

2016 CITY OF HAMPTON City Services Study

Objective

To track how Hampton residents feel about their community and City services.



Presented by

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Methodology

- Tracking study began in 1987; last survey in 2014
- Survey conducted in July 2016
- 375 interviews with randomly-selected Hampton households (many scientific protocols)
- Included both landlines (62%) & cell phones (38%)
- Detailed questionnaire; 18 minutes long
- A full cross-section of residents participated
- Margin of Error is ± 5.06 percentage points

**Are you Extremely Satisfied, Satisfied,
Dissatisfied, or Extremely Dissatisfied with:
Your Overall Quality of Life in Hampton**

	<u>2016</u>
Extremely Satisfied	8.5%
Satisfied	77.9%
Dissatisfied	12.0%
Extremely Dissatisfied	<u>1.6%</u>
	100.0%

**Residents rated their satisfaction with a list
of 18 City services and characteristics:**

Extremely Satisfied Satisfied Dissatisfied Extremely Dissatisfied

Ideally, we like to see 80% being “satisfied”

**In 2016,
17 of the 18 City services
rated above the 80% threshold.**

% “Satisfied” With These City Services (90% or Higher)

	<u>2016</u>
Fire & Rescue services	98.4%
The Hampton History Museum	97.3%
The public libraries	96.5%
City arts programs (Charles Taylor Arts Center/American Theatre)	96.4%
311 Customer Call Center	94.5%

% “Satisfied” With These City Services (85% to 89% level)

	<u>2016</u>
Public health services	89.7%
The trash & recycling program	89.6%
The City’s parks	89.3%
Police services	89.1%
Parenting programs, classes, & resources	89.1%
The entertainment at Hampton Coliseum	87.2%
Hampton’s community centers	86.2%

% “Satisfied” With These City Services (80% to 84% level)

	<u>2016</u>
Social Service programs	83.6%
Festivals & outdoor entertainment in Hampton	83.4%
Sports & recreation activities	82.3%
Hampton’s public beaches	81.6%
Efforts to encourage the appreciation of diversity	80.4%

Only One Was Below 80%

Public school system in Hampton	71.2%
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Average Satisfaction Scores (Compared to 2014)

Ext. Satisfied = 4

Ext. Dissatisfied = 1

Max. Score = 4.0

	<u>2016</u>	<u>Compared to 2014</u>
Fire & Rescue services	3.33	similar
311 Customer Call Center	3.29	n/a
The Hampton History Museum	3.19	sig higher
The public libraries	3.17	similar
The trash & recycling program	3.13	similar
City arts programs (Charles Taylor Arts Center/American Theatre)	3.12	n/a
Police services	3.09	similar
Public health services	3.06	similar
Hampton's community centers	3.04	similar
The festivals & outdoor entertainment in Hampton	3.03	similar

n/a = No comparable 2014 data

Average Satisfaction Scores (Compared to 2014)

Ext. Satisfied = 4

Ext. Dissatisfied = 1

Max. Score = 4.0

	<u>2016</u>	<u>Compared to 2014</u>
The entertainment at Hampton Coliseum	3.02	similar
The parenting programs, classes, & resources	3.02	similar
The City's parks	2.99	similar
Hampton's public beaches	2.97	similar
Social Service programs	2.94	similar
Sports & recreation activities	2.93	similar
The City's efforts to encourage the appreciation of diversity	2.91	similar
The public school system in Hampton	2.71	similar

% “Satisfied” With Neighborhood Characteristics

	<u>2016</u>
The condition of neighborhood streets*	62.7%
How safe you feel in your neighborhood*	81.6%

* The 2016 means were **similar** to 2014

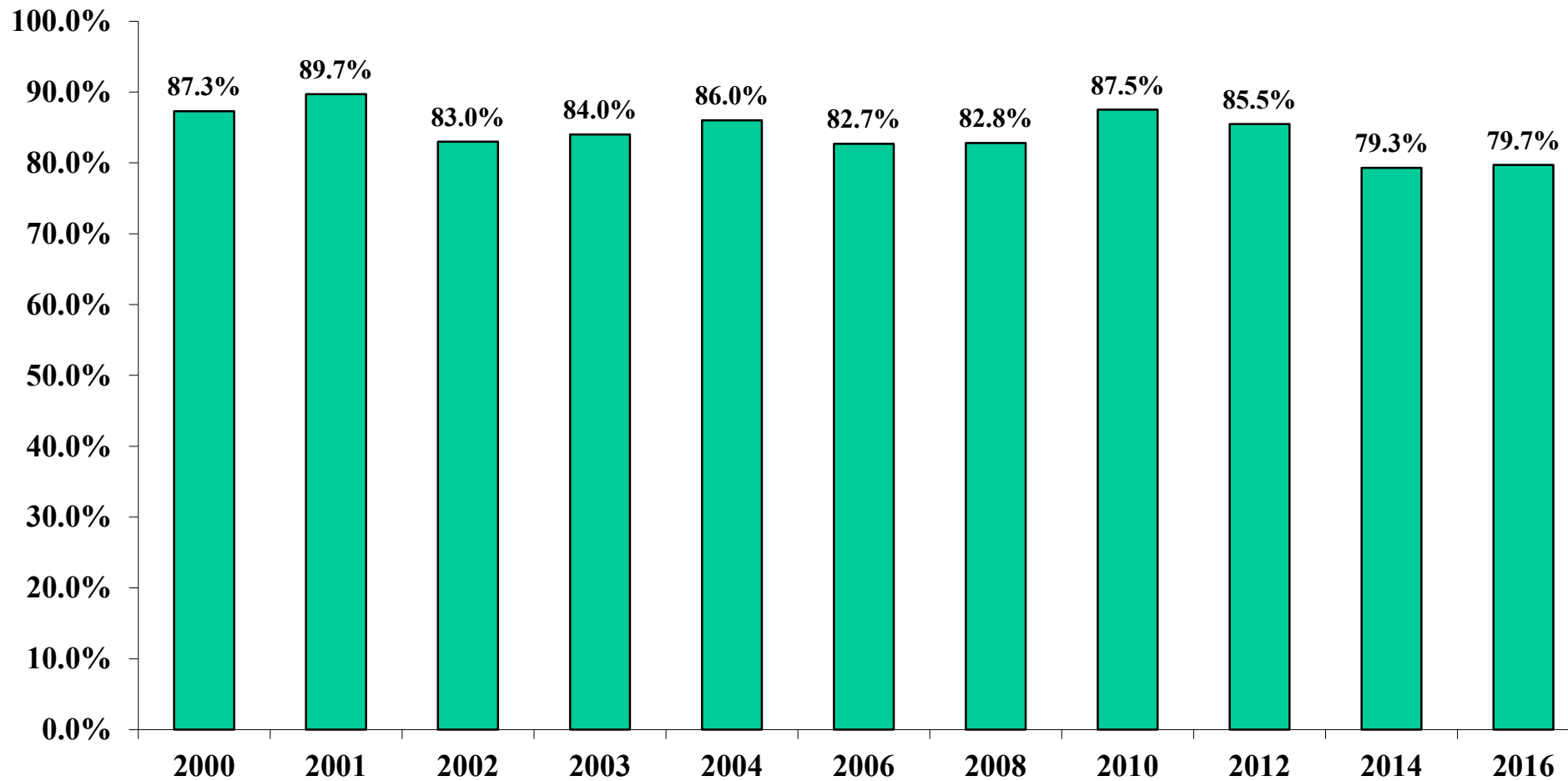
% “Satisfied” With City Characteristics

	<u>2016</u>
The information available on City services*	89.1%
The overall appearance of Hampton*	79.7%
The ease of traffic flow on main roads in the City*	74.7%
The beautification & landscaping of City roadways*	74.4%
How safe you feel in Hampton overall**	73.3%
The condition of the main roads within the City*	68.8%

* 2016 means were **similar** to 2014

** Not asked in 2014

Tracking: “Percent Satisfied” With the Overall Appearance of Hampton

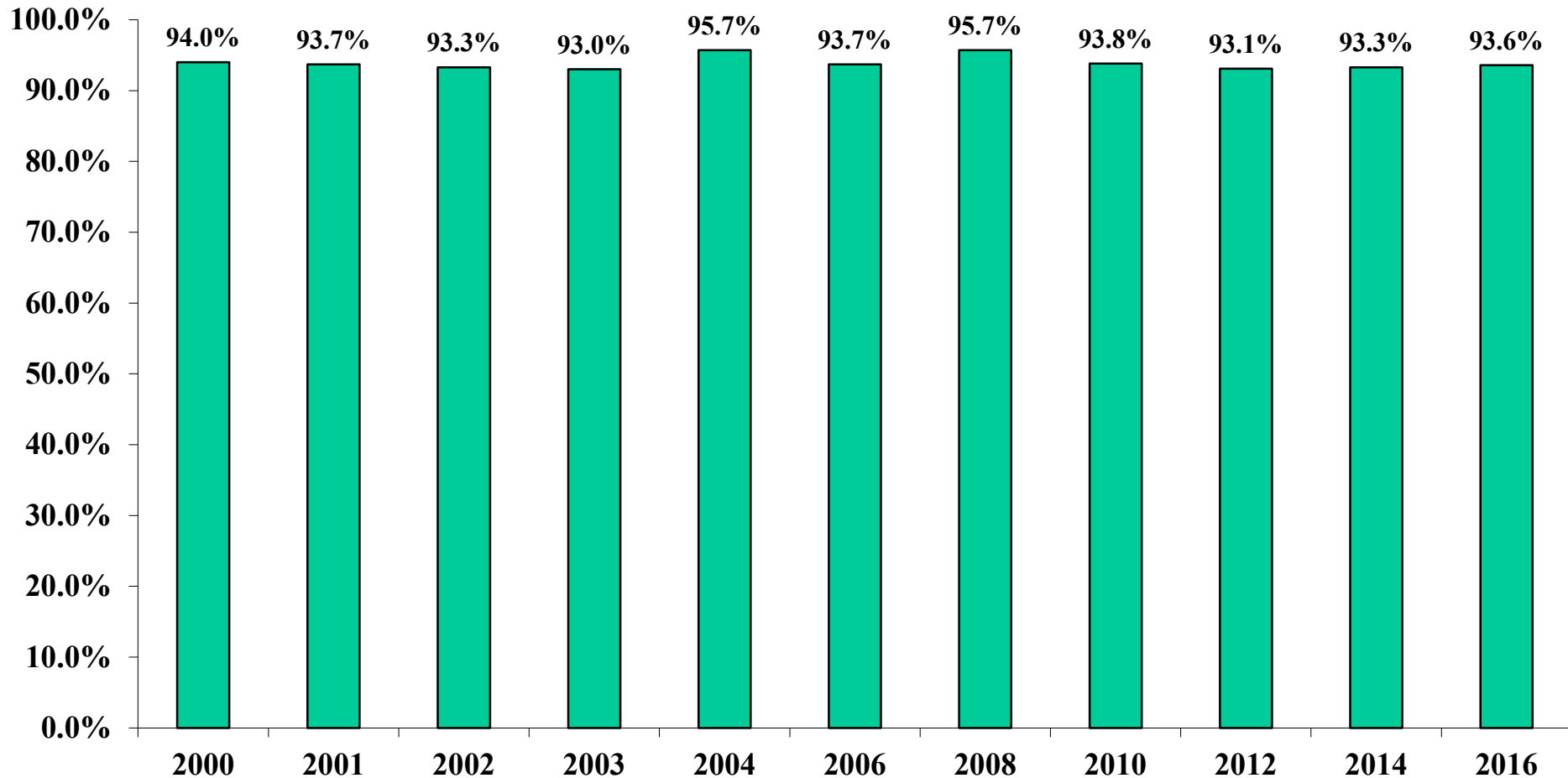


% “Satisfied” With Hampton City Employees:

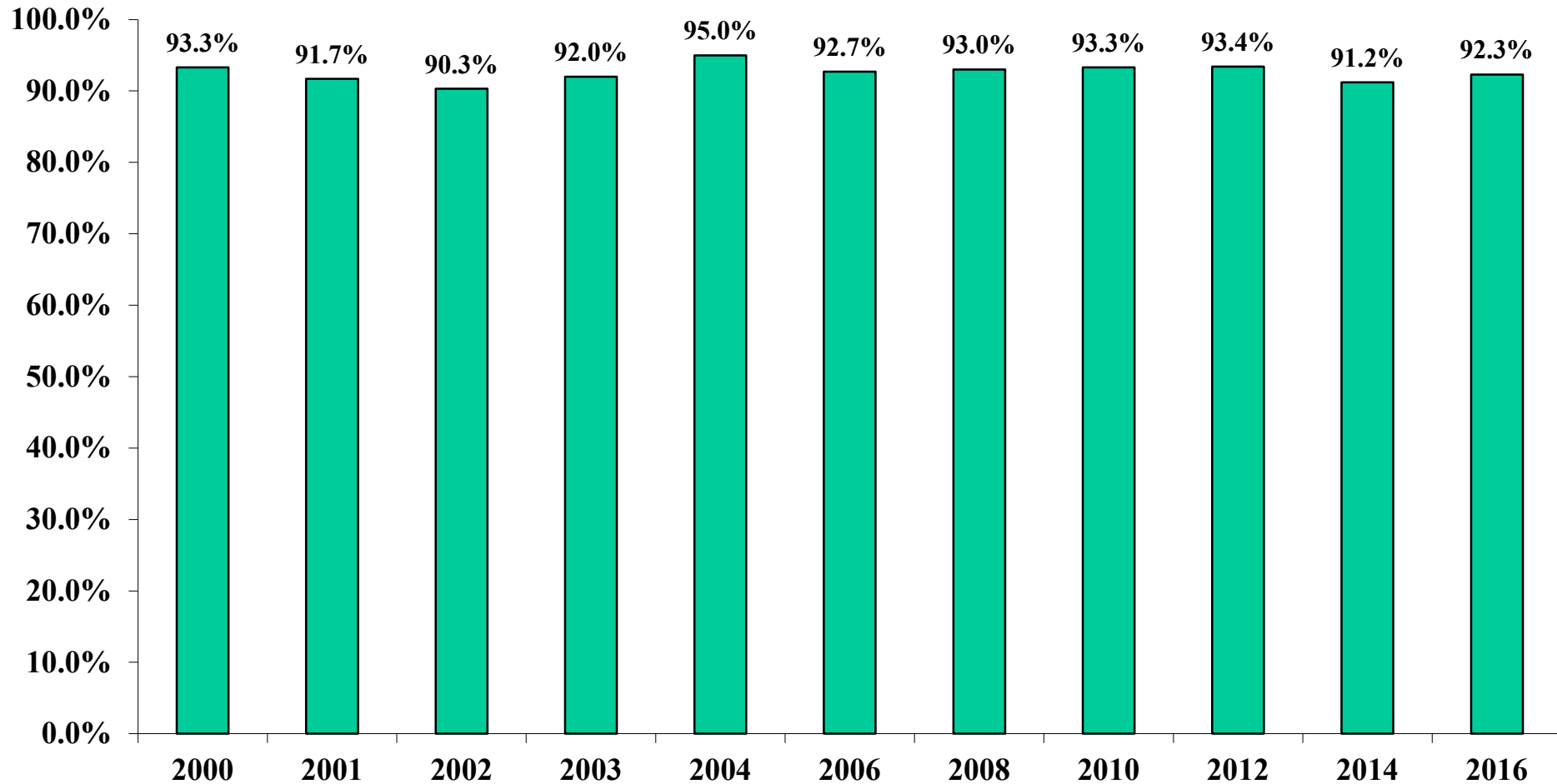
	<u>2016</u>
Overall work performance of City employees*	92.3%
Courtesy of City employees*	93.6%

* The 2016 averages were **similar** to 2014

Tracking: “Percent Satisfied” With the Courtesy of City Employees



Tracking: “Percent Satisfied” With the Work Performance of City Employees



% Who “Agreed” With These Statements

(“Strongly Agree” and “Agree” combined)

	<u>2016</u>
“Generally speaking, my neighborhood receives the City services it needs.”	83.5%
“I know how to inform the City about the way I feel on important issues.”	74.1%
“Before City management makes important decisions, it considers the opinions of citizens who want to be heard.”	65.9%

NOTE: The “average agreement scores” showed no sig. change since 2014.

Customer Service

Residents were asked if they had **contacted** the City of Hampton in the past 12 months to: ask a question, get info, or discuss a problem

61.9% Had

The 232 respondents who had were asked to Rate the City's performance.

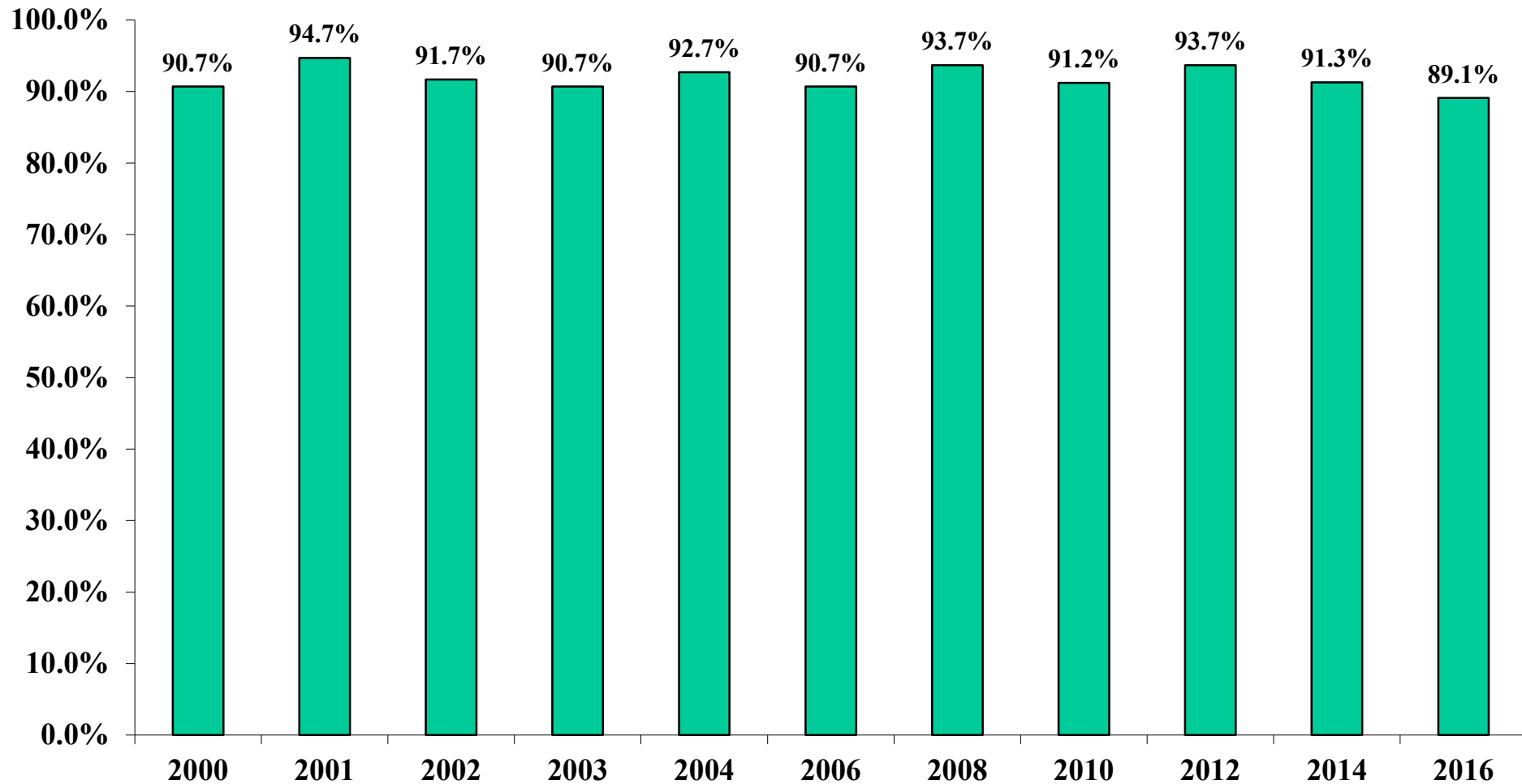
(Of those who contacted the City of Hampton)

% “Satisfied” With:

	<u>2016</u>
The ease of making the contact	88.8%
Overall quality of the City’s response	86.2%
	(n=232)

NOTE: The “average satisfaction scores” showed no sig. change since 2014.

Tracking: “Percent Satisfied” With the Information Available on City Services



Where do you get most of your information on Hampton City government?

	<u>2016</u>
The City's website [this increases each year]	40.0%
Newspaper/ <i>Daily Press</i> [this continues to decline]	15.7%
Daily Press Online	1.6%
Regular network TV	12.8%
Another Internet site	5.3%
Friend/relative	5.1%
Facebook	5.1%
The City's cable/FIOS TV channel	3.7%
...etc...	

The City of Hampton's Website

318 people rated the City's website
and
96.9% of them were "Satisfied"

FYI: Only 2.1% do not have Internet access

Hampton's eNews Updates:

98.6% of those who receive
eNews Updates
are "Satisfied" with the content

Hampton's Facebook/Twitter/Instagram

97.6% of those following the City
are “Satisfied” with the information posted

The City Channel on TV

- 35.2% of **all** Hampton residents watched The City Channel in the past 12 mos.
- 44.0% of **cable subscribers** watched The City Channel in the past 12 mos.
- 34.7% of **cable subscribers** watched Hampton City Council meetings in the past 12 mos.
- 75.8% of **those who watched shows** rated them as “Excellent” or “Good” (not “Fair” or “Poor”)

What one thing should City management focus on?

	<u>2016</u>
Reduce crime	20.0%
Improve schools/educational system	13.9%
Improve roads	8.8%
Don't know; I'll leave it up to the City	4.3%
Need more for kids/youth to do	4.3%
Improve the appearance of the City	4.3%
More police presence/patrols	3.7%
Need commercial development/stores/restaurants	3.5%
No complaints/Keep up the good work	2.9%
Minimize property taxes	2.9%
Need more jobs	2.7%
...etc...	

Misc. Comments - Food for Thought

- I worry about the flooding and rainwater drainage issues.
- We need two or three more good community centers.
- I'm disappointed that they got rid of Bay Days.
- I dislike SOL testing and the "make or break" mentality of it.
- There's not a lot of beautification in Hampton; it's rundown.
- There are too many empty shops in the shopping centers. We need more small businesses.

Misc. Comments - Food for Thought

- We have "old city" infrastructure.
- The streets are breaking apart and there are no funds to fix them.
- The property taxes are too high for me, now.
- Traffic is ridiculous. I'm always stuck in traffic after work.
- There's a lot of petty theft and robbery; not enough police presence.
- It seems like gun violence has increased.

Misc. Comments - Food for Thought

- Ditches need to be cleaned out; they cause flooding in the neighborhoods.
- Please help kids get jobs. Mentor them.
- Some neighborhoods are really charming; they all should be.
- Add street lighting to make us feel safer.
- With a little redevelopment, Hampton could be more competitive.
- People want to live where good jobs abound.

In Conclusion:

- This is how the “average Hampton resident” feels. Please remember that these are not the people who call you or reach out regularly.
- Hampton provides a good “Quality of Life” to residents. Your ratings were very impressive. There were so many high scores, and you’ve maintained that excellence over many years.
- Taxpayers made great suggestions for improvement. Most of those things are items you work on every day... or issues that will take some time. Residents like to know that leaders share their concerns.
- Just by doing this survey, you are telling residents’ that their input is valued. Many people thanked us profusely for including their views.