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Executive Summary

Overview of the Project

Yuma County conducted its ninth resident survey during the winter of 2018 to determine priorities for the community as part of the County's on-going strategic planning process. The 2018 Resident Survey was available online in both English and Spanish via SurveyMonkey for eight (8) weeks total: February 1, 2018 – March 31, 2018. The survey focused on gathering demographic information about County residents as well as their perspectives on how well the County departments and elected officials are providing services. Also, this survey asked questions regarding County budget priorities. This survey was formatted similar to surveys conducted in 2011 and 2013; where possible, findings from the 2018 survey are compared to findings from the 2013 study.

Twelve (12) departments participated in the 2018 Resident Survey:

Adult Probation	Elections
Communications	Library District
Constable	Public Works
County Attorney	County Recorder
Courts (to include Justice, Juvenile & Superior)	Health District
Development Services	Sheriff's Office (to include Patrol & Detention Center/Jail)

Methodology

During the survey period, the survey link was available to Yuma County residents age 18 years or older on the Yuma County government website (www.yumacountyaz.gov), at public computer kiosks located at all County Libraries (16), the Department of Development Services, the Superior Court Law Library and the Administration building, as well as hard copy surveys

located at four (4) sites in the southern portion of the County (the Juvenile Justice Center, the Health District, Somerton Library and San Luis Library).

Survey marketing and outreach included display boards located at all public kiosk sites. Furthermore, County Communications Division staff utilized the Yuma Sun newspaper, an email signature link and the County's Facebook page to promote the survey. By remarketing the survey on the County's Facebook page at the midpoint of the survey timeline, the Communications Divisions assisted in delivering an upsurge of 58% resident feedback.

A total of 1,950 residents completed the survey: 1,929 in English, and 21 in Spanish. This exceeded the set survey sample minimum of 1,060 based on a confidence level of 95% and a 3% margin of error. The average time to complete the survey was 5 minutes.

Each participating department had no less than 5 questions and no more than 18 questions, including two common questions asked at the end of each survey:

- How easy was it to contact the person you needed to reach in the Department?
- Overall, how satisfied were you with the level of services you received?

Specific department results are presented in the full tabular data report.

To better understand where survey respondents live, the zip codes of respondents are represented in Section 1: Yuma County 2018 Residential Survey Map. The map shows the distribution of survey respondents based on the location of their residence.

Major Findings

To create a detailed picture of how the survey respondents feel about the County's services, the following bullet points are provided to illustrate some insights on the highlights and general conclusions of the 2018 Yuma County Resident Survey. For those residents who completed the survey:

- 82% are Fulltime Residents.
- 53% have lived in Yuma County for more than 15 years.
- 73% own property in Yuma County.
- 34% live outside city/town limits; 66% live inside city/town limits.
- 85% live within the City of Yuma; 4% live in San Luis; 4% live in Somerton and 2% live in Wellton; 5% live in the unincorporated areas (Foothills, Tacna, Martinez Lake and Gadsden).
- 50% are 55 years of age or older.
- 66% are Female; 34% Male.
- 64% are of White ethnicity/race; 25% are of Hispanic ethnicity/race.
- 22% are employed by Yuma County.

Based on the findings of the residents who completed the survey 58% “*Always*” or “*Usually*” trust County officials to do what is in the best interest of the public, which is a noteworthy increase of 16% from the 2013 survey. Other perceptions of the respondents where they were either “*Very Satisfied*” or “*Satisfied*” with include:

- 59% with the Overall quality of services provided.
- 57% with the Overall image of the County.
- 49% with How well the County is managing growth.
- 66% with Overall quality of life.

Survey respondents were asked to select the top three overall County departments/services they believe should receive the most emphasis from County leaders over the next two years:

- The Public Works Department ranked first with 833.
- The Sheriff’s Office ranked second with 631.

- The Department of Development Services ranked third with 592.

Survey respondents provided specific comments in the following areas:

- Conditions of roads: 58 comments
- Traffic safety: 47 comments
- Customer Service: 33 comments
- Environment: 27 comments
- Parks (lack of): 26 comments

Overall, all survey responses were anonymous and the final analysis includes survey participants who completed the survey. Respondents were asked a series of questions probing levels of satisfaction with the performance of Yuma County government. On balance, the results register more positive responses than negative responses about the job County government does at providing information to residents and the value of services. While some concerns about the performance of Yuma County government were registered in the survey, relatively small numbers of respondents expressed strong opinions in one direction or another.

Department-Specific Findings and Action Plans

The County Administrator and Deputy County Administrator met with each of the department heads or elected officials who chose to take part in the survey to discuss results and specific comments related to their agencies. Based on these discussions, several of the agencies have developed specific action plans to address issues identified in the responses. These action plans are summarized below by agency.

Adult Probation:

There is a need for complete and accurate data regarding probationers' incarceration and defendants' pretrial status in the county jail, including: Length of Stays, Types of Offenses, and

Pre- and Post-Trial status. This information will allow for more specific probation service provision and increase the likelihood that a person will complete probation. Additionally, Adult Probation will utilize the data that it receives from Community Health Associates to establish benchmarks for service provision, data sets for grant applications, and determining the sustainability of programs. Finally, Adult Probation utilizes internal customer satisfaction surveys to determine the quality of services provided and continues to analyze this information and provide feedback to staff which is primarily positive.

Justice Courts, Juvenile Courts, Clerk of the Court:

A need for central data collection and reporting was identified as a means of providing the Board of Supervisors with pertinent, timely statistics related to Court Operations. The Justice and Juvenile Courts had conducted point-of-service surveys semiannually to determine both the quality of services provided and the quality of the Court experience of those utilizing their services, but this survey method was very labor intensive. The Courts would like to employ another survey method that would accurately capture information in a cost-effective manner similar to those conducted by survey companies such as Gallup.

In relation to the overall ability of the Courts to provide essential services, the Clerk of the Court's Office is seen as the hub for providing information and routing callers to the appropriate Court staff member. The possibility of having the Clerk of Court's Office functioning as a call center/central switch board was discussed, as was the need to add 1 Clerk position to cover these duties. The advantage of implementing the switch board concept is that messages would be guaranteed to be forwarded to the appropriate staff member. Currently, a person seeking assistance might be forwarded to several staff members or a voice mail, delaying that person's ability to

receive prompt service. To determine the best solution for the Justice Courts, the Clerk of the Board is currently researching switchboard concepts employed by other Arizona counties.

Communications Division (County Administration):

The Communications Division of County Administration identified a need to continue to drive people to the website and draw in a younger audience. This can be accomplished by including website information/links in employee tag and signature lines, reinforcing the County's social media profile, developing agency and department promotional spots, and teaching departments how to develop their own promotional strategies utilizing social media. The departments could also be instructed on how to utilize testimonials and benchmark performance statistics for promotional purposes. Overall, the Communications Division has been successful in promoting the County through social media as was evidenced through the spikes in survey responses after focused Facebook advertising was purchased.

Health Department:

The Health Department identified a need to conduct community forums in county areas to promote access and utilization of health care services. Additionally, outreach strategies designed to promote access and utilization of health care services could be accomplished via social media by developing non-urgent messaging strategies and branding, particularly when the department is offering immunizations. A need for a *Frequently Asked Questions* page on the department's website was identified as a means of providing the public focused information regarding Health Department services and reduce the number of calls with questions regarding services.

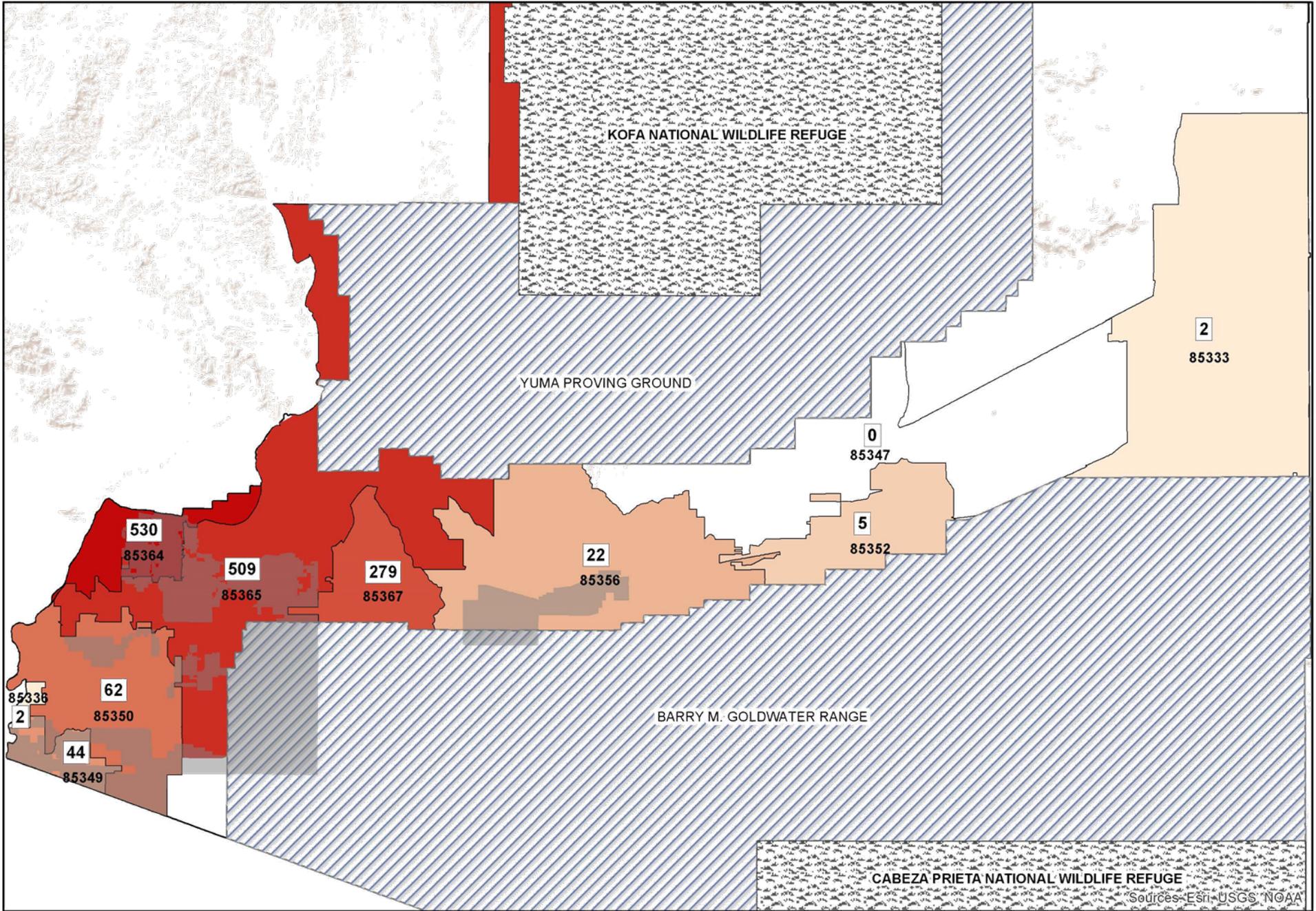
Development Services:

The major needs identified include the following: 1) increasing accessibility to the permitting process, 2) enhancing coordination with jurisdictions associated with the permitting

process, 3) addressing property use and condition nuisance complaints promptly and appropriately, 4) ensuring that responses related to services provided reflect the specific customer experience, and 5) including bicycle routes in future planning documents and/or developments. There is also a need to develop specific performance standards and determine the best way to communicate these to the Board of Supervisors and the public.

Public Works:

Public Works identified a need to conduct customer service training for field staff to ensure that accurate information is conveyed appropriately to the public, as it was identified that residents will stop employees while they work to ask information about road repairs, report potholes, or express their opinions regarding road maintenance. Channel 77 and the Public Works website were identified as areas where Public Works could provide constant updates regarding road construction and maintenance activities. Additionally, there is a need to train administrative staff to be able to convert telephone calls to Service Requests so that response times can be tracked more accurately and the area where the complaints originated can be identified.



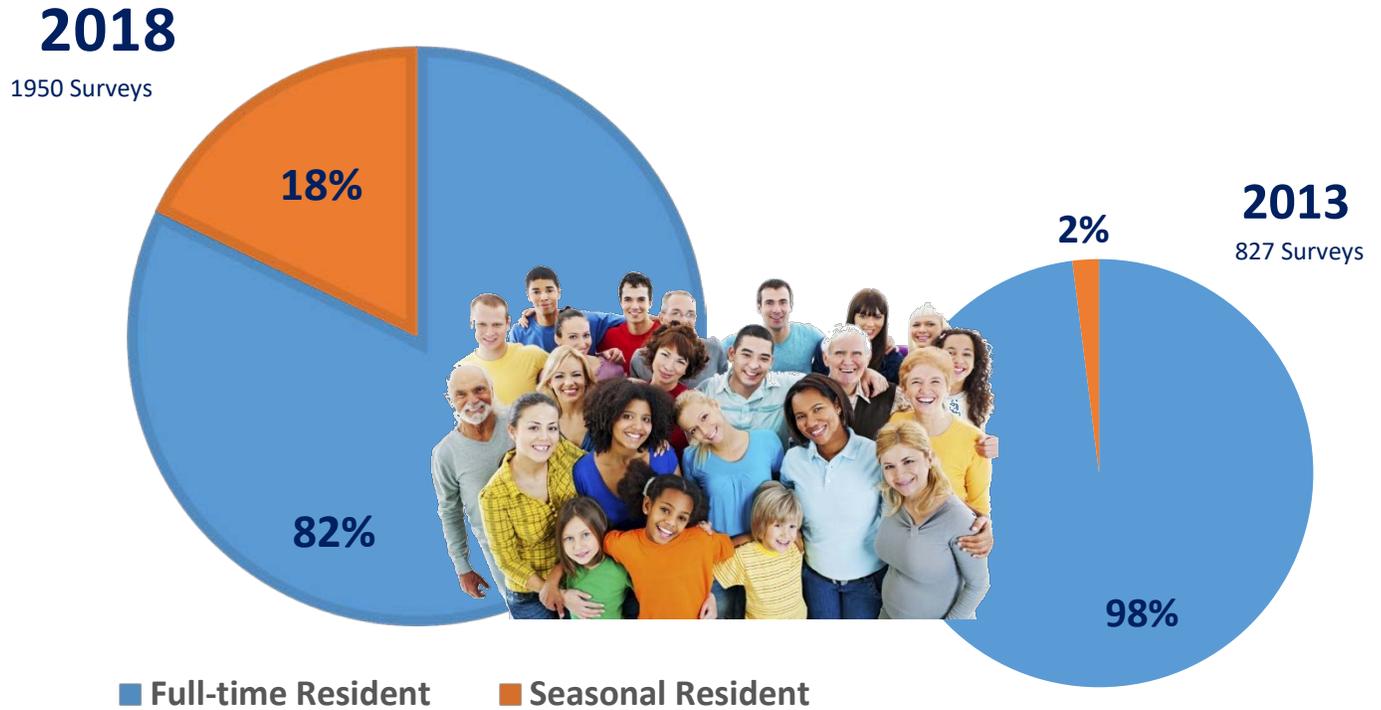
YUMA COUNTY

2018 RESIDENTIAL SURVEY

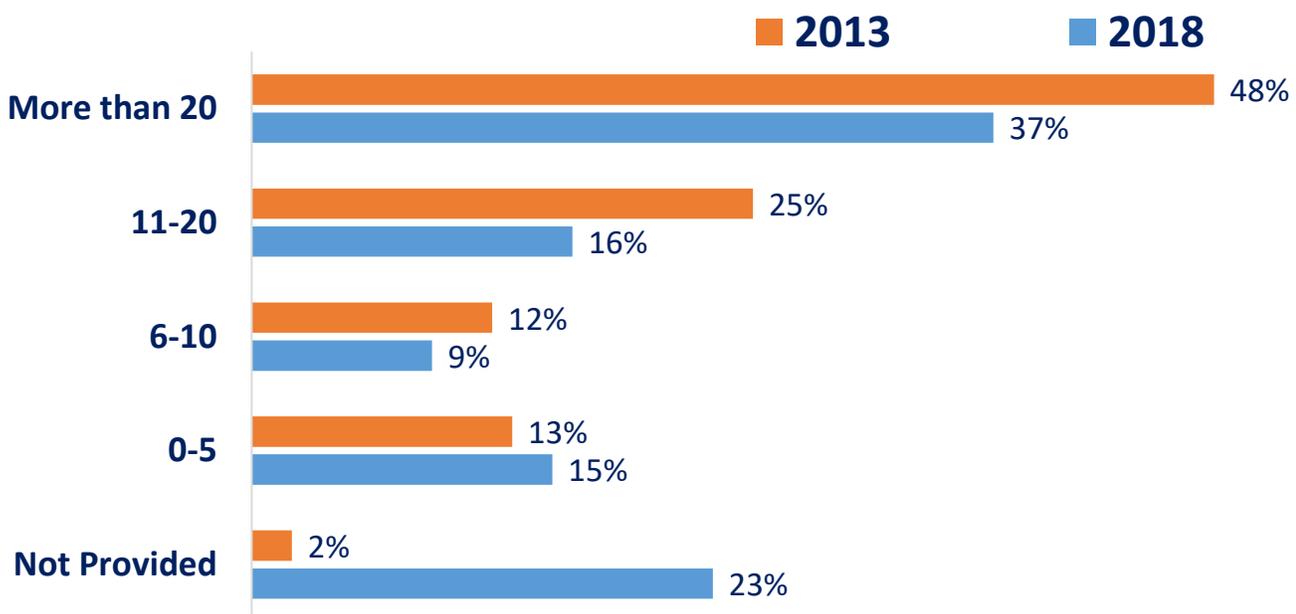


Section 2: Charts and Graphs

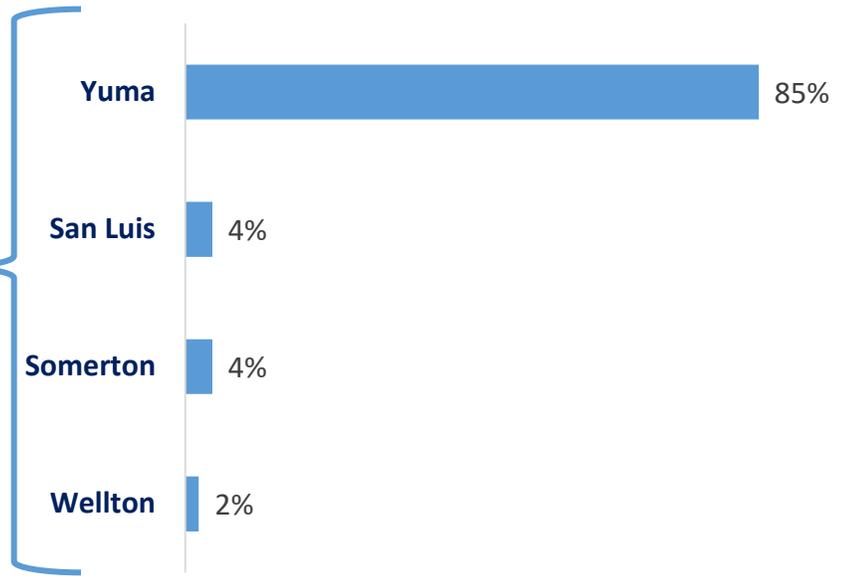
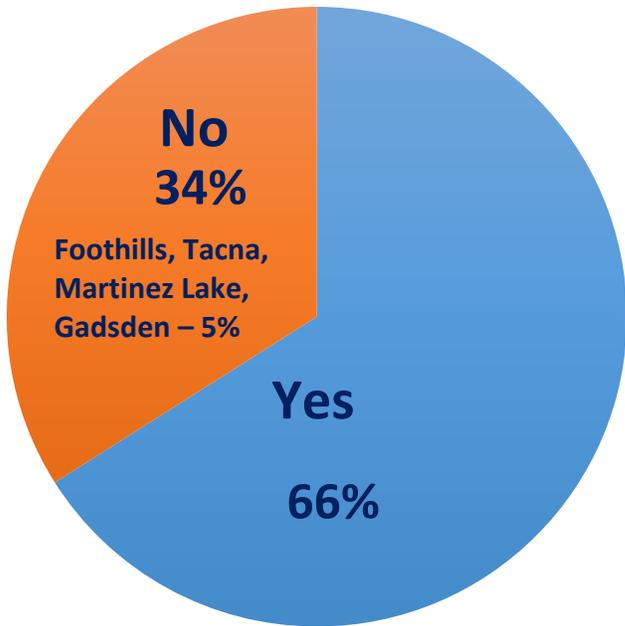
Resident Compilation



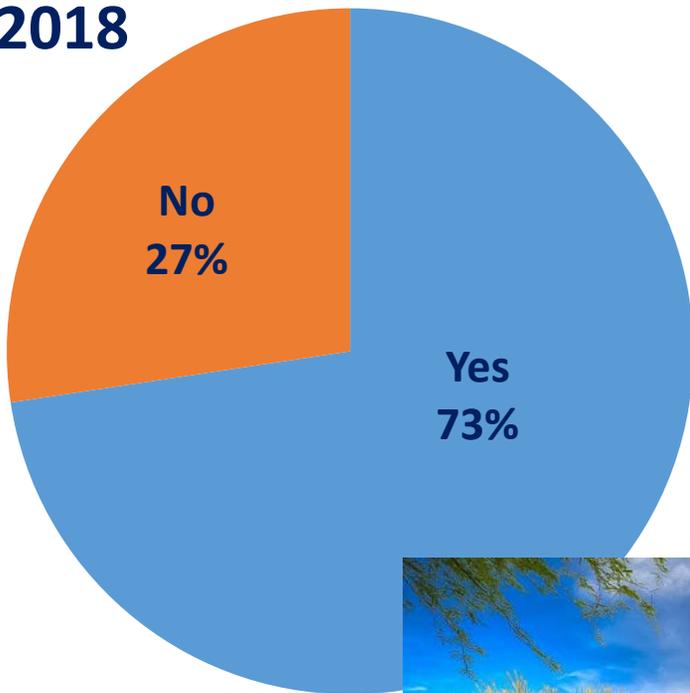
Years lived in Yuma County



Live Inside City/Town Limits

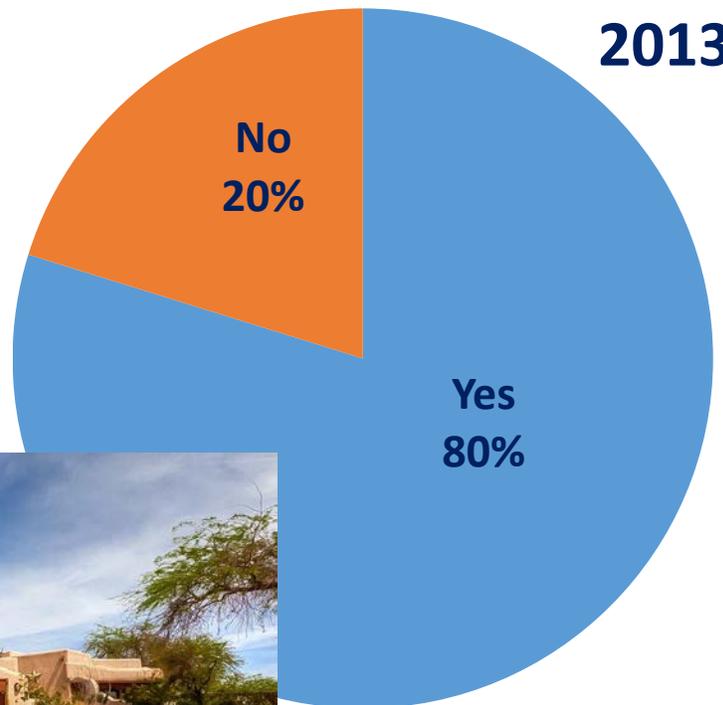


2018



Property Owners

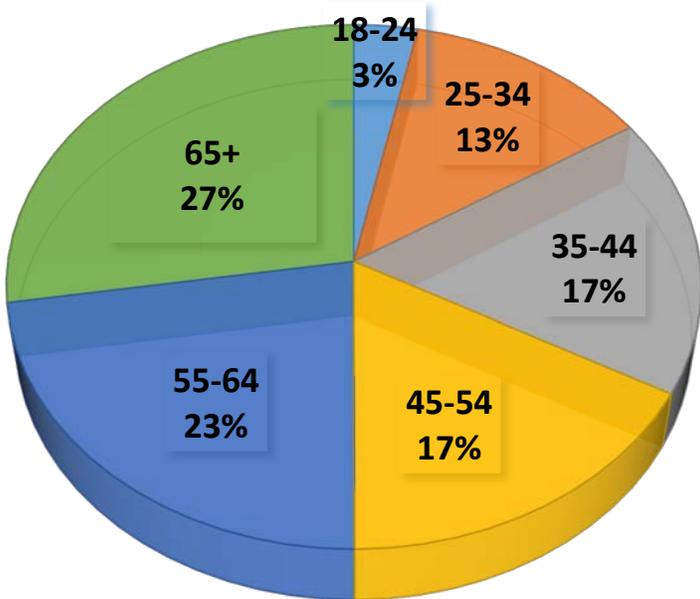
2013



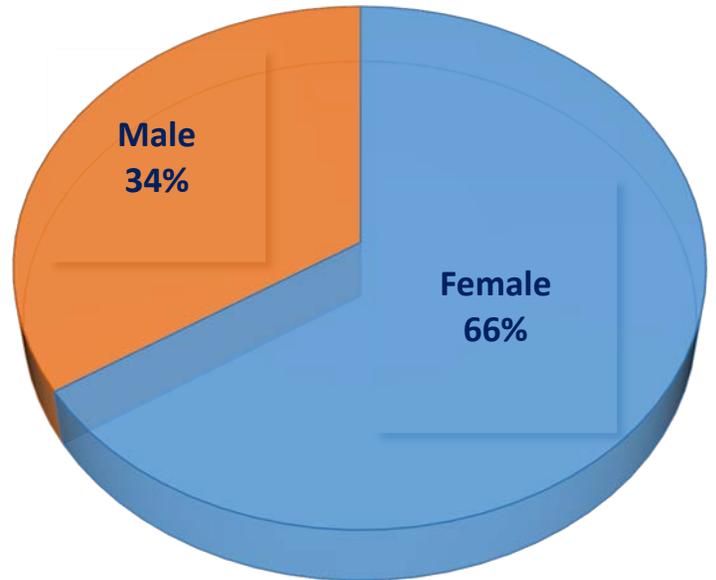
Demographics

70% Respondents provided an answer

Age

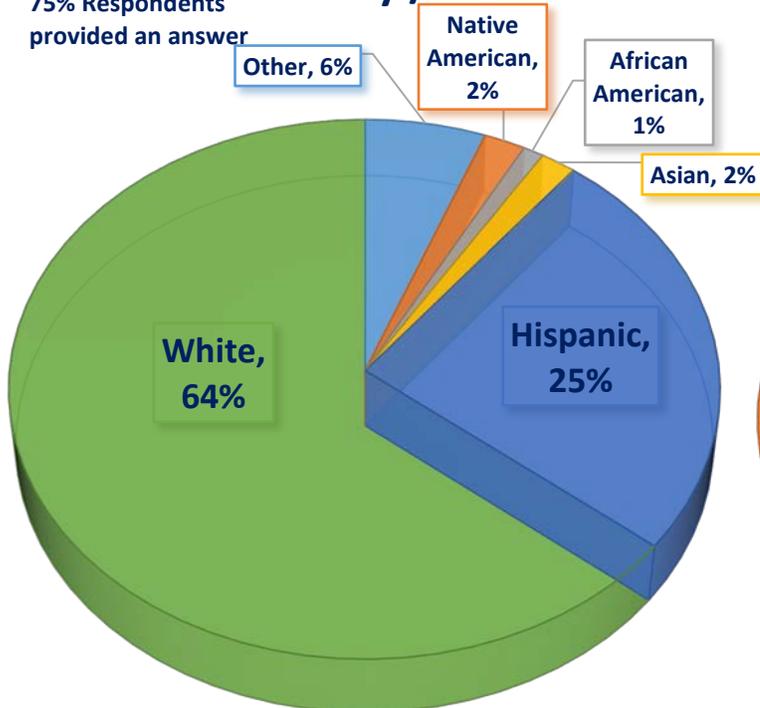


Gender



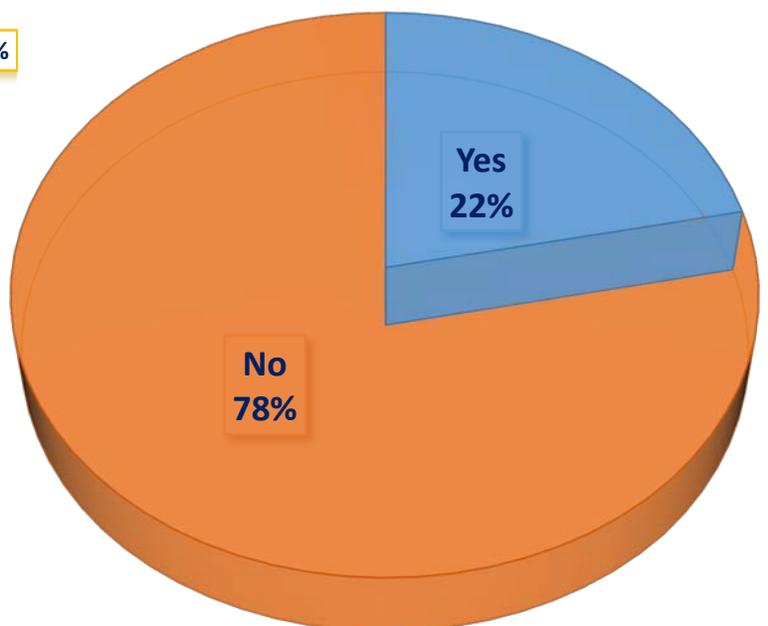
Ethnicity / Race

75% Respondents provided an answer



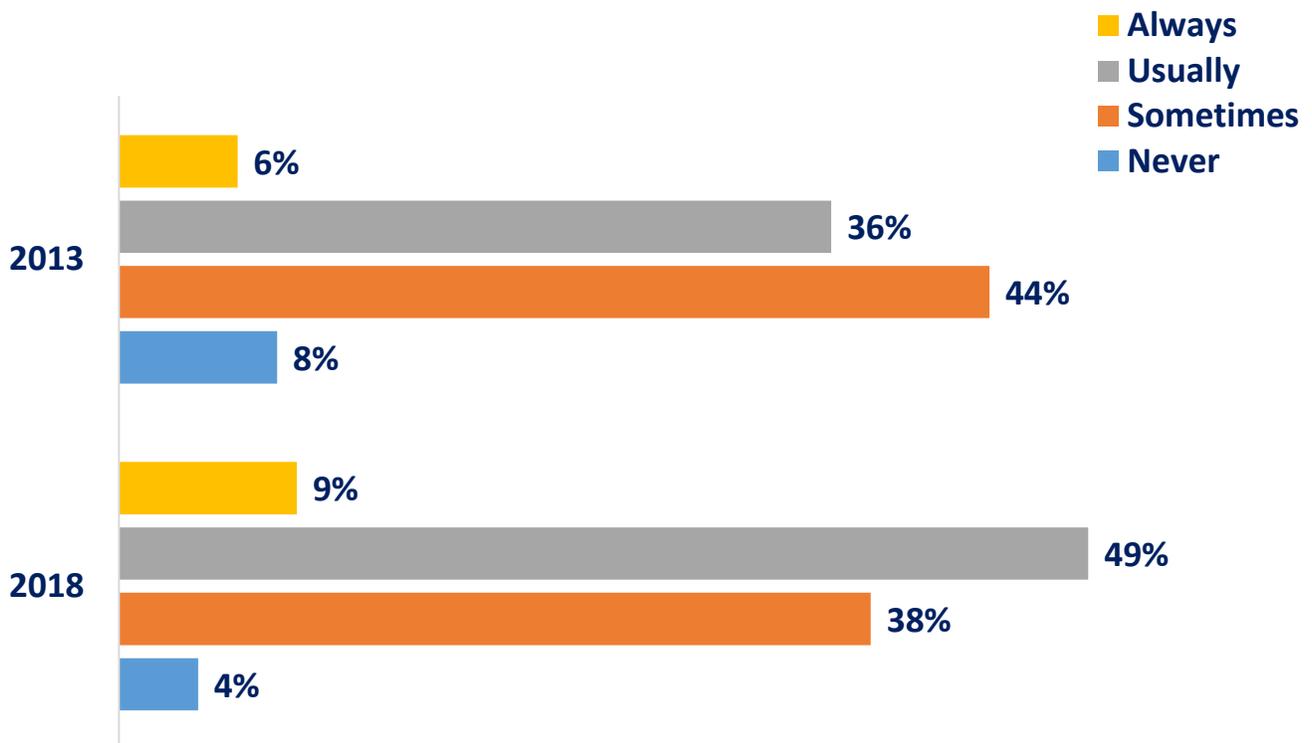
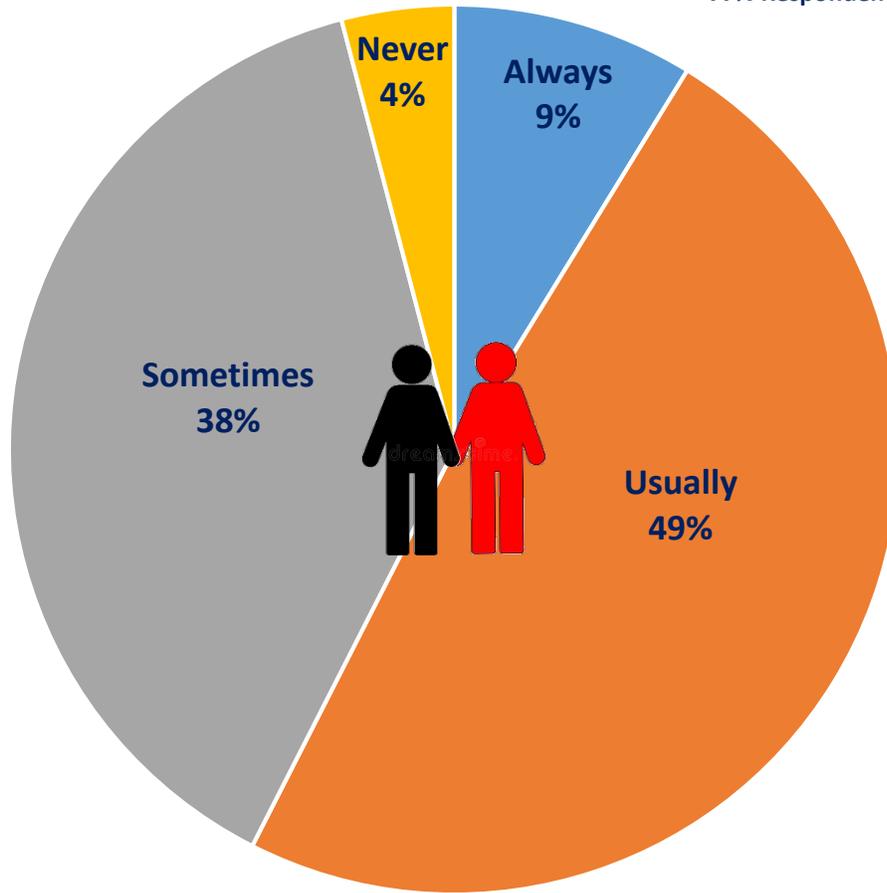
County Employee

69% Respondents provided an answer

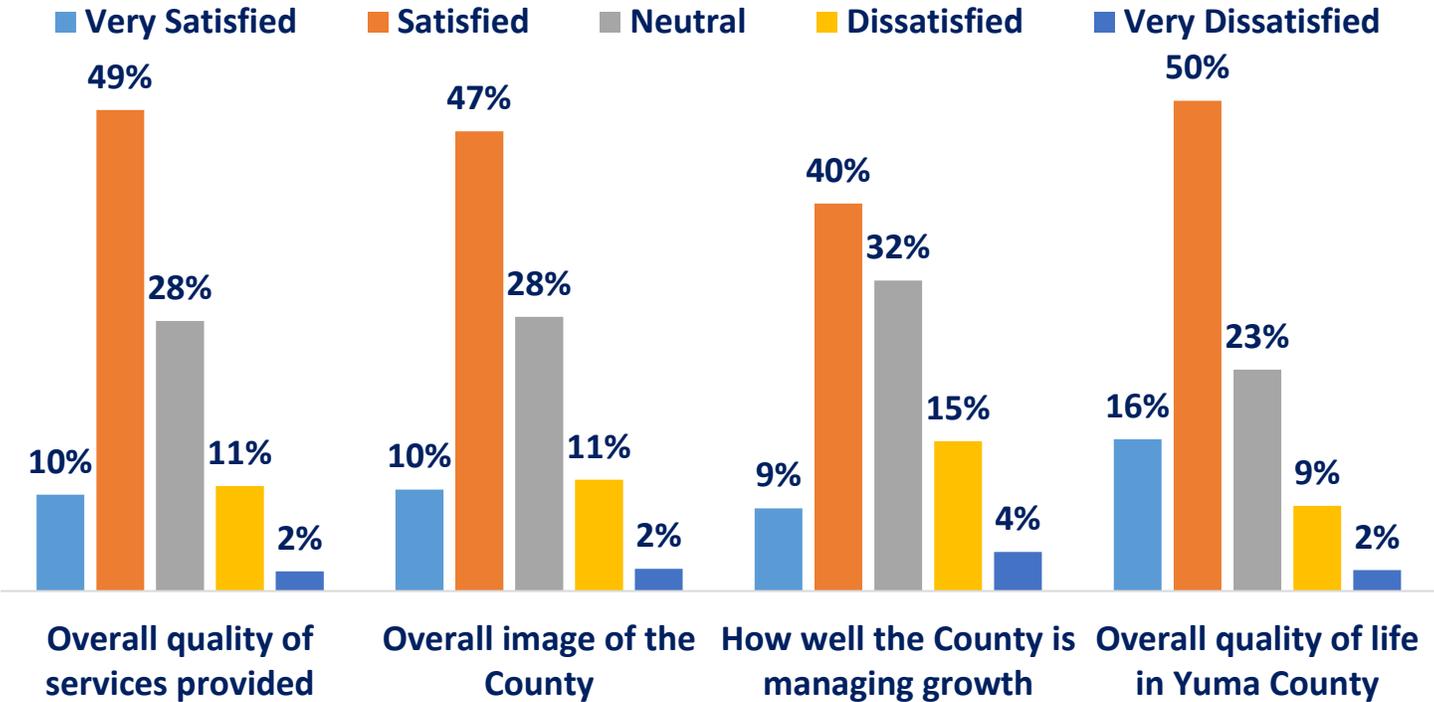


Overall, how often do you trust Yuma County officials to do what is in the best interest of the public?

77% Respondents provided an answer



77% Respondents provided an answer



Top three (3) County Services recommended to receive most emphasis from County leaders over the next two (2) years

