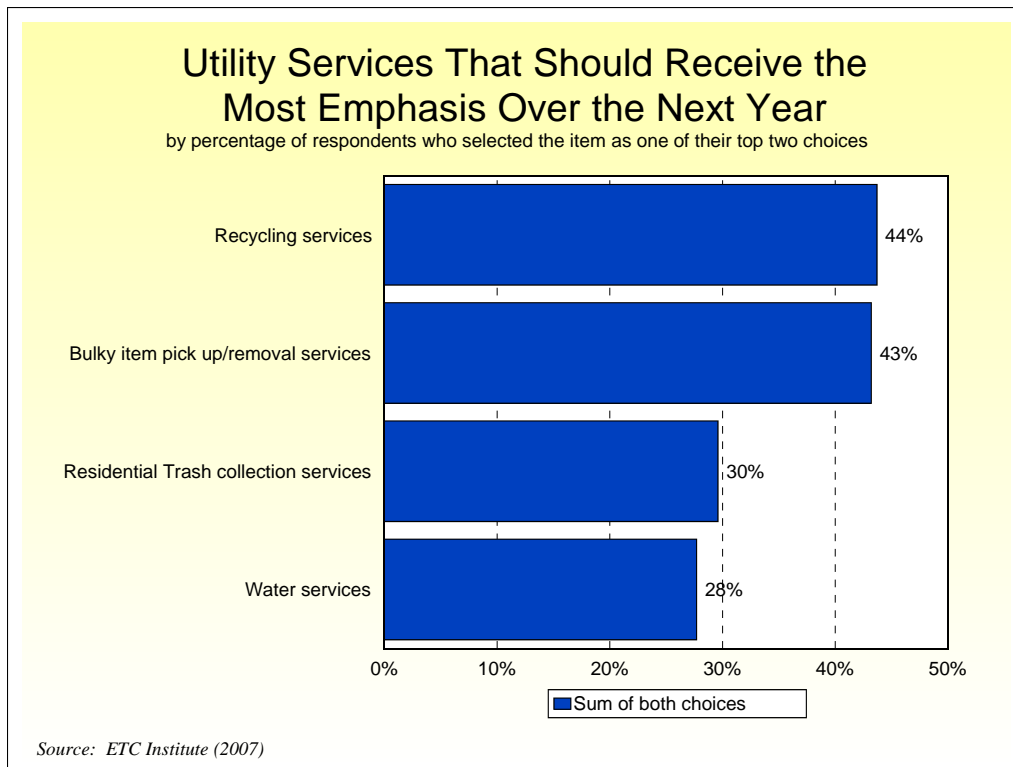
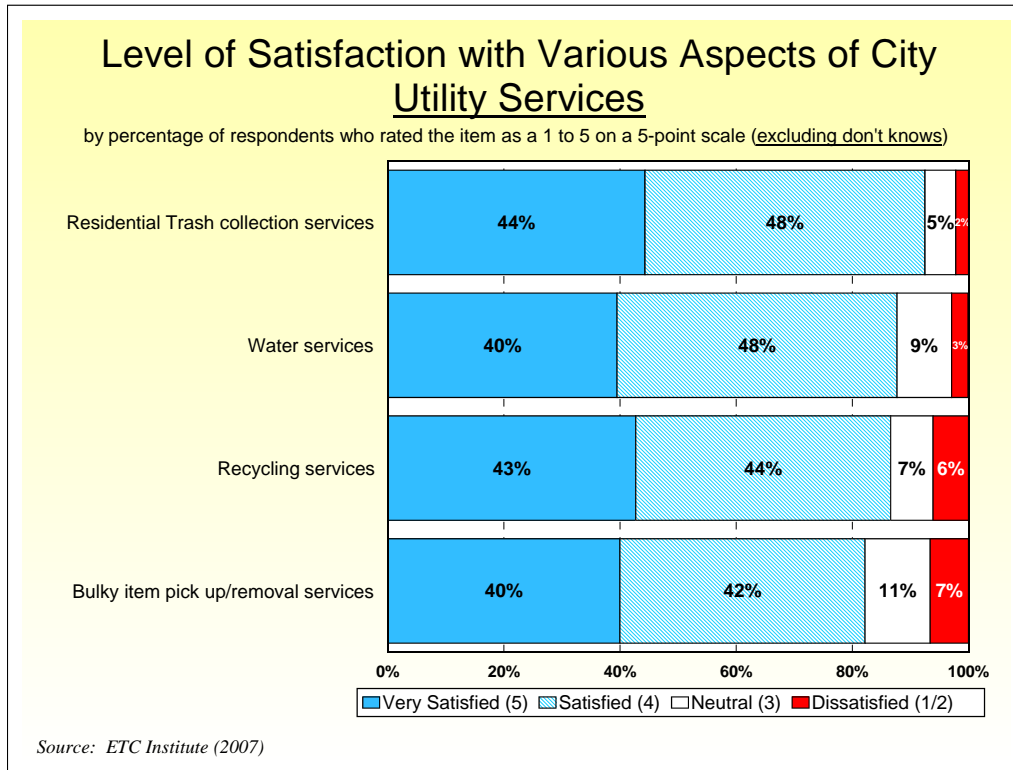
Source: ETC Institute (2007)

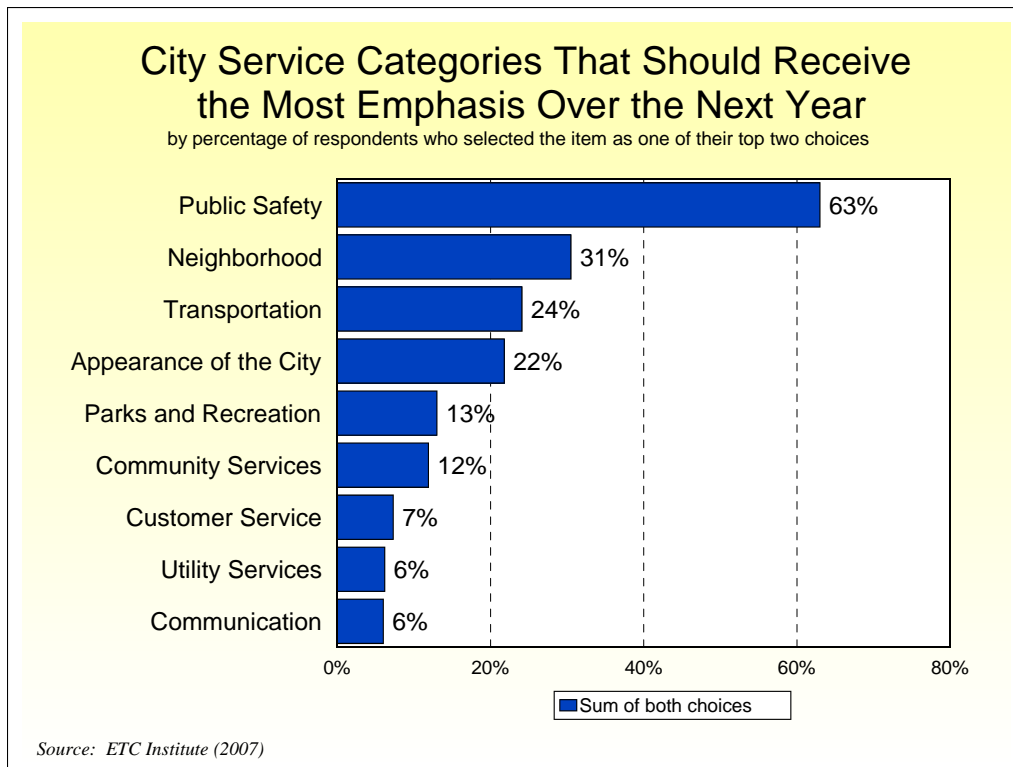
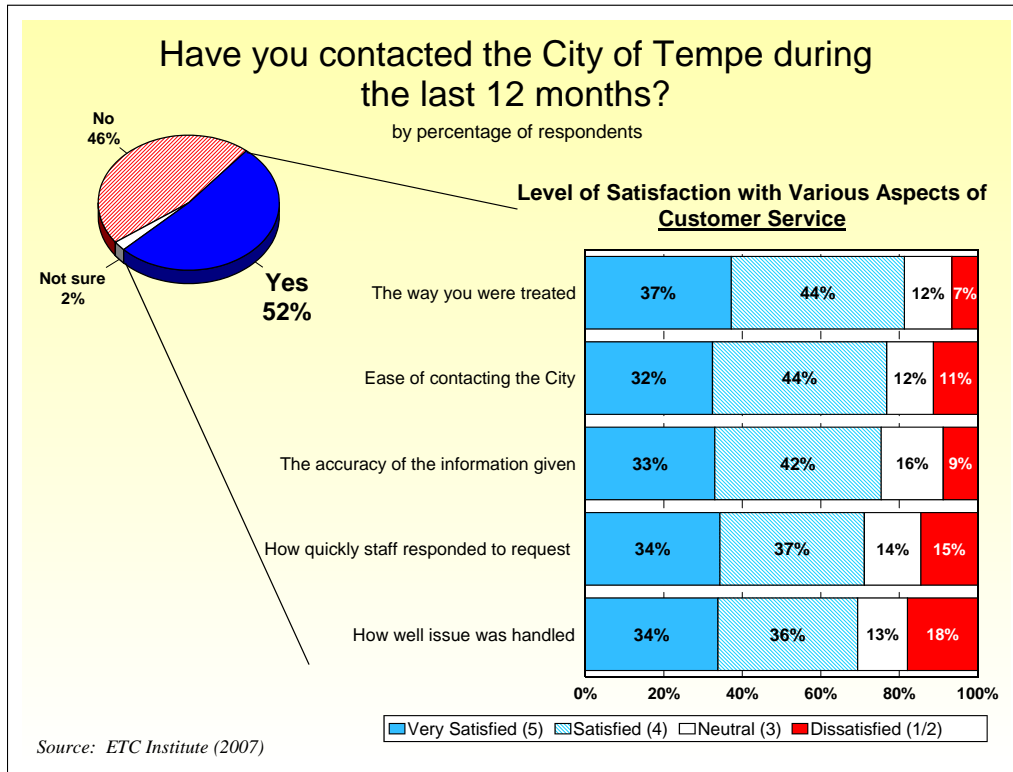
Appearance Issues That Should Receive the Most Emphasis Over the Next Year

by percentage of respondents



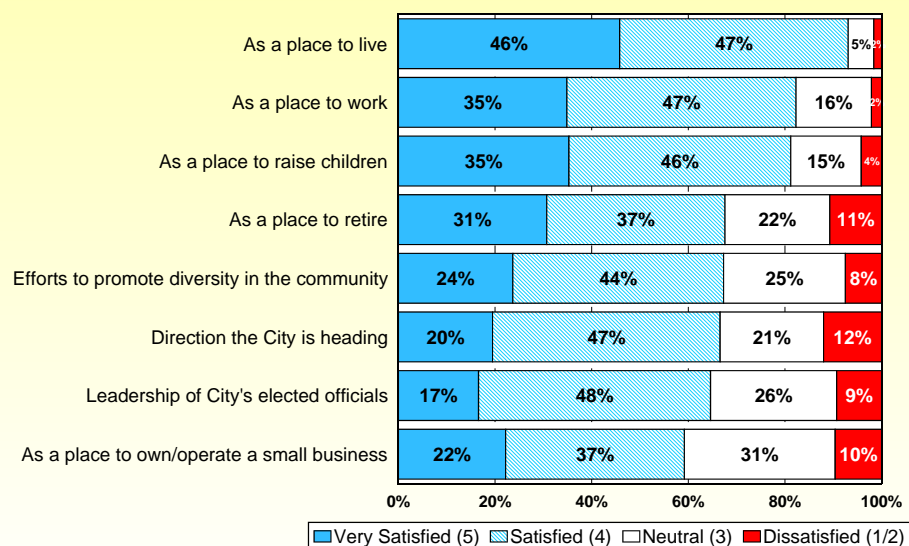
Source: ETC Institute (2007)





Overall Ratings of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2007)

Section 2:
Benchmarking Data

DirectionFinder® Survey Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder®* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 150 cities and counties in 36 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during July 2007 to a random sample of more than 2,000 residents in the continental United States, and (2) individual community surveys that were administered in 30 medium-sized cities (population of 20,000 to 199,999) between May 2005 and December 2007. The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services.

The 30 cities included in the performance ranges that are shown in this report are listed below:

- Arlington, Virginia
- Auburn, Alabama
- Ballwin, Missouri
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- East Providence, Rhode Island
- Greenville, South 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
- Yuma, Arizona

Interpreting the Performance Range Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Tempe compare to the national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Tempe rated above the national average. If the yellow dot is located to the left of the vertical dash, the City of Tempe rated below the national average.

Comparative STRENGTHS

The City of Tempe rated above average in all areas that were assessed on the survey. Some of the most notable strengths are listed below:

- Overall satisfaction with city service rated 35% above the national average (88% in Tempe vs. 53% U.S.)
- Satisfaction with bulk item pick-up and removal services rated 22% above the national average (82% in Tempe vs. 60% U.S.)
- Satisfaction with the condition of major city streets rated 17% above the national average (74% in Tempe vs. 57% U.S.)
- Satisfaction with the condition of streets in neighborhoods rated 16% above the national average (76% in Tempe vs. 60% U.S.)
- Satisfaction with the availability of information about city programs and services rated 16% above the national average (67% in Tempe vs. 51% U.S.)
- Satisfaction with recycling services rated 15% above the national average (87% in Tempe vs. 72% U.S.)
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- Satisfaction with city water services rated 15% above the national average (88% in Tempe vs. 73% U.S.); Tempe also received the highest rating for water services among all cities that have participated in ETC Institute's DirectionFinder® Survey during the past three years.
- Satisfaction with the enforcement of traffic laws rated 14% above the national average (66% in Tempe vs. 52% U.S.); Tempe also received the highest rating for the enforcement of traffic laws all cities that have participated in ETC Institute's DirectionFinder® Survey during the past three years.

Comparative WEAKNESSES

The City of Tempe **did NOT rate below average in any areas** that were assessed on the survey.

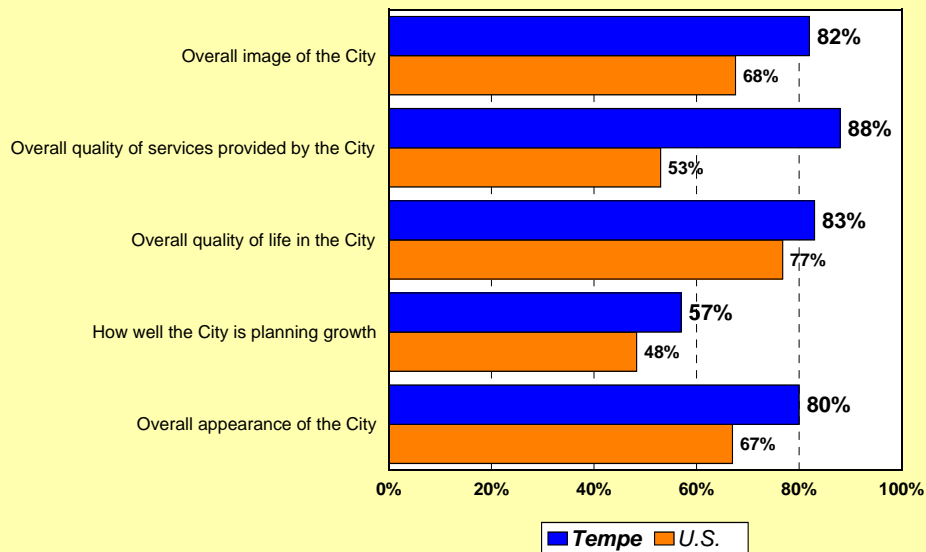
National Benchmarks

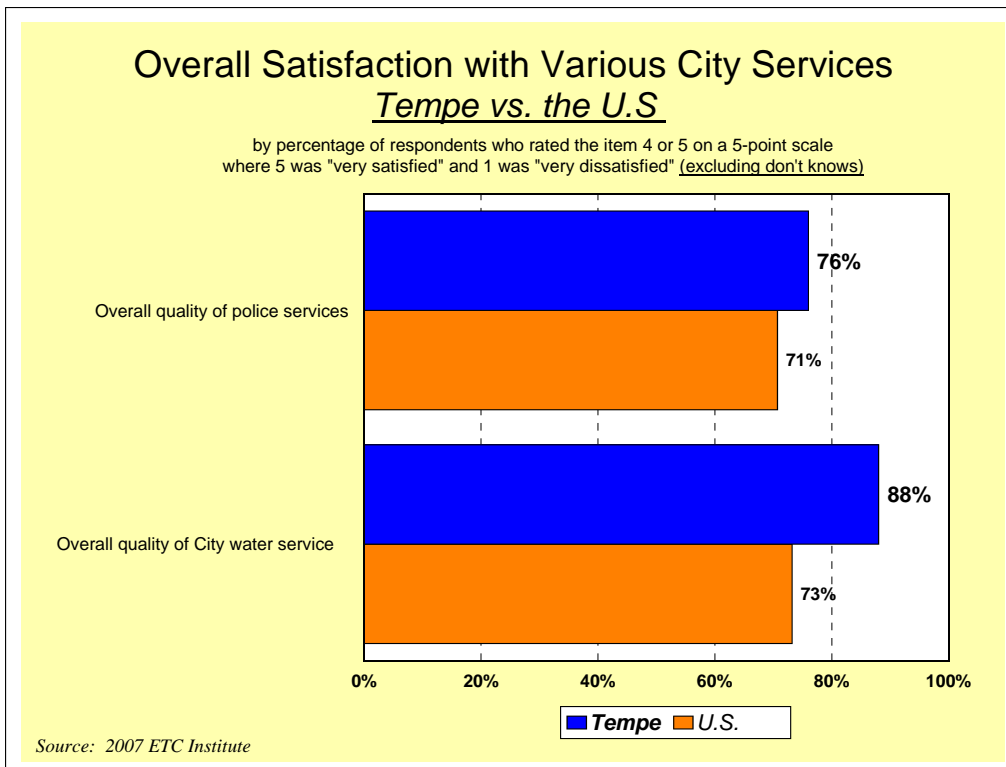
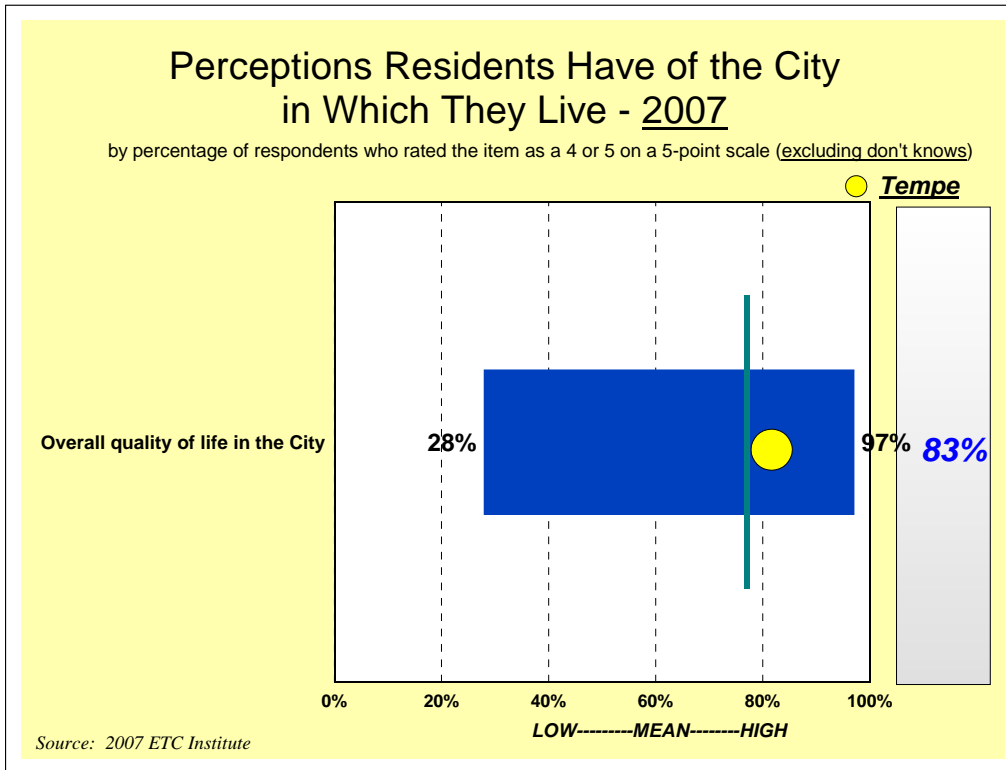
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Tempe, Arizona is not authorized without written consent from ETC Institute.

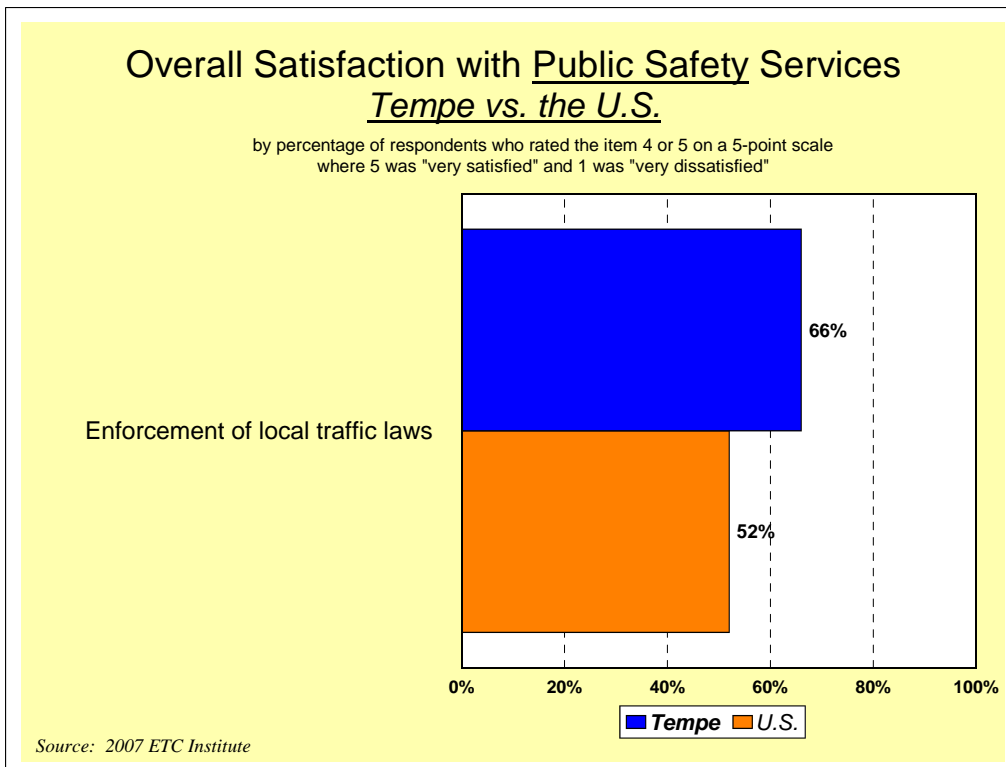
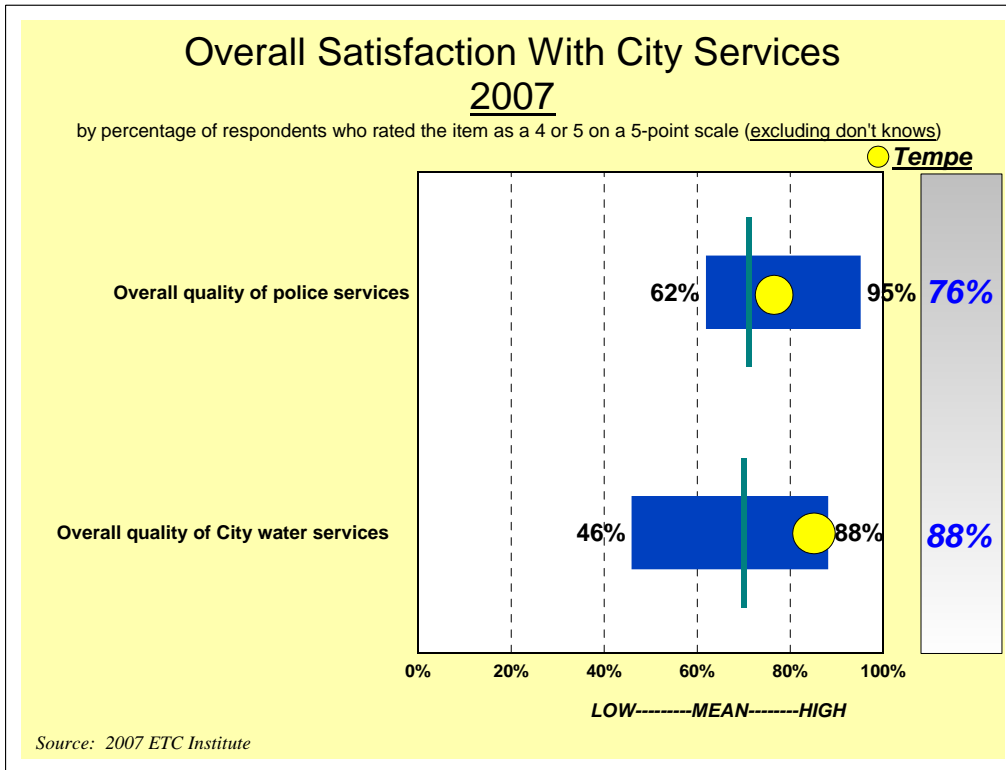
Overall Satisfaction with Various Attributes

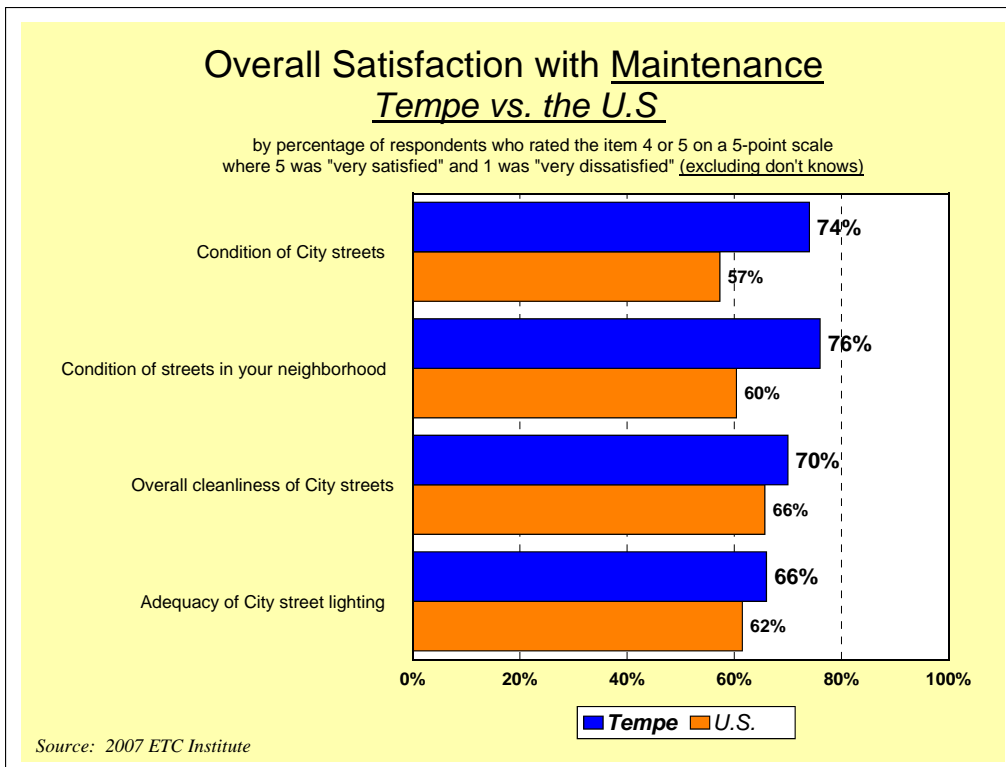
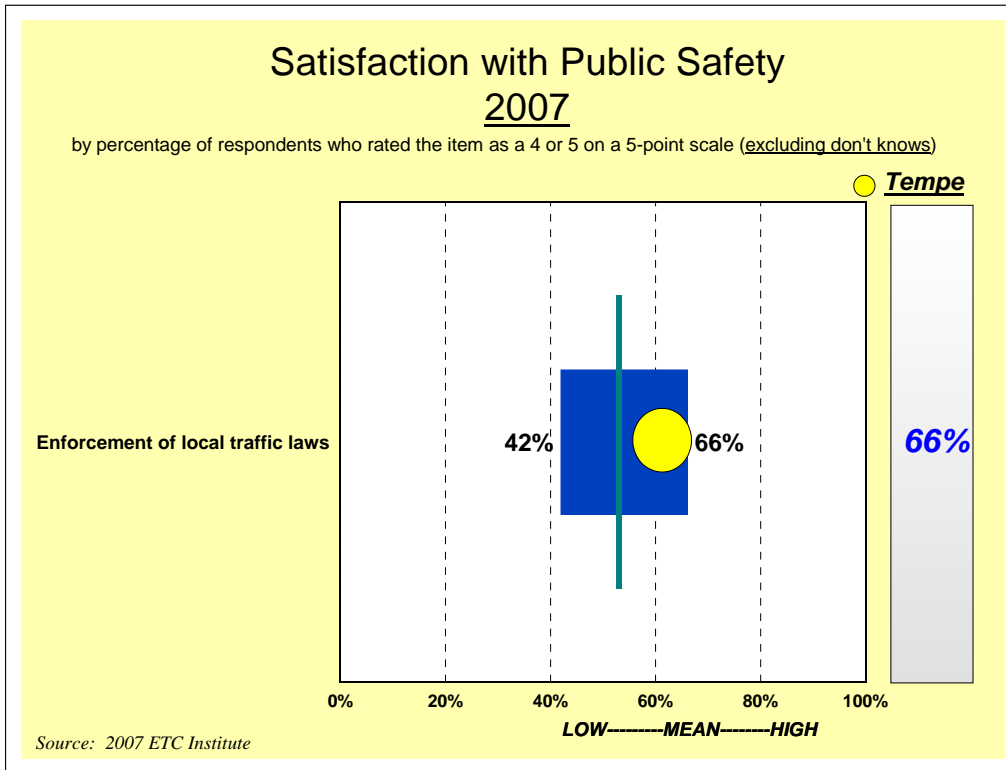
Tempe vs. the U.S.

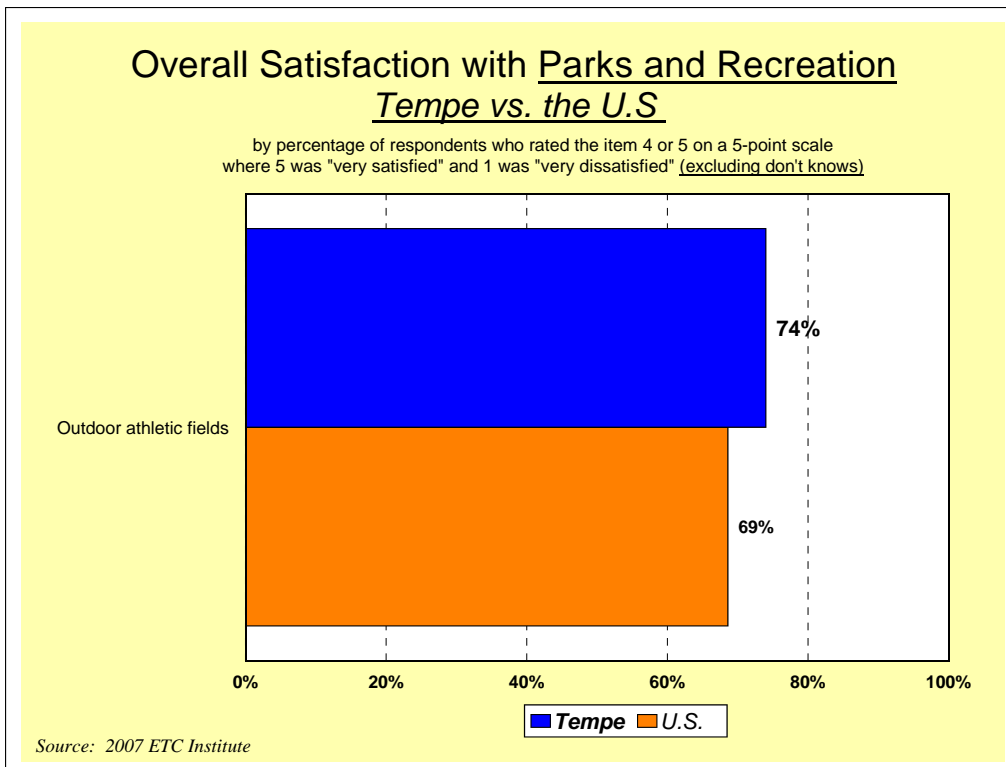
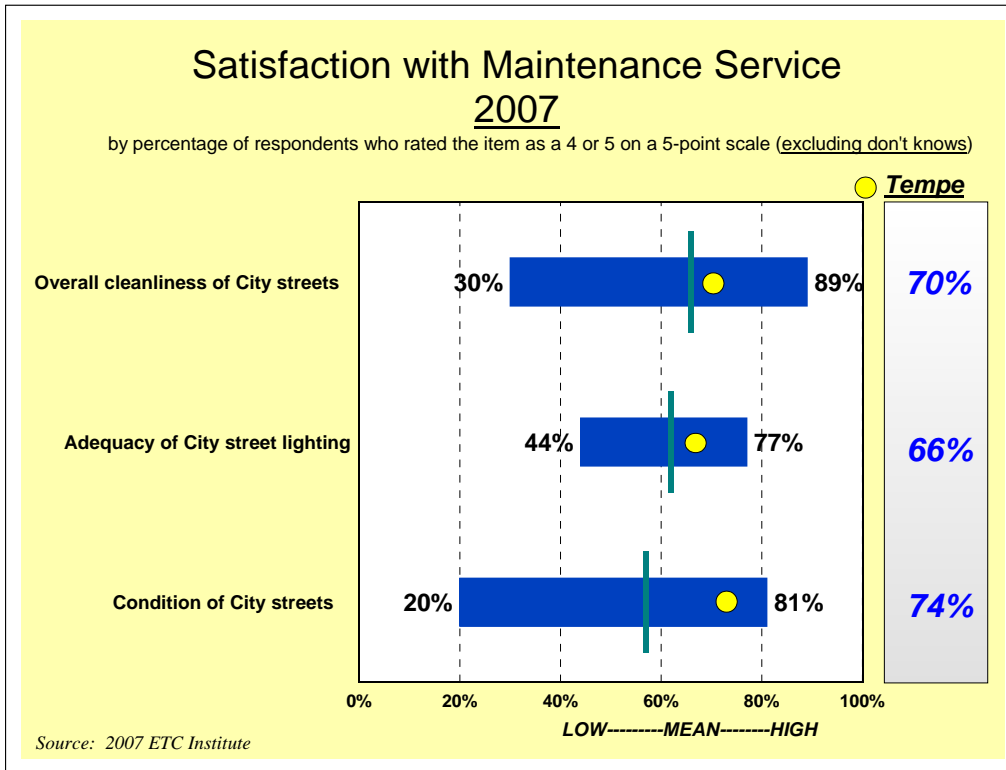
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

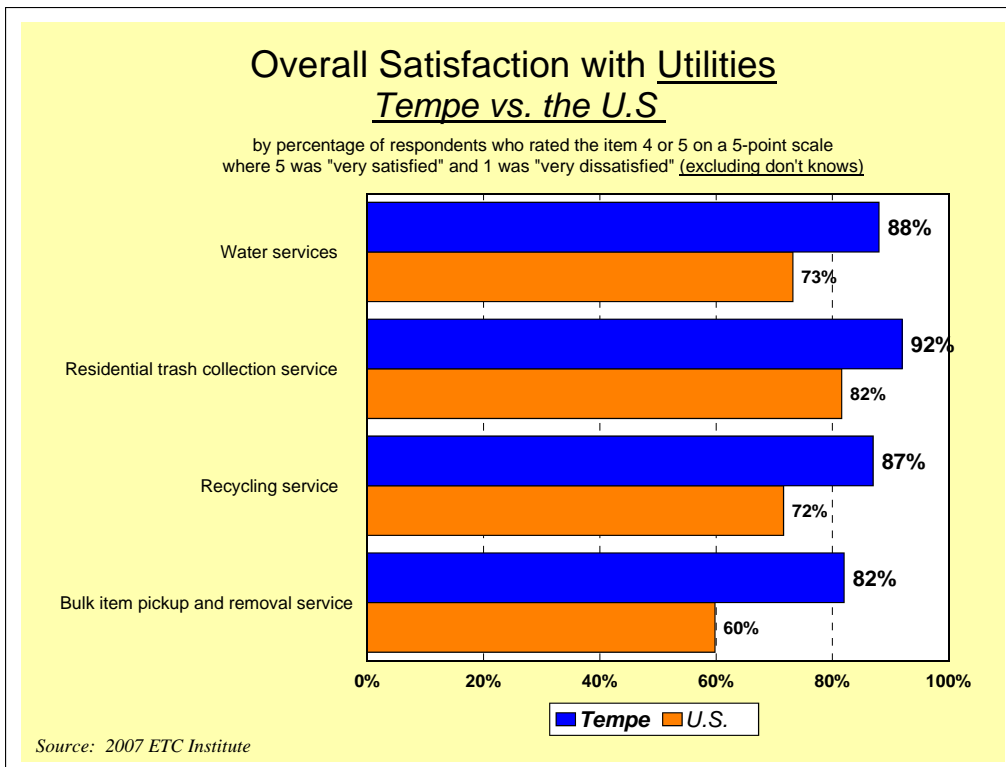
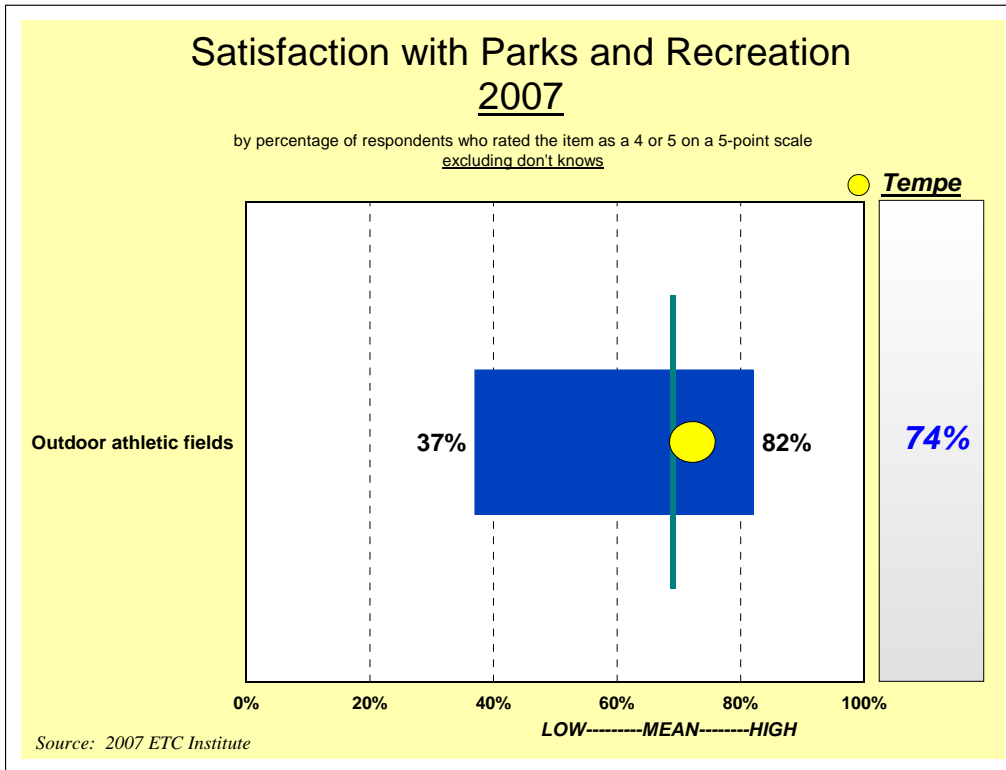






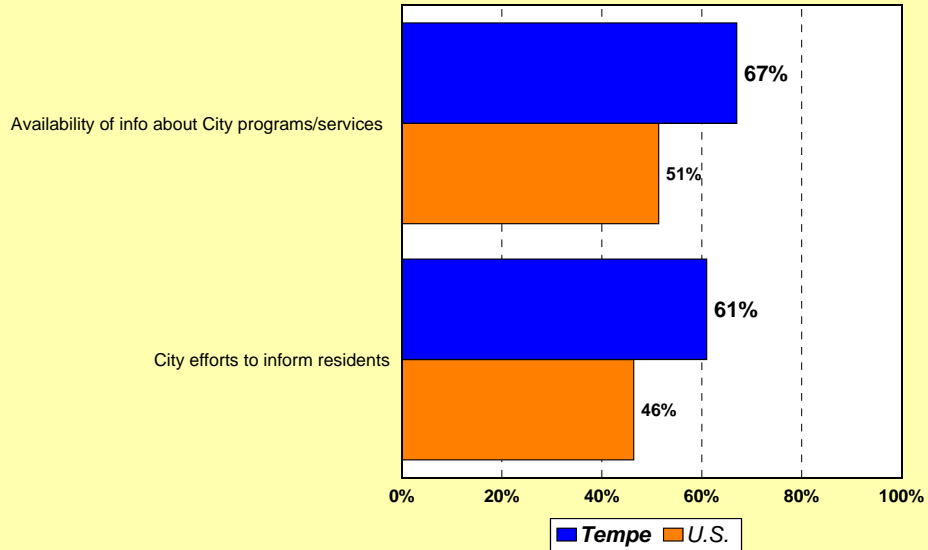






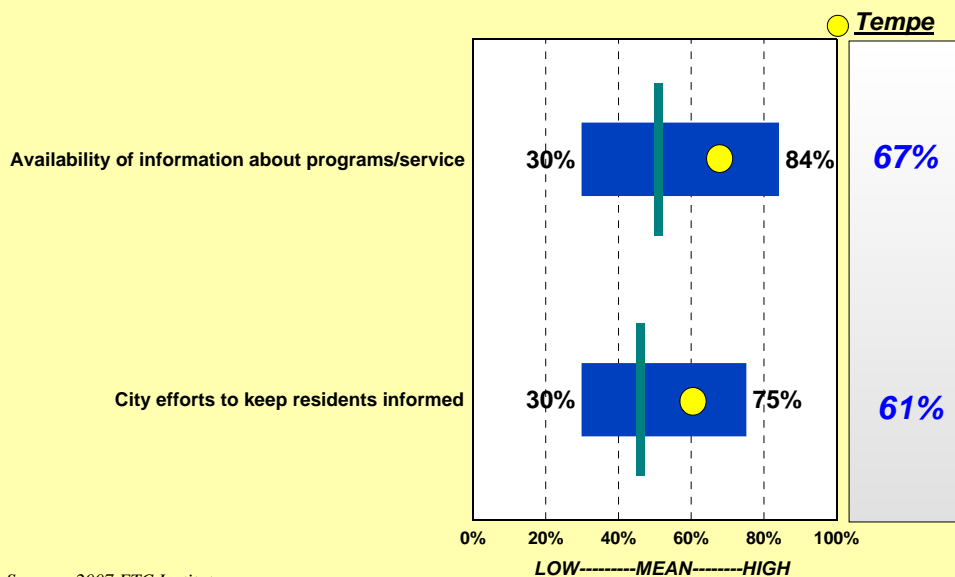
Overall Satisfaction with Communication Tempe vs. the U.S.

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)



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)



Section 3:
***Importance-Satisfaction
Analysis***

Importance-Satisfaction Analysis

Tempe, Arizona

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding >don't knows=). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the transportation issues they thought should receive the most emphasis over the next year. Forty-one percent (41%) selected the overall condition of City streets as one of the most important transportation issues to emphasize over the next year.

With regard to satisfaction, 74% of the residents surveyed rated their overall satisfaction with the condition of City streets as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "Don't know" responses. The I-S rating for the overall condition of City streets was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 41% was multiplied by 26% (1-0.74). This calculation yielded an I-S rating of 0.1066, which ranked third out of five transportation issues.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Tempe are provided on the following page.

Importance-Satisfaction Rating

City of Tempe

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
NONE						
<u>High Priority (IS .10-.20)</u>						
Quality of local police services	65%	1	76%	4	0.1560	1
Enforcement of local traffic laws	40%	2	66%	5	0.1360	2
<u>Medium Priority (IS < .10)</u>						
Quality of local ambulance service	14%	5	80%	3	0.0280	3
Quality of local fire services	22%	3	89%	1	0.0242	4
Quality of local fire paramedic service	18%	4	87%	2	0.0234	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Tempe

Neighborhood Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
NONE						
<u>High Priority (IS .10-.20)</u>						
Maintenance of private property	36%	2	55%	4	0.1620	1
Feeling of safety	47%	1	66%	3	0.1598	2
Condition of alleys	23%	5	46%	5	0.1242	3
<u>Medium Priority (IS < .10)</u>						
Condition of streets	34%	3	76%	2	0.0816	4
Quality of neighborhood park	23%	4	77%	1	0.0529	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Tempe

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
NONE						
<u>High Priority (IS .10-.20)</u>						
NONE						
<u>Medium Priority (IS < .10)</u>						
Quality of City parks	48%	1	84%	1	0.0768	1
Quality of City recreation programs	29%	2	74%	4	0.0754	2
Availability of City recreation centers	22%	3	76%	2	0.0528	3
City swimming pools and programs	15%	5	67%	5	0.0495	4
Outdoor athletic fields	17%	4	74%	3	0.0442	5
City golf courses	10%	6	64%	6	0.0360	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Tempe

Community Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
NONE						
<u>High Priority (IS .10-.20)</u>						
Quality of Kid Zone after schools programs	25%	2	55%	3	0.1125	1
<u>Medium Priority (IS < .10)</u>						
Tempe Opportunities brochure	14%	3	64%	2	0.0504	2
Quality of library services	31%	1	89%	1	0.0341	3

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Tempe

Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
NONE						
<u>High Priority (IS .10-.20)</u>						
Quality of walking and biking paths	37%	2	60%	4	0.1480	1
Quality of local bus service	32%	3	58%	5	0.1344	2
Overall condition of City streets	41%	1	74%	2	0.1066	3
Adequacy of City street lighting	31%	4	67%	3	0.1023	4
<u>Medium Priority (IS < .10)</u>						
Condition and clarity of streets signs	18%	5	78%	1	0.0396	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Tempe

Appearance of City

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
NONE						
<u>High Priority (IS .10-.20)</u>						
Responsiveness to code enforcement complaints	25%	2	49%	3	0.1275	1
<u>Medium Priority (IS < .10)</u>						
Cleanliness of City streets/sidewalks	32%	1	69%	1	0.0992	2
Landscaping maintenance of City streets/sidewalks	25%	3	68%	2	0.0800	3

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Tempe

Utility Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
NONE						
<u>High Priority (IS .10-.20)</u>						
NONE						
<u>Medium Priority (IS < .10)</u>						
Bulky item pick up/removal services	43%	2	82%	4	0.0774	1
Recycling services	44%	1	87%	3	0.0572	2
Water services	28%	4	88%	2	0.0336	3
Residential Trash collection services	30%	3	93%	1	0.0210	4

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

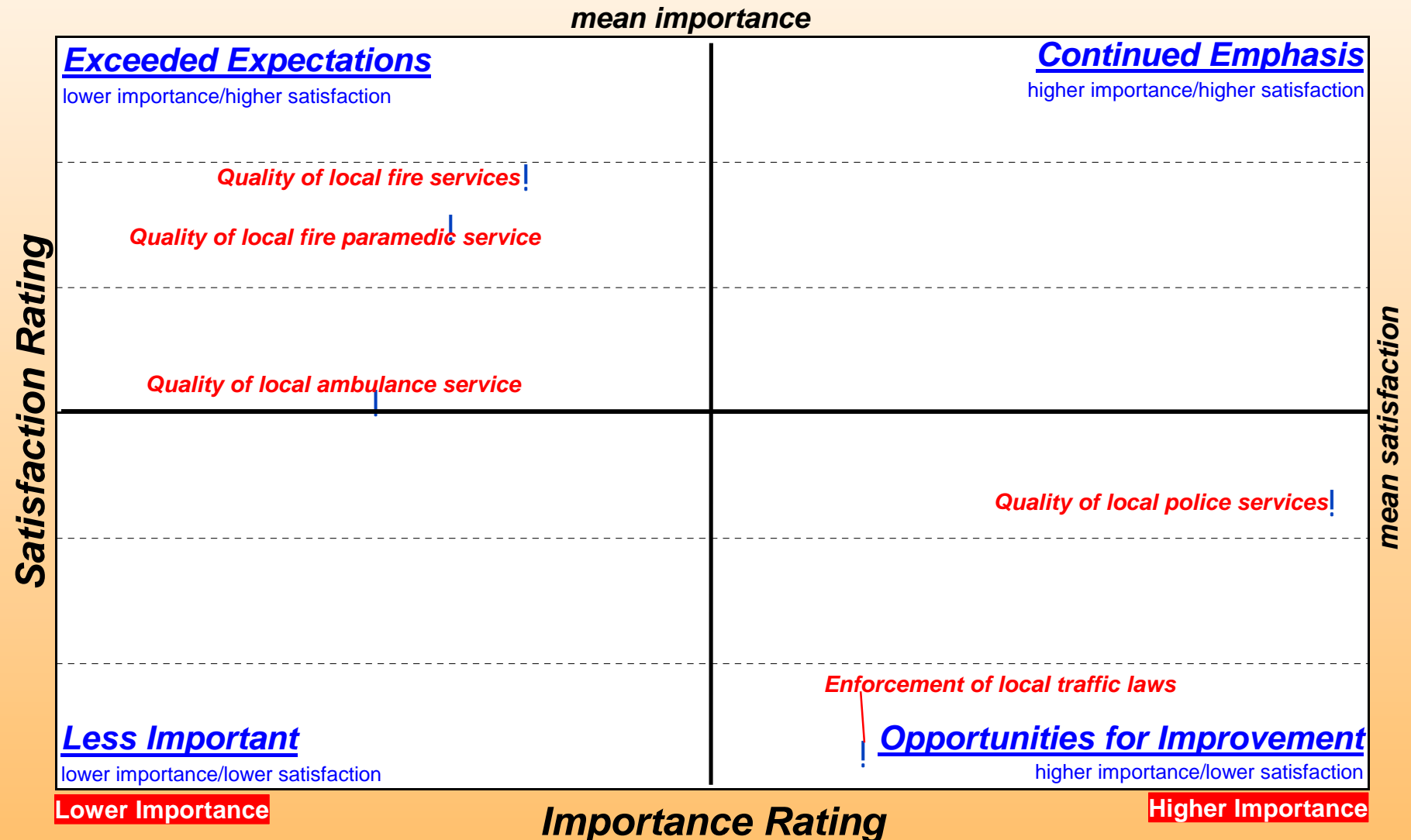
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Tempe are provided on the following pages.

2007 City of Tempe DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety-

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



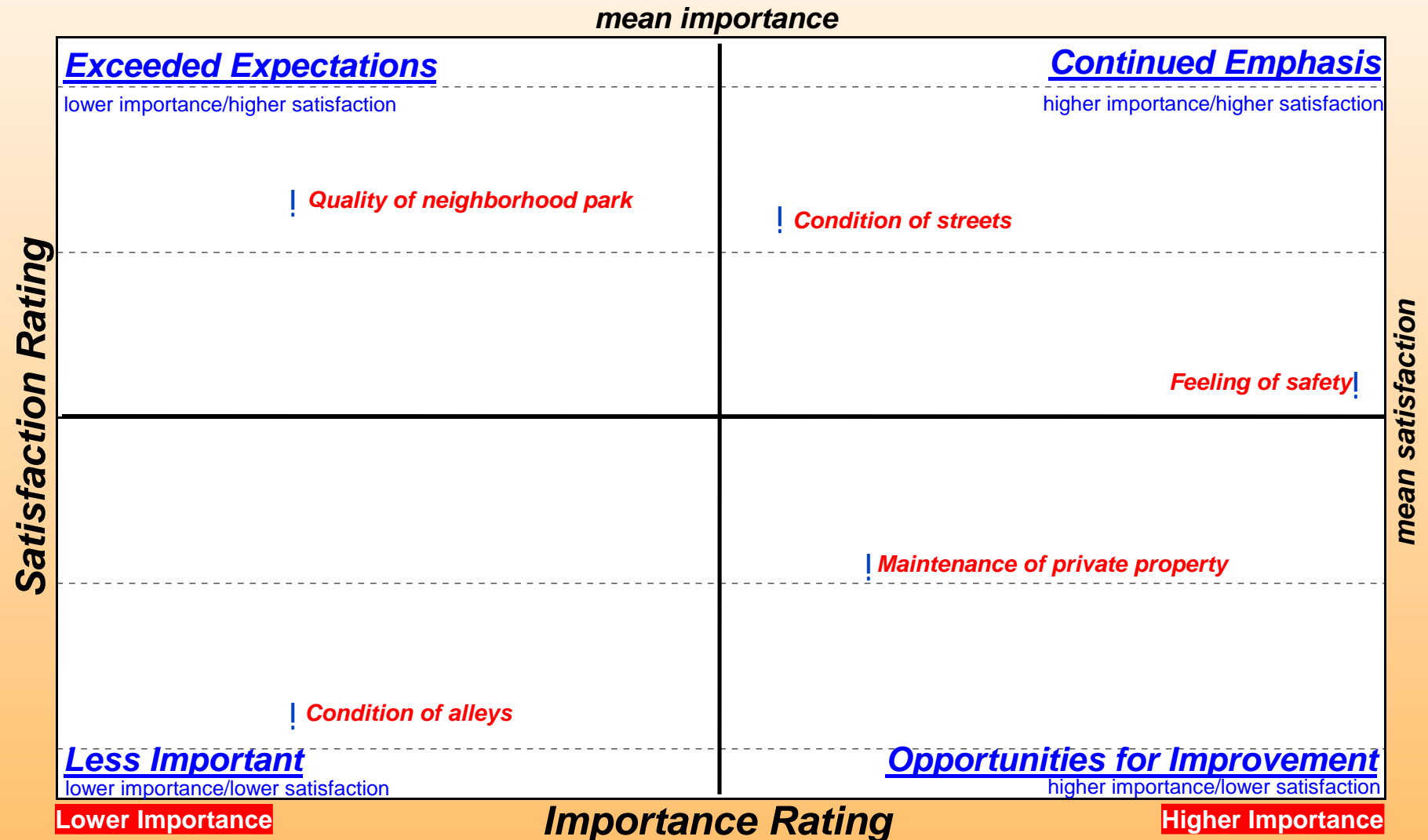
Source: ETC Institute (2008)

ETC Institute (February 2008)

2007 City of Tempe DirectionFinder Importance-Satisfaction Assessment Matrix

-Neighborhood Services-

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



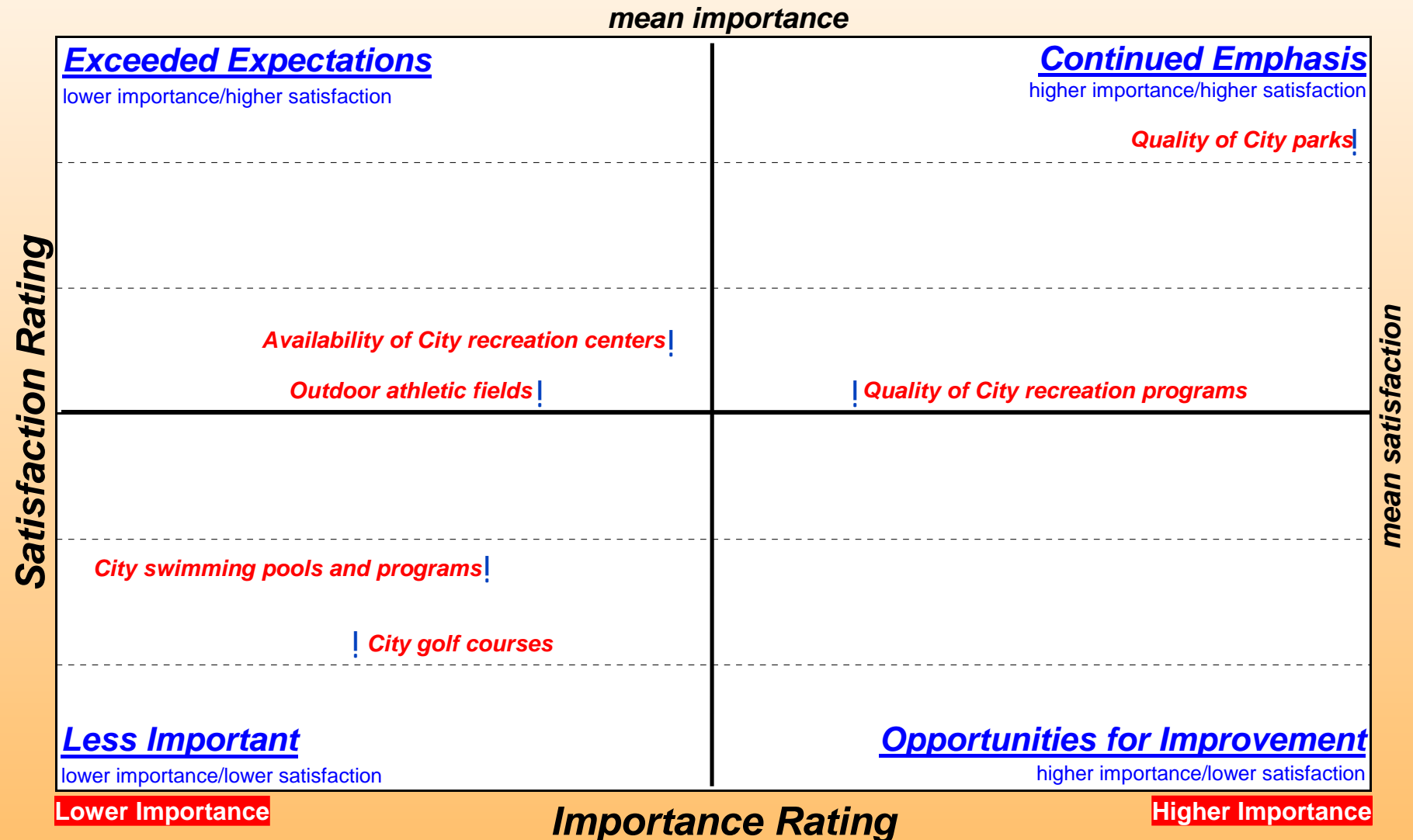
Source: ETC Institute (2008)

ETC Institute (February 2008)

2007 City of Tempe 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)



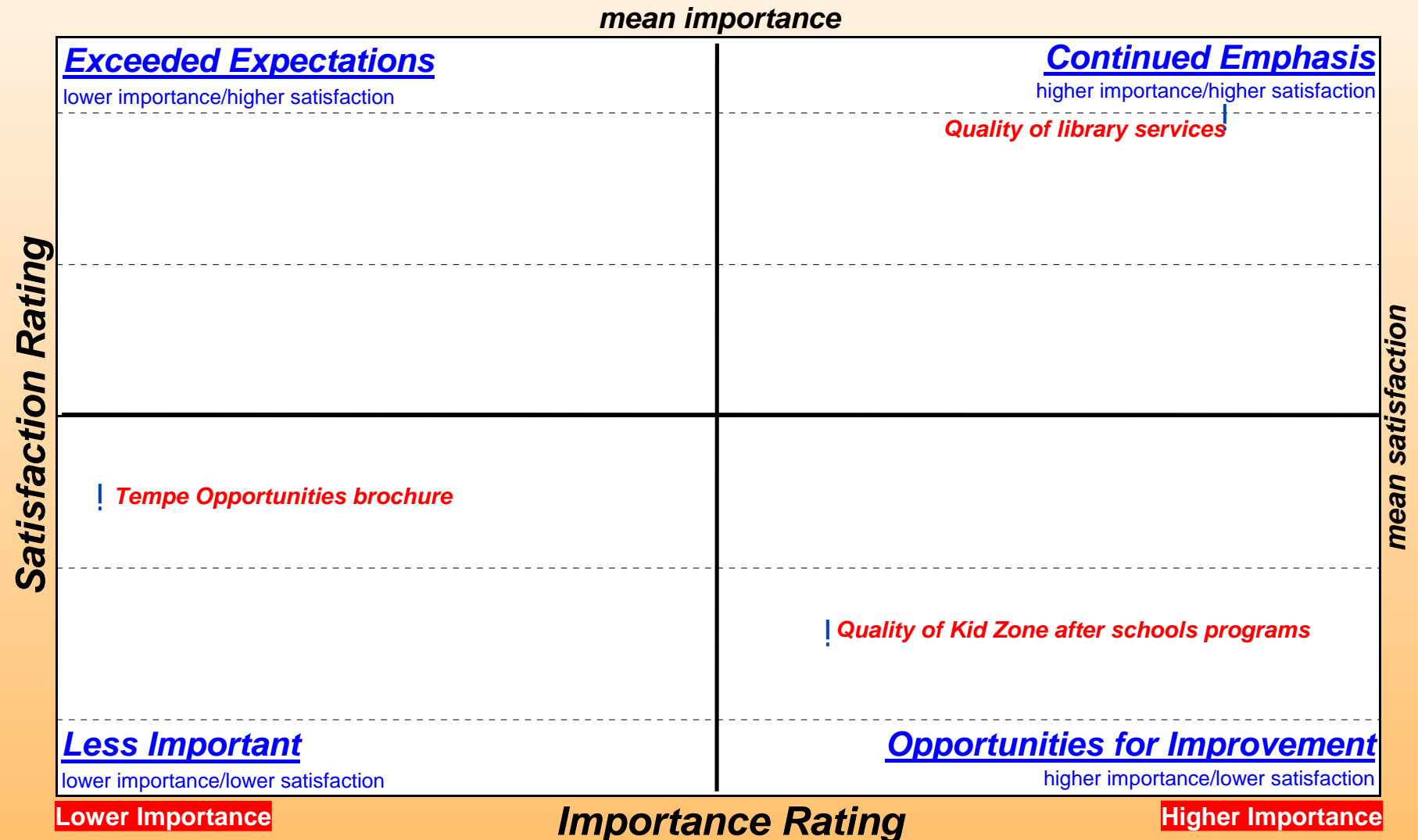
Source: ETC Institute (2008)

ETC Institute (February 2008)

2007 City of Tempe DirectionFinder Importance-Satisfaction Assessment Matrix

-Community Services-

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



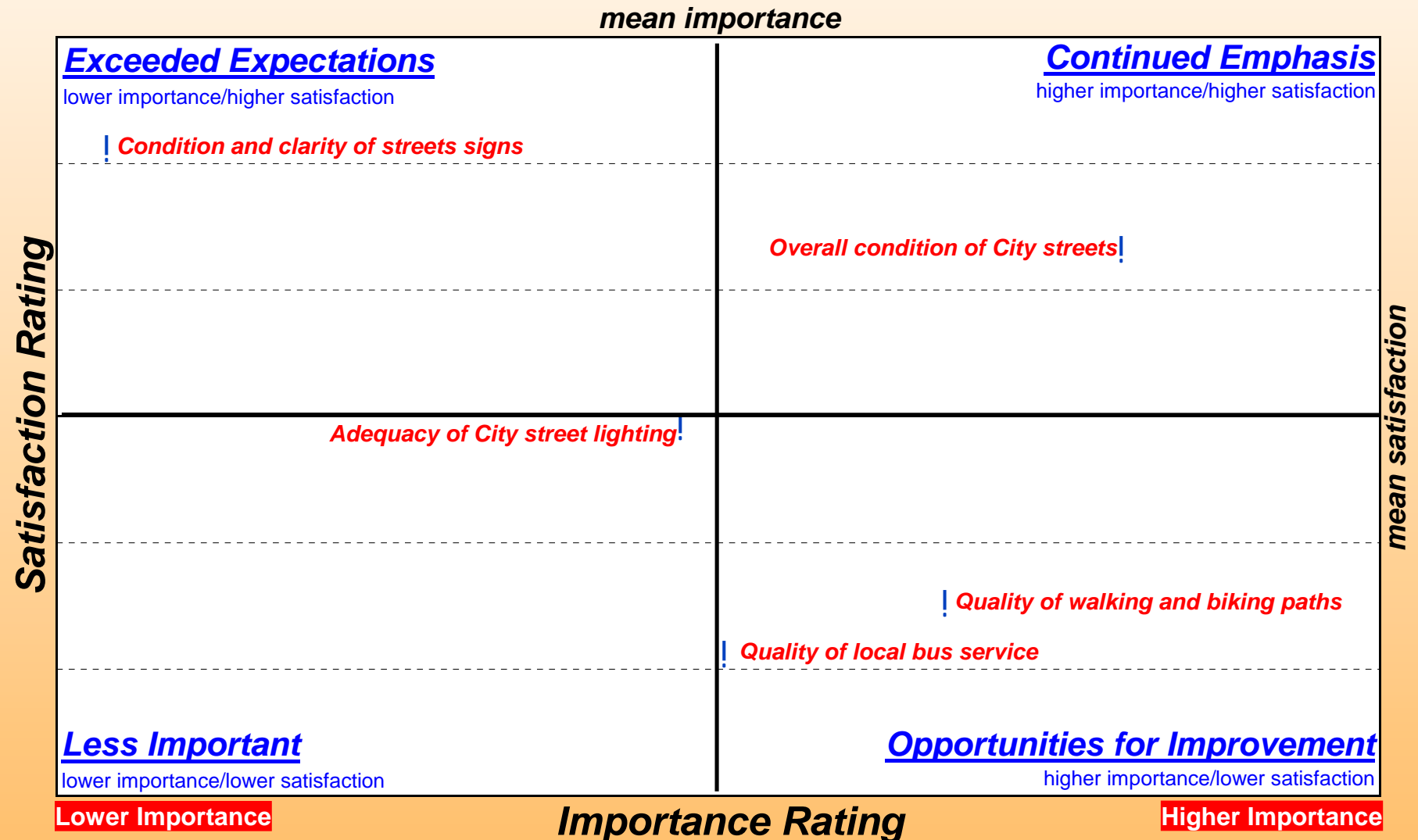
Source: ETC Institute (2008)

ETC Institute (February 2008)

2007 City of Tempe DirectionFinder Importance-Satisfaction Assessment Matrix

-Transportation-

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



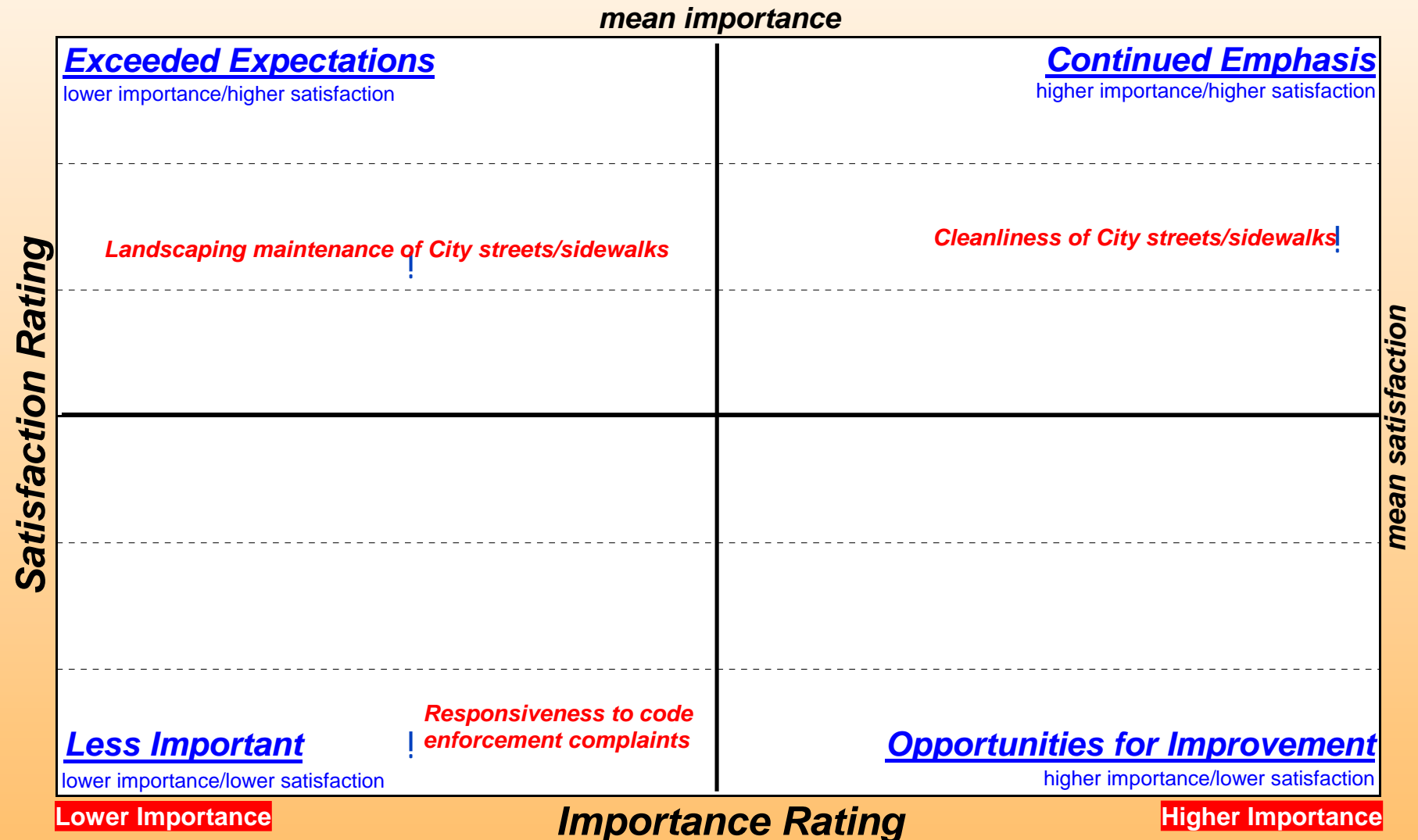
Source: ETC Institute (2008)

ETC Institute (February 2008)

2007 City of Tempe DirectionFinder Importance-Satisfaction Assessment Matrix

-Appearance of the City-

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



Source: ETC Institute (2008)

ETC Institute (February 2008)

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



Section 4:
Tabular Data

Excluding Don't Knows
Q1. Perceptions of the City (Excluding Don't Know)

(N=1031)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q1a How satisfied are you with the quality of services	0.3%	2.2%	9.4%	59.4%	28.6%
Q1b Appearance of the City	1.0%	4.6%	14.5%	58.3%	21.7%
Q1c Image of the City	0.8%	2.2%	14.9%	53.1%	29.0%
Q1d How well the City is planning growth	4.9%	8.9%	28.6%	42.2%	15.4%
Q1e Quality of life in the City	0.4%	3.6%	13.2%	56.3%	26.5%
Q1f Feeling of safety in the City	2.0%	10.7%	25.0%	46.3%	16.0%

Excluding Don't Knows
Q2. Public Safety (Excluding Don't Know)

(N=1031)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q2a Quality of local police services	1.7%	5.4%	16.7%	48.1%	28.0%
Q2b Enforcement of local traffic laws	2.8%	10.0%	21.1%	48.4%	17.6%
Q2c Quality of local fire services	0.2%	0.5%	10.6%	47.9%	40.8%
Q2d Quality of local ambulance service	0.4%	0.4%	19.2%	47.8%	32.3%
Q2e Quality of local fire paramedic service	0.0%	0.2%	13.1%	45.6%	41.1%

Sum of Both Choices

Q3. Which TWO of those public safety services do you think the City should emphasize most over the next year?

Q3 Which public safety services the City should emphasize	Number	Percent
A=Quality of local police services	674	65.4 %
B=Enforcement of local traffic laws	408	39.6 %
C=Quality of local fire services	227	22.0 %
D=Quality of local ambulance service	143	13.9 %
E=Quality of local fire paramedic service	180	17.5 %
Z=None Chosen	144	14.0 %
Total	1776	

Number of Cases = 1031

Number of Responses = 1776

Average Number Of Responses Per Case = 1.7

Excluding Don't Knows

Q4. Your Neighborhood (Excluding Don't Know)

(N=1031)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q4a Condition of streets	1.6%	6.8%	15.2%	56.3%	20.1%
Q4b Maintenance of private property	4.4%	14.8%	26.0%	42.2%	12.6%
Q4c Condition of alley (if applicable)	7.7%	20.9%	25.7%	34.6%	11.1%
Q4d Feeling of safety	1.6%	9.2%	23.0%	49.8%	16.4%
Q4e Quality of neighborhood park	1.6%	4.7%	16.9%	51.1%	25.8%

Sum of Both Choices

Q5. Which TWO of those neighborhood services do you think the City should emphasize most over the next year?

Q5 Which neighborhood services the City should emphasize	Number	Percent
A=Condition of streets	349	33.9 %
B=Maintenance of private property	366	35.5 %
C=Condition of alley	239	23.2 %
D=Feeling of safety	479	46.5 %
E=Quality of neighborhood park	241	23.4 %
Z=None Chosen	149	14.5 %
Total	1823	

Excluding Don't Knows

Q6. Parks and Recreation (Excluding Don't Know)

(N=1031)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q6a Quality of City parks	0.3%	2.0%	13.7%	56.2%	27.8%
Q6b Availability of City recreation centers	0.3%	3.3%	20.2%	51.1%	25.1%
Q6c City swimming pools and programs	0.6%	3.9%	28.7%	43.0%	23.9%
Q6d City golf courses	0.6%	2.4%	32.7%	43.3%	20.9%
Q6e Outdoor athletic fields	0.5%	2.5%	23.0%	52.9%	21.1%
Q6f Quality of City recreation programs	0.3%	1.5%	24.5%	48.4%	25.3%

Q6G. Have you visited a City of Tempe Park during the last 12 months?

Q6g Have you visited a City of Tempe Park during the last 12 months	Number	Percent
1=Yes	781	75.8 %
2=No	204	19.8 %
9=Not Provided	46	4.5 %
Total	1031	100.0 %

Sum of Both Choices

Q7. Which TWO of those parks and recreation services do you think the City should emphasize most over the next year?

Q7 Which parks and recreation services the City should emphasize	Number	Percent
A=Quality of City parks	499	48.4 %
B=Availability of City recreation centers	227	22.0 %
C=City swimming pools and programs	152	14.7 %
D=City golf courses	101	9.8 %
E=Outdoor athletic fields	177	17.2 %
F=Quality of City recreation programs	294	28.5 %
Z=None Chosen	252	24.4 %
Total	1702	

Excluding Don't Knows

Q8. Community Services (Excluding Don't Know)

(N=1031)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q8a Quality of library services	0.8%	1.1%	9.4%	42.0%	46.8%
Q8b Quality of Kid Zone after school programs	0.6%	1.7%	42.6%	32.0%	23.0%
Q8c Tempe Opportunities brochure	0.6%	1.7%	34.0%	42.6%	21.1%

Q9. Which ONE of those community services do you think the City should emphasize most over the next year?

Q9. Which community services the City should emphasize	Number	Percent
A=Quality of library services	320	31.0 %
B=Quality of Kid Zone after school programs	255	24.7 %
C=Tempe Opportunities brochure	140	13.6 %
Z=None Chosen	316	30.6 %
Total	1031	100.0 %

Excluding Don't Knows

Q10. Communication (Excluding Don't Know)

(N=1031)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q10a Availability of information about City programs and services	0.8%	5.6%	26.9%	46.5%	20.1%
Q10b City efforts to inform you about local issues	2.4%	8.5%	28.6%	43.7%	16.8%

Q10C. Which of the following do you use to get information about the City of Tempe?

Q10c Which do you use to get information about the City of Tempe	Number	Percent
1=Water bill newsletter	746	72.4 %
2=Local newspapers	703	68.2 %
3=Local radio	234	22.7 %
4=Television news	425	41.2 %
5=City website	303	29.4 %
6=Tempe 11 channel	140	13.6 %
7=Calling the City	173	16.8 %
8=Other	98	9.5 %
9=None Chosen	23	2.2 %
Total	2845	

Q11. Which ONE of those types of communication do you think the City should emphasize most over the next year?

Q11 Which type of communication the City should emphasize	Number	Percent
1=Water bill newsletter	165	16.0 %
2=Local newspapers	136	13.2 %
3=Local radio	20	1.9 %
4=Television news	91	8.8 %
5=City website	153	14.8 %
6=Tempe 11 channel	22	2.1 %
7=Calling the City	14	1.4 %
8=Other	25	2.4 %
9=None Chosen	405	39.3 %
Total	1031	100.0 %

Excluding Don't Knows

Q12. Transportation (Excluding Don't Know)

(N=1031)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q12a Overall condition of City streets	1.8%	6.8%	17.7%	60.5%	13.2%
Q12b Condition and clarity of street signs	1.0%	6.3%	14.5%	54.7%	23.5%
Q12c Adequacy of City street lighting	2.0%	11.7%	19.8%	51.3%	15.2%
Q12d Quality of local bus service	2.9%	8.8%	30.4%	42.5%	15.3%
Q12e Quality of walking and biking paths in the City	3.2%	10.2%	26.7%	44.7%	15.3%

Sum of Both Choices

Q13. Which TWO of those transportation services do you think the City should emphasize most over the next year?

Q13 Which transportation services the City should emphasize	Number	Percent
A=Overall condition of City streets	419	40.6 %
B=Condition and clarity of street signs	187	18.1 %
C=Adequacy of City street lighting	323	31.3 %
D=Quality of local bus service	331	32.1 %
E=Quality of walking and biking paths in the City	384	37.2 %
Z=None Chosen	160	15.5 %
Total	1804	

Number of Cases = 1031

Number of Responses = 1804

Average Number Of Responses Per Case = 1.7

Excluding Don't Knows
Q14. Appearance of the City (Excluding Don't Know)

(N=1031)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q14a Responsiveness to code enforcement complaints	6.2%	9.7%	35.2%	39.0%	10.0%
Q14b Landscape maintenance along City streets/sidewalks	2.2%	7.4%	22.8%	52.0%	15.6%
Q14c Cleanliness of City streets and sidewalks	1.4%	6.6%	22.7%	54.8%	14.6%

Q15. Which ONE of those services do you think the City should emphasize most over the next year to improve the overall appearance of the City?

Q15 Which services the City should emphasize	Number	Percent
A=Responsiveness to code enforcement complaints	257	24.9 %
B=Landscape maintenance along City streets/sidewalks	253	24.5 %
C=Cleanliness of City streets and sidewalks	325	31.5 %
Z=None Chosen	196	19.0 %
Total	1031	100.0 %

Excluding Don't Knows
Q16. City Utility Services (Excluding Don't Know)

(N=1031)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q16a Residential trash collection services	0.6%	1.6%	5.3%	48.2%	44.3%
Q16b Recycling services	1.6%	4.5%	7.3%	43.9%	42.7%
Q16c Bulky item pick up/removal services	1.6%	5.0%	11.2%	42.2%	40.0%
Q16d Water service	0.8%	2.0%	9.4%	48.2%	39.5%

Sum of Both Choices

Q17. Which TWO of those utility services do you think the City should emphasize most over the next year?

Q17 Which utility services the City should emphasize	Number	Percent
A=Residential trash collection services	305	29.6 %
B=Recycling services	451	43.7 %
C=Bulky item pick up/removal services	445	43.2 %
D=Water service	286	27.7 %
Z=None Chosen	220	21.3 %
Total	1707	

Q18A. Have you contacted the City of Tempe during the past year?

Q18a Have you contacted the City of Tempe during the past year	Number	Percent
1=Yes	534	51.8 %
2=No	473	45.9 %
9=Not Provided	24	2.3 %
Total	1031	100.0 %

Excluding Don't Knows

Q18. Customer Service (Excluding Don't Know)

(N=534)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q18a How easy they were to contact	2.7%	8.6%	11.9%	44.4%	32.4%
Q18b The way you were treated	1.7%	5.0%	12.1%	44.1%	37.2%
Q18c The accuracy of the information you were given	3.9%	4.9%	15.8%	42.4%	33.0%
Q18d How quickly staff responded to your request	6.1%	8.4%	14.4%	36.8%	34.3%
Q18e How well your issue was handled	7.7%	10.2%	12.7%	35.6%	33.8%

Excluding Don't Knows

Q19. OVERALL PRIORITIES. Which TWO of the following major categories of city services do you think the City should emphasize most over the next year?

Q19 Which major categories of city services the City should emphasize	Number	Percent
A=Public Safety	650	63.0 %
B=Neighborhood	314	30.5 %
C=Parks and Recreation	134	13.0 %
D=Community Services	123	11.9 %
E=Communication	62	6.0 %
F=Transportation	248	24.1 %
G=Appearance of the City	225	21.8 %
H=Utility Services	64	6.2 %
I=Customer Service	75	7.3 %
Z=None Chosen	56	5.4 %
Total	1951	

Excluding Don't Knows

Q20. Overall Ratings of the City (Excluding Don't Know)

(N=1031)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q20a As a place to live	0.2%	1.4%	5.3%	47.3%	45.8%
Q20b As a place to raise children	0.4%	3.8%	14.6%	45.9%	35.3%
Q20c As a place to work	0.2%	2.0%	15.6%	47.4%	34.9%
Q20d As a place to retire	3.1%	7.6%	21.7%	36.9%	30.7%
Q20e As a place to own and operate a small business	2.1%	7.5%	31.2%	37.0%	22.2%
Q20f How satisfied are you with overall efforts to promote diversity	2.7%	4.8%	25.2%	43.6%	23.7%
Q20g How satisfied are you with the direction the City is heading	3.6%	8.4%	21.4%	47.1%	19.5%
Q20h How satisfied are you with the leadership of elected officials	2.8%	6.5%	26.1%	48.0%	16.6%

Q21A. Approximately how many years have you lived in Tempe?

Q21a Approximately how many years have you lived in Tempe	Number	Percent
1=Less than 5 years	172	16.7 %
2=5-10 years	196	19.0 %
3=11-20 years	211	20.5 %
4=More than 20 years	444	43.1 %
9=Not Provided	8	0.8 %
Total	1031	100.0 %

Q21B. What is your age?

Q21b What is your age	Number	Percent
18-34 years	196	19.0 %
35-44 years	204	19.8 %
45-54 years	212	20.6 %
55-64 years	222	21.5 %
65-74 years	138	13.4 %
More than 75 years	52	5.0 %
Not Provided	7	0.7 %
Total	1031	100.0 %

Q21C. Their gender?

Q21c Gender	Number	Percent
1=Male	535	51.9 %
2=Female	496	48.1 %
Total	1031	100.0 %

Q21D. Are you a full-time student?

Q21d Are you a full-time student	Number	Percent
1=Yes	109	10.6 %
2=No	922	89.4 %
Total	1031	100.0 %

Q21E. Do you own or rent your current residence?

Q21e Do you own or rent your current residence	Number	Percent
1=Own	733	71.1 %
2=Rent	298	28.9 %
Total	1031	100.0 %

Q21F. Have you visited Downtown Tempe during the past year?

Q21f Have you visited Downtown Tempe during the past year	Number	Percent
1=Yes	876	85.0 %
2=No	143	13.9 %
9=Not Provided	12	1.2 %
Total	1031	100.0 %

Q21G. Which of the following best describes your race/ethnicity?

Q21g Which of the following best describes your race/ethnicity	Number	Percent
1=Asian/Pacific Islander	46	4.5 %
2=White	836	81.1 %
3=American Indian/Eskimo	26	2.5 %
4=Black/African American	27	2.6 %
5=Hispanic/Latino/Spanish	187	18.1 %
8=Not Provided	8	0.8 %
9=Other	9	0.9 %
Total	1136	

Q21G. Which of the following best describes your race/ethnicity? (Other Responses)

Q21g Other Responses	Number	Percent
ARAB	1	11.1 %
CELTIC	1	11.1 %
CHICANO	1	11.1 %
EURASIAN	1	11.1 %
INDIAN	1	11.1 %
ITALIAN	1	11.1 %
MEXICAN	1	11.1 %
MEXICAN AMERICAN	1	11.1 %
MIXED BREED	1	11.1 %
Total	9	100.0 %

Q22. What do you feel are the most important issues facing the City of Tempe?

Comments to Question 22 are provided in Appendix B.

Section 5:
Survey Instrument

CITY OF TEMPE COMMUNITY SURVEY



Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify ways to improve the quality of City services. Your responses will remain completely confidential. The information printed on the sticker on the back page will only be used to help identify which areas of the City need additional resources. If your address is not correct, please provide the correct information.

How satisfied are you with the following? <i>Please rate satisfaction level on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied".</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Perceptions of the City						
A. Overall, how satisfied are you with the quality of services offered by Tempe?	5	4	3	2	1	9
B. Appearance of the City	5	4	3	2	1	9
C. Image of the City	5	4	3	2	1	9
D. How well the City is planning growth	5	4	3	2	1	9
E. Quality of life in the City	5	4	3	2	1	9
F. Feeling of safety in the City	5	4	3	2	1	9
2. Public Safety						
A. Quality of local police services	5	4	3	2	1	9
B. Enforcement of local traffic laws	5	4	3	2	1	9
C. Quality of local fire services	5	4	3	2	1	9
D. Quality of local ambulance service	5	4	3	2	1	9
E. Quality of local fire paramedic service	5	4	3	2	1	9
3. Which TWO of the public safety services <u>listed above</u> do you think the City should emphasize most over the next year? [write the letters for your top 2 choices]						
1 st choice: _____ 2 nd choice: _____						
4. Your Neighborhood						
A. Condition of streets	5	4	3	2	1	9
B. Maintenance of private property	5	4	3	2	1	9
C. Condition of alley (if applicable)	5	4	3	2	1	9
D. Feeling of safety	5	4	3	2	1	9
E. Quality of neighborhood park	5	4	3	2	1	9
5. Which TWO of the neighborhood services <u>listed above</u> do you think the City should emphasize most over the next year? [write the letters for your top 2 choices]						
1 st choice: _____ 2 nd choice: _____						
6. Parks and Recreation						
A. Quality of City parks	5	4	3	2	1	9
B. Availability of City recreation centers	5	4	3	2	1	9
C. City swimming pools and programs	5	4	3	2	1	9
D. City golf courses (Rolling Hills/Ken McDonald)	5	4	3	2	1	9
E. Outdoor athletic fields (e.g., baseball, soccer...)	5	4	3	2	1	9
F. Quality of City recreation programs	5	4	3	2	1	9
G. Have you visited a City of Tempe Park during the last 12 months? ____ (1) Yes ____ (2) No						
7. Which TWO of the parks and recreation services <u>listed above</u> do you think the City should emphasize most over the next year? [write the letters for your top 2 choices]						
1 st choice: _____ 2 nd choice: _____						

How satisfied are you with the following? <i>Please rate satisfaction level on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied".</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
8. Community Services						
A. Quality of library services	5	4	3	2	1	9
B. Quality of Kid Zone after school programs	5	4	3	2	1	9
C. Tempe Opportunities brochure	5	4	3	2	1	9
9. Which ONE of the <u>community</u> services listed above do you think the City should emphasize most over the next year? [write the letter for your top choice] <div style="text-align: right;">1st choice: _____</div>						
10. Communication						
A. Availability of information about City programs and services	5	4	3	2	1	9
B. City efforts to inform you about local issues	5	4	3	2	1	9
C. Which of the following do you use to get information about the City of Tempe? (check all that apply) ____ (1) Water bill newsletter ____ (3) Local radio ____ (5) City website ____ (7) Calling the City ____ (2) Local newspapers ____ (4) Television news ____ (6) Tempe 11 channel ____ (8) Other: _____						
11. Which ONE of the types of <u>communication</u> listed in Question #10C do you think the City should emphasize most over the next year? [write the number for your top choice] <div style="text-align: right;">1st choice: _____</div>						
12. Transportation						
A. Overall condition of City streets	5	4	3	2	1	9
B. Condition and clarity of street signs	5	4	3	2	1	9
C. Adequacy of City street lighting	5	4	3	2	1	9
D. Quality of local bus service	5	4	3	2	1	9
E. Quality of walking and biking paths in the City	5	4	3	2	1	9
13. Which TWO of the <u>transportation</u> services listed above do you think the City should emphasize most over the next year? [write the letter for your top 2 choices] <div style="text-align: right;">1st choice: _____ 2nd choice: _____</div>						
14. Appearance of the City						
A. Responsiveness to code enforcement complaints	5	4	3	2	1	9
B. Landscape maintenance along City streets/sidewalks	5	4	3	2	1	9
C. Cleanliness of City streets and sidewalks	5	4	3	2	1	9
15. Which ONE of the services listed above do you think the City should emphasize most over the next year to improve the overall appearance of the City? [write the letters for your top choice] <div style="text-align: right;">1st choice: _____</div>						
16. City Utility Services						
A. Residential trash collection services	5	4	3	2	1	9
B. Recycling services	5	4	3	2	1	9
C. Bulky item pick up/removal services	5	4	3	2	1	9
D. Water service	5	4	3	2	1	9
17. Which TWO of the <u>utility</u> services listed above do you think the City should emphasize most over the next year? [write the letters for your top 2 choices] <div style="text-align: right;">1st choice: _____ 2nd choice: _____</div>						

How satisfied are you with the following? <i>Please rate satisfaction level on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied".</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
18. Customer Service						
A. Have you contacted the City of Tempe during the past year? ___(1) Yes [answer Questions 18 B-F] ___(2) No [go to Question 19]						
B. How easy they were to contact	5	4	3	2	1	9
C. The way you were treated	5	4	3	2	1	9
D. The accuracy of the information you were given	5	4	3	2	1	9
E. How quickly staff responded to your request	5	4	3	2	1	9
F. How well your issue was handled	5	4	3	2	1	9
19. OVERALL PRIORITIES. Which TWO of the following major categories of city services do you think the City should emphasize most over the next year? [check up to 2 items from the list below]						
___A. Public Safety ___D. Community Services (e.g., libraries) ___G. Appearance of the City ___B. Neighborhood ___E. Communication ___H. Utility Services ___C. Parks and Recreation ___F. Transportation ___I. Customer Service						
20. Overall Ratings of the City						
A. As a place to live	5	4	3	2	1	9
B. As a place to raise children	5	4	3	2	1	9
C. As a place to work	5	4	3	2	1	9
D. As a place to retire	5	4	3	2	1	9
E. As a place to own and operate a small business	5	4	3	2	1	9
F. In general, how satisfied are you with the City's overall efforts to promote diversity in the community?	5	4	3	2	1	9
G. In general, how satisfied are you with the direction the City is heading?	5	4	3	2	1	9
H. In general, how satisfied are you with the leadership of the City's elected officials?	5	4	3	2	1	9
21. Demographics						
A. Approximately how many years have you lived in Tempe? ___(1) Less than 5 years ___(2) 5-10 years ___(3) 11-20 years ___(4) More than 20 years						
B. What is your age? ___(1) Under 25 years ___(2) 25-34 years ___(3) 35-44 years ___(4) 45-54 years ___(5) 55-64 years ___(6) 65-74 years ___(7) More than 75 years						
C. What is your gender? ___(1) Female ___(2) Male						
D. Are you a full-time student? ___(1) Yes ___(2) No						
E. Do you own or rent your current residence? ___(1) Own ___(2) Rent						
F. Have you visited Downtown Tempe during the past year? ___(1) Yes ___(2) No						
G. Which of the following best describes your race/ethnicity? (check all that apply) ___(1) Asian/Pacific Islander ___(2) White ___(3) American Indian/Eskimo ___(4) Black/African American ___(5) Hispanic/Latino/Spanish ___(9) Other: _____						

22. [Optional] What do you feel are the most important issues facing the City of Tempe? [list up to two issues]

This concludes the survey. Thank you for your time!
 Please return your completed survey in the enclosed postage paid envelope addressed to ETC Institute, 725 West Frontier Circle, Olathe, KS 66061