

2023

**City of Tempe
Community and Business
Survey Findings**

Work Study Session – November 2, 2023

Presented by:
Chris Tatham, CEO
ETC Institute



Tempe

Making waves in the desert

3 Things to Remember

- Tempe continues to set the standard for the delivery of City services
- The City is moving in the right direction
- Top 3 priorities for the community
 - Addressing issues related to individuals experiencing homelessness
 - Caring for the condition of streets, sidewalks and infrastructure
 - Ensuring the community is safe

Resident Survey Highlights



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Purpose/Methodology



Purpose and Description

Objectively gather input from residents

Similar to previous Surveys.

The last survey conducted in 2022

Method of Administration

Administered by **mail, phone and online**

ETC Institute encouraged **participation** with texts, postcards, emails and social media ads

Sample

The sample designed to ensure the results would be **statistically valid** for each of the city's **eight character areas**

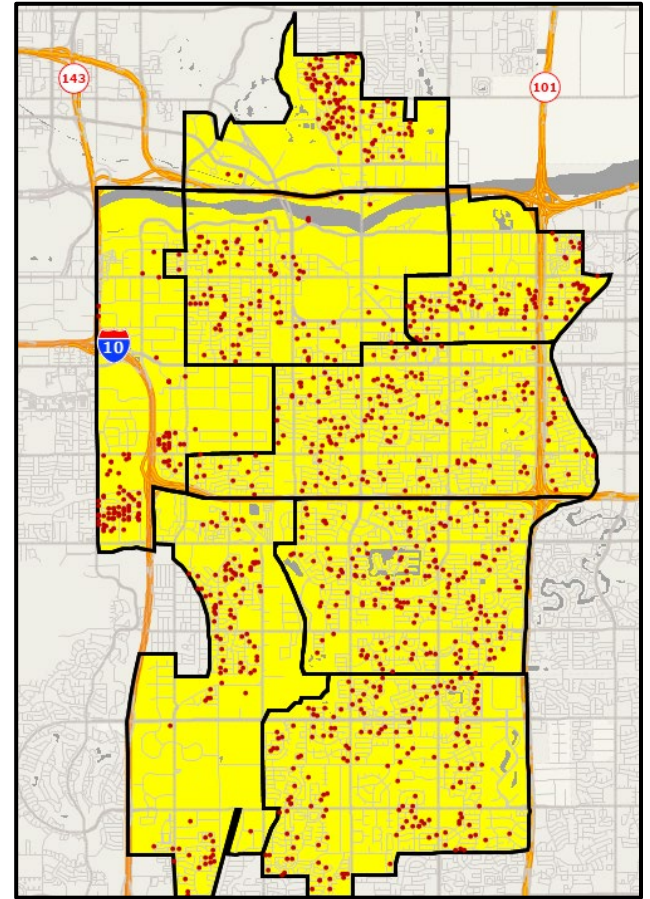
Margin of Error

1,032 completed surveys were collected

+/- 3.0% at the **95% level of confidence**

Sample Represents the Community

Good representation
by location and
demographic
attributes



Resident Survey Findings



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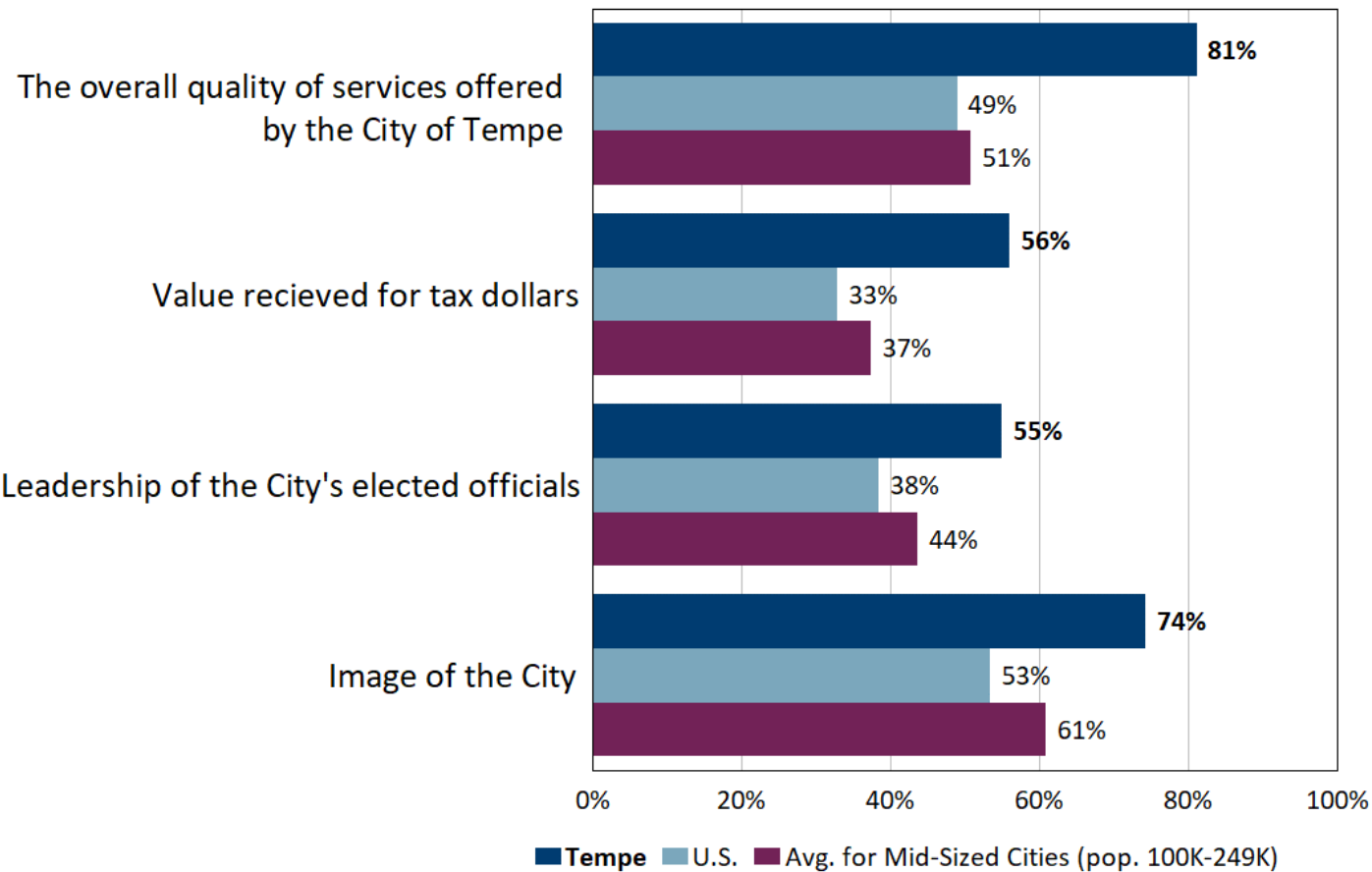


Tempe continues to set the standard for the delivery of City services in most areas.

- Based on comparisons to ETC Institute's national benchmarking database
- A national survey of more than 8,000 U.S. residents conducted each year
- Includes comparisons to the U.S. average and the average for cities based on size and location

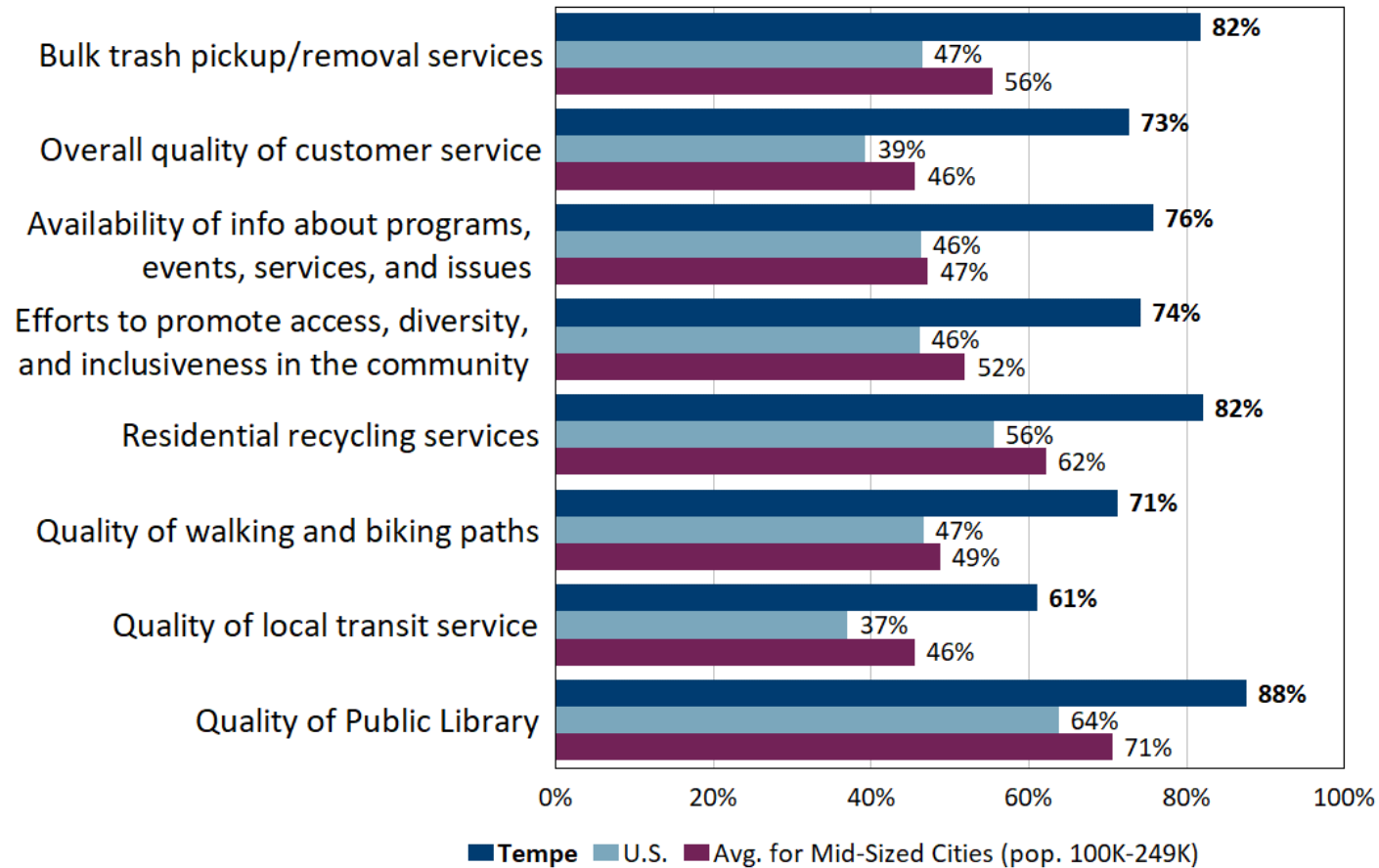
Tempe Sets the Standard Compared to Other Communities in All Four of ETC Institute's Strategic Indicators

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "Don't Know" responses)



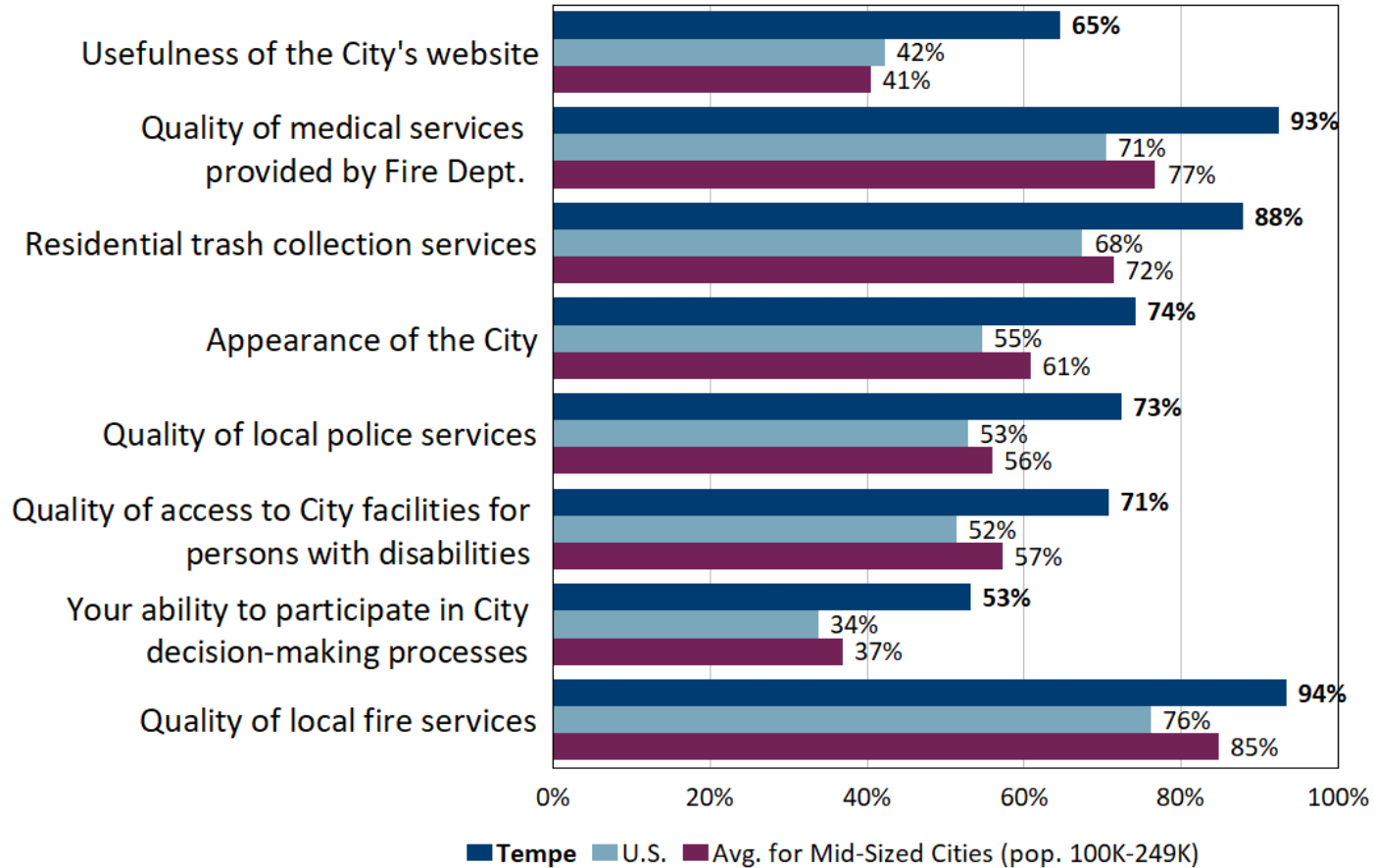
Tempe is Setting the Standard for Service Delivery in Many Areas

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "Don't Know" responses)



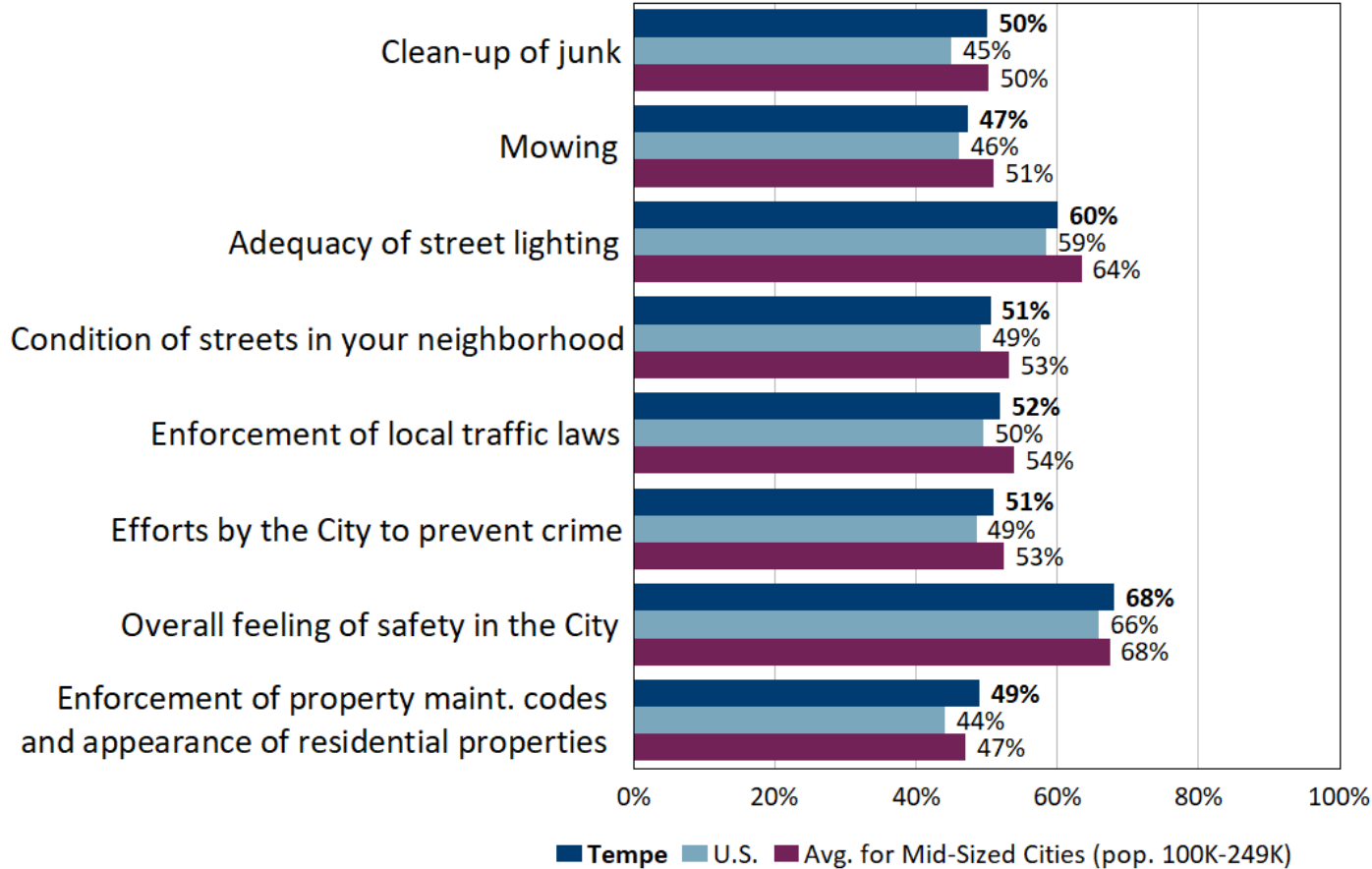
Tempe is Setting the Standard for Service Delivery in Many Areas

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "Don't Know" responses)



Areas Where Tempe Rated Slightly Better or Worse Than Other Communities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "Don't Know" responses)





This City of Tempe is moving in the right direction.

- Satisfaction with most City services has improved since 2022
- **Of the 117 areas assessed in both 2022 and 2023:**
 - 89 areas increased
 - 1 item stayed the same
 - 27 items decreased
 - No changes were greater than 12% points

Largest Increases Since 2022

1. Access to Community Health/Human/Social services (+12%)
2. Quality of City swimming pools (+10%)
3. Quality of Tempe History Museum exhibits/programs (+10%)
4. Quality of Before and After School (Kid Zone) programs (+9%)
5. Feeling of safety at night in the Mill Avenue/Downtown Tempe areas (+9%)
6. Usefulness of TempePublicLibrary.org (+8%)
7. Feeling of safety during the day in the Mill Avenue/Downtown Tempe areas (+8%)
8. Tempe's engagement and inclusion of those living with dementia, their care partners and their families (+8%)
9. Quality of arts programs (+8%)
10. Quality of access to City facilities for persons with disabilities (+7%)

Decreases > 4% Since 2022

1. Quality of local transit service (-10%)
2. Leadership of the City's elected officials (-6%)
3. Condition of major City streets and sidewalks (-5%)
4. Overall quality of new commercial development in the City, including architecture and design (-5%)



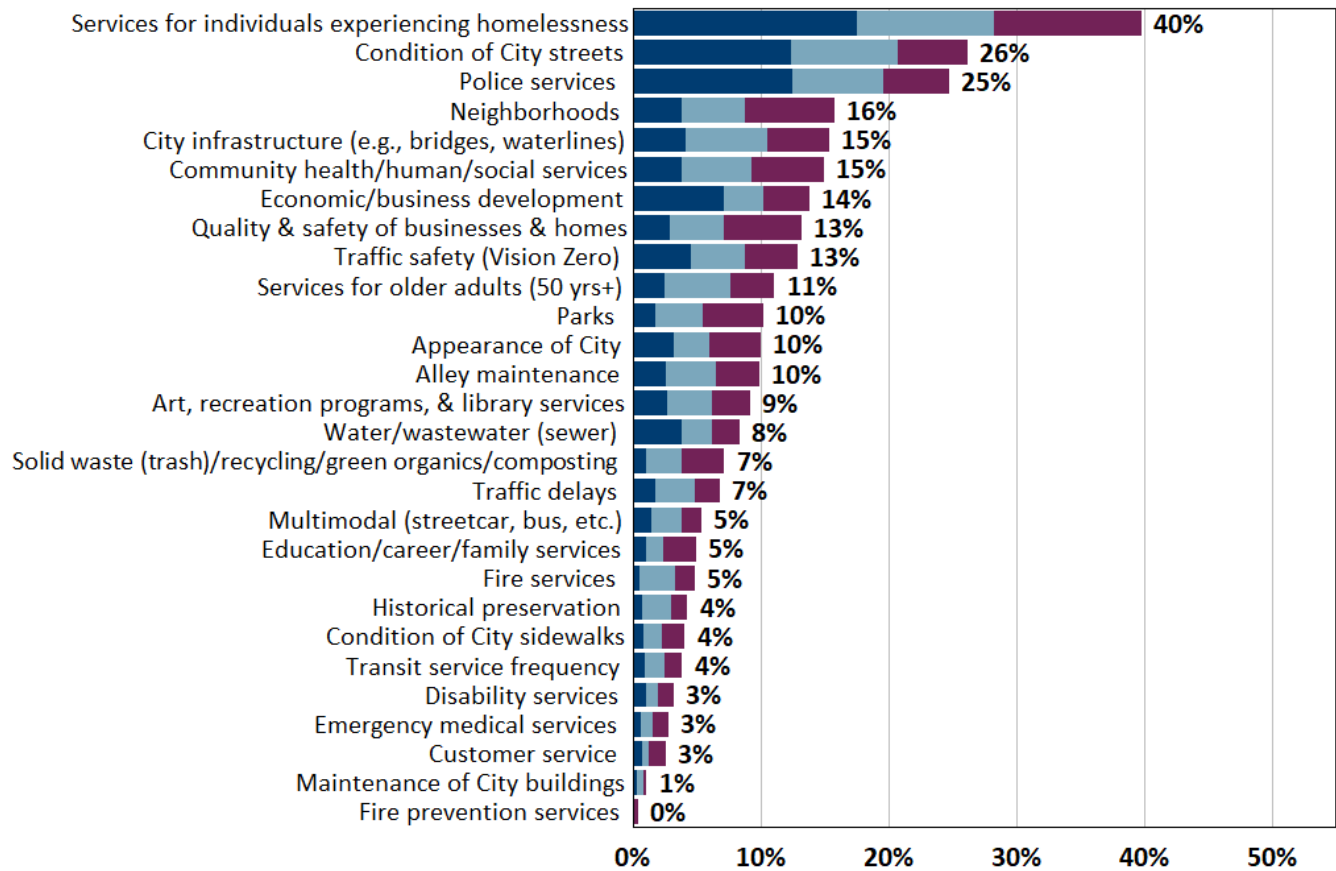


The Top Priorities for Residents Are:

1. Services for Individuals Experiencing Homelessness
2. Condition of Streets, Sidewalks, and Infrastructure
3. Police Services/Safety

Q11. Top THREE Priorities for the City Over the Next Year

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



■ 1st Choice ■ 2nd Choice ■ 3rd Choice

Business Survey Highlights



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Purpose/Methodology



Purpose and Description

Objectively gather input from business leaders. Similar to previous surveys. The last survey conducted in 2021.

Method of Administration

Administered by mail, phone and online

ETC Institute **encouraged participation** with phone calls, postcards, and emails

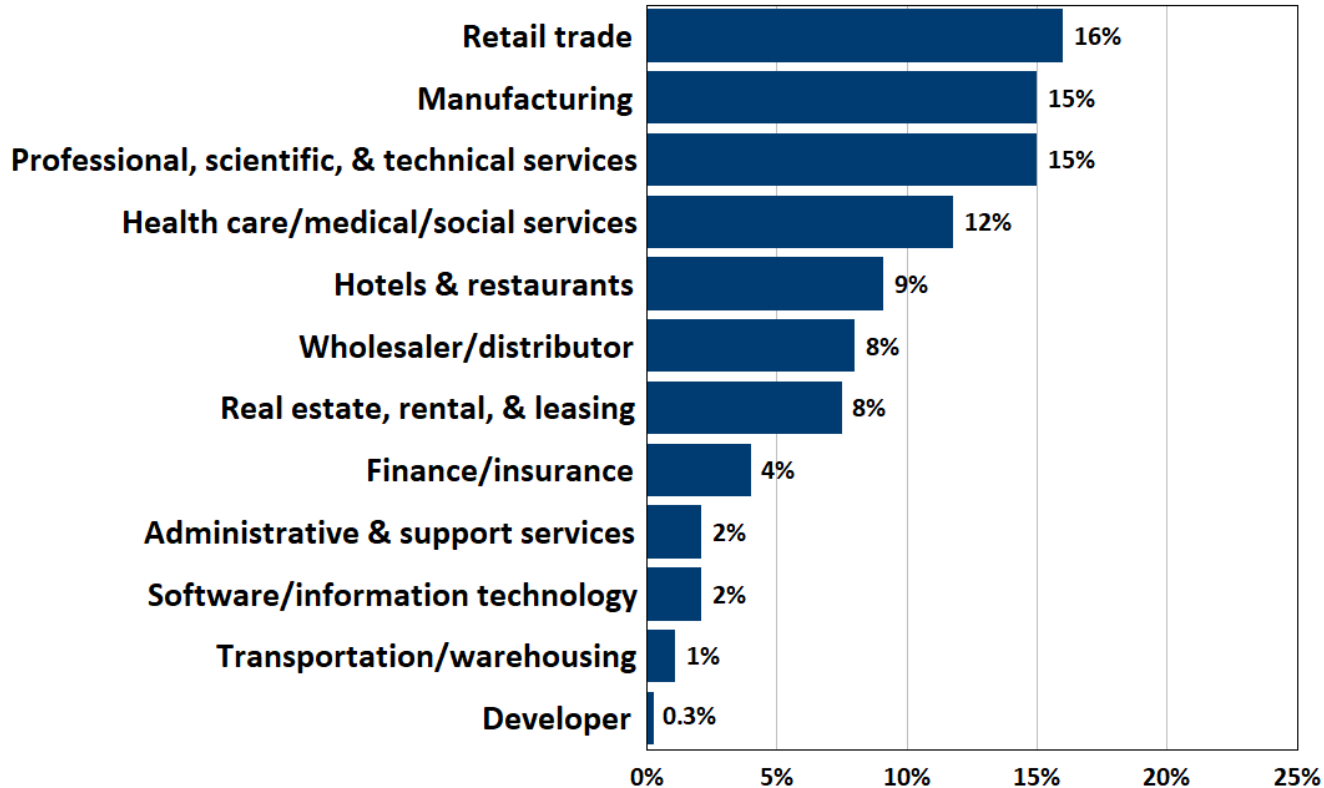
Sample

401 completed surveys were collected from businesses within the City

Margin of Error

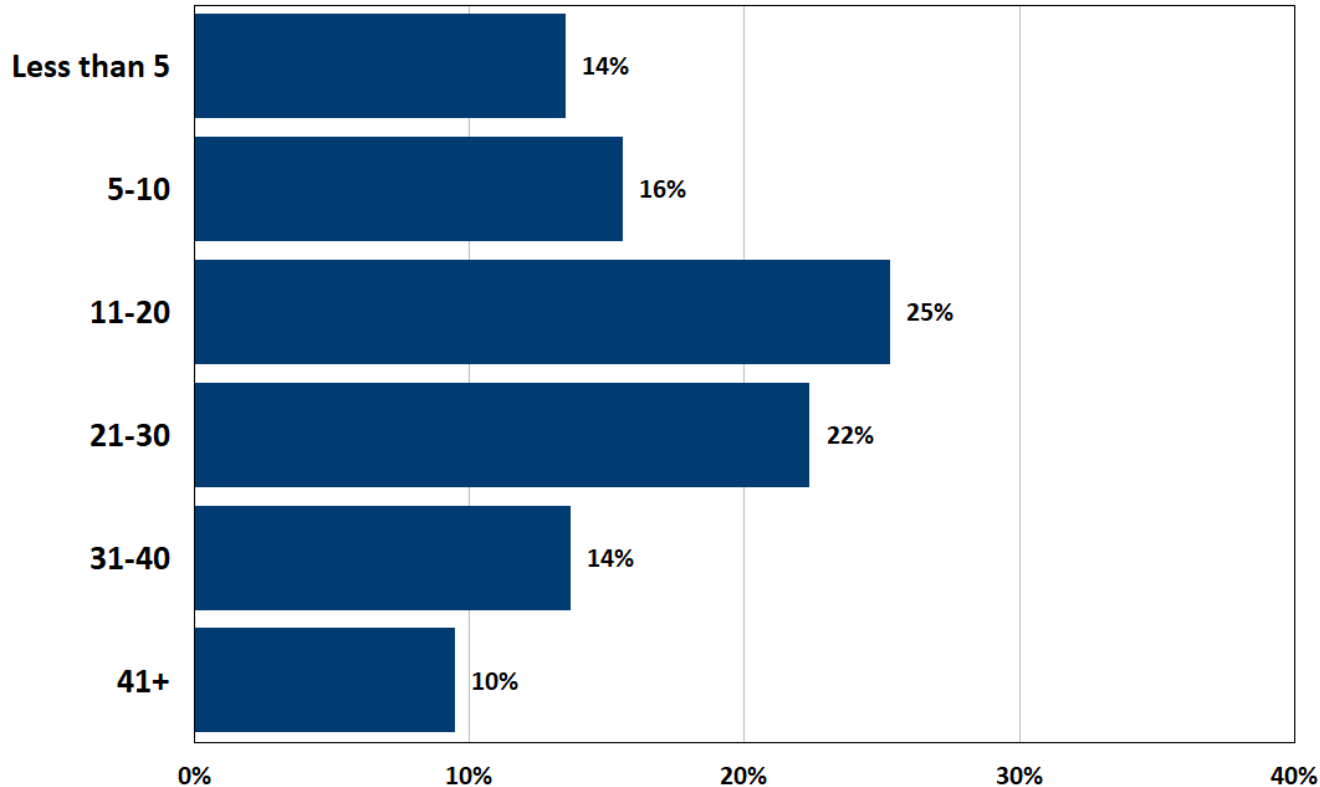
+/- 4.9% at the **95% level of confidence**

Who Responded by Type of Business



A Wide Range
of Business
Types Were
Represented

Who Responded by Years in Tempe



A Good Mix
of New and
Long-Time
Businesses
Participated

Business Survey Findings



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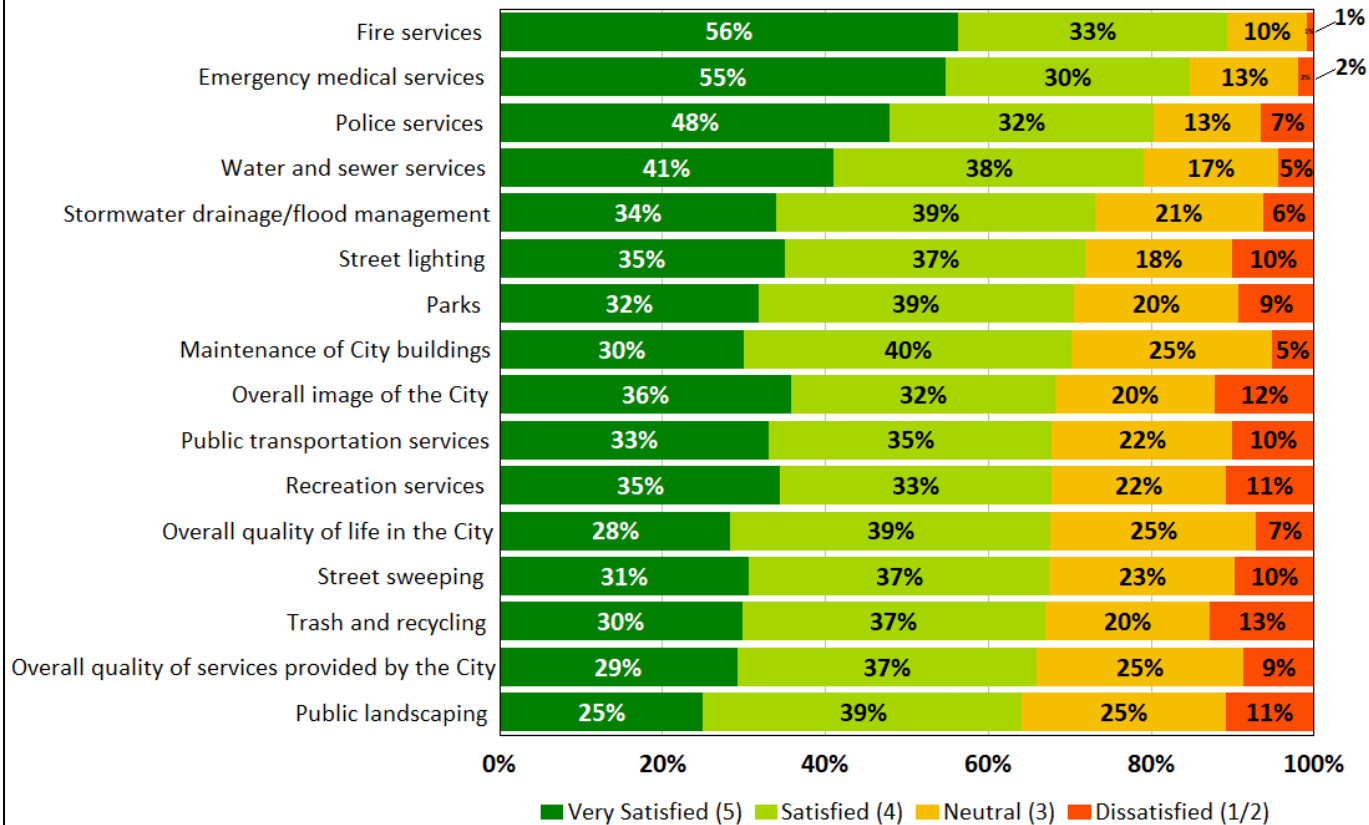


Businesses Have Positive View of the City and the Services the City Provides!

- ✓ **83% Think City is “Business Friendly”**
- ✓ **88% Think the City is a Welcoming Destination for Visitors & Tourists**
- ✓ **77% Think the Business Atmosphere in Tempe is “Good” or “Improving”**

Q1. Overall Satisfaction with Items with Regard to How They Affect Business' Ability to Operate (1/2)

by percentage of respondents (excluding "Don't Know" or "N/A" responses)

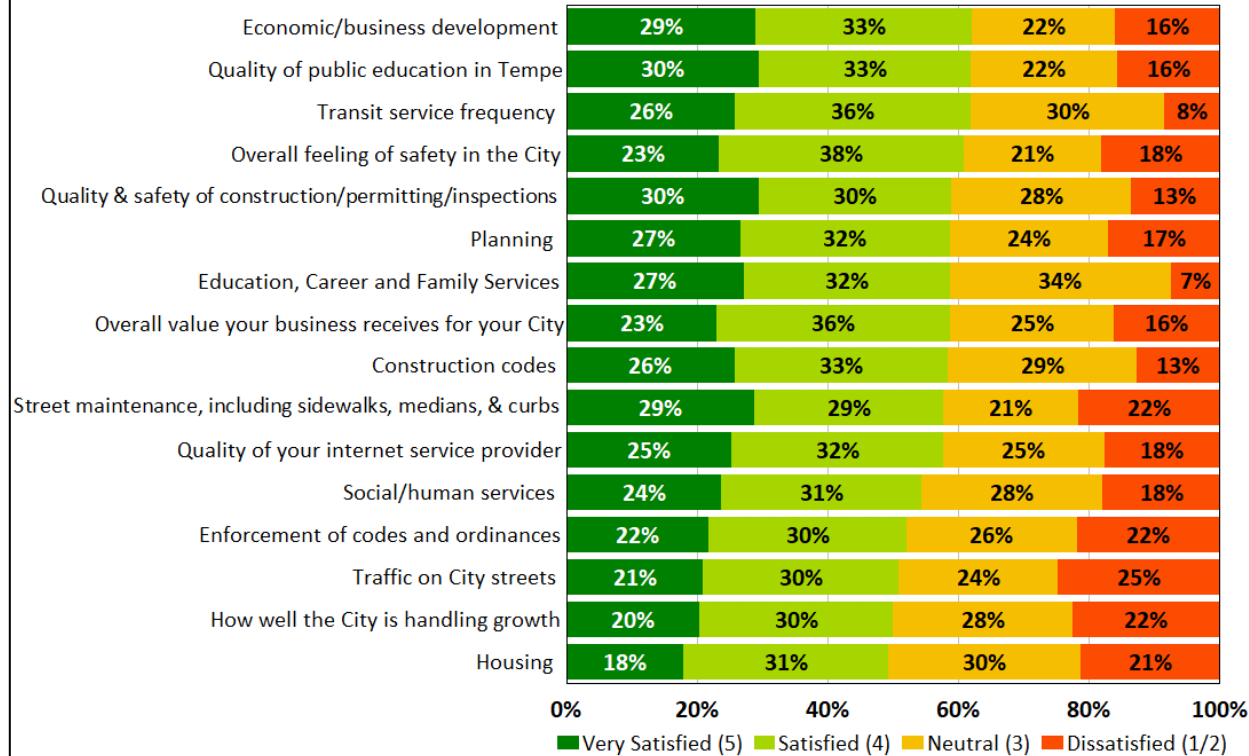


Satisfaction Increased with for a Majority of City Services Rated Since 2021

Satisfaction with City Services is High

Q1. Overall Satisfaction with Items with Regard to How They Affect Business' Ability to Operate (2/2)

by percentage of respondents (excluding "Don't Know" or "N/A" responses)



Satisfaction
Increased with
for a Majority
of City Services
Rated Since
2021

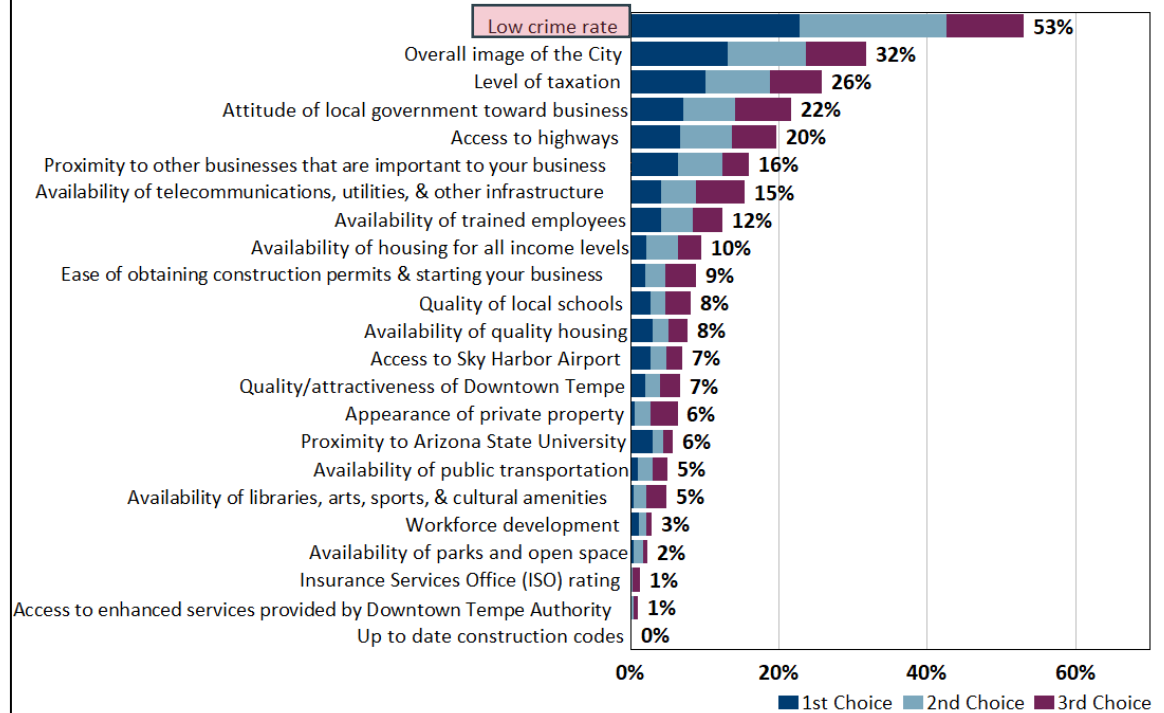
Business Survey Finding #2:



The City's
Low Crime
Rate is the
Top Reason
Businesses
Will Stay in
Tempe

Q5. Which THREE reasons will have the most impact on your decision to stay in Tempe for the next 10 years?

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





The Top Priorities for Businesses are similar to the top priorities for residents

- Supporting economic development
- Ensuring the City is safe
- Maintaining streets, sidewalks, and other infrastructure

Closing



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QUESTIONS?

THANK YOU



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