

2011 Yankton Community Survey

10/10/2011

Purpose of the Survey

- Monitor trends over time with the community's satisfaction of municipal services
- Continue the effort to reach out to the community for feedback related to these services
 - One tool that is being used
 - Facebook pages
 - Brown Bag's at the Library
 - Community presentations

Survey Results

- 1200 surveys mailed
- 603 surveys postmarked by the deadline (604 in 2010, 611 in 2009)
- 35% is the median response rate for a mail-out survey
- We hit over 50%

Survey Results

| Very Satisfied | Satisfied | Average | Dissatisfied | Very Dissatisfied | No opinion |
|----------------|-----------|---------|--------------|-------------------|-------------------------------------|
| 100 | 75 | 50 | 25 | 0 | Reduced the count for that question |

- Scores for each question were averaged for final score

Differences of 3 points from 2010

- +3 Overall Quality of Police Services
- +3 Maintenance of City Sidewalks
- +3 Satisfaction with Snow Removal on City Streets

- There were no drops of 3 points between the years on any questions

Differences of 2 points from 2010

- 6 questions had increases of 2 points from 2010
- 6 questions had decreases of 2 points from 2010

Differences of 1 points from 2010

- 14 questions had increases of 1 point from 2010
- 8 questions had decreases of 1 point from 2010

Same score as 2010

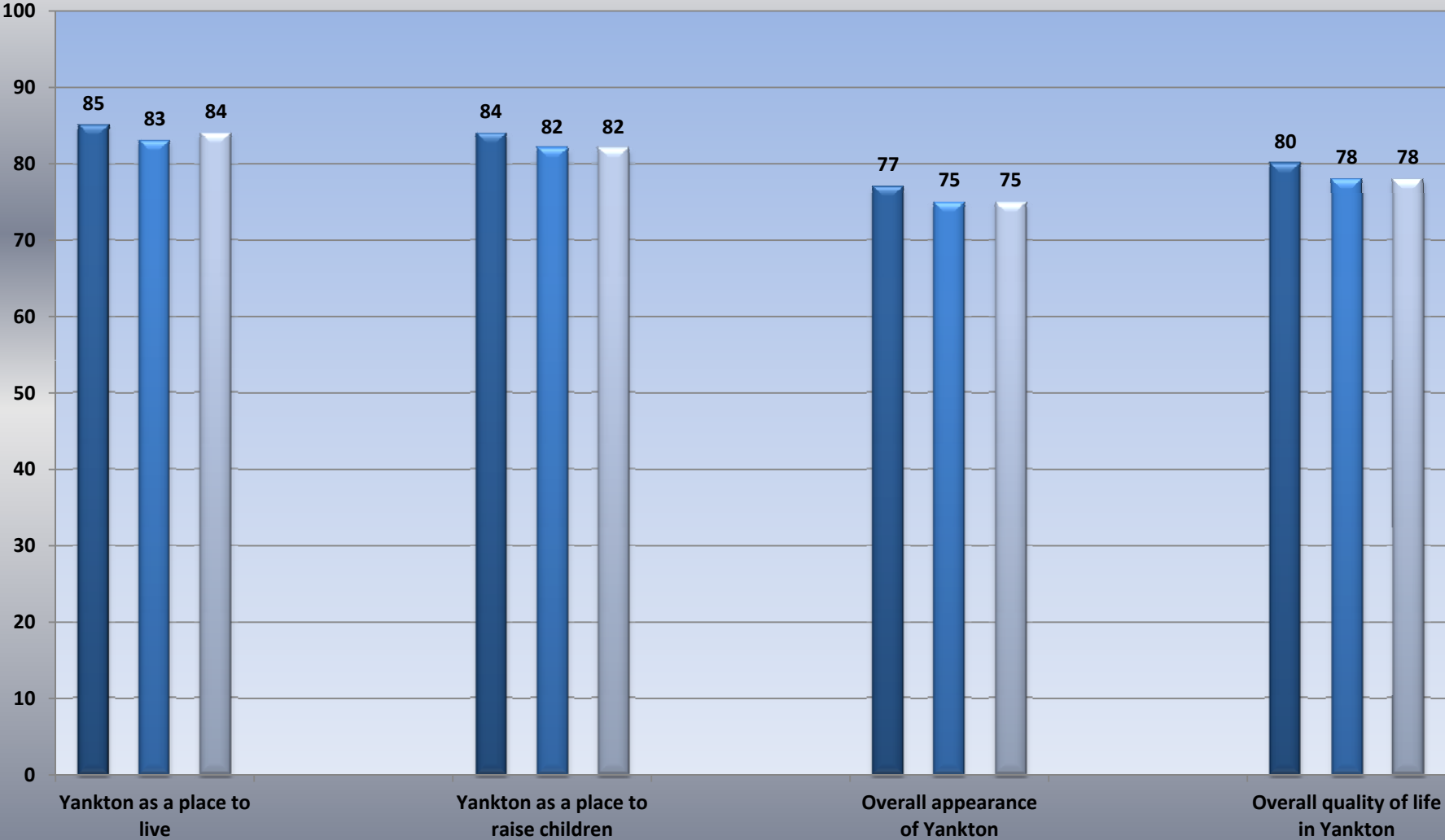
- 18 questions had the same score in 2011 as they did in 2010

Overall

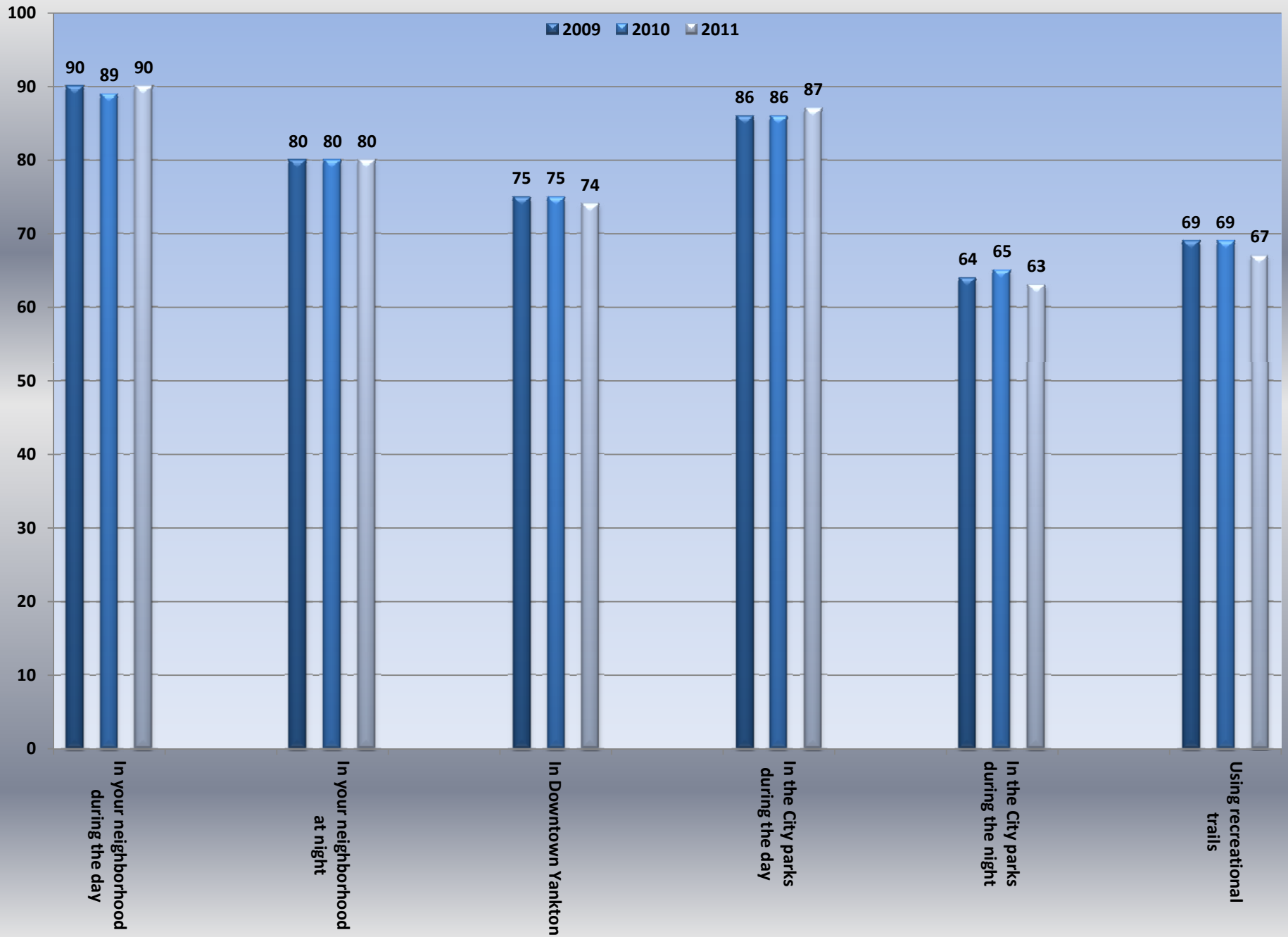
- 55 questions
 - Cumulative change of 15 from 2010
 - From 2009-2010 there was a cumulative change of -42

Quality of Life

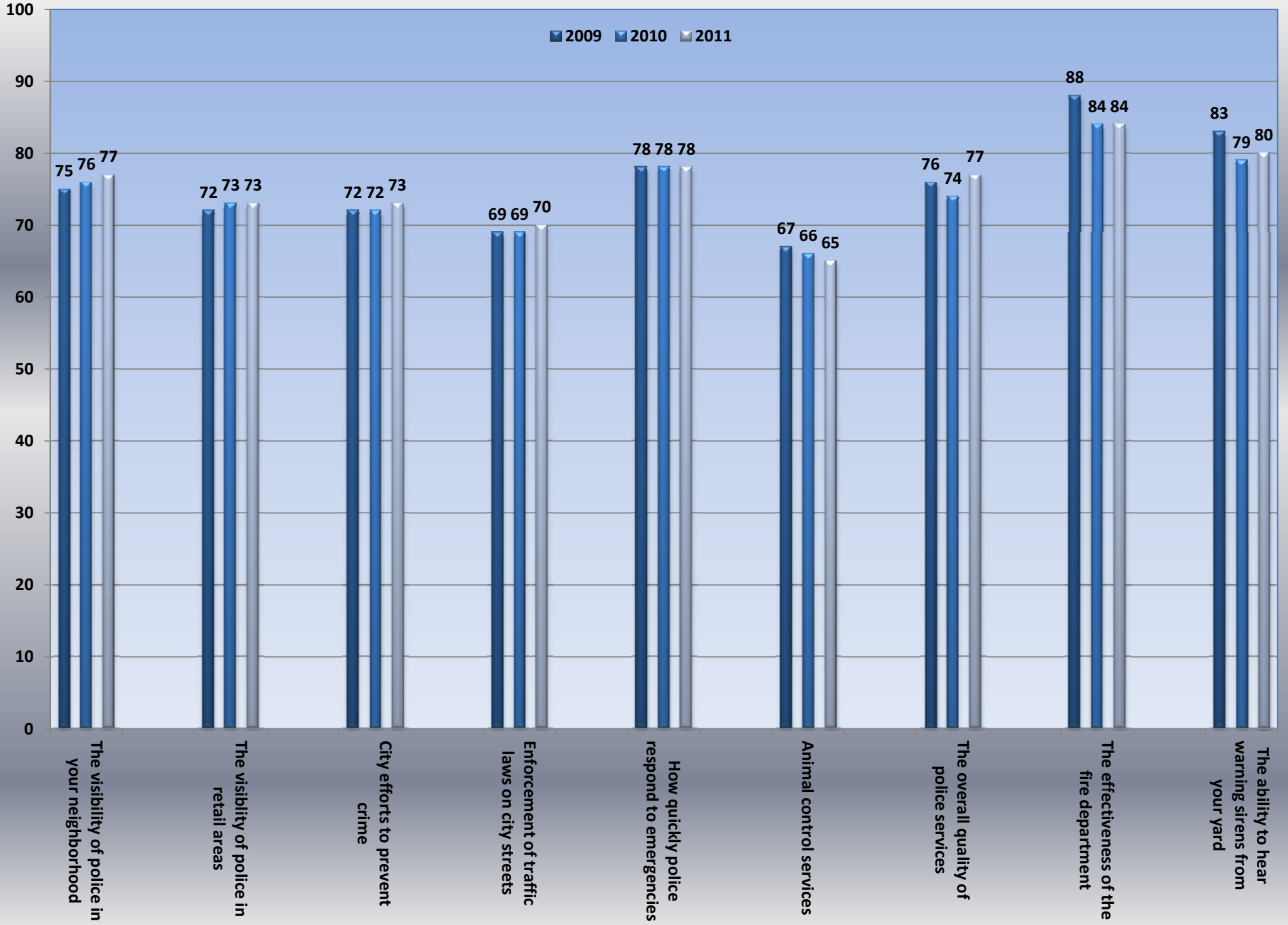
2009 2010 2011



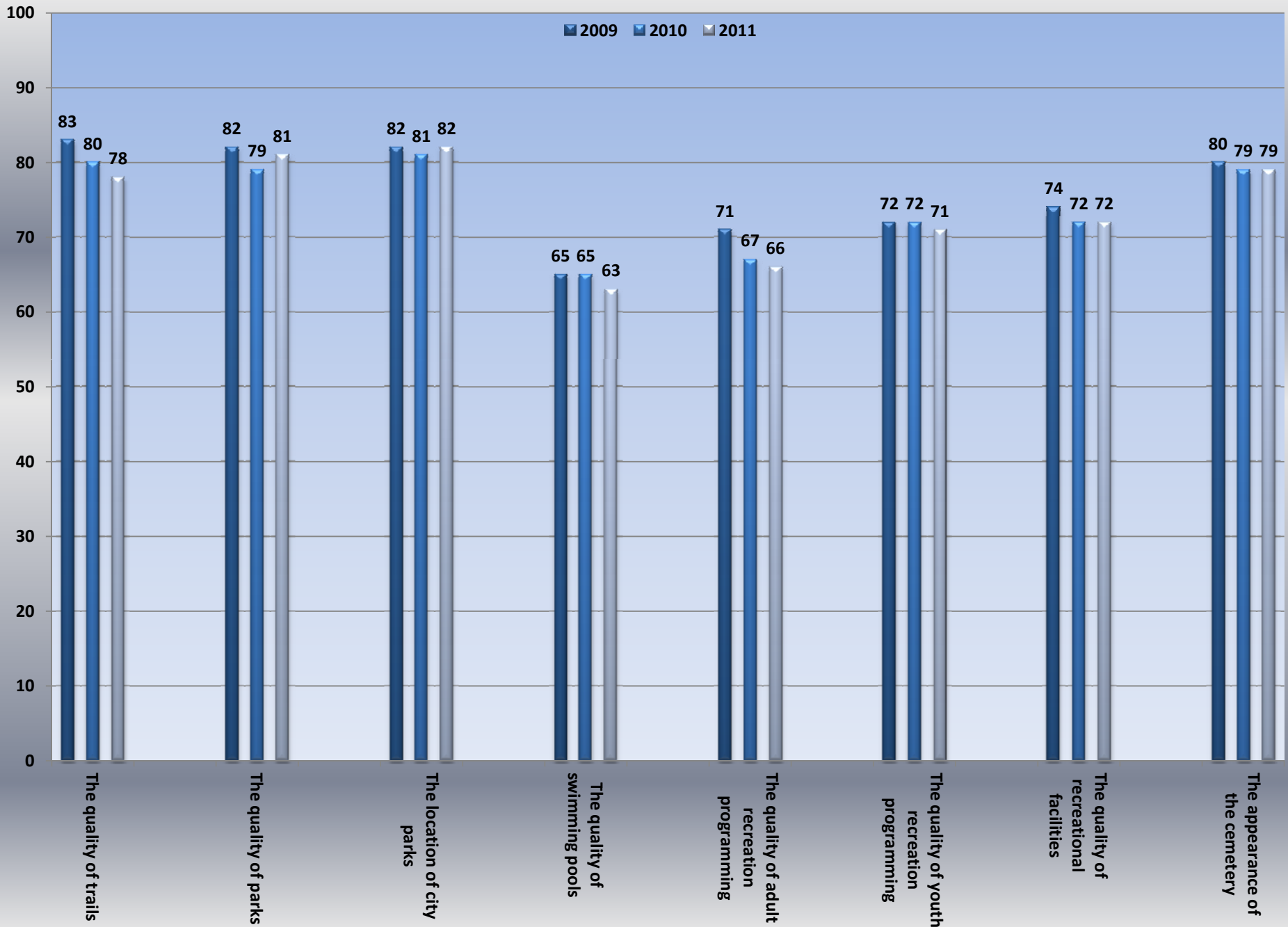
Perceptions of Safety



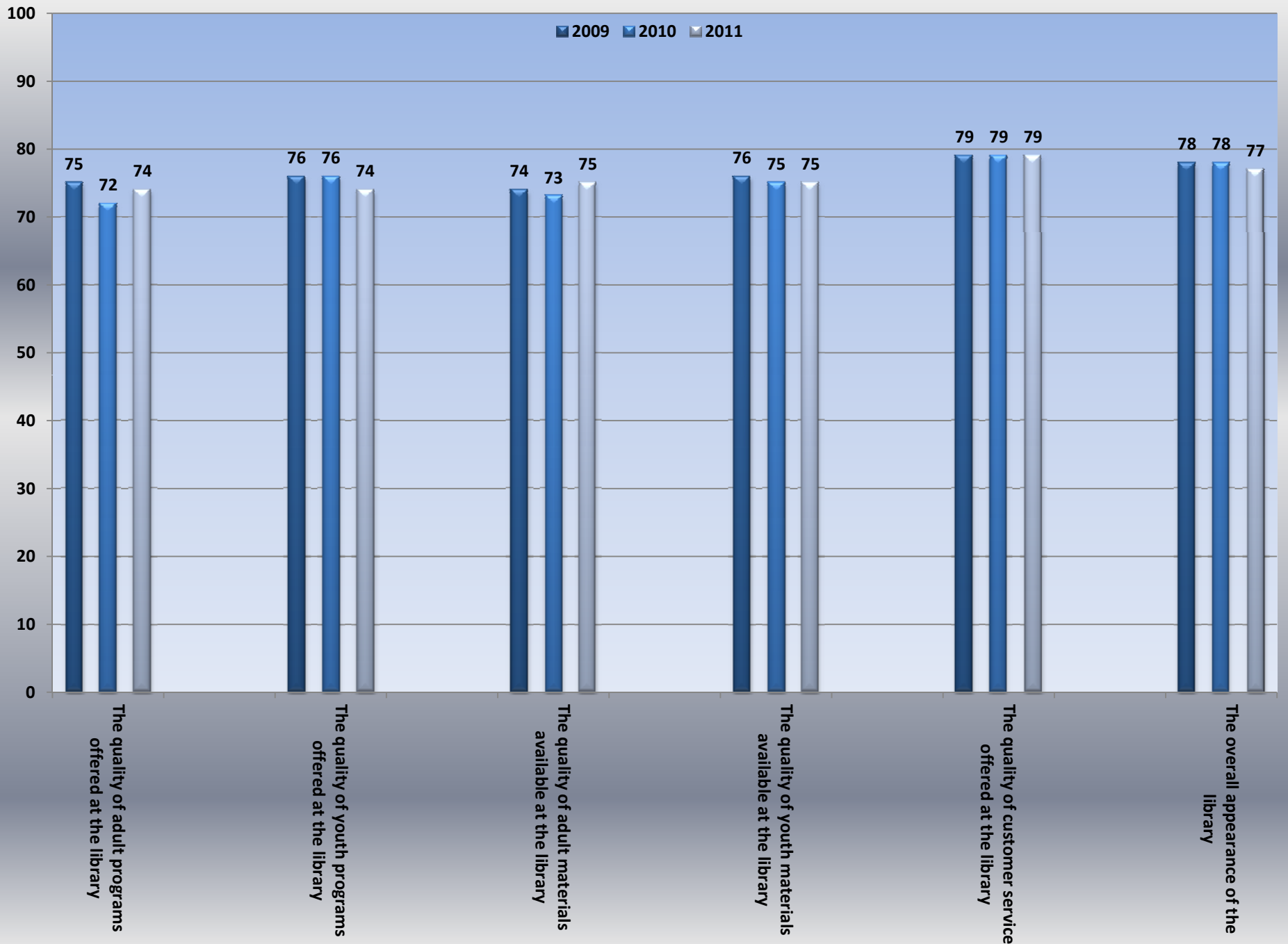
Police and Fire Services



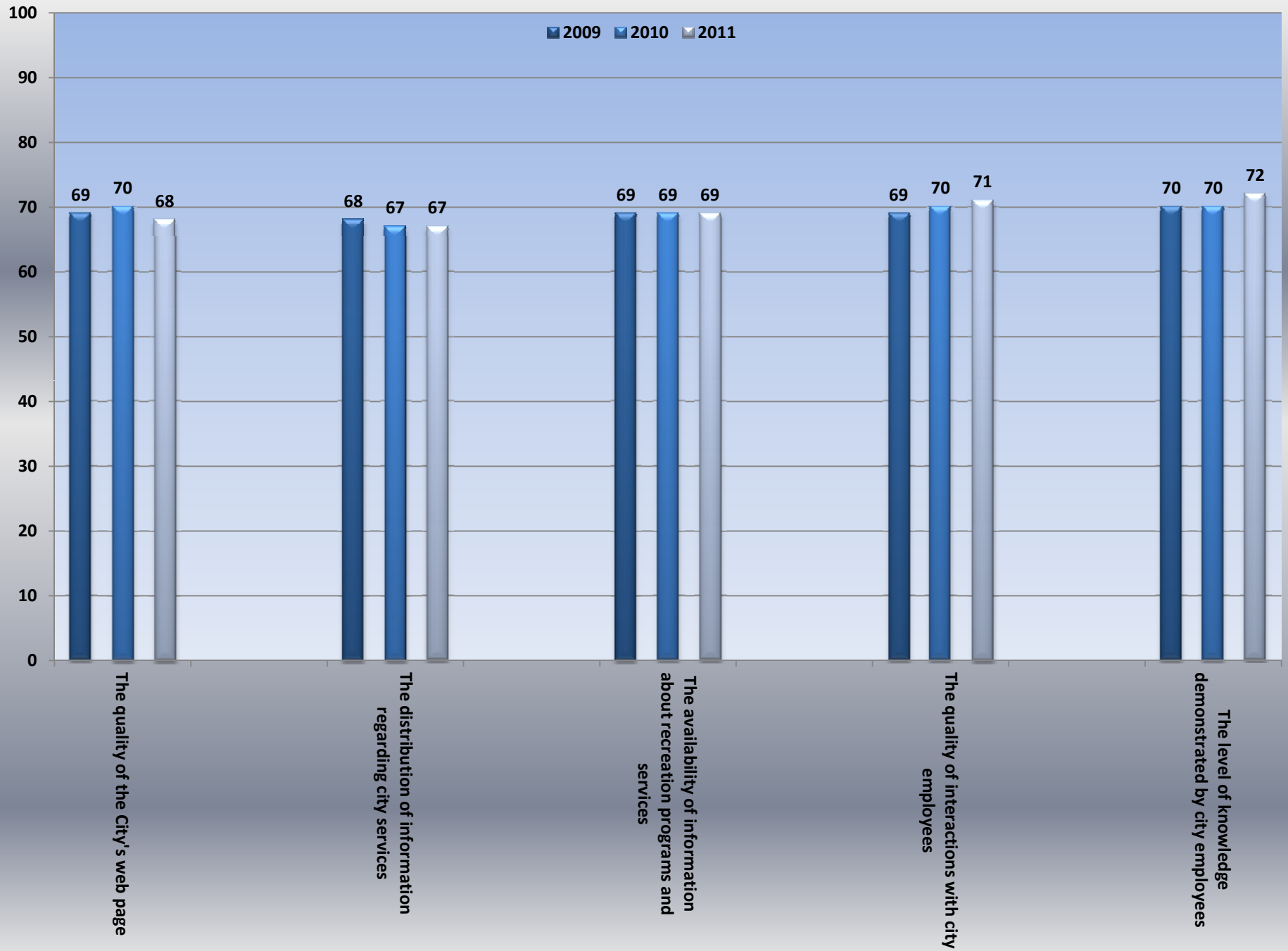
Parks and Recreation



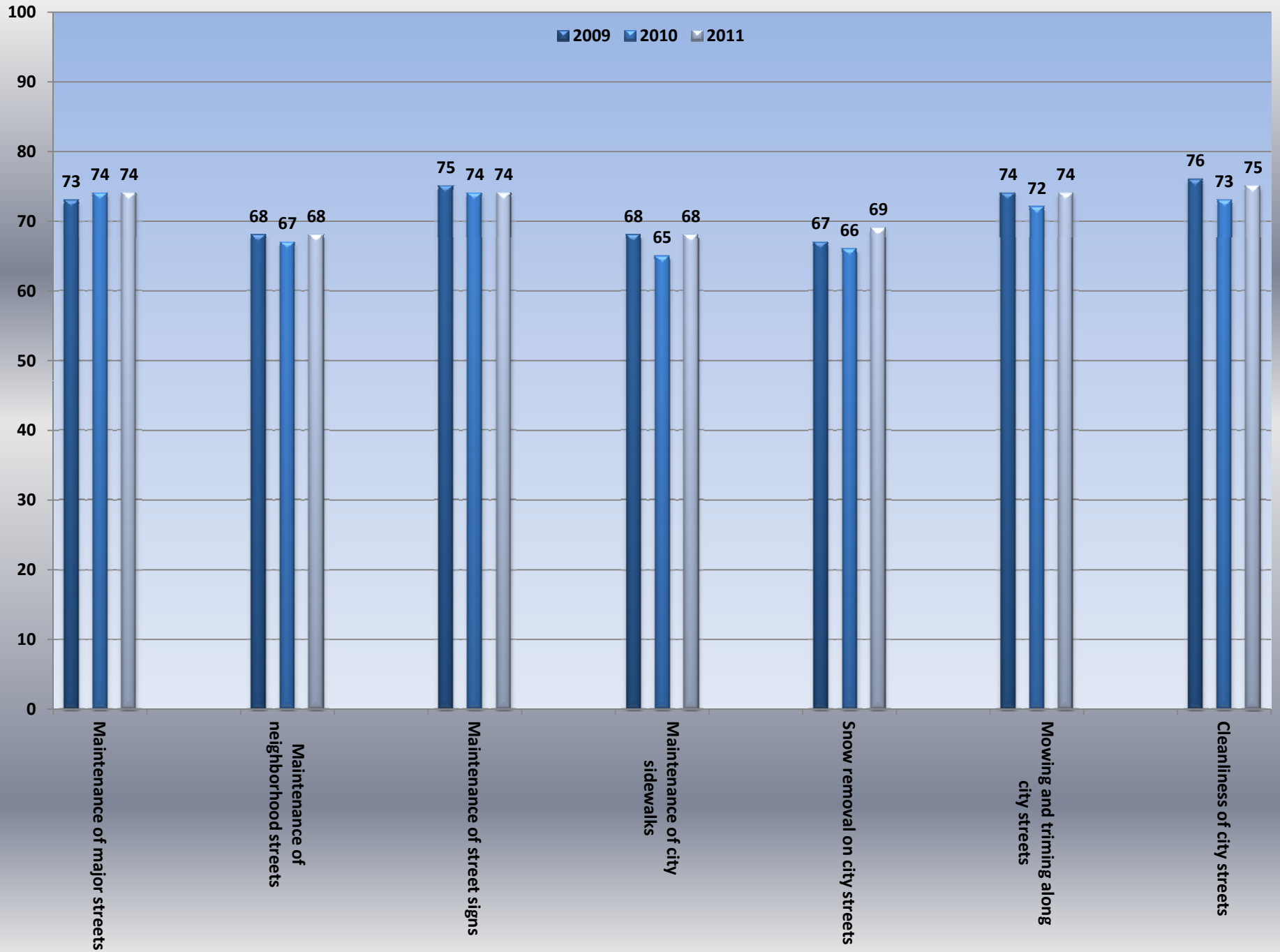
Library Services



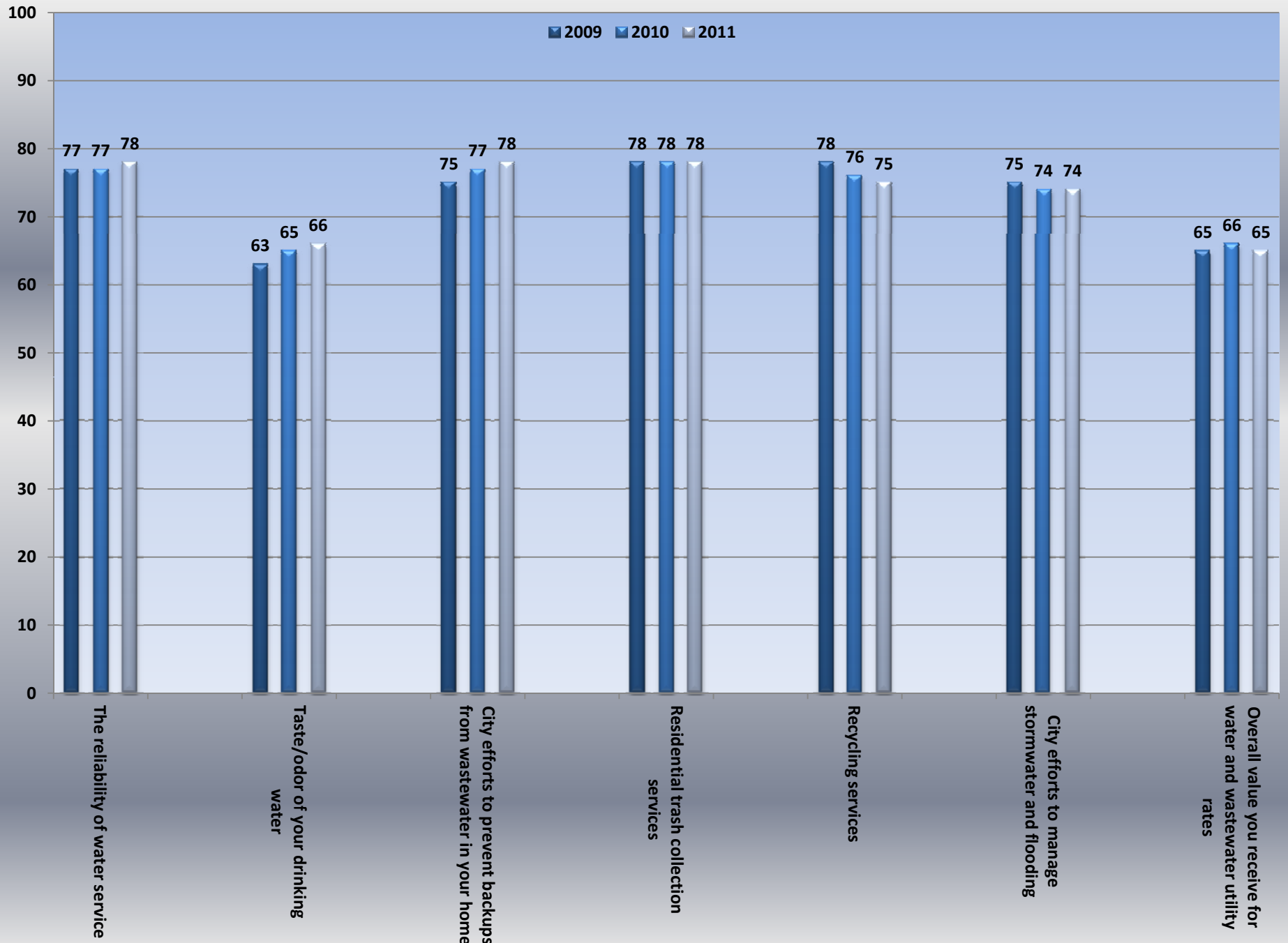
Communication and Customer Service



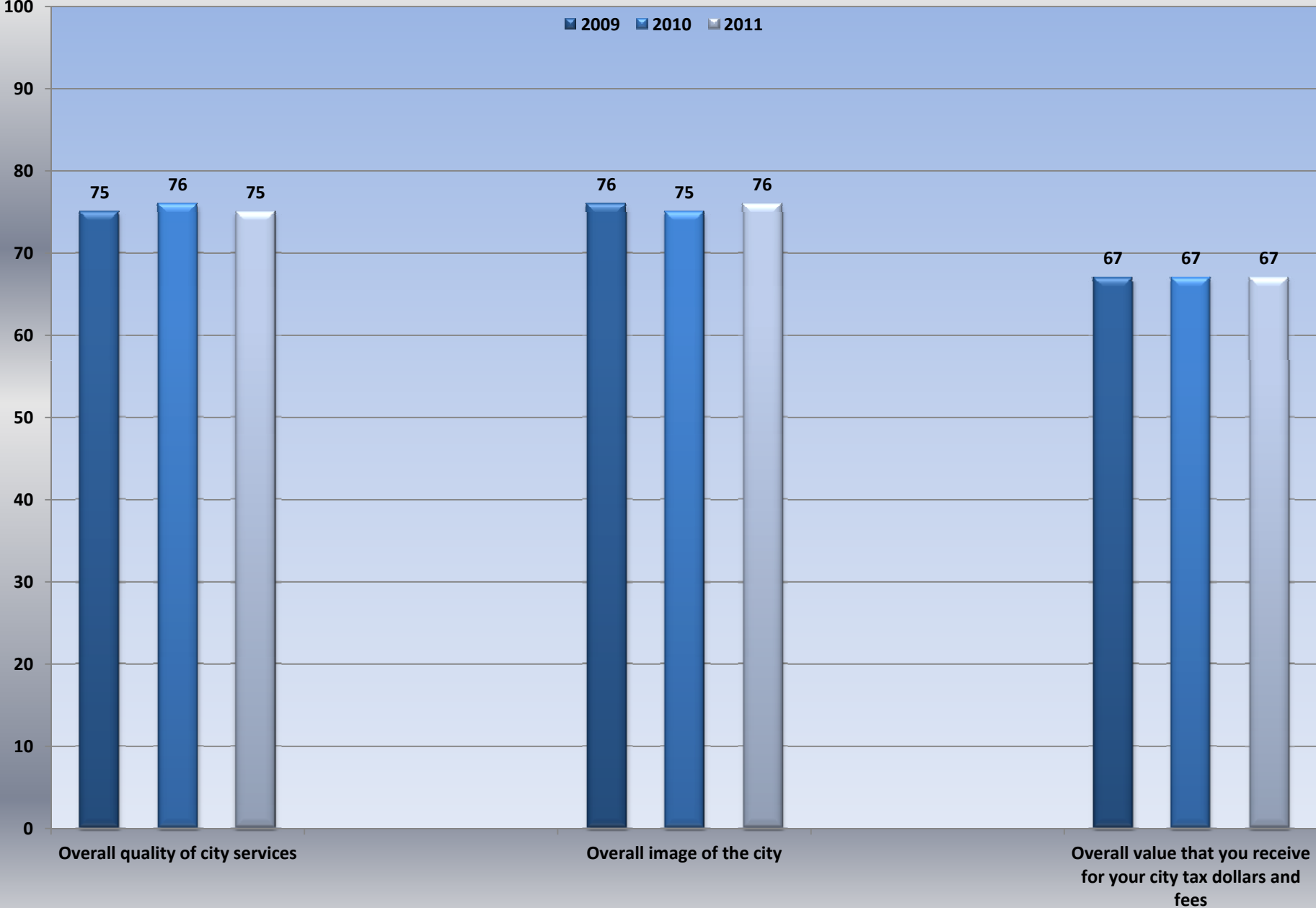
Streets



Public and Environmental Services



General



Conclusion

- Survey instrument provides an effective, low-cost tool to connect with 1200 residences.
- Following trends over time provides a means for further evaluation related to respective services
 - for example- how will the addition of a full-time code enforcement officer impact the “Overall Appearance” and “Perceptions of Safety” ratings in 2012?