

Mayor's Roundtable: Citizen Satisfaction Survey Results



June 12, 2014

Meeting Format

Hosted by Community Affairs Commission (CAC)

- Introduction
- Citizen Survey Results
- Discussion – Q&A
- Wrap-up



Agenda



Agenda

- Methodology
- Major Findings
 - City Services
 - Neighborhood Integrity
 - Benchmarking
- Policy Questions
- Conclusions

Methodology



Methodology

- Address-based-sample of 2,850
- 545 questionnaires were completed
 - 183 telephone responses
 - 171 Web responses
 - 191 mail responses
- Margin of error +/- 4.19%

How can 545 responses be enough?

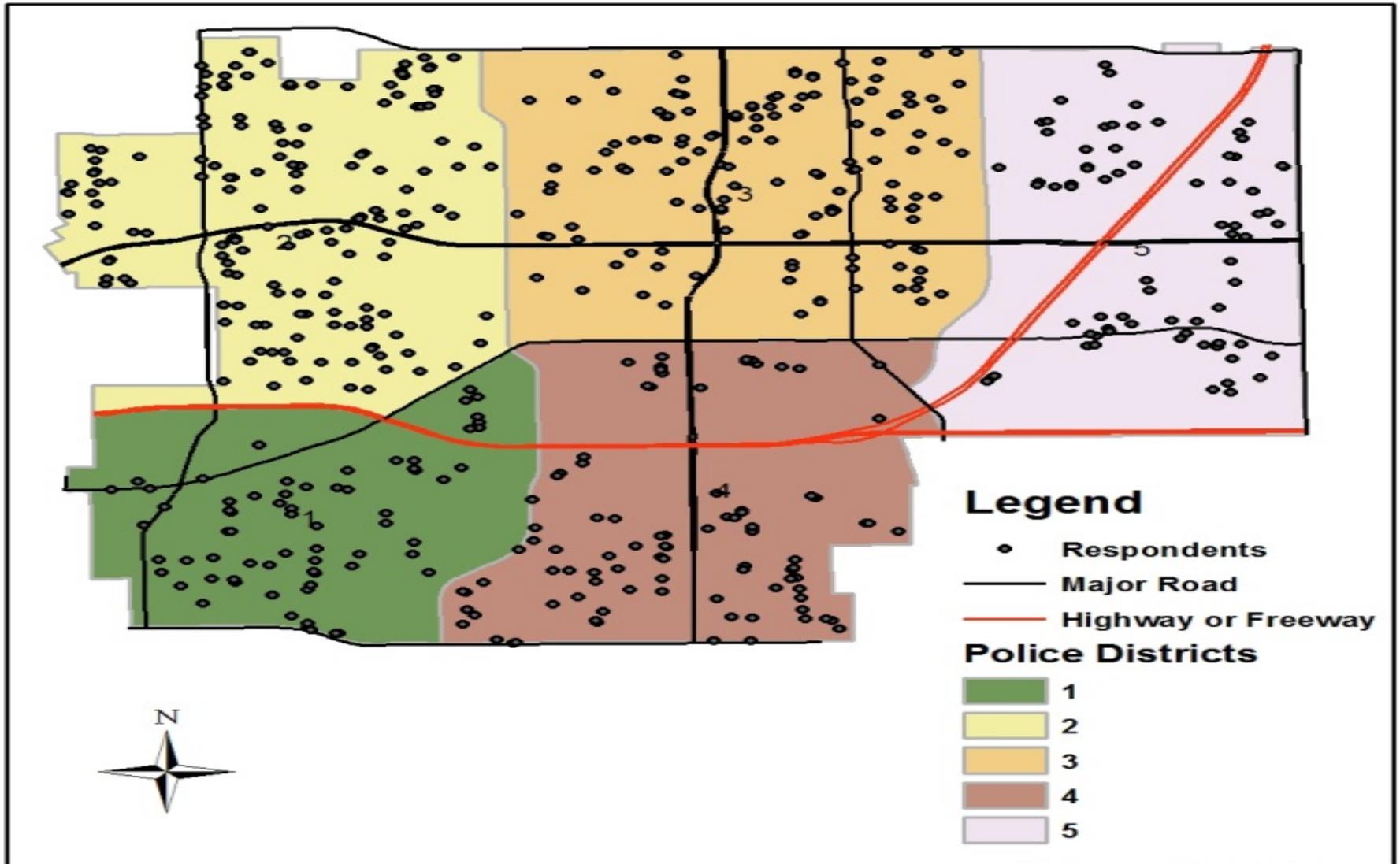
Sample Size Proportion Table

Population	Representative Sample	Margin of Error
500	200	+/-5.4%
800	300	+/-4.5%
1,000	300	+/-4.7%
100,000	500	+/-4.4%
100,000	800	+/-3.5%
48,566	545	+/-4.19%

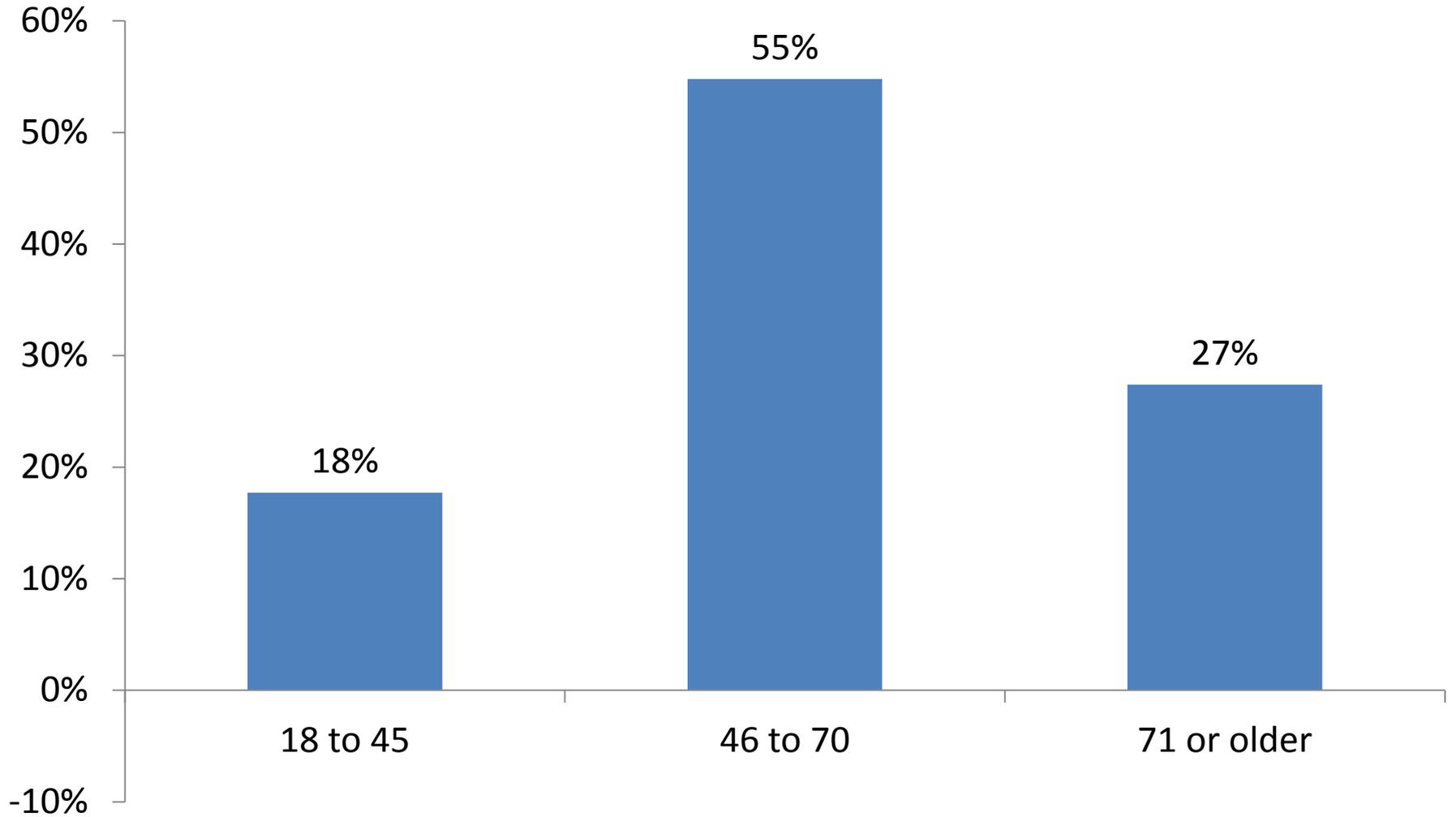
How can 545 responses be enough?

- Goal was a 95 percent confidence level
 - This level of confidence requires a sample size large enough that if the same survey were conducted 100 times with a random sample, only five of the surveys would be expected to yield results outside the margin of error.

Responses by District



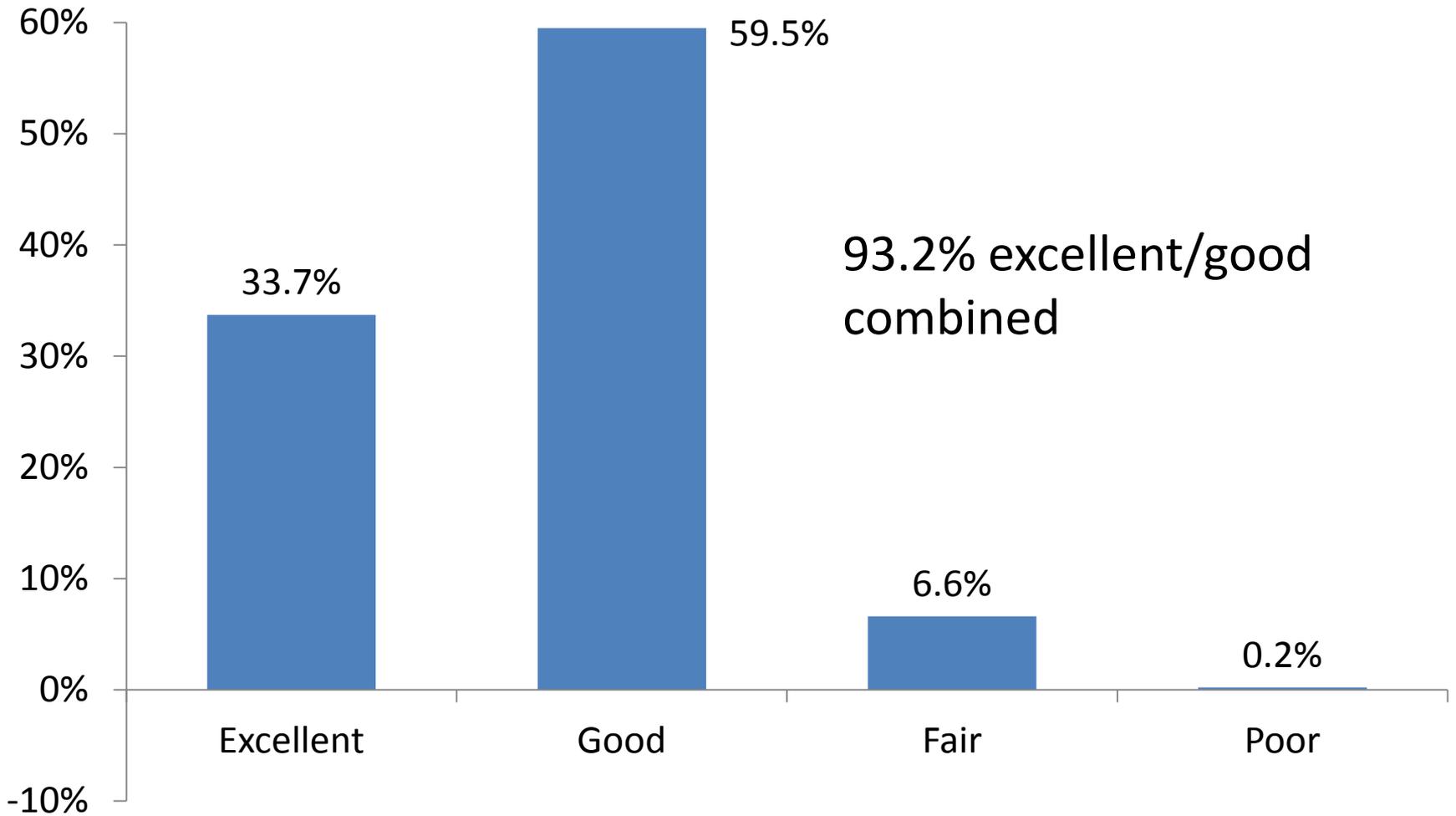
Respondents by Age



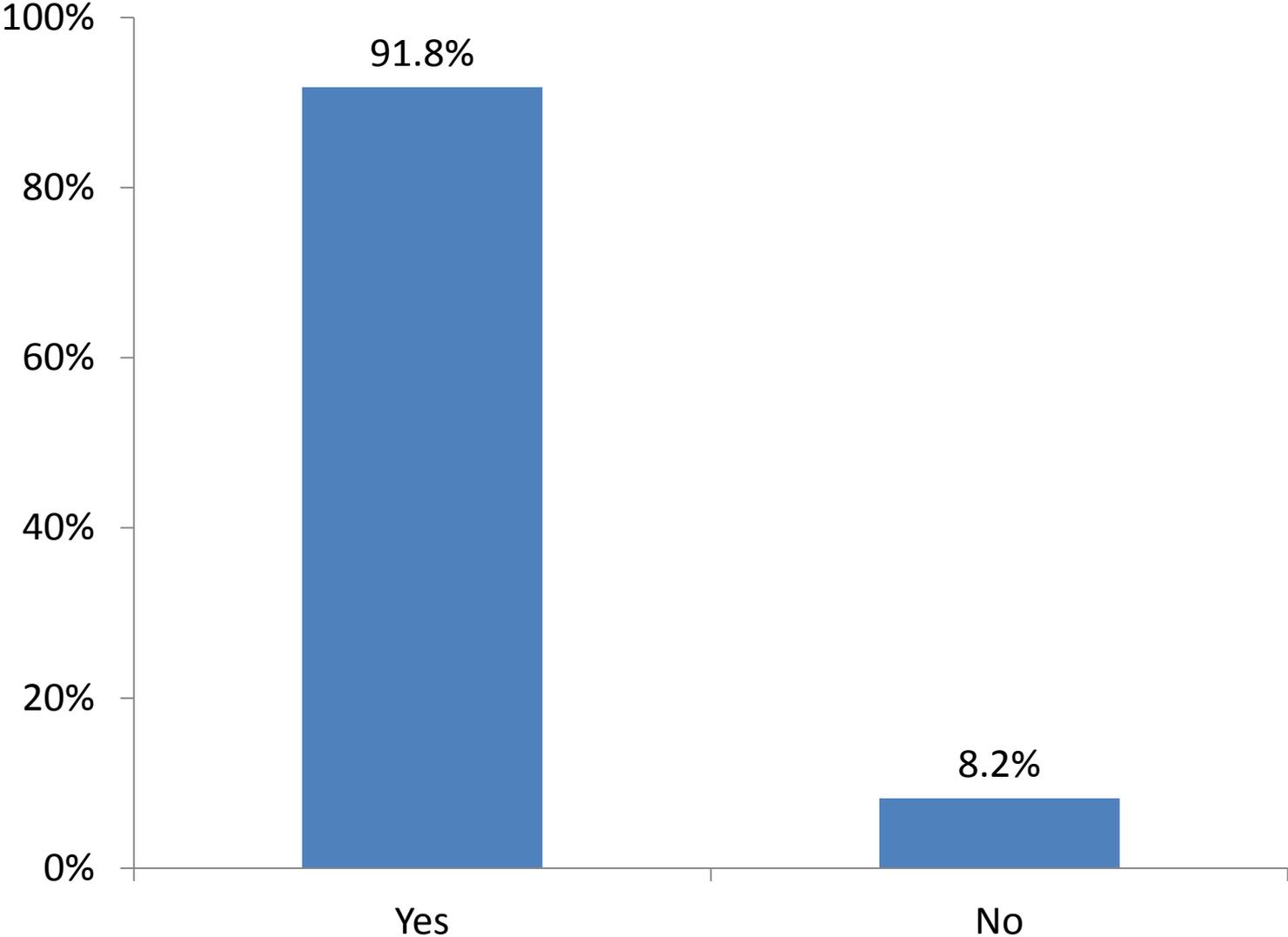
A man with dark hair and a light blue shirt is holding a magnifying glass. The lens of the magnifying glass is focused on the text 'Major Findings'. The background is a plain, light color.

**Major
Findings**

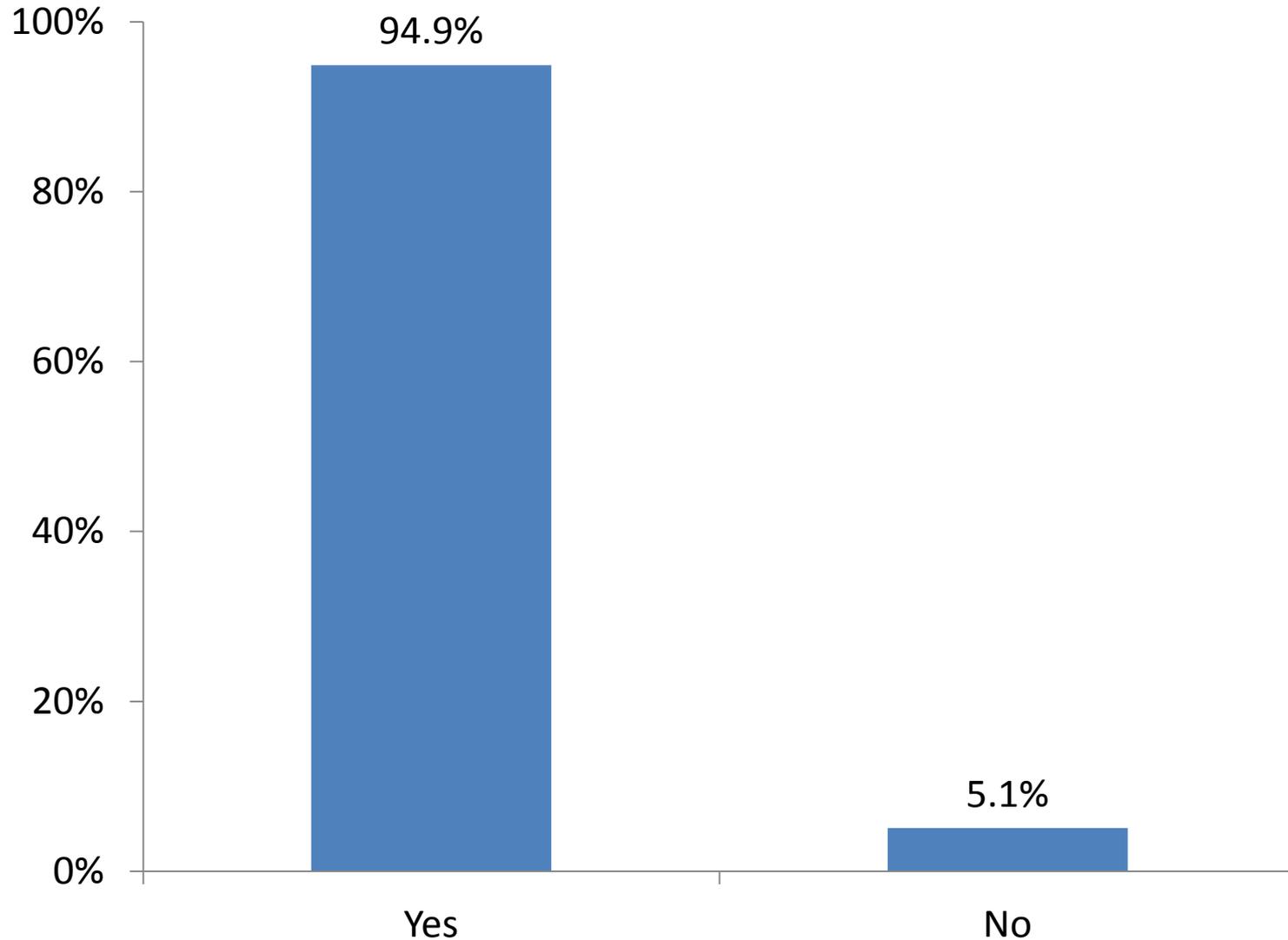
Quality of Life



Plan on Remaining in Bedford



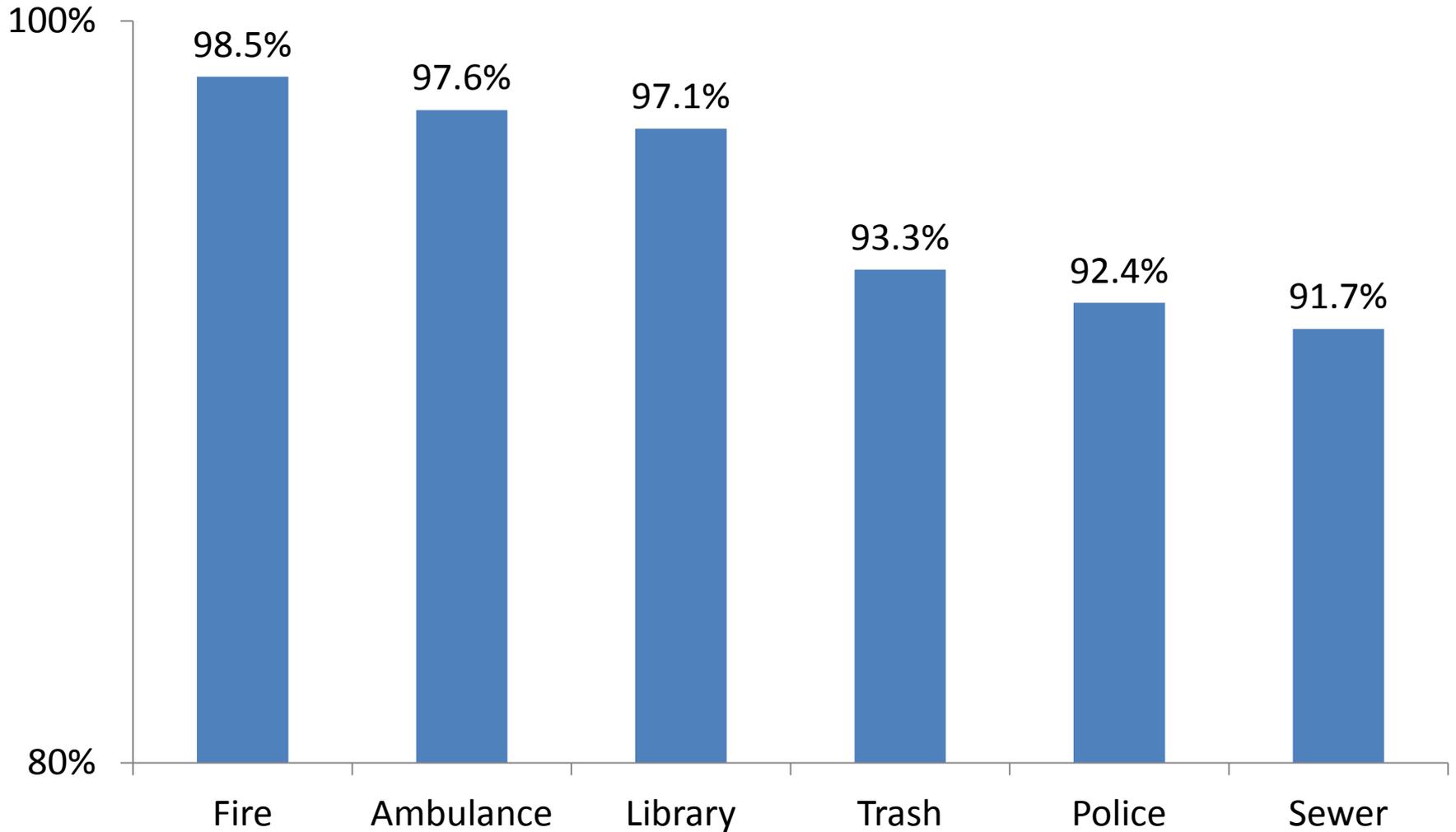
Recommend Bedford as Good Place to Live



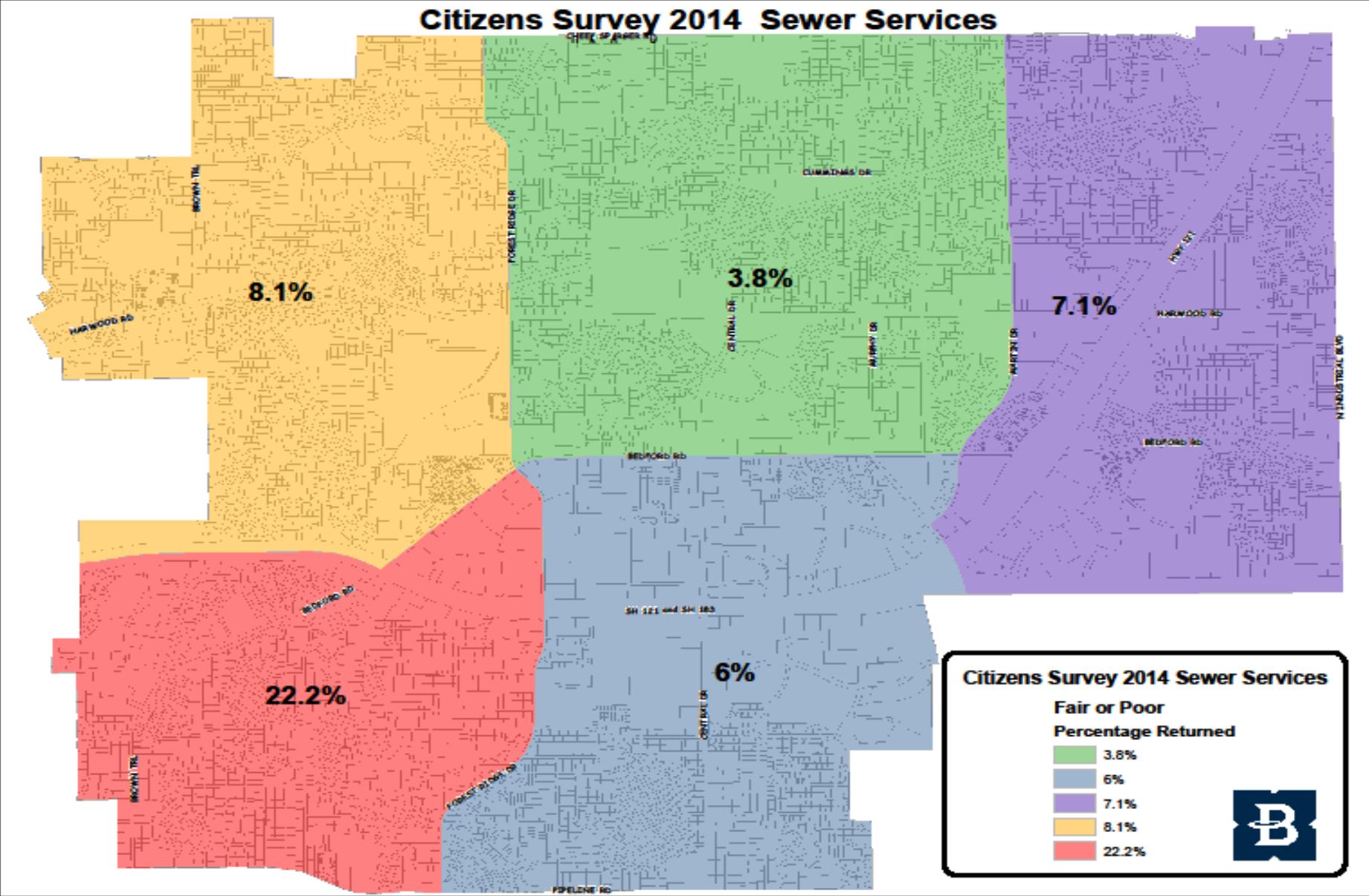
City Service Satisfaction Rankings

Range: 98.5% to 66.8%

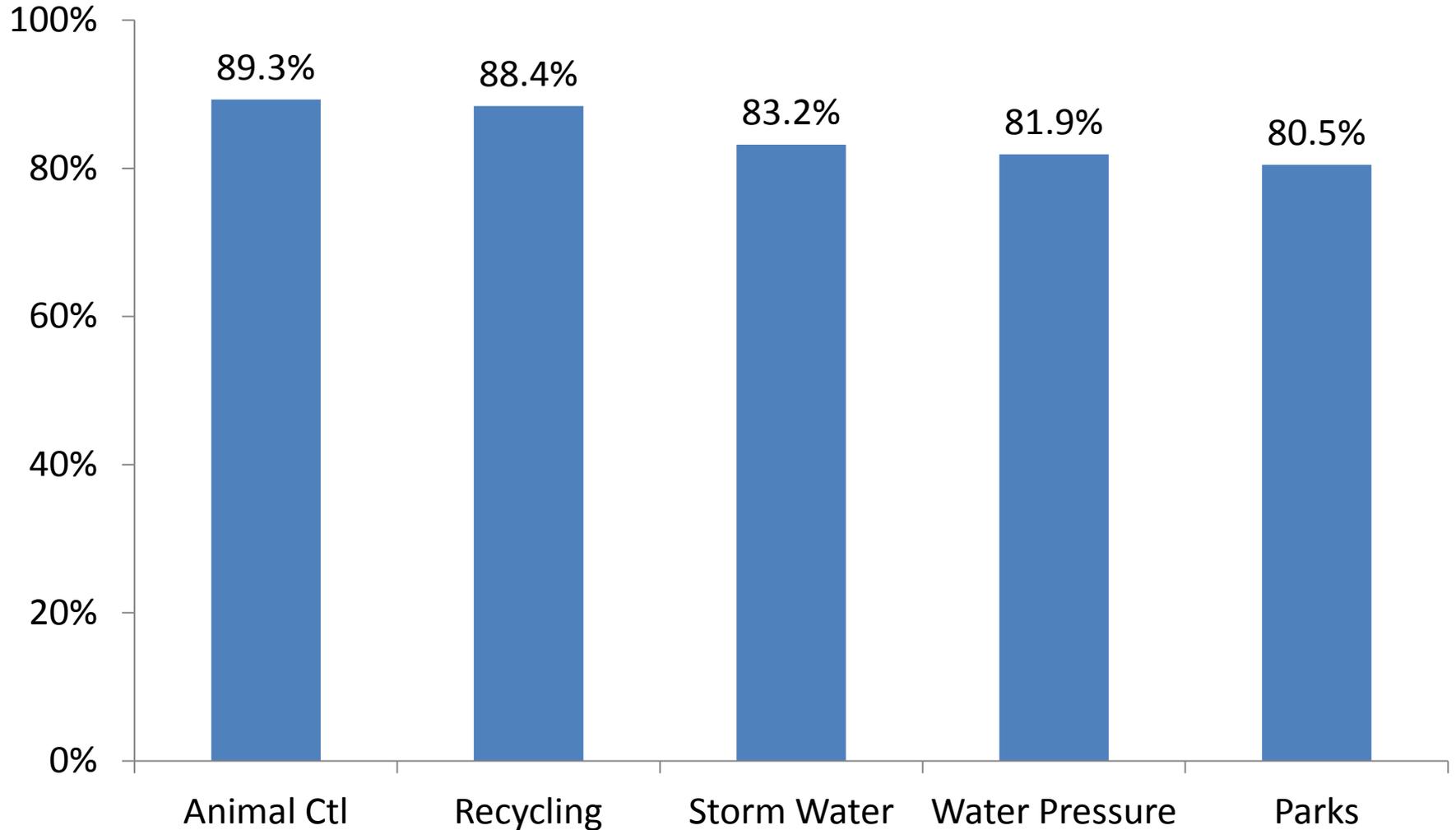
90+% Ranking of Excellent/Good



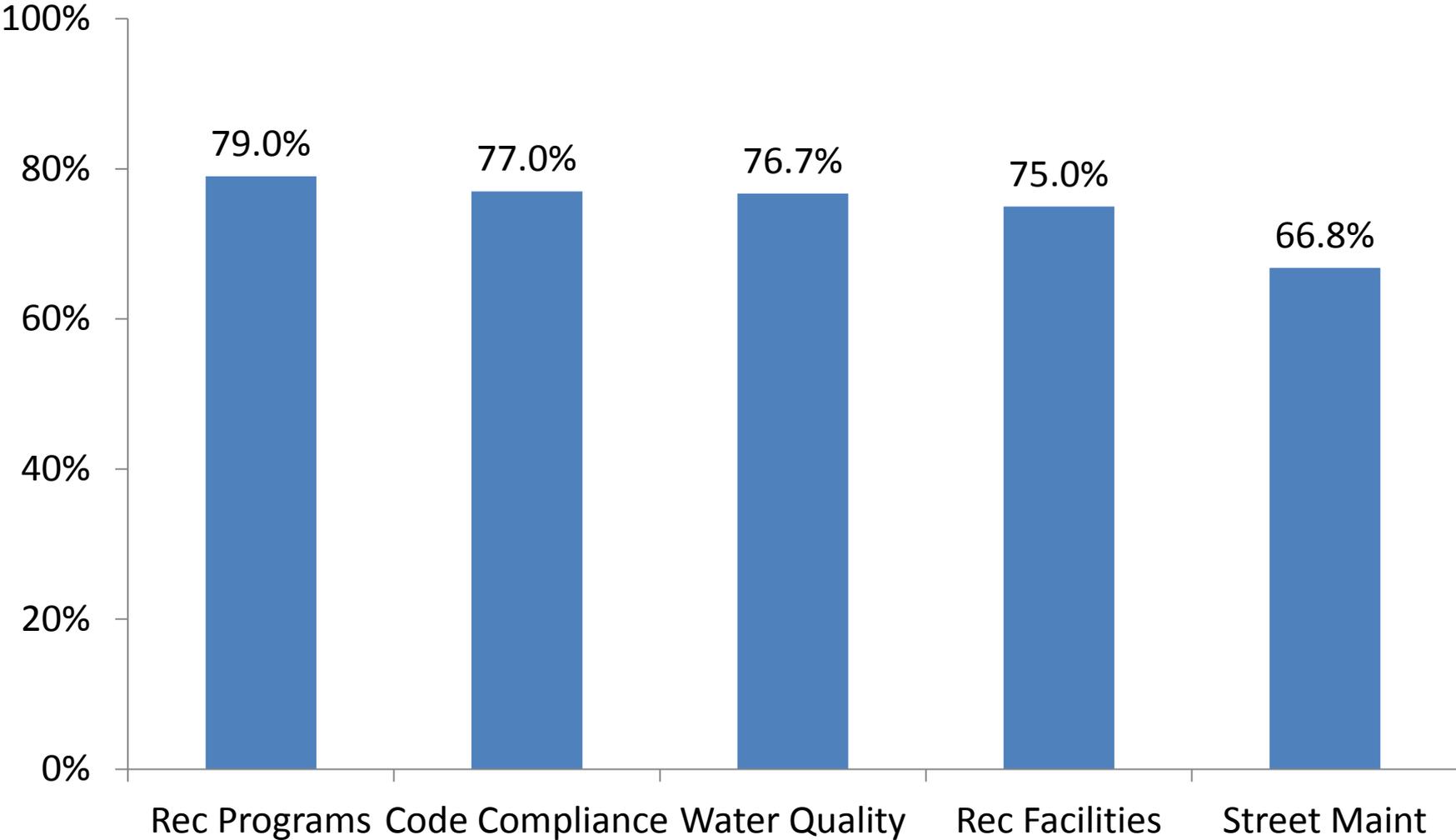
Sewer Service



80+% Ranking of Excellent/Good

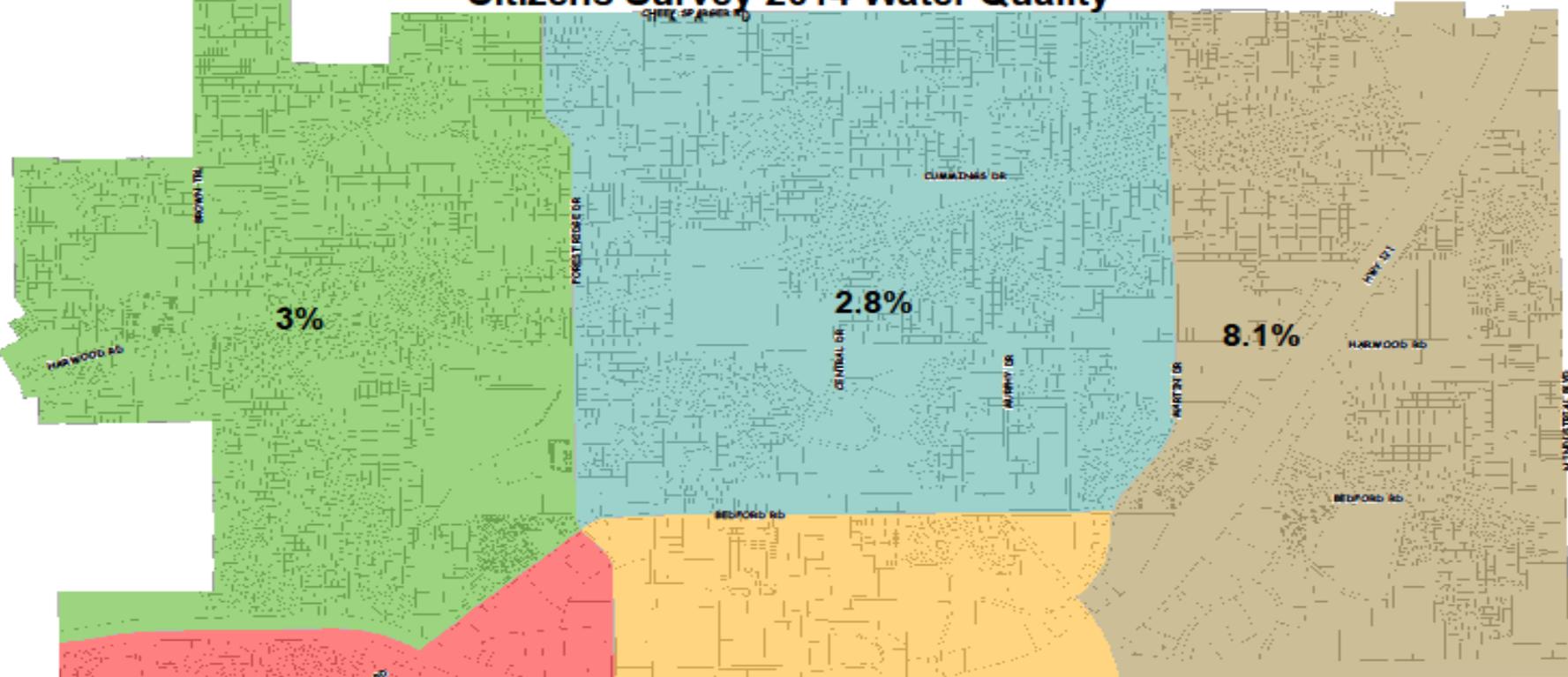


66.8+% Ranking of Excellent/Good



Water Quality

Citizens Survey 2014 Water Quality



Citizens Survey 2014 Water Quality

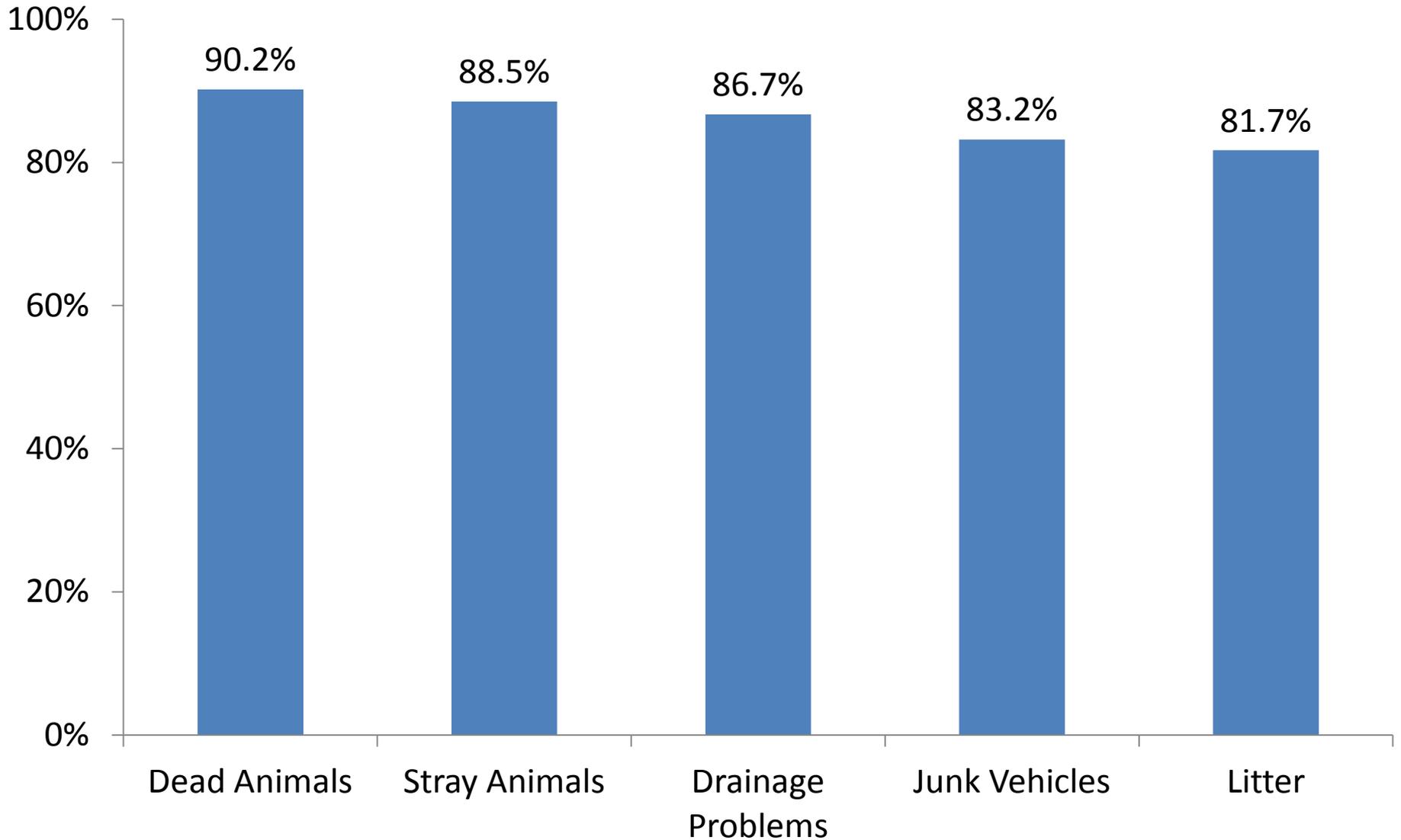
Fair or Poor Percentage Returned

- 19.4%
- 2.8%
- 3%
- 8.1%
- 9.2%



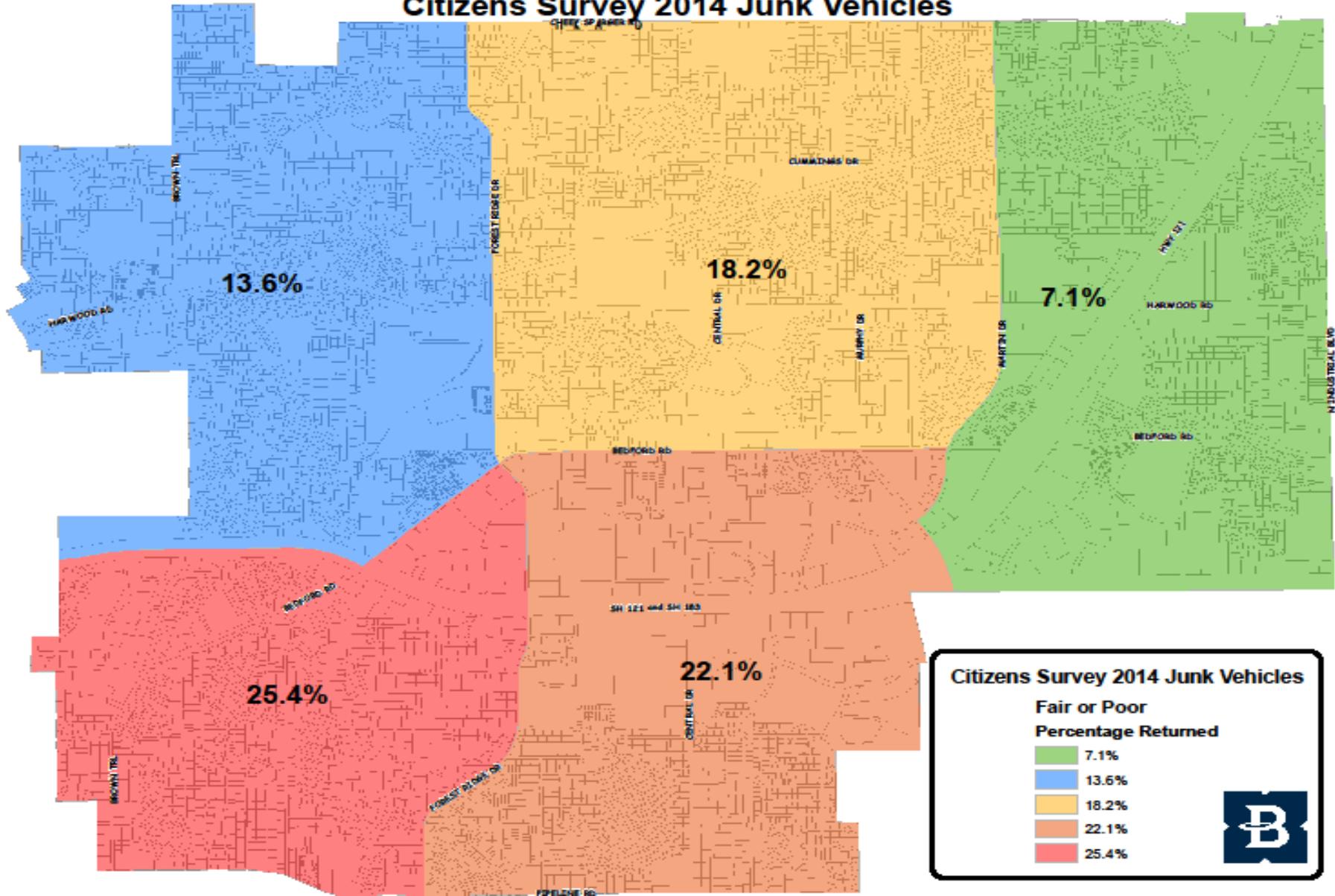
**Neighborhood Integrity
Control Measures
Range: 90.2% to 59.8%**

80+% Ranking of Excellent/Good for Control of....



Junk Vehicles

Citizens Survey 2014 Junk Vehicles



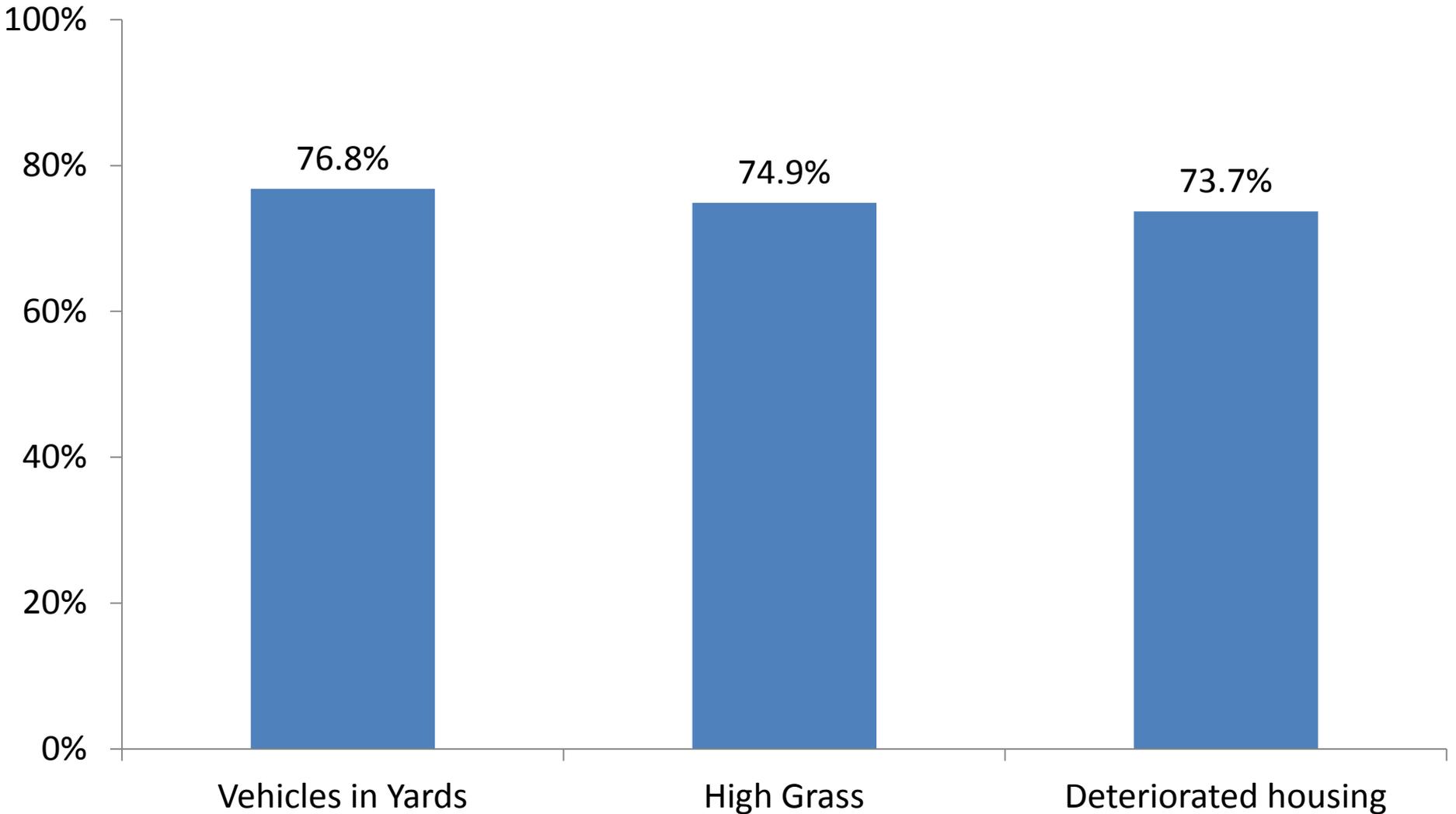
Citizens Survey 2014 Junk Vehicles

Fair or Poor
Percentage Returned

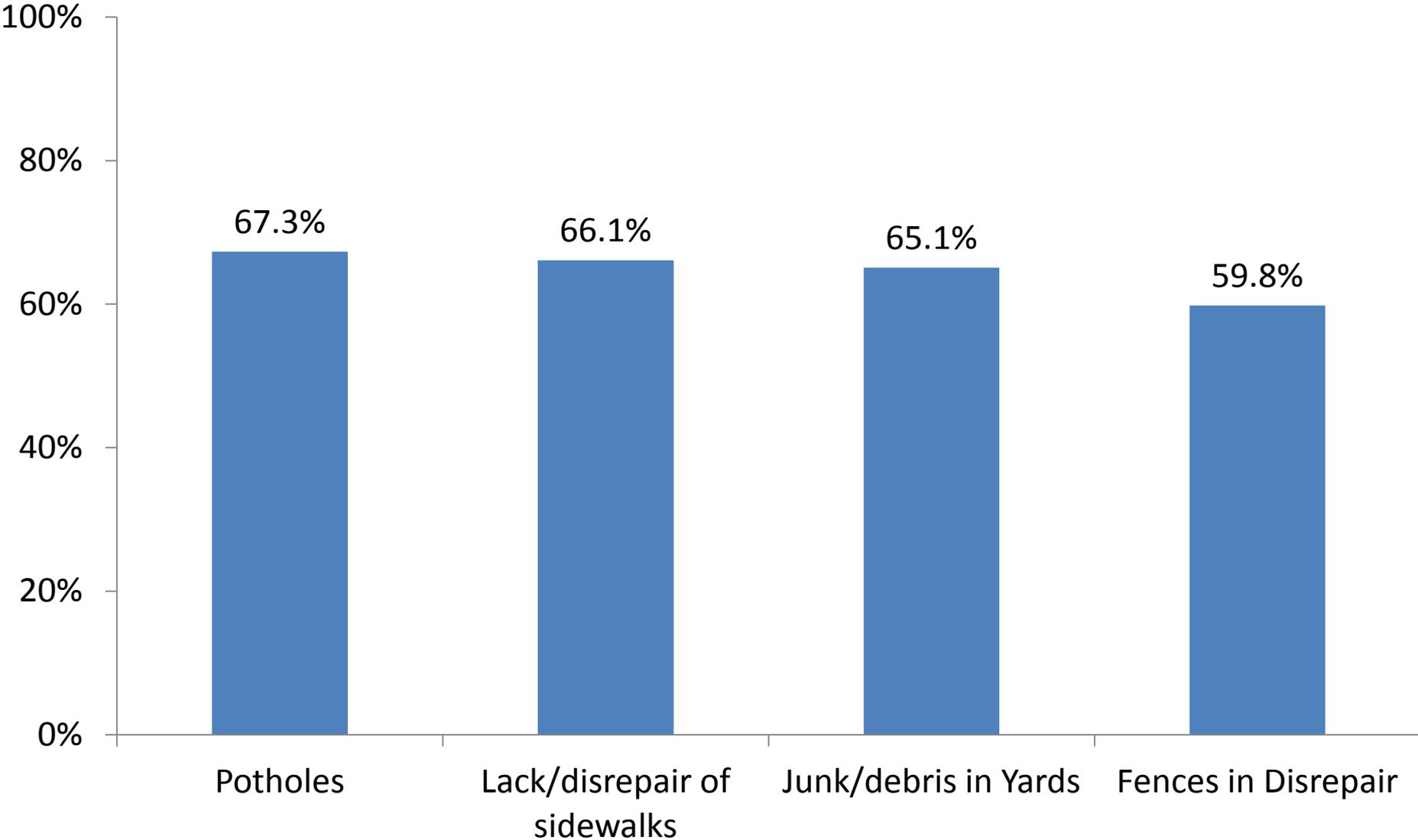
- 7.1%
- 13.6%
- 18.2%
- 22.1%
- 25.4%



70+% Ranking of Excellent/Good for Control of....

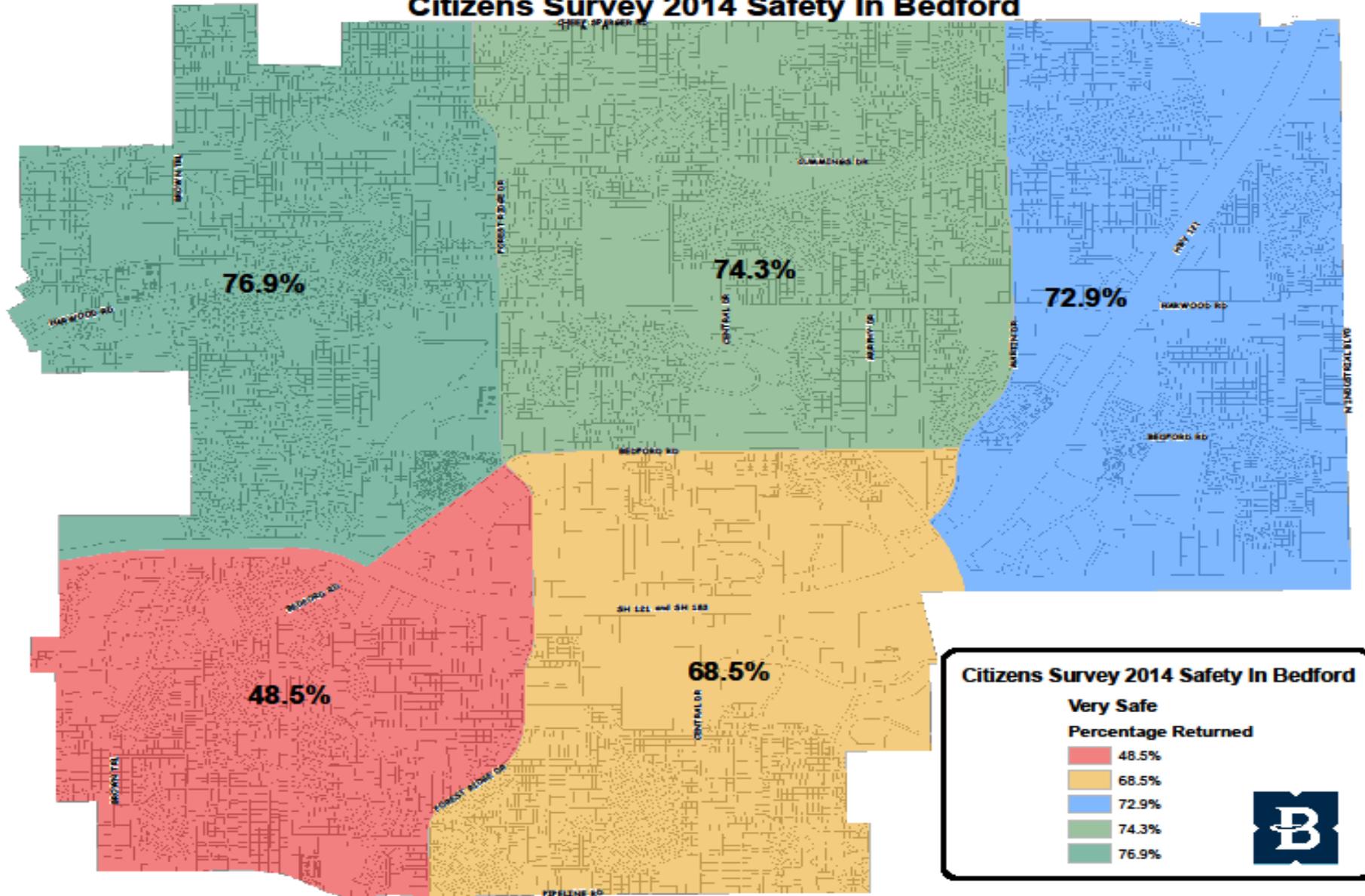


59.8+% Ranking of Excellent/Good for Control of....



Feeling Very Safe in Neighborhood

Citizens Survey 2014 Safety In Bedford



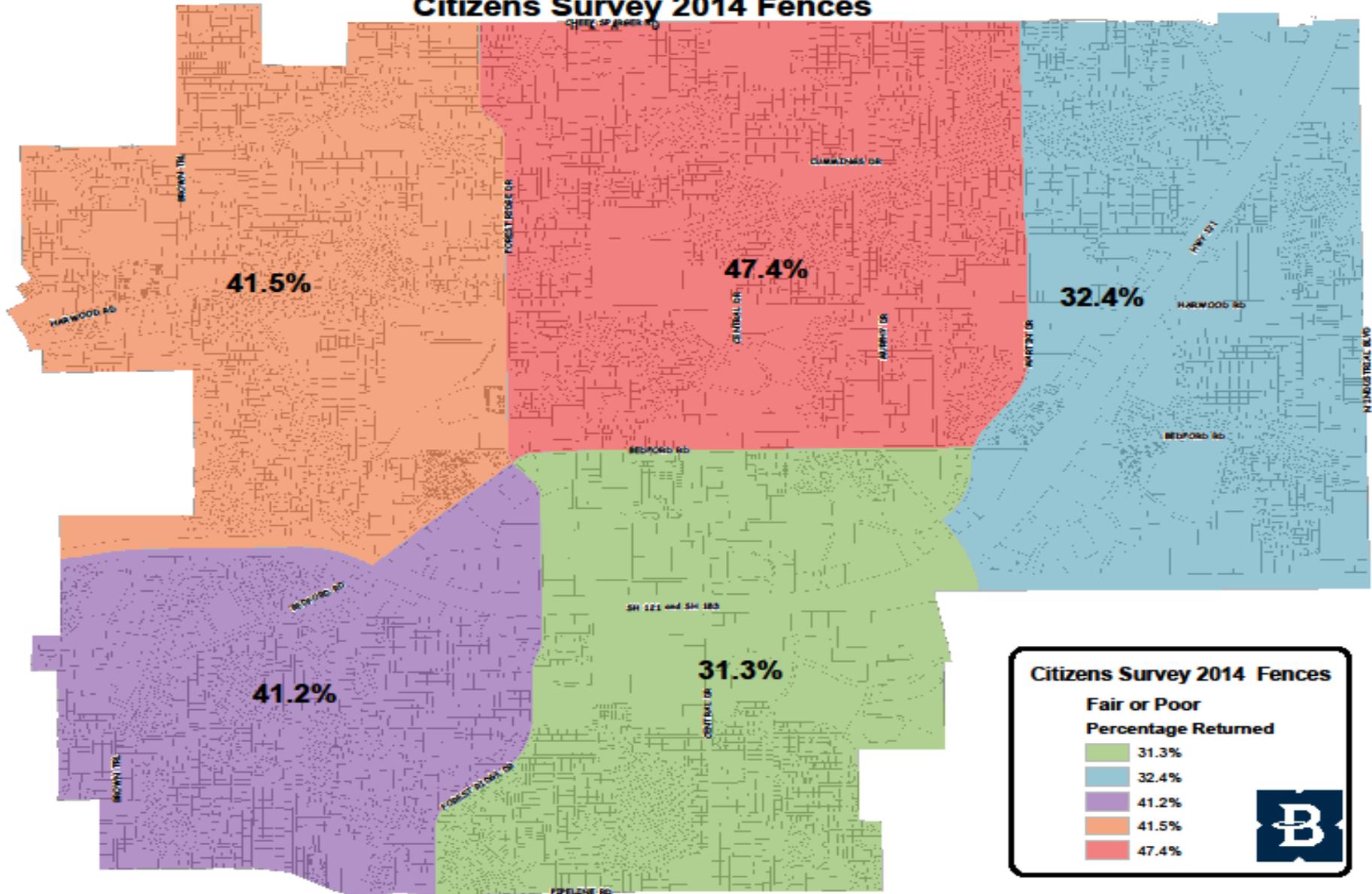
Citizens Survey 2014 Safety In Bedford

- Very Safe**
Percentage Returned
- 48.5%
 - 68.5%
 - 72.9%
 - 74.3%
 - 76.9%



Fences in Disrepair

Citizens Survey 2014 Fences



Citizens Survey 2014 Fences

Fair or Poor Percentage Returned

- 31.3%
- 32.4%
- 41.2%
- 41.5%
- 47.4%



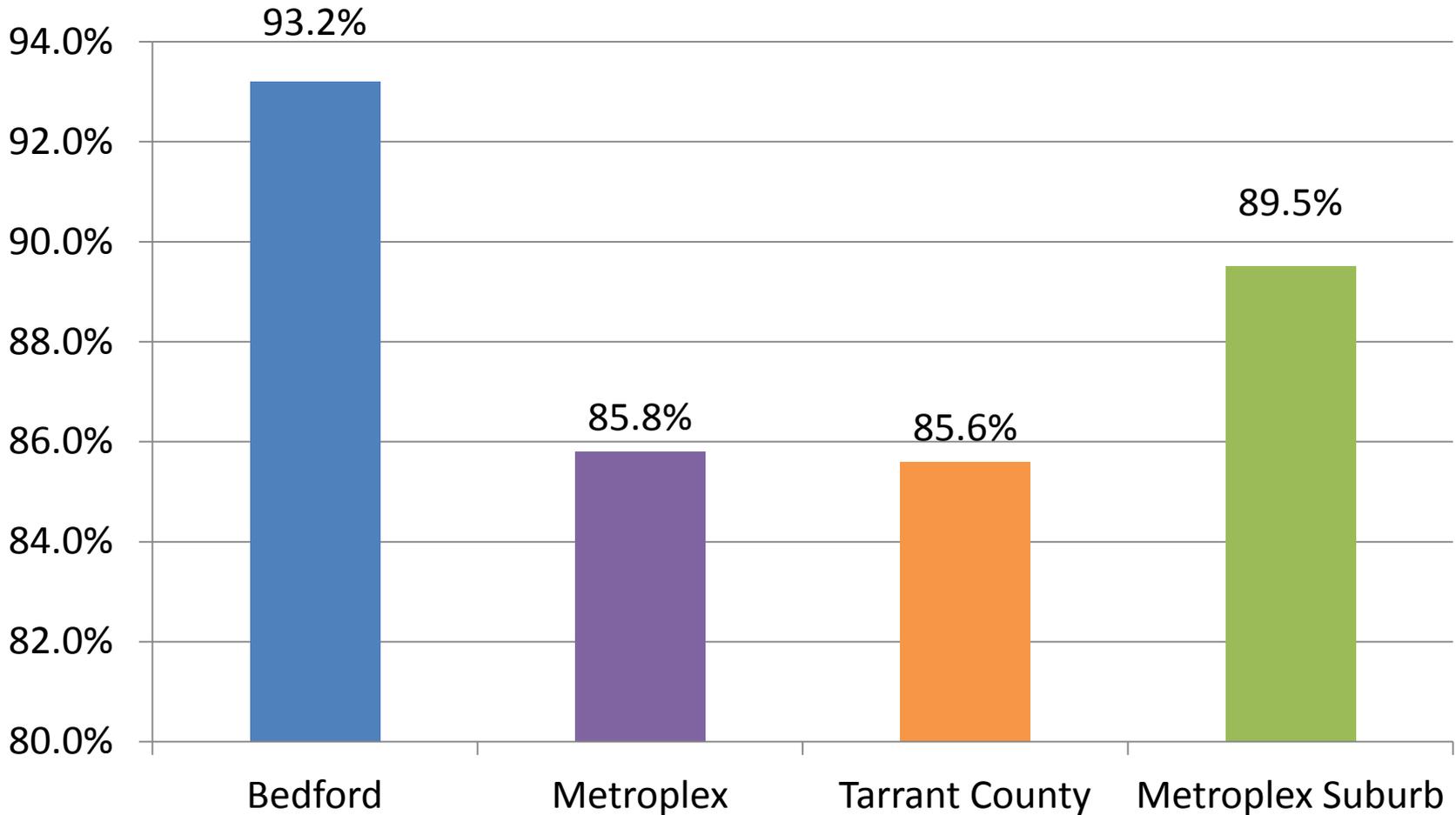
Benchmarking



Overall, the citizen satisfaction survey provided very positive results. Yet as a city we want to strive to be great in all the services we provide.

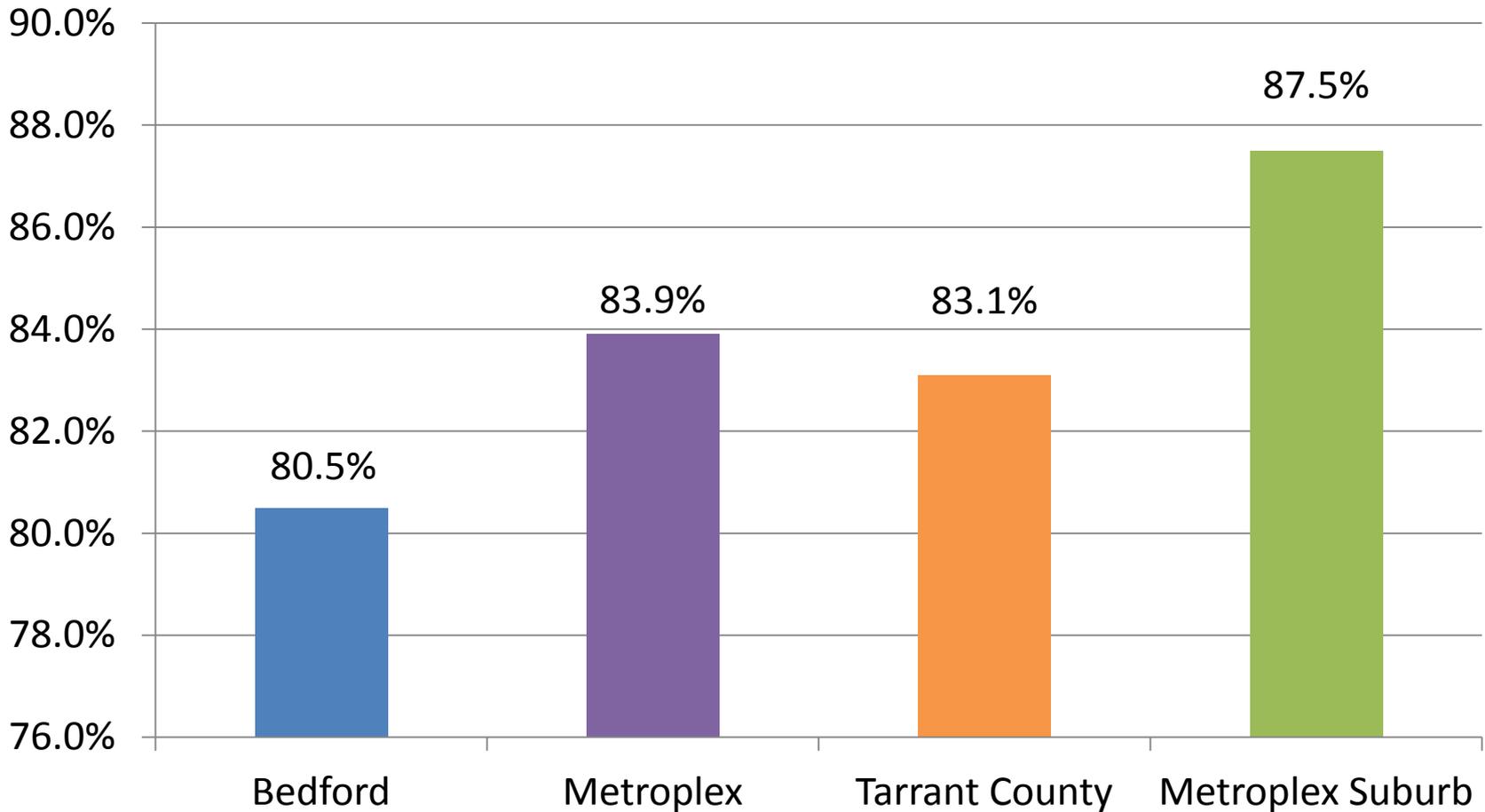
Quality of Life

Excellent/Good



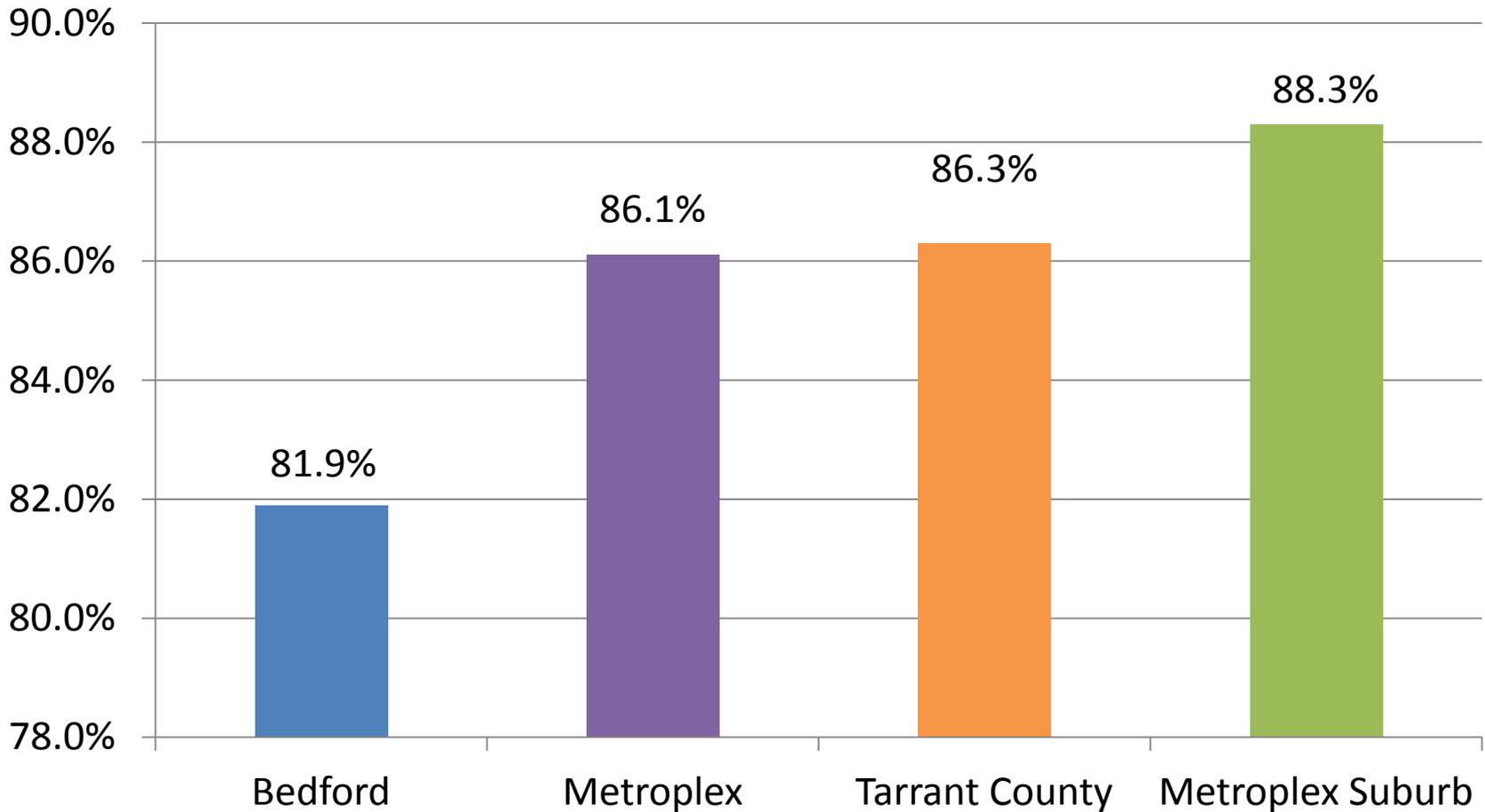
Park Satisfaction

Excellent/Good



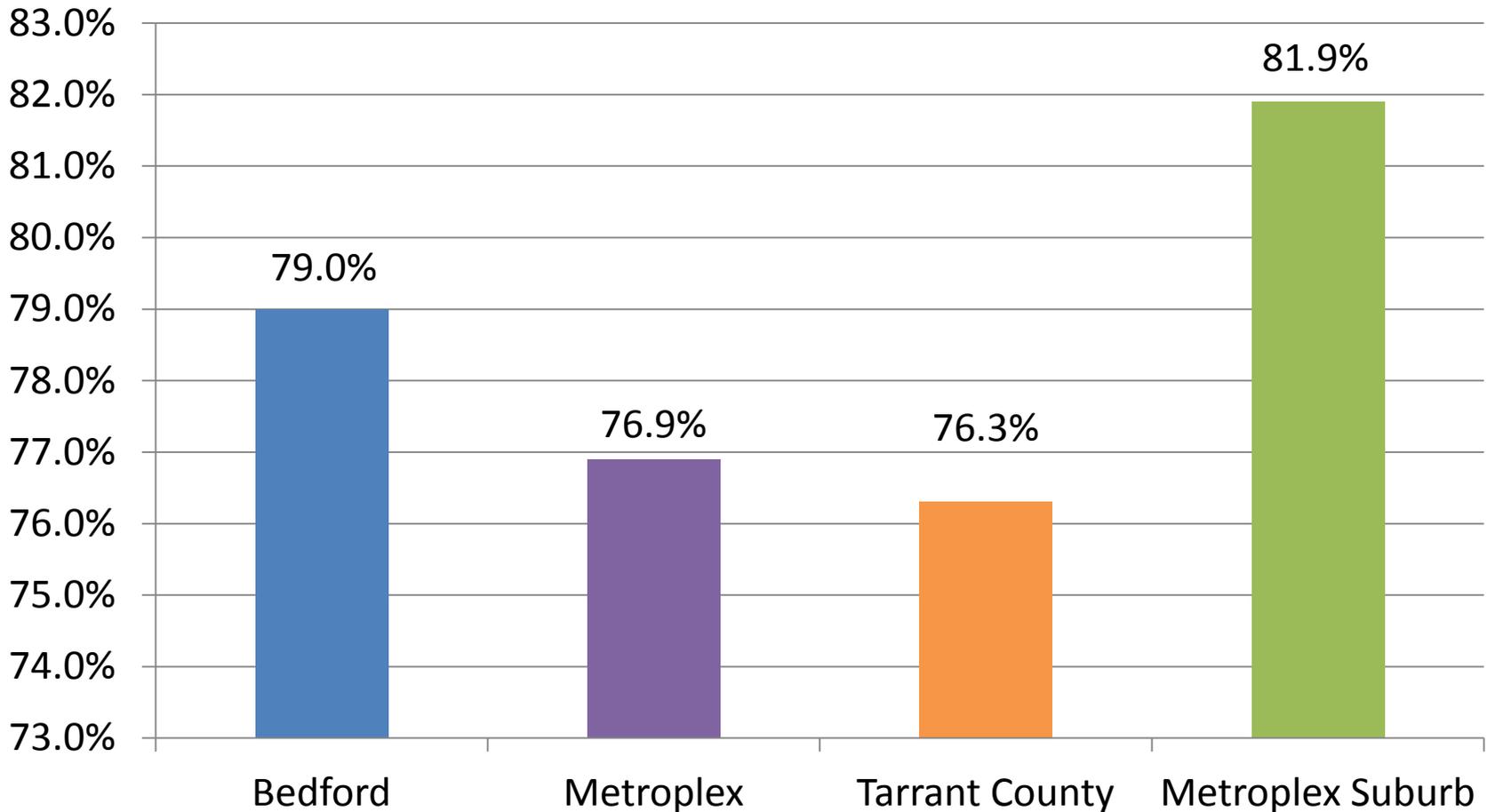
Water Pressure Satisfaction

Excellent/Good



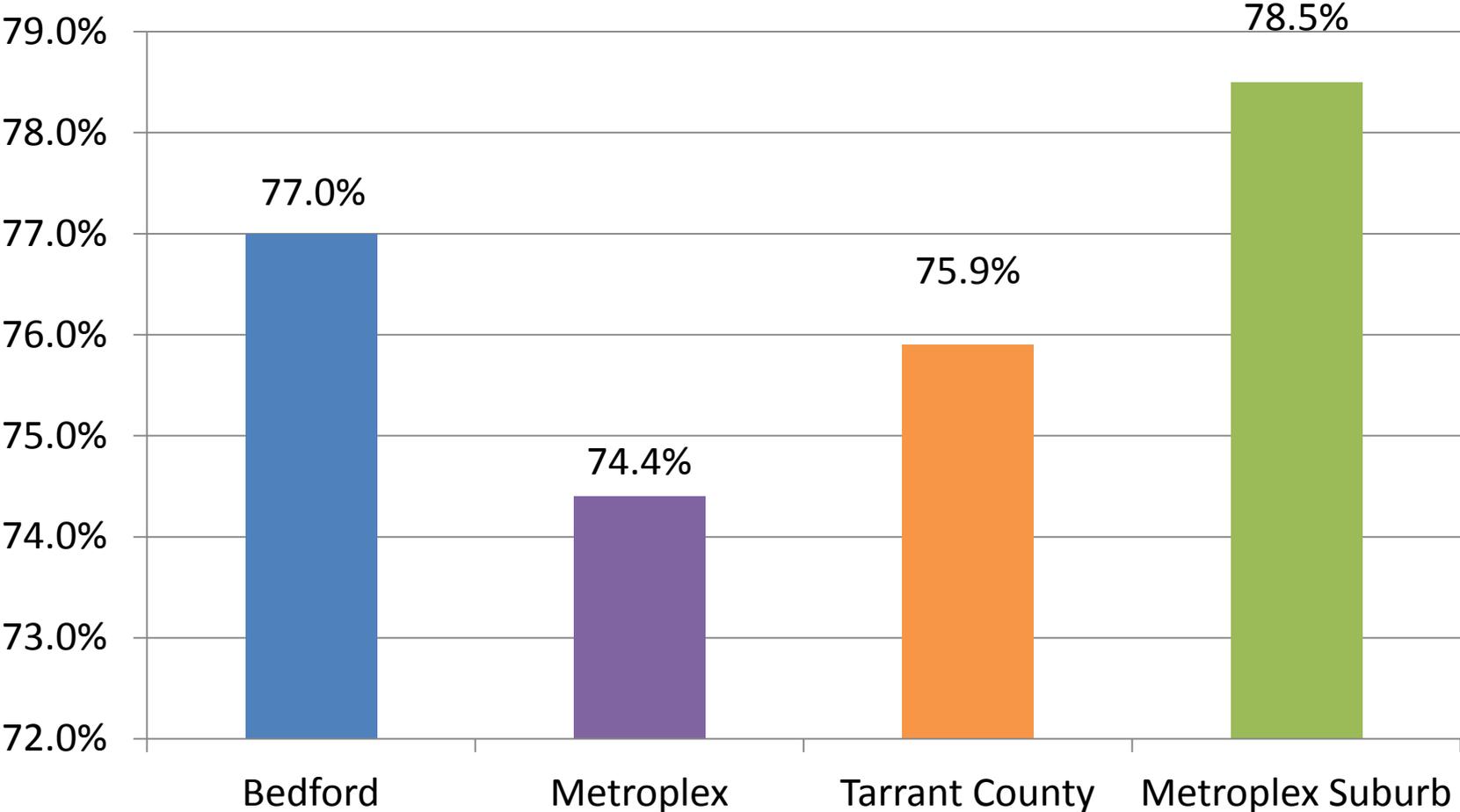
Recreation Program Satisfaction

Excellent/Good



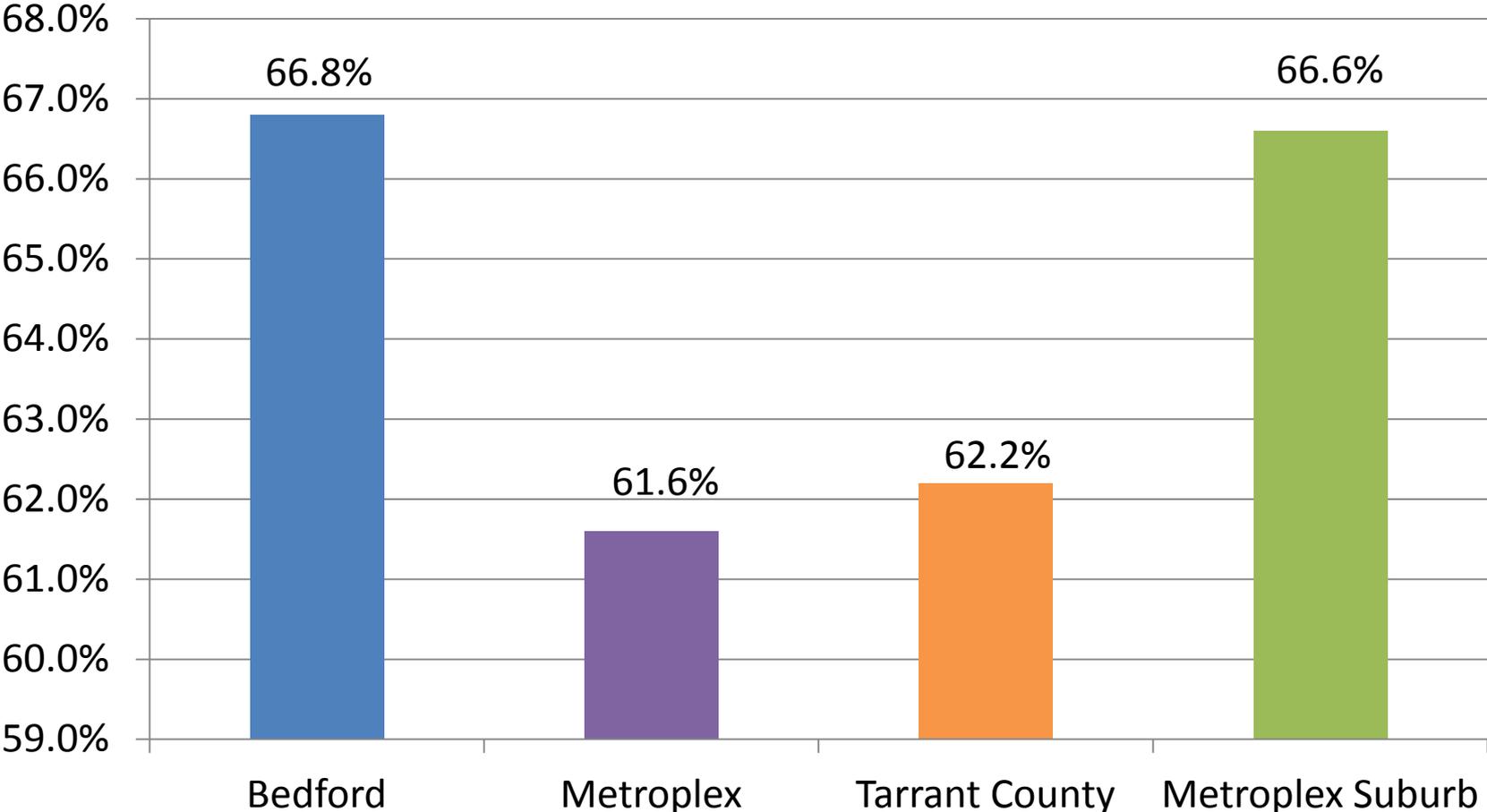
Code Compliance Satisfaction

Excellent/Good

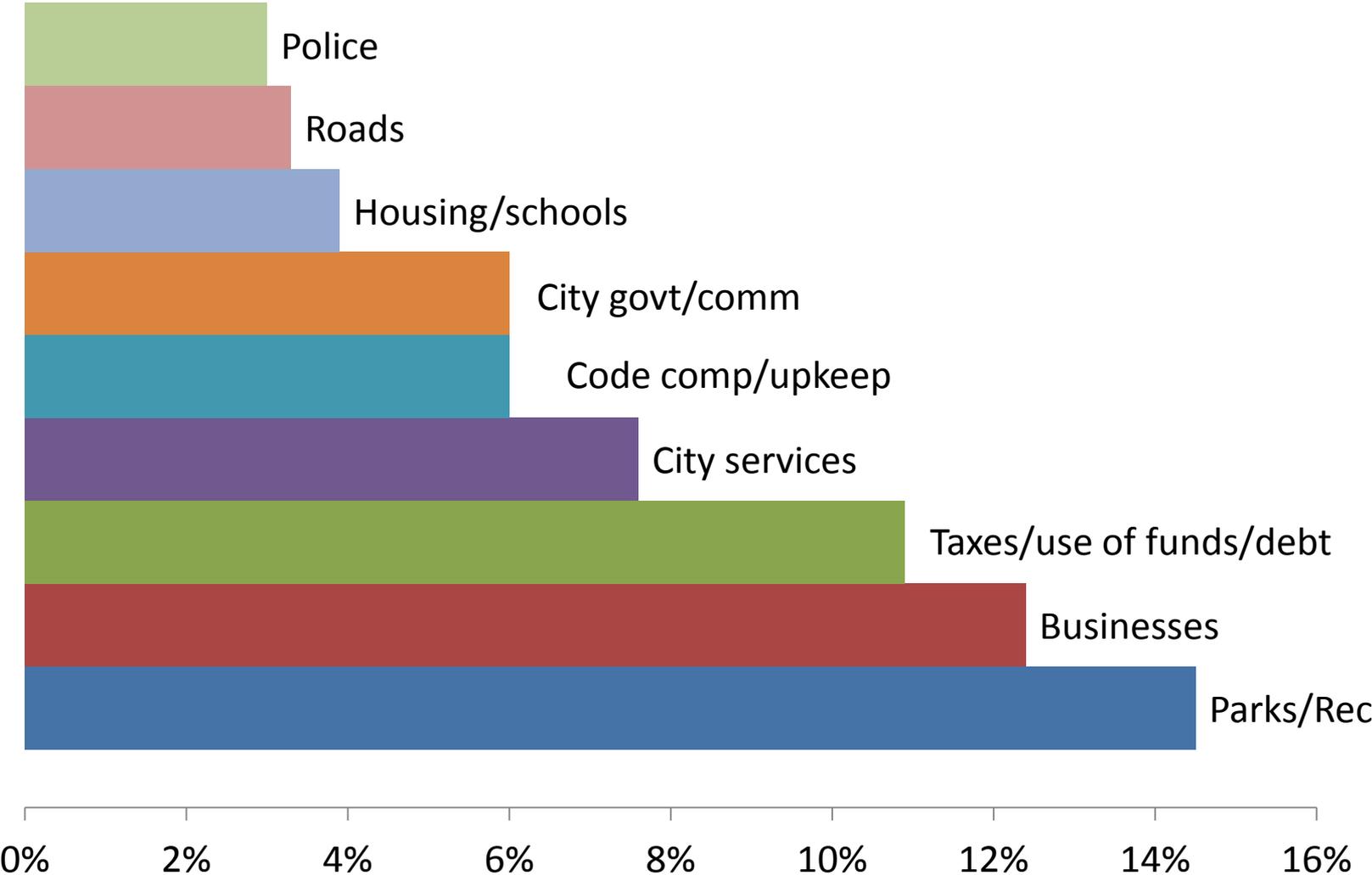


Street Maintenance Satisfaction

Excellent/Good



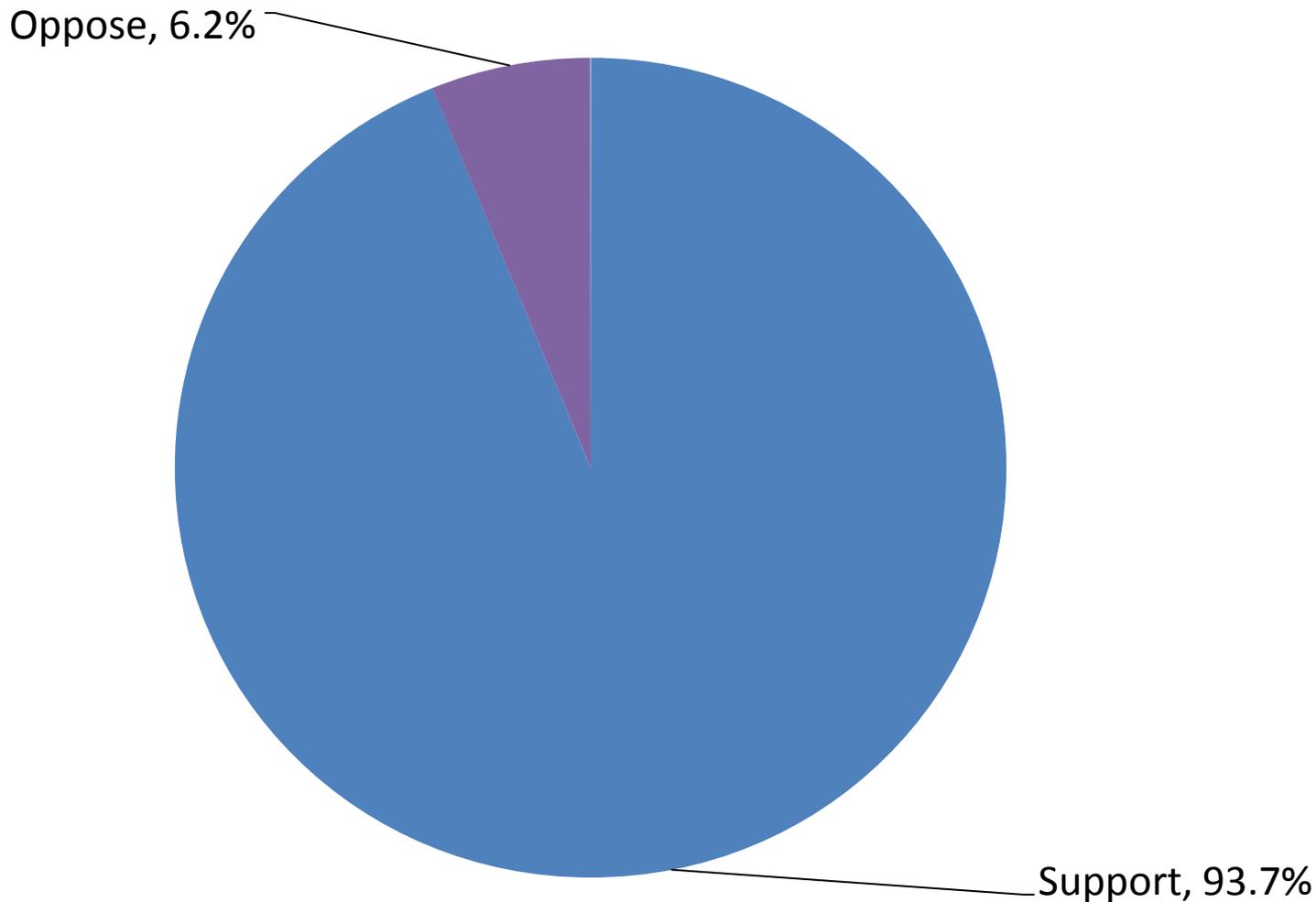
Changes to Make Bedford a Better Place to Live



Policy Questions

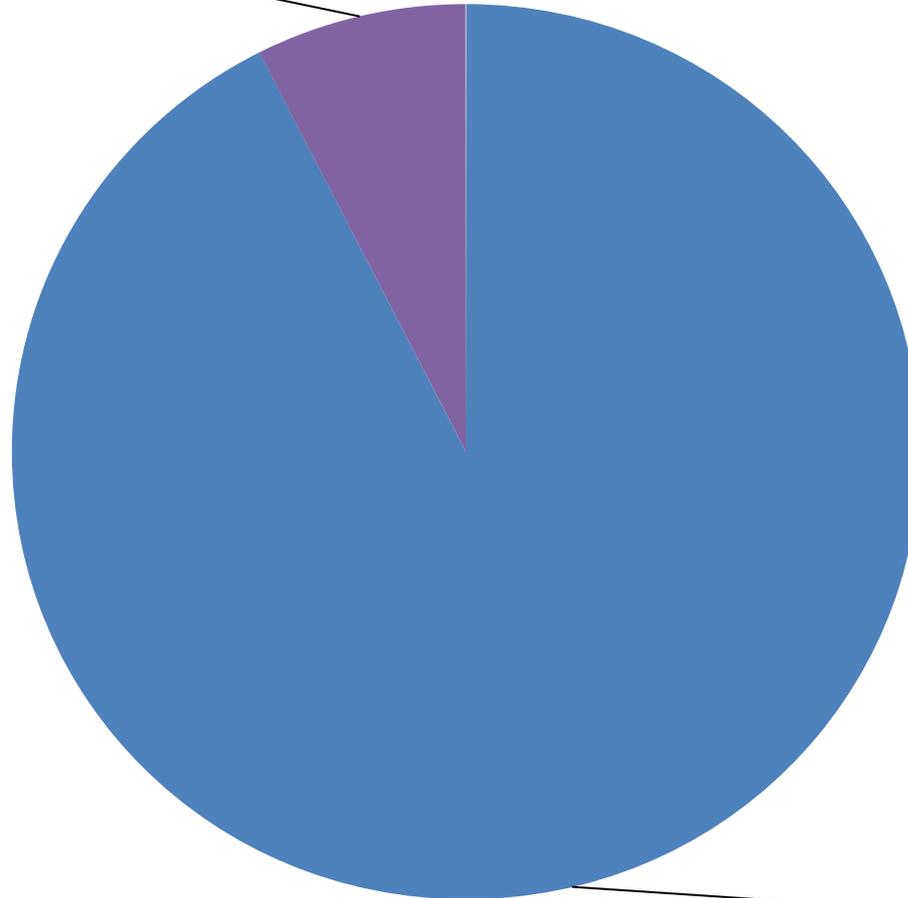


Investing city resources to develop new businesses



Banning texting while driving

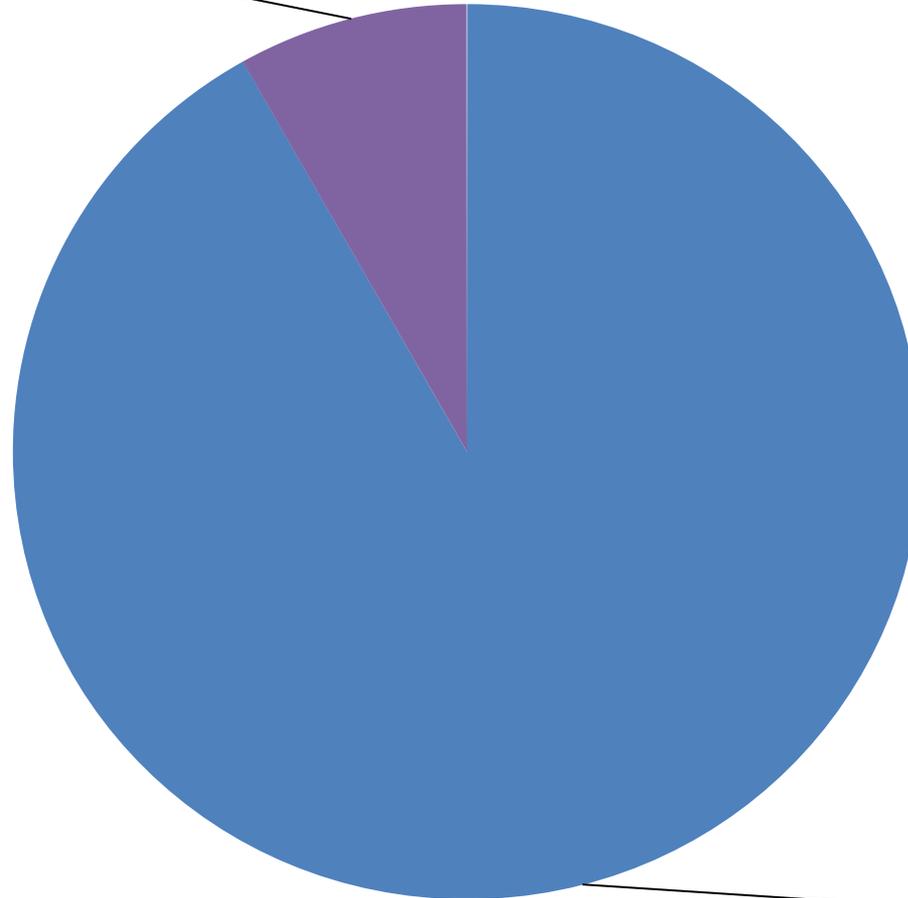
Oppose, 7.5%



Support, 92.5%

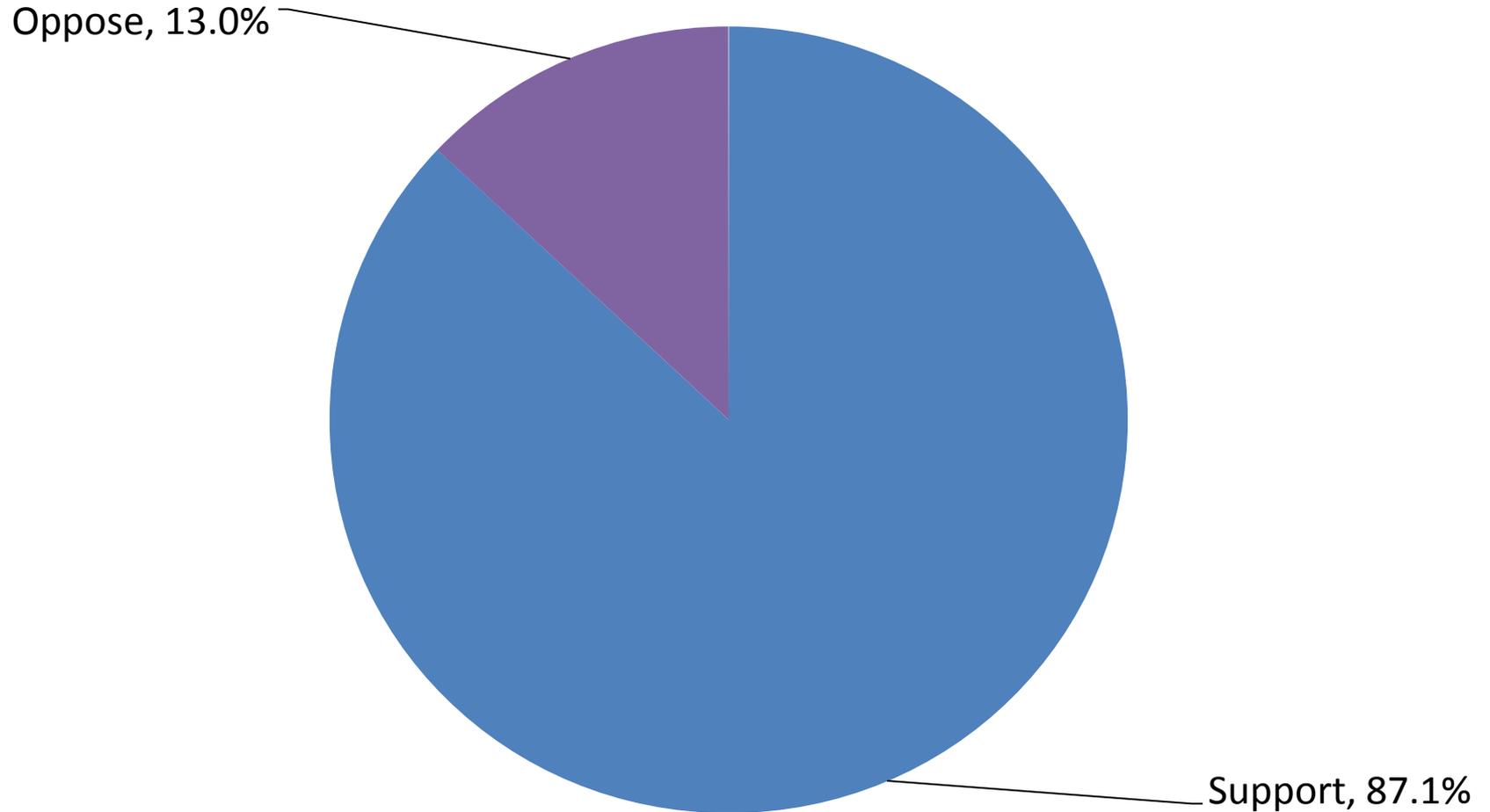
Investing city resources to revitalize existing commercial areas

Oppose, 8.2%



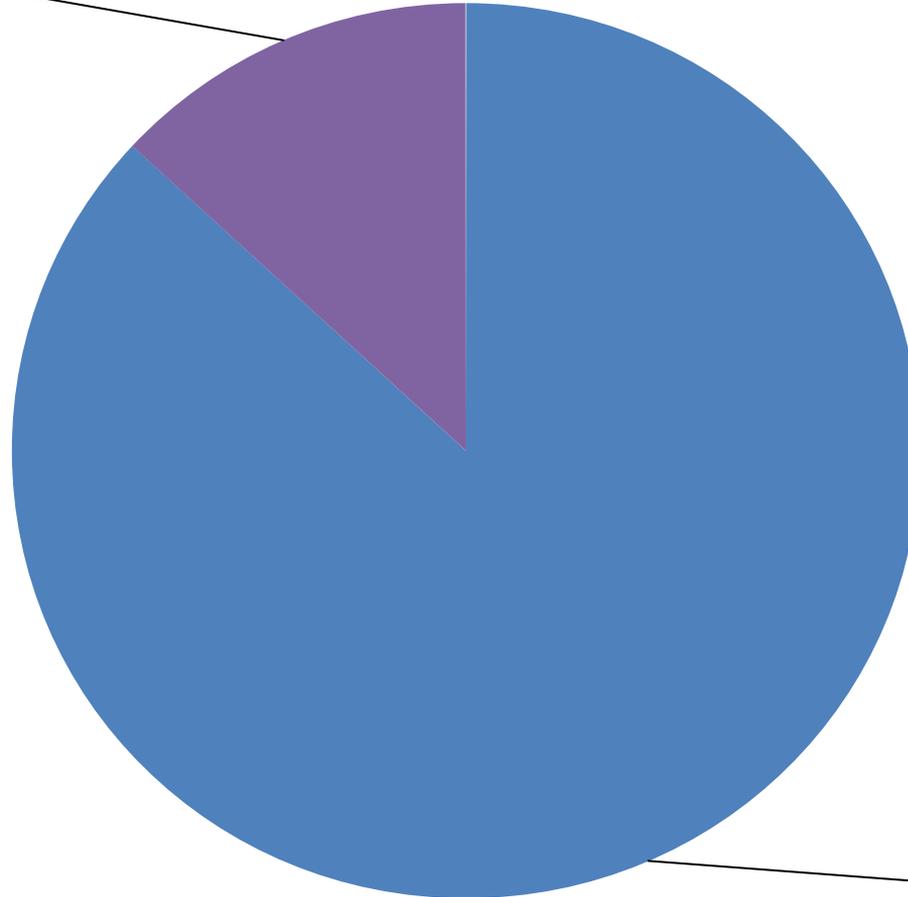
Support, 91.9%

Banning smoking in restaurants



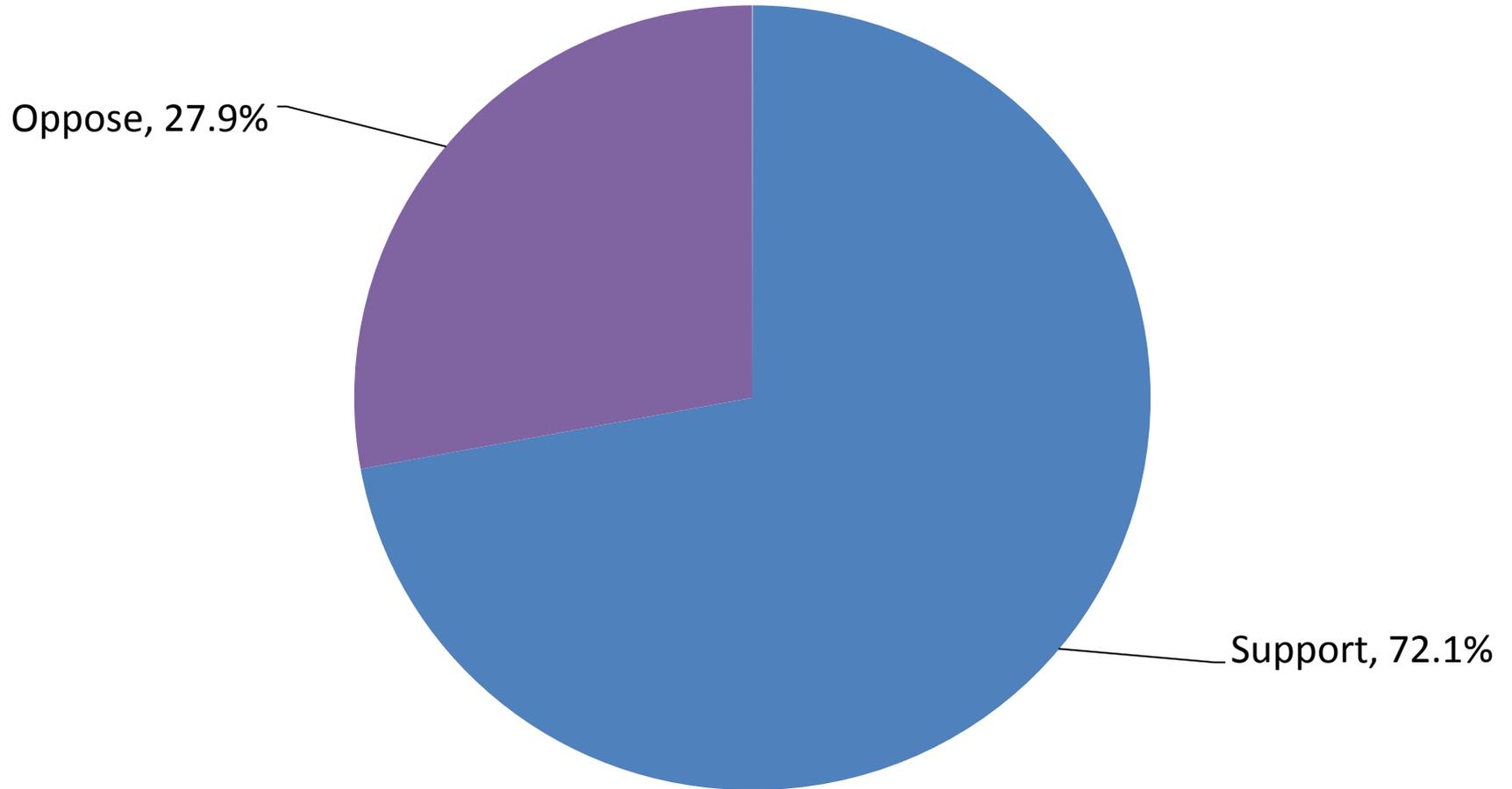
Investing city resources to bury utility wires on major streets

Oppose, 13.1%

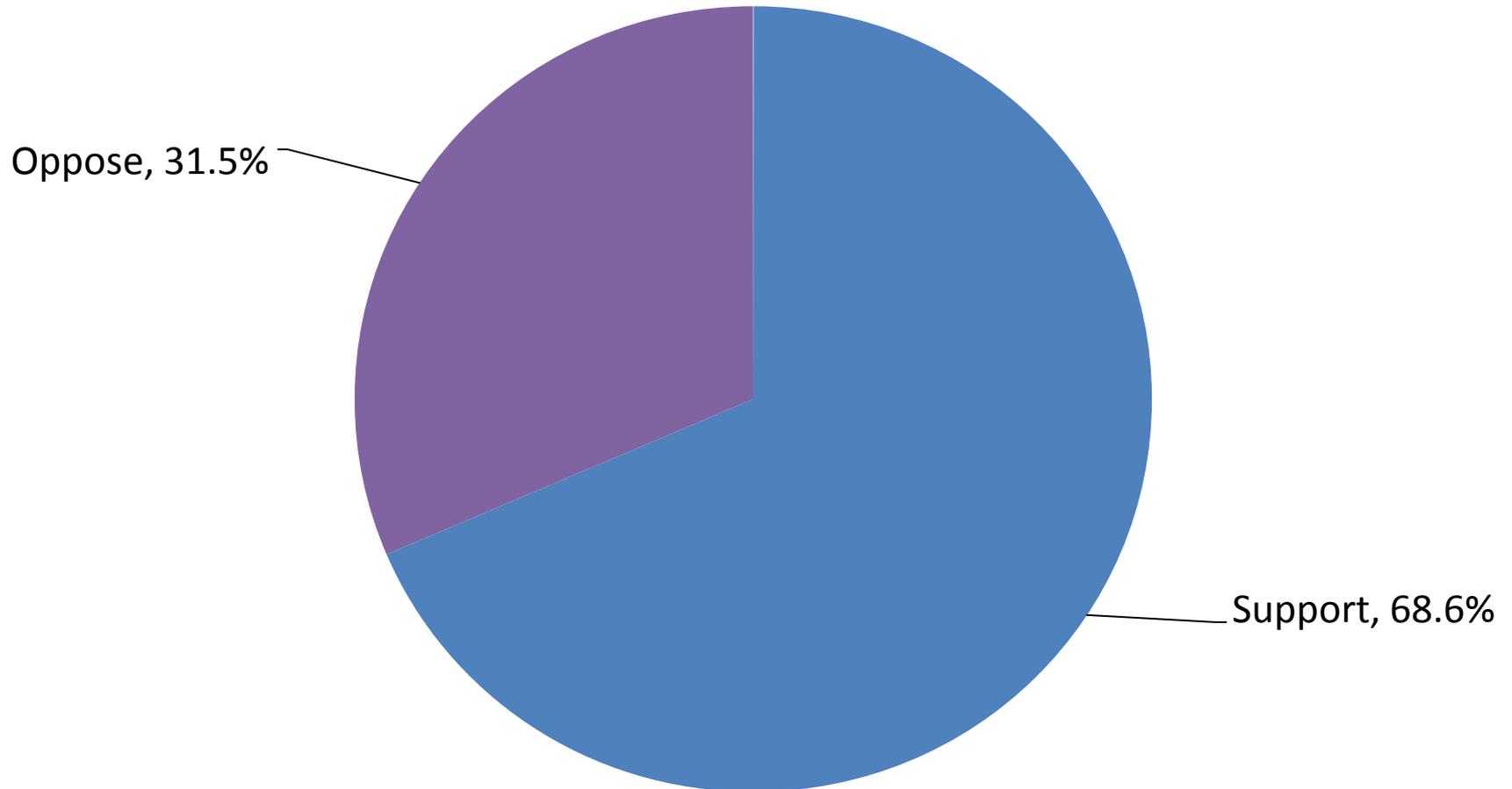


Support, 86.9%

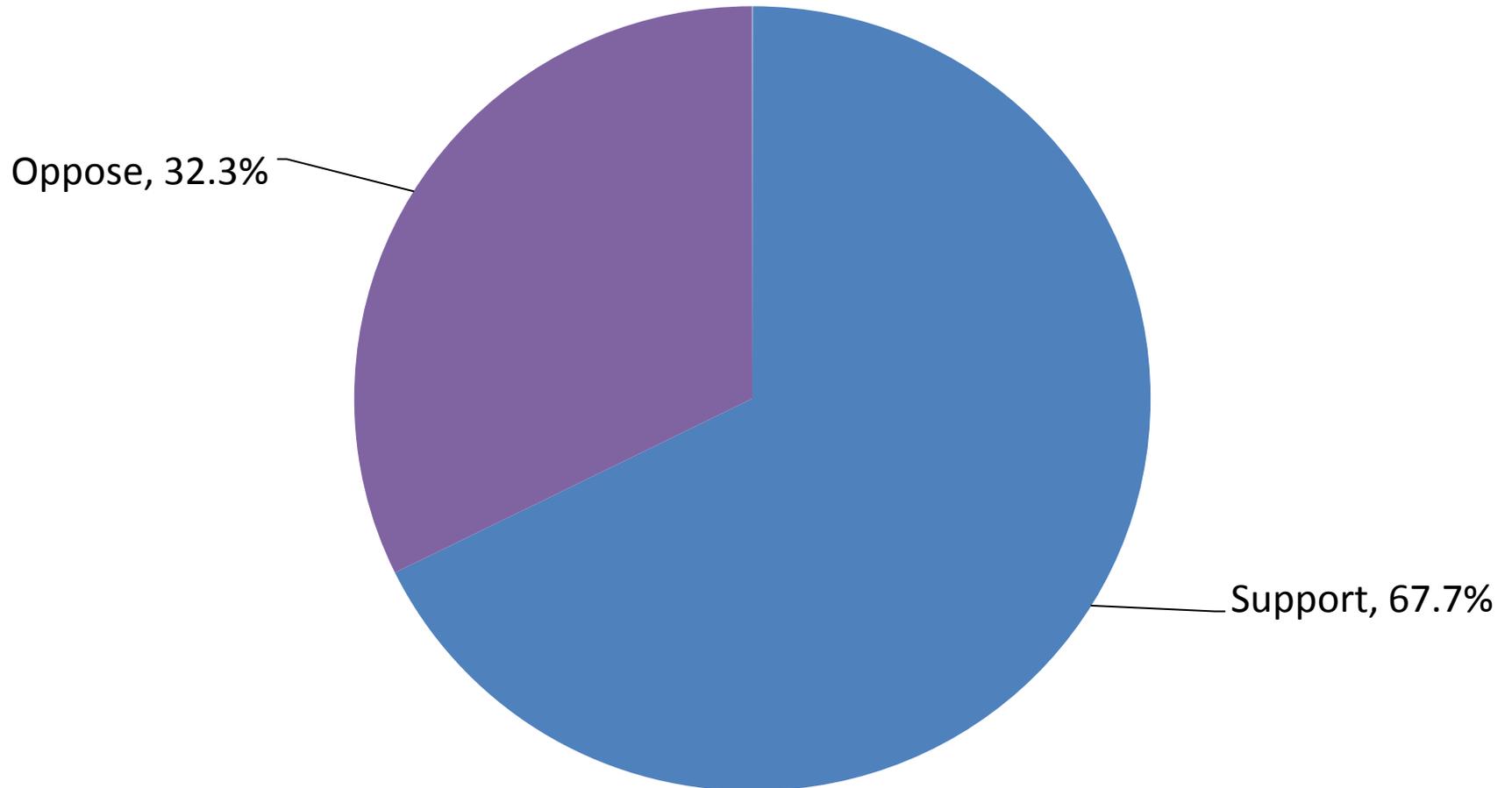
Banning smoking in parks



Replacing recycling bin with larger recycling cart with lid and wheels



Investing city resources to pursue mass transit options



How



Who



Why



Conclusions/What Next?

What

When

Where

Conclusions/What Next?

- Overall very good results but identified opportunities for improvement
- Staff will be incorporating survey data into performance measures
- Council/staff will use data to guide
 - Budget decisions
 - Service delivery
 - Policy formulation

Discussion – Q&A

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