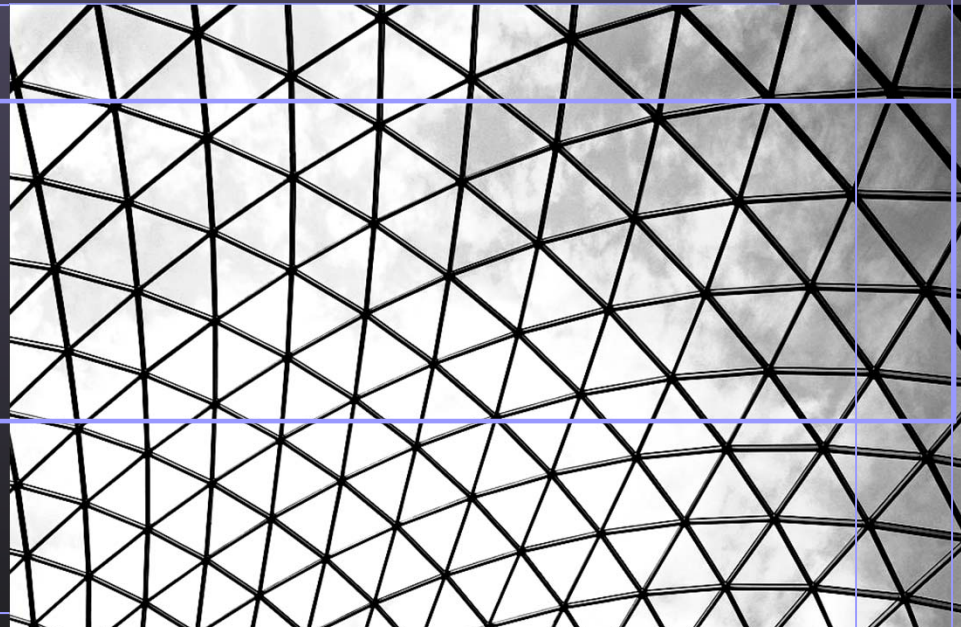




The National Citizen Survey™

Park City, Utah

Summary of Findings
December 15, 2011



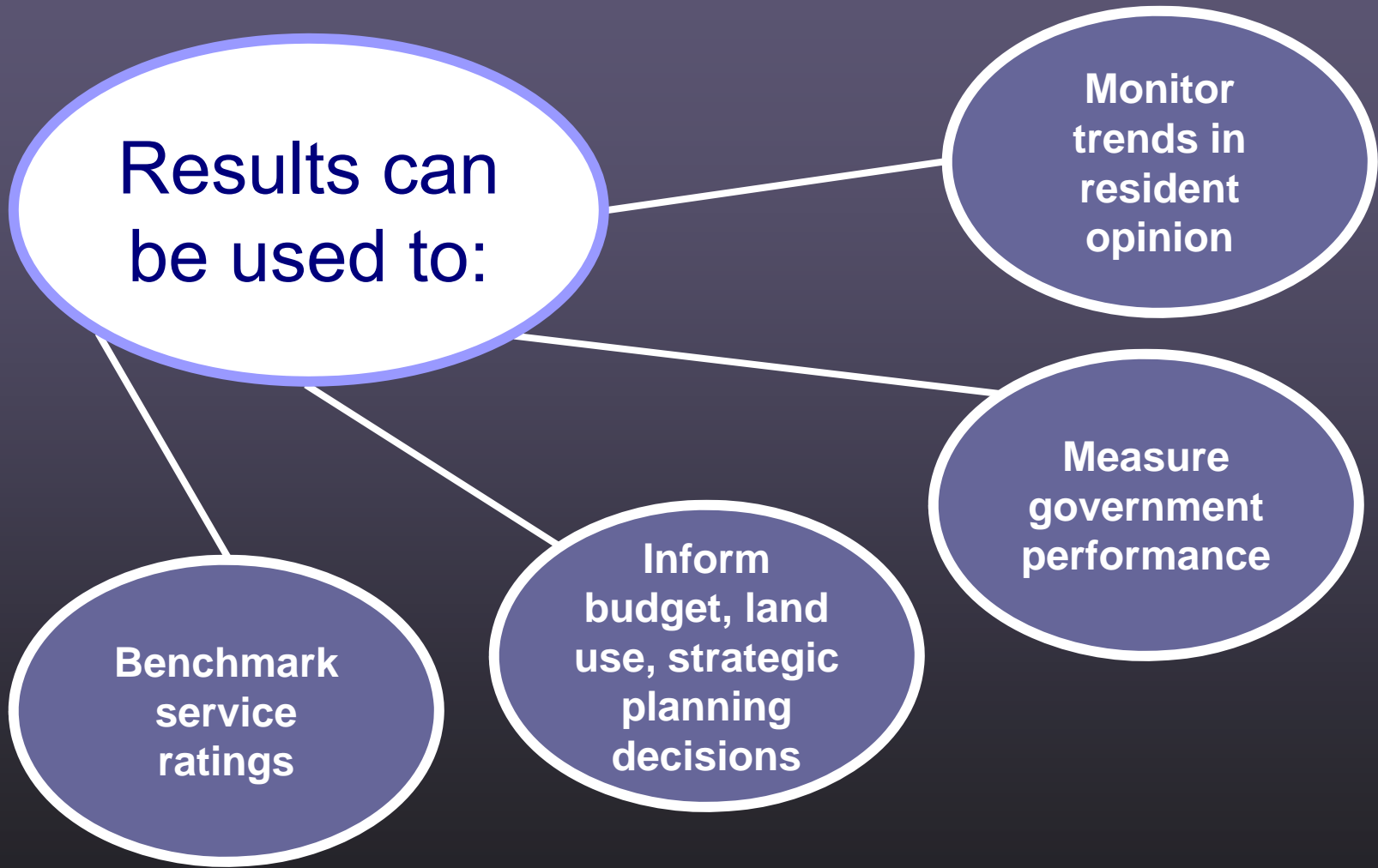
The National Citizen Survey™ (The NCS) Background



- ▶ ICMA/NRC initiative
 - ▲ Turnkey omnibus citizen survey service
 - ▲ Benchmark comparisons
 - ▲ Over 250 participants in The NCS in over 40 states
 - ▲ Over 500 jurisdictions in full database



Uses of Survey Results



Study Background and Methods

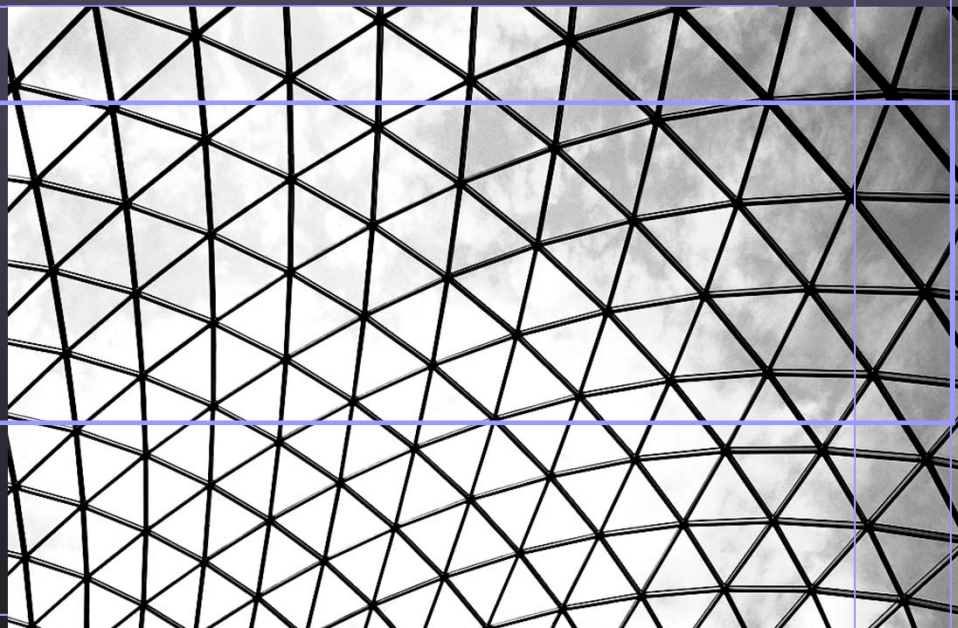
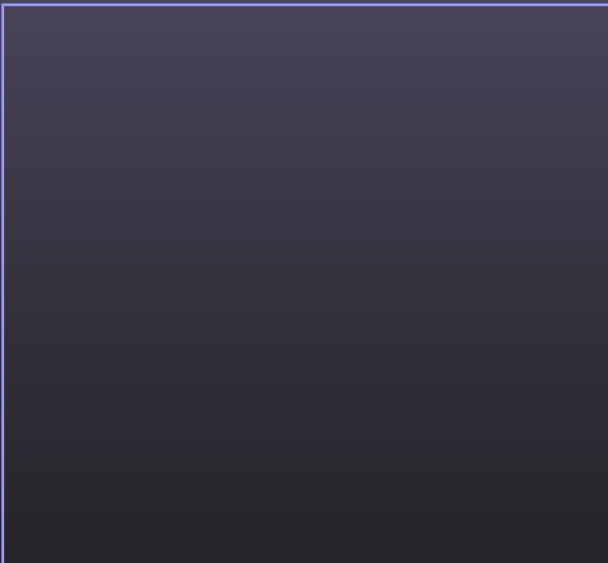
2011 Survey:

- ▶ Multi-contact mailed survey
- ▶ Representative sample of 1,200 residents and households
 - ▲ 323 surveys returned; 29% response rate
- ▶ 5% margin of error
- ▶ Data statistically weighted to reflect population

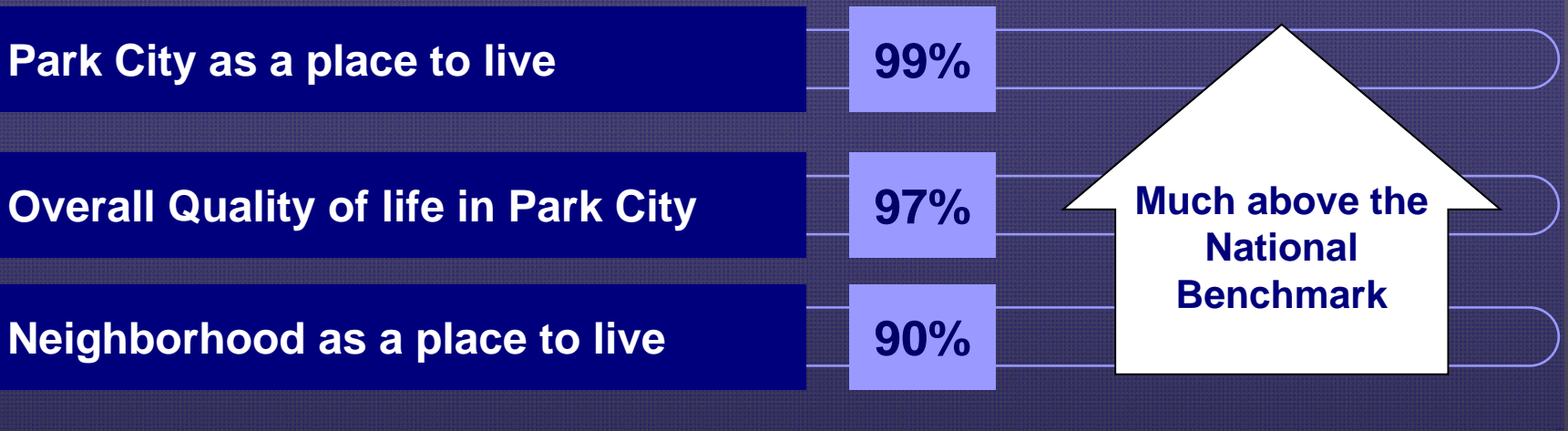


The National Citizen Survey™

Community Ratings



Overall Quality of Community



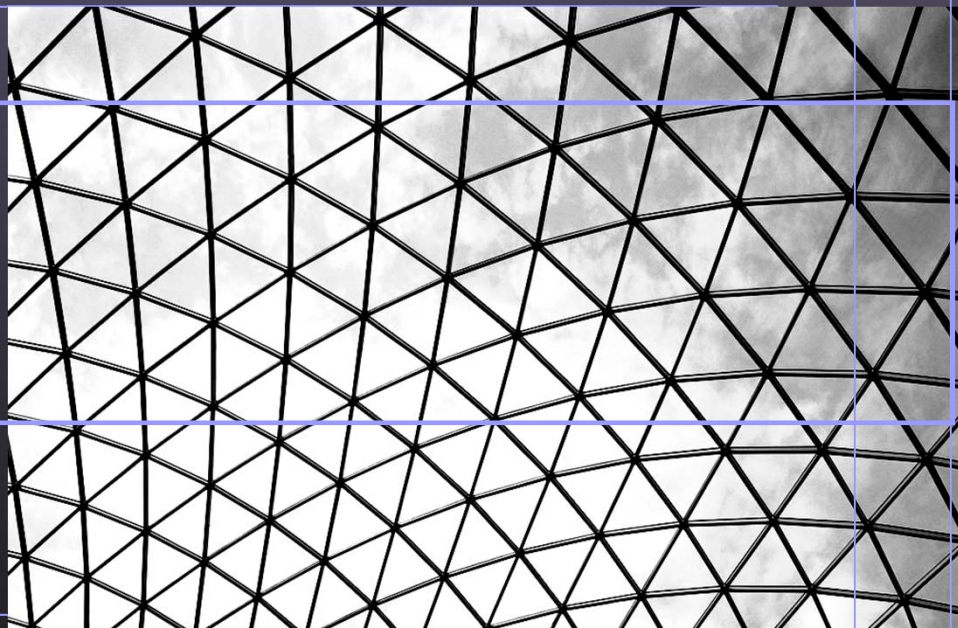
Percent "excellent" or "good"





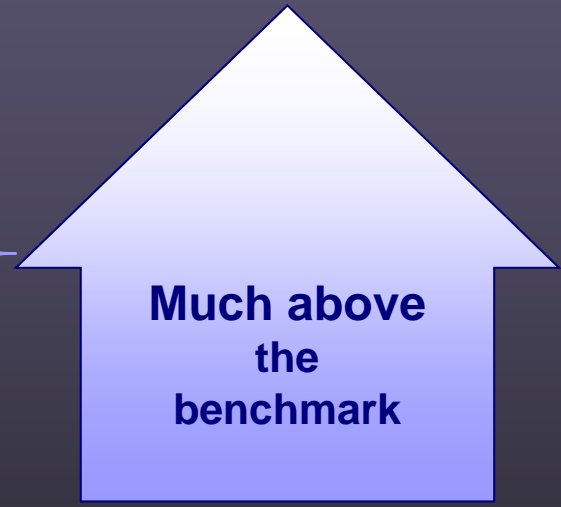
The National Citizen Survey™

Community Design



Transportation

Ease of bicycle travel	94%
Ease of bus travel	94%
Availability of paths and walking trails	93%
Ease of walking	91%
Ease of car travel	75%
Traffic flow on major streets	67%



**Much above
the
benchmark**

Percent "excellent" or "good"

Transportation Services

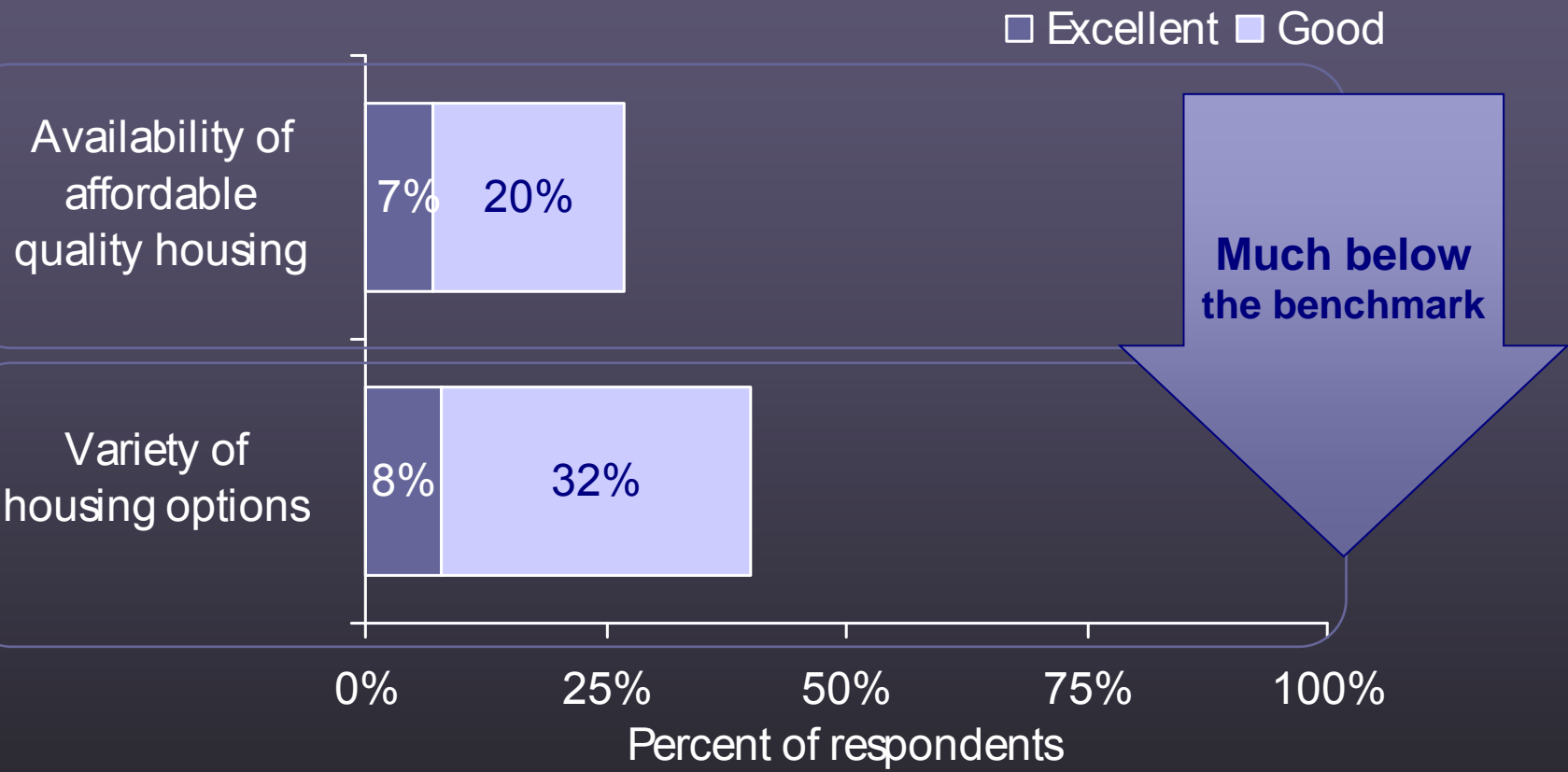
Bus or transit services	97%
Snow removal	78%
Street cleaning	70%
Street lighting	70%
Sidewalk maintenance	67%

**Above
benchmark**

Traffic signal timing	55%
Street repair	37%

**Similar
to the
benchmark**

Housing Chart



Land Use, Planning and Zoning

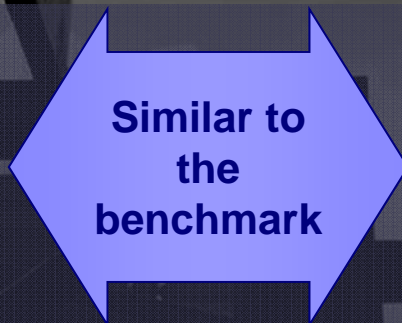


97%



Above the benchmark

Overall appearance of Park City



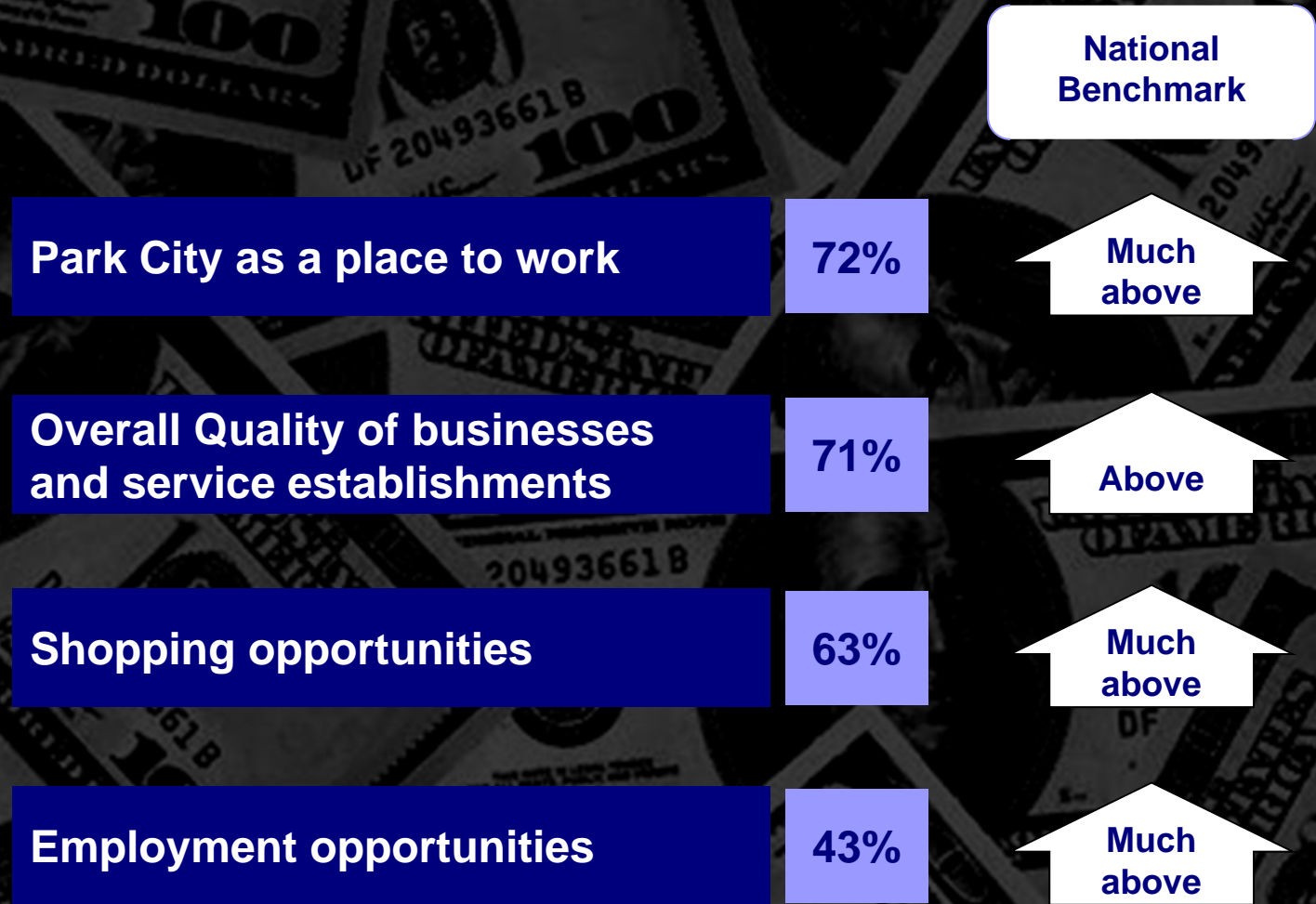
Similar to the benchmark

60%

Quality of new development in Park City

percent "excellent" or "good"

Economic Sustainability

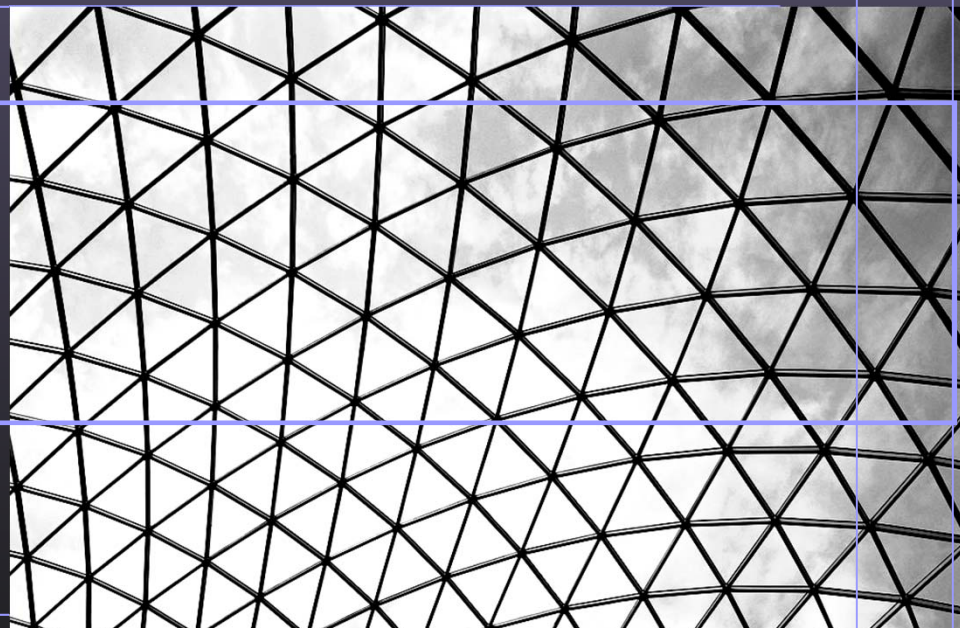


Percent "excellent" or "good"

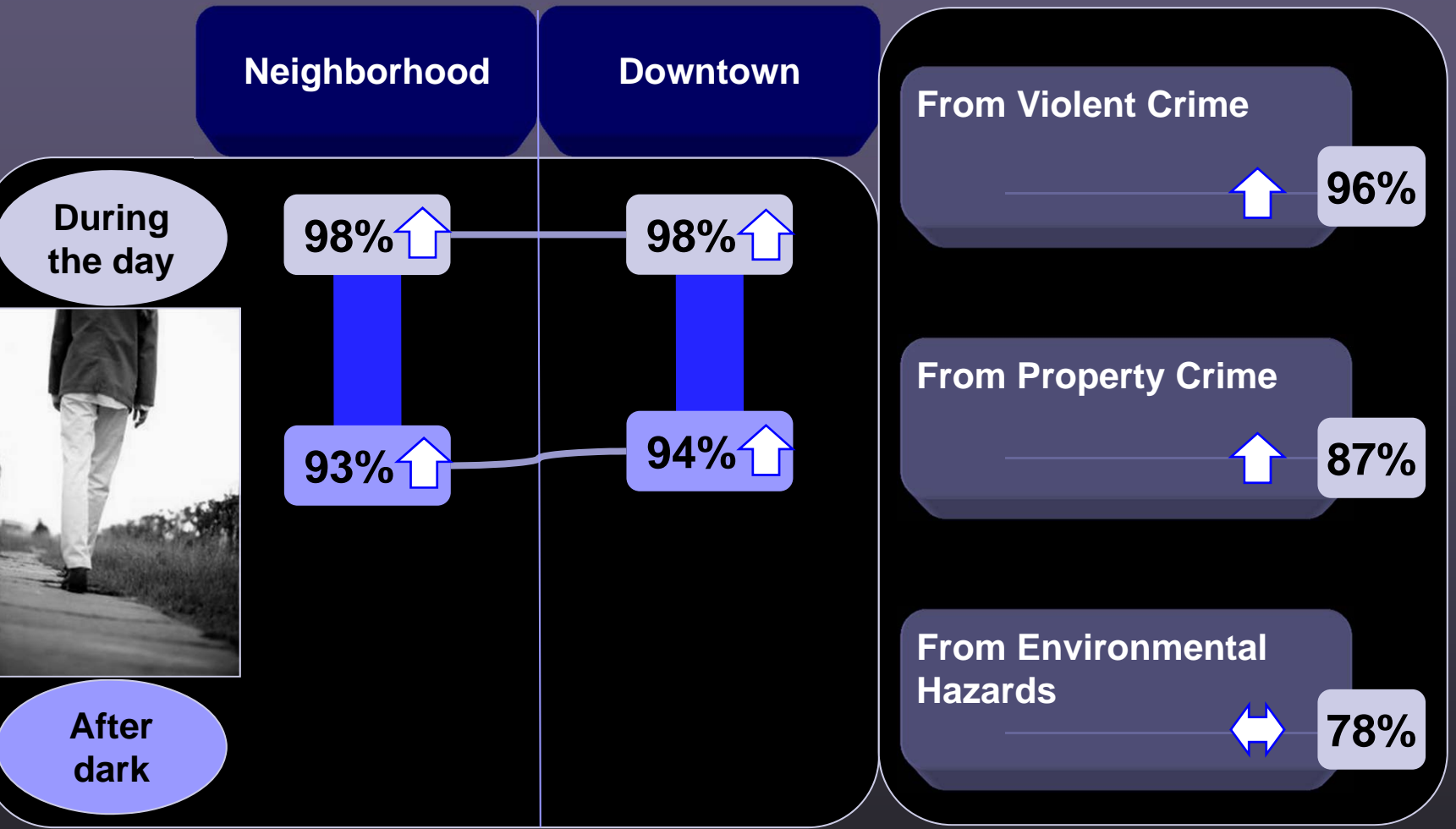


The National Citizen Survey™

Public Safety



Public Safety

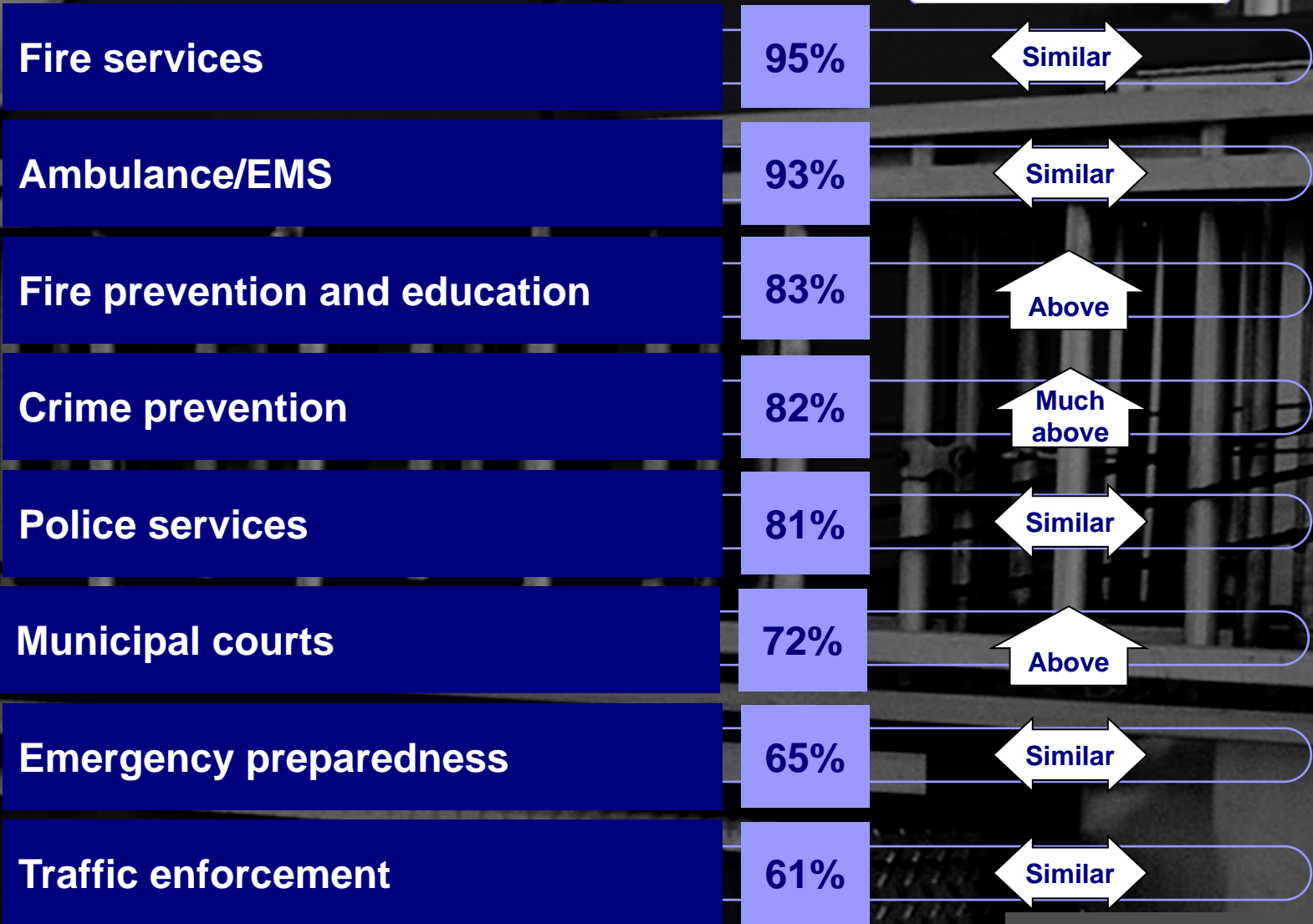


Felt "very" or "somewhat" safe

↑ = national benchmark comparison

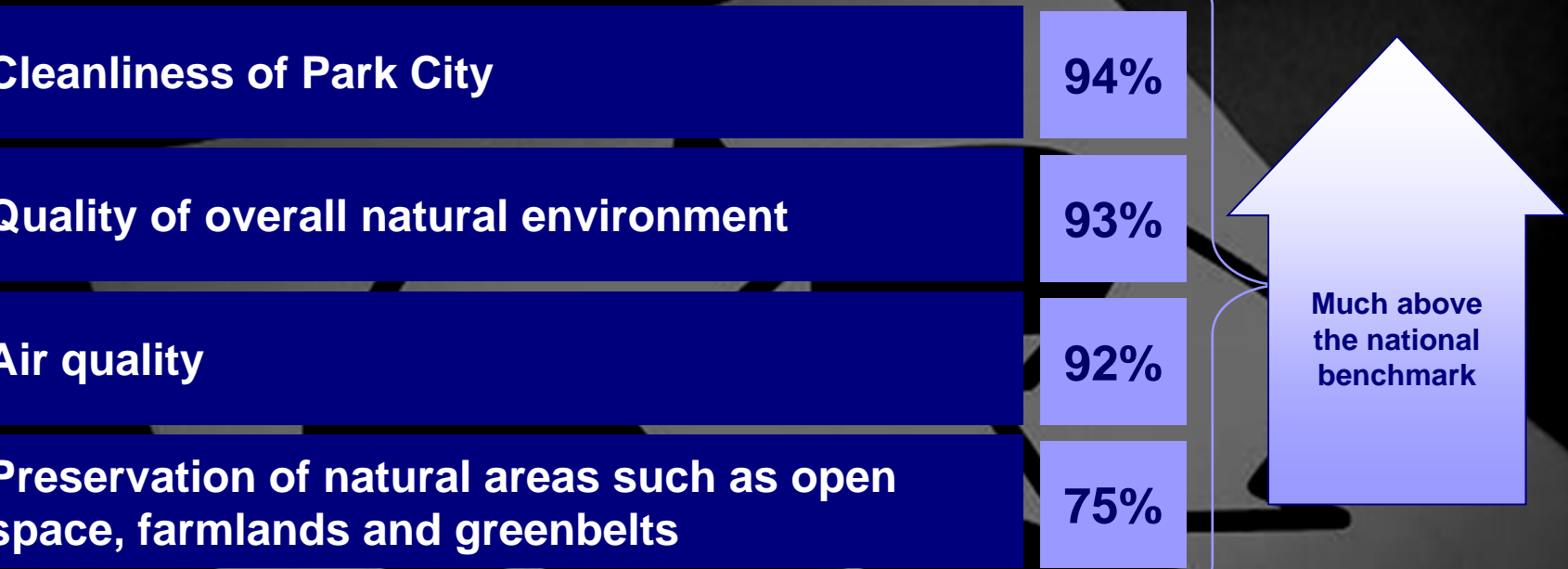
Safety Services

National Benchmark



Percent "excellent" or "good"

Environmental Sustainability



Much above the national benchmark

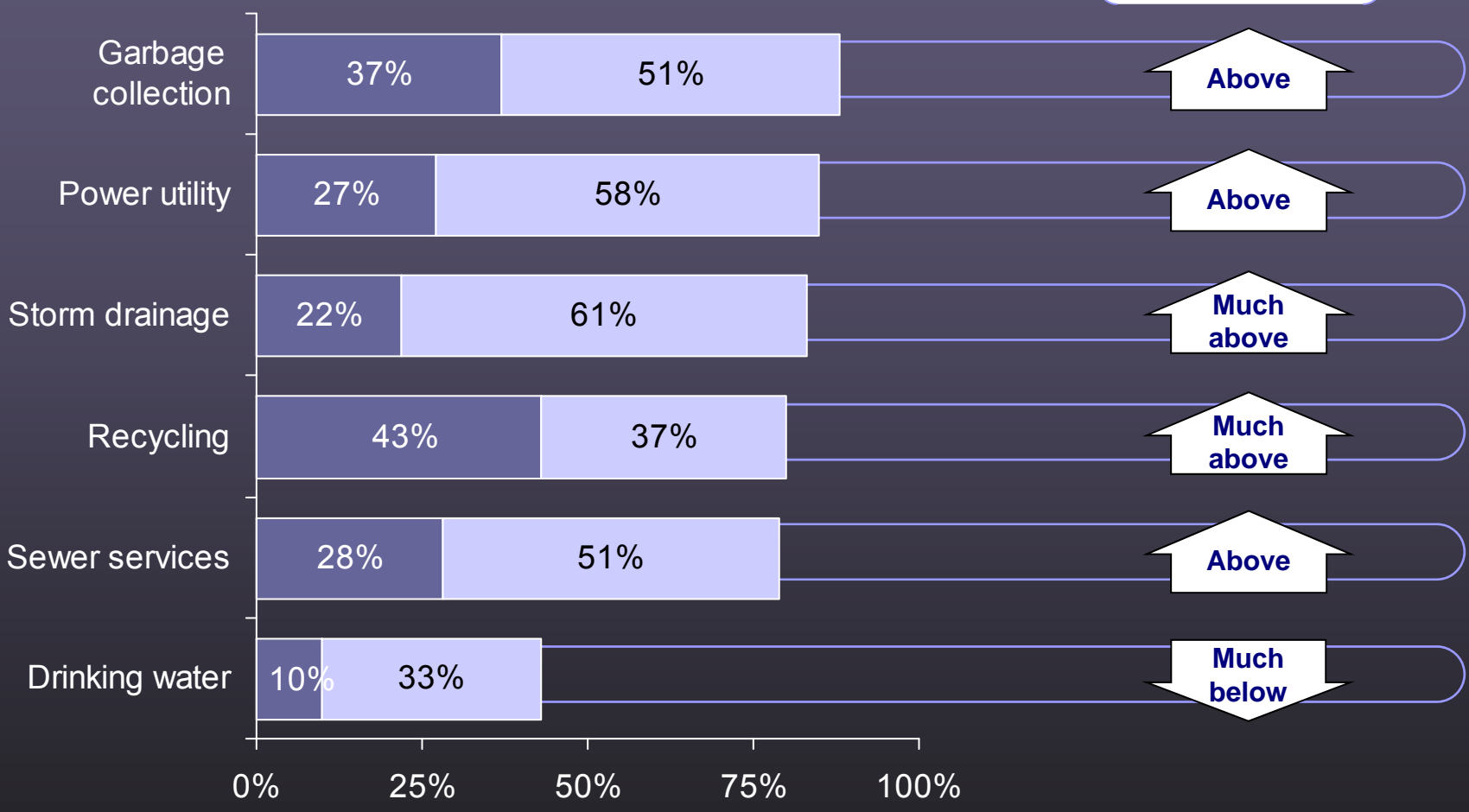
89%

Recycled used paper, cans or bottles from home at least once in the prior 12 months



Utility Services Chart

National Benchmark

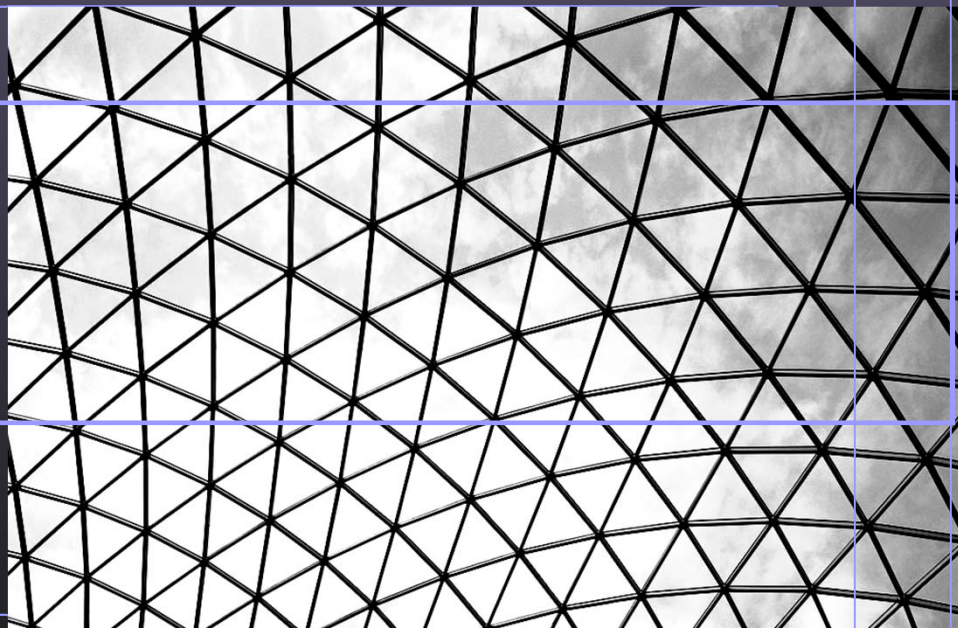


Percent of respondents



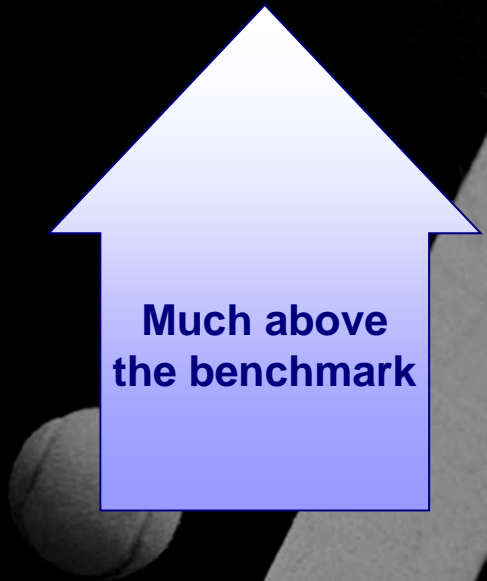
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Recreation and Wellness



Parks and Recreation

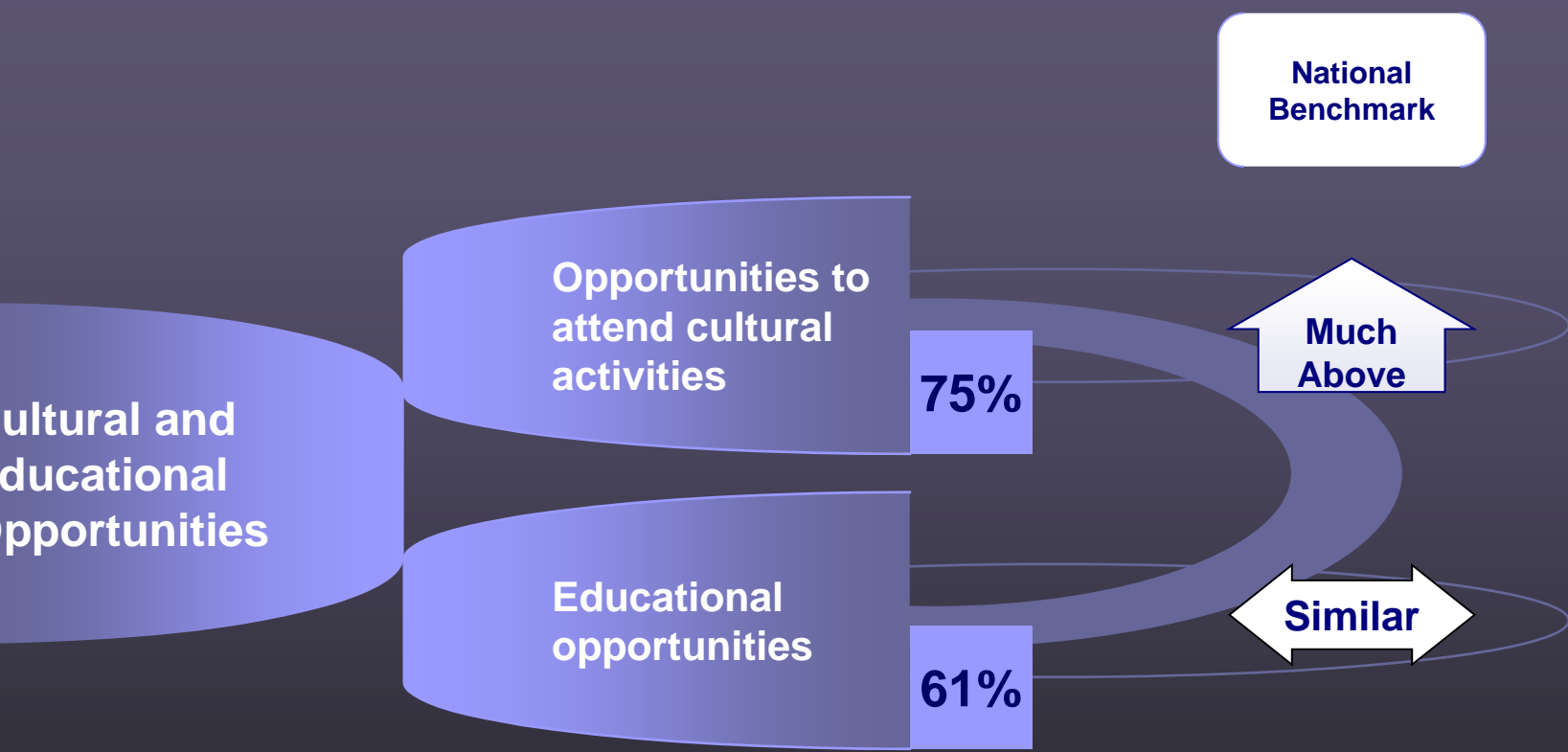
City parks	98%
Recreation programs or classes	94%
Recreation centers or facilities	91%



99%
Recreation opportunities

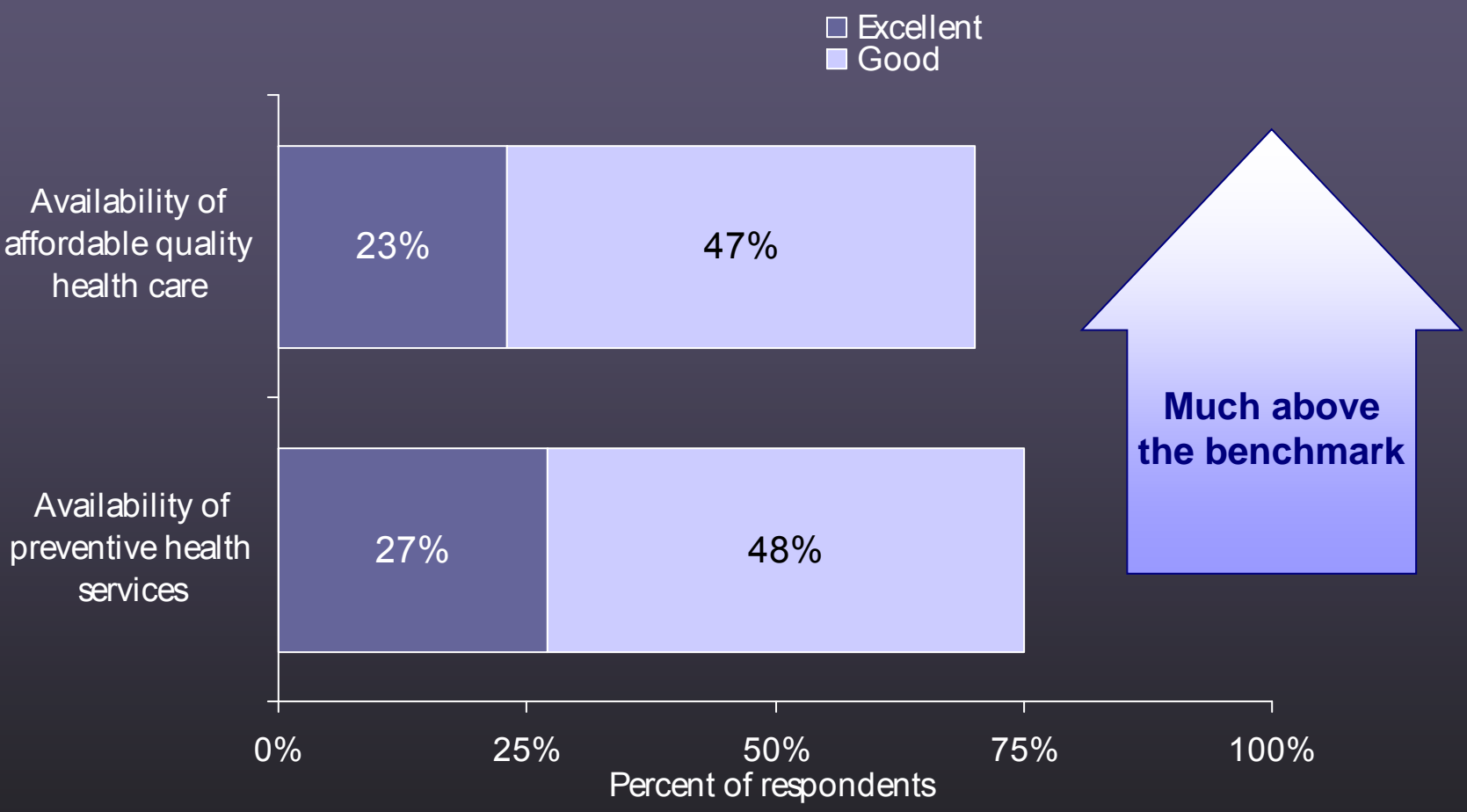


Culture, Arts and Education



Percent "excellent" or "good"

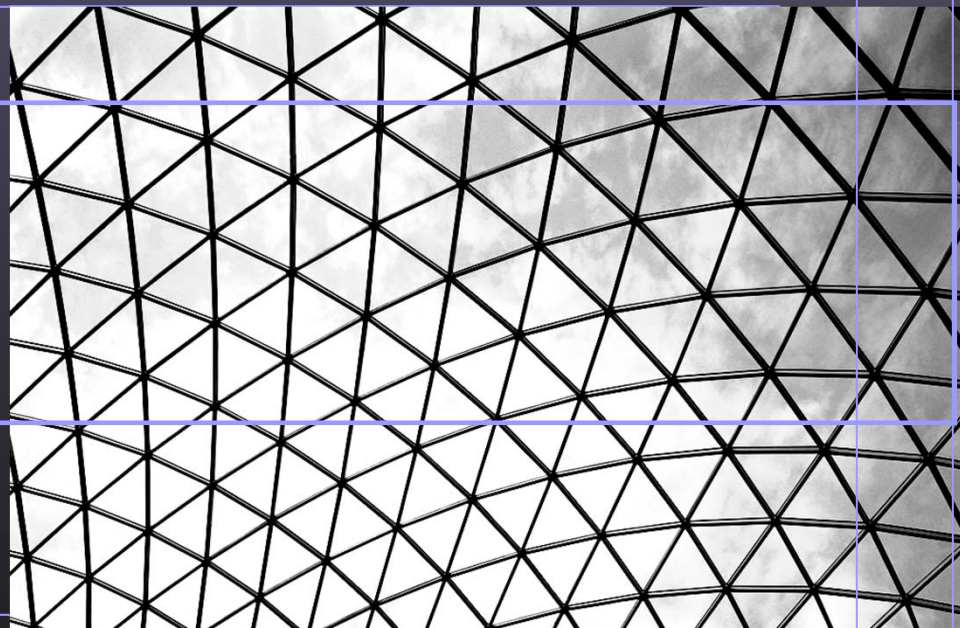
Health and Wellness Chart





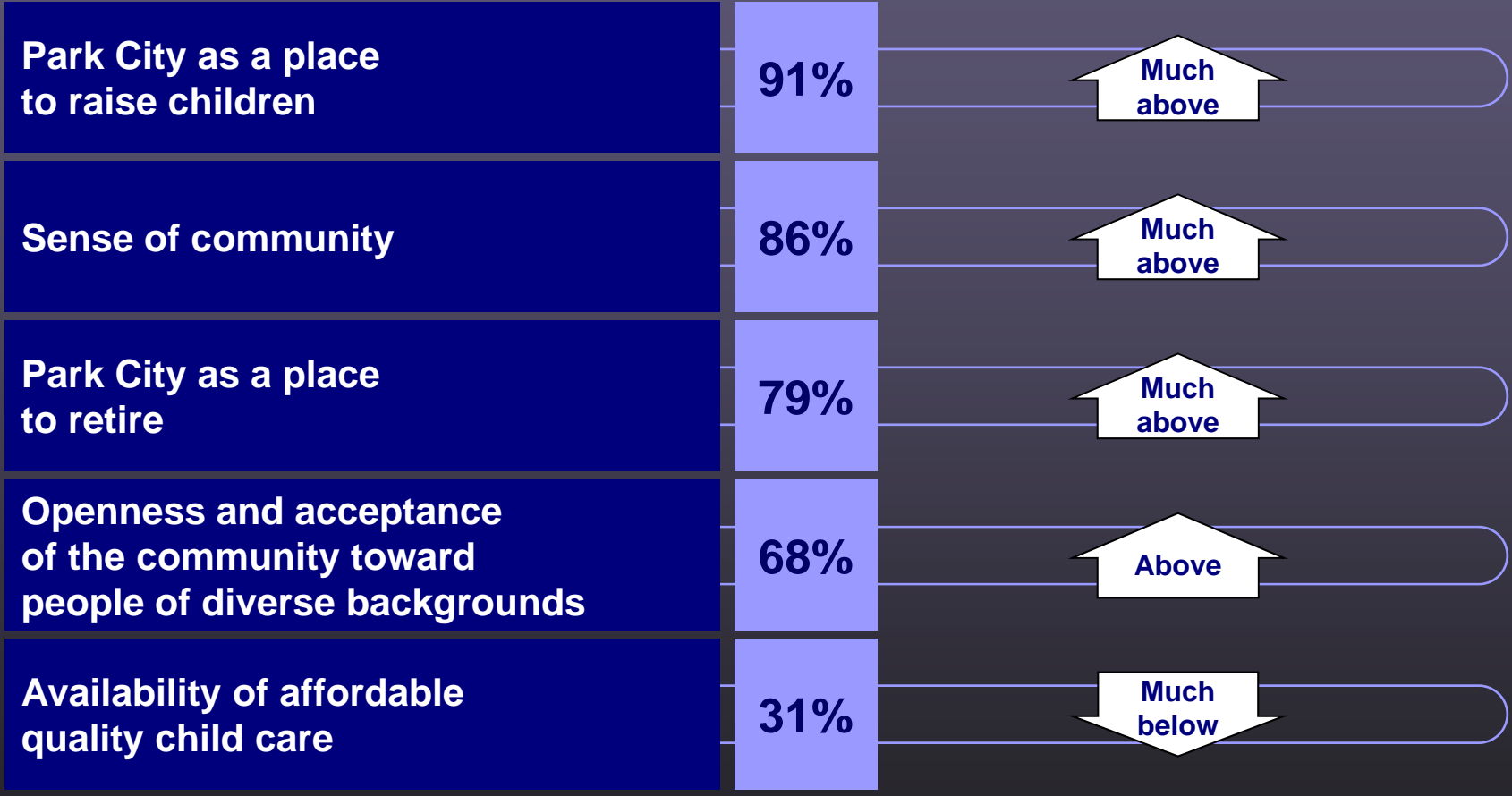
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Community and Civic Engagement



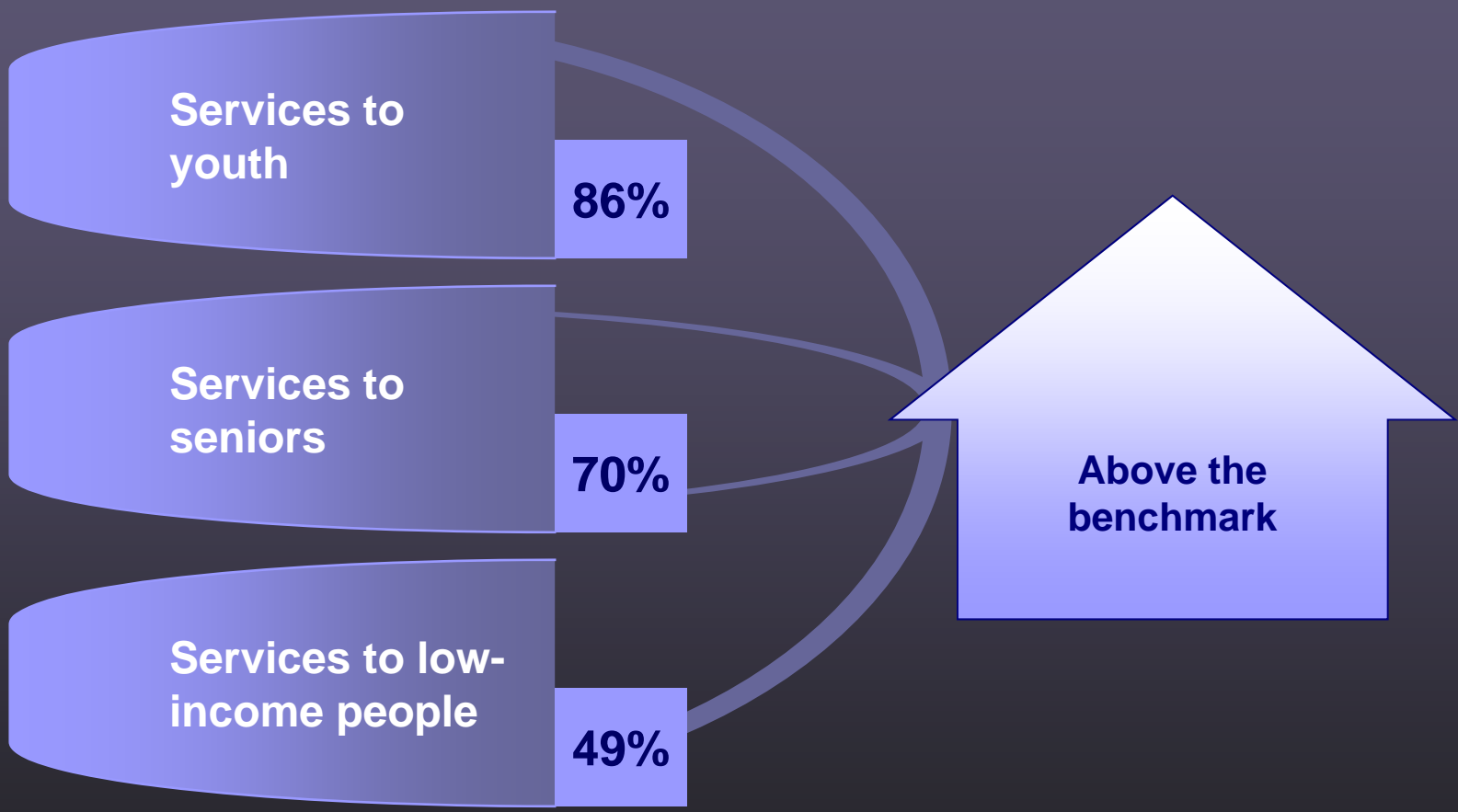
Community Inclusiveness

National Benchmark



Percent "excellent" or "good"

Services to Population Subgroups



Percent "excellent" or "good"

Civic Activity

90%

Much above
the benchmark

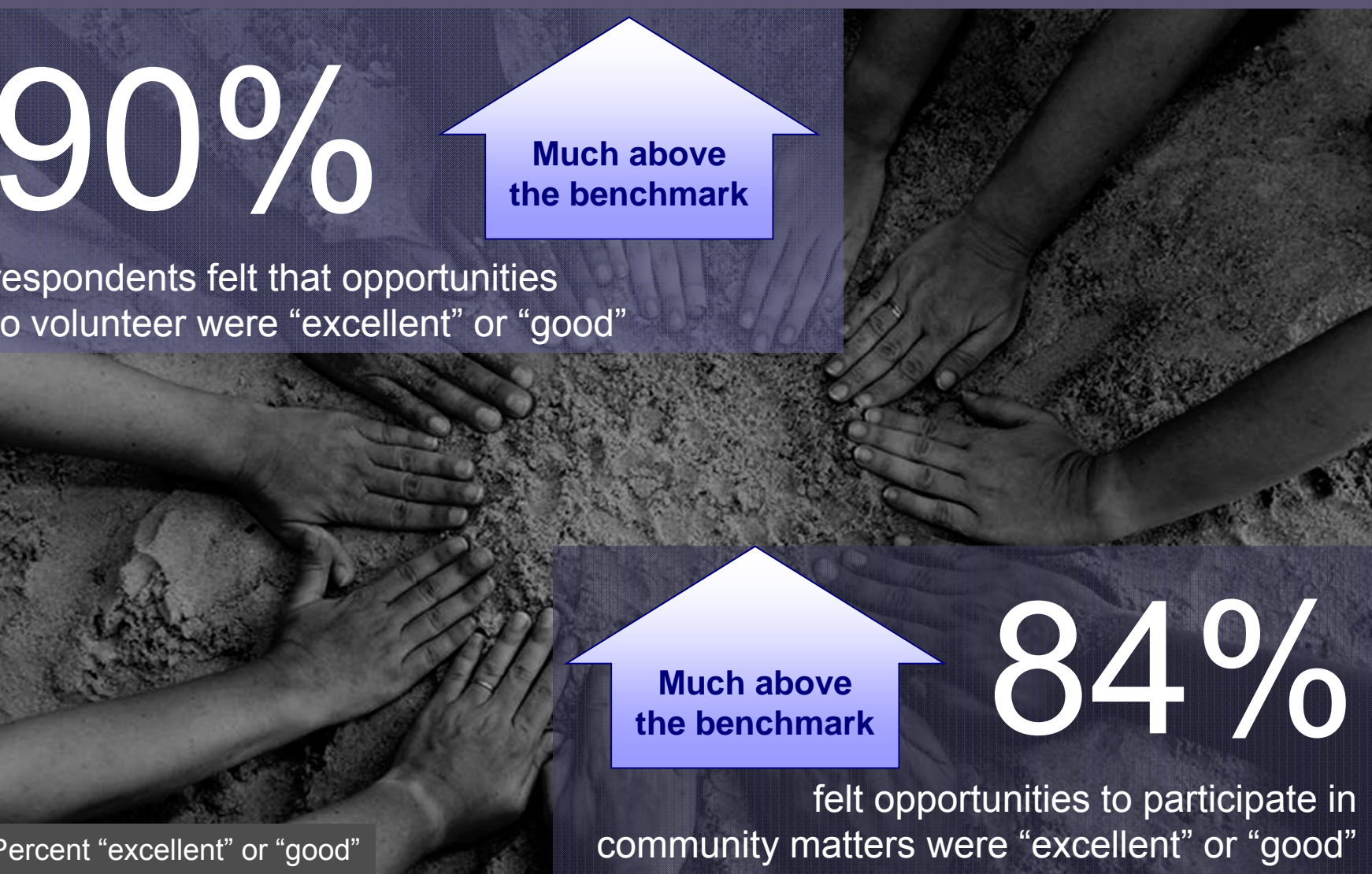
Respondents felt that opportunities
to volunteer were “excellent” or “good”

Much above
the benchmark

84%

felt opportunities to participate in
community matters were “excellent” or “good”

Percent “excellent” or “good”





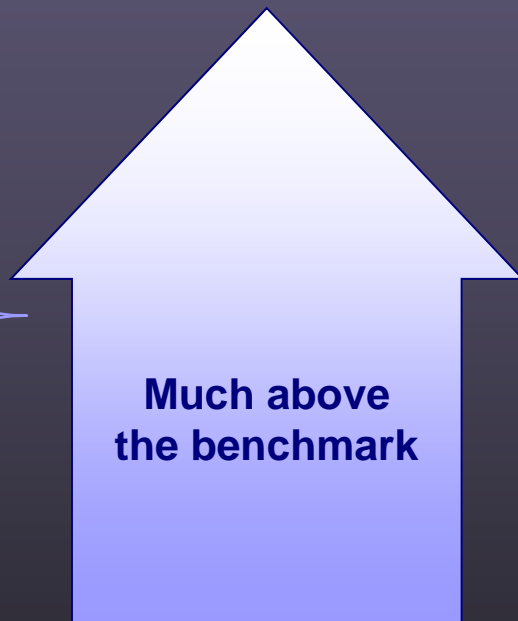
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City of Park City Government

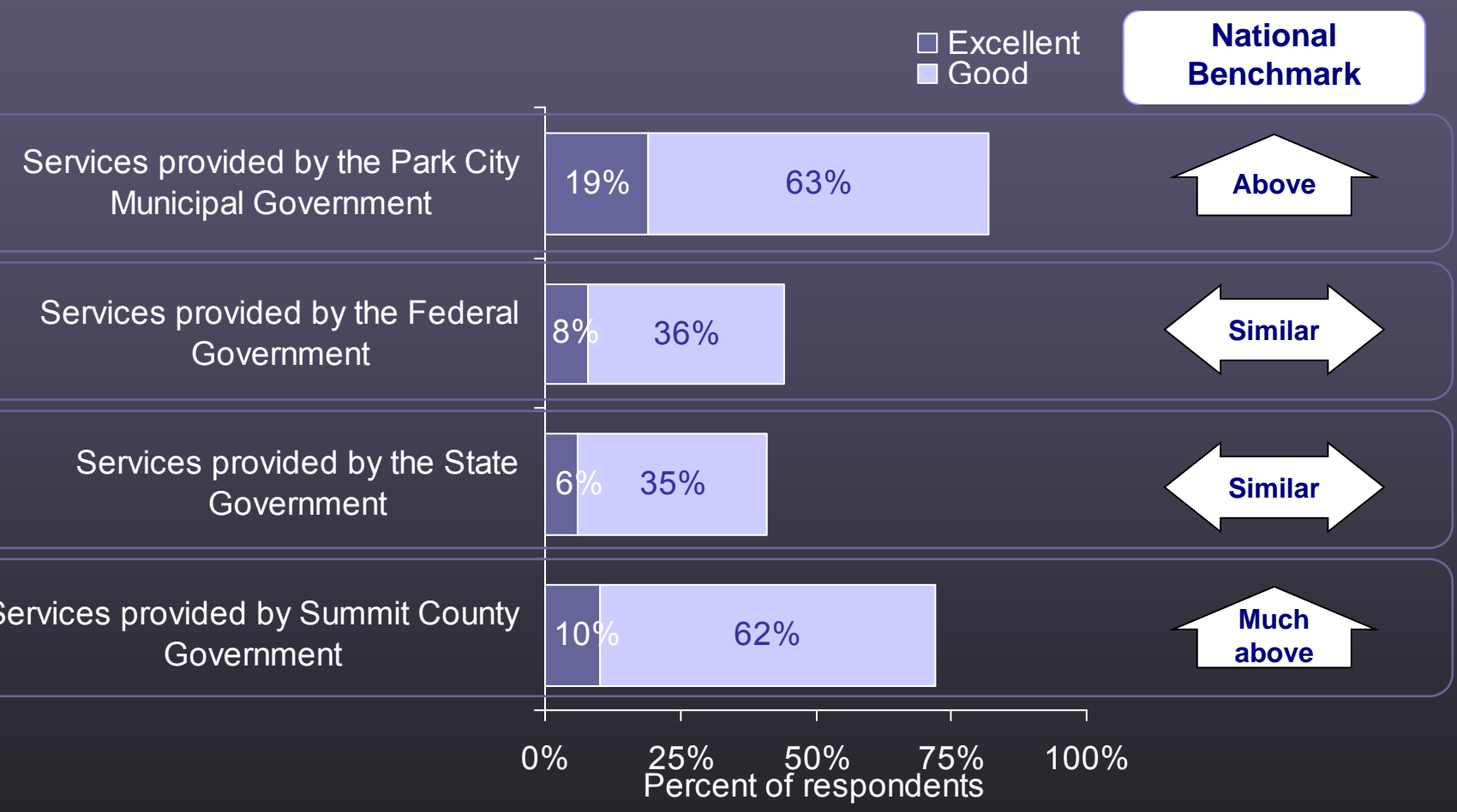


Public Trust

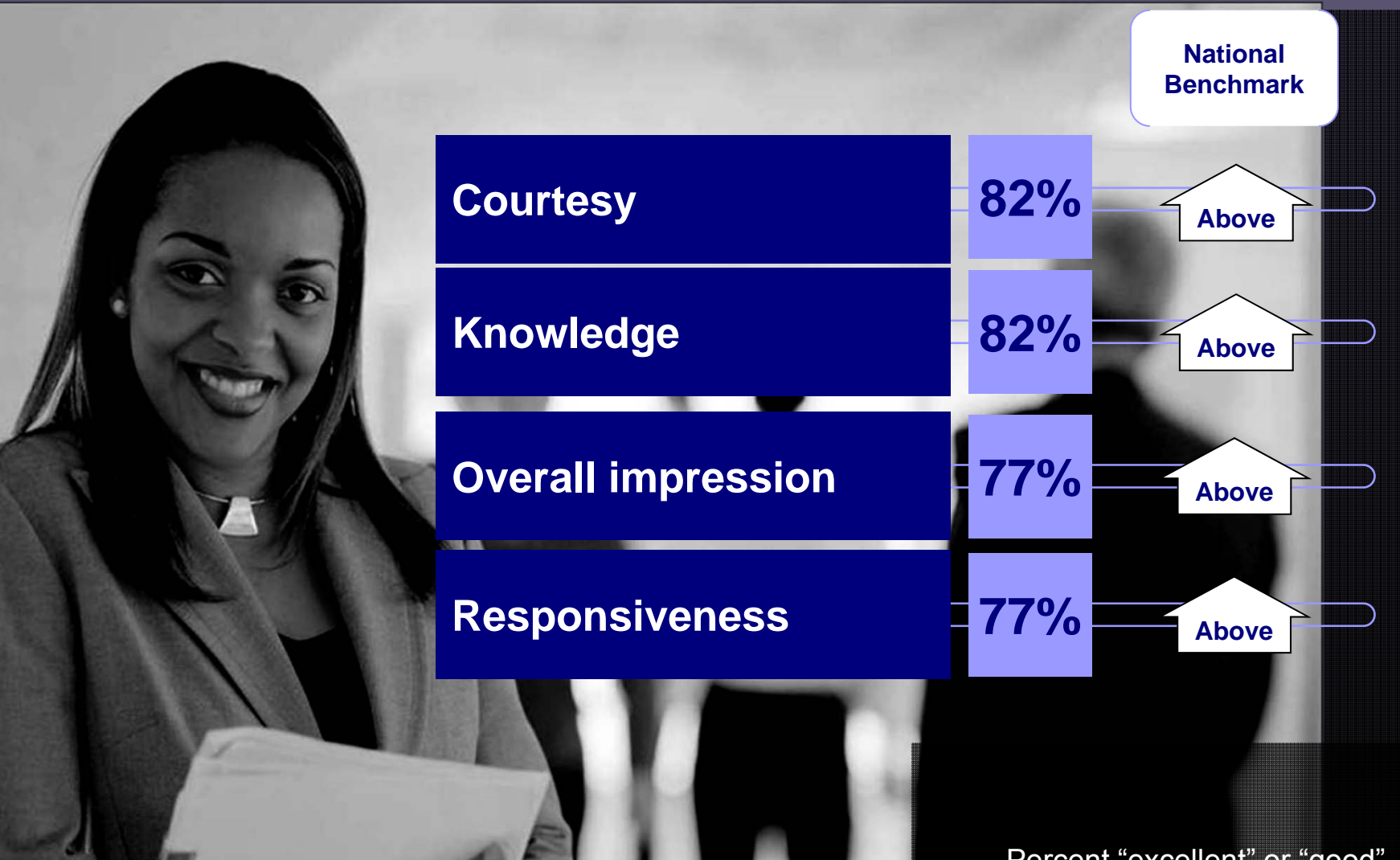
Overall image or reputation of Park City	95%
Job Park City government does at welcoming citizen involvement	80%
Value of services for the taxes paid to Park City	70%
The overall direction that Park City is taking	70%



Services provided by the City



City of Park City Employees

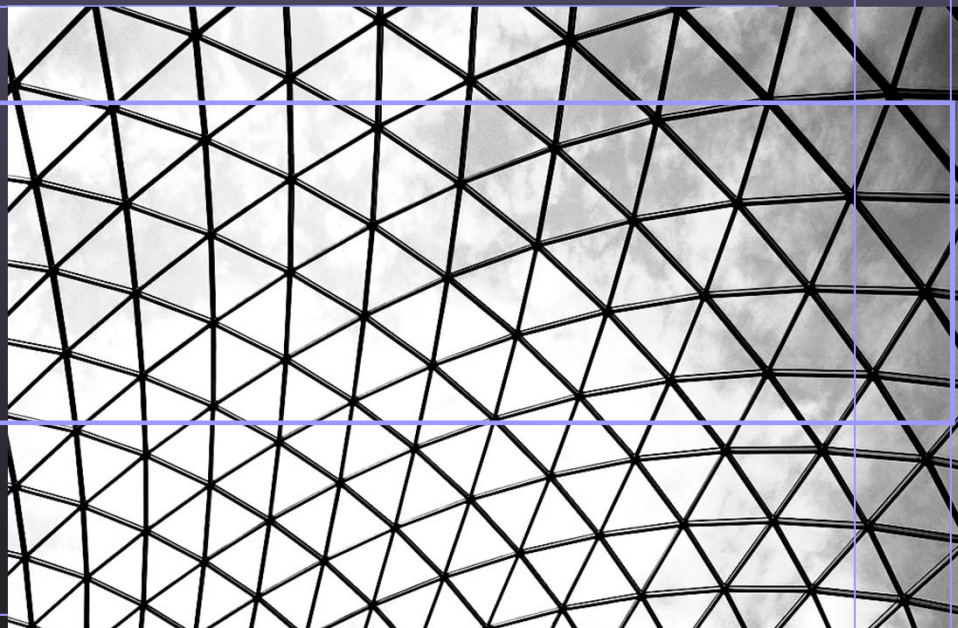


Percent "excellent" or "good"



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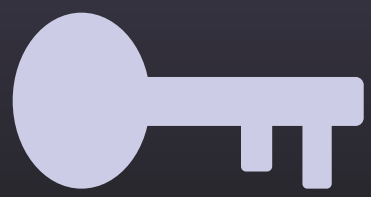
From Data to Action



Resident priorities

National
Benchmark
Comparisons

“Key Drivers”



Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”

Park City Action Chart™

Community Design

- Planning and zoning
- Code enforcement
- Economic development
- Sidewalk maintenance
- Street lighting
- Traffic signal timing
- Animal control
- Street repair
- Snow removal
- Bus/transit services
- Street cleaning

Public Safety

- EMS
- Traffic enforcement
- Police services
- Fire services

Recreation and Wellness

- City parks
- Library
- Recreation programs
- Health services
- Recreation facilities

Environmental Sustainability

- Drinking water
- Garbage collection
- Power utility
- Preservation of natural areas
- Recycling
- Sewer services
- Storm drainage

Civic Engagement

- Public information

Legend

- Above Benchmark
- Similar to Benchmark
- Below Benchmark

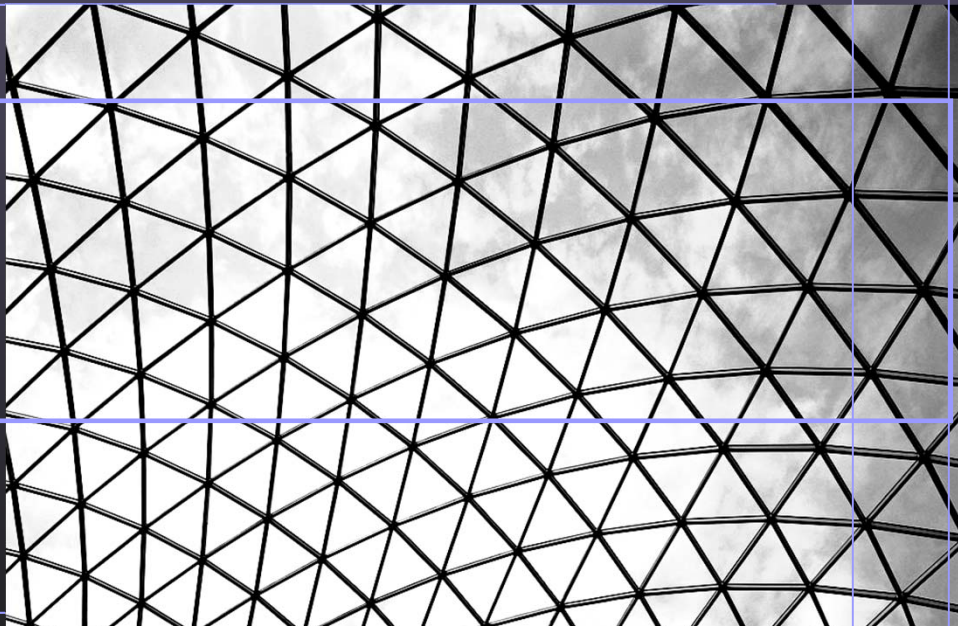
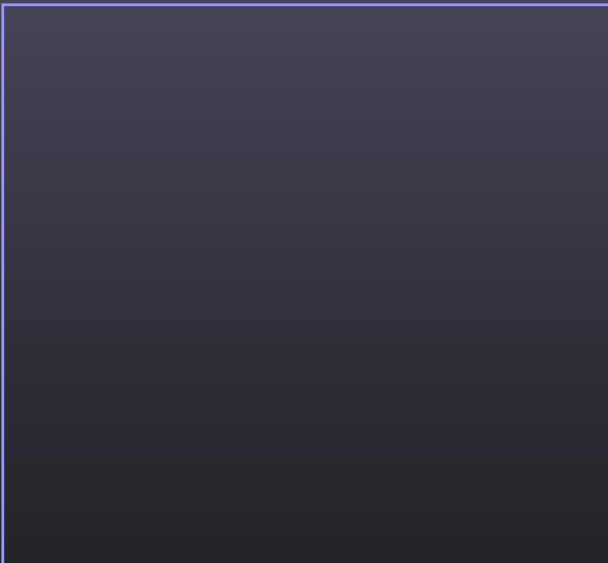
Key Driver

Overall Quality of City of Park City Services



The National Citizen Survey™

Policy Questions



Policy questions

FEMA recommends that each household have sufficient food, water and other necessities to cover a 72-hour time frame during an emergency. How prepared, if at all, is your household for an emergency?	Percent of respondents
Fully prepared	16%
Somewhat prepared	62%
Not at all prepared	22%
Total	100%

Policy questions



Reducing the size of the Treasure Hill project would require a voter approved bond held during a special bond election. The source of repayment would be a special assessment on residents' property tax bills for 15 years. Please indicate how much your household would be willing to pay annually, if anything, for the following density reduction options:

	\$500+ per year	\$400 to \$499	\$300 to \$399	\$200 to \$299	\$100 to \$199	\$50 to \$99	\$1 to \$49	\$0/not willing to pay additional funds	Total
Removing ALL of the density from Treasure Hill approximately 100,000 square feet, and preserving the land as Open Space:	17%	5%	7%	5%	11%	13%	15%	28%	100%

Policy questions



Reducing the size of the Treasure Hill project would require a voter approved bond held during a special bond election. The source of repayment would be a special assessment on residents' property tax bills for 15 years. Please indicate how much your household would be willing to pay annually, if anything, for the following density reduction options:

	\$500+ per year	\$400 to \$499	\$300 to \$399	\$200 to \$299	\$100 to \$199	\$50 to \$99	\$1 to \$49	\$0/not willing to pay additional funds	Total
Reallocate approximately 100,000 square feet of the Treasure Hill Project to the Park City Mountain Resort and leave approximately 100,000 sq/ft at Treasure Hill as a hotel:	8%	0%	2%	4%	9%	10%	18%	49%	100%

In Their Own Words



What do you think will be the single greatest challenge facing Park City in the next three to five years?

“Growth, Park City is an unbelievable place to live. I hope we are careful to maintain a small town lifestyle.”

“Parking & traffic flow in old town area! Main street is short at least 2,000 spots based on its needs using industry standards.”

“Attracting employers of highly educated persons. Providing adequate retail growth to service those families who are permanent residents.”

Demographic Comparisons

- ▶ All Groups tended to respond similarly
- ▶ Renters gave higher ratings to employment and lower ratings to some services than owners
- ▶ Newcomers gave higher ratings to the overall direction of Park City

Conclusions

Highlights

Public trust

Alternate modes of transportation

Environmental Sustainability

Opportunities

Housing

Police services

Drinking water



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Questions?





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Thank you!

National Research
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303-444-7863

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