

# Pinal County, AZ

*2014-2015 Citizen Satisfaction Survey*

July 8, 2015



# Survey Committee

- Provided input on survey design, questions, survey distribution and marketing
- Reviewed interim report(s) and provided direction on improving outreach
- Steve Frazier
- Levi Gibson
- Leo Lew
- Joe Pyritz
- Tom Schryer
- Greg Stanley
- Kent Taylor
- Rachel Zenuck

# Survey Methods

- 2014-2015 online survey includes web-based, convenience sample, not a scientific survey
- SurveyMonkey link was distributed through email and multiple media outlets and available on County website for 15 weeks total
- Survey kiosks were available in County buildings, including libraries
- 1,036 completed surveys received (57% completion rate) 540 Inc. vs 496 Uninc.
- Results were weighted by age

# Survey Weighting

Characteristic	Population Norm, %	Unweighted data, %	Result data (weighted), %
<b>Geographic Area</b>			
<b>Incorporated</b>	52%	52%	52%
<b>Unincorporated</b>	48%	48%	48%
<b>Gender</b>			
<b>Male</b>	51%	50%	50%
<b>Female</b>	49%	50%	50%
<b>Age category</b>			
<b>18-24 years</b>	11%	1%	11%
<b>25-34 years</b>	19%	10%	19%
<b>35-44 years</b>	18%	15%	18%
<b>45-54 years</b>	16%	17%	16%
<b>55-64 years</b>	16%	24%	16%
<b>65-74 years</b>	13%	27%	13%
<b>75 years or older</b>	7%	7%	7%

# Marketing, Outreach & Costs

- Email Blasts
- Press Releases
- School Outreach
- Internet Advertisements
- Newspaper Advertisements
- Email signature links
- County website
- Advertising/Marketing \$4,000
- Staff Time 300 hours +/-

# HOW ARE WE DOING? TAKE THE PINAL COUNTY CITIZEN SATISFACTION SURVEY

ENGLISH:

[WWW.SURVEYMONKEY.COM/S/PINALCOUNTY](http://WWW.SURVEYMONKEY.COM/S/PINALCOUNTY)

SPANISH:

[HTTPS://ES.SURVEYMONKEY.COM/S/PINAL](https://ES.SURVEYMONKEY.COM/S/PINAL)

IF YOU DO NOT HAVE INTERNET CONNECTIVITY AT  
YOUR HOME - GO TO ANY PINAL COUNTY LIBRARY  
TO TAKE THE SURVEY.

MAKE YOUR  
VOICE HEARD!



PINAL • COUNTY  
*wide open opportunity*

SURVEY ENDS  
JANUARY 23



PINAL • COUNTY  
*wide open opportunity*

# WHAT DO YOU THINK?

## CITIZEN SATISFACTION SURVEY

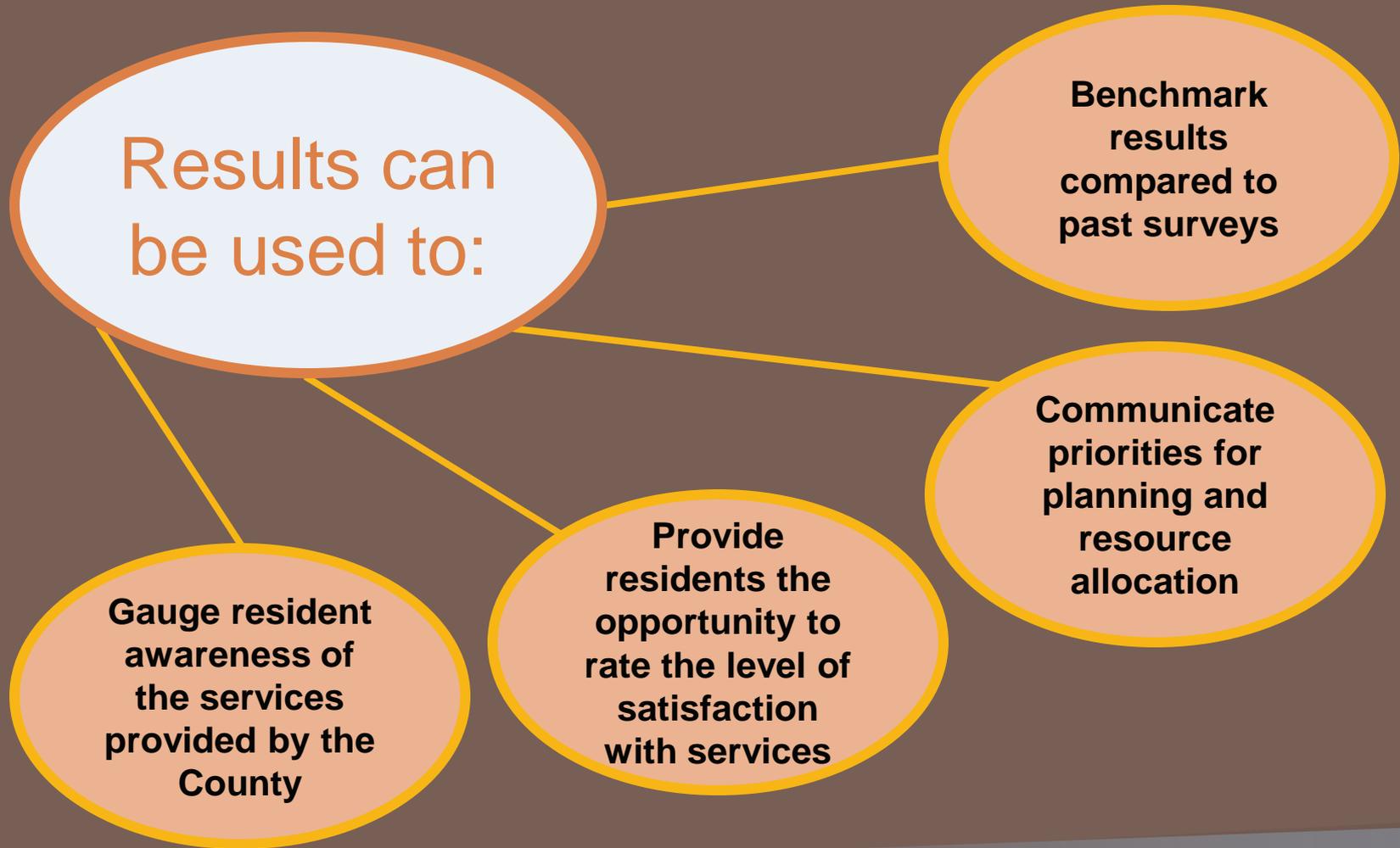
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SPANISH

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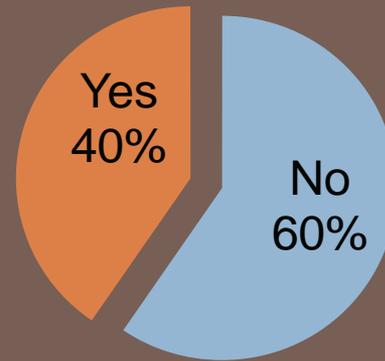
# Purpose



# Strategic Plan and County Services

# Awareness of Strategic Plan

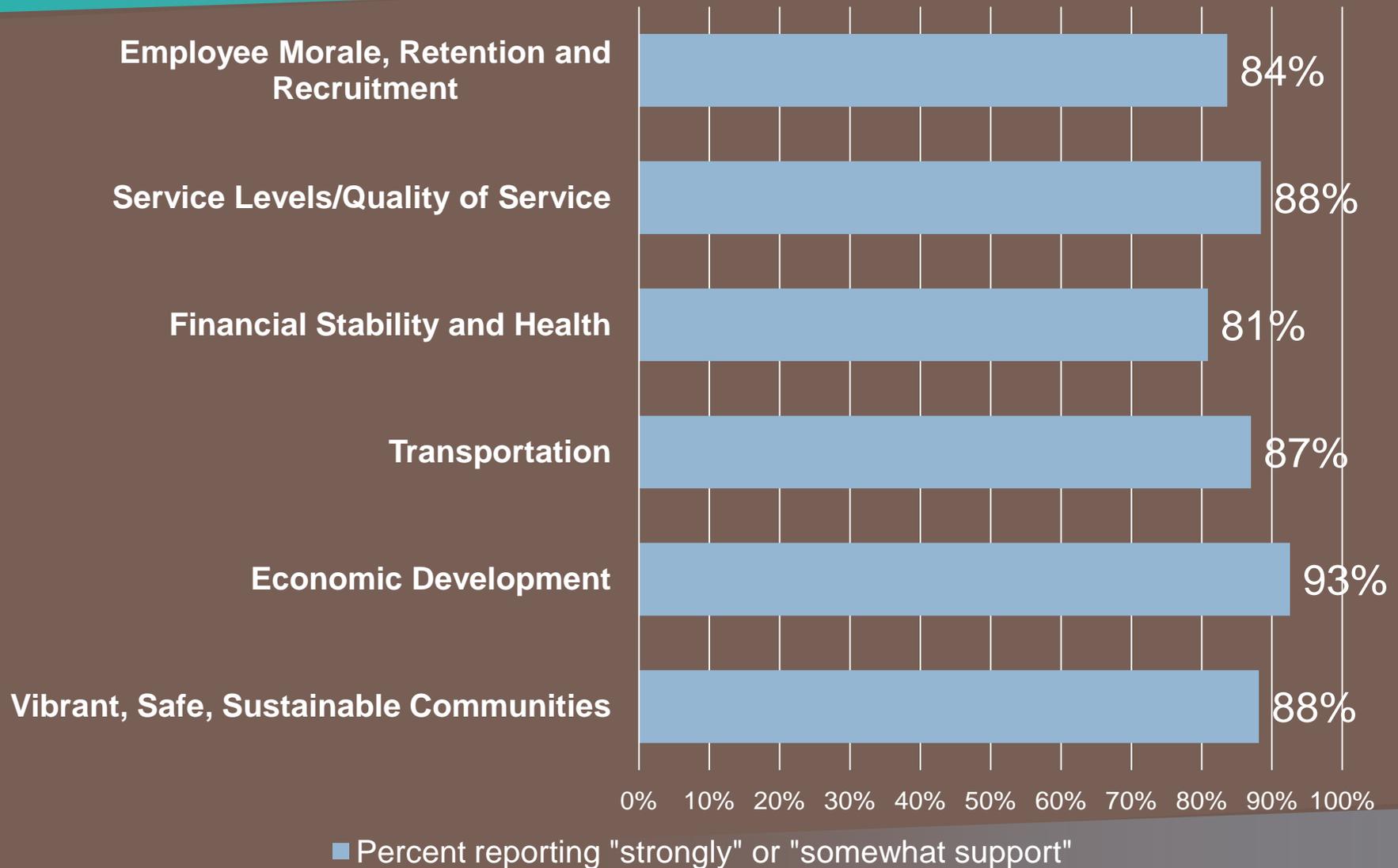
**Are you aware  
that Pinal  
County has a  
Strategic Plan?**



# County Strategic Plan Measures

- Objective 5.1: 5% increase in survey respondents knowing what services Pinal County offers
- 2015=69% vs 2010=60%
- Objective 5.2: 5% increase in residents saying they value the services they receive from Pinal County in return for the taxes they pay
- 2015=38% vs 2010=37%
- (excellent or good)

# Support for Strategic Plan Priorities



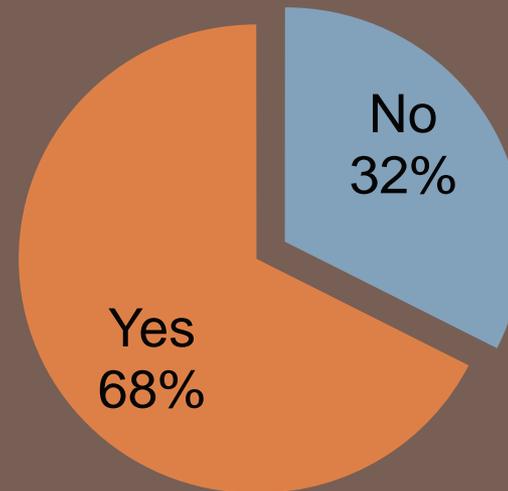
# Importance of Pinal County Focus on Issues

“Importance” Point Rating System: Answer Options	Average Points (out of 100 total)
<b>Community Services</b> (includes development review, including long-range planning, fostering public / private partnerships, code enforcement, sustainability efforts to save taxpayer dollars and reduce the county's impact on the environment, funds to help rehab a home or business, public services including immunization clinics, mosquito control, open space, parks, trails, etc.)	17.41
<b>Economic Development</b> (includes attracting and retaining businesses and jobs)	20.29
<b>Human Services</b> (includes unemployment assistance, workforce training, child protection, adult protection, services for financially challenged families, etc.)	13.98
<b>Law Enforcement</b> (includes Sheriff patrol, crime prevention, jail, County Attorney, prosecution, courts, etc.)	25.75
<b>Public Services</b> (includes maintaining official public records, Clerk of the Court and Recorder functions such as marriage licenses, elections, Assessor's valuation of property, Treasurer, etc.)	11.24
<b>Transportation Infrastructure</b> (includes maintenance and construction of roads, bridges, drainage systems; sidewalk construction, etc.)	21.44

# Quality of County Services

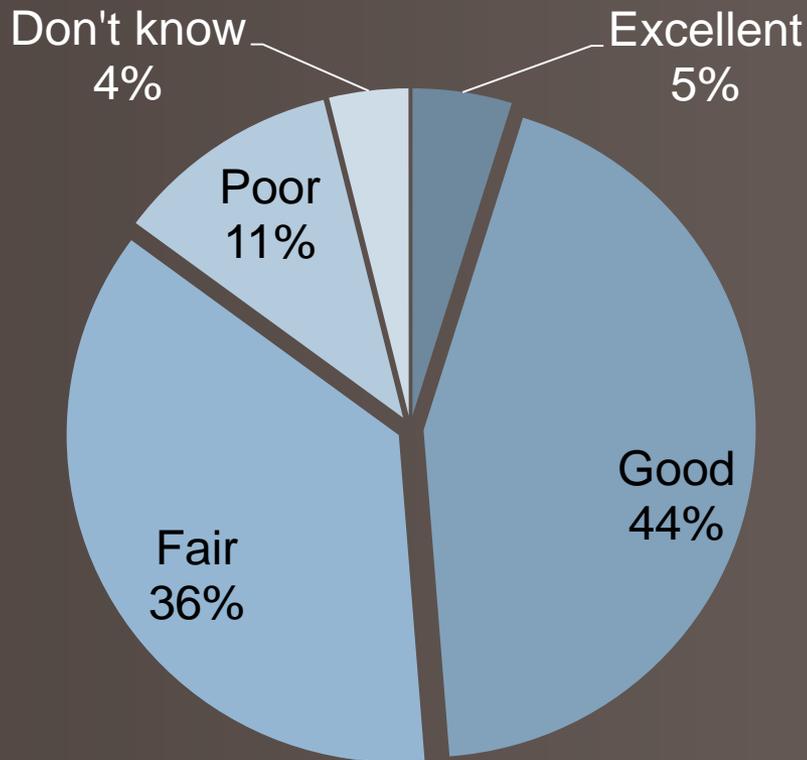
# Contact with County

In the past 12 months, have you had any contact (in-person, phone, or email) with a Pinal County employee?



# Quality of County Services

Overall, how would you rate the quality of County Services?



Nearly half (49%) of respondents rated the overall quality of County services as “good” or “excellent” – a 6% increase since 2010

# Quality of County Services

## Highest Rated

(Results vs. 2010)

- Pinal County Sheriff Services – 70% vs. 75%
- Voter experience during last election – 76% vs. 67%
- Condition of County buildings – 68% vs. 59%

## Lowest Rated

(Results vs. 2010)

- Road maintenance – 30% vs. 29%
- Code enforcement – 36% vs. 25%
- Economic development – 28%

Percent reporting “good” or “excellent”

# Quality of Public Information

Finding  
information  
on County website

69%

66%

Customer service  
from the Citizen  
Contact Center

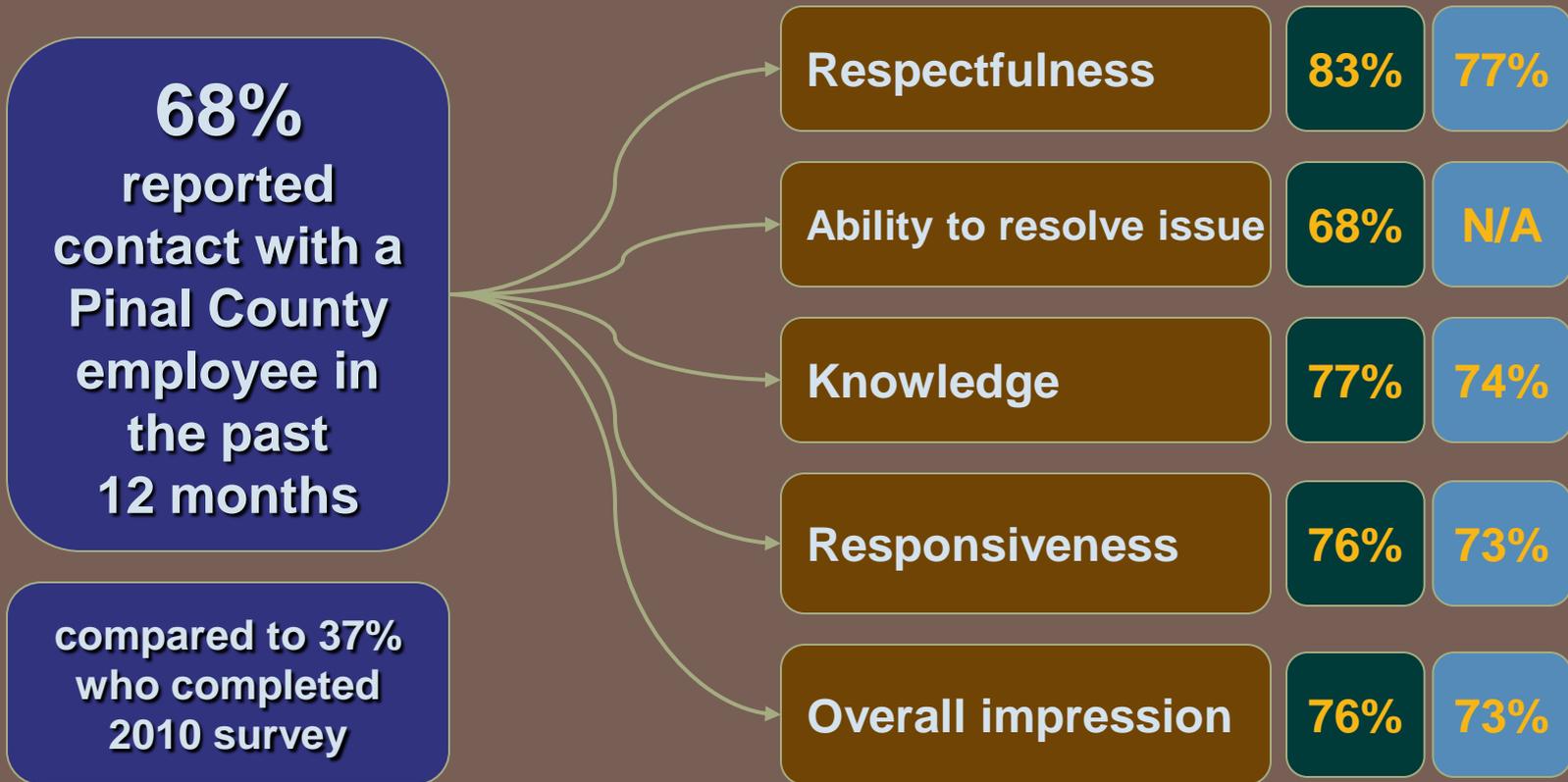
Online Property  
Information

67%

Percent reporting “good” or “excellent”

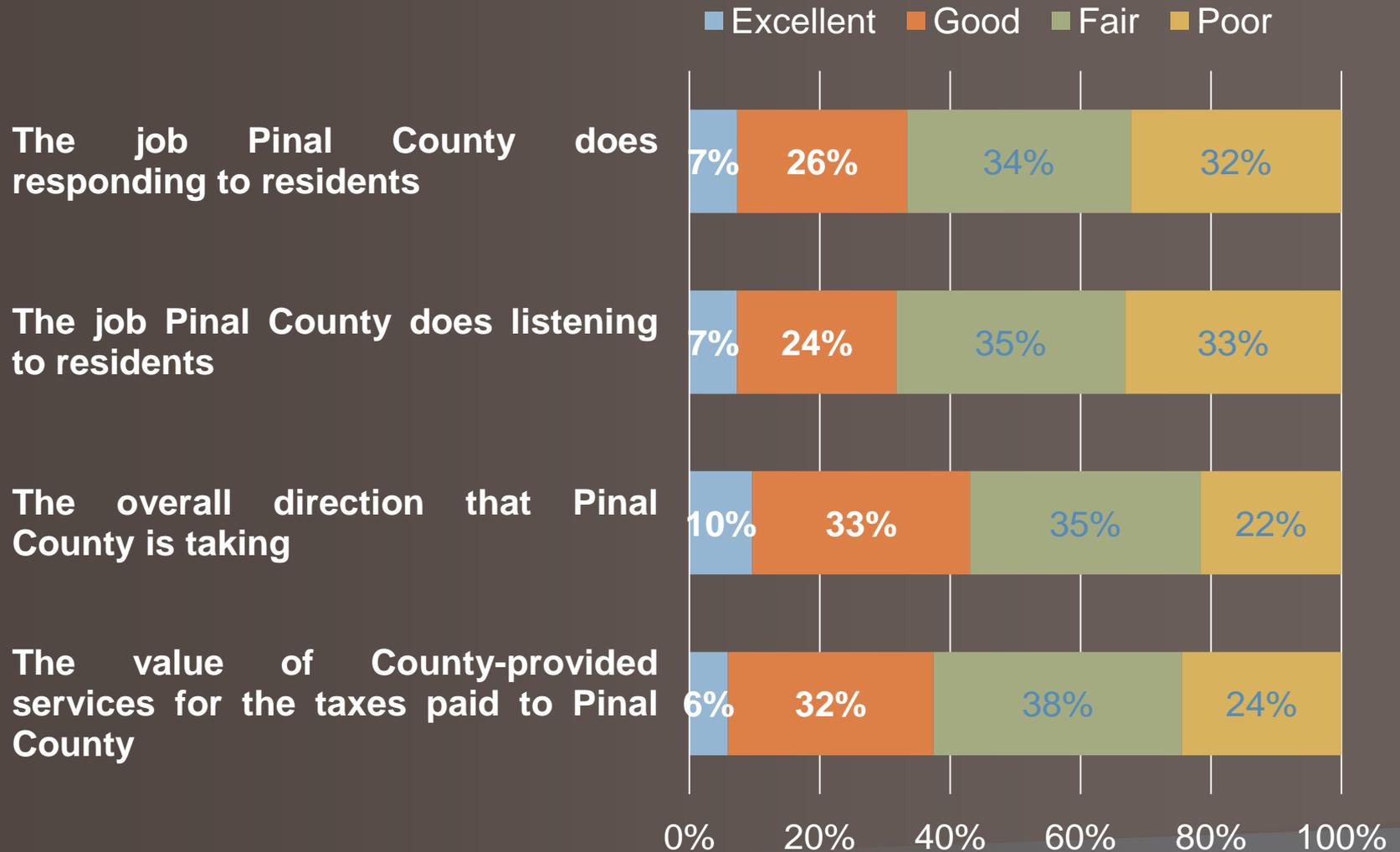
# Customer Service Rating

Results vs. 2010



Percent reporting "good" or "excellent"

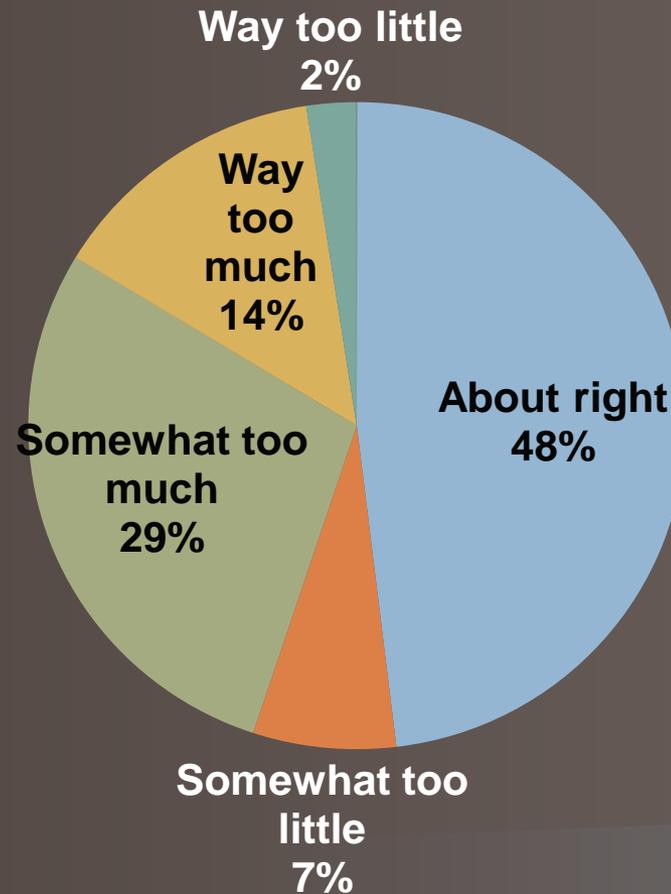
# Pinal County Government Performance



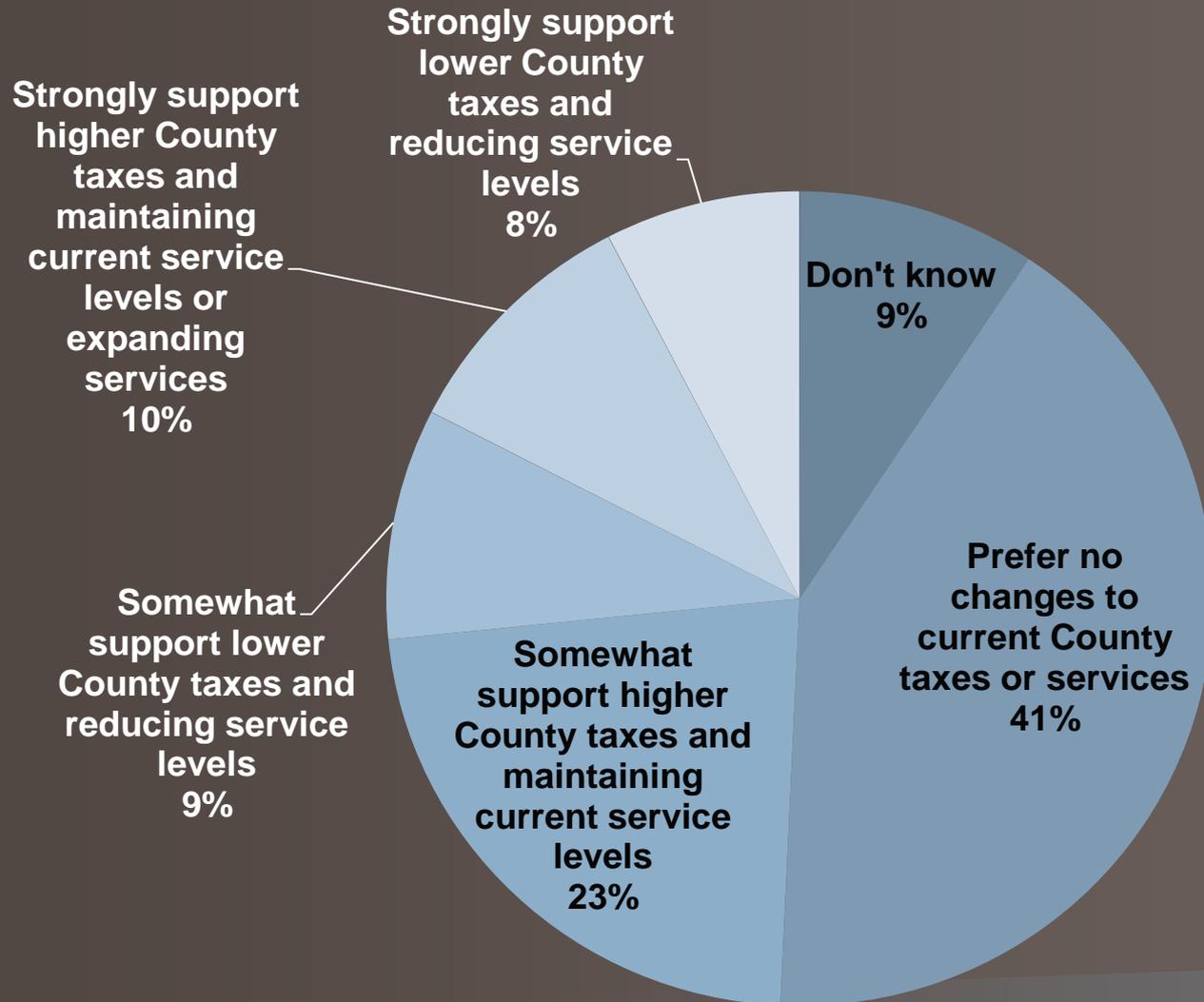
# Financial Responsibility

# Taxes and Services

What is your opinion of Pinal County taxes related to the number and quality of services provided?



# Taxes and Services



# Health and Public Safety

# Safety Ratings

In your neighborhood during the day

87%

Violent crime  
(e.g., rape, assault, robbery)

68%

In your neighborhood after dark

62%

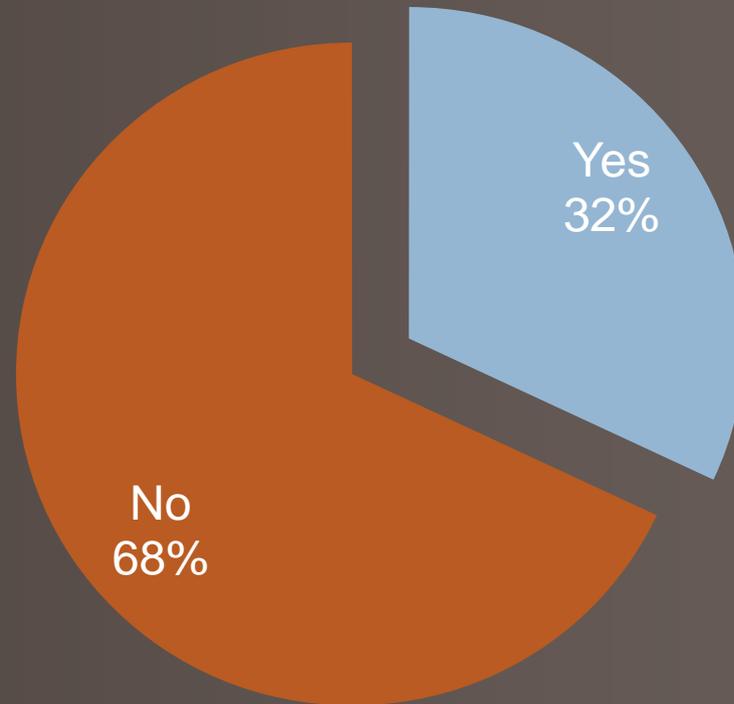
Property Crimes (e.g., burglary, theft)

54%

Percent reporting "somewhat" or "very safe"

# Use of Sheriff Services

Have you had contact with an employee from the Sheriff's Office in the last 12 months?



# Quality of Public Safety Services

Pinal County  
Sheriff  
services

70%

Law  
enforcement  
response  
time

65%

Courts

60%

Emergency  
management

58%

Animal  
control

58%

Traffic  
enforcement

50%

Percent reporting "good" or "excellent"

# Quality of Health and Human Services

Results vs. 2010

**Health services**

58%

39%

**Mental health services**

25%

35%

**Services for low-income families**

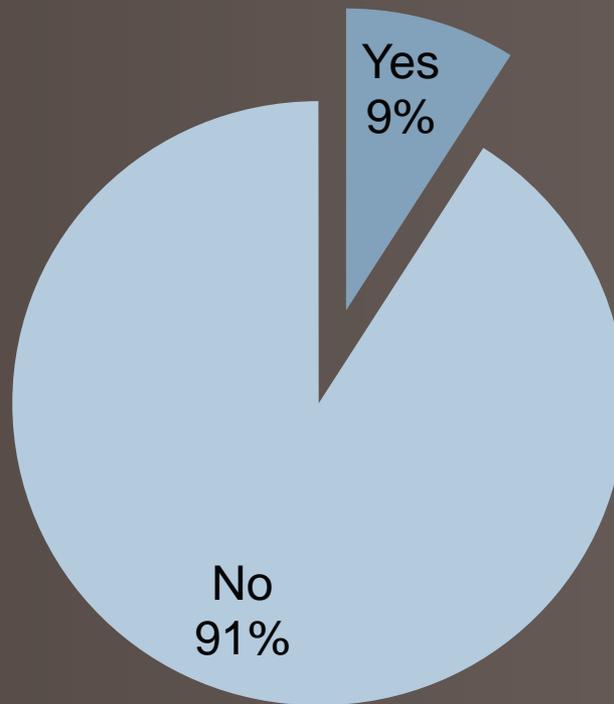
44%

38%

Percent reporting "good" or "excellent"

# Use of Public Health Services

Have you had contact with an employee from Pinal County Public Health in the last 12 months?



# Employment Opportunities and Transportation

# Ease of Travel in Pinal County

Ease of car travel

49%

Ease of bicycle  
travel

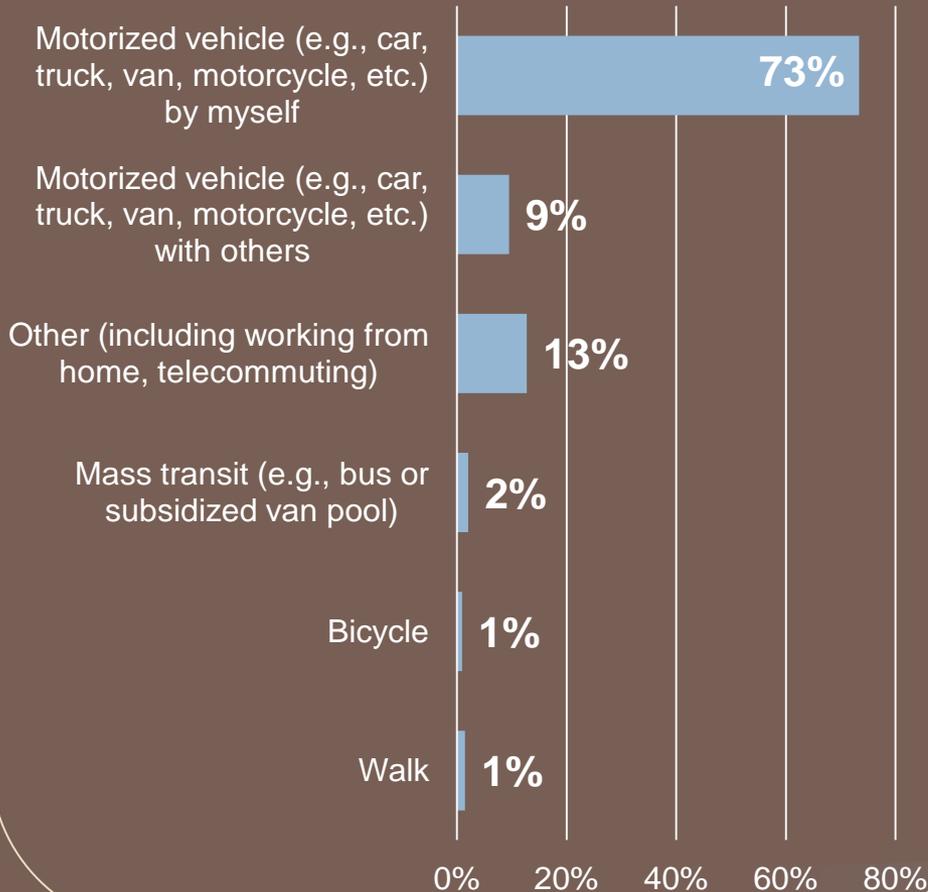
19%



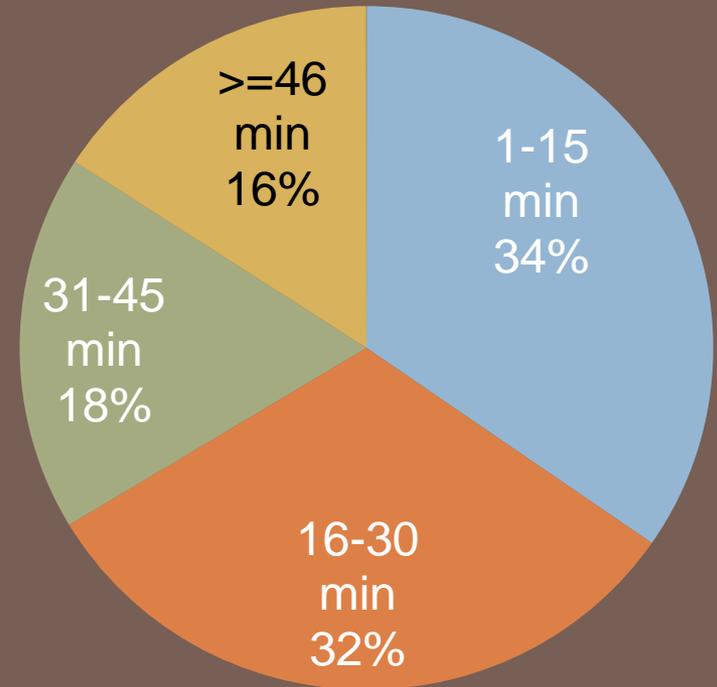
Percent reporting "good" or "excellent"

# Commuting in Pinal County

## Typical Work Commute Mode

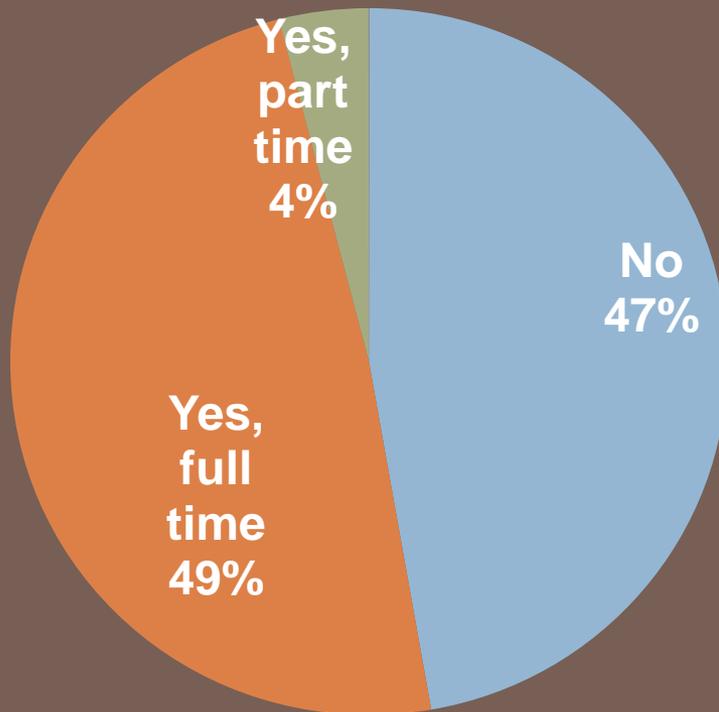


## On average, about how long does it take you to travel to work?

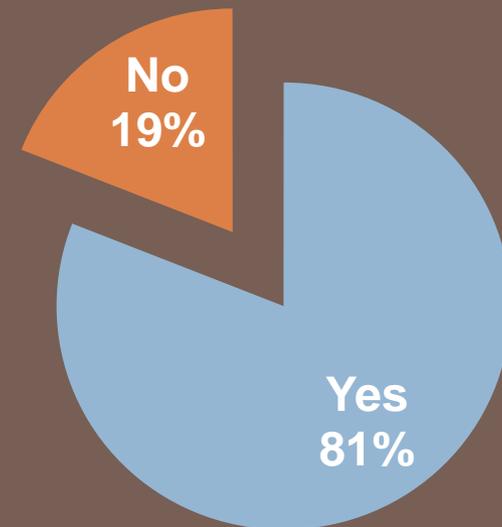


# Employment

Are you currently a paid employee?



Do you currently work inside Pinal County?



# Opportunities

53%

(vs 58 % in 2010)

think availability of affordable housing is “good” or “excellent”

31%

(vs 34% in 2010)

think educational opportunities in Pinal County are “good” or “excellent”

26%

(vs 16% in 2010)

think employment opportunities in Pinal County are “good” or “excellent”

# Community Life

# Community Life

Results vs. 2010

Your neighborhood as a place to live

75%

71%

Pinal County as a place to retire

60%

66%

Pinal County as a place to live

64%

65%

Pinal County as a place to raise children

44%

51%

Pinal County as a place to Work

31%

32%

The overall quality of life in Pinal county

59%

58%

Percent reporting “good” or “excellent”

# Community Characteristics

Ease of car travel

**49%**

Availability of  
affordable housing

**53%**

Variety of housing  
options

**50%**

Highest Rated

Lowest Rated

Recreation  
opportunities

**38%**

Employment  
opportunities

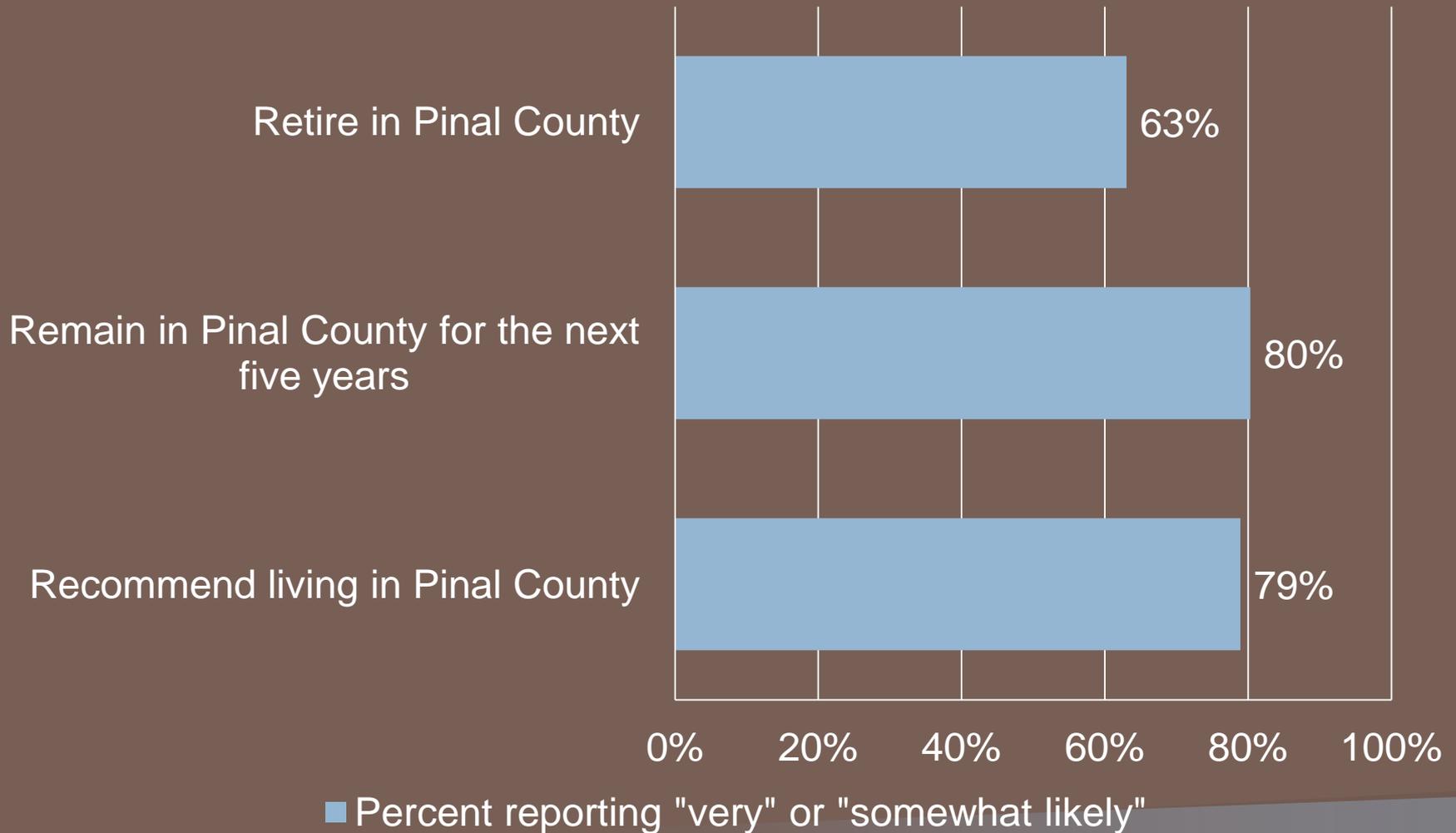
**31%**

Educational  
opportunities

**26%**

Percent reporting “good” or “excellent”

# Likelihood of Remaining in and Recommending Community



# Thank you!

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