

2017 Citizen Survey

Analytical Report



Table of Contents

Executive Summary.....2

Table 1: Community Life.....3

Table 2: Work Environment.....4

Table 3: Public Health and Safety.....4

Table 4: Traffic and City Streets.....5

Table 5: Utility and Waste Management.....5

Table 6: Parks and Recreation.....6

Table 7: Planning and Animal Control.....6

Table 8: Public Services and Events.....7

Table 9: Service and Direction of Coolidge.....7

Table 10: Quality of Government.....8

Table 11: Honesty and Fair Treatment of Residents.....8

Overview of Survey Results.....9

Top 5 Ranking from the Survey Data.....9

Executive Summary

SURVEY PURPOSE

The Coolidge Citizen Survey serves as a consumer report card for the City by providing residents the opportunity to rate the quality of life in the city and their satisfaction with community amenities and local government. The survey also allows residents to provide feedback to the City government on what is working well and what is not, and their priorities for community planning and resource allocation. The Coolidge Citizen Survey was conducted between January 1st and February 28th, and is attached to this report. This report outlines the results of the 2017 survey.

METHODS

For the 2017 survey, 3,542 residents within city boundaries consisting of both homeowners and renters, as well as a varying age group from 18 to 56 and over, received a survey in the mail. Included in the survey was a prepaid postmarked envelope in order to make returning the survey more cost effective for residents. Out of those 3,542 surveys 446 surveys were returned resulting in an overall percentage of 13%.

Survey Scale, “Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item, using “excellent,” “good,” “fair,” “poor.”

When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

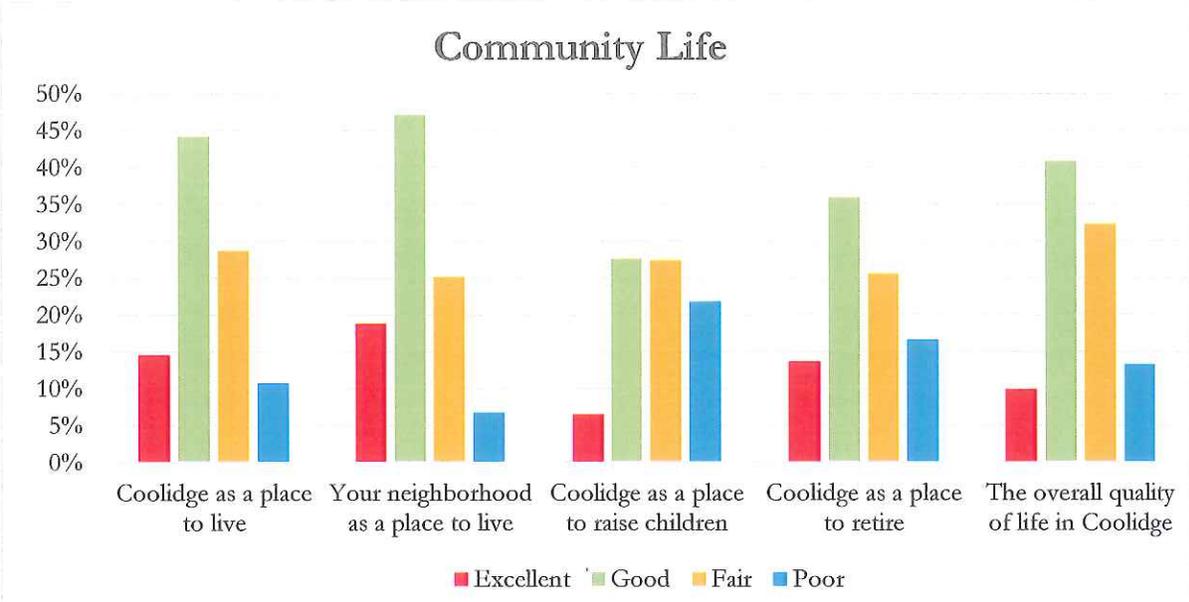
Profile of Coolidge (Based on Survey)

As assessed by the survey, about 45% of Coolidge residents have lived in the community for more than 21 years and 16% are between the ages of 18- 45 and 84% are between the ages of 46-56+.

Survey Results

Community Life

Question	Excellent	Good	Fair	Poor
Coolidge as a place to live	15%	44%	29%	11%
Your neighborhood as a place to live	19%	47%	25%	7%
Coolidge as a place to raise children	7%	28%	27%	22%
Coolidge as a place to retire	14%	36%	26%	17%
The overall quality of life in Coolidge	10%	41%	32%	13%



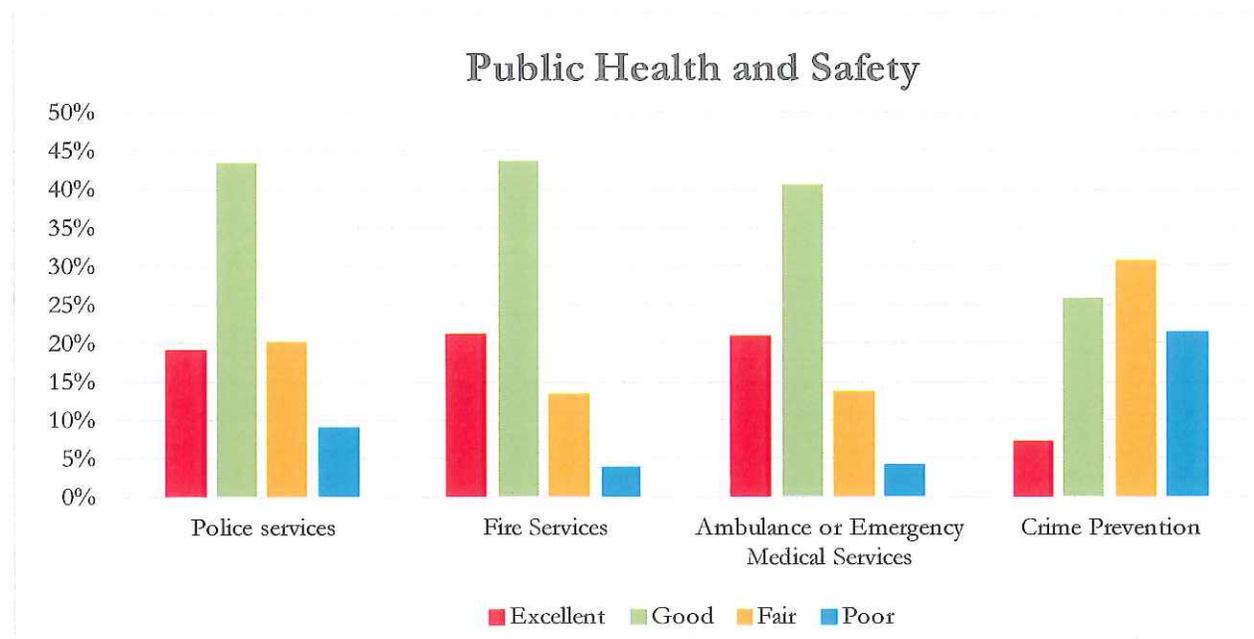
Work Environment

Question	Excellent	Good	Fair	Poor
Coolidge as a place to work	5%	16%	28%	29%



Public Health and Safety

Question	Excellent	Good	Fair	Poor
Police services	19%	43%	20%	9%
Fire Services	21%	44%	13%	4%
Ambulance or Emergency Medical Services	21%	41%	14%	4%
Crime Prevention	7%	26%	31%	22%



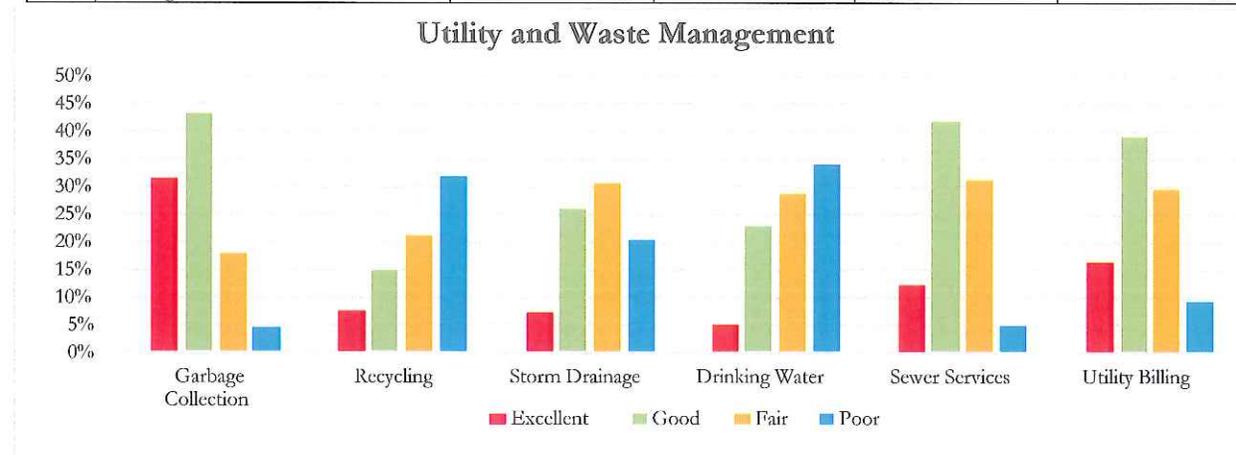
Traffic and City Streets

Question	Excellent	Good	Fair	Poor
Traffic Enforcement	11%	38%	27%	15%
Street Repair	6%	22%	35%	33%
Street Cleaning	9%	33%	36%	17%
Street Lighting	9%	34%	33%	20%
Bus or Transit Services	15%	28%	18%	8%



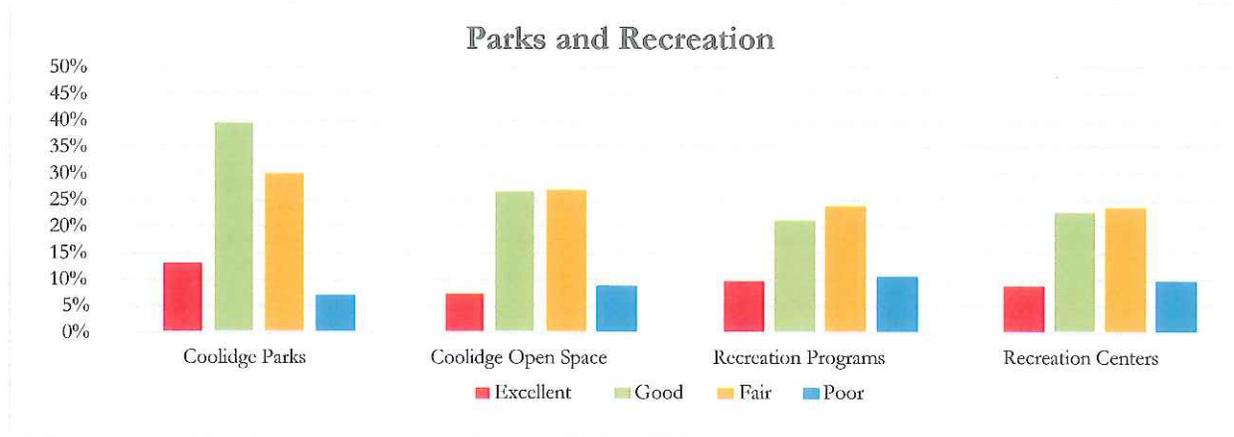
Utility and Waste Management

Question	Excellent	Good	Fair	Poor
Garbage Collection	31%	43%	18%	4%
Recycling	8%	15%	21%	32%
Storm Drainage	7%	26%	31%	20%
Drinking Water	5%	23%	29%	34%
Sewer Services	12%	42%	31%	5%
Utility Billing	16%	39%	29%	9%



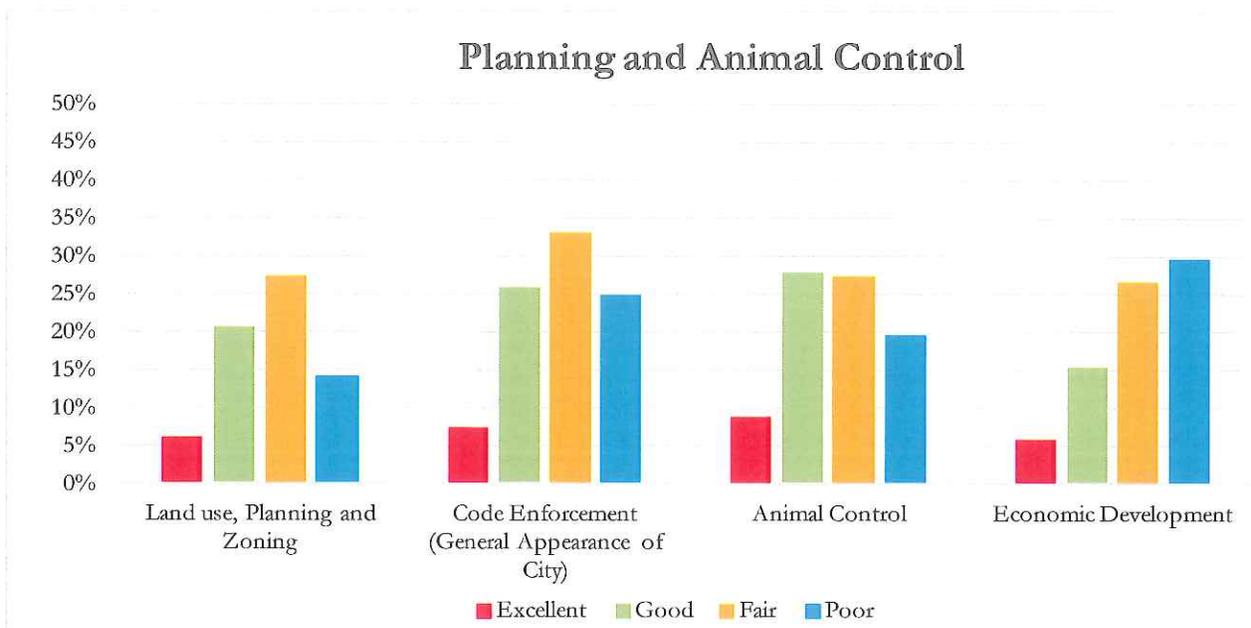
Parks and Recreation

Question	Excellent	Good	Fair	Poor
Coolidge Parks	13%	39%	30%	7%
Coolidge Open Space	7%	27%	27%	9%
Recreation Programs	10%	21%	24%	11%
Recreation Centers	9%	23%	24%	10%



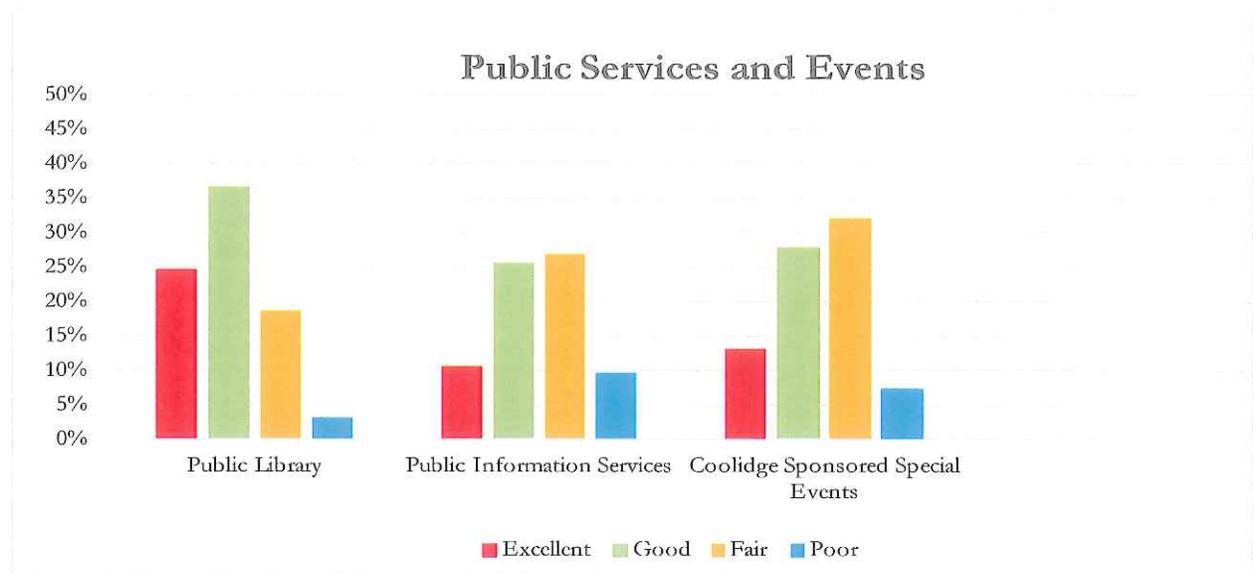
Planning and Animal Control

Question	Excellent	Good	Fair	Poor
Land use, Planning and Zoning	6%	21%	27%	14%
Code Enforcement (General Appearance of City)	7%	26%	33%	25%
Animal Control	9%	28%	27%	20%
Economic Development	6%	15%	27%	30%



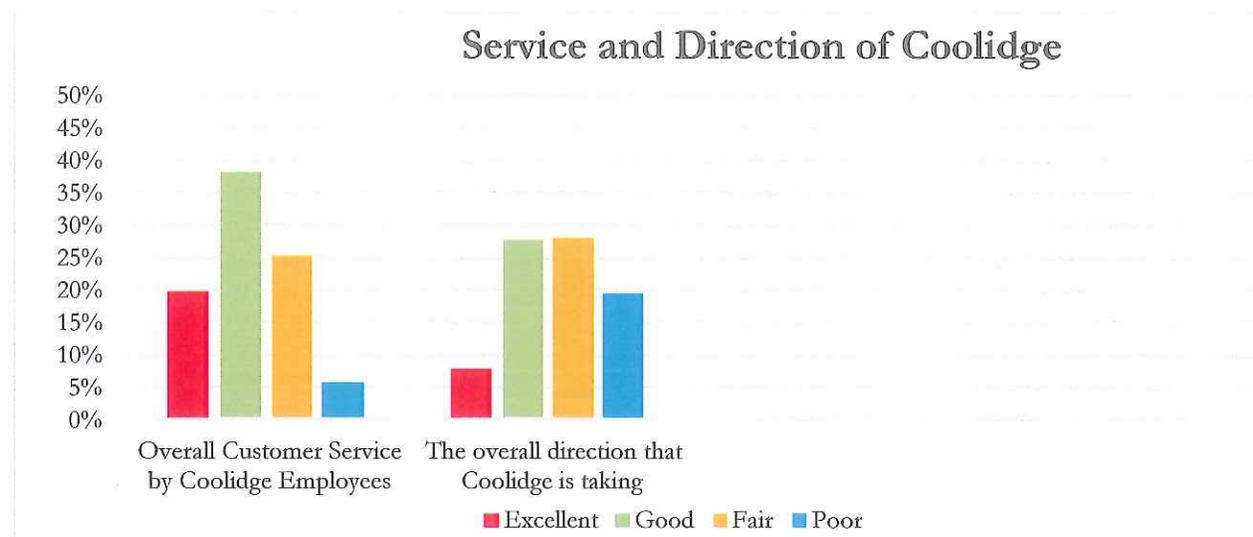
Public Services and Events

Question	Excellent	Good	Fair	Poor
Public Library	25%	37%	19%	3%
Public Information Services	11%	26%	27%	10%
Coolidge Sponsored Special Events	13%	28%	32%	7%



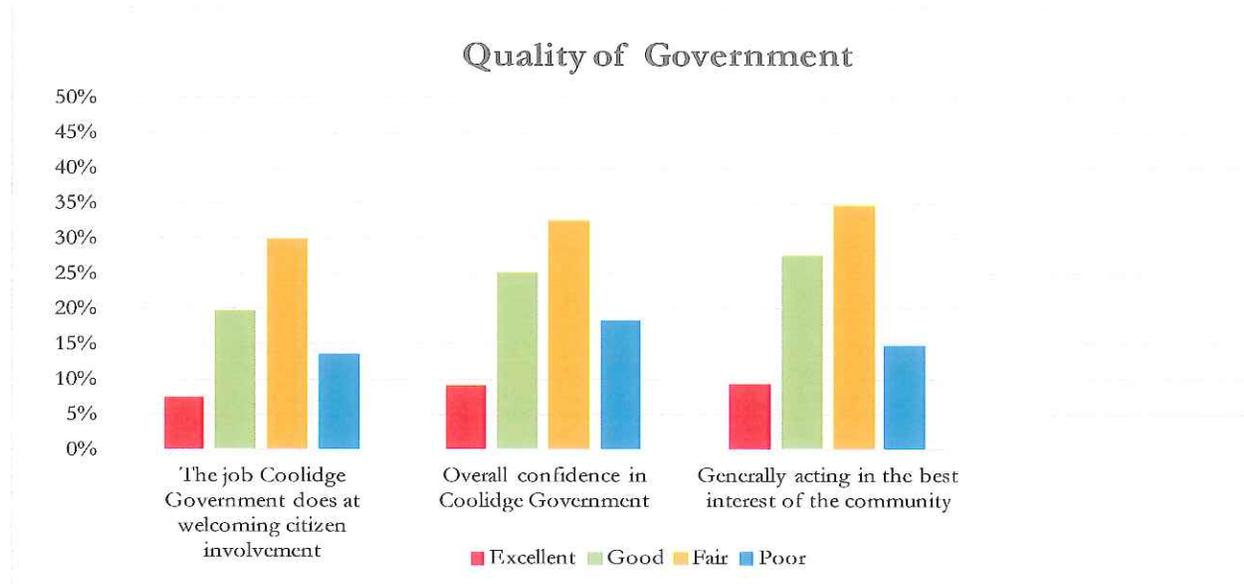
Service and Direction of Coolidge

Question	Excellent	Good	Fair	Poor
Overall Customer Service by Coolidge Employees	20%	38%	25%	6%
The overall direction that Coolidge is taking	8%	28%	28%	20%



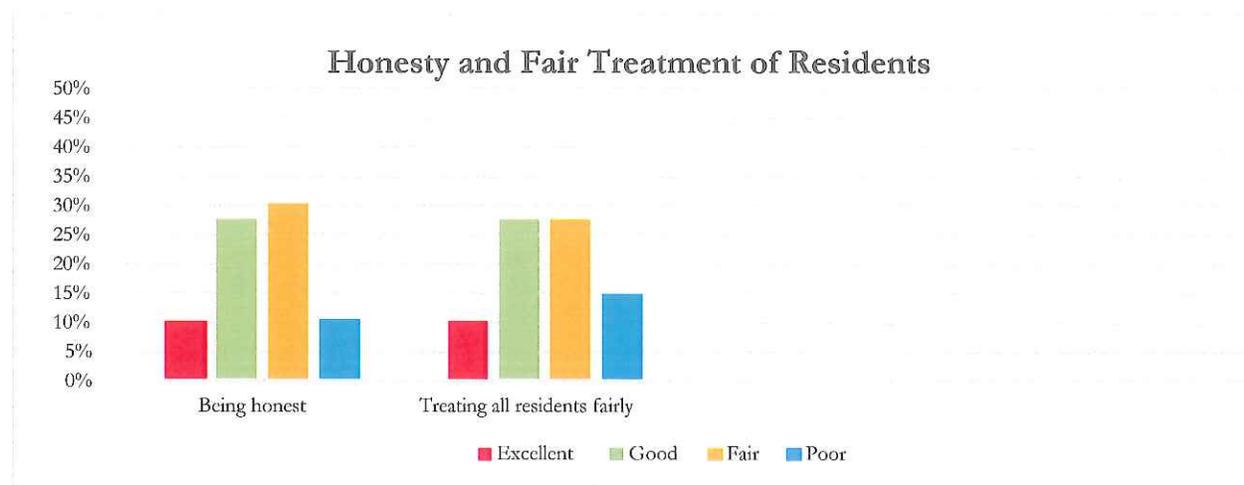
Quality of Government

Question	Excellent	Good	Fair	Poor
The job Coolidge Government does at welcoming citizen involvement	7%	20%	30%	14%
Overall confidence in Coolidge Government	9%	25%	33%	18%
Generally acting in the best interest of the community	9%	28%	35%	15%



Honesty and Fair Treatment of Residents

Question	Excellent	Good	Fair	Poor
Being honest	10%	28%	30%	11%
Treating all residents fairly	10%	28%	28%	15%



Overview of Survey Results

The results for the City of Coolidge's 2017 Citizen Survey helped to pinpoint the key positives and negatives that were made clear by the citizens of Coolidge. Through the process of analyzing all of the data we were able to pinpoint community life, public health and safety, traffic and city streets, utility and waste management, as well as service and direction of Coolidge as the key areas that received high marks from the citizens. All these areas received a score of 31% or higher in the area of good.

As you can see from the survey, most of the tables show that the city is doing a good to fair job in most areas. However as we were able to find a few key positives we were also able to find a few key negatives that stood out from the rest. In such areas as street repair, economic development, and Coolidge as a place to work all scored in the 28% to 32% range. The area that received the highest negative score of 34% was drinking water making it the major concern of the citizens of Coolidge.

As a note, Street repair, which scored as the major concern in the 2015 survey at 46%, scored only a 32% in this survey indicating the appreciation for the street improvement projects completed over the past two years. However, the fact that it is still listed in the top 5 negative issues indicates that it is still a concern.

Top 5 Ranking from the Survey Data

Top 5 Negative Issues

1. Drinking Water
2. Street Repair
3. Recycling
4. Economic Development
5. Coolidge as a Place to Work

Top 5 Positive Issues

1. Garbage Collection
2. Public Library
3. Fire Services
4. Ambulance/Emergency Medical Services
5. Overall Customer Service by Coolidge employees