2019 Resident Survey
City of Trussville, Alabama

Presented by

January 2020
ETC Institute
A National Leader in Market Research for Local Governmental Organizations
...helping city and county governments gather and use survey data to enhance organizational performance for more than 35 years

More than 2,200,000 Persons Surveyed Since 2010 for more than 900 communities in 49 States
Purpose

- To objectively assess citizen satisfaction with the delivery of major City services
- To help determine priorities for the community
- To set a baseline for future surveys
- To compare the City’s performance with other communities regionally and nationally
Methodology

• Survey Description
  - six-page survey
  - 1st Resident Survey conducted for the City

• Method of Administration
  - by mail and online to a random sample of households throughout the City
  - each survey took approximately 15-20 minutes to complete

• Sample size:
  - completed surveys: 427
  - demographics of survey respondents accurately reflects the actual population of the City

• Confidence level: 95%

• Margin of error: +/- 4.7% overall
Good representation throughout the City
Residents Have a Very Positive Perception of the City
- 95% rated Trussville as an excellent or good place to live
- 94% rated Trussville as an excellent or good place to raise children

Satisfaction with City Services is Much Higher in Trussville Than Other Communities
- Trussville rated above the U.S. Average in 56 of 57 areas, and above the Regional Average in 54 of 57 areas
- Satisfaction with Overall Quality of City Services rated 35% above the U.S. Average and 34% above the Regional Average
- Satisfaction with Customer Service from City Employees rated 36% above the U.S. Average and 32% above the Regional Average

Top Overall Priorities:
- Maintenance of City Infrastructure
- Traffic Flow
- Communication with the Public
- City’s School System
**Major Finding #1**

Residents Have a Very Positive Perception of the City
Q3. Satisfaction with Items That Influence Perceptions of the City of Trussville

by percentage of respondents (excluding don't knows)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of life in the city</td>
<td>32%</td>
<td>54%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Overall quality of city services</td>
<td>25%</td>
<td>58%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Value received for city taxes &amp; fees</td>
<td>22%</td>
<td>52%</td>
<td>18%</td>
<td>8%</td>
</tr>
<tr>
<td>Overall image of the city</td>
<td>22%</td>
<td>52%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>Overall appearance of the city</td>
<td>14%</td>
<td>45%</td>
<td>22%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2019)

83% of Residents Are Satisfied with the Overall Quality of City Services; Only 4% Are Dissatisfied
95% Rated Trussville as an Excellent or Good Place to Live; 94% Rated Trussville as an Excellent or Good Place to Raise Children
Q1. Satisfaction with Major Categories of City Services
by percentage of respondents (excluding don’t knows)

<table>
<thead>
<tr>
<th>Category</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of police, fire, and ambulance services</td>
<td>61%</td>
<td>32%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Quality of city library services</td>
<td>63%</td>
<td>29%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Quality of the city’s school system</td>
<td>58%</td>
<td>34%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Collection of garbage, recycling and yard waste</td>
<td>39%</td>
<td>45%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Quality of parks and recreation services</td>
<td>40%</td>
<td>42%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Quality of the city’s customer service</td>
<td>37%</td>
<td>41%</td>
<td>20%</td>
<td>2%</td>
</tr>
<tr>
<td>Enforcement of city codes and ordinances</td>
<td>24%</td>
<td>44%</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>Maintenance of city infrastructure</td>
<td>19%</td>
<td>46%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>Effectiveness of city’s communication with public</td>
<td>21%</td>
<td>42%</td>
<td>26%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2019)

All Areas Received High Satisfaction Ratings
Q8. Feeling of Safety in Trussville

by percentage of respondents (excluding don’t knows)

- In your neighborhood during the day:
  - Very Safe (5): 58%
  - Safe (4): 37%
  - Neutral (3): 5%
  - Unsafe (1/2): 1%

- In your neighborhood at night:
  - Very Safe (5): 37%
  - Safe (4): 52%
  - Neutral (3): 9%
  - Unsafe (1/2): 2%

- Overall feeling of safety in Trussville:
  - Very Safe (5): 26%
  - Safe (4): 61%
  - Neutral (3): 12%
  - Unsafe (1/2): 3%

- In City’s parks:
  - Very Safe (5): 27%
  - Safe (4): 51%
  - Neutral (3): 21%
  - Unsafe (1/2): 1%

- In commercial and retail areas:
  - Very Safe (5): 11%
  - Safe (4): 47%
  - Neutral (3): 29%
  - Unsafe (1/2): 13%

Source: ETC Institute (2019)
Major Finding #2

Satisfaction with City Services Is High in All Areas of the City
All areas are in BLUE, which indicates that residents in ALL parts of the City are satisfied.
Overall Value Received for City Tax Dollars and Fees

All areas are in BLUE, which indicates that residents in ALL parts of the City are satisfied.
Major Finding #3

Satisfaction with City Services Is Much Higher in Trussville Than Other Communities
Issues that Influence Perceptions of the City

Trussville vs. South Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- **Overall feeling of safety**
  - Trussville: 87%
  - South Region: 63%
  - U.S.: 66%

- **Overall quality of life in the city**
  - Trussville: 86%
  - South Region: 67%
  - U.S.: 72%

- **Overall quality of city services**
  - Trussville: 83%
  - South Region: 49%
  - U.S.: 48%

- **Value received for city taxes & fees**
  - Trussville: 74%
  - South Region: 36%
  - U.S.: 37%

- **Overall image of the city**
  - Trussville: 74%
  - South Region: 62%
  - U.S.: 61%

- **Overall appearance of the city**
  - Trussville: 64%
  - South Region: 62%
  - U.S.: 59%

Source: 2019 ETC Institute

Significantly Higher: ↑
Significantly Lower: ↓
Overall Ratings of the City
Trussville vs. South Region vs. the U.S.
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- **As a place to live**
  - Trussville: 95%
  - South Region: 73%
  - U.S.: 71%

- **As a place to raise children**
  - Trussville: 94%
  - South Region: 75%
  - U.S.: 70%

- **As a place to work**
  - Trussville: 71%
  - South Region: 50%
  - U.S.: 54%

*Source: 2019 ETC Institute*
Satisfaction with Major Categories of City Services

Trussville vs. South Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- Quality of police, fire, and ambulance services
  - Trussville: 93%
  - South Region: 84%
  - U.S.: 74%

- Quality of city library services
  - Trussville: 92%
  - South Region: 76%
  - U.S.: 75%

- Quality of the city’s school system
  - Trussville: 92%
  - South Region: 51%
  - U.S.: 55%

- Collection of garbage, recycling and yard waste
  - Trussville: 84%
  - South Region: 67%
  - U.S.: 68%

- Quality of parks and recreation services
  - Trussville: 82%
  - South Region: 63%
  - U.S.: 61%

- Quality of the city’s customer service
  - Trussville: 78%
  - South Region: 46%
  - U.S.: 42%

- Enforcement of city codes and ordinances
  - Trussville: 68%
  - South Region: 48%
  - U.S.: 53%

- Maintenance of city infrastructure
  - Trussville: 65%
  - South Region: 41%
  - U.S.: 42%

- Effectiveness of city’s communication with public
  - Trussville: 63%
  - South Region: 43%
  - U.S.: 46%

Source: 2019 ETC Institute

Significantly Higher: ➤

Significantly Lower: ➥
Significantly Higher:  

Significantly Lower:
Satisfaction with Communication
Trussville vs. South Region vs. the U.S.
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- Quality of the city’s website:
  - Trussville: 61%
  - South Region: 62%
  - U.S.: 59%

- Quality of the city’s social media:
  - Trussville: 55%
  - South Region: 57%
  - U.S.: 53%

- Availability of info on city services/programs:
  - Trussville: 52%
  - South Region: 46%
  - U.S.: 42%

- How open to public involvement and input:
  - Trussville: 37%
  - South Region: 31%
  - U.S.: 31%

Source: 2019 ETC Institute

Significantly Higher: ↑
Significantly Lower: ↓
Satisfaction with Maintenance Services

Trussville vs. South Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- Overall cleanliness of streets and public areas: Trussville 78%, South Region 57%, U.S. 59%
- Maintenance of city-owned buildings: Trussville 76%, South Region 63%, U.S. 63%
- Mowing/trimming along streets and public areas: Trussville 74%, South Region 55%, U.S. 52%
- Adequacy of city street lighting: Trussville 58%, South Region 54%, U.S. 57%
- Maintenance of sidewalks: Trussville 53%, South Region 42%, U.S. 43%
- Maintenance of streets: Trussville 52%, South Region 46%, U.S. 48%
- Maintenance of biking paths and lanes: Trussville 47%, South Region 36%, U.S. 38%

Source: 2019 ETC Institute

Significantly Higher:  
Significantly Lower:  

Overall cleanliness of streets and public areas: Trussville 78%, South Region 57%, U.S. 59%
Maintenance of city-owned buildings: Trussville 76%, South Region 63%, U.S. 63%
Mowing/trimming along streets and public areas: Trussville 74%, South Region 55%, U.S. 52%
Adequacy of city street lighting: Trussville 58%, South Region 54%, U.S. 57%
Maintenance of sidewalks: Trussville 53%, South Region 42%, U.S. 43%
Maintenance of streets: Trussville 52%, South Region 46%, U.S. 48%
Maintenance of biking paths and lanes: Trussville 47%, South Region 36%, U.S. 38%
Satisfaction with Public Safety
Trussville vs. South Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- **Overall quality of police protection**: Trussville 94%, South Region 64%, U.S. 68%
- **Overall quality of fire protection**: Trussville 91%, South Region 78%, U.S. 81%
- **Fire personnel emergency response time**: Trussville 88%, South Region 80%, U.S. 79%
- **Quality of local ambulance service**: Trussville 85%, South Region 80%, U.S. 81%
- **Police response time**: Trussville 82%, South Region 64%, U.S. 62%
- **Visibility of police in neighborhoods**: Trussville 81%, South Region 56%, U.S. 60%
- **Efforts to prevent crime**: Trussville 79%, South Region 58%, U.S. 55%
- **Enforcement of traffic laws**: Trussville 78%, South Region 59%, U.S. 65%
- **Visibility of police in retail areas**: Trussville 73%, South Region 58%, U.S. 60%
- **Quality of fire safety education programs**: Trussville 64%, South Region 60%, U.S. 60%
- **Police safety education programs**: Trussville 59%, South Region 47%, U.S. 52%

Source: 2019 ETC Institute

Significantly Higher: ➡️
Significantly Lower: ⬅️
Satisfaction with Parks and Recreation
Trussville vs. South Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don’t knows)

- Maintenance of the Civic Center
  - Trussville: 89%
  - South Region: 86%
  - U.S.: 66%

- Maintenance of walking trails
  - Trussville: 86%
  - South Region: 51%
  - U.S.: 8%

- Maintenance of parks
  - Trussville: 86%
  - South Region: 67%
  - U.S.: 70%

- Quality of outdoor athletic fields
  - Trussville: 83%
  - South Region: 66%
  - U.S.: 64%

- Quality of youth athletic programs
  - Trussville: 77%
  - South Region: 51%
  - U.S.: 62%

- Ease of registering for programs
  - Trussville: 68%
  - South Region: 65%
  - U.S.: 62%

- Quality of adult athletic programs
  - Trussville: 68%
  - South Region: 57%
  - U.S.: 55%

- Quality of swimming pools
  - Trussville: 54%
  - South Region: 27%
  - U.S.: 33%

Source: 2019 ETC Institute

Significantly Higher: ➡️
Significantly Lower: ⬅️
Major Finding #4
Top Community Priorities
Q2. Major Categories of City Services That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top three choices

- Maintenance of city infrastructure: 61%
- Quality of the city’s school system: 51%
- Quality of police, fire, and ambulance services: 44%
- Quality of parks and recreation services: 34%
- Effectiveness of city’s communication with public: 31%
- Enforcement of city codes and ordinances: 18%
- Collection of garbage, recycling and yard waste: 18%
- Quality of the city’s customer service: 10%
- Quality of city library services: 5%

Source: ETC Institute (2019)
## Importance-Satisfaction Rating

**City of Trussville Citizen Survey**

### OVERALL

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of city infrastructure</td>
<td>61%</td>
<td>1</td>
<td>65%</td>
<td>8</td>
<td>0.2144</td>
<td>1</td>
</tr>
<tr>
<td><strong>High Priority (IS .10 - .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effectiveness of city’s communication with public</td>
<td>31%</td>
<td>5</td>
<td>62%</td>
<td>9</td>
<td>0.1165</td>
<td>2</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt;.10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of parks and recreation services</td>
<td>34%</td>
<td>4</td>
<td>83%</td>
<td>5</td>
<td>0.0595</td>
<td>3</td>
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<tr>
<td>Enforcement of city codes and ordinances</td>
<td>18%</td>
<td>6</td>
<td>69%</td>
<td>7</td>
<td>0.0575</td>
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<tr>
<td>Quality of the city’s school system</td>
<td>51%</td>
<td>2</td>
<td>91%</td>
<td>3</td>
<td>0.0435</td>
<td>5</td>
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<tr>
<td>Collection of garbage, recycling and yard waste</td>
<td>18%</td>
<td>7</td>
<td>84%</td>
<td>4</td>
<td>0.0302</td>
<td>6</td>
</tr>
<tr>
<td>Quality of police, fire, and ambulance services</td>
<td>44%</td>
<td>3</td>
<td>93%</td>
<td>1</td>
<td>0.0297</td>
<td>7</td>
</tr>
<tr>
<td>Quality of the city’s customer service</td>
<td>10%</td>
<td>8</td>
<td>78%</td>
<td>6</td>
<td>0.0216</td>
<td>8</td>
</tr>
<tr>
<td>Quality of city library services</td>
<td>5%</td>
<td>9</td>
<td>92%</td>
<td>2</td>
<td>0.0037</td>
<td>9</td>
</tr>
</tbody>
</table>

**Overall Priorities:**
# Importance-Satisfaction Rating

**City of Trussville Citizen Survey**

**Maintenance Services**

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of streets</td>
<td>57%</td>
<td>1</td>
<td>52%</td>
<td>9</td>
<td>0.2717</td>
<td>1</td>
</tr>
<tr>
<td><strong>High Priority (IS .10 - .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of sidewalks</td>
<td>29%</td>
<td>2</td>
<td>53%</td>
<td>8</td>
<td>0.1351</td>
<td>2</td>
</tr>
<tr>
<td>Adequacy of city street lighting</td>
<td>27%</td>
<td>4</td>
<td>59%</td>
<td>7</td>
<td>0.1129</td>
<td>3</td>
</tr>
<tr>
<td>Cleanup of debris/litter in and near roadways</td>
<td>28%</td>
<td>3</td>
<td>64%</td>
<td>6</td>
<td>0.1006</td>
<td>4</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of biking paths and lanes</td>
<td>17%</td>
<td>5</td>
<td>47%</td>
<td>10</td>
<td>0.0926</td>
<td>5</td>
</tr>
<tr>
<td>Overall cleanliness of streets and public areas</td>
<td>16%</td>
<td>6</td>
<td>77%</td>
<td>1</td>
<td>0.0368</td>
<td>6</td>
</tr>
<tr>
<td>Mowing/trimming along streets and public areas</td>
<td>14%</td>
<td>7</td>
<td>74%</td>
<td>3</td>
<td>0.0347</td>
<td>7</td>
</tr>
<tr>
<td>Maintenance of traffic signals</td>
<td>13%</td>
<td>8</td>
<td>74%</td>
<td>4</td>
<td>0.0341</td>
<td>8</td>
</tr>
<tr>
<td>Maintenance of street signs</td>
<td>10%</td>
<td>9</td>
<td>70%</td>
<td>5</td>
<td>0.0301</td>
<td>9</td>
</tr>
<tr>
<td>Maintenance of city-owned buildings</td>
<td>9%</td>
<td>10</td>
<td>76%</td>
<td>2</td>
<td>0.0224</td>
<td>10</td>
</tr>
</tbody>
</table>

**Maintenance Priorities:**
## Importance-Satisfaction Rating
### City of Trussville Citizen Survey
### Public Safety

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Priority (IS .10 - .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visibility of police in retail areas</td>
<td>43%</td>
<td>3</td>
<td>73%</td>
<td>9</td>
<td>0.1174</td>
<td>1</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt;.10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Efforts to prevent crime</td>
<td>47%</td>
<td>1</td>
<td>79%</td>
<td>7</td>
<td>0.0979</td>
<td>2</td>
</tr>
<tr>
<td>Visibility of police in neighborhoods</td>
<td>45%</td>
<td>2</td>
<td>81%</td>
<td>6</td>
<td>0.0846</td>
<td>3</td>
</tr>
<tr>
<td>Police safety education programs</td>
<td>15%</td>
<td>7</td>
<td>58%</td>
<td>11</td>
<td>0.0610</td>
<td>4</td>
</tr>
<tr>
<td>Enforcement of traffic laws</td>
<td>16%</td>
<td>6</td>
<td>77%</td>
<td>8</td>
<td>0.0355</td>
<td>5</td>
</tr>
<tr>
<td>Quality of fire safety education programs</td>
<td>8%</td>
<td>11</td>
<td>65%</td>
<td>10</td>
<td>0.0277</td>
<td>6</td>
</tr>
<tr>
<td>Overall quality of police protection</td>
<td>36%</td>
<td>4</td>
<td>93%</td>
<td>1</td>
<td>0.0249</td>
<td>7</td>
</tr>
<tr>
<td>Police response time</td>
<td>11%</td>
<td>8</td>
<td>82%</td>
<td>5</td>
<td>0.0198</td>
<td>8</td>
</tr>
<tr>
<td>Overall quality of fire protection</td>
<td>17%</td>
<td>5</td>
<td>91%</td>
<td>2</td>
<td>0.0149</td>
<td>9</td>
</tr>
<tr>
<td>Quality of local ambulance service</td>
<td>9%</td>
<td>10</td>
<td>84%</td>
<td>4</td>
<td>0.0141</td>
<td>10</td>
</tr>
<tr>
<td>Fire personnel emergency response time</td>
<td>9%</td>
<td>9</td>
<td>88%</td>
<td>3</td>
<td>0.0105</td>
<td>11</td>
</tr>
</tbody>
</table>

**Public Safety Priorities:**

1. Visibility of police in retail areas
2. Efforts to prevent crime
3. Visibility of police in neighborhoods
4. Police safety education programs
5. Enforcement of traffic laws
6. Quality of fire safety education programs
7. Overall quality of police protection
8. Police response time
9. Overall quality of fire protection
10. Quality of local ambulance service
11. Fire personnel emergency response time
# Importance-Satisfaction Rating

## Code/Zoning Enforcement Priorities:

### City of Trussville Citizen Survey

#### Code/Zoning Enforcement

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanup of overgrown and weedy lots</td>
<td>42%</td>
<td>1</td>
<td>49%</td>
<td>6</td>
<td>0.2150</td>
<td>1</td>
</tr>
<tr>
<td><strong>High Priority (IS .10 - .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Efforts to remove dilapidated structures</td>
<td>27%</td>
<td>3</td>
<td>48%</td>
<td>7</td>
<td>0.1402</td>
<td>2</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Control of nuisance animals</td>
<td>17%</td>
<td>5</td>
<td>55%</td>
<td>4</td>
<td>0.0763</td>
<td>3</td>
</tr>
<tr>
<td>Cleanup of debris/litter</td>
<td>34%</td>
<td>2</td>
<td>83%</td>
<td>1</td>
<td>0.0595</td>
<td>4</td>
</tr>
<tr>
<td>Cleanup of large junk/abandoned vehicles</td>
<td>19%</td>
<td>4</td>
<td>72%</td>
<td>2</td>
<td>0.0542</td>
<td>5</td>
</tr>
<tr>
<td>Unrelated occupancy in your neighborhood</td>
<td>10%</td>
<td>6</td>
<td>54%</td>
<td>5</td>
<td>0.0441</td>
<td>6</td>
</tr>
<tr>
<td>Enforcement of loud music restrictions</td>
<td>8%</td>
<td>7</td>
<td>57%</td>
<td>3</td>
<td>0.0331</td>
<td>7</td>
</tr>
</tbody>
</table>
Other Findings
### Q18. Satisfaction with Traffic Flow and Transportation

by percentage of respondents (excluding don’t knows)

<table>
<thead>
<tr>
<th>Category</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of pedestrian travel in Trussville</td>
<td>4%</td>
<td>22%</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>Overall connectivity for bicycles &amp; pedestrians</td>
<td>3%</td>
<td>18%</td>
<td>32%</td>
<td>48%</td>
</tr>
<tr>
<td>Ease of travel by car in Trussville</td>
<td>3%</td>
<td>18%</td>
<td>19%</td>
<td>60%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2019)
Q22. Primary Sources of Information About City Issues, Services, and Events
by percentage of respondents (multiple selections could be made)

Word of mouth (friends/neighbors) - 65%
Local newspaper (Villager, OA news) - 51%
City social media sites - 38%
Other social media sites (private, non-city sites) - 33%
City website via home computer (desktop, laptop) - 29%
Calling a City department on telephone - 27%
City website via mobile device (phone, tablet) - 22%
Television news programs - 16%
E-Notifier (City emails/texts/press releases) - 15%
Public meetings - 12%
Radio news programs - 6%

Source: ETC Institute (2019)
Q23. Preferred Sources of Information About City Issues, Services, and Events

by percentage of respondents surveyed who selected the item as one of their top three choices

- City social media sites: 40%
- E-Notifier (City emails/texts/press releases): 39%
- Local newspaper (Villager, OA news): 34%
- City website via home computer (desktop, laptop): 29%
- City website via mobile device (phone, tablet): 24%
- Other social media sites (private, non-city sites): 14%
- Word of mouth (friends/neighbors): 12%
- Calling a City department on telephone: 12%
- Public meetings: 10%
- Television news programs: 8%
- Radio news programs: 3%

Source: ETC Institute (2019)

Opportunities to Communicate with Residents Through Social Media and E-Notifier
Summary
Summary

- **Residents Have a Very Positive Perception of the City**
  - 95% rated Trussville as an excellent or good place to live
  - 94% rated Trussville as an excellent or good place to raise children

- **Satisfaction with City Services is much higher in Trussville than other communities**
  - Trussville rated above the U.S. Average in 56 of 57 areas, and above the Regional Average in 54 of 57 areas
  - Satisfaction with **Overall Quality of City Services** rated 35% above the U.S. Average and 34% above the Regional Average
  - Satisfaction with **Customer Service from City Employees** rated 36% above the U.S. Average and 32% above the Regional Average

- **Top Overall Priorities:**
  - Maintenance of City Infrastructure
  - Traffic Flow
  - Communication with the Public
  - City’s School System
Questions?

THANK YOU!!