



Pittsfield Township: Voice of the Resident Survey



Executive Summary

- For 2015, collect new baseline data as well as citizen perception of new online features
 - Notify Me
 - Online Bill Pay
 - Community Map

Objectives

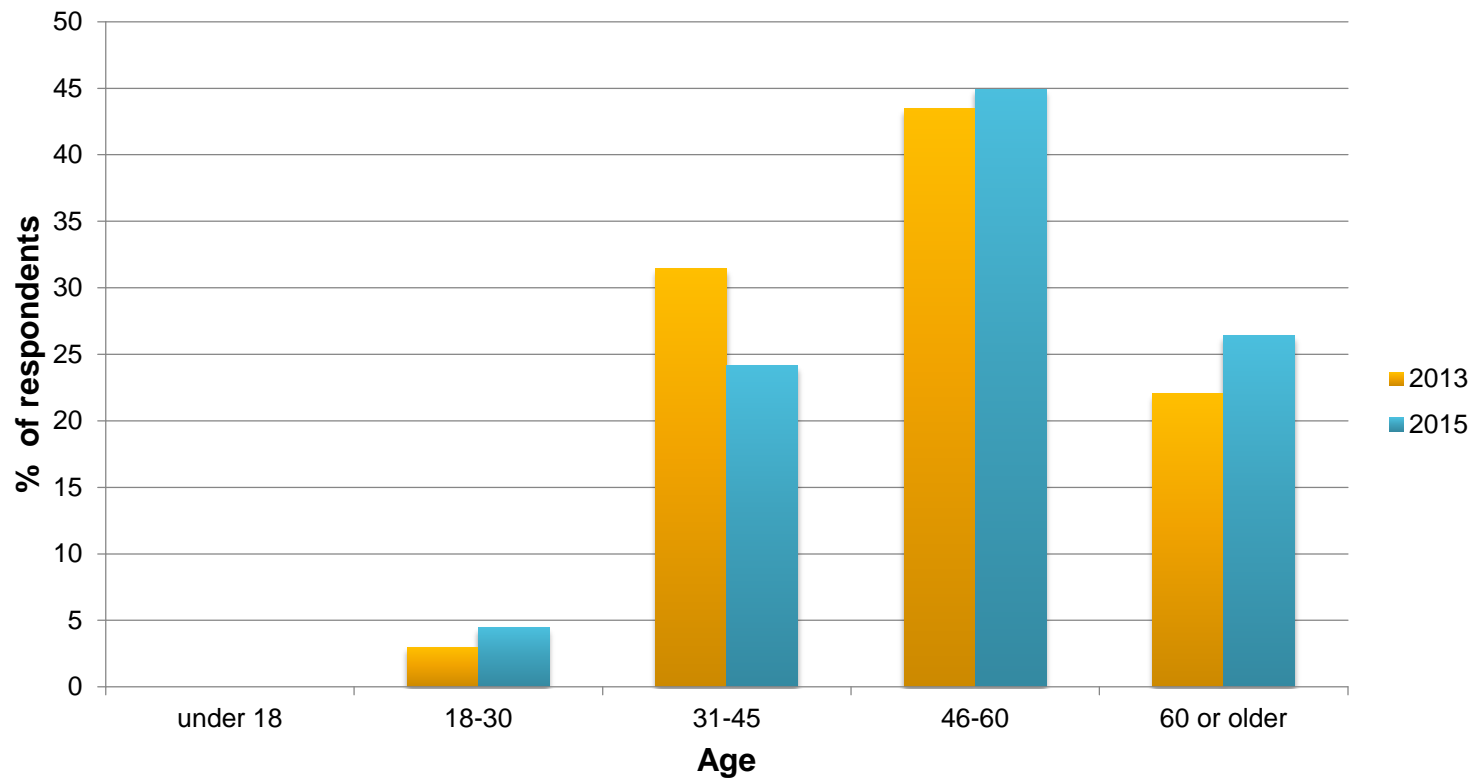
- Update Survey
- Increase number of respondents
- Identify areas of improvement and levels of satisfaction
- Provide analysis of trends from 2013 to 2015
- Provide Recommendations

Methods

- Data collection
 - Survey Monkey
 - Likert scale, multiple choice, text box
- Statistical Analysis
 - Stratification, difference of means t-test

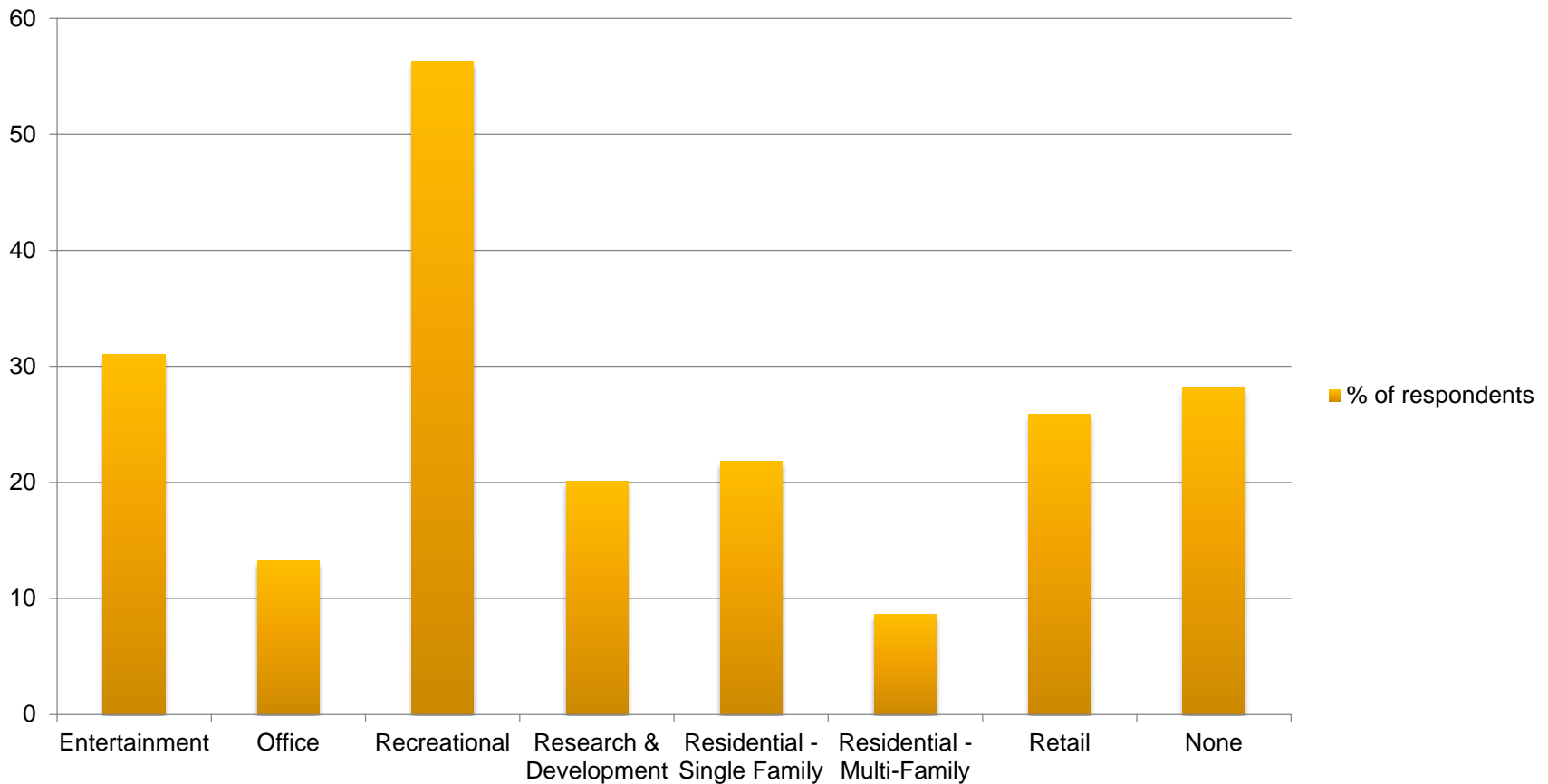
Section 1: Respondents

- 183 responses (2015)
- Age distribution



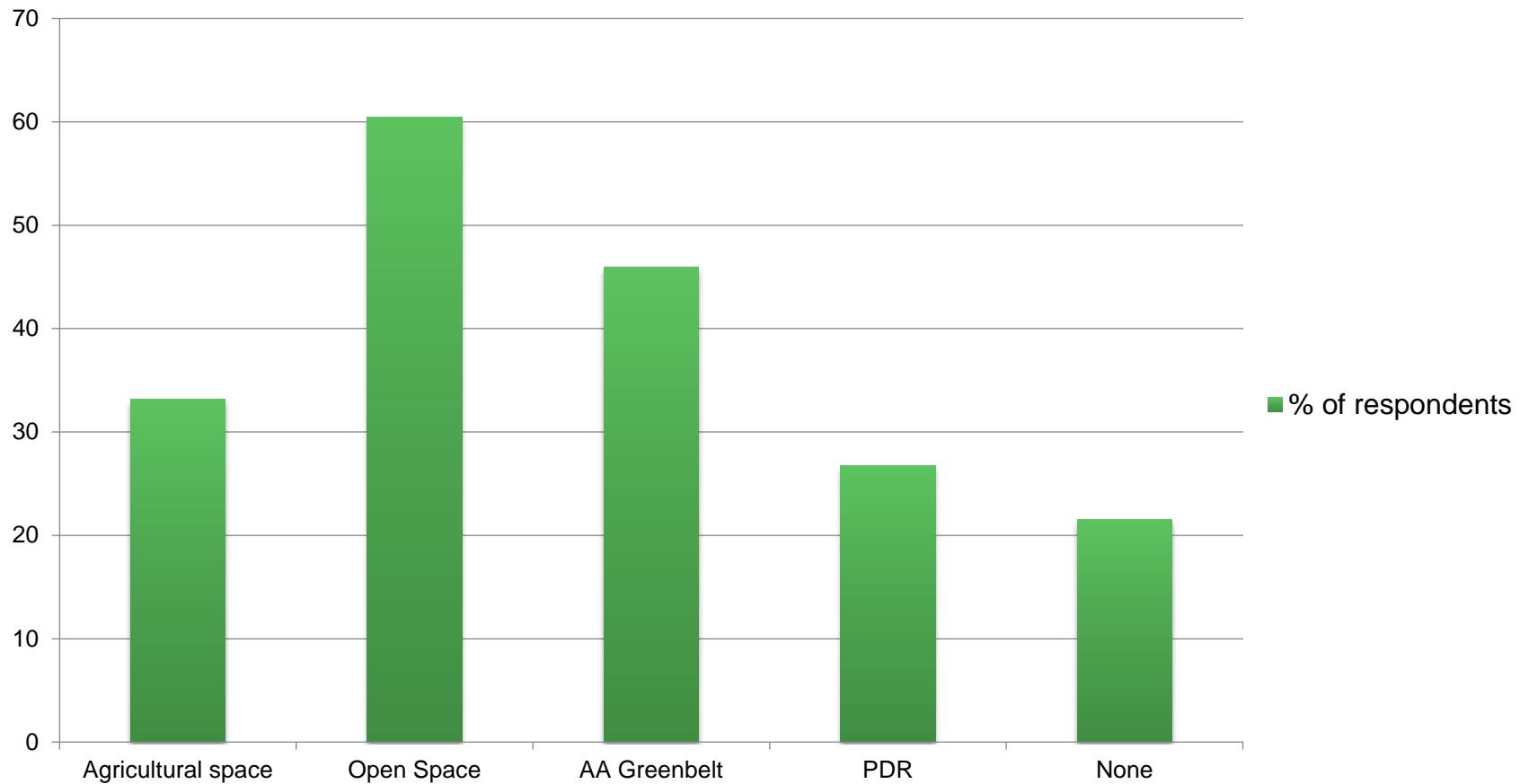
Section 1: Respondents

Types of Development



Section 1: Respondents

Types of Preservation



Section 2: Township Events

- Most attended
 - Farmers Market (46.99%)
 - Shredding event (24.10%)
- Least attended
 - P2P (7.23%)
 - National Night out (5.42%)

Township Events

| Event | Percent |
|--|----------------|
| Pittsfield Township Farmer's Market | 46.99% |
| Harvest Festival | 11.45% |
| Passport to Pittsfield (P2P) | 7.23% |
| Shredding Event | 24.10% |
| Fire Open House | 13.25% |
| National Night Out | 5.42% |
| None | 36.75% |

Additional Events

- Yes (25.8%)
- No (57.6%)
- Open responses

Open Responses

| Event | No. of Residents |
|--------------------------------------|-------------------------|
| Concert, Festivals, and/or Fireworks | 6 |
| Family | 5 |
| Recreational Events | 5 |
| Recycling Electronics | 2 |
| Educational | 1 |
| Senior Citizens | 1 |
| Other | 5 |

Section 3: Customer Service

- Preferred method for receiving notifications
 - Notify Me (80.12%)
 - Website (39.76%)
 - Newspaper (6.63%)
- Preferred method of contact
 - Website (51.83%)
 - In Person (9.76%)

Satisfaction Level Trends

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | N/A | |
|------|----------------|-----------|---------|--------------|-------------------|-----|---------|
| 2010 | 17 | 34 | 17 | 11 | 5 | | 84 |
| | 20.24% | 40.48% | 20.24% | 13.10% | 5.95% | | 100% |
| 2013 | 78 | 129 | 50 | 4 | 5 | | 266 |
| | 29% | 48% | 19% | 2% | 2% | | 100% |
| 2015 | 43 | 79 | 30 | 5 | 1 | | 158 |
| | 27.22% | 50.00% | 18.99% | 3.16% | 0.63% | | 100.00% |

Section 4: New Online Features

- **Notify Me**
 - 34.16% of residents know it exists.
 - Of those that are aware of the service 72.7% are signed up for Notify Me.
 - 95.5% of residents that use the service believe it is effective in keeping them updated.
- **Online reporting**
 - 10.39% of residents have used online reporting.
 - 89.5% of users have been satisfied with the Township's response.

Section 4: New Online Features

- Online Payments for Taxes and Rec Programs
 - 19.18% of residents have made online payments.
 - 96.6% who have used the online method found it easy.
- Community Map
 - 30.34% of residents have used the online Community Map
 - 97.9% who have used the map found it effective in helping them find what they needed.

Section 5: Public Safety Trends

| | 2010 | 2013 | 2015 |
|---|-------|-------|-------|
| Percent that feel safe in their neighborhood. | 87.0% | 98.2% | 98.7% |
| How fast have safety services arrived in cases of emergency (% satisfied). | 79.4% | 95.8% | 97.4% |
| Percent satisfied with overall dispatch services. | 90.7% | 98.5% | 97.4% |
| Adequate police presence in neighborhood (% yes). | N/A | 68.8% | 71.1% |
| Percent satisfied with Fire Department. | 88.6% | 99.3% | 100% |
| Percent satisfied with Police Department. | N/A | N/A | 97.7% |

Suggestions for Public Safety

- Many concerns about speeding through neighborhoods to bypass main roads during rush hour.
 - Seven open ended responses shared this concern.
- Other concerns:
 - Five asked for more presence in the neighborhoods late at night.
 - One said dispatch services have improved from the past.
 - Four left general “nice work” comments

Section 6: Assessing Department Trends

| | 2010 | 2013 | 2015 |
|---|-------|-------|-------|
| Percent who found ease in finding tax code number, owner's name, or address of property in Township. | 69.0% | 85.4% | 96.3% |
| Percent who found ease in appealing the value of their property. | 63.5% | 52.5% | 57.5% |
| Percent who found ease in finding their property's assessed and taxable value. | 77.5% | 92.2% | 90.5% |
| Ability to determine cause of loss of Principle Residence Exemption if applicable. | N/A | 10.9% | 27.0% |

Section 7: Utilities and Municipal Services

Most Used Online Forms

| | 2013 | 2015 |
|---|-------|-------|
| Auto Debt Bill Pay | 3.5% | 10.6% |
| Permit Applications | 0.4% | 3.3% |
| Zoning Compliance | 0.8% | 1.3% |
| Commercial Site Plan Application | 0% | 0.7% |
| Vacation Notice to Police | N/A | 0.7% |
| Water Bill | N/A | 0.7% |
| None | 95.3% | 82.8% |

Utilities and Municipal Services Trends

| | 2013 | 2015 |
|---|-------|-------|
| Percent who said it was easy to find information on adding additions to their house. | 62.9% | 76.0% |
| Percent who thought turn around time on permit and review was acceptable. | 81.4% | 68.2% |
| Percent of residents who have accessed Township Master Plan | 24.8% | 34.5% |
| Percent of residents who used information from Township Master Plan when making developmental decisions. | 8.6% | 17.5% |

Section 8: Parks & Recreation

Most Visited Parks

| | 2013 | 2015 |
|---------------------------------|-------------|-------------|
| Lillie Park | 27.6% | 22.7% |
| Lohr-Textile Greenway | N/A | 16.0% |
| Montibeller Park | 18.5% | 12.3% |
| Marsh View Meadows Park | 11.7% | 11.0% |
| The Pittsfield Preserve | 17.2% | 10.7% |
| Hickory Woods Park | 5.5% | 8.7% |
| Pittsfield Township Park | 14.3% | 8.0% |
| Platt Road Greenway | N/A | 8.0% |
| Prairie Park | 5.3% | 2.7% |
| Total: | 100% | 100% |

Section 8: Parks & Recreation Continued

Favorite Park Activities

| | 2013 | 2015 |
|---------------------------------|-------------|-------------|
| Walking/Running Trails | 24.3% | 21.6% |
| Nature Trails | 17.2% | 20.8% |
| Bicycling Paths | 9.6% | 12.4% |
| Playground Structures | 13.0% | 11.1% |
| Picnic Pavilions | 9.8% | 10.0% |
| Soccer Fields | 5.0% | 4.5% |
| Baseball/Softball Fields | 4.3% | 3.7% |
| Informal Play Fields | 3.1% | 3.7% |
| Nature Interpretations | 4.2% | 3.4% |
| Cross-Country Ski Trails | 1.9% | 3.2% |
| Sledding | 4.5% | 2.9% |
| Tennis Courts/Pickleball | 3.1% | 2.6% |
| Totals: | 100% | 100% |

Parks & Recreation Trends

| | 2013 | 2015 |
|--|-------------|-------------|
| Percent of residents who are regular users of the parks | 53.0% | 61.2% |
| Satisfaction with current parks and facilities | 97.1% | 93.0% |
| Satisfaction with currently offered recreational programs. | 92.9% | 93.3% |
| Satisfaction with Senior Center programs | 86.2% | 95.0% |
| Does lack of transportation prevent you from using the Senior Center? (Percent 'yes') | 3.0% | 2.1% |

Recommendations

- Increase awareness about new Online Services
 - 34% of participants know about Notify Me and 96% of those using it find it effective
 - 10% of participants have used online reporting and 90% of those using it find it effective.
 - 30% of participants have used the Community Map and 98% find it effective in helping them find what they needed.
- Marketing for next survey
 - Total responses down 119 from 2013
 - Make survey accessible from front page of Township website.