



# Connection & Engagement Questionnaire

**Start Date :** Jul 19, 2023

**Responses :** 59

Community members were asked to share their thoughts on "Connection & Engagement Questionnaire".

## REPORT SUMMARY

**59 participants completed this activity, demographics of respondents can be found at the end of the report. NOTE: This was a small sample size, results and recommendations are not conclusive and themes that emerged should be further explored/validated.**

Overall, SUS participants view the City of Scottsdale positively and describe the local government as proactive and communicative. While there are many avenues of communication, and opportunities for participation and engagement, some expressed frustration that their opinions are not necessarily heard. SUS members believe local government has the biggest impact on their quality of life and appreciate opportunities to express opinions and collaborate in Scottsdale's growth.

### Q#1 (59 respondents)

Respondents were asked, "On a scale of 1 to 5, how strongly do you agree with the following statement? 1 Strongly disagree, 5 Strongly agree The City of Scottsdale provides opportunities for participation, interaction and dialogue from Scottsdale residents on important issues."

72.9% of respondents rated the concept 4 or 5. While 8.5% of respondents rated the concept 1 or 2. The average rating was 3.98.

### Q#2 (59 respondents)

Respondents were asked, "Why do you feel that way about how Scottsdale engages with residents on important issues?"

#### The City provides opportunities to engage

- Scottsdale actively communicates with residents - email, newsletters, social media, website (25)
- Many opportunities to attend meetings, open houses, workshops (14)
- City encourages feedback + SUS provides platform to engage (12)

#### Opportunities for Improvement

- While there are opportunities to participate, residents don't feel listened to or represented (11)
- Scottsdale could communicate to wider audience (3)

### Q#3 (59 respondents)

Respondents were asked, "What is your most preferred method of receiving information about important city issues?"

- Email (78.0%)
- Direct Mail (10.2%)
- Other, please specify (5.1%)\*
- Text Message (5.1%)
- Cable - Channel 11 (1.7%)

\*Other includes local news, attending city meetings, social media

### Q#4 (59 respondents)

Respondents were asked, "What does local government mean to you?"

#### Perceptions of Local Government

- Government officials that represent citizens - must have close engagement with residents to support community needs (26)
- Most important level of Government - Directly impacts daily life (17)
- Public Services, Safety, Infrastructure (Schools, fire, utilities, etc.) (12)

**Q#5 (59 respondents)**

Respondents were asked, "On a scale of 1 to 5, how would you rate your impression of Scottsdales local government? ? 1Poor, 5Excellent"

61.0% of respondents rated the concept 4 or 5. While 22.0% of respondents rated the concept 1 or 2. The average rating was 3.58.

**Q#6 (59 respondents)**

Respondents were asked, "Why do you rate your impressions of local government in that way?"

**Scottsdale Local Government Positive Impressions**

- Scottsdale is well run + City is proactive (18)
- Very communicative + Responsive to citizen needs

**Scottsdale Local Government Areas of Improvement<sup>(8)</sup>**

- Residents don't feel they are being adequately represented or listened to (13)
- Confused and/or disagree with development plans (12)

**Mentioned Topics**

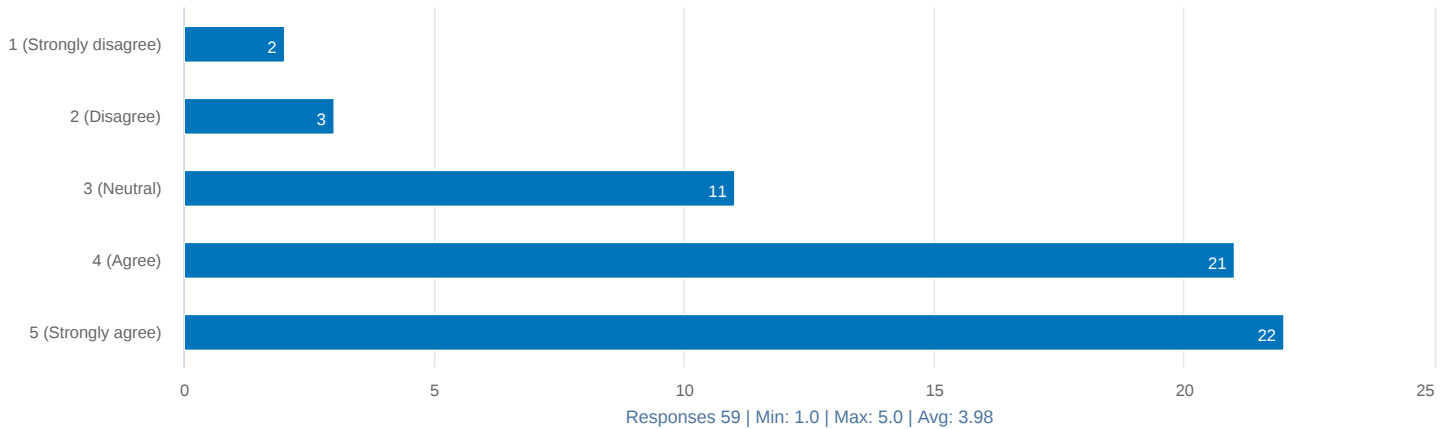
- Building Development (9)
- Water (4)
- Homelessness (2)
- Roads / Bike Lanes (2)
- Code enforcement / department oversight (1)
- Taxes (1)

**Q#7 (59 respondents)**

Respondents were asked, "How involved would you like to be in Scottsdales local government?"

- Sometimes (54.2%)
- Often (25.4%)
- Always (10.2%)
- Never (6.8%)
- Rarely (3.4%)

On a scale of 1 to 5, how strongly do you agree with the following statement? 1 Strongly disagree, 5 Strongly agree The City of Scottsdale provides opportunities for participation, interaction and dialogue from Scottsdale residents on important issues.

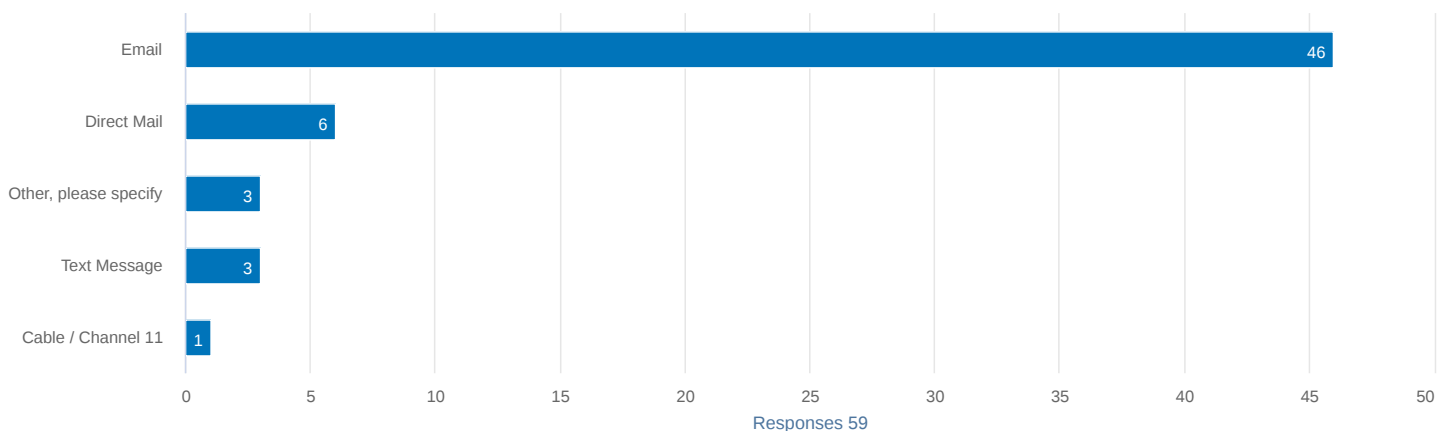


Why do you feel that way about how Scottsdale engages with residents on important issues?

Bucket	Count
Scottsdale actively communicates with residents - email, newsletters, social media, website	25
Many opportunities to attend meetings, open houses, workshops	14
City encourages feedback + SUS provides platform to engage	12
While there are opportunities to participate, residents don't feel listened to or represented	11
Scottsdale could communicate to wider audience	3

Total 59

What is your most preferred method of receiving information about important city issues?

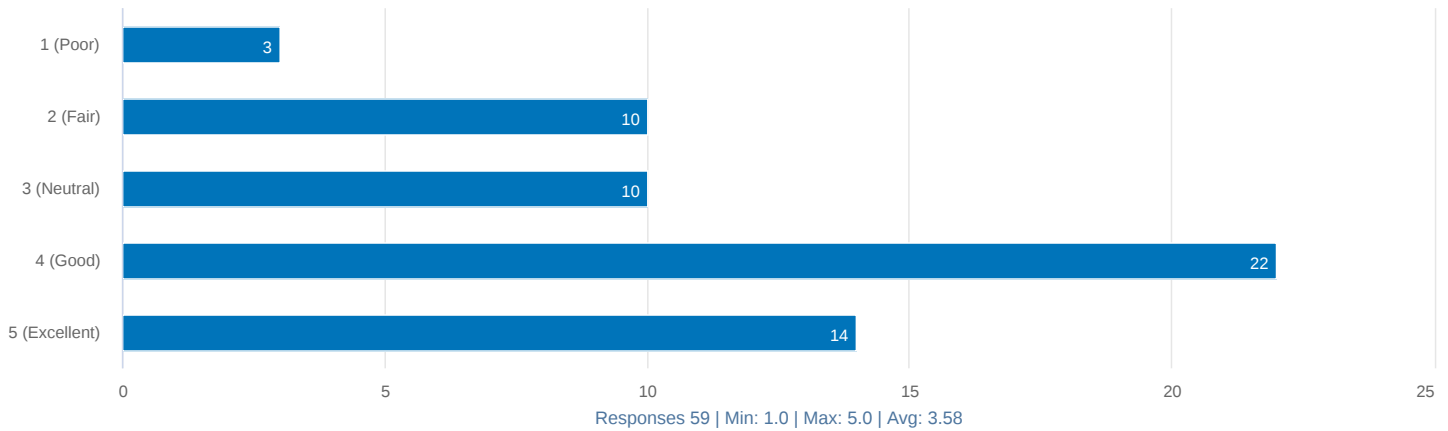


What does local government mean to you?

Bucket	Count
Government officials that represent citizens - must have close engagement with residents to support community needs	26
Most important level of Government - Directly impacts daily life	17
Public Services, Safety, Infrastructure (Schools, fire, utilities, etc)	12

Total 59

On a scale of 1 to 5, how would you rate your impression of Scottsdale's local government? ? 1Poor, 5Excellent

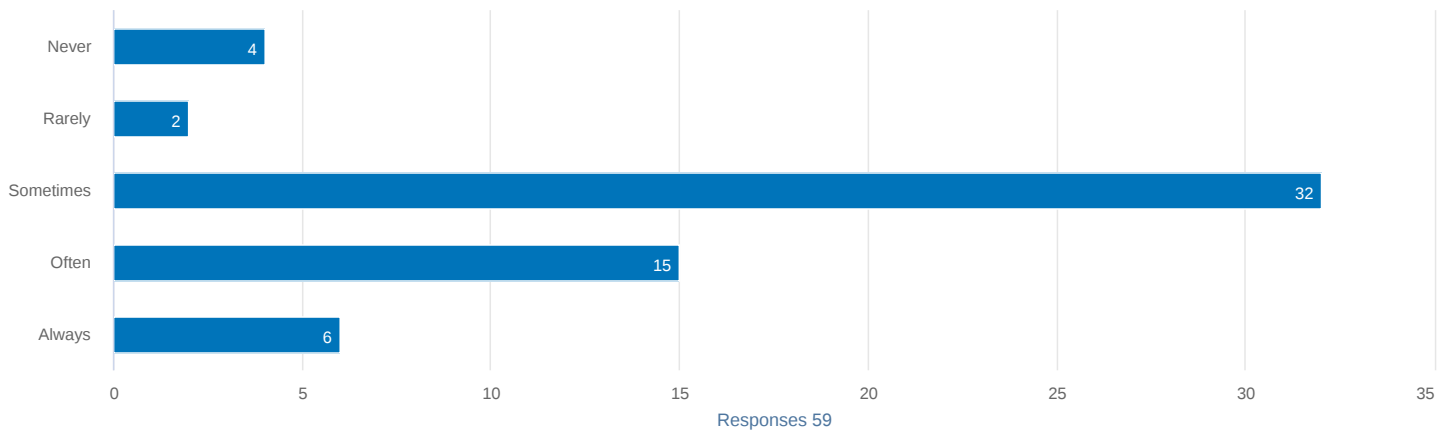


Why do you rate your impressions of local government in that way?

Bucket	Count
Scottsdale is well run + City is proactive	18
Residents don't feel they are being adequately represented or listened to	13
Confused and/or disagree with development plans	12
Building Development	9
Very communicative + Responsive to citizen needs	8
Water	4
Homelessness	2
Roads / Bike Lanes	2
Code enforcement / department oversight	1
Taxes	1

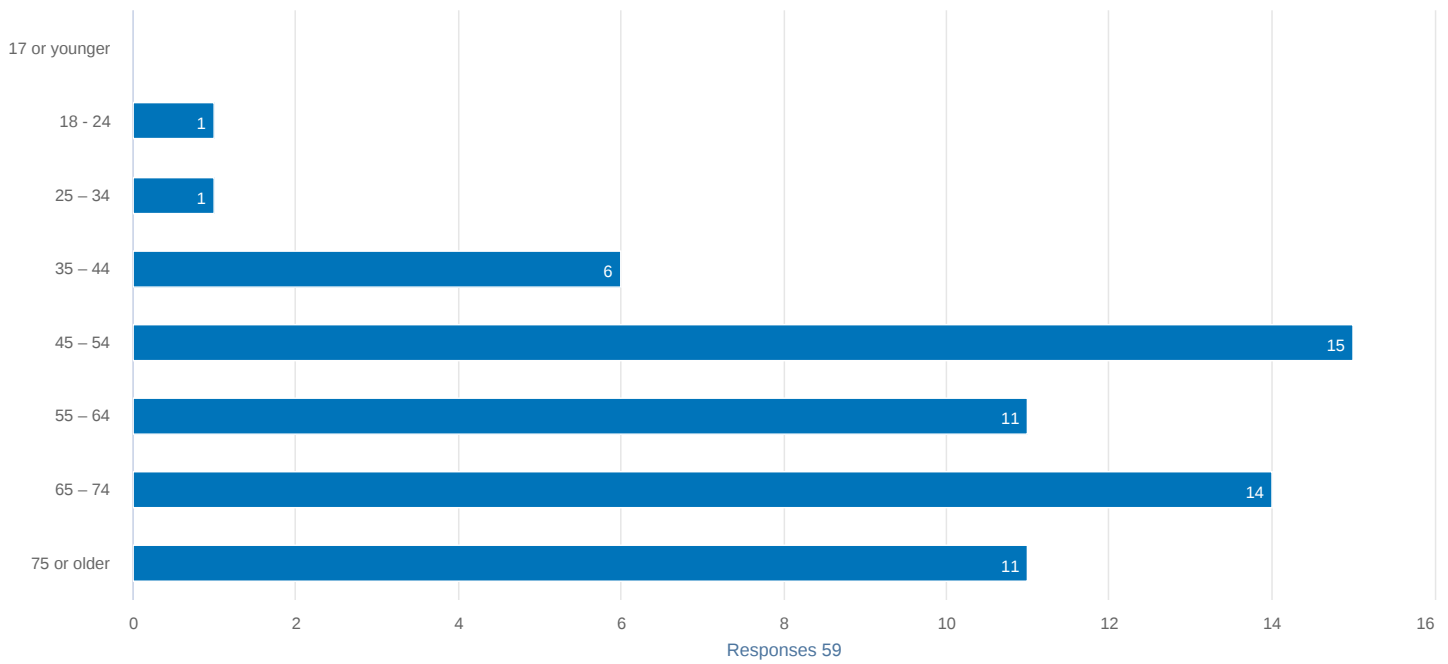
Total 59

How involved would you like to be in Scottsdale's local government?

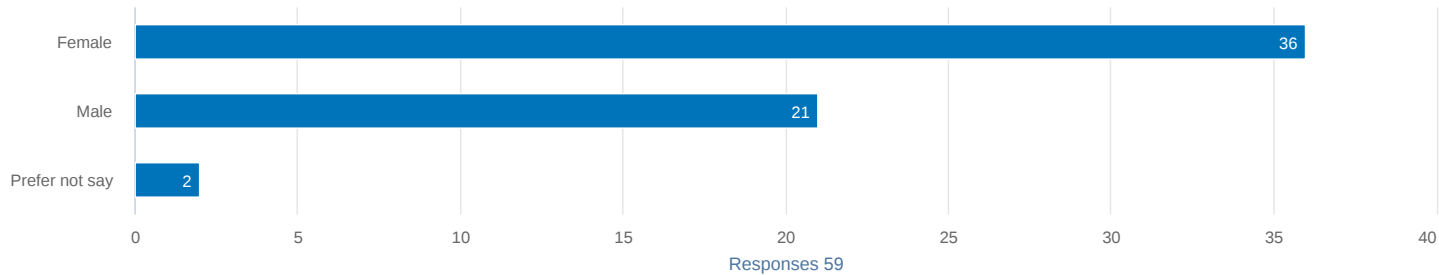


Demographic Appendix

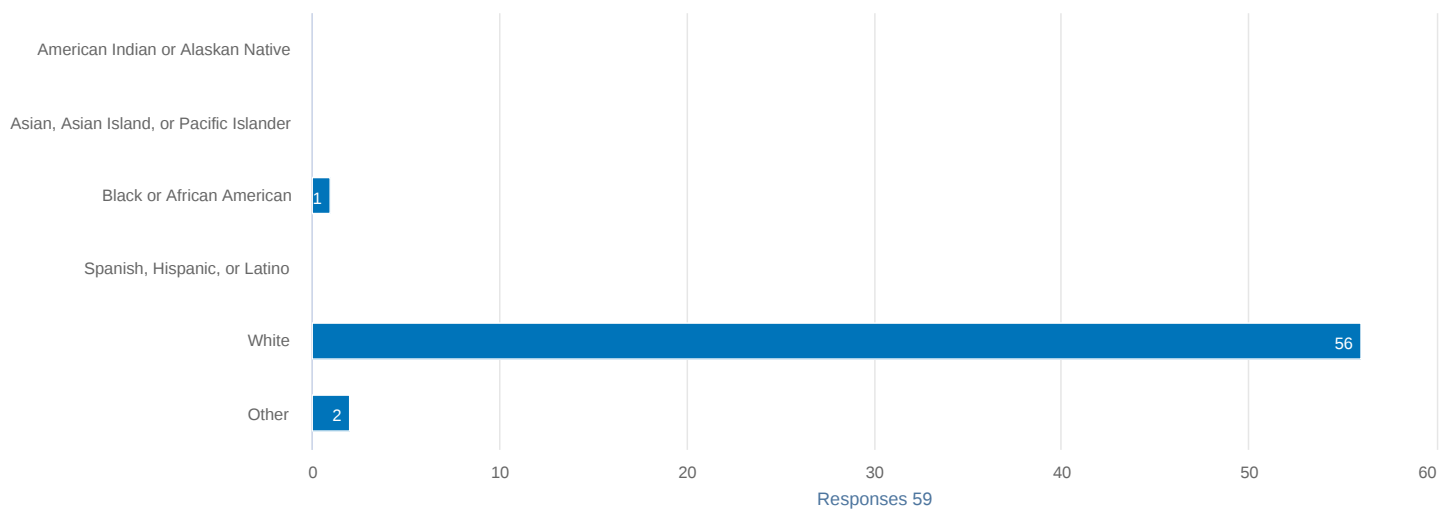
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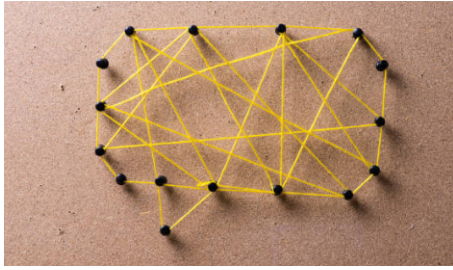


Gender



Race/Ethnicity





# Connection & Engagement Discussion

**Start Date** : Aug 2, 2023

**Unique Participants** :27

**Total Responses** :30

Community members were asked to discuss their thoughts on "Connection & Engagement Discussion".

## DISCUSSION QUESTION ASKED

**What does community connection and engagement mean to you as a Scottsdale resident?**

These responses are publicly displayed and will be seen by your fellow community members and the Speak Up Admin team. We ask you please be respectful with your responses and follow the [code of conduct](#).

## REPORT SUMMARY

**27 participants completed this activity, demographics of respondents can be found at the end of the report. NOTE: This was a small sample size, results and recommendations are not conclusive and themes that emerged should be further explored/validated.**

SUS participants had a wide set of opinions on what "community connection and engagement" meant to them. However the overarching theme that emerged is community connection and engagement is ideally an open dialogue between residents and the city that can allow for collaborative planning. Below are the themes that emerged from this discussion topic:

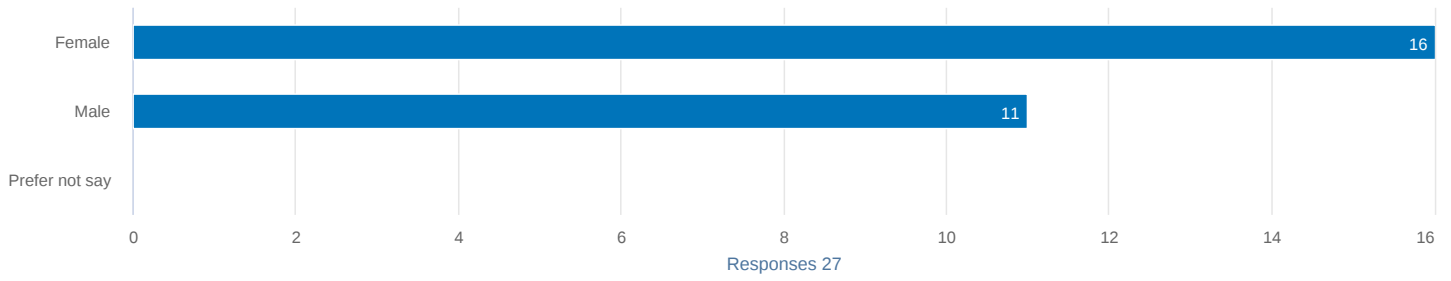
**What community connection and engagement means to SUS residents:**

- City officials consider resident feedback in planning + Transparent and communicate plans (14)
- Participating and getting involved + Having a sense of ownership (9)
- Engaging in meaningful discussions + Working together to improve the community (8)
- Building relationships with those of similar interests (4)
- Experiencing events in all areas of Scottsdale, beyond Old Town (4)





Gender



Race/Ethnicity

