

Memorandum



Community Services Department

Date: March 27, 2015

To: Mayor and City Council

From: Shelley Hearn, Community Services Director, x8906

Through: Andrew Ching, City Manager, x8575
Steven Methvin, Deputy City Manager – Chief Operations, x8811

Subject: 2014 Community Attitude Survey

The Community Attitude Survey was conducted in the winter of 2014, for the eighth consecutive year, to assist Council with setting priorities, understanding the opinions of residents, developing strategic plans and preparing the budget.

The 2014 survey was sent to 3,000 households and 1,092 responses were received. In comparison to 40 benchmark cities across the nation measured by the consultant, Tempe ranked above the national average in 34 of the 40 categories. Tempe residents ranked their overall satisfaction with the quality of city services at 90% which is 34% above the national average. This is a 2% increase from last year.

There were several significant increases in satisfaction ratings relating to City services. The quality of before and after school programs was up 13%, City enforcement of property maintenance codes increased by 10% and efforts by the City to prevent crime was up 6%. Public involvement in City decision making showed a 4% increase in satisfaction levels from 2013.

In addition, this year we asked a series of questions to gather community input related arts and culture in Tempe. Seventy-eight percent of residents indicated arts and culture was “very” or somewhat” important to their family.

The survey results revealed the top priorities for the City to focus on next fiscal year are economic development and maintenance of streets and buildings. The information in the survey could be a valuable tool to assist Council in policy direction and decision making in the year ahead. Department directors will be able to utilize the information to identify areas to allocate resources or establish goals to improve service.

The survey findings will be presented to Council at the April 9 Issue Review Session by Chris Thatham from the ETC Institute. Chris will also be conducting workshops for selected departments to assist in data analysis. The survey is now accessible to the public online at www.tempe.gov/residentsurvey.

If you have any questions please call Shelley Hearn, 350-8906.

Included with report: Appendix A – Shaded GIS maps by census block groups
Appendix B – Dot GIS maps indicating each individual response

Appendix C – Tabular data excluding neutral and don't know responses

Attachment: PowerPoint