

Strong Resident Satisfaction Expressed in Survey

Being customer-centered is a core value for the Town of Pittsford. We recognize the customer as the final judge of quality and performance, and our focus is on obtaining the highest level of customer satisfaction. We were therefore very pleased at the overall positive results of our 2011 Resident Satisfaction Survey.

The survey was conducted online via our website in June of this year. We heard from 682 households – considered by survey standards to be a very large and useful sample size for evaluation purposes. We also received hundreds of write-in comments from survey respondents. The survey results allow us to listen, learn and adapt our services and programs in order to anticipate, and meet, the needs of our customers. Your responses let us know what we are doing right and identified opportunities for improvement.

Some of the most notable results of the survey include:

- Satisfaction with overall town government performance increased significantly, from 77% in 2007 to 84% currently;
- Satisfaction with the accessibility of Town government is 81%, up from 76% in 2007;
- Awareness of the Town's Strategic Plan, a priority identified in the 2007 survey, increased significantly from 34% to 51%;
- Satisfaction levels for the Strategic Plan goals rose considerably in all areas, most notably in Fiscal Responsibility, which increased from 62% to 78%
- The desire for electronic communication (email, website) increased significantly while traditional means (mail, phone) fell off;
- Satisfaction with the Recreation Center's program choices fell significantly from 2007; satisfaction rates for the current choices of programs offered ranged (across program areas) from only 36-60%, although satisfaction with actual programs among program participants is quite high (ranging from 74-91% across programs).

Details of the survey, including an executive summary, a complete report, and a compilation of participant comments, are now available on our website at www.townofpittsford.org. You may also stop by Town Hall or the Library to view a copy of the report.

Many thanks to those residents who took time to participate in our 2011 Resident Satisfaction Survey. Your feedback is extremely valuable to us and we will use your input to make continuing improvements to our programs and services. We also highly value the ongoing observations of all our community members. We invite you, as always, to share your ideas and suggestions with any one of our board members or staff. Please also feel free to email me directly at bcarpenter@townofpittsford.org or stop by and see me at Town Hall.