

# Listening to the Community

Integrating the Results of Survey Polling into the FY20/21 Financial Plan

December 10, 2018 Council Work Session

# Overview

- ▶ Surveys of our community members should help guide policy goals and performance measures.
- ▶ The City is employing three separate surveys to determine resident satisfaction and budget priorities:
  - ▶ National Citizen Survey - completed.
  - ▶ Budget Priorities Community Survey - completed.
  - ▶ Survey on the use of rebated funds from the County Public Safety and Community Mental Health Millage - in development.
- ▶ All three surveys have been or will be made publicly available via the City's web site and noticed via our social media outlets.

# National Citizen Survey - Background

- ▶ Conducted biennially to coincide with preparation of Two-Year Financial Plan.\*
- ▶ Collaborative effort between the National Research Center and ICMA.\*\*
- ▶ Statistically significant “closed” survey of 706 residents with 4% margin of error.
- ▶ Survey consists of 66 questions.
- ▶ Benchmark data obtained from more than 500 communities.
- ▶ Ann Arbor requested data disaggregated by geography and demographics for the first time in 2018.
- ▶ The survey included two special topics in 2018:
  - ▶ How much of an increase in drive time would you accept to reduce crashes, injuries, and death?
  - ▶ Have you had contact with a member of the Ann Arbor Police Department within the last 12 months? How would you characterize this contact?

\*Skipped 2017 to put on coincident schedule with Financial Plan preparation.

\*\*International City/County Management Association.

# National Citizen Survey - Governance

- ▶ 72% rated the overall quality of City Services as excellent or good.
  - ▶ 84% rated Customer Service as excellent or good.
  - ▶ All other areas were >60% excellent or good: value of services for taxes paid, overall direction, welcoming citizen involvement, confidence in City government, acting in the best interest of Ann Arbor, being honest, and treating all residents fairly.
- ▶ 36 specific areas were polled:
  - ▶ 12 exceeded the national benchmark.
    - ▶ Recreation and Wellness, Community Engagement, Natural Environment (Drinking Water)
  - ▶ 23 were similar to the national benchmark.
    - ▶ 97% rated AAFD as excellent or good.
    - ▶ AAPD ratings for police (84%) and crime prevention (85%).
    - ▶ Ratings for garbage collection (90%), recycling (86%), and yard waste pick-up(82%)
  - ▶ 1 was below the national benchmark.
    - ▶ Street repair (20%)
    - ▶ Survey was conducted while 2018 construction season was in progress.

# National Citizen Survey – Overall Results

- ▶ Nearly all residents rated their overall quality of life as good or excellent.
- ▶ Almost all survey participants (97%) rated Ann Arbor as an excellent or good place to raise children, which outshined national comparisons.
- ▶ The economy in Ann Arbor is an asset and a priority.
- ▶ Residents are engaged in their community.
- ▶ Ease of mobility contributes to quality of life in Ann Arbor.
- ▶ Citizen satisfaction increased or remained the same in every area since 2015.
- ▶ Ann Arbor ranks higher or much higher than the benchmark in 6 out of 7 categories, with the 7<sup>th</sup> rated as similar.
- ▶ While the overall ratings speak well of Ann Arbor, there are disparities by race in our community, which provides a challenge to us to ensure all residents feel safe and can share equally in the quality of life we enjoy.

# National Citizen Survey - Concerns

- ▶ Ann Arbor ranks lower than the national benchmark for the following factors:
  - ▶ Availability of affordable housing (18% excellent or good).
  - ▶ Cost of living (21% excellent or good).
  - ▶ Street repair (20% excellent or good).
  - ▶ Stocked supplies for an emergency (20% excellent or good).
- ▶ Special Topics results:
  - ▶ Mobility
    - ▶ 71% are accepting of a substantial or moderate increase in drive time to increase safety.
    - ▶ An additional 20% are accepting of a slight increase in drive time to increase safety.
  - ▶ Police Interactions
    - ▶ 24% of respondents had contact with a member of AAPD within the past 12 months.
    - ▶ >80% of respondents stated the police performance was fair or better in the areas of respectfulness professionalism, and fairness.
    - ▶ Significant variances existed when data was disaggregated by race, especially among African-American members of our community (45%).

# Budget Priorities Community Survey

- ▶ Conducted through National Research Center (same as the NCS).
- ▶ Open, on-line survey conducted from 10/5 through 11/19 2018.
- ▶ 2,022 people completed the survey.
  - ▶ Demographic profile of respondents was compared to all adults in A2.
  - ▶ Results were weighted to reflect A2 population.
  - ▶ Data is disaggregated by age, gender, ethnicity, geography, student/resident status.
- ▶ Reports provides a Summary Report and an Excel crosstab file.
- ▶ Results similar to the NCS:
  - ▶ 94% rate A2 as excellent or good place to live.
  - ▶ 93% would very or somewhat likely to recommend A2 to someone as a place to live.
  - ▶ 72% rate Local Government Customer Service as excellent or good.
  - ▶ 68% rate Value of Services for Fees Paid as excellent or good.

# Community Survey - Results

- ▶ In general, survey participants gave favorable ratings to the performance of the City of Ann Arbor government.
- ▶ There were 7 out of 57 categories considered appropriate for a service increase by half or more of the respondents.
  - ▶ 3 were related to road repairs
  - ▶ 2 were related to climate change
  - ▶ 1 was related to affordable housing
  - ▶ 1 was related to water quality
- ▶ There were 44 out of 57 categories where a majority of respondents felt level of services should stay the same.
- ▶ There were no budget items that a majority of respondents thought should be decreased. The leading areas where respondents felt services could be reduced:
  - ▶ Parking and Code Enforcement - 46%
  - ▶ CTN - 39%
  - ▶ Ann Arbor Airport - 33%
  - ▶ Support the creation on new high-tech and bio-tech companies - 31%
  - ▶ Purchase of parkland within the City - 31%

# Community Survey Results

Top areas where respondents would **increase** level of service:

- ▶ Road Resurfacing, Reconstruction, and Capital Maintenance - 67%
- ▶ Road Base Repair/Overlay/Surface Treatment - 59%
- ▶ Pot Hole Repair - 68%
- ▶ Drinking Water Supply Treatment, Distribution, Metering, & Oversight - 50%
- ▶ Support to the Ann Arbor Housing Commission - 60%
- ▶ Reduce Energy Consumptions Community-Wide - 50%
- ▶ Prepare for Impacts of Climate Change - 51%
- ▶ Foster Initiatives that Create a Sustainable Community - 48%
- ▶ Funds Non-Profits to Provide Supportive Services to Residents - 44%

In every case above, a greater proportion felt service increases should be funded by paying more rather than by decreasing another service.

# Direction on Uses of County Millage Rebate

- ▶ Survey methodology
  - ▶ Closed, statistically significant – per Council resolution
  - ▶ How much background should be provided?
- ▶ Who should be surveyed?
  - ▶ Registered voters?
  - ▶ Residents only?
- ▶ What types of questions should be asked?
- ▶ What are the intended uses of the results?