

Missouri City Community Survey

Findings Report

...helping organizations make better decisions since 1982

2020

Submitted to the City of Missouri City, Texas

By:
ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

April 2020





Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Analysis	45
Section 3: Importance-Satisfaction Analysis	58
Section 4: Tabular Data	66
Section 5: Survey Instrument	106

2020 Missouri City Community Survey

Executive Summary Report

Overview and Methodology

ETC Institute administered a community survey for Missouri City during the spring of 2020. 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. This is the third survey conducted by ETC Institute for the City of Missouri City; the first was conducted in 2016.

Methodology. The six-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of Missouri City. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Missouri City from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to receive at least 400 completed surveys. This goal was accomplished, with a total of 420 households completing a survey. The results for the random sample of 420 households have a 95% level of confidence with a precision of at least +/- 4.8%.

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 have 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 have 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)

Overall Perceptions of the City

Most (91%) 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 71%. Eighty-five percent (85%) 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 70%.

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 and fire services (90%), overall quality of trash and yard waste services (82%), the overall quality of parks and recreation programs and facilities (77%) and the overall efforts by city government in your area to ensure community is prepared for emergencies (69%). Respondents think the overall maintenance of city streets, sidewalks, and infrastructure should receive the most emphasis from city leaders over the next two years.

Satisfaction with Specific City Services

- **Police Services.** The highest levels of satisfaction with police services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of City police protection (86%), how quickly police respond to emergencies (79%), and the 911 service provided by operators (75%).
- **Fire and EMS Services.** The highest levels of satisfaction with 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 (90%) and how quickly fire services personnel respond (88%).
 - **Most Important Public Safety Services.** The services respondents think should receive the most emphasis over the next two years, based upon the sum of the

respondents' top three choices, were: visibility of police in neighborhoods, the efforts by City government to prevent crime, and the overall quality of City police protection.

- **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 (80%), the quality of facilities at City parks (74%), and the maintenance and appearance of City community centers (73%). The services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents' top three choices, were: the quality of facilities at City parks, the maintenance of City parks, senior citizen programs, and the number of walking/biking trails.
- **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 (77%), condition of major streets (71%), the condition of street drainage/water drainage (63%), and the cleanliness of streets and other public areas (62%). The services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents' top three choices, were: the condition of neighborhood streets, the adequacy of street lighting in Missouri City, the condition of major streets, and the condition of street drainage/water drainage.
- **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 (87%), curbside recycling services (77%), yard waste collection services (76%), and bulky item pick-up/removal services (74%).
- **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 (60%), enforcing the clean-up of junk and debris on private property (58%), and enforcing yard parking regulations in neighborhoods (58%). The services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents' top three choices, were: enforcing the clean-up of junk and debris on private property, enforcing the mowing and cutting of weeds and grass on private property, and enforcing the exterior maintenance of residential property.
- **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 quality of the City's website (56%), the availability of information about city governmental services and activities (47%), and the quality of social media outlets (46%).

- **Sources of Information.** Local newspapers (49%), the City website (49%), local HOAs (45%), TV news channels (36%), and print brochures and flyers (23%) are the most common sources for information about the City.

Other Findings

- Eighty-eight percent (88%) of residents *who had an opinion* feel “very safe” or “safe” walking in their neighborhood during the day; 77% of residents *who had an opinion* feel safe in their community, 63% of residents who had an opinion feel safe walking on city trails and in city parks, and 53% feel safe in their neighborhood after dark.
- Seventy-five percent (75%) of residents who had an opinion were either “very satisfied” or “satisfied” with the quality of life in their community. Fifty-six percent (56%) of residents *who had an opinion* were either “very satisfied” or “satisfied” with the overall quality of city government services, and 59% of residents who had an opinion were either “very satisfied” or “satisfied” with reputation of their community.
- Only 24% of residents have called the City with a question, problem or complaint during the past year. Of those who have called the City, 77% were either “very satisfied” or “satisfied” with the courteousness of staff, 64% 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.
- 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 flood control provided by the city.
- Ninety-eight percent (98%) of residents rated the safety and security of the City as a “very important” or “somewhat important” reason for living in Missouri City. Ninety-seven percent (97%) of residents rated access to quality shopping as a “very important” or “somewhat important” reason, and 96% of residents rated the types of housing as a “very important” or “somewhat important” reason for living in Missouri City.

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 Section 3 of this report. 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 maintenance of city streets, sidewalks, and infrastructure (IS Rating=0.2079)
- Overall effectiveness of communication by City government (IS Rating=0.1539)

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

2020 Importance-Satisfaction Rating						
Missouri City, Texas						
Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall maintenance of City streets, sidewalks & infrastructure	49%	1	57%	9	0.2079	1
<u>High Priority (IS .10-.20)</u>						
Overall effectiveness of communication by City government in your area	29%	4	47%	10	0.1539	2
<u>Medium Priority (IS <.10)</u>						
Overall flow of traffic & congestion management on streets in City of Missouri City	26%	5	65%	6	0.0927	3
Overall efforts by City government in your area to ensure community is prepared for emergencies	34%	2	74%	4	0.0888	4
Emergency preparedness	25%	6	65%	5	0.0858	5
Enforcement of local codes & ordinances	20%	7	59%	8	0.0820	6
Overall quality of customer service provided by City government in City of Missouri City	13%	9	59%	7	0.0529	7
Overall quality of parks & recreation programs & facilities	16%	8	77%	3	0.0377	8
Quality of police & fire services	30%	3	90%	1	0.0307	9
Overall quality of trash & yard waste services	8%	10	82%	2	0.0153	10

How Missouri City Compares to Other Communities Nationally

Satisfaction ratings for Missouri City rated the same or above the U.S. average in 61 of the 76 areas that were assessed. Missouri City rated significantly higher than the U.S. average (difference of 5% or more) in 46 of these areas. Listed below areas where Missouri City performed significantly higher than the U.S. average:

Service	Missouri City	U.S.	Difference	Category
Condition of major streets in Missouri City	71%	48%	23%	Public Works Services
As a place to live	91%	71%	20%	Ratings of the City
Bulky item pick-up/removal services	74%	54%	20%	Trash Services
Mowing on private property	55%	36%	19%	Code Enforcement
As a place to retire	74%	56%	18%	Ratings of the City
Overall quality of City police protection	86%	68%	18%	Police/Fire/EMS Services
Leadership of City Manager	53%	36%	17%	Perceptions of the City
Condition of streets in your neighborhood	62%	45%	17%	Public Works Services
How quickly police respond to emergencies	79%	62%	17%	Police/Fire/EMS Services
Quality of customer service	59%	42%	17%	Major Categories
Clean-up of junk & debris on private property	58%	42%	16%	Code Enforcement
Police & fire services	90%	74%	16%	Major Categories
Parks & recreation programs & facilities	77%	61%	16%	Major Categories
Residential trash collection services	87%	72%	15%	Trash Services
Maintenance of City streets, sidewalks & infrastructure	57%	42%	15%	Major Categories
As a place to raise children	85%	70%	15%	Ratings of the City
Visibility of police in neighborhoods	70%	56%	14%	Police/Fire/EMS Services
Exterior maintenance of residential property	57%	43%	14%	Code Enforcement
Flow of traffic & congestion management	65%	51%	14%	Major Categories
Trash & yard waste services	82%	68%	14%	Major Categories
Condition of sidewalks in your neighborhood	51%	38%	13%	Public Works Services
Yard parking regulations	58%	45%	13%	Code Enforcement
Quality of facilities at City parks	74%	62%	12%	Parks and Recreation
How well your issue was handled	60%	49%	11%	Customer Service
Enforcing sign regulations	60%	50%	10%	Code Enforcement
Mowing/tree trimming along streets	62%	52%	10%	Public Works Services
Maintenance of City parks	80%	70%	10%	Parks and Recreation
Availability of meeting space in your community	59%	50%	9%	Parks and Recreation
How quickly fire services personnel respond	88%	79%	9%	Police/Fire/EMS Services
Value received for your City tax & fees	46%	37%	9%	Perceptions of the City
Yardwaste collection services	76%	67%	9%	Trash Services
As a City moving in right direction	57%	48%	9%	Ratings of the City
Condition of street signs & traffic signals	77%	68%	9%	Public Works Services
Overall quality of fire services	90%	81%	9%	Police/Fire/EMS Services
Curbside recycling services	77%	69%	8%	Trash Services
Quality of City government services	56%	48%	8%	Perceptions of the City
Police safety awareness education programs	60%	52%	8%	Police/Fire/EMS Services
Courteousness of staff	77%	70%	7%	Customer Service
As a place to work	61%	54%	7%	Ratings of the City
Maintenance & appearance of City community centers	73%	66%	7%	Parks and Recreation
Accuracy of information & assistance given	64%	58%	6%	Customer Service
Enforcement of local codes & ordinances	59%	53%	6%	Major Categories
Availability of information services & activities	47%	42%	5%	Public Information Services
Enforcement of City traffic laws	70%	65%	5%	Police/Fire/EMS Services
Efforts by govt. to ensure community is prepared for emergencies	69%	64%	5%	Major Categories
Efforts to remove abandoned/inoperative vehicles	53%	48%	5%	Code Enforcement

How the City of Missouri City Compares to the State of Texas

Satisfaction ratings for Missouri City **rated the same or above the Texas average in 60 of the 76 areas** that were assessed. Missouri City rated significantly higher than the Texas average (difference of 5% or more) in 51 of these areas. Listed below areas where Missouri City performed significantly higher than the Texas average:

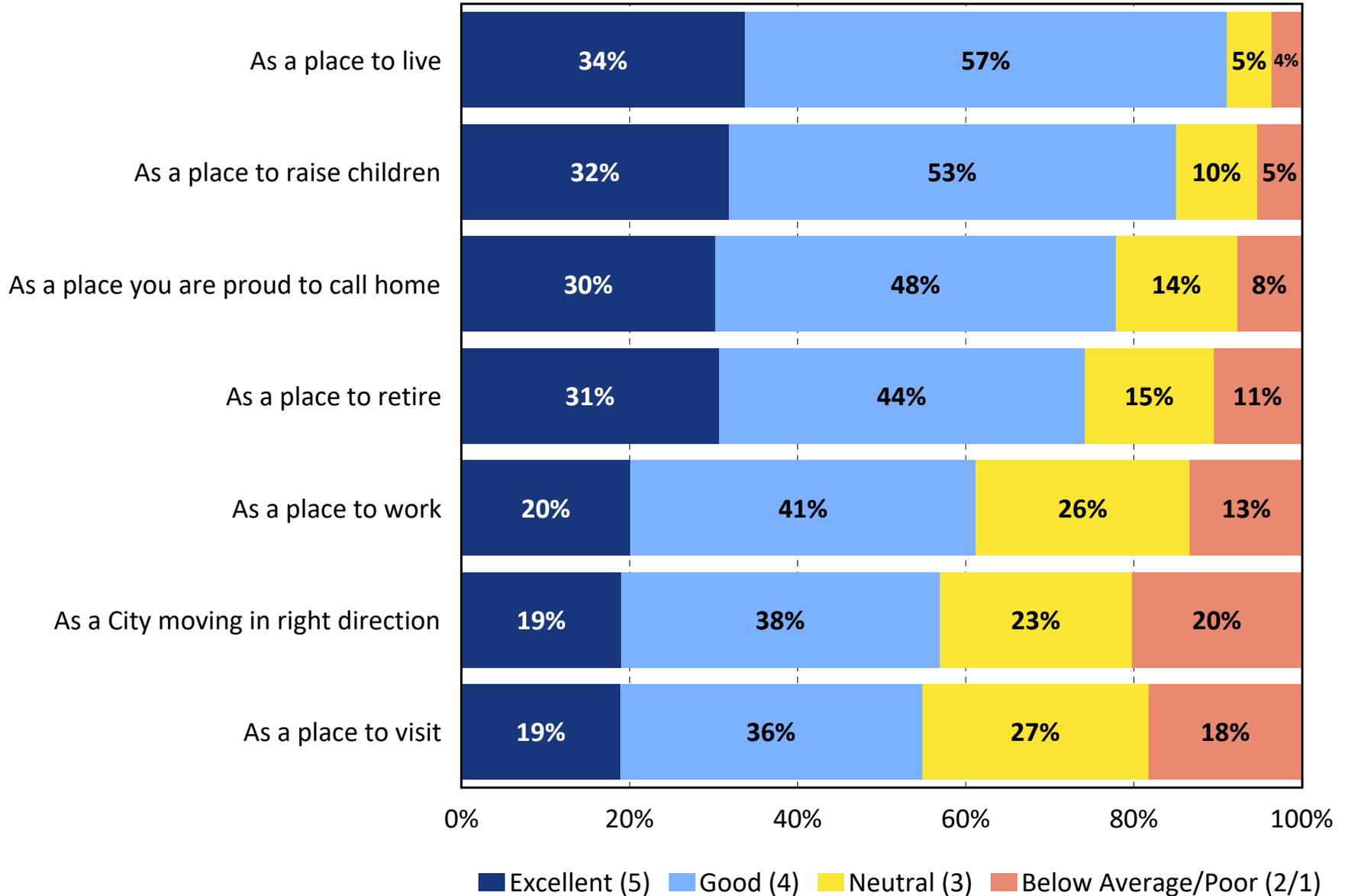
Service	Missouri City	Texas	Difference	Category
Bulky item pick-up/removal services	74%	48%	26%	Trash Services
As a place to live	91%	67%	24%	Ratings of the City
As a place to raise children	85%	61%	24%	Ratings of the City
Overall quality of City police protection	86%	62%	24%	Police/Fire/EMS Services
Condition of major streets in Missouri City	71%	48%	23%	Public Works Services
As a place to retire	74%	52%	22%	Ratings of the City
Maintenance of City streets, sidewalks & infrastructure	57%	36%	21%	Major Categories
Trash & yard waste services	82%	61%	21%	Major Categories
Courteousness of staff	77%	57%	20%	Customer Service
Mowing/tree trimming along streets	62%	42%	20%	Public Works Services
Parks & recreation programs & facilities	77%	57%	20%	Major Categories
Police & fire services	90%	71%	19%	Major Categories
Quality of customer service	59%	40%	19%	Major Categories
Maintenance of City parks	80%	61%	19%	Parks and Recreation
Condition of street signs & traffic signals	77%	59%	18%	Public Works Services
Visibility of police in neighborhoods	70%	53%	17%	Police/Fire/EMS Services
Yardwaste collection services	76%	59%	17%	Trash Services
Mowing on private property	55%	38%	17%	Code Enforcement
Flow of traffic & congestion management	65%	48%	17%	Major Categories
Residential trash collection services	87%	71%	16%	Trash Services
Value received for your City tax & fees	46%	30%	16%	Perceptions of the City
How quickly police respond to emergencies	79%	63%	16%	Police/Fire/EMS Services
Leadership of City Manager	53%	38%	15%	Perceptions of the City
Clean-up of junk & debris on private property	58%	43%	15%	Code Enforcement
Yard parking regulations	58%	43%	15%	Code Enforcement
How quickly fire services personnel respond	88%	75%	13%	Police/Fire/EMS Services
How well your issue was handled	60%	48%	12%	Customer Service
Fire education programs in your community	66%	54%	12%	Police/Fire/EMS Services
Fire inspection programs in your community	60%	49%	11%	Police/Fire/EMS Services
Availability of information services & activities	47%	36%	11%	Public Information Services
Accuracy of information & assistance given	64%	53%	11%	Customer Service
Exterior maintenance of residential property	57%	46%	11%	Code Enforcement
Enforcement of local codes & ordinances	59%	48%	11%	Major Categories
Police safety awareness education programs	60%	49%	11%	Police/Fire/EMS Services
Enforcement of City traffic laws	70%	60%	10%	Police/Fire/EMS Services
Enforcing sign regulations	60%	50%	10%	Code Enforcement
Condition of sidewalks in your neighborhood	51%	41%	10%	Public Works Services
Overall quality of fire services	90%	80%	10%	Police/Fire/EMS Services
Efforts by City government to prevent crime	59%	49%	10%	Police/Fire/EMS Services
Quality of City government services	56%	46%	10%	Perceptions of the City
Quality of outdoor athletic fields	57%	47%	10%	Parks and Recreation
Visibility of police in commercial & retail areas	63%	54%	9%	Police/Fire/EMS Services
Quality of life in your community	76%	67%	9%	Perceptions of the City
Quality of facilities at City parks	74%	65%	9%	Parks and Recreation
Level of public involvement in local decisions	31%	23%	8%	Public Information Services
Condition of streets in your neighborhood	62%	54%	8%	Public Works Services
Efforts to remove abandoned/inoperative vehicles	53%	45%	8%	Code Enforcement
Curbside recycling services	77%	70%	7%	Trash Services
How easy they were to contact	64%	57%	7%	Customer Service
Maintenance & appearance of City community centers	73%	66%	7%	Parks and Recreation
Efforts by govt. to ensure community is prepared for emergencies	69%	63%	6%	Major Categories

Section 1

Charts and Graphs

Q1. Ratings of Missouri City

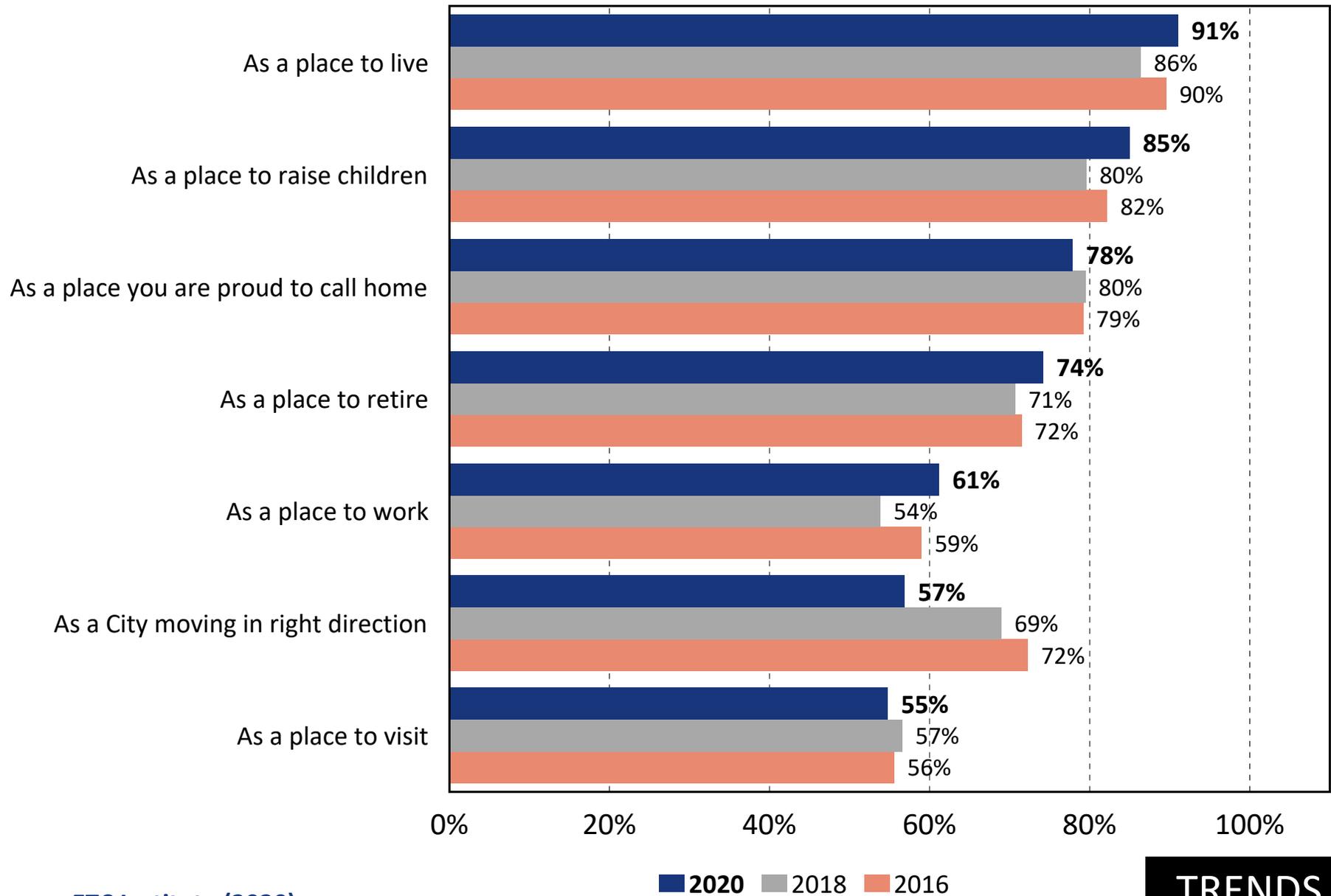
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

Ratings of Missouri City - 2016 to 2020

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



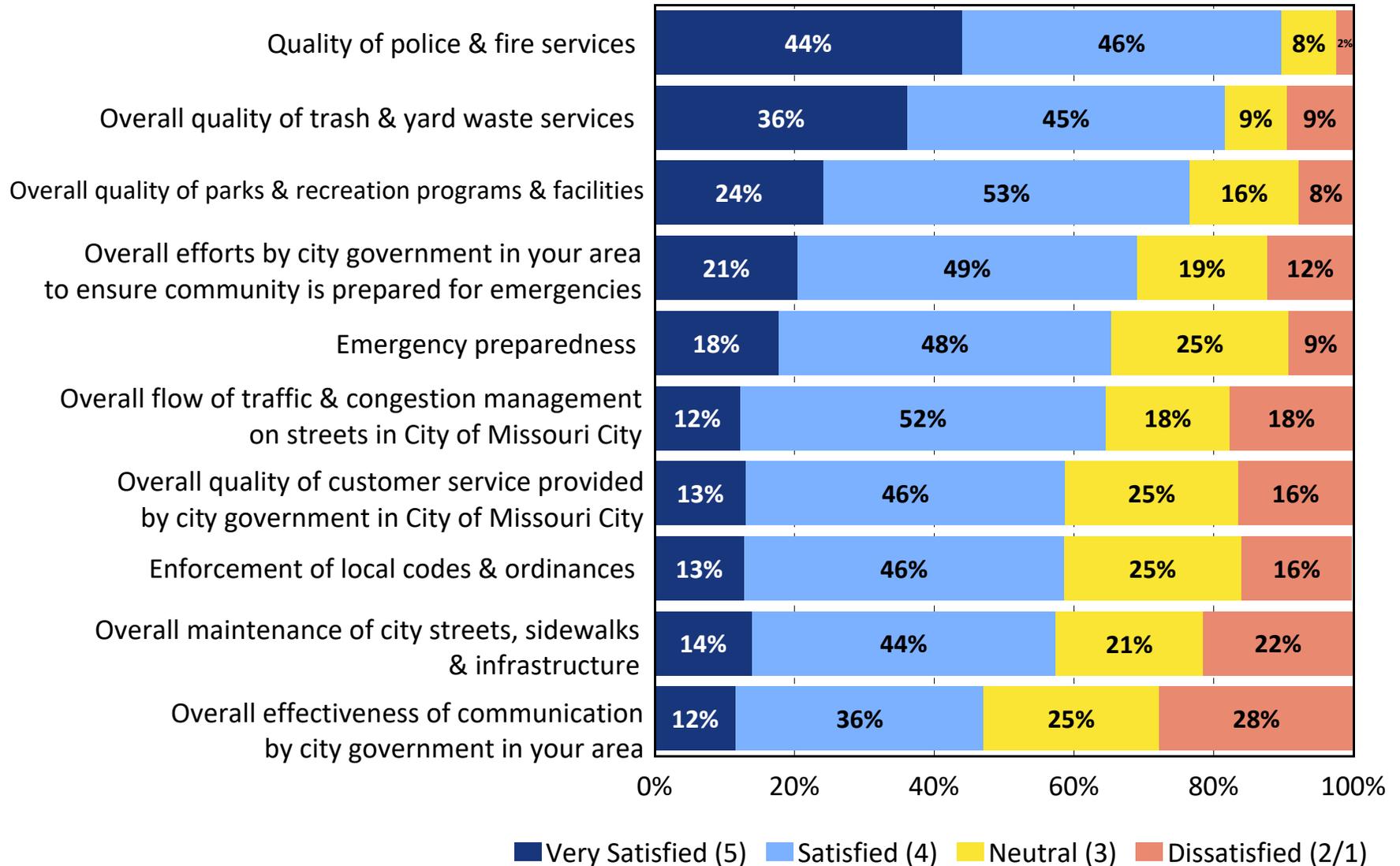
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q2. Overall Satisfaction with City Services by Major Category

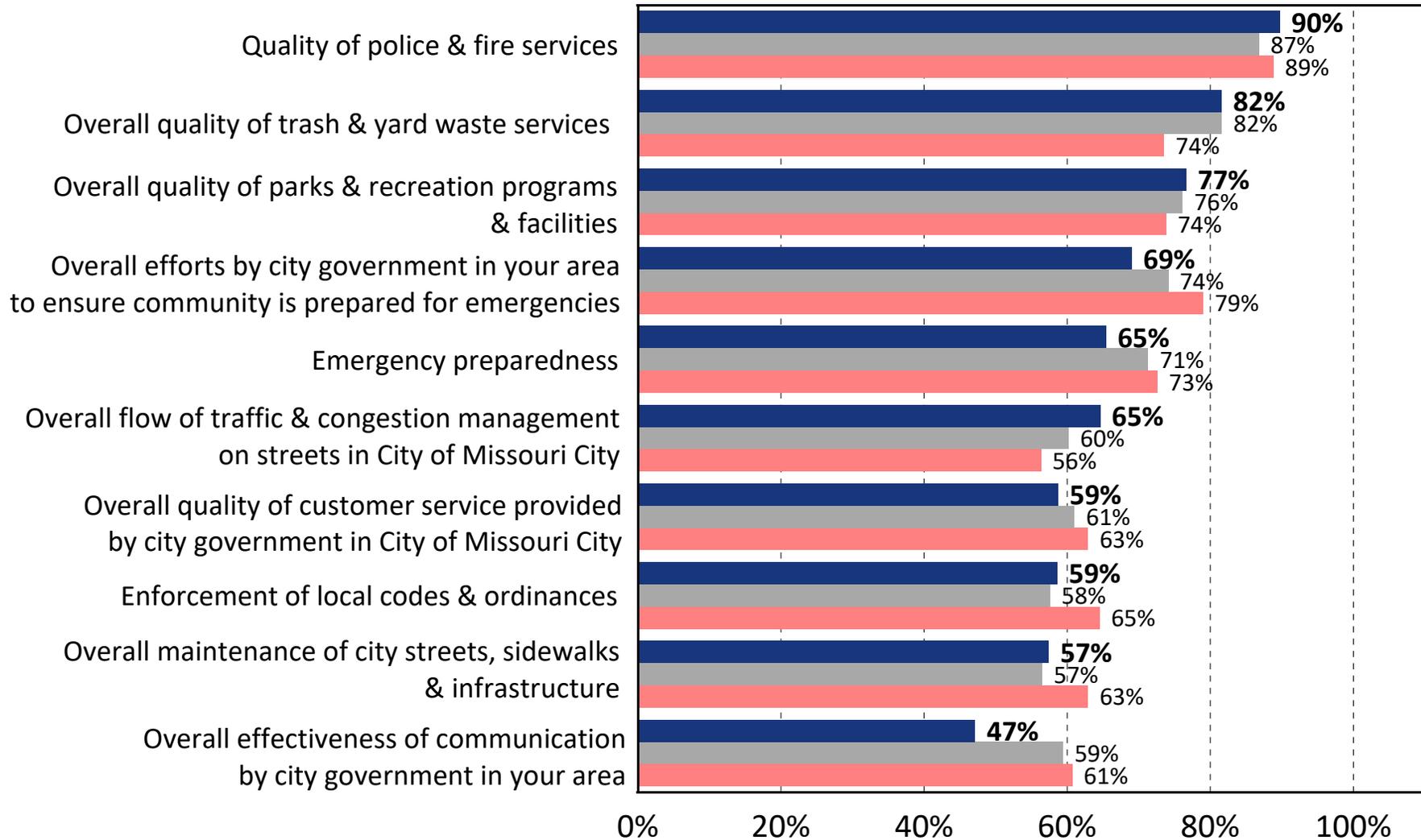
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

Overall Satisfaction with City Services by Major Category - 2016 to 2020

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

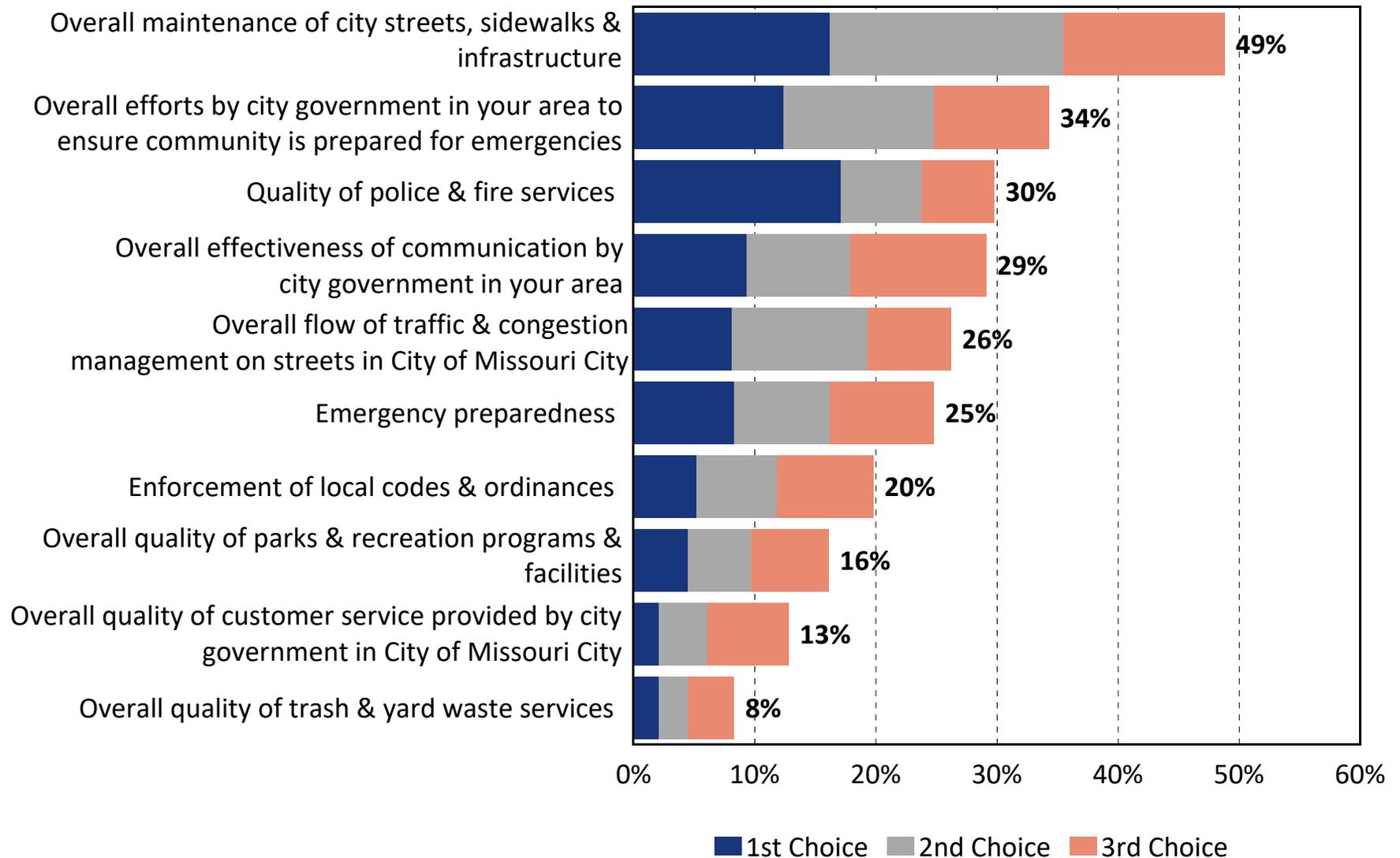
ETC Institute (2020)

■ 2020 ■ 2018 ■ 2016

TRENDS

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

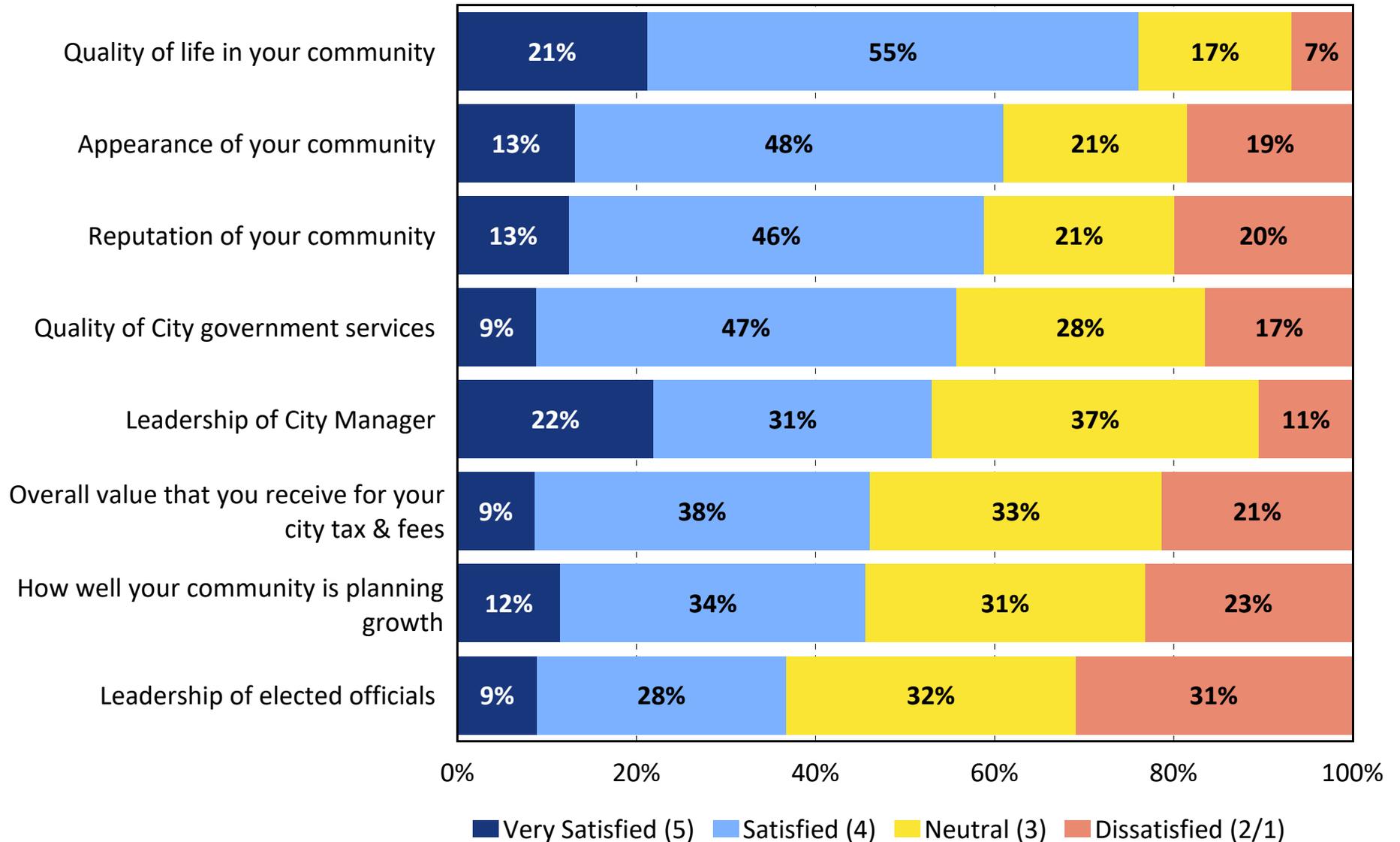
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q4. Satisfaction with Items That Influence Perceptions of the City

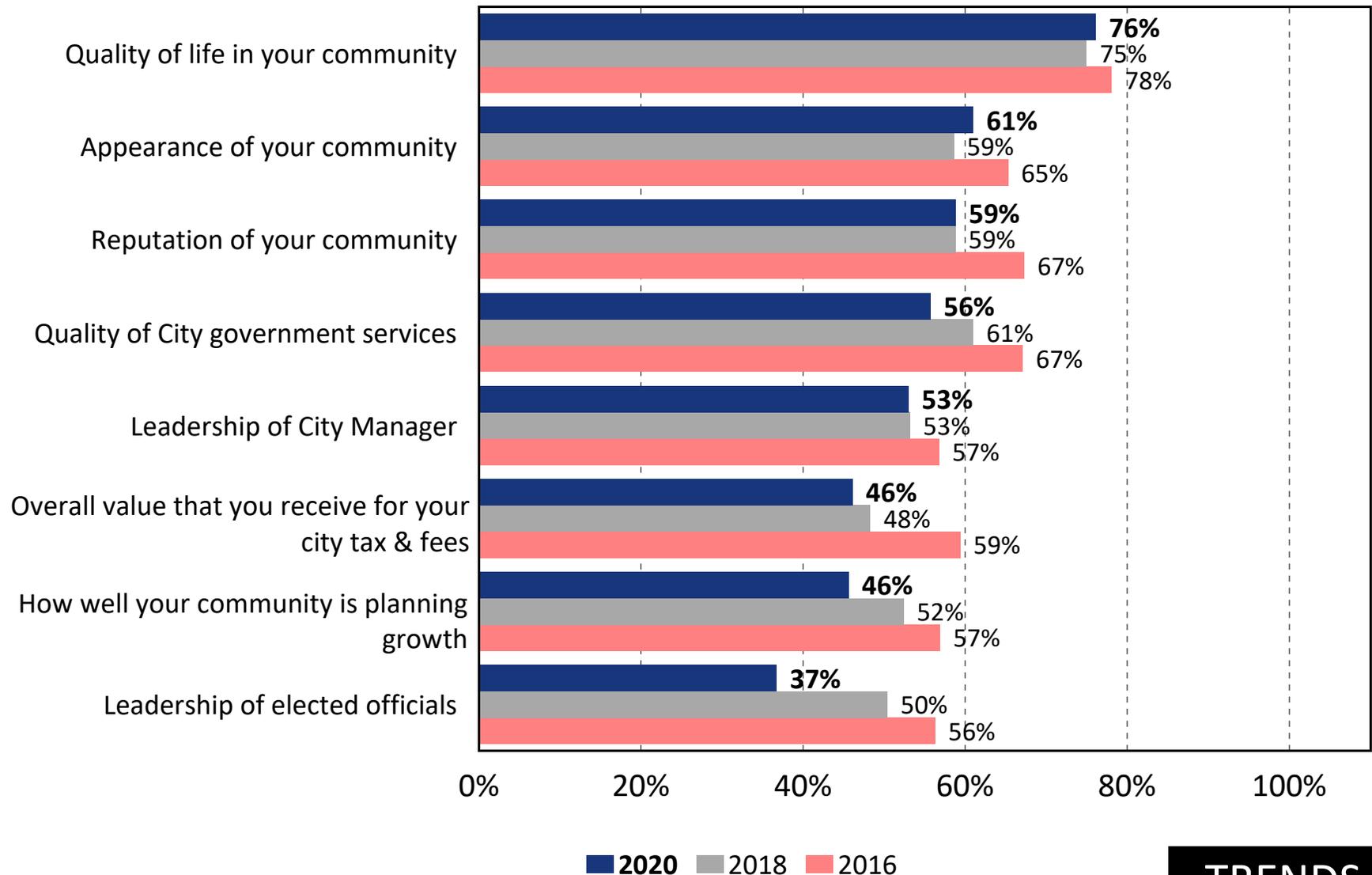
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

Satisfaction with Items That Influence Perceptions of the City - 2016 to 2020

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



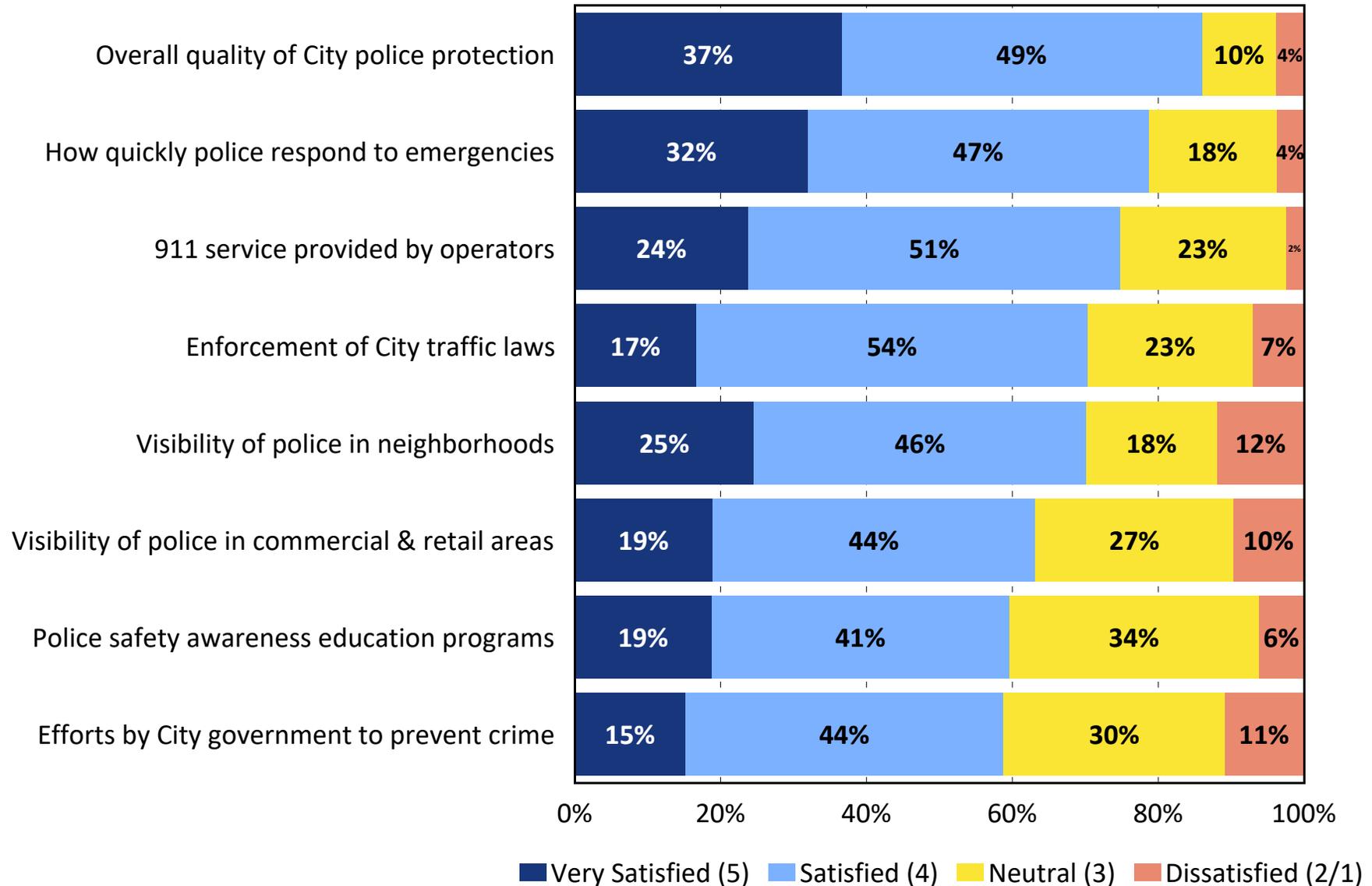
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q5a. Satisfaction with Police Services

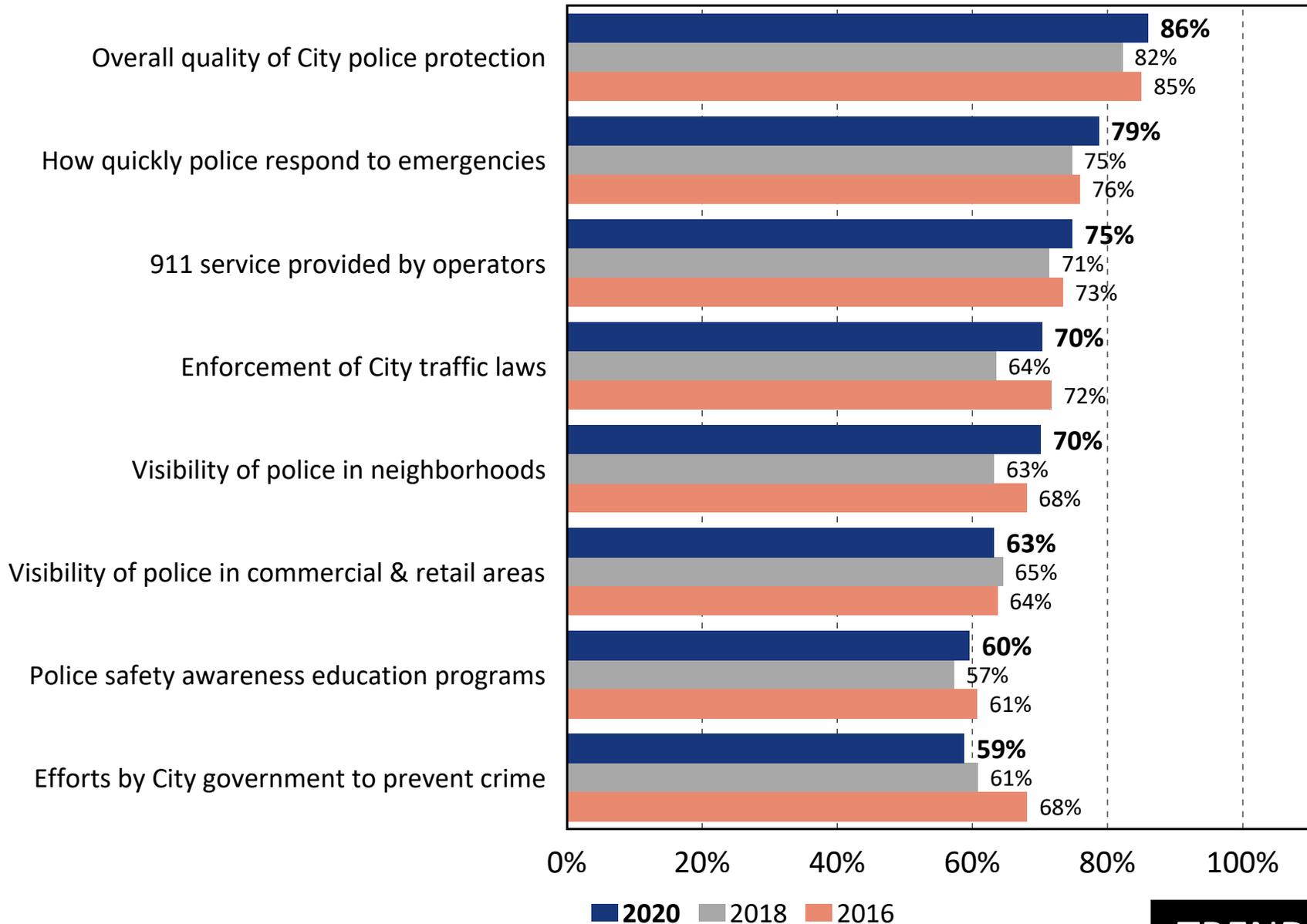
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

Satisfaction with Police Services - 2016 to 2020

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")

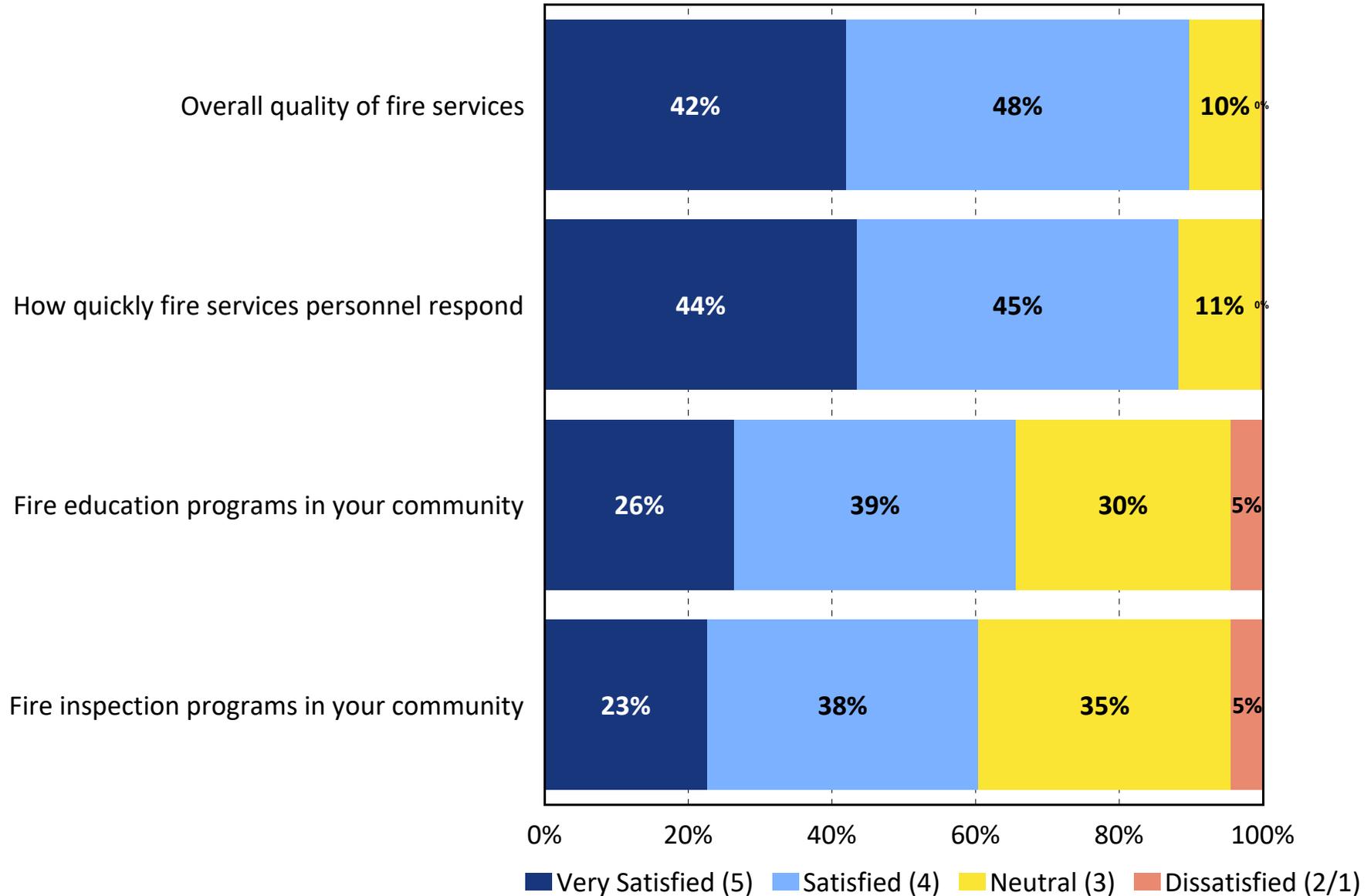


Source: ETC Institute (2020)

TRENDS

Q5b. Satisfaction with Fire/EMS Services

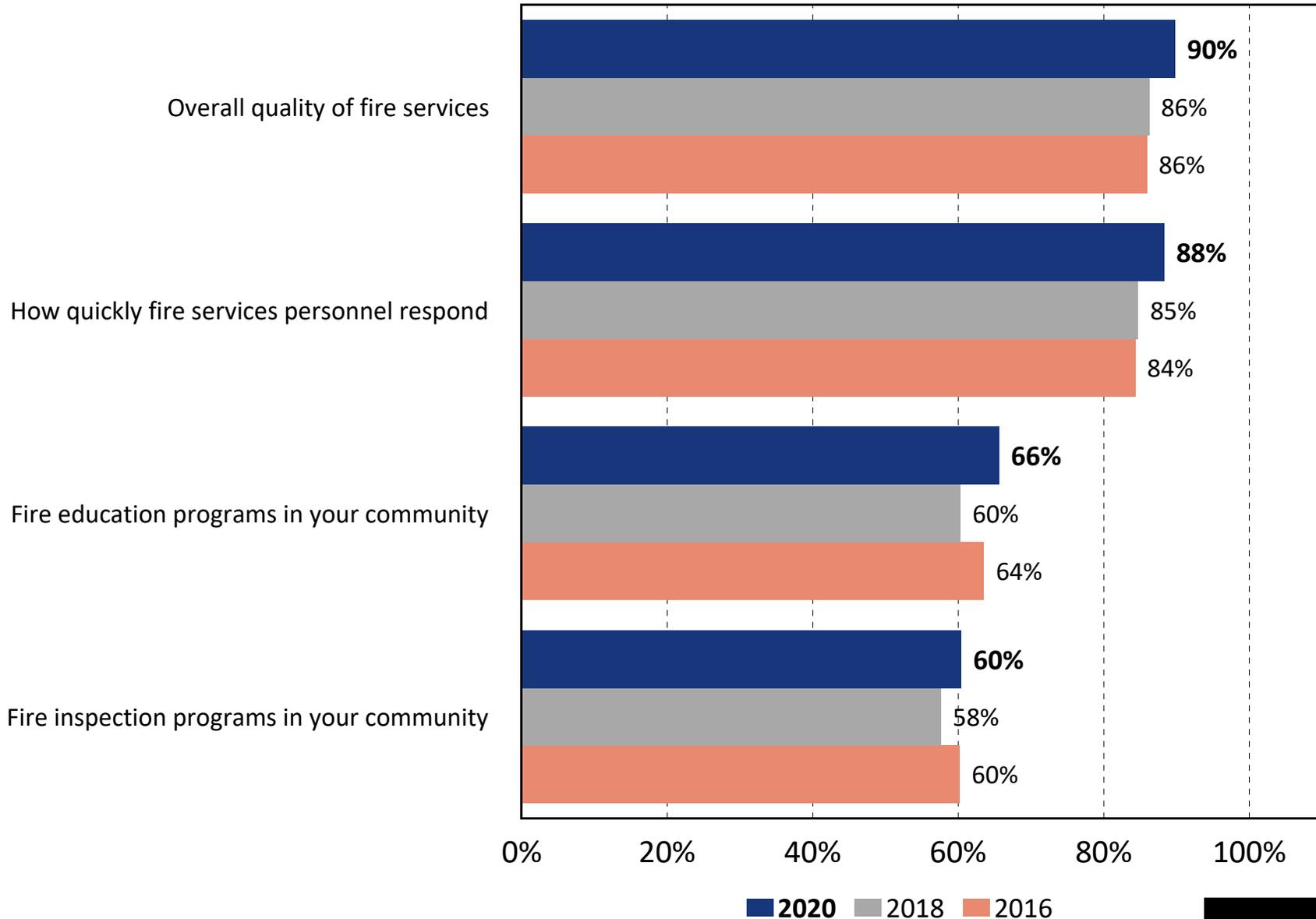
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

Satisfaction with Fire/EMS Services - 2016 to 2020

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



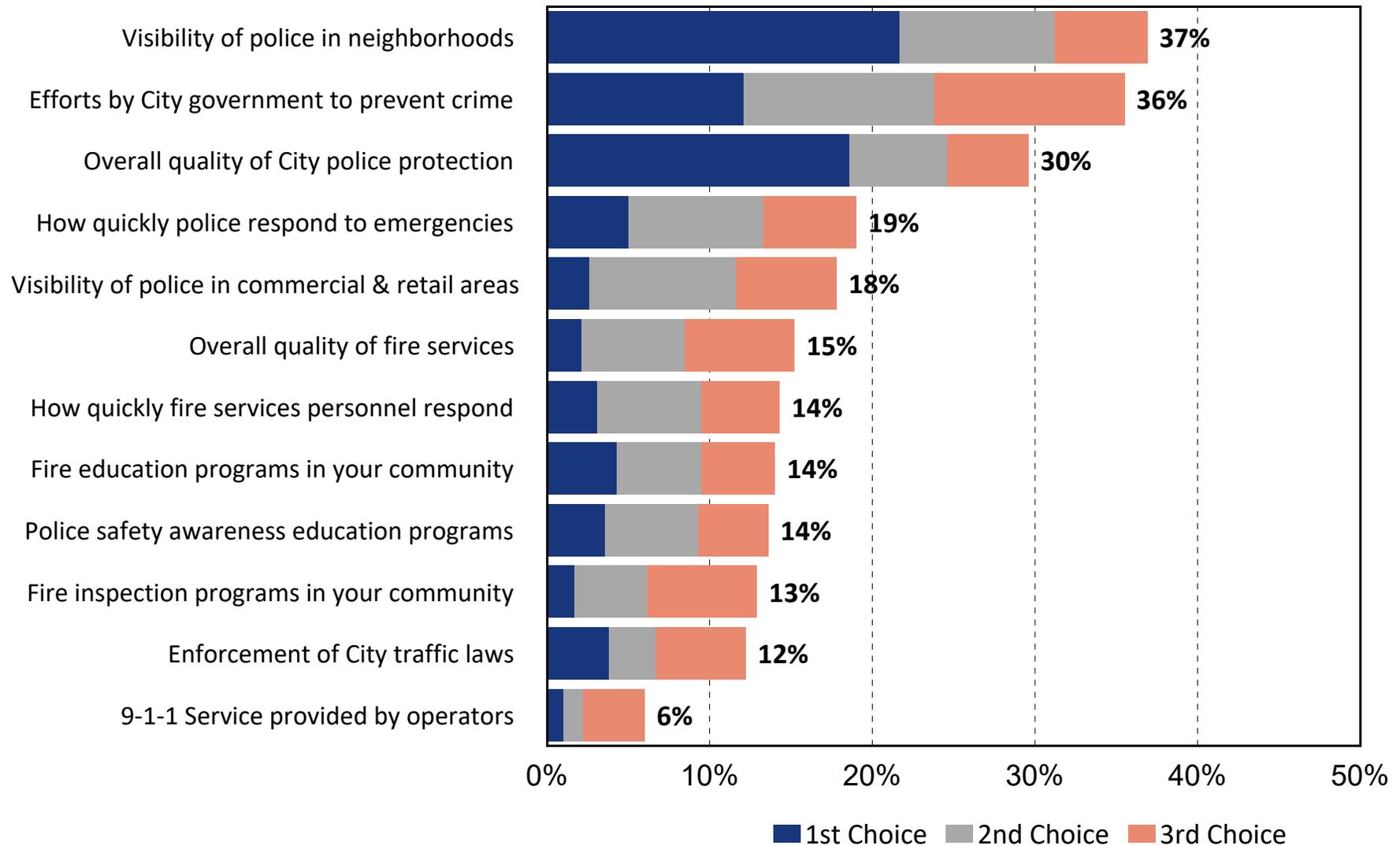
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q6. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

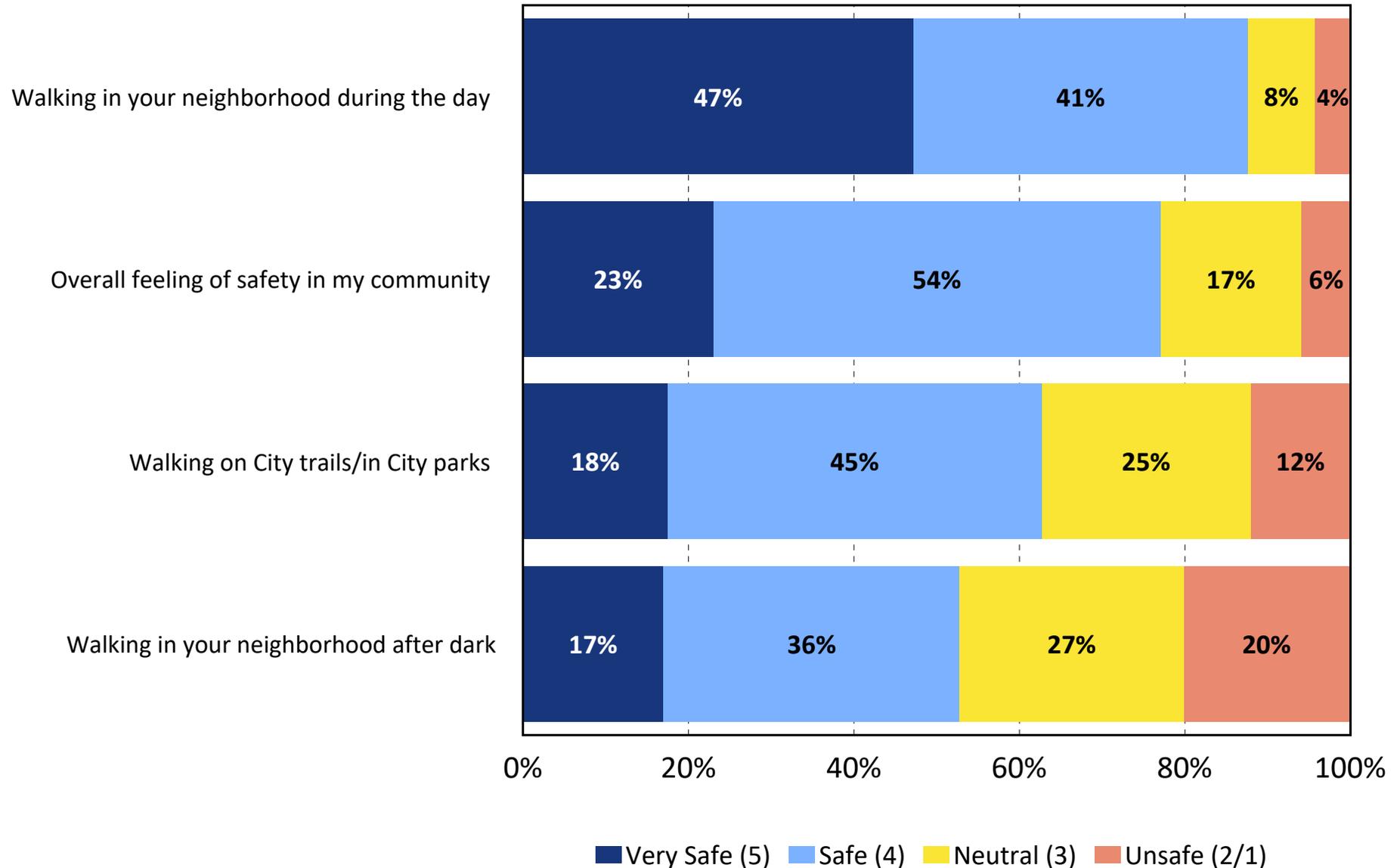
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q7. Level of Safety Residents Feel in Various Situations

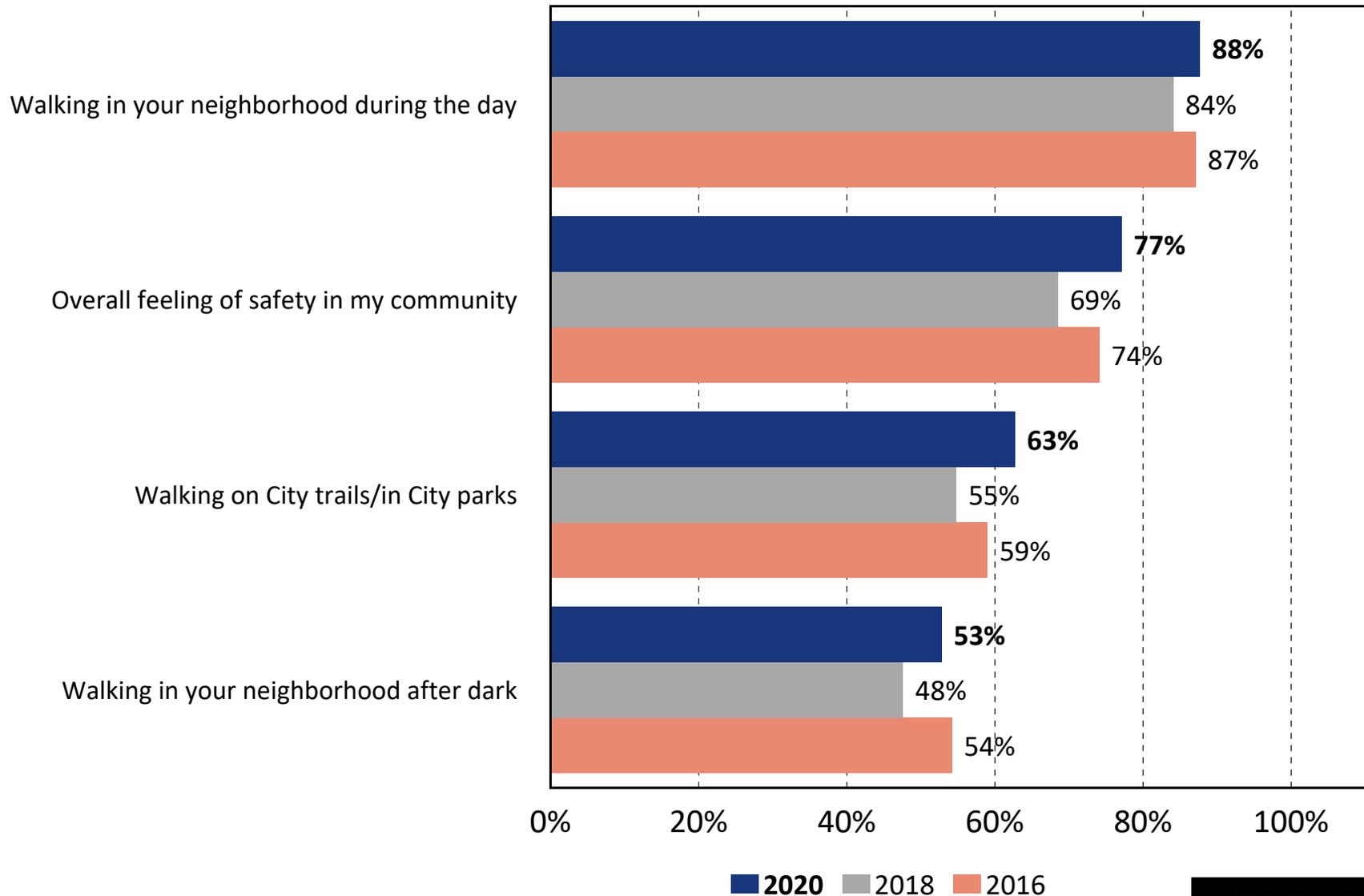
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

Level of Safety Residents Feel in Various Situations 2016 to 2020

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



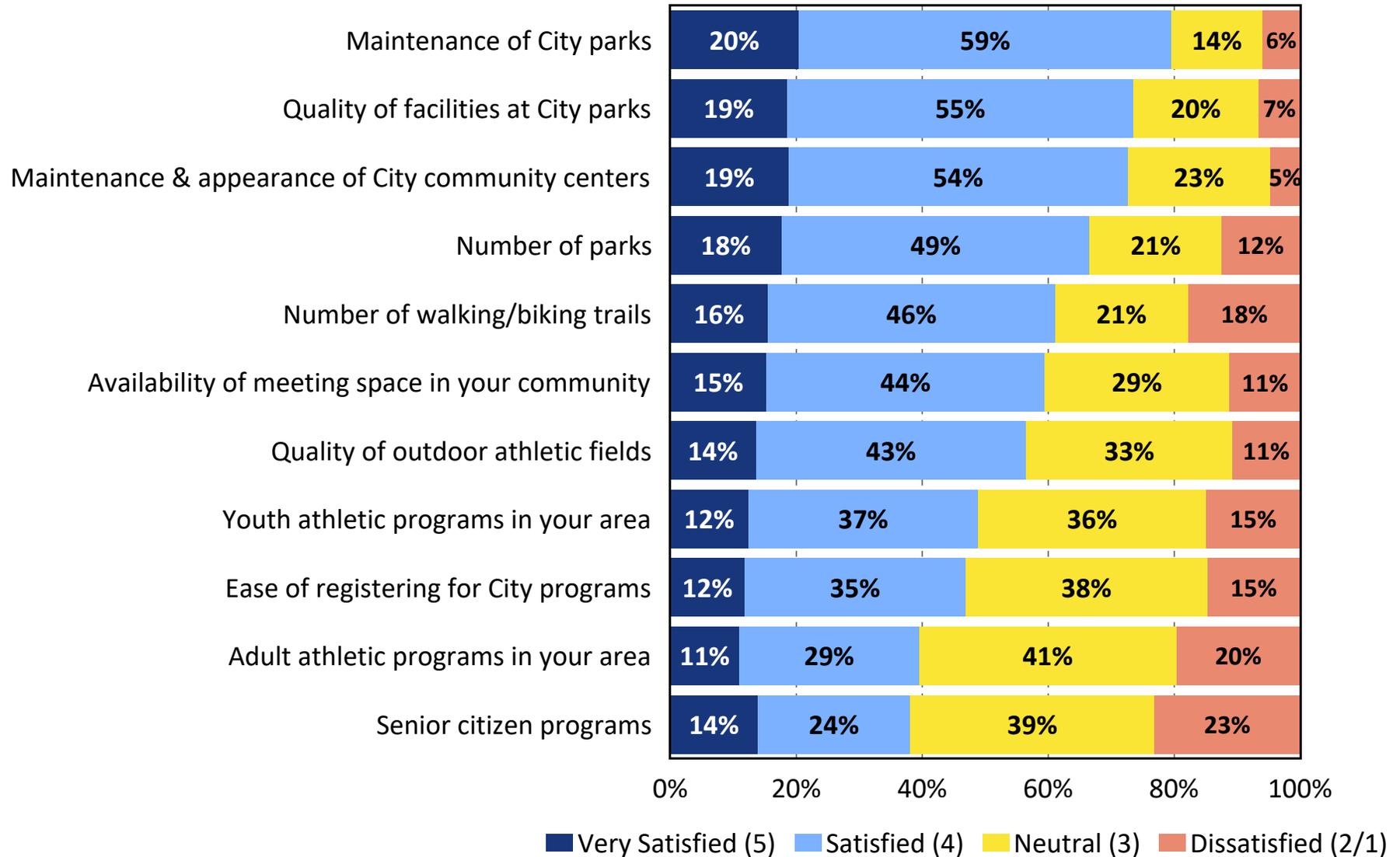
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q8. Satisfaction with Parks and Recreation

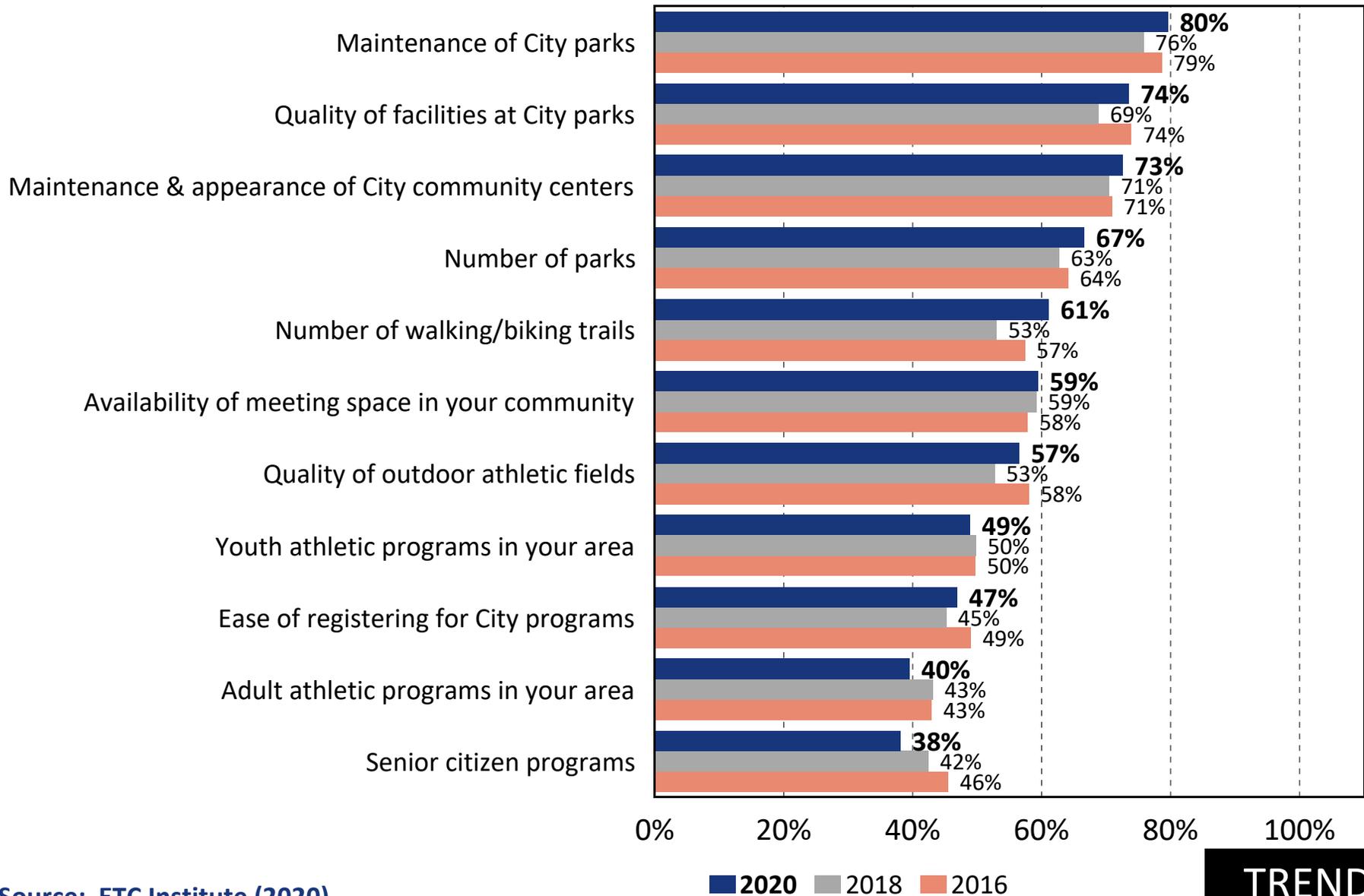
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

Satisfaction with Parks and Recreation - 2016 to 2020

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



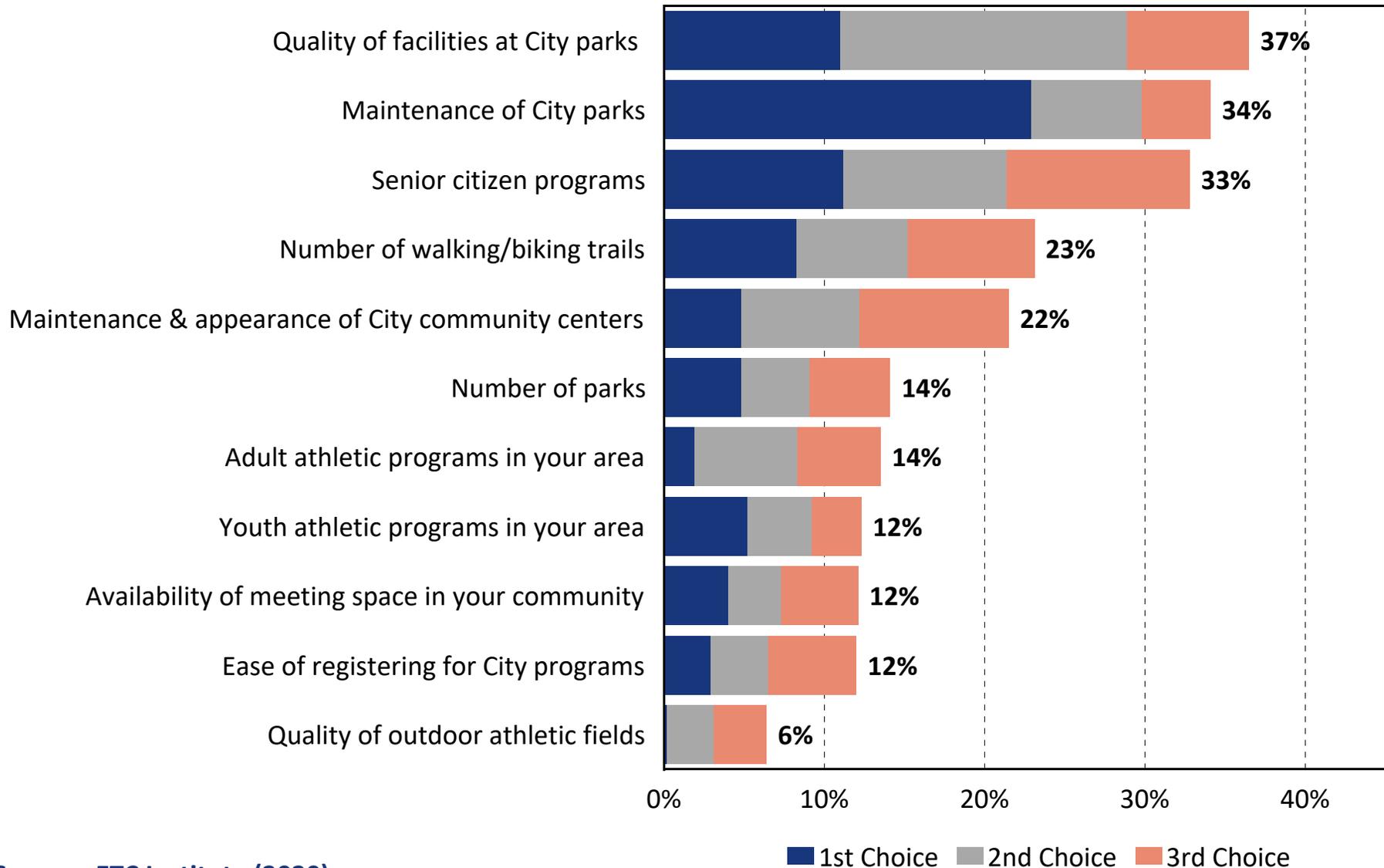
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q9. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

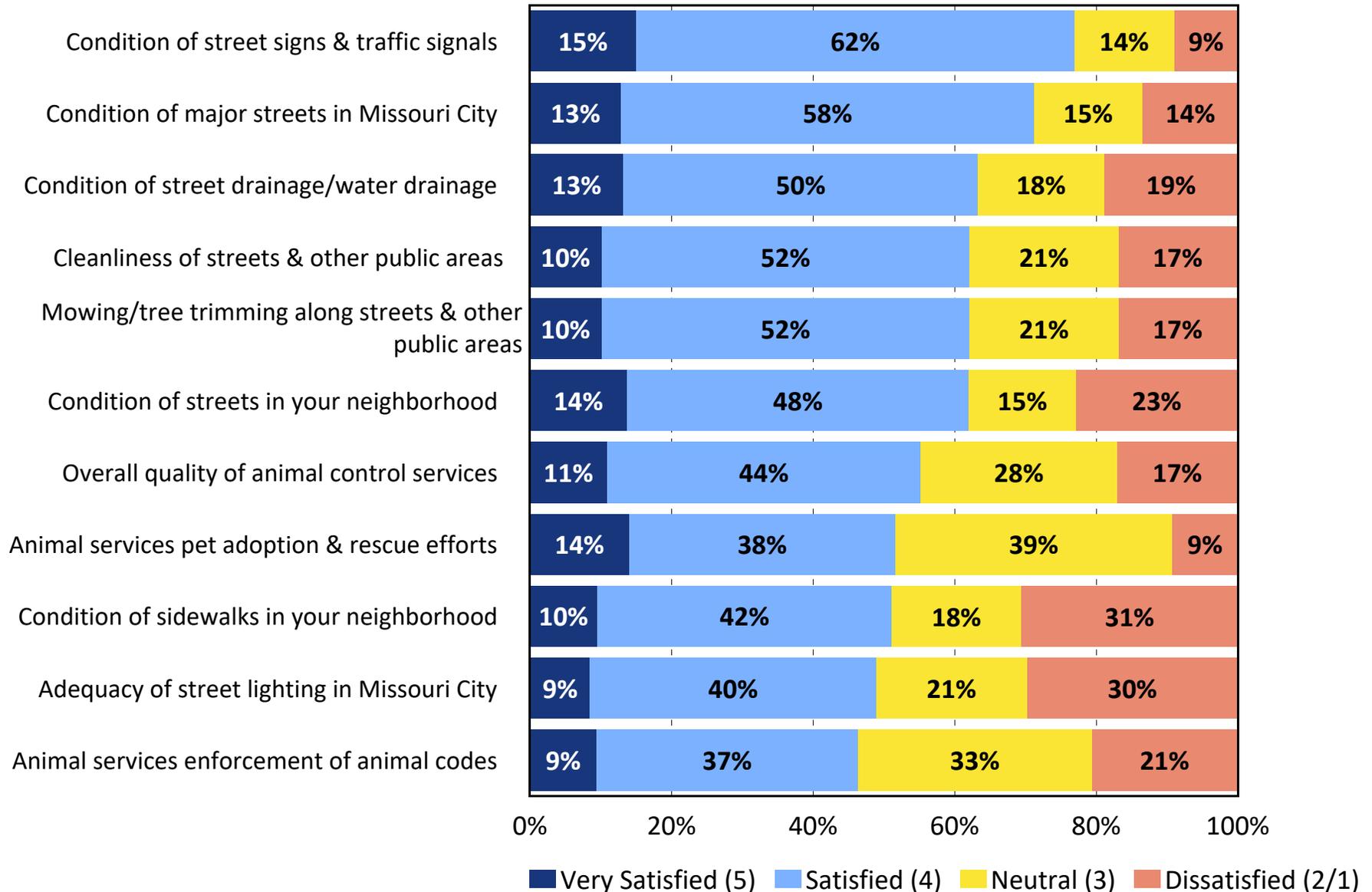
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q10. Satisfaction with Public Works Services

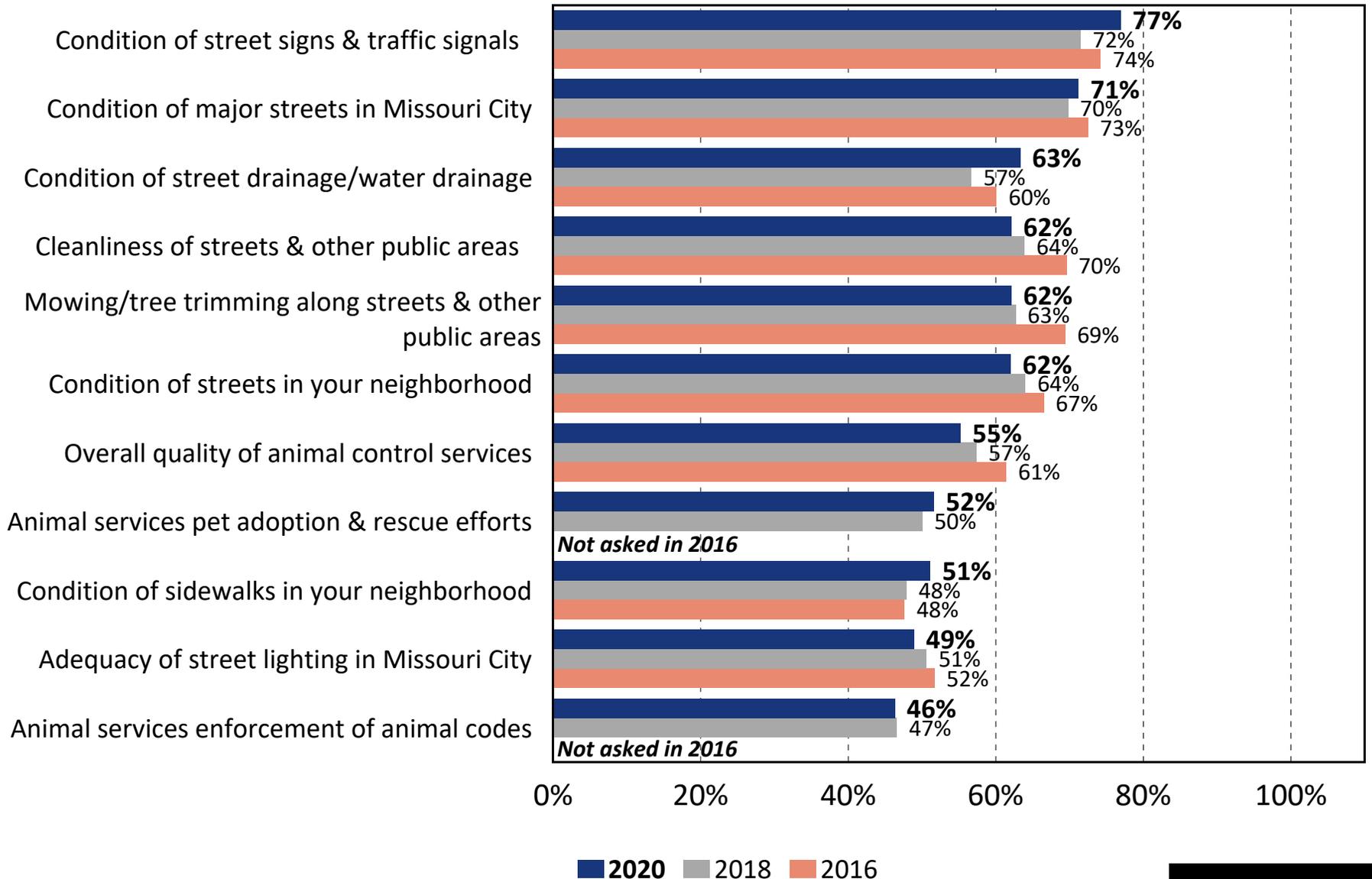
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

Satisfaction with Public Works Services - 2016 to 2020

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



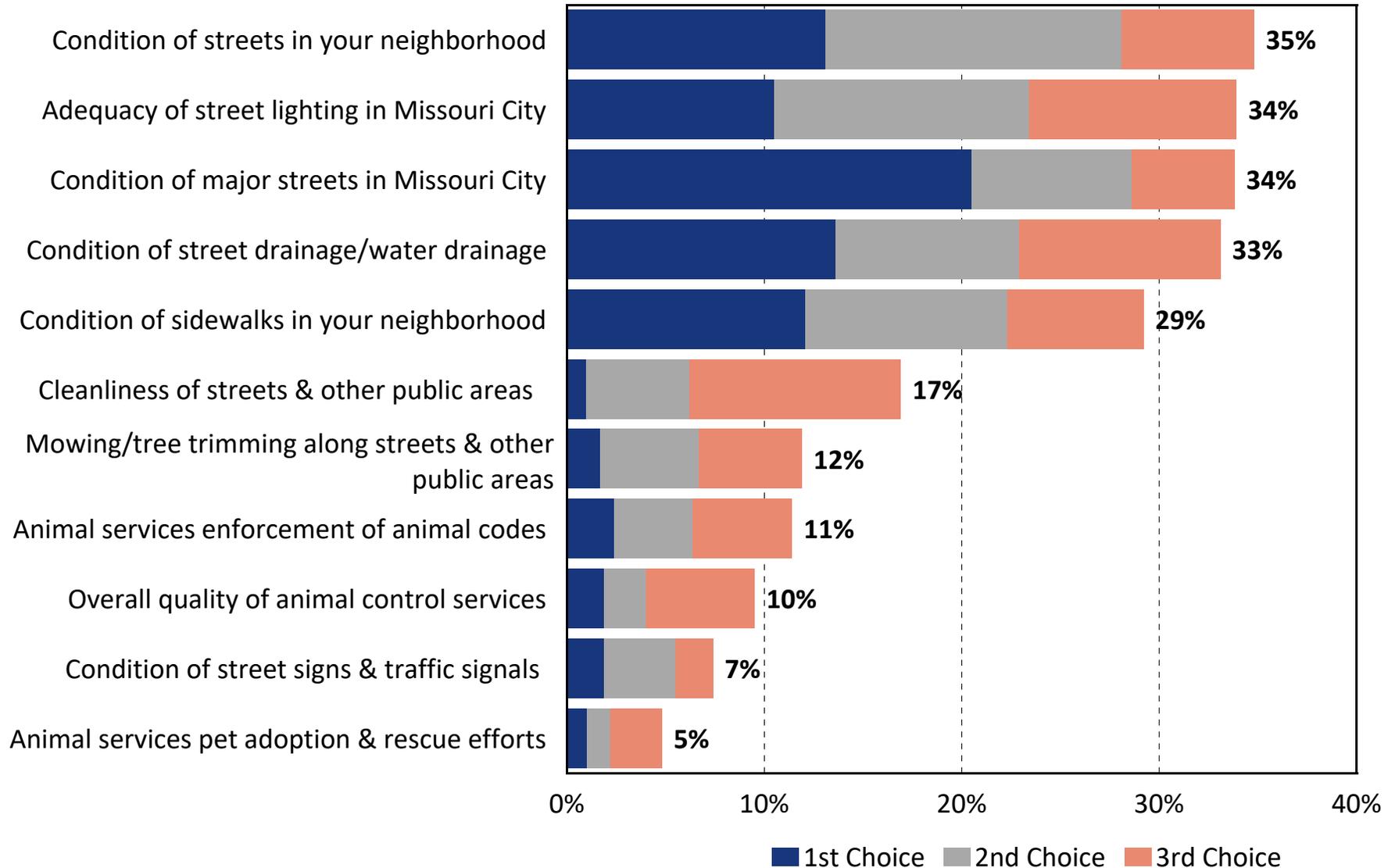
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q11. Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

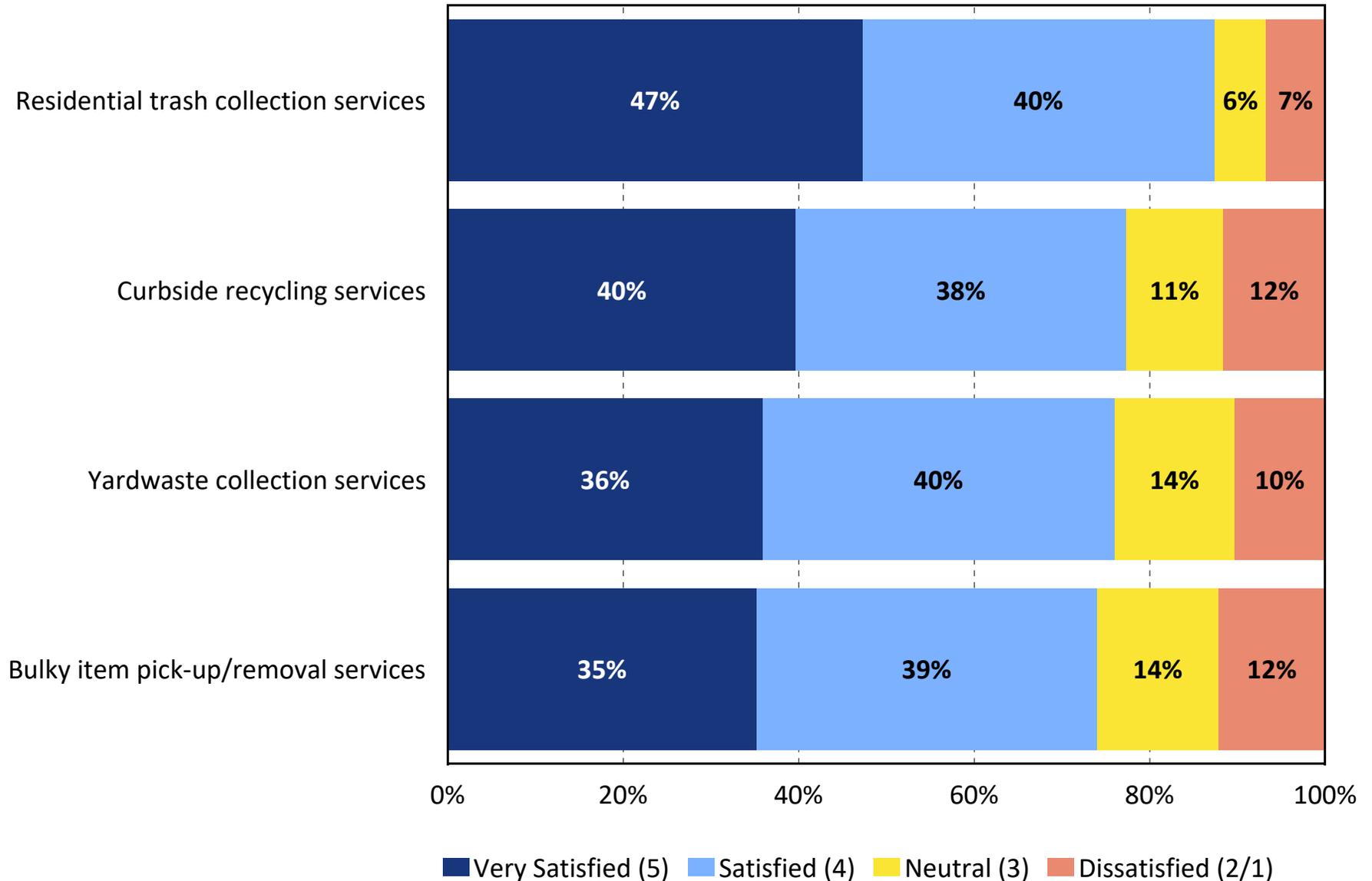
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q12. Satisfaction with Trash Services

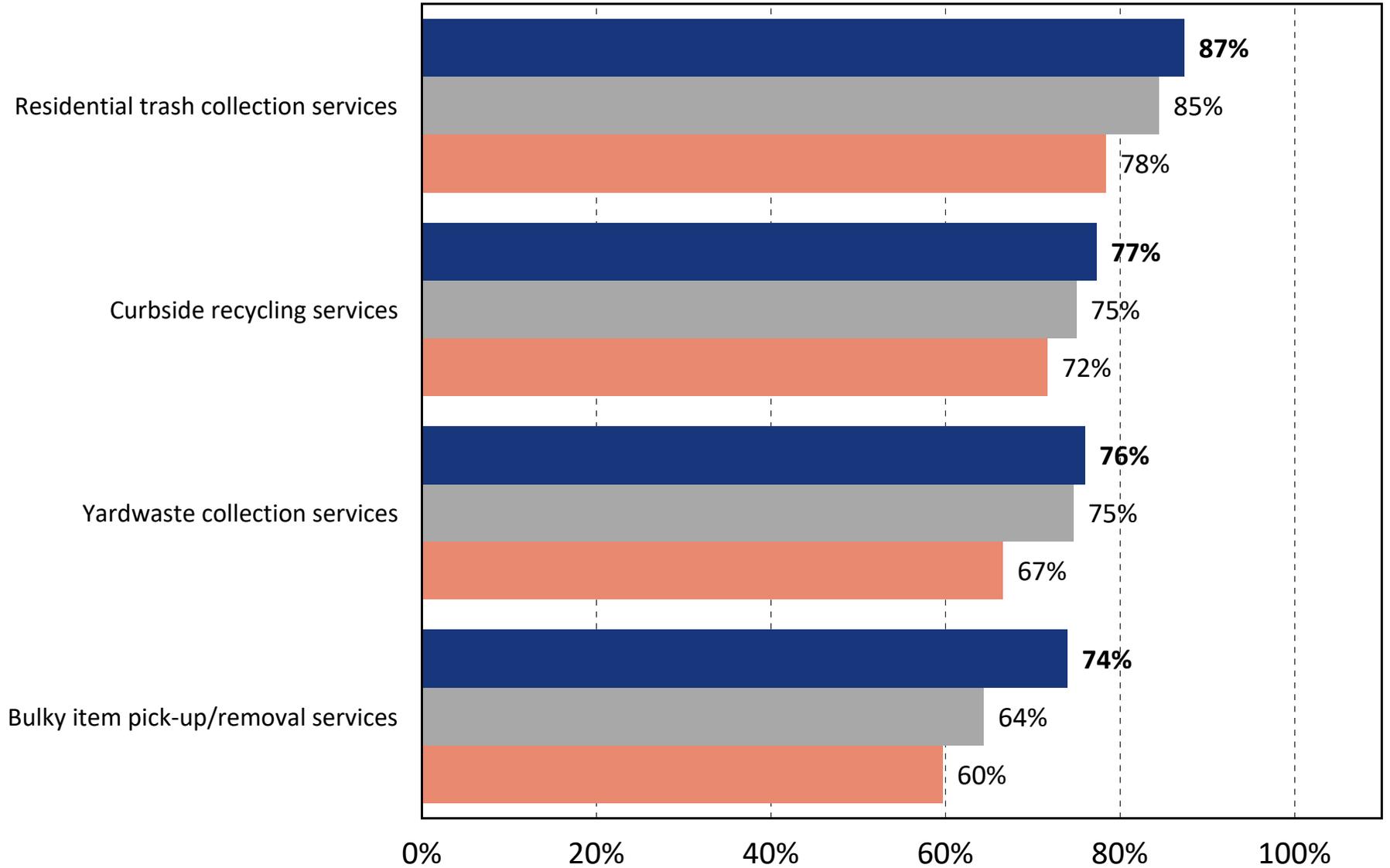
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

Satisfaction with Trash Services - 2016 to 2020

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

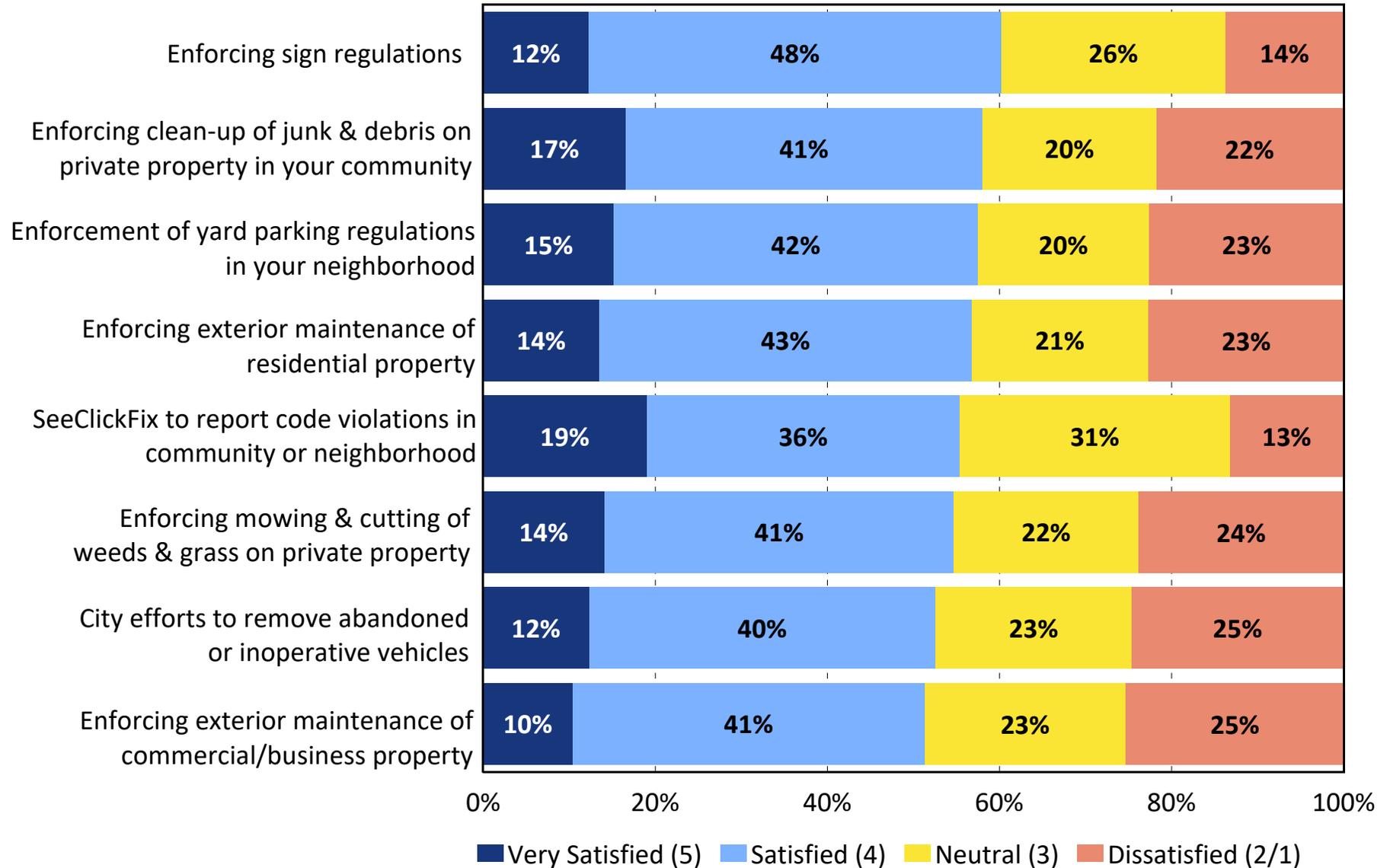
ETC Institute (2020)

■ 2020 ■ 2018 ■ 2016

TRENDS

Q13. Satisfaction with Code Enforcement

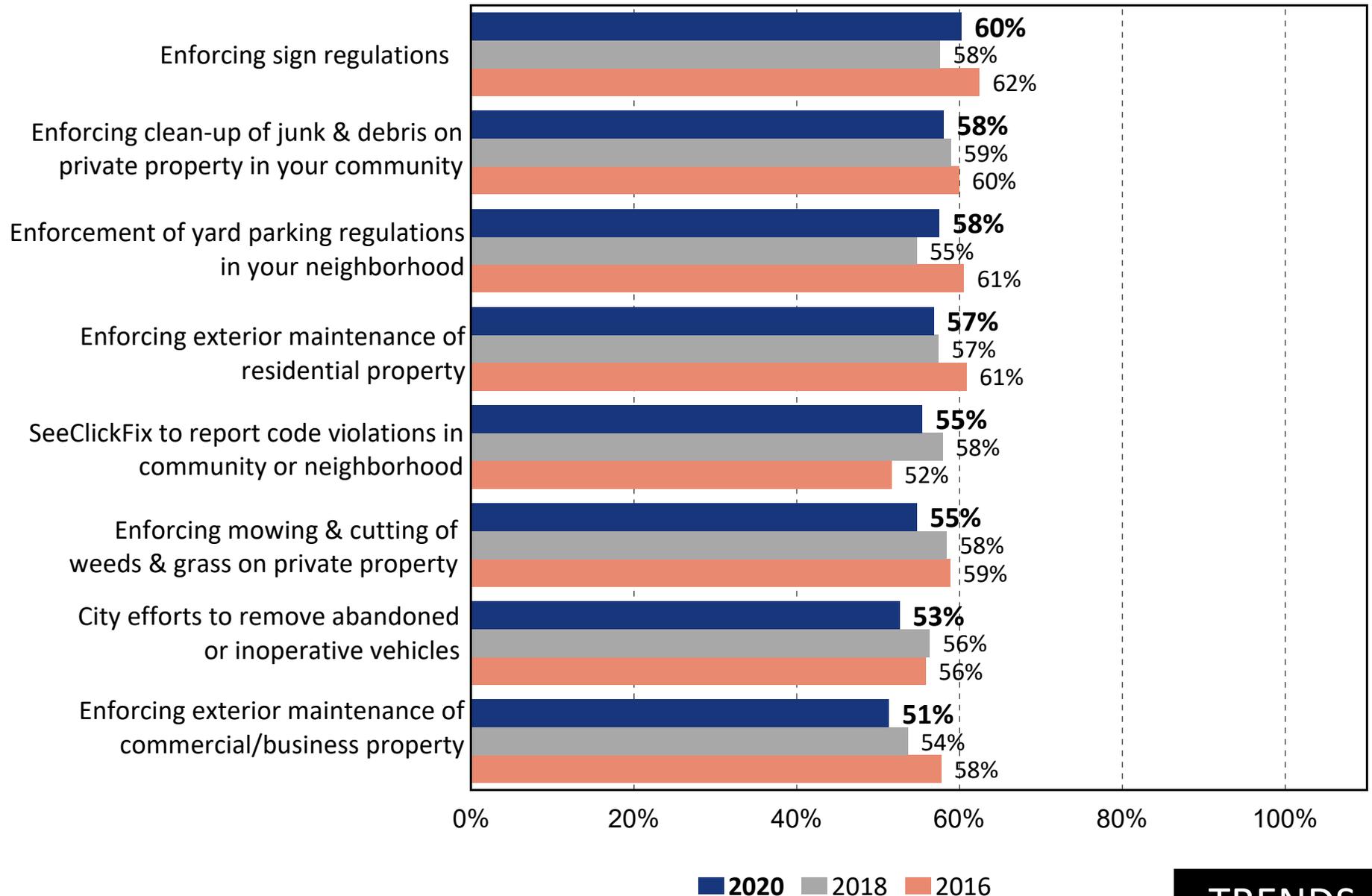
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

Q13. Satisfaction with Code Enforcement

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



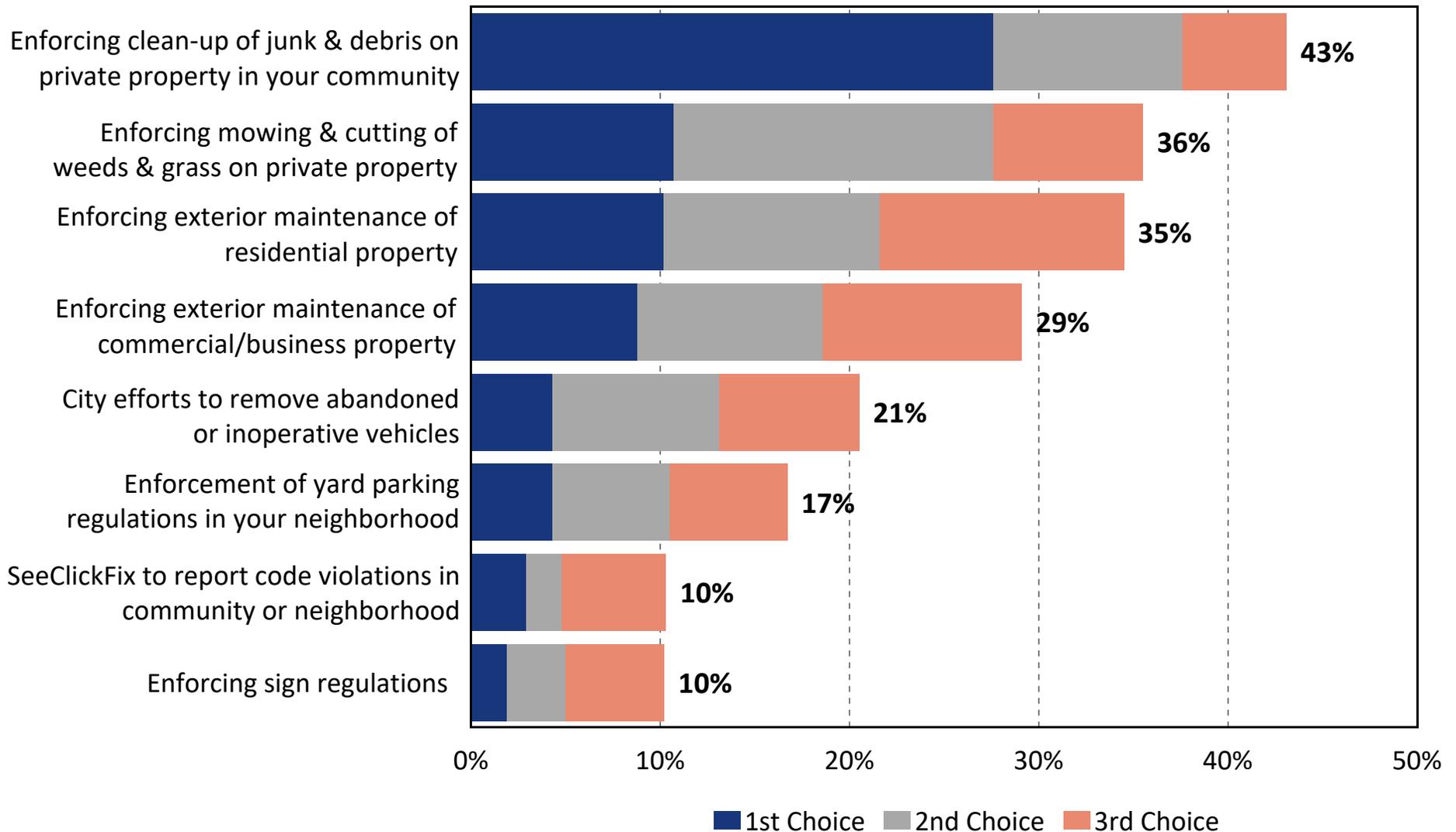
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q14. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

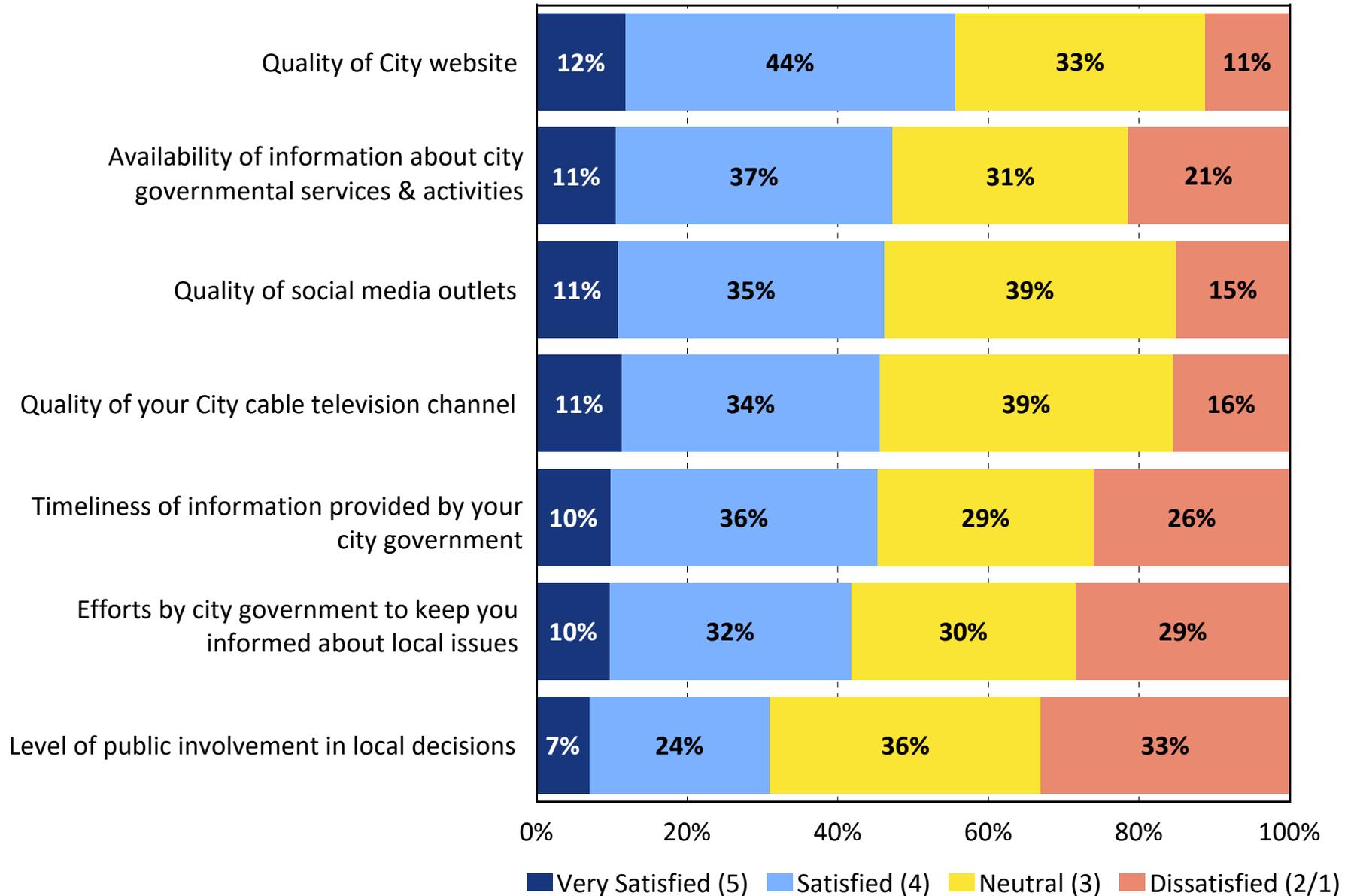
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q15. Satisfaction with Public Information Services

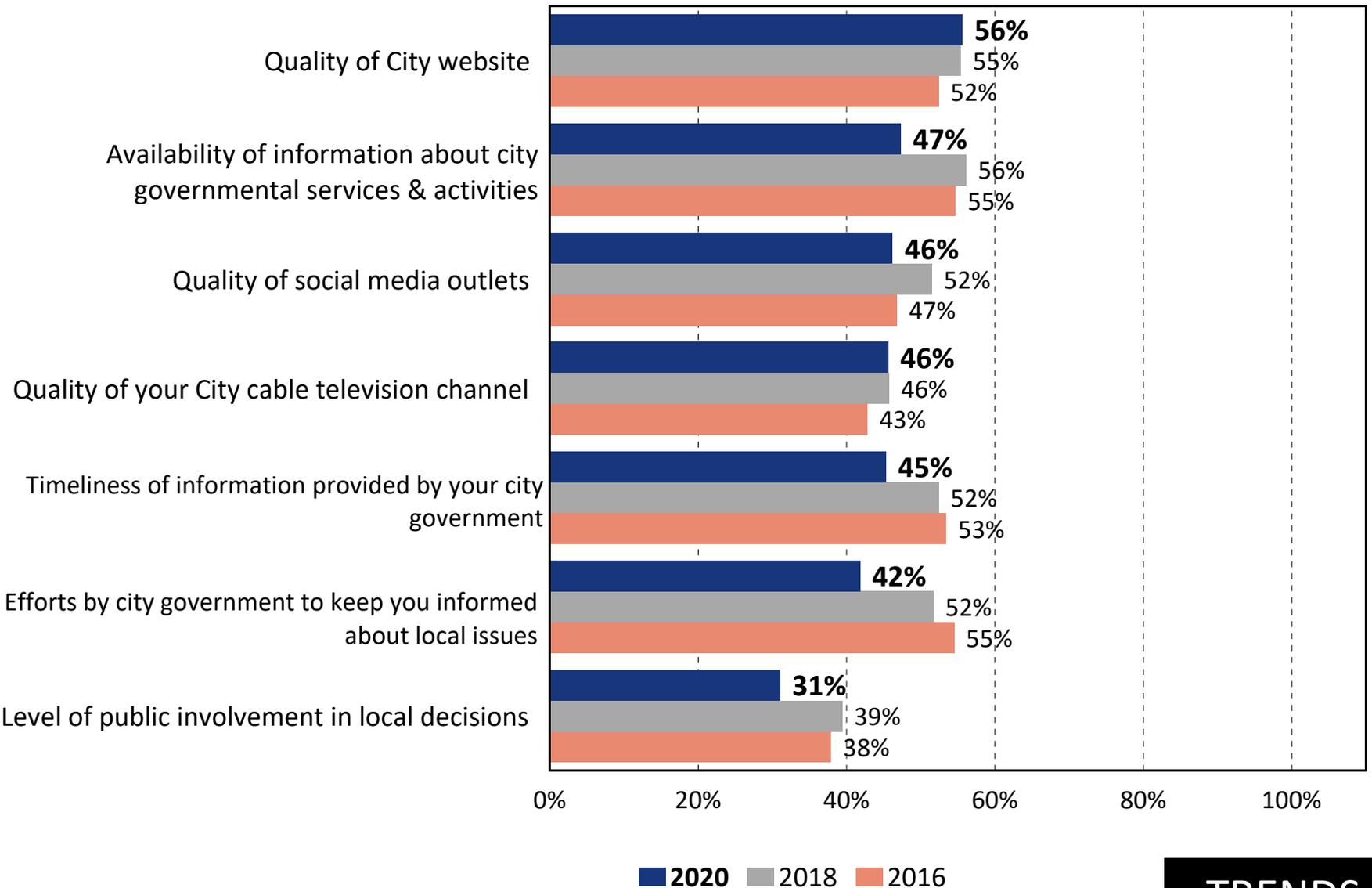
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



Source: ETC Institute (2020)

Satisfaction with Public Information Services 2016 to 2020

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



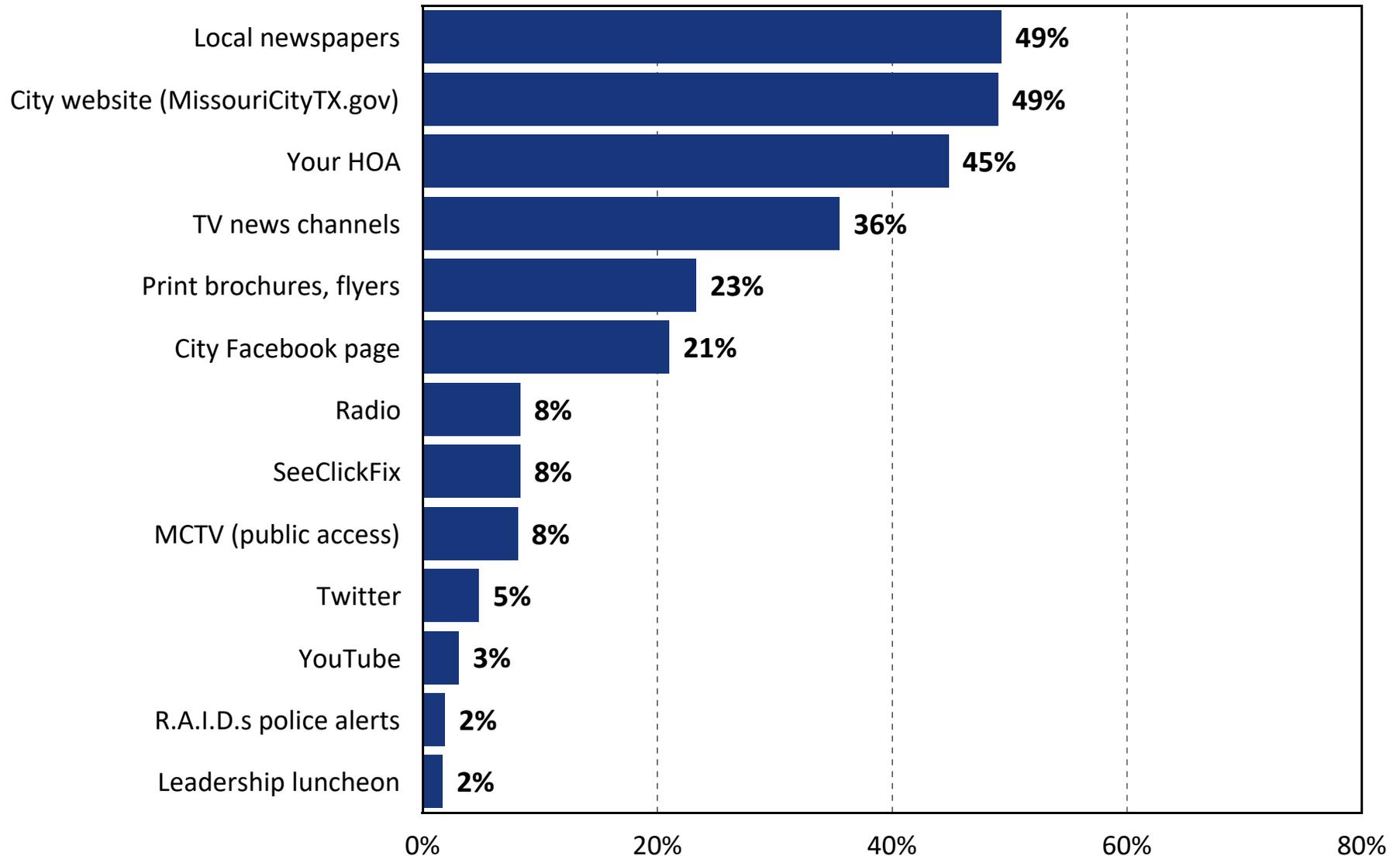
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q16. Sources From Which Respondents Currently Get Information About the City

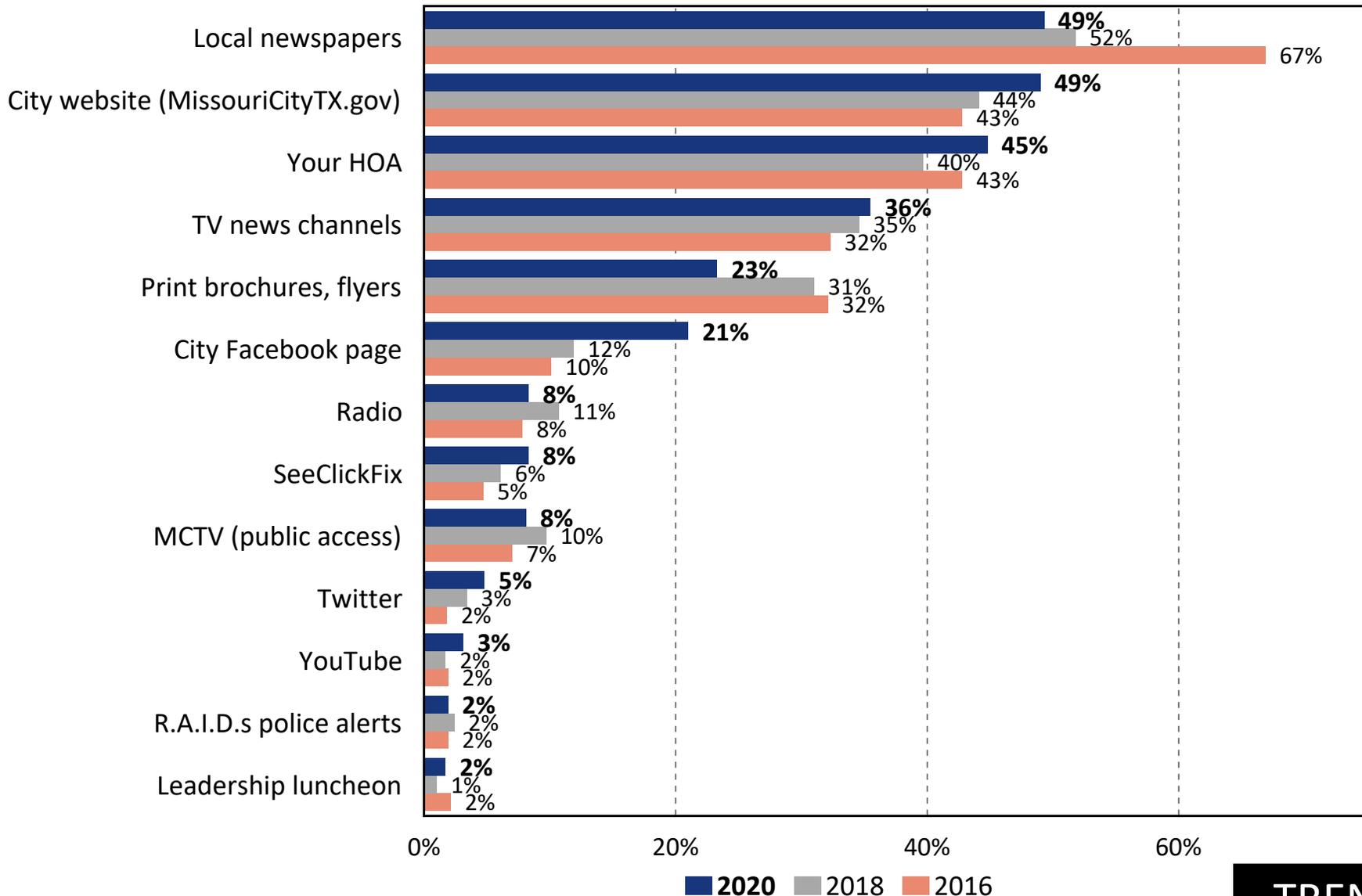
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2020)

Sources From Which Respondents Currently Get Information About the City - 2016 to 2020

by percentage of respondents (multiple selections could be made)



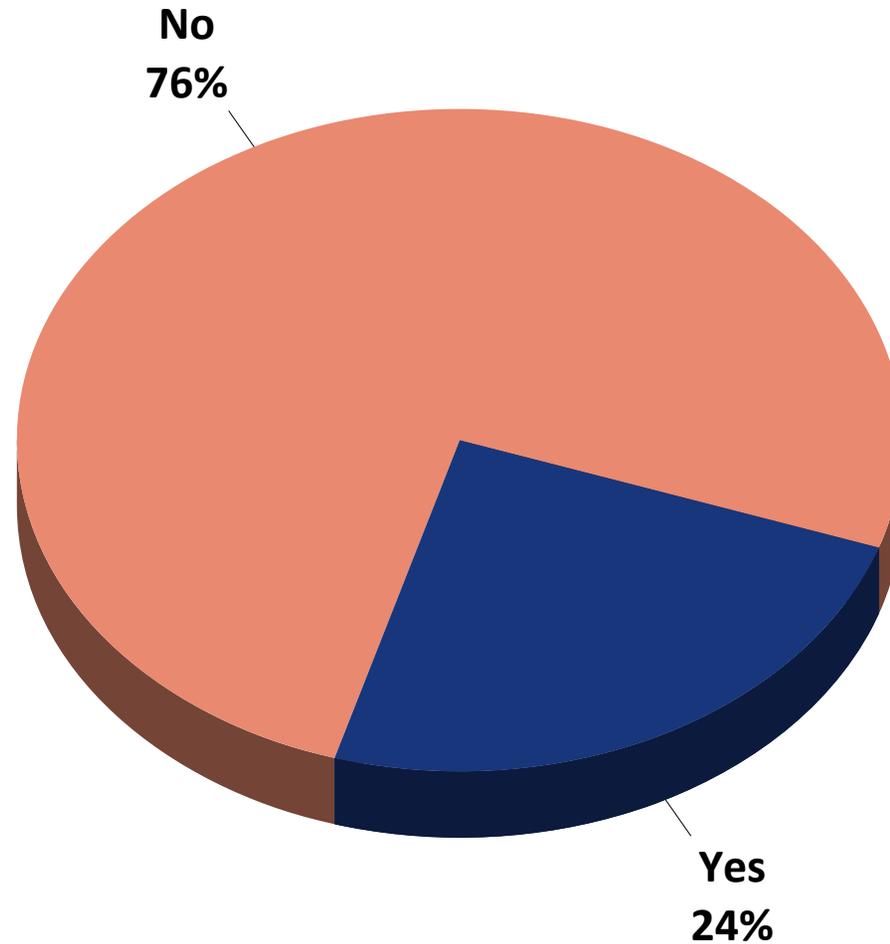
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q17. Have you called your city government with a question, problem, or complaint during the past year?

by percentage of respondents

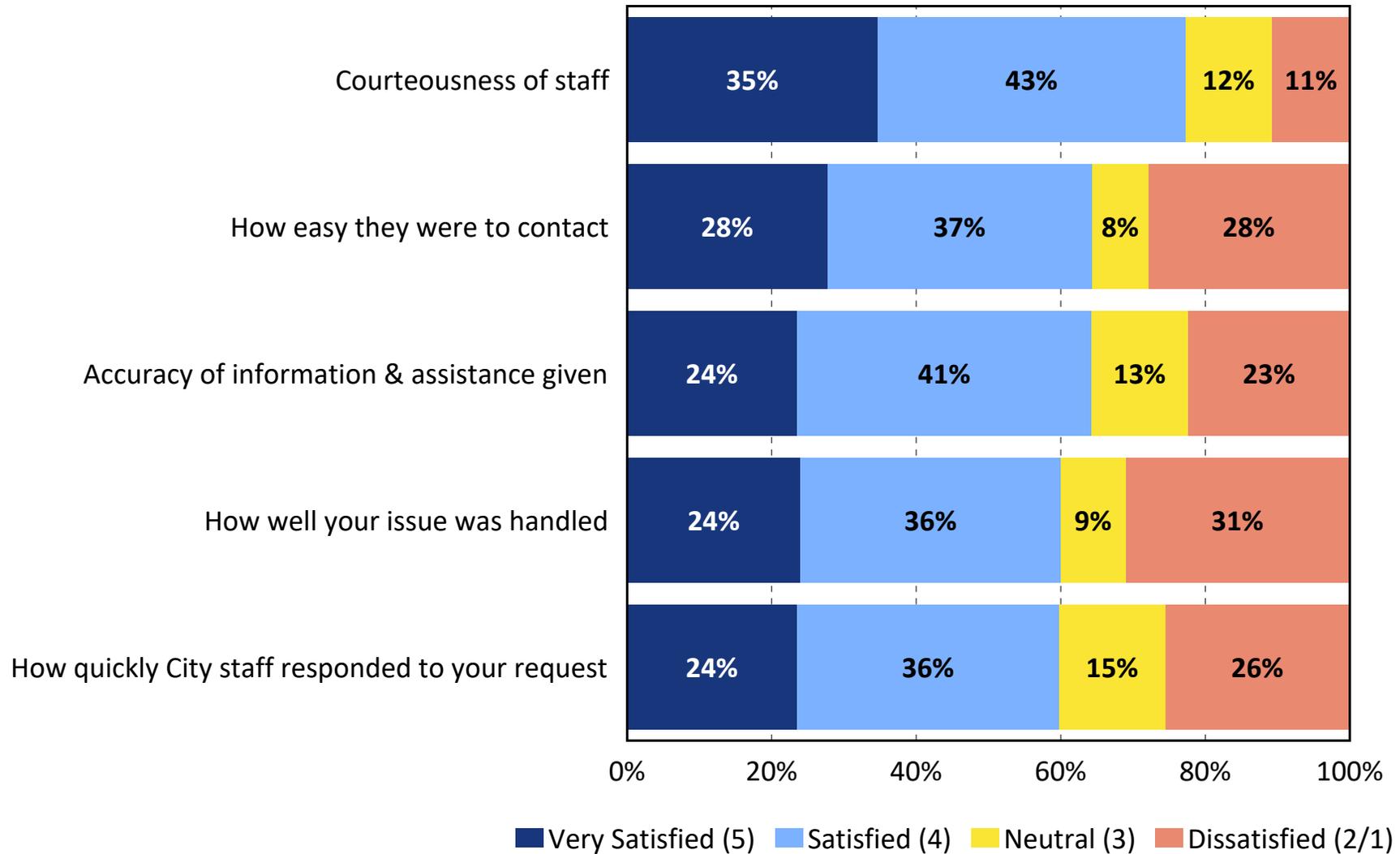


Source: ETC Institute (2020)

ETC Institute (2020)

Q17a. 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")

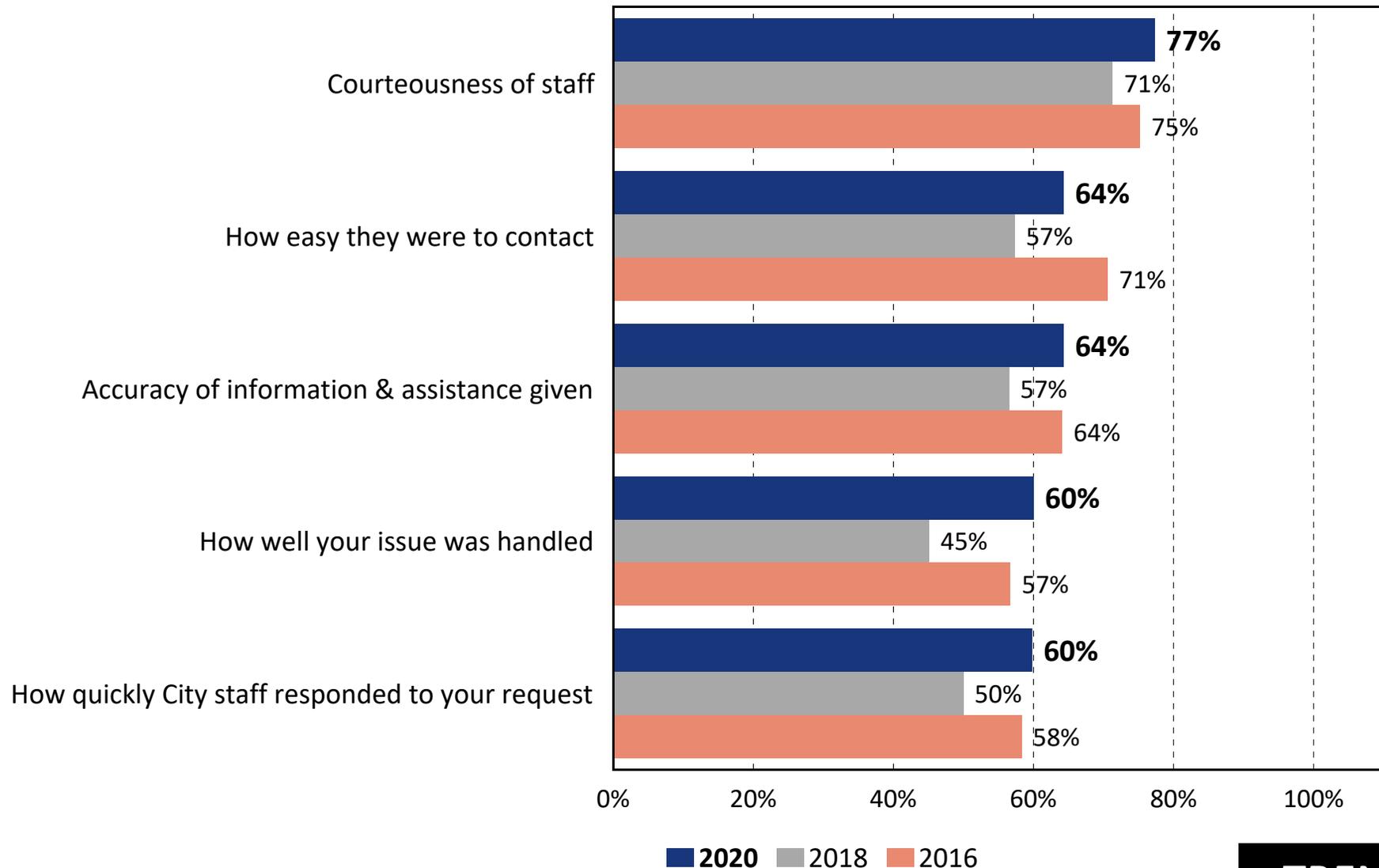


Source: ETC Institute (2020)

Satisfaction with Interaction with City Employees

2016 to 2020

by percentage of respondents who contact the City in the past year and answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



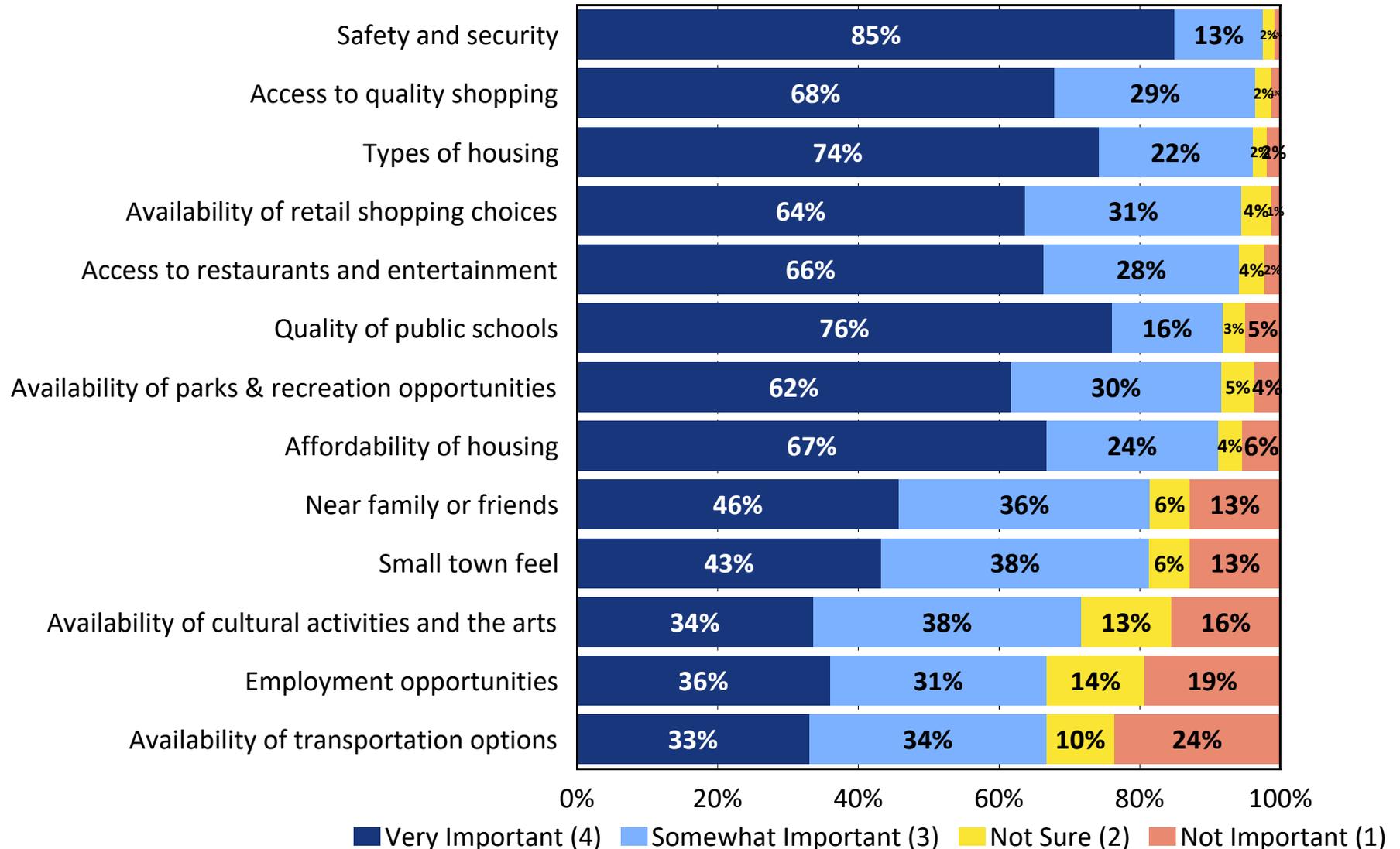
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q18. Importance of Various Reasons for Living in Missouri City

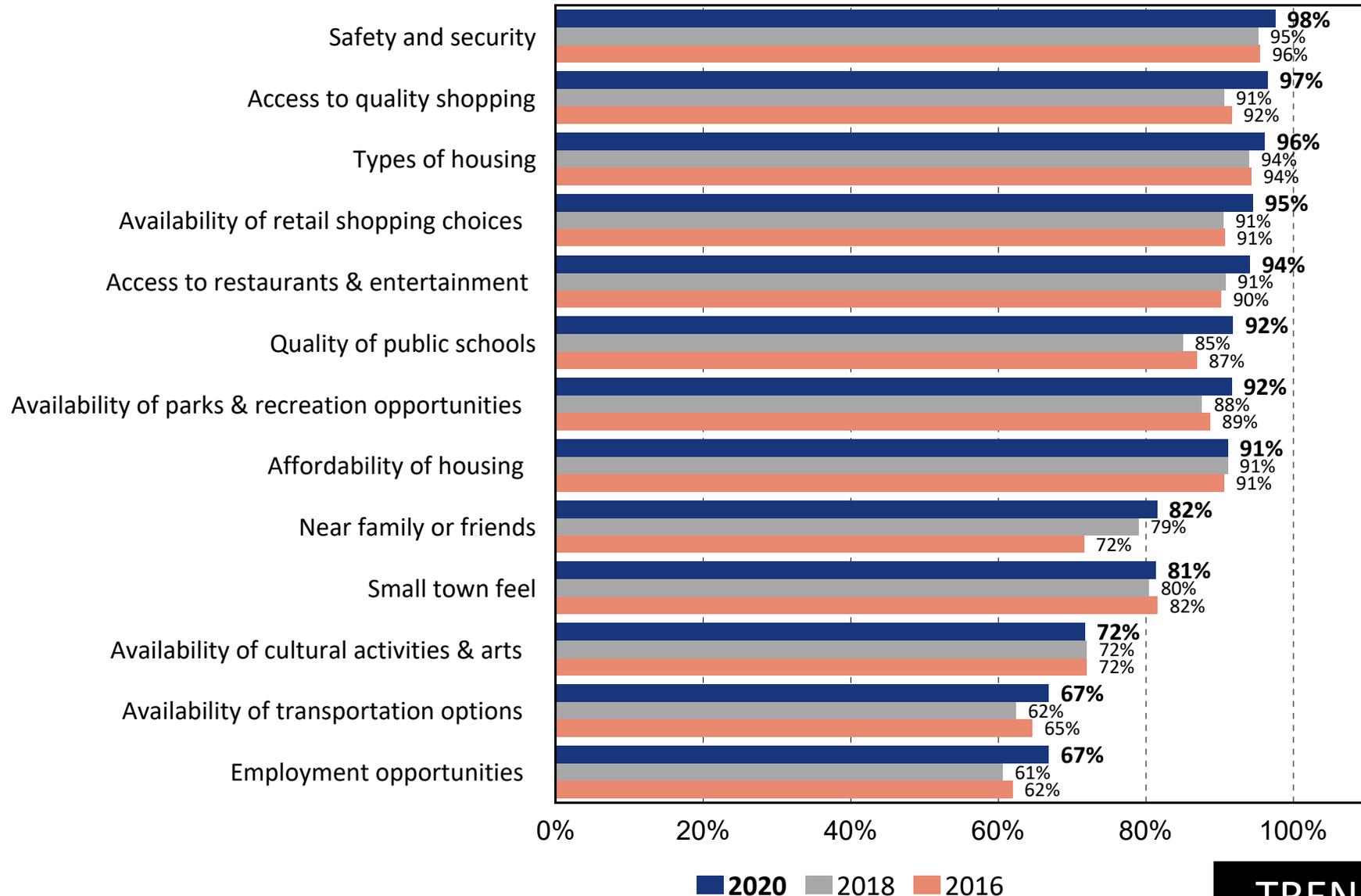
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute (2020)

Importance of Various Reasons for Living in Missouri City - 2016 to 2020

by percentage of respondents who answered with a 4 or 3 on a 4-point scale (Excluding "Don't Know")



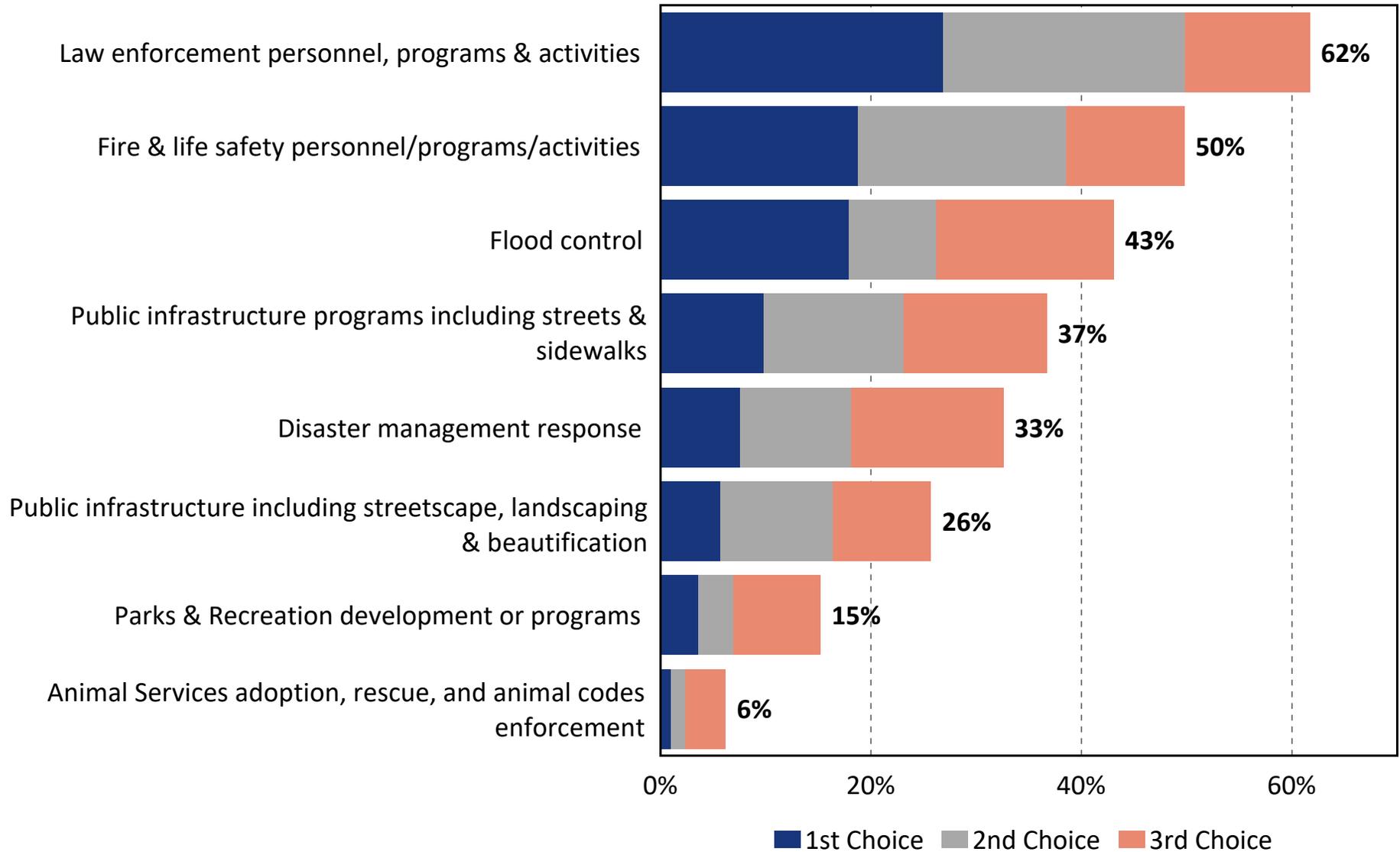
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q22. Which of the following services are most important?

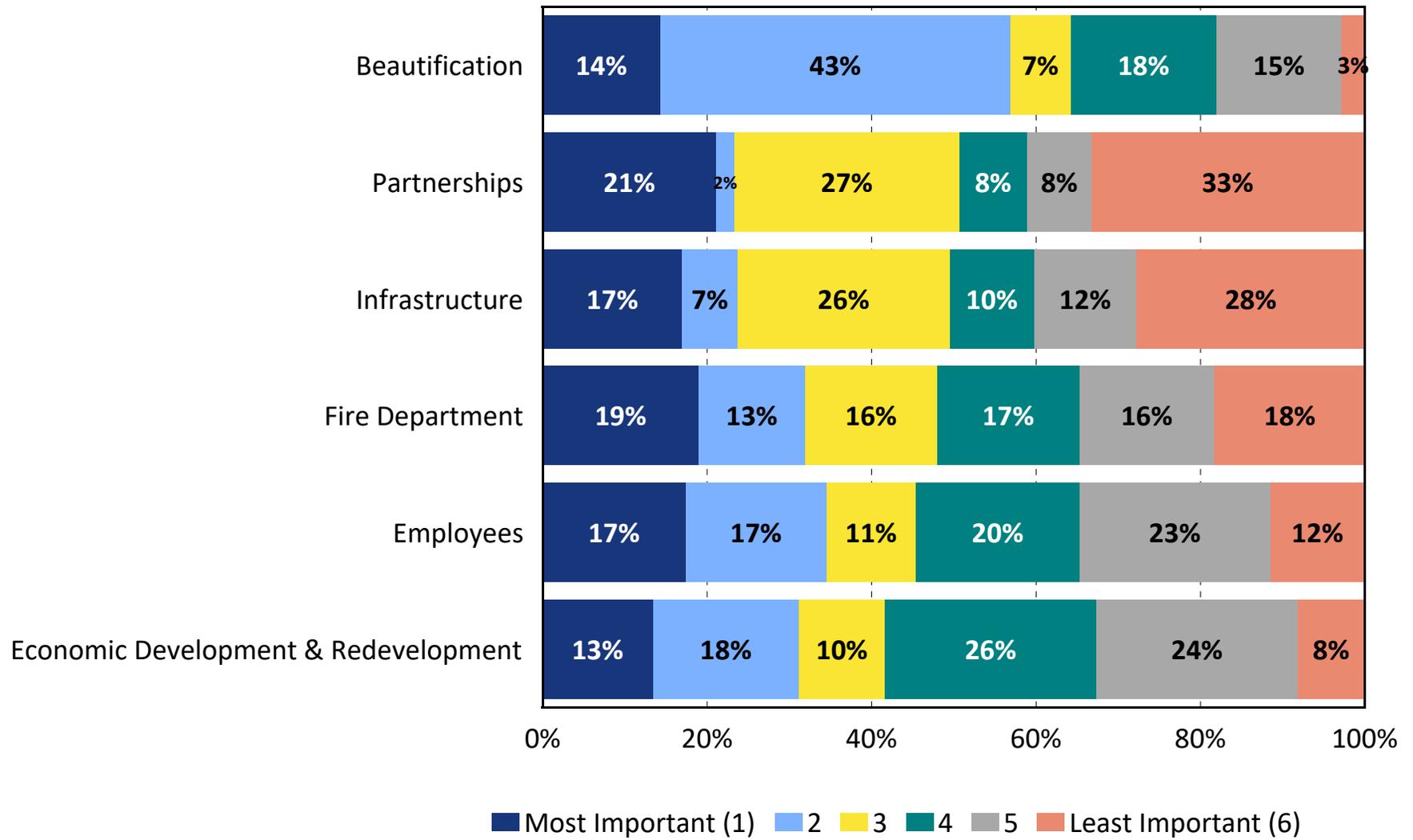
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q23. Importance of Strategic Priorities

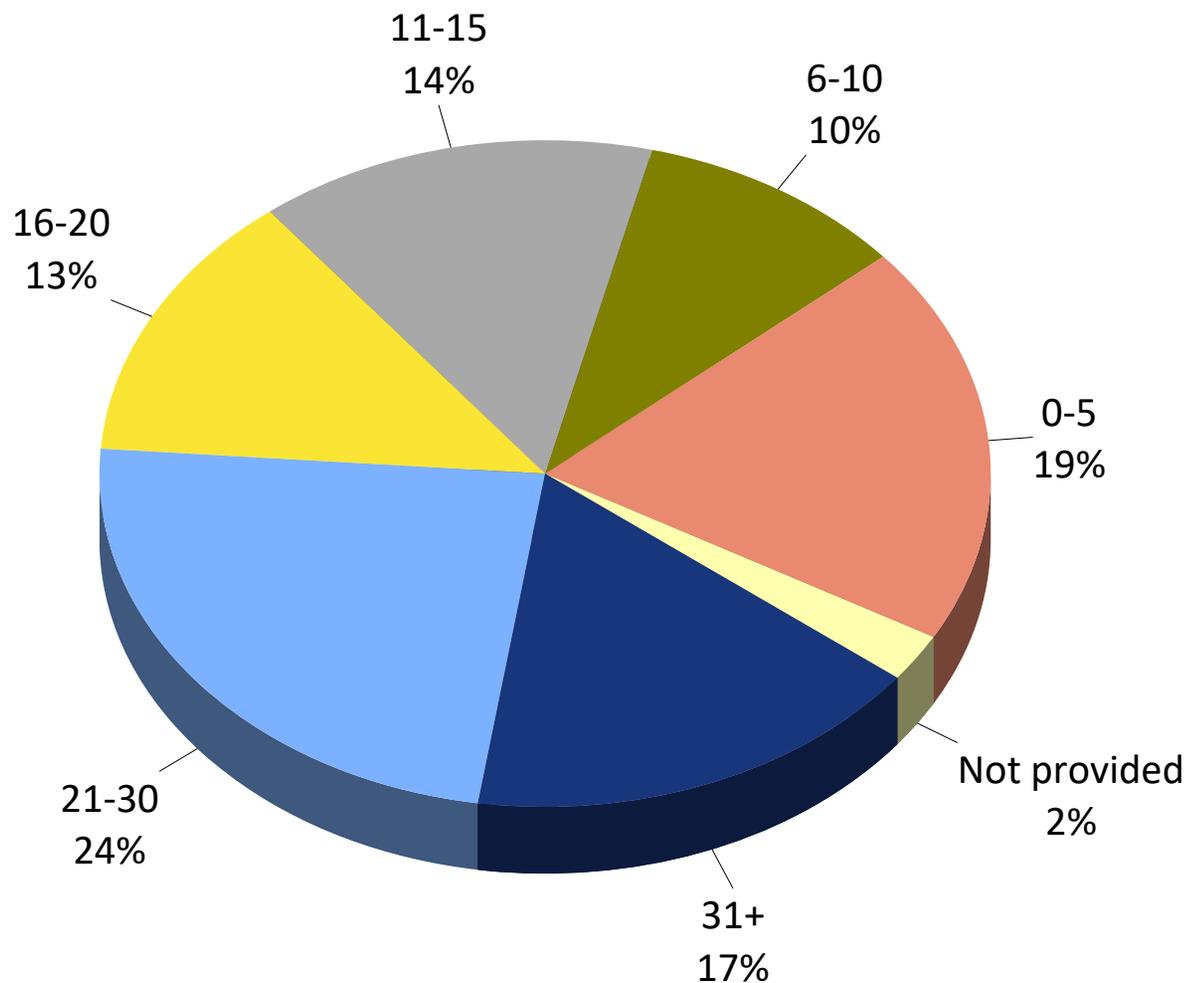
by percentage of respondents who rated the item as a 1 to 6 on a 6-point scale



Source: ETC Institute (2020)

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

by percentage of respondents

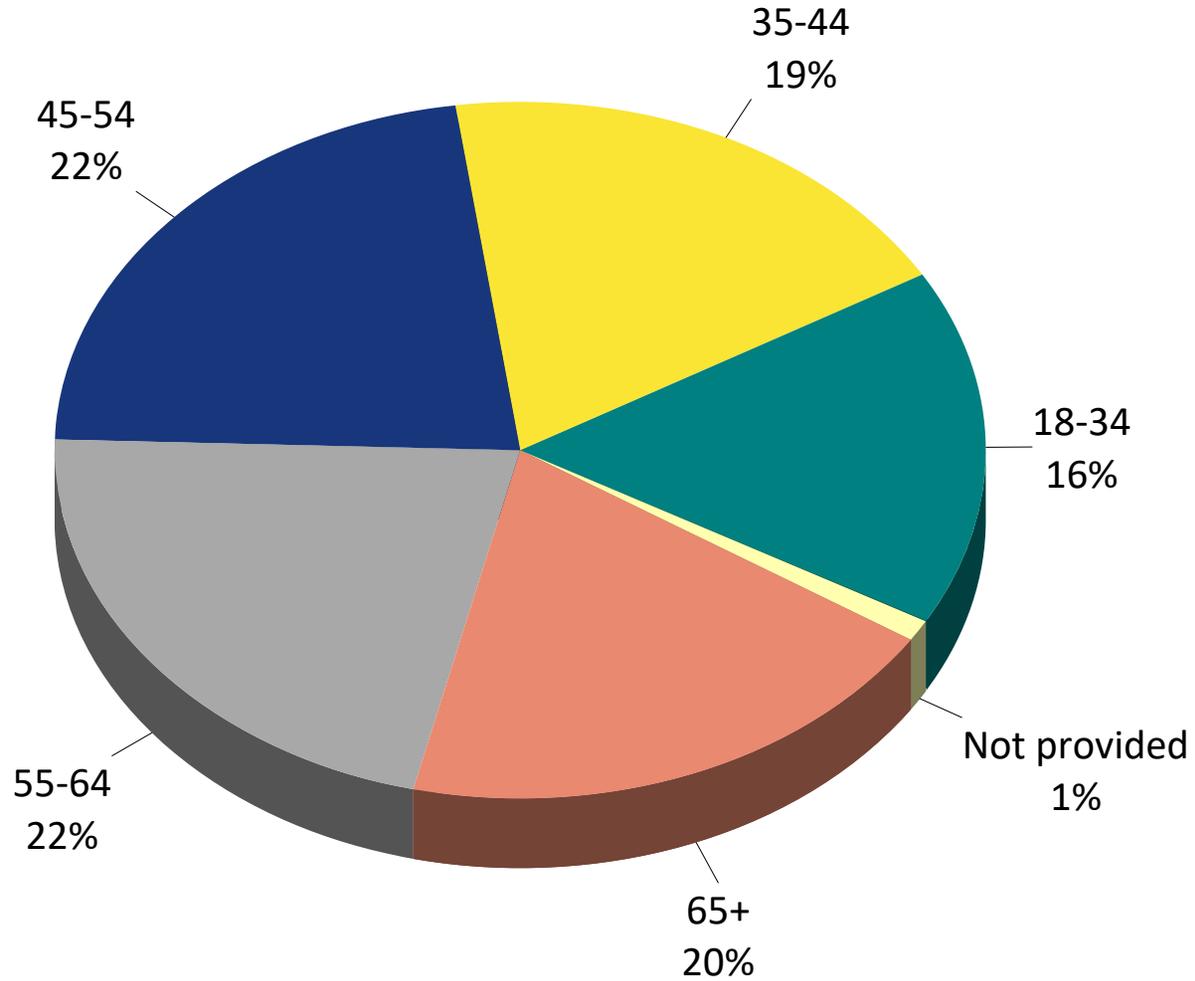


Source: ETC Institute (2020)

ETC Institute (2020)

Q26. Demographics: What is your age?

by percentage of respondents

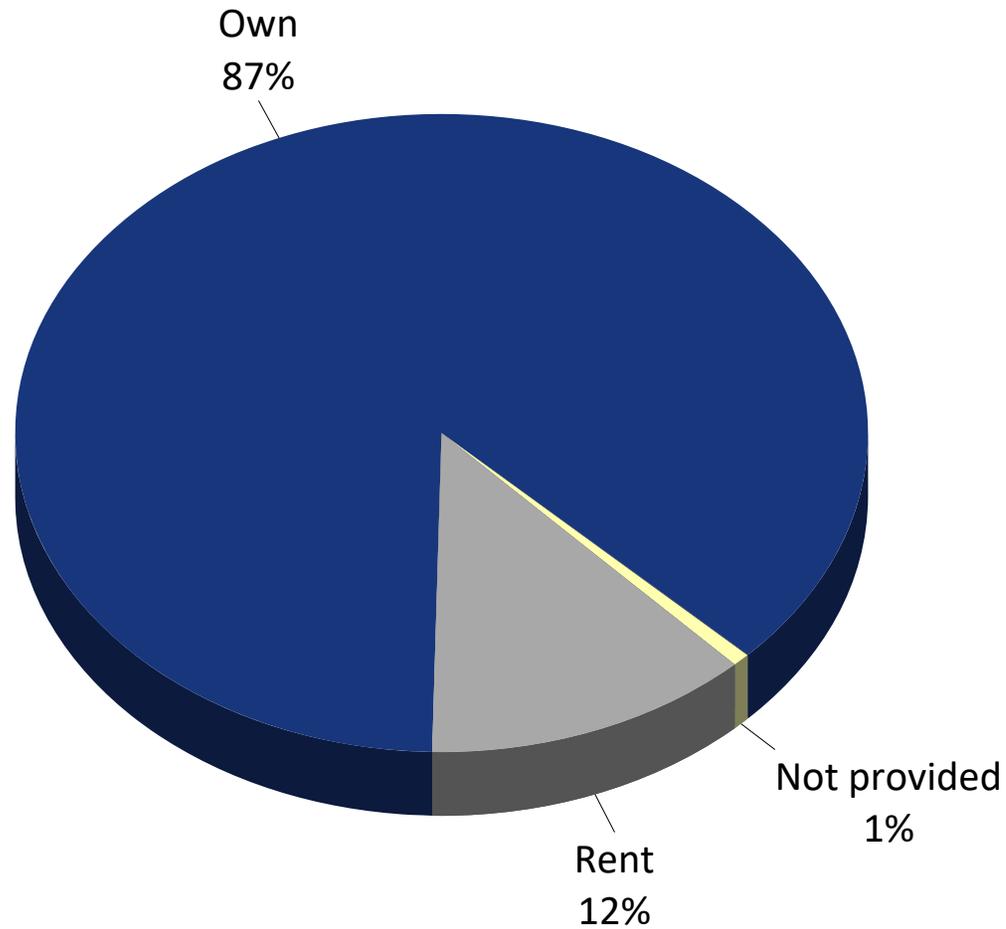


Source: ETC Institute (2020)

ETC Institute (2020)

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

by percentage of respondents

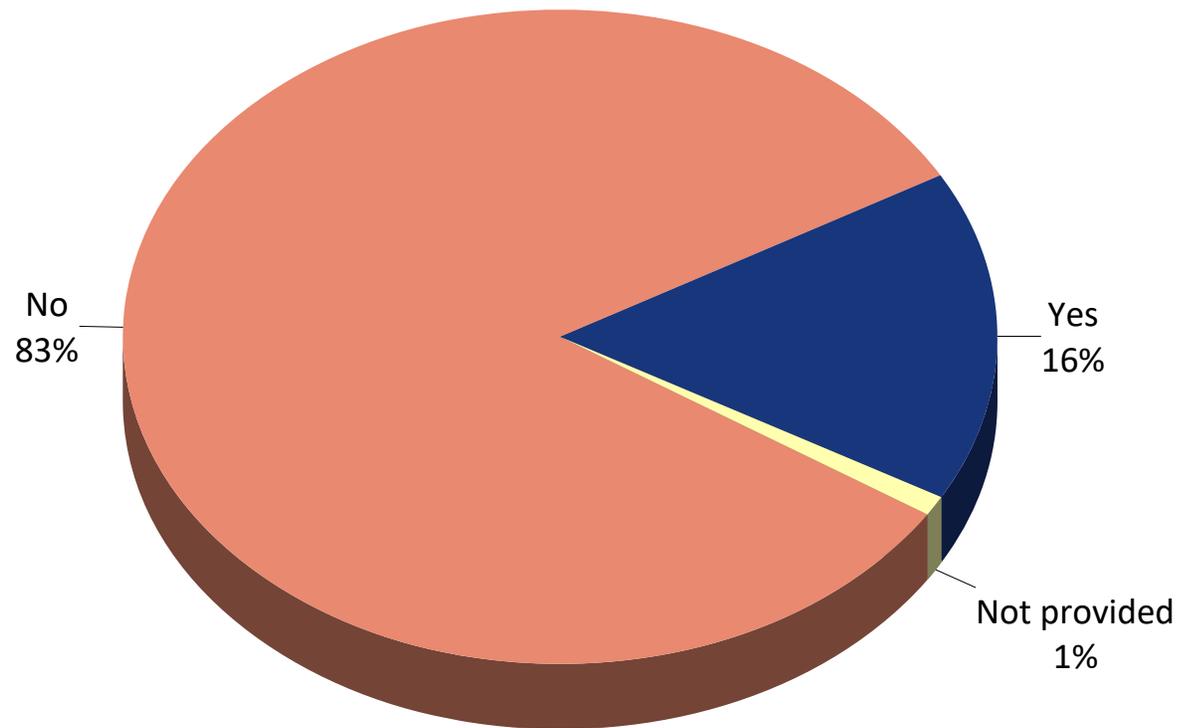


Source: ETC Institute (2020)

ETC Institute (2020)

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

by percentage of respondents

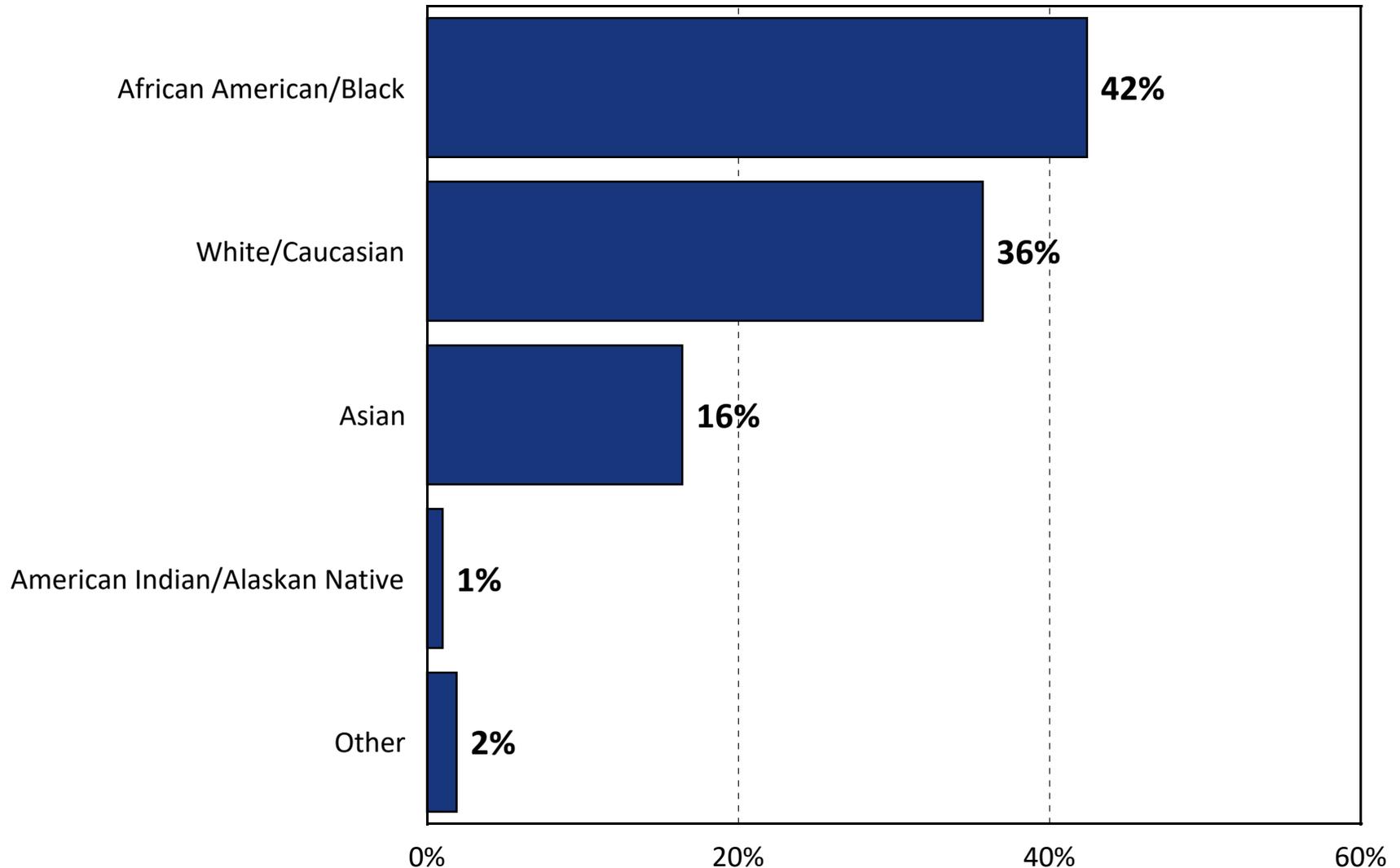


Source: ETC Institute (2020)

ETC Institute (2020)

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

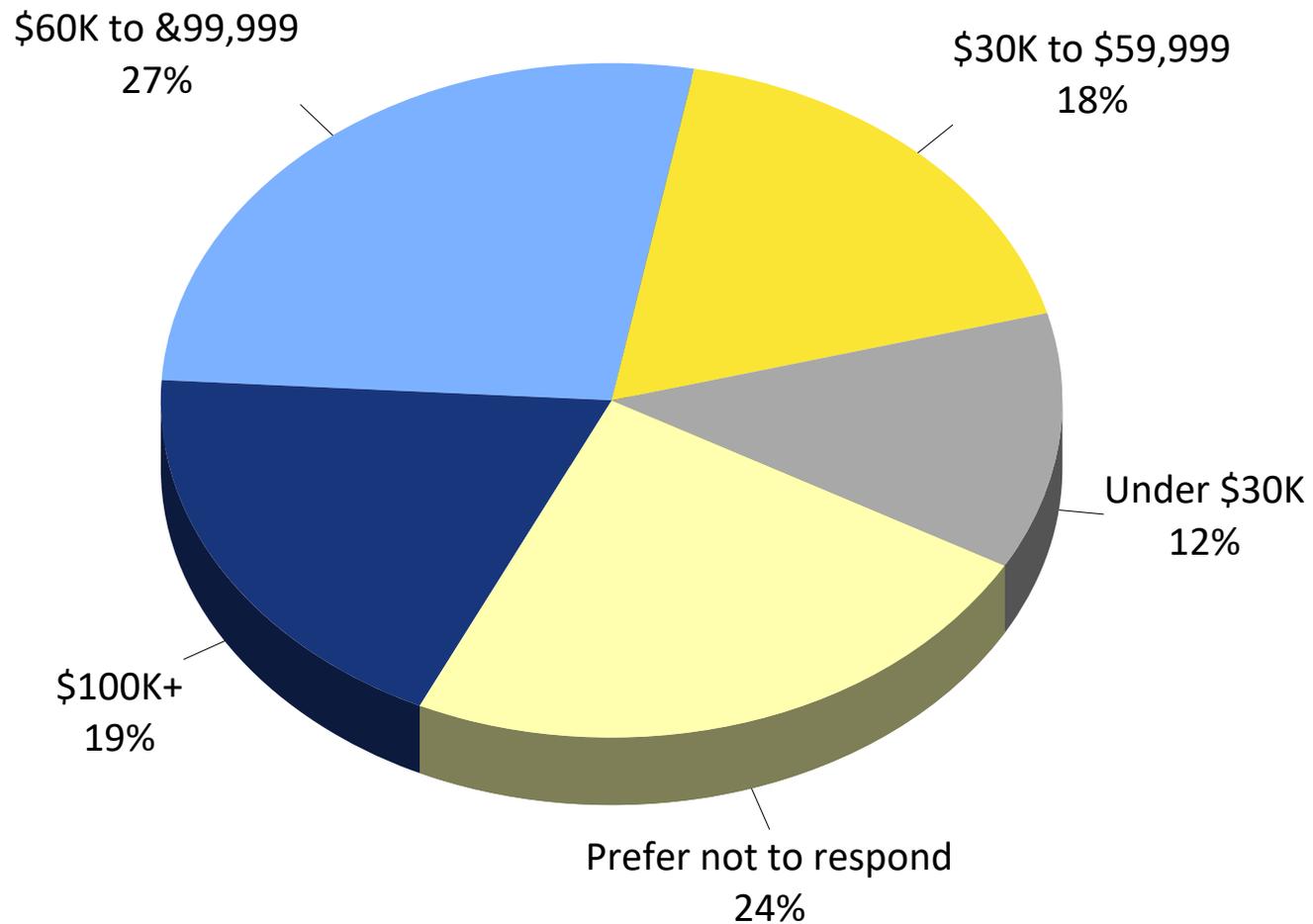
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

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

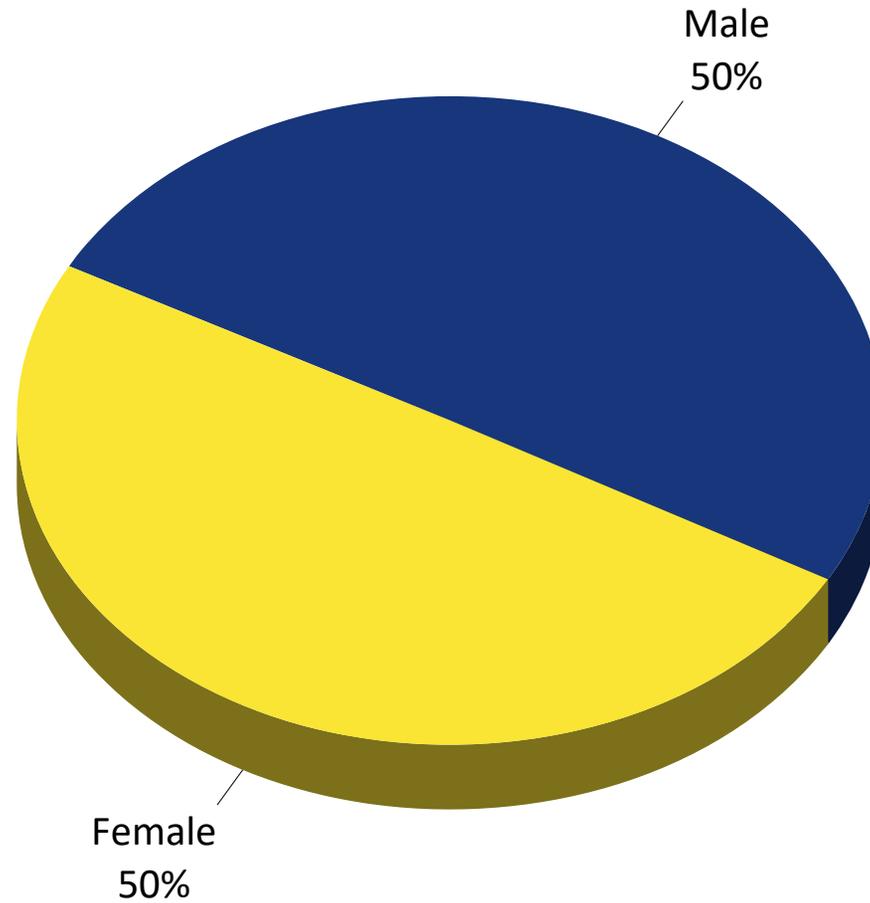
by percentage of respondents



Source: ETC Institute (2020)

Q31. Demographics: Gender

by percentage of respondents



Source: ETC Institute (2020)

ETC Institute (2020)

Section 2

Benchmarking Analysis



Benchmarking Summary Report

City of 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 300 cities in 49 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of more than 4,000 residents across the United States and (2) a state-wide survey administered by ETC Institute in the summer of 2019 to a random sample of more than 300 residents in the State of Texas.

Interpreting the Charts

The charts on the following pages show how the overall results for Missouri City compare to the national average and Texas average. Missouri City's ratings are in blue, the U.S. average is in red, and the Texas average is in yellow.

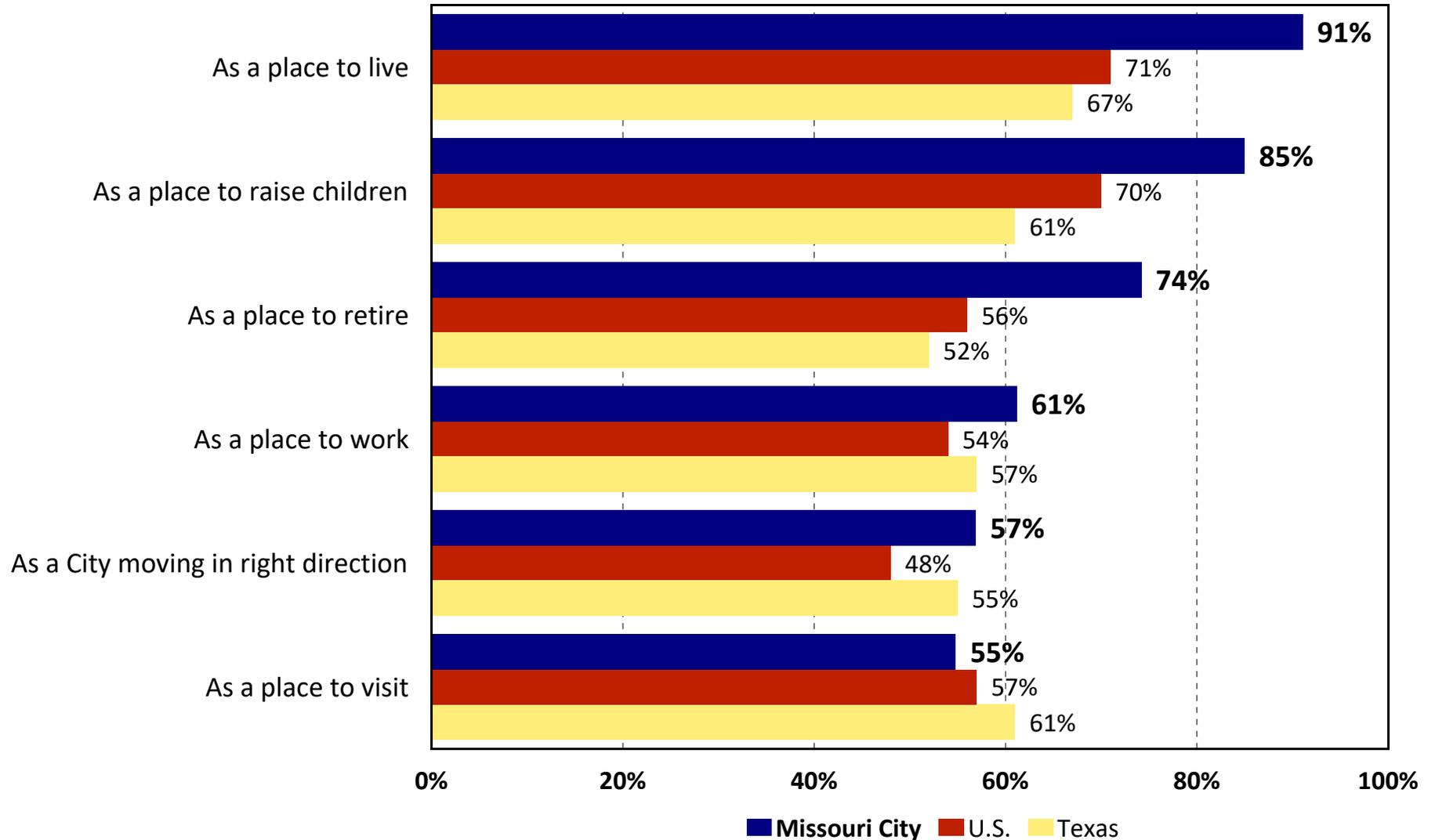
National Benchmarks

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.

Ratings of the City

Missouri City vs. the U.S. vs. Texas

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

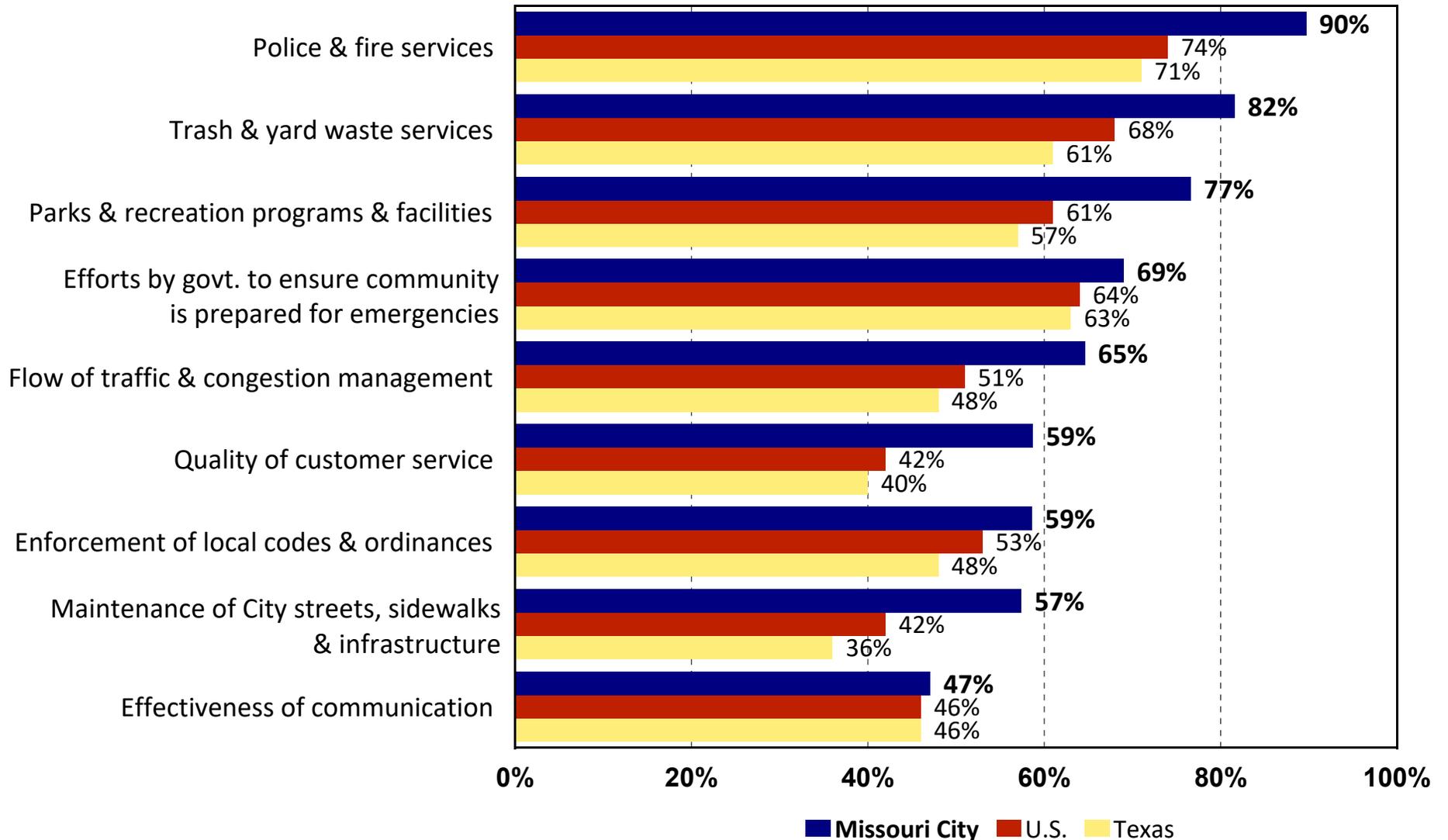


Source: 2020 ETC Institute

Overall Satisfaction with Major City Services

Missouri City vs. the U.S. vs. Texas

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")

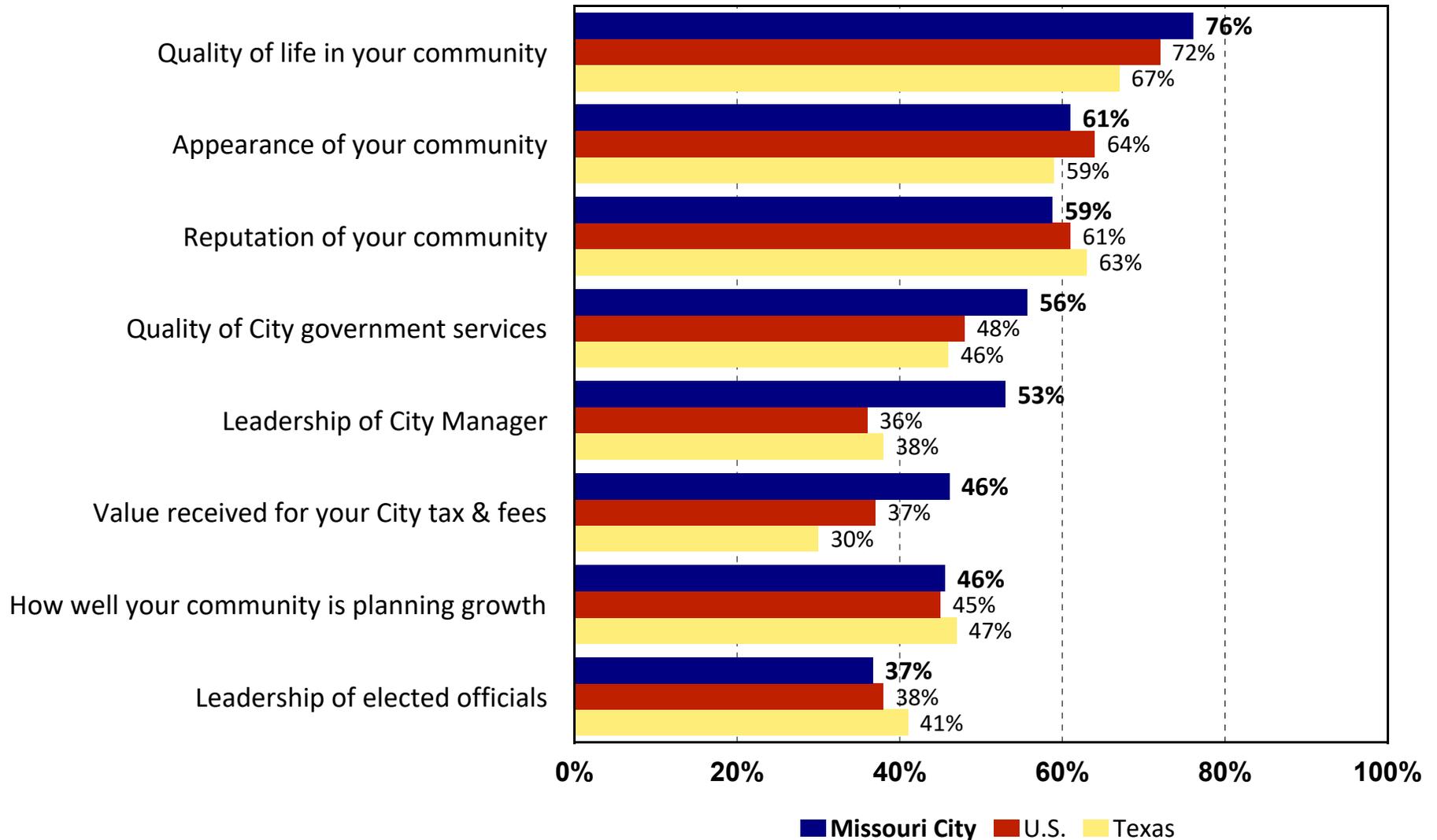


Source: 2020 ETC Institute

Satisfaction with Perceptions of the City

Missouri City vs. the U.S. vs. Texas

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")

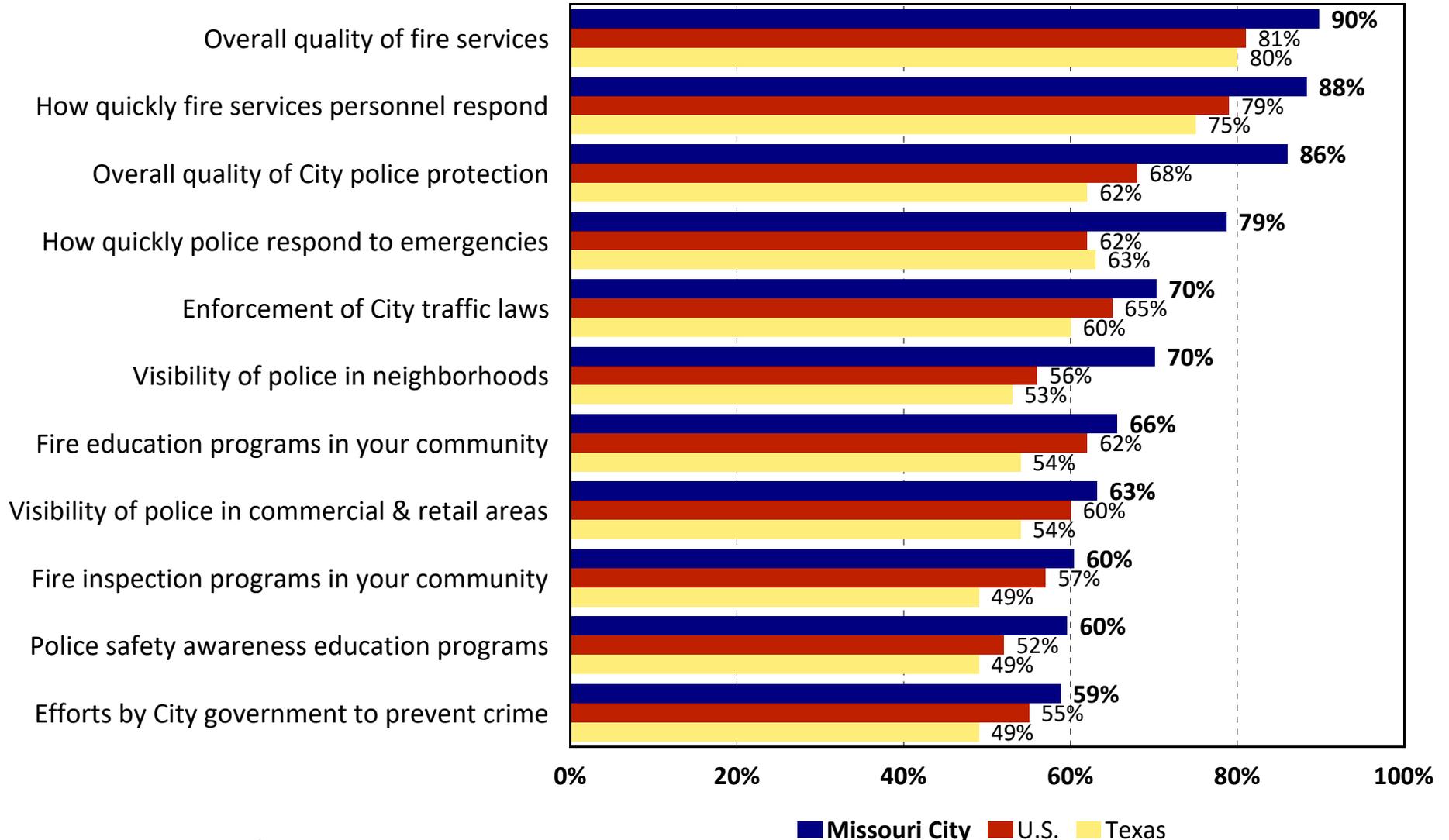


Source: 2020 ETC Institute

Satisfaction with Police, Fire and Emergency Services

Missouri City vs. the U.S. vs. Texas

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")

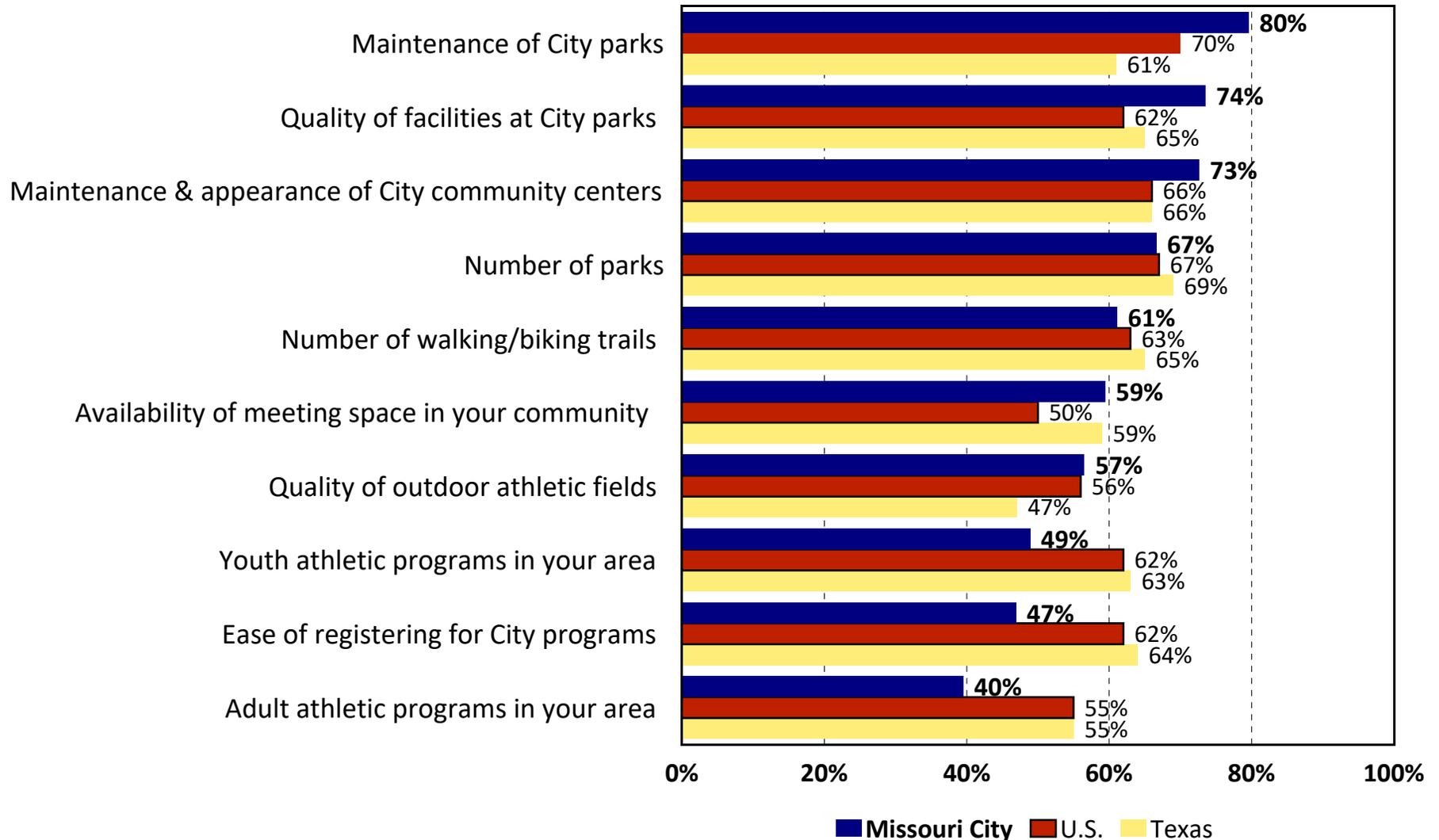


Source: 2020 ETC Institute

Satisfaction with Parks and Recreation Services

Missouri City vs. the U.S. vs. Texas

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")

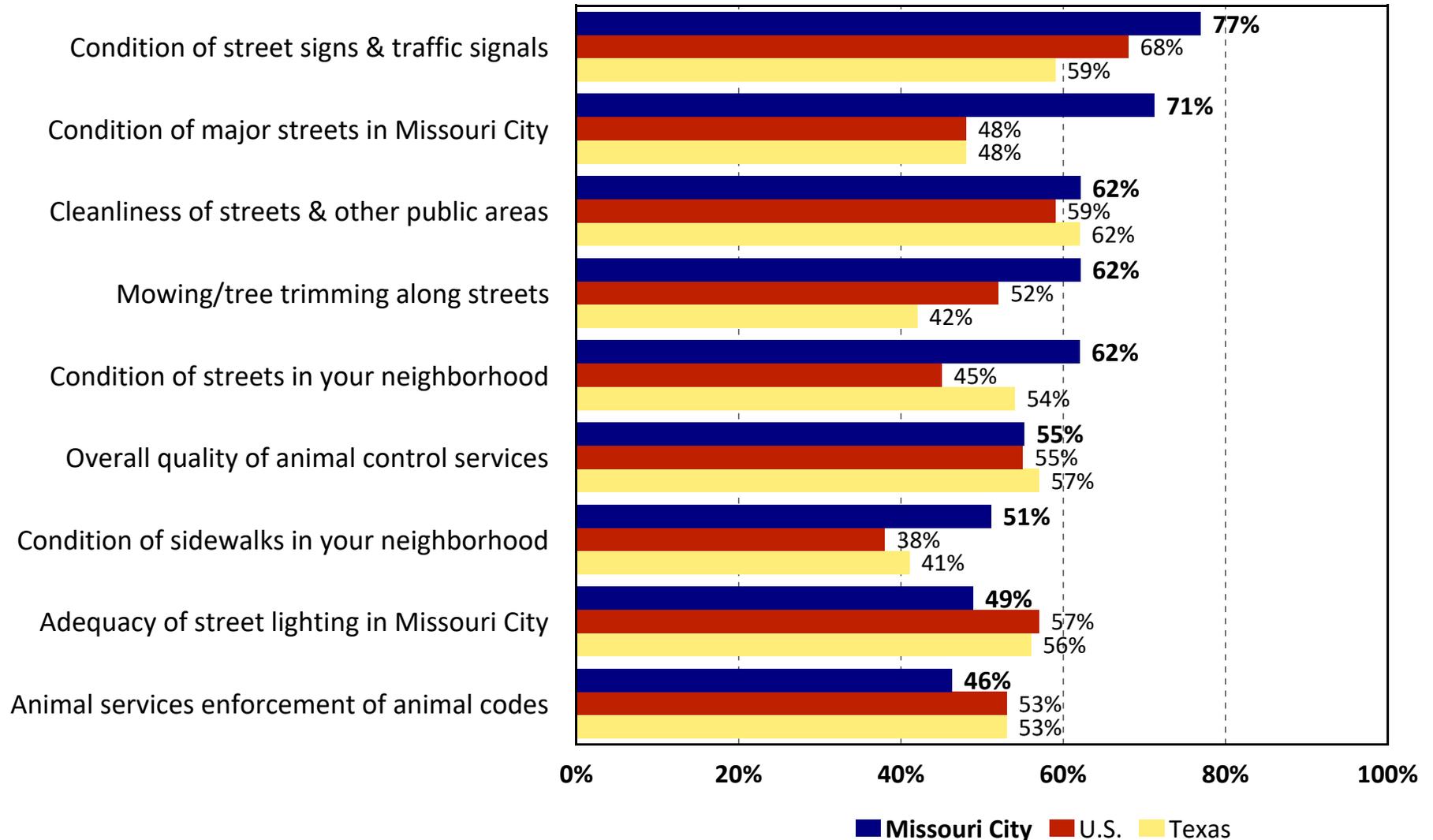


Source: 2020 ETC Institute

Satisfaction with Public Works Services

Missouri City vs. the U.S. vs. Texas

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")

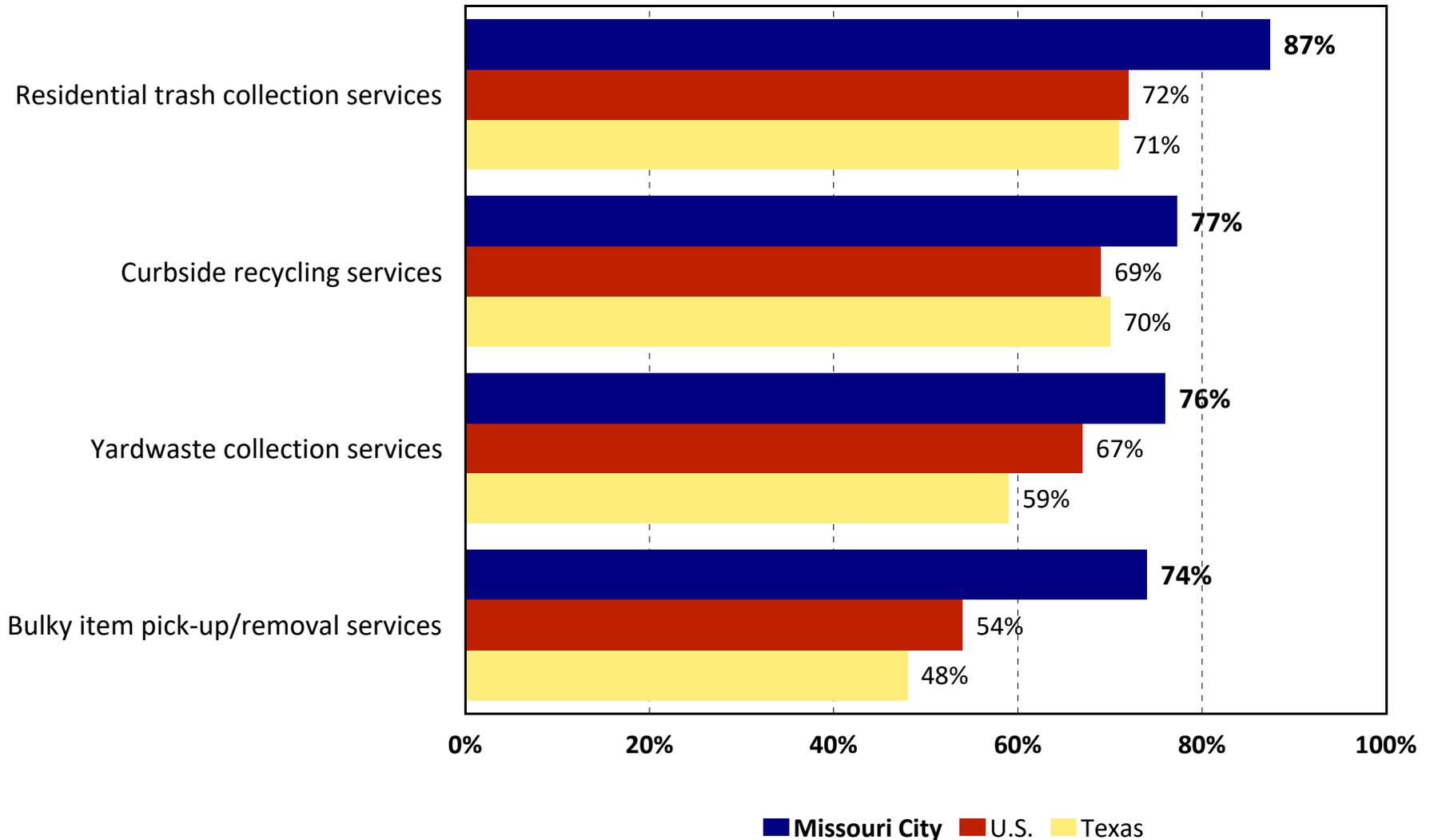


Source: 2020 ETC Institute

Satisfaction with Trash Services

Missouri City vs. the U.S. vs. Texas

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")

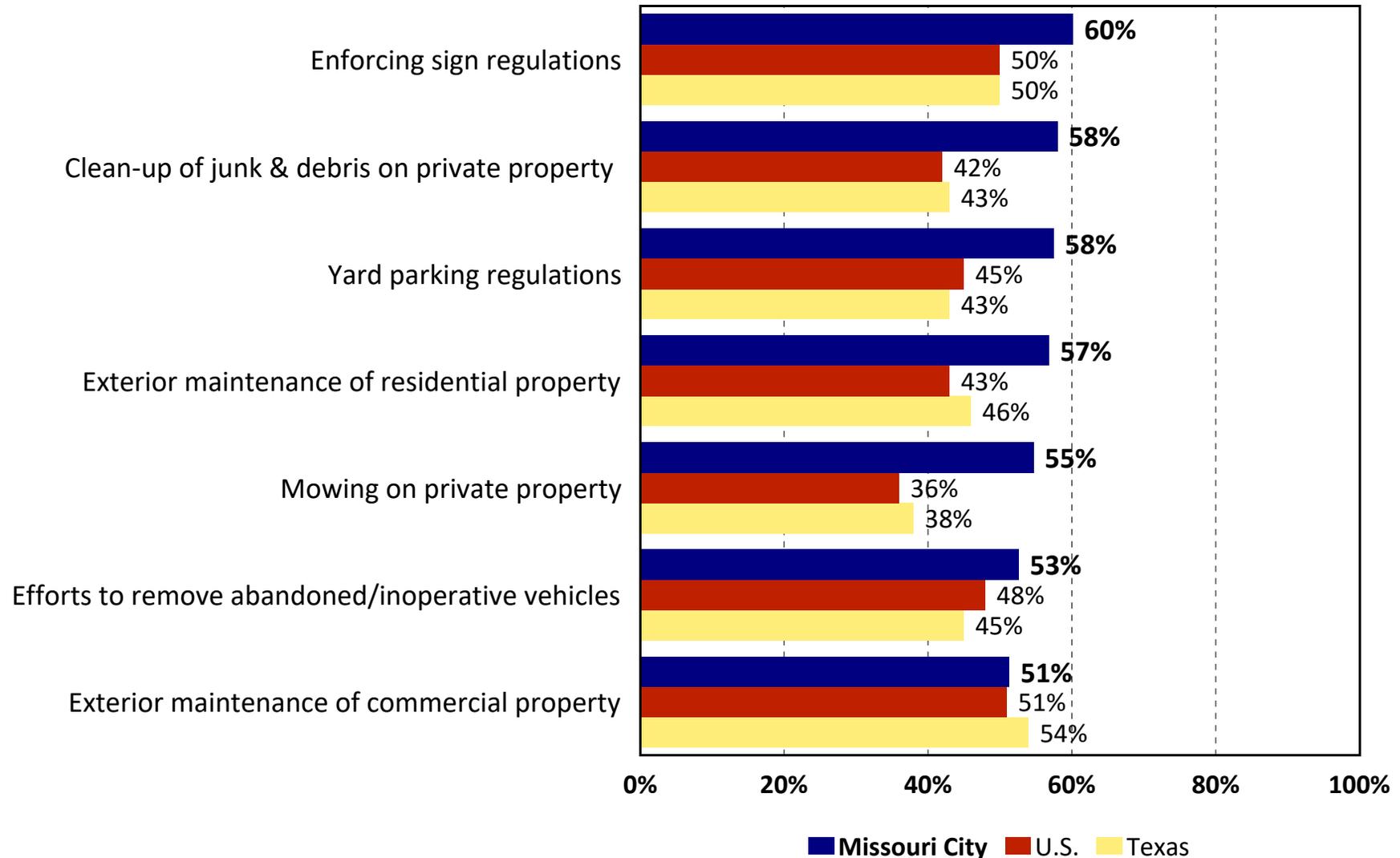


Source: 2020 ETC Institute

Satisfaction with Code Enforcement

Missouri City vs. the U.S. vs. Texas

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")

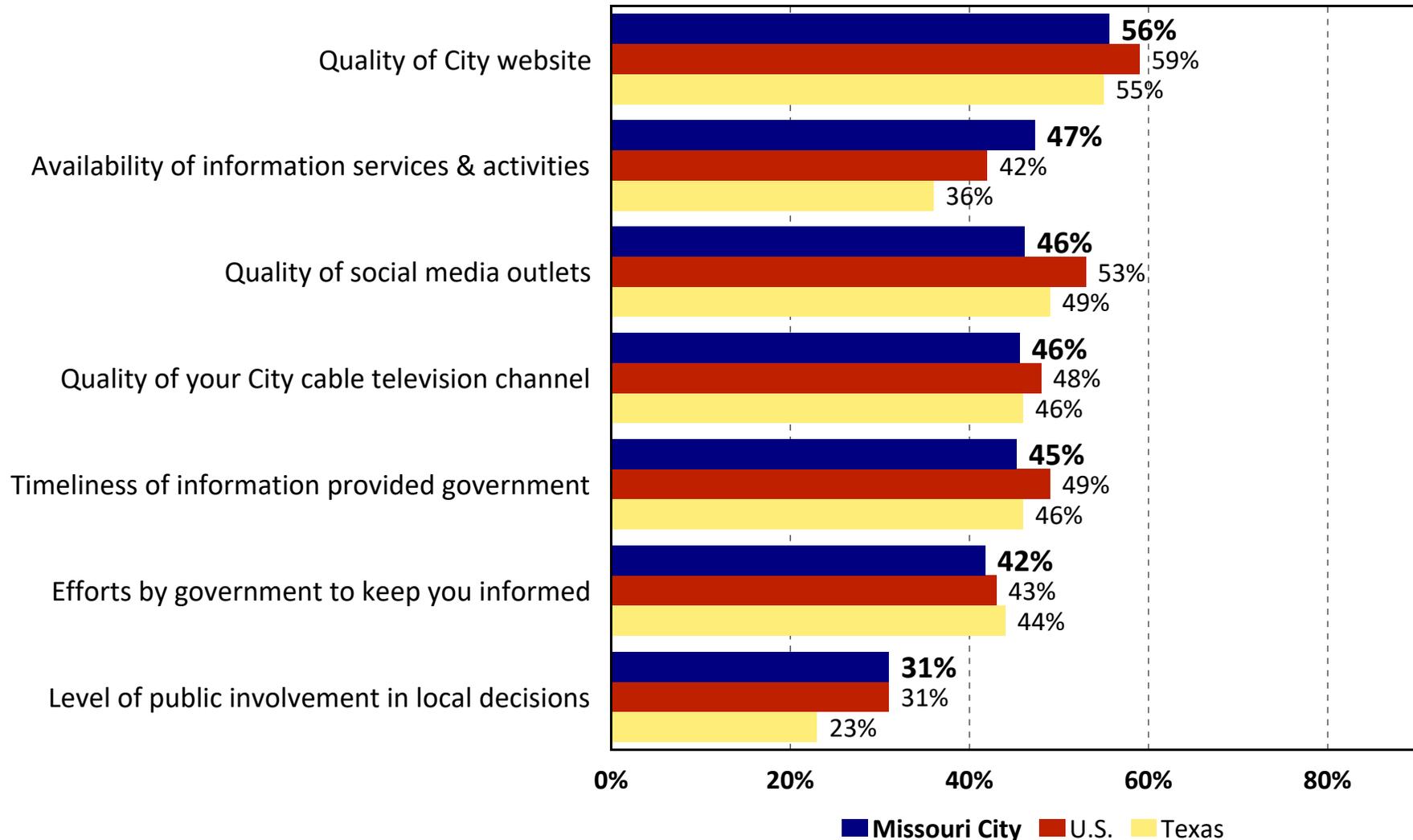


Source: 2020 ETC Institute

Overall Satisfaction with Public Information Services

Missouri City vs. the U.S. vs. Texas

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")

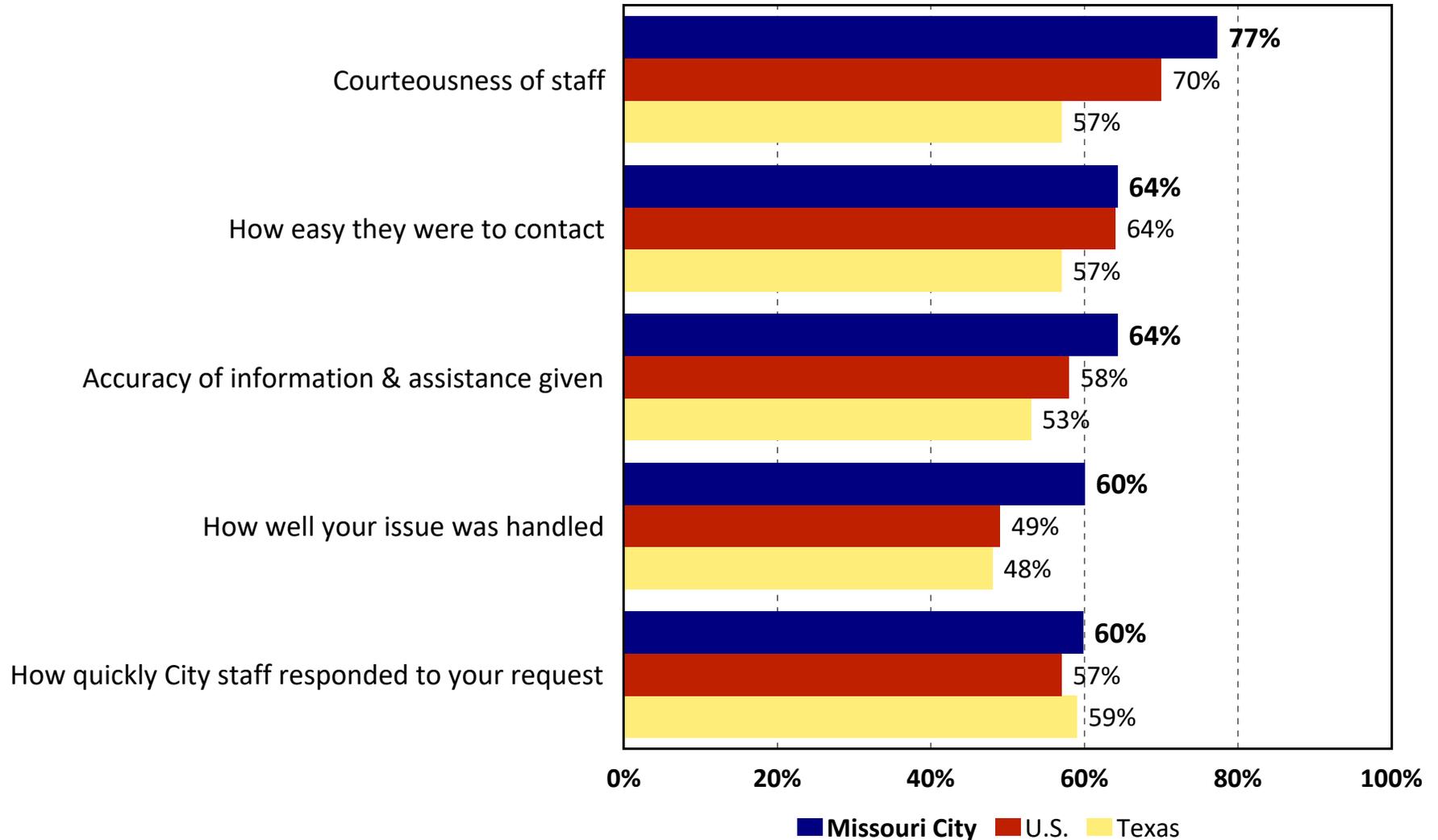


Source: 2020 ETC Institute

Customer Service from City Employees

Missouri City vs. the U.S. vs. Texas

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: 2020 ETC Institute

Section 3

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

City of 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. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

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-nine percent (48.8%) of respondents selected *the overall maintenance of City streets, sidewalks and infrastructure* as one of the most important services for the City to provide.

With regard to satisfaction, 57.4% of respondents surveyed rated the City's overall performance in *the overall maintenance of City streets, sidewalks and infrastructure* 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 *the overall maintenance of City streets, sidewalks and infrastructure* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 48.8% was multiplied by 42.6% (1-0.574). This calculation yielded an I-S rating of 0.2079, 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 the City of Missouri City are provided on the following pages.

2020 Importance-Satisfaction Rating

Missouri City, Texas

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets, sidewalks & infrastructure	49%	1	57%	9	0.2079	1
High Priority (IS .10-.20)						
Overall effectiveness of communication by City government in your area	29%	4	47%	10	0.1539	2
Medium Priority (IS <.10)						
Overall flow of traffic & congestion management on streets in City of Missouri City	26%	5	65%	6	0.0927	3
Overall efforts by City government in your area to ensure community is prepared for emergencies	34%	2	74%	4	0.0888	4
Emergency preparedness	25%	6	65%	5	0.0858	5
Enforcement of local codes & ordinances	20%	7	59%	8	0.0820	6
Overall quality of customer service provided by City government in City of Missouri City	13%	9	59%	7	0.0529	7
Overall quality of parks & recreation programs & facilities	16%	8	77%	3	0.0377	8
Quality of police & fire services	30%	3	90%	1	0.0307	9
Overall quality of trash & yard waste services	8%	10	82%	2	0.0153	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 "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

2020 Importance-Satisfaction Rating

Missouri City, Texas

Police, Fire, and EMS Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Efforts by City government to prevent crime	36%	2	59%	12	0.1463	1
Visibility of police in neighborhoods	37%	1	70%	7	0.1103	2
Medium Priority (IS <.10)						
Visibility of police in commercial & retail areas	18%	5	63%	9	0.0655	3
Police safety awareness education programs	14%	9	60%	11	0.0549	4
Fire inspection programs in your community	13%	10	60%	10	0.0511	5
Fire education programs in your community	14%	8	66%	8	0.0482	6
Overall quality of City police protection	30%	3	86%	3	0.0414	7
How quickly police respond to emergencies	19%	4	79%	4	0.0405	8
Enforcement of City traffic laws	12%	11	70%	6	0.0362	9
How quickly fire services personnel respond	14%	7	88%	2	0.0167	10
Overall quality of fire services	15%	6	90%	1	0.0155	11
911 service provided by operators	6%	12	75%	5	0.0151	12

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 "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

2020 Importance-Satisfaction Rating

Missouri City, Texas

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Senior citizen programs	33%	3	38%	11	0.2030	1
Medium Priority (IS <.10)						
Quality of facilities at City parks	37%	1	74%	2	0.0967	2
Number of walking/biking trails	23%	4	61%	5	0.0899	3
Adult athletic programs in your area	14%	7	40%	10	0.0817	4
Maintenance of City parks	34%	2	80%	1	0.0696	5
Ease of registering for City programs	12%	10	47%	9	0.0637	6
Youth athletic programs in your area	12%	8	49%	8	0.0629	7
Maintenance & appearance of City community centers	22%	5	73%	3	0.0589	8
Availability of meeting space in your community	12%	9	59%	6	0.0491	9
Number of parks	14%	6	67%	4	0.0471	10
Quality of outdoor athletic fields	6%	11	57%	7	0.0278	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 "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2020 DirectionFinder by ETC Institute

2020 Importance-Satisfaction Rating

Missouri City, Texas

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)						
Adequacy of street lighting in Missouri City	34%	2	49%	10	0.1732	1
Condition of sidewalks in your neighborhood	29%	5	51%	9	0.1428	2
Condition of streets in your neighborhood	35%	1	62%	6	0.1322	3
Condition of street drainage/water drainage	33%	4	63%	3	0.1215	4
Medium Priority (IS <.10)						
Condition of major streets in Missouri City	34%	3	71%	2	0.0973	5
Cleanliness of streets & other public areas	17%	6	62%	4	0.0641	6
Animal services enforcement of animal codes	11%	8	46%	11	0.0612	7
Mowing/tree trimming along streets & other public areas	12%	7	62%	5	0.0451	8
Overall quality of animal control services	10%	9	55%	7	0.0426	9
Animal services pet adoption & rescue efforts	5%	11	52%	8	0.0232	10
Condition of street signs & traffic signals	7%	10	77%	1	0.0171	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 "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2020 DirectionFinder by ETC Institute

2020 Importance-Satisfaction Rating

Missouri City, Texas

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	43%	1	58%	2	0.1810	1
Enforcing mowing & cutting of weeds & grass on private property	36%	2	55%	6	0.1608	2
Enforcing exterior maintenance of residential property	35%	3	57%	4	0.1490	3
Enforcing exterior maintenance of commercial/business property	29%	4	51%	8	0.1417	4
Medium Priority (IS <.10)						
City efforts to remove abandoned or inoperative vehicles	21%	5	53%	7	0.0972	5
Enforcement of yard parking regulations in your neighborhood	17%	6	58%	3	0.0710	6
SeeClickFix to report code violations in community or	10%	7	55%	5	0.0459	7
Enforcing sign regulations	10%	8	60%	1	0.0406	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 "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2020 DirectionFinder by ETC Institute

Section 4
Tabular Data

Q1. Perception of The City. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Missouri City with regard to each of the following.

(N=420)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	33.6%	57.1%	5.2%	3.3%	0.2%	0.5%
Q1-2. As a place to raise children	29.8%	49.8%	9.0%	4.5%	0.5%	6.4%
Q1-3. As a place to work	15.0%	30.7%	19.0%	7.6%	2.4%	25.2%
Q1-4. As a place to retire	28.6%	40.7%	14.3%	6.4%	3.3%	6.7%
Q1-5. As a place to visit	18.3%	34.8%	26.2%	11.9%	5.7%	3.1%
Q1-6. As a City moving in right direction	18.1%	36.2%	21.9%	9.3%	10.0%	4.5%
Q1-7. As a place you are proud to call home	30.0%	47.4%	14.3%	4.3%	3.3%	0.7%

WITHOUT "DON'T KNOW"

Q1. Perception of The City. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Missouri City with regard to each of the following. (without "don't know")

(N=420)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	33.7%	57.4%	5.3%	3.3%	0.2%
Q1-2. As a place to raise children	31.8%	53.2%	9.7%	4.8%	0.5%
Q1-3. As a place to work	20.1%	41.1%	25.5%	10.2%	3.2%
Q1-4. As a place to retire	30.6%	43.6%	15.3%	6.9%	3.6%
Q1-5. As a place to visit	18.9%	35.9%	27.0%	12.3%	5.9%
Q1-6. As a City moving in right direction	19.0%	37.9%	22.9%	9.7%	10.5%
Q1-7. As a place you are proud to call home	30.2%	47.7%	14.4%	4.3%	3.4%

Q2. Please rate each of the following major categories of services provided by Missouri City using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Quality of police & fire services	42.4%	44.0%	7.6%	1.7%	0.7%	3.6%
Q2-2. Overall efforts by City government in your area to ensure community is prepared for emergencies	19.0%	45.0%	17.4%	7.6%	3.8%	7.1%
Q2-3. Overall maintenance of City streets, sidewalks & infrastructure	13.8%	43.3%	21.0%	14.0%	7.4%	0.5%
Q2-4. Overall effectiveness of communication by City government in your area	11.2%	34.3%	24.3%	14.3%	12.6%	3.3%
Q2-5. Overall flow of traffic & congestion management on streets in City of Missouri City	12.1%	52.1%	17.6%	11.9%	5.7%	0.5%
Q2-6. Overall quality of trash & yard waste services	35.7%	44.8%	8.8%	6.9%	2.4%	1.4%
Q2-7. Overall quality of parks & recreation programs & facilities	22.9%	49.8%	14.8%	6.0%	1.4%	5.2%
Q2-8. Overall quality of customer service provided by City government in City of Missouri City	11.7%	40.5%	22.1%	7.9%	6.7%	11.2%
Q2-9. Enforcement of local codes & ordinances	12.1%	43.3%	24.0%	10.2%	4.8%	5.5%
Q2-10. Emergency preparedness	15.5%	41.7%	22.1%	6.0%	2.1%	12.6%

WITHOUT "DON'T KNOW"**Q2. Please rate each of the following major categories of services provided by Missouri City using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Quality of police & fire services	44.0%	45.7%	7.9%	1.7%	0.7%
Q2-2. Overall efforts by City government in your area to ensure community is prepared for emergencies	20.5%	48.5%	18.7%	8.2%	4.1%
Q2-3. Overall maintenance of City streets, sidewalks & infrastructure	13.9%	43.5%	21.1%	14.1%	7.4%
Q2-4. Overall effectiveness of communication by City government in your area	11.6%	35.5%	25.1%	14.8%	13.1%
Q2-5. Overall flow of traffic & congestion management on streets in City of Missouri City	12.2%	52.4%	17.7%	12.0%	5.7%
Q2-6. Overall quality of trash & yard waste services	36.2%	45.4%	8.9%	7.0%	2.4%
Q2-7. Overall quality of parks & recreation programs & facilities	24.1%	52.5%	15.6%	6.3%	1.5%
Q2-8. Overall quality of customer service provided by City government in City of Missouri City	13.1%	45.6%	24.9%	8.8%	7.5%
Q2-9. Enforcement of local codes & ordinances	12.8%	45.8%	25.4%	10.8%	5.0%
Q2-10. Emergency preparedness	17.7%	47.7%	25.3%	6.8%	2.5%

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 services	72	17.1 %
Overall efforts by City government in your area to ensure community is prepared for emergencies	52	12.4 %
Overall maintenance of City streets, sidewalks & infrastructure	68	16.2 %
Overall effectiveness of communication by City government in your area	39	9.3 %
Overall flow of traffic & congestion management on streets in City of Missouri City	34	8.1 %
Overall quality of trash & yard waste services	9	2.1 %
Overall quality of parks & recreation programs & facilities	19	4.5 %
Overall quality of customer service provided by City government in City of Missouri City	9	2.1 %
Enforcement of local codes & ordinances	22	5.2 %
Emergency preparedness	35	8.3 %
None chosen	61	14.5 %
Total	420	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 services	28	6.7 %
Overall efforts by City government in your area to ensure community is prepared for emergencies	52	12.4 %
Overall maintenance of City streets, sidewalks & infrastructure	81	19.3 %
Overall effectiveness of communication by City government in your area	36	8.6 %
Overall flow of traffic & congestion management on streets in City of Missouri City	47	11.2 %
Overall quality of trash & yard waste services	10	2.4 %
Overall quality of parks & recreation programs & facilities	22	5.2 %
Overall quality of customer service provided by City government in City of Missouri City	17	4.0 %
Enforcement of local codes & ordinances	28	6.7 %
Emergency preparedness	33	7.9 %
None chosen	66	15.7 %
Total	420	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 services	25	6.0 %
Overall efforts by City government in your area to ensure community is prepared for emergencies	40	9.5 %
Overall maintenance of City streets, sidewalks & infrastructure	56	13.3 %
Overall effectiveness of communication by City government in your area	47	11.2 %
Overall flow of traffic & congestion management on streets in City of Missouri City	29	6.9 %
Overall quality of trash & yard waste services	16	3.8 %
Overall quality of parks & recreation programs & facilities	27	6.4 %
Overall quality of customer service provided by City government in City of Missouri City	28	6.7 %
Enforcement of local codes & ordinances	33	7.9 %
Emergency preparedness	36	8.6 %
None chosen	83	19.8 %
Total	420	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 services	125	29.8 %
Overall efforts by City government in your area to ensure community is prepared for emergencies	144	34.3 %
Overall maintenance of City streets, sidewalks & infrastructure	205	48.8 %
Overall effectiveness of communication by City government in your area	122	29.0 %
Overall flow of traffic & congestion management on streets in City of Missouri City	110	26.2 %
Overall quality of trash & yard waste services	35	8.3 %
Overall quality of parks & recreation programs & facilities	68	16.2 %
Overall quality of customer service provided by City government in City of Missouri City	54	12.9 %
Enforcement of local codes & ordinances	83	19.8 %
Emergency preparedness	104	24.8 %
None chosen	61	14.5 %
Total	1111	

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

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall value that you receive for your City tax & fees	8.3%	36.4%	31.7%	15.7%	5.0%	2.9%
Q4-2. Reputation of your community	12.4%	46.0%	21.2%	14.5%	5.2%	0.7%
Q4-3. Quality of City government services	8.3%	44.5%	26.4%	9.8%	6.0%	5.0%
Q4-4. Quality of life in your community	21.0%	54.3%	16.9%	5.2%	1.4%	1.2%
Q4-5. How well your community is planning growth	10.5%	31.0%	28.3%	14.8%	6.2%	9.3%
Q4-6. Appearance of your community	13.1%	47.9%	20.5%	13.8%	4.8%	0.0%
Q4-7. Leadership of elected officials	8.3%	26.0%	30.2%	11.4%	17.4%	6.7%
Q4-8. Leadership of City Manager	19.3%	27.4%	32.1%	6.0%	3.3%	11.9%

WITHOUT "DON'T KNOW"**Q4. Please rate each of the following items that may influence your perception of the community using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall value that you receive for your City tax & fees	8.6%	37.5%	32.6%	16.2%	5.1%
Q4-2. Reputation of your community	12.5%	46.3%	21.3%	14.6%	5.3%
Q4-3. Quality of City government services	8.8%	46.9%	27.8%	10.3%	6.3%
Q4-4. Quality of life in your community	21.2%	54.9%	17.1%	5.3%	1.4%
Q4-5. How well your community is planning growth	11.5%	34.1%	31.2%	16.3%	6.8%
Q4-6. Appearance of your community	13.1%	47.9%	20.5%	13.8%	4.8%
Q4-7. Leadership of elected officials	8.9%	27.8%	32.4%	12.2%	18.6%
Q4-8. Leadership of City Manager	21.9%	31.1%	36.5%	6.8%	3.8%

Q5a. Police Services. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5a-1. Overall quality of City police protection	36.0%	48.6%	10.0%	3.1%	0.7%	1.7%
Q5a-2. Visibility of police in neighborhoods	24.0%	44.5%	17.6%	10.0%	1.7%	2.1%
Q5a-3. Visibility of police in commercial & retail areas	18.1%	42.4%	26.0%	8.3%	1.0%	4.3%
Q5a-4. How quickly police respond to emergencies	26.9%	39.3%	14.8%	2.4%	0.7%	16.0%
Q5a-5. Efforts by City government to prevent crime	13.8%	39.5%	27.6%	8.1%	1.7%	9.3%
Q5a-6. Enforcement of City traffic laws	16.0%	51.2%	21.7%	5.2%	1.4%	4.5%
Q5a-7. Police safety awareness education programs	14.3%	31.0%	26.0%	4.0%	0.7%	24.0%
Q5a-8. 9-1-1 Service provided by operators	16.2%	34.8%	15.5%	1.4%	0.2%	31.9%

WITHOUT "DON'T KNOW"**Q5a. Police Services. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5a-1. Overall quality of City police protection	36.6%	49.4%	10.2%	3.1%	0.7%
Q5a-2. Visibility of police in neighborhoods	24.6%	45.5%	18.0%	10.2%	1.7%
Q5a-3. Visibility of police in commercial & retail areas	18.9%	44.3%	27.1%	8.7%	1.0%
Q5a-4. How quickly police respond to emergencies	32.0%	46.7%	17.6%	2.8%	0.8%
Q5a-5. Efforts by City government to prevent crime	15.2%	43.6%	30.4%	8.9%	1.8%
Q5a-6. Enforcement of City traffic laws	16.7%	53.6%	22.7%	5.5%	1.5%
Q5a-7. Police safety awareness education programs	18.8%	40.8%	34.2%	5.3%	0.9%
Q5a-8. 9-1-1 Service provided by operators	23.8%	51.0%	22.7%	2.1%	0.3%

Q5b. Fire Services/EMS. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5b-1. Overall quality of fire services	34.3%	39.0%	8.1%	0.0%	0.2%	18.3%
Q5b-2. How quickly fire services personnel respond	31.0%	31.9%	8.1%	0.2%	0.0%	28.8%
Q5b-3. Fire education programs in your community	18.1%	26.9%	20.5%	2.9%	0.2%	31.4%
Q5b-4. Fire inspection programs in your community	14.5%	24.3%	22.6%	2.6%	0.2%	35.7%

WITHOUT "DON'T KNOW"**Q5b. Fire Services/EMS. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5b-1. Overall quality of fire services	42.0%	47.8%	9.9%	0.0%	0.3%
Q5b-2. How quickly fire services personnel respond	43.5%	44.8%	11.4%	0.3%	0.0%
Q5b-3. Fire education programs in your community	26.4%	39.2%	29.9%	4.2%	0.3%
Q5b-4. Fire inspection programs in your community	22.6%	37.8%	35.2%	4.1%	0.4%

Q6. From the list of items in Questions 5a-b, 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>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of City police protection	78	18.6 %
Visibility of police in neighborhoods	91	21.7 %
Visibility of police in commercial & retail areas	11	2.6 %
How quickly police respond to emergencies	21	5.0 %
Efforts by City government to prevent crime	51	12.1 %
Enforcement of City traffic laws	16	3.8 %
Police safety awareness education programs	15	3.6 %
9-1-1 Service provided by operators	4	1.0 %
Overall quality of fire services	9	2.1 %
How quickly fire services personnel respond	13	3.1 %
Fire education programs in your community	18	4.3 %
Fire inspection programs in your community	7	1.7 %
None chosen	86	20.5 %
Total	420	100.0 %

Q6. From the list of items in Questions 5a-b, 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>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of City police protection	25	6.0 %
Visibility of police in neighborhoods	40	9.5 %
Visibility of police in commercial & retail areas	38	9.0 %
How quickly police respond to emergencies	35	8.3 %
Efforts by City government to prevent crime	49	11.7 %
Enforcement of City traffic laws	12	2.9 %
Police safety awareness education programs	24	5.7 %
9-1-1 Service provided by operators	5	1.2 %
Overall quality of fire services	27	6.4 %
How quickly fire services personnel respond	27	6.4 %
Fire education programs in your community	22	5.2 %
Fire inspection programs in your community	19	4.5 %
None chosen	97	23.1 %
Total	420	100.0 %

Q6. From the list of items in Questions 5a-b, 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?

Q6. 3rd choice	Number	Percent
Overall quality of City police protection	21	5.0 %
Visibility of police in neighborhoods	24	5.7 %
Visibility of police in commercial & retail areas	26	6.2 %
How quickly police respond to emergencies	24	5.7 %
Efforts by City government to prevent crime	49	11.7 %
Enforcement of City traffic laws	23	5.5 %
Police safety awareness education programs	18	4.3 %
9-1-1 Service provided by operators	16	3.8 %
Overall quality of fire services	28	6.7 %
How quickly fire services personnel respond	20	4.8 %
Fire education programs in your community	19	4.5 %
Fire inspection programs in your community	28	6.7 %
None chosen	124	29.5 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q6. From the list of items in Questions 5a-b, 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)

Q6. Sum of top 3 choices	Number	Percent
Overall quality of City police protection	124	29.5 %
Visibility of police in neighborhoods	155	36.9 %
Visibility of police in commercial & retail areas	75	17.9 %
How quickly police respond to emergencies	80	19.0 %
Efforts by City government to prevent crime	149	35.5 %
Enforcement of City traffic laws	51	12.1 %
Police safety awareness education programs	57	13.6 %
9-1-1 Service provided by operators	25	6.0 %
Overall quality of fire services	64	15.2 %
How quickly fire services personnel respond	60	14.3 %
Fire education programs in your community	59	14.0 %
Fire inspection programs in your community	54	12.9 %
None chosen	86	20.5 %
Total	1039	

Q7. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=420)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q7-1. Walking in your neighborhood during the day	46.7%	40.0%	7.9%	3.8%	0.5%	1.2%
Q7-2. Walking in your neighborhood after dark	16.2%	34.0%	25.7%	13.8%	5.2%	5.0%
Q7-3. Walking on City trails/in City parks	16.0%	41.2%	23.1%	8.1%	2.9%	8.8%
Q7-4. Overall feeling of safety in my community	22.9%	53.8%	16.9%	5.0%	1.0%	0.5%

WITHOUT "DON'T KNOW"

Q7. Using a scale of 1 to 5, 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=420)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q7-1. Walking in your neighborhood during the day	47.2%	40.5%	8.0%	3.9%	0.5%
Q7-2. Walking in your neighborhood after dark	17.0%	35.8%	27.1%	14.5%	5.5%
Q7-3. Walking on City trails/in City parks	17.5%	45.2%	25.3%	8.9%	3.1%
Q7-4. Overall feeling of safety in my community	23.0%	54.1%	17.0%	5.0%	1.0%

Q8. Parks and Recreation. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Maintenance of City parks	18.6%	53.8%	13.1%	3.8%	1.7%	9.0%
Q8-2. Quality of facilities at City parks (e.g. picnic shelters, playgrounds)	16.7%	49.3%	17.9%	4.5%	1.4%	10.2%
Q8-3. Number of parks	15.7%	43.3%	18.6%	9.8%	1.2%	11.4%
Q8-4. Maintenance & appearance of City community centers	16.0%	45.7%	19.3%	3.3%	0.7%	15.0%
Q8-5. Availability of meeting space in your community	11.7%	33.6%	22.4%	7.4%	1.2%	23.8%
Q8-6. Number of walking/biking trails	13.8%	40.7%	18.8%	13.1%	2.9%	10.7%
Q8-7. Quality of outdoor athletic fields	11.0%	34.5%	26.4%	7.1%	1.4%	19.5%
Q8-8. Youth athletic programs in your area	8.3%	24.5%	24.3%	8.8%	1.2%	32.9%
Q8-9. Adult athletic programs in your area	7.6%	19.8%	28.3%	10.7%	2.9%	30.7%
Q8-10. Senior citizen programs	9.0%	15.7%	25.2%	11.2%	3.8%	35.0%
Q8-11. Ease of registering for City programs	7.6%	22.6%	24.8%	8.1%	1.4%	35.5%

WITHOUT "DON'T KNOW"**Q8. Parks and Recreation. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Maintenance of City parks	20.4%	59.2%	14.4%	4.2%	1.8%
Q8-2. Quality of facilities at City parks (e.g. picnic shelters, playgrounds)	18.6%	54.9%	19.9%	5.0%	1.6%
Q8-3. Number of parks	17.7%	48.9%	21.0%	11.0%	1.3%
Q8-4. Maintenance & appearance of City community centers	18.8%	53.8%	22.7%	3.9%	0.8%
Q8-5. Availability of meeting space in your community	15.3%	44.1%	29.4%	9.7%	1.6%
Q8-6. Number of walking/biking trails	15.5%	45.6%	21.1%	14.7%	3.2%
Q8-7. Quality of outdoor athletic fields	13.6%	42.9%	32.8%	8.9%	1.8%
Q8-8. Youth athletic programs in your area	12.4%	36.5%	36.2%	13.1%	1.8%
Q8-9. Adult athletic programs in your area	11.0%	28.5%	40.9%	15.5%	4.1%
Q8-10. Senior citizen programs	13.9%	24.2%	38.8%	17.2%	5.9%
Q8-11. Ease of registering for City programs	11.8%	35.1%	38.4%	12.5%	2.2%

Q9. From the list of items in Question 8, 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?

Q9. Top choice	Number	Percent
Maintenance of City parks	96	22.9 %
Quality of facilities at City parks (e.g. picnic shelters, playgrounds)	46	11.0 %
Number of parks	20	4.8 %
Maintenance & appearance of City community centers	20	4.8 %
Availability of meeting space in your community	17	4.0 %
Number of walking/biking trails	35	8.3 %
Quality of outdoor athletic fields	1	0.2 %
Youth athletic programs in your area	22	5.2 %
Adult athletic programs in your area	8	1.9 %
Senior citizen programs	47	11.2 %
Ease of registering for City programs	12	2.9 %
None chosen	96	22.9 %
Total	420	100.0 %

Q9. From the list of items in Question 8, 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?

Q9. 2nd choice	Number	Percent
Maintenance of City parks	29	6.9 %
Quality of facilities at City parks (e.g. picnic shelters, playgrounds)	75	17.9 %
Number of parks	18	4.3 %
Maintenance & appearance of City community centers	31	7.4 %
Availability of meeting space in your community	14	3.3 %
Number of walking/biking trails	29	6.9 %
Quality of outdoor athletic fields	12	2.9 %
Youth athletic programs in your area	17	4.0 %
Adult athletic programs in your area	27	6.4 %
Senior citizen programs	43	10.2 %
Ease of registering for City programs	15	3.6 %
None chosen	110	26.2 %
Total	420	100.0 %

Q9. From the list of items in Question 8, 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?

Q9. 3rd choice	Number	Percent
Maintenance of City parks	18	4.3 %
Quality of facilities at City parks (e.g. picnic shelters, playgrounds)	32	7.6 %
Number of parks	21	5.0 %
Maintenance & appearance of City community centers	39	9.3 %
Availability of meeting space in your community	20	4.8 %
Number of walking/biking trails	33	7.9 %
Quality of outdoor athletic fields	14	3.3 %
Youth athletic programs in your area	13	3.1 %
Adult athletic programs in your area	22	5.2 %
Senior citizen programs	48	11.4 %
Ease of registering for City programs	23	5.5 %
None chosen	137	32.6 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q9. From the list of items in Question 8, 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)

Q9. Sum of top 3 choices	Number	Percent
Maintenance of City parks	143	34.0 %
Quality of facilities at City parks (e.g. picnic shelters, playgrounds)	153	36.4 %
Number of parks	59	14.0 %
Maintenance & appearance of City community centers	90	21.4 %
Availability of meeting space in your community	51	12.1 %
Number of walking/biking trails	97	23.1 %
Quality of outdoor athletic fields	27	6.4 %
Youth athletic programs in your area	52	12.4 %
Adult athletic programs in your area	57	13.6 %
Senior citizen programs	138	32.9 %
Ease of registering for City programs	50	11.9 %
None chosen	96	22.9 %
Total	1013	

Q10. Public Works Services. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Condition of major streets in Missouri City	12.6%	57.1%	15.0%	10.7%	2.6%	1.9%
Q10-2. Condition of streets in your neighborhood	13.6%	47.9%	15.0%	15.7%	6.9%	1.0%
Q10-3. Condition of sidewalks in your neighborhood	9.0%	39.5%	17.4%	21.0%	8.1%	5.0%
Q10-4. Condition of street drainage/water drainage	12.9%	48.8%	17.4%	12.1%	6.2%	2.6%
Q10-5. Condition of street signs & traffic signals	14.8%	60.7%	13.8%	6.7%	2.1%	1.9%
Q10-6. Adequacy of street lighting in Missouri City	8.3%	39.8%	21.0%	21.0%	8.3%	1.7%
Q10-7. Mowing/tree trimming along streets & other public areas	10.0%	51.4%	20.7%	11.2%	5.5%	1.2%
Q10-8. Cleanliness of streets & other public areas	11.2%	53.3%	20.5%	11.2%	2.6%	1.2%
Q10-9. Overall quality of animal control services	9.0%	36.9%	23.1%	10.0%	4.3%	16.7%
Q10-10. Animal services pet adoption & rescue efforts	8.6%	23.1%	24.0%	3.6%	2.1%	38.6%
Q10-11. Animal services enforcement of animal codes	6.4%	25.2%	22.6%	8.6%	5.5%	31.7%

WITHOUT "DON'T KNOW"**Q10. Public Works Services. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Condition of major streets in Missouri City	12.9%	58.3%	15.3%	10.9%	2.7%
Q10-2. Condition of streets in your neighborhood	13.7%	48.3%	15.1%	15.9%	7.0%
Q10-3. Condition of sidewalks in your neighborhood	9.5%	41.6%	18.3%	22.1%	8.5%
Q10-4. Condition of street drainage/water drainage	13.2%	50.1%	17.8%	12.5%	6.4%
Q10-5. Condition of street signs & traffic signals	15.0%	61.9%	14.1%	6.8%	2.2%
Q10-6. Adequacy of street lighting in Missouri City	8.5%	40.4%	21.3%	21.3%	8.5%
Q10-7. Mowing/tree trimming along streets & other public areas	10.1%	52.0%	21.0%	11.3%	5.5%
Q10-8. Cleanliness of streets & other public areas	11.3%	54.0%	20.7%	11.3%	2.7%
Q10-9. Overall quality of animal control services	10.9%	44.3%	27.7%	12.0%	5.1%
Q10-10. Animal services pet adoption & rescue efforts	14.0%	37.6%	39.1%	5.8%	3.5%
Q10-11. Animal services enforcement of animal codes	9.4%	36.9%	33.1%	12.5%	8.0%

Q11. From the list of items in Question 10, 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?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major streets in Missouri City	86	20.5 %
Condition of streets in your neighborhood	55	13.1 %
Condition of sidewalks in your neighborhood	51	12.1 %
Condition of street drainage/water drainage	57	13.6 %
Condition of street signs & traffic signals	8	1.9 %
Adequacy of street lighting in Missouri City	44	10.5 %
Mowing/tree trimming along streets & other public areas	7	1.7 %
Cleanliness of streets & other public areas	4	1.0 %
Overall quality of animal control services	8	1.9 %
Animal services pet adoption & rescue efforts	4	1.0 %
Animal services enforcement of animal codes	10	2.4 %
None chosen	86	20.5 %
Total	420	100.0 %

Q11. From the list of items in Question 10, 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?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major streets in Missouri City	34	8.1 %
Condition of streets in your neighborhood	63	15.0 %
Condition of sidewalks in your neighborhood	43	10.2 %
Condition of street drainage/water drainage	39	9.3 %
Condition of street signs & traffic signals	15	3.6 %
Adequacy of street lighting in Missouri City	54	12.9 %
Mowing/tree trimming along streets & other public areas	21	5.0 %
Cleanliness of streets & other public areas	22	5.2 %
Overall quality of animal control services	9	2.1 %
Animal services pet adoption & rescue efforts	5	1.2 %
Animal services enforcement of animal codes	17	4.0 %
None chosen	98	23.3 %
Total	420	100.0 %

Q11. From the list of items in Question 10, 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?

Q11. 3rd choice	Number	Percent
Condition of major streets in Missouri City	22	5.2 %
Condition of streets in your neighborhood	28	6.7 %
Condition of sidewalks in your neighborhood	29	6.9 %
Condition of street drainage/water drainage	43	10.2 %
Condition of street signs & traffic signals	8	1.9 %
Adequacy of street lighting in Missouri City	44	10.5 %
Mowing/tree trimming along streets & other public areas	22	5.2 %
Cleanliness of streets & other public areas	45	10.7 %
Overall quality of animal control services	23	5.5 %
Animal services pet adoption & rescue efforts	11	2.6 %
Animal services enforcement of animal codes	21	5.0 %
None chosen	124	29.5 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q11. From the list of items in Question 10, 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)

Q11. Sum of top 3 choices	Number	Percent
Condition of major streets in Missouri City	142	33.8 %
Condition of streets in your neighborhood	146	34.8 %
Condition of sidewalks in your neighborhood	123	29.3 %
Condition of street drainage/water drainage	139	33.1 %
Condition of street signs & traffic signals	31	7.4 %
Adequacy of street lighting in Missouri City	142	33.8 %
Mowing/tree trimming along streets & other public areas	50	11.9 %
Cleanliness of streets & other public areas	71	16.9 %
Overall quality of animal control services	40	9.5 %
Animal services pet adoption & rescue efforts	20	4.8 %
Animal services enforcement of animal codes	48	11.4 %
None chosen	86	20.5 %
Total	1038	

Q12. Trash Services. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Residential trash collection services	45.5%	38.6%	5.7%	3.3%	3.1%	3.8%
Q12-2. Curbside recycling services	36.7%	34.8%	10.2%	6.7%	4.0%	7.6%
Q12-3. Yardwaste collection services	33.1%	36.9%	12.6%	6.7%	2.9%	7.9%
Q12-4. Bulky item pick-up/removal services (e.g. old furniture, appliances)	32.6%	36.0%	12.9%	7.9%	3.3%	7.4%

WITHOUT "DON'T KNOW"

Q12. Trash Services. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Residential trash collection services	47.3%	40.1%	5.9%	3.5%	3.2%
Q12-2. Curbside recycling services	39.7%	37.6%	11.1%	7.2%	4.4%
Q12-3. Yardwaste collection services	35.9%	40.1%	13.7%	7.2%	3.1%
Q12-4. Bulky item pick-up/removal services (e.g. old furniture, appliances)	35.2%	38.8%	13.9%	8.5%	3.6%

Q13. Code Enforcement. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Enforcing clean-up of junk & debris on private property in your community	15.0%	37.4%	18.3%	13.6%	6.0%	9.8%
Q13-2. Enforcing mowing & cutting of weeds & grass on private property	12.9%	36.9%	19.5%	16.0%	5.7%	9.0%
Q13-3. Enforcing exterior maintenance of residential property	12.4%	39.8%	18.8%	16.2%	4.8%	8.1%
Q13-4. Enforcing exterior maintenance of commercial/business property	9.0%	35.7%	20.5%	14.0%	8.1%	12.6%
Q13-5. Enforcing sign regulations	10.2%	39.8%	21.7%	8.1%	3.3%	16.9%
Q13-6. Enforcement of yard parking regulations in your neighborhood	13.1%	36.4%	17.1%	13.3%	6.2%	13.8%
Q13-7. City efforts to remove abandoned or inoperative vehicles	9.5%	31.2%	17.6%	11.4%	7.6%	22.6%
Q13-8. SeeClickFix to report code violations in community or neighborhood	11.7%	22.4%	19.3%	6.2%	1.9%	38.6%

WITHOUT "DON'T KNOW"**Q13. Code Enforcement. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Enforcing clean-up of junk & debris on private property in your community	16.6%	41.4%	20.3%	15.0%	6.6%
Q13-2. Enforcing mowing & cutting of weeds & grass on private property	14.1%	40.6%	21.5%	17.5%	6.3%
Q13-3. Enforcing exterior maintenance of residential property	13.5%	43.3%	20.5%	17.6%	5.2%
Q13-4. Enforcing exterior maintenance of commercial/business property	10.4%	40.9%	23.4%	16.1%	9.3%
Q13-5. Enforcing sign regulations	12.3%	47.9%	26.1%	9.7%	4.0%
Q13-6. Enforcement of yard parking regulations in your neighborhood	15.2%	42.3%	19.9%	15.5%	7.2%
Q13-7. City efforts to remove abandoned or inoperative vehicles	12.3%	40.3%	22.8%	14.8%	9.8%
Q13-8. SeeClickFix to report code violations in community or neighborhood	19.0%	36.4%	31.4%	10.1%	3.1%

Q14. From the list of items in Question 13, 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?

Q14. Top choice	Number	Percent
Enforcing clean-up of junk & debris on private property in your community	116	27.6 %
Enforcing mowing & cutting of weeds & grass on private property	45	10.7 %
Enforcing exterior maintenance of residential property	43	10.2 %
Enforcing exterior maintenance of commercial/business property	37	8.8 %
Enforcing sign regulations	8	1.9 %
Enforcement of yard parking regulations in your neighborhood	18	4.3 %
City efforts to remove abandoned or inoperative vehicles	18	4.3 %
SeeClickFix to report code violations in community or neighborhood	12	2.9 %
None chosen	123	29.3 %
Total	420	100.0 %

Q14. From the list of items in Question 13, 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?

Q14. 2nd choice	Number	Percent
Enforcing clean-up of junk & debris on private property in your community	42	10.0 %
Enforcing mowing & cutting of weeds & grass on private property	71	16.9 %
Enforcing exterior maintenance of residential property	48	11.4 %
Enforcing exterior maintenance of commercial/business property	41	9.8 %
Enforcing sign regulations	13	3.1 %
Enforcement of yard parking regulations in your neighborhood	26	6.2 %
City efforts to remove abandoned or inoperative vehicles	37	8.8 %
SeeClickFix to report code violations in community or neighborhood	8	1.9 %
None chosen	134	31.9 %
Total	420	100.0 %

Q14. From the list of items in Question 13, 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?

Q14. 3rd choice	Number	Percent
Enforcing clean-up of junk & debris on private property in your community	23	5.5 %
Enforcing mowing & cutting of weeds & grass on private property	33	7.9 %
Enforcing exterior maintenance of residential property	54	12.9 %
Enforcing exterior maintenance of commercial/business property	44	10.5 %
Enforcing sign regulations	22	5.2 %
Enforcement of yard parking regulations in your neighborhood	26	6.2 %
City efforts to remove abandoned or inoperative vehicles	31	7.4 %
SeeClickFix to report code violations in community or neighborhood	23	5.5 %
None chosen	164	39.0 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q14. From the list of items in Question 13, 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)

Q14. Sum of top 3 choices	Number	Percent
Enforcing clean-up of junk & debris on private property in your community	181	43.1 %
Enforcing mowing & cutting of weeds & grass on private property	149	35.5 %
Enforcing exterior maintenance of residential property	145	34.5 %
Enforcing exterior maintenance of commercial/business property	122	29.0 %
Enforcing sign regulations	43	10.2 %
Enforcement of yard parking regulations in your neighborhood	70	16.7 %
City efforts to remove abandoned or inoperative vehicles	86	20.5 %
SeeClickFix to report code violations in community or neighborhood	43	10.2 %
None chosen	123	29.3 %
Total	962	

Q15. Public Information Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Availability of information about City governmental services & activities	9.5%	33.3%	28.3%	12.6%	6.7%	9.5%
Q15-2. Timeliness of information provided by your City government	8.6%	31.2%	25.2%	14.3%	8.6%	12.1%
Q15-3. Efforts by City government to keep you informed about local issues	8.8%	29.3%	27.1%	15.5%	10.5%	8.8%
Q15-4. Quality of your City cable television channel	7.6%	23.1%	26.2%	6.0%	4.5%	32.6%
Q15-5. Quality of City website	9.5%	35.5%	26.9%	6.2%	2.9%	19.0%
Q15-6. Level of public involvement in local decisions	5.7%	19.5%	29.3%	15.5%	11.4%	18.6%
Q15-7. Quality of social media outlets (e.g. Facebook, Twitter, Instagram, YouTube)	7.6%	25.0%	27.4%	6.9%	3.8%	29.3%

WITHOUT "DON'T KNOW"**Q15. Public Information Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of information about City governmental services & activities	10.5%	36.8%	31.3%	13.9%	7.4%
Q15-2. Timeliness of information provided by your City government	9.8%	35.5%	28.7%	16.3%	9.8%
Q15-3. Efforts by City government to keep you informed about local issues	9.7%	32.1%	29.8%	17.0%	11.5%
Q15-4. Quality of your City cable television channel	11.3%	34.3%	38.9%	8.8%	6.7%
Q15-5. Quality of City website	11.8%	43.8%	33.2%	7.6%	3.5%
Q15-6. Level of public involvement in local decisions	7.0%	24.0%	36.0%	19.0%	14.0%
Q15-7. Quality of social media outlets (e.g. Facebook, Twitter, Instagram, YouTube)	10.8%	35.4%	38.7%	9.8%	5.4%

Q16. From which of the following sources do you currently get information about the City of Missouri City?

Q16. From what sources do you currently get City information	Number	Percent
Local newspapers	207	49.3 %
City website (MissouriCityTX.gov)	206	49.0 %
Radio	35	8.3 %
TV news channels	149	35.5 %
City Facebook page	88	21.0 %
Twitter	20	4.8 %
YouTube	13	3.1 %
MCTV (public access)	34	8.1 %
R.A.I.D.s Police alerts	8	1.9 %
Your HOA	188	44.8 %
SeeClickFix	35	8.3 %
Print brochures, flyers	98	23.3 %
Leadership Luncheon	7	1.7 %
Total	1088	

Q17. Have you called your City government with a question, problem, or complaint during the past year?

Q17. Have you called your City government with a question, problem, or complaint during past year	Number	Percent
Yes	102	24.3 %
No	318	75.7 %
Total	420	100.0 %

Q17a. 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=102)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17a-1. How easy they were to contact	27.5%	36.3%	7.8%	17.6%	9.8%	1.0%
Q17a-2. Courteousness of staff	34.3%	42.2%	11.8%	5.9%	4.9%	1.0%
Q17a-3. Accuracy of information & assistance given	22.5%	39.2%	12.7%	13.7%	7.8%	3.9%
Q17a-4. How quickly City staff responded to your request	23.5%	36.3%	14.7%	15.7%	9.8%	0.0%
Q17a-5. How well your issue was handled	23.5%	35.3%	8.8%	15.7%	14.7%	2.0%

WITHOUT "DON'T KNOW"

Q17a. 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=102)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17a-1. How easy they were to contact	27.7%	36.6%	7.9%	17.8%	9.9%
Q17a-2. Courteousness of staff	34.7%	42.6%	11.9%	5.9%	5.0%
Q17a-3. Accuracy of information & assistance given	23.5%	40.8%	13.3%	14.3%	8.2%
Q17a-4. How quickly City staff responded to your request	23.5%	36.3%	14.7%	15.7%	9.8%
Q17a-5. How well your issue was handled	24.0%	36.0%	9.0%	16.0%	15.0%

Q18. Reasons to Live in Missouri City. Several reasons for deciding where to live are listed below. Using a scale of 1 to 4, with 4 being "Very Important" and 1 being "Not Important," please rate how important each reason is to your decision to live in Missouri City.

(N=420)

	Very important	Somewhat important	Not sure	Not important	Not provided
Q18-1. Small town feel	41.3%	36.3%	5.5%	12.4%	4.5%
Q18-2. Quality of public schools	72.8%	15.0%	3.1%	4.8%	4.3%
Q18-3. Employment opportunities	33.4%	28.6%	12.9%	17.9%	7.2%
Q18-4. Types of housing	72.1%	21.2%	1.9%	1.9%	2.9%
Q18-5. Affordability of housing	63.7%	23.2%	3.3%	5.3%	4.5%
Q18-6. Access to quality shopping	65.6%	27.7%	2.1%	1.2%	3.3%
Q18-7. Availability of parks & recreation opportunities	59.2%	28.6%	4.5%	3.6%	4.1%
Q18-8. Near family or friends	43.2%	33.7%	5.3%	12.2%	5.7%
Q18-9. Safety & security	81.4%	11.9%	1.7%	0.7%	4.3%
Q18-10. Availability of transportation options	31.0%	31.7%	9.1%	22.2%	6.0%
Q18-11. Availability of cultural activities & arts	32.0%	36.3%	12.2%	14.8%	4.8%
Q18-12. Access to restaurants & entertainment	64.2%	26.7%	3.6%	2.1%	3.3%
Q18-13. Availability of retail shopping choices	61.1%	29.6%	4.1%	1.2%	4.1%

WITHOUT "NOT PROVIDED"

Q18. Reasons to Live in Missouri City. Several reasons for deciding where to live are listed below. Using a scale of 1 to 4, with 4 being "Very Important" and 1 being "Not Important," please rate how important each reason is to your decision to live in Missouri City. (without "not provided")

(N=420)

	Very important	Somewhat important	Not sure	Not important
Q18-1. Small town feel	43.3%	38.0%	5.8%	13.0%
Q18-2. Quality of public schools	76.1%	15.7%	3.2%	5.0%
Q18-3. Employment opportunities	36.0%	30.8%	13.9%	19.3%
Q18-4. Types of housing	74.2%	21.9%	2.0%	2.0%
Q18-5. Affordability of housing	66.8%	24.3%	3.5%	5.5%
Q18-6. Access to quality shopping	67.9%	28.6%	2.2%	1.2%
Q18-7. Availability of parks & recreation opportunities	61.7%	29.9%	4.7%	3.7%
Q18-8. Near family or friends	45.8%	35.7%	5.6%	12.9%
Q18-9. Safety & security	85.0%	12.5%	1.7%	0.7%
Q18-10. Availability of transportation options	33.0%	33.8%	9.6%	23.6%
Q18-11. Availability of cultural activities & arts	33.6%	38.1%	12.8%	15.5%
Q18-12. Access to restaurants & entertainment	66.4%	27.7%	3.7%	2.2%
Q18-13. Availability of retail shopping choices	63.7%	30.8%	4.2%	1.2%

Q22. From the services listed below, please indicate which THREE you consider the MOST IMPORTANT.

<u>Q22. Top choice</u>	<u>Number</u>	<u>Percent</u>
Fire & life safety personnel, programs & activities	79	18.8 %
Law enforcement personnel, programs & activities	113	26.9 %
Public infrastructure programs including streets & sidewalks	41	9.8 %
Public infrastructure including streetscape, landscaping & beautification	24	5.7 %
Parks & Recreation development or programs	15	3.6 %
Animal Services adoption, rescue & animal codes enforcement	4	1.0 %
Disaster management response	32	7.6 %
Flood control	75	17.9 %
None chosen	37	8.8 %
Total	420	100.0 %

Q22. From the services listed below, please indicate which THREE you consider the MOST IMPORTANT.

<u>Q22. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Fire & life safety personnel, programs & activities	83	19.8 %
Law enforcement personnel, programs & activities	96	22.9 %
Public infrastructure programs including streets & sidewalks	56	13.3 %
Public infrastructure including streetscape, landscaping & beautification	45	10.7 %
Parks & Recreation development or programs	14	3.3 %
Animal Services adoption, rescue & animal codes enforcement	6	1.4 %
Disaster management response	44	10.5 %
Flood control	35	8.3 %
None chosen	41	9.8 %
Total	420	100.0 %

Q22. From the services listed below, please indicate which THREE you consider the MOST IMPORTANT.

Q22. 3rd choice	Number	Percent
Fire & life safety personnel, programs & activities	47	11.2 %
Law enforcement personnel, programs & activities	50	11.9 %
Public infrastructure programs including streets & sidewalks	57	13.6 %
Public infrastructure including streetscape, landscaping & beautification	39	9.3 %
Parks & Recreation development or programs	35	8.3 %
Animal Services adoption, rescue & animal codes enforcement	16	3.8 %
Disaster management response	61	14.5 %
Flood control	71	16.9 %
None chosen	44	10.5 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES**Q22. From the services listed below, please indicate which THREE you consider the MOST IMPORTANT. (top 3)**

Q22. Sum of top 3 choices	Number	Percent
Fire & life safety personnel, programs & activities	209	49.8 %
Law enforcement personnel, programs & activities	259	61.7 %
Public infrastructure programs including streets & sidewalks	154	36.7 %
Public infrastructure including streetscape, landscaping & beautification	108	25.7 %
Parks & Recreation development or programs	64	15.2 %
Animal Services adoption, rescue & animal codes enforcement	26	6.2 %
Disaster management response	137	32.6 %
Flood control	181	43.1 %
None chosen	37	8.8 %
Total	1175	

Q23. Please rank the importance of the following City Council's Strategic Priorities with 1 being most important, 6 being the least important.

(N=420)

	Most important	2	3	4	5	Least important
Q23-1. Beautification (maintenance, landscaping, public art)	14.3%	42.6%	7.3%	17.8%	15.1%	3.0%
Q23-2. Economic Development & Redevelopment (invest in public facilities, redevelopment on Texas Parkway/Cartwright road)	13.4%	17.8%	10.4%	25.8%	24.4%	8.2%
Q23-3. Employees (health insurance increase, employee recognition, additional staff)	17.4%	17.1%	10.9%	19.9%	23.2%	11.5%
Q23-4. Fire Department (equipment upgrades, additional staff, construct new fire station)	19.0%	12.9%	16.1%	17.3%	16.4%	18.4%
Q23-5. Infrastructure (sidewalks, expanded water plants, Glenn Lakes Bridge replacement)	17.0%	6.7%	25.8%	10.3%	12.4%	27.9%
Q23-6. Partnerships (TxDOT, Fort Bend County, community outreach)	21.1%	2.2%	27.4%	8.2%	7.9%	33.1%

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

Q25. How many years have you lived in Missouri City	Number	Percent
0-5	81	19.3 %
6-10	42	10.0 %
11-15	60	14.3 %
16-20	56	13.3 %
21-30	100	23.8 %
31+	71	16.9 %
Not provided	10	2.4 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Approximately how many years have you lived in Missouri City? (without "not provided")**

Q25. How many years have you lived in Missouri City	Number	Percent
0-5	81	19.8 %
6-10	42	10.2 %
11-15	60	14.6 %
16-20	56	13.7 %
21-30	100	24.4 %
31+	71	17.3 %
Total	410	100.0 %

Q26. What is your age?

Q26. Your age	Number	Percent
18-34	69	16.4 %
35-44	79	18.8 %
45-54	94	22.4 %
55-64	92	21.9 %
65+	82	19.5 %
Not provided	4	1.0 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q26. What is your age? (without "not provided")**

Q26. Your age	Number	Percent
18-34	69	16.6 %
35-44	79	19.0 %
45-54	94	22.6 %
55-64	92	22.1 %
65+	82	19.7 %
Total	416	100.0 %

Q27. Do you own or rent your current residence?

Q27. Do you own or rent your current residence	Number	Percent
Own	365	86.9 %
Rent	52	12.4 %
Not provided	3	0.7 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q27. Do you own or rent your current residence? (without "not provided")**

Q27. Do you own or rent your current residence	Number	Percent
Own	365	87.5 %
Rent	52	12.5 %
Total	417	100.0 %

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

Q28. Are you of Hispanic or Latino ancestry	Number	Percent
Yes	68	16.2 %
No	348	82.9 %
Not provided	4	1.0 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q28. Are you or other members of your household of Hispanic or Latino ancestry? (without "not provided")**

Q28. Are you of Hispanic or Latino ancestry	Number	Percent
Yes	68	16.3 %
No	348	83.7 %

Q29. Which of the following best describes your race/ethnicity?

<u>Q29. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
African American/Black	178	42.4 %
American Indian/Alaskan Native	4	1.0 %
White/Caucasian	150	35.7 %
Asian	69	16.4 %
Other	8	1.9 %
Total	409	

Q29-5. Other

<u>Q29-5. Other</u>	<u>Number</u>	<u>Percent</u>
Hispanic	3	37.5 %
Mixed	1	12.5 %
BRITISH/SCOTTISH	1	12.5 %
Hispanic and White	1	12.5 %
White/Latino	1	12.5 %
Indigenous	1	12.5 %
Total	8	100.0 %

Q30. Would you say your total household income is...

<u>Q30. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	51	12.1 %
\$30K to \$59,999	76	18.1 %
\$60K to \$99,999	113	26.9 %
\$100K+	80	19.0 %
Prefer not to respond	100	23.8 %
Total	420	100.0 %

WITHOUT "PREFER NOT TO RESPOND"**Q30. Would you say your total household income is... (without "prefer not to respond")**

<u>Q30. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	51	15.9 %
\$30K to \$59,999	76	23.8 %
\$60K to \$99,999	113	35.3 %
\$100K+	80	25.0 %
Total	320	100.0 %

Q31. Your gender:

<u>Q31. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	210	50.0 %
Female	208	49.5 %
Not provided	2	0.5 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"

Q31. Your gender: (without "not provided")

<u>Q31. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	210	50.2 %
Female	208	49.8 %
Total	418	100.0 %

Section 5

Survey Instrument



MAYOR YOLANDA FORD

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.missouricitysurvey2020.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,



Yolanda Ford
Mayor



2020 Missouri City 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. If you prefer, you may complete the survey on-line at www.missouricitysurvey2020.org

1. **Perception of The City.** Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor", please rate Missouri City with regard to each of the following.

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. Please rate each of the following major categories of services provided by Missouri City using a scale of 1 to 5, 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 and fire services	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 following items that may influence your perception of the community using a scale of 1 to 5, 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

- 5a. **Police Services.** Please rate each item using a scale of 1 to 5, 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

- 5b. **Fire Services/EMS.** Please rate each item using a scale of 1 to 5, 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

6. From the list of items in Questions 5a-b, 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 list in Questions 5a-b, or circle "NONE".]

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

7. Using a scale of 1 to 5, 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

8. **Parks and Recreation.** Please rate each item using a scale of 1 to 5, 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 (e.g. picnic shelters, playgrounds)	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

9. From the list of items in Question 8, 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 8, or circle "NONE".]

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

10. **Public Works Services.** Please rate each item using a scale of 1 to 5, 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. Condition of major streets in Missouri City	5	4	3	2	1	9
02. Condition of streets in your neighborhood	5	4	3	2	1	9
03. Condition of sidewalks in your neighborhood	5	4	3	2	1	9
04. Condition of street drainage/water drainage	5	4	3	2	1	9
05. Condition of street signs and traffic signals	5	4	3	2	1	9
06. Adequacy of street lighting in Missouri City	5	4	3	2	1	9
07. Mowing/tree trimming along streets and other public areas	5	4	3	2	1	9
08. Cleanliness of streets and other public areas	5	4	3	2	1	9
09. Overall quality of animal control services	5	4	3	2	1	9
10. Animal services pet adoption and rescue efforts	5	4	3	2	1	9
11. Animal services enforcement of animal codes	5	4	3	2	1	9

11. From the list of items in Question 10, 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 10, or circle "NONE".]

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

12. **Trash Services.** Please rate each item using a scale of 1 to 5, 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 (e.g. old furniture, appliances)	5	4	3	2	1	9

13. **Code Enforcement.** Please rate each item using a scale of 1 to 5, 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

14. From the list of items in Question 13, 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 13, or circle "NONE".]

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

15. **Public Information Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, 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 (e.g. Facebook, Twitter, Instagram, YouTube)	5	4	3	2	1	9

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

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

___(1) Yes [Answer Q17a.] ___(2) No [Skip to Q18.]

17a. **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

18. **Reasons to Live in Missouri City. Several reasons for deciding where to live are listed below. Using a scale of 1 to 4, with 4 being "Very Important" and 1 being "Not Important", please rate how important each reason is to your decision to live in Missouri City.**

Reasons for deciding to 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

19. **What are the MOST SIGNIFICANT issues facing Missouri City in the next 5 years?**

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

21. **What is your number one desire for Missouri City?**

- 22. From the services listed below, please indicate which THREE you consider the MOST IMPORTANT. [Write in your answers using the numbers below, 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
 6. Animal Services adoption, rescue and animal codes enforcement
 7. Disaster management response
 8. Flood control
- 1st: ____ 2nd: ____ 3rd: ____ NONE

- 23. Please rank the importance of the following City Council's Strategic Priorities (1st being most important, 6th being the least important). [Write in your answers using the numbers below.]**
1. Beautification (*maintenance, landscaping, public art*)
 2. Economic Development and Redevelopment (*invest in public facilities, redevelopment on Texas Parkway/Cartwright road*)
 3. Employees (*health insurance increase, employee recognition, additional staff*)
 4. Fire Department (*equipment upgrades, additional staff, construct new fire station*)
 5. Infrastructure (*sidewalks, expanded water plants, Glenn Lakes Bridge replacement*)
 6. Partnerships (*TxDOT, Fort Bend County, community outreach*)
- 1st: ____ 2nd: ____ 3rd: ____ 4th: ____ 5th: ____ 6th: ____

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/ethnicity?**
 _____(1) African American/Black _____(4) Asian
 _____(2) American Indian/Alaskan Native _____(5) Other: _____
 _____(3) White/Caucasian
- 30. Would you say your total household income is...**
 _____(1) Under \$30,000 _____(3) \$60,000 to \$99,999 _____(9) Prefer not to respond
 _____(2) \$30,000 to \$59,999 _____(4) \$100,000 or more
- 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!