

# 2022 City of Pelham Citizen Survey Findings Report

Presented to the City of Pelham,  
Alabama  
May 2022

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# Executive Summary

# 2022 City of Pelham Citizen Survey

## Executive Summary



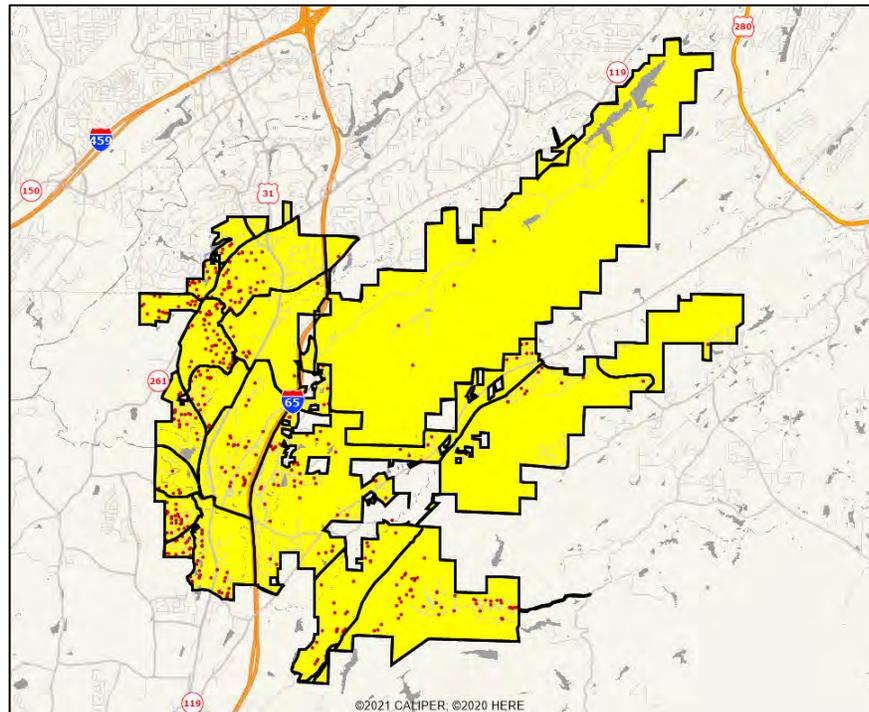
### Purpose

ETC Institute administered a survey to residents of the City of Pelham during the spring of 2022. The purpose of the survey was to gather resident opinion and feedback in order to evaluate and improve programs and determine the needs of residents. This is the first citizen survey ETC Institute has administered for the City of Pelham.

### Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in Pelham. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails and text messages to the households that received the survey to encourage participation. The emails and texts contained a link to the online version of the survey to make it easier for residents to complete the survey.

To prevent people who were not residents of Pelham from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted. The goal was to obtain completed surveys from at least 400 residents. This goal was met, with a total of 450 residents completing the survey. The overall results for the sample of 450 households have a precision of at least +/-4.6% at the 95% level of confidence. To understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the survey based on the location of their home.



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The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the City of Pelham with the results from other communities where ETC Institute has conducted a citizen survey. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings
- charts showing the overall results for all questions on the survey
- benchmarking data that show how the results for Pelham compare to other communities
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results
- tables that show the results of the random sample for each question on the survey
- a copy of the survey instrument

### How Citizens Rate Pelham as a Place to Live

Most of the residents surveyed (91%), *who had an opinion*, rated the City of Pelham as an “excellent” or “good” place to live; 6% gave a “neutral” rating, and only 2% rated Pelham as “below average” or “poor.” Eighty-seven percent (87%) of residents surveyed, *who had an opinion*, rated the City as an “excellent” or “good” place to raise children.

### Overall Perceptions of the City

Seventy-nine percent (79%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with quality of life in Pelham, and 78% were satisfied with the quality of City services provided.

### Satisfaction With Major City Services

The major categories City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of public safety services (92%), quality of public library facilities and services (89%), and the quality of City parks and recreation programs/facilities (77%). Residents were least satisfied with the quality of the stormwater runoff/stormwater management system (31%).

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Based on the sum of their top three choices, the City services that residents thought should receive the most emphasis over the next two years were: 1) quality of the stormwater runoff/stormwater management system, 2) flow of traffic and congestion management, and 3) maintenance of City streets and facilities.

### Public Safety

Ninety-six percent (96%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of local fire protection. Other areas in which residents were “very satisfied” or “satisfied” include: how quickly fire department/emergency services personnel respond to emergencies (94%), quality of local police protection (92%), and overall visibility of police (92%).

Based on the sum of their top three choices, the public safety services that residents thought should receive the most emphasis over the next two years were: 1) quality of local police protection, 2) traffic enforcement efforts, and 3) overall visibility of police.

### Perceptions of Safety

Nearly all of the residents surveyed, *who had an opinion*, felt “very safe” or “safe” in their neighborhood during the day. Other areas in which residents felt “very safe” or “safe” include: overall feeling of safety in Pelham (99%) and in commercial and retail areas (97%).

### Enforcement of Codes and Ordinances

Fifty-five percent (55%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the enforcement of sign regulations in Pelham. Other areas in which residents were “very satisfied” or “satisfied” include: enforcement of parking regulations (55%) and enforcement of the maintenance of business property (52%).

### City Maintenance

Seventy-three percent (73%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the maintenance of City owned buildings. Other areas in which residents were “very satisfied” or “satisfied” include: mowing and trimming along streets and other public areas (70%), cleanliness of City streets and other public areas (68%), and maintenance of street signs (67%).

Based on the sum of their top three choices, the City maintenance services that residents thought should receive the most emphasis over the next two years were: 1) maintenance of major City streets, 2) adequacy of City street lighting, and 3) cleanliness of City streets and other public areas.

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### Parks and Recreation

Seventy-three percent (73%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the maintenance of City parks. Other areas in which residents were “very satisfied” or “satisfied” include: community recreational centers (72%), number of City parks (71%), outdoor athletic fields (67%), and ease of registering for programs (64%).

Based on the sum of their top three choices, the parks and recreation services that residents thought should receive the most emphasis over the next two years were: 1) number of walking and biking trails, 2) maintenance of City parks, and 3) number of City parks.

### Library Services

Eighty-three percent (83%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the availability of library materials. Other areas in which residents were “very satisfied” or “satisfied” include: quality of customer service (80%), programs and services for children, ages 0-12 (68%), and meeting room rental opportunities (65%).

### City Communication and Engagement

Seventy percent (70%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of *The Pelham Pathway* quarterly magazine. Other areas in which residents were “very satisfied” or “satisfied” include: access to emergency information (66%), quality of the monthly e-newsletter (60%), and usefulness of City social media (57%).

### Customer Service from City Employees

Forty-one percent (41%) of the residents surveyed, *who had an opinion*, indicated they have contacted the City with a question, problem, or complaint during the past year. Of the 41% who contacted the City, 87% *who had an opinion* indicated the employees they contacted were “always” or “usually” courteous and polite.

### Satisfaction With Perceptions of the Community

Seventy-one percent (71%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with their access to parks and green space in Pelham. Other areas in which residents were “very satisfied” or “satisfied” include: quality of new development in the City (51%), and the variety of businesses in Pelham (39%).

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### Trash Services

Eighty-nine percent (89%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with residential trash collection services provided by AmWaste, and 74% were satisfied with the new “mixed stream” recycling services.

### How the City of Pelham Compares to Other Communities Regionally

Satisfaction ratings for the City of Pelham **rated above the Southeast regional average in 56 of the 59 areas** that were assessed. The Southeast Region includes the states of Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, South Carolina, and Tennessee. The City of Pelham rated significantly higher than the Southeast regional average (difference of 5% or more) in 54 of these areas. The table below shows the areas where the City rated at least 20% above the Southeast regional average:

Service	Pelham	Southeast Region	Difference	Category
As a place to live	91.4%	43.3%	48.1%	Overall Ratings of the City
Overall visibility of police	91.6%	48.2%	43.4%	Public Safety
Quality of local police protection	91.9%	51.2%	40.7%	Public Safety
How quickly police respond to emergencies	89.4%	49.7%	39.7%	Public Safety
Feeling of safety in the City's parks	95.7%	57.9%	37.8%	Perceptions of Safety
Community recreational centers	72.1%	37.0%	35.1%	Parks and Recreation
Feeling of safety in commercial and retail areas	96.8%	62.1%	34.7%	Perceptions of Safety
Recycling services	74.0%	39.6%	34.4%	Trash and Recycling
Brush and bulk removal services	67.8%	33.7%	34.1%	Trash and Recycling
Feeling of safety in your neighborhood at night	96.4%	62.8%	33.6%	Perceptions of Safety
Residential trash collection services	89.4%	57.6%	31.8%	Trash and Recycling
Overall feeling of safety	98.9%	68.0%	30.9%	Perceptions of Safety
Quality of customer service from City employees	73.7%	43.1%	30.6%	Major Categories of City Services
Quality of City parks & recreation programs/facilities	77.4%	48.8%	28.6%	Major Categories of City Services
Ease of registering for programs	63.5%	36.2%	27.3%	Parks and Recreation
Mowing & trimming along streets/other public areas	69.5%	42.7%	26.8%	City Maintenance
Fees charged for recreational programs	58.2%	31.7%	26.5%	Parks and Recreation
Quality of public safety services	92.2%	66.8%	25.4%	Major Categories of City Services
As a community embracing racial & ethnic equity	65.7%	40.9%	24.8%	Overall Ratings of the City
How quickly fire department/emergency services personnel respond to emergencies	93.9%	69.1%	24.8%	Public Safety
As a place to retire	71.0%	46.5%	24.5%	Overall Ratings of the City
As a place to raise children	87.0%	62.7%	24.3%	Overall Ratings of the City
Traffic enforcement efforts	77.0%	52.7%	24.3%	Public Safety
Effectiveness of City communication with public	65.2%	41.5%	23.7%	Major Categories of City Services
The City's senior programs	54.8%	31.2%	23.6%	Parks and Recreation
Quality of services provided by the City	78.3%	54.7%	23.6%	Perceptions of the City
Value received for City tax dollars and fees	58.5%	36.1%	22.4%	Perceptions of the City
Maintenance of City owned buildings	72.9%	50.7%	22.2%	City Maintenance
Maintenance of major City streets	65.7%	43.8%	21.9%	City Maintenance
The City's youth athletic programs	58.6%	37.3%	21.3%	Parks and Recreation
Quality of public library facilities and services	88.5%	67.5%	21.0%	Major Categories of City Services

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### How the City of Pelham Compares to Other Communities Nationally

Satisfaction ratings for the City of Pelham **rated above the national average in 56 of the 59 areas** that were assessed. The City of Pelham rated significantly higher than the national average (difference of 5% or more) in 48 of these areas. The table below shows the areas where the City rated at least 20% above the national average:

Service	Pelham	U.S.	Difference	Category
As a place to live	91.4%	49.7%	41.7%	Overall Ratings of the City
Feeling of safety in the City's parks	95.7%	56.0%	39.7%	Perceptions of Safety
Quality of local police protection	91.9%	54.6%	37.3%	Public Safety
Overall visibility of police	91.6%	55.4%	36.2%	Public Safety
Community recreational centers	72.1%	37.5%	34.6%	Parks and Recreation
Feeling of safety in your neighborhood at night	96.4%	62.5%	33.9%	Perceptions of Safety
Quality of customer service from City employees	73.7%	40.6%	33.1%	Major Categories of City Services
How quickly police respond to emergencies	89.4%	57.6%	31.8%	Public Safety
Feeling of safety in commercial and retail areas	96.8%	65.5%	31.3%	Perceptions of Safety
Overall feeling of safety	98.9%	68.0%	30.9%	Perceptions of Safety
Quality of services provided by the City	78.3%	50.5%	27.8%	Perceptions of the City
The City's senior programs	54.8%	27.7%	27.1%	Parks and Recreation
Effectiveness of City communication with public	65.2%	38.2%	27.0%	Major Categories of City Services
Quality of City parks & recreation programs/facilities	77.4%	50.6%	26.8%	Major Categories of City Services
Traffic enforcement efforts	77.0%	50.6%	26.4%	Public Safety
Quality of public safety services	92.2%	67.3%	24.9%	Major Categories of City Services
Ease of registering for programs	63.5%	38.6%	24.9%	Parks and Recreation
Value received for City tax dollars and fees	58.5%	33.8%	24.7%	Perceptions of the City
As a place to raise children	87.0%	62.4%	24.6%	Overall Ratings of the City
Fees charged for recreational programs	58.2%	34.2%	24.0%	Parks and Recreation
Quality of public library facilities and services	88.5%	65.6%	22.9%	Major Categories of City Services
How quickly fire department/emergency services personnel respond to emergencies	93.9%	73.1%	20.8%	Public Safety
Residential trash collection services	89.4%	68.6%	20.8%	Trash and Recycling
Brush and bulk removal services	67.8%	47.3%	20.5%	Trash and Recycling

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### Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the services that are recommended as the top priorities in order to raise the City's overall satisfaction rating are listed below:

- Quality of stormwater runoff/management system (IS=0.3245)
- Flow of traffic and congestion management (IS=0.2009)

The table below shows the Importance-Satisfaction rating for all 12 major categories of City services that were rated.

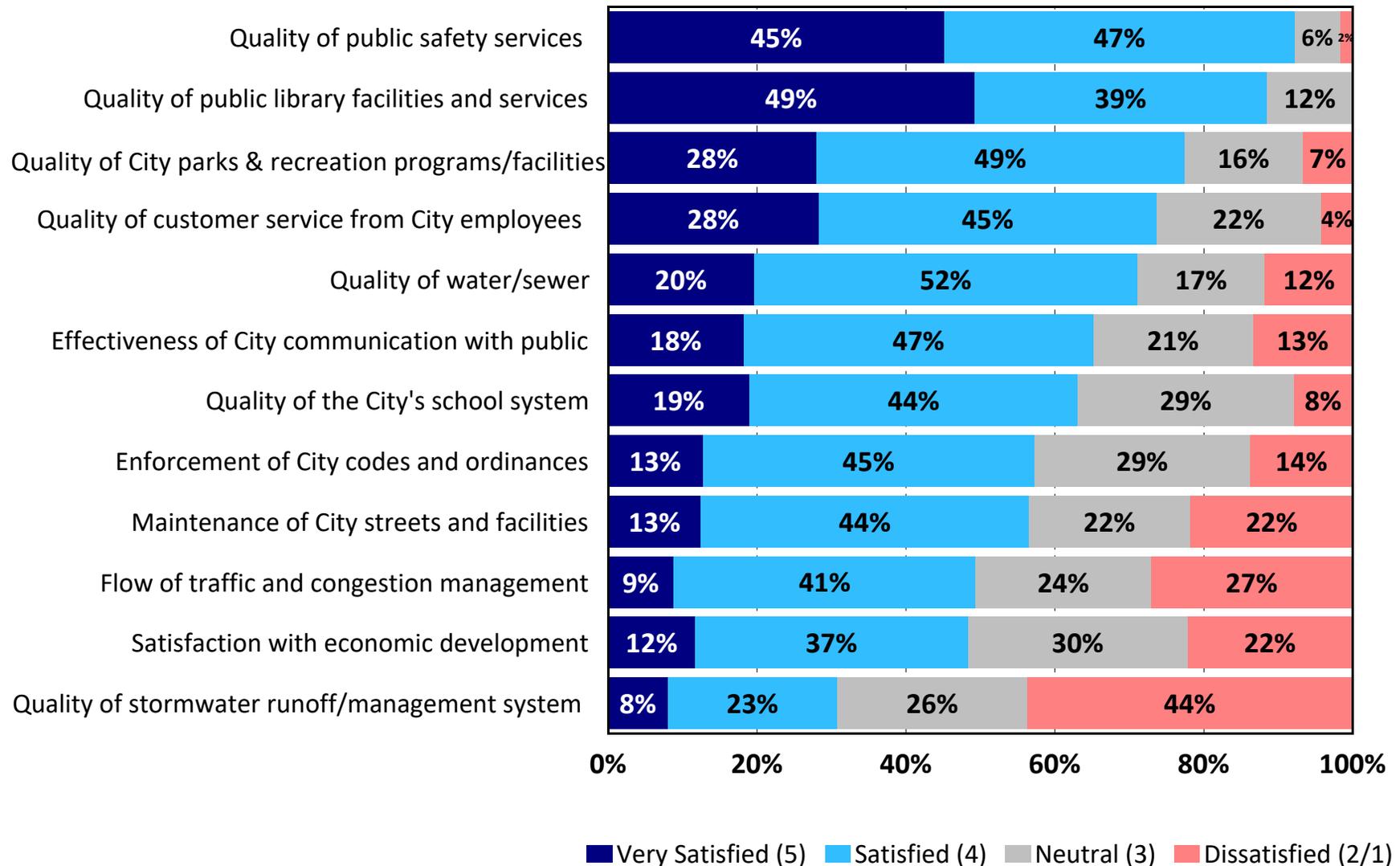
<b>Importance-Satisfaction Rating</b>						
<b>City of Pelham, AL</b>						
<b>Major Categories of City Services</b>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Quality of stormwater runoff/management system	47%	1	31%	12	0.3245	1
Flow of traffic and congestion management	40%	2	49%	10	0.2009	2
<b><i>High Priority (IS .10-.20)</i></b>						
Satisfaction with economic development	33%	5	48%	11	0.1727	3
Maintenance of City streets and facilities	38%	3	57%	9	0.1662	4
Quality of the City's school system	37%	4	63%	7	0.1354	5
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Enforcement of City codes and ordinances	13%	9	57%	8	0.0559	6
Effectiveness of City communication with the public	13%	8	65%	6	0.0459	7
Quality of City parks & recreation programs/facilities	20%	7	77%	3	0.0445	8
Quality of water/sewer	11%	10	71%	5	0.0315	9
Quality of public safety services	21%	6	92%	1	0.0160	10
Quality of customer service from City employees	5%	11	74%	4	0.0124	11
Quality of public library facilities and services	1%	12	89%	2	0.0015	12



# Charts and Graphs

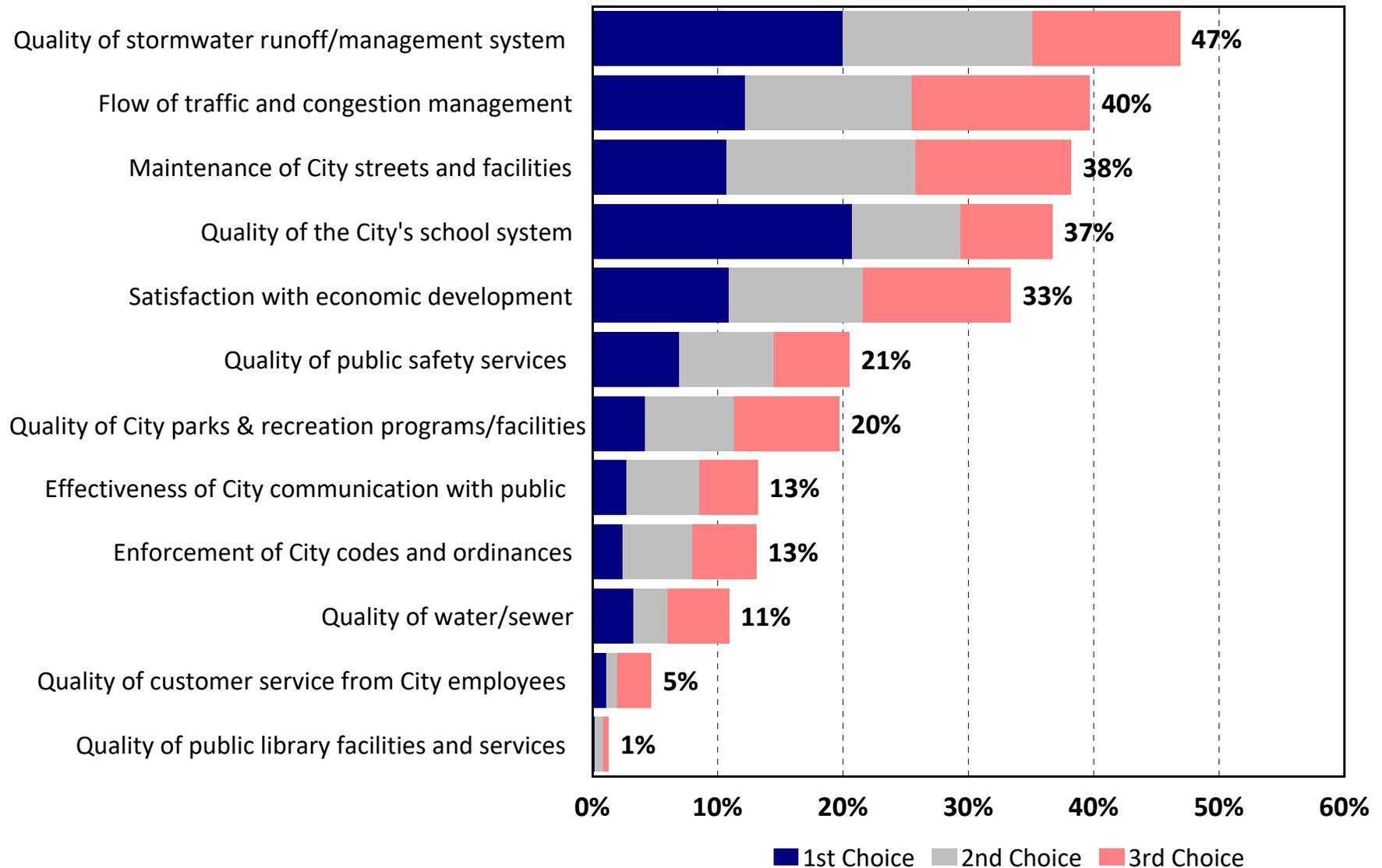
# Q1. Overall Satisfaction With Major Categories of City Services

by percentage of respondents (excluding “don't know”)



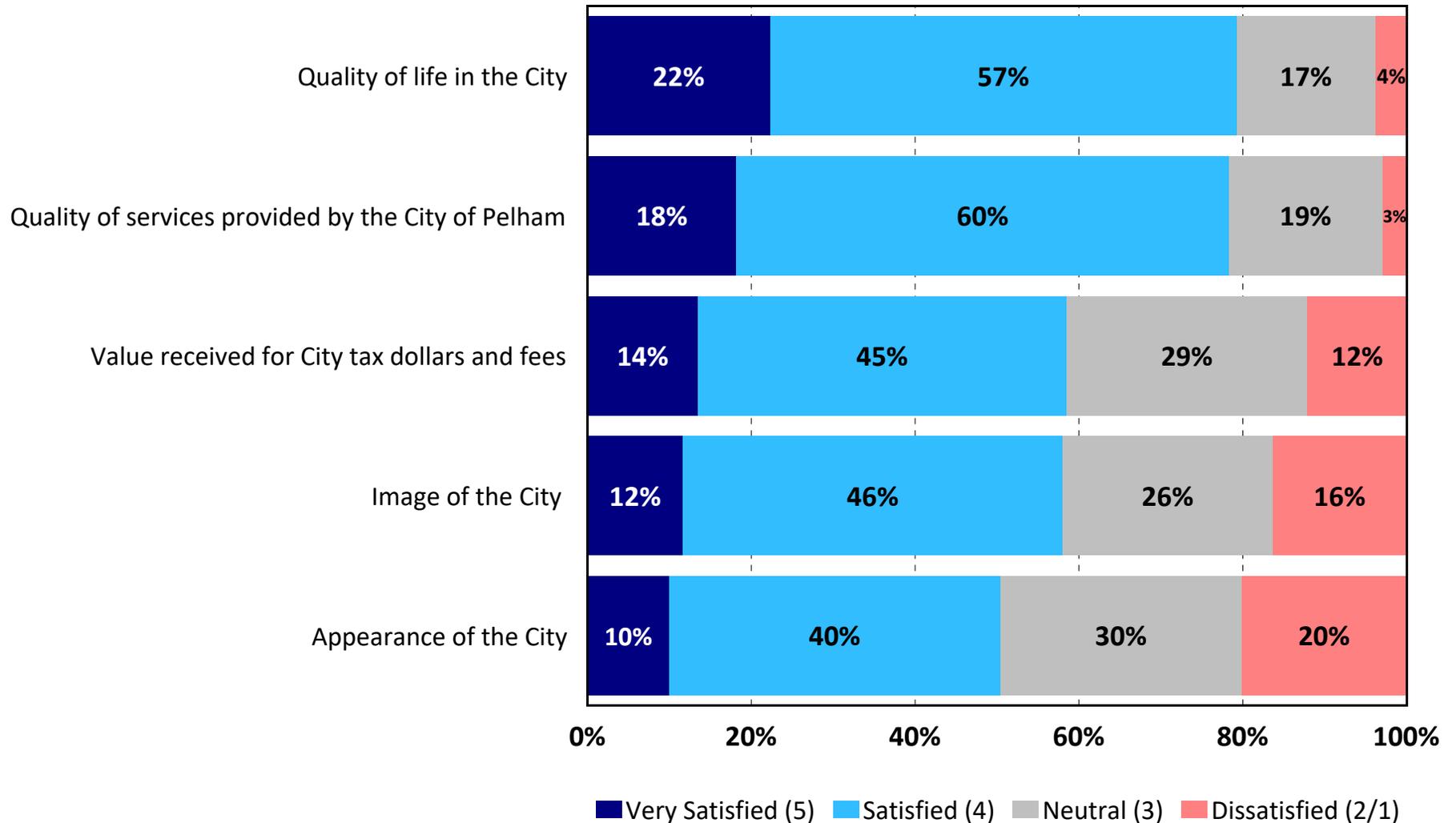
# Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

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



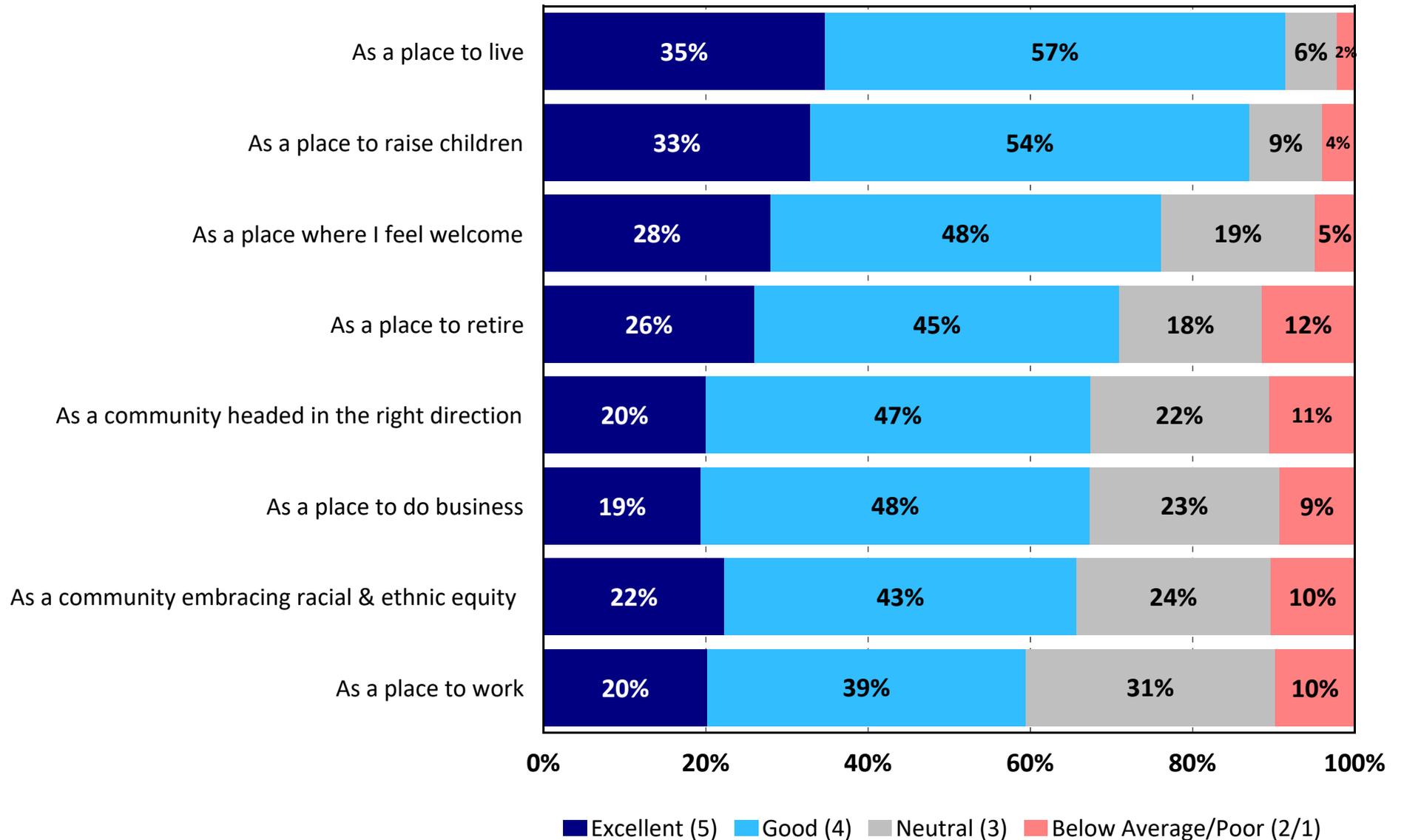
# Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding “don't know”)



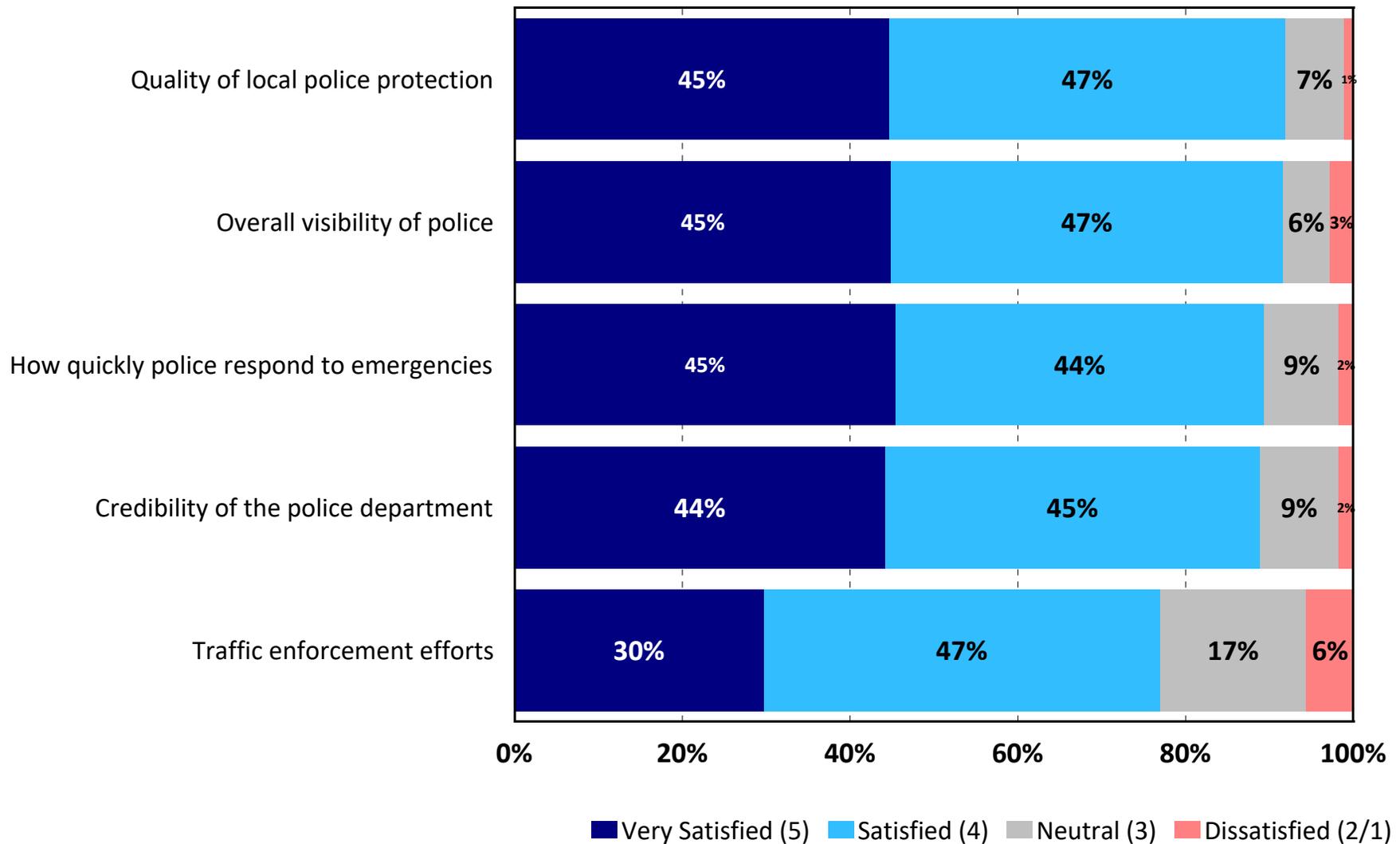
# Q4. Overall Ratings of the City

by percentage of respondents (excluding “don't know”)



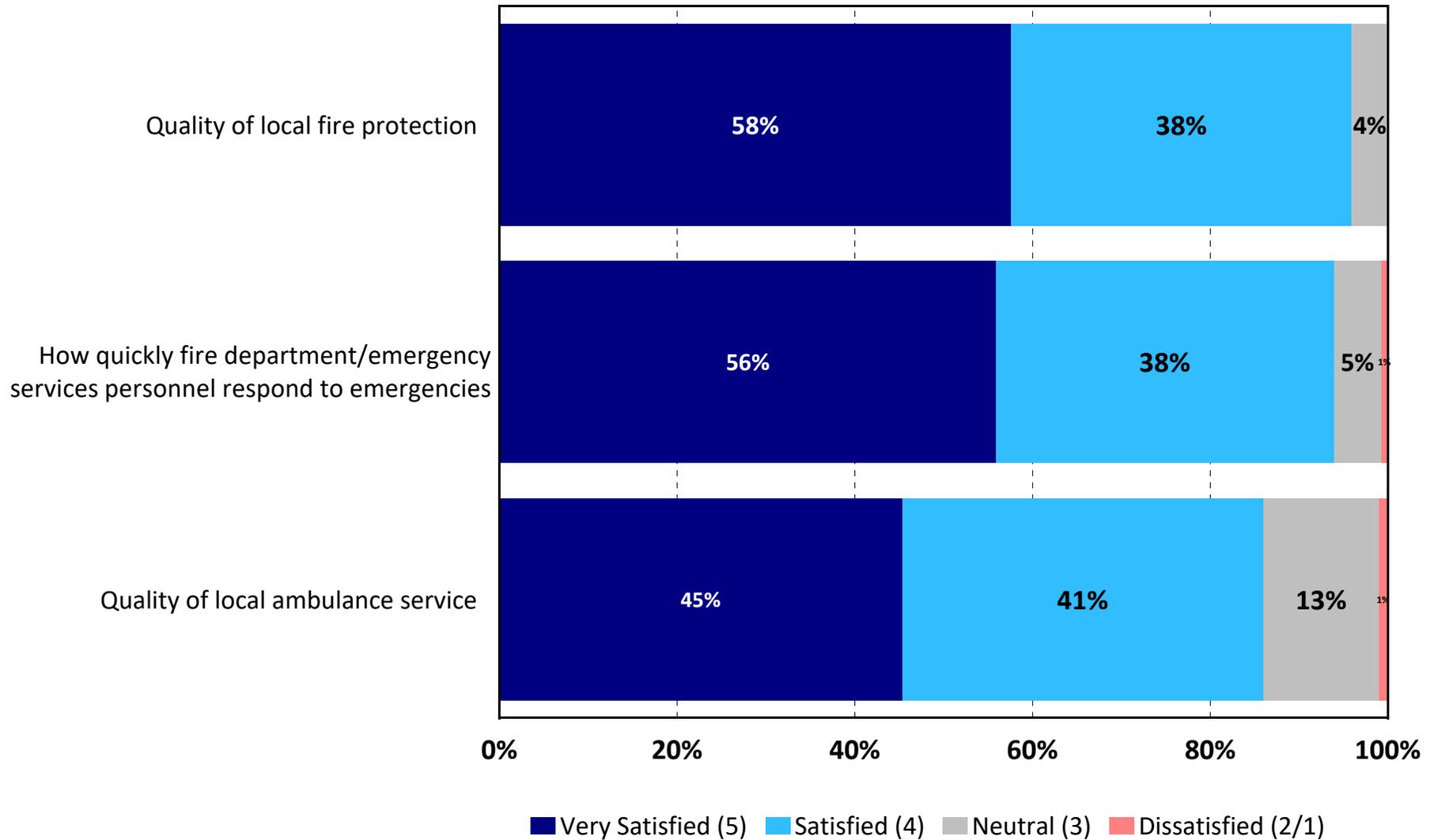
# Q5[1-5]. Satisfaction with the Pelham Police Department

by percentage of respondents (excluding "don't know")



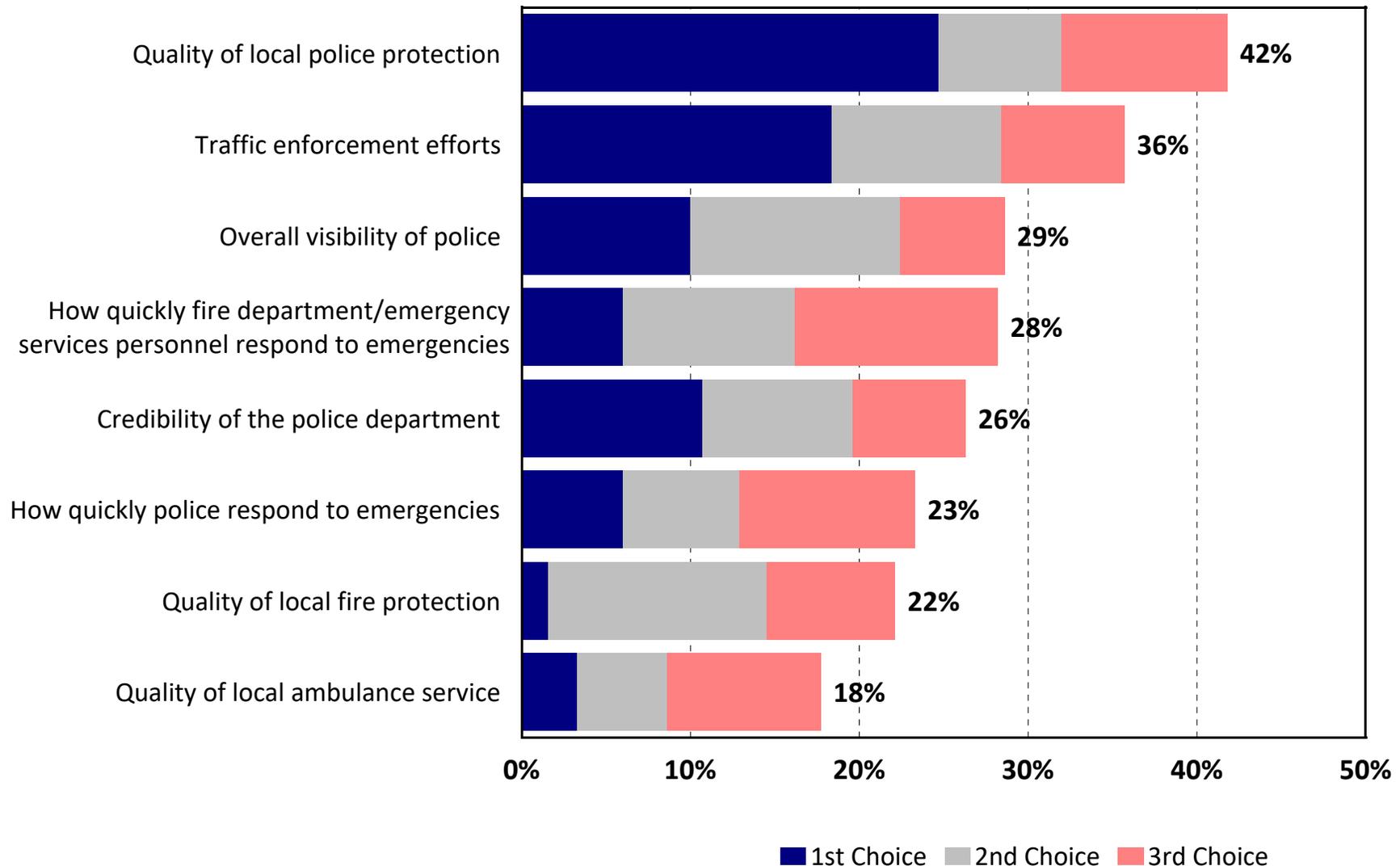
# Q5[6-8]. Satisfaction with the Pelham Fire Department

by percentage of respondents (excluding "don't know")



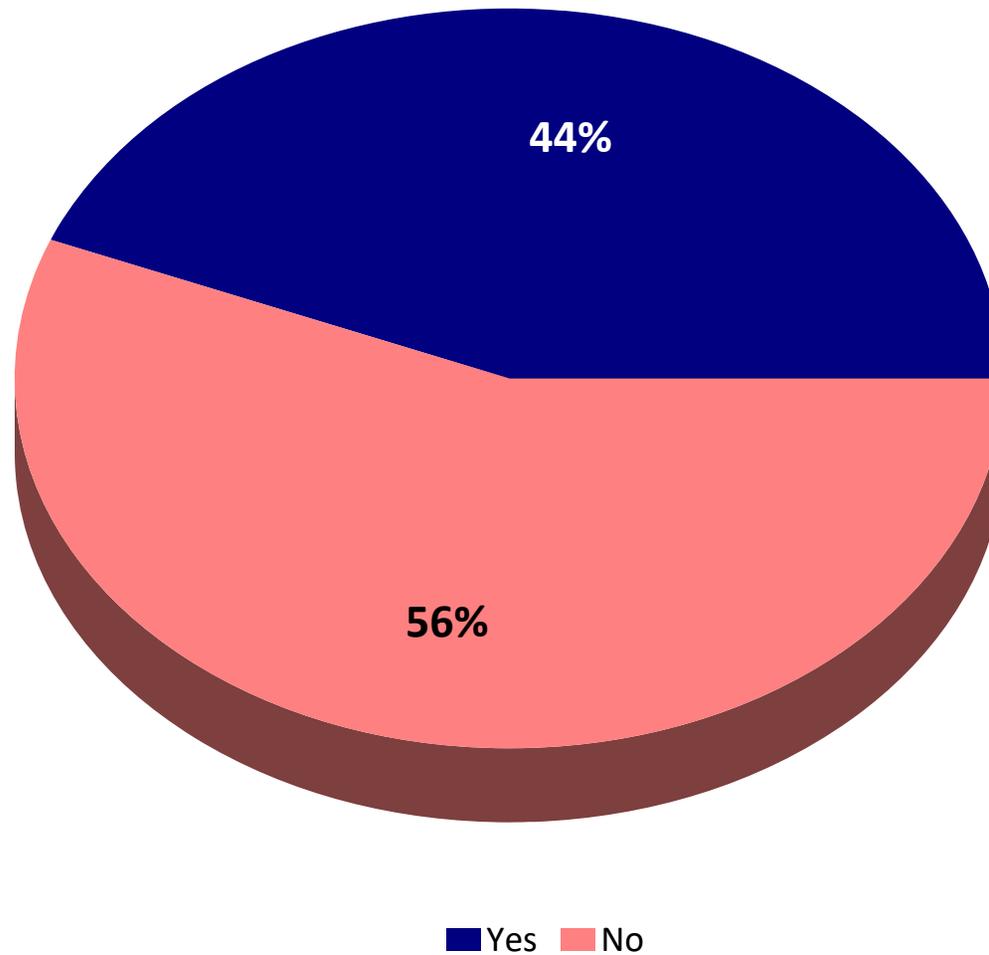
# Q6. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

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



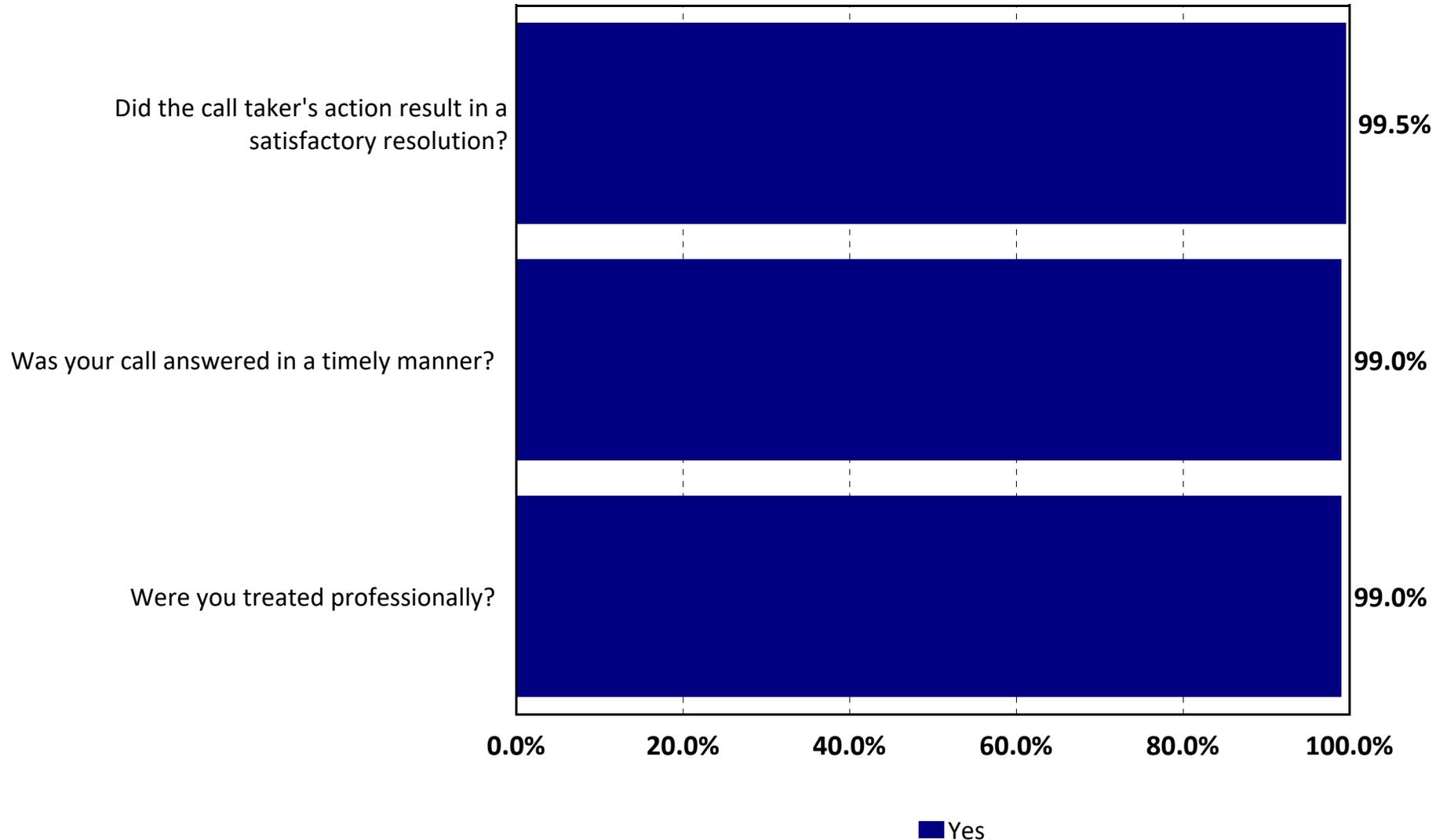
# Q7. Have you ever called 911?

by percentage of respondents



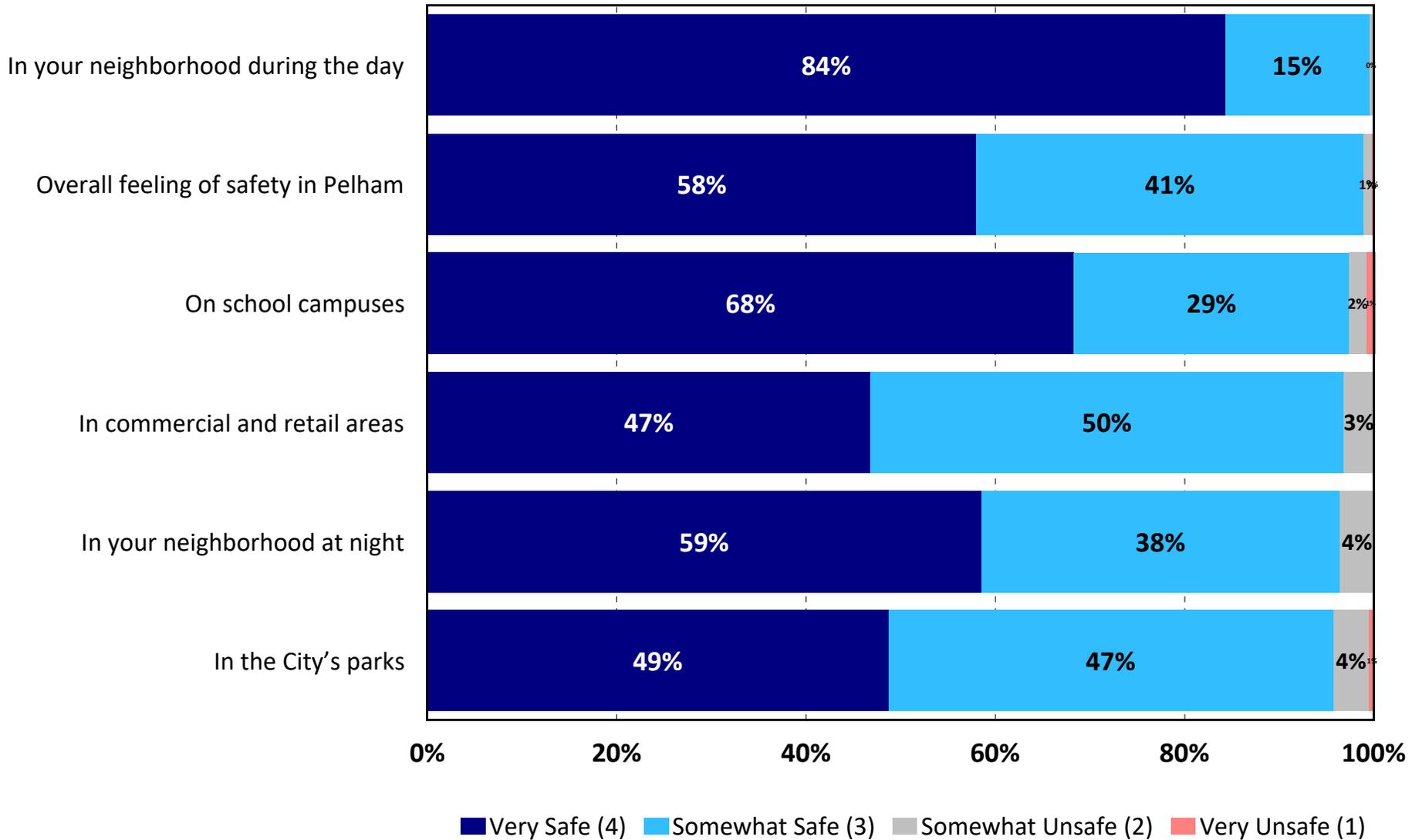
# Q7a. Please answer each of the following questions concerning the service you received from 911

by percentage of respondents who have called 911 and answered “yes” to the question (excluding “not provided”)



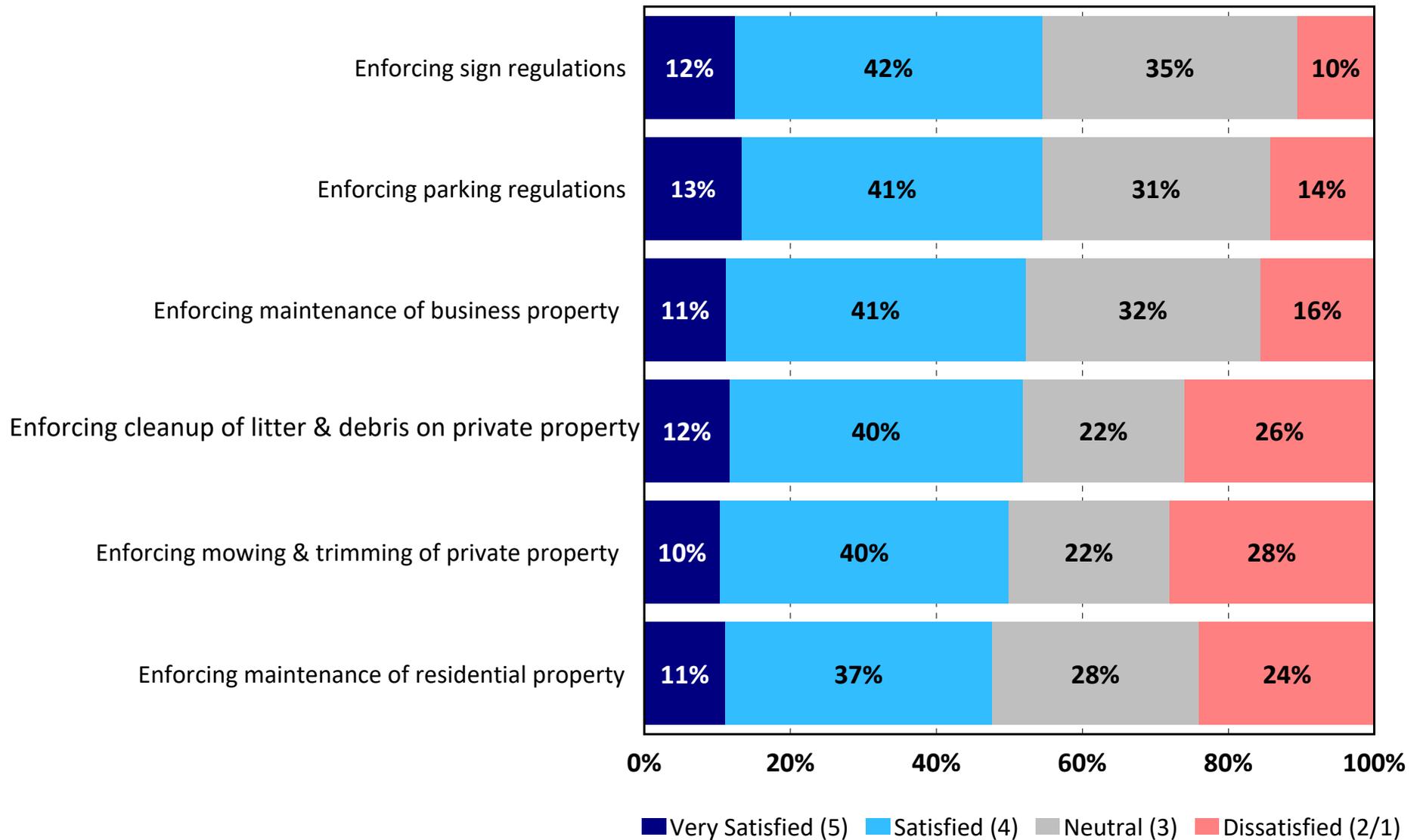
# Q8. Perceptions of Safety

by percentage of respondents (excluding “don't know”)



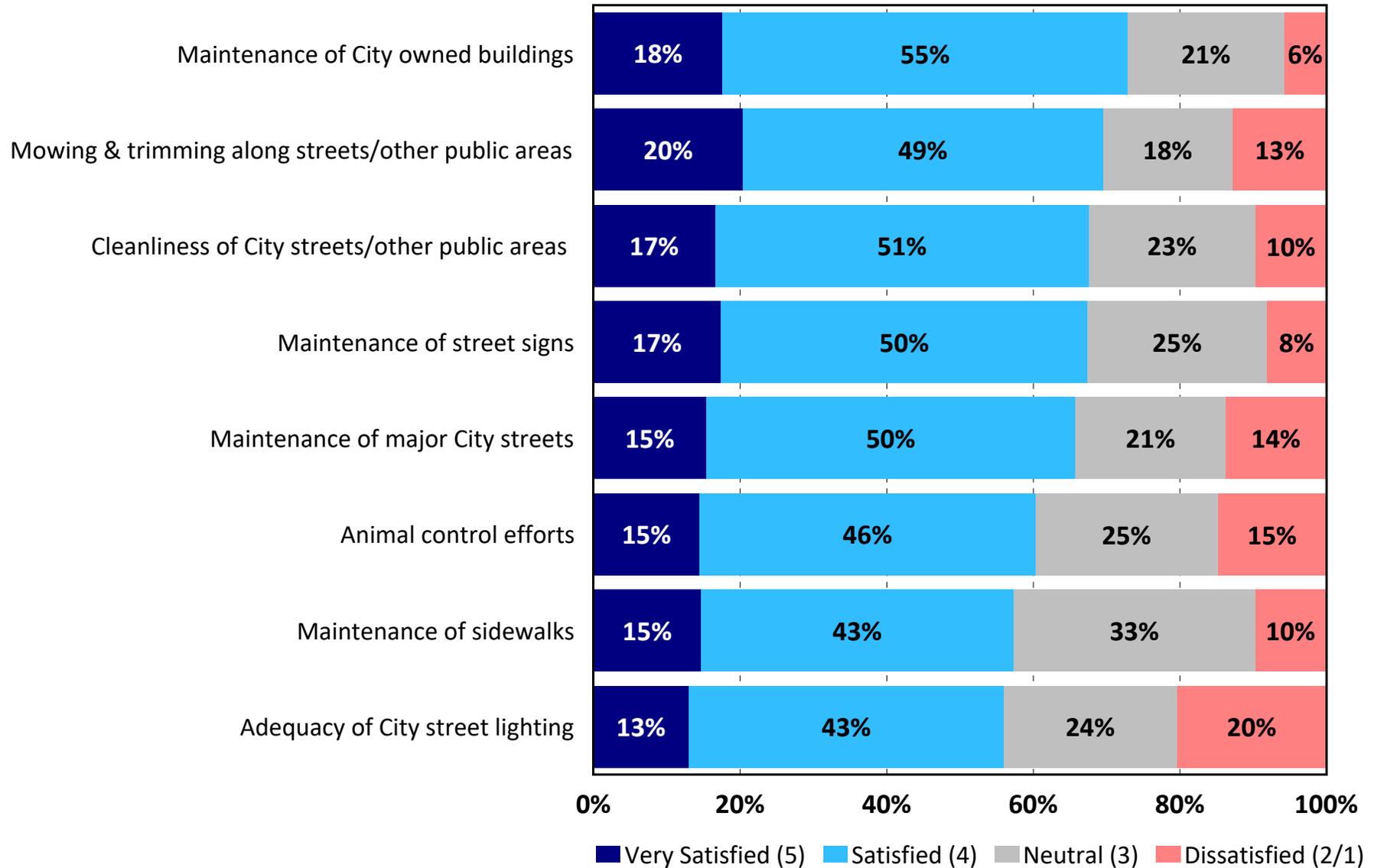
# Q9. Satisfaction with Enforcement of Codes and Ordinances

by percentage of respondents (excluding "don't know")



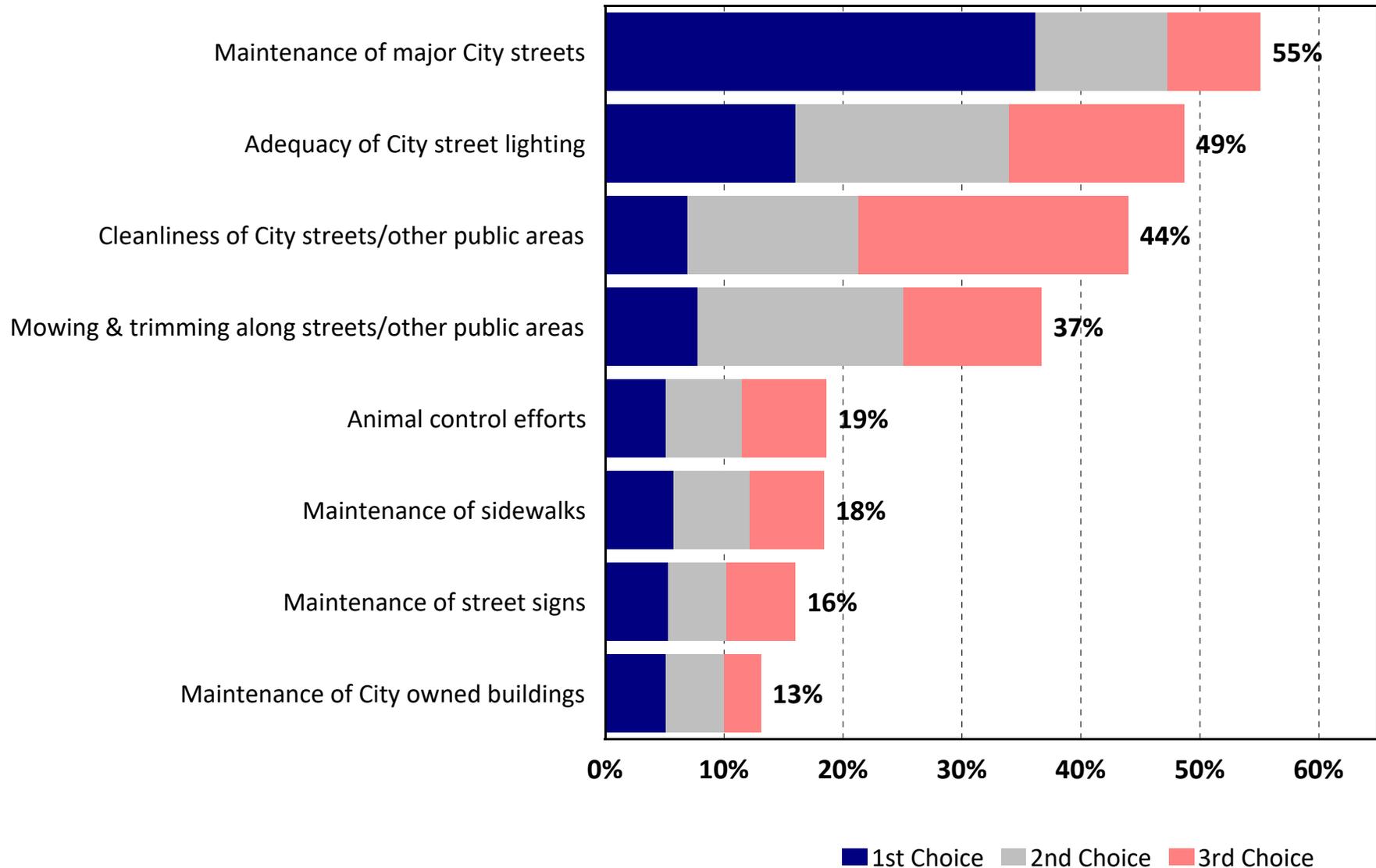
# Q10. Satisfaction with City Maintenance

by percentage of respondents (excluding “don't know”)



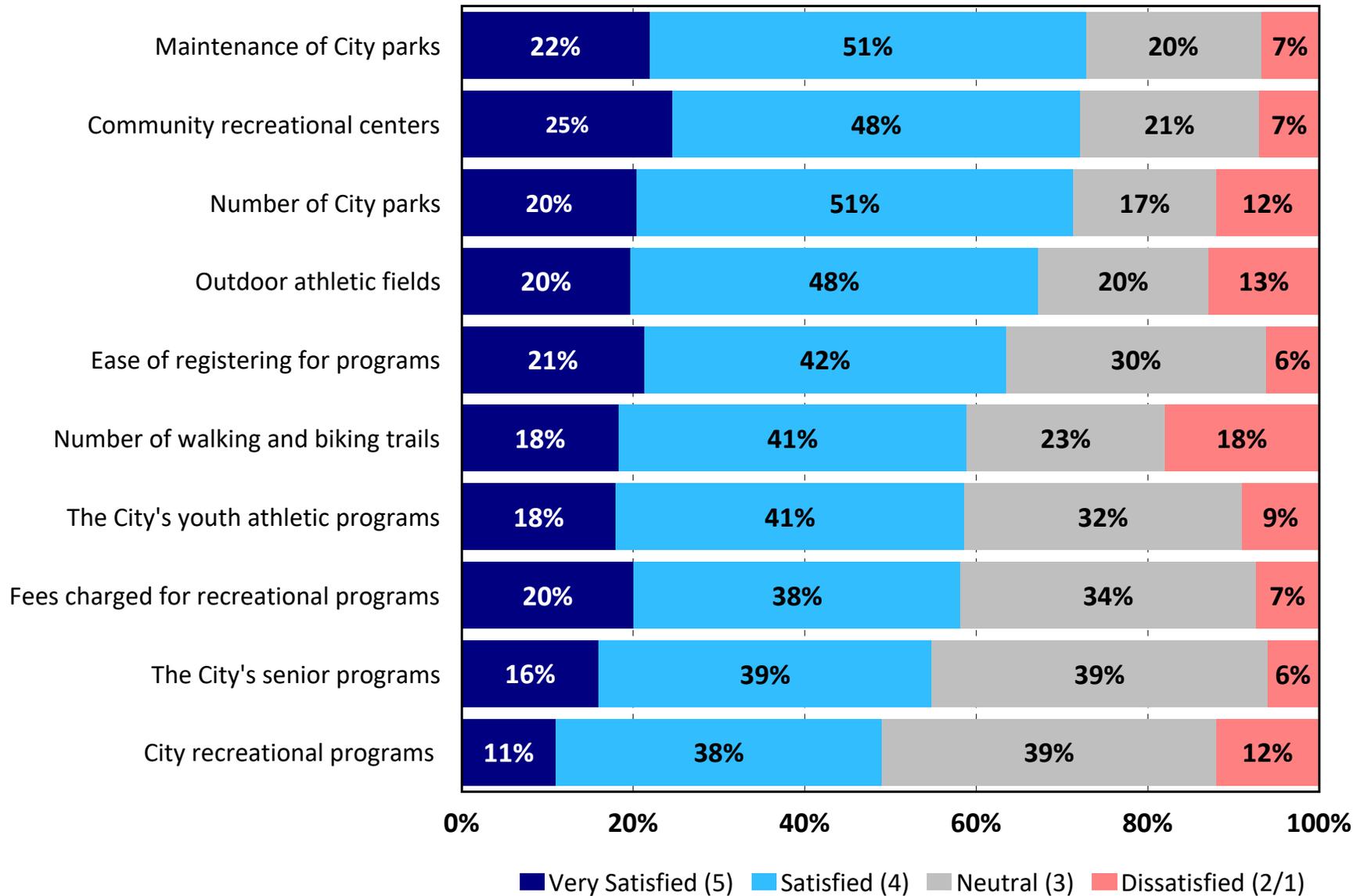
# Q11. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

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



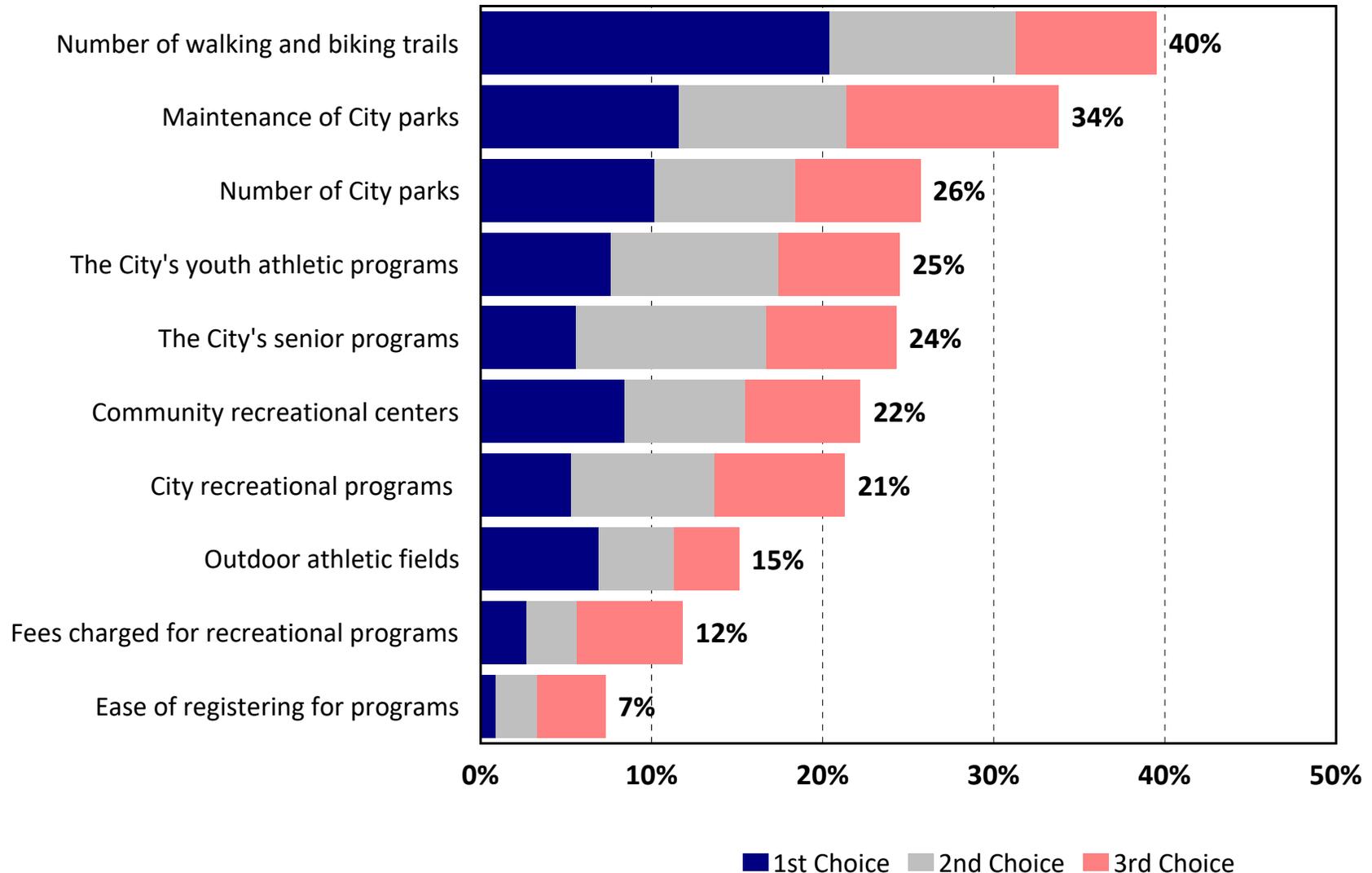
# Q12. Satisfaction with Parks and Recreation

by percentage of respondents (excluding "don't know")



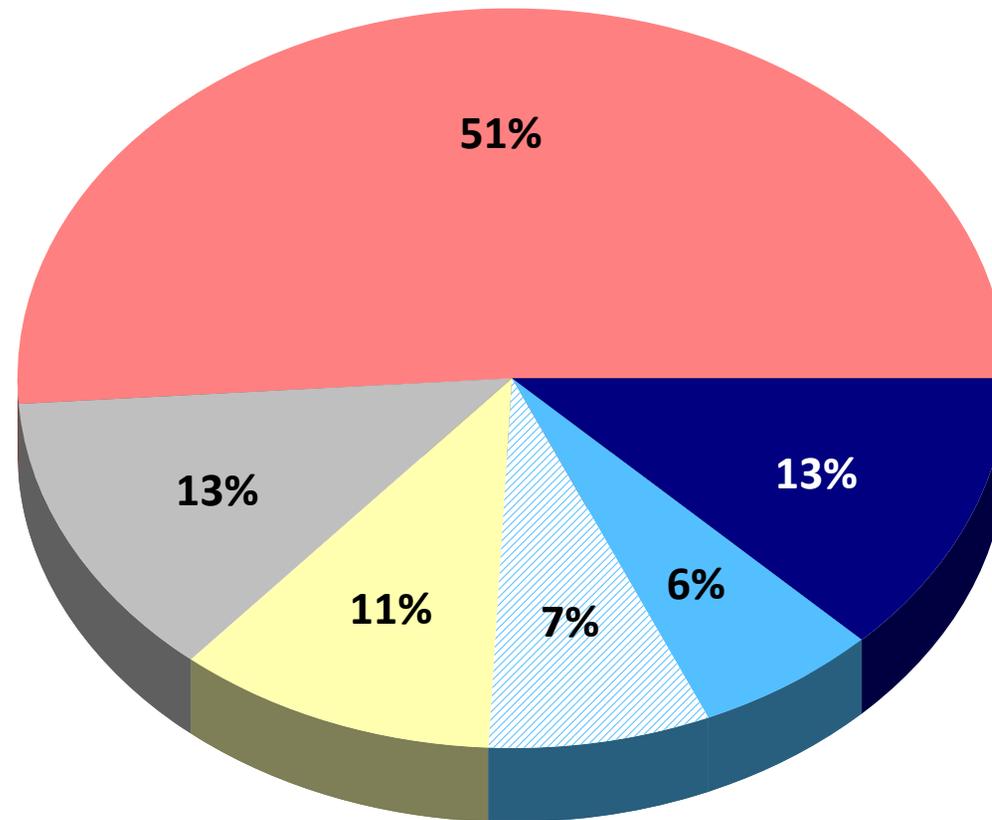
# Q13. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

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



# Q14. How often have you visited a City park in the past year?

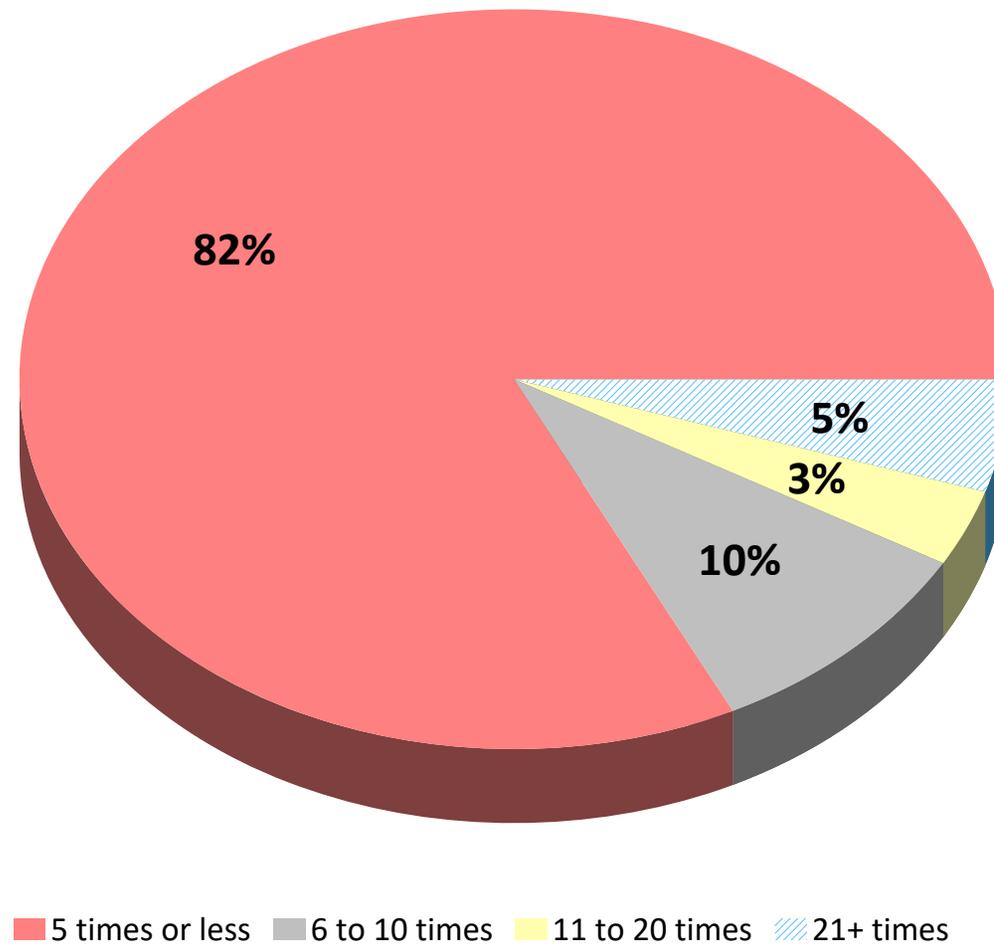
by percentage of respondents (excluding "not provided")



5 times or less   6 to 10 times   11 to 20 times  
21 to 30 times   31 to 50 times   51+ times

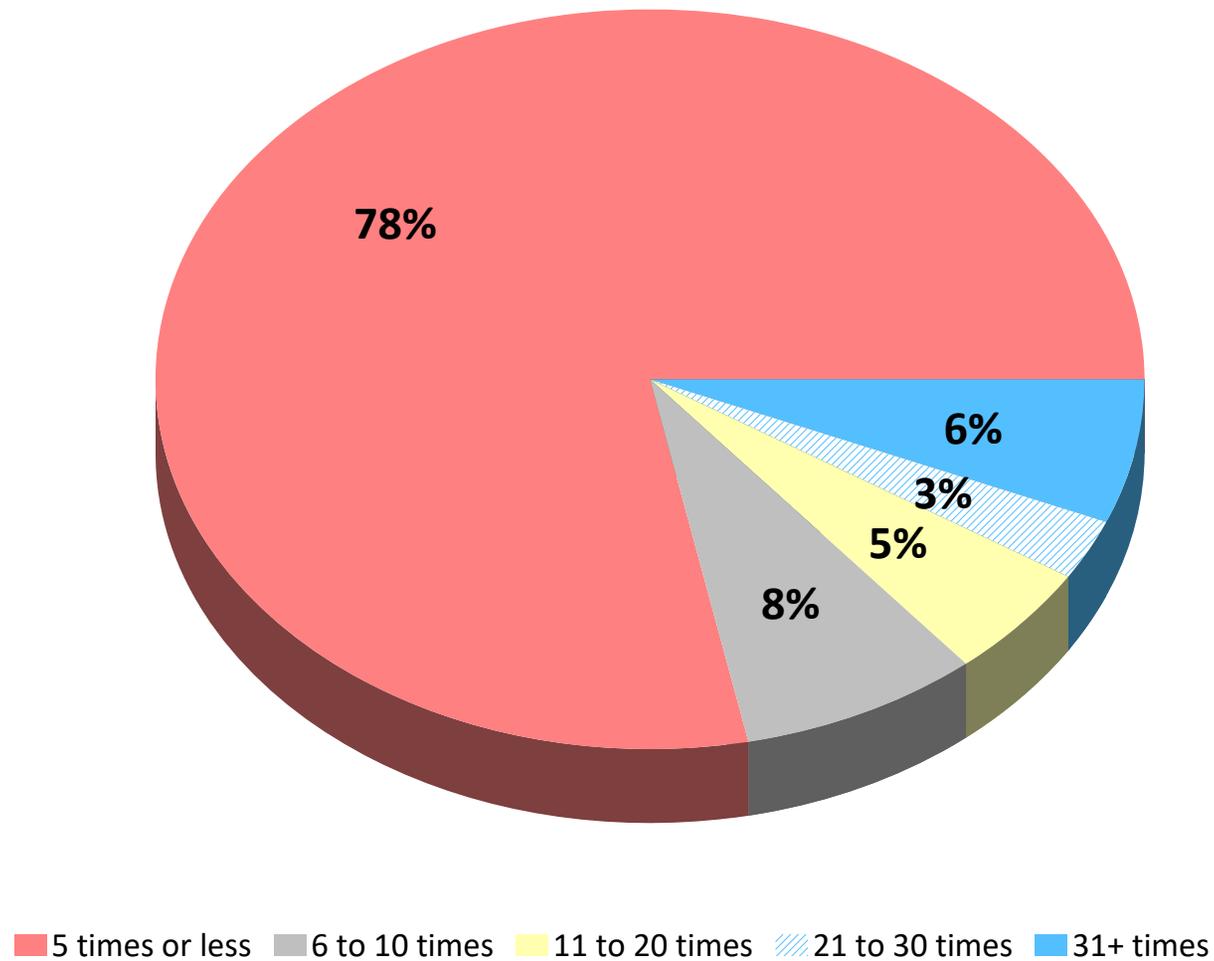
# Q15. How often have you participated in programs at the park in the past year?

by percentage of respondents (excluding "not provided")



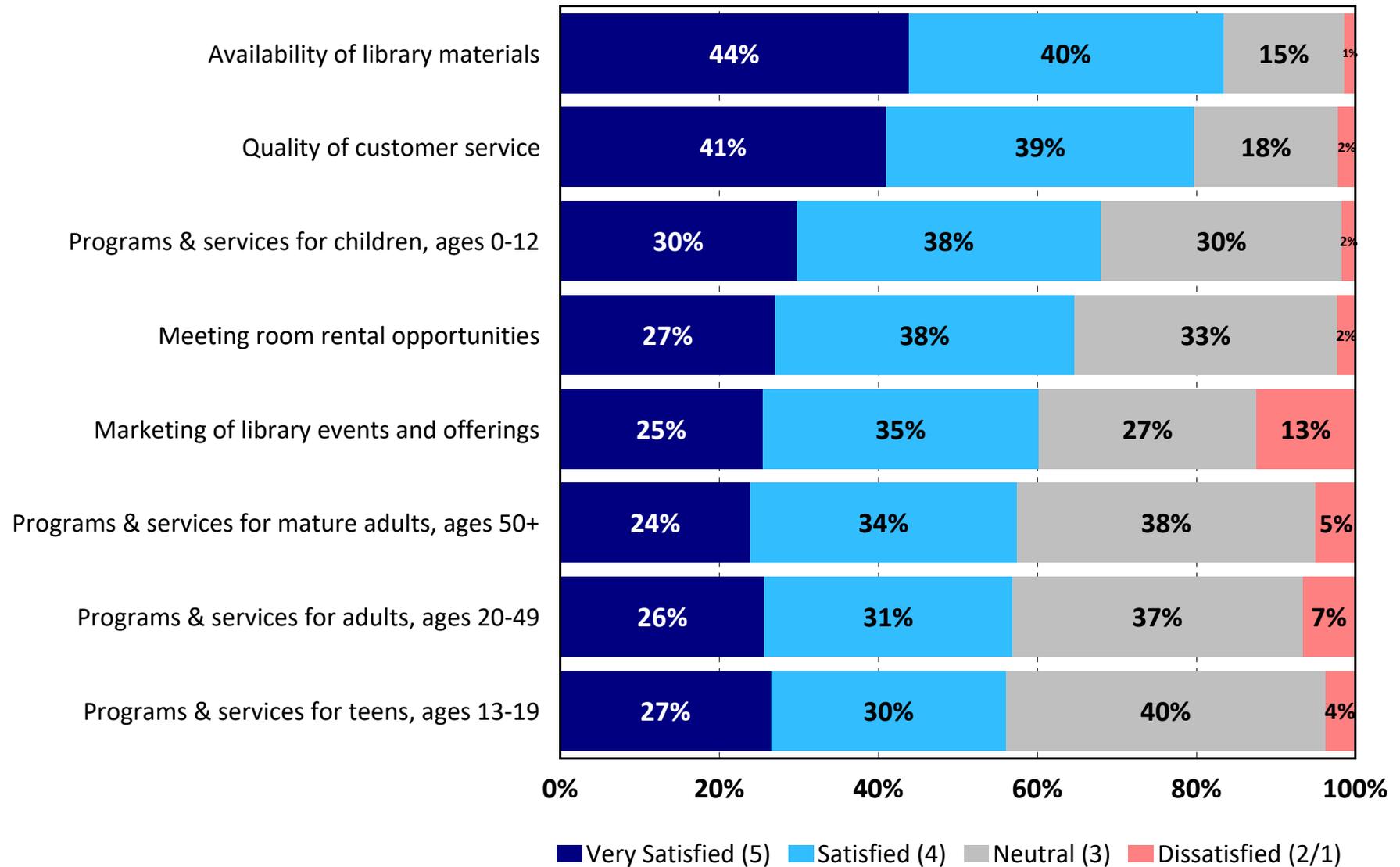
# Q16. How often have you visited a Pelham Recreation Center in the past year?

by percentage of respondents (excluding “not provided”)



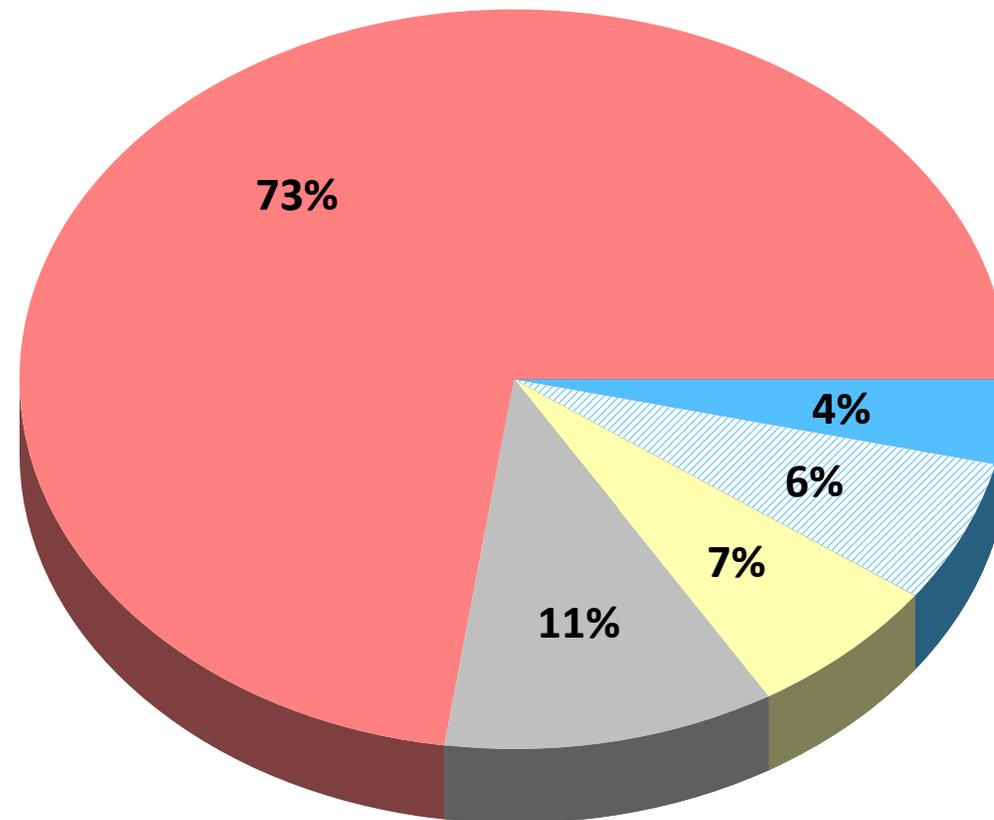
# Q17. Satisfaction with Library Services

by percentage of respondents (excluding “don't know”)



# Q18. How often have you physically visited the Pelham Public Library in the past year?

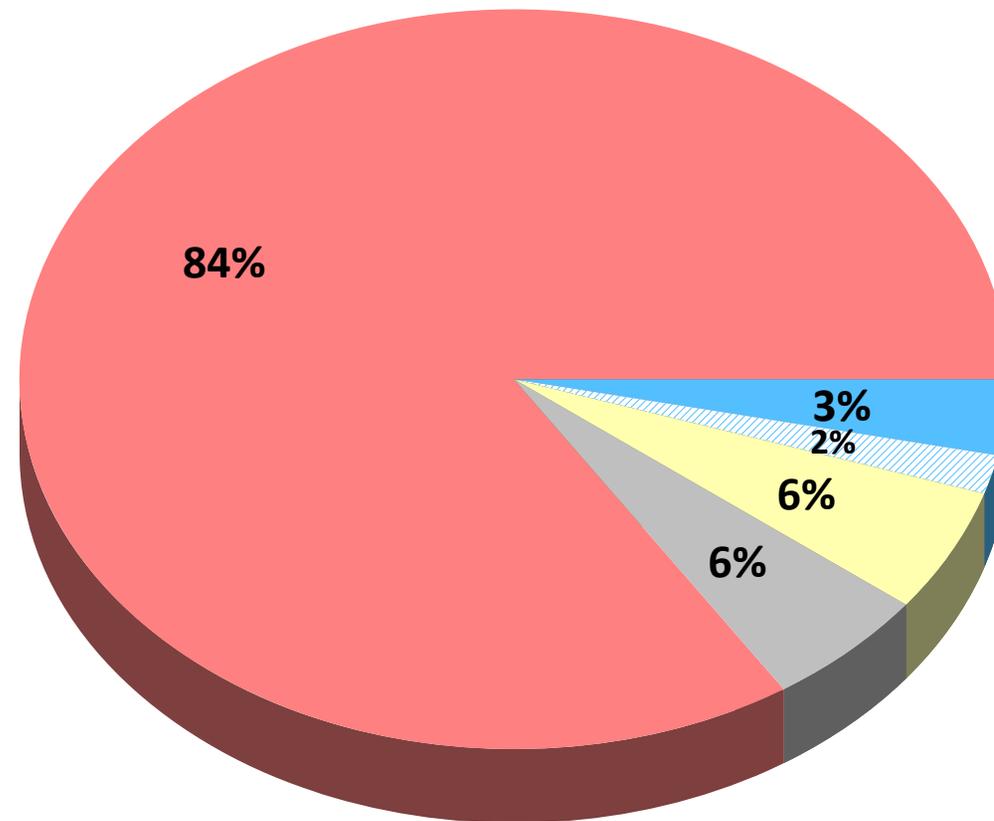
by percentage of respondents (excluding “not provided”)



■ 5 times or less ■ 6 to 10 times ■ 11 to 20 times ■ 21 to 30 times ■ 31+ times

# Q19. How often have you utilized the services offered by the Pelham Public Library in the past year?

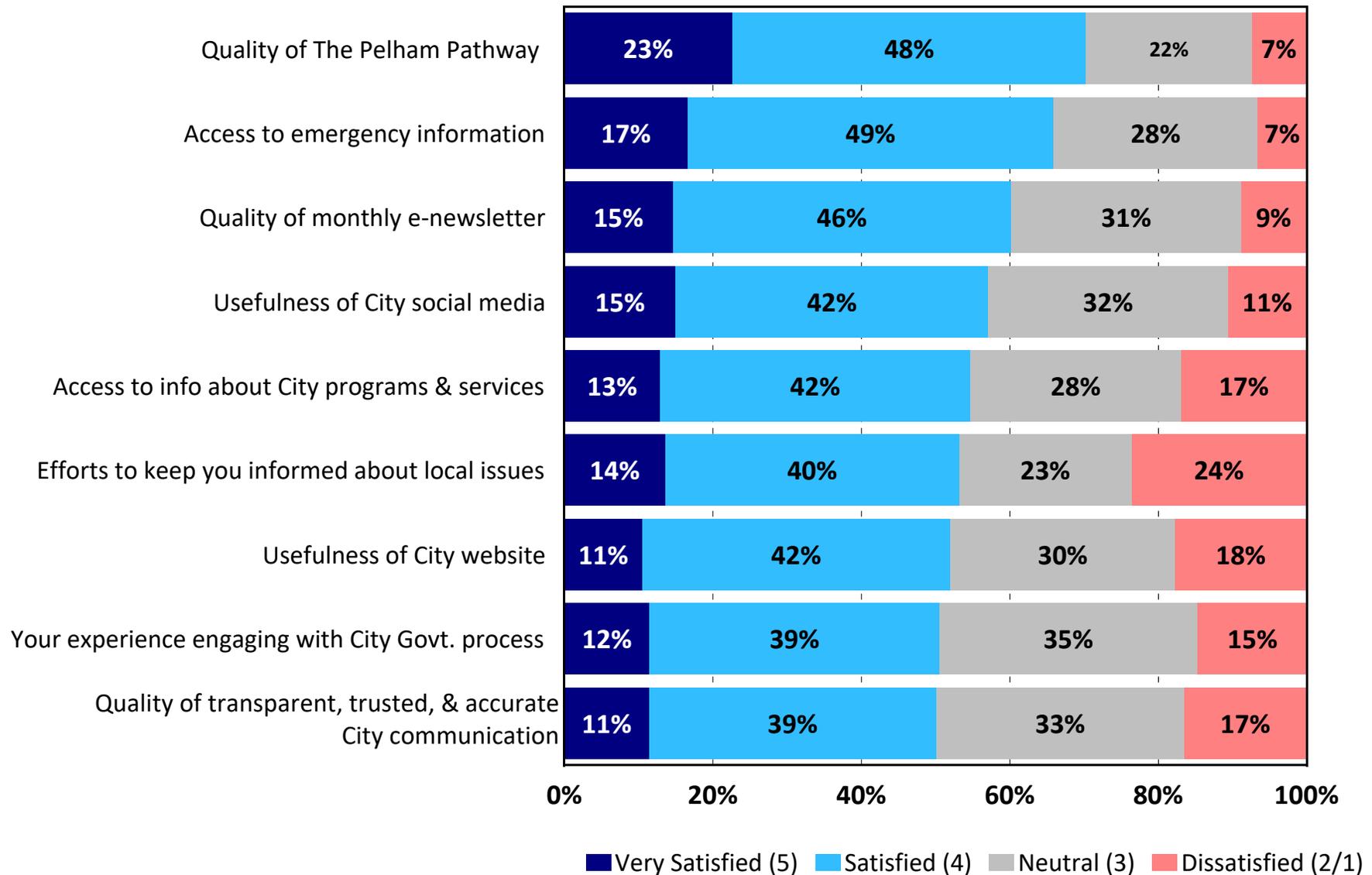
by percentage of respondents (excluding "not provided")



■ 5 times or less ■ 6 to 10 times ■ 11 to 20 times ■ 21 to 30 times ■ 31+ times

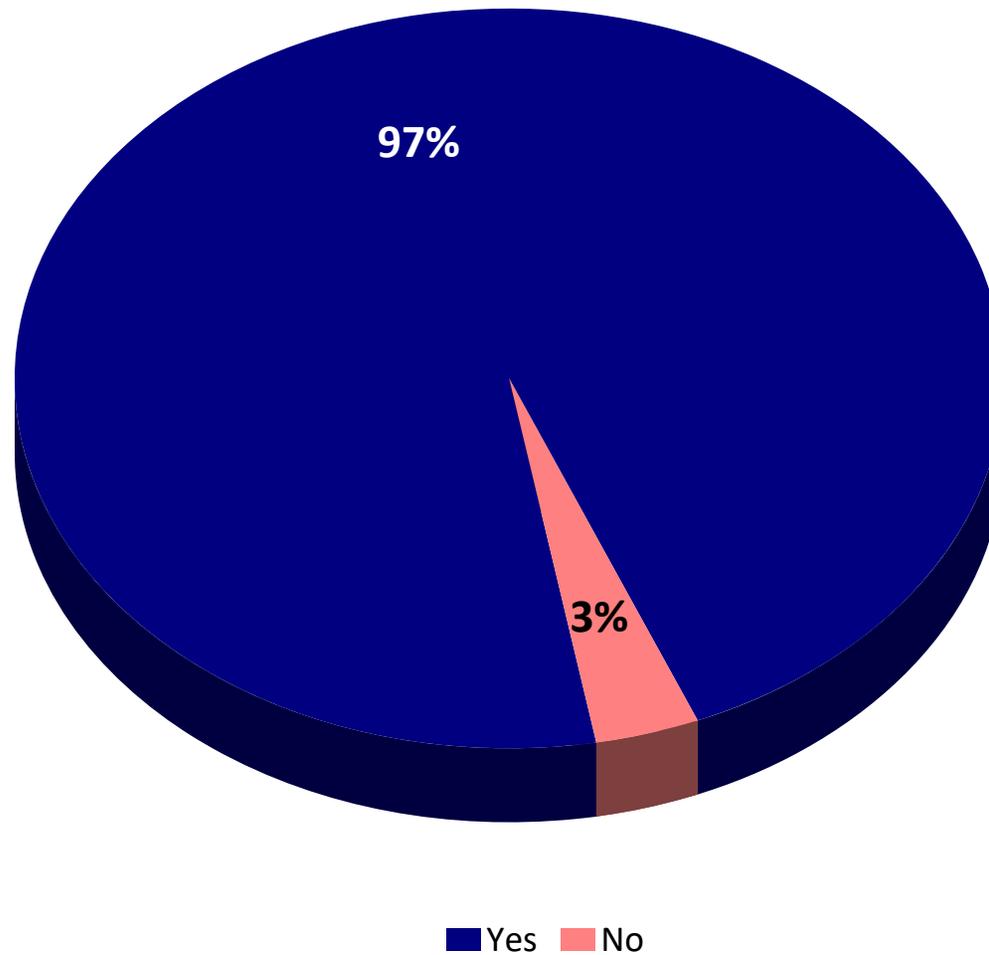
# Q20. Satisfaction with City Communication and Engagement

by percentage of respondents (excluding “don't know”)



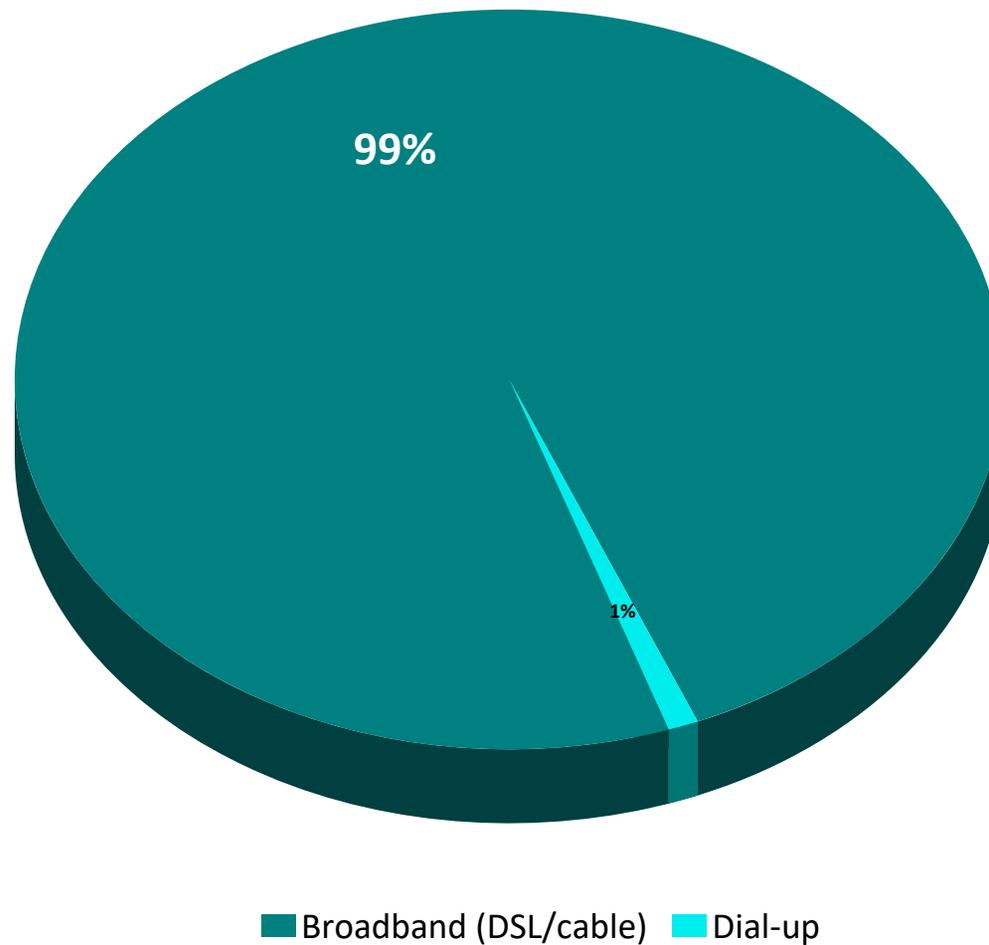
# Q21. Do you have access to the internet at home?

by percentage of respondents (excluding "not provided")



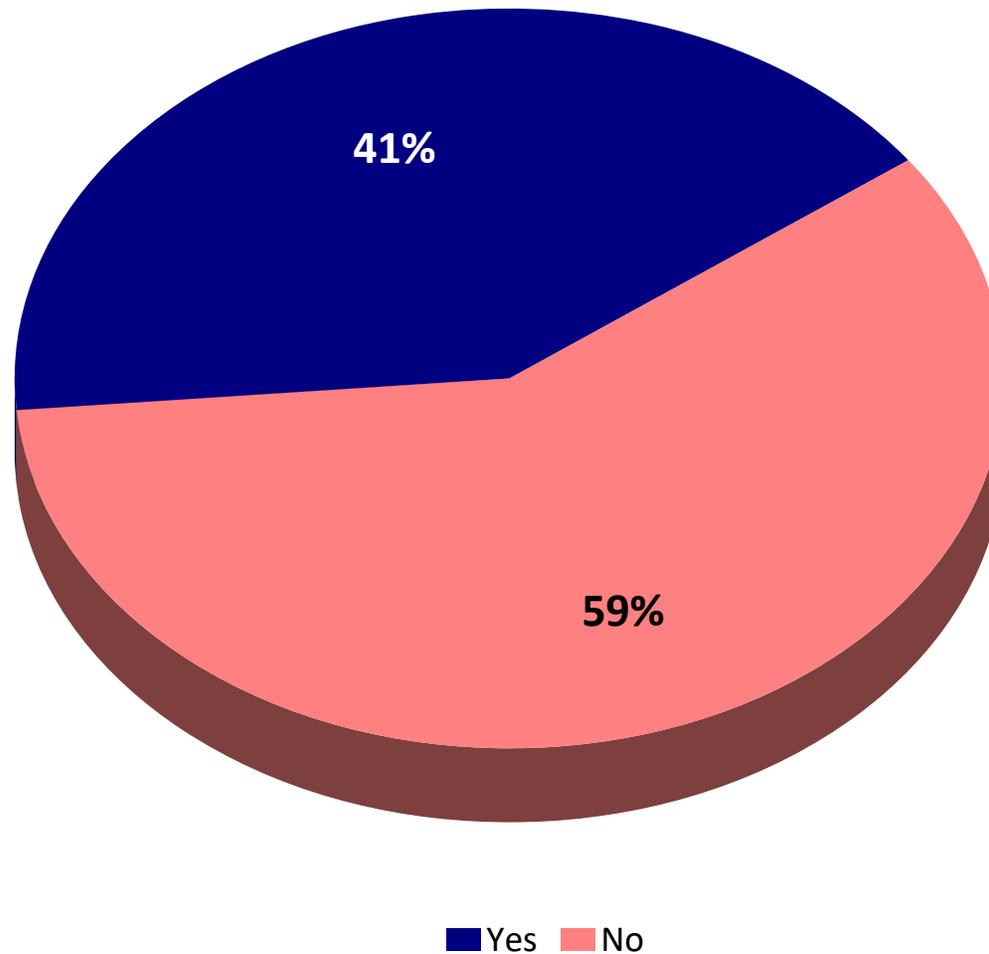
# Q21a. Do you have high-speed broadband or dial-up internet access at your home?

by percentage of respondents who have internet access at home (excluding “don’t know”)



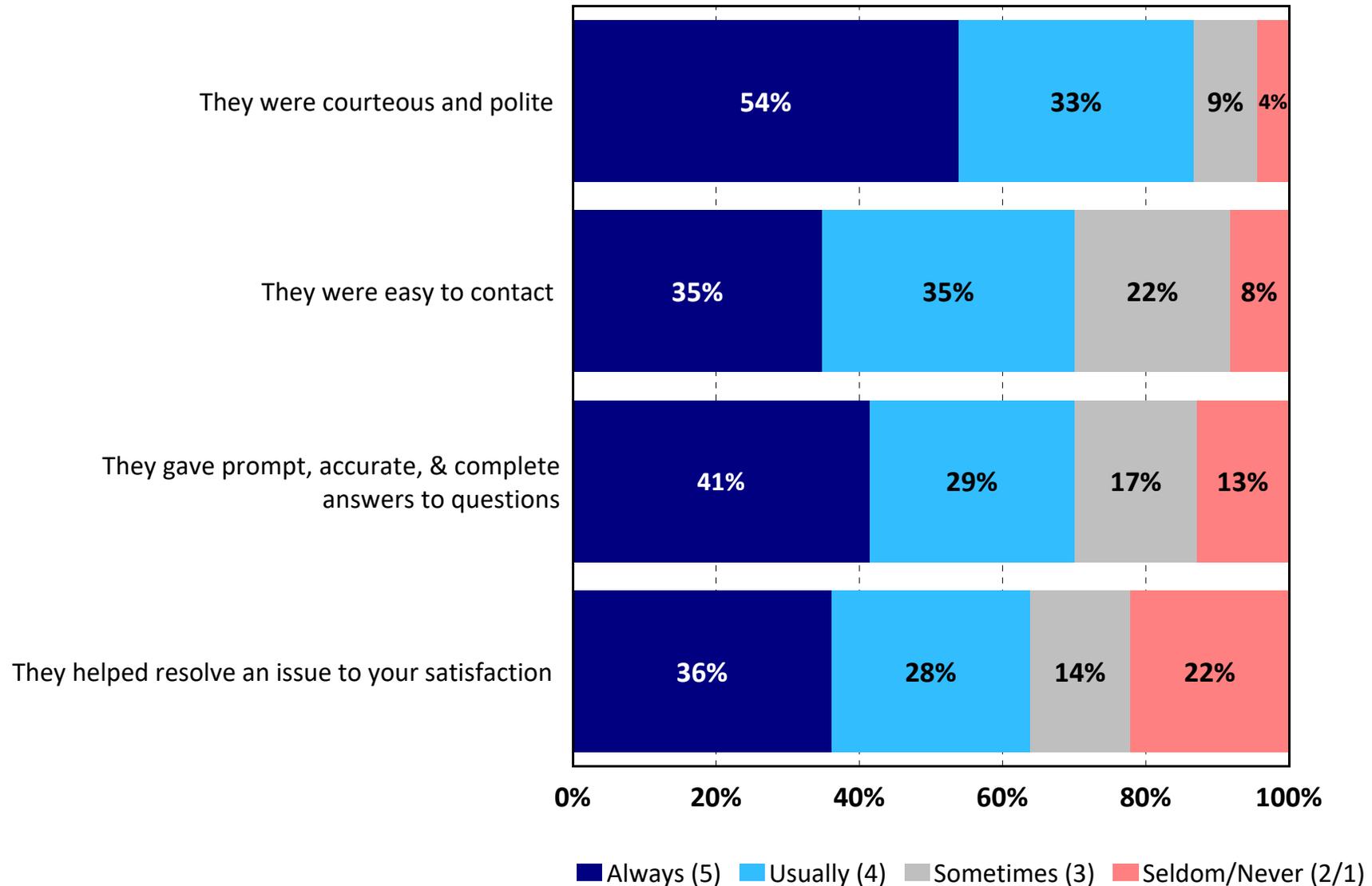
## Q22. Have you contacted the City with a question, problem, or complaint during the past year?

by percentage of respondents



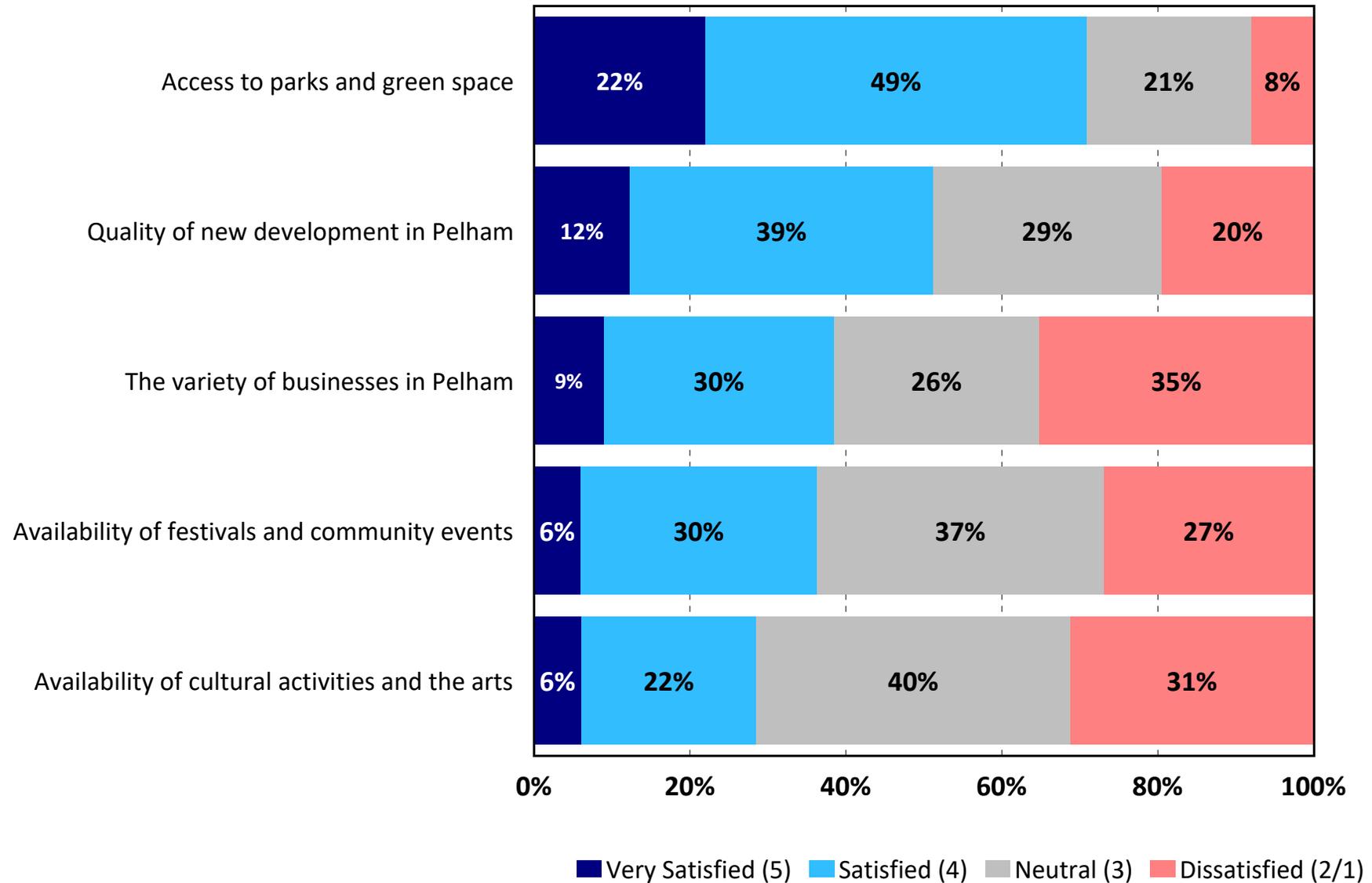
# Q22b. Frequency That City Employees Displayed the Following Behaviors

by percentage of respondents who contacted the City during the past year (excluding "don't know")



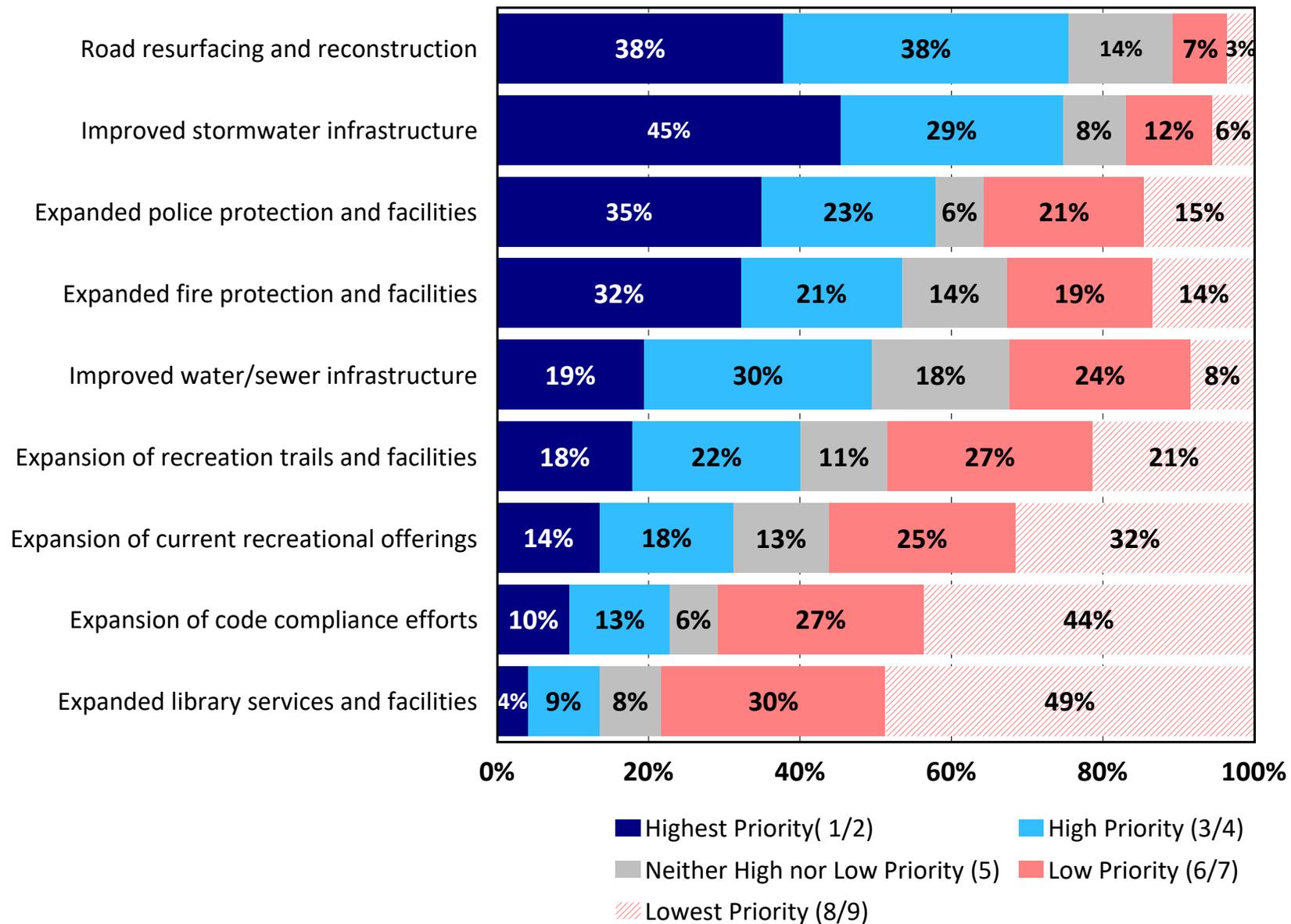
# Q23. Satisfaction with Perceptions of the Community

by percentage of respondents (excluding “don't know”)



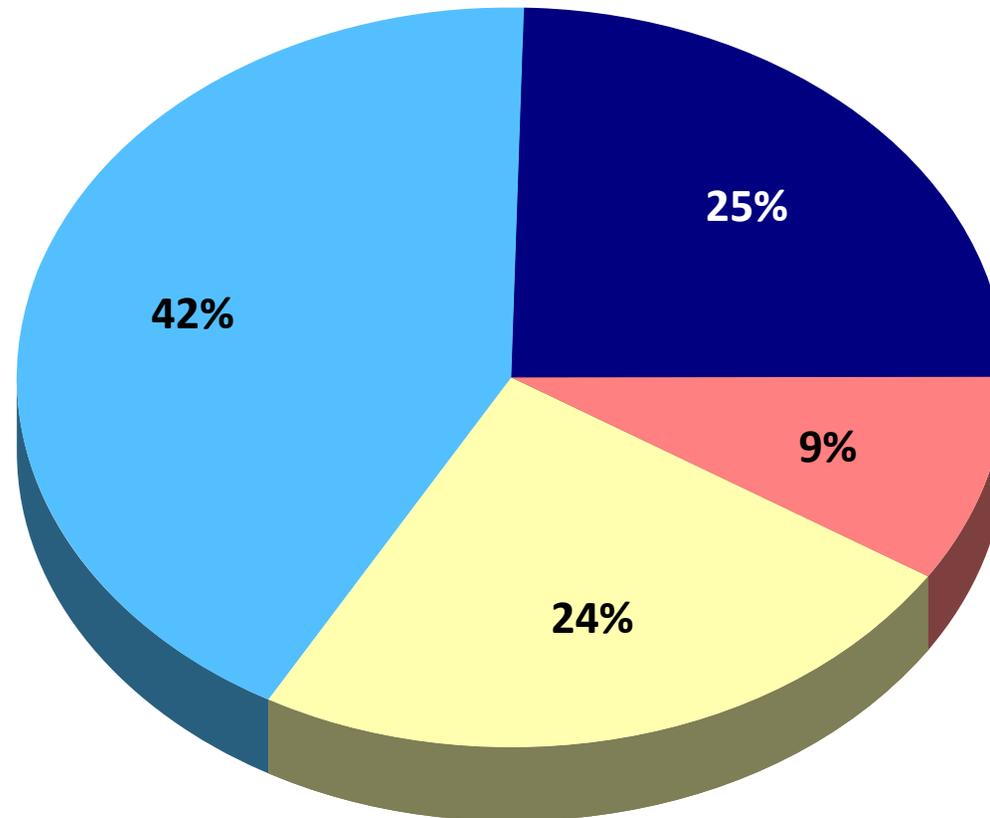
# Q24. How Residents Would Prioritize the Following Projects

by percentage of respondents (excluding “not provided”)



## Q25. In general, how supportive are you of what the City has done so far in terms of Economic Development?

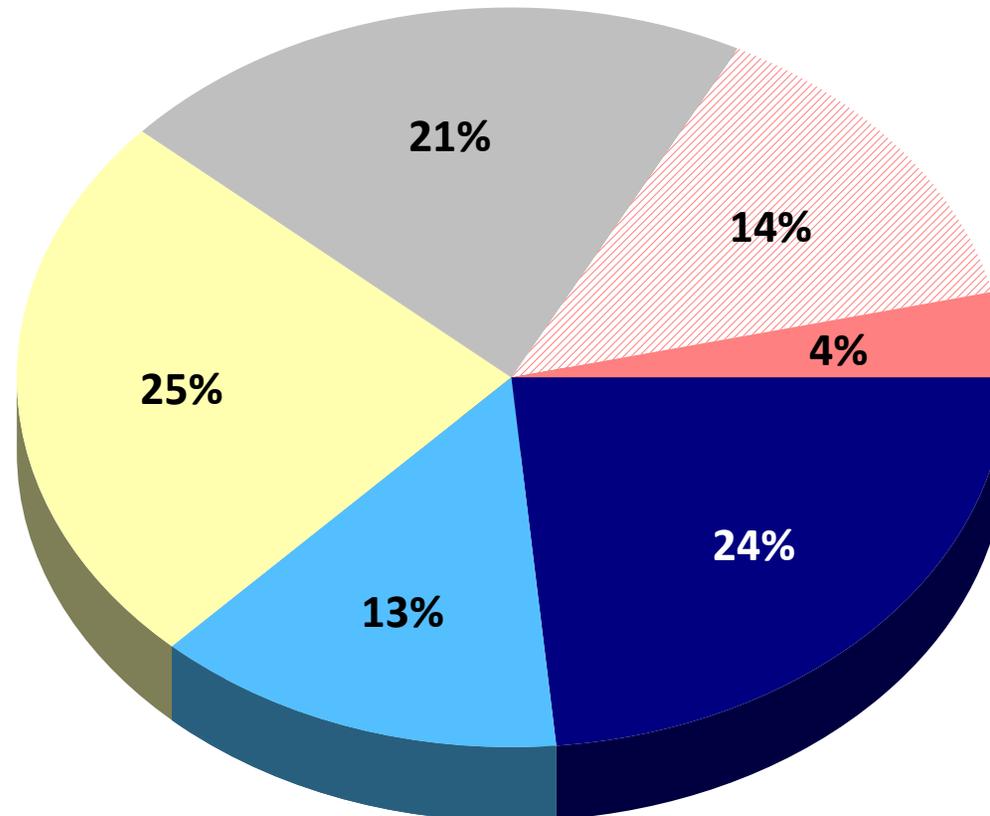
by percentage of respondents (excluding “not provided”)



■ Very supportive ■ Somewhat supportive ■ Not sure ■ Not supportive

# Q26. How often do you typically go OUTSIDE Pelham City limits to purchase groceries?

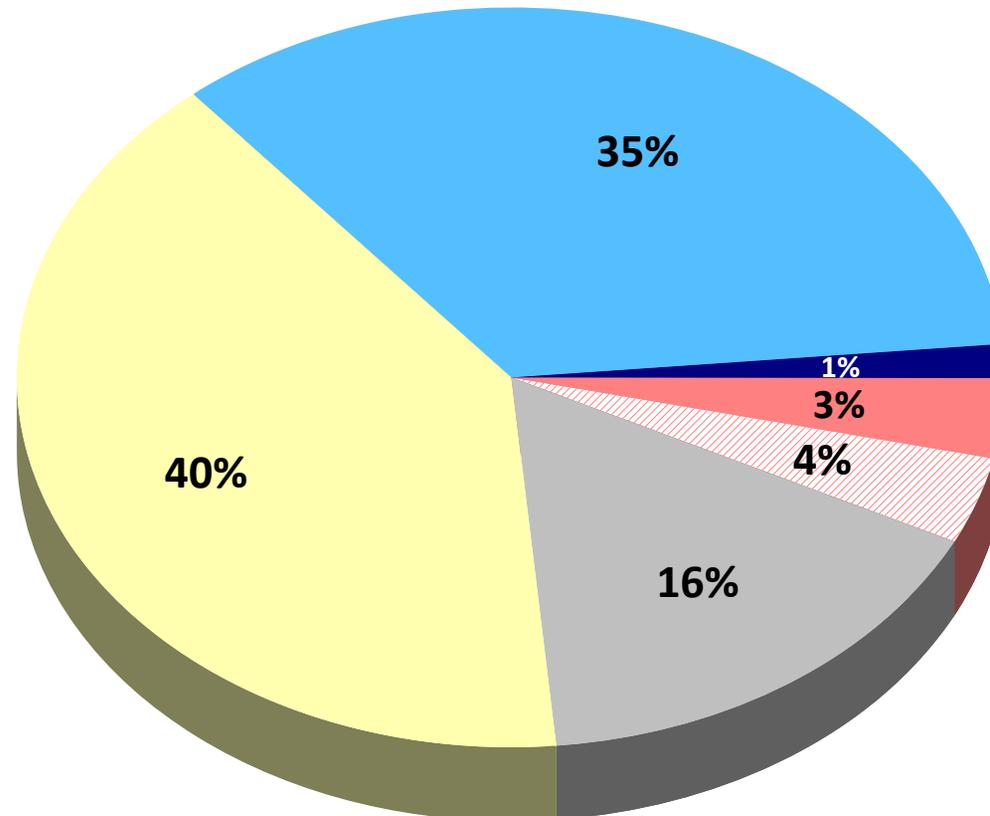
by percentage of respondents (excluding “not provided”)



- Every day
- At least once a week
- A few times per year
- A few times per week
- A few times per month
- Seldom or never

# Q27. How often do you typically shop for groceries WITHIN Pelham City limits?

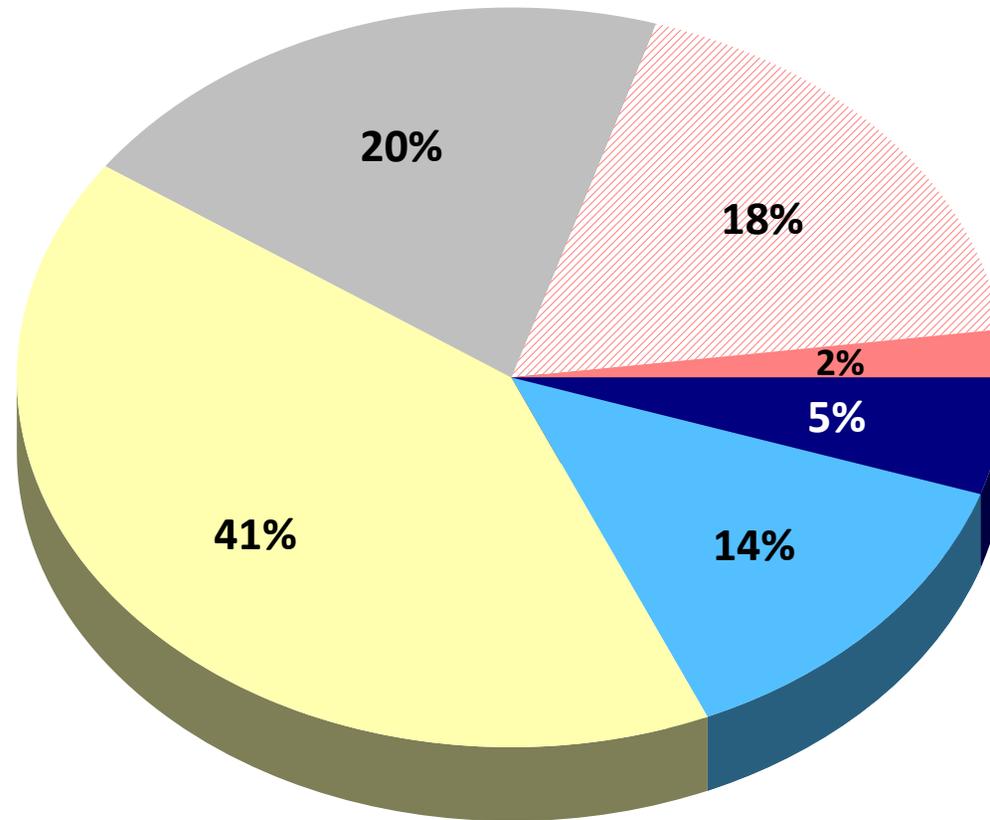
by percentage of respondents (excluding “not provided”)



- Every day
- A few times per week
- At least once a week
- A few times per month
- A few times per year
- Seldom or never

# Q28. How often do you typically go OUTSIDE Pelham City limits to dine out?

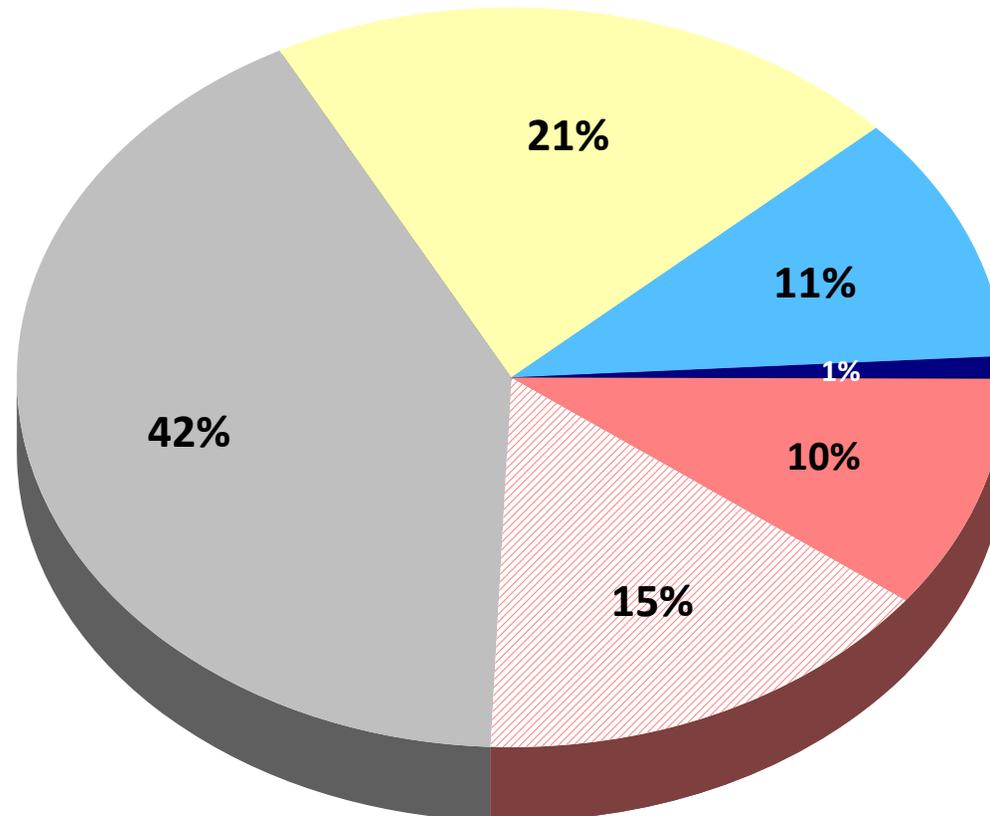
by percentage of respondents (excluding “not provided”)



- Every day
- A few times per week
- At least once a week
- A few times per month
- A few times per year
- Seldom or never

# Q29. How often do you typically dine out WITHIN Pelham City limits?

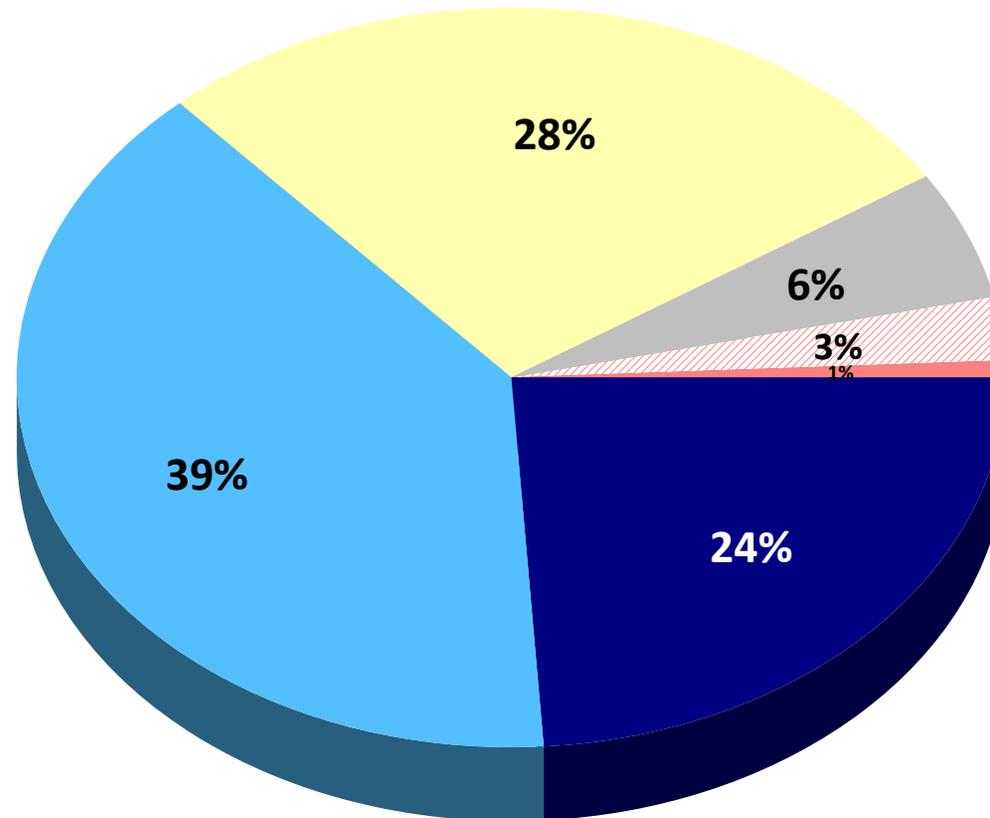
by percentage of respondents (excluding "not provided")



- Every day
- A few times per week
- At least once a week
- A few times per month
- A few times per year
- Seldom or never

# Q30. How often do you typically go OUTSIDE Pelham City limits to make home improvement purchases?

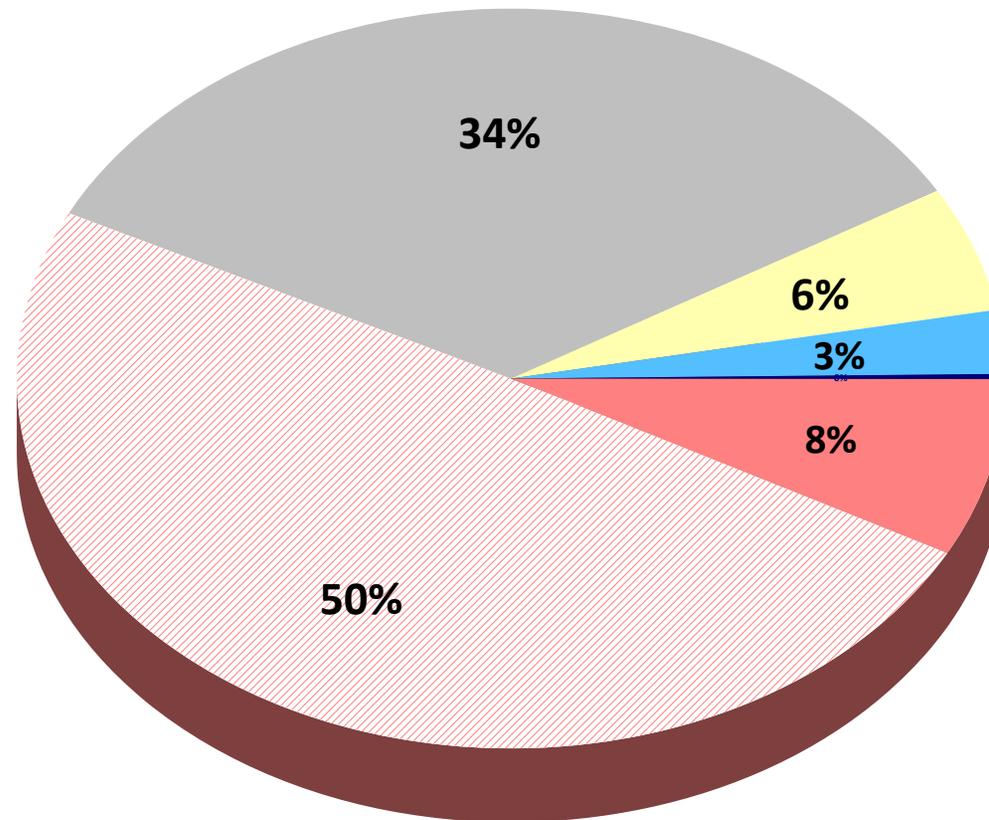
by percentage of respondents (excluding “not provided”)



- Every day
- A few times per week
- At least once a week
- A few times per month
- A few times per year
- Seldom or never

# Q31. How often do you typically make home improvement purchases WITHIN Pelham City limits?

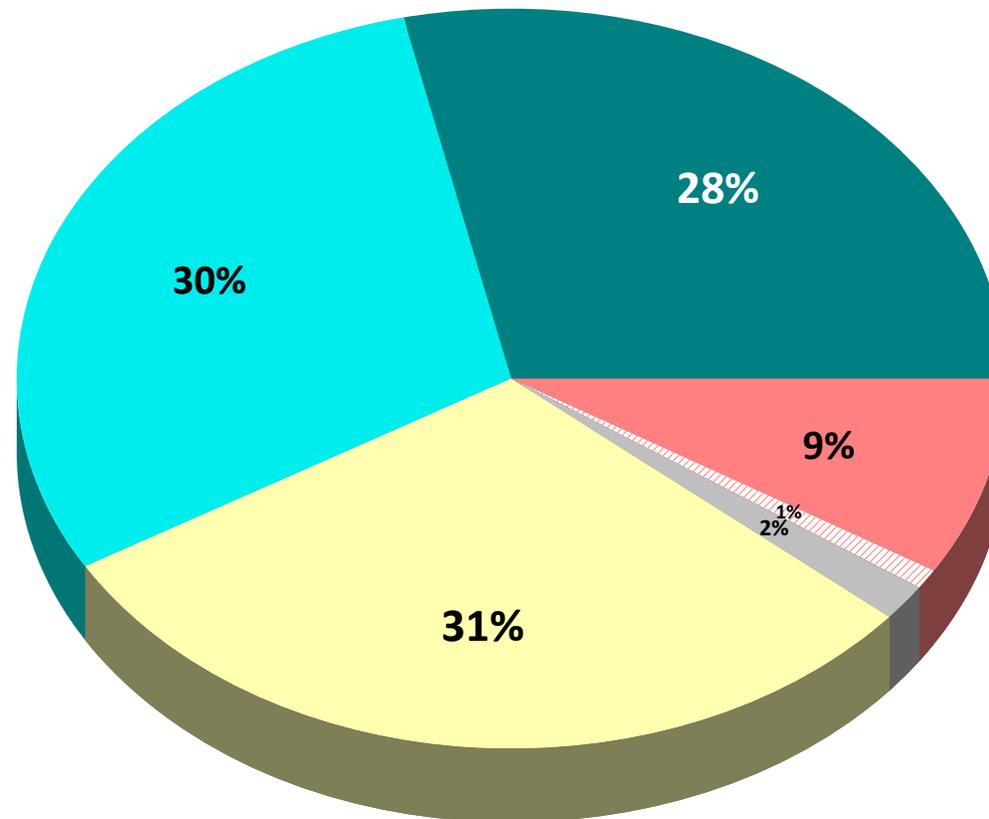
by percentage of respondents (excluding “not provided”)



- Every day
- A few times per week
- At least once a week
- A few times per month
- A few times per year
- Seldom or never

# Q32. How has your ONLINE purchase of goods and services changed in the past 12 MONTHS?

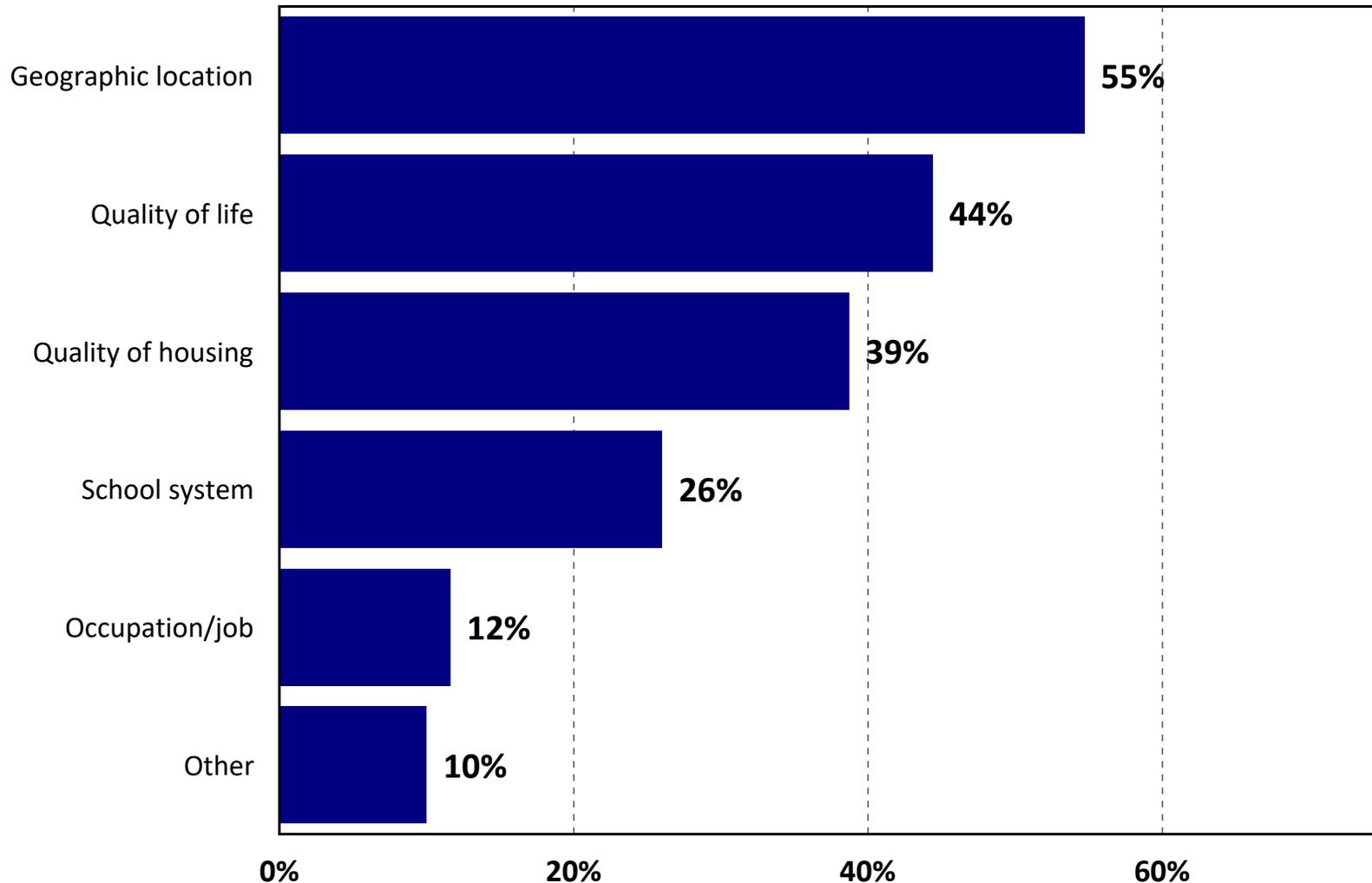
by percentage of respondents (excluding “not provided”)



- Buy online much more frequently
- Buy online somewhat more frequently
- No change
- Buy online somewhat less frequently
- Buy online much less frequently
- Do not shop online

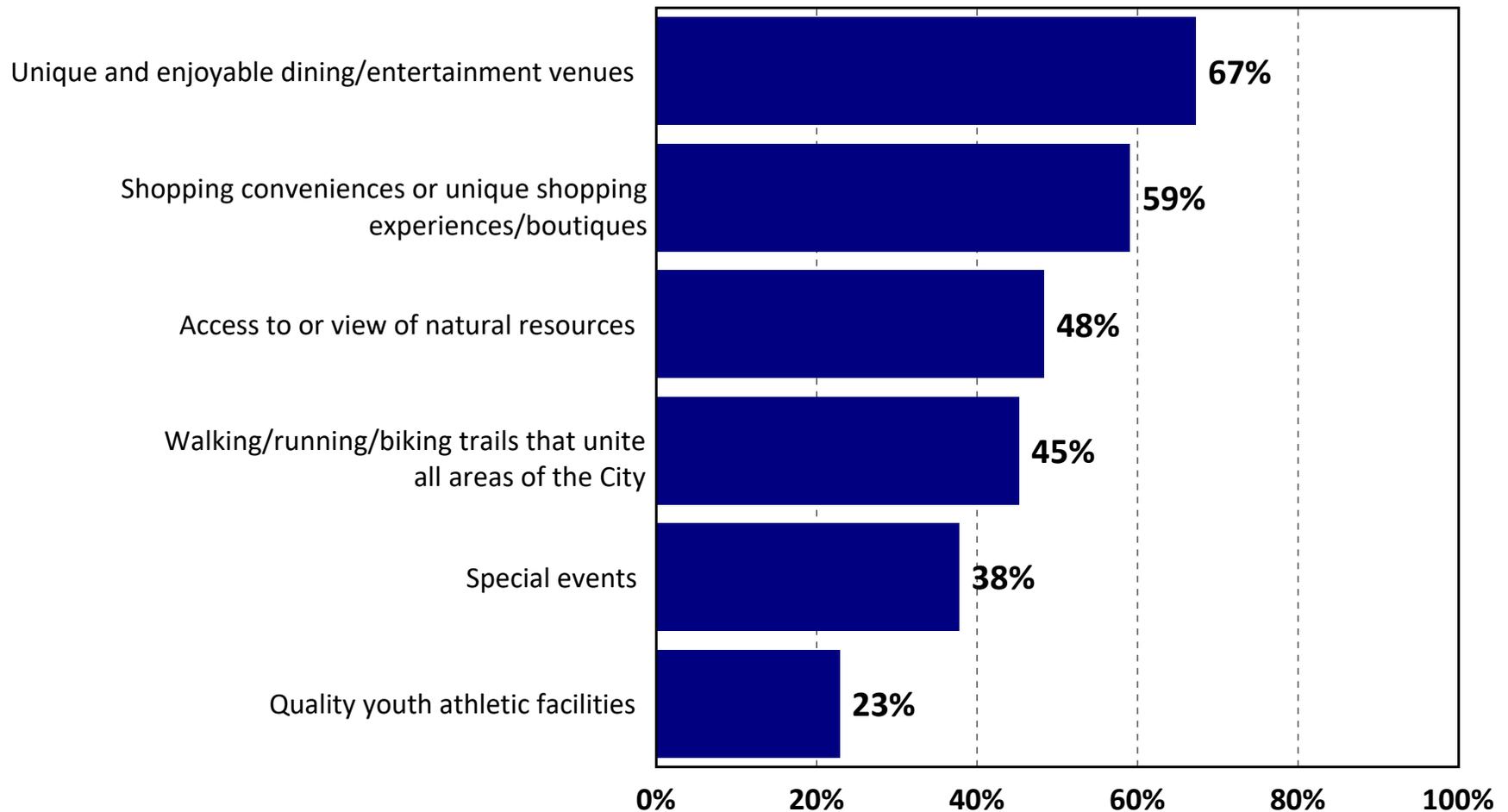
# Q33. Which of the following reasons were **MOST IMPORTANT** in your decision to live in Pelham?

by percentage of respondents (multiple selections could be made)



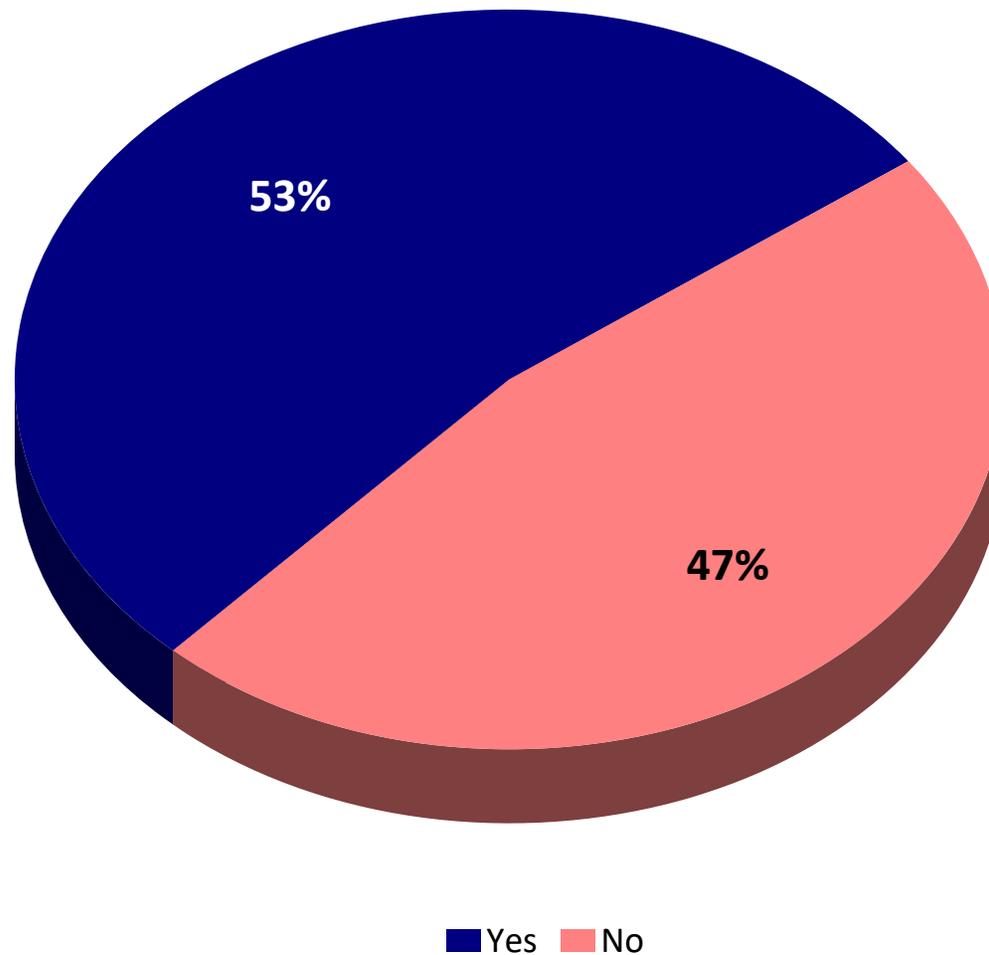
# Q34. Which of the following activities/amenities offered in Pelham are MOST IMPORTANT or would be MOST APPRECIATED by your household?

by percentage of respondents (multiple selections could be made)



# Q35. Have you visited the Pelham Civic Complex in the past year?

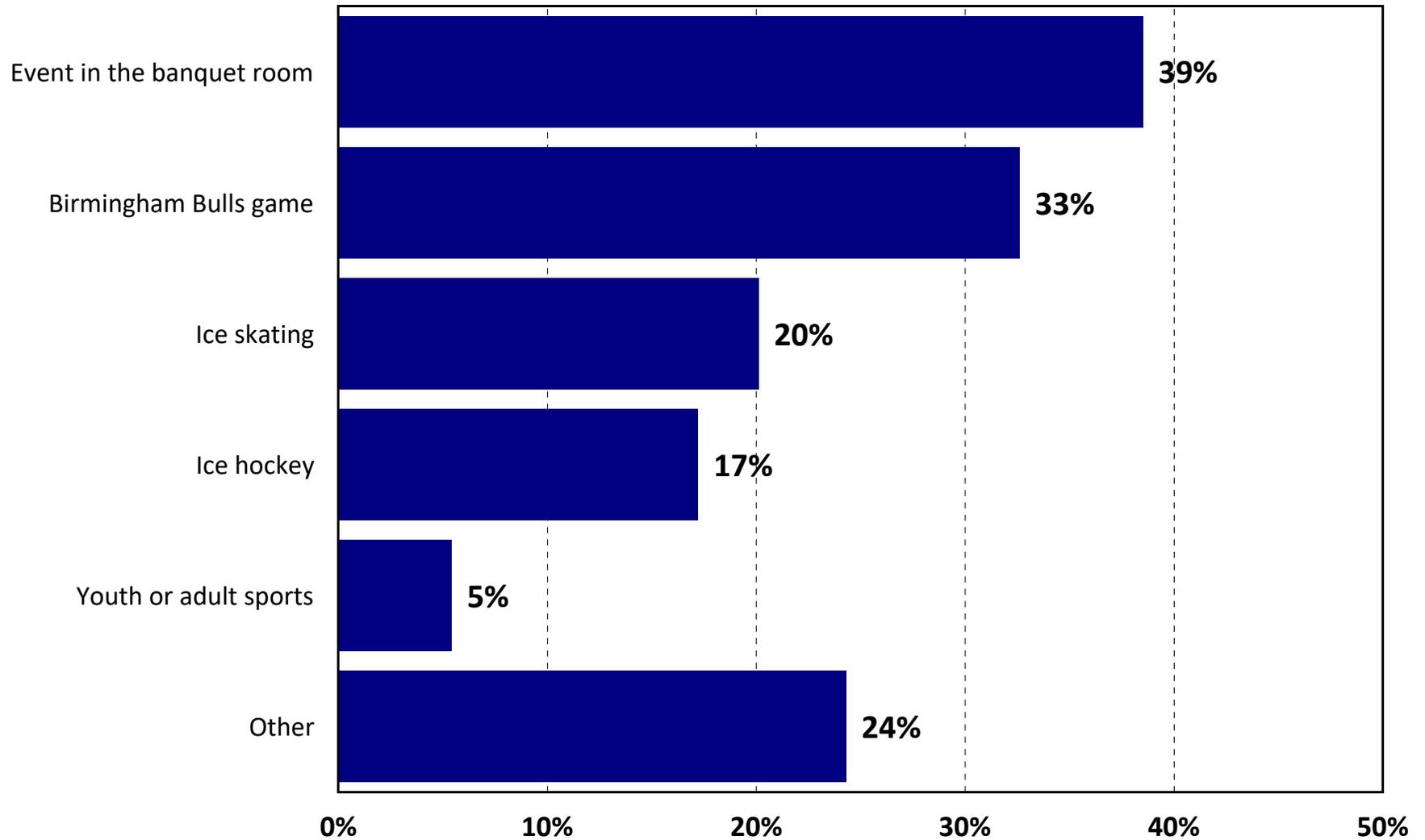
by percentage of respondents



# Q36. For what purpose did you visit the Pelham Civic Complex?

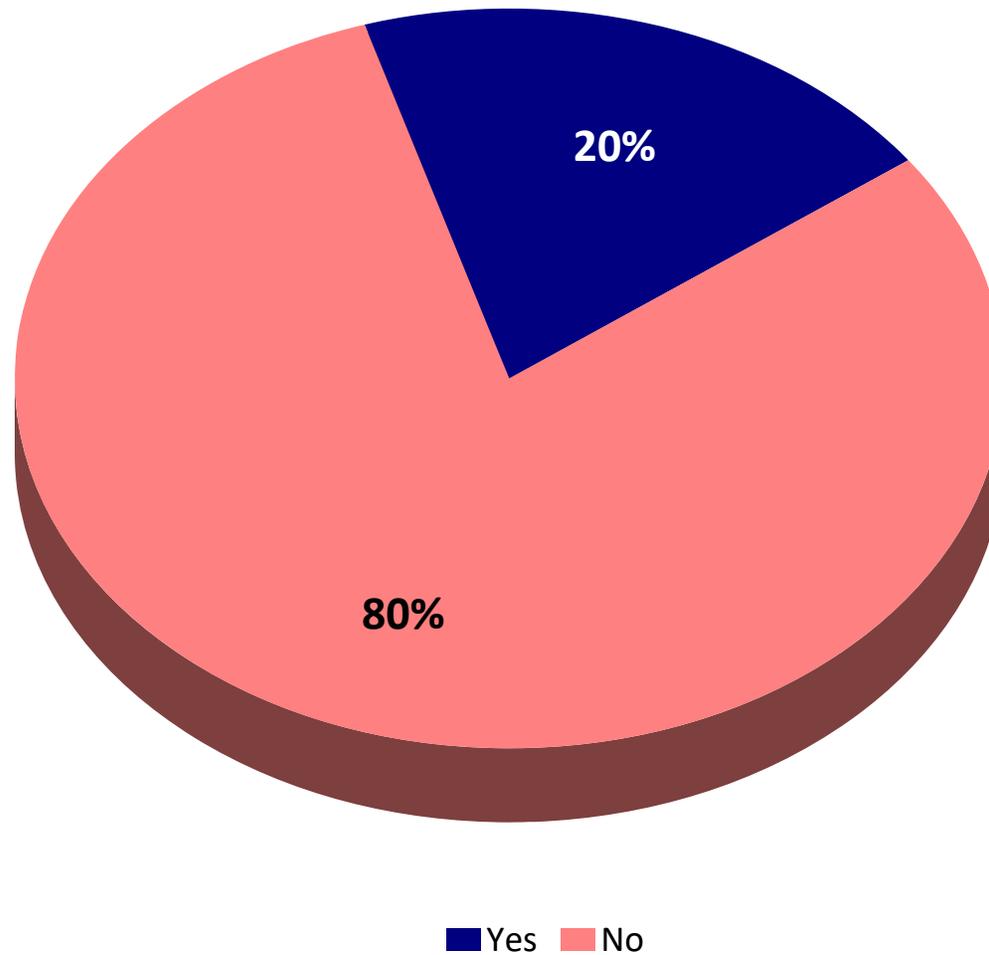
by percentage of respondents who visited the Pelham Civic Complex in the past year

(multiple selections could be made)



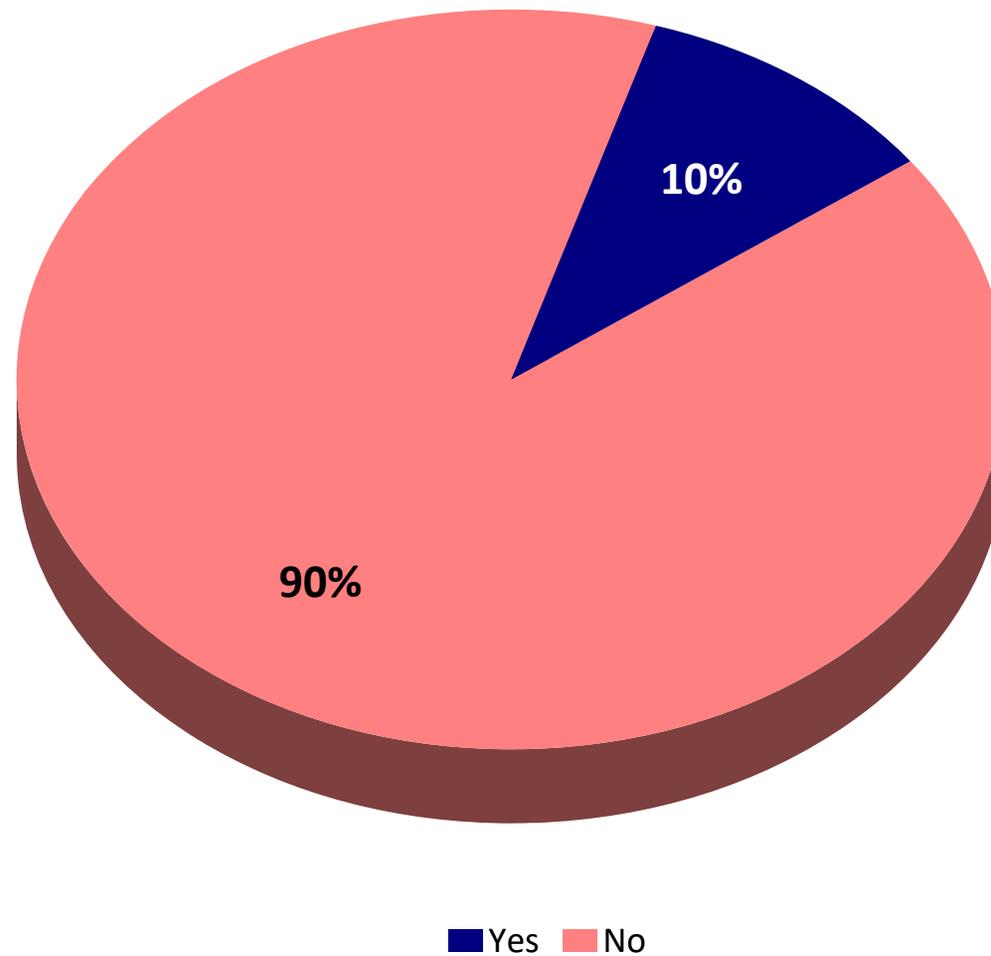
# Q37. Have you visited the Ballantrae Golf Club in the past year?

by percentage of respondents



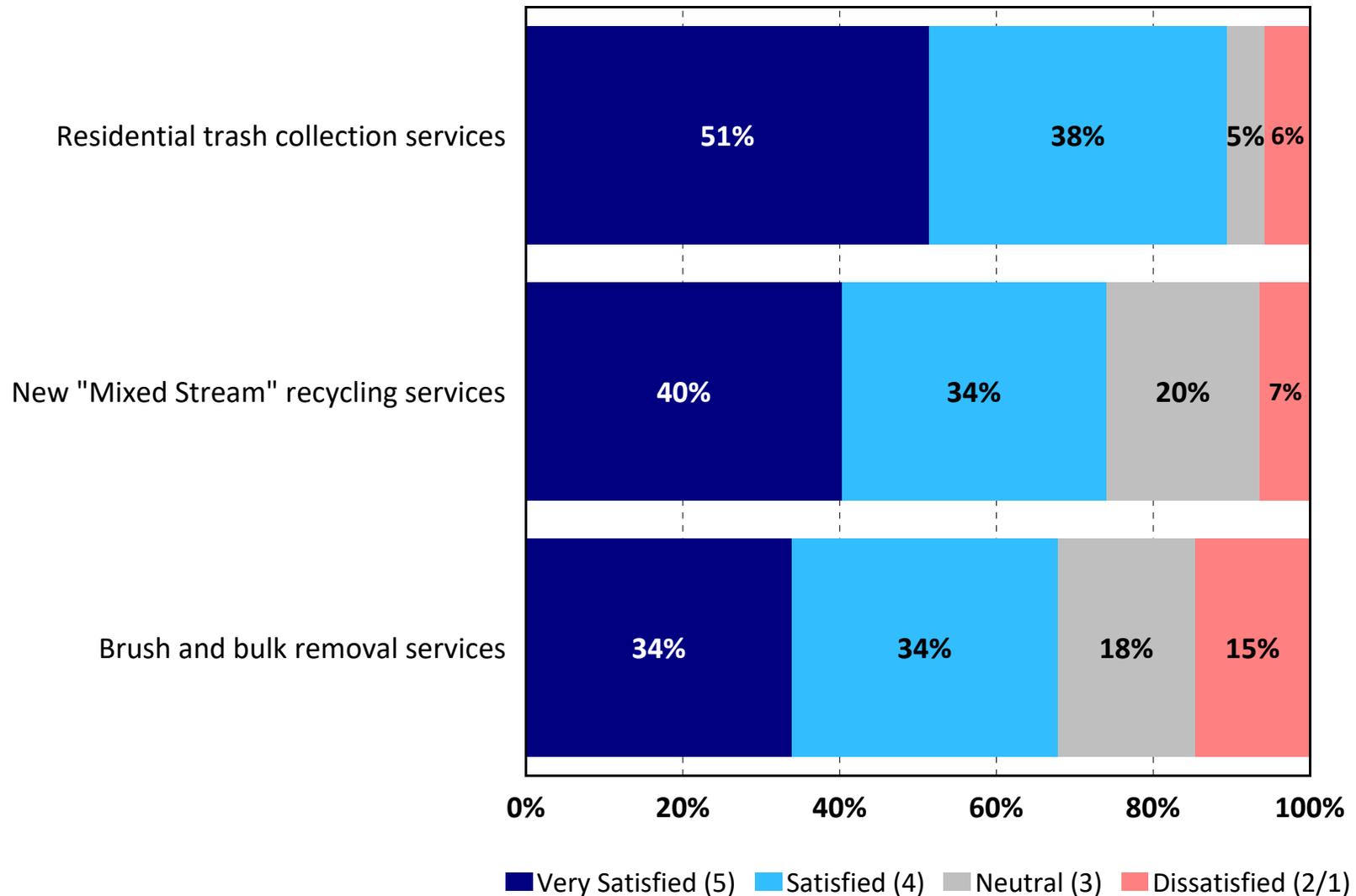
# Q38. Have you visited the Pelham Racquet Club in the past year?

by percentage of respondents



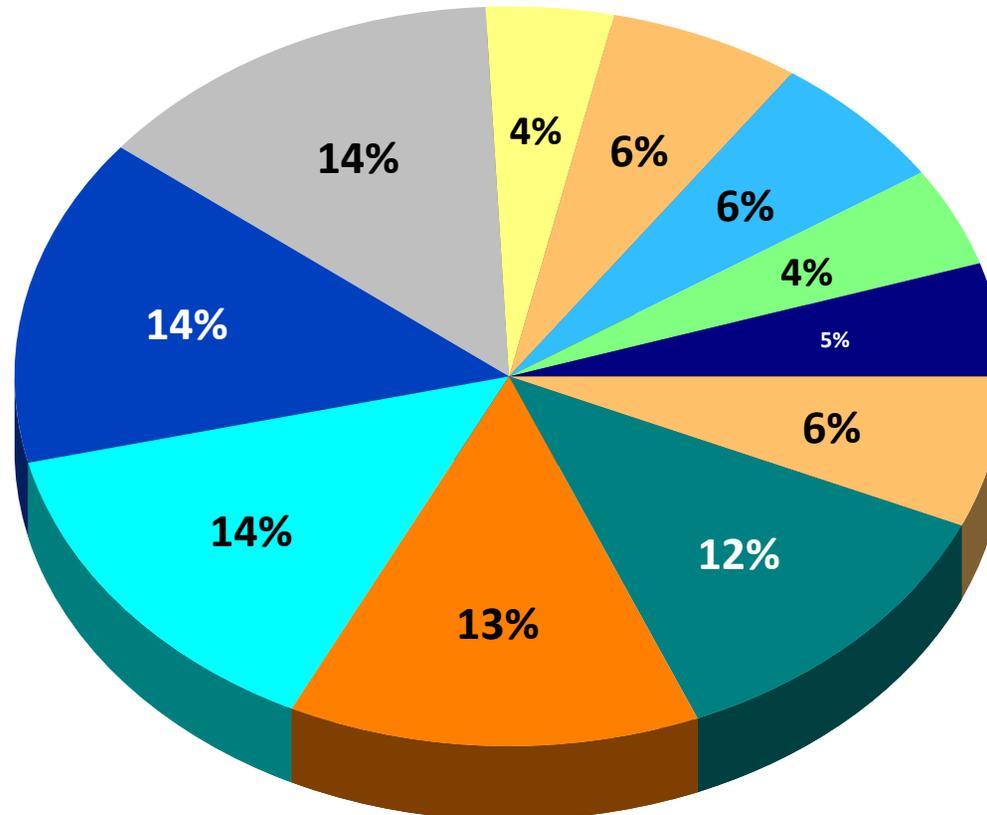
# Q39. Satisfaction with New Trash Services Provided by AmWaste

by percentage of respondents (excluding "don't know")



# Q40. Demographics: Ages of All Household Members

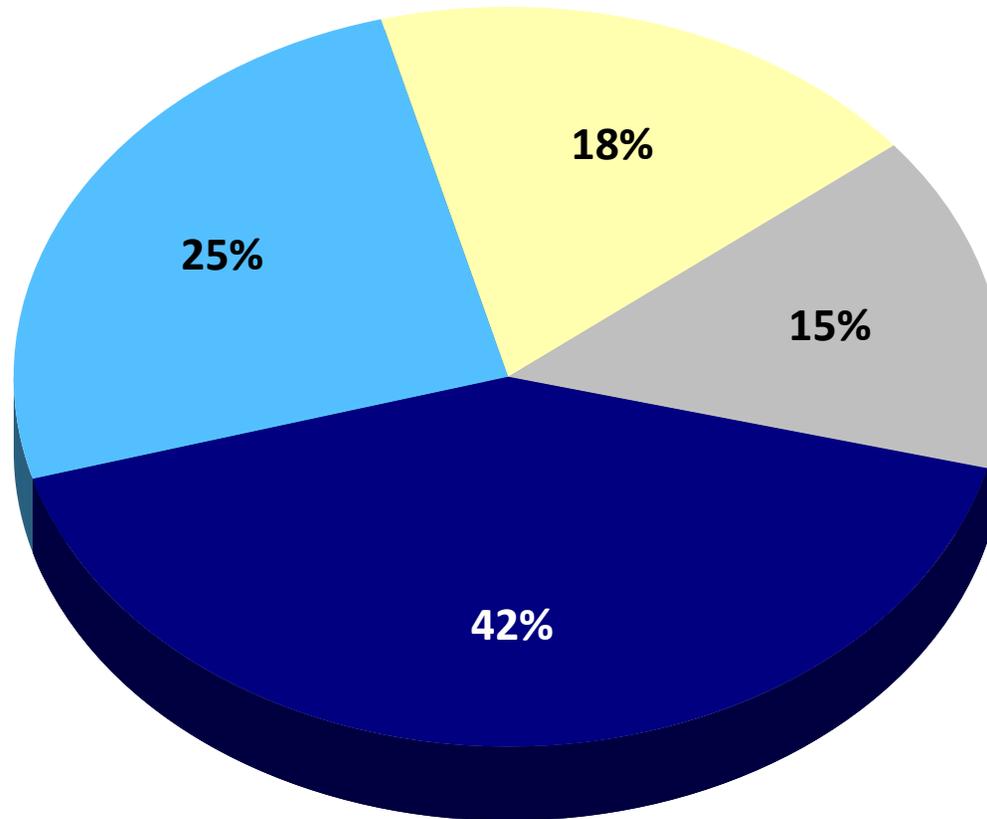
by percentage of persons in the household



- Under age 5
  Ages 5-9
  Ages 10-14
  Ages 15-19
- Ages 20-24
  Ages 25-34
  Ages 35-44
  Ages 45-54
- Ages 55-64
  Ages 65-74
  Ages 75+

# Q41. Demographics: Approximately how many years have you lived in the City of Pelham?

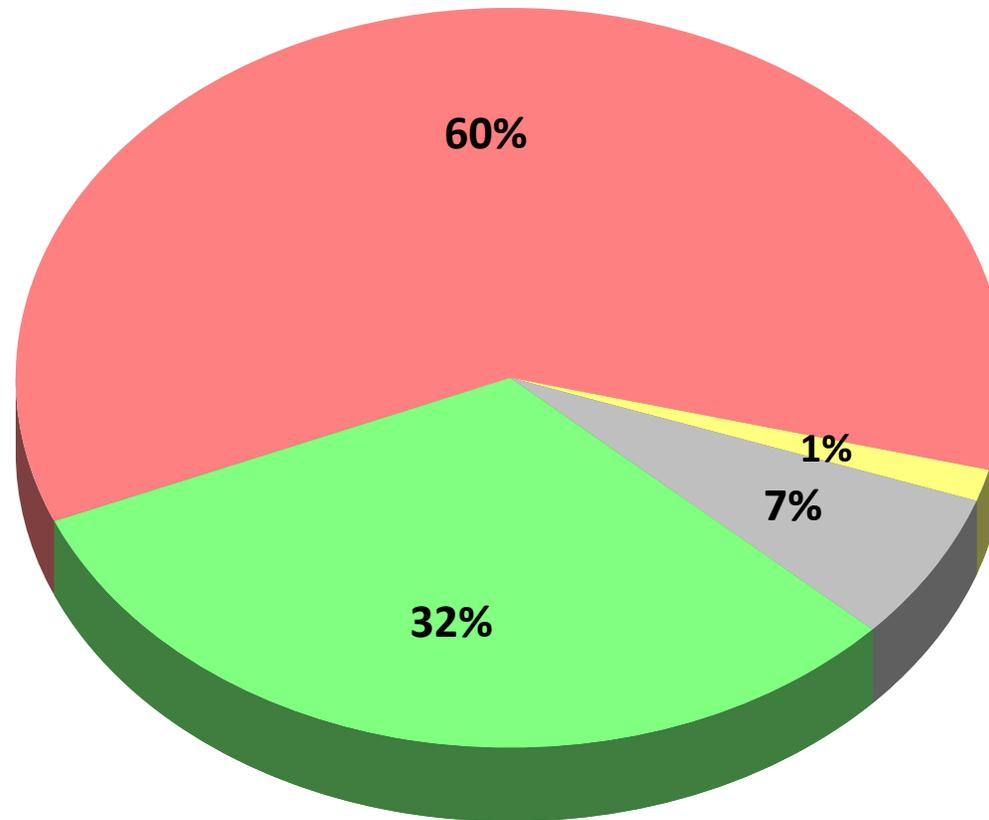
by percentage of respondents (excluding “not provided”)



■ Less than 5 years ■ 5 to 10 years ■ 11 to 20 years ■ 20+ years

# Q42. Demographics: How many people in your household work within the Pelham City limits?

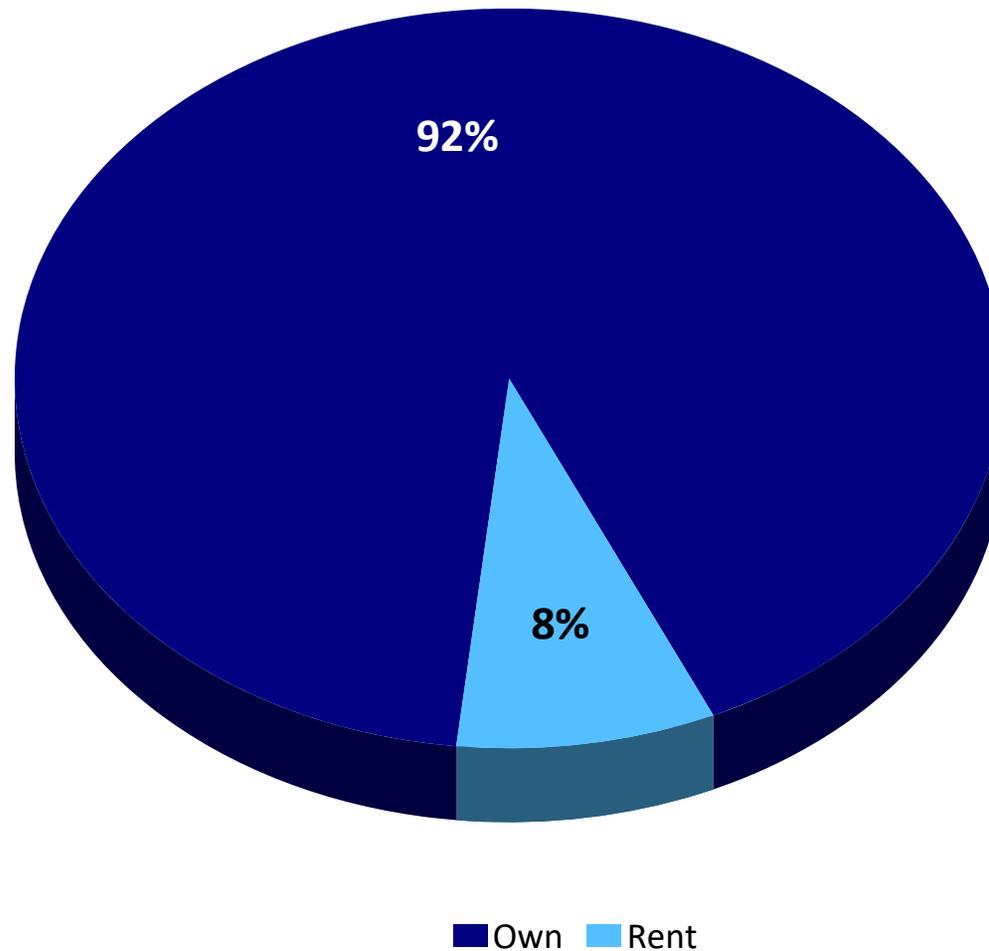
by percentage of respondents (excluding “not provided”)



None One Two Three

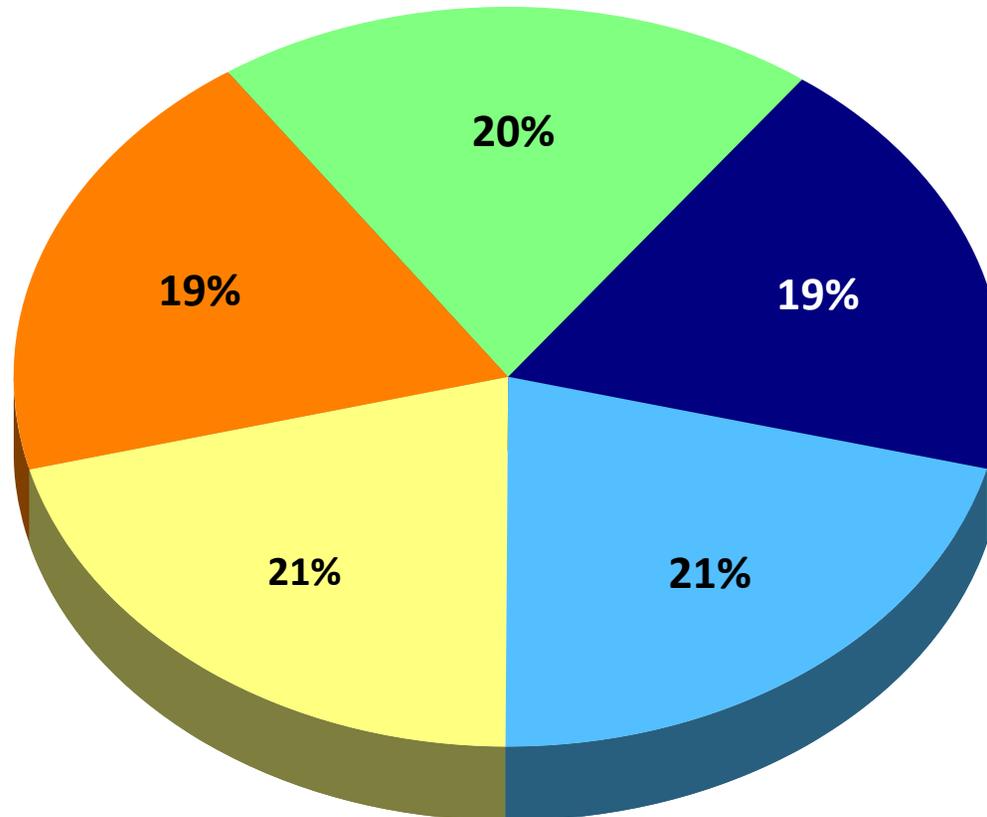
## Q43. Demographics: Do you own or rent your current residence?

by percentage of respondents (excluding “not provided”)



## Q44. Demographics: What is your age?

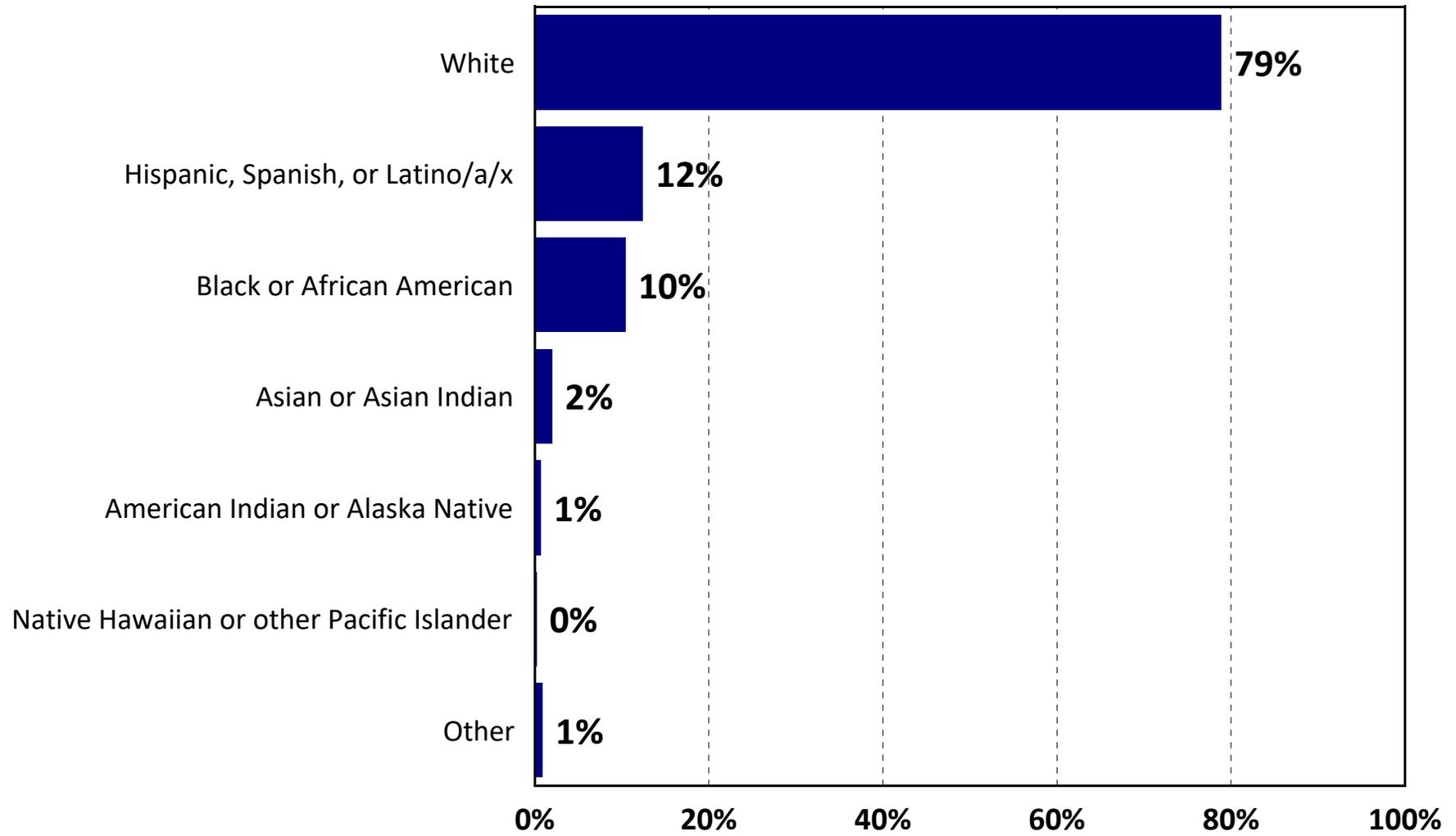
by percentage of respondents (excluding "not provided")



■ Under 35 ■ 35 to 44 ■ 45 to 54 ■ 55 to 64 ■ 65+

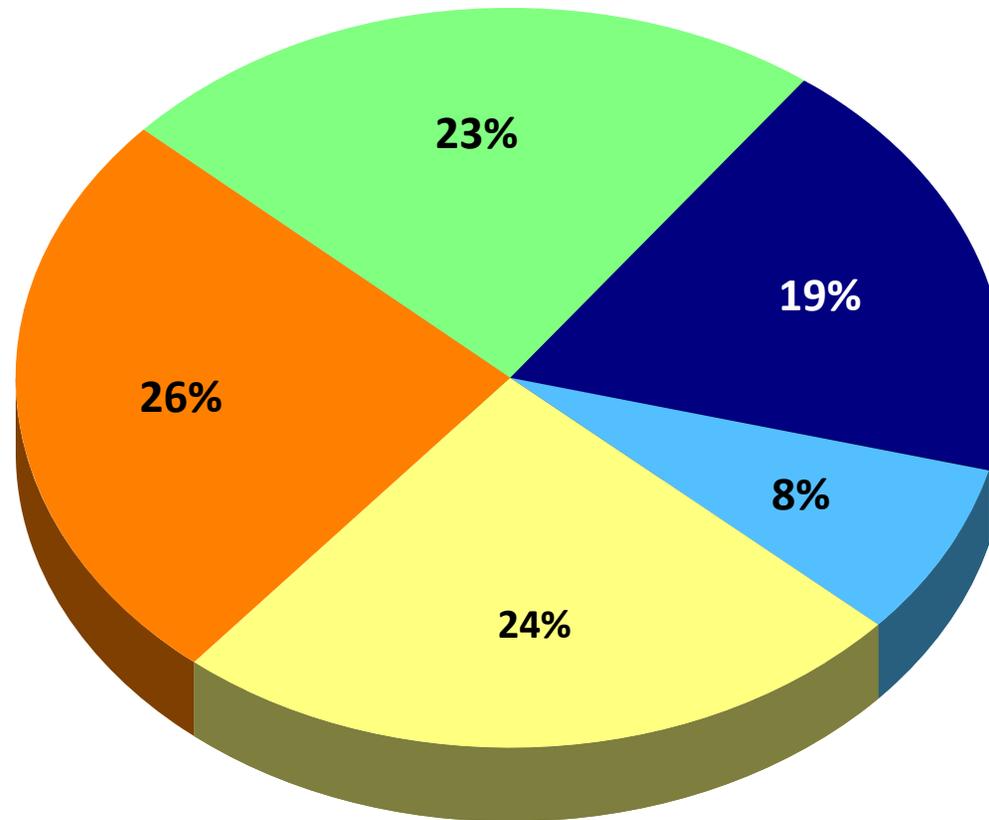
## Q45. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



# Q46. Demographics: Total Household Income

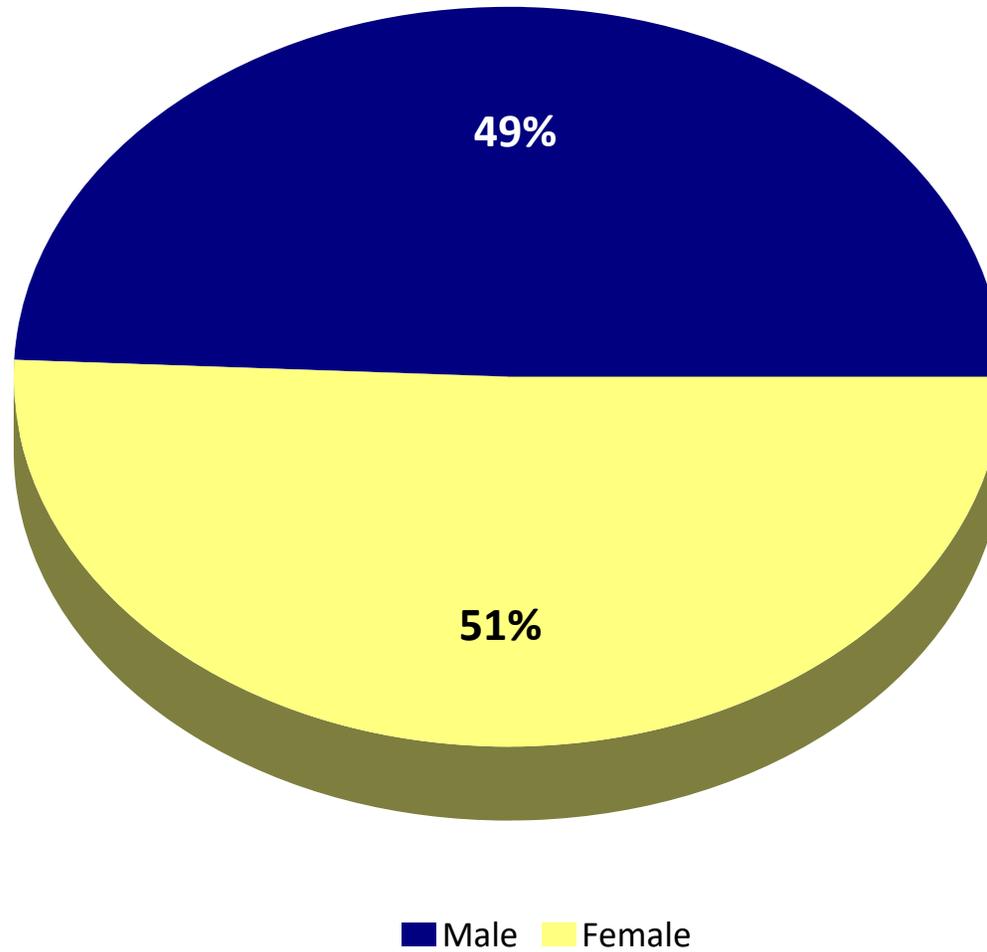
by percentage of respondents (excluding "not provided")



■ Under \$50K ■ \$50K to \$79,999 ■ \$80K to \$119,999 ■ \$120K to \$199,999 ■ \$200K+

## Q47. Demographics: Gender

by percentage of respondents (excluding "not provided")



*0.2% selected "Other"*



# 2

# Benchmarking Analysis

# Benchmarking Analysis



## Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall and winter of 2021 to a random sample of over 9,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the fall and winter of 2021 to a random sample of residents living in the Southeast Region of the United States. The Southeast Region includes the states of Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, South Carolina, and Tennessee.

The charts on the following pages show how the results for the City of Pelham compare to the national average and the Southeast regional average. The blue bar shows the results for Pelham. The red bar shows the Southeast regional average from communities that administered the *DirectionFinder*® survey during the fall and winter of 2021. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 9,000 U.S. residents during the fall and winter of 2021.

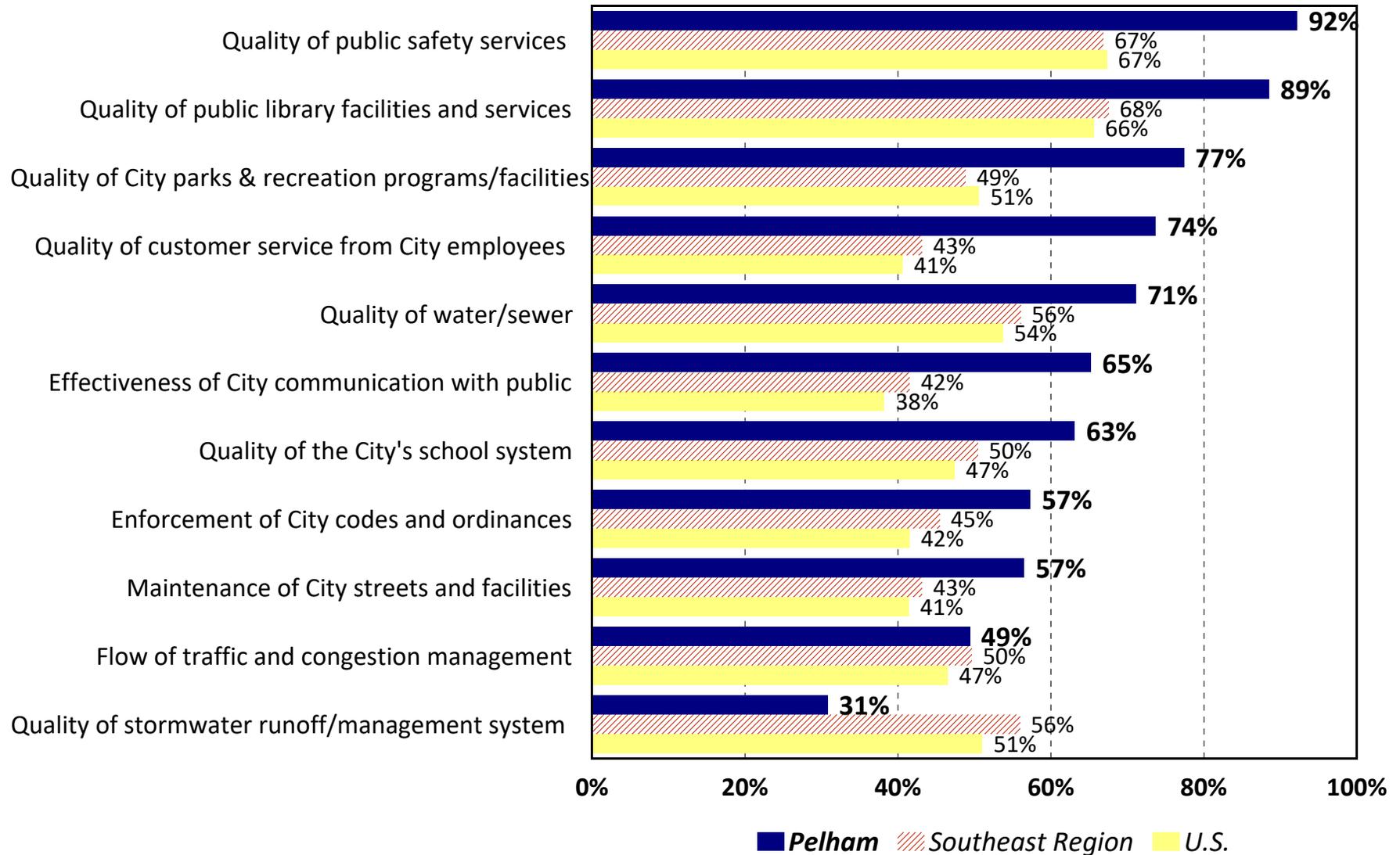
# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Pelham, AL is not authorized without written consent from ETC Institute.**

# Overall Satisfaction with Major Categories of City Services

## *Pelham vs. Southeast Region vs. the U.S.*

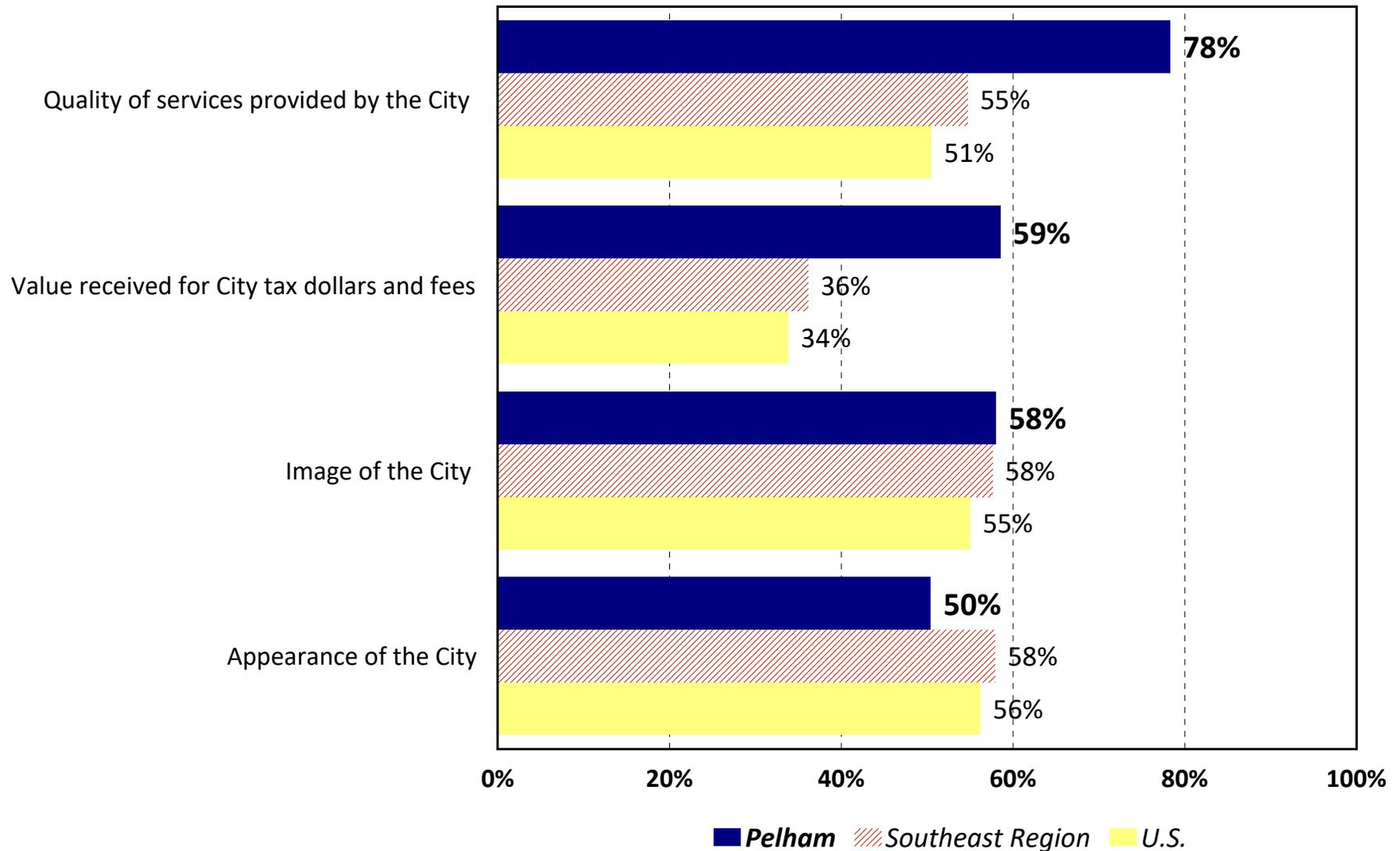
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



# Overall Satisfaction with Perceptions of the City

## *Pelham vs. Southeast Region vs. the U.S.*

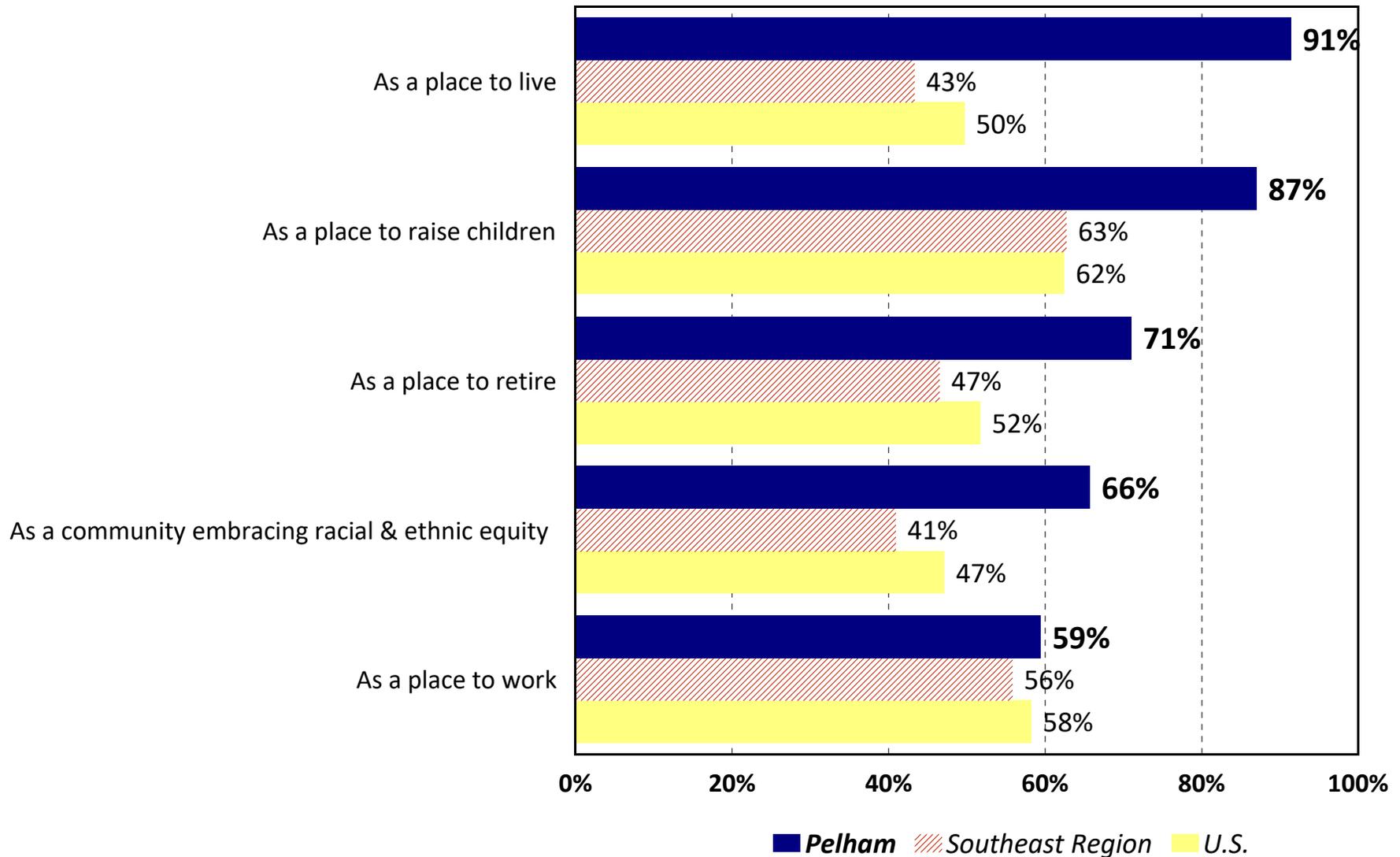
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



# Overall Ratings of the City

## *Pelham vs. Southeast Region vs. the U.S.*

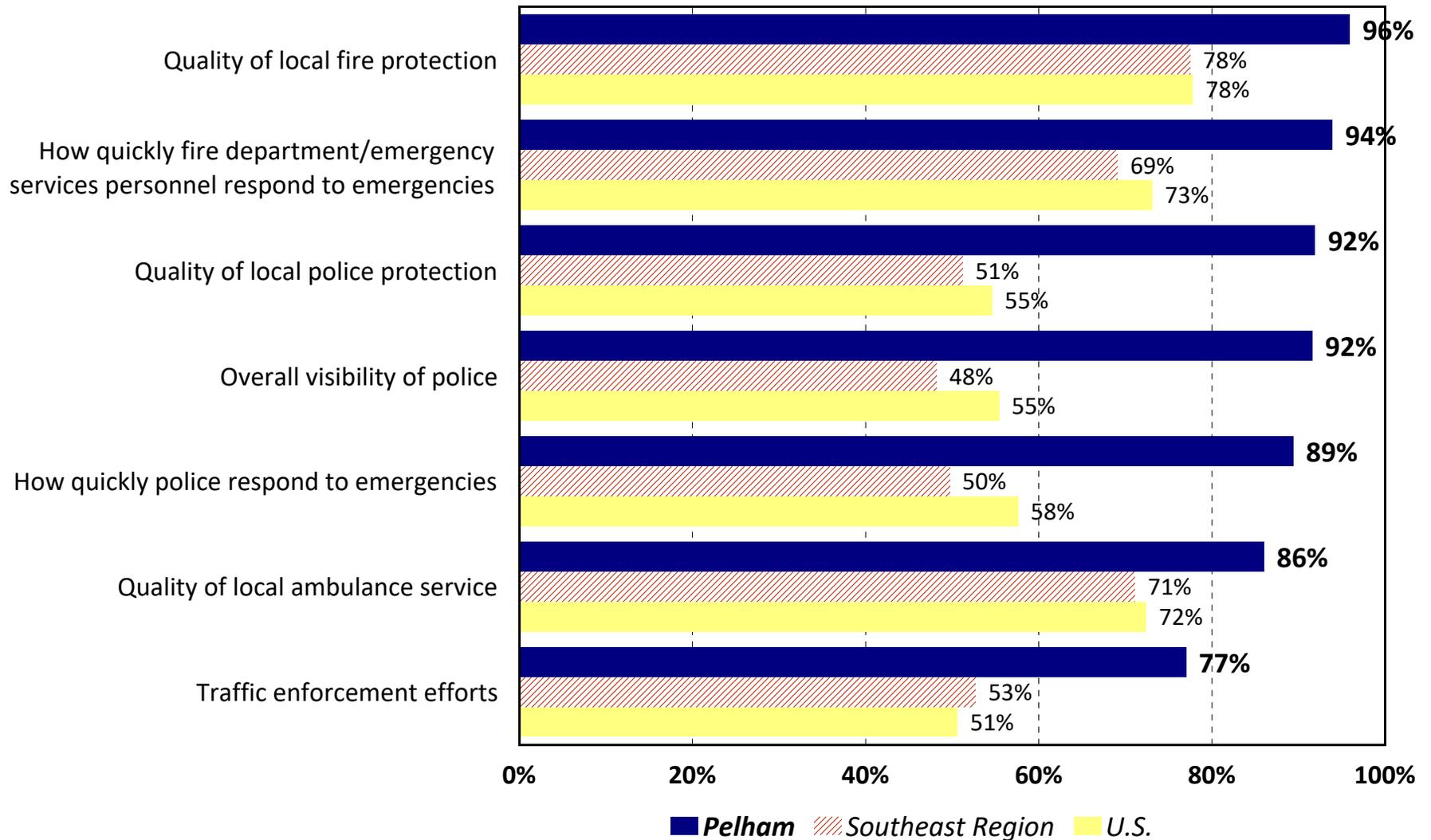
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding "don't know")



# Overall Satisfaction with Public Safety

## *Pelham vs. Southeast Region vs. the U.S.*

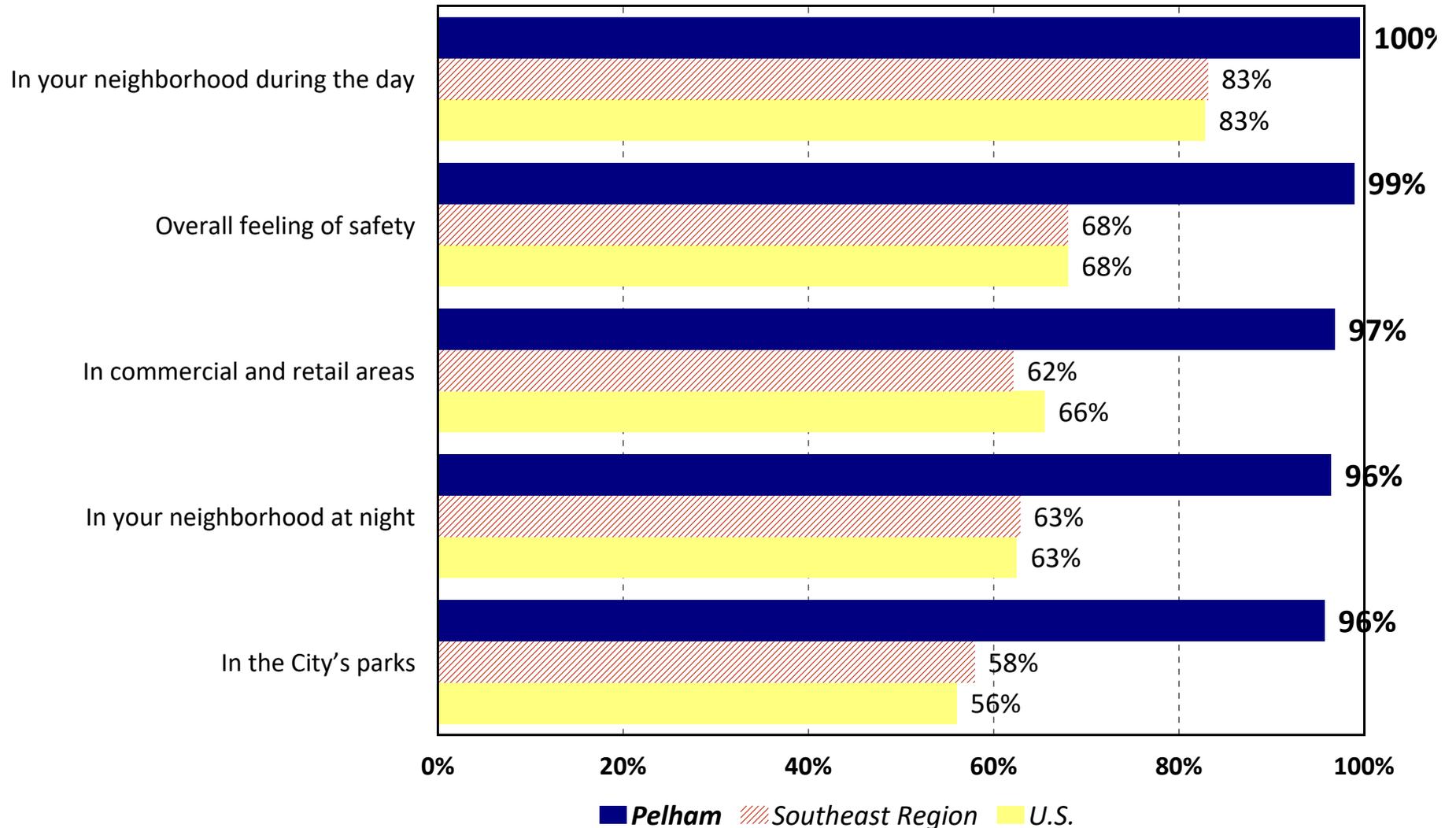
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



# Overall Perceptions of Safety

## *Pelham vs. Southeast Region vs. the U.S.*

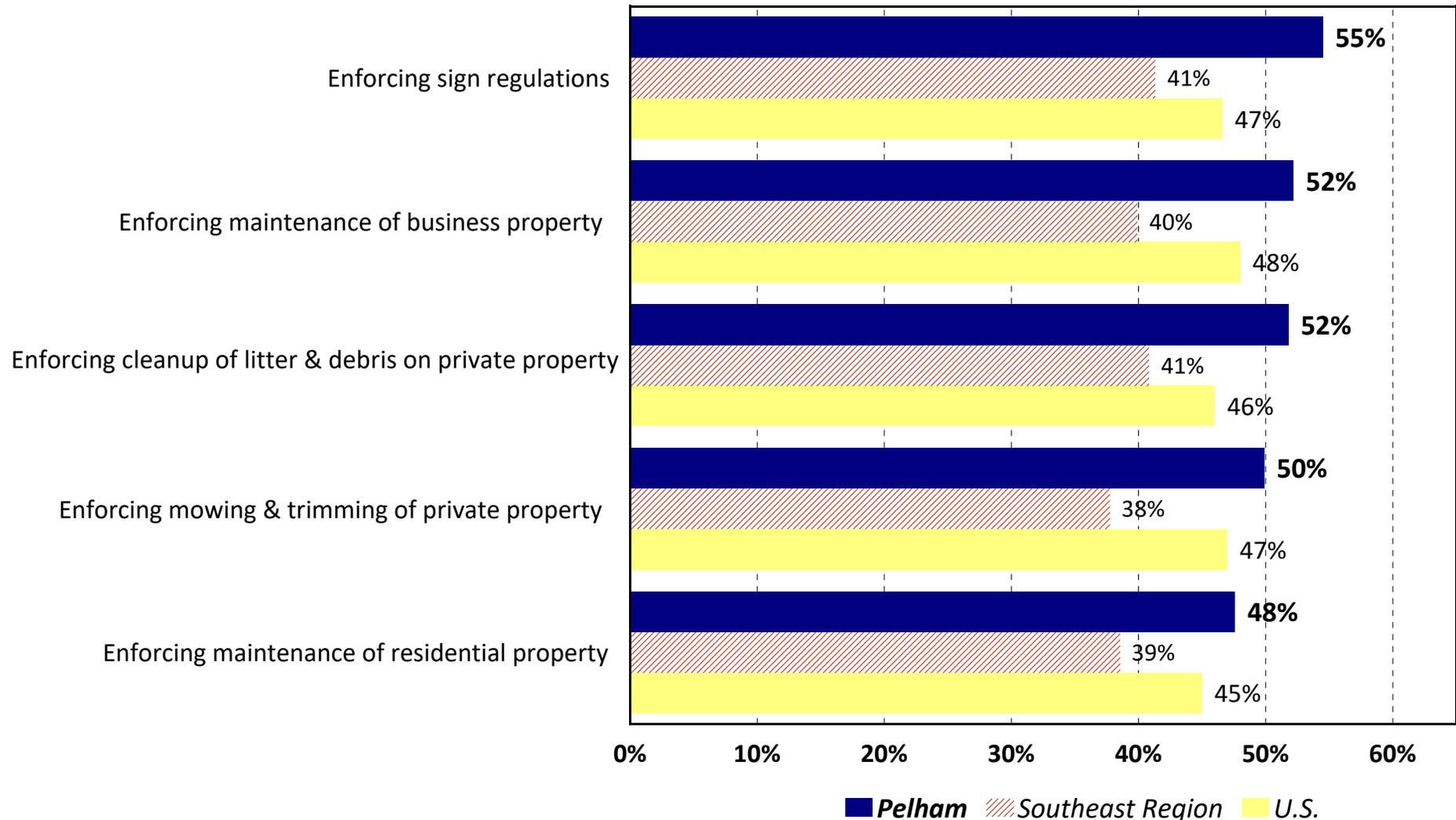
by percentage of respondents who rated the item 3 or 4 on a 4-point scale where 4 was "very safe" and 1 was "very unsafe" (excluding "don't know")



# Overall Satisfaction with Enforcement of Codes and Ordinances

## *Pelham vs. Southeast Region vs. the U.S.*

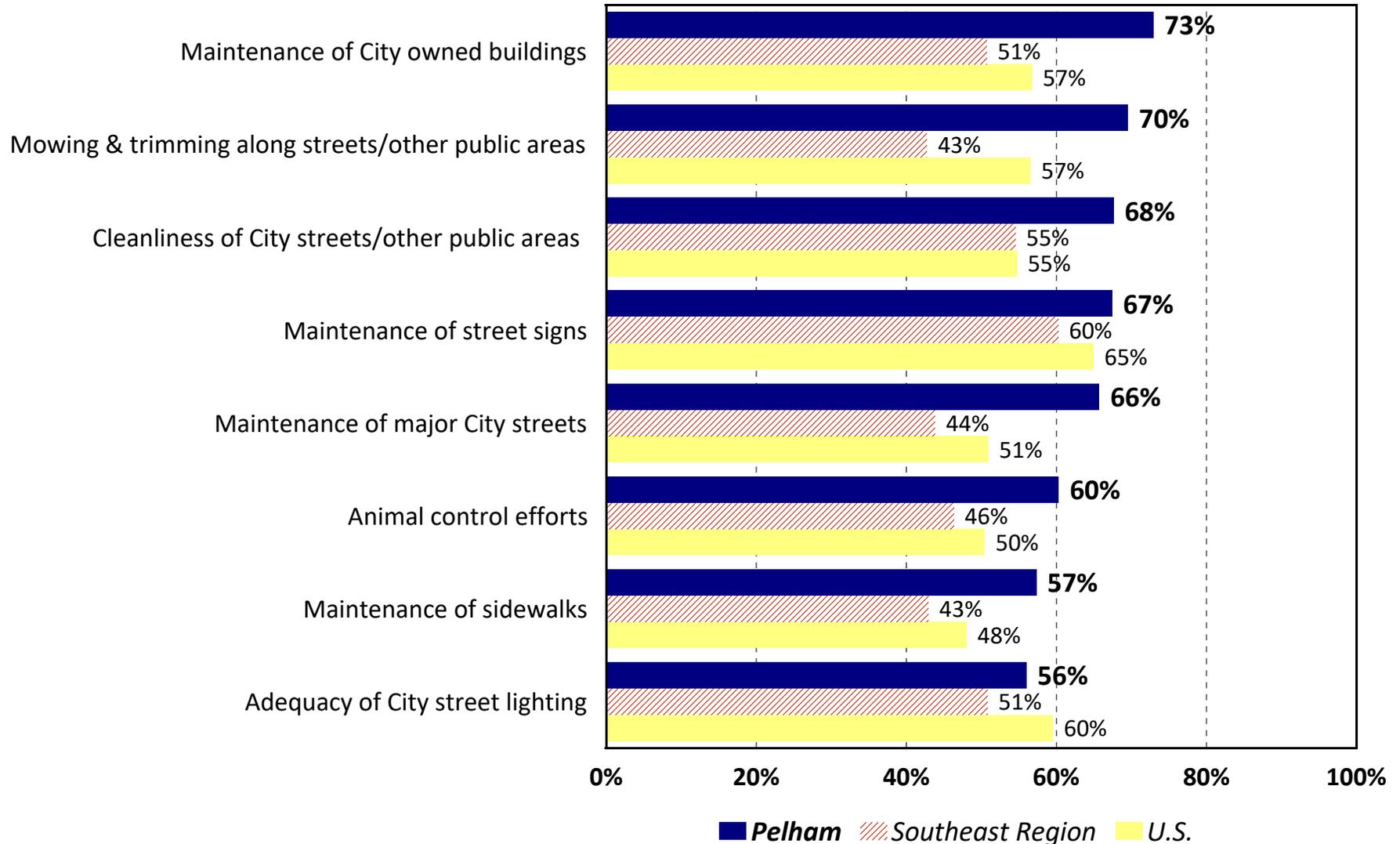
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



# Overall Satisfaction with City Maintenance

## *Pelham vs. Southeast Region vs. the U.S.*

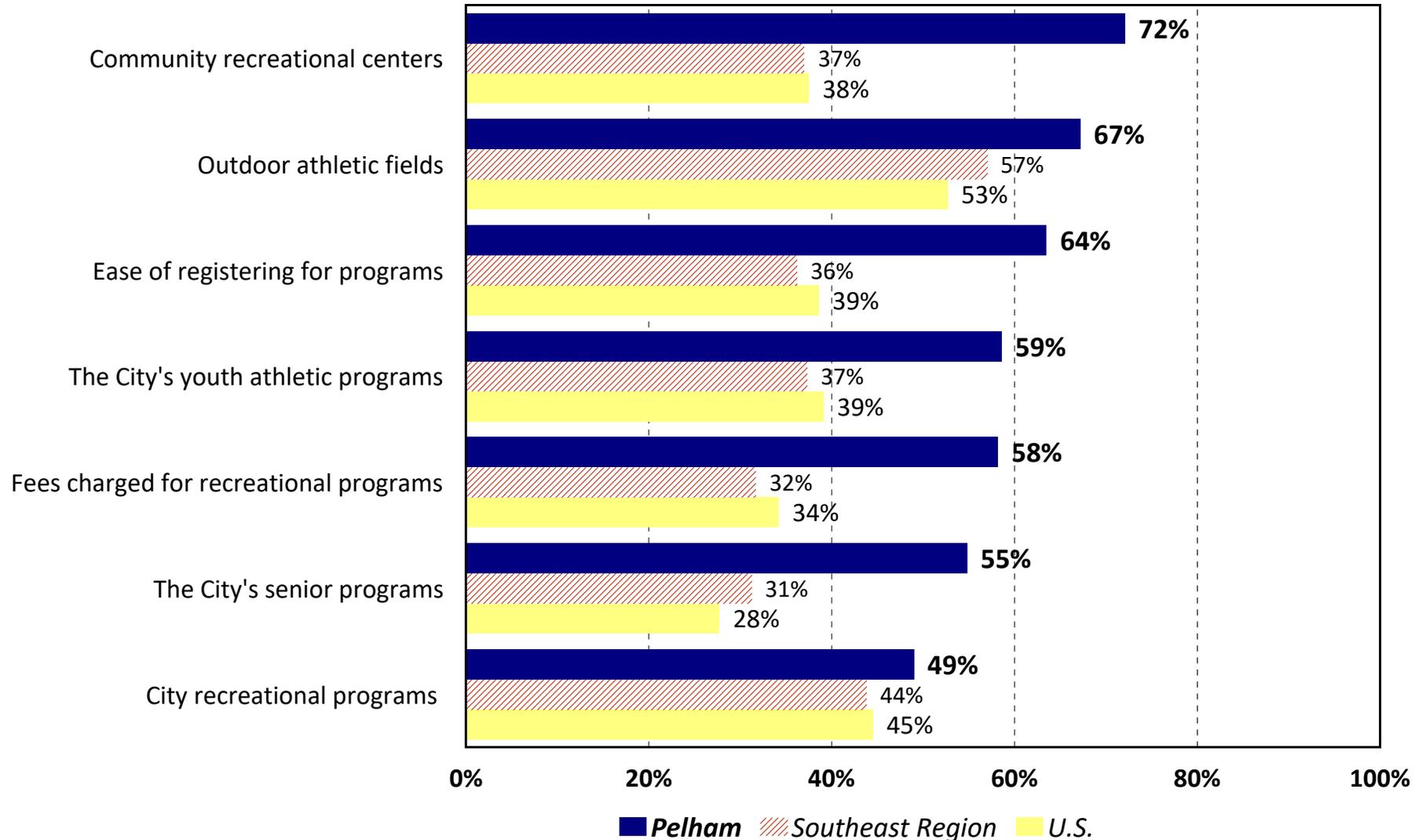
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



# Overall Satisfaction with Parks and Recreation

## *Pelham vs. Southeast Region vs. the U.S.*

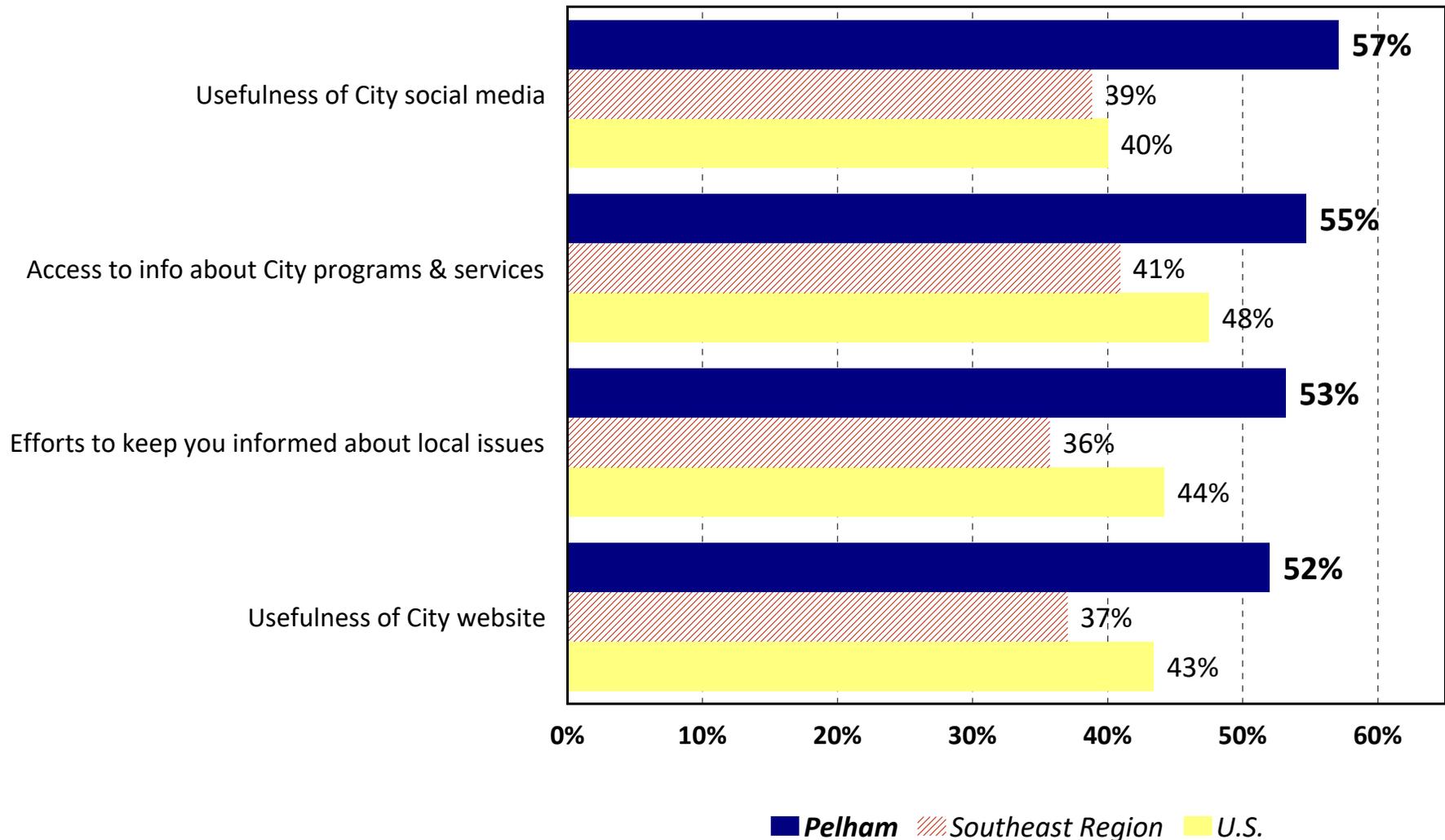
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



# Overall Satisfaction with Communication and Engagement

## *Pelham vs. Southeast Region vs. the U.S.*

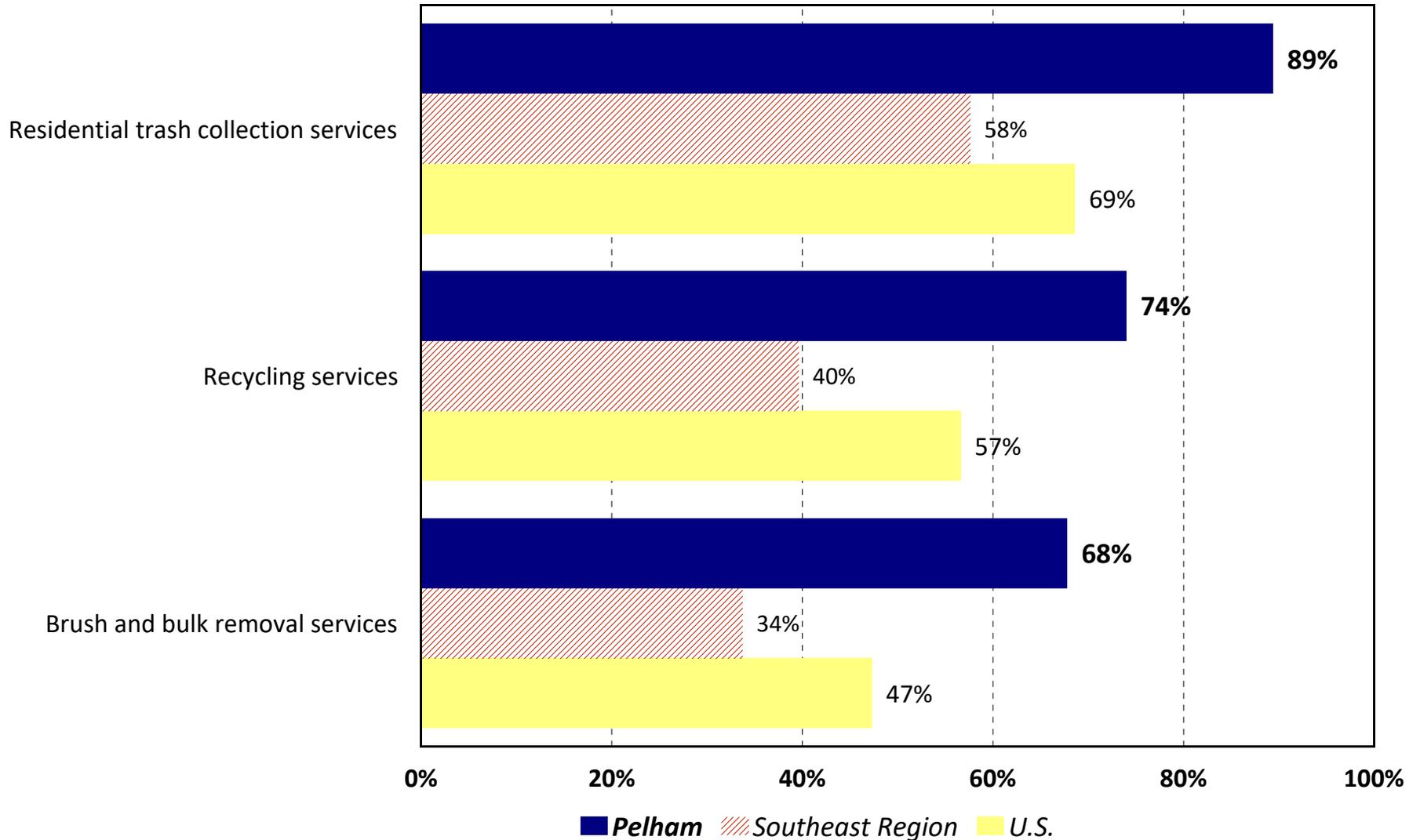
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



# Overall Satisfaction with Trash and Recycling

## *Pelham vs. Southeast Region vs. the U.S.*

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")





# **3** Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Respondents were asked to identify the major City services that should receive the most emphasis over the next two years. Nearly half (46.9%) of households selected "*quality of stormwater runoff/management system*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 30.8% of respondents surveyed rated "*quality of stormwater runoff/management system*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 46.9% was multiplied by 69.2% (1-0.308). This calculation yielded an I-S rating of 0.3245, which ranked first out of twelve major categories of City services analyzed.

# Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Pelham are provided on the following pages.

# Importance-Satisfaction Rating

## City of Pelham, AL

### 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>						
Quality of stormwater runoff/management system	47%	1	31%	12	0.3245	1
Flow of traffic and congestion management	40%	2	49%	10	0.2009	2
<b><u>High Priority (IS .10-.20)</u></b>						
Satisfaction with economic development	33%	5	48%	11	0.1727	3
Maintenance of City streets and facilities	38%	3	57%	9	0.1662	4
Quality of the City's school system	37%	4	63%	7	0.1354	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of City codes and ordinances	13%	9	57%	8	0.0559	6
Effectiveness of City communication with the public	13%	8	65%	6	0.0459	7
Quality of City parks & recreation programs/facilities	20%	7	77%	3	0.0445	8
Quality of water/sewer	11%	10	71%	5	0.0315	9
Quality of public safety services	21%	6	92%	1	0.0160	10
Quality of customer service from City employees	5%	11	74%	4	0.0124	11
Quality of public library facilities and services	1%	12	89%	2	0.0015	12

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# Importance-Satisfaction Rating

## City of Pelham, AL

### Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
None						
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Traffic enforcement efforts	36%	2	77%	8	0.0821	1
Quality of local police protection	42%	1	92%	3	0.0339	2
Credibility of the police department	26%	5	89%	6	0.0292	3
Quality of local ambulance service	18%	8	86%	7	0.0248	4
How quickly police respond to emergencies	23%	6	89%	5	0.0247	5
Overall visibility of police	29%	3	92%	4	0.0240	6
How quickly fire department/emergency services personnel respond to emergencies	28%	4	94%	2	0.0172	7
Quality of local fire protection	22%	7	96%	1	0.0091	8

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# Importance-Satisfaction Rating

## City of Pelham, AL

### City Maintenance

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>						
Adequacy of City street lighting	49%	2	56%	8	0.2143	1
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of major City streets	55%	1	66%	5	0.1890	2
Cleanliness of City streets/other public areas	44%	3	68%	3	0.1426	3
Mowing & trimming along streets/other public areas	37%	4	70%	2	0.1119	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Maintenance of sidewalks	18%	6	57%	7	0.0786	5
Animal control efforts	19%	5	60%	6	0.0738	6
Maintenance of street signs	16%	7	67%	4	0.0522	7
Maintenance of City owned buildings	13%	8	73%	1	0.0355	8

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# Importance-Satisfaction Rating

## City of Pelham, AL

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Number of walking and biking trails	40%	1	59%	6	0.1623	1
The City's senior programs	24%	5	55%	9	0.1098	2
City recreational programs	21%	7	49%	10	0.1086	3
The City's youth athletic programs	25%	4	59%	7	0.1014	4
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Maintenance of City parks	34%	2	73%	1	0.0919	5
Number of City parks	26%	3	71%	3	0.0738	6
Community recreational centers	22%	6	72%	2	0.0619	7
Outdoor athletic fields	15%	8	67%	4	0.0495	8
Fees charged for recreational programs	12%	9	58%	8	0.0493	9
Ease of registering for programs	7%	10	64%	5	0.0266	10

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding "don't knows." Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# 4

# Tabular Data

**Q1. Overall Satisfaction with City Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following services.**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Quality of City's school system	11.8%	27.3%	18.0%	3.6%	1.3%	38.0%
Q1-2. Overall quality of public safety services (e.g., police, fire)	44.2%	46.0%	6.0%	1.3%	0.2%	2.2%
Q1-3. Overall quality of City parks & recreation programs & facilities	26.2%	46.2%	14.9%	5.8%	0.4%	6.4%
Q1-4. Overall maintenance of City streets & facilities	12.4%	43.8%	21.6%	16.4%	5.3%	0.4%
Q1-5. Overall enforcement of City codes & ordinances	11.1%	39.1%	25.3%	10.0%	2.2%	12.2%
Q1-6. Overall quality of customer service you receive from City employees	25.8%	41.3%	20.0%	2.2%	1.8%	8.9%
Q1-7. Overall effectiveness of City communication with the public	17.8%	46.0%	20.9%	10.7%	2.4%	2.2%
Q1-8. Overall quality of City's stormwater runoff/stormwater management system	7.3%	20.9%	23.3%	24.2%	15.8%	8.4%
Q1-9. Overall quality of public library facilities & services	42.0%	33.6%	9.8%	0.0%	0.0%	14.7%
Q1-10. Overall flow of traffic & congestion management in City	8.7%	40.0%	23.1%	21.6%	5.1%	1.6%
Q1-11. Overall quality of water/sewer	19.3%	50.9%	16.9%	9.3%	2.4%	1.1%
Q1-12. Overall satisfaction with economic development	11.1%	34.7%	28.0%	17.6%	3.3%	5.3%

**WITHOUT "DON'T KNOW"**

**Q1. Overall Satisfaction with City Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following services. (without "don't know")**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Quality of City's school system	19.0%	44.1%	29.0%	5.7%	2.2%
Q1-2. Overall quality of public safety services (e.g., police, fire)	45.2%	47.0%	6.1%	1.4%	0.2%
Q1-3. Overall quality of City parks & recreation programs & facilities	28.0%	49.4%	15.9%	6.2%	0.5%
Q1-4. Overall maintenance of City streets & facilities	12.5%	44.0%	21.7%	16.5%	5.4%
Q1-5. Overall enforcement of City codes & ordinances	12.7%	44.6%	28.9%	11.4%	2.5%
Q1-6. Overall quality of customer service you receive from City employees	28.3%	45.4%	22.0%	2.4%	2.0%
Q1-7. Overall effectiveness of City communication with the public	18.2%	47.0%	21.4%	10.9%	2.5%
Q1-8. Overall quality of City's stormwater runoff/stormwater management system	8.0%	22.8%	25.5%	26.5%	17.2%
Q1-9. Overall quality of public library facilities & services	49.2%	39.3%	11.5%	0.0%	0.0%
Q1-10. Overall flow of traffic & congestion management in City	8.8%	40.6%	23.5%	21.9%	5.2%
Q1-11. Overall quality of water/sewer	19.6%	51.5%	17.1%	9.4%	2.5%
Q1-12. Overall satisfaction with economic development	11.7%	36.6%	29.6%	18.5%	3.5%

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	93	20.7 %
Overall quality of public safety services (e.g., police, fire)	31	6.9 %
Overall quality of City parks & recreation programs & facilities	19	4.2 %
Overall maintenance of City streets & facilities	48	10.7 %
Overall enforcement of City codes & ordinances	11	2.4 %
Overall quality of customer service you receive from City employees	5	1.1 %
Overall effectiveness of City communication with the public	12	2.7 %
Overall quality of City's stormwater runoff/stormwater management system	90	20.0 %
Overall quality of public library facilities & services	1	0.2 %
Overall flow of traffic & congestion management in City	55	12.2 %
Overall quality of water/sewer	15	3.3 %
Overall satisfaction with economic development	49	10.9 %
None chosen	21	4.7 %
Total	450	100.0 %

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	39	8.7 %
Overall quality of public safety services (e.g., police, fire)	34	7.6 %
Overall quality of City parks & recreation programs & facilities	32	7.1 %
Overall maintenance of City streets & facilities	68	15.1 %
Overall enforcement of City codes & ordinances	25	5.6 %
Overall quality of customer service you receive from City employees	4	0.9 %
Overall effectiveness of City communication with the public	26	5.8 %
Overall quality of City's stormwater runoff/stormwater management system	68	15.1 %
Overall quality of public library facilities & services	3	0.7 %
Overall flow of traffic & congestion management in City	60	13.3 %
Overall quality of water/sewer	12	2.7 %
Overall satisfaction with economic development	48	10.7 %
None chosen	31	6.9 %
Total	450	100.0 %

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	33	7.3 %
Overall quality of public safety services (e.g., police, fire)	27	6.0 %
Overall quality of City parks & recreation programs & facilities	38	8.4 %
Overall maintenance of City streets & facilities	56	12.4 %
Overall enforcement of City codes & ordinances	23	5.1 %
Overall quality of customer service you receive from City employees	12	2.7 %
Overall effectiveness of City communication with the public	21	4.7 %
Overall quality of City's stormwater runoff/stormwater management system	53	11.8 %
Overall quality of public library facilities & services	2	0.4 %
Overall flow of traffic & congestion management in City	64	14.2 %
Overall quality of water/sewer	22	4.9 %
Overall satisfaction with economic development	53	11.8 %
<u>None chosen</u>	<u>46</u>	<u>10.2 %</u>
Total	450	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	165	36.7 %
Overall quality of public safety services (e.g., police, fire)	92	20.4 %
Overall quality of City parks & recreation programs & facilities	89	19.8 %
Overall maintenance of City streets & facilities	172	38.2 %
Overall enforcement of City codes & ordinances	59	13.1 %
Overall quality of customer service you receive from City employees	21	4.7 %
Overall effectiveness of City communication with the public	59	13.1 %
Overall quality of City's stormwater runoff/stormwater management system	211	46.9 %
Overall quality of public library facilities & services	6	1.3 %
Overall flow of traffic & congestion management in City	179	39.8 %
Overall quality of water/sewer	49	10.9 %
Overall satisfaction with economic development	150	33.3 %
<u>None chosen</u>	<u>21</u>	<u>4.7 %</u>
Total	1273	

**Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Pelham using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Pelham	18.0%	59.6%	18.7%	2.7%	0.2%	0.9%
Q3-2. Overall value that you receive for your City tax dollars & fees	13.1%	43.6%	28.4%	11.1%	0.7%	3.1%
Q3-3. Overall image of City (how we are perceived)	11.6%	45.6%	25.3%	12.7%	3.3%	1.6%
Q3-4. Overall quality of life in City	22.0%	56.2%	16.7%	3.1%	0.7%	1.3%
Q3-5. Overall appearance of City	10.0%	40.2%	29.3%	16.2%	3.8%	0.4%

**WITHOUT "DON'T KNOW"**

**Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Pelham using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Pelham	18.2%	60.1%	18.8%	2.7%	0.2%
Q3-2. Overall value that you receive for your City tax dollars & fees	13.5%	45.0%	29.4%	11.5%	0.7%
Q3-3. Overall image of City (how we are perceived)	11.7%	46.3%	25.7%	12.9%	3.4%
Q3-4. Overall quality of life in City	22.3%	57.0%	16.9%	3.2%	0.7%
Q3-5. Overall appearance of City	10.0%	40.4%	29.5%	16.3%	3.8%

**Q4. Please rate the City of Pelham with regard to each of the following items using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=450)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	34.7%	56.7%	6.4%	1.8%	0.4%	0.0%
Q4-2. As a place to raise children	29.3%	48.2%	8.0%	3.3%	0.2%	10.9%
Q4-3. As a place to work	15.6%	30.2%	23.8%	6.4%	1.1%	22.9%
Q4-4. As a place to retire	23.8%	41.1%	16.0%	7.6%	2.9%	8.7%
Q4-5. As a place where I feel welcome	27.8%	47.8%	18.9%	3.1%	1.8%	0.7%
Q4-6. As a place to do business	17.1%	42.2%	20.7%	5.6%	2.7%	11.8%
Q4-7. As a community embracing racial & ethnic equity	19.1%	37.1%	20.4%	6.0%	2.9%	14.4%
Q4-8. As a community headed in the right direction	19.6%	46.4%	21.6%	7.8%	2.7%	2.0%

**WITHOUT "DON'T KNOW"**

**Q4. Please rate the City of Pelham with regard to each of the following items using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=450)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	34.7%	56.7%	6.4%	1.8%	0.4%
Q4-2. As a place to raise children	32.9%	54.1%	9.0%	3.7%	0.2%
Q4-3. As a place to work	20.2%	39.2%	30.8%	8.4%	1.4%
Q4-4. As a place to retire	26.0%	45.0%	17.5%	8.3%	3.2%
Q4-5. As a place where I feel welcome	28.0%	48.1%	19.0%	3.1%	1.8%
Q4-6. As a place to do business	19.4%	47.9%	23.4%	6.3%	3.0%
Q4-7. As a community embracing racial & ethnic equity	22.3%	43.4%	23.9%	7.0%	3.4%
Q4-8. As a community headed in the right direction	20.0%	47.4%	22.0%	7.9%	2.7%

**Q5(1-5). Pelham Police Department. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall quality of local police protection	44.0%	46.4%	6.9%	0.4%	0.7%	1.6%
Q5-2. Overall credibility of police department	42.4%	42.9%	8.9%	1.1%	0.7%	4.0%
Q5-3. Overall visibility of police	44.2%	46.0%	5.6%	2.2%	0.4%	1.6%
Q5-4. Traffic enforcement efforts	28.9%	46.0%	16.9%	4.2%	1.3%	2.7%
Q5-5. How quickly police respond to emergencies	36.2%	35.1%	7.1%	0.9%	0.4%	20.2%

**WITHOUT "DON'T KNOW"**

**Q5(1-5). Pelham Police Department. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall quality of local police protection	44.7%	47.2%	7.0%	0.5%	0.7%
Q5-2. Overall credibility of police department	44.2%	44.7%	9.3%	1.2%	0.7%
Q5-3. Overall visibility of police	44.9%	46.7%	5.6%	2.3%	0.5%
Q5-4. Traffic enforcement efforts	29.7%	47.3%	17.4%	4.3%	1.4%
Q5-5. How quickly police respond to emergencies	45.4%	44.0%	8.9%	1.1%	0.6%

**Q5(6-8). Pelham Fire Department. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-6. Overall quality of local fire protection	52.4%	34.9%	3.8%	0.0%	0.0%	8.9%
Q5-7. Quality of local ambulance service	32.4%	29.1%	9.3%	0.2%	0.4%	28.4%
Q5-8. How quickly fire department/emergency services personnel respond to emergencies	44.4%	30.2%	4.2%	0.7%	0.0%	20.4%

**WITHOUT "DON'T KNOW"**

**Q5(6-8). Pelham Fire Department. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-6. Overall quality of local fire protection	57.6%	38.3%	4.1%	0.0%	0.0%
Q5-7. Quality of local ambulance service	45.3%	40.7%	13.0%	0.3%	0.6%
Q5-8. How quickly fire department/emergency services personnel respond to emergencies	55.9%	38.0%	5.3%	0.8%	0.0%

**Q6. Which THREE of the Public Safety items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	111	24.7 %
Overall credibility of police department	48	10.7 %
Overall visibility of police	45	10.0 %
Traffic enforcement efforts	83	18.4 %
How quickly police respond to emergencies	27	6.0 %
Overall quality of local fire protection	7	1.6 %
Quality of local ambulance service	15	3.3 %
How quickly fire department/emergency services personnel respond to emergencies	27	6.0 %
None chosen	87	19.3 %
Total	450	100.0 %

**Q6. Which THREE of the Public Safety items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	33	7.3 %
Overall credibility of police department	40	8.9 %
Overall visibility of police	56	12.4 %
Traffic enforcement efforts	45	10.0 %
How quickly police respond to emergencies	31	6.9 %
Overall quality of local fire protection	58	12.9 %
Quality of local ambulance service	24	5.3 %
How quickly fire department/emergency services personnel respond to emergencies	46	10.2 %
None chosen	117	26.0 %
Total	450	100.0 %

**Q6. Which THREE of the Public Safety items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	44	9.8 %
Overall credibility of police department	30	6.7 %
Overall visibility of police	28	6.2 %
Traffic enforcement efforts	33	7.3 %
How quickly police respond to emergencies	47	10.4 %
Overall quality of local fire protection	34	7.6 %
Quality of local ambulance service	41	9.1 %
How quickly fire department/emergency services personnel respond to emergencies	54	12.0 %
None chosen	139	30.9 %
Total	450	100.0 %

**SUM OF TOP 3 CHOICES**

**Q6. Which THREE of the Public Safety items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q6. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	188	41.8 %
Overall credibility of police department	118	26.2 %
Overall visibility of police	129	28.7 %
Traffic enforcement efforts	161	35.8 %
How quickly police respond to emergencies	105	23.3 %
Overall quality of local fire protection	99	22.0 %
Quality of local ambulance service	80	17.8 %
How quickly fire department/emergency services personnel respond to emergencies	127	28.2 %
None chosen	87	19.3 %
Total	1094	

**Q7. Have you ever called 911?**

<u>Q7. Have you ever called 911</u>	<u>Number</u>	<u>Percent</u>
Yes	198	44.0 %
No	252	56.0 %
Total	450	100.0 %

**Q7a. Please answer each of the following questions concerning the service you received from 911.**

(N=198)

	<u>Yes</u>	<u>No</u>	<u>Not provided</u>
Q7a-1. Was your call answered in a timely manner	98.5%	1.0%	0.5%
Q7a-2. Were you treated professionally	98.5%	1.0%	0.5%
Q7a-3. Did call taker's action result in a satisfactory resolution?	98.5%	0.5%	1.0%

**WITHOUT "NOT PROVIDED"****Q7a. Please answer each of the following questions concerning the service you received from 911. (without "not provided")**

(N=198)

	<u>Yes</u>	<u>No</u>
Q7a-1. Was your call answered in a timely manner	99.0%	1.0%
Q7a-2. Were you treated professionally	99.0%	1.0%
Q7a-3. Did call taker's action result in a satisfactory resolution?	99.5%	0.5%

**Q8. Using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.**

(N=450)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Q8-1. In your neighborhood during the day	83.6%	15.1%	0.4%	0.0%	0.9%
Q8-2. In your neighborhood at night	58.0%	37.6%	3.6%	0.0%	0.9%
Q8-3. In City's parks	37.3%	36.0%	2.9%	0.4%	23.3%
Q8-4. In commercial & retail areas	45.3%	48.4%	3.1%	0.0%	3.1%
Q8-5. On school campuses	34.4%	14.7%	0.9%	0.4%	49.6%
Q8-6. Overall feeling of safety in Pelham	57.3%	40.4%	0.9%	0.2%	1.1%

**WITHOUT "DON'T KNOW"**

**Q8. Using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")**

(N=450)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q8-1. In your neighborhood during the day	84.3%	15.2%	0.4%	0.0%
Q8-2. In your neighborhood at night	58.5%	37.9%	3.6%	0.0%
Q8-3. In City's parks	48.7%	47.0%	3.8%	0.6%
Q8-4. In commercial & retail areas	46.8%	50.0%	3.2%	0.0%
Q8-5. On school campuses	68.3%	29.1%	1.8%	0.9%
Q8-6. Overall feeling of safety in Pelham	58.0%	40.9%	0.9%	0.2%

**Q9. Enforcement of Codes and Ordinances. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Enforcing cleanup of litter & debris on private property	10.2%	34.9%	19.3%	16.2%	6.4%	12.9%
Q9-2. Enforcing mowing & trimming of private property	9.1%	34.7%	19.3%	18.7%	6.0%	12.2%
Q9-3. Enforcing maintenance of residential property (exterior of homes)	9.8%	32.0%	24.9%	15.3%	5.8%	12.2%
Q9-4. Enforcing maintenance of business property	9.6%	35.1%	27.6%	9.8%	3.6%	14.4%
Q9-5. Enforcing sign regulations	9.8%	33.1%	27.6%	6.0%	2.2%	21.3%
Q9-6. Enforcing parking regulations	10.9%	33.3%	25.3%	7.6%	4.0%	18.9%

**WITHOUT "DON'T KNOW"**

**Q9. Enforcement of Codes and Ordinances. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Enforcing cleanup of litter & debris on private property	11.7%	40.1%	22.2%	18.6%	7.4%
Q9-2. Enforcing mowing & trimming of private property	10.4%	39.5%	22.0%	21.3%	6.8%
Q9-3. Enforcing maintenance of residential property (exterior of homes)	11.1%	36.5%	28.4%	17.5%	6.6%
Q9-4. Enforcing maintenance of business property	11.2%	41.0%	32.2%	11.4%	4.2%
Q9-5. Enforcing sign regulations	12.4%	42.1%	35.0%	7.6%	2.8%
Q9-6. Enforcing parking regulations	13.4%	41.1%	31.2%	9.3%	4.9%

**Q10. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Maintenance of major City streets	15.1%	49.3%	20.2%	10.9%	2.4%	2.0%
Q10-2. Maintenance of sidewalks	12.2%	35.3%	27.3%	6.0%	2.0%	17.1%
Q10-3. Maintenance of street signs	16.7%	48.0%	23.6%	6.4%	1.3%	4.0%
Q10-4. Maintenance of City owned buildings	16.0%	50.2%	19.3%	3.1%	2.2%	9.1%
Q10-5. Mowing & trimming along streets & other public areas	19.8%	47.6%	17.1%	10.4%	2.0%	3.1%
Q10-6. Adequacy of City street lighting	12.7%	42.0%	23.1%	16.7%	3.3%	2.2%
Q10-7. Overall cleanliness of City streets/other public areas	16.2%	50.0%	22.2%	7.6%	2.0%	2.0%
Q10-8. Animal control efforts	11.8%	37.1%	20.2%	8.4%	3.6%	18.9%

**WITHOUT "DON'T KNOW"**

**Q10. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of major City streets	15.4%	50.3%	20.6%	11.1%	2.5%
Q10-2. Maintenance of sidewalks	14.7%	42.6%	33.0%	7.2%	2.4%
Q10-3. Maintenance of street signs	17.4%	50.0%	24.5%	6.7%	1.4%
Q10-4. Maintenance of City owned buildings	17.6%	55.3%	21.3%	3.4%	2.4%
Q10-5. Mowing & trimming along streets & other public areas	20.4%	49.1%	17.7%	10.8%	2.1%
Q10-6. Adequacy of City street lighting	13.0%	43.0%	23.6%	17.0%	3.4%
Q10-7. Overall cleanliness of City streets/ other public areas	16.6%	51.0%	22.7%	7.7%	2.0%
Q10-8. Animal control efforts	14.5%	45.8%	24.9%	10.4%	4.4%

**Q11. Which THREE of the City Maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	163	36.2 %
Maintenance of sidewalks	26	5.8 %
Maintenance of street signs	24	5.3 %
Maintenance of City owned buildings	23	5.1 %
Mowing & trimming along streets & other public areas	35	7.8 %
Adequacy of City street lighting	72	16.0 %
Overall cleanliness of City streets/other public areas	31	6.9 %
Animal control efforts	23	5.1 %
None chosen	53	11.8 %
Total	450	100.0 %

**Q11. Which THREE of the City Maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	50	11.1 %
Maintenance of sidewalks	29	6.4 %
Maintenance of street signs	22	4.9 %
Maintenance of City owned buildings	22	4.9 %
Mowing & trimming along streets & other public areas	78	17.3 %
Adequacy of City street lighting	81	18.0 %
Overall cleanliness of City streets/other public areas	65	14.4 %
Animal control efforts	29	6.4 %
None chosen	74	16.4 %
Total	450	100.0 %

**Q11. Which THREE of the City Maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	35	7.8 %
Maintenance of sidewalks	28	6.2 %
Maintenance of street signs	26	5.8 %
Maintenance of City owned buildings	14	3.1 %
Mowing & trimming along streets & other public areas	52	11.6 %
Adequacy of City street lighting	66	14.7 %
Overall cleanliness of City streets/other public areas	102	22.7 %
Animal control efforts	32	7.1 %
None chosen	95	21.1 %
Total	450	100.0 %

**SUM OF TOP 3 CHOICES**

**Q11. Which THREE of the City Maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q11. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	248	55.1 %
Maintenance of sidewalks	83	18.4 %
Maintenance of street signs	72	16.0 %
Maintenance of City owned buildings	59	13.1 %
Mowing & trimming along streets & other public areas	165	36.7 %
Adequacy of City street lighting	219	48.7 %
Overall cleanliness of City streets/other public areas	198	44.0 %
Animal control efforts	84	18.7 %
None chosen	53	11.8 %
Total	1181	

**Q12. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Number of City parks	18.2%	45.3%	14.9%	9.3%	1.3%	10.9%
Q12-2. Number of walking & biking trails	15.8%	35.1%	20.0%	12.7%	2.9%	13.6%
Q12-3. Outdoor athletic fields	16.0%	38.7%	16.2%	8.7%	1.8%	18.7%
Q12-4. Community recreational centers (Senior Center & City recreational center)	19.6%	37.8%	16.7%	5.1%	0.4%	20.4%
Q12-5. City's youth athletic programs	11.1%	25.1%	20.0%	4.0%	1.6%	38.2%
Q12-6. City's senior programs	8.4%	20.4%	20.7%	2.7%	0.4%	47.3%
Q12-7. City recreational programs (classes, trips, special events, arts programming)	7.1%	24.7%	25.3%	6.9%	0.9%	35.1%
Q12-8. Maintenance of City parks	18.7%	43.3%	17.3%	4.2%	1.6%	14.9%
Q12-9. Ease of registering for programs	13.1%	26.0%	18.7%	2.4%	1.3%	38.4%
Q12-10. Fees charged for recreational programs	12.2%	23.1%	20.9%	3.6%	0.9%	39.3%

**WITHOUT "DON'T KNOW"**

**Q12. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Number of City parks	20.4%	50.9%	16.7%	10.5%	1.5%
Q12-2. Number of walking & biking trails	18.3%	40.6%	23.1%	14.7%	3.3%
Q12-3. Outdoor athletic fields	19.7%	47.5%	19.9%	10.7%	2.2%
Q12-4. Community recreational centers (Senior Center & City recreational center)	24.6%	47.5%	20.9%	6.4%	0.6%
Q12-5. City's youth athletic programs	18.0%	40.6%	32.4%	6.5%	2.5%
Q12-6. City's senior programs	16.0%	38.8%	39.2%	5.1%	0.8%
Q12-7. City recreational programs (classes, trips, special events, arts programming)	11.0%	38.0%	39.0%	10.6%	1.4%
Q12-8. Maintenance of City parks	21.9%	50.9%	20.4%	5.0%	1.8%
Q12-9. Ease of registering for programs	21.3%	42.2%	30.3%	4.0%	2.2%
Q12-10. Fees charged for recreational programs	20.1%	38.1%	34.4%	5.9%	1.5%

**Q13. Which THREE of the Parks and Recreation items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Number of City parks	46	10.2 %
Number of walking & biking trails	92	20.4 %
Outdoor athletic fields	31	6.9 %
Community recreational centers (Senior Center & City recreational center)	38	8.4 %
City's youth athletic programs	34	7.6 %
City's senior programs	25	5.6 %
City recreational programs (classes, trips, special events, arts programming)	24	5.3 %
Maintenance of City parks	52	11.6 %
Ease of registering for programs	4	0.9 %
Fees charged for recreational programs	12	2.7 %
None chosen	92	20.4 %
Total	450	100.0 %

**Q13. Which THREE of the Parks and Recreation items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Number of City parks	37	8.2 %
Number of walking & biking trails	49	10.9 %
Outdoor athletic fields	20	4.4 %
Community recreational centers (Senior Center & City recreational center)	32	7.1 %
City's youth athletic programs	44	9.8 %
City's senior programs	50	11.1 %
City recreational programs (classes, trips, special events, arts programming)	38	8.4 %
Maintenance of City parks	44	9.8 %
Ease of registering for programs	11	2.4 %
Fees charged for recreational programs	13	2.9 %
None chosen	112	24.9 %
Total	450	100.0 %

**Q13. Which THREE of the Parks and Recreation items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q13. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Number of City parks	33	7.3 %
Number of walking & biking trails	37	8.2 %
Outdoor athletic fields	17	3.8 %
Community recreational centers (Senior Center & City recreational center)	30	6.7 %
City's youth athletic programs	32	7.1 %
City's senior programs	34	7.6 %
City recreational programs (classes, trips, special events, arts programming)	34	7.6 %
Maintenance of City parks	56	12.4 %
Ease of registering for programs	18	4.0 %
Fees charged for recreational programs	28	6.2 %
None chosen	131	29.1 %
Total	450	100.0 %

**SUM OF TOP 3 CHOICES**

**Q13. Which THREE of the Parks and Recreation items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q13. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Number of City parks	116	25.8 %
Number of walking & biking trails	178	39.6 %
Outdoor athletic fields	68	15.1 %
Community recreational centers (Senior Center & City recreational center)	100	22.2 %
City's youth athletic programs	110	24.4 %
City's senior programs	109	24.2 %
City recreational programs (classes, trips, special events, arts programming)	96	21.3 %
Maintenance of City parks	152	33.8 %
Ease of registering for programs	33	7.3 %
Fees charged for recreational programs	53	11.8 %
None chosen	92	20.4 %
Total	1107	

**Q14. How often have you visited a City park in the past year?**

<u>Q14. How often have you visited a City park in past year</u>	<u>Number</u>	<u>Percent</u>
0-5 times	208	46.2 %
6-10 times	52	11.6 %
11-20 times	43	9.6 %
21-30 times	29	6.4 %
31-50 times	25	5.6 %
51-70 times	7	1.6 %
71-90 times	5	1.1 %
91+ times	39	8.7 %
Not provided	42	9.3 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q14. How often have you visited a City park in the past year? (without "not provided")**

<u>Q14. How often have you visited a City park in past year</u>	<u>Number</u>	<u>Percent</u>
0-5 times	208	51.0 %
6-10 times	52	12.7 %
11-20 times	43	10.5 %
21-30 times	29	7.1 %
31-50 times	25	6.1 %
51-70 times	7	1.7 %
71-90 times	5	1.2 %
91+ times	39	9.6 %
Total	408	100.0 %

**Q15. How often have you participated in programs at the park (i.e., athletic programs, senior programs, family movie night, etc.) in the past year?**

Q15. How often have you participated in programs at park in past year	Number	Percent
0-5 times	291	64.7 %
6-10 times	34	7.6 %
11-20 times	12	2.7 %
21+ times	17	3.8 %
Not provided	96	21.3 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q15. How often have you participated in programs at the park (i.e., athletic programs, senior programs, family movie night, etc.) in the past year? (without "not provided")**

Q15. How often have you participated in programs at park in past year	Number	Percent
0-5 times	291	82.2 %
6-10 times	34	9.6 %
11-20 times	12	3.4 %
21+ times	17	4.8 %
Total	354	100.0 %

**Q16. How often have you visited the Pelham Recreation Center in the past year?**

Q16. How often have you visited Pelham Recreation Center in past year	Number	Percent
0-5 times	288	64.0 %
6-10 times	29	6.4 %
11-20 times	19	4.2 %
21-30 times	10	2.2 %
31+ times	23	5.1 %
Not provided	81	18.0 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q16. How often have you visited the Pelham Recreation Center in the past year? (without "not provided")**

Q16. How often have you visited Pelham Recreation Center in past year	Number	Percent
0-5 times	288	78.0 %
6-10 times	29	7.9 %
11-20 times	19	5.1 %
21-30 times	10	2.7 %
31+ times	23	6.2 %
Total	369	100.0 %

**Q17. Library. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Availability of library materials	27.6%	24.9%	9.6%	0.9%	0.0%	37.1%
Q17-2. Programs & services for children ages 0-12	11.6%	14.9%	11.8%	0.4%	0.2%	61.1%
Q17-3. Programs & services for teens ages 13-19	9.6%	10.7%	14.4%	1.1%	0.2%	64.0%
Q17-4. Programs & services for adults ages 20-49	10.4%	12.7%	14.9%	2.4%	0.2%	59.3%
Q17-5. Programs & services for mature adults ages 50+	10.4%	14.7%	16.4%	1.8%	0.4%	56.2%
Q17-6. Meeting room rental opportunities	10.7%	14.9%	13.1%	0.7%	0.2%	60.4%
Q17-7. Quality of customer service	24.7%	23.3%	10.9%	1.1%	0.2%	39.8%
Q17-8. Marketing of library events & offerings	14.4%	19.8%	15.6%	6.4%	0.7%	43.1%

**WITHOUT "DON'T KNOW"**

**Q17. Library. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Availability of library materials	43.8%	39.6%	15.2%	1.4%	0.0%
Q17-2. Programs & services for children ages 0-12	29.7%	38.3%	30.3%	1.1%	0.6%
Q17-3. Programs & services for teens ages 13-19	26.5%	29.6%	40.1%	3.1%	0.6%
Q17-4. Programs & services for adults ages 20-49	25.7%	31.1%	36.6%	6.0%	0.5%
Q17-5. Programs & services for mature adults ages 50+	23.9%	33.5%	37.6%	4.1%	1.0%
Q17-6. Meeting room rental opportunities	27.0%	37.6%	33.1%	1.7%	0.6%
Q17-7. Quality of customer service	41.0%	38.7%	18.1%	1.8%	0.4%
Q17-8. Marketing of library events & offerings	25.4%	34.8%	27.3%	11.3%	1.2%

**Q18. How often have you physically visited the Pelham Public Library in the past year?**

Q18. How often have you physically visited Pelham

Public Library in past year	Number	Percent
0-5 times	266	59.1 %
6-10 times	39	8.7 %
11-20 times	24	5.3 %
21-30 times	23	5.1 %
31+ times	13	2.9 %
Not provided	85	18.9 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q18. How often have you physically visited the Pelham Public Library in the past year? (without "not provided")**

Q18. How often have you physically visited Pelham

Public Library in past year	Number	Percent
0-5 times	266	72.9 %
6-10 times	39	10.7 %
11-20 times	24	6.6 %
21-30 times	23	6.3 %
31+ times	13	3.6 %
Total	365	100.0 %

**Q19. How often have you utilized the services offered by the Pelham Public Library in the past year?**

Q19. How often have you utilized services offered at Pelham Public Library in past year

	Number	Percent
0-5 times	290	64.4 %
6-10 times	19	4.2 %
11-20 times	19	4.2 %
21-30 times	6	1.3 %
31+ times	11	2.4 %
Not provided	105	23.3 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q19. How often have you utilized the services offered by the Pelham Public Library in the past year? (without "not provided")**

Q19. How often have you utilized services offered at Pelham Public Library in past year

	Number	Percent
0-5 times	290	84.1 %
6-10 times	19	5.5 %
11-20 times	19	5.5 %
21-30 times	6	1.7 %
31+ times	11	3.2 %
Total	345	100.0 %

**Q20. City Communication and Engagement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Access to information about City programs & services	11.6%	37.3%	25.3%	12.2%	2.9%	10.7%
Q20-2. City efforts to keep you informed about local issues	12.7%	36.9%	21.6%	18.7%	3.3%	6.9%
Q20-3. Usefulness of City website	9.1%	36.0%	26.2%	12.2%	3.1%	13.3%
Q20-4. Usefulness of City social media (e.g., Facebook, Twitter, Instagram, YouTube, Nextdoor)	11.6%	32.4%	24.9%	6.7%	1.6%	22.9%
Q20-5. Quality of transparent, trusted, & accurate City communication	10.0%	34.0%	29.3%	9.1%	5.3%	12.2%
Q20-6. Quality of Pelham Pathway (quarterly magazine)	18.4%	38.9%	18.2%	4.4%	1.6%	18.4%
Q20-7. Quality of monthly eNewsletter	9.3%	29.1%	19.8%	3.6%	2.0%	36.2%
Q20-8. Your experience engaging with City Government process	7.8%	26.4%	23.6%	7.1%	2.9%	32.2%
Q20-9. Access to emergency information	13.6%	40.2%	22.4%	3.6%	1.8%	18.4%

**WITHOUT "DON'T KNOW"**

**Q20. City Communication and Engagement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Access to information about City programs & services	12.9%	41.8%	28.4%	13.7%	3.2%
Q20-2. City efforts to keep you informed about local issues	13.6%	39.6%	23.2%	20.0%	3.6%
Q20-3. Usefulness of City website	10.5%	41.5%	30.3%	14.1%	3.6%
Q20-4. Usefulness of City social media (e.g., Facebook, Twitter, Instagram, YouTube, Nextdoor)	15.0%	42.1%	32.3%	8.6%	2.0%
Q20-5. Quality of transparent, trusted, & accurate City communication	11.4%	38.7%	33.4%	10.4%	6.1%
Q20-6. Quality of Pelham Pathway (quarterly magazine)	22.6%	47.7%	22.3%	5.4%	1.9%
Q20-7. Quality of monthly eNewsletter	14.6%	45.6%	31.0%	5.6%	3.1%
Q20-8. Your experience engaging with City Government process	11.5%	39.0%	34.8%	10.5%	4.3%
Q20-9. Access to emergency information	16.6%	49.3%	27.5%	4.4%	2.2%

**Q21. Do you have access to the internet at home?**

Q21. Do you have access to internet at home	Number	Percent
Yes	432	96.0 %
No	15	3.3 %
Not provided	3	0.7 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q21. Do you have access to the internet at home? (without "not provided")**

Q21. Do you have access to internet at home	Number	Percent
Yes	432	96.6 %
No	15	3.4 %
Total	447	100.0 %

**Q21a. Do you have high-speed broadband or dial-up internet access at your home?**

Q21a. Do you have high-speed broadband or dial-up internet access at your home	Number	Percent
Broadband (DSL/cable)	401	92.8 %
Dial-up	4	0.9 %
Don't know	27	6.3 %
Total	432	100.0 %

**WITHOUT "DON'T KNOW"****Q21a. Do you have high-speed broadband or dial-up internet access at your home? (without "don't know")**

Q21a. Do you have high-speed broadband or dial-up internet access at your home	Number	Percent
Broadband (DSL/cable)	401	99.0 %
Dial-up	4	1.0 %
Total	405	100.0 %



**Q22a. Which City department did you contact MOST RECENTLY? (cont.)**

- Garbage
- garbage/water/sewer dept
- Had to deal with housing
- health
- Library and Pelham Rec Center
- Littering & parking on front lawns
- Maintenance
- Mayor
- Mayor
- Mayor
- Mayor
- Old trash service
- ordinance
- overgrown yard at vacant house next door
- Park and rec
- Pelham Police/Compliance officer
- permit
- Police
- Public Works
- Public Works
- Public Works
- Question about garbage service
- question on easements
- Recreation Center
- regarding flooding
- Roads and garbage collection

**Q22a. Which City department did you contact MOST RECENTLY? (cont.)**

- sanitation
- sanitation
- sanitation
- sanitation
- storm drain stopped up.
- storm drainage
- Storm water
- Street
- Street and holding ponds maintenance
- street and water
- street dept
- Street dept
- Street lights out
- street maintenance
- Street sewer.
- Streets & sanitation
- Streets and sanitation
- Streets/Engineering (storm drain issues)
- The city (trash pick up) today
- Trash



**Q22a. Which City department did you contact MOST RECENTLY? (cont.)**

- Water
- Water/Sewer
- Water/Sewer
- Water/Sewer/Waste
- water/trash
- water/trash
- Zoning
- Zoning/Rezoning

**Q22b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5, where 5 means "Always" and 1 means "Never," please rate your satisfaction with the customer service you received from the City department.**

(N=186)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q22b-1. They were easy to contact	34.4%	34.9%	21.5%	3.8%	4.3%	1.1%
Q22b-2. They were courteous & polite	52.2%	31.7%	8.6%	3.2%	1.1%	3.2%
Q22b-3. They gave prompt, accurate, & complete answers to questions	40.3%	28.0%	16.7%	8.6%	3.8%	2.7%
Q22b-4. They helped you resolve an issue to your satisfaction	34.9%	26.9%	13.4%	11.3%	10.2%	3.2%

**WITHOUT "DON'T KNOW"**

**Q22b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5, where 5 means "Always" and 1 means "Never," please rate your satisfaction with the customer service you received from the City department. (without "don't know")**

(N=186)

	Always	Usually	Sometimes	Seldom	Never
Q22b-1. They were easy to contact	34.8%	35.3%	21.7%	3.8%	4.3%
Q22b-2. They were courteous & polite	53.9%	32.8%	8.9%	3.3%	1.1%
Q22b-3. They gave prompt, accurate, & complete answers to questions	41.4%	28.7%	17.1%	8.8%	3.9%
Q22b-4. They helped you resolve an issue to your satisfaction	36.1%	27.8%	13.9%	11.7%	10.6%

**Q23. Perceptions of Community. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Quality of new development in Pelham	11.3%	36.0%	27.1%	12.7%	5.3%	7.6%
Q23-2. Access to parks & green space	20.2%	44.9%	19.3%	5.8%	1.6%	8.2%
Q23-3. Variety of businesses in Pelham	8.7%	28.4%	25.3%	24.9%	9.1%	3.6%
Q23-4. Availability of cultural activities & arts	5.1%	18.7%	33.6%	20.4%	5.6%	16.7%
Q23-5. Availability of festivals & community events	5.3%	26.9%	32.7%	19.1%	4.7%	11.3%

**WITHOUT "DON'T KNOW"**

**Q23. Perceptions of Community. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Quality of new development in Pelham	12.3%	38.9%	29.3%	13.7%	5.8%
Q23-2. Access to parks & green space	22.0%	48.9%	21.1%	6.3%	1.7%
Q23-3. Variety of businesses in Pelham	9.0%	29.5%	26.3%	25.8%	9.4%
Q23-4. Availability of cultural activities & arts	6.1%	22.4%	40.3%	24.5%	6.7%
Q23-5. Availability of festivals & community events	6.0%	30.3%	36.8%	21.6%	5.3%

**Q24. Please indicate what priority you would place on the following projects, with 1 being the HIGHEST priority and 9 being the LOWEST priority.**

(N=450)

	Highest priority	2	3	4	5	6	7	8	Lowest priority	Not provided
Q24-1. Expanded fire protection & facilities	10.7%	14.2%	7.1%	9.3%	10.7%	7.1%	7.8%	6.0%	4.4%	22.7%
Q24-2. Expanded police protection & facilities	13.1%	12.4%	9.1%	7.8%	4.7%	8.0%	7.6%	6.7%	4.0%	26.7%
Q24-3. Road resurfacing & reconstruction	18.9%	10.2%	18.2%	10.9%	10.7%	3.1%	2.4%	1.6%	1.1%	22.9%
Q24-4. Improved stormwater infrastructure	22.0%	13.1%	10.0%	12.7%	6.4%	5.8%	3.1%	2.4%	1.8%	22.7%
Q24-5. Expanded library services & facilities	0.7%	2.4%	2.7%	4.4%	6.2%	10.2%	12.2%	13.6%	23.3%	24.2%
Q24-6. Expansion of recreation trails & facilities	6.9%	6.7%	8.4%	8.4%	8.7%	8.7%	12.0%	12.7%	3.6%	24.0%
Q24-7. Improved water/ sewer infrastructure	3.8%	10.7%	11.6%	10.9%	13.6%	10.9%	6.9%	4.7%	1.6%	25.6%
Q24-8. Expansion of code compliance efforts	2.2%	4.9%	4.0%	5.8%	4.7%	11.3%	8.9%	11.8%	20.4%	26.0%
Q24-9. Expansion of current recreational offerings	4.9%	5.3%	7.3%	6.0%	9.6%	7.3%	11.3%	12.4%	11.3%	24.4%

**WITHOUT "NOT PROVIDED"**

**Q24. Please indicate what priority you would place on the following projects, with 1 being the HIGHEST priority and 9 being the LOWEST priority. (without "not provided")**

(N=450)

	Highest priority	2	3	4	5	6	7	8	Lowest priority
Q24-1. Expanded fire protection & facilities	13.8%	18.4%	9.2%	12.1%	13.8%	9.2%	10.1%	7.8%	5.7%
Q24-2. Expanded police protection & facilities	17.9%	17.0%	12.4%	10.6%	6.4%	10.9%	10.3%	9.1%	5.5%
Q24-3. Road resurfacing & reconstruction	24.5%	13.3%	23.6%	14.1%	13.8%	4.0%	3.2%	2.0%	1.4%
Q24-4. Improved stormwater infrastructure	28.4%	17.0%	12.9%	16.4%	8.3%	7.5%	4.0%	3.2%	2.3%
Q24-5. Expanded library services & facilities	0.9%	3.2%	3.5%	5.9%	8.2%	13.5%	16.1%	17.9%	30.8%
Q24-6. Expansion of recreation trails & facilities	9.1%	8.8%	11.1%	11.1%	11.4%	11.4%	15.8%	16.7%	4.7%
Q24-7. Improved water/ sewer infrastructure	5.1%	14.3%	15.5%	14.6%	18.2%	14.6%	9.3%	6.3%	2.1%
Q24-8. Expansion of code compliance efforts	3.0%	6.6%	5.4%	7.8%	6.3%	15.3%	12.0%	15.9%	27.6%
Q24-9. Expansion of current recreational offerings	6.5%	7.1%	9.7%	7.9%	12.6%	9.7%	15.0%	16.5%	15.0%

**Q25. In general, how supportive are you of what the City has done so far in terms of Economic Development?**

Q25. How supportive are you of what City has done so far in terms of economic development	Number	Percent
Very supportive	107	23.8 %
Somewhat supportive	184	40.9 %
Not sure	105	23.3 %
Not supportive	39	8.7 %
Not provided	15	3.3 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q25. In general, how supportive are you of what the City has done so far in terms of Economic Development? (without "not provided")**

Q25. How supportive are you of what City has done so far in terms of economic development	Number	Percent
Very supportive	107	24.6 %
Somewhat supportive	184	42.3 %
Not sure	105	24.1 %
Not supportive	39	9.0 %
Total	435	100.0 %

**Q26. How often do you typically go OUTSIDE Pelham City limits to purchase groceries?**

Q26. How often do you typically go outside Pelham

City limits to purchase groceries	Number	Percent
Every day	16	3.6 %
A few times per week	61	13.6 %
At least once a week	92	20.4 %
A few times per month	108	24.0 %
A few times per year	59	13.1 %
Seldom or never	104	23.1 %
Not provided	10	2.2 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q26. How often do you typically go OUTSIDE Pelham City limits to purchase groceries? (without "not provided")**

Q26. How often do you typically go outside Pelham

City limits to purchase groceries	Number	Percent
Every day	16	3.6 %
A few times per week	61	13.9 %
At least once a week	92	20.9 %
A few times per month	108	24.5 %
A few times per year	59	13.4 %
Seldom or never	104	23.6 %
Total	440	100.0 %

**Q27. How often do you typically shop for groceries WITHIN the Pelham City limits?**

Q27. How often do you typically shop for groceries  
within Pelham City limits

	Number	Percent
Every day	6	1.3 %
A few times per week	154	34.2 %
At least once a week	179	39.8 %
A few times per month	73	16.2 %
A few times per year	17	3.8 %
Seldom or never	15	3.3 %
Not provided	6	1.3 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q27. How often do you typically shop for groceries WITHIN the Pelham City limits? (without "not provided")**

Q27. How often do you typically shop for groceries  
within Pelham City limits

	Number	Percent
Every day	6	1.4 %
A few times per week	154	34.7 %
At least once a week	179	40.3 %
A few times per month	73	16.4 %
A few times per year	17	3.8 %
Seldom or never	15	3.4 %
Total	444	100.0 %

**Q28. How often do you typically go OUTSIDE Pelham City limits to dine out?**

Q28. How often do you typically go outside Pelham

<u>City limits to dine out</u>	<u>Number</u>	<u>Percent</u>
Every day	9	2.0 %
A few times per week	81	18.0 %
At least once a week	88	19.6 %
A few times per month	181	40.2 %
A few times per year	60	13.3 %
Seldom or never	22	4.9 %
Not provided	9	2.0 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q28. How often do you typically go OUTSIDE Pelham City limits to dine out? (without "not provided")**

Q28. How often do you typically go outside Pelham

<u>City limits to dine out</u>	<u>Number</u>	<u>Percent</u>
Every day	9	2.0 %
A few times per week	81	18.4 %
At least once a week	88	20.0 %
A few times per month	181	41.0 %
A few times per year	60	13.6 %
Seldom or never	22	5.0 %
Total	441	100.0 %

**Q29. How often do you typically dine out WITHIN the Pelham City limits?**

Q29. How often do you typically dine out within Pelham

City limits	Number	Percent
Every day	4	0.9 %
A few times per week	48	10.7 %
At least once a week	92	20.4 %
A few times per month	184	40.9 %
A few times per year	68	15.1 %
Seldom or never	45	10.0 %
Not provided	9	2.0 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q29. How often do you typically dine out WITHIN the Pelham City limits? (without "not provided")**

Q29. How often do you typically dine out within Pelham

City limits	Number	Percent
Every day	4	0.9 %
A few times per week	48	10.9 %
At least once a week	92	20.9 %
A few times per month	184	41.7 %
A few times per year	68	15.4 %
Seldom or never	45	10.2 %
Total	441	100.0 %

**Q30. How often do you typically go OUTSIDE Pelham City limits to make home improvement purchases?**

Q30. How often do you typically go outside Pelham City limits to make home improvement purchases

	Number	Percent
Every day	3	0.7 %
A few times per week	12	2.7 %
At least once a week	25	5.6 %
A few times per month	121	26.9 %
A few times per year	172	38.2 %
Seldom or never	105	23.3 %
Not provided	12	2.7 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q30. How often do you typically go OUTSIDE Pelham City limits to make home improvement purchases? (without "not provided")**

Q30. How often do you typically go outside Pelham City limits to make home improvement purchases

	Number	Percent
Every day	3	0.7 %
A few times per week	12	2.7 %
At least once a week	25	5.7 %
A few times per month	121	27.6 %
A few times per year	172	39.3 %
Seldom or never	105	24.0 %
Total	438	100.0 %

**Q31. How often do you typically make home improvement purchases WITHIN the Pelham City limits?**

Q31. How often do you typically make home improvement purchases within Pelham City limits	Number	Percent
Every day	1	0.2 %
A few times per week	12	2.7 %
At least once a week	24	5.3 %
A few times per month	151	33.6 %
A few times per year	218	48.4 %
Seldom or never	34	7.6 %
Not provided	10	2.2 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q31. How often do you typically make home improvement purchases WITHIN the Pelham City limits? (without "not provided")**

Q31. How often do you typically make home improvement purchases within Pelham City limits	Number	Percent
Every day	1	0.2 %
A few times per week	12	2.7 %
At least once a week	24	5.5 %
A few times per month	151	34.3 %
A few times per year	218	49.5 %
Seldom or never	34	7.7 %
Total	440	100.0 %

**Q32. How has your ONLINE purchase of goods and services changed in the past 12 MONTHS?**

Q32. How has your online purchase of goods & services changed in past 12 months	Number	Percent
Buy online much more frequently	126	28.0 %
Buy online somewhat more frequently	133	29.6 %
No change	135	30.0 %
Buy online somewhat less frequently	7	1.6 %
Buy online much less frequently	4	0.9 %
Do not shop online	38	8.4 %
Not provided	7	1.6 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q32. How has your ONLINE purchase of goods and services changed in the past 12 MONTHS? (without "not provided")**

Q32. How has your online purchase of goods & services changed in past 12 months	Number	Percent
Buy online much more frequently	126	28.4 %
Buy online somewhat more frequently	133	30.0 %
No change	135	30.5 %
Buy online somewhat less frequently	7	1.6 %
Buy online much less frequently	4	0.9 %
Do not shop online	38	8.6 %
Total	443	100.0 %

**Q33. Which of the following reasons were MOST IMPORTANT in your decision to live in Pelham?**

Q33. Which following reasons were most important in your decision to live in Pelham	Number	Percent
School system	117	26.0 %
Quality of housing	174	38.7 %
Quality of life	200	44.4 %
Occupation/job	52	11.6 %
Geographic location	246	54.7 %
Other	45	10.0 %
Total	834	

**Q33-6. Other**

Q33-6. Other	Number	Percent
Family	9	20.0 %
Affordability	4	8.9 %
Cost of housing	3	6.7 %
Relocate	2	4.4 %
Golf	2	4.4 %
This is where we found the house we loved when we needed it	1	2.2 %
Hope that my property values increases	1	2.2 %
Moved here when I got married	1	2.2 %
I found a house I liked, & seemed to be in a good neighborhood	1	2.2 %
Stormwater	1	2.2 %
Lived here all my life	1	2.2 %
The cost of houses was so much better than anywhere else	1	2.2 %
Ice rink	1	2.2 %
Close to relatives	1	2.2 %
House flooding from stormwater	1	2.2 %
I could afford to live here	1	2.2 %
Safety	1	2.2 %
Police department	1	2.2 %
Lower property tax	1	2.2 %
You annexed me in Chelsea	1	2.2 %
Retired	1	2.2 %
Close to our church	1	2.2 %
Police and fire protection	1	2.2 %
Tax	1	2.2 %
Property value	1	2.2 %
Price of homes	1	2.2 %
Did not want to live in Jefferson County	1	2.2 %
Proximity to church	1	2.2 %
Live with grandmother	1	2.2 %
Cost of living	1	2.2 %
Total	45	100.0 %

**Q34. Which of the following activities/amenities offered in Pelham are MOST IMPORTANT or would be MOST APPRECIATED by your household?**

Q34. Which following activities/amenities are most important or would be most appreciated by your household

	Number	Percent
Special events (e.g., "Palooza," "National Night Out," Christmas activities, outdoor entertainment events)	170	37.8 %
Access to or view of natural resources (e.g., Oak Mountain)	218	48.4 %
Walking/running/biking trails that unite all areas of City	204	45.3 %
Unique & enjoyable dining/entertainment venues	303	67.3 %
Quality youth athletic facilities	103	22.9 %
Shopping conveniences or unique shopping experiences/boutiques	266	59.1 %
Total	1264	

**Q35. Have you visited the Pelham Civic Complex in the past year?**

Q35. Have you visited Pelham Civic Complex in past year

	Number	Percent
Yes	239	53.1 %
No	211	46.9 %
Total	450	100.0 %

**Q36. For what purpose did you visit the Pelham Civic Complex?**

Q36. For what purpose did you visit Pelham Civic

<u>Complex</u>	<u>Number</u>	<u>Percent</u>
Ice hockey	41	17.2 %
Ice skating	48	20.1 %
Birmingham Bulls game	78	32.6 %
Youth or adult sports	13	5.4 %
Event in the banquet room	92	38.5 %
Other	58	24.3 %
Total	330	

**Q36-6. Other**

<u>Q36-6. Other</u>	<u>Number</u>	<u>Percent</u>
Voting	32	55.2 %
Christmas event	7	12.1 %
Tree lighting	2	3.4 %
Graduation	2	3.4 %
High school graduation	2	3.4 %
Christmas parade	2	3.4 %
Christmas parade events	1	1.7 %
Taste of Pelham	1	1.7 %
Meeting	1	1.7 %
Christmas parade and tree lighting	1	1.7 %
Visited to vote and get food	1	1.7 %
To vote and for Christmas parade	1	1.7 %
Election	1	1.7 %
Christmas tree lighting	1	1.7 %
Gym	1	1.7 %
Dance recital	1	1.7 %
Show events	1	1.7 %
Total	58	100.0 %

**Q37. Have you visited Ballantrae Golf Club in the past year?**

<u>Q37. Have you visited Ballantrae Golf Club in past year</u>	<u>Number</u>	<u>Percent</u>
Yes	88	19.6 %
No	362	80.4 %
Total	450	100.0 %

**Q38. Have you visited the Pelham Racquet Club in the past year?**

<u>Q38. Have you visited Pelham Racquet Club in past year</u>	<u>Number</u>	<u>Percent</u>
Yes	47	10.4 %
No	403	89.6 %
Total	450	100.0 %

**Q39. New Trash Services Provided by AmWaste. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q39-1. Residential trash collection services	50.4%	37.3%	4.7%	4.4%	1.3%	1.8%
Q39-2. Brush & bulk removal services	30.9%	30.9%	16.0%	9.1%	4.2%	8.9%
Q39-3. New "Mixed Stream" recycling services	36.2%	30.2%	17.6%	4.4%	1.3%	10.2%

**WITHOUT "DON'T KNOW"**

**Q39. New Trash Services Provided by AmWaste. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=450)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q39-1. Residential trash collection services	51.4%	38.0%	4.8%	4.5%	1.4%
Q39-2. Brush & bulk removal services	33.9%	33.9%	17.6%	10.0%	4.6%
Q39-3. New "Mixed Stream" recycling services	40.3%	33.7%	19.6%	5.0%	1.5%

**Q40. Including yourself, how many people in your household are...**

	Mean	Sum
number	2.5	1139
Under age 5	0.1	55
Ages 5-9	0.1	50
Ages 10-14	0.2	70
Ages 15-19	0.2	72
Ages 20-24	0.1	46
Ages 25-34	0.3	156
Ages 35-44	0.4	162
Ages 45-54	0.4	162
Ages 55-64	0.3	151
Ages 65-74	0.3	141
Ages 75+	0.2	74

**Q41. Approximately how many years have you lived in the City of Pelham?**

<u>Q41. How many years have you lived in City of Pelham</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	64	14.2 %
5-10 years	80	17.8 %
11-20 years	111	24.7 %
20+ years	183	40.7 %
<u>Not provided</u>	<u>12</u>	<u>2.7 %</u>
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q41. Approximately how many years have you lived in the City of Pelham? (without "not provided")**

<u>Q41. How many years have you lived in City of Pelham</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	64	14.6 %
5-10 years	80	18.3 %
11-20 years	111	25.3 %
<u>20+ years</u>	<u>183</u>	<u>41.8 %</u>
Total	438	100.0 %

**Q42. How many people in your household work within Pelham City limits?**

Q42. How many people in your household work within Pelham City limits	Number	Percent
0	211	46.9 %
1	112	24.9 %
2	23	5.1 %
3	5	1.1 %
Not provided	99	22.0 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q42. How many people in your household work within Pelham City limits? (without "not provided")**

Q42. How many people in your household work within Pelham City limits	Number	Percent
0	211	60.1 %
1	112	31.9 %
2	23	6.6 %
3	5	1.4 %
Total	351	100.0 %

**Q43. Do you own or rent your current residence?**

Q43. Do you own or rent your current residence	Number	Percent
Own	411	91.3 %
Rent	37	8.2 %
Not provided	2	0.4 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q43. Do you own or rent your current residence? (without "not provided")**

Q43. Do you own or rent your current residence	Number	Percent
Own	411	91.7 %
Rent	37	8.3 %
Total	448	100.0 %

**Q44. What is your age?**

Q44. What is your age	Number	Percent
Under 35	84	18.7 %
35-44	88	19.6 %
45-54	87	19.3 %
55-64	94	20.9 %
65+	95	21.1 %
Not provided	2	0.4 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q44. What is your age? (without "not provided")**

Q44. What is your age	Number	Percent
Under 35	84	18.8 %
35-44	88	19.6 %
45-54	87	19.4 %
55-64	94	21.0 %
65+	95	21.2 %
Total	448	100.0 %

**Q45. Which of the following best describes your race/ethnicity?**

Q45. Which following best describes your race/ethnicity	Number	Percent
Asian or Asian Indian	9	2.0 %
Black or African American	47	10.4 %
American Indian or Alaska Native	3	0.7 %
White	355	78.9 %
Hispanic, Spanish, or Latino/a/x	56	12.4 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Other	4	0.9 %
Total	475	

**Q45-7. Self-describe your race/ethnicity:**

Q45-7. Self-describe your race/ethnicity	Number	Percent
Eastern-European American	1	25.0 %
More than one	1	25.0 %
Multi-race	1	25.0 %
Mixed	1	25.0 %
Total	4	100.0 %

**Q46. Would you say your total household income is...**

Q46. Your total household income	Number	Percent
Under \$50K	73	16.2 %
\$50K to \$79,999	91	20.2 %
\$80K to \$119,999	100	22.2 %
\$120K to \$199,999	95	21.1 %
\$200K+	30	6.7 %
Not provided	61	13.6 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q46. Would you say your total household income is... (without "not provided")**

Q46. Your total household income	Number	Percent
Under \$50K	73	18.8 %
\$50K to \$79,999	91	23.4 %
\$80K to \$119,999	100	25.7 %
\$120K to \$199,999	95	24.4 %
\$200K+	30	7.7 %
Total	389	100.0 %

**Q47. Your gender:**

Q47. Your gender	Number	Percent
Male	220	48.9 %
Female	226	50.2 %
Other	1	0.2 %
Not provided	3	0.7 %
Total	450	100.0 %

**WITHOUT "NOT PROVIDED"****Q47. Your gender: (without "not provided")**

Q47. Your gender	Number	Percent
Male	220	49.2 %
Female	226	50.6 %
Other	1	0.2 %
Total	447	100.0 %



**5**

# Survey Instrument



**Pelham**  
A path apart.

Gary Waters  
Mayor

Gretchen DiFante  
City Manager

April 2022

Dear Pelham Resident:

As our community adjusts to the changing times and related challenges, it is more important than ever to hear from the residents we serve. Please help your elected officials and city staff plan for the future by completing the enclosed 2022 Pelham Citizen Survey. The results of this survey are a valuable tool in understanding our residents' perception of the services we provide. Additionally, the results serve as a guide in the creation of policy and the assignment of budget priorities.

This survey is only being sent to a percentage of residents who represent the demographics from the last Census data we received. You have been chosen by an outside vendor to participate, and your responses are completely confidential. The City doesn't even know the names of the selected participants. Your participation is vital to the success of the survey. We need and value your opinions on the City's quality of life including residential and commercial development, public safety, management, and recreational programs.

Please take a few minutes to complete and return this anonymous survey in the postage-paid return envelope addressed to ETC Institute, our partner in this effort. You may also complete the survey online at [PelhamAL2022Survey.org](https://PelhamAL2022Survey.org). Upon completion, the comprehensive report analyzing the results will be available online at [www.pelhamalabama.gov](http://www.pelhamalabama.gov).

You may also view a printed copy in the temporary City Hall offices at 401 Southgate Drive. If ETC does not receive a response, they may attempt to contact you personally. We provide this information because we want you to know the communication is not fraudulent and encourage you to participate.

Thank you in advance for your participation. If you have any questions or concerns, please contact City Hall at 205-620-6400.

Sincerely,

Gary Waters  
Mayor



# 2022 City of Pelham Citizen Survey

Welcome to the City of Pelham's Citizen Survey for 2022. Your input is an important part of the City's ongoing effort to involve citizens in long-range planning and investment decisions. Please take a few minutes to complete this survey. If you have questions, please call the City of Pelham at 620-6400.

1. **Overall Satisfaction with City Services.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following services.

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of the City's school system	5	4	3	2	1	9
02. Overall quality of public safety services (e.g., police, fire)	5	4	3	2	1	9
03. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
04. Overall maintenance of City streets and facilities	5	4	3	2	1	9
05. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
06. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
07. Overall effectiveness of City communication with the public	5	4	3	2	1	9
08. Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
09. Overall quality of public library facilities and services	5	4	3	2	1	9
10. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9
11. Overall quality of water/sewer	5	4	3	2	1	9
12. Overall satisfaction with economic development	5	4	3	2	1	9

2. **Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?** [Write in your answers below using the numbers from the list in Question 1.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

3. **Please rate your satisfaction with each of the following items that may influence your perception of the City of Pelham using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

How would you rate The City of Pelham:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City of Pelham	5	4	3	2	1	9
2. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
3. Overall image of the City (how we are perceived)	5	4	3	2	1	9
4. Overall quality of life in the City	5	4	3	2	1	9
5. Overall appearance of the City	5	4	3	2	1	9

4. **Please rate the City of Pelham with regard to each of the following items using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor".**

How would you rate the City of Pelham:	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place where I feel welcome	5	4	3	2	1	9
6. As a place to do business	5	4	3	2	1	9
7. As a community embracing racial and ethnic equity	5	4	3	2	1	9
8. As a community headed in the right direction	5	4	3	2	1	9

5. **Public Safety.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Public Safety		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<b>Pelham Police Department</b>							
1.	Overall quality of local police protection	5	4	3	2	1	9
2.	Overall credibility of the police department	5	4	3	2	1	9
3.	The overall visibility of police	5	4	3	2	1	9
4.	Traffic enforcement efforts	5	4	3	2	1	9
5.	How quickly police respond to emergencies	5	4	3	2	1	9
<b>Pelham Fire Department</b>							
6.	Overall quality of local fire protection	5	4	3	2	1	9
7.	Quality of local ambulance service	5	4	3	2	1	9
8.	How quickly fire department/emergency services personnel respond to emergencies	5	4	3	2	1	9

6. Which THREE of the Public Safety items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 5.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

7. Have you ever called "911"? \_\_\_\_ (1) Yes \_\_\_\_ (2) No [Skip to Q8.]

7a. Please answer each of the following questions concerning the service you received from 911.

		Yes	No
1.	Was your call answered in a timely manner?	1	2
2.	Were you treated professionally?	1	2
3.	Did the call taker's action result in a satisfactory resolution?	1	2

8. Using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe", please rate how safe you feel in the following situations.

How safe do you feel:		Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
1.	In your neighborhood during the day	4	3	2	1	9
2.	In your neighborhood at night	4	3	2	1	9
3.	In the City's parks	4	3	2	1	9
4.	In commercial and retail areas	4	3	2	1	9
5.	On school campuses	4	3	2	1	9
6.	Overall feeling of safety in Pelham	4	3	2	1	9

9. **Enforcement of Codes and Ordinances.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Codes and Ordinances		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
2.	Enforcing the mowing and trimming of private property	5	4	3	2	1	9
3.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
4.	Enforcing the maintenance of business property	5	4	3	2	1	9
5.	Enforcing sign regulations	5	4	3	2	1	9
6.	Enforcing parking regulations	5	4	3	2	1	9

10. **City Maintenance.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

City Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of major City streets	5	4	3	2	1	9
2.	Maintenance of sidewalks	5	4	3	2	1	9
3.	Maintenance of street signs	5	4	3	2	1	9
4.	Maintenance of City owned buildings	5	4	3	2	1	9
5.	Mowing and trimming along streets and other public areas	5	4	3	2	1	9
6.	Adequacy of City street lighting	5	4	3	2	1	9
7.	Overall cleanliness of City streets/other public areas	5	4	3	2	1	9
8.	Animal control efforts	5	4	3	2	1	9

11. Which THREE of the City Maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 10.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

12. **Parks and Recreation.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Number of City parks	5	4	3	2	1	9
02.	Number of walking and biking trails	5	4	3	2	1	9
03.	Outdoor athletic fields	5	4	3	2	1	9
04.	Community recreational centers (Senior Center and City Recreation Center)	5	4	3	2	1	9
05.	The City's youth athletic programs	5	4	3	2	1	9
06.	The City's senior programs	5	4	3	2	1	9
07.	City recreational programs (classes, trips, special events, arts programming)	5	4	3	2	1	9
08.	Maintenance of City parks	5	4	3	2	1	9
09.	Ease of registering for programs	5	4	3	2	1	9
10.	Fees charged for recreational programs	5	4	3	2	1	9

13. Which THREE of the Parks and Recreation items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 12.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

14. How often have you visited a City park in the past year? \_\_\_\_ times

15. How often have you participated in programs at the park (i.e., athletic programs, senior programs, family movie night, etc.) in the past year? \_\_\_\_ times

16. How often have you visited the Pelham Recreation Center in the past year? \_\_\_\_ times

17. **Library.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Library	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of library materials	5	4	3	2	1	9
2. Programs and services for children, ages 0-12	5	4	3	2	1	9
3. Programs and services for teens, ages 13-19	5	4	3	2	1	9
4. Programs and services for adults, ages 20-49	5	4	3	2	1	9
5. Programs and services for mature adults, ages 50 and up	5	4	3	2	1	9
6. Meeting room rental opportunities	5	4	3	2	1	9
7. Quality of customer service	5	4	3	2	1	9
8. Marketing of library events and offerings	5	4	3	2	1	9

18. How often have you physically visited the Pelham Public Library in the past year? \_\_\_\_\_ times

19. How often have you utilized the services offered by the Pelham Public Library in the past year? \_\_\_\_\_ times

20. **City Communication and Engagement.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

City Communication and Engagement	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Access to information about City programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9
3. Usefulness of City website	5	4	3	2	1	9
4. Usefulness of City social media (e.g., Facebook, Twitter, Instagram, YouTube, Nextdoor)	5	4	3	2	1	9
5. Quality of transparent, trusted, and accurate City communication	5	4	3	2	1	9
6. Quality of The Pelham Pathway (quarterly magazine)	5	4	3	2	1	9
7. Quality of monthly e-newsletter	5	4	3	2	1	9
8. Your experience engaging with the City Government process	5	4	3	2	1	9
9. Access to emergency information	5	4	3	2	1	9

21. Do you have access to the internet at home? \_\_\_\_\_(1) Yes \_\_\_\_\_(2) No [Skip to Q22.]

21a. Do you have high-speed broadband or dial-up Internet access at your home?

\_\_\_\_\_ (1) Broadband (DSL/cable) \_\_\_\_\_ (2) Dial-up \_\_\_\_\_ (9) Don't know

22. Have you contacted the City with a question, problem, or complaint during the past year?

\_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No [Skip to Q23.]

22a. Which City department did you contact MOST RECENTLY?

\_\_\_\_\_

22b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5, where 5 means "Always" and 1 means "Never", please rate your satisfaction with the customer service you received from the City department you listed in Q22a.

Customer Service	Always	Usually	Sometimes	Seldom	Never	Don't Know
1. They were easy to contact	5	4	3	2	1	9
2. They were courteous and polite	5	4	3	2	1	9
3. They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
4. They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

23. **Perceptions of Community.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of new development in Pelham	5	4	3	2	1	9
2. Access to parks and green space	5	4	3	2	1	9
3. The variety of businesses in Pelham	5	4	3	2	1	9
4. Availability of cultural activities and the arts	5	4	3	2	1	9
5. Availability of festivals and community events	5	4	3	2	1	9

24. **Please indicate what priority you would place on the following projects, with 1 being the HIGHEST priority and 9 being the LOWEST priority.**

- |  |  |
|--|--|
| <input type="checkbox"/> Expanded fire protection and facilities   | <input type="checkbox"/> Expansion of recreation trails and facilities |
| <input type="checkbox"/> Expanded police protection and facilities | <input type="checkbox"/> Improved water/sewer infrastructure           |
| <input type="checkbox"/> Road resurfacing and reconstruction       | <input type="checkbox"/> Expansion of code compliance efforts          |
| <input type="checkbox"/> Improved stormwater infrastructure        | <input type="checkbox"/> Expansion of current recreational offerings   |
| <input type="checkbox"/> Expanded library services and facilities  |  |

25. **In general, how supportive are you of what the City has done so far in terms of Economic Development?**

- (4) Very Supportive       (3) Somewhat Supportive       (2) Not Sure       (1) Not Supportive

26. **How often do you typically go OUTSIDE Pelham City limits to purchase groceries?**

- (1) Every day       (3) At least once a week       (5) A few times per year  
 (2) A few times per week       (4) A few times per month       (6) Seldom or never

27. **How often do you typically shop for groceries WITHIN the Pelham City limits?**

- (1) Every day       (3) At least once a week       (5) A few times per year  
 (2) A few times per week       (4) A few times per month       (6) Seldom or never

28. **How often do you typically go OUTSIDE Pelham City limits to dine out?**

- (1) Every day       (3) At least once a week       (5) A few times per year  
 (2) A few times per week       (4) A few times per month       (6) Seldom or never

29. **How often do you typically dine out WITHIN the Pelham City limits?**

- (1) Every day       (3) At least once a week       (5) A few times per year  
 (2) A few times per week       (4) A few times per month       (6) Seldom or never

30. **How often do you typically go OUTSIDE Pelham City limits to make home improvement purchases?**

- (1) Every day       (3) At least once a week       (5) A few times per year  
 (2) A few times per week       (4) A few times per month       (6) Seldom or never

31. **How often do you typically make home improvement purchases WITHIN the Pelham City limits?**

- (1) Every day       (3) At least once a week       (5) A few times per year  
 (2) A few times per week       (4) A few times per month       (6) Seldom or never

32. **How has your ONLINE purchase of goods and services changed in the past 12 MONTHS?**

- |  |  |
|--|--|
| <input type="checkbox"/> (1) Buy online much more frequently     | <input type="checkbox"/> (4) Buy online somewhat less frequently |
| <input type="checkbox"/> (2) Buy online somewhat more frequently | <input type="checkbox"/> (5) Buy online much less frequently     |
| <input type="checkbox"/> (3) No change                           | <input type="checkbox"/> (6) Do not shop online                  |

33. **Which of the following reasons were MOST IMPORTANT in your decision to live in Pelham? [Check all that apply.]**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> (1) School system      | <input type="checkbox"/> (3) Quality of life | <input type="checkbox"/> (5) Geographic location |
| <input type="checkbox"/> (2) Quality of housing | <input type="checkbox"/> (4) Occupation/job  | <input type="checkbox"/> (6) Other: _____        |

34. Which of the following activities/amenities offered in Pelham are MOST IMPORTANT or would be MOST APPRECIATED by your household? [Check all that apply.]

- (1) Special events (e.g., "Palooza," "National Night Out," Christmas activities, outdoor entertainment events)
- (2) Access to or view of natural resources (e.g., Oak Mountain)
- (3) Walking/running/biking trails that unite all areas of the City
- (4) Unique and enjoyable dining/entertainment venues
- (5) Quality youth athletic facilities
- (6) Shopping conveniences or unique shopping experiences/boutiques

35. Have you visited the Pelham Civic Complex in the past year?

- (1) Yes       (2) No [Skip to Question 37.]

36. For what purpose did you visit the Pelham Civic Complex? [Check all that apply.]

- (1) Ice hockey
- (2) Ice skating
- (3) Birmingham Bulls game
- (4) Youth or adult sports
- (5) Event in the banquet room
- (6) Other: \_\_\_\_\_

37. Have you visited Ballantrae Golf Club in the past year?  (1) Yes       (2) No

38. Have you visited the Pelham Racquet Club in the past year?  (1) Yes       (2) No

39. **New Trash Services Provided by AmWaste. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

Trash Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential Trash collection services	5	4	3	2	1	9
2. Brush and bulk removal services	5	4	3	2	1	9
3. New "Mixed Stream" Recycling Services	5	4	3	2	1	9

**Demographics**

40. Including yourself, how many people in your household are...

- Under age 5:       Ages 15-19:       Ages 35-44:       Ages 65-74:
- Ages 5-9:       Ages 20-24:       Ages 45-54:       Ages 75+:
- Ages 10-14:       Ages 25-34:       Ages 55-64:

41. Approximately how many years have you lived in the City of Pelham?

- (1) Less than 5 years       (2) 5-10 years       (3) 11-20 years       (4) More than 20 years

42. How many people in your household work within Pelham City limits? \_\_\_\_\_ people

43. Do you own or rent your current residence?  (1) Own       (2) Rent

44. What is your age?

- (1) Under 25       (3) 35-44       (5) 55-64
- (2) 25-34       (4) 45-54       (6) 65+

45. Which of the following best describes your race/ethnicity?

- (1) Asian or Asian Indian       (5) Hispanic, Spanish, or Latino/a/x
- (2) Black or African American       (6) Native Hawaiian or other Pacific Islander
- (3) American Indian or Alaska Native       (99) Other: \_\_\_\_\_
- (4) White

46. Would you say your total household income is...

- (1) Under \$50,000       (3) \$80,000 to \$119,999       (5) Over \$200,000
- (2) \$50,000 to \$79,999       (4) \$120,000 to \$199,999

47. Your gender:  (1) Male       (2) Female       (3) Other: \_\_\_\_\_

**48. Would you be willing to participate in future surveys sponsored by the City of Pelham?**

\_\_\_\_(1) Yes [*Answer Q48a.*]      \_\_\_\_ (2) No

**48a. Please provide your contact information.**

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.