



Final Results

TIME LINE

September 2012

InfoGroup selected to conduct residential survey for City of Sterling Heights

- Designed to help prioritize services, gauge satisfaction levels, and help formulate future policy

November 2012

Survey fielded via mail and email

- Sample list randomly chosen from InfoGroup's consumer database of Sterling Heights residents
- Approximately 90 questions
- 6 open-ended questions

January 2013

Data collection ends

- Analysis and Report Development

February 2013

Final Report published



City of Sterling Heights - Home - Mail Survey

Home City Questions

1. When you passed that City of Sterling Heights was conducting a survey on the sidewalk?

Yes

No

2. Being contacted about that or their team do you feel obligated?

Yes	No
<input type="radio"/>	<input type="radio"/>

3. Overall quality of a Sterling Heights

|

Submit

FINAL RESULTS PRESENTATION



Presented by:

Bernie Galing

Director Market Research

Database Analytics Division



Sample Size

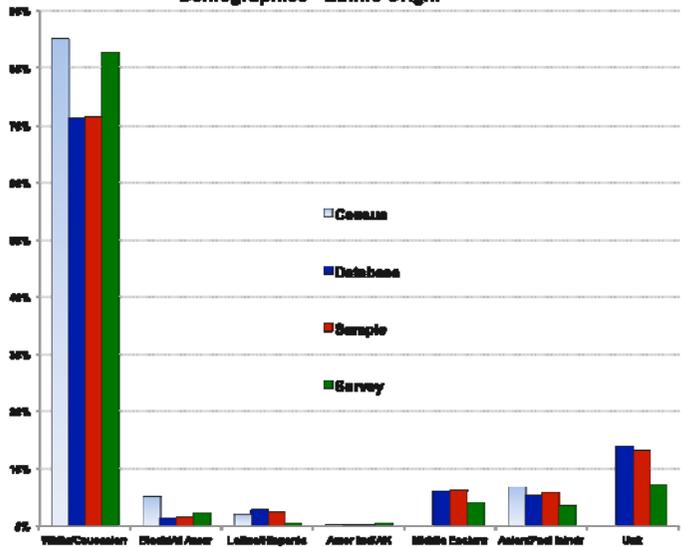
Sample size selected to assure statistical validity at:

95% confidence level

±5% margin of error

Same criteria used for 2006 Residential Survey

Demographics - Ethnic Origin

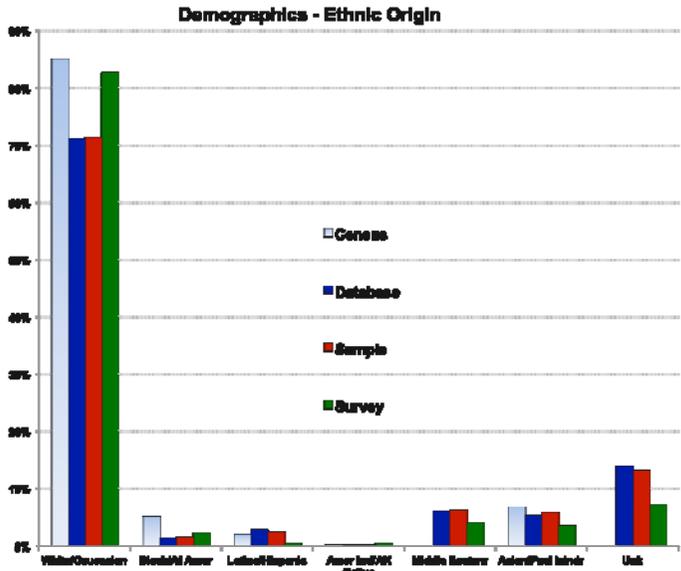




Sample Size

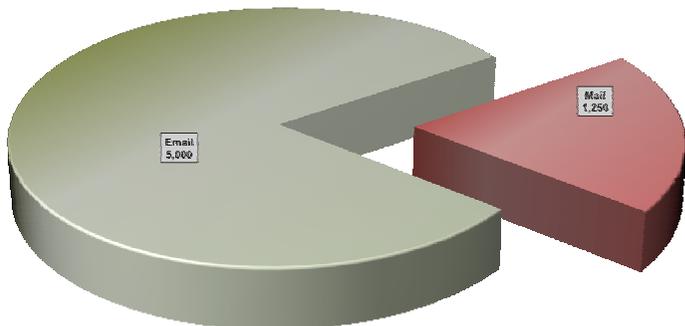
384 responses required
476 actually received

Sample randomly chosen from InfoGroup's consumer database



Sampling Methodology

- Two survey samples randomly chosen based on household:
 - Households with an email address
 - email survey
 - Households without an email address
 - mail survey



Email addresses over-sampled because of lower response rates:

5,000 residents sampled with email addresses
1,250 residents sampled without email addresses

Overall survey response rates:

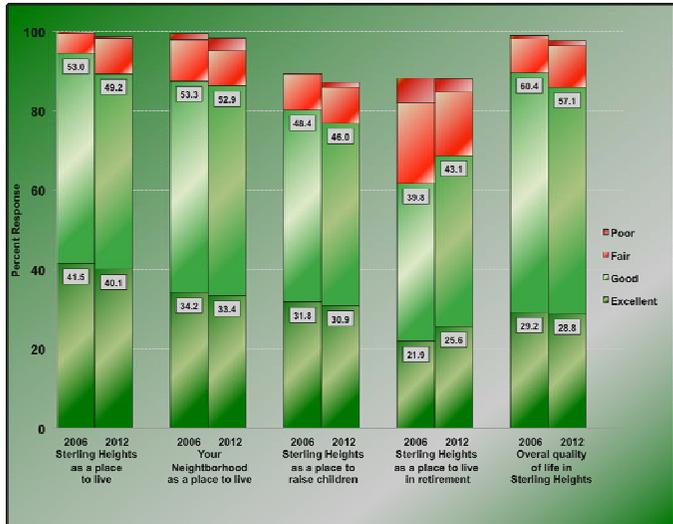
Email → 3.5% Mail → 24.0%



Key Results – Good Place to Live



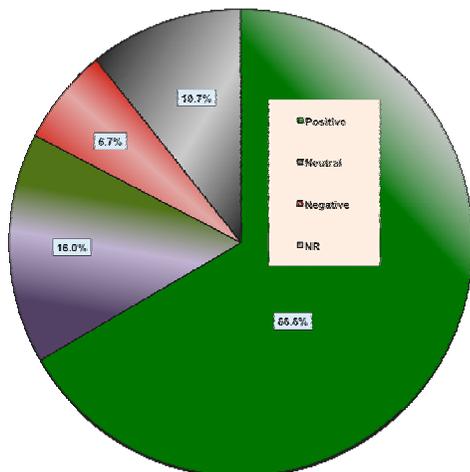
- Sterling Heights is a good place to live
 - Most questions over 75% positive (“Excellent” or “Good”)
 - Quality of life 86% positive
- Results very similar to those from 2006 survey
- Place to retire slightly better than 2006



Key Results – Positive Feelings about the City



- Top responses when asked to describe Sterling Heights in a single word:
 - Home/Family 13.7%
 - Safe 11.3%
 - Nice/Clean 10.3%
 - Good 9.5%
 - Diverse 5.7%
- People are also positive about the words they used to describe the city:
 - Positive 66.6%
 - Neutral 16.0%
 - Negative 6.7%

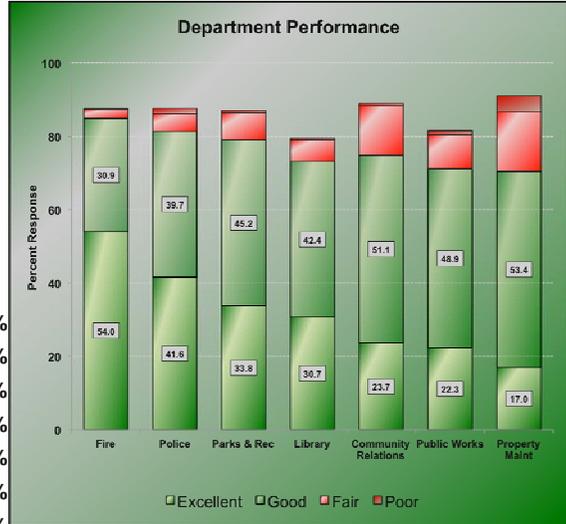


Key Results – Departments Performing Well



- The performance of all city departments is rated “Excellent” or “Good” by 70 percent or more of survey respondents:

– Fire	84.9%
– Police	81.3%
– Parks & Recreation	79.0%
– Library	73.1%
– Community Relations	74.8%
– Public Works	71.2%
– Property Maintenance	70.4%



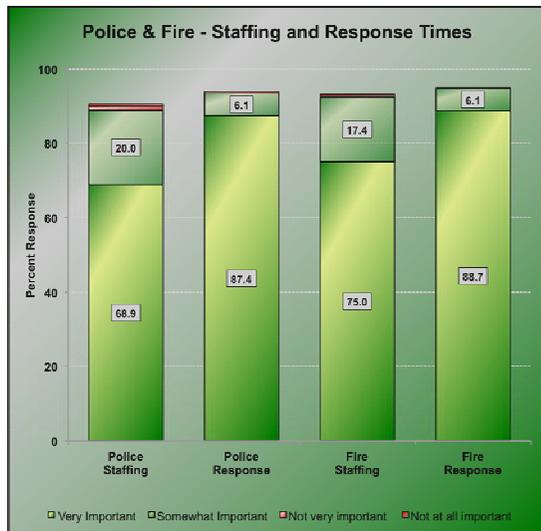
Key Results – Police & Fire Staffing/Response are Important



- Almost everyone felt police & fire staffing and response times were “Very Important” or “Somewhat Important”:

– Police Staffing	88.9%
– Police Response Times	93.5%
– Fire Staffing	92.4%
– Fire Response Times	94.8%

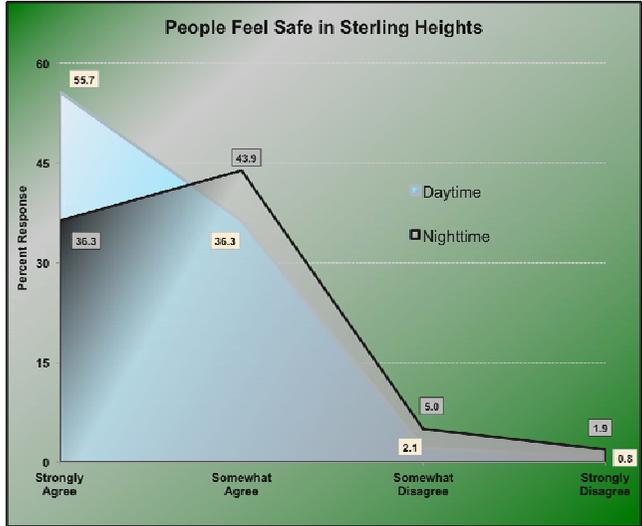
- Very few negative (“unimportant”) responses



Key Results – Most Residents Feel Safe in the City



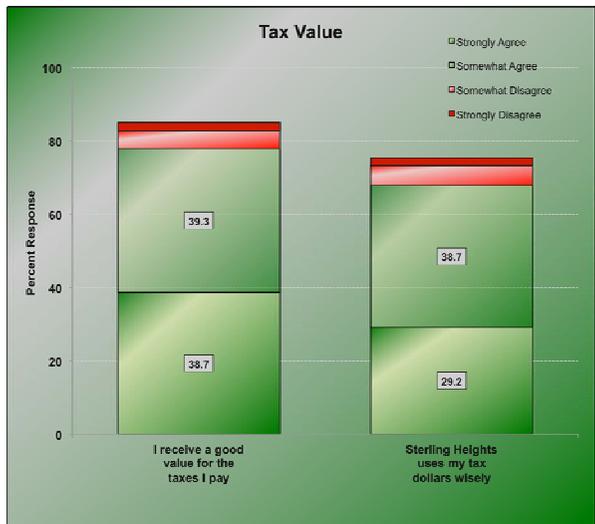
- People generally feel safe in Sterling Heights:
 - During the day 92.0%
 - At night 80.2%
- Very few indicate they don't feel safe



Key Results – Good Value for Taxes Paid



- Over three-fourths of respondents feel they get a good value for the taxes they pay to the city.
 - Good value → 78%
 - Not a good value → 7%
- Furthermore, most respondents feel the city uses their tax dollars wisely
 - Taxes used wisely → 68%
 - Taxes not used wisely → 8%
- Sterling Heights is doing a good job with resident's tax dollars

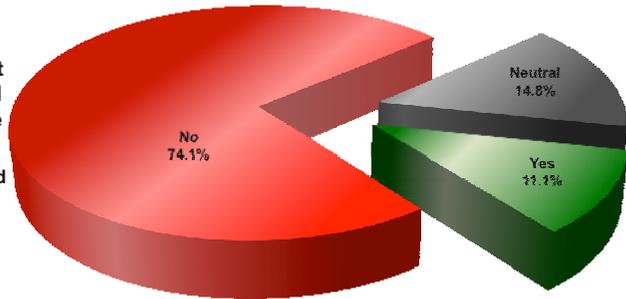


Key Results – Keep Police & Fire Staffing at Current Levels



Layoff Additional Police & Fire

- Clearly, vast majority of respondents do not want to see additional layoffs of police & fire personnel
 - Performance is good (> 81%)
 - Current staffing important (> 90%)
 - Response times important (> 93%)
 - Feel safe (92%)
- Some concern that maintaining current staffing levels will cause taxes to increase (11.1%)

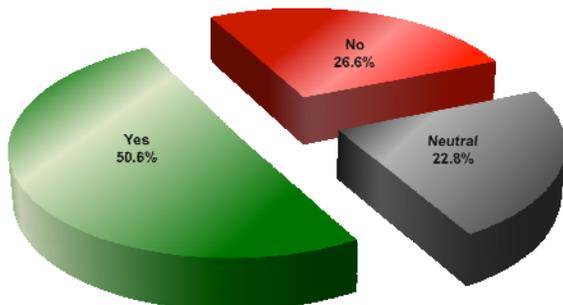


Key Results – Some Support for Millage Rate Increase



Increase Millage Rate

- About half of respondents support (to some degree) a millage rate increase to maintain current police & fire staffing levels
 - 25% “strongly” support this measure
- Almost a quarter (23%) are neutral
- About a quarter (27%) oppose this measure
 - 13.8% “strongly” disagree



Key Results – Most Believe City Should Not Reduce Services



Where SHOULD the city reduce services?	Percent
No Cuts	26.5%
City Employees/Offices	5.0%
Radio/Sterling Heights Television	4.0%
Parks & Recreation	3.8%
Police/Fire/Public Works	2.5%
Roads/Recycling	2.5%
Community Relations	0.2%
Other	6.9%
No Response	48.5%

26.5% said NO CUTS
(this is more than those who said something **SHOULD** be cut)

Only 24.9% indicated areas where services **SHOULD** be cut

Almost half had no response

Where SHOULD the city NOT reduce services?	Percent
Police & Fire	41.8%
No Reductions	6.7%
Roads/Trees	4.0%
Recycling/Trash	2.1%
Snow Removal	1.7%
Schools/Library	1.5%
Other	6.5%
No Response	35.7%

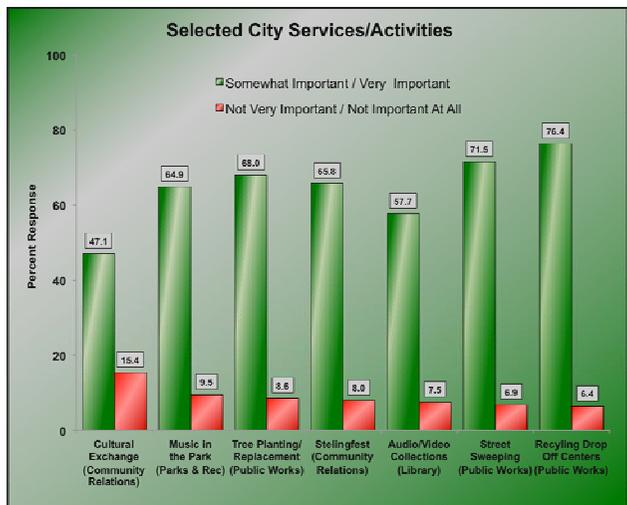
Don't cut Police & Fire!



Key Results– Some Services Have Relatively High “Negatives”



- Some city services are not very important to a relatively large portion of respondents
 - Negatives much more “powerful” than positives
 - Over 5% negative responses should be examined closely
- “Negatives” **DO NOT** mean services should be reduced – only that these should be reviewed in terms of cost/benefit



Key Conclusion #1 – Don't Cut Police & Fire Positions



- Don't cut Police & fire staffing levels
 - People generally feel safe even though some indicate crime is increasing
 - Over 90% feel police & fire response times are important
 - Over 90% feel police & fire staffing levels are important
 - Over 80% rate police & fire performance as “excellent” or “good”
- Strong base of support for maintaining Police & Fire staffing
 - 74% disagree that current levels should be reduced
 - 65% agree or are neutral that millage rates should be increased
 - 48% agree
 - 17% neutral

BUT . . .

- Substantial opposition to further tax increases
 - 26.6% disagree with increased millage rates



Key Conclusion #2 – The City is Moving in Right Direction



(“Excellent” or “Good” Responses)

- Survey results little changed from 2006
- | | <u>2006</u> | <u>2012</u> |
|-----------------------------------------------------|-------------|-------------|
| – Sterling Heights as a place to live | 94.5% | ➔ 89.3% |
| – Your neighborhood as a place to live | 87.5% | ➔ 86.3% |
| – Sterling Heights as a place to raise children | 80.2% | ➔ 76.9% |
| – Sterling Heights as a place to live in retirement | 61.7% | ➔ 68.6% |
| – Overall quality of life in Sterling Heights | 89.6% | ➔ 85.9% |
- All city services have good performance
 - Rated “good” or better by 70% or more of respondents
 - 83% agree that the city provides quality services
 - Residents get a good value for the taxes they pay (78%)
 - City uses tax dollars wisely (68%)
 - 82% would recommend Sterling Heights as a place to live to a friend or relative
 - 76% agree city is moving in the right direction
 - 68% agree that city policies encourage business development



ACTION PLAN

Administrative Analysis

Department directors and manager to review results to assist in prioritizing city programs and improve the efficiency of service delivery

Budget Impact

Survey results will help formulate policies and refine services that could be reflected in upcoming budgets

Final Results

www.sterling-heights.net



STRATEGIC PLANNING

February 2013
