

Survey of resident satisfaction in Freiburg´s Rieselfeld district

(a brief summary)

1. Preliminary remark:

In the Spring of 2010, as provisional closure of the project development, the Project Group Rieselfeld commissioned the Freiburg Institute for Applied Social Science (FIFAS) to conduct an evaluative survey on resident satisfaction. The questionnaire was jointly developed by FIFAS, the district association KIOSK, the residents´ association BiV, and the Project Group Rieselfeld. The survey was conducted between May 3 and June 30, 2010. 554 questionnaires, i.e. just under 20% , were returned. The interpretation is divided into:

- **specific residential features**
(construction phase, length of residency, type of residence)
- **sociodemographic features**
(age, sex, education and marital status, household type)

2. Brief description of findings:

Since a sufficient number of questionnaires was returned (only the fourth construction phase is slightly overrepresented), comparative analysis is meaningful.

The **overall assessment** is as follows:

	Frequency	Percentage
- Very satisfied	229	39,9%
- Satisfied	254 = 483	45,8% = 85,7%
- Somewhat satisfied	73	13,2%
- Dissatisfied	3	0,5%
- Very dissatisfied	3	0,5%
- Totals	554	100%

With regard to the levels of satisfaction with aspects of life in Rieselfeld, the following distinction becomes apparent:

- Especially highlighted:

Location and accessibility; child-friendly environment; social interaction

- Of middle value in the assessment:

Transport infrastructure; special services for senior resident facilities; interaction between children, adolescents, and adults.

- Most often seen as problematic:

Services for specific target groups (cross-generational; adolescents); design and use of public space (safety, cleanliness, commercial offers)

When looking at the estimation of suitability for different target groups, it becomes apparent that more than 90% of the respondents regard the district as family-, child- and handicapped-friendly. 82% consider it woman-friendly, 76% as senior-friendly, and 70% as immigrant-friendly. The suitability for adolescents was rated 50%.

3. Reasons for satisfaction (p. 20 -24)

When evaluating the mentioned reasons for residents' satisfaction, the following ranking can be ascertained:

1. Social and cultural life
2. Location
3. Infrastructure
4. Child-friendliness
5. Urban planning concept
6. Other considerations

It is pleasing to note that the quality and diversity of social and cultural life received so much significance and approval in the survey. This confirms the validity of the objectives that the Project Group Rieselfeld had set, namely, in the spirit of sustainability, to support a social and cultural development simultaneous to and parallel to the housing development. In addition, the following features were also thought to be positive: location, proximity to nature, the mixture of a sense of urban life and a village character as well as easy access to the city center.

The numerous services offered in the private and public infrastructure, the adequate child-care facilities, and the quality of the urban concept contribute significantly to the high level of resident satisfaction.

4. Reasons for dissatisfaction (p. 25 -29)

In 86% of the questionnaires, in 478 individual listings, the following reasons for dissatisfaction were ranked as follows:

1. Public space
2. Traffic
3. Infrastructure
4. Social and cultural life
5. Architectural and structural aspects
6. Environmental pollution

In the coming years, special attention must be dedicated to the public space and traffic concerns. In this context, however, it must be mentioned that the function of the street system can only be fully fulfilled after construction has been completed two to three years from now. In this context, the planned parking management along Rieselfeldallee should be noted. The developments over time should also be considered when examining the shopping situation. The full range supermarket which is currently being built will have significant influence in this matter.

With regard to social and cultural life, the gap between construction phases and high population density has been mentioned, while monotonous construction design and too dense construction were mentioned regarding architectural aspects. Mobile phone use, noise and exhaust fumes were cited under the heading environmental pollution.

5. Social and cultural offers (p. 32 -42)

It is pleasing to note that the offers of the different facilities are widely-known, popular and, in their wide range, very well-appreciated. The high-quality district work is one of the main reasons for satisfaction in the new district. In this process, diversity, commitment/participation/community, low-threshold access and quality became apparent as positive aspects. In reply to the question what could be improved, expanding and complementing the offers was primarily mentioned. This also confirms the high priority of social and cultural offers.

6. Public space (p. 43 -48)

The significance of public space becomes apparent in the responses to the questionnaires. In this context, the areas adjacent to the district (the nature preserve, Mundenhof street, and the recreational area "Wald3Eck") were mentioned equally often as whereabouts as were the areas within the district itself (Maria-von-Rudloff-Platz, walks through the neighbourhood, the central green corridor, the district park, and Geschwister-Scholl-Platz).

More than half of the respondents stated that there are areas in the district that they perceive as unpleasant and/or threatening. This reflects the population's subjective sense of security, more often cited by families with children.

What comes as a surprise is that this occurs more often in construction phase 4 than in construction phases 1-3. Equally surprising is that the first construction phase scored best.

The 330 namings refer to the following topics:

281 = 85,2%	pollution, noise
23 = 7,0%	insufficient street lighting
16 = 4,8%	danger/disruption caused by traffic
10 = 3,0%	design aspects

7. Future topics (p. 49 -57)

When asked which three topics are of special significance for the future, the following areas were mentioned with the following frequencies (a total of 1055 references):

1.	Social and cultural life	440
2.	Infrastructure	174
3.	Traffic	139
4.	Public space	138
5.	Environment/Ecology	79
6.	Structural aspects	76
7.	Other matters (noise, density, completion of district development, construction activity)	9

This strong participation is an indication of the interest and readiness of the residents to further improve their social and cultural life, which has already been interpreted as an expression of a high level of satisfaction. Focal areas were the consequences of demographic change, the social interaction of different generations, and the topic of adolescents in the district. The desire for improved shopping opportunities is another important topic. In this regard, the full range retail outlet which is currently being built, the improvement of the Riesefeldallee through completion of the buildings that have not yet been constructed, as well as the planned parking management, should bring about sustainable improvement. Only after development has been completed will it be possible to finally assess the mobility concept. Meanwhile, the administration and district can collaborate on concrete traffic topics.

8. Conclusion

The survey of the residents confirms an impression of a high level of satisfaction with the development of the new district, which has grown in population to more than 10.000 residents in just 15 years. The decision to give social and cultural development the same significance as ecological development and to act accordingly, has led to this positive result. This is acknowledged within the district and has contributed to the good relationship between policy-makers, administration and citizens. Both the voluntary involvement of many as well as the important role of local private and public institutions can be the foundation for further positive development. The mentioned points of criticism and the suggestions in regard to further improvements illustrate the wish and the readiness of the residents of the district to further expand their active role in the district's development.