2005 City of Montgomery Survey of Residents

Presentation Slides, 8/24/05

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Survey of Residents Methods

➢ Mail surveys were distributed to all City of Montgomery households.

➢ 1,646 Surveys were returned between late May and June 3, 2005.

➢ Response Rate: 45.3%

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Survey of Residents

➤ Keep in mind the difference between "substantive" and "statistical" significance (⟶).

➤ The number of completions you receive, and the percentage point differences on questions impact statistical significance.

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Survey of Residents

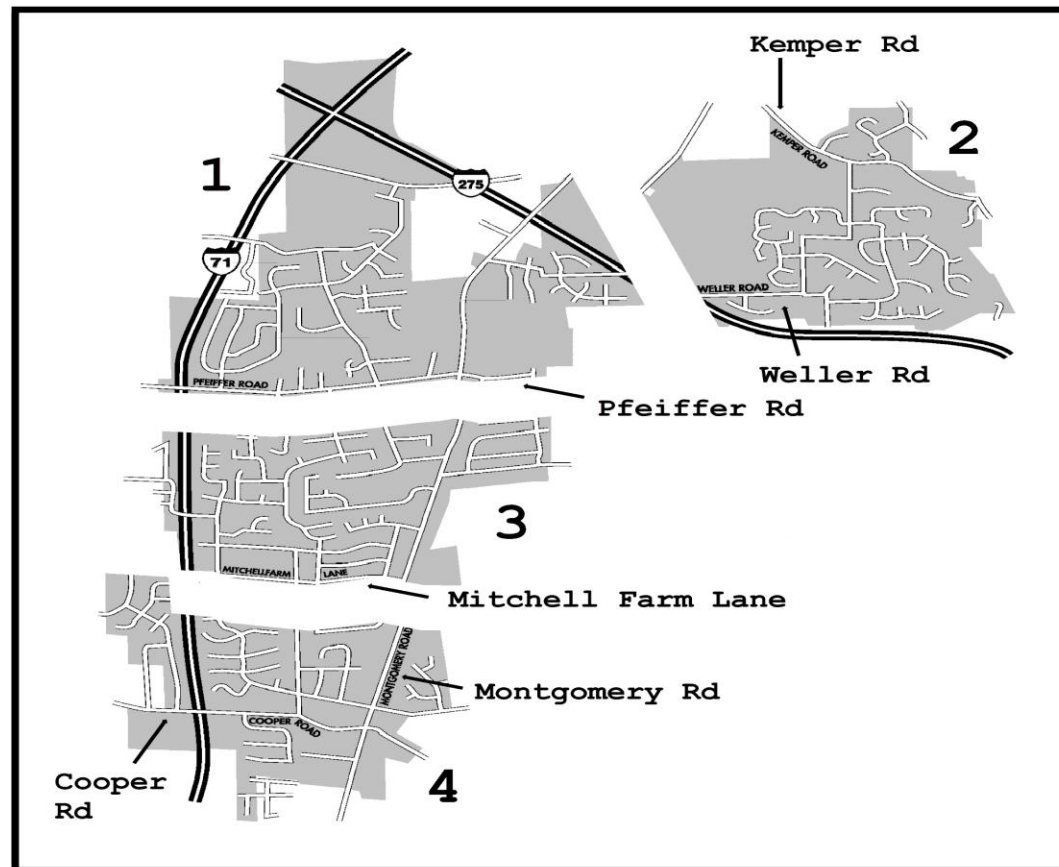➢ So, suppose you were trying to decided a policy question ...

In 2000 there was majority support (**60%; 990 people**) for a particular program.
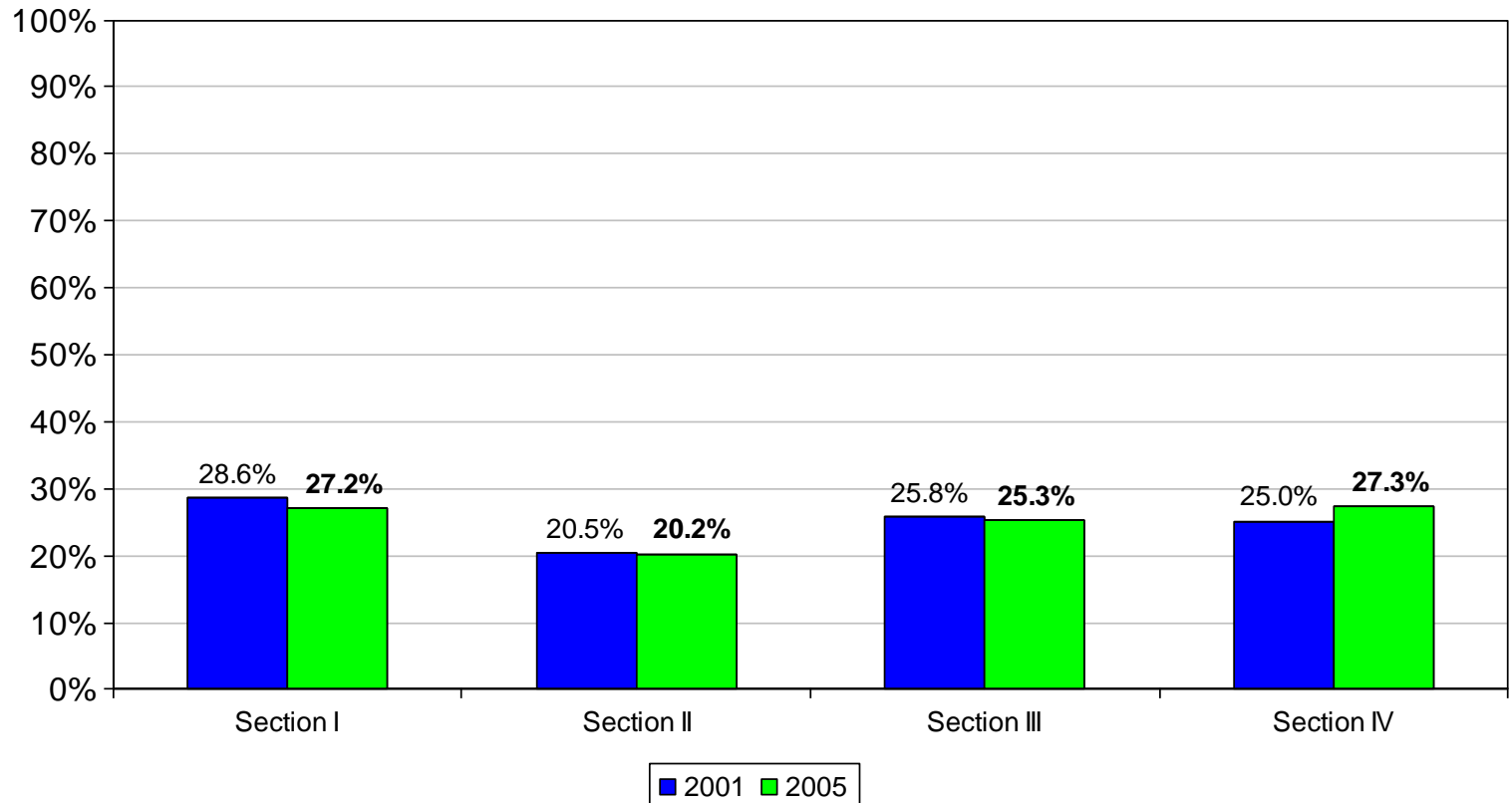
In 2005, **56** fewer people supported the program.

This means that there was a **3%** change so that while there was still majority support, the percentage had decreased to (**57%**).
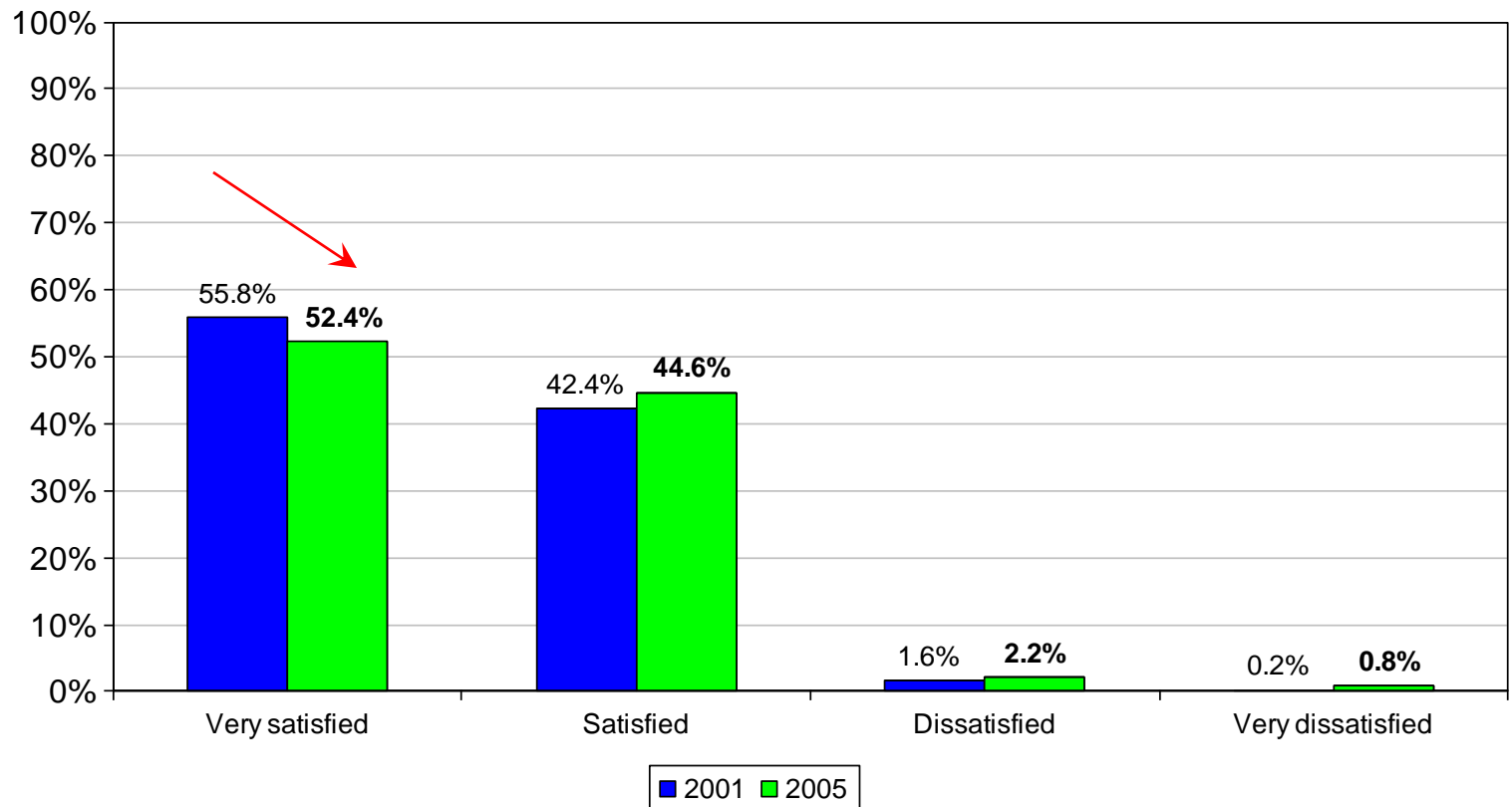
What would you conclude?

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Geographic Sections of the City of Montgomery

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Geographic Sections of the City of Montgomery

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(Question 1)

**"All things considered, how satisfied are you
with the quality of life in the City of Montgomery?"**

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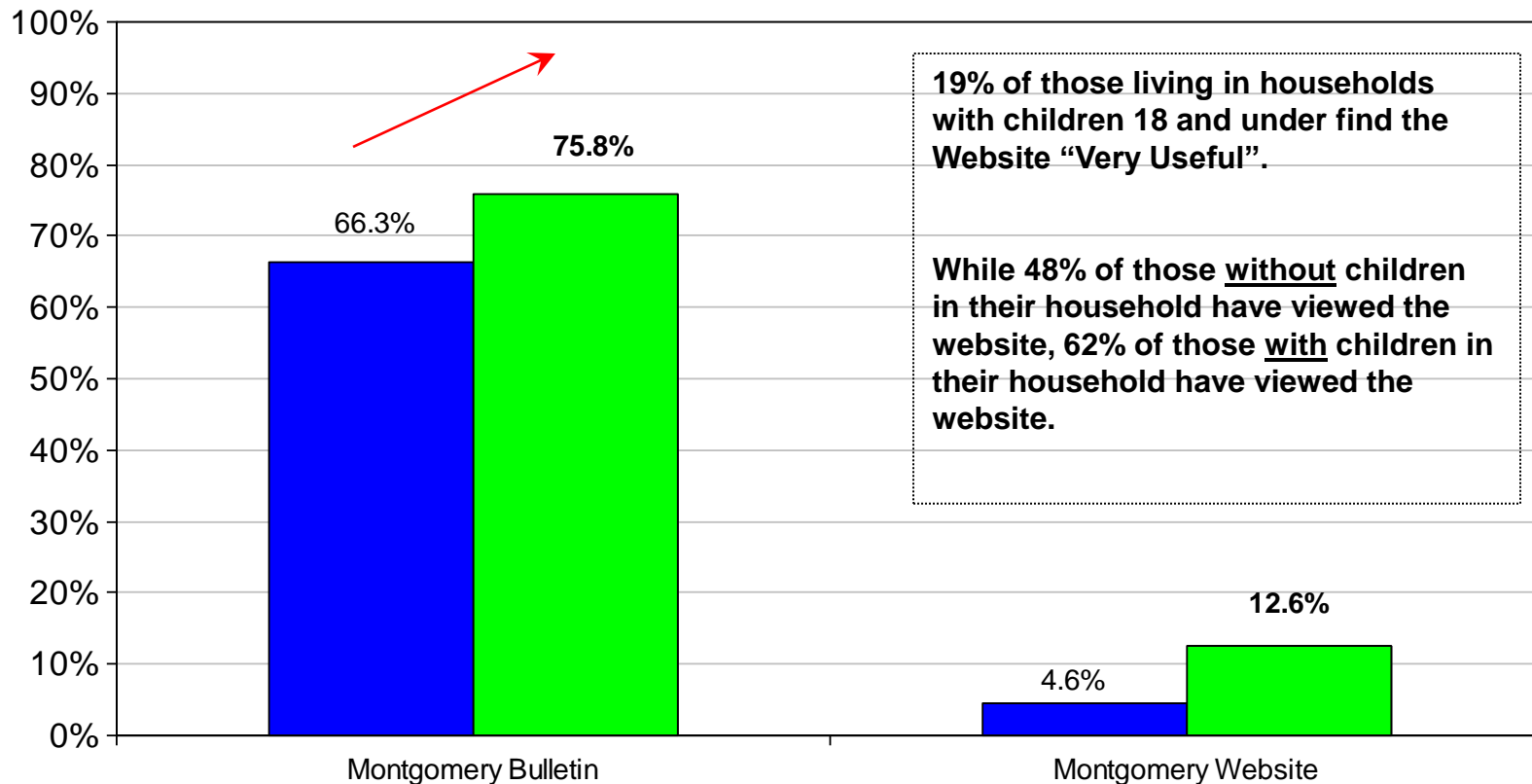**(Question 1)**

**"All things considered, how satisfied are you with the quality of life in the City of Montgomery?"
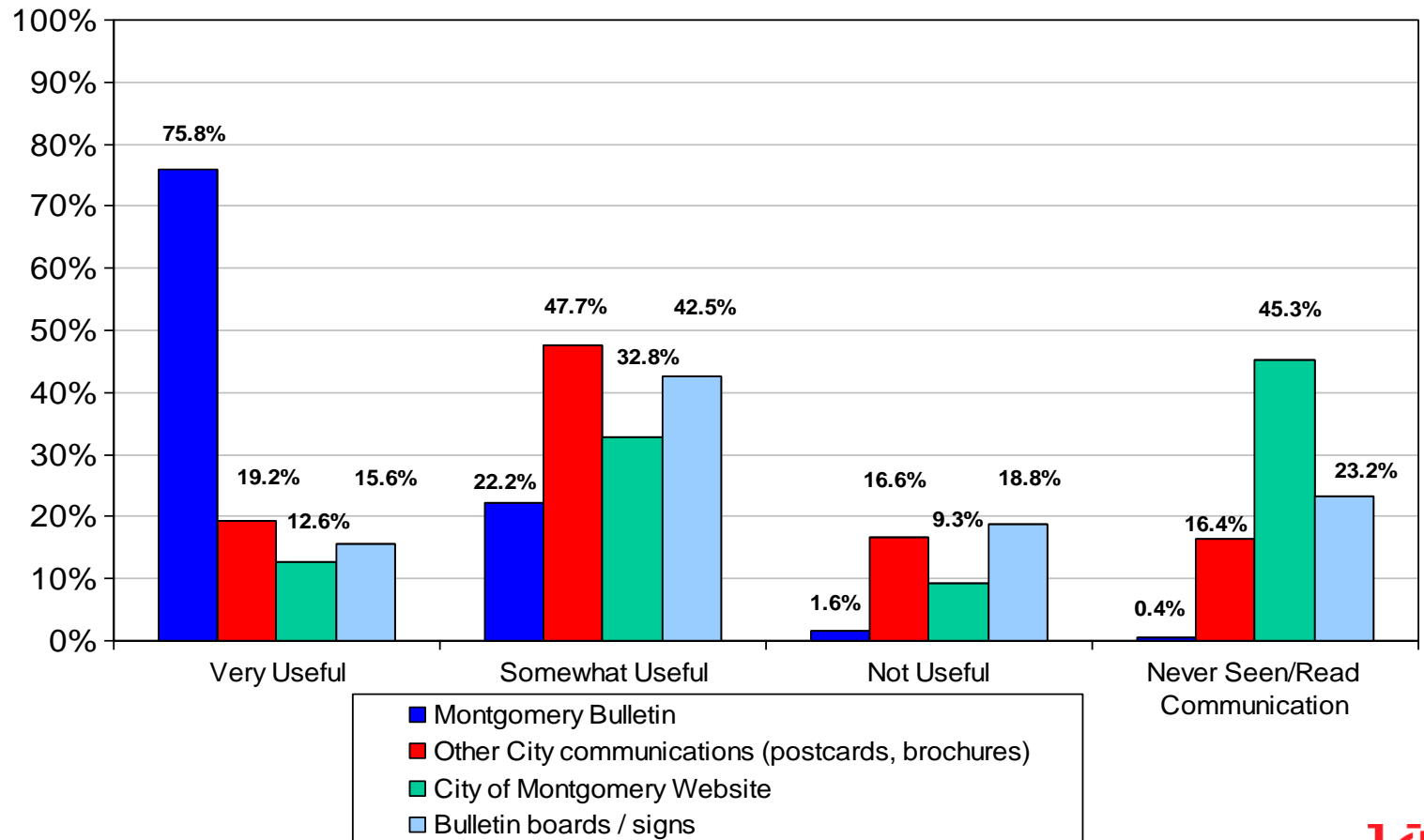(Percent "Very Satisfied")**
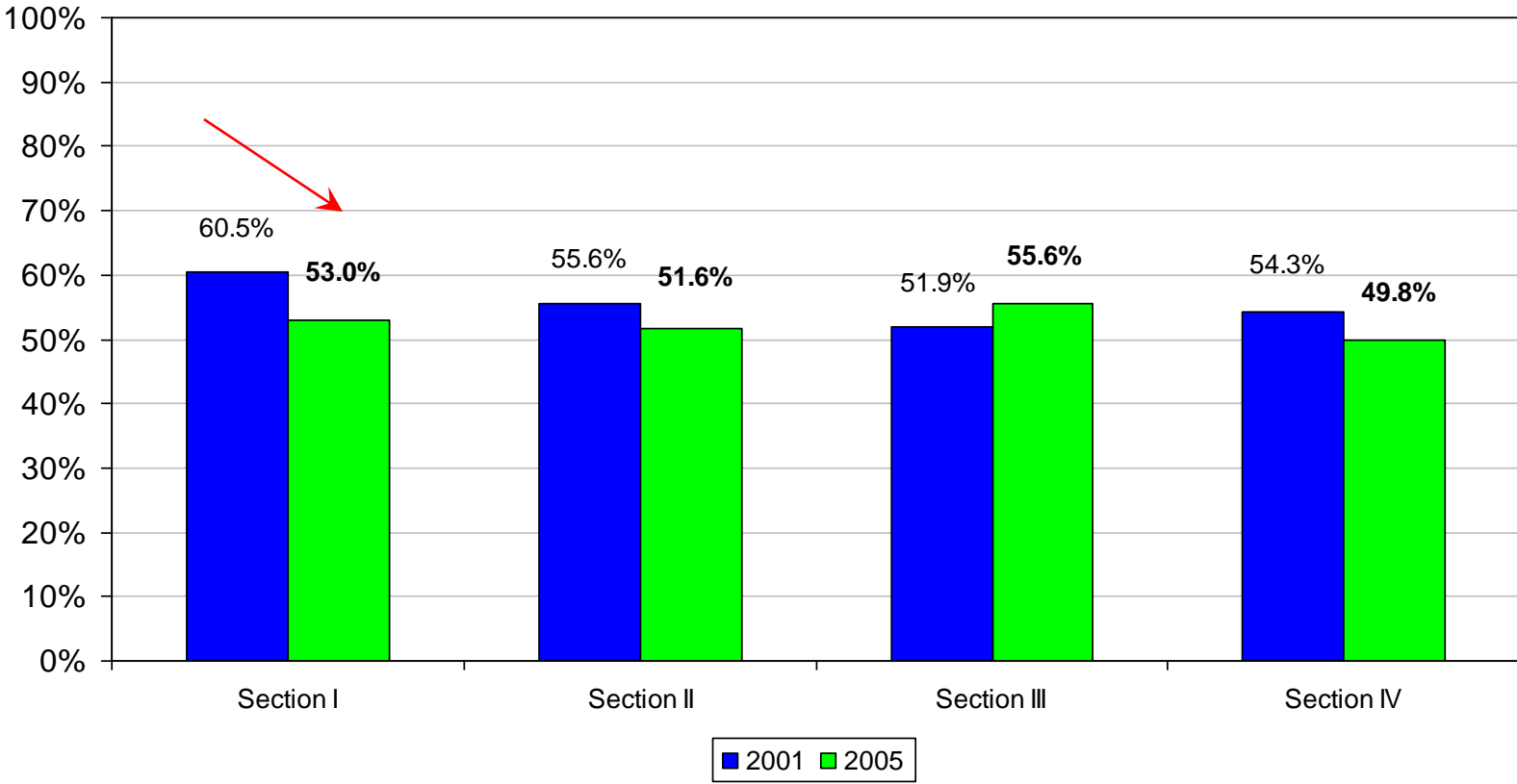
(Question 3a-3d)

Usefulness of City of Montgomery Communications Methods (Percent "Very Useful")

19% of those living in households with children 18 and under find the Website "Very Useful".

While 48% of those <u>without</u> children in their household have viewed the website, 62% of those <u>with</u> children in their household have viewed the website.

Montgomery Bulletin: 66.3% (2001), 75.8% (2005)

Montgomery Website: 4.6% (2001), 12.6% (2005)

■ 2001　■ 2005

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(Question 3a-3d)

Usefulness of City of Montgomery Communications Methods

Chart data:

	Very Useful	Somewhat Useful	Not Useful	Never Seen/Read Communication
Montgomery Bulletin	75.8%	22.2%	1.6%	0.4%
Other City communications (postcards, brochures)	19.2%	47.7%	16.6%	16.4%
City of Montgomery Website	12.6%	32.8%	9.3%	45.3%
Bulletin boards / signs	15.6%	42.5%	18.8%	23.2%

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(Questions 4a-4j)

Importance of City Services
(Percent "Extremely Important"; Chart 1 of 2)

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(Questions 5a-5j)

Satisfaction with City Services
(Percent "Very Satisfied")

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(Questions 5a-5j)

Satisfaction with City Services
(Percent "Very Satisfied")

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(Questions 5a-5j)

Satisfaction with City Services
(Percent "Very Dissatisfied" or "Dissatisfied")

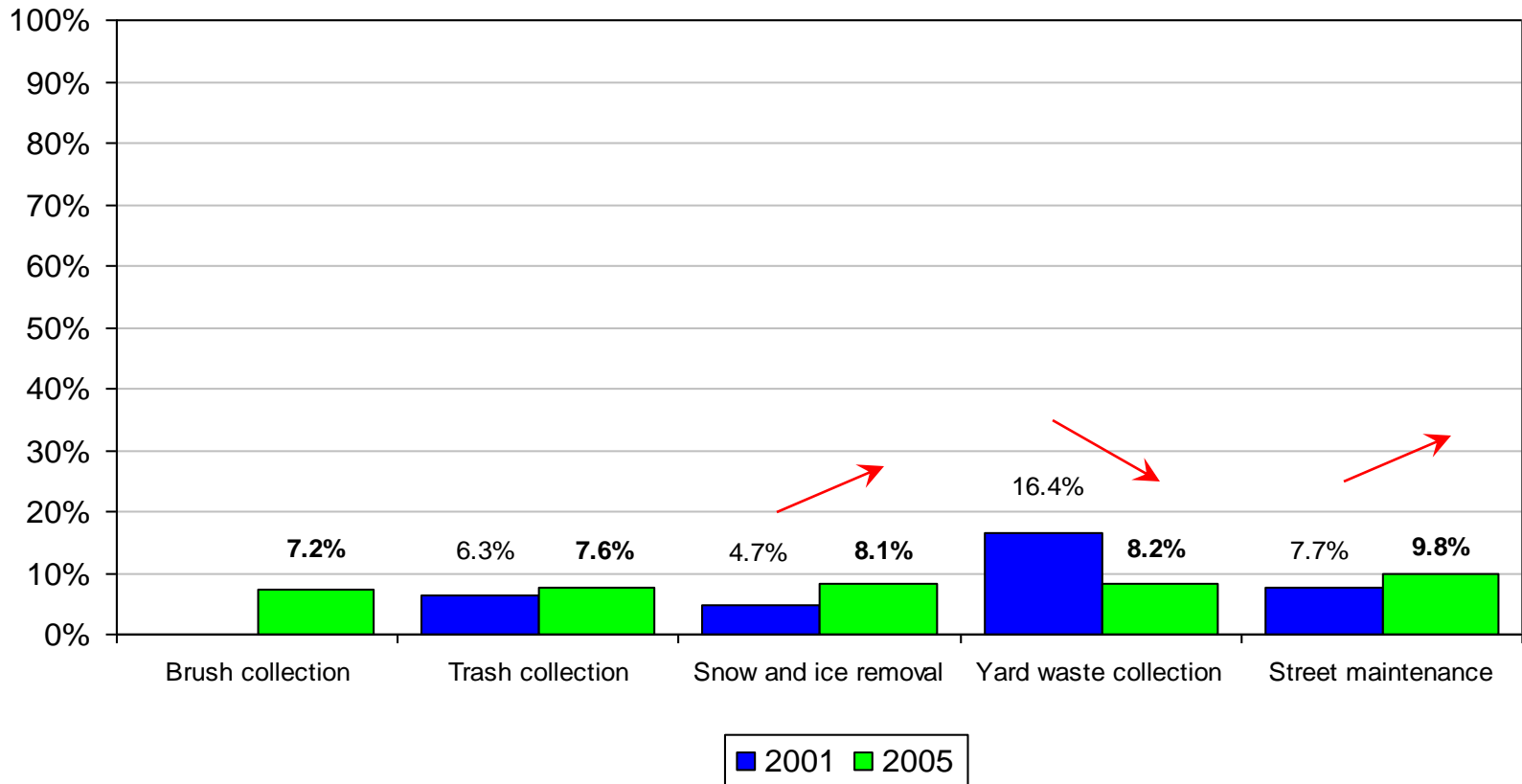|	Fire and EMS	Maintenance of City parks	Beautifaction efforts	Police protection	Community events	Recreation programs	Recyclable materials
2001	0.2%	1.4%	1.6%	1.6%	1.5%	3.1%	
2005	0.2%	0.9%	1.2%	1.8%	2.1%	3.0%	4.3%

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(Questions 5a-5j)

Satisfaction with City Services
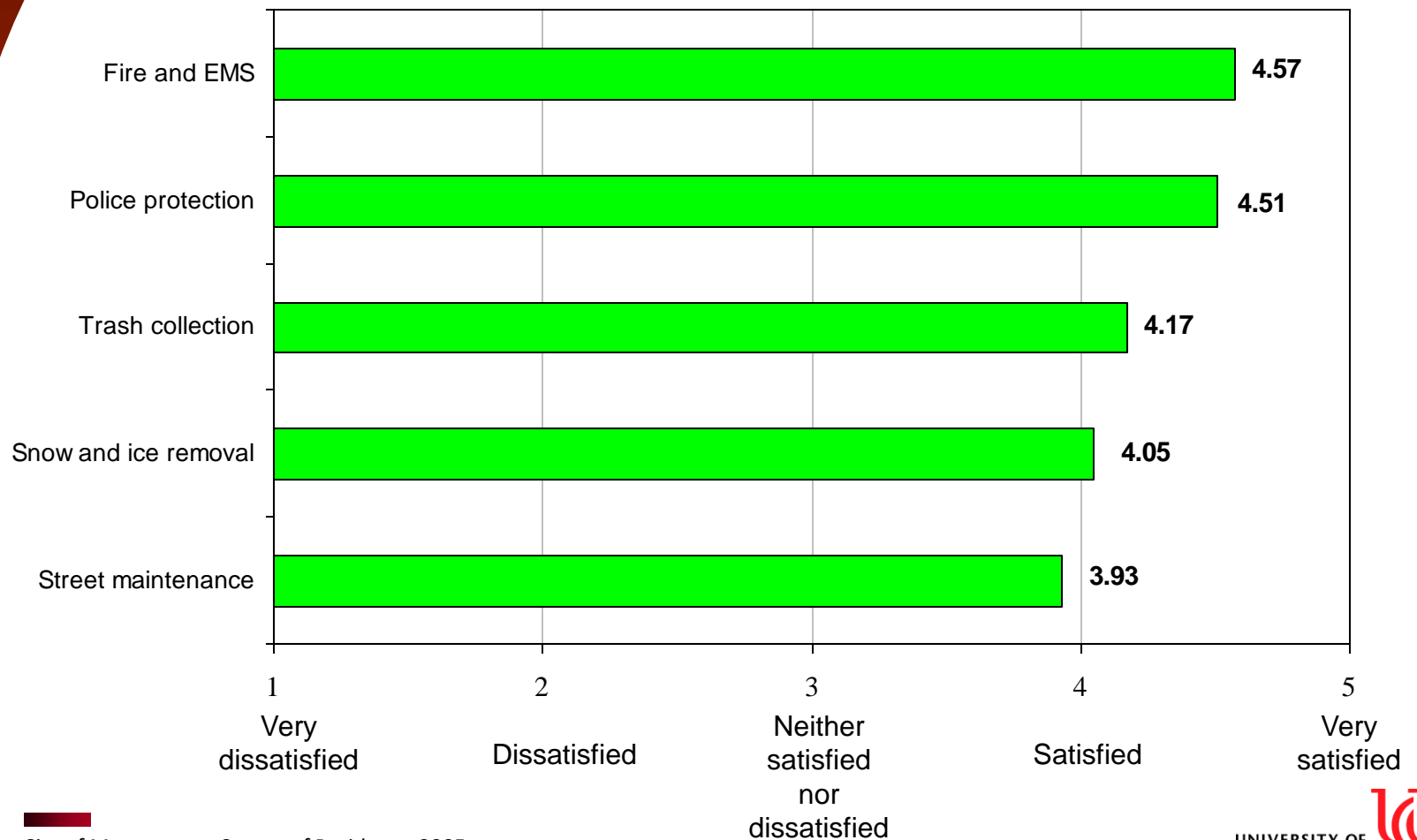(Percent "Very Dissatisfied" or "Dissatisfied")

(Questions 5a-5j)

Dissatisfaction with Snow and Ice Removal
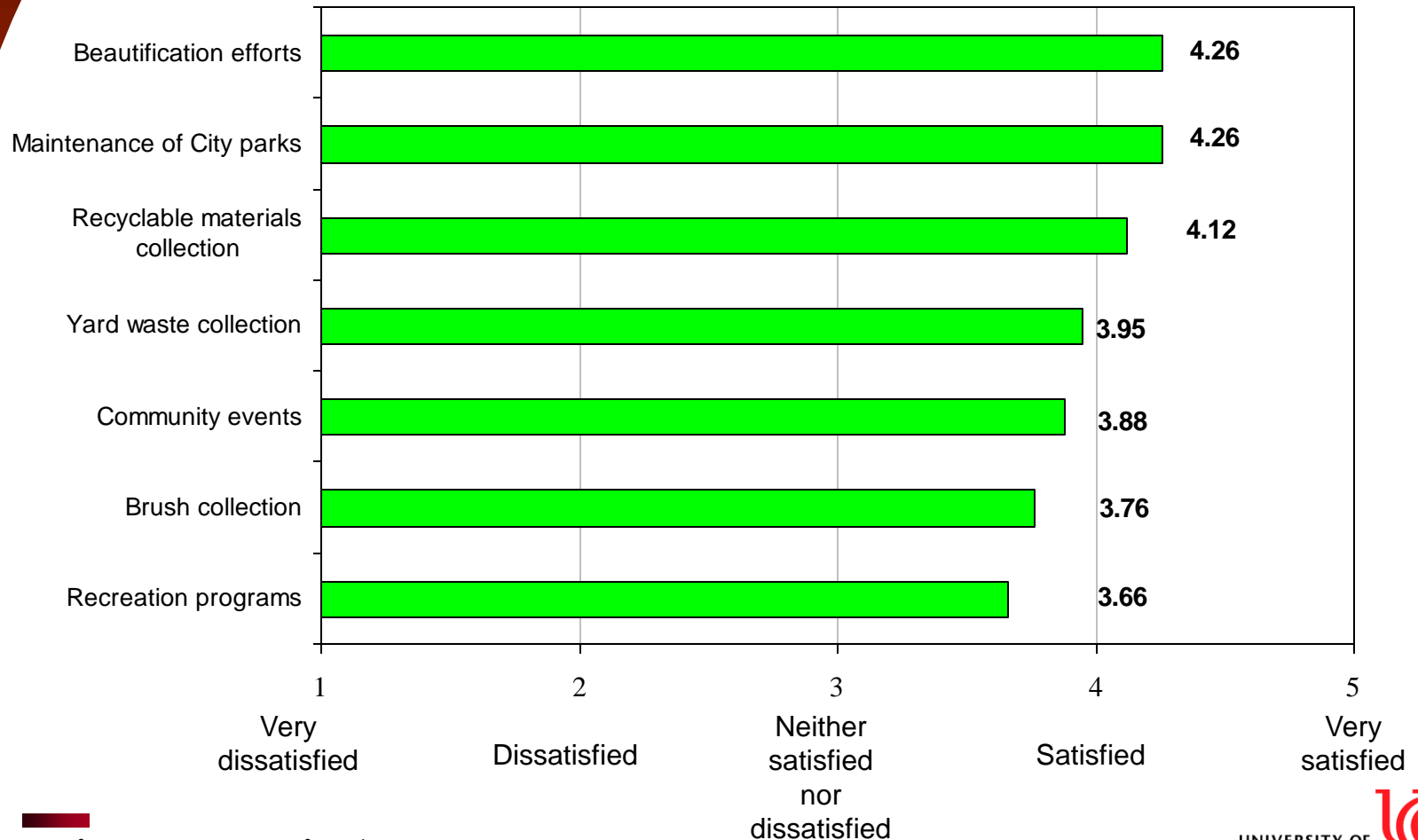(Percent "Very Dissatisfied" or "Dissatisfied")
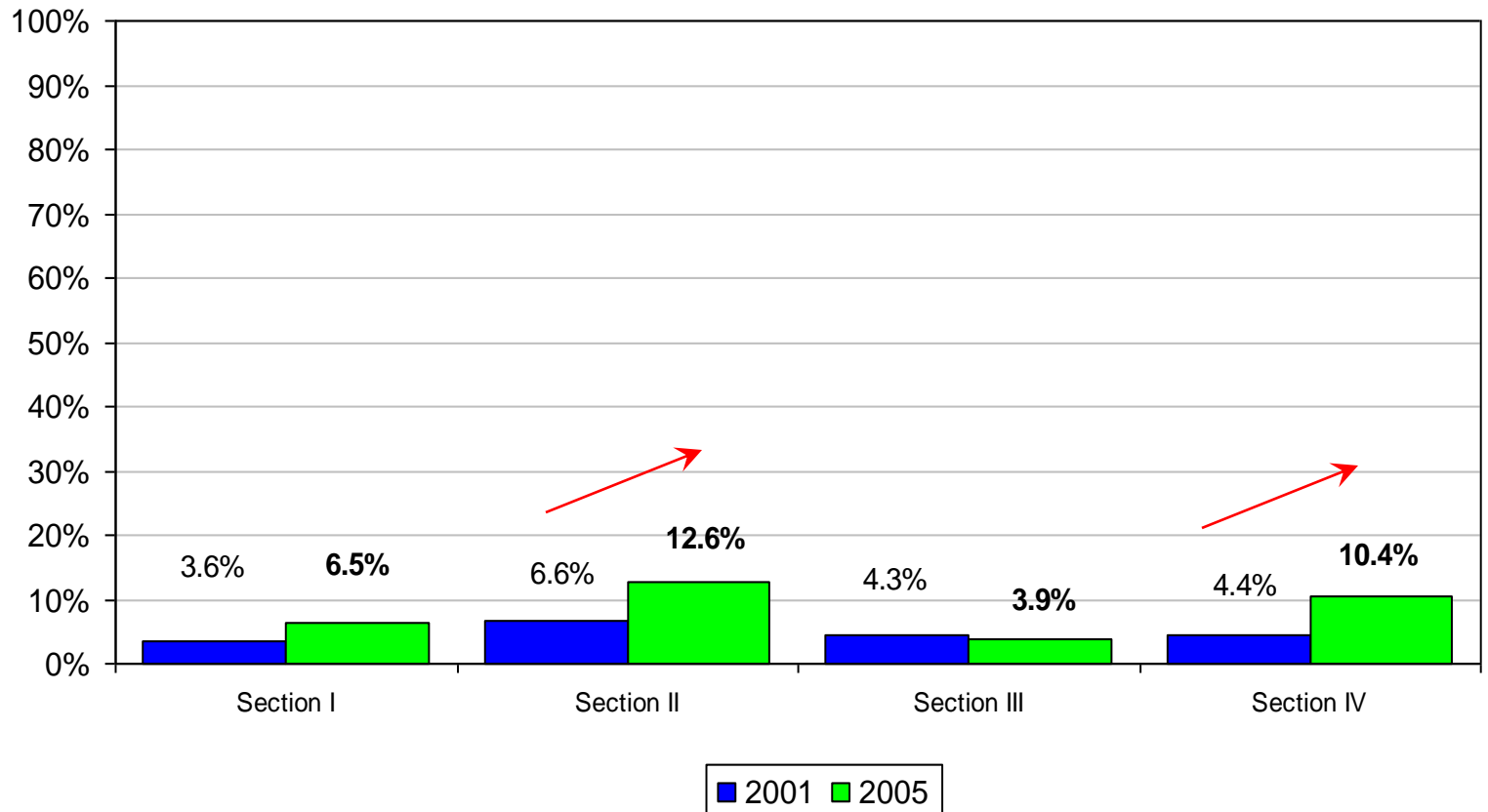
(Questions 5a-5j)

Mean Satisfaction with City Services
(Services with an Importance Mean of 4 or Higher)

Service	Mean
Fire and EMS	4.57
Police protection	4.51
Trash collection	4.17
Snow and ice removal	4.05
Street maintenance	3.93

1 — Very dissatisfied
2 — Dissatisfied
3 — Neither satisfied nor dissatisfied
4 — Satisfied
5 — Very satisfied

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(Questions 5a-5j)

Mean Satisfaction with City Services
(Services with an Importance Mean of 3.99 or Lower)

Service	Mean
Beautification efforts	4.26
Maintenance of City parks	4.26
Recyclable materials collection	4.12
Yard waste collection	3.95
Community events	3.88
Brush collection	3.76
Recreation programs	3.66

Scale:
1 – Very dissatisfied
2 – Dissatisfied
3 – Neither satisfied nor dissatisfied
4 – Satisfied
5 – Very satisfied

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(Question 6a-6d)

**"Has your household used the
City of Montgomery Website for . . ."**

Request a City service		**7.1%** 5.6% 8.8%
Register and/or pay for pool memberships		**6.2%** 1.4% 11.9%
Reserve and/or pay for park lodge		**4.8%** 2.7% 7.1%
Reporting a complaint		**4.8%** 4.6% 5.0%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

☐ Residents with children in hh   ☐ Residents with no children in hh
■ All residents
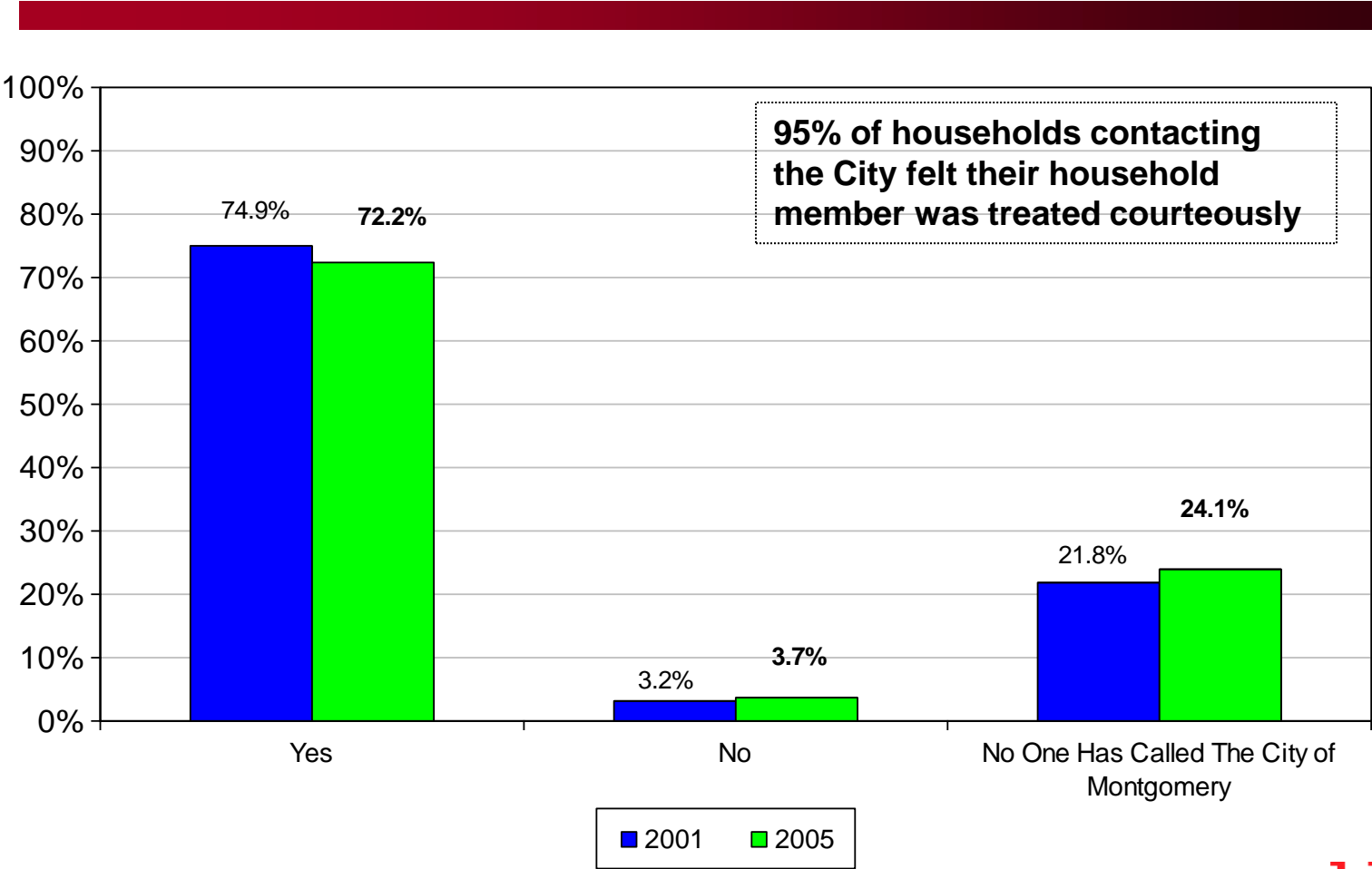
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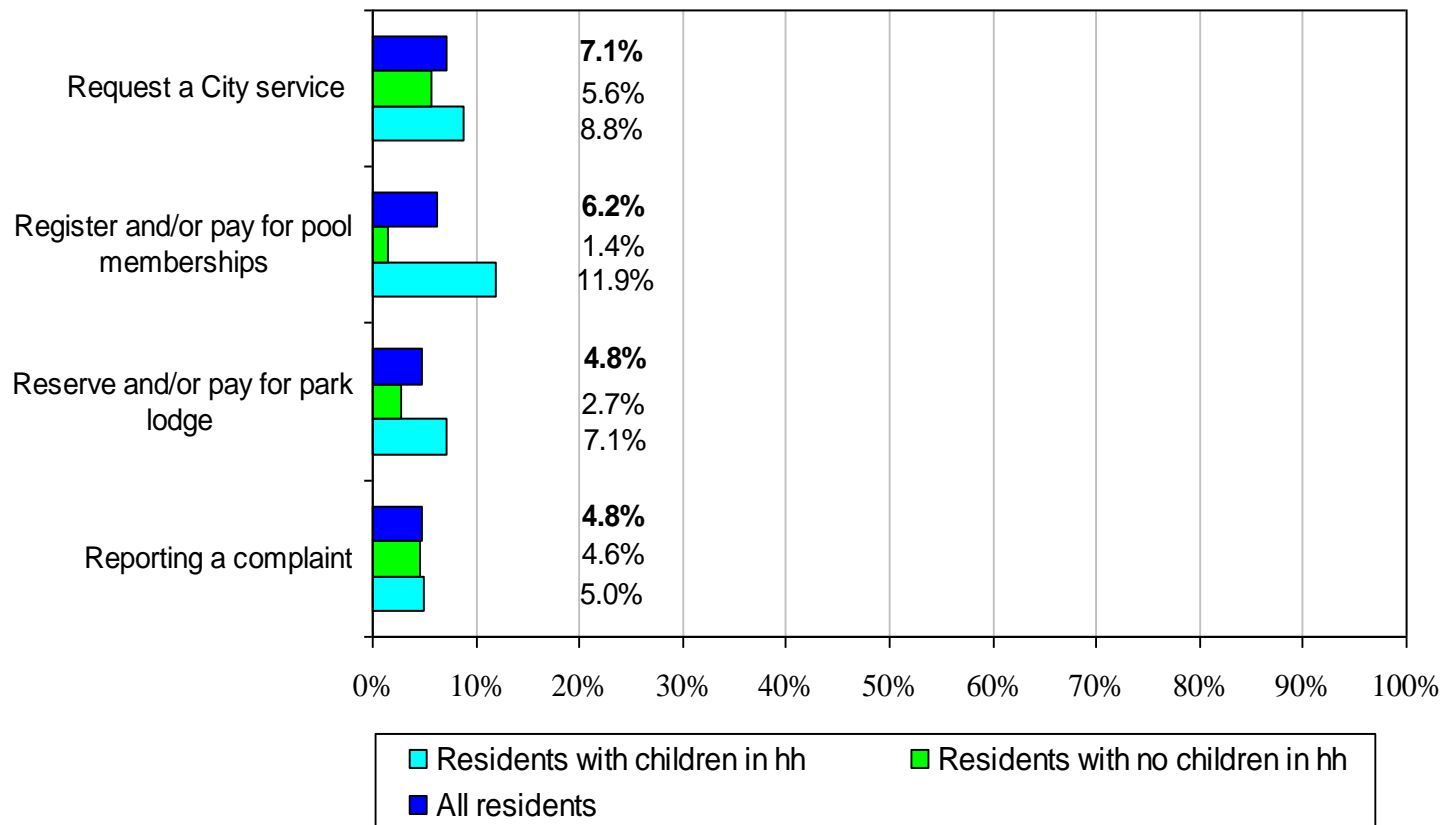
(Question 7)

"Thinking about the most recent time a member of your household called the City with a request for service or assistance . . . Do you feel that the city was responsive to your request?"
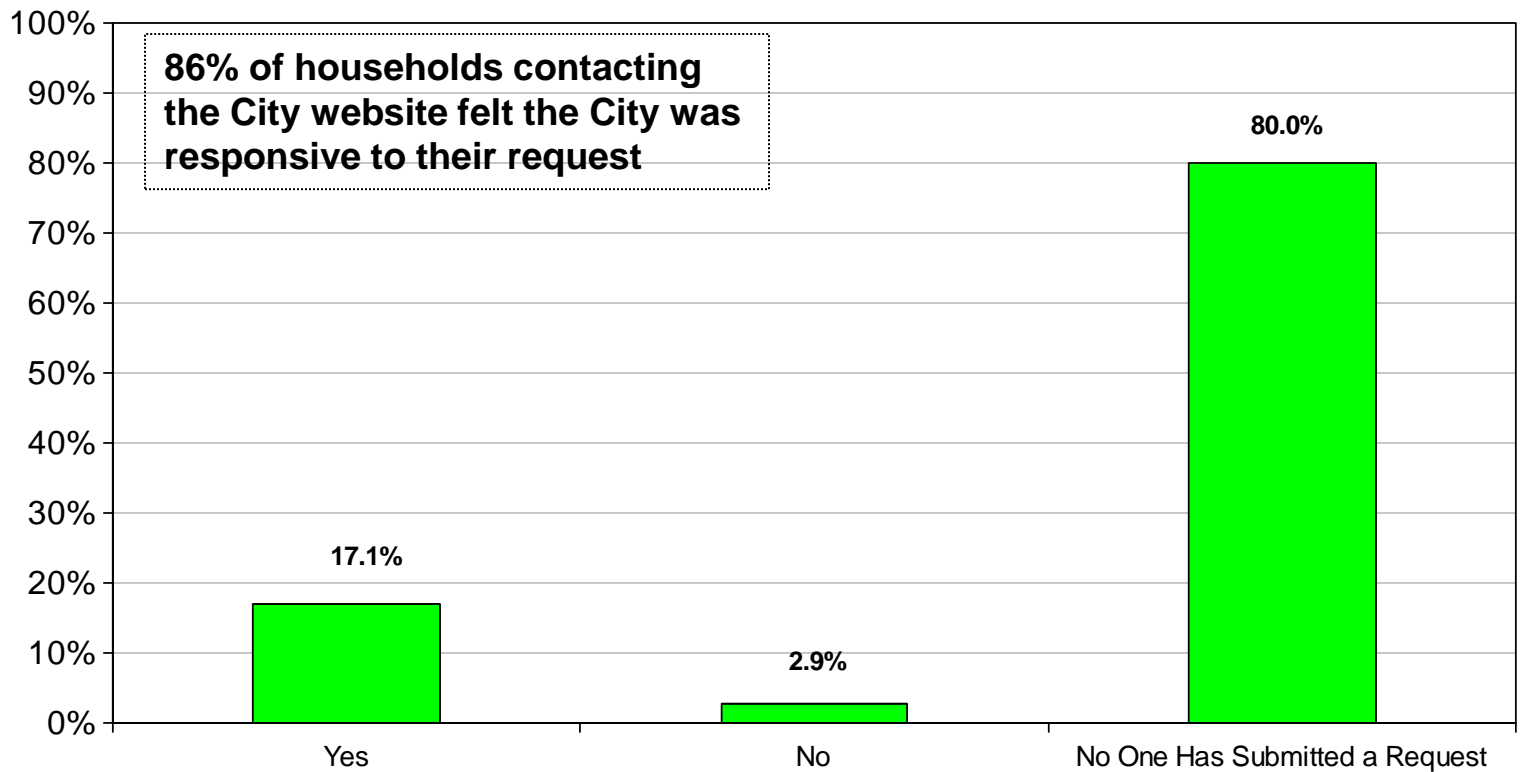
85% of households contacting the City felt the City was responsive to their request

	Yes	No	No One Has Called The City of Montgomery
2001	66.5%	11.8%	21.7%
2005	**64.9%**	**11.2%**	**23.8%**

■ 2001   ■ 2005

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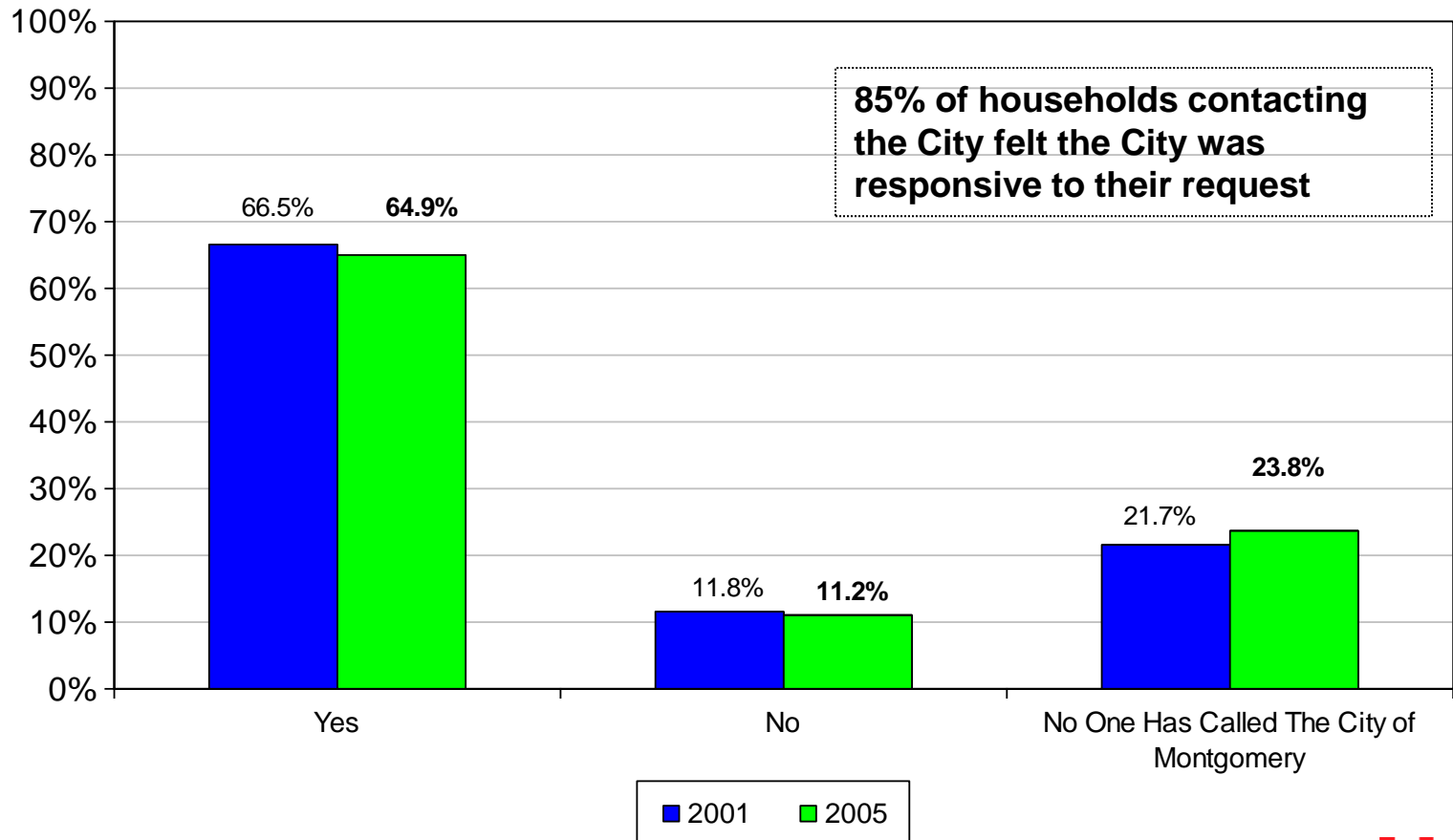
(Question 8)

"Thinking about the most recent time a member of your household called the City with a request for service or assistance . . . Was that member of your household treated courteously?"
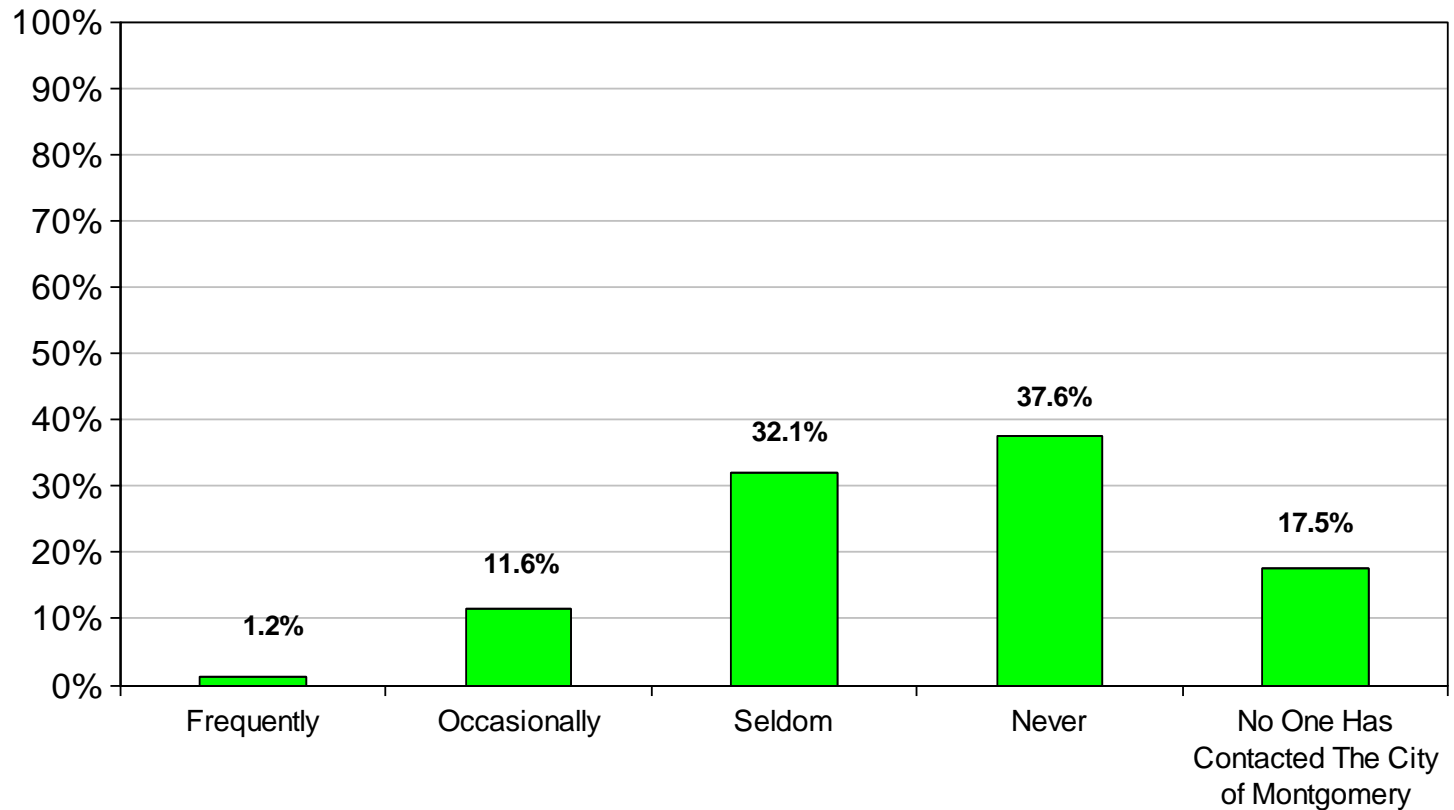
95% of households contacting the City felt their household member was treated courteously

Legend: ■ 2001 ■ 2005

- Yes: 74.9% (2001), 72.2% (2005)
- No: 3.2% (2001), 3.7% (2005)
- No One Has Called The City of Montgomery: 21.8% (2001), 24.1% (2005)

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(Question 9)

"Thinking about the most recent time a member of your household submitted a request for service or assistance through the City of Montgomery's Website or Through E-Mail. . . Do you feel that the City was responsive to your request?"
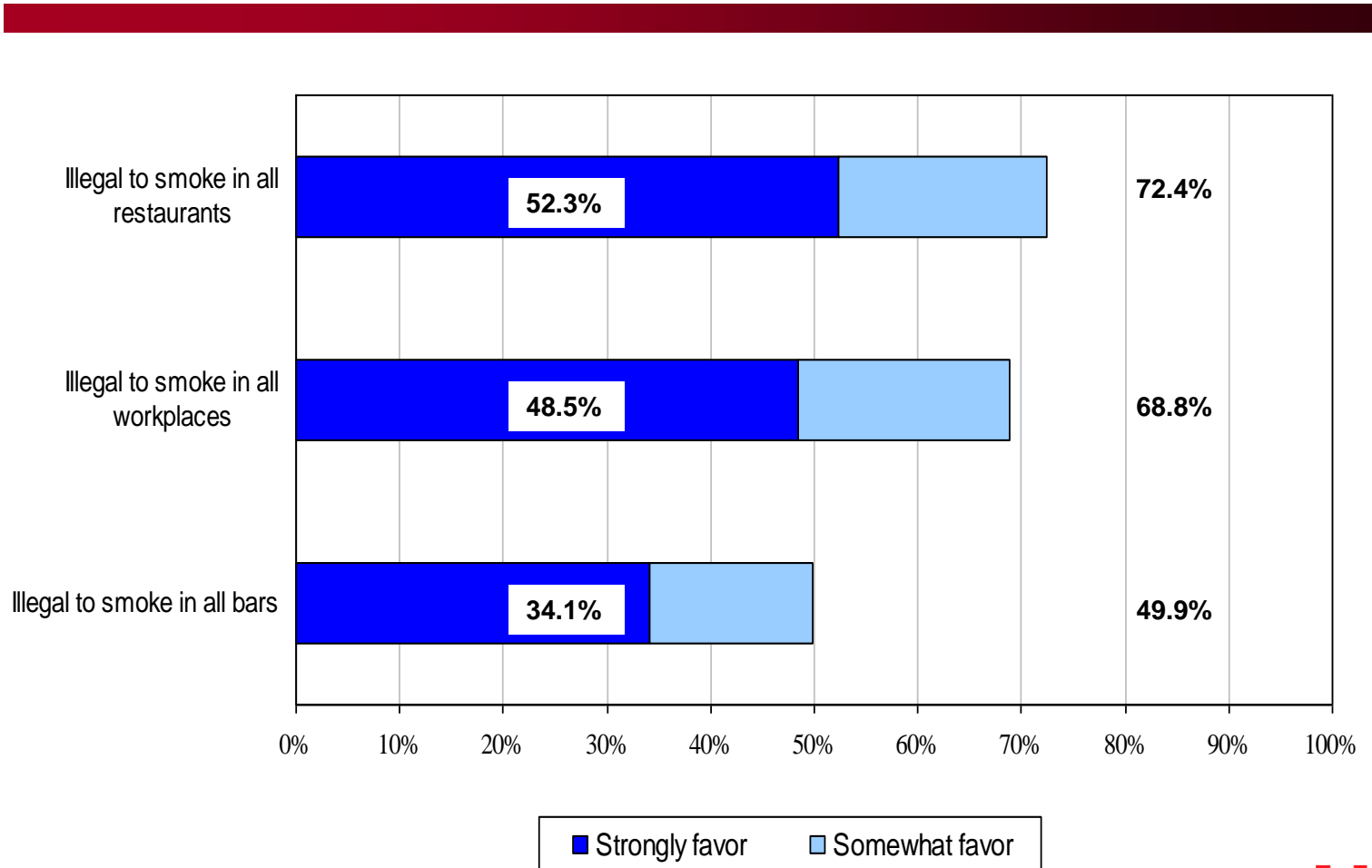
86% of households contacting the City website felt the City was responsive to their request

- Yes: 17.1%
- No: 2.9%
- No One Has Submitted a Request: 80.0%

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(Question 10)

Frequency of Need to Contact City Outside of Normal Business Hours

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(Question 11a-11c)

Percent Favoring a Ban on Smoking in the City of Montgomery that Would Make it …

Illegal to smoke in all restaurants — Strongly favor: 52.3%, Total: 72.4%

Illegal to smoke in all workplaces — Strongly favor: 48.5%, Total: 68.8%

Illegal to smoke in all bars — Strongly favor: 34.1%, Total: 49.9%

Legend: ■ Strongly favor □ Somewhat favor

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(Question 12)

**"Do you agree or disagree with the following statement . . .
The municipal services provided to my household are a good
value for the property tax dollars I/we pay?'**

75.0%

79.6%

■ Strongly ■ Somewhat

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(Question 12)

**"Do you agree or disagree with the following statement . . .
The municipal services provided to my household are a good
value for the property tax dollars I/we pay?'**

Chart data:

Section	Agree, 2001	Agree, 2005
Section 1	80.3%	82.8%
Section 2	75.0%	78.8%
Section 3	74.4%	84.0%
Section 4	69.9%	72.5%

Legend: ■ Agree, 2001 □ Agree, 2005

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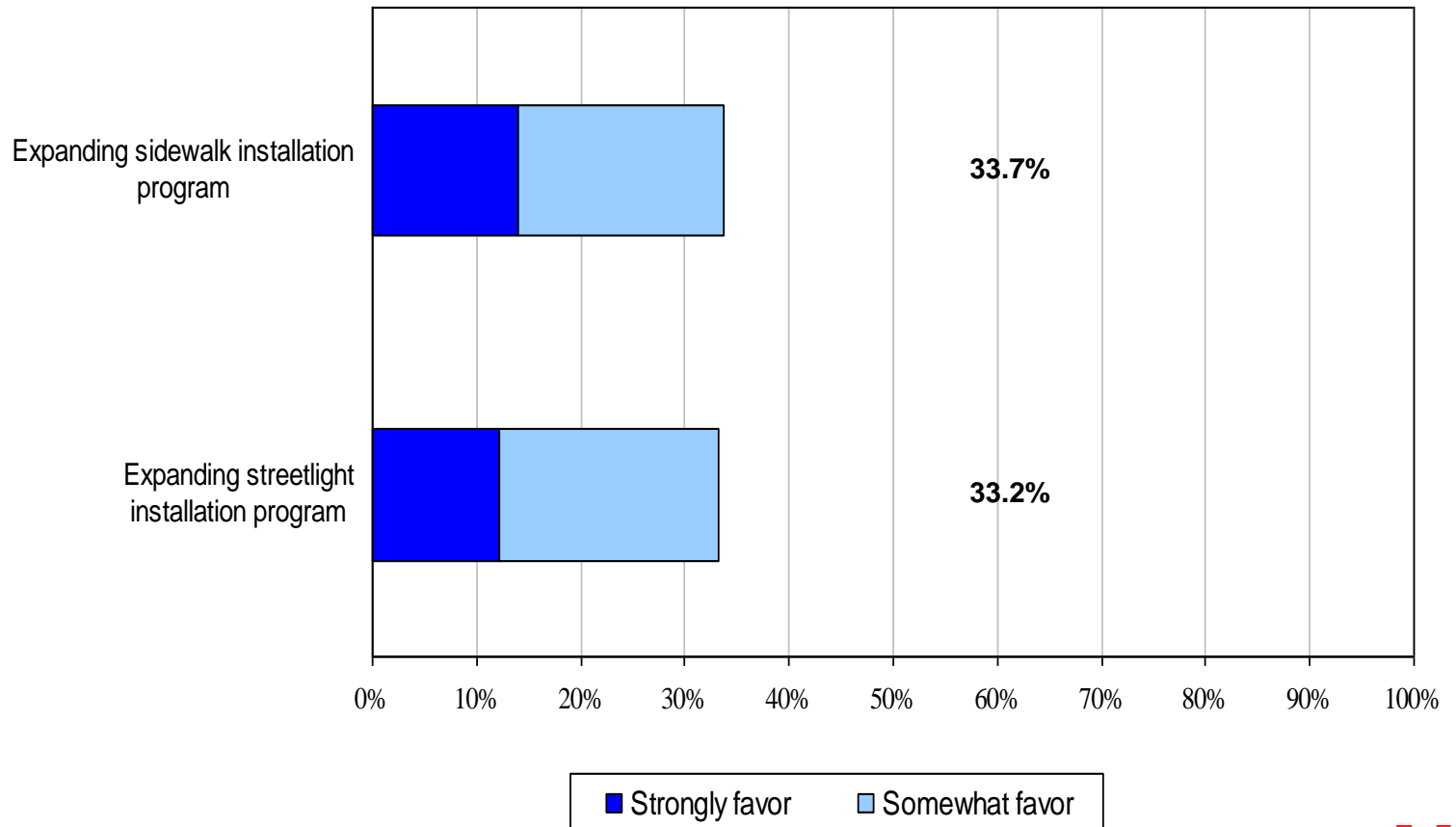
(Question 14)

Where does your household currently receive most of your information about City of Montgomery services, projects or events?

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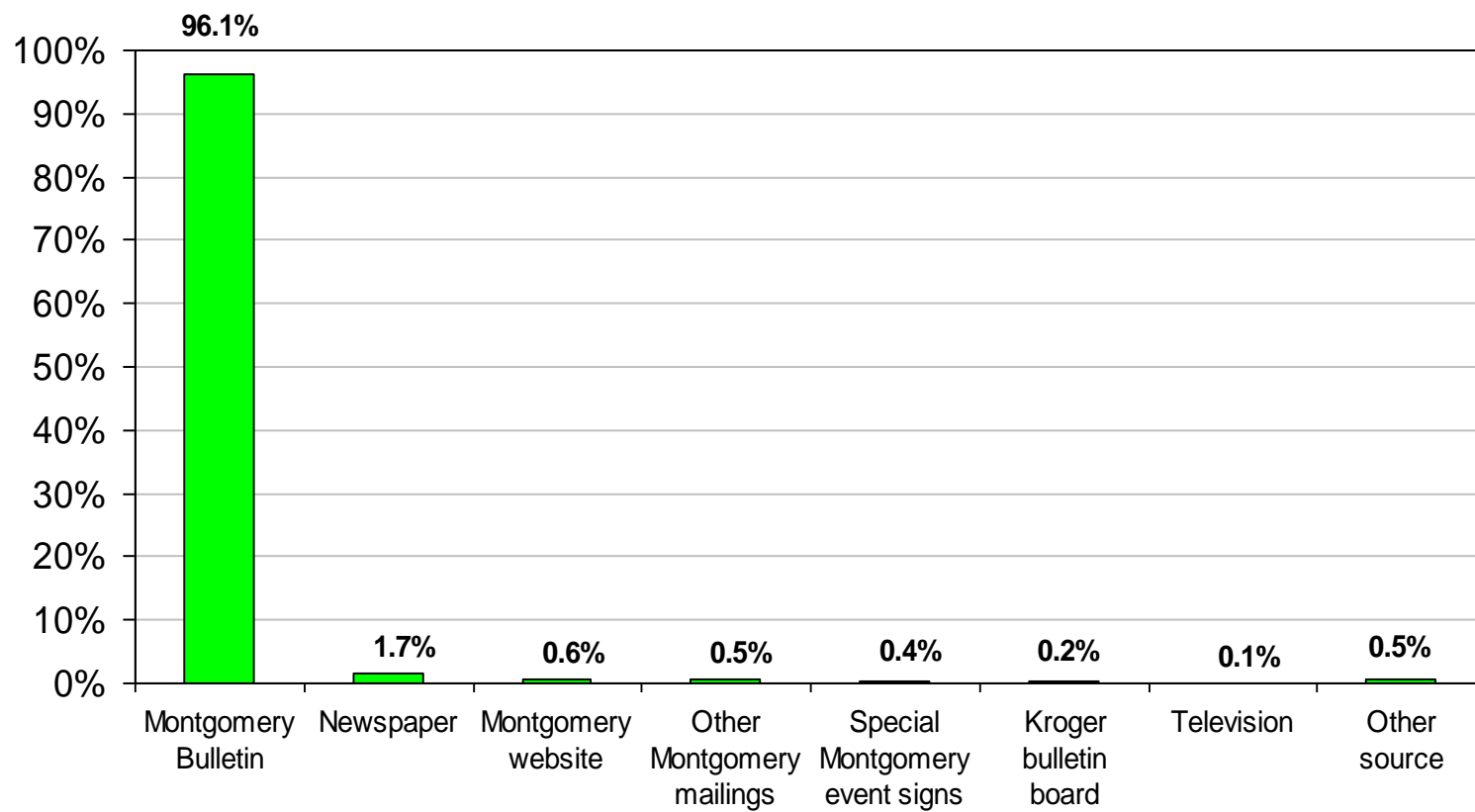
(Question 15)

Best Way to Provide Information to Household

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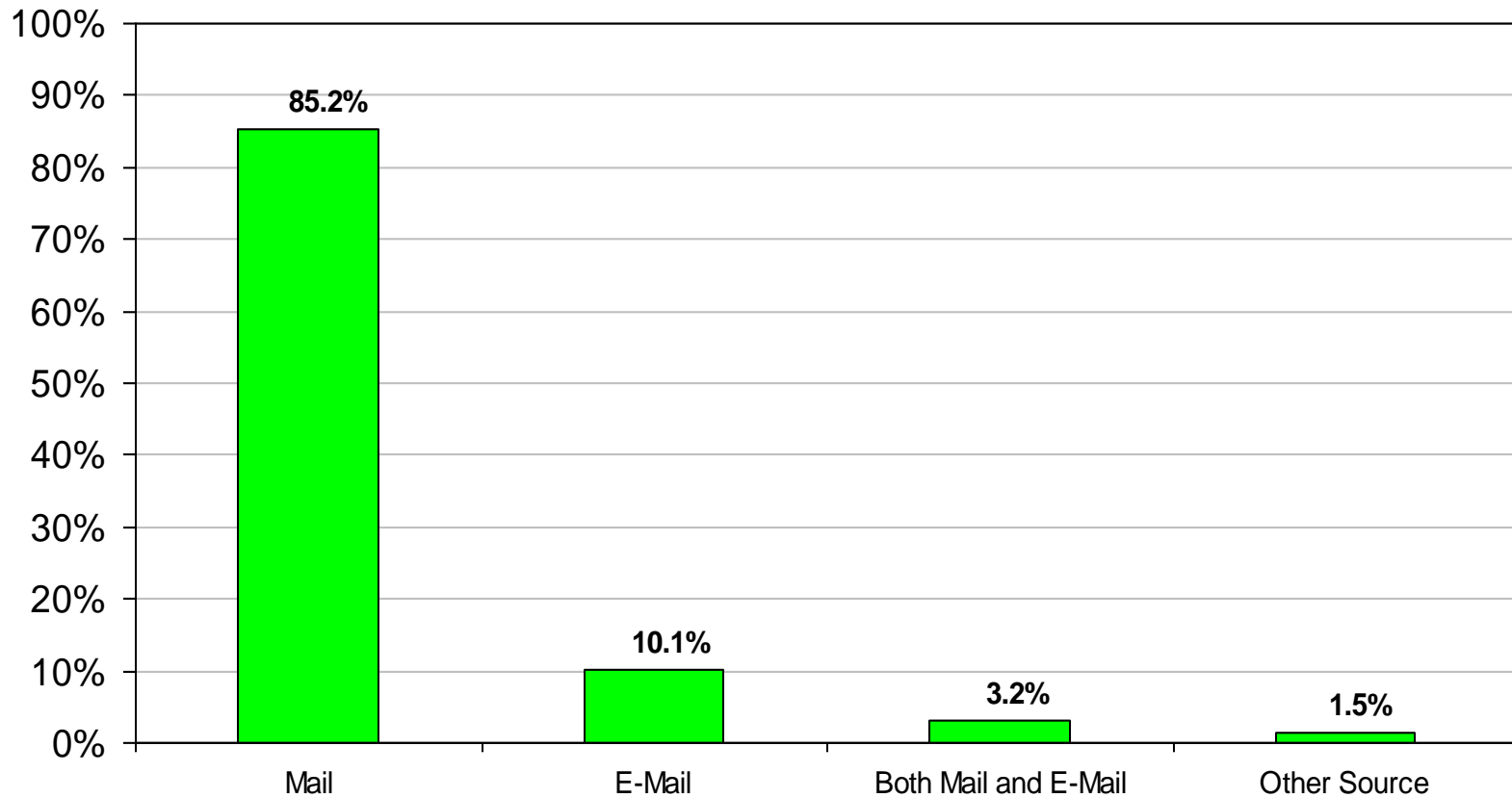
<u>Conclusions</u>

➢ Most Montgomery households (97%) responding to the survey are "satisfied" or "very satisfied" with the quality of life in Montgomery.

➢ Fewer than 1 out of 10 households report dissatisfaction with the City services described in the survey.

➢ Beautification efforts had a statistically significant <u>positive</u> change on both the highest levels of "importance" and "satisfaction".

➢ Snow and ice removal was the one City service that had a statistically significant <u>negative</u> change on both the highest levels of "importance" and "satisfaction".

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Conclusions (continued)

➢ The Montgomery Bulletin continues to be the most consulted source of information about life in Montgomery.

➢ Nearly 25% of residents do not report phone interaction with the City. Most of the 75% of households who have contacted the City report responsiveness to their requests and most felt the household member was treated courteously.

➢ While large majorities (restaurants and workplaces) and a near majority (bars) "favor" a ban on smoking in Montgomery, the percentages who "strongly favor" such bans is far lower.

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<u>Conclusions (continued)</u>

➤ Eight of ten residents "agree" that "(t)he municipal services provided to my household are a good value for the property tax dollars I/we pay".

➤ About one third of residents "favor" (strongly or somewhat) expanding the sidewalk installation program or the streetlight installation program if the expansion requires raising property taxes.

➤ Eight of ten residents "agree" that "(t)he municipal services provided to my household are a good value for the property tax dollars I/we pay".

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ADDITIONAL REPORT CHARTS

Some of the Charts Below May Be Used During the Presentation for Illustrative Purposes

(Question 4a)

**Importance of
"Police Protection in my Neighborhood"**

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(Question 4c)

**Importance of
"Street Maintenance"**
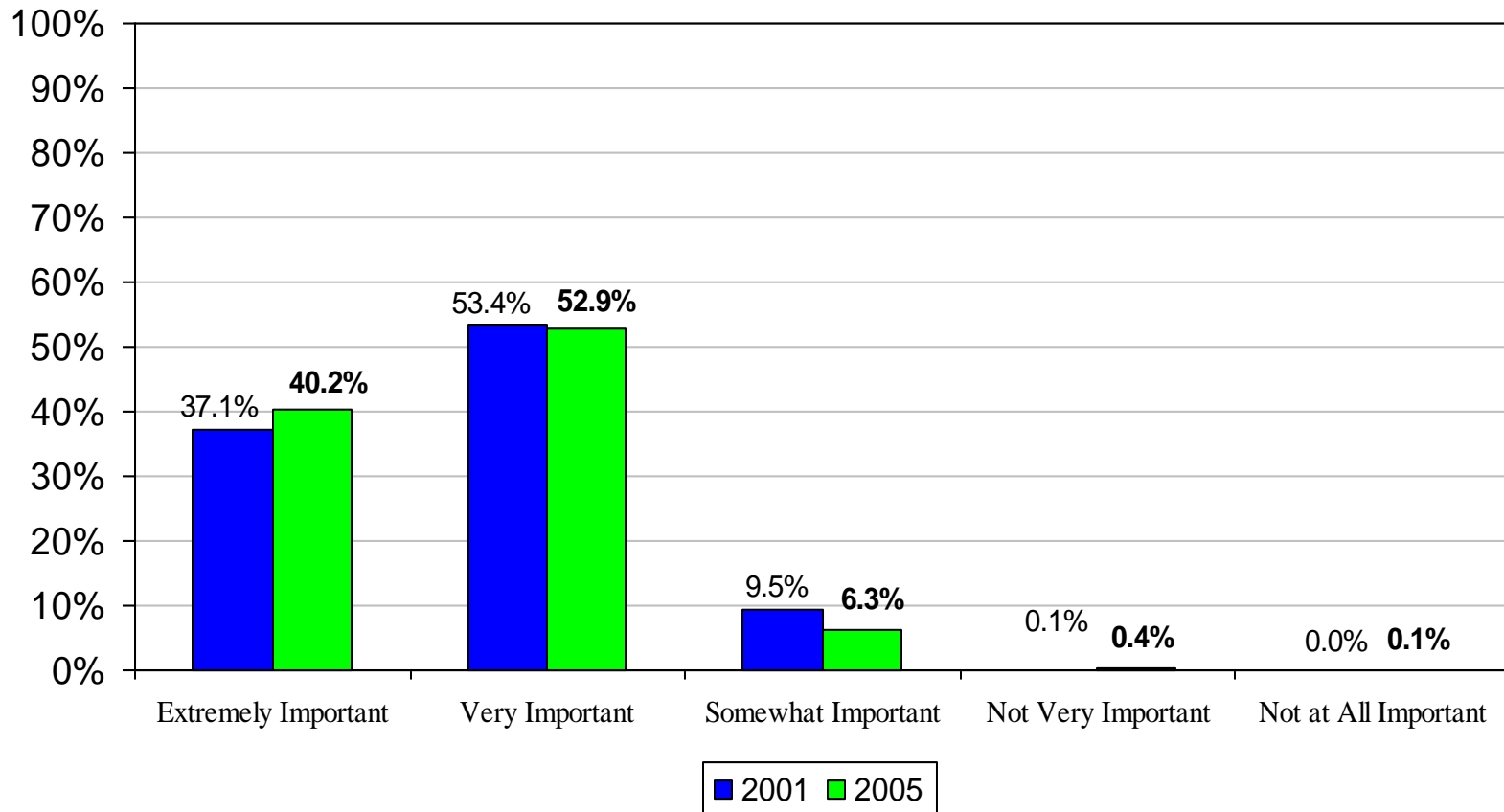
(Question 4d)

**Importance of
"Snow and Ice Removal"**

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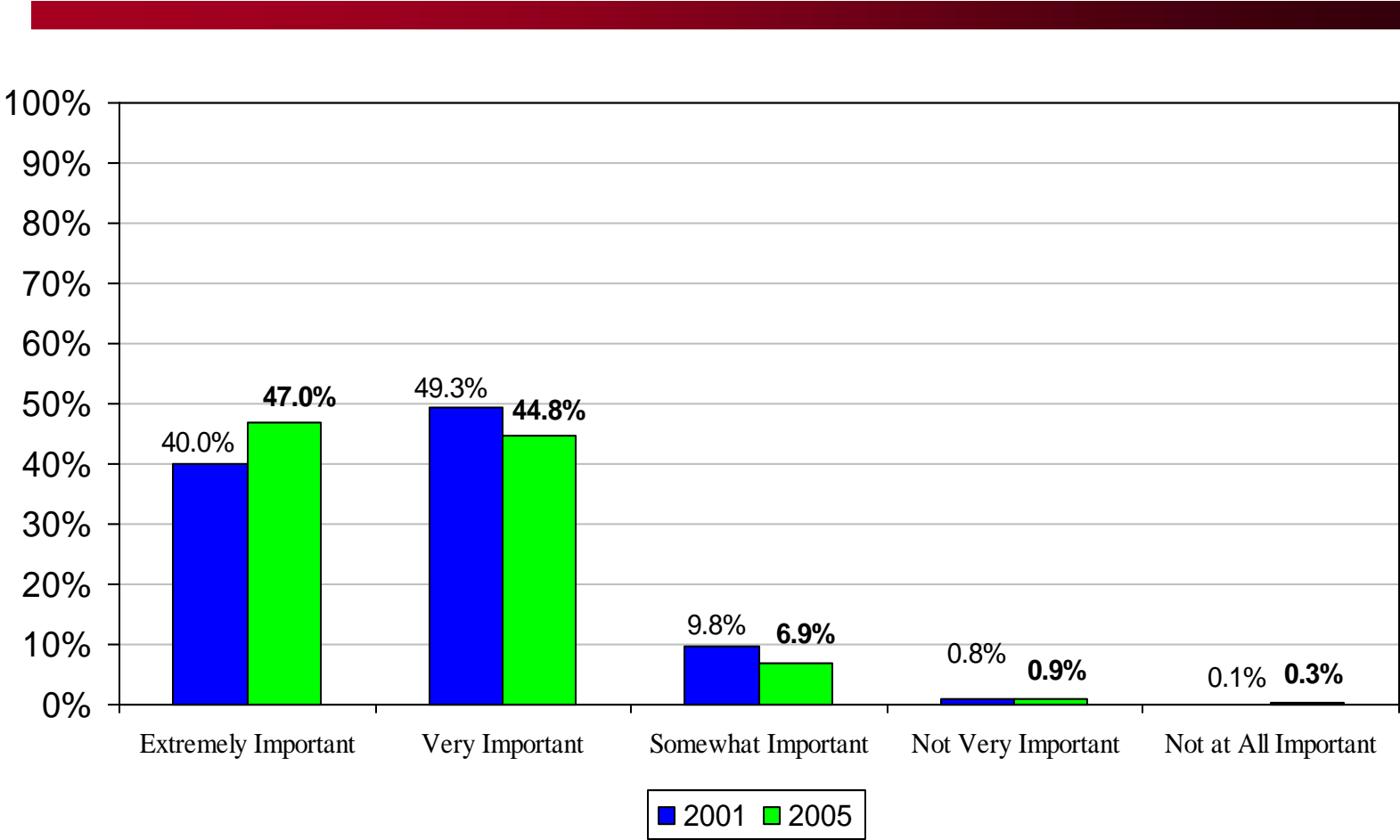
(Question 4e)

**Importance of
"Trash Collection by Rumpke"**

(Question 4f)
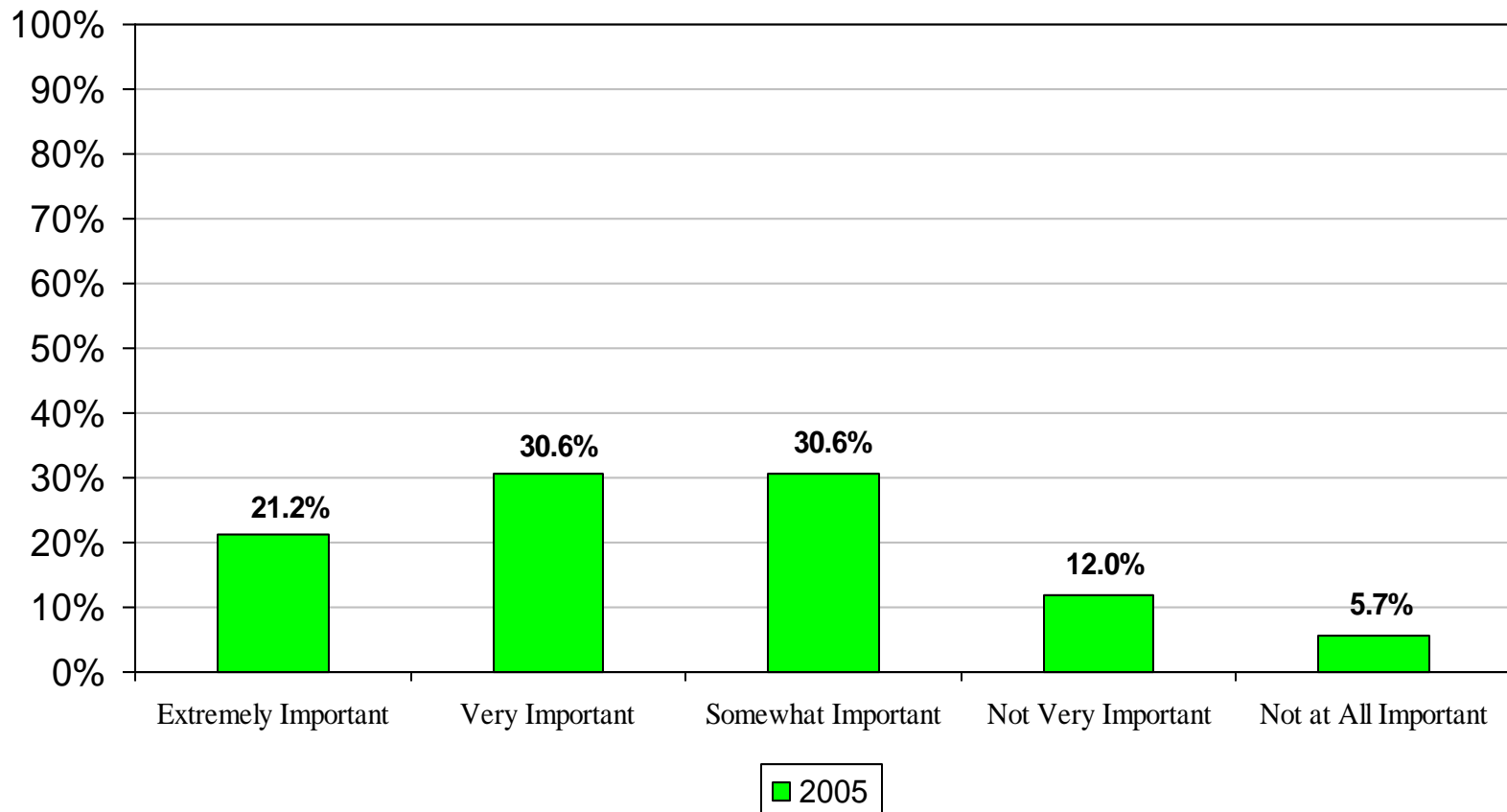
**Importance of
"Recyclable Materials Collection by Rumpke"**

Chart data (2005):
- Extremely Important: 31.6%
- Very Important: 40.7%
- Somewhat Important: 19.7%
- Not Very Important: 5.3%
- Not at All Important: 2.7%

Legend: ■ 2005

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(Question 4g)

**Importance of
"Yard Waste Collection by Rumpke"**

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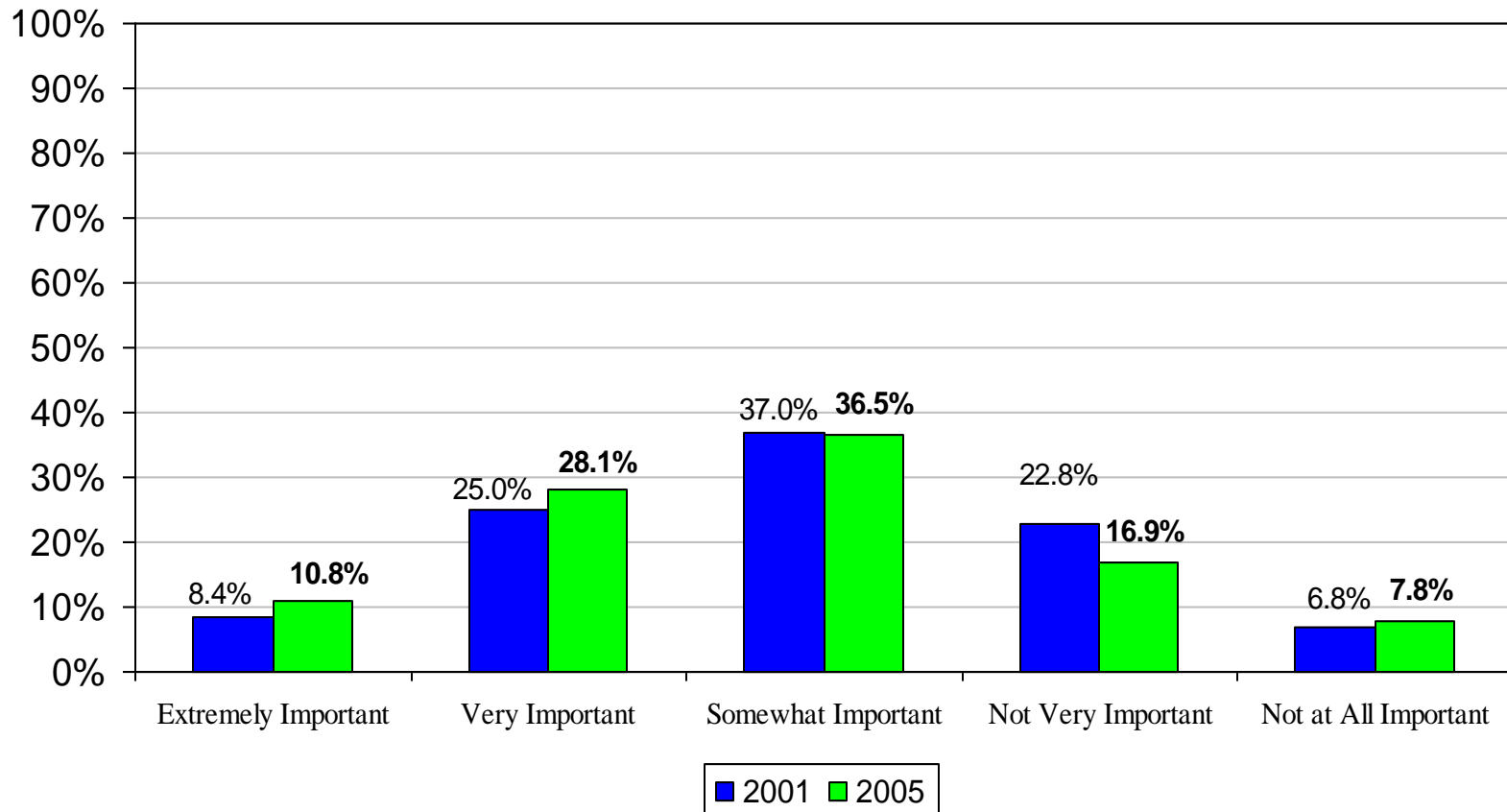**(Question 4i)**

**Importance of
"Beautification Efforts (e.g. Planting, Flowers,
Roadway Medians, Downtown, Entryways)"**

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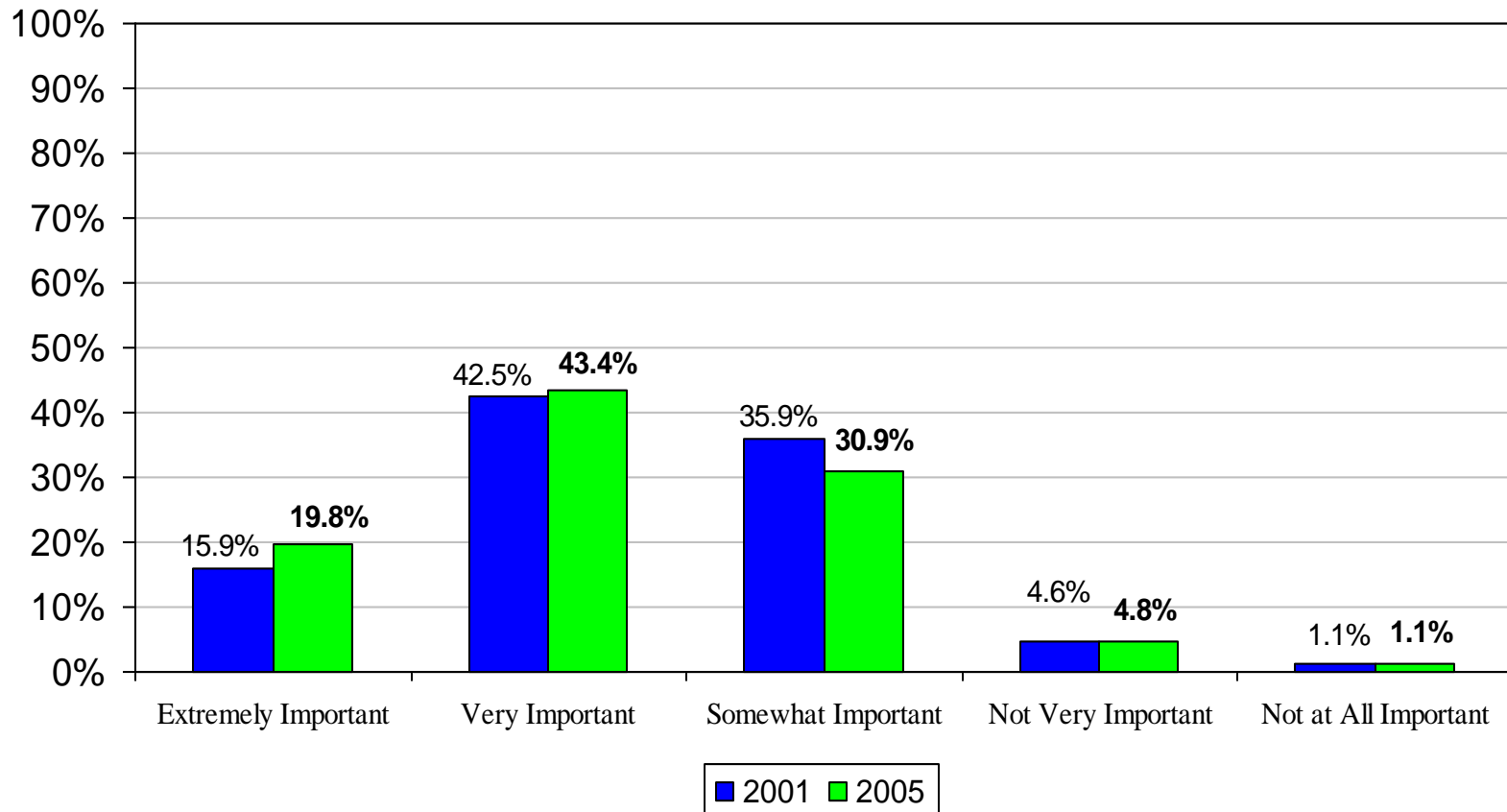
(Question 4j)

**Importance of
"Recreation Programs (e.g. Municipal Pool,
Youth Programs Such as Karate and Ski Trips,
Adult Programs Such as Yoga and Day Trips)"**

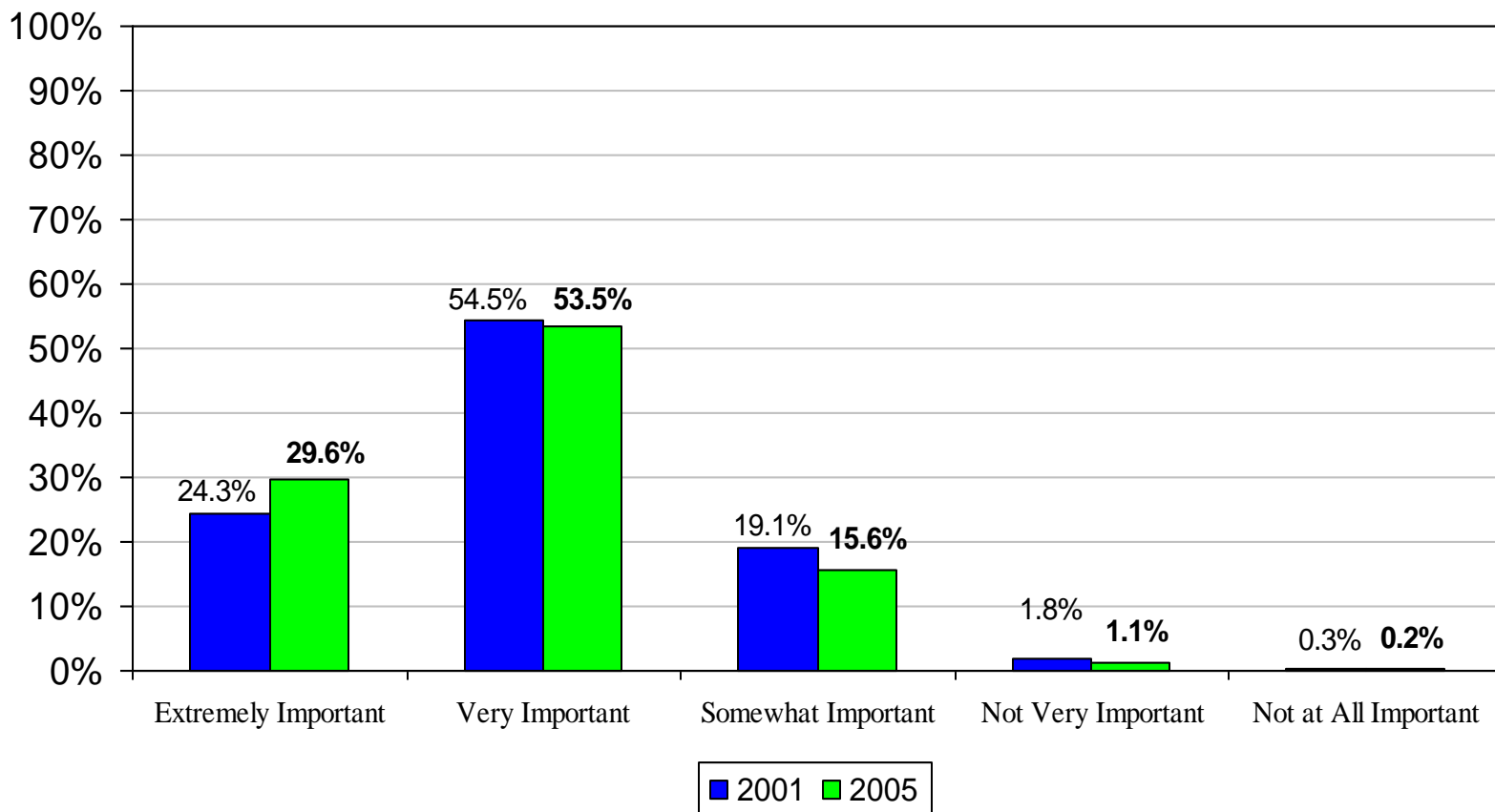|	Extremely Important	Very Important	Somewhat Important	Not Very Important	Not at All Important
2001	8.4%	25.0%	37.0%	22.8%	6.8%
2005	10.8%	28.1%	36.5%	16.9%	7.8%

■ 2001 ■ 2005

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(Question 4k)

**Importance of
"Community Events (e.g. Fourth of July,
Bastille Day and Holiday in the Village)"**

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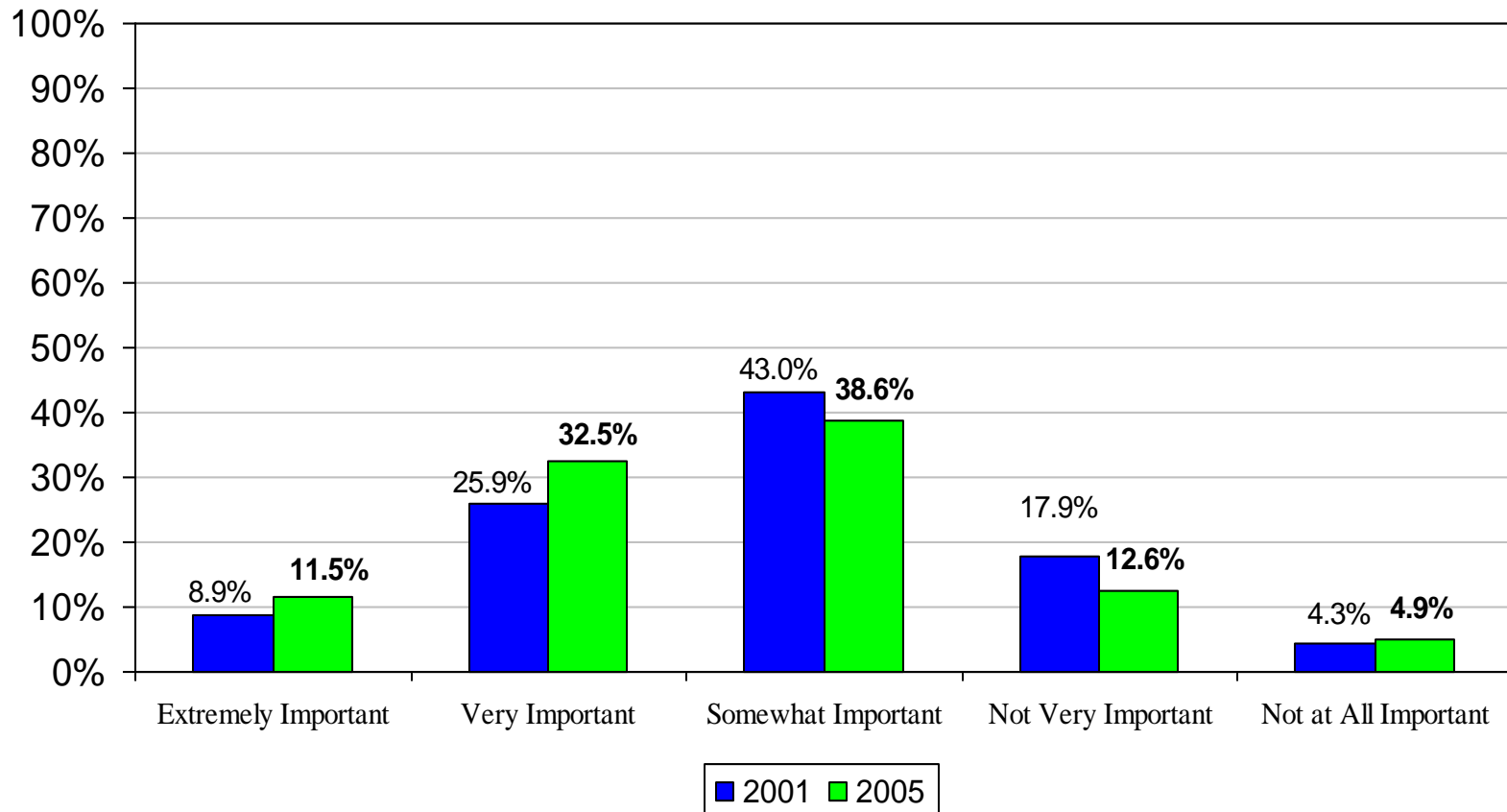
(Question 4I)

**Importance of
"Maintenance of City of Montgomery Parks"**

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(Question 5a)

Satisfaction with
"Police Protection in my Neighborhood"

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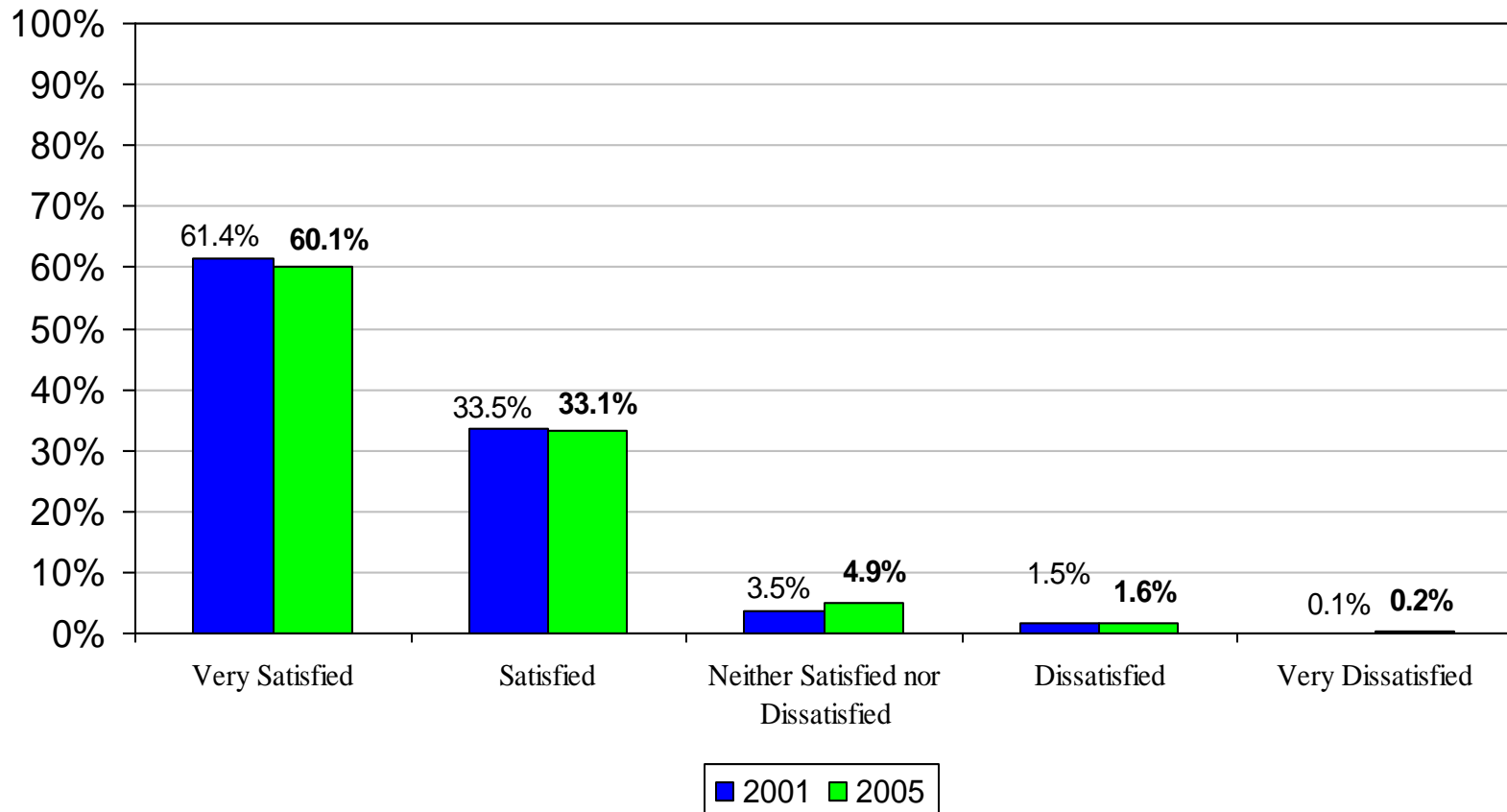
(Question 5b)

Satisfaction with "Fire and Emergency Medical Services"

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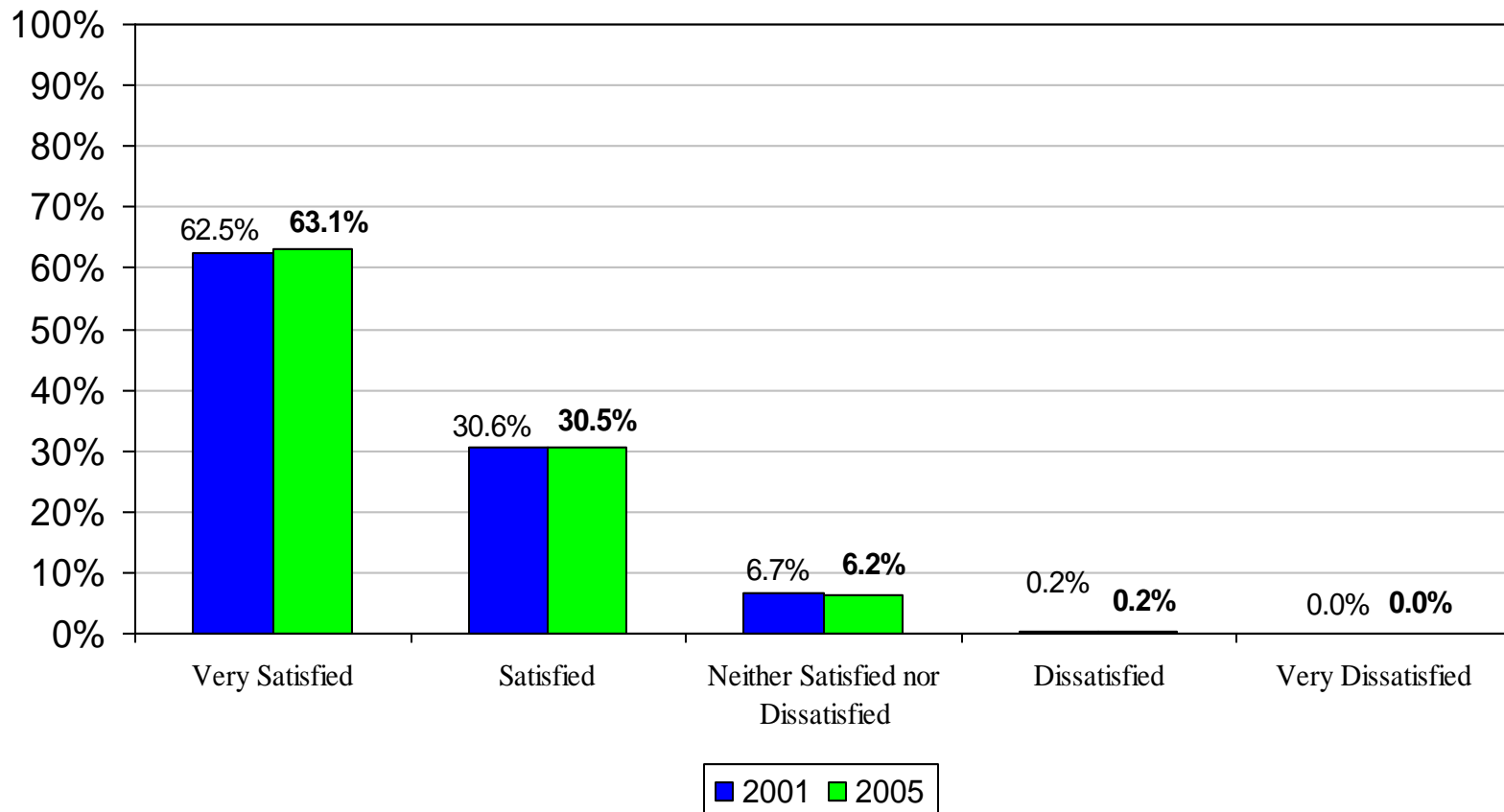
(Question 5c)

Satisfaction with "Street Maintenance"

Very Satisfied: 2001 29.7%, 2005 **29.3%**
Satisfied: 2001 50.8%, 2005 **47.0%**
Neither Satisfied nor Dissatisfied: 2001 11.8%, 2005 **14.0%**
Dissatisfied: 2001 6.5%, 2005 **7.5%**
Very Dissatisfied: 2001 1.2%, 2005 **2.3%**

Legend: ■ 2001 ■ 2005

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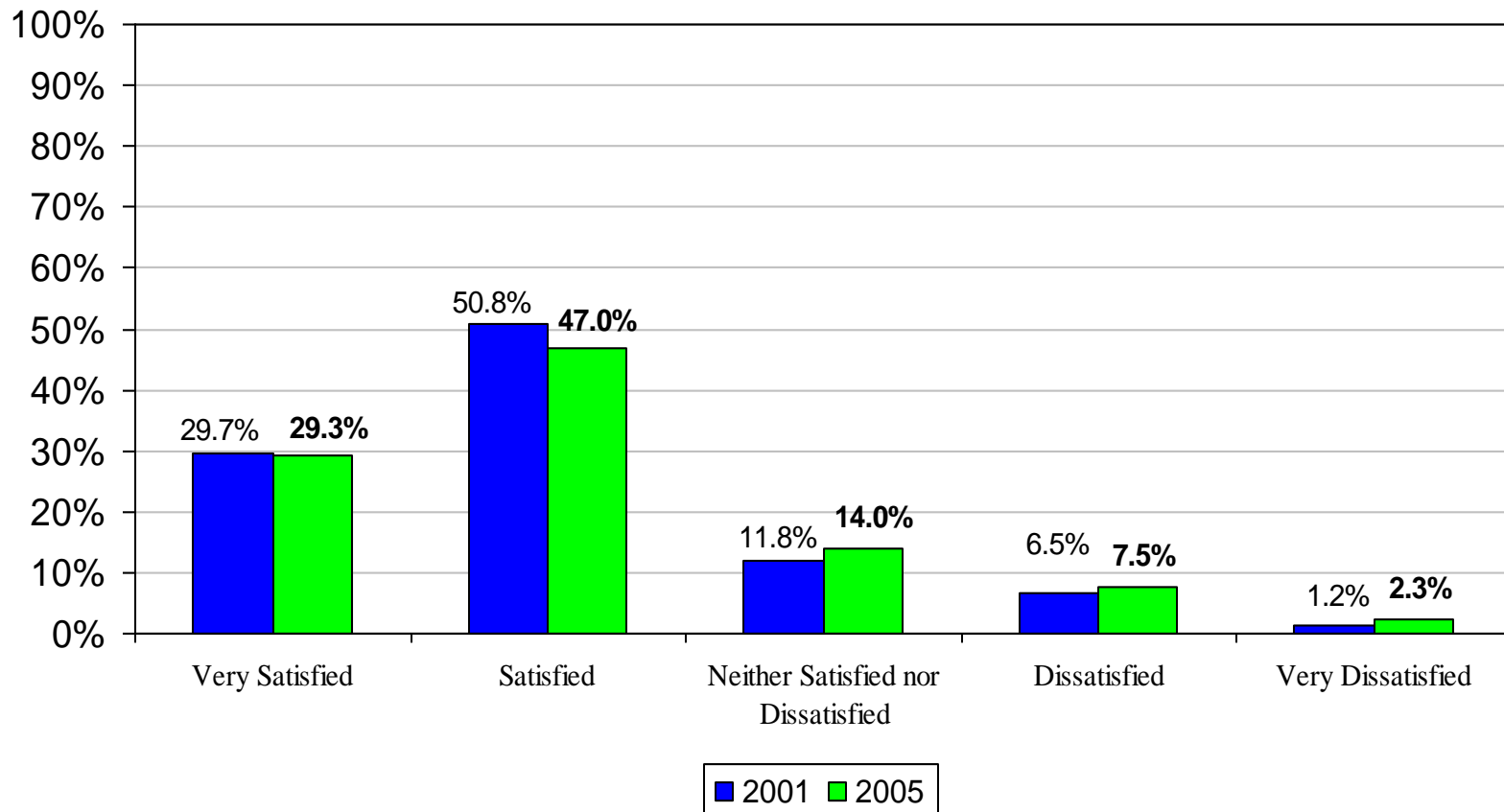
(Question 5d)

**Satisfaction with
"Snow and Ice Removal"**

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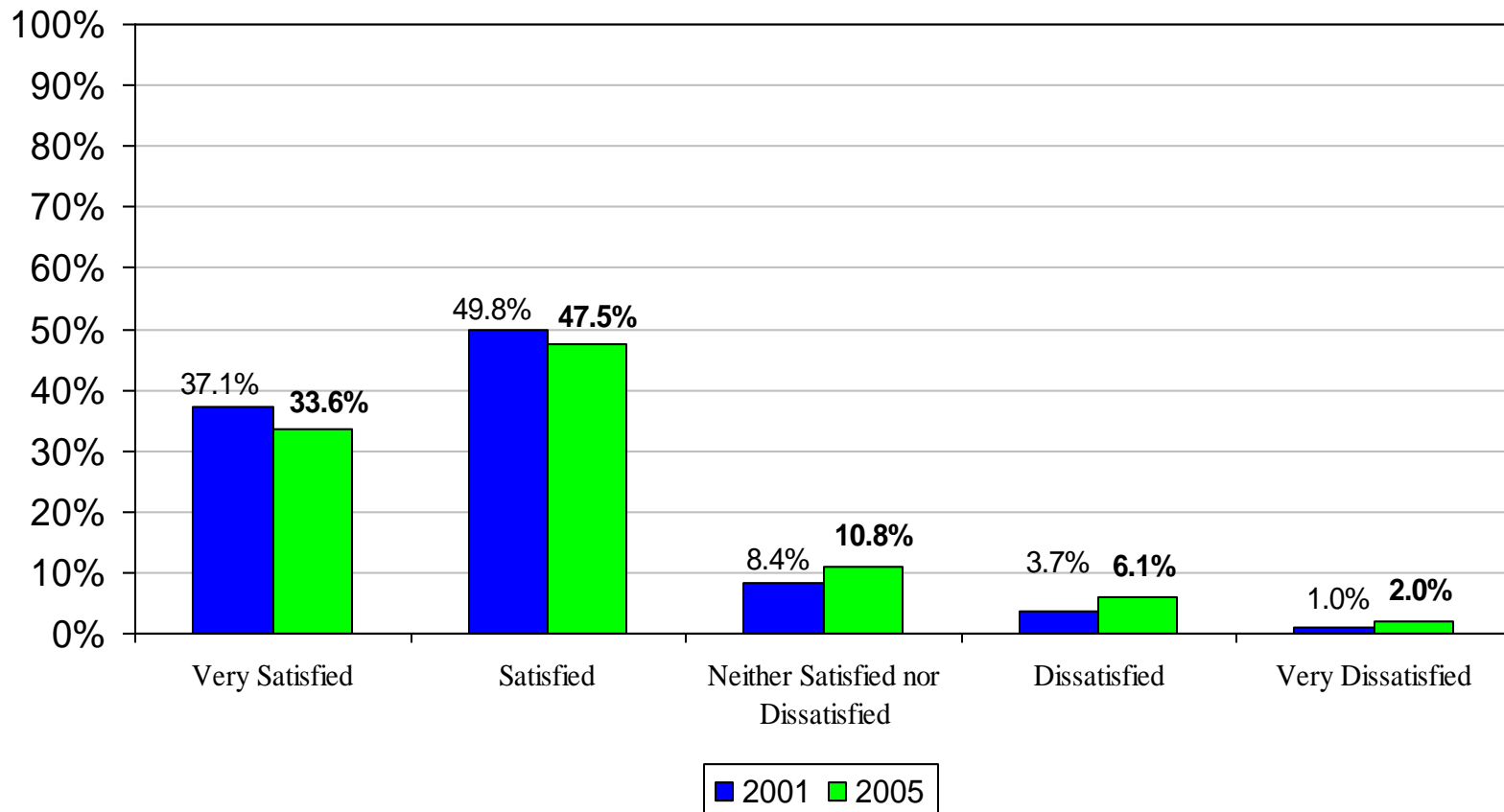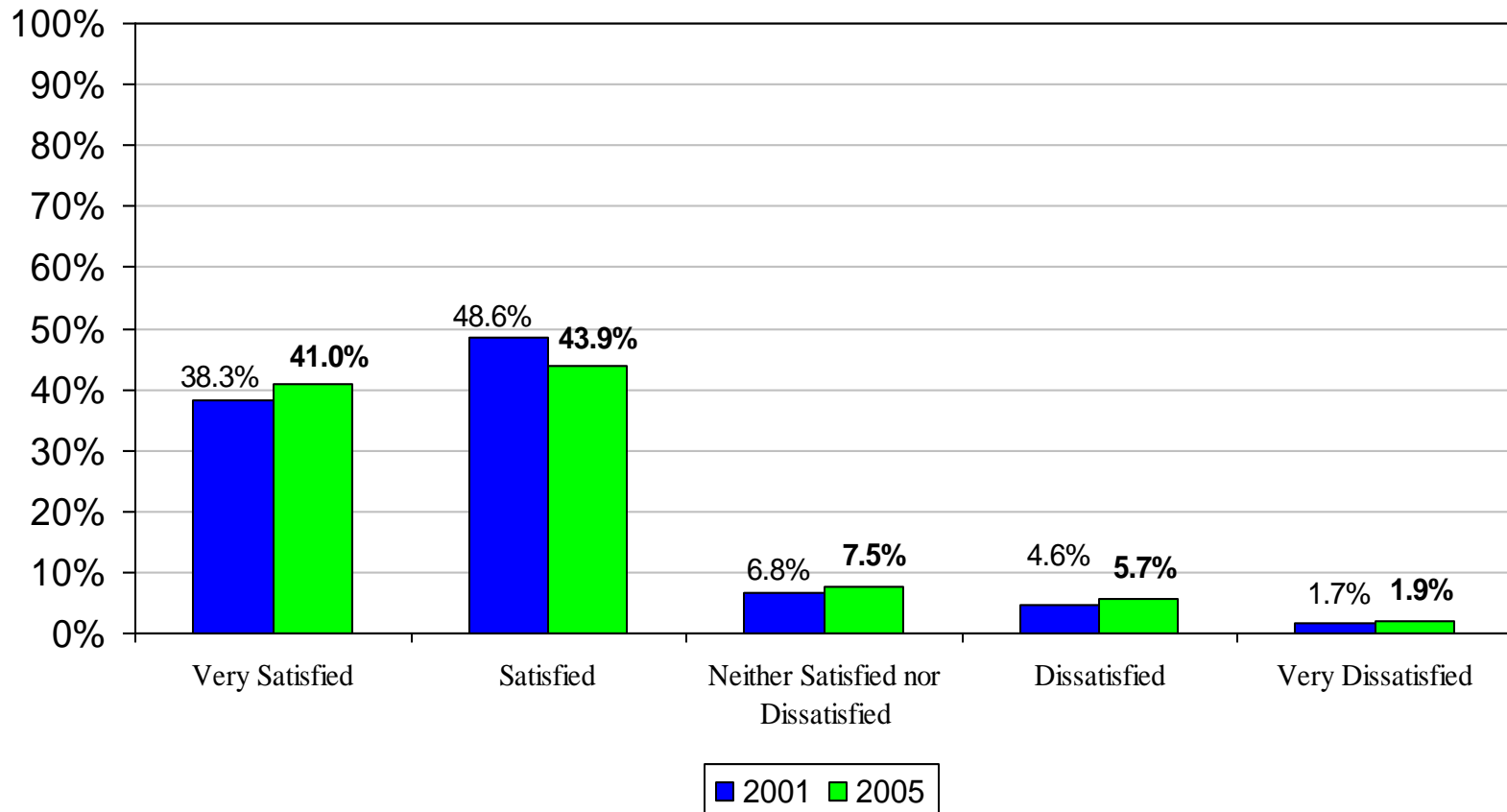
(Question 5f)

**Satisfaction with
"Recyclable Materials Collection by Rumpke"**

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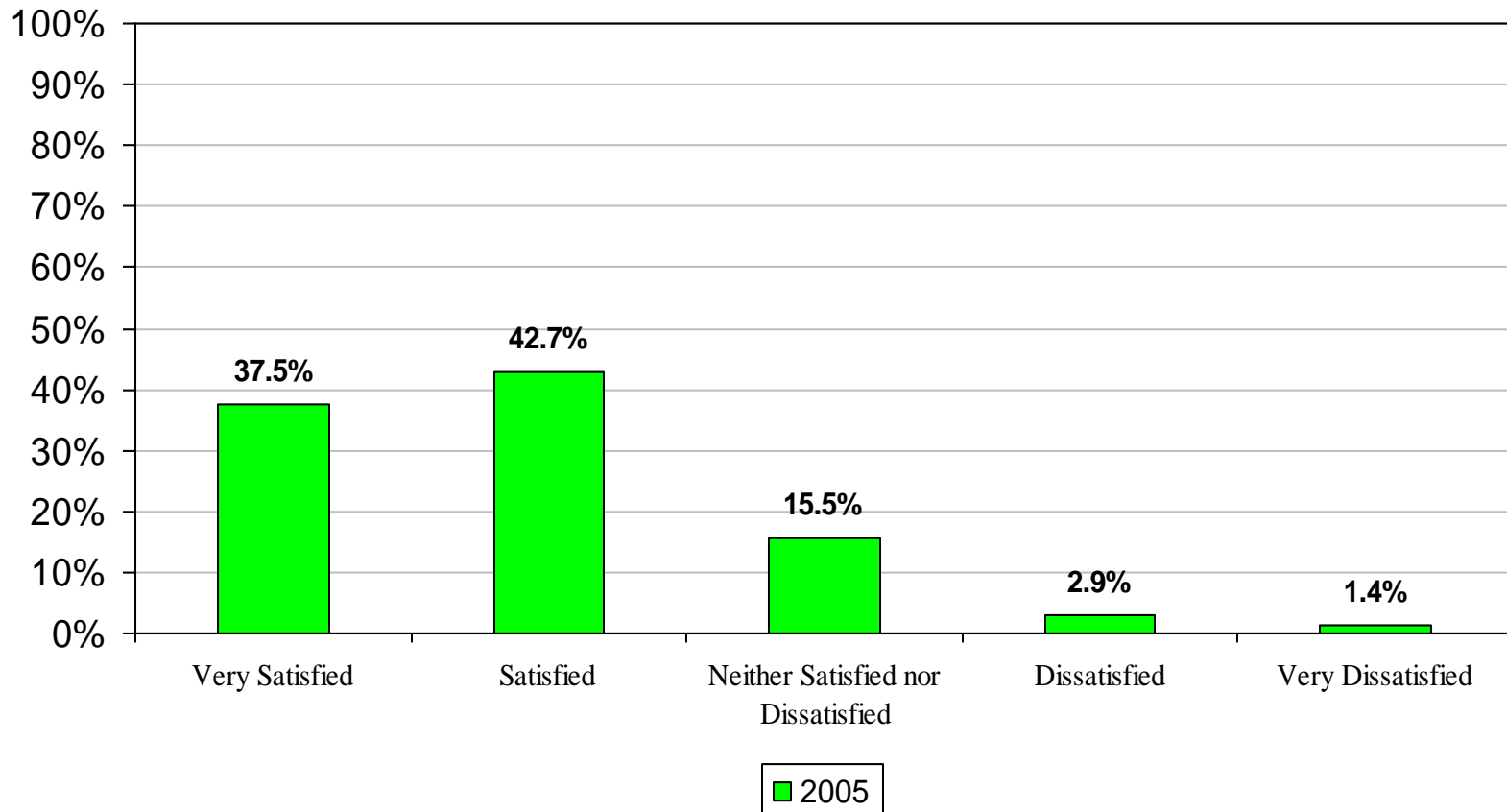
(Question 5g)

**Satisfaction with
"Yard Waste Collection by Rumpke"**

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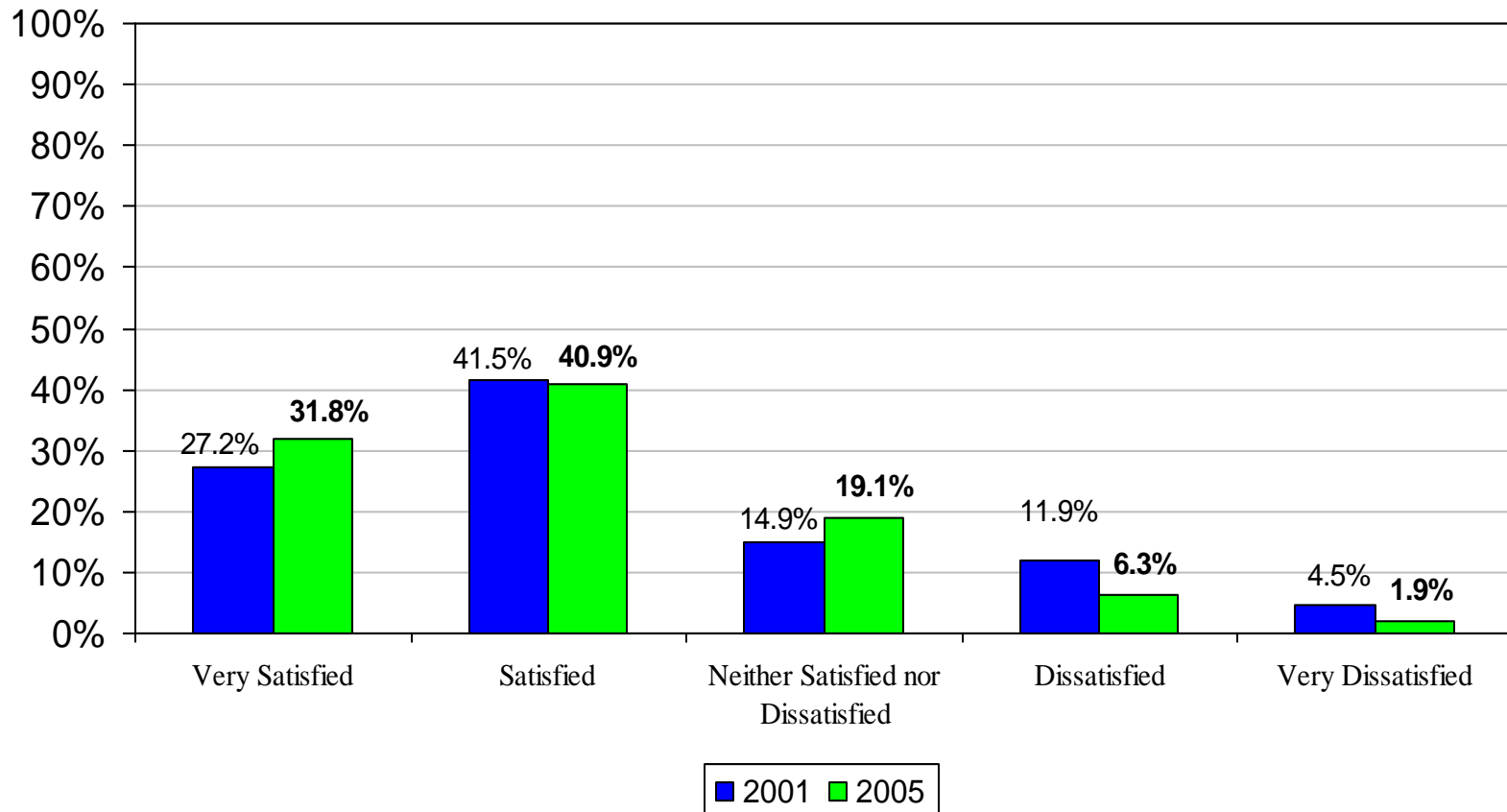
(Question 5h)

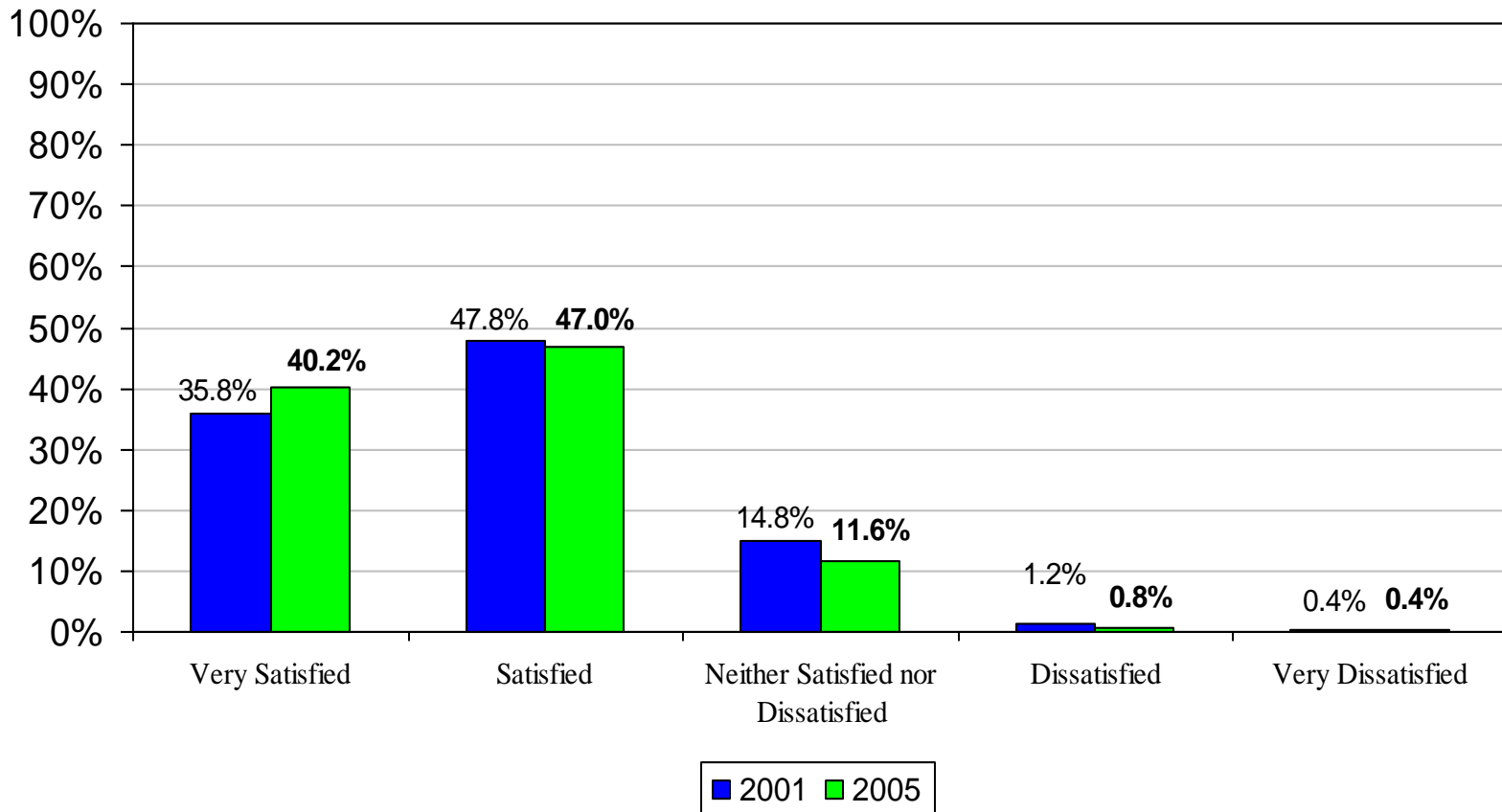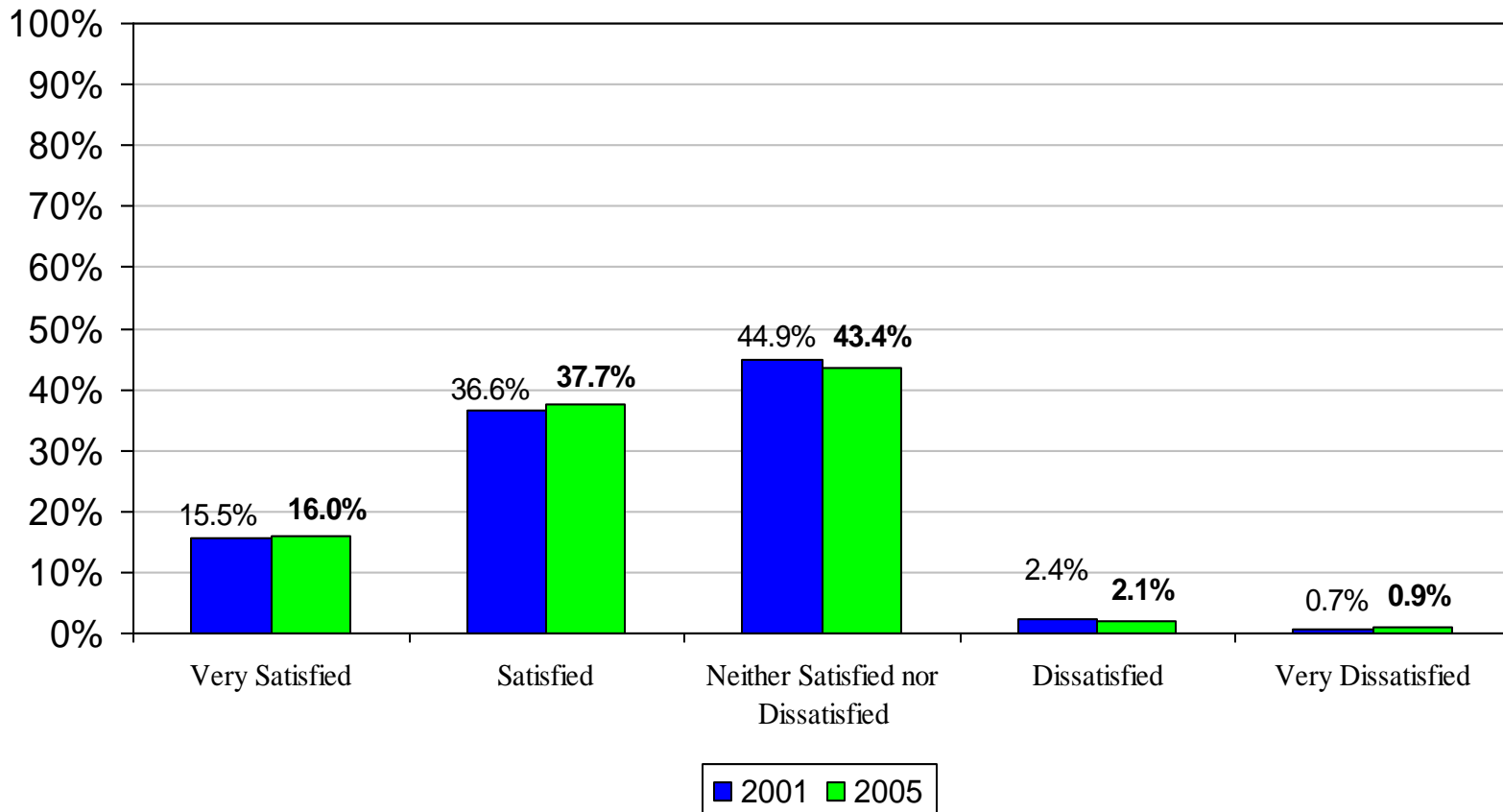**Satisfaction with
"Brush Collection by City of Montgomery (Twice Annually)"**
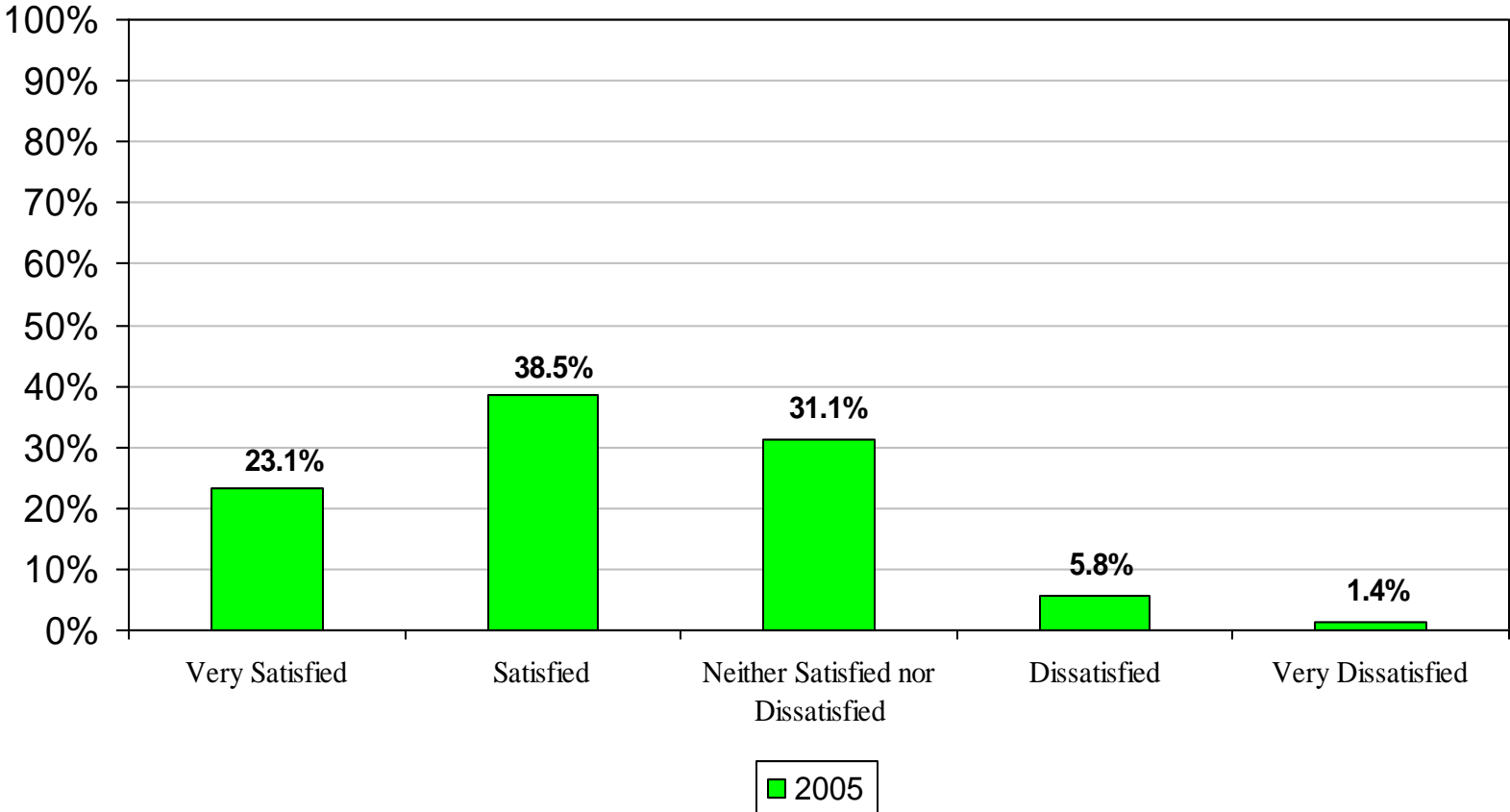
(Question 5i)

**Satisfaction with
"Beautification Efforts (e.g. Planting, Flowers,
Roadway Medians, Downtown, Entryways)"**

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(Question 5j)

Satisfaction with
"Recreation Programs (e.g. Municipal Pool,
Youth Programs Such as Karate and Ski Trips,
Adult Programs Such as Yoga and Day Trips)"

Very Satisfied: 15.5% (2001), **16.0%** (2005)
Satisfied: 36.6% (2001), **37.7%** (2005)
Neither Satisfied nor Dissatisfied: 44.9% (2001), **43.4%** (2005)
Dissatisfied: 2.4% (2001), **2.1%** (2005)
Very Dissatisfied: 0.7% (2001), **0.9%** (2005)

■ 2001 ■ 2005

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(Question 5k)

**Satisfaction with
"Community Events (e.g. Fourth of July,
Bastille Day and Holiday in the Village)"**
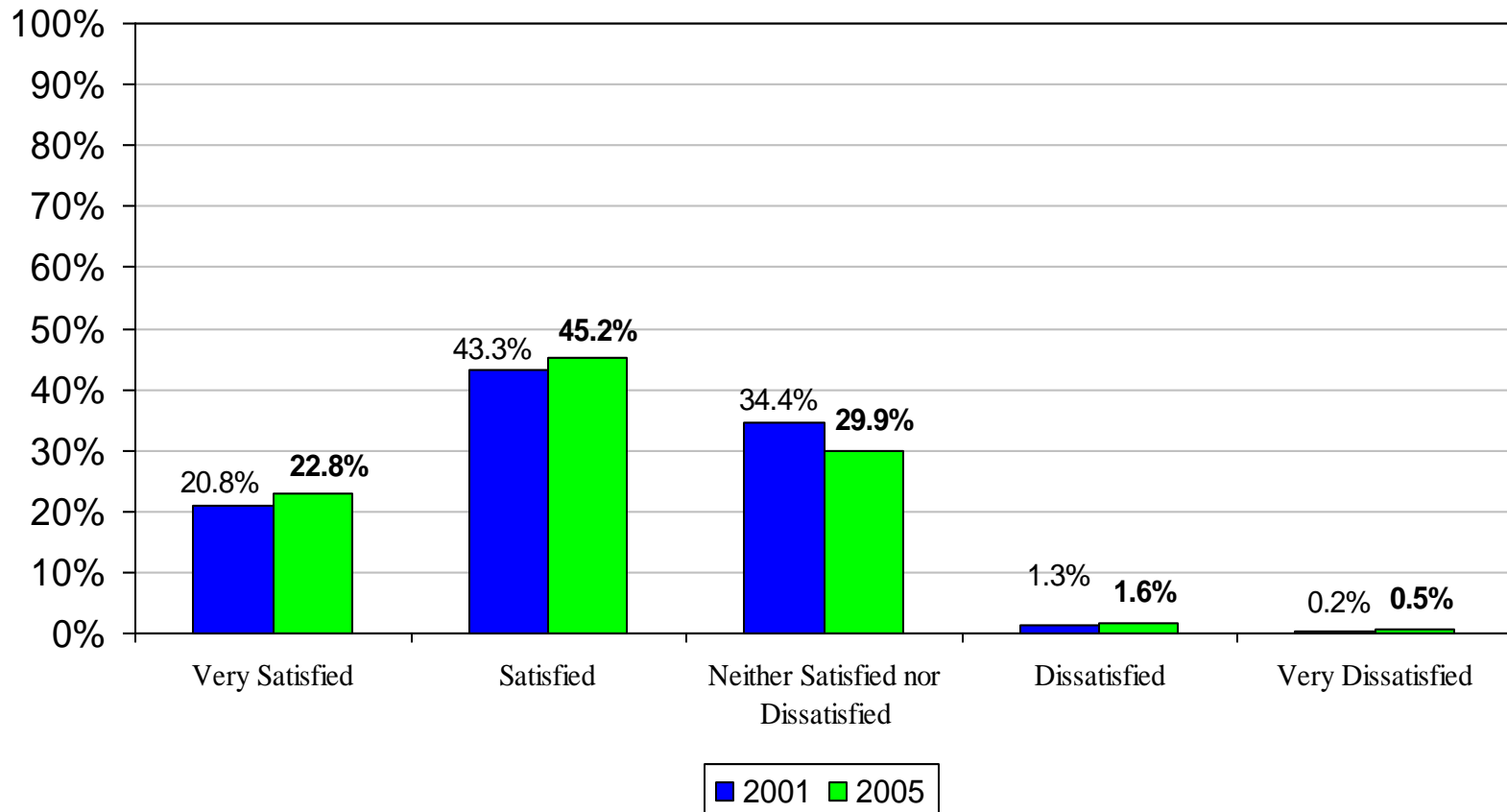
(Question 5I)

**Satisfaction with
"Maintenance of City of Montgomery Parks"**

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