

# COUNCIL MEETING AGENDA REPORT

**FROM:** Bob Regus, City Administrator  
Prepared by: Robbie Rokovitz

**CC:** City Clerk  
Public Information

**SUBJECT:** Citizen Survey Findings

**DATE:** April 11, 2007 for April 16<sup>th</sup> Council Meeting

## **CAO RECOMMENDATION**

One of the FY07 appropriated projects in the General Capital Project Fund is a "Citizen Study". The monies budgeted and approved by the Mayor and Council for this study/survey are \$45,000.

After review of the proposals, the City Council awarded the contract to Booth Research Services, Inc. at a cost not to exceed \$25,600. This fee was increased from \$25,600 to **\$39,140**, a difference of \$13,540 on February 20<sup>th</sup> to accommodate surveying all residential property owners or 14,275 households.

## **REPORT-IN-BRIEF**

The deadline for the mail survey to be returned by residents was March 16<sup>th</sup>. The phone survey using listed sampling which included all those who reside within the city limits of Alpharetta was conducted concurrently.

According to Booth Research Services, Inc., 2,209 or 15% of surveys (mail and phone) were returned/completed and analyzed. Per the contract, 400 phone surveys were completed. The detailed findings covered the following areas:

- City of Alpharetta Employee Helpfulness
- Roads and Traffic
- Parks and Recreation
- Sanitation
- Downtown Development/ Planning
- Focus Points
- Demographics

These areas were also broken down by the following zip codes for further edification: 30004, 30005, and 30022. Residents who fell within 30076 and have a Roswell mailing address were also surveyed.

## **DISCUSSION**

The results and the phone survey were combined in the overall analysis. A draft of the findings is being attached as a PowerPoint presentation. An updated version of this draft which will depict further analysis will be provided to the Mayor and Council and media representatives at the Council meeting.

## **CONCURRENCES**

The City Administrator's Office accepts the findings as presented.

## **FISCAL IMPACT**

This is a budgeted item for \$45,000.

## **ALTERNATIVES**

Not applicable

## **Attachments**

- ✓ Municipal Citizens' DRAFT Findings (PowerPoint File)

# Municipal Citizen Survey



Prepared by:  
Booth Research Services  
Atlanta, Georgia  
March 2007

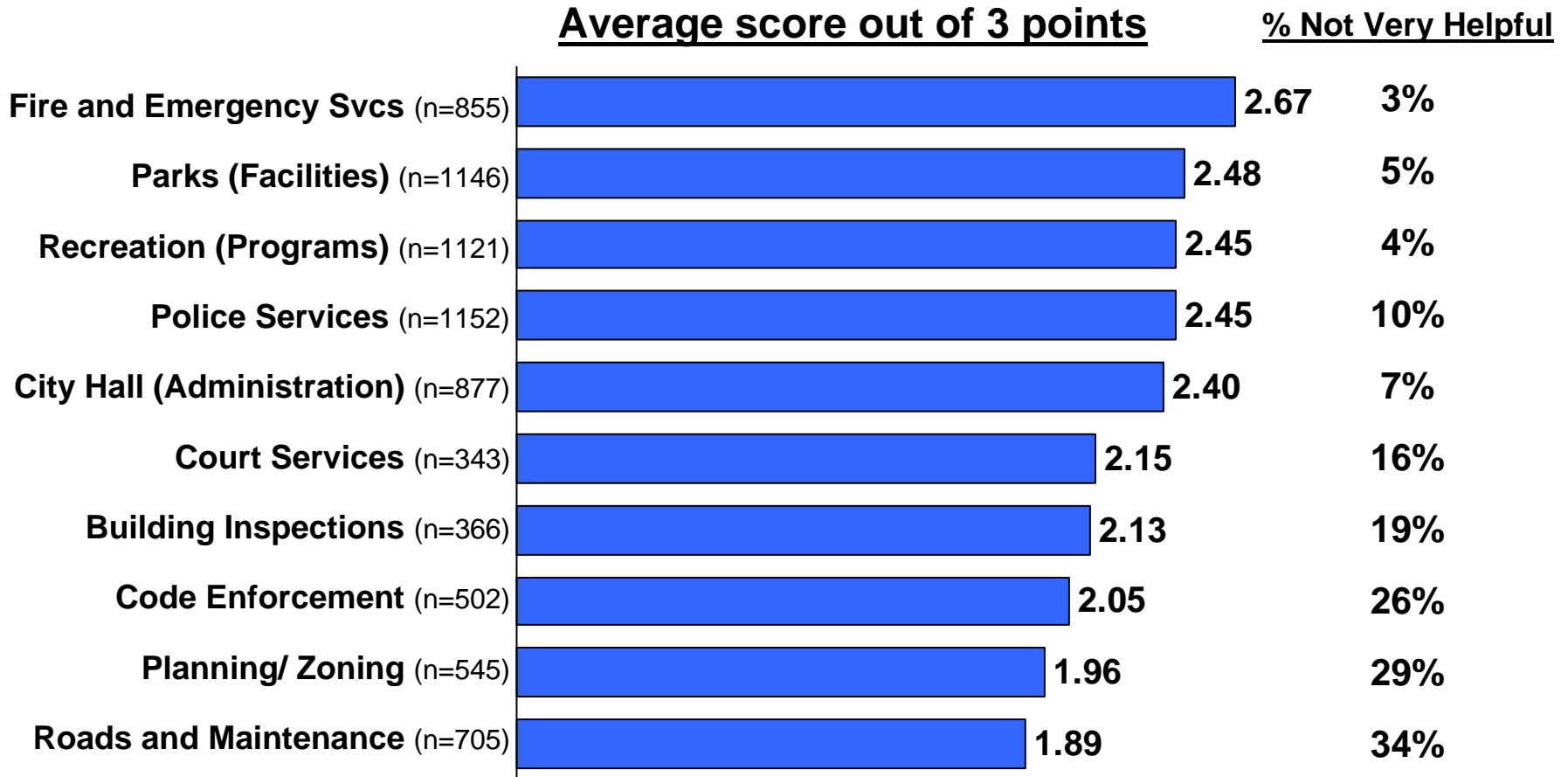
**DRAFT**

# Detailed Findings



- City of Alpharetta Employee Helpfulness
- Roads and Traffic
- Parks and Recreation
- Sanitation
- Downtown Development/ Planning
- Focus Points
- Demographics

# Employee Helpfulness: Roads and Maintenance and Planning/Zoning Scored Lowest

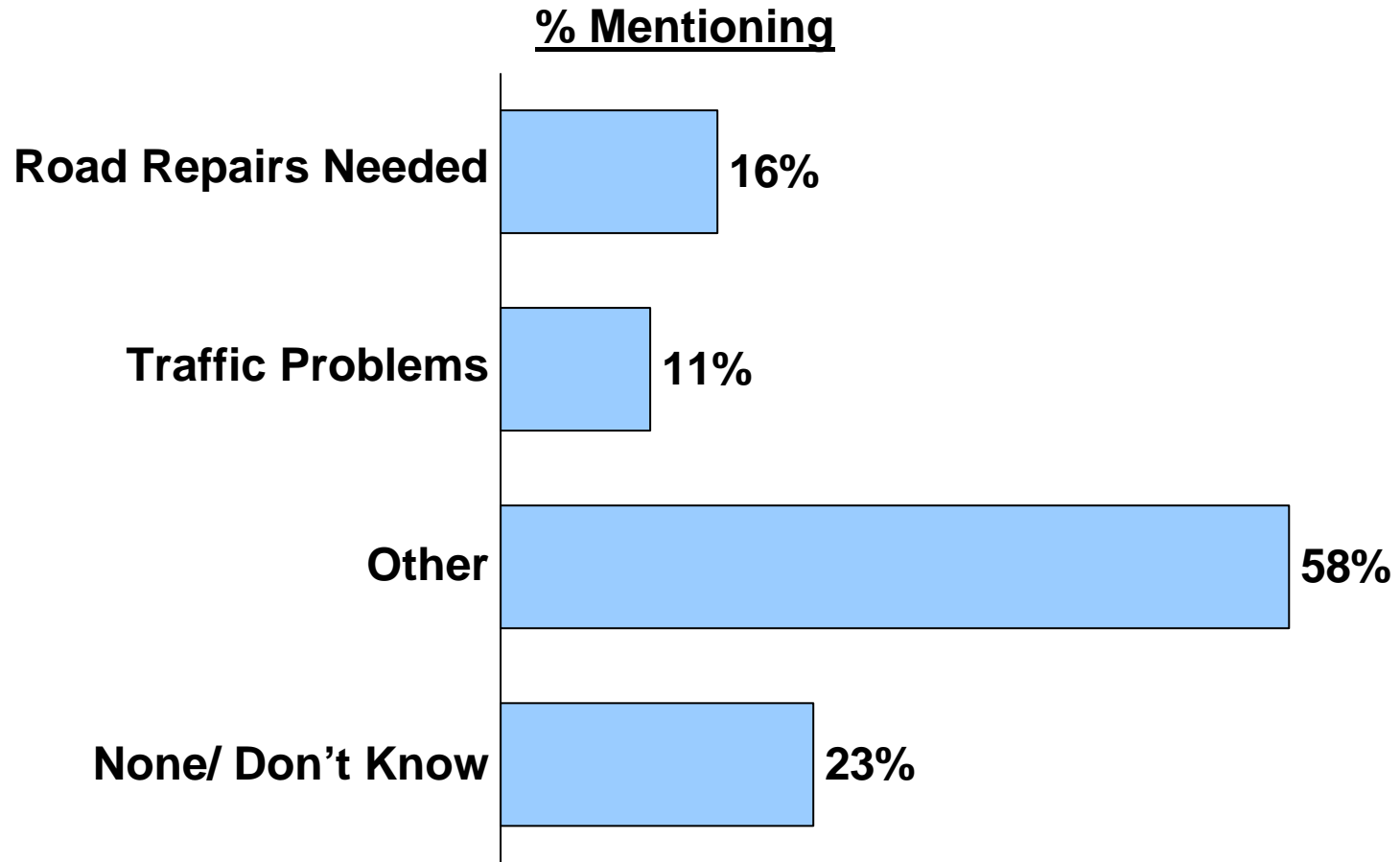


Q1: Please rate your recent experience, if any, in dealing with employees of each of the following departments of Alpharetta. Rate the helpfulness of the employee on a scale of Very Helpful (3), Helpful (2) or Not Very Helpful (1).

Base: All Responding



# Disappointment with City Employees: Poor Road Maintenance and Traffic Problems



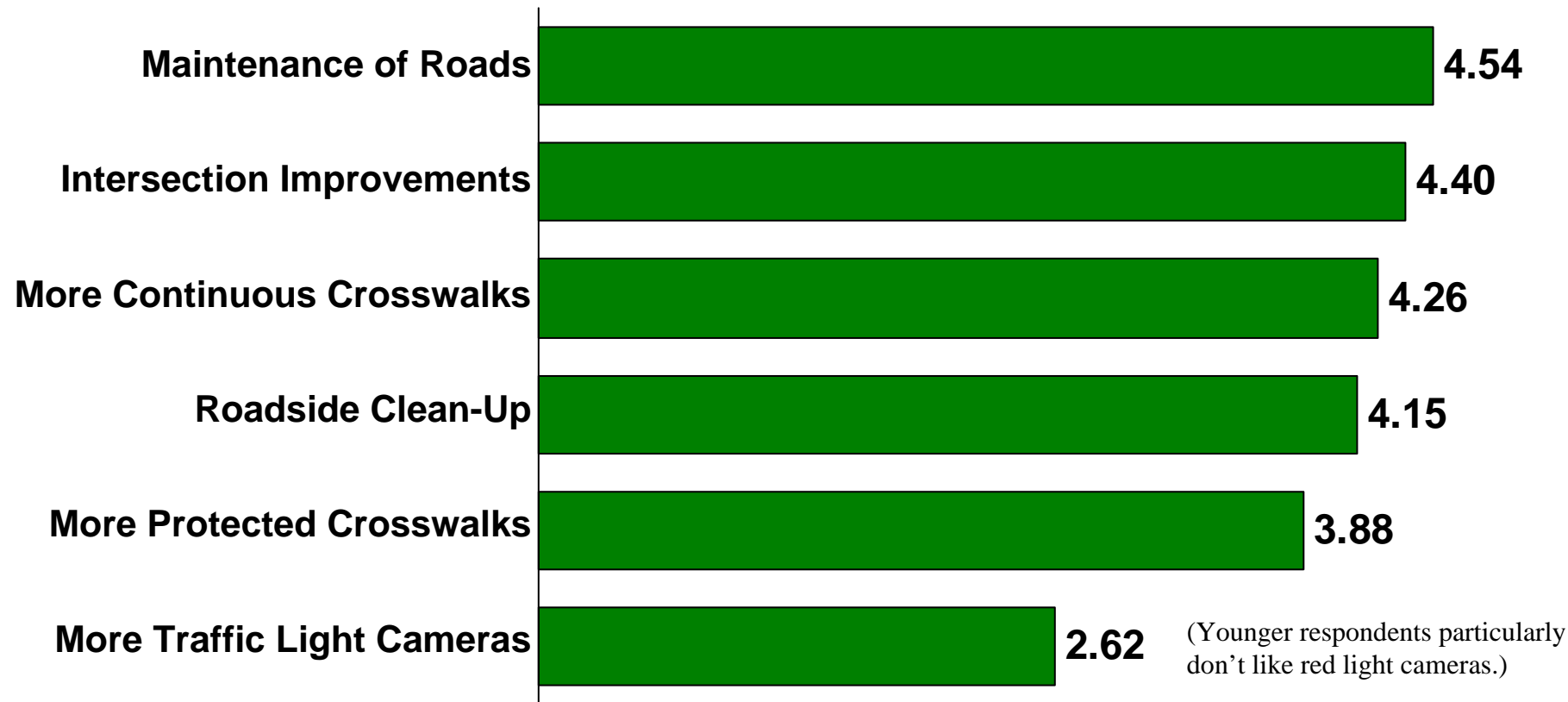
Q2: Please tell me about any experience in the past three months you've had which disappointed you.

Base: Rated Employees as Not Very Helpful n=467

"Other" includes items with less than 3% mention.

# Roads: Road Maintenance, Intersection Improvements and Continuous Crosswalks Most Important

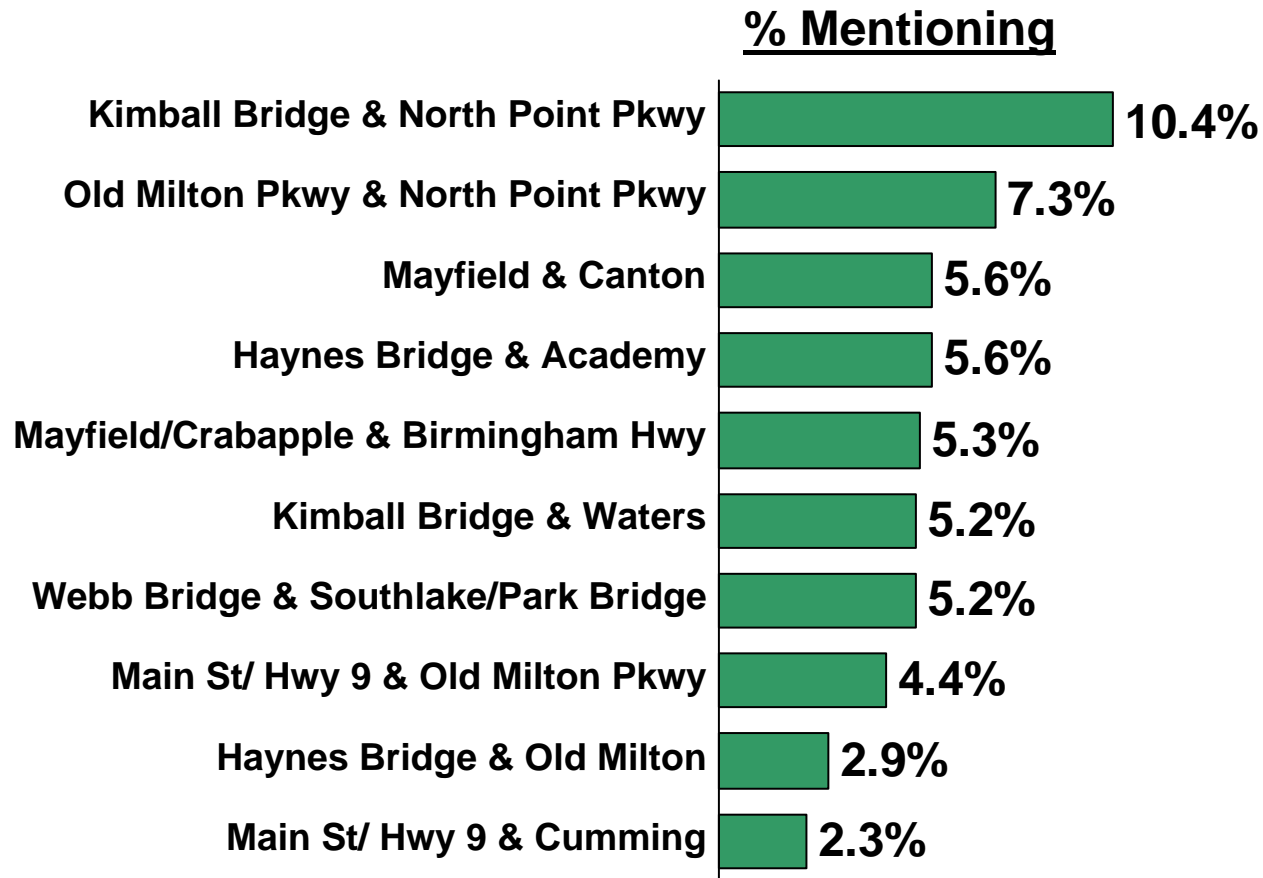
Average score out of 5 points



Q3: In the area of Traffic & Roads, I'd like you to rate the importance of each of the following, using a scale of Very Important (5), Important (4), Somewhat Important (3), Not really Important (2) or Not Important At All (1)...(READ LIST)?

Base: Total n=2602

# Traffic: Top Ten Intersections That Need Improvement



Q3g: Which intersections do you think particularly need improvement?

Base: Think Intersection Improvements are Important n=2093

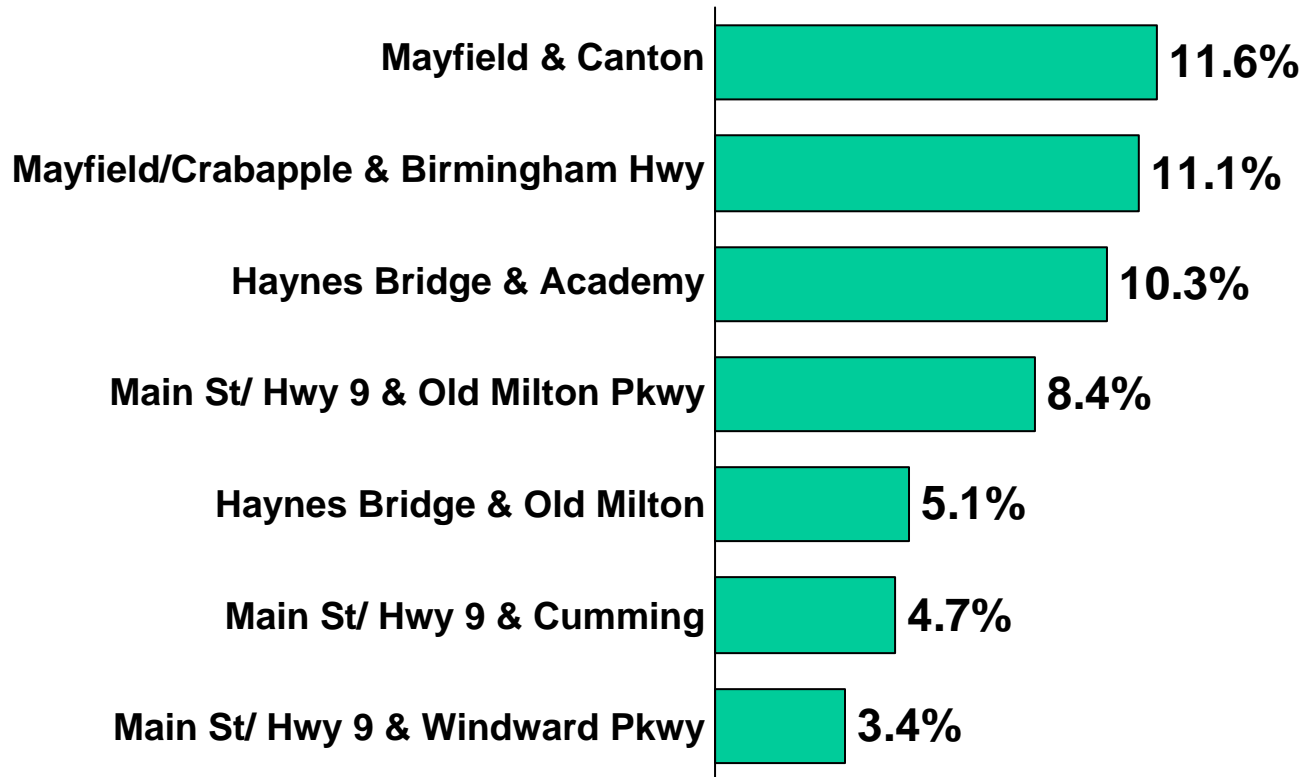
Not shown: items mentioned 44 times or less.



# Traffic: Zip Code 30004

## Intersections That Need Improvement

### % Mentioning from Zip Code 30004, Downtown/West



Q3g: Which intersections do you think particularly need improvement?

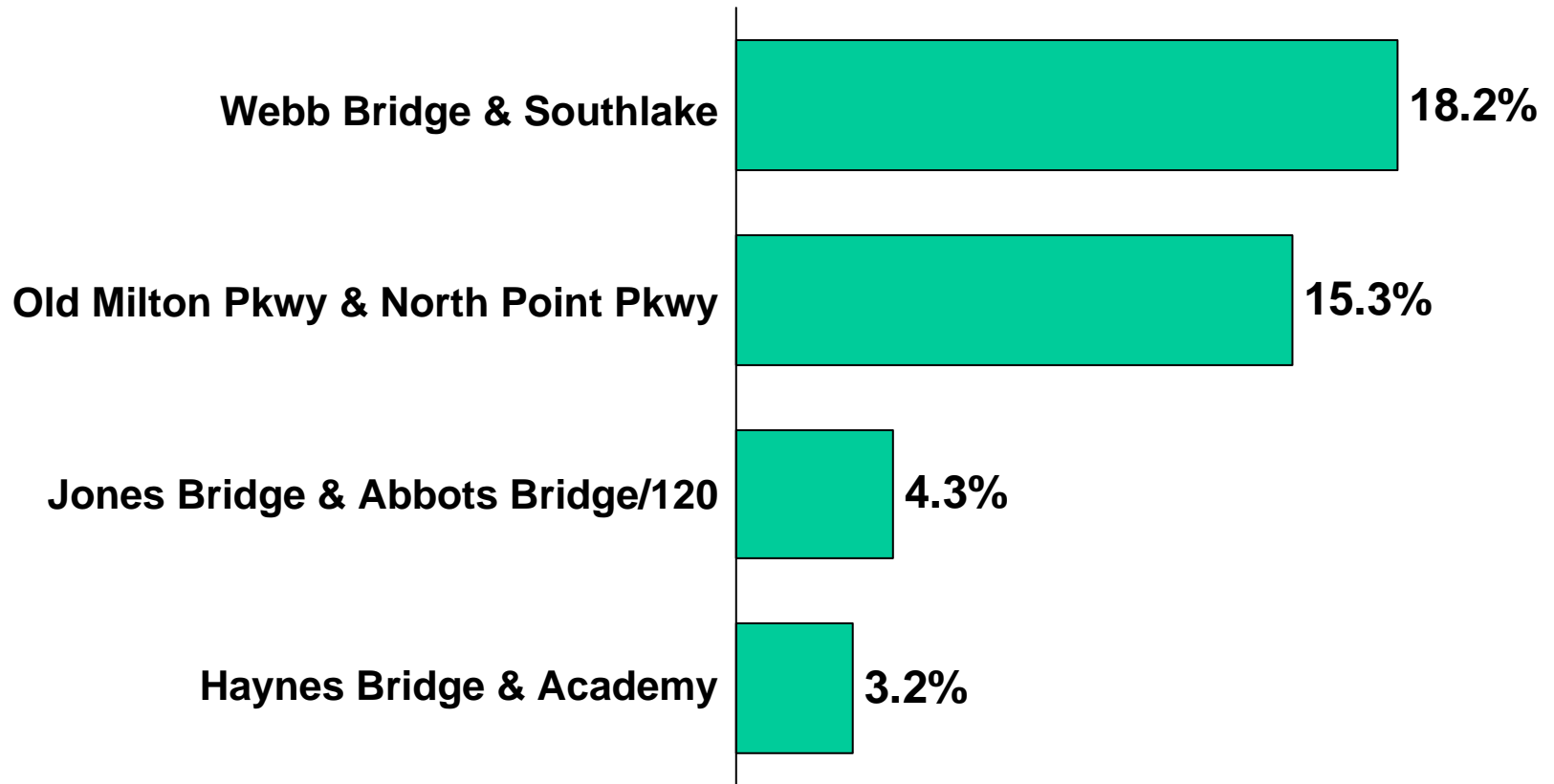
Base: Think Intersection Improvements are Important, Zip 30004 n=978

Not shown: items mentioned 29 times or less.



# Traffic: Zip Code 30005 Intersections That Need Improvement

## % Mentioning from Zip Code 30005, Windward



Q3g: Which intersections do you think particularly need improvement?

Base: Think Intersection Improvements are Important, Zip 30005 n=492

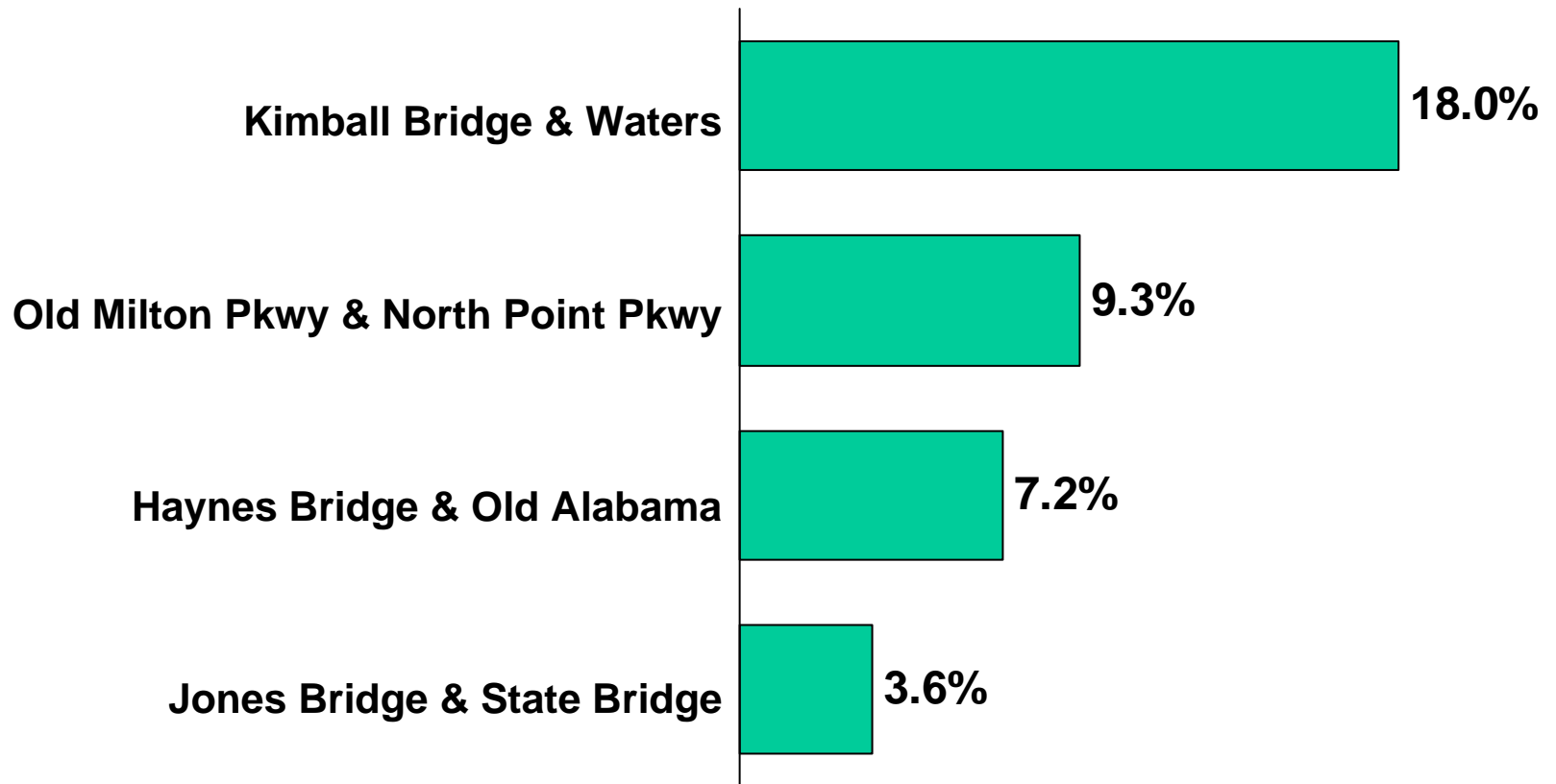
Not shown: items mentioned 12 times or less.



# Traffic: Zip Code 30022

## Intersections That Need Improvement

% Mentioning from Zip Code 30022, Southeast

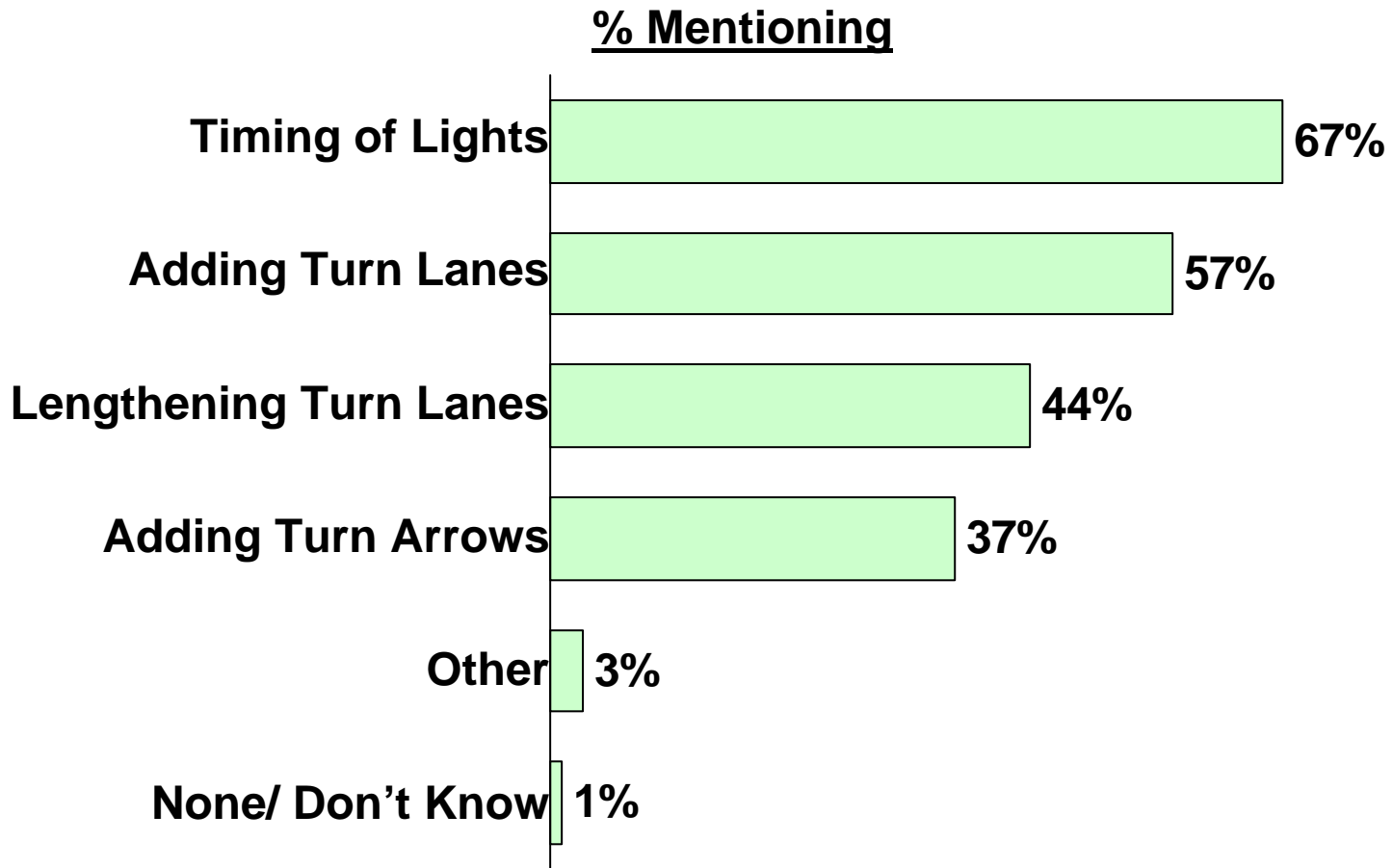


Q3g: Which intersections do you think particularly need improvement?

Base: Think Intersection Improvements are Important, Zip 30022 n=588

Not shown: items mentioned 16 times or less.

# Intersection Improvements: Timing of Lights and Adding Turn Lanes



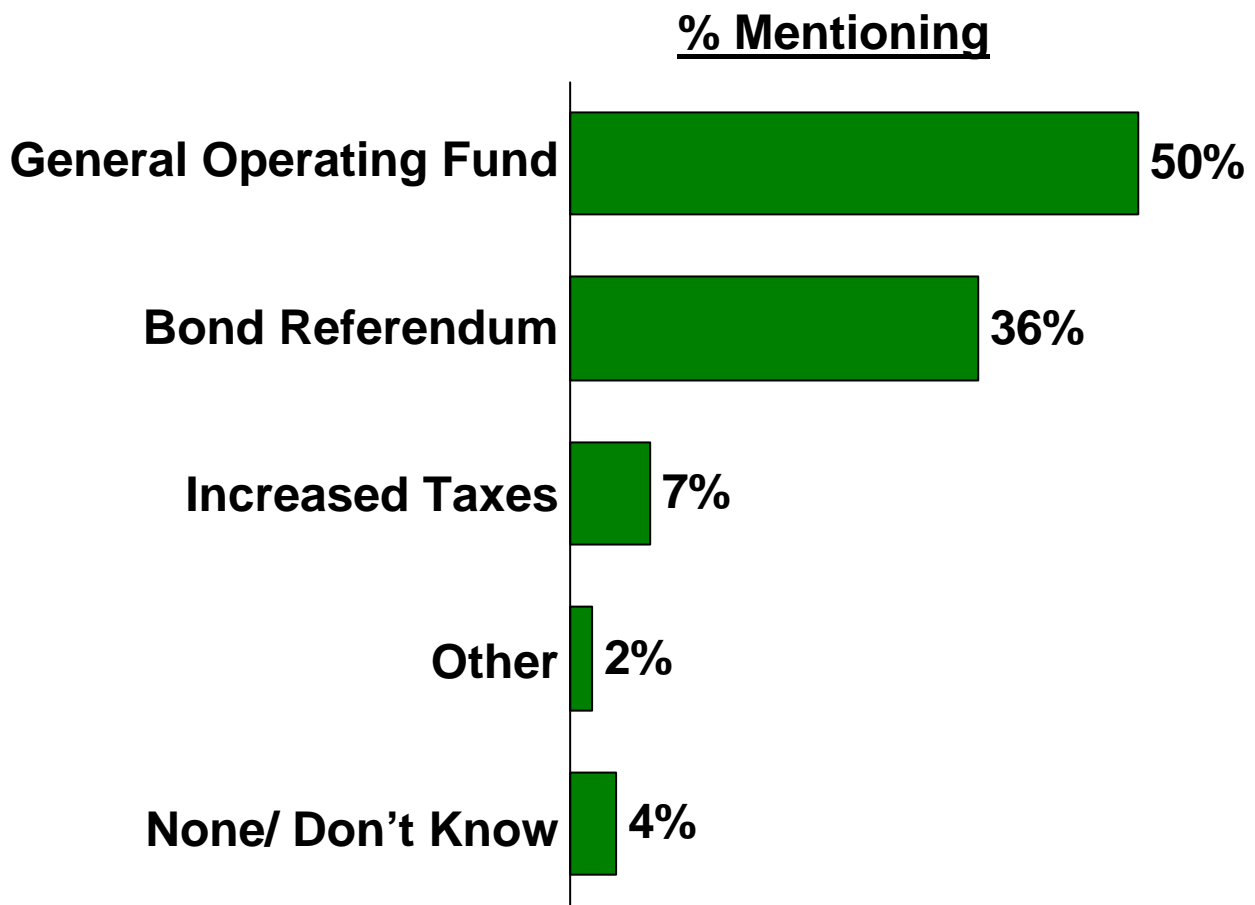
Q3h: Which intersection improvements do you think are most necessary...(READ LIST)?

“Other” includes items mentioned 14 times or less.

Base: Think Intersection Improvements are Important n=2093



# Roads and Traffic: Fund Improvements Through General Operating Fund

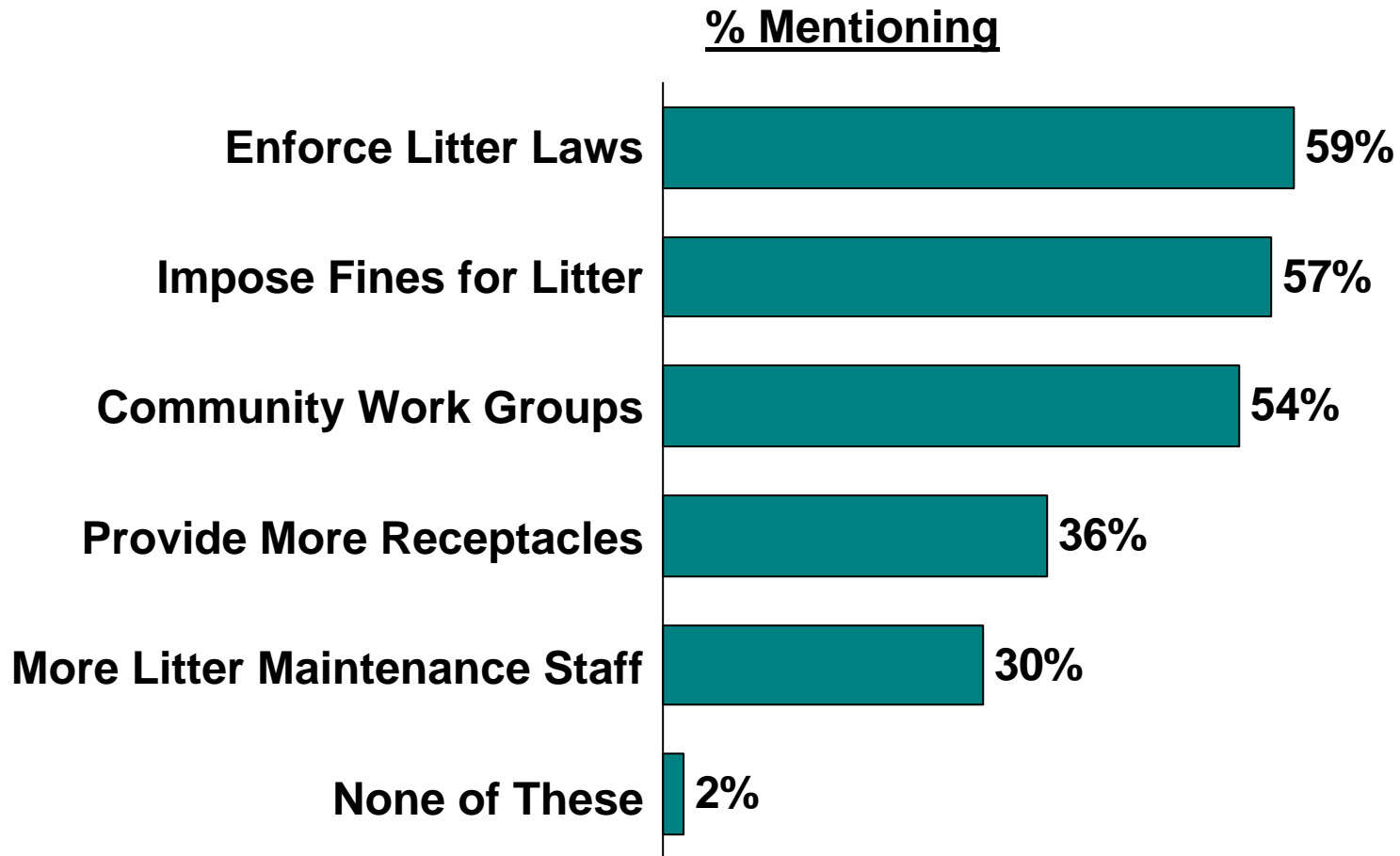


Q3i: How would you prefer supporting traffic improvements? Through a bond referendum, increased taxes, general operating funds or other?

Base: Total n=2602

“Other” includes items with less than 3% mention.

# Roads and Traffic: Reduce Litter Through Law Enforcement and Imposing Fines

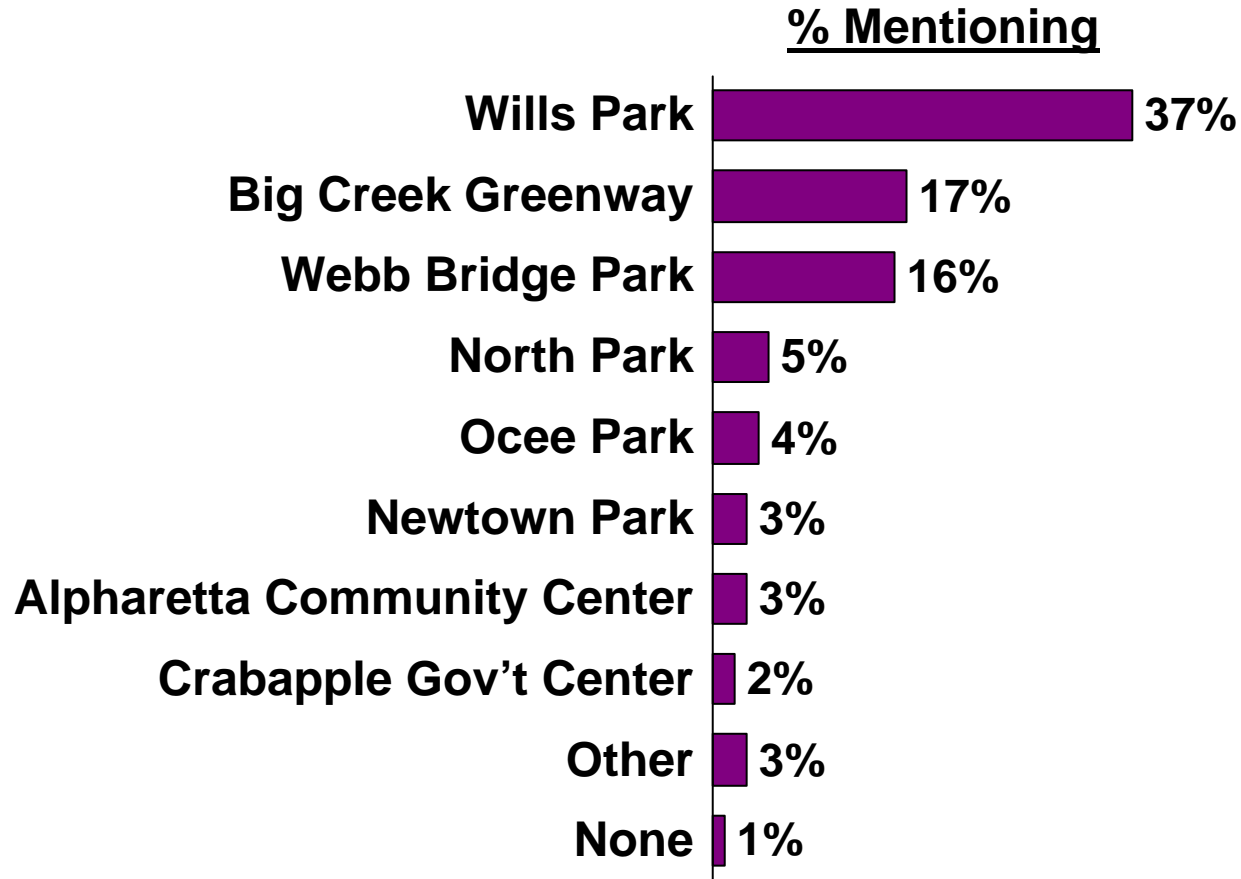


Q3j: How would you prefer to reduce litter?

Base: Think Roadside Cleanup Important n=2079



# Parks and Recreation: Wills Park Most Popular

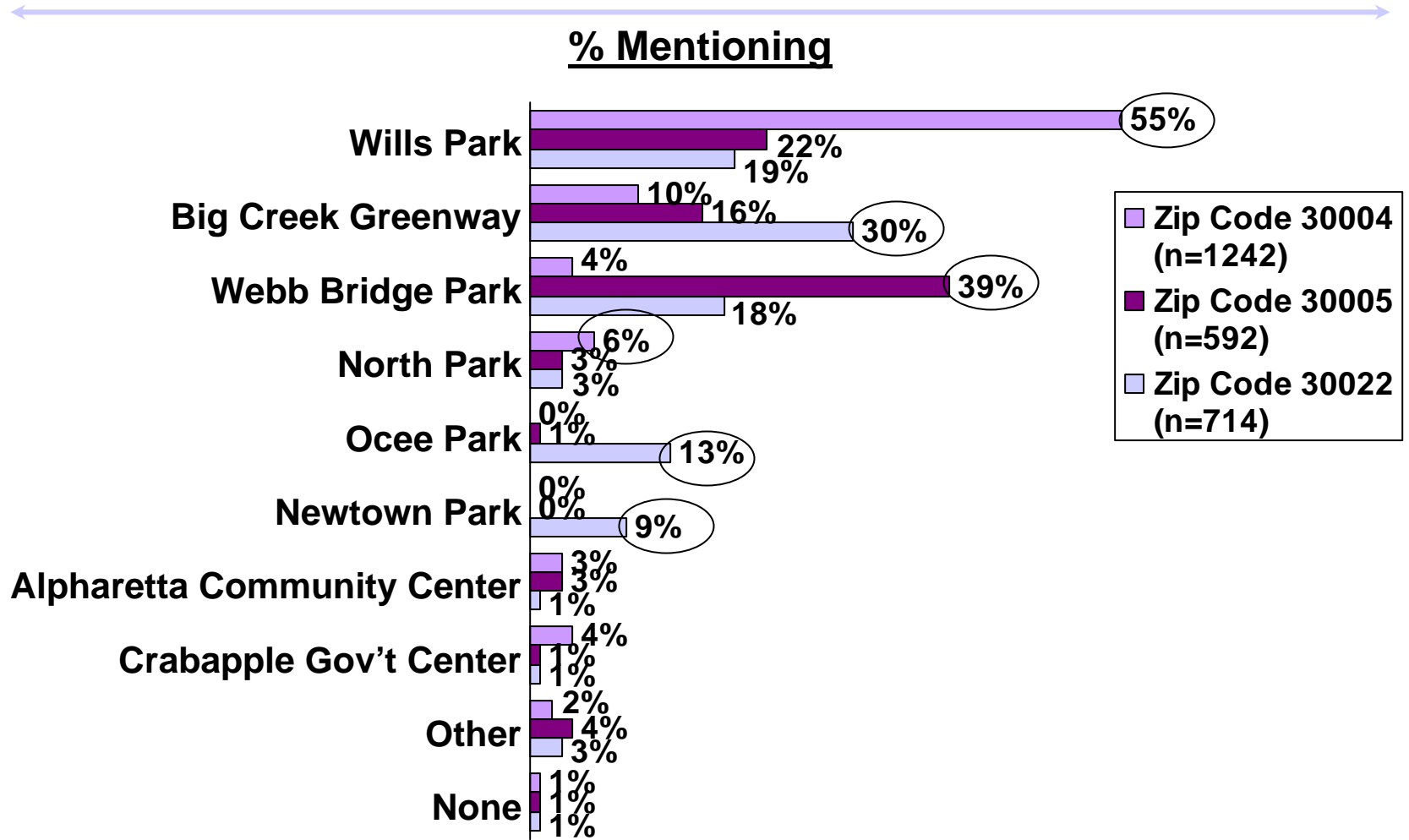


Q4: Which city parks or recreation areas do you use at least once a month? (Did not read list)

Base: Total n=2602

“Other” includes items mentioned 25 times or less.

# Parks and Recreation: Park Usage By Zip Code



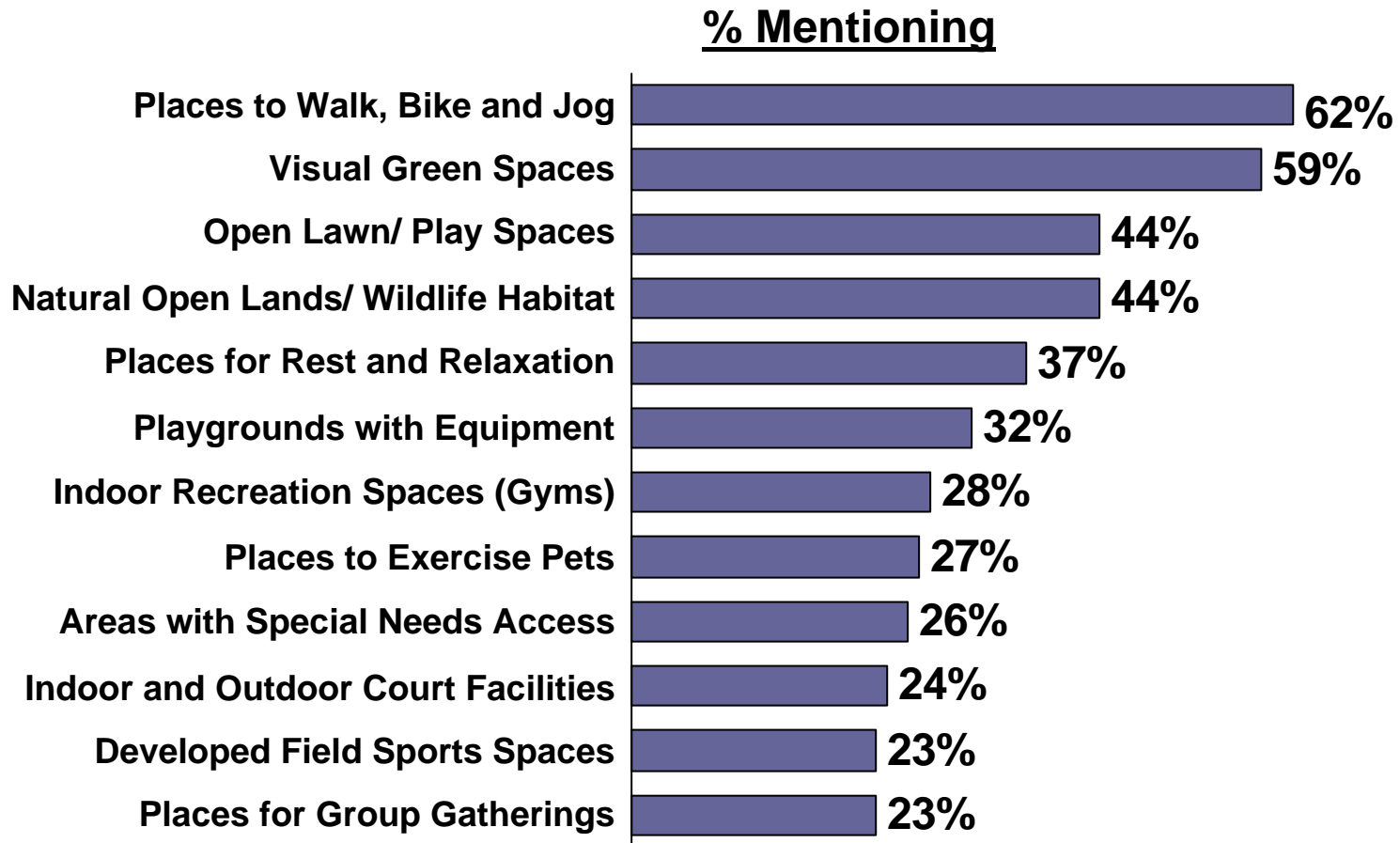
■ Zip Code 30004 (n=1242)  
■ Zip Code 30005 (n=592)  
■ Zip Code 30022 (n=714)

Q4: Which city parks or recreation areas do you use at least once a month? (Did not read list)

○ Significantly higher than other zip codes

“Other” includes items mentioned 11 times or less.

# Parks and Recreation: Expand Places to Walk, Bike and Jog, Visual Green Spaces, Open Play Spaces and Natural Open Lands



Q5: What types of parks and recreation areas would you like to see expanded? (READ LIST)

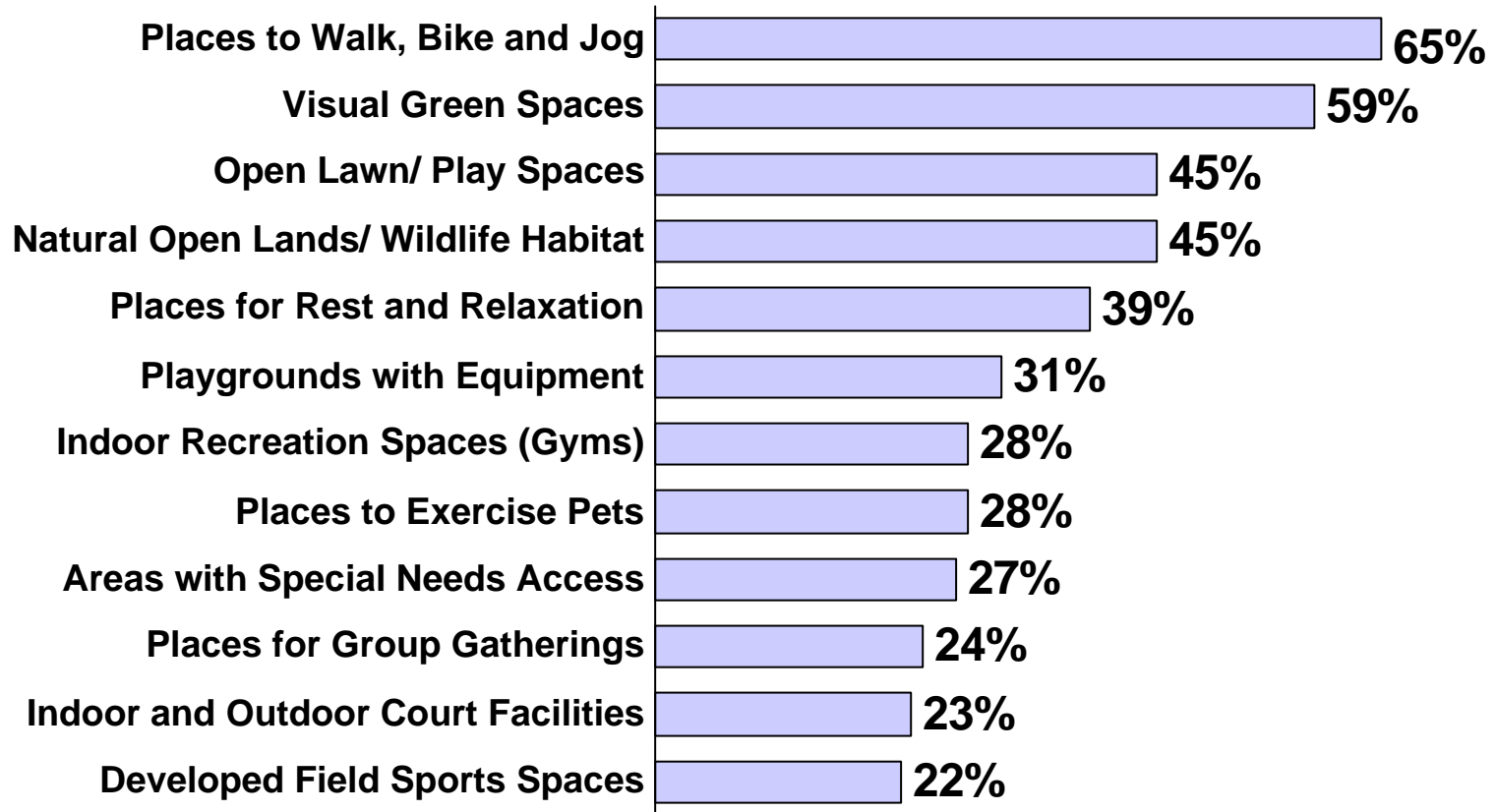
Base: Total n=2602



# Parks and Recreation: Zip Code 30004

Expand Places to Walk, Bike and Jog, Visual Green Spaces, Open Play Spaces and Natural Open Lands

## % Mentioning from Zip 30004, Downtown/West



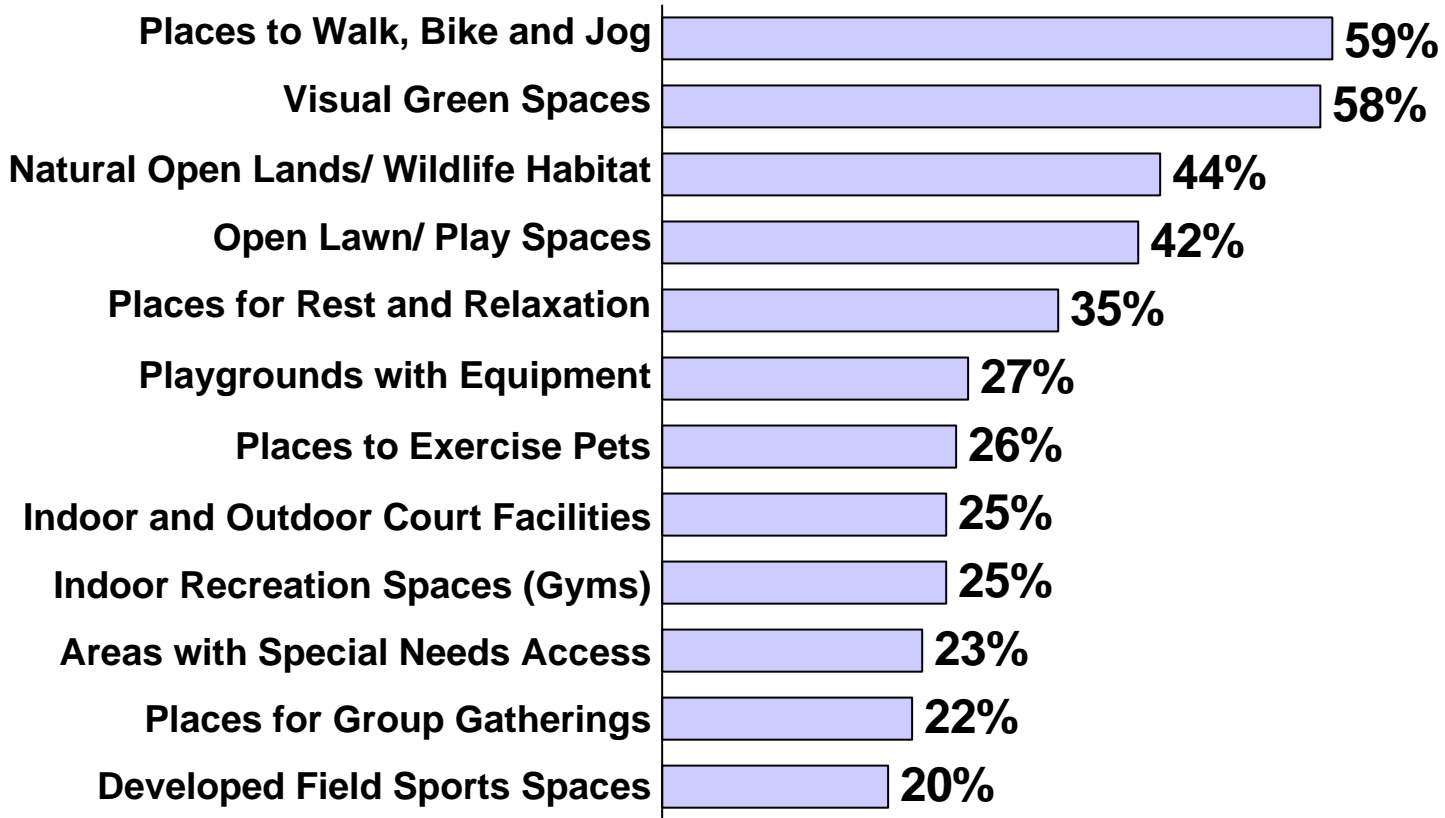
Q5: What types of parks and recreation areas would you like to see expanded? (READ LIST)



# Parks and Recreation: Zip Code 30005

Expand Places to Walk, Bike and Jog, Visual Green Spaces, Natural Open Lands and Open Play Spaces

## % Mentioning from Zip 30005, Windward



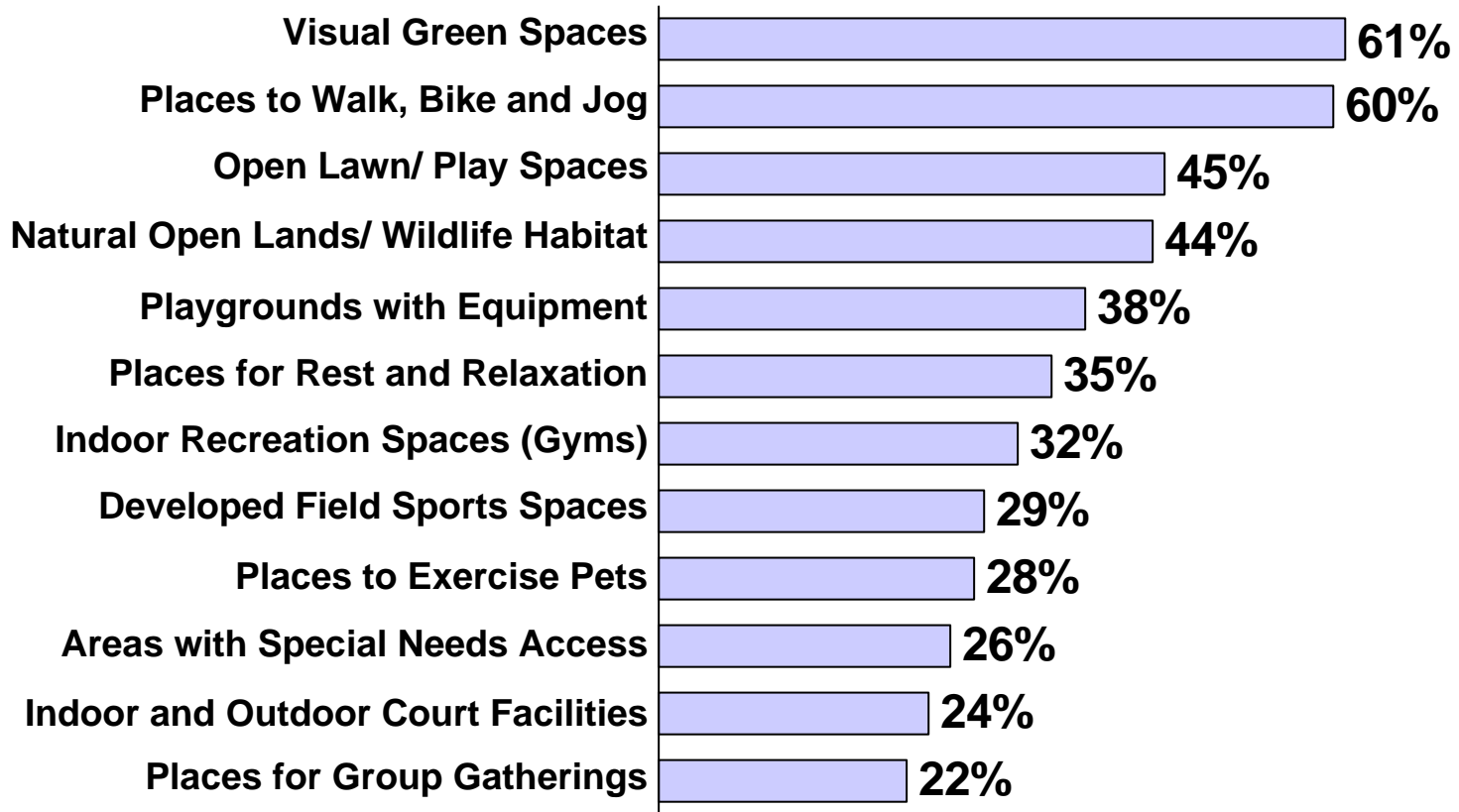
Q5: What types of parks and recreation areas would you like to see expanded? (READ LIST)



# Parks and Recreation: Zip Code 30022

Expand Visual Green Spaces, Places to Walk, Bike and Jog, Open Play Spaces and Natural Open Lands

## % Mentioning from Zip 30022, Southeast

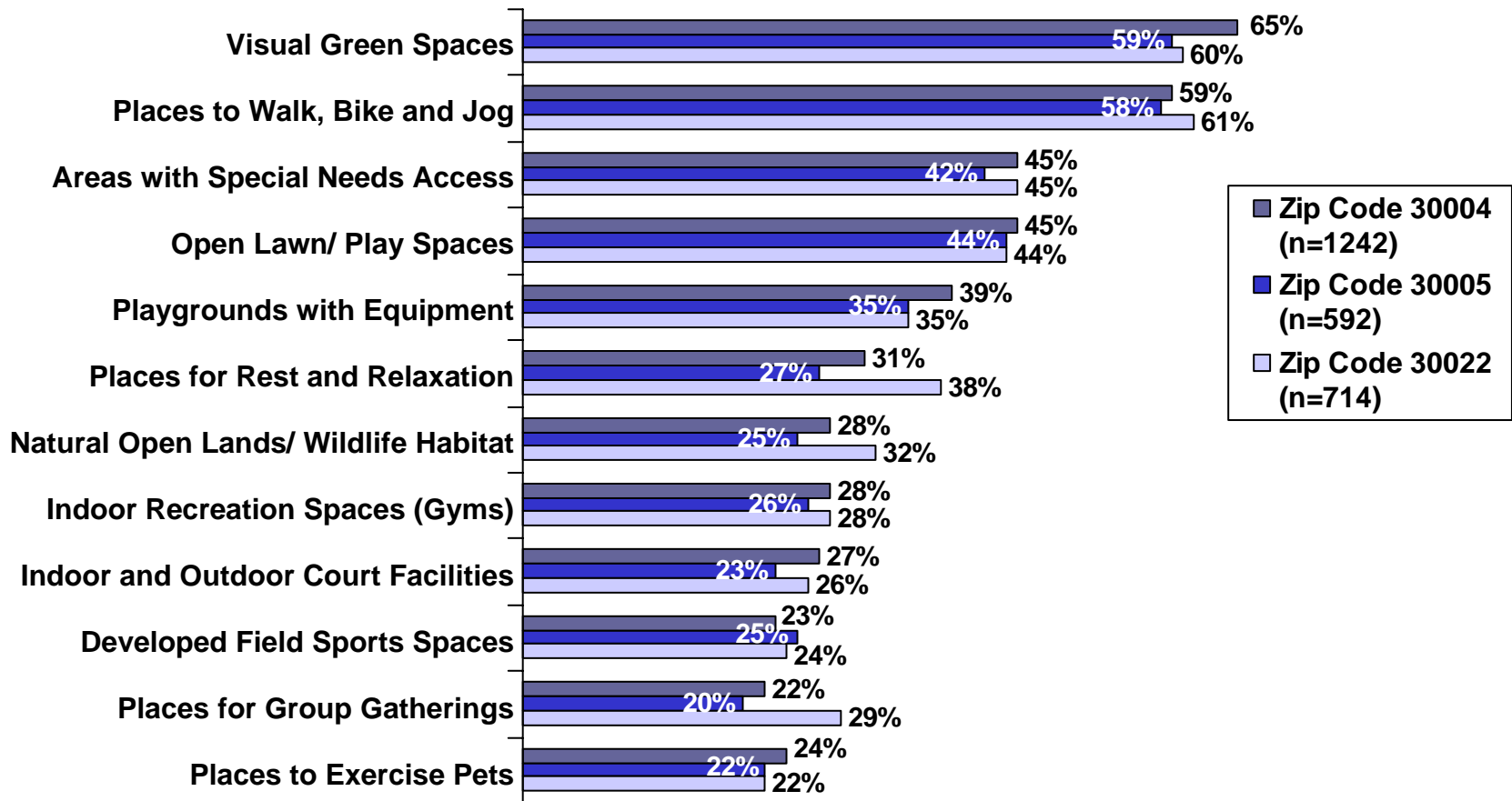


Q5: What types of parks and recreation areas would you like to see expanded? (READ LIST)

# Parks and Recreation: Variances by Zip Code

(Those in Zip Code 30005 see less need for public spaces and facilities.)

## % Mentioning



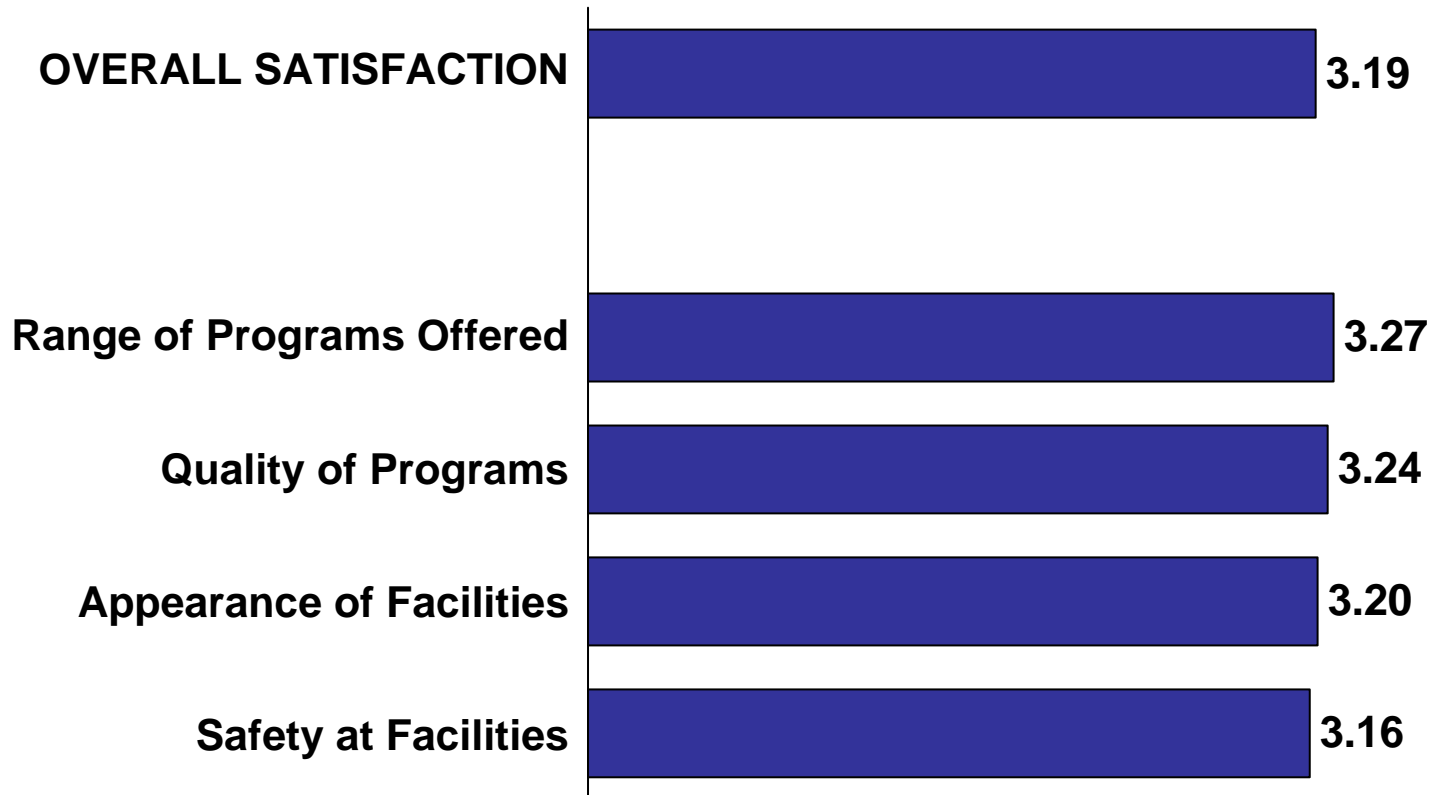
Q5: What types of parks and recreation areas would you like to see expanded? (READ LIST)



# Parks and Recreation: Overall Satisfaction is Good



Average score out of 4 points

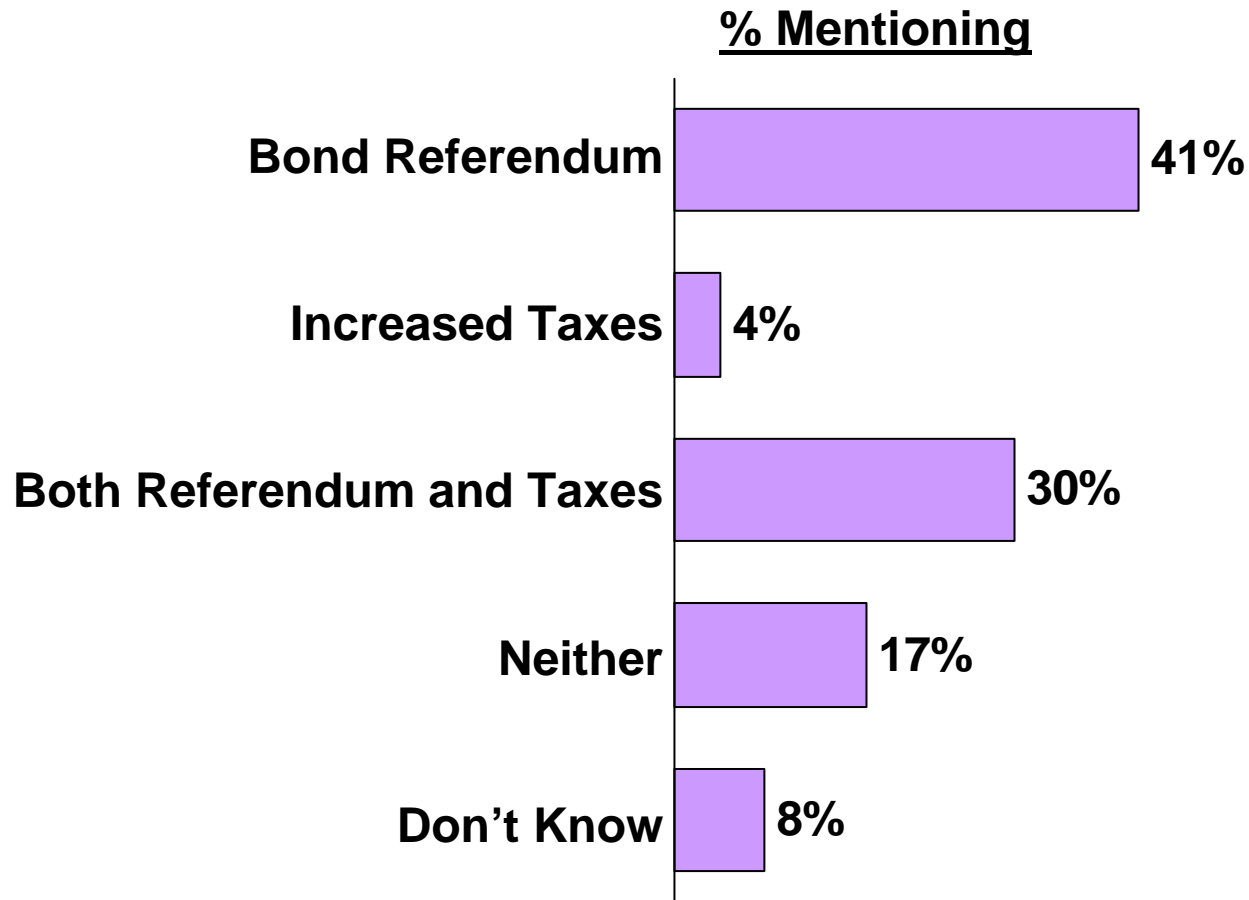


Q5a: How would you rate Alpharetta's Parks and Recreation department on each of the following measures, using a scale of excellent (4), good (3), fair (2) or poor (1)...(READ LIST)?

Base: Total n=2602



# Parks and Recreation: Use a Bond Referendum to Purchase More Land



q5c: Would you support the purchase of additional parks and recreation land through a bond referendum, increased taxes, both or neither?

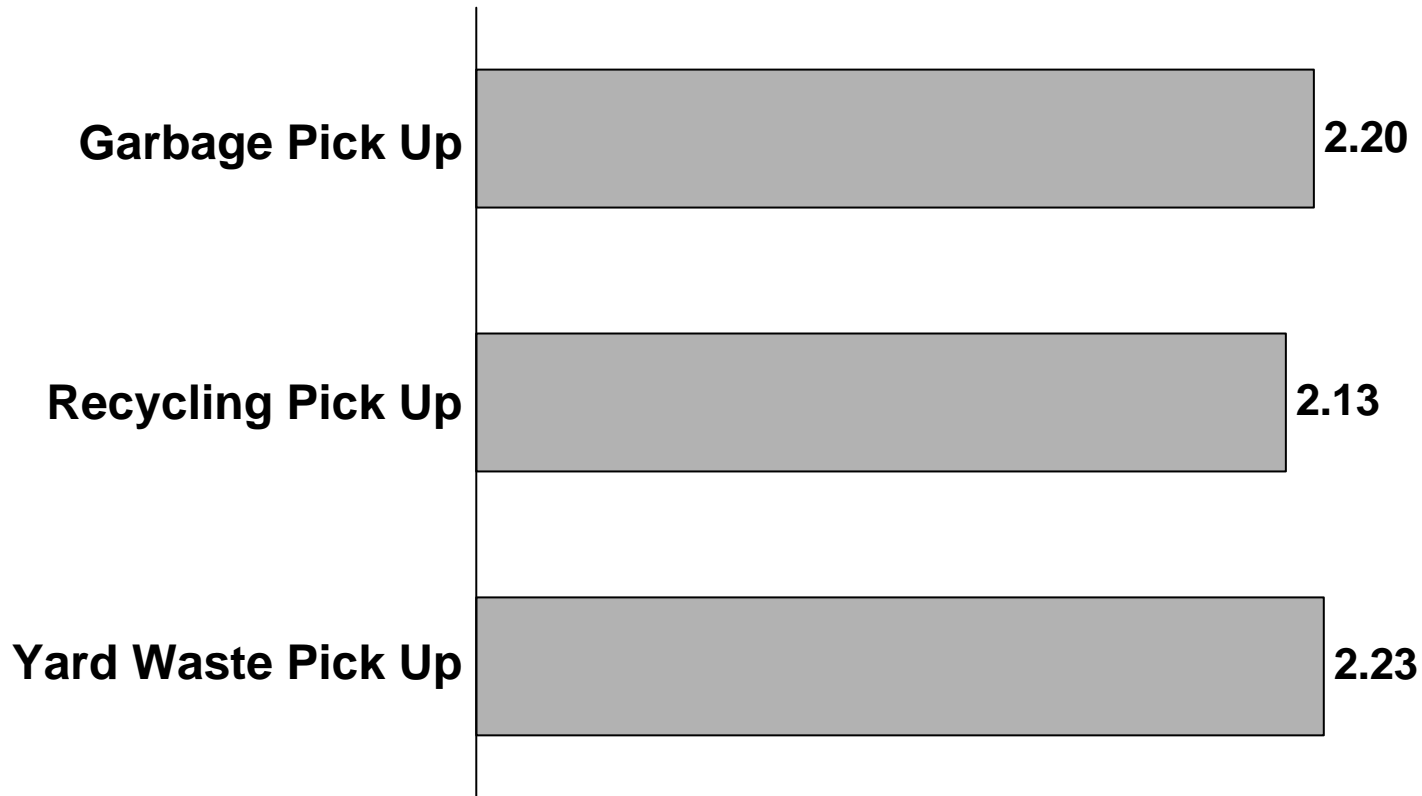
Base: Think too little land is devoted to Parks and Recreation n=337



# Sanitation Services: Most Residents are Satisfied



Average score out of 3 points

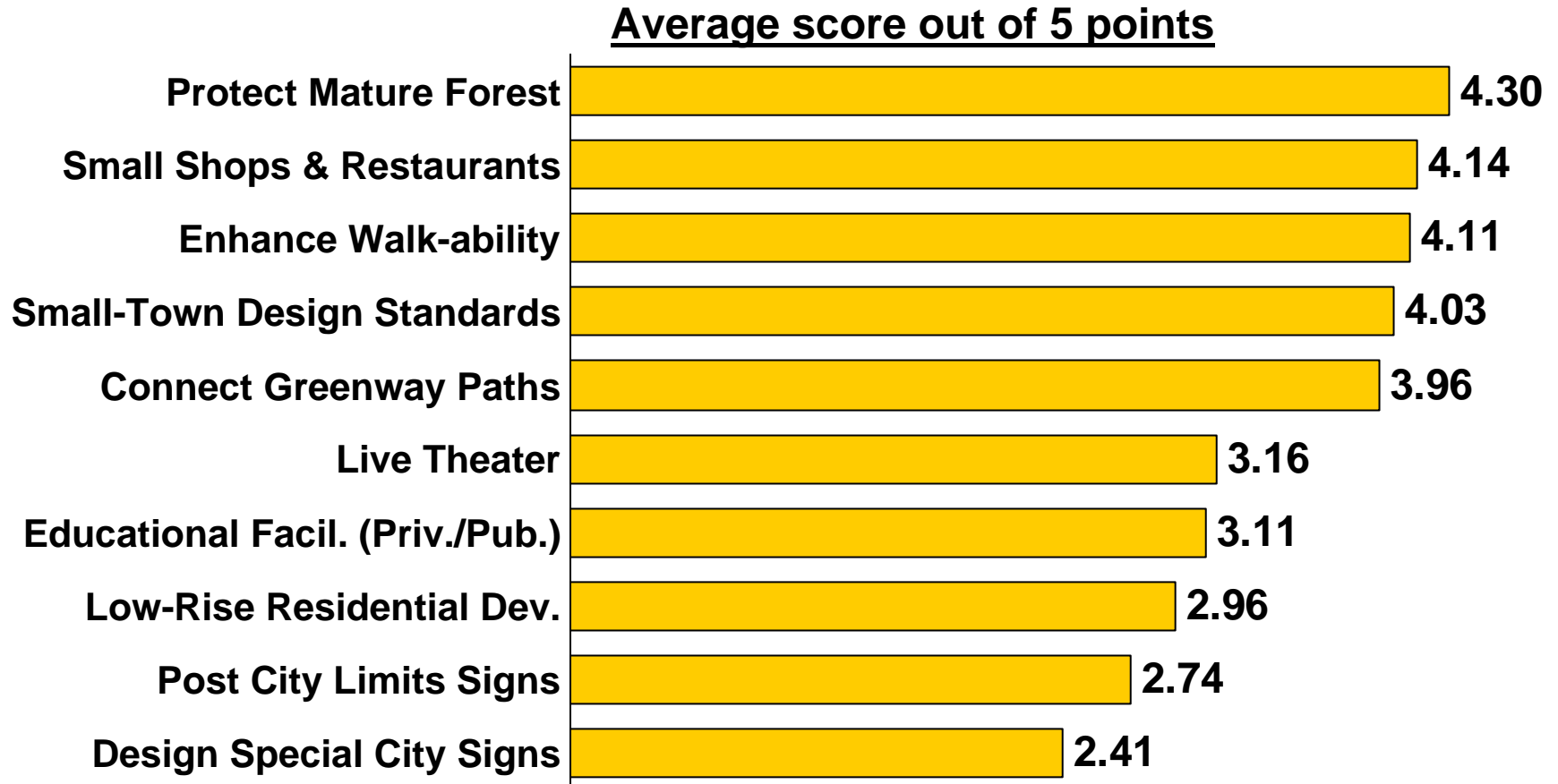


Q6: How satisfied are you with the sanitation services (garbage pick up) provided in the City of Alpharetta: Very Satisfied (3), Satisfied (2) or Not Satisfied (1)?

Base: Total n=2602



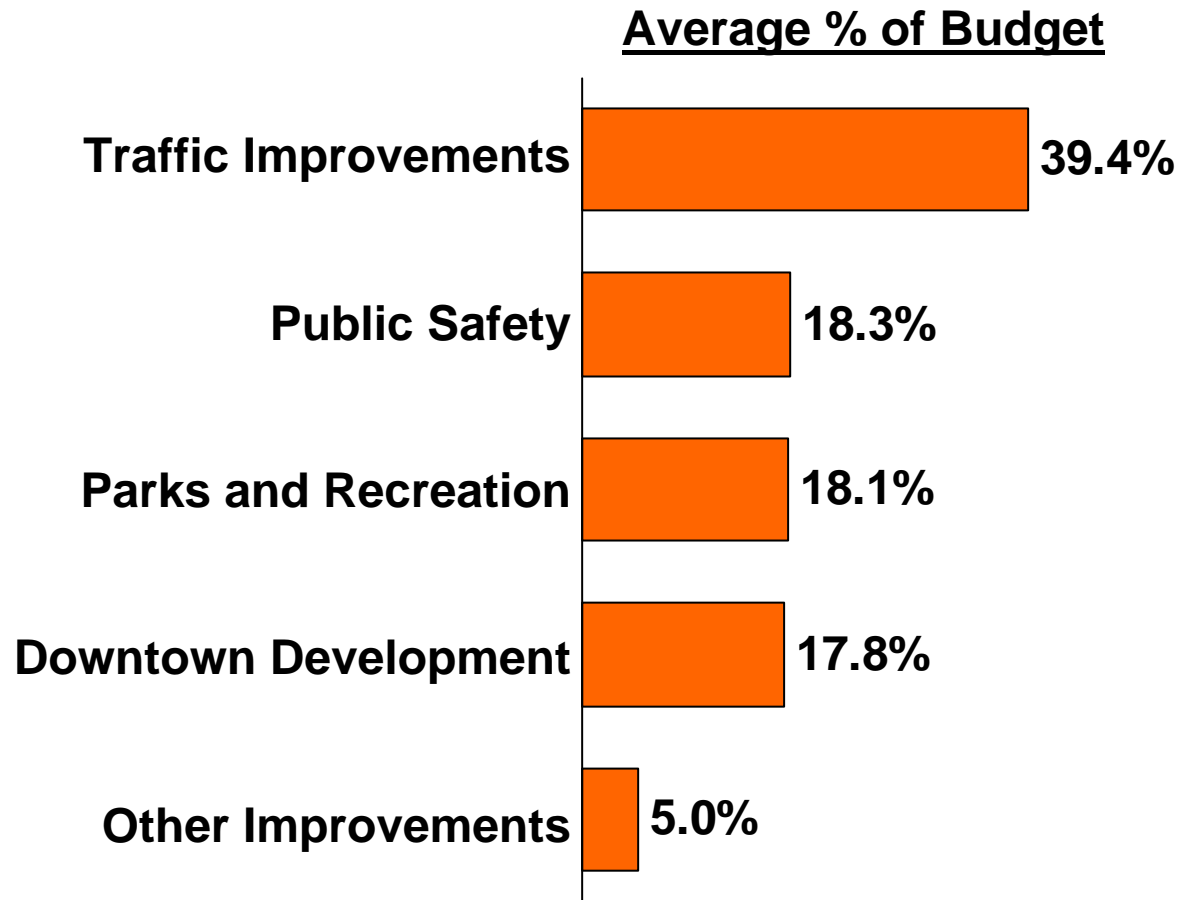
# Downtown Development: Protect Mature Forest, Encourage Small Shops and Restaurants, Enhance Walk-ability, and Small-Town Design Standards.



Q7: Rate Alpharetta on the handling of its development, particularly in the Downtown area. Using a scale of Very Important (5), Important (4), Somewhat Important (3), Not Really Important (2) and Not Important at all (1), how important is it that Alpharetta...(READ LIST)?

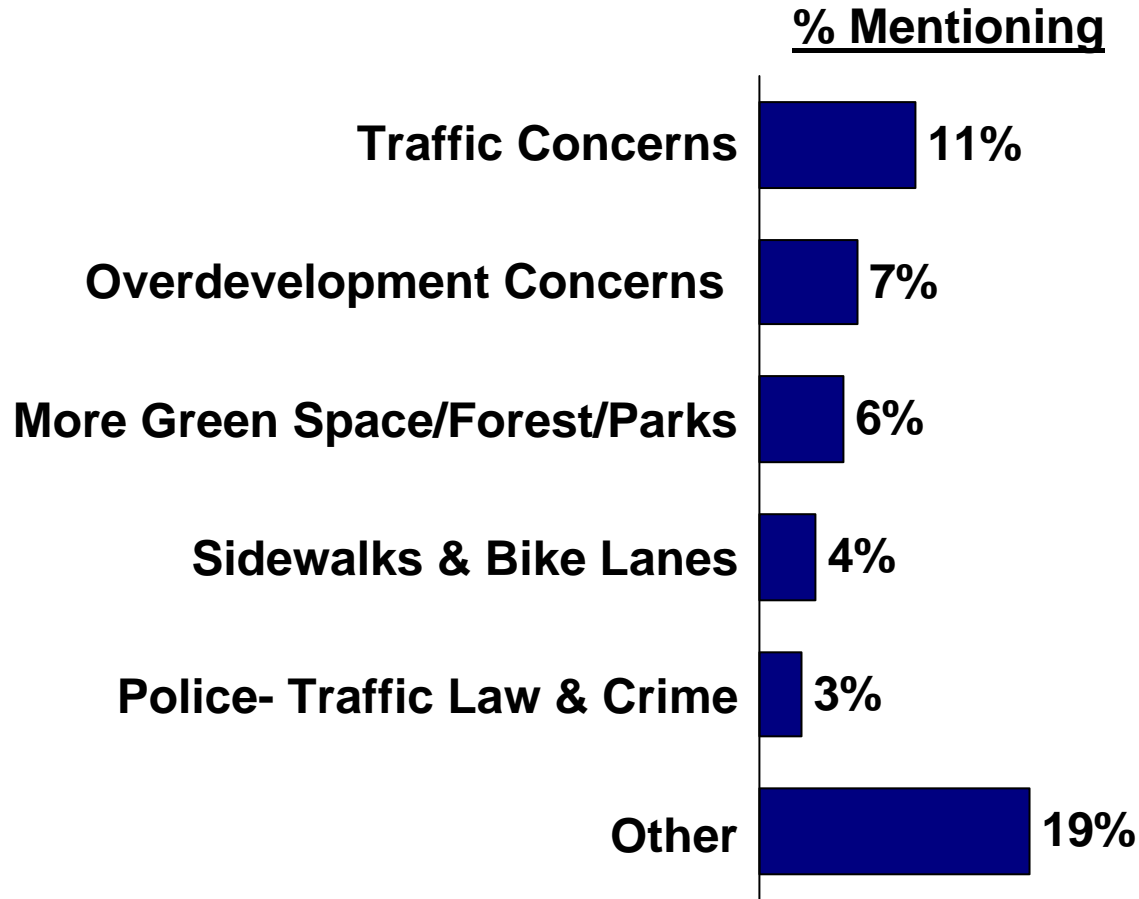
Base: Total n=2602

# Budgeting: Traffic Improvements are Most Important



q8: If you had a total of 100 points to budget against the major improvement areas we've covered, how would you divide up the points?

# Particular Concerns: Traffic is Most Common Concern



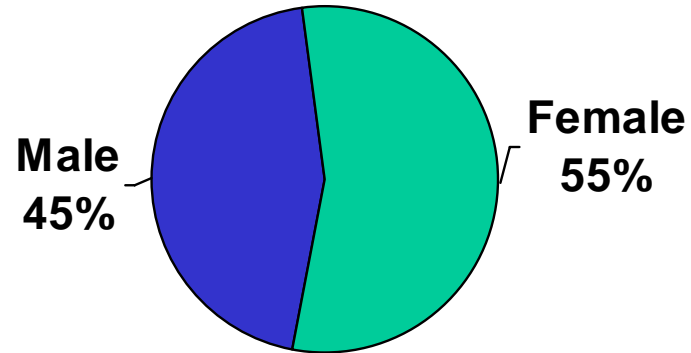
Q9: Please record other issues or improvements of particular concern to you.

Base: Total n=2602

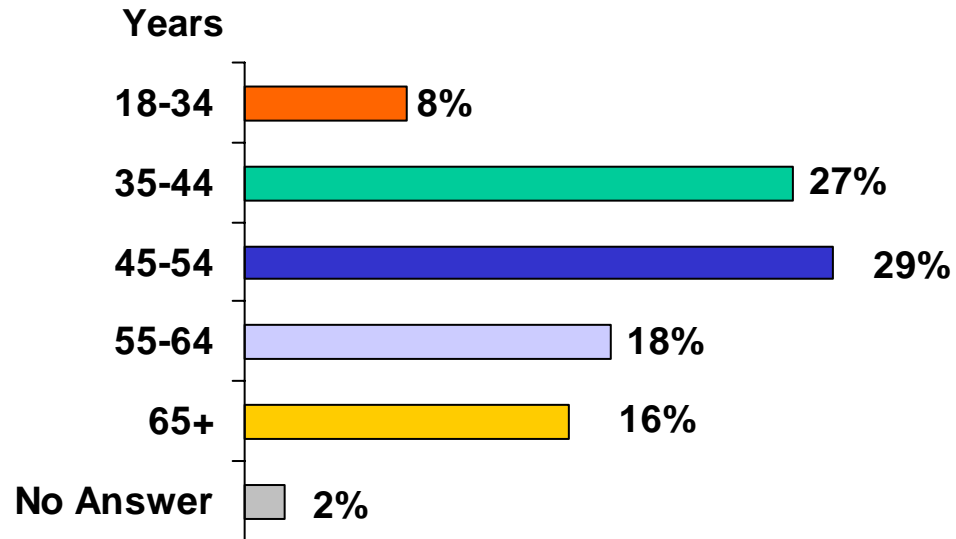
“Other” includes items with less than 3% mention.

# Demographics

## Gender



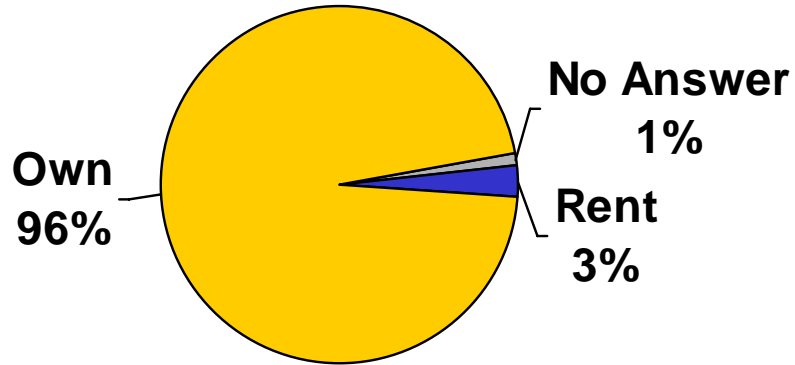
## Age



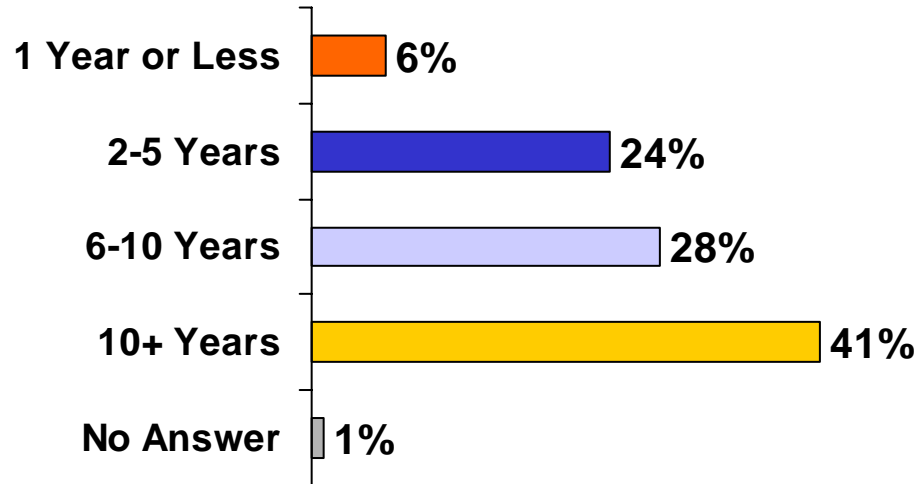
Base: Total n=400

# Demographics

Own or  
Rent



Length of  
Residency



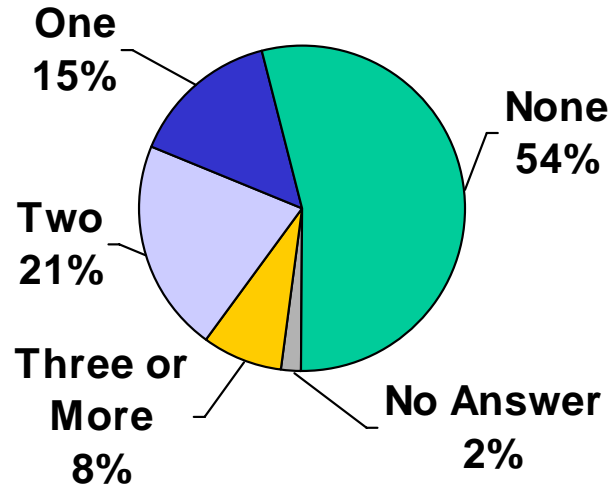
Base: Total n=2609

# Demographics



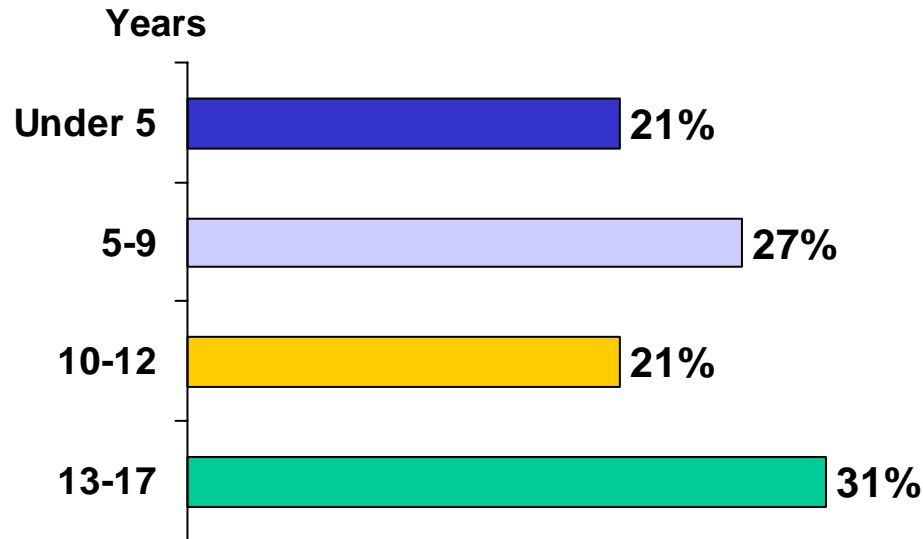
## Number of Children

Base: Total n=2609



## Ages of Children

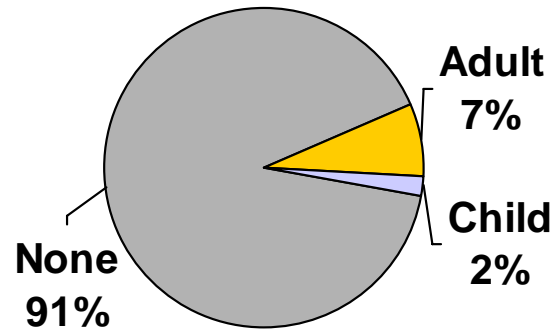
Base: 1 or More Children n=1640



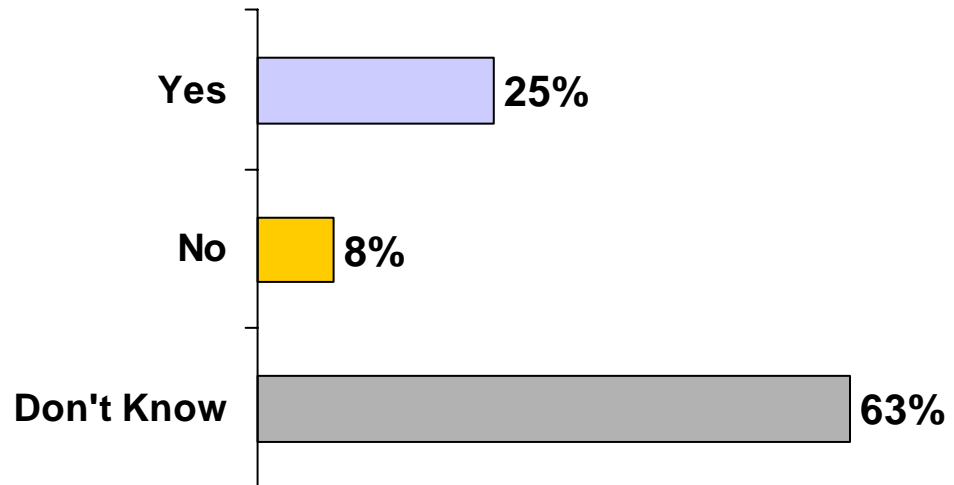
# Demographics



Family with  
Disabled  
Members



Disabled  
Needs Met



Base: Total n=2609