City of Tempe 2008
Community Attitude Survey
FINAL REPORT

Submitted to

The City of
Tempe,
Arizona

by

etc
Institute

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Contents

2008 DirectionFinder® Survey
Executive Summary Report

Overview and Methodology

ETC Institute conducted its second annual community attitude survey for the City of Tempe during the winter of 2008 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, 415 completed the survey by phone and 444 returned it by mail for a total of 859 completed surveys.

The results for the random sample of 859 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.

MAP TO BE ADDED HERE

The percentage of "don't know" responses has been excluded from many of the graphs and the benchmarking data shown in this report to facilitate valid comparisons between city services. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been provided in the tabular data section of this report. 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".

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.

Overall Assessment

For the second year in a row, the City of Tempe rated above average in almost every area that was assessed on the survey. Tempe received the highest rating of satisfaction for the following areas among all cities that have participated in ETC Institute's DirectionFinder® Survey during the past four years.

- Overall satisfaction with quality of City services rated 34% above the national average (92% in Tempe vs. 58% U.S.)

- Satisfaction with the condition of city streets rated 25% above the national average (81% in Tempe vs. 56% U.S.).

- Satisfaction with the condition of streets in neighborhoods rated 19% above the national average (82% in Tempe vs. 63% U.S.)

- Satisfaction with city water services rated 21% above the national average (91% in Tempe vs. 70% U.S.

- Satisfaction with the enforcement of traffic laws rated 19% above the national average (71% in Tempe vs. 52% U.S.).

Some of the other 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 20% above the national average (84% in Tempe vs. 64% U.S.)

- Satisfaction with the availability of information about city programs and services rated 23% above the national average (70% in Tempe vs. 47% U.S.)

- Satisfaction with the overall image of the city rated 19% above the national average (87% in Tempe vs. 68% U.S.)

- Satisfaction with the overall appearance of the city rated 19% above the national average (86% in Tempe vs. 67% U.S.)

- Satisfaction with City efforts to keep residents informed rated 21% above the national average (65% in Tempe vs. 44% U.S.)

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. This is especially impressive given the increasing dissatisfaction that many residents feel toward governmental organizations due to the current economic-related issues in the United States. 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 (87%) and the image of the City (87%). Residents were least satisfied with how well the City is planning growth (63%), however satisfaction with the city's efforts to plan for grow increased significantly (+7%) from last year's survey (56% in 2007).

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 (95%), as a place to work (84%), and as a place to raise children (86%).

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 (92%), quality of local fire paramedic service (89%), quality of local police services (83%) and the quality of local ambulance service (83%).

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. Eighty-two percent (82%) of those surveyed, who had an opinion, indicated that they were satisfied with the condition of streets in their neighborhood; 81% were satisfied with the condition of sidewalks in their neighborhood and 76% were satisfied with the quality of their neighborhood park.

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 maintenance of private property, and (2) the feeling of safety in their neighborhood.

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 larger City parks (86%), the quality of City recreation centers (80%), and with the outdoor athletic fields (75%).

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 quality of larger City parks, and (2) the quality of City recreation programs for youth.

Community Services. Eighty-nine (90%) of respondents who had an opinion were satisfied with the quality of library services; 9% were neutral and only 1% 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 (74%), 2) the local newspapers (67%) and 3) the television news (43%).

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 local newspapers, and 3) the City website.

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 (83%), the overall condition of the streets (81%) and the adequacy of City street lighting (70%).

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 management of traffic flow on city streets, and (2) the overall condition of City streets.

Appearance of the City. Eighty-percent (80%) of residents who had an opinion were satisfied with the cleanliness of City streets; 15% were neutral and 5% were dissatisfied.

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 (94%), water services (91%) and recycling services (90%).

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) bulky item pick up and removal services, and (2) recycling 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.

Trends: City Service Categories That Should Receive the Most Emphasis Over the Next Year 2007 vs. 2008
by percentage of respondents who selected the item as one of their top two choices

Source: ETC Institute (2008)
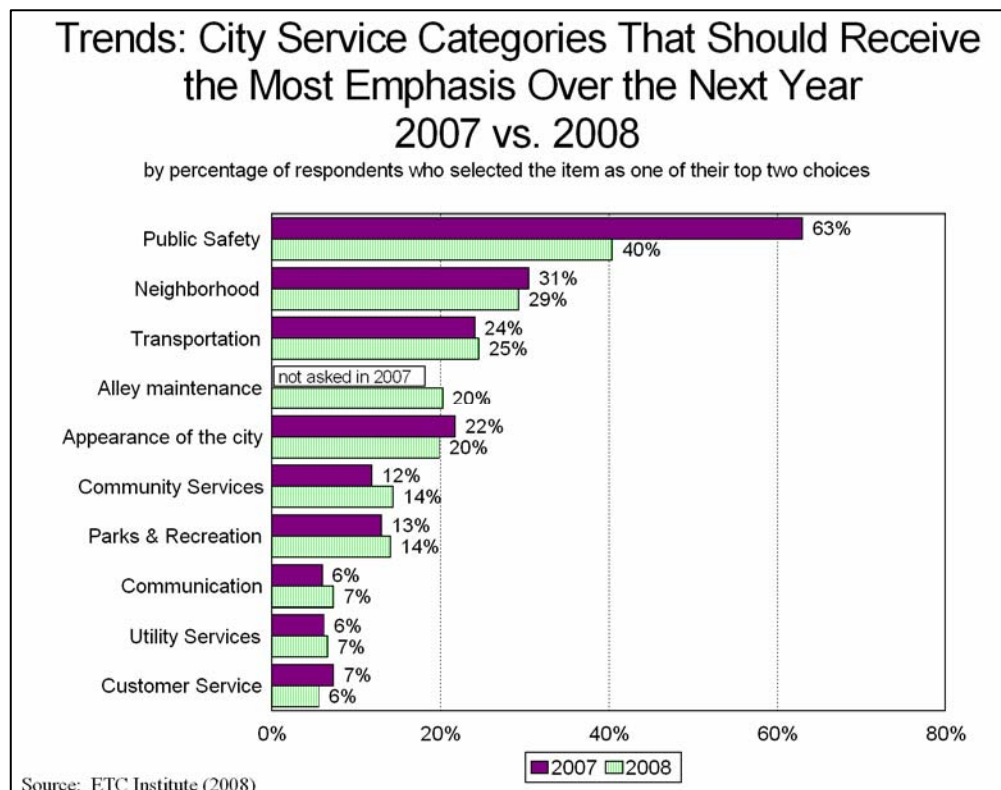
Other Findings

- 76% of residents, or members of their household, have visited a park in the City of Tempe in the past 12 months.

- 70% of residents surveyed who had an opinion were satisfied with the information available on City programs and services; 22% were neutral and 8% were dissatisfied.

- 69% of those surveyed reported that they would rate the overall condition of their neighborhood as "excellent" or "good", 25% would rate it as "average", 5% rated it as either "poor" or "very poor" and 1% didn't know..

- 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
2008 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)

Item	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Satisfaction w/quality of services offered by City	36%	56%	6%	2%
Quality of life in the city	34%	54%	9%	4%
Image of the city	36%	50%	10%	3%
Appearance of the city	28%	58%	10%	4%
Feeling of safety in the city	23%	52%	16%	9%
How well the city is planning growth	20%	42%	26%	12%
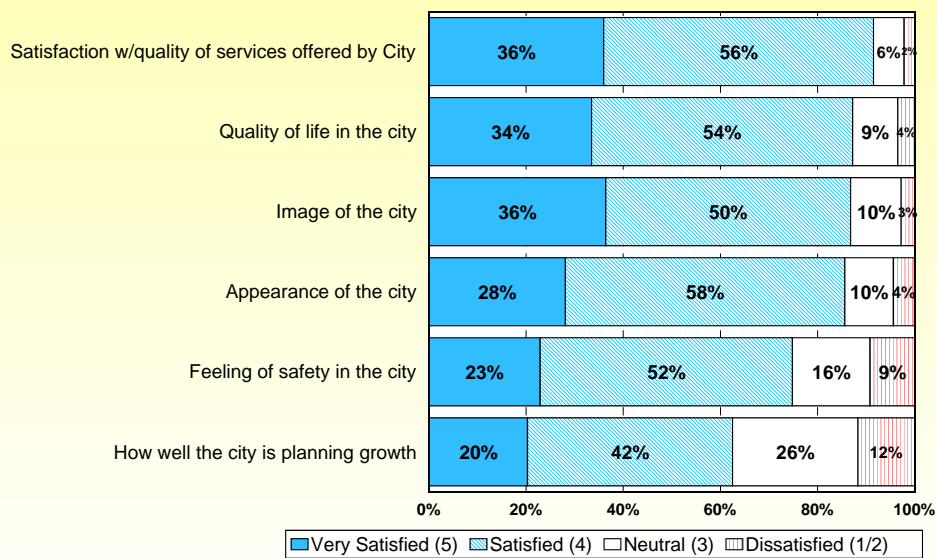
Source: ETC Institute (2008)

Trends: Perceptions of the City
2007 vs. 2008
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

	2007	2008
Satisfaction w/quality of services offered by City	88%	92%
Appearance of the city	80%	86%
Image of the city	82%	87%
How well the city is planning growth	58%	63%
Quality of life in the city	83%	87%
Feeling of safety in the city	62%	75%

■2007 □2008
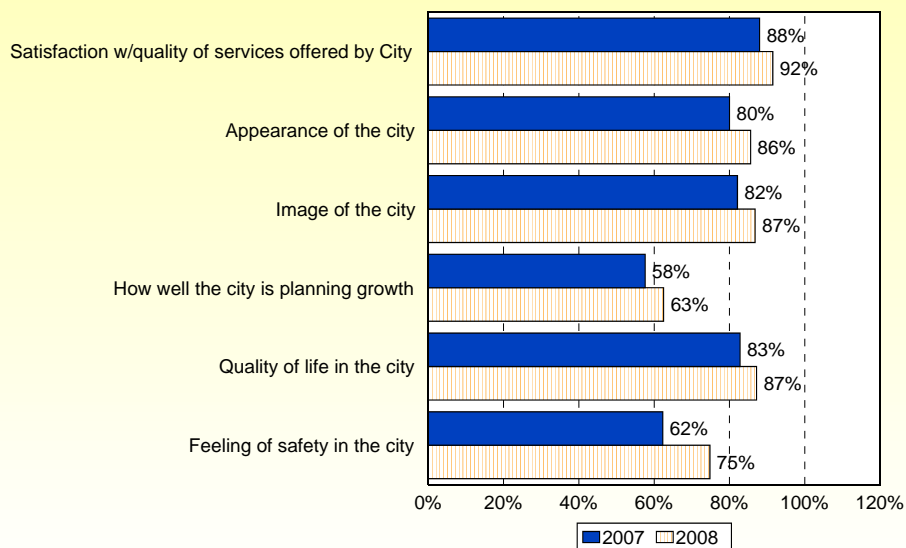
Source: ETC Institute (2008)

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)

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Quality of local fire services	44%	47%	8%	1%
Quality of local fire paramedic service	46%	43%	11%	0%
Quality of local police services	33%	51%	11%	6%
Quality of local ambulance service	37%	47%	16%	1%
Enforcement of local traffic laws	23%	48%	18%	11%

■Very Satisfied (5) ▨Satisfied (4) □Neutral (3) ▧Dissatisfied (1/2)
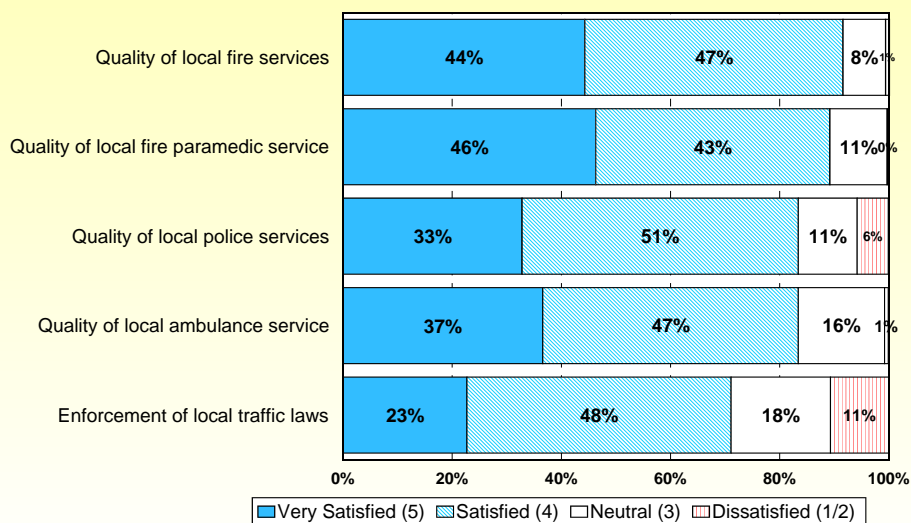
Source: ETC Institute (2008)

Trends: Level of Satisfaction with Various Aspects of Public Safety
2007 vs. 2008

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

Item	2007	2008
Quality of local police services	76%	83%
Enforcement of local traffic laws	66%	71%
Quality of local fire services	89%	92%
Quality of local ambulance service	80%	83%
Quality of local fire paramedic service	87%	89%

Legend: ■ 2007 □ 2008

Source: ETC Institute (2008)
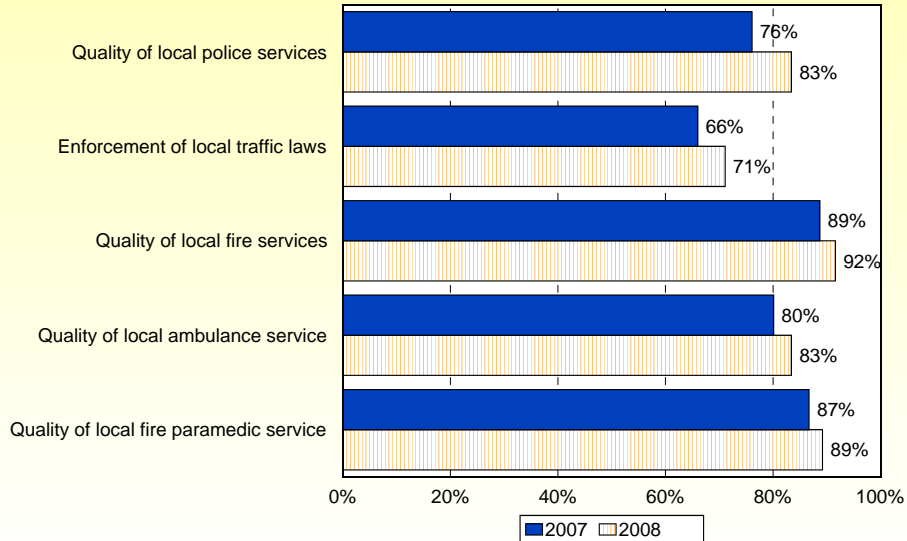
Trends: Public Safety Services That Should Receive the Most Emphasis Over the Next Year
2007 vs. 2008

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

Item	2007	2008
Quality of local police services	65%	59%
Enforcement of local traffic laws	40%	37%
Quality of local fire services	22%	24%
Quality of local fire paramedic service	18%	19%
Quality of local ambulance service	14%	14%

Legend: ■ 2007 □ 2008

Source: ETC Institute (2008)
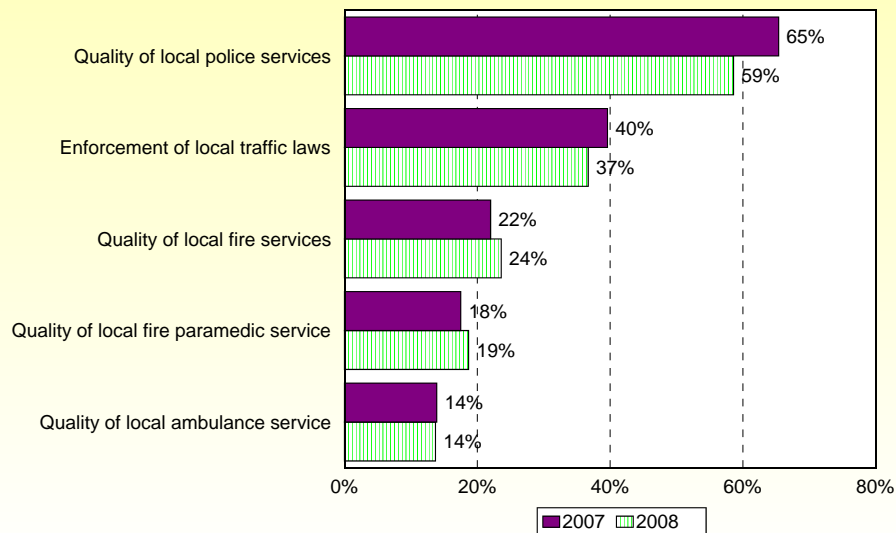
Level of Satisfaction with Services in
<u>Your Neighborhood</u>

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

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Condition of streets	23%	59%	12%	6%
Condition of sidewalks	21%	60%	14%	4%
Quality of neighborhood park	29%	47%	17%	7%
Feeling of safety	20%	53%	17%	10%
Maintenance of private property	11%	44%	25%	21%
Condition of alley	13%	38%	24%	26%

Source: ETC Institute (2008)

Trends: Level of Satisfaction with Various Aspects
of Your Neighborhood
2007 vs. 2008

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

	2007	2008
Condition of streets	76%	82%
Condition of sidewalks	not asked in 2007	81%
Maintenance of private property	55%	54%
Condition of alley	46%	50%
Feeling of safety	66%	73%
Quality of neighborhood park	77%	76%

Source: ETC Institute (2008)

Trends: Neighborhood Services That Should Receive the Most Emphasis Over the Next Year 2007 vs. 2008

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

Service	2007	2008
Maintenance of private property	36%	44%
Feeling of safety	47%	43%
Condition of streets	34%	31%
Condition of alley	23%	27%
Quality of neighborhood park	23%	23%
Condition of sidewalks	not asked in 2007	12%

■2007 ▥2008

Source: ETC Institute (2008)

How would you rate the overall condition of your neighborhood?

by percentage of respondents

- Average 25%
- Poor 4%
- Very poor 1%
- Don't know 1%
- Good 48%
- Excellent 21%

Source: ETC Institute (2008)

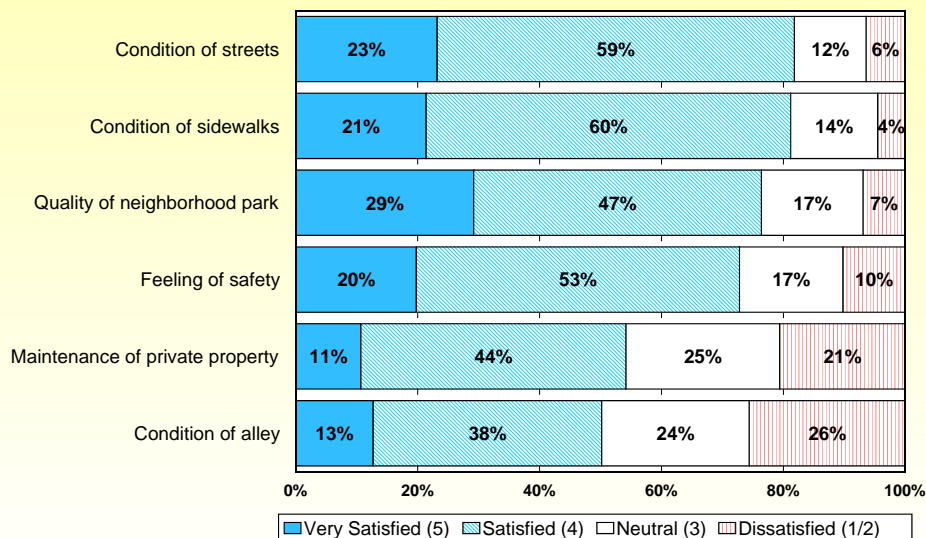## Level of Satisfaction with Various Aspects of <u>Parks and Recreation</u>

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

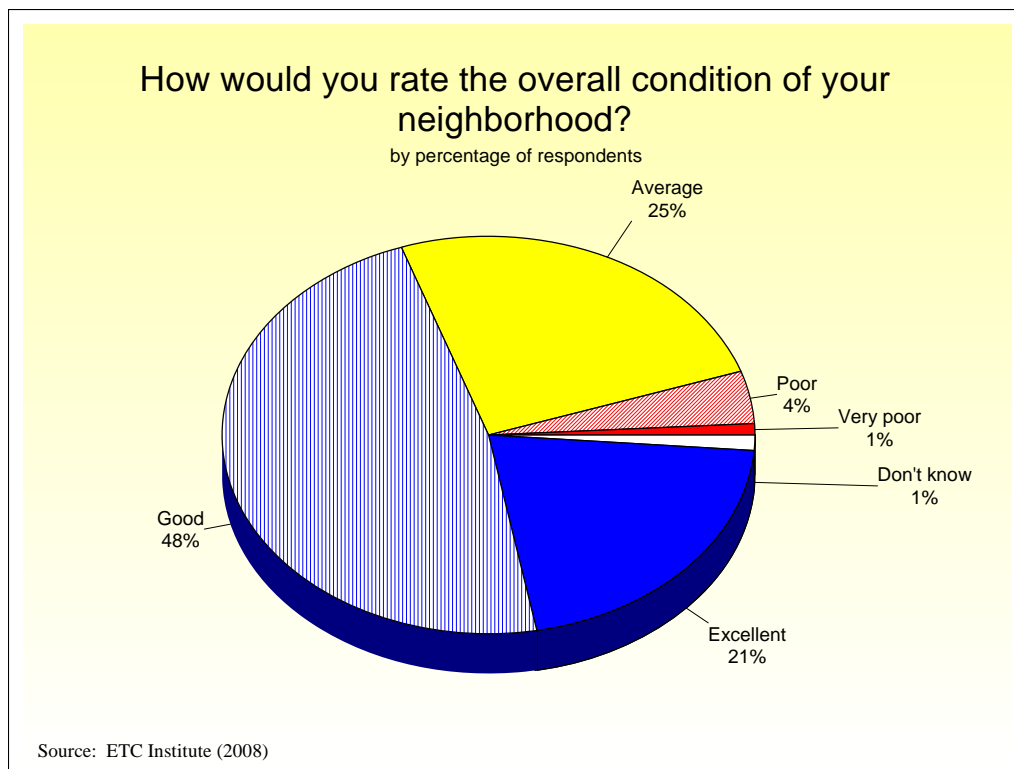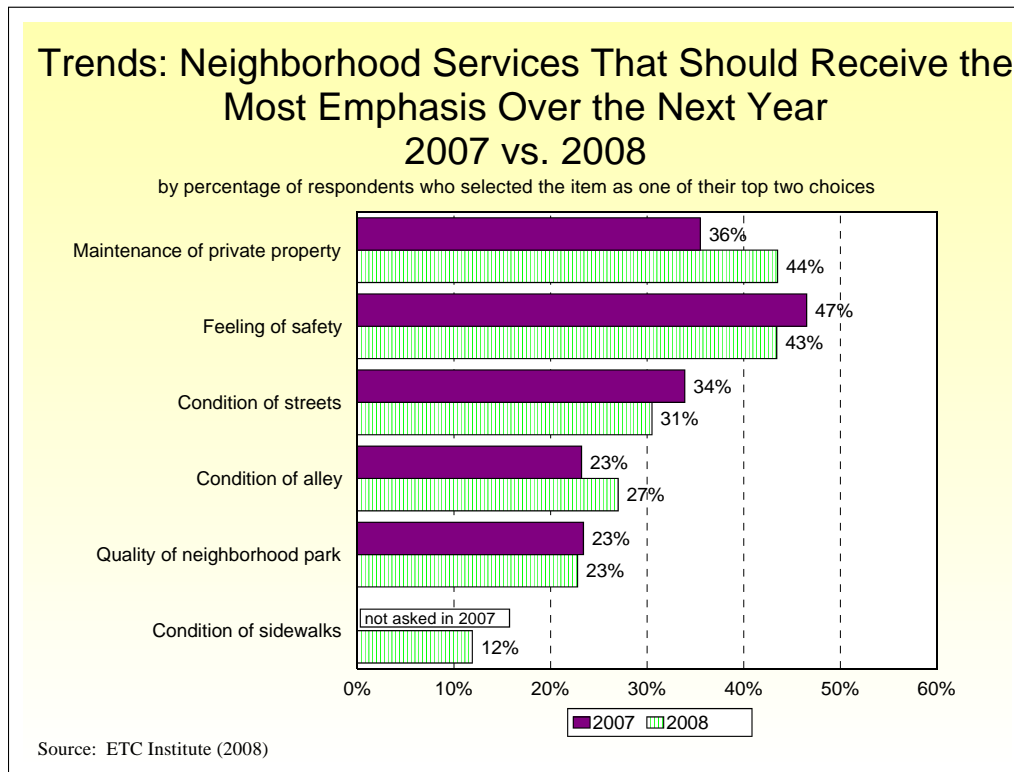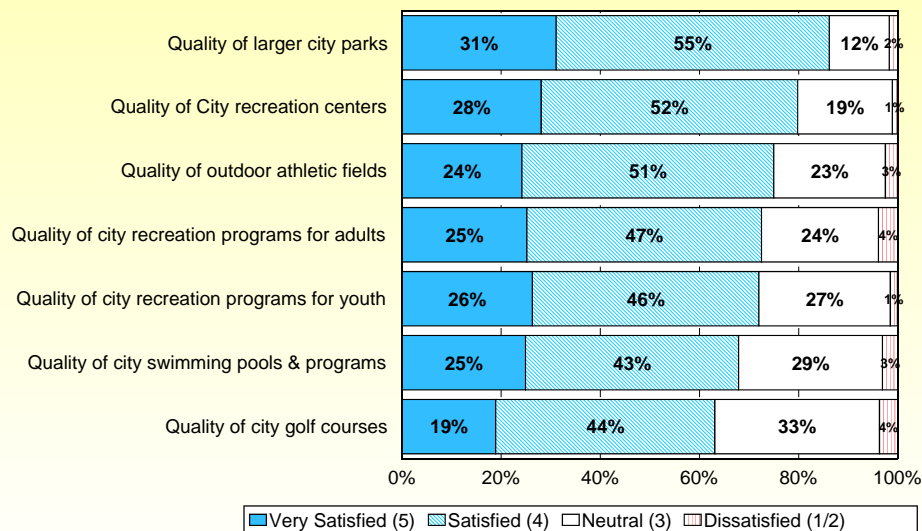|	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Quality of larger city parks	31%	55%	12%	2%
Quality of City recreation centers	28%	52%	19%	1%
Quality of outdoor athletic fields	24%	51%	23%	3%
Quality of city recreation programs for adults	25%	47%	24%	4%
Quality of city recreation programs for youth	26%	46%	27%	1%
Quality of city swimming pools & programs	25%	43%	29%	3%
Quality of city golf courses	19%	44%	33%	4%

Source: ETC Institute (2008)

Trends: Level of Satisfaction with Various Aspects of Parks and Recreation 2007 vs. 2008

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

	2007	2008
Quality of larger city parks	84% (asked as "Quality of city parks" in 2007)	86%
Quality of City recreation centers	76%	80%
Quality of city swimming pools & programs	67%	68%
Quality of outdoor athletic fields	74%	75%
Quality of city recreation programs for youth	not asked in 2007	72%
Quality of city recreation programs for adults	not asked in 2007	73%
Quality of city golf courses	64%	63%
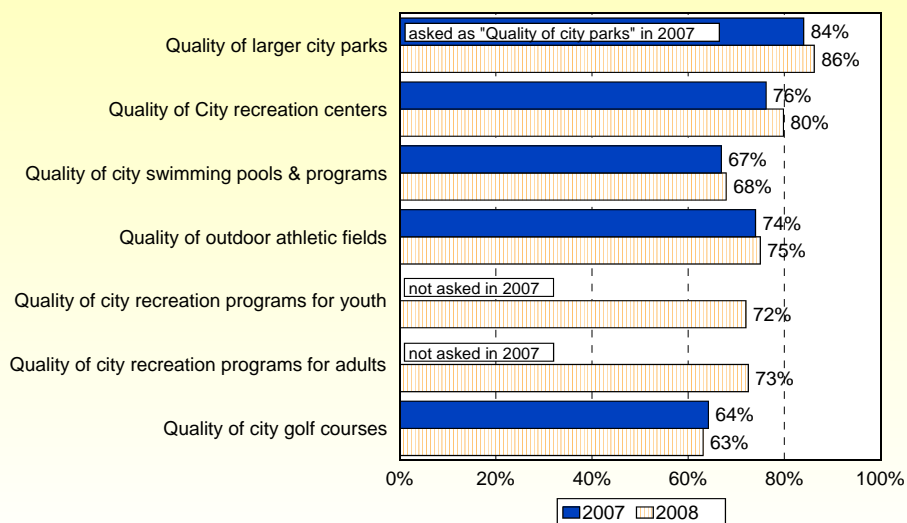
Source: ETC Institute (2008)

Trends: Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Year
2007 vs. 2008
by percentage of respondents who selected the item as one of their top two choices

Quality of larger city parks	asked as "Quality of city parks" in 2007 — 48% / 29%
Quality of city recreation programs for youth	not asked in 2007 — 27%
Quality of city recreation centers	29% / 20%
Quality of city recreation programs for adults	not asked in 2007 — 18%
Quality of outdoor athletic fields	17% / 14%
Quality of city swimming pools & programs	15% / 13%
Quality of city golf courses	10% / 11%

0% 10% 20% 30% 40% 50% 60%

■ 2007 ▦ 2008

Source: ETC Institute (2008)

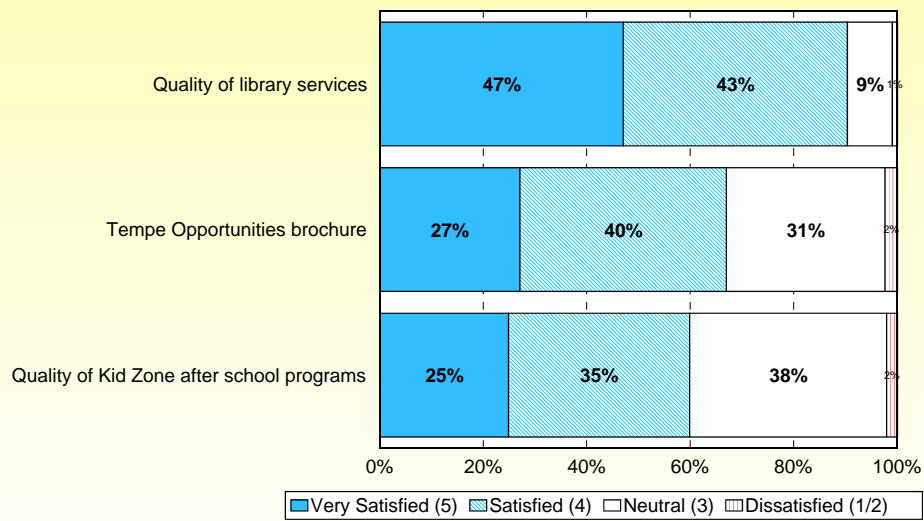## Level of Satisfaction with Various Aspects of
<u>Community Services</u>

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

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Quality of library services	47%	43%	9%	1%
Tempe Opportunities brochure	27%	40%	31%	2%
Quality of Kid Zone after school programs	25%	35%	38%	2%

0% 20% 40% 60% 80% 100%

■ Very Satisfied (5) ▧ Satisfied (4) □ Neutral (3) ▥ Dissatisfied (1/2)

Source: ETC Institute (2008)

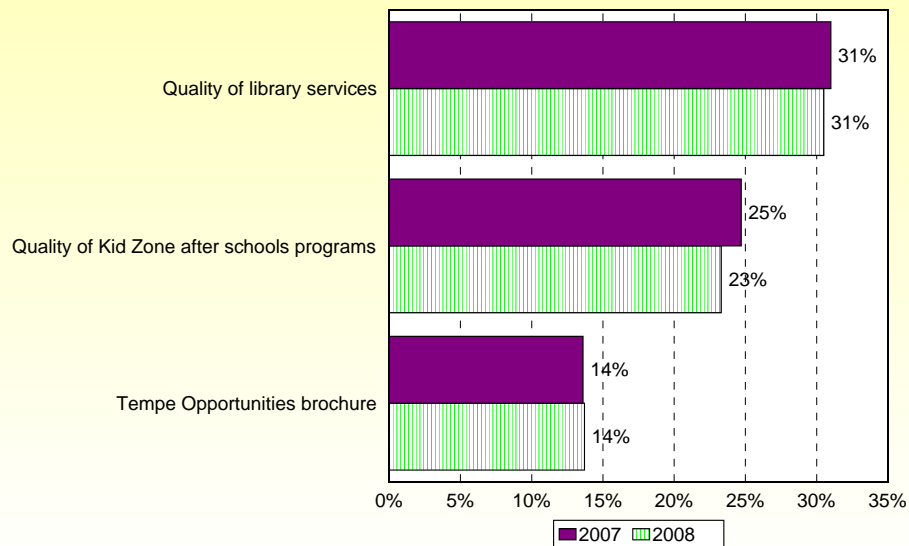## Trends: Level of Satisfaction with Various Aspects of Community Services
2007 vs. 2008

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

Quality of library services — 89% (2007), 90% (2008)

Quality of Kid Zone after school programs — 55% (2007), 60% (2008)

Tempe Opportunities brochure — 64% (2007), 67% (2008)

Source: ETC Institute (2008)
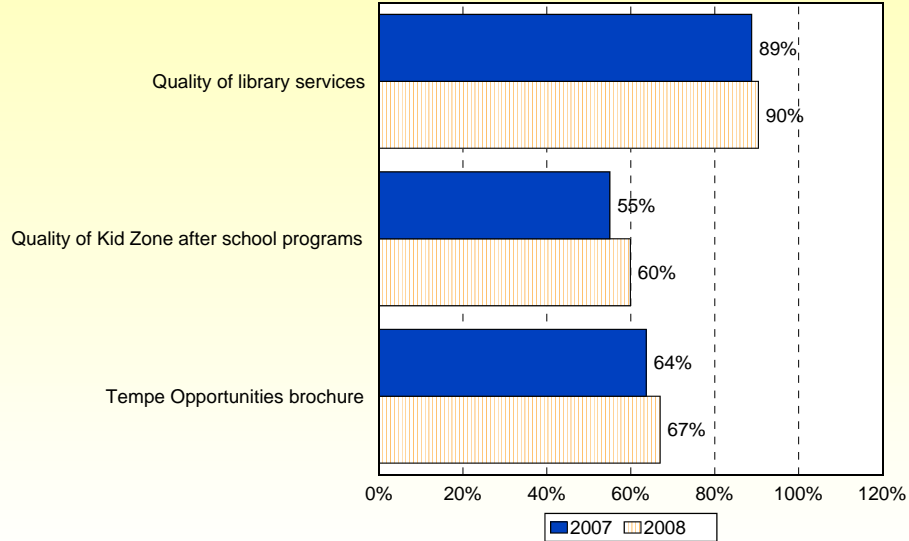
Trends: Community Services That Should Receive the Most Emphasis Over the Next Year
2007 vs. 2008

by percentage of respondents

Quality of library services — 31% (2007), 31% (2008)

Quality of Kid Zone after schools programs — 25% (2007), 23% (2008)

Tempe Opportunities brochure — 14% (2007), 14% (2008)

Source: ETC Institute (2008)

Level of Satisfaction with Various Aspects of City Communication

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

Information available on City programs/services
- Very Satisfied (5): 22%
- Satisfied (4): 48%
- Neutral (3): 22%
- Dissatisfied (1/2): 8%

City efforts to inform about local issues
- Very Satisfied (5): 20%
- Satisfied (4): 45%
- Neutral (3): 25%
- Dissatisfied (1/2): 10%

Legend: ■ Very Satisfied (5) ▨ Satisfied (4) □ Neutral (3) ▥ Dissatisfied (1/2)

Source: ETC Institute (2008)

Trends: Level of Satisfaction with Various Aspects of City Communication
2007 vs. 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
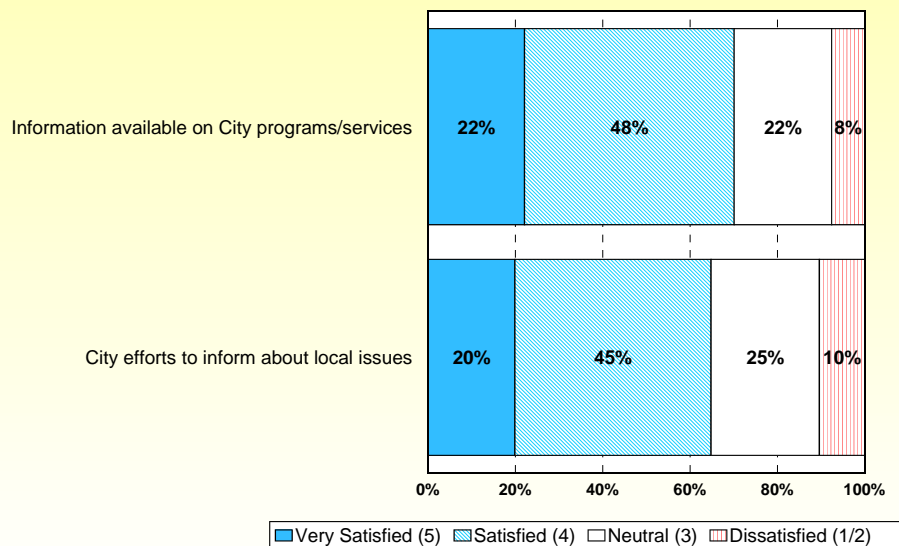
Information available on City programs/services
- 2007: 67%
- 2008: 70%

City efforts to inform about local issues
- 2007: 61%
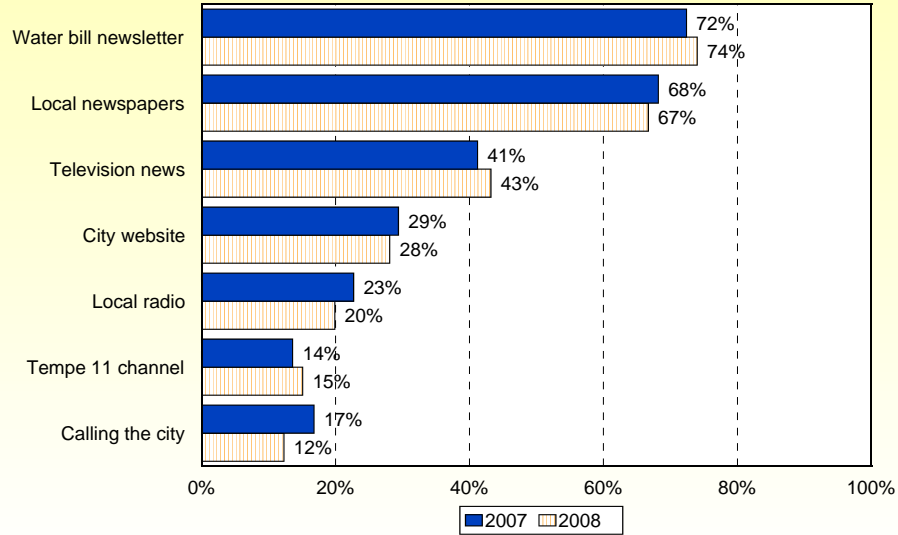- 2008: 65%

Legend: ■ 2007 □ 2008
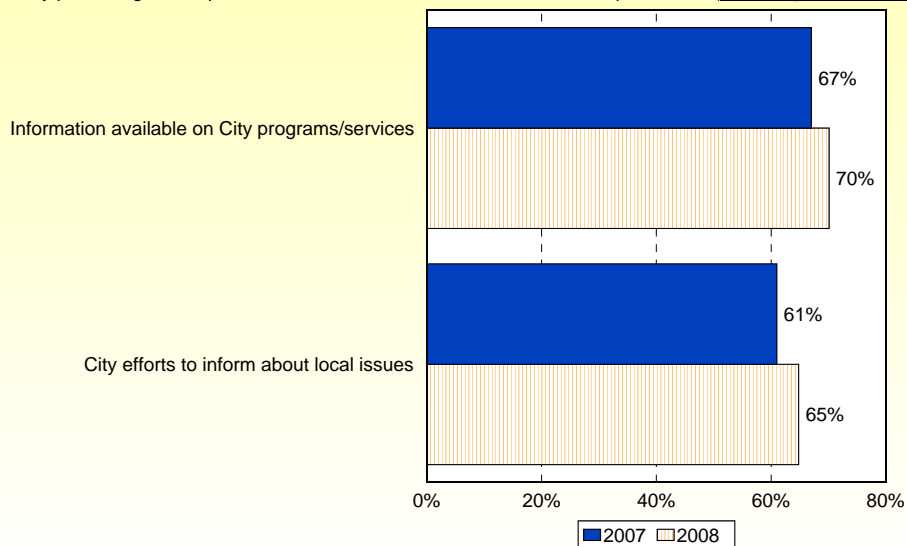
Source: ETC Institute (2008)

Trends: Which of the following do you use to get information about the City of Tempe?
2007 vs. 2008
by percentage of respondents (multiple answers allowed)

Water bill newsletter — 72% (2007), 74% (2008)
Local newspapers — 68% (2007), 67% (2008)
Television news — 41% (2007), 43% (2008)
City website — 29% (2007), 28% (2008)
Local radio — 23% (2007), 20% (2008)
Tempe 11 channel — 14% (2007), 15% (2008)
Calling the city — 17% (2007), 12% (2008)

Source: ETC Institute (2008)

Trends: Which types of communication should the City emphasize the most over the next year?
2007 vs 2008
by percentage of respondents (limited to top choice)
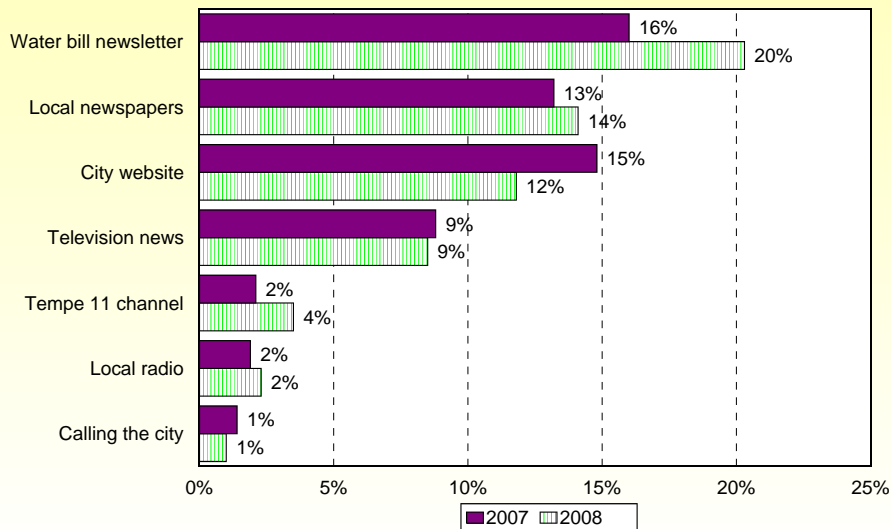
Water bill newsletter — 16% (2007), 20% (2008)
Local newspapers — 13% (2007), 14% (2008)
City website — 15% (2007), 12% (2008)
Television news — 9% (2007), 9% (2008)
Tempe 11 channel — 2% (2007), 4% (2008)
Local radio — 2% (2007), 2% (2008)
Calling the city — 1% (2007), 1% (2008)

Source: ETC Institute (2008)

Level of Satisfaction with Various Aspects of <u>Transportation Services</u>

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

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Condition & clarity of street signs	25%	58%	14%	4%
Condition of City streets	17%	64%	13%	7%
Adequacy of city street lighting	17%	53%	19%	11%
Quality of walking & biking paths in the city	19%	48%	23%	11%
Quality of local bus service	26%	39%	27%	9%
Management of traffic flow on city streets	11%	47%	24%	19%
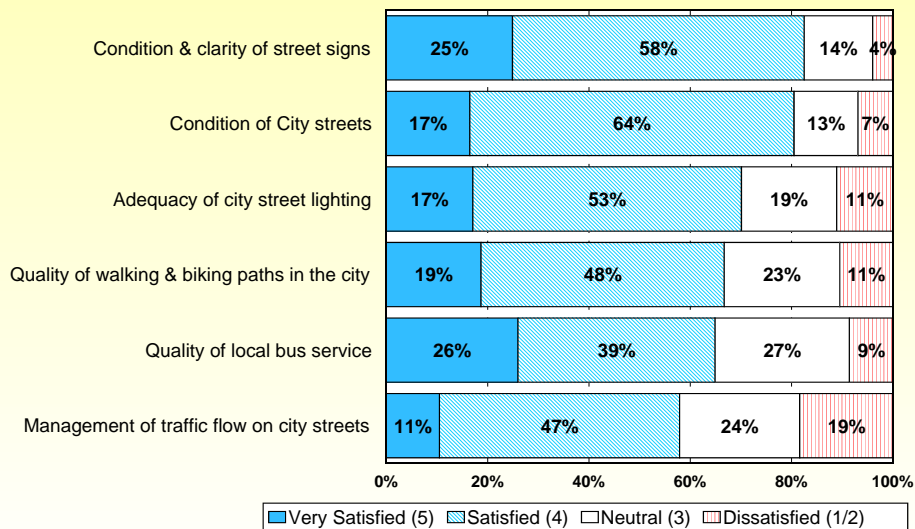
Source: ETC Institute (2008)

Trends: Level of Satisfaction with Various Aspects of Transportation Services
2007 vs. 2008

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

	2007	2008
Condition of City streets	74%	81%
Condition & clarity of street signs	78%	83%
Adequacy of city street lighting	67%	70%
Quality of local bus service	58%	65%
Management of traffic flow on city streets	not asked in 2007	58%
Quality of walking & biking paths in the city	60%	67%

Source: ETC Institute (2008)

Trends: Transportation Services That Should Receive the Most Emphasis Over the Next Year 2007 vs. 2008

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

Source: ETC Institute (2008)

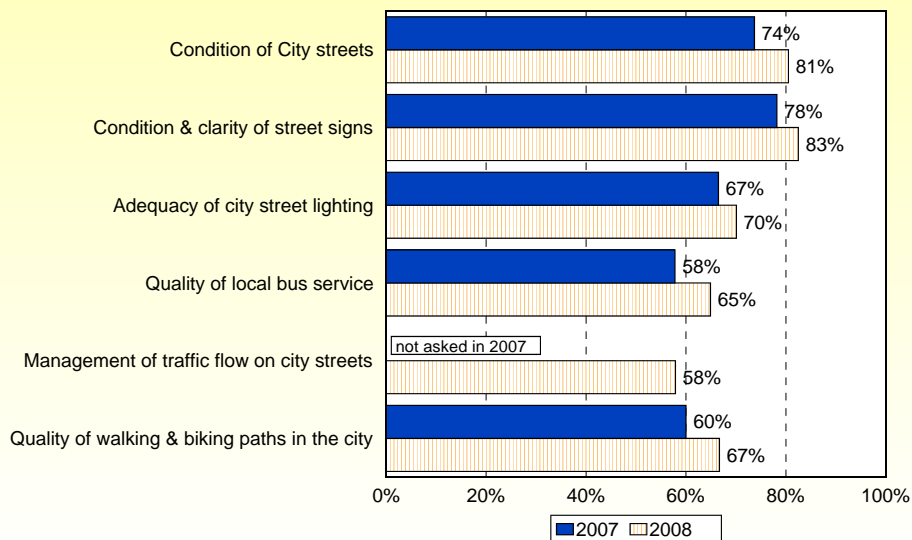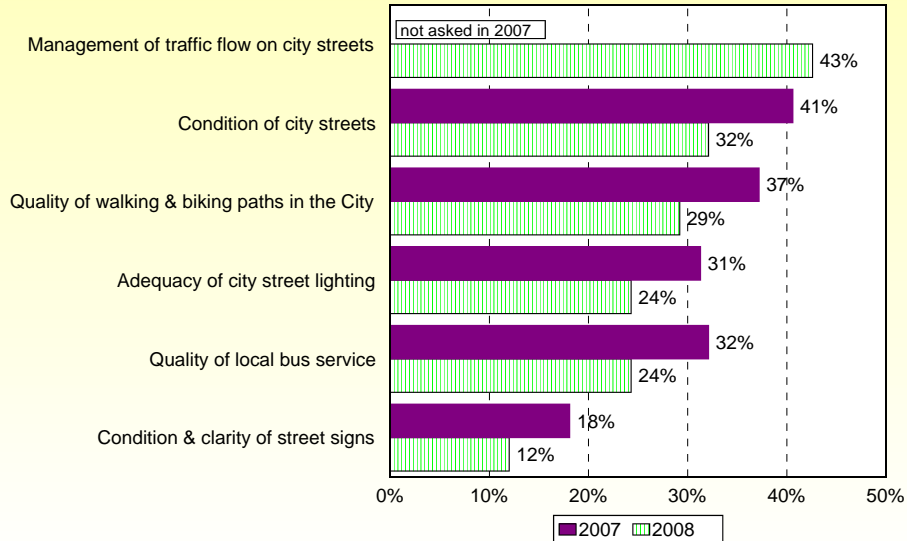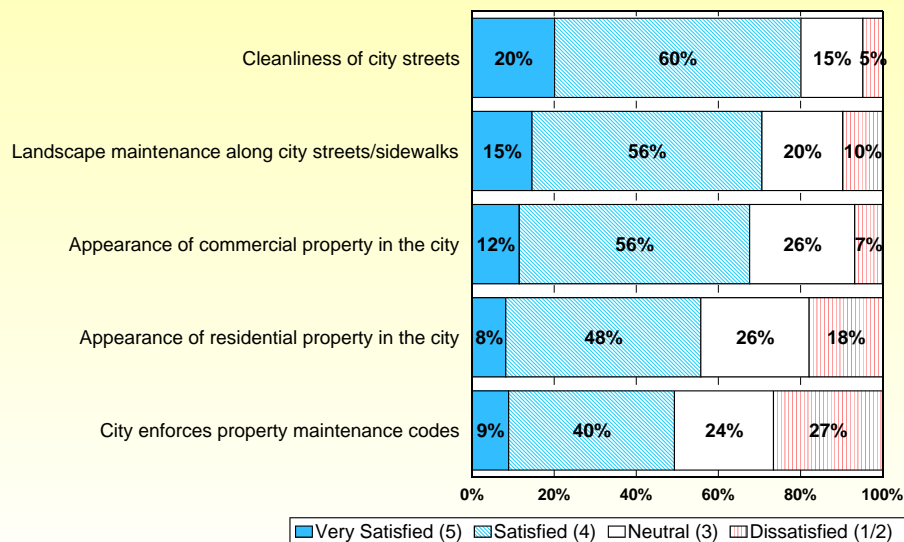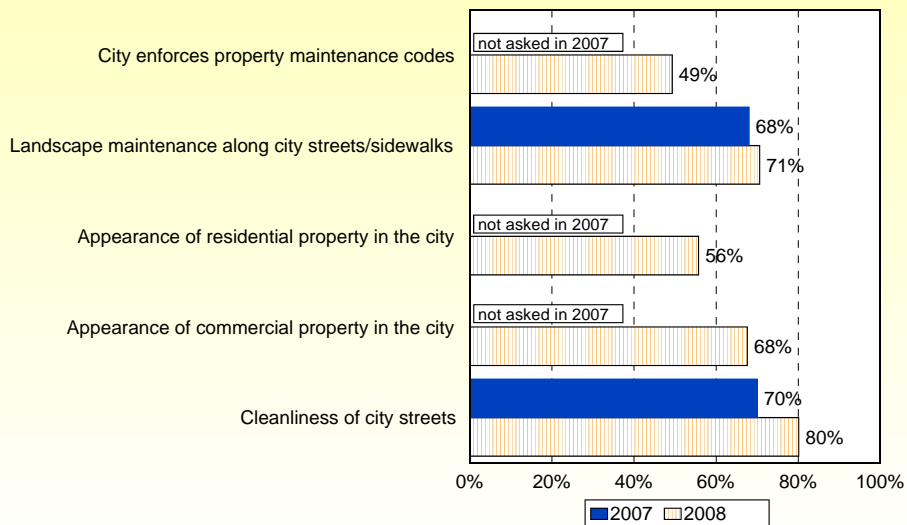## Level of Satisfaction with the Appearance of the City

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 (2008)

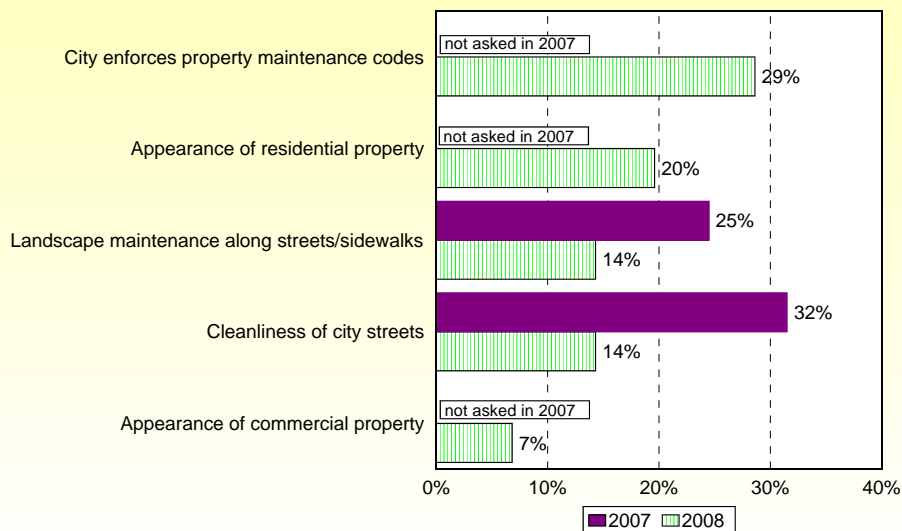## Trends: Level of Satisfaction with the Appearance of the City
2007 vs. 2008
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

City enforces property maintenance codes
- not asked in 2007
- 49%

Landscape maintenance along city streets/sidewalks
- 68%
- 71%

Appearance of residential property in the city
- not asked in 2007
- 56%

Appearance of commercial property in the city
- not asked in 2007
- 68%

Cleanliness of city streets
- 70%
- 80%

0%   20%   40%   60%   80%   100%

■2007 □2008

Source: ETC Institute (2008)

Trends: Appearance Issues That Should Receive the Most Emphasis Over the Next Year
2007 vs. 2008
by percentage of respondents

City enforces property maintenance codes
- not asked in 2007
- 29%

Appearance of residential property
- not asked in 2007
- 20%

Landscape maintenance along streets/sidewalks
- 25%
- 14%

Cleanliness of city streets
- 32%
- 14%

Appearance of commercial property
- not asked in 2007
- 7%

0%   10%   20%   30%   40%

■2007 □2008
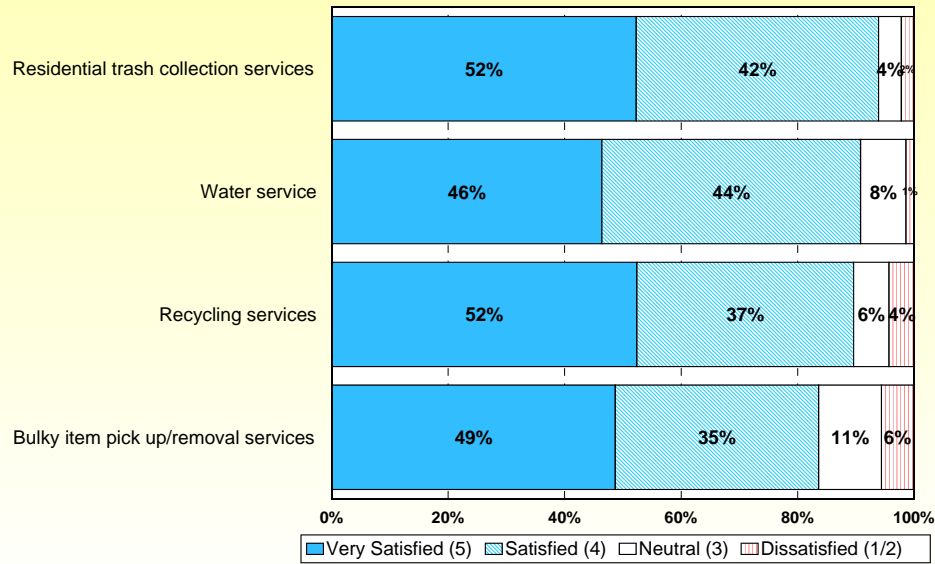
Source: ETC Institute (2008)

Level of Satisfaction with Various Aspects of City Utility Services

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

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Residential trash collection services	52%	42%	4%	%
Water service	46%	44%	8%	1%
Recycling services	52%	37%	6%	4%
Bulky item pick up/removal services	49%	35%	11%	6%

Source: ETC Institute (2008)

Trends: Level of Satisfaction with Various Aspects of City Utility Services
2007 vs. 2008

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

	2007	2008
Residential trash collection services	92%	94%
Recycling services	87%	90%
Bulky item pick up/removal services	82%	84%
Water service	88%	91%

Source: ETC Institute (2008)

Trends: Utility Services That Should Receive the Most Emphasis Over the Next Year
2007 vs. 2008
by percentage of respondents who selected the item as one of their top two choices

Service	2007	2008
Bulky item pick up/removal services	43%	42%
Recycling services	44%	41%
Residential trash collection services	30%	26%
Water service	28%	26%

Source: ETC Institute (2008)
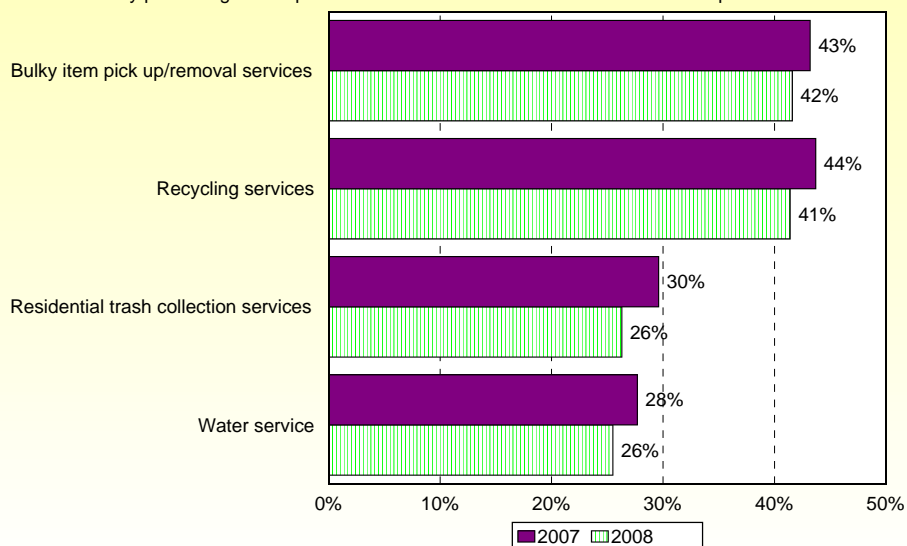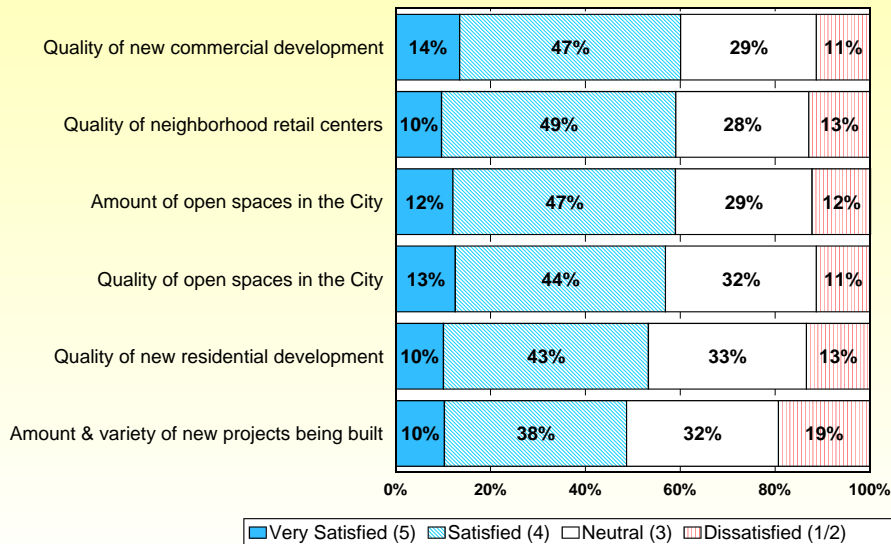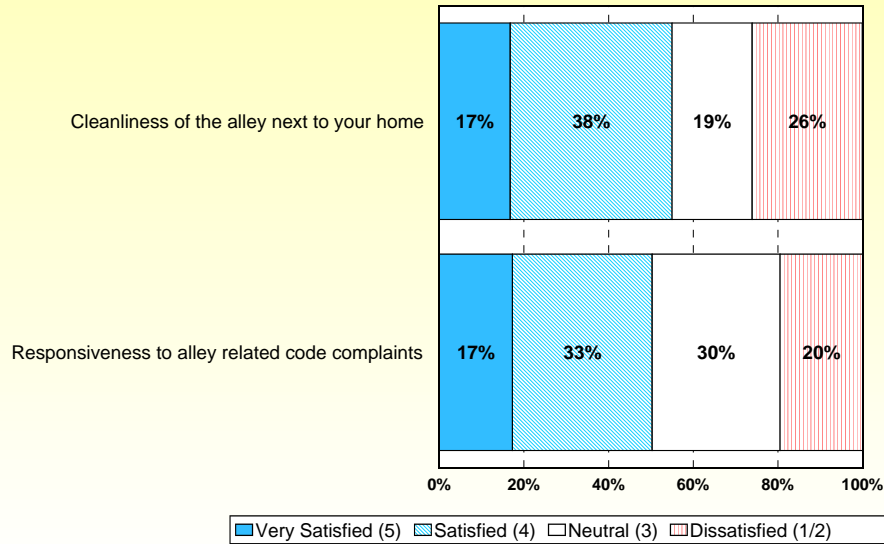
Level of Satisfaction with Various Aspects of
Land Use and Development
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

Aspect	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Quality of new commercial development	14%	47%	29%	11%
Quality of neighborhood retail centers	10%	49%	28%	13%
Amount of open spaces in the City	12%	47%	29%	12%
Quality of open spaces in the City	13%	44%	32%	11%
Quality of new residential development	10%	43%	33%	13%
Amount & variety of new projects being built	10%	38%	32%	19%

Source: ETC Institute (2008)

Level of Satisfaction with Various Aspects of
<u>Alley Maintenance</u>

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

Cleanliness of the alley next to your home: 17% | 38% | 19% | 26%

Responsiveness to alley related code complaints: 17% | 33% | 30% | 20%

0%   20%   40%   60%   80%   100%

■ Very Satisfied (5) ▨ Satisfied (4) □ Neutral (3) ▥ Dissatisfied (1/2)

Source: ETC Institute (2008)

Trends: Have you contacted the City of Tempe during
the last 12 months?

by percentage of respondents
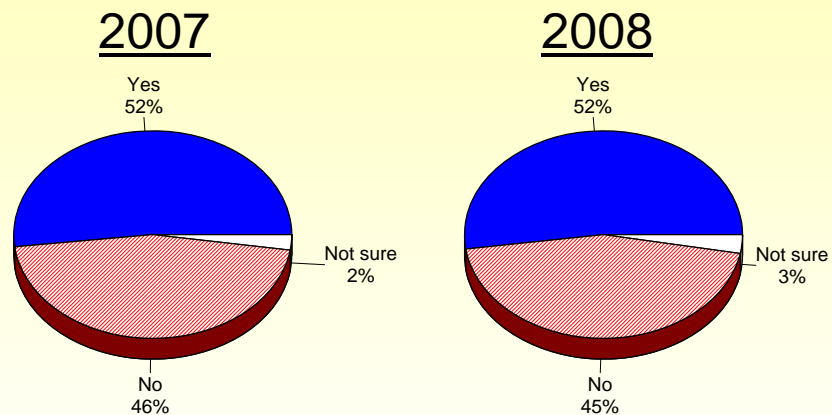
2007

Yes
52%

Not sure
2%

No
46%

2008

Yes
52%

Not sure
3%
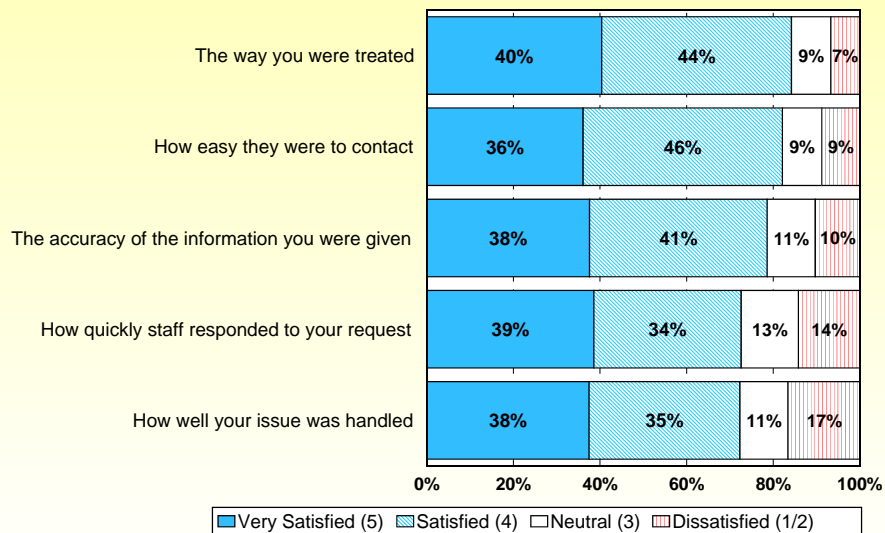
No
45%

Source: ETC Institute (2008)

Level of Satisfaction with Various Aspects of <u>Customer Service</u>
by percentage of respondents that contacted the City

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
The way you were treated	40%	44%	9%	7%
How easy they were to contact	36%	46%	9%	9%
The accuracy of the information you were given	38%	41%	11%	10%
How quickly staff responded to your request	39%	34%	13%	14%
How well your issue was handled	38%	35%	11%	17%

Source: ETC Institute (2008)

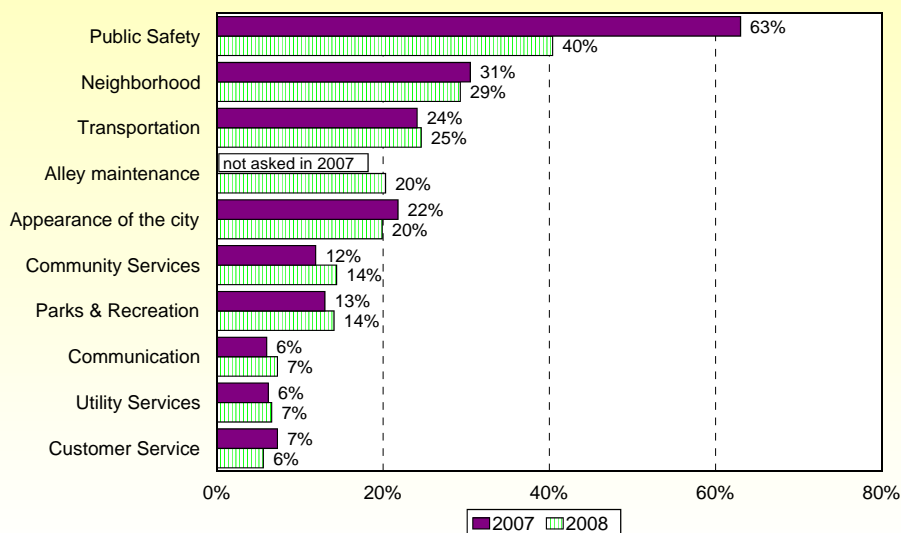## Trends: Level of Satisfaction with Various Aspects of Customer Service
2007 vs. 2008
by percentage of respondents that contacted the City who rated the item as a 4 or 5 on a 5-point scale
<u>(excluding don't knows)</u>

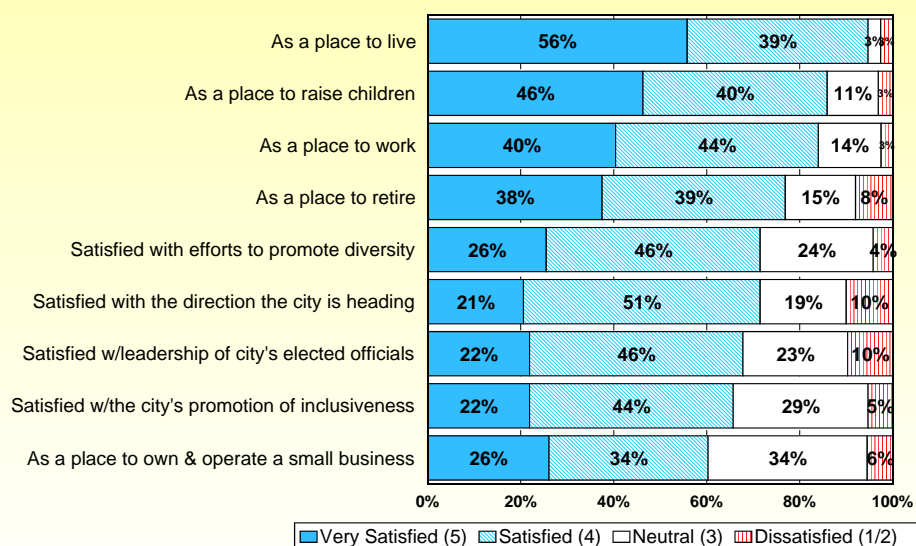|	2007	2008
The way you were treated	81%	84%
How easy they were to contact	77%	82%
The accuracy of the information you were given	75%	79%
How quickly staff responded to your request	71%	73%
How well your issue was handled	69%	72%
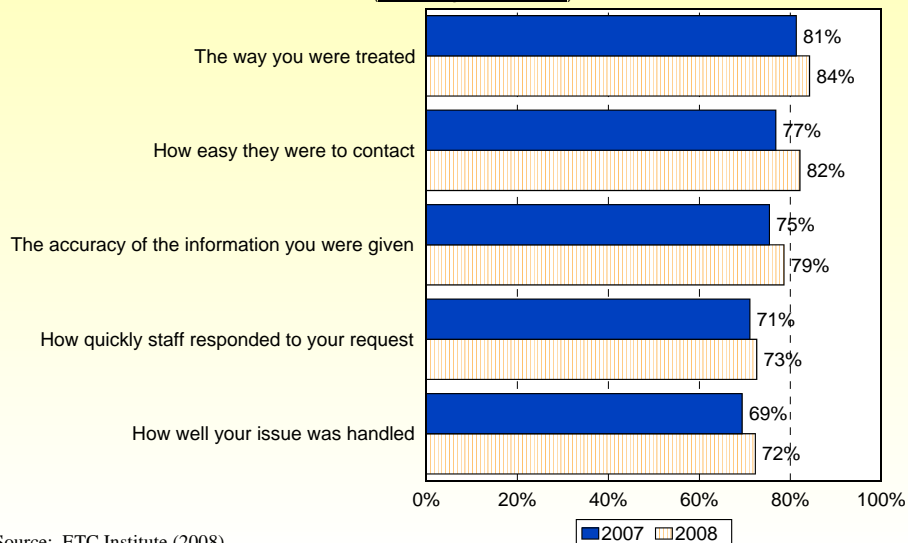
Source: ETC Institute (2008)

Trends: City Service Categories That Should Receive the Most Emphasis Over the Next Year 2007 vs. 2008

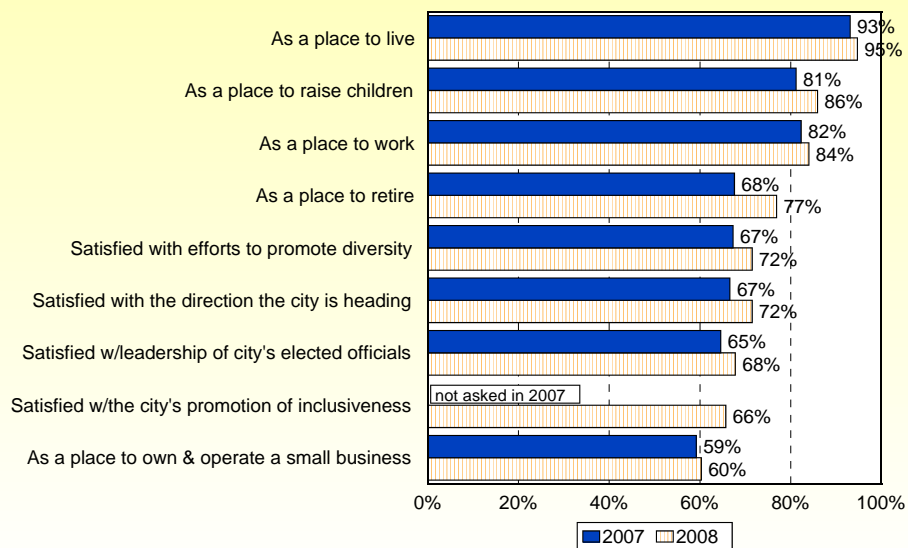by percentage of respondents who selected the item as one of their top two choices

Category	2007	2008
Public Safety	63%	40%
Neighborhood	31%	29%
Transportation	24%	25%
Alley maintenance	not asked in 2007	20%
Appearance of the city	22%	20%
Community Services	12%	14%
Parks & Recreation	13%	14%
Communication	6%	7%
Utility Services	6%	7%
Customer Service	7%	6%

■2007 ▨2008

Source: ETC Institute (2008)

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)

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
As a place to live	56%	39%	3%	1%
As a place to raise children	46%	40%	11%	3%
As a place to work	40%	44%	14%	3%
As a place to retire	38%	39%	15%	8%
Satisfied with efforts to promote diversity	26%	46%	24%	4%
Satisfied with the direction the city is heading	21%	51%	19%	10%
Satisfied w/leadership of city's elected officials	22%	46%	23%	10%
Satisfied w/the city's promotion of inclusiveness	22%	44%	29%	5%
As a place to own & operate a small business	26%	34%	34%	6%

Source: ETC Institute (2008)

Trends: Overall Ratings of the City
2007 vs. 2008
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Category	2007	2008
As a place to live	93%	95%
As a place to raise children	81%	86%
As a place to work	82%	84%
As a place to retire	68%	77%
Satisfied with efforts to promote diversity	67%	72%
Satisfied with the direction the city is heading	67%	72%
Satisfied w/leadership of city's elected officials	65%	68%
Satisfied w/the city's promotion of inclusiveness	not asked in 2007	66%
As a place to own & operate a small business	59%	60%

0%   20%   40%   60%   80%   100%

■ 2007 ▢ 2008

Source: ETC Institute (2008)

Usage of City Services/Facilities by Respondents and their Household Members During the Past 12 months
by percentage of respondents (multiple answers allowed)

Service/Facility	Percentage
Park	76%
Library	72%
Walking/biking trail	57%
Household products collection center	34%
City parks & recreation programs	29%
City recreation center	27%
Orbit Transit Service	26%
City golf course	22%
City athletic field	18%
City swimming pool	15%
Kid Zone after school program	6%

0%   20%   40%   60%   80%   100%
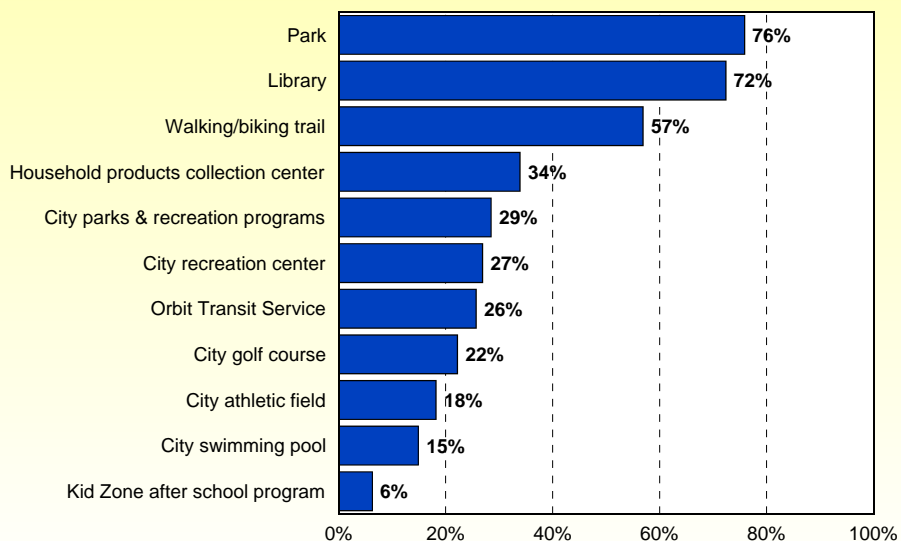
Source: ETC Institute (2008)

Section 2:
Benchmarking Analysis

DirectionFinder® Survey
Year 2008 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 140 cities and counties in 31 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 2008. 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.

STRENGTHS

For the second year in a row, the City of Tempe rated above average in almost every area that was assessed on the survey. Tempe received the highest rating of satisfaction for the following areas among all cities that have participated in ETC Institute's DirectionFinder® Survey during the past four years.

- Overall satisfaction with quality of City services rated 34% above the national average (92% in Tempe vs. 58% U.S.)

- Satisfaction with the condition of city streets rated 25% above the national average (81% in Tempe vs. 56% U.S.).

- Satisfaction with the condition of streets in neighborhoods rated 19% above the national average (82% in Tempe vs. 63% U.S.)

- Satisfaction with city water services rated 21% above the national average (91% in Tempe vs. 70% U.S.

- Satisfaction with the enforcement of traffic laws rated 19% above the national average (71% in Tempe vs. 52% U.S.).

Some of the other 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 20% above the national average (84% in Tempe vs. 64% U.S.)

- Satisfaction with the availability of information about city programs and services rated 23% above the national average (70% in Tempe vs. 47% U.S.)

- Satisfaction with the overall image of the city rated 19% above the national average (87% in Tempe vs. 68% U.S.)

- Satisfaction with the overall appearance of the city rated 19% above the national average (86% in Tempe vs. 67% U.S.)

- Satisfaction with City efforts to keep residents informed rated 21% above the national average (65% in Tempe vs. 44% U.S.)
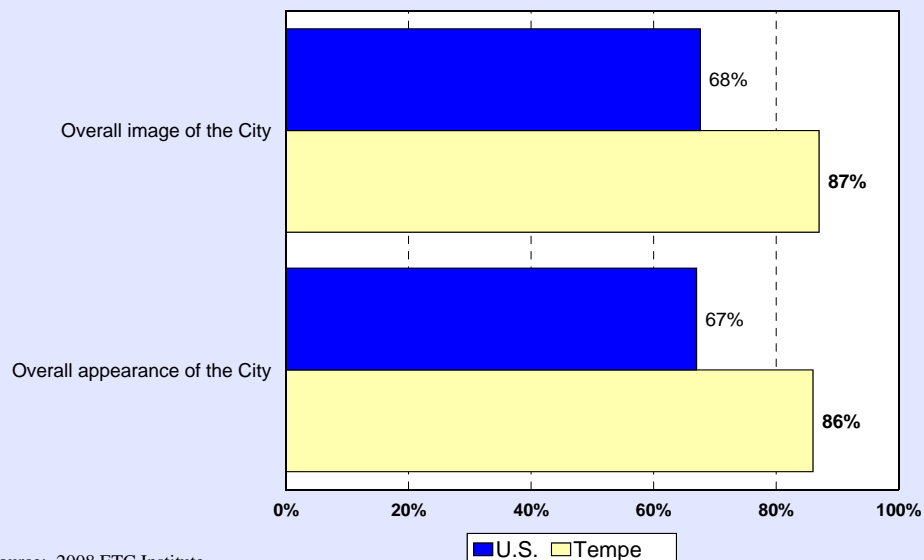
The high levels of satisfaction that were identified in the survey suggest that the City of Tempe has done a good job aligning community investment priorities with the needs of residents. Since there were no major deficiencies identified on the survey, the City of Tempe should use the results of the survey to help sustain high levels of performance over time.
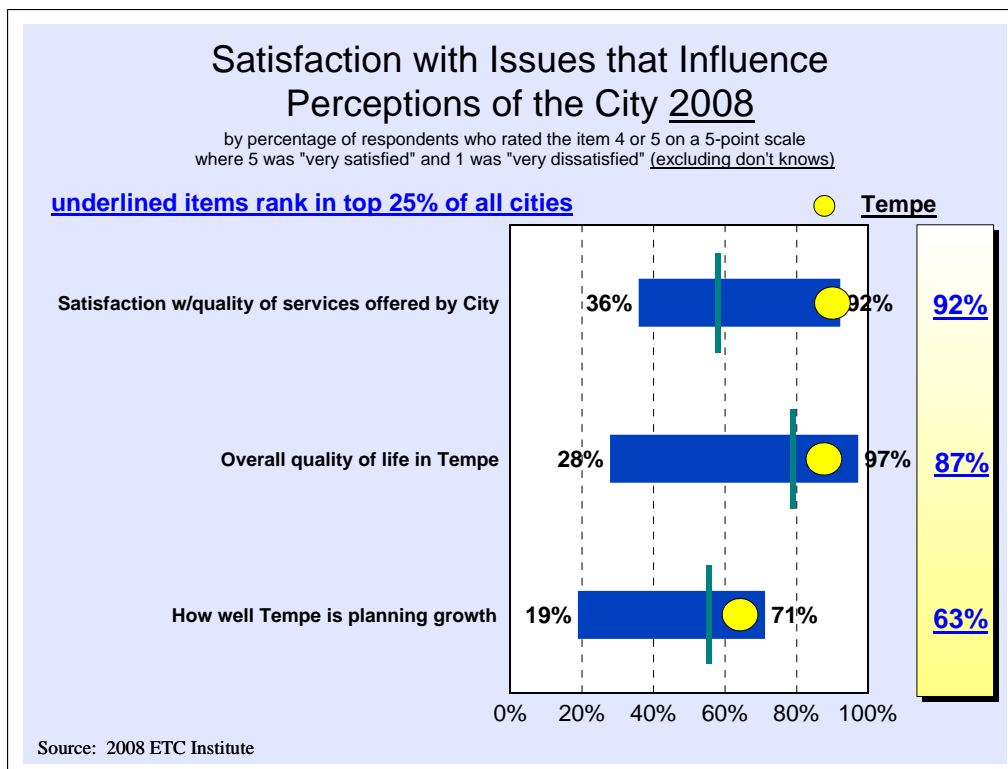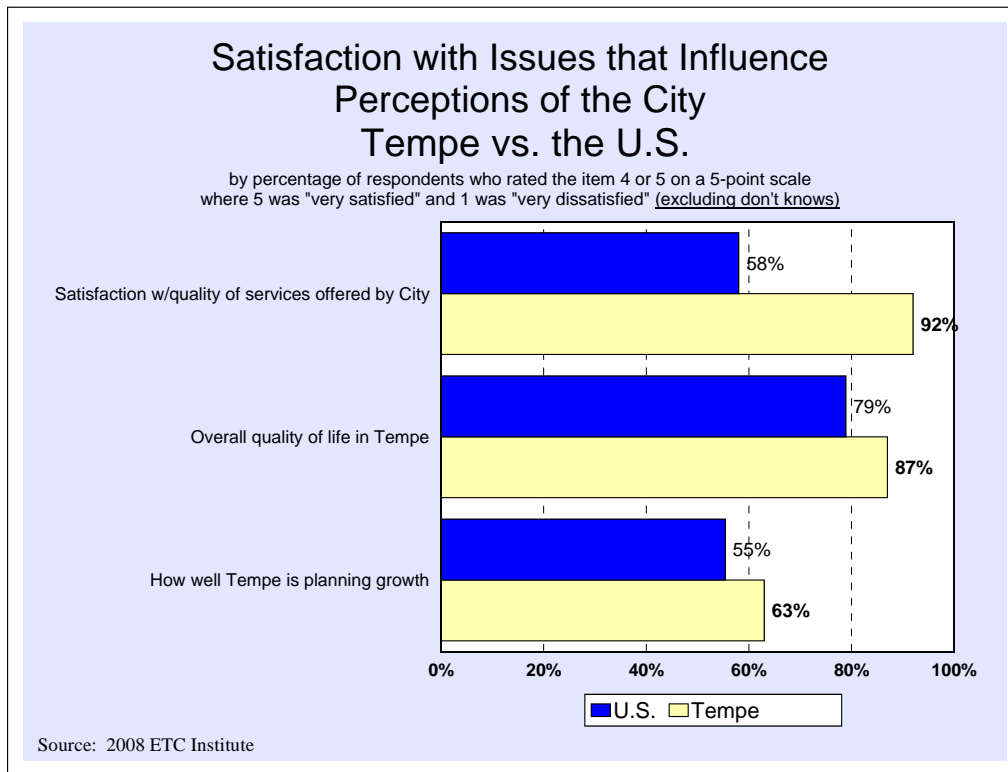
National Benchmarks

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, AZ 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"

Source: 2008 ETC Institute

Satisfaction with Issues that Influence Perceptions of the City 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 w/quality of services offered by City — 58% / 92%

Overall quality of life in Tempe — 79% / 87%

How well Tempe is planning growth — 55% / 63%

Legend: U.S. / Tempe

Source: 2008 ETC Institute

Satisfaction with Issues that Influence Perceptions of the City 2008

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)

underlined items rank in top 25% of all cities   Tempe

Satisfaction w/quality of services offered by City — 36% ... 92% — **92%**

Overall quality of life in Tempe — 28% ... 97% — **87%**

How well Tempe is planning growth — 19% ... 71% — **63%**

Source: 2008 ETC Institute

Overall Satisfaction with Various City Services
Tempe vs. the U.S.

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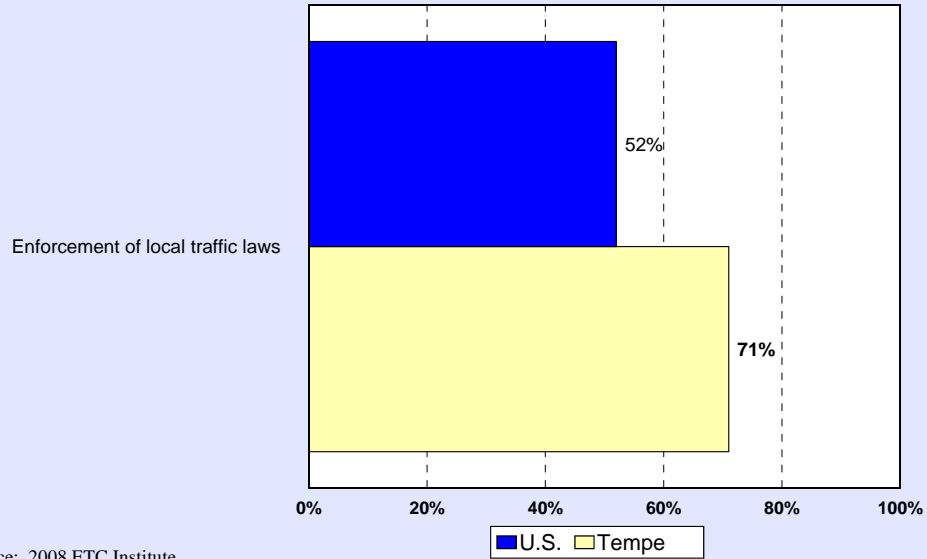where 5 was "very satisfied" and 1 was "very dissatisfied"

Overall quality of local police services — U.S. 71%, Tempe 83%

Water service — U.S. 70%, Tempe 91%

■ U.S. □ Tempe

Source: 2008 ETC Institute

Overall Satisfaction With City Services
2008

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

underlined items rank in top 25% of all cities

◯ **Tempe**

Overall quality of police services — 54% ... 95% **83%**

Water services — 46% ... 91% **91%**

LOW---------MEAN--------HIGH

Source: 2008 ETC Institute

Overall Satisfaction with <u>Public Safety</u> Services
<u>Tempe vs. the U.S.</u>

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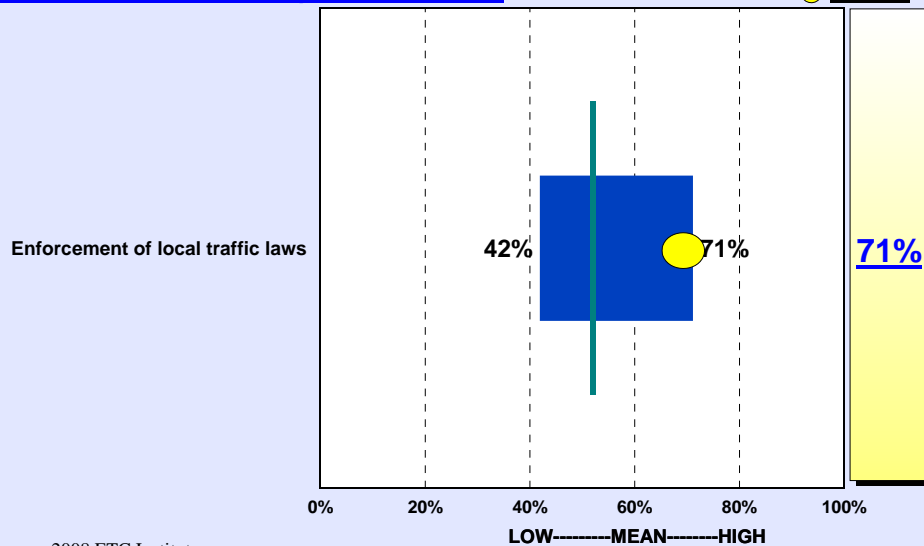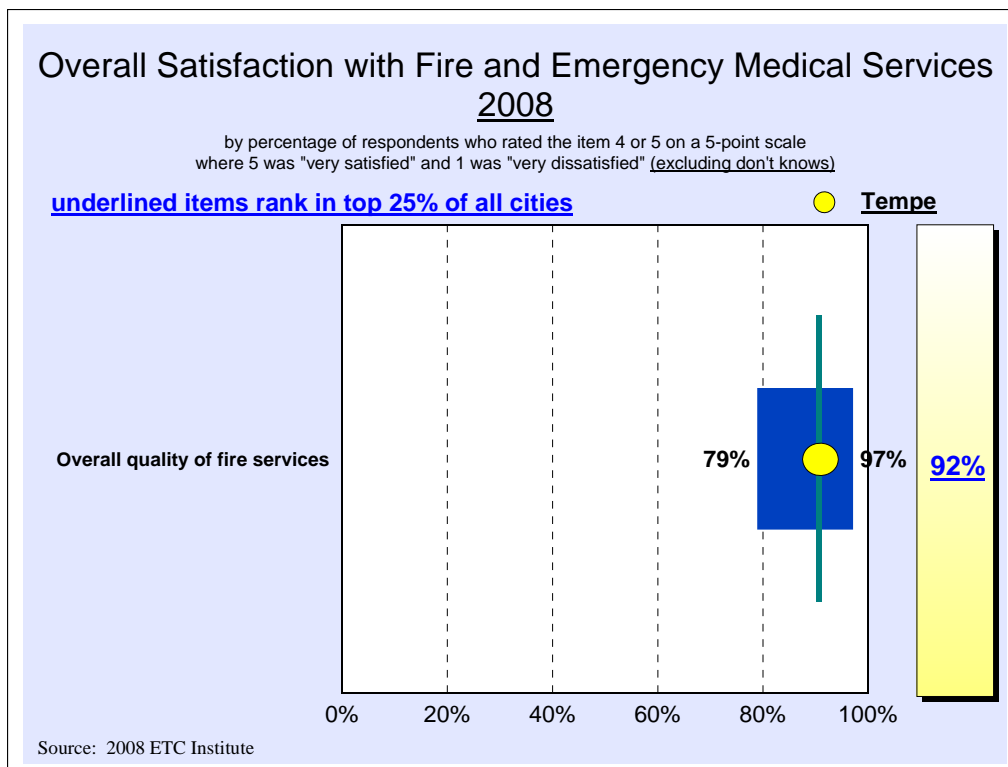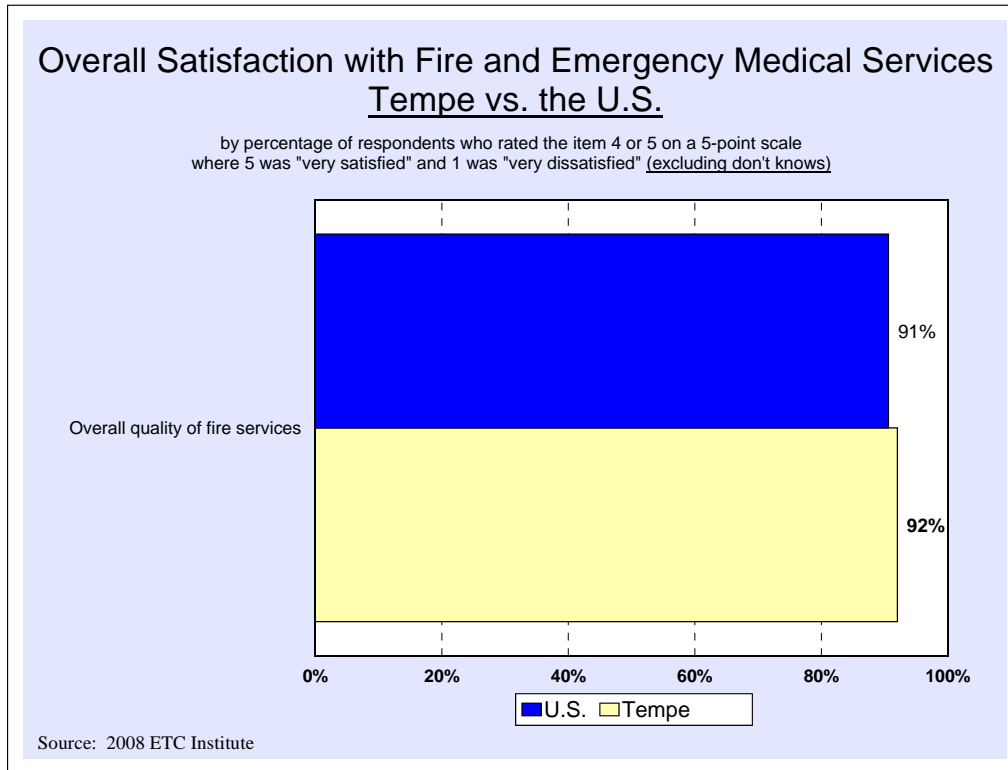where 5 was "very satisfied" and 1 was "very dissatisfied"

Enforcement of local traffic laws

52%

71%

0%   20%   40%   60%   80%   100%

■ U.S. □ Tempe

Source: 2008 ETC Institute

Satisfaction with Public Safety
<u>2007</u>

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

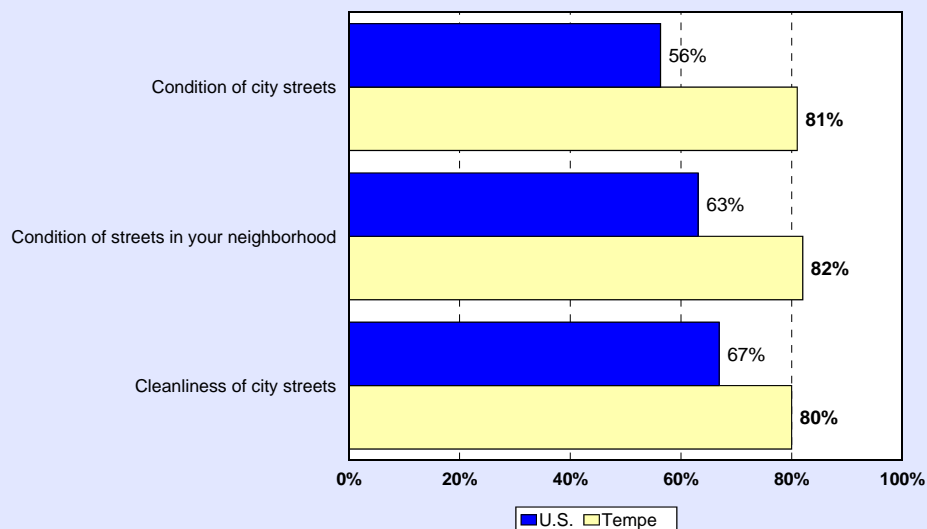**<u>underlined items rank in top 25% of all cities</u>**   ⬤ **Tempe**

Enforcement of local traffic laws   42%   71%   **<u>71%</u>**

0%   20%   40%   60%   80%   100%

LOW---------MEAN--------HIGH

Source: 2008 ETC Institute

Overall Satisfaction with Fire and Emergency Medical Services
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)

Source: 2008 ETC Institute

Overall Satisfaction with Fire and Emergency Medical Services
2008

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)

underlined items rank in top 25% of all cities   Tempe

Source: 2008 ETC Institute

Overall Satisfaction with Street Maintenance Services
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)
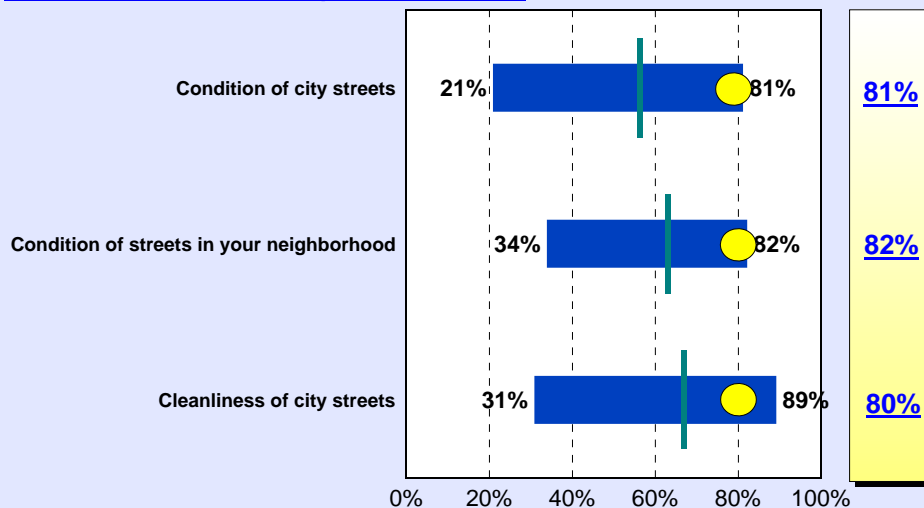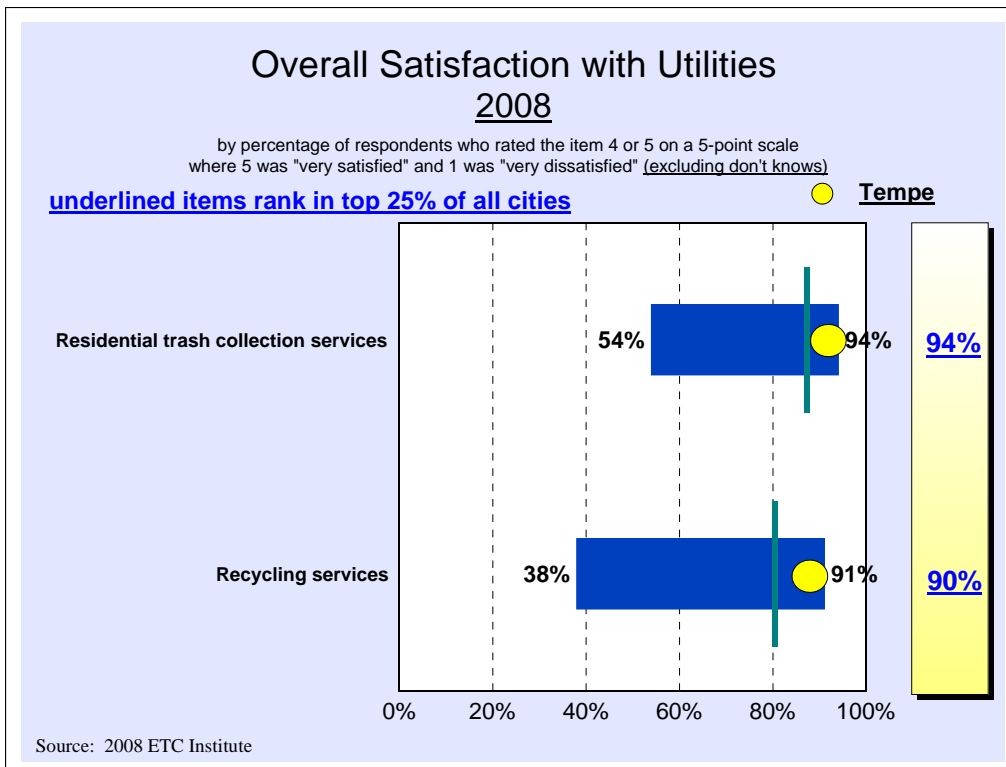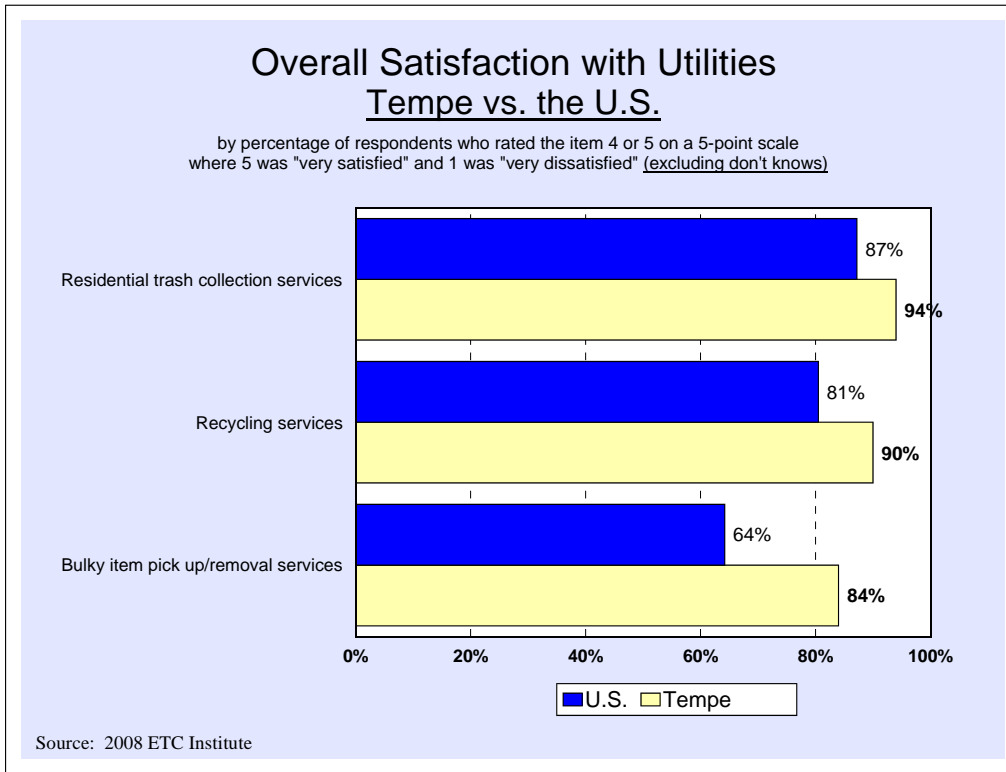
Source: 2008 ETC Institute

Overall Satisfaction with Street Maintenance Services
2008

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)

underlined items rank in top 25% of all cities   ◯ Tempe

Source: 2008 ETC Institute

Overall Satisfaction with Utilities
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)

Service	U.S.	Tempe
Residential trash collection services	87%	94%
Recycling services	81%	90%
Bulky item pick up/removal services	64%	84%

■U.S. □Tempe

Source: 2008 ETC Institute

Overall Satisfaction with Utilities
2008

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)

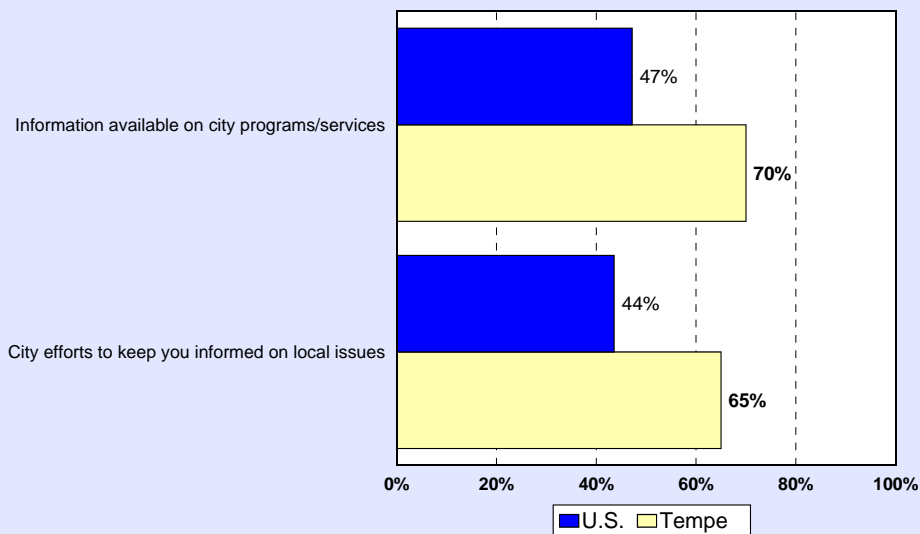**underlined items rank in top 25% of all cities**   ○ **Tempe**

Service		Tempe
Residential trash collection services	54% ... 94%	**94%**
Recycling services	38% ... 91%	**90%**

Source: 2008 ETC Institute

Overall Satisfaction with Customer Service from Local Government Employees
Tempe vs. the U.S.

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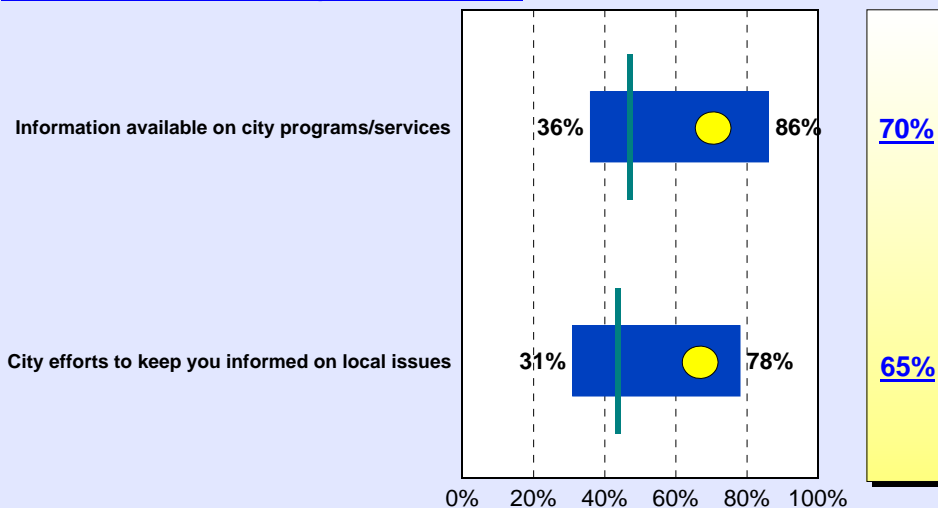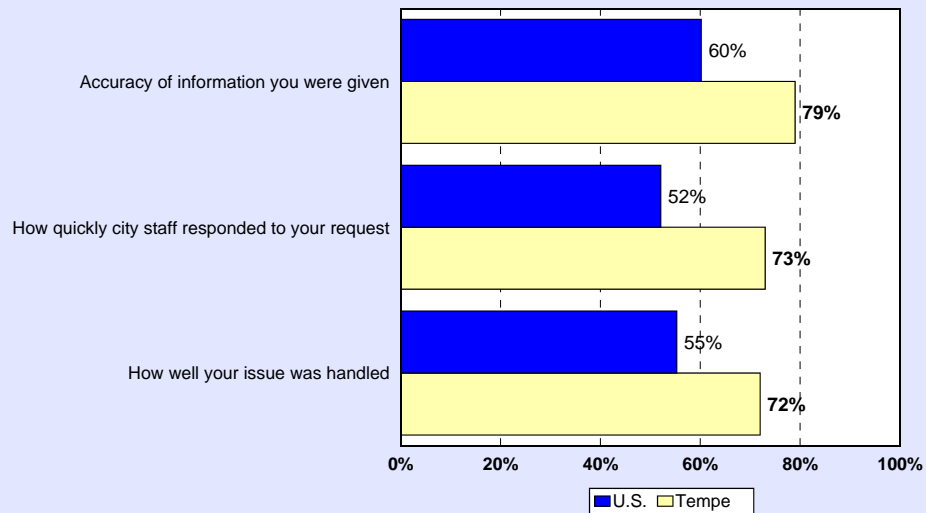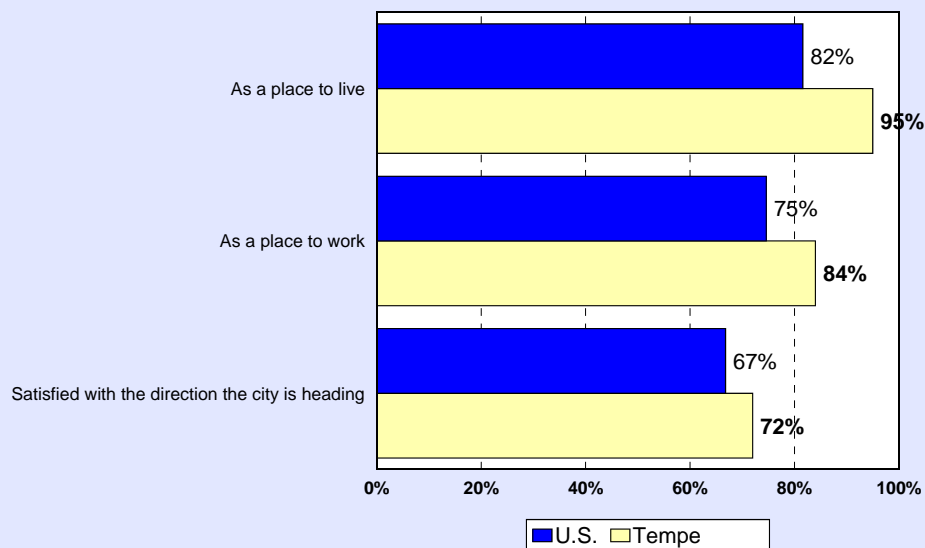where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Accuracy of information you were given — U.S. 60%, Tempe 79%

How quickly city staff responded to your request — U.S. 52%, Tempe 73%

How well your issue was handled — U.S. 55%, Tempe 72%

■ U.S. □ Tempe

Source: 2008 ETC Institute

How Residents Rate the Community Where They Live: Tempe vs. the U.S

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"

As a place to live — U.S. 82%, Tempe 95%

As a place to work — U.S. 75%, Tempe 84%

Satisfied with the direction the city is heading — U.S. 67%, Tempe 72%

■ U.S. □ Tempe

Source: 2008 ETC Institute

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 <u>highest importance to citizens</u>; and (2) to target resources toward those services where <u>citizens are the least satisfied.</u>

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-three percent (43%) selected the "Management of traffic on city streets" as one of the most important transportation issues to emphasize over the next year.

With regard to satisfaction, 58% of the residents surveyed rated their overall satisfaction with the "Management of traffic on 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 "Management of traffic on 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, 43% was multiplied by 42%

(1-0.58). This calculation yielded an I-S rating of 0.1806, 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>=0.20)

- Increase Current Emphasis (0.10<=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
<u>Public Safety</u>

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>						
Enforcement of local traffic laws	**37%**	**2**	**71%**	**5**	0.1073	**1**
<u>Medium Priority (IS <.10)</u>						
Quality of local police services	**59%**	**1**	**83%**	**4**	0.0996	**2**
Quality of local ambulance service	**14%**	**5**	**83%**	**3**	0.0238	**3**
Quality of local fire paramedic service	**19%**	**4**	**89%**	**2**	0.0209	**4**
Quality of local fire services	**24%**	**3**	**92%**	**1**	0.0192	**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.

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Importance-Satisfaction Rating
City of Tempe
<u>Neighborhood Services</u>

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>						
Maintenance of private property	**44%**	**1**	**54%**	**5**	0.2024	**1**
<u>High Priority (IS .10-.20)</u>						
Condition of alley	**27%**	**4**	**50%**	**6**	0.1350	**2**
Feeling of safety	**43%**	**2**	**73%**	**4**	0.1161	**3**
<u>Medium Priority (IS <.10)</u>						
Condition of streets	**31%**	**3**	**82%**	**1**	0.0558	**4**
Quality of neighborhood park	**23%**	**5**	**76%**	**3**	0.0552	**5**
Condition of sidewalks	**12%**	**6**	**81%**	**2**	0.0228	**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.

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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
Very High Priority (IS > .20)						
NONE						
High Priority (IS .10-.20)						
NONE						
Medium Priority (IS <.10)						
Quality of city recreation programs for youth	**27%**	**2**	**72%**	**5**	0.0756	**1**
Quality of city recreation programs for adults	**18%**	**4**	**73%**	**4**	0.0486	**2**
Quality of city swimming pools & programs	**13%**	**6**	**68%**	**6**	0.0416	**3**
Quality of city golf courses	**11%**	**7**	**63%**	**7**	0.0407	**4**
Quality of larger city parks	**29%**	**1**	**86%**	**1**	0.0406	**5**
Quality of City recreation centers	**20%**	**3**	**80%**	**2**	0.0400	**6**
Quality of outdoor athletic fields	**14%**	**5**	**75%**	**3**	0.0350	**7**

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.

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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
Very High Priority (IS > .20)						
NONE						
High Priority (IS .10-.20)						
NONE						
Medium Priority (IS <.10)						
Quality of Kid Zone after schools programs	**23%**	**2**	**60%**	**3**	0.0920	**1**
Tempe Opportunities brochure	**14%**	**3**	**67%**	**2**	0.0462	**2**
Quality of library services	**31%**	**1**	**90%**	**1**	0.0310	**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.

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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
Very High Priority (IS > .20)						
NONE						
High Priority (IS .10-.20)						
Management of traffic flow on city streets	**43%**	**1**	**58%**	**6**	0.1806	**1**
Medium Priority (IS <.10)						
Quality of walking & biking paths in the city	**29%**	**3**	**67%**	**4**	0.0957	**2**
Quality of local bus service	**24%**	**5**	**65%**	**5**	0.0840	**3**
Adequacy of city street lighting	**24%**	**4**	**70%**	**3**	0.0720	**4**
Condition of City streets	**32%**	**2**	**81%**	**2**	0.0608	**5**
Condition & clarity of street signs	**12%**	**6**	**83%**	**1**	0.0204	**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.

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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
Very High Priority (IS > .20)						
NONE						
High Priority (IS .10-.20)						
City enforces property maintenance codes	**29%**	**1**	**49%**	**5**	0.1479	**1**
Medium Priority (IS <.10)						
Appearance of residential property in the city	**20%**	**2**	**56%**	**4**	0.0880	**2**
Landscape maintenance along city streets/sidewalks	**14%**	**4**	**71%**	**2**	0.0406	**3**
Cleanliness of city streets	**14%**	**3**	**80%**	**1**	0.0280	**4**
Appearance of commercial property in the city	**7%**	**5**	**68%**	**3**	0.0224	**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.

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Importance-Satisfaction Rating
City of Tempe
<u>Utility Services</u>

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
NONE						
High Priority (IS .10-.20)						
NONE						
Medium Priority (IS <.10)						
Bulky item pick up/removal services	42%	1	84%	4	0.0672	1
Recycling services	41%	2	90%	3	0.0410	2
Water service	26%	4	91%	2	0.0234	3
Residential trash collection services	26%	3	94%	1	0.0156	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.

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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).

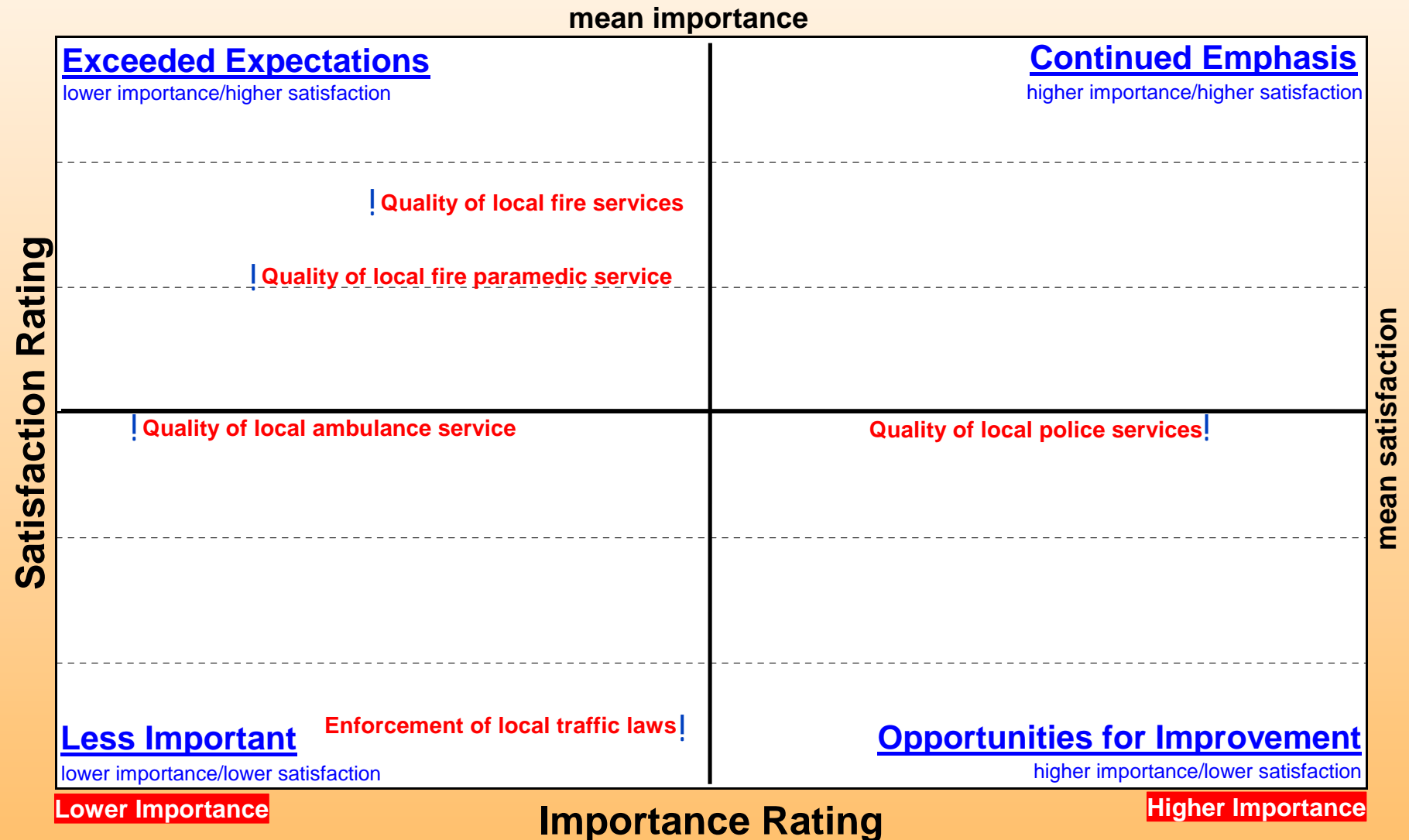The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- **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 the Tempe are provided on the following pages.

2008 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)

mean importance

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Satisfaction Rating

Quality of local fire services

Quality of local fire paramedic service

Quality of local ambulance service

Quality of local police services

mean satisfaction

Enforcement of local traffic laws

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Importance Rating

Higher Importance

Source: ETC Institute (2008)

2008 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)

mean importance

Satisfaction Rating

mean satisfaction

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

! **Condition of streets**

! **Condition of sidewalks**

Quality of neighborhood park !

Feeling of safety !

Maintenance of private property !

Less Important
lower importance/lower satisfaction

Condition of alleys !

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Importance Rating

Higher Importance

Source: ETC Institute (2008)

2008 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)
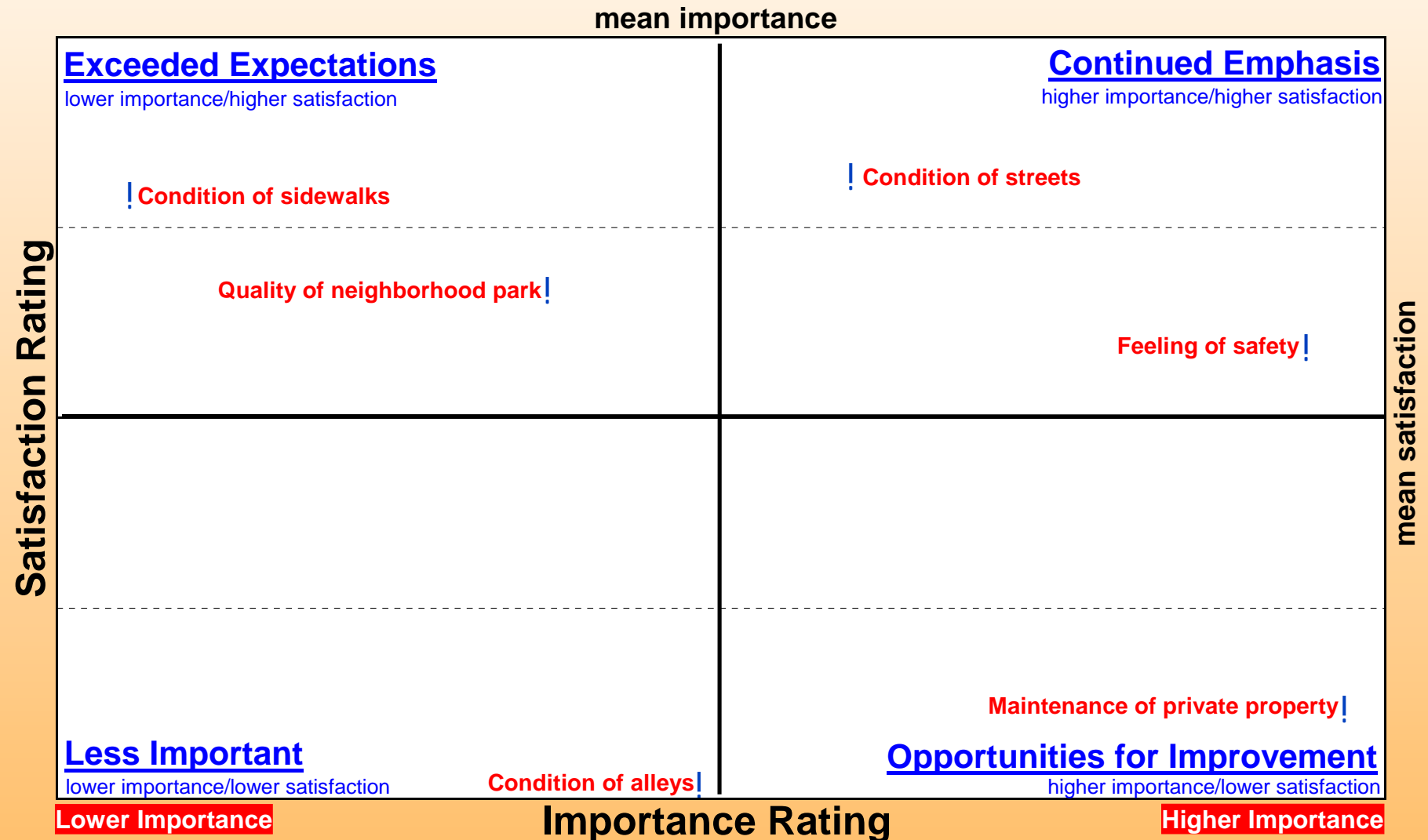
mean importance

Exceeded Expectations lower importance/higher satisfaction	**Continued Emphasis** higher importance/higher satisfaction Quality of City parks
	Quality of City recreation centers
Outdoor athletic fields	
Quality of city recreation programs for adults	Quality of city recreation programs for youth
City swimming pools and programs	
Quality of City golf courses	
Less Important lower importance/lower satisfaction	**Opportunities for Improvement** higher importance/lower satisfaction

Satisfaction Rating

mean satisfaction

Lower Importance

Importance Rating

Higher Importance

Source: ETC Institute (2008)

2008 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)
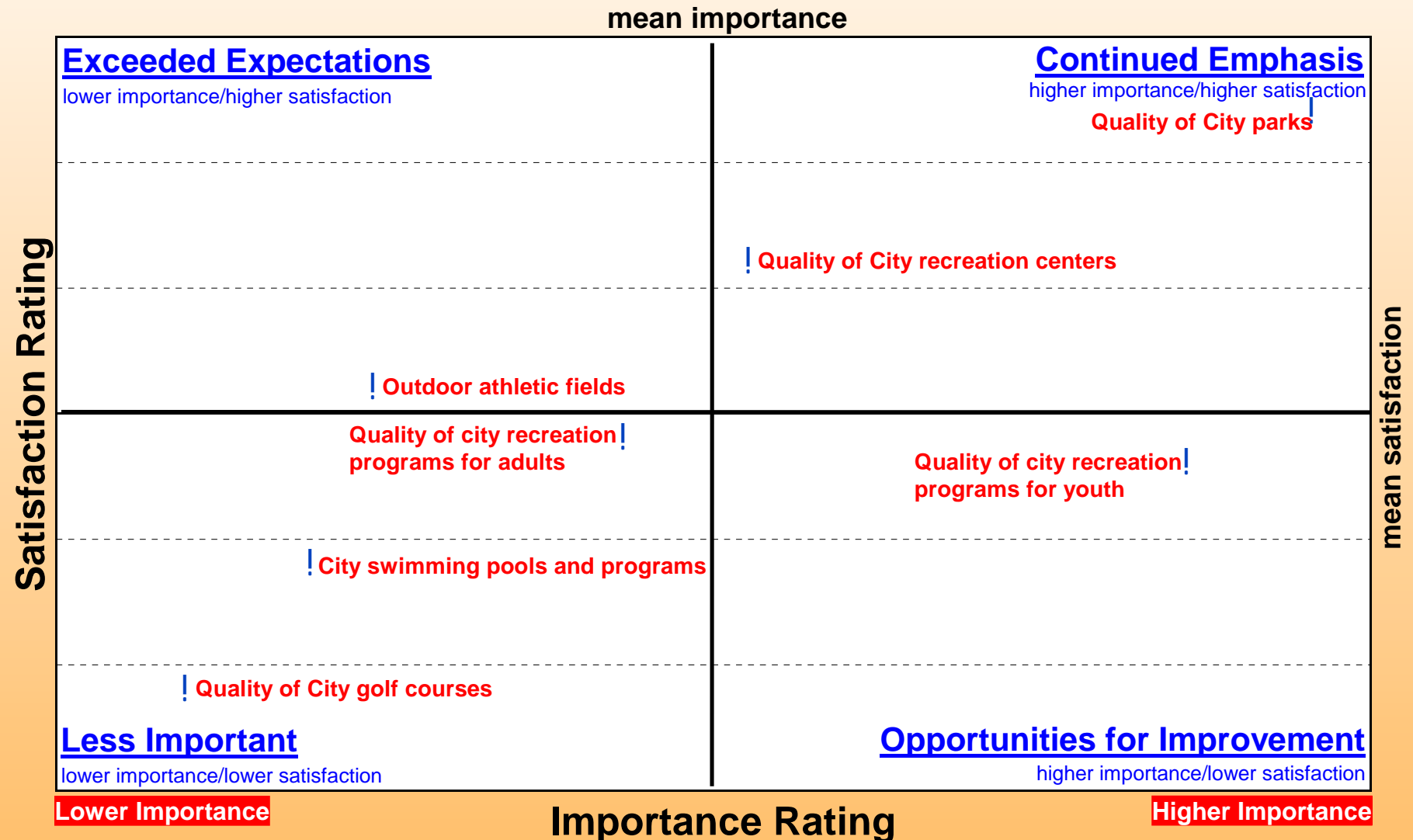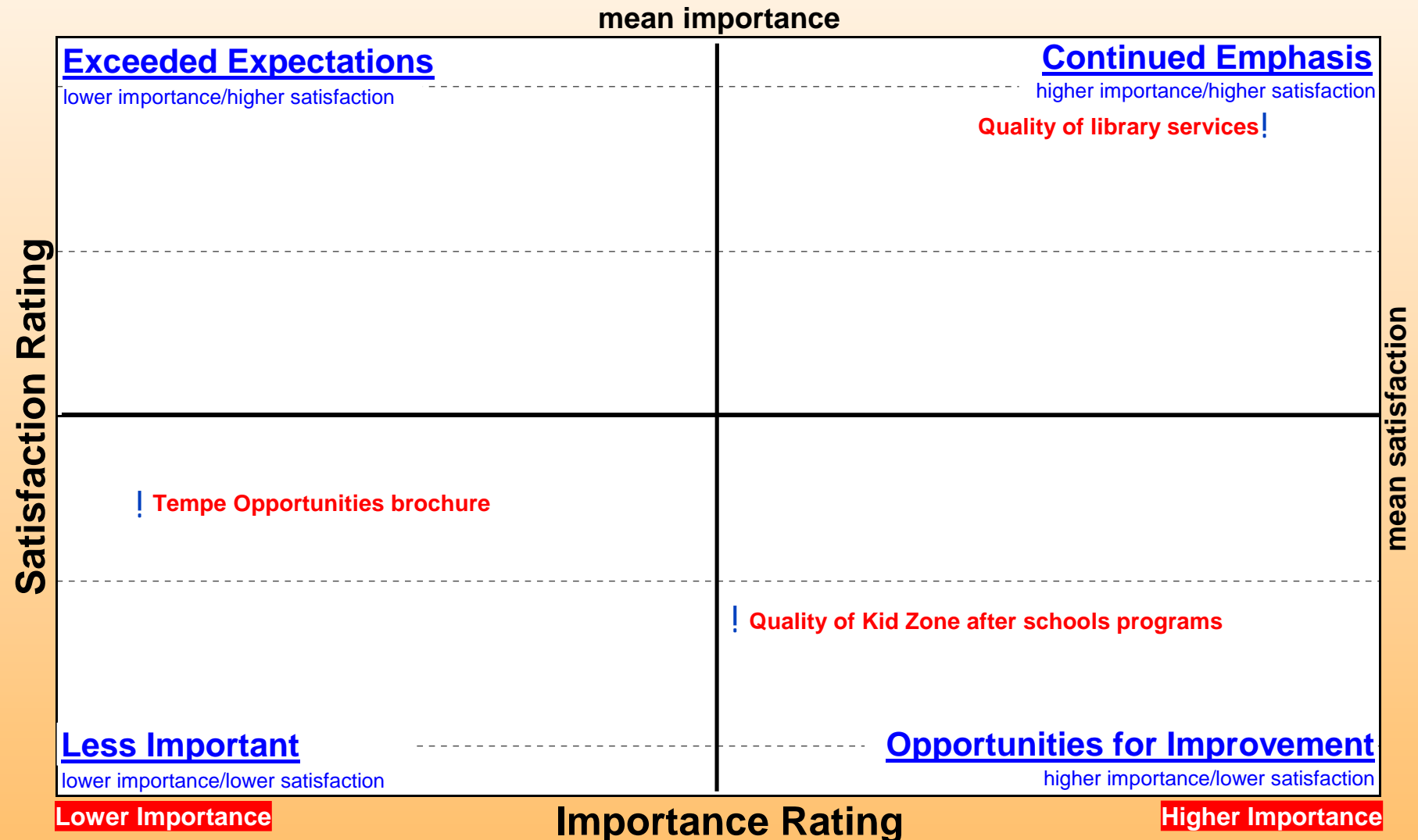
mean importance

Satisfaction Rating

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Quality of library services!

! Tempe Opportunities brochure

! Quality of Kid Zone after schools programs

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

mean satisfaction

Lower Importance

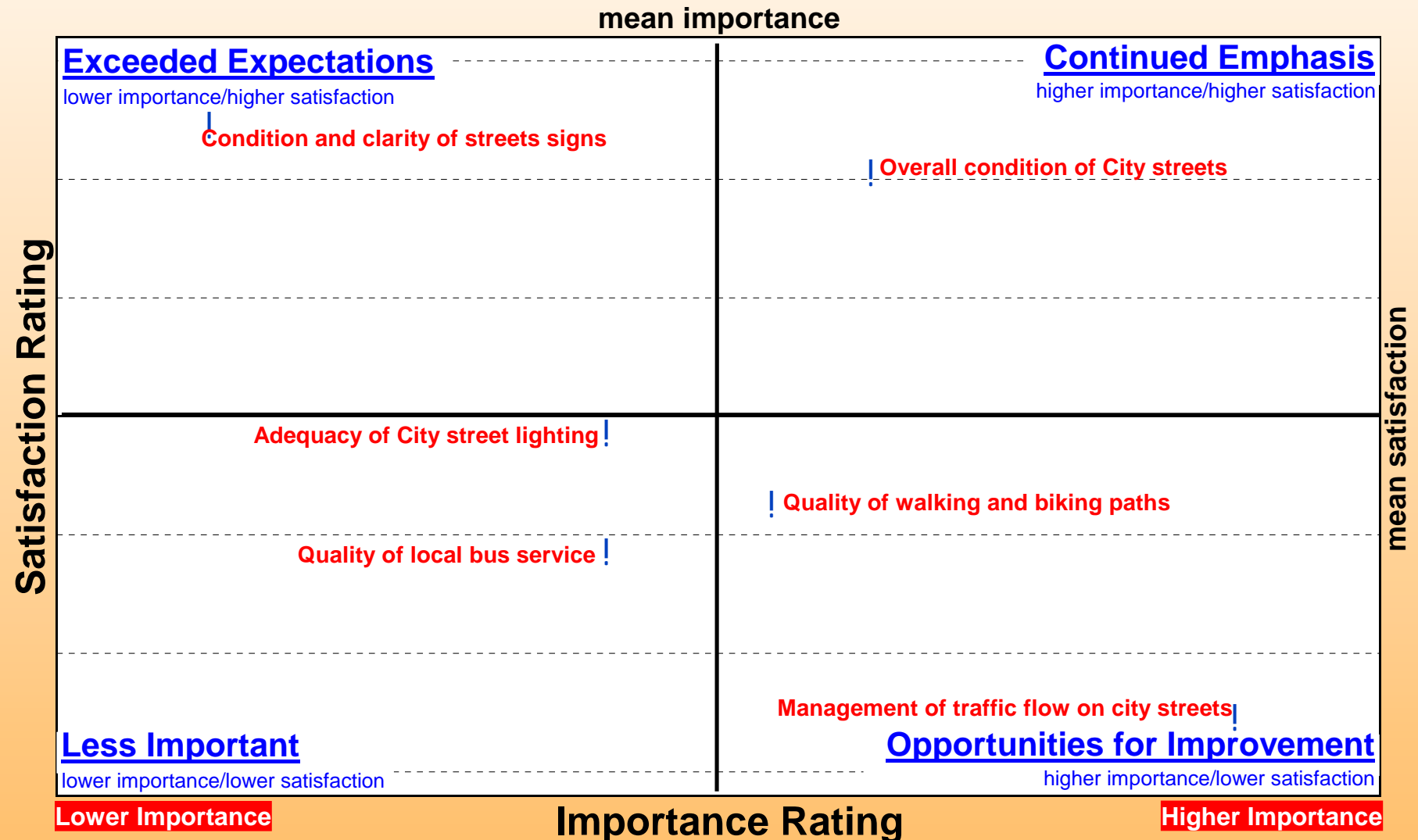**Importance Rating**

Higher Importance

Source: ETC Institute (2008)

2008 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)
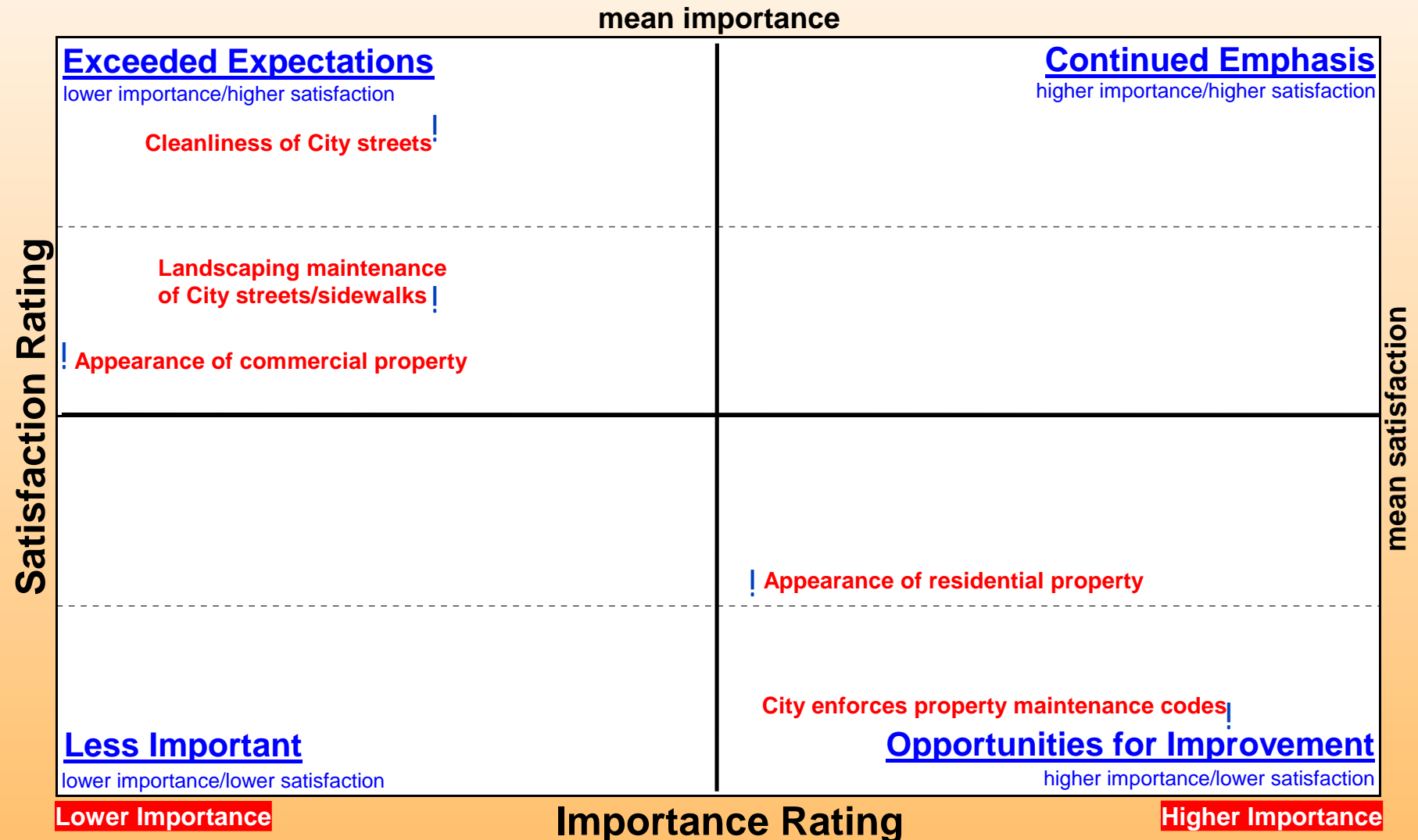
mean importance

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Condition and clarity of streets signs

Overall condition of City streets

Satisfaction Rating

mean satisfaction

Adequacy of City street lighting

Quality of walking and biking paths

Quality of local bus service

Management of traffic flow on city streets

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Importance Rating

Higher Importance

Source: ETC Institute (2008)

2008 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)
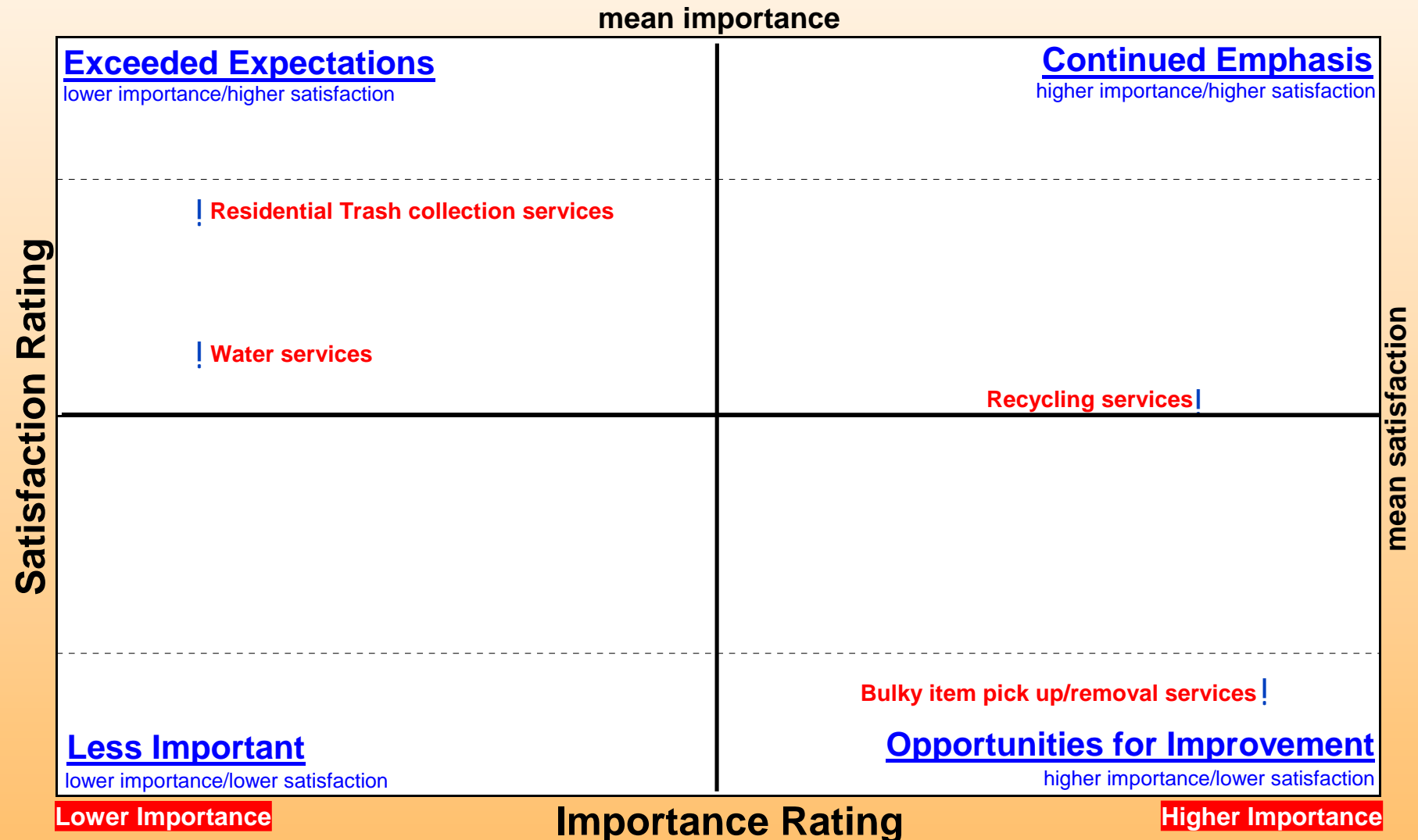
mean importance

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Cleanliness of City streets

Landscaping maintenance
of City streets/sidewalks

Appearance of commercial property

Satisfaction Rating

mean satisfaction

Appearance of residential property

City enforces property maintenance codes

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Importance Rating

Higher Importance

Source: ETC Institute (2008)

2008 City of Tempe DirectionFinder
Importance-Satisfaction Assessment Matrix
-Utility Services-

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

mean importance

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

| Residential Trash collection services

| Water services

Recycling services |

Satisfaction Rating

mean satisfaction

Bulky item pick up/removal services |

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance　**Importance Rating**　**Higher Importance**

Source: ETC Institute (2008)

Section 4:
Tabular Data

Q1. Perceptions of the City

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q1a How satisfied with the quality of services offered by Tempe	0.1%	2.1%	6.2%	54.7%	35.5%	1.4%
Q1b Appearance of the city	0.7%	3.6%	9.9%	56.9%	27.8%	1.0%
Q1c Image of the city	0.8%	2.0%	10.2%	49.5%	35.7%	1.7%
Q1d How well the city is planning growth	2.3%	8.6%	24.1%	39.5%	19.0%	6.5%
Q1e Quality of life in the city	0.3%	3.1%	9.2%	52.9%	32.9%	1.5%
Q1f Feeling of safety in the city	1.0%	8.0%	15.8%	51.3%	22.6%	1.2%

Excluding Don't Knows
Q1. Perceptions of the City (excluding don't know)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q1a How satisfied with the quality of services offered by Tempe	0.1%	2.1%	6.3%	55.5%	36.0%
Q1b Appearance of the city	0.7%	3.6%	10.0%	57.5%	28.1%
Q1c Image of the city	0.8%	2.0%	10.4%	50.4%	36.4%
Q1d How well the city is planning growth	2.5%	9.2%	25.8%	42.2%	20.3%
Q1e Quality of life in the city	0.4%	3.2%	9.3%	53.7%	33.5%
Q1f Feeling of safety in the city	1.1%	8.1%	16.0%	51.9%	22.9%

Q2. Public Safety

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q2a Quality of local police services	0.9%	4.5%	10.4%	48.4%	31.4%	4.3%
Q2b Enforcement of local traffic laws	3.0%	7.2%	17.5%	46.4%	21.8%	4.1%
Q2c Quality of local fire services	0.2%	0.3%	6.9%	41.7%	39.0%	11.9%
Q2d Quality of local ambulance service	0.3%	0.2%	12.5%	36.9%	28.9%	21.2%
Q2e Quality of local fire paramedic service	0.1%	0.1%	8.6%	35.0%	37.8%	18.3%

Excluding Don't Knows
Q2. Public Safety (excluding don't know)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q2a Quality of local police services	1.0%	4.7%	10.8%	50.6%	32.8%
Q2b Enforcement of local traffic laws	3.2%	7.5%	18.2%	48.4%	22.7%
Q2c Quality of local fire services	0.3%	0.4%	7.8%	47.3%	44.3%
Q2d Quality of local ambulance service	0.4%	0.3%	15.8%	46.8%	36.6%
Q2e Quality of local fire paramedic service	0.1%	0.1%	10.5%	42.9%	46.3%

First Choice

Q3. Which TWO of the public safety services listed above (Q2) do you think the City should emphasize most over the next year?

Q3 1st Choice	Number	Percent
A=Quality of local police services	373	43.4 %
B=Enforcement of local traffic laws	175	20.4 %
C=Quality of local fire services	50	5.8 %
D=Quality of local ambulance service	43	5.0 %
E=Quality of local fire paramedic service	33	3.8 %
Z=None chosen	185	18.3 %
Total	859	100.0 %

Second Choice

Q3. Which TWO of the public safety services listed above (Q2) do you think the City should emphasize most over the next year?

Q3 2nd Choice	Number	Percent
A=Quality of local police services	130	15.1 %
B=Enforcement of local traffic laws	140	16.3 %
C=Quality of local fire services	153	17.8 %
D=Quality of local ambulance service	75	8.7 %
E=Quality of local fire paramedic service	128	14.9 %
Z=None chosen	233	24.7 %
Total	859	100.0 %

Sum of Both Choices

Q3. Which TWO of the public safety services listed above (Q2) do you think the City should emphasize most over the next year? (both selections)

Q3 Sum of Both Choices	Number	Percent
A=Quality of local police services	503	58.6 %
B=Enforcement of local traffic laws	315	36.7 %
C=Quality of local fire services	203	23.6 %
D=Quality of local ambulance service	118	13.7 %
E=Quality of local fire paramedic service	161	18.7 %
Z=None chosen	206	18.3 %
Total	1506	

Q4. Your Neighborhood

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q4a Condition of streets	0.9%	5.4%	11.6%	57.9%	22.9%	1.3%
Q4b Condition of sidewalks	0.5%	3.8%	14.1%	58.8%	21.1%	1.7%
Q4c Maintenance of private property	4.1%	16.1%	24.7%	42.5%	10.5%	2.2%
Q4d Condition of alley	5.4%	14.0%	18.3%	28.3%	9.5%	24.6%
Q4e Feeling of safety	1.0%	9.0%	16.8%	52.3%	19.6%	1.4%
Q4f Quality of neighborhood park	2.3%	4.1%	15.7%	44.4%	27.5%	6.1%

Excluding Don't Knows
Q4. Your Neighborhood (excluding don't know)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q4a Condition of streets	0.9%	5.4%	11.8%	58.6%	23.2%
Q4b Condition of sidewalks	0.5%	3.9%	14.3%	59.8%	21.4%
Q4c Maintenance of private property	4.2%	16.4%	25.2%	43.5%	10.7%
Q4d Condition of alley	7.1%	18.5%	24.2%	37.5%	12.7%
Q4e Feeling of safety	1.1%	9.1%	17.0%	53.0%	19.8%
Q4f Quality of neighborhood park	2.5%	4.3%	16.7%	47.2%	29.2%

First Choice

Q5. Which TWO of the neighborhood services listed above (Q4) do you think the City should emphasize most over the next year?

Q5 1st Choice	Number	Percent
A=Condition of streets	138	16.1 %
B=Condition of sidewalks	35	4.1 %
C=Maintenance of private property	224	26.1 %
D=Condition of alley	104	12.1 %
E=Feeling of safety	221	25.7 %
F=Quality of neighborhood park	77	9.0 %
Z=None chosen	60	7.0 %
Total	859	100.0 %

Second Choice

Q5. Which TWO of the neighborhood services listed above (Q4) do you think the City should emphasize most over the next year?

Q5 2nd Choice	Number	Percent
A=Condition of streets	124	14.4 %
B=Condition of sidewalks	67	7.8 %
C=Maintenance of private property	150	17.5 %
D=Condition of alley	128	14.9 %
E=Feeling of safety	152	17.7 %
F=Quality of neighborhood park	119	13.9 %
Z=None chosen	119	13.9 %
Total	859	100.0 %

Sum of Both Choices

Q5. Which TWO of the neighborhood services listed above (Q4) do you think the City should emphasize most over the next year? (both selections)

Q5 Sum of Both Choices	Number	Percent
A=Condition of streets	262	30.5 %
B=Condition of sidewalks	102	11.9 %
C=Maintenance of private property	374	43.5 %
D=Condition of alley	232	27.0 %
E=Feeling of safety	373	43.4 %
F=Quality of neighborhood park	196	22.8 %
Z=None chosen	60	7.0 %
Total	1599	

Q6. How would you rate the overall condition of your neighborhood?

Q6 Condition of your neighborhood	Number	Percent
1=Very poor	8	0.9 %
2=Poor	36	4.2 %
3=Average	216	25.1 %
4=Good	409	47.6 %
5=Excellent	180	21.0 %
9=Don't know	10	1.2 %
Total	859	100.0 %

Q7. [Optional] Are there any specific improvements that you would like to see the City of Tempe make in your neighborhood?

Comments to question 7 are provided in appendix B

Q8. Parks and Recreation

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q8a Quality of larger city parks	0.1%	1.5%	10.9%	49.9%	28.2%	9.3%
Q8b Quality of City recreation centers	0.2%	0.6%	14.9%	40.3%	21.9%	22.1%
Q8c Quality of city swimming pools & programs	0.3%	1.7%	19.0%	28.2%	16.3%	34.5%
Q8d Quality of outdoor athletic fields	0.1%	1.7%	17.2%	38.9%	18.5%	23.5%
Q8e Quality of city recreation programs for youth	0.3%	0.6%	16.9%	29.1%	16.8%	36.3%
Q8f Quality of city recreation programs for adults	0.3%	2.4%	16.6%	33.4%	17.8%	29.3%
Q8g Quality of city golf courses	0.1%	2.1%	19.7%	26.2%	11.2%	40.7%

Excluding Don't Knows
Q8. Parks and Recreation (excluding don't know)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q8a Quality of larger city parks	0.1%	1.7%	12.1%	55.1%	31.1%
Q8b Quality of City recreation centers	0.3%	0.7%	19.1%	51.7%	28.1%
Q8c Quality of city swimming pools & programs	0.5%	2.7%	29.0%	43.0%	24.9%
Q8d Quality of outdoor athletic fields	0.2%	2.3%	22.5%	50.8%	24.2%
Q8e Quality of city recreation programs for youth	0.5%	0.9%	26.5%	45.7%	26.3%
Q8f Quality of city recreation programs for adults	0.5%	3.5%	23.6%	47.3%	25.2%
Q8g Quality of city golf courses	0.2%	3.5%	33.2%	44.2%	18.9%

First Choice
Q9. Which TWO of the parks and recreation services listed above (Q8) do you think the City should emphasize most over the next year?

Q9 1st Choice	Number	Percent
A=Quality of larger city parks	173	20.1 %
B=Quality of city recreation centers	85	9.9 %
C=Quality of city swimming pools & programs	47	5.5 %
D=Quality of outdoor athletic fields	54	6.3 %
E=Quality of city recreation programs for youth	131	15.3 %
F=Quality of city recreation programs for adults	54	6.3 %
G=Quality of city golf courses	53	6.2 %
Z=None chosen	262	30.5 %
Total	859	100.0 %

Second Choice
Q9. Which TWO of the parks and recreation services listed above (Q8) do you think the City should emphasize most over the next year?

Q9 2nd Choice	Number	Percent
A=Quality of larger city parks	79	9.2 %
B=Quality of city recreation centers	88	10.2 %
C=Quality of city swimming pools & programs	63	7.3 %
D=Quality of outdoor athletic fields	68	7.9 %
E=Quality of city recreation programs for youth	101	11.8 %
F=Quality of city recreation programs for adults	104	12.1 %
G=Quality of city golf courses	42	4.9 %
Z=None chosen	314	36.6 %
Total	859	100.0 %

Sum of Both Choices

Q9. Which TWO of the parks and recreation services listed above (Q8) do you think the City should emphasize most over the next year? (both selections)

Q9 Sum of Both Choices	Number	Percent
A=Quality of larger city parks	252	29.3 %
B=Quality of city recreation centers	173	20.1 %
C=Quality of city swimming pools & programs	110	12.8 %
D=Quality of outdoor athletic fields	122	14.2 %
E=Quality of city recreation programs for youth	232	27.0 %
F=Quality of city recreation programs for adults	158	18.4 %
G=Quality of city golf courses	95	11.1 %
Z=None chosen	262	30.5 %
Total	1404	

Q10. Community Services

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q10a Quality of library services	0.2%	0.6%	7.8%	38.6%	42.0%	10.7%
Q10b Quality of Kid Zone after school programs	0.3%	0.6%	17.5%	16.1%	11.4%	54.1%
Q10c Tempe Opportunities brochure	0.2%	1.3%	19.8%	25.7%	17.5%	35.5%

Excluding Don't Knows
Q10. Community Services (excluding don't knows)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q10a Quality of library services	0.3%	0.7%	8.7%	43.3%	47.1%
Q10b Quality of Kid Zone after school programs	0.8%	1.3%	38.1%	35.0%	24.9%
Q10c Tempe Opportunities brochure	0.4%	2.0%	30.7%	39.9%	27.1%

Q11. Which ONE of the community services listed above (Q10) do you think the City should emphasize most over the next year?

Q11 Most emphasis	Number	Percent
A=Quality of library services	262	30.5 %
B=Quality of Kid Zone after school programs	200	23.3 %
C=Tempe Opportunities brochure	118	13.7 %
Z=None chosen	279	32.5 %
Total	859	100.0 %

Q12. Communication

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q12a Availability of information about city programs & services	0.8%	6.3%	20.8%	44.8%	20.6%	6.6%
Q12b City efforts to inform you about local issues	1.5%	8.1%	23.1%	41.8%	18.5%	7.0%

Excluding Don't Knows
Q12. Communication (excluding don't know)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q12a Availability of information about city programs & services	0.9%	6.7%	22.3%	48.0%	22.1%
Q12b City efforts to inform you about local issues	1.6%	8.8%	24.8%	44.9%	19.9%

Q12. Which of the following do you use to get information about the City of Tempe?

Q12c Get information from	Number	Percent
1=Water bill newsletter	636	74.0 %
2=Local newspapers	573	66.7 %
3=Local radio	171	19.9 %
4=Television news	371	43.2 %
5=City website	241	28.1 %
6=Tempe 11 channel	130	15.1 %
7=Calling the city	106	12.3 %
8=Other	53	6.2 %
9=Don't know	30	3.5 %
Total	2311	

Q12. Other:

Q12c Other	Number	Percent
BROCHURE	2	4.0 %
BROCHURES IN MAIL	1	2.0 %
BUSINESS BOOK	1	2.0 %
CHAMBER	1	2.0 %
DIRECT MAILERS	1	2.0 %
DIRECT TV	1	2.0 %
E-MAIL UPDATE	1	2.0 %
E-MAIL UPDATES	1	2.0 %
E-MAILING HWY POLICE	1	2.0 %
FLYERS	2	4.0 %
FRIENDS	2	4.0 %
HOA NEWSLETTER	1	2.0 %
INTERNET	6	12.0 %
LIBRARY	2	4.0 %
MAIL-SIGNS	1	2.0 %
MAILED NOTICES	1	2.0 %
MAILINGS	1	2.0 %
NEIGHBORHOOD ASSOC	1	2.0 %
NEIGHBORHOOD ASSOCIATION	1	2.0 %
NEIGHBORHOOD E-MAIL	1	2.0 %
NEIGHBORHOOD MEETINGS	1	2.0 %
NEIGHBORHOOD PAPER	1	2.0 %
NEIGHBORS	3	6.0 %
NEWS LETTER	2	4.0 %
OFFICALS ELECTED	1	2.0 %
ONLINE	1	2.0 %
ONLINE NEWS	1	2.0 %
SRP NEWSLETTER	1	2.0 %
STAFF AT PYLE REC	1	2.0 %
TEMPE LIBRARY	1	2.0 %
TEMPE MONTHLY PAPER	1	2.0 %
TEMPE NEWSLETTER	1	2.0 %
TEMPE NEWSPAPER	1	2.0 %
TRIBUNE ON-LINE	1	2.0 %
WORD OF MOUTH	4	8.0 %
Total	50	100.0 %

Q13. Which ONE of the types of communication listed in Question #12C do you think the City should emphasize most over the next year?

Q13 Most emphasis	Number	Percent
1=Water bill newsletter	174	20.3 %
2=Local newspapers	121	14.1 %
3=Local radio	20	2.3 %
4=Television news	73	8.5 %
5=City website	101	11.8 %
6=Tempe 11 channel	30	3.5 %
7=Calling the city	9	1.0 %
8=Other	8	0.9 %
9=Don't know	323	37.6 %
Total	859	100.0 %

Q14. Transportation

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q14a Condition of City streets	1.2%	5.6%	12.5%	63.2%	16.3%	1.3%
Q14b Condition & clarity of street signs	0.7%	3.3%	13.4%	56.9%	24.6%	1.2%
Q14c Adequacy of city street lighting	2.7%	8.3%	18.5%	52.2%	16.9%	1.5%
Q14d Quality of local bus service	2.2%	3.8%	18.5%	27.2%	18.2%	30.0%
Q14e Management of traffic flow on city streets	3.7%	14.2%	22.9%	45.9%	10.1%	3.1%
Q14f Quality of walking & biking paths in the city	2.0%	7.3%	20.1%	42.4%	16.5%	11.6%

Excluding Don't Knows
Q14. Transportation (excluding don't know)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q14a Condition of City streets	1.2%	5.7%	12.6%	64.0%	16.5%
Q14b Condition & clarity of street signs	0.7%	3.3%	13.5%	57.6%	24.9%
Q14c Adequacy of city street lighting	2.7%	8.4%	18.8%	53.0%	17.1%
Q14d Quality of local bus service	3.2%	5.5%	26.5%	38.9%	26.0%
Q14e Management of traffic flow on city streets	3.8%	14.7%	23.7%	47.4%	10.5%
Q14f Quality of walking & biking paths in the city	2.2%	8.3%	22.8%	48.0%	18.7%

First Choice

Q15. Which TWO of the transportation services listed above (Q14) do you think the City should emphasize most over the next year?

Q15 1st Choice	Number	Percent
A=Condition of city streets	156	18.2 %
B=Condition & clarity of street signs	47	5.5 %
C=Adequacy of city street lighting	111	12.9 %
D=Quality of local bus service	114	13.3 %
E=Management of traffic flow on city streets	200	23.3 %
F=Quality of walking & biking paths in the City	121	14.1 %
Z=None chosen	110	12.8 %
Total	859	100.0 %

Second Choice

Q15. Which TWO of the transportation services listed above (Q14) do you think the City should emphasize most over the next year?

Q15 2nd Choice	Number	Percent
A=Condition of city streets	120	14.0 %
B=Condition & clarity of street signs	56	6.5 %
C=Adequacy of city street lighting	98	11.4 %
D=Quality of local bus service	95	11.1 %
E=Management of traffic flow on city streets	166	19.3 %
F=Quality of walking & biking paths in the City	130	15.1 %
Z=None chosen	194	22.6 %
Total	859	100.0 %

Sum of Both Choices

Q15. Which TWO of the transportation services listed above (Q14) do you think the City should emphasize most over the next year? (both selections)

Q15 Sum of Both Choices	Number	Percent
A=Condition of city streets	276	32.1 %
B=Condition & clarity of street signs	103	12.0 %
C=Adequacy of city street lighting	209	24.3 %
D=Quality of local bus service	209	24.3 %
E=Management of traffic flow on city streets	366	42.6 %
F=Quality of walking & biking paths in the City	251	29.2 %
Z=None chosen	110	12.8 %
Total	1524	

Q16. Appearance of the City

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q16a How well the city enforces property maintenance codes	6.2%	17.7%	21.7%	36.3%	8.0%	10.1%
Q16b Landscape maintenance along city streets/sidewalks	1.9%	7.7%	19.3%	54.9%	14.3%	1.9%
Q16c Appearance of residential property in the city	3.6%	13.7%	25.6%	46.1%	7.9%	3.0%
Q16d Appearance of commercial property in the city	1.0%	5.6%	24.9%	54.6%	11.2%	2.7%
Q16e Cleanliness of city streets	0.9%	3.8%	14.7%	58.4%	19.6%	2.6%

Excluding Don't Knows
Q16. Appearance of the City (excluding don't know)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q16a How well the city enforces property maintenance codes	6.9%	19.7%	24.1%	40.4%	8.9%
Q16b Landscape maintenance along city streets/sidewalks	1.9%	7.8%	19.7%	56.0%	14.6%
Q16c Appearance of residential property in the city	3.7%	14.2%	26.4%	47.5%	8.2%
Q16d Appearance of commercial property in the city	1.1%	5.7%	25.6%	56.1%	11.5%
Q16e Cleanliness of city streets	1.0%	3.9%	15.1%	60.0%	20.1%

Q17. Which ONE of the services listed above (Q16) do you think the City should emphasize most over the next year to improve the overall appearance of the City?

Q17 Most emphasis	Number	Percent
A=How well enforces property maint codes	246	28.6 %
B=Landscape maint along streets/sidewalks	123	14.3 %
C=Appearance of residential property	168	19.6 %
D=Appearance of commercial property	58	6.8 %
E=Cleanliness of city streets	123	14.3 %
Z=None chosen	141	16.4 %
Total	859	100.0 %

Q18. City Utility Services

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q18a Residential trash collection services	0.2%	1.9%	3.8%	40.9%	51.3%	1.9%
Q18b Recycling services	1.6%	2.6%	5.9%	36.3%	51.1%	2.4%
Q18c Bulky item pick up/removal services	0.9%	4.1%	9.9%	31.9%	44.5%	8.7%
Q18d Water service	0.6%	0.8%	7.6%	43.2%	45.2%	2.7%

Excluding Don't Knows
Q18. City Utility Services (excluding don't know)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q18a Residential trash collection services	0.2%	1.9%	3.9%	41.6%	52.3%
Q18b Recycling services	1.7%	2.6%	6.1%	37.2%	52.4%
Q18c Bulky item pick up/removal services	1.0%	4.5%	10.8%	34.9%	48.7%
Q18d Water service	0.6%	0.8%	7.8%	44.4%	46.4%

First Choice

Q19. Which TWO of the utility services listed above (Q18) do you think the City should emphasize most over the next year?

Q19 1st Choice	Number	Percent
A=Residential trash collection services	110	12.8 %
B=Recycling services	230	26.8 %
C=Bulky item pick up/removal services	185	21.5 %
D=Water service	114	13.3 %
Z=None chosen	220	25.6 %
Total	859	100.0 %

Second Choice

Q19. Which TWO of the utility services listed above (Q18) do you think the City should emphasize most over the next year?

Q19 2nd Choice	Number	Percent
A=Residential trash collection services	116	13.5 %
B=Recycling services	126	14.7 %
C=Bulky item pick up/removal services	172	20.0 %
D=Water service	105	12.2 %
Z=None chosen	340	39.6 %
Total	859	100.0 %

Sum of Both Choices

Q19. Which TWO of the utility services listed above (Q18) do you think the City should emphasize most over the next year? (both selections)

Q19 Most emphasis	Number	Percent
A=Residential trash collection services	226	26.3 %
B=Recycling services	356	41.4 %
C=Bulky item pick up/removal services	357	41.6 %
D=Water service	219	25.5 %
Z=None chosen	220	25.6 %
Total	1378	

Q20. Land Use and Development

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q20a Amount of open spaces in the City	1.5%	9.7%	26.3%	42.8%	11.1%	8.6%
Q20b Quality of open spaces in the City	1.3%	9.0%	29.0%	40.4%	11.5%	8.8%
Q20c Quality of neighborhood retail centers	1.9%	10.4%	26.7%	47.0%	9.2%	4.9%
Q20d Quality of new commercial development	2.2%	7.9%	25.7%	41.9%	12.1%	10.1%
Q20e Quality of new residential development	1.5%	9.9%	28.4%	36.8%	8.6%	14.8%
Q20f Amount & variety of new projects being built in Tempe	4.0%	13.2%	28.5%	34.2%	9.2%	10.9%

Excluding Don't Knows
Q20. Land Use and Development (excluding don't know)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q20a Amount of open spaces in the City	1.7%	10.6%	28.8%	46.9%	12.1%
Q20b Quality of open spaces in the City	1.4%	9.8%	31.8%	44.3%	12.6%
Q20c Quality of neighborhood retail centers	2.0%	10.9%	28.0%	49.4%	9.7%
Q20d Quality of new commercial development	2.5%	8.8%	28.6%	46.6%	13.5%
Q20e Quality of new residential development	1.8%	11.6%	33.3%	43.2%	10.1%
Q20f Amount & variety of new projects being built in Tempe	4.4%	14.8%	32.0%	38.4%	10.3%

Q21. Alley Maintenance.   If your home is next to an alley please rate the following:

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q21a Cleanliness of the alley next to your home	5.8%	11.2%	12.3%	24.9%	10.9%	34.8%
Q21b Responsiveness of city to code complaints related to alleys	3.3%	6.4%	15.0%	16.4%	8.6%	50.3%

Excluding Don't Knows
Q21. Alley Maintenance.   If your home is next to an alley please rate the following: (excluding don't know)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q21a Cleanliness of the alley next to your home	8.9%	17.1%	18.9%	38.2%	16.8%
Q21b Responsiveness of city to code complaints related to alleys	6.6%	12.9%	30.2%	33.0%	17.3%

Q22. Have you contacted the City of Tempe during the past year?

Q22a Contacted the city	Number	Percent
1=Yes	448	52.2 %
2=No	387	45.1 %
9=Don't know	24	2.8 %
Total	859	100.0 %

Q22. Customer Service

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q22b How easy they were to contact	2.0%	6.7%	8.9%	45.3%	35.5%	1.6%
Q22c The way you were treated	1.8%	4.7%	8.9%	42.9%	39.5%	2.2%
Q22d The accuracy of the information you were given	2.9%	7.1%	10.7%	39.7%	36.4%	3.1%
Q22e How quickly staff responded to your request	6.9%	6.9%	12.9%	33.3%	37.7%	2.2%
Q22f How well your issue was handled	7.1%	9.4%	10.9%	34.4%	37.1%	1.1%

Excluding Don't Knows
Q22. Customer Service (excluding don't know)

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q22b How easy they were to contact	2.0%	6.8%	9.1%	46.0%	36.1%
Q22c The way you were treated	1.8%	4.8%	9.1%	43.8%	40.4%
Q22d The accuracy of the information you were given	3.0%	7.4%	11.1%	41.0%	37.6%
Q22e How quickly staff responded to your request	7.1%	7.1%	13.2%	34.0%	38.6%
Q22f How well your issue was handled	7.2%	9.5%	11.1%	34.8%	37.5%

Q23. OVERALL PRIORITIES. Which TWO of the following major categories of city services do you think the City should emphasize most over the next year?

Q23 Emphasize most	Number	Percent
A=Alley maintenance	174	20.3 %
B=Appearance of the city	171	19.9 %
C=Communication	63	7.3 %
D=Community Services	124	14.4 %
E=Customer Service	48	5.6 %
F=Neighborhood	252	29.3 %
G=Parks & Recreation	121	14.1 %
H=Public Safety	347	40.4 %
I=Utility Services	57	6.6 %
J=Transportation	211	24.6 %
Z=None chosen	54	6.3 %
Total	1622	

Q24. Overall Ratings of the City

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't know 9
Q24a As a place to live	0.6%	2.0%	2.7%	38.4%	55.1%	1.3%
Q24b As a place to raise children	0.7%	2.0%	9.5%	34.2%	40.0%	13.5%
Q24c As a place to work	0.6%	1.5%	11.3%	36.6%	33.9%	16.2%
Q24d As a place to retire	3.1%	4.0%	13.5%	35.2%	33.4%	10.8%
Q24e As a place to own & operate a small business	0.6%	2.8%	20.8%	20.8%	15.9%	39.0%
Q24f Satisfied with efforts to promote diversity in the community	1.0%	2.6%	20.7%	39.2%	21.8%	14.7%
Q24g Satisfied with the city's promotion of inclusiveness	1.0%	3.0%	22.4%	33.8%	16.9%	22.9%
Q24h Satisfied with the direction the city is heading	2.2%	7.1%	17.3%	47.7%	19.3%	6.3%
Q24i Satisfied with the leadership of the city's elected officials	2.0%	7.1%	21.1%	43.0%	20.5%	6.4%

Excluding Don't Knows

<u>**Q24. Overall Ratings of the City (excluding don't know)**</u>

(N=859)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q24a As a place to live	0.6%	2.0%	2.7%	38.9%	55.8%
Q24b As a place to raise children	0.8%	2.3%	11.0%	39.6%	46.3%
Q24c As a place to work	0.7%	1.8%	13.5%	43.6%	40.4%
Q24d As a place to retire	3.5%	4.4%	15.1%	39.4%	37.5%
Q24e As a place to own & operate a small business	1.0%	4.6%	34.2%	34.2%	26.1%
Q24f Satisfied with efforts to promote diversity in the community	1.2%	3.0%	24.3%	46.0%	25.5%
Q24g Satisfied with the city's promotion of inclusiveness	1.4%	3.9%	29.0%	43.8%	21.9%
Q24h Satisfied with the direction the city is heading	2.4%	7.6%	18.5%	50.9%	20.6%
Q24i Satisfied with the leadership of the city's elected officials	2.1%	7.6%	22.5%	45.9%	21.9%

Q25. Usage of City Services and Facilities. Please check all the services and facilities provided by the City of Tempe that you or other members of your household have used during the past 12 months.

Q25 Services & facilities have used	Number	Percent
A=Library	622	72.4 %
B=Park	652	75.9 %
C=Walking/biking trail	489	56.9 %
D=City athletic field	156	18.2 %
E=Orbit Transit Service	221	25.7 %
F=City golf course	191	22.2 %
G=City swimming pool	128	14.9 %
H=City recreation center	231	26.9 %
I=Kid Zone after school program	54	6.3 %
J=City parks & recreation programs	245	28.5 %
K=Household products collection center	291	33.9 %
Z=None chosen	49	5.7 %
Total	3329	

Q26A. Approximately how many years have you lived in Tempe?

Q26 Years lived in Tempe	Number	Percent
1=Less than 6 months	19	2.2 %
2=6 months-5 years	132	15.4 %
3=6-10 years	187	21.8 %
4=11-20 years	157	18.3 %
5=More than 20 years	364	42.4 %
Total	859	100.0 %

Q26B. What is your age?

Q26b Age	Number	Percent
1=18-34 years	153	17.8 %
2=35-44 years	153	17.8 %
3=45-54 years	188	21.9 %
4=55-64 years	190	22.1 %
5=65-74 years	117	13.6 %
6=75+ years	46	5.4 %
9=Not provided	12	1.4 %
Total	859	100.0 %

Q26C. What is your gender?

Q26c Gender	Number	Percent
1=Male	427	49.7 %
2=Female	432	50.3 %
Total	859	100.0 %

Q26D. Are you a full-time student?

Q26d Full time student	Number	Percent
1=Yes	88	10.2 %
2=No	771	89.8 %
Total	859	100.0 %

Q26E. Do you own or rent your current residence?

Q26e Own or rent residence	Number	Percent
1=Own	607	70.7 %
2=Rent	252	29.3 %
Total	859	100.0 %

Q26F. Which of the following best describes your home?

Q26f Which describes home	Number	Percent
1=Single family	562	65.4 %
2=Multi-family	297	34.6 %
Total	859	100.0 %

Q26G. Do you have cable television?

Q26g Have cable television	Number	Percent
1=Yes	611	71.1 %
2=No	239	27.8 %
9=Not provided	9	1.0 %
Total	859	100.0 %

Q26H. Is your home located next to an alley?

Q26h Home located next to an alley	Number	Percent
1=Yes	504	58.7 %
2=No	355	41.3 %
Total	859	100.0 %

Q26I. Have you visited Downtown Tempe during the past year?

Q26i Visited Downtown Tempe	Number	Percent
1=Yes	748	87.1 %
2=No	111	12.9 %
Total	859	100.0 %

Q26J. Which of the following best describes your race/ethnicity?

Q26j Race/ethnicity	Number	Percent
1=Asian/Pacific Islander	35	4.1 %
2=Hispanic/Latino/Spanish	147	17.1 %
3=White	690	80.3 %
4=American Indian/Eskimo	17	2.0 %
5=Black/African American	21	2.4 %
9=Not provided	6	0.7 %
Total	916	

Q27. [Optional] What do you feel are the most important issues facing the City of Tempe? [list up to two issues]

Comments to question 27 are provided in appendix B

Section 5:
Survey Instrument

CITY OF TEMPE 2008 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? *Please rate satisfaction level on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied".*	**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 listed above do you think the City should emphasize most over the next year?** [write the letters for your top 2 choices]

   1st choice: _____   2nd choice: _____

4. Your Neighborhood						
A. Condition of streets	5	4	3	2	1	9
B. Condition of sidewalks						
C. Maintenance of private property	5	4	3	2	1	9
D. Condition of alley (if applicable)	5	4	3	2	1	9
E. Feeling of safety	5	4	3	2	1	9
F. Quality of neighborhood park	5	4	3	2	1	9

5. **Which TWO of the neighborhood services listed above do you think the City should emphasize most over the next year?** [write the letters for your top 2 choices]

   1st choice: _____   2nd choice: _____

6. **How would you rate the overall condition of your neighborhood?**
   ____(5) Excellent   ____(4) Good   ____(3) Average   ____(2) Poor   ____(1) Very Poor   ___(9) Don't know

7. **[Optional] Are their any specific improvements that you would like to see the City of Tempe make in your neighborhood?**

   _____

   _____

How **satisfied** are you with the following? *Please rate satisfaction level on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied".*	**Very Satisfied**	**Satisfied**	**Neutral**	**Dissatisfied**	**Very Dissatisfied**	**Don't Know**
8. Parks and Recreation						
A. Quality of larger city parks	5	4	3	2	1	9
B. Quality of City recreation centers	5	4	3	2	1	9
C. Quality of City swimming pools and programs	5	4	3	2	1	9
D. Quality of Outdoor athletic fields (e.g., baseball, soccer…)	5	4	3	2	1	9
E. Quality of City recreation programs for **youth**	5	4	3	2	1	9
F. Quality of City recreation programs for **adults**	5	4	3	2	1	9
G. Quality of City golf courses (Rolling Hills/Ken McDonald)	5	4	3	2	1	9

9. Which TWO of the parks and recreation services listed above do you think the City should emphasize most over the next year? [write the letters for your top 2 choices]

1st choice: _____   2nd choice: _____

10. 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

11. Which ONE of the community services listed above do you think the City should emphasize most over the next year? [write the letter for your top choice]

1st choice: _____

12. 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: _____

13. Which ONE of the types of communication listed in Question #12C do you think the City should emphasize most over the next year? [write the number for your top choice]

1st choice: _____

14. 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. Management of traffic flow on city streets	5	4	3	2	1	9
F. Quality of walking and biking paths in the City	5	4	3	2	1	9

15. Which TWO of the transportation services listed above do you think the City should emphasize most over the next year? [write the letter for your top 2 choices]

1st choice: _____   2nd choice: _____

How **satisfied** are you with the following? *Please rate satisfaction level on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied".*	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
16. Appearance of the City						
A. How well the City enforces property maintenance codes	5	4	3	2	1	9
B. Landscape maintenance along City streets/sidewalks	5	4	3	2	1	9
C. Appearance of residential property in the City	5	4	3	2	1	9
D. Appearance of commercial property in the City	5	4	3	2	1	9
E. Cleanliness of City streets	5	4	3	2	1	9

17. 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]

1st choice: _____

18. City Utility Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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

19. Which TWO of the utility services listed above do you think the City should emphasize most over the next year? [write the letters for your top 2 choices]

1st choice: _____   2nd choice: _____

How **satisfied** are you with the following? *Please rate satisfaction level on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied".*	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
20. Land Use and Development.						
A. Amount of open spaces in the City	5	4	3	2	1	9
B. Quality of open spaces in the City	5	4	3	2	1	9
C. Quality of neighborhood retail centers	5	4	3	2	1	9
D. Quality of new commercial development	5	4	3	2	1	9
E. Quality of new residential development	5	4	3	2	1	9
F. Amount and variety of new projects being built in Tempe (houses, apartments, offices, retail stores, etc.)	5	4	3	2	1	9
21. Alley Maintenance. If your home is next to an alley please rate the following:						
A. Cleanliness of the alley next to your home	5	4	3	2	1	9
B. Responsiveness of the City to code complaints related to alleys	5	4	3	2	1	9

22. Customer Service						
A. Have you contacted the City of Tempe during the past year? __(1) Yes [answer Questions 22 B-F] __(2) No [go to Question 23]						
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

23. 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. Alley Maintenance   ___E. Customer Service   ___I. Utility Services
___B. Appearance of the City   ___F. Neighborhood   ___J. Transportation
___C. Communication   ___G. Parks and Recreation
___D. Community Services (e.g., libraries)   ___H. Public Safety

24. 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 City's promotion of inclusiveness	5	4	3	2	1	9
H.	In general, how satisfied are you with the direction the City is heading?	5	4	3	2	1	9
I.	In general, how satisfied are you with the leadership of the City's elected officials?	5	4	3	2	1	9

25. Usage of City Services and Facilities. Please check all the services and facilities provided by the City of Tempe that you or other members of your household have used during the past 12 months. [check ALL that apply]

___A. Library   ___E. Orbit Transit Service   ___I. Kid Zone after school program
___B. Park   ___F. City golf course   ___ J. City Parks and Recreation programs
___C. Walking/biking trail   ___G. City swimming pool   ___K. Household products collection Center
___D. City athletic field   ___H. City recreation center

26. Demographics

A. **Approximately how many years have you lived in Tempe?**
___(1) Less than 6 months   ___(2) 6 months - 5 years   ___(3) 6-10 years   ___(4) 11-20 years   ___(5) More than 20 years

B. **What is your age?** ___(1) 18-34 years   ___(3) 45-54 years   ___(5) 65-74 years
___(2) 35-44 years   ___(4) 55-64 years   ___(6) 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. **Which of the following best describes your home?** ___(1) Single family ___(2) Multi-family (apartment/condo)

G. **Do you have cable television?** ___(1) Yes ___(2) No

H. **Is your home located next to an alley?** ___(1) Yes ___(2) No

I. **Have you visited Downtown Tempe during the past year?** ___(1) Yes ___(2) No

J. **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: _____

27. [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