City of Phoenix

Spending Less and Creating a Smaller, More Efficient Government

Listening to the Public – "Our Boss"

- Every year, the City conducts more than a dozen public hearings to gain input from residents about how the City should prioritize its spending. This year, more than 5,000 residents helped the City develop its budget for the remainder of 2009-10 and fiscal year 2010-11. Some painful program and service reductions were inevitable, but the City continued to keep Police and Fire its number one priority.

- Since 1985, the City has hired an independent research firm to survey its residents every two years. The most recent survey results continue to be positive, showing that nearly nine out of 10 residents are pleased with City services; 91% believe Phoenix is a good place to live; and two out of three residents believe City employees treated them in a professional and courteous way, and their needs were handled in a timely manner.

Listening to the Public – "Our Boss"

Public Participation in the Budget Process

Fifteen budget hearings were held throughout the City between February 10 and February 24, 2010. It is estimated approximately 5,000 residents provided input during this budget process. Attendance at the hearings is estimated at 4,500, and Budget and Research logged 457 telephone and e-mail comments. Additionally, individual departments received dozens of budget suggestions or requests for information.

The detailed budget hearing schedule is below:

Date/Time	Council District(s)	Location Information
Wednesday Feb 10 6:00 p.m.	Citywide	Carl Hayden High School Auditorium 3333 W Roosevelt Street (Bi-lingual Hearing)
Thursday Feb 11 6:00 p.m.	5 & 7	Maryvale Community Center Auditorium 4420 N. 51st Avenue
Thursday Feb 11 6:00 p.m.	2	Juniper Library Community Room 1825 W. Union Hills
Tuesday Feb 16 10:00 a.m.	8	Devonshire Senior Center Multi Purpose Room 2802 E Devonshire St.
Tuesday Feb 16 6:00 p.m.	1 & 5	Manzanita Senior Center 3581 W. Northern Avenue
Tuesday Feb 16 6:00 p.m.	7	Burton Barr Library Auditorium Iris 2-6157
Wednesday Feb 17 6:00 p.m.	1	Goelet A. Beuf Community Center Multi Purpose Room 3435 W. Pinnacle Peak Rd
Wednesday Feb 17 6:00 p.m.	6	Madison School District, District Office Board Room 5601 N 16th Street

Thursday Feb 18 6:00 p.m.	3	Cowden Center Barb's Room 9202 N. Second Street
Thursday Feb 18 6:00 p.m.	6	Pecos Community Center 17010 S. 48th St.
Thursday Feb 18 6:00 p.m.	8	South Mountain Community College 7050 S 24th Street Student Union, SU 100 A
Tuesday Feb 23 6:00 p.m.	2	Paradise Valley Community Center Multi Purpose Room 17402 N. 40th St.
Tuesday Feb 23 6:00 p.m.	3	Shadow Mountain Senior Center 3546 E Sweetwater Avenue
Tuesday Feb 23 6:00 p.m.	7	Cesar Chavez High School Auditorium 3921 W Baseline Road
Wednesday Feb 24 7:30 a.m.	4	Memorial Hall Steele Indian School Park

Listening to the Public – "Our Boss"

Phoenix Community Attitude Survey

The City of Phoenix has conducted citywide Community Attitude surveys since 1985. The City hires an independent research firm to conduct the survey, using scientific methods to contact a cross section of residents. The overall objective is to measure residents' attitudes regarding city services and issues for policy development, program improvement, and resource allocation.

The most recent survey from July 2008 concluded that the City:

- "… continues to receive very high marks from residents for the service it provides, with nearly nine out of ten residents (88%) indicating they are satisfied with the job the City does. This attitude is universal among all population subgroups."

- "… receives highly positive ratings in the vast majority of instances for its efforts in delivering the 30 specific municipal services tested."

- "… continues to be rated as a good place to live, with better than nine out of ten residents (91%) agreeing with the statement, 'Phoenix is a good place to live.' Importantly, this attitude is universal among all population subgroups."

Examples of city services receiving excellent ratings were Fire's emergency medical response (8.5/10) and fire protection (8.4); garbage and recycling collection (8.0); keeping parks clean (8.0); and Library services (7.9).

The Community Attitude Survey states that resident satisfaction has stayed strong through the last decade and that the responses "…indicate broad-based satisfaction with the City's performance among residents."

2008 CITY OF PHOENIX
COMMUNITY ATTITUDE SURVEY

VOLUME I - ANALYSIS

July 2008

Prepared For

City of Phoenix
200 West Washington
Phoenix, Arizona

Prepared By

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INTRODUCTION

This study was commissioned by the City of Phoenix with the overall objective of measuring citizen attitudes regarding City services and issues for policy development, program improvement, and resource allocation. More specifically, this project was conducted for the following purposes:

- To provide a vehicle for public participation.
- To identify public opinions on relevant issues.
- To identify public satisfaction with current service levels.
- To pre-test public response to proposed or revised services.
- To provide user service data.
- To provide public awareness data.
- To identify program or policy alternatives.

This project represents the 12th citywide opinion tracking study conducted for the City of Phoenix. The predecessors to this study were conducted in 1985, 1987, 1989, 1991, 1993, 1996, 1998, 2000, 2002, 2004 and 2006. Where appropriate, this analysis highlights shifts in public opinion which may have occurred over time.

The information contained in this report is based on 700 in-depth interviews conducted with a representative cross-section of City of Phoenix heads-of-household. All of the interviewing on this project was conducted via telephone by professional interviewers of the Behavior Research Center during July 2008. For a detailed explanation of the procedures followed during this project, please refer to the Methodology section of this report.

The information generated from this study is presented in two volumes. **Volume I - Analysis** presents a written analysis of the findings and is divided into three general sections. The first section, EXECUTIVE SUMMARY, presents the primary findings of the survey in a brief summary format. The second section, SUMMARY OF THE FINDINGS, reviews each study question in detail. The primary emphasis of this section is to review response at the citywide level. However, wherever meaningful variations by selected socio-demographic subgroups are found, they are noted. The final section, APPENDIX, details the study methodology and contains a copy of the survey questionnaire. **Volume II - Detailed Tables** presents computer-generated tables which analyze each study question by a variety of socio-demographic variables.

The Behavior Research Center has presented all of the data germane to the basic research objective of this project. However, if City management requires additional data retrieval or interpretation, we stand ready to provide such input.

BEHAVIOR RESEARCH CENTER
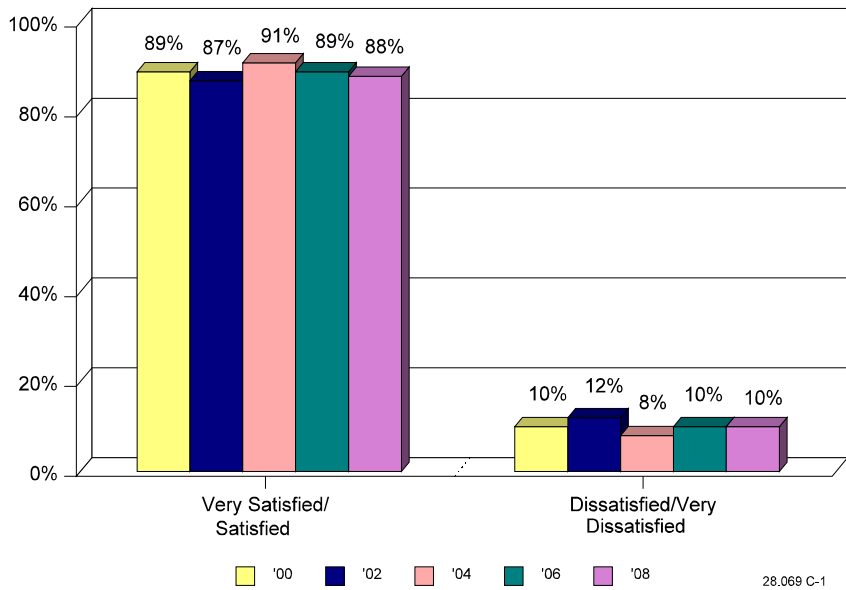
- **KEY FINDINGS**

  Four key findings are evident from this research effort:

  - First, the City of Phoenix continues to receive very high marks from residents for the service it provides, with nearly nine out of ten residents (88%) indicating they are satisfied with the job the City does. This attitude is universal among all population subgroups.

  - Second, the City receives highly positive ratings in the vast majority of instances for its efforts in delivering the 30 specific municipal services tested.

  - Third, the City of Phoenix continues to be rated as a good place to live, with better than nine out of ten residents (91%) agreeing with the statement, "Phoenix is a good place to live." Importantly, this attitude is universal among all population subgroups.

  - Fourth, while residents continue to mention local television programs as their major source of information about what is happening in the City of Phoenix (44% rely on a lot), the percentage who indicate they rely on the Internet a lot has grown from 22 percent in 2006 to 36 percent today – a statistically significant increase of 14 points. Going hand-in-hand with this increase is the finding that 51 percent of residents have visited the City's web site – up a statistically significant 15 points from 2006.

- **OVERALL SATISFACTION WITH CITY PERFORMANCE**

  Nearly nine out of ten Phoenix residents (88%) continue to indicate they are either very satisfied (14%) or satisfied (74%) with the overall performance of the City in providing services. This figure is virtually unchanged since 2000. Demographically, overall satisfaction with the City's performance does not drop below 83 percent within any population subgroup. These response patterns continue to indicate broad-based satisfaction with the City's performance among residents.

OVERALL SATISFACTION WITH CITY PERFORMANCE

	'00	'02	'04	'06	'08

28.069 C-1

- **SATISFACTION WITH SELECTED CITY SERVICES**

Phoenix residents were asked to indicate how satisfied they are with each of 30 services provided by the City using a ten-point scale, where one means the City is doing a poor job and ten means it is doing an excellent job. As has been the case since the start of this series of studies, emergency medical response by the Fire Department (8.5) and fire protection in your area (8.4) receive ratings over 8.0. Also receiving ratings of 8.0 this year are garbage and recycling collection (8.0) and keeping parks clean (8.0).

Also receiving very positive ratings are 13 additional services which receive satisfaction readings between 7.0 and 7.9:

– Library services in your area (7.9)
– Preserving our mountains and deserts (7.7)
– Providing citizens with Internet access to City information and services (7.6)
– Collection frequency of uncontainerized trash such as yard clippings (7.5)
– Providing drinking water which meets health and safety standards (7.4)
– Handling street flooding during rains in your area (7.2)
– Controlling cut-through traffic in your neighborhood (7.1)
– Operating wastewater plants in a way that protects the environment (7.1)
– Police protection in your area (7.0)
– Providing city bus service (7.0)
– Enforcing traffic laws on city streets (7.0)
– Keeping our streets clean (7.0)
– Preserving historic Phoenix houses and other historic buildings (7.0)

A third tier of 11 City services receive satisfactory readings between 6.0 and 6.9:

– Providing art and cultural events and programs (6.9)
– Providing parks and recreation programs in your area (6.9)
– Preserving residential neighborhoods (6.6)
– Street repair and maintenance (6.6)
– Crime prevention efforts in your area (6.6)
– Providing services for the elderly such as housing and meals at home (6.5)
– Providing programs for youth (6.5)
– Attracting new employers to the community and helping existing employers to grow (6.3)
– Requiring property owners to maintain their properties to minimum standards and enforcing cleanup ordinances (6.3)
– Preventing illegal dumping (6.3)
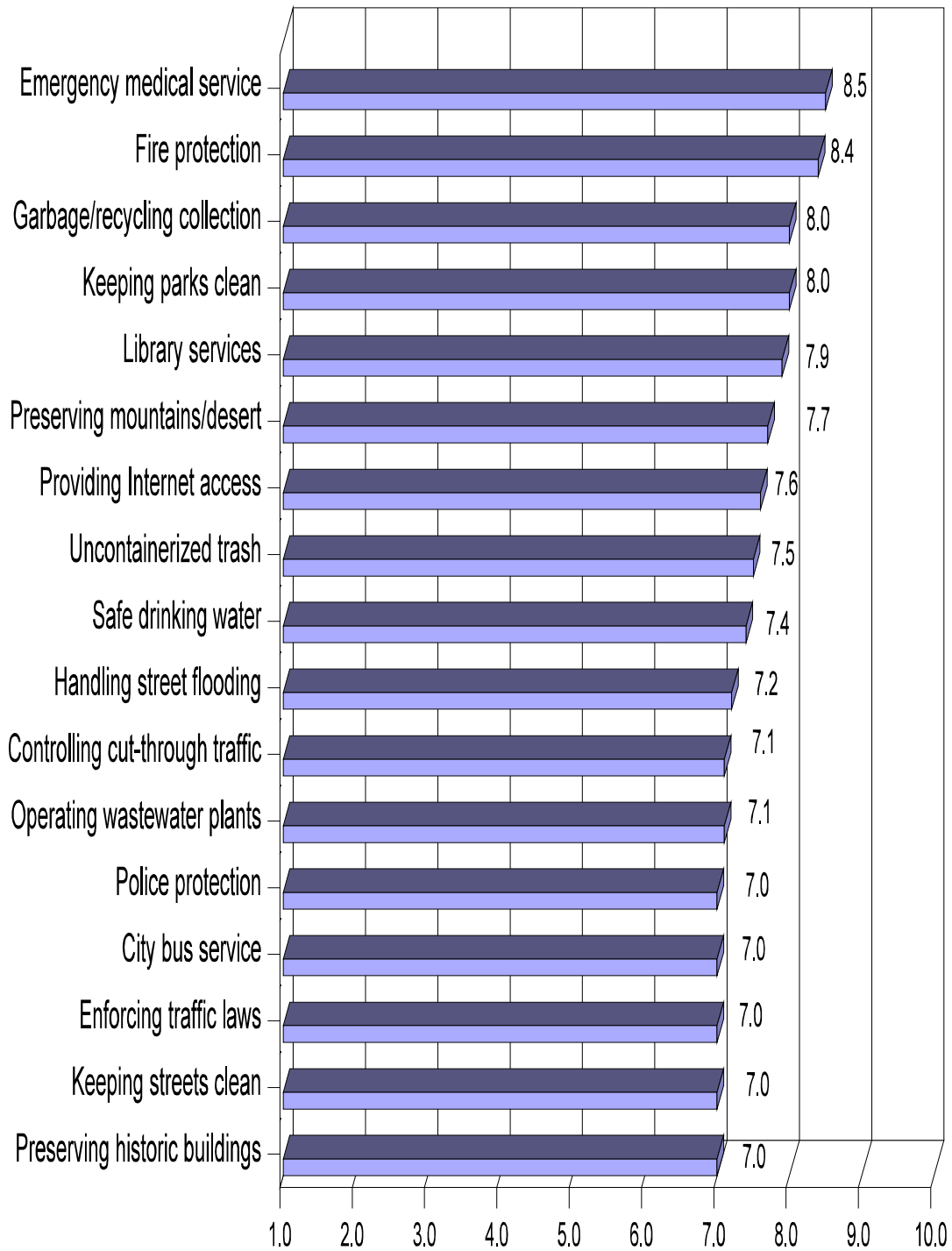– Countering gang activities (6.1)

As in the previous two studies, only two of the 30 City services evaluated receive a satisfaction reading under 6.0:

– Providing job training and placement services for the unemployed (5.8)
– Providing services and housing for the poor and homeless (5.5)

When the 2008 satisfaction ratings are compared to the 2006 ratings, we find that in one area, "preserving our mountains and deserts," the rating is improved (a .6 positive shift).
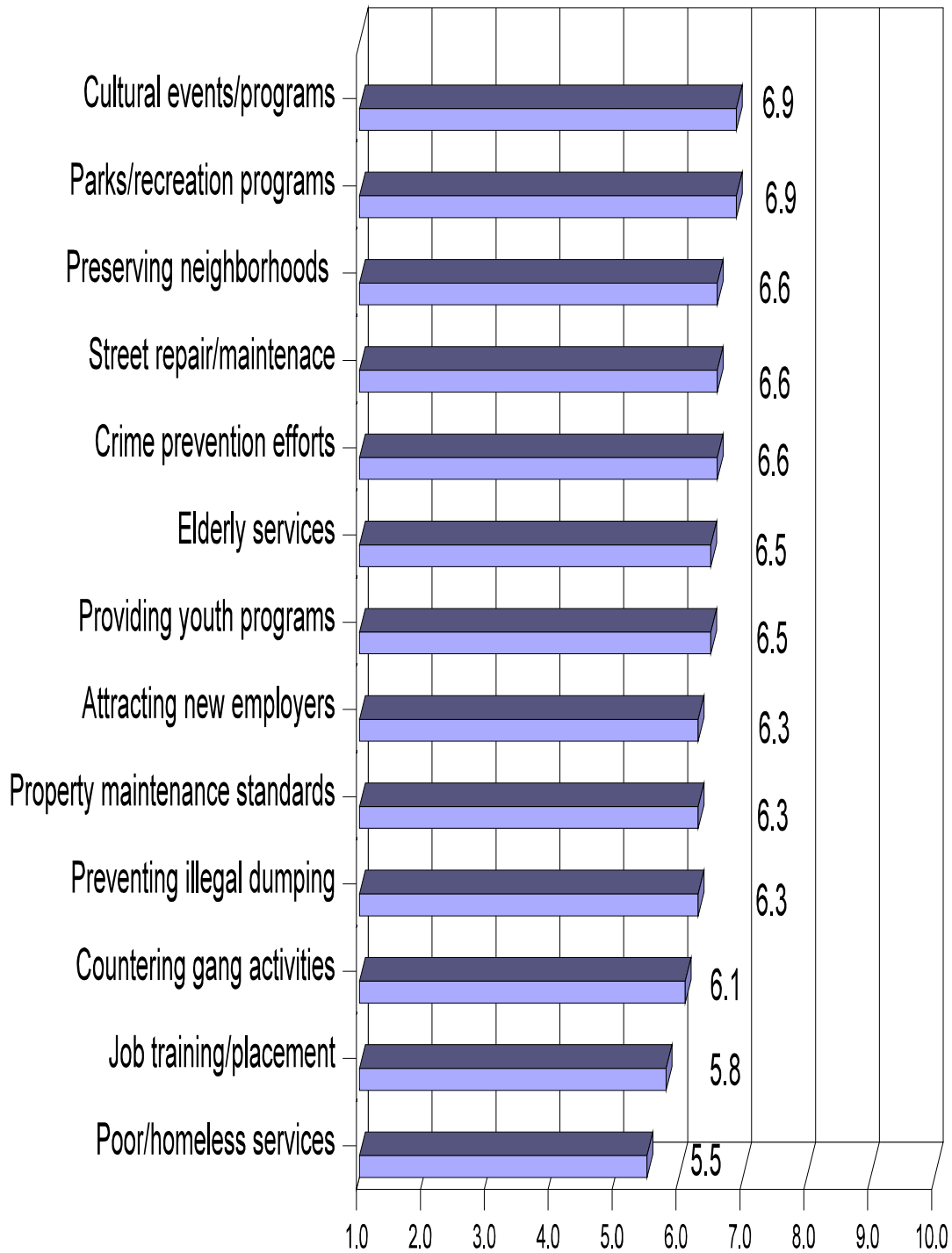
SATISFACTION WITH CITY SERVICES - TOP RATED
(1 to 10: 1 = Poor Job, 10 = Excellent Job)

Service	Rating
Emergency medical service	8.5
Fire protection	8.4
Garbage/recycling collection	8.0
Keeping parks clean	8.0
Library services	7.9
Preserving mountains/desert	7.7
Providing Internet access	7.6
Uncontainerized trash	7.5
Safe drinking water	7.4
Handling street flooding	7.2
Controlling cut-through traffic	7.1
Operating wastewater plants	7.1
Police protection	7.0
City bus service	7.0
Enforcing traffic laws	7.0
Keeping streets clean	7.0
Preserving historic buildings	7.0

28.069 C-2

4

SATISFACTION WITH CITY SERVICES - OTHER SERVICES
(1 to 10: 1 = Poor Job, 10 = Excellent Job)

Service	Rating
Cultural events/programs	6.9
Parks/recreation programs	6.9
Preserving neighborhoods	6.6
Street repair/maintenace	6.6
Crime prevention efforts	6.6
Elderly services	6.5
Providing youth programs	6.5
Attracting new employers	6.3
Property maintenance standards	6.3
Preventing illegal dumping	6.3
Countering gang activities	6.1
Job training/placement	5.8
Poor/homeless services	5.5

1.0   2.0   3.0   4.0   5.0   6.0   7.0   8.0   9.0   10.0

28.069 C-3

5

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- **CITY SPENDING PRIORITIES**

After residents had evaluated each of the 30 service areas under consideration, they were asked to indicate whether they would or would not be willing to pay more to improve each of them. This information was then correlated with the service satisfaction ratings to create a Priority Spending Index which affords higher spending priority to those services that receive lower satisfaction ratings. This line of inquiry reveals nine service areas which receive Priority Spending Index readings of 100 or more:

- Poor/homeless services (130.9)
- Gang programs (121.3)
- Elderly services (118.5)
- Job training/placement (115.5)

- Crime prevention efforts (115.2)
- Youth programs (109.2)
- Police protection (101.4)
- Preventing illegal dumping (100.0)
- Parks/recreation programs (100.0)

PRIORITY SPENDING INDEX - TOP PRIORITIES

Service	Index
Poor/homeless services	130.9
Gang programs	121.3
Elderly services	118.5
Job training/placement	115.5
Crime prevention efforts	115.2
Youth programs	109.2
Police protection	101.4
Preventing illegal dumping	100.0
Parks/recreation programs	100.0
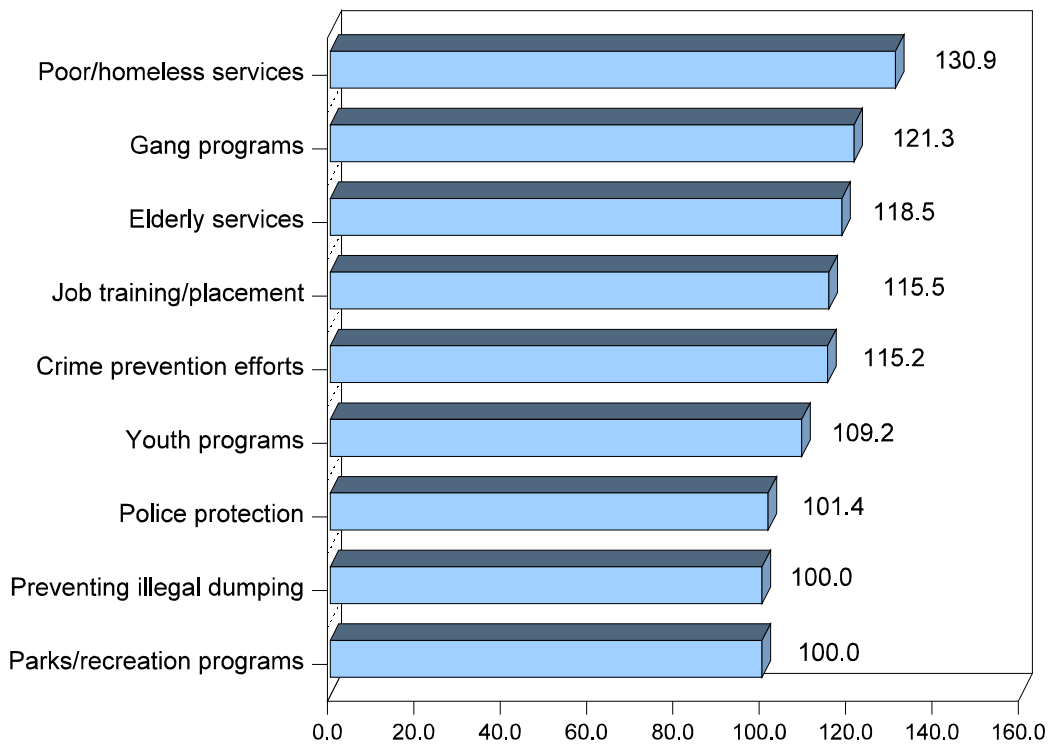
28.069 C-4

Each of the remaining services receives an Index reading under 100.

PRIORITY SPENDING INDEX - OTHER PRIORITIES

| Priority	Value
Wastewater plants	95.8
Safe drinking water	94.6
Street maintenance	93.9
Property maintenance standards	88.9
Preserving neighborhoods	86.4
Keeping streets clean	85.7
Attracing new employers	85.7
Emergency medical services	83.5
Enforcing traffic laws	81.4
Preserving mountains/deserts	80.5
City bus service	80.0
Fire protection	79.8
Art/cultural events/programs	76.8
Keeping parks clean	76.3
Preserving historic buildings	68.6
Library services	65.8
Uncontainerized trash collection	64.0
Garbage/recycling collection	63.8
Controlling cut-through traffic	63.4
Street flooding	55.6
Internet access	48.7

0.0   20.0   40.0   60.0   80.0   100.0   120.0   140.0

28.069 C-5

- **PHOENIX AS A PLACE TO LIVE**

  Better than nine out of ten Phoenix residents (91%) either strongly agree (21%) or agree (70%) that "Phoenix is a good place to live." This reading is unchanged from 2000 and is universal across all population subgroups.

PHOENIX IS A GOOD PLACE TO LIVE

* Indicates % less than .5

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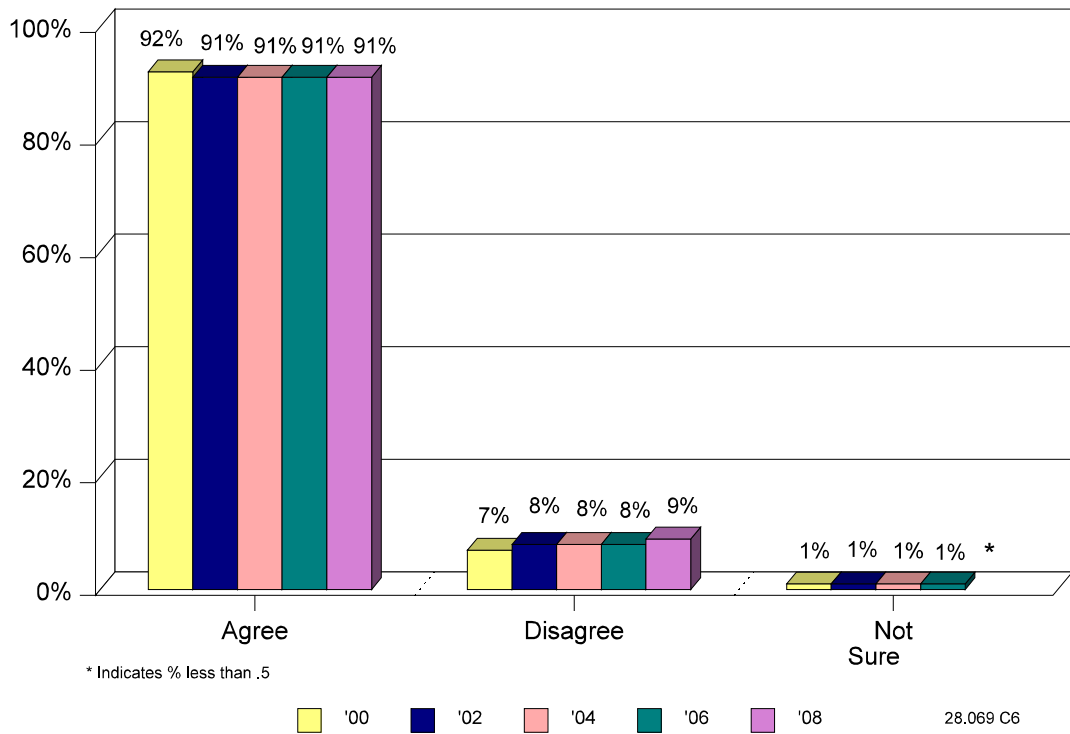
- **QUALITY OF LIFE IN THE CITY OF PHOENIX**

  Phoenix residents continue to rate the quality of life in Phoenix quite highly, with nearly seven out of ten residents (67%) indicating it is either excellent (12%) or good (55%). In comparison, 28 percent of residents rate the quality of life as fair, while only five percent rate it in negative terms (poor/very poor). The current level of positive response has remained relatively consistent since 2002.

QUALITY OF LIFE IN PHOENIX

	'00	'02	'04	'06	'08
Excellent/Good	74%	66%	70%	70%	67%
Fair	21%	28%	25%	24%	28%
Poor/Very Poor	5%	6%	5%	5%	5%

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2008069/RPT PHX Community Attitude survey-MASTER
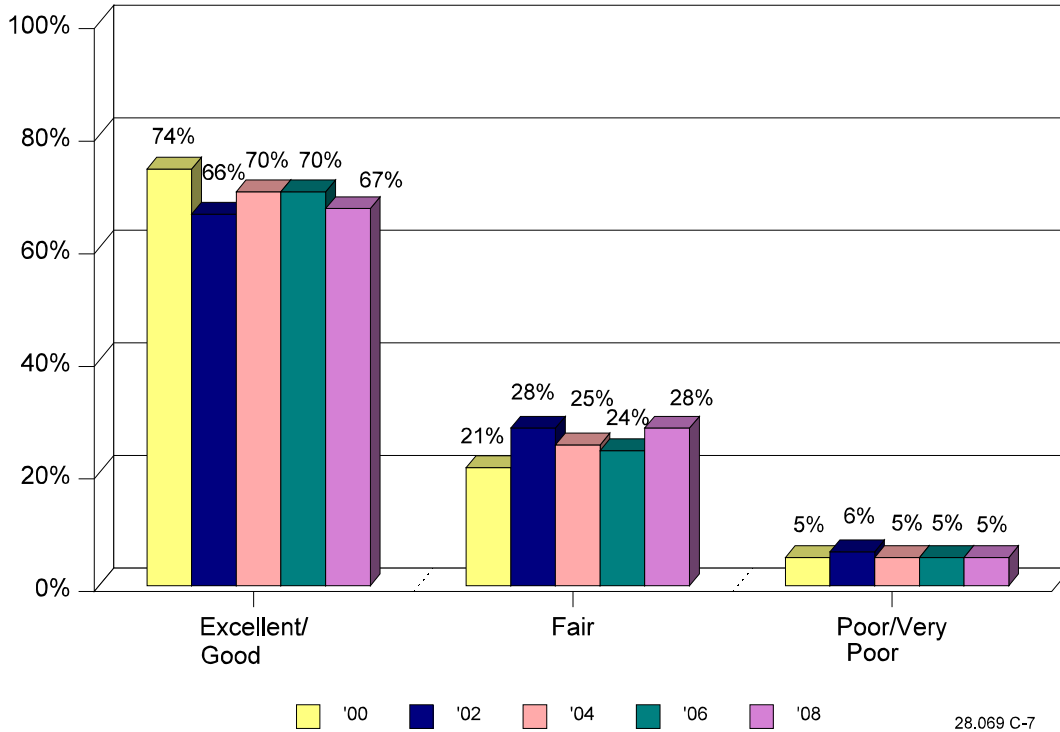
- **NEIGHBORHOOD PROBLEMS**

  When residents are asked to identify the single most important problem the City should be working on to solve in their neighborhood, crime-related issues (32%) lead the responses, followed by transportation issues (20%). No other problem is cited by more than seven percent of residents. The current readings are very similar to those recorded in 2006.

  In a related question, when residents are asked if each of ten issues is a major, a minor or not a problem facing neighborhoods, air pollution is viewed as the primary problem with 49 percent of residents rating it a major problem. Three additional problems are rated as major problems by roughly one out of three residents – graffiti (32%), drug activity (32%) and juvenile crime (31%). When the current readings are compared to those recorded in 2006, we find statistically significant improvement in one area – traffic congestion – which declined from 37 percent in 2006 to 28 percent today.

EVALUATION OF NEIGHBORHOOD PROBLEMS
(% "MAJOR" PROBLEMS)

Problem	Percent
Air pollution	49%
Graffiti	32%
Drug activitiy	32%
Juvenile crime	31%
Traffic congestion	28%
Houses/yards not well maintained	24%
Cut-through neighborhood traffic	19%
Signs on utility poles	13%
Vacant lots	12%
Interference from industrial or commercial operations	9%
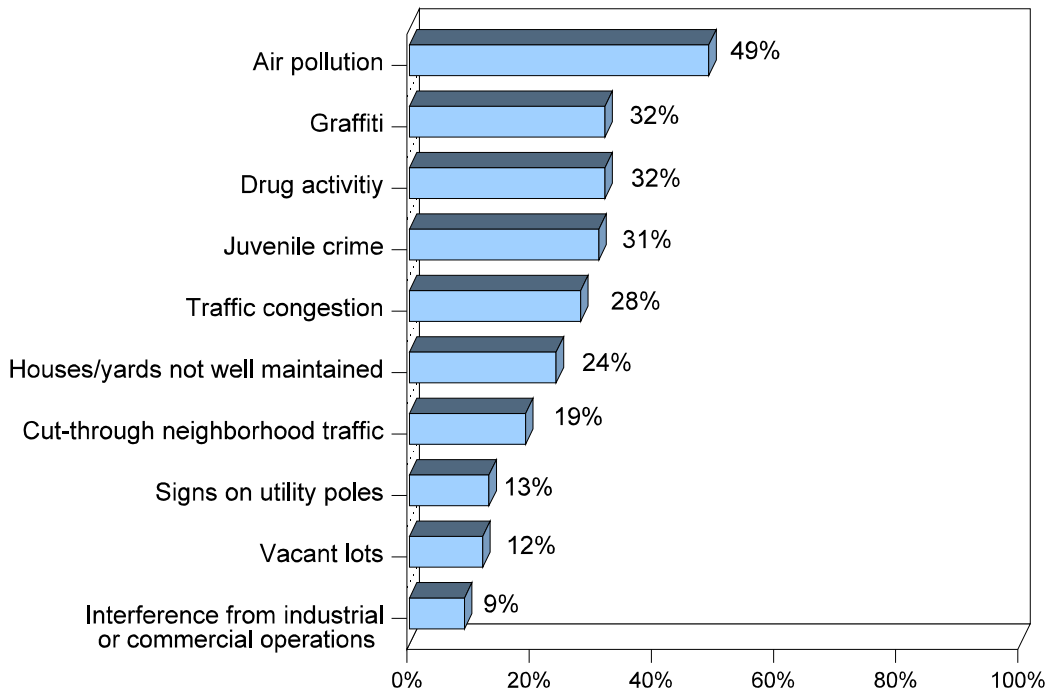
28.069 C-8

- **STEPS CITY SHOULD TAKE TO MAKE PHOENIX MORE LIVEABLE**

  The two main things residents believe the City could do to make Phoenix a more liveable community are to improve the transportation system (26%) and reduce crime (16%). Not surprisingly, these two items were also cited in the research by residents as the most important problems facing their neighborhoods. Also receiving noteworthy mention were protecting the environment (12%) and improving the economy (9%).

- **ATTITUDES ABOUT COMMUNITY-BASED POLICING**

  Residents are quite favorable in their evaluation of the Police Department's community-based policing philosophy with 66 percent rating the Department either excellent or good and only eight percent rating it poor or very poor. The positive readings for community-based policing have remained constant since 2000.

COMMUNITY-BASED POLICING

	'00	'02	'04	'06	'08
Excellent/Good	66%	67%	70%	68%	66%
Fair	14%	18%	19%	19%	20%
Poor/Very Poor	9%	6%	4%	7%	8%

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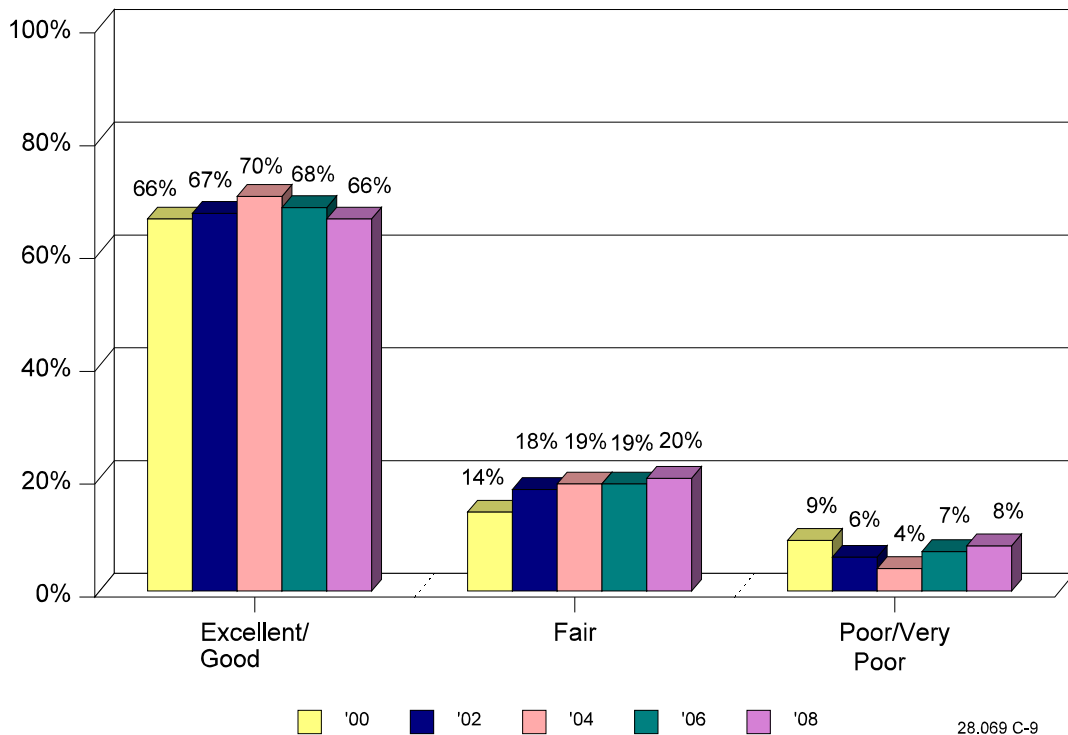
- **ATTITUDES ABOUT NEIGHBORHOOD SAFETY**

  Forty-nine percent of residents believe their neighborhood is safer than other neighborhoods in Phoenix, while 37 percent believe safety in their neighborhood is on par with other Phoenix neighborhoods. In comparison, only about ten percent of residents believe their neighborhood is not as safe as other Phoenix neighborhoods. The safer reading is up from 40 percent in 2006.

  In a related question, 51 percent of residents indicate their neighborhood participates in a Block Watch or similar crime prevention program. Eighty percent of those who participate in crime prevention programs feel they are effective in reducing crime in their neighborhood.

MY PHOENIX NEIGHBORHOOD IS. . .

	Safer Than Others	Same as Others	Not as Safe as Others	Not Sure
'04	46%	39%	11%	4%
'06	40%	41%	16%	3%
'08	49%	37%	10%	4%

28.069 C-10
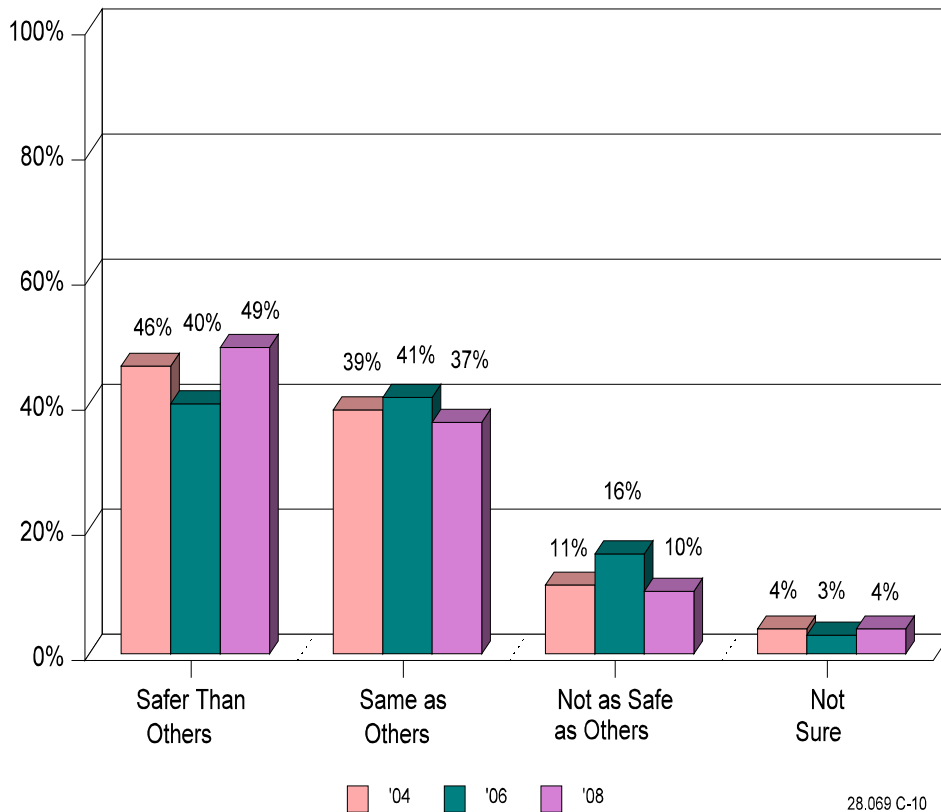
● **CONTACT WITH CITY PERSONNEL**

Thirty-four percent of residents had contact with the City during the past 12 months which is in line with the previous years. As in all prior studies, the most common method of contacting City personnel was via the telephone (75%), followed by in-person visits (14%) and the Internet (11%). The Internet reading has increased from three percent in 2000. The primary reason residents give for contacting the City is to report a crime (36%).

When those residents who had contact with the City are asked to evaluate their last contact on three specific factors, their responses are positive. Thus, we find two out of three residents or more indicate: 1) they were treated in a professional and courteous manner (86%); 2) they were promptly directed to the individual who could best respond to their needs (70%); and 3) their needs were handled in a timely fashion (65%). These readings are little changed from 2006.

EVALUATION OF LAST CONTACT
(% Agree)
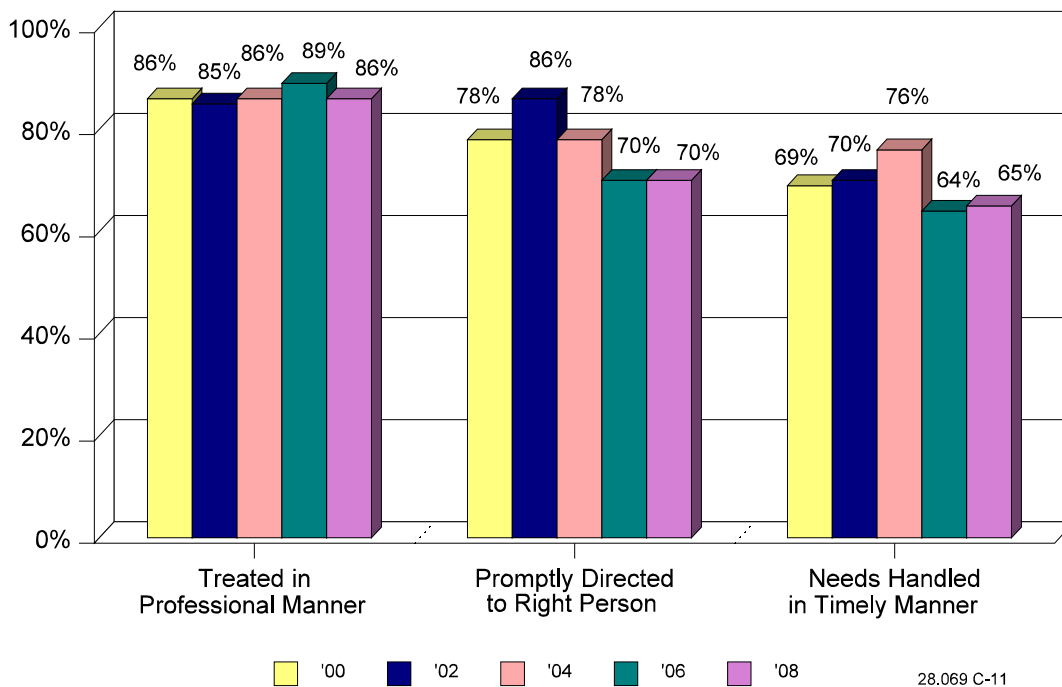
	Treated in Professional Manner	Promptly Directed to Right Person	Needs Handled in Timely Manner
'00	86%	78%	69%
'02	85%	86%	70%
'04	86%	78%	76%
'06	89%	70%	64%
'08	86%	70%	65%

28.069 C-11

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- **SOURCES OF INFORMATION**

The most commonly relied on source of information about what is happening in the City of Phoenix continues to be local television programs, with 44 percent of residents indicating they rely on such programs a lot. In comparison, 36 percent rely on the Internet a lot, while 30 percent of residents indicate they rely on newspapers a lot and 30 percent rely on radio news programs a lot. These readings reveal drops in the television and newspaper readings and a sharp 14-point increase in the Internet reading since 2006.

SOURCES OF INFORMATION

(% Rely on a Lot)

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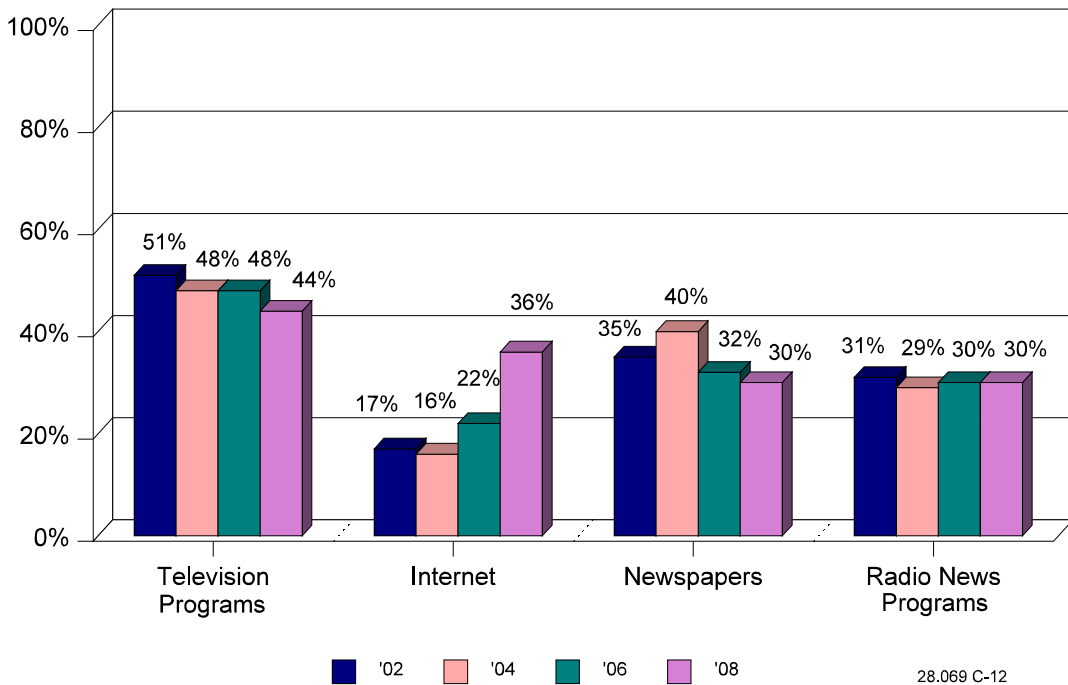
- **AWARENESS OF AND ATTITUDES TOWARD NEIGHBORHOOD ORDINANCES**

Sixty-four percent of residents indicate they are aware of the City ordinance designed to help neighborhoods fight blight and require owners to keep up their property, which is consistent with prior years.

Nearly eight out of ten residents aware of the ordinance (77%) believe it is working either very well (30%) or fairly well (47%), while 21 percent believe it is either not working too well (15%) or not at all (6%). The percent of residents who believe the ordinance is working well has remained relatively consistent over the past several studies.

BLIGHT ORDINANCE EFFECTIVENESS

	Very Well	Fairly Well	Not Too Well/Not Well at All
'00	30%	47%	21%
'02	36%	38%	22%
'04	29%	46%	21%
'06	33%	48%	18%
'08	30%	47%	21%

28.069 C-13

2008069/RPT PHX Community Attitude survey-MASTER
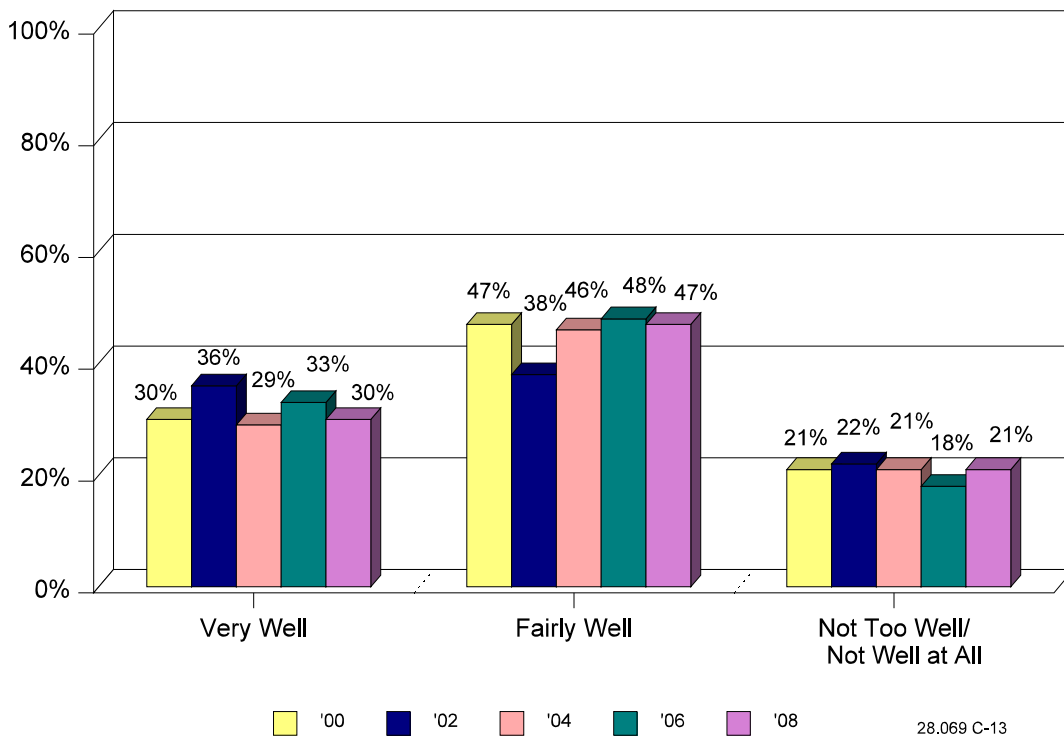
- **EVALUATION OF SKY HARBOR INTERNATIONAL AIRPORT**

When Phoenix residents are asked to evaluate Sky Harbor International Airport on 11 different factors using a one-to-ten scale, the airport receives a very positive overall rating of 7.7, with 70 percent of residents offering a rating of seven or higher. The specific factors receiving the highest positive readings are convenient airport location (8.4), overall cleanliness of airport terminals (8.3), clean and well-supplied restrooms (8.2) and taxi/limousine/shuttle service (8.0). On the flip side, Sky Harbor receives its lowest rating on quality food and beverages at reasonable prices (5.7) and quality of retail merchandise at reasonable prices (5.7).

When the 2008 readings are compared to those from the 2006 study, we find that on each of the 11 factors studied, the readings are unchanged (less than .6 shift).

EVALUATION OF SKY HARBOR
(1 to 10: 1 = Poor Job, 10 = Excellent Job)

Factor	Rating
Convenient location	8.4
Cleanliness	8.3
Clean restrooms	8.2
Taxi/limousine/shuttle service	8.0
Overall rating	7.7
Courteous/knowledgeable employees	7.7
Shuttle bus service	7.7
Directional signs	7.4
Parking facilities	6.6
Quality merchandise/reasonable price	5.7
Quality food, beverages/reasonable price	5.7

28.069 C-14

- **PERCEPTIONS OF DOWNTOWN PHOENIX**

  Two out of three Phoenix residents (66%) believe downtown Phoenix has become either much better (32%) or a little better (34%) over the past few years. The overall change for the better reading of 66 percent is down from the all-time high of 77 percent in 2000, but little changed since 2002.

CHANGES IN DOWNTOWN PHOENIX

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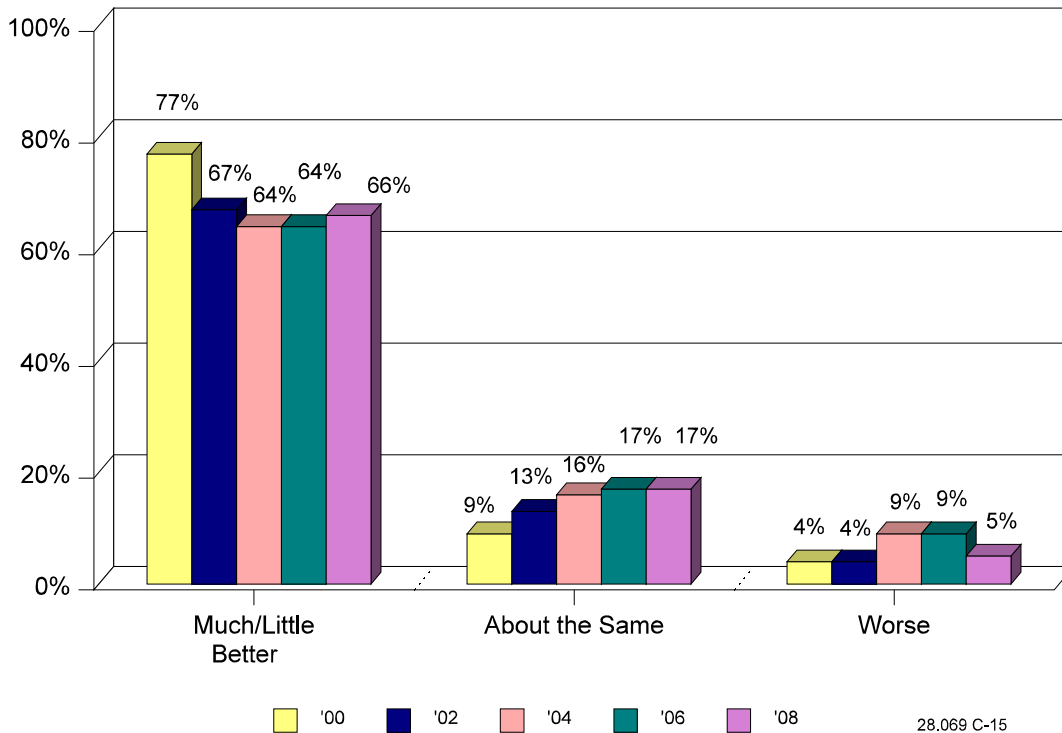
- **AVAILABILITY OF AFFORDABLE HOUSING**

  After sky rocketing to 71 percent in the 2006 study, the percentage of residents who believe affordable housing is a major issue has receded to 57 percent, a statistically significant decline of 14 points. As may be expected, lower income residents are particularly likely to believe affordable housing is a major issue (69%, down from 87% in 2006).

AVAILABILITY OF AFFORDABLE HOUSING

Legend: '04, '06, '08

28.069 C-16

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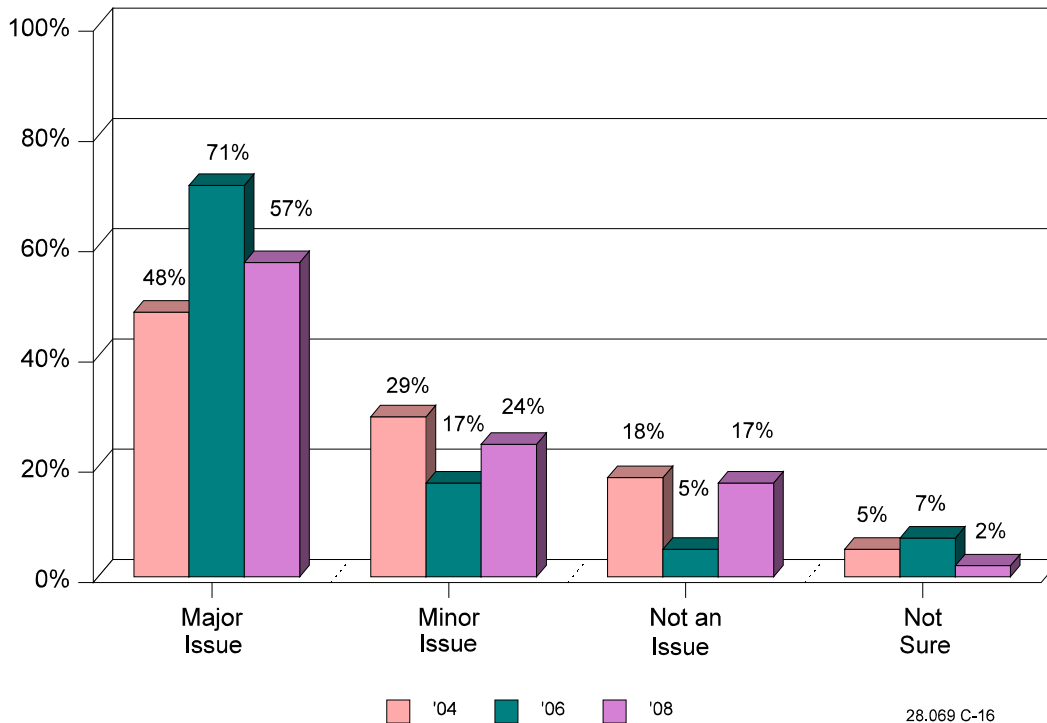
- **USE OF CITY'S WEB SITE**

  Fifty-one percent of residents have used the City's web site – up a significant 15 points from 36 percent in 2006 and 27 points from 2002. The site receives positive readings from users, with 66 percent giving it a rating of seven or higher on a ten-point scale. Ninety percent of residents indicate they were able to find what they were looking for the last time they visited the City's web site – little changed from 92 percent in 2006.

RATING OF CITY'S WEB SITE
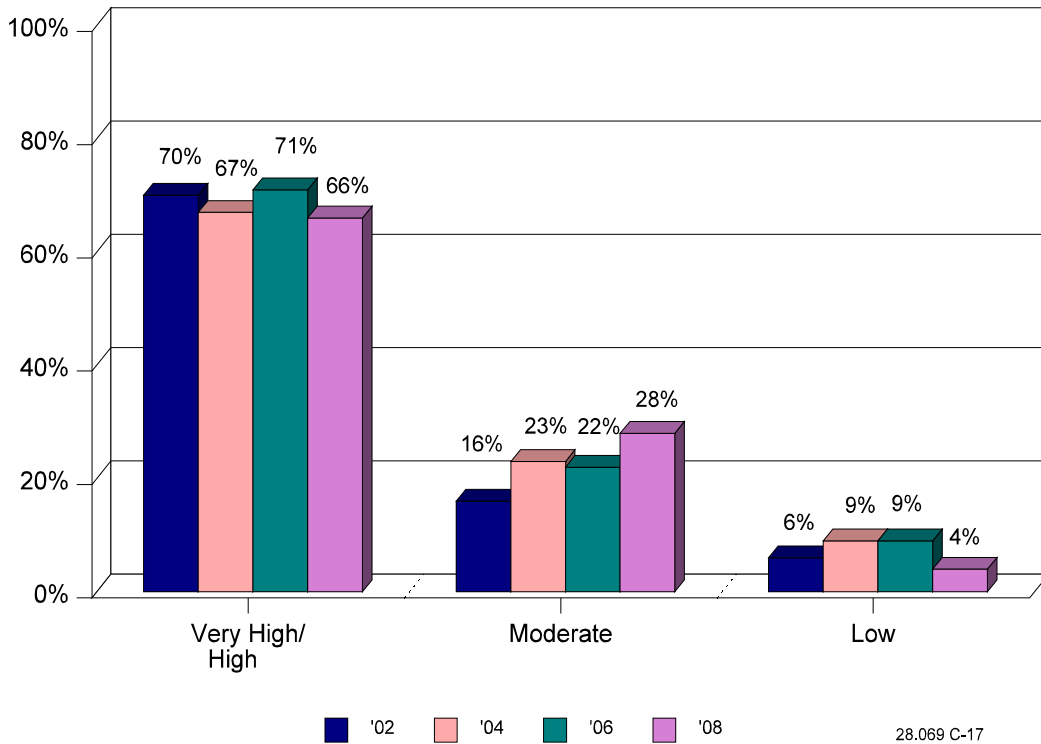
	Very High/High	Moderate	Low
'02	70%	16%	6%
'04	67%	23%	9%
'06	71%	22%	9%
'08	66%	28%	4%

28.069 C-17

- **AWARENESS OF CITY'S SUSTAINABILITY EFFORTS**

    Few Phoenix residents (15%) indicate they know "a lot" about the City's sustainability efforts, while a majority (54%) indicate they know "a little."

AWARENESS OF CITY'S SUSTAINABILITY EFFORTS
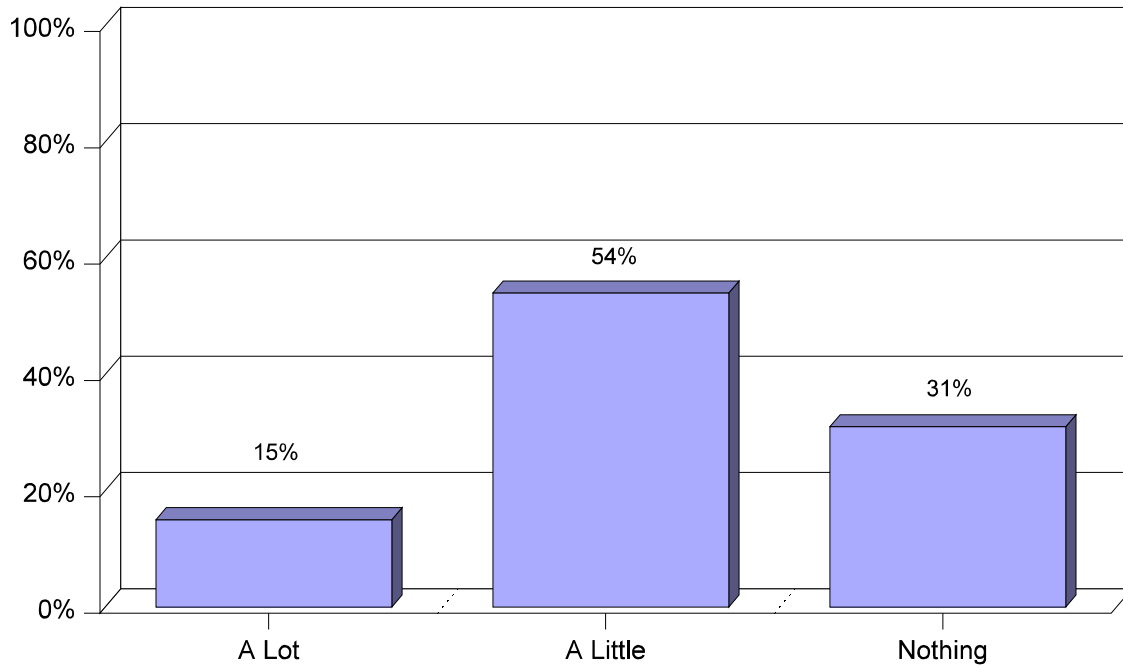
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2008069/RPT PHX Community Attitude survey-MASTER

OVERALL SATISFACTION WITH CITY PERFORMANCE

Nearly nine out of ten Phoenix residents (88%) indicate they are either very satisfied (14%) or satisfied (74%) with the overall performance of the City in providing services. This figure is virtually unchanged since 2000. The percentage of residents who profess dissatisfaction is only ten percent.

Demographically, overall satisfaction with the City's performance does not drop below 83 percent within any population subgroup. These response patterns indicate broad-based satisfaction with the City's performance among residents.

TABLE 1: OVERALL SATISFACTION WITH CITY PERFORMANCE

"Would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the overall performance of the City in providing services to Phoenix residents?"

	Very Satisfied/ Satisfied	Dissatisfied/ Very Dissatisfied	Not Sure
2008	88%	10%	2%
2006	89	10	1
2004	91	8	1
2002	87	12	1
2000	89	10	1

2008 READING – DETAIL

GENDER			
Male	86%	12%	2%
Female	90	9	1
AGE			
Under 35	91	8	1
35 to 49	89	9	2
50 to 64	83	16	1
65 or over	88	8	4
INCOME			
Under $25,000	85	15	*
$25,000 to $49,999	89	9	2
$50,000 to $74,999	89	10	1
$75,000 or over	94	5	1
ETHNICITY			
White	86	12	2
Minority	91	8	1
LENGTH OF RESIDENCE			
Under 10	93	7	0
10 or over	86	12	2

*Indicates % less than .5

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SATISFACTION WITH SELECTED CITY SERVICES

Phoenix residents were asked to indicate how satisfied they are with each of 30 services provided by the City using a ten-point scale, where one means the City is doing a poor job and ten means it is doing an excellent job. As has been the case since the start of this series of studies, emergency medical response by the Fire Department (8.5) and fire protection in your area (8.4) receive ratings over 8.0. Also receiving ratings of 8.0 this year are garbage and recycling collection (8.0) and keeping parks clean (8.0).

Also receiving very positive ratings are 13 additional services which receive satisfaction readings between 7.0 and 7.9:

- Library services in your area (7.9)
- Preserving our mountains and deserts (7.7)
- Providing citizens with Internet access to City information and services (7.6)
- Collection frequency of uncontainerized trash such as yard clippings (7.5)
- Providing drinking water which meets health and safety standards (7.4)
- Handling street flooding during rains in your area (7.2)
- Controlling cut-through traffic in your neighborhood (7.1)
- Operating wastewater plants in a way that protects the environment (7.1)
- Police protection in your area (7.0)
- Providing city bus service (7.0)
- Enforcing traffic laws on city streets (7.0)
- Keeping our streets clean (7.0)
- Preserving historic Phoenix houses and other historic buildings (7.0)

A third tier of 11 City services receive satisfactory readings between 6.0 and 6.9:

- Providing art and cultural events and programs (6.9)
- Providing parks and recreation programs in your area (6.9)
- Preserving residential neighborhoods (6.6)
- Street repair and maintenance (6.6)
- Crime prevention efforts in your area (6.6)
- Providing services for the elderly such as housing and meals at home (6.5)
- Providing programs for youth (6.5)
- Attracting new employers to the community and helping existing employers to grow (6.3)
- Requiring property owners to maintain their properties to minimum standards and enforcing cleanup ordinances (6.3)
- Preventing illegal dumping (6.3)
- Countering gang activities (6.1)

As in the previous two studies, only two of the 30 City services evaluated receive a satisfaction reading under 6.0:

- Providing job training and placement services for the unemployed (5.8)
- Providing services and housing for the poor and homeless (5.5)

"As you know, the City of Phoenix provides various services to the community ranging from fire protection to street maintenance. On a scale of one to ten where one means you think the city is doing a poor job and ten means you think the city is doing an excellent job, how would you rate the City of Phoenix on each of the following? Remember, one means a poor job and ten means an excellent job."

	Low (1-4)	Moderate (5-6)	High (7-8)	Very High (9-10)	Not Sure	MEAN RATING
Emergency medical response by the Fire Department	1%	8%	25%	54%	12%	8.5
Fire protection in your area	3	7	31	52	7	8.4
Garbage and recycling collection	10	6	34	49	1	8.0
Keeping the parks in your area clean	7	9	38	44	2	8.0
Library services in your area	6	16	32	41	5	7.9
Preserving our mountains and deserts	7	13	41	37	2	7.7
Providing citizens with Internet access to City information and services	7	15	33	31	14	7.6
Collection frequency of uncontainerized trash such as yard clippings	11	14	35	36	4	7.5
Providing drinking water which meets health and safety standards	9	20	35	34	2	7.4
Handling street flooding during rains in your area	10	17	35	27	11	7.2
Controlling cut-through traffic in your neighborhood	17	14	32	32	5	7.1
Operating wastewater plants in a way that protects the environment	7	19	31	23	20	7.1
Police protection in your area	13	21	37	28	1	7.0
Providing city bus service in your area	14	21	29	27	9	7.0
Enforcing traffic laws on city streets	15	16	39	27	3	7.0
Keeping our streets clean	11	26	39	24	0	7.0
Preserving historic Phoenix houses and other historic buildings	11	18	37	22	12	7.0
Providing art and cultural events and programs	15	19	33	26	7	6.9
Providing parks and recreation programs in your area	13	25	33	23	6	6.9
Preserving residential neighborhoods	15	26	37	18	4	6.6
Street repair and maintenance	20	22	33	24	1	6.6
Crime prevention efforts in your area	16	26	38	17	3	6.6
Providing services for the elderly such as housing and meals at home	12	17	25	13	33	6.5
Providing programs for youth	14	27	25	16	18	6.5
Attracting new employers to the community and helping existing employers to grow	18	24	35	11	12	6.3
Requiring property owners to maintain their properties to minimum standards and enforcing cleanup ordinances	23	21	35	18	3	6.3
Preventing illegal dumping	18	24	28	17	13	6.3
Countering gang activities	22	23	30	12	13	6.1
Providing job training and placement services for the unemployed	17	23	17	9	34	5.8
Providing services and housing for the poor and homeless	26	24	18	10	22	5.5

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When the 2008 satisfaction ratings are compared to the 2006 ratings, we find that in one area, "preserving our mountains and deserts", the ratings are improved (a .6 positive shift), while in the remaining 29 service areas, they are unchanged (less than a .6 positive or negative shift).

TABLE 3: HISTORICAL RATING OF CITY SERVICES

MEAN RATING

	2000	2002	2004	2006	2008	'06-'08 Change
PROTECTIVE SERVICES						
Emergency medical response	8.2	8.2	8.3	8.5	8.5	0
Fire protection	8.4	8.5	8.4	8.4	8.4	0
Police protection	7.4	7.0	7.2	7.2	7.0	-.2
Enforcing traffic laws	6.4	6.1	6.5	6.8	7.0	+.2
Crime prevention efforts	6.4	6.5	6.4	6.4	6.6	+.2
Gang programs	5.8	6.0	6.0	6.1	6.1	0
TRANSPORTATION SERVICES						
Street flooding	6.7	7.4	7.2	7.3	7.2	-.1
Cut-through traffic	6.4	6.5	6.4	6.6	7.1	+.5
Keeping streets clean	—	—	7.2	7.1	7.0	-.1
City bus service	5.8	7.0	7.1	7.1	7.0	-.1
Street repair/maintenance	6.4	6.8	6.6	6.6	6.6	0
SOCIAL SERVICES						
Elderly services	6.4	6.5	6.7	6.8	6.5	-.3
Youth programs	6.4	6.3	6.6	6.6	6.5	-.1
Job training/placement	6.1	5.8	5.5	5.9	5.8	-.1
Poor/homeless services	5.3	5.7	5.1	5.5	5.5	0
ENVIRONMENTAL SERVICES						
Garbage/recycling collection	7.8	7.6	7.8	8.0	8.0	0
Preserving mountains/deserts	6.9	7.0	6.9	7.1	7.7	+.6
Uncontainerized trash collection	6.8	7.2	7.1	7.2	7.5	+.3
Safe drinking water	6.5	6.8	6.9	7.0	7.4	+.4
Wastewater plants	7.1	7.3	7.3	7.3	7.1	-.2
Preventing illegal dumping	6.5	6.0	6.1	6.1	6.3	+.2
PARKS AND RECREATION SERVICES						
Keeping the parks in your area clean	–	–	–	–	8.0	–
Library services	7.8	7.9	7.7	7.9	7.9	0
Parks/recreation programs	7.1	6.9	7.0	7.0	6.9	-.1
Art/cultural events/programs	6.8	6.9	6.8	6.9	6.9	0
ECONOMIC DEVELOPMENT SERVICES						
Internet access	7.0	7.1	7.4	7.4	7.6	+.2
Attracting new employers	6.7	6.7	6.3	6.8	6.3	-.5
NEIGHBORHOOD PRESERVATION SERVICES						
Preserving historic buildings	—	—	7.1	7.1	7.0	-.1
Preserving neighborhoods	6.7	6.6	6.8	6.7	6.6	-.1
Property maintenance standards	6.1	6.1	6.4	6.5	6.3	-.2

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After residents had evaluated each of the 30 service areas under consideration, they were asked to indicate whether they would or would not be willing to pay more to improve each of them. Eight services are mentioned by at least seven out of ten residents as areas where they would be willing to pay more:

- Elderly services (77%)
- Crime prevention efforts (76%)
- Gang programs (74%)
- Poor and homeless services (72%)
- Youth programs (71%)
- Police protection (71%)
- Emergency medical response (71%)
- Providing safe drinking water (70%)

There is also a second tier of nine service areas where at least six out of ten residents would be willing to pay more:

- Wastewater plants (68%)
- Parks and recreation programs (69%)
- Job training and placement services for the unemployed (67%)
- Fire protection (67%)
- Preventing illegal dumping (63%)
- Preserving mountains and deserts (62%)
- Street repair and maintenance (62%)
- Keeping parks clean (61%)
- Keeping streets clean (60%)

Of particular interest among the 17 service spending priorities noted above, is the fact that they include five of the six protective service categories and all of the four social service categories tested. This pattern clearly reveals the high priority which residents give these service areas.

On the other end of the spectrum, the following services receive the lowest spending priority readings with at least 50 percent or more of residents indicating they would not be willing to pay more for each.

- Internet access to City information (59%)
- Street flooding (56%)
- Cut-through traffic (51%)
- Uncontainerized trash collection (50%)

"Now I'd like to quickly read the list again, but this time, please tell me if each service is one you would or would not be willing to pay more for to improve.

	Willing To Pay More	Not Willing To Pay More	Not Sure	NET[1] MORE/ (LESS)
Elderly services	77%	18%	5%	59%
Crime prevention efforts	76	21	3	55
Gang programs	74	23	3	51
Poor/homeless services	72	24	4	48
Youth programs	71	25	4	46
Police protection	71	26	3	45
Emergency medical response	71	27	2	44
Safe drinking water	70	28	2	42
Wastewater plants	68	26	6	42
Parks/recreation programs	69	29	2	40
Job training/placement	67	29	4	38
Fire protection	67	31	2	36
Preventing illegal dumping	63	35	2	28
Preserving mountains/deserts	62	36	2	26
Street repair/maintenance	62	37	1	25
Keeping parks clean	61	36	3	25
Keeping streets clean	60	38	2	22
Preserving neighborhoods	57	38	5	19
Enforcing traffic laws	57	41	2	16
City bus service	56	40	4	16
Property maintenance standards	56	42	2	14
Attracting new employers	54	42	4	12
Art/cultural events/programs	53	44	3	9
Library services	52	44	4	8
Garbage/recycling collection	51	48	1	3
Preserving historic buildings	48	49	3	(1)
Uncontainerized trash collection	48	50	2	(2)
Cut-through traffic	45	51	4	(6)
Street flooding	40	56	4	(16)
Internet access	37	59	4	(22)

[1]Willing to pay more minus not willing
~~~~~~~~~~~~~~~~

Next in this section we present a Priority Spending Index. This Index correlates the earlier discussed service satisfaction ratings with residents willingness to pay more for improved service. The effect of this Index is that it affords higher spending priority to those services that receive lower satisfaction readings.

As may be seen in the following table, the result of this exercise is a slight reordering of the top ten spending priorities with poor/homeless services receiving the highest index reading of 130.9 followed by gang problems at 121.3. Also notice that since 2006, Index increases are recorded for 12 services, while decreases are recorded for 15 services. The strongest increases are recorded in job training/placement (+10.4) and attracting new employers (+9.2) – a likely reflection of current economic conditions.

TABLE 5: PRIORITY SPENDING INDEX

	1-10 Rating	Willing To Pay More	PRIORITY SPENDING INDEX			'06-'08 Change
			2008	2006	2004	
Poor/homeless services	5.5	72%	130.9	125.5	139.2	+5.4
Gang programs	6.1	74	121.3	127.9	125.0	-6.6
Elderly services	6.5	77	118.5	111.8	109.0	+6.7
Job training/placement	5.8	67	115.5	105.1	120.0	+10.4
Crime prevention efforts	6.6	76	115.2	126.6	121.9	-11.4
Youth programs	6.5	71	109.2	113.6	116.7	-4.4
Police protection	7.0	71	101.4	106.9	104.2	-5.5
Preventing illegal dumping	6.3	63	100.0	96.7	95.1	+3.3
Parks/recreation programs	6.9	69	100.0	92.9	94.3	+7.1
Wastewater plants	7.1	68	95.8	93.2	90.4	+2.6
Safe drinking water	7.4	70	94.6	101.4	108.7	-6.8
Street repair/maintenance	6.6	62	93.9	93.9	90.9	0
Property maintenance standards	6.3	56	88.9	87.7	93.8	+1.2
Preserving neighborhoods	6.6	57	86.4	89.6	86.8	-3.2
Keeping streets clean	7.0	60	85.7	95.8	88.9	-10.1
Attracting new employers	6.3	54	85.7	76.5	84.1	+9.2
Emergency medical response	8.5	71	83.5	87.1	85.5	-3.6
Enforcing traffic laws	7.0	57	81.4	97.1	101.5	-15.7
Preserving mountains/deserts	7.7	62	80.5	94.4	97.1	-13.9
City bus service	7.0	56	80.0	73.2	70.4	+6.8
Fire protection	8.4	67	79.8	83.3	83.3	-3.5
Art/cultural events/programs	6.9	53	76.8	76.8	69.1	0
Keeping parks clean	8.0	61	76.3	–	–	–
Preserving historic buildings	7.0	48	68.6	63.3	69.0	+5.3
Library services	7.9	52	65.8	67.1	71.4	-1.3
Uncontainerized trash collection	7.5	48	64.0	65.3	64.8	-1.3
Garbage/recycling collection	8.0	51	63.8	60.0	62.8	+3.8
Cut-through traffic	7.1	45	63.4	77.3	67.2	-13.9
Street flooding	7.2	40	55.6	58.9	48.6	+3.3
Internet access	7.6	37	48.7	55.4	51.4	-6.7

Calculation: Willing to pay more divided by rating

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PHOENIX AS A PLACE TO LIVE

Better than nine out of ten Phoenix residents (91%) either strongly agree (21%) or agree (70%) that "Phoenix is a good place to live." This reading has not varied since 2000 and is universal across all population subgroups.

TABLE 6: PHOENIX AS A PLACE TO LIVE

"Would you say you strongly agree, agree, disagree or strongly disagree with the following statement, 'Overall, Phoenix is a good place to live'."

	Strongly Agree/ Agree	Disagree/ Strongly Disagree	Not Sure
2008	91%	9%	*%
2006	91	8	1
2004	91	8	1
2002	91	8	1
2000	92	7	1

2008 READING – DETAIL

GENDER			
Male	90%	10%	0%
Female	92	7	1
AGE			
Under 35	91	9	0
35 to 49	91	9	0
50 to 64	92	7	1
65 or over	89	10	1
INCOME			
Under $25,000	90	10	0
$25,000 to $49,999	91	9	0
$50,000 to $74,999	91	8	1
$75,000 or over	94	5	1
ETHNICITY			
White	91	9	*
Minority	92	7	1
LENGTH OF RESIDENCE			
Under 10	91	9	*
10 or over	91	9	*

*Indicates % less than .5
~~~~~~~~~~~~~~~~

Phoenix residents continue to rate the quality of life in Phoenix quite highly, with nearly seven out of ten residents (67%) indicating it is either excellent (12%) or good (55%). In comparison, 28 percent of residents rate the quality of life as fair, while only five percent rate it in negative terms (poor/very poor). The current level of positive response has remained consistent since 2002.

When residents' attitudes about the quality of life in Phoenix are analyzed based on demographic subgroup, we find several interesting variations. For example, as in the past, positive impressions tend to increase in direct correlation to increases in yearly income and white residents reveal a more positive impression about the quality of life in the City than do minority residents (70% vs. 59%). Negative impressions do not exceed seven percent within any population subgroup except lower income households (11%).

TABLE 7: QUALITY OF LIFE IN THE CITY OF PHOENIX

"On the whole, would you say that the quality of life in the City of Phoenix is excellent, good, fair, poor, or very poor?"

	Excellent/ Good	Fair	Poor/ Very Poor	Not Sure
2008	67%	28%	5%	*
2006	70	24	5	1
2004	70	25	5	*
2002	66	28	6	*
2000	74	21	5	0

2008 READING – DETAIL

	Excellent/ Good	Fair	Poor/ Very Poor	Not Sure
GENDER				
Male	67%	26%	7%	*
Female	66	31	2	1
AGE				
Under 35	61	34	5	0
35 to 49	68	26	5	1
50 to 64	64	31	5	0
65 or over	76	16	6	2
INCOME				
Under $25,000	59	29	11	1
$25,000 to $49,999	60	34	5	1
$50,000 to $74,999	64	34	2	0
$75,000 or over	82	17	1	0
ETHNICITY				
White	70	25	5	*
Minority	59	35	5	1
LENGTH OF RESIDENCE				
Under 10	66	30	3	1
10 or over	67	28	5	*

*Indicates % less than .5
~~~~~~~~~~~~~~~~

Residents were next asked to indicate the single most important problem the City should be working on to solve in their neighborhood. As Table 8 indicates, crime-related issues (32%) continue to lead the responses followed by transportation issues with a reading of 20 percent. No other problem is cited by more than seven percent of residents. The current readings are very similar to those recorded in 2006.

TABLE 8: MOST IMPORTANT PROBLEMS
CITY SHOULD BE WORKING TO SOLVE

"Next, what do you feel is the single most important problem the City should be working to solve in your neighborhood?" (IF CRIME MENTIONED, PROBE). "And what is the next most important problem?"

	2008	2006	2004	2002
CRIME (NET)	32%	33%	34%	30%
Crime, too much	9	11	9	4
Drugs	4	7	6	7
Robberies	5	5	8	5
Need more police	3	3	3	4
Gangs	2	3	5	8
Car theft/jacking	1	2	3	5
Other responses	8	5	3	5
TRANSPORTATION (NET)	20	23	26	26
Lack of public transit	5	4	6	6
Traffic congestion	4	7	9	7
Street/road conditions	3	4	2	3
Bad drivers, red light runners	1	4	6	7
Other responses	8	5	4	5
Illegal immigration	7	7	1	*
Trash/litter/graffiti	5	8	5	6
Environment/pollution	4	4	5	6
Lack of social services	3	4	3	3
Education	3	3	4	6
Neighborhood maintenance	2	4	4	3
Economy/jobs	2	2	3	3
Parks and recreation	2	1	1	2
Uncontrolled growth	1	2	2	3
All other responses	3	3	6	7
No problems	10	11	8	12
Not sure	8	9	7	6

Totals exceed 100% due to multiple responses

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In a related question, residents were asked if each of ten issues was a major, a minor, or not a problem in their neighborhood. As may be seen, air pollution is viewed as the primary problem facing neighborhoods, with 49 percent of residents rating it a major problem. Three additional problems are rated as major problems by roughly one out of three residents – graffiti (32%), drug activity (32%) and juvenile crime (31%).

TABLE 9: EVALUATION OF SELECTED
NEIGHBORHOOD PROBLEMS

"Next, would you say the following things are major problems, minor problems, or not problems in your neighborhood?"

	Major	Minor	Not A Problem	Not Sure
Air pollution	49%	30%	20%	1%
Graffiti	32	39	29	*
Drug activity	32	31	31	6
Juvenile crime	31	39	27	3
Traffic congestion	28	35	37	*
Houses and yards that are not well maintained	24	41	35	*
Traffic cutting through neigh-borhood streets	19	34	46	1
Signs on utility poles for things like yard sales or model homes	13	39	48	*
Vacant lots	12	36	51	1
Interference from industrial or commercial operations	9	32	57	2

*Indicates % less than .5

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When the current readings are compared to those recorded in 2006, we find statistically significant improvement in one area – traffic congestion – which declined from 37 percent in 2006 to 28 percent today.

TABLE 10: EVALUATION OF SELECTED
NEIGHBORHOOD PROBLEMS – DETAIL

% "MAJOR" PROBLEM

	2000	2002	2004	2006	2008	'06 - '08 CHANGE
Air pollution	46%	45%	42%	46%	49%	+3
Graffiti	20	22	19	31	32	+1
Drug activity	31	33	29	38	32	-6
Juvenile crime	27	32	26	34	31	-3
Traffic congestion	43	35	31	37	28	-9
Houses and yards that are not well maintained	19	24	22	21	24	+3
Traffic cutting through neigh- borhood streets	23	23	20	24	19	-5
Signs on utility poles for things like yard sales or model homes	12	11	11	13	13	0
Vacant lots	9	11	9	14	12	-2
Interference from industrial or commercial operations	9	7	8	9	9	0

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Similar to prior years, the two main things residents believe the City could do to make Phoenix a more liveable community are to improve the transportation system (26%) and reduce crime (16%). Not surprisingly, these two items were also cited earlier by residents as the most important problems facing their neighborhoods (Table 8). Also receiving noteworthy mention were protecting the environment (12%) and improving the economy (9%).

<u>TABLE 11: STEPS CITY COULD TAKE</u>
<u>TO MAKE PHOENIX MORE LIVEABLE</u>

"What do you feel the City could do to make Phoenix a more liveable city
in the future? (PROBE) What else?"

	2008	2006	2004
IMPROVE THE TRANSPORTATION SYSTEM	26%	24%	23%
Public transit/light rail	14	11	11
Traffic congestion	4	5	4
Freeways	2	4	5
Other responses	6	6	6
Reduce crime	16	17	18
Protect environment – air pollution, conserve water	12	6	8
Improve the economy/jobs	9	5	6
Slow growth	6	6	9
Reduce illegal immigration	4	5	2
Improve parks/recreation	4	4	4
Improve education	3	3	4
Better government – listen to the people	3	3	2
Improve social services	2	4	5
Lower taxes	2	1	2
Expand cultural opportunities	2	1	1
Improve city services	1	2	1
Revitalize – downtown, vacant lots, run down areas	*	4	7
Miscellaneous	1	3	5
Nothing – doing fine	10	8	5
Not sure	14	20	17

Totals exceed 100% due to multiple response
*Indicates % less than .5
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2008069/RPT PHX Community Attitude survey-MASTER

Residents were next read a description of community-based policing and asked to evaluate the job the Phoenix Police Department is doing operating the philosophy in their neighborhood. As Table 12 reveals, residents are very favorable in their evaluation with 66 percent rating the Police Department either excellent (20%) or good (46%) and only eight percent rating it poor (6%) or very poor (2%). The positive readings for community-based policing have remained constant since 2000 and reach their highest positive levels among older, lower income residents.

TABLE 12: ATTITUDES ABOUT COMMUNITY-BASED POLICING

"Next, for the past several years the Phoenix Police Department has been operating under a community-based policing philosophy. Under community-based policing, the Department, in partnership with other City departments, residents and businesses, assists the community in enhancing the quality of life. Such programs as Block Watch are a result of this effort along with in-school programs for children. As far as you're concerned, is the Phoenix Police Department doing an excellent, good, fair, poor or very poor job of operating this philosophy in your neighborhood?"

	Excellent/ Good	Fair	Poor/ Very Poor	Not Sure
2008	66%	20%	8%	6%
2006	68	19	7	6
2004	70	19	4	7
2002	67	18	6	9
2000	66	14	9	11

2008 READING – DETAIL

	Excellent/ Good	Fair	Poor/ Very Poor	Not Sure
GENDER				
Male	68%	15%	11%	6%
Female	64	24	5	7
AGE				
Under 35	66	23	10	1
35 to 49	63	21	7	9
50 to 64	66	20	6	8
65 or over	73	11	9	7
INCOME				
Under $25,000	77	6	7	10
$25,000 to $49,999	58	28	10	4
$50,000 to $74,999	70	20	2	8
$75,000 or over	61	25	9	5
ETHNICITY				
White	66	19	10	5
Minority	67	20	4	9
LENGTH OF RESIDENCE				
Under 10	74	17	4	5
10 or over	64	21	9	6

~~~~~~~~~~~~~~~~

Residents were also asked about safety in their neighborhood. Here we find that 49 percent of residents believe their neighborhood is safer than other neighborhoods in Phoenix, while 37 percent believe safety in their neighborhood is on par with other Phoenix neighborhoods. In comparison, only about ten percent of residents believe their neighborhood is not as safe as other Phoenix neighborhoods. Compared to 2006, an increase of nine percent is recorded in the "safer" reading (49% vs. 40%). As in the prior studies, the "not as safe" reading decreases in relation to increased income.

TABLE 13: ATTITUDES ABOUT
NEIGHBORHOOD SAFETY

"From what you know or have heard, is your neighborhood safer than other neighborhoods in Phoenix, about the same as other neighborhoods in Phoenix, or not as safe as other neighborhoods in Phoenix?"

	Safer	About Same	Not as Safe	Not Sure
2008	49%	37%	10%	4%
2006	40	41	16	3
2004	46	39	11	4

2008 READING – DETAIL

GENDER				
Male	50%	35%	10%	5%
Female	48	38	11	3

AGE				
Under 35	43	39	13	5
35 to 49	53	37	7	3
50 to 64	41	36	16	7
65 or over	63	13	6	0

INCOME				
Under $25,000	34	47	14	5
$25,000 to $49,999	46	33	19	2
$50,000 to $74,999	44	42	11	3
$75,000 or over	66	26	3	5

ETHNICITY				
White	49	38	10	3
Minority	50	35	10	5

LENGTH OF RESIDENCE				
Under 10	44	36	9	11
10 or over	50	38	11	1

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In a related question, 51 percent of residents indicate their neighborhood participates in a Block Watch or similar crime prevention program (up from 45% in 2006) with participation tending to increase with increased income. Eight out of ten residents (80%) participating in crime prevention programs feel they are effective in reducing crime.

TABLE 14: PARTICIPATION IN BLOCK WATCH

"Does your neighborhood participate in a Block Watch or other similar crime reduction program?"

	% YES		
	2008	2006	2004
TOTAL	51%	45%	46%
AGE			
Under 35	49	27	36
35 to 49	49	51	47
50 to 64	59	52	51
65 or over	48	59	54
INCOME			
Under $25,000	47	31	41
$25,000 to $49,999	43	42	47
$50,000 to $74,999	62	47	52
$75,000 or over	56	54	46
ETHNICITY			
White	54	58	48
Minority	46	29	42

(AMONG THOSE WHO PARTICIPATE)

"Do you feel it is effective in reducing crime in your neighborhood?"

	2008	2006	2004
Yes	80%	78%	70%
No	14	15	19
Not sure	6	7	11
	100%	100%	100%

~~~~~~~~~~~~~~~

CONTACT WITH CITY PERSONNEL

Residents were next asked if they had had any contact with the City in the preceding 12 months. As Table 15 indicates, 34 percent of residents had contact with the City during this time period – in line with previous years. As in the prior studies, the most common method of contacting City personnel was via the telephone (75%), followed by in-person visits (14%) and the Internet (11%).

Demographically, contact with City personnel is highest among white residents and tends to increase in direct correlation to increased income.

TABLE 15: CONTACT WITH CITY PERSONNEL

"During the past 12 months, did you contact any city employee, official or department to seek service or information, or to make a complaint?" (IF YES) "Was your most recent contact conducted in person, over the phone, by mail, or electronically by computer?"

	% MAKING CONTACT	METHOD OF CONTACT			
		Phone	In Person	Internet	Mail
2008	34%	75%	14%	11%	0%
2006	33	77	13	7	3
2004	32	78	12	5	5
2002	30	75	21	3	1
2000	36	77	17	3	3

2008 READING – % MAKING CONTACT

GENDER
Male	35%
Female	34

AGE
Under 35	32
35 to 49	37
50 to 64	40
65 or over	27

INCOME
Under $25,000	27
$25,000 to $49,999	34
$50,000 to $74,999	37
$75,000 or over	42

ETHNICITY
White	39
Minority	25

LENGTH OF RESIDENCE
Under 10	30
10 or over	36

~~~~~~~~~~~~~~~

The primary reason residents give for contacting the City is to report a crime.

TABLE 16: REASON FOR LAST CONTACT

"What was the reason for your most recent contact?"

	2008	2006
Report a crime	36%	42%
File complaint about neighbor	10	12
Request repairs – roads, lights, water	9	5
Request trash/garbage pick-up information	8	8
Animal control/dog pound	7	3
Water service/information	5	8
Public transportation information	5	1
Request social services	4	5
Zoning issues	4	1
Report mosquito problem	3	2
Building permit information	3	2
Parks/recreation information	2	3
File housing/landlord dispute	2	1
Election information	*	1
All other	5	6
Don't recall	3	2

*Indicates % less than .5

~~~~~~~~~~~~~~~~

Finally, those residents who had contacted the City were asked to evaluate their most recent contact on three variables. As may be seen on the following table, two out of three residents or more indicate: 1) they were treated in a professional and courteous manner (86%); 2) they were promptly directed to the individual who could best respond to their needs (70%); and 3) their needs were handled in a timely fashion (65%). These readings are little changed from 2006.

2008069/RPT PHX Community Attitude survey-MASTER

TABLE 17: EVALUATION OF LAST CONTACT

"Thinking about your last contact with the City, would you strongly agree, agree, disagree or strongly disagree with each of the following statements?"

	Strongly Agree/ Agree	Disagree/ Strongly Disagree	Not Sure
I was treated in a professional and courteous manner	86%	10%	4%
I was promptly directed to the individual who could best respond to my needs	70	26	4
My needs were handled in a timely fashion	65	33	2

	% AGREE				
	2000	2002	2004	2006	2008
I was treated in a professional and courteous manner	86%	85%	86%	89%	86%
I was promptly directed to the individual who could best respond to my needs	78	86	78	70	70
My needs were handled in a timely fashion	69	70	76	64	65

~~~~~~~~~~~~~~~~

39   2008069/RPT PHX Community Attitude survey-MASTER

SOURCES OF INFORMATION

The most commonly relied on source of information about what is happening in the City of Phoenix continues to be local television programs, with 44 percent of residents indicating they rely on such programs a lot. In comparison, 36 percent rely on the Internet a lot, while 30 percent rely on newspapers a lot and 30 percent rely on radio news programs a lot. These readings reveal drops in the television and newspaper readings and a sharp 14-point increase in the Internet reading since 2006.

TABLE 18: SOURCES OF INFORMATION

"Next, do you rely a lot, some, only a little or not at all on each of the following for information about the City of Phoenix?"

2008 READING – % A LOT

	A Lot	Some	Only A Little	Not At All	A LOT 2006	A LOT 2004	A LOT 2002
Television programs	44%	17%	23%	16%	48%	48%	51%
The Internet	36	15	16	33	22	16	17
Newspapers	30	15	20	35	32	40	35
Radio news programs	30	17	24	29	30	29	31

*Indicates percent less than .5

2008 READING – % A LOT

	Tele-vision	Internet	News-papers	Radio
TOTAL	44%	36%	30%	30%
GENDER				
Male	37	37	25	27
Female	51	35	35	32
AGE				
Under 35	40	57	28	30
35 to 49	45	36	25	31
50 to 64	49	23	35	32
65 or over	44	10	40	23
INCOME				
Under $25,000	58	28	39	43
$25,000 to $49,999	55	26	24	26
$50,000 to $74,999	34	47	32	32
$75,000 or over	31	37	28	24
ETHNICITY				
White	37	36	29	29
Minority	55	36	33	32
LENGTH OF RESIDENCE				
Under 10	40	42	30	25
10 or over	45	33	30	31

~~~~~~~~~~~~

USE OF CITY'S WEB SITE

Fifty-one percent of residents indicate they have used the City's web site – up a significant 15 points from 36 percent in 2006 and 27 points from 24 percent in 2002. The highest use of the site is among upper income residents, residents under 50 and whites. The data also reveals that the City's web site receives positive readings from users, with 66 percent giving it a rating of seven or higher on a ten point scale.

TABLE 19: USE OF CITY'S WEB SITE

"Have you ever used Phoenix.Gov, the City's web site, to obtain information or conduct business with the City?" (IF YES): "On a 10 point scale where 1 means poor and 10 means excellent, how would you rate the City's web site?"

AMONG USERS

	% USING	Low (1-4)	Mod- erate (5-6)	High (7-8)	Very High (9-10)	Not Sure	MEAN RATING
2008	51%	4%	28%	40%	26%	2%	7.3
2006	36	6	22	45	26	1	7.3
2004	34	9	23	51	16	1	7.0
2002	24	6	16	42	28	8	7.4

2008 READING – % USING

GENDER
Male   51%
Female   51

AGE
Under 35   56
35 to 49   60
50 to 64   50
65 or over   22

INCOME
Under $25,000   24
$25,000 to $49,999   42
$50,000 to $74,999   73
$75,000 or over   66

ETHNICITY
White   63
Minority   32

LENGTH OF RESIDENCE
Under 10   52
10 or over   52

~~~~~~~~~~~~~~~~

The research also reveals that residents' main reasons for visiting the site are to obtain City employment information (12%) and to get water bill information (12%). Ninety percent of residents indicate they were able to find what they were looking for the last time they visited the City's web site – little changed from 92 percent in 2006.

TABLE 20: REASONS FOR VISITING
CITY'S WEB SITE

"For what purpose did you last visit the City's web site?"

	2008	2006	2004
Employment information	12%	14%	14%
Water bill information/pay bill	12	9	12
Request trash pickup	10	7	12
Entertainment – concerts, theatres, arts	8	2	2
Parks and recreation	6	4	3
Court records/jury duty	4	6	7
Social services	4	6	1
Building permit	3	7	3
Tax forms/information	3	5	4
Police information	3	3	1
Public transit	3	2	1
Property/zoning	2	2	5
Business license	2	1	2
Schools/education	2	0	3
City elections	1	4	3
Neighborhood services	1	2	2
Library information	*	3	5
Graffiti cleanup	*	1	2
All others with mentions	14	12	14
Don't recall	12	13	14

Total exceeds 100% due to multiple responses
* Indicates % less than .5

"Were you able to find what you were looking for on your last visit?"

Yes	90%	92%	83%
No	10	8	17
	100%	100%	100%

~~~~~~~~~~~~~~~~

Residents were queried about their awareness of a City ordinance designed to help neighborhoods fight blight and require owners to keep up their property. Sixty-four percent of residents indicate they are aware of the ordinance, which is unchanged from 2006. Awareness reaches its highest levels among males, those over 35 years old, high income residents, whites and long-term residents.

Those aware of the ordinance were asked a follow-up question regarding how well they felt the ordinance is working in their neighborhood. Here we find that nearly eight out of ten residents (77%) believe the ordinance is working either very well (30%) or fairly well (47%), while 21 percent believe it is either not working too well (15%) or not at all (6%). The percent of residents who believe the ordinance is working well (very/fairly) has remained relatively consistent over the past several studies.

TABLE 21: AWARENESS OF AND ATTITUDES
TOWARD NEIGHBORHOOD ORDINANCES

"Next, were you aware that the City of Phoenix has an ordinance to help neighborhoods fight blight and require owners to keep up their property, or not?"

"How well would you say these ordinances are working in your neighborhood – very well, fairly well, not too well or not well at all?"

EVALUATION AMONG THOSE AWARE

	PERCENT AWARE	Very Well	Fairly Well	Not Too Well	Not Well At All	Not Sure	TOTAL WELL[1]
2008	64%	30%	47%	15%	6%	2%	77%
2006	64	33	48	12	6	1	81
2004	55	29	46	15	6	4	75
2002	59	36	38	14	8	4	74
2000	63	30	47	12	9	3	77

2008 READING – % AWARE

GENDER
Male 66%
Female 62

AGE
Under 35 54
35 to 49 71
50 to 64 64
65 or over 68

INCOME
Under $25,000 61
$25,000 to $49,999 58
$50,000 to $74,999 63
$75,000 or over 70

ETHNICITY
White 70
Minority 51

LENGTH OF RESIDENCE
Under 10 45
10 or over 69

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Phoenix residents were asked to evaluate Sky Harbor International Airport on 11 different factors using a one-to-ten scale. As may be seen on Table 22, Sky Harbor continues to receive a very positive reading with an overall rating of 7.7 with 70 percent of residents offering a rating of seven or higher. The specific factors receiving the highest positive readings are convenient airport location (8.4), overall cleanliness of airport terminals (8.3) and clean and well-supplied restrooms (8.2). On the flip side, Sky Harbor receives its lowest rating on high quality food and beverages at reasonable prices (5.7) and quality retail merchandise at reasonable prices (5.7).

When the 2008 readings are compared to those from the 2006 study, we find that on each of the 11 factors studied, the readings are unchanged (less than .6 shift).

TABLE 22: EVALUATION OF SKY HARBOR

"Next, on a 10-point scale where 1 means you think the airport is doing a poor job and 10 means you think the airport is doing an excellent job, how would you rate Sky Harbor International Airport for. . .?"

	Low (1-4)	Mod-erate (5-6)	High (7-8)	Very High (9-10)	Not Sure	MEAN RATING				'06-'08 Change
						2002	2004	2006	2008	
A convenient Airport location	3%	9%	26%	47%	15%	8.3	8.3	8.2	8.4	+.2
Overall cleanliness of Airport terminals	2	6	33	38	21	8.4	8.2	8.2	8.3	+.1
Clean and well-supplied restrooms	3	10	29	35	23	8.1	7.9	8.1	8.2	+.1
Availability of taxis, limousines and shuttle services	3	11	26	31	29	7.8	7.5	7.8	8.0	+.2
Overall rating of Sky Harbor International Airport	**6**	**10**	**37**	**33**	**14**	**8.0**	**8.1**	**8.0**	**7.7**	**-.1**
Courteous and knowledgeable Airport employees	6	13	34	27	20	7.6	7.8	7.8	7.7	-.1
Frequency and quality of shuttle bus service between terminals, parking lots and the rental car center	4	12	29	23	32	7.5	7.6	7.4	7.7	+.3
Clear and understandable directional signs on the airport roadway system	9	14	32	28	17	7.5	7.4	7.3	7.4	+.1
Ease and availability of parking facilities at reasonable prices	17	15	29	15	24	6.5	6.9	6.5	6.6	+.1
Quality retail merchandise at reasonable prices	19	25	10	7	29	5.6	5.8	6.1	5.7	-.4
High quality food and beverages at reasonable prices	24	19	20	12	25	7.0	7.0	5.9	5.7	-.2

~~~~~~~~~~~~~~~~

Two out of three Phoenix residents (66%) believe downtown Phoenix has become either much better (32%) or a little better (34%) over the past few years. The overall change for the better reading of 66 percent is down from the all time high of 77 percent in 2000, but little changed since 2002.

The downtown area receives its highest better readings from residents 50 to 64, residents who earn over $75,000, whites and long-term residents.

TABLE 23: CHANGES IN DOWNTOWN PHOENIX

"Do you think downtown Phoenix is much better now than it was a few years ago, a little better, about the same, or worse?"

	Much Better	Little Better	About The Same	Worse	Not Sure	TOTAL BETTER[1]
2008	32%	34%	17%	5%	12%	66%
2006	30	34	17	9	10	64
2004	33	31	16	9	11	64
2002	44	23	13	4	16	67
2000	45	32	9	4	10	77

2008 READING – % BETTER

GENDER
Male   72%
Female   61

AGE
Under 35   65
35 to 49   68
50 to 64   71
65 or over   59

INCOME
Under $25,000   68
$25,000 to $49,999   47
$50,000 to $74,999   66
$75,000 or over   77

ETHNICITY
White   71
Minority   60

LENGTH OF RESIDENCE
Under 10   57
10 or over   71

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After sky rocketing to 71 percent in the 2006 study, the percentage of residents who believe affordable housing is a major issue has receded to 57 percent, a statistically significant decline of 14 points. As may be expected, lower income residents are particularly likely to believe affordable housing is a major issue (69%, down from 87% in 2006).

<u>TABLE 24: AVAILABILITY OF</u>
<u>AFFORDABLE HOUSING</u>

"Next, do you feel that the availability of affordable housing is a major issue, a minor issue or not an issue in the City of Phoenix?"

	Major Issue	Minor Issue	Not an Issue	Not Sure
2008	57%	24%	17%	2%
2006	71	17	5	7
2004	48	29	18	5

<u>2008 READING – % MAJOR</u>

<u>GENDER</u>
Male	50%
Female	63

<u>AGE</u>
Under 35	63
35 to 49	49
50 to 64	62
65 or over	55

<u>INCOME</u>
Under $25,000	69
$25,000 to $49,999	64
$50,000 to $74,999	57
$75,000 or over	45

<u>ETHNICITY</u>
White	53
Minority	64

<u>LENGTH OF RESIDENCE</u>
Under 10	49
10 or over	60

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AWARENESS OF CITY'S SUSTAINABILITY EFFORTS

     Few Phoenix residents (15%) indicate they know "a lot" about the City's sustainability efforts, while a majority (54%) indicate they know "a little". Newer residents, younger residents and lower income residents reveal the lowest levels of awareness.

<div align="center">

TABLE 25: AWARENESS OF CITY'S
SUSTAINABILITY EFFORTS

</div>

"Would you say you know a lot, a little or nothing at all about the City's efforts to establish sustainability programs? That is, programs to reduce energy and greenhouse gases, use of alternative fuel vehicles, design of city-owned green buildings, water reuse and conservation, recycling, restore blighted land for reuse and preserve desert and open spaces?"

	A Lot	A Little	Nothing
TOTAL	15%	54%	31%
GENDER			
Male	12	56	32
Female	18	52	30
AGE			
Under 35	11	49	40
35 to 49	18	53	29
50 to 64	20	52	28
65 or over	10	69	21
INCOME			
Under $25,000	11	53	36
$25,000 to $49,999	19	59	22
$50,000 to $74,999	21	49	30
$75,000 or over	12	58	30
ETHNICITY			
White	17	52	31
Minority	11	57	32
LENGTH OF RESIDENCE			
Under 10	17	42	41
10 or over	15	58	27

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METHODOLOGY

The information contained in this report is based on 700 in-depth telephone interviews conducted with City of Phoenix heads of households. Respondent selection on this project was accomplished via a computer- generated random digit dial telephone sample which selects households based on residential telephone prefixes and includes all unlisted and newly listed households. This methodology was selected because it ensures a randomly selected sample of households proportionately allocated throughout the sample universe. This method also insures that all unlisted and newly listed telephone households are included in the sample.

The questionnaire used in this study was designed by Behavior Research Center (BRC) in conjunction with the City (see appended questionnaire). After approval of the preliminary draft questionnaire, it was pre-tested with a randomly selected cross-section of five Phoenix residents. The pre-test focused on the value and understandability of the questions, adequacy of response categories, questions for which probes were necessary, and the like. Following the pre-test, the final form was approved by the City and a Spanish version of the questionnaire was prepared.

During the course of this study, only the male or female head of household was interviewed. This methodology was utilized because prior studies of this nature have shown that these are the individuals within each household that have the knowledge and background to respond to the topics under consideration. In addition, the sample was selected so that an equal proportion of male and female household heads fell into the sample.

This survey utilized a "split" sample methodology. Using this methodology, selected survey questions were designated core questions and asked of all survey respondents while other survey questions were asked of only one-half of the survey respondents. This methodology is commonly used when the volume of information desired is particularly extensive and the number of interviews to be conducted is of adequate size to justify splitting. Questions 1 to 4, 6 to 7 and 19 to 22 were designated core questions for the purpose of this survey and asked of all study respondents. The remaining questions were asked of one-half of the study respondents.

All of the interviewing on this project was conducted during July 2008 at the Center's central location computer-assisted telephone interviewing (CATI) facility where each interviewer worked under the direct supervision of BRC supervisory personnel. All of the interviewers who worked on this project were professional interviewers of the Center. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study, (b) sampling procedures, (c) administration of the questionnaire, and (d) other project-related factors. In addition, each interviewer completed a set of practice interviews to ensure that all procedures were understood and followed.

Interviewing on this study was conducted during an approximately equal cross-section of evening and weekend hours. This procedure was followed to ensure that all households were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to four separate attempts, on different days and during different times of day, were made to contact each selected resident. Only after four unsuccessful attempts was a selected household substituted in the sample. Using this methodology, the full sample was completed, and partially completed interviews were not accepted nor counted toward fulfillment of the total sample quotas.

One hundred percent of the completed interviews were edited, and any containing errors of administration were pulled, the respondent re-called, and the errors corrected. In addition, 15 percent of each interviewer's work was randomly selected for validation to ensure its authenticity and correctness. No problems were encountered during this phase of interviewing quality control.

As the data collection segment of this study was being undertaken, completed and validated interviews were turned over to BRC's in-house Coding Department. The Coding Department edited, validated and coded the interviews. Upon completion of coding, a series of validity and logic checks were run on the data to ensure it was "clean" and representative of the sample universe prior to running the detailed tables presented in Volume II.

When analyzing the results of this survey, it should be kept in mind that all surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in the table, the overall sampling error for this study is approximately +/- 3.8 percent when the sample is studied in total (i.e., all 700 cases). However, when subsets of the total sample are studied, the amount of sampling error increases based on the sample size within the subset.

Sample Size	Sampling Error At A 95% Confidence Level
700	3.8%
500	4.5
300	5.8
100	10.0

SAMPLE PROFILE

GENDER
Male	50%
Female	50
	100%

AGE
Under 35	29%
35 to 49	33
50 to 64	22
65 or over	16
	100%

MEDIAN (years)	44.4

INCOME
Under $25,000	23%
$25,000 to $49,999	26
$50,000 to $74,999	20
$75,000 or over	31
	100%

MEDIAN (000)	$51.3

ETHNICITY
White	63%
Hispanic	29
Black	5
Asian American	2
American Indian	1
	100%

Note: 92 interviews conducted in Spanish

LENGTH OF RESIDENCE
Under 10	24%
10 or more	76
	100%

CITY OF PHOENIX
COMMUNITY ATTITUDE SURVEY
June 2008

Hello, my name is ____ and I'm with the Behavior Research Center of Arizona. We're conducting a survey among Phoenix residents on city services and I'd like to speak with you for a few minutes.

A.   Is your residence located within the Phoenix city limits?

IF YES: CONTINUE   IF NO: THANK AND TERMINATE

B.   And are you the (male/female) head of your household?

IF YES: CONTINUE   IF NO: ASK TO SPEAK WITH MALE/ FEMALE HEAD,   Male...1
                                 RE INTRODUCE YOURSELF AND CONTINUE.   Female...2
                                 IF NONE AVAILABLE, ARRANGE CALLBACK.

Throughout this interview I will be asking you questions which deal ONLY with the City of Phoenix -- NOT the overall metropolitan area which includes Scottsdale, Tempe, Glendale and other Valley cities. Please keep this in mind when answering the questions.

1.   To begin, would you say you strongly agree, agree, disagree or strongly   Strongly agree...1
     disagree with the following statement, "Overall, Phoenix is a good place to live."   Agree...2
                                                                                    Disagree...3
                                                                            Strongly disagree...4
                                                                                    Not sure...5

2.   On the whole, would you say that the quality of life in the City of Phoenix is   Excellent...1
     excellent, good, fair, poor, or very poor?   Good...2
                                                                                          Fair...3
                                                                                          Poor...4
                                                                                    Very poor...5
                                                                                    Not sure...6

3.   Next, what do you feel is the single most important problem the City should be
     working to solve in your neighborhood? (IF CRIME MENTIONED, PROBE).
     And what is the next most important problem?

     _____   _____
     _____   _____
     _____   _____

4.   What do you feel the City could do to make Phoenix a more liveable city in the future?
     (PROBE:) What else?

     _____   _____
     _____   _____
     _____   _____

5. (**SQ**) As you know, the City of Phoenix provides various services to the community ranging from fire protection to street maintenance. On a scale of one to ten where one means you think the city is doing a poor job and ten means you think the city is doing an excellent job, how would you rate the City of Phoenix on each of the following? Remember, one means a poor job and ten means an excellent job. (ROTATE)

   5a. (**SQ**) Now I'd like to quickly read the list again, but this time please tell me if each service is one you would or would not be willing to pay more for to improve. (ROTATE)

City Service	Q5 Service Rating	Q5a Pay More		
		Would	Would Not	Not Sure
A. Police protection in your area . . . . ____		1	2	3
B. Fire protection in your area . . . . ____		1	2	3
C. Enforcing traffic laws on city streets . . . . ____		1	2	3
D. Crime prevention efforts in your area . . . . ____		1	2	3
E. Garbage and recycling collection . . . . ____		1	2	3
F. Collection frequency of uncontainerized trash such as yard clippings . . . . ____		1	2	3
G. Preventing illegal dumping . . . . ____		1	2	3
H. Providing drinking water which meets health and safety standards . . . . ____		1	2	3
I. Operating wastewater plants in a way that protects the environment . . . . ____		1	2	3
J. Street repair and maintenance . . . . ____		1	2	3
K. Keeping our streets clean . . . . ____		1	2	3
L. Preserving our mountains and deserts . . . . ____		1	2	3
M. Providing City bus service in your area . . . . ____		1	2	3
N. Handling street flooding during rains in your area . . . . . . ____		1	2	3
O. Providing parks and recreation programs in your area . . . ____		1	2	3
P. Providing services and housing for the poor and homeless . . . . ____		1	2	3
Q. Providing programs for youth . . . . ____		1	2	3
R. Attracting new employers to the community and helping existing employers to grow . . . . ____		1	2	3
S. Requiring property owners to maintain their properties to minimum standards and enforcing cleanup ordinances . . ____		1	2	3
T. Emergency medical response by the fire department . . . . ____		1	2	3
U. Preserving residential neighborhoods . . . . ____		1	2	3
V. Providing art and cultural events and programs . . . . ____		1	2	3
W. Providing services for the elderly such as housing and meals at home . . . . ____		1	2	3
X. Providing job training and placement services for the unemployed . . . . ____		1	2	3
Y. Countering gang activities . . . . ____		1	2	3
Z. Controlling cut-through traffic in your neighborhood . . . . . ____		1	2	3
AA. Providing citizens with Internet access to city information and services . . . . ____		1	2	3
BB. Library services in your area . . . . ____		1	2	3
CC. Preserving historic Phoenix houses and other historic buildings . . . . ____		1	2	3
DD. Keeping the parks in your area clean . . . . ____		1	2	3

6. Would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the overall performance of the City in providing services to Phoenix residents?

   Very satisfied...1
   Satisfied...2
   Dissatisfied...3
   Very dissatisfied...4
   Not sure...5

7. Next, would you say the following things are major problems, minor problems, or not problems in your neighborhood? (ROTATE)

	Major	Minor	Not A Problem	Not Sure
A. Graffiti	1	2	3	4
B. Juvenile crime	1	2	3	4
C. Air pollution	1	2	3	4
D. Traffic cutting through neighborhood streets	1	2	3	4
E. Houses and yards that are not well maintained	1	2	3	4
F. Traffic congestion	1	2	3	4
G. Signs on utility poles for things like yard sales or model homes	1	2	3	4
H. Drug activity	1	2	3	4
I. Interference from industrial or commercial operations	1	2	3	4
J. Vacant lots	1	2	3	4

8. (**SQ**) During the past 12 months, did you contact any city employee, official or department to seek service or information, or to make a complaint?

(GO TO Q8a) Yes...1
(GO TO Q9) No...2

8a. (**SQ**) Was your most recent contact conducted in person, over the phone, by mail, or over the Internet?

In person...1
Phone...2
Mail...3
Internet...4

8b. (**SQ**) What was the reason for your most recent contact?

_____ _____

_____ _____

_____ _____

_____ _____

8c. (**SQ**) Thinking about your last contact with the City, would you strongly agree, agree, disagree, or strongly disagree with each of the following statements (ROTATE)

	Strongly Agree	Agree	Dis-agree	Strongly Disagree	Not Sure
A. I was treated in a professional and courteous manner	1	2	3	4	5
B. My needs were handled in a timely fashion	1	2	3	4	5
C. I was promptly directed to the individual who could best respond to my needs	1	2	3	4	5

9. (**SQ**) Next, on a ten point scale where 1 means you think the Airport is doing a poor job and 10 means you think the Airport is doing an excellent job, how would you rate Sky Harbor International Airport for. . . (ROTATE A-J)

RATING

A. Clear and understandable directional signs on the airport roadway system . . . . _____
B. Frequency and quality of shuttle bus service between terminals, parking lots and the rental car center . . . . _____
C. Ease and availability of parking facilities at reasonable prices . . . . _____
D. Quality retail merchandise at reasonable prices . . . . _____
E. High quality food and beverages at reasonable prices . . . . _____
F. Clean and well-supplied restrooms . . . . _____
G. Overall cleanliness of Airport terminals . . . . _____
H. Courteous and knowledgeable Airport employees . . . . _____
I. Availability of taxis, limousines, and shuttle services . . . . _____
J. A convenient Airport location . . . . _____
K. Overall rating of Sky Harbor International Airport . . . . _____

10. (**SQ**) Next, for the past several years the Phoenix Police Department has been operating under a community based policing philosophy. Under community based policing, the Department, in partnership with other City departments, residents and businesses, assists the community in enhancing the quality of life. Such programs as Block Watch are a result of this effort along with in-school programs for children. As far as you're concerned, is the Phoenix Police Department doing an excellent, good, fair, poor or very poor job of operating this philosophy in your neighborhood?

Excellent...1
Good...2
Fair...3
Poor...4
Very poor...5
Not sure...6

11. (**SQ**) Next, were you aware that the City of Phoenix has an ordinance to help neighborhoods fight blight and require owners to keep up their property, or not?

(GO TO Q11a) Yes...1
(GO TO Q12) No...2
Not Sure...3

11a. (**SQ**) How well would you say these ordinances are working in your neighborhood -- very well, fairly well, not too well, or not well at all?

Very well...1
Fairly well...2
Not too well...3
Not well at all...4
Not Sure...5

12. (**SQ**) From what you know or have heard, is your neighborhood safer than other neighborhoods in Phoenix, about the same as other neighborhoods in Phoenix, or not as safe as other neighborhoods in Phoenix?

Safer...1
About the same...2
Not as safe...3
Not sure...4

13. (**SQ**) Does your neighborhood participate in a Block Watch or other similar crime reduction program?

(GO TO Q13a) Yes...1
(GO TO Q14) No...2
Not Sure...3

13a. (**SQ**) Do you feel it is effective in reducing crime in your neighborhood?

Yes...1
No...2
Not Sure...3

14. (**SQ**) Do you think downtown Phoenix is much better now than it was a few years ago, a little better, about the same, or worse?

Much better...1
Little better...2
About the same...3
Worse...4
Not sure...5

15. (**SQ**) Next, do you feel that the availability of affordable housing is a major issue, a minor issue or not an issue in the City of Phoenix?

Major issue...1
Minor issue...2
Not an issue...3
Not sure...4

16. (**SQ**) Have you ever used Phoenix dot Gov, the City's web site to obtain information or conduct business with the City?

(GO TO Q16a) Yes...1
(GO TO Q17) No...2
Not sure...3

16a. (**SQ**) On a 10 point scale where 1 means poor and 10 means excellent, how would you rate the City's web site?

RATING: /___/___/

16b. (**SQ**) For what purpose did you last visit the City's web site?

_____

16c. (**SQ**) Were you able to find what you were looking for on your last visit?

Yes...1
No...1

17. (**SQ**) Next, do you rely a lot, some, only a little, or not at all on each of the following for information about the City of Phoenix? (ROTATE)

	A Lot	Some	Only A Little	Not At All	Not Sure
A. Newspapers	1	2	3	4	5
B. Television news programs	1	2	3	4	5
C. Radio news programs	1	2	3	4	5
D. The Internet	1	2	3	4	5

18. **(SQ)** Would you say you know a lot, a little or nothing at all about the City's efforts to establish sustainability programs. That is, programs to reduce energy and greenhouse gases, use of alternative fuel vehicles, design of city-owned green buildings, water reuse and conservation, recycling, restore blighted land for reuse and preserve desert and open spaces?

A lot...1
A little...2
Nothing at all...3

19. Now before I finish, I need a few pieces of information about yourself for classification purposes only. First, which of the following categories comes closest to your age? (READ EACH EXCEPT REFUSED)

Under 25...1
25 to 34...2
35 to 49...3
50 to 64...4
65 or over...5
(DO NOT READ) Refused...6

20. How many years have you lived in the City of Phoenix?

YEARS_____

21. Which of the following categories best describes your ethnic origin? (READ EACH EXCEPT REFUSED)

White...1
Black...2
Hispanic...3
American Indian...4
Asian American...5
(DO NOT READ) Refused...6

22. And finally, was your total family income for last year, I mean before taxes and including everyone in your household, under or over $50,000?

UNDER $50,000
Was it under $25,000...1
or over $25,000...2
Refused...3

OVER $50,000
Was it under $75,000...4
or $75,000 or over...5
Refused...6
REFUSED OVERALL.........7

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name in order that he/she may do so? (VERIFY PHONE NUMBER)

NAME: _____ PHONE #: _____ _____
TIME END:_____ TOTAL TIME:_____ _____

ADMINISTRATIVE DATA:
INTERVIEWER NAME: _____ #: _____ _____
VALIDATED BY: _____ #:_____ _____
CODED BY: _____ #:_____ _____
FROM SAMPLE: _____ ZIP CODE _____