

The logo of the City of El Segundo, featuring a circular seal with a central figure and the text "CITY OF EL SEGUNDO" around the perimeter.

CITY OF
EL SEGUNDO

Resident and Business Survey Results Satisfaction with City Services

May 16, 2023

Purpose and Objectives

1. Determine overall satisfaction with City services
2. Assess customer (residents and businesses) loyalty based on the Net Promoter Score
3. Assess customer satisfaction with multiple attributes
4. Utilize feedback to improve City services

Distribution and Response Rates

Overall

- 6,965 surveys sent to residents and businesses
- 976 completed responses = response rate of 14%

Resident Survey

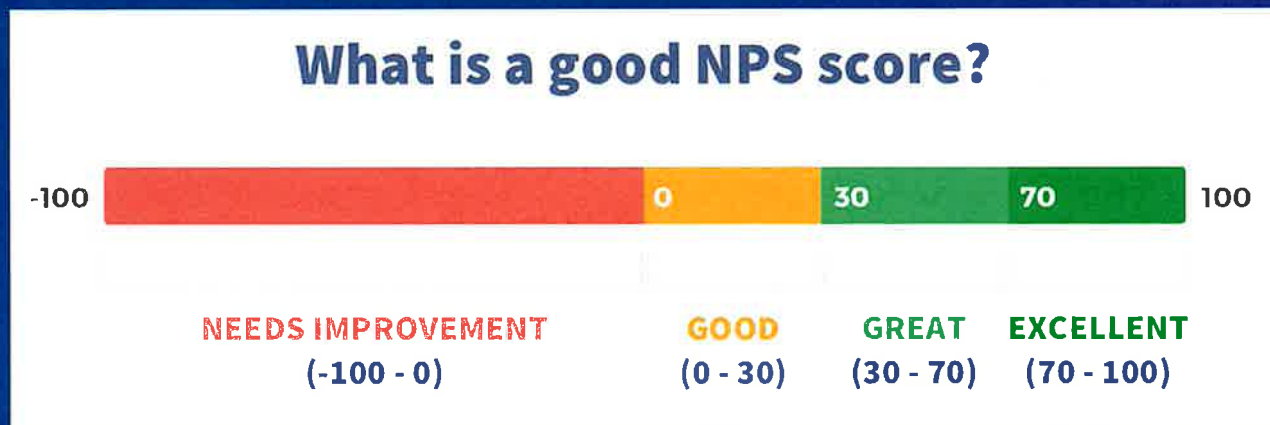
- 2,979 surveys were sent to residents (email and paper)
- 611 were completed = response rate of 20.5%

Business Survey

- 3,986 surveys were sent out to businesses (via email)
- 365 completed responses = response rate of 9%

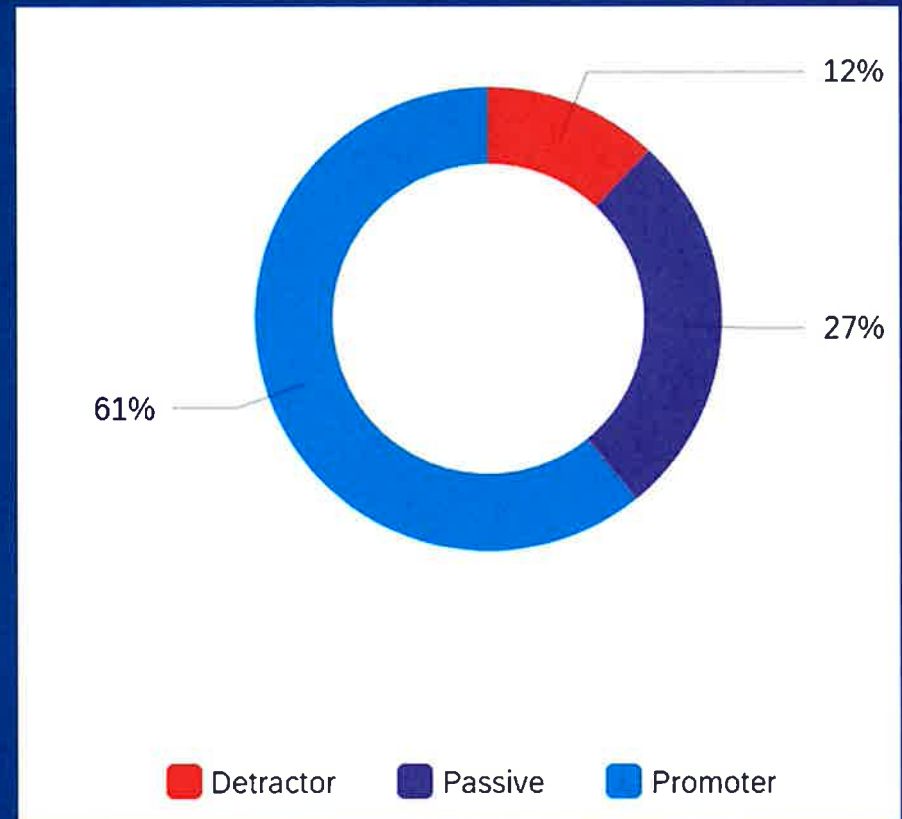
Net Promoter Score

- The Net Promoter Score is calculated by subtracting the percentage of detractors from the percentage of promoters.
 - Promoters = score of 9 or 10
 - Passives = score of 7 or 8
 - Detractors = score of 6 or below

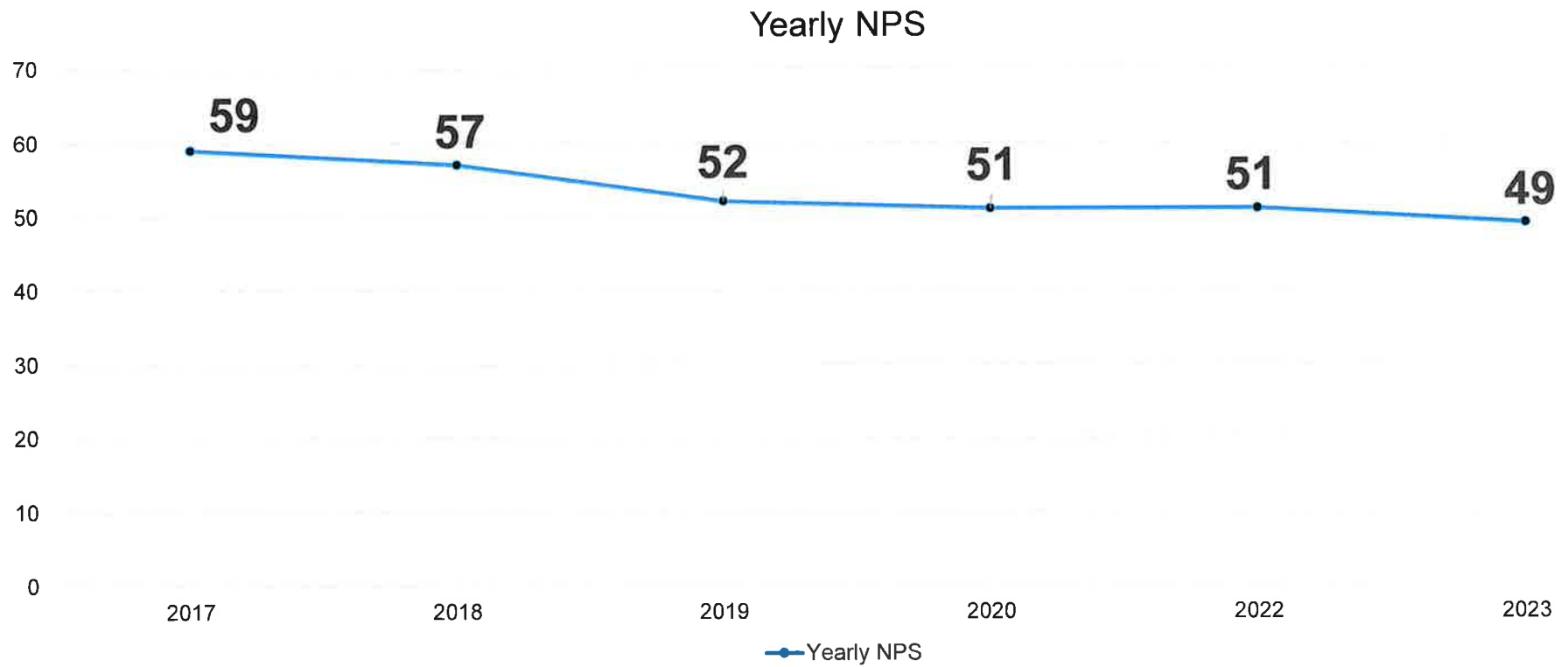


Resident Net Promoter Score

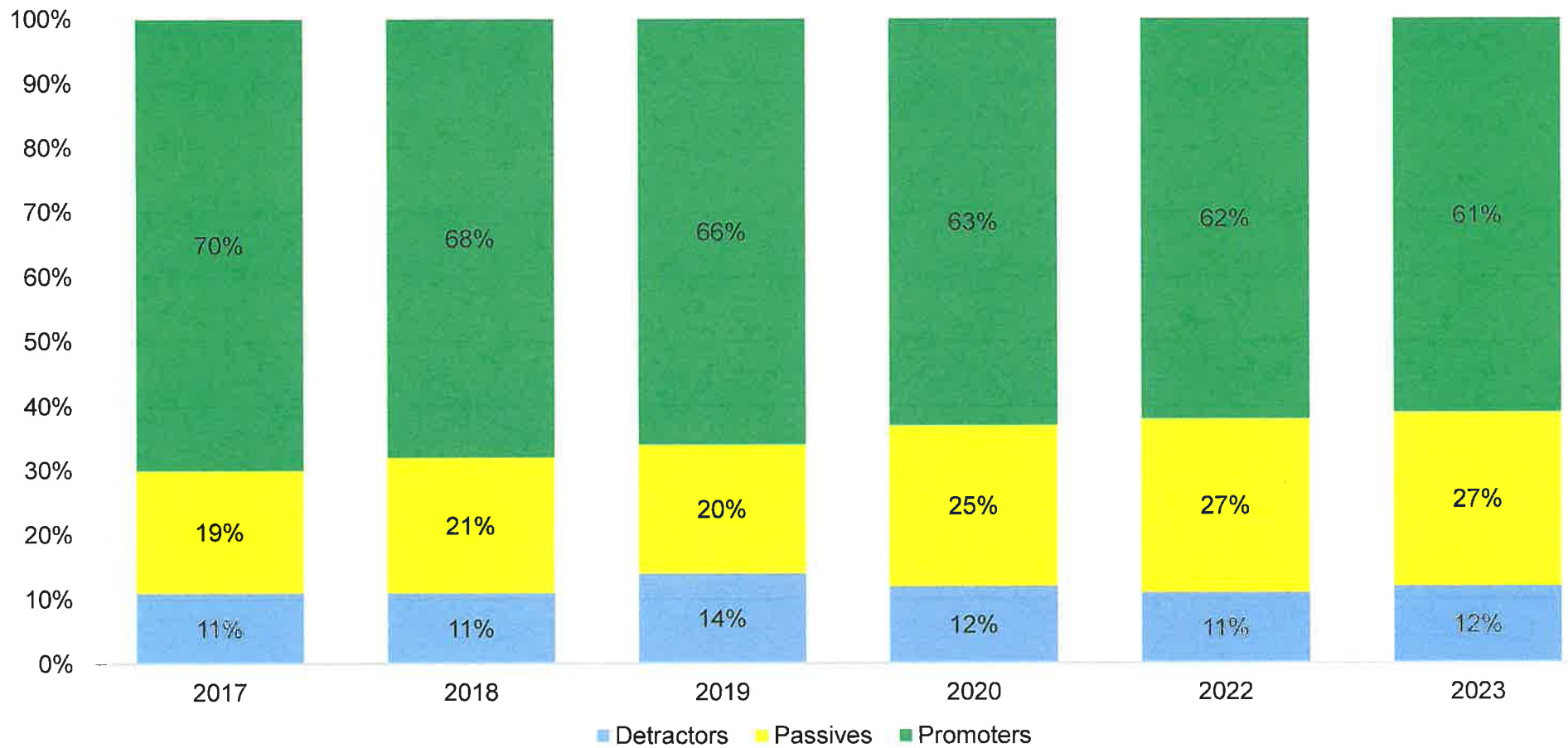
- 61% Promoters - 12% Detractors = NPS of 49
- Decrease of 2 from 2022 (51).



Resident NPS Six-Year Comparison



Resident NPS Six-Year Comparison



Resident Detractor Concerns

The primary concerns among detractors (those giving scores of 6 or less):

- Issues related to odor/air quality (predominantly Hyperion, some mention of Chevron and LAX)
- Police presence (more patrol and crime prevention, reduce homelessness)
- Issues related to the loss of the city's "small town" environment (rapid growth)
- Housing and cost of living increases
- Parking issues

Resident Positive Comments

- *The town has a quaint spirit and it is generally quiet for a beach town but still provides all of the amenities.*
- *Relatively safe community, good schools, good service and good neighbors.*
- *Lower crime than surrounding cities, excellent education, great parks and rec dept, community feeling remains strong, high property values, and fast police and fire department response.*
- *Small town feel in a big city.*
- *El Segundo has provided a safe environment for residents and excellence in it's school system, parks and recreation function providing for residents of all ages.*

Resident Attribute Rankings

Residents were asked to rate, on a five-point scale, how satisfied they were with City on the following attributes:

- Maintenance and upkeep of Recreation and Park facilities
- Quality of Recreation and Parks programs offered
- Resources and services provided by the Public Library
- Responsiveness, knowledge and competency of fire & paramedic services
- Availability and responsiveness of Police Department services
- Condition of City infrastructure: streets, sidewalks and public facilities
- Water and Sewer billing department customer service
- Responsiveness and overall vision of City Council

Attribute Ranking Scale

Attribute Rankings Measurement Scale:

5 = very satisfied, 4 = satisfied, 3 = neutral, 2 = dissatisfied, 1 = very dissatisfied

Likert scale methodology was utilized to analyze the results:

A mean score of 4.2 or greater = “very satisfied”

A mean score of 3.41-4.2 = “satisfied”

A mean score of 2.61-3.4 = “neutral”

A mean score of 1.81-2.6 = “dissatisfied”

A mean score under 1.8 = “very dissatisfied”

Resident Attribute Ranking Breakdown

Very Satisfied

Satisfied

Attribute	Mean
Responsiveness, knowledge and competency of fire and paramedic services	4.52
Availability and responsiveness of Police Department services	4.31
Maintenance and upkeep of recreation and park facilities	4.19
Resources and services provided by the Public Library	4.15
Quality of Recreation and Parks programs offered	4.10
Condition of City Infrastructure: streets, sidewalks and public facilities	3.80
Water and sewer billing department customer service	3.78
Responsiveness and overall vision of City Council	3.48

Resident Attribute Rankings Six-Year Comparison

	2017	2018	2019	2020	2022	2023
Responsiveness, knowledge and competency of Fire & Paramedic services	4.59	4.48	4.54	4.60	4.48	4.52
Availability and responsiveness of Police Department services	4.42	4.37	4.00	4.52	4.36	4.31
Maintenance and upkeep of Recreation and Park facilities	4.08	4.15	4.08	4.32	4.25	4.19
Resources and services provided by the Public Library	4.18	4.14	4.00	4.18	4.14	4.15
Quality of Recreation and Parks programs offered	4.13	4.10	4.00	4.13	4.10	4.10
Condition of City infrastructure: streets, sidewalks and public facilities	3.55	3.71	4.00	3.88	3.85	3.80
Water and Sewer Billing Department customer service	3.71	3.70	3.72	3.87	3.75	3.78
Responsiveness and overall vision of City Council	3.29	3.55	3.00	3.68	3.56	3.48

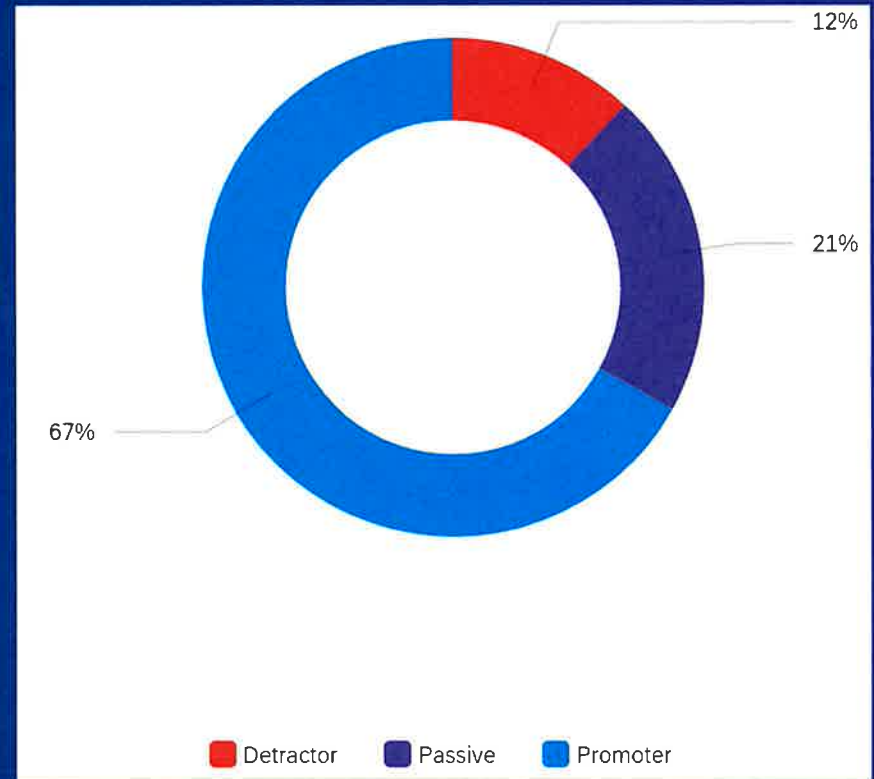


City Improvement (Residents)

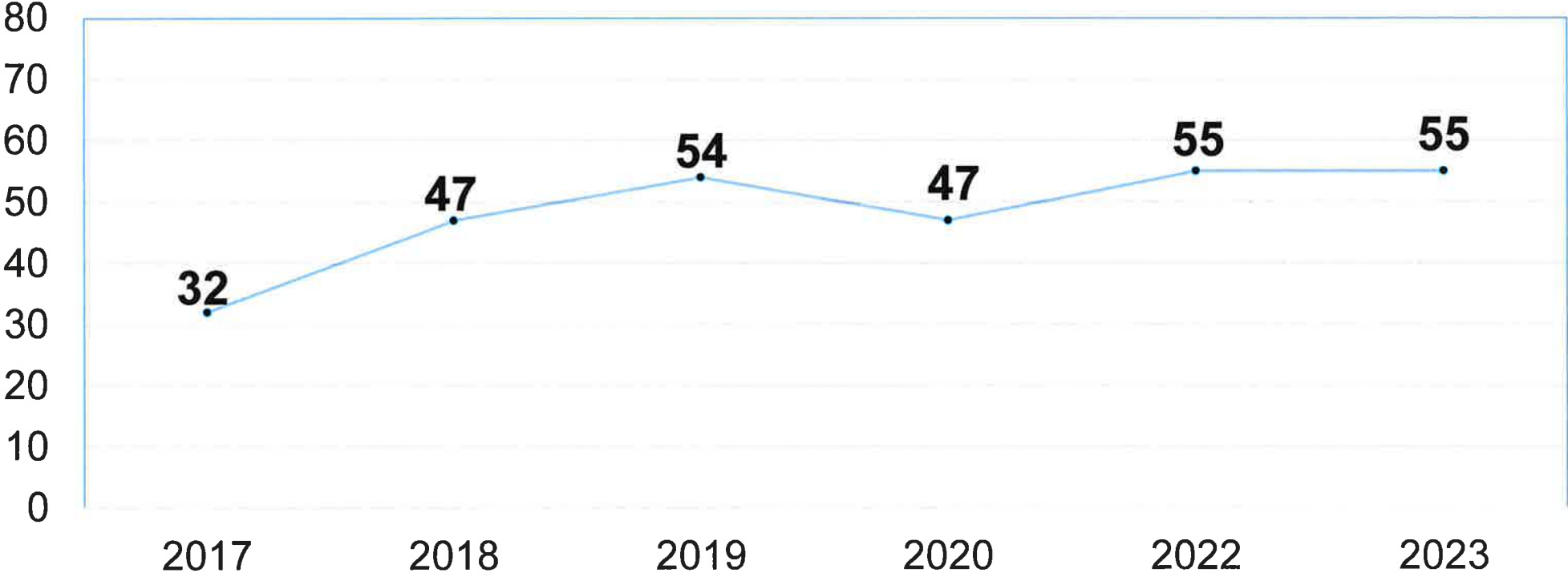
- Residents were asked to rate, on a five-point scale, how the City has improved over the last year.
- Based on the Likert scale methodology, the City's mean score of 3.21 neutral “no improvement – about the same” range.

Business Net Promoter Score

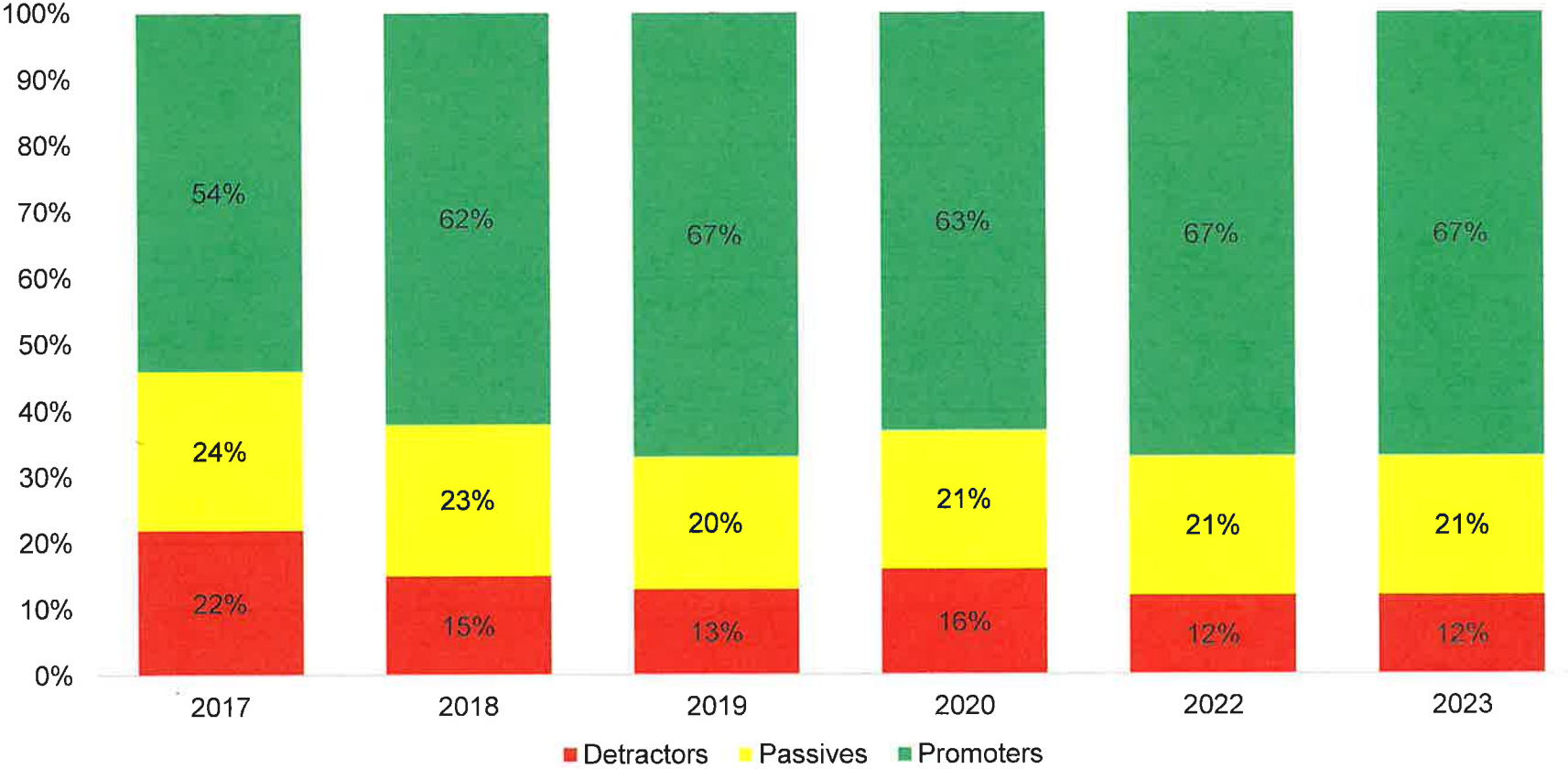
- 67% Promoters – 12% Detractors = NPS of 55
- Same as 2022 (55)
- This falls in the “great” range of 30-70



Business NPS Six-Year Comparison



Business NPS Six-Year Comparison



Business Detractor Concerns

The primary concerns among detractors (those giving scores of 6 or less) were:

- Issues related to supporting small businesses
- Police presence (concerns about increased crime in the area)
- Parking/speeding/traffic safety issues
- Issues with permitting and inspection processes

Business Positive Comments

- *They make it easy to work from El Segundo. Questions regarding taxes and processes are answered easily by phone. Very pleasant.*
- *It is the best City to live and work, good restaurants, excellent neighborhood!*
- *Draws great businesses and restaurants to the quaint downtown area. We recently went through a business building project and the permits came through in a very timely manner.*
- *City services are incomparable...but it is the people who live here that make the greatest difference.*
- *Kind customer service from city employees. Their help and patience when we first moved our office to El Segundo was greatly appreciated.*

Business Attribute Rankings

Customers were asked to rate, on a five-point scale, how satisfied they were with the City of El Segundo on the following attributes:

- Responsiveness, knowledge and competency of working with the Community Development Department for plan checks, permits, or inspection services
- City zoning policies
- Business development and attraction policies
- Availability and responsiveness of Police Department services
- Responsiveness, knowledge and competency of Fire Department & Field Inspection services
- Business license renewal process

Business Attribute Rankings

- Very Satisfied**
- Satisfied**

Attribute	Mean
Business license renewal process	4.48
Responsiveness, knowledge and competency of Fire Department and Field Inspection services	4.06
Availability and responsiveness of Police Department services	4.03
Business development and attraction policies	3.90
Responsiveness, knowledge and competency of Community Development Department	3.90
City zoning policies	3.72



Business Attribute Rankings Six-Year Comparison

	2017	2018	2019	2020	2022	2023
Business license renewal process	4.15	4.24	4.35	4.31	4.39	4.48
Responsiveness, knowledge and competency of Fire Department & Field Inspection services	4.18	4.27	4.22	4.22	4.18	4.06
Availability and responsiveness of Police Department services	4.24	4.25	4.22	4.26	4.21	4.03
Responsiveness, knowledge and competency of working with the Community Development Department	3.58	3.66	3.64	3.68	3.81	3.90
Business development and attraction policies	3.67	3.69	4.23	3.78	3.90	3.86
City zoning policies	3.49	3.52	3.83	3.64	3.71	3.72

City Improvement

- Customers were asked to rate, on a five-point scale, how the City has improved over the last year.
- Based on the Likert scale methodology, the City's mean score of 3.63 shows that businesses feel that the City has made some improvement over the past year.

Conclusions

- Resident NPS decreased by 2 points, while business NPS remained the same.
- The business license renewal process and the responsiveness, knowledge and competency of Fire and Paramedic services remained the highest scoring attributes for businesses and residents, respectively.
- Supporting local small businesses and public safety are concerns for the business community.
- Air quality/odor and public safety are driving concerns for residents.
- Overall, businesses felt that the City had some improvement over the last year, while residents were neutral and ranked the City as “no improvement – about the same.”



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Questions?