

Citizen Survey 2015



Presented at the September 28, 2015 City Council Meeting
by Kathy Clewett, Sr. Administrative Analyst, Management Services

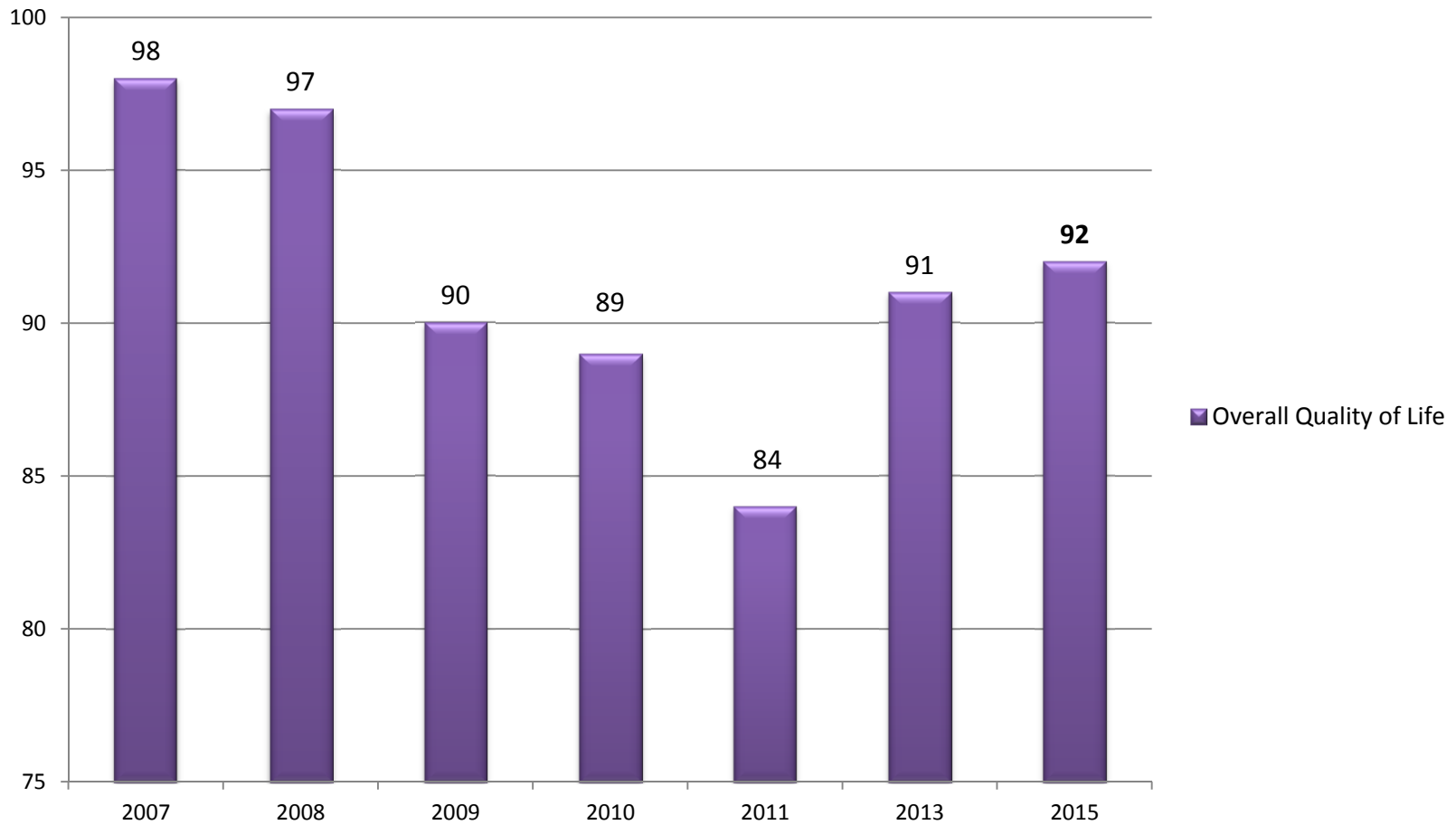


Citizen Survey 2015

- Phone Survey
- Conducted July 14-16, 2015
- Phone numbers culled from the WC voter database (18,585)
- Made 6,445 phone calls (1,879 lines oos)
- Gathered 510 responses
- 11.1% response rate
- 95% confidence level (4.3% confidence interval)

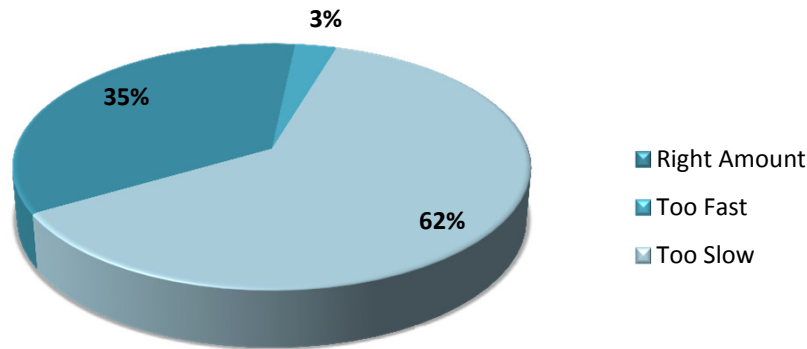
Citizen Survey 2015

2015 Overall Quality of Life in Sparks

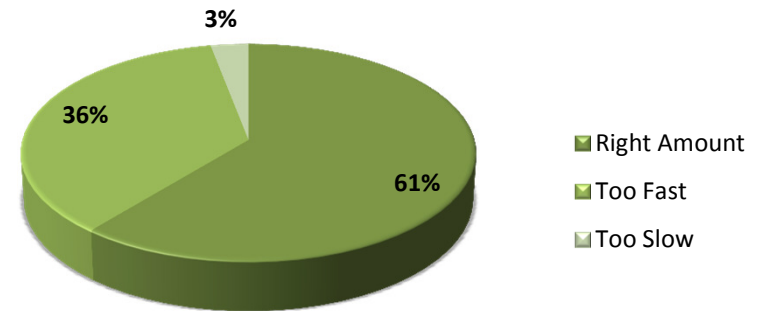


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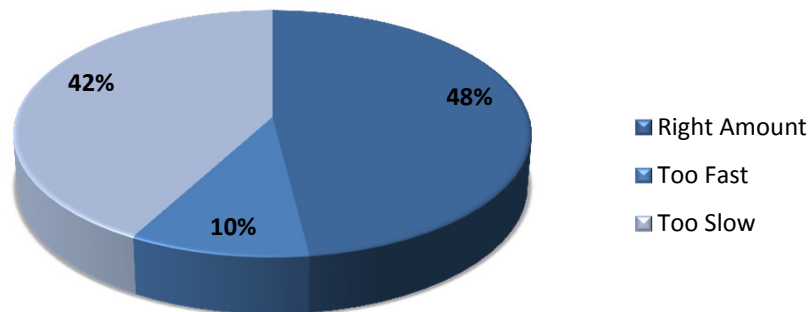
Growth of Jobs



Population Growth



Retail Growth



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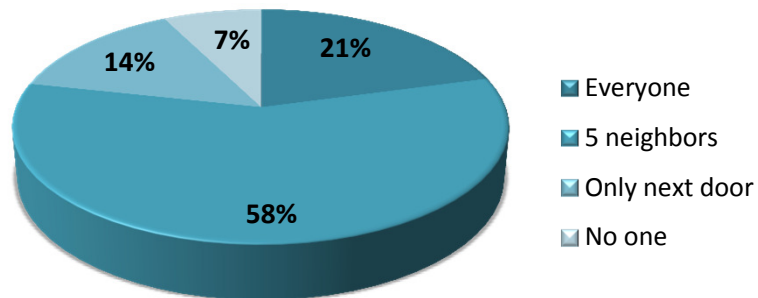
Citizen Concerns - % Large/Medium Problem Rating

	2009	2010	2011	2013	2015
Education/Schools	65.6	70.7	76.2	73.1	71.9
Gang Activity	n/a	n/a	76.1	73.7	58.7
Graffiti	65.8	65.4	81.2	72.3	57.1
Neighborhood Appearance	30.6	36.4	47.1	43.7	44.1
Traffic Congestion	67.8	66.1	59	47.8	70.7

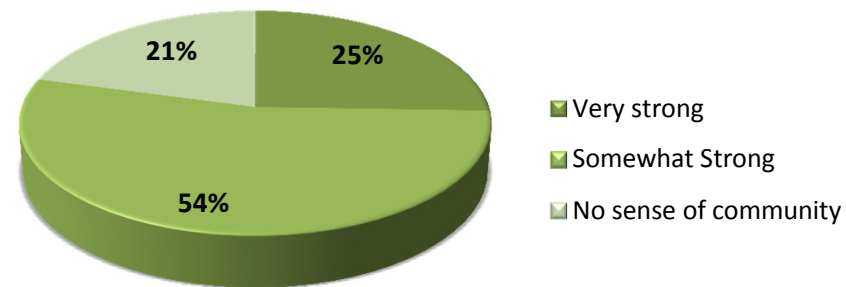
- Population since the last survey has remained relatively flat: ~ 92,300
- Traffic congestion rose to the top this year as the biggest concern
- Gang activity and graffiti was perceived at it's lowest level in 5 years
- Citizens realize the City has no control over education: they really wished we did

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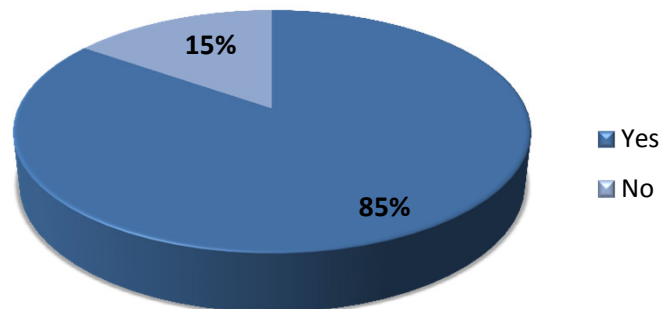
How many of your neighbors do you know?



How strong is the sense of community?

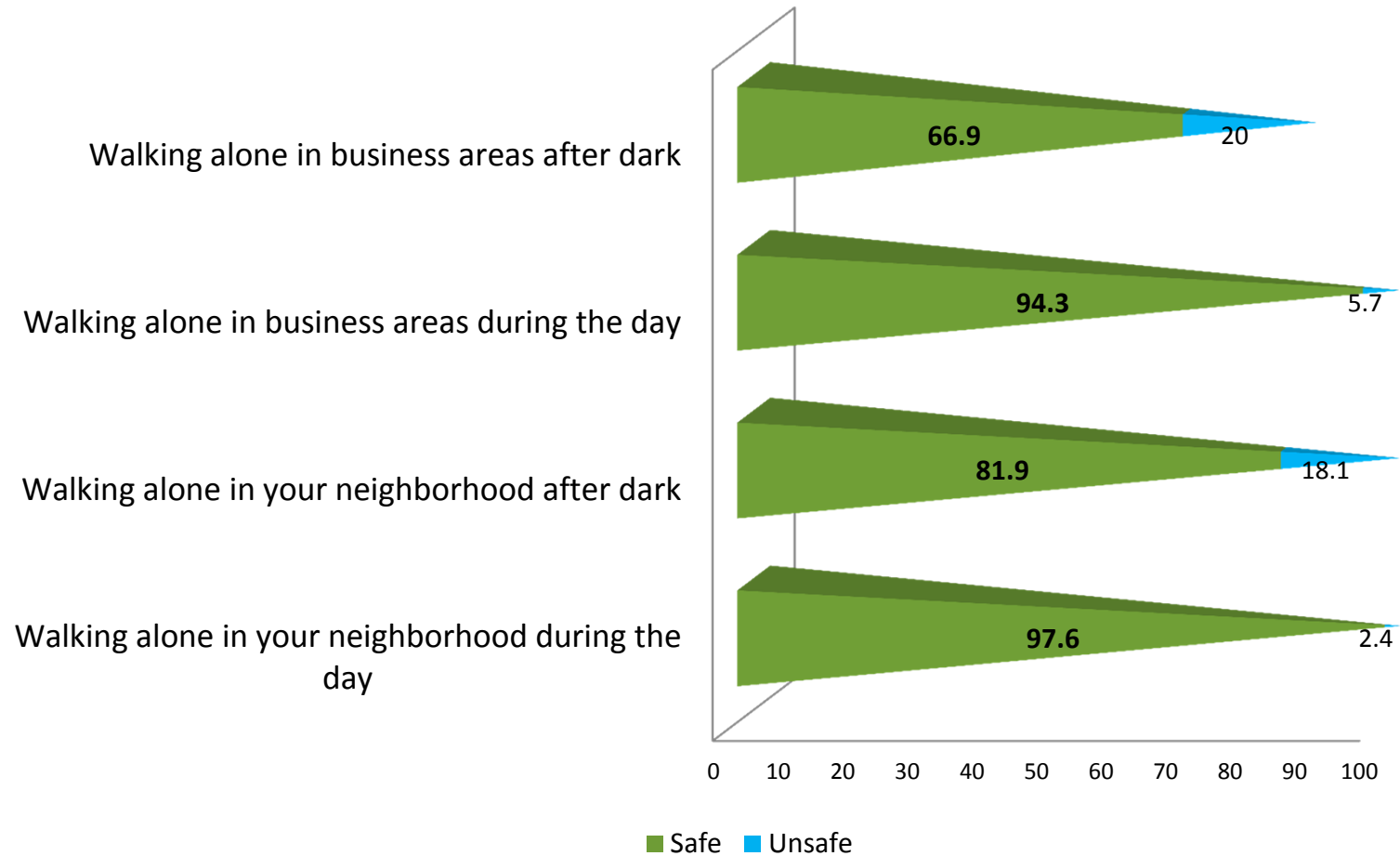


Do you have a sense of pride in your neighborhood?



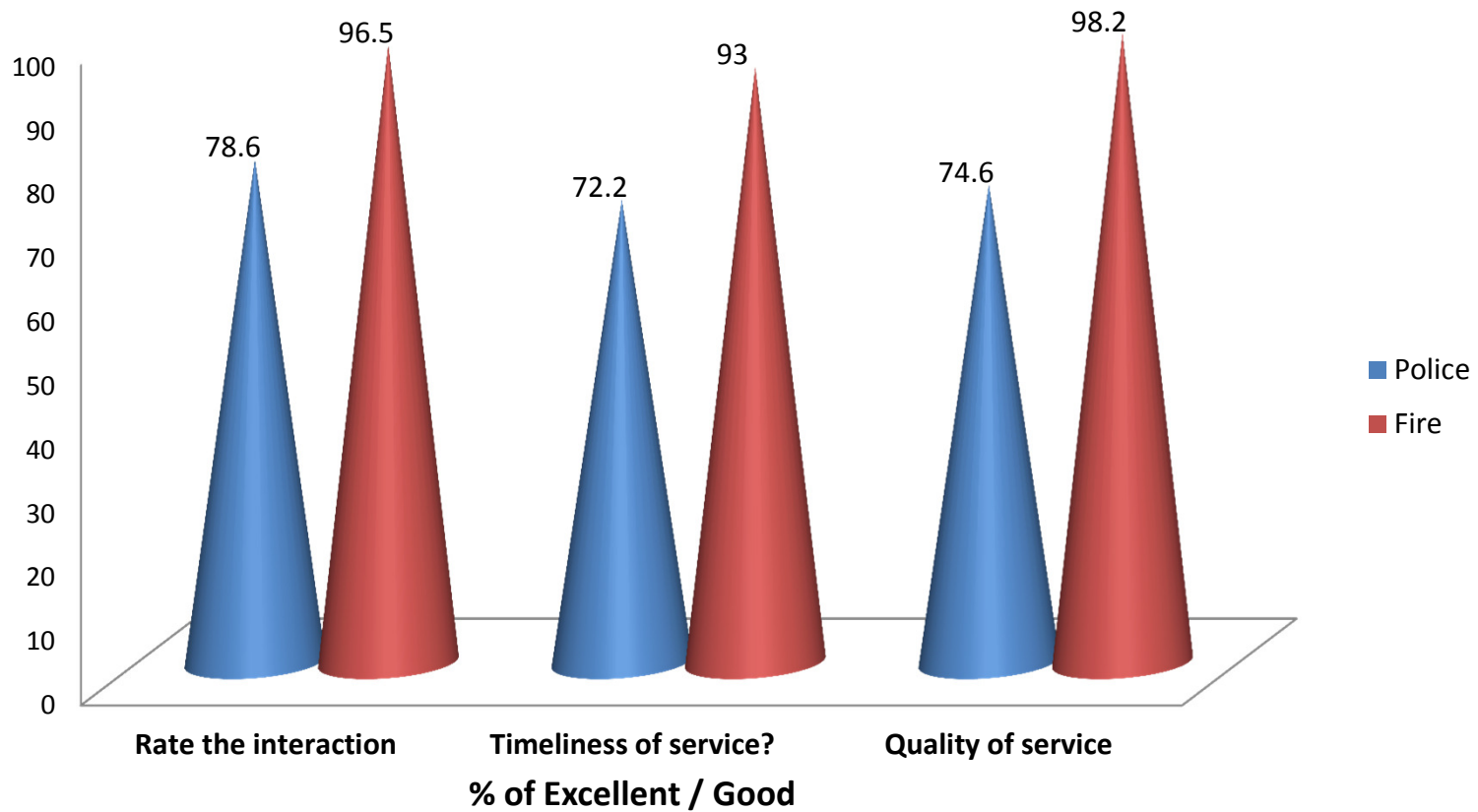
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Safety: % How safe people feel...



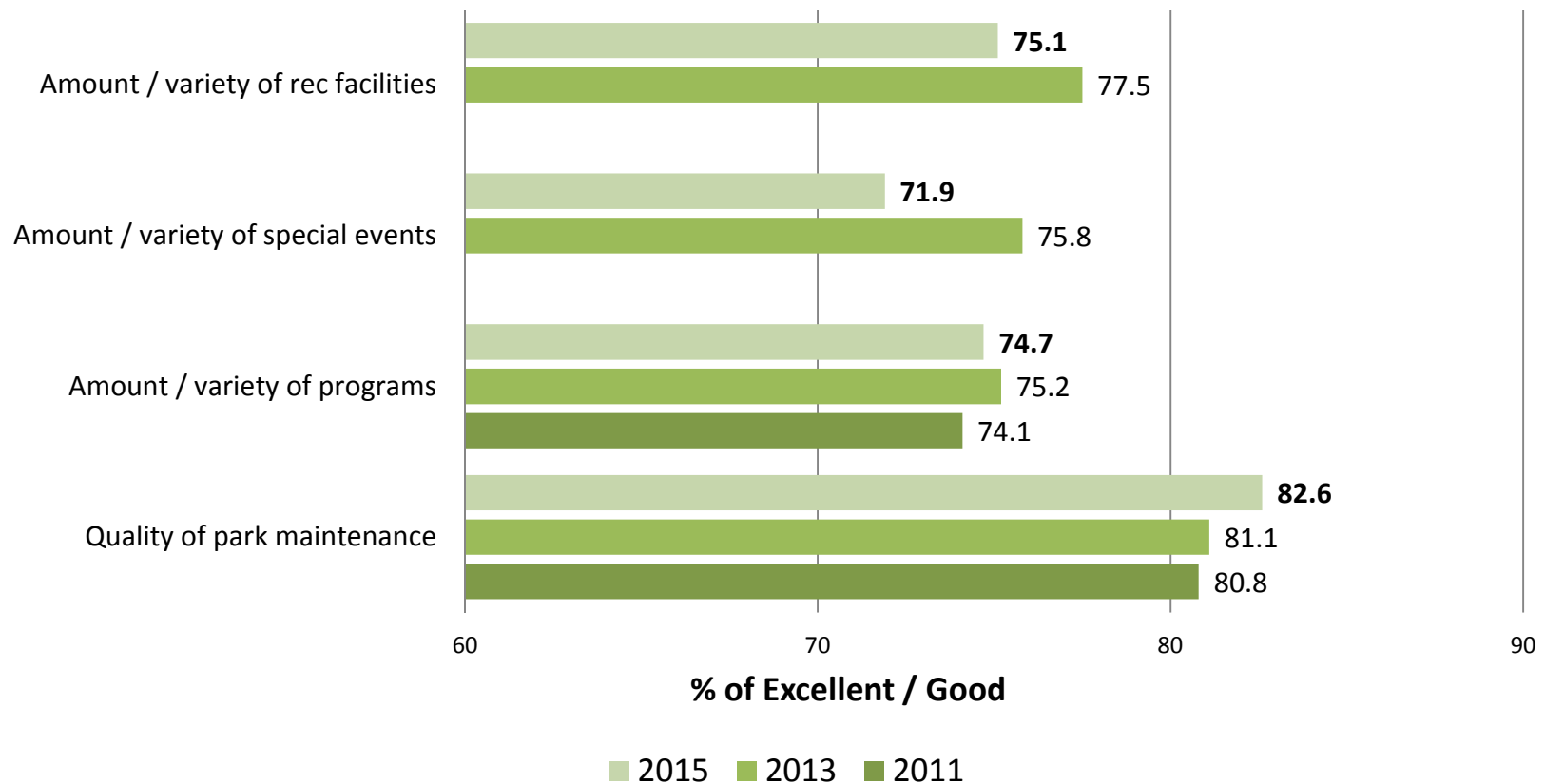
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Public Safety Service



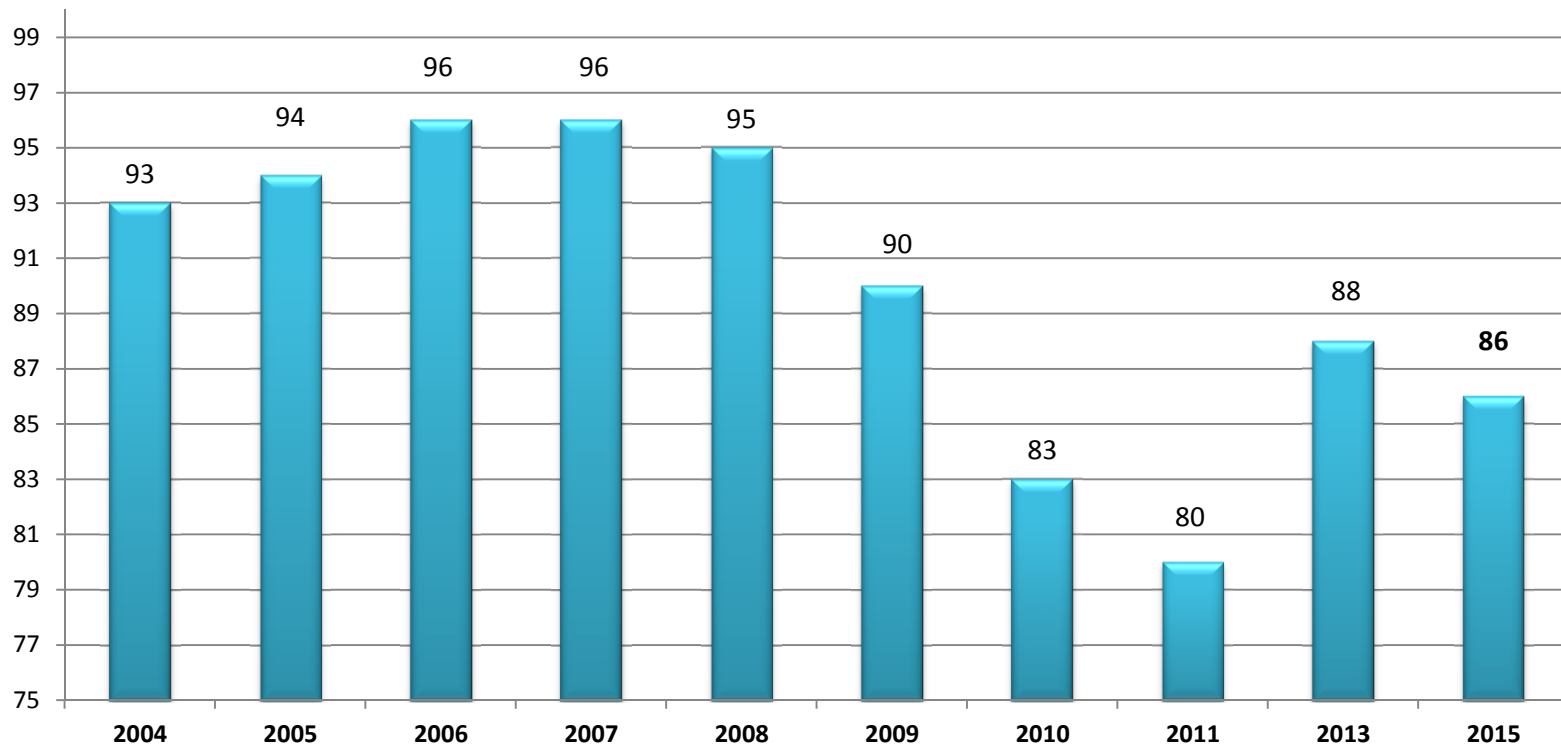
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Parks and Recreation



Citizen Survey 2015

**Satisfaction with Overall Quality of City Services
% Good-Excellent**



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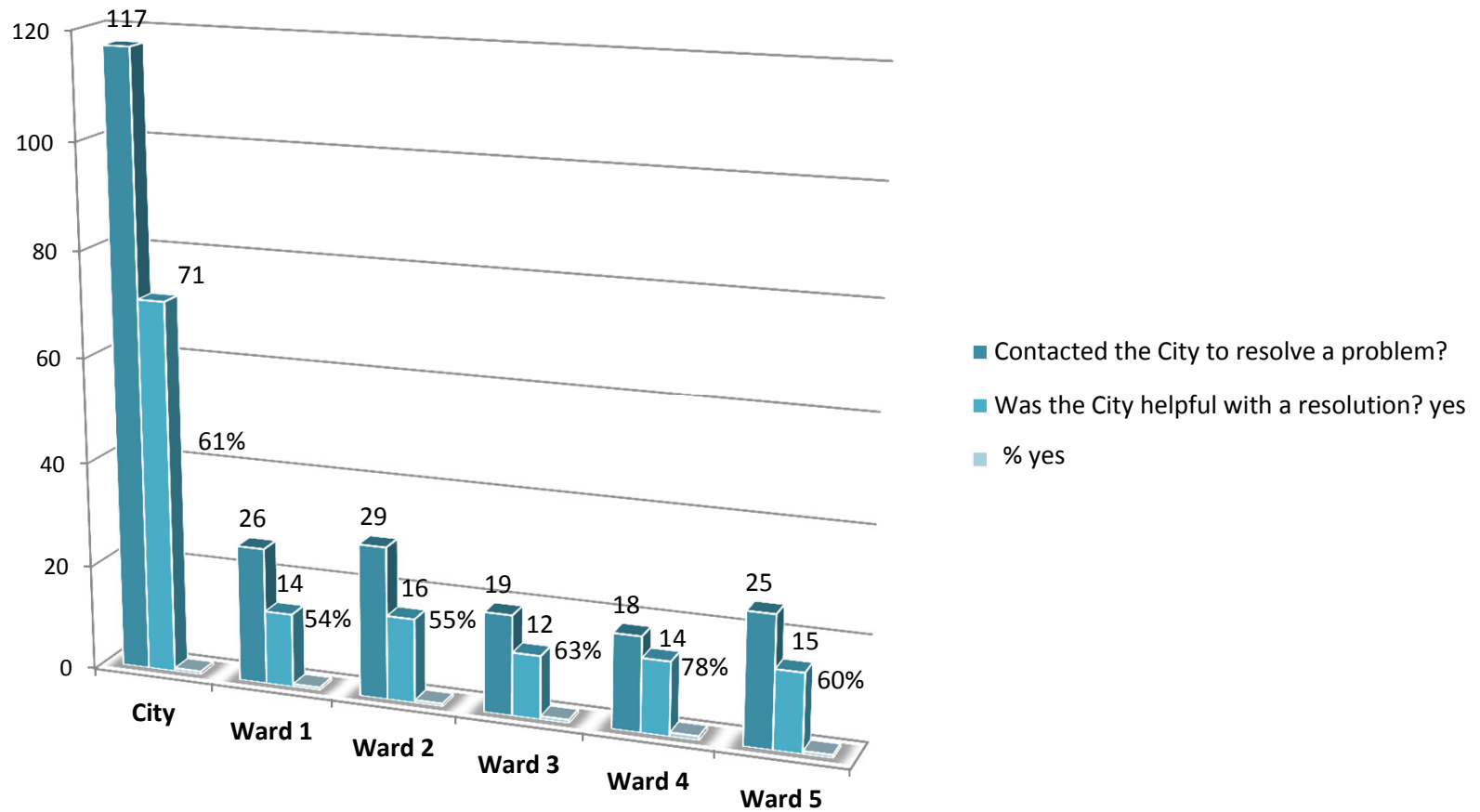
- City Services:
 - Citizens are very happy with Graffiti removal, ‘seen as a problem’ dropped 20% from last survey
 - Very happy with the Parks: over 75% of people visited a park, over 50% of that number were passive interactors

City Services: % Good-Excellent



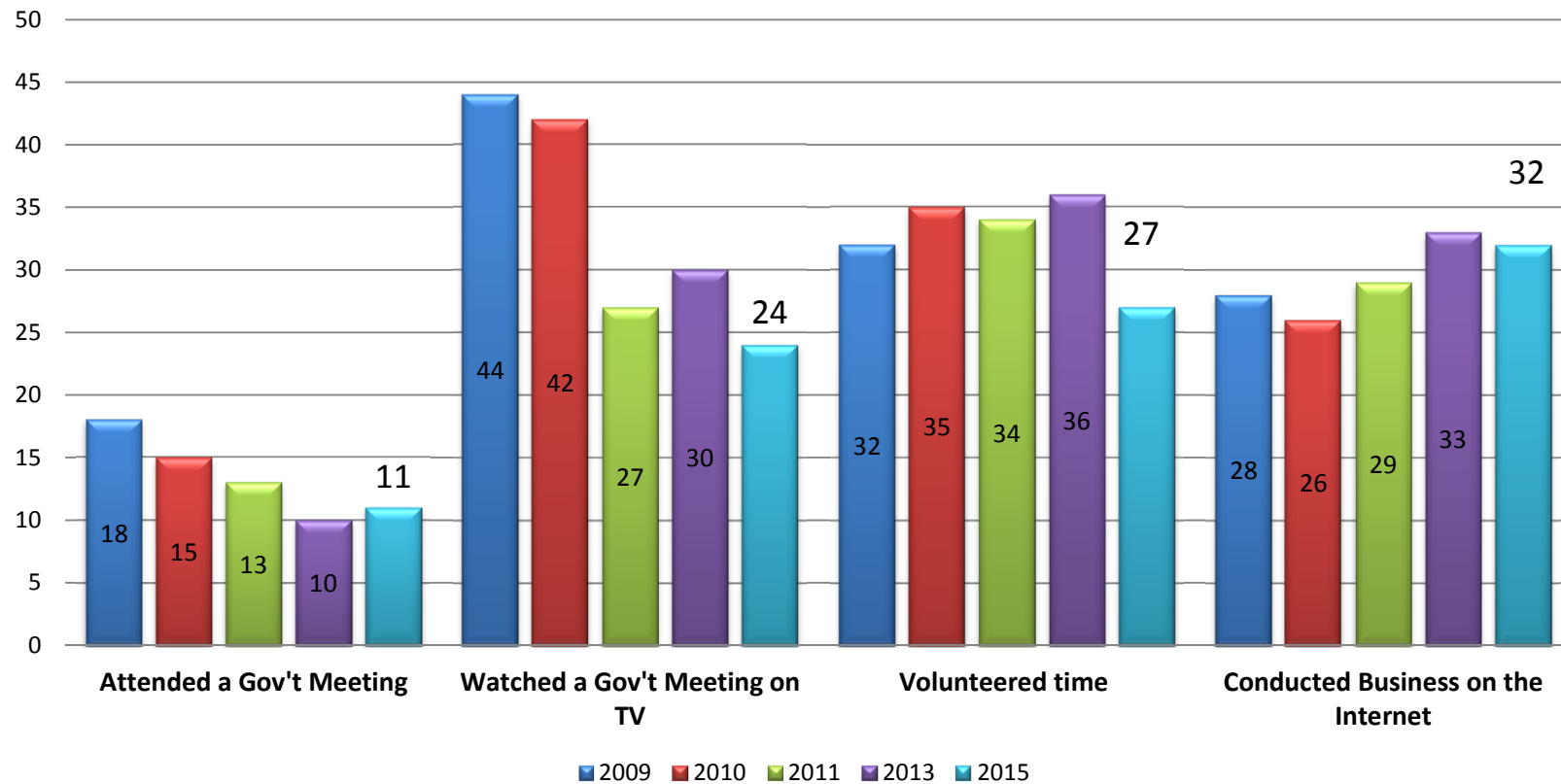
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Contacted the City to resolve a problem



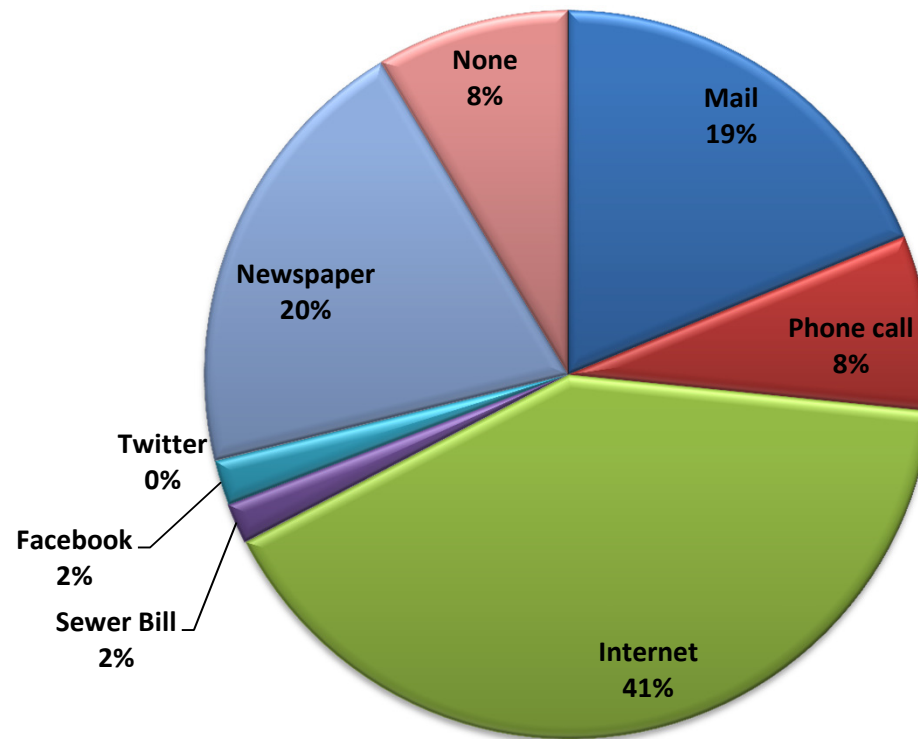
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% of citizens who have....



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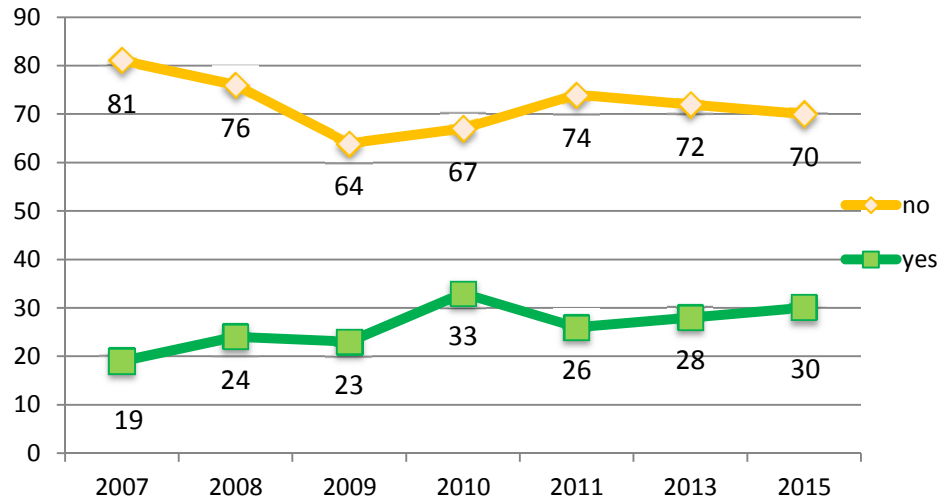
Preferred method to get information



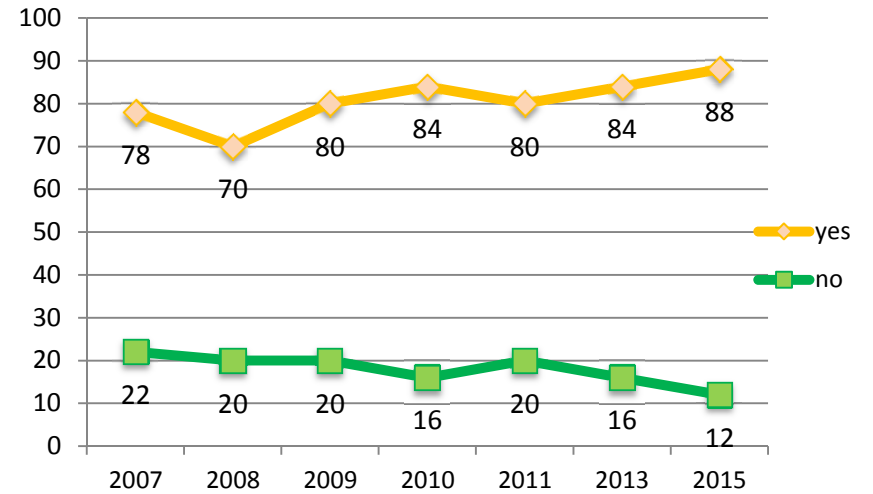
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Consolidated Government/Sustainability

Consolidated Government %



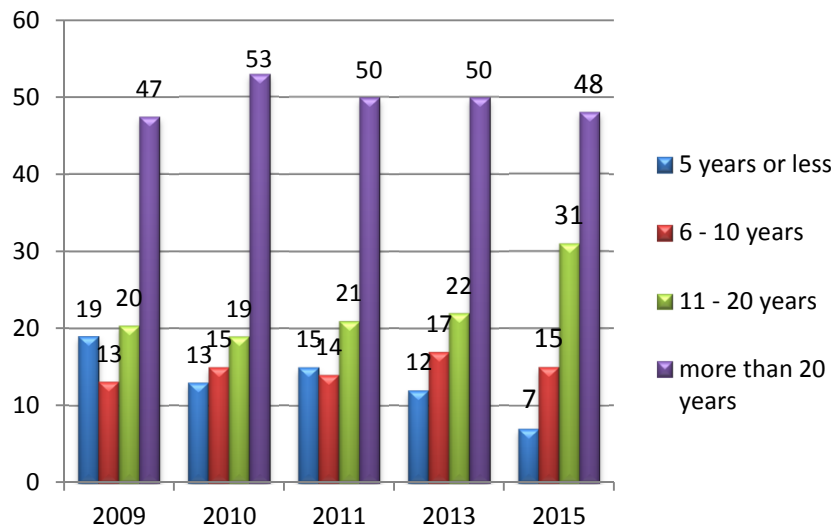
Sustainability Importance %



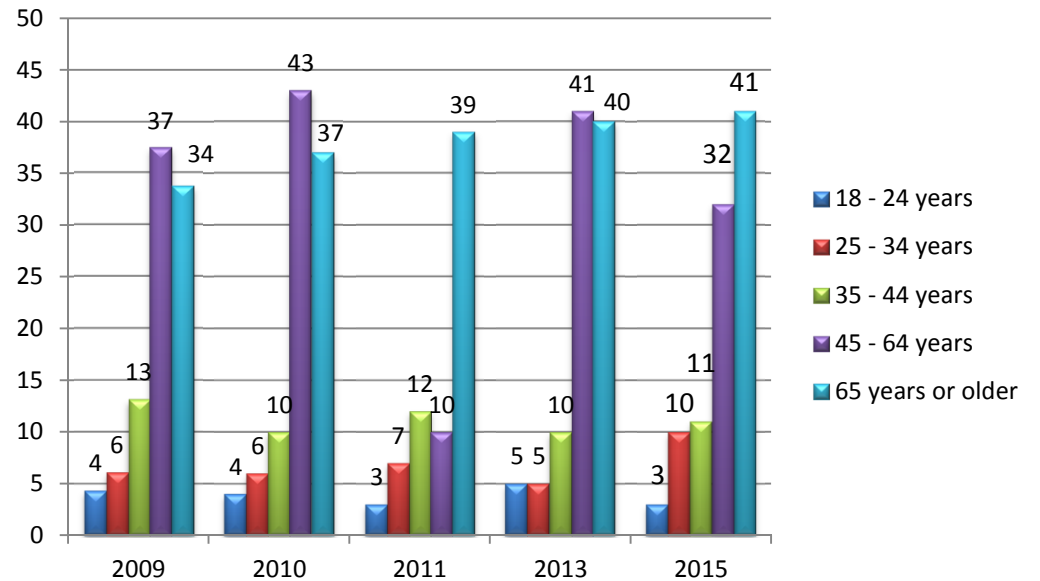
Citizen Survey 2015

Demographics

% of Years Lived in Sparks



Age Category by %



Thank You

- The Public Survey was conducted using temporary staff (14 people at 154 hours)
- Conducted over 3 weeknights from 3:30 p.m. to 8:00 p.m.
- Thank you to the EOC for the space and equipment
- Thank you Rich Brown, Senior Systems Analyst, for the software and data integration program



Questions