

2012 City of Pueblo DirectionFinder Survey Findings

Presented by
ETC Institute

July 23, 2012

Agenda

- Purpose
- Methodology
- Bottom Line Up Front
- Major Findings
- Summary
- Questions

Purpose

- To objectively assess resident satisfaction with the delivery of City services (“resident” including silent majority)
- To be able to measure TRENDS over time
- To gather input from residents to help set priorities
- To compare Pueblo’s performance with other communities
- To have defensible data

Methodology

❑ Survey Description

- ❑ The survey was 7 pages long
- ❑ Each survey took 15-20 minutes to complete

❑ Method of Administration

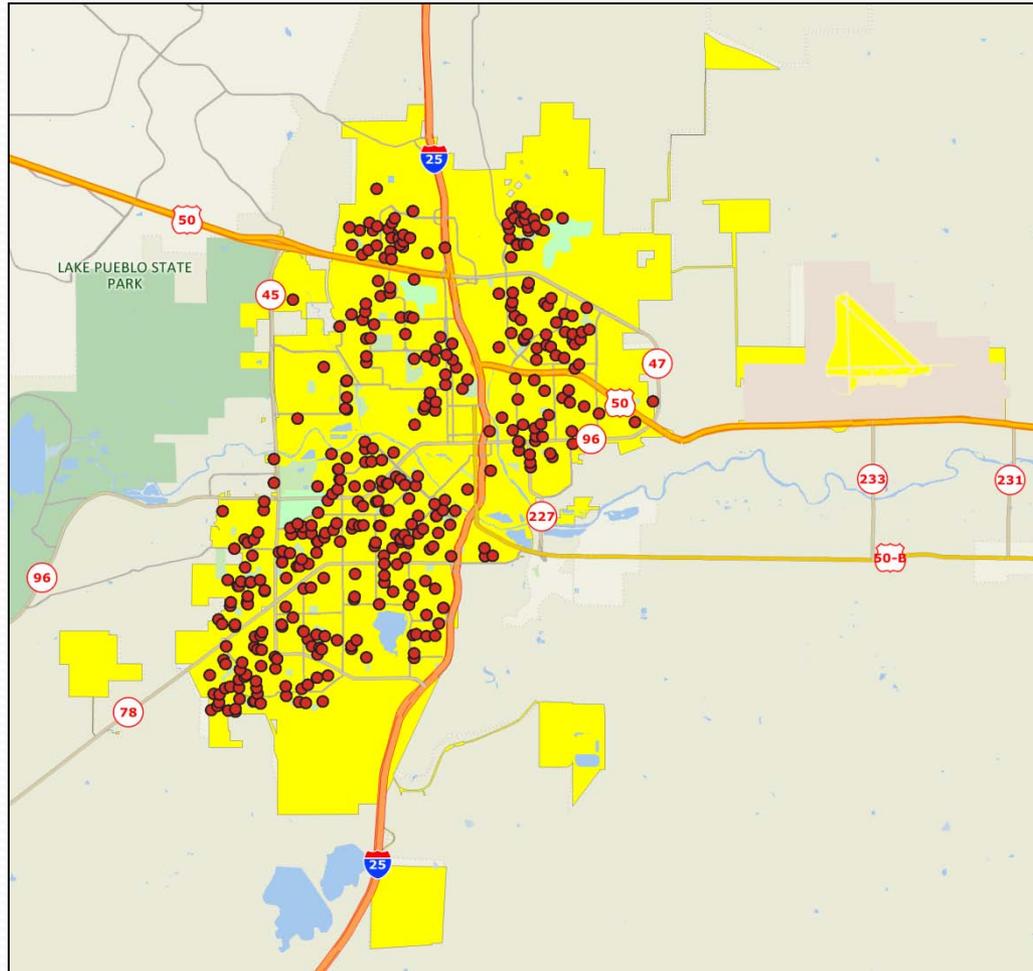
- ❑ mailed to a sample of 1,500 households in the City
- ❑ could be completed by mail or phone

❑ A total of 401 residents completed the survey

❑ Confidence level: 95%; Margin of error: +/- 5%

❑ Home address was geocoded to allow GIS Mapping

Location of Survey Respondents



2012 City of Pueblo Community Survey

**Good Representation By
LOCATION**

Bottom Line Up Front

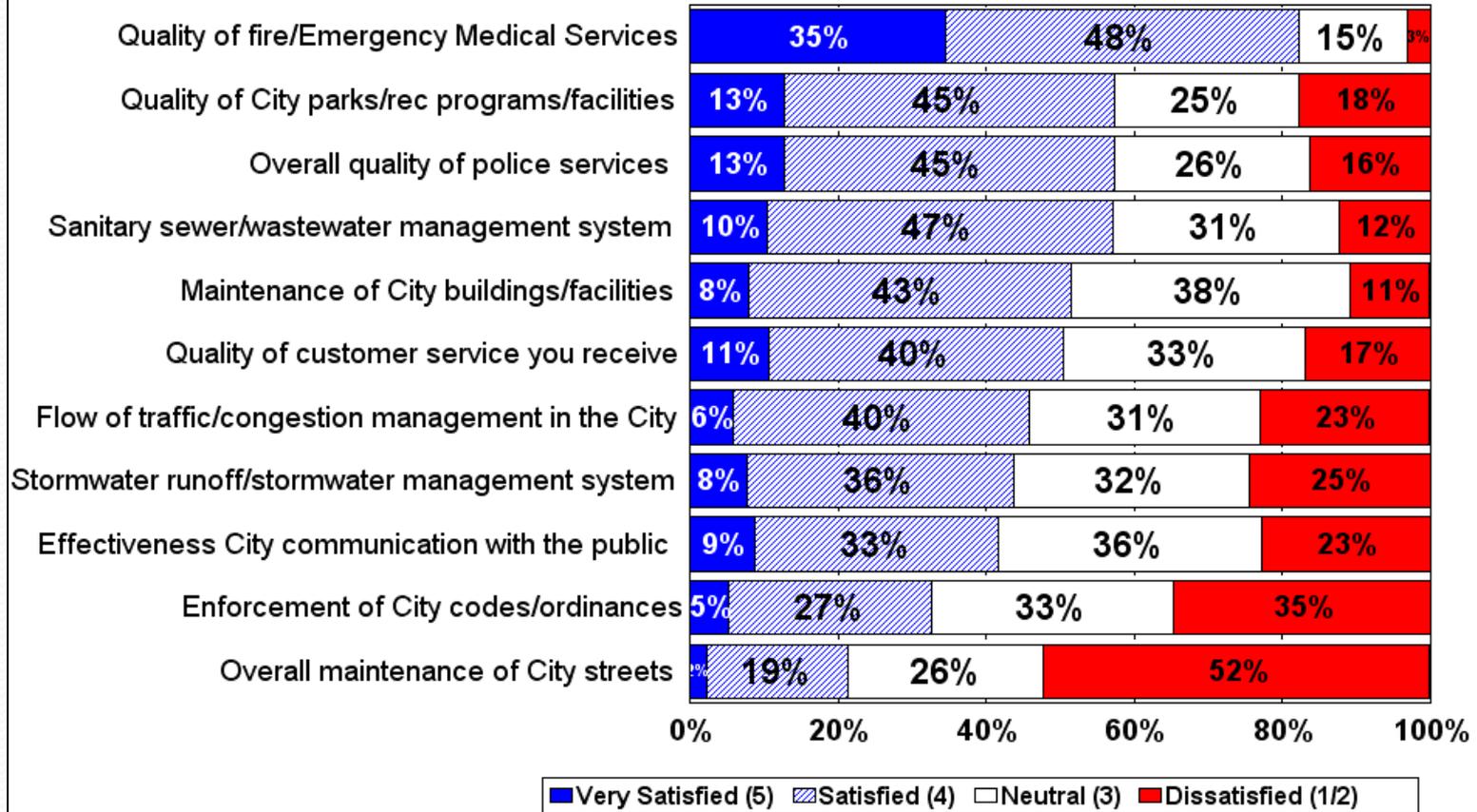
- ❑ Trends, overall, have held steady with some increases, indicating that City has taken ownership of the baseline ratings from 2010
- ❑ Overall Satisfaction with fire and emergency medical services is positive throughout the City (map)
- ❑ Emphasis for Pueblo over the next 2 years:
 - Maintenance of City streets
 - Enforcement of City codes and ordinances



OVERALL RESULTS

Q1. Overall Satisfaction With City Services by Major Category

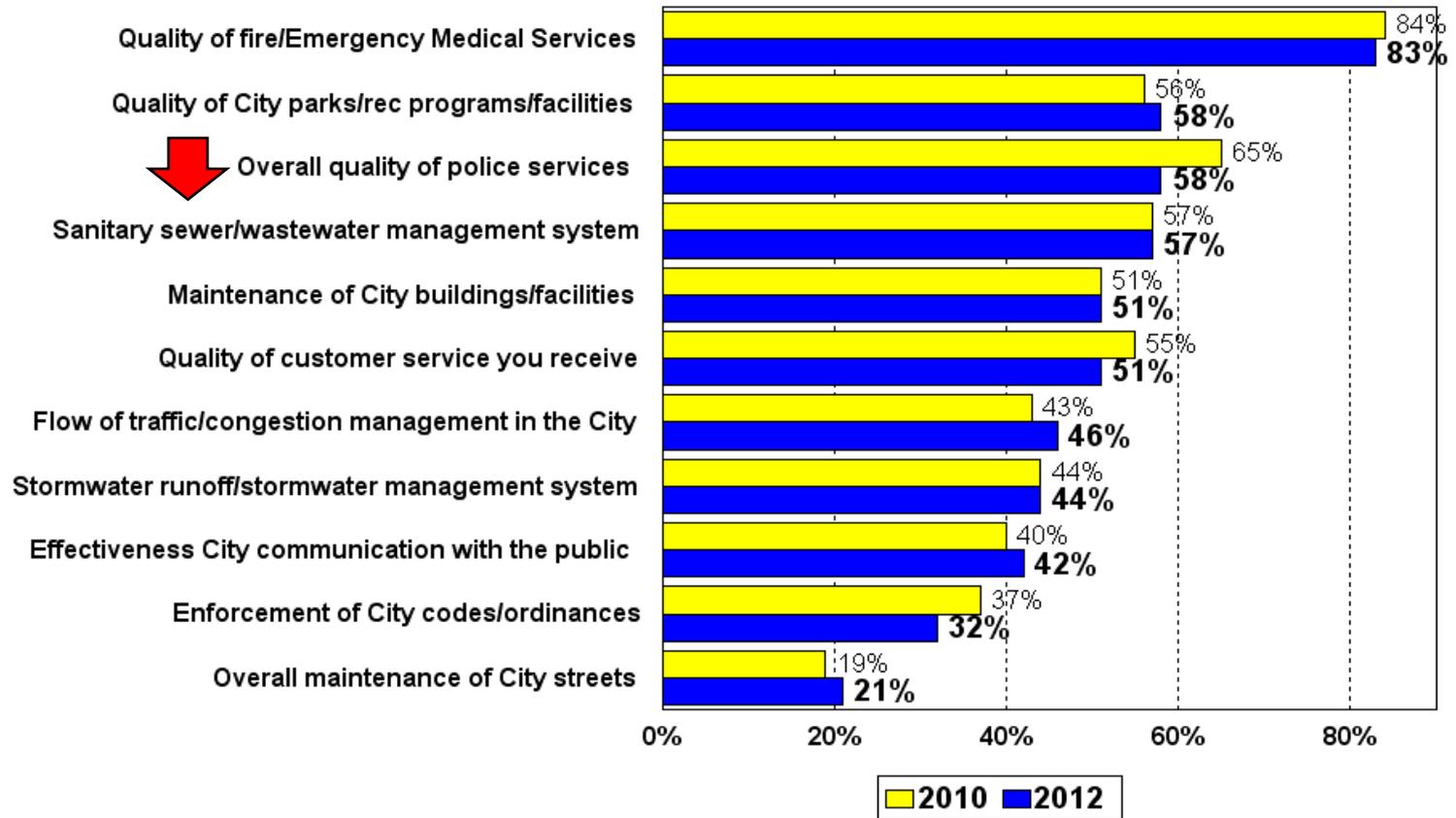
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding Don't Know)



Source: ETC Institute Direction Finder (2012 - City of Pueblo, CO)

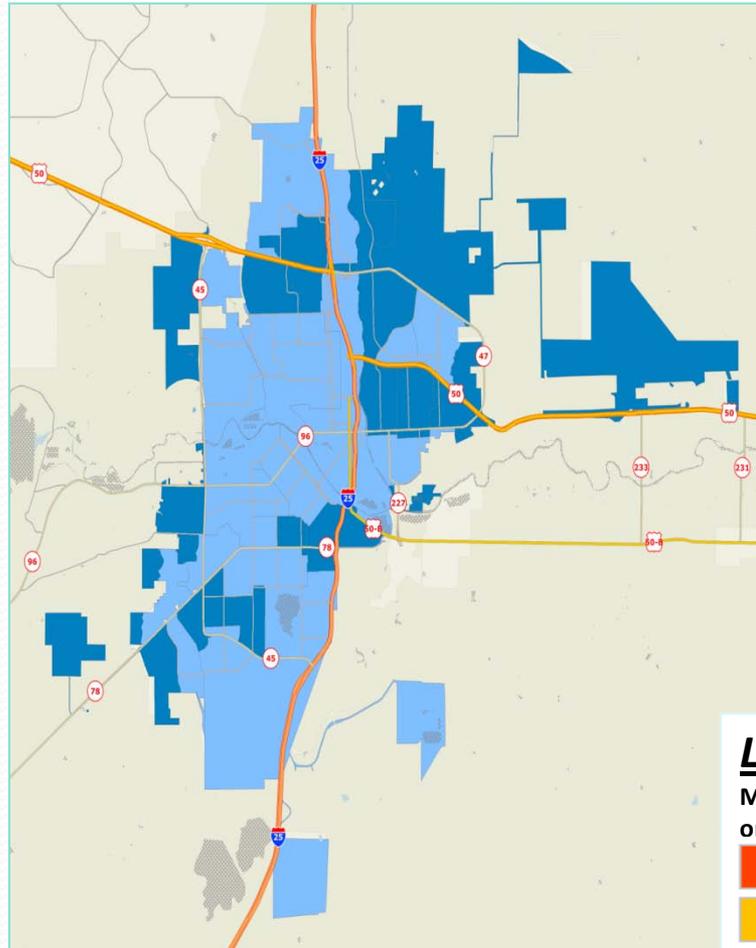
Q1. Overall Satisfaction With City Services by Major Category 2010 vs. 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute Direction Finder (2012 - City of Pueblo, CO)

Q1g. Overall quality of fire and Emergency Medical Services

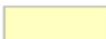
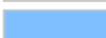


2012 City of Pueblo Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

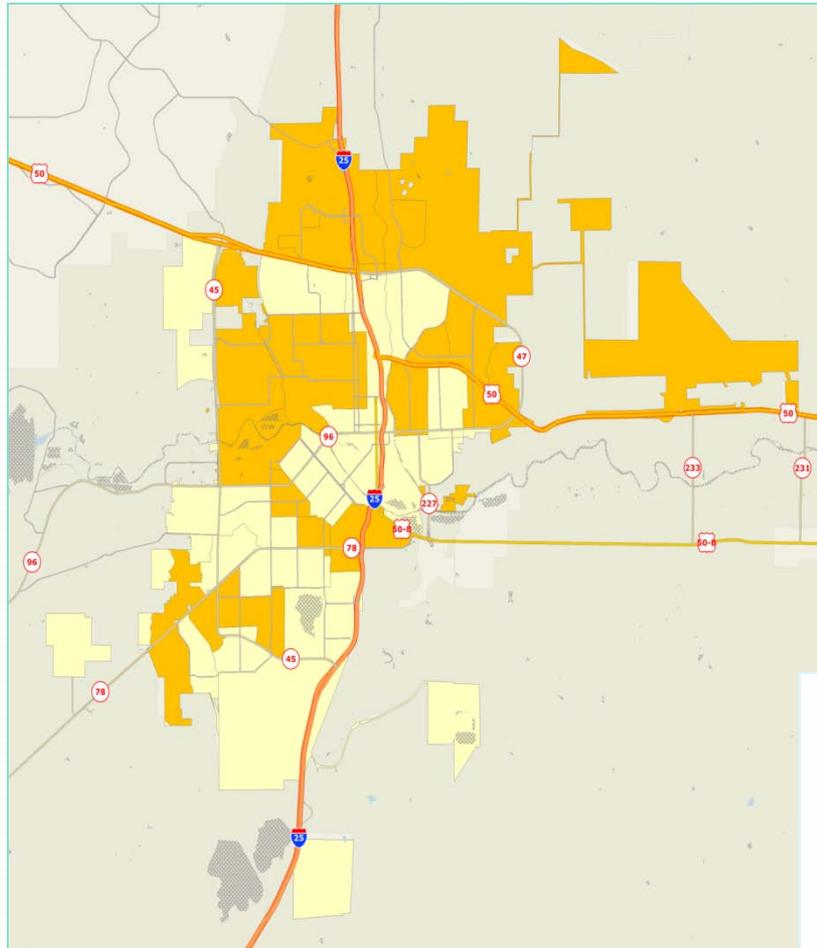
LEGEND

Mean rating
on a 5-point scale, where:

-  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
-  Other (no responses)



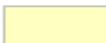
Q1c. Overall maintenance of City streets



2012 City of Pueblo Community Survey
Shading reflects the mean rating for all respondents
by CBG (merged as needed)

LEGEND

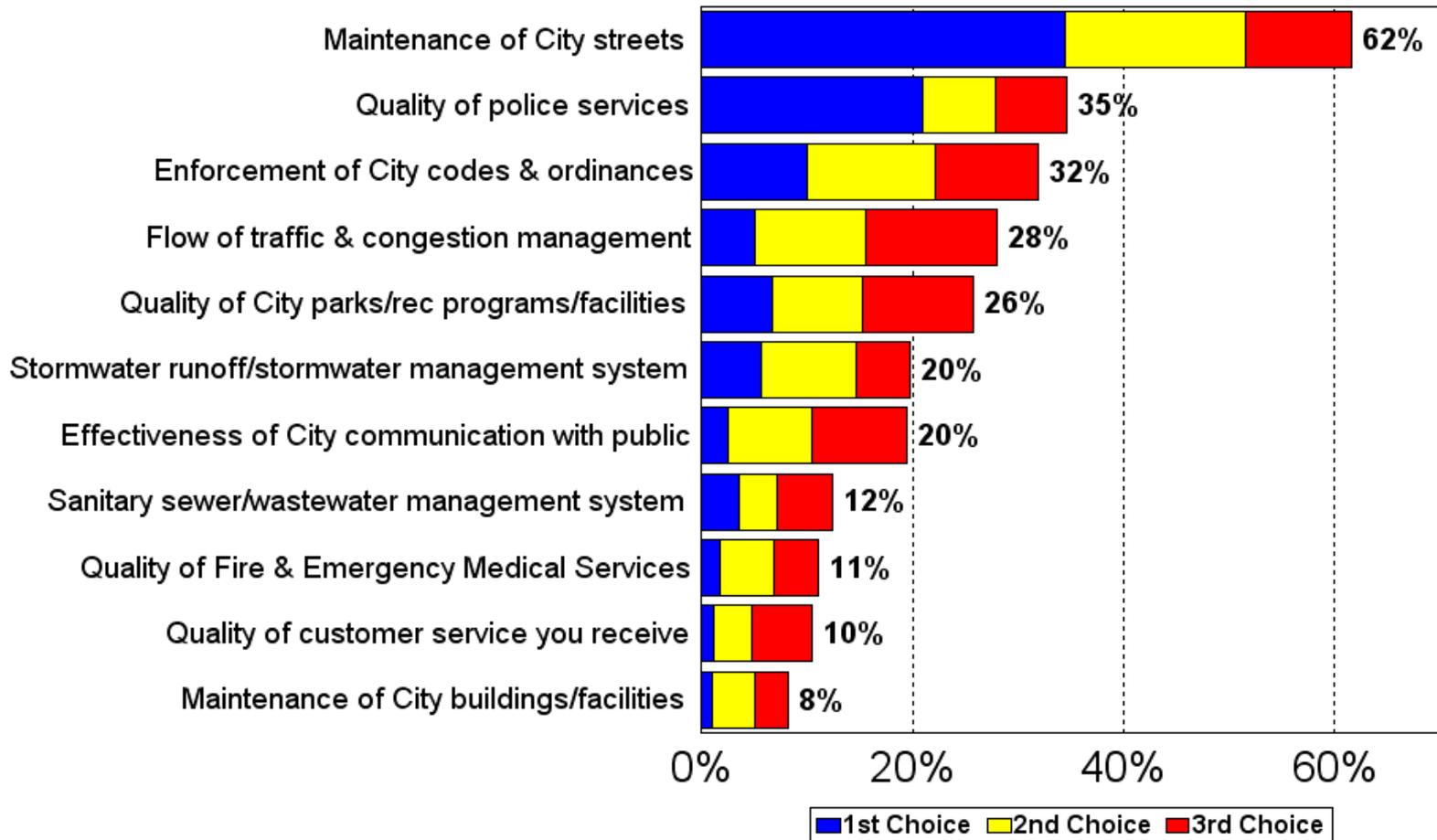
Mean rating
on a 5-point scale, where:

-  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
-  Other (no responses)



Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

Importance-Satisfaction Rating

City of Pueblo, CO

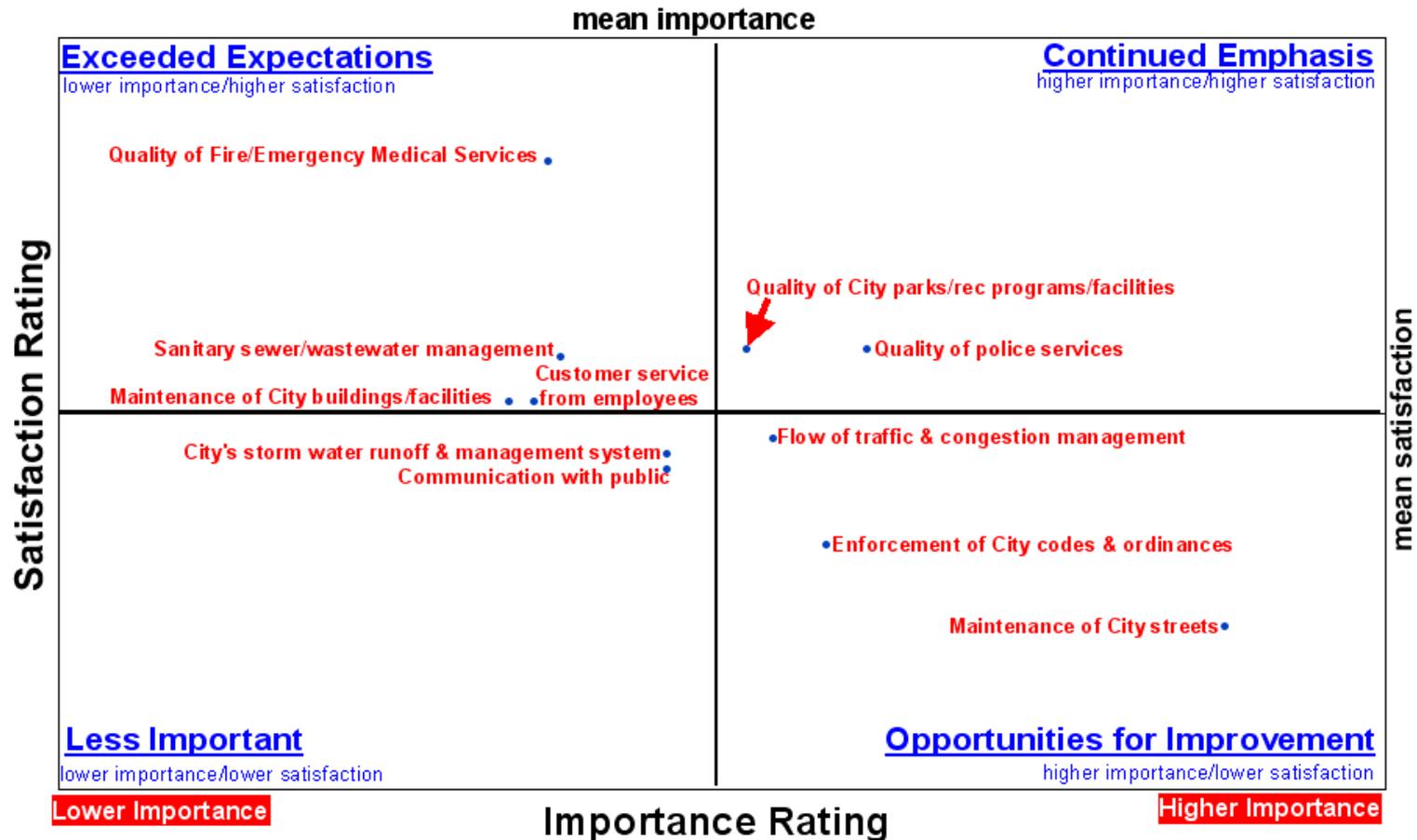
OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets	62%	1	21%	11	0.4898	1
Enforcement of City codes & ordinances	32%	3	32%	10	0.2176	2
Quality of police services	35%	2	58%	3	0.1470	3
<u>High Priority (IS .10 -.20)</u>						
Flow of traffic & congestion management	28%	4	46%	7	0.1512	4
Effectiveness of City communication with public	20%	7	42%	9	0.1160	5
Stormwater runoff/stormwater management system	20%	6	44%	8	0.1120	6
Quality of City parks/rec programs/facilities	26%	5	58%	2	0.1092	7
<u>Medium Priority (IS <.10)</u>						
Sanitary sewer/wastewater management system	12%	8	57%	4	0.0516	8
Quality of customer services you receive	10%	10	51%	6	0.0490	9
Maintenance of City buildings/facilities	8%	11	51%	5	0.0392	10
Quality of Fire & Emergency Medical Services	11%	9	83%	1	0.0187	11

2012 City of Pueblo DirectionFinder Importance-Satisfaction Assessment Matrix

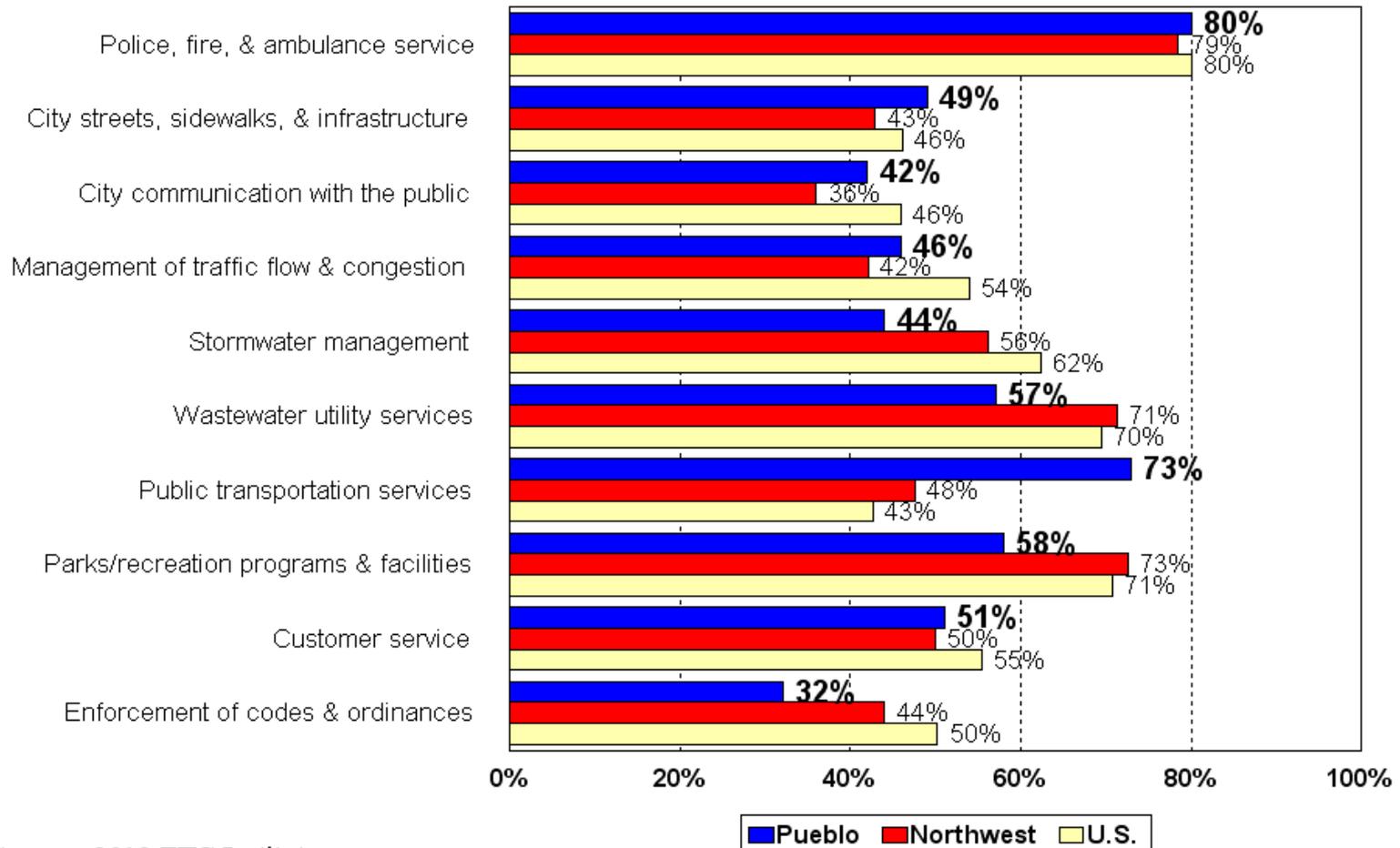
-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Overall Satisfaction with Various City Services Pueblo vs. Northwest vs. the U.S

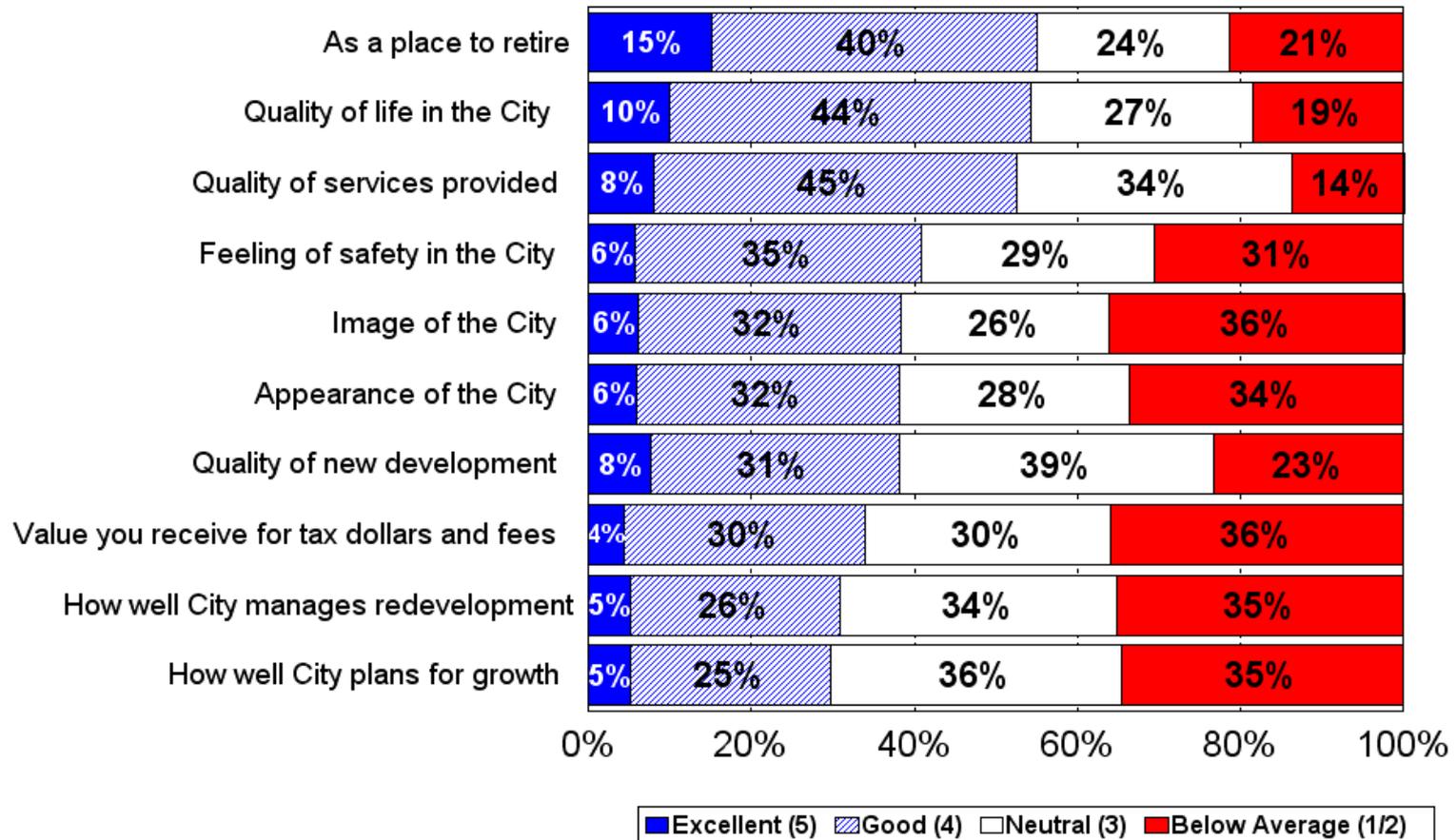
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

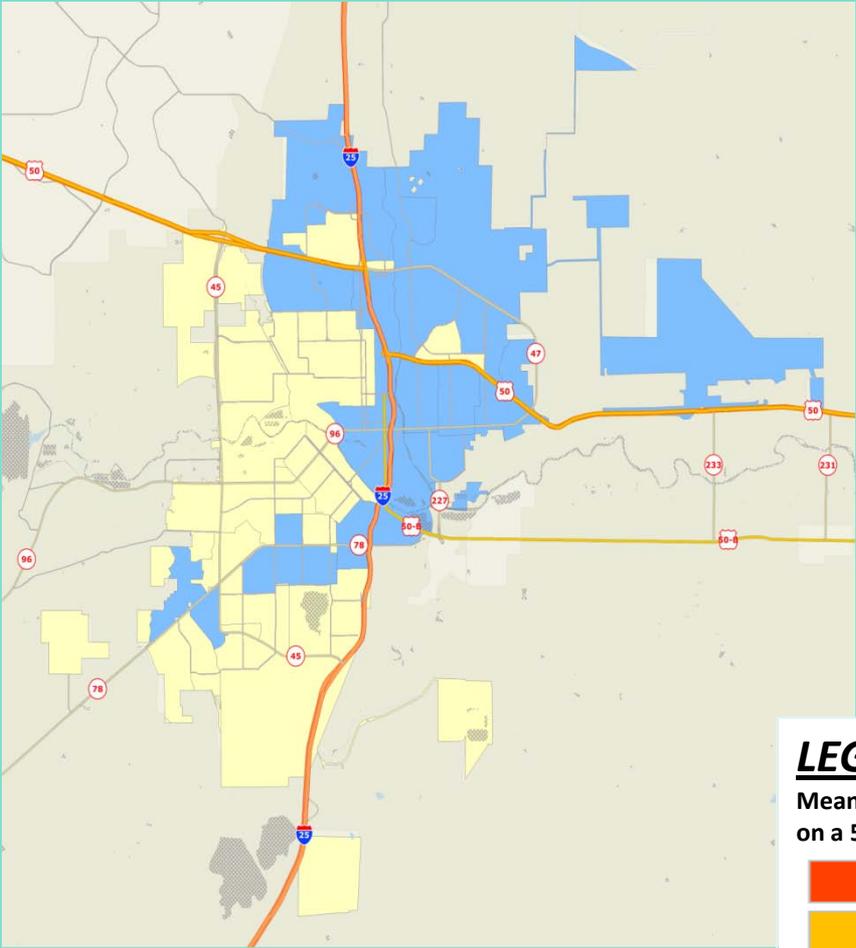
Q3. How Would You Rate Various Issues that Influence Your Perception of the City?

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

Q3a. Overall quality of services provided by the City of Pueblo



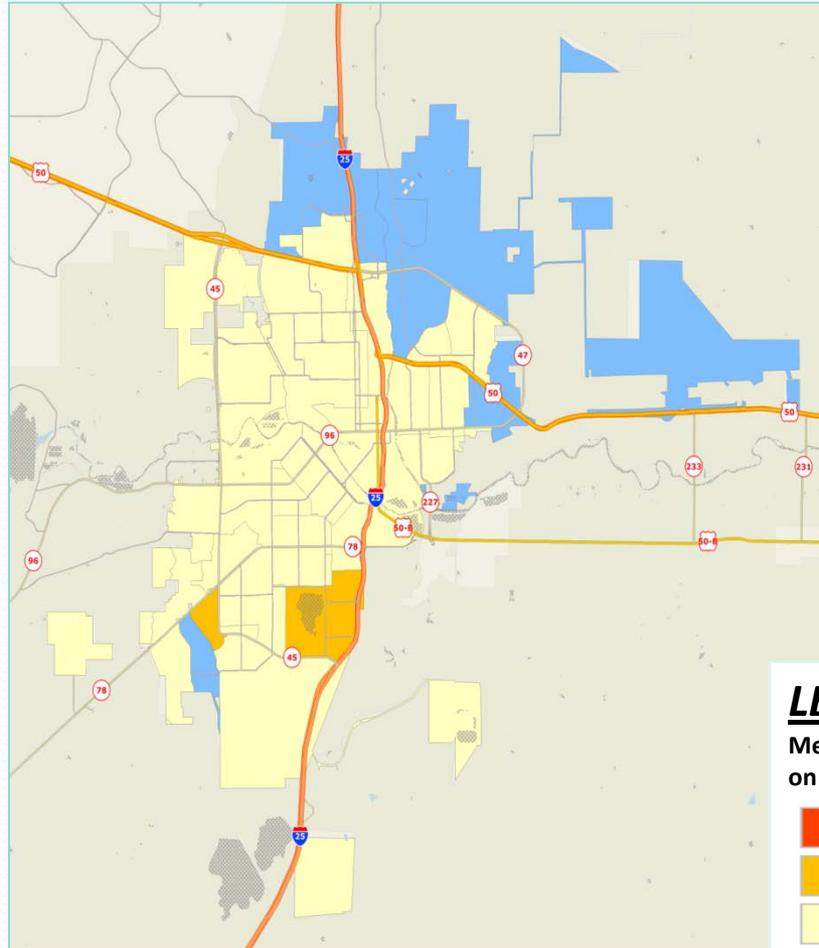
LEGEND

Mean rating
on a 5-point scale, where:

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)

2012 City of Pueblo Community Survey
Shading reflects the mean rating for all respondents
by CBG (merged as needed)

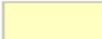
Q3g. Overall feeling of safety in the City



2012 City of Pueblo Community Survey
Shading reflects the mean rating for all respondents
by CBG (merged as needed)

LEGEND

Mean rating
on a 5-point scale, where:

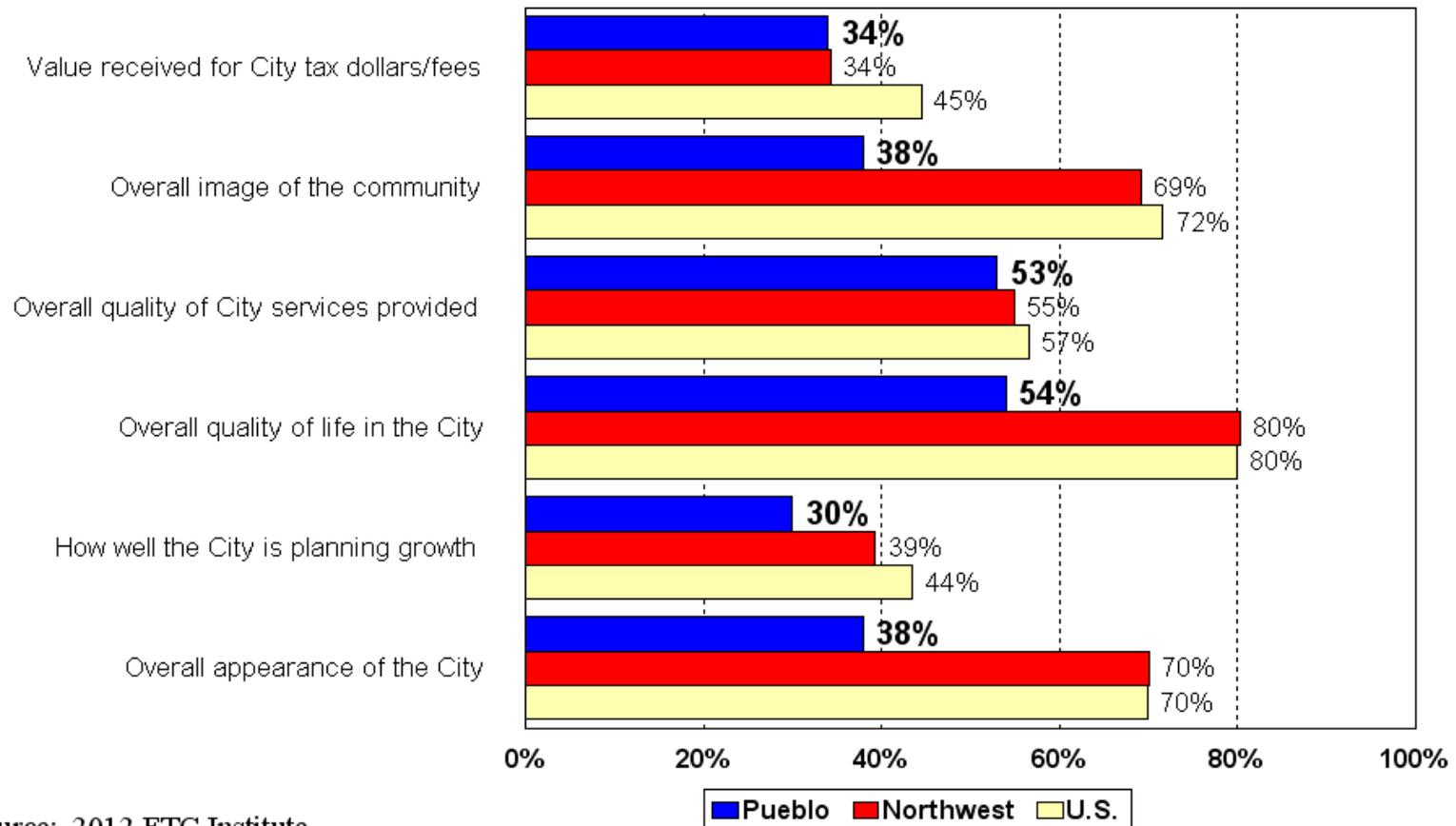
-  1.0-1.8 Poor
-  1.8-2.6 Below Average
-  2.6-3.4 Neutral
-  3.4-4.2 Good
-  4.2-5.0 Excellent
-  Other (no responses)



Satisfaction with Issues that Influence Perceptions of the City

Pueblo vs. Northwest 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)

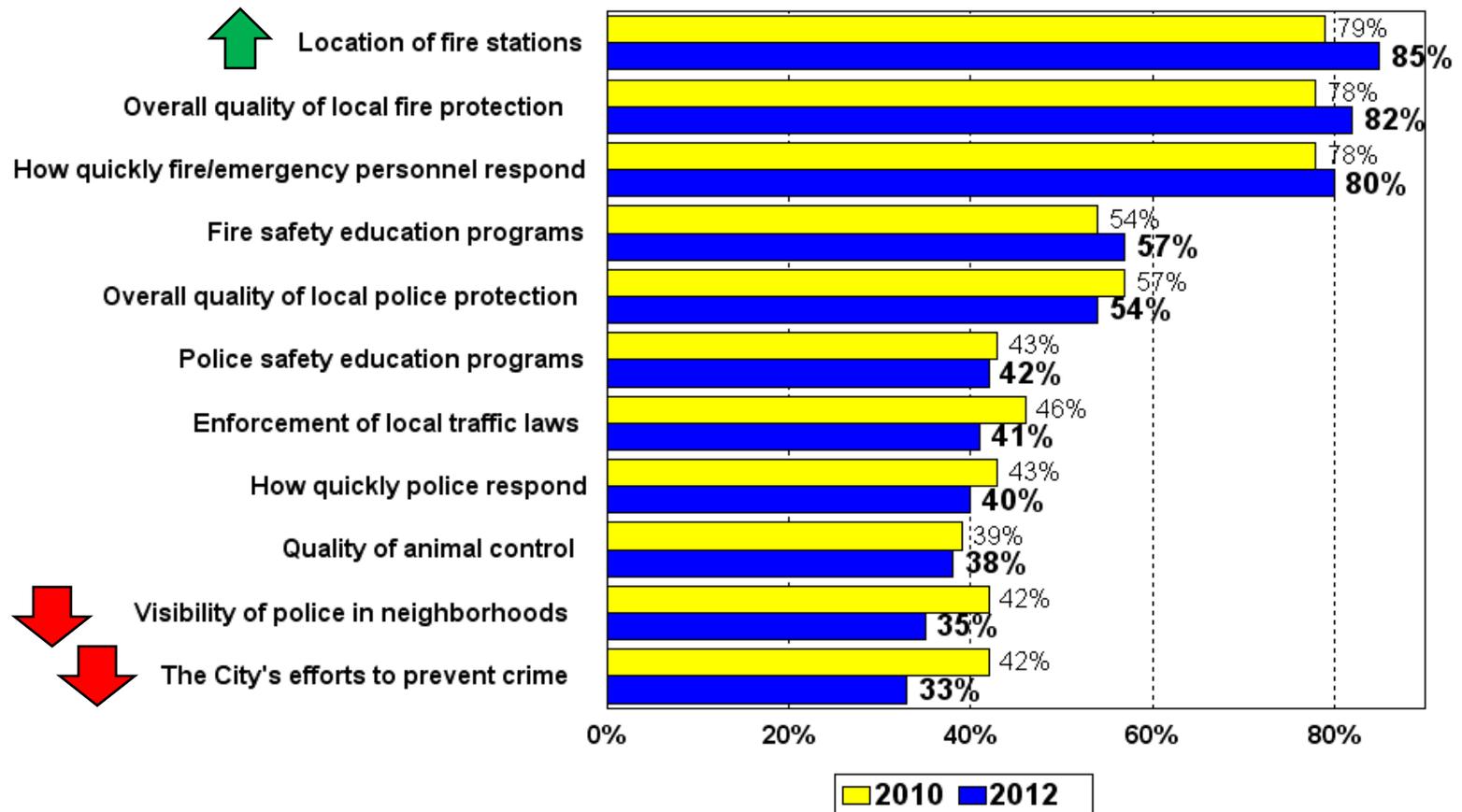




PUBLIC SAFETY

Q4. Satisfaction with Various Aspects of Public Safety 2010 vs. 2012

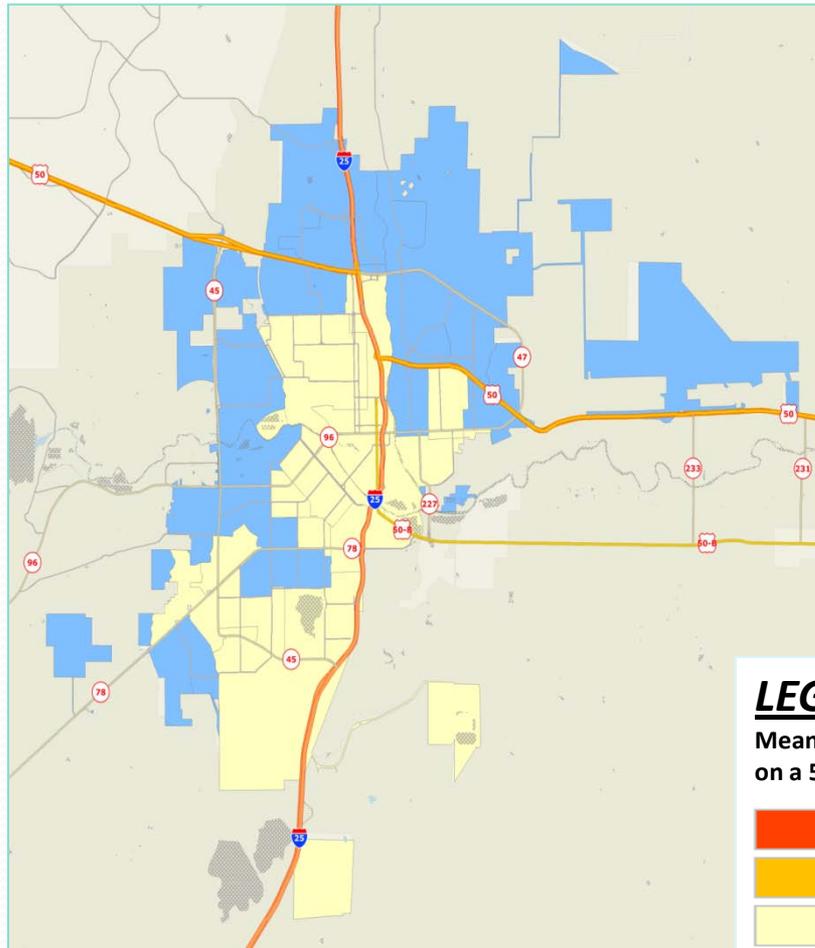
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

Trends

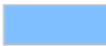
Q4a. Overall quality of local police protection



2012 City of Pueblo Community Survey
Shading reflects the mean rating for all respondents
by CBG (merged as needed)

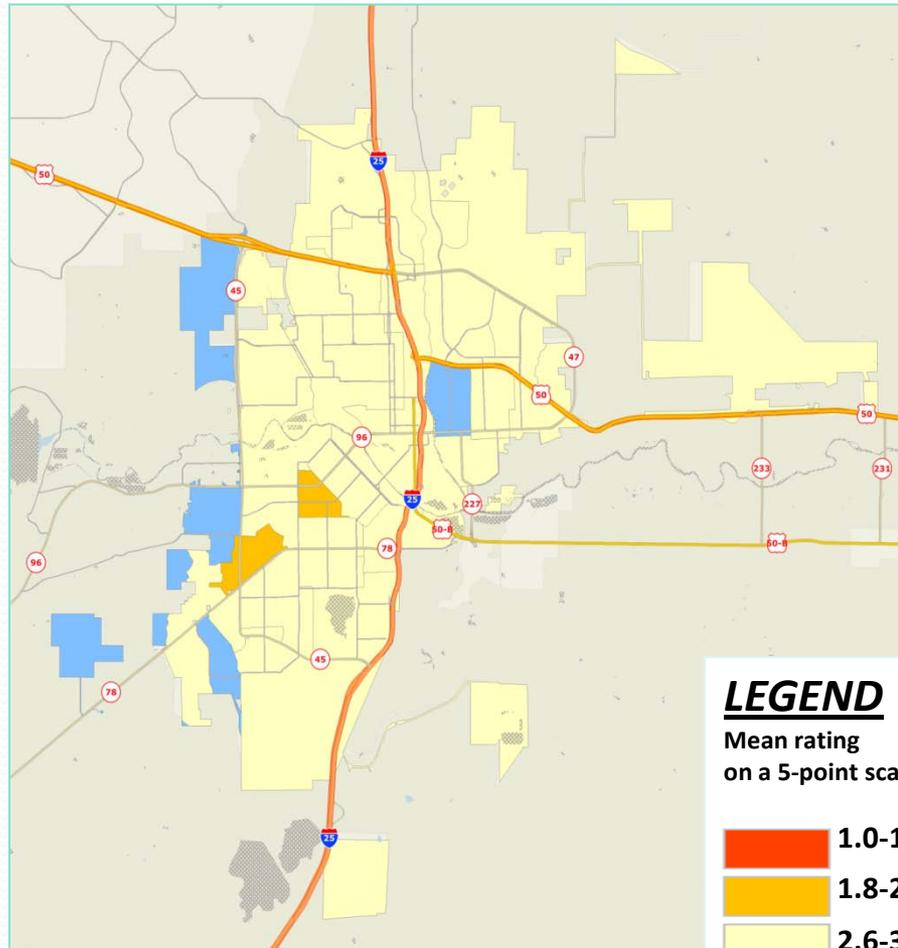
LEGEND

Mean rating
on a 5-point scale, where:

- | | |
|---|---------------------------|
|  | 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 |
|  | Other (no responses) |



Q4b. The visibility of police in neighborhoods



2012 City of Pueblo Community Survey

Shading reflects the mean rating for all respondents
by CBG (merged as needed)

LEGEND

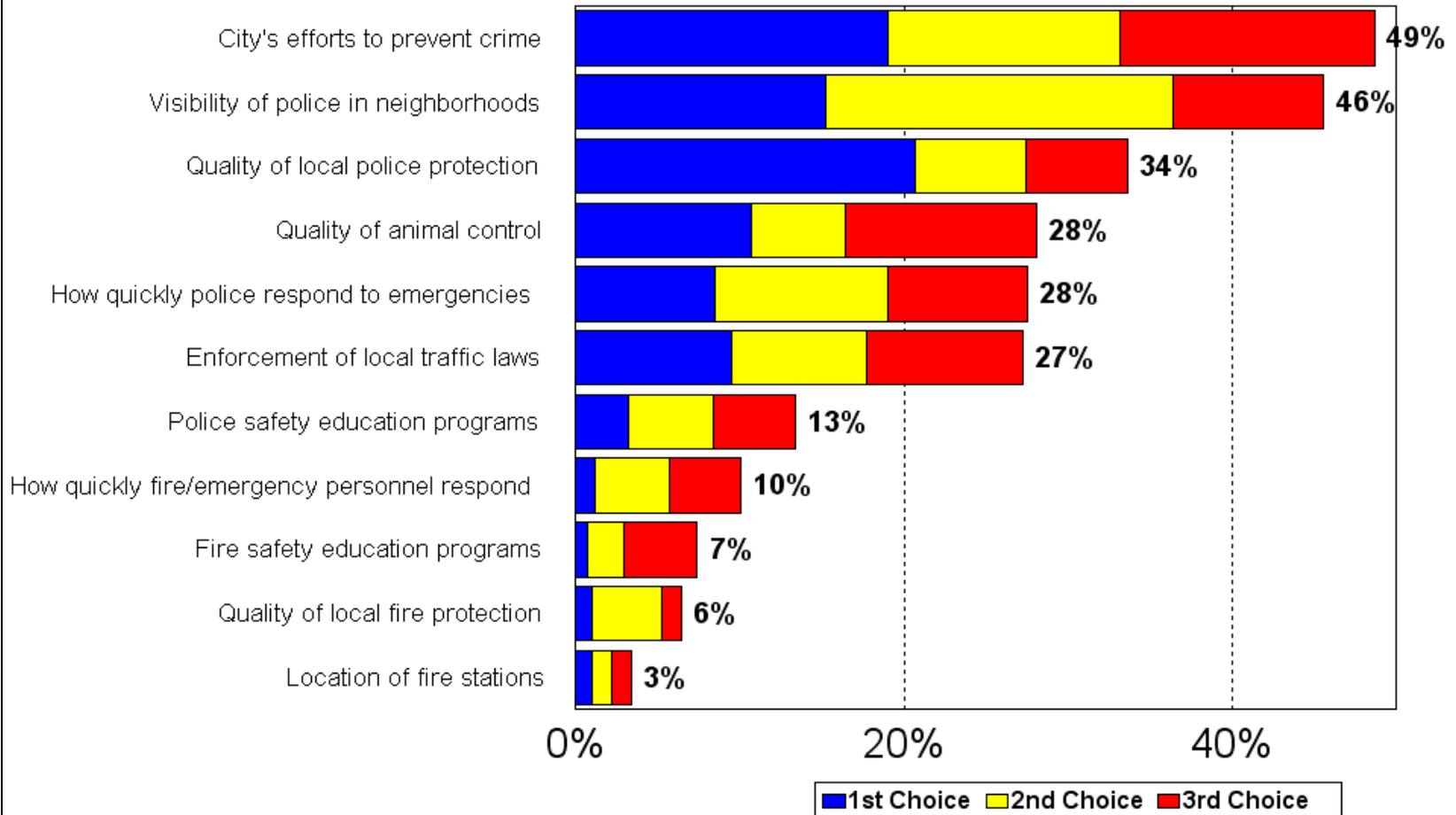
Mean rating
on a 5-point scale, where:

-  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
-  Other (no responses)



Q5. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

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



Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

Importance-Satisfaction Rating

City of Pueblo, CO

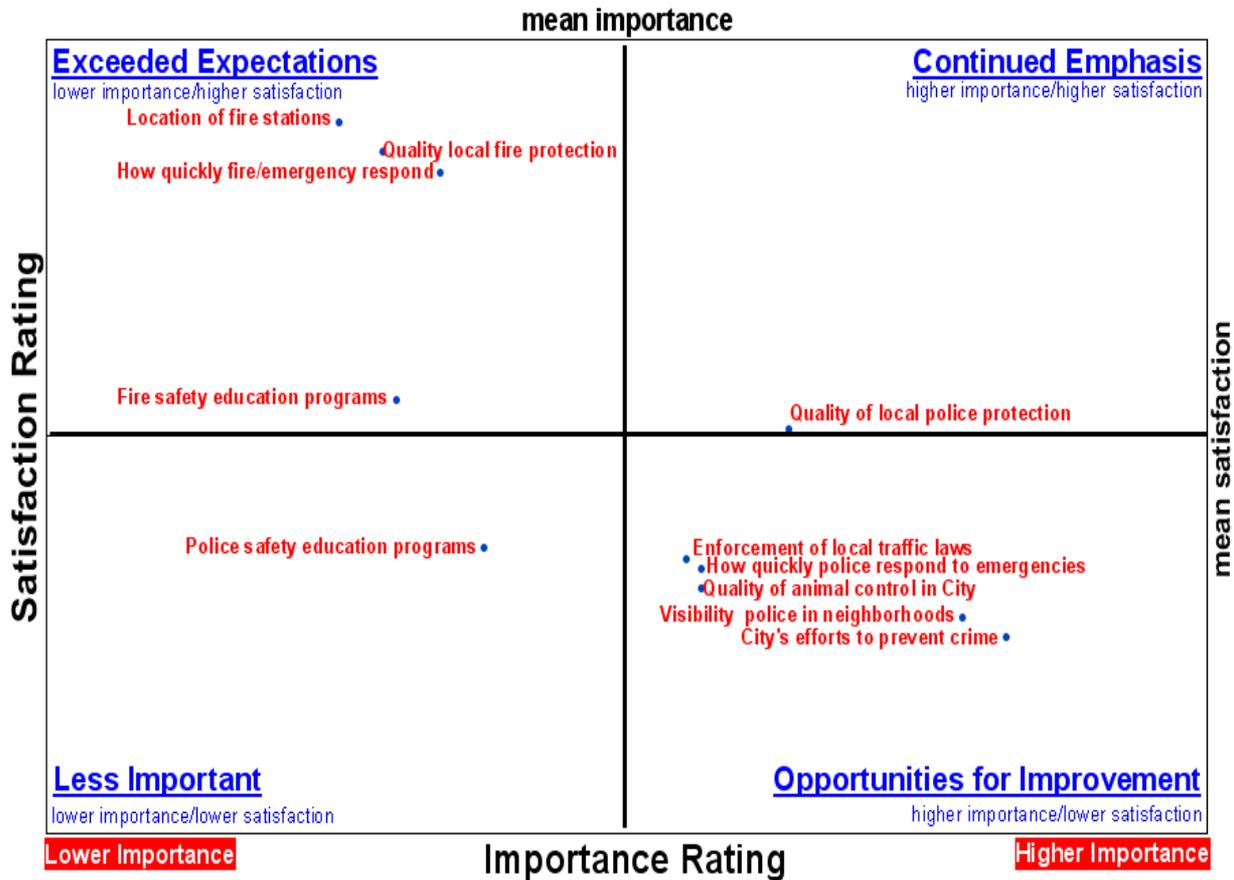
Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
City's efforts to prevent crime	49%	1	33%	11	0.3283	1
Visibility of police in neighborhoods	46%	2	35%	10	0.2990	2
<u>High Priority (IS 0.10 - 0.2)</u>						
Quality of animal control	28%	4	38%	9	0.1736	3
How quickly police respond to emergencies	28%	5	40%	8	0.1680	4
Enforcement of local traffic laws	27%	6	41%	7	0.1593	5
Quality of local police protection	34%	3	54%	5	0.1564	6
<u>Medium Priority (IS < .10)</u>						
Police safety education programs	13%	7	42%	6	0.0754	7
Fire safety education programs	7%	9	57%	4	0.0301	8
How quickly fire/emergency personnel respond	10%	8	80%	3	0.0200	9
Quality of local fire protection	6%	10	82%	2	0.0108	10
Location of fire stations	3%	11	85%	1	0.0045	11

2012 City of Pueblo DirectionFinder Importance-Satisfaction Assessment Matrix

- Public Safety -

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

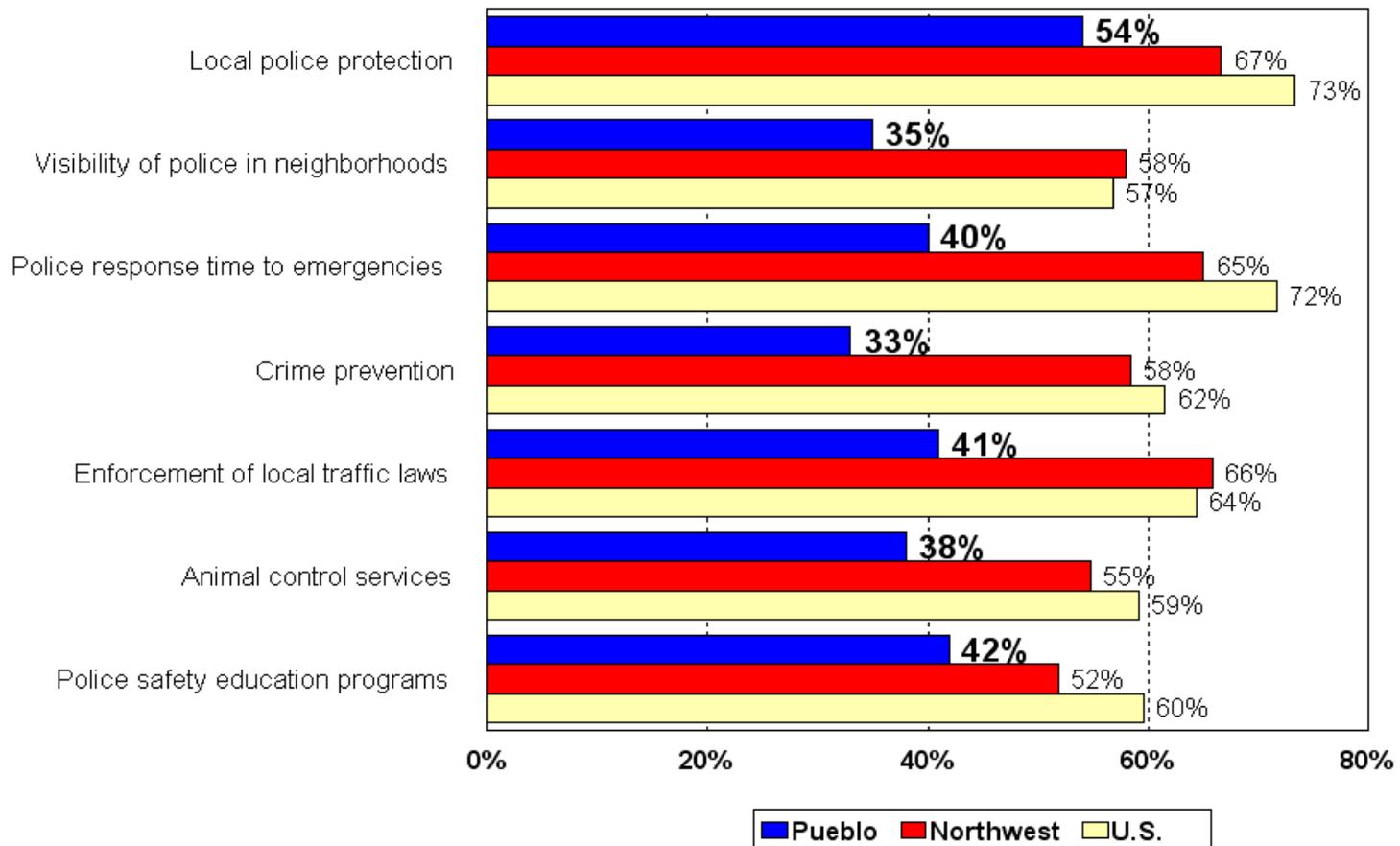


Source: ETC Institute (2012)

Overall Satisfaction with Police Services

Pueblo vs. Northwest vs. the U.S

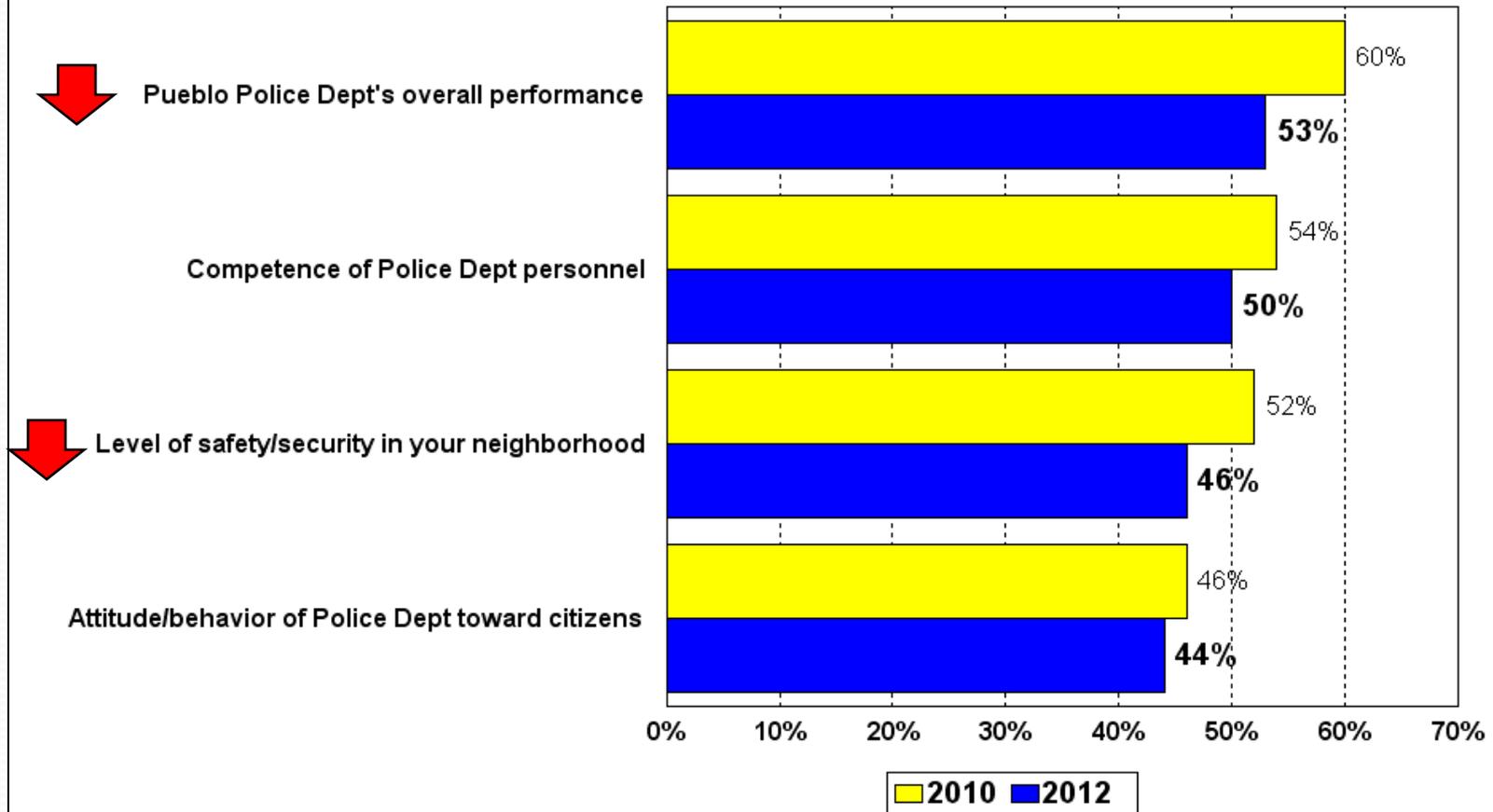
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

Q6. Satisfaction with Various Aspects of the Police Department 2010 vs. 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

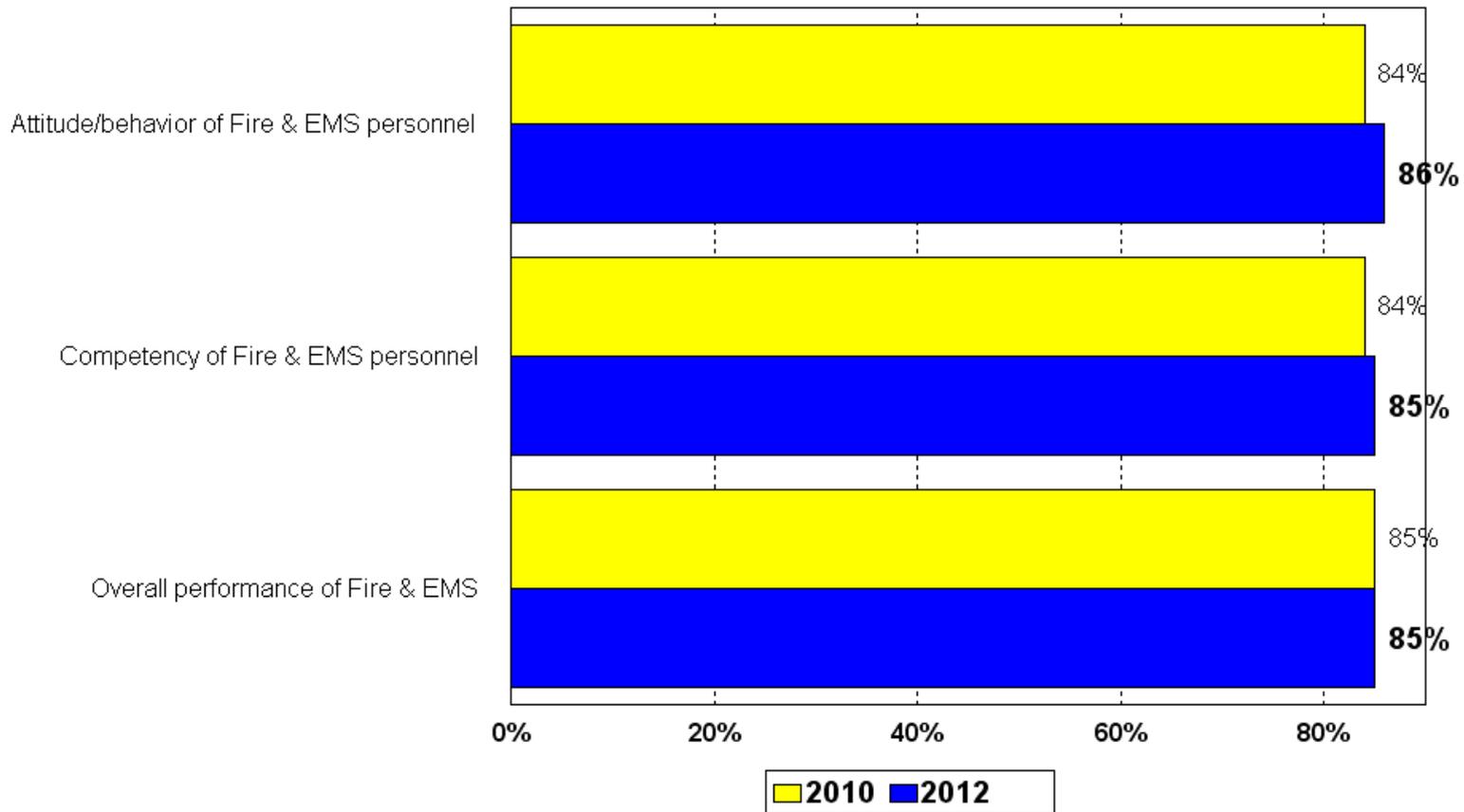


Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

Trends

Q7. Satisfaction with Various Aspects of Fire and Emergency Medical Services: 2010 vs. 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

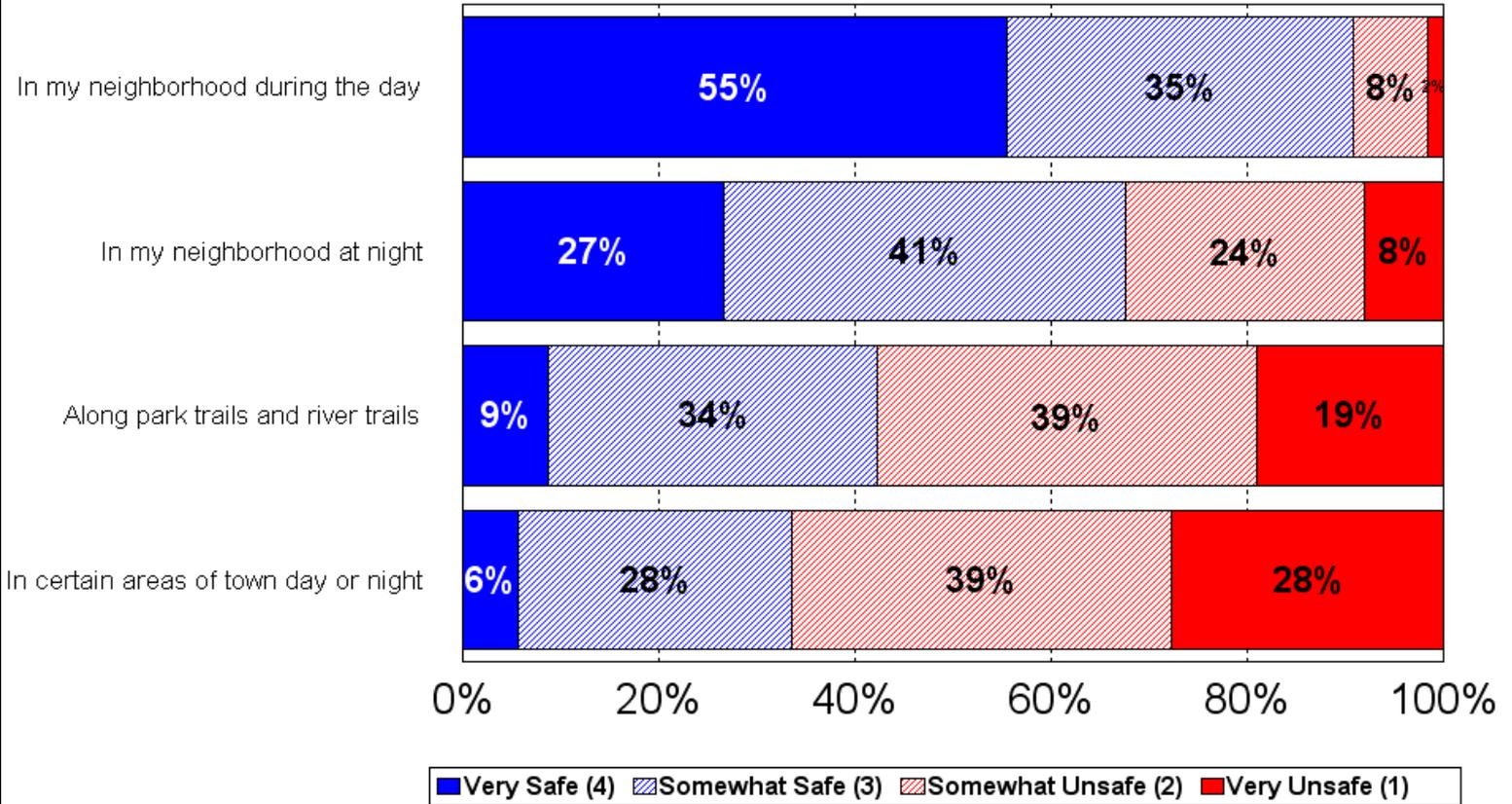


Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

Trends

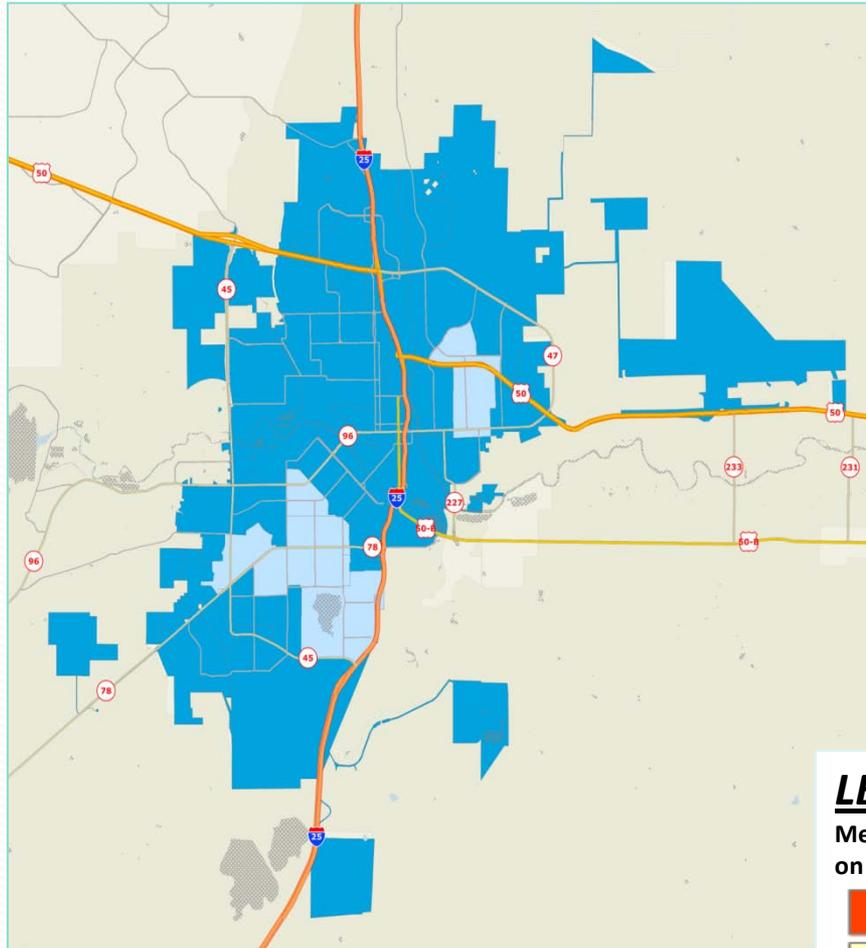
Q8. How Safe Do You Feel:

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute Direction Finder (2012 - City of Pueblo, CO)

Q8a. In your neighborhood during the day



2012 City of Pueblo Community Survey
Shading reflects the mean rating for all respondents
by CBG (merged as needed)

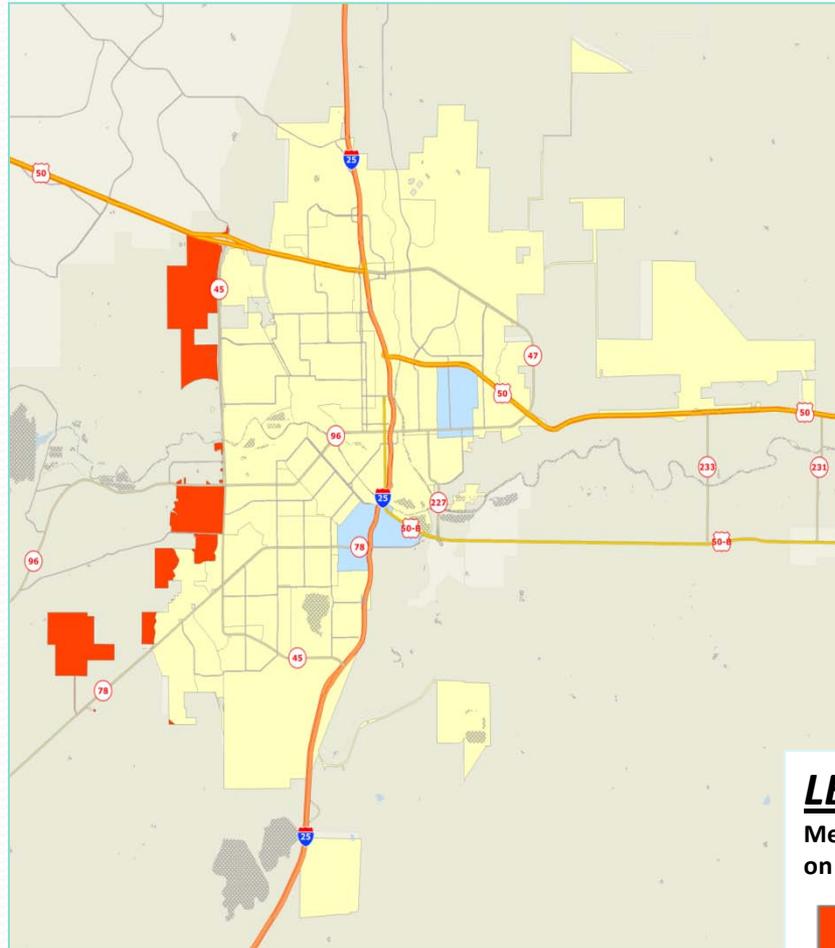
LEGEND

Mean rating
on a 4-point scale, where:

-  1.0-1.75 Very Unsafe
-  1.75-2.5 Somewhat Unsafe
-  2.5-3.35 Somewhat Safe
-  3.25-4.0 Very Safe
-  Other (no responses)



Q8c. In certain areas of town day or night



2012 City of Pueblo Community Survey
Shading reflects the mean rating for all respondents
by CBG (merged as needed)0

LEGEND

Mean rating
on a 4-point scale, where:

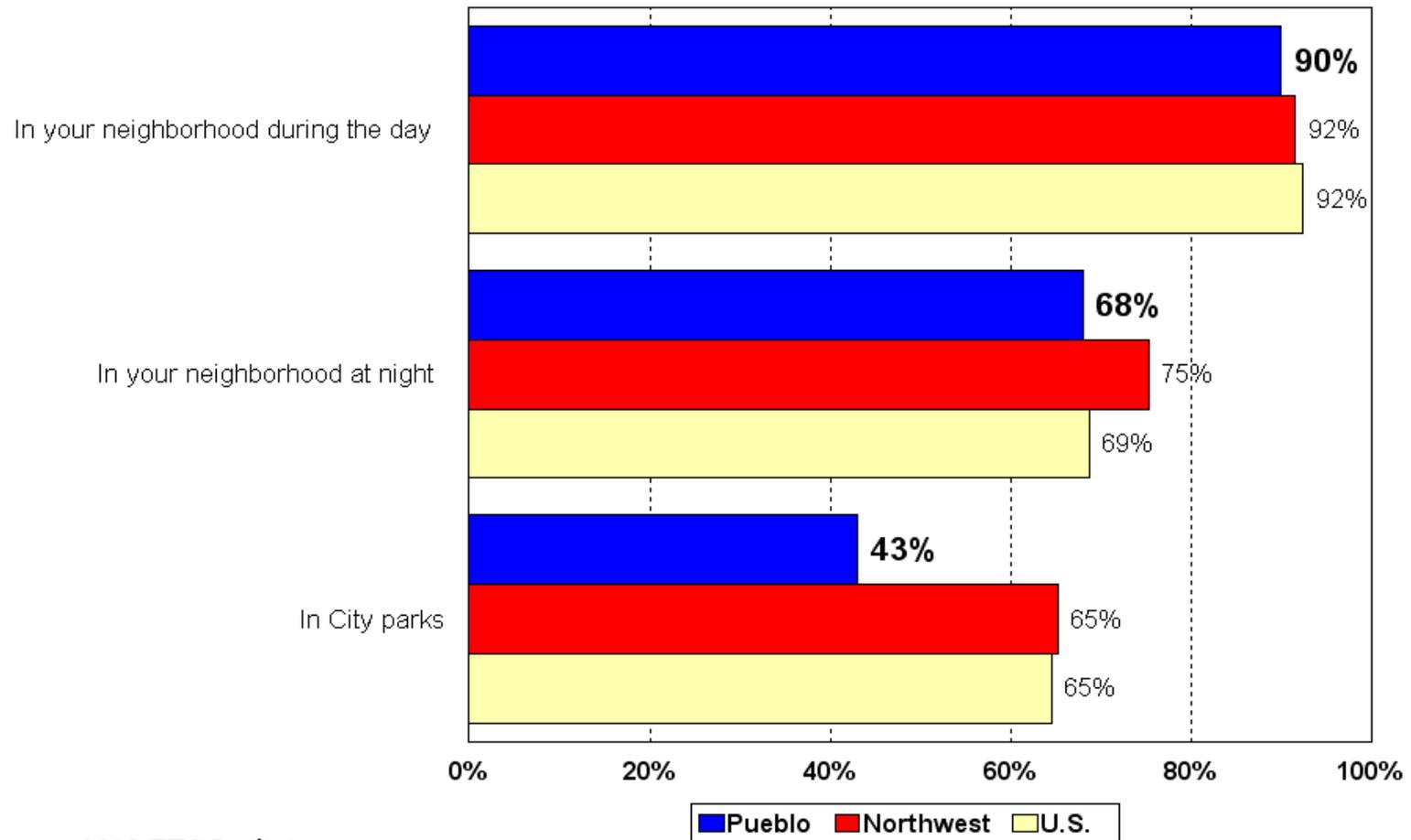
-  1.0-1.75 Very Unsafe
-  1.75-2.5 Somewhat Unsafe
-  2.5-3.35 Somewhat Safe
-  3.25-4.0 Very Safe
-  Other (no responses)



How Safe Residents Feel in Their Community

Pueblo vs. Northwest vs. the U.S

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



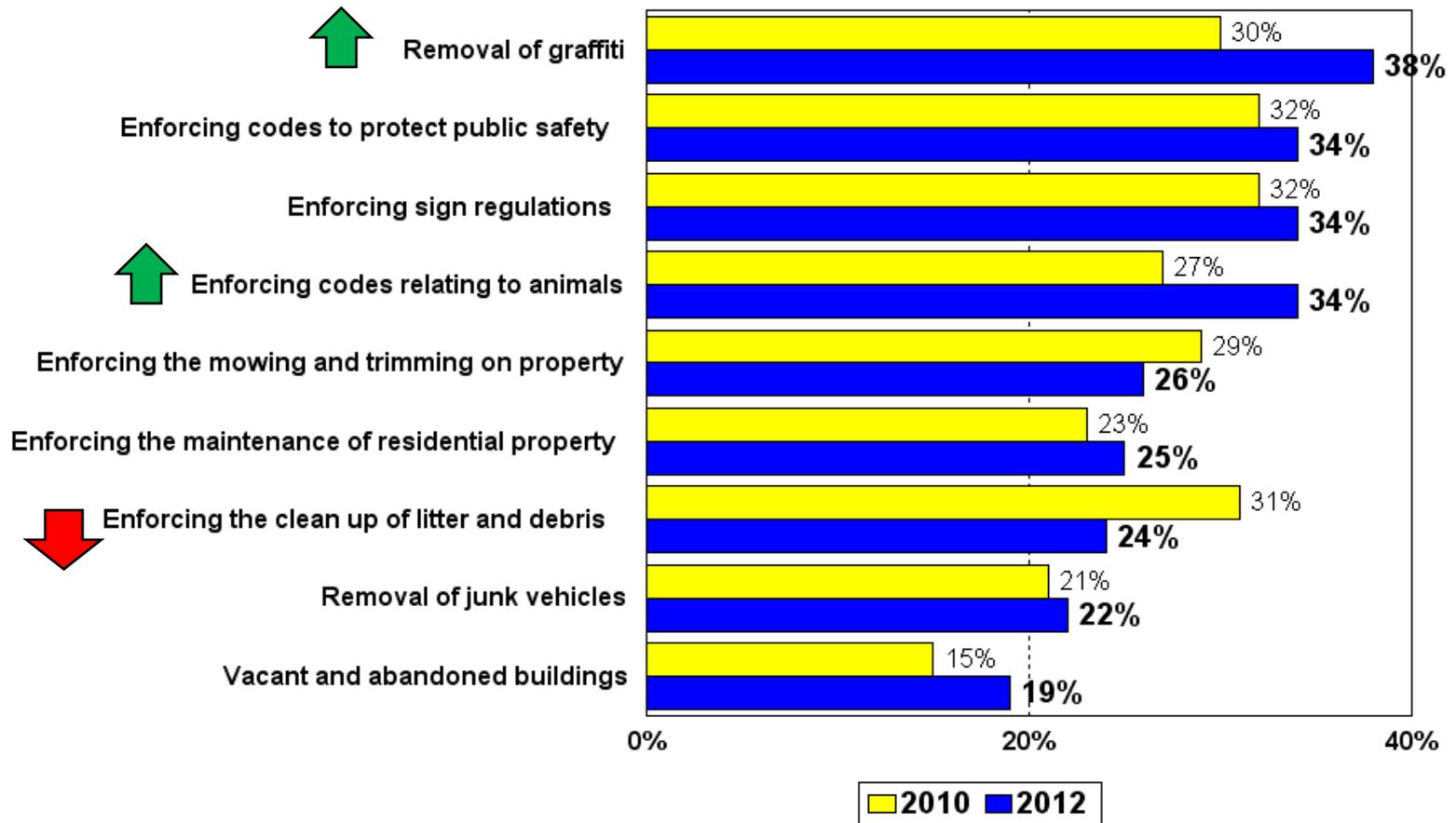
Source: 2012 ETC Institute



CITY CODES AND
ORDINANCES

Q10. Satisfaction with the Enforcement of City Codes and Ordinances: 2010 vs. 2012

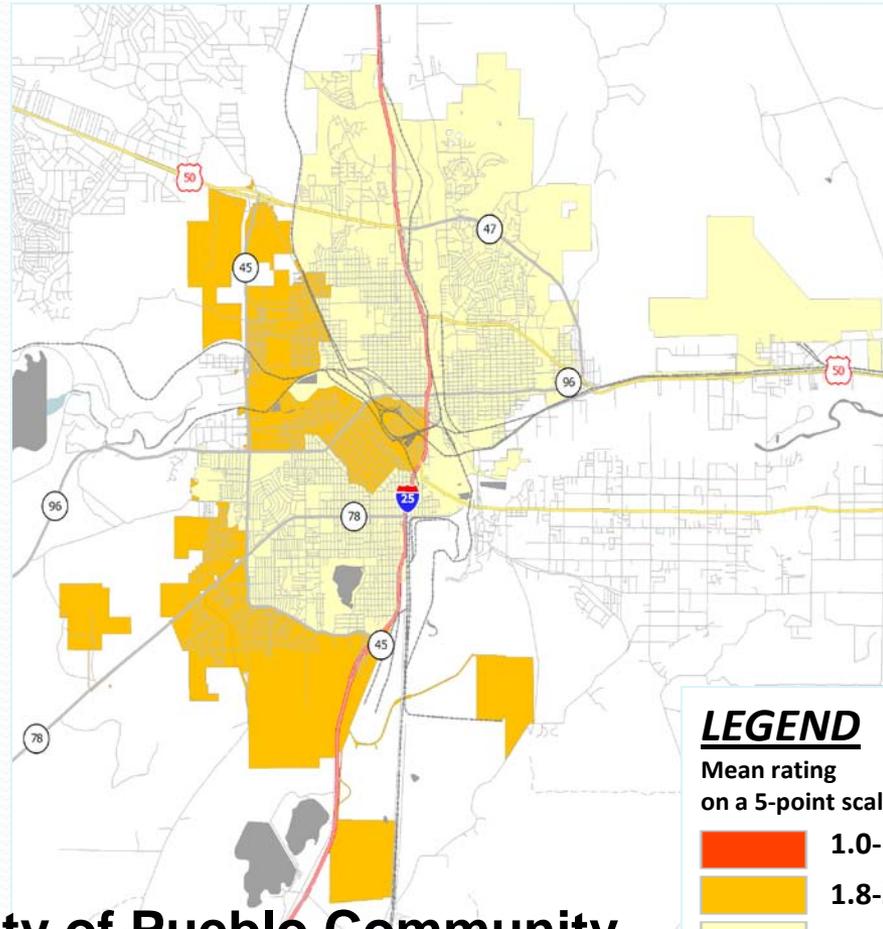
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute Direction Finder (2012 - City of Pueblo, CO)

Q12e Removal of graffiti.

**FROM
2010**

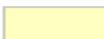
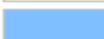


2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.
*Selected CBGs were merged based on respondent distribution

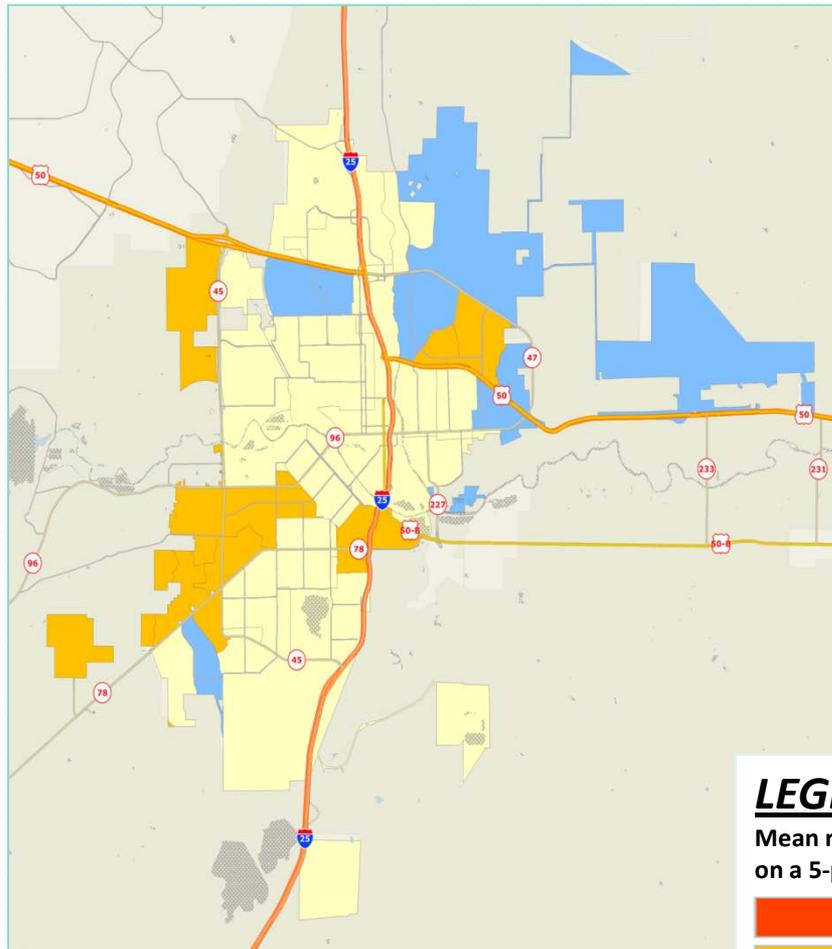
LEGEND

Mean rating
on a 5-point scale, where:

- | | |
|---|------------------------------|
|  | 1.0-1.8 Not Satisfied at All |
|  | 1.8-2.6 Dissatisfied |
|  | 2.6-3.4 Neutral |
|  | 3.4-4.2 Satisfied |
|  | 4.2-5.0 Very Satisfied |
|  | Other (no responses) |



Q10e. Removal of graffiti



**FROM
2012**

2012 City of Pueblo Community Survey
Shading reflects the mean rating for all respondents
by CBG (merged as needed)

LEGEND

Mean rating
on a 5-point scale, where:

-  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
-  Other (no responses)

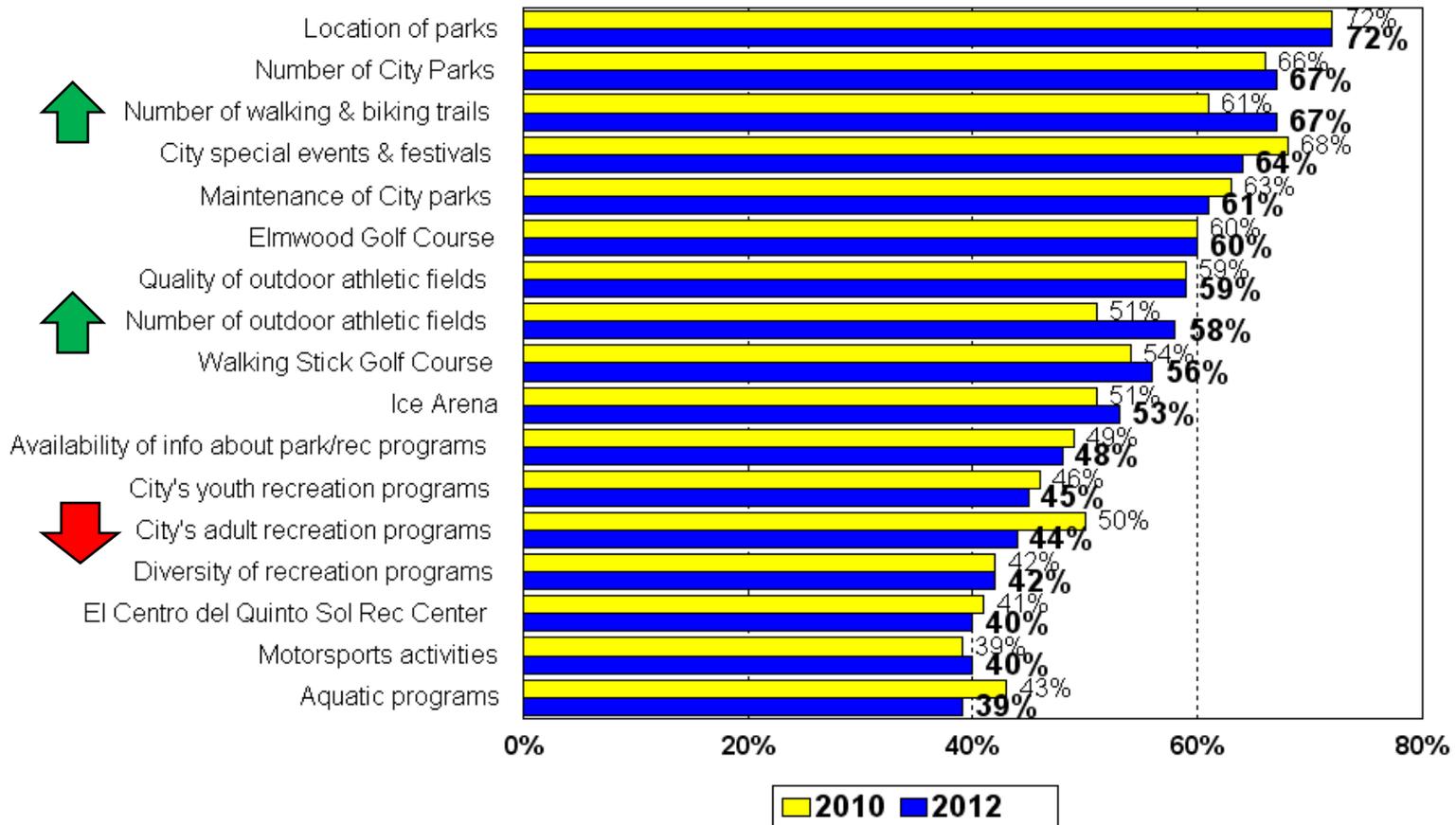




PARKS AND RECREATION

Q11. Satisfaction with Various Aspects of Parks and Recreation: 2010 vs. 2012

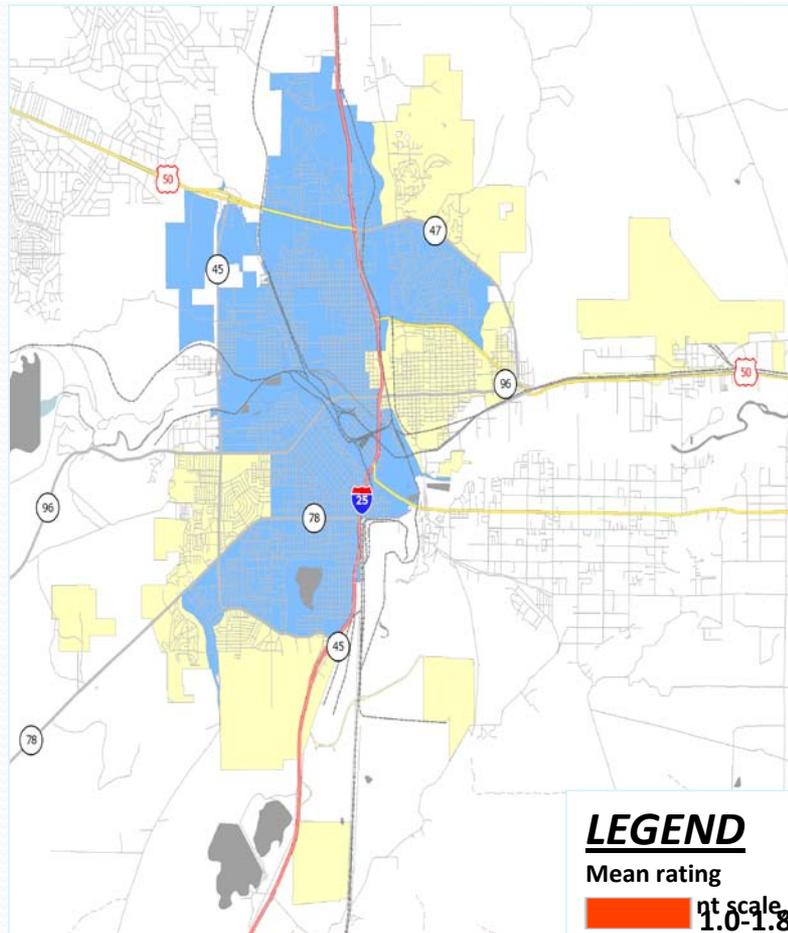
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

Q13c Number of walking and biking trails.

**FROM
2010**



2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.
*Selected CBGs were merged based on respondent distribution

LEGEND

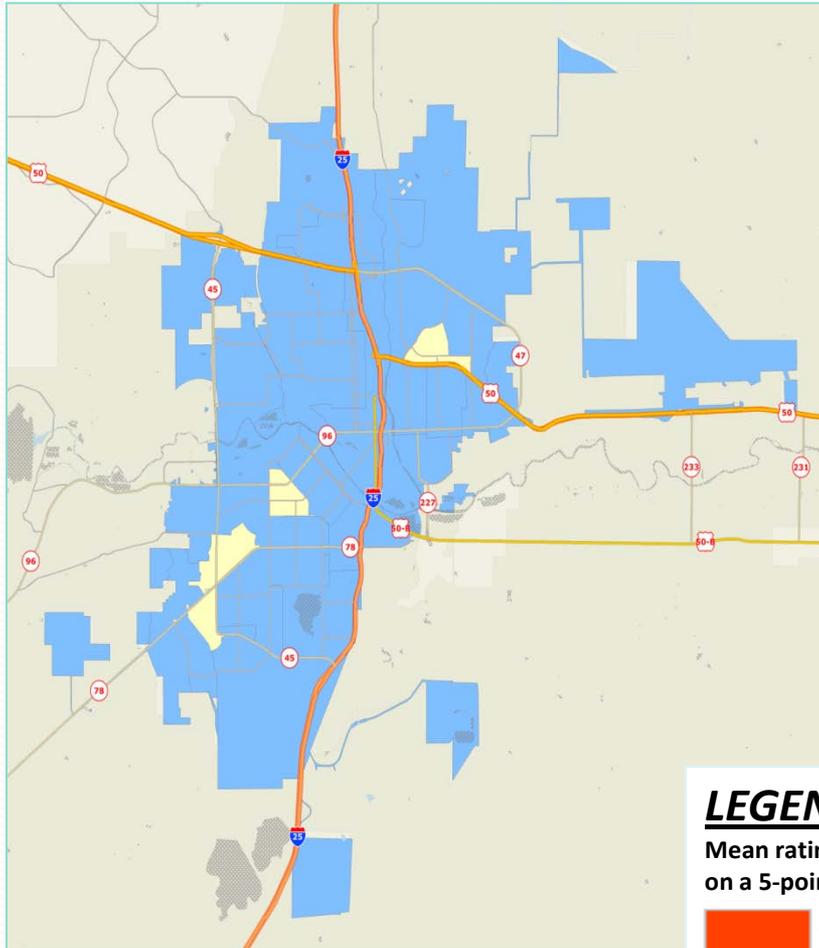
Mean rating

-  1.0-1.8 Not Satisfied at All
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



Q11c. Number of walking and biking trails

**FROM
2012**

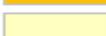
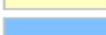


2012 City of Pueblo Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND

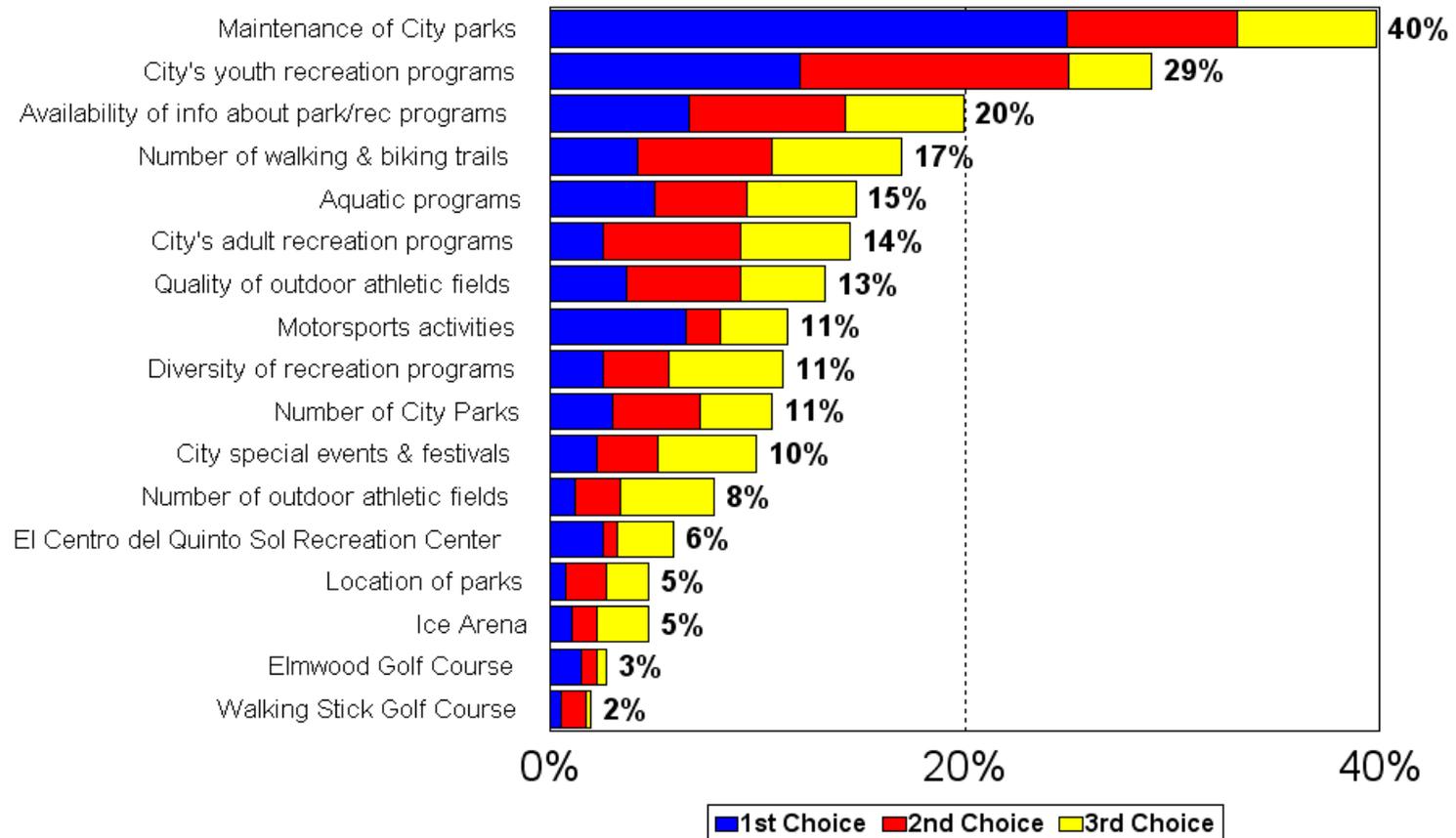
Mean rating
on a 5-point scale, where:

-  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
-  Other (no responses)



Q12. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

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



Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

Importance-Satisfaction Rating

City of Pueblo, CO

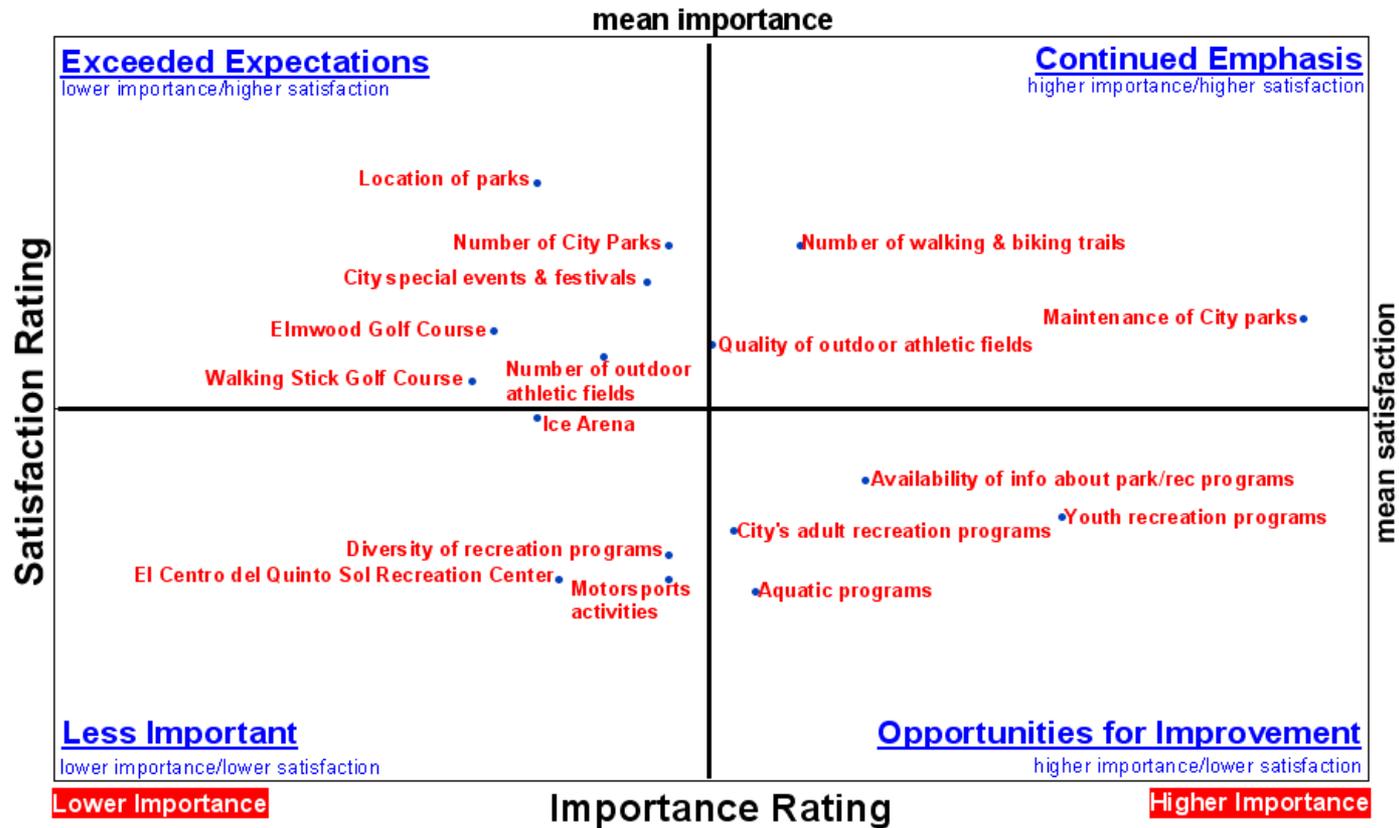
PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS .10 - .20)</u>						
City's youth recreation programs	29%	2	45%	12	0.1595	1
Maintenance of City parks	40%	1	61%	5	0.1560	2
Availability of info about park/rec programs	20%	3	48%	11	0.1040	3
<u>Medium Priority (IS <.10)</u>						
Aquatic programs	15%	5	39%	17	0.0915	4
City's adult recreation programs	14%	6	44%	13	0.0784	5
Motorsports activities	11%	8	40%	16	0.0660	6
Diversity of recreation programs	11%	9	42%	14	0.0638	7
Number of walking & biking trails	17%	4	67%	3	0.0561	8
Quality of outdoor athletic fields	13%	7	59%	7	0.0533	9
Number of City Parks	11%	10	67%	2	0.0363	10
City special events & festivals	10%	11	64%	4	0.0360	11
El Centro del Quinto Sol Recreation Center	6%	13	40%	15	0.0360	12
Number of outdoor athletic fields	8%	12	58%	8	0.0336	13
Ice Arena	5%	15	53%	10	0.0235	14
Location of parks	5%	14	72%	1	0.0140	15
Elmwood Golf Course	3%	16	60%	6	0.0120	16
Walking Stick Golf Course	2%	17	56%	9	0.0088	17

2012 City of Pueblo DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

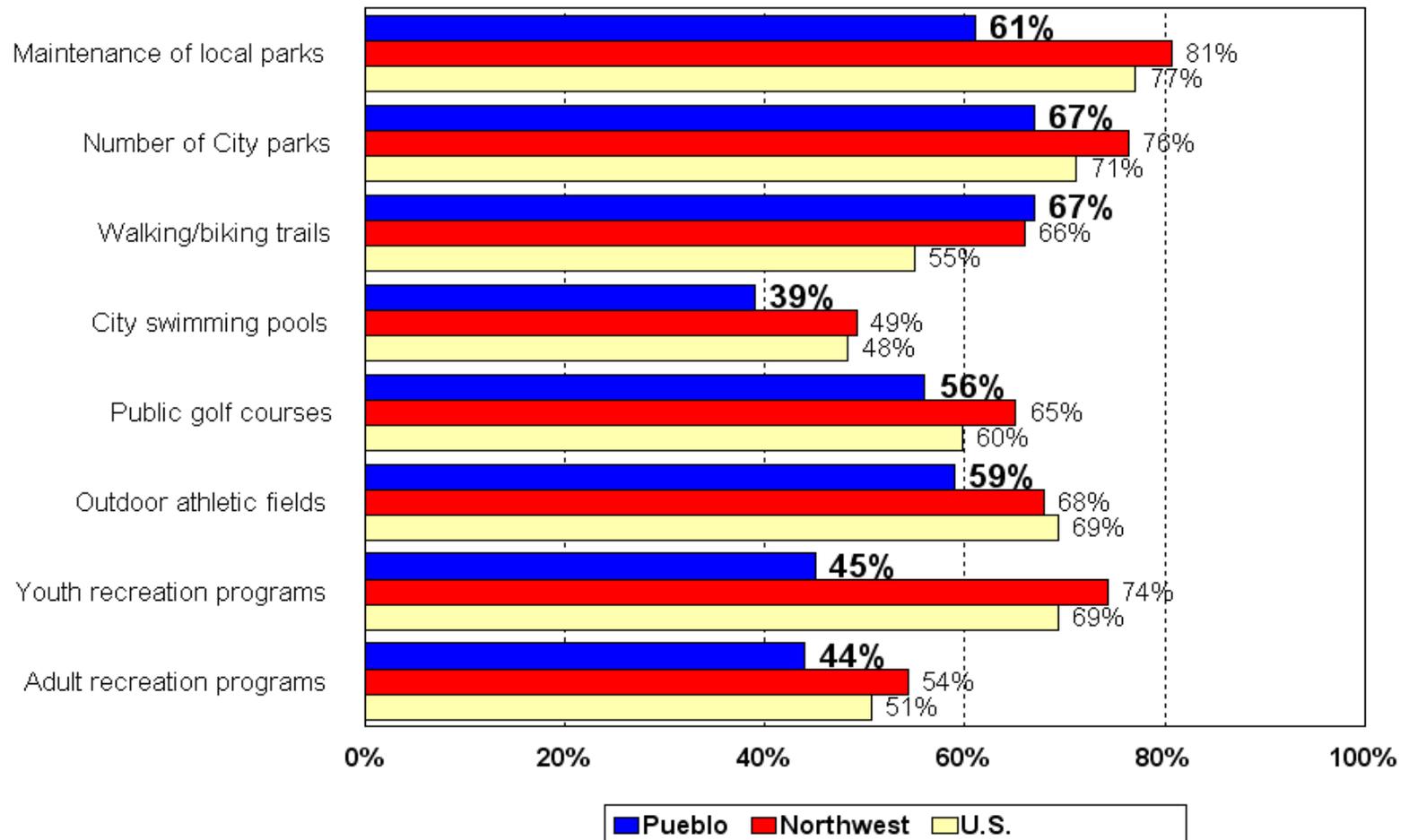
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2012)

Overall Satisfaction with Parks and Recreation Pueblo vs. Northwest 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)



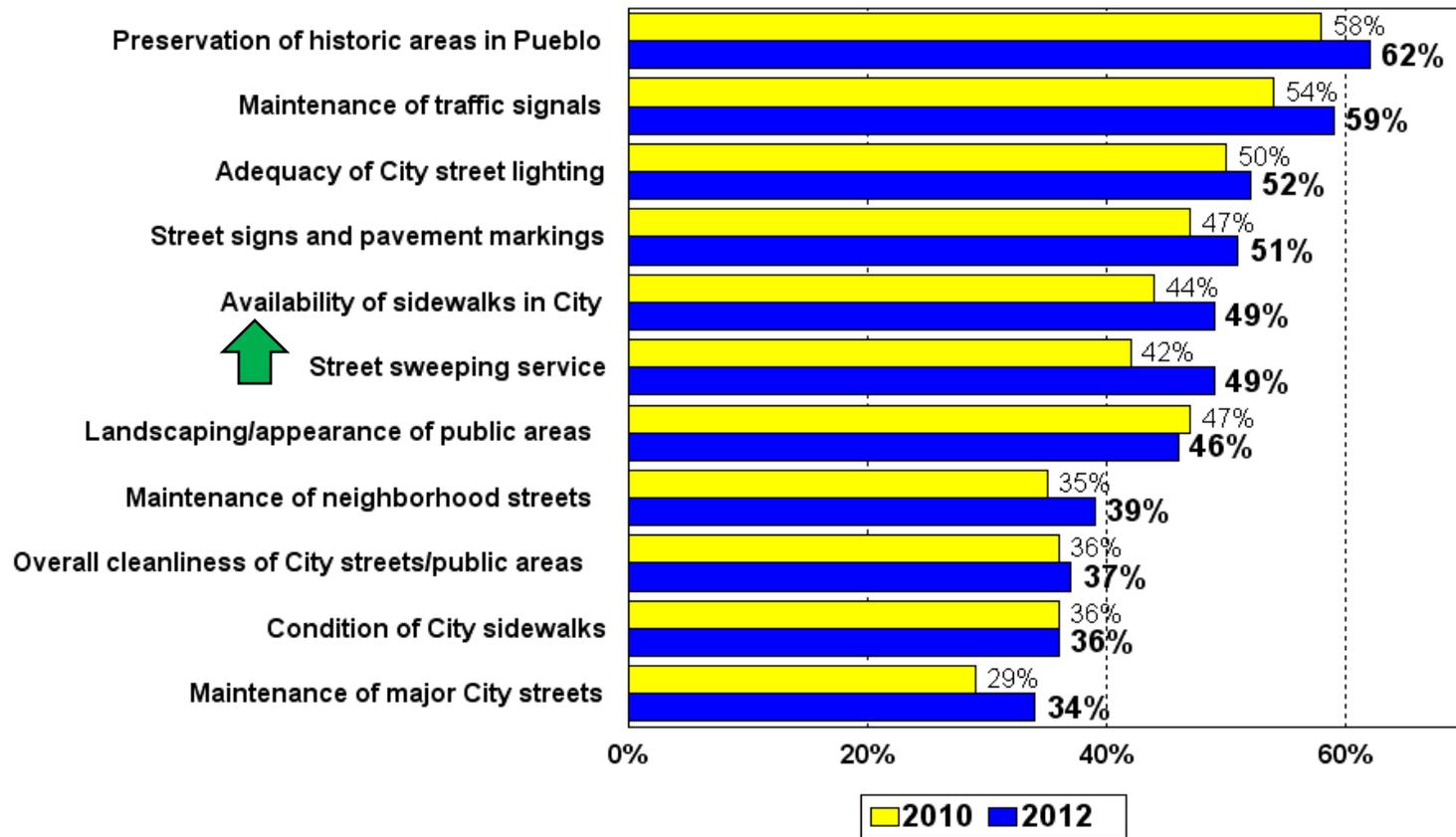
Source: 2012 ETC Institute



MAINTENANCE

Q17. Satisfaction with Various Aspects of City Maintenance/Public Works: 2010 vs. 2012

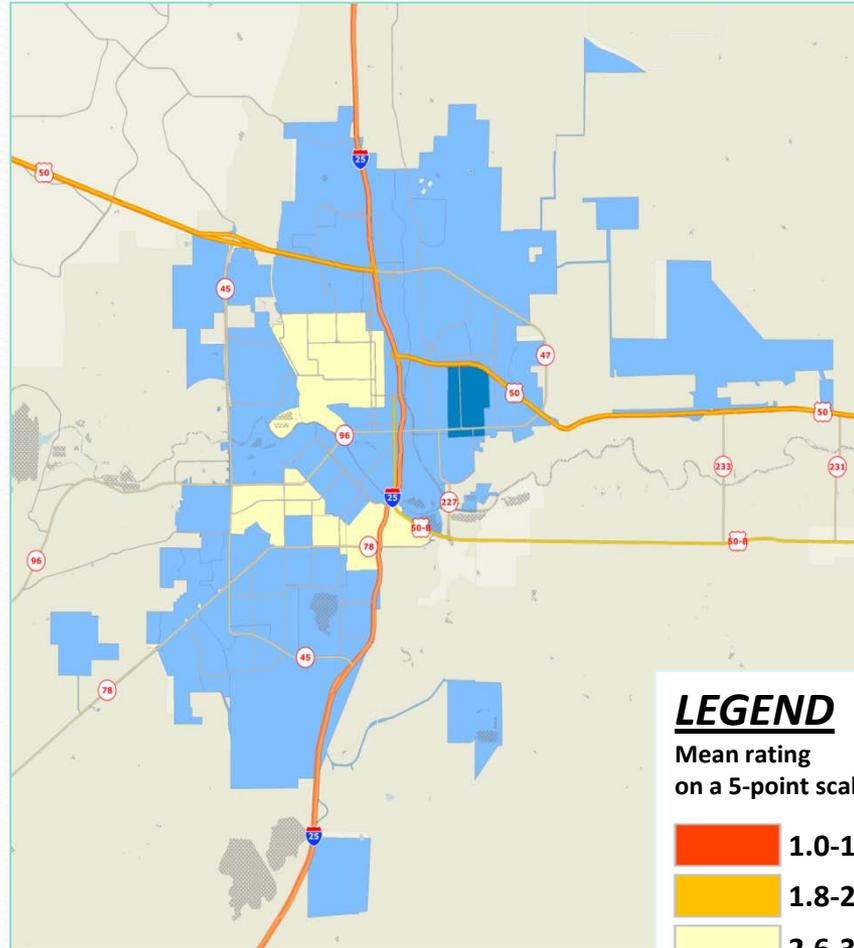
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

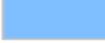
Trends

Q17e. Preservation of historic areas in Pueblo



LEGEND

Mean rating
on a 5-point scale, where:

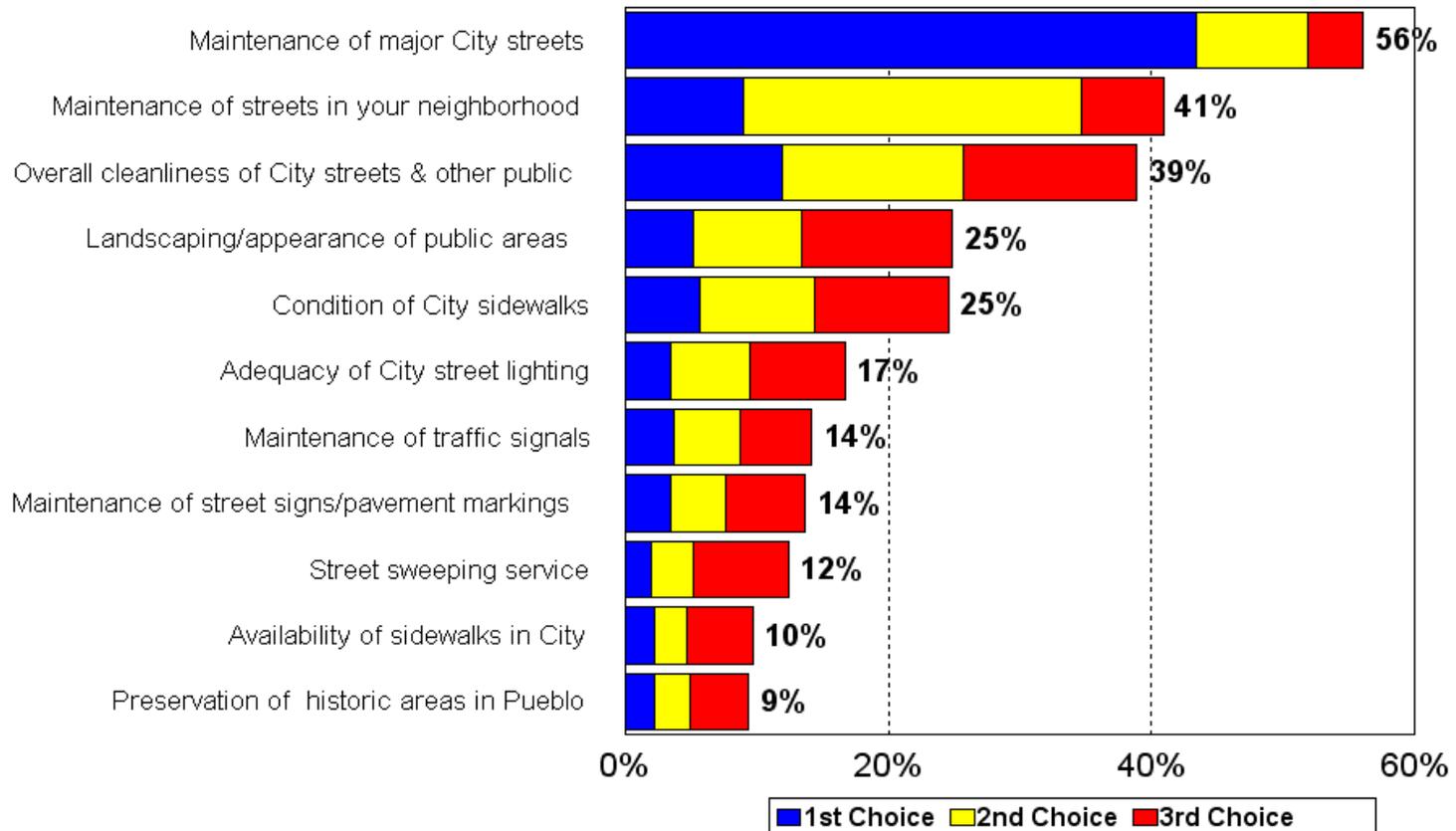
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2012 City of Pueblo Community Survey
Shading reflects the mean rating for all respondents
by CBG (merged as needed)

Q18. City Maintenance/Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

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



Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

Importance-Satisfaction Rating

City of Pueblo, CO

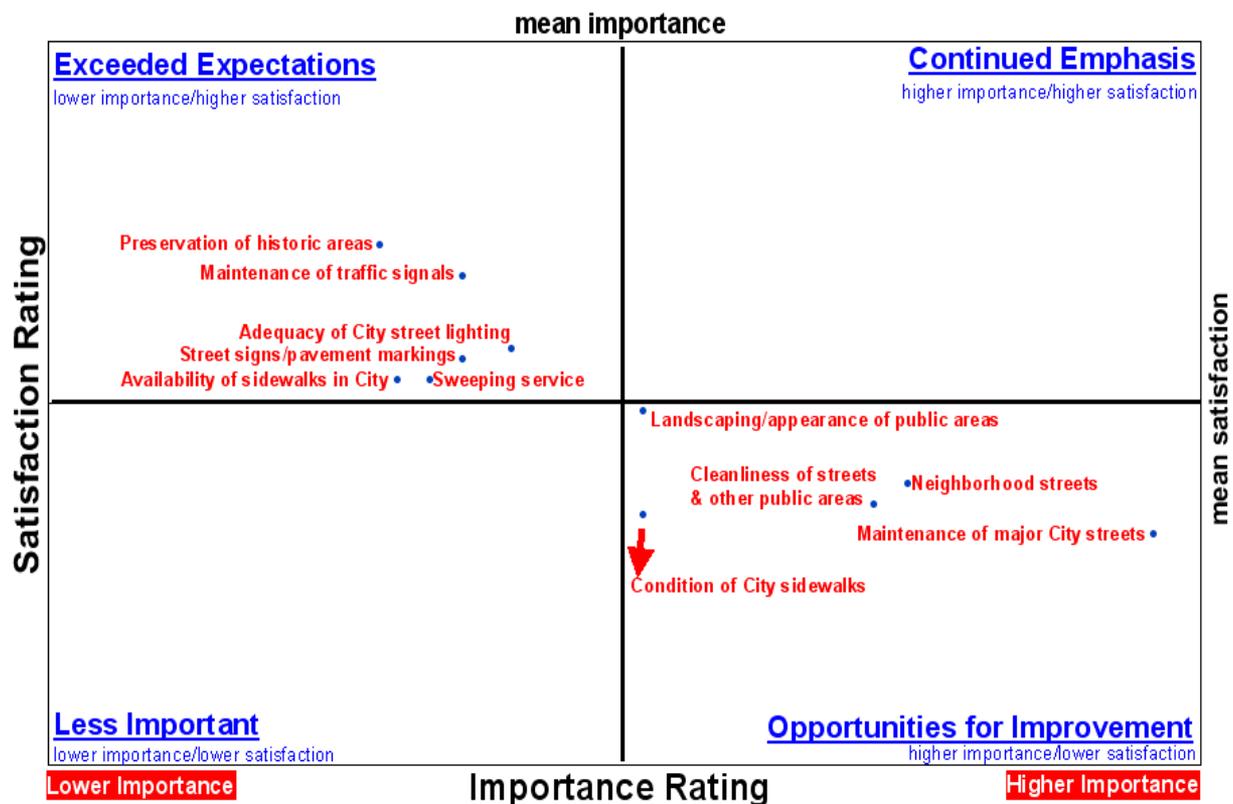
Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Maintenance of major City streets	56%	1	34%	11	0.3696	1
Maintenance of streets in your neighborhood	41%	2	39%	8	0.2501	2
Overall cleanliness of City streets & other public areas	39%	3	37%	9	0.2457	3
<u>High Priority (IS 0.10 - 0.20)</u>						
Condition of City sidewalks	25%	5	36%	10	0.1600	4
Landscaping/appearance of public areas	25%	4	46%	7	0.1350	5
<u>Medium Priority (IS < .10)</u>						
Adequacy of City street lighting	17%	6	52%	3	0.0816	6
Maintenance of street signs/pavement markings	14%	8	51%	4	0.0686	7
Street sweeping service	12%	9	49%	6	0.0612	8
Maintenance of traffic signals	14%	7	59%	2	0.0574	9
Availability of sidewalks in City	10%	10	49%	5	0.0510	10
Preservation of historic areas in Pueblo	9%	11	62%	1	0.0342	11

2012 City of Pueblo DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

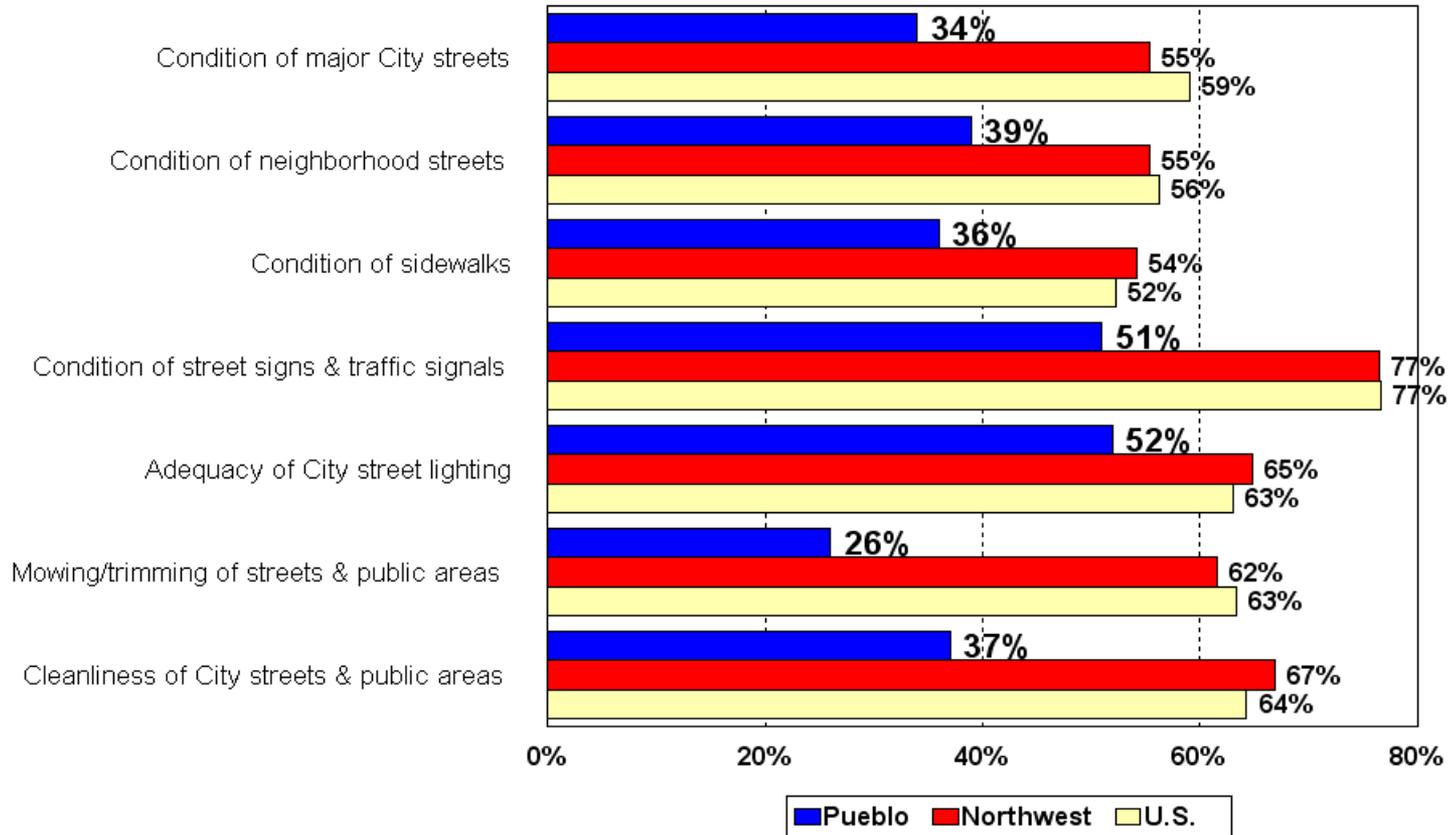
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2012)

Overall Satisfaction with City Maintenance Pueblo vs. Northwest 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)



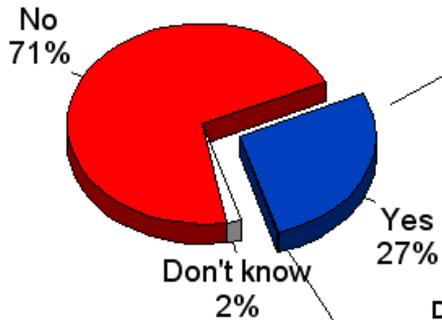
Source: 2012 ETC Institute



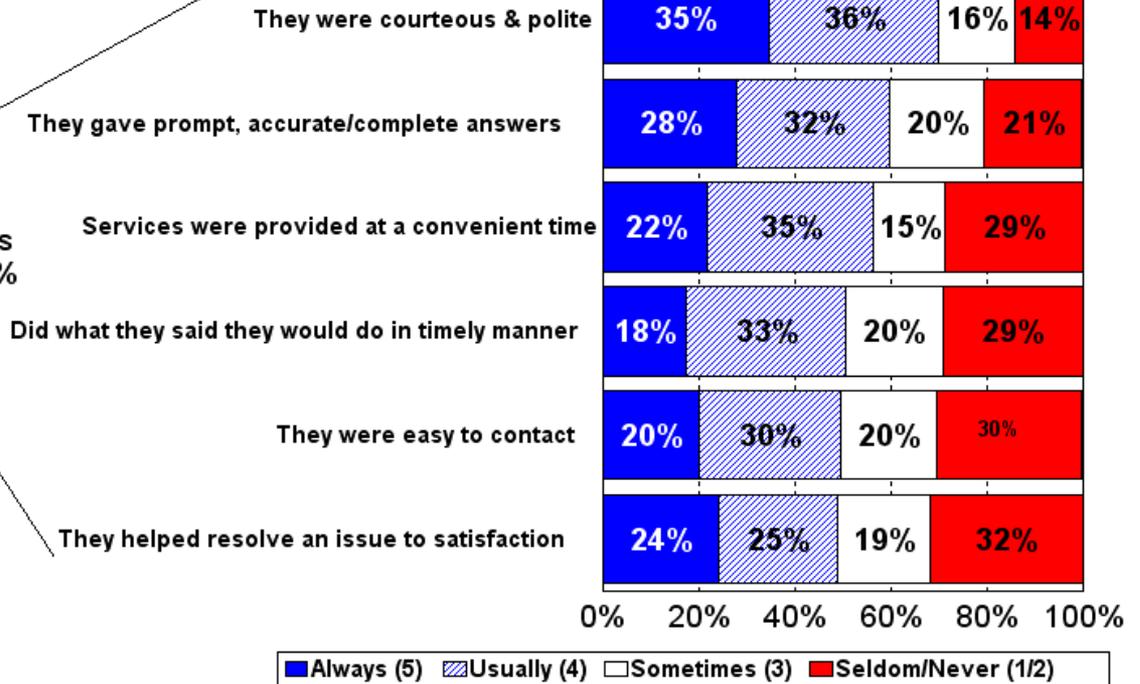
CUSTOMER SERVICE

Q19. Have you contacted the City during the past year?

by percentage of respondents



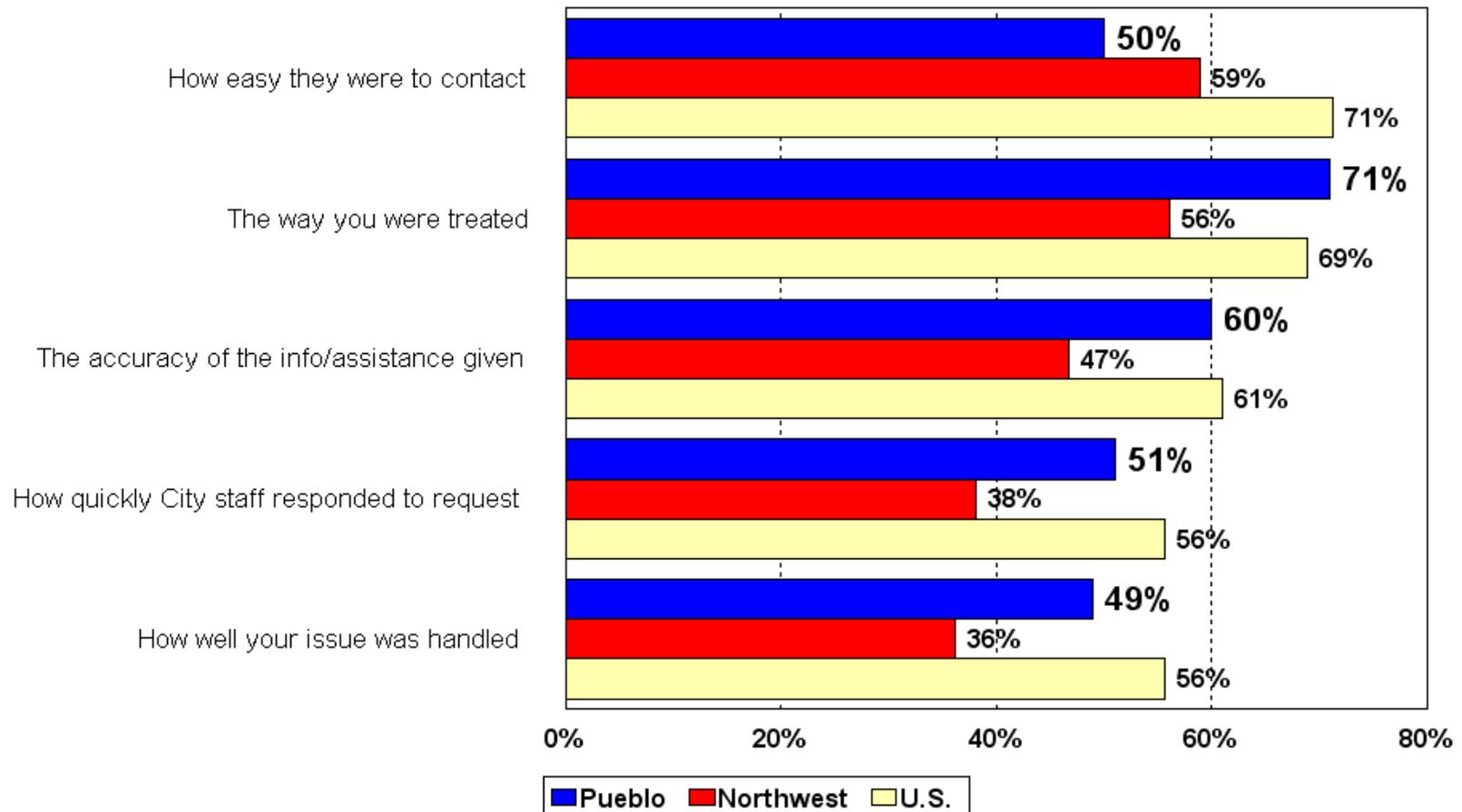
If Yes, Rate Your Satisfaction with City Employees on the Following Behaviors Excluding "don't Know"



Source: ETC Institute Direction Finder (2012 - City of Pueblo, CO)

Overall Satisfaction with Customer Service Pueblo vs. Northwest 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)

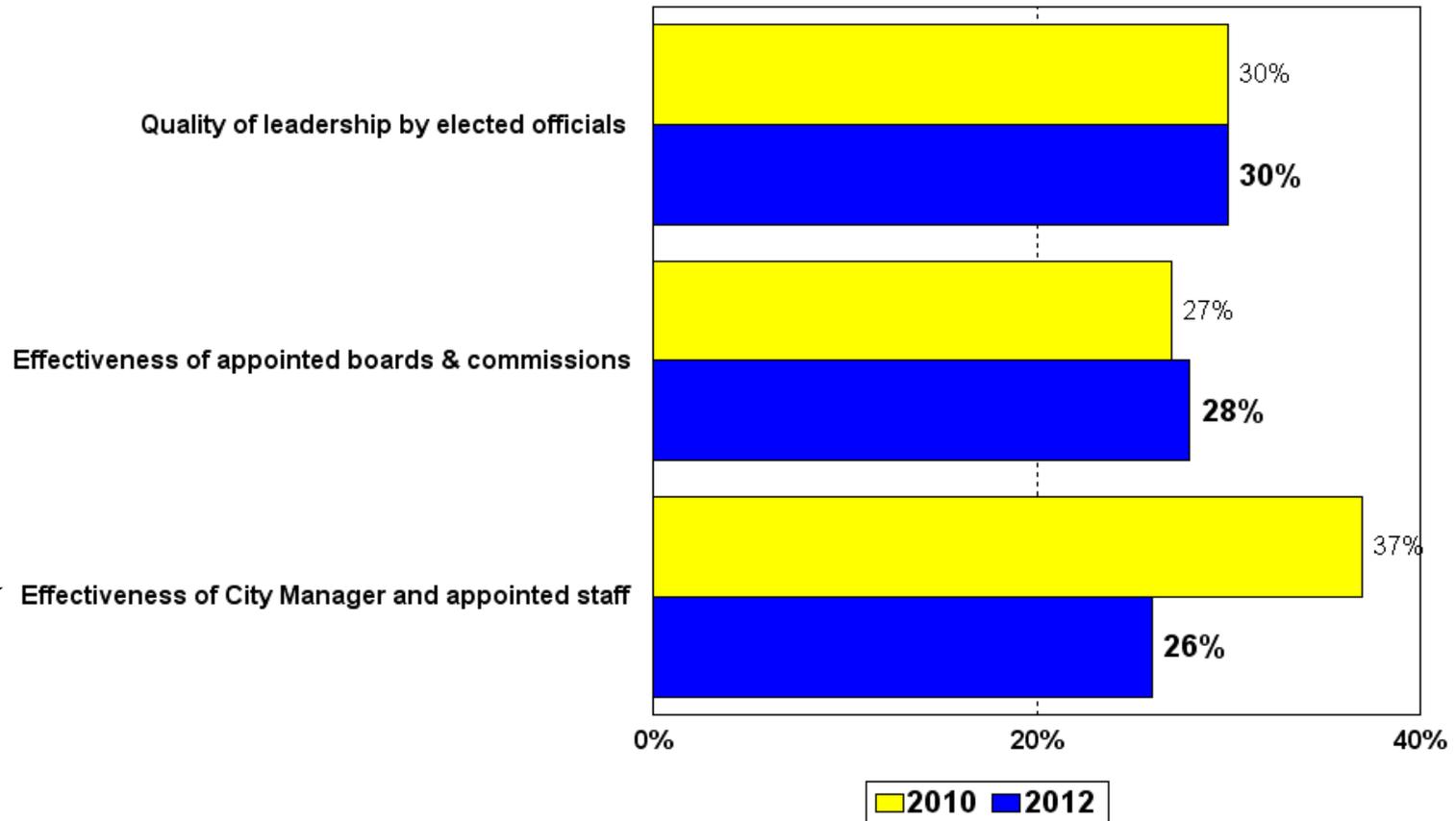




OTHER

Q29. Satisfaction with Various Aspects of City Leadership: 2010 vs. 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

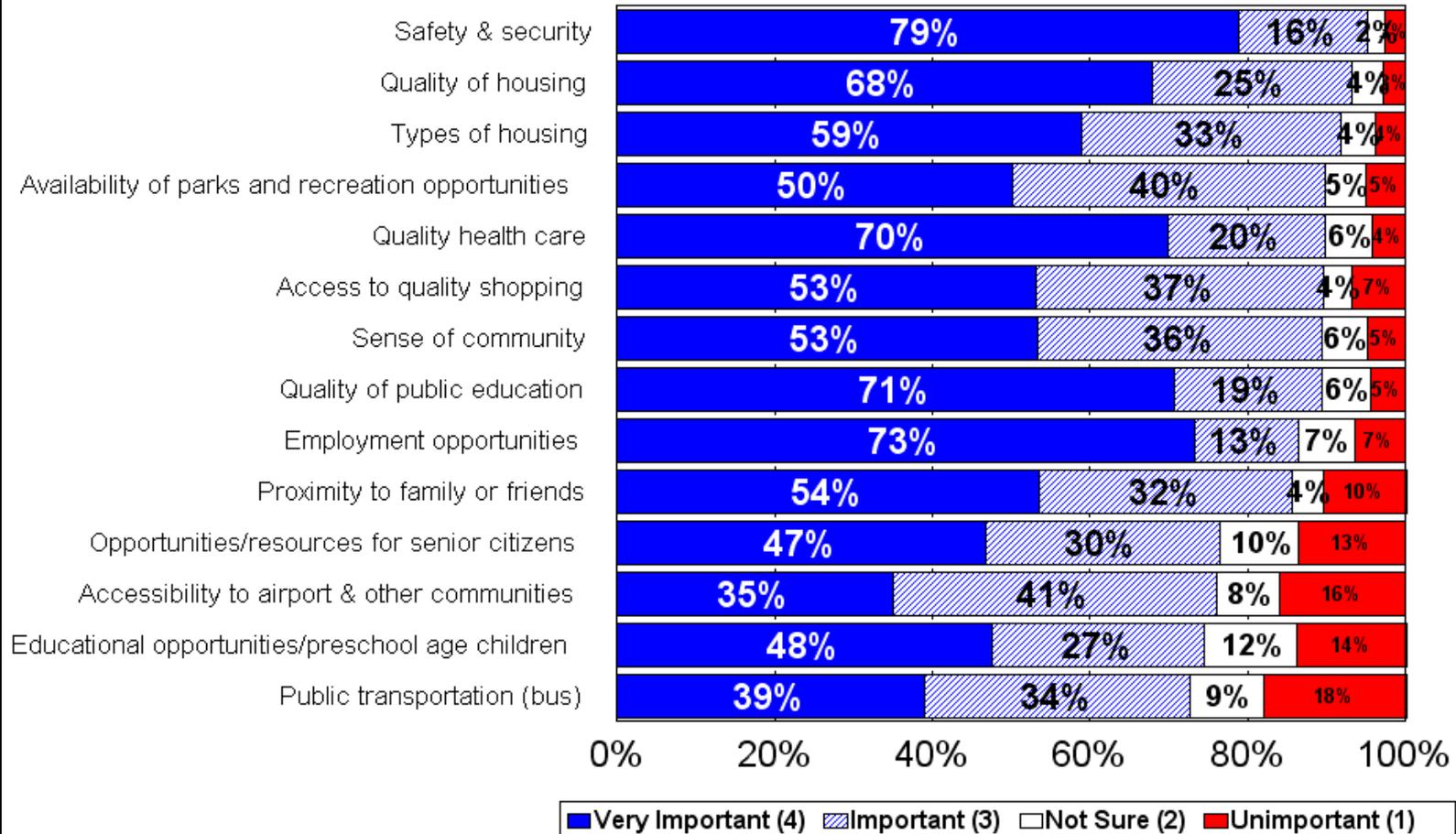


Source: ETC Institute Direction Finder (2012 - City of Pueblo, CO)

Trends

Q13. How important was each reason in your decision to live where you live? QUALITY OF LIFE

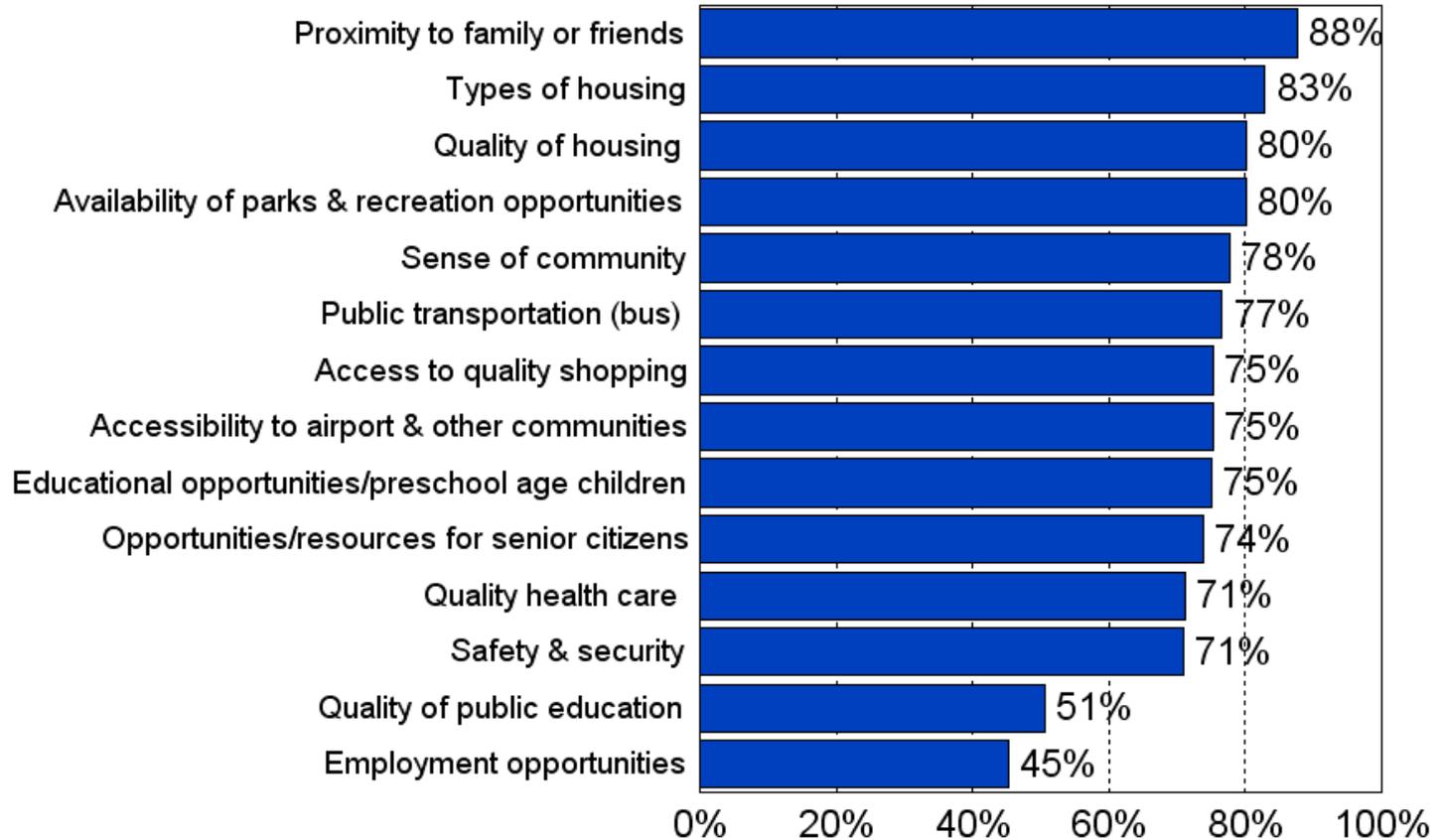
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

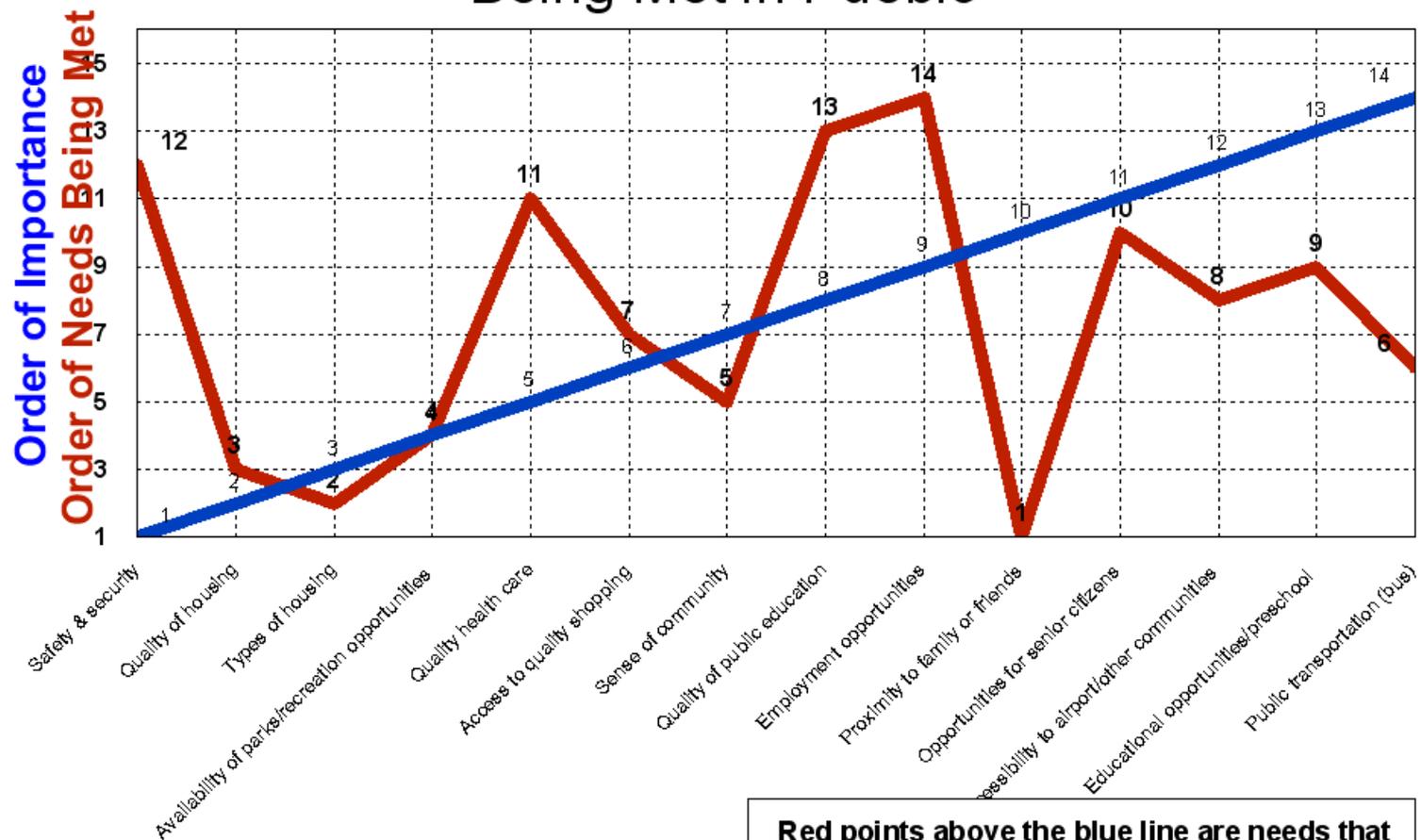
Q13b. Are your needs being met in Pueblo?

by percentage of respondents who responded with "yes" (excluding "No response")



Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

The Importance of Various Reasons for Choosing to Live in Pueblo vs. Needs Being Met in Pueblo

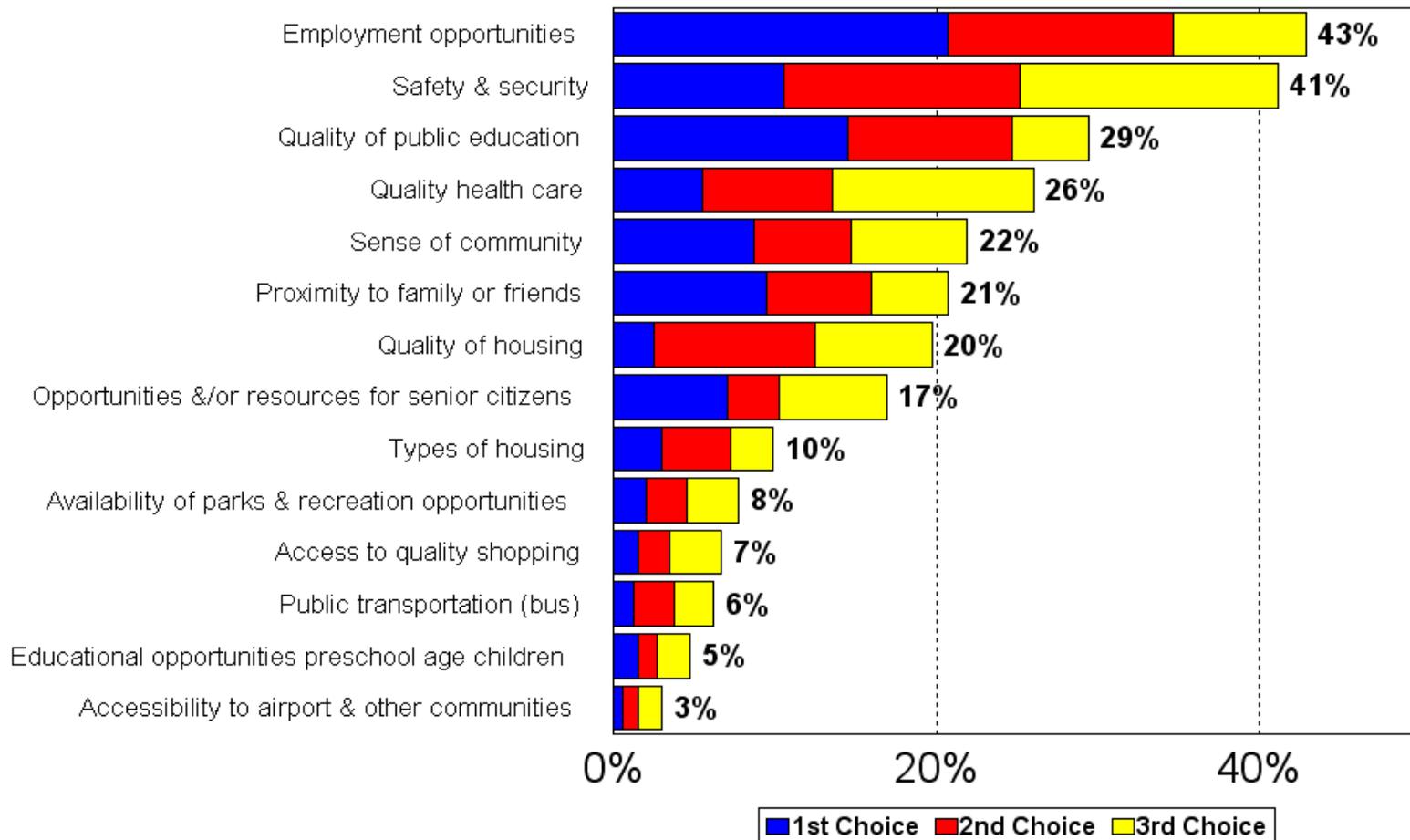


Red points above the blue line are needs that are not being met relative to their importance.

Source: ETC Institute Direction Finder (2012 - Pueblo, CO)

Q14. Reasons That will Have the Most Impact on Decision to Stay in Pueblo for Next 10 Years

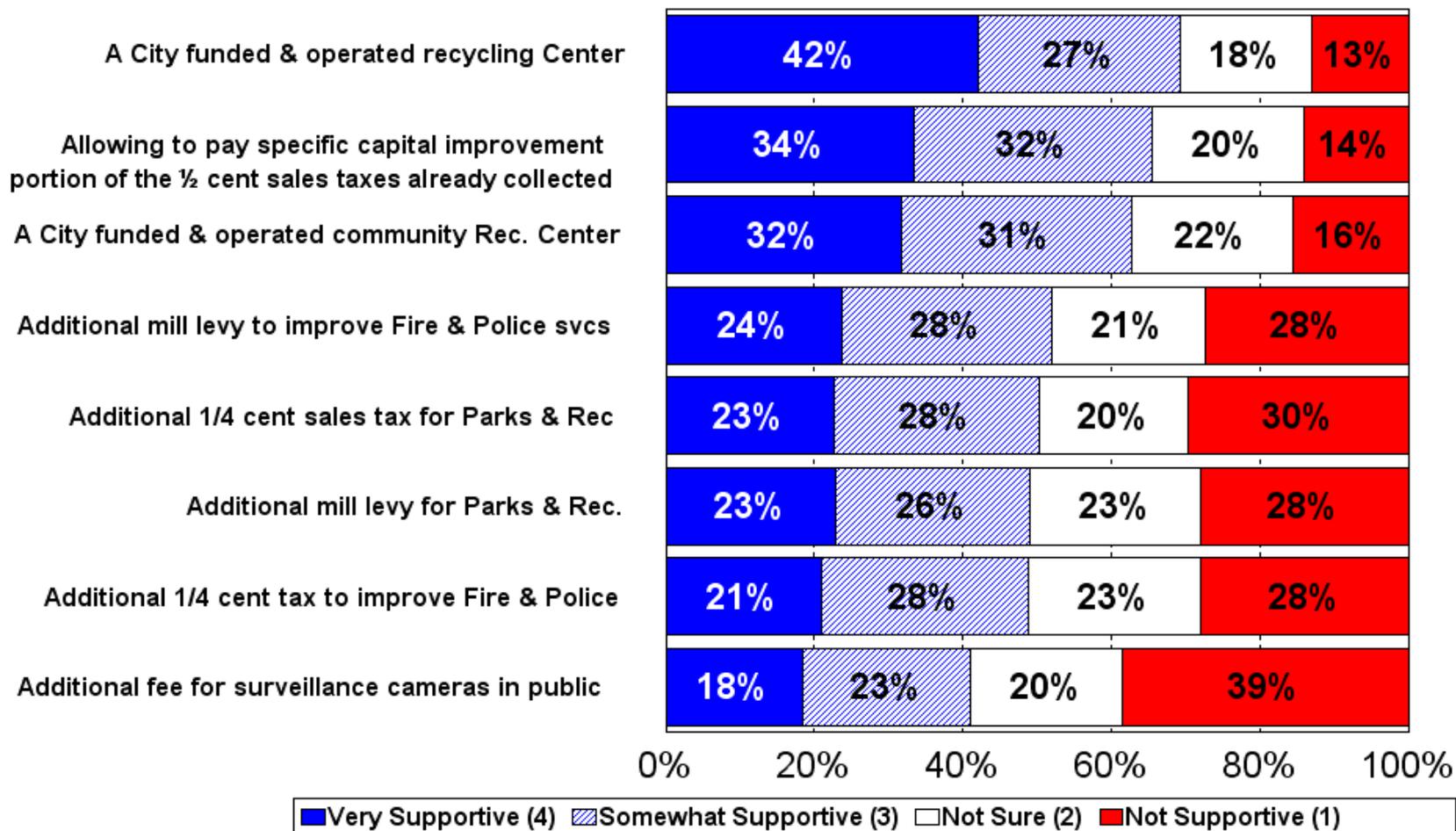
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2012 - City of Pueblo, CO)

Q26. Level of Support for Various Funding Ballot Issues

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Summary of Major Findings

- ❑ Trends, overall, have held steady with some increases, indicating that City has taken ownership of the baseline ratings from 2010

- ❑ Areas of greatest satisfaction:
 - Quality of Emergency Medical Services
 - Quality of Parks and Recreation Programs and Services

- ❑ Areas of least satisfaction AND the Emphasis for Pueblo over the next 2 years:
 - Maintenance of City streets
 - Enforcement of City codes and ordinances



Questions?

THANK YOU