2014 Albany Residents Community Survey

Bob Woods, Management Systems Director
March 24, 2014

Introduction

- Some information is consolidated for presentation purposes.
- Cross-tabulations are used to gain understanding.
- Data is on the city website at:
  - http://www.cityofalbany.net/2014survey
- Due to rounding, some totals in the report may not add up to exactly 100%.
- Items in red will have further discussion.

Executive Summary Highlights

- In the <u>overall</u> rating of quality of services provided by the City of Albany:

  - 51.14% rated Albany "Good or Excellent".

  - "Average, Good, or Excellent" was 87.24%

  - "Below Average or Poor" received 9.39%

  - 3.36% were "Don't Know/No Answer"

- Out of 30 service areas measured, using a scale of 1 (Poor) to 5 (Excellent) and 3 = Average, those that received the 9 highest ratings were:

Fire Response 4.42	Paramedic & Ambulance 4.38	Public Libraries 4.34
Festivals & Special Events 4.05	City Parks 4.03	Police Response 3.98
Fire Prevention/Safety 3.97	Senior Services 3.96	Recreation Programs & Classes 3.89

Executive Summary continued..

- The 9 lowest rated city services, on the same 1 to 5 scale (3 = Average), were:

Natural Resource Preservation 3.32	Street Lighting 3.29	Traffic Signal Timing 3.10
Code Enforcement 3.07	Bus Service 2.99	Land Use, Planning & Zoning 2.91
Street Repairs 2.85	Economic Development 2.78	Snow & Ice Response 2.70

- In every area of measure, the Quality of City Employees exceeded 70% "Good or Excellent".
- Residents see the value they receive, and interaction between the citizens and city, as "Average".
- Residents feel "Safe or Very Safe" in the city.
- Residents prize the cultural activities and environment.
- Residents would recommend living in Albany to others.

Survey Characteristics

City of Albany 2010 Census population 18 and older: 37,635

- **2014 Survey**
  - 22,722 Emails Sent
    - 5,273 Emails Opened
  - 1,827 Net Responses
  - Margin of Error +/- 2.25%
  - Response Rate 1827/5273 = 35%
  - Type: Direct Email to people having business contact with city – Web Entry

- **2009 Survey**
  - 2,000 Postcards Sent Twice
  - 183 responses
  - Margin of Error +/- 7.21%
  - Response Rate 183/2000 = 9.15%
  - Type: Random Household Survey - Web Entry

Prior Surveys – Demographics

- **2008**: Advanced Marketing Research
  - 31 data points and cost $9,714.61 (828 responses)
    - (Also previously did surveys in 2000 & 2003)

- **2009**: In-House (Based on National Citizens Survey)
  - 134 data points and cost $2,318.27 for mailing & printing (183 responses)

- **2014**: In-House (Based on National Citizens Survey)
  - 134 data points and cost under $300 since it was entirely e-mail/web based (1,827 responses)

- Only the 2009 and 2014 surveys are compared in this report. Demographics of the 2003 & 2008 surveys are included for reference.
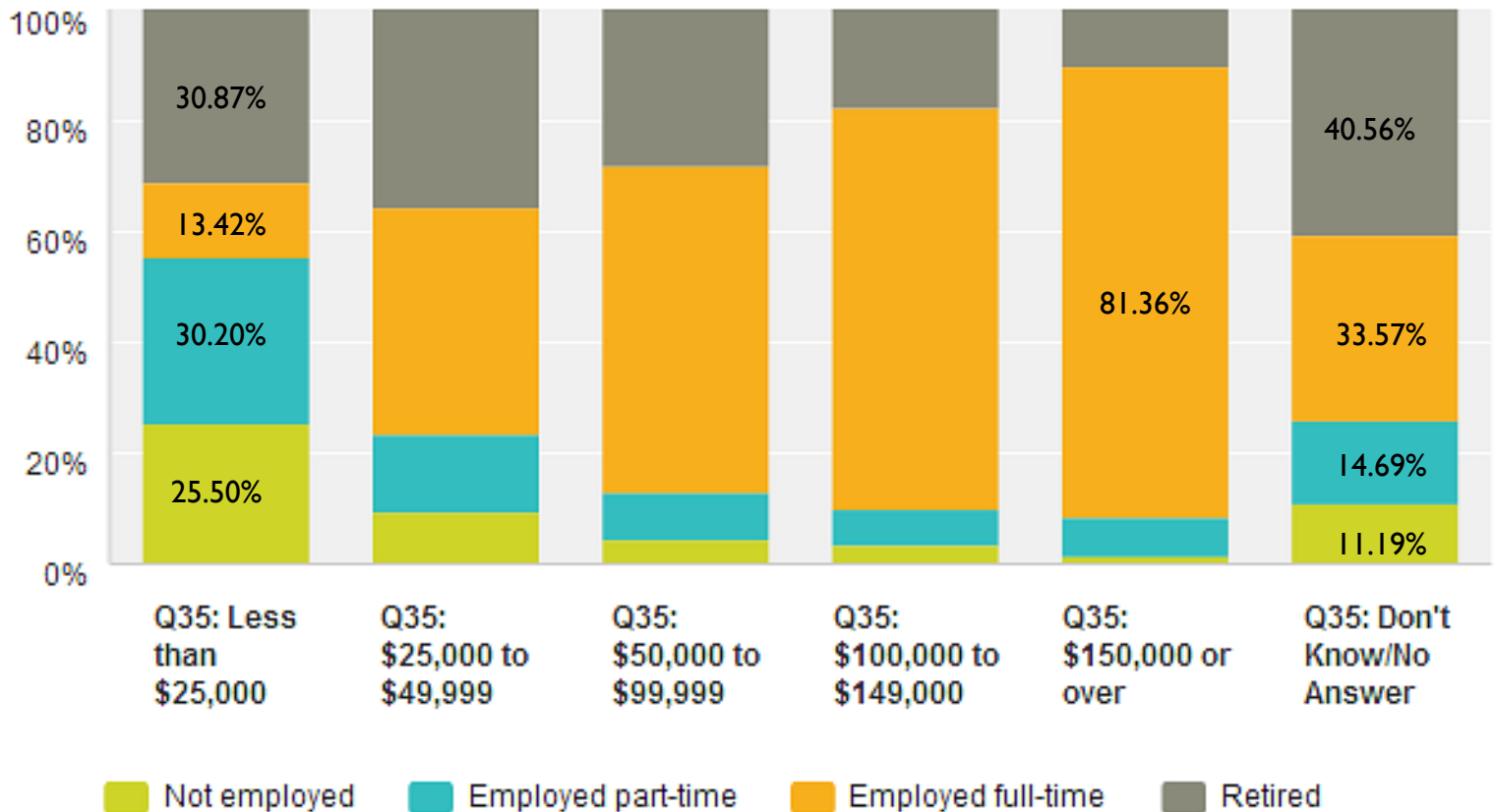
Demographic Comparisons

Census and Prior Survey Demographics

	2010 Census	2003 Survey	2008 Survey	2009 Survey	2014 Survey
Women	51.2%	52%	57%	48.0%	60.9%
Men	48.8%	48%	43%	52.0%	39.1%
Age 45+	37.9%	68%	74%	77.7%	67.1%
Race = White	87.8%	---	---	98.2%	92.05%
< $50,000	45%	---	41%	37.6%	32.5%
> $100,000	17.2%	---	17%	15.1%	29.6%

Demographic Info - Income

My current employment status is:

Answered: 1,511   Skipped: 7
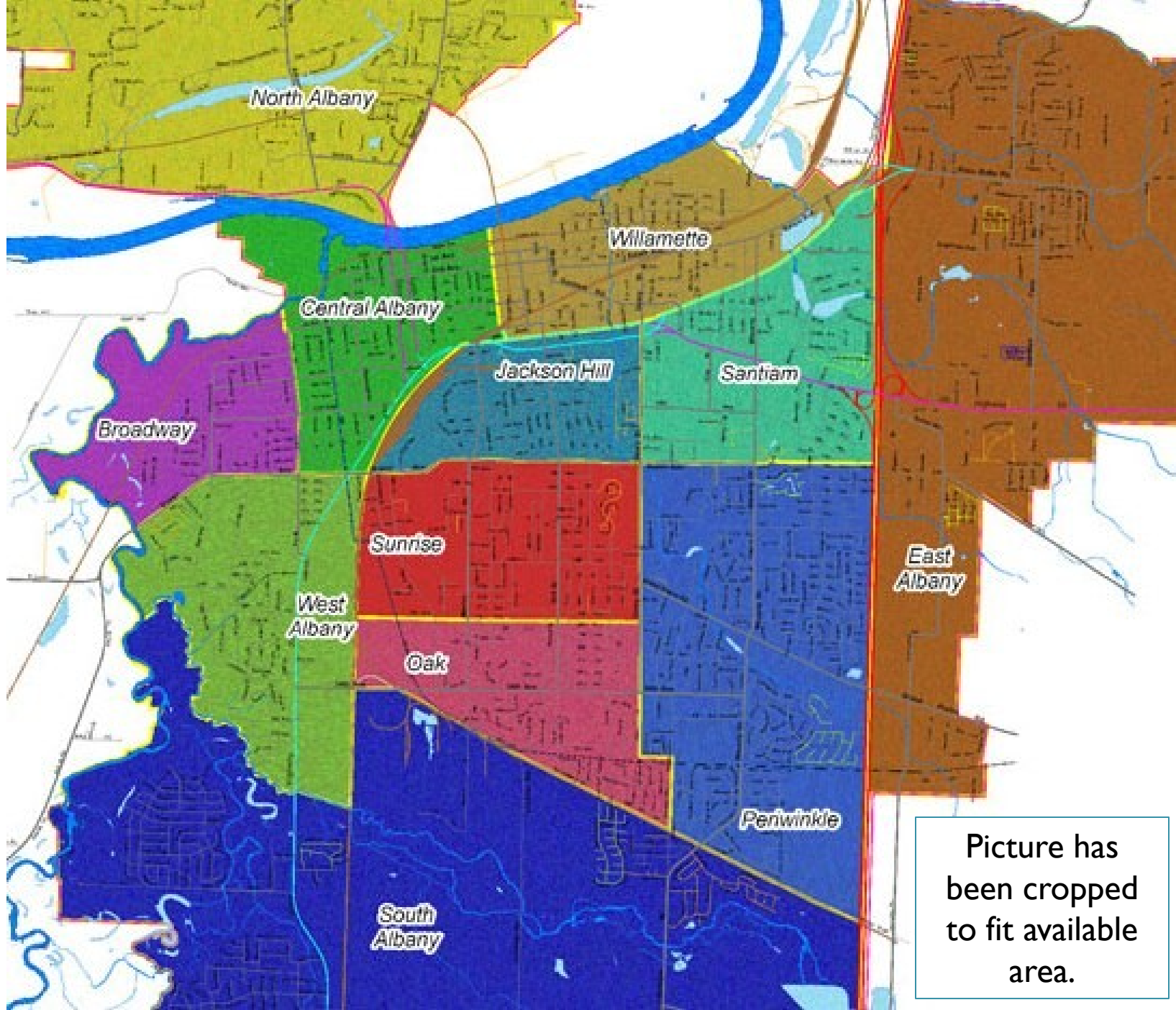
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Demographic Info - Income

What is your total household income from all sources, before taxes:

Answered: 1,493   Skipped: 63

Legend:
- Less than $25,000
- $25,000 to $49,999
- $50,000 to $99,999
- $100,000 to $149,000
- $150,000 or over
- Don't Know/No Answer

Categories: Q26: North Albany, Q26: Broadway, Q26: Central Albany, Q26: Willamette, Q26: East Albany, Q26: Santiam, Q26: Sunrise, Q26: Jackson Hill, Q26: West Albany, Q26: Oak, Q26: Periwinkle, Q26: South Albany
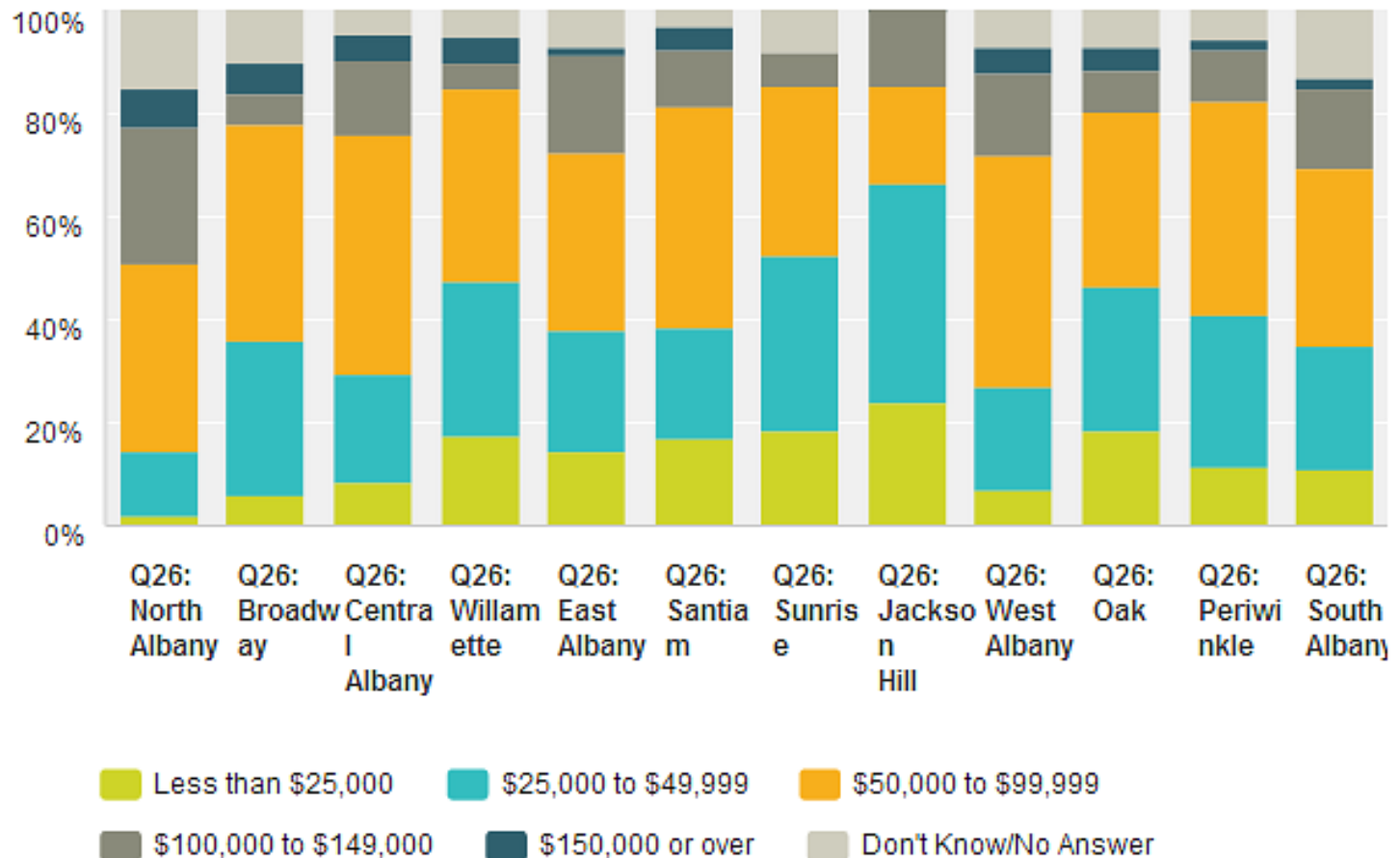
Rating Scores 2014 & 2009

- Rating Scores are shown for **both** 2009 & 2014.
- Two years of scores **does not show a trend.**
- **Variation** between scores is to be expected.

Sentiment Scale Responses

- Measures **Strength of Feeling** about Albany.
- The statements given are all **positive** in nature.
- The middle value given (Neither Agree Nor Disagree) is a **neutral** position.

Sentiment About Albany

	Disagree & Strongly Disagree	Neither Agree Nor Disagree	Agree & Strongly Agree	2014 Rating Goal > 3	2009 Rating Goal > 3	N
Inviting Appearance	22.94%	29.56%	47.51%	**3.26**	3.44	1,705
Strong Sense of Community	19.76%	35.57%	44.68%	**3.27**	3.41	1,701
Kept Clean	13.14%	20.385	66.49%	**3.57**	3.54	1,698
Welcomes Races/Ethnics	11.13%	29.86%	59.01%	**3.53**	3.57	1,698
Good Air Quality	9.88%	18.11%	72.02%	**3.72**	3.58	1,701
Good Environment	9.20%	19.58%	71.23%	**3.70**	3.75	1,696
Good Reputation	29.58%	36.30%	34.12%	**3.02**	3.10	1,697

Sentiment About Albany

To change feelings you could…

- Target low positives
  - Only 45% say Albany has strong sense of community

- Target high negatives
  - 23% do not agree that Albany presents and inviting appearance.

- Convert the uncommitted
  - 36% have no opinion on Albany's reputation.

Sentiment About Albany

- ## Welcomes Other Races/Ethnics
  - Disagree: 11.35%   Agree: 59.01%

	Disagree & Strongly Disagree	Agree & Strongly Agree	N
American Indian/Alaskan Native	19.15%	51.06%	47
Asian, Pacific Islander or Asian Indian	17.86%	46.43%	28
Black or African American	34.53%	33.33%	12
White	10.40%	59.87%	1,413
Other	14.28%	48.57%	35
Chose to Not Identify Race	17.81%	50.69%	73

Sentiment About Albany

	Disagree & Strongly Disagree	Neither Agree Nor Disagree	Agree & Strongly Agree	2014 Rating Goal > 3	2009 Rating Goal > 3	N
Attend Cultural Events, Fairs, Plays	11.27%	16.34%	80.62%	**3.76**	3.85	1,677
Good Recreation Opportunities	13.99%	20.33%	65.67%	**3.62**	3.70	1,672
Quality Education Available	13.22%	28.91%	57.88%	**3.52**	3.77	1,664
Many Social Events & Activities Avail.	18.06%	28.67%	53.27%	**3.40**	3.54	1,667
Find Spirituality & Religion Activities	5.92%	31.82%	62.26%	**3.68**	3.85	1,656
Community Involvement Easy	14.34%	37.79%	47.87%	**3.39**	3.49	1,667
Good Volunteer Opportunities	8.23%	27.63%	64.14%	**3.67**	3.86	1,665

Sentiment About Albany

- Social Events – Higher Negatives 18%
- Using Cross-Tabulations:
  - People under 45 more negative, especially 18-24 year olds.
  - Neighborhoods most negative include East Albany, Sunrise, Oak, and Periwinkle.
  - Target activities to these age groups?
  - Target these neighborhoods?

Sentiment About Albany

	Disagree & Strongly Disagree	Neither Agree Nor Disagree	Agree & Strongly Agree	2014 Rating Goal > 3	2009 Rating Goal > 3	N
I would recommend Albany as a good place to live	11.75%	20.55%	67.71%	**3.69**	3.75	1,669
I plan to live here for the next five years or more	11.40%	12.05%	76.55%	**3.90**	4.13	1,676

Analysis: Sentiment About Albany

- Cultural events, natural environment, and cleanliness: ★★★★

- Recreation, volunteer opportunities, spirituality, and education: ★★★

- Welcoming of other races: Be aware those of other races may not agree as strongly. **??**

- Room to strengthen Albany's appearance, its sense of community, and its reputation.

Sentiment in Albany

- Questions?

Feeling Safe in the Community

Feeling Safe in the Community

	Unsafe / Very Unsafe	No Feeling Either Way	Safe / Very Safe	2014 Rating Goal > 3	2009 Rating Goal > 3	N
Downtown Daytime	1.86%	6.415	91.73%	**4.27**	4.23	1,668
Downtown Night	20.85%	28.75%	50.39%	**3.35**	3.14	1,659
Shopping Areas Daytime	1.08%	6.95%	91.97%	**4.25**	4.21	1,669
Shopping Areas Night	12.11%	27.05%	60.84%	**3.60**	3.47	1,660
Parks Daytime	18.44%	13.76%	79.91%	**3.93**	3.97	1,657
Parks Night	56.15%	29.74%	14.11%	**2.44**	2.39	1,651

Feeling Safe in the Community

	Unsafe / Very Unsafe	No Feeling Either Way	Safe / Very Safe	2014 Rating Goal > 3	2009 Rating Goal > 3	N
Neighborhood Daytime	2.65%	4.04%	93.30%	**4.39**	4.35	1,657
Neighborhood Night	13.99%	12.42%	73.59%	**3.83**	3.69	1,651
Violent Crime: assault, robbery rape etc.	12.27%	16.74%	71.00%	**3.74**	3.55	1,655
Property Crime: burglary, theft	34.65%	22.23%	43.12%	**3.07**	2.79	1,651
Identity Theft	38.86%	33.03%	28.11%	**2.86**	2.73	1,647
Toxic Waste & Environmental Hazards	17.32%	27.48%	55.19%	**3.45**	3.43	1,645
Working Smoke Detector	No = 1.04%		Yes = 98.96%			1,641

Feeling Safe in Albany

- Were you or an immediate family member a victim of crime in the last year?
- Yes = 16.67%
- No = 83.33%

- If so, was it reported to the police?
- Yes = 74.18%
- No = 25.82%

Analysis: Feeling Safe in the Community

- People feel pretty safe across the community
  - Parks at night remain a concern
    - Costs would be significant.
  - Property crime and identity theft are serious concerns
    - Education on proactive steps have been initiated by the Police Department.

- But who feels unsafe?

Analysis: Feeling Safe in the Community

At Night in My Neighborhood – Top 4 Combined

Neighborhood	Very Unsafe	Unsafe	Combined
North Albany	0.00%	2.60%	2.60%
Broadway	5.77%	9.62%	15.39%
Central Albany	4.24%	16.95%	21.19%
Willamette	12.20%	41.46%	53.66%
East Albany	0.75%	11.19%	11.94%
Santiam	1.56%	20.31%	21.87%
Sunrise	8.86%	25.32%	34.18%
Jackson Hill	0.00%	42.86%	42.86%
West Albany	0.72%	5.80%	6.52%
Oak	8.22%	15.07%	23.29%
Periwinkle	1.16%	12.21%	13.37%
South Albany	1.32%	9.93%	11.25%

Top 4 Unsafe/Very Unsafe at Night

Top 4 LEAST Unsafe at Night
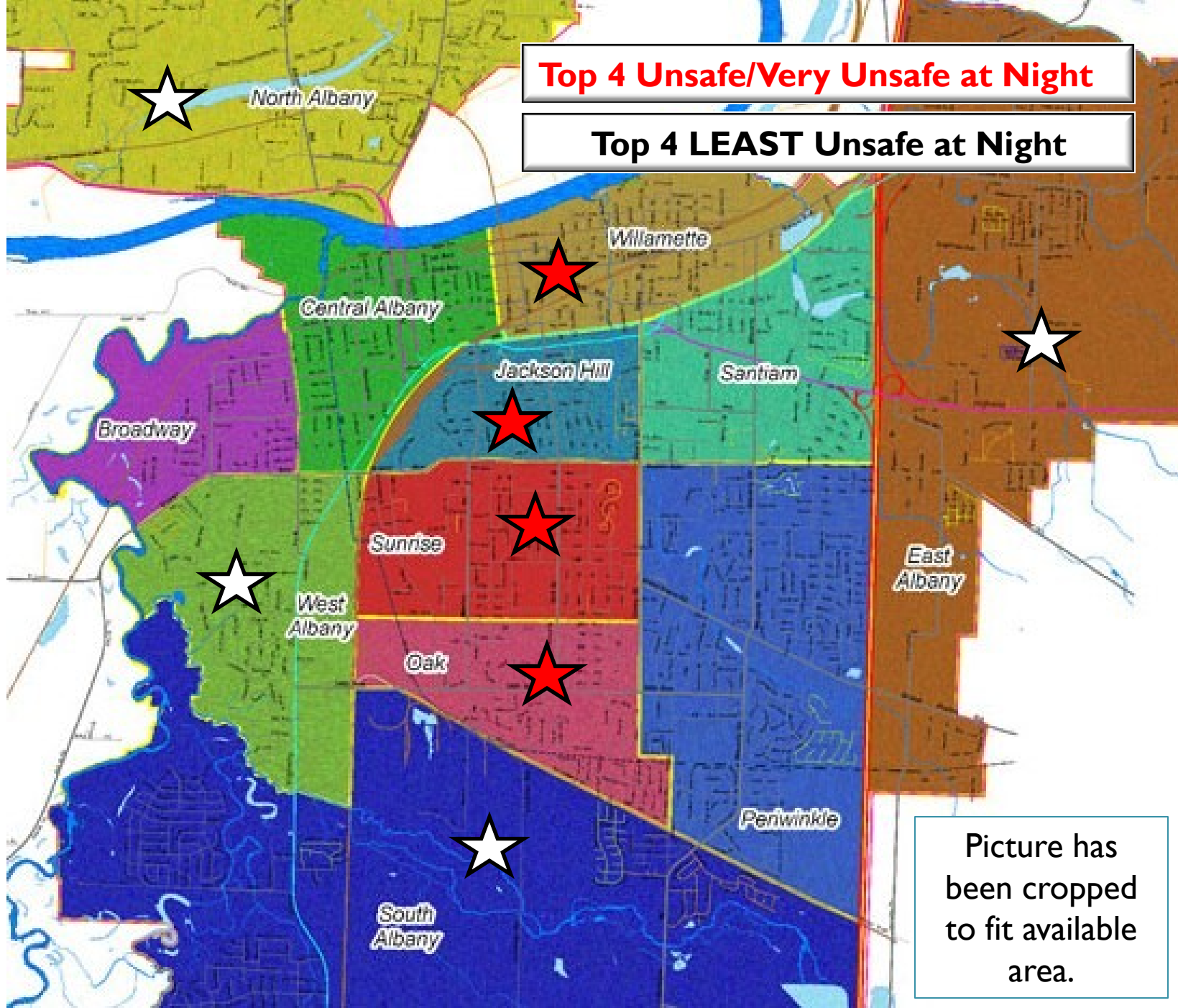
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Feeling Safe in the Community

- Questions?

Ease of Access in Albany

Ease of Access in Albany

	Disagree & Strongly Disagree	Neither Agree Nor Disagree	Agree & Strongly Agree	2014 Rating Goal > 3	2009 Rating Goal > 3	Don't Know / N/A	N
Bike Around Town	20.36%	25.67%	37.32%	**3.25**	3.18	16.65%	1,640
	23.25%		12.66%				
Easy to Walk Around Town	12.88%	16.59%	67.68%	**3.72**	3.52	2.86%	1,646
	10.38%		9.08%				
Plenty of Paths and Trails	22.92%	18.42%	52.82%	**3.42**	3.38	5.84%	1,645

Analysis: Ease of Access in Albany

- Bus convenience and wheelchair access are a concern
  - Disagreement exceeded agreement on both.
  - 64.10% of people either had no feeling or no answer on using the bus.
  - 80.53% of people either had no feeling or no answer on wheelchair access.

Commuting to Work

Where They Commute

- 39.22% — Within Albany
- 37.89% — Outside Albany
- 22.90% — Work at Home
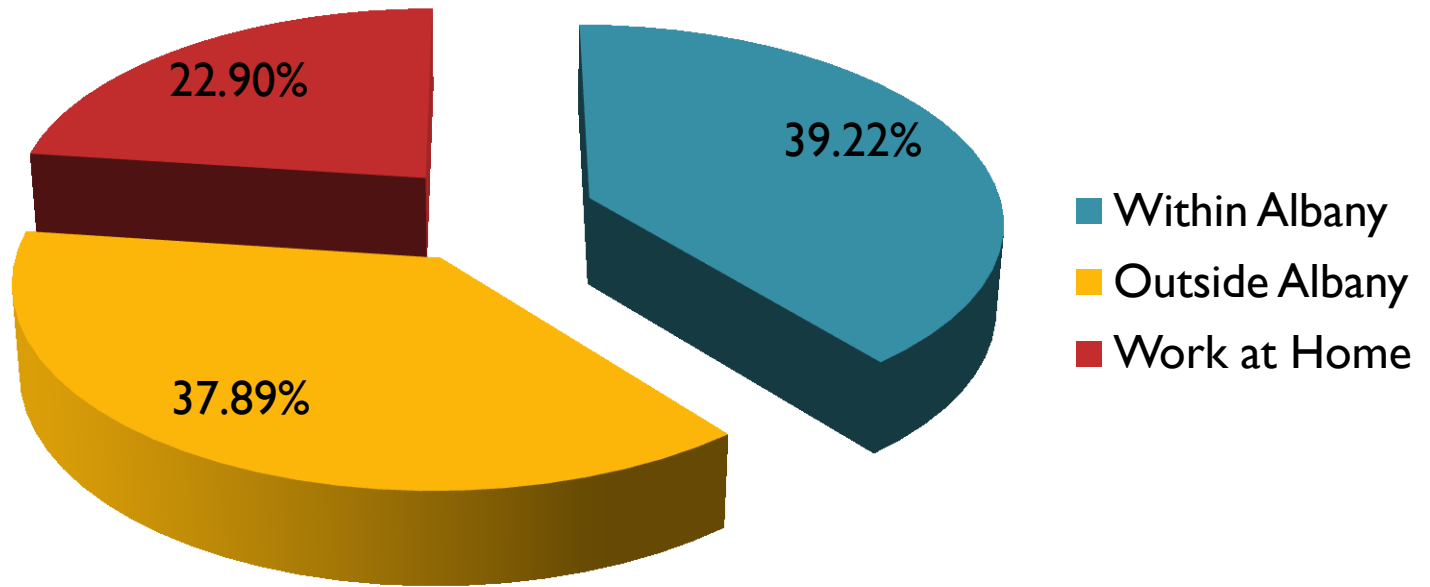
Commuting to Work

- 5 Days per week is the norm for single occupancy vehicle commuters
- 32% carry others at least some time in the week
- Less than 5% use bus, rail or other public transportation
- 19% walk during some portion of the week
- 9% use a bike during some portion of the week

Services in Albany

Services in Albany

	Disagree & Strongly Disagree	Neither Agree Nor Disagree	Agree & Strongly Agree	2014 Rating Goal > 3	2009 Rating Goal > 3	Don't Know / N/A	N
Good Shopping Variety	34.03%	13.43%	51.43%	**3.21**	3.37	0.12%	1,631
Shopping Easy to Access	14.56%	13.27%	72.05%	**3.67**	3.79	0.12%	1,628
Quality Service & Other Businesses	11.79%	20.11%	65.40%	**3.62**	3.60	2.71%	1,621
Wide Variety of Housing Available	13.53%	19.70%	57.82%	**3.56**	3.70	8.96%	1,619
New Development High Quality	22.16%	34.54%	28.64%	**3.08**	2.98	14.68%	1,624

Analysis: Services in Albany

- Variety of shopping has high negatives:

	Disagree & Strongly Disagree	Agree & Strongly Agree	N
< $25,000	35.33%	50.67%	150
$25,000 - $49,999	29.24%	59.07%	342
$50,000 - $99,999	32.75%	53.14%	574
$100,000 - $149,999	35.95%	46.69%	242
> $150,000	49.15%	38.98%	59
$ Not Disclosed	40.46%	45.52%	145

Analysis: New Development is High Quality

- In looking at Income Level…

	Disagree & Strongly Disagree	Agree & Strongly Agree	N
< $25,000	19.59%	24.33%	148
$25,000 - $49,999	21.31%	29.82%	342
$50,000 - $99,999	19.44%	29.25%	571
$100,000 - $149,999	26.45%	33.48%	242
> $150,000	35.59%	22.03%	59
$ Not Disclosed	25.69%	24.30%	144

Services in Albany

	Disagree & Strongly Disagree	Neither Agree Nor Disagree	Agree & Strongly Agree	2014 Rating Goal > 3	2009 Rating Goal > 3	Don't Know / N/A	N
Affordable Quality Child Care Available	13.52%	29.10%	13.02%	**2.97**	2.96	44.36%	1,605
Affordable Non-Emergency Health Care	20.14%	20.26%	45.21%	**3.31**	3.25	14.39%	1,619
Affordable Good Quality Housing	19.75%	22.59%	43.09%	**3.28**	3.17	14.57%	1,620
Affordable Quality Food	15.98%	17.15%	66.32%	**3.60**	3.69	0.55%	1,627

Analysis: Affordable Quality Childcare is Available

- In looking at Employment Status
  - The strongest disagreement is with the unemployed, but…
  - A preponderance disagree among all categories except Employed Full-Time

	Disagree & Strongly Disagree	Agree & Strongly Agree	N
Not Employed	16.67%	12.70%	126
Employed Part-Time	14.23%	13.59%	184
Employed Full-time	15.10%	15.35%	775
Retired	9.09%	8.87%	451

Affordable Quality Childcare is Available

- In looking at Income Level….
  - The response becomes more mixed

	Disagree & Strongly Disagree	Agree & Strongly Agree	N
< $25,000	17.80%	10.95%	146
$25,000 - $49,999	15.38%	10.06%	338
$50,000 - $99,999	11.83%	14.84%	566
$100,000 - $149,999	12.97%	17.16%	239
> $150,000	10.17%	10.16%	59
$ Not Disclosed	12.50%	9.02%	144

Services in Albany

- Questions?

Involvement in the Community

- We now begin measurements of involvement and use of services.
- There is <u>no neutral value</u>.
- This is self-identification of the extent of involvement in various activities.

Activities in Albany in the Last Year

	Never	Once or Twice a Year	3 to 10 Times a Year	11 to 26 Times a Year	More than 26 Times a Year	2014 Average Rating	2009 Average Rating	N
Volunteered your time	24.78%	24.54%	17.60%	12.76%	20.32%	**2.79**	2.51	1,614
Participated in recreation program.	47.18%	30.39%	14.41%	4.32%	3.70%	**1.87**	1.68	1,596
Used Albany City Library	12.79%	17.36%	26.54%	20.63%	22.67%	**3.23**	2.85	1,619
Went to a city park.	4.33%	16.50%	34.36%	24.97%	19.84%	**3.39**	3.30	1,618
Rode on the bus system	87.55%	7.03%	2.10%	0.99%	2.34%	**1.24**	1.10	1,622
Used the Senior Center	70.04%	17.94%	6.29%	2.22%	3.51%	**1.51**	1.54	1,622

Activities in Albany in the Last Year

	Never	Once or Twice a Year	3 to 10 Times a Year	11 to 26 Times a Year	More than 26 Times a Year	2014 Average Rating	2009 Average Rating	N
Saw Council on TV/Web	86.26%	10.21%	2.91%	0.56%	0.06%	**1.18**	1.29	1,616
Read City Bridges	10.3%	27.95%	51.88%	8.23%	1.63%	**2.63**	2.44	1,592
Visited city Website	27.78%	28.40%	30.21%	9.82%	3.79%	**2.33**	2.03	1,609
Went to a group or club	43.14%	15.59%	15.90%	12.5%	12.84%	**2.36**	2.36	1,597
Went to religious service	41.95%	14.79%	9.05%	6.87%	27.34%	**2.63**	2.94	1,602
Helped friend or neighbor	2.25%	12.60%	38.68%	26.14%	20.34%	**3.5**	3.55	1,603
Talk to Neighbors	5.02%	9.48%	21.00%	20.32%	44.18%	**3.89**	4.07	1,614

Activities in Albany in the Last Year

- Less than 15% watch the City Council on CATV/Web or use the bus system.
- 56.74% go to church 0 to 2 times a year.
- Volunteering is good.
- People help each other.
- They're also involved with neighbors.
- Who never participates?

Who NEVER Participates?

- **Top** value in each ROW: (Those that did not provide an income answer are not shown)

	< $25K	$25K-49K	$50K – $99K	$100K - $149K	$150K >
NOT Volunteered your time	28.86%	26.84%	24.52%	21.58%	21.67%
NOT Participate rec. program	54.79%	47.34%	46.47%	41.25%	40.68%
NOT Used Albany City Library	6.04%	12.02%	11.71%	18.18%	30.00%
NOT Went to a city park.	4.03%	3.81%	3.14%	4.15%	11.67%
NOT Rode on the bus system	73.15%	88.53%	88.13%	90.91%	98.33%
NOT Used the Senior Center	68.00%	66.96%	69.57%	80.50%	78.33%
NOT Watch Council TV/Web	84.67%	88.89%	84.94%	88.43%	85.00%
NOT Read City Bridges	14.09%	11.24%	7.82%	10.13%	20.34%
NOT Visited City Web Site	30.20%	27.87%	26.97%	21.58%	36.67%
NOT Participate Club/Group	46.94%	43.99%	42.46%	40.00%	44.07%
NOT Attended Church	44.30%	44.54%	41.55%	43.33%	38.33%
NOT Help Friend/Neighbor	3.33%	2.39%	2.80%	1.67%	1.67%
NOT Talk to Neighbors	8.05%	8.77%	2.44%	4.15%	3.33%

Who NEVER Participates?

- ## Cross-Tabulation by Gender:

(Those that Answered **NEVER**)	Female	Male
NOT Volunteered your time	23.39%	27.38%
NOT Participate in rec. program.	44.24%	53.36%
NOT Used Albany City Library	9.98%	17.47%
NOT Went to a city park.	3.97%	5.33%
NOT Rode on the bus system	86.82%	88.06%
NOT Used the Senior Center	67.74%	74.21%
NOT Watched Council TV/Web	86.55%	86.14%
NOT Read City Bridges	9.05%	12.61%
NOT Visited City Web Site	27.76%	28.19%
NOT Participate Club/Group	42.92%	44.97%
NOT Attended Church	40.92%	44.95%
NOT Helped Friend/Neighbor	1.83%	3.02%
NOT Talk to Neighbors	5.67%	4.15%

Involvement in the Community

- Questions?

Ratings – Problems and Services

Ratings of Problems

- The next set of questions ask about 4 common issues in cities.

- The rating weights are 1 through 4.

- The lower the rating, the less people see it as a problem.

How Big a Problem Is…

	No Problem	A Small Problem	A Medium Problem	A Serious Problem	2014 Average Rating	2009 Average Rating	N
Run-down buildings.	3.69%	40.16%	41.22%	14.93%	**2.67**	2.63	1,601
Overgrown vacant lots.	7.90%	44.48%	35.19%	12.42%	**2.52**	2.64	1,594
Abandoned or junk vehicles.	14.11%	50.57%	25.76%	9.56%	**2.31**	2.46	1,580
Trashy yards.	4.18%	38.85%	38.85%	18.11%	**2.71**	2.78	1,601

How Big a Problem Is…

Run Down Buildings

Neighborhood	No or Small Problem	Medium or Serious Problem	N
North Albany	38.04%	61.96%	347
Broadway	50.00%	50.00%	50
Central Albany	41.87%	58.33%	120
Willamette	29.27%	70.73%	41
East Albany	42.85%	57.14%	133
Santiam	45.31%	54.69%	64
Sunrise	53.16%	46.84%	79
Jackson Hill	33.33%	66.67%	21
West Albany	41.61%	58.39%	137
Oak	43.84%	56.16%	73
Periwinkle	58.72%	41.28%	172
South Albany	43.77%	56.23%	297

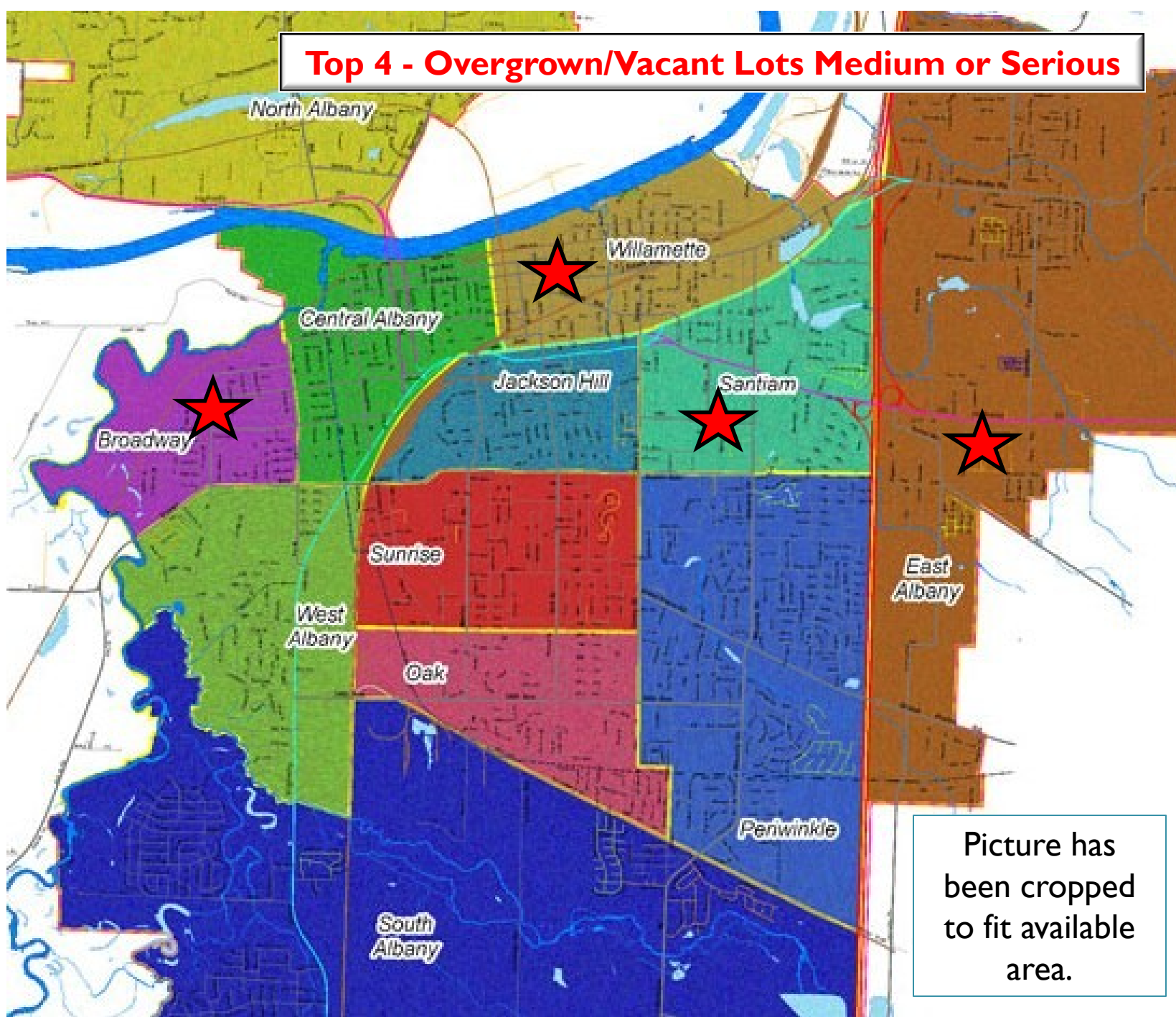**Top 4 - Rundown Buildings Medium or Serious**
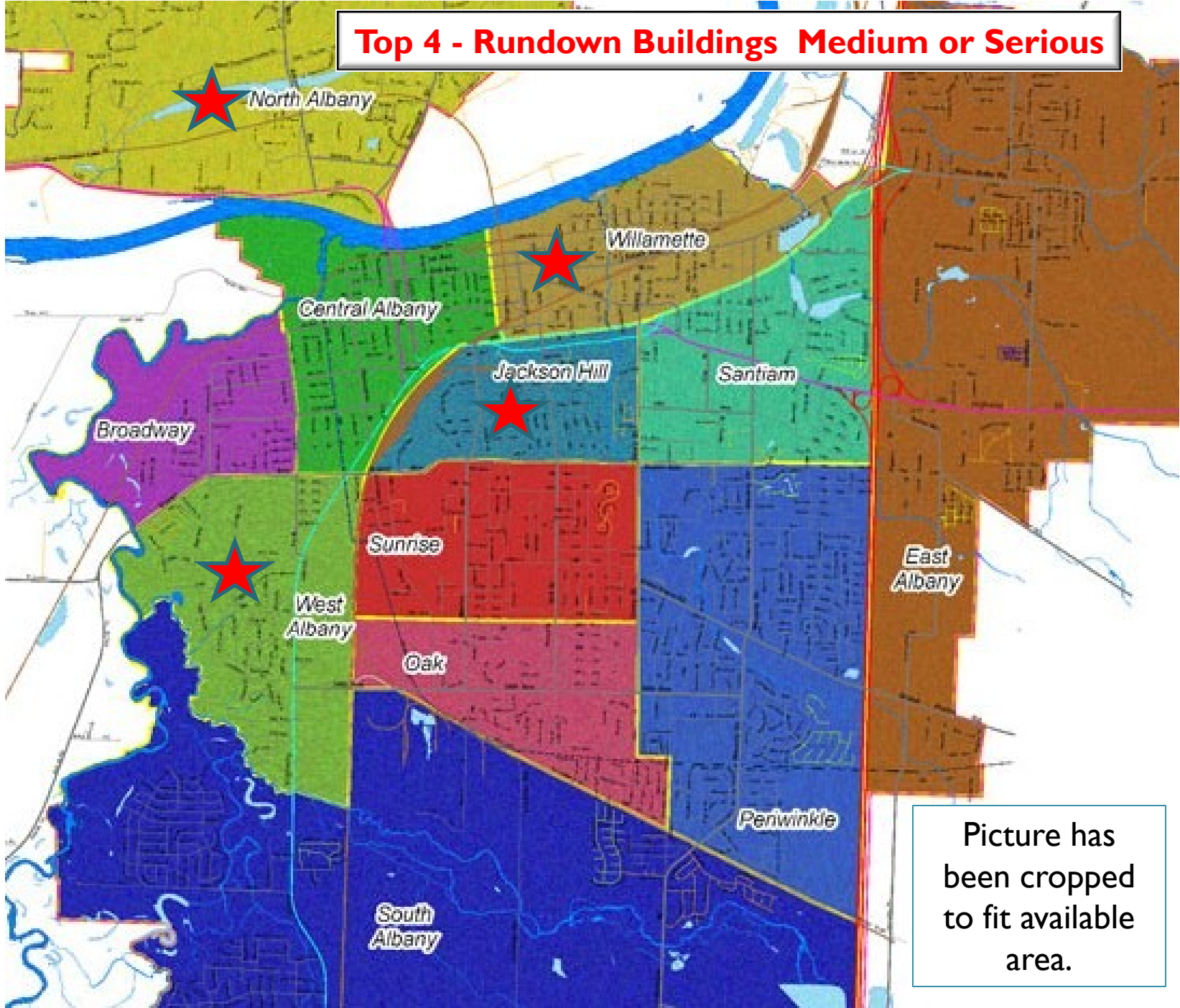
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How Big a Problem Is…

Overgrown Vacant Lots

Neighborhood	No or Small Problem	Medium or Serious Problem	N
North Albany	50.15%	49.85%	347
Broadway	49.01%	50.99%	51
Central Albany	57.98%	42.02%	119
Willamette	39.03%	60.97%	41
East Albany	48.12%	51.88%	133
Santiam	46.87%	53.13%	64
Sunrise	56.41%	43.59%	78
Jackson Hill	57.14%	42.86%	21
West Albany	51.11%	48.89%	135
Oak	49.32%	50.68%	73
Periwinkle	60.10%	39.90%	170
South Albany	54.06%	45.94%	296

Top 4 - Overgrown/Vacant Lots Medium or Serious

Picture has been cropped to fit available area.

How Big a Problem Is…

Abandoned or Junk Vehicles

Neighborhood	No or Small Problem	Medium or Serious Problem	N
North Albany	65.89%	34.11%	343
Broadway	56.87%	43.13%	51
Central Albany	64.71%	35.29%	119
Willamette	51.22%	48.78%	41
East Albany	65.15%	34.85%	132
Santiam	57.10%	42.90%	63
Sunrise	67.95%	32.05%	78
Jackson Hill	61.90%	38.10%	21
West Albany	61.65%	38.35%	133
Oak	61.65%	38.35%	73
Periwinkle	74.12%	25.88%	170
South Albany	64.14%	35.86%	290

How Big a Problem Is…

<div align="center"><strong style="color:blue">Trashy Yards</div>

Neighborhood	No or Small Problem	Medium or Serious Problem	N
North Albany	44.09%	55.91%	343
Broadway	42.00%	58.00%	51
Central Albany	49.16%	50.84%	119
Willamette	50.00%	50.00%	41
East Albany	39.39%	60.61%	132
Santiam	32.31%	67.69%	63
Sunrise	45.57%	54.43%	78
Jackson Hill	47.62%	52.38%	21
West Albany	46.32%	53.68%	133
Oak	49.32%	50.68%	73
Periwinkle	41.28%	58.72%	170
South Albany	42.00%	58.00%	290

Top 4 – Trashy Yards   Medium or Serious
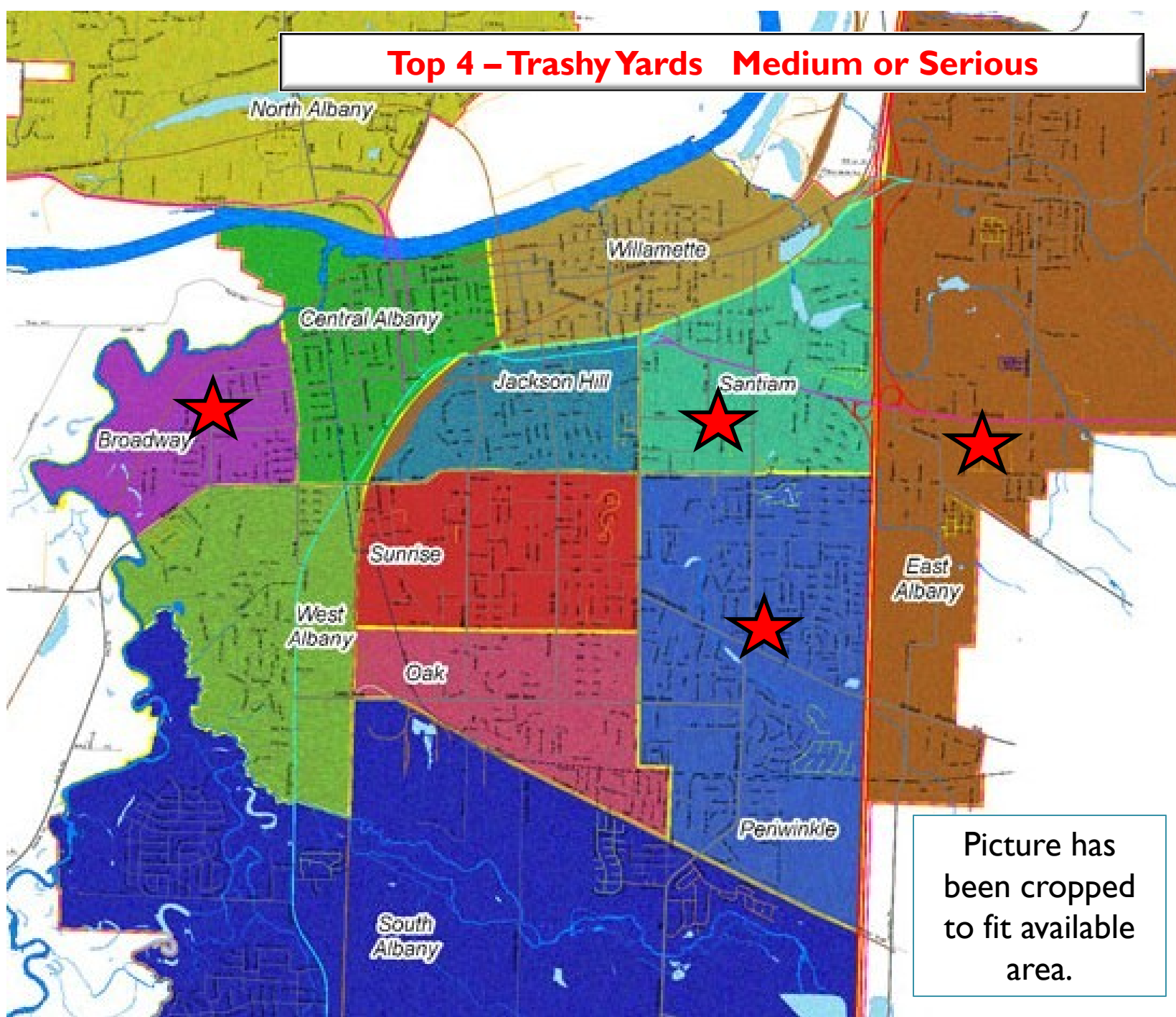
Picture has been cropped to fit available area.

Performance Ratings

- The following tables rate performance on a scale of 1 to 5.
- The middle value of 3 is **not a neutral value.**
- 3 represents the perception of **average** level of performance in respondents view.
- Don't Know/No Answer is to account for those who choose not to offer an opinion.

Quality of City Provided Services

	Poor (1)	Below Average (2)	Average (3)	Good (4)	Excellent (5)	2014 Rating Goal > 3	2009 Rating Goal > 3	Don't Know/No Answer	N
Paramedic and Ambulance	0.44%	0.68%	7.09%	**20.32%**	**32.88%**	**4.38**	4.37	**38.60%**	1.609
Fire Response	0.38%	0.25%	6.19%	**20.37%**	**33.50%**	**4.42**	4.42	**39.31%**	1.600
Fire Prevention and Safety	0.63%	2.38%	10.70%	23.53%	15.52%	**3.97**	3.94	**47.25%**	1.598
Police Response	1.81%	3.12%	13.18%	24.86%	23.61%	**3.98**	3.83	**33.42%**	1.601
Crime Prevention	3.57%	7.08%	22.06%	25.94%	9.84%	**3.46**	3.31	**31.52%**	1.596
Traffic Enforcement	4.25%	6.56%	24.98%	30.48%	13.05%	**3.52**	3.44	**20.67%**	1.601
Code Enforcement	6.19%	11.82%	23.76%	17.51%	5.75%	**3.07**	2.88	**34.96%**	1.599
Emergency Preparedness	2.68%	4.68%	19.23%	20.41%	5.99%	**3.42**	3.44	**47.00%**	1.602
Animal Control	4.08%	6.34%	21.20%	26.73%	8.72%	**3.44**	3.18	**32.94%**	1.594

Quality of City Provided Services

Blue values aggregate to 50% or more Good to Excellent Rating

	Poor (1)	Below Average (2)	Average (3)	Good (4)	Excellent (5)	2014 Rating Goal > 3	2009 Rating Goal > 3	Don't Know/No Answer	N
City Parks	0.94%	3.25%	17.31%	**46.81%**	**29.50%**	**4.03**	4.17	**2.19%**	1,600
Recreation Programs / Classes	0.75%	2.88%	17.78%	**39.01%**	**17.60%**	**3.89**	4.00	**21.98%**	1,597
Festivals / Special Events	0.82%	4.26%	15.99%	**41.07%**	**31.54%**	**4.05**	4.07	**6.33%**	1,159
Senior Services	0.69%	1.63%	10.18%	23.62%	13.38%	**3.96**	4.02	**50.50%**	1,592
Youth Services	1.95%	6.68%	15.12%	21.68%	7.50%	**3.49**	3.48	**47.07%**	1,587
Public Libraries	0.44%	1.00%	11.51%	**33.85%**	**46.50%**	**4.34**	4.35	**6.70%**	1,598
Aquatic Programs	2.40%	5.18%	13.64%	27.15%	14.52%	**3.73**	3.88	**37.12%**	1,584

Quality of City Provided Services

Blue values aggregate to 50% or more Good to Excellent Rating

	Poor (1)	Below Average (2)	Average (3)	Good (4)	Excellent (5)	2014 Rating Goal > 3	2009 Rating Goal > 3	Don't Know/No Answer	N
Street Repairs	9.88%	22.61%	39.33%	22.29%	2.98%	**2.85**	2.72	**2.91%**	1,579
Street Cleaning	4.06%	8.11%	35.80%	38.40%	11.47%	**3.46**	3.16	**2.15%**	1,578
Leaf Removal	4.12%	8.30%	30.35%	38.59%	12.80%	**3.51**	3.02	**5.83%**	1,578
Street Lighting	5.59%	12.58%	35.77%	37.47%	7.24%	**3.29**	3.38	**1.08%**	1,574
Snow/Ice Response	19.97%	17.95%	29.99%	19.78%	5.20%	**2.70**	3.27	**7.10%**	1,577
Traffic Signal Timing	6.79%	12.00%	40.06%	32.83%	7.05%	**3.22**	3.11	**1.27%**	1,575
Storm Drainage	3.57%	8.92%	37.03%	36.39%	6.69%	**3.36**	3.52	**7.39%**	1,569

Quality of City Provided Services

Blue values aggregate to 50% or more Good to Excellent Rating

	Poor (1)	Below Average (2)	Average (3)	Good (4)	Excellent (5)	2014 Rating Goal > 3	2009 Rating Goal > 3	Don't Know/No Answer	N
Sewer System	1.91%	2.61%	32.27%	36.86%	12.35%	**3.64**	3.68	**14.00%**	1,571
Drinking Water	2.99%	6.80%	25.60%	**39.20%**	**22.24%**	**3.73**	3.81	**3.18%**	1,574
Building Permitting	3.83%	4.40%	18.05%	11.99%	2.04%	**3.10**	3.25	**59.69%**	1,568
Land Use, Planning & Zoning	6.04%	9.60%	21.74%	12.59%	2.16%	**2.91**	2.96	**47.87%**	1,573
Economic Development	9.06%	15.51%	22.08%	14.55%	2.43%	**2.78**	2.90	**36.38%**	1,567
Natural Resources Preservation / Management	3.43%	6.42%	22.31%	22.82%	4.90%	**3.32**	3.21	**40.11%**	1,573
Bus Services	5.89%	10.19%	17.23%	14.86%	3.20%	**2.99**	2.75	**48.62%**	1,561

Analysis: Quality of Services

- Very little change compared to 2009 Survey
- Strong ratings for Fire, Police, Parks & Recreation, Library and some Public Works service areas, even when the "No Answer" proportion is high.
- The lowest rated; Bus Service (2.99), Land Use/Zoning (2.91), Street Repairs (2.85), Economic Development (2.78), and Snow & Ice Response (2.70), are still within the "Average" rating spread.

Other Non-City Services

Blue values aggregate to 50% or more Good to Excellent Rating
Purple values aggregate to 70% or more Good to Excellent Rating

	Poor (1)	Below Average (2)	Average (3)	Good (4)	Excellent (5)	2014 Rating Goal > 3	2009 Rating Goal > 3	Don't Know / No Answer	N
Garbage Collection	0.63%	2.59%	16.46%	39.53%	39.79%	4.16	4.14	1.01%	1,586
Recycling	1.26%	2.97%	14.64%	39.24%	40.88%	4.17	4.22	1.01%	1,585
Yard Waste Pick-Up	1.20%	3.98%	15.79%	37.02%	37.46%	4.11	4.09	4.55%	1,583
Electric Power	1.08%	2.85%	20.51%	40.51%	33.99%	4.05	4.14	1.08%	1,580
Natural Gas	0.32%	1.08%	15.96%	35.91%	31.98%	4.15	4.16	14.76%	1,579
Hospital Services	3.09%	5.87%	18.56%	34.91%	24.62%	3.83	3.99	12.94%	1,584
Public Schools	5.31%	10.63%	20.94%	28.65%	13.54%	3.44	3.64	20.94%	1,581

Quality of City Employees

- Of those people that said they had a business contact with a City of Albany employee in the last year…

Purple values aggregate to 70% or more Good to Excellent Rating

	Poor (1)	Below Average (2)	Average (3)	Good (4)	Excellent (5)	2014 Rating Goal > 3	2009 Rating Goal > 3	N
Professionalism	3.16%	3.70%	17.30%	39.93%	35.91%	4.02	4.03	919
Quickness of Response	3.28%	5.25%	19.15%	37.96%	34.35%	3.95	3.91	914
Knowledge	2.62%	5.13%	18.76%	40.46%	33.04%	3.96	4.05	917
Courtesy	4.15%	3.82%	13.43%	38.21%	40.39%	4.07	4.20	916
Overall Response	4.28%	4.71%	16.45%	38.49%	36.07%	3.97	4.00	912

Interaction, Value, & Direction

Overall how do you think the City of Albany is doing in relation to:

	Poor (1)	Below Average (2)	Average (3)	Good (4)	Excellent (5)	2014 Rating Goal > 3	2009 Rating Goal > 3	Don't Know / No Answer	N
Listening to Citizens	9.51%	15.09%	28.34%	23.59%	4.69%	**2.99**	3.03	**18.77%**	1,577
Encouraging Citizen Involvement	6.29%	14.42%	30.11%	27.95%	7.37%	**3.18**	3.27	**13.85%**	1,574
The value of services for the taxes/fees paid	8.12%	17.20%	33.38%	24.81%	5.96%	**3.04**	2.97	**10.53%**	1,576
The Overall Direction Albany is Heading	7.58%	15.54%	31.66%	30.00%	4.97%	**3.10**	3.20	**10.25%**	1,570

Analysis: Interaction, Value, & Direction

⬆ Good or Excellent higher than Average percentage

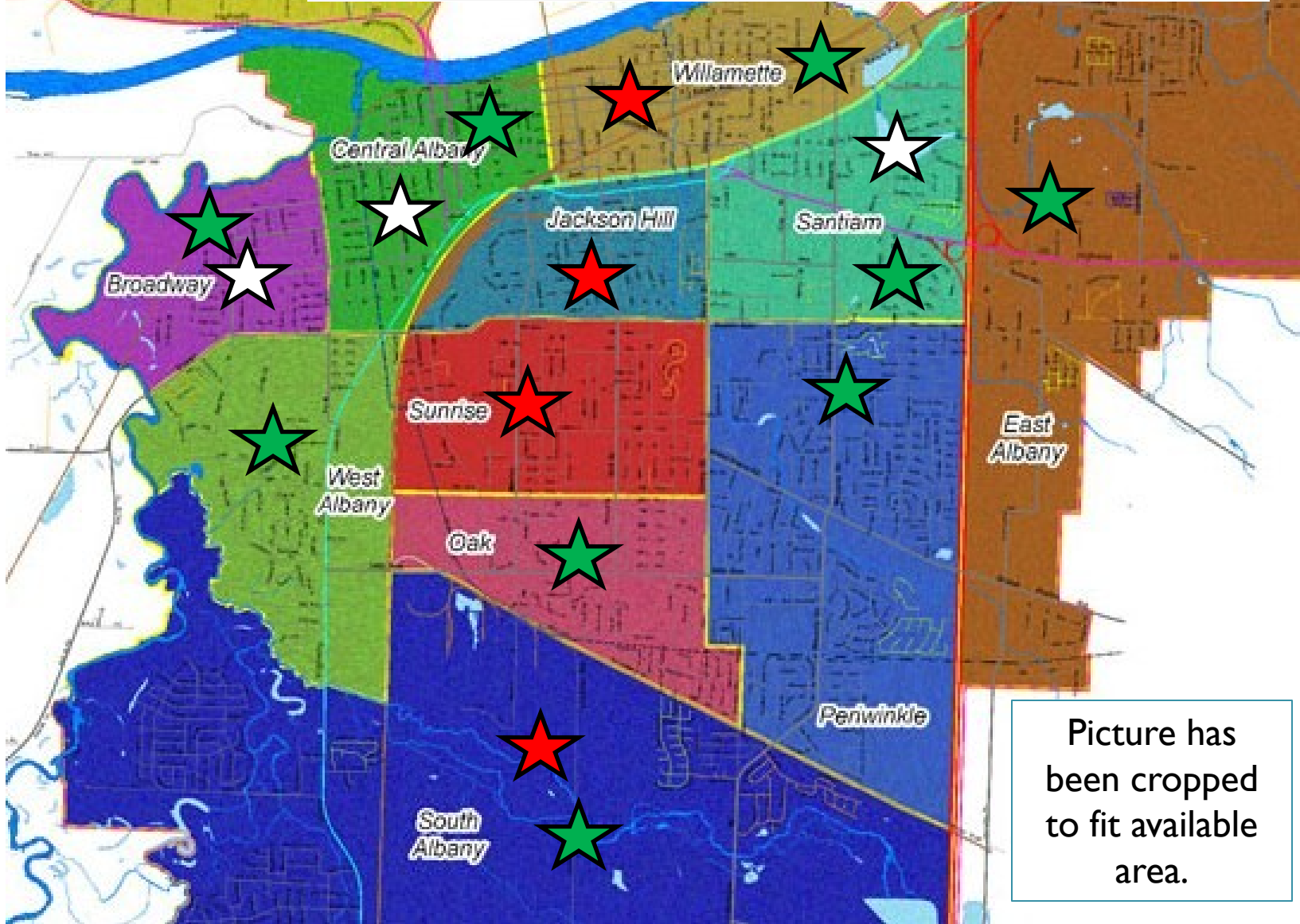## Listening to the Citizens – Top 4 in Each Column

Neighborhood	Below Average or Poor	Average	Good or Excellent		Don't Know / NA	N
North Albany	23.98%	29.19%	30.35%	⬆	16.47%	346
Broadway	20.00%	22.00%	32.00%	⬆	26.00%	50
Central Albany	14.17%	29.17%	42.50%	⬆	14.17%	120
Willamette	31.70%	29.27%	26.74%		12.20%	41
East Albany	21.64%	32.09%	25.37%		20.90%	134
Santiam	18.46%	32.31%	30.77%		18.46%	65
Sunrise	32.91%	29.11%	20.25%		17.72%	79
Jackson Hill	42.86%	19.05%	28.57%	⬆	9.52%	21
West Albany	23.91%	21.88%	28.99%	⬆	15.22%	138
Oak	25.35%	26.76%	28.17%	⬆	19.72%	71
Periwinkle	25.43%	26.01%	27.75%	⬆	20.81%	173
South Albany	26.97%	25.33%	25.00%		22.70%	304

Top 4 – Listening / Below Average or Poor

Top 4 – Listening / Good or Excellent

> 50% of Respondents Rate Average or Better

Picture has been cropped to fit available area.

Analysis: Interaction, Value & Direction

√   Average or better more than 50% of responses

⬆   Good or Excellent higher than Average percentage

Listening to Citizens – Top 1 in each Column

Income Level		Below Average or Poor	Average	Good or Excellent		Don't Know / N/A	N
< $25,000		32.22%	25.50%	20.80%		21.48%	149
$25,000 - $49,999	√	21.34%	30.41%	26.91%		21.35%	342
$50,000 - $99,999	√	20.49%	29.25%	33.10%	⬆	17.16%	571
$100,000 - $149,999	√	23.23%	29.05%	29.46%	⬆	18.26%	241
> $150,000	√	33.89%	23.73%	33.89%	⬆	8.47%	59
$ Not Disclosed		37.50%	25.00%	18.06%		19.44%	144

Analysis: Interaction, Value & Direction
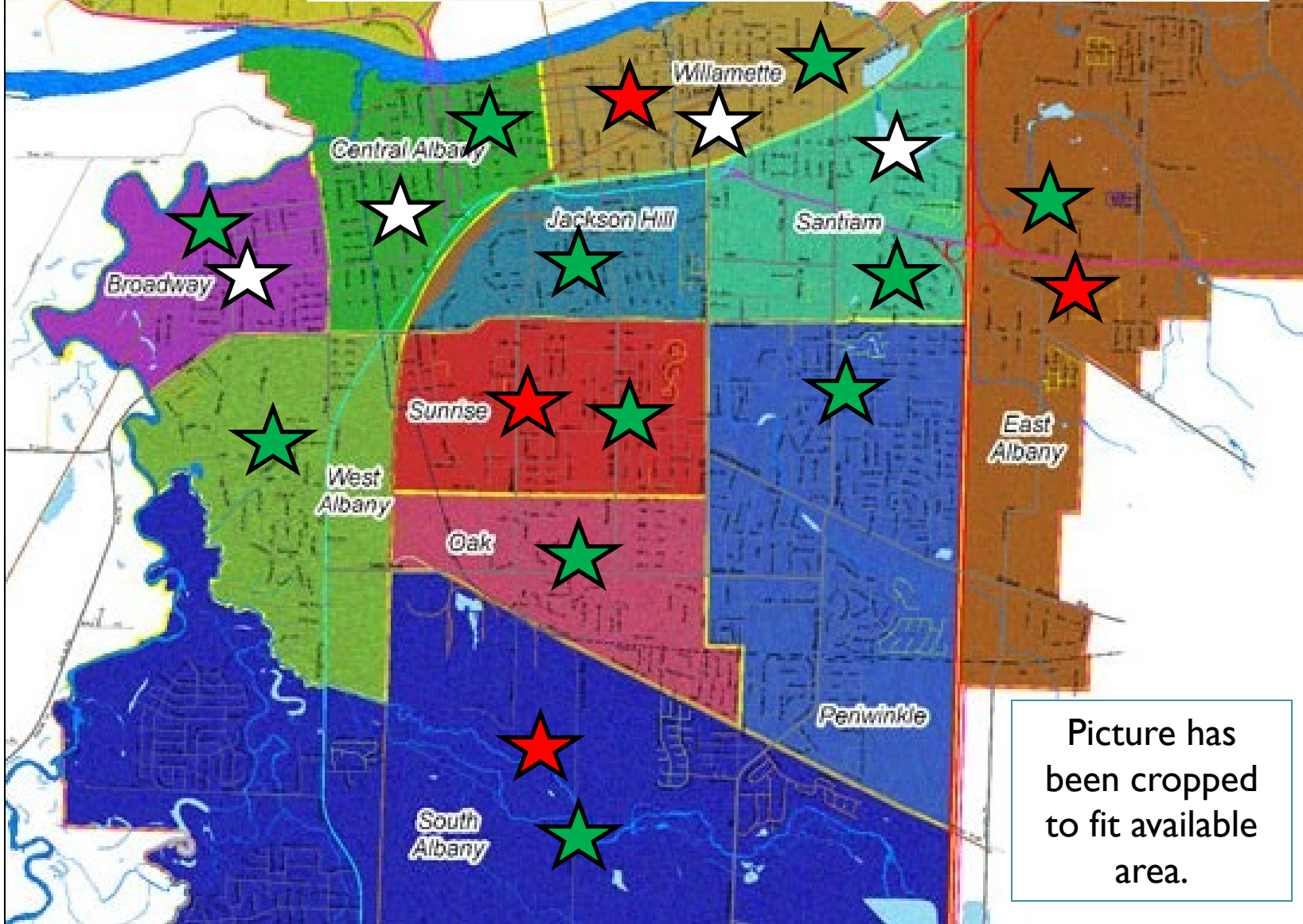
⬆ Good or Excellent higher than Average percentage

Encouraging Citizen Involvement – Top 4 in Each Column

Neighborhood	Below Average or Poor	Average	Good or Excellent	Don't Know / NA	N
North Albany	17.92%	32.37%	37.86% ⬆	11.85%	346
Broadway	16.00%	28.00%	42.00% ⬆	14.00%	50
Central Albany	14.17%	26.67%	50.00% ⬆	9.17%	120
Willamette	26.83%	26.83%	39.02% ⬆	7.23%	41
East Albany	21.64%	34.33%	29.11%	14.93%	134
Santiam	15.39%	27.69%	40.00% ⬆	16.92%	65
Sunrise	35.06%	27.27%	27.27%	10.39%	77
Jackson Hill	19.04%	33.33%	38.10% ⬆	9.52%	21
West Albany	17.39%	32.61%	36.96% ⬆	13.04%	138
Oak	19.72%	35.21%	30.99%	14.08%	71
Periwinkle	21.38%	30.06%	30.64% ⬆	17.92%	173
South Albany	23.43%	26.40%	33.66% ⬆	16.50%	303

Top 4 – Involvement / Below Average or Poor

Top 4 – Involvement / Good or Excellent

> 50% of Respondents Rate Average or Better

Picture has been cropped to fit available area.

Analysis: Interaction, Value & Direction

√ Average or better more than 50% of responses

⬆ Good to Excellent higher than Average percentage

Encouraging Citizen Involvement – Top 1 in each Column

Income Level		Below Average or Poor	Average	Good or Excellent	Don't Know / N/A	N
< $25,000	√	30.20%	28.86%	25.51%	15.44%	149
$25,000 - $49,999	√	20.53%	31.09%	34.02% ⬆	14.37%	341
$50,000 - $99,999	√	16.14%	30.88%	39.30% ⬆	13.68%	570
$100,000 - $149,999	√	19.17%	31.67%	37.91% ⬆	11.25%	240
> $150,000	√	18.64%	33.90%	35.59% ⬆	11.86%	59
$ Not Disclosed	√	29.87%	25.00%	30.56% ⬆	14.58%	144

Analysis: Interaction, Value & Direction
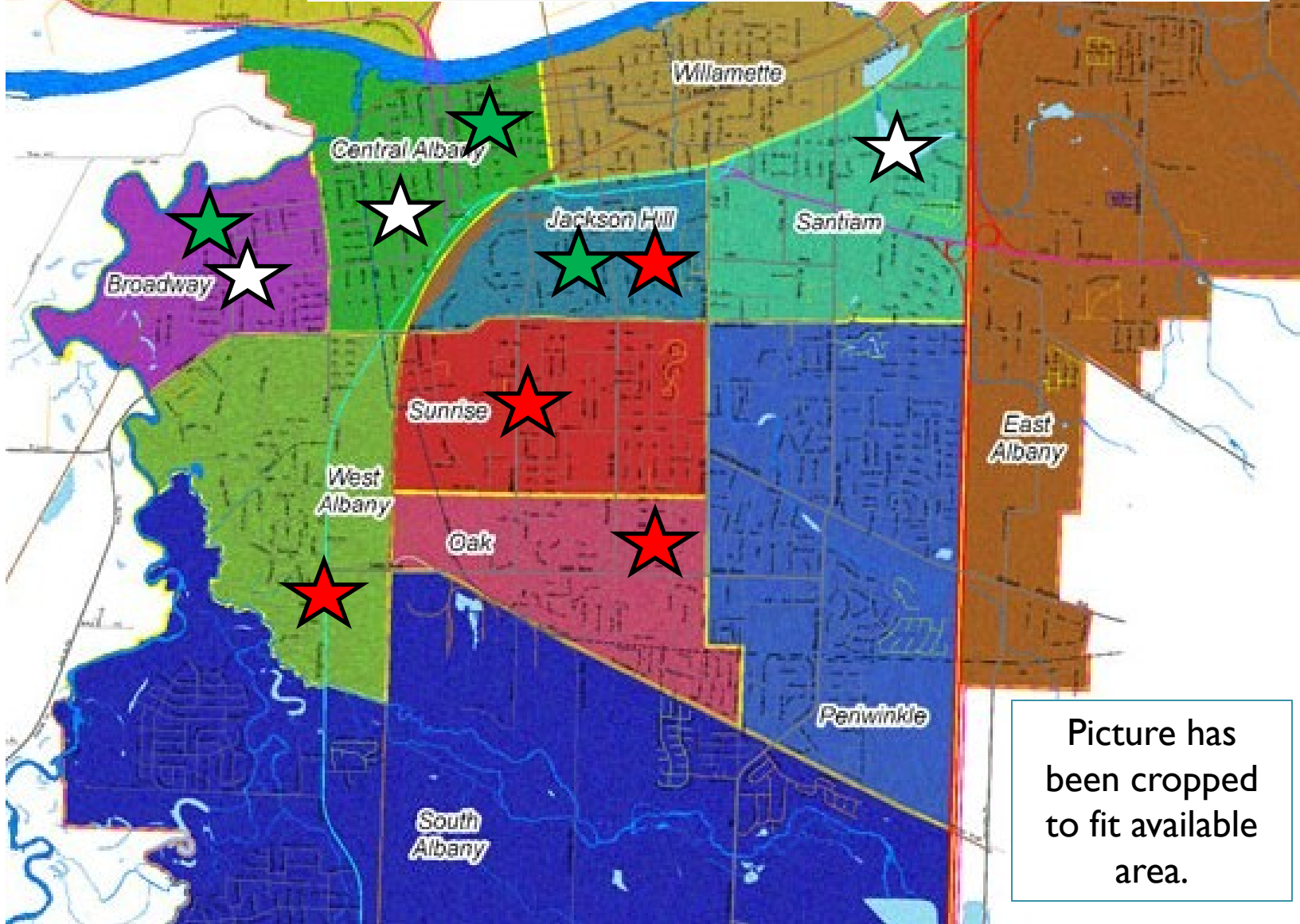
⬆ Good or Excellent higher than Average percentage

Value for Taxes/Fees Paid – Top 4 in Each Column

Neighborhood	Below Average or Poor	Average	Good or Excellent		Don't Know / NA	N
North Albany	21.86%	34.99%	33.82%		9.33%	343
Broadway	14.00%	34.00%	40.00%	⬆	12.00%	50
Central Albany	16.66%	31.67%	43.33%	⬆	8.33%	120
Willamette	24.39%	36.59%	29.27%		9.76%	41
East Albany	26.86%	32.84%	28.36%		11.94%	134
Santiam	21.21%	33.33%	33.33%		12.12%	66
Sunrise	35.44%	27.85%	25.32%		11.39%	79
Jackson Hill	38.09%	23.81%	33.33%	⬆	4.76%	21
West Albany	30.43%	38.41%	26.09%		5.07%	138
Oak	34.72%	30.56%	26.39%		8.33%	72
Periwinkle	24.86%	33.53%	26.59%		15.03%	173
South Albany	24.75%	33.99%	29.70%		11.55%	303

Top 4 – Value for $ / Below Average or Poor

Top 4 – Value for $ / Good or Excellent

> 50% of Respondents Rate Average or Better

Picture has been cropped to fit available area.

Analysis: Interaction, Value & Direction

√ Average or better more than 50% of responses

⬆ Good or Excellent higher than Average percentage

Value of Services for Taxes/Fees Paid – Top 1 in each Column

Income Level		Below Average or Poor	Average	Good or Excellent		Don't Know / N/A	N
< $25,000		36.67%	24.67%	22.67%		16.00%	150
$25,000 - $49,999	√	24.93%	33.43%	28.45%		13.20%	341
$50,000 - $99,999	√	20.49%	36.43%	33.63%		9.46%	571
$100,000 - $149,999	√	22.50%	34.58%	36.67%	⬆	6.25%	240
> $150,000	√	37.28%	25.42%	32.20%	⬆	5.08%	59
$ Not Disclosed	√	30.28%	35.21$	23.94%		10.56%	142

Analysis: Interaction, Value & Direction

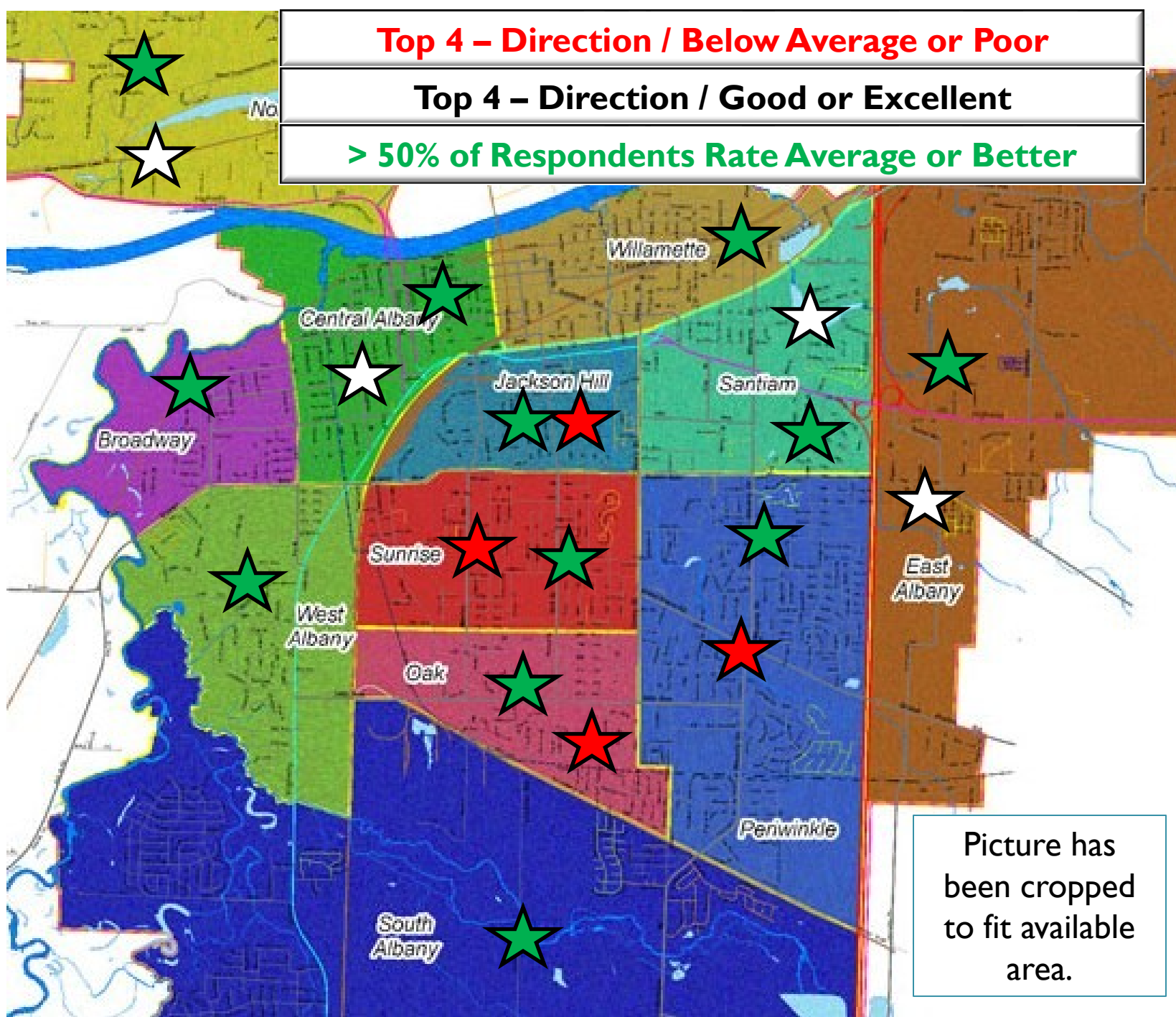⬆ Good or Excellent higher than Average percentage

Overall Direction Albany is Heading – Top 4 in Each Column

Neighborhood	Below Average or Poor	Average	Good or Excellent	Don't Know / NA	N
North Albany	20.17%	34.80%	35.96% ⬆	9.06%	342
Broadway	16.00%	38.00%	30.00%	16.00%	50
Central Albany	21.67%	20.00%	55.83% ⬆	2.50%	120
Willamette	24.39%	39.02%	31.71%	4.88%	41
East Albany	22.38%	27.61%	34.33% ⬆	15.67%	134
Santiam	21.22%	34.85%	34.85%	9.08%	66
Sunrise	30.37%	27.85%	30.38% ⬆	11.39%	79
Jackson Hill	28.57%	38.10%	33.33%	0.00%	21
West Albany	23.71%	34.07%	31.85%	10.37%	135
Oak	30.55%	26.39%	33.34% ⬆	9.72%	72
Periwinkle	24.85%	30.64%	31.22% ⬆	13.29%	173
South Albany	21.78%	33.33%	33.99% ⬆	10.89%	303

Top 4 – Direction / Below Average or Poor

Top 4 – Direction / Good or Excellent

> 50% of Respondents Rate Average or Better

Picture has been cropped to fit available area.

Analysis: Interaction, Value & Direction

√   Average or better more than 50% of responses

⬆   Good or Excellent higher than Average percentage

Overall Direction Albany is Heading – Top 1 in each Column

Income Level	Below Average or Poor	Average	Good or Excellent	Don't Know / N/A	N
< $25,000	√ 31.54%	26.85%	30.87% ⬆	10.74%	149
$25,000 - $49,999	√ 22.80%	32.75%	30.99%	13.45%	342
$50,000 - $99,999	√ 18.63%	31.99%	39.54% ⬆	9.84%	569
$100,000 - $149,999	√ 20.08%	32.22%	40.17% ⬆	7.53%	239
> $150,000	√ 32.22%	30.51%	32.20% ⬆	5.08%	59
$ Not Disclosed	√ 29.79%	35.46%	26.25%	8.51%	141

Comparative Government Quality

Overall, how would you rate the QUALITY of services provided by:

Blue values aggregate to 50% or more Good to Excellent Rating

	Poor (1)	Below Average (2)	Average (3)	Good (4)	Excellent (5)	2014 Rating Goal > 3	2009 Rating Goal > 3	Don't Know / No Answer	N
City of Albany	3.36%	6.03%	36.10%	**39.59%**	**11.55%**	**3.52**	3.57	**3.36%**	1,576
Linn or Benton County	1.84%	4.90%	36.87%	39.48%	8.96%	**3.53**	3.49	**7.95%**	1,573
The State of Oregon	4.77%	12.67%	37.17%	33.16%	4.71%	**3.22**	3.12	**7.51%**	1,571
The Federal Government	16.05%	16.82%	34.78%	20.19%	2.74%	**2.74**	2.93	**9.43%**	1,570

Analysis: City of Albany Overall Quality

⬆ Good or Excellent Higher than Average Rating

## % by Neighborhood Rating – Top 4 in each Column

Neighborhood	Below Average or Poor	Average	Good or Excellent	Don't Know / N/A	N
North Albany	8.37%	34.10%	54.34% ⬆	3.18%	346
Broadway	9.62%	30.77%	55.77% ⬆	3.85%	52
Central Albany	6.67%	33.33%	58.33% ⬆	1.67%	120
Willamette	12.20%	34.15%	53.66% ⬆	0.00%	41
East Albany	11.28%	35.34%	48.87% ⬆	4.51%	133
Santiam	4.62%	38.46%	53.85% ⬆	3.08%	65
Sunrise	18.72%	43.59%	39.74%	2.56%	78
Jackson Hill	14.28%	38.10%	47.62% ⬆	0.00%	21
West Albany	5.80%	36.23%	55.07% ⬆	2.90%	138
Oak	11.1%	44.44%	41.67%	2.78%	72
Periwinkle	9.94%	37.43%	49.12% ⬆	3.51%	171
South Albany	8.89%	35.20%	43.75% ⬆	4.93%	304

Top 4 – Overall Quality / Below Average or Poor

Top 4 – Overall Quality / Good or Excellent

> 80% of Respondents Rate Average or Better
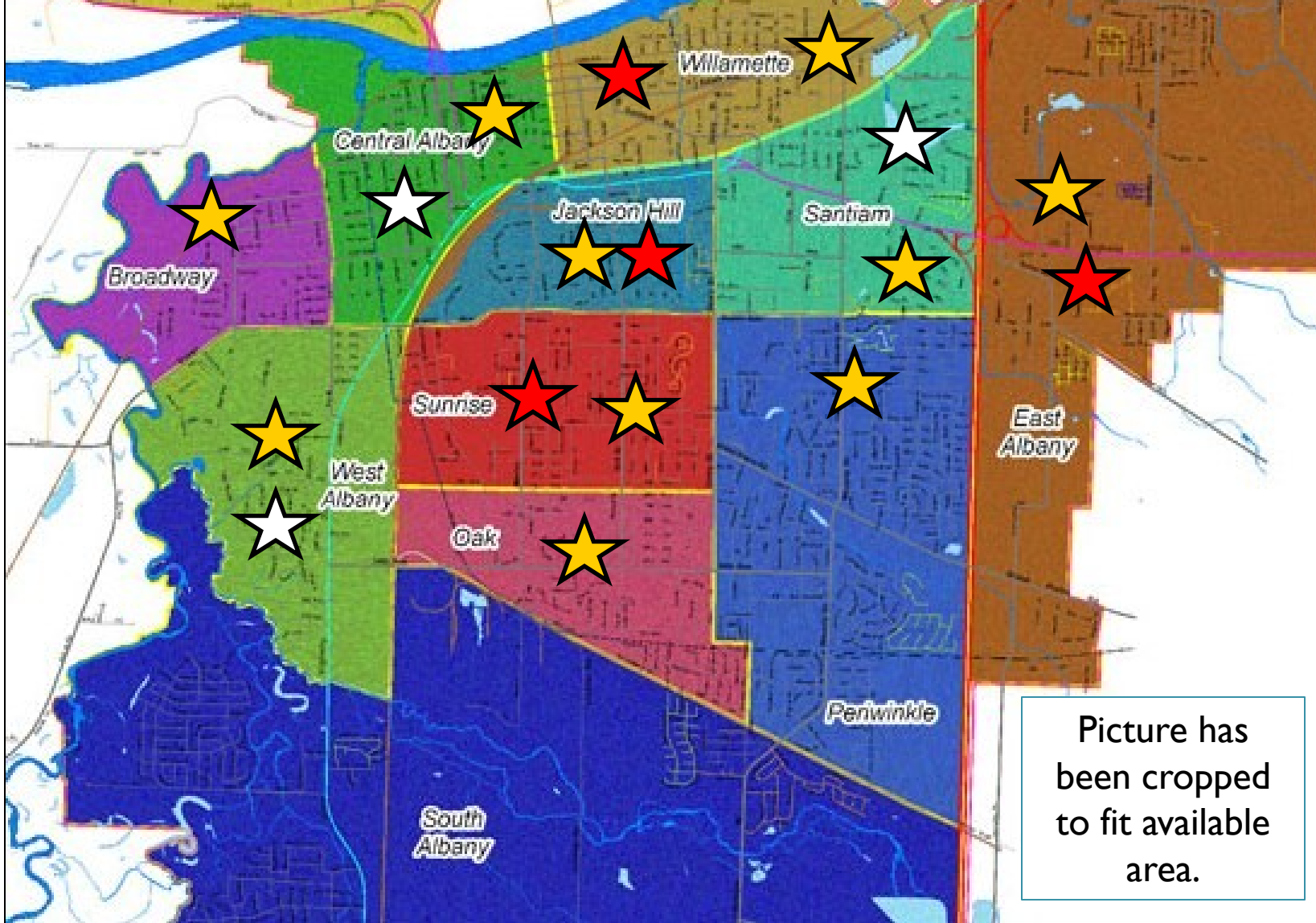
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Analysis: City of Albany Overall Quality

⭐ Average or better more than 80% of responses

⬆ Good or Excellent Higher than Average Rating

% of Income Level Rating – Top 1 in each Column

Income Level	Below Average or Poor	Average	Good or Excellent	Don't Know / N/A	N
< $25,000	⭐ 14.96%	38.78%	42.17% ⬆	4.08%	147
$25,000 - $49,999	⭐ 8.22%	37.24%	49.86% ⬆	4.69%	341
$50,000 - $99,999	⭐ 6.12%	35.49%	56.46% ⬆	1.92%	572
$100,000 - $149,999	⭐ 8.71%	35.27%	52.70% ⬆	3.32%	241
> $150,000	⭐ 16.95%	37.29%	45.76% ⬆	0.00%	59
$ Not Disclosed	⭐ 15.17%	36.55%	44.13% ⬆	4.14%	145

Analysis: City of Albany Overall Quality

⭐ Average or better more than **80%** of responses

⬆ Good or Excellent Higher than Average Rating

% of Age Group Rating – Top 1 In Each Column

Age Group		Below Average or Poor	Average	Good or Excellent	Don't Know / N/A	N
18 to 24 Years	⭐	4.55%	40.91%	47.73% ⬆	6.82%	44
25 to 34 Years	⭐	8.89%	43.89%	41.66%	5.56%	180
35 to 44 Years	⭐	11.44%	39.11%	46.13% ⬆	3.32%	271
45 to 54 Years	⭐	10.78%	33.09%	54.65% ⬆	1.49%	269
55 to 64 Years	⭐	9.30%	35.47%	52.62% ⬆	2.62%	344
65 to 74 Years	⭐	6.30%	40.73%	56.29% ⬆	2.32%	302
75 Years or Older	⭐	6.06%	25.25%	63.63% ⬆	5.05%	99

Analysis: City of Albany Overall Quality

⭐ Average or better more than **80%** of responses

⬆ Good or Excellent Higher than Average Rating

% Rating by Gender

	Below Average or Poor	Average	Good or Excellent	Don't Know / N/A	N
Female	⭐ 7.64%	35.20%	52.96% ⬆	4.20%	929
Male	⭐ 11.14%	37.60%	49.41% ⬆	1.83%	601

% Rating By Employment Status

Employment Status	Below Average or Poor	Average	Good or Excellent	Don't Know / N/A	N
Not Employed	15.20%	27.20%	51.20% ⬆	6.40%	125
Employed Part-Time	⭐ 9.23%	35.33%	51.99% ⬆	3.80%	184
Employed Full-Time	⭐ 9.22%	38.92%	49.17% ⬆	2.69%	781
Retired	⭐ 7.77%	34.34%	54.64% ⬆	3.24%	463

Analysis: City of Albany Ratings

- In overall ratings, a majority of respondents see Albany as Good or Excellent in providing government services.
- Those better than average ratings are generally consistent across neighborhoods, age groups, employment status, income level and gender.
- Albany is seen as average in resident listening, involvement, value received, and general direction.
- Dissatisfaction is generally higher in the Willamette, Sunrise, and Jackson Hill neighborhoods, which are some of the most economically challenged in the city.

Analysis: City of Albany Rankings

- Dissatisfaction is higher in the <u>lowest</u> and <u>highest</u> income levels, and those that <u>did not provide</u> their income.
- City employees are very highly regarded by respondents.
- City-wide private services are very highly regarded by respondents.

Wrapping it all up…

- Surveys are a snapshot in time.
- They provide a scientific approach to test and augment personal insight.
- Information gathered can stimulate questions to foster progress.
- Gathering data directly from the "the people" is the only way to objectively represent what the "the people" believe.
- Surveys, like voting, let "the people" speak for themselves.