



The 2012 Concord Citizen Survey was conducted from mid-October to mid-December 2012 at a cost of \$3,000. The sample was selected from a random list of 1,500 residential utility customers. 277 surveys were completed, giving a 95 percent confidence that the findings are only within \pm 5.8 percent. 90 surveys were completed using the internet response option.

Overview of results (percentages are approximate)

About 96 percent of the Concord residents who responded believe that the City is a good place to live and a good place to raise children. 94 percent believe Concord is a safe place to live.

92 percent think the City is making good decisions about the environment.

72 percent see Concord as providing good employment opportunities; up from 45 percent in 2008 and 62 percent in 2010. 85 percent believe the City has a good environment for business.

Over 80 percent of citizens are positive about Concord's decisions on development and nearly 77 percent on how tax dollars are being spent. This is up significantly from the rating of 70 percent in 2010.

Over 90 percent now support the development of greenways – up from 72 percent in 2008 and 89.8 percent in 2010.

Nearly every department was rated by at least 90 percent of the respondents as being courteous. On average, 93 percent of respondents agreed that City employees treat customers courteously; up from 91 percent in 2010 and 82 percent in 2008. Each department was considered to be professional by over 90 percent of the respondents.

The proportion of positive job performance ratings for all departments is up over 2010 and 2008. The top three departments with positive evaluations are:

- Fire and Life Safety (96 percent)
- Electric (95 percent)
- Water (94 percent)

Except for Parks and Recreation (who scored at 93 percent in both instances) the percentage of positive ratings decreased when only factoring respondents who indicated contact over the past year. However, in all cases the numbers are still higher than the 2008 satisfaction levels.

Nearly all departments' processes and procedures were rated as user-friendly by at least 90 percent of respondents, with an average score of 93 percent. When controlling for departmental contact, the average score drops to 87 percent.

Roughly 9 out of every 10 respondents rated garbage and recycling collection as good or excellent, and 8 of every 10 highly rate yard waste collection. 43 percent feel service is more dependable than last year. Less than 3 percent found it to be less dependable. The percent of those “very satisfied” with garbage and recycling services increased from approximately 50 percent in 2010 to 66 percent in 2012.

Less than five percent of residents place bulky waste curbside every week or more than once a month. 72 percent indicate that they do so only a few times per year.

The proportion of respondents indicating they have visited a City park has remained around 85 percent since 2008. 98 percent of those who visit feel safe, this is higher than 91 percent in 2010. 40 percent indicate they visit a City recreation center at least once a year – an increase from 32 percent in 2010. 79 percent of those who visit recreation centers feel they are safe, up from 72 percent in 2010.

87 percent of residents report high satisfaction with neighborhood streets, compared with 71 percent rating overall road conditions excellent or good. This once again suggests that residents have a higher level of satisfaction of work done by Concord Transportation on City-maintained streets compared to non-City-maintained streets. Those in the Tuesday and Wednesday garbage collection areas are most likely to feel that their neighborhood streets have many bad spots. The top areas listed as needing improvement are:

- Mall/Hospital/Concord Pkwy./Church St.
- Concord Pkwy./Warren Coleman Blvd./Cabarrus Ave./Rock Hill Church Rd.
- Concord Pkwy from Rock Hill Church Road to Carolina Mall
- Concord Mills area

49 percent of respondents said they called the Customer Care Center for assistance (down from 56 percent in 2010, but close to 47 percent in 2008). 66 percent found it very easy to get an answer to their question (down from 84 percent in 2010 and 87 percent in 2008). 86 percent stated they were directed to the proper department the first time they called (up from 72 percent in 2010).

85 percent of respondents feel informed about the City and its services. Many praised the Blackboard Connect system, with over 93 percent finding it useful and timely, and 96 percent stating they liked the service.

Jobs and the economy were the most frequently cited issues residents see facing Concord in the future. The second most frequently mentioned issue was traffic/transportation and infrastructure.



2012

Customer Satisfaction Survey

Methodology

- Mid-October to mid-December 2012
- 1,500 random residential utility customers
- Online response option
- 277 responses
- 95 percent confidence, 5.8 percent margin of error



2012 Customer Satisfaction Survey

The City of Concord is conducting its biennial citizen survey. We are interested in your opinions and experiences so that we can best serve you. We will use your responses to help us plan for the next few years. Not all City residents will receive this survey. Like the major national polls, your home has been *randomly* selected from utility records. This is your opportunity to anonymously and confidentially give us your honest opinions. **Please complete this survey by December 1, 2012.**

You can complete this survey online: visit concordnc.gov and click on the survey link.

How much do you agree or disagree with the following statements:

Your perceptions of our community	Strongly Agree ₁	Agree ₂	Disagree ₃	Strongly Disagree ₄
1. Concord is a good place to live				
2. Concord is a good place to raise children				
3. Concord provides good employment opportunities				
4. Concord is a safe place to live				
5. Concord provides a good environment for businesses to succeed				
6. The City is responsive to the needs of citizens				
7. The development of greenways is a good idea				

How much do you agree or disagree with the following statements:

Your perceptions of City Management	Strongly Agree ₁	Agree ₂	Disagree ₃	Strongly Disagree ₄
8. The City is making good decisions about the environment				
9. The City is making good decisions about development				
10. The City spends my tax dollars wisely				

11. We would like you to evaluate the user-friendliness, staff, and job performance for each of our major offices or departments. Using the chart below, mark [✓] your responses to your impression of 1) how *professional* and *courteous* you believe the staff are, and then tell us 2) how satisfied you are with the *job performance* of each department/office and finally 3) how *user-friendly* each unit is to work with.

	STAFF INTERACTION	OFFICE/DEPARTMENT JOB PERFORMANCE	USER FRIENDLINESS

**We value
your feedback!**



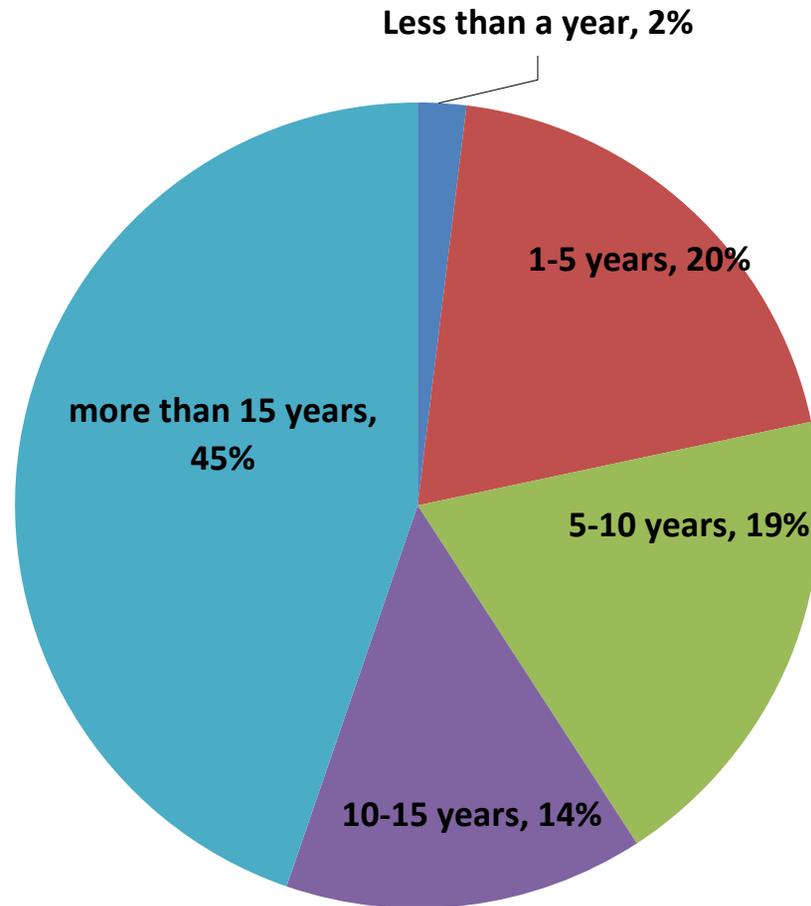
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RESEARCH AND TRAINING SPECIALISTS, INC
Concord, North Carolina

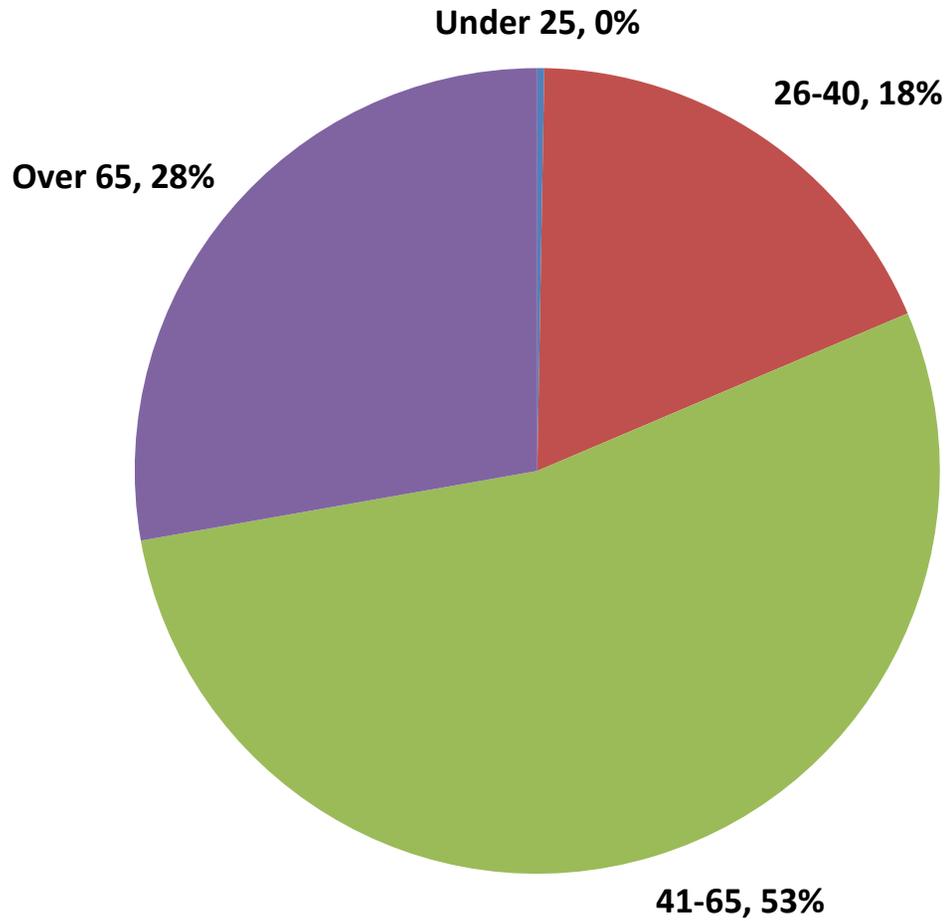
2012 Sample demographics

Length of Residence



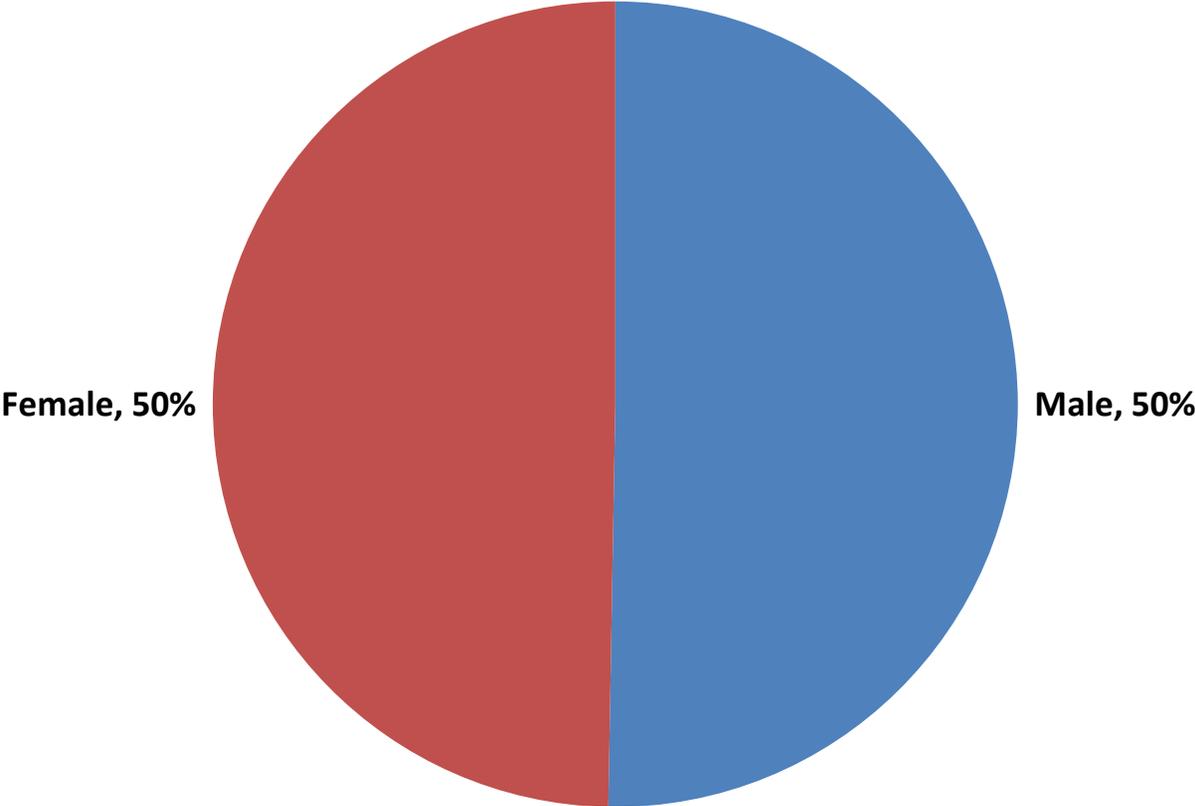
2012 Sample demographics

Age



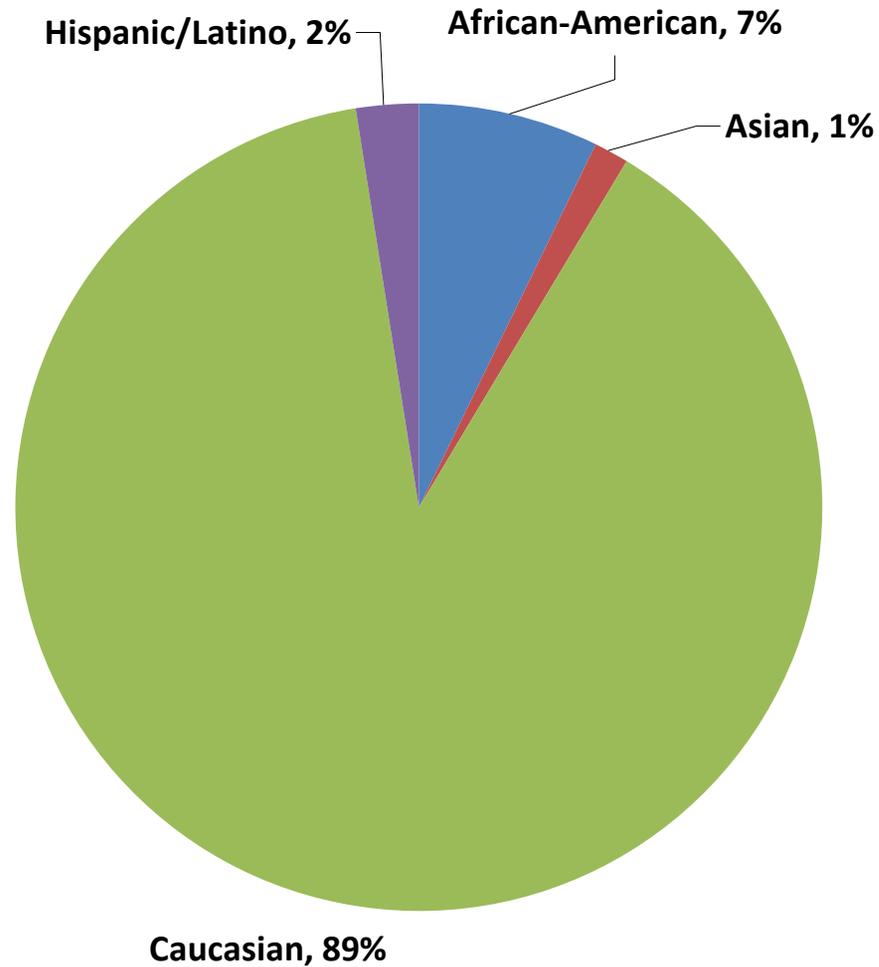
2012 Sample demographics

Gender



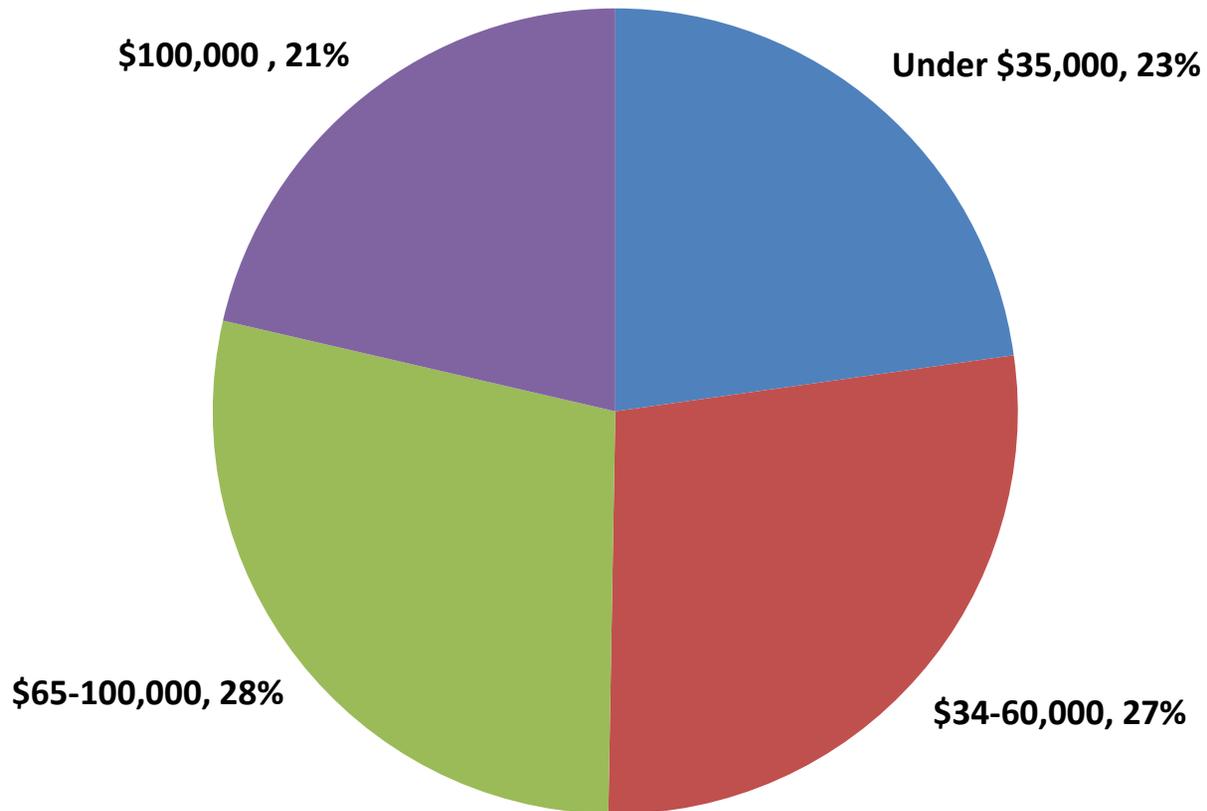
2012 Sample demographics

Race/ethnicity

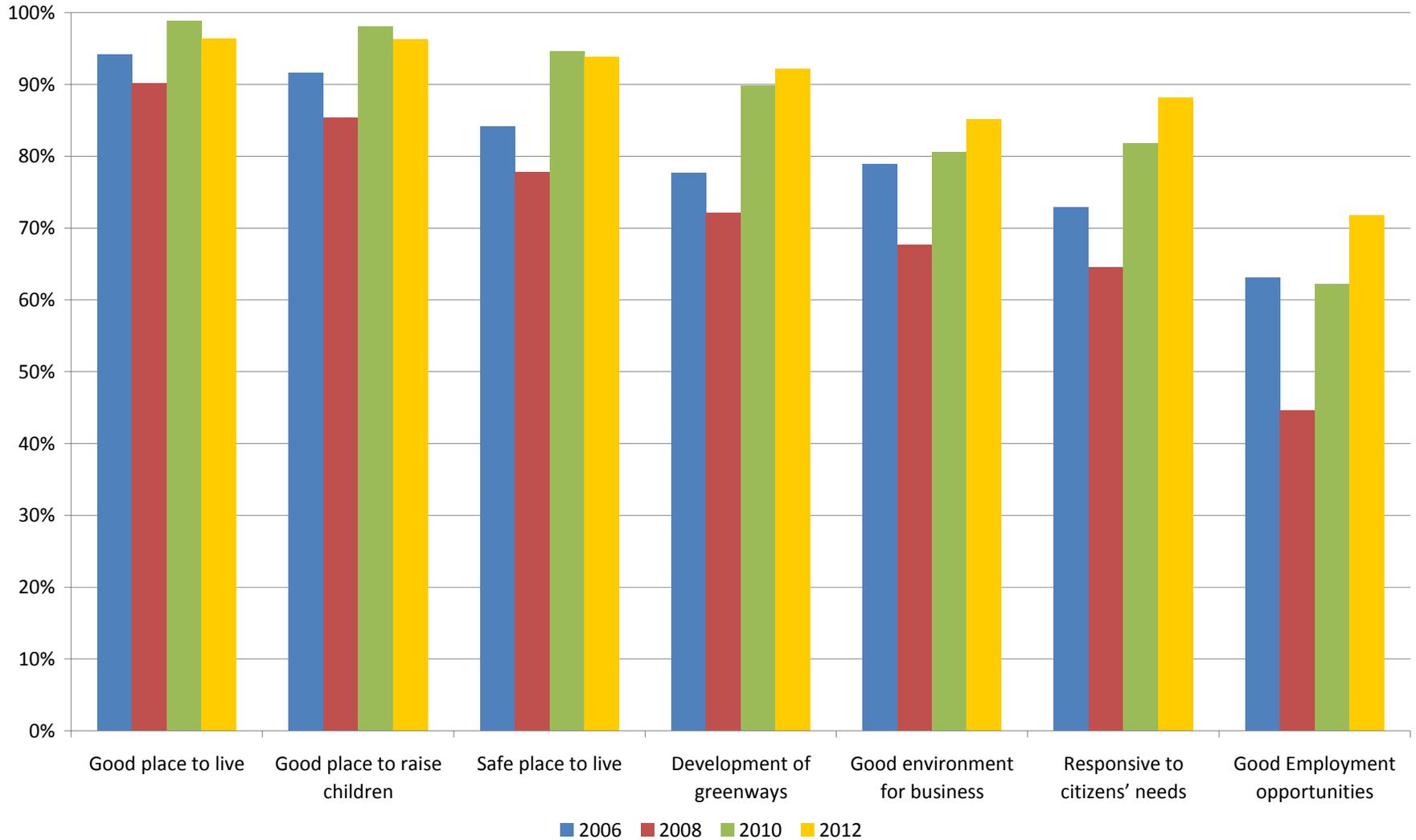


2012 Sample demographics

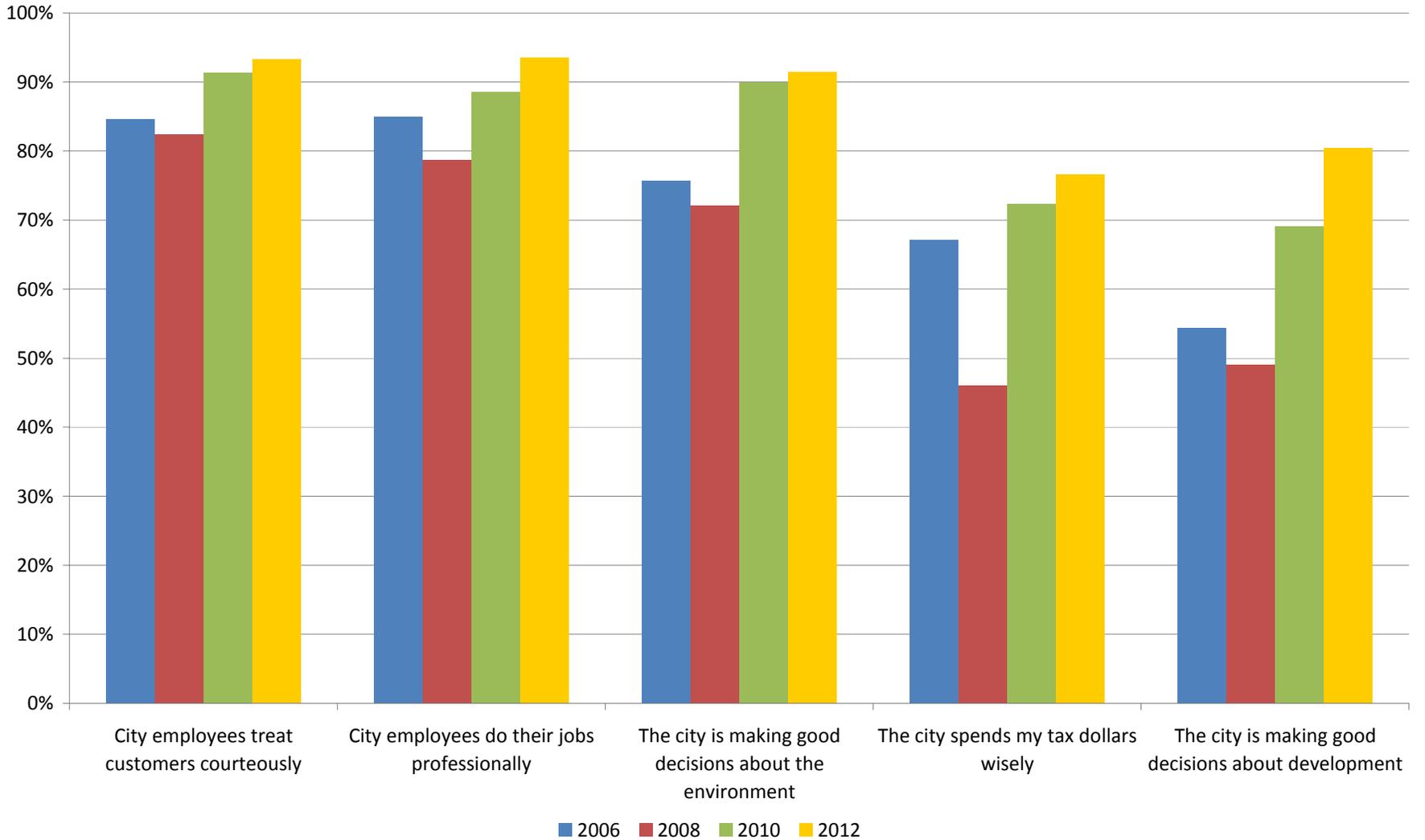
Annual income



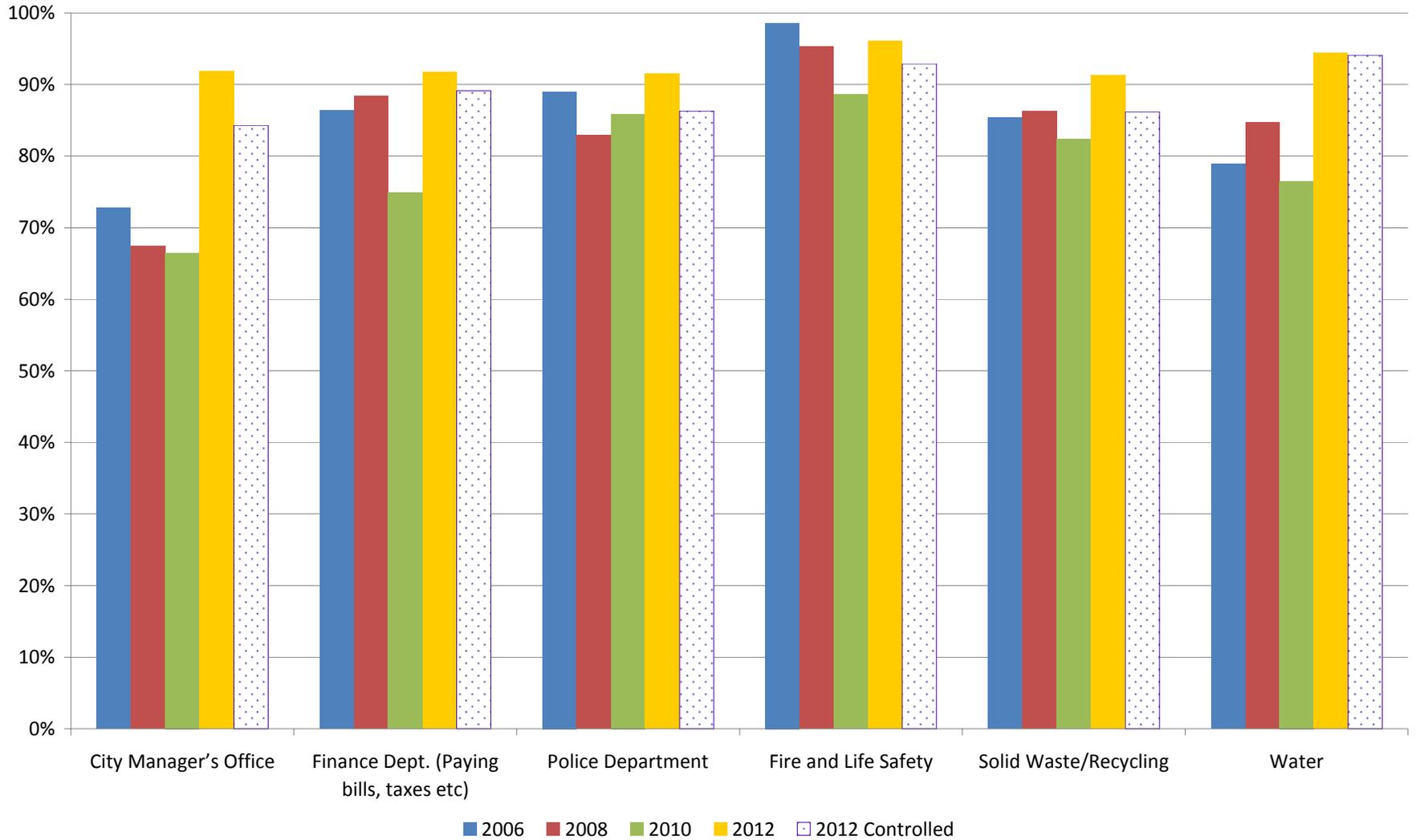
Positive Perception of Concord, 2006-2012



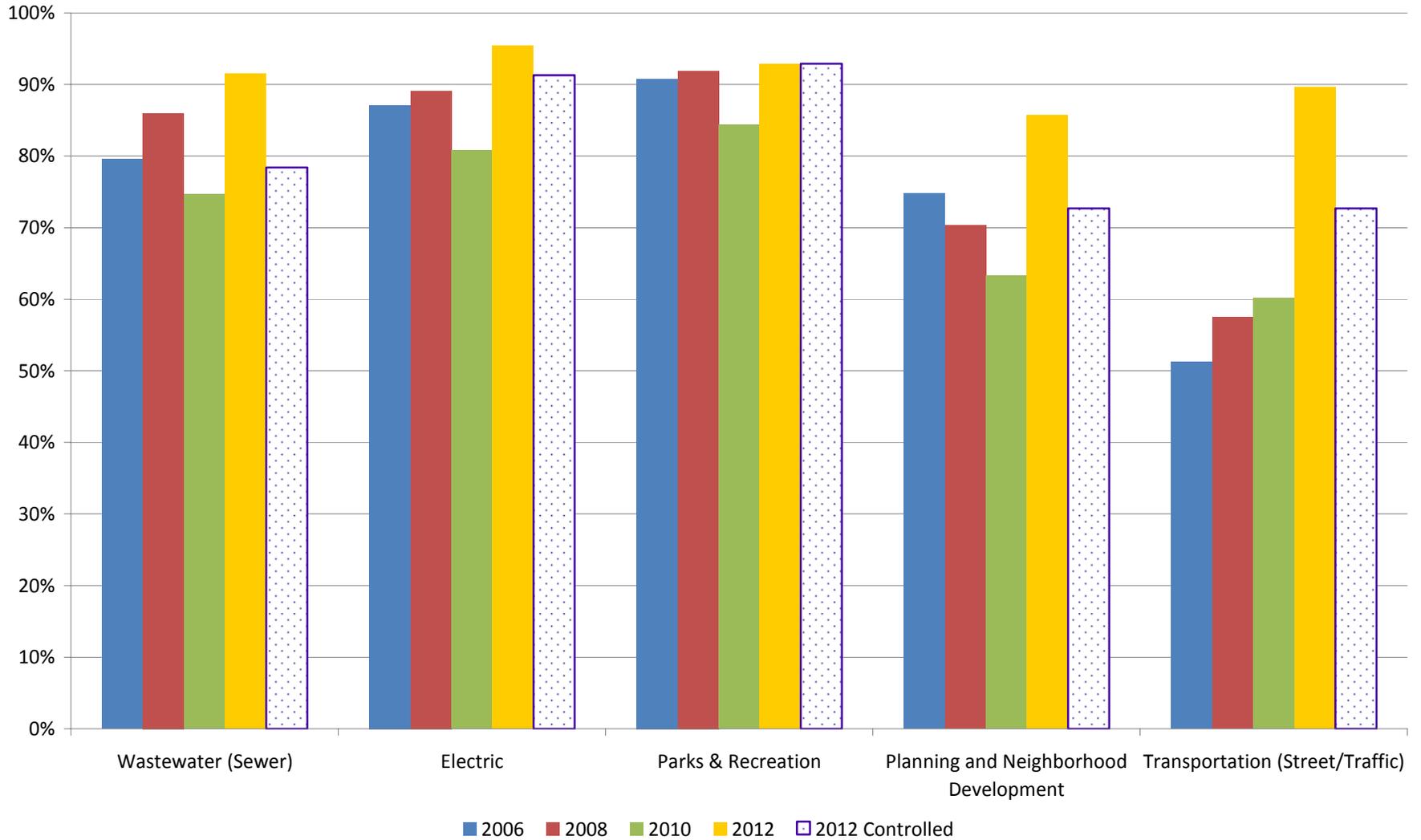
Positive Perception of City Management, 2006-2012



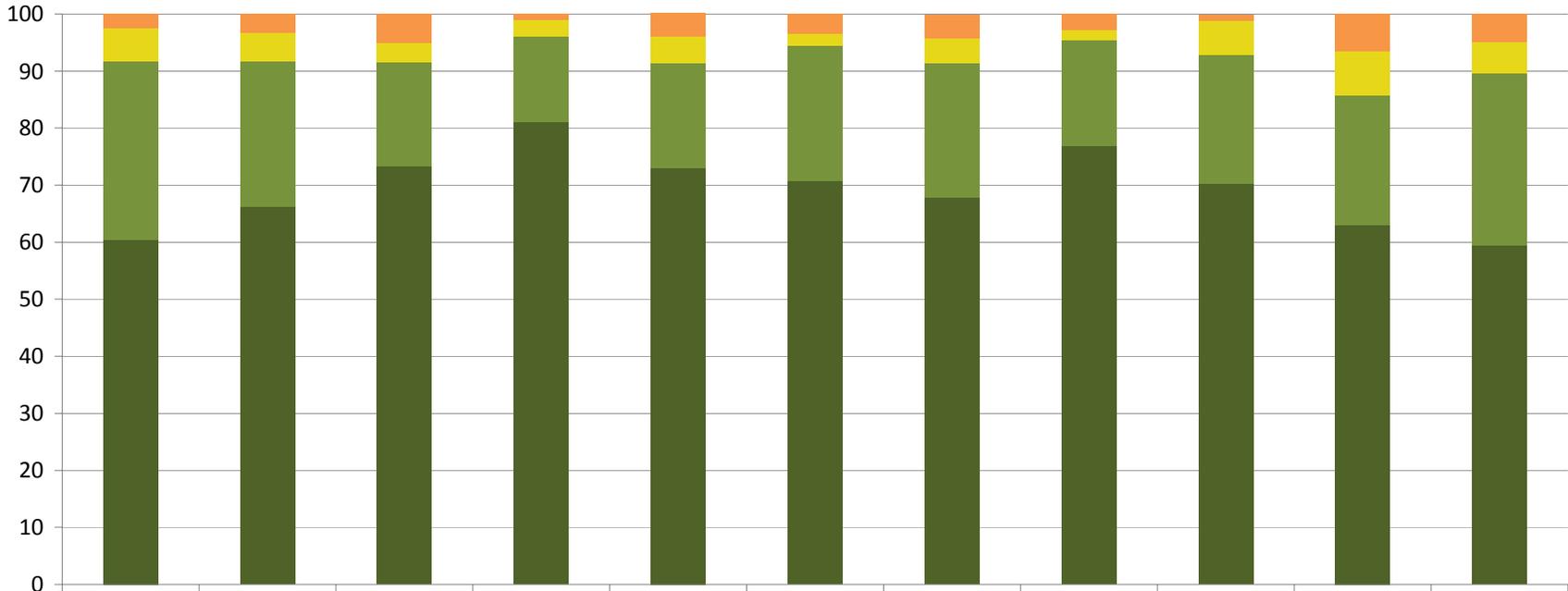
Positive Perceptions of City Departments



Positive Perceptions of City Departments

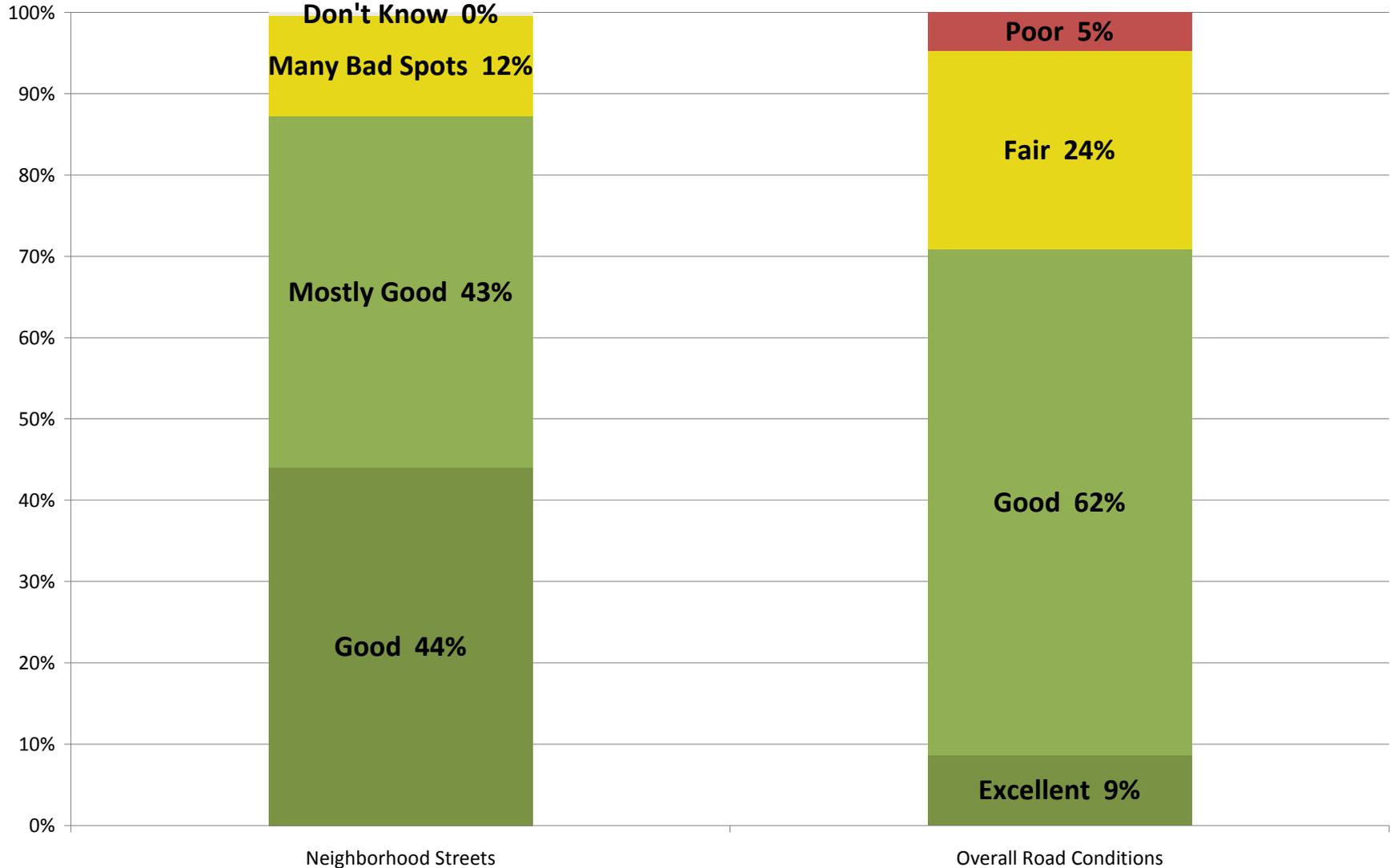


Perception of City Departments in 2012

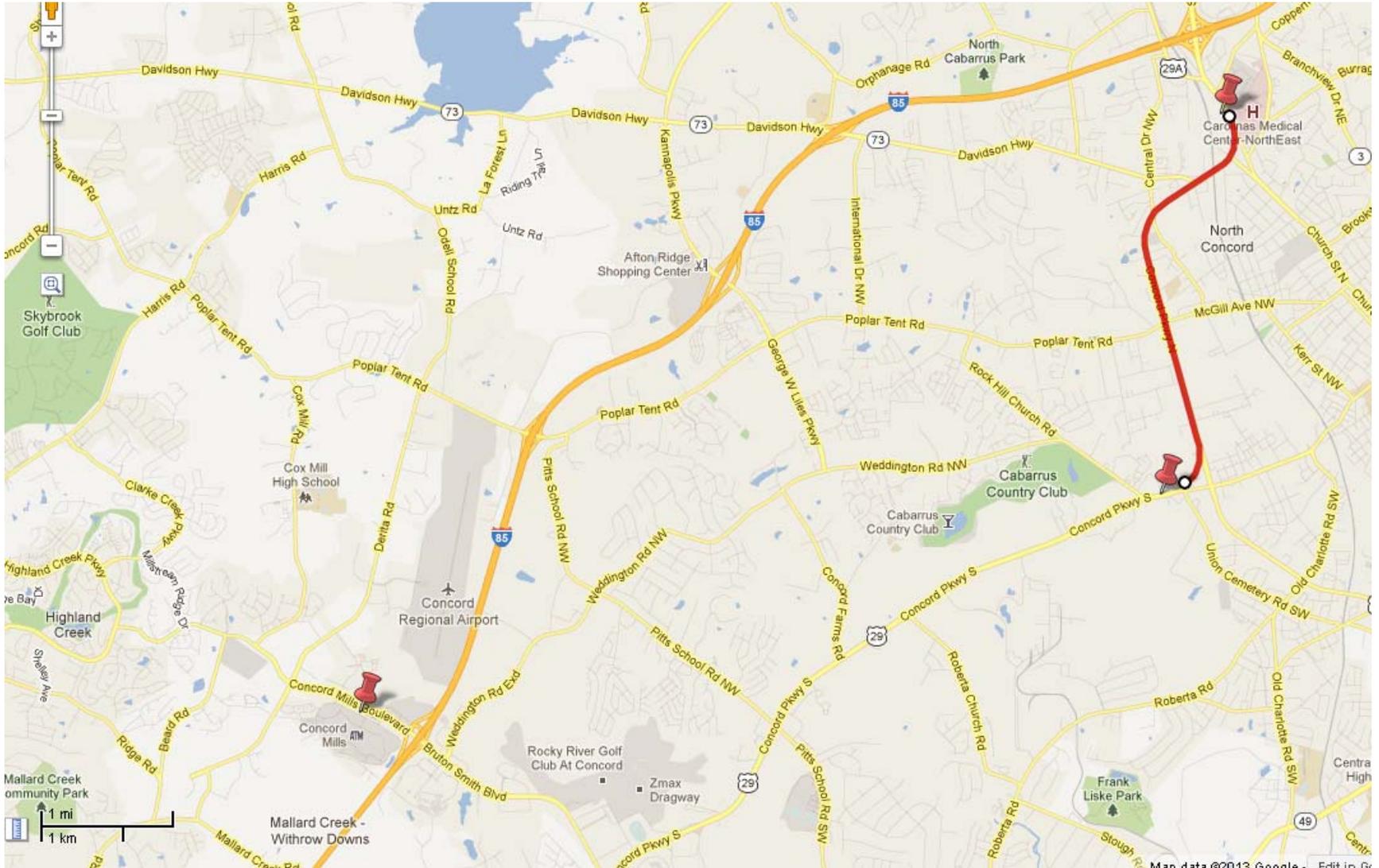


Very Satisfied Somewhat Satisfied Somewhat Dissatisfied Very Dissatisfied

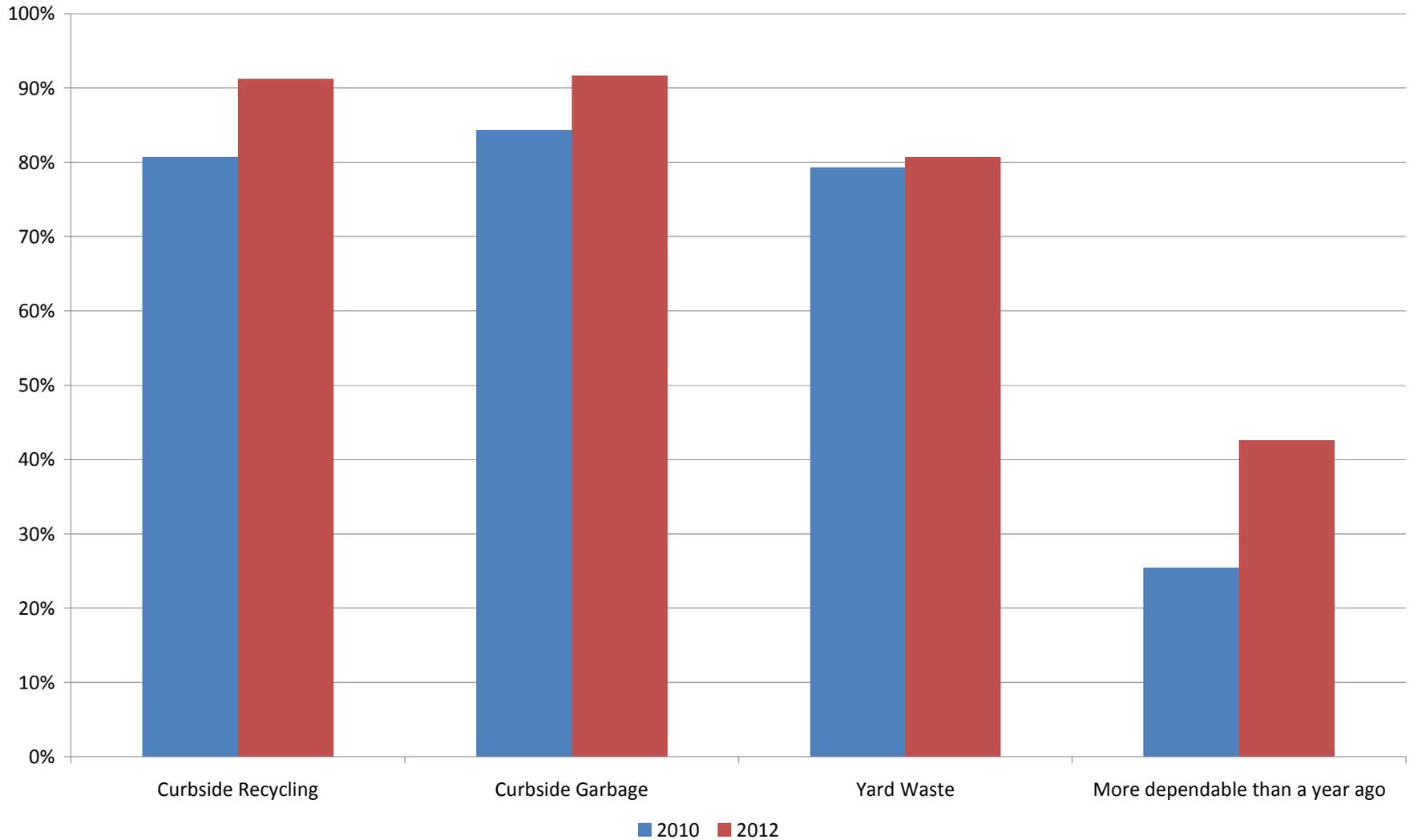
Perception of Street and Road Surfaces, 2012



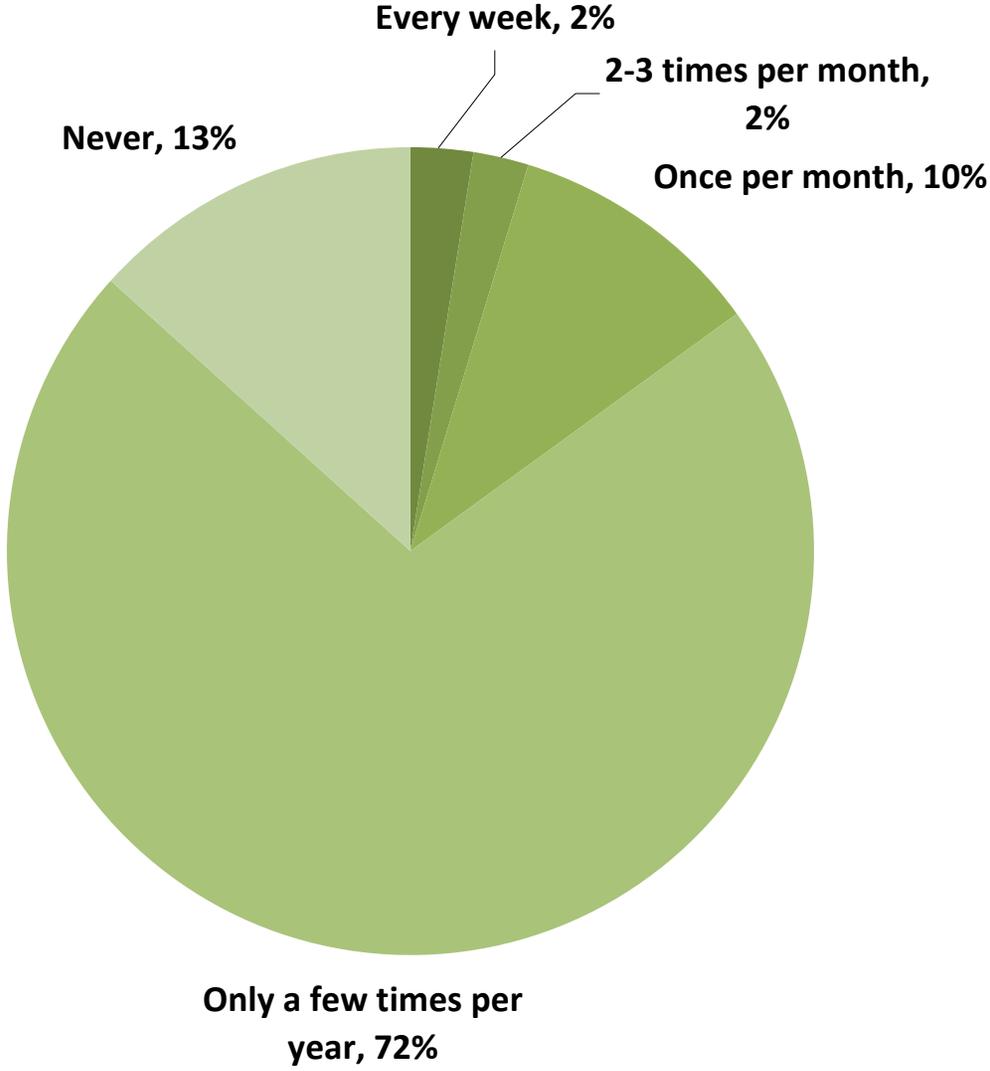
Traffic complaints



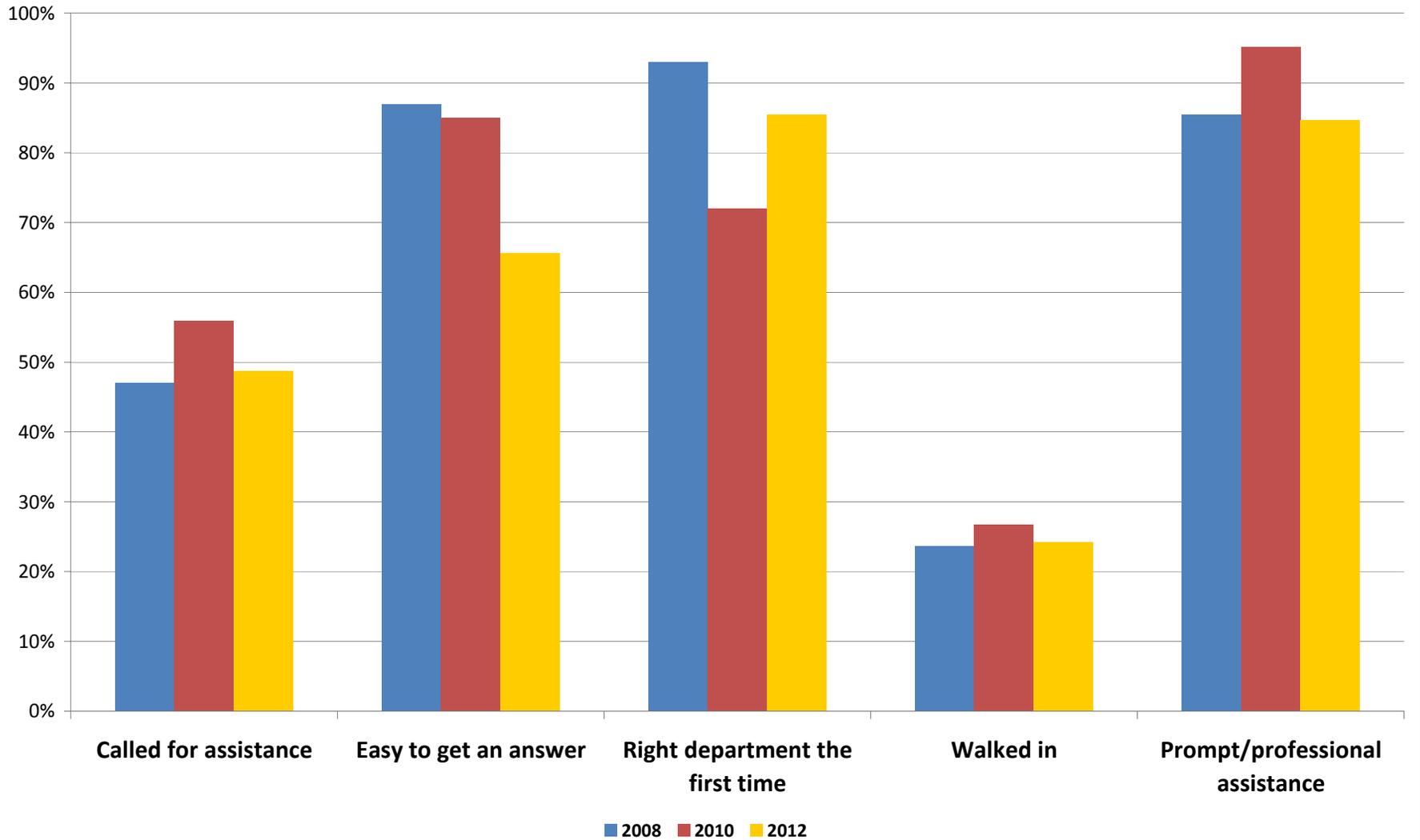
Positive Perceptions of Solid Waste Services



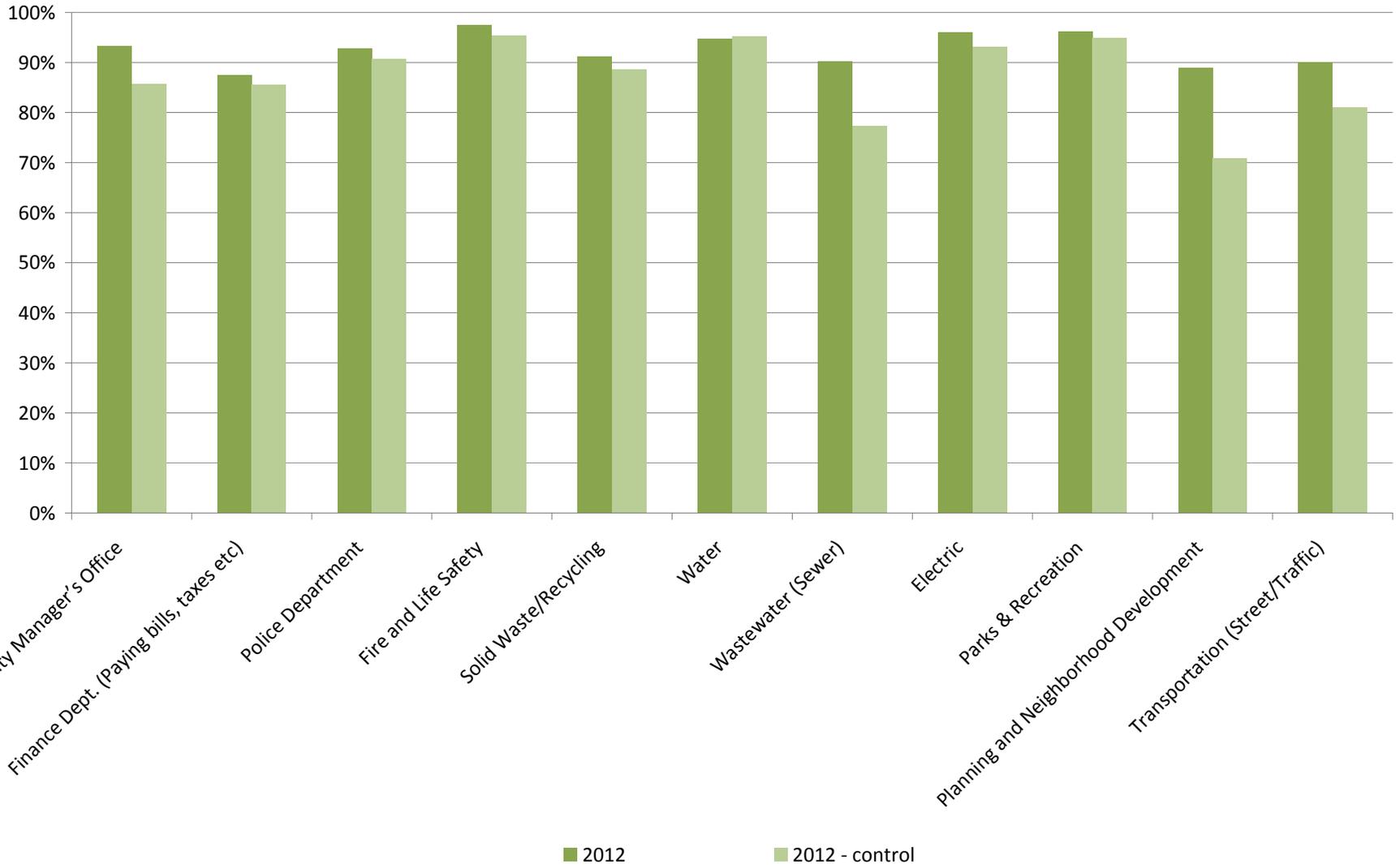
Bulky Waste Frequency



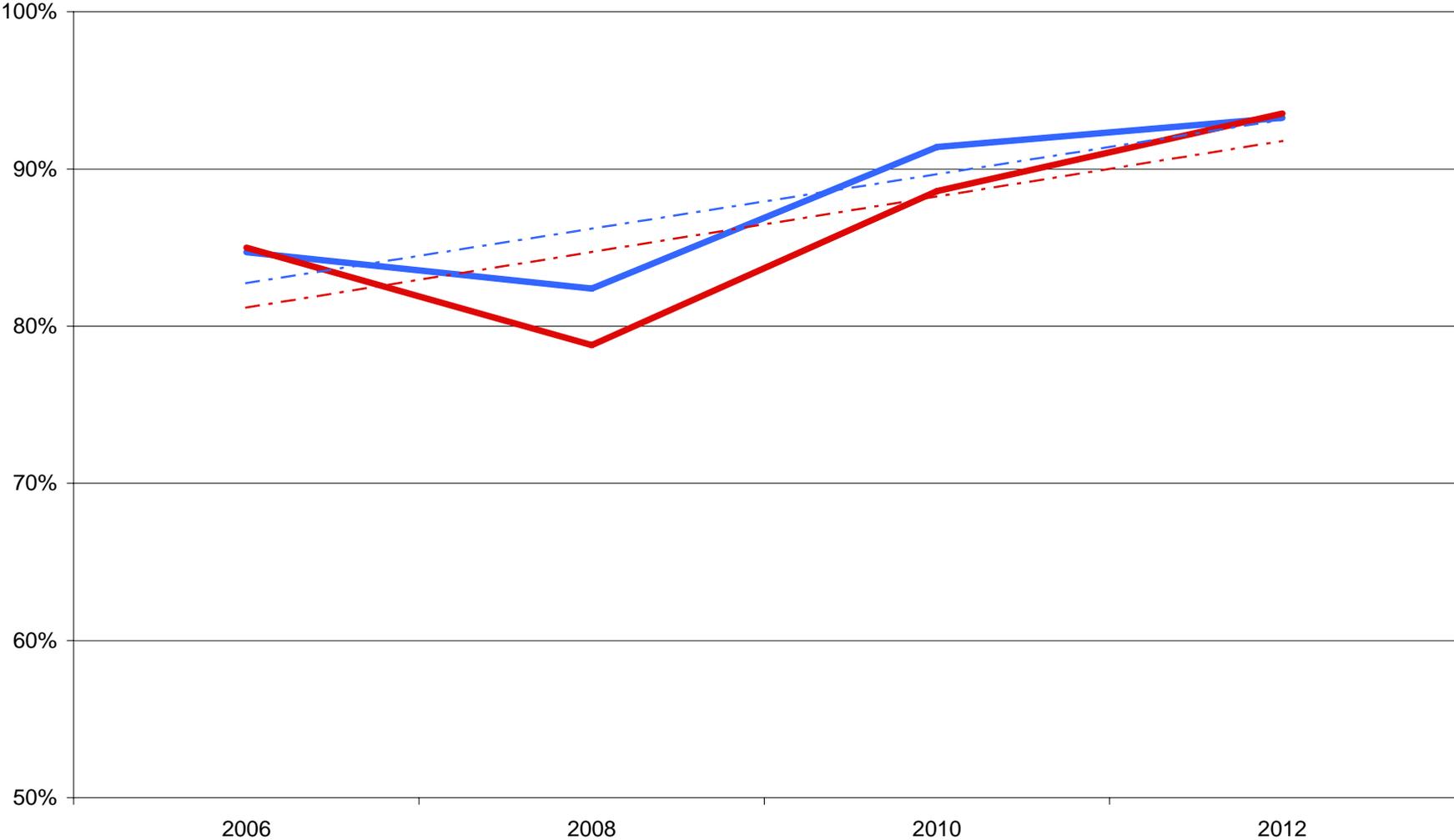
Customer Service



Perception of User Friendliness in 2012



Customer Service, 2006-2012



— City employees treat customers courteously — City employees do their jobs professionally

Public Communications



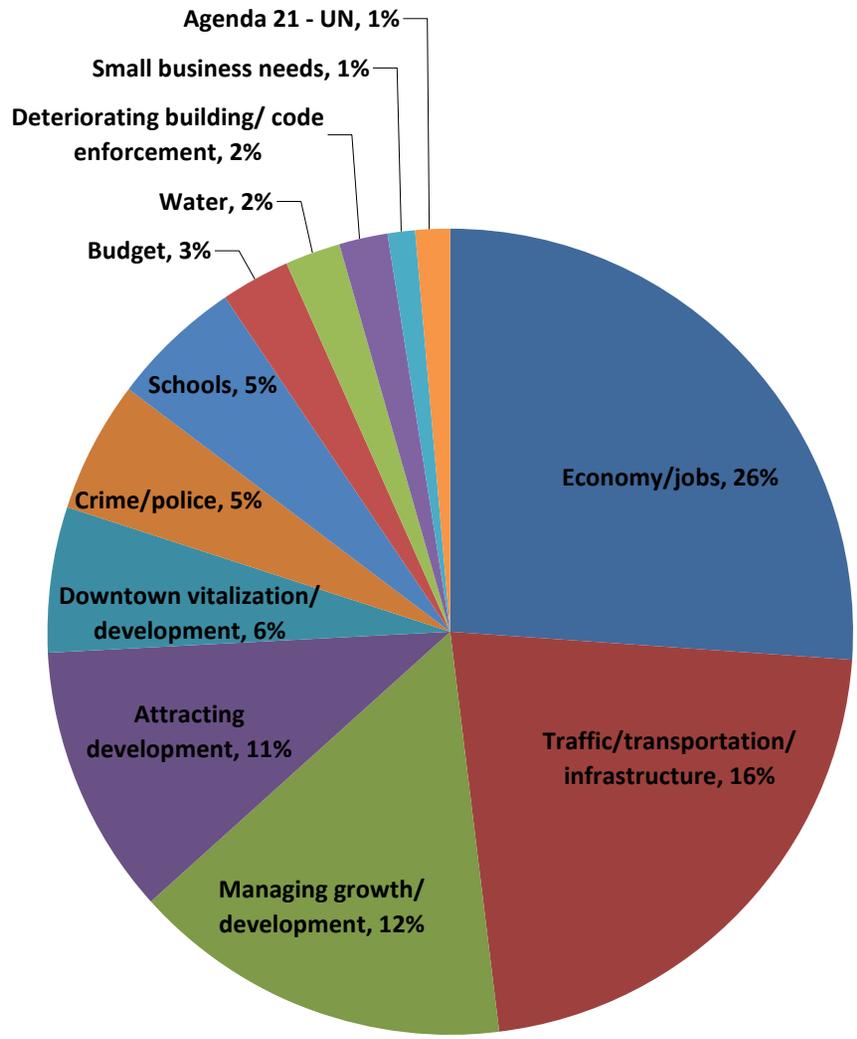
85 percent of residents feel informed about the City and its services.



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Open-ended responses: Concord's "biggest issues"





Recommendation:

Direct management, department heads, and the Customer Service Design Team to continue successful efforts to serve our citizens and customers, and focus on continuous improvement to enhance satisfaction levels.