

## MEMORANDUM

**TO:** Town Council  
**FROM:** Fred Carpenter, Town Manager  
**SUBJECT:** Payson Goal Plan Meeting/March 8  
**DATE:** March 5, 2007

Kathy Baas has completed tabulation of the results from citizens, Council and staff on the various goals to include in the Payson Goal Plan. Attached is this information compiled, along with a summary of the process as prepared by Kathy.

The goal for Thursday's meeting is to review all the input received and decide which goals are to be included or eliminated. Once those decisions are finalized, staff will develop more detailed information to complete a Payson Goal Plan chart for your consideration. That chart will include cost estimates, timelines and responsibilities. I have asked all departments to be represented at the Thursday meeting.

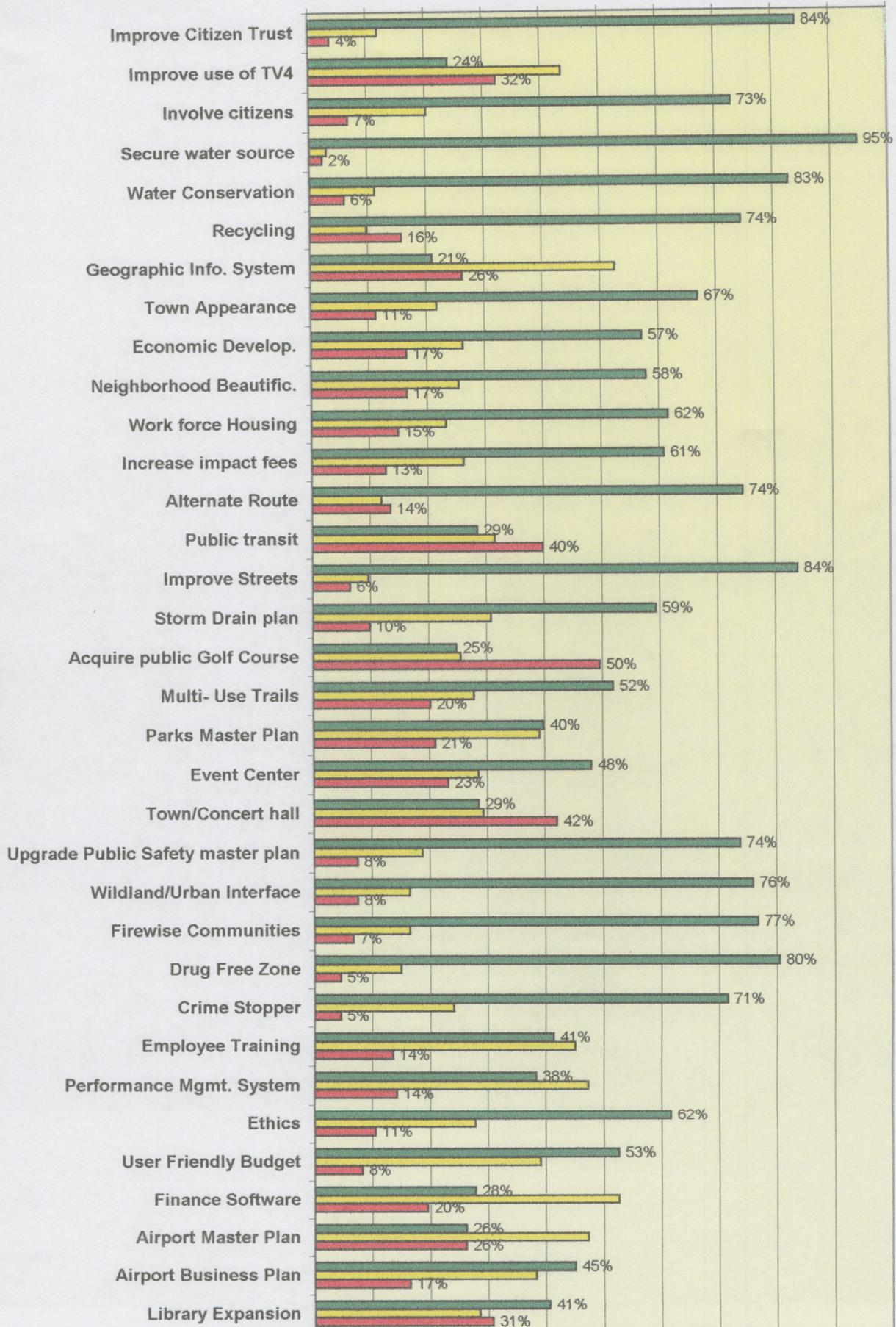
## Payson Goal Plan Survey Results

- Survey- “Payson Wants Your Input”
  - ◆ Posted on the Payson website 15 February, 2007
  - ◆ Posted in the Gazette 15 February, 2007
  - ◆ Posted in the Roundup 16 February, 2007
  - ◆ Deadline February 23<sup>rd</sup>, 2007
  
- Newspaper Printing Differences
  - ◆ Gazette left off the goal subject related to Streets
  - ◆ The Roundup and Gazette differed in the sequence of public input
    - Important, Not Important, No Opinion
    - Important, No Opinion, Not Important
    - This was recognized and presented no problem in data entry.
  
- Responses Received
  - ◆ 133 from Citizens
    - 18 responses received from Payson website
    - 125 responses from newspapers
  - ◆ 10 from Town of Payson staff
  - ◆ 5 from Payson Town Council
  
- Survey Tabulation
  - ◆ Vast majority of responses received had names included. Those without names were also tabulated.
  - ◆ Survey results keyed into an excel spreadsheet
  - ◆ Excel formulas used to summarize the totals
  - ◆ Survey topics left blank were added to No Opinion total
    - No more than 5 people left a blank response for any one category
  
- Charts Provided
  - ◆ Citizen Chart. Sort in Goal Order. Display Percentage of respondents that coded each Goal as Important, Not Important and No Opinion
  - ◆ Citizen Chart. Same as above but sort in Order of Importance
  - ◆ Importance Chart. Sort in Goal Order. Displays Citizen Importance Percentage, Staff Importance Percentage and Council Importance Percentage for each goal.
  - ◆ Chart of Percentages of Responses by Citizens, Staff and Council. Provides the summarized data for comparison.

# Citizen Response By Percentage- Goal Order

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Goals

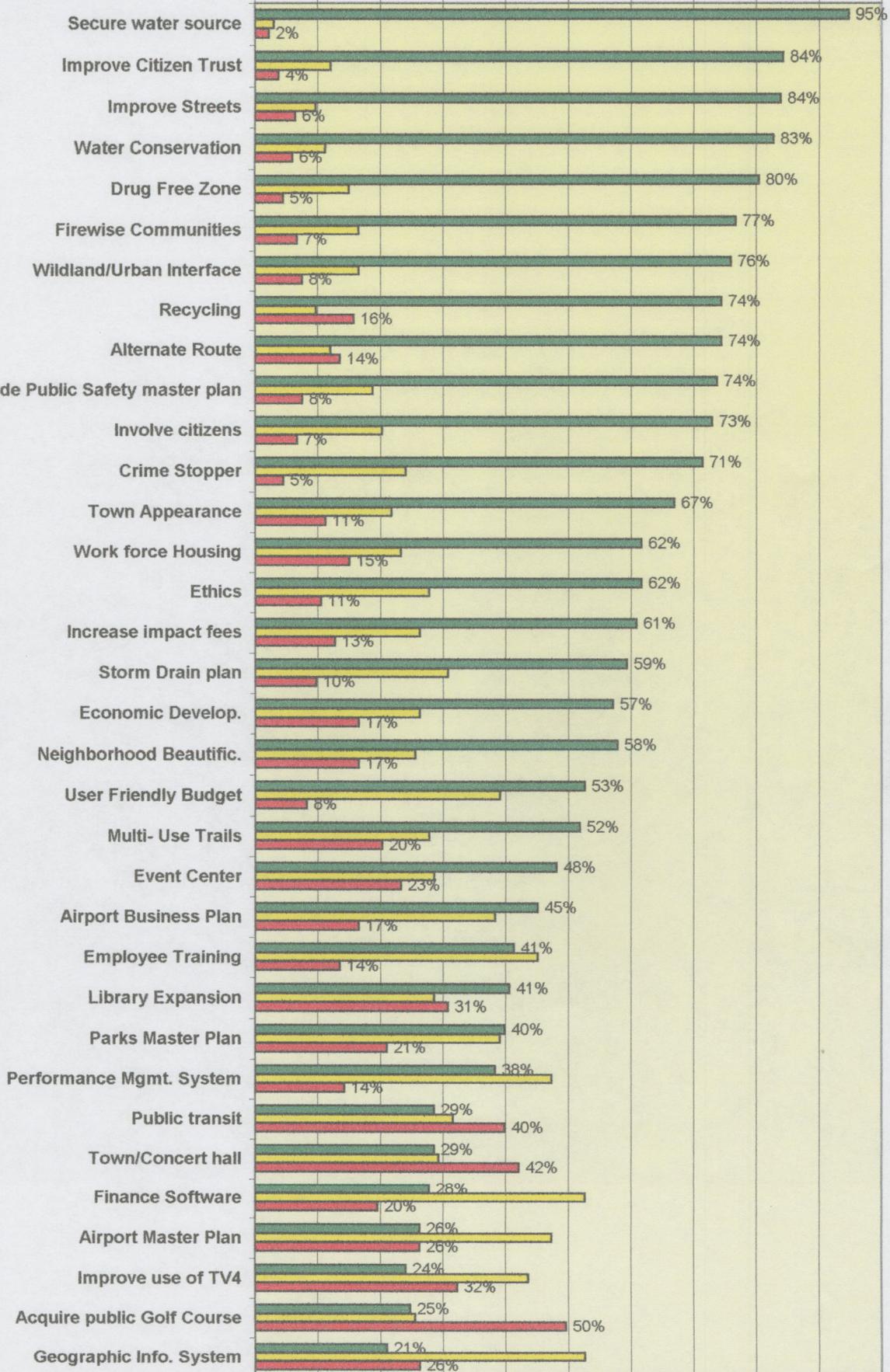


■ Important  
■ No Opinion  
■ Not Important

# Citizen Response By Percentage- Order of Importance

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

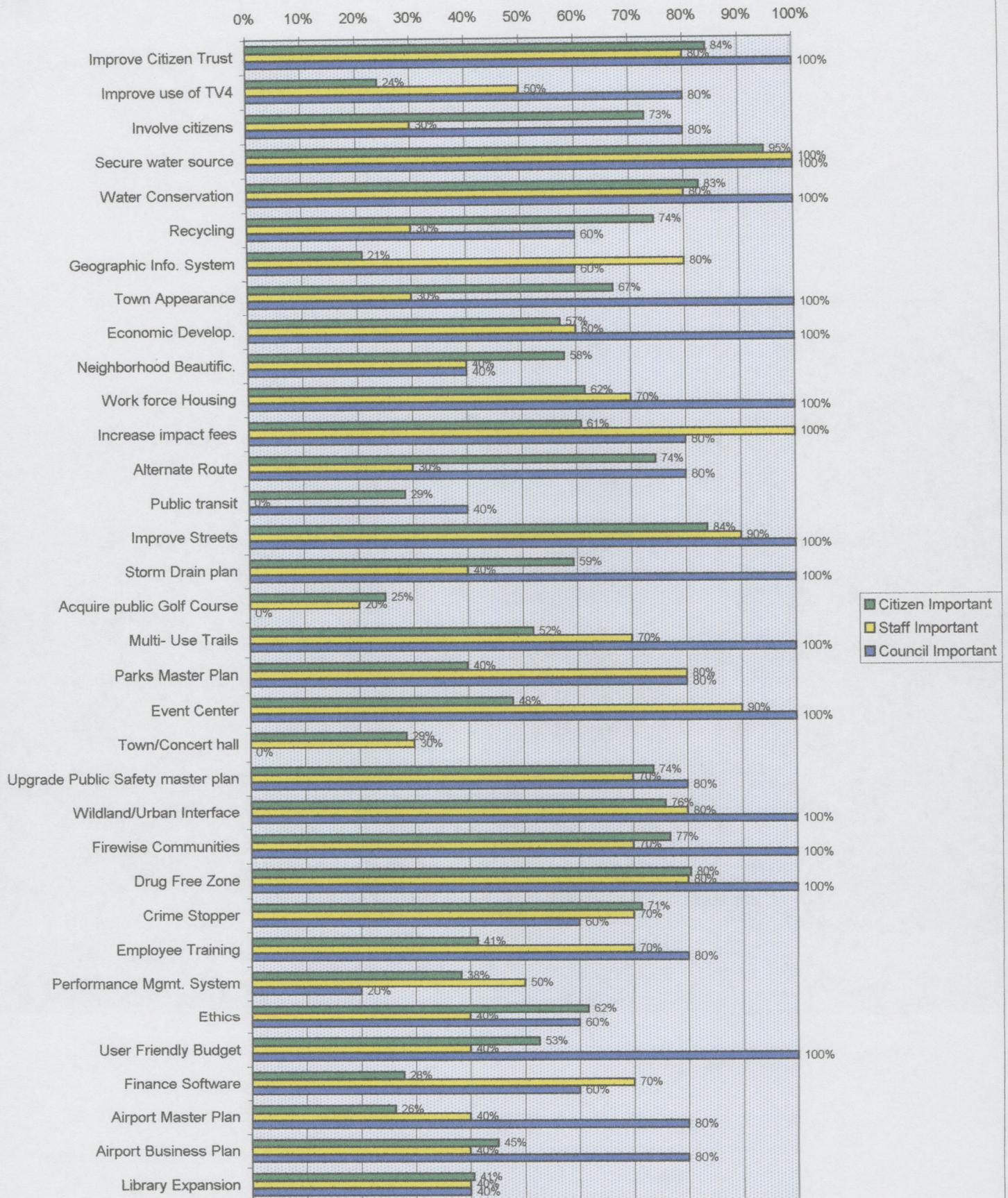
Goals



■ Important  
■ No Opinion  
■ Not Important

# Citizen, Staff and Council Percentage Results- Important Only

Goals



## Payson Goal Plan Survey Results

Goal Desc.	Citizen			Council			Staff		
	Citizen Important	Citizen No Opinion	Citizen Not Important	Council Important	Council No Opinion	Council Not Important	Staff Important	Staff No Opinion	Staff Not Important
Improve Citizen Trust	84%	12%	4%	100%	0%	0%	80%	20%	0%
Improve use of TV4	24%	44%	32%	80%	20%	0%	50%	30%	20%
Involve citizens	73%	20%	7%	80%	0%	20%	30%	50%	20%
Secure water source	95%	3%	2%	100%	0%	0%	100%	0%	0%
Water Conservation	83%	11%	6%	100%	0%	0%	80%	20%	0%
Recycling	74%	10%	16%	60%	20%	20%	30%	60%	10%
Geographic Info. System	21%	53%	26%	60%	40%	0%	80%	10%	10%
Town Appearance	67%	22%	11%	100%	0%	0%	30%	30%	40%
Economic Develop.	57%	26%	17%	100%	0%	0%	60%	40%	0%
Neighborhood Beautifc.	58%	26%	17%	40%	40%	20%	40%	30%	30%
Work force Housing	62%	23%	15%	100%	0%	0%	70%	30%	0%
Increase impact fees	61%	26%	13%	80%	20%	0%	100%	0%	0%
Alternate Route	74%	12%	14%	80%	0%	20%	30%	30%	40%
Public transit	29%	32%	40%	40%	0%	60%	0%	20%	80%
Improve Streets	84%	10%	6%	100%	0%	0%	90%	10%	0%
Storm Drain plan	59%	31%	10%	100%	0%	0%	40%	50%	10%
Acquire public Golf Course	25%	26%	50%	0%	20%	80%	20%	20%	60%
Multi- Use Trails	52%	28%	20%	100%	0%	0%	70%	20%	10%
Parks Master Plan	40%	39%	21%	80%	20%	0%	80%	20%	0%
Event Center	48%	29%	23%	100%	0%	0%	90%	10%	0%
Town/Concert hall	29%	29%	42%	0%	20%	80%	30%	30%	40%
Upgrade Public Safety master plan	74%	19%	8%	80%	20%	0%	70%	30%	0%
Wildland/Urban Interface	76%	17%	8%	100%	0%	0%	80%	20%	0%
Firewise Communities	77%	17%	7%	100%	0%	0%	70%	30%	0%
Drug Free Zone	80%	15%	5%	100%	0%	0%	80%	20%	0%
Crime Stopper	71%	24%	5%	60%	40%	0%	70%	30%	0%
Employee Training	41%	45%	14%	80%	0%	20%	70%	20%	10%
Performance Mgmt. System	38%	47%	14%	20%	60%	20%	50%	40%	10%
Ethics	62%	28%	11%	60%	20%	20%	40%	50%	10%
User Friendly Budget	53%	39%	8%	100%	0%	0%	40%	50%	10%
Finance Software	28%	53%	20%	60%	40%	0%	70%	20%	10%
Airport Master Plan	26%	47%	26%	80%	20%	0%	40%	40%	20%
Airport Business Plan	45%	38%	17%	80%	20%	0%	40%	50%	10%
Library Expansion	41%	29%	31%	40%	20%	40%	40%	40%	20%