

2018 Community Survey

City of Missouri City, Texas

Presented by

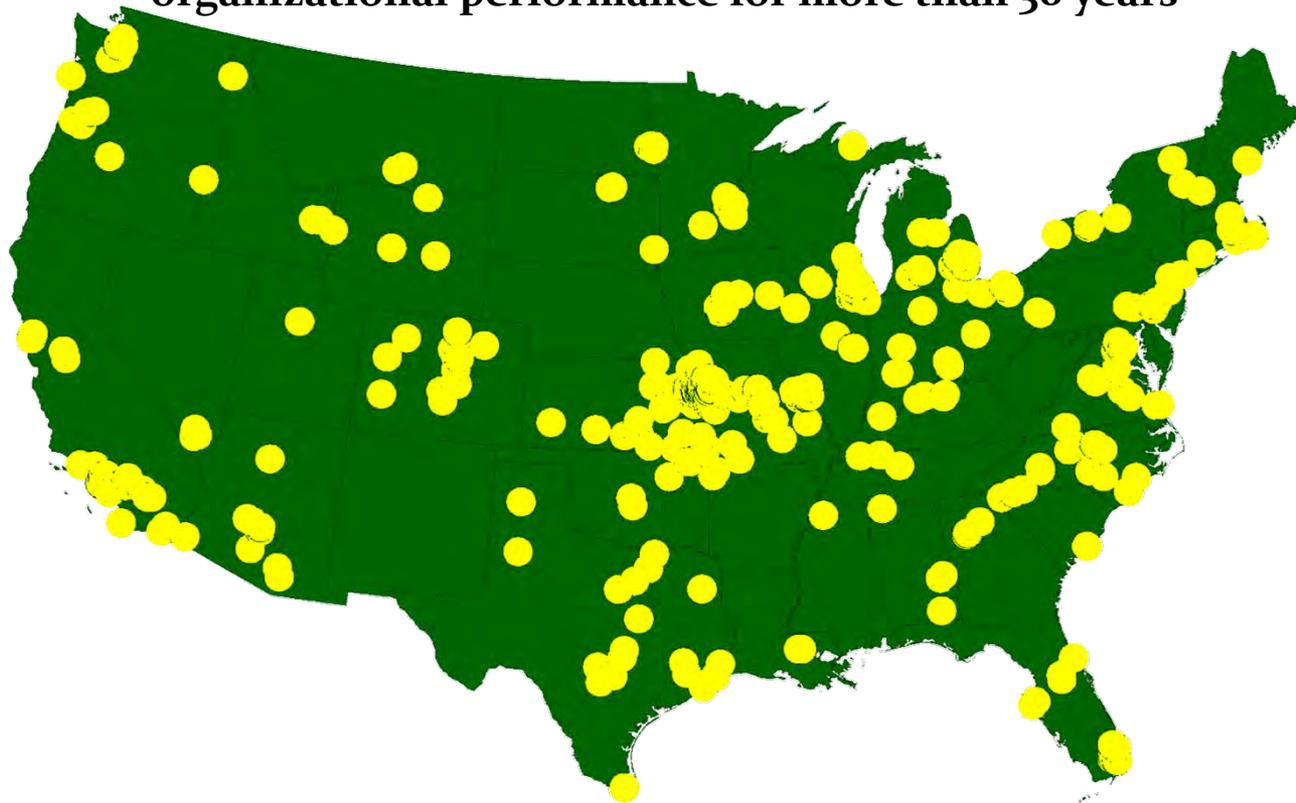


July 2018

ETC Institute

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More than 2,150,000 Persons Surveyed Since 2008
for more than 900 communities in 49 States

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

Purpose

- **To objectively assess satisfaction among residents with the delivery of City services**
- **To help determine priorities for the community**
- **To measure trends from previous survey**
- **To compare the City's performance with other cities regionally and nationally**

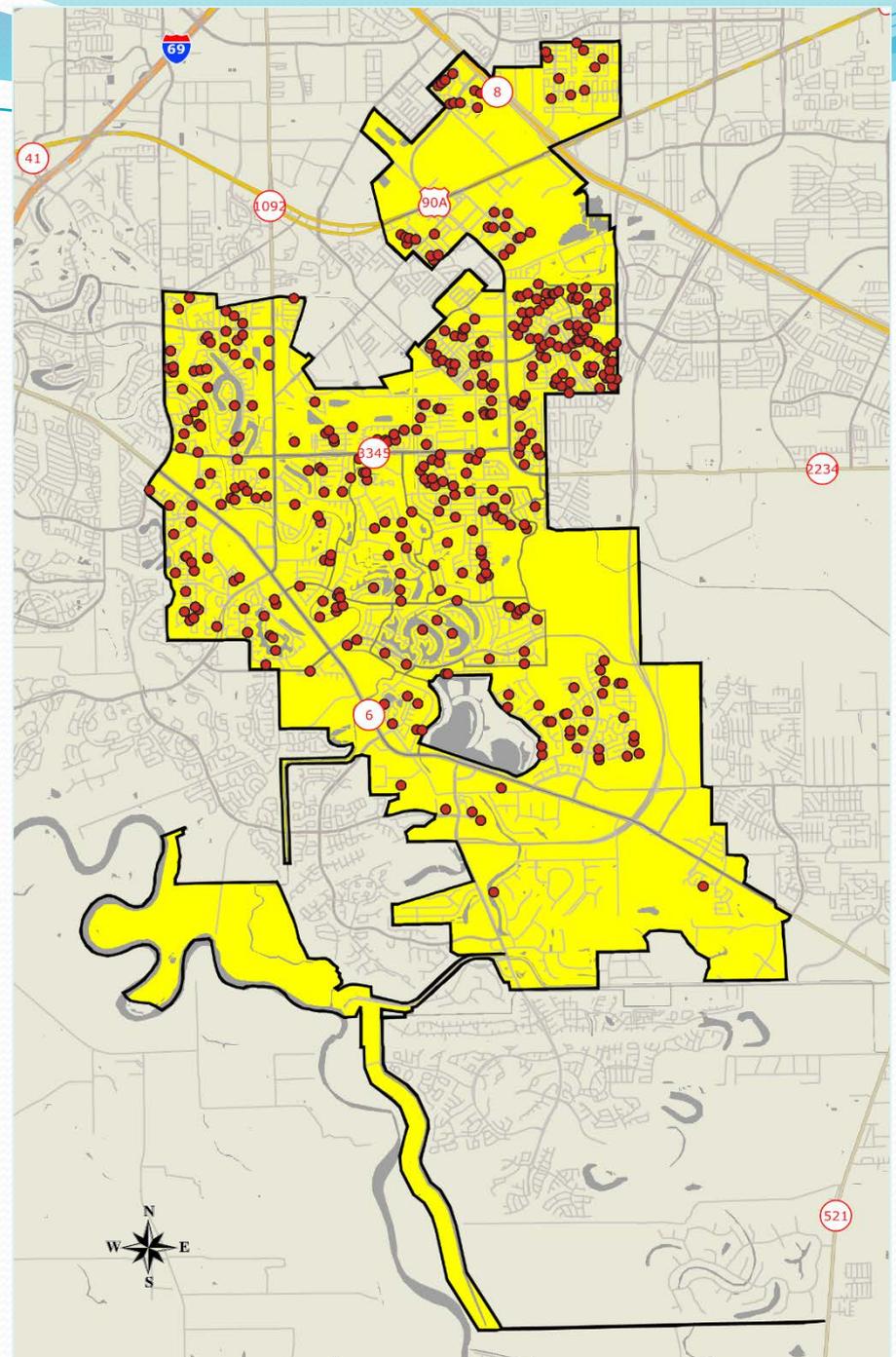
Methodology

- **Survey Description**
 - ❑ six-page survey; includes many of the same questions asked on previous survey
 - ❑ 2nd community survey administered for the City
- **Method of Administration**
 - ❑ by mail, online and phone to random sample of City residents
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ 413 surveys completed
 - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 4.8% overall

Location of Survey Respondents

Missouri City 2018 Community Survey

Good Representation
throughout the City



Bottom Line Up Front

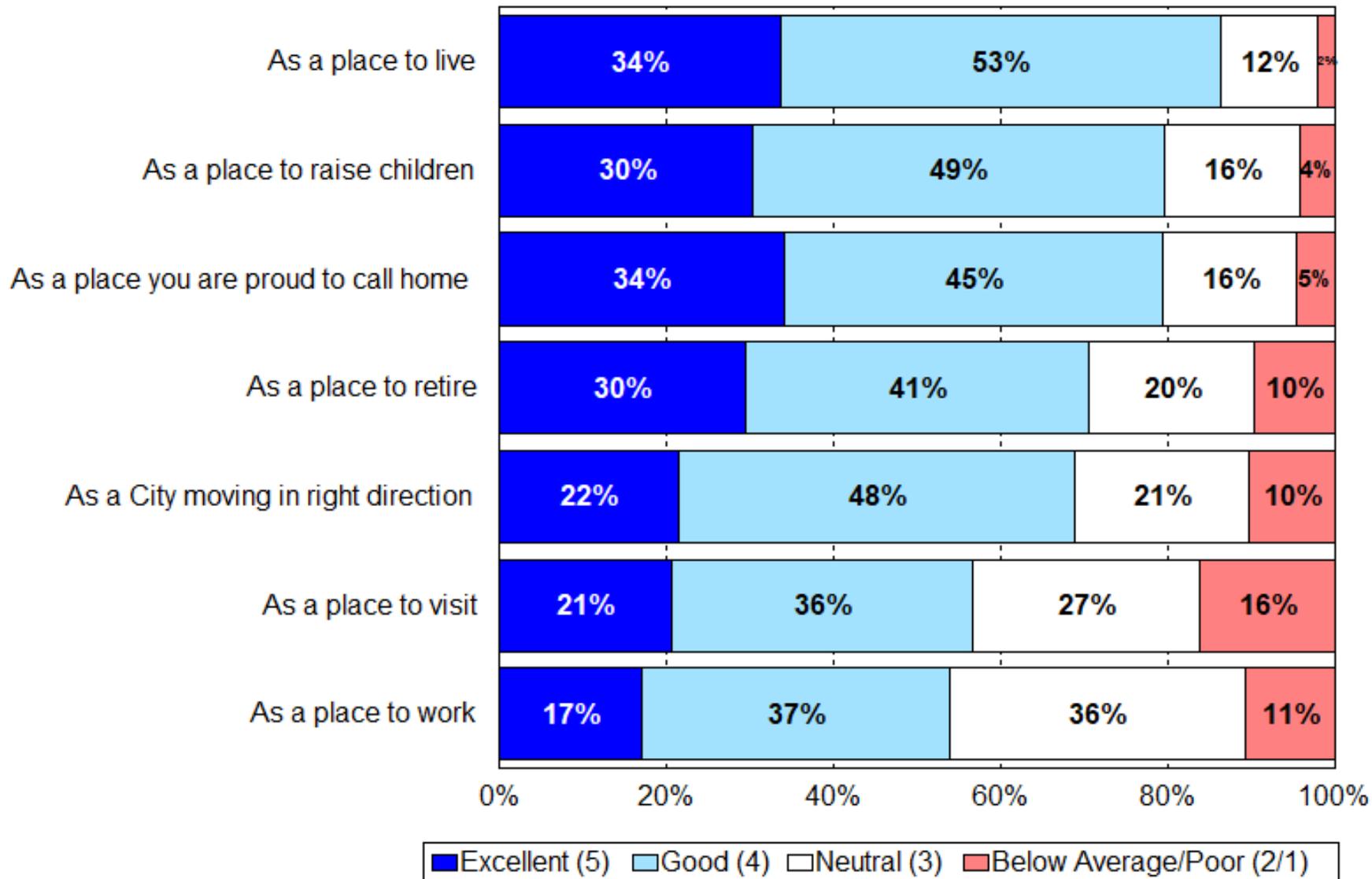
- **Residents Have a Positive Perception of the City**
 - ❑ 86% rated the City as an excellent or good place to live; only 2% gave a rating of below average or poor
 - ❑ 80% rated the City as an excellent or good place to raise children; only 4% gave a rating of below average or poor
- **Satisfaction with City Services Is Much Higher in Missouri City Than in Other Communities**
 - ❑ Missouri City rated above the Texas Average in 62 of 78 areas, and above the U.S. Average in 55 of 78 areas
 - ❑ Satisfaction with the Overall Quality of City Services rated 14% above the Texas Average and 12% above the U.S. Average
- **Top Overall Priorities:**
 - ❑ Flow of Traffic and Congestion Management
 - ❑ Maintenance of City Streets, Sidewalks, Infrastructure
 - ❑ Police and Fire Services

Major Finding #1

Residents Have a Positive
Perception of the City

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")

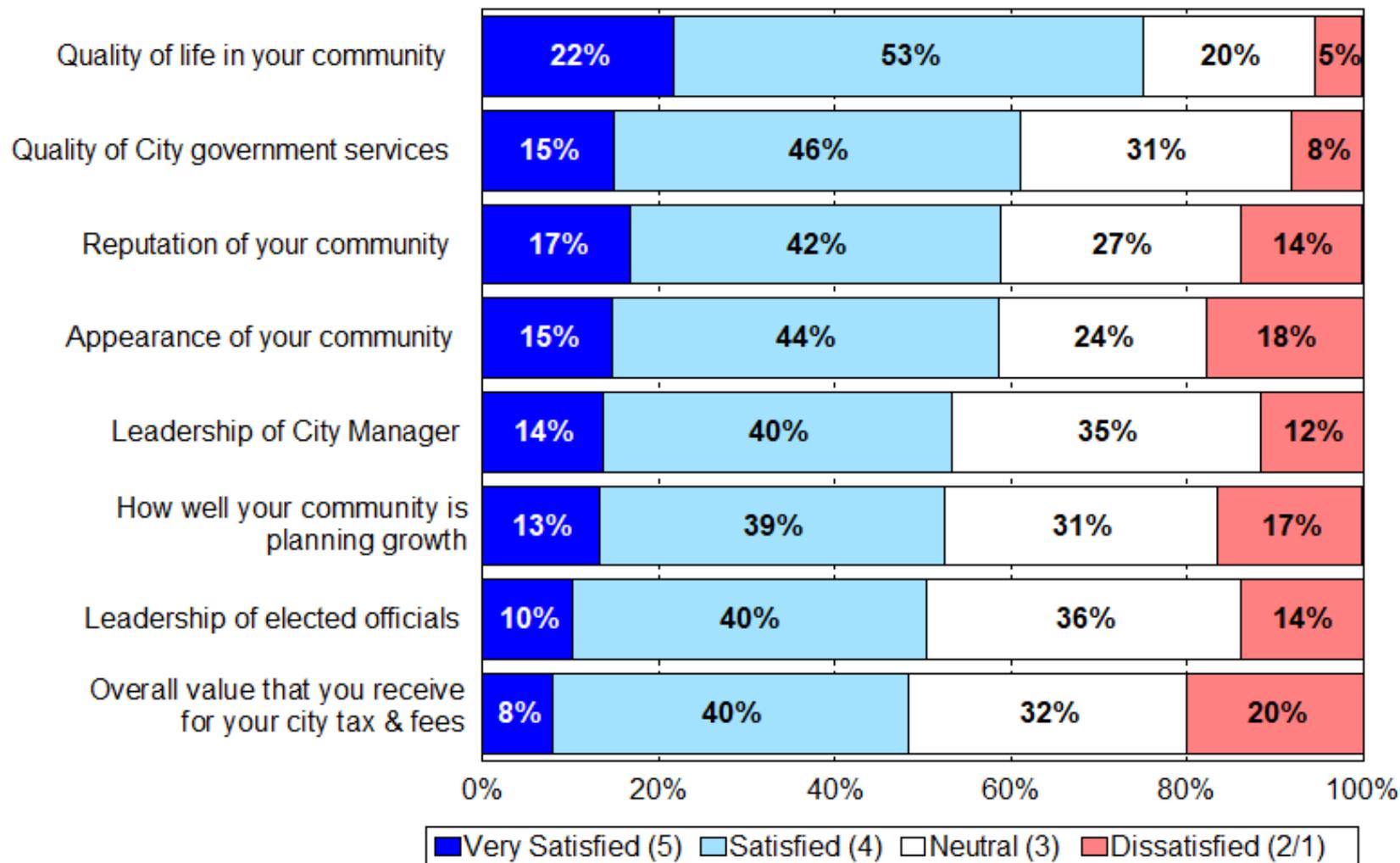


Source: ETC Institute (2018)

Most Residents Feel the City Is an Excellent or Good Place to Live and Raise Children

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")

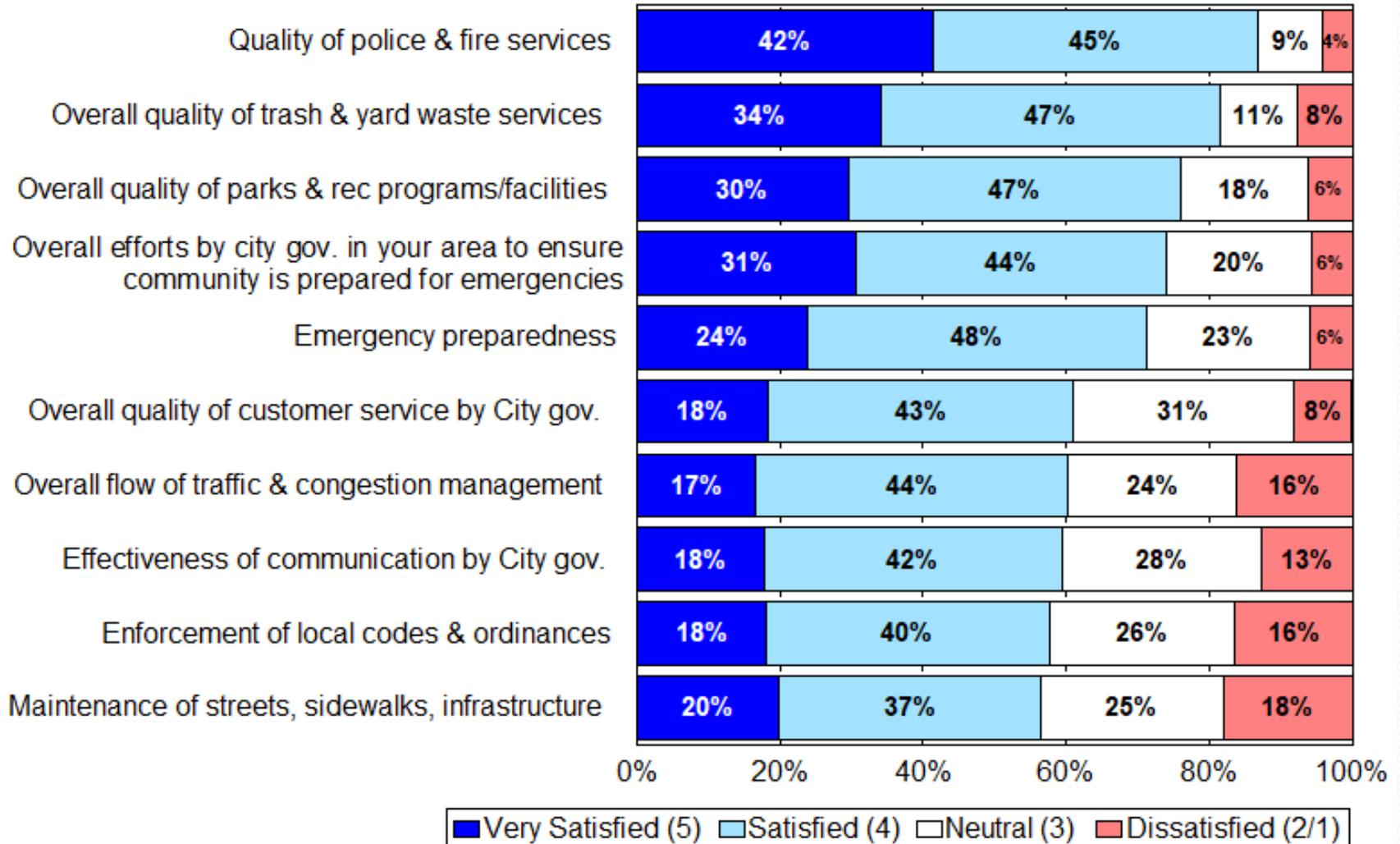


Source: ETC Institute (2018)

Nearly an 8-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (61% vs. 8%) with the Overall Quality of Services Provided by the City

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")



Less Than 20% of Residents Were Dissatisfied with Any of the Major Categories of City Services

Rating the City as a Place to Live

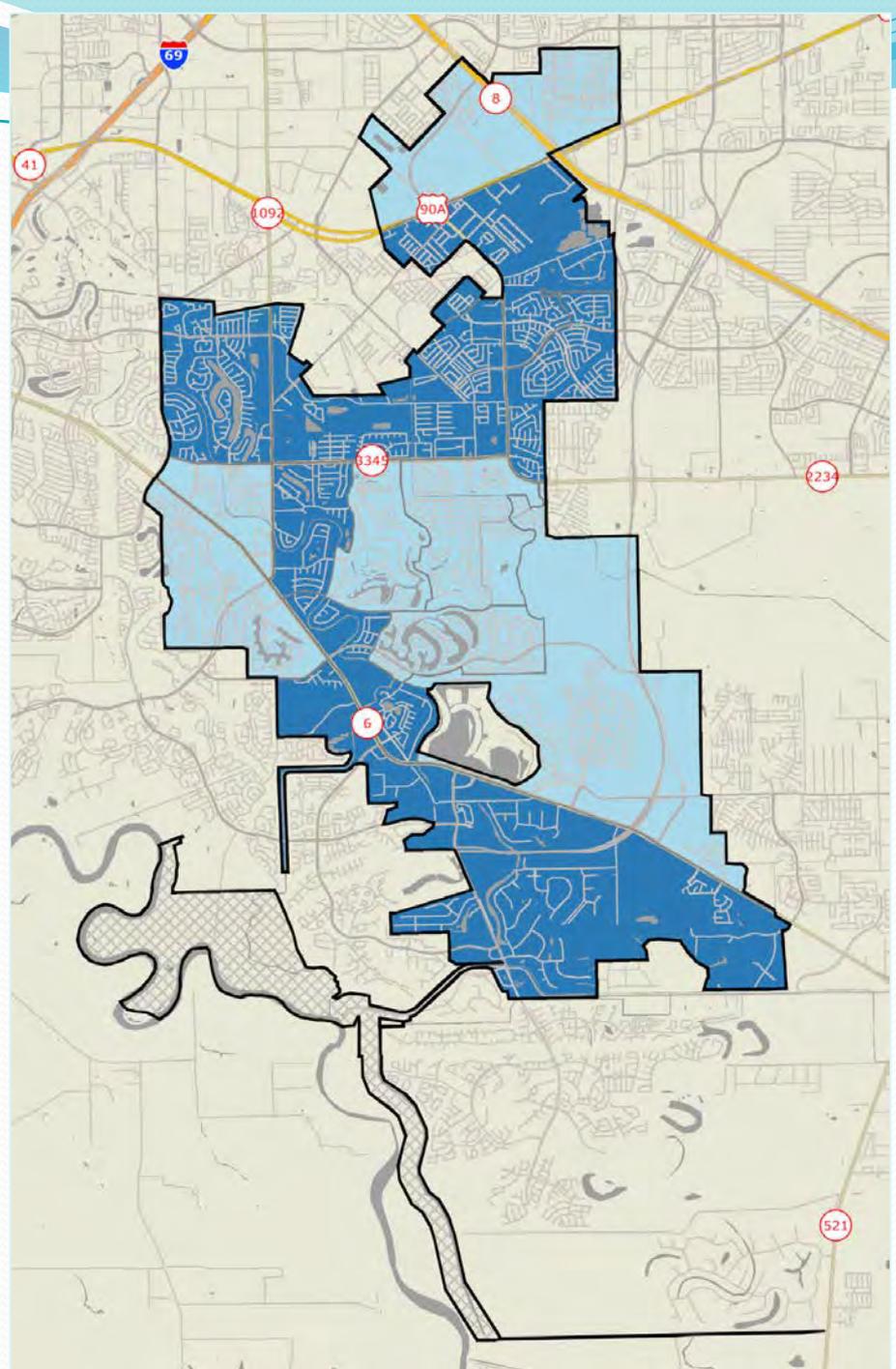
All areas are in BLUE, indicating that residents in ALL areas feel the City is an excellent or good place to live

Perception

Mean rating on a 5-point scale



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Rating the City as a Place to Raise Children

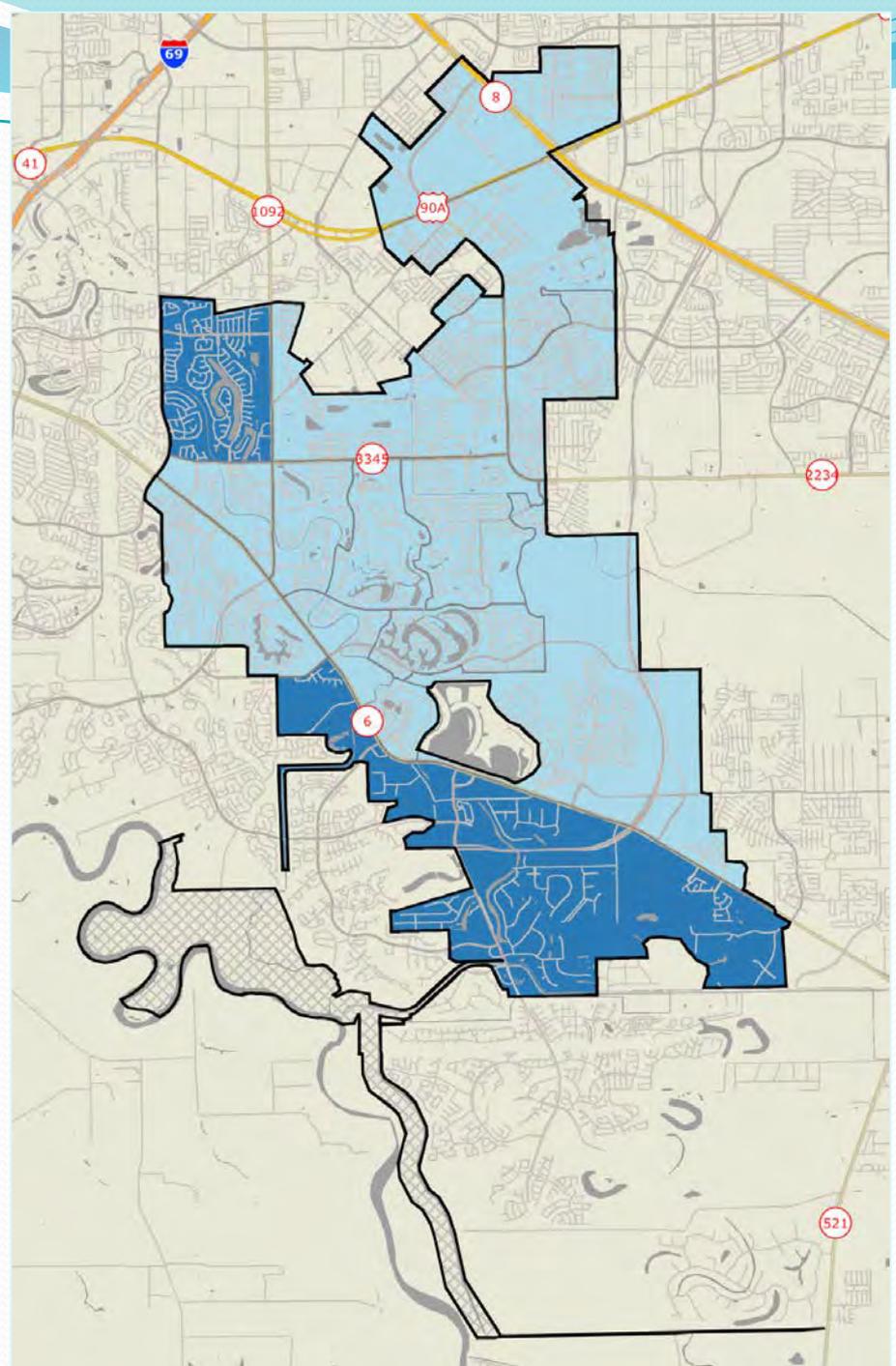
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Perception

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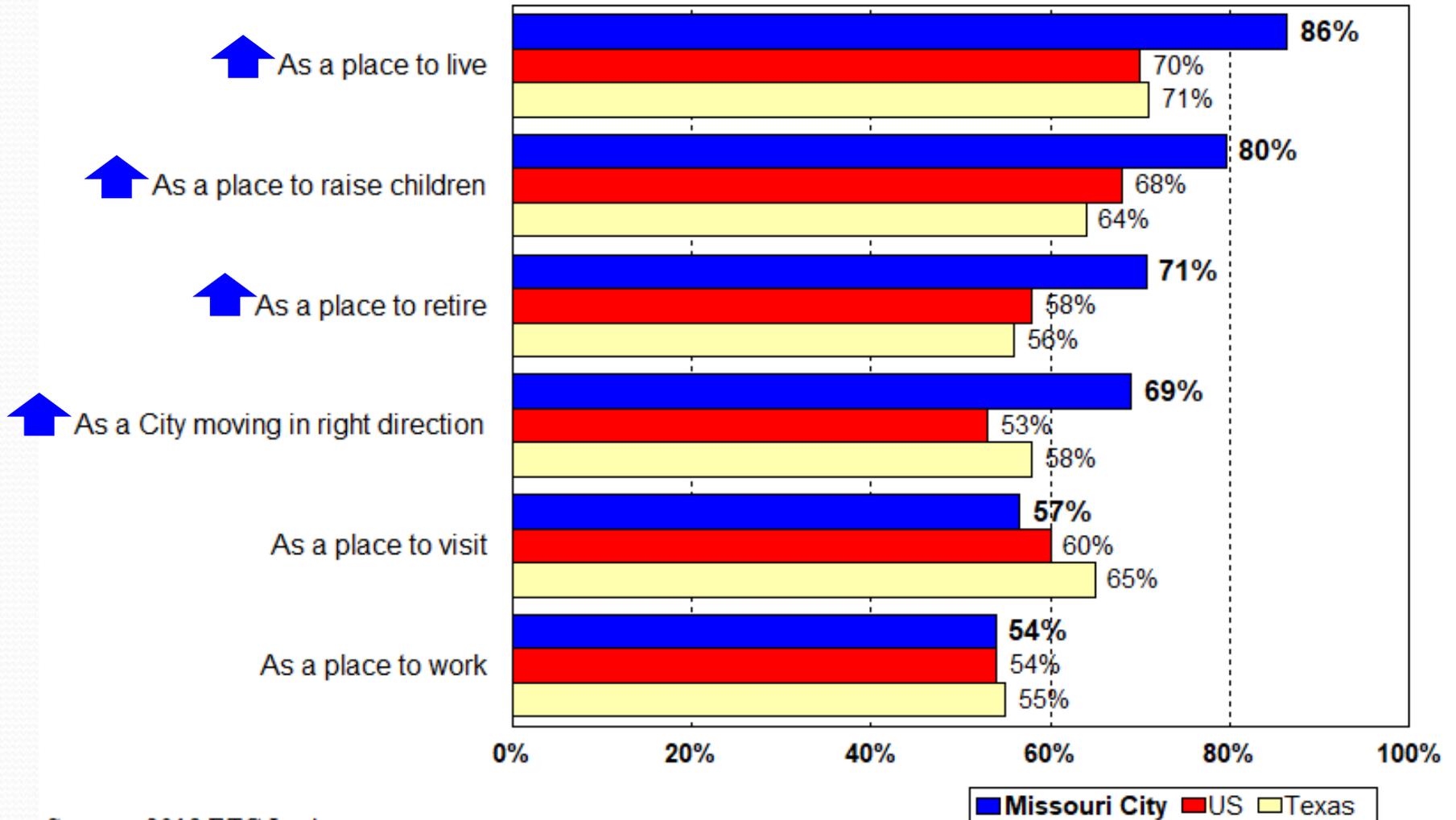
Major Finding #2

**Satisfaction with City Services Is
Much Higher in Missouri City
Than in Other Communities**

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: 2018 ETC Institute

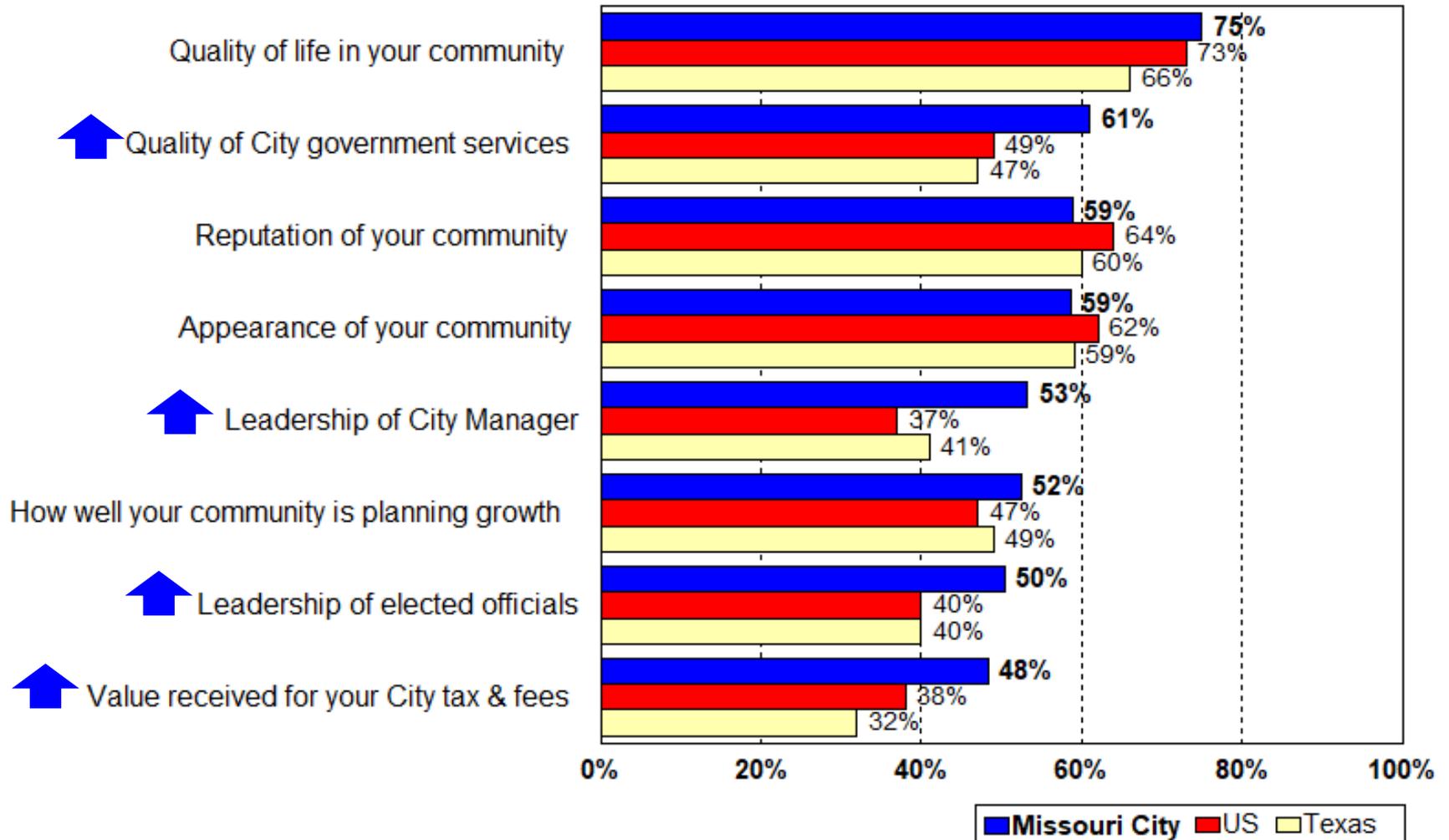
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Perceptions of the City

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Source: 2018 ETC Institute

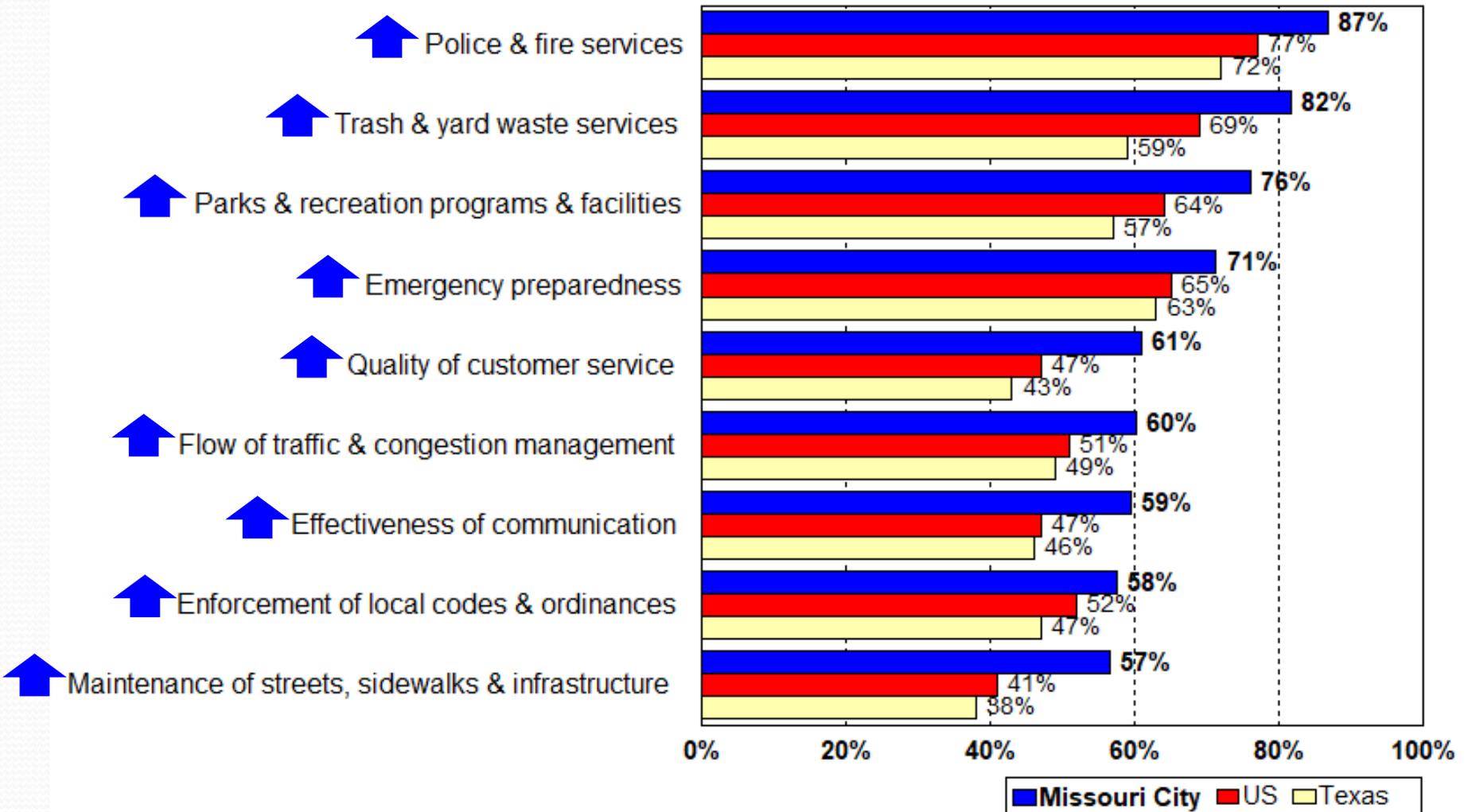
Significantly Higher: ↑

Significantly Lower: ↓

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: 2018 ETC Institute

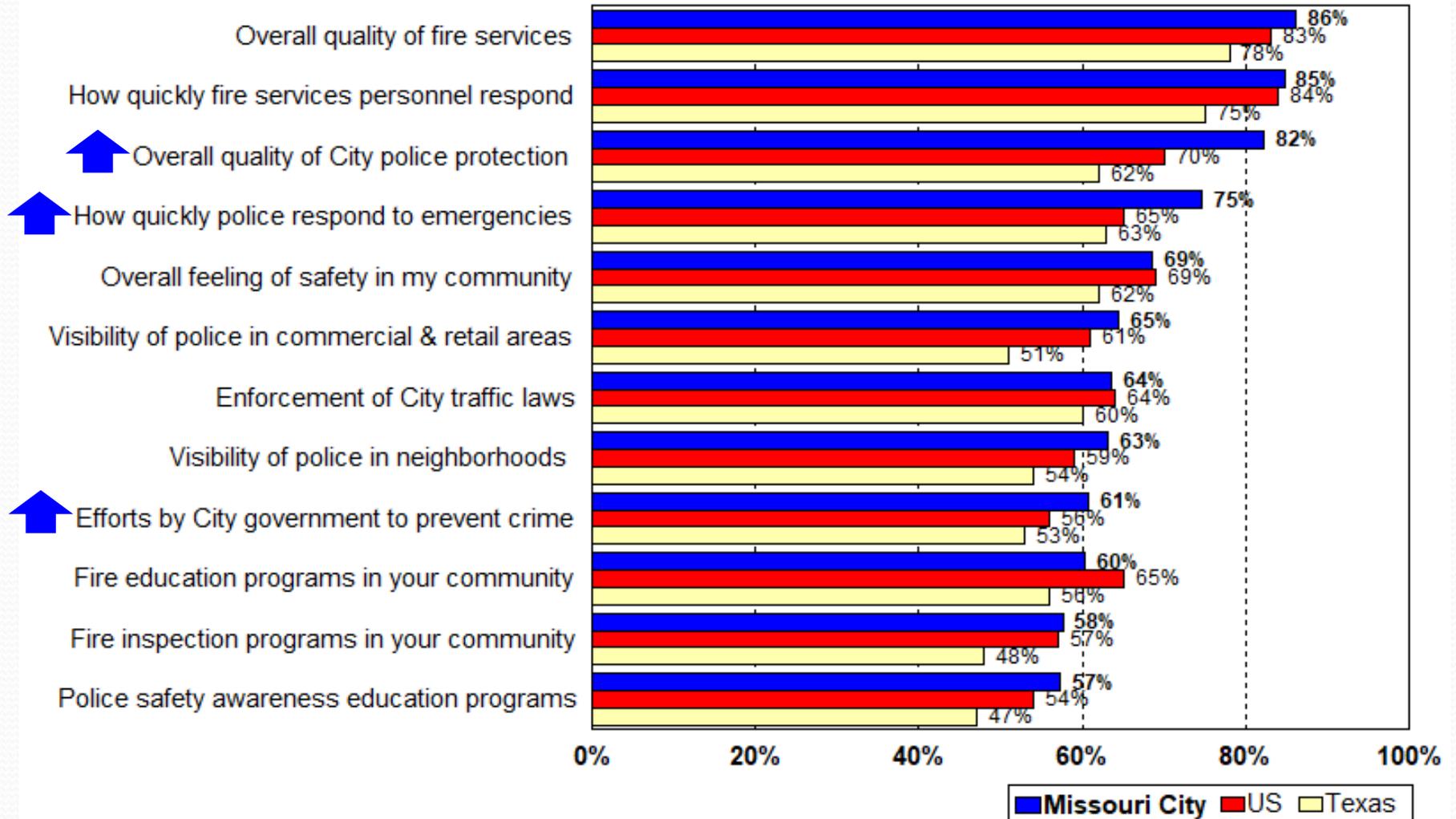
Significantly Higher: ↑

Significantly Lower: ↓

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: 2018 ETC Institute

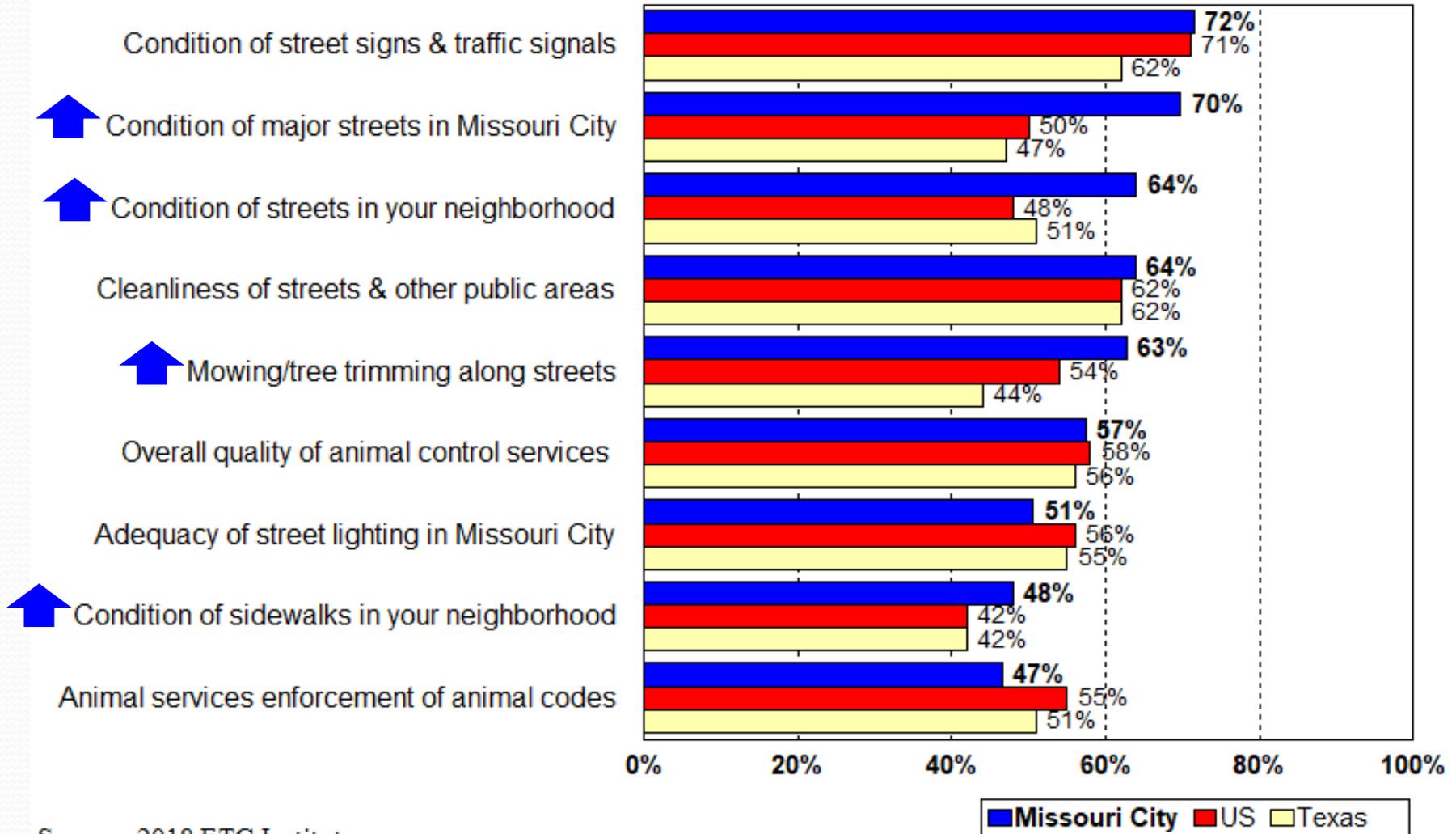
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Maintenance 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: 2018 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #3

Trend Analysis

Trend Analysis

Notable Increases in Satisfaction Since 2016

- Overall quality of trash & yard waste services
- SeeClickFix to report code violations
- Bulky item pick-up/removal services
- Quality of social media outlets
- Overall flow of traffic & congestion management

Notable Decreases in Satisfaction Since 2016

- How easy City was to contact
- How well issue was handled
- Enforcement of traffic laws
- Enforcements of local codes and ordinances
- How quickly staff respond to requests

Major Finding #4

Top Priorities for Investment

2018 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>						
Maintenance of City streets, sidewalks, infrastructure	46%	1	57%	10	0.2001	1
<u>High Priority (IS .10-.20)</u>						
Flow of traffic & congestion management	31%	3	60%	7	0.1230	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of local codes & ordinances	18%	6	58%	9	0.0772	3
Effectiveness of communication by City gov.	17%	7	59%	8	0.0670	4
Emergency preparedness	23%	4	71%	5	0.0666	5
Overall efforts by City government in your area to ensure community is prepared for emergencies	23%	5	74%	4	0.0596	6
Quality of customer service provided by City gov.	11%	10	61%	6	0.0445	7
Quality of police & fire services	33%	2	87%	1	0.0434	8
Quality of parks & recreation programs & facilities	16%	8	76%	3	0.0382	9
Overall quality of trash & yard waste services	12%	9	82%	2	0.0223	10

Overall Priorities: 

2018 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)						
Visibility of police in neighborhoods	34%	1	63%	8	0.1262	1
Efforts by City government to prevent crime	30%	2	61%	9	0.1176	2
Medium Priority (IS <.10)						
Visibility of police in commercial & retail areas	17%	4	65%	6	0.0593	3
Fire education programs in your community	14%	6	60%	10	0.0548	4
Enforcement of City traffic laws	12%	8	64%	7	0.0442	5
Police safety awareness education programs	10%	9	57%	12	0.0436	6
Overall quality of City police protection	23%	3	82%	3	0.0404	7
How quickly police respond to emergencies	16%	5	75%	4	0.0392	8
Fire inspection programs in your community	9%	11	58%	11	0.0369	9
Overall quality of fire services	13%	7	86%	1	0.0181	10
How quickly fire services personnel respond	10%	10	85%	2	0.0156	11
911 service provided by operators	5%	12	71%	5	0.0152	12

Public Safety Priorities: 

2018 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
High Priority (IS .10-.20)						
Senior citizen programs	27%	2	42%	11	0.1572	1
Number of walking/biking trails	25%	3	53%	6	0.1161	2
Medium Priority (IS <.10)						
Quality of facilities at City parks	28%	1	69%	3	0.0861	3
Adult athletic programs in your area	13%	7	43%	10	0.0757	4
Youth athletic programs in your area	14%	6	50%	8	0.0703	5
Maintenance of City parks	24%	4	76%	1	0.0569	6
Number of parks	14%	5	63%	4	0.0533	7
Ease of registering for City programs	9%	9	45%	9	0.0499	8
Quality of outdoor athletic fields	8%	10	53%	7	0.0364	9
Maint. & appearance of City community centers	12%	8	71%	2	0.0363	10
Availability of meeting space in your community	7%	11	59%	5	0.0273	11

Parks and Recreation Priorities: 

2018 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)						
Condition of sidewalks in your neighborhood	31%	2	48%	3	0.1615	1
Adequacy of street lighting in Missouri City	30%	3	51%	6	0.1457	2
Condition of street drainage/water drainage	31%	1	57%	4	0.1351	3
Medium Priority (IS <.10)						
Condition of streets in your neighborhood	22%	5	64%	2	0.0803	4
Condition of major streets in Missouri City	23%	4	70%	1	0.0689	5
Animal services enforcement of animal codes	13%	8	47%	11	0.0673	6
Overall quality of animal control services	13%	7	57%	9	0.0571	7
Cleanliness of streets & other public areas	16%	6	64%	8	0.0563	8
Animal services pet adoption & rescue efforts	10%	10	50%	10	0.0495	9
Mowing/tree trimming along streets & other public areas	10%	9	63%	7	0.0388	10
Condition of street signs & traffic signals	8%	11	72%	5	0.0222	11

Public Works Priorities: 

2018 Importance-Satisfaction Rating

Missouri City, Texas

Code Enforcement

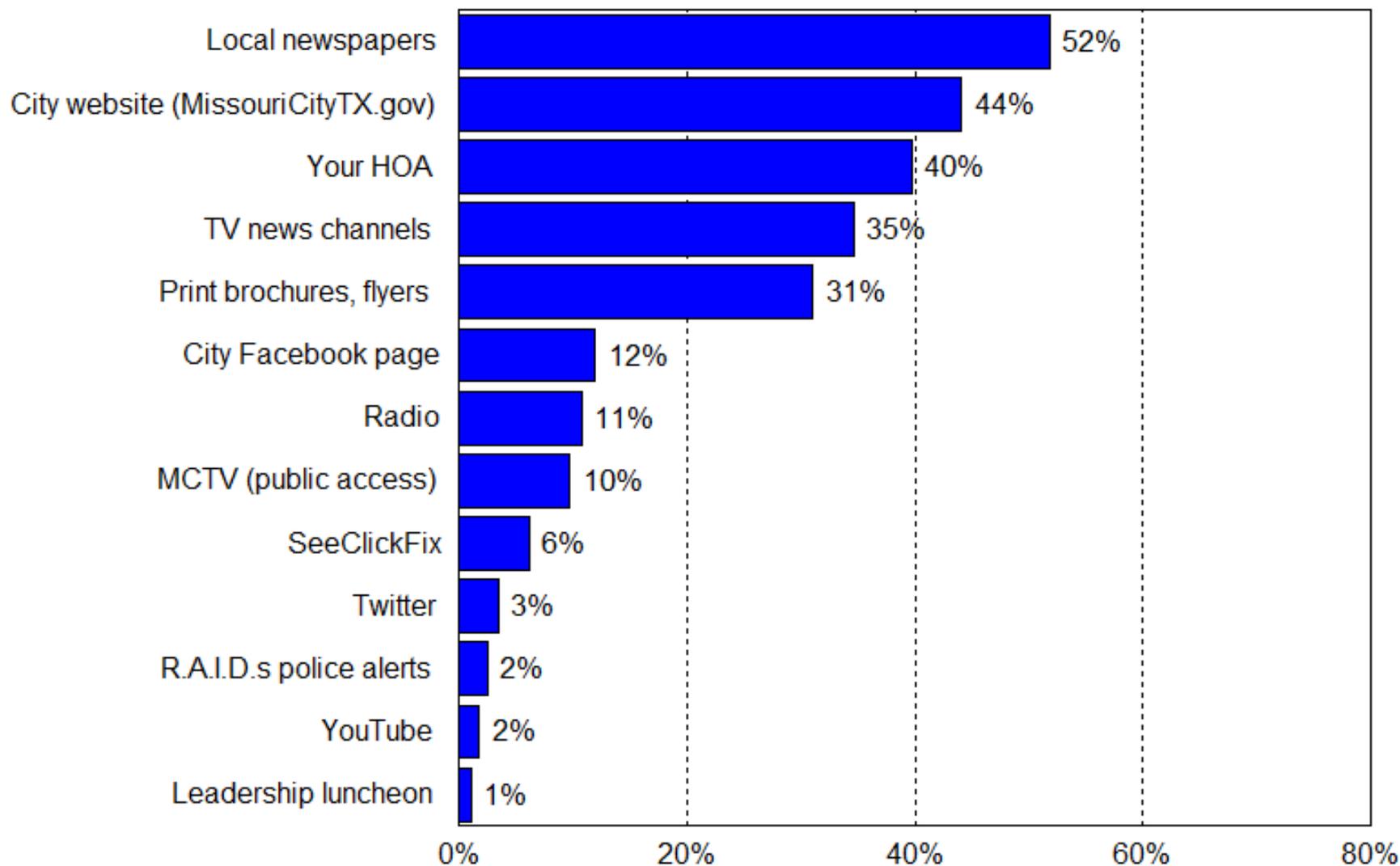
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Enforcing clean-up of junk/debris on private property	35%	1	59%	1	0.1422	1
Enforcing mowing weeds/grass on private property	27%	2	58%	2	0.1136	2
Enforcing exterior maint.e of residential property	26%	3	57%	5	0.1095	3
Enforcing exterior maint. of business property	23%	4	54%	8	0.1067	4
<u>Medium Priority (IS <.10)</u>						
Efforts to remove abandoned/inoperative vehicles	22%	5	56%	6	0.0940	5
Enforcement of yard parking regulations	19%	6	55%	7	0.0843	6
SeeClickFix to report code violations	10%	7	58%	3	0.0400	7
Enforcing sign regulations	9%	8	58%	4	0.0382	8

Code Enforcement Priorities: 

Other Findings

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

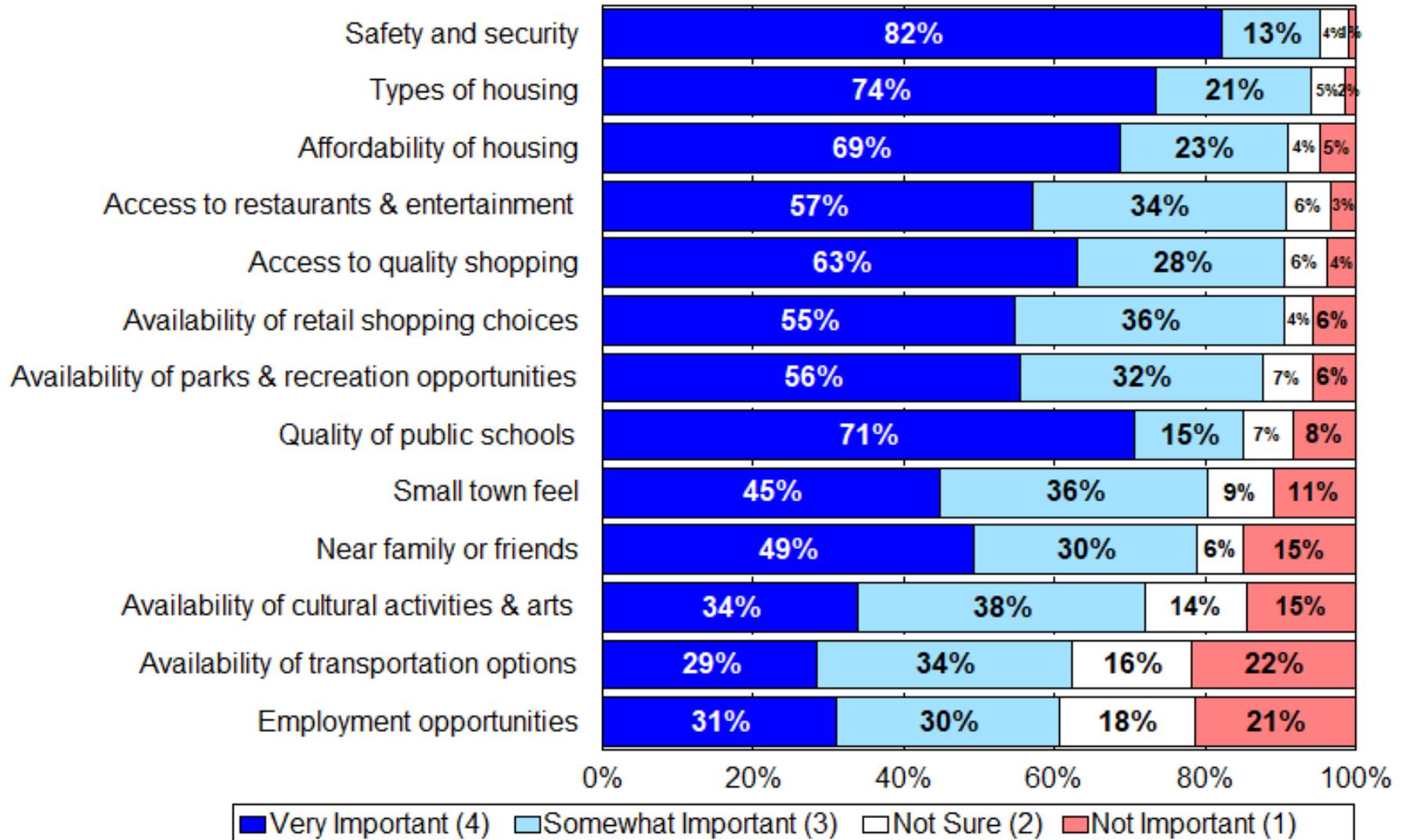
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2018)

Q18. Importance of Various Reasons for Living in Missouri City

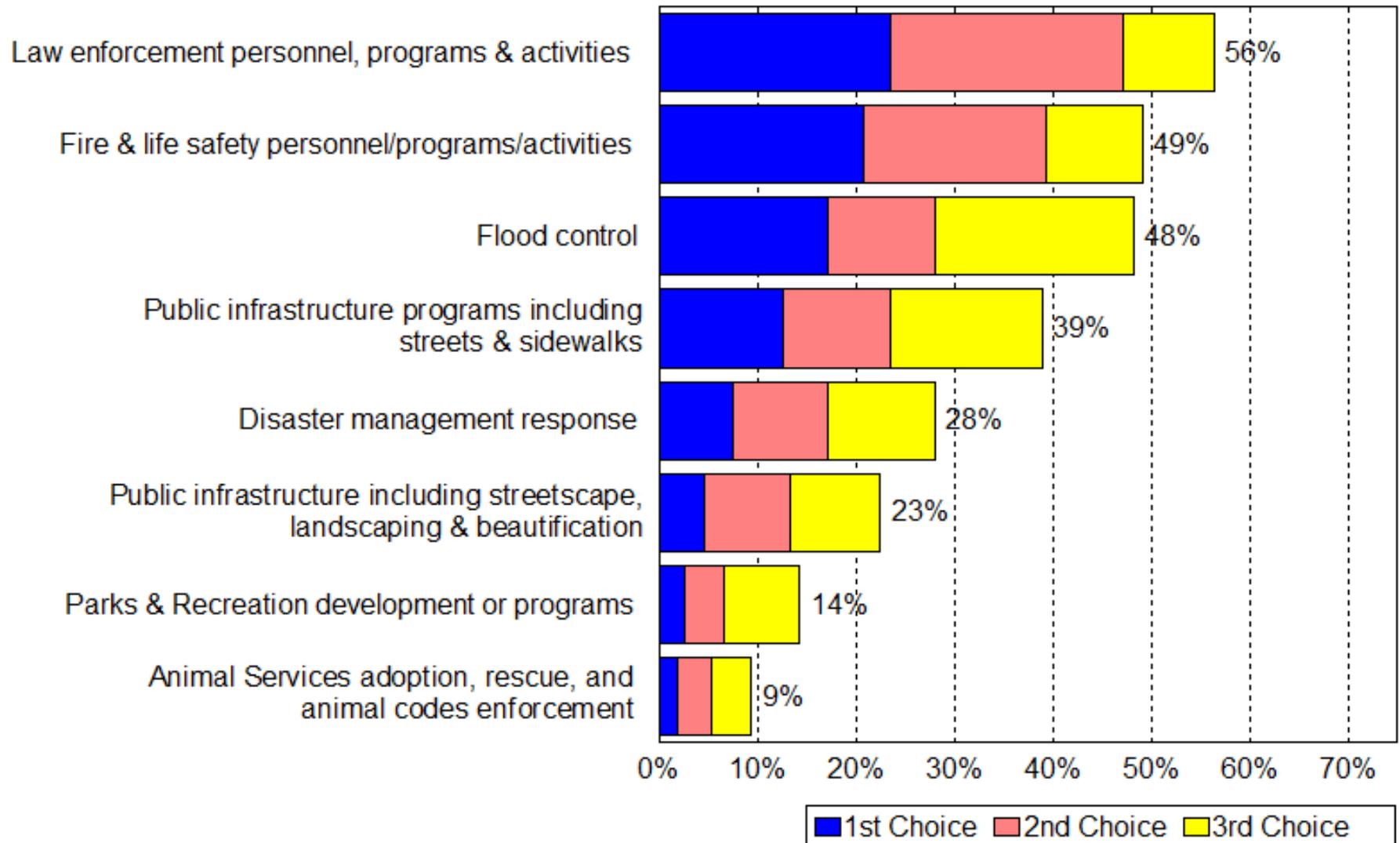
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute (2018)

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 (2018)

Summary

Summary

- **Residents Have a Positive Perception of the City**
 - ❑ 86% rated the City as an excellent or good place to live; only 2% gave a rating of below average or poor
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Questions?

THANK YOU!!