

# ***2020 Community Survey*** ***City of Meridian, Idaho***

Administered by



September 2020



# Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**



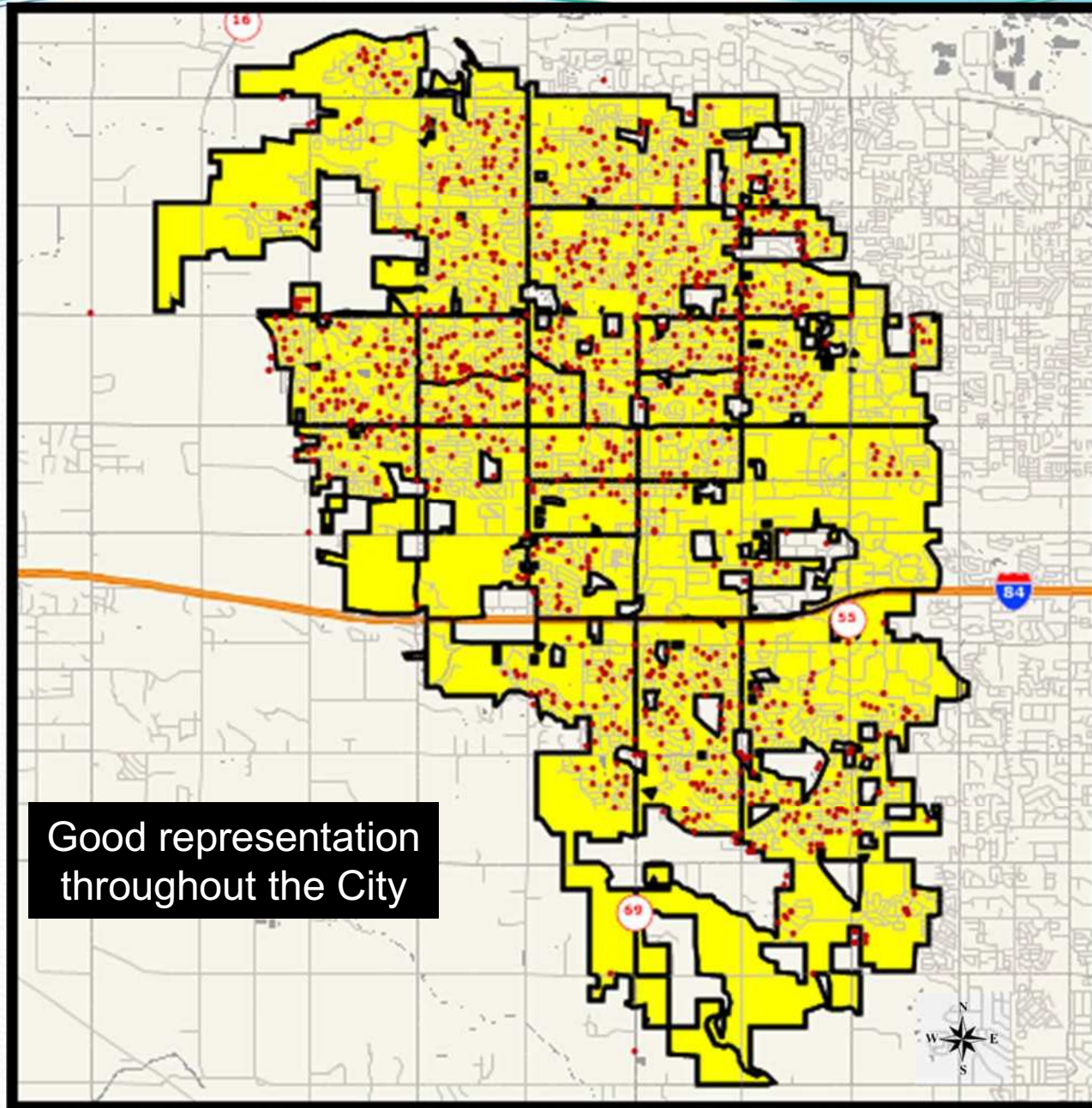
# Purpose

- **To objectively assess satisfaction among residents with the delivery of City services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare the City's performance with other communities regionally and nationally**

# Methodology

- **Survey Description**
  - ❑ seven-page survey; included many of the same questions that were asked on previous surveys
  - ❑ 3<sup>rd</sup> Community Survey conducted for the City
- **Method of Administration**
  - ❑ by mail and online to a random sample of City residents
  - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
  - ❑ 704 completed surveys (far exceeded goal of 500)
  - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 3.7% overall

# Location of Survey Respondents



Good representation  
throughout the City



# Demographics

- **Gender**
  - ❑ Balanced(50%, 49%, 1% not provided)
- **Age of Respondents**
  - ❑ Age Ranges: 18-34, 35-44, 45-54, 55-64, 65+
  - ❑ Nearly equal (20-21% for all)
- **Domicile:**
  - ❑ Most live in SFR (94%)
  - ❑ Most own SFR (86%)
- **Length of time in Meridian:**
  - ❑ 55% - 10 years or less
  - ❑ 15% - 11 – 15 years
- **Income levels: 62% between \$35K-\$150K**

# Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City**
  - ❑ 91% rated Meridian as an excellent or good place to raise a family
  - ❑ 91% rated Meridian as an excellent or good place to live
- **Opinion that City is Headed in Right Direction Decreased**
  - ❑ 10% reduction from 2017
- **Satisfaction with City Services is Much Higher in Meridian Than Other Communities**
  - ❑ Meridian rated above the National and Regional Average in 41 of 45 areas
    - ❑ Overall Quality of Services – 33% above National
    - ❑ Customer Service – 44% above National
- **Top Priorities to Emphasize Over the Next Three Years:**
  - ❑ Roads/Traffic/Transportation (95% importance)
  - ❑ Education/Schools (90% Importance)
  - ❑ Growth, Development (86% importance)

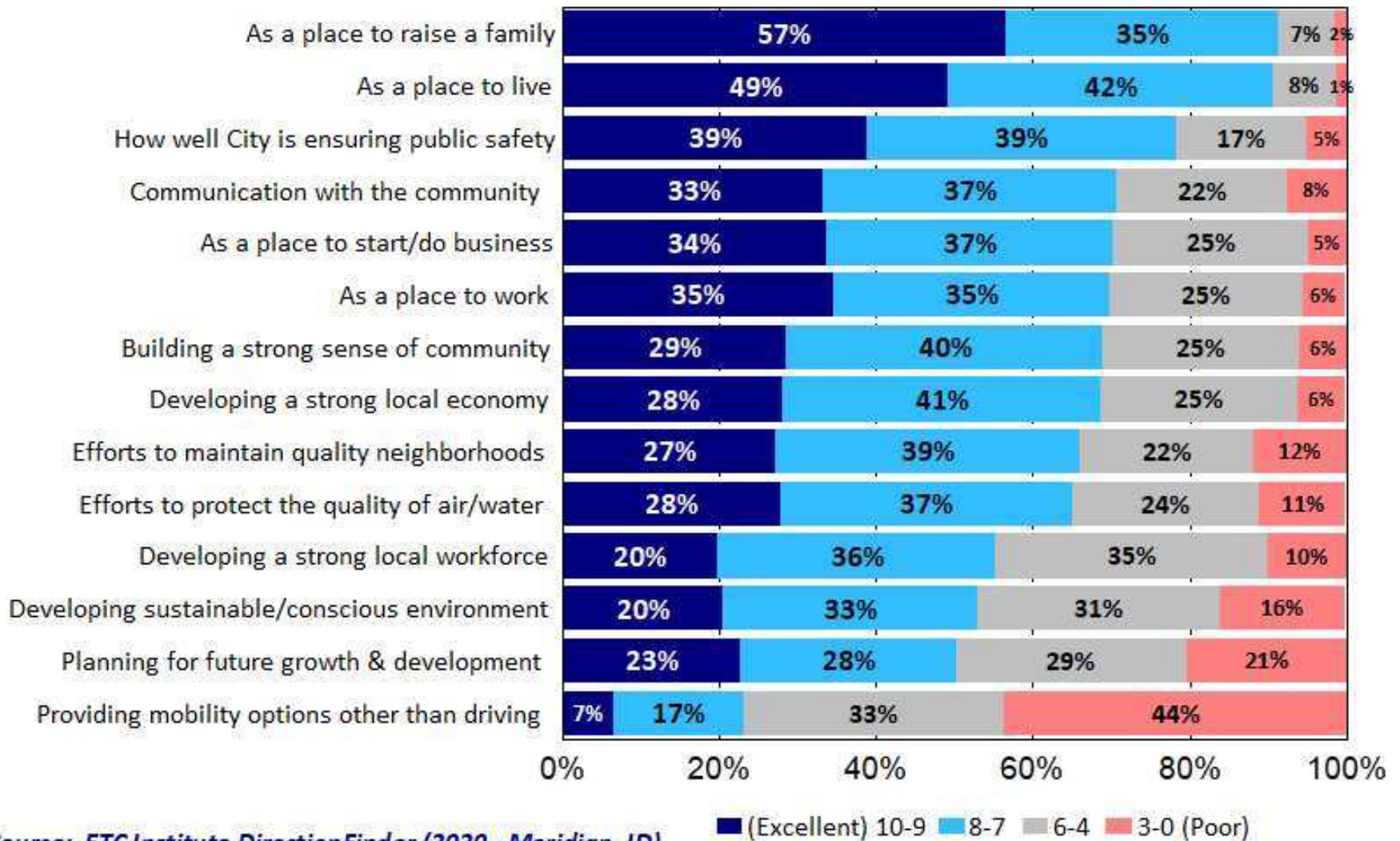
# **Major Finding #1**

**Residents Have a Very Positive  
Perception of the City**



# Q1. Ratings of Items that Influence Perceptions of Meridian as a Community

by percentage of respondents who rated the item on an 11-point scale, where a rating of 10 meant "excellent" and a rating of 0 meant "poor" (excluding "don't know")



Source: ETC Institute DirectionFinder (2020 - Meridian, ID)

**Over 90% of Residents Rated Meridian as an Excellent or Good Place to Raise a Family and Live**

## Q2. How Well the City and Its Partners Are Meeting the Expectations of Residents Related to Quality of Life in Meridian

by percentage of respondents who rated the item on an 11-point scale, where a rating of 10 meant "greatly exceeds expectations" and a rating of 0 meant "does not meet my expectations at all" (excluding "don't know")

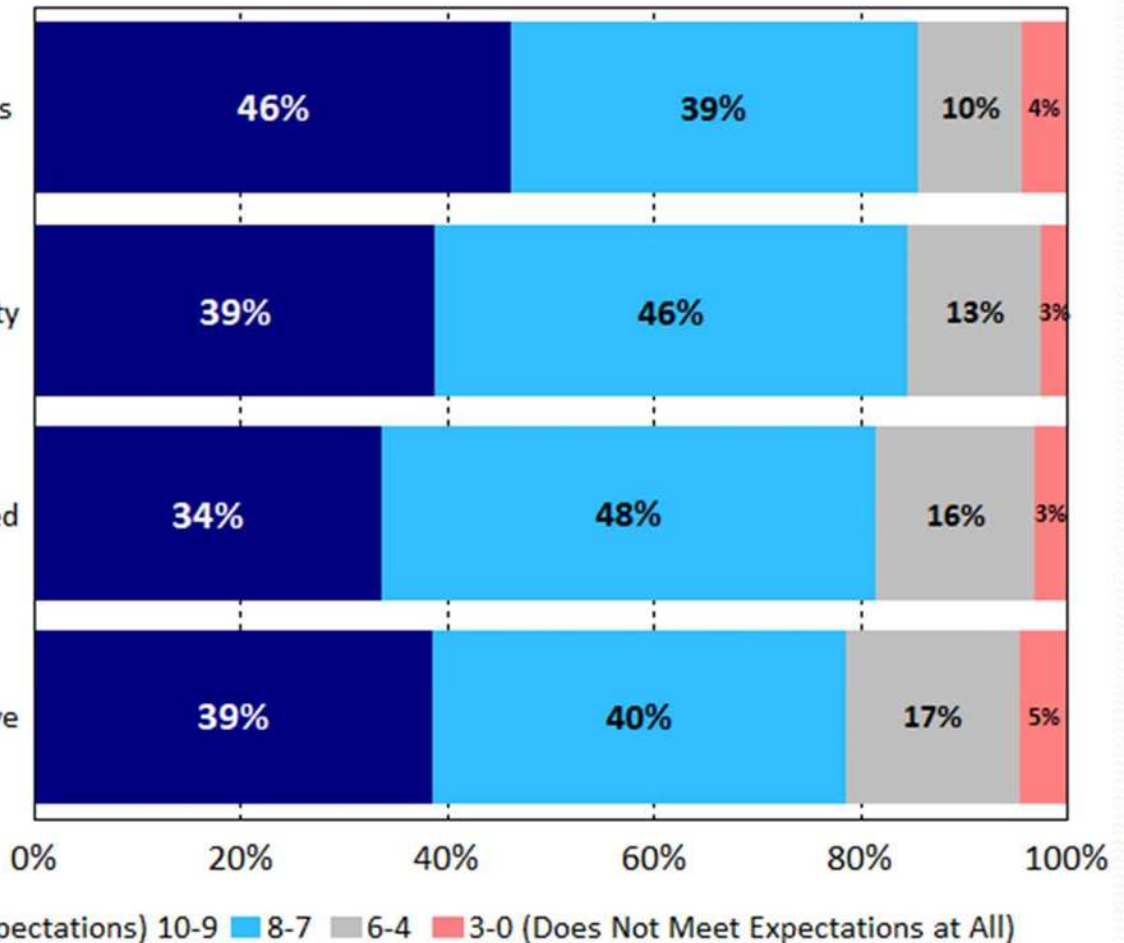


Customer service from City employees

Overall quality of life in City

Overall quality of City services provided

Your view of an ideal place to live

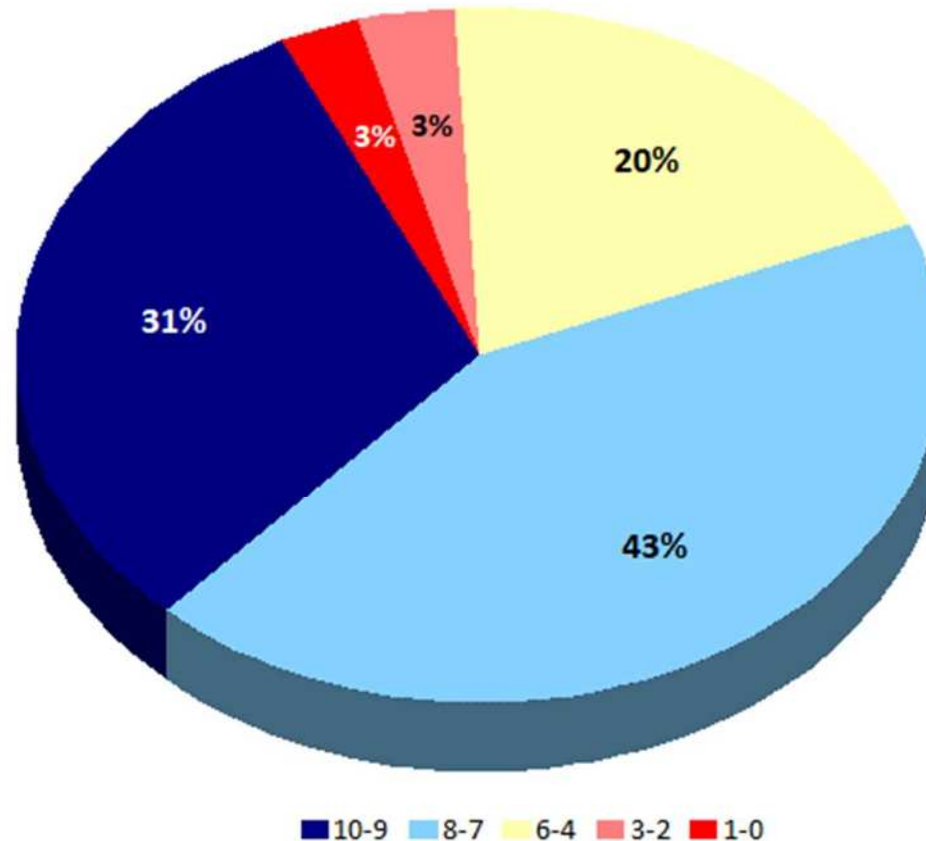


Source: ETC Institute DirectionFinder (2020 - Meridian, ID)

**Over 80% of Residents Feel the City Exceeds Expectations in the Overall Quality of City Services; Only 3% Feel the City Doesn't Meet Expectations**

## Q4. Ratings of the Value Received for City Tax Dollars and Fees

by percentage of respondents who rated the item on an 11-point scale, where a rating of 10 meant residents felt they were “definitely getting their money’s worth” and a rating of 0 meant residents felt they were “definitely not getting their money’s worth” (excluding “don’t know”)



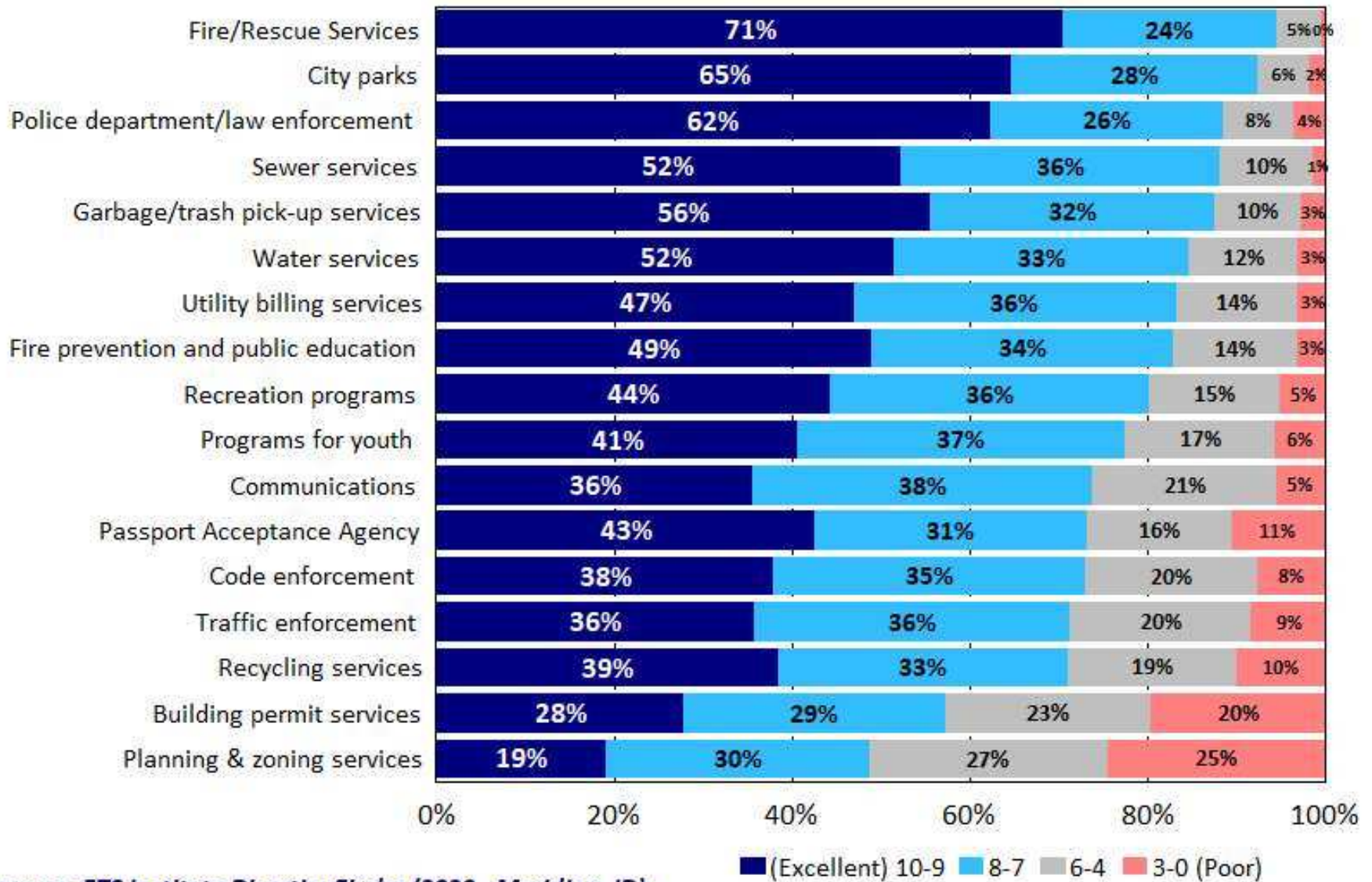
Source: ETC Institute DirectionFinder (2020 - Meridian, ID)

**74% of Residents Feel They Get Their Money’s Worth for City Tax Dollars and Fees;  
Only 6% Don’t Feel They Get Their Money’s Worth**



## Q5. Overall Ratings of City Services

by percentage of respondents who rated the item on an 11-point scale, where a rating of 10 meant "excellent" and a rating of 0 meant "poor" (excluding "don't know")



Source: ETC Institute DirectionFinder (2020 - Meridian, ID)

Satisfaction Is High for City Services

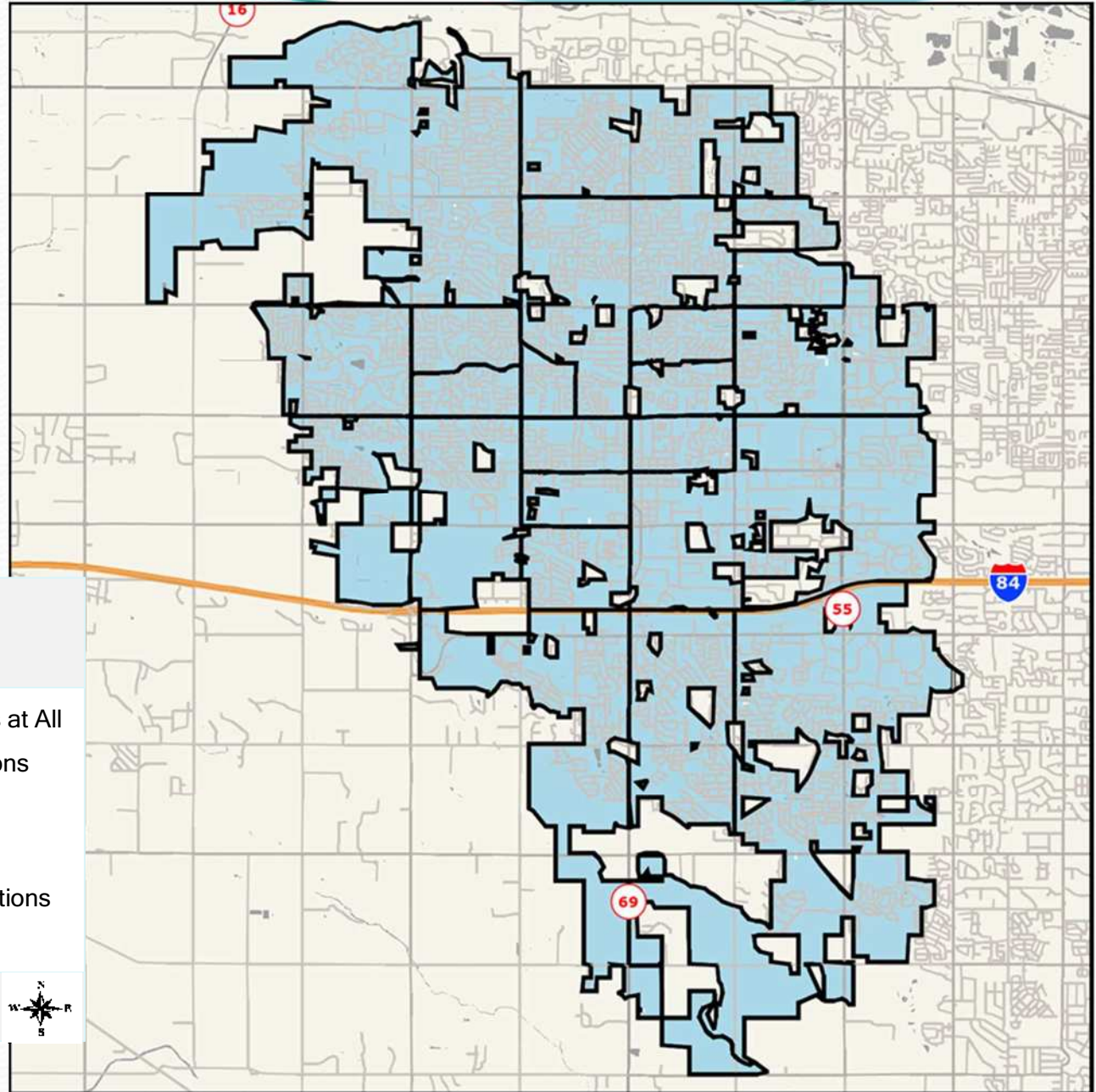
# Overall Quality of City Services

All Areas Are in BLUE,  
Indicating That the Overall  
Quality of City Services  
Exceeds Expectations in  
All Parts of the City

## Legend

Mean rating on an 11-point scale

- 0 - 2 Doesn't Meet Expectations at All
- 2 - 4 Doesn't Exceed Expectations
- 4 - 6 Neutral
- 6 - 8 Exceeds Expectations
- 8 - 10 Greatly Exceeds Expectations
- No Response





# Meridian as a Place to Live

All Areas Are in BLUE,  
Indicating That Residents  
in all Parts of the City Feel  
Meridian Is an Excellent or  
Good Place to Live

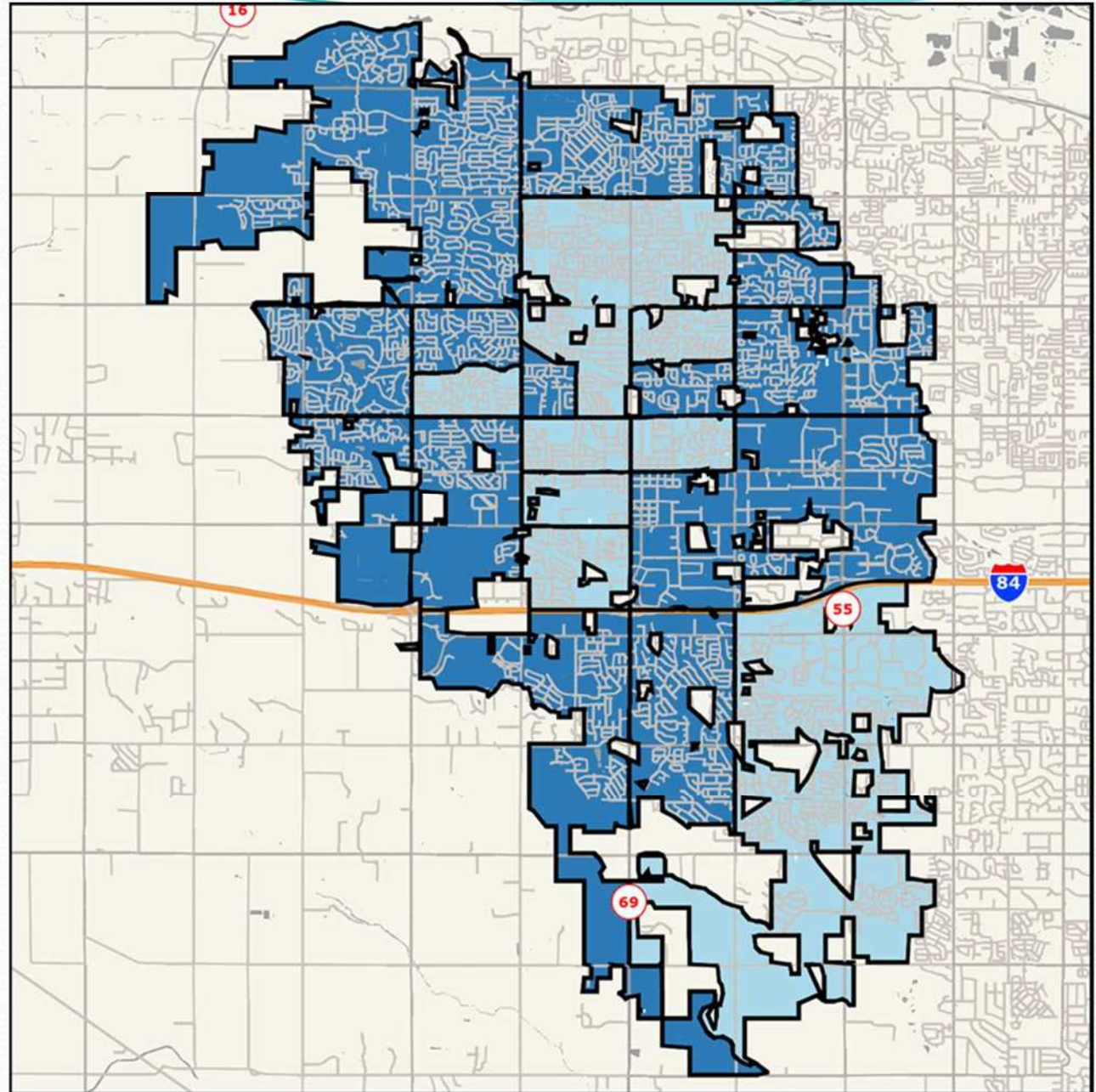
## Legend

Mean rating on an 11-point scale

- 0 - 2 Poor
- 2 - 4 Below Average
- 4 - 6 Neutral
- 6 - 8 Good
- 8 - 10 Excellent
- No Response



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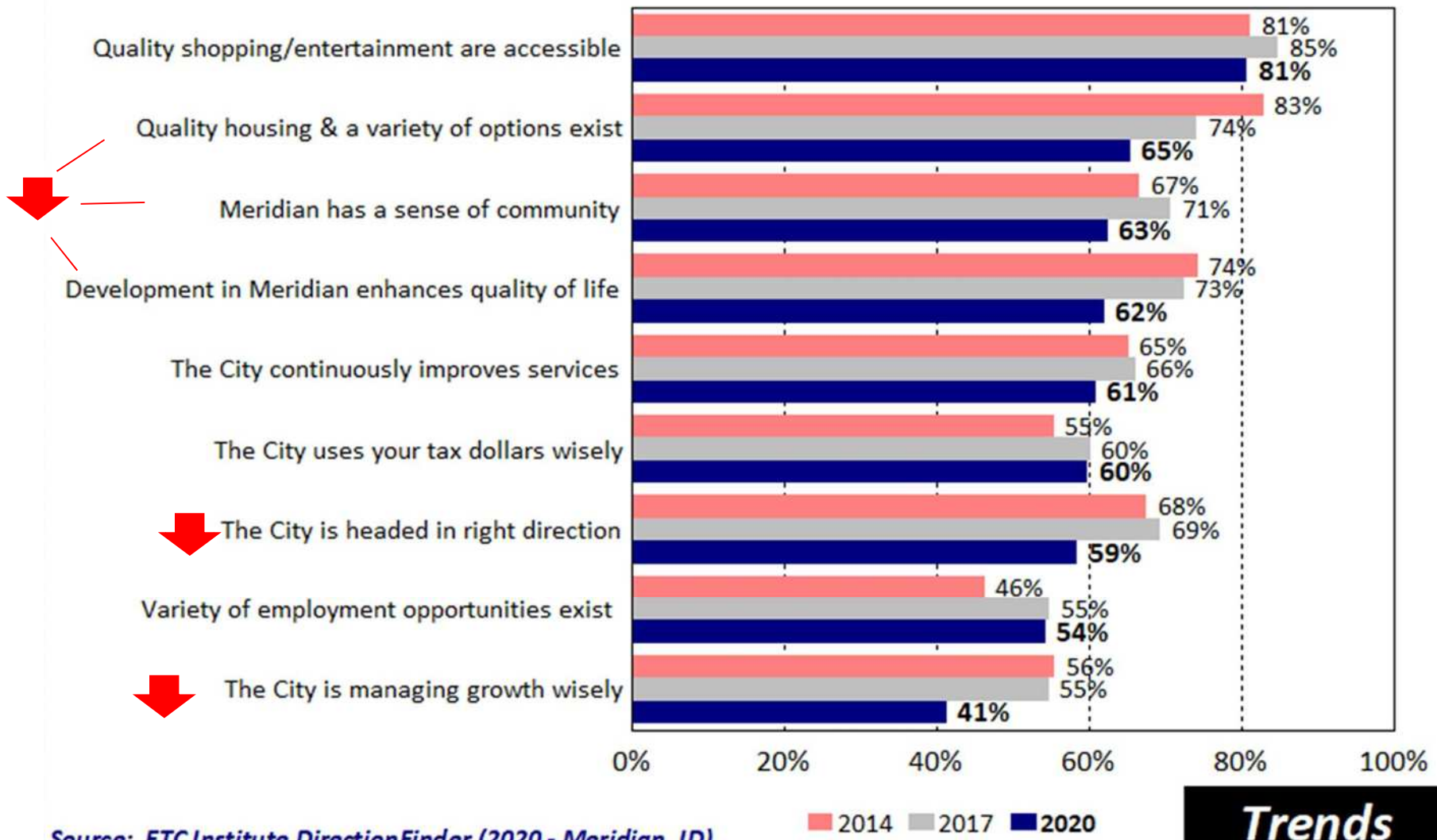


## **Major Finding #2**

**Is the City headed in the right direction?**

# Q3. Agreement with Various Statements about the City of Meridian - 2014, 2017 & 2020

by percentage of respondents who rated the item as a 10, 9, 8 or 7 on an 11-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Meridian, ID)

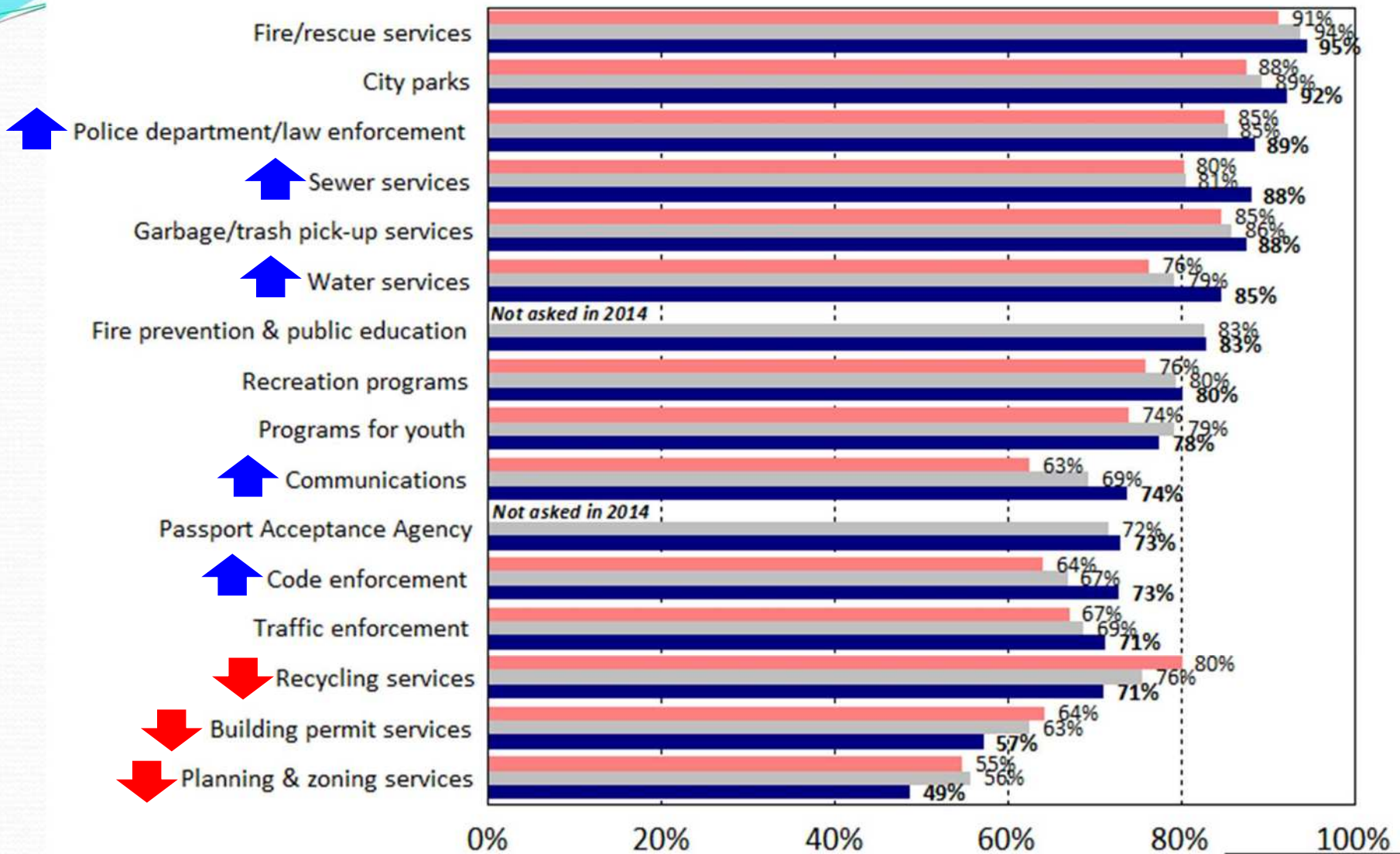
**Trends**

Significant Increases From 2017:

Significant Decreases From 2017:

# Q5. Overall Ratings of City Services - 2014, 2017 & 2020

by percentage of respondents who rated the item as a 10, 9, 8 or 7 on an 11-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Meridian, ID)

2014 2017 2020

**Trends**

Significant Increases From 2017:

Significant Decreases From 2017:

# Additional Trends

## Since 2017 the Satisfaction Ratings Have...

- Increased in 47 of 84 areas
- Stayed the Same in 6 of 84 areas
- Decreased in 31 of 84 areas

# Trend Analysis

## Notable Satisfaction Increases Since 2017

- Dilapidated houses or buildings
- Clean-up of litter/debris on private property
- Quality & Number of pathways for walking and biking
- Abandoned/junk automobile removal
- Overall quality of sewer service
- Overall quality of code enforcement

## Notable Satisfaction Decreases Since 2017

- City heading in right direction
- City managing growth wisely
- Planning for future growth and development
- Developing sustainable/conscious environment
- Development in Meridian enhancing the quality of life
- Quality of housing and variety of options

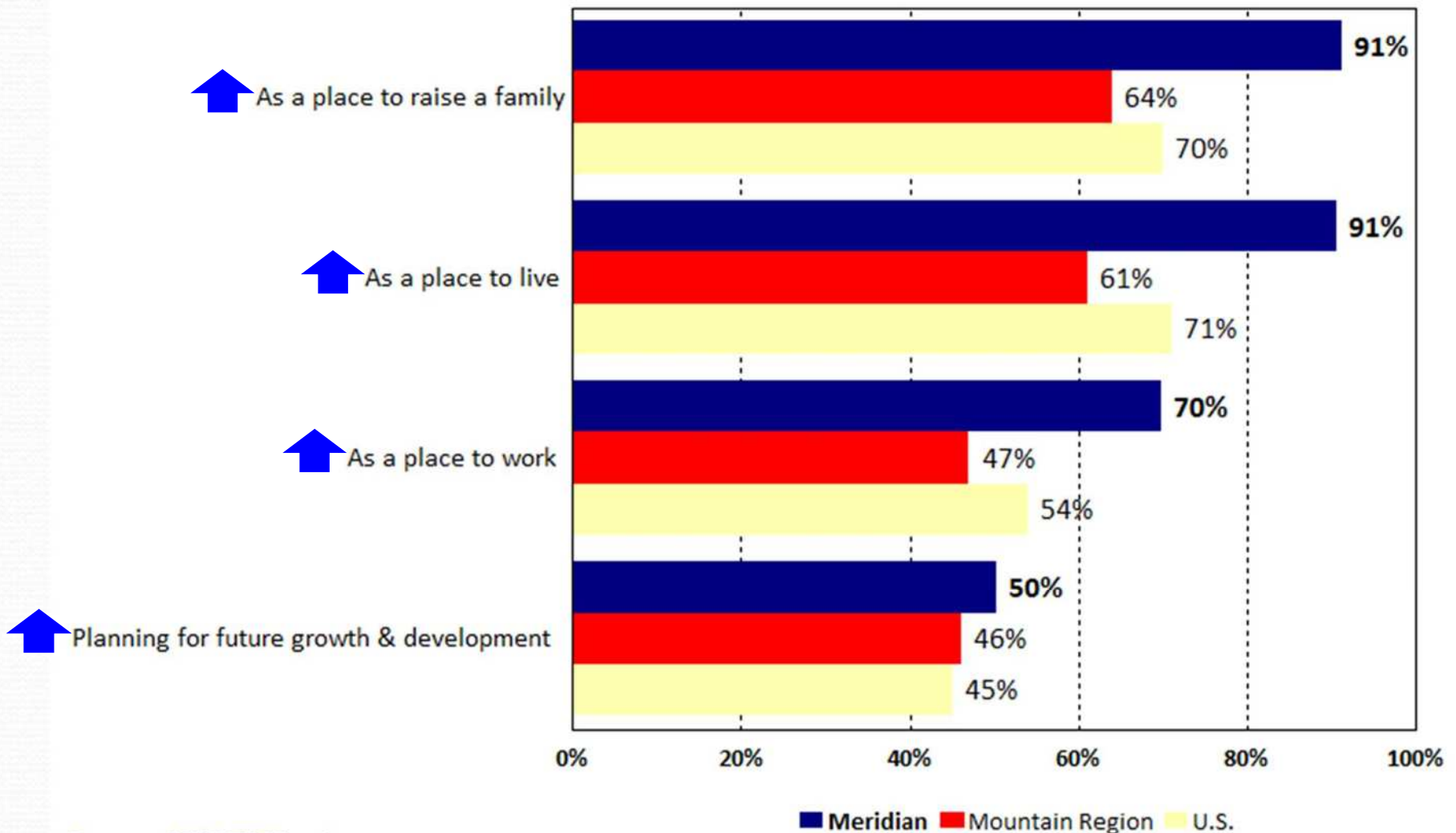
## **Major Finding #3**

**Satisfaction with City Services Is  
Much Higher in Meridian Than  
Other Communities**



# Ratings of Items that Influence Perceptions of the City Meridian vs. Mountain Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2020 ETC Institute

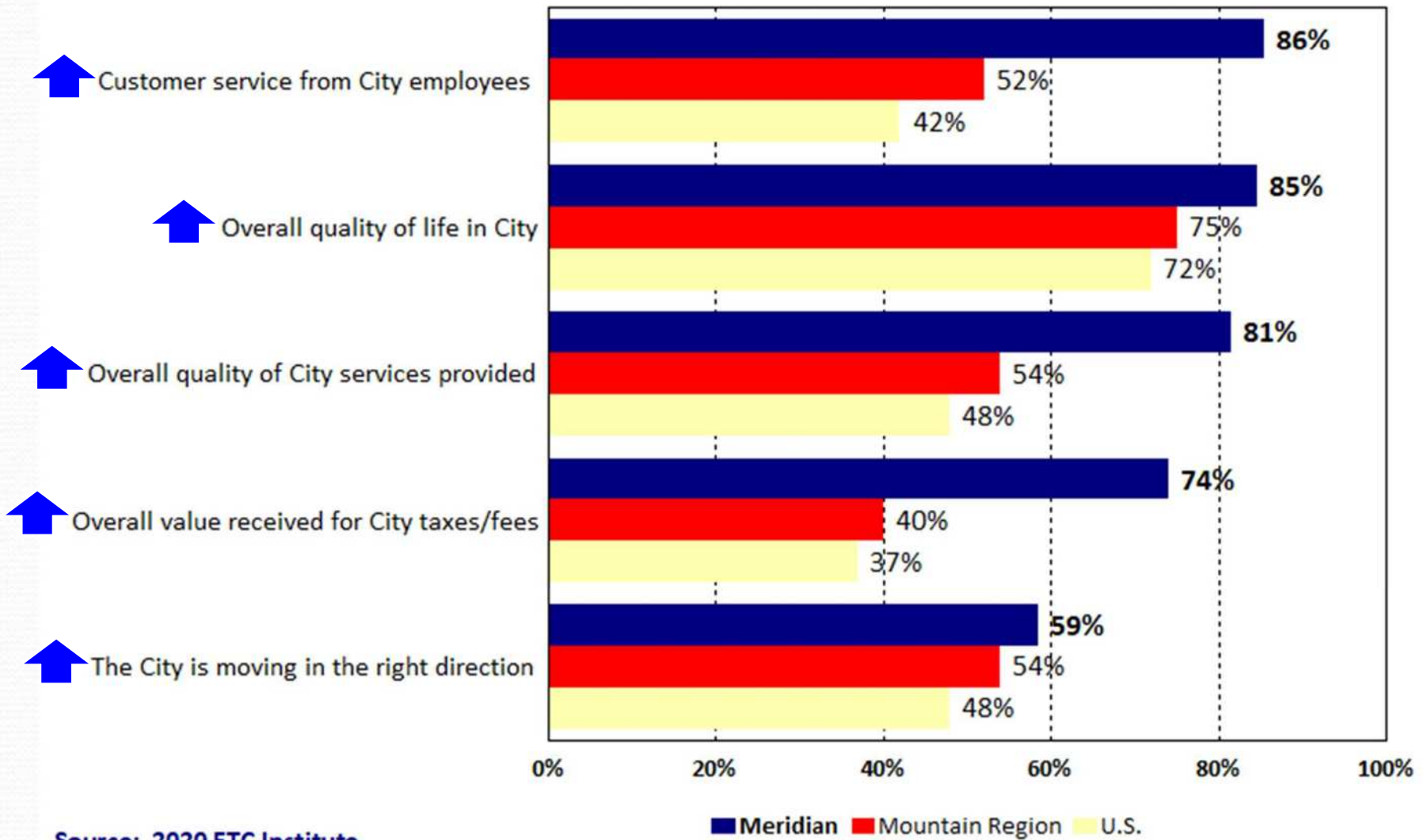
Significantly Higher: ↑

Significantly Lower: ↓

# Ratings of Items Related to Quality of Life

## Meridian vs. Mountain Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2020 ETC Institute

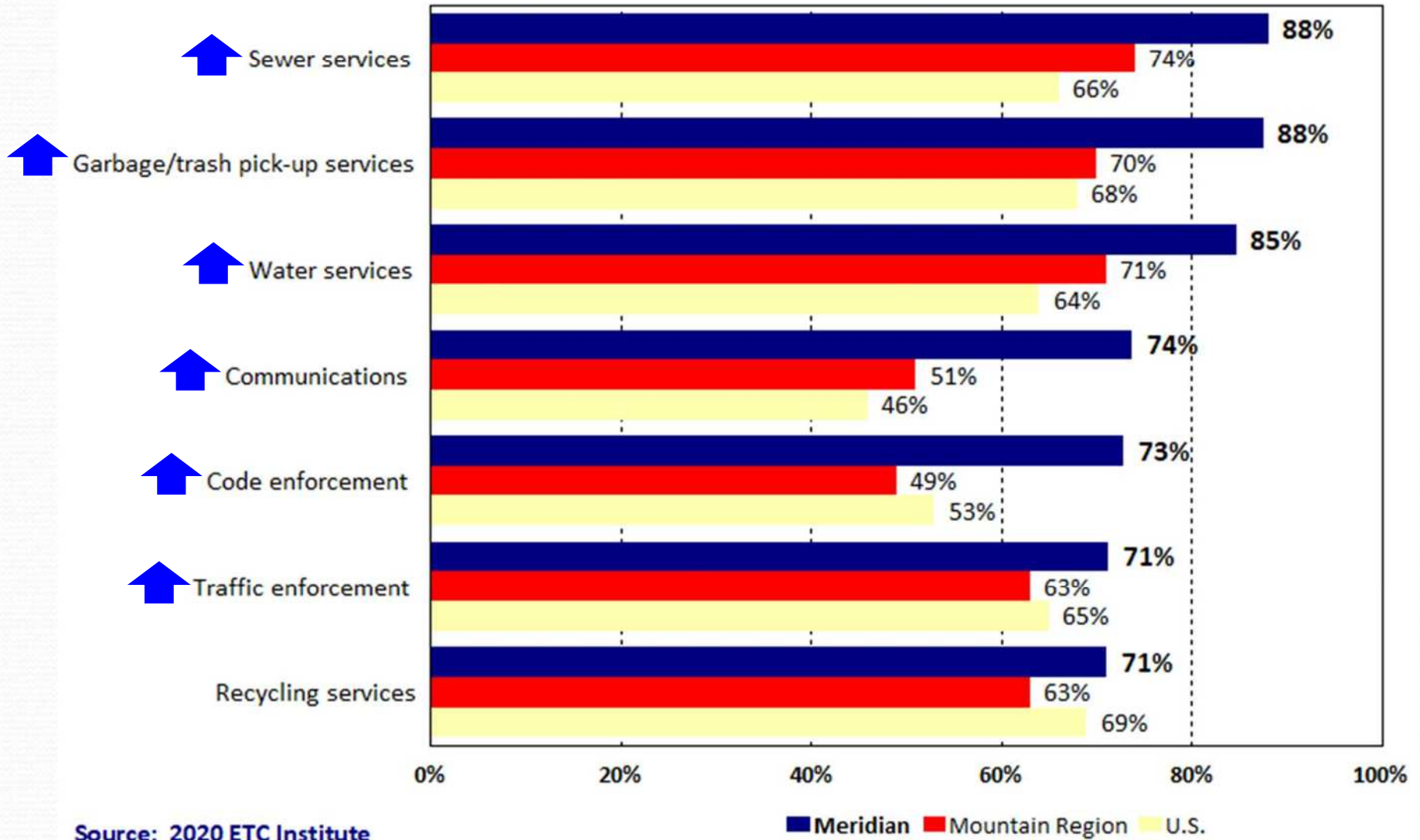
**Significantly Higher:** 

**Significantly Lower:** 

# Overall Ratings of City Services

## Meridian vs. Mountain Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



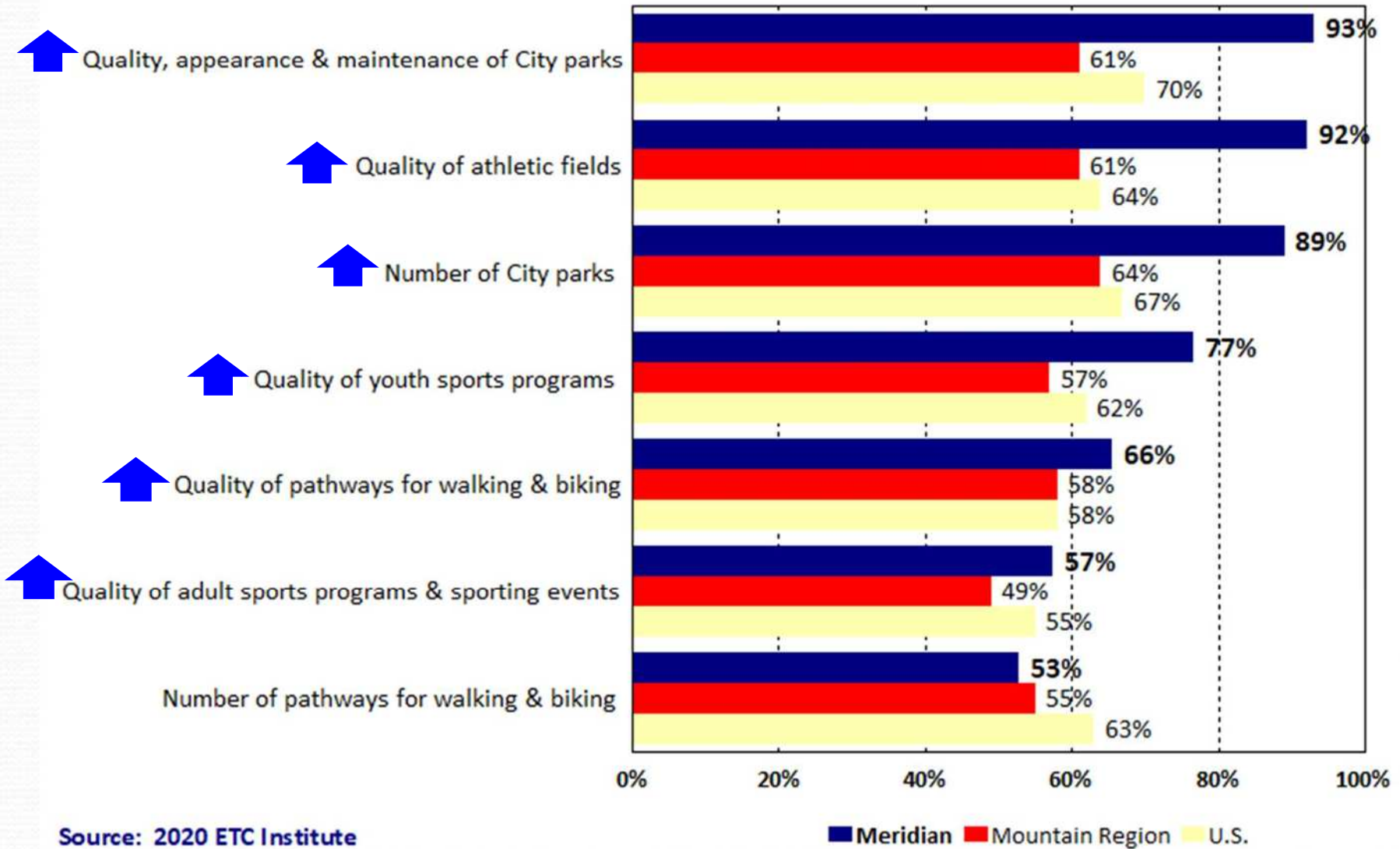
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Ratings of Parks and Recreation Services

## Meridian vs. Mountain Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Significantly Higher: ↑

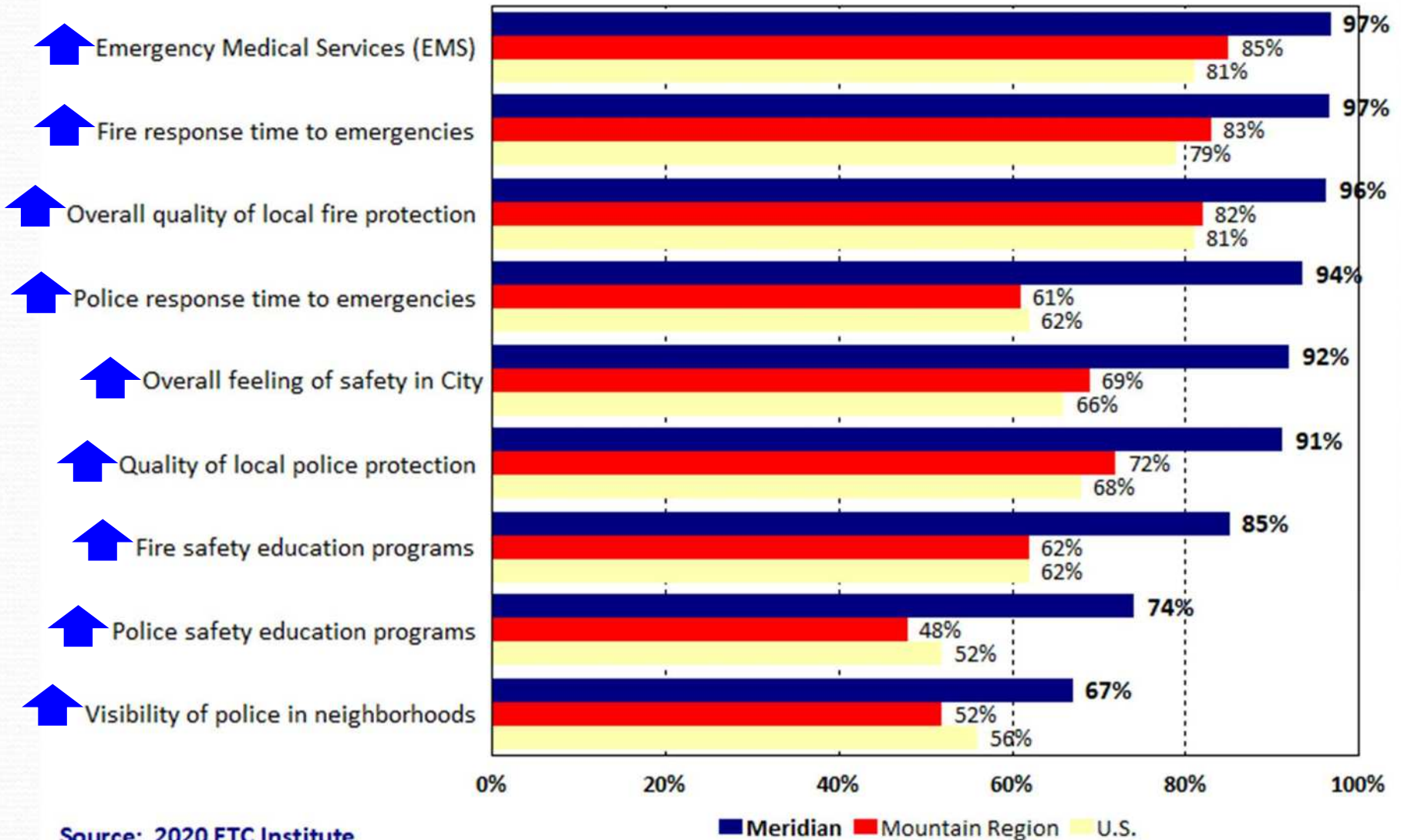
Significantly Lower: ↓



# Ratings of Public Safety Services

## Meridian vs. Mountain Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2020 ETC Institute

■ Meridian ■ Mountain Region ■ U.S.

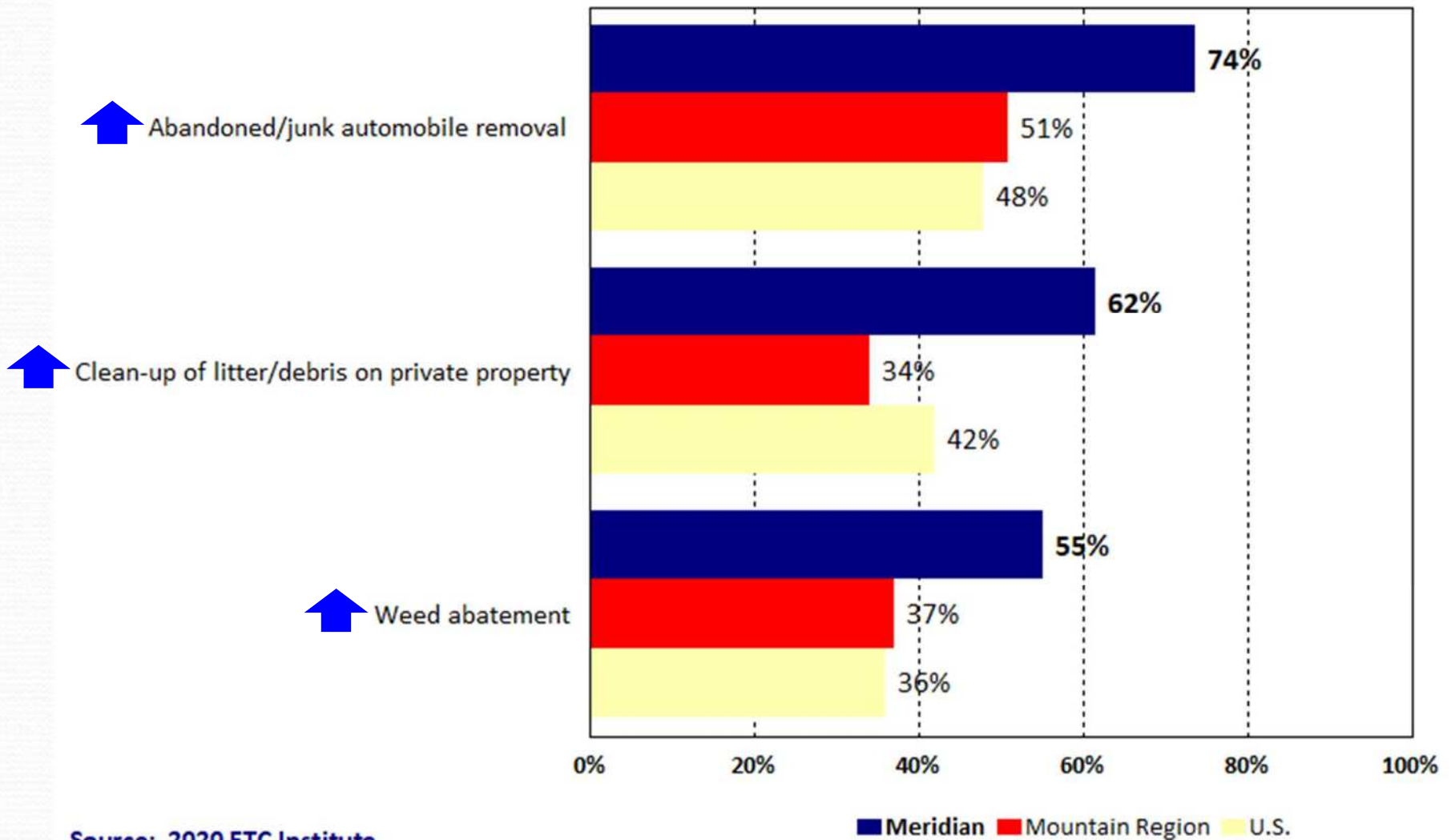
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Ratings of the Enforcement of Codes and Ordinances

## Meridian vs. Mountain Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2020 ETC Institute

Significantly Higher: ↑

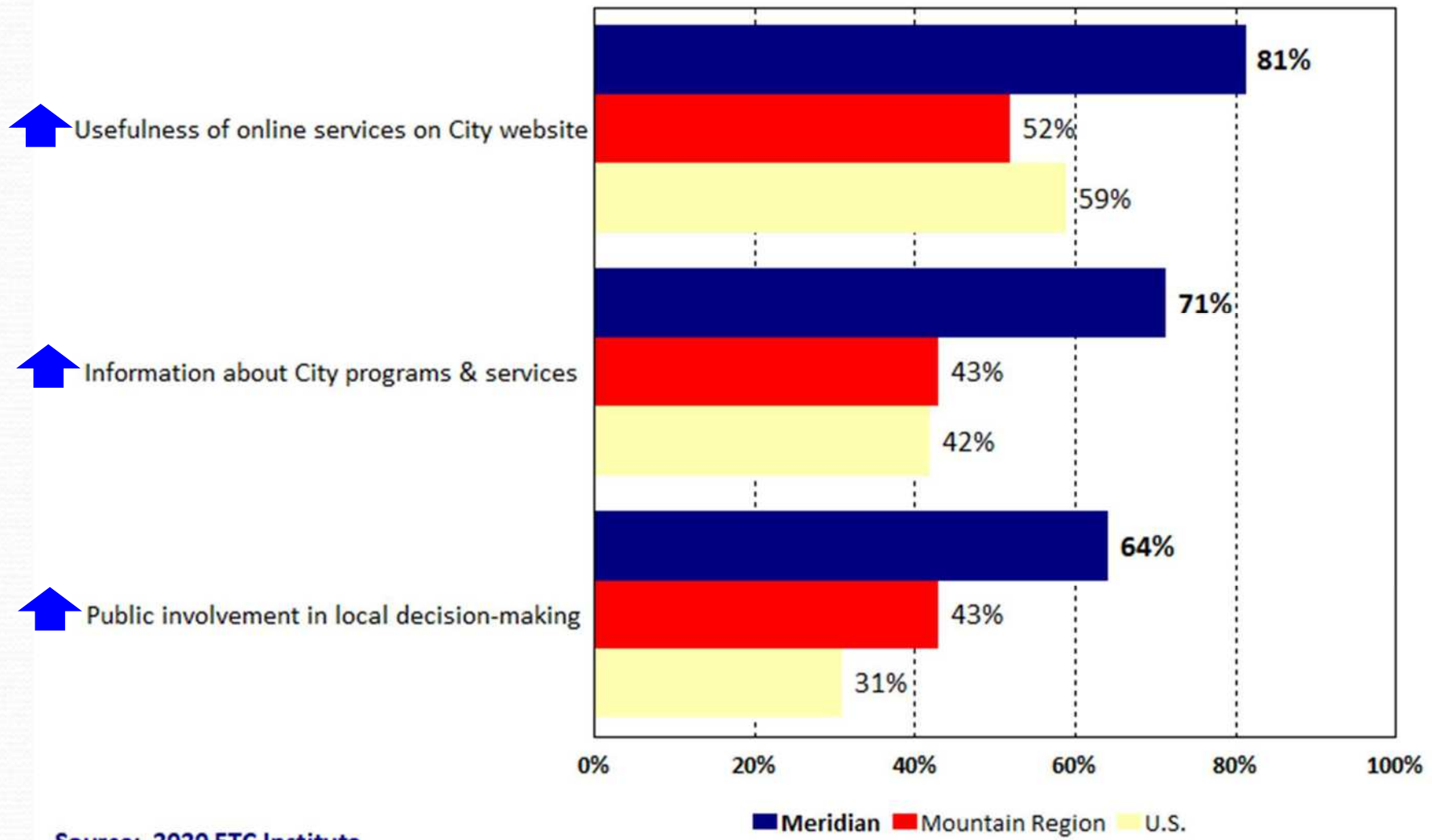
Significantly Lower: ↓



# Ratings of Communication Services

## Meridian vs. Mountain Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2020 ETC Institute

Significantly Higher: ↑

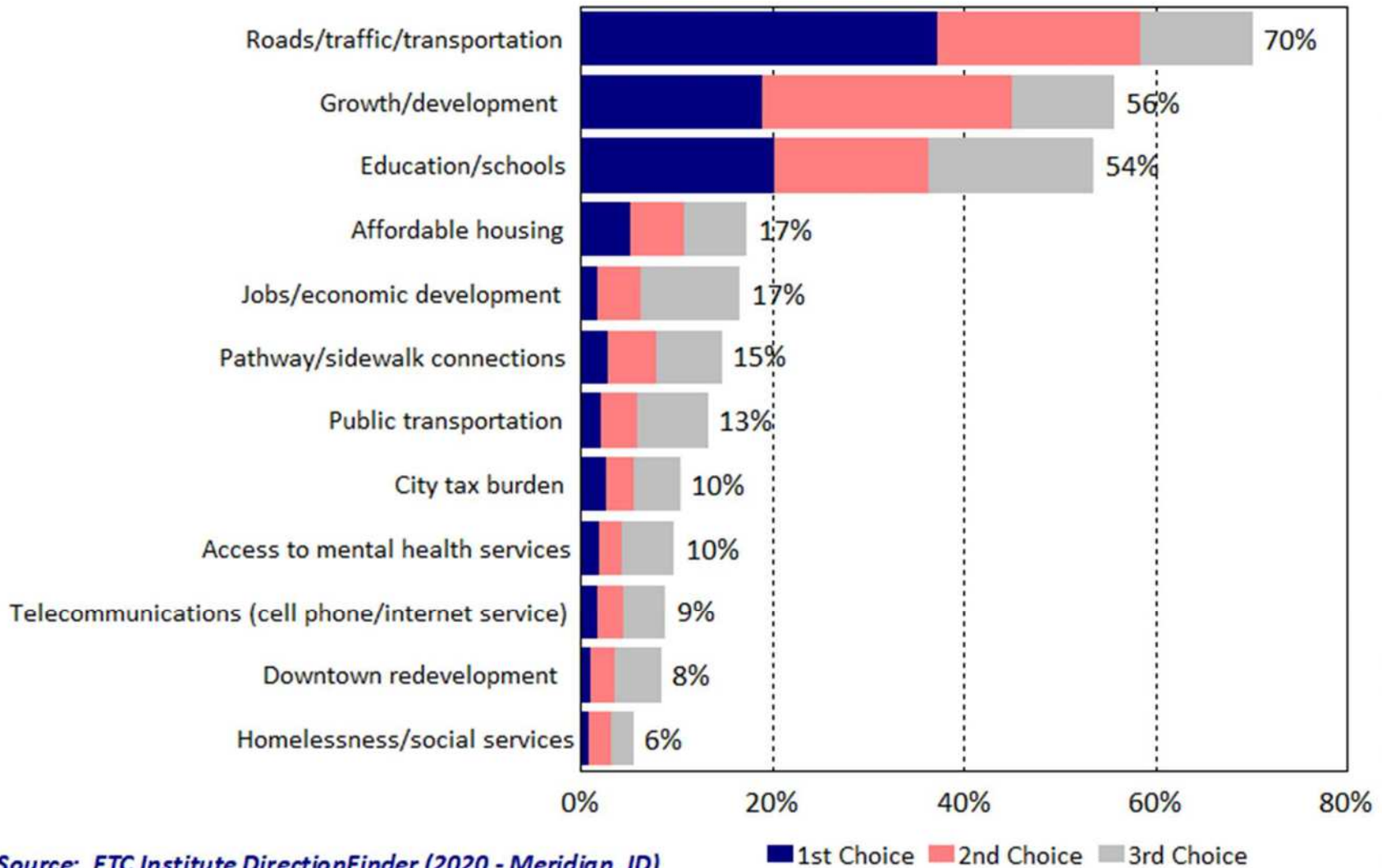
Significantly Lower: ↓

# **Major Finding #4**

## **Top Community Priorities**

# Q23. Which three priorities should receive the most emphasis from City leaders over the next three years?

by percentage of respondents who selected the item as one of their top THREE choices



**Top Priorities to Emphasize Over the Next Three Years: 1) Roads/Traffic/Transportation, 2) Growth and Development, 3) Education/Schools**

# 2020 Importance-Satisfaction Rating

## City of Meridian

### Major Categories of City Services

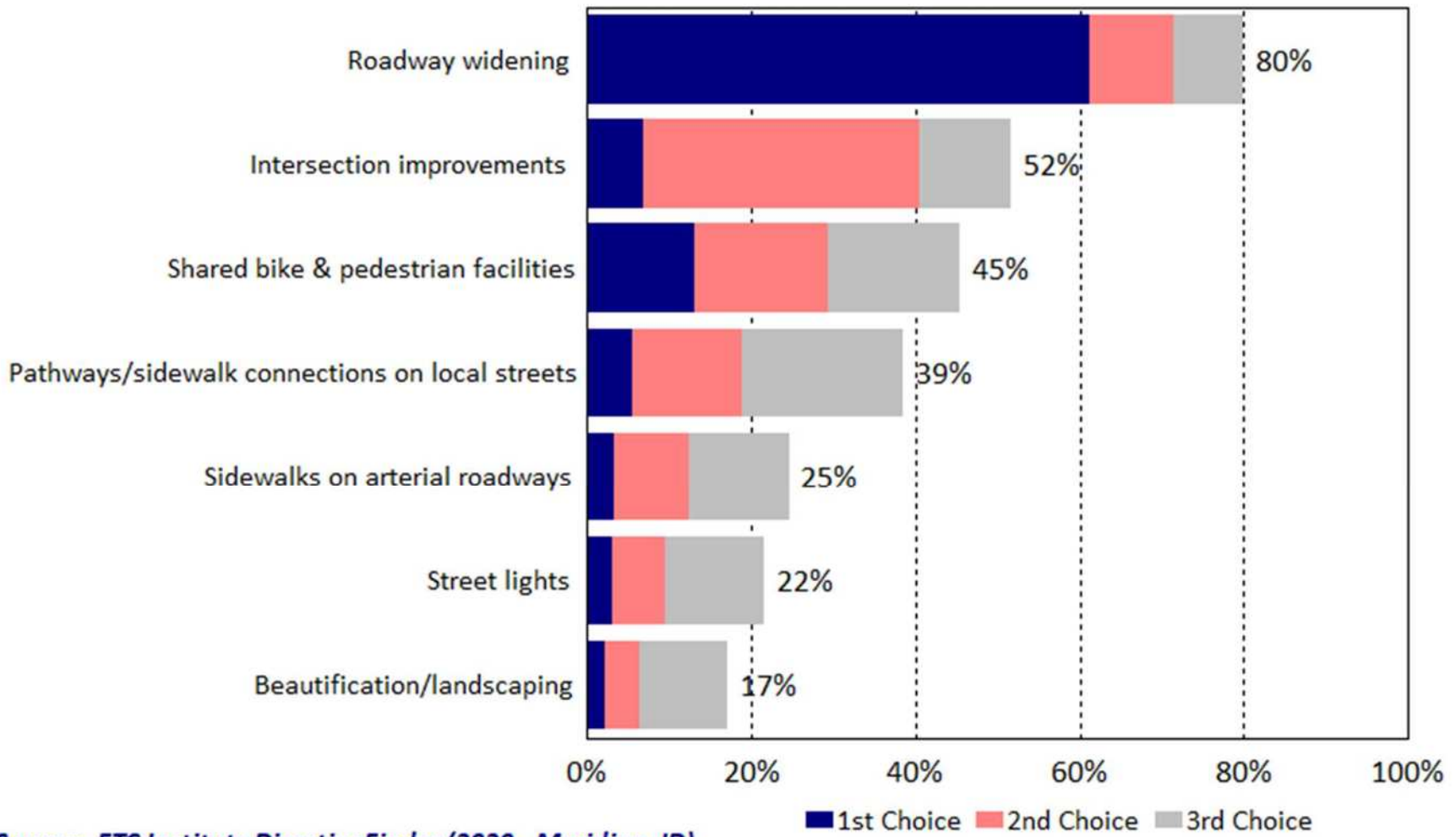
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Planning & zoning services	55%	1	49%	17	0.2806	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Traffic enforcement	24%	4	71%	14	0.0689	2
Recycling services	20%	6	71%	15	0.0587	3
Police department/law enforcement	49%	2	89%	3	0.0567	4
Building permit services	10%	10	57%	16	0.0445	5
Programs for youth	18%	7	78%	10	0.0396	6
Code enforcement	11%	9	73%	13	0.0287	7
Recreation programs	12%	8	80%	9	0.0230	8
City parks	25%	3	92%	2	0.0196	9
Communications	7%	12	74%	11	0.0183	10
Fire prevention and public education	7%	11	83%	8	0.0125	11
Fire/Rescue Services	21%	5	95%	1	0.0116	12
Water services	6%	13	85%	6	0.0098	13
Garbage/trash pick-up services	4%	14	88%	5	0.0051	14
Utility billing services	3%	15	83%	7	0.0045	15
Passport Acceptance Agency	1%	17	73%	12	0.0032	16
Sewer services	2%	16	88%	4	0.0027	17

**Top Priorities for City Services:**



# Q9. Transportation Improvements that Residents Feel Should Receive the Most Emphasis from City Leaders Over the Next Two Years

by percentage of respondents who selected the item as one of their top THREE choices

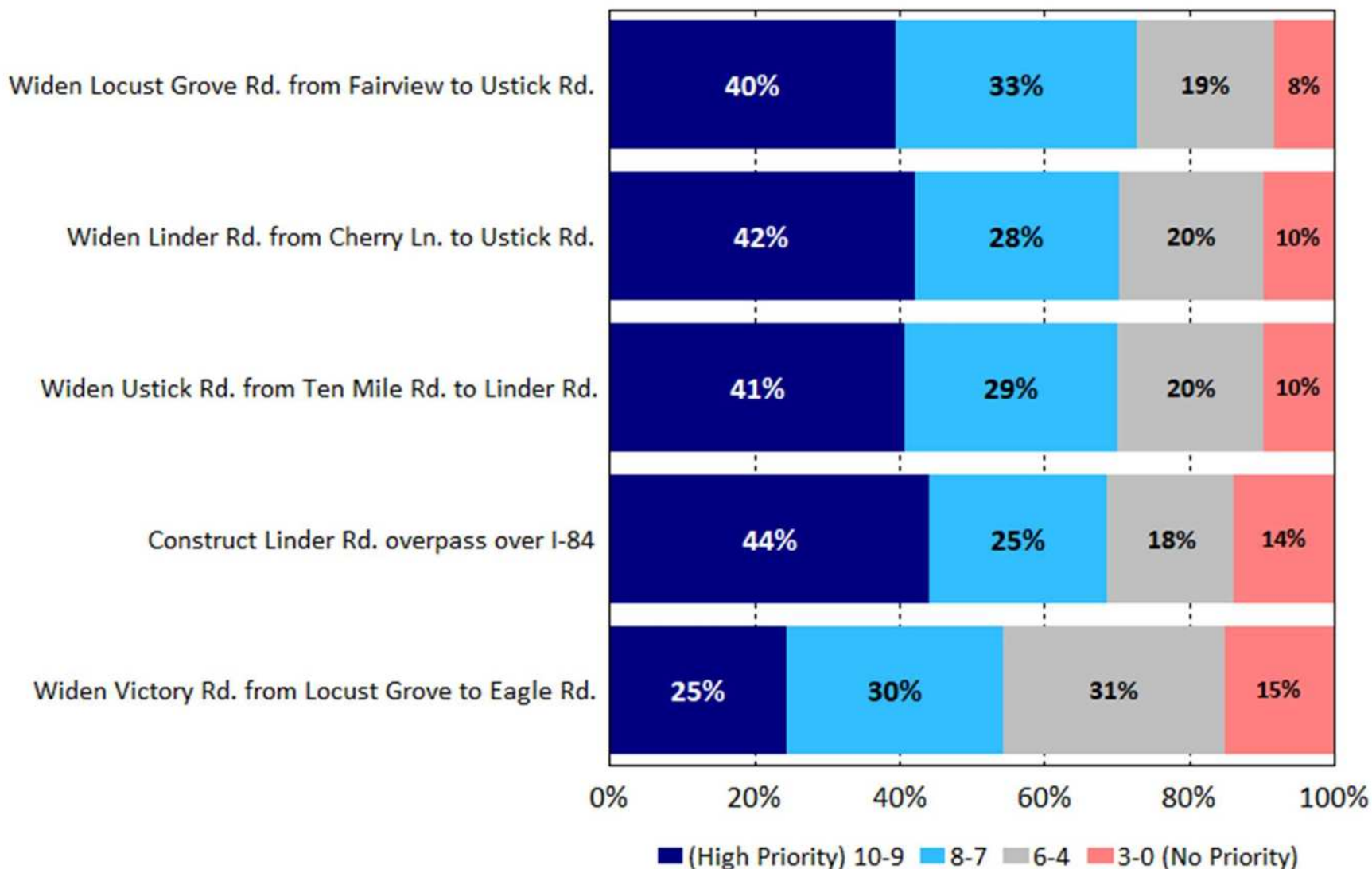


Source: ETC Institute DirectionFinder (2020 - Meridian, ID)

Roadway Widening Was Rated as the Most Important Transportation Improvement

## Q10. Priorities for Future Roadway Construction Projects

by percentage of respondents who rated the item on an 11-point scale, where a rating of 10 meant "high priority" and a rating of 0 meant "no priority" (excluding "don't know")

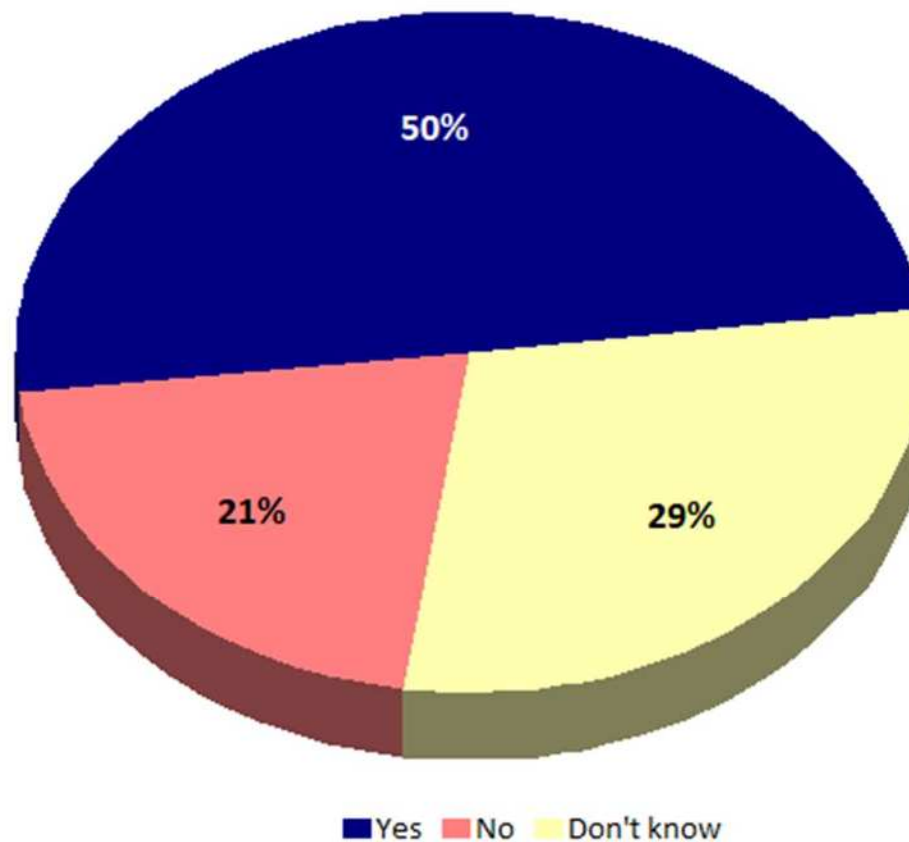


Source: ETC Institute DirectionFinder (2020 - Meridian, ID)



**Q11. If a bond measure were placed on the ballot requesting funding for road improvement needs, in general would you support a bond to pay for the identified roadway and intersection projects?**

by percentage of respondents

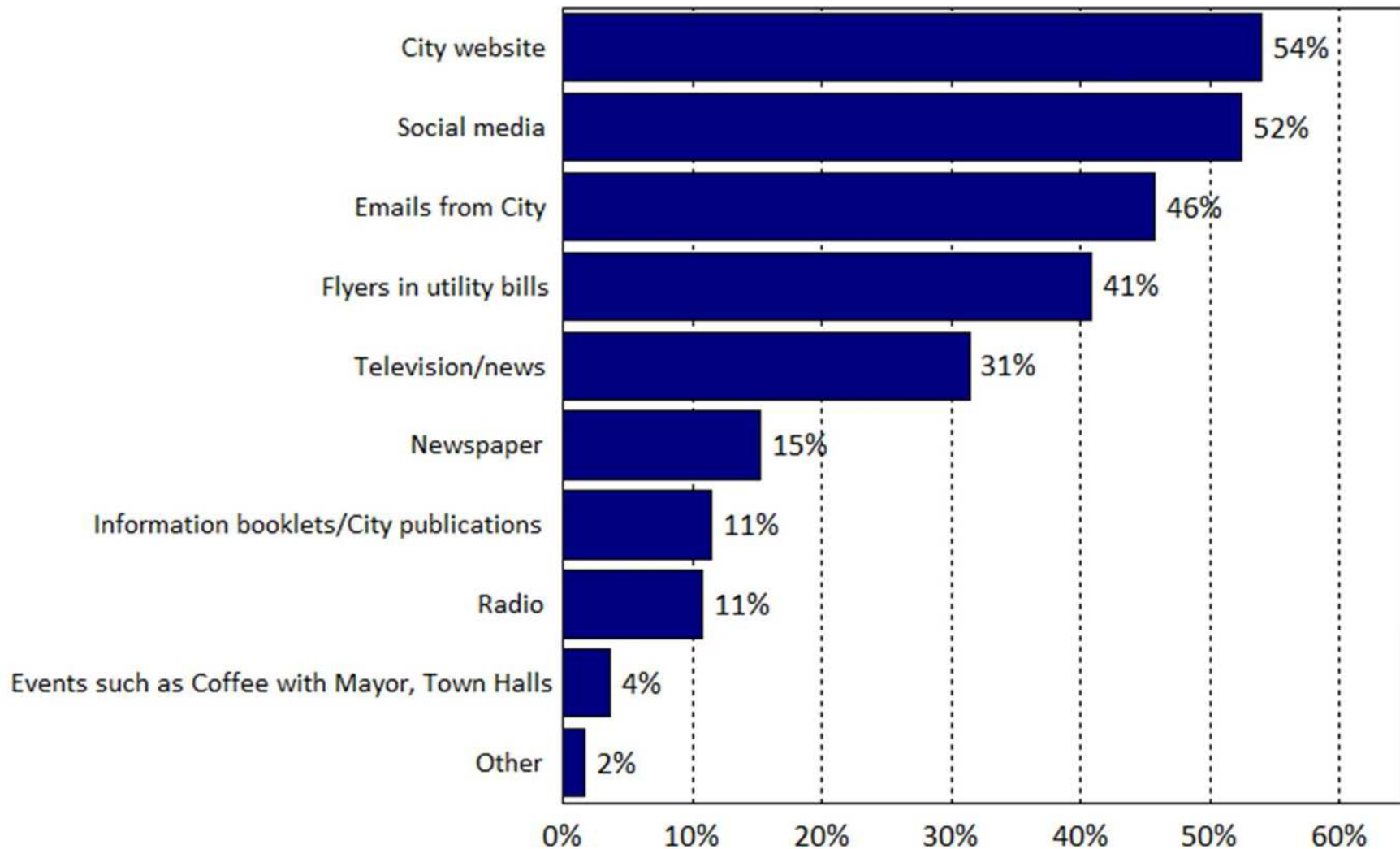


Source: ETC Institute DirectionFinder (2020 - Meridian, ID)

# *Other Findings*

## Q19. Where do you currently get information about Meridian's services and programs?

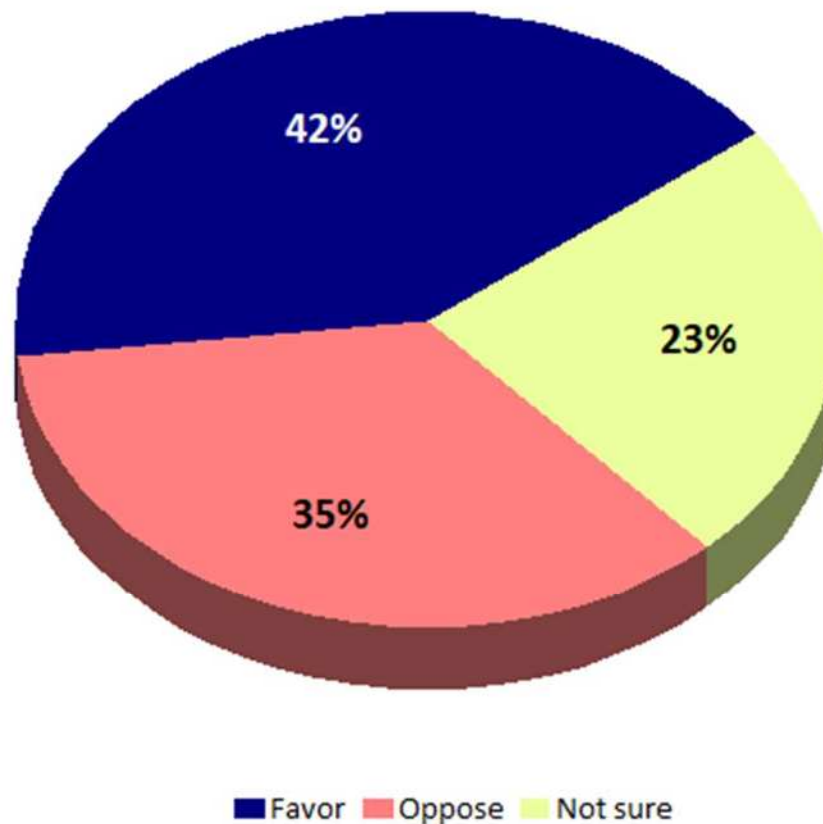
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2020 - Meridian, ID)

**Q21. In general, would you favor or oppose allowing residents of a city the ability to vote on a temporary sales tax (local option tax) increase to provide funding for identified infrastructure improvements in the community?**

by percentage of respondents



Source: ETC Institute DirectionFinder (2020 - Meridian, ID)

# Summary

# Summary

- **Residents Have a Very Positive Perception of the City**
- **Active Work Now to Ensure City Heads the Right Direction**
- **Overall, Satisfaction Ratings Are Slightly Higher Than 2017, Significantly Higher Than 2014**
- **Satisfaction with City Services is Much Higher in Meridian Than Other Communities**
- **Top Priorities to Emphasize Over the Next Three Years:**
  - ❑ Roads/Traffic/Transportation
  - ❑ Growth and Development
  - ❑ Education/Schools



# Areas of Action

- **Review Improvement Opportunities**
  - ❑ Traffic enforcement goals and actions
  - ❑ Jobs and Economic Development
  - ❑ Communications evolution
- **Respond to Growth and Development Concerns**
  - ❑ Nexus with Strategic Goals – Updates Coming
  - ❑ Planning / UDC Work group efforts
- **Engage Stakeholder:**
  - ❑ Creative transportation solutions and partnerships
  - ❑ Opening Education/Schools conversations
- **Meridian rated 44% above Nat'l Avg in Customer Service!!!**

# Questions?

THANK YOU!!