

Early Summary of 2008 Quality of Services Survey Results

Department & Division Heads

January 13, 2008

Andrew Statz, Mayor's Office

Objective

- Measure the level of satisfaction and sense of importance that Madison residents have toward various City services
- This information can be used to guide resource allocations and seek service improvements

The Survey

- Contracted with the UW's Survey Center to administer a survey
- Mailed to 1,000 households
 - 50 sent to each of the 20 aldermanic districts
- Representative sample
 - Address list from MGE included homeowners and renters
- Two waves of mailings
 - October 24, 2008, and November 14, 2008
- Will be deployed again in 2009 and 2010

Survey Questions

1. Overall quality of life
2. Satisfaction with 15 City services
3. Importance of the same 15 City services
4. Overall service quality
5. Additional comments (open ended)

15 City Services

- a) Police Services
- b) Fire Services
- c) Bus Service
- d) Garbage Collection
- e) Recycling Collection
- f) Leaf & Brush
Collection
- g) Snow Plowing
- h) Street Condition
- i) Park Maintenance
- j) Traffic Enforcement
- k) Drinking Water
- l) Land Use &
Planning
- m) Libraries
- n) City Website
- o) Lake Quality

Survey Format



City of Madison Quality of Services Survey

1. Overall, how would you rate the quality of life for most people in the City of Madison?

- Poor
- Fair
- Good
- Very good
- Excellent

2. Next, please rate how satisfied you are with the following services offered by the City of Madison.

For each of the services listed below, please check the circle to show if you are extremely dissatisfied, very dissatisfied, somewhat dissatisfied, in-between, somewhat satisfied, very satisfied, or extremely satisfied with the service.

	Extremely dissatisfied	Very dissatisfied	Somewhat dissatisfied	In- between	Somewhat satisfied	Very satisfied	Extremely satisfied	Don't know
a. Police department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Fire department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Metro Transit bus service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Garbage collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Recycling collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Leaf and brush collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Snow plowing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Condition of street pavement and asphalt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Park maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Traffic enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Drinking water quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Land use and planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. City website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. Lake quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Next, please rate how important you find the following services offered by the City of Madison.

For each of the services listed below, please check the circle to show if you find it not at all important, slightly important, somewhat important, very important, or extremely important.

	Not at all important	Slightly important	Somewhat important	Very important	Extremely important	Don't know
a. Police department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Fire department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Metro Transit bus service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Garbage collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Recycling collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Leaf and brush collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Snow plowing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Condition of street pavement and asphalt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Park maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Traffic enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Drinking water quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Land use and planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. City website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. Lake quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Overall, how would you rate the services offered by the City of Madison?

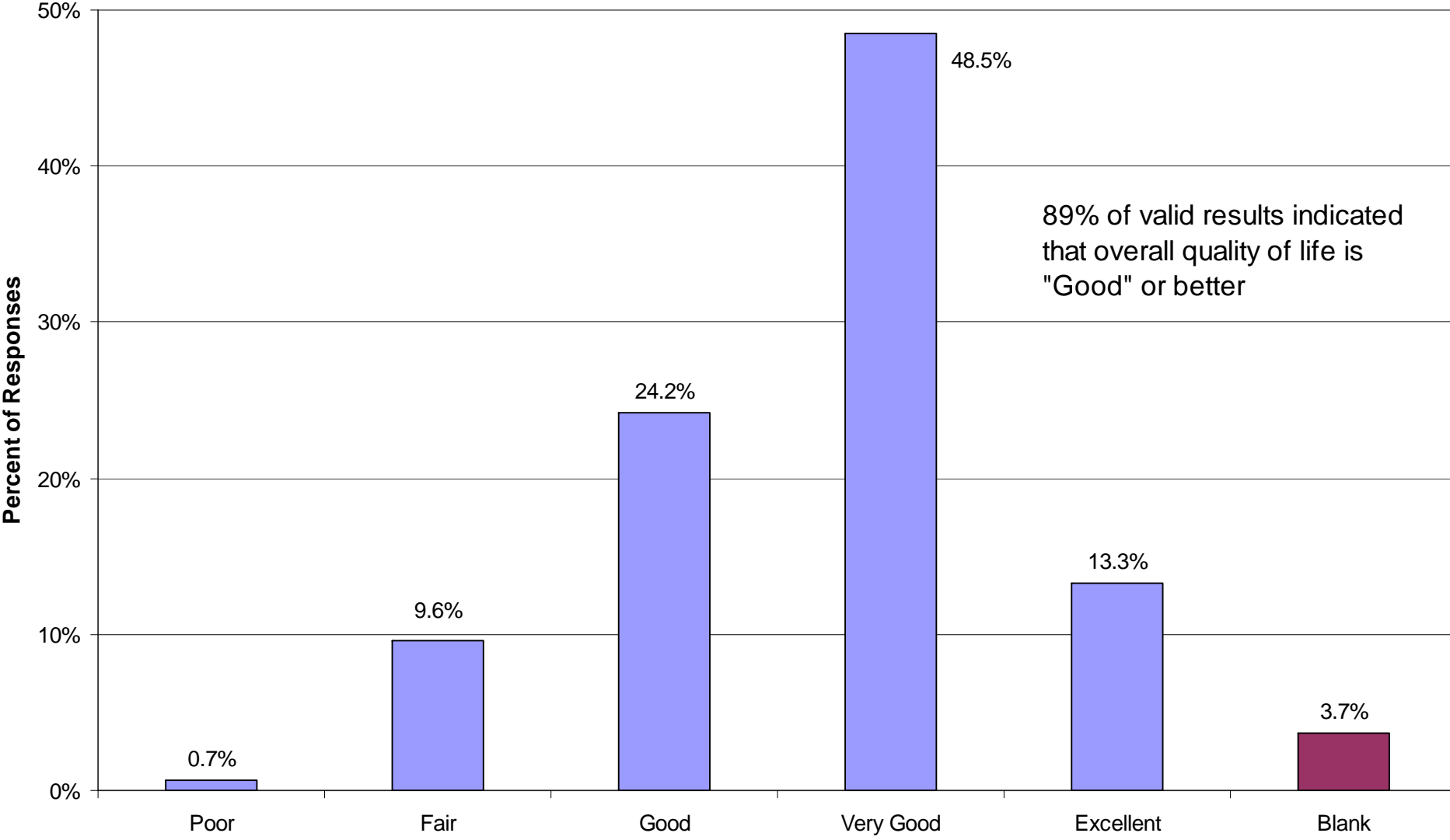
- Poor
- Fair
- Good
- Very good
- Excellent

5. Please use this space to provide additional comments.

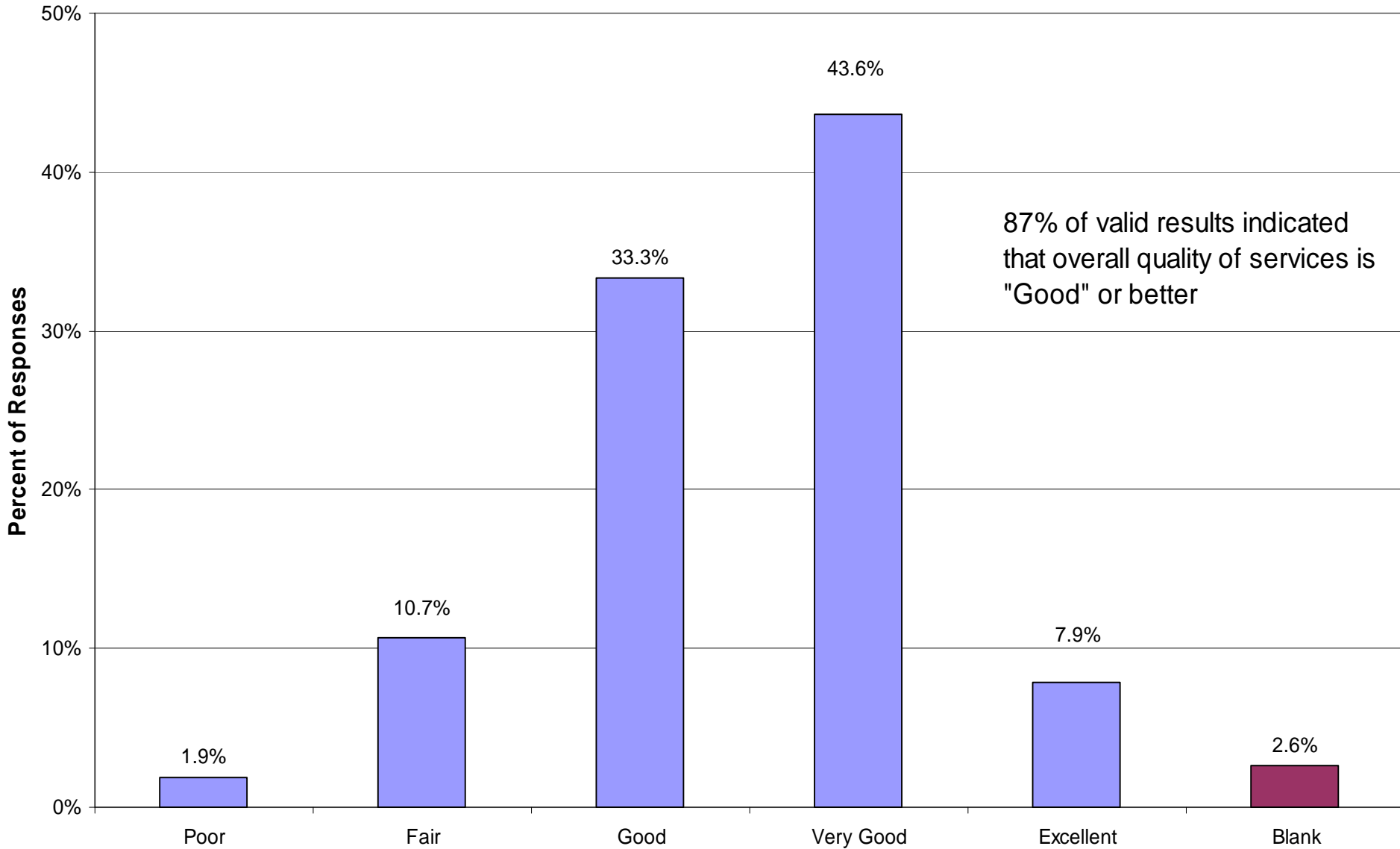
High Response Rate

- Of 1,000 mailings 429 were returned
 - Response rate of 30% is desired
 - 20% is not atypical
 - 43% is exceptionally high
- Need at least 300 to be statistically significant
 - Can put some faith into these numbers as an accurate representation of residents' attitudes

Overall Quality of Life



Overall Quality of Services



Service Satisfaction

1. Extremely dissatisfied
2. Very dissatisfied
3. Somewhat dissatisfied
4. In-between
5. Somewhat satisfied
6. Very satisfied
7. Extremely satisfied

Highlights: Service Satisfaction

- At least 50% said they were “Satisfied” or better with all but 5 services:
 - Bus Service (49.9%)
 - Street Condition (47.7%)
 - Land Use & Planning (48.9%)
 - City Website (47.2%)
 - Lake Quality (23.9%)
- Highest was Garbage Collection at 74.0% “Very Satisfied” or better
- Lowest was Lake Quality at 31.6% “Very Dissatisfied” or worse

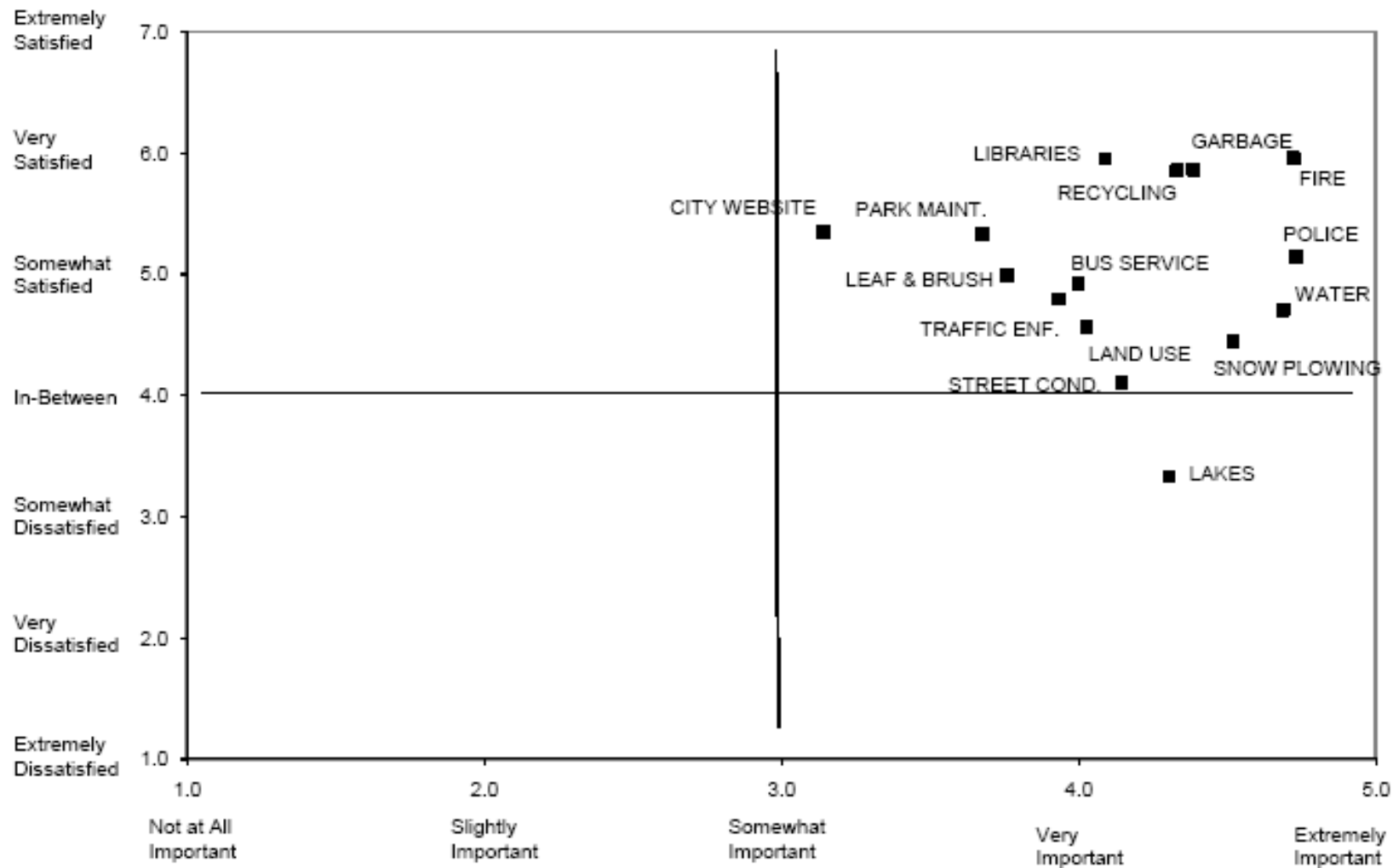
Service Importance

1. Not at all important
2. Slightly important
3. Somewhat important
4. Very important
5. Extremely important

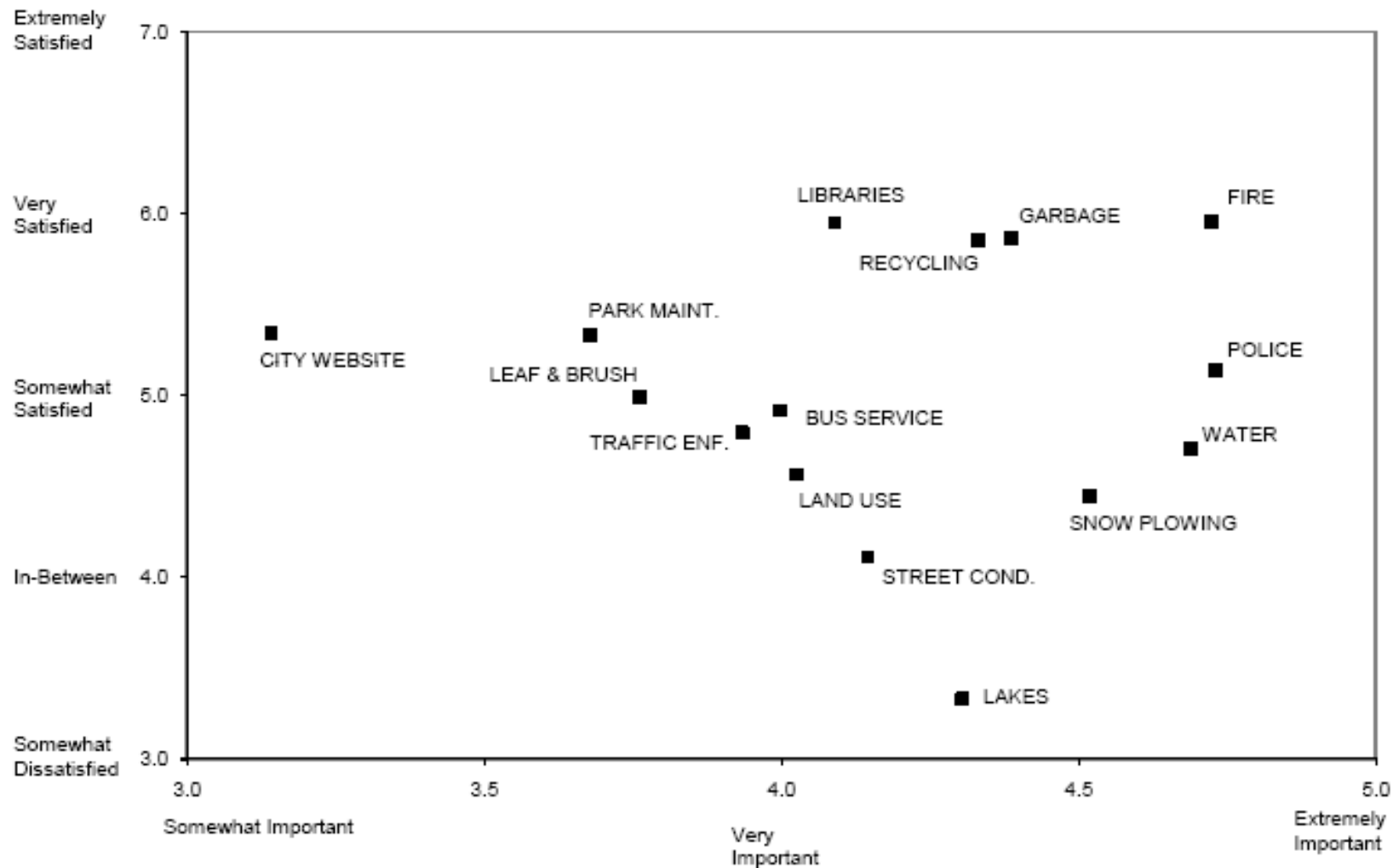
Highlights: Service Importance

- Police and Fire were rated as the most important services
 - Police at 96.2% as "Very Important" or "Extremely Important"
 - Fire at 96.0% at "Very Important" or "Extremely Important"
- City Website was the only service with less than 50% at "Very Important" or "Extremely Important"

Average Service Satisfaction vs. Importance



Average Service Satisfaction vs. Importance



Next Steps...

Formal summary and report:

- More detailed analysis of results
- Distribution for each service
- Results by aldermanic district
- Verbal discussion of results
- Tabulation of open-ended responses
- Posted on Mayor's webpage
- Presented to Common Council

Contact Info

If you have questions or additional suggestions later...

Email or call Andrew Statz at:

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- (608) 266-4611