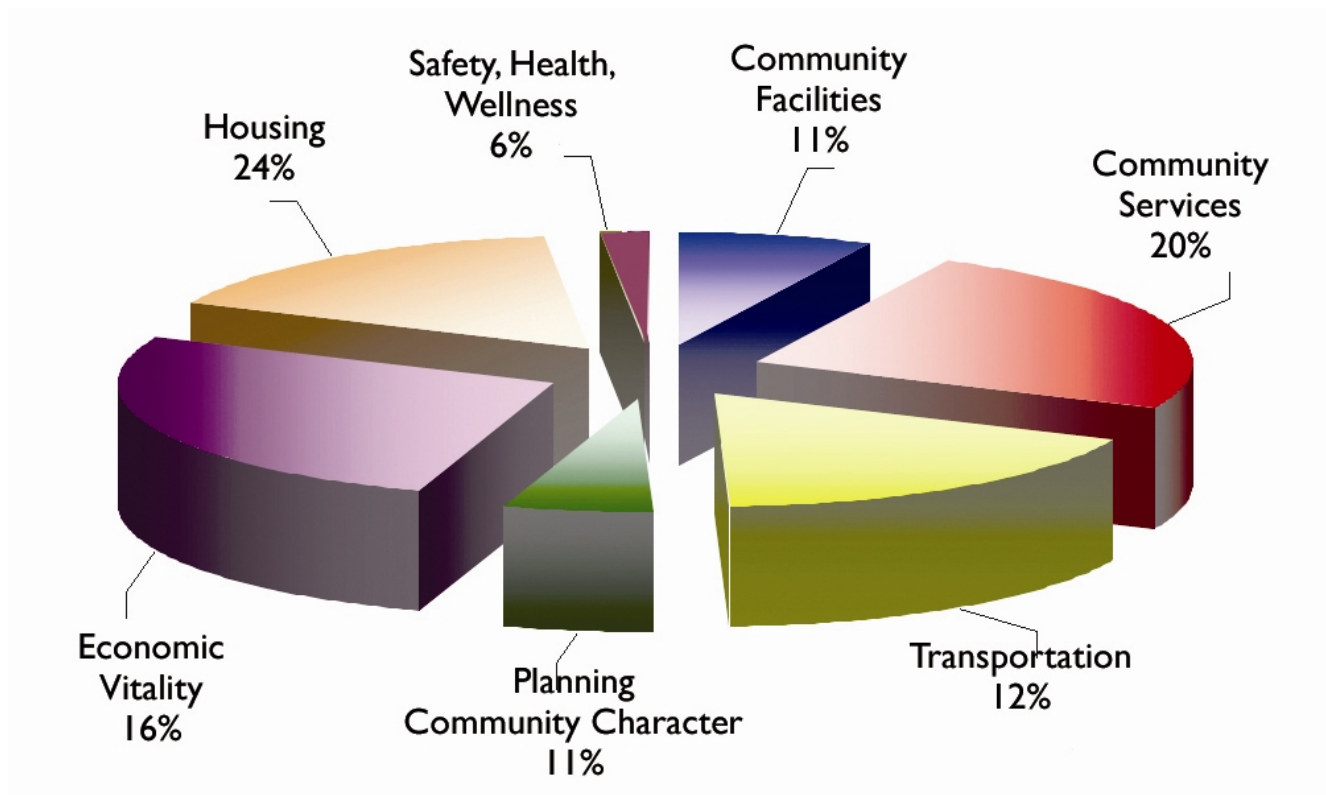




Long Range Planning On-Line Web Survey

Findings



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Prepared: August 2, 2006

Introduction

In an effort to develop a long range financial planning process for the City Council and others to use, feedback from the public via various sources was required and a plan was developed which included use of televised sessions with the City Council, a telephone random-sampling survey, community interviews and a comprehensive on-line web survey. This report will discuss and illustrate the findings from the on-line survey.

Methodology

Data Collection

A survey consisting of thirty-six (36) questions was developed by City of Glendale Management Services staff, based on the following seven Service Categories, including a number of Subcategories, listed below:

- A. **Community Services:** Recreation Programs, Social Services, Education and Literacy, Arts and Cultural Activities, Diversity
- B. **Economic Vitality:** Business Retention, Economic Growth, Jobs and Job Training, City Funds/Emergency Funds
- C. **Housing:** Housing Downtown, Transit-Oriented Development, Variety of Housing, Housing Affordability
- D. **Transportation & Mobility:** Public Transportation, Traffic, Parking, Long-Term Regional Transportation Plan, Bike Lanes and Pedestrian Walkways
- E. **Community Facilities:** Developed Parks, Undeveloped Open Space, Community Centers, Technologies for Public Access, Libraries, Streets, Utilities
- F. **Community Safety, Health & Wellness:** Police, Fire, Building Safety, Code Compliance, Disaster Preparedness, Health and Wellness
- G. **Planning & Community Character:** Public Art, Neighborhood Character/Community Planning, Historic Preservation, Public Participation, Environment and Conservation

This survey was posted on-line on the City of Glendale Home page on January 18, 2006 until the final week of April, 2006. See Appendix 1 for an example of the on-line web survey.

Data Tabulation

There were a total of ninety-one (91) surveys conducted on-line. An analysis of the URL addresses indicated that five surveys were carried out by City of Glendale employees, while the remainder, eighty-six (86) were conducted by the general public.

Respondents answered one question related to each Subcategory. They were asked to assess their level of satisfaction *and* the level of importance to them, for each subject. Responses were limited to Very High, High, Low, Very Low and Not Applicable. During data tabulation, Very High and High responses were condensed to “High” and Low and Very Low were likewise condensed to “Low” responses. The Not Applicable (NA) responses were not included in the analysis. Following each grouping of Service Category questions, a blank field was included, for respondents to provide open commentary regarding the Service Category and/or the related Subcategories.

Some respondents chose not to provide any answer to portions or select questions within their survey, however these surveys have been included during tabulation. Due to the low number of respondents, generalizing the findings will not be possible, as the sampling is not statistically significant.

Findings

Demographics

Respondents were asked three questions related to demographics. Results are depicted in the tables below.

What is your age group?

Under 18	18-24	25-30	30-40	40-50	50-60	60-65	65+	NA
0	1	2	21	25	22	5	7	8

Diagram 1

What is your annual household income?

\$0-\$20,000	\$20,000-\$40,000	\$40,000-\$70,000	\$70,000-\$100,000	\$100,000+	NA
3	3	17	10	46	12

Diagram 2

How often do you request services from the City of Glendale?

Daily	Weekly	Monthly	Annually	Never	NA
2	7	14	35	21	12

Diagram 3

Most respondents ranged from 30 to 60 years of age. Forty-six (46) of ninety-one (91) respondents (nearly 51%) indicated an annual household income of over \$100,000. The majority, 38% indicated they request City services annually.

Service Category Totals

Satisfaction

In terms of rating satisfaction, the number of responses for each answer (High, Low and NA) for each of the Subcategories were combined to tabulate a grand total for each of

the seven Service Categories. Those Service Category totals were then weighted by their respective number of questions (their Subcategories). See diagram 4.

Most respondents indicated they had a “high” level of satisfaction for the Safety, Health & Wellness and Community Facilities categories. Responses indicated that most had a “low” level of satisfaction for the Planning & Community Character, Housing and Transportation categories.

The weighted totals for the High and Low responses are depicted in diagrams 5 and 6, by percentage.

Satisfaction (weighted totals)

Service Category	High	Low	NA
Community Services	21.6	20.8	48.6
Economic Vitality	19.25	20.5	51.25
Housing	10.5	30.75	49.75
Transportation	13.8	28.8	48.4
Community Facilities	25.71	18.57	46.71
Safety, Health, Wellness	26.83	16	48.17
Planning Comm Char	17	34.8	39.2

Diagram 4

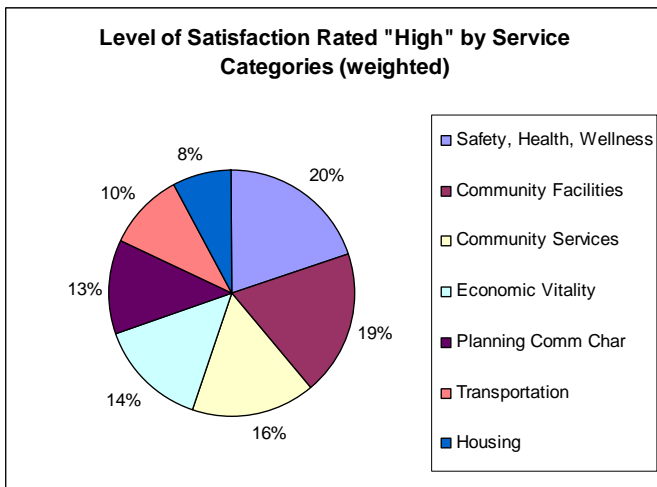


Diagram 5

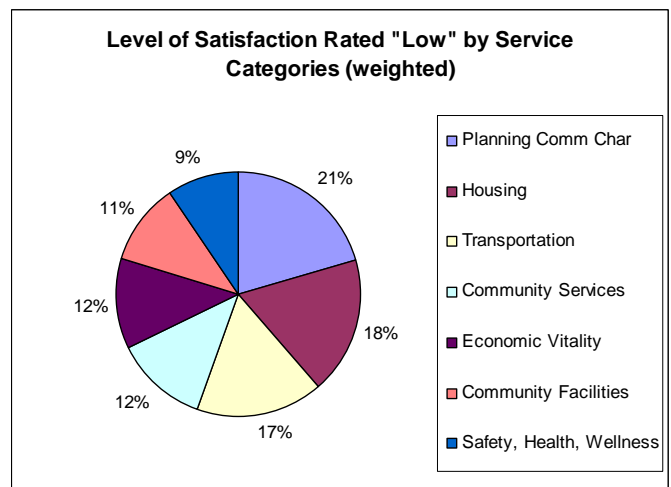


Diagram 6

Of those who chose “very high/high” responses, an analysis indicates that 20% of those respondents felt a “high” level of satisfaction with the Safety, Health & Wellness Service Category, followed closely by Community Facilities (19%).

Of those who chose “very low/low” responses, most of those respondents (21%) rated their level of satisfaction “low” for the Planning & Community Character Service Category, followed by Housing (18%).

Importance

In terms of rating level of importance, the number of responses for each answer (High, Low and NA) for each of the Subcategories were again combined to tabulate a grand total for each of the seven Service Categories. Those Service Category totals were then weighted by their respective number of questions (their Subcategories), depicted in diagram 7.

Most respondents ascribed a “high” level of importance to the Planning/Community Character category, followed by Community Facilities then Safety, Health & Wellness. Most respondents ascribed a “low” level of importance to Housing, followed by Community Services.

The weighted totals for the High and Low responses are next depicted in diagrams 8 and 9, by percentage.

Importance (weighted totals)

Service Category	High	Low	NA
Community Services	48.6	20.8	20.8
Economic Vitality	50.75	16.5	23.75
Housing	40	26.5	24.5
Transportation	54	12.6	24.4
Community Facilities	55.43	11.57	24.71
Safety, Health, Wellness	53.33	6.33	28
Planning Comm Char	61.6	11.8	17.6

Diagram 7

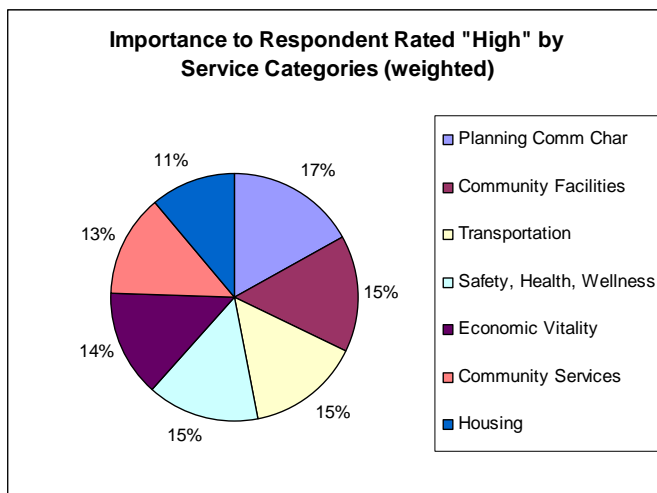


Diagram 8

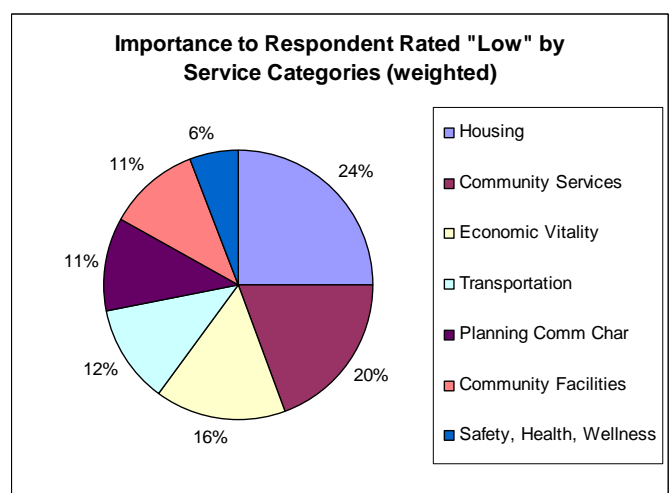


Diagram 9

Of those who chose “very high/high” responses, an analysis indicates that 17% of those respondents felt that Planning & Community Character were of “high” importance to them; however all of the other categories were nearly equally ranked “high” in importance, ranging from 15% to 11%.

Of those who chose “very low/low” responses, most (24%) ascribed a “low” level of importance toward the Housing category, followed by Community Services (20%).

Subcategory Totals

Respondents rated their satisfaction with each of the Subcategories. See Appendix 2 for tables containing a listing of each of the Service Categories and the total number of responses for their respective Subcategories. Following is an account of each Service Category listing the respective Subcategories that received the most “High” and “Low” responses.

Community Services:

Education & Literacy received the most responses indicating a “high” level of satisfaction with service. Arts and Culture received the most responses indicating a “low” level of satisfaction.

Education & Literacy received the most responses indicating a “high” level of importance for the service. Diversity received the most responses indicating a “low” level of importance for the service.

Economic Vitality:

Business Retention received the most responses indicating a “high” level of satisfaction with service. Economic Growth received the most responses indicating a “low” level of satisfaction.

Business Retention and City Funds/Emergency Funds both received the most responses indicating a “high” level of importance for the service. Jobs and Job Training received the most responses indicating a “low” level of importance for the service.

Housing:

Housing Downtown and Transit-Oriented Development both received the most responses indicating a “high” level of satisfaction with service. Variety of Housing received the most responses indicating a “low” level of satisfaction.

Transit-Oriented Development received the most responses indicating a “high” level of importance for the service. Housing Affordability received the most responses indicating a “low” level of importance for the service.

Transportation & Mobility:

Parking received the most responses indicating a “high” level of satisfaction with service. Long-Term Regional Transportation Plan received the most responses indicating a “low” level of satisfaction.

Parking received the most responses indicating a “high” level of importance for the service. Public Transportation received the most responses indicating a “low” level of importance for the service.

Community Facilities:

Utilities received the most responses indicating a “high” level of satisfaction with service. Open Space received the most responses indicating a “low” level of satisfaction.

Streets received the most responses indicating a “high” level of importance for the service. Technologies for Public Access received the most responses indicating a “low” level of importance for the service.

Safety, Health & Wellness:

Police and Fire both received the most responses indicating a “high” level of satisfaction with service. Code Compliance received the most responses indicating a “low” level of satisfaction.

Police and Fire both received the most responses indicating a “high” level of importance for the service. Health & Wellness received the most responses indicating a “low” level of importance for the service.

Planning & Community Character:

Public Participation received the most responses indicating a “high” level of satisfaction with service. Neighborhood Character/Community Planning received the most responses indicating a “low” level of satisfaction.

Historic Preservation received the most responses indicating a “high” level of importance for the service. Public Art received the most responses indicating a “low” level of importance for the service.

Subcategories that Need Improvement:

In an effort to identify those subcategories that respondents felt required a greater need for improvement, only those responses indicating a “low” level of satisfaction will be discussed. The number of people (out of ninety-one respondents) who indicated a “low” level of satisfaction for each of the Subcategories has been depicted in Diagram 10 below.

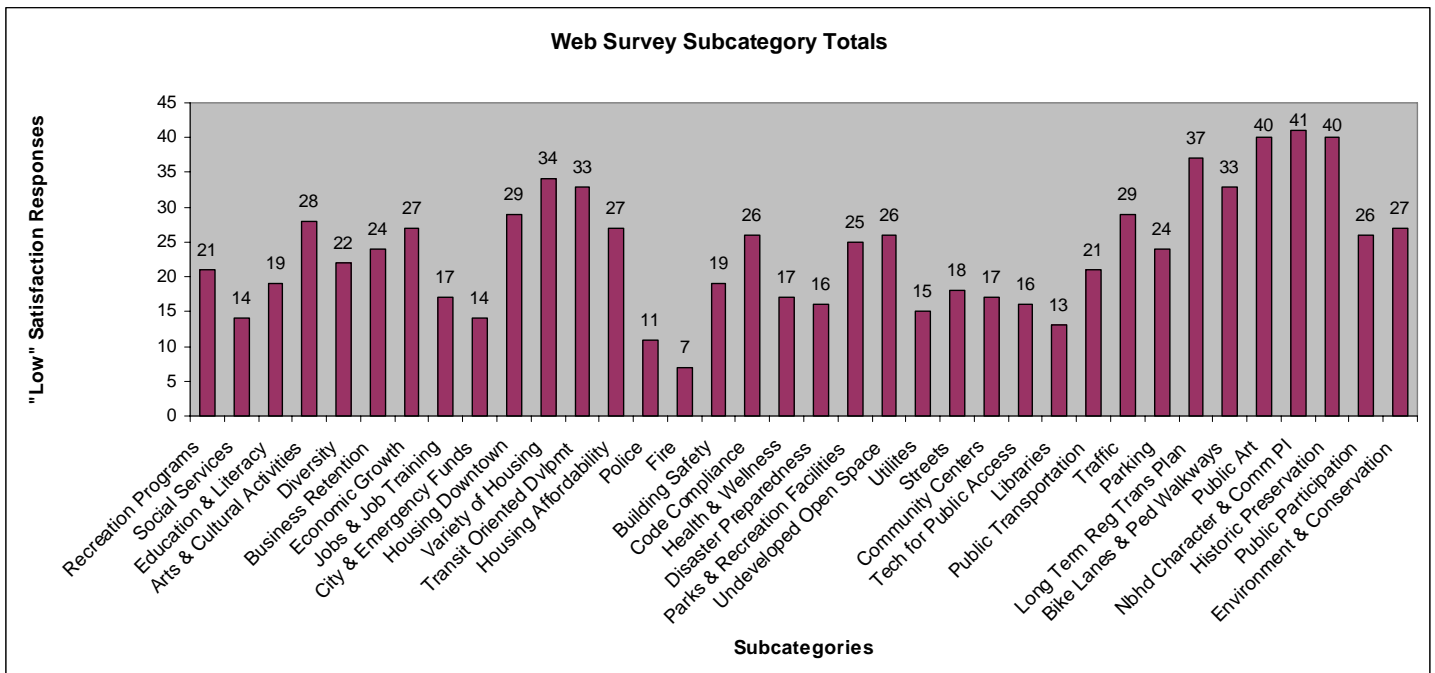


Diagram 10

In Need of Most Improvement:

Out of ninety-one respondents, forty-one (41) indicated they had a “low” level of satisfaction with the Neighborhood Character & Community Planning Subcategory, followed by Public Art and Historic Preservation each receiving forty (40) “low” responses.

In Need of Least Improvement:

Of the ninety-one respondents, seven (7) indicated a “low” level of satisfaction with Fire, followed by eleven (11) responses for Police and thirteen (13) responses for Libraries.

Respondents’ Comments

Respondents provided numerous comments regarding City services, which have been compiled by Service Category, in Appendix 3. As these were open ended comments provided by a very small sampling, valid trending analysis will not be possible. However, these comments are extremely thoughtful and informative and may be of interest in assessing respondents’ thoughts on many topics.

Conclusion

On-line public responses were conducted via survey to assess respondents’ level of satisfaction and the level of importance they attributed for each City Service Subcategory. One question was posited related to each of these Subcategories, to assess satisfaction *and* importance ascribed to each.

There were thirty-six (36) Subcategories – related to seven Service Categories, and therefore, thirty-six (36) questions. Results were obtained from ninety-one (91) survey respondents which included five City of Glendale employees. Most respondents

ranged from 30 to 60 years of age; nearly 51% indicated an annual household income of over \$100,000; and most indicated they request City services annually. Due to the small number of respondents, generalizing the results is not possible.

Based on weighted totals, most respondents indicated they had a “high” level of satisfaction for the Safety, Health & Wellness and Community Facilities categories. Respondents also indicated that most had a “low” level of satisfaction for the Planning & Community Character, Housing and Transportation categories. Most respondents ascribed a “high” level of importance to the Planning/Community Character category, followed by Community Facilities then Safety, Health & Wellness. Most ascribed a “low” level of importance to Housing, followed by Community Services.

Of those who chose “very high/high” responses, 20% felt a “high” level of satisfaction with the Safety, Health & Wellness Service Category, followed by Community Facilities. Of those who chose “very low/low” responses, most (20%) rated their level of satisfaction “low” for the Planning & Community Character Service Category, followed by Housing (18%).

Of those who chose “very high/high” responses, 17% felt that Planning & Community Character were of “high” importance to them. Of those who chose “very low/low” responses, most (24%) ascribed a “low” level of importance toward the Housing category, followed by Community Services (20%).

Out of thirty-six (36) Subcategories, Education & Literacy, Business Retention, Housing Downtown, Transit-Oriented Development, Parking, Utilities, Police, Fire and Public Participation received the most responses within each of their respective Service Category groupings indicating a “high” level of satisfaction with service. Conversely, Arts & Culture, Economic Growth, Variety of Housing, Long-Term Regional Transportation Plan, Open Space, Code Compliance, and Neighborhood Character/Community Planning received the most responses indicating a “low” level of satisfaction with the service.

From the thirty-six (36) Subcategories, Education & Literacy, Business Retention, City Funds/Emergency Funds, Transit Oriented Development, Parking, Streets, Police, Fire, and Historic Preservation received the most responses within each of their respective Service Category groupings indicating a “high” level of importance for the service. Conversely, Diversity, Jobs/Job Training, Housing Affordability, Public Transportation, Technologies for Public Access, Health & Wellness, and Public Art received the most responses within their Service Categories indicating a “low” level of importance for the service.

The three Subcategories with the highest levels of dissatisfaction, receiving the most “low” satisfaction responses (therefore requiring the most improvement) were Neighborhood Character & Community Planning, followed by Public Art and Historic Preservation. The three Subcategories receiving the least “low” satisfaction responses (therefore requiring the least improvement) were Fire, Police and Libraries.

Although respondents were given the ability to provide comments related to each of the Service Categories, these were open ended comments provided by a very small sampling, therefore trending analysis is not possible. However, these comments are informative insights into the public's thoughts on many topics and may be useful for future investigation.