

☐ YES

☐ NO

*Citizen
Satisfaction*

2014 Statesboro Citizen Survey

D. Alex Reams



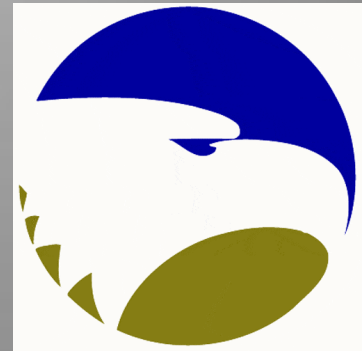
☐ YES

☐ NO

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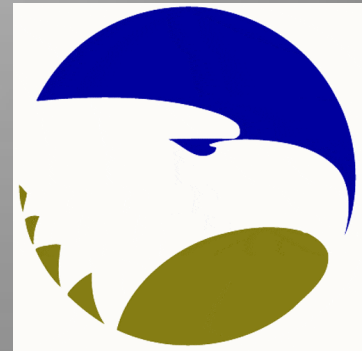
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Introduction

- Assess the needs of city citizens
 - look at long range planning
 - evaluate community services
 - determine support for its policies
- Citizen satisfaction surveys invite open communication
- Provide the City of Statesboro with information from its citizens on which areas the residents feel need improving
- The survey of Statesboro residents included
 - full time residents
 - students
 - those who work in Statesboro



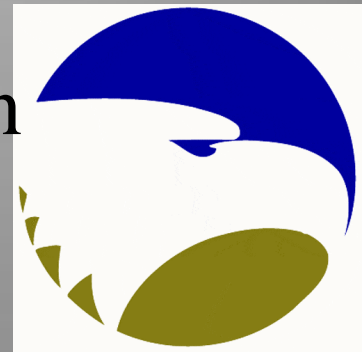
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Methodology

- City of Metter Citizen Satisfaction Survey (Fall 2013)
 - forty-four questions, six categories
- Statesboro survey added sections and questions about:
 - code compliance
 - future housing preferences
 - contact preferences
- Likert Scale to rank satisfaction



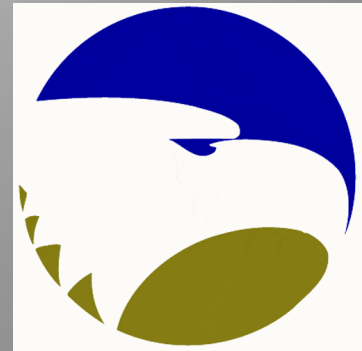
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Methodology

- Formatted as an online survey
 - survey respondents included
 - full time residents
 - students
 - those who work in Statesboro
- Best way to reach the citizens – use convenience sampling
 - printed and added to the citizens' city water bills
 - fewer than expected results
- Other methods were attempted
 - Downtown Statesboro Farmer's Market
 - Local church (after Sunday service)
 - Recruiting both the Statesboro Herald and George-Anne
- Goal of 377 completed surveys was met
- Kept the survey open until the end of November



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Community Profile/Background

- Located approximately 12.5 miles from Interstate I-16, and approximately fifty-five miles from Savannah
- Statesboro was chartered in 1803 with a population of less than 25 people, according to the City of Statesboro website. Today, Statesboro encompasses an area of roughly thirteen square miles and has a council-manage form of government.
- Statesboro is home to Georgia Southern University, is the largest employer of city residents, employing approximately 24% of the population. Other major employers in the area include: Briggs & Stratton, Wal-Mart Associates, Inc., and East Georgia Regional Medical Center (City of Statesboro, 2014).
- According to the 2010 US Census, the demographic profile Bulloch County is as follows: Bulloch County had a total population of 70, 217 people, of which 28,547 live within the city limits of Statesboro. The population is 50.5% female, and 49.5% male. The racial makeup of Bulloch County was predominantly white/Caucasian, comprising 67.4%, with African-Americans making up 28.9% of the population and Hispanics having 3.6% of the population.
- The City of Statesboro has a similar demographic breakdown with regards to gender: 50.7% of the population being female, and 49.3% male. The racial demographic breakdown is slightly different, however. Caucasian/whites are still the largest group, but comprise only 54.4%. African Americans make up the next largest section with 40.1% of the population. Hispanics are the third largest, with 3.0% of the population – closest to the county in proportion.

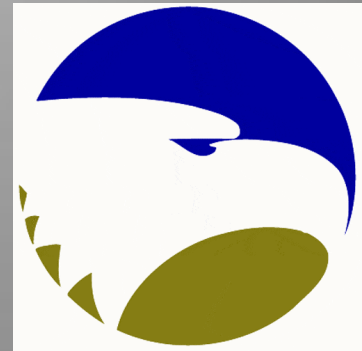


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Respondents by Race

Ethnicity	Responses	Percentage
African American	94	10.30%
Caucasian	744	81.80%
Hispanic	11	1.20%
Bi- or Multi-Racial	8	0.90%
Other	21	2.30%
Prefer not to say	33	3.60%



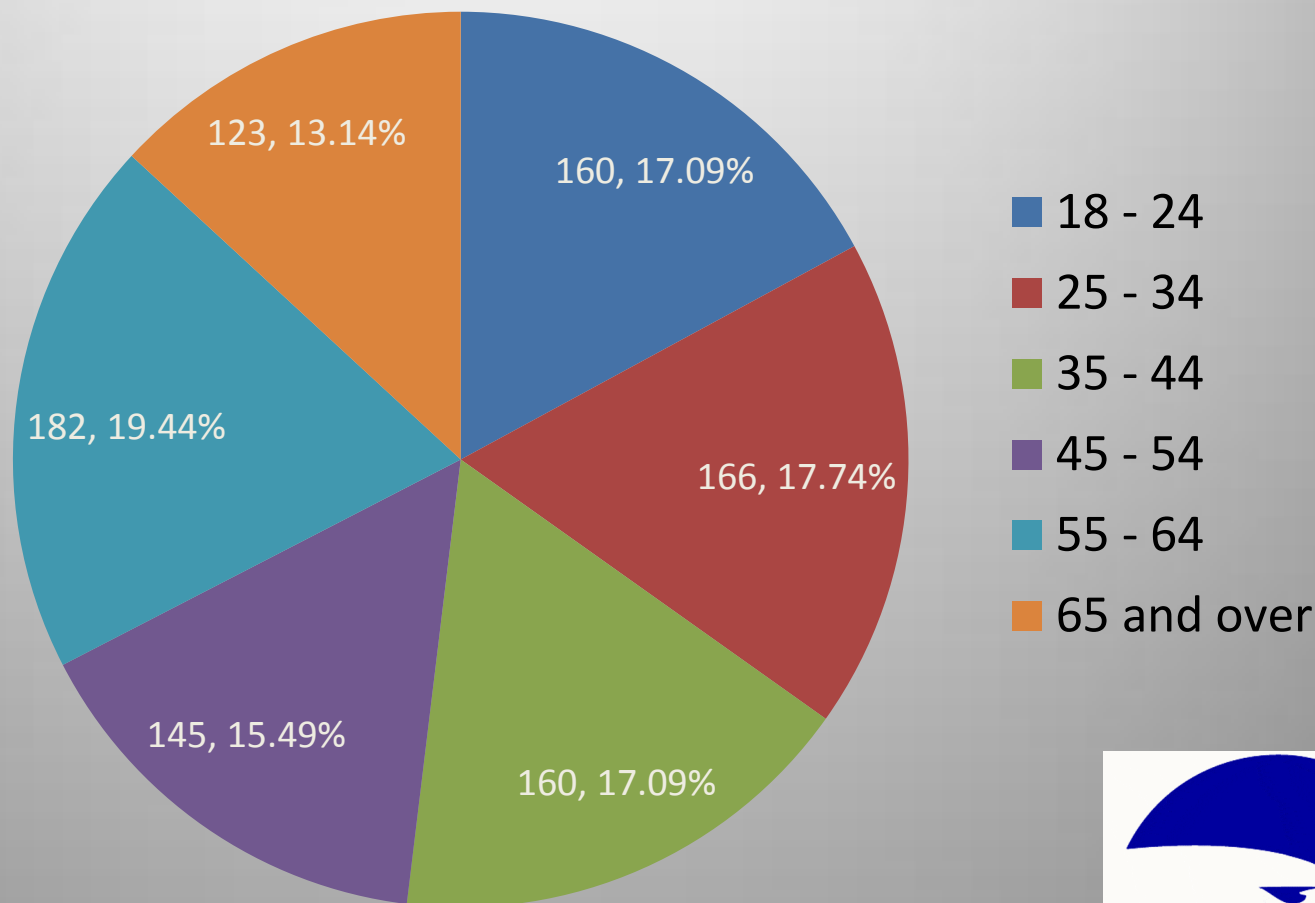
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Respondents by Age



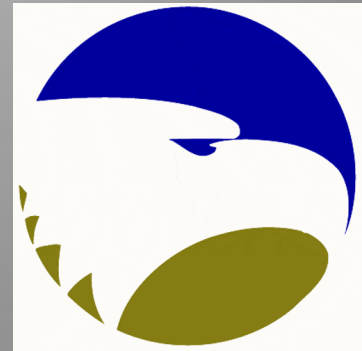
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Weighting

- Some respondents underrepresented
 - African Americans
 - Students
- Numbers were weighted to be consistent with city population
- Not significant overall
 - Specific data transformed



☐ YES

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Downtown Appearance

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Don't Know No Opinion	Mean	Students	African Americans
Curbside Waste Collection	12	20	81	101	198	115	4.10	3.88	3.73
Bulk Waste Removal	14	25	88	91	177	129	3.99	3.84	3.69
Recycling Program	28	61	77	100	166	97	3.73	3.45	3.74



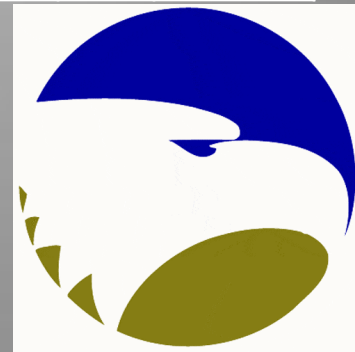
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City Government

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Don't Know No Opinion	Mean	African Americans
Consideration of Citizen Input	47	99	158	135	64	62	3.14	2.57
Historic Preservation	10	42	118	205	155	35	3.85	3.64
Maintenance of Parks and Open Spaces	7	45	72	192	228	19	4.08	3.96
Keeping Citizens Informed	39	119	117	160	98	30	3.30	2.98
Availability of Parking Downtown	73	134	81	166	97	13	3.15	2.92
Availability of Walkways	33	71	65	204	162	16	3.73	3.40
Appearance of Street Signs	14	44	102	197	190	17	3.91	3.90

Citizen Satisfaction



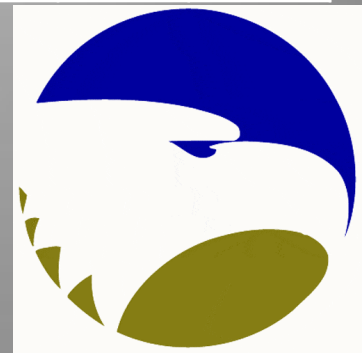
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Waste Services

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Don't Know No Opinion	Mean	Students	African Americans
Curbside Waste Collection	12	20	81	101	198	115	4.10	3.88	3.73
Bulk Waste Removal	14	25	88	91	177	129	3.99	3.84	3.69
Recycling Program	28	61	77	100	166	97	3.73	3.45	3.74



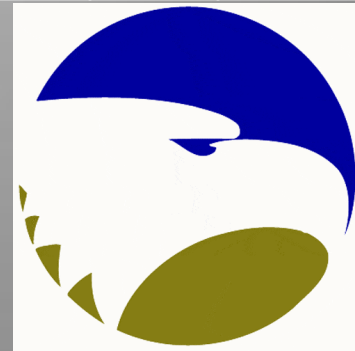
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Police Services

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	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Don't Know No Opinion	Mean	Students	African Americans
Traffic Enforcement	29	58	97	157	153	33	3.70	3.54	3.44
Crime Prevention	39	82	83	163	123	38	3.51	3.22	2.84
Incident Response Time	21	36	107	109	137	117	3.74	3.44	3.27
Professionalism	32	66	79	125	179	47	3.73	3.47	3.18
Overall	24	47	117	154	149	34	3.73	3.45	3.06



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Other Community Services

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Don't Know No Opinion	Mean	Students	African Americans
Fire Services	8	8	92	87	213	119	4.20	3.90	4.00
Animal Control	41	60	93	101	124	106	3.49	3.45	3.37
Providing clean drinking water	21	39	64	131	231	44	4.05	3.82	3.40
Wastewater Utility Services	10	26	89	114	187	100	4.04	3.74	3.83
Managing Storm Water	32	70	106	114	112	93	3.47	3.41	3.02
Municipal Court	15	19	138	87	114	154	3.71	3.53	3.41
Overall	8	19	124	167	145	53	3.91	3.77	3.60

Citizen Satisfaction



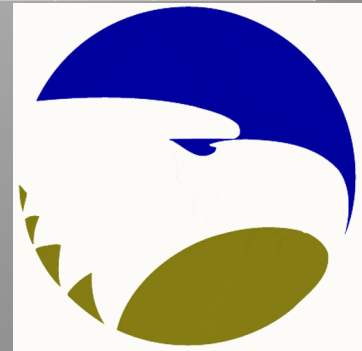
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City Staff

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Don't Know No Opinion	Mean	African Americans
Professionalism	12	50	85	131	146	88	3.82	3.63
Friendliness	13	42	79	134	160	84	3.90	3.70
Knowledge	15	42	92	139	136	89	3.80	3.70
Value Received for Taxes Paid	23	71	96	117	101	106	3.50	3.25
Timeliness	14	50	96	129	124	99	3.72	3.61
Overall	11	43	110	132	126	82	3.76	3.56



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Neighborhood Quality

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	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Don't Know or No Opinion	Mean	African Americans
Neighborhood Cleanliness	24	69	54	175	132	45	3.71	3.69
Neighborhood Police Patrol	31	76	81	137	102	74	3.48	3.32
Neighborhood Street Conditions	31	89	77	152	103	47	3.46	3.34
Neighborhood Safety	22	73	81	146	128	50	3.63	3.40
Equity of Services compared to Other Neighborhoods	33	53	111	124	99	80	3.48	2.89
Overall	18	49	109	161	114	47	3.67	3.44



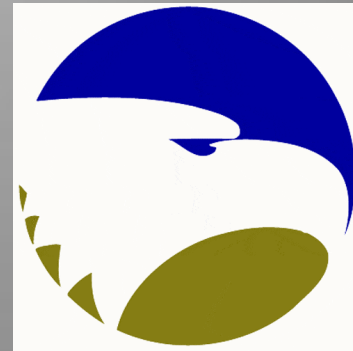
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Building Permit Process

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Don't Know No Opinion	Mean	African Americans
Professionalism	13	15	85	39	48	278	3.47	3.18
Friendliness	11	13	80	42	53	277	3.57	3.41
Timeliness	13	24	84	41	38	275	3.34	3.26
Knowledge	12	16	82	41	47	278	3.48	3.32
Overall Quality	9	19	82	43	46	277	3.49	3.29

Citizen Satisfaction



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☐ NO

Building Inspection Process

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Don't Know No Opinion	Mean	African Americans
Professionalism	8	11	87	30	52	290	3.57	3.30
Friendliness	8	8	88	33	51	290	3.59	3.33
Timeliness	9	18	85	35	43	287	3.45	3.26
Knowledge	6	17	82	38	47	286	3.54	3.33
Overall Quality	6	15	87	38	45	286	3.53	3.37

Citizen Satisfaction

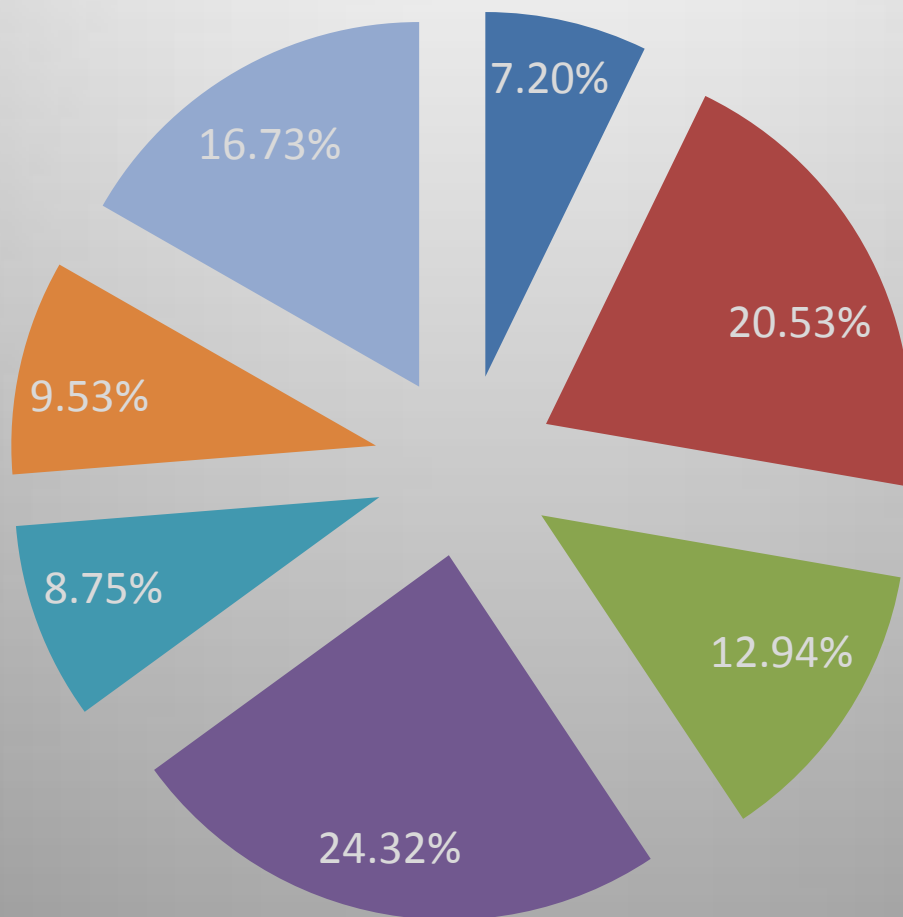


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Housing



- Apartments
- Townhouses
- Brownstones
- Single family homes/houses
- Row Houses
- Duplexes



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Prioritization

	1	2	3	4	5	6	Total Responses
Economic Development	32.10%	13.09%	9.38%	12.84%	15.31%	17.28%	405
Recycling	13.17%	12.20%	14.88%	18.05%	21.95%	19.76%	410
Housing in Downtown	12.32%	12.56%	16.26%	15.27%	15.52%	28.08%	406
Retail Recruitment	15.57%	21.41%	20.44%	17.76%	12.17%	12.65%	411
Downtown Redevelopment and Revitalization	15.00%	21.90%	19.52%	17.14%	15.48%	10.95%	420
Community Events	8.08%	15.70%	18.24%	21.94%	22.40%	13.63%	433

Citizen Satisfaction



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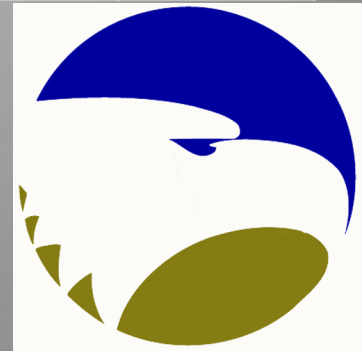
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Receiving Community Notices

	1	2	3	4	5
Telephone (Land based)	23.66%	4.63%	9.16%	11.73%	42.72%
Cell phone (Text message)	19.27%	21.08%	35.37%	14.54%	12.41%
Email	37.07%	26.22%	10.18%	15.56%	15.27%
City of Statesboro website	14.63%	23.14%	22.65%	21.17%	21.96%
Cell phone (Voice message)	5.37%	24.94%	22.65%	36.99%	7.64%
Total	410	389	393	392	419



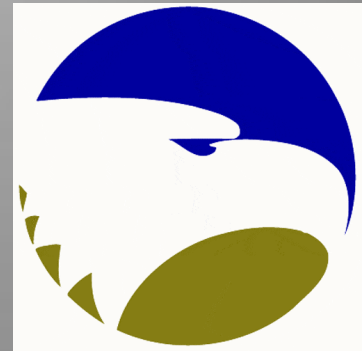
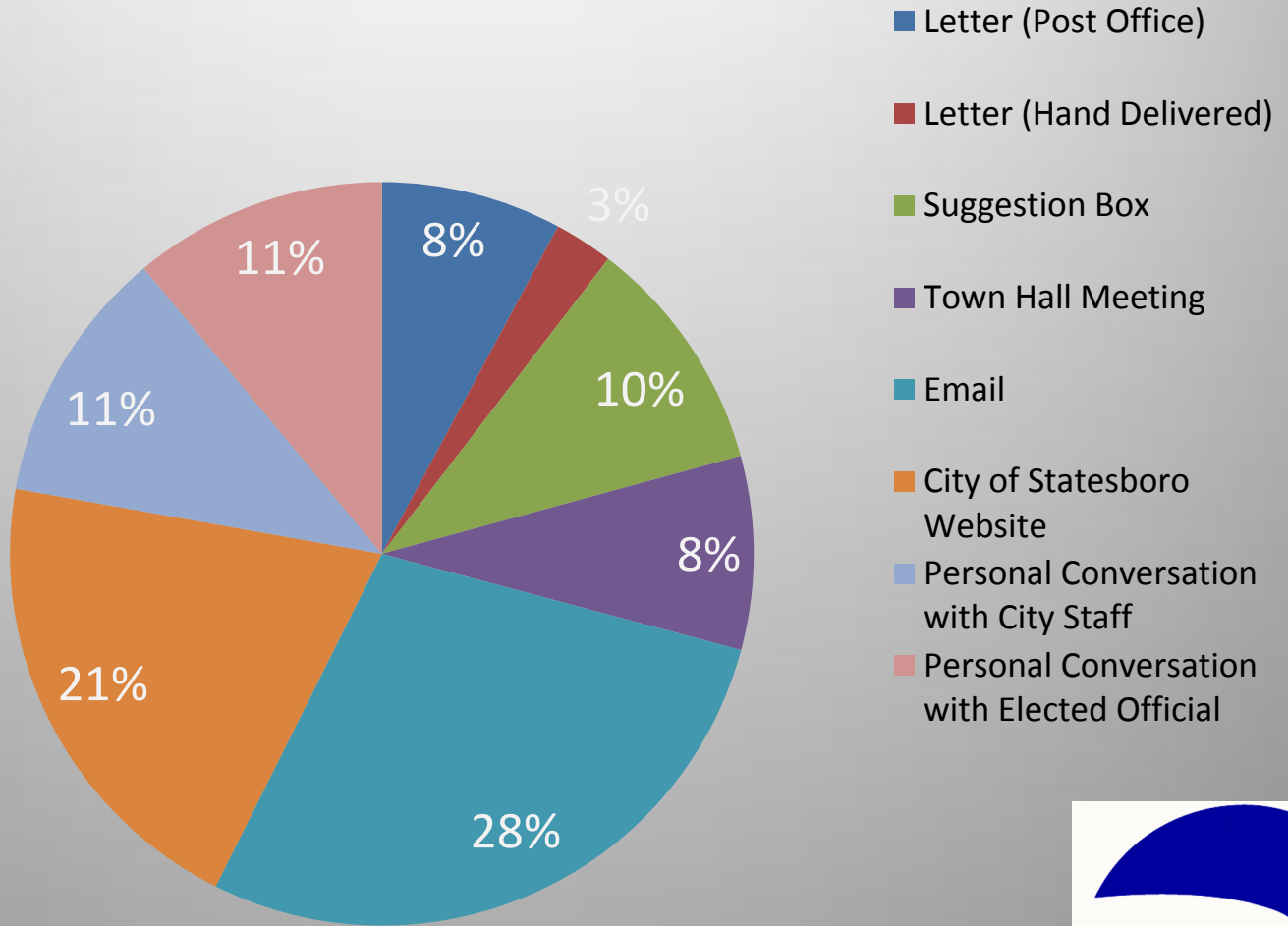
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Leaving Feedback



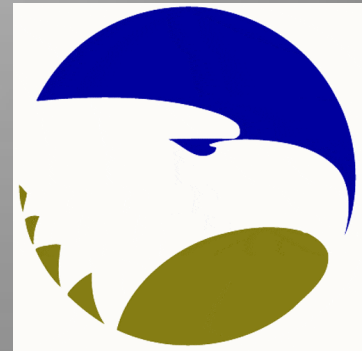
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Conclusion

- Lowest score was Consideration of Citizen Input (3.14/2.57)
 - Actively encourage citizen input
 - Use technology/social media to fullest
 - Give feedback on input



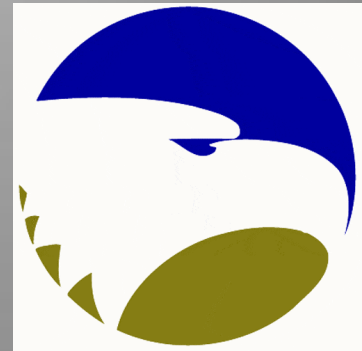
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Conclusion

- Top Priorities:
 - Economic Development
 - Downtown Redevelopment
 - Retail recruitment



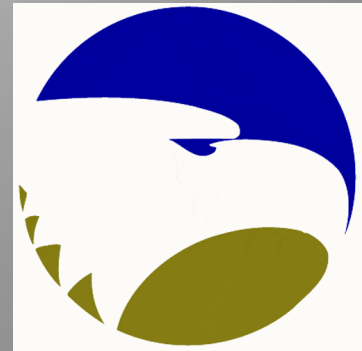
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Conclusion

- Buy blighted properties or encourage owners to clean up
 - If buy, change to greenspaces or parking
 - Better looking area encourages retail recruitment



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Conclusion

- We're all one community, made of many voices.
- Growth benefits everyone.

