
*2008 City of Concord
Customer Satisfaction Survey
Report Findings*

Submitted to:
The City of Concord, CA



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March 2008

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2008 Customer Satisfaction Survey

Executive Summary Report

Overview and Methodology

The City of Concord conducted a customer satisfaction survey during February 2008. The survey was designed to gather public input about issues that interest residents of the City of Concord. The results of the survey will be used to determine how well the City is performing City services compared to the results of previous surveys conducted.

The twelve-page survey was administered by phone to a random sample of 604 households in the City. The results for the random sample of 604 households have a 95% level of confidence with a precision of at least +/- 4.0%.

This report contains:

- an executive summary of the methodology
- charts depicting the overall results of the survey with comparisons to the results of previous surveys.
- GIS maps that show how respondents answered selected questions based on the location of their home
- tabular data for all questions on the survey
- a copy of the survey instrument.

Crosstabulations that show the results by Police District and other demographic variables have been published in separate appendices.

Interpretation of “Don’t Know” Responses. The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphing purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in the Tabular Data Section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

Summary

The 2008 City of Concord residents' satisfaction survey indicates that the City's residents continue to be pleased with the quality of life in Concord and with the services provided by the City of Concord. They also report that they are pleased with the performance of the employees with whom they have had contact. The following survey results illustrate these continued trends:

- 82.6% of residents rate the quality of life in Concord as either good or excellent.
- 84.8% of residents rate the quality of services provided by the City as good or excellent.
- 95.3% of residents are somewhat satisfied, very satisfied, or extremely satisfied with City services.
- 86.4% of residents rated the City as very responsive or somewhat responsive.
- 84.8% of the residents having contact with a City employee rated the job being done as good or excellent.
- 93.6% rated the employees that maintain City parks as very efficient or somewhat efficient.
- 90.0% rated the Concord Police as very efficient or somewhat efficient.
- 93.2% rated the employees that sweep and maintain streets, trim trees and maintain sewer and storm drain systems as very or somewhat efficient.
- 90.6% of residents who received City information rate it as very clear and understandable.
- 89.3% of those who visited the City's Web site found the information they were seeking.
- 91.0% of residents indicated that the Concord Police Department is effective in curbing local crime.
- 89.6% of residents indicated that the Concord Police Department treats people fairly regardless of race, ethnicity, gender or sexual orientation.
- 95.6% rated the Police Department as widely supported by the community.
- Community safety (27.5%) and traffic flow (18.7%) rank as the top issues of concern to Concord residents.

Major Findings

- **Ratings of the Quality of Life in Concord.** The majority (83%) of residents rated the City of Concord as an “excellent” or “good” place to live; 14% rated it as “fair” and only 3% felt it was “poor.”
- **Issues Residents Felt Were the Most Serious Problems Facing Residents.** The items that residents felt were the most serious problems facing residents living in the City were: community safety (28%), traffic flow (19%), gangs/violence (15%) and education/public schools (12%). There was a significant increase (+13%) in the percentage of residents who felt community safety was a serious problem facing residents of Concord (28% in 2008 vs. 15% in 2006). There was also a significant decrease (-4%) in the percentage of people who felt over development was a serious issue facing residents of Concord (6% in 2006 vs. 2% in 2008).
- **Perception of the Qualities that Make a City a Good Place to Live.** Residents were asked to rate the level of importance of various qualities they felt were most important in making a city a good place to live. After respondents rated these items, they were then asked to identify how *personally* satisfied they were with these qualities in Concord. The results are listed below:
 - Residents felt the *most important* qualities that make a City a good place to live included: safe neighborhoods, clean and well maintained streets, park and recreation programs, having the City’s downtown be clean and well maintained public parks.
 - The qualities that residents were *most satisfied* with in Concord were the availability of public parks, street maintenance/cleanliness and park/recreation programs. The qualities residents were least satisfied with included the local public school system, good job availability and traffic flow. The qualities that showed the biggest increases in satisfaction levels from 2006, based upon the mean ratings, were sense of community and traffic flow through the City.
- **Satisfaction with City Services.** Overall sixty-one percent (61%) of residents were either “extremely” or “very satisfied” with City services, 35% were “somewhat satisfied,” 2% were “not satisfied” and 2% did not have an opinion. This was a significant increase in satisfaction from the 2006 results (61% in 2008 vs. 52% in 2006). Specific results regarding satisfaction levels are provided below:
 - The highest levels of satisfaction with City services, based upon those respondents who rated the item as a “7” to “10” on a 10-point scale, were trash pick-up and recycling (87%), the maintenance of public parks (87%) and recreation opportunities and programs (86%). Residents were least satisfied with the repair of broken sidewalks (62%).

- The City services that showed the biggest increases in satisfaction levels from 2006, based upon the mean ratings, were child care programs and the housing assistance provided for lower income residents.
- **Perception of Neighborhoods.** Residents were asked to rate the appearance of their neighborhood on a 10-point scale. Residents were then asked to identify the neighborhood issues they felt were most important in making a neighborhood a good place to live. The results are provided below:
 - Seventy-one percent (71%) of residents rated the appearance of their neighborhood as “excellent” or “good” (“7” to “10”), 16% rated the appearance of their neighborhood as “neutral” (“5” to “6”) and 4% rated their neighborhood as “fair” or “poor” (“1” to “4”); 9% of respondents did not have an opinion.
 - The neighborhood issues that residents felt were most important in making a neighborhood a good place to live, based upon the items that residents rated as a “7” to “10” on a 10-point scale, were trash (90%), abandoned vehicles (88%) and deteriorated structures (87%). When compared to the 2006 results, the issues that showed the biggest increases in importance ratings, based upon the means, were vehicle repair businesses in residential areas and home businesses that impact neighboring homes.
- **Customer Service.** Overall eighty-four percent (84%) of residents felt the quality of services provided by the City were “excellent” or “good;” 14% felt the quality of services were “fair” or “poor” and 2% did not have an opinion. The specific results regarding customer service issues accessed on the survey are provided below:
 - Eighty-five percent (85%) and above of residents surveyed felt the groups of City employees accessed on the survey were either “very” or “somewhat efficient.” When compared to the 2006 survey results, the groups of employees the showed the most significant increases (+ 4%) in efficiency ratings were the City employees who design, coordinate and inspect street construction and the employees who stripe streets, install/coordinate traffic signals and manage traffic flow.
 - Eighty-five percent (85%) of the respondents who had contacted the City during 2008 felt the overall job done by City employees was “excellent” or “good;” 13% felt the job was “fair” or “poor” and 2% did not know.
 - The percentage of residents who rated the job performance of City employees as “excellent” or “good” showed an increase from 82% in 2002 to 85% in 2008.

- **Perceptions of the Concord Police Department.** Residents were asked several questions regarding their perceptions and interactions with the Concord Police Department. The results are listed below:
 - Eighty-one percent (81%) of the residents who interacted with a Concord police officer felt the officer was courteous and polite; 9% felt the officer was rude or unpleasant, 8% felt their behavior was neither courteous or rude and 2% did not know.
 - When asked to indicate how strongly they felt certain words and phrases applied to the Concord Police Department, the phrases that residents felt *most applied* (a combination of “strongly applies” and “somewhat applies” responses) to the police department were: “well trained,” “widely supported by the community,” and “concerned about the public’s welfare.” The percentage of residents who felt the Police Department was “effective in curbing crime” and who felt the police department “reflected the demographic makeup of the community” significantly increased (+4%) from the 2006 survey results.

Other Findings

- 91% of the residents who had received information from the City rated the information as “very clear;” 7% rated the information as “not too clear” or “not at all clear” and 2% did not know
- 81% of the residents surveyed agreed with the statement, “Downtown Concord is an attractive, exciting place to visit because of its mix of shopping, restaurants and services.” In 2002, only 64% of the residents surveyed agreed with this statement.
- The percentage of residents who indicated they were able to find the information they needed on the City’s website increased from 77% in 2002 to 89% in 2008.