

CITY COUNCIL ACTION REPORT



TO: Mayor and Council Date: 4/20/87
FROM: City Mgr's Office
SUBJECT: DIRECT STAFF TO INITIATE ACTIONS TO
RESPOND TO THE SCOTTSDALE CITIZEN SURVEY

AGENDA ITEM NO. 31

Study/Action

STAFF

RECOMMENDATION:

It is recommended that the City Council direct staff to initiate the actions outlined in the body of this report, which respond to the results of the recently completed Scottsdale citizen survey.

Transportation/Traffic Control

Certainly, transportation and traffic congestion concerns represent the most significant issue arising out of the survey. Ninety-two percent agreed that traffic congestion in Scottsdale is likely to get worse in the next few years.

Seventy-eight percent said they would be willing to pay more taxes to install left-turn arrows; 70% supported widening major streets; 64% supported expanded bus service; and 60% supported better street maintenance.

Additionally, in response to the open-ended question: "If you were to speak with the Scottsdale Mayor and City Council to suggest one or two major improvements that should be made to make Scottsdale a better place to live, what would you suggest to them?", the most frequently mentioned concerns were traffic control (32%) and transportation problems (21%).

Action ... The Council has initiated action, by creating a transportation task force, chaired by Councilman Wendell.

Environmental Concerns

Seventy-nine percent believe that ensuring an adequate water supply for Scottsdale is a problem.

Eighty-five percent believe that air pollution is a problem.

The most support for actions to address these problems was for those actions that did not directly affect the respondents.

Action ... Examine water rate fee structures, and establish financial incentives for conservation, and financial penalties for heavy consumption. Emphasize financial costs for heavy water users

Action ... Support regional planning efforts to address air pollution. Focus on air pollution as a regional issue. Do not initiate local solutions without regional support and initiative. Continue to support bike trails.

ACTION TAKEN

Approved 6/1

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Council Structure

The survey sought residents' opinions on both the "district system" for electing Councilmembers and a "limitation of terms" for Councilmembers. The survey results were largely split on both issues.

Action ... The Charter Review Advisory Commission is addressing both questions. Allow the Charter Commission to complete its review, and take Council Action to place Charter revisions on the ballot as the Council deems appropriate.

Citizen Magazine

The Citizen magazine drew a largely favorable response from the survey. Seventy-four percent recall receiving the Scottsdale Citizen; 94% of those who receive it, read it at least occasionally; of those, 43% always read the magazine.

Residents of the far south are more likely to recall receiving the magazine than residents in the far north. Older people are more likely to read the magazine than younger people.

Action ... Initiate procedures to improve the accuracy of mailing lists for Scottsdale addresses in the far north.

Action ... Make the magazine more attractive and interesting to younger people -- provide more information about recreational and cultural opportunities available.

Satisfaction with Scottsdale

The survey demonstrated that residents are overwhelmingly satisfied with both the City and their neighborhood. The survey also pointed out that people who are more involved in City government, are more likely to be satisfied. Full-time residents are more informed, and more satisfied than part-time residents.

Action ... Continue to initiate programs and opportunities for residents to become involved in City government. Continue to focus on citizen participation as the most effective means of building a city of informed, involved and satisfied citizens.

Other Issues

The survey addressed a considerable number of other issues. However, the percentage of respondents suggesting dissatisfaction, or requesting improvements in City services, is insignificant. For example: only 2% cited the desire to see more police on the job; 1% requested stricter law enforcement; 5% requested improvements in street and sidewalk cleaning.

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The specific section asking residents for "spending preferences" for City services reinforced other questions in the survey. Specifically, the areas in which respondents indicated the most preference for spending more money were: protecting our air supply from pollution (49%); protecting our water supply from pollution (48%); widening of major streets (45%); and street repair and maintenance (4%).

In other words, traffic congestion and environmental concerns top the list.

Conclusion

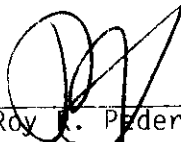
The Council has already initiated action to address transportation and traffic congestion concerns. The Council has high on its list of active priorities those environmental concerns cited -- water supply/pollution, and air pollution. We should make actions and efforts in those areas the subject of high visibility and attention.

However, while the City places emphasis on those areas, we need to be careful not to overlook or ignore that which has made us excellent. For example, our commitments to Arts and Recreation (the two City services which received the highest "excellent" rating in the survey) should continue. We should continue to initiate, to innovate -- to maintain and build on our strengths.

Action ... Finally, the Council has -- through this survey -- demonstrated its commitment to being responsive to Scottsdale residents, and the Council's interest in the opinions of Scottsdale residents. The Council may reinforce that commitment by stating its intention to conduct a periodic (every two years?) survey. This will ensure our residents that their opinions will continue to be valued. It will also provide the Council, over time, with information to establish trends in the opinions of residents toward City services, the City in general, and other issues of concern.

COMMUNITY IMPACT:

Citizen attitude surveys provide elected officials with a statistically valid representation of the feelings of the Scottsdale population on a broad range of issues and services. Actions that stem from survey results demonstrate the City's ability to respond positively to the community.



Roy E. Pederson
City Manager