



Listening to the Voice of the Community
Engagement and Data-Driven Results

Brent Stockwell, Assistant City Manager

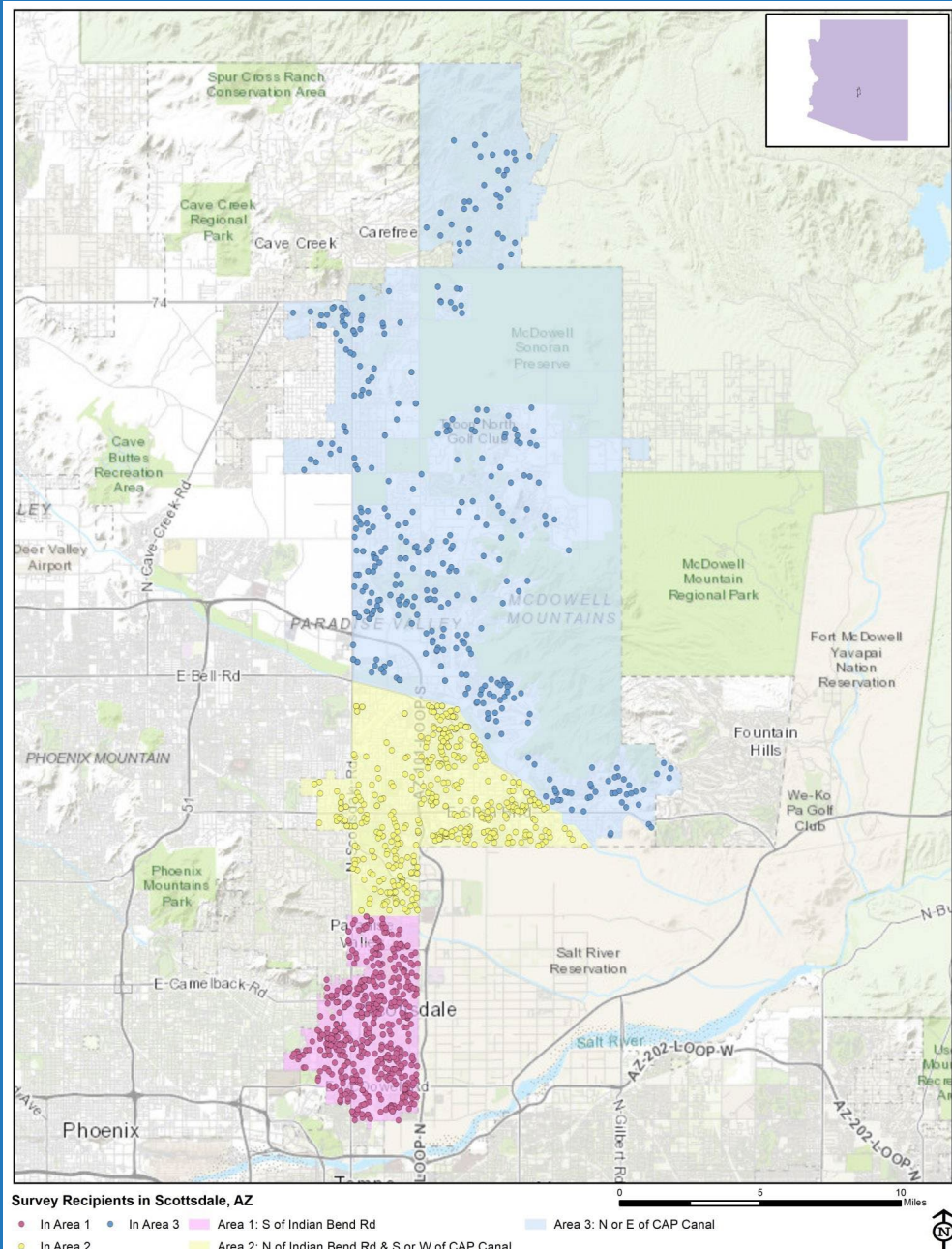
Scottsdale engagement and data sources

- **National Community Survey data**
- **ZenCity resident sentiment data**
- **ScottsdaleEZ “Report A Problem” data**

- **More information at <https://data.scottsdaleaz.gov/>**

National Community Survey

- National Community Survey was conducted by the National Research Center
- Similar surveys done in 500+ communities
- Scottsdale conducted similar surveys in 2003, 2004, 2006, 2010, 2013, 2016, 2018
- Scientific, random sample of 1,700 residents with a 21% response rate
- Margin of error $\pm 5\%$
- More information? Go to ScottsdaleAZ.gov and search “community survey”



How southern Scottsdale voices differ most from Scottsdale residents overall

Question	South	Overall	Difference
Well-planned residential growth	41%	64%	-23%
Economic development	58%	80%	-22%
Sense of community	44%	66%	-22%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	41%	62%	-21%
The overall direction that Scottsdale is taking	45%	65%	-20%
Well-planned commercial growth	42%	62%	-20%
Preservation of the historical or cultural character of the community	54%	74%	-20%
Law enforcement treating all residents fairly	57%	76%	-19%
Cost of living in Scottsdale	28%	47%	-19%

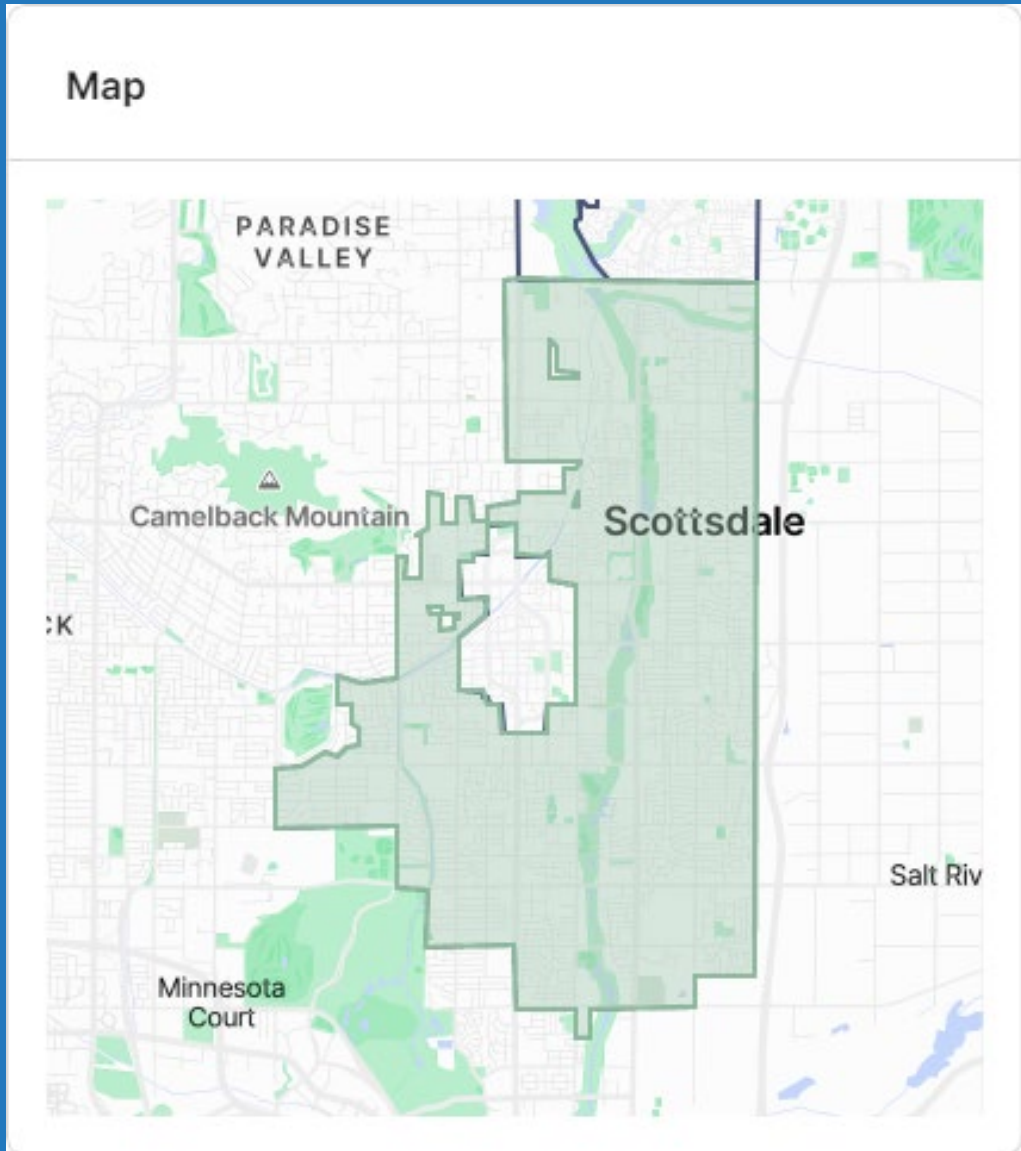
How southern Scottsdale voices differ most from Scottsdale residents overall

Question	South	Overall	Difference
Well-designed neighborhoods	60%	78%	-18%
Overall health and wellness opportunities in Scottsdale	65%	83%	-18%
Overall quality of natural environment in Scottsdale	70%	87%	-17%
Preservation of natural areas (open space, farmlands, and greenbelts)	62%	79%	-17%
Variety of housing options	47%	64%	-17%
Overall opportunities for education, culture, and the arts	65%	82%	-17%
Code enforcement (weeds, abandoned buildings, etc.)	51%	67%	-16%
Employment opportunities	58%	74%	-16%
Land use, planning and zoning	44%	60%	-16%

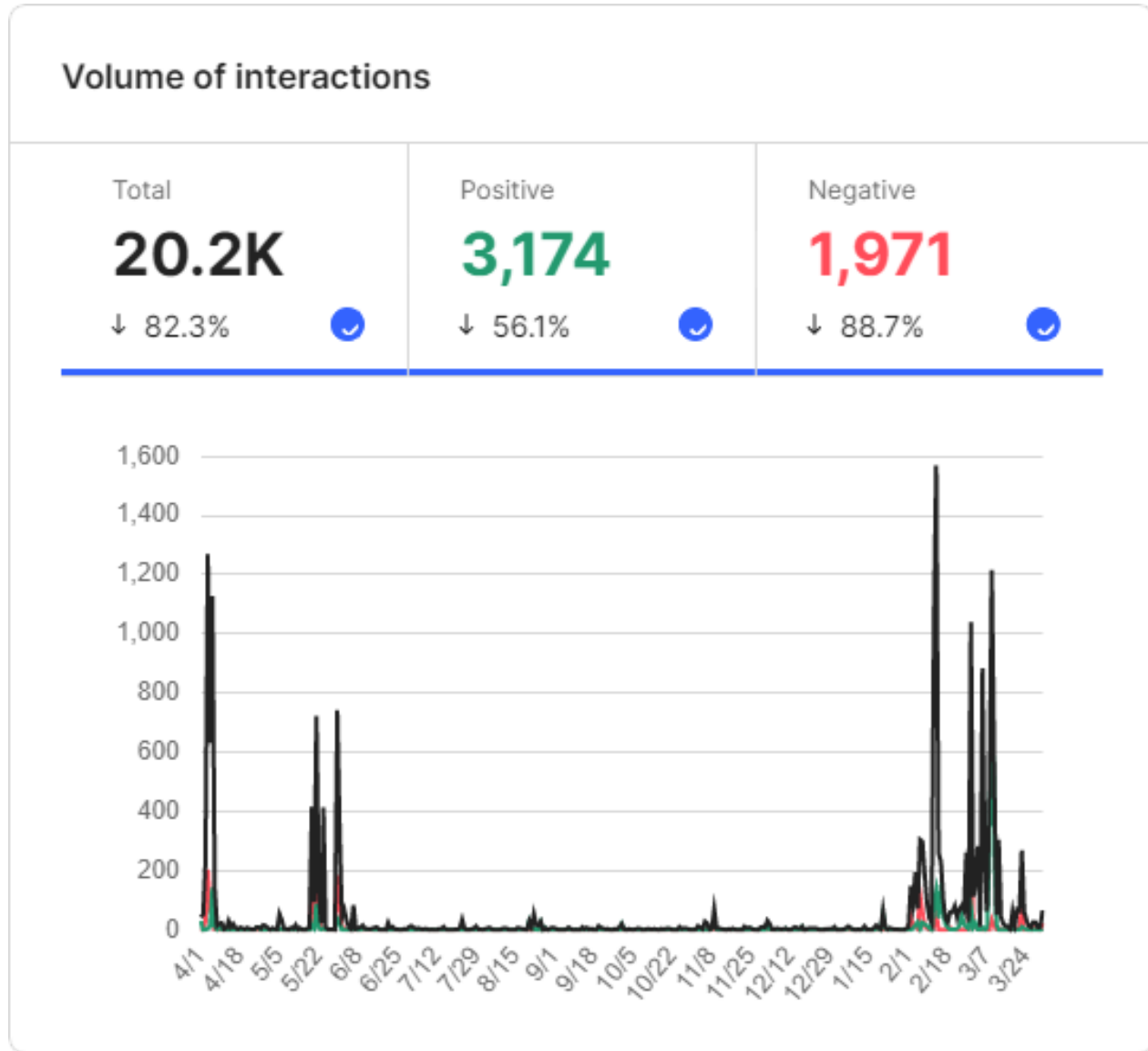
Zencity

What is Zencity? Zencity's platform gathers organic and proactive feedback from all corners of the community, translating data points into actionable insights

<https://zencity.io/>



Volume



Topics

Most popular topics



Public Safety (53%)

Interactions: 10,694 · ↓ 84.9%



Local Economy (14%)

Interactions: 2,838 · ↓ 31.6%



Education (10%)

Interactions: 1,919 · ↓ 21.6%



Public Works (7%)

Interactions: 1,367 · ↑ 428%



Transportation (6%)

Interactions: 1,124 · ↓ 34.5%



Public Health (4%)

Interactions: 818 · ↓ 74.9%



Human Relations and Services (3%)

Interactions: 595 · ↓ 90.2%



Cultural Affairs (2%)

Interactions: 465 · ↓ 59.8%



Political Affairs (0%)

Interactions: 100 · ↓ 65.8%



Planning and Development (0%)

Interactions: 86 · ↓ 36.8%



Parks and Recreation (0%)

Interactions: 71 · ↓ 99.7%



Sustainability & Environment (0%)

Interactions: 62 · ↑ 244%



Municipal Finance and Services (0%)

Interactions: 12 · ↑ 300%



Sanitation (0%)

Interactions: 9 · ↓ 66.7%



Animal Care and Control (0%)

Interactions: 6 · ↓ 78.6%

Sources

Source breakdown

f FOX 10 Phoenix (40%)

Interactions: 8,046 · ↓ 79.8%

t Multiple Twitter Queries - Scottsdale, AZ (18%)

Interactions: 3,572 · ↓ 64%

f ABC15 Arizona (15%)

Interactions: 3,005 · ↓ 92.2%

f 12 News (6%)

Interactions: 1,219 · ↓ 89.2%

t @abc15 (6%)

Interactions: 1,145 · ↓ 38.8%

t @SkySong_Scotts (5%)

Interactions: 1,055 · ↑ 255%

f SkySong, The ASU Scottsdale Innovation Ce

Interactions: 568 · ↑ 431%

f Scottsdale Arabian Horse Show (1%)

Interactions: 283 ·

t @FOX10Phoenix (1%)

Interactions: 213 · ↓ 63.4%

f azfamily 3TV CBS 5 (1%)

Interactions: 128 · ↓ 92.9%

f Respect Our Scottsdale Students (0%)

Interactions: 87 · ↓ 96.9%

f KTAR News 92.3 (0%)

Interactions: 86 · ↑ 95.5%

t @12News (0%)

Interactions: 64 · ↓ 86.8%

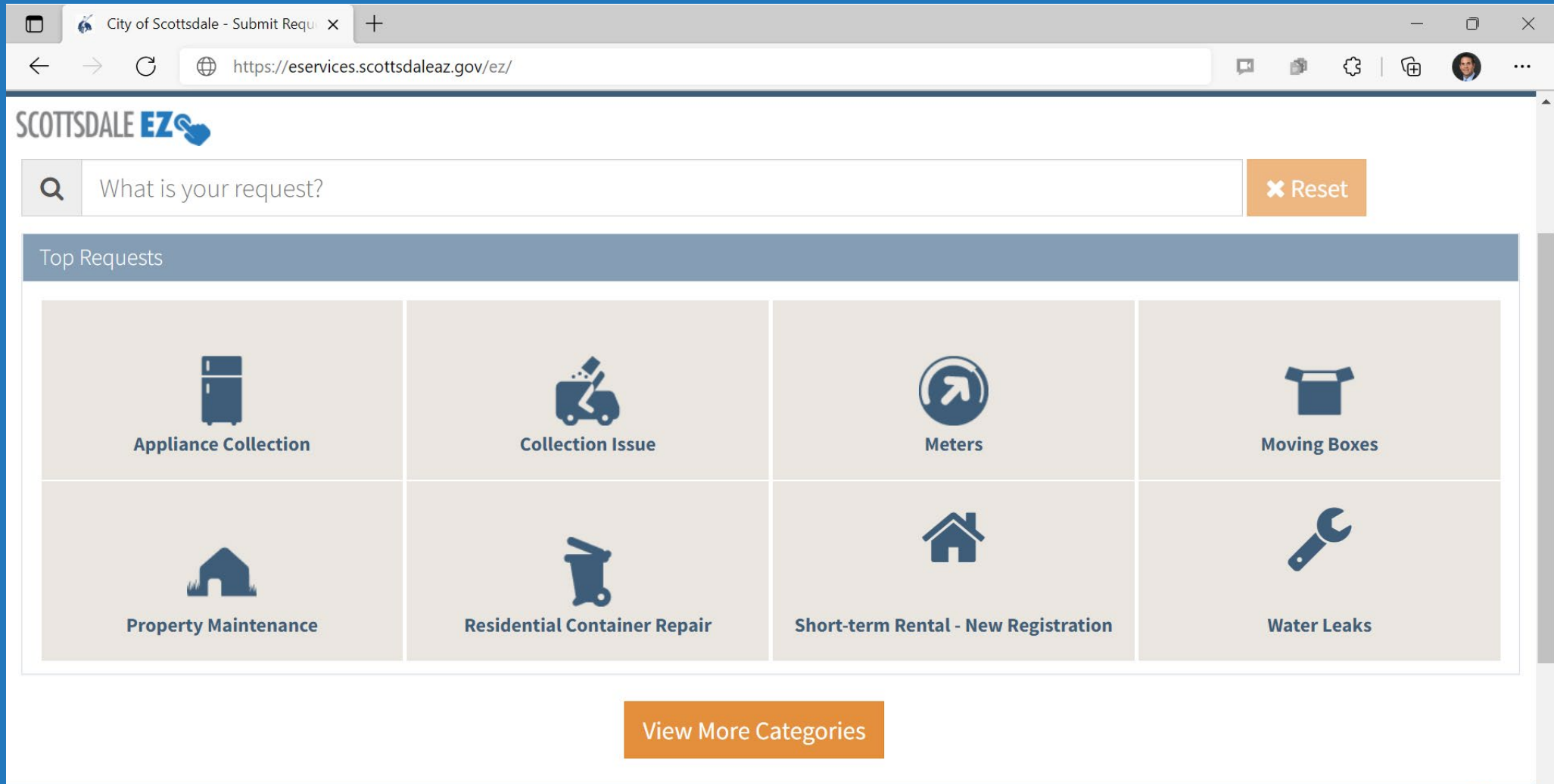
t @azfamily (0%)

Interactions: 55 · ↑ 5,400%

f Scottsdale Center for the Performing Arts (0%)

Interactions: 49 ·

ScottsdaleEZ go to ScottsdaleAZ.gov and search “ez”



The screenshot shows a web browser window with the address bar displaying "https://eservices.scottsdaleaz.gov/ez/". The page header includes the "SCOTTSDALE EZ" logo. Below the logo is a search bar with the placeholder text "What is your request?" and a "Reset" button. A section titled "Top Requests" contains a grid of eight request categories, each with an icon and a label. At the bottom of the grid is a "View More Categories" button.









City of Scottsdale - Submit Requ x +

← → ↻ 🌐 https://eservices.scottsdaleaz.gov/ez/

SCOTTSDALE EZ

🔍 What is your request? [✕ Reset](#)

Top Requests

 Appliance Collection	 Collection Issue	 Meters	 Moving Boxes
 Property Maintenance	 Residential Container Repair	 Short-term Rental - New Registration	 Water Leaks

[View More Categories](#)



What Can We Do With This Data?

Scottsdale promotes openness, transparency, and accountability and currently has 50 publicly available datasets that can be [explored by category](#).

The open data portal also populates other city tools, like the [ScottsdaleEZ Dashboard](#), which provides a snapshot of the types of requests we receive through our [ScottsdaleEZ web page](#), and where they occur within the city. The [ScottsdaleEZ](#) dataset used to build the [ScottsdaleEZ Dashboard](#) can be found in the City Government and Neighborhoods and Codes categories.

Among other data, you can view [active building permits in a particular neighborhood](#), [plan your commute](#) or [locate public amenities](#) such as libraries, parks, and trails.

For more information or suggestions, contact OpenData@ScottsdaleAZ.gov

Scottsdale EZ Requests

Last 365 Days of Requests (Updated Every Sunday) - Addresses are rounded to the nearest 100 block prior to mapping to protect priv...

Select a d... No d...

Filter Requests

Date Range

Predefined Calendar

Last Week

Last 30 Days

- Last Year (365 Days)

Reset

Work Group

All Airport Building Inspections

Business Services

Capital Projects Management - CPM

Scottsdale EZ Requests

14,774

Last update: a few seconds ago

Top Five Request Types

Request Type	Count
Container Repair-Residential	2.1k
Property Maintenance	1.4k
Building Inspections	1.3k
Business Services	812
Capital Projects Management - CPM	619

Last update: a few seconds ago

Powered by Esri

Report a problem data since 2019

2,144 requests in the SkySong area, and

1,780 requests in the area around the Entertainment District

Overall the issues are the same for both areas (and similar to the city overall)

- Code Enforcement — graffiti, property maintenance and other but the Skysong area had a fairly high number of parking-related problems
- Solid Waste — collection issues and containers needing repair or reported missing
- Transportation — street issues such as paving or potholes, lights out and traffic signals. Street sweeping was also high around SkySong
- Water — leaks, sewer and meter issues