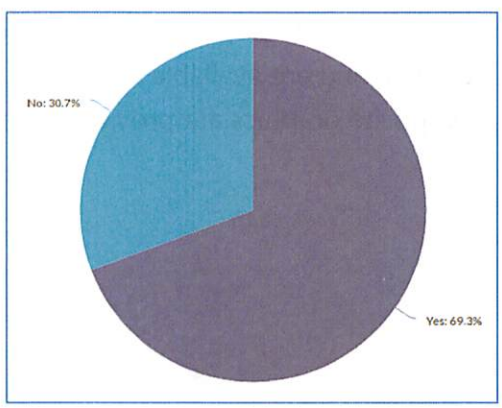
2016 Chandler Community Survey Results

Community Survey

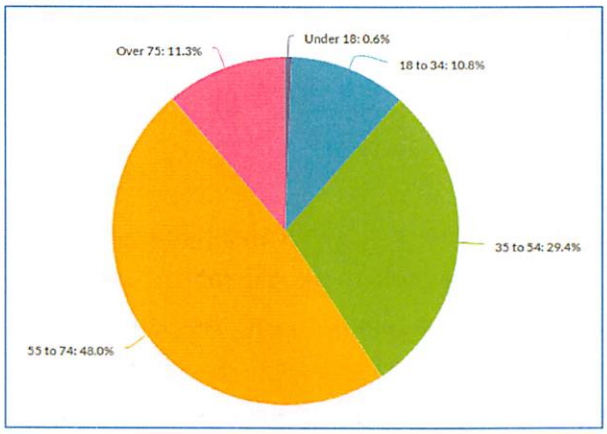
In 2011, the city conducted a community survey as a part of the comprehensive planning effort. In an effort to continue to monitor the public's opinions about the city's performance and growth trends the same community survey was made available again between the dates of February 15, and March 31, 2016. This report will provide the results of that survey and will highlight the differences in public opinion over the past five years. The survey responses are being used by the city staff and the City Council to refine visions, goals and strategies for the city.

The graphic above indicates the responses received over the seven weeks that the survey was conducted. The green line is complete responses and the blue line partial responses. The week of March 14 a Code Red informational call was made to residents requesting completion of the survey. The jump in responses shows the effectiveness of this method of communication.

Copies of the survey were distributed throughout the City and were also available on the city's web page. A total of 352 surveys were completed, compared to 328 completed in 2011. This is a very good response rate as a typical local election averages 200 to 250 votes. The community survey was open to all people who live, work, play, shop or worship in Chandler regardless of residency. Of the survey respondents 69% live within the city limits and 31% live in the area but outside the city



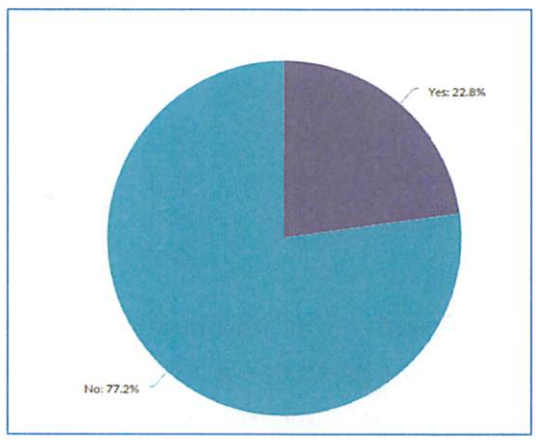
limits. Of the survey respondents that live outside the city limits, 84% consider Chandler to be their home.



The following is the age distribution of the survey respondents. This shows a broad cross section of ages being represented. When survey responses were cross referenced for different age groups significant deviations were not identified. Therefore, individual question responses were not analyzed by age group.

Age in years	Under 18	18 to 34	35 to 54	55 to 74	Over 75
2011	2%	13%	35%	39%	8%
2016	1%	11%	29%	48%	11%

Of the survey respondents 77% did not work in Chandler and 23% did work in the city.



The survey asked respondents to write in what they liked most about the City of Chandler and if they could change one thing in Chandler what would it be. Hundreds of responses were received and are available for review. However, for the purpose of this summary the following composite graphics are provided (the bigger the text the more times it was mentioned).

What I like most about the city of Chandler ...

If I Could Change One Thing about Chandler ...

In an effort to compare the 2011 and the 2016 surveys the percentage responses are shown for both. The 2011 responses are in **blue** and the 2016 responses are in **red**.

In order to review the detailed survey responses, the "Excellent" and "Good" categories and the "Fair" and "Poor" categories were combined and are indicated in the green and orange columns. While Chandler has a desire to have 100% of the community grade the city as excellent on all categories; for the purpose of this review a score of 80% in the "Excellent to Good" category is considered an acceptable grade. Focus should be given to those elements falling below the 80% "Excellent to Good" grade.

Quality of Life

Since the "Quality of Life" survey questions deal with Chandler neighborhoods and Chandler as a place to live, only those respondents that live in the city are reflected in the numbers below.

Answer	Excellent	Good	Excellent to Good	Fair	Poor	Fair to Poor	Don't know
Chandler as a place to live	53% 45%	38% 48%	90% 93%	8% 6%	1% 0%	10% 6%	0% 0%
Your neighborhood as a place to live	58% 50%	34% 43%	92% 93%	6% 6%	2% 0%	8% 6%	0% 0%
Chandler as a place to raise children	46% 40%	40% 43%	86% 83%	6% 5%	2% 1%	8% 6%	6% 10%
Chandler as a place to retire	48% 40%	35% 42%	83% 82%	8% 13%	4% 2%	13% 15%	4% 4%
Chandler as a place to work	14% 11%	25% 20%	40% 31%	22% 23%	24% 21%	46% 44%	14% 26%
2011 responses in Blue and 2016 responses in Red							

As stated, the numbers above only reflect responses from residents, a comparison of non-resident responses does show some variation. Ninety-three percent of resident responses believe the city is an "Excellent to Good" place to live while the non-resident response was 85%. The Overall Quality of Life in Chandler for residents was 90% "Excellent to good" while non-residents was 88%.

The overall quality of life responses to the survey were strong scores and reflect very well on the city. The low scores of "Chandler as a place to work" were likely a reflection of the lack of jobs in Chandler and not due to the working environment in the city.

Characteristics of Chandler

The following survey responses of the characteristics of Chandler are from all survey responses regardless of residency. They are listed in the "Excellent to Good" rank order from the 2016 responses going from high to low. Thirteen of the categories have a higher "Excellent to Good" score than they did in 2011, and only four have lower such scores.

Answer	Excellent	Good	Excellent to Good	Fair	Poor	Fair to Poor	Don't know
Cleanliness of Chandler	29% 29%	53% 57%	82% 86%	14% 13%	2% 1%	16% 14%	0% 0%
Sense of community	30% 30%	51% 49%	81% 79%	13% 15%	1% 5%	14% 19%	2% 2%
Overall appearance of Chandler	26% 23%	50% 56%	76% 79%	20% 17%	2% 3%	22% 20%	0% 1%
Overall image or reputation of Chandler	23% 22%	51% 54%	74% 76%	16% 16%	5% 6%	21% 22%	3% 2%
Quality of overall natural environment in Chandler	18% 23%	50% 53%	68% 76%	23% 18%	3% 2%	26% 20%	4% 3%
Opportunities to participate in community events	23% 23%	44% 46%	67% 69%	23% 22%	4% 5%	27% 27%	3% 4%
Overall quality of businesses in Chandler	12% 19%	44% 49%	56% 68%	31% 26%	9% 5%	40% 31%	1% 1%
Ease of car travel in Chandler	21% 27%	52% 41%	73% 67%	17% 23%	7% 9%	24% 32%	1% 0%
Overall quality of new development in Chandler	18% 23%	42% 44%	60% 67%	26% 22%	8% 8%	34% 30%	3% 3%
Community acceptance of people diverse background	18% 20%	44% 43%	62% 63%	23% 22%	6% 8%	29% 30%	7% 7%
Variety of housing in Chandler	13% 12%	40% 44%	53% 56%	31% 29%	7% 8%	38% 37%	6% 7%
Recreational opportunities	7% 15%	31% 40%	38% 55%	37% 28%	17% 13%	54% 41%	5% 4%
Availability of affordable quality housing	7% 12%	42% 40%	49% 52%	27% 27%	7% 10%	34% 37%	14% 11%
Availability of paths and walking trails	9% 14%	32% 33%	41% 47%	22% 28%	28% 16%	50% 44%	6% 8%
Availability of affordable quality health care	12% 13%	42% 33%	54% 46%	25% 26%	6% 9%	31% 35%	12% 19%
Shopping opportunities	3% 5%	17% 24%	20% 29%	42% 46%	35% 24%	77% 70%	1% 1%
Availability of affordable quality child care	7% 5%	22% 14%	29% 19%	21% 21%	9% 16%	30% 37%	39% 43%

2011 responses in Blue and 2016 responses in Red.

Government Performance

The governmental performance questions are directed at Chandler tax payers and, as such, the numbers below reflect only resident scores. These scores indicate that the city has improved the city's communication and public relations with the general public over the past 5 years. In addition, the public has a stronger feeling that the city's overall direction is a positive one.

Over the past 5 years the city has done several things to increase transparency and openness in the government. However, this survey would indicate that residents are not aware of these changes. In addition, the survey shows that residents still do not see the services provided by the city as a good value and have a decreased opinion of that value.

Answer	Excellent	Good	Excellent to Good	Fair	Poor	Fair to Poor	Don't know
Communicating information to public	17% 25%	39% 40%	56% 65%	23% 22%	19% 11%	43% 33%	1% 2%
The overall direction Chandler is taking	12% 17%	46% 45%	58% 62%	22% 23%	9% 7%	31% 30%	11% 6%
Welcoming citizen involvement	14% 18%	44% 32%	58% 50%	19% 31%	14% 11%	33% 42%	9% 9%
Promoting open government	11% 17%	37% 31%	49% 48%	25% 25%	17% 13%	42% 38%	10% 13%
The value of services for taxes paid to Chandler	11% 13%	41% 32%	53% 45%	24% 31%	14% 14%	38% 44%	10% 10%

2011 responses in Blue and 2016 responses in Red.

Speed of Growth

The majority of all respondents believed that population growth was about right. In addition, more people believe the growth of retail and jobs is about right than they did in 2011, though still seen as too slow.

Answer	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast
Population growth.	5% 4%	21% 14%	63% 66%	4% 13%	4% 3%
Retail growth (stores, restaurants, etc.)	24% 14%	47% 44%	24% 38%	1% 2%	1% 1%
Job growth	34% 25%	42% 43%	18% 25%	1% 3%	2% 3%

2011 responses in Blue and 2016 responses in Red.

Perceived Problems

Unlike in 2011, most people no longer believe sign clutter to be a problem in Chandler. All surveyed issues had fewer people thinking any of them were a problem compared to 2011. The following are ranked in order of the most improved to the least improved looking at "Not a Problem". The smallest change was in "Run-down buildings, weed lot or junk vehicles". The two most improved issues are related to the ordinance changes that have occurred in the past 5 years.

Answer	Not a problem	Minor problem	Moderate problem	Major problem
Sign clutter	40% 56%	31% 30%	21% 11%	8% 2%
Quality of commercial development	36% 47%	27% 28%	20% 18%	17% 7%
Quality of residential development	56% 61%	28% 24%	12% 12%	4% 3%
Run-down buildings, weed lots or junk vehicles	27% 28%	43% 46%	21% 20%	8% 5%
2011 responses in Blue and 2016 responses in Red.				

The survey showed that more people are using the city's web page and Facebook page for information than they did five years ago. This year we changed the way in which we asked about attendance at local parks. In 2011, we asked one question about park attendance and this year we broke the question up. The numbers show that most of respondents do not take advantage of MCain and River Park.

Answer	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Visited City's website/ Facebook	47% 26%	24% 25%	18% 33%	5% 8%	3% 8%
Visited Winchester Park	Na 10%	Na 25%	Na 29%	Na 11%	Na 25%
Visited McCain Park	Na 52%	Na 26%	Na 16%	Na 4%	Na 3%
Visited Museum/Visitors center	Na 58%	Na 26%	Na 12%	Na 3%	Na 1%
Visited River Park	Na 61%	Na 24%	Na 10%	Na 3%	Na 2%
2011 responses in Blue and 2016 responses in Red.					

City Services

Only those respondents that live in the city limits are indicated below. Also in order to get to a more accurate percentage to compare with 2011 the "Don't Know" answers were taken out. They are listed in rank order from a high to low "Excellent to Good" ranking and are divided into 3 groups (good, average and poor).

Answer	Excellent	Good	Excellent to Good	Fair	Poor	Fair to Poor
Fire services	61% 51%	34% 41%	95% 92%	4% 5%	0% 3%	5% 8%
Emergency medical	56% 48%	37% 44%	89% 92%	6% 8%	1% 0%	7% 8%
Library Services	Na 47%	Na 41%	Na 88%	Na 7%	Na 5%	Na 12%
Chandler parks	31% 47%	51% 40%	82% 87%	16% 9%	2% 3%	18% 12%
Garbage collection	45% 38%	46% 47%	91% 85%	7% 12%	2% 3%	9% 15%
Police services	49% 42%	35% 43%	84% 85%	8% 10%	8% 5%	16% 15%
Municipal court	43% 36%	44% 49%	64% 85%	8% 13%	5% 2%	9% 15%
Sewer services	25% 27%	52% 54%	77% 81%	14% 16%	8% 3%	23% 19%
Natural area preservation	18% 19%	55% 52%	73% 71%	21% 22%	6% 6%	27% 28%
Public Schools	34% 16%	54% 55%	88% 71%	7% 24%	5% 6%	12% 30%
Drinking water	32% 25%	42% 44%	74% 69%	19% 20%	7% 10%	26% 30%
Animal control	22% 19%	42% 50%	63% 69%	25% 19%	12% 12%	37% 31%
Senior citizen services	20% 13%	47% 53%	67% 66%	21% 24%	12% 9%	33% 33%
Recreation programs	17% 24%	50% 41%	66% 65%	24% 25%	9% 9%	34% 34%
Code Enforcement	19% 20%	40% 40%	60% 60%	27% 26%	13% 14%	40% 40%
Services to low income	12% 7%	43% 47%	55% 54%	26% 30%	19% 16%	45% 46%
Street lighting	18% 8%	38% 40%	56% 48%	27% 39%	16% 13%	44% 52%
Recycling	21% 14%	36% 32%	57% 46%	23% 26%	20% 27%	43% 53%
Storm drainage	14% 6%	42% 36%	56% 42%	25% 27%	19% 30%	44% 57%
Street repair	11% 5%	51% 36%	62% 41%	26% 36%	12% 23%	38% 59%

Community Need

As it was in 2011, the biggest commercial need in the community is for more indoor dining restaurants followed closely by a clothing store, senior center and a hotel. The "Strong" and "Moderate" categories were combined, for the purpose of review, into a "Strong to Moderate" column. All are listed in rank order of "Strong to Moderate need". The commercial businesses that are most often seen as "No need" include a Department store and Fast Food.

A youth soccer program was seen as a strong to moderate need by 51% of the respondents.

Answer	Strong need	Moderate need	Strong to Moderate	Slight need	No need	Don't know
Indoor dining restaurant.	50% 63%	28% 24%	78% 87%	12% 10%	7% 3%	0% 0%
Clothing store	41% 37%	21% 27%	62% 64%	22% 20%	12% 13%	2% 3%
Senior Center	Na 30%	Na 32%	Na 62%	Na 17%	Na 7%	Na 14%
Hotel/Motel	43% 36%	18% 25%	61% 61%	20% 17%	13% 17%	3% 4%
Professional office	21% 22%	32% 32%	53% 54%	24% 23%	13% 10%	8% 13%
Coffee shop	24% 27%	22% 25%	46% 52%	25% 23%	26% 21%	2% 5%
Community Center	38% 26%	18% 26%	56% 52%	13% 16%	22% 18%	7% 13%
Youth Soccer Program	Na 23%	Na 28%	Na 51%	Na 14%	Na 8%	Na 27%
Fast food	25% 16%	29% 27%	54% 43%	21% 31%	22% 24%	1% 2%
Department Store	38% 24%	18% 18%	56% 42%	20% 16%	20% 35%	2% 6%

2011 responses in Blue and 2016 responses in Red.