

# ***2019 Resident Survey***

## ***City of Trussville, Alabama***



Presented by

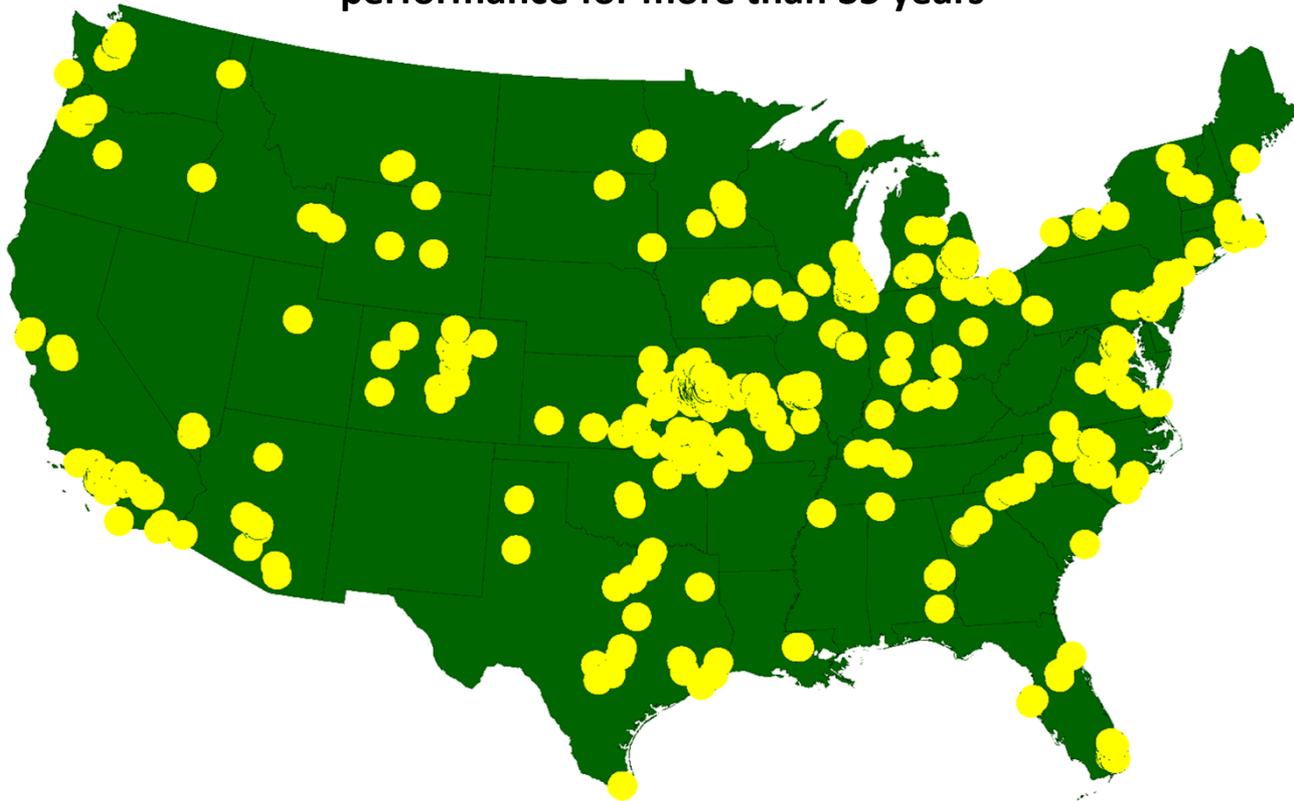


January 2020

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

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

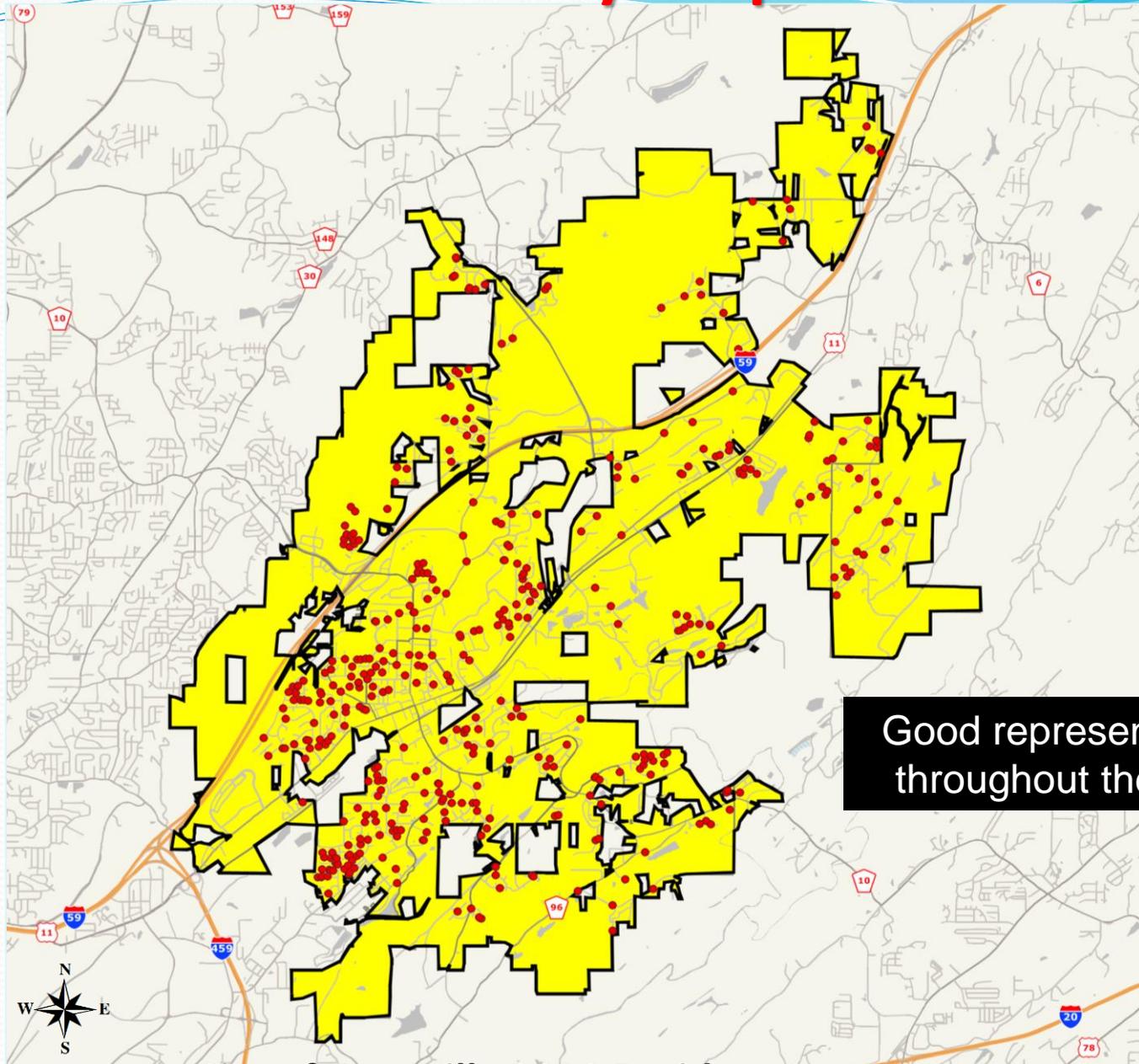
# Purpose

- **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
  - ❑ 1<sup>st</sup> 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

# Location of Survey Respondents



Good representation throughout the City

City of Trussville 2019 Resident Survey

# Bottom Line Up Front

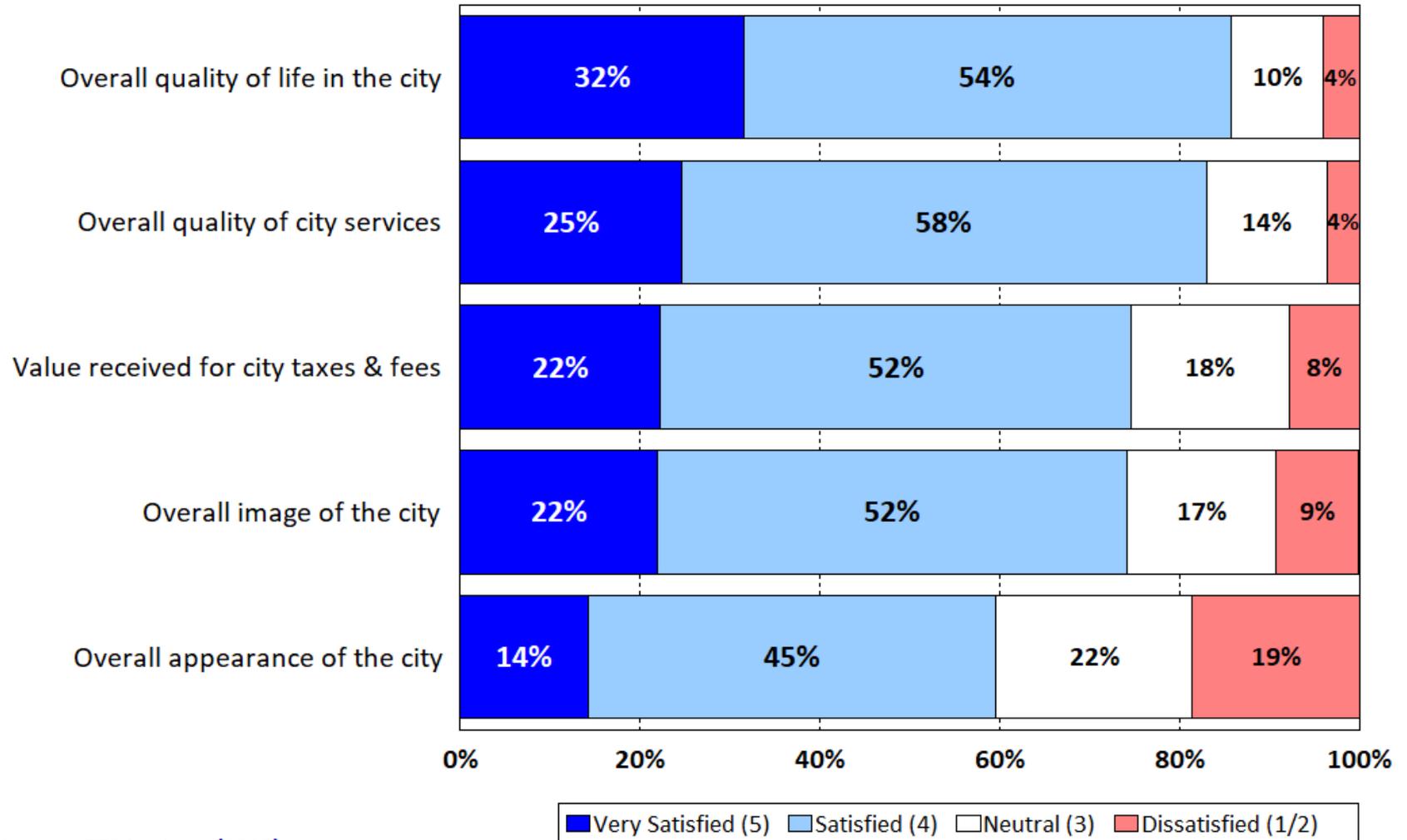
- **Residents Have a Very Positive Perception of the City**
  - ❑ 95% rated Trussville as an excellent or good place to live
  - ❑ 94% rated Trussville as an excellent or good place to raise children
- **Satisfaction with City Services is Much Higher in Trussville Than Other Communities**
  - ❑ Trussville 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)

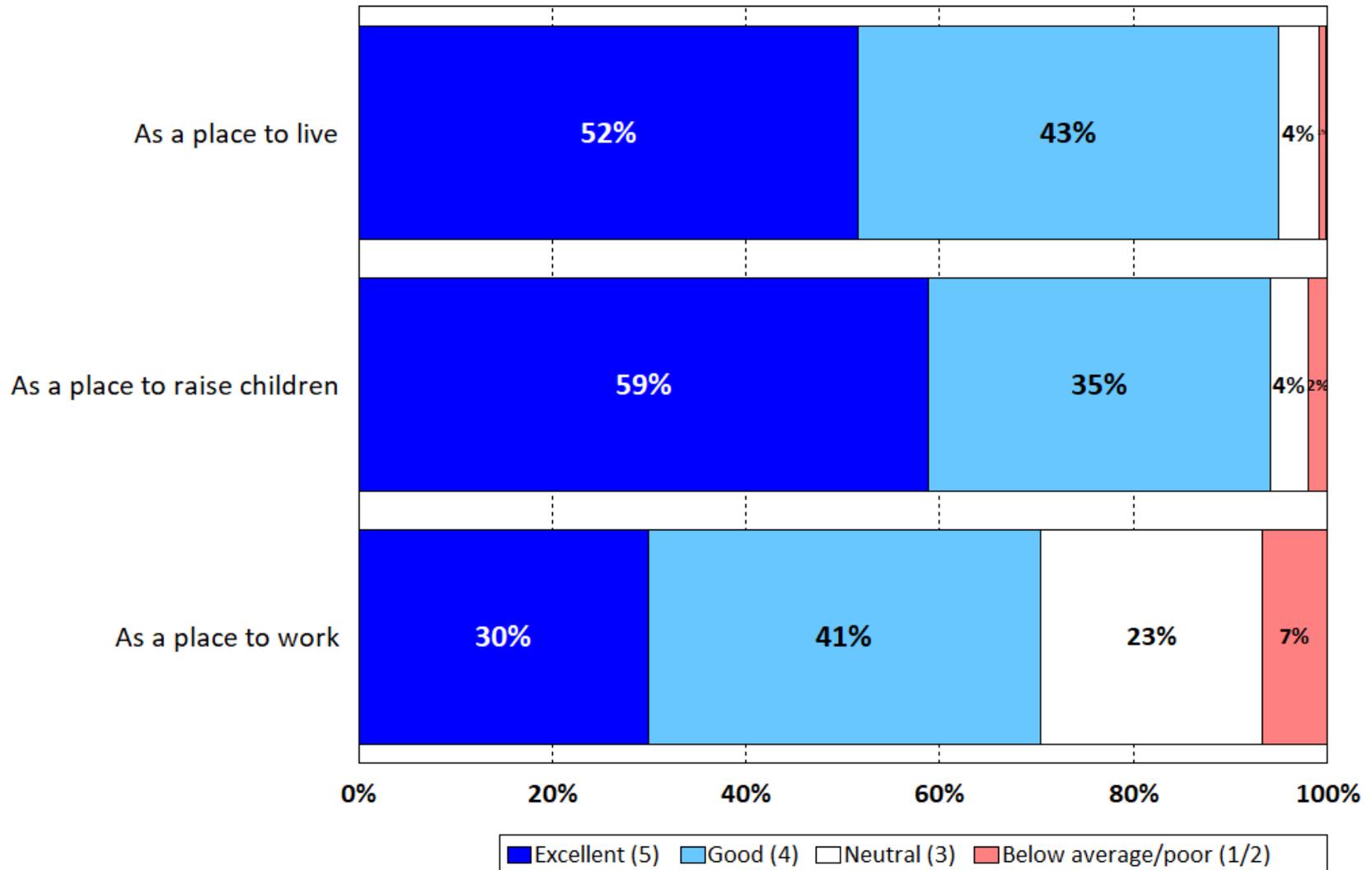


Source: ETC Institute (2019)

**83% of Residents Are Satisfied with the Overall Quality of City Services;  
Only 4% Are Dissatisfied**

# Q4. Overall Ratings of the City of Trussville

by percentage of respondents (excluding don't knows)

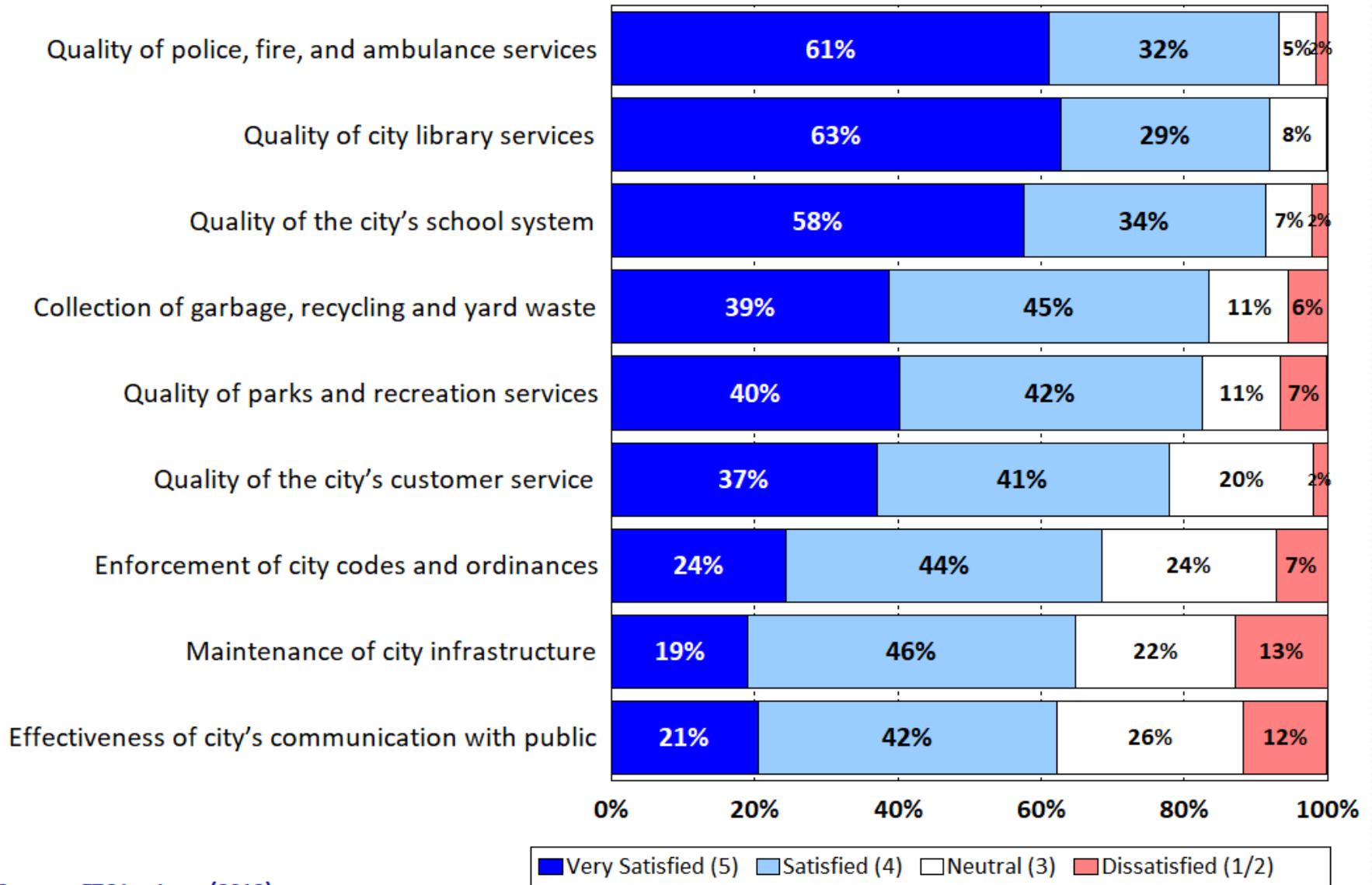


Source: ETC Institute (2019)

**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)

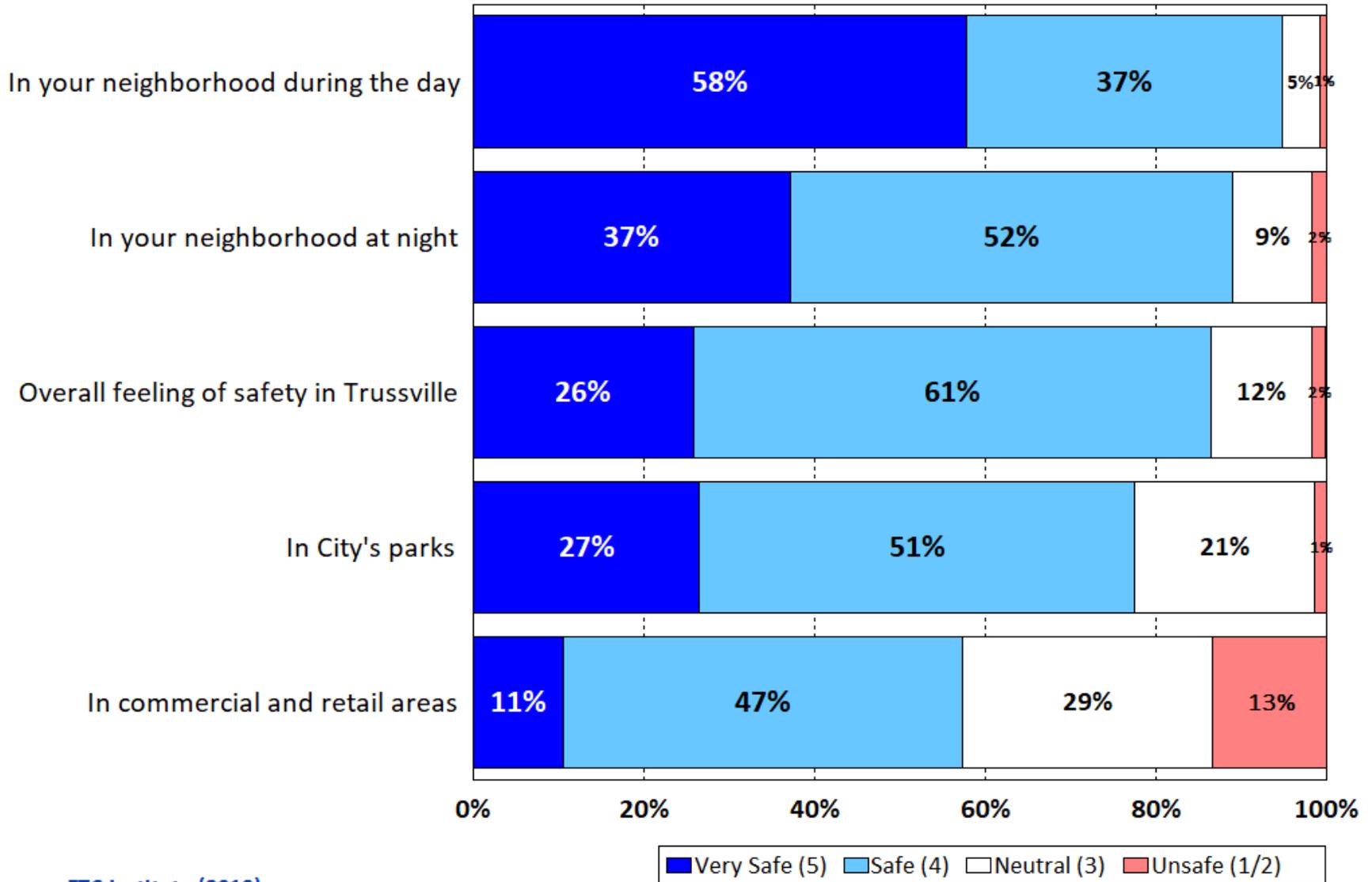


Source: ETC Institute (2019)

All Areas Received High Satisfaction Ratings

# Q8. Feeling of Safety in Trussville

by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

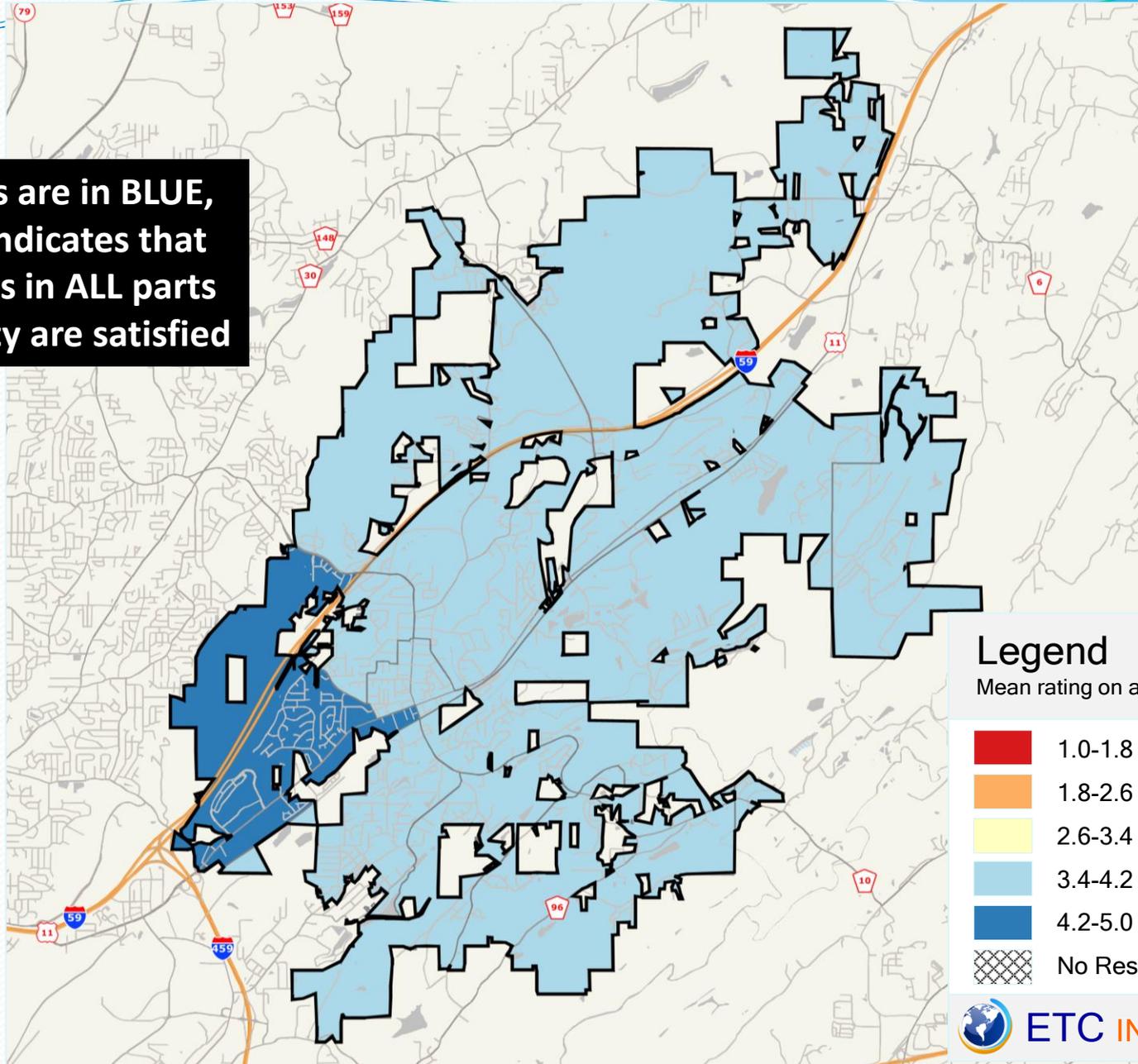
Residents Feel Safe in Trussville

## **Major Finding #2**

**Satisfaction with City Services Is  
High in All Areas of the City**

# Overall Quality of City Services

All areas are in BLUE, which indicates that residents in ALL parts of the City are satisfied



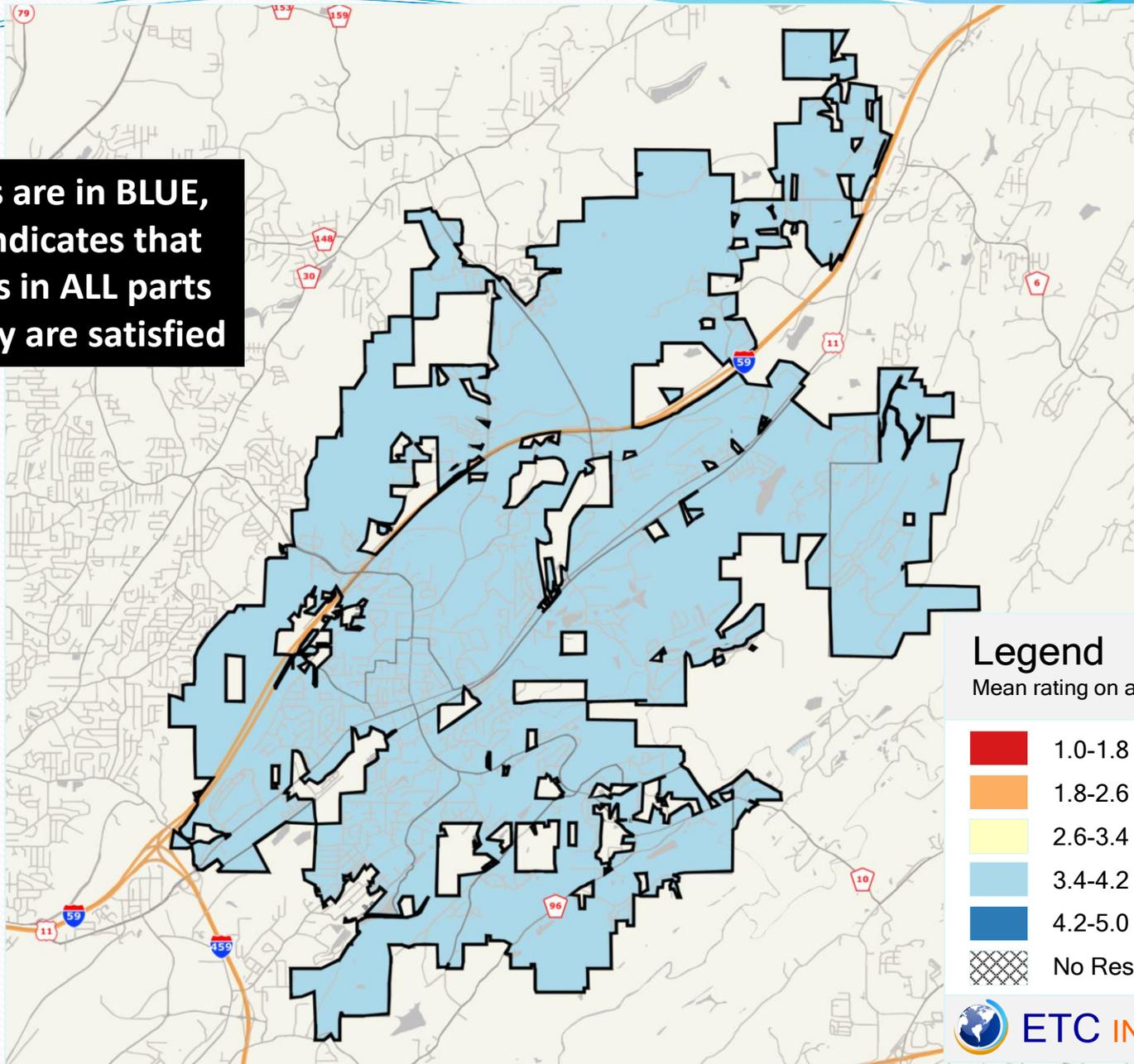
**Legend**  
Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response

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# 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



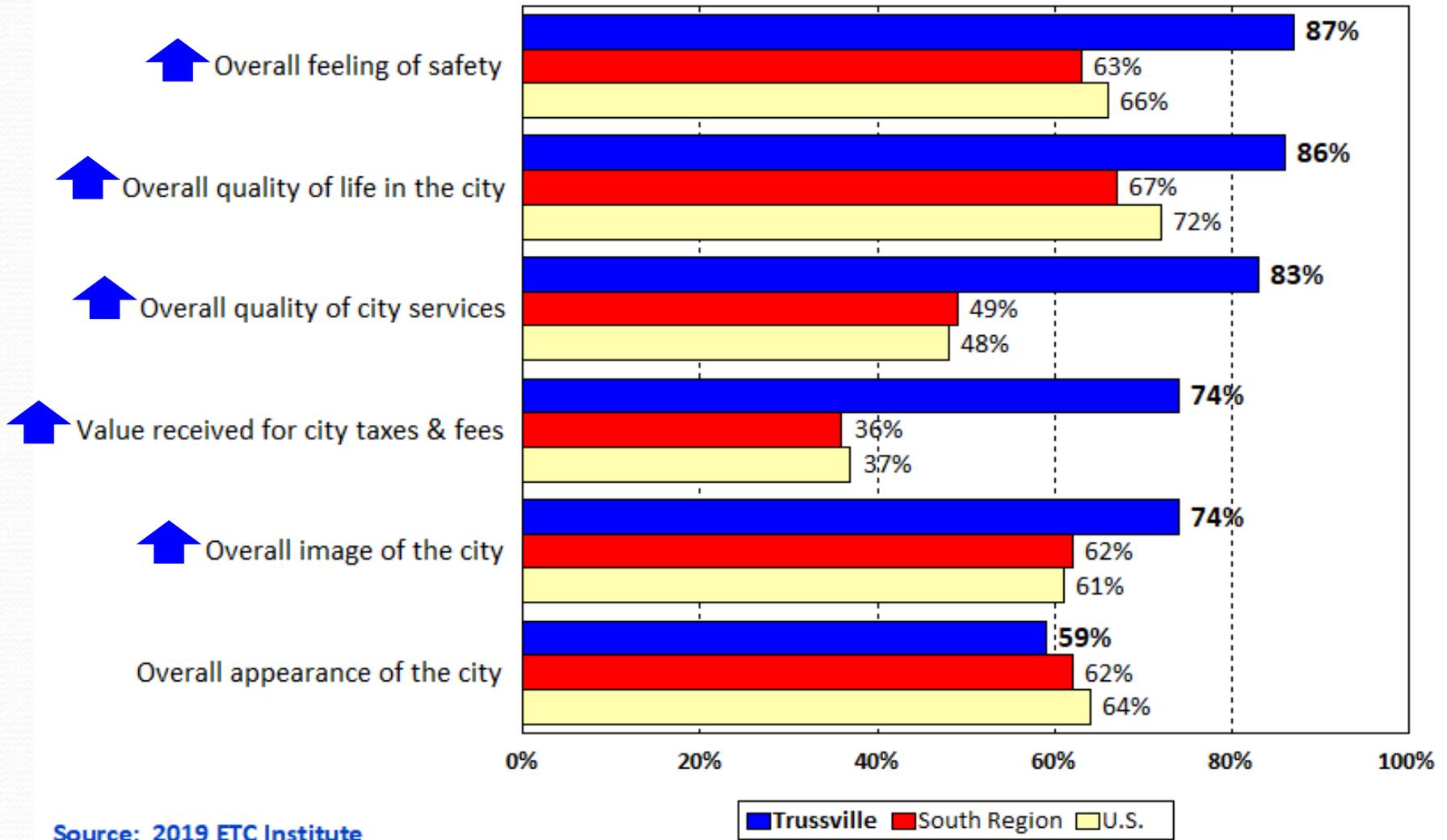
## **Major Finding #3**

**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)



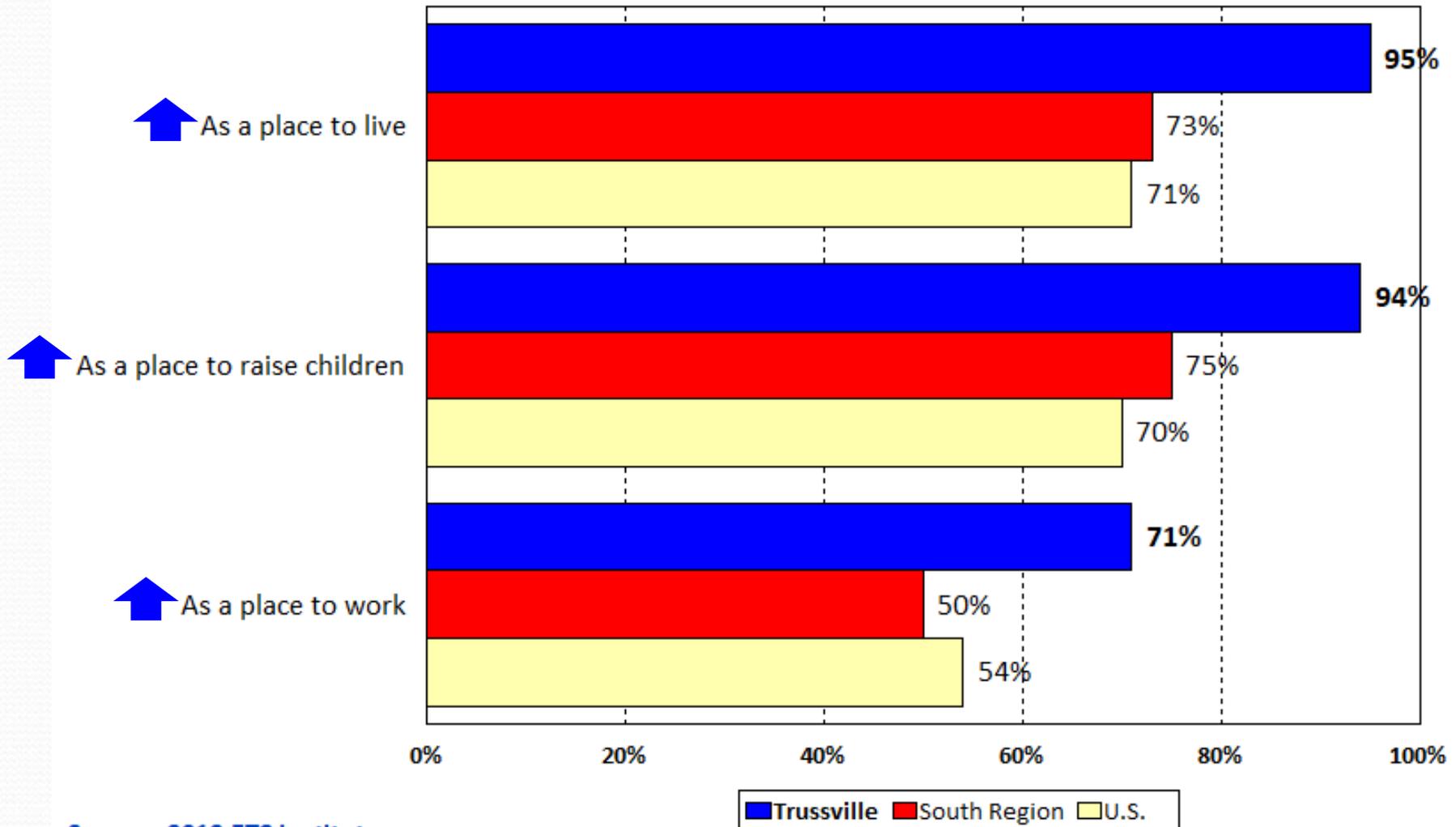
**Significantly Higher:** 

**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)



Source: 2019 ETC Institute

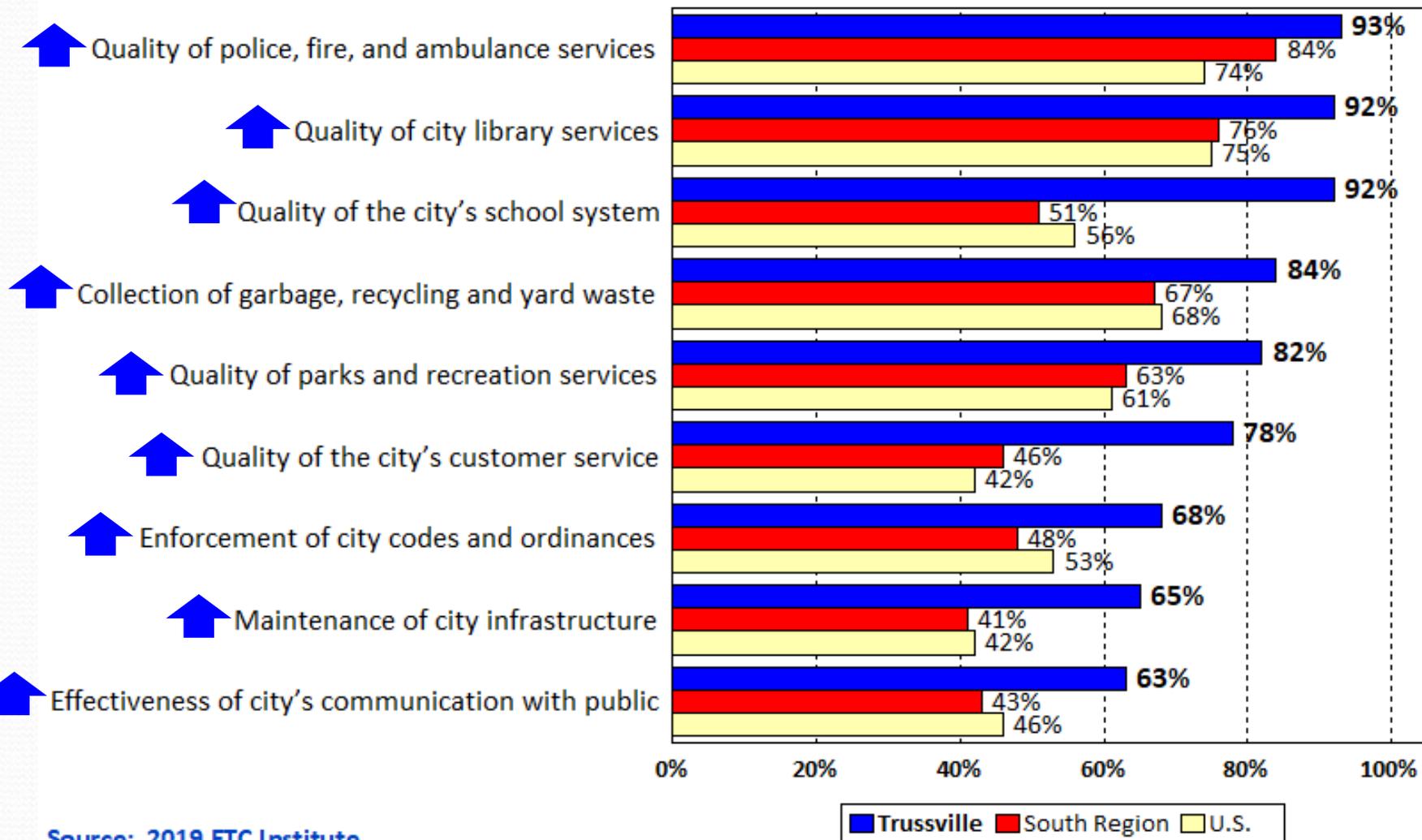
Significantly Higher:

Significantly Lower:

# 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)



Source: 2019 ETC Institute

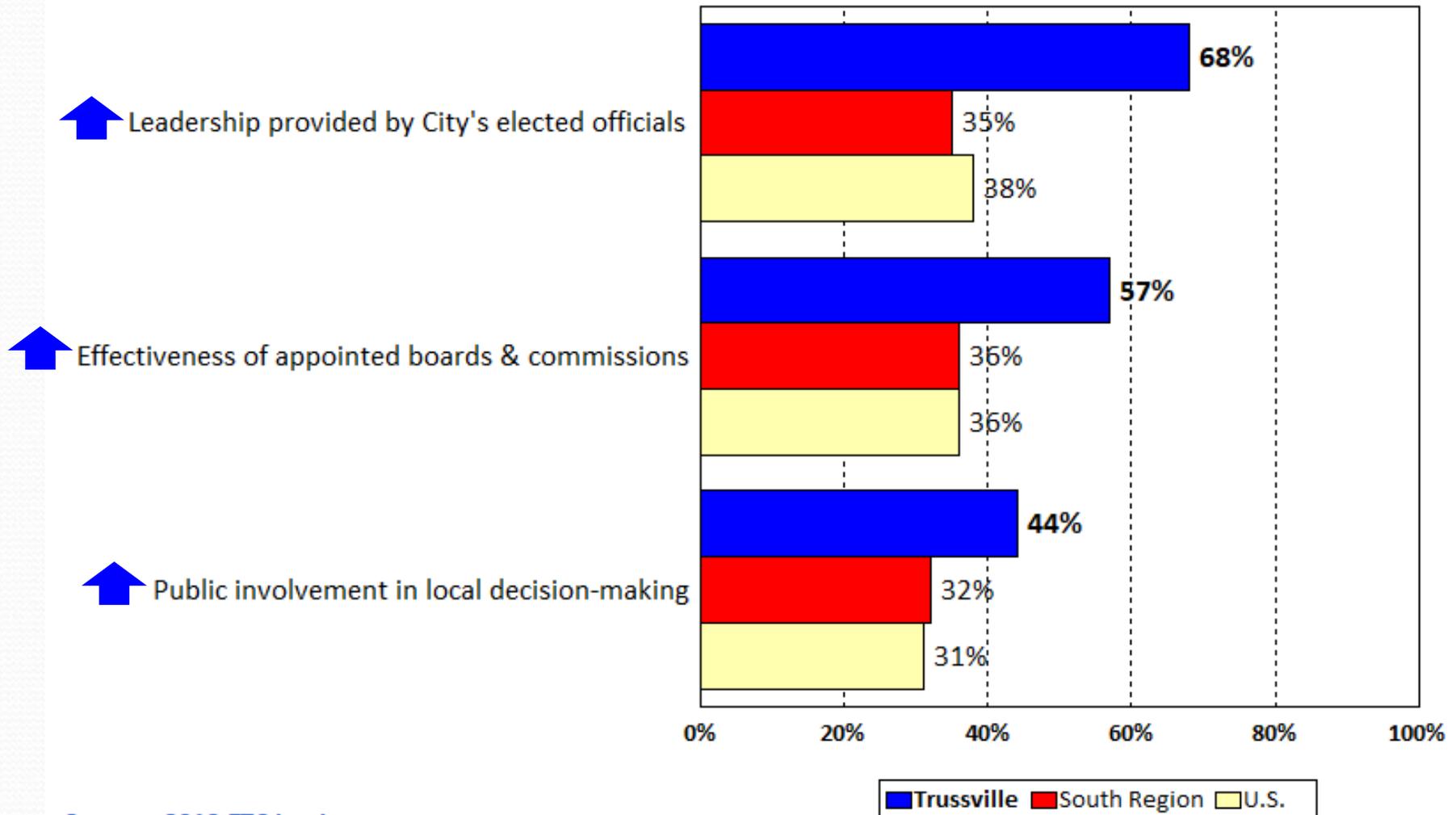
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Satisfaction with City Leadership

## 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)



Source: 2019 ETC Institute

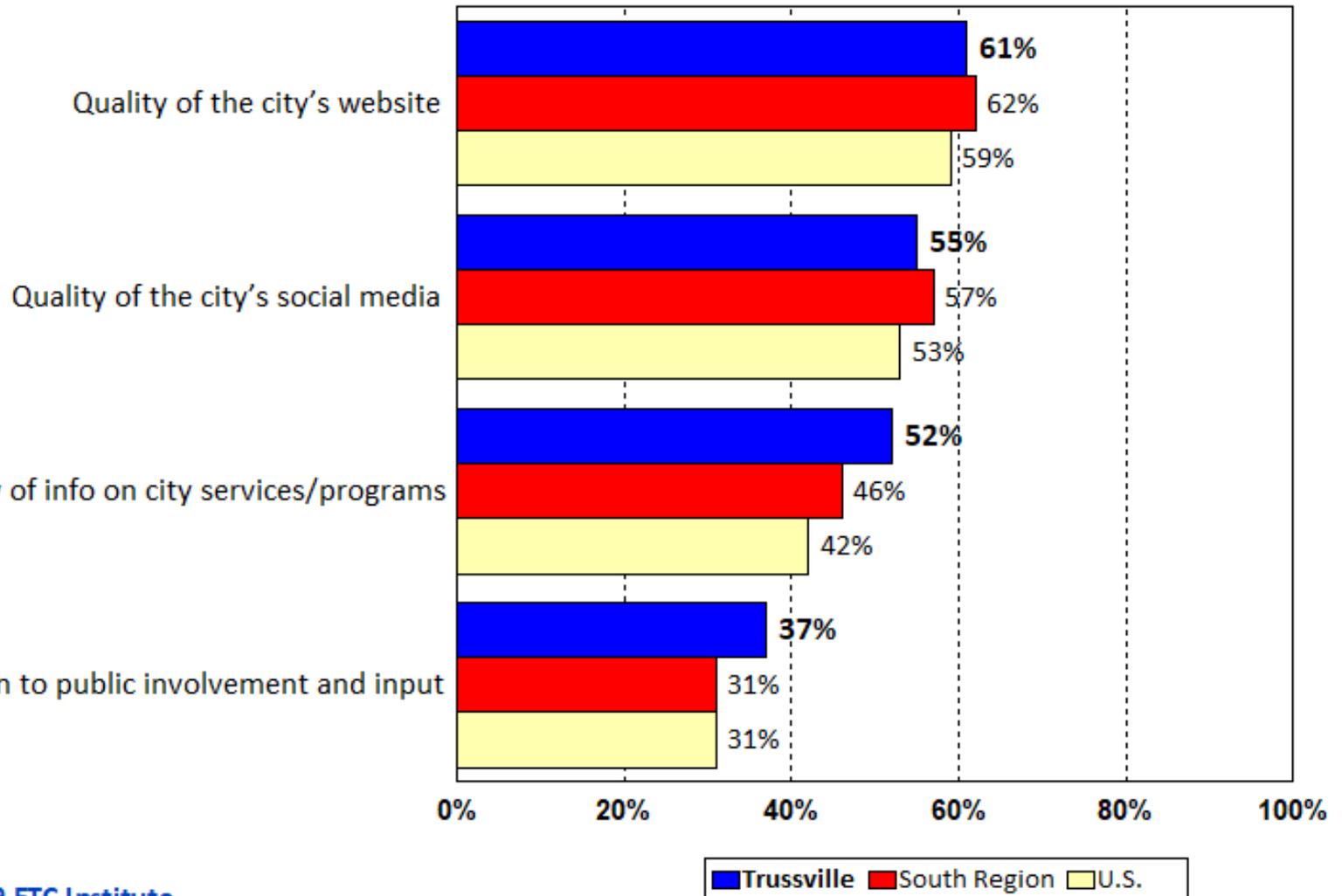
**Significantly Higher:** ↑

**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)



Source: 2019 ETC Institute

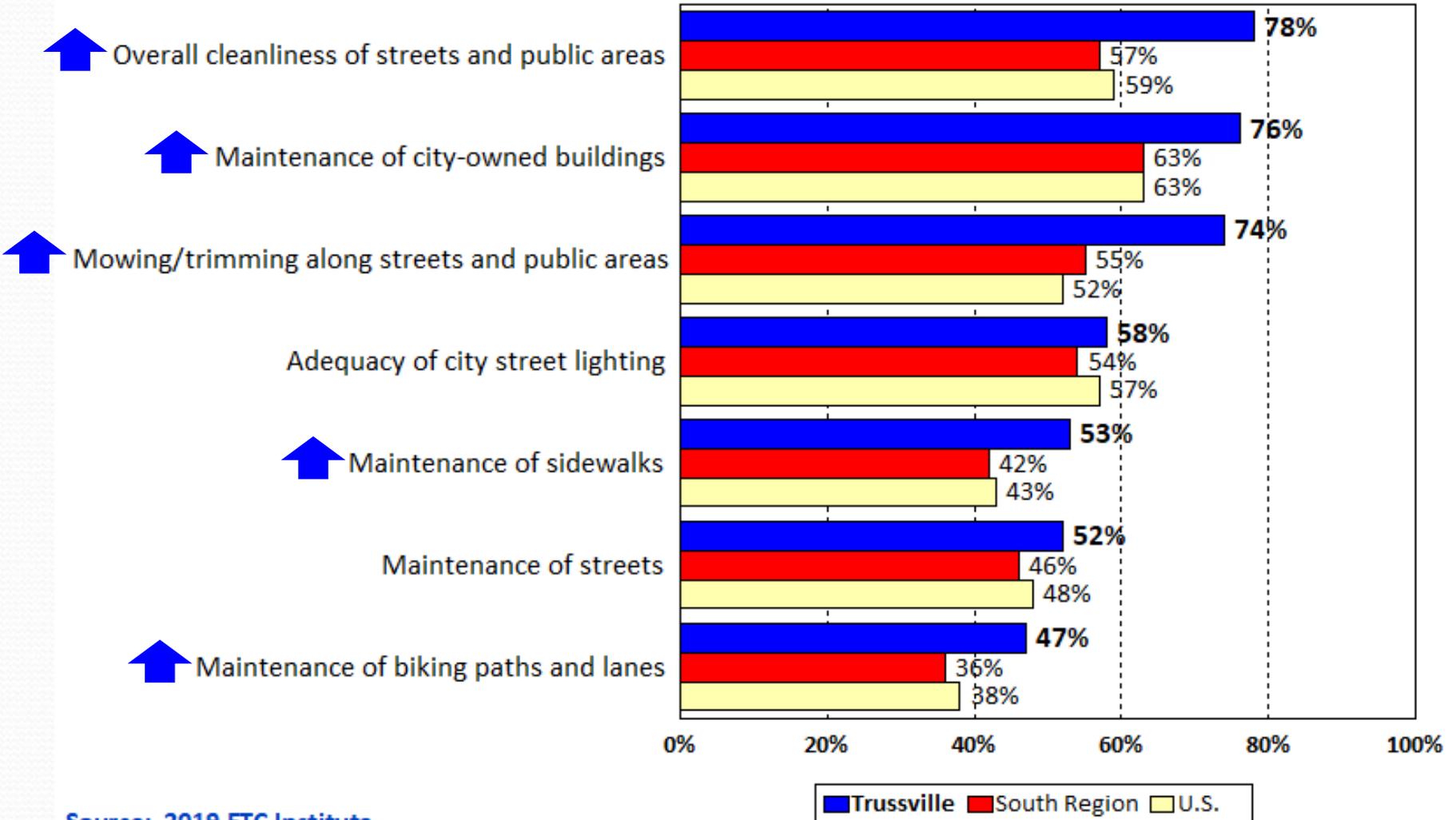
**Significantly Higher:** ↑

**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)



Source: 2019 ETC Institute

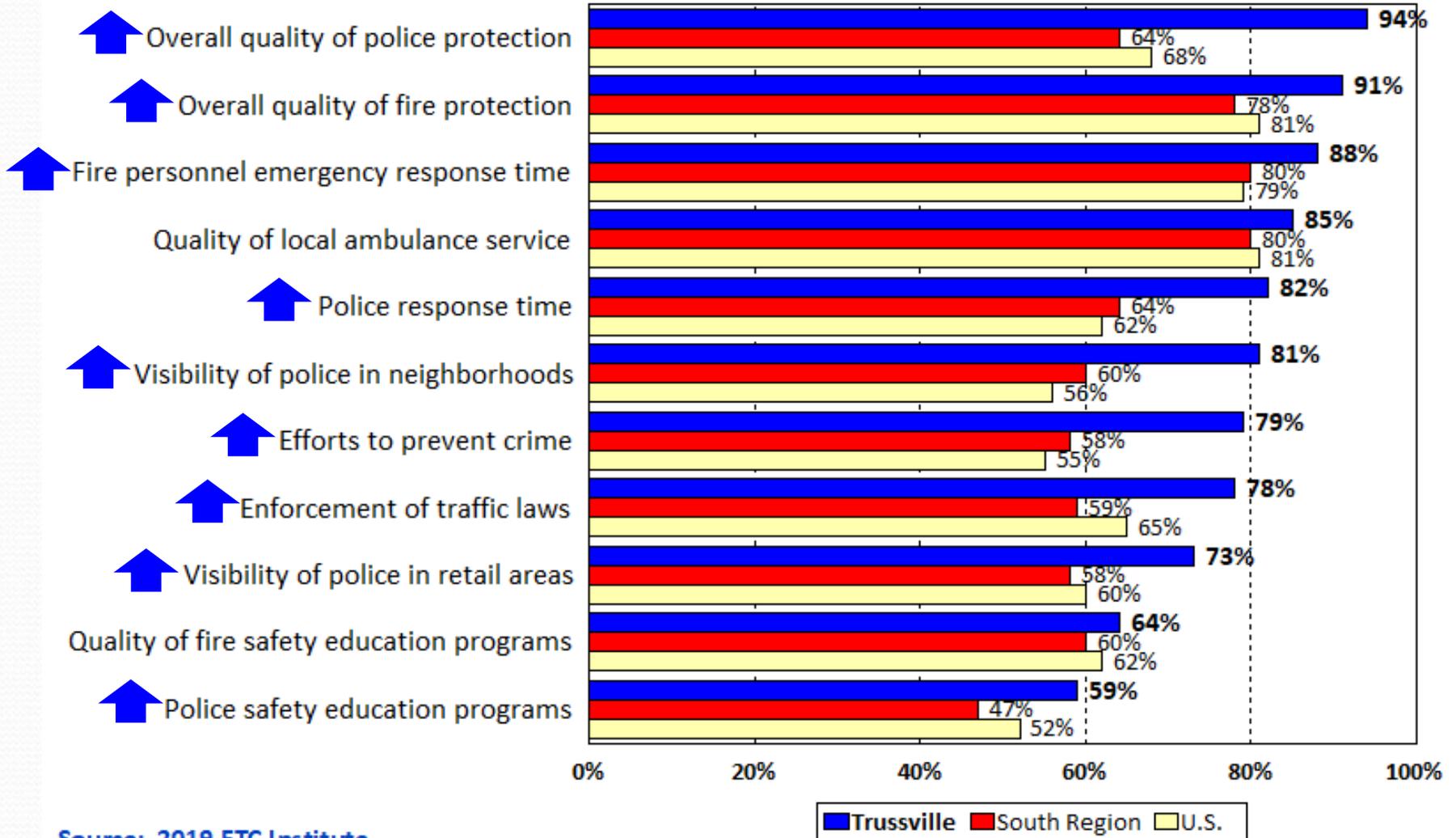
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 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)



Source: 2019 ETC Institute

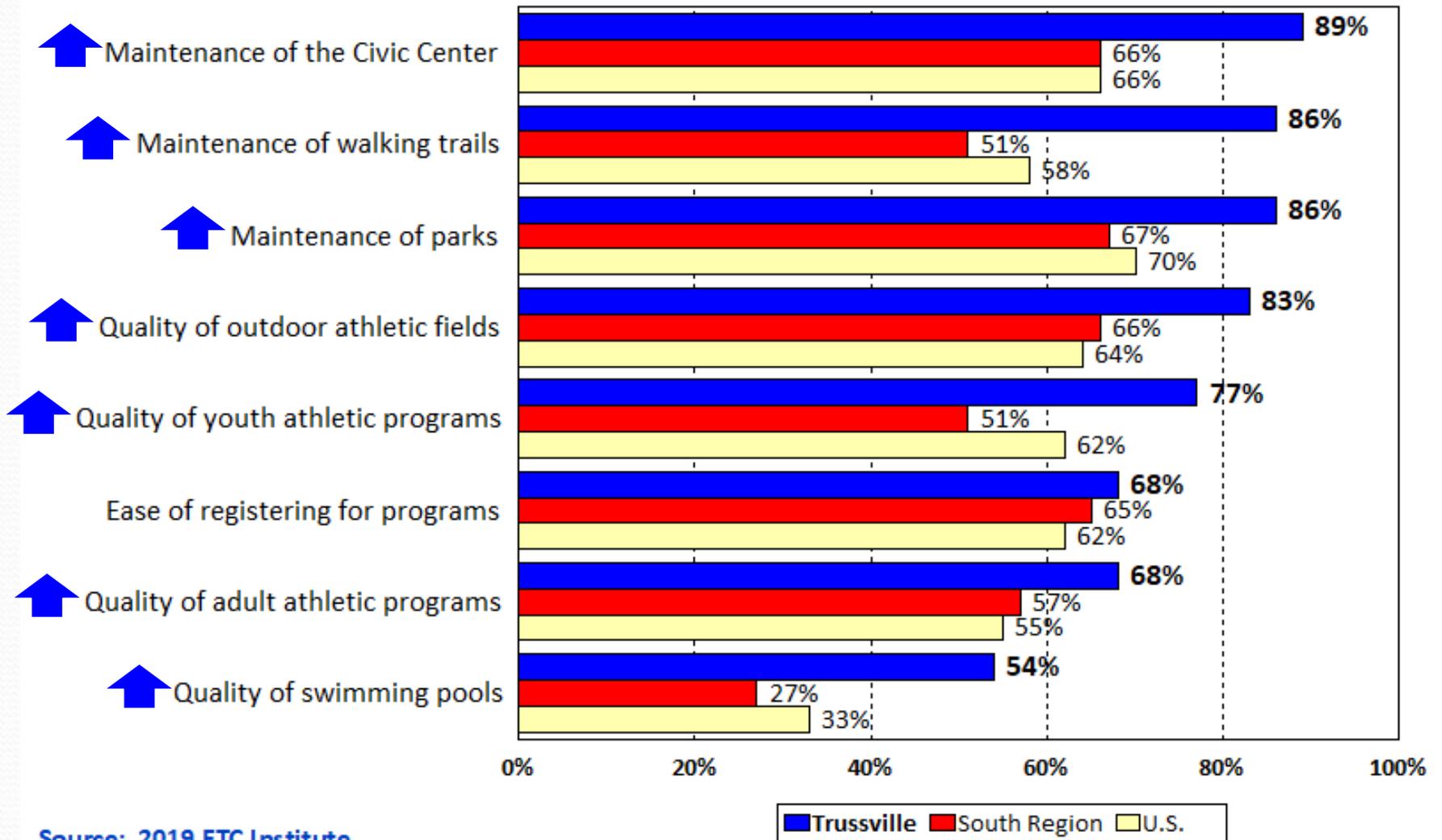
Significantly Higher: ↑

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)



Significantly Higher: 

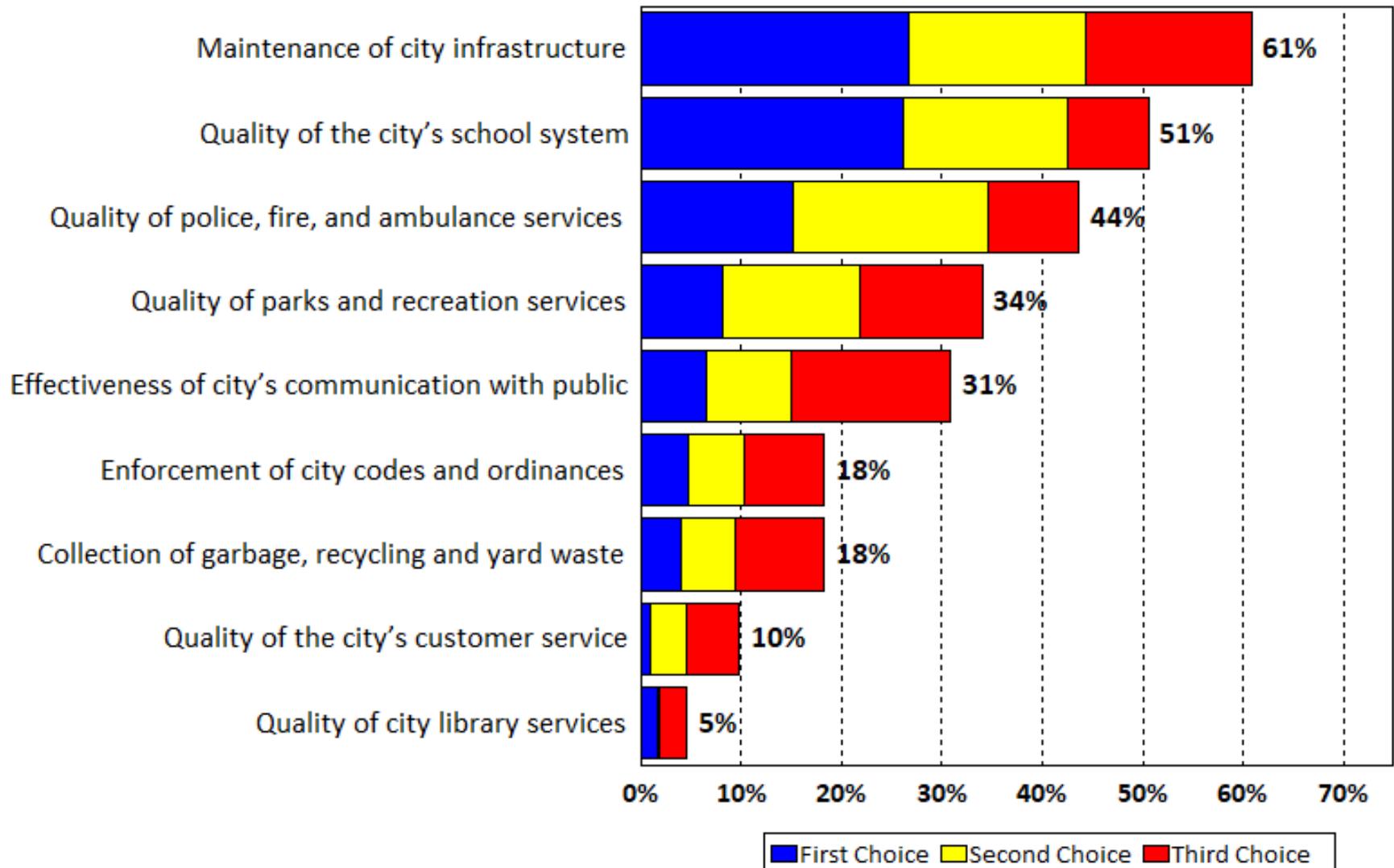
Significantly Lower: 

# **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



Source: ETC Institute (2019)

# Importance-Satisfaction Rating

## City of Trussville Citizen Survey

### OVERALL

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

**Overall Priorities:** 

# Importance-Satisfaction Rating

## City of Trussville Citizen Survey

### Maintenance Services

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

**Maintenance Priorities:** 

# Importance-Satisfaction Rating

## City of Trussville Citizen Survey

### Public Safety

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

**Public Safety Priorities:** 

# Importance-Satisfaction Rating

## City of Trussville Citizen Survey

### Code/Zoning Enforcement

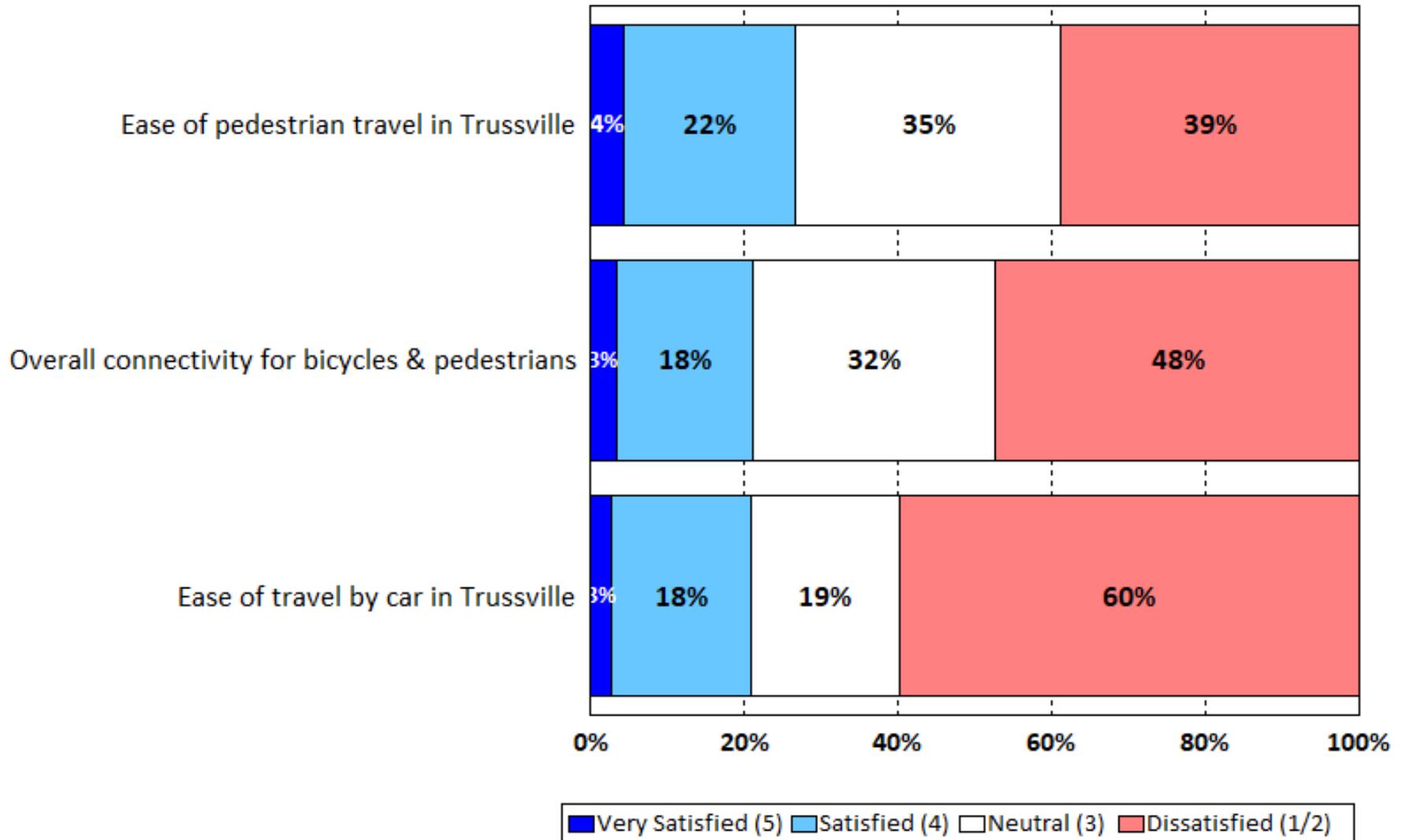
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Cleanup of overgrown and weedy lots	42%	1	49%	6	0.2150	1
<b><u>High Priority (IS .10 - .20)</u></b>						
Efforts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

**Code/Zoning Enforcement Priorities:** 

# **Other Findings**

# Q18. Satisfaction with Traffic Flow and Transportation

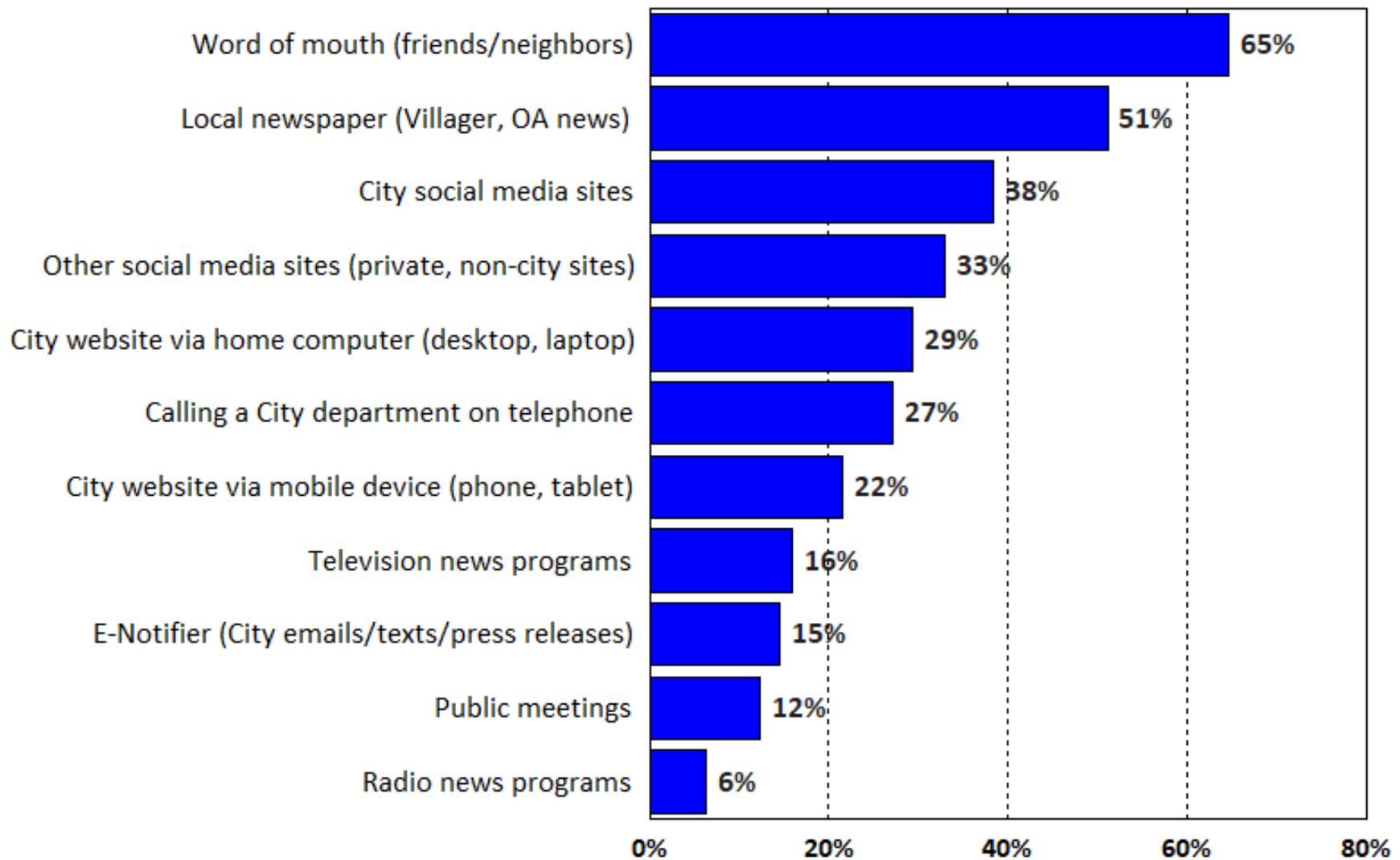
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

## Q22. Primary Sources of Information About City Issues, Services, and Events

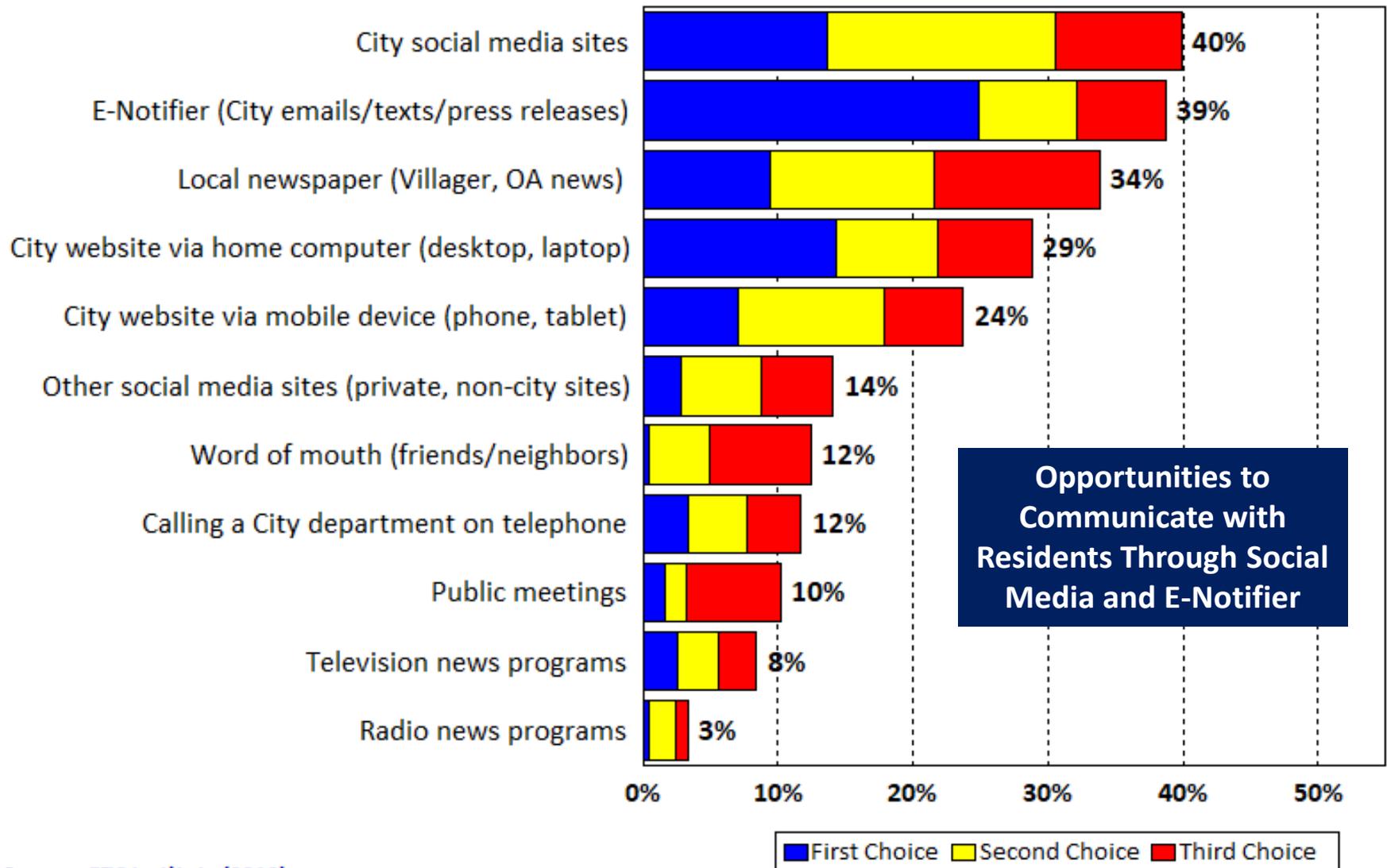
by percentage of respondents (multiple selections could be made)



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



Source: ETC Institute (2019)

# *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
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- **Top Overall Priorities:**
  - ❑ Maintenance of City Infrastructure
  - ❑ Traffic Flow
  - ❑ Communication with the Public
  - ❑ City's School System

# Questions?

THANK YOU!!