

2024 Resident Survey

City of Meridian, Idaho



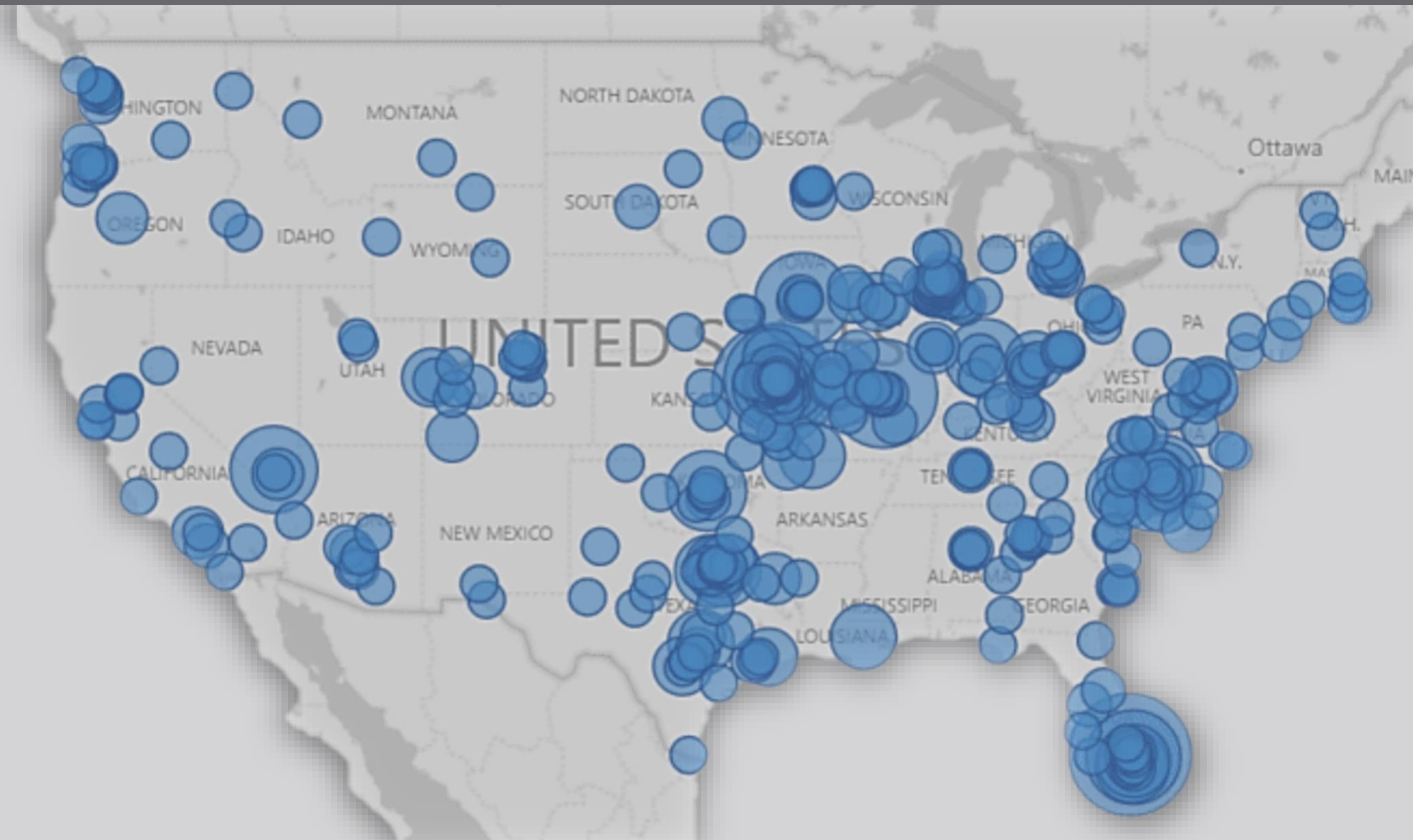
PRESENTED BY



SEPTEMBER 2024

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For over 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



More Than 3,000,000 Person's Surveyed Since 2014 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



Purpose

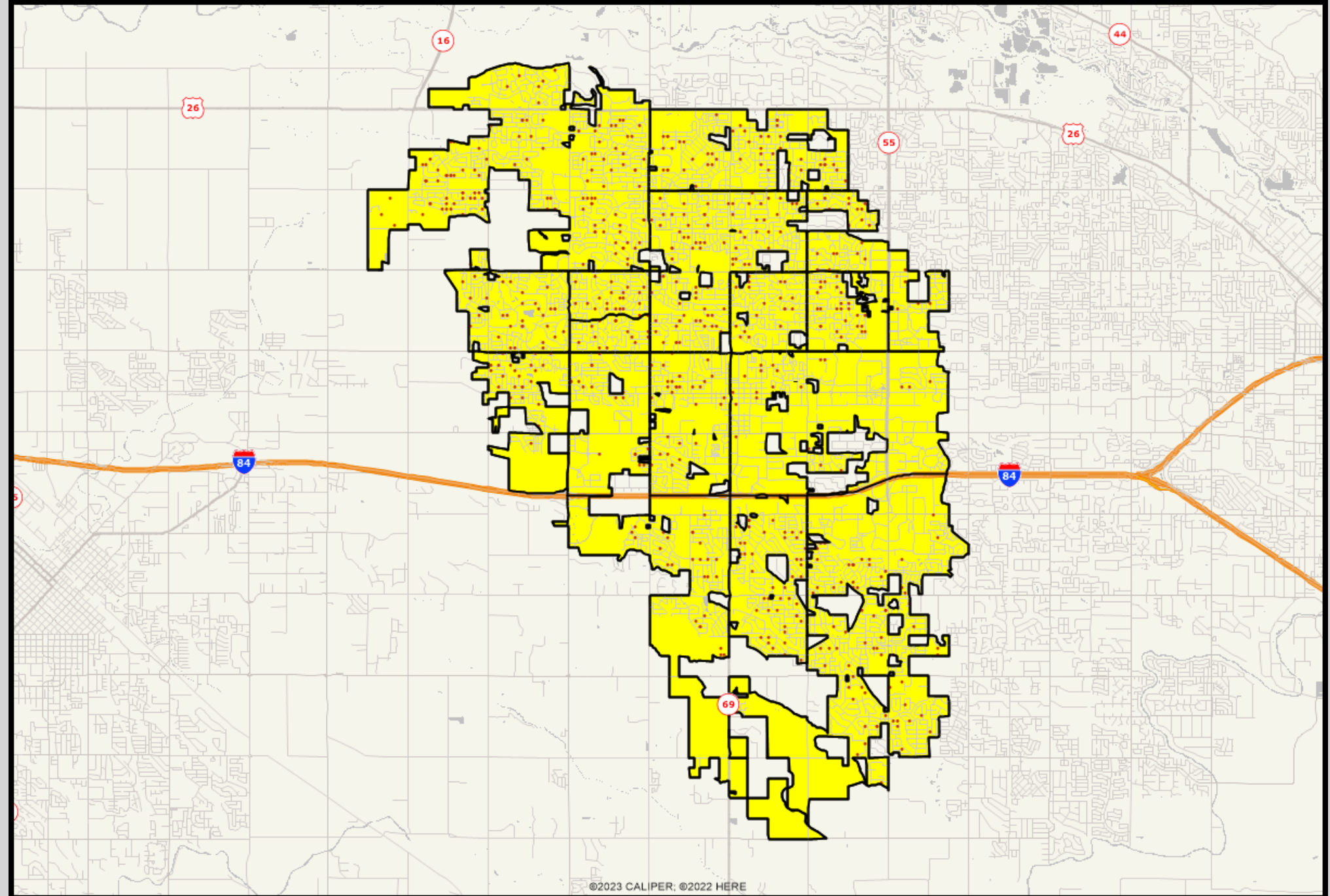
- **To objectively assess resident satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare the City's performance with other communities regionally and nationally**

Methodology

- **Survey Description**
 - Seven-page survey; included many of the same questions as previous surveys
 - 5th Community Survey conducted for the City of Meridian
- **Method of Administration**
 - By mail and online to randomly selected sample of City residents
- **Sample Size**
 - 616 completed surveys
 - Margin of error: +/- 3.9% at the 95% level of confidence

Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City



What We Learned

- **Residents Have a Very Positive Perception of the City of Meridian**
 - **88% Rated Meridian as an Excellent or Good Place to Live**
 - **87% Rated Meridian as an Excellent or Good Place to Raise a Family**
- **Satisfaction Ratings Are Similar to 2022, and Remain Among the Highest in the Nation**

What We Learned

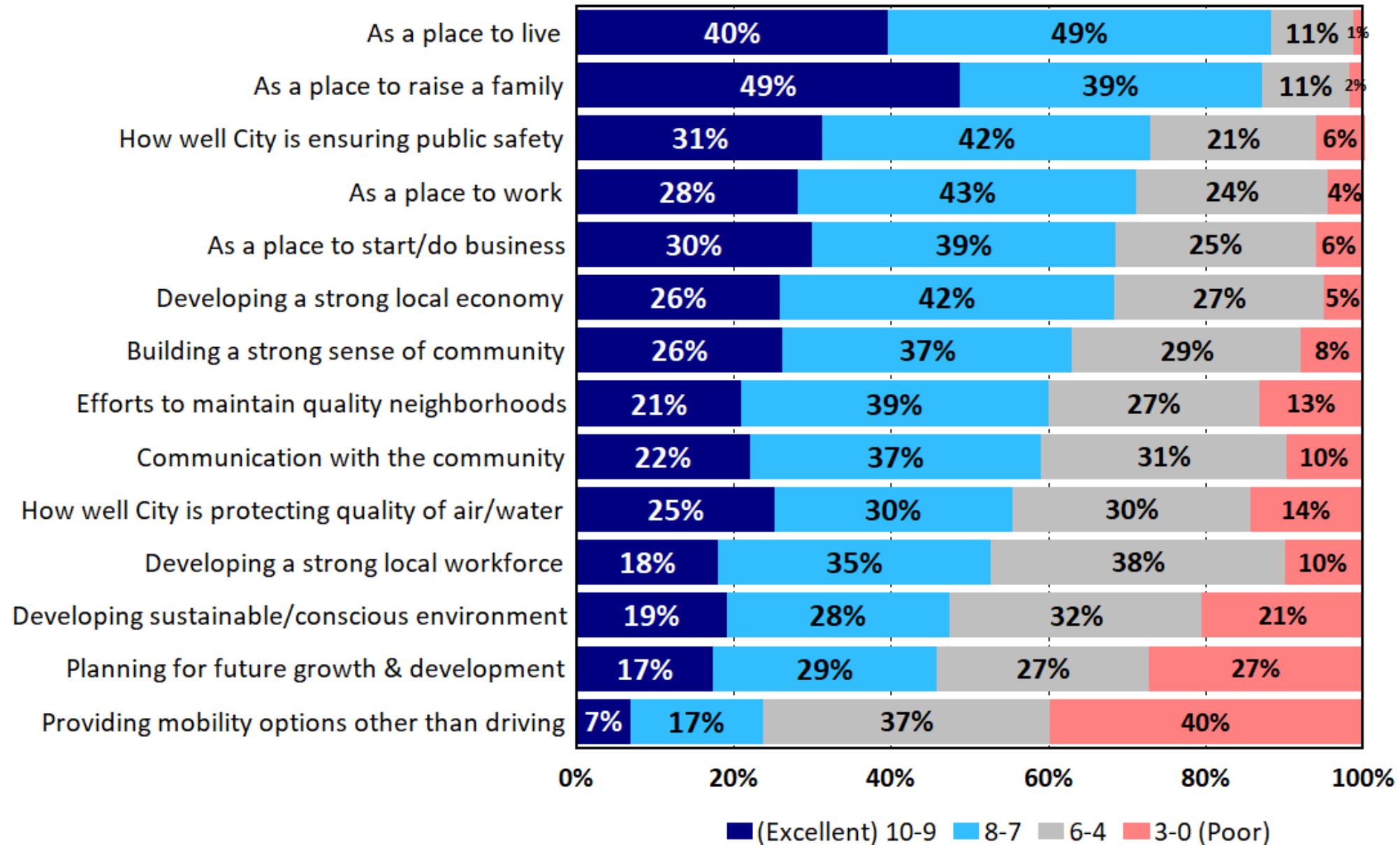
- **Satisfaction with City Services Is Much Higher in Meridian Than Other Cities**
 - Meridian Rates Above the U.S. Average in 32 of 33 Areas
 - Satisfaction with the Overall Quality of City Services Is 26% Above the U.S. Average
 - Satisfaction with Customer Service from City Employees Is 45% Above the U.S. Average
- **Top Overall Priorities**
 - Roads/Traffic/Transportation
 - Growth/Development
 - Education/Schools
 - Public Safety

Topic #1

**Residents Have a Very Positive Perception
of the City**

Q1. Ratings of Items that Influence Perceptions of Meridian as a Community

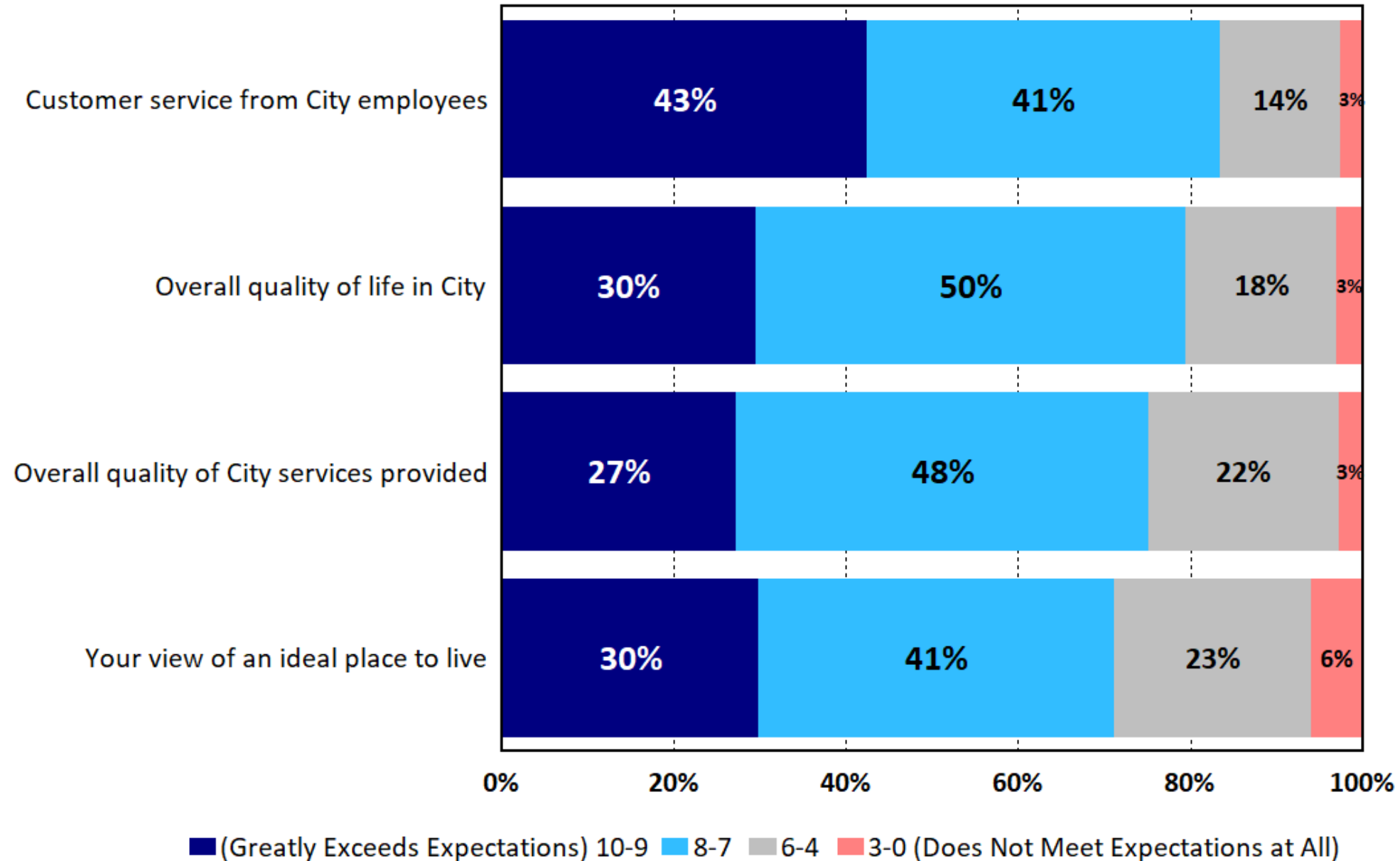
by percentage of respondents who rated the item on an 11-point scale, where a rating of 10 meant "excellent" and a rating of 0 meant "poor" (excluding "don't know")



Most Residents Rated Meridian Is an Excellent or Good Place to Live and Raise a Family

Q2. How Well the City and Its Partners are Meeting the Expectations of Residents Related to Quality of Life in Meridian

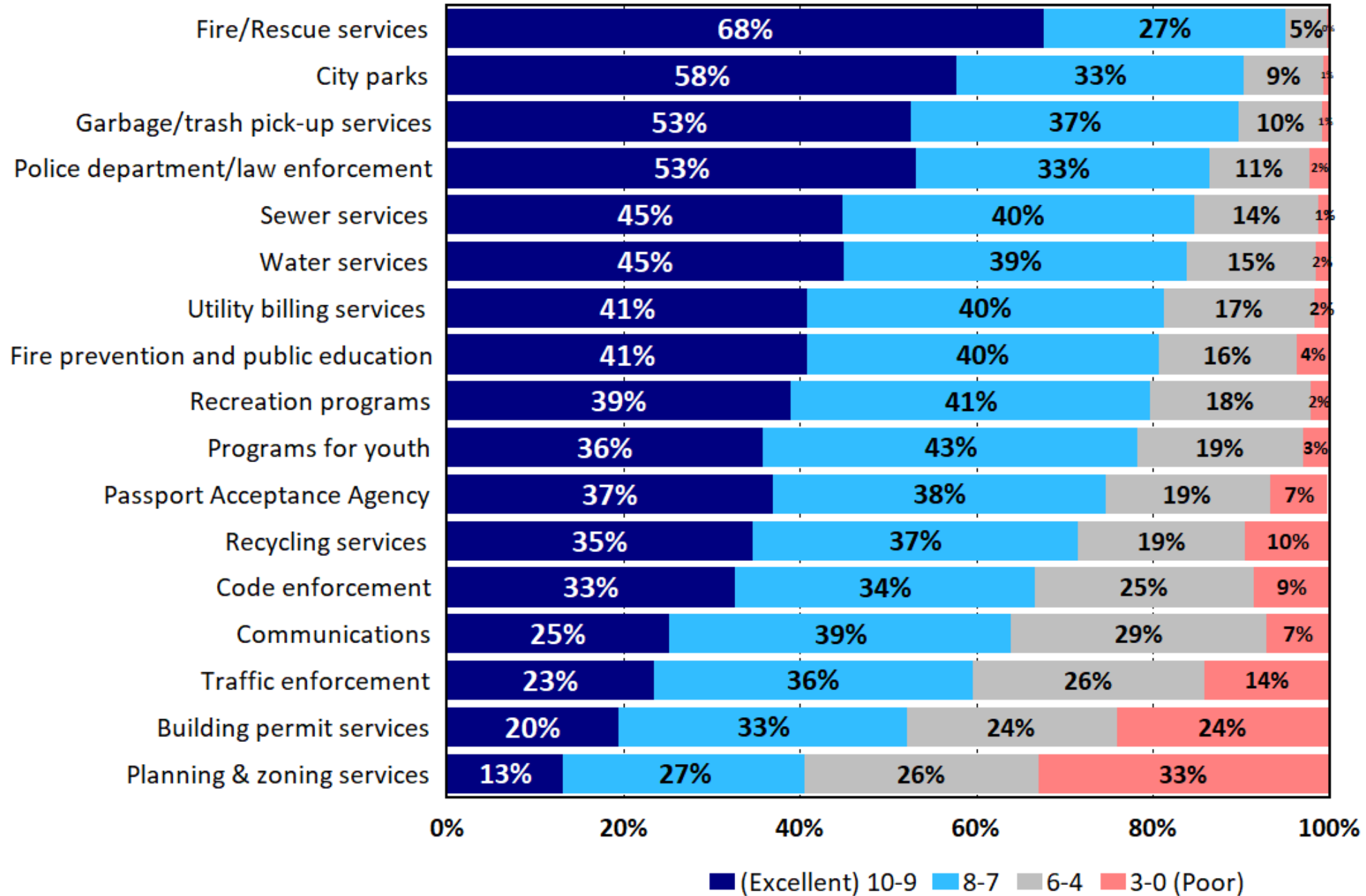
by percentage of respondents who rated the item on an 11-point scale, where a rating of 10 meant "greatly exceeds expectations" and a rating of 0 meant "does not meet my expectations at all" (excluding "don't know")



Most Residents Feel the Overall Quality of City Services and Customer Service Exceeds Their Expectations

Q4. Overall Ratings of City Services

by percentage of respondents who rated the item on an 11-point scale, where a rating of 10 meant "excellent" and a rating of 0 meant "poor" (excluding "don't know")



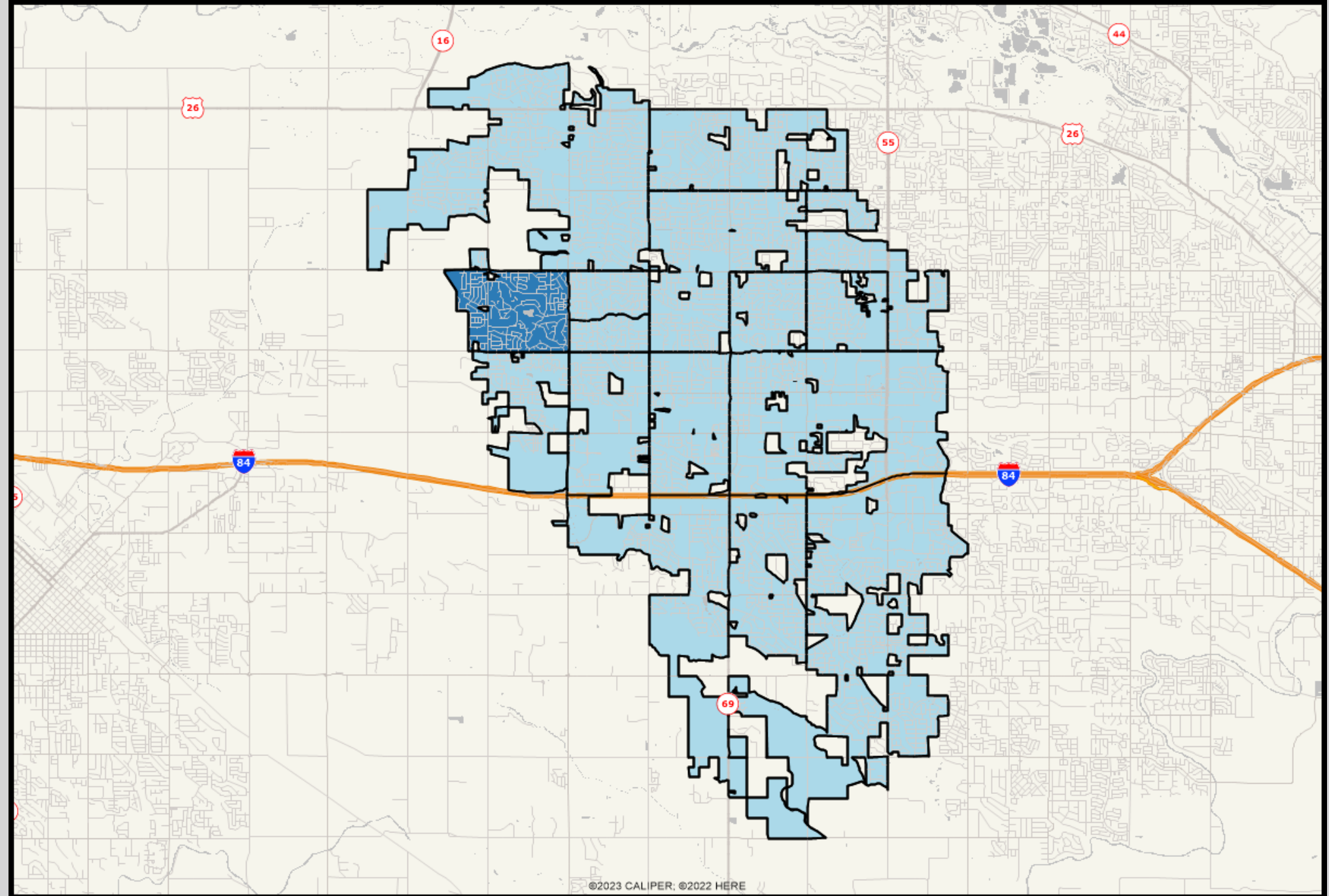
City Services Received High Ratings

Topic #2

Satisfaction with the Overall Quality of City Services Is High in All Areas of the City

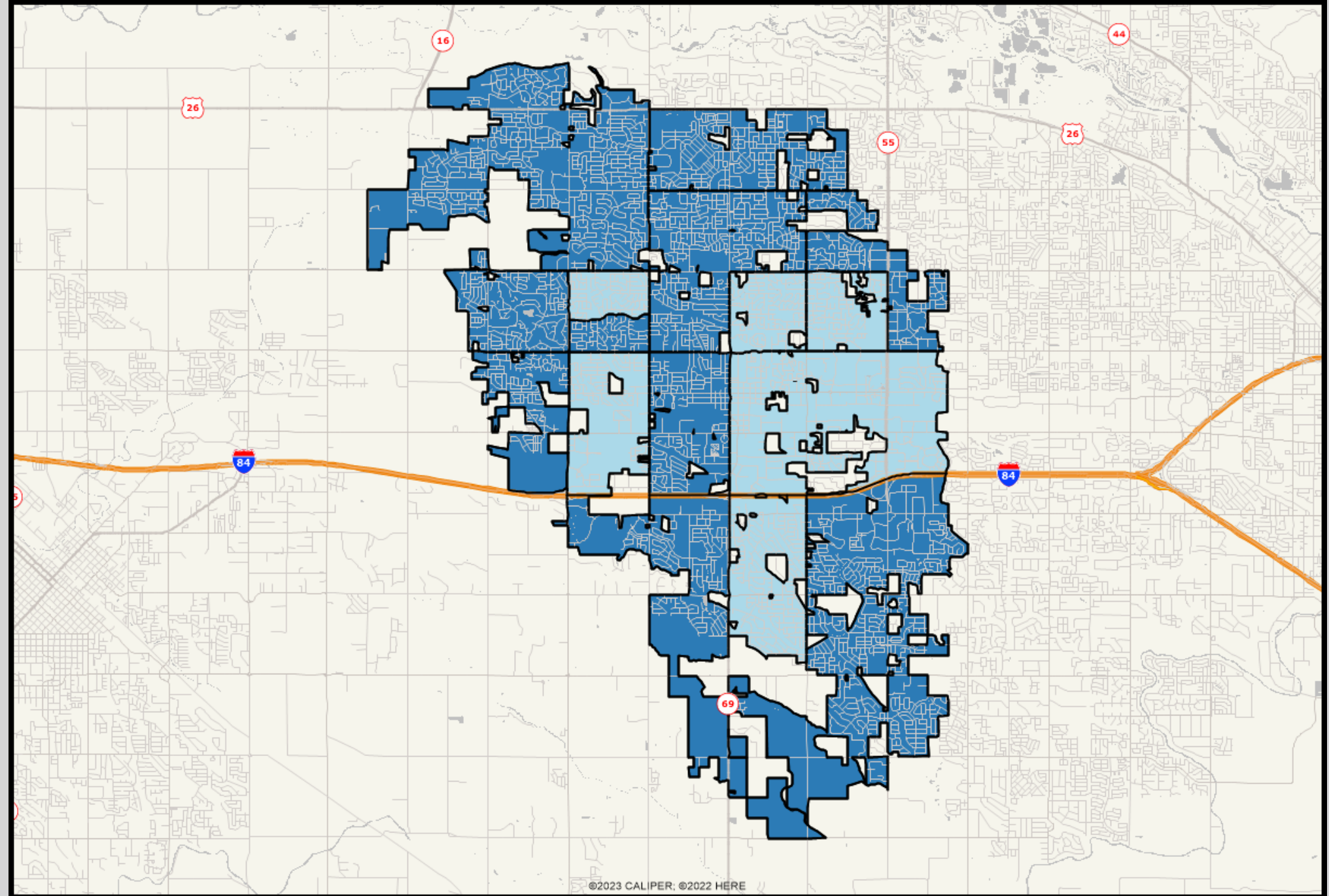
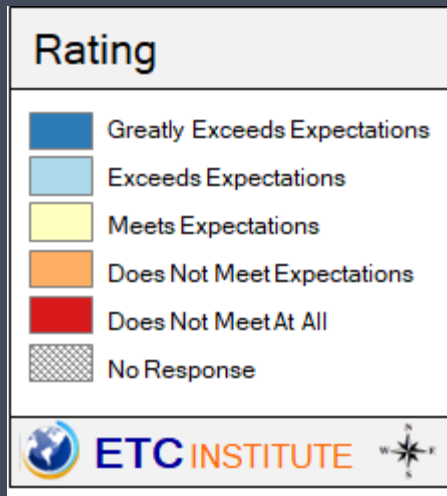
Overall Quality of City Services

All Areas Are in Blue, Indicating That Residents in All Parts of the City Feel the Overall Quality of City Services Exceeds their Expectations



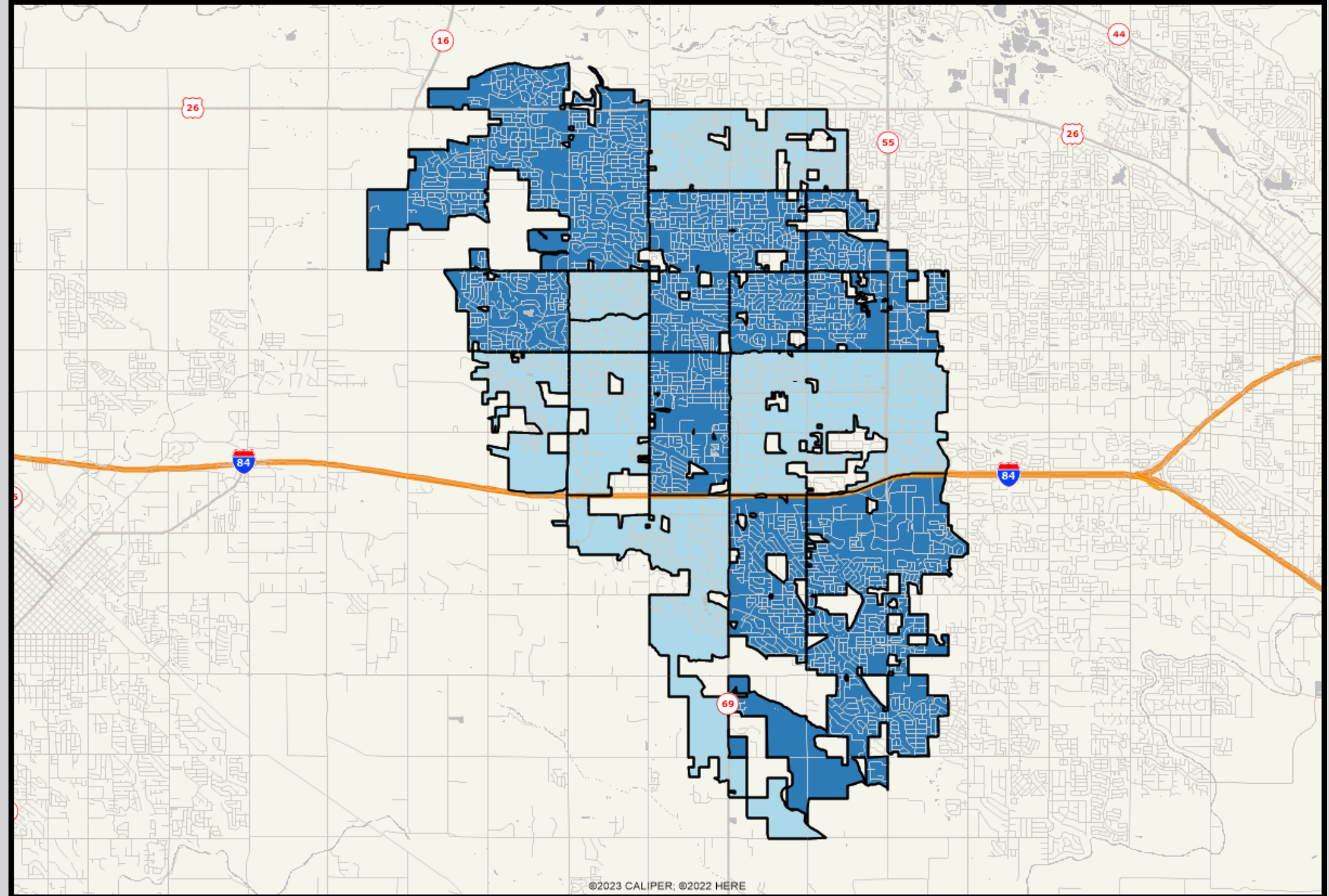
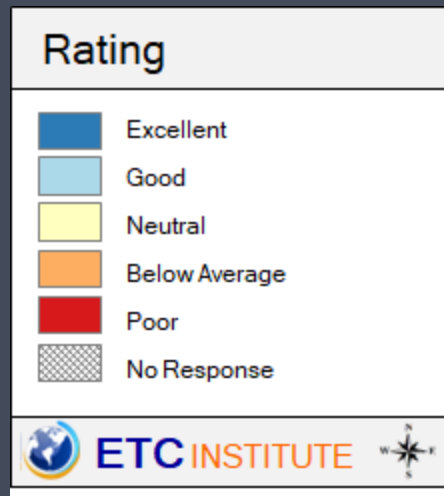
Overall Quality of Customer Service

All Areas Are in Blue, Indicating That Residents in Most Parts of the City Feel the Overall Quality of Customer Service Exceeds their Expectations



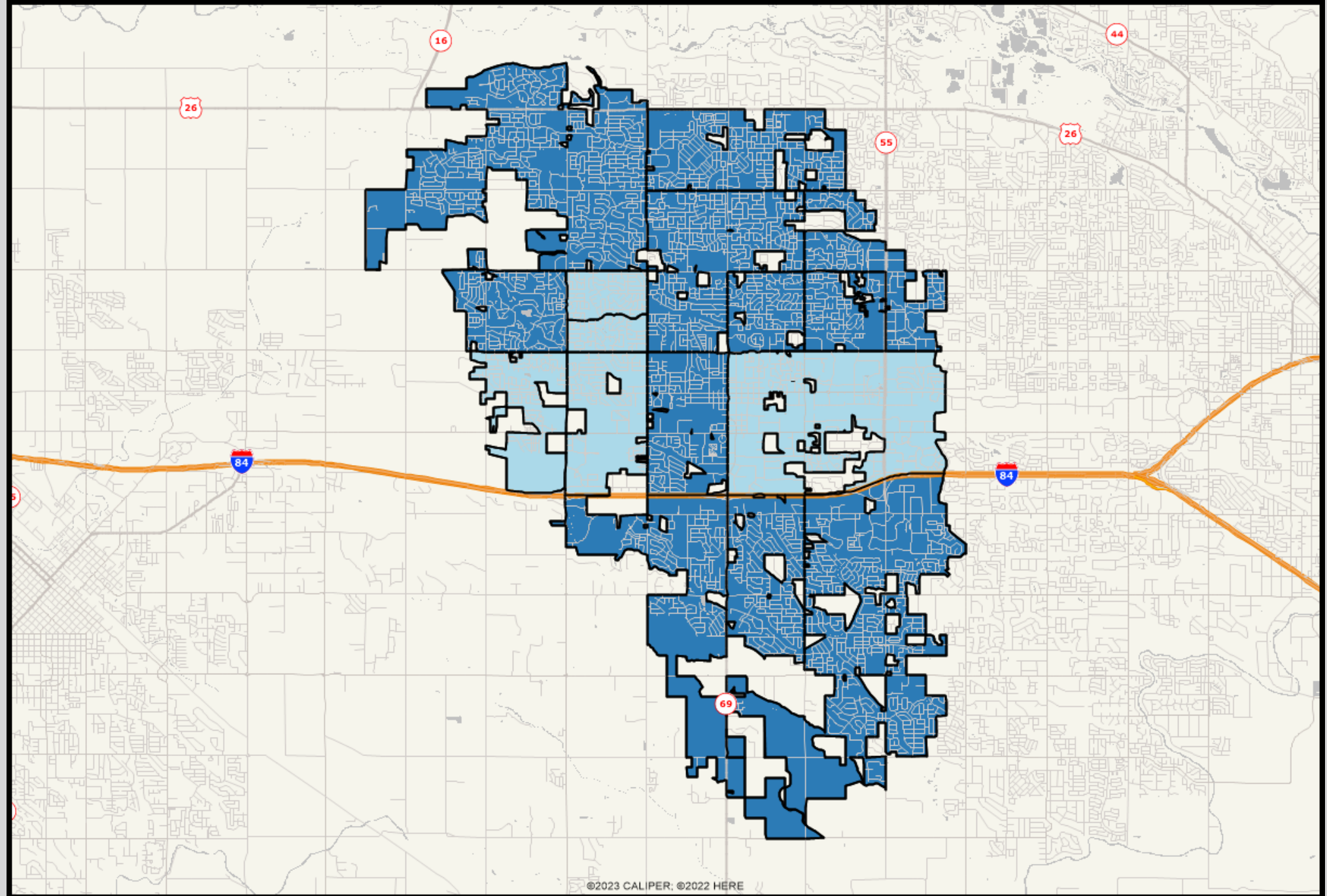
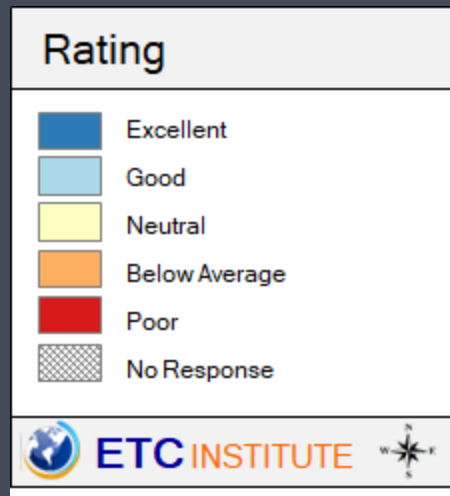
Meridian as a Place to Live

All Areas Are in Blue, Indicating That Residents in All Parts of the City Feel Meridian Is an Excellent or Good Place to Live



Meridian as a Place to Raise a Family

All Areas Are in Blue, Indicating That Residents in All Parts of the City Feel Meridian Is an Excellent or Good Place to Raise a Family



Topic #3

Satisfaction with City Services Is Much Higher in Meridian Than Other Communities

Benchmarking Analysis

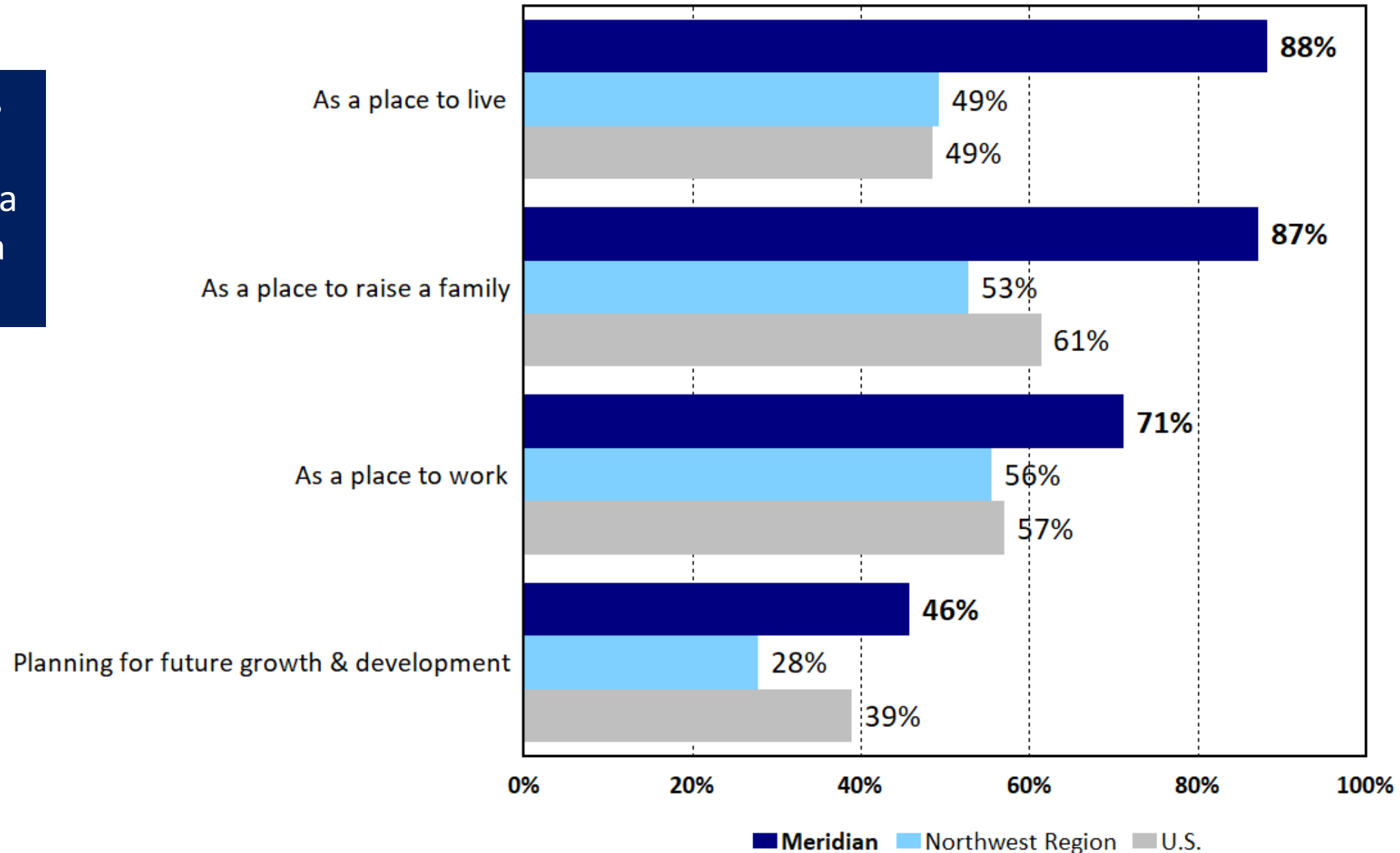
Meridian Rated Higher Than the U.S. Average in *32 of the 33* Areas That Were Compared

Meridian Rated *Significantly* Higher (5% or more) Than the U.S. Average in *29 of the 33* Areas That Were Compared

Ratings of Items that Influence Perceptions of the City

Meridian vs. Northwest Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Meridian Rates
26% Above the
U.S. Average as a
Place to Raise a
Family

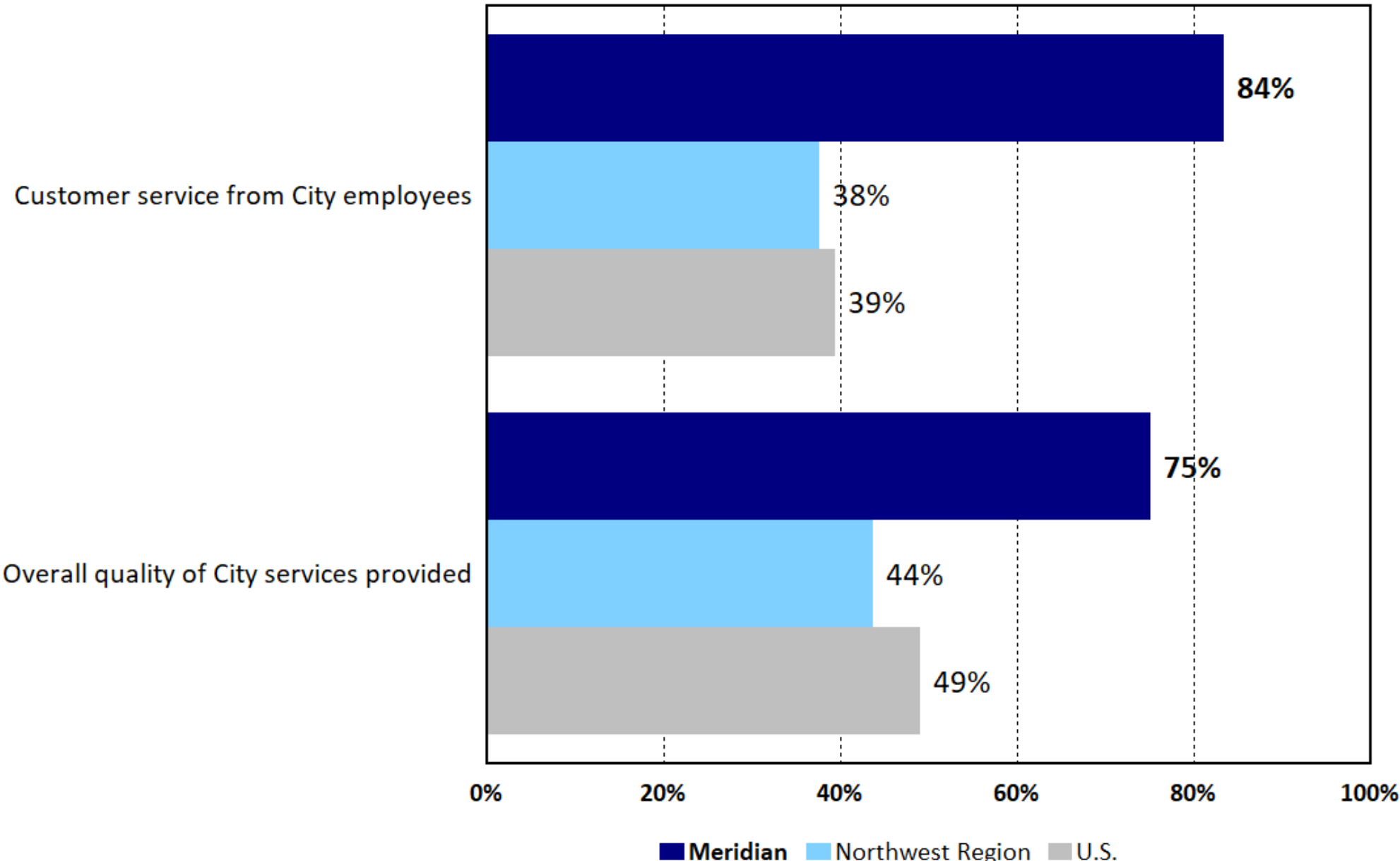
Meridian Rates 39% Above the U.S. Average as a Place to Live

Ratings of Items Related to Quality of Life

Meridian vs. Northwest Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)

Meridian Rates
45% Above the
U.S. Average in
Providing
Customer Service

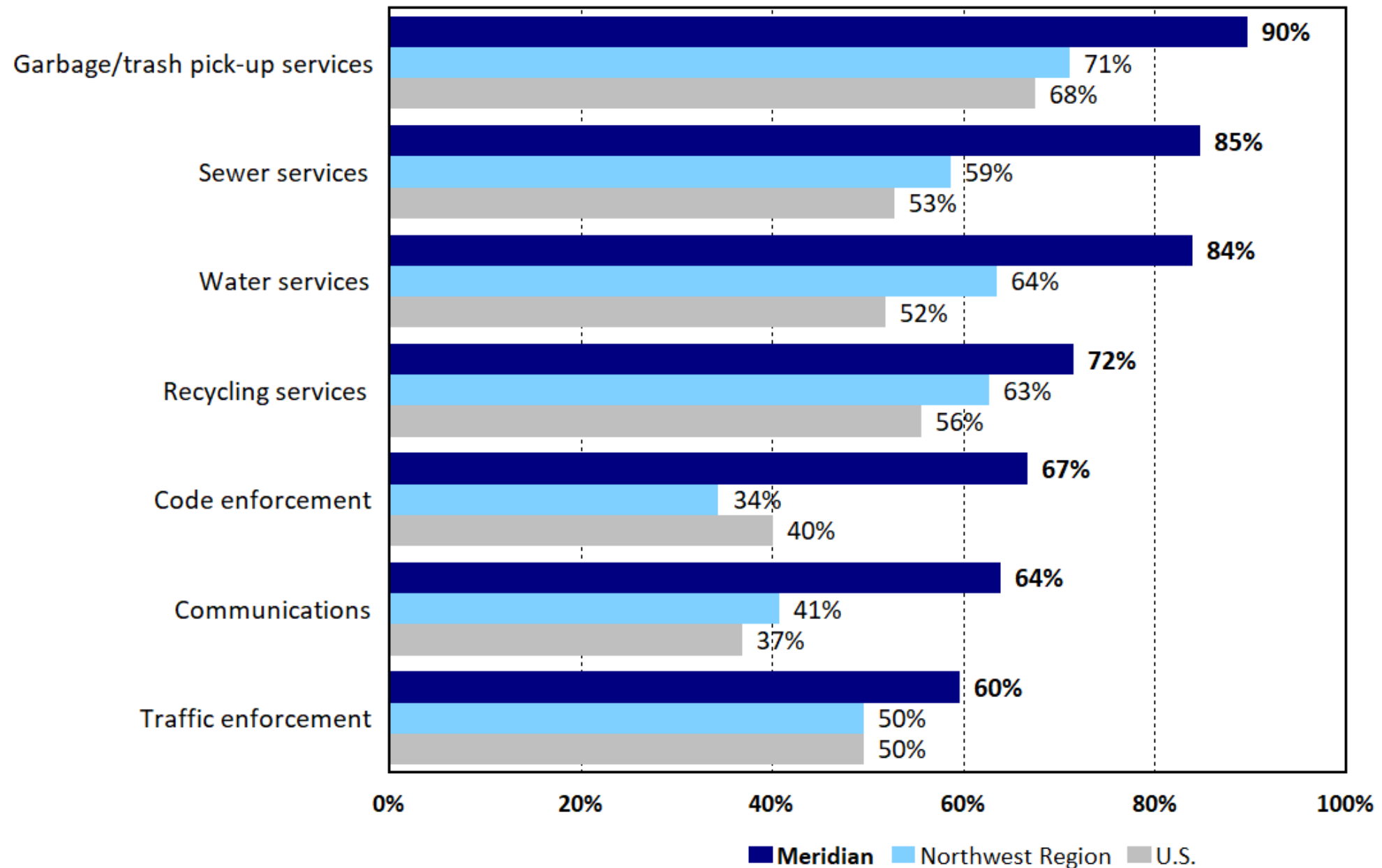


Meridian Rates 26% Above the U.S. Average for the Overall Quality of City Services

Overall Ratings of City Services

Meridian vs. Northwest Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)

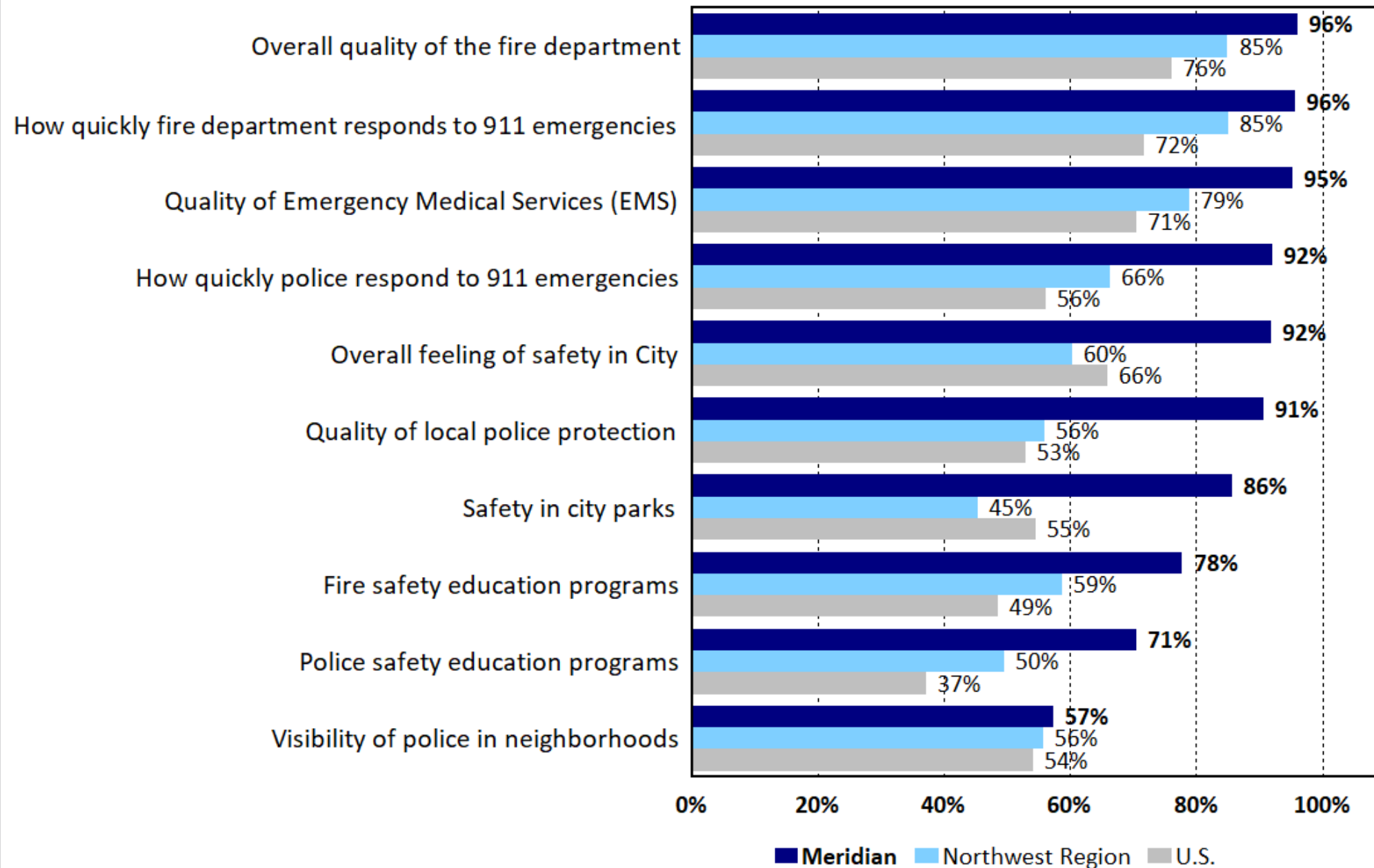


Meridian Rates n 10% or More Above the U.S. Average in All 7 Major Categories of City Services

Ratings of Public Safety Services

Meridian vs. Northwest Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)

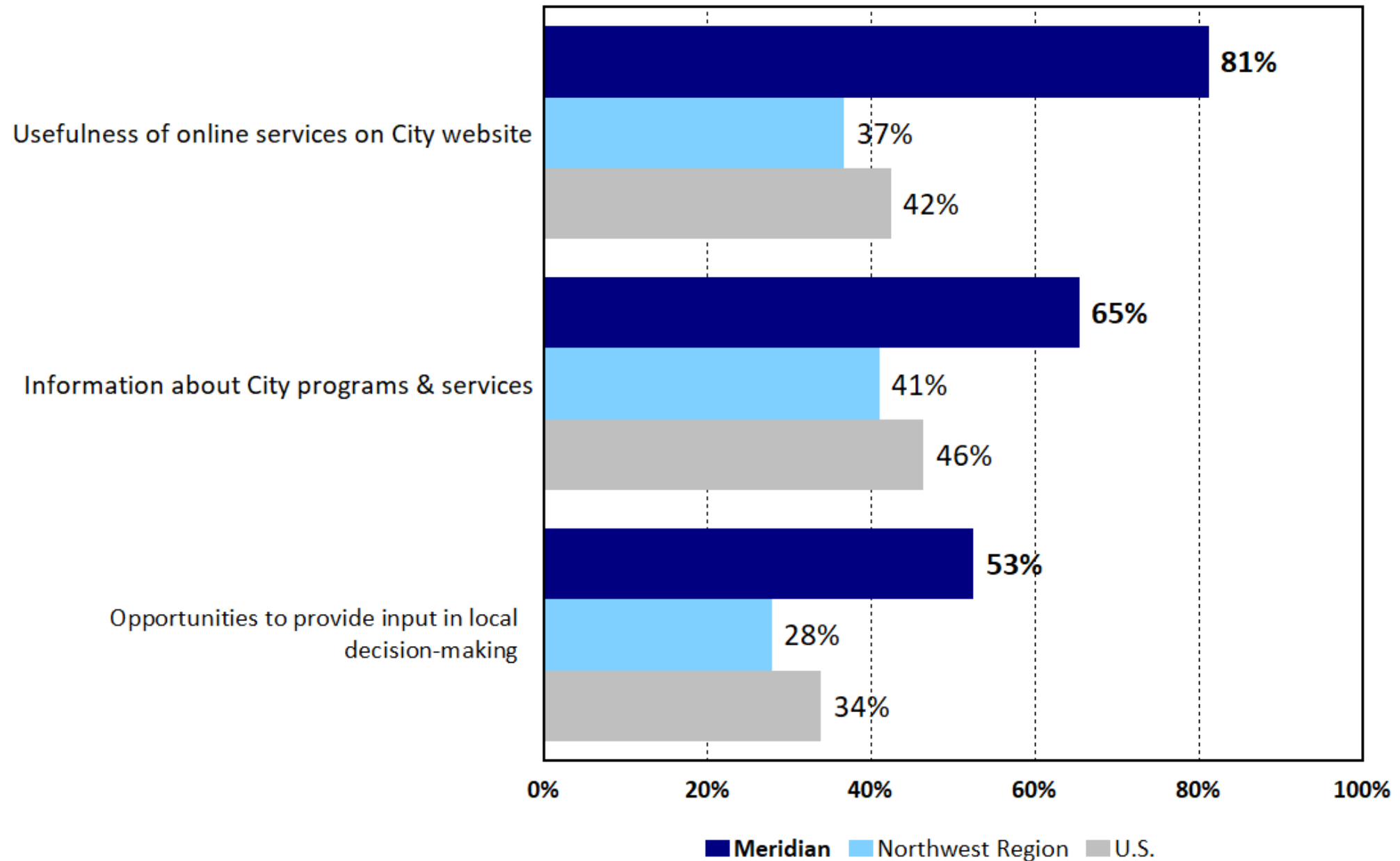


Meridian Rates Above the U.S. Average in All 10 Areas of Public Safety

Ratings of Communication Services

Meridian vs. Northwest Region vs. the U.S.

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



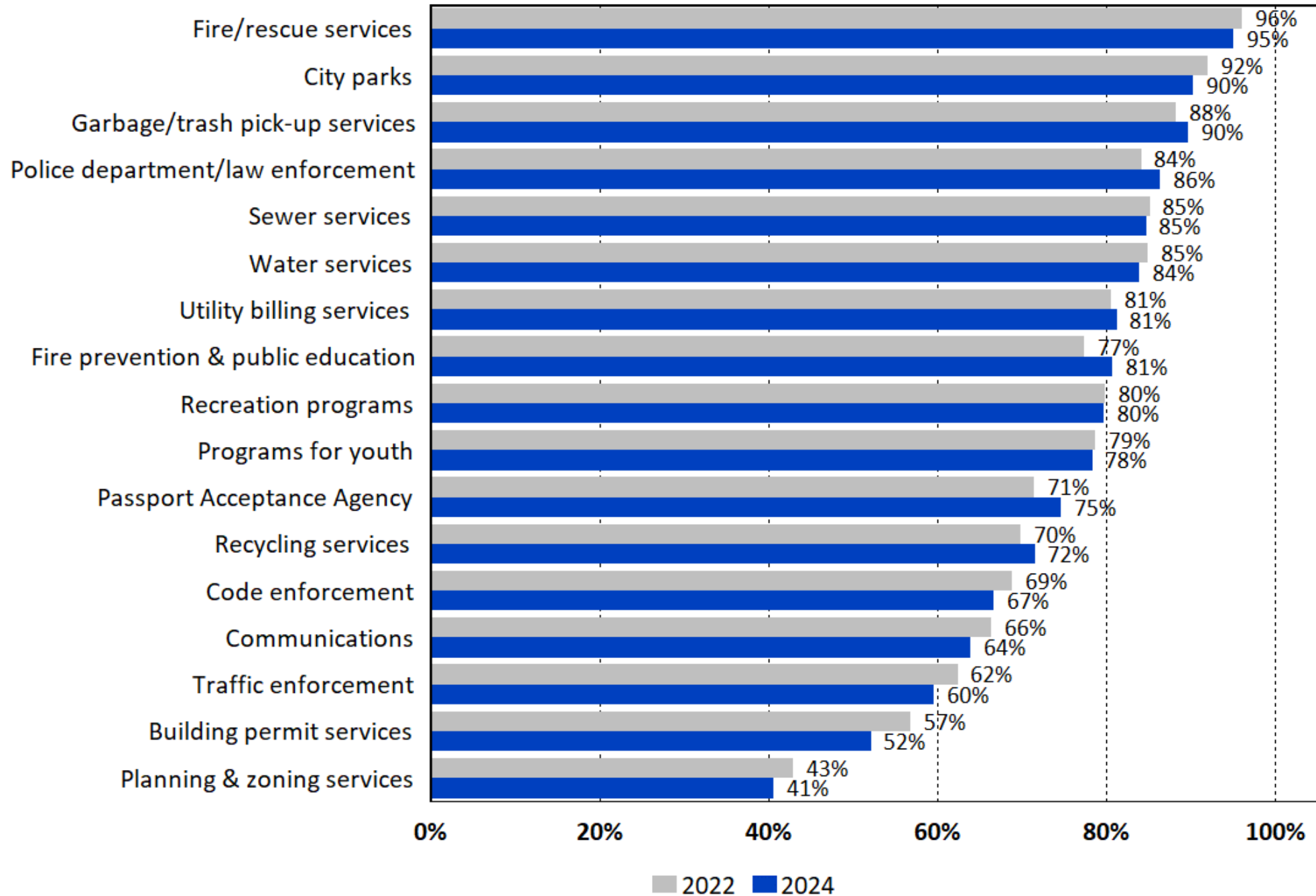
Meridian Rates Significantly Above the U.S. Average in All 3 Areas of Communication

Topic #4

Trend Analysis

Q4. Overall Ratings of City Services - 2022 vs. 2024

by percentage of respondents who rated the item as a 10, 9, 8 or 7 on an 11-point scale (excluding don't knows)



Trend Analysis

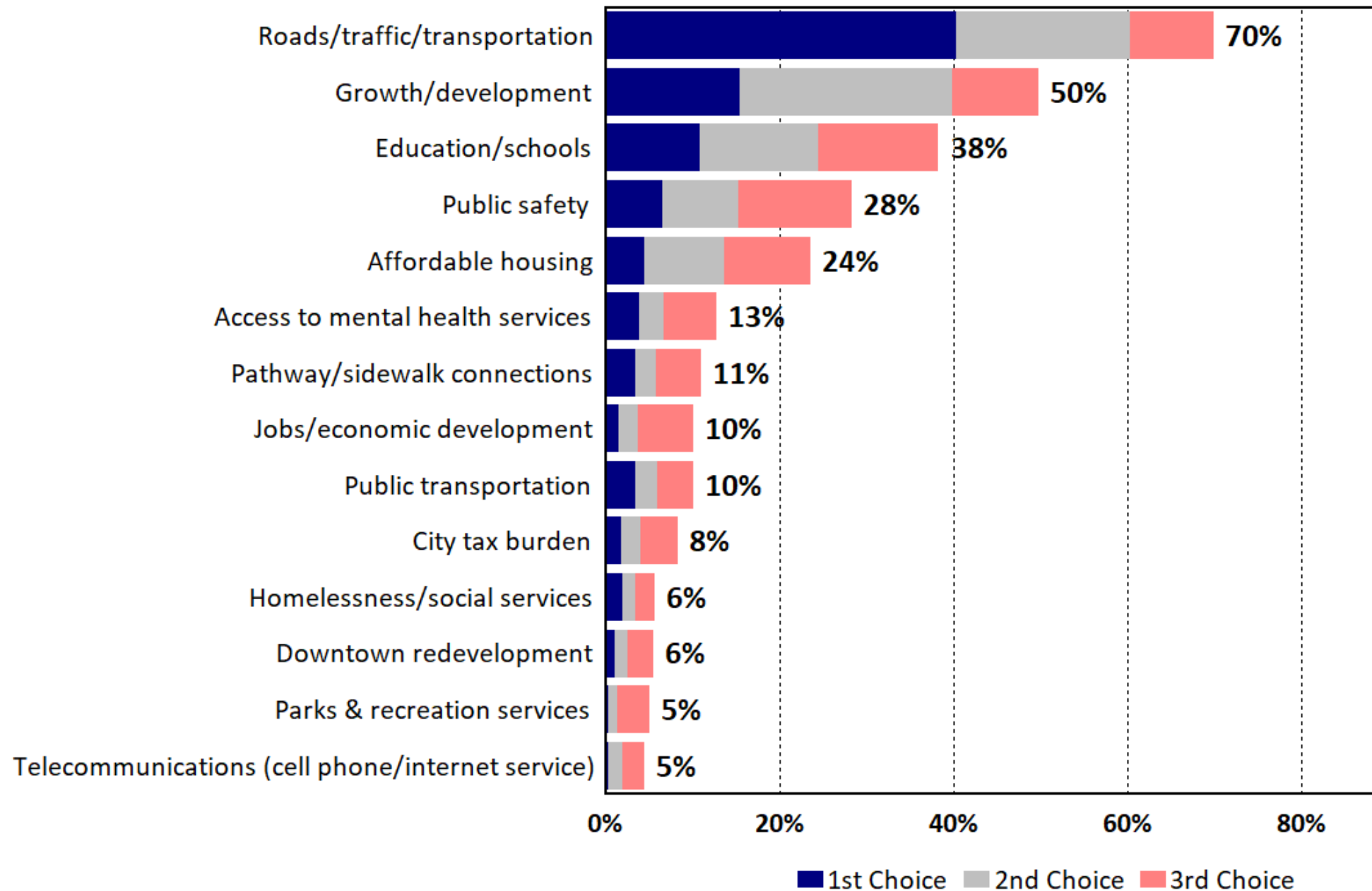
- **Notable Increases in Satisfaction Since 2022:**
 - Quality of Housing and Variety of Options that Exist
 - The City Managing Growth Wisely
 - Number of Special Events and Festivals
 - How Well the City Is Ensuring Public Safety
- **Notable Decreases in Satisfaction Since 2022:**
 - Speeding on Arterial Roads
 - Quality of Adult Sports Programs/Events
 - Excessive Motor Vehicle Sound
 - Quality of Information About City Programs and Services

Topic #5

Top Priorities

Q22. Which three priorities should receive the most emphasis from City leaders over the next three years?

by percentage of respondents who selected the item as one of their top THREE choices



2024 Importance-Satisfaction Rating

City of Meridian

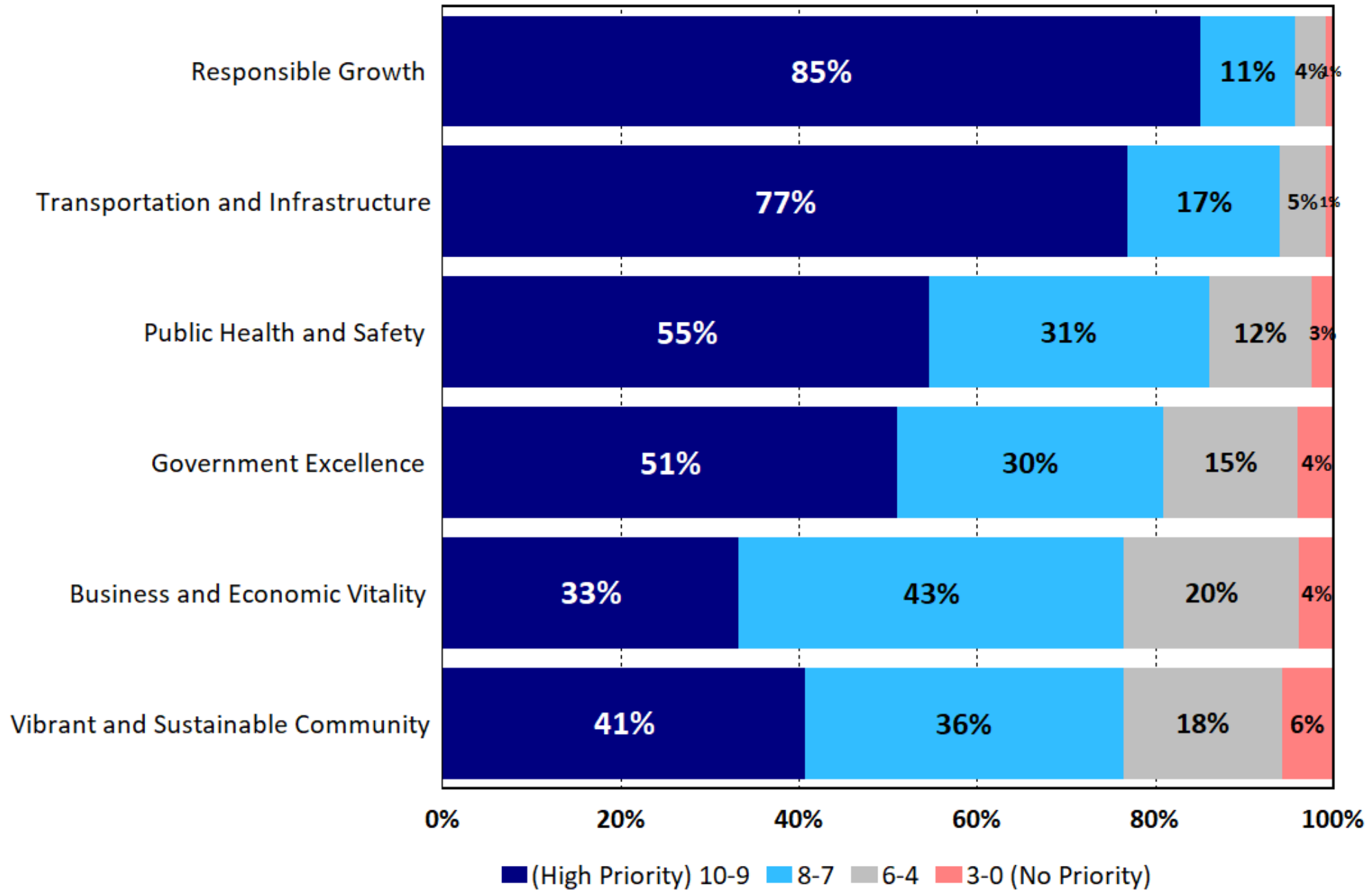
Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Planning & zoning services	54%	1	41%	17	0.3184	1
High Priority (IS = .10-.20)						
Traffic enforcement	39%	3	60%	15	0.1555	2
Medium Priority (IS <.10)						
Police department/law enforcement	42%	2	86%	4	0.0567	3
Building permit services	12%	10	52%	16	0.0565	4
Code enforcement	16%	7	67%	13	0.0539	5
Recycling services	18%	6	72%	12	0.0513	6
Communications	10%	11	64%	14	0.0350	7
Programs for youth	15%	8	78%	10	0.0317	8
Recreation programs	12%	9	80%	9	0.0250	9
City parks	21%	5	90%	2	0.0205	10
Fire prevention and public education	7%	12	81%	8	0.0141	11
Fire/Rescue services	21%	4	95%	1	0.0106	12
Water services	5%	13	84%	6	0.0085	13
Garbage/trash pick-up services	5%	14	90%	3	0.0048	14
Utility billing services	2%	15	81%	7	0.0038	15
Passport Acceptance Agency	1%	17	75%	11	0.0030	16
Sewer services	1%	16	85%	5	0.0020	17

Overall Priorities

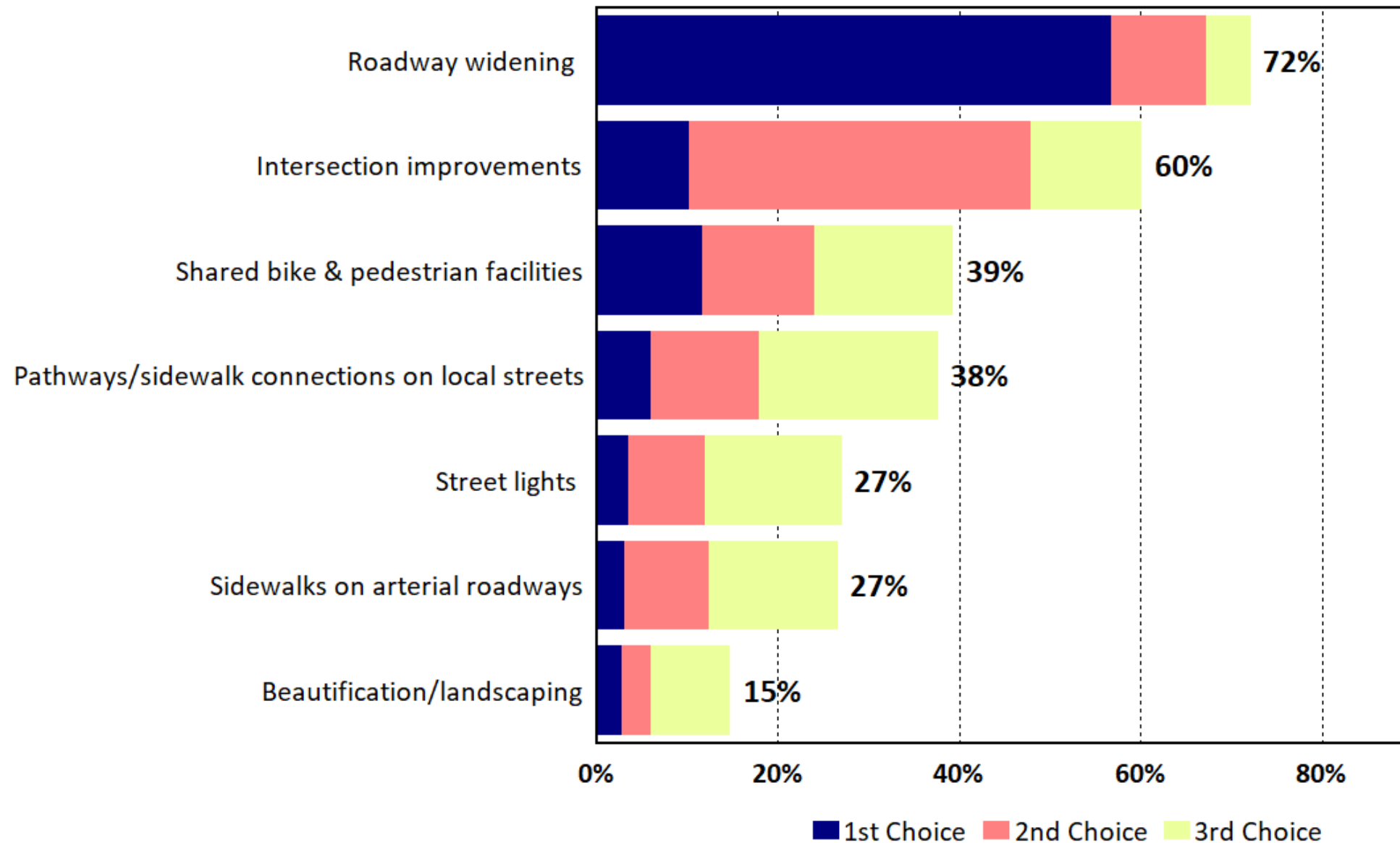
Q11. Priorities for Update to 2026-2030 Strategic Plan

by percentage of respondents who rated the item on an 11-point scale, where a rating of 10 meant "high priority" and a rating of 0 meant "no priority" (excluding "don't know")



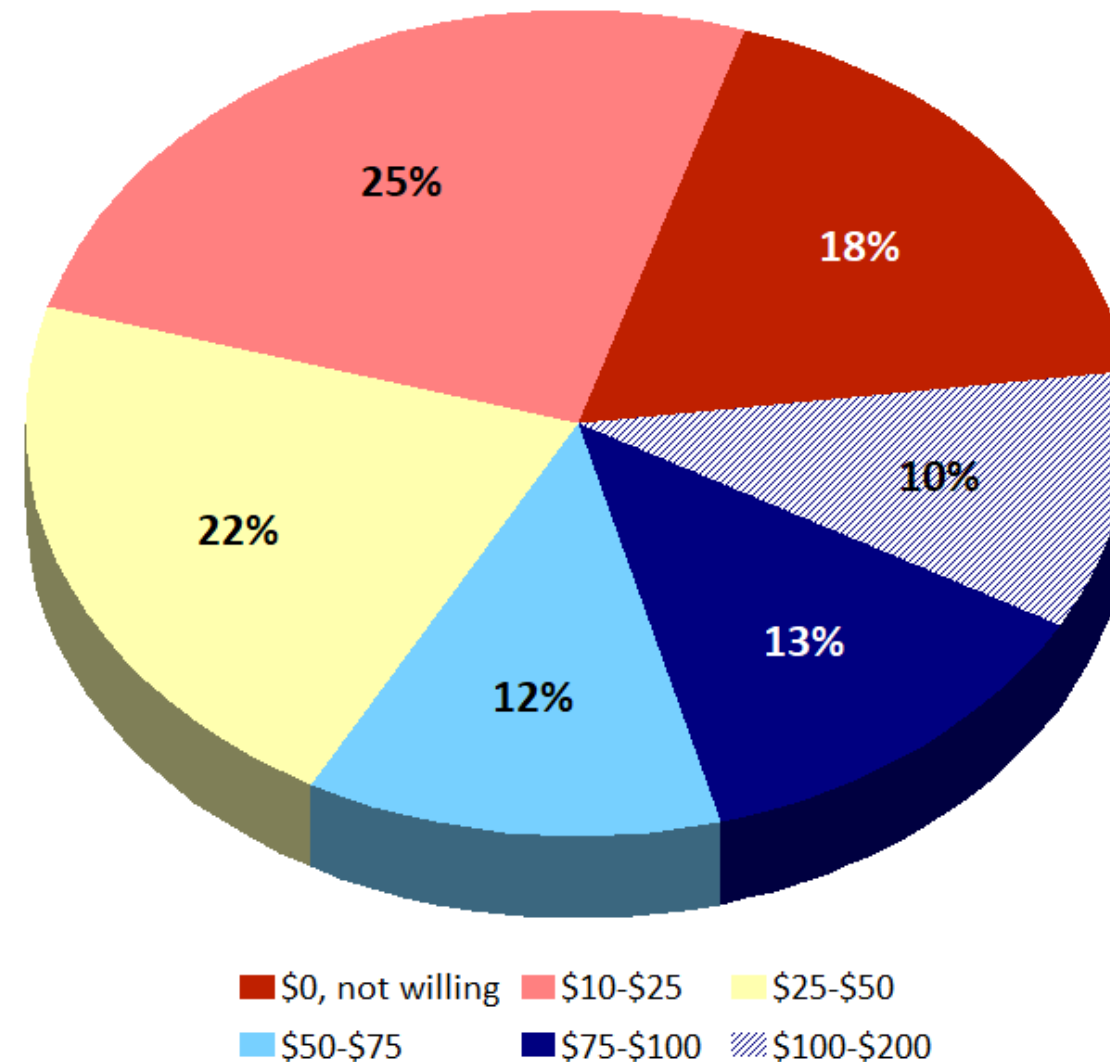
Q9. Transportation Improvements that Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

by percentage of respondents who selected the item as one of their top THREE choices



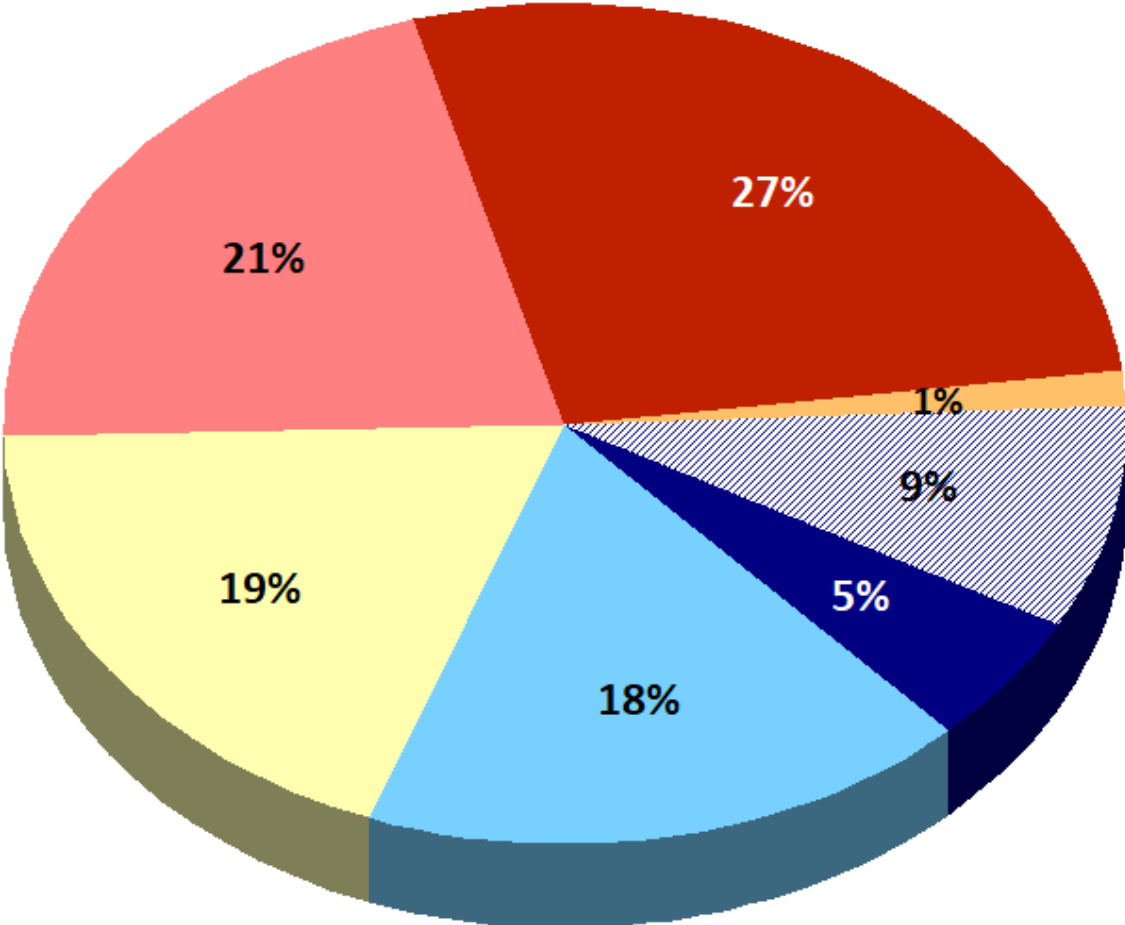
Q12. If a levy were placed on the ballot requesting funding for additional public safety services for new police officers and firefighters, how much additional would you be willing to pay each year for a property tax levy to fund one or all of these projects?

by percentage of respondents (excluding "not provided")



Q13. If the City were to implement a City-wide single-family residential curbside compost cart program, what is the maximum additional cost you would be willing to pay per month?

by percentage of respondents (excluding "not provided")



- \$0, not willing
- \$1-2/month
- \$3-\$4/month
- \$5-\$6/month
- \$7-\$8/month
- \$9-\$10/month
- N/A - multi-family resident

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Questions?

Thank You!!