

# 2014 CITY OF HAMPTON City Services Study

## Objective:

To measure how Hampton residents feel about their community and the services the City provides.

## Presented by:

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# Methodology

- Tracking study began in 1987; prior survey in 2012
- 300 interviews with randomly-selected Hampton households were conducted in June of 2014
- Both landline & cell phones included
- Detailed questions; 17 minutes long
- A full cross-section of residents participated
- Margin of Error is  $\pm 5.6$  percentage points

**Are you Extremely Satisfied, Satisfied,  
Dissatisfied, or Extremely Dissatisfied with:**

**Your Overall Quality of Life in Hampton**

	<u>2014</u>
Extremely Satisfied	12.7%
Satisfied	74.0%
Dissatisfied	12.0%
Extremely Dissatisfied	<u>1.3%</u>
	100.0%

**Residents rated their satisfaction with a list  
of 19 City services and characteristics:**

**Extremely Satisfied   Satisfied   Dissatisfied   Extremely Dissatisfied**

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

**In 2014,  
17 of the 19 City services rated  
above the 80% threshold.**

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

	<u>2014</u>
Fire & Rescue services	98.7%
The American Theatre	97.8%
The public libraries	97.0%
The Charles H. Taylor Arts Center	96.7%
The Hampton History Museum	95.2%
Police services	92.7%
The trash & recycling program	91.7%
The City’s parks	90.0%

# **% “Satisfied” With These City Services**

## **(80% to 89% level)**

	<u>2014</u>
Festivals & outdoor entertainment in Hampton	89.6%
Entertainment at Hampton Coliseum	88.6%
Parenting programs, classes, & resources	88.1%
Hampton’s community centers	87.2%
Public health services	86.8%
The application process for obtaining a City permit	86.1%
Hampton’s public beaches	85.9%
Sports & recreation activities	83.9%
Efforts to encourage the appreciation of diversity	82.9%

### **Only Two Fell Below 80%:**

Social Service programs	79.9%
Public school system in Hampton	72.0%

# Changes in Avg. Satisfaction Scores Since 2012

(Ext. Satisfied = 4      Ext. Dissatisfied = 1      Max. Score = 4.0)

	<u>2014</u>	<u>Compared to 2012</u>
Fire & Rescue services	3.36	n/a
The public libraries	3.21	similar
The trash & recycling program	3.17	n/a
Police services	3.17	similar
The American Theatre	3.14	n/a
The festivals & outdoor entertainment in Hampton	3.11	n/a
The Charles H. Taylor Arts Center	3.09	n/a
The Hampton History Museum	3.09	n/a
The entertainment at Hampton Coliseum	3.04	similar
The City's parks	3.03	similar
Hampton's community centers	3.00	similar

n/a = [New in 2014]



# Changes in Avg. Satisfaction Scores Since 2012

(Ext. Satisfied = 4      Ext. Dissatisfied = 1      Max. Score = 4.0)

	<u>2014</u>	<u>Compared to 2012</u>
The parenting programs, classes, & resources	2.99	similar
Hampton's public beaches	2.99	similar
Public health services	2.98	similar
Sports & recreation activities	2.96	n/a
The application process for a City permit	2.94	similar
The City's efforts to encourage the appreciation of diversity	2.92	similar
Social Service programs	2.88	similar
The public school system in Hampton	2.75	similar

n/a = [New in 2014]

# % “Satisfied” With Neighborhood Characteristics

	<u>2014</u>
How safe you feel in your neighborhood	87.0%
Condition of neighborhood streets	60.7%

\* Averages were similar to 2012

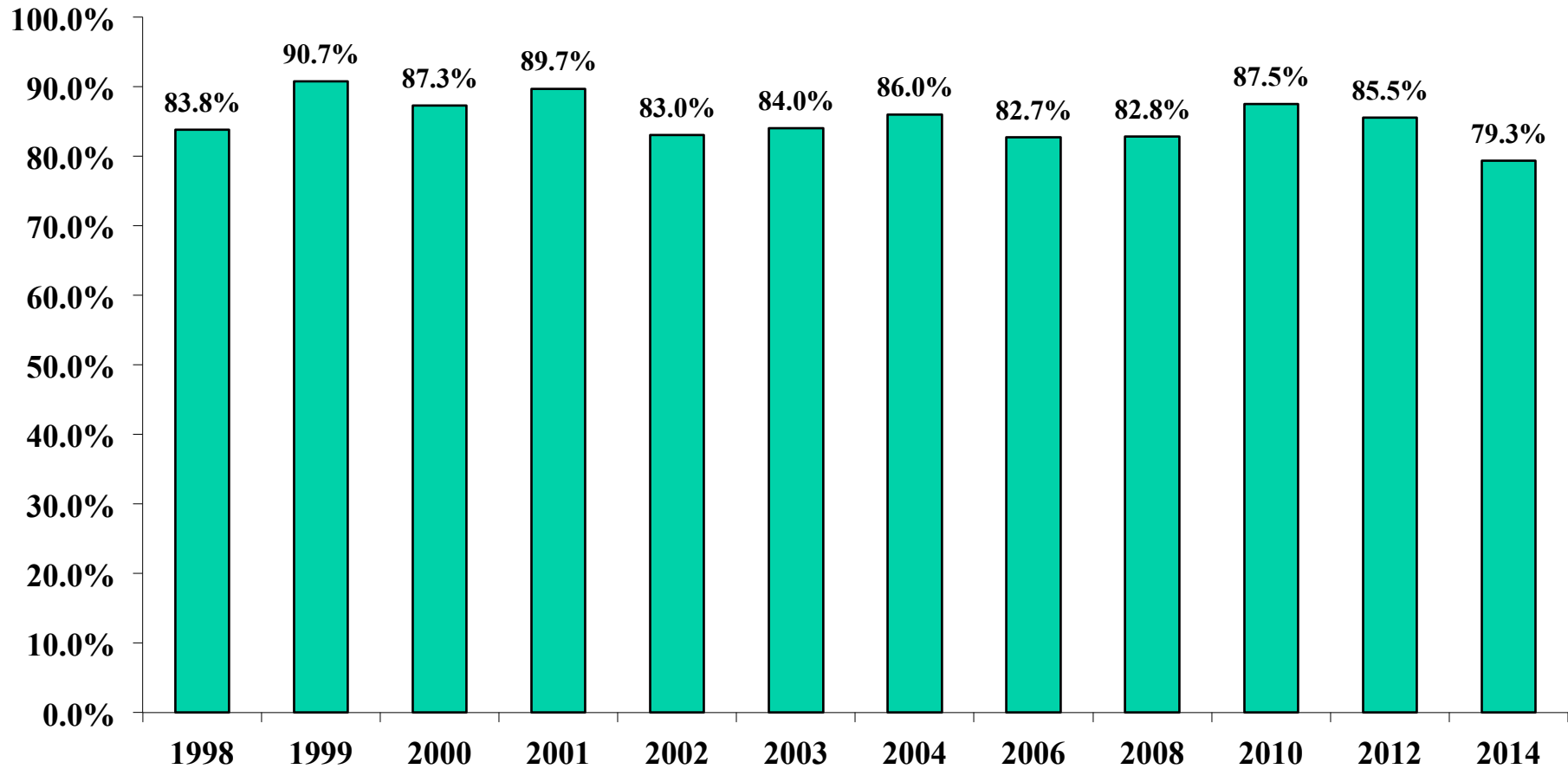
## **% “Satisfied” With 5 City Characteristics**

	<u>2014</u>
The information available on City services	91.3% *
The overall appearance of Hampton	79.3%
The ease of traffic flow on main roads in the City	79.3% *
The beautification & landscaping of City roadways	72.7%
The condition of the main roads within the City	65.7% *

\* Averages were similar to 2012

Avg. “declines” = Overall appearance of Hampton  
Beautification & landscaping of City roadways

# Tracking: “Percent Satisfied” Overall Appearance of Hampton

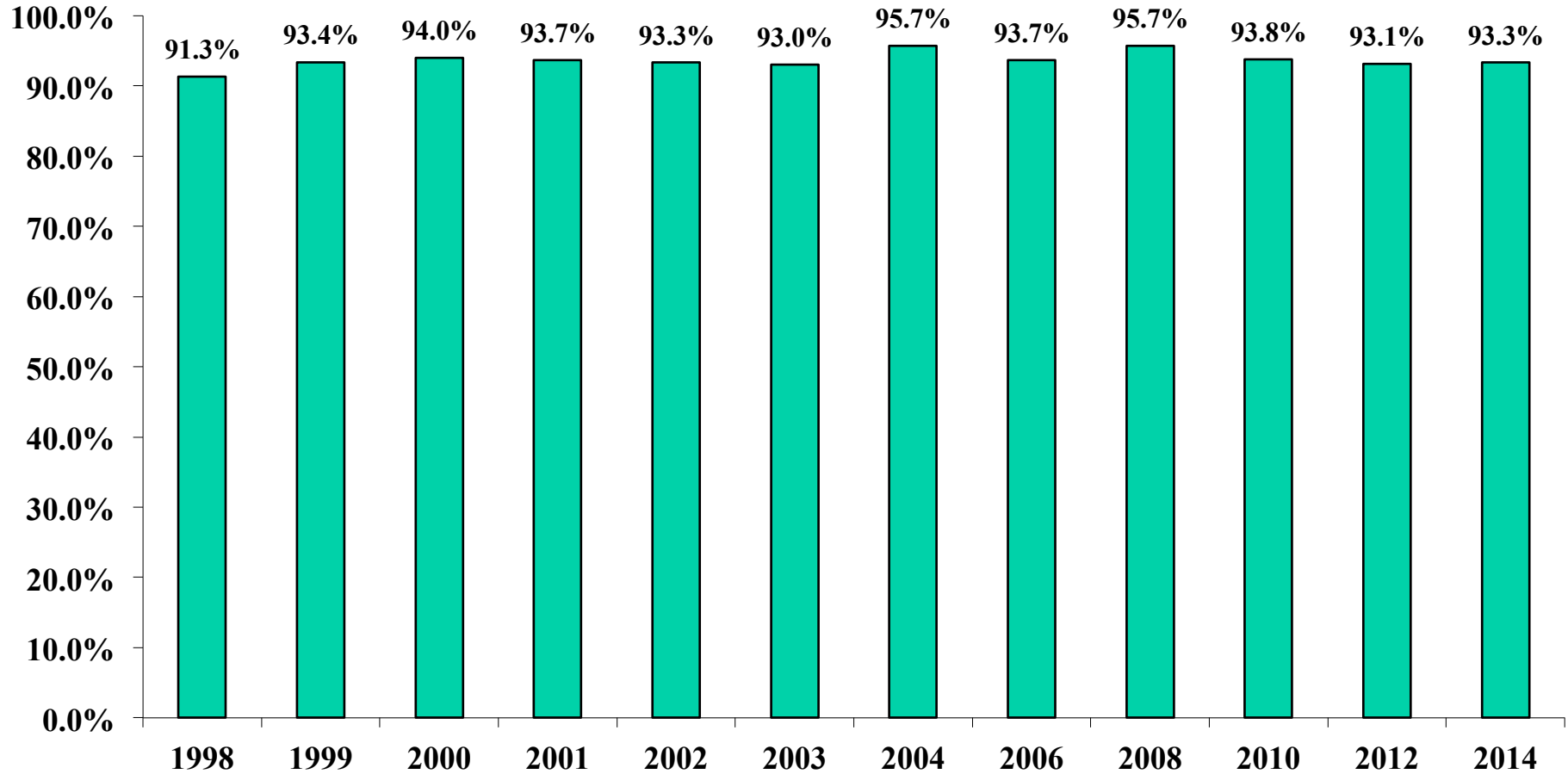


# **% “Satisfied” With Hampton City Employees**

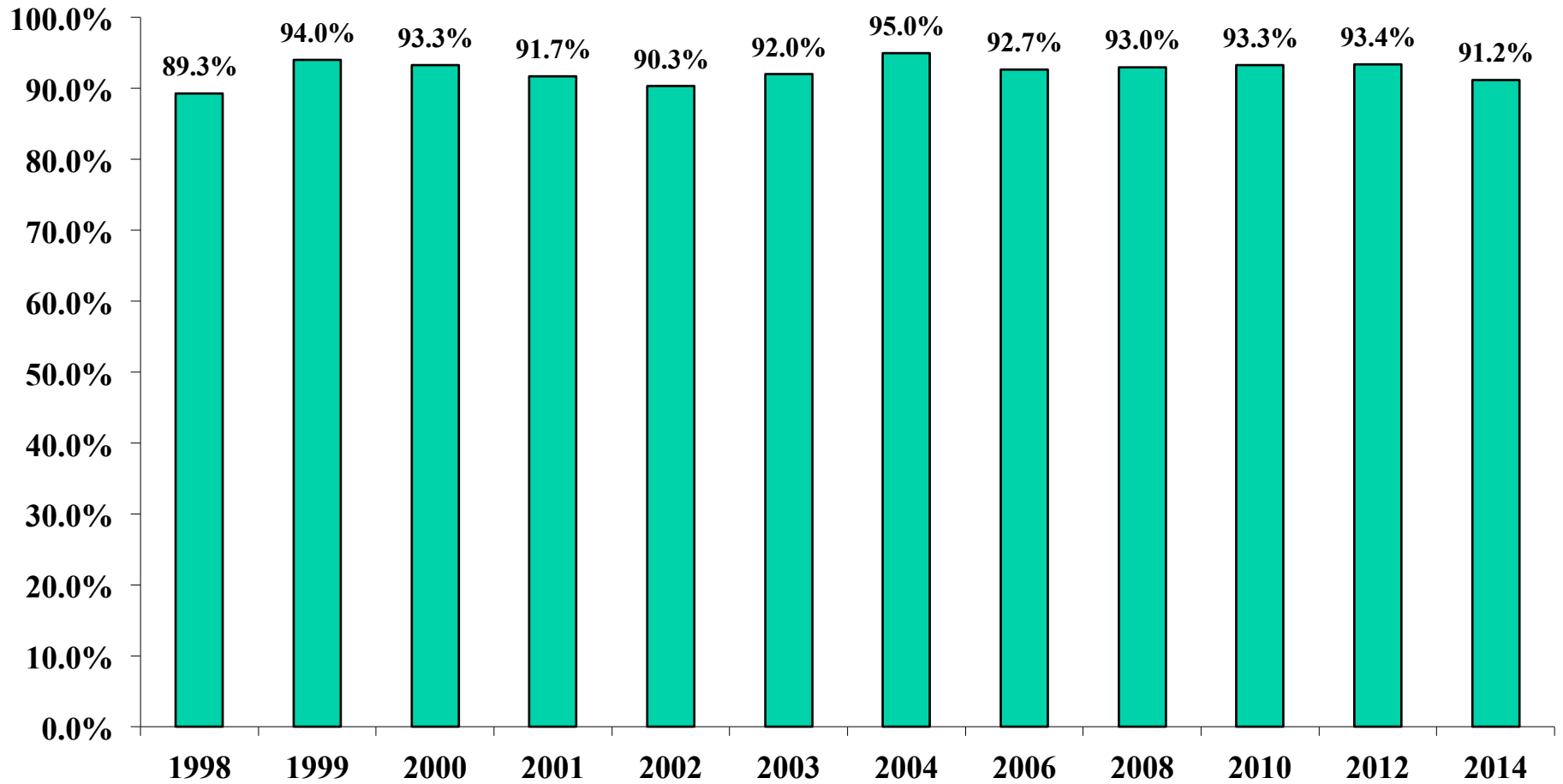
	<u>2014</u>
Overall work performance of City employees	91.2%
Courtesy of City employees	93.3%

\* Averages were similar to 2012

# Tracking: “Percent Satisfied” Courtesy of City Employees



# Tracking: “Percent Satisfied” Work Performance of City Employees



# % Who “Agreed” With These Statements

(“Strongly Agree” and “Agree” Combined)

	<u>2014</u>
“Generally speaking, my neighborhood receives the City services it needs.”	88.3%
“I know how to inform the City about the way I feel on important issues.”	80.7%
“Before City management makes important decisions, it considers the opinions of citizens who want to be heard.”	68.0%

NOTE: The avg. agreement scores showed no sig. change since 2012.



# **% Who “Agreed” With These Statements**

(“Strongly Agree” and “Agree” Combined)

	<u>2014</u>
“Hampton should work to become more pedestrian-friendly.” [New in 2014]	87.3%
“Hampton should work to become more bicycle-friendly.” [New in 2014]	85.3%
“Hampton should have more public transportation.” [New in 2014]	70.7%
“Hampton should plan future developments so residents are less reliant on cars.” [New in 2014]	68.3%

## 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**

56.3% Had

The 169 who had were asked to rate  
the City's performance.

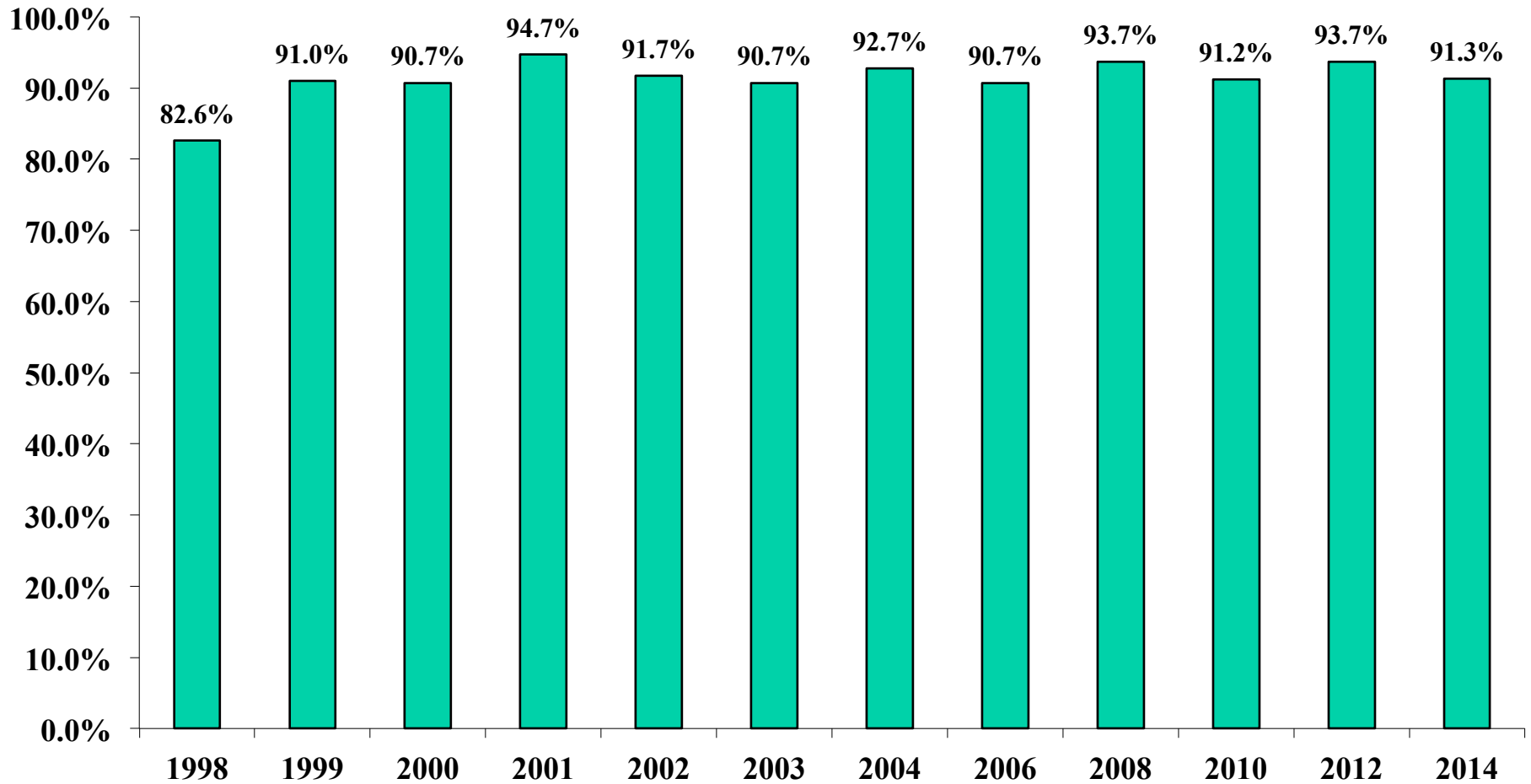
**(Of the 169 who contacted the City)**

**% “Satisfied” With:**

	<u>2014</u>
The ease of making the contact	88.2%
Overall quality of the City’s response	83.4%
How quickly the City handled things	81.1%

(n=169)

# Tracking: “Percent Satisfied” Information Available on City Services



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

The City's website [this increases each year]	31.7%
Newspaper/ <i>Daily Press</i> [this has declined]	30.3%
Daily Press Online	2.7%
Regular network TV	14.0%
The City's cable TV channel	7.0%
Friend/relative	2.7%
...etc...	

## City of Hampton Website

233 people rated the City's website

94.4% of them were "Satisfied"

FYI: Only 10.7% do not have Internet access

## **Hampton's eNews**

### **Updates:**

98.1% of those who receive it  
are “Satisfied” with the  
content of eNews updates

## **Hampton's Facebook & Twitter**

92.1% of those following the City  
are “Satisfied” with the information posted



## The City Channel on TV

- 46.3% of **all** Hampton residents watched The City Channel in the past 12 mos.
- 56.3% of **cable subscribers** watched The City Channel in the past 12 mos.
- 45.3% of **cable subscribers** watched Hampton City Council meetings in the past 12 mos.
- 79.0% of those who watched shows rated them as “Excellent” or “Good” (not “Fair” or “Poor”)

# What one thing should City management focus on?

	<u>2014</u>
No complaints/Keep up the good work	4.3%
Don't know; I'll leave it up to the City	5.3%
Improve schools/educational system	13.7%
Reduce crime	12.7%
Improve roads	7.7%
More police presence/patrols	5.7%
Be more careful with taxpayer \$\$	5.7%
Minimize property taxes	3.0%
More public transportation	3.0%
Improve the appearance of the City	2.7%
More support to seniors	2.0%
More jobs	2.0%
...etc...	

# Misc. Comments - Complex Ideas

- Do something to attract more upscale homeowners to help with taxes.
- There are too many rentals, and those who've lived here a long time are paying most of the taxes.
- We need economic development - better restaurants and good entertainment.
- Improve Downtown and the waterfront. Find businesses that can attract people down there.
- Improve the overall appearance of the city and repair our roads.

# Misc. Comments - Complex Ideas

- We need major maintenance at our older schools.
- Somehow, we must get more revenue coming into the city.
- Repair the roads and fix the drainage so people will want to move here.
- The division by King Street is a waste of money. Focus carefully.
- People go crazy; something needs to be done to make it a safer place to live.
- Be very open about land transfers. Transparency matters.
- Leave more green areas in the city.

# In Conclusion:

- Today, you heard feedback from the “average” Hampton resident... the people who don’t call the City regularly.
- Clearly, residents think Hampton provides a good “Quality of Life.” Of course, they’d like those neighborhood streets to improve and continue to focus on the schools.
- Your civic engagement programs are strong. Hampton received the 2014 All-America City Award from the National Civic League. Please continue to remind residents that you will listen before making important decisions.
- This survey is an important tool that conveys how residents’ opinions DO matter!! We are delighted to present such favorable results.