

Agenda Report

TO: City Council
FROM: Acting City Manager
SUBJECT: 1998 Citizens Survey Results

RECOMMENDATION:

It is recommended that the City Council receive and file the attached.

BACKGROUND:

The city of Pasadena has completed a citizens survey every year since 1993. Using the utility billing database, the survey is randomly mailed to 7,500 Pasadena households across 400 distributed clusters. A statistical sample is achieved by the receipt of one survey from each cluster. Typical response rate has been approximately 900 surveys, or 12%.

The attached report provides highlights from the citizens survey completed in April, 1998. The survey was redesigned this year, producing a higher rate of return and a significant change in some response categories. Survey results relating to specific services will be presented during budget hearings in May and June.

The July/August issue of *Pasadena In Focus* will feature a special annual report section covering the results of the citizens survey and the performance budget. In addition, staff will develop a special section of the homepage featuring the survey results, performance budget and other quality of life indicators.

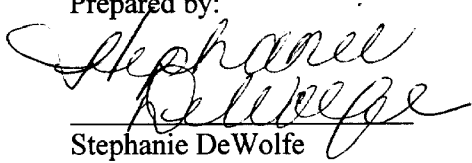
FISCAL IMPACT:

There is no fiscal impact as a result of this report.

Respectfully submitted,

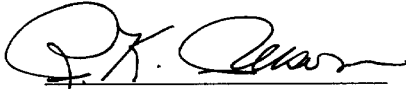
Cynthia J. Kurtz
Acting City Manager

Prepared by:

A handwritten signature in cursive script, appearing to read "Stephanie DeWolfe".

Stephanie DeWolfe
Special Assistant to the City Manager

Approved by:

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Robert Person,
Assistant to the City Manager



City of Pasadena 1998 CITIZENS SURVEY SUMMARY OF RESULTS

Introduction

The 1998 Citizens Survey was mailed to 5,000 households in February, 1998. A total of 960 responses were received by the March cutoff date, equaling a 19.5% return. This is an increase from the previous average of 12% return.

The survey instrument was significantly revised from previous years, including revision of some questions, reorganization and professional graphic design.

Demographics

Similar to previous years, 39% of respondents have lived in Pasadena for more than 20 years; 25% for 0-5 years, 17% 6-10 years, 11% 11-15 years and 8% 16-20 years. A majority of respondents live in a house (63%) and own their residence (67%).

Incomes were relatively evenly distributed, with the largest concentration (22%) falling in the \$50,000 - \$74,999 range.

Responses were 57% male and 43% female, evenly distributed between age groups. Anglo/caucasian was the largest ethnic group (68%), followed by Asian/Pacific Islander (10%), Latino (9%), African American (7%), Native American (3%), Armenian (2%) and Other (2%).

Satisfaction Ratings Above 95%

Services receiving significantly high satisfaction scores of 95% or better include:

<u>Service</u>	<u>Satisfaction</u>	<u># of Responses</u>
Fire Department emergency response time	99%	456
Emergency medical services	98%	452
Feeling safe in Pasadena libraries	97%	793
<i>Pasadena In Focus</i> newsletter	97%	775
Library programs for children	96%	435
Pasadena as a place to live	96%	926
Police Department emergency response time	95%	523

Satisfaction Ratings Below 50%

Service areas with less than 50% satisfaction include:

<u>Service</u>	<u>Satisfaction</u>	<u># of Responses</u>
Parking in Old Pasadena	32%	842
Neighborhood training for large emergencies	46%	259

Low Responses

Several questions were answered by less than 25% of the respondents (240 people) making survey results less accurate. This may indicate a need for increased communication in these areas or more focused point-of-service surveys. These areas include:

<u>Service</u>	<u># of Responses</u>	<u>% of Total</u>
Use of the city's affordable housing programs	65	7%
Maternal and child health services*	65	7%
Children's shots, travel immunizations, etc.*	119	12%
Job placement for adults	133	14%
Job training for adults	139	14%
Summer job training for youths	152	16%
The city's internet homepage	158	16%
Health promotion activities*	159	17%
Availability of quality child care	194	20%
Availability of affordable child care	195	20%
Customer service hotline	207	22%
Restaurant and health inspections*	217	23%

* Of the 941 responses to the question "Have you ever received services from the Pasadena Public Health Department" only 15% answered "yes."

Significant Changes

Two areas showed significant change of almost 100% increase in satisfaction:

<u>Satisfaction with Quality of Life</u>	<u>1998</u>	<u>96/97</u>	<u>94/95</u>
Pasadena as a place to live	96%	72%	73%
Pasadena as a place to raise children	75%	35%	35%
Pasadena as a place to work	94%	53%	58%
Pasadena as a place to shop	84%	49%	61%
Overall quality of the neighborhood in which you live	91%	56%	55%
<u>Satisfaction with Customer Service</u>	<u>1998</u>	<u>96/97</u>	<u>94/95</u>
Courteousness of employees	85%	41%	41%
Knowledge and capability of employees	82%	36%	38%

Timeliness of service provided	80%	37%	n/a
Overall effectiveness of Pasadena city government	75%	n/a	n/a

Critical Customer Service Issues

43% of respondents answered the open-ended question "How can the city improve its service to you?" Answers were grouped and ranked by an outside tabulation firm as follows:

City works/clean up	23%	(potholes, trees, sidewalks, etc.)
City Council/Council members	21%	(needs improvement, work together)
Traffic/police/security	20%	(crime, traffic)
Parking	18%	(overnight permits, general)
Communication	8%	(better communication with public)
Bills too high	7%	(electric, water, property, cable)
Schools	7%	(schools need attention)
Customer Service/City Employees	6%	(more efficient, no mistakes)
Trash/Recycling	5%	(trash pick up)
Permits/Building codes	2%	(better guidelines)
Stop lights/signs	1%	(more, less)