

KOHL'S



SPARKS

2005

PUBLIC

ATTITUDE

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ACKNOWLEDGEMENTS

Our fifth year of surveying Sparks citizens continued to be an informative, interesting and fun endeavor. There are many people who contributed time and extra effort to make this project a success. We were once again able to utilize the City's Emergency Operations Center format in the Training Center to conduct a majority of the telephone surveys.

Special thanks to our Information Technology Department for their assistance in setup of the training room, formatting the on-line survey, trouble-shooting and analyzing of the data. The staff included Steve Davidek, Sherry Flynn, and Rob White.

More than 4,300 phone calls were made to our residents by a team of sixteen interviewers. They worked tirelessly from 5:00 p.m. till 8:30 p.m. for four long nights, with hardly a complaint. The Mayor and City Council wish to recognize each surveyor who gave their time to conduct the 505 telephone interviews and carefully record the responses of our citizens.

The surveyors were supplied by AppleOne Employment Services:

**Joan Adams
Kyle Adams
Adrienne Anaya
Shannon Cantwell
Judy Clark
Helen Elliott**

**Ray Elliott
Carly Gurinkas
Bob Hendricks
Dina Hendricks
Deborah Humphries
Sandra Jamieson**

**Jody Nawman
Rachelle Reynolds
Valerie Stewart
Kris Wright**

We are the most appreciative of the time that our residents spent with us to tell us what they like about living in the City of Sparks, what they don't like and rating how they think we are doing in supplying municipal services.



INTRODUCTION & OBJECTIVES

The Sparks City Council has once again identified Citizen Participation as a major priority for fiscal year 2005-06. Our population has grown to 81,673 and there are some major decisions to make for this upcoming fiscal year. It is imperative that our policy makers know how residents feel about the direction and decisions they make for all of us who live within City boundaries.

METHODOLOGY

Questionnaire

This year's survey was customized to correspond with the National Citizen Survey to allow us to compare our local statistics with those of various jurisdictions around the country. Demographic and comparative information was gathered, utilizing more detailed questions for the various services the City offers.

Sample Design

The sample included 505 random interviews, drawn from a computerized list of random digital dial phone numbers generated by computer. In order to eliminate biased scoring of responses, the lists were randomly distributed to sixteen survey callers who interviewed residents. The interviewers identified themselves as members of the City of Sparks work team and emphasized the confidentiality of the respondent's answers. Each team member received orientation training, and the interviews were conducted under the supervision of the Survey Coordinator, Linda Patterson.

Interviews were recorded via computer terminals which fed directly into a Microsoft Access database reviewed and controlled by Systems Analyst, Sherry Flynn. A confidence level of 95% is used when analyzing these results. This ensures that sample results will differ no more than 5% from the general population. A minimum of 400 respondents is needed to achieve a 95% confidence level.

Some key factors to keep in mind when reviewing the data included in this report:

- * This is a resident survey. The survey is designed to review the opinions and attitudes of residents of the City of Sparks.
- * It is an adults-only survey. Participants had to be eighteen years of age and older to participate.
- * It is a household-based survey. The data reflects a random survey of respondents by household, regardless of size; only one person per household contacted was interviewed.
- * This survey is intended to give a city-wide overview and is the sixth of this type (the first being the DMG Maximus Survey conducted in 1999) completed for comparative study purposes.

EXECUTIVE SUMMARY

The 2005 Sparks Public Attitude Survey gathered information from 505 randomly selected adults who live within the boundaries of the City of Sparks. The survey was conducted primarily to gather resident input to assist the City Council and City Manager to effectively evaluate current planning and budgeting methods and develop new ways to deal with challenges facing the City. Our survey this year was modeled after the National Research Center's National Citizen Survey and our results will be compared to other US cities of like demographics through the National Research Center's database.

Sparks Satisfaction Rating

This year's survey shows that Sparks residents continue to have a very high satisfaction with the services offered by the City. The number of respondents who rated city services good to excellent is **94.0%**, as compared to last year's response of 92.9% satisfaction. 97% of residents surveyed rated Sparks quality of life at good to excellent, with only 3% giving a rating of fair to poor.

Public Safety

Overall quality rating for **fire services** was up to **97.2%** (good to excellent rating) as compared to last year's 95.5%, which probably can be attributed to the construction of Fire Station 5 in the north. The overall quality rating for **police services** within the City received an 89.4% positive response, compared to last year's 91.8% good to excellent rating, probably due to the rapid growth. Interestingly, though, when asked how safe residents feel the survey indicates that only 6.2% feel somewhat to very unsafe in their neighborhoods during daytime hours, with 13.2% stating they feel somewhat to very unsafe after dark.

Parks & Recreation

This year our citizens gave a quality rating of 94.4% for city parks, with a 95% quality rating for park accessibility and 95.7% rating for park appearance/maintenance. Recreation programs received an overall quality of 91.5%, with our recreation facilities rated at 89.7%.

Consolidation

Sparks residents resoundingly said "NO" to consolidation of governments among the City of Reno, the City of Sparks, and Washoe County with 82.9% responding negatively (holding very close the 84.9% reported in last year's survey). Residents stated again that they would not support consolidation of Sparks street maintenance with the City of Reno or Washoe County (59.3% responding negatively). When asked about consolidation of traffic signal coordination, 51.7% responded with a "No."

Special Events

The survey indicates that Sparks' Special Events are a definite hit with residents, with 81% stating that they have visited an event on Victorian Square in the past year. The top three attended events are the Nugget Rib Cook-off (89.2%); Sparks' Farmers' Market (88.5%); and Hot August Nights (76.7%).

Community Involvement

Of those surveyed, 38% have volunteered their time to some group or activity in Sparks. When asked if they have attended a meeting of local elected officials, 73.8% responded negatively, but 58.4% have watched meetings of local elected officials on cable television in the past year. 75% of those surveyed said they recycle paper, cans and bottles.

SURVEY RESPONDENTS OVERALL DEMOGRAPHICS

2005 PUBLIC ATTITUDE SURVEY	
DEMOGRAPHIC CHARACTERISTICS	
All Respondents	505
18-24	4.0%
25-34	10.1%
35-44	18.0%
45-54	22.2%
55-64	20.4%
65-74	12.7%
75 years or older	6.5%
Refused	6.1%
Less than two years	9.1%
2-5 years	16.0%
6 - 10 Years	15.8%
11-20 years	27.7%
More than 20 Years	29.3%
Refused	2.0%
Caucasian	77.4%
Afro-American	1.4%
Hispanic/Latino	6.7%
Native American	3.6%
Asian/Pacific Islander	1.4%
Refused	8.3%
Yes	92.3%
No	7.7%

2005 PUBLIC ATTITUDE SURVEY	
DEMOGRAPHIC CHARACTERISTICS	
Less than \$24,999	7.5%
\$25,000 to \$49,999	18.8%
\$50,000 to 99,999	32.3%
\$100,000 or more	13.1%
Refused	28.3%
12th grade or less, no diploma	6.1%
High School Graduate	17.8%
Some College/Technical	36.8%
College Graduate	13.3%
Post Graduate	18.8%
Refused	7.1%
Yes	28.5%
No	71.5%
Yes	73.4%
No	26.6%
Refused	
Yes	21.3%
No	78.7%
89431 (Wards 1 & 2)	31.3%
89434 (Ward 3)	33.5%
89436 (Wards 4 & 5)	35.2%

SURVEY ANALYSIS

Because of the careful design and methodology of this survey, information obtained provides valid background for interpreting the opinions and attitudes of the community. This section studies our survey results in terms of percentages of negative, fair and positive responses. The mean (average) score is determined from the 1 through 5 rating system we used to measure our respondents' opinions as follows:

- 5 = Excellent
- 4 = Very Good
- 3 = Good
- 2 = Fair
- 1 = Poor

CITIZENS' SATISFACTION WITH CITY SERVICES

Overall Satisfaction	2002	2.9%	97.1%	4.0
	2003	2.7%	97.3%	4.2
	2004	7.2%	92.8%	3.9
	2005	6.0%	94.0%	3.9

DEMOGRAPHIC INFLUENCES ON PERFORMANCE

Analysis of satisfaction with City services in the community was performed based on demographic characteristics including income, geographical area of residence, racial identification, age, and voter registration.

INCOME

Income characteristics did not make a significant difference in satisfaction with services.

less than \$24,999	38.0	2.6%	97.4%
\$25,000 to \$49,999	94.0	7.4%	92.6%
\$50,000 to \$99,999	162.0	4.3%	95.7%
\$100,000 or more	66.0	9.1%	90.9%
Refused to answer	141.0	6.4%	93.6%

HOW DO YOU RATE THE OVERALL QUALITY OF SPARKS CITY SERVICES

AGE

By Age	# of Respondents	% Negative	% Positive
18 - 24 years	20.0	0.0%	100.0%
25 - 34 years	51.0	3.9%	96.1%
35 - 44 years	91.0	3.3%	96.7%
45 - 54 years	111.0	11.7%	88.3%
55 - 64 years	103.0	4.9%	95.1%
65 - 74 years	62.0	4.8%	95.2%
75 years or older	33.0	9.1%	90.9%
Refused to answer	30.0	3.3%	96.7%

ETHNIC IDENTIFICATION

It appears that there is a slight disparity of satisfaction between ethnic groups.

Ethnic Identification	# of Respondents	% Negative	% Positive
American Indian or Alaskan Native	18.0	11.1%	88.9%
Asian or Pacific Islander	7.0	0.0%	100.0%
Black, African American	7.0	0.0%	100.0%
Hispanic/Latino	34.0	14.7%	85.3%
White/Caucasian	389.0	5.4%	94.6%
Other	6.0	0.0%	100.0%
Refused to answer	40.0	5.0%	95.0%

GEOGRAPHICAL AREA OF RESIDENCE

There are no some differences of opinion by residents based upon their area of residence.

By Zip Code	# of Respondents	% Negative	% Positive
89431 (Wards 1 & 2)	157.0	4.5%	95.5%
89434 (Wards 3 & 4)	173.0	9.2%	90.8%
89436 (Wards 4 & 5)	171.0	4.1%	95.9%

QUALITY OF LIFE IN SPARKS = 97% SATISFACTION!

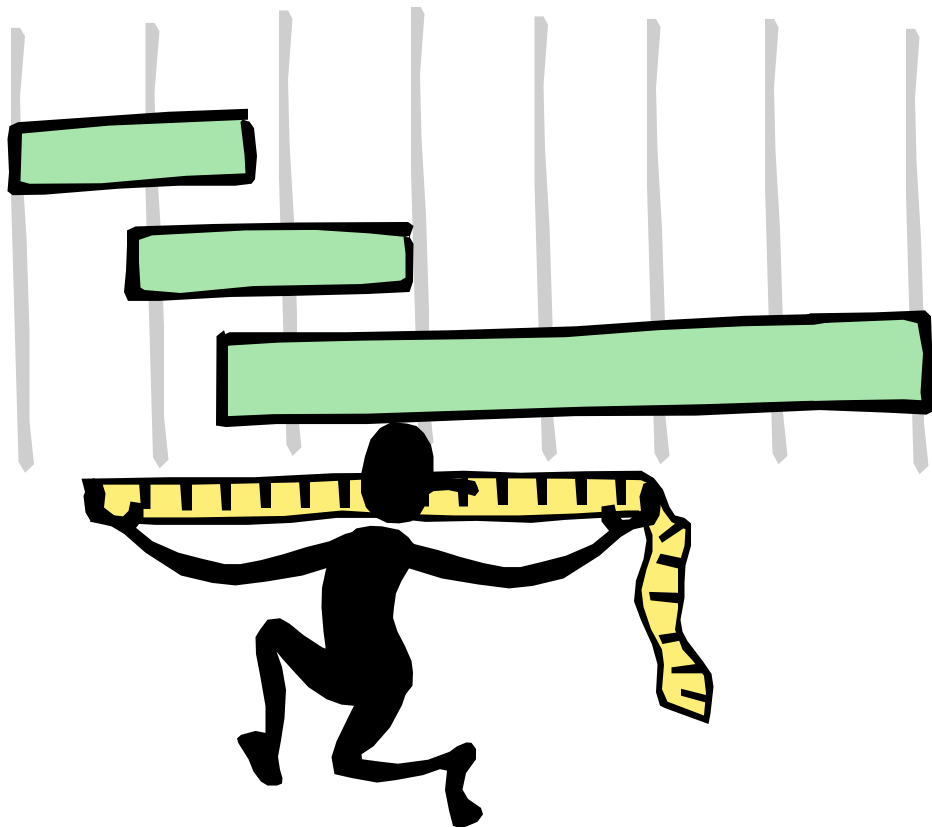
How do you rate the overall quality of life in Sparks?			
	# of Respondents	% Negative	% Positive
By Age			
18 - 24 years	20	10.0%	90.0%
25 - 34 years	51	0.0%	100.0%
35 - 44 years	91	4.4%	95.6%
45 - 54 years	112	0.9%	99.1%
55 - 64 years	103	1.0%	99.0%
65 - 74 years	64	6.3%	93.8%
75 years or older	33	6.1%	93.9%
Refused to answer	31	3.2%	96.8%
Income Range			
Less than \$24,999	38	5.3%	94.7%
\$25,000 to \$49,999	95	1.1%	98.9%
\$50,000 to \$99,999	163	1.2%	98.8%
\$100,000 or more	66	4.5%	95.5%
Refused to answer	143	4.9%	95.1%
Ethnic Background			
American Indian or Alaskan Native	18	11.1%	88.9%
Asian or Pacific Islander	7	0.0%	100.0%
Black, African American	7	14.3%	85.7%
Hispanic/Latino	34	2.9%	97.1%
White/Caucasian	391	2.6%	97.4%
Other	6	0.0%	100.0%
Refused to answer	42	2.4%	97.6%
Length of Residency			
less than 2 years	46	4.3%	95.7%
2 - 5 years	81	1.2%	98.8%
6 - 10 years	80	3.8%	96.3%
11 - 20 years	140	4.3%	95.7%
More than 20 years	148	2.0%	98.0%
By Zip Code			
89431 (Wards 1 & 2)	158	3.8%	96.2%
89434 (Wards 3 & 4)	174	3.4%	96.6%
89436 (Wards 4 & 5)	173	1.7%	98.3%

CONSOLIDATION: 83% SAID NO!

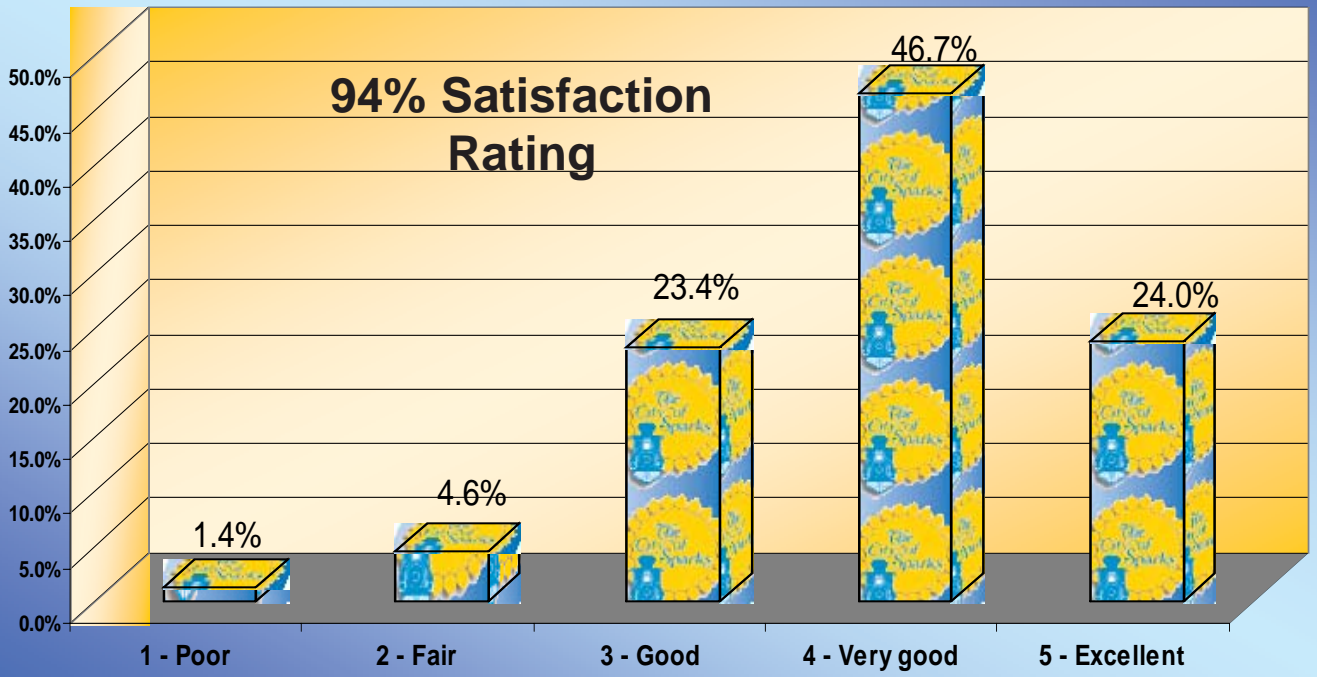
**Would you support having one consolidated government for all of
Reno, Sparks, and Washoe County?**

By Age	# of Respondents	% Negative	% Positive
18 - 24 years	18	61.1%	38.9%
25 - 34 years	48	79.2%	20.8%
35 - 44 years	85	77.6%	22.4%
45 - 54 years	109	88.1%	11.9%
55 - 64 years	98	88.8%	11.2%
65 - 74 years	61	80.3%	19.7%
75 years or older	28	78.6%	21.4%
Refused to answer	8	100.0%	0.0%
Income Ranges			
less than \$24,999	34	73.5%	26.5%
\$25,000 to \$49,999	90	84.4%	15.6%
\$50,000 to \$99,999	157	88.5%	11.5%
\$100,000 or more	63	87.3%	12.7%
Refused to answer	111	73.9%	26.1%
Ethnic Identification			
American Indian or Alaskan Native	17	88.2%	11.8%
Asian or Pacific Islander	6	83.3%	16.7%
Black, African American	7	42.9%	57.1%
Hispanic/Latino	33	72.7%	27.3%
White/Caucasian	371	83.8%	16.2%
Other	5	100.0%	0.0%
Refused to answer	16	87.5%	12.5%
By Length of Residence			
less than 2 years	42	81.0%	19.0%
2 - 5 years	71	81.7%	18.3%
6 - 10 years	76	82.9%	17.1%
11 - 20 years	124	79.0%	21.0%
more than 20 years	137	87.6%	12.4%
Refused to answer	5	80.0%	20.0%
By Zip Code			
89431	150	80.0%	20.0%
89434	159	81.1%	18.9%
89436	146	87.7%	12.3%

SURVEY GRAPHS & CHARTS



How do you rate the Overall Quality of Services in Sparks



Overall Quality of Services in Sparks 2001 - 2005

