

Missouri City 2016 Community Survey

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Findings
Report

Submitted to Missouri City, Texas by:

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Missouri City 2016 Community Survey Executive Summary Report

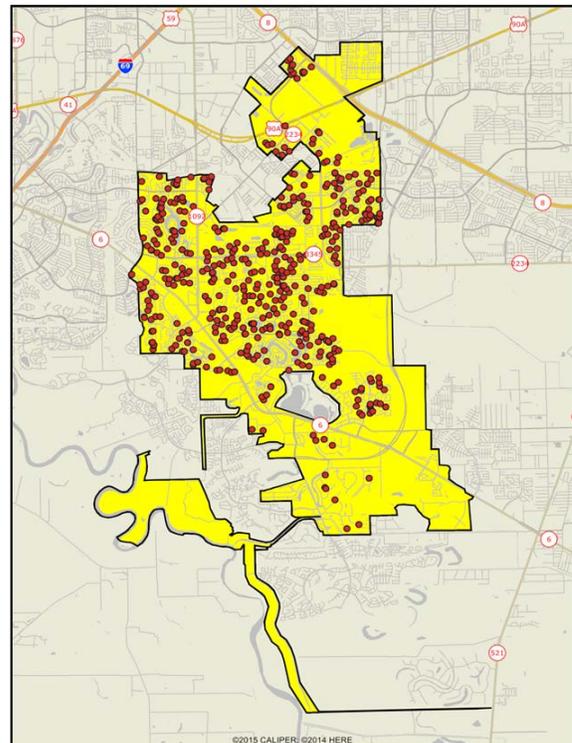
Overview and Methodology

ETC Institute administered a community survey for Missouri City during the spring of 2016. The survey was administered as part of the City's effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will be used to help the City improve existing programs and services, and help determine long-range planning and investment decisions.

Methodology. A six-page survey was mailed to a random sample of households throughout Missouri City. The mailed survey included a postage paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those that preferred to fill out the survey online. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey by mail or completed it online were given the option of completing it by phone.

The goal was to receive at least 400 completed surveys. This goal was accomplished, with a total of 514 households completing a survey. The results for the random sample of 514 households have a 95% level of confidence with a precision of at least +/- 4.3%.

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- benchmarking data that shows how the results for Missouri City compare to residents in other communities (Section 2)
- importance-satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)
- a separate appendix was created with GIS Maps showing how different areas of the community responded to particular questions

Overall Perceptions of the City

Most (90%) of the residents surveyed *who had an opinion* indicated Missouri City is an “excellent” or “good” place to live, which is significantly higher than the national average of 77%. Eighty-two percent (82%) of those surveyed *who had an opinion* indicated Missouri City is an “excellent” or “good” place to raise children, which is also significantly higher than the national average of 74%.

Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of police, fire, and ambulance service (89%), overall efforts by city government in your area to ensure community is prepared for emergencies (79%), the overall quality of parks and recreation programs and facilities (74%), and overall quality of trash and yard waste services (74%). For all 10 major categories of City services that were rated, nearly 60% of residents were “very satisfied” or “satisfied”, and less than 22% were “dissatisfied” or “very dissatisfied”.

Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with police, fire and EMS services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of fire services (86%), the quality of police protection (85%), how quickly fire services personnel respond (84%), how quickly police respond to emergencies (76%), and 9-1-1 service provided by operators (74%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the maintenance of City parks (79%), the quality of facilities at City parks (74%), and maintenance and appearance of community centers (71%).
- **Public Works Services.** The highest levels of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: condition of street signs and traffic signals (74%), condition of major streets (72%), and the cleanliness of streets and other public areas (70%).
- **Trash Services.** The highest levels of satisfaction with trash services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: residential trash collection services (78%) and curbside recycling services (72%).
- **Code Enforcement.** The highest levels of satisfaction with the code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: enforcing sign regulations (63%), enforcing exterior maintenance of residential property (61%), and enforcement of yard parking regulations in neighborhoods (60%).
- **Public Information Services.** The highest levels of satisfaction with public information services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the availability of information about city governmental services and activities (54%), and the City’s efforts to keep residents informed (54%).

Other Findings

- Eighty-seven percent (87%) of residents who had an opinion feel “very safe” or “safe” walking in their neighborhood during the day; 74% of residents who had an opinion feel safe in their community, 59% of residents who had an opinion feel safe walking on city trails and in city parks, and 54% feel safe in their neighborhood after dark.
- Seventy-eight percent (78%) of residents who had an opinion were either “very satisfied” or “satisfied” with the quality of life in their community. Sixty-eight percent (68%) of residents who had an opinion were either “very satisfied” or “satisfied” with the reputation of their community, and 67% of residents who had an opinion were either “very satisfied” or “satisfied” with the quality of City government services.
- The most frequently mentioned sources of information that residents use to get information about the City are: the local newspapers (67%), City website (43%), their homeowners association (43%), TV news channels (32%), and print brochures or flyers (32%).
- Only 28% of residents have called City with a question, problem or complaint during the past year. Of those who have called the City, 76% were either “very satisfied” or “satisfied” with the courteousness of staff, 70% were either “very satisfied” or “satisfied” with how easy the City was to contact, and 64% were either “very satisfied” or “satisfied” with the accuracy of information and assistance given.
- Ninety-six percent (96%) of residents rated the safety and security of the City as a “very important” or “somewhat important” reason for living in Missouri City. Ninety-five percent (95%) of residents rated the types of housing as a “very important” or “somewhat important” reason for living in Missouri City, 91% selected access to quality shopping and availability of retail shopping choices as a “very important” or “somewhat important” reason for living in Missouri City.
- Residents were asked to rate the top three most important City services. Law enforcement personnel, programs, and activities was the top rated by residents who selected the item as one of their top three choices. Second was fire and life safety personnel, programs, and activities, and third was the public infrastructure programs including streets and sidewalks provided by the city.

How Missouri City Compares to Other Communities Nationally

Satisfaction ratings for Missouri City **rated above the U.S. average in 32 of the 56 areas** that were assessed. Missouri City rated significantly higher than the U.S. average (difference of 5% or more) in 27 of these areas. Listed below are the comparisons between Missouri City and the U.S. average:

Service	Missouri City	US	Difference	Category
Condition of major city streets	78%	57%	21%	Maintenance
Enforcement of city codes & ordinances	65%	49%	16%	Major Categories of City Services
Maintenance of city streets, buildings, facilities	63%	47%	16%	Major Categories of City Services
Condition of sidewalks in your neighborhood	71%	56%	15%	Maintenance
Missouri City as a place to live	90%	77%	13%	Quality of Life Ratings
Overall effectiveness of city management	57%	45%	12%	Perceptions
Leadership provided by city's elected officials	56%	45%	11%	Perceptions
Effectiveness of city communication w/the public	61%	50%	11%	Major Categories of City Services
Quality of police protection	85%	74%	11%	Police
As a City moving in the right direction	72%	62%	10%	Perceptions
Overall cleanliness of streets and public areas	73%	63%	10%	Maintenance
Visibility of police in neighborhood	68%	59%	9%	Police
Customer service received from City employees	63%	54%	9%	Major Categories of City Services
Missouri City as a place to retire	72%	63%	9%	Quality of Life Ratings
Condition of streets in your neighborhood	67%	59%	8%	Maintenance
Quality of police, fire, and EMS	89%	81%	8%	Major Categories of City Services
Missouri City as a place to raise children	82%	74%	8%	Quality of Life Ratings
Police response time	76%	69%	7%	Police
Efforts to prevent crime	68%	61%	7%	Police
Enforcement of traffic laws	72%	65%	7%	Police
Enforcing exterior maint. of residential property	61%	54%	7%	Code Enforcement
City efforts to keep residents informed	54%	48%	6%	Communication
Enforcing clean-up of junk & debris	60%	54%	6%	Code Enforcement
City parks & recreation programs & facilities	74%	69%	5%	Major Categories of City Services
Reputation of Missouri City	68%	63%	5%	Perceptions
City's social media services	66%	61%	5%	Communication
Overall quality of life in Missouri City	78%	73%	5%	Quality of Life Ratings
Visibility of police in retail areas	64%	62%	2%	Police
Quality of animal control services	61%	59%	2%	Police
Police safety education programs	61%	59%	2%	Police
Availability of info about government operations	54%	52%	2%	Communication
Number of walking and biking trails	57%	56%	1%	Parks and Recreation
Flow of traffic & congestion management	57%	58%	-1%	Major Categories of City Services
Overall appearance of Missouri City	66%	67%	-1%	Perceptions
Missouri City as a place to work	59%	60%	-1%	Perceptions
Quality of trash & yard waste services	74%	76%	-2%	Major Categories of City Services
Quality of fire protection	86%	88%	-2%	Police
Overall feeling of safety	74%	76%	-2%	Feeling of Safety
Level of public involvement in decision-making	38%	41%	-3%	Communication
Fire personnel emergency response time	84%	87%	-3%	Police
Quality of city parks	74%	77%	-3%	Parks and Recreation
In your neighborhood during the day	87%	91%	-4%	Feeling of Safety
Quality of residential curbside recycling services	72%	77%	-5%	Utilities
Quality of the City's website	53%	59%	-6%	Communication
Quality of residential garbage collection	78%	84%	-6%	Utilities
Yard waste collection service	67%	73%	-6%	Utilities
In City parks	59%	65%	-6%	Feeling of Safety
Bulky item pick-up/removal	60%	66%	-6%	Utilities
Quality of fire safety education programs	63%	70%	-7%	Police
Number of city parks	64%	71%	-7%	Parks and Recreation
Quality of adult sports programs	43%	50%	-7%	Parks and Recreation
Adequacy of city street lighting	57%	64%	-7%	Maintenance
Quality of outdoor athletic fields	58%	67%	-9%	Parks and Recreation
Quality of youth sports programs	50%	62%	-12%	Parks and Recreation
Missouri City as a place to visit	55%	67%	-12%	Quality of Life Ratings
In your neighborhood at night	54%	67%	-13%	Feeling of Safety

How Missouri City Compares to Other Communities Regionally

Satisfaction ratings for Missouri City rated above the Southwest regional average in 32 of the 56 areas that were assessed. Missouri City rated significantly higher than the Southeast regional average (difference of 5% or more) in 19 of these areas. Listed below are the comparisons between Missouri City and the Southwest regional average:

Service	Missouri City	Southwest	Difference	Category
Condition of major city streets	78%	56%	22%	Maintenance
Maintenance of city streets, buildings, facilities	63%	42%	21%	Major Categories of City Services
Effectiveness of city communication w/the public	61%	44%	17%	Major Categories of City Services
Enforcement of city codes & ordinances	65%	50%	15%	Major Categories of City Services
Condition of sidewalks in your neighborhood	71%	58%	13%	Maintenance
Visibility of police in neighborhood	68%	56%	12%	Police
Missouri City as a place to live	90%	78%	12%	Quality of Life Ratings
Number of walking and biking trails	57%	45%	12%	Parks and Recreation
Quality of police protection	85%	75%	10%	Police
Leadership provided by city's elected officials	56%	48%	8%	Perceptions
Customer service received from City employees	63%	55%	8%	Major Categories of City Services
Overall effectiveness of city management	57%	49%	8%	Perceptions
Enforcing exterior maint. of residential property	61%	53%	8%	Code Enforcement
Quality of police, fire, and EMS	89%	82%	7%	Major Categories of City Services
Police response time	76%	69%	7%	Police
City's social media services	66%	59%	7%	Communication
Overall cleanliness of streets and public areas	73%	66%	7%	Maintenance
Visibility of police in retail areas	64%	58%	6%	Police
City efforts to keep residents informed	54%	49%	5%	Communication
Efforts to prevent crime	68%	64%	4%	Police
Enforcing clean-up of junk & debris	60%	56%	4%	Code Enforcement
City parks & recreation programs & facilities	74%	71%	3%	Major Categories of City Services
Enforcement of traffic laws	72%	69%	3%	Police
As a City moving in the right direction	72%	70%	2%	Perceptions
Overall appearance of Missouri City	66%	64%	2%	Perceptions
Condition of streets in your neighborhood	67%	65%	2%	Maintenance
Overall quality of life in Missouri City	78%	76%	2%	Quality of Life Ratings
Missouri City as a place to raise children	82%	80%	2%	Quality of Life Ratings
Quality of youth sports programs	50%	49%	1%	Parks and Recreation
Quality of adult sports programs	43%	42%	1%	Parks and Recreation
Availability of info about government operations	54%	53%	1%	Communication
Flow of traffic & congestion management	57%	56%	1%	Major Categories of City Services
Police safety education programs	61%	61%	0%	Police
Missouri City as a place to retire	72%	72%	0%	Quality of Life Ratings
Quality of trash & yard waste services	74%	75%	-1%	Major Categories of City Services
Quality of animal control services	61%	62%	-1%	Police
In your neighborhood during the day	87%	88%	-1%	Feeling of Safety
Overall feeling of safety	74%	75%	-1%	Feeling of Safety
Reputation of Missouri City	68%	70%	-2%	Perceptions
Quality of fire protection	86%	89%	-3%	Police
Quality of the City's website	53%	56%	-3%	Communication
Yard waste collection service	67%	71%	-4%	Utilities
Level of public involvement in decision-making	38%	42%	-4%	Communication
In City parks	59%	63%	-4%	Feeling of Safety
Quality of residential curbside recycling services	72%	76%	-4%	Utilities
Number of city parks	64%	69%	-5%	Parks and Recreation
Missouri City as a place to work	59%	64%	-5%	Perceptions
Fire personnel emergency response time	84%	89%	-5%	Police
Quality of residential garbage collection	78%	84%	-6%	Utilities
Quality of outdoor athletic fields	58%	64%	-6%	Parks and Recreation
Quality of city parks	74%	83%	-9%	Parks and Recreation
Quality of fire safety education programs	63%	73%	-10%	Police
In your neighborhood at night	54%	64%	-10%	Feeling of Safety
Bulky item pick-up/removal	60%	70%	-10%	Utilities
Missouri City as a place to visit	55%	68%	-13%	Quality of Life Ratings
Adequacy of city street lighting	57%	73%	-16%	Maintenance

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

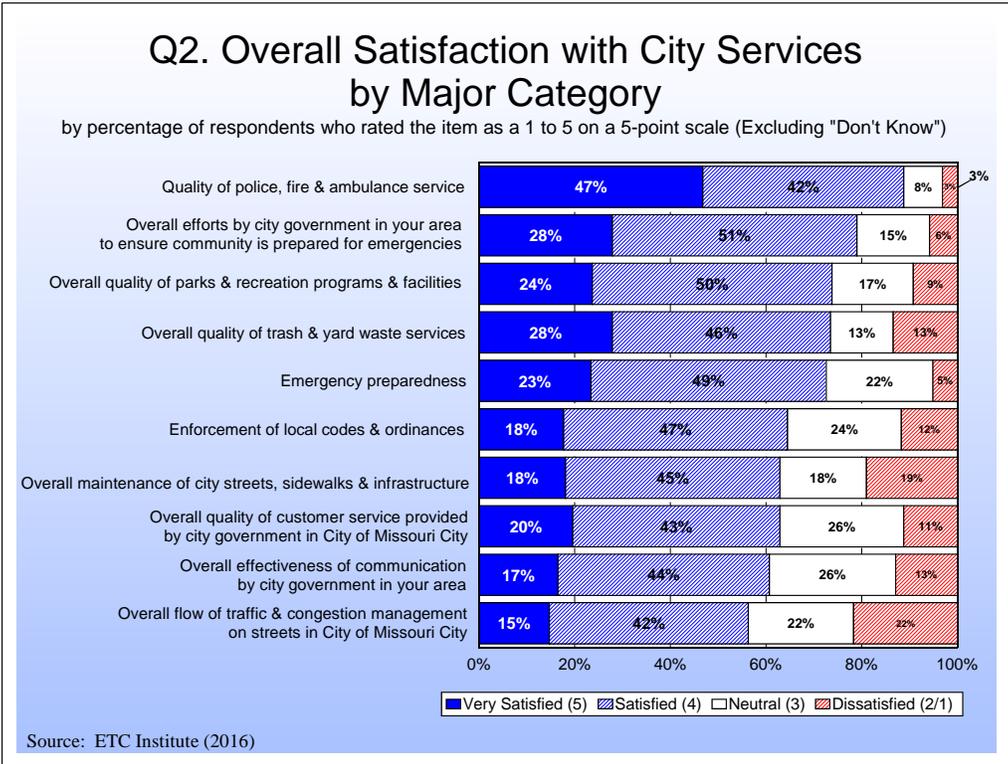
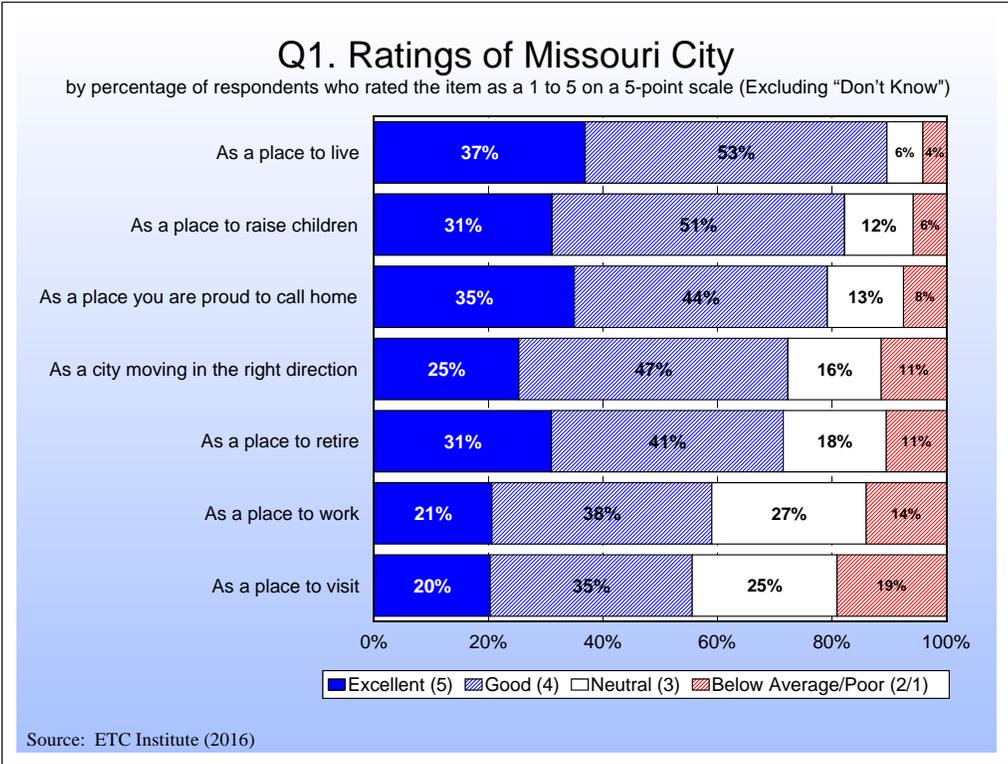
Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City’s overall satisfaction rating are listed below:

- Overall flow of traffic and congestion management on streets (IS Rating=0. 1827)
- Overall maintenance of streets (IS Rating=0. 1807)

The table below shows the importance-satisfaction rating for all 10 major categories of City services that were rated.

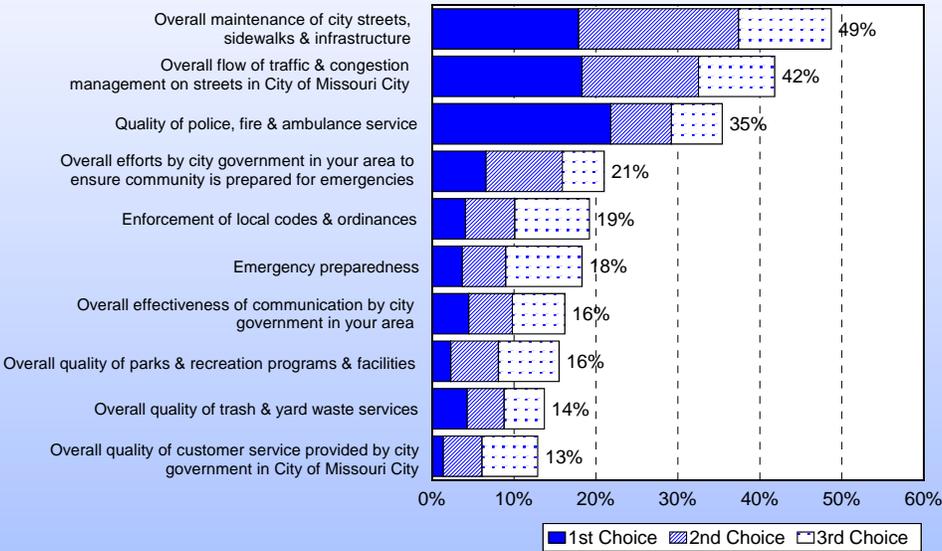
2016 Importance-Satisfaction Rating Missouri City Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall flow of traffic & congestion management on streets in City of Missouri City	42%	2	56%	10	0.1827	1
Overall maintenance of city streets, sidewalks & infrastructure	49%	1	63%	7	0.1807	2
Medium Priority (IS <.10)						
Enforcement of local codes & ordinances	19%	5	65%	6	0.0682	3
Overall effectiveness of communication by city government in your area	16%	7	61%	9	0.0637	4
Emergency preparedness	18%	6	73%	5	0.0501	5
Overall quality of customer service provided by city government in City of Missouri City	13%	10	63%	8	0.0479	6
Overall efforts by city government in your area to ensure community is prepared for emergencies	21%	4	79%	2	0.0441	7
Overall quality of parks & recreation programs & facilities	16%	8	74%	3	0.0406	8
Quality of police, fire & ambulance service	35%	3	89%	1	0.0396	9
Overall quality of trash & yard waste services	14%	9	74%	4	0.0363	10

Section 1:
Charts and Graphs



Q3. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

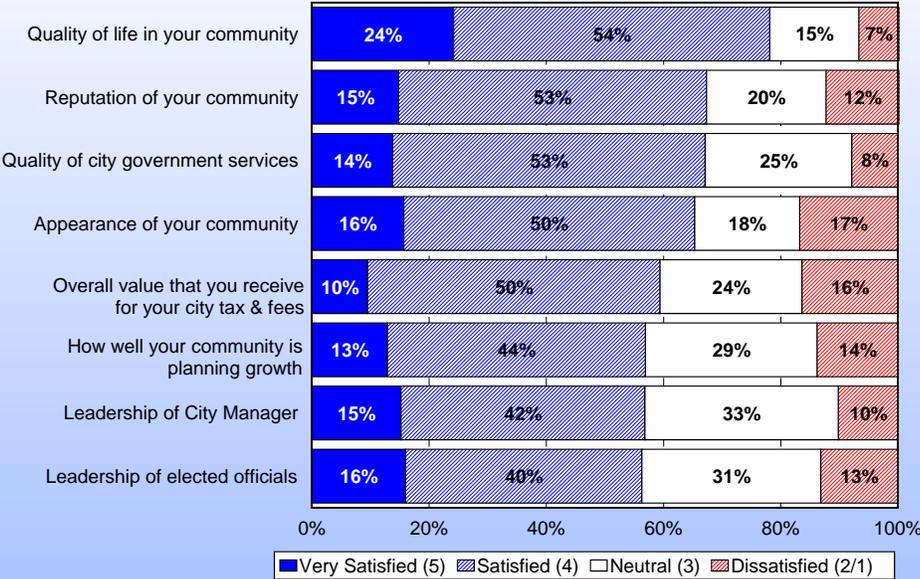
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q4. Satisfaction with Items That Influence Perceptions of the City

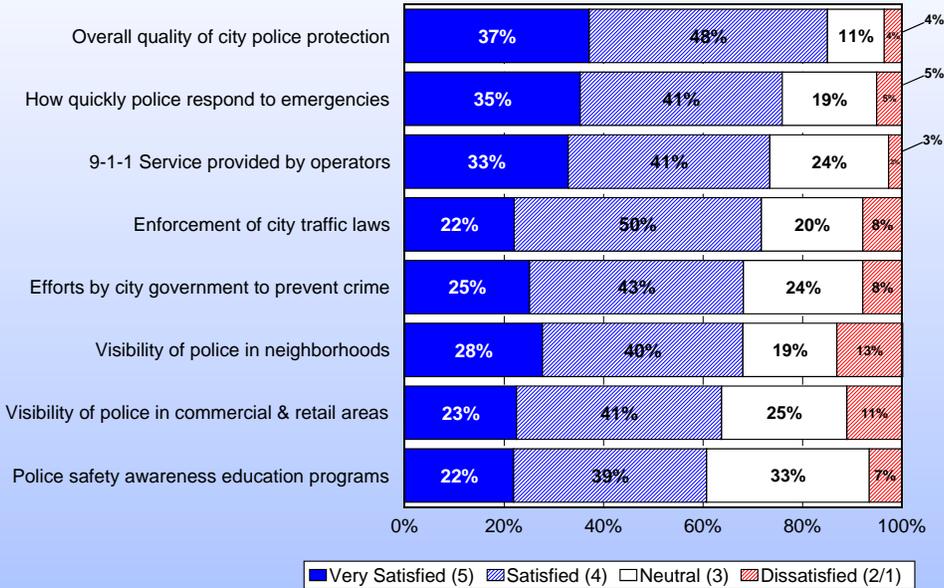
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2016)

Q5. Satisfaction with Police Services

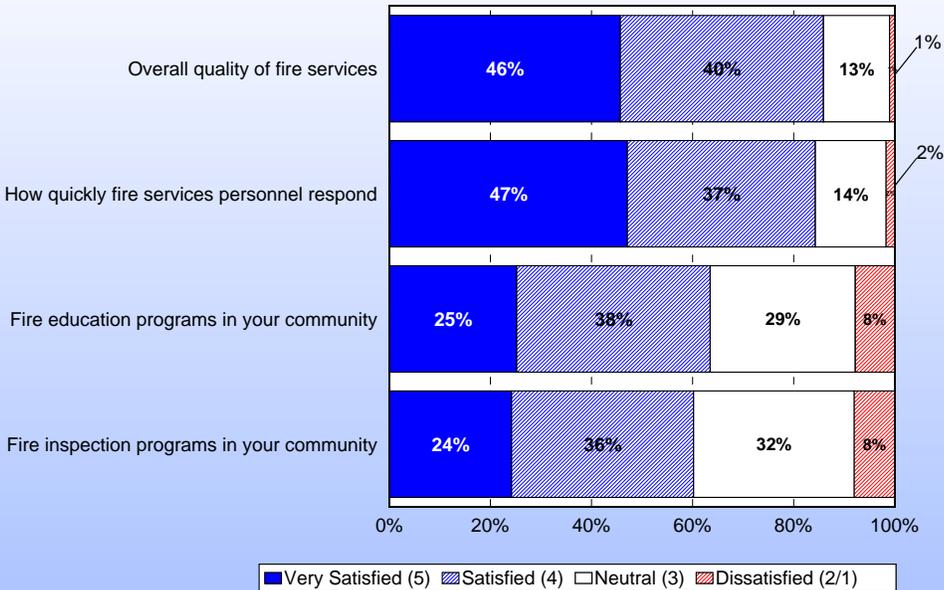
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2016)

Q6. Satisfaction with Fire/EMS Services

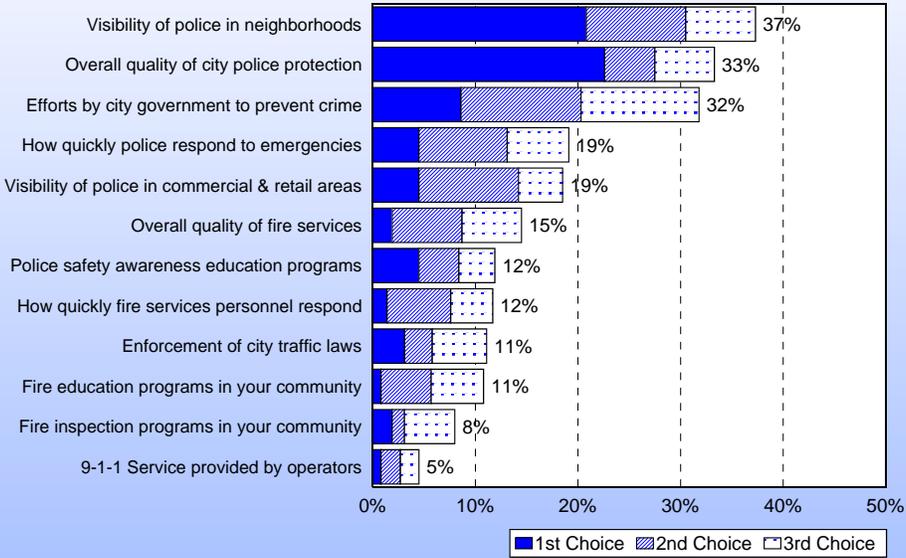
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2016)

Q7. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

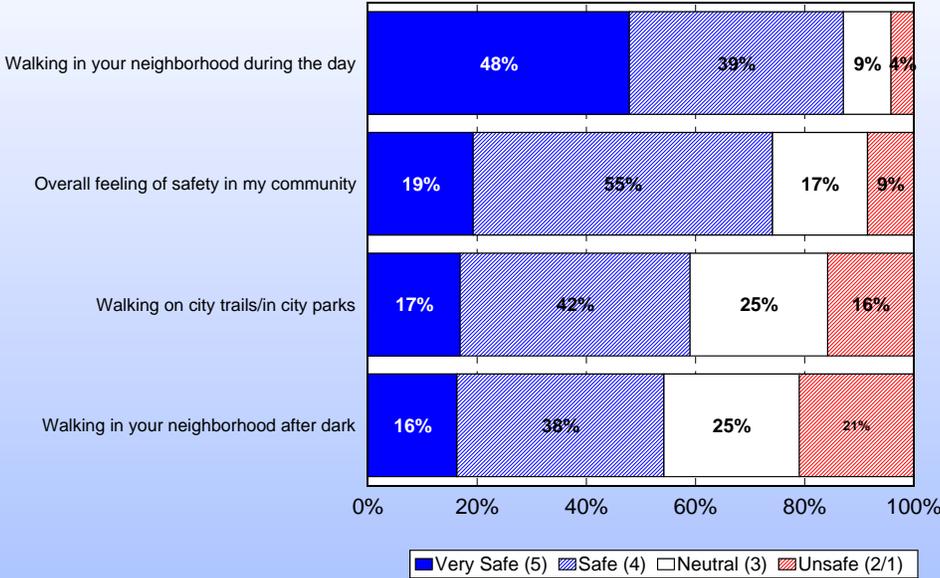
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q8. Level of Safety Residents Feel in Various Situations

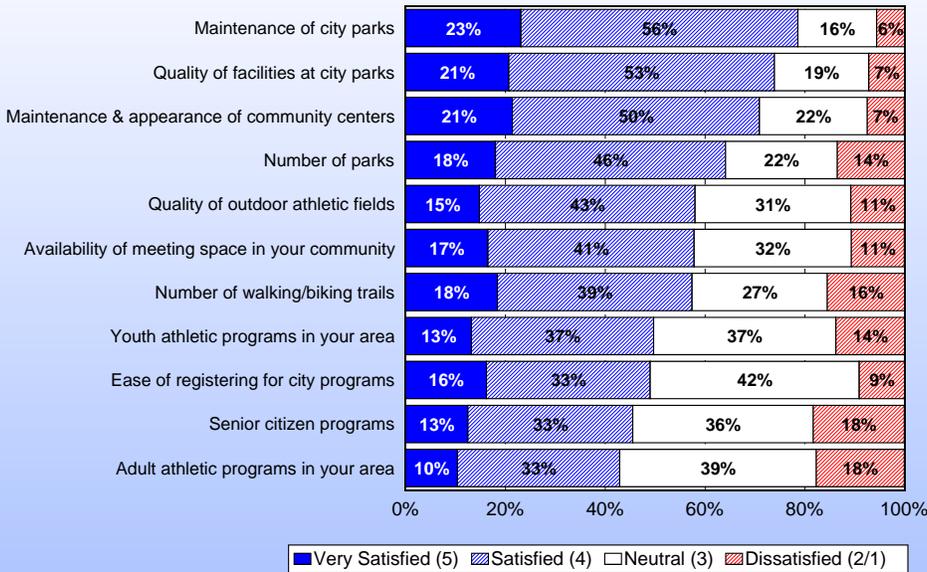
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2016)

Q9. Satisfaction with Parks and Recreation

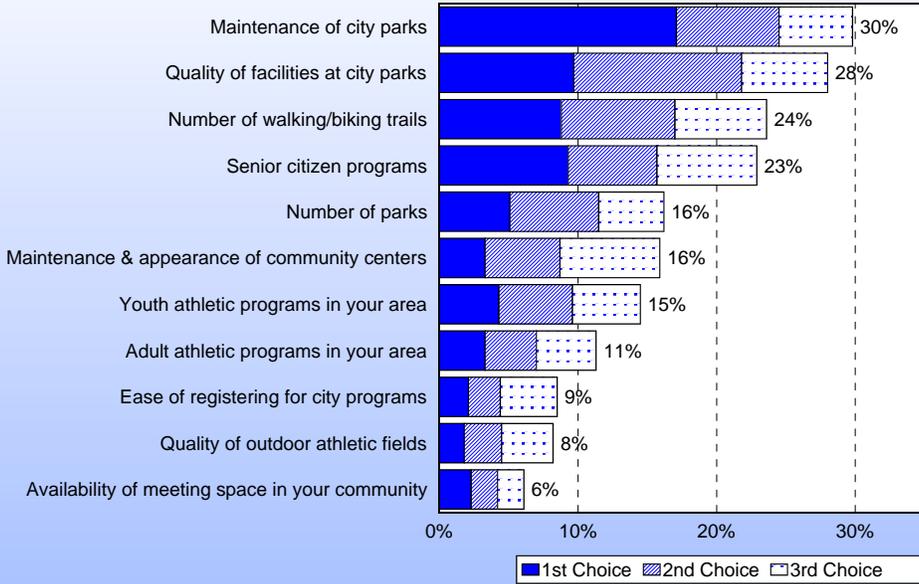
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2016)

Q10. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

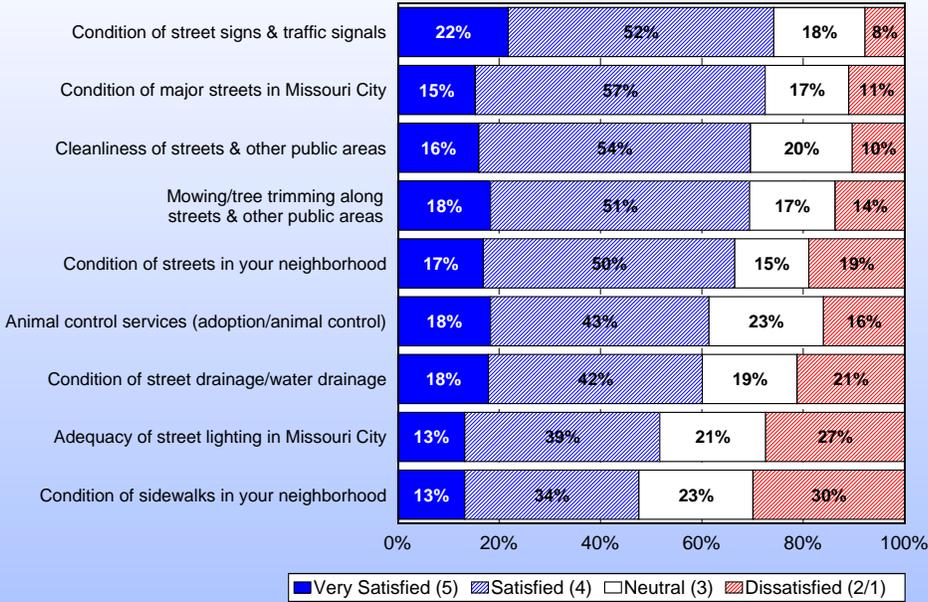
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q11. Satisfaction with Public Works Services

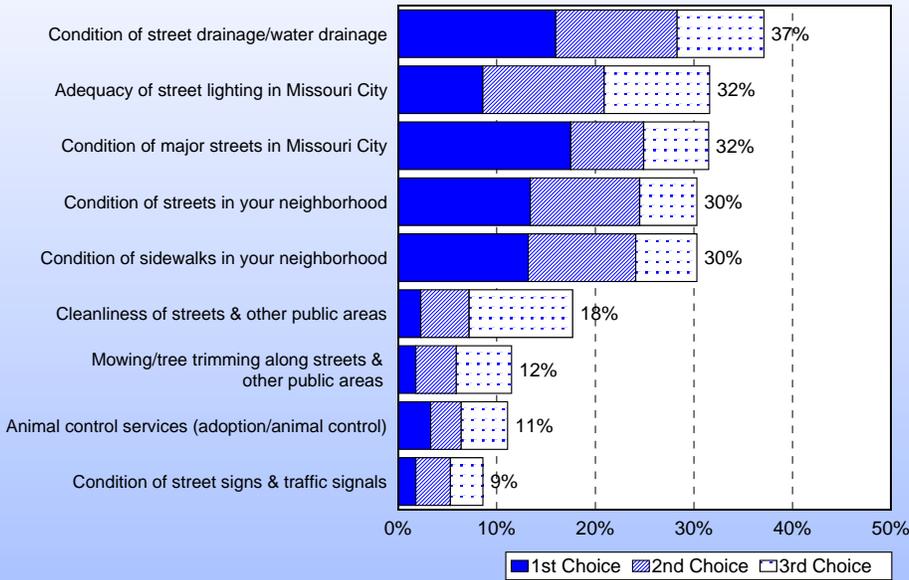
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



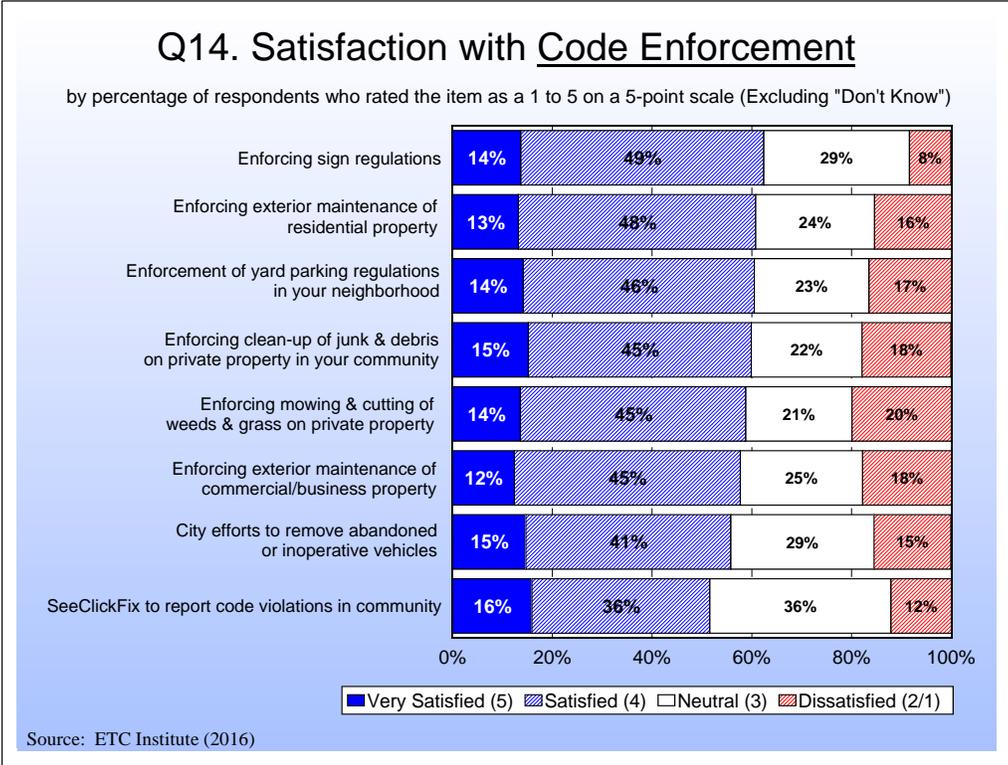
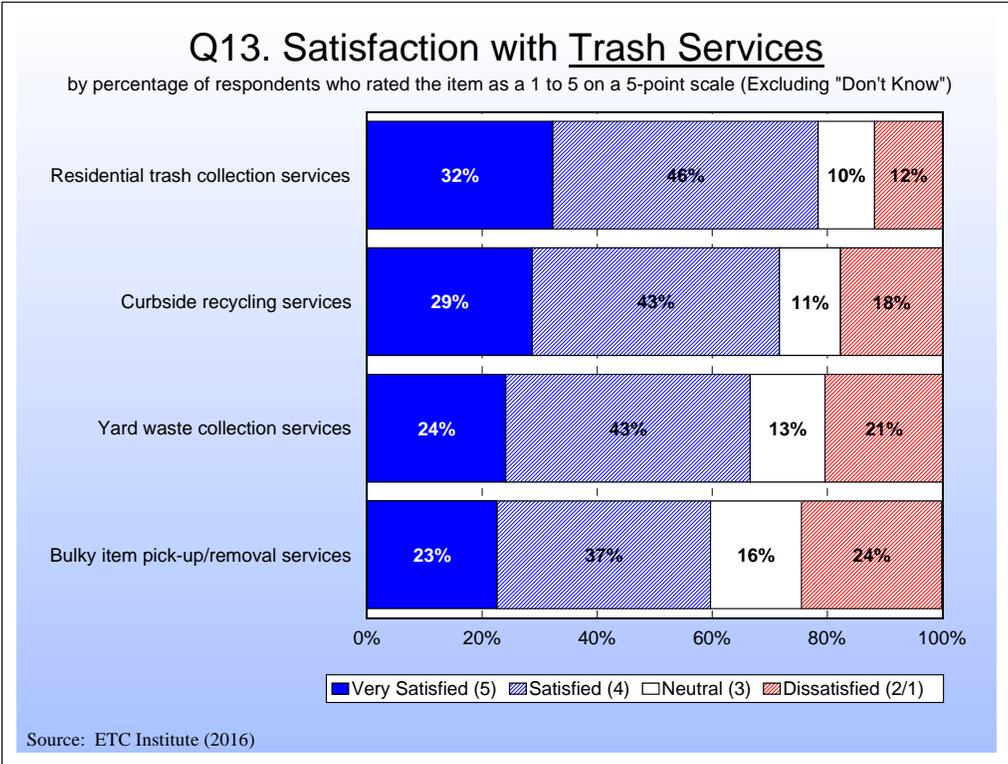
Source: ETC Institute (2016)

Q12. Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

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

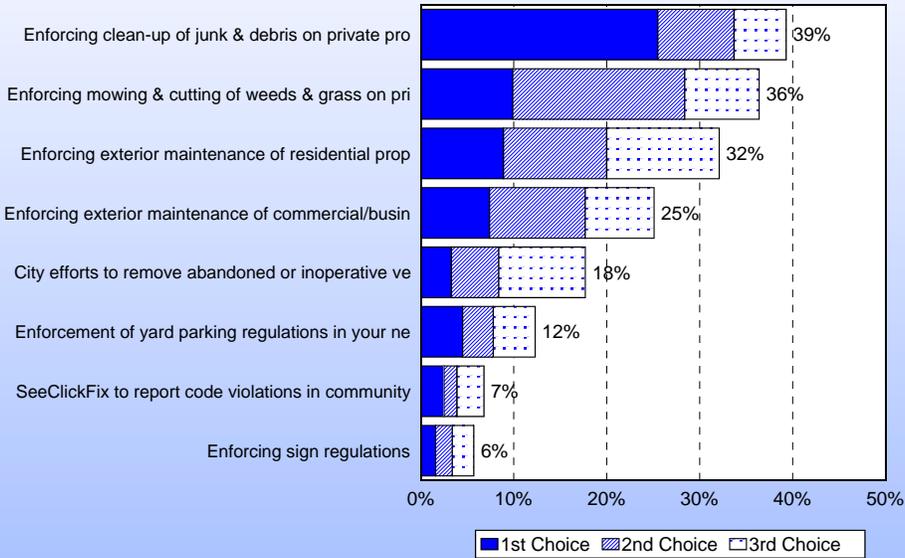


Source: ETC Institute (2016)



Q15. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

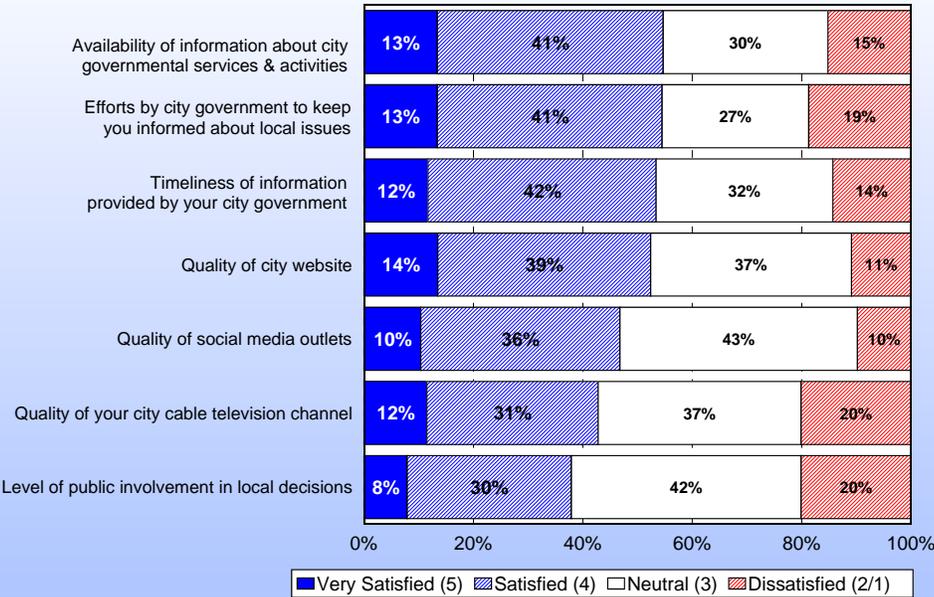
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q16. Satisfaction with Public Information Services

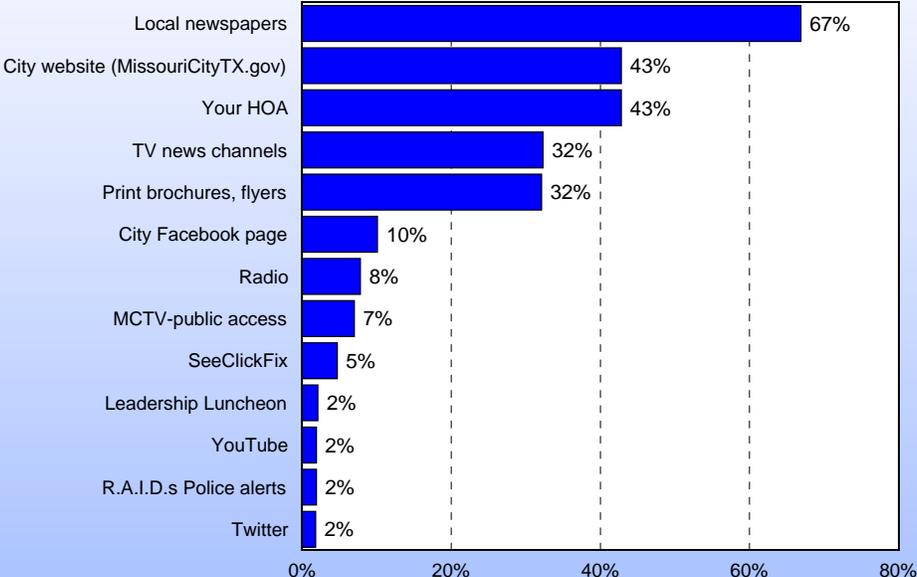
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2016)

Q17. Sources From Which Respondents Currently Get Information About the City

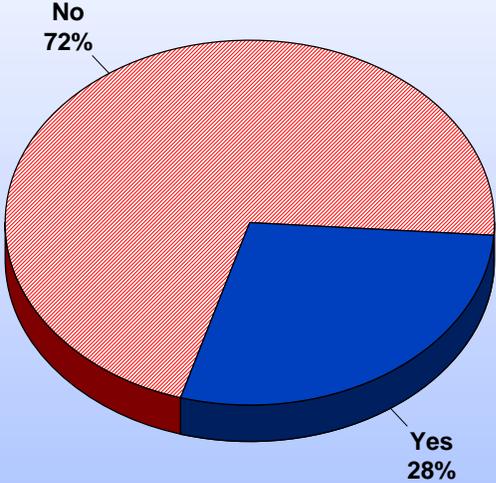
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2016)

Q18. Have you called your city government with a question, problem, or complaint during the past year?

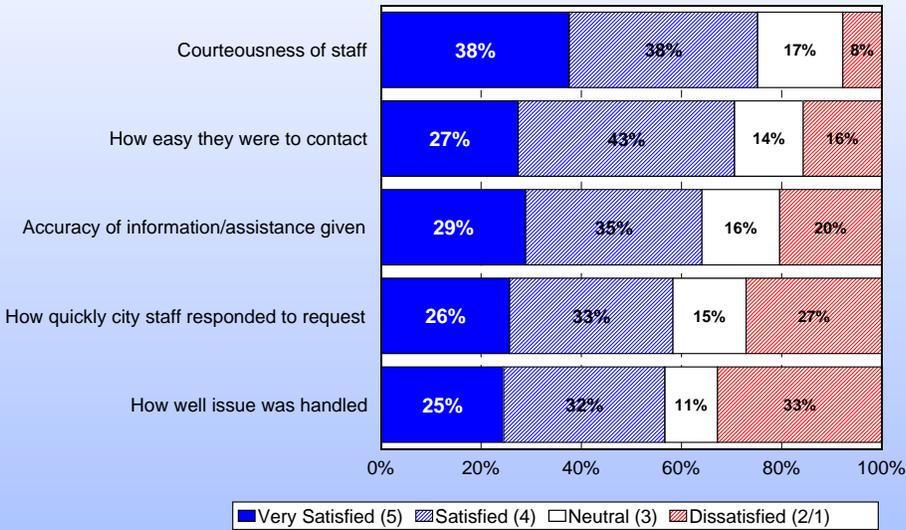
by percentage of respondents



Source: ETC Institute (2016)

Q18a. Satisfaction with Interaction with City Employees

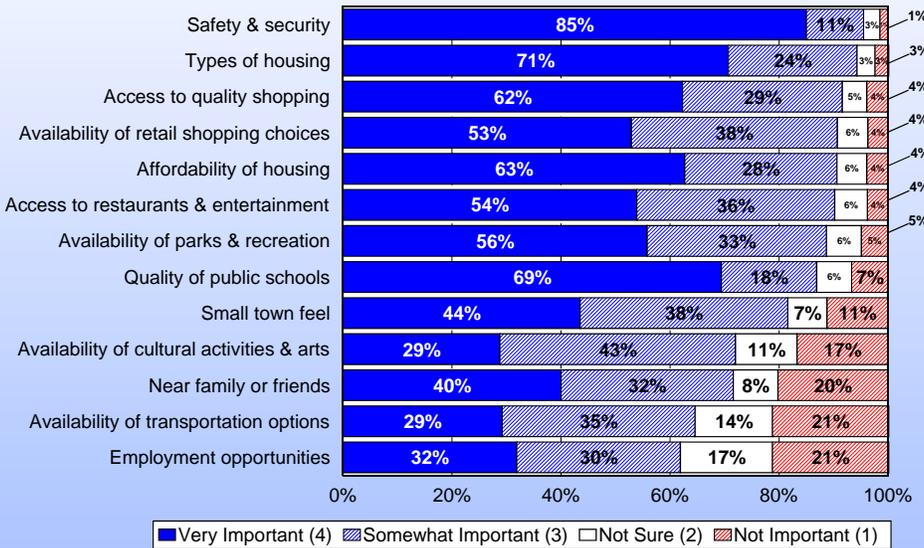
by percentage of respondents who contact the City in the past year and rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2016)

Q19. Importance of Various Reasons for Living in Missouri City

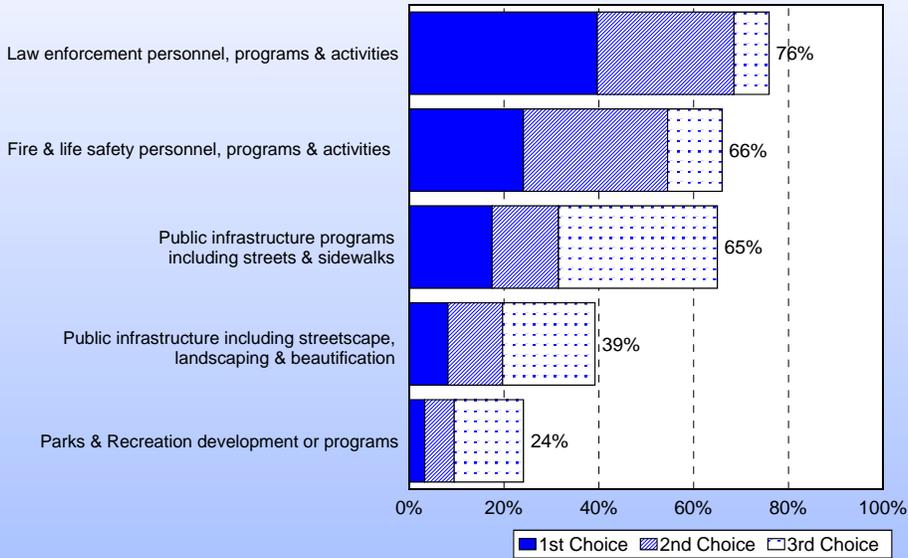
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute (2016)

Q23. Which of the Following Services are Most Important

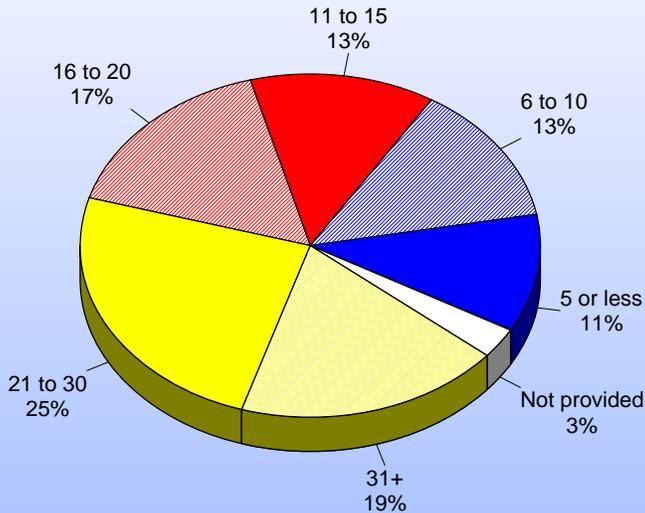
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q25. Demographics: Approximately how many years have you lived in Missouri City?

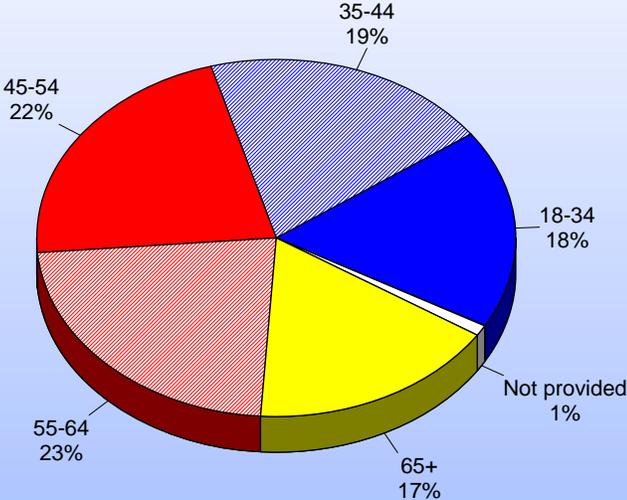
by percentage of respondents



Source: ETC Institute (2016)

Q26. Demographics: What is your age?

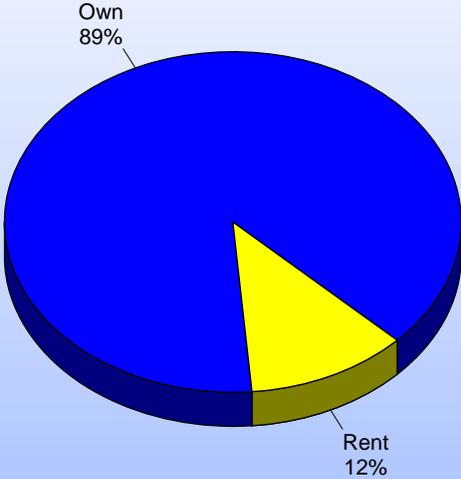
by percentage of respondents



Source: ETC Institute (2016)

Q27. Demographics: Do you own or rent your current residence?

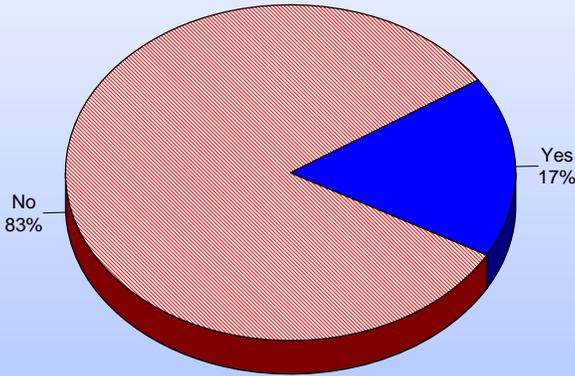
by percentage of respondents



Source: ETC Institute (2016)

Q28. Demographics: Are you or other members of your household of Hispanic or Latino ancestry?

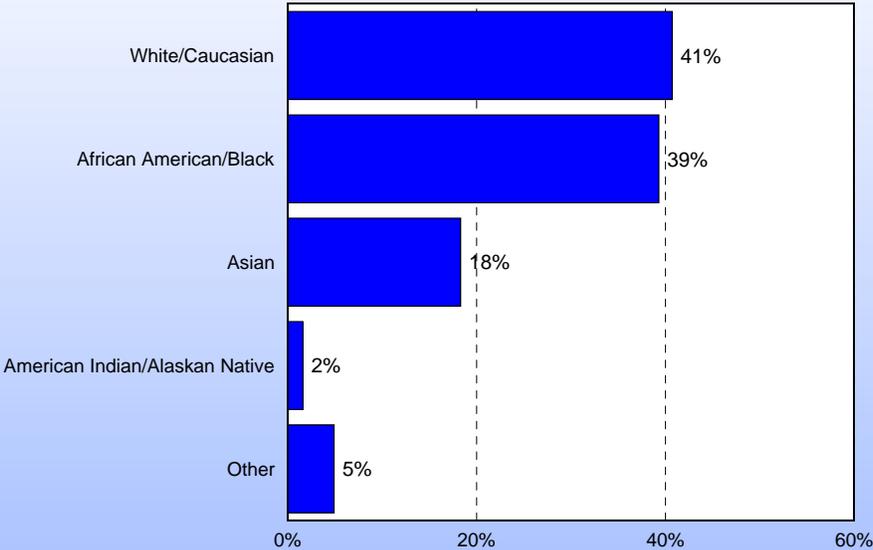
by percentage of respondents



Source: ETC Institute (2016)

Q29. Demographics: Which of the following best describes your race?

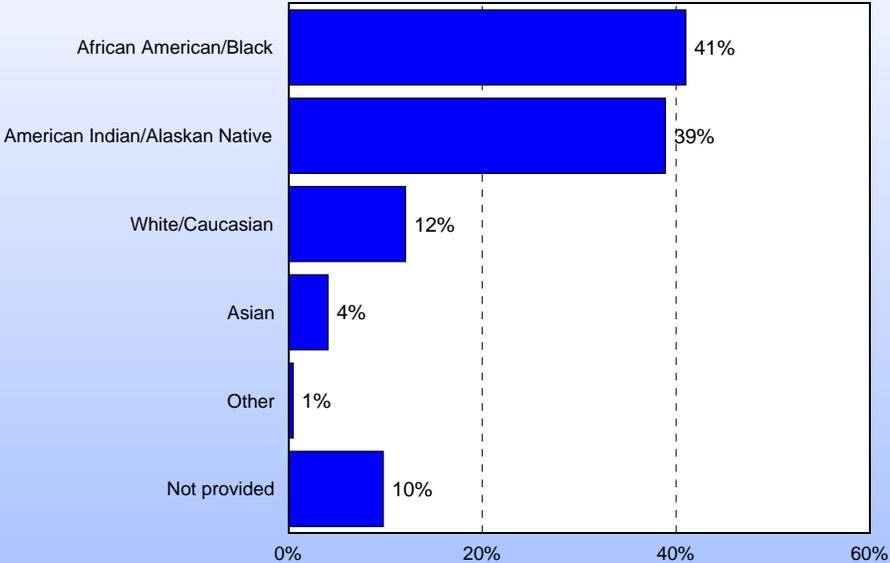
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Demographics: Race and Ethnicity

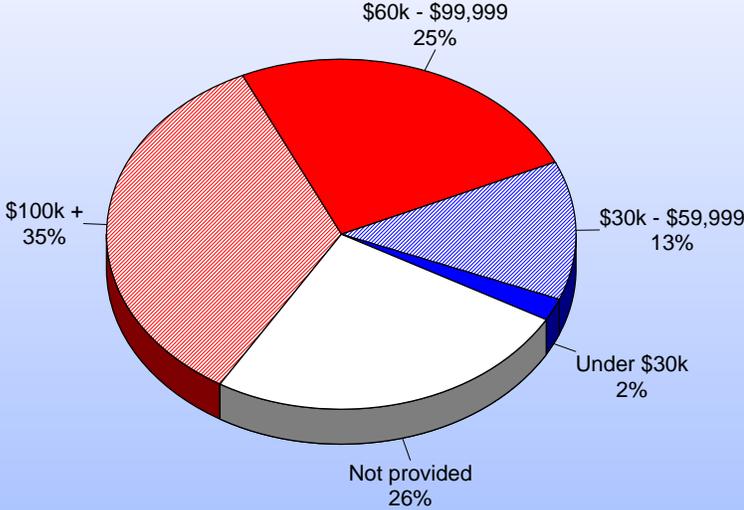
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q30. Demographics: Which of the following best describes your household income?

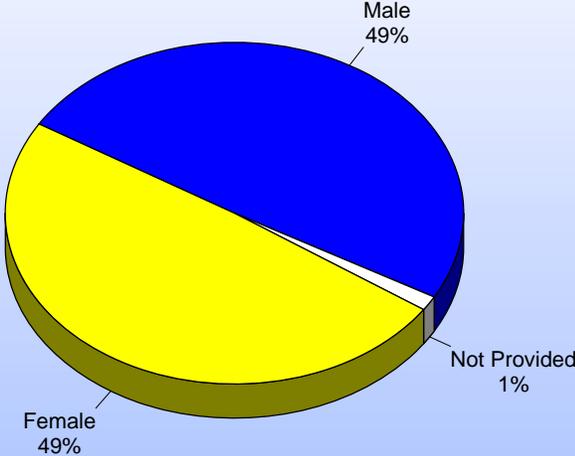
by percentage of respondents



Source: ETC Institute (2016)

Q31. Demographics: Gender

by percentage of respondents



Source: ETC Institute (2016)

Section 2:
Benchmarking Analysis

Benchmarking Summary Report

Missouri City, Texas

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the fall of 2014 to a random sample of more than 4,000 residents across the United States, (2) a regional survey administered to over 450 residents living in the Southwest Region of the United States during the fall of 2014. The Southwest includes residents living in the following states: Texas, Oklahoma, Arizona, and New Mexico.

Overview

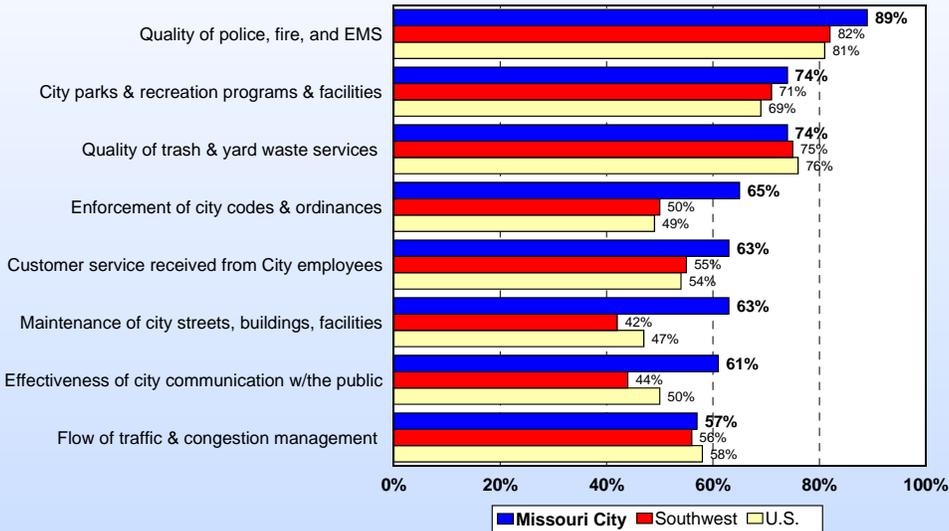
The charts on the following pages show how the overall results for Missouri City compare to the United States national and regional averages based on the results of the 2014 survey that was administered by ETC institute to a random sample of over 4,000 residents across the United States, and the regional survey administered to over 450 residents living in the Southwest Region of the United States. Missouri City's results are shown in blue, the Southwest Region averages are shown in red, and the National averages are shown in yellow.

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Missouri City, Texas is not authorized without written consent from ETC Institute.

Overall Satisfaction with Major City Services Missouri City vs. Southwest vs. the U.S

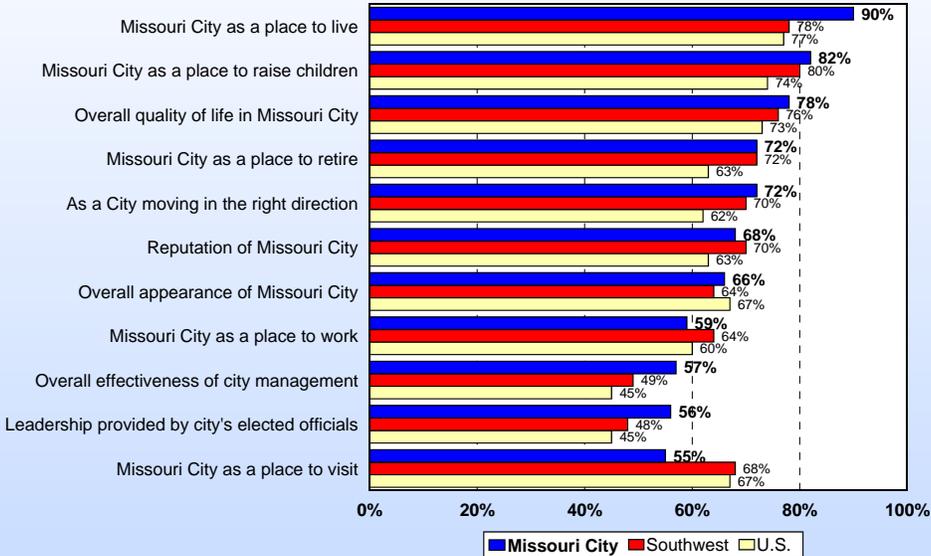
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2016 ETC Institute

Satisfaction with Perceptions of the City Missouri City vs. Southwest vs. the U.S

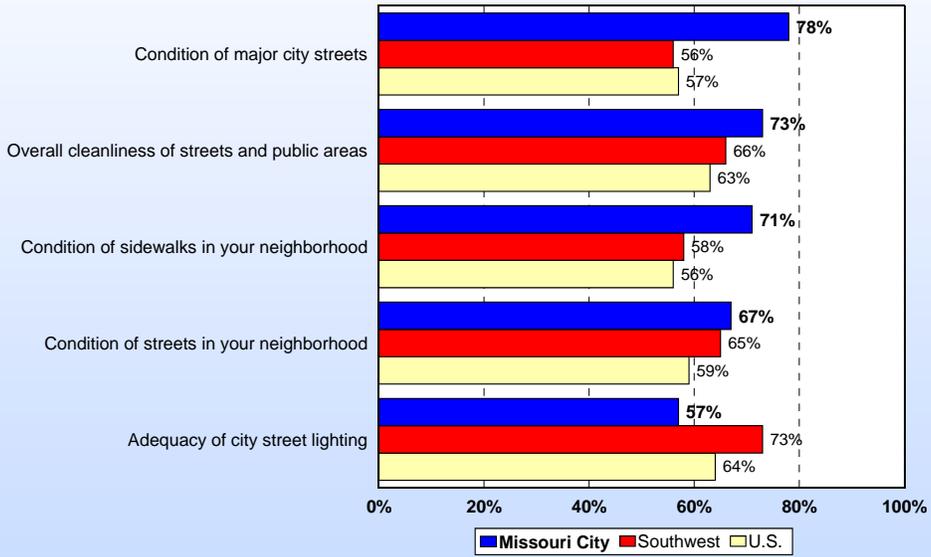
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2016 ETC Institute

Satisfaction with Maintenance Services Missouri City vs. Southwest vs. the U.S

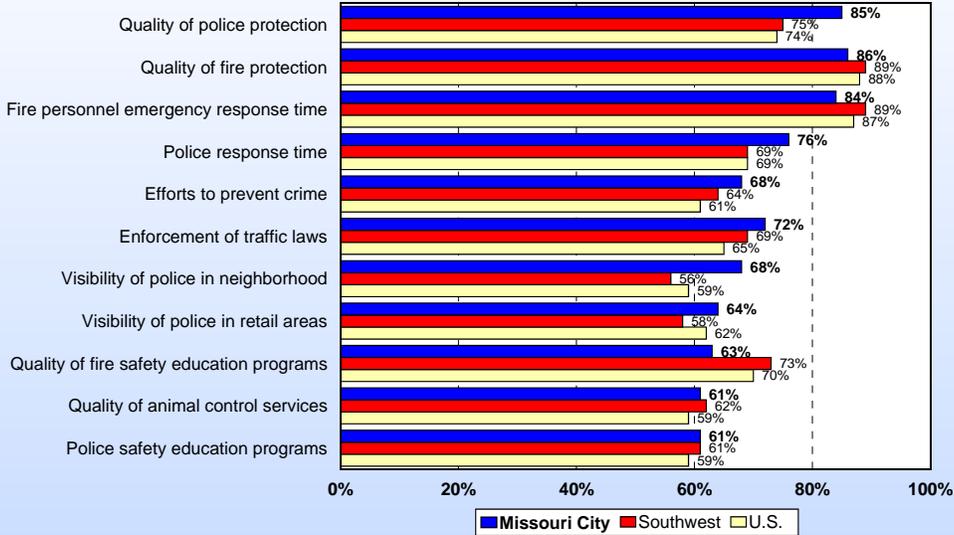
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2016 ETC Institute

Satisfaction with Police, Fire and Emergency Services Missouri City vs. Southwest vs. the U.S

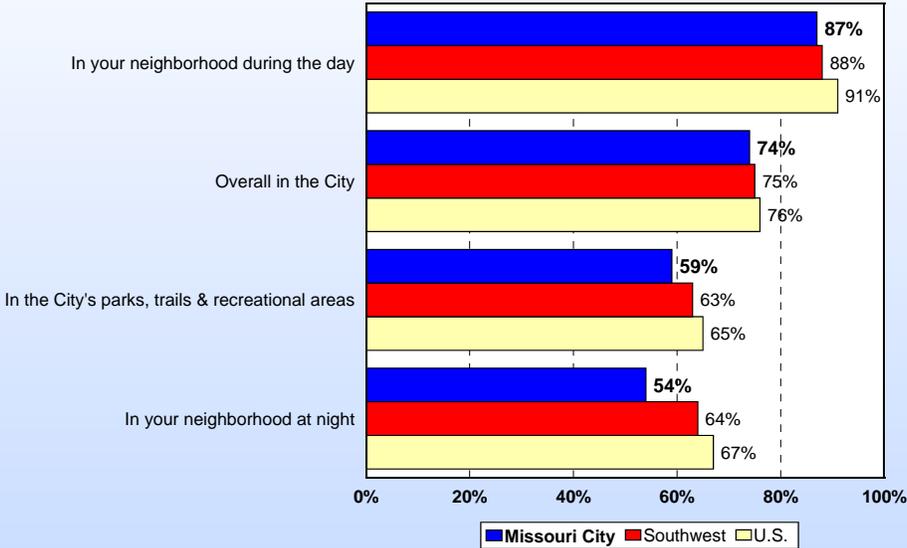
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2016 ETC Institute

How Safe Residents Feel in Their Community Missouri City vs. Southwest vs. the U.S

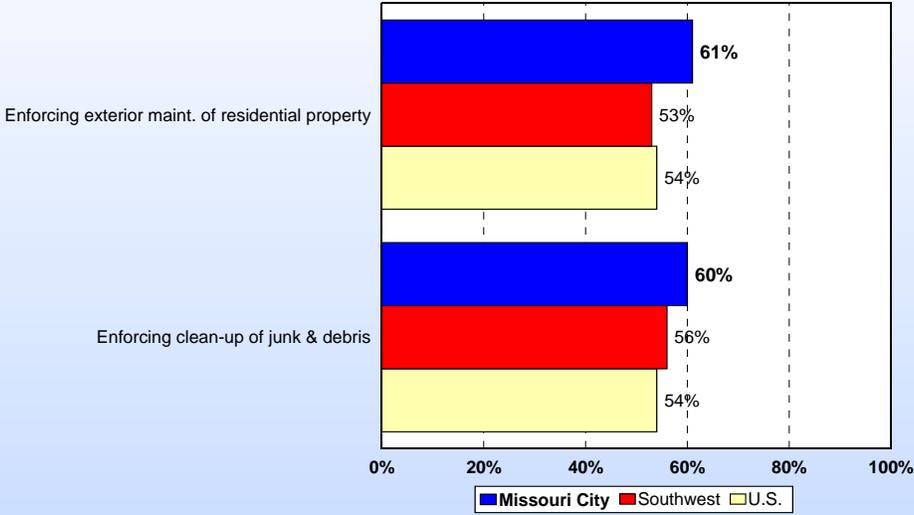
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (Excluding "Don't Know")



Source: 2016 ETC Institute

Satisfaction with Code Enforcement Missouri City vs. Southwest vs. the U.S

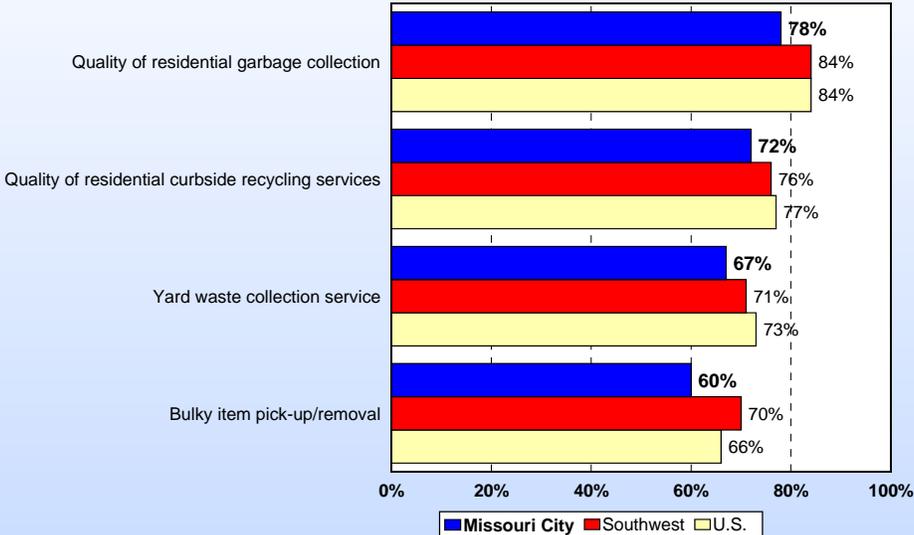
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2016 ETC Institute

Satisfaction with Utility Services Missouri City vs. Southwest vs. the U.S

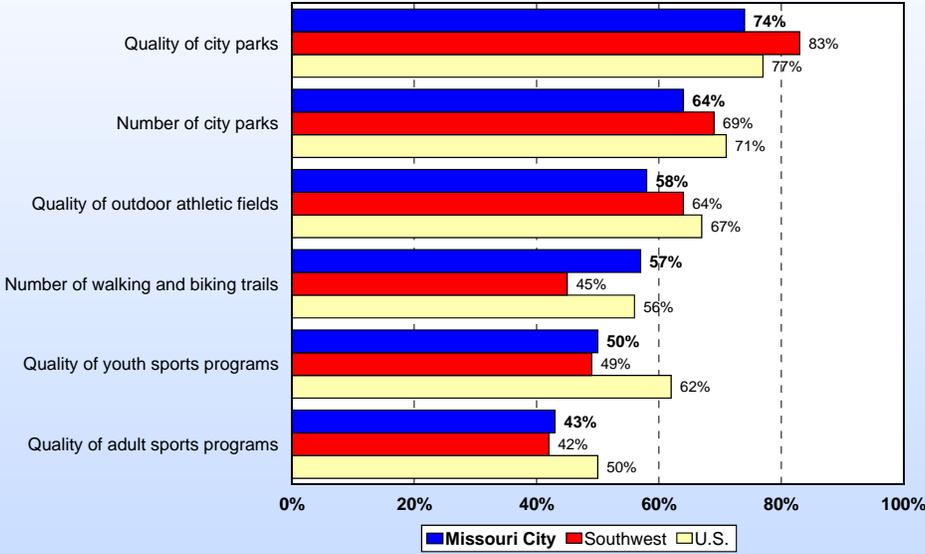
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2016 ETC Institute

Satisfaction with Parks and Recreation Services Missouri City vs. Southwest vs. the U.S

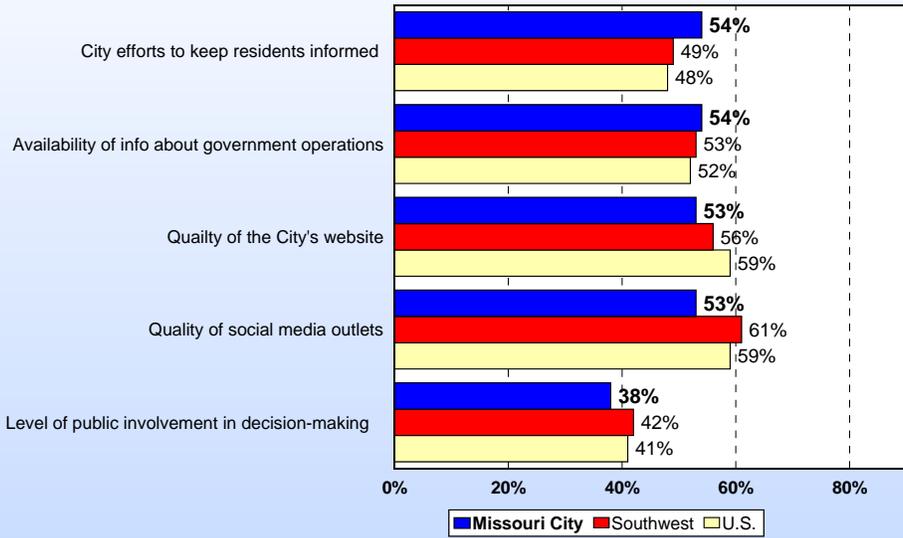
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2016 ETC Institute

Overall Satisfaction with Communication Missouri City vs. Southwest vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2016 ETC Institute

Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Missouri City, Texas

Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Overview

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Forty-two percent (42%) of respondents selected *overall flow of traffic and congestion management on streets* as one of the most important services for the City to provide.

With regard to satisfaction, 56% of respondents surveyed rated the City's overall performance in the *overall flow of traffic and congestion management on streets* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *overall flow of traffic and congestion management on streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 42% was multiplied by 44% (1-0.56). This calculation yielded an I-S rating of 0.1827 which ranked first out of 10 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for Missouri City are provided on the following pages.

2016 Importance-Satisfaction Rating

Missouri City

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall flow of traffic & congestion management on streets in City of Missouri City	42%	2	56%	10	0.1827	1
Overall maintenance of city streets, sidewalks & infrastructure	49%	1	63%	7	0.1807	2
Medium Priority (IS <.10)						
Enforcement of local codes & ordinances	19%	5	65%	6	0.0682	3
Overall effectiveness of communication by city government in your area	16%	7	61%	9	0.0637	4
Emergency preparedness	18%	6	73%	5	0.0501	5
Overall quality of customer service provided by city government in City of Missouri City	13%	10	63%	8	0.0479	6
Overall efforts by city government in your area to ensure community is prepared for emergencies	21%	4	79%	2	0.0441	7
Overall quality of parks & recreation programs & facilities	16%	8	74%	3	0.0406	8
Quality of police, fire & ambulance service	35%	3	89%	1	0.0396	9
Overall quality of trash & yard waste services	14%	9	74%	4	0.0363	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being Very Satisfied and "4" being Very Dissatisfied.

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2016 Importance-Satisfaction Rating

Missouri City

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Visibility of police in neighborhoods	37%	1	68%	8	0.1194	1
Efforts by city government to prevent crime	32%	3	68%	7	0.1014	2
Medium Priority (IS <.10)						
Visibility of police in commercial & retail areas	19%	5	64%	9	0.0672	3
Overall quality of city police protection	33%	2	85%	2	0.0500	4
Police safety awareness education programs	12%	7	61%	11	0.0468	5
How quickly police respond to emergencies	19%	4	76%	4	0.0460	6
Fire education programs in your community	11%	10	64%	10	0.0394	7
Fire inspection programs in your community	8%	11	60%	12	0.0318	8
Enforcement of city traffic laws	11%	9	72%	6	0.0314	9
Overall quality of fire services	15%	6	86%	1	0.0204	10
How quickly fire services personnel respond	12%	8	84%	3	0.0184	11
9-1-1 Service provided by operators	5%	12	73%	5	0.0120	12

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being Very Satisfied and "4" being Very Dissatisfied.

2016 Importance-Satisfaction Rating

Missouri City

Park and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Senior citizen programs	23%	4	46%	10	0.1248	1
Number of walking/biking trails	24%	3	57%	7	0.1005	2
Medium Priority (IS <.10)						
Quality of facilities at city parks	28%	2	74%	2	0.0731	3
Youth athletic programs in your area	15%	7	50%	8	0.0729	4
Adult athletic programs in your area	11%	8	43%	11	0.0645	5
Maintenance of city parks	30%	1	79%	1	0.0638	6
Number of parks	16%	5	64%	4	0.0582	7
Maintenance & appearance of community centers	16%	6	71%	3	0.0463	8
Ease of registering for city programs	9%	9	49%	9	0.0434	9
Quality of outdoor athletic fields	8%	10	58%	5	0.0344	10
Availability of meeting space in your community	6%	11	58%	6	0.0257	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being Very Satisfied and "4" being Very Dissatisfied.

2016 Importance-Satisfaction Rating

Missouri City

Public Works Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Condition of sidewalks in your neighborhood	30%	4	48%	9	0.1588	1
Adequacy of street lighting in Missouri City	32%	2	52%	8	0.1526	2
Condition of street drainage/water drainage	37%	1	60%	7	0.1480	3
Condition of streets in your neighborhood	30%	5	67%	5	0.1015	4
Medium Priority (IS <.10)						
Condition of major streets in Missouri City	32%	3	73%	2	0.0866	5
Cleanliness of streets & other public areas	18%	6	70%	3	0.0538	6
Animal control services (adoption/animal control)	11%	8	61%	6	0.0428	7
Mowing/tree trimming along streets & other public areas	12%	7	69%	4	0.0352	8
Condition of street signs & traffic signals	9%	9	74%	1	0.0222	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being Very Satisfied and "4" being Very Dissatisfied.

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2016 Importance-Satisfaction Rating

Missouri City

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcing clean-up of junk & debris on private property in your community	39%	1	60%	4	0.1576	1
Enforcing mowing & cutting of weeds & grass on private property	36%	2	59%	5	0.1500	2
Enforcing exterior maintenance of residential property	32%	3	61%	2	0.1258	3
Enforcing exterior maintenance of commercial/business property	25%	4	58%	6	0.1062	4
Medium Priority (IS <.10)						
City efforts to remove abandoned or inoperative vehicles	18%	5	56%	7	0.0782	5
Enforcement of yard parking regulations in your neighborhood	12%	6	61%	3	0.0486	6
SeeClickFix to report code violations in community or neighborhood	7%	7	52%	8	0.0329	7
Enforcing sign regulations	6%	8	62%	1	0.0214	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being Very Satisfied and "4" being Very Dissatisfied.

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Section 4:
Tabular Data

Q1. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor", please rate Missouri City:

(N=514)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q1-1. As a place to live	36.8%	52.4%	6.3%	3.5%	0.6%	0.4%
Q1-2. As a place to raise children	29.3%	48.1%	11.3%	4.2%	1.4%	5.7%
Q1-3. As a place to work	15.8%	29.4%	20.7%	7.9%	2.8%	23.3%
Q1-4. As a place to retire	28.7%	37.4%	16.6%	5.3%	4.4%	7.5%
Q1-5. As a place to visit	19.6%	34.0%	24.3%	12.3%	6.1%	3.8%
Q1-6. As a city moving in right direction	24.4%	45.4%	15.7%	8.4%	2.6%	3.5%
Q1-7. As a place you are proud to call home	34.8%	43.8%	13.2%	5.9%	1.6%	0.8%

WITHOUT DON'T KNOW**Q1. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor", please rate Missouri City: (without "don't know")**

(N=514)

	Excellent	Good	Neutral	Below Average	Poor
Q1-1. As a place to live	36.9%	52.7%	6.3%	3.5%	0.6%
Q1-2. As a place to raise children	31.1%	51.1%	12.0%	4.4%	1.5%
Q1-3. As a place to work	20.6%	38.4%	27.0%	10.3%	3.7%
Q1-4. As a place to retire	31.0%	40.5%	18.0%	5.8%	4.7%
Q1-5. As a place to visit	20.3%	35.3%	25.3%	12.7%	6.4%
Q1-6. As a city moving in right direction	25.3%	47.0%	16.3%	8.8%	2.6%
Q1-7. As a place you are proud to call home	35.0%	44.2%	13.3%	5.9%	1.6%

Q2. Major categories of services provided by Missouri City are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q2-1. Quality of police, fire & ambulance service	43.9%	39.5%	7.6%	1.8%	1.2%	6.1%
Q2-2. Overall efforts by city government in your area to ensure community is prepared for emergencies	25.3%	46.3%	13.7%	3.7%	1.6%	9.4%
Q2-3. Overall maintenance of city streets, sidewalks & infrastructure	18.1%	44.7%	18.1%	13.4%	5.4%	0.2%
Q2-4. Overall effectiveness of communication by city government in your area	16.0%	42.8%	25.6%	8.2%	4.3%	3.1%
Q2-5. Overall flow of traffic & congestion management on streets in City of Missouri City	14.6%	41.4%	21.9%	16.0%	5.7%	0.4%
Q2-6. Overall quality of trash & yard waste services	27.3%	44.6%	12.8%	7.9%	5.3%	2.2%
Q2-7. Overall quality of parks & recreation programs & facilities	22.8%	48.2%	16.3%	6.7%	2.2%	3.7%
Q2-8. Overall quality of customer service provided by city government in City of Missouri City	17.6%	38.9%	23.3%	7.3%	2.8%	10.1%
Q2-9. Enforcement of local codes & ordinances	16.2%	42.7%	21.7%	6.7%	4.0%	8.7%
Q2-10. Emergency preparedness	20.2%	42.4%	19.2%	3.4%	1.0%	13.8%

WITHOUT DON'T KNOW

Q2. Major categories of services provided by Missouri City are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q2-1. Quality of police, fire & ambulance service	46.8%	42.0%	8.1%	1.9%	1.2%
Q2-2. Overall efforts by city government in your area to ensure community is prepared for emergencies	27.9%	51.1%	15.2%	4.1%	1.7%
Q2-3. Overall maintenance of city streets, sidewalks & infrastructure	18.1%	44.8%	18.1%	13.5%	5.5%
Q2-4. Overall effectiveness of communication by city government in your area	16.5%	44.2%	26.4%	8.5%	4.4%
Q2-5. Overall flow of traffic & congestion management on streets in City of Missouri City	14.7%	41.6%	22.0%	16.1%	5.7%
Q2-6. Overall quality of trash & yard waste services	27.9%	45.6%	13.1%	8.0%	5.4%
Q2-7. Overall quality of parks & recreation programs & facilities	23.7%	50.1%	17.0%	7.0%	2.2%
Q2-8. Overall quality of customer service provided by city government in City of Missouri City	19.6%	43.3%	25.9%	8.1%	3.1%
Q2-9. Enforcement of local codes & ordinances	17.7%	46.8%	23.8%	7.4%	4.3%
Q2-10. Emergency preparedness	23.4%	49.2%	22.3%	3.9%	1.2%

Q3. From the list of items in Question 2, which THREE of the major categories of city services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q3. Top choice	Number	Percent
Quality of police, fire & ambulance service	112	21.8 %
Overall efforts by city government in your area to ensure community is prepared for emergencies	34	6.6 %
Overall maintenance of city streets, sidewalks & infrastructure	92	17.9 %
Overall effectiveness of communication by city government in your area	23	4.5 %
Overall flow of traffic & congestion management on streets in City of Missouri City	94	18.3 %
Overall quality of trash & yard waste services	22	4.3 %
Overall quality of parks & recreation programs & facilities	12	2.3 %
Overall quality of customer service provided by city government in City of Missouri City	7	1.4 %
Enforcement of local codes & ordinances	21	4.1 %
Emergency preparedness	19	3.7 %
None chosen	78	15.2 %
Total	514	100.0 %

Q3. From the list of items in Question 2, which THREE of the major categories of city services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q3. 2nd choice	Number	Percent
Quality of police, fire & ambulance service	38	7.4 %
Overall efforts by city government in your area to ensure community is prepared for emergencies	48	9.3 %
Overall maintenance of city streets, sidewalks & infrastructure	100	19.5 %
Overall effectiveness of communication by city government in your area	27	5.3 %
Overall flow of traffic & congestion management on streets in City of Missouri City	73	14.2 %
Overall quality of trash & yard waste services	23	4.5 %
Overall quality of parks & recreation programs & facilities	30	5.8 %
Overall quality of customer service provided by city government in City of Missouri City	24	4.7 %
Enforcement of local codes & ordinances	31	6.0 %
Emergency preparedness	27	5.3 %
None chosen	93	18.1 %
Total	514	100.0 %

Q3. From the list of items in Question 2, which THREE of the major categories of city services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q3. 3rd choice	Number	Percent
Quality of police, fire & ambulance service	32	6.2 %
Overall efforts by city government in your area to ensure community is prepared for emergencies	26	5.1 %
Overall maintenance of city streets, sidewalks & infrastructure	58	11.3 %
Overall effectiveness of communication by city government in your area	33	6.4 %
Overall flow of traffic & congestion management on streets in City of Missouri City	48	9.3 %
Overall quality of trash & yard waste services	25	4.9 %
Overall quality of parks & recreation programs & facilities	38	7.4 %
Overall quality of customer service provided by city government in City of Missouri City	35	6.8 %
Enforcement of local codes & ordinances	47	9.1 %
Emergency preparedness	48	9.3 %
None chosen	124	24.1 %
Total	514	100.0 %

SUM OF TOP 3 CHOICES

Q3. From the list of items in Question 2, which THREE of the major categories of city services do you think should receive the MOST EMPHASIS from city leaders over the next two years? (top 3)

Q3. Sum of Top 3 Choices	Number	Percent
Quality of police, fire & ambulance service	182	35.4 %
Overall efforts by city government in your area to ensure community is prepared for emergencies	108	21.0 %
Overall maintenance of city streets, sidewalks & infrastructure	250	48.6 %
Overall effectiveness of communication by city government in your area	83	16.1 %
Overall flow of traffic & congestion management on streets in City of Missouri City	215	41.8 %
Overall quality of trash & yard waste services	70	13.6 %
Overall quality of parks & recreation programs & facilities	80	15.6 %
Overall quality of customer service provided by city government in City of Missouri City	66	12.8 %
Enforcement of local codes & ordinances	99	19.3 %
Emergency preparedness	94	18.3 %
None chosen	78	15.2 %
Total	1325	

Q4. Please rate each of the items that may influence your PERCEPTION of the community on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4-1. Overall value that you receive for your city tax & fees	9.3%	48.9%	23.8%	11.7%	4.4%	2.0%
Q4-2. Reputation of your community	14.6%	51.8%	20.1%	8.9%	3.3%	1.4%
Q4-3. Quality of city government services	13.0%	50.4%	23.6%	5.5%	2.0%	5.5%
Q4-4. Quality of life in your community	23.9%	53.2%	15.1%	4.5%	2.2%	1.2%
Q4-5. How well your community is planning growth	11.6%	39.5%	26.3%	7.9%	4.5%	10.2%
Q4-6. Appearance of your community	15.7%	49.4%	17.8%	12.7%	3.9%	0.4%
Q4-7. Leadership of elected officials	14.8%	37.4%	28.3%	7.9%	4.3%	7.3%
Q4-8. Leadership of City Manager	13.3%	36.5%	29.0%	5.2%	3.8%	12.3%

WITHOUT DON'T KNOW

Q4. Please rate each of the items that may influence your PERCEPTION of the community on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4-1. Overall value that you receive for your city tax & fees	9.5%	49.9%	24.2%	11.9%	4.4%
Q4-2. Reputation of your community	14.8%	52.5%	20.4%	9.0%	3.4%
Q4-3. Quality of city government services	13.8%	53.3%	25.0%	5.8%	2.1%
Q4-4. Quality of life in your community	24.2%	53.9%	15.2%	4.6%	2.2%
Q4-5. How well your community is planning growth	12.9%	44.0%	29.3%	8.8%	5.0%
Q4-6. Appearance of your community	15.7%	49.6%	17.9%	12.8%	3.9%
Q4-7. Leadership of elected officials	16.0%	40.3%	30.5%	8.5%	4.7%
Q4-8. Leadership of City Manager	15.2%	41.6%	33.0%	5.9%	4.3%

Q5. POLICE SERVICES. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5-1. Overall quality of city police protection	35.5%	45.9%	10.9%	2.1%	1.4%	4.1%
Q5-2. Visibility of police in neighborhoods	27.5%	40.0%	18.7%	10.5%	2.5%	0.8%
Q5-3. Visibility of police in commercial & retail areas	21.5%	39.3%	24.0%	8.0%	2.5%	4.7%
Q5-4. How quickly police respond to emergencies	29.1%	33.5%	15.6%	3.4%	0.8%	17.6%
Q5-5. Efforts by city government to prevent crime	22.4%	38.2%	21.4%	5.1%	2.0%	11.0%
Q5-6. Enforcement of city traffic laws	20.8%	46.9%	19.2%	4.9%	2.5%	5.7%
Q5-7. Police safety awareness education programs	17.3%	30.6%	25.8%	3.2%	2.0%	21.2%
Q5-8. 9-1-1 Service provided by operators	22.5%	27.6%	16.3%	1.4%	0.4%	31.8%

WITHOUT DON'T KNOW**Q5. POLICE SERVICES. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5-1. Overall quality of city police protection	37.1%	47.9%	11.4%	2.2%	1.4%
Q5-2. Visibility of police in neighborhoods	27.7%	40.3%	18.9%	10.6%	2.6%
Q5-3. Visibility of police in commercial & retail areas	22.5%	41.2%	25.2%	8.4%	2.7%
Q5-4. How quickly police respond to emergencies	35.3%	40.6%	19.0%	4.1%	1.0%
Q5-5. Efforts by city government to prevent crime	25.1%	43.0%	24.0%	5.7%	2.2%
Q5-6. Enforcement of city traffic laws	22.0%	49.7%	20.4%	5.2%	2.7%
Q5-7. Police safety awareness education programs	21.9%	38.8%	32.7%	4.0%	2.5%
Q5-8. 9-1-1 Service provided by operators	32.9%	40.5%	23.9%	2.0%	0.6%

Q6. FIRE/EMS SERVICES. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6-9. Overall quality of fire services	34.3%	30.2%	9.9%	0.2%	0.6%	24.9%
Q6-10. How quickly fire services personnel respond	32.0%	25.3%	9.5%	0.8%	0.4%	32.0%
Q6-11. Fire education programs in your community	17.3%	26.2%	19.7%	4.0%	1.4%	31.4%
Q6-12. Fire inspection programs in your community	15.1%	22.5%	19.9%	3.8%	1.2%	37.6%

WITHOUT DON'T KNOW**Q6. FIRE/EMS SERVICES. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6-9. Overall quality of fire services	45.7%	40.2%	13.1%	0.3%	0.8%
Q6-10. How quickly fire services personnel respond	47.1%	37.2%	14.0%	1.2%	0.6%
Q6-11. Fire education programs in your community	25.2%	38.3%	28.7%	5.8%	2.0%
Q6-12. Fire inspection programs in your community	24.2%	36.0%	31.8%	6.1%	1.9%

Q7. From the list of items in Questions 5 and 6, which THREE of the major categories of Public Safety Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of city police protection	116	22.6 %
Visibility of police in neighborhoods	107	20.8 %
Visibility of police in commercial & retail areas	23	4.5 %
How quickly police respond to emergencies	23	4.5 %
Efforts by city government to prevent crime	44	8.6 %
Enforcement of city traffic laws	16	3.1 %
Police safety awareness education programs	23	4.5 %
9-1-1 Service provided by operators	4	0.8 %
Overall quality of fire services	10	1.9 %
How quickly fire services personnel respond	7	1.4 %
Fire education programs in your community	4	0.8 %
Fire inspection programs in your community	10	1.9 %
None chosen	127	24.7 %
Total	514	100.0 %

Q7. From the list of items in Questions 5 and 6, which THREE of the major categories of Public Safety Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of city police protection	25	4.9 %
Visibility of police in neighborhoods	50	9.7 %
Visibility of police in commercial & retail areas	50	9.7 %
How quickly police respond to emergencies	44	8.6 %
Efforts by city government to prevent crime	60	11.7 %
Enforcement of city traffic laws	14	2.7 %
Police safety awareness education programs	20	3.9 %
9-1-1 Service provided by operators	10	1.9 %
Overall quality of fire services	35	6.8 %
How quickly fire services personnel respond	32	6.2 %
Fire education programs in your community	25	4.9 %
Fire inspection programs in your community	6	1.2 %
None chosen	143	27.8 %
Total	514	100.0 %

Q7. From the list of items in Questions 5 and 6, which THREE of the major categories of Public Safety Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q7. 3rd choice	Number	Percent
Overall quality of city police protection	30	5.8 %
Visibility of police in neighborhoods	35	6.8 %
Visibility of police in commercial & retail areas	22	4.3 %
How quickly police respond to emergencies	31	6.0 %
Efforts by city government to prevent crime	59	11.5 %
Enforcement of city traffic laws	27	5.3 %
Police safety awareness education programs	18	3.5 %
9-1-1 Service provided by operators	9	1.8 %
Overall quality of fire services	30	5.8 %
How quickly fire services personnel respond	21	4.1 %
Fire education programs in your community	26	5.1 %
Fire inspection programs in your community	25	4.9 %
None chosen	181	35.2 %
Total	514	100.0 %

SUM OF TOP 3 CHOICES

Q7. From the list of items in Questions 5 and 6, which THREE of the major categories of Public Safety Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? (top 3)

Q7. Sum of Top 3 Choices	Number	Percent
Overall quality of city police protection	171	33.3 %
Visibility of police in neighborhoods	192	37.4 %
Visibility of police in commercial & retail areas	95	18.5 %
How quickly police respond to emergencies	98	19.1 %
Efforts by city government to prevent crime	163	31.7 %
Enforcement of city traffic laws	57	11.1 %
Police safety awareness education programs	61	11.9 %
9-1-1 Service provided by operators	23	4.5 %
Overall quality of fire services	75	14.6 %
How quickly fire services personnel respond	60	11.7 %
Fire education programs in your community	55	10.7 %
Fire inspection programs in your community	41	8.0 %
None chosen	127	24.7 %
Total	1218	

Q8. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:

(N=514)

	Very safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q8-1. Walking in your neighborhood during the day	47.4%	38.7%	8.6%	2.7%	1.4%	1.2%
Q8-2. Walking in your neighborhood after dark	15.3%	35.6%	23.3%	14.9%	4.9%	6.1%
Q8-3. Walking on city trails/in city parks	15.0%	37.3%	22.3%	10.7%	3.4%	11.4%
Q8-4. Overall feeling of safety in my community	19.2%	54.4%	17.2%	6.5%	2.0%	0.8%

WITHOUT DON'T KNOW

Q8. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations: (without "don't know")

(N=514)

	Very safe	Safe	Neutral	Unsafe	Very Unsafe
Q8-1. Walking in your neighborhood during the day	47.9%	39.2%	8.7%	2.8%	1.4%
Q8-2. Walking in your neighborhood after dark	16.3%	37.9%	24.8%	15.8%	5.2%
Q8-3. Walking on city trails/in city parks	16.9%	42.1%	25.2%	12.0%	3.8%
Q8-4. Overall feeling of safety in my community	19.3%	54.8%	17.4%	6.5%	2.0%

Q9. PARKS AND RECREATION. Please rate each item on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9-1. Maintenance of city parks	21.2%	51.0%	14.5%	4.0%	1.2%	8.1%
Q9-2. Quality of facilities at city parks (i. e. picnic shelters, playgrounds, etc.)	18.7%	48.1%	17.1%	4.8%	1.8%	9.5%
Q9-3. Number of parks	16.1%	41.4%	20.1%	9.4%	2.8%	10.2%
Q9-4. Maintenance & appearance of City community centers	18.3%	42.4%	18.5%	5.2%	1.2%	14.3%
Q9-5. Availability of meeting space in your community	12.8%	31.9%	24.4%	6.0%	2.2%	22.8%
Q9-6. Number of walking/biking trails	16.5%	34.9%	24.2%	9.9%	4.0%	10.5%
Q9-7. Quality of outdoor athletic fields	11.8%	34.5%	24.8%	6.6%	2.0%	20.2%
Q9-8. Youth athletic programs in your area	8.8%	24.4%	24.4%	6.4%	2.8%	33.1%
Q9-9. Adult athletic programs in your area	7.0%	21.8%	26.4%	9.0%	2.8%	33.0%
Q9-10. Senior citizen programs	7.8%	20.7%	22.7%	9.0%	2.4%	37.3%
Q9-11. Ease of registering for city programs	10.1%	20.4%	26.0%	3.8%	1.8%	37.9%

WITHOUT DON'T KNOW**Q9. PARKS AND RECREATION. Please rate each item on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9-1. Maintenance of city parks	23.1%	55.5%	15.8%	4.3%	1.3%
Q9-2. Quality of facilities at city parks (i.e. picnic shelters, playgrounds, etc.)	20.7%	53.2%	18.9%	5.3%	2.0%
Q9-3. Number of parks	18.0%	46.1%	22.4%	10.4%	3.1%
Q9-4. Maintenance & appearance of City community centers	21.4%	49.5%	21.6%	6.0%	1.4%
Q9-5. Availability of meeting space in your community	16.5%	41.3%	31.5%	7.8%	2.8%
Q9-6. Number of walking/biking trails	18.4%	39.0%	27.1%	11.1%	4.4%
Q9-7. Quality of outdoor athletic fields	14.8%	43.2%	31.2%	8.3%	2.5%
Q9-8. Youth athletic programs in your area	13.2%	36.5%	36.5%	9.6%	4.2%
Q9-9. Adult athletic programs in your area	10.4%	32.5%	39.4%	13.4%	4.2%
Q9-10. Senior citizen programs	12.5%	33.0%	36.2%	14.4%	3.8%
Q9-11. Ease of registering for city programs	16.2%	32.8%	41.9%	6.2%	2.9%

Q10. From the list of items in Question 9, which THREE of the major categories of Parks and Recreation Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q10. Top choice	Number	Percent
Maintenance of city parks	88	17.1 %
Quality of facilities at city parks (i.e. picnic shelters, playgrounds, etc.)	50	9.7 %
Number of parks	26	5.1 %
Maintenance & appearance of City community centers	17	3.3 %
Availability of meeting space in your community	12	2.3 %
Number of walking/biking trails	45	8.8 %
Quality of outdoor athletic fields	9	1.8 %
Youth athletic programs in your area	22	4.3 %
Adult athletic programs in your area	17	3.3 %
Senior citizen programs	48	9.3 %
Ease of registering for city programs	11	2.1 %
None chosen	169	32.9 %
Total	514	100.0 %

Q10. From the list of items in Question 9, which THREE of the major categories of Parks and Recreation Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q10. 2nd choice	Number	Percent
Maintenance of city parks	38	7.4 %
Quality of facilities at city parks (i.e. picnic shelters, playgrounds, etc.)	62	12.1 %
Number of parks	33	6.4 %
Maintenance & appearance of City community centers	28	5.4 %
Availability of meeting space in your community	10	1.9 %
Number of walking/biking trails	42	8.2 %
Quality of outdoor athletic fields	14	2.7 %
Youth athletic programs in your area	27	5.3 %
Adult athletic programs in your area	19	3.7 %
Senior citizen programs	33	6.4 %
Ease of registering for city programs	12	2.3 %
None chosen	196	38.1 %
Total	514	100.0 %

Q10. From the list of items in Question 9, which THREE of the major categories of Parks and Recreation Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q10. 3rd choice	Number	Percent
Maintenance of city parks	27	5.3 %
Quality of facilities at city parks (i.e. picnic shelters, playgrounds, etc.)	32	6.2 %
Number of parks	24	4.7 %
Maintenance & appearance of City community centers	37	7.2 %
Availability of meeting space in your community	10	1.9 %
Number of walking/biking trails	34	6.6 %
Quality of outdoor athletic fields	19	3.7 %
Youth athletic programs in your area	25	4.9 %
Adult athletic programs in your area	22	4.3 %
Senior citizen programs	37	7.2 %
Ease of registering for city programs	21	4.1 %
None chosen	226	44.0 %
Total	514	100.0 %

SUM OF TOP 3 CHOICES

Q10. From the list of items in Question 9, which THREE of the major categories of Parks and Recreation Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? (top 3)

Q10. Sum of Top 3 Choices	Number	Percent
Maintenance of city parks	153	29.8 %
Quality of facilities at city parks (i.e. picnic shelters, playgrounds, etc.)	144	28.0 %
Number of parks	83	16.1 %
Maintenance & appearance of City community centers	82	16.0 %
Availability of meeting space in your community	32	6.2 %
Number of walking/biking trails	121	23.5 %
Quality of outdoor athletic fields	42	8.2 %
Youth athletic programs in your area	74	14.4 %
Adult athletic programs in your area	58	11.3 %
Senior citizen programs	118	23.0 %
Ease of registering for city programs	44	8.6 %
None chosen	169	32.9 %
Total	1120	

Q11. PUBLIC WORKS SERVICES. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11-1. Condition of major streets in Missouri City	15.3%	56.9%	16.4%	8.4%	2.5%	0.4%
Q11-2. Condition of streets in your neighborhood	16.9%	49.4%	14.5%	12.7%	6.1%	0.4%
Q11-3. Condition of sidewalks in your neighborhood	12.6%	32.9%	21.6%	19.6%	9.0%	4.4%
Q11-4. Condition of street drainage/ water drainage	17.8%	42.2%	18.6%	14.5%	6.7%	0.2%
Q11-5. Condition of street signs & traffic signals	21.8%	52.4%	18.0%	4.9%	2.9%	0.0%
Q11-6. Adequacy of street lighting in Missouri City	13.2%	38.4%	20.9%	20.7%	6.7%	0.2%
Q11-7. Mowing/tree trimming along streets & other public areas	18.1%	50.6%	16.7%	9.8%	3.7%	1.0%
Q11-8. Cleanliness of streets & other public areas	15.9%	53.3%	20.0%	7.3%	2.9%	0.6%
Q11-9. Animal control services (adoption/ animal control)	15.3%	35.9%	18.8%	8.3%	5.0%	16.7%

WITHOUT DON'T KNOW**Q11. PUBLIC WORKS SERVICES. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11-1. Condition of major streets in Missouri City	15.3%	57.2%	16.5%	8.4%	2.6%
Q11-2. Condition of streets in your neighborhood	16.9%	49.6%	14.6%	12.8%	6.1%
Q11-3. Condition of sidewalks in your neighborhood	13.2%	34.4%	22.5%	20.5%	9.4%
Q11-4. Condition of street drainage/water drainage	17.9%	42.2%	18.7%	14.5%	6.7%
Q11-5. Condition of street signs & traffic signals	21.8%	52.4%	18.0%	4.9%	2.9%
Q11-6. Adequacy of street lighting in Missouri City	13.2%	38.5%	20.9%	20.7%	6.7%
Q11-7. Mowing/tree trimming along streets & other public areas	18.3%	51.1%	16.9%	9.9%	3.8%
Q11-8. Cleanliness of streets & other public areas	16.0%	53.6%	20.1%	7.3%	3.0%
Q11-9. Animal control services (adoption/animal control)	18.3%	43.1%	22.6%	10.0%	6.0%

Q12. From the list of items in Question 11, which THREE of the major categories of Public Works Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q12. Top choice	Number	Percent
Condition of major streets in Missouri City	90	17.5 %
Condition of streets in your neighborhood	69	13.4 %
Condition of sidewalks in your neighborhood	68	13.2 %
Condition of street drainage/water drainage	82	16.0 %
Condition of street signs & traffic signals	9	1.8 %
Adequacy of street lighting in Missouri City	44	8.6 %
Mowing/tree trimming along streets & other public areas	9	1.8 %
Cleanliness of streets & other public areas	12	2.3 %
Animal control services (adoption/animal control)	17	3.3 %
None chosen	114	22.2 %
Total	514	100.0 %

Q12. From the list of items in Question 11, which THREE of the major categories of Public Works Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q12. 2nd choice	Number	Percent
Condition of major streets in Missouri City	38	7.4 %
Condition of streets in your neighborhood	57	11.1 %
Condition of sidewalks in your neighborhood	56	10.9 %
Condition of street drainage/water drainage	63	12.3 %
Condition of street signs & traffic signals	18	3.5 %
Adequacy of street lighting in Missouri City	63	12.3 %
Mowing/tree trimming along streets & other public areas	21	4.1 %
Cleanliness of streets & other public areas	25	4.9 %
Animal control services (adoption/animal control)	16	3.1 %
None chosen	157	30.5 %
Total	514	100.0 %

Q12. From the list of items in Question 11, which THREE of the major categories of Public Works Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q12. 3rd choice	Number	Percent
Condition of major streets in Missouri City	34	6.6 %
Condition of streets in your neighborhood	30	5.8 %
Condition of sidewalks in your neighborhood	32	6.2 %
Condition of street drainage/water drainage	45	8.8 %
Condition of street signs & traffic signals	17	3.3 %
Adequacy of street lighting in Missouri City	55	10.7 %
Mowing/tree trimming along streets & other public areas	29	5.6 %
Cleanliness of streets & other public areas	54	10.5 %
Animal control services (adoption/animal control)	24	4.7 %
None chosen	194	37.7 %
Total	514	100.0 %

SUM OF TOP 3 CHOICES

Q12. From the list of items in Question 11, which THREE of the major categories of Public Works Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? (top 3)

Q12. Sum of Top 3 Choices	Number	Percent
Condition of major streets in Missouri City	162	31.5 %
Condition of streets in your neighborhood	156	30.4 %
Condition of sidewalks in your neighborhood	156	30.4 %
Condition of street drainage/water drainage	190	37.0 %
Condition of street signs & traffic signals	44	8.6 %
Adequacy of street lighting in Missouri City	162	31.5 %
Mowing/tree trimming along streets & other public areas	59	11.5 %
Cleanliness of streets & other public areas	91	17.7 %
Animal control services (adoption/animal control)	57	11.1 %
None chosen	114	22.2 %
Total	1191	

Q13. TRASH SERVICES. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13-1. Residential trash collection services	32.1%	45.8%	9.8%	7.0%	4.7%	0.6%
Q13-2. Curbside recycling services	27.8%	41.5%	10.2%	10.6%	6.5%	3.3%
Q13-3. Yardwaste collection services	23.4%	41.3%	12.6%	13.0%	6.9%	2.9%
Q13-4. Bulky item pick-up/removal services (old furniture, appliances, etc.)	20.3%	33.3%	14.2%	14.4%	7.5%	10.3%

WITHOUT DON'T KNOW

Q13. TRASH SERVICES. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13-1. Residential trash collection services	32.3%	46.1%	9.8%	7.1%	4.7%
Q13-2. Curbside recycling services	28.7%	43.0%	10.6%	11.0%	6.7%
Q13-3. Yard waste collection services	24.1%	42.5%	13.0%	13.4%	7.1%
Q13-4. Bulky item pick-up/removal services (old furniture, appliances, etc.)	22.6%	37.1%	15.8%	16.0%	8.4%

Q14. CODE ENFORCEMENT. Please rate each item on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14-1. Enforcing clean-up of junk & debris on private property in your community	13.7%	40.2%	20.0%	11.7%	4.4%	10.1%
Q14-2. Enforcing mowing & cutting of weeds & grass on private property	12.7%	42.1%	19.8%	12.9%	5.6%	6.9%
Q14-3. Enforcing exterior maintenance of residential property	12.2%	44.1%	22.0%	9.8%	4.5%	7.3%
Q14-4. Enforcing exterior maintenance of commercial/business property	10.7%	39.3%	21.2%	10.7%	4.8%	13.3%
Q14-5. Enforcing sign regulations	11.7%	41.7%	25.0%	4.6%	2.6%	14.5%
Q14-6. Enforcement of yard parking regulations in your neighborhood	12.5%	40.7%	20.2%	10.9%	3.6%	12.1%
Q14-7. City efforts to remove abandoned or inoperative vehicles	11.8%	32.9%	23.0%	8.2%	4.2%	20.0%
Q14-8. SeeClickFix to report code violations in community or neighborhood	10.1%	22.7%	23.1%	4.1%	3.7%	36.3%

WITHOUT DON'T KNOW**Q14. CODE ENFORCEMENT. Please rate each item on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14-1. Enforcing clean-up of junk & debris on private property in your community	15.2%	44.7%	22.2%	13.0%	4.8%
Q14-2. Enforcing mowing & cutting of weeds & grass on private property	13.6%	45.2%	21.3%	13.9%	6.0%
Q14-3. Enforcing exterior maintenance of residential property	13.2%	47.6%	23.8%	10.6%	4.9%
Q14-4. Enforcing exterior maintenance of commercial/business property	12.4%	45.3%	24.5%	12.4%	5.5%
Q14-5. Enforcing sign regulations	13.7%	48.7%	29.2%	5.3%	3.0%
Q14-6. Enforcement of yard parking regulations in your neighborhood	14.2%	46.3%	23.0%	12.4%	4.1%
Q14-7. City efforts to remove abandoned or inoperative vehicles	14.7%	41.1%	28.7%	10.2%	5.2%
Q14-8. SeeClickFix to report code violations in community or neighborhood	15.9%	35.7%	36.3%	6.4%	5.7%

Q15. From the list of items in Question 14, which THREE of the major categories of Code Enforcement Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of junk & debris on private property in your community	131	25.5 %
Enforcing mowing & cutting of weeds & grass on private property	51	9.9 %
Enforcing exterior maintenance of residential property	46	8.9 %
Enforcing exterior maintenance of commercial/business property	38	7.4 %
Enforcing sign regulations	8	1.6 %
Enforcement of yard parking regulations in your neighborhood	23	4.5 %
City efforts to remove abandoned or inoperative vehicles	17	3.3 %
SeeClickFix to report code violations in community or neighborhood	13	2.5 %
None chosen	187	36.4 %
Total	514	100.0 %

Q15. From the list of items in Question 14, which THREE of the major categories of Code Enforcement Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

<u>Q15. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of junk & debris on private property in your community	42	8.2 %
Enforcing mowing & cutting of weeds & grass on private property	95	18.5 %
Enforcing exterior maintenance of residential property	57	11.1 %
Enforcing exterior maintenance of commercial/business property	53	10.3 %
Enforcing sign regulations	9	1.8 %
Enforcement of yard parking regulations in your neighborhood	17	3.3 %
City efforts to remove abandoned or inoperative vehicles	26	5.1 %
SeeClickFix to report code violations in community or neighborhood	7	1.4 %
None chosen	208	40.5 %
Total	514	100.0 %

Q15. From the list of items in Question 14, which THREE of the major categories of Code Enforcement Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q15. 3rd choice	Number	Percent
Enforcing clean-up of junk & debris on private property in your community	29	5.6 %
Enforcing mowing & cutting of weeds & grass on private property	41	8.0 %
Enforcing exterior maintenance of residential property	62	12.1 %
Enforcing exterior maintenance of commercial/business property	38	7.4 %
Enforcing sign regulations	12	2.3 %
Enforcement of yard parking regulations in your neighborhood	23	4.5 %
City efforts to remove abandoned or inoperative vehicles	48	9.3 %
SeeClickFix to report code violations in community or neighborhood	15	2.9 %
None chosen	246	47.9 %
Total	514	100.0 %

SUM OF TOP 3 CHOICES

Q15. From the list of items in Question 14, which THREE of the major categories of Code Enforcement Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? (top 3)

Q15. Sum of Top 3 Choices	Number	Percent
Enforcing clean-up of junk & debris on private property in your community	202	39.3 %
Enforcing mowing & cutting of weeds & grass on private property	187	36.4 %
Enforcing exterior maintenance of residential property	165	32.1 %
Enforcing exterior maintenance of commercial/business property	129	25.1 %
Enforcing sign regulations	29	5.6 %
Enforcement of yard parking regulations in your neighborhood	63	12.3 %
City efforts to remove abandoned or inoperative vehicles	91	17.7 %
SeeClickFix to report code violations in community or neighborhood	35	6.8 %
None chosen	187	36.4 %
Total	1088	

Q16. PUBLIC INFORMATION SERVICES. Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16-1. Availability of information about city governmental services & activities	12.2%	37.7%	27.5%	10.6%	3.2%	8.8%
Q16-2. Timeliness of information provided by your city government	10.4%	37.3%	28.9%	9.2%	3.6%	10.4%
Q16-3. Efforts by city government to keep you informed about local issues	12.2%	37.6%	24.5%	12.2%	4.8%	8.6%
Q16-4. Quality of your city cable television channel	8.5%	23.0%	27.3%	7.5%	7.3%	26.5%
Q16-5. Quality of city website	11.3%	32.5%	30.6%	6.9%	2.2%	16.5%
Q16-6. Level of public involvement in local decisions	6.2%	23.7%	33.1%	10.4%	5.4%	21.1%
Q16-7. Quality of social media outlets (Facebook, Twitter, Instagram, YouTube, etc.)	6.3%	22.1%	26.4%	3.7%	2.2%	39.3%

WITHOUT DON'T KNOW

Q16. PUBLIC INFORMATION SERVICES. Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=514)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16-1. Availability of information about city governmental services & activities	13.4%	41.3%	30.1%	11.6%	3.5%
Q16-2. Timeliness of information provided by your city government	11.7%	41.7%	32.3%	10.3%	4.0%
Q16-3. Efforts by city government to keep you informed about local issues	13.4%	41.1%	26.8%	13.4%	5.3%
Q16-4. Quality of your city cable television channel	11.5%	31.3%	37.1%	10.2%	9.9%
Q16-5. Quality of city website	13.5%	38.9%	36.7%	8.2%	2.7%
Q16-6. Level of public involvement in local decisions	7.9%	30.0%	42.0%	13.2%	6.9%
Q16-7. Quality of social media outlets (Facebook, Twitter, Instagram, YouTube, etc.)	10.4%	36.4%	43.4%	6.1%	3.7%

Q17. From which of the following sources do you currently get information about the City of Missouri City?

Q17. From what sources do you currently get information about City of Missouri	Number	Percent
Local newspapers	344	66.9 %
City website (MissouriCityTX.gov)	220	42.8 %
Radio	40	7.8 %
TV news channels	166	32.3 %
City Facebook page	52	10.1 %
Twitter	9	1.8 %
YouTube	10	1.9 %
MCTV-public access	36	7.0 %
R.A.I.D.s Police alerts	10	1.9 %
Your HOA	220	42.8 %
SeeClickFix	24	4.7 %
Print brochures, flyers	165	32.1 %
Leadership Luncheon	11	2.1 %
Total	1307	

Q18. Have you called your city government with a question, problem, or complaint during the past year?

Q18. Have you called your city government with a question, problem, or complaint during past year	Number	Percent
Yes	146	28.4 %
No	368	71.6 %
Total	514	100.0 %

Q18a. (If YES to Question 18) Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following:

(N=146)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a-1. How easy they were to contact	27.4%	43.2%	13.7%	8.9%	6.8%	0.0%
Q18a-2. Courteousness of staff	36.3%	36.3%	16.4%	4.8%	2.7%	3.4%
Q18a-3. Accuracy of information & assistance given	28.1%	34.2%	15.1%	13.7%	6.2%	2.7%
Q18a-4. How quickly city staff responded to your request	25.3%	32.2%	14.4%	13.7%	13.0%	1.4%
Q18a-5. How well your issue was handled	24.1%	31.7%	10.3%	15.2%	17.2%	1.4%

WITHOUT DON'T KNOW

Q18a. (If YES to Question 18) Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following: (without "don't know")

(N=146)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a-1. How easy they were to contact	27.4%	43.2%	13.7%	8.9%	6.8%
Q18a-2. Courteousness of staff	37.6%	37.6%	17.0%	5.0%	2.8%
Q18a-3. Accuracy of information & assistance given	28.9%	35.2%	15.5%	14.1%	6.3%
Q18a-4. How quickly city staff responded to your request	25.7%	32.6%	14.6%	13.9%	13.2%
Q18a-5. How well your issue was handled	24.5%	32.2%	10.5%	15.4%	17.5%

Q19. REASONS TO LIVE IN MISSOURI CITY. Several reasons for deciding where to live are listed below. On a scale of 4 to 1, with 4 being "Very Important" and 1 being "Not Important," how important is each reason to your decision to live in Missouri City.

(N=514)

	Very Important	Somewhat Important	Not Sure	Not Important
Q19-1. Small town feel	43.5%	38.1%	7.2%	11.1%
Q19-2. Quality of public schools	69.4%	17.5%	6.4%	6.7%
Q19-3. Employment opportunities	31.9%	30.0%	16.9%	21.3%
Q19-4. Types of housing	70.7%	23.6%	3.3%	2.5%
Q19-5. Affordability of housing	62.7%	27.9%	5.5%	3.9%
Q19-6. Access to quality shopping	62.3%	29.3%	4.5%	3.9%
Q19-7. Availability of parks & recreation opportunities	55.8%	32.9%	6.4%	4.9%
Q19-8. Near family or friends	40.0%	31.6%	8.2%	20.1%
Q19-9. Safety and security	85.0%	10.5%	3.0%	1.4%
Q19-10. Availability of transportation options	29.2%	35.4%	14.2%	21.3%
Q19-11. Availability of cultural activities & arts	28.8%	43.2%	11.3%	16.7%
Q19-12. Access to restaurants & entertainment	53.9%	36.3%	6.0%	3.7%
Q19-13. Availability of retail shopping choices	52.9%	37.8%	5.6%	3.7%

Q23. From the services listed below, please indicate which THREE you consider the MOST IMPORTANT.

<u>Q23. Top choice</u>	<u>Number</u>	<u>Percent</u>
Fire & life safety personnel, programs & activities	124	24.1 %
Law enforcement personnel, programs & activities	204	39.7 %
Public infrastructure programs including streets & sidewalks	90	17.5 %
Public infrastructure including streetscape, landscaping & beautification	42	8.2 %
Parks & Recreation development or programs	17	3.3 %
None chosen	37	7.2 %
Total	514	100.0 %

Q23. From the services listed below, please indicate which THREE you consider the MOST IMPORTANT.

<u>Q23. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Fire & life safety personnel, programs & activities	156	30.4 %
Law enforcement personnel, programs & activities	148	28.8 %
Public infrastructure programs including streets & sidewalks	72	14.0 %
Public infrastructure including streetscape, landscaping & beautification	59	11.5 %
Parks & Recreation development or programs	32	6.2 %
None chosen	47	9.1 %
Total	514	100.0 %

Q23. From the services listed below, please indicate which THREE you consider the MOST IMPORTANT.

<u>Q23. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Fire & life safety personnel, programs & activities	59	11.5 %
Law enforcement personnel, programs & activities	38	7.4 %
Public infrastructure programs including streets & sidewalks	172	33.5 %
Public infrastructure including streetscape, landscaping & beautification	100	19.5 %
Parks & Recreation development or programs	75	14.6 %
None chosen	70	13.6 %
Total	514	100.0 %

SUM OF TOP 3 CHOICES**Q23. From the services listed below, please indicate which THREE you consider the MOST IMPORTANT. (top 3)**

<u>Q23. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Fire & life safety personnel, programs & activities	339	66.0 %
Law enforcement personnel, programs & activities	390	75.9 %
Public infrastructure programs including streets & sidewalks	334	65.0 %
Public infrastructure including streetscape, landscaping & beautification	201	39.1 %
Parks & Recreation development or programs	124	24.1 %
None chosen	37	7.2 %
Total	1425	

Q25. Approximately how many years have you lived in Missouri City?

Q25. How many years have you lived in Missouri

<u>City</u>	<u>Number</u>	<u>Percent</u>
Not provided	15	2.9 %
5 or less	56	10.9 %
6 to 10	69	13.4 %
11 to 15	66	12.8 %
16 to 20	85	16.5 %
21 to 30	127	24.7 %
31+	96	18.7 %
Total	514	100.0 %

Q26. What is your age?

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	92	17.9 %
35-44	100	19.5 %
45-54	113	22.0 %
55-64	117	22.8 %
65+	87	16.9 %
Not provided	5	1.0 %
Total	514	100.0 %

Q27. Do you own or rent your current residence?

<u>Q27. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	455	88.5 %
Rent	59	11.5 %
Total	514	100.0 %

Q28. Are you or other members of your household of Hispanic or Latino ancestry?

<u>Q28. Hispanic or Latino ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	89	17.3 %
No	425	82.7 %
Total	514	100.0 %

Q29. Which of the following best describes your race?

<u>Q29. Your race</u>	<u>Number</u>	<u>Percent</u>
African American/Black	202	39.3 %
American Indian or Alaskan Native	8	1.6 %
White/Caucasian	209	40.7 %
Asian	94	18.3 %
Other	25	4.9 %
Total	538	

Q30. Would you say your total household income is:

<u>Q30. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	11	2.1 %
\$30K to \$59,999	65	12.6 %
\$60K to \$99,999	129	25.1 %
\$100K+	178	34.6 %
Prefer not to respond	131	25.5 %
Total	514	100.0 %

Q31. Your gender:

<u>Q31. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	254	49.4 %
Female	253	49.2 %
Not provided	7	1.4 %
Total	514	100.0 %

Section 5: **Survey Instrument**



MAYOR ALLEN OWEN

1522 Texas Parkway
Missouri City, Texas 77489

Phone: 281.403.8500
www.missouricitytx.gov

Dear Missouri City Resident,

The City Council and the Administration of the City of Missouri City want to thank you for your continued support and involvement in making Missouri City a wonderful community. This letter is a request for your assistance in continuing that legacy. Your input on the enclosed survey is extremely important. The City Council regularly makes decisions that affect a wide range of City services including public safety, parks and recreation, public works, code enforcement and the future endeavors of the city. To make sure that Missouri City's priorities are aligned with the needs of our residents, we need to know what you think.

We realize the survey takes a little time to complete but every question is important. The time you invest in the survey will influence many of the decisions that will be made about the City's future. Your responses will also allow City leadership to identify and address many of the opportunities and challenges facing our community. Please return your completed survey sometime during the next week if possible, and return it in the enclosed postage-paid envelope. Your responses will remain confidential.

If you prefer, you may complete the survey on-line at www.missouricitysurvey2016.org.

If you have questions about this survey, please contact Bill Atkinson, Assistant City Manager, at 281.403.8696.

We want to thank you in advance for your feedback regarding our City and taking the time to build a better Missouri City.

Sincerely,

Allen Owen
Mayor



Missouri City 2016 Community Survey

Please take a few minutes to complete this resident satisfaction survey. Your input is an important part of the city's on-going effort to involve citizens in long-range planning and decisions.

1. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor", please rate Missouri City:

How would you rate your city:	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a city moving in the right direction	5	4	3	2	1	9
7. As a place you are proud to call home	5	4	3	2	1	9

2. Major categories of services provided by Missouri City are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of police, fire and ambulance service	5	4	3	2	1	9
02. Overall efforts by city government in your area to ensure the community is prepared for emergencies	5	4	3	2	1	9
03. Overall maintenance of city streets, sidewalks and infrastructure	5	4	3	2	1	9
04. Overall effectiveness of communication by city government in your area	5	4	3	2	1	9
05. Overall flow of traffic and congestion management on streets in the City of Missouri City.	5	4	3	2	1	9
06. Overall quality of trash and yard waste services	5	4	3	2	1	9
07. Overall quality of parks and recreation programs and facilities	5	4	3	2	1	9
08. Overall quality of customer service provided by city government in the City of Missouri City.	5	4	3	2	1	9
09. Enforcement of local codes and ordinances	5	4	3	2	1	9
10. Emergency preparedness	5	4	3	2	1	9

3. From the list of items in Question 2, which THREE of the major categories of city services do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write-in your answers below using the numbers from the list in Question 2, or circle NONE.]

1st: ____ 2nd: ____ 3rd: ____ NONE

4. Please rate each of the items that may influence your PERCEPTION of the community on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
2. Reputation of your community	5	4	3	2	1	9
3. Quality of city government services	5	4	3	2	1	9
4. Quality of life in your community	5	4	3	2	1	9
5. How well your community is planning growth	5	4	3	2	1	9
6. Appearance of your community	5	4	3	2	1	9
7. Leadership of elected officials	5	4	3	2	1	9
8. Leadership of City Manager	5	4	3	2	1	9

5. **POLICE SERVICES.** Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of city police protection	5	4	3	2	1	9
02. Visibility of police in neighborhoods	5	4	3	2	1	9
03. Visibility of police in commercial and retail areas	5	4	3	2	1	9
04. How quickly police respond to emergencies	5	4	3	2	1	9
05. Efforts by city government to prevent crime	5	4	3	2	1	9
06. Enforcement of city traffic laws	5	4	3	2	1	9
07. Police safety awareness education programs	5	4	3	2	1	9
08. 9-1-1 Service provided by operators	5	4	3	2	1	9

6. **FIRE/EMS SERVICES.** Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
09. Overall quality of fire services	5	4	3	2	1	9
10. How quickly fire services personnel respond	5	4	3	2	1	9
11. Fire education programs in your community	5	4	3	2	1	9
12. Fire inspection programs in your community	5	4	3	2	1	9

7. From the list of items in Questions 5 and 6, which THREE of the major categories of Public Safety Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write-in your answers below using the numbers from the lists in Questions 5 and 6, or circle NONE.]

1st: ____ 2nd: ____ 3rd: ____ NONE

8. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:

How safe do you feel:	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. Walking in your neighborhood during the day	5	4	3	2	1	9
2. Walking in your neighborhood after dark	5	4	3	2	1	9
3. Walking on city trails/in city parks	5	4	3	2	1	9
4. Overall feeling of safety in my community	5	4	3	2	1	9

9. **PARKS AND RECREATION.** Please rate each item on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of city parks	5	4	3	2	1	9
02. Quality of facilities at city parks (<i>i.e. picnic shelters, playgrounds, etc.</i>)	5	4	3	2	1	9
03. Number of parks	5	4	3	2	1	9
04. Maintenance and appearance of City community centers	5	4	3	2	1	9
05. Availability of meeting space in your community	5	4	3	2	1	9
06. Number of walking/biking trails	5	4	3	2	1	9
07. Quality of outdoor athletic fields	5	4	3	2	1	9
08. Youth athletic programs in your area	5	4	3	2	1	9
09. Adult athletic programs in your area	5	4	3	2	1	9
10. Senior citizen programs	5	4	3	2	1	9
11. Ease of registering for city programs	5	4	3	2	1	9

10. From the list of items in Question 9, which **THREE** of the major categories of Parks and Recreation Services do you think should receive the **MOST EMPHASIS** from city leaders over the next two years? [Write-in your answers below using the numbers from the list in Question 9, or circle NONE.]

1st: ____ 2nd: ____ 3rd: ____ NONE

11. **PUBLIC WORKS SERVICES.** Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Condition of major streets in Missouri City	5	4	3	2	1	9
2. Condition of streets in your neighborhood	5	4	3	2	1	9
3. Condition of sidewalks in your neighborhood	5	4	3	2	1	9
4. Condition of street drainage/water drainage	5	4	3	2	1	9
5. Condition of street signs and traffic signals	5	4	3	2	1	9
6. Adequacy of street lighting in Missouri City	5	4	3	2	1	9
7. Mowing/tree trimming along streets and other public areas	5	4	3	2	1	9
8. Cleanliness of streets and other public areas	5	4	3	2	1	9
9. Animal control services (<i>adoption/animal control</i>)	5	4	3	2	1	9

12. From the list of items in Question 11, which **THREE** of the major categories of Public Works Services do you think should receive the **MOST EMPHASIS** from city leaders over the next two years? [Write-in your answers below using the numbers from the list in Question 11, or circle NONE.]

1st: ____ 2nd: ____ 3rd: ____ NONE

13. **TRASH SERVICES.** Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential trash collection services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Yardwaste collection services	5	4	3	2	1	9
4. Bulky item pick-up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9

14. **CODE ENFORCEMENT.** Please rate each item on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the clean-up of junk and debris on private property in your community	5	4	3	2	1	9
2. Enforcing the mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
3. Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
4. Enforcing the exterior maintenance of commercial/business property	5	4	3	2	1	9
5. Enforcing sign regulations	5	4	3	2	1	9
6. Enforcement of yard parking regulations in your neighborhood	5	4	3	2	1	9
7. City efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9
8. SeeClickFix to report code violations in the community or neighborhood	5	4	3	2	1	9

15. From the list of items in Question 14, which THREE of the major categories of Code Enforcement Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write-in your answers below using the numbers from the list in Question 14, or circle NONE.]

1st: ____ 2nd: ____ 3rd: ____ NONE

16. **PUBLIC INFORMATION SERVICES.** Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of information about city governmental services and activities	5	4	3	2	1	9
2. Timeliness of information provided by your city government	5	4	3	2	1	9
3. Efforts by city government to keep you informed about local issues	5	4	3	2	1	9
4. The quality of your city cable television channel	5	4	3	2	1	9
5. The quality of the city website	5	4	3	2	1	9
6. The level of public involvement in local decisions	5	4	3	2	1	9
7. Quality of social media outlets (Facebook, Twitter, Instagram, YouTube, etc.)	5	4	3	2	1	9

17. From which of the following sources do you currently get information about the City of Missouri City? (Please check all that apply.)

- | | | |
|---|---|---|
| <input type="checkbox"/> (01) Local newspapers | <input type="checkbox"/> (06) Twitter | <input type="checkbox"/> (11) SeeClickFix |
| <input type="checkbox"/> (02) City website (MissouriCityTX.gov) | <input type="checkbox"/> (07) YouTube | <input type="checkbox"/> (12) Print brochures, flyers |
| <input type="checkbox"/> (03) Radio | <input type="checkbox"/> (08) MCTV – public access | <input type="checkbox"/> (13) Leadership Luncheon |
| <input type="checkbox"/> (04) TV news channels | <input type="checkbox"/> (09) R.A.I.D.s Police alerts | |
| <input type="checkbox"/> (05) City Facebook Page | <input type="checkbox"/> (10) Your HOA | |

18. Have you called your city government with a question, problem, or complaint during the past year?

- (1) Yes [Please answer Question 18-2.] (2) No [Skip to Question 19.]

18-2. Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate your satisfaction with the government employees you have contacted with regard to the following:

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How easy they were to contact	5	4	3	2	1	9
2. Courteousness of staff	5	4	3	2	1	9
3. The accuracy of the information and assistance given	5	4	3	2	1	9
4. How quickly city staff responded to your request	5	4	3	2	1	9
5. How well your issue was handled	5	4	3	2	1	9

19. **REASONS TO LIVE IN MISSOURI CITY.** Several reasons for deciding where to live are listed below. On a scale of 4 to 1, with 4 being "Very Important" and 1 being "Not Important", how important is each reason to your decision to live in Missouri City.

Reasons for deciding live in Missouri City	Very Important	Somewhat Important	Not Sure	Not Important
01. Small town feel	4	3	2	1
02. Quality of public schools	4	3	2	1
03. Employment opportunities	4	3	2	1
04. Types of housing	4	3	2	1
05. Affordability of housing	4	3	2	1
06. Access to quality shopping	4	3	2	1
07. Availability of parks and recreation opportunities	4	3	2	1
08. Near family or friends	4	3	2	1
09. Safety and security	4	3	2	1
10. Availability of transportation options	4	3	2	1
11. Availability of cultural activities and the arts	4	3	2	1
12. Access to restaurants and entertainment	4	3	2	1
13. Availability of retail shopping choices	4	3	2	1

20. What are the most significant issues facing Missouri City in the next 5 years?

21. What would you consider Missouri City's greatest assets?

22. What is your number one desire for Missouri City?

23. From the services listed below, please indicate which THREE you consider the MOST IMPORTANT. [Write-in your answers in the spaces below for your 1st, 2nd, and 3rd choices, or circle NONE.]

- (1) Fire and life safety personnel, programs and activities
- (2) Law enforcement personnel, programs and activities
- (3) Public infrastructure programs including streets and sidewalks
- (4) Public infrastructure including streetscape, landscaping and beautification
- (5) Parks and Recreation development or programs

1st: ____ 2nd: ____ 3rd: ____ NONE

24. Do you have any additional comments you would like to share?

DEMOGRAPHICS

25. Approximately how many years have you lived in Missouri City? _____ years

26. What is your age? _____ years

27. Do you own or rent your current residence? ____ (1) Own ____ (2) Rent

28. Are you or other members of your household of Hispanic or Latino ancestry?
____ (1) Yes ____ (2) No

29. Which of the following best describes your race?

- ____ (1) African American/Black
- ____ (2) American Indian or Alaskan Native
- ____ (3) White/Caucasian
- ____ (4) Asian
- ____ (5) Other: _____

30. Would you say your total household income is:

- ____ (1) Under \$30,000
- ____ (2) \$30,000 to \$59,999
- ____ (3) \$60,000 to \$99,999
- ____ (4) \$100,000 or more
- ____ (9) Prefer not to respond

31. Your gender: ____ (1) Male ____ (2) Female

This concludes the survey – Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential and will be used to help guide City improvements, allowing us to serve you better. The information to the right will ONLY be used to help identify the level of satisfaction with City services in your area. Thank you!