

# 2022 Resident Survey City of Meridian, Idaho



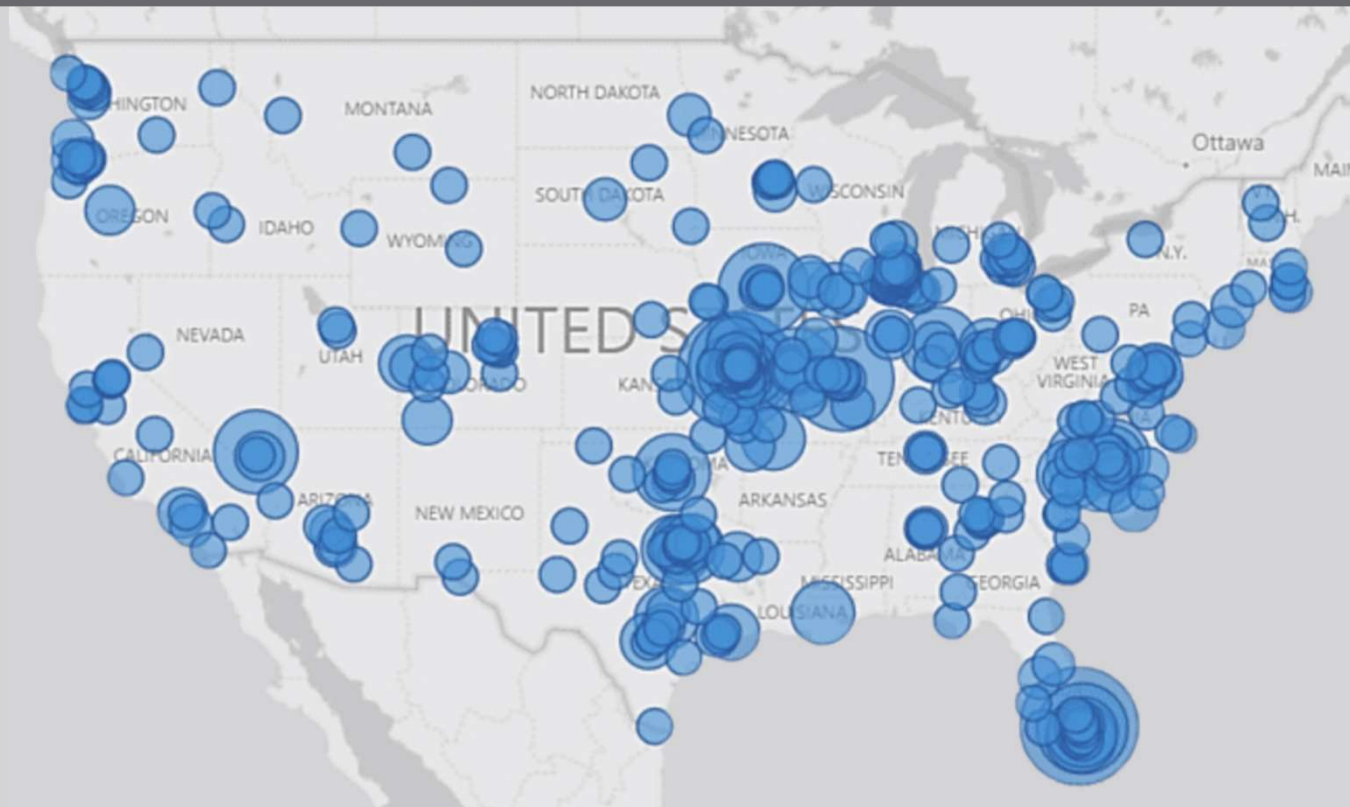
PRESENTED BY

**ETC**  
INSTITUTE

SEPTEMBER 2022

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*For 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.*



More Than 2,500,000 Person's Surveyed Since 2012 for More Than 1,000 Communities in 49 States

## Agenda

Purpose and Methodology

Bottom Line Upfront

Major Findings

Summary

Questions



# Purpose

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

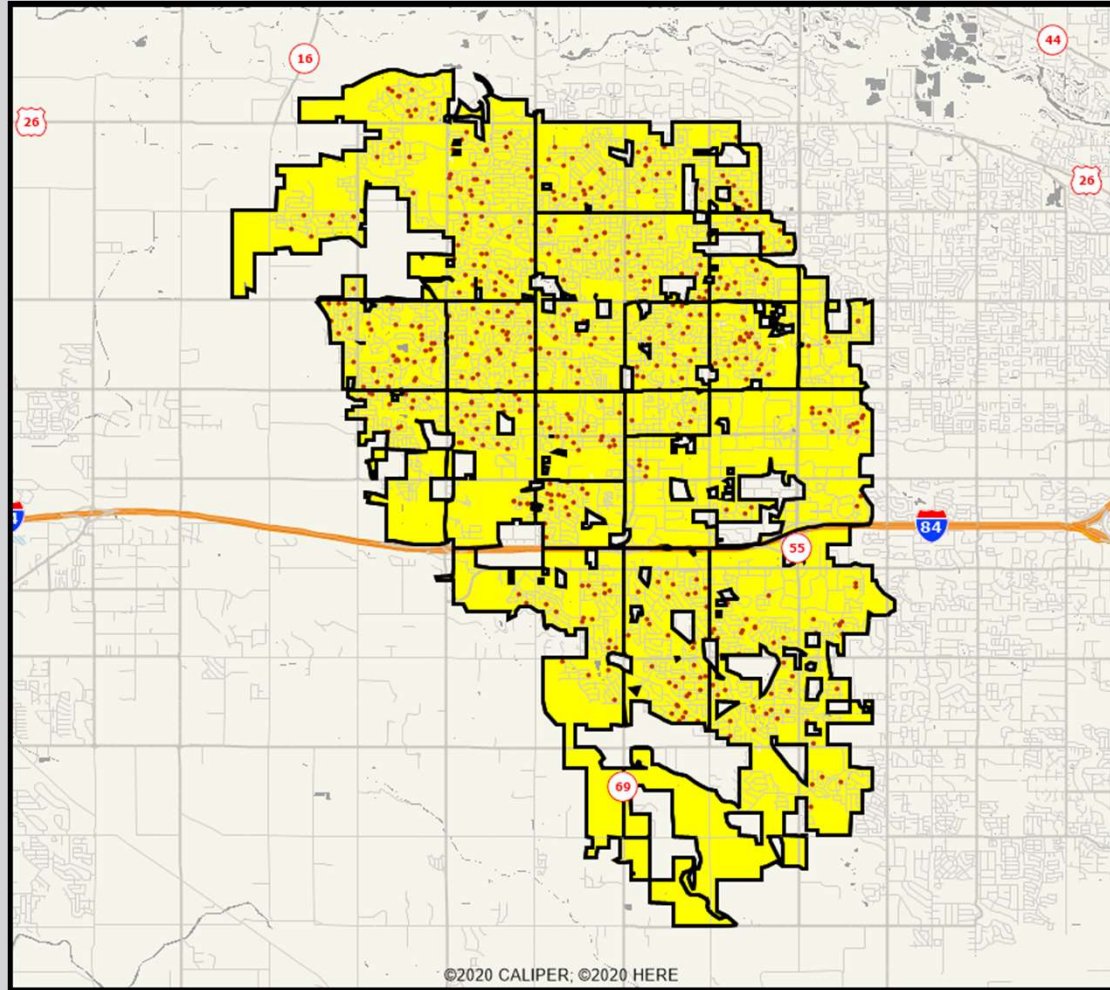
# Methodology

- **Survey Description**
  - Seven-page survey; included many of the same questions as previous surveys
  - 4<sup>th</sup> Community Survey conducted for the City of Meridian
- **Method of Administration**
  - By mail and online to randomly selected sample of City residents
- **Sample Size**
  - 504 completed surveys
  - Margin of error: +/- 4.3% at the 95% level of confidence



## Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City
  - Age
  - Gender
  - Income

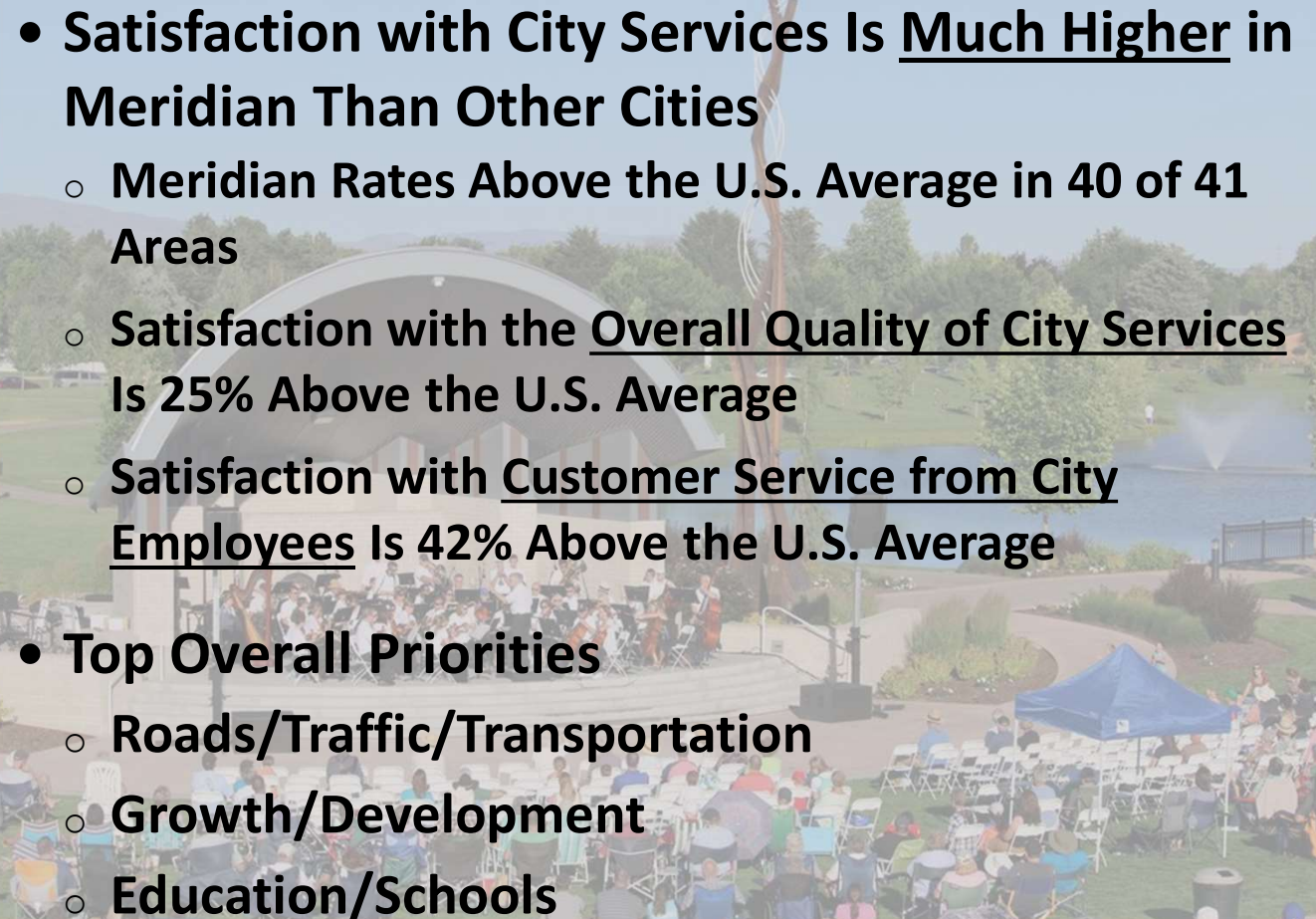


## Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City of Meridian**
  - **89% Rated Meridian as an Excellent or Good Place to Live**
  - **88% Rated Meridian as an Excellent or Good Place to Raise a Family**
- **Satisfaction Ratings Remain High**



## Bottom Line Up Front

- **Satisfaction with City Services Is Much Higher in Meridian Than Other Cities**
    - Meridian Rates Above the U.S. Average in 40 of 41 Areas
    - Satisfaction with the Overall Quality of City Services Is 25% Above the U.S. Average
    - Satisfaction with Customer Service from City Employees Is 42% Above the U.S. Average
  - **Top Overall Priorities**
    - Roads/Traffic/Transportation
    - Growth/Development
    - Education/Schools
- 

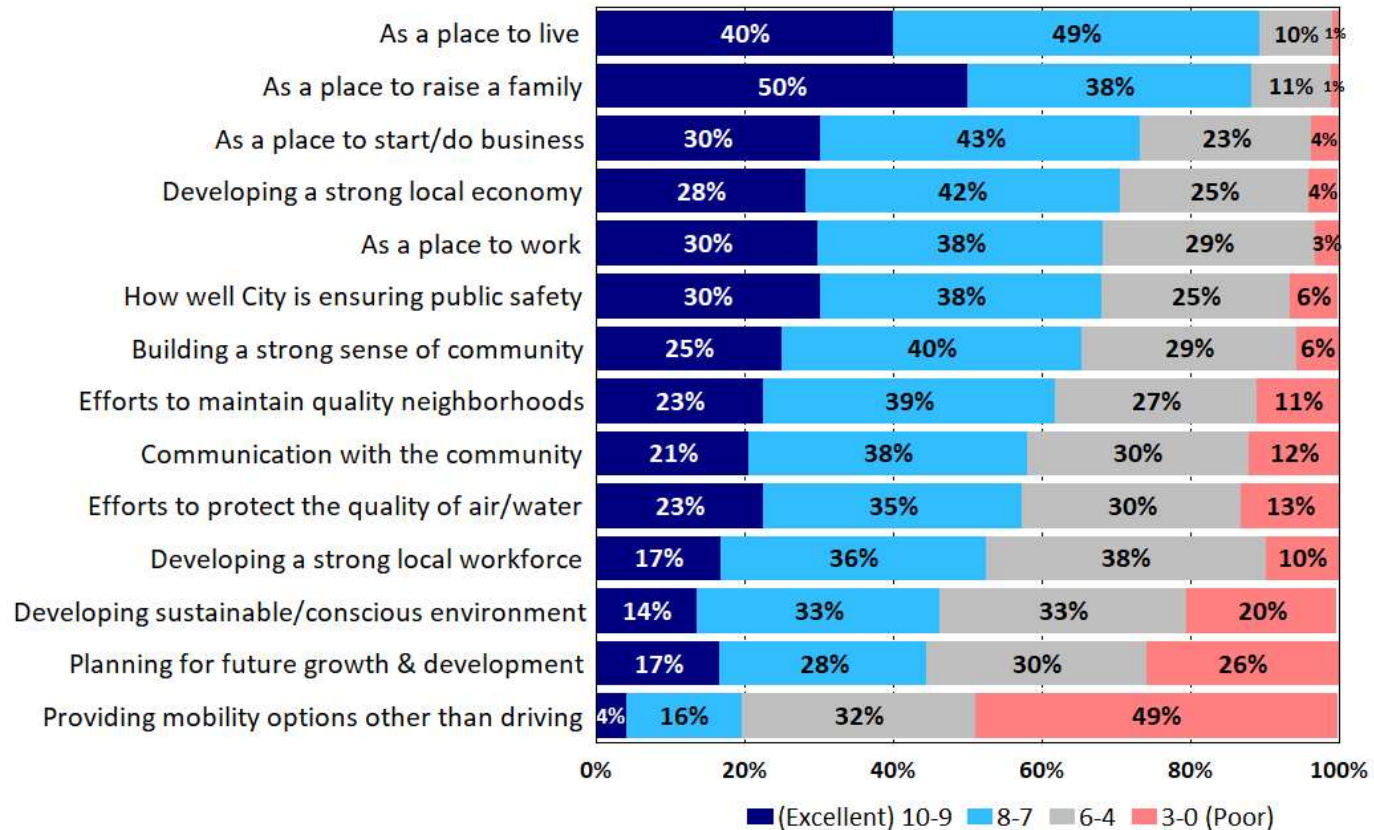


# **Topic #1**

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

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

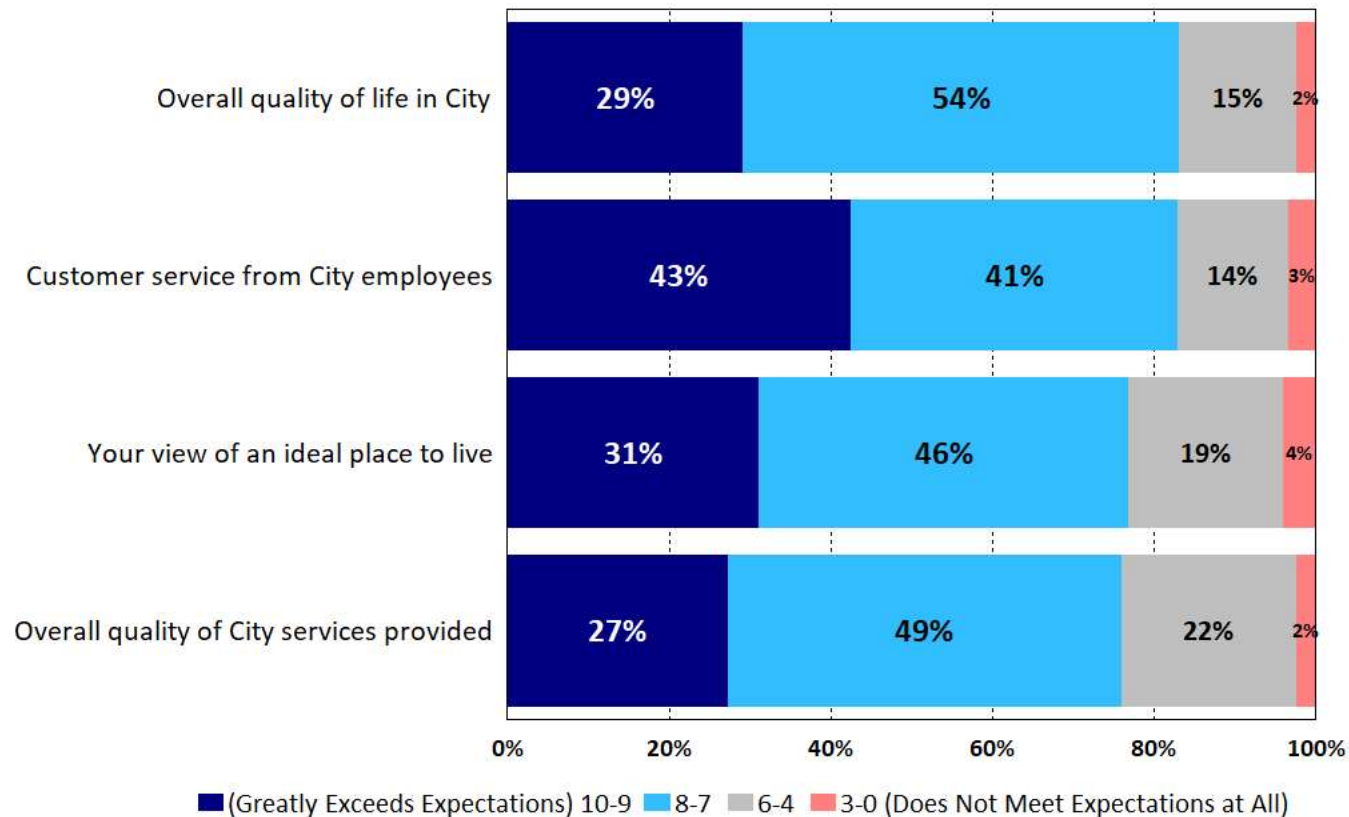
by percentage of respondents who rated the item on an 11-point scale, where a rating of 10 meant "excellent" and a rating of 0 meant "poor" (excluding "don't know")



Most Residents Feel Meridian Is an Excellent or Good Place to Live and Raise a Family

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

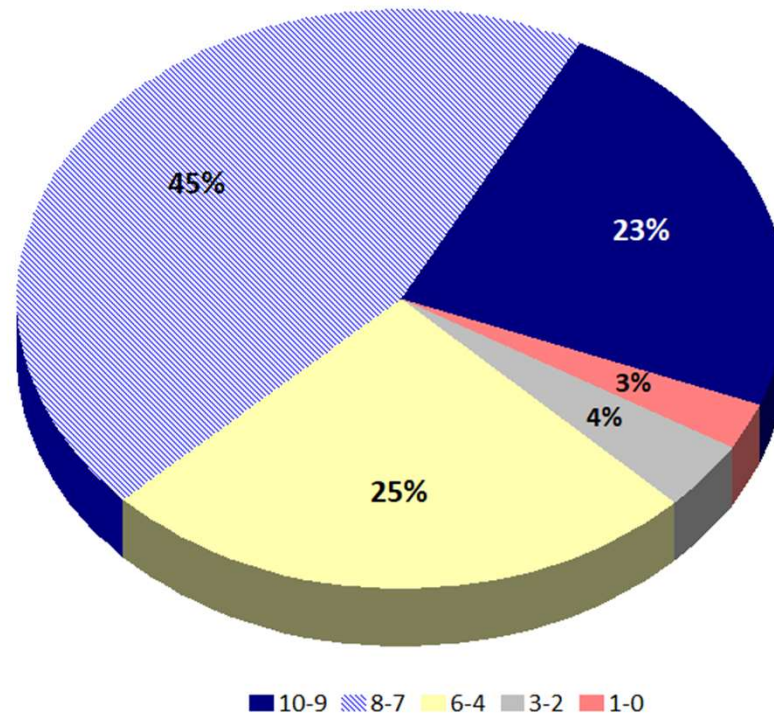
by percentage of respondents who rated the item on an 11-point scale, where a rating of 10 meant "greatly exceeds expectations" and a rating of 0 meant "does not meet my expectations at all" (excluding "don't know")



Most Residents Feel the Overall Quality of City Services and Customer Service Exceeds Their Expectations

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

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

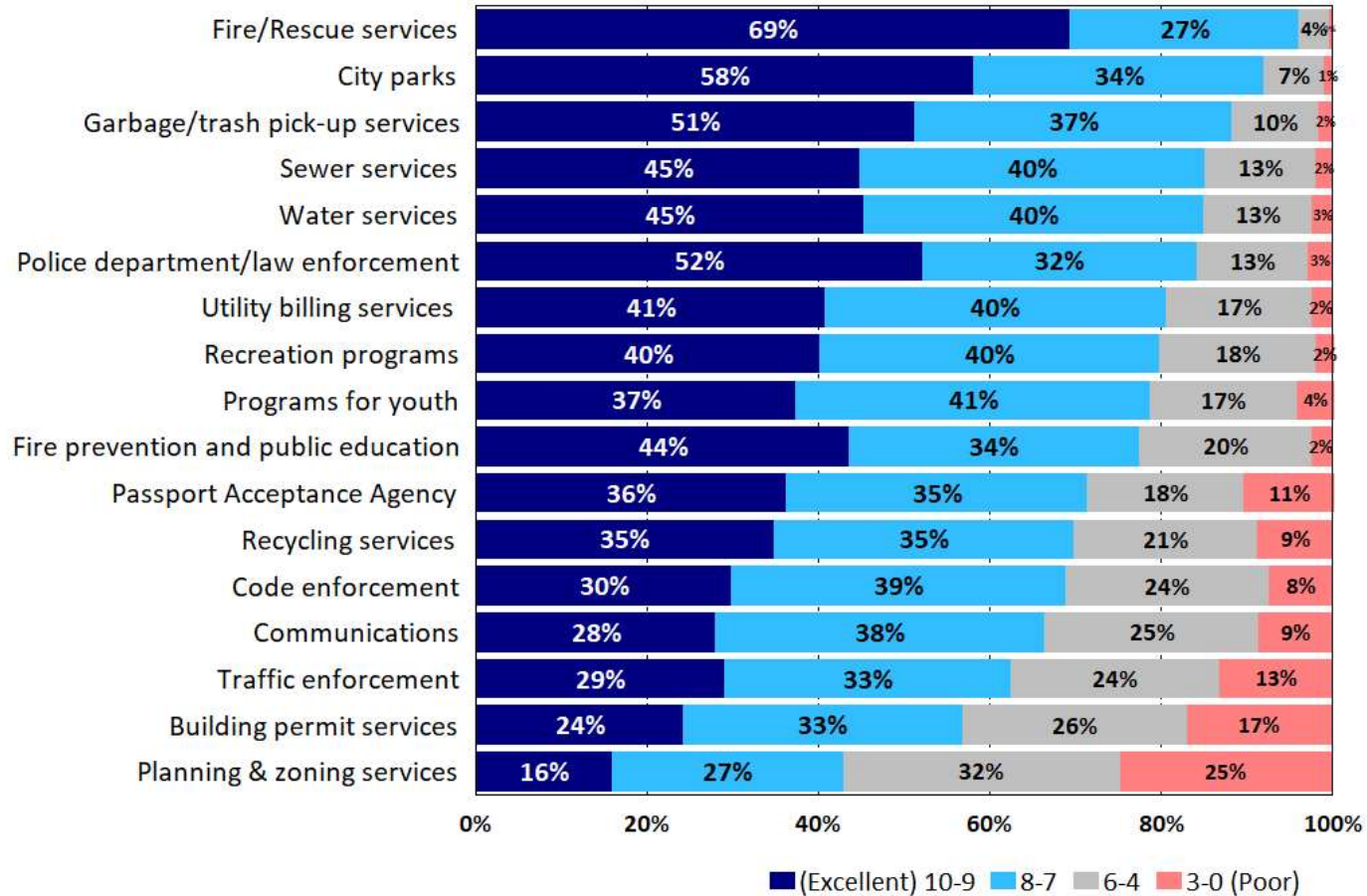


Most Residents Feel They Receive Good Value for City Tax Dollars and Fees



## Q6. Overall Ratings of City Services

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



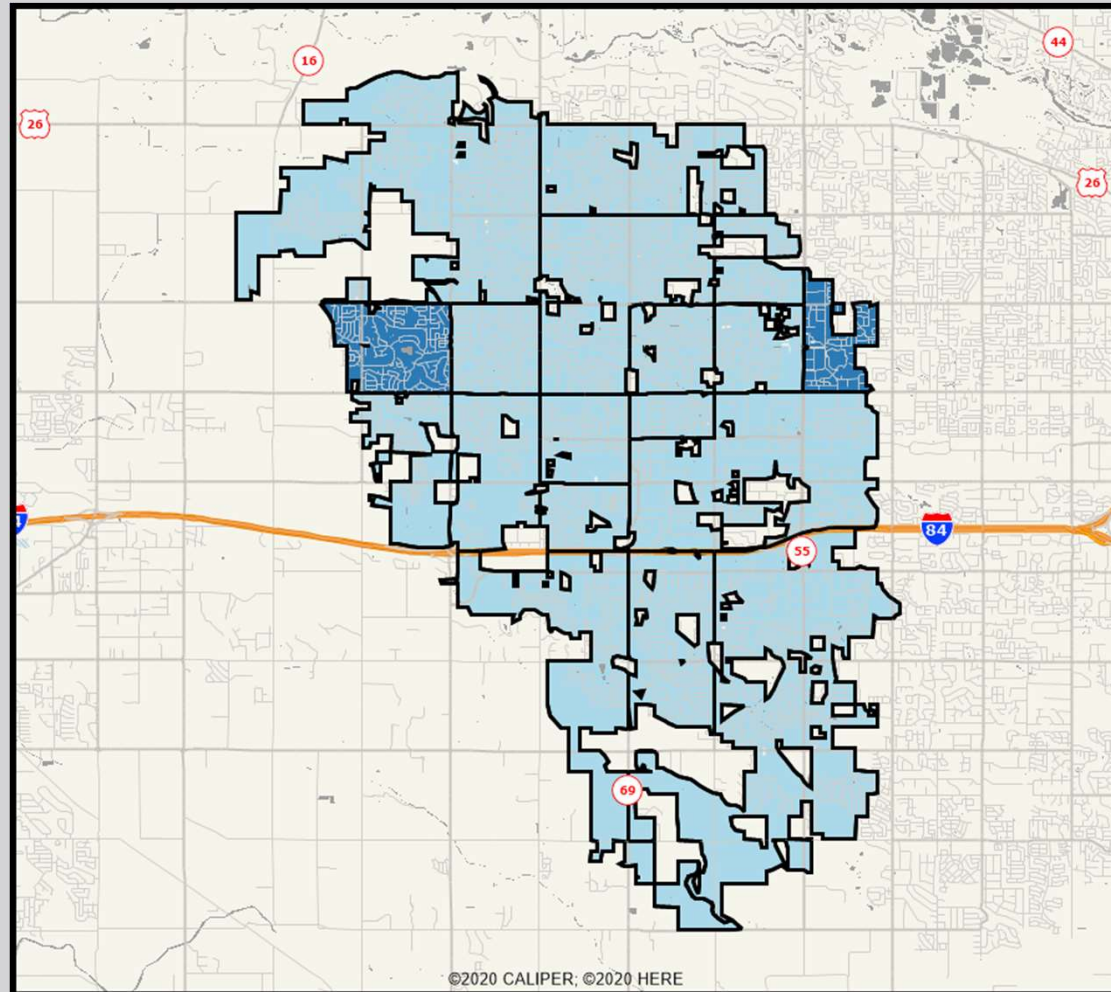
Major Categories of City Services Received High Ratings

## **Topic #2**

**Satisfaction with the Overall Quality of City Services Is High in All Areas of the City**

# Overall Quality of City Services

All Areas Are in Blue, Indicating That Residents in All Parts of the City Feel the Overall Quality of City Services Exceeds their Expectations

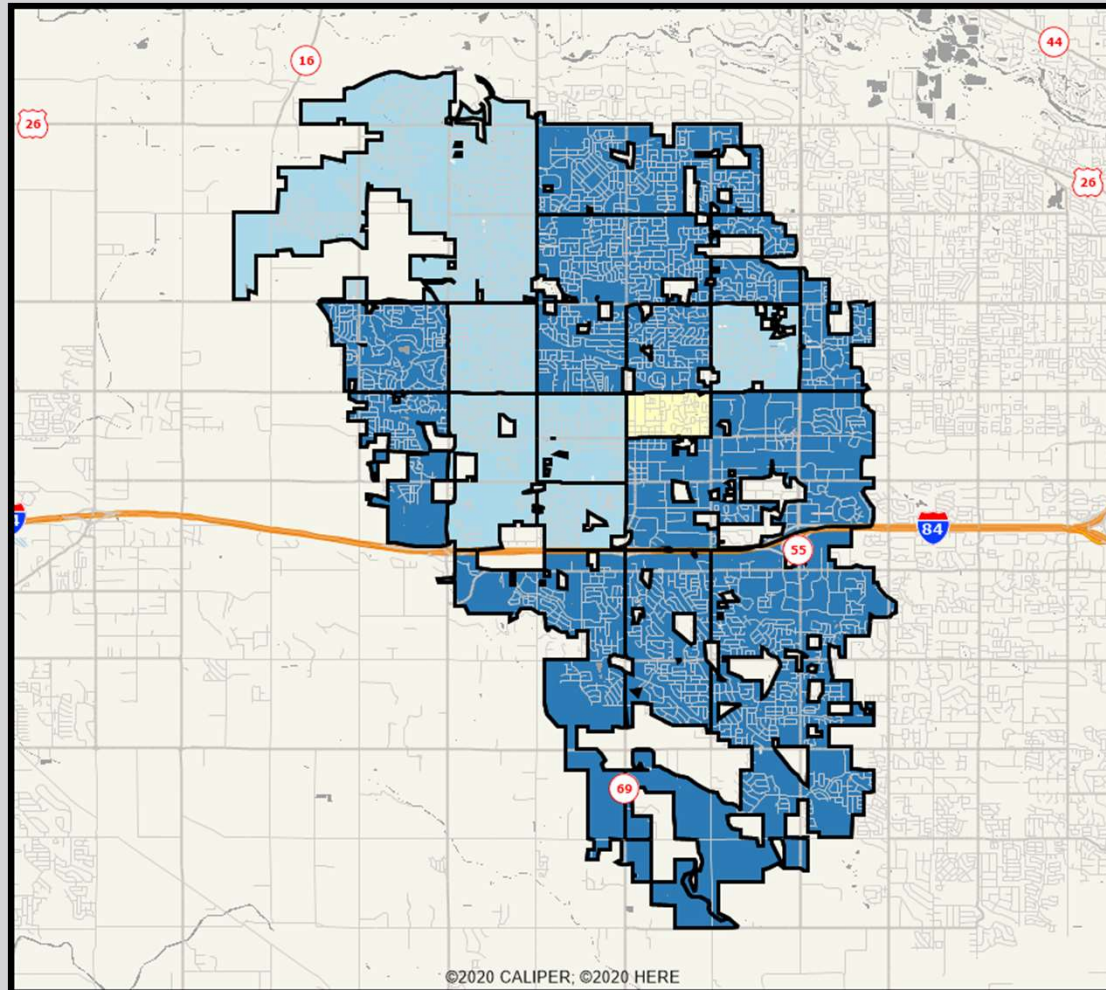


# Overall Quality of Customer Service

Most Areas Are in Blue, Indicating That Residents in Most Parts of the City Feel the Overall Quality of Customer Service Exceeds their Expectations

Rating	
	Greatly Exceeds Expectations
	Exceeds Expectations
	Meets Expectations
	Does Not Meet Expectations
	Does Not Meet At All
	No Response

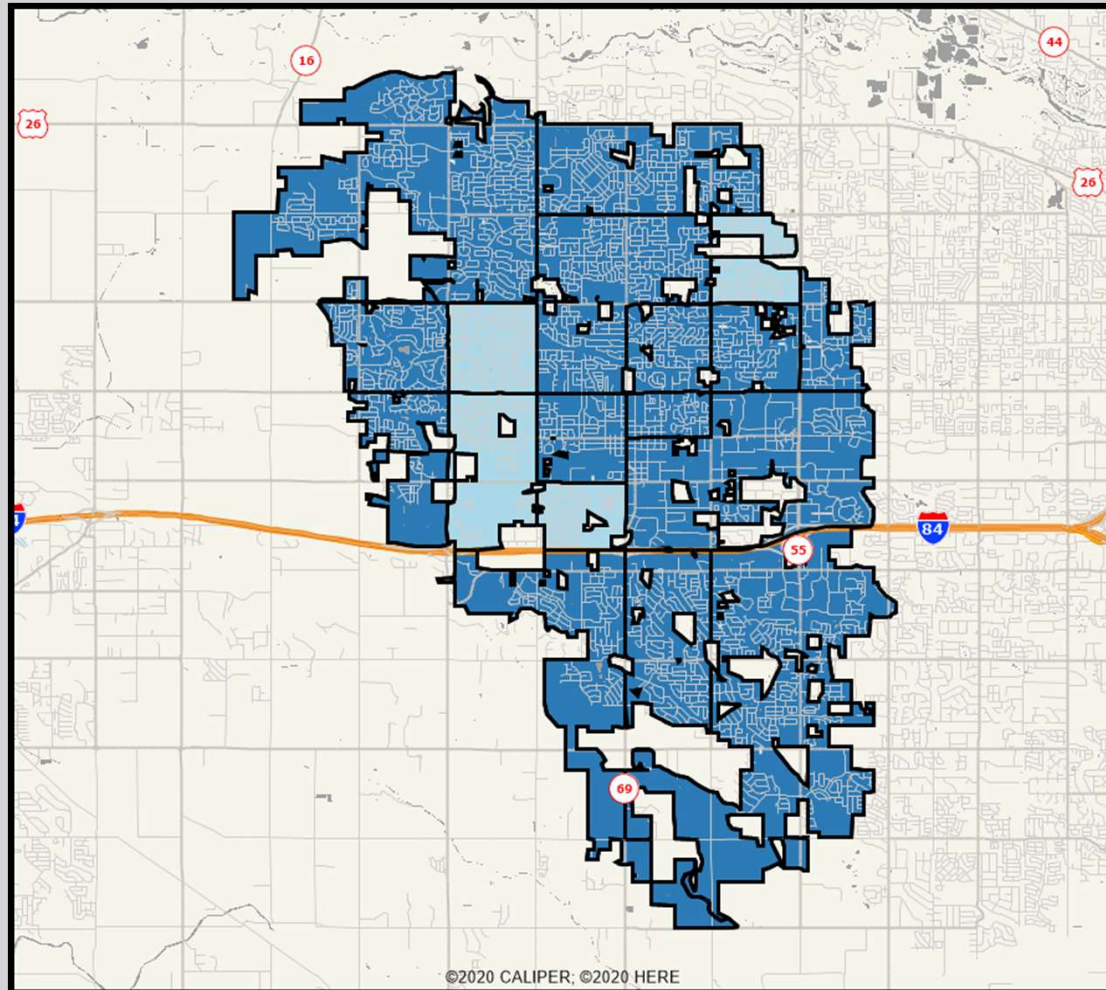
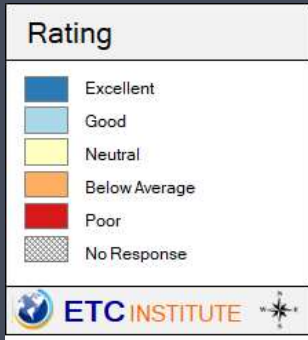
 





## Meridian as a Place to Live

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



## **Topic #3**

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

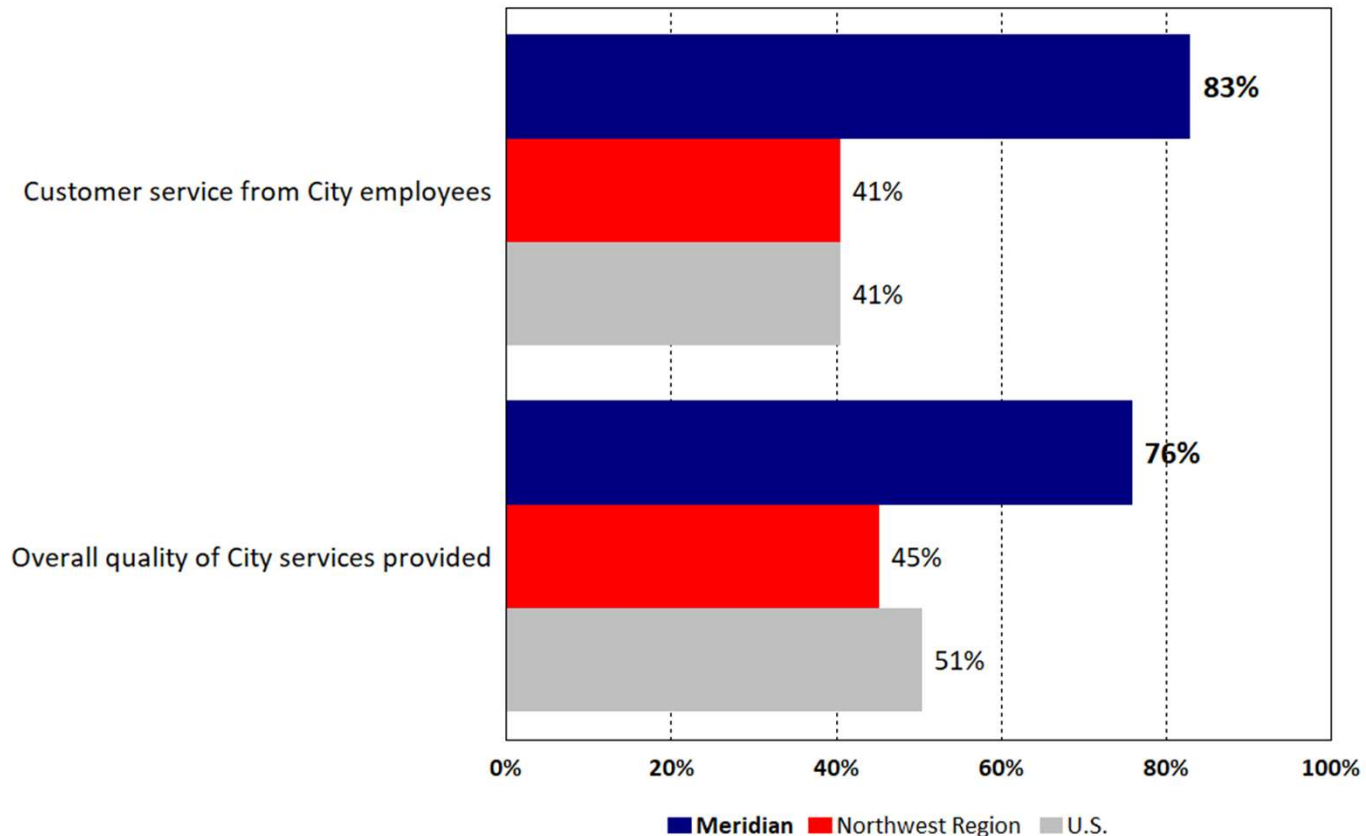
# Benchmarking Analysis

**Meridian Rated Higher Than the U.S. Average in *40 of the 41* Areas That Were Compared**

**Meridian Rated *Significantly* Higher (5% or more) Than the U.S. Average in *37 of the 41* Areas That Were Compared**

## Ratings of Items Related to Quality of Life Meridian vs. Northwest Region vs. the U.S.

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



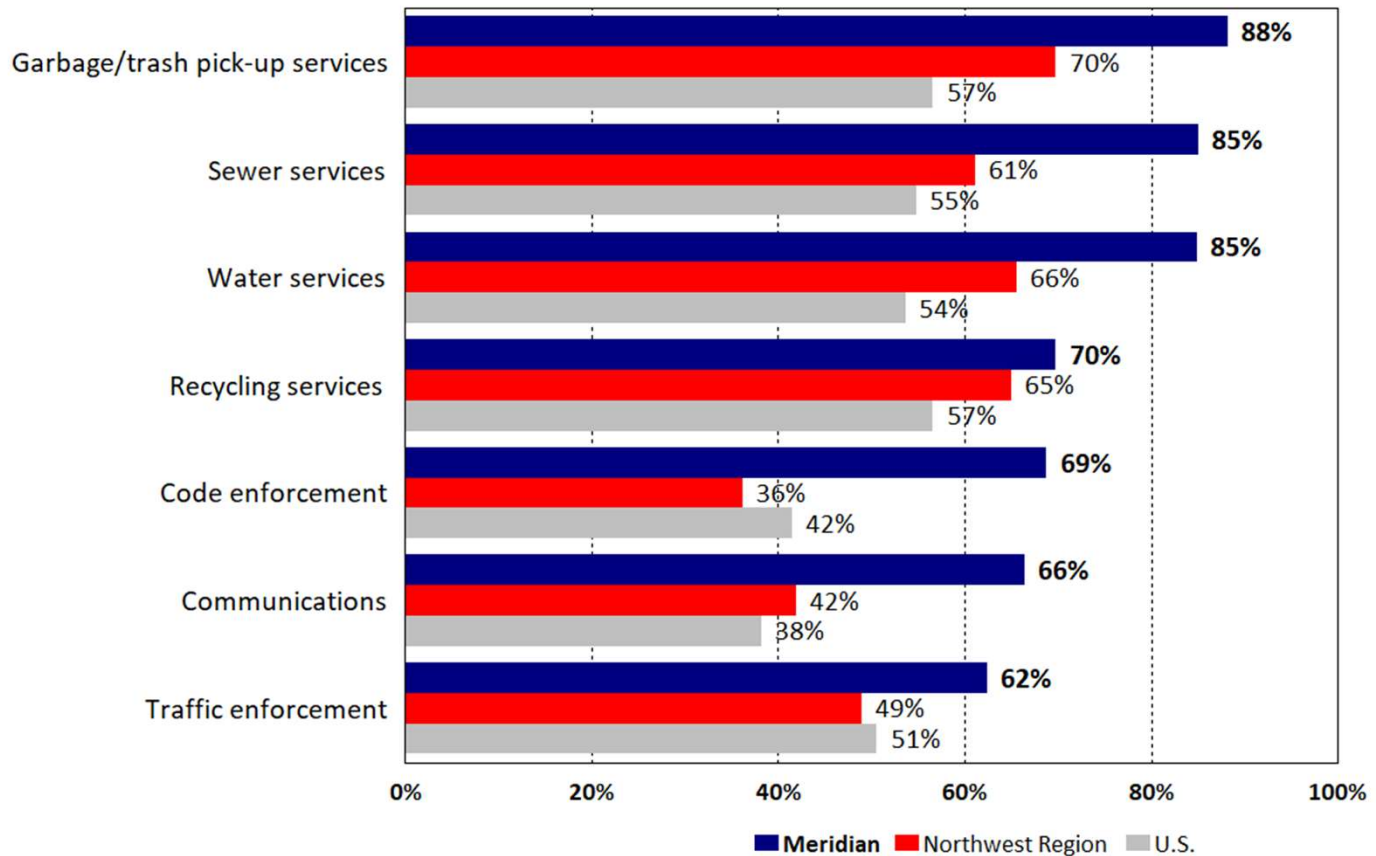
Meridian Rates  
42% Above the  
U.S. Average in  
Providing  
Customer Service

Meridian Rates 25% Above the U.S. Average for the Overall Quality of City Services



## Overall Ratings of City Services Meridian vs. Northwest Region vs. the U.S.

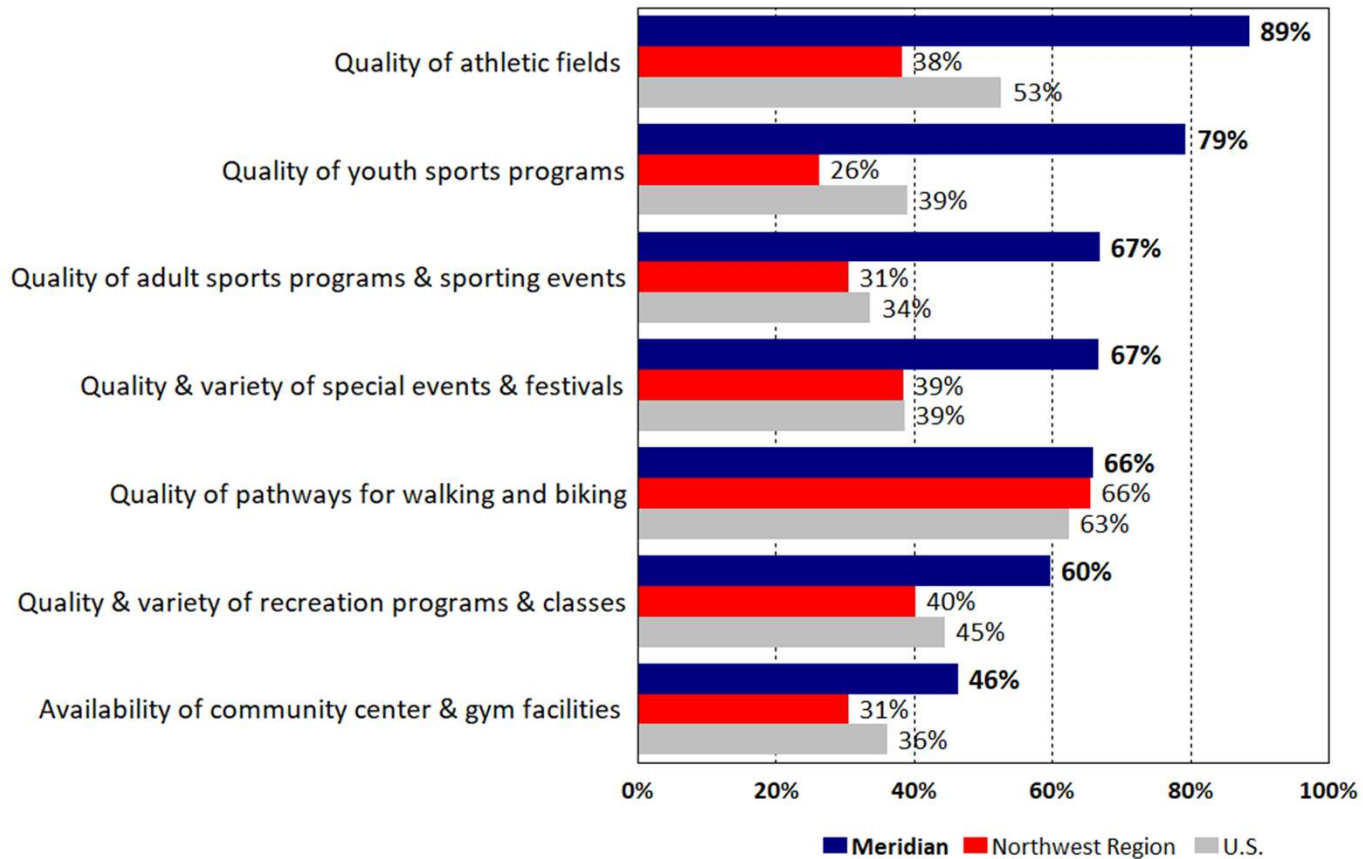
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



**Meridian Rates More Than 10% Above the U.S. Average in All 7 Major Categories of City Services**

## Ratings of Parks and Recreation Services Meridian vs. Northwest Region vs. the U.S.

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

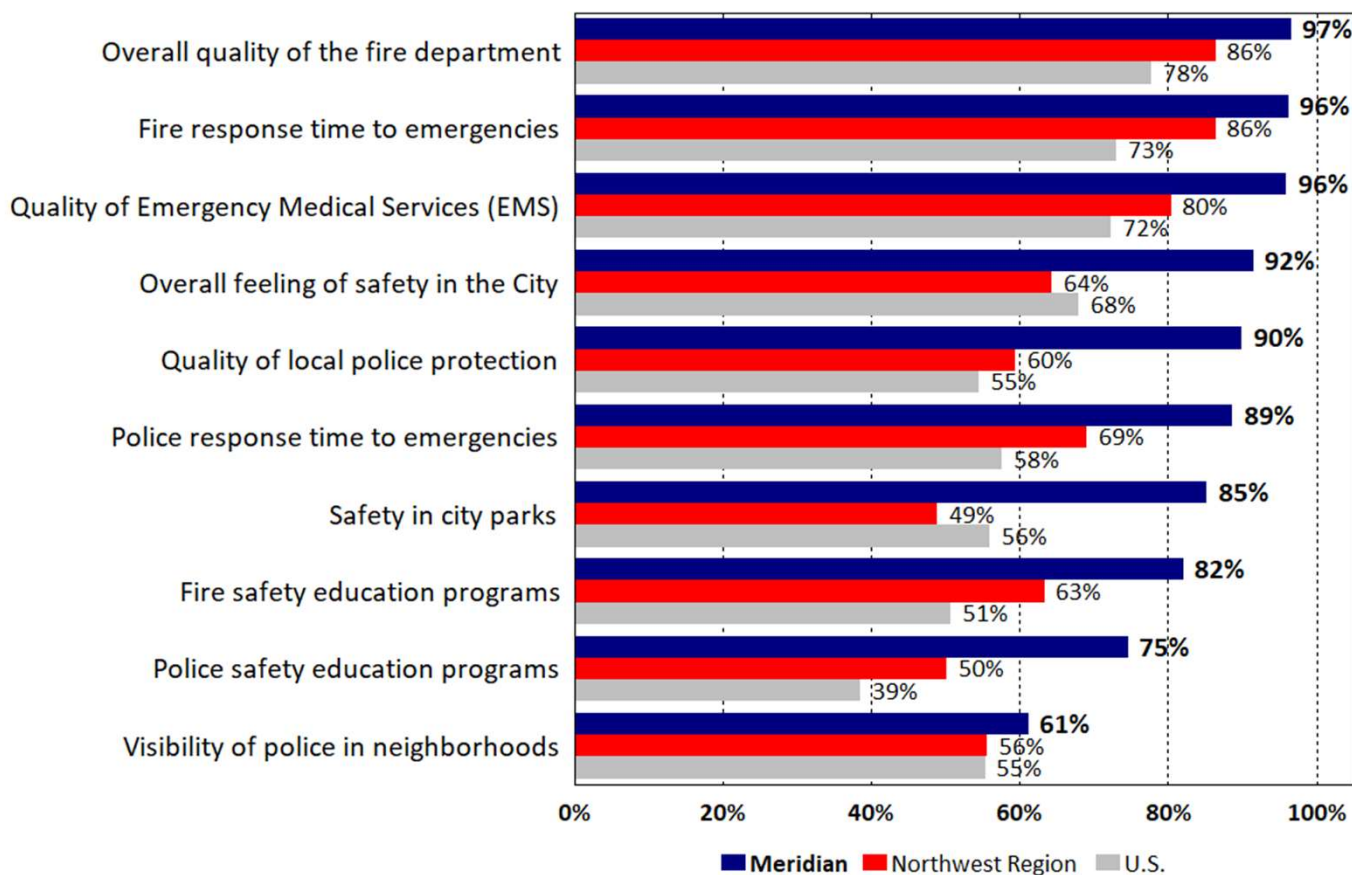


Meridian Rates Above the U.S. Average in All 7 Areas of Parks and Recreation

## Ratings of Public Safety Services

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

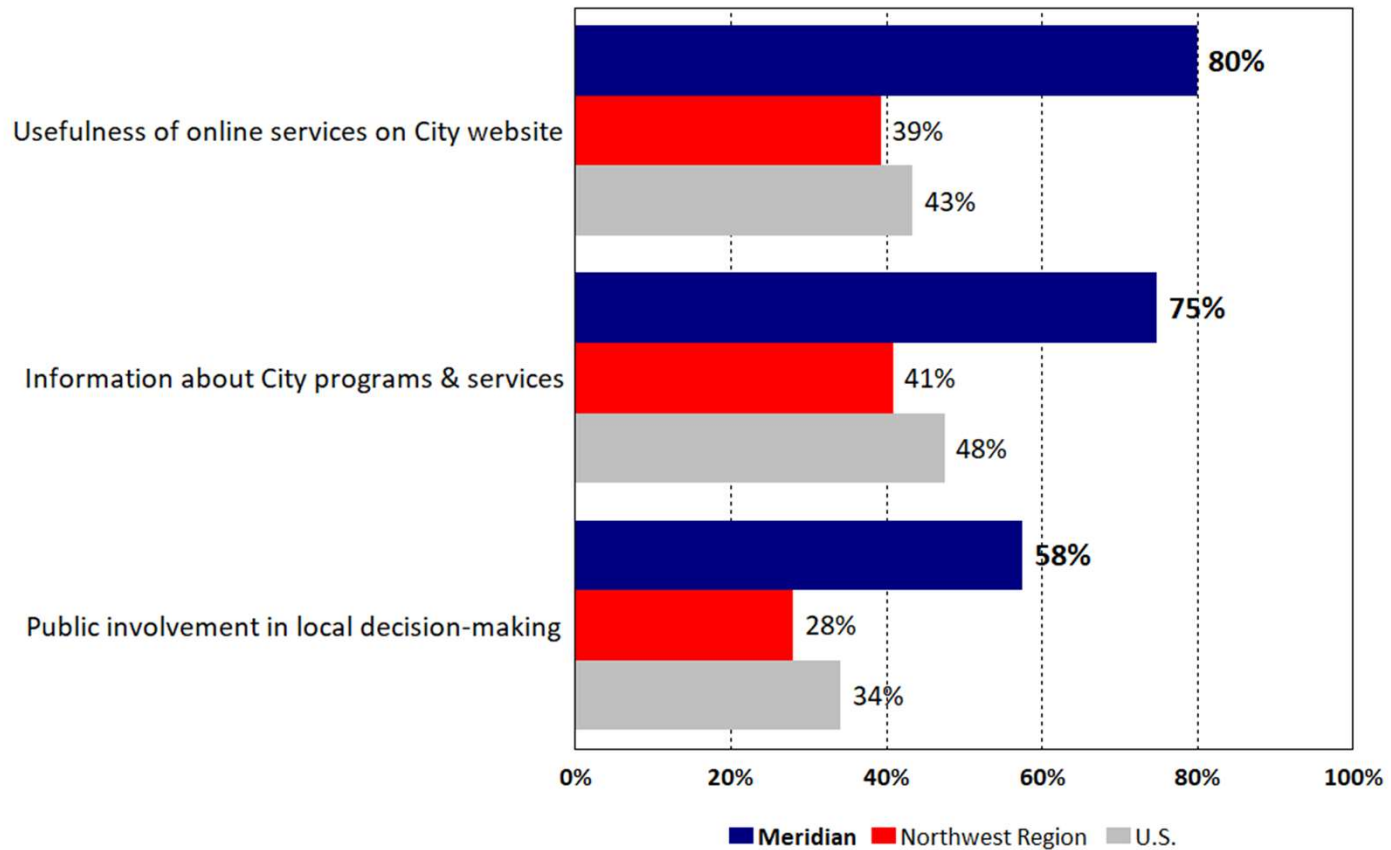
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



**Meridian Rates Above the U.S. Average in All 10 Areas of Public Safety**

## Ratings of Communication Services Meridian vs. Northwest Region vs. the U.S.

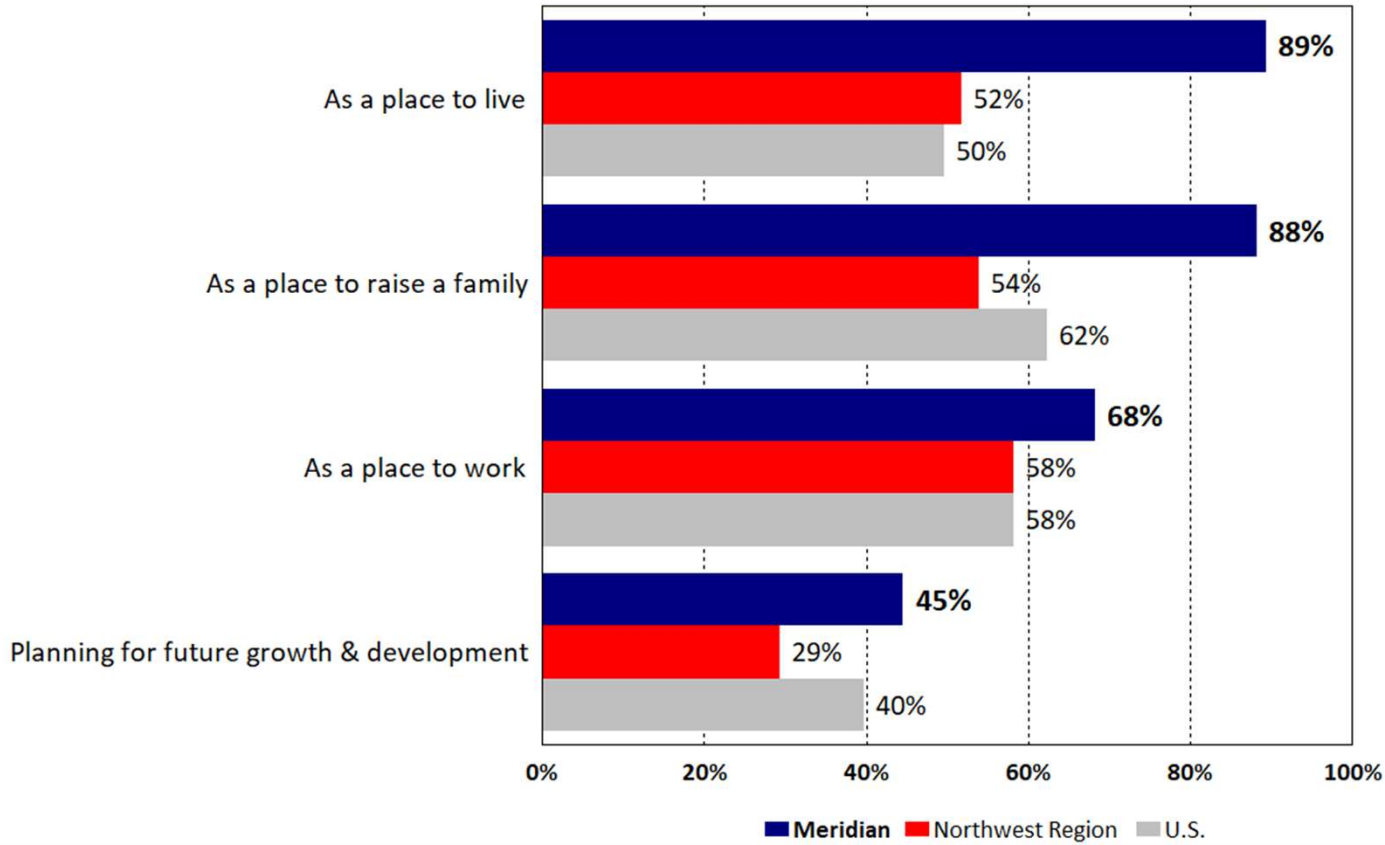
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Meridian Rates Significantly Above the U.S. Average in All 3 Areas of Communication

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

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



Meridian Rates  
26% Above the  
U.S. Average as a  
Place to Raise a  
Family

Meridian Rates 39% Above the U.S. Average as a Place to Live



# Topic #4

## Trend Analysis

# Trend Analysis

- **Notable Increases in Satisfaction Since 2020:**
  - **Quality of Adult Sports Programs/Events**
  - **Variety of Employment Opportunities**
  - **Availability of Youth Sports Programs**
  - **Information About City Programs and Services**
  - **Meridian as a Place to Start/Do Business**
  - **Number of Adult Sports Programs/Events**
  - **Quality of Youth Sports Programs**
  - **Developing a Strong Local Economy**

# Trend Analysis

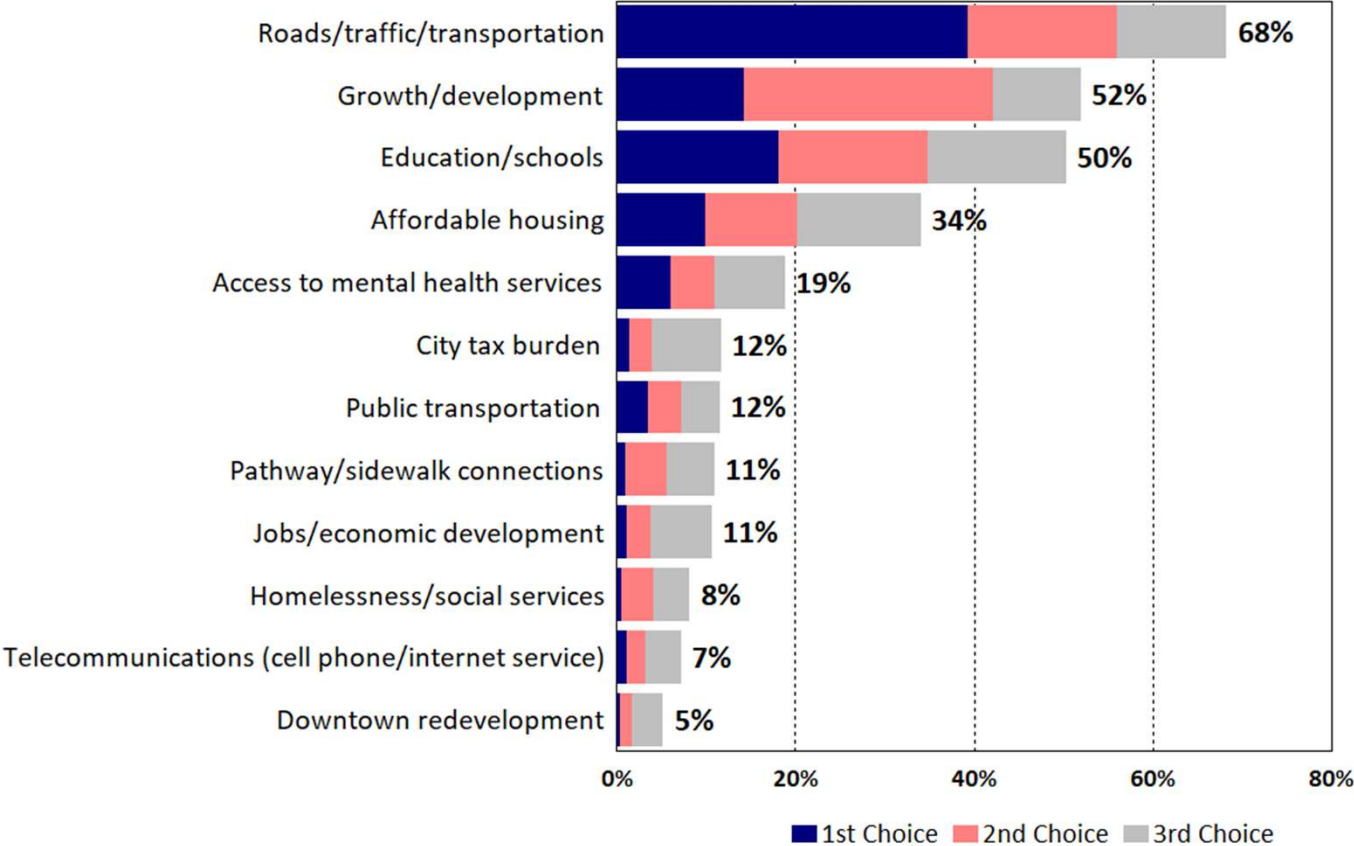
- **Notable Decreases in Satisfaction Since 2020:**
  - **Quality of Housing and Variety of Options**
  - **Communication with the Community**
  - **How Well the City Is Managing Growth**
  - **How Well the City Is Ensuring Public Safety**
  - **Traffic Enforcement**
  - **Efforts to Protect the Quality of Water/Air**
  - **Development in Meridian**
  - **Public Involvement in Local Decision Making**

# Topic #5

## Top Priorities

# Q25. Which three priorities should receive the most emphasis from City leaders over the next three years?

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





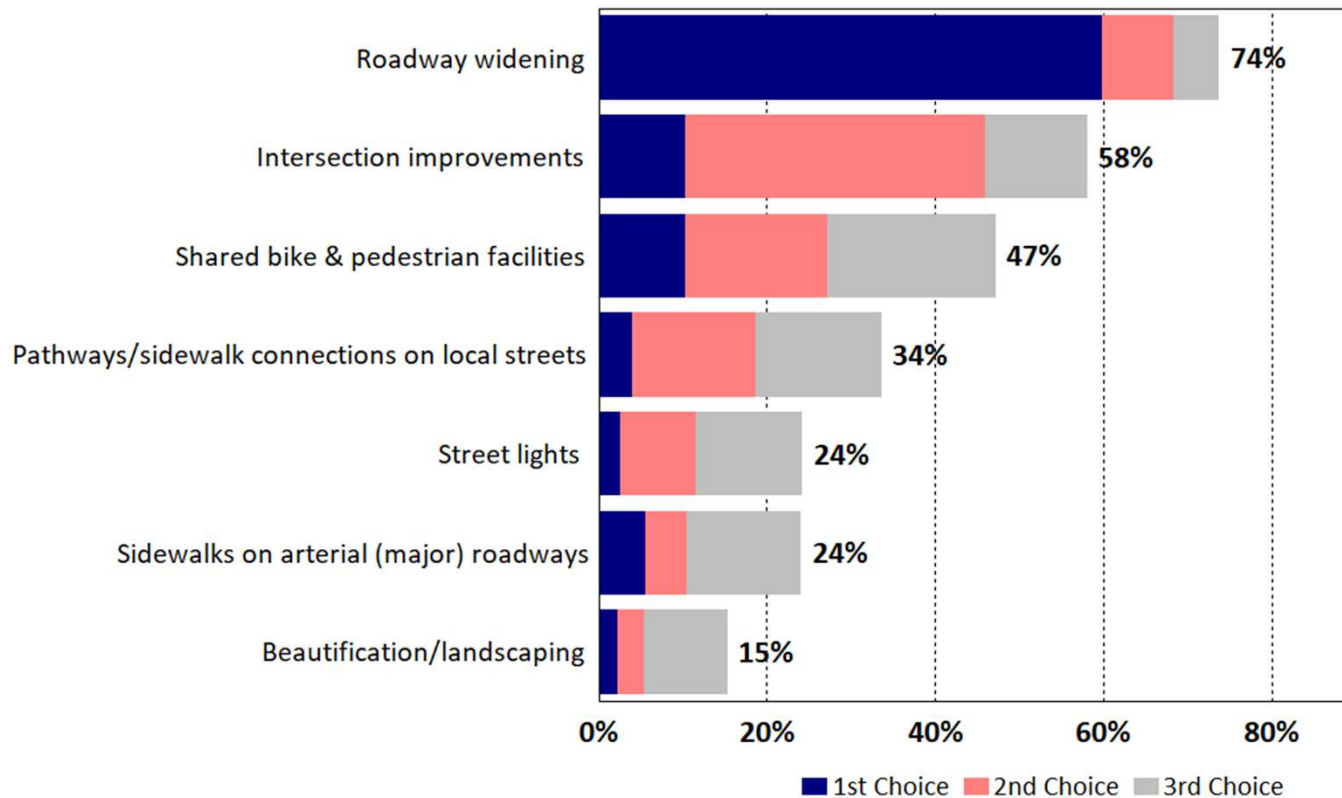
## 2022 Importance-Satisfaction Rating City of Meridian Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Planning & zoning services	55%	1	43%	17	0.3129	1
<b>High Priority (IS = .10-.20)</b>						
Traffic enforcement	34%	3	62%	15	0.1260	2
<b>Medium Priority (IS &lt;.10)</b>						
Police department/law enforcement	43%	2	84%	6	0.0677	3
Building permit services	15%	8	57%	16	0.0644	4
Recycling services	18%	6	70%	12	0.0535	5
Code enforcement	12%	9	69%	13	0.0387	6
Programs for youth	17%	7	79%	9	0.0351	7
Communications	8%	12	66%	14	0.0282	8
Recreation programs	10%	10	80%	8	0.0202	9
Fire prevention and public education	7%	13	77%	10	0.0163	10
City parks	19%	5	92%	2	0.0151	11
Water services	8%	11	85%	5	0.0127	12
Fire/Rescue services	22%	4	96%	1	0.0087	13
Utility billing services	3%	15	81%	7	0.0062	14
Garbage/trash pick-up services	4%	14	88%	3	0.0052	15
Passport Acceptance Agency	2%	17	71%	11	0.0051	16
Sewer services	3%	16	85%	4	0.0042	17

Overall Priorities 

## Q11. Transportation Improvements that Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

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



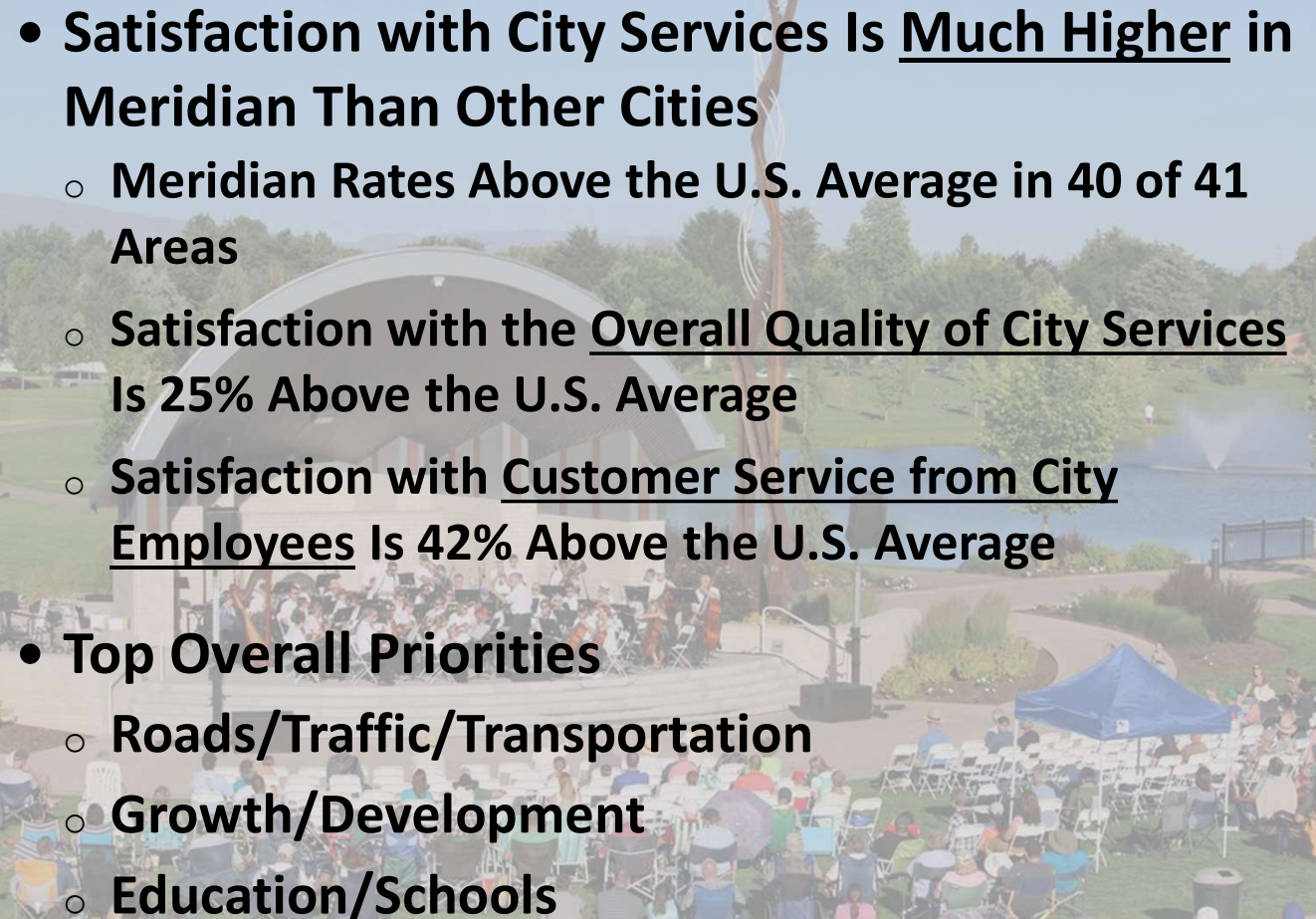
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- 

**Questions?**

**Thank You!!**