



*Pittsford* 1796

*2007 Resident Survey*

June 12, 2007

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# Background

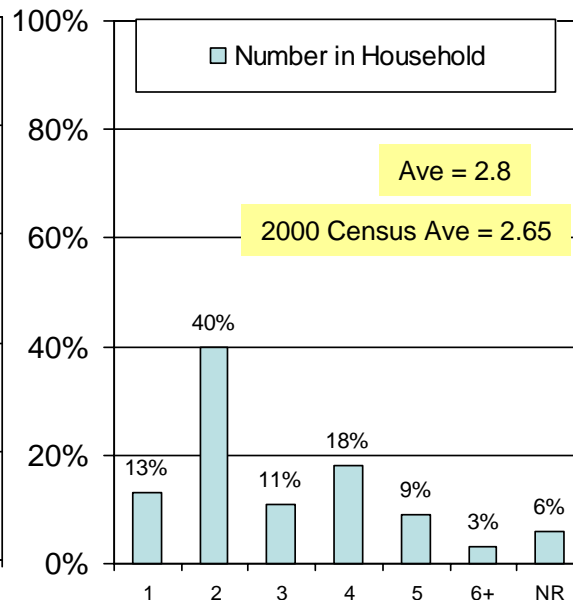
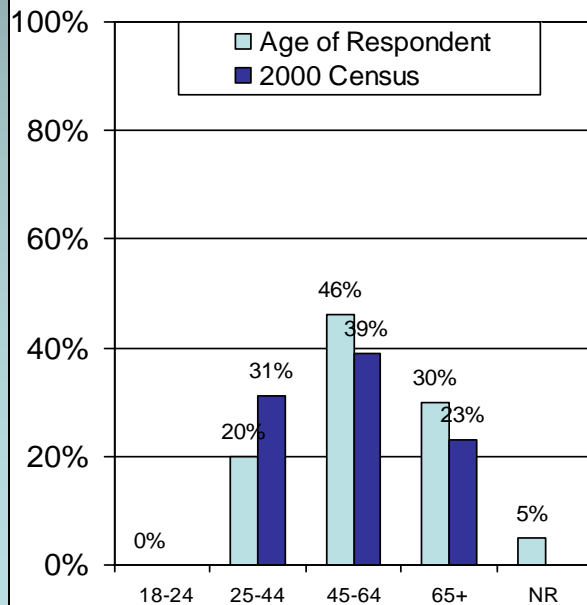
- Pittsford's Town Board contracted with Weiss Marketing Insights to conduct a customer satisfaction study with town residents. The study was intended to be a high-level look at overall satisfaction.
  - The objective was to track customer expectations of and satisfaction with the major services that the town provides for residents:
    - Parks
    - Yard Debris Removal
    - Snow & Ice Removal
    - Library
    - Building Maintenance/Town Facilities
    - Communications
    - Recreation & Community Events
- A paper survey was designed and mailed to all Pittsford residents, 9,800 in total.
  - The survey was mailed on March 12, 2007, and residents were asked to return the survey by March 30. They were encourage to complete the survey on the online version on the town's website.
- In all, 2,207 surveys were completed, for a very strong return rate of nearly 23%.
  - 93% were completed on paper/via mail, 7% were completed online

# Summary

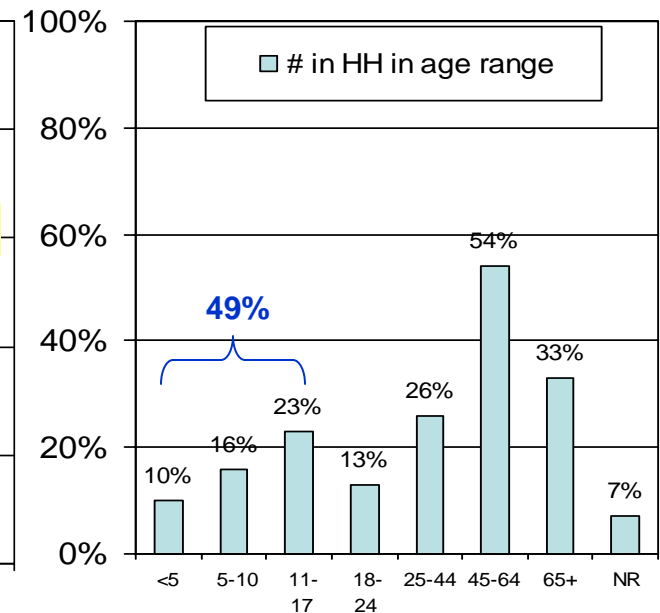
- Overall, satisfaction levels are very high among residents who participated in the survey.
- In addition, the number who were unsatisfied were extremely low in most cases.
- The fact that such a high percentage of residents responded shows the interest level in the opportunity to provide feedback to the town.
- Satisfaction levels are high almost across the board.
  - Notable exceptions are satisfaction with “Fiscal Responsibility” and with the Recreation Center facility.
  - In addition, awareness of the town’s Strategic Plan is quite low, indicating there may be an opportunity to educate residents.

# Who completed the survey?

- **The largest portion of the respondents (46%) are in the 45-64 age group.**
  - Compared to 2000 Census data, the older residents are over-represented in this study.
  - While 31% of residents were age 25-44 in 2000, just 20% of the sample are in this age group.
- **The average number of people in the household is 2.8 for participants, with 40% having two people**
  - In the 2000 census the average number per household was 2.65
- **Just under half (49%) have at least one household member under 18 years old**
- **Just over half (54%) have at least one person in their household in the 45-64 year old category**



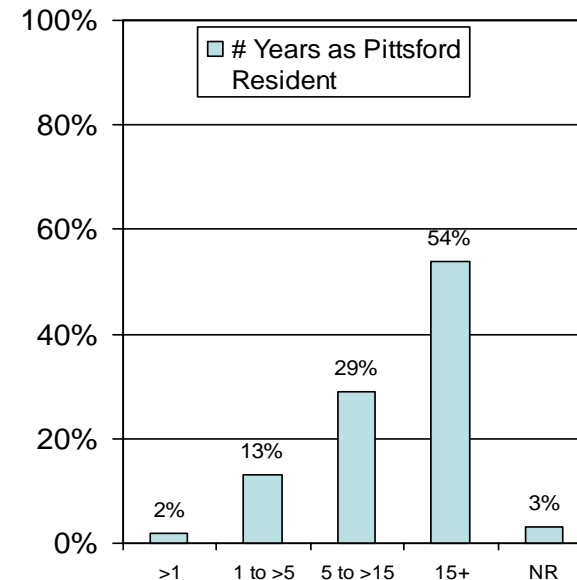
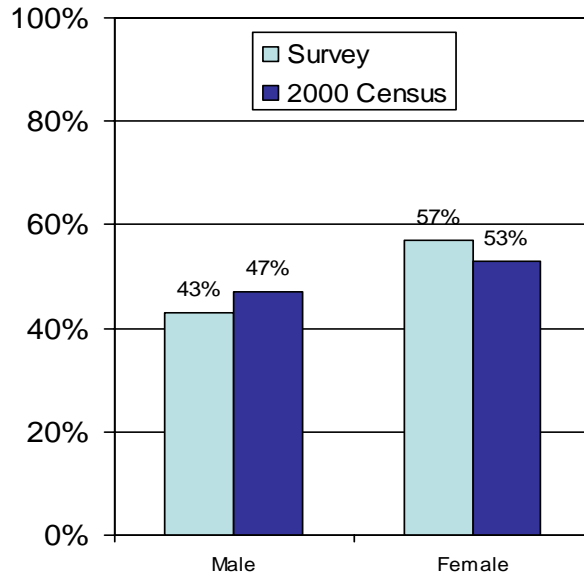
n=2,170; "NR" = No Response



Does not total 100% due to multiple responses

# Who completed the survey?

- More females (57%) completed the survey than males (43%)
  - This is similar to the 2000 Census, although the sample has a slightly higher percentage of females
- Over half of the respondents have been residents for 15 years or more

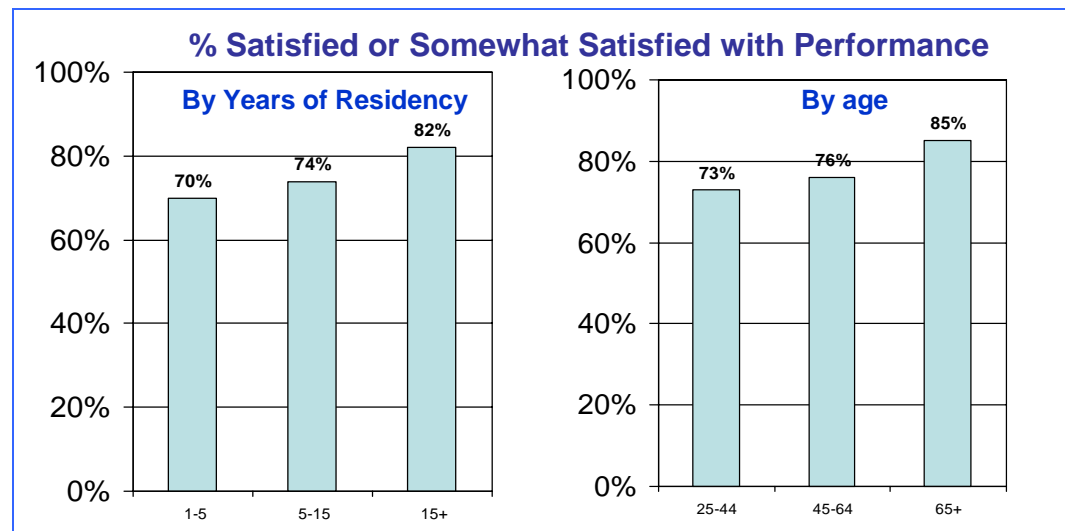
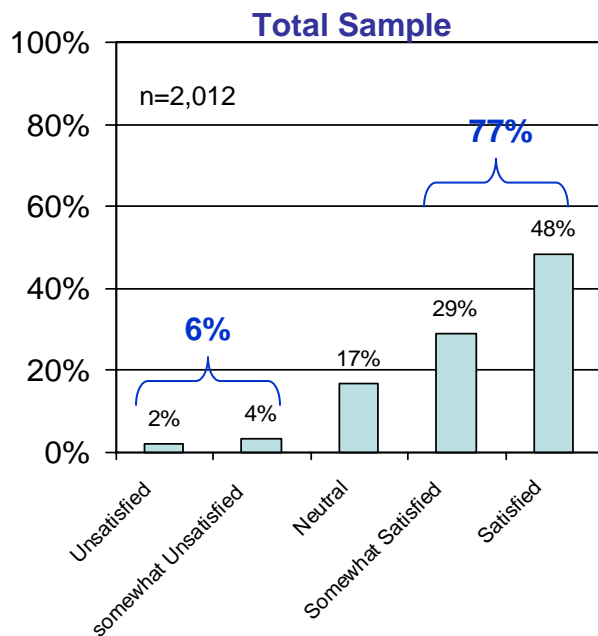


n=2,170 "NR" = No Response

# Overall Satisfaction

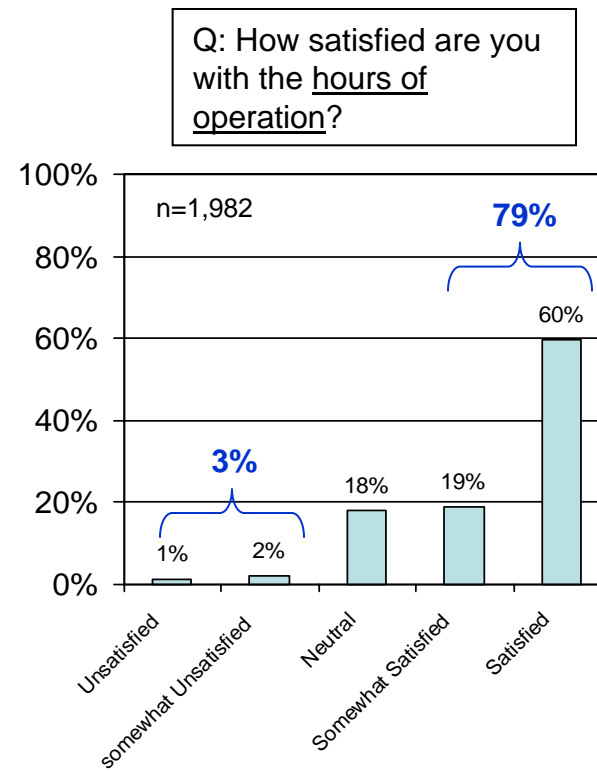
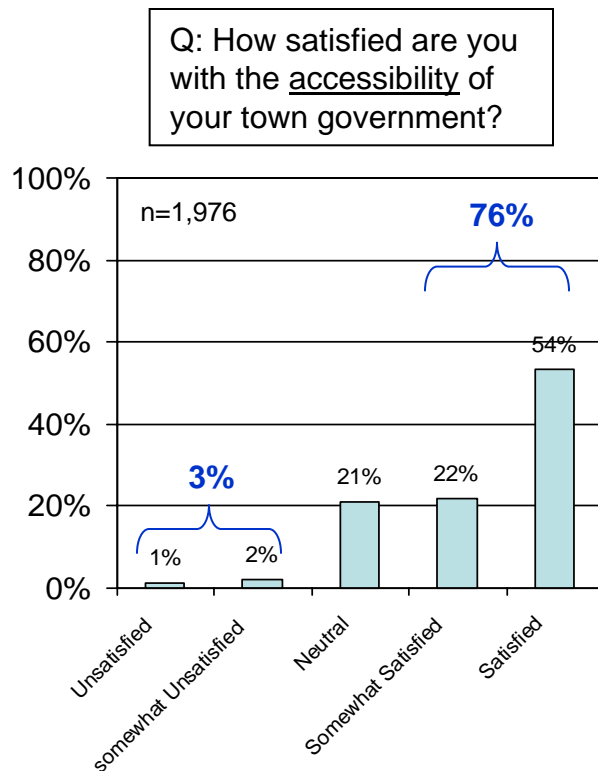
- In general, most residents are satisfied with their town government, with 77% either “satisfied” or “somewhat satisfied”.
  - In addition, just 6% were either “unsatisfied” or “somewhat unsatisfied”
- When looking at different age categories, satisfaction is higher among the older residents.
  - It is unclear if higher satisfaction levels are driven by age, years of residency, or both since they tend to track together.

Q: Overall, how satisfied are you with the performance of your town government?



# Overall Satisfaction

- Most residents are also satisfied with the accessibility of the town government, as well as hours of operation.
  - 76% are either “satisfied” or “somewhat satisfied” with accessibility.
  - 79% either “satisfied” or “somewhat satisfied” with hours of operation.
- Once again, the numbers of unsatisfied respondents is extremely low at just 3%.





# Strategic Plan

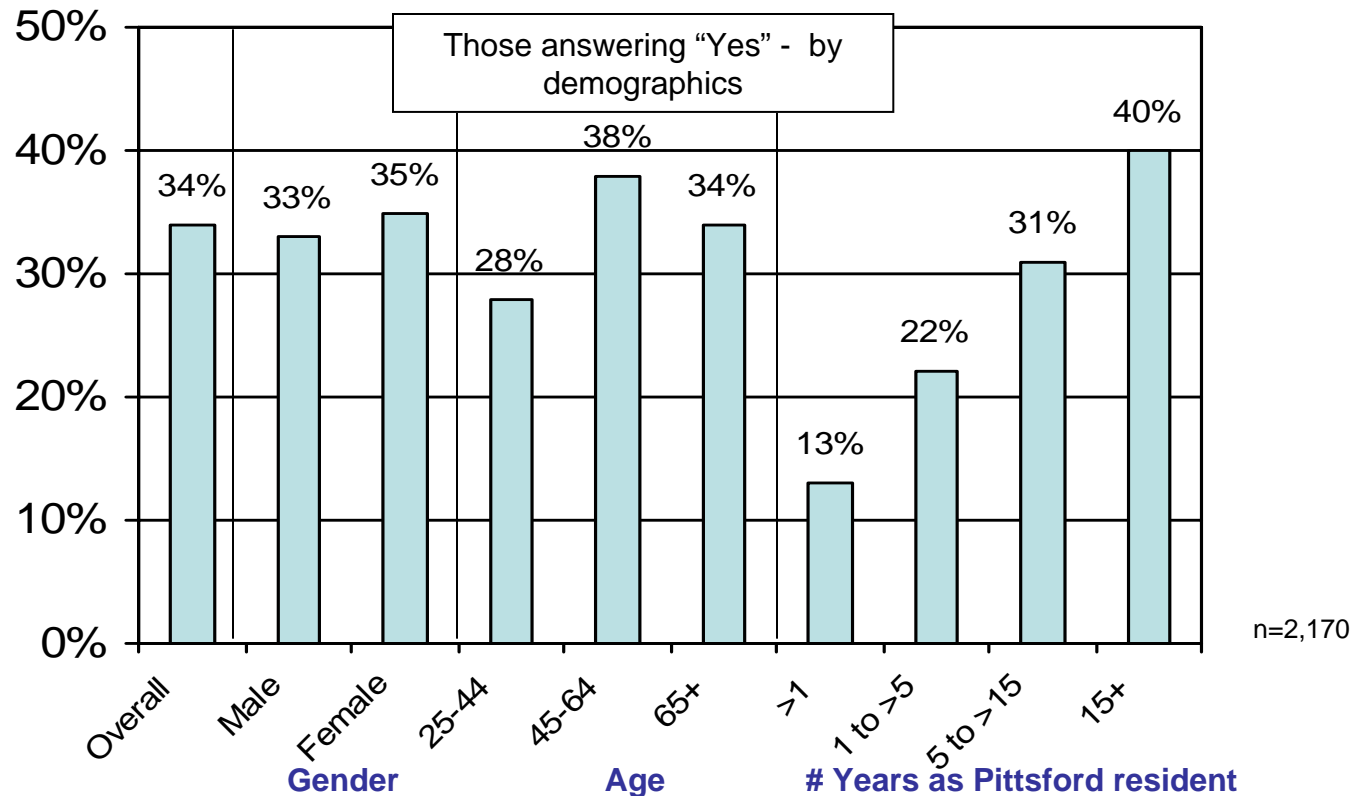
- Only ¼ of respondents are aware of the town's Strategic Plan

Q: Are you aware of the town's Strategic Plan?

Yes	No*
25%	75%

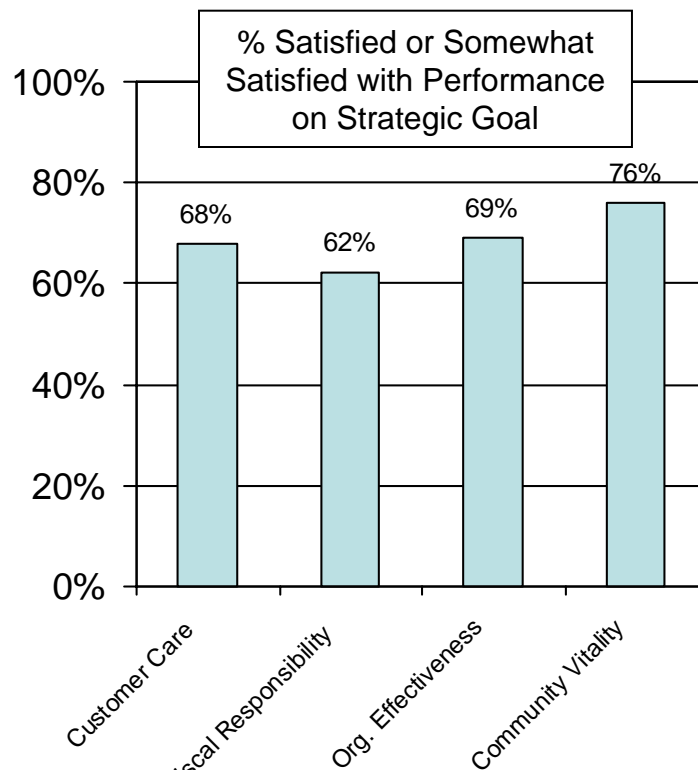
\*Note: =No or No Response

- Awareness is highest among longer-term residents



# Strategic Plan

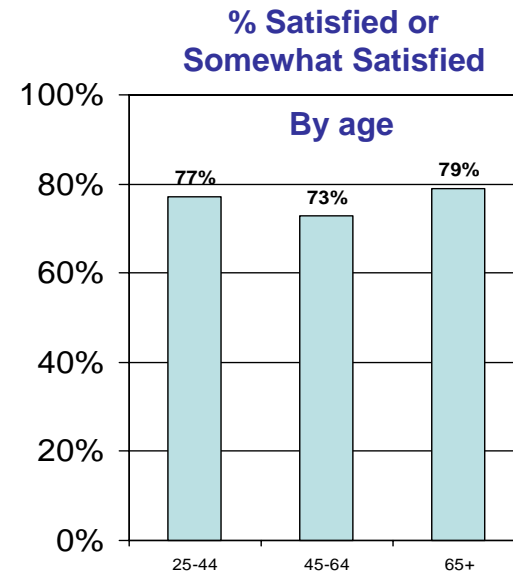
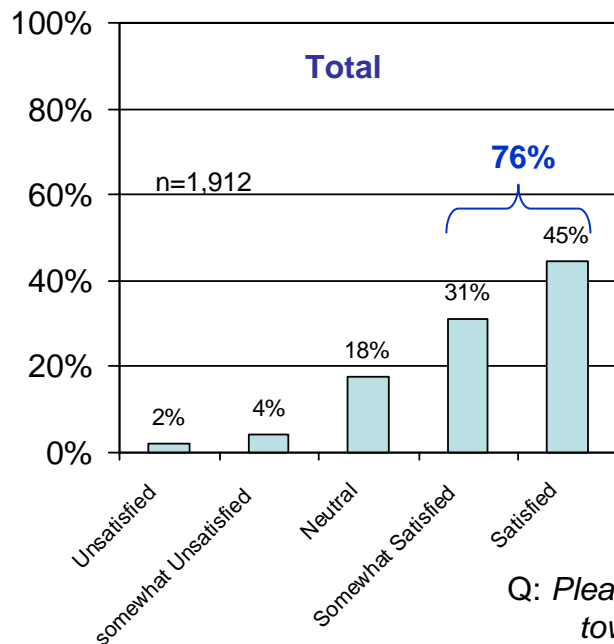
- Those who were aware of the Strategic Plan were asked to rate their satisfaction with the town's performance on specific goals:
  - Customer Care and Focus, Fiscal Responsibility, Organizational Effectiveness, and Community Vitality
- Of the four goals, satisfaction is highest with “Community Vitality”, at 76%
- Satisfaction is lowest for “Fiscal Responsibility”, at 62%



*Q: Please rate your satisfaction with how the town is doing on this strategic goal*

# Strategic Plan – Community Vitality

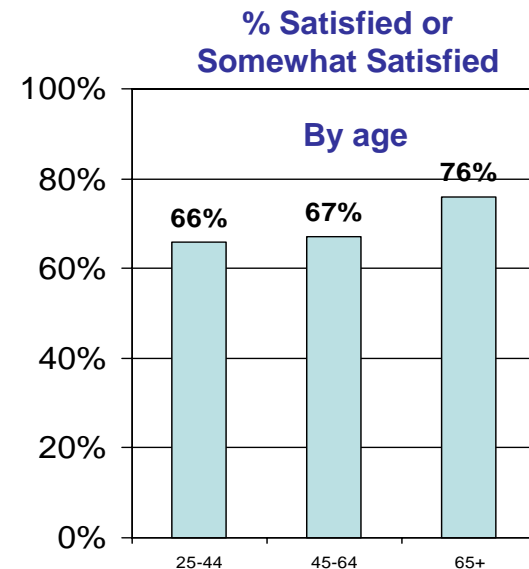
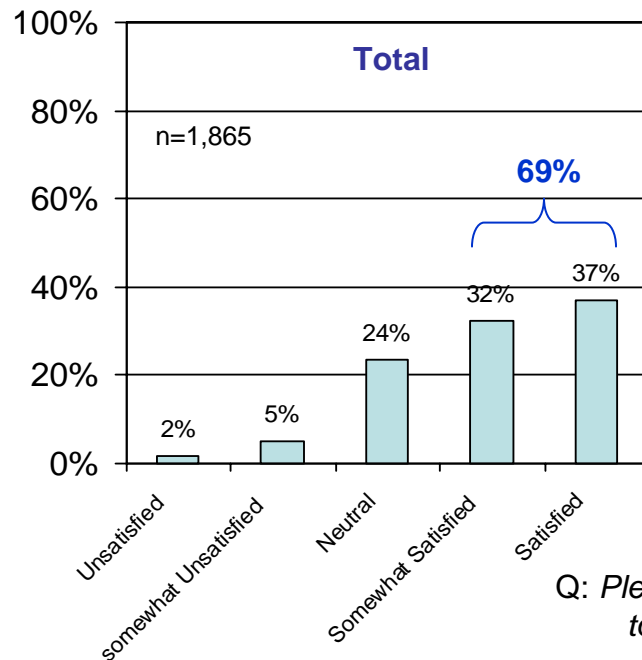
- Satisfaction with community vitality is high, with 76% either “satisfied” or “somewhat satisfied”.
- This high satisfaction is consistent across the age categories, with the lowest group (45-64 year olds) at 73%.



Q: Please rate your satisfaction with how the town is doing on this strategic goal

# Strategic Plan – Organizational Effectiveness

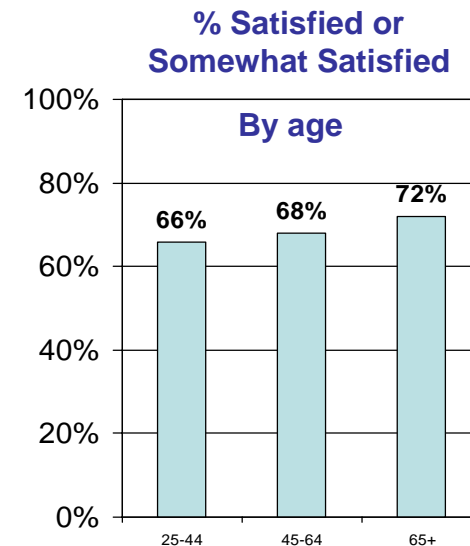
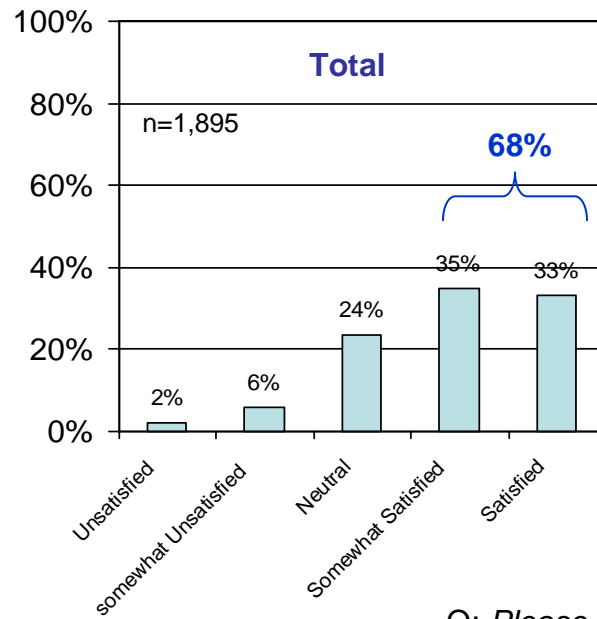
- Satisfaction with the town’s organizational effectiveness is somewhat lower, with 69% are either “satisfied” or “somewhat satisfied”
- There is clearly a difference in satisfaction between the age groups
  - 76% of the oldest (65+) respondents are satisfied, but just 66% of the youngest group (25-44) are satisfied



Q: Please rate your satisfaction with how the town is doing on this strategic goal

# Strategic Plan – Customer Care & Focus

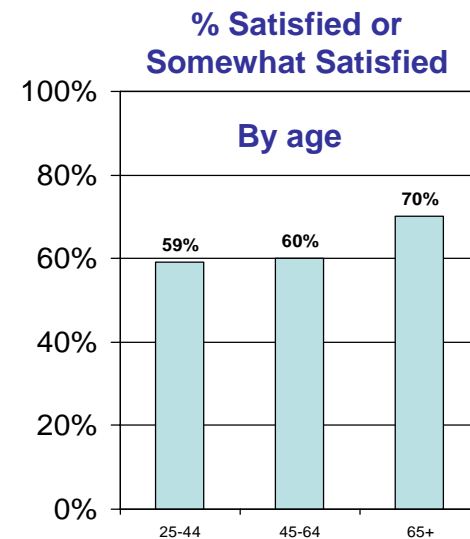
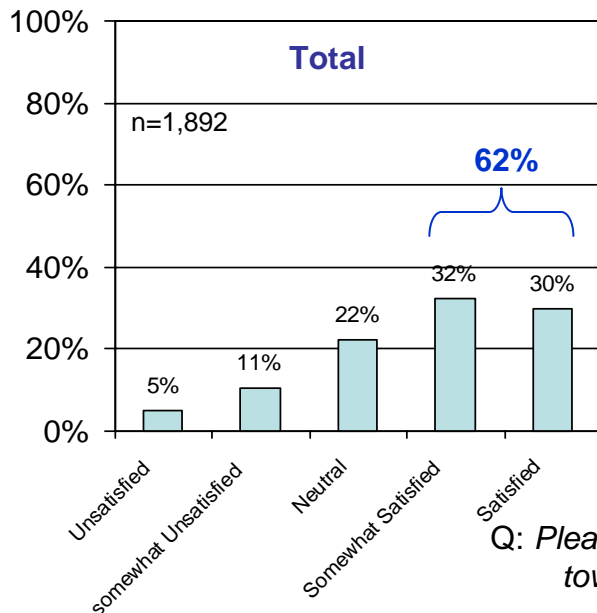
- Participants' satisfaction with customer care and focus is similar to satisfaction with organizational effectiveness, with 68% either "satisfied" or "somewhat satisfied".
- Again, satisfaction is highest for the 65 plus age group, at 72%



Q: Please rate your satisfaction with how the town is doing on this strategic goal

# Strategic Plan – Fiscal Responsibility

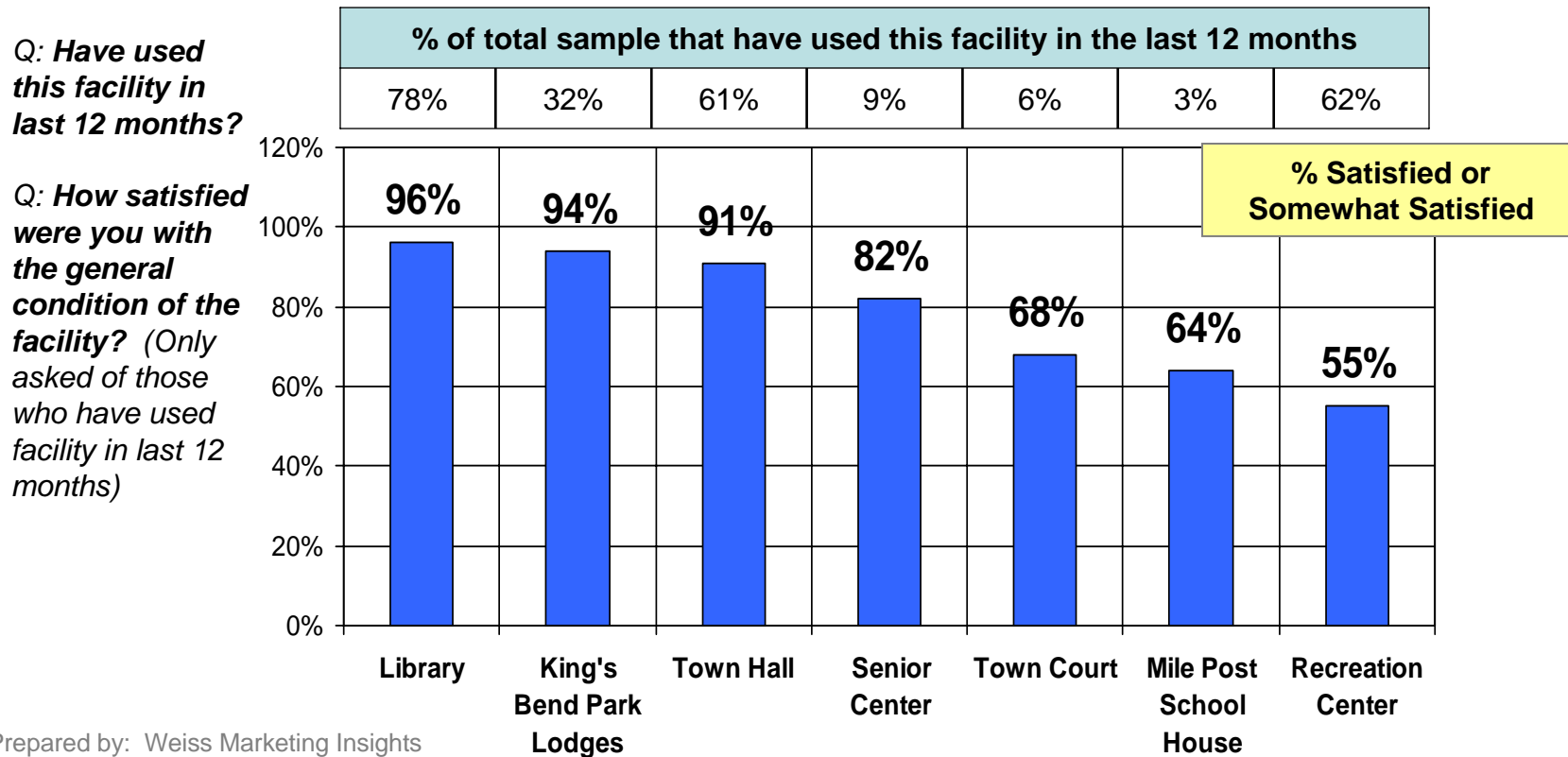
- Satisfaction with fiscal responsibility was lower than satisfaction with the other goals
  - 62% were either “satisfied” or “somewhat satisfied”
- The percent of residents that were “unsatisfied”/ “somewhat unsatisfied” was greatest for the fiscal responsibility goal at 16%
  - For the other goals, 6% - 8% were unsatisfied



Q: Please rate your satisfaction with how the town is doing on this strategic goal

# Town Facilities

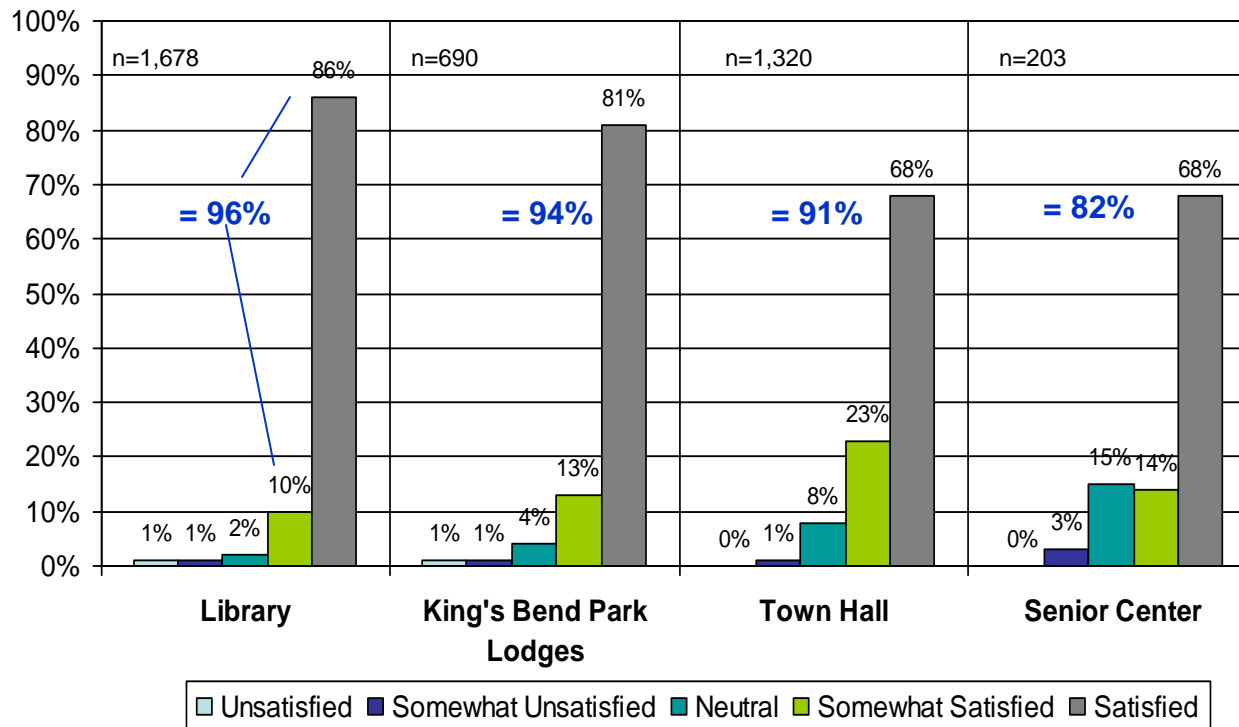
- Not surprisingly, usage rates varied greatly for the seven facilities included in the study.
  - The facilities most used by the sample included the library (78%), the Recreation Center (62%), and the Town Hall (61%).
- Satisfaction rates also varied for the facilities tested.
  - Total satisfaction was highest for the library and lowest for the Recreation Center.



# Town Facilities (continued)

- Residents are very satisfied with all of these facilities, with very low percentages showing dissatisfaction

% of total sample that have used this facility in the last 12 months			
78%	32%	61%	9%



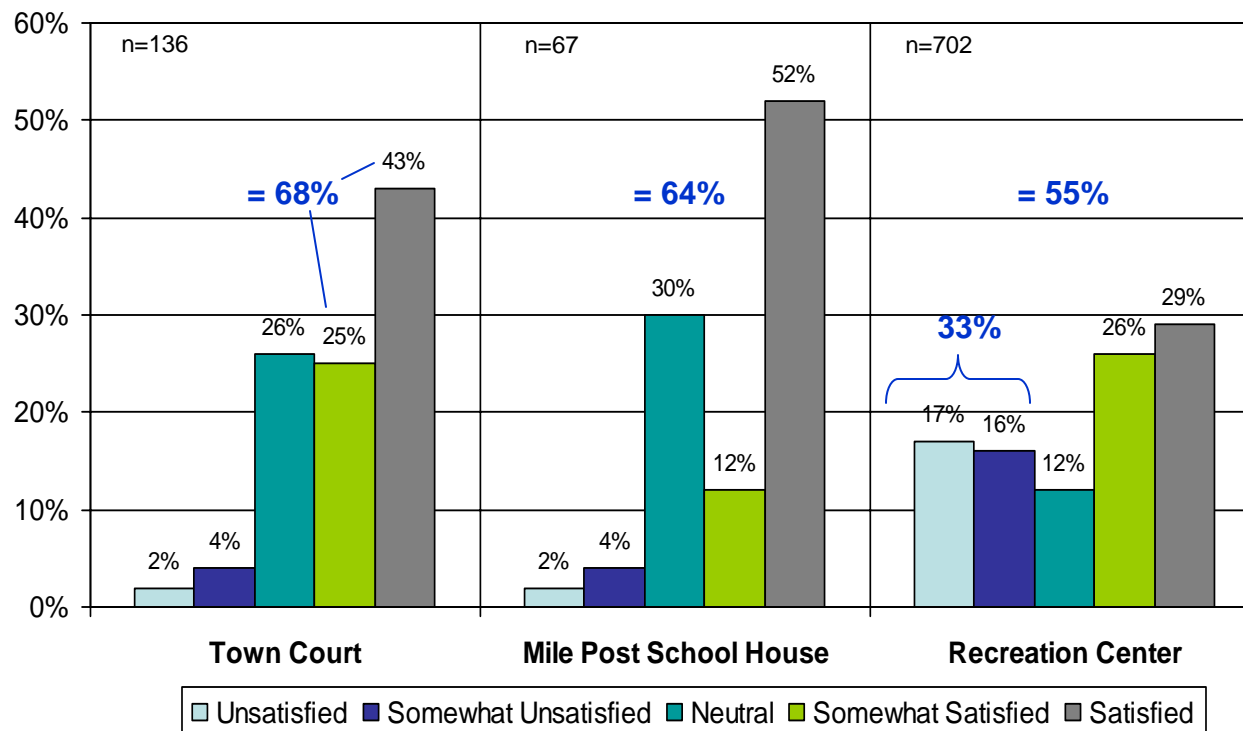


# Town Facilities (continued)

- Satisfaction levels are significantly lower for the Town Court, Mile Post, and especially the Recreation Center.
  - The Recreation Center facility is one of the few areas in the study to receive significant numbers “unsatisfied” or “somewhat unsatisfied” ratings (33%)

% of total sample that have used this facility in the last 12 months		
78%	32%	61%

Q: How satisfied were you with the general condition of the facility? (Only asked of those who have used facility in last 12 months)

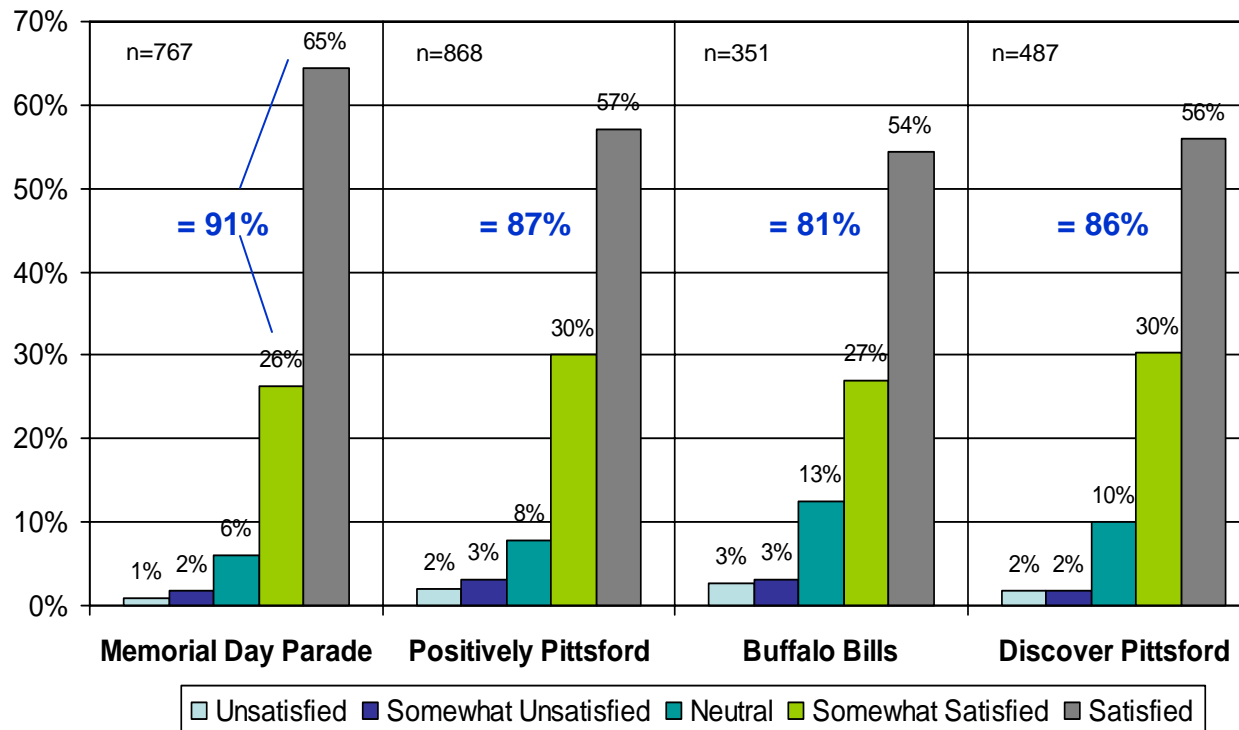


# Community Events

- Satisfaction is very high for all of the community events included in the survey.
- Attendance rates, however, varied greatly.
  - While 41% have attended the Positively Pittsford event in the last 12 months, just 16% have attended the Buffalo Bills parade
  - This is likely influenced by the age of the study participants

% of total sample that have attended this event in the last 12 months			
35%	41%	16%	23%

**Q: How satisfied were you with this event overall?** (Only asked of those who have attended event in last 12 months)

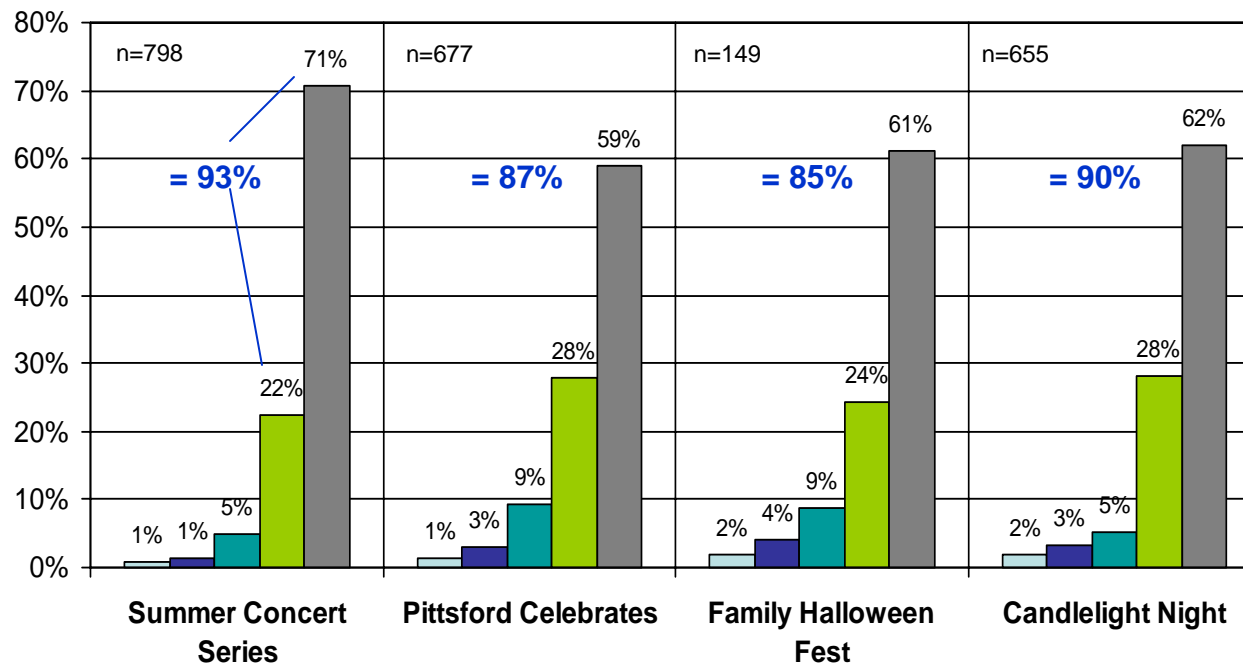


# Community Events (continued)

- Again, satisfaction is very high for all of the community events included in the survey
- Attendance rates, however, varied greatly
  - While just 7% have attended the Halloween Festival in the last 12 months, about 1/3 have attended the other events
  - Again, this is likely influenced by the age of the study participants

% of total sample that have attended this event in the last 12 months			
37%	32%	7%	31%

Q: How satisfied were you with this event overall? (Only asked of those who have attended event in last 12 months)



Legend: ■ Unsatisfied ■ Somewhat Unsatisfied ■ Neutral ■ Somewhat Satisfied ■ Satisfied

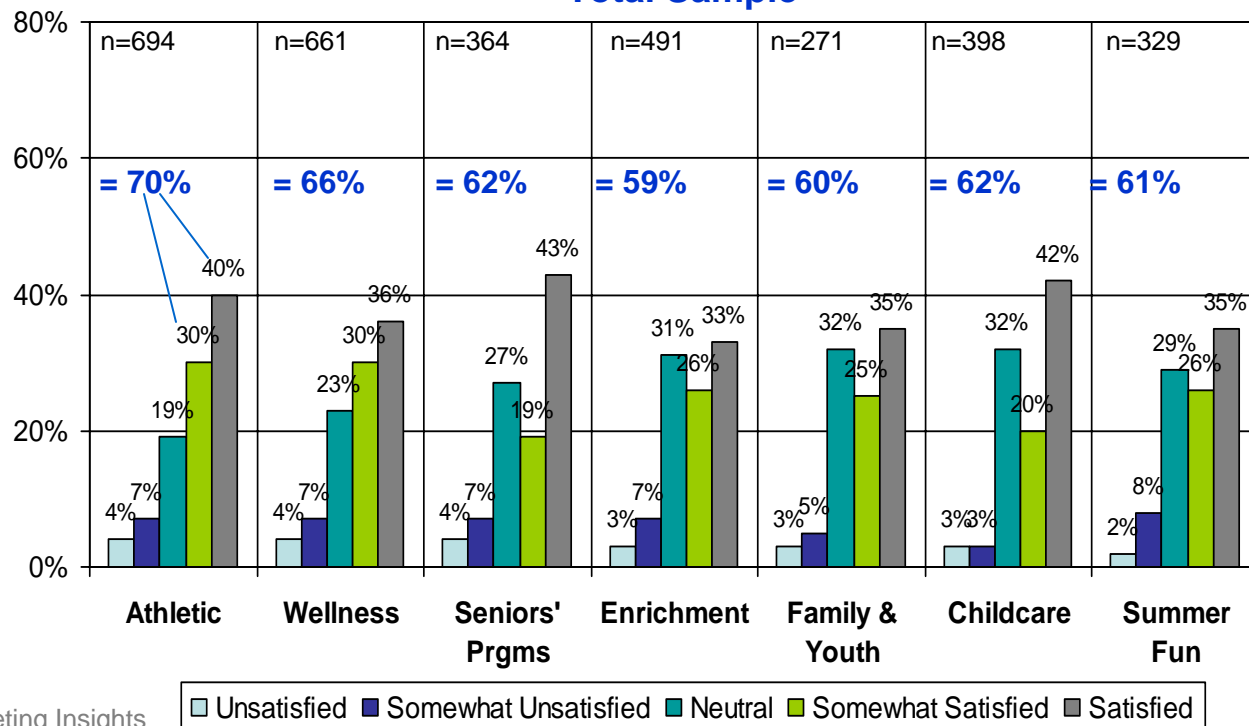
# Recreation Services – Satisfaction with Offerings

- Satisfaction with program offerings ranges from 70% (Athletics) down to 59% (Enrichment)
- Where participation levels are lower (e.g. Enrichment at 5%), satisfaction with offerings is also lower.
  - It is unclear whether people participate in these areas less because of the offerings, or if they have no interest and therefore are not as happy with the offerings.
  - Respondents were asked to mark “Not Applicable” if they are not interested in programs in a certain area. However, the fact that the “neutral” percentages are so high, seems to indicate a lack of interest in the area.

% of total sample that have used this type of program in the last 12 months						
15%	6%	6%	5%	3%	6%	3%

## Total Sample

Q: How satisfied are you with the choices of programs offered? If you are not interested in this type of program circle N/A (not applicable).

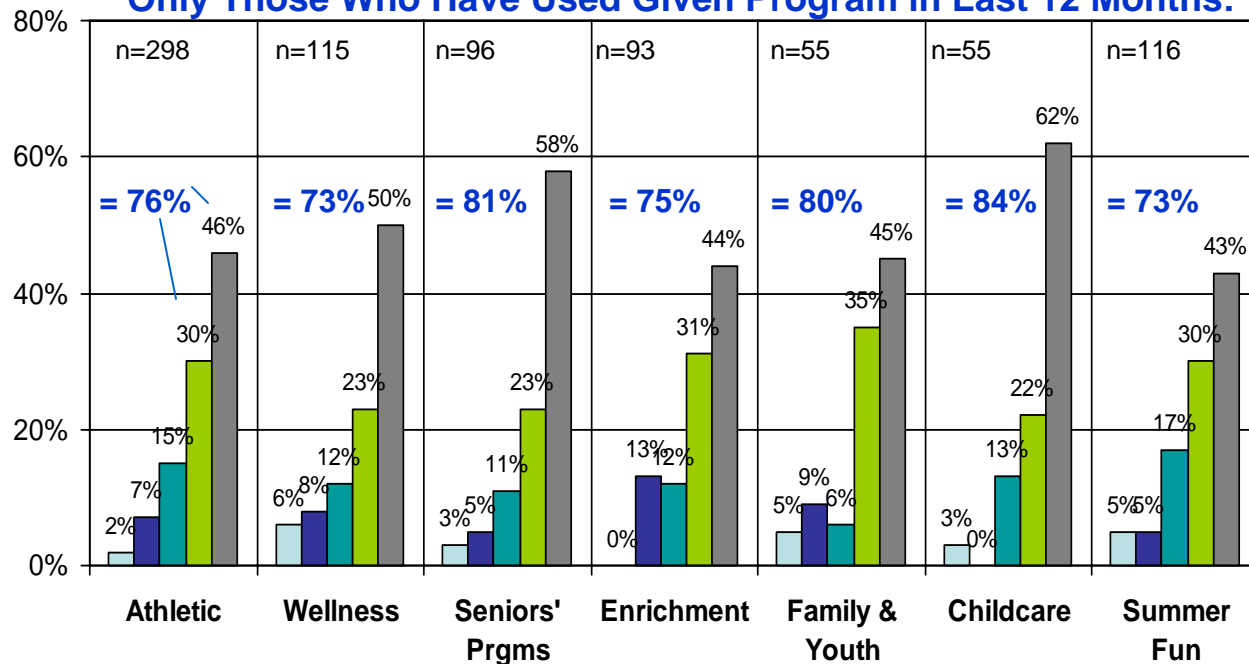


# Recreation Services – Satisfaction with Offerings

- When looking at only those who have used a given type of program in the last 12 months, satisfaction levels with program choices/offerings are much higher than for the total sample (shown on last page).

% of total sample that have used this type of program in the last 12 months						
15%	6%	6%	5%	3%	6%	3%

## Only Those Who Have Used Given Program in Last 12 Months:



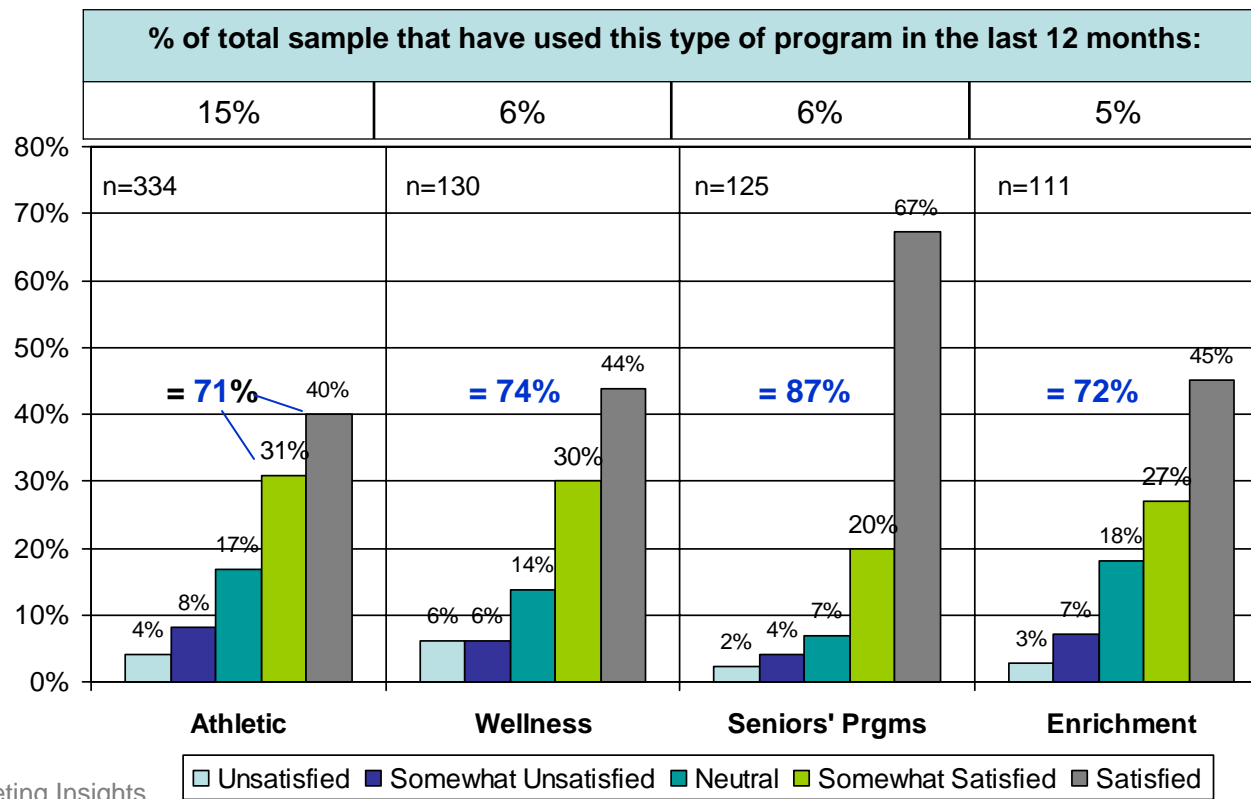
Q: How satisfied are you with the choices of programs offered? If you are not interested in this type of program circle N/A (not applicable).

Legend: Unsatisfied (light blue), Somewhat Unsatisfied (dark blue), Neutral (teal), Somewhat Satisfied (light green), Satisfied (grey)

# Recreation Services – Satisfaction with Programs

- Residents who participated in the study use “Athletic” programs far more often than the other programs, with 15% saying they’ve used one in the last 12 months.
- Overall, satisfaction with programs is quite high for those who have participated in them.
  - Satisfaction with Seniors’ Programs is especially high at 87%
    - This lines up with satisfaction ratings in other areas, where the older age group had the highest satisfaction levels (e.g. Strategic Goals)

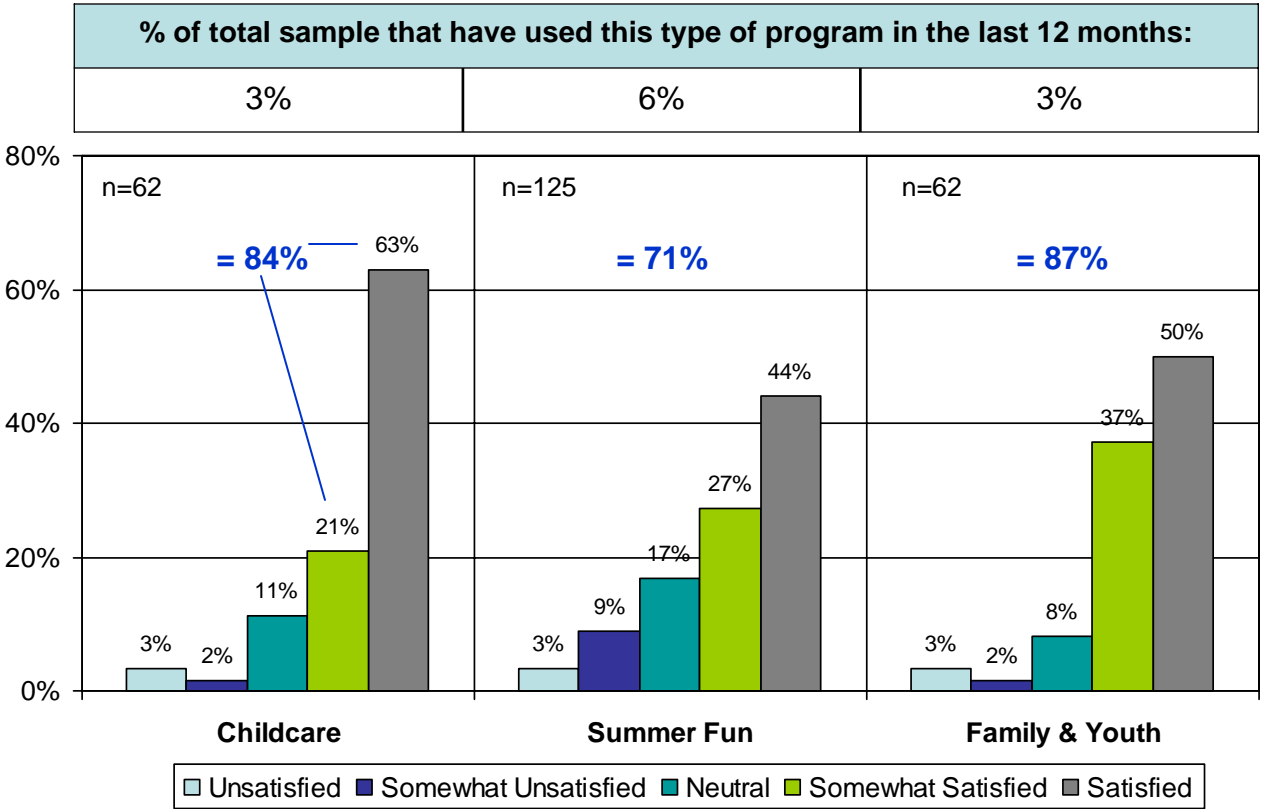
**Q: How satisfied were you with those activities/ programs you used? (Only asked of those who have used this type of program in last 12 months)**



# Recreation Services – Satisfaction with Programs

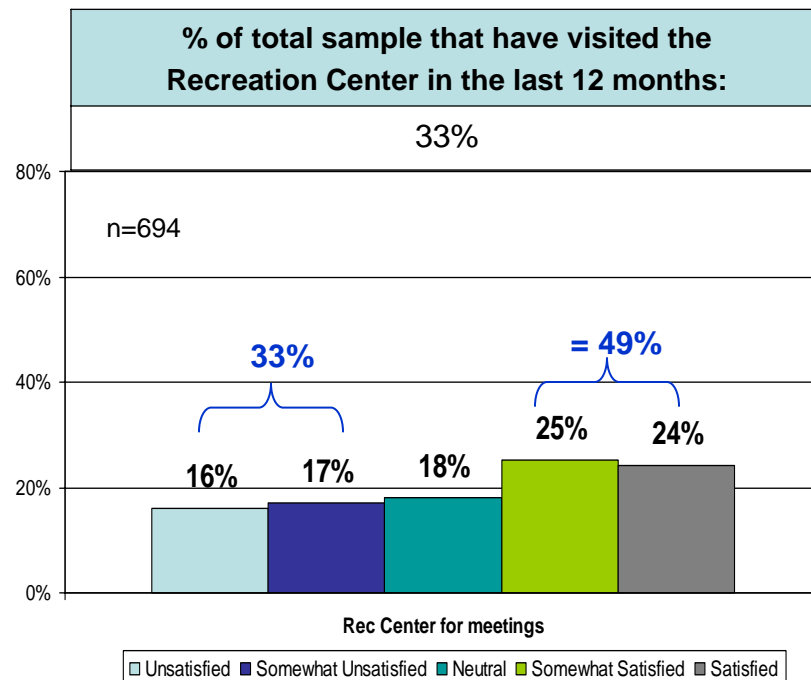
- While usage levels for these programs are low for respondents, satisfaction with programs used is high.
  - Satisfaction with Childcare and Family & Youth programs is especially high, at 84% and 87% respectively.

Q: How satisfied were you with those activities/programs you used? (Only asked of those who have used this type of program in last 12 months)

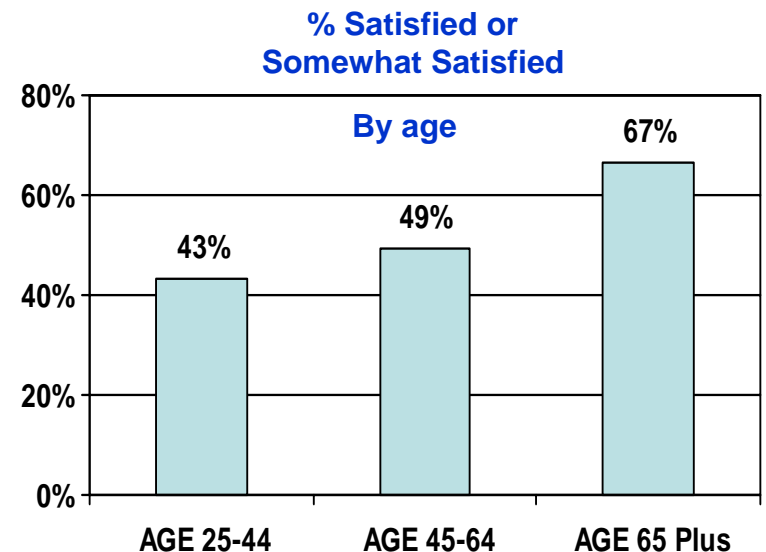


# Recreation Services - Facility

- **Overall satisfaction with the Recreation Center facility as a meeting place is lower than many other areas at 49%.**
  - In addition, 33% of respondents are unsatisfied/somewhat unsatisfied, making the Recreation Center facility one of the few areas to receive significant levels of poor ratings in the survey.
- **There are significant differences among the age groups**
  - While 67% of the 65+ group is satisfied with the facility, just 43% of those in the 25-44 group are satisfied.
  - There are other areas where the older group is more satisfied, but this difference is more pronounced on this issue



Q: *How satisfied were you with the Recreation Center as a facility for holding programs and meetings? (Only asked of those who have visited the Rec Center in last 12 months)*





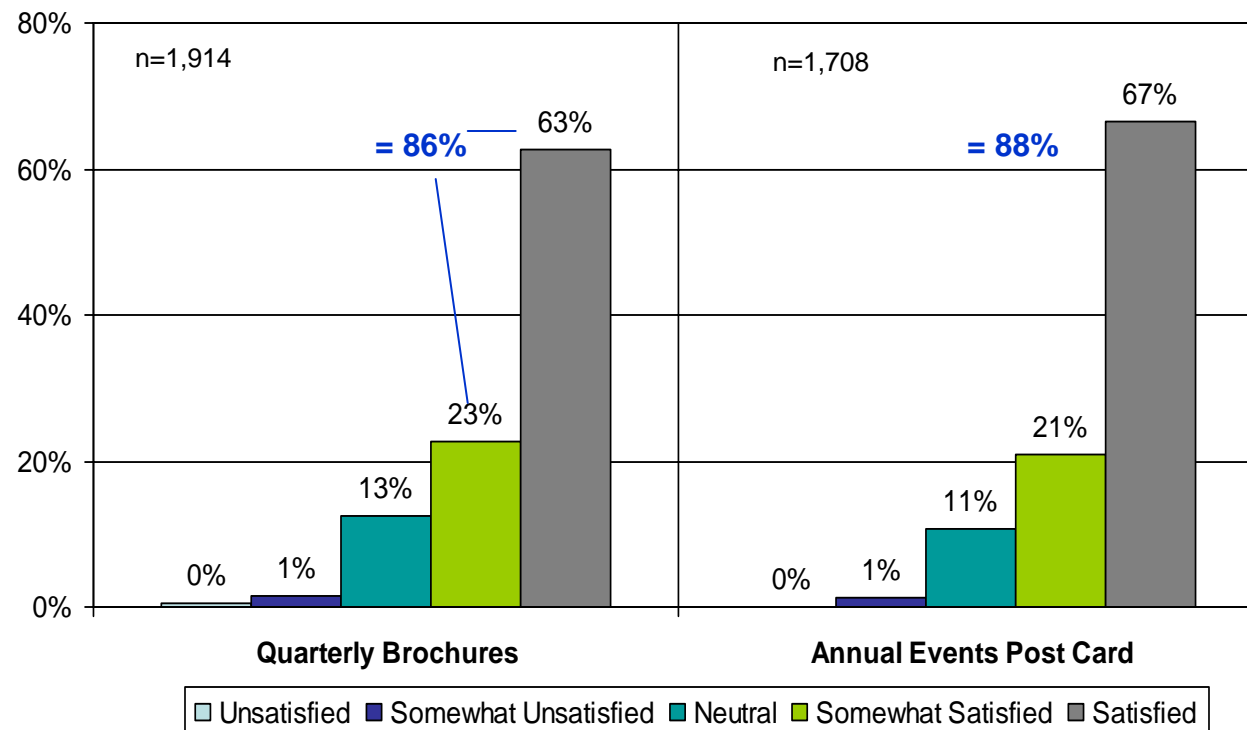
# Recreation Services – Publications/Mailings

- Most participants are familiar with the two Recreation Services publications/mailings.
- Satisfaction is very high, at 86% for the quarterly program brochures and 88% for the annual events post card mailing

**Q: Are you familiar with this mailing?**

% of total sample that are familiar with this mailing:	
Quarterly Brochures	90%
Annual Events Post Card	80%

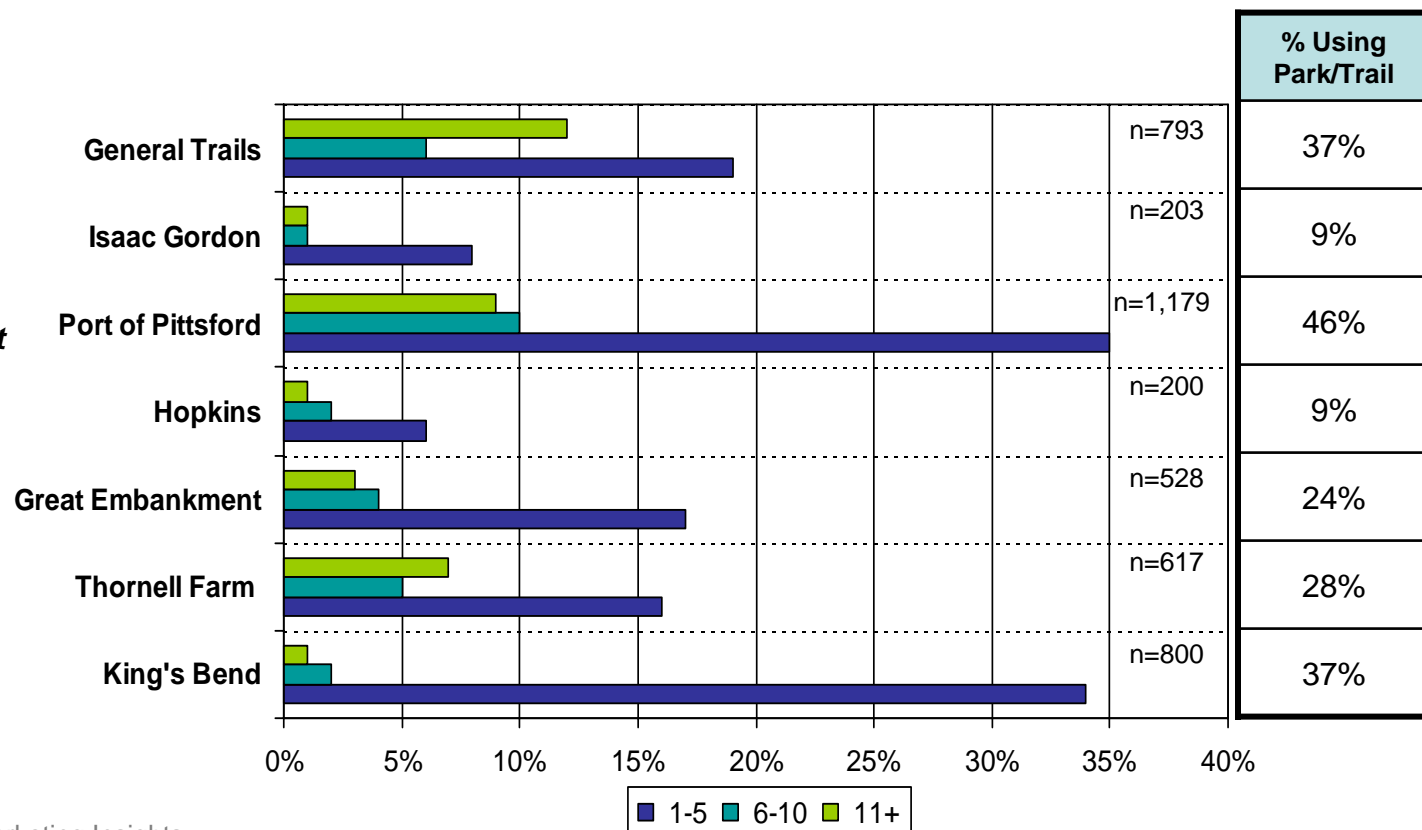
**Q: How satisfied are you with this mailing?**  
 (Note: Only asked of those who are familiar with this mailing)



# Parks - Usage

- **Usage of the town parks varies greatly among those who participated in the study**
  - Isaac Gordon Nature Park and Hopkins Park have the lowest percentage (9%) of people saying they've used them in the past 12 months
  - On the other hand, nearly half (46%) have used the Port of Pittsford Park in the past 12 months. (Note: 37% say they attended the Summer Concert series in the past 12 months and 35% say they have used the Port of Pittsford Park one to five times in the past 12 months)
- **In terms of frequency of use, the Port of Pittsford Park and general trails have the highest number of people, nearly 20%, using them six or more times a year**

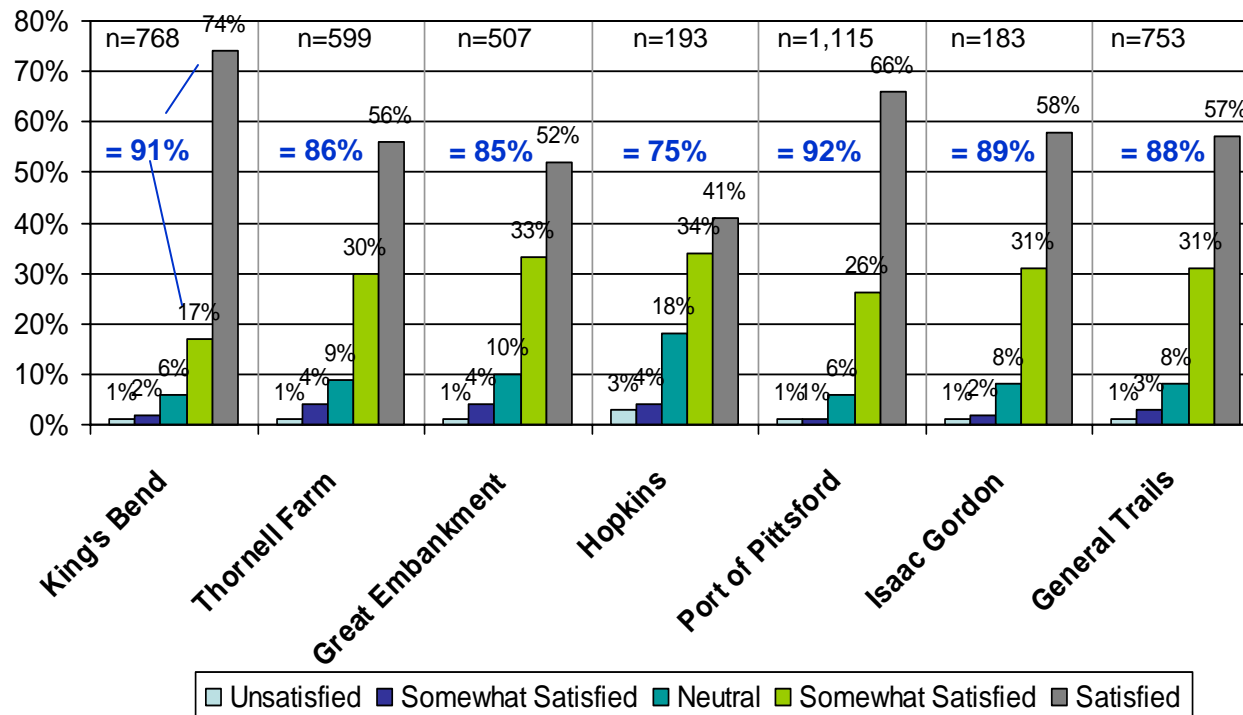
**Q: About how many times have you used it [park or trail] in the past 12 months?**



# Parks - Satisfaction

- In general, satisfaction levels are very high for the Pittsford parks.
  - Total satisfaction ratings range from 92% for Port of Pittsford Park and 91% for King's Bend Park, to 75% for Hopkins Park.
- Ratings are especially high for King's Bend Park, with 74% "satisfied".
- There are very few negative ratings.

Q: *If you have used this park/trail in the last 12 months, how satisfied were you with it?*



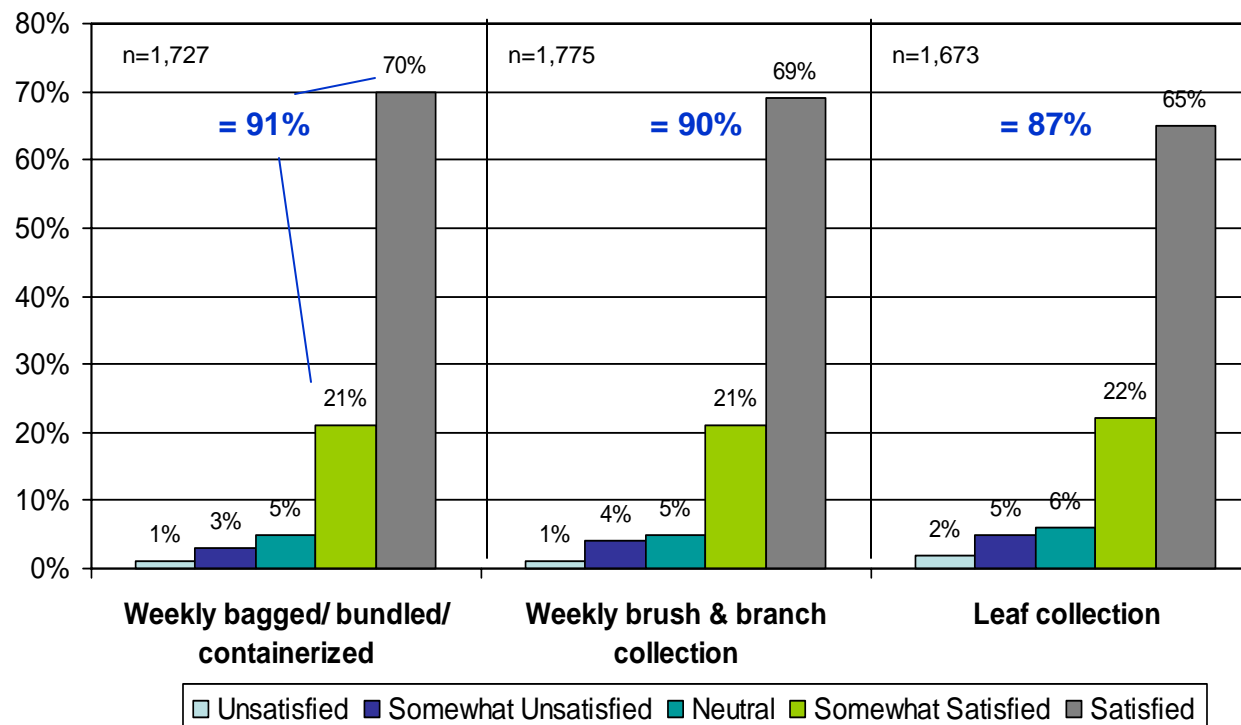
# Yard Debris – Satisfaction with Services

- Usage rates for the three types of yard debris removal services is very similar at around 80% for all.
- Satisfaction with services is very high, ranging from 91% to 87%.

Q: *Have you used this service in the last 12 months?*

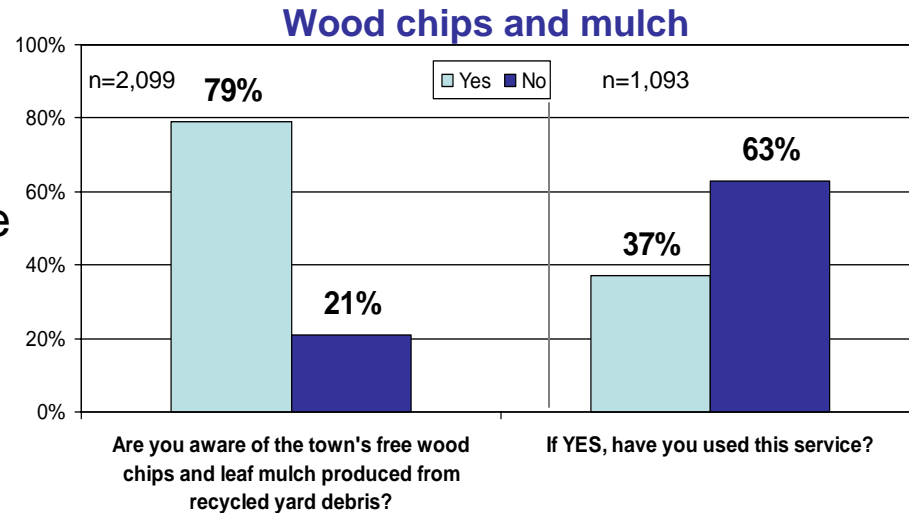
% of total sample that have used this service in the last 12 months:		
80%	81%	77%

Q: *How satisfied were you with this service overall? (Only asked of those who have used this service in last 12 months)*



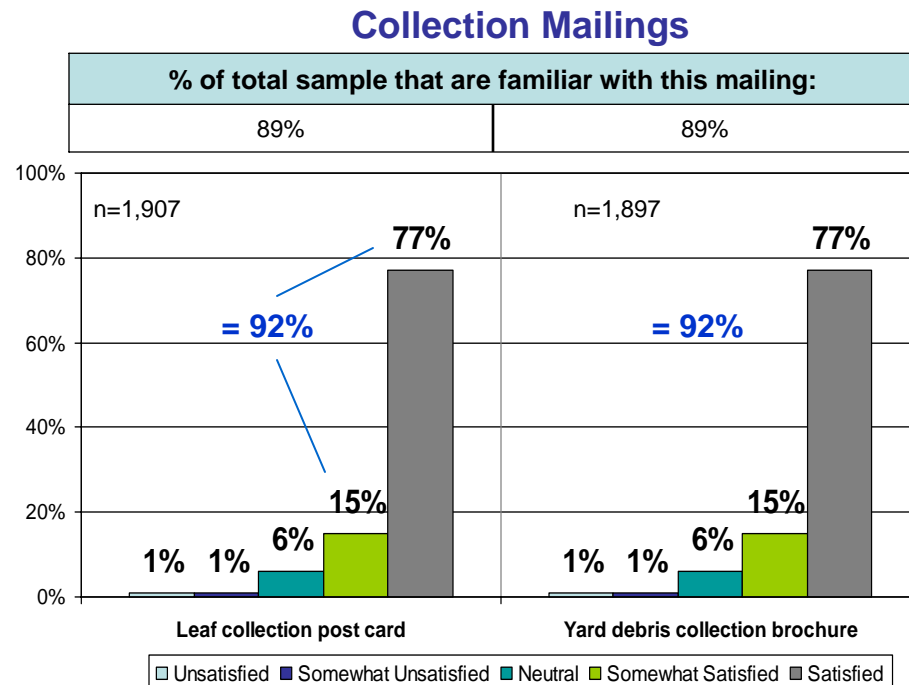
# Yard Debris – Mulch & Mailings

- While most respondents (79%) are aware of the free wood chips/mulch, only about 1/3 of the total sample use the products.



- Most are familiar with the two yard debris collection mailings
- Satisfaction levels for the mailings is identical, with 92% saying they are satisfied.

**Q: How satisfied are you with this mailing?** (Only asked of those who are familiar with mailing)



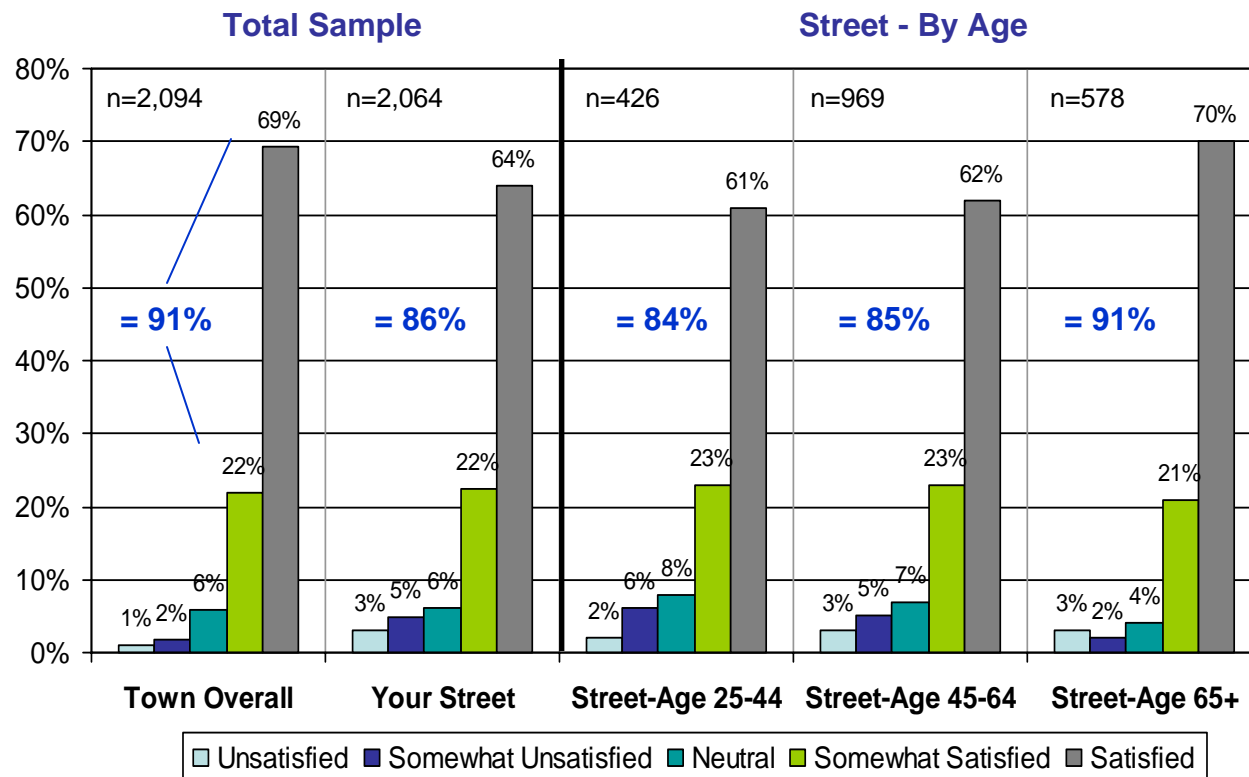
# Snow Removal

- Satisfaction with snow removal overall in the Town of Pittsford is quite high, with 91% either “satisfied” or “somewhat satisfied”.
- Satisfaction is also high with snow removal on respondents’ own streets, at 86%.
  - Satisfaction varies by age, with the youngest group less satisfied (84%) than the 65 plus group (91%). This is still very high, however.
    - The variance in age may be due to the need for the younger residents to commute to work, shuttle children, etc.

Note: Residents were asked to provide their street name, although it was optional. 803 provided the name.

Q1: How satisfied are you with snow removal overall in the Town of Pittsford?

Q2: How satisfied are you with snow removal on your street?



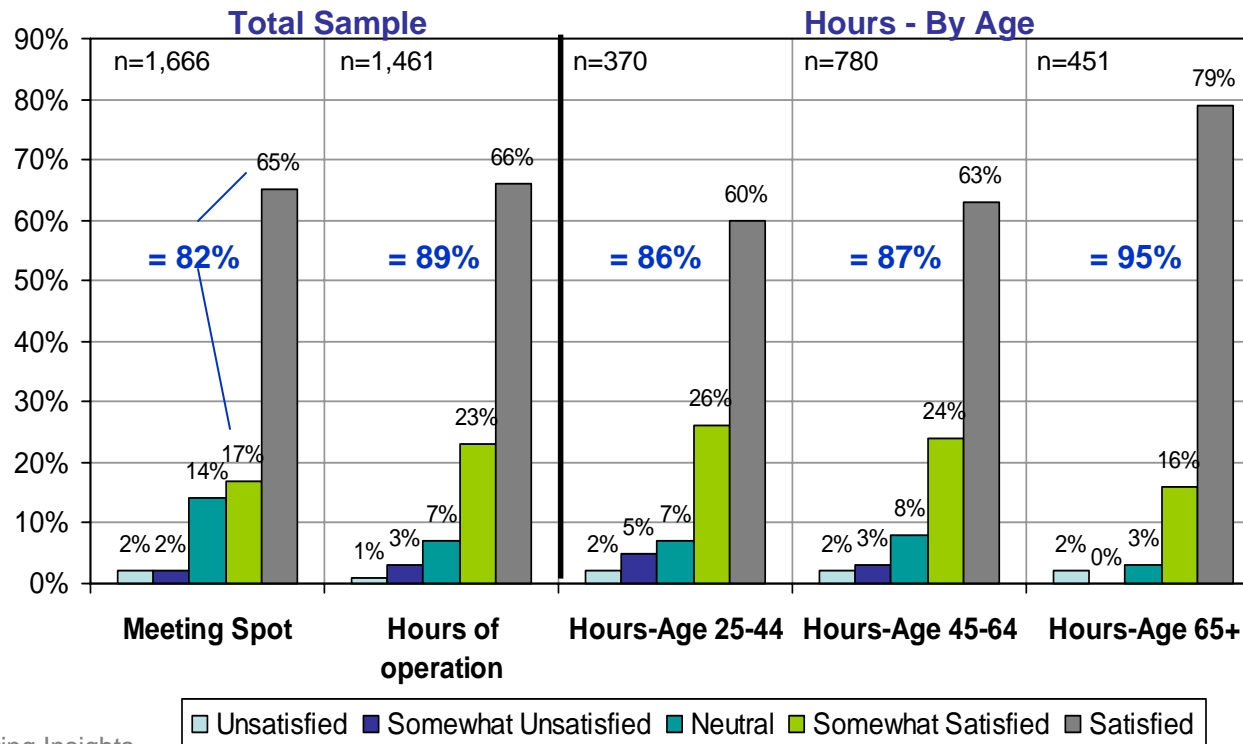
# Library

- Among respondents, 78% have used the library in the last 12 months.
- Most are satisfied with both the library as a meeting spot and the hours of operation.
- With the hours of operation, there is a fairly large spread in satisfaction by age group.
  - The older respondents are more satisfied than the younger groups

% of total sample that have used the library in the last 12 months:
78%

Q2: How satisfied were you with the library as a community meeting or gathering spot?

Q1: How satisfied are you with the hours of operation?

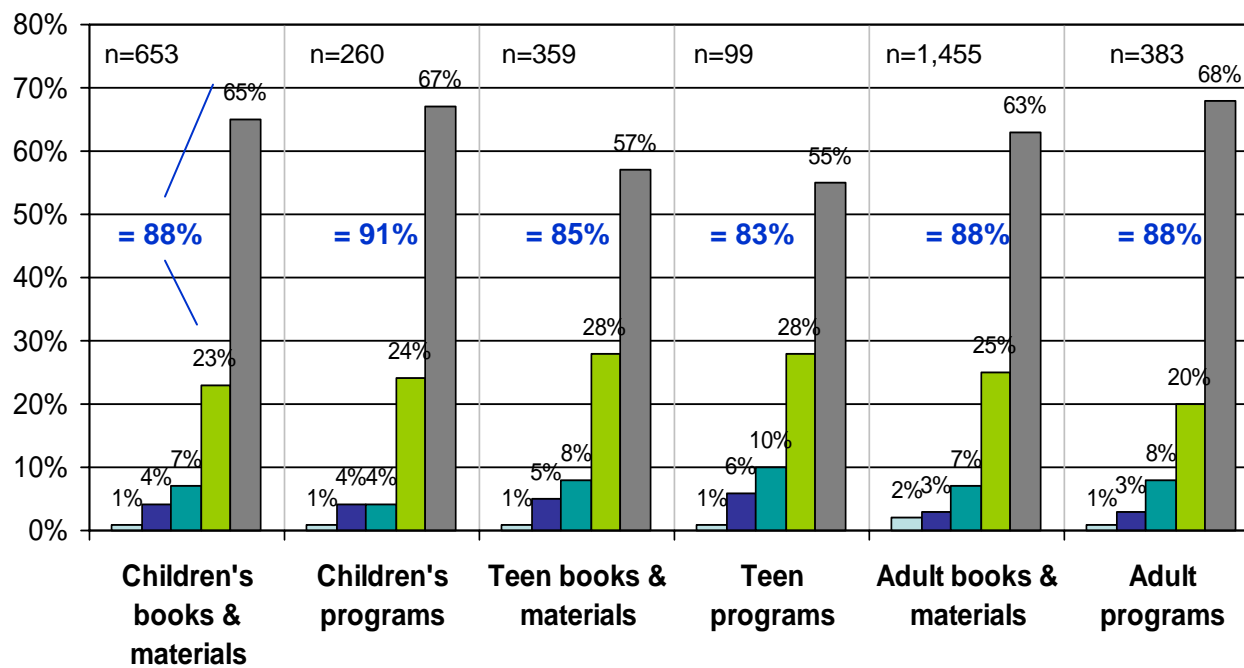


# Library – Satisfaction with Materials & Programs

- Not surprisingly, the most frequently used library items/services are the adult books and materials, with 2/3 saying they have used these in the last 12 months.
  - On the low end, just 5% of respondents' households have used teen programs and 12% have used children's programs.
- Satisfaction, however, is very high across all of the areas.

% of total sample that have used this service in the last 12 months:					
30%	12%	17%	5%	68%	18%

**Q: How satisfied were you overall?** (Only asked of those who have used the service in last 12 months)

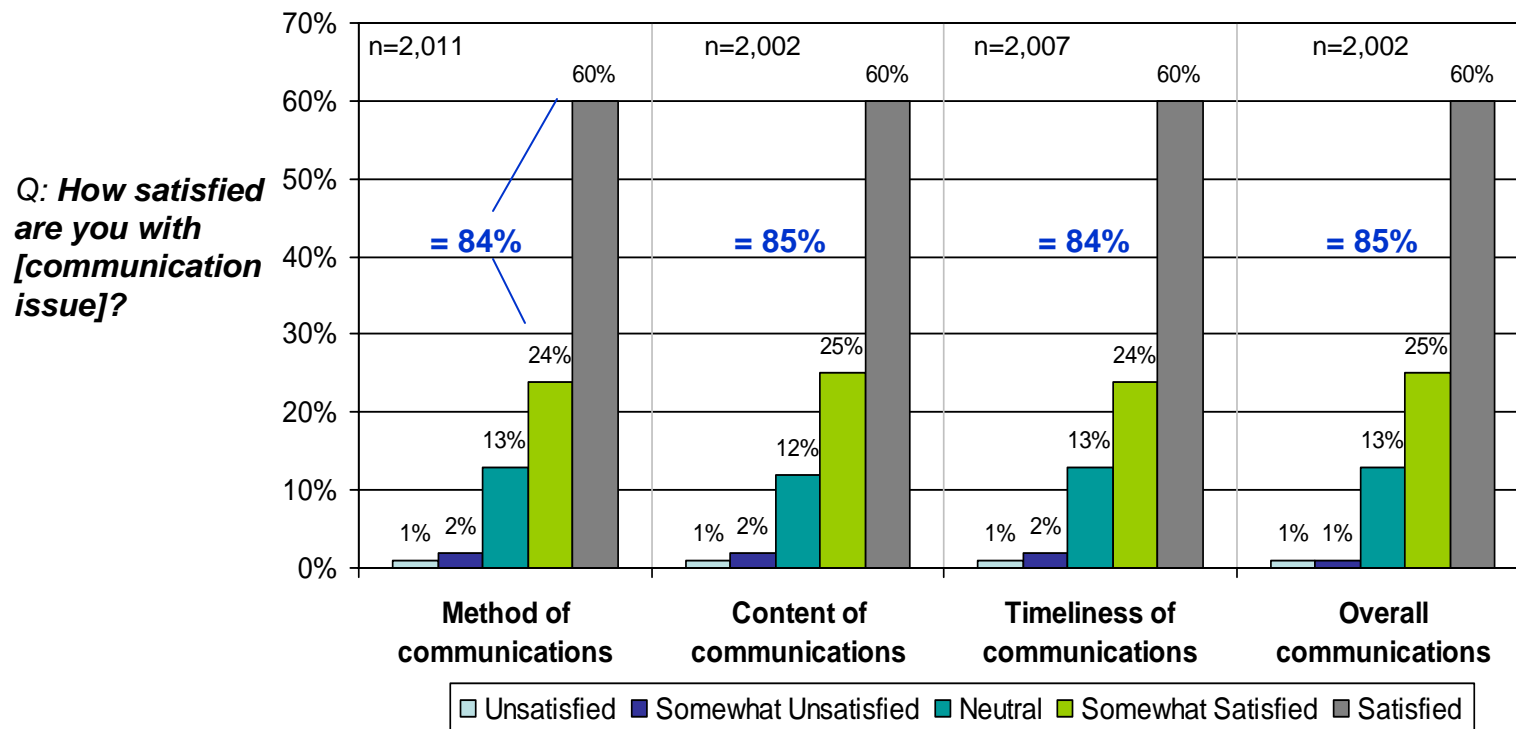


■ Unsatisfied 
 ■ Somewhat Unsatisfied 
 ■ Neutral 
 ■ Somewhat Satisfied 
 ■ Satisfied



# Communications

- In general, satisfaction is high for all of the communications issues tested.
  - As with many other issues, satisfaction is somewhat higher for the older respondents than for the younger groups.
    - For example, for overall communications, 88% of those 65+ were satisfied, while 83% of those 25-44 were satisfied.

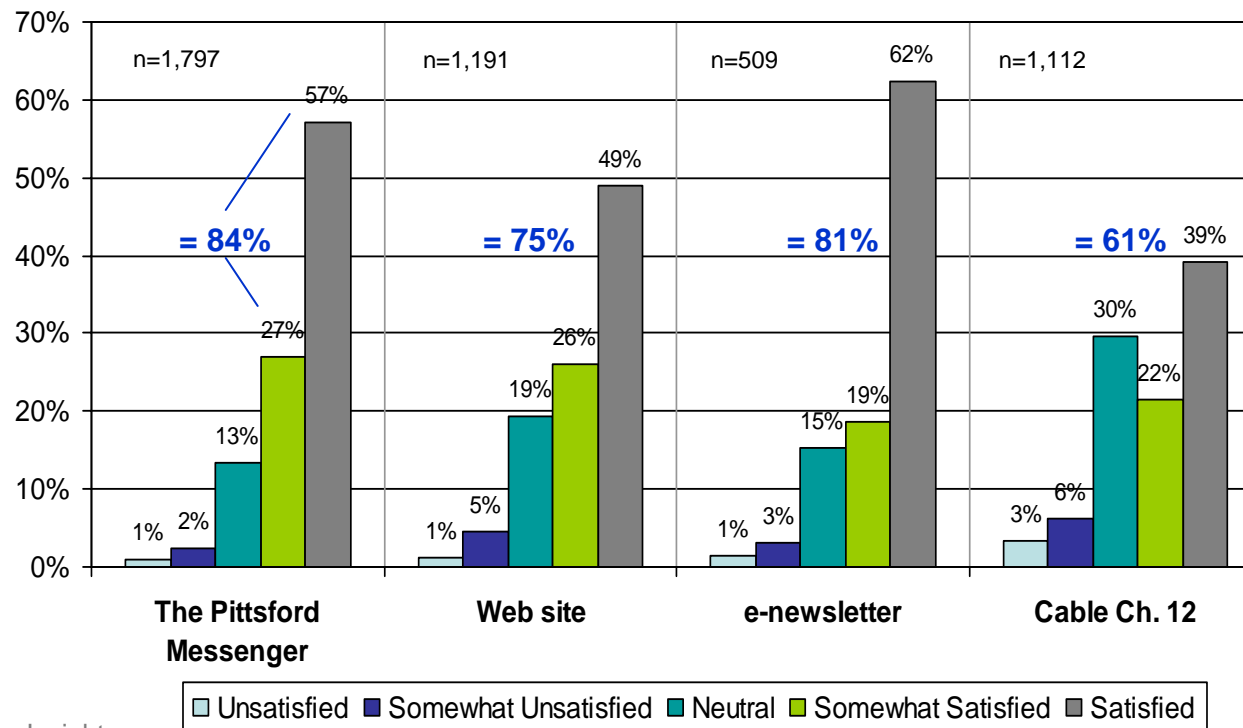


# Communications

- Familiarity varies greatly for the four different communications methods tested
  - While 86% are familiar with *The Pittsford Messenger*, just 25% are familiar with Pittsford e-newsletter
- Satisfaction is also highest for *The Pittsford Messenger*, at 84%.
- Satisfaction is lowest for cable channel 12, at 61%.

% of total sample that are familiar with this item:			
86%	58%	25%	56%

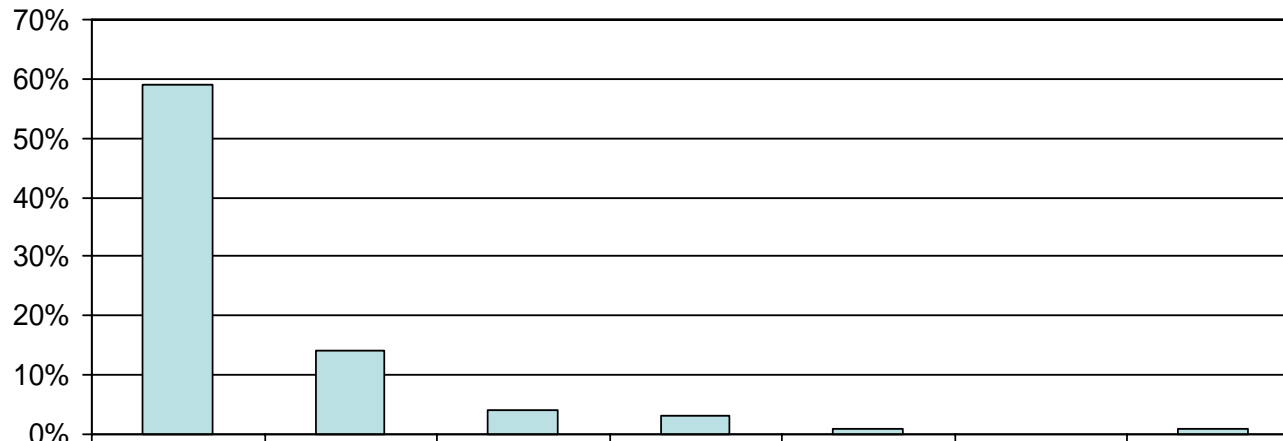
Q: **How satisfied are you with this item?** (Only asked of those who are familiar with item.)



# Communications - Town Communicating with Residents

- Residents were asked how they would prefer that the Town of Pittsford communicate with them.
  - They were asked to rank order their top three preferences.
- Regular mail was clearly the strongest preference, with 59% ranking it 1<sup>st</sup>. Email appears to be the next choice, with 30% ranking it as either their 1<sup>st</sup> or 2<sup>nd</sup> choice.
  - There are differences by age, however, as shown on the next page.
- Channel 12, public meetings, and phone messaging have limited appeal as a way for these residents to receive information from the town.

**% That Ranked Each as #1 Preferred Method**



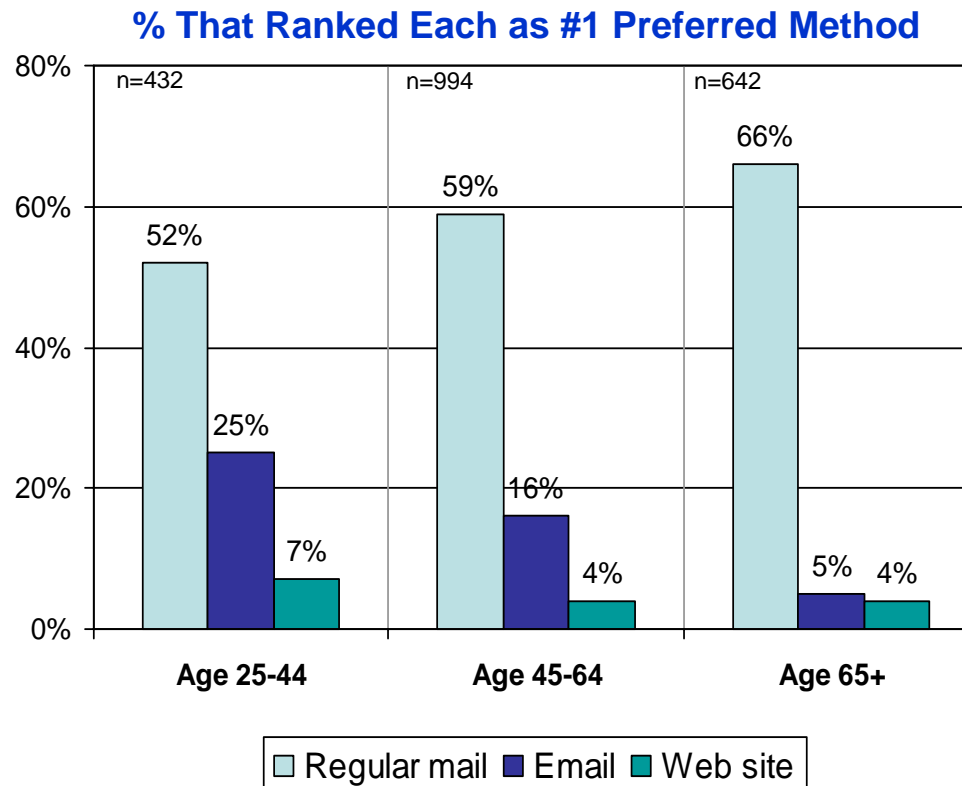
n=2,170

	Regular mail	Email	Web site	News-papers	Channel 12	Public meetings	Phone messaging
<b>% ranked #1</b>	59%	14%	4%	3%	1%	0%	1%
<b>% ranked #2</b>	12%	16%	12%	24%	5%	2%	2%
<b>% ranked #3</b>	5%	7%	17%	15%	9%	8%	5%

# Communications - Town Communicating with Residents

- **There are obvious differences by age in preferences of how the town should communicate with residents**
  - While regular mail is the top choice for all three age groups, 65% of the 65+ group chose this method, but just 52% of the 25-44 year olds prefer this option.
  - Email is clearly a more popular choice among the younger group than the older respondents
- **This has implications for current communications as well as the future, as more and more people grow accustomed to emailing.**

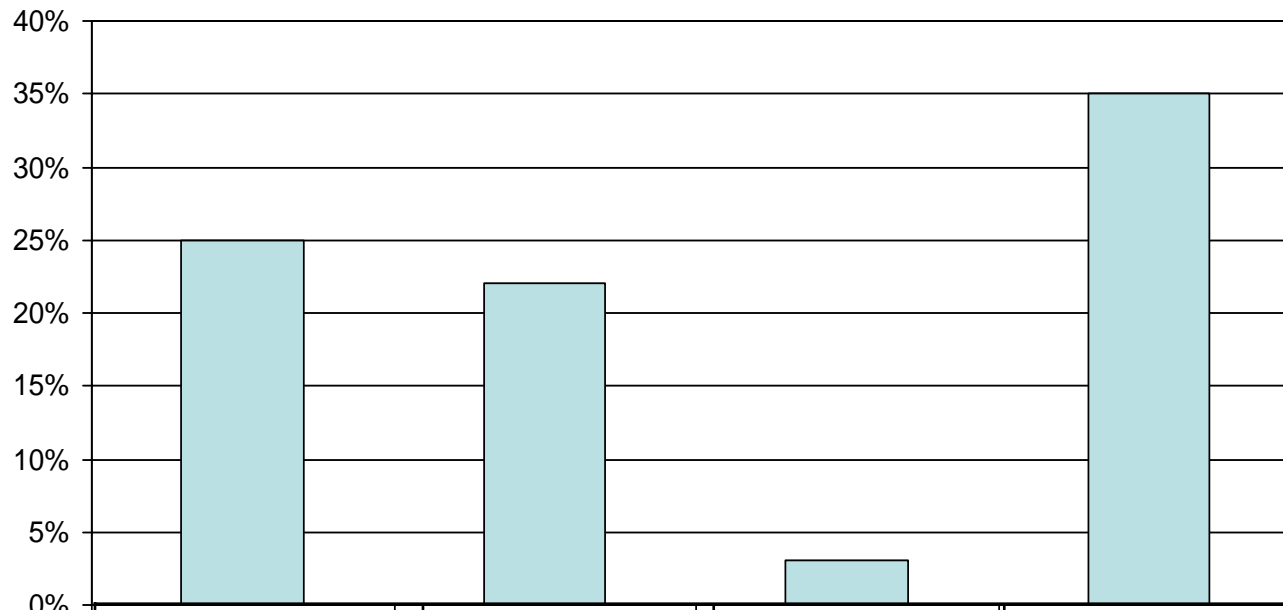
**Q: How would you prefer that the Town of Pittsford communicate with you?**



# Communications - Residents Communicating with Town

- Residents were also asked how they would prefer to get their questions answered by the town.
  - Again, they were asked to rank order their preferences.
- Using the telephone was the top choice, with 35% ranking this 1<sup>st</sup> for the total sample.
  - Again, there are differences by age, as shown on the next page.

**% That Ranked Each as #1 Preferred Method**



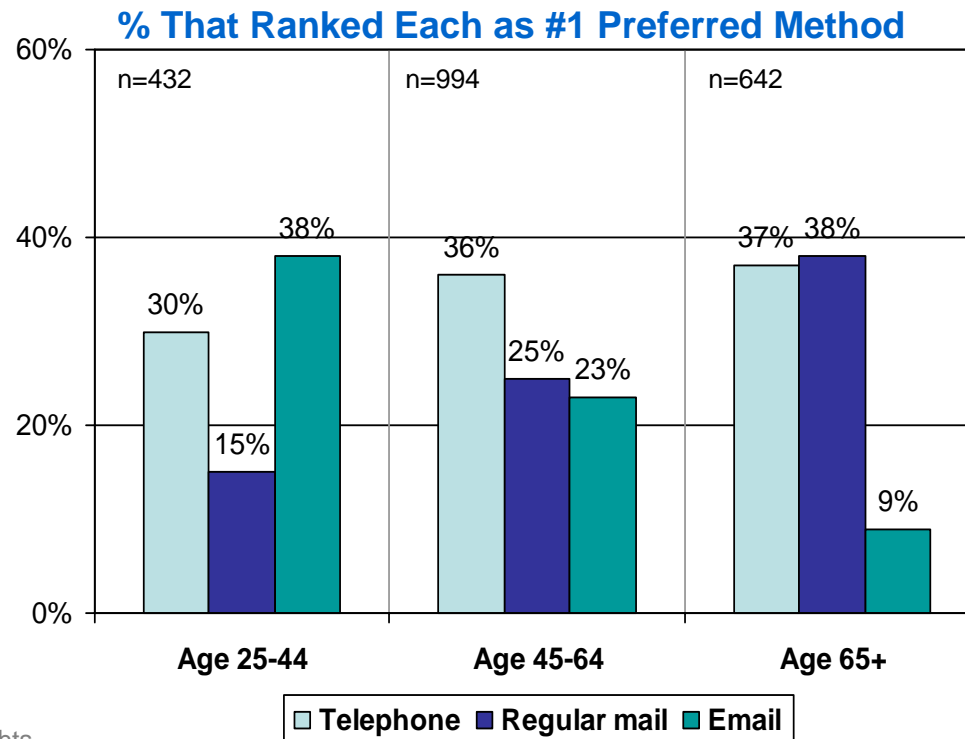
n=2,170

	Regular mail	Email	Web site	Telephone
<b>% ranked #1</b>	25%	22%	3%	35%
<b>% ranked #2</b>	21%	21%	8%	21%
<b>% ranked #3</b>	18%	14%	13%	12%

# Communications - Residents Communicating with Town

- Age also has an effect on how residents would prefer to have their questions answered by the town.
- The top choice for each age group differs:
  - 25-44 year olds – email
  - 45-64 year olds – telephone
  - 65+ – telephone or regular mail
- While 38% of the 25-44 year olds would prefer to use email to communicate, just 9% of the 65+ group would like to use this method.
- Again, this has implications for current communications as well as the future as more and more people grow accustomed to emailing.

*Q: If you have questions for the Town of Pittsford, how would you prefer to get your questions answered?*



# Volunteers for Future Research

- Residents who were interested in participating in future research were asked to provide their contact information and indicated their areas/topics of interest
- Overall, 255 (12%) offered to participate

**Topics of interest indicated:**

Any area/didn't indicate: 165	Library: 146	Recreation: 149	Yard Debris: 82
Snow/Ice Removal: 68	Town Facilities: 115	Parks: 103	

- In addition, 630 provided their email addresses in order to sign up for the town's e-newsletter

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# Appendix: Write-In Comments



# Write-In Comments

In the closing pages of our Customer Satisfaction Survey, we invited residents to “tell us what you’re thinking.” The comment section asked two questions:

- What would make it easier for you to conduct your business with the Town of Pittsford?
- Do you have any other general comments?

We are delighted that many survey participants took advantage of this opportunity to offer suggestions, express thoughts and ask questions. The write-in response was tremendous. More than **1,400 comments** were received, have been catalogued and are currently undergoing review by the Town Board and department managers. We are pleased to share the following summary of survey comments with you. (Note: The number in parentheses is the total number of comments received.)

\* \* \* \*

- **COMMUNICATIONS (53)**
  - The majority of the comments regarding the town’s communications were about the Web site and cable channel 12.
- **COMMUNITY CENTER (176)**
  - The comments showed general consensus about the condition of the current recreation facility (Spiegel Community Center). Most of the remarks stated the desire for a new community center or to have the current center updated. We heard requests for a community swimming pool.
- **COMMUNITY EVENTS (58)**
  - Statements in this category were focused on activities and events that residents would like to see offered in our community.
- **GENERAL COMMENTS (128)**
  - General comments were made on a variety of topics including the Erie Canal, fiscal management, Wi-Fi, deer and mosquitoes.
- **HIGHWAY (99)**
  - The primary messages were about the need for additional sidewalks, more street sweeping and street maintenance.

# Write-In Comments *(Continued)*

- **LIBRARY (93)**
  - The majority of the comments were about the collection, hours of operation and overall satisfaction with the new library facility.
- **PARKS (50)**
  - Suggestions were made for general improvements and additional park amenities.
- **PLANNING AND ZONING (81)**
  - Foremost in this category were comments about code enforcement of property maintenance and the protection and enhancement of the town's preserved open spaces.
- **POSITIVE REMARKS (192)**
  - Compliments were received about the community, town government, staff and services.
- **PUBLIC WORKS (50)**
  - Inquiries were made about the feasibility of municipal garbage collection or garbage districts.
- **RECREATION (58)**
  - Comments about recreation revolved around the central issue of programming – what programs are offered and when they are offered.
- **SCHOOL DISTRICT AND VILLAGE (98)**
  - The key message was about collaboration between community partners (town, village and school district).
- **SNOW AND ICE (91)**
  - The majority of the comments related to lawn and mailbox damage, snow piled at ends of driveways and salt usage.
- **TAXES (91)**
  - The comments revealed a general concern about taxes, efficiencies and the need for consolidation.
- **TRAFFIC SAFETY (34)**
  - Remarks about traffic safety were around a central theme - speeding and enforcement.
- **TRAILS (31)**
  - Requests were for trail mapping and improved maintenance of trails.
- **YARD DEBRIS (93)**
  - General comments were made about the collection schedule and how materials are picked up.