CityPOV Survey
City of Elk Ridge

Client	Elk Ridge
Project Name	CityPOV Survey
Date	October-November 2022

Project Overview:

The purpose of this study is to help your city have a thorough view of resident satisfaction with the services offered. It also includes explorational questions of value to the city.

Sample: Elk Ridge Residents
Invitation Method: Emails, Other city efforts

Sample size: Minimum of 400 recommended. 500+ is ideal

Proposed Launch Date: November 8, 2022

EMAIL INVITES: The following email and text messages are proposed for your review:

Email Initial Invite

FROM: CITYPOV@Onpointe-Insights.com
EMAIL Subject: City of Elk Ridge Feedback Survey

The City of Elk Ridge is working with OnPointe Insights to better understand the needs, priorities, and concerns of the community. And we want to hear from you!

The survey will take 7-10 minutes and will work on your phone, tablet, or computer. Your response will be kept anonymous.

Help the City of Elk Ridge now and click the link below.

[SIGNATURE]

For technical issues with the survey contact: support@onpointe-insights.com

Email Reminder 1

EMAIL Subject: REMINDER: City of Elk Ridge Feedback Survey

To the Elk Ridge residents who have completed the feedback survey, thank you! If you were waiting for a better time, we could use your help now. As we said before, the survey takes just 7-10 minutes, but it will provide city leaders invaluable information about your needs, priorities and concerns.

Help the City of Elk Ridge now and click the link below.

[SIGNATURE]

For technical issues with the survey contact: support@onpointe-insights.com

1 – Screener and Intro Questions

CityName   Elk Ridge (Populate hidden field with Elk Ridge)

Mail_Type   The type of mailing (Test, Email, SMS, Social Media, etc.) [Allows us to separate them on the back end]

Intro: Thank you for agreeing to participate in our survey. Your input is very valuable to the City of Elk Ridge. It will likely take approximately 7-10 minutes to complete this survey.

ASK ALL

CITY   Where do you live?

SINGLE RESPONSE - ROTATE

Elk Ridge		
Salem		
Payson		
Woodland Hills		
Other		

IF S 1<> 2 (If does not live in City of Elk Ridge)
Screened Out on back end

ZIP   What is your zip code? __ __ __ __ __

Elk Ridge Zip Codes (84651)
Not Screened Out, removed on back end

ASK ALL
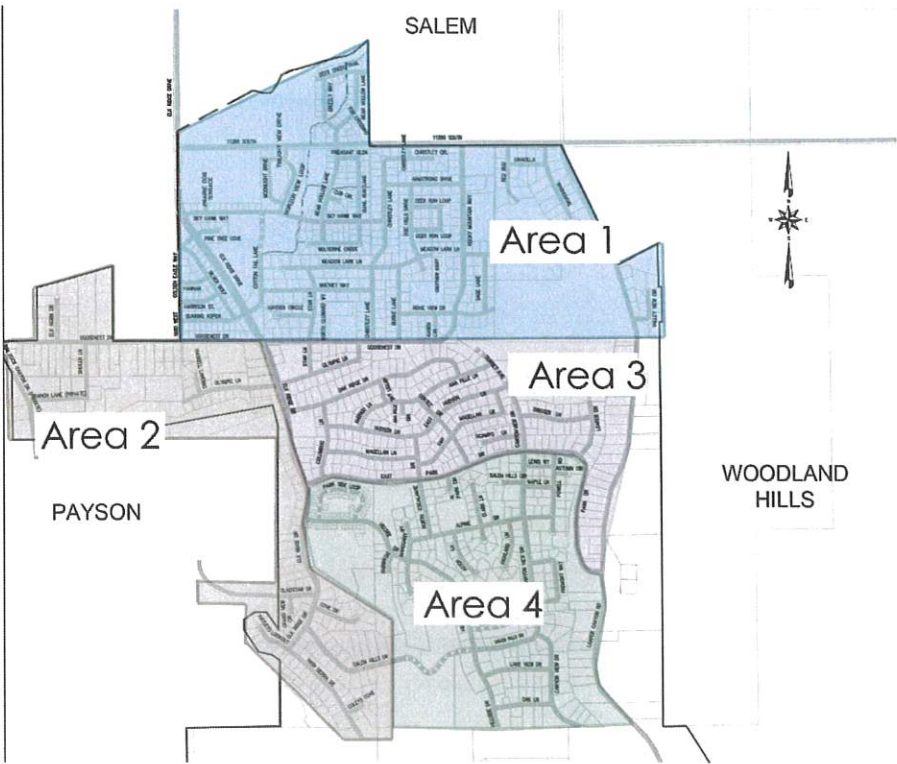
AGE   What is your age

SINGLE RESPONSE

17 or younger	**Screen out**	
18-24		
25-39		
40-54		
55-74		
75 or older		

IF AGE = 1 (under age 13)
Skip to Screen Out

ASK ALL (New Page)

MAP   Look at the map below. What zone or area do you live in?
       (Optionally, we can get feedback by various areas if we include a map.)

SINGLE RESPONSE

Area 1	
Area 2	
Area 3	
Area 4	
Other (outside of the zones)	

<div style="border: 1px solid red">

IF MAP != 1, 2, 3, or 4, (If not in one of the 4 areas)
Not Screen Out – removed on back end

</div>

Overall Affinity

ASK ALL

CityNPS   On a scale from 0 to 10, how likely are you to recommend **(Insert CITY)** to a friend or family member as a good place to live?

>   **SINGLE RESPONSE**
>
>   0   1   2   3   4   5   6   7   8   9   10
>   Not likely at all   Extremely Likely

NPS_OE   Why did you give that rating for **(Insert CITY)**?

OPEN END

City_IMP   In your opinion, has **(Insert CITY)** improved, stayed the same, or declined during the past 5 years?

SINGLE RESPONSE

Improved		1
Stayed the same		2
Declined		3

ASK ALL

City_DIR   Overall, as a community in which to live, would you say that **(Insert CITY)** is headed in the right direction or wrong direction?

SINGLE RESPONSE

Right direction		1
Wrong direction		2

ASK ALL

City_VS   Compared with other cities in your area, or region, which statement below best captures your feelings about **(Insert CITY)**?

SINGLE RESPONSE

It is much better		1
It is somewhat better		2
It is about the same		3
It is somewhat worse		4
It is much worse		5

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Importance /Performances of City Services

FACIL   Look over the CITY AMENITIES below. Which 2 are MOST important to you for the city to provide? (Select 2)

[Note: City Amenities are the tangible offerings or services provided by the city. They are places, events and offerings provided by the city to make it a better place to live.]

MULTIPLE RESPONSE – RANDOMIZE – SELECT 2

City parks and open spaces	1
Pathways, sidewalks, and trails for pedestrians	2
Recreation programs for youth	3
City parade and celebration	4
Concerts in the park	5
Santa's fire brigade arrival	6
	7
	8
	9
	10

BEN   Look over the CITY BENEFITS below. Which 2 are MOST important to you for the city to support and encourage? (Select 2)

[Definition: City Benefits are things the city encourages or maintains or supports, but does not specifically offer as a service to promote a better quality of life in the city. It may be a county offering or a natural feature of the area.]

MULTIPLE RESPONSE – RANDOMIZE – SELECT 2

Family friendly	1
Small-town feel	2
Natural beauty	3
Proximity to hills and mountains	4
Proximity to other cities	5
Trails and paths	7
Community friendliness	8
	9
	10

GROW   Look over the DEVELOPMENT/GROWTH issues below. Which 2 are MOST important to you for the city to provide? (Select 2)

MULTIPLE RESPONSE – RANDOMIZE – SELECT 2

Road and street maintenance	1
Road-safety	2
Development of a commercial area	3
Community engagement on city development issues	4
Water supply	5
Pedestrian safety	6
Bedroom community atmosphere	7
	8
	9

SAFE   Look over the <u>SAFETY AND SECURITY</u> issues below. Which 2 are MOST important to you for the city to provide? (Select 2)

MULTIPLE RESPONSE – RANDOMIZE – SELECT 2

City preparation for emergencies (CERT)	1
City/neighborhood safety patrolling	2
Emergency medical services and ambulance	3
Fire services	4
Handling petty crime	5
Handling serious crime	6
Sufficient police services	7
Roads wide enough for traffic	8

OPS   Look over the <u>OPERATIONAL</u> issues below. Which 2 are MOST important to you for the city to provide? (Select 2)

MULTIPLE RESPONSE – RANDOMIZE – SELECT 2

City code enforcement of inquiries and complaints	1
Minimizing fees and taxes for services	2
Management of the city budget	3
Zoning	4
Traffic enforcement	5
Water conservation efforts	6
Parks maintenance/improvement	7
Pathways, sidewalks, and trails maintenance/improvement	8
	9

Rate_ALL   This list now combines all of the issues you selected as being MOST important for the city to provide. How is **(Insert CITY)** doing on these important issues? Evaluate each of them from "Very good" to "Very poor".

MATRIX QUESTION: RANDOMIZE
(PIPE IN CHOICES FROM FACIL+, BEN+, GROW+, SAFE+, OPS+)

	Very good	Good	OK	Poor	Very poor
Top choice 1 Amenities					
Top choice 2 Amenities					
Top choice 1 City Benefits					
Top choice 2 City Benefits					
Top choice 1 Development & Growth					
Top choice 2 Development & Growth					
Top choice 1 Safety and Security					
Top choice 2 Safety and Security					
Top choice 1 Budget and Operations					
Top choice 2 Budget and Operations					

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Top2-ALL   From the same list of your MOST important issues, which 2 are MOST important to you? (Select 2)

MULT RESPONSE – RANDOMIZE SAME ORDER AS PRIOR QUESTION – SELECT 2
(PIPE IN CHOICES FROM FACIL+, BEN+, GROW+, SAFE+, OPS+)

Top choice 1 Amenities	1
Top choice 2 Amenities	2
Top choice 1 City Benefits	3
Top choice 2 City Benefits	4
Top choice 1 Development & Growth	5
Top choice 2 Development & Growth	6
Top choice 1 Safety and Security	7
Top choice 2 Safety and Security	8
Top choice 1 Budget and Operations	9
Top choice 2 Budget and Operations	10

ASK ALL

BASIC   Finally, some <u>BASIC SERVICES</u> are necessary for most cities. How is **(Insert CITY)** doing on these issues? Evaluate each of them from "Very good" to "Very poor".

Definition: Basic issues are those that are required of all cities. They are not optional. Other items can be added, if required, but generally not.

CALL-OUT: This question is long, because each one must be evaluated. It is slower than prior questions where they just pick 2. Have no more than 10 basic areas.

MATRIX QUESTION: RANDOMIZE

		Very good	Good	OK	Poor	Very poor	Not Applic.
	Animal control services						
	Culinary (drinking) water service						
	Garbage collection						
	Recycling program						
	Sewer service						
	Snow removal services						
	Storm-water management						
	Utility billing						
	Ordinance enforcement						

Staff / Police Contact and Ratings

ASK ALL

StaffYN   In the past 6 months, have you had <u>CONTACT</u> with city employees or employees of city-run services, or have you used the City website?

SINGLE RESPONSE

Yes	1
No	2

ASK IF STAFFYN = YES

Staff#   Which city departments or services have you contacted in the past 6 months?

MULTIPLE RESPONSE (Alphabetize)

Utilities	1
Public Works	2
Building Permits	3
Development	4
Parks & Recreation	5
Fire Department	6
Website	7
Mayor and City Council	8
Planning Commission	9
	10

ASK IF STAFFYN = YES

StaffRATE   For each of the departments or services you interacted with, overall, how would you rate the service you received?

SINGLE RESPONSE MATRIX (Alphabetize) – Show/evaluate only those indicated in STAFF#

	Very good	Good	OK	Poor	Very poor	Not Applic.
Utilities						
Public Works						
Building Permits						
Development						
Parks & Recreation						
Fire Department						
Website						
Mayor and City Council						
Planning Commission						

FINAL_OE   If there is anything more you would like to say to the leaders of **(Insert CITY)** to help us improve the services we provide, please do so below.

OPEN END

Module 1

NEW_INV Consider the ideas below. Which ones do you feel would be worth using tax dollars to develop and maintain for **(Insert CITY)**? (select all that apply)

MULTIPLE RESPONSE (RANDOMIZE)

Improved existing parks	1
Additional parks	2
Trails into the mountains and to Forebay	3
Splash pad	4
Pool	5
Trails connecting to neighboring city trails	6
	7
	8
Other (Please write-in)	9
NONE OF THESE	10

DEMOGRAPHICS

ASK ALL

Gender   What is your gender?

SINGLE RESPONSE

Female	1
Male	2
Prefer not to answer	3

Tenure   How long have you lived in **(Insert CITY)**?

SINGLE RESPONSE

Less than 1 year		1
1 -4 years		2
5-9 years		3
10-14 years		4
15-19 years		5
20+ years or more		6

ASK ALL

Kids   How many children (age 17 or younger) live in your household?

SINGLE RESPONSE

No children in household		
Children ages 0-12 living in household		
Children ages 13-17 living in household		
Children ages 18-25 living in household		

ASK ALL

Reside   Please describe your residence.

SINGLE RESPONSE

Own or buying a home	1
Rent / lease home or apartment	2
Other	3

COMPLETES

Thank you for taking the time to share your experience and opinions about **(Insert CITY)**.

SCREEN OUT

Thank you for your desire to take the survey. Unfortunately, based on your responses you are unable to continue. We do hope you participate in future Elk Ridge surveys.