



# **2016 Community Survey Report**

March 7, 2017



# Executive Summary

The Sports Complex Special Services District (SCSSD) has completed the 2016 Community Survey. This report on survey findings is being furnished to the SCSSD Board of Directors at the quarterly Board Meeting convened on March 7, 2017. The 2016 Community Survey served in follow up to the previous two surveys completed in 2004 and 2011, accomplishing four primary goals:

- 1) It reminded and informed residents, via the survey cover letter, about specific SCSSD projects and programs, and the ongoing investment SCSSD is making in their neighborhoods. It reassured residents, via the survey form, that SCSSD values ongoing community feedback.
- 2) It enabled SCSSD to update statistics on neighborhood satisfaction and priority topics.
- 3) It served as a progress report, providing feedback on how SCSSD projects and programs have positively impacted the SCSSD neighborhoods in recent years.
- 4) It empowers SCSSD to make more informed decisions moving forward, strategically planning for our future and ensuring that funds continue to be directed to the efforts of greatest need and benefit for the served communities.

The pages that follow summarize survey findings, starting with this highest level of executive summary, followed by some illustrative summary tables, and ending with a categorized listing of the actual written comments from residents, perhaps the most telling aspect of this survey effort.

## Response Rate

In June 2016, SCSSD mailed the 2016 Community Survey to each of the 4,096 residential households (businesses were not included) located within the SCSSD boundaries. A sample copy of the cover letter and survey form are included at the very end of this report. The survey was returned by 922 households. **This is a response return rate of 23%.** The return rate by Community District ranged from 17% to 42%. The 2016 response rate was slightly lower than the previous 2004 and 2011 survey response rates of 25% and 26%, respectively.

District	Surveys Returned	Surveys Sent	Return Rate
1	91	218	42%
2	317	1,129	28%
3	286	1,412	20%
4	228	1,337	17%
<b>Total</b>	<b>922</b>	<b>4,096</b>	<b>23%</b>



## Neighborhood Satisfaction

With respect to “Neighborhood Satisfaction”, residents were asked to offer feedback on eight specific neighborhood aspects. The statements were formatted exactly as they appeared in the 2004 and 2011 surveys, enabling a direct comparison to the 2016 survey. The ranking of issues, from least satisfied (or bigger problem topic) to most satisfied (smaller problem topic), is as follows:

Rank of Issue	2004 Results	2011 Results	2016 Results
1 (least satisfied)	Speed of Traffic	Speed of Traffic	Speed of Traffic
2	Amount of Traffic	Amount of Traffic	Amount of Traffic
3	Landscaping	Lighting	Lighting
4	Lighting	Tree Care	Tree Care
5	Tree Care	Landscaping	Neighborhood Safety
6	Cleaning	Cleaning	Cleaning
7	Overall Neighborhood Satisfaction	Neighborhood Safety	Landscaping
8 (most satisfied)	Neighborhood Safety	Overall Neighborhood Satisfaction	Overall Neighborhood Satisfaction

# Executive Summary *(cont'd)*

## **Neighborhood Satisfaction – Change from 2004 & 2011**

Since we asked the same questions in all three surveys (2004, 2011, and 2016), we can assess how satisfaction levels have changed over that time. By taking the percent of respondents who gave a positive score and subtracting the percentage of respondents who gave a negative score, we get a single, overall satisfaction score. For example, in 2016, 88% of respondents gave a positive score to the statement “I am satisfied with my neighborhood,” while 6% gave a negative score, resulting in an overall score on that measure of 82%. By taking the 2016 overall score and subtracting the 2004 2011 overall scores, we see how much that score has improved or worsened over time. As the included summary table on page 6 shows, the scores have improved for all of the included topics, meaning residents on the whole feel better today, than they did in 2004 and 2011, about every topic included in the survey (minor exception is 1% decline in safety rating between 2011 and 2016).

In most general conclusion, the issues that were major concerns in 2004 remained major concerns in 2011, and again remain major concerns in 2016, but all of these items have shown positive improvement. Although the improvement in speed and amount of traffic was relatively modest in absolute terms, because those items scored so low in 2004, even modest absolute improvements are dramatic on a percentage basis. The items that showed the most improvement (landscaping, cleanliness, trees, and lighting) are the four items that SCSSD has the most influence over. More specifically, comparing 2004 to 2016, landscaping has improved from 7% to 80% (thanks to our adopted greenspace areas and staying on top of area stakeholders to better maintain their common areas), cleanliness from 26% to 80% (thanks to our ongoing Residential Cleaning Program), and tree care from 18% to 71% (thanks to our tree pruning projects).

## **SCSSD Efforts**

SCSSD continues to get high marks for its efforts. A new question added in 2011 and repeated in 2016 asked residents to score the statement “SCSSD efforts are improving my neighborhood”. 90% of respondents gave a positive rating, 6% gave a neutral rating, and just under 4% gave a negative rating, meaning...

**Residents gave SCSSD an overall approval rating of 87%,  
the highest positive rating of all questions asked!**

...and the highest number of written comments received by topic was  
189 positive comments with *THANKS* for SCSSD efforts!



## Written Comments

In addition to ranking the neighborhood satisfaction topics, residents responded to the 2016 survey with 1,213 written comments and suggestions. Many more people will fill in a check-box than will make the effort to actually write comments, so written comments are highly significant. For instance, an issue is much more important when 5% of the residents write comments about that issue than when 5% of the residents rank the issue on a list. Below is the summary of written comments by category of topic. The table also includes the corresponding number of comments received via the 2004 and 2011 surveys, for a comparative perspective:

TOPIC	Number of Comments		
	2016	2011	2004
Transportation	183	150	150
Parking	137	164	221
Public Health & Safety	116	134	122
Cleaning	92	209	99
Trees	80	140	71
Lighting	60	87	58
Dogs	54	73	76
Sports Complex Events	46	40	69
Landscaping	43	67	31
Parks	42	106	32
Specific Requests for Assistance	29	n/a	n/a
SCSSD Events & Programs	28	289	(answered via check boxes)
Driveways	28	27	65
Development	26	13	30
Casinos	11	0	0
Snow Removal	7	35	8
Supersite	5	24	31
SEYAA Carnival	1	29	0
Positive Comments about SCSSD	189	182	20
Uncategorized	36	50	109
<b>TOTALS</b>	<b>1,213</b>	<b>1,819</b>	<b>1,192</b>

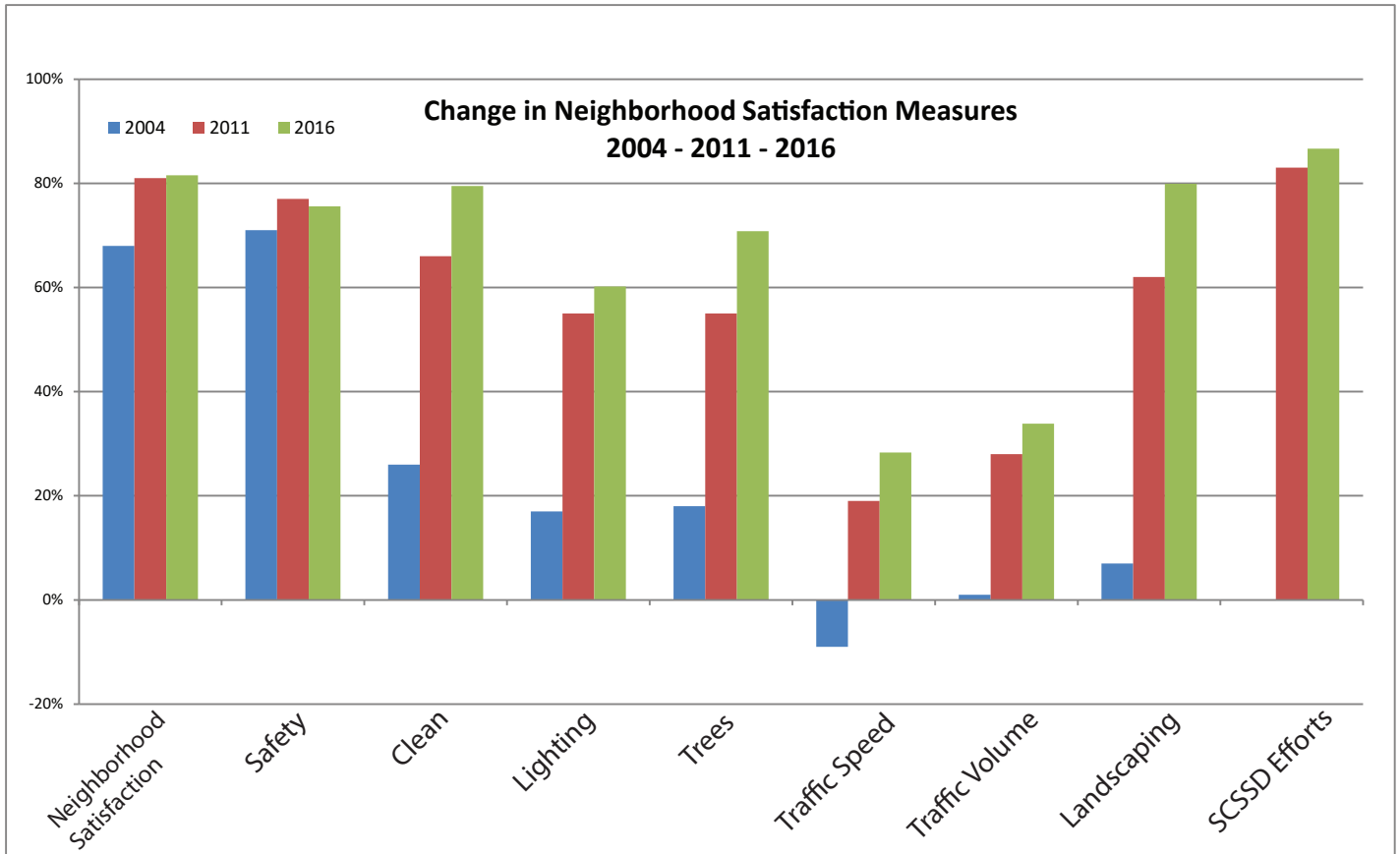
# Executive Summary *(cont'd)*

## District-Wide Conclusions

The following is a “highlight” list of District-wide conclusions:

- Overall, residents are **very satisfied** with their neighborhood. 88% of residents either somewhat or strongly agree with the statement, “I am satisfied with my neighborhood”.
- Residents are **most satisfied** with SCSSD efforts (90% positive)!
- In terms of neighborhood qualities, residents are **most satisfied** with neighborhood cleanliness (88% positive).
- Residents are **least satisfied** with speed of traffic (31% negative) and amount of traffic (27% negative).

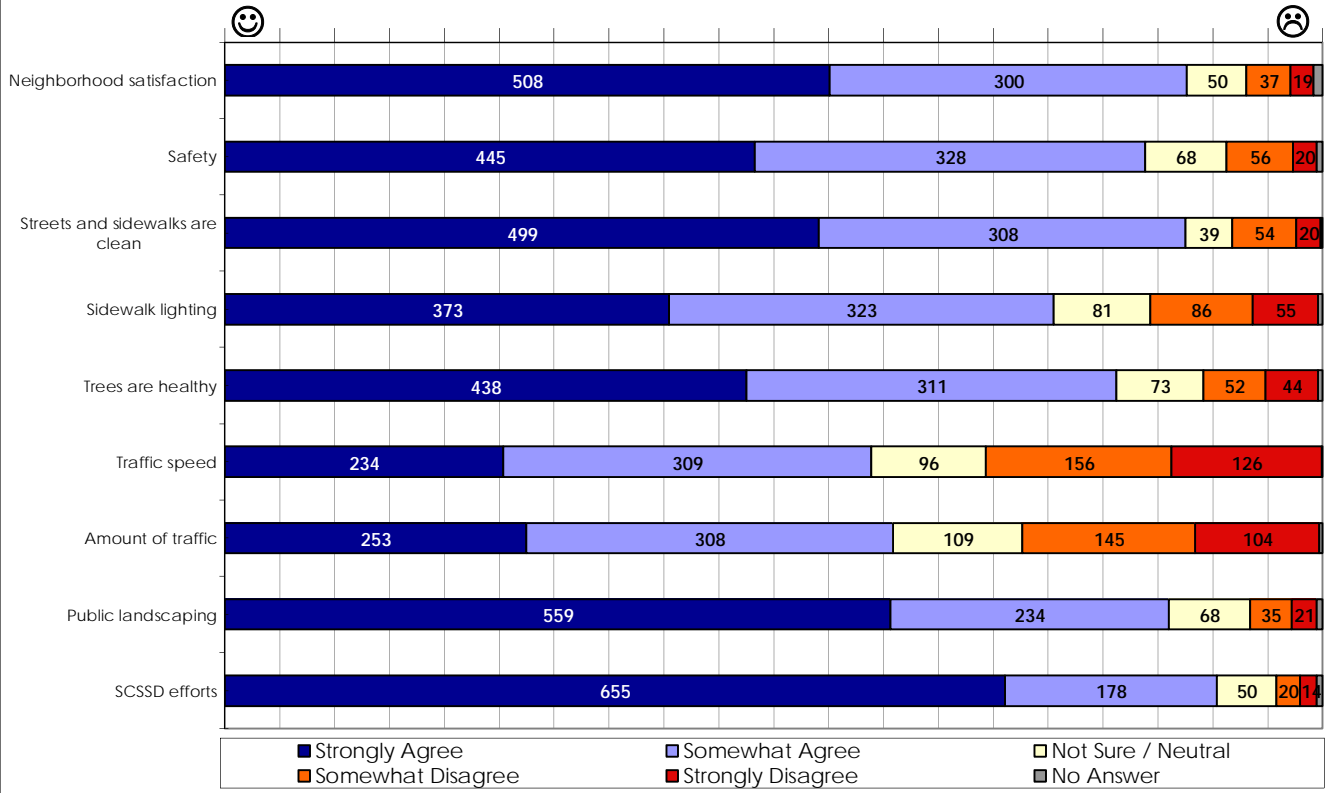
# SCSSD 2016 Community Survey



	<u>2004</u>	<u>2011</u>	<u>2016</u>	<u>Change from 2004 - 2016</u>	
	% Pos - % Neg	% Pos - % Neg	% Pos - % Neg	2016 minus 2004	Rank of Degree of Improvement
1. I am <b>satisfied</b> with my neighborhood.	68%	81%	82%	14%	7
2. I usually feel <b>safe</b> walking around my neighborhood.	71%	77%	76%	5%	8
3. The streets and sidewalks in my neighborhood are usually <b>clean</b> .	26%	66%	80%	54%	2
4. The sidewalks in my neighborhood have enough <b>light</b> at night.	17%	55%	60%	43%	4
5. The <b>trees</b> in my neighborhood are healthy and well cared for.	18%	55%	71%	53%	3
6. The <b>speed of traffic</b> in my neighborhood is acceptable.	-9%	19%	28%	37%	5
7. The <b>amount of traffic</b> in my neighborhood is acceptable.	1%	28%	34%	33%	6
8. The <b>landscaping</b> at major intersections and on major streets is attractive.	7%	62%	80%	73%	1
9. <b>SCSSD efforts</b> are improving my neighborhood.		83%	87%		

## 2016 Neighborhood Satisfaction: Entire District

### Count of Responses:



### Simplified Percentages

	Positive 😊	Neutral	Negative ☹️	Pos % - Neg %	Rank of Issue
1. I am satisfied with my neighborhood.	88%	6%	6%	82%	8
2. I usually feel safe walking around my neighborhood.	84%	8%	8%	76%	5
3. The streets and sidewalks in my neighborhood are usually clean.	88%	4%	8%	80%	6
4. The sidewalks in my neighborhood have enough light at night.	75%	9%	15%	60%	3
5. The trees in my neighborhood are healthy and well cared for.	81%	8%	10%	71%	4
6. The speed of traffic in my neighborhood is acceptable.	59%	11%	31%	28%	1
7. The amount of traffic in my neighborhood is acceptable.	61%	12%	27%	34%	2
8. The landscaping at major intersections and on major streets is attractive.	86%	8%	6%	80%	7
9. SCSSD efforts are improving my neighborhood.	90%	6%	4%	87%	9

### CONCLUSIONS:

Respondents are **Most Satisfied** with the following aspects of the neighborhood:

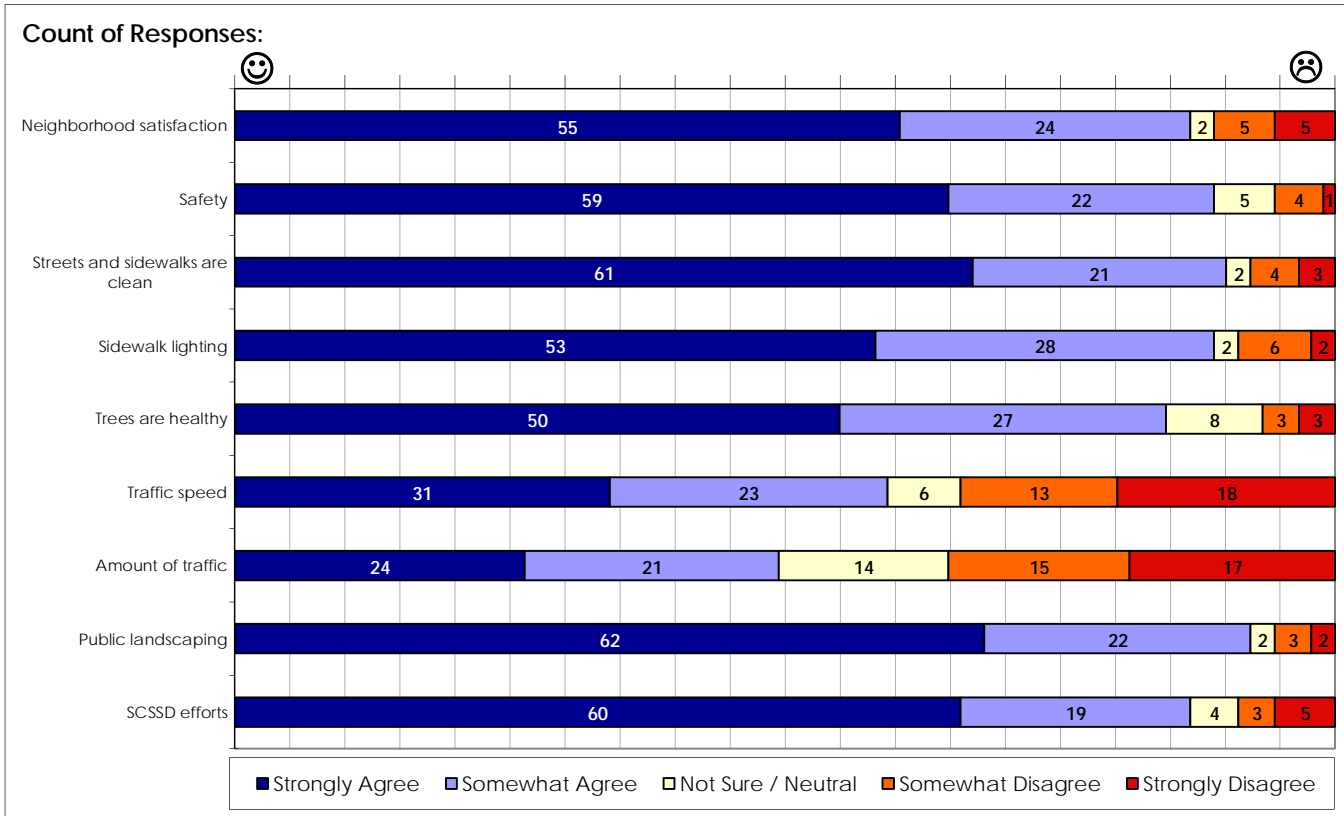
- 😊 1. SCSSD efforts
- 2. Overall neighborhood satisfaction
- 3. Public landscaping

Respondents are **Least Satisfied** with the following aspects of the neighborhood:

- ☹️ 1. Speed of traffic
- 2. Amount of traffic
- 3. Sidewalk lighting
- 4. Care of trees



## 2016 Neighborhood Satisfaction: *Community District 1*



### Simplified Percentages

	Positive 😊	Neutral	Negative 😞	Pos % - Neg %	Rank of Issue
1. I am satisfied with my neighborhood.	87%	2%	11%	76%	3
2. I usually feel safe walking around my neighborhood.	89%	5%	5%	84%	8
3. The streets and sidewalks in my neighborhood are usually clean.	90%	2%	8%	82%	7
4. The sidewalks in my neighborhood have enough light at night.	89%	2%	9%	80%	6
5. The trees in my neighborhood are healthy and well cared for.	85%	9%	7%	78%	4
6. The speed of traffic in my neighborhood is acceptable.	59%	7%	34%	25%	2
7. The amount of traffic in my neighborhood is acceptable.	49%	15%	35%	14%	1
8. The landscaping at major intersections and on major streets is attractive.	92%	2%	5%	87%	9
9. SCSSD efforts are improving my neighborhood.	87%	4%	9%	78%	4

### CONCLUSIONS:

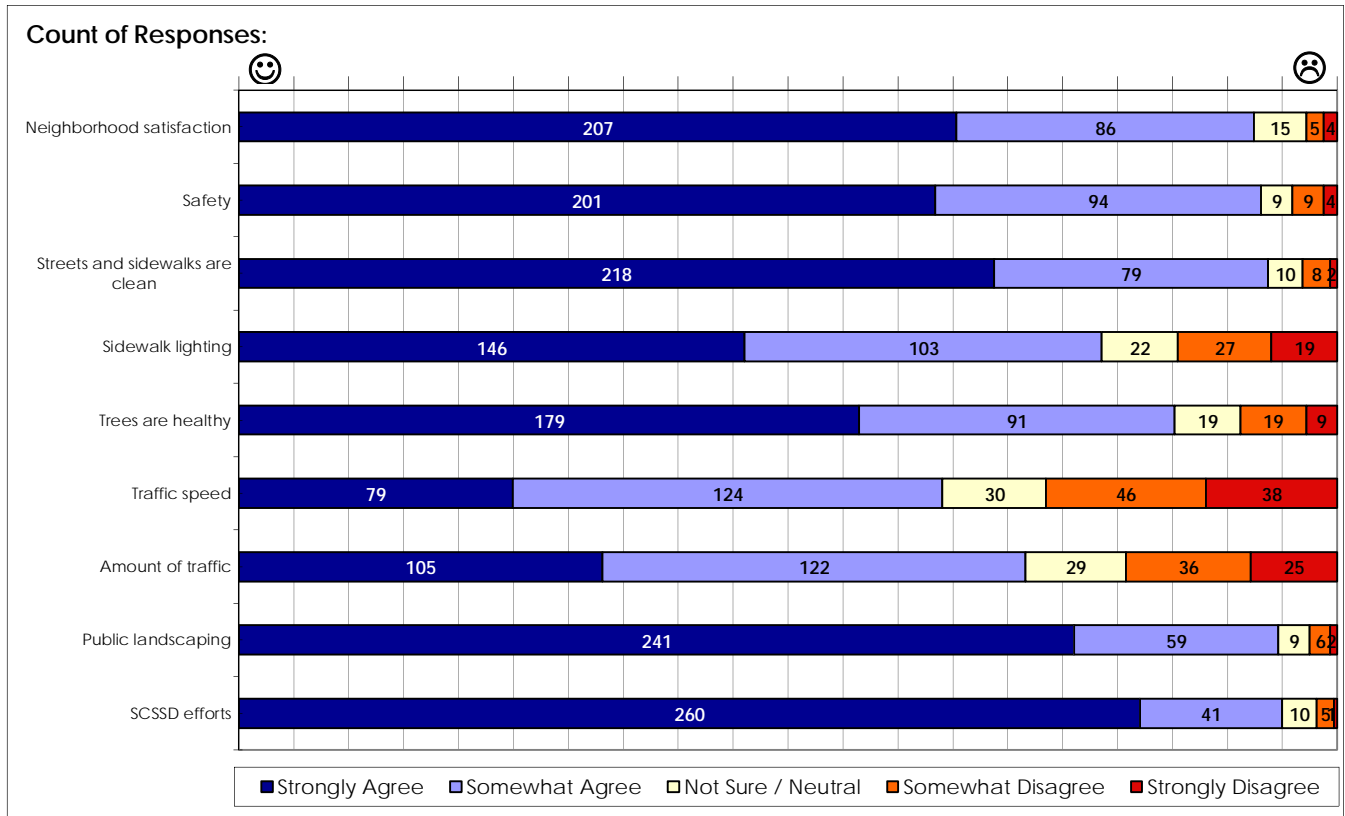
Community District 1 respondents are Most Satisfied with the following aspects of the neighborhood:

- 😊
1. Public landscaping
  2. Neighborhood safety
  3. Neighborhood cleanliness
  4. Neighborhood lighting

Community District 1 respondents are Least Satisfied with the following aspects of the neighborhood:

- 😞
1. Amount of traffic
  2. Speed of traffic

## 2016 Neighborhood Satisfaction: *Community District 2*



### Simplified Percentages

	Positive 😊	Neutral	Negative 😞	Pos % - Neg %	Rank of Issue
1. I am satisfied with my neighborhood.	92%	5%	3%	90%	6
2. I usually feel safe walking around my neighborhood.	93%	3%	4%	89%	5
3. The streets and sidewalks in my neighborhood are usually clean.	94%	3%	3%	91%	7
4. The sidewalks in my neighborhood have enough light at night.	79%	7%	15%	64%	3
5. The trees in my neighborhood are healthy and well cared for.	85%	6%	9%	76%	4
6. The speed of traffic in my neighborhood is acceptable.	64%	9%	26%	38%	1
7. The amount of traffic in my neighborhood is acceptable.	72%	9%	19%	52%	2
8. The landscaping at major intersections and on major streets is attractive.	95%	3%	3%	92%	8
9. SCSSD efforts are improving my neighborhood.	95%	3%	2%	93%	9

### CONCLUSIONS:

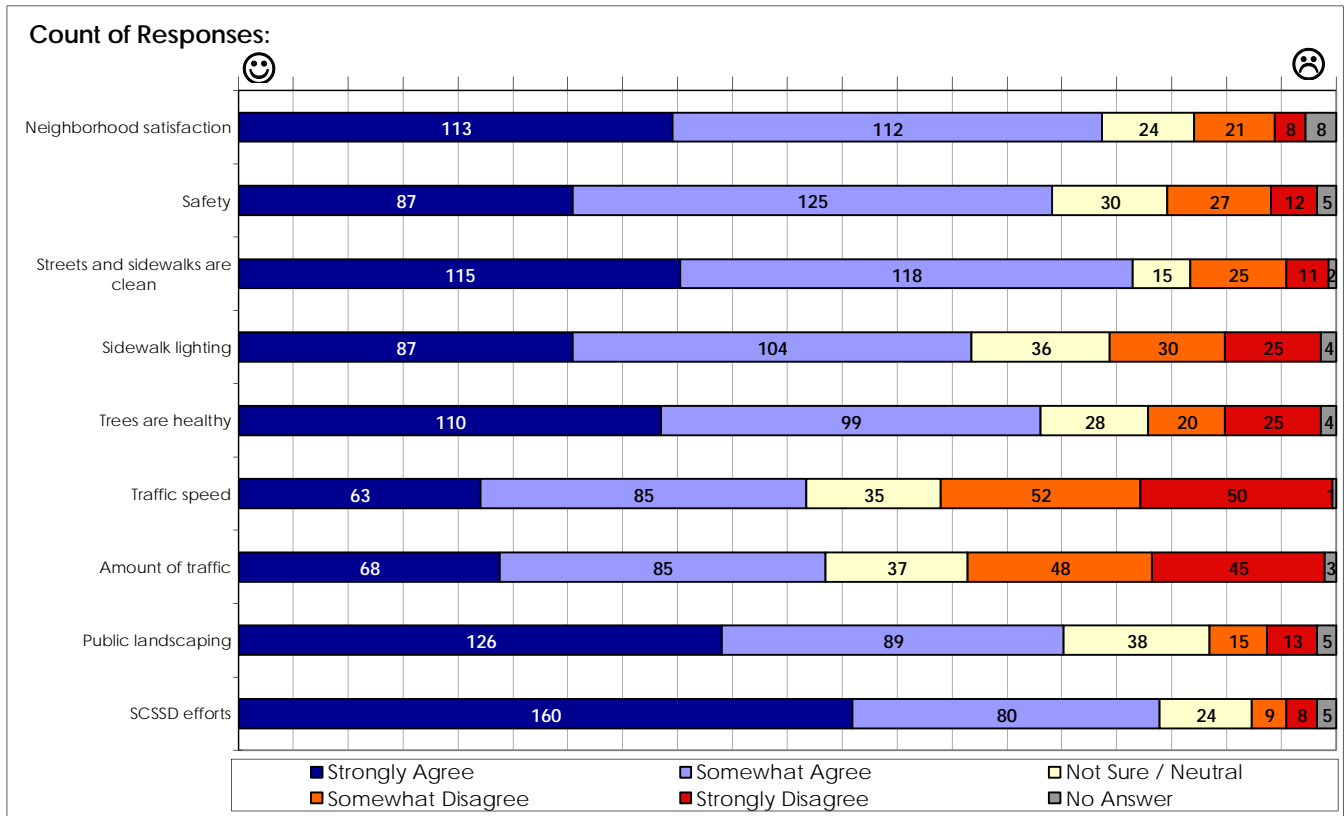
Community District 2 respondents are **Most Satisfied** with the following aspects of the neighborhood:

- 1. SCSSD efforts
- 😊 2. Public landscaping
- 3. Neighborhood cleanliness
- 4. Overall neighborhood satisfaction

Community District 2 respondents are **Least Satisfied** with the following aspects of the neighborhood:

- 😞 1. Speed of traffic
- 2. Amount of traffic

## 2016 Neighborhood Satisfaction: *Community District 3*



### Simplified Percentages

	Positive 😊	Neutral	Negative ☹️	Pos % - Neg %	Rank of Issue
1. I am satisfied with my neighborhood.	79%	11%	10%	69%	7
2. I usually feel safe walking around my neighborhood.	74%	12%	14%	60%	5
3. The streets and sidewalks in my neighborhood are usually clean.	81%	6%	13%	69%	8
4. The sidewalks in my neighborhood have enough light at night.	67%	14%	19%	48%	3
5. The trees in my neighborhood are healthy and well cared for.	73%	11%	16%	57%	4
6. The speed of traffic in my neighborhood is acceptable.	52%	13%	36%	16%	1
7. The amount of traffic in my neighborhood is acceptable.	53%	14%	33%	21%	2
8. The landscaping at major intersections and on major streets is attractive.	75%	15%	10%	65%	6
9. SCSSD efforts are improving my neighborhood.	84%	10%	6%	78%	9

### CONCLUSIONS:

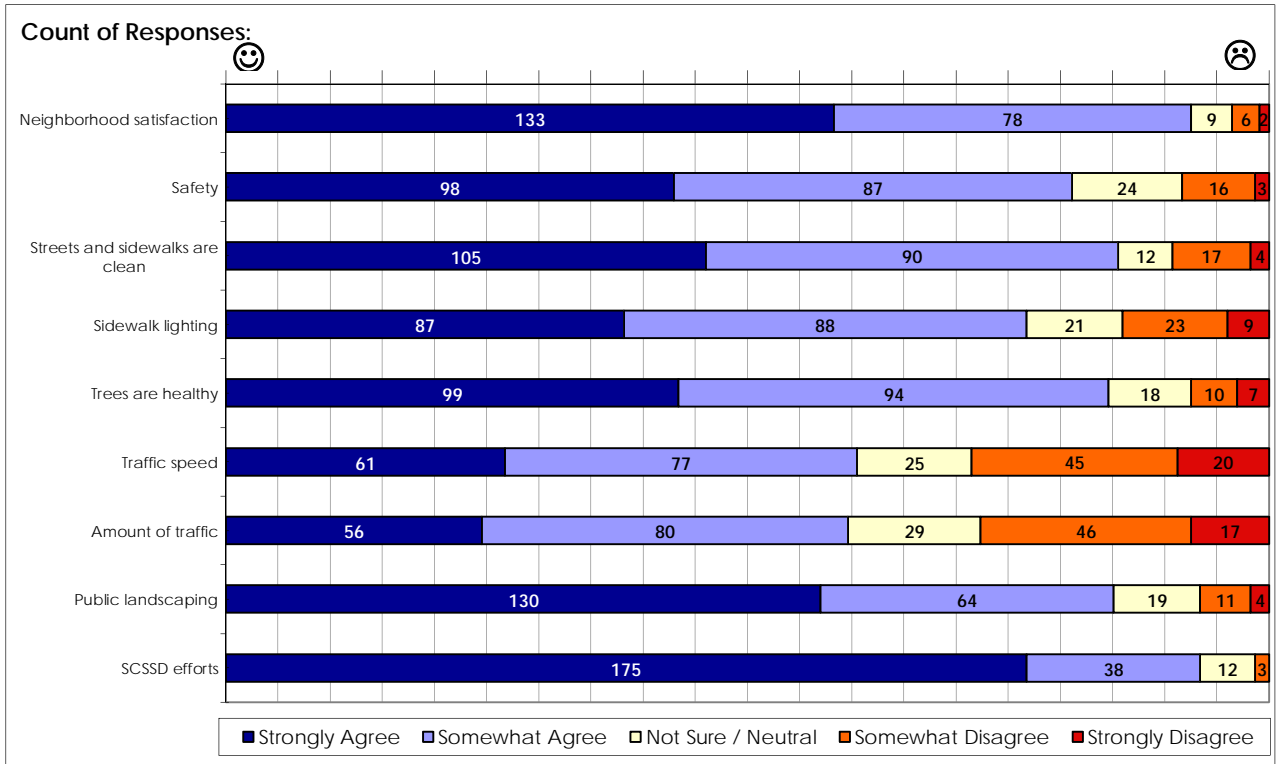
Community District 3 respondents are **Most Satisfied** with the following aspects of the neighborhood:

- 😊 1. SCSSD efforts
- 😊 2. Neighborhood cleanliness
- 😊 3. Overall neighborhood satisfaction
- 😊 4. Public landscaping

Community District 3 respondents are **Least Satisfied** with the following aspects of the neighborhood:

- ☹️ 1. Speed of traffic
- ☹️ 2. Amount of traffic

## 2016 Neighborhood Satisfaction: *Community District 4*



### Simplified Percentages

	Positive 😊	Neutral	Negative ☹️	Pos % -	Rank of Issue
1. I am satisfied with my neighborhood.	93%	4%	4%	89%	8
2. I usually feel safe walking around my neighborhood.	81%	11%	8%	73%	4
3. The streets and sidewalks in my neighborhood are usually clean.	86%	5%	9%	76%	5
4. The sidewalks in my neighborhood have enough light at night.	77%	9%	14%	63%	3
5. The trees in my neighborhood are healthy and well cared for.	85%	8%	7%	77%	6
6. The speed of traffic in my neighborhood is acceptable.	61%	11%	29%	32%	2
7. The amount of traffic in my neighborhood is acceptable.	60%	13%	28%	32%	1
8. The landscaping at major intersections and on major streets is attractive.	85%	8%	7%	79%	7
9. SCSSD efforts are improving my neighborhood.	93%	5%	1%	92%	9

### CONCLUSIONS:

Community District 4 respondents are **Most Satisfied** with the following aspects of the neighborhood:

- 😊 1. SCSSD efforts
- 😊 2. Overall neighborhood satisfaction
- 😊 3. Public landscaping
- 😊 4. Tree care

Community District 4 respondents are **Least Satisfied** with the following aspects of the neighborhood:

- ☹️ 1. Amount of traffic
- ☹️ 2. Speed of traffic

# 2016 Neighborhood Satisfaction Comparing Responses by Community District

## 1. I am satisfied with my neighborhood.

	☺ Pos	Neutral	☹ Neg	# of Surveys
1	87%	2%	11%	91
2	92%	5%	3%	317
3	79%	11%	10%	286
4	93%	4%	4%	228
Combined	88%	6%	6%	922

All districts have very high rates of overall neighborhood satisfaction. Districts 2 and 4 have the highest satisfaction levels and District 3 has the lowest.

## 2. I usually feel safe walking around my neighborhood.

	☺ Pos	Neutral	☹ Neg	# of Surveys
1	89%	5%	5%	91
2	93%	3%	4%	317
3	74%	12%	14%	286
4	81%	11%	8%	228
Combined	84%	8%	8%	922

Although all districts have somewhat or very high rates of neighborhood safety, District 2 has the highest satisfaction levels and District 3 has the lowest.

## 3. The streets and sidewalks in my neighborhood are usually clean.

	☺ Pos	Neutral	☹ Neg	# of Surveys
1	90%	2%	8%	91
2	94%	3%	3%	317
3	81%	6%	13%	286
4	86%	5%	9%	228
Combined	88%	4%	8%	922

All districts rate the cleanliness of streets and sidewalks very highly. Districts 1 and 2 are more satisfied with the cleanliness levels of streets and sidewalks than are Districts 3 and 4.

## 4. The sidewalks in my neighborhood have enough light at night.

	☺ Pos	Neutral	☹ Neg	# of Surveys
1	89%	2%	9%	91
2	79%	7%	15%	317
3	67%	14%	19%	286
4	77%	9%	14%	228
Combined	75%	9%	15%	922

All districts rate the levels of lighting fairly high. District 1 is most positive about sidewalk light, and District 3 is most concerned.

## 5. The trees in my neighborhood are healthy and well cared for.

	☺ Pos	Neutral	☹ Neg	# of Surveys
1	85%	9%	7%	91
2	85%	6%	9%	317
3	73%	11%	16%	286
4	85%	8%	7%	228
Combined	81%	8%	10%	922

All districts rate tree care somewhat or very highly. District 3 is most concerned about tree care.

6. The speed of traffic in my neighborhood is acceptable.

	☺ Pos	Neutral	☹ Neg	# of Surveys
1	59%	7%	34%	91
2	64%	9%	26%	317
3	52%	13%	36%	286
4	61%	11%	29%	228
Combined	59%	11%	31%	922

Traffic is the topic with the lowest satisfaction levels. All Districts are somewhat concerned about traffic speed. Districts 3 and 1 are most concerned with traffic speed.

7. The amount of traffic in my neighborhood is acceptable.

	☺ Pos	Neutral	☹ Neg	# of Surveys
1	49%	15%	35%	91
2	72%	9%	19%	317
3	53%	14%	33%	286
4	60%	13%	28%	228
Combined	61%	12%	27%	922

Traffic is the topic with the lowest satisfaction levels. All Districts are somewhat concerned about the amount of traffic. Districts 1 and 3 are most concerned with the amount of traffic.

8. The landscaping at major intersections and on major streets is attractive.

	☺ Pos	Neutral	☹ Neg	# of Surveys
1	92%	2%	5%	91
2	95%	3%	3%	317
3	75%	15%	10%	286
4	85%	8%	7%	228
Combined	86%	8%	6%	922

All districts rate public landscaping somewhat or very highly. District 3 is most concerned about public landscaping.

9. SCSSD efforts are improving my neighborhood.

	☺ Pos	Neutral	☹ Neg	# of Surveys
1	87%	4%	9%	91
2	95%	3%	2%	317
3	84%	10%	6%	286
4	93%	5%	1%	228
Combined	90%	6%	4%	922

All districts rate SCSSD efforts very highly. District 2 is most satisfied with SCSSD efforts, while District 3 is least satisfied.

[Intentional Blank Page]




## 2016 Community Survey Written Comments

595 of the 922 surveys returned (65% of the total returned) included written comments. Many respondents gave comments in more than one area, so the sum of total comments in all topics is 1,213.

TOPIC	Number of Comments				
	Total	CD1	CD2	CD3	CD4
Transportation	183	21	78	59	25
Parking	137	31	33	45	28
Public Health and Safety	116	22	38	39	17
Cleaning Program	92	7	14	48	23
Trees	80	11	18	35	16
Lighting	60	3	19	26	12
Dogs	54	8	10	16	20
Sports Complex Events	46	11	16	11	8
Landscaping	43	3	12	16	12
Parks	42	7	1	15	19
Specific Requests for Assistance	29	0	9	15	5
SCSSD Events and Programs	28	2	13	10	3
Driveways	28	4	7	15	2
Development	26	3	13	8	2
Casinos	11	2	1	7	1
Snow Removal	7	3	2	1	1
Supersite	5	0	0	5	0
SEYAA and Carnival	1	0	0	1	0
Positive Comments about SCSSD	189	16	61	58	54
Uncategorized	36	6	5	20	5
<b>TOTALS</b>	<b>1,213</b>	<b>160</b>	<b>350</b>	<b>450</b>	<b>253</b>



**When responding to this survey, please remember:**

-  SCSSD is a 501(c)(3) non-profit corporation, which directs what SCSSD can and can't do!
-  SCSSD is strictly prohibited from providing any services that involve private property (such as common driveways) or private benefit.
-  SCSSD is NOT a city or state agency. SCSSD is prohibited from funding or replacing government services. SCSSD may only supplement government services as appropriate.

**SCSSD began active operations in 2003. Some sample SCSSD projects and programs include:**

**Beautification Programs**

Landscape Improvements  
Residential Street/Sidewalk Cleaning

**Tree Care**

Street Tree Trimming  
New Tree Plantings

**Community Events**

Children's Halloween Party  
Shredding Event

**Construction Projects**

Traffic Calming Improvements  
Supersite Fence & Security Grants  
Lighting Improvements

**Communications**




Autocall phone messages  
Monthly Sports Complex Calendars  
Website: [www.scssd.org](http://www.scssd.org)  
Social Media: facebook & twitter

**Special Projects**

Recycling Carts Distribution  
Emergency Kits Distribution  
Donations to area schools & youth athletics  
Nostalgic Photo Book "Looking Back & Moving Forward"

## NEIGHBORHOOD SATISFACTION

For each question, please circle the number that best describes your opinion:

					
	Strongly Agree	Somewhat Agree	Not Sure/ Neutral	Somewhat Disagree	Strongly Disagree
1. I am <b>satisfied</b> with my neighborhood.	1	2	3	4	5
2. I usually feel <b>safe</b> walking around my neighborhood.	1	2	3	4	5
3. The streets and sidewalks in my neighborhood are usually <b>clean</b> .	1	2	3	4	5
4. The sidewalks in my neighborhood have enough <b>light</b> at night.	1	2	3	4	5
5. The <b>trees</b> in my neighborhood are healthy and well cared for.	1	2	3	4	5
6. The <b>speed of traffic</b> in my neighborhood is acceptable.	1	2	3	4	5
7. The <b>amount of traffic</b> in my neighborhood is acceptable.	1	2	3	4	5
8. The <b>landscaping</b> at major intersections and on major streets is attractive.	1	2	3	4	5
9. <b>SCSSD efforts</b> are improving my neighborhood.	1	2	3	4	5



