



City Manager's Office

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Date: February 23, 2021
To: Honorable Mayor and City Council; Jim Thompson, City Manager; Executive Team
From: Kelly Corsette, Communications and Public Affairs Director, Brent Stockwell, Assistant City Manager
Subject: National Community Survey Results

The final report from the community survey is attached. The full survey report is also on the city's website at ScottsdaleAZ.gov, search "community survey."

Attached to this memo are a summary of some survey highlights as well as service ratings grouped by division. Please contact us if you have questions or need additional information.

Residents continue to enjoy a high quality of life and strong sense of safety.

Almost all community members gave high marks to the overall quality of life in Scottsdale and Scottsdale as a place to live. About 9 in 10 residents positively rated the overall image or reputation of Scottsdale, their neighborhood as a place to live and its overall appearance; ratings higher than the national averages. The proportion of residents who were likely to recommend living in Scottsdale to someone who asked was above average. About 9 in 10 residents planned to remain in Scottsdale for the next five years and about two-thirds positively rated the sense of community in the city. Safety was a top priority for residents and about 9 in 10 residents positively rated the overall feeling of safety in Scottsdale, and also felt safe in their neighborhoods and the downtown/commercial area. Evaluations of the overall feeling of safety were similar to benchmark communities.

Economy is a priority and residents applaud shopping and employment opportunities.

The economy was also identified as a priority for the community in the coming two years. Assessments within the facet of economy were outstanding, with scores higher than the national averages for overall economic health, overall quality of business and service establishments and economic development. Residents' ratings of vibrant downtown/commercial area, shopping and employment opportunities, Scottsdale as a place to visit and Scottsdale as a place to work were much higher than what was observed elsewhere in the country. Additionally, overall quality and variety of business and service establishments was ranked 1st among all comparison communities.

Scottsdale residents are pleased with health and wellness opportunities in their city.

Evaluations of recreation and wellness in Scottsdale were very strong. Assessments of availability of preventive health services, recreational opportunities and fitness opportunities were higher than the national benchmarks. Nearly 9 in 10 community members gave high marks to recreation programs or classes and recreation centers or facilities; these scores were also above average. Ratings for health and wellness opportunities were higher than the national averages. Nearly 9 in 10 Scottsdale residents rated arts and cultural opportunities positively.

Residents also evaluated more than 30 individual services and amenities available in Scottsdale. Most residents gave positive ratings for all services and 13 received ratings higher or much higher than benchmark comparisons.

Notes on Survey Methodology: A random sample of 1,700 households in Scottsdale received the survey by mail in November and December 2020. About 21 percent of those completed and returned the survey. The margin of error around any reported percentage is 5 percent for the entire sample of 329 completed surveys. In addition, 1,133 people took an online version available to every city resident (results will be tabulated and provided separately). Scottsdale regularly surveys its residents to give them a chance to rate their quality of life and provide feedback on city programs and services. The National Community Survey is designed specifically for use by local governments and has been used by more than 500 communities. Because similar surveys are conducted in hundreds of jurisdictions, Scottsdale can compare its results with other cities across the country.

Scottsdale Community Survey Ratings*

	2003	2004	2006	2010	2013	2016	2018	2020	Benchmark†
Citywide									
The overall quality of life in Scottsdale	91%	93%	90%	94%	98%	96%	96%	97%	Higher
Scottsdale as a place to live	94%	95%	94%	96%	98%	98%	97%	96%	Higher
Scottsdale as a place to visit	-	-	-	-	94%	95%	96%	95%	Much Higher
Scottsdale as a place to work	-	-	84%	88%	86%	92%	90%	92%	Much Higher
Scottsdale as a place to raise children	80%	81%	78%	85%	92%	89%	86%	89%	Similar
Scottsdale as a place to retire	82%	86%	81%	91%	91%	92%	90%	93%	Much Higher
Overall appearance of Scottsdale	89%	90%	87%	94%	96%	93%	90%	88%	Higher
Services provided by city of Scottsdale	83%	88%	81%	88%	87%	89%	86%	79%	Similar
Overall customer service by Scottsdale employees	80%	80%	76%	83%	80%	90%	79%	84%	Similar
Public information services	74%	77%	73%	77%	82%	80%	78%	83%	Similar
Value of services for taxes paid	66%	75%	69%	74%	70%	71%	64%	73%	Higher
Community & Economic Development									
Economic development	57%	65%	72%	60%	72%	79%	77%	80%	Higher
Preservation of natural areas	-	-	-	78%	78%	77%	74%	79%	Higher
Land use, planning and zoning	40%	52%	48%	60%	70%	61%	51%	60%	Similar
Code enforcement	57%	59%	59%	72%	74%	68%	61%	67%	Higher
Storm water management [change]	53%	51%	48%	70%	69%	69%	72%	84%	Higher
Bus or transit services	38%	35%	37%	57%	56%	64%	66%	62%	Similar
Cultural/arts/music activities opportunities	79%	77%	77%	80%	88%	85%	83%	82%	Higher
Special events and festivals opportunities [change]	-	-	-	-	81%	80%	82%	79%	Similar
Community Services									
City parks	90%	89%	84%	93%	95%	90%	90%	92%	Similar
Availability of paths and walking trails	-	-	-	82%	89%	84%	83%	86%	Higher
Scottsdale open space [change]	-	-	-	-	95%	89%	88%	74%	Higher
Public library services	90%	91%	88%	93%	94%	95%	93%	95%	Similar
Recreation centers or facilities	-	-	-	86%	93%	87%	87%	89%	Higher
Recreation programs or classes	88%	84%	80%	85%	91%	89%	86%	88%	Higher
Public Safety									
Ambulance or emergency medical services	91%	93%	92%	95%	97%	98%	95%	96%	Similar
Fire services	91%	94%	96%	96%	97%	98%	95%	96%	Similar
Fire prevention and education	-	-	-	88%	88%	87%	88%	89%	Similar
Police services	83%	87%	82%	90%	90%	91%	90%	85%	Similar
Crime prevention	-	-	-	84%	87%	85%	84%	81%	Similar
Traffic enforcement	61%	63%	58%	71%	76%	73%	69%	73%	Similar
Emergency preparedness	-	-	-	60%	71%	71%	61%	75%	Similar
Public Works									
Garbage collection	91%	89%	88%	92%	89%	95%	91%	91%	Similar
Recycling	80%	82%	77%	87%	81%	87%	82%	80%	Similar
Yard waste pickup	76%	78%	75%	86%	76%	76%	84%	86%	Higher
Street cleaning	75%	76%	70%	82%	76%	85%	77%	81%	Higher
Sidewalk maintenance	70%	74%	66%	78%	75%	80%	76%	79%	Higher
Street lighting	-	-	-	75%	77%	77%	72%	83%	Higher
Street repair	63%	63%	60%	67%	66%	69%	67%	69%	Higher
Traffic signal timing	53%	54%	48%	57%	60%	62%	58%	60%	Similar
Water									
Drinking water	40%	39%	42%	52%	59%	56%	61%	69%	Similar
Sewer services	-	-	-	83%	84%	83%	80%	88%	Similar
Utility billing	-	-	-	-	79%	70%	73%	73%	Similar

Notes:

*Percent rating "excellent" or "good"

† Compared to a national database of community ratings for 2020.

Typically, changes of +/- 8 percent from 2018 to 2020 are considered statistically significant and are in bold.

Where [change] is noted, there have been wording changes over time and differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

Blanks signify no rating that year, or that the question is unique to Scottsdale so there are no comparisons.

Complete survey results are online at ScottsdaleAZ.gov search "citizen survey"