



Boone County Citizen Satisfaction Survey

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BOONE COUNTY
Kentucky



Time Line of Events

- On January 8th we were charged with the task of administering and analyzing a citizen satisfaction survey for Boone County.
- We received the County's draft survey on January 17th, suggestions were made and the survey was sent back to the County for final approval.
- On January 25th a time table was established for completion of the survey.
- By February 5th the final draft of the survey was sent to the University's Institutional Review Board for approval.



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Time Line of Events

- February 16th a press release was made by the concerning the survey.
- On February 20th the stratified sample from the Urban and Rural address lists supplied by the County was created.
- The sample was then sent to Datamark Mailing on February 21st. Printing and distribution began on the 22nd.



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Time Line of Events

○ Responses Received:

- March 15th 855 surveys
- March 22nd 244 surveys
- April 2nd 64 surveys

Data entry for all 1,163 of the received surveys was completed on April 4th.

Overall response rate: 13%

Urban response rate: 12%

Rural response rate: 16%



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Demographics

Urban: 75.2%

Rural: 24.8%

Sex

Male: 55.1%

Female: 44.9%

Ethnicity

Caucasian: 96.1%

African American: 00.9%

Hispanic: 00.8%

Asian: 00.6%

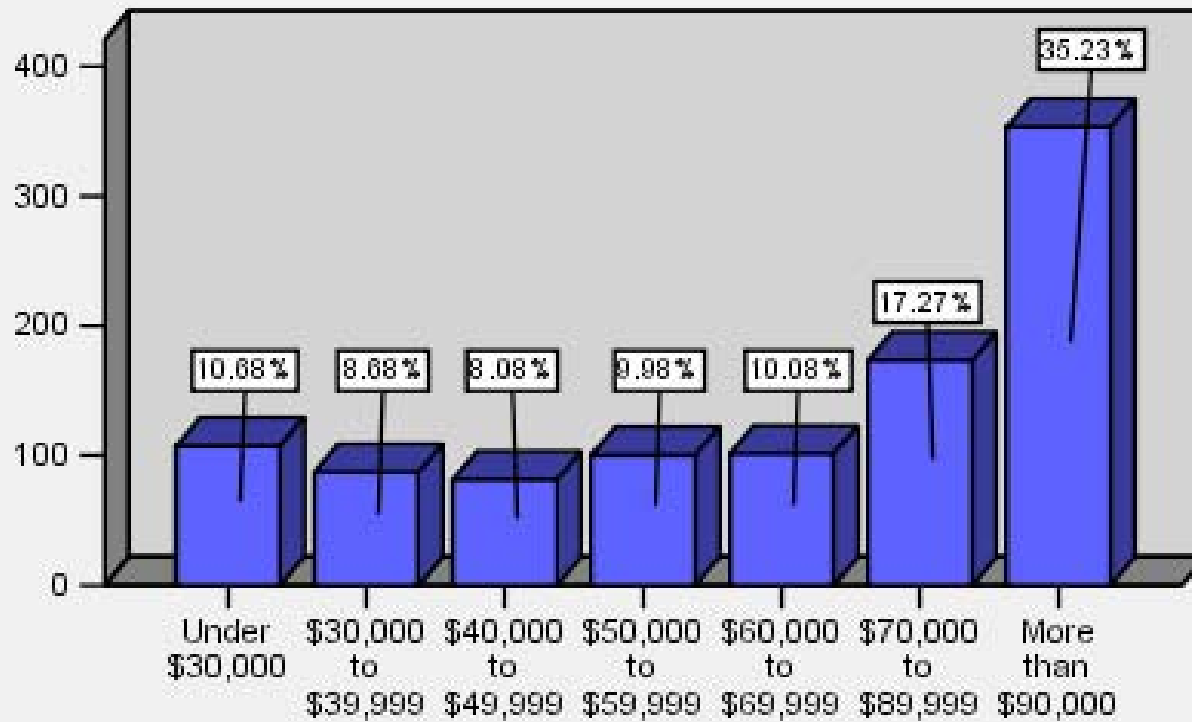
Pacific Islander: 00.2%

Other: 01.4%

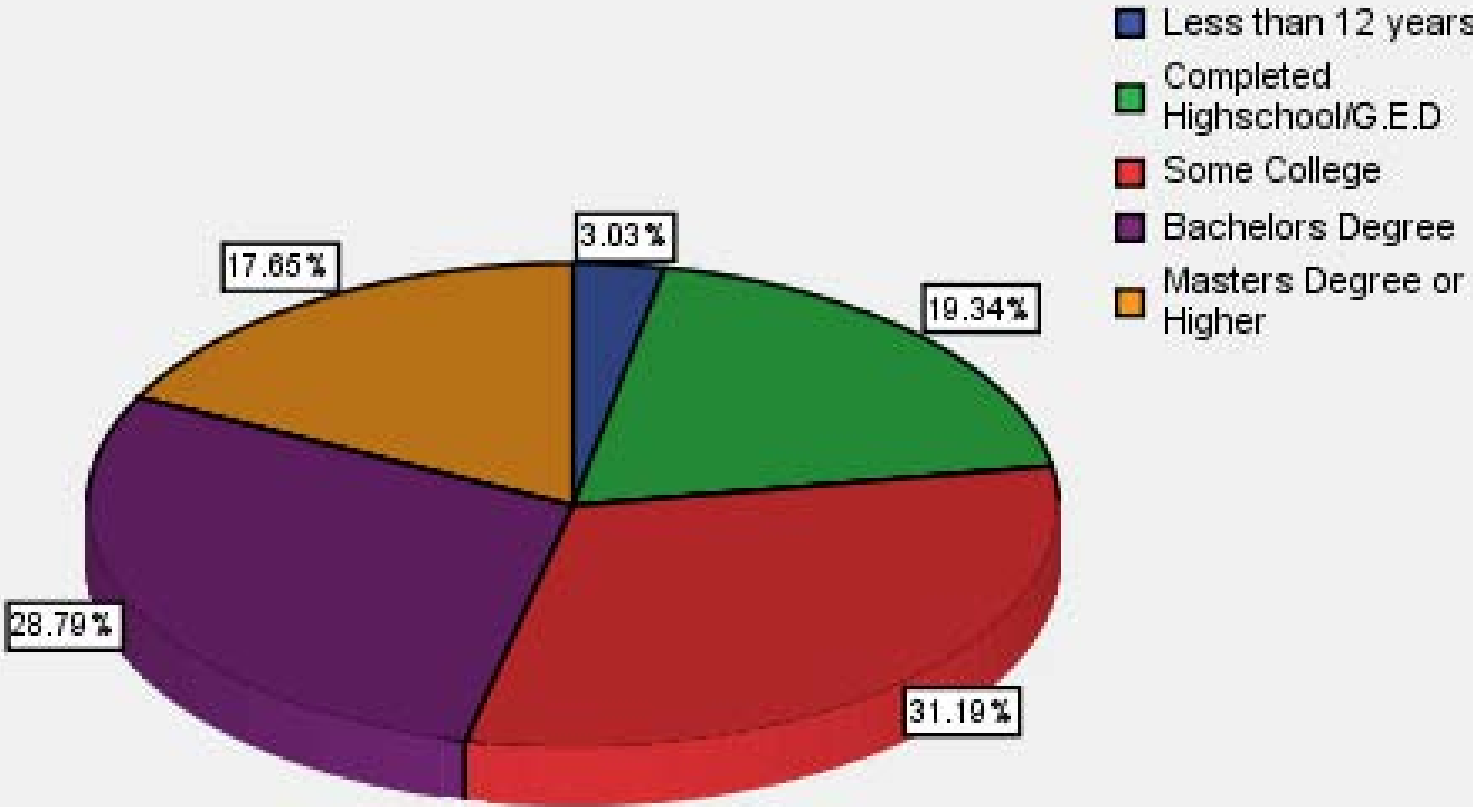


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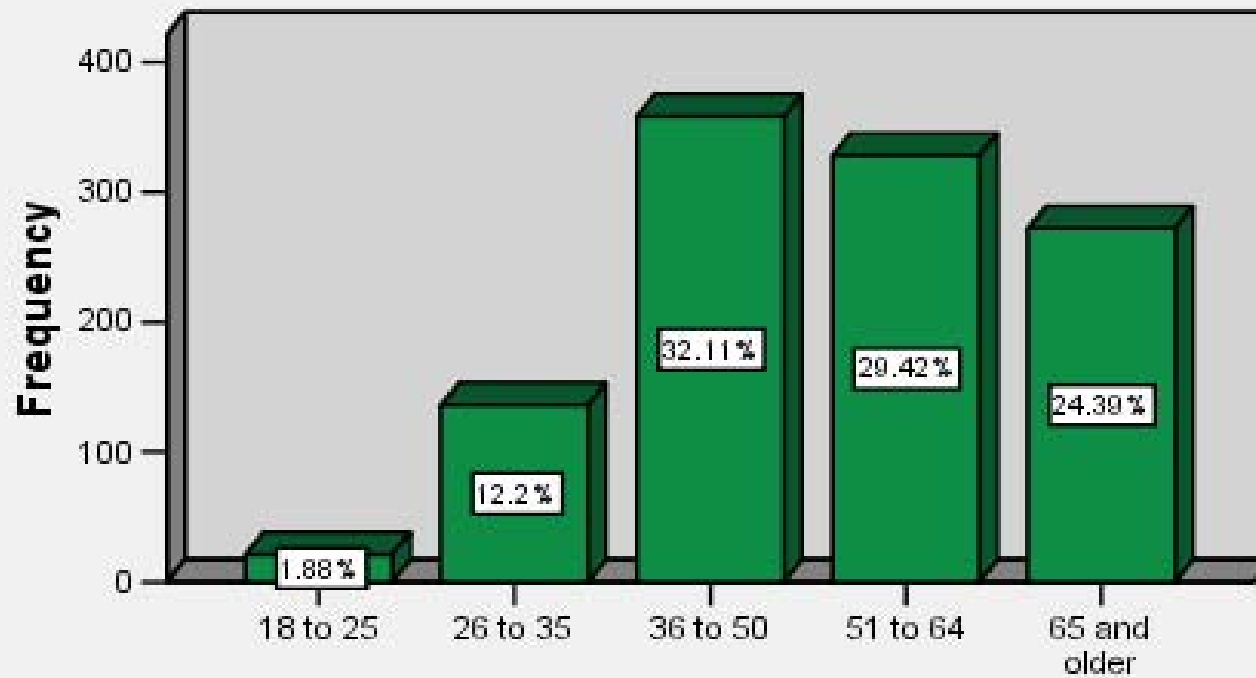
What is the approximate yearly combined income of your household?



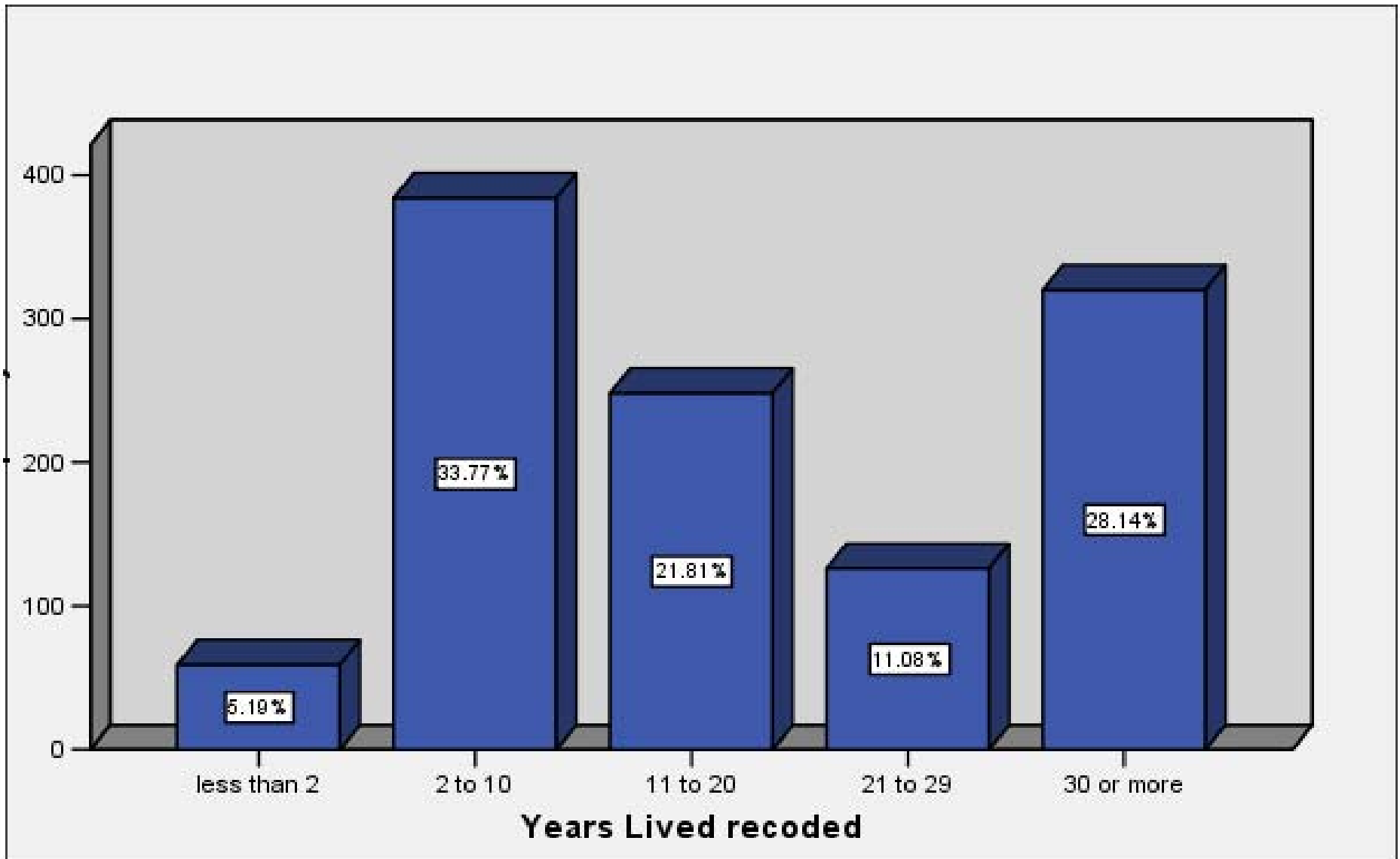
Level of Education Completed



Age of Respondents



Years as Resident of Boone County





How satisfied are you with the following services?

- Physical condition of County roads
 - Satisfied: 70.2% Dissatisfied: 29.4%
- Drainage/Storm sewers along roads and highways
 - Satisfied: 76.8% Dissatisfied: 21.8%
- Snow removal
 - Satisfied: 87.9% Dissatisfied: 11.8%
- Recreational facilities
 - Satisfied: 77% Dissatisfied: 6%



How satisfied are you with the following services?

- Recreational activities and programs
 - Satisfied: 69.8% Dissatisfied: 4%
- County golf courses
 - Satisfied: 45% Dissatisfied: 2.1%
- Animal control
 - Satisfied: 55.5% Dissatisfied: 7.1%
- Building inspection
 - Satisfied: 46.9% Dissatisfied: 6.6%





How satisfied are you with the following services?

- Code enforcement
 - Satisfied: 55.6% Dissatisfied: 29.4%
- Police protection
 - Satisfied: 89.3% Dissatisfied: 3.5%
- Planning and Zoning services
 - Satisfied: 47.1% Dissatisfied: 23%



In the past 12 months have you made a complaint/inquiry to a County Dept?

- Yes and Satisfied
 - 16.6%
- Yes and Dissatisfied
 - 9.9%
- No
 - 73.6%



How helpful are the following personnel when you have a question?

- Judge Executive and County Administration
 - Helpful: 24.1% Not Helpful: 3.9%
- County Commissioners
 - Helpful: 16.5% Not Helpful: 3.3%
- Finance/Occupational License/Payroll Tax Department
 - Helpful: 27.5% Not Helpful: 2%



How helpful are the following personnel when you have a question?

- Parks and Recreation Department
 - Helpful: 33.4% Not Helpful: 1.6%
- Building Inspection Department
 - Helpful: 22.5% Not Helpful: 2.5%
- Animal Control Department
 - Helpful: 28% Not Helpful: 2.9%
- Social Services Department
 - Helpful: 11.5% Not Helpful: 1.5%





How helpful are the following personnel when you have a question?

- Assisted Housing Department
 - Helpful: 6.3%
 - Not Helpful: 0.4%
- Golf Course
 - Helpful: 25.3%
 - Not Helpful: 1.4%
- Sheriff's Department
 - Helpful: 49.9%
 - Not Helpful: 2.4%
- Public Works Department
 - Helpful: 30%
 - Not Helpful: 3.2%
- Planning Commission
 - Helpful: 17.5%
 - Not Helpful: 6.6%



What effect do you think the following areas have on our County's image?

- Overall cleanliness of County roads and public places
 - Positive: 63% Negative: 9.6%
- Appearance of County facilities and buildings
 - Positive: 81.3% Negative: 0.4%
- Appearance of County recreational facilities
 - Positive: 77.1% Negative: 1.5%



What effect do you think the following areas have on our County's Image?

- Amount of existing park land/
greenbelt/open space
 - Positive: 63% Negative: 8.6%
- Appearance and professionalism
of County personnel
 - Positive: 61% Negative: 2.5%
- Appearance of new development
 - Positive: 52.4% Negative: 13.1%



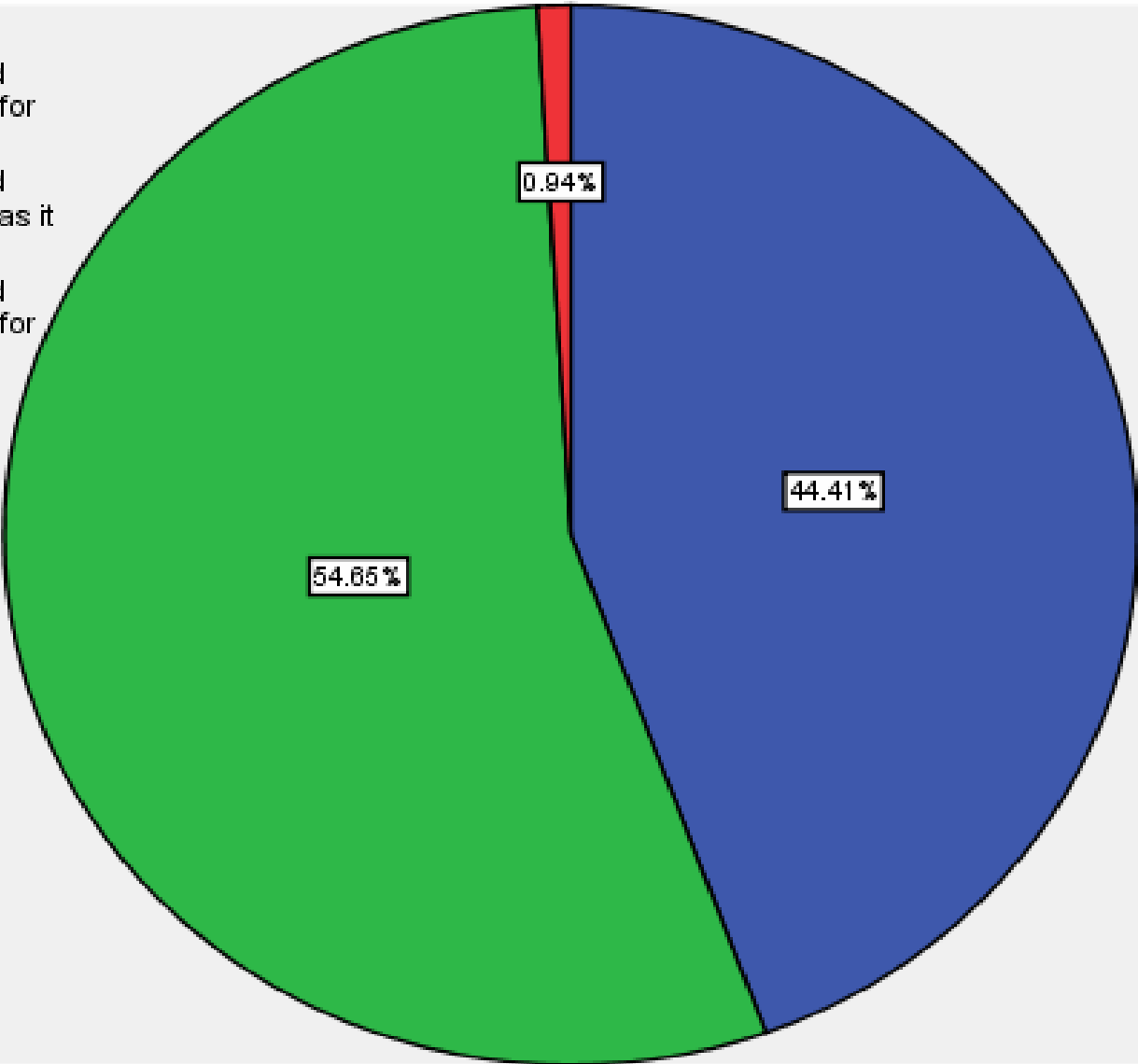
Respondent's overall ranking of critical issues facing the County

1. Transportation/traffic issues
2. The pace of growth and development
3. Public safety
4. Employment opportunities
5. Regional cooperation on issues across Northern Kentucky
6. Not enough parks, recreation and open space area



Statements best describes how costs for County services should be charged?

- The County should charge user fees for more services
- The County should charge user fees as it currently does
- The County should charge user fees for fewer services





Internet Access

- Currently have high speed Internet at home: 64.7%
- Currently have dial up Internet at home: 16.3%
- Plan to purchase Internet access within the next year: 2.3%
- Do not have Internet access and do not plan to purchase within the next year: 15.1%
- Have Internet access at work: 28.1%



Interested in receiving County news and information via email

- Yes: 46.4%
- No: 53.6%



Parks and Recreation Master Plan report

- Would you support further study and analysis of an improved and expanded parks and recreation system county-wide?
 - Yes: 54% No: 46%
- Would you support a ballot initiative that would permit the voters of Boone County to vote on a special purpose parks and recreation property tax?
 - Yes: 53% No: 47%



Staying informed on County news and activities

- “What’s Happening” publication
 - 62.4%
- Local newspapers
 - 81.6%
- Cable TV/Government access channel
 - 30.5%
- Internet/websites
 - 21.5%
- Other
 - 7.9%



Open Ended Questions

- Other Things affecting the Image of Boone County?

Most common negative responses:

- Roads (traffic and road condition, potholes, surface deterioration, need of expansion, overcrowding, signage, etc.)
- Growth (development in rural areas, developments in general, overpopulation, abandoned housing, etc.)
- Litter/Trash (advertisements along highways and private property, for sale signs, trash along roadways, etc.)



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Open Ended Questions

- Other Things affecting the Image of Boone County?

Most common positive responses:

- Sidewalks
- Bike lanes
- Parks
- Sheriff's Department



Open Ended Questions

- Other critical issues facing the County?
 - Transportation
 - Education
 - Taxes
 - Environment
 - Pace of Growth
 - Law Enforcement



Open Ended Questions

- What types of electronic services and information would you encourage the County to consider?
 - County-wide WiFi
 - PVA should be free and available online
 - Email information (newsletters, activities, etc.)
 - Increase number of cell phone towers
 - Increase high speed accessibility
 - More public records online
 - Bill payment online (taxes, water bill, registration)
 - More information about the County and activities
 - Emergency information (severe weather, fire, police)



Open Ended Questions

- If the County could provide one public service it does not currently provide, that service would be?
 - Trash pick-up
 - Recycling, leaf removal, large items removal, hazardous materials
 - Improve/increase public transportation
 - More swimming pools
 - More senior citizen services and activities
 - Bike trails
 - Sewage
 - Water
 - Roads (increase, widen and repair)
 - Recreational Center





Open Ended Questions

- Any additional comments related to the County or this survey?
 - covered a large span of issues
 - detailed responses
 - A few “supplemental responses”
 - Most common: growth, roads/traffic, schools, parks/recreation, litter, taxes, and positives.



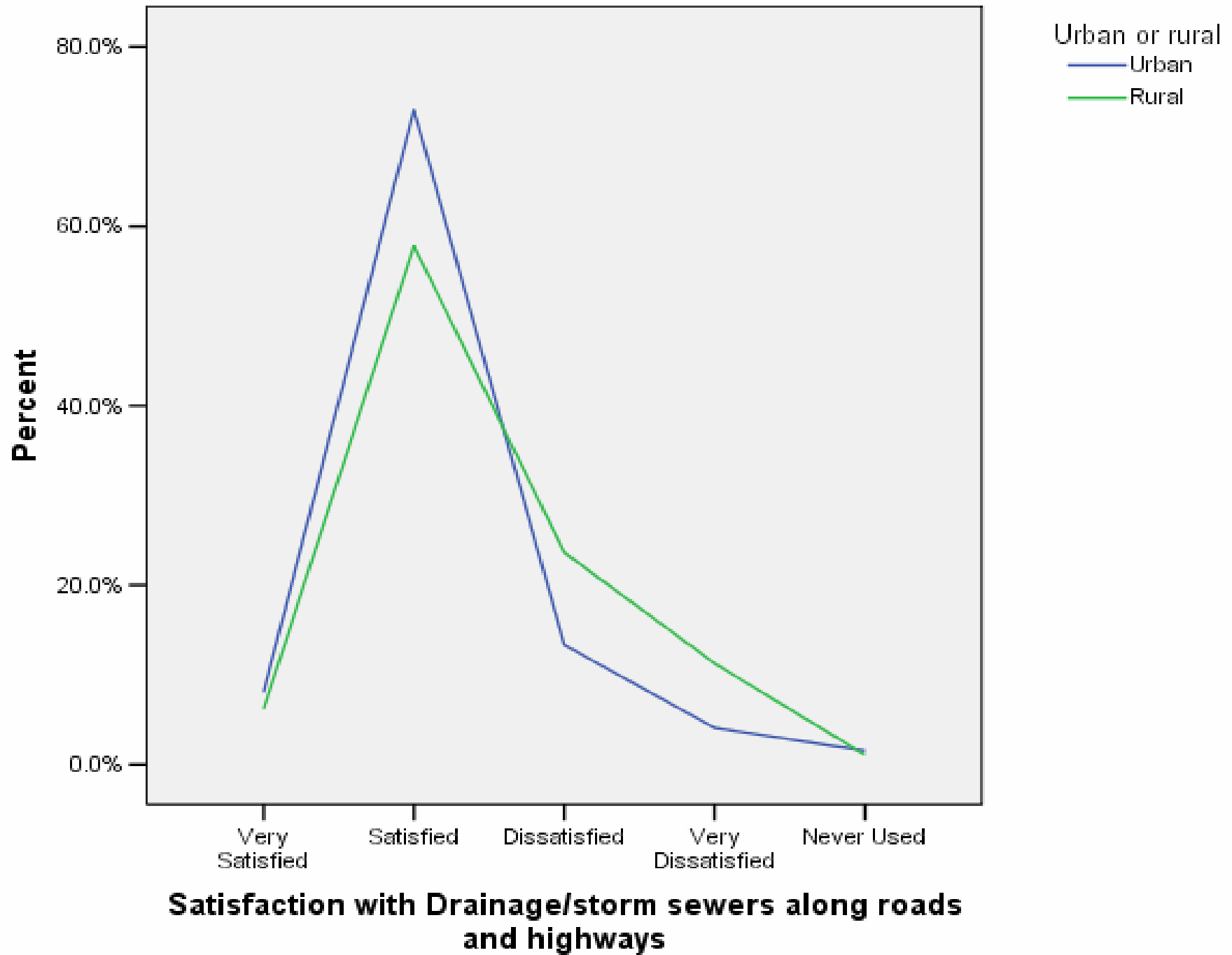
Cross-tabulation Results

- The majority of urban and rural respondents reported with a high degree of alignment.
- The same generally followed for respondents of different ages.
- There were some deviations...



Deviations from the Correlation

- The number of urban respondents satisfied with drainage along roadways was 17% higher than the number of rural respondents.
- The number of rural respondents that feel the Building Inspection Dept. is helpful was 15% higher than the number of urban respondents.





Deviations from the Correlation

- 68.6% of urban respondents have high speed internet access at home as opposed to 53% of rural.
- 13.2% of urban respondents have dial-up internet access at home as opposed to 25.7% of rural.
- 32.9% of urban respondents have a combined income exceeding \$90,000 per year as opposed to 42.7% of rural.



Limitations

- Sections purposely or inadvertently skipped.
- No follow-up mailing.
- No special incentive to complete.
- Damaged during transit.
- Mailing label typed, not printed as indicated.
- Misunderstood ranking instructions.