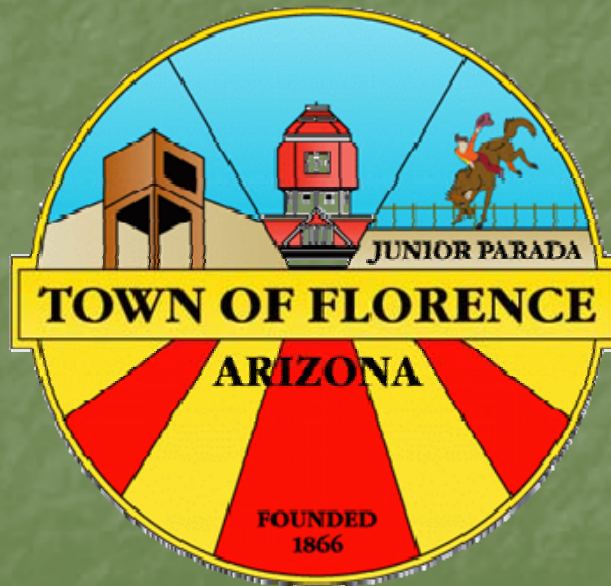


2011 Town of Florence Citizen Survey



Presented by Jess Knudson, PIO
July 5, 2011

Citizen Survey

- 1100 surveys were distributed to Town of Florence residents. 486 Surveys were returned (44% response rate).
- Surveys were sent to random households based on residential utility bill accounts.
- Surveys were sent out on March 1st. The deadline to return the surveys was April 15th.
- Previous surveys were conducted in 2006, 2007, 2008, and 2010.
 - Available at www.florenceaz.gov/survey
- Individual survey results are completely anonymous.

Citizen Survey

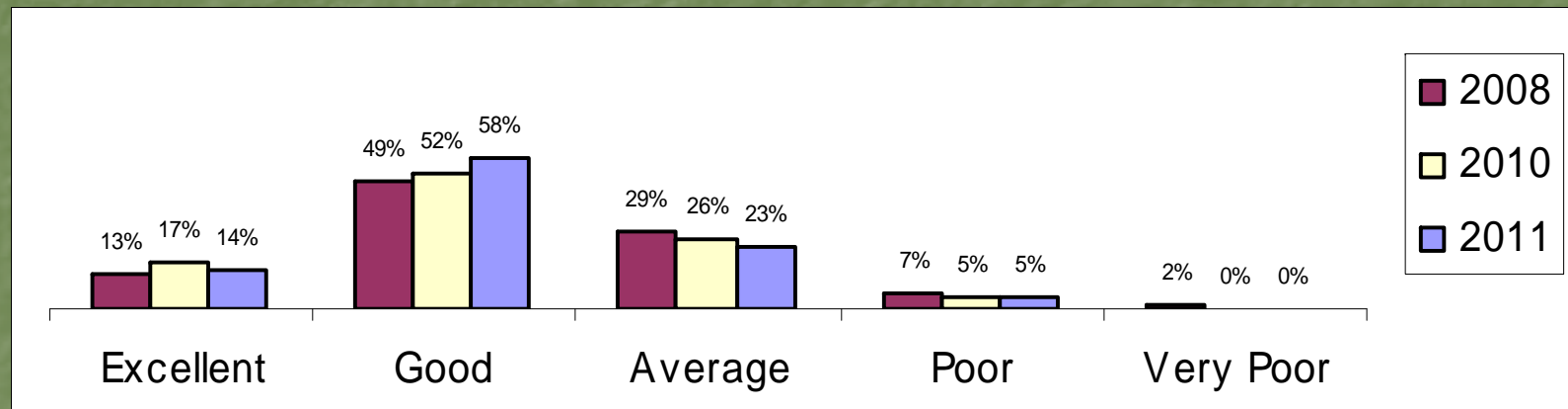
- There are five areas or components in the survey:
 - Community Rankings
 - Service Rankings
 - Policy Opinions
 - Demographics
 - General Comments

Community Ratings

- Citizens were asked for their perception of the community.
 - How do citizens feel about living in Florence?
 - What do citizens view as the important and less important criteria in the community.
 - What do residents see as problems in the community?

Community Ratings

How would you describe Florence as a place to live?



72% of the respondents said Florence is an excellent or good place to live.

472 Total Responses

Community Ratings

Citizens were asked about what they like and do not like about living in Florence.

Top likes:

Historical Character (79%)

Small Town Feel (78%)

Climate (76%)

Friendly People (75%)

Quiet (72%)

Top dislikes:

Shopping Opportunities (76%)

Job Opportunities (31%)

Community Ratings

Citizens were asked what they perceive to be as a problem in Florence.

Top problems:

Unkept Buildings (51%)

Lack of Growth (37%)

Weeds (33%)

Taxes (31%)

Not problems:

Traffic Congestion(63%)

Too Much Growth (53%)

Service Ratings

- Citizens were asked to rate services provided by town departments.
 - 1=Excellent, 2=Good, 3=Average, 4=Poor, 5=Very Poor.
 - The majority of the ratings fell in the excellent to good categories.
 - The only rating that fell below average is water taste (3.39). This category did improve from previous years.
 - Overall, the quality of services provided by the Town are Average (2.37).

Service Ratings

- The top five ratings for the year 2011 are:
 - Firefighter attitude and behavior (1.52)
 - Fire emergency response time (1.52)
 - Professionalism of Fire Dept. (1.58)
 - Garbage pickup (1.65)
 - Professionalism of Senior Center employees (1.67)
- The top five ratings for the year 2010 were:
 - Firefighter attitude and behavior (1.44)
 - Professionalism of Fire Dept. (1.50)
 - Fire emergency response time (1.50)
 - Professionalism of Senior Center employees (1.66)
 - Garbage pickup (1.66)

Service Ratings

- The bottom five ratings for 2011 are:
 - Water taste (3.39)
 - Storm water drainage (2.61)
 - Quality of recreational programs (2.58)
 - Variety of recreational programs (2.57)
 - Maintenance of downtown Florence (2.55)
- The bottom five ratings for 2010 were:
 - Water taste (3.23)
 - Storm water drainage (2.69)
 - Variety of recreational programs (2.67)
 - Maintenance of downtown Florence (2.54)
 - Quality of recreational programs (2.53)

Service Ratings

- Citizens were asked for their perception of town staff.
- 65% of respondents had contact with a Town of Florence employee in the last six months.

Service Ratings

- **Responsive**
 - 82% indicated excellent or good
 - 4% indicated poor or very poor
- **Knowledgeable**
 - 80% indicated excellent or good
 - 4% indicated poor or very poor
- **Courteous**
 - 85% indicated excellent or good
 - 3% indicated poor or very poor
- **Overall**
 - 83% indicated excellent or good
 - 5% indicated poor or very poor

Library Services

Respondents were asked what areas of technology at the Florence Community Library interest them.

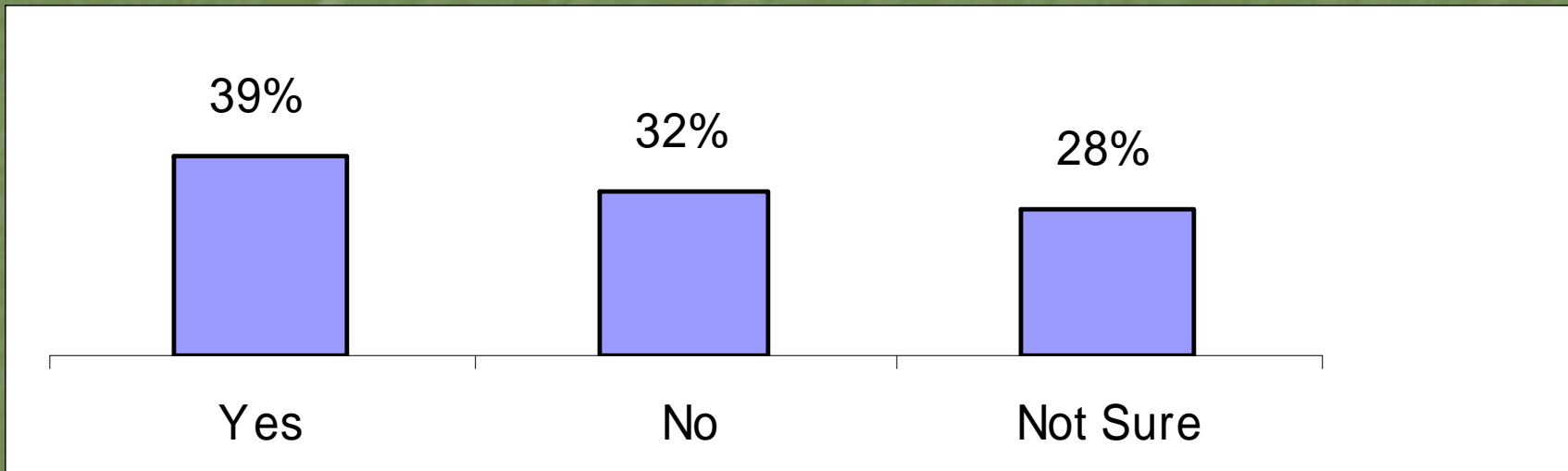
- Easy to use library access from home (117)
- More Internet access computers in library (66)
- Other devices available for check-out: e-book readers, MP3 players, etc. (60)

Policy Opinions

- Residents were asked their opinion:
 - Florence Copper Project
 - Recycling
 - San Tan Valley incorporation
 - Overall actions of the Town Council in 2011

Policy Opinions

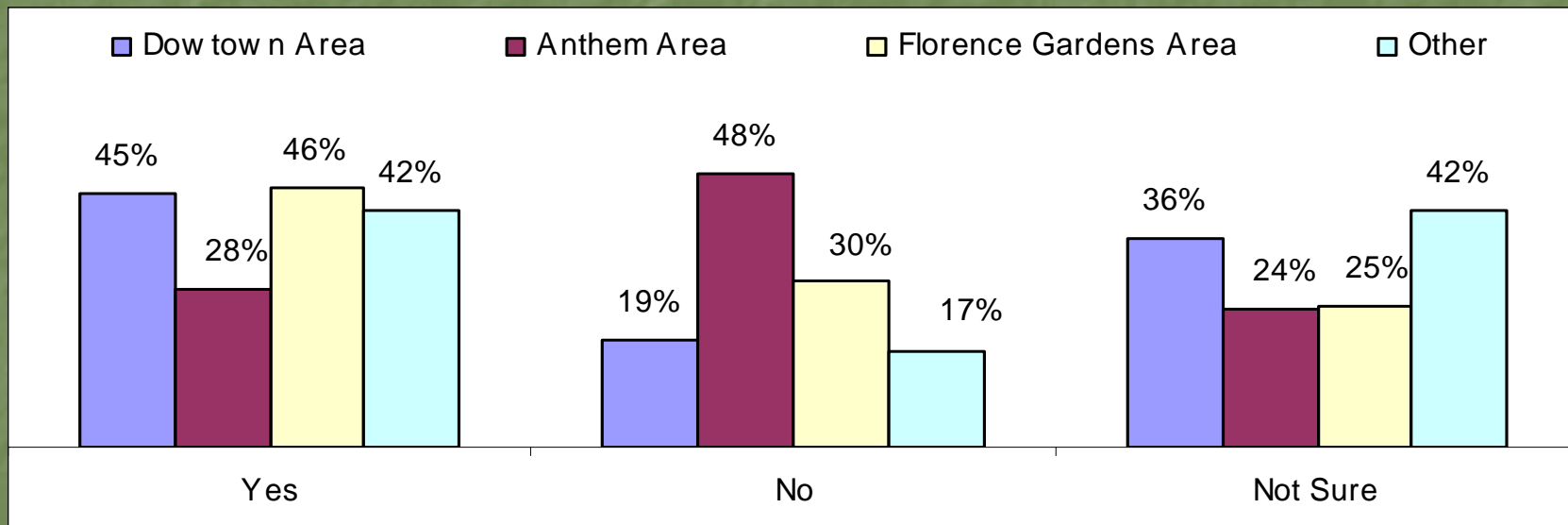
Should the Town allow Curis Resources LTD to open and operate a Copper Mine Operation on Hunt Highway?



479 Total Responses

Policy Opinions

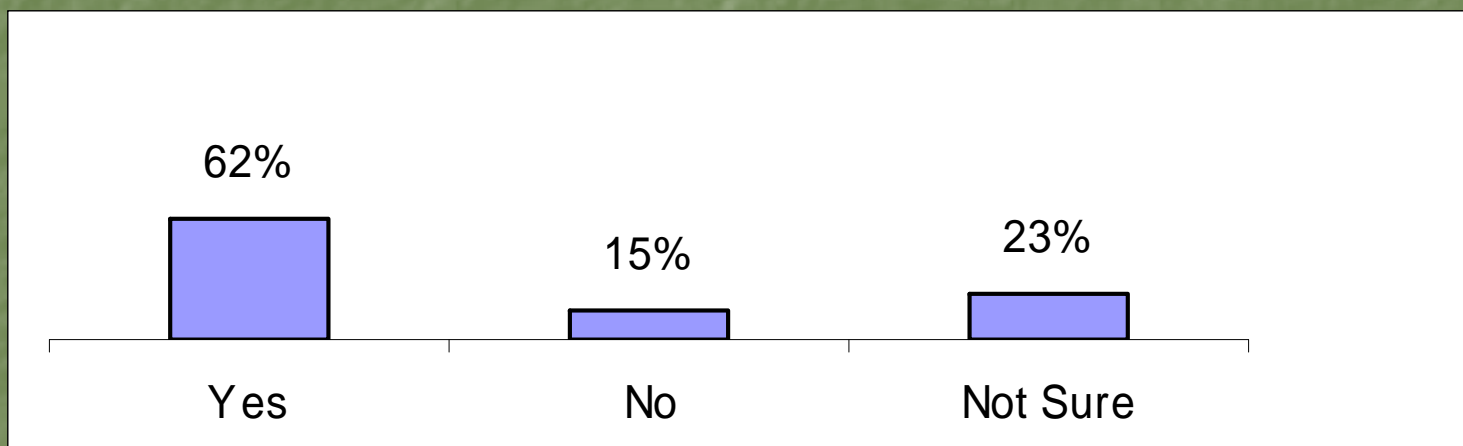
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Policy Opinions

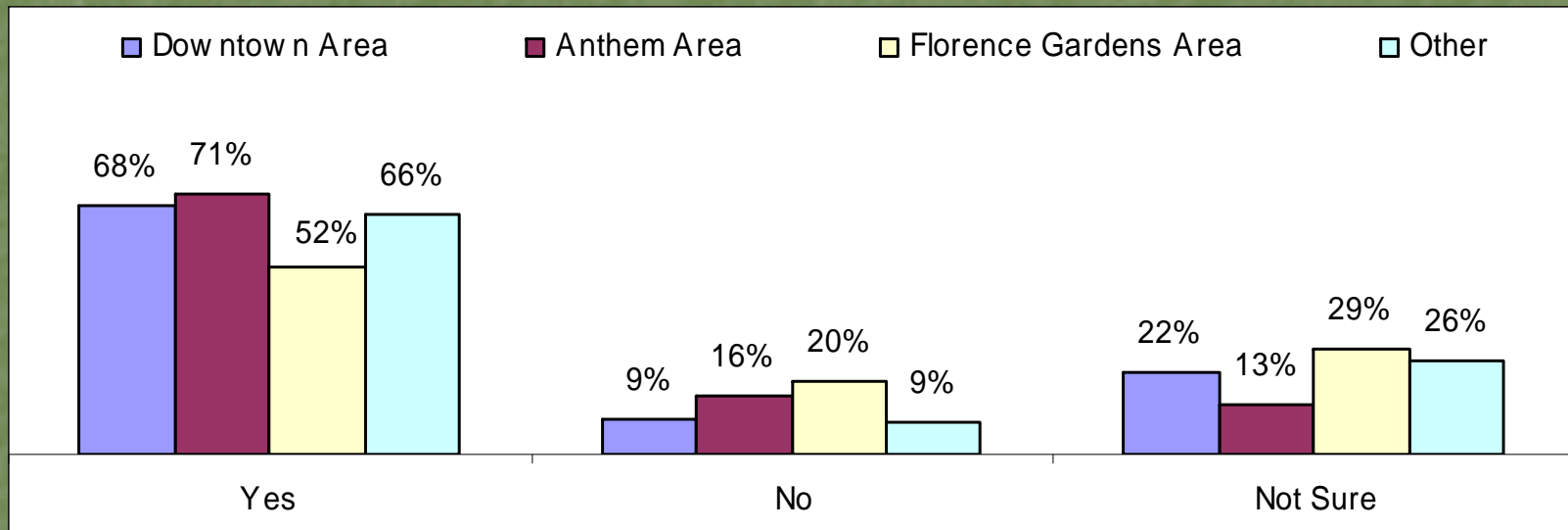
Should the Town provide curbside Recycling Service?



478 Total Responses

Policy Opinions

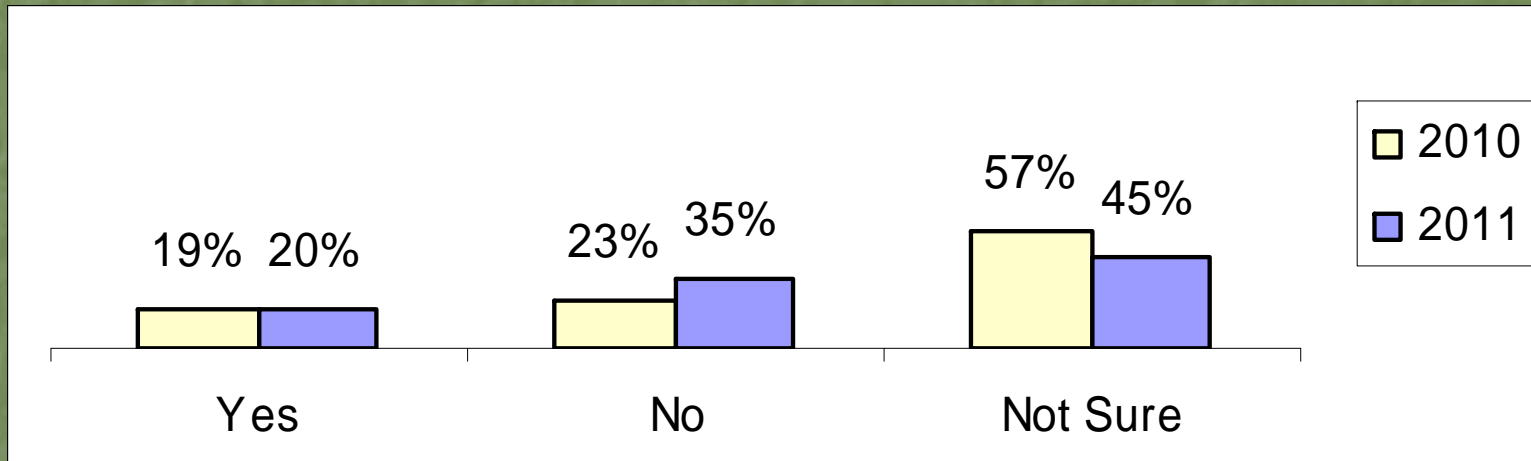
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Policy Opinions

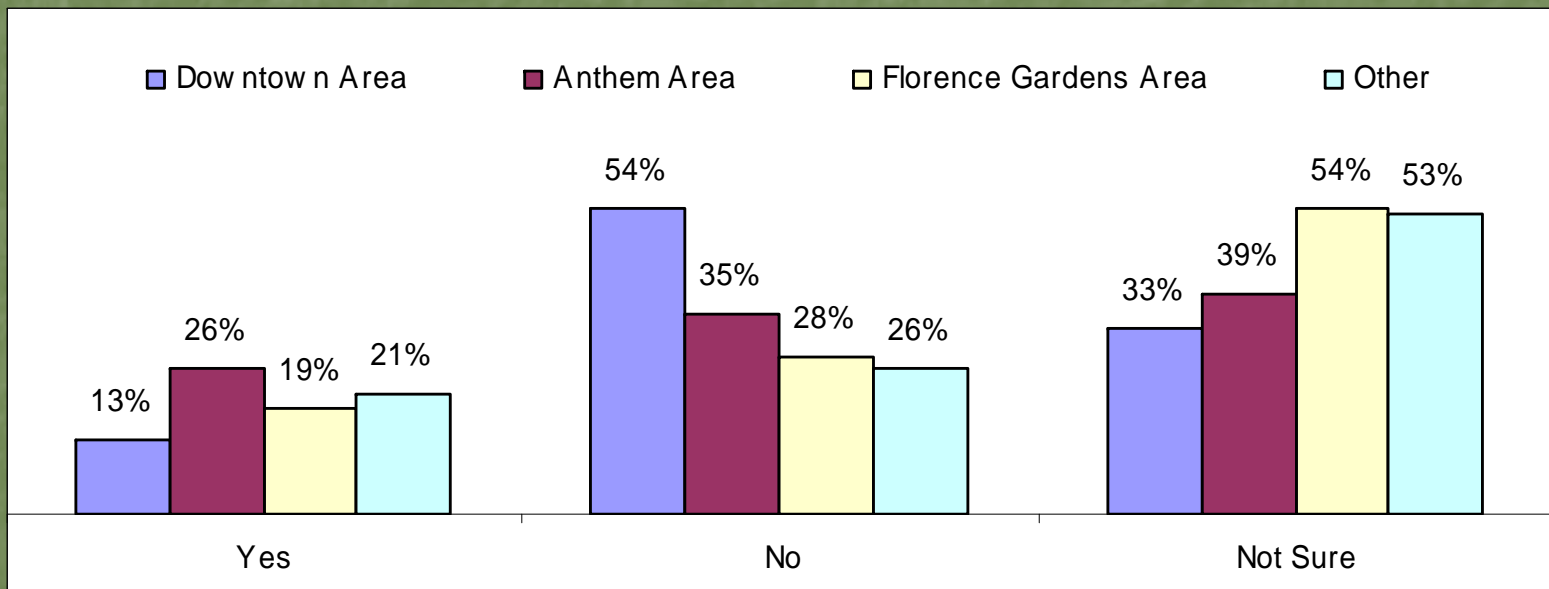
Should the Town support the incorporation efforts of San Tan Valley?



478 Total Responses

Policy Opinions

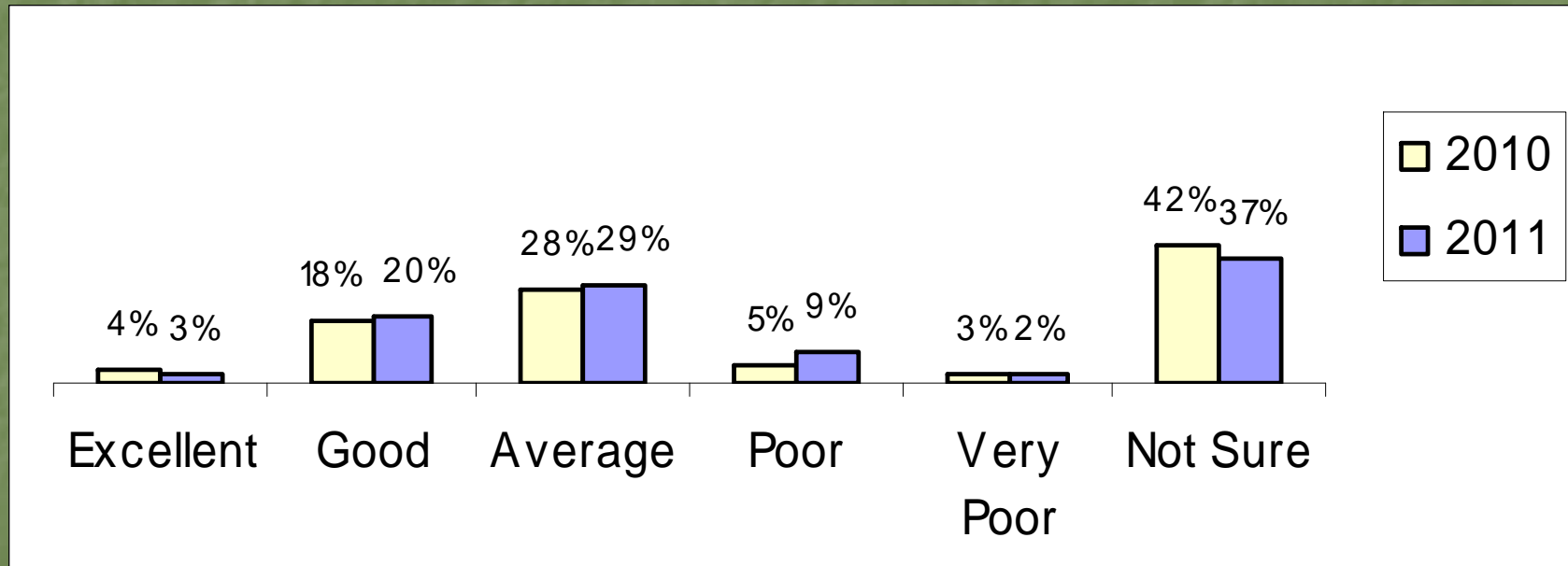
Should the Town support the incorporation efforts of San Tan Valley?



478 Total Responses

Policy Opinions

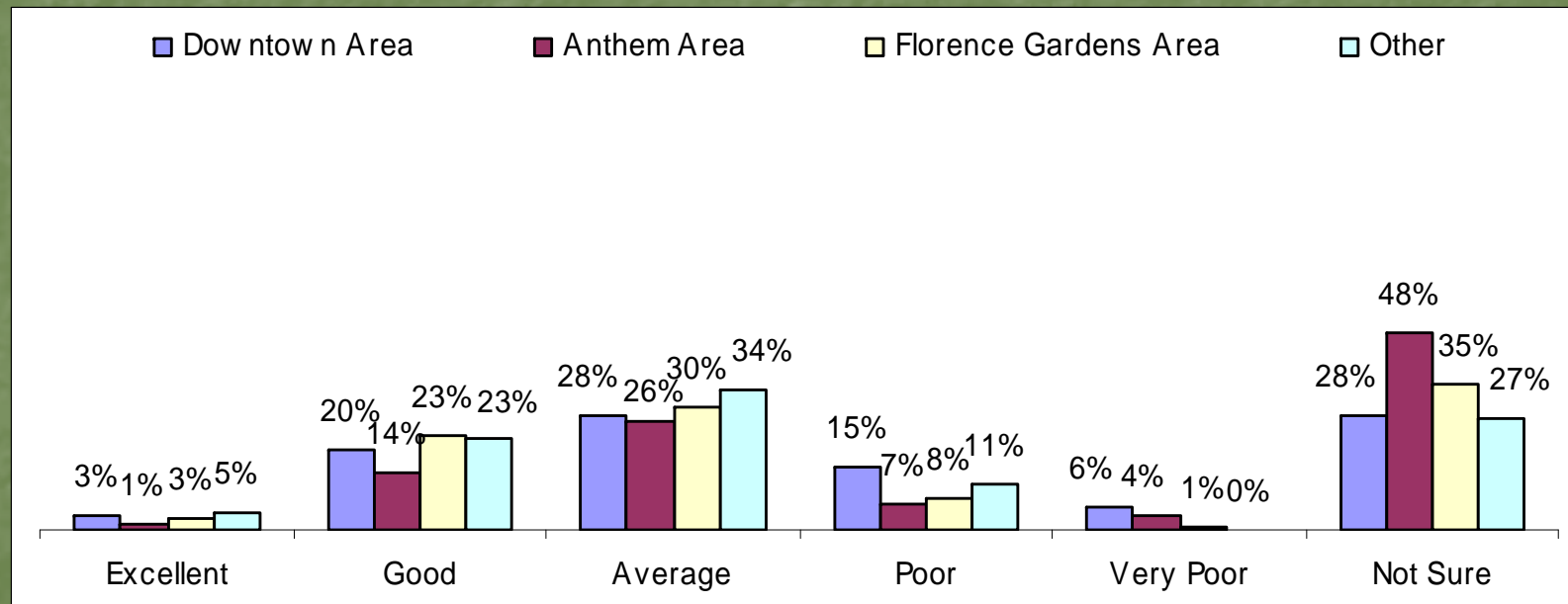
How would you rate the actions of the Town Council in 2010?



461 Total Responses

Policy Opinions

How would you rate the actions of the Town Council in 2010?



461 Total Responses

Demographics

- Interesting facts about respondents:
 - 28% use Facebook or Twitter
 - The average length of time spent living in Florence is 12.5 years; average age is 66.5.
 - 73% are retired; 21% are employed full-time or part-time.
 - 74% are married.
 - 61% are registered to vote in Arizona.

Demographics

- More interesting facts:
 - 51% are female.
 - 61% of respondents live in Florence year-round.
 - Of the part-time residents, the average length of stay in Florence is 5.5 months.
 - 42% live in Florence Gardens; 18% in the Town Core; 29% in Anthem; 10% in other.

General Comments

- Residents were asked to provide comments if they had anything to share with the town.
- The comments were not edited for form or content; Typos and grammatical errors included.
- Respondent's personal info redacted.
- Unreadable comments replaced with "...".
- 43% of the respondents provided comments in this section.

Conclusion

- Residents continue to want more shopping opportunities in Florence. 76% of residents feel the shopping opportunities in Florence are poor or very poor.
- Residents take pride in the historical character; appreciate small town feel; see unkempt buildings as a major problem.
- 72% view Florence as an excellent or good place to live.
- Customer service provided to residents continues at a high level. 83% receive excellent or good service from Town staff.
- Improvements from previous year results continue. Town is improving or preserving increased levels in several categories.

Questions?

