TAKING CHARGE 2017

RESIDENT SATISFACTION

FOR QUESTIONS OR MORE INFORMATION:

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OVERVIEW

- THE FOREST & THE TREES

- SURVEY DESIGN & PARTICIPANT DEMOGRAPHICS

- GLOBAL SATISFACTION RATINGS
  - First page of survey, list of 22 areas

- SPECIFIC AREAS OF FOCUS
  - Parks, neighborhood, libraries, public transportation, zoning, etc.

- OTHER INDICATORS
  - Resident knowledge, exercise, recycling, social capital, etc.

THE FOREST

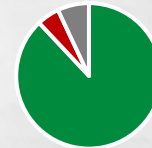**Overall how would you rate the performance of Lincoln City Govt?**
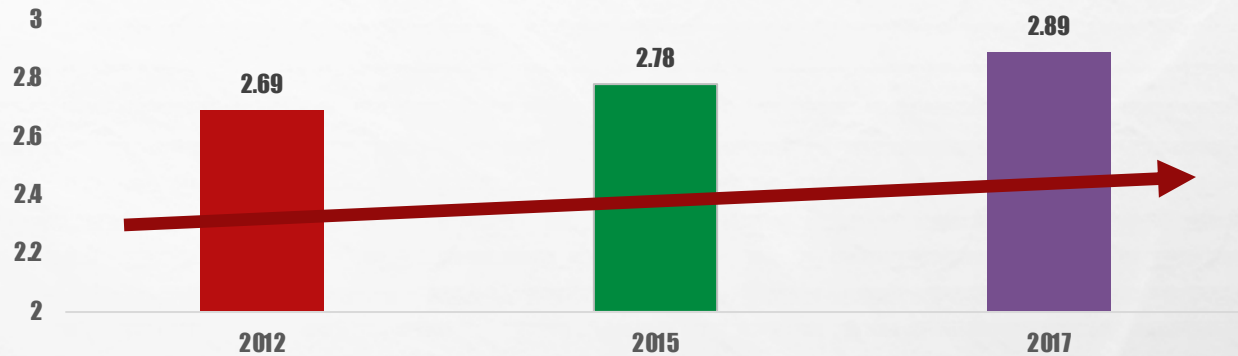
- **SMALL BUT CONSISTENT INCREASES IN PERFORMANCE OF LINCOLN CITY GOVT 2012-2017**
  - (1 = poor, **2 = FAIR**, **3 = GOOD**, 4 = very good, 5 = excellent) = +.10 /year

- **MANY AREAS OF SATISFACTION = 88% OF ITEMS**

- **FEW AREAS OF DISSATISFACTION = 5% OF ITEMS**
  - **57/65 =** 20/22 listed + 7/7 parks + 6/6 neigh. + 5/5 libr. + 5/8 bus + 6/6 envir.sust. + 1/1 zoning + 3/6 trust + 4/4 police
  - **Vs. 3/65** = 1/22 listed + 0/7 parks + 0/6 neigh. + 0/5 libr. + 0/8 bus + 0/6 envir.sust. + 0/1 zoning + 2/6 trust + 0/4 police

- **MANY AREAS OF INCREASED SATISFACTION = 52-53% OF INITIAL CITY LIST**

- **FEW AREAS OF DECREASED SATISFACTION = 10-16% OF INITIAL CITY LIST**
  - 2012-17 list of services, increase vs. decrease: 10/19 vs. 3/19 (53% vs. 16%)
  - 2015-17 list of services, increase vs. decrease: 11/21 vs. 2/21 (52% vs. 10%)

■ Satisfied ■ Dissatisfied ■ Neutral

■ Increase ■ Decrease ■ No change

THE TREES...

DESIGN

- ## MAIL SURVEY TO RANDOM SAMPLE OF

  - 4,000 Addresses Citywide

  - 1,000 per each of 4 districts

  - More than 1,200 responses

  - 34% response rate overall

- ## CITY-LEVEL AND DISTRICT-LEVEL RESULTS REPORTED

City Council Districts with Voting Precincts
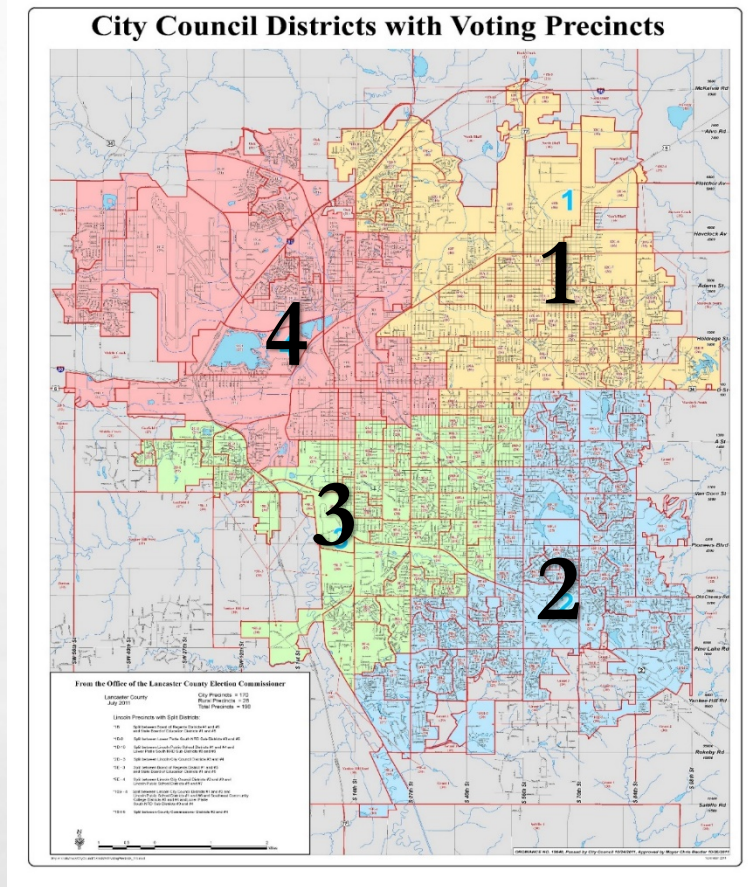
DEMOGRAPHICS

- **GENDER:**
  - 62% female

- **EDUCATION:**
  - Higher education levels than Lincoln as a whole

- **RACE/ETHNICITY:**
  - Whites over-represented (~97% white, not 82%)

- **AGE:**
  - Average age 57 years, District 4 youngest (52 years), District 2 oldest (59 years)

SATISFACTION

- ## 20/22 AREAS ABOVE NEUTRAL
  - Overall quality of life = 4.13 on 1-5 scale
  - Police, fire, emergency medical at or above 4.0

- ## 2012-2017 INCREASES: 10/19 AREAS
  - Snow Plowing city Streets (+.40)
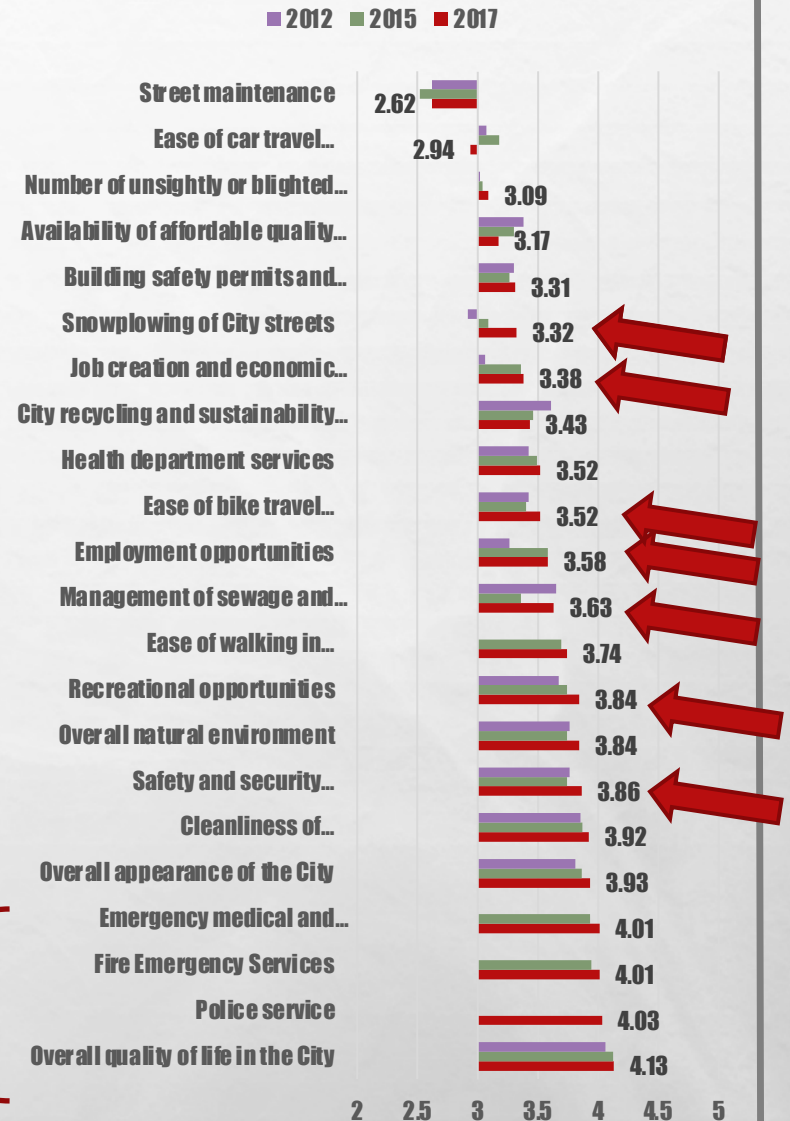 - Employment opportunities, Job creation/economic development (+.32)
  - Recreational Opportunities (+.17)

- ## 2015-2017 INCREASES: 11/21 AREAS
  - Sewage/stormwater (+.27)
  - Snowplowing (+.23)
  - Ease of bike travel and safety and security (+.12)

Legend: ■ 2012 ■ 2015 ■ 2017

Area	2017 value
Street maintenance	2.62
Ease of car travel...	2.94
Number of unsightly or blighted...	3.09
Availability of affordable quality...	3.17
Building safety permits and...	3.31
Snowplowing of City streets	3.32
Job creation and economic...	3.38
City recycling and sustainability...	3.43
Health department services	3.52
Ease of bike travel...	3.52
Employment opportunities	3.58
Management of sewage and...	3.63
Ease of walking in...	3.74
Recreational opportunities	3.84
Overall natural environment	3.84
Safety and security...	3.86
Cleanliness of...	3.92
Overall appearance of the City	3.93
Emergency medical and...	4.01
Fire Emergency Services	4.01
Police service	4.03
Overall quality of life in the City	4.13

Axis: 2   2.5   3   3.5   4   4.5   5

LESS SATISFACTION

- ## 22 AREAS: 2 AT OR BELOW NEUTRAL
  - Street maintenance, below (2.62)
  - Ease of car travel, at neutral
  - Number of unsightly properties (3.09)

- ## 2012-2017 DECREASES: 3/19 AREAS
  - Affordable quality housing (-.21)
  - Recycling and sustainability (-.18)
  - Ease of car travel (-.13)

- ## 2015-2017 DECREASES: 2/21 AREAS
  - Ease of car travel (-.24)
  - Affordable quality housing (-.13)

■ 2012 ■ 2015 ■ 2017

Category	Value
Street maintenance	2.62
Ease of car travel...	2.94
Number of unsightly or blighted...	3.09
Availability of affordable quality...	3.17
Building safety permits and...	3.31
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Overall quality of life in the City	4.13

2   2.5   3   3.5   4   4.5   5

MEAN CHANGE VS. PERCENT PEOPLE

	1-2 Dissatisfied	3 Neutral	4-5 Satisfied
2012 mail	45%	17%	37%
2015 mail	31%	23%	46%
2017 mail	22%	25%	53%
Total change	↓ 23%	↑ 8%	↑ 16%

Snowplowing: Biggest increase
+.40 average change in rating
10% change on the 1 to 5 scale
16 pt increase in % of persons satisfied
23 pt decrease in % of persons dissatisfied

Affordable Housing: Biggest decrease
-.21 average change in rating
5% change on the 1 to 5 scale
12 pt decrease in % of persons satisfied
7 pt increase in % of persons dissatisfied

	1-2 Dissatisfied	3 Neutral	4-5 Satisfied
2012 mail	14%	37%	49%
2015 mail	17%	39%	44%
2017 mail	21%	42%	37%
Total change	↑ 7%	↑ 5%	↓ 12%

DISTRICT-LEVEL RATINGS

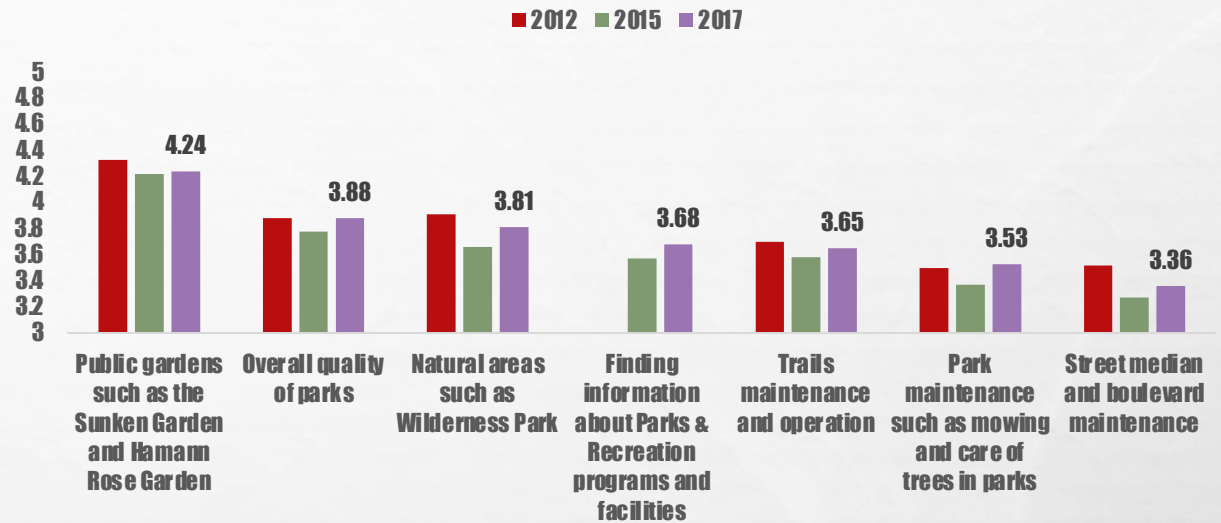- ## TABLE 3: DISTRICTS ORDERED THE AREAS APPROXIMATELY THE SAME
  - Mostly, same services fall into high, medium, and low ranges.

- ## SOUTH DISTRICTS 2, 3, ARE GENERALLY MORE SATISFIED THAN NORTH DISTRICTS 1, 4
  - Often District 2 high, District 4 low
  - Exception: Ease of car travel rated lower in south Lincoln

Services	District 1 Mean	District 1 SD	District 2 Mean	District 2 SD	District 3 Mean	District 3 SD	District 4 Mean	District 4 SD	Item Group
Overall quality of life in the City*	4.08 ac	.70	4.24 ae	.68	4.17 f	.74	3.95 cef	.74	High
Police service*	4.02	.80	4.12 de	.76	3.98 d	.84	3.94 e	.88	
Fire emergency services	3.99	.73	4.01	.74	4.05	.78	3.99	.72	
Emergency medical and ambulance services	4.01	.73	4.00	.75	4.07	.75	3.94	.77	High
Overall appearance of the City*	3.86 ac	.67	4.06 ade	.64	3.96 df	.73	3.74 cef	.04	
Cleanliness of…*	3.85 a	.66	4.04 ad	.63	3.93 df	.73	3.76 ef	.78	Range 4.3 - 3.7
Safety and security of the City*	3.79 a	.79	3.97 ade	.75	3.82 d	.79	3.86 e	.79	
Overall natural environment*	3.74 ab	.67	3.92 ae	.68	3.87 b	.70	3.77 e	.75	
Recreational opportunities*	3.73 ab	.89	3.97 ae	.80	3.87 bf	.86	3.70 ef	.96	
Ease of walking…*	3.63 a	.84	3.82 a	.79	3.75	.75	3.72	.89	
Management of sewage and storm water	3.55	.72	3.71	.76	3.62	.81	3.60	.82	
Employment opportunities	3.55	.84	3.65	.85	3.56	.88	3.51	.92	
Ease of bike travel…	3.50	.73	3.52	.8	3.55	.81	3.51	.80	
Health department services	3.47	.71	3.59	.70	3.48	.73	3.53	.87	Med
City recycling and sustainability…	3.36	1.02	3.51	.95	3.43	1.05	3.36	.96	
Job creation and economic development*	3.30 a	.80	3.49 ae	.83	3.39	.87	3.29 e	.90	Range 3.7-3.1
Snowplowing of City streets	3.29	1.02	3.34	1.01	3.38	1.03	3.24	.73	
Building safety permits and inspections	3.24	.73	3.37	.79	3.29	.76	3.32	.85	
Availability of affordable quality housing*	3.10 a	.85	3.31 ade	.87	3.15 d	.94	3.03 e	1.04	
Number of unsightly or blighted properties*	3.04 a	.82	3.20 ade	.79	3.07 d	.85	2.97 e	.90	Low
Ease of car travel…*	3.00	1.07	2.84 e	1.18	2.91 f	1.17	3.10 ef	1.17	Range 3.1-2.5
Street maintenance	2.57	1.08	2.63	1.09	2.62	1.06	2.69	1.12	

PARKS

Chart legend: 2012, 2015, 2017

Categories and 2017 values:
- Public gardens such as the Sunken Garden and Hamann Rose Garden — 4.24
- Overall quality of parks — 3.88
- Natural areas such as Wilderness Park — 3.81
- Finding information about Parks & Recreation programs and facilities — 3.68
- Trails maintenance and operation — 3.65
- Park maintenance such as mowing and care of trees in parks — 3.53
- Street median and boulevard maintenance — 3.36
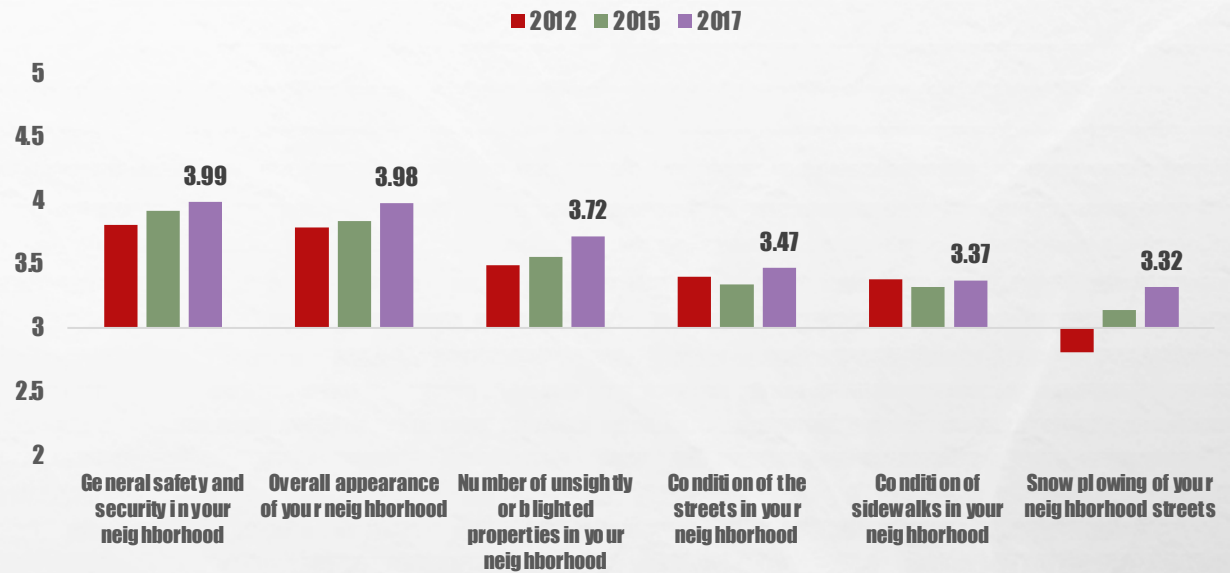
- **SATISFACTION**
  - All ratings above neutral
  - Public gardens, overall quality of parks, natural areas, rated highest
  - No 2012-2017 increases
  - 2015-2017 increases
    - Overall quality of parks
    - Natural areas
    - Finding information
    - Park Maintenance
    - Median/blvd maintenance

- **LESS SATISFACTION**
  - Lowest ratings for median/blvd maintanence then park maintenance
    - But ratings still above neutral
  - 2012-2017 decreases
    - Public Gardens
    - Median/blvd maintenance
  - No 2015-2017 decreases

NEIGHBOR-HOODS

Legend: 2012 | 2015 | 2017

Category	2017 value
General safety and security in your neighborhood	3.99
Overall appearance of your neighborhood	3.98
Number of unsightly or blighted properties in your neighborhood	3.72
Condition of the streets in your neighborhood	3.47
Condition of sidewalks in your neighborhood	3.37
Snow plowing of your neighborhood streets	3.32

- **SATISFACTION**
  - All ratings above neutral
  - Safety, appearance, unsightly properties rated highest
  - 2012-2017 increases in 4/6 areas
    - Largest: snowplowing (+.51)
    - Unsightly blighted (+.23)
  - 2015-2017 increases in 4/6 areas
    - Largest: snowplowing (+.18)
    - Number of unsightly blighted (+.16)

- **LESS SATISFACTION**
  - Lowest ratings snow plowing
    - But ratings NOW above neutral
  - Next lowest: sidewalks, then streets
  - No 2012-2017 decreases
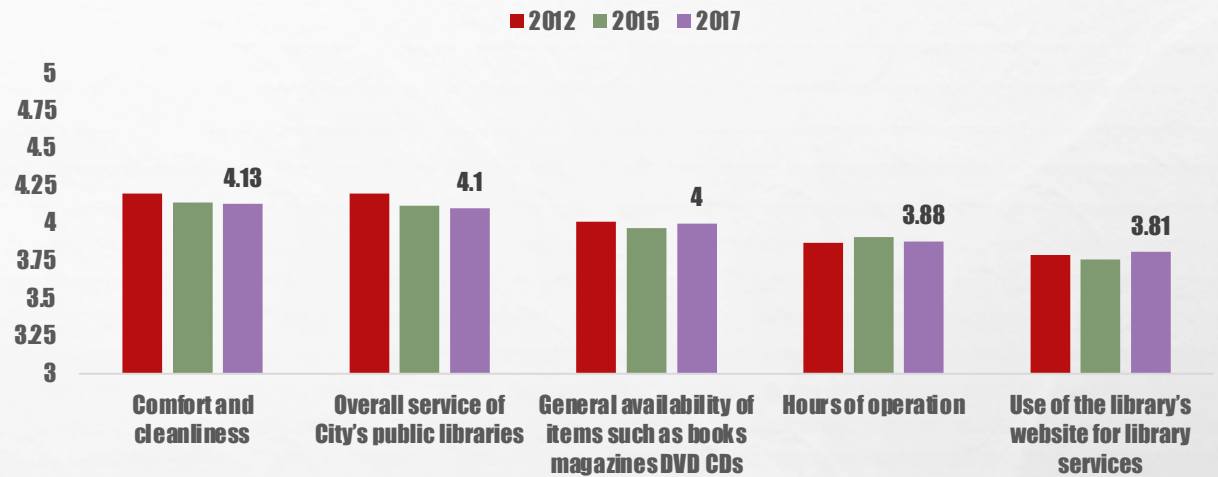 - No 2015-2017 decreases

LIBRARY USE

Library Visits	District 1		District 2		District 3		District 4	
	Count	%	Count	%	Count	%	Count	%
Several times per week	10	3.6%	14	3.5%	11	3.4%	4	1.8%
Once a week	18	6.5%	36	8.9%	27	8.4%	25	11.4%
1-2 times per month	50	17.9%	95	23.6%	71	22.1%	52	23.6%
A few times per year	90	32.3%	143	35.5%	124	38.6%	66	30.0%
Not at all*	101	36.2%	107	26.6%	85	26.5%	68	30.9%
Don't know*	10	3.6%	8	2.0%	3	0.9%	5	2.3%
Total	279	100%	403	100%	321	100%	220	100%

- **70% OF PEOPLE USE LIBRARIES**
  - Little/no change over time
  - Least use reported in District 1, most in Districts 2 and 3
  - Most endorsed reasons for not using:
    - Use the internet at home for research
    - and/or because people buy their books and other materials
    - District 4 residents least likely to say they use internet at home

LIBRARIES

Ratings by approx. 900 users

Legend: 2012, 2015, 2017

Chart: Library satisfaction ratings (scale 3 to 5)

Category	2017 rating
Comfort and cleanliness	4.13
Overall service of City's public libraries	4.1
General availability of items such as books magazines DVD CDs	4
Hours of operation	3.88
Use of the library's website for library services	3.81

- **SATISFACTION**
  - All ratings above neutral
  - Comfort/cleanliness, overall service, item availability rated 4 and above
  - No 2012-2017 increases
    - But difficult to increase high ratings
  - No 2015-2017 increases

- **LESS SATISFACTION**
  - Lowest ratings for hours and website
    - But ratings still high
  - 2012-2017 decrease in overall service
    - But rating still high
  - No 2015-2017 decreases
    - Public satisfaction remains steadily high
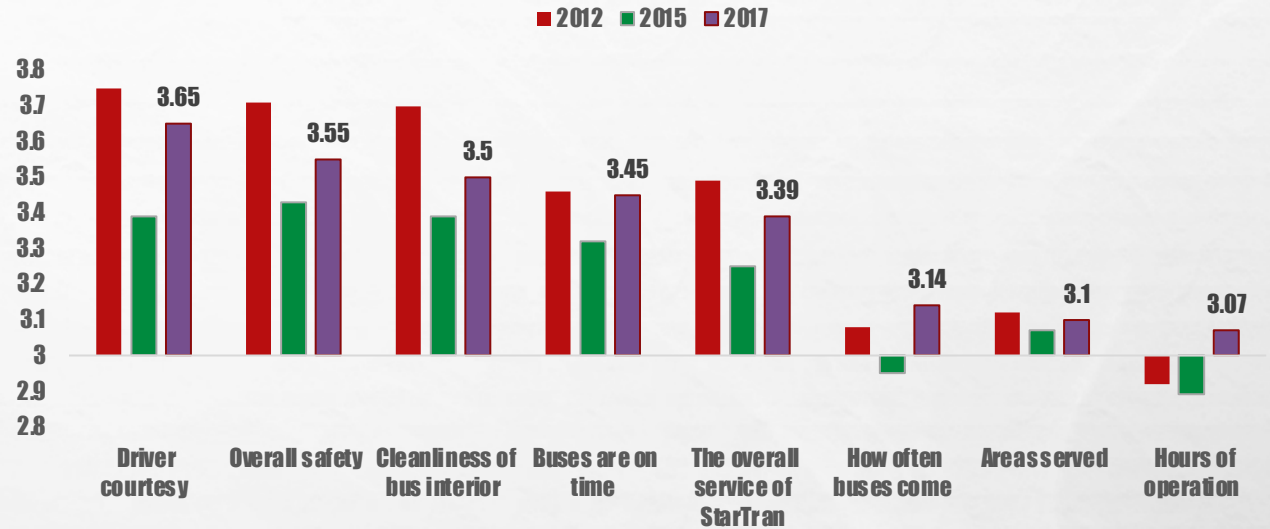
STAR TRAN USE

Riding Frequency	Lincoln 2012		Lincoln 2015		Lincoln 2017		5-year Trend
	Count	%	Count	%	Count	%	
Several times per week	20	3.2%	25	4.0%	30	2.4%	↓
Once a week	11	1.7%	6	1.0%	6	0.5%	↓
1-2 times per month	17	2.7%	9	1.4%	15	1.2%	↓
A few times per year	56*	8.8%	51	8.2%	85	6.7%	↓
Not at all*	520	82.0%	526	84.6%	1126	88.5%	↑
Don't know*	10	1.6%	5	.8%	11	0.9%	↓
Total	634	100.0%	622	100.0%	1273	100%	

- **PUBLIC TRANSPORTATION USE HAS DECLINED**
  - 82% did not use in 2012 → 85% in 2015 → 89% in 2017
  - Least use reported in District 2, most in District 4
  - Most endorsed reasons for not using:
    - Prefer to drive – 93%
    - Commute too long – 30%
    - Schedules not convenient – 27%

STARTRAN

Ratings by approx. 200+ users

Legend: 2012 2015 2017

Chart categories: Driver courtesy | Overall safety | Cleanliness of bus interior | Buses are on time | The overall service of StarTran | How often buses come | Areas served | Hours of operation

2017 data labels: 3.65, 3.55, 3.5, 3.45, 3.39, 3.14, 3.1, 3.07

Y-axis: 2.8, 2.9, 3, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8

- **SATISFACTION**
  - 5 of 8 ratings above neutral
  - Driver courtesy, overall safety and cleanliness rated highest
  - No 2012-2017 increases
    - Decrease from 2012-15, recovery from 2015-17
  - 2015-2017 increase in satisfaction with driver courtesy

- **LESS SATISFACTION**
  - Not different from neutral:
    - Hours of operation, areas served, how often buses come
  - Despite 2012-15 decreases…
  - No 2012-2017 decreases
  - No 2015-2017 decreases

ZONING
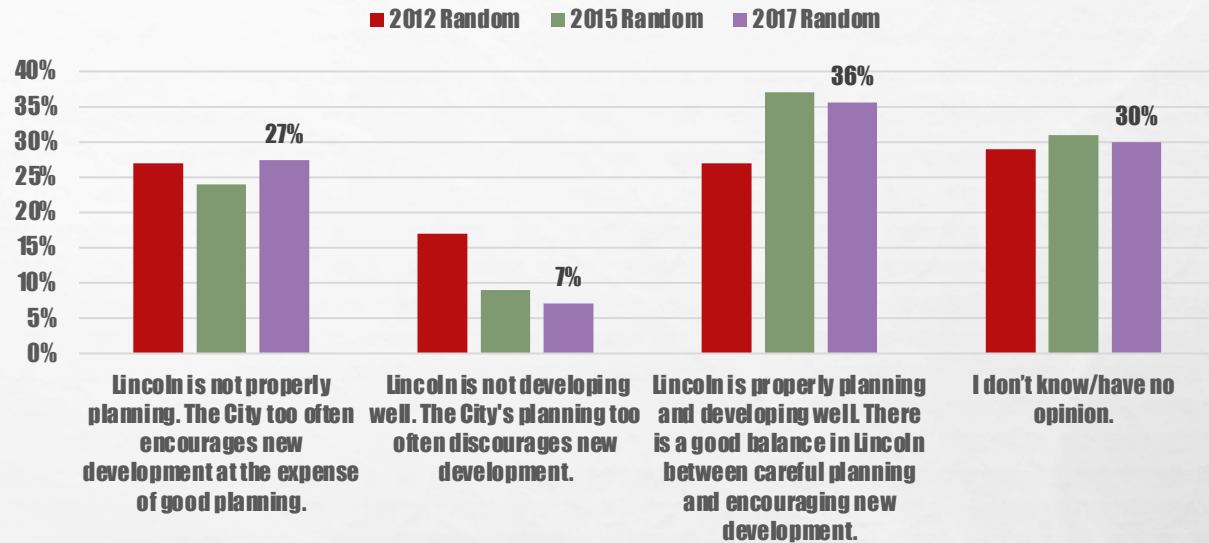
- **SATISFACTION**
  - 36% indicate the City is properly planning
  - Increase 2012-2015
  - Held steady 2015-2017
  - Decrease in those saying the City discourages new development

- **LESS SATISFACTION**
  - 27% feel the City encourages new development at the expense of good planning
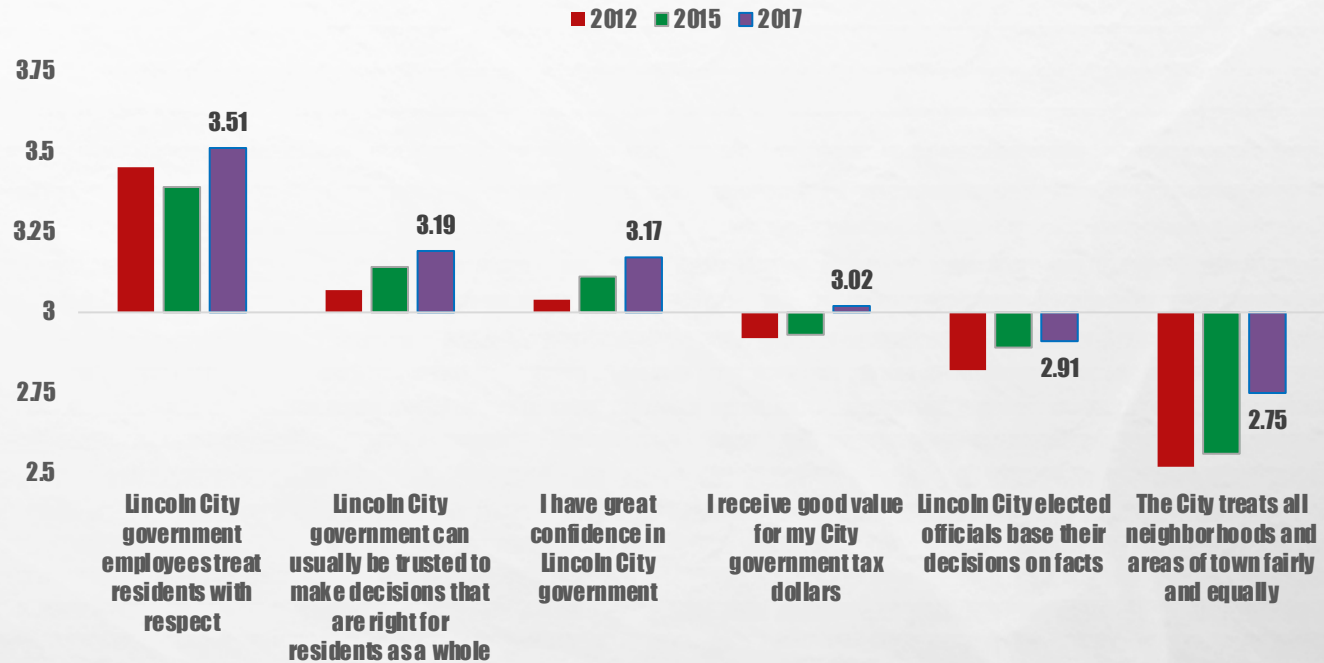 - 30% don't know

ENVIR. & SUSTAIN-ABILITY

Legend: ■ 2015 ■ 2017

Chart values:
- Quality and reliability of drinking water: 4.08
- Air quality in the City: 3.99
- Availability of weekly recycling services and seasonal yard waste collection services to homes and businesses: 3.61
- Storm water management: 3.51
- Water billing rates: 3.47
- Availability of "clean" fuel stations or electric vehicle charging stations: 3.22

- **SATISFACTION**
  - All indicators above neutral
  - Highest ratings for drinking water, followed by air quality
  - Increased 2015-2017 satisfaction with storm water management and availability of clean fuel stations

- **LESS SATISFACTION**
  - Least satisfaction with availabilty of clean fuel stations, electric charging stations
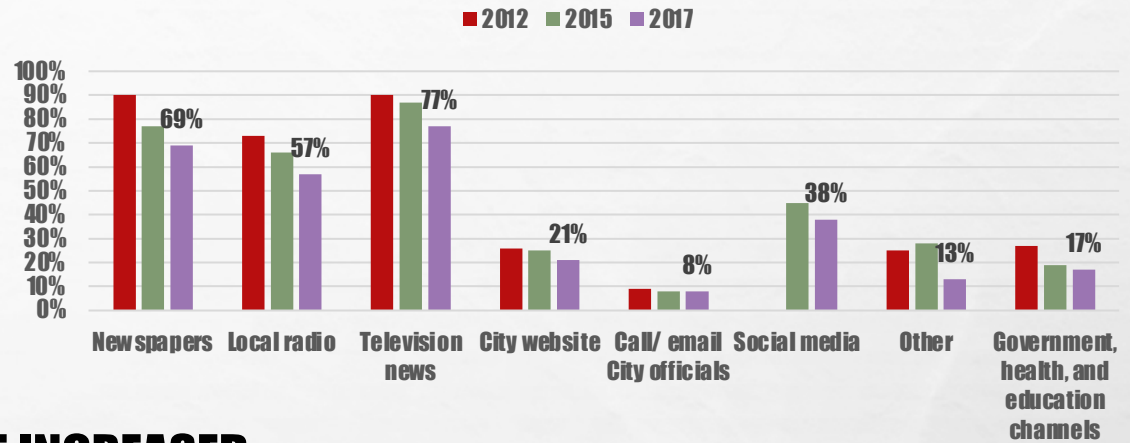 - No significant decreases

TRUST & CONF.

Chart legend: ■ 2012 ■ 2015 ■ 2017

Y-axis values: 3.75, 3.5, 3.25, 3, 2.75, 2.5

Data labels:
- Lincoln City government employees treat residents with respect — 3.51
- Lincoln City government can usually be trusted to make decisions that are right for residents as a whole — 3.19
- I have great confidence in Lincoln City government — 3.17
- I receive good value for my City government tax dollars — 3.02
- Lincoln City elected officials base their decisions on facts — 2.91
- The City treats all neighborhoods and areas of town fairly and equally — 2.75

SATISFACTION

- 3/6 indicators above neutral
- Highest ratings for treating residents with respect*
- Increased 2012-17 ratings for 4/6 indicators; 2015-17 for 3/6*
  - 2012-17: Right for residents as a whole, Great conf, good value*, neighborhoods fair and equal*

LESS SATISFACTION

- Lowest and below neutral ratings:
  - treating all neighborhoods fairly/equally
  - basing decisions on the facts
- No significant decreases over time

RESIDENT KNOWLEDGE

Legend: ■ 2012 ■ 2015 ■ 2017

Chart values: Newspapers 69%, Local radio 57%, Television news 77%, City website 21%, Call/email City officials 8%, Social media 38%, Other 13%, Government, health, and education channels 17%

- **SUBJECTIVE KNOWLEDGE INCREASED**

- **INFORMATION SOURCE USE DECREASED**
  - People rated subjective knowledge at 2.76 on a 1-4 scale
  - This is an increase relative to 2012 and 2015
  - Endorsement of various sources of information decreased or stayed the same.

- **OBJECTIVE KNOWLEDGE OF AREA OF GREATEST SPENDING BY THE CITY INCREASED**
  - 21% to 27% correct, from 2012 to 2017

RESIDENT EXERCISE

- **RESIDENTS INDICATE EXERCISING MORE**
  - Reported exercise is up from 3.9 days per week in 2012 to 4.4 days in 2015 to 4.5 days in 2017

- **RESIDENTS INDICATE THEIR CHILDREN ARE EXERCISING MORE**
  - Reported exercise is up from 4.9 days in 2012 to 5.3 days in 2015 to 5.4 days in 2017

  - Note: No differences by District

RESIDENT RECYCLING

- **RESIDENTS INDICATE RECYCLING MORE**
  - 64% recycled in 2015, 69% in 2017

- **INCREASE IN RECYCLING ESPECIALLY DUE TO USE OF PAID SERVICES**
  - 31% paid for a service in 2015, 37% in 2017
  - 40% take to drop off site in 2015, 43% in 2017

  - District 2 recycles more and pays for service more than other Districts
  - Note: No differences by District in use of drop off sites although District 1's rate is numerically highest.

SOCIAL CAPITAL

Indicators	Lincoln 2017		District 1		District 2		District 3		District 4	
	Mean	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**
Generally speaking, most people in my neighborhood can be trusted*	3.97	.82	3.83 [abc]	.81	4.26 [ade]	.67	4.03 [bdf]	.73	3.53 [cef]	.98
Generally speaking, most people in Lincoln can be trusted*	3.74	.76	3.65 [ab]	.73	3.87 [ae]	.72	3.79 [bf]	.69	3.55 [ef]	.87
I feel connected to people in my neighborhood*	3.63	.94	3.55 [ac]	.88	3.85 [ade]	.88	3.66 [df]	.90	3.25 [cef]	1.03
I feel connected to people in Lincoln*	3.54	.88	3.48 [a]	.82	3.72 [adf]	.83	3.52 [d]	.92	3.33 [f]	.91

- **SOCIAL CAPITAL**
  - i.e., "Social resources" – connectedness, engagement, trust
  - Indicator of community well-being that can be tracked over time

- **TRUST, THEN CONNECTEDNESS**
  - All above neutral on 1-5 scale

- **NEIGHBORHOODS, THEN LINCOLN**
  - Except for District 4, which gave slightly higher ratings to Lincoln as a whole

- **WAYS PEOPLE ENGAGE:**
  - Religious services, volunteering (1-2x per month)
  - Clubs, community projects (2-5x per year)
  - Public meetings, political rallies (<1x per year)

CONCLUSIONS

- SMALL CONSISTENT INCREASES IN CITY PERFORMANCE RATINGS

- INCREASED SATISFACTION IN SOME LOW-RATED AREAS
    - E.g. snow plowing, park maintenance, treating neighborhoods fairly, available electric charging stations

- INCREASED SATISFACTION IN SEVERAL MEDIUM-RATED AREAS
    - E.g. stormwater management, employment/economic, recreation opportunities, ease of bike travel

- BUT ALSO DECREASED IN SOME LOW OR MID-RATED AREAS
    - Affordable housing, car travel, recycling and sustainability, use of StarTran

FURTHER INVESTIGATION?

- ## DISTRICT DIFFERENCES
  - Treatment of different neighborhoods – what appears most unequal or unfair?

- ## TRANSPORTATION ISSUES
  - **Streets** continue to be rated below neutral…Doing too much or too little?
  - **Ease of car travel** in the City has decreased since 2012 and 2015…Due to growth? Streets? Other?
  - Reported use of **StarTran** also has consistenty decreased 2012-2017…Why? Changes? Other?

- ## ENVIRONMENT AND SUSTAINABILITY
  - Satisfaction with **recycling and sustainability** efforts decreased…why? Doing too much or too little?

- ## OTHER:
  - Did satisfaction with available affordable housing also decrease due to growth?...other reasons?
  - Where *do* people get information about City issues from?
  - Parks and Recreation - Median and blvd maintenance

QUESTIONS?

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