



# 2022 City of Plano Citizen Survey Findings Report

Presented to the City of Plano, Texas  
April 2022



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# Executive Summary

# 2022 City of Plano Citizen Survey

## Executive Summary



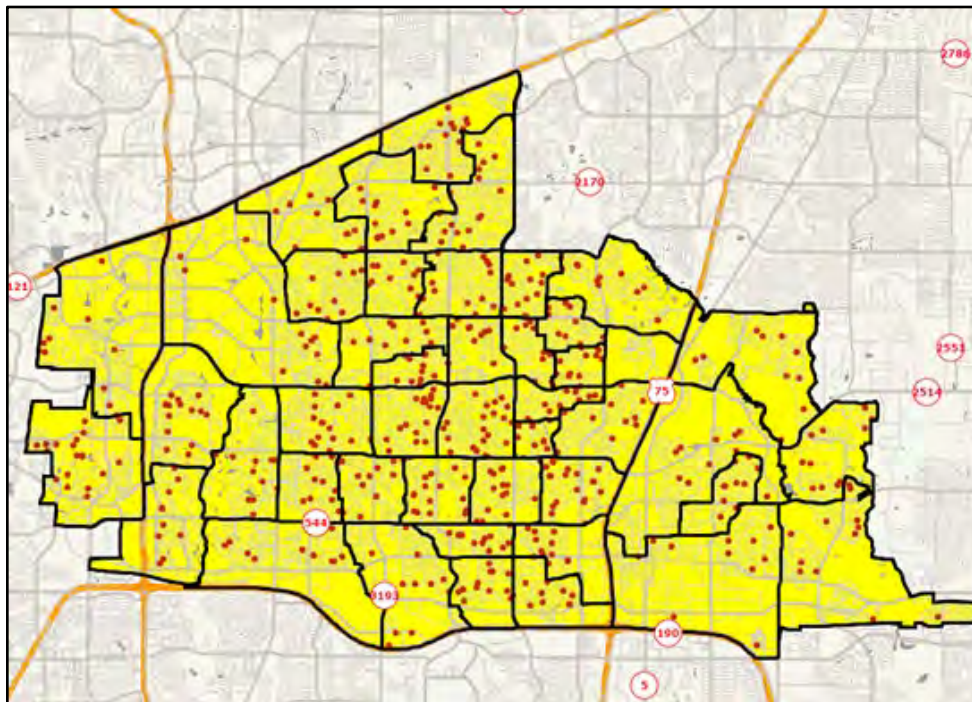
### Purpose

ETC Institute administered a citizen survey for the City of Plano in March 2022. The survey was administered as part of the City's ongoing effort to identify and respond to citizen concerns. This was the fifth citizen survey that ETC Institute has administered for the City of Plano, with the first being in 2012.

### Methodology

The seven-page survey was mailed to a random sample of households throughout the City of Plano. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey and included a URL link for residents who preferred to complete the survey online. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by e-mail to encourage participation.

The goal was to receive at least 400 completed surveys. This goal was far exceeded, with a total of 547 households completing a survey. The results for the random sample of 547 households have a 95% level of confidence with a precision of at least  $\pm 4.2\%$ . There were no statistically-significant differences in the results of the survey based on the method of administration (mail vs. online). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map below shows the physical distribution of survey respondents based on the locations of their homes.



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## Executive Summary



This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the 2022 survey, along with comparisons to the results from the 2012 and 2019 surveys (Section 1)
- benchmarking data that show how the results for the City of Plano compare to other cities in the United States and the state of Texas (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)

**Interpretation of “Don’t Know” Responses.** The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphing purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in the Tabular Data Section 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.*”

## Major Findings

### Overall Satisfaction with City Services

- The major categories of city services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion* were: fire services (95%), emergency medical services (92%), library services (92%), and 9-1-1 services related to police/fire/EMS (91%).
- Based on the sum of their top four choices, the services that residents thought were the most important for the City to emphasize over the next two years were: (1) police services, (2) fire services, (3) emergency medical services, and (4) 9-1-1 services related to police/fire/EMS.

### Perceptions of the City

- Most residents have a positive perception of the City of Plano. Ninety-three percent (93%) of residents, *who had an opinion*, are either “very satisfied” or “satisfied” with the overall quality of services provided by the City. Eighty-nine percent (89%) of residents, *who had an opinion*, are either “very satisfied” or “satisfied” with the overall quality of life in Plano.



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### **Communication**

- Seventy-nine percent (79%) of residents currently obtain information about Plano from the City's website; 71% obtain information about the City from e-newsletters, and 57% obtain information from direct mail pieces.
- The City communication services with the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion* were: usefulness of the information available on the City's website (76%) and efforts to keep residents informed about local issues (74%).

### **Perceptions of Safety in Plano**

- Most of the residents surveyed (97%), *who had an opinion*, felt "very safe" or "safe" in their neighborhood during the day; 93% of the residents surveyed *who had an opinion* felt "very safe" or "safe" overall in Plano.

### **Sustainability and Environmental Services**

- Fifty-six percent (56%) of residents indicated the issue they are most concerned with as it affects their daily life is water conservation and quality. Other issues of concern include: litter in the community and local waterways (44%), local air quality (42%), and recycling, composting and waste diversion (40%).
- Seventy-eight percent (78%) of the residents surveyed, *who had an opinion*, were "very satisfied" or "satisfied" with access and availability of information about sustainability initiatives and programs, and 77% were satisfied with opportunities for community engagement through Live Green in Plano programs.

### **Public Library System**

- Based on the sum of their top five choices, the areas that residents feel should be the top priorities for Plano libraries are: 1) access to eMaterials, 2) helpful, friendly staff, 3) physical materials for checkout, 4) free WiFi, computers and internet access, and 5) in-person and virtual/online educational programs and classes.
- Based on the sum of their top five choices, the library outreach programming options that residents feel are most important for the community are: 1) computer based skill building classes, 2) digital literacy skills, 3) workforce development, 4) early literacy, and 5) STEAM (science/technology/engineering/arts/math).

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### **Parks and Recreation**

- Ninety-six percent (96%) of residents feel the City is “exceeding” or “meeting” their expectations in the appearance of public building landscapes; 95% feel the City is “exceeding” or “meeting” their expectations in the cleanliness of recreation facilities, and 94% feel the City is “exceeding” or “meeting” their expectations in the appearance of City parks.

### **Public Works/Engineering**

- The public works/engineering services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: pedestrian safety (55%), the traffic signal system (52%), and DART service (44%).

### **Property Standards**

- The statements pertaining to property standards that had the highest levels of agreement, based upon the combined percentage of “strongly agree” and “agree” responses among residents *who had an opinion*, were: “property standards are necessary to maintain or improve my neighborhood” (84%), “the item I reported was corrected or staff explained why it was not a violation” (64%), and “Property Standard staff provide courteous and timely service (60%).
- Sixty-two percent (62%) of residents feel the appearance of their neighborhood has stayed the same over the past three years; 17% feel it has improved, 16% feel it has gotten worse, and 5% did not have an opinion.

# 2022 City of Plano Citizen Survey

## Executive Summary



### How Plano Compares to Other Communities in the U.S.

Plano **rated significantly above the national average (5% or more above) in 25 of the 27 areas** that were assessed. The table below shows how the City of Plano compares to the national average.

Service	Plano	U.S.	Difference	Category
City communication	85%	38%	47%	Overall Satisfaction with Major City Services
Recreation programs and facilities	91%	45%	46%	Overall Satisfaction with Major City Services
Customer service provided by city employees	86%	41%	45%	Overall Satisfaction with Major City Services
Overall quality of services	93%	51%	42%	Perceptions of the City
City parks	91%	51%	40%	Overall Satisfaction with Major City Services
Overall value received for your City taxes & fees	70%	34%	36%	Perceptions of the City
Police services	90%	55%	35%	Overall Satisfaction with Major City Services
Usefulness of the info available on City's website	76%	43%	33%	Communication
Management of storm water run-off	82%	51%	31%	Overall Satisfaction with Major City Services
Efforts to keep residents informed on local issues	74%	44%	30%	Communication
Water and wastewater services	83%	54%	29%	Overall Satisfaction with Major City Services
Animal services	77%	50%	27%	Overall Satisfaction with Major City Services
Library services	92%	66%	26%	Overall Satisfaction with Major City Services
Overall feeling of safety	93%	68%	25%	Feeling of Safety
Feeling of safety in your neighborhood after dark	86%	63%	23%	Feeling of Safety
Cleanliness of streets/public areas	77%	55%	22%	Overall Satisfaction with Major City Services
Availability of info about government operations	70%	48%	22%	Communication
Emergency medical services	92%	72%	20%	Overall Satisfaction with Major City Services
Property Standards Enforcement	60%	42%	18%	Overall Satisfaction with Major City Services
Fire Services	95%	78%	17%	Overall Satisfaction with Major City Services
Level of public involvement in decision-making	50%	34%	16%	Communication
Feeling of safety in your neighborhood during the day	97%	83%	14%	Feeling of Safety
Maintenance of City sidewalks	59%	48%	11%	Overall Satisfaction with Major City Services
Public transportation (DART services)	44%	38%	6%	Public Works/Engineering
Maintenance of City streets	57%	51%	6%	Overall Satisfaction with Major City Services
Road traffic congestion	36%	47%	-11%	Public Works/Engineering
Traffic signal system	52%	65%	-13%	Public Works/Engineering



# 2022 City of Plano Citizen Survey

## Executive Summary



### How Plano Compares to Other Communities in Texas

Plano **rated significantly above the Texas average (5% or more above) in 24 of the 27 areas** that were assessed. The table below shows how the City of Plano compares to the Texas average.

Service	Plano	Texas	Difference	Category
Customer service provided by city employees	86%	30%	56%	Overall Satisfaction with Major City Services
City communication	85%	29%	56%	Overall Satisfaction with Major City Services
City parks	91%	44%	47%	Overall Satisfaction with Major City Services
Police services	90%	45%	45%	Overall Satisfaction with Major City Services
Overall quality of services	93%	51%	42%	Perceptions of the City
Recreation programs and facilities	91%	50%	41%	Overall Satisfaction with Major City Services
Library services	92%	52%	40%	Overall Satisfaction with Major City Services
Management of storm water run-off	82%	42%	40%	Overall Satisfaction with Major City Services
Overall value received for your City taxes & fees	70%	30%	40%	Perceptions of the City
Water and wastewater services	83%	47%	36%	Overall Satisfaction with Major City Services
Overall feeling of safety	93%	61%	32%	Feeling of Safety
Feeling of safety in your neighborhood after dark	86%	56%	30%	Feeling of Safety
Emergency medical services	92%	63%	29%	Overall Satisfaction with Major City Services
Usefulness of the info available on City's website	76%	48%	28%	Communication
Fire Services	95%	67%	28%	Overall Satisfaction with Major City Services
Animal services	77%	52%	25%	Overall Satisfaction with Major City Services
Efforts to keep residents informed on local issues	74%	49%	25%	Communication
Property Standards Enforcement	60%	37%	23%	Overall Satisfaction with Major City Services
Cleanliness of streets/public areas	77%	57%	20%	Overall Satisfaction with Major City Services
Public transportation (DART services)	44%	27%	17%	Public Works/Engineering
Feeling of safety in your neighborhood during the day	97%	81%	16%	Feeling of Safety
Availability of info about government operations	70%	57%	13%	Communication
Level of public involvement in decision-making	50%	42%	8%	Communication
Maintenance of City sidewalks	59%	53%	6%	Overall Satisfaction with Major City Services
Road traffic congestion	36%	32%	4%	Public Works/Engineering
Maintenance of City streets	57%	55%	2%	Overall Satisfaction with Major City Services
Traffic signal system	52%	70%	-18%	Public Works/Engineering

# 2022 City of Plano Citizen Survey

## Executive Summary



### Investment Priorities

**Recommended Priorities.** In order to help the City identify investment priorities for the future, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that 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. 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 the Importance-Satisfaction (I-S) Analysis, the service that is recommended as the top priority is listed below:

- Maintenance of city streets and sidewalks (IS Rating=0.1651)

The table below shows the Importance-Satisfaction rating for all 20 major categories of City services that were rated.

### Importance-Satisfaction Rating

#### City of Plano, Texas

#### Major Categories of City Services

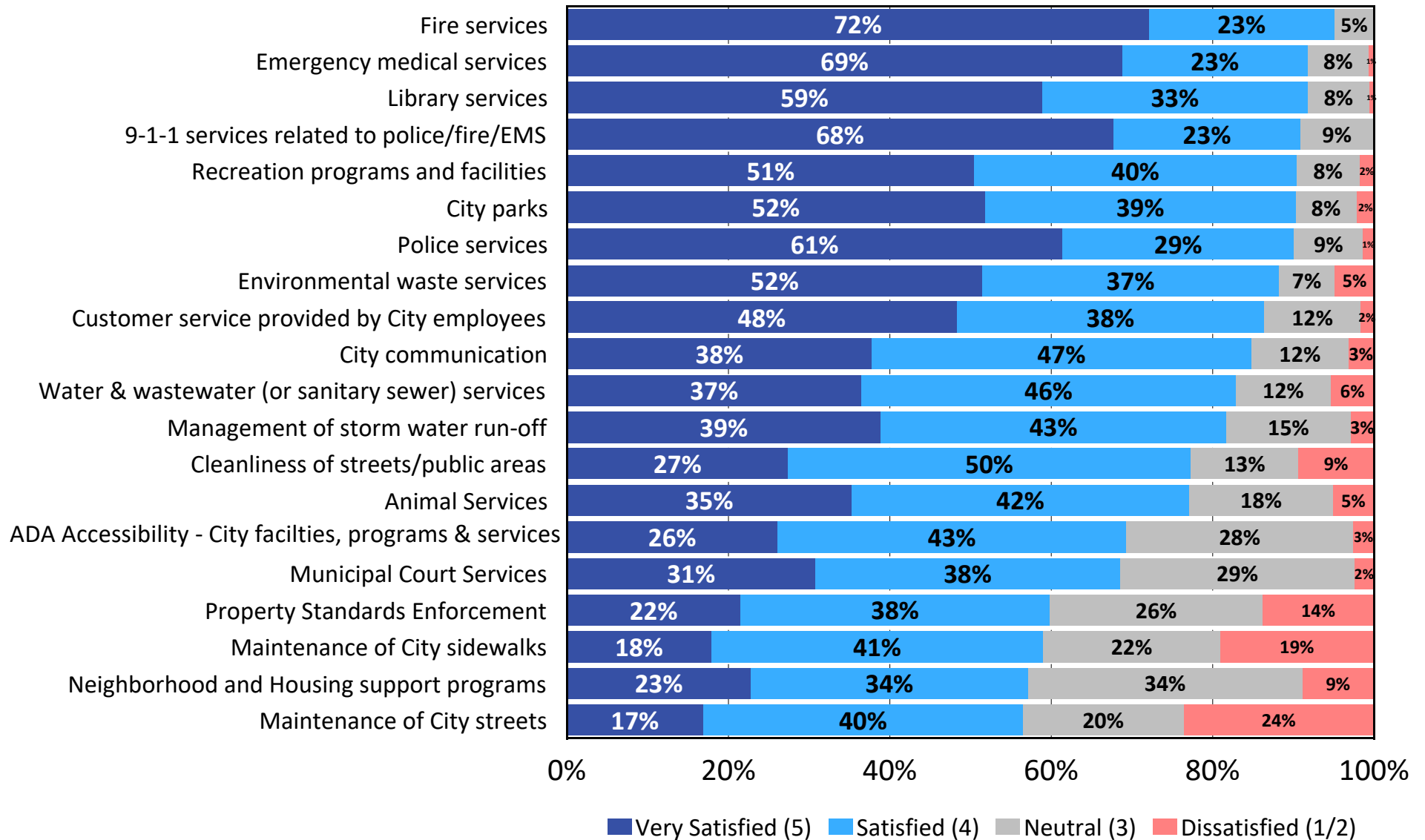
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS = 10-.20)</b>						
Maintenance of City streets	38%	5	57%	20	0.1651	1
<b>Medium Priority (IS &lt;.10)</b>						
Police services	83%	1	90%	7	0.0834	2
Emergency medical services	53%	3	92%	2	0.0426	3
9-1-1 services related to police/fire/EMS	44%	4	91%	4	0.0395	4
Fire services	75%	2	95%	1	0.0373	5
Cleanliness of streets/public areas	11%	9	77%	13	0.0262	6
Water & wastewater (or sanitary sewer) services	14%	7	83%	11	0.0236	7
Property Standards Enforcement	6%	12	60%	17	0.0236	8
Environmental waste services	20%	6	89%	8	0.0215	9
Maintenance of City sidewalks	5%	13	59%	18	0.0205	10
Neighborhood and Housing support programs	3%	14	57%	19	0.0146	11
City parks	12%	8	91%	6	0.0108	12
Recreation programs and facilities	9%	11	91%	5	0.0077	13
Library services	9%	10	92%	3	0.0071	14
Animal Services	2%	18	77%	14	0.0048	15
ADA Accessibility - City facilities, programs & services	1%	19	69%	15	0.0043	16
City communication	3%	16	85%	10	0.0041	17
Management of storm water run-off	2%	17	82%	12	0.0040	18
Customer service provided by City employees	3%	15	86%	9	0.0038	19
Municipal Court Services	0%	20	69%	16	0.0000	20



# Charts and Graphs

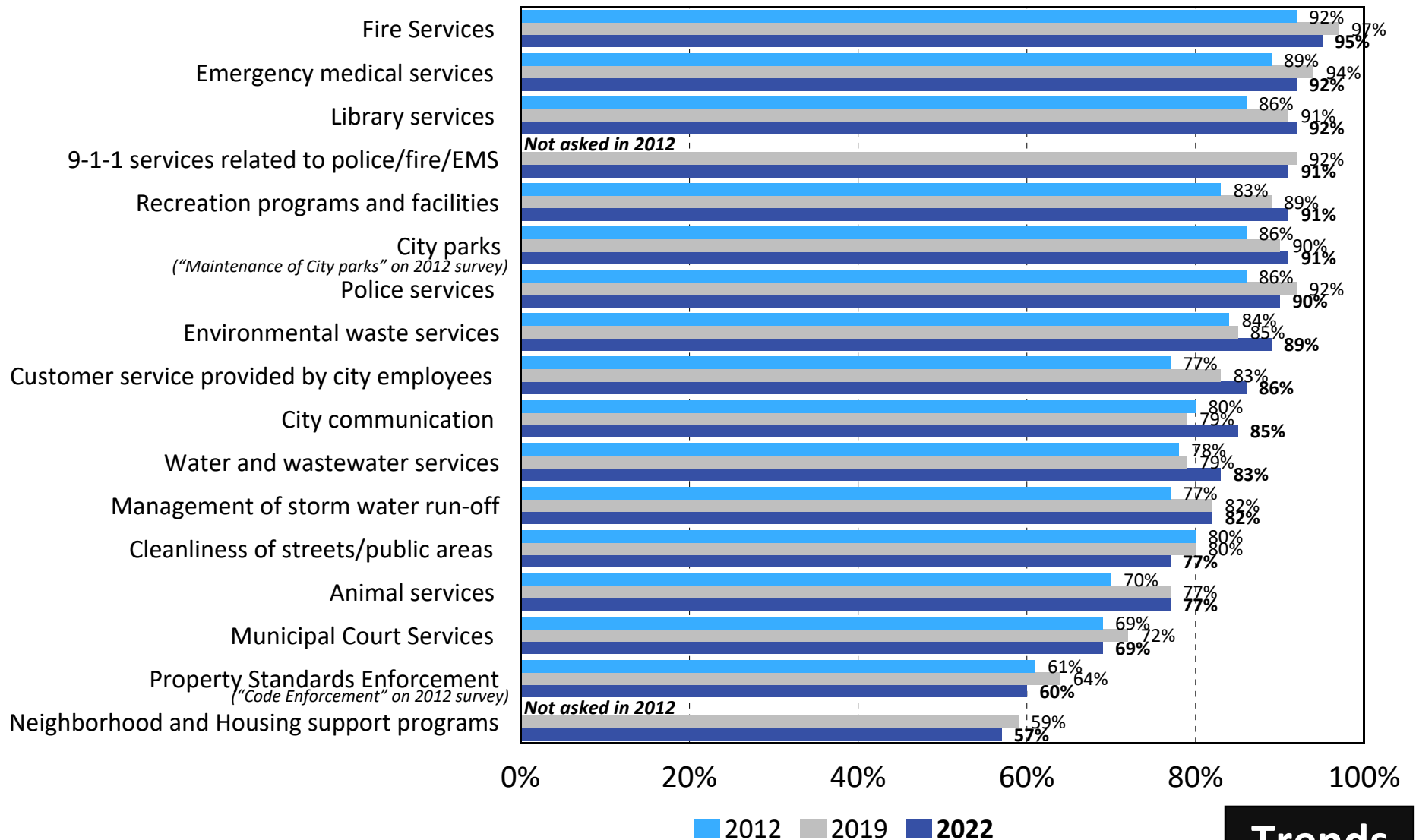
# Q1. Satisfaction with Overall City Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



# TRENDS: Satisfaction with Overall City Services 2012 to 2022

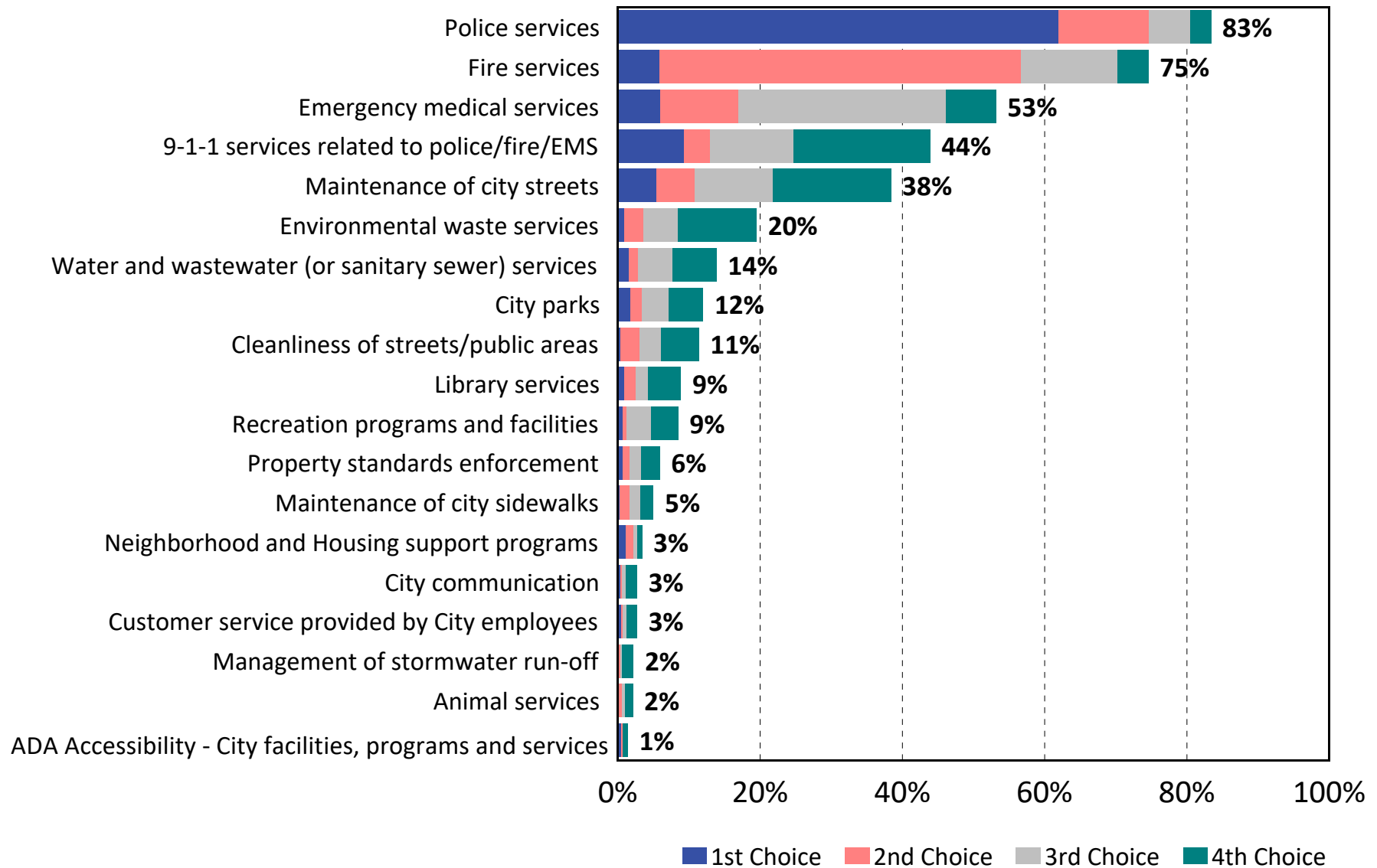
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



**Trends**

## Q2. Overall City Services That Are Most Important for the City to Provide

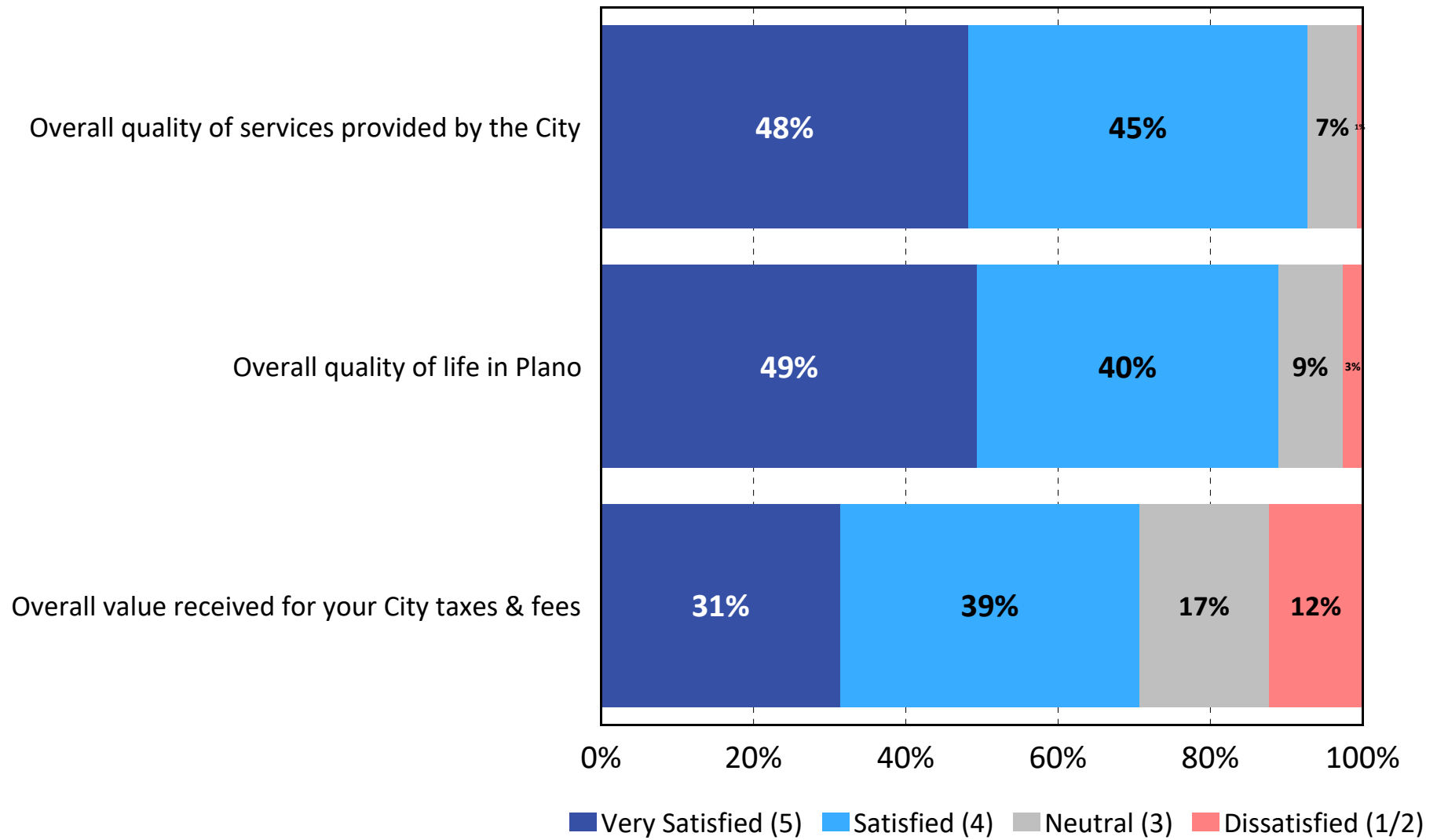
by percentage of respondents who selected the item as one of their top four choices





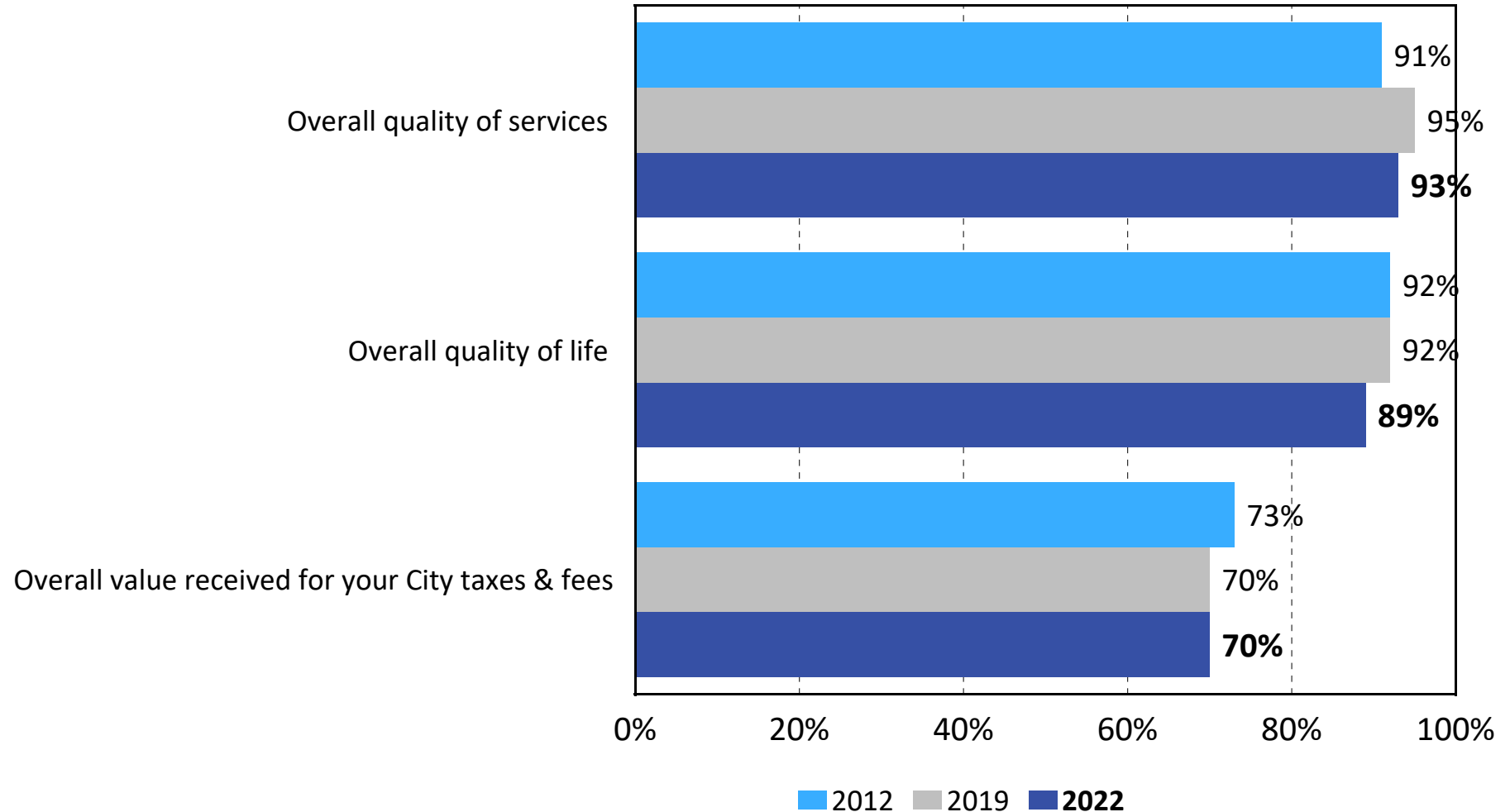
### Q3. Satisfaction with Perceptions of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



# TRENDS: Satisfaction with Perceptions of the City 2012 to 2022

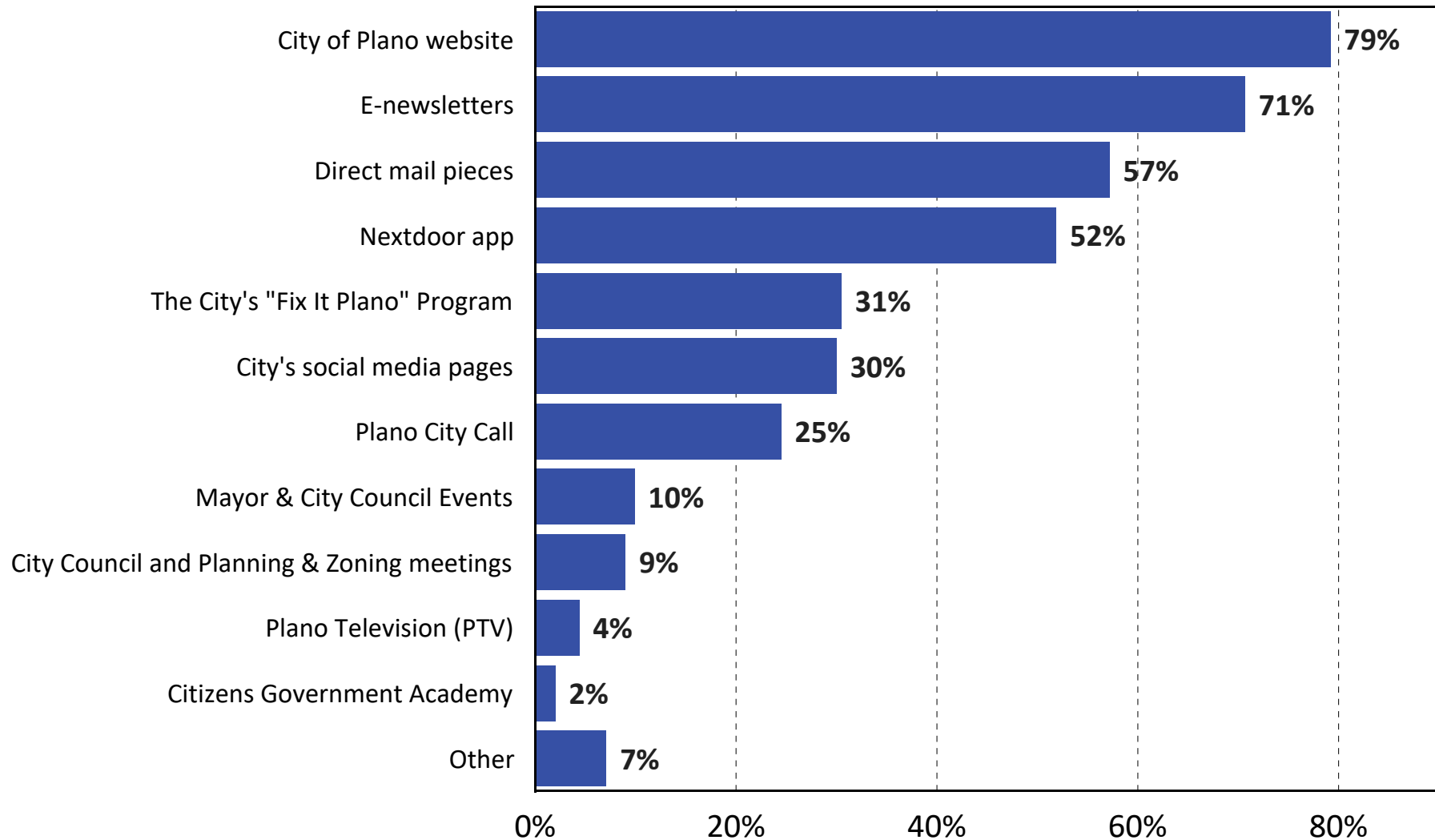
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



**Trends**

## Q4. Which of the following sources do you currently use to obtain and/or receive information about the City?

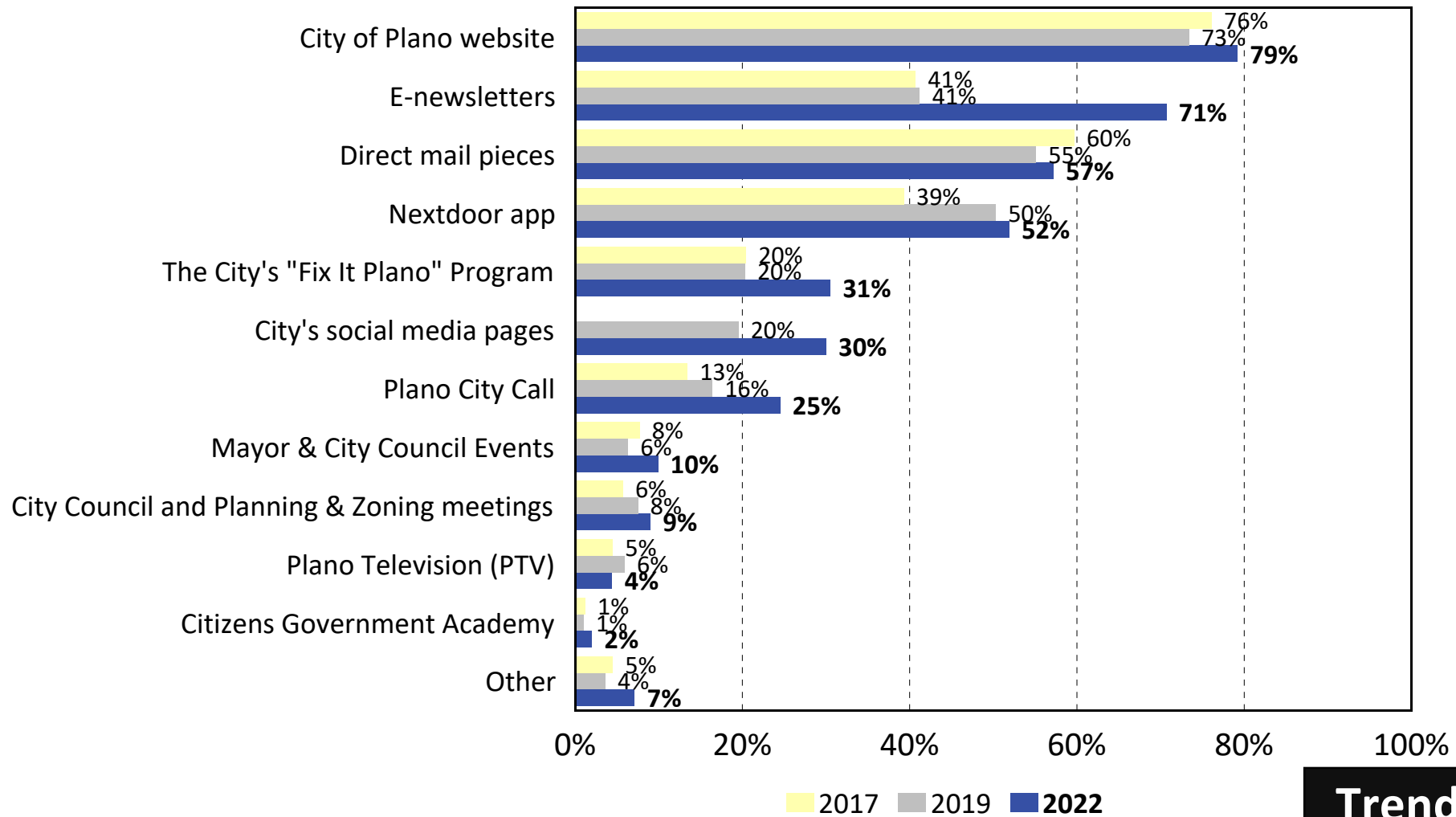
by percentage of respondents (multiple choices could be made)



# TRENDS: Which of the following sources do you currently use to obtain and/or receive information about the City?

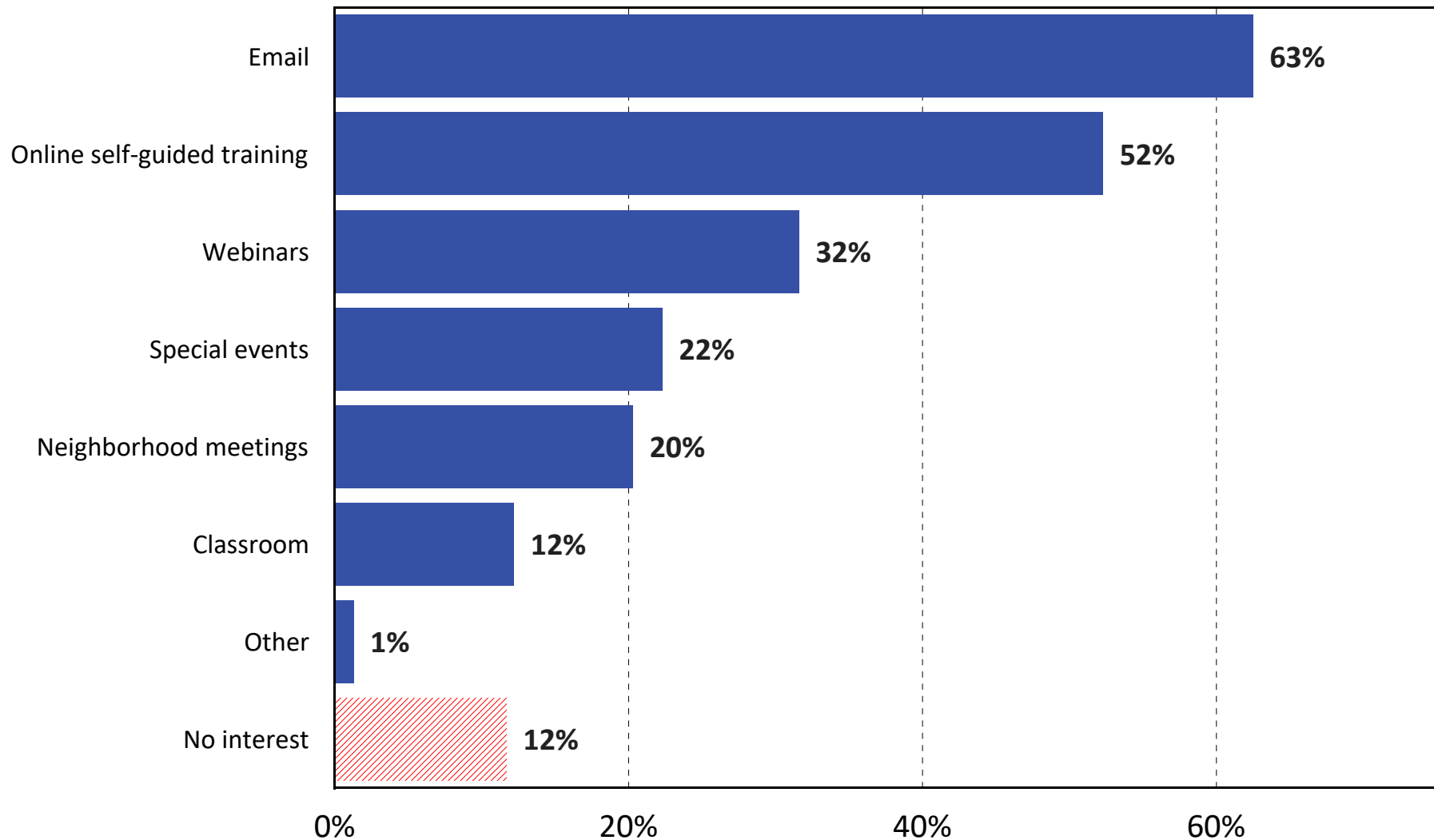
## 2017 to 2022

by percentage of respondents (multiple choices could be made)



## Q5. How would you like to receive education and outreach programming?

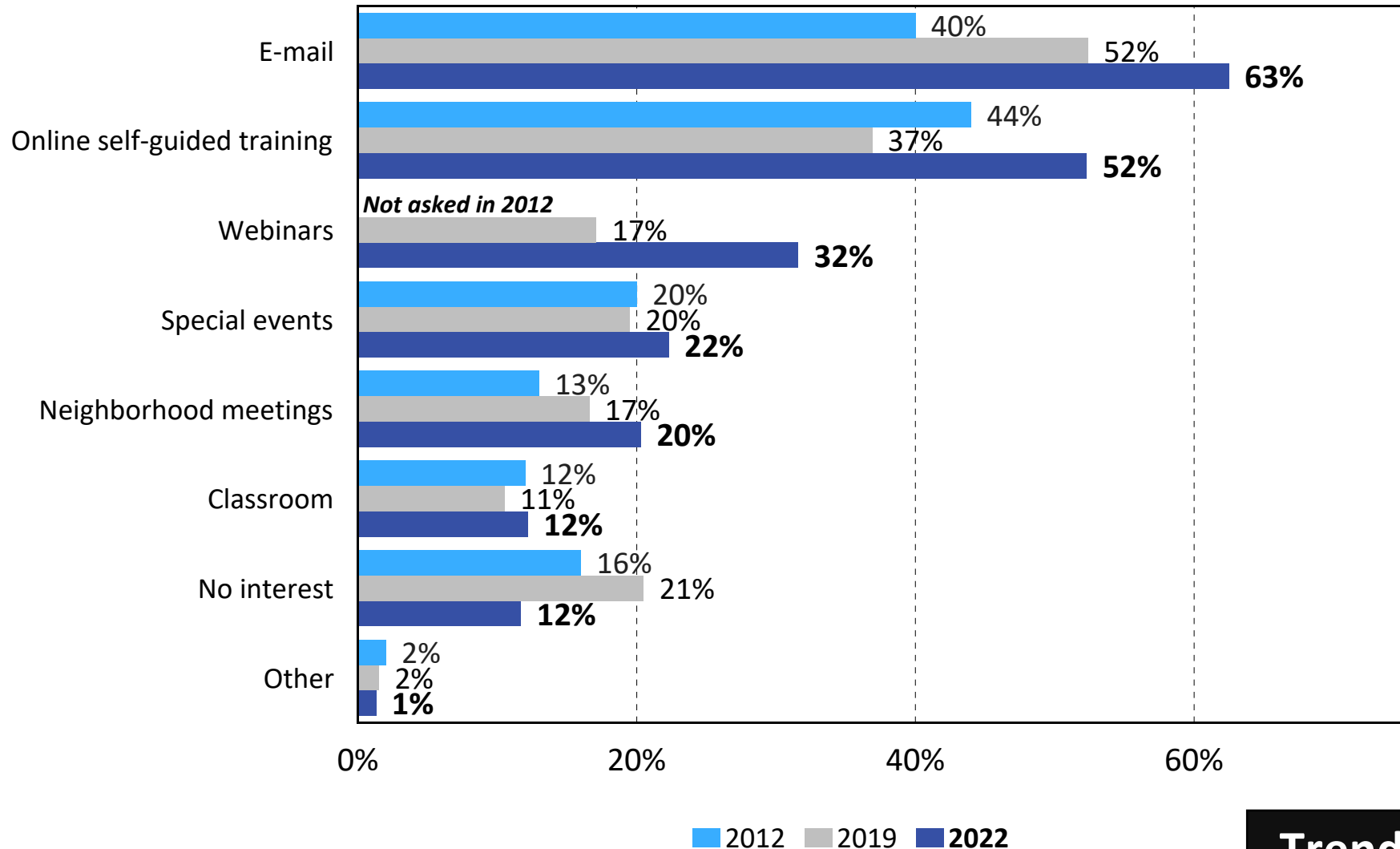
by percentage of respondents (multiple choices could be made)



# TRENDS: How would you like to receive education and outreach programming?

## 2012 to 2022

by percentage of respondents (multiple choices could be made)

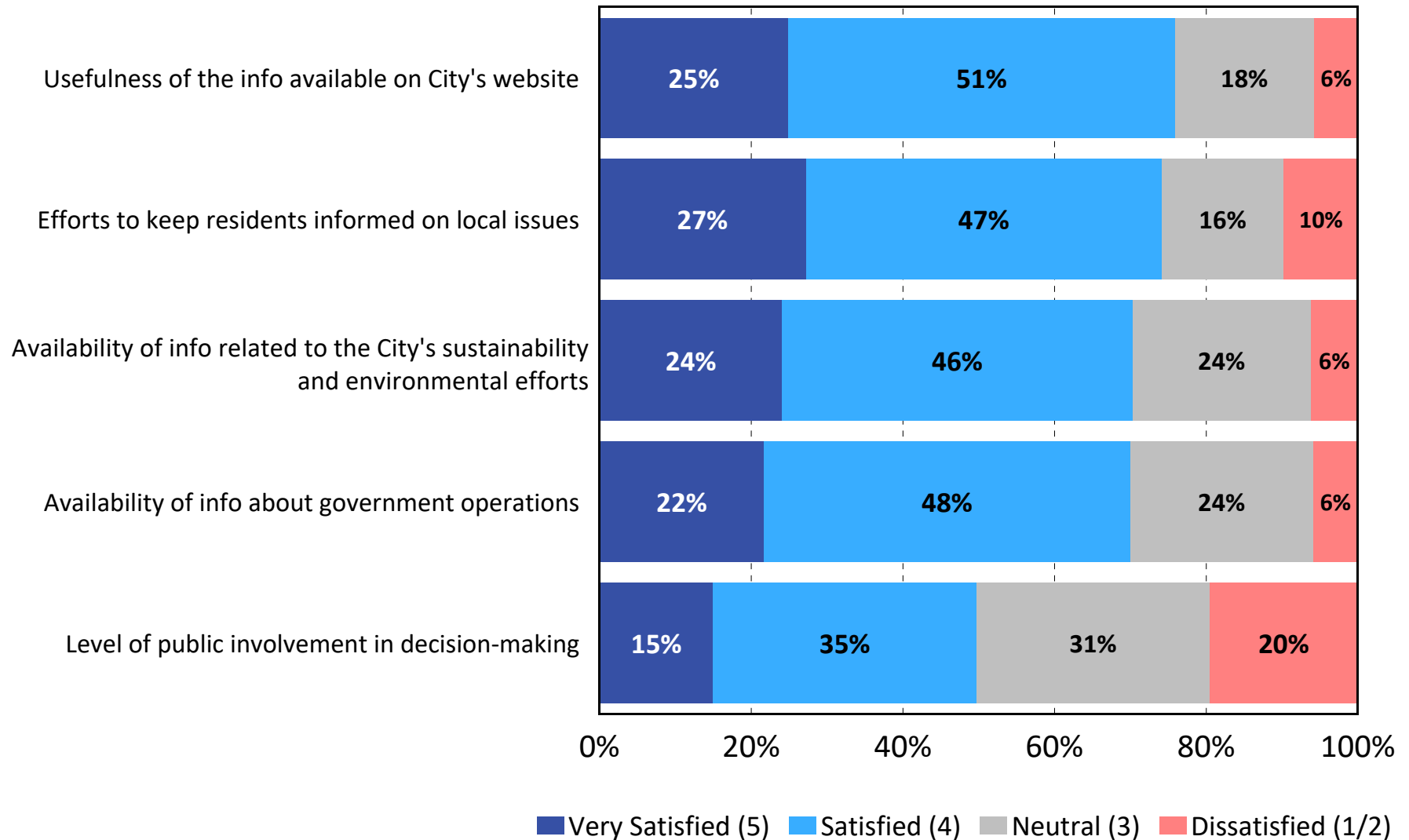


**Trends**



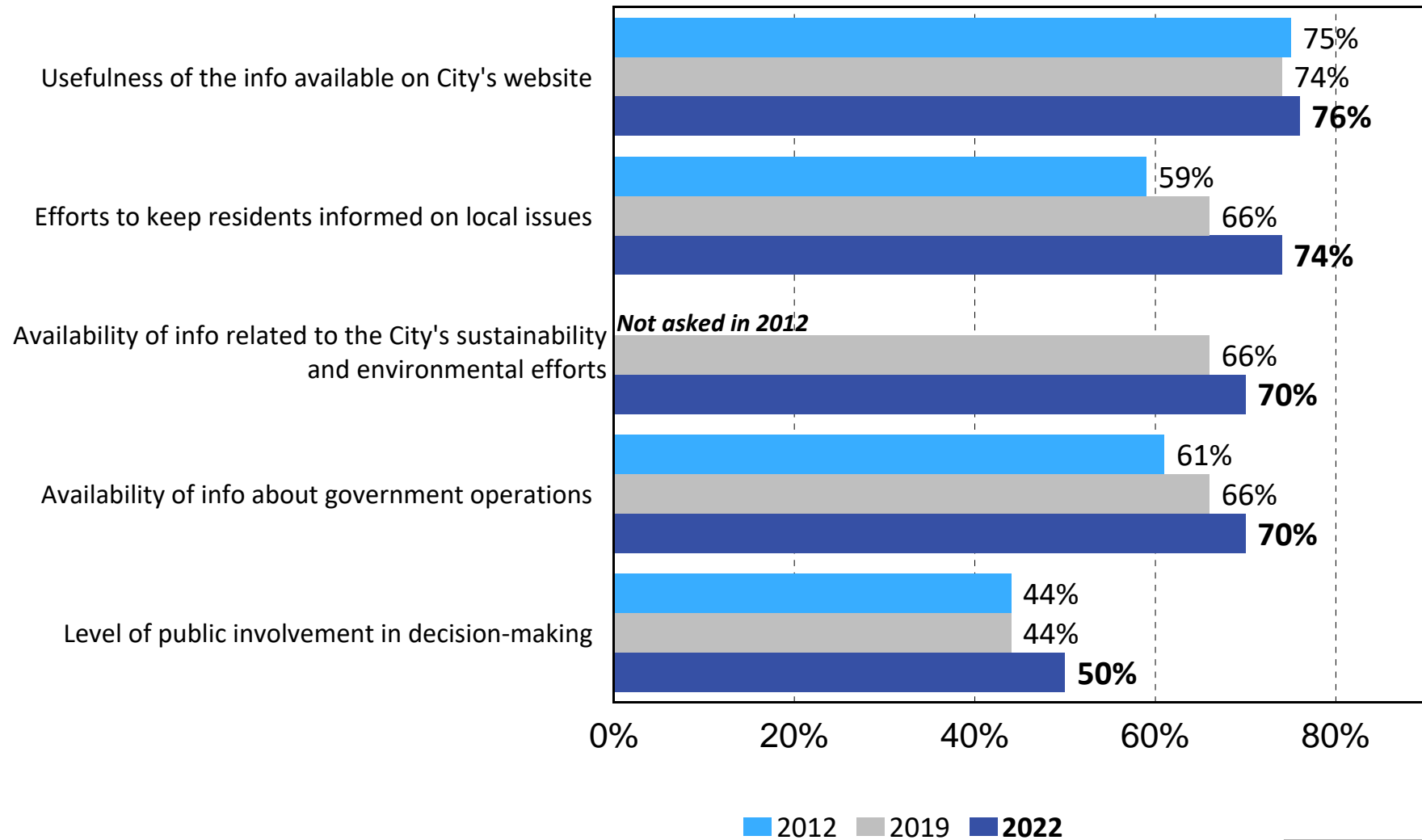
## Q6. Satisfaction with Communication Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



# TRENDS: Satisfaction with Communication Services 2012 to 2022

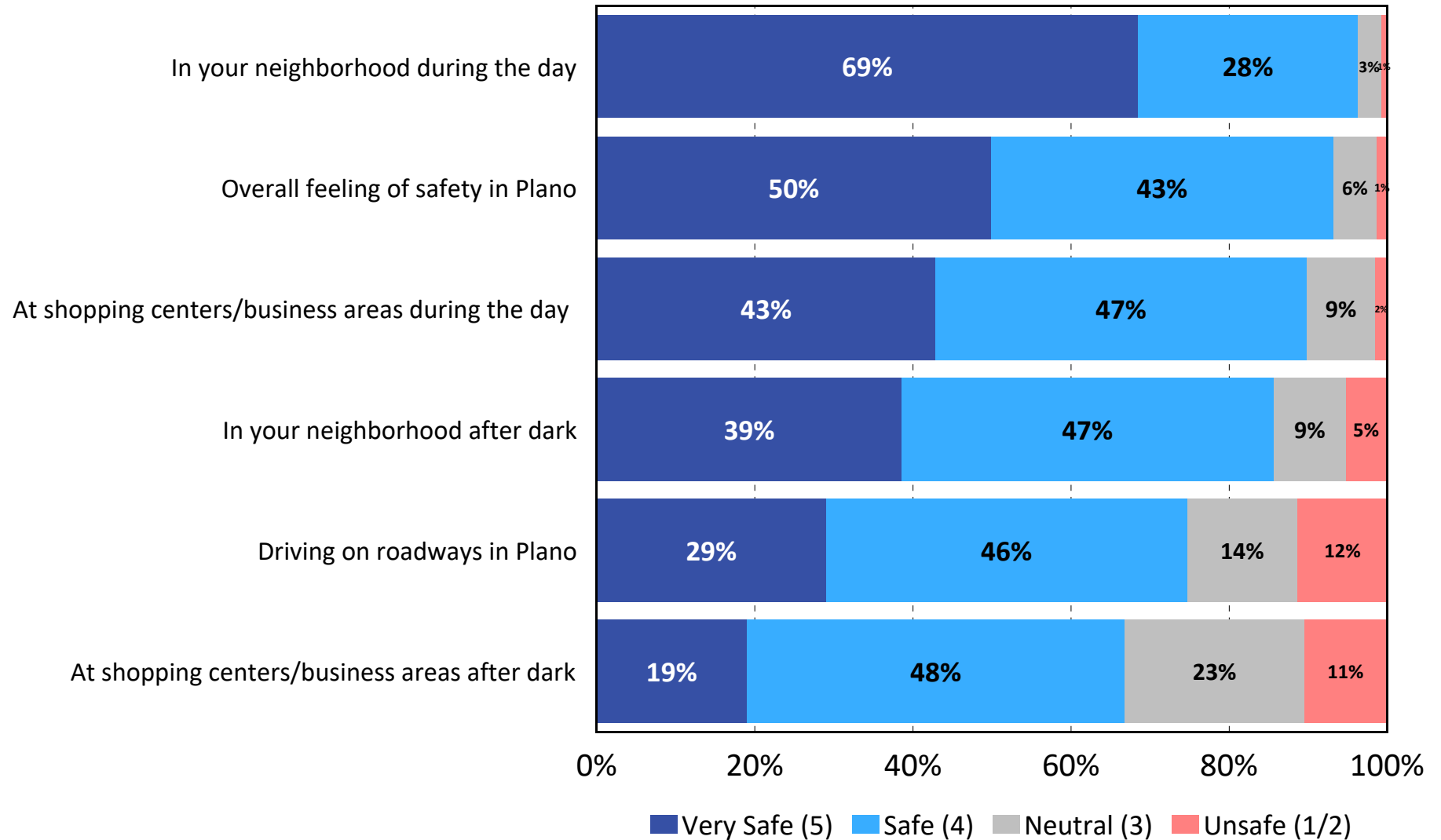
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



**Trends**

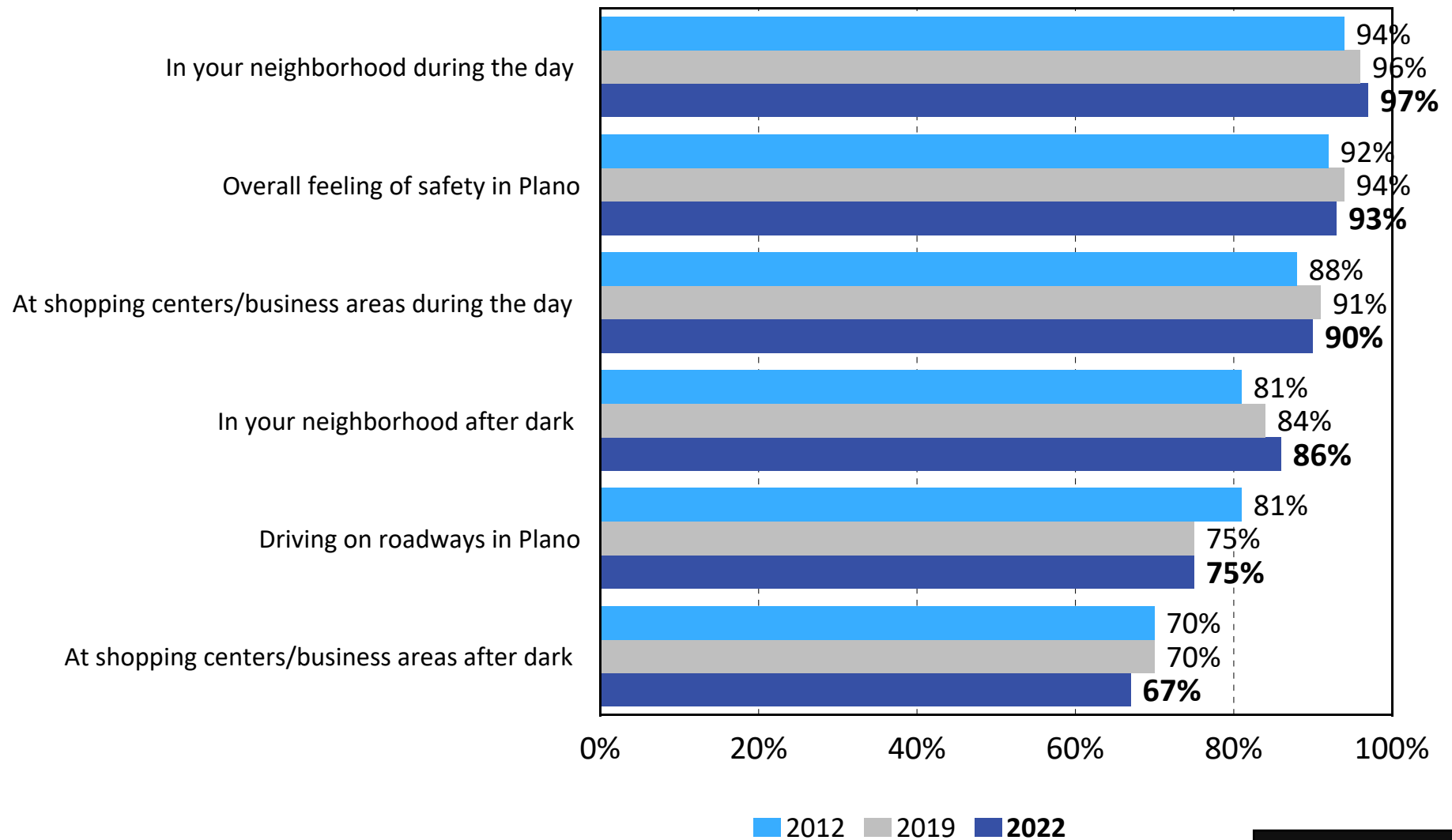
## Q7. Feeling of Safety in the Following Situations

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



# TRENDS: Feeling of Safety in the Following Situations 2012 to 2022

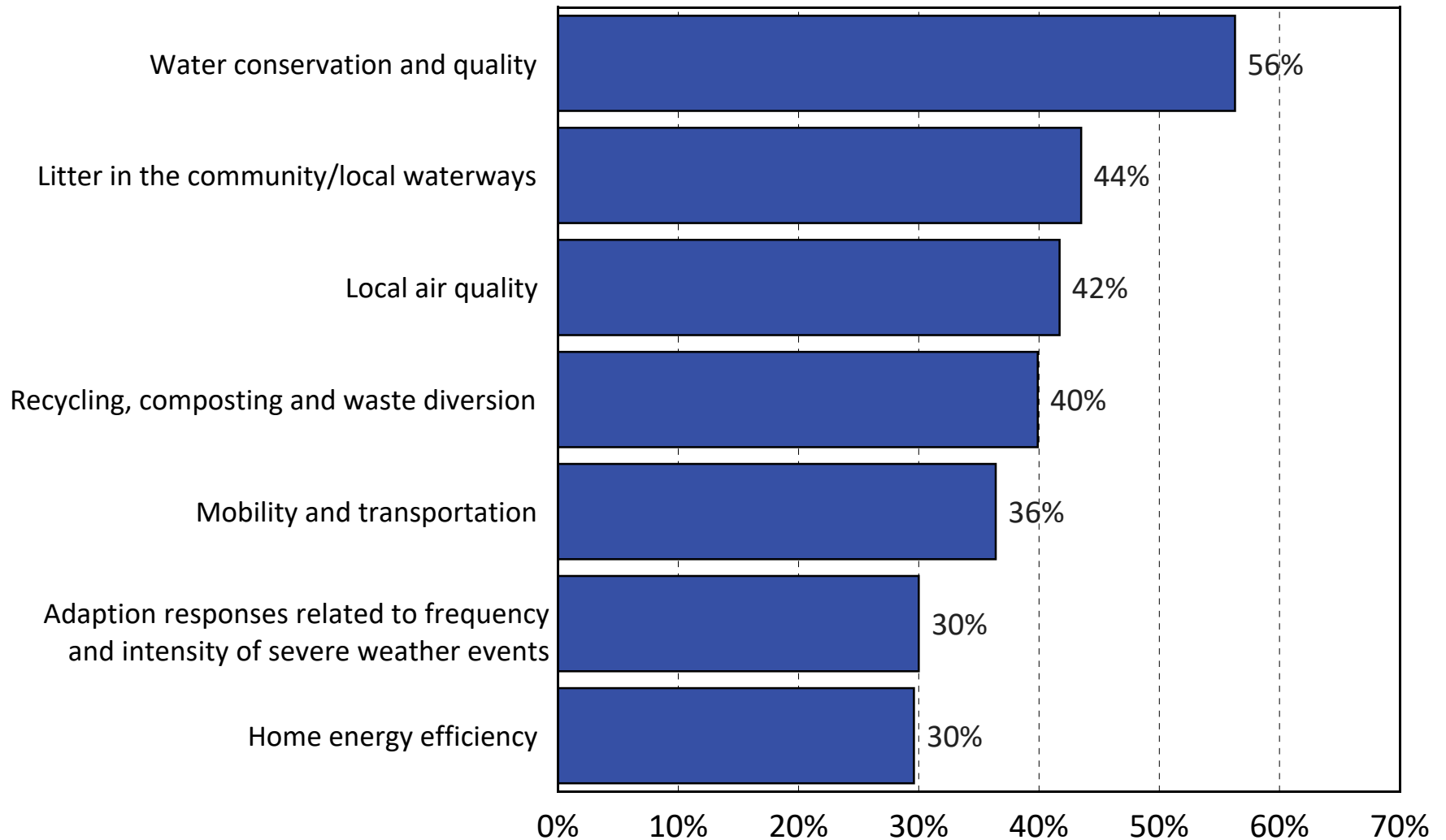
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



**Trends**

## Q8. What issue(s) are you MOST CONCERNED with as it affects your daily life?

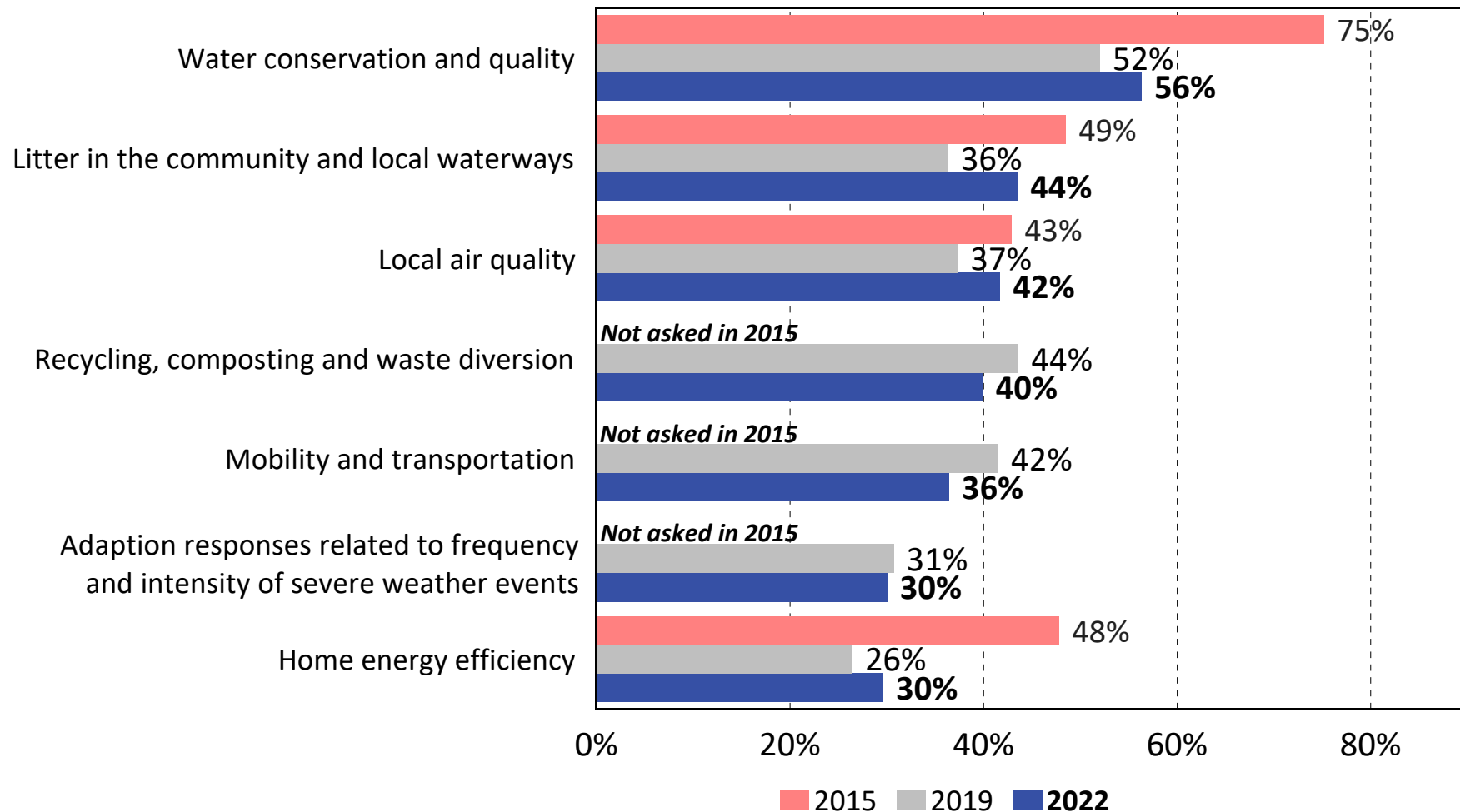
by percentage of respondents (multiple choices could be made)



# TRENDS: What issue(s) are you most concerned with as it affects your daily life?

## 2015 to 2022

by percentage of respondents (multiple choices could be made)

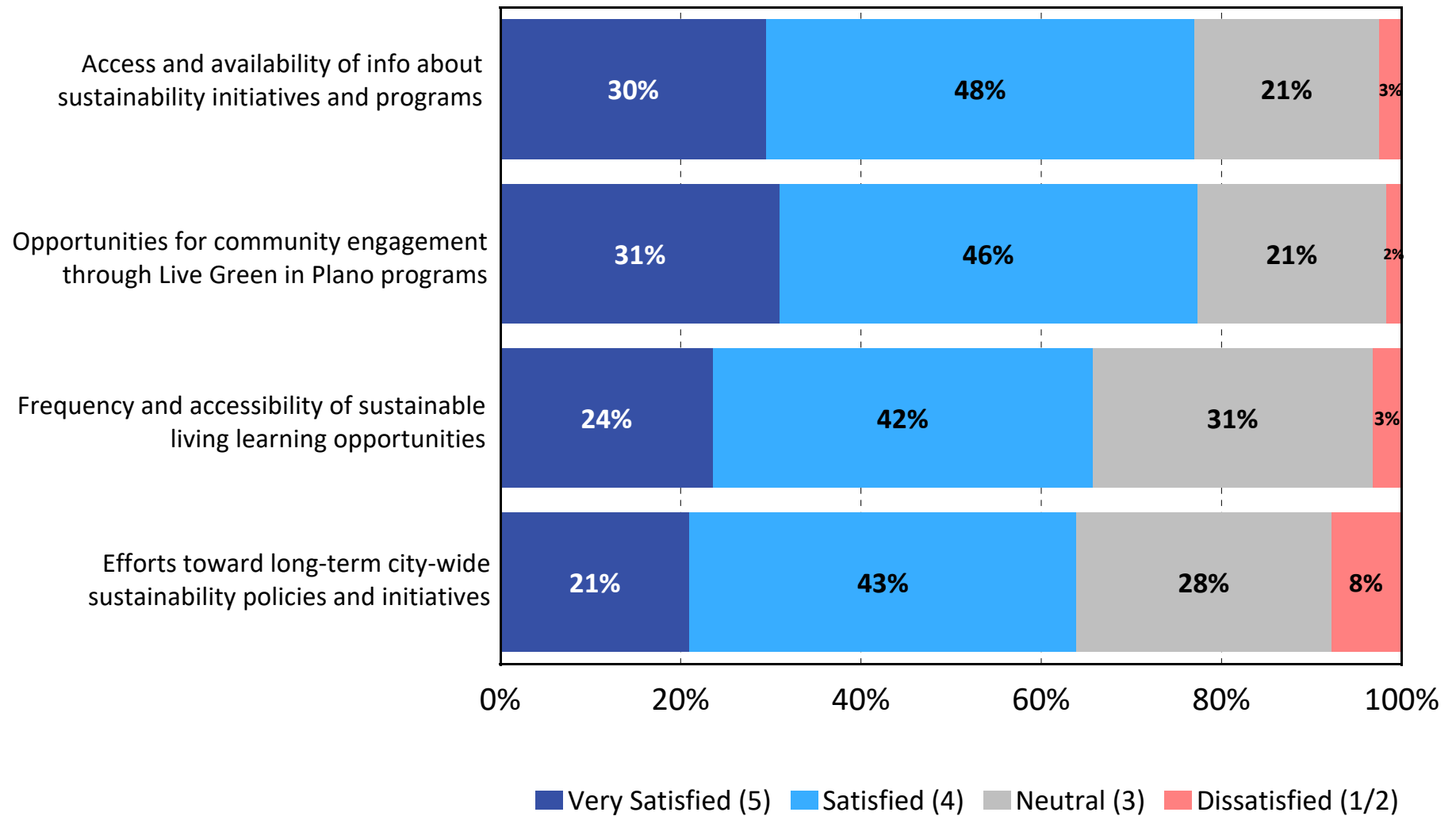


**Trends**



## Q9. Satisfaction with Sustainability and Environmental Services

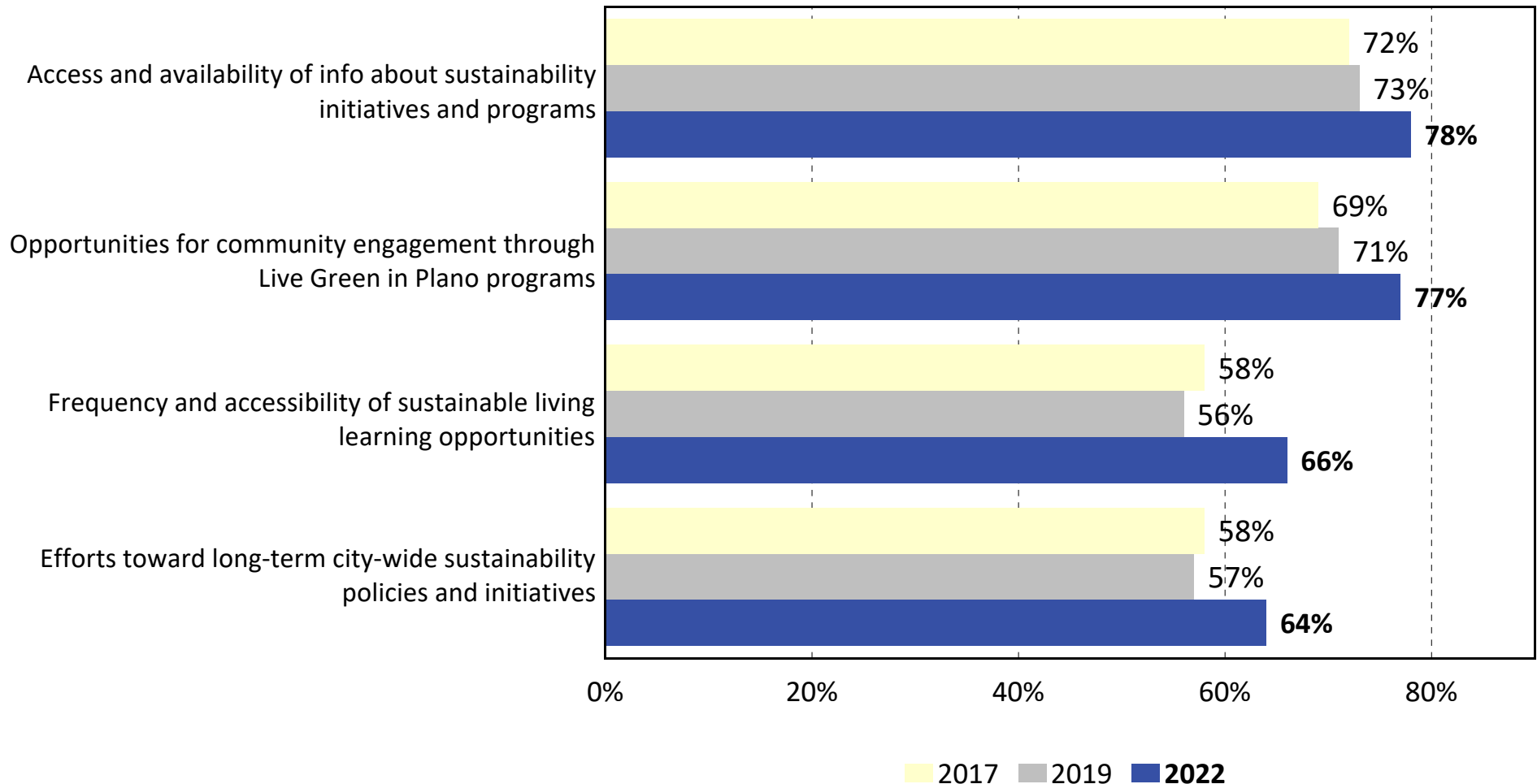
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



# TRENDS: Satisfaction with Sustainability and Environmental Services

## 2017 to 2022

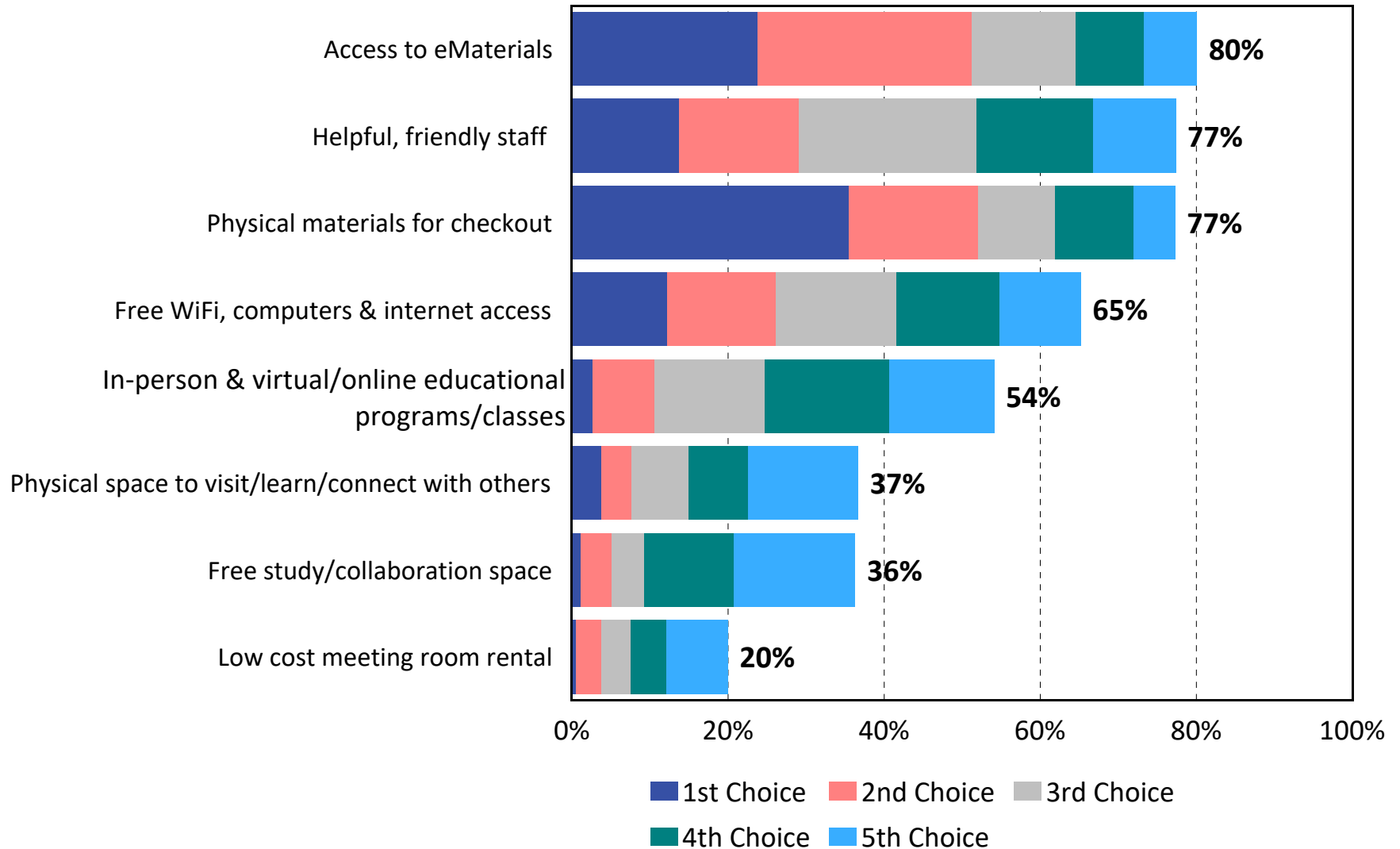
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



**Trends**

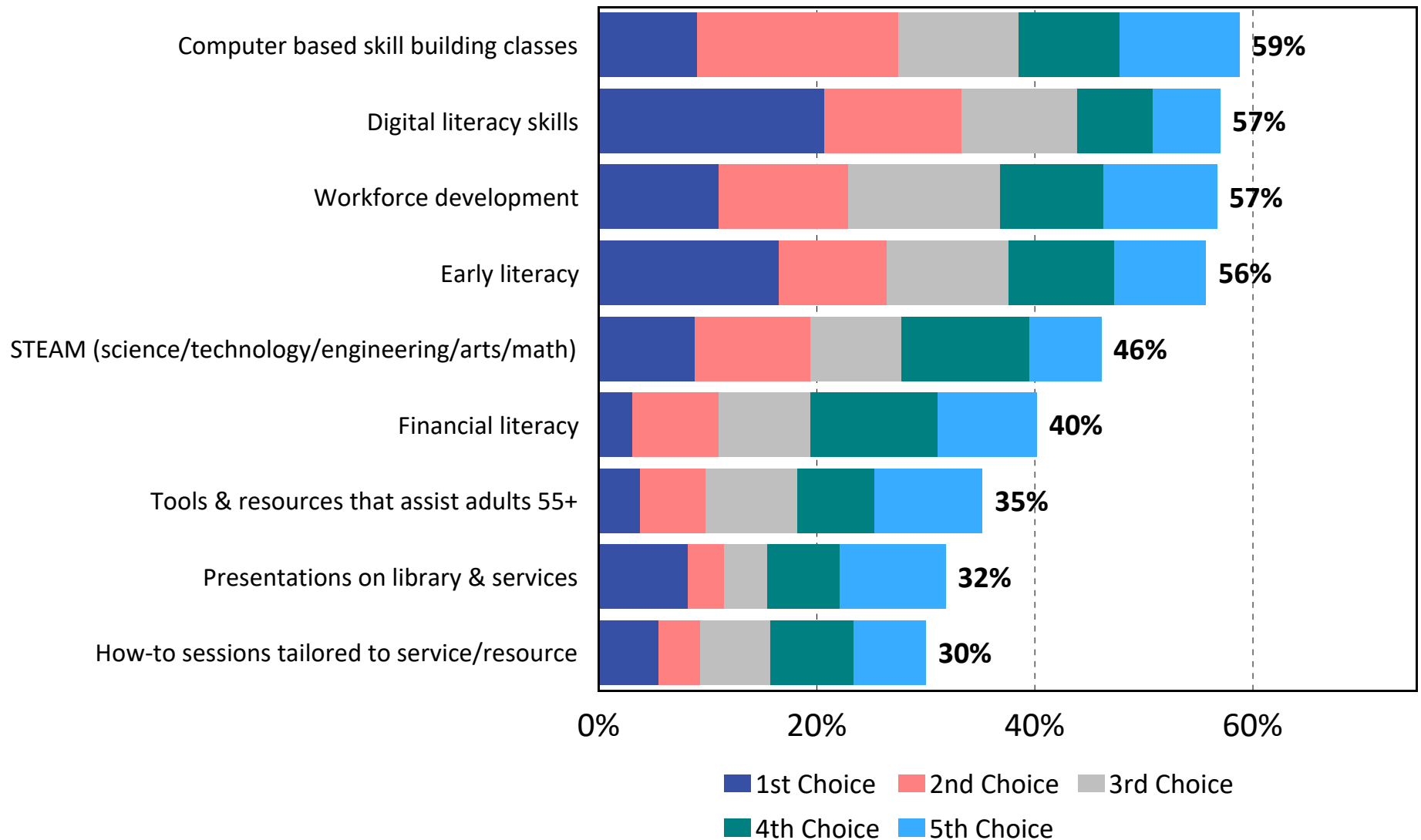
# Q10. Which FIVE options should be the TOP PRIORITIES for Plano libraries?

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



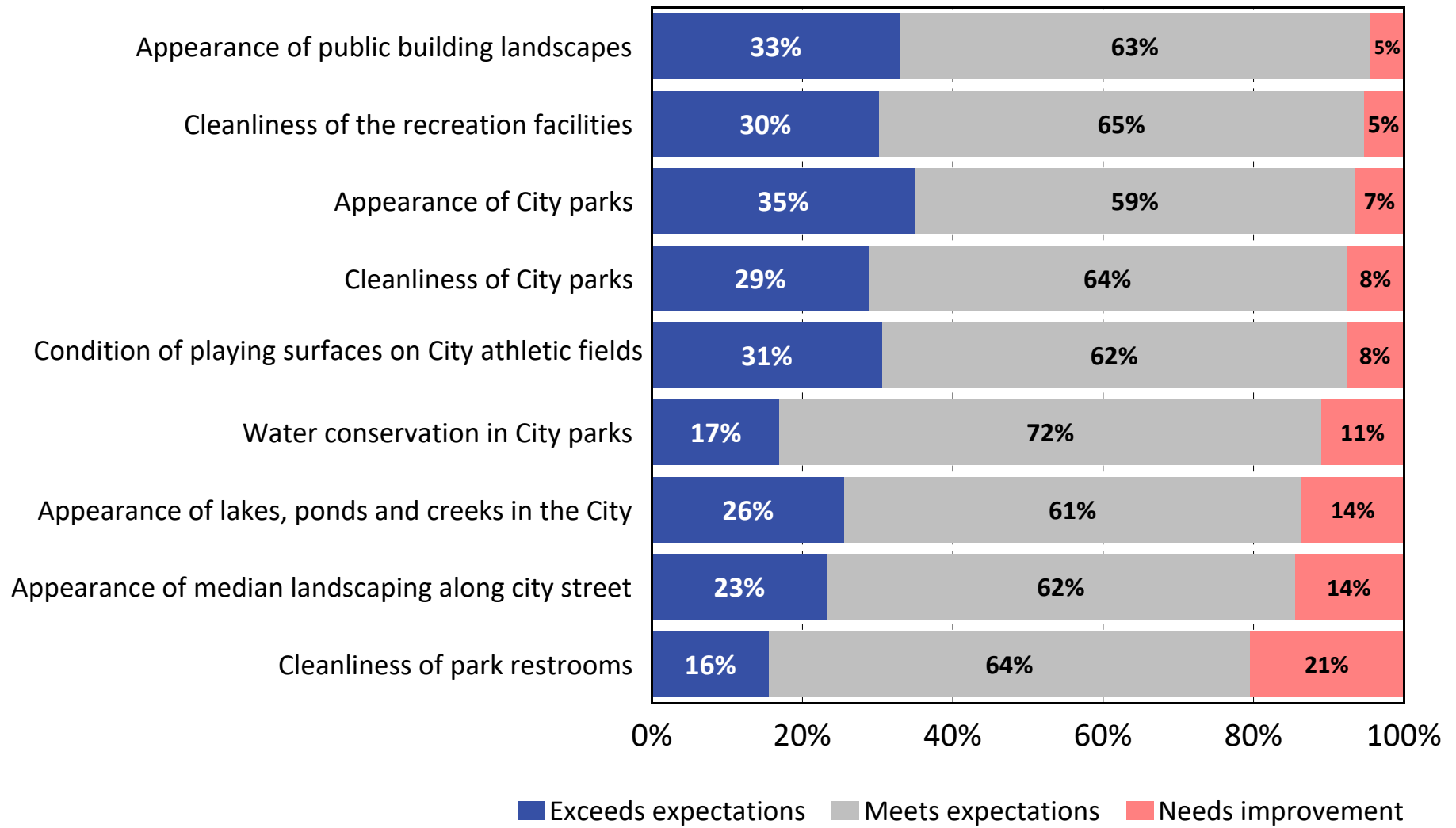
# Q11. Which FIVE library outreach programming options do you feel are most important for the community?

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



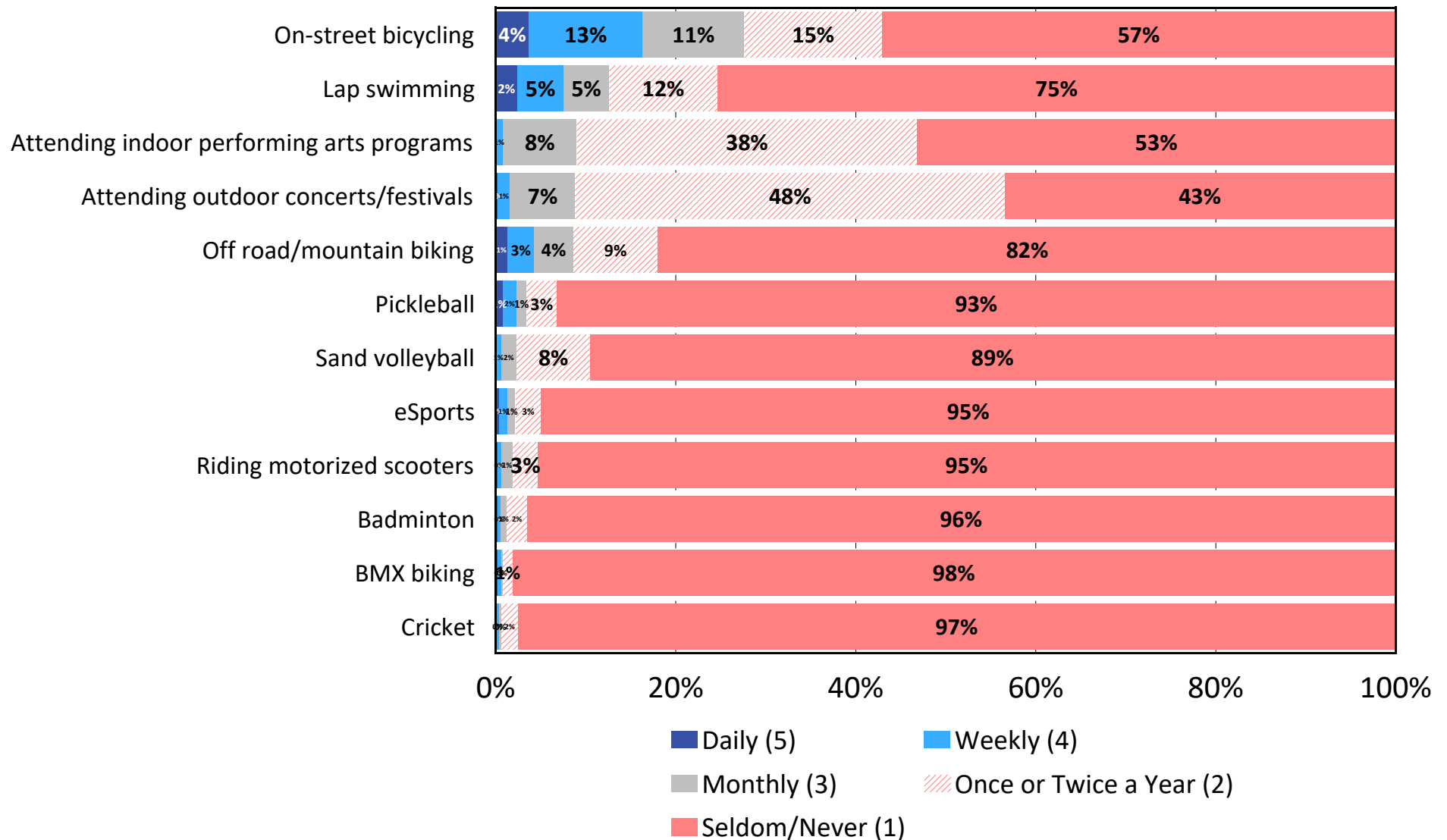
## Q12. How Well the City Is Meeting Expectations in Various Areas

by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding don't knows)



# Q13. How Often Households Have Participated in City of Plano Recreational Activities in the Past 12 Months

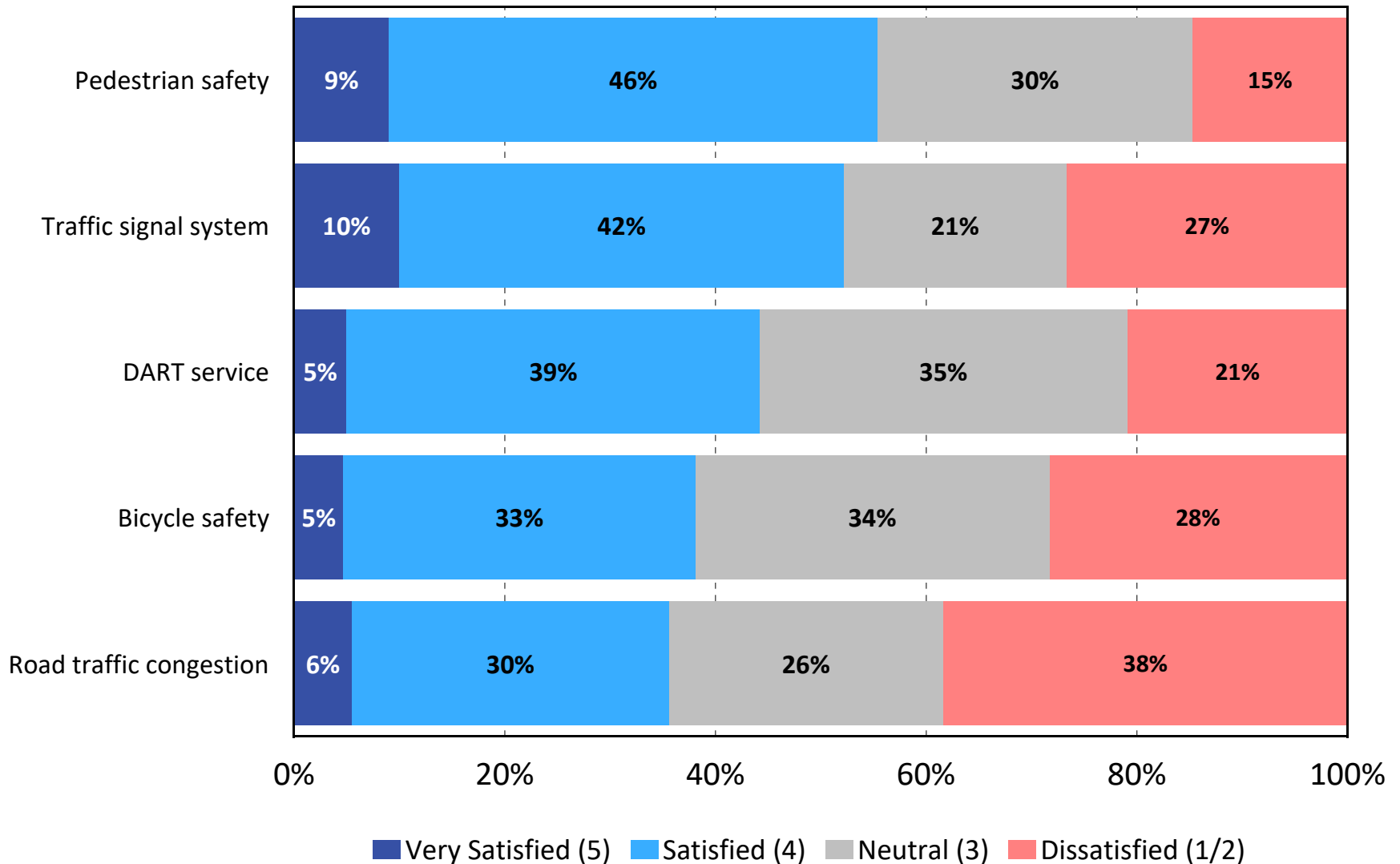
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding not provided)





## Q14. Satisfaction with Public Works/Engineering

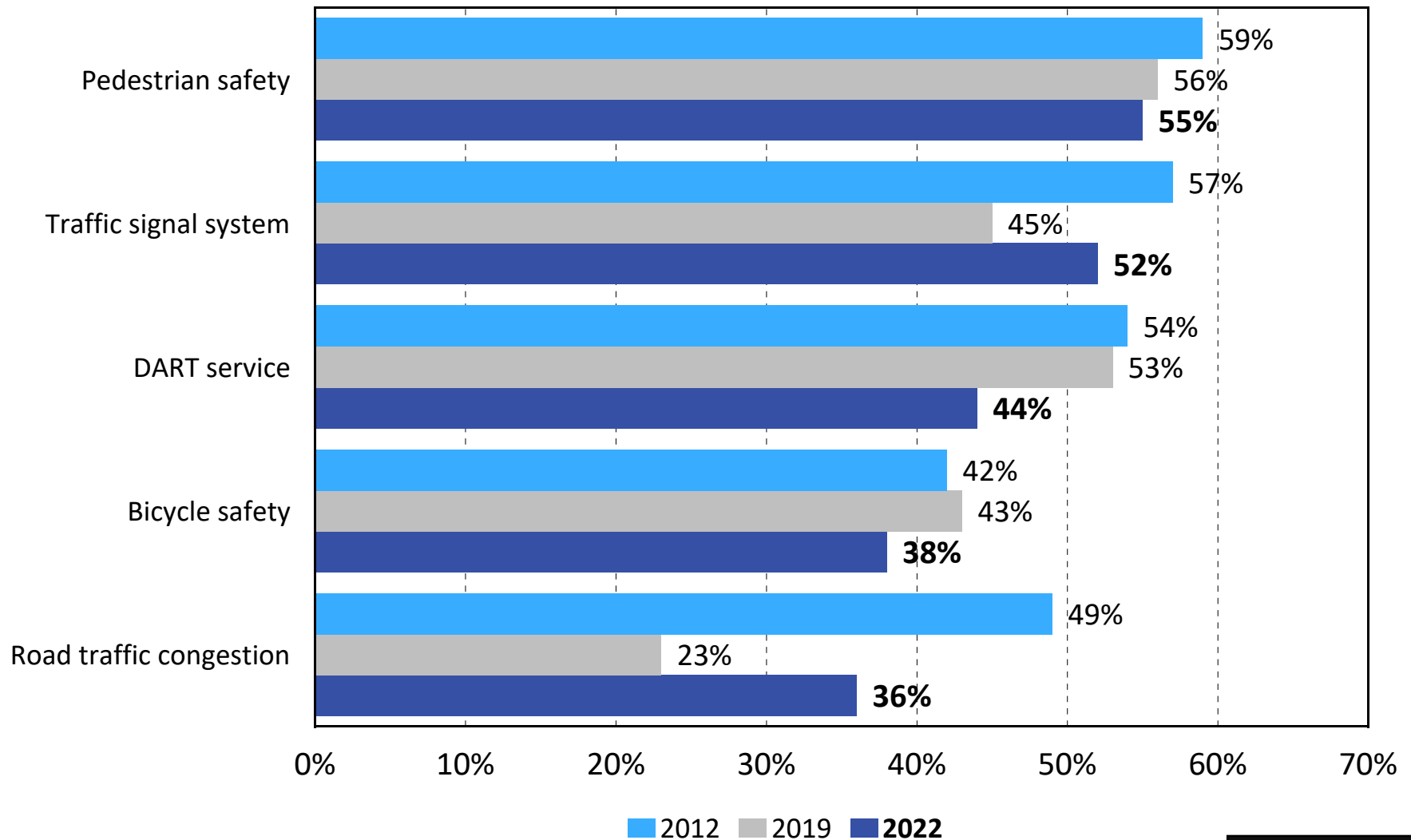
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



# TRENDS: Satisfaction with Public Works/Engineering

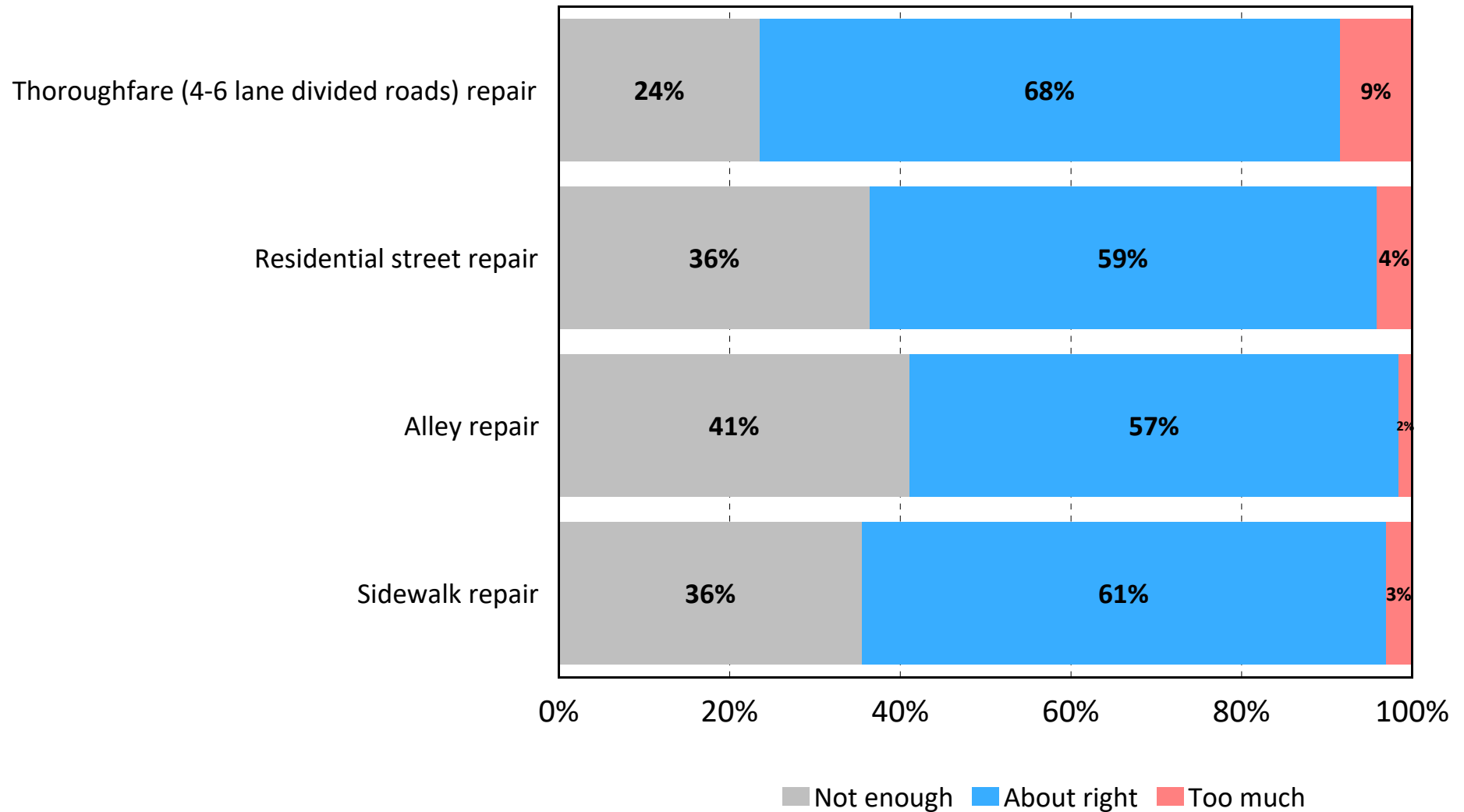
## 2012 to 2022

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

**Trends**

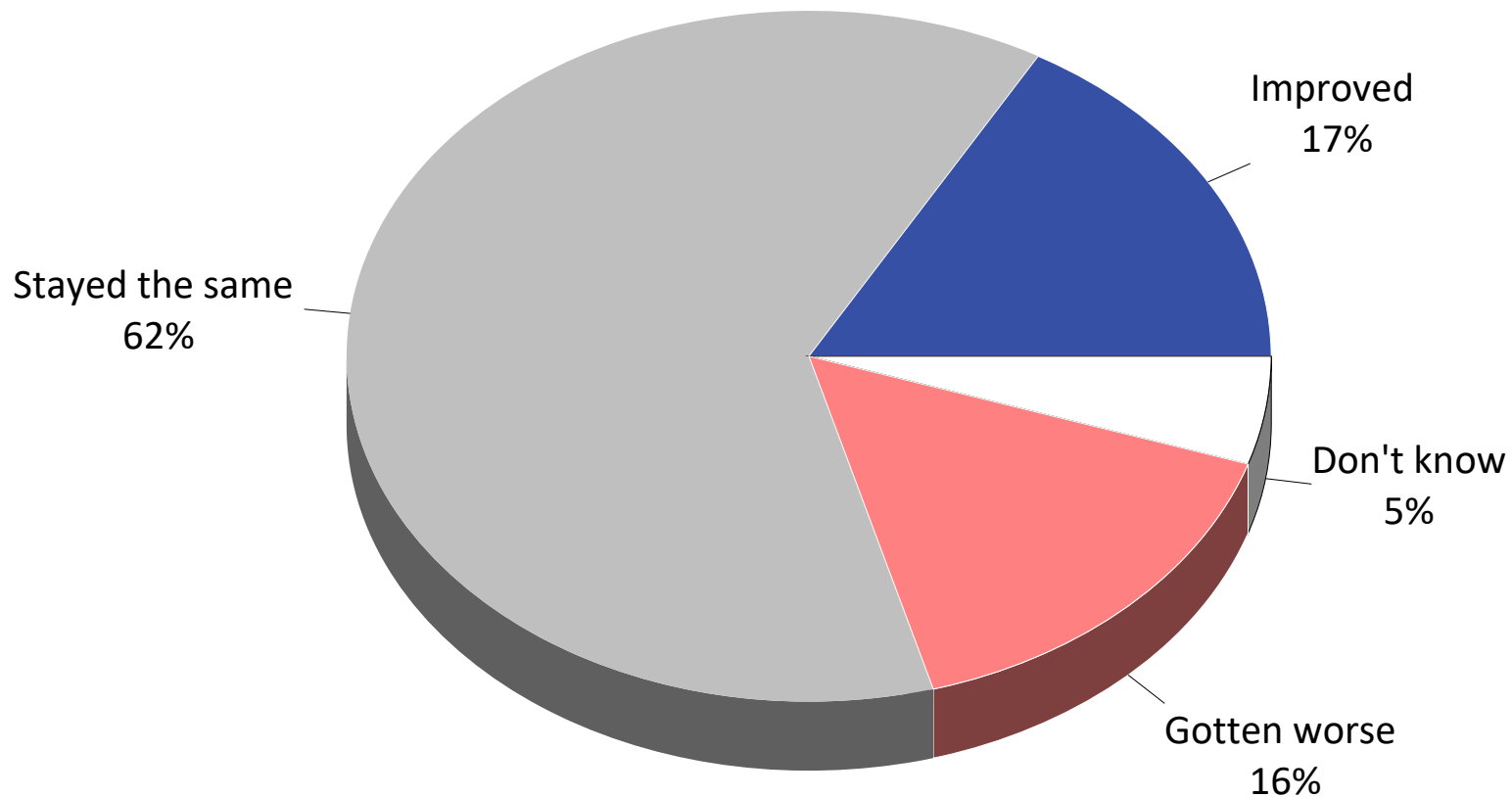
# Q15. Perceptions of the Current Level of Service Being Provided by the City

by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding don't knows)



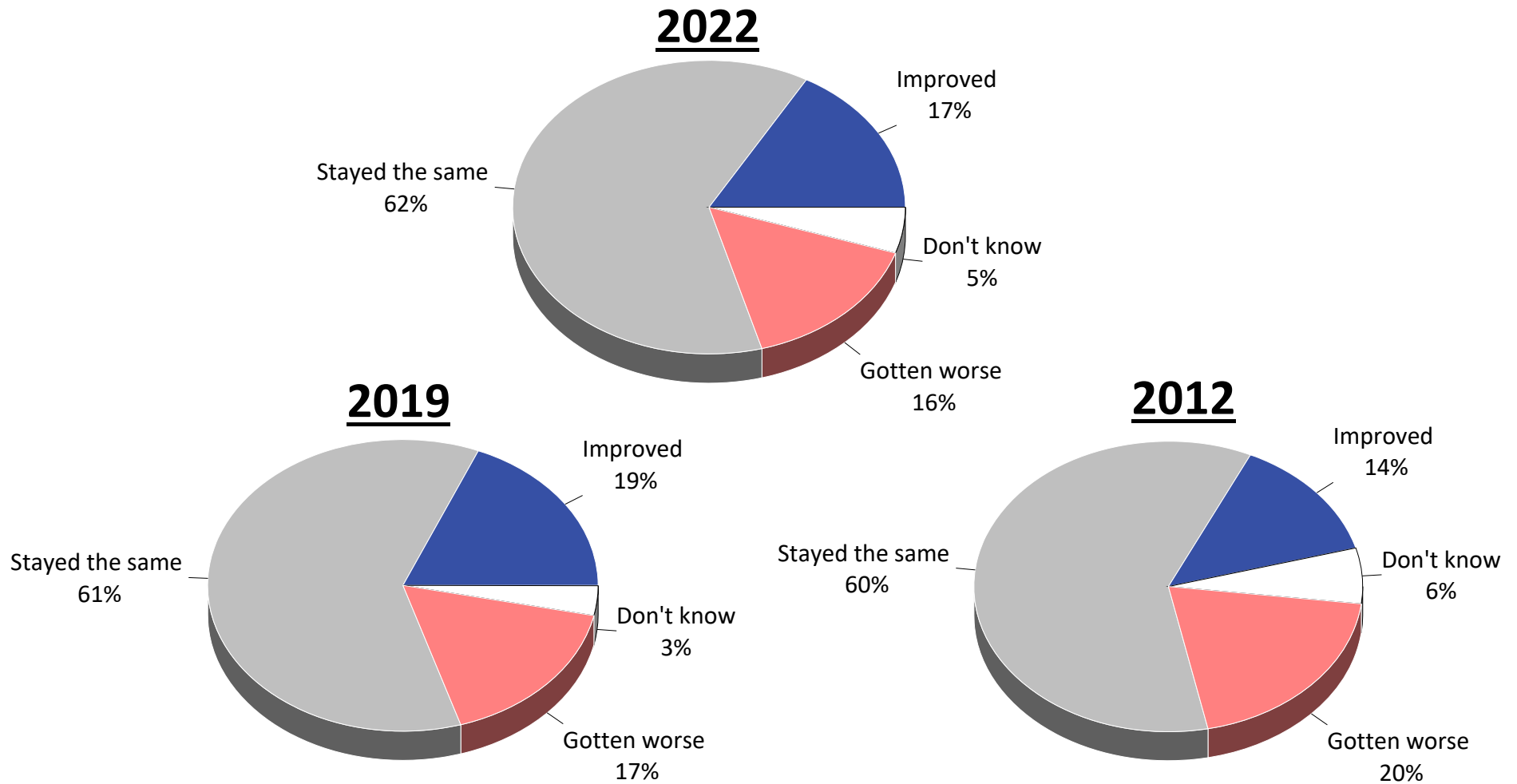
## Q16. How do you feel the appearance of your neighborhood has changed over the past three years?

by percentage of respondents



# TRENDS: How do you feel the appearance of your neighborhood has changed over the past three years?

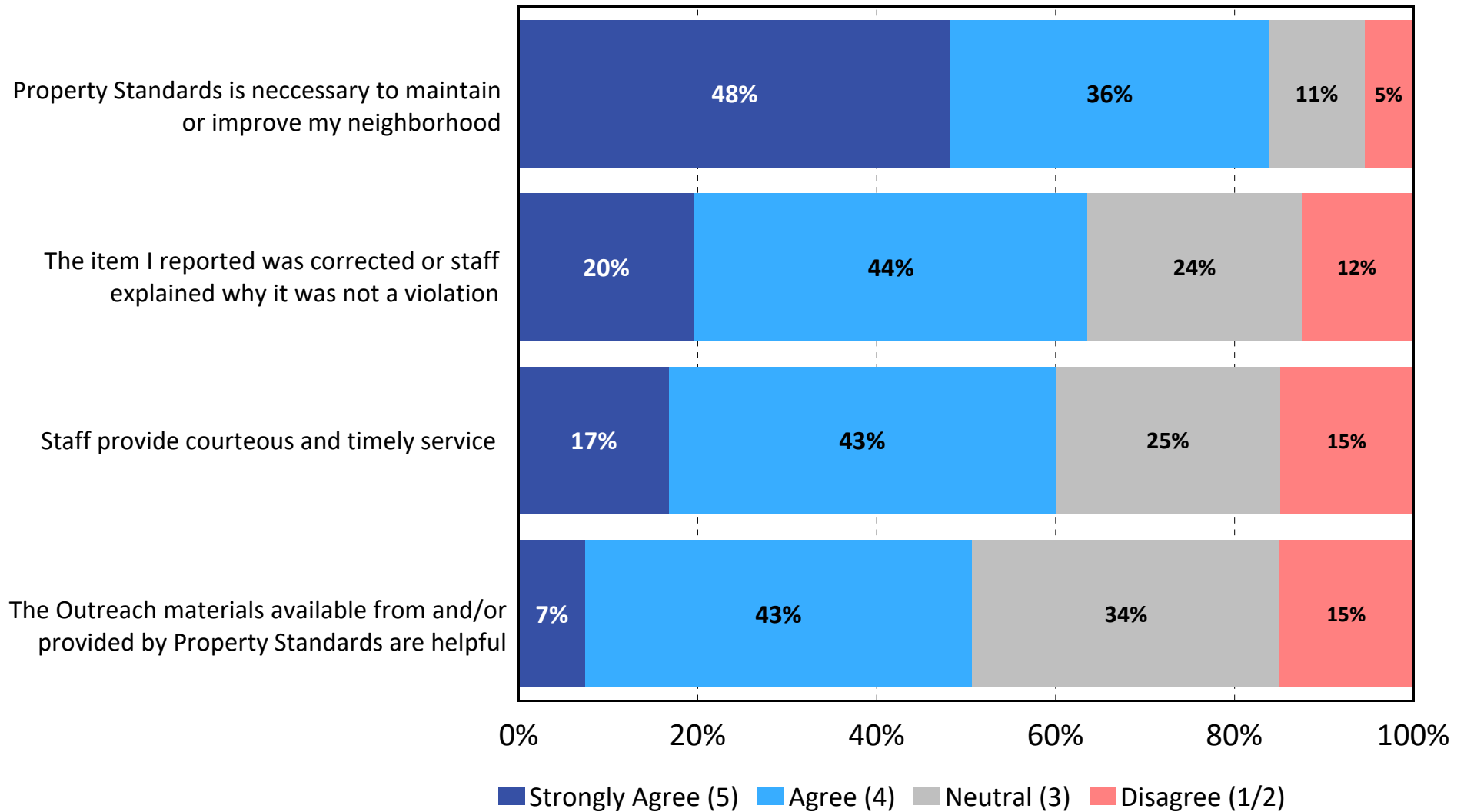
**2012 to 2022**  
by percentage of respondents



**Trends**

# Q17. Agreement With Various Statements About Property Standards

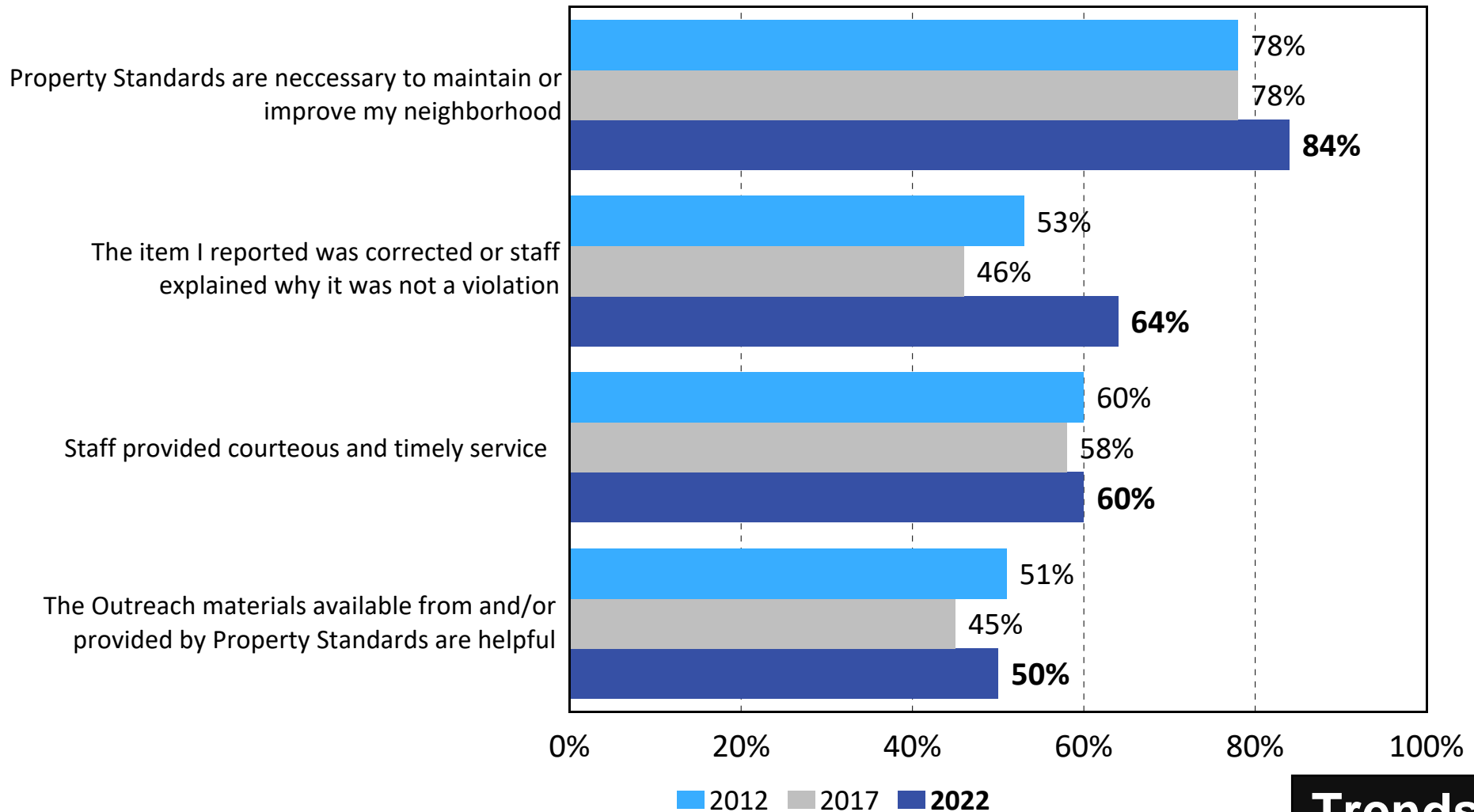
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



# TRENDS: Agreement With Various Statements About Property Standards

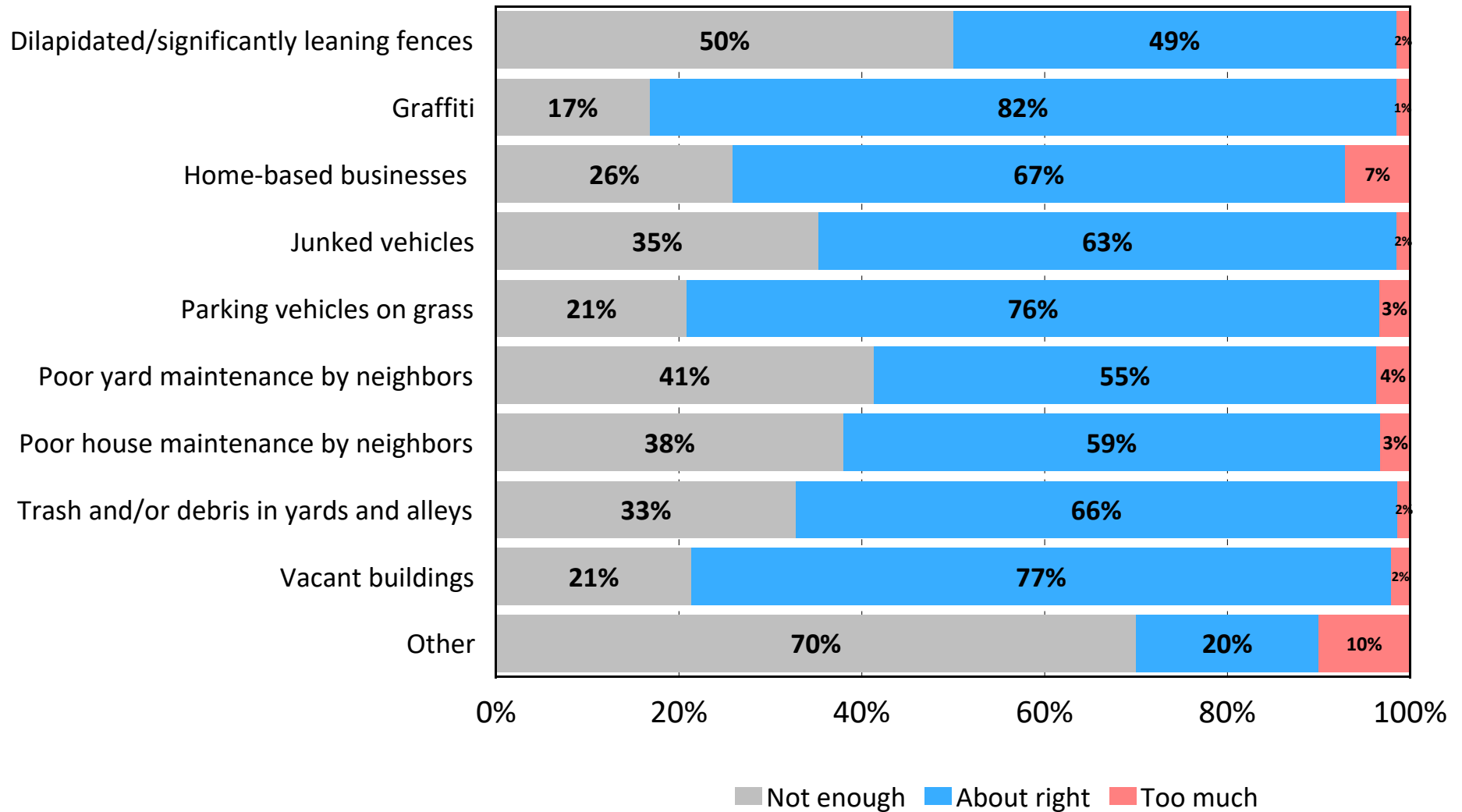
## 2012 to 2022

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



# Q18. Perceptions of the Current Level of Enforcement of the Following Property Maintenance Issues

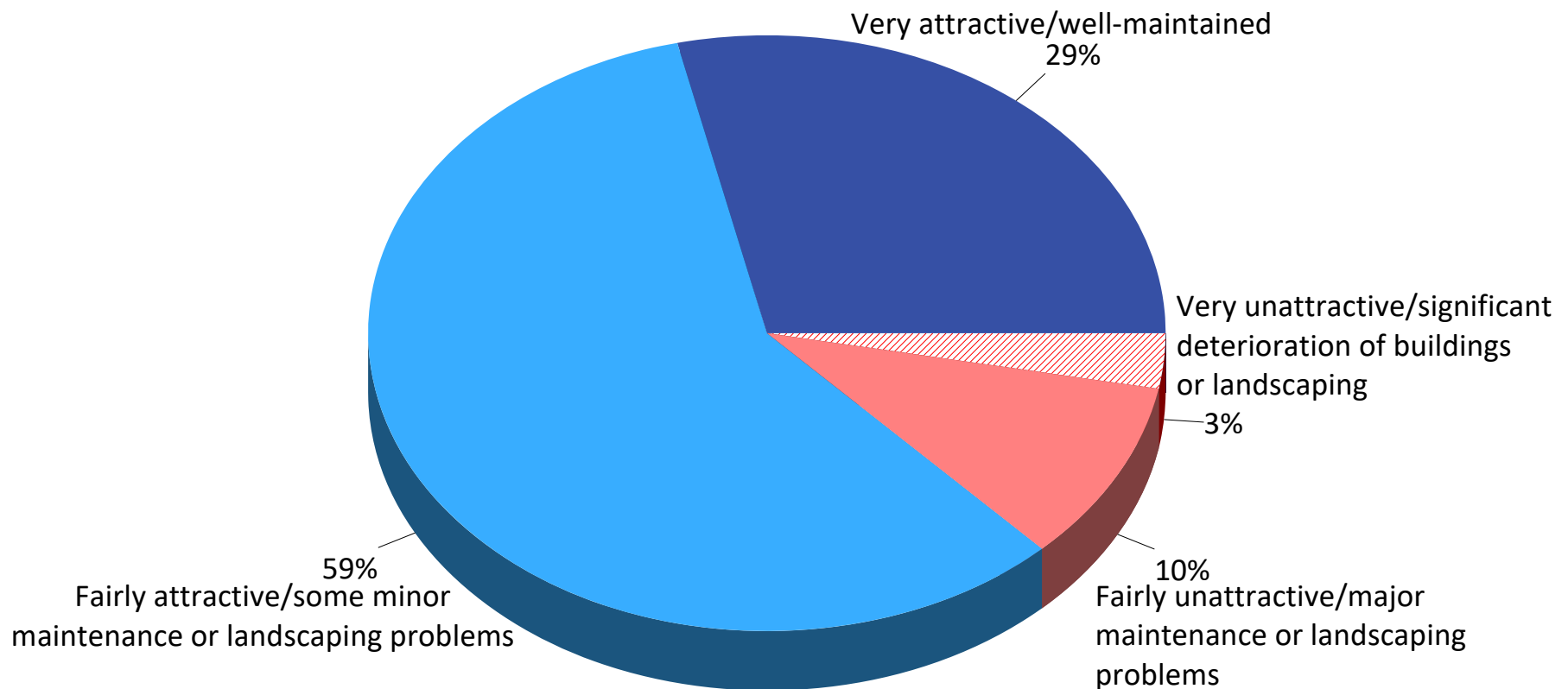
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding don't knows)





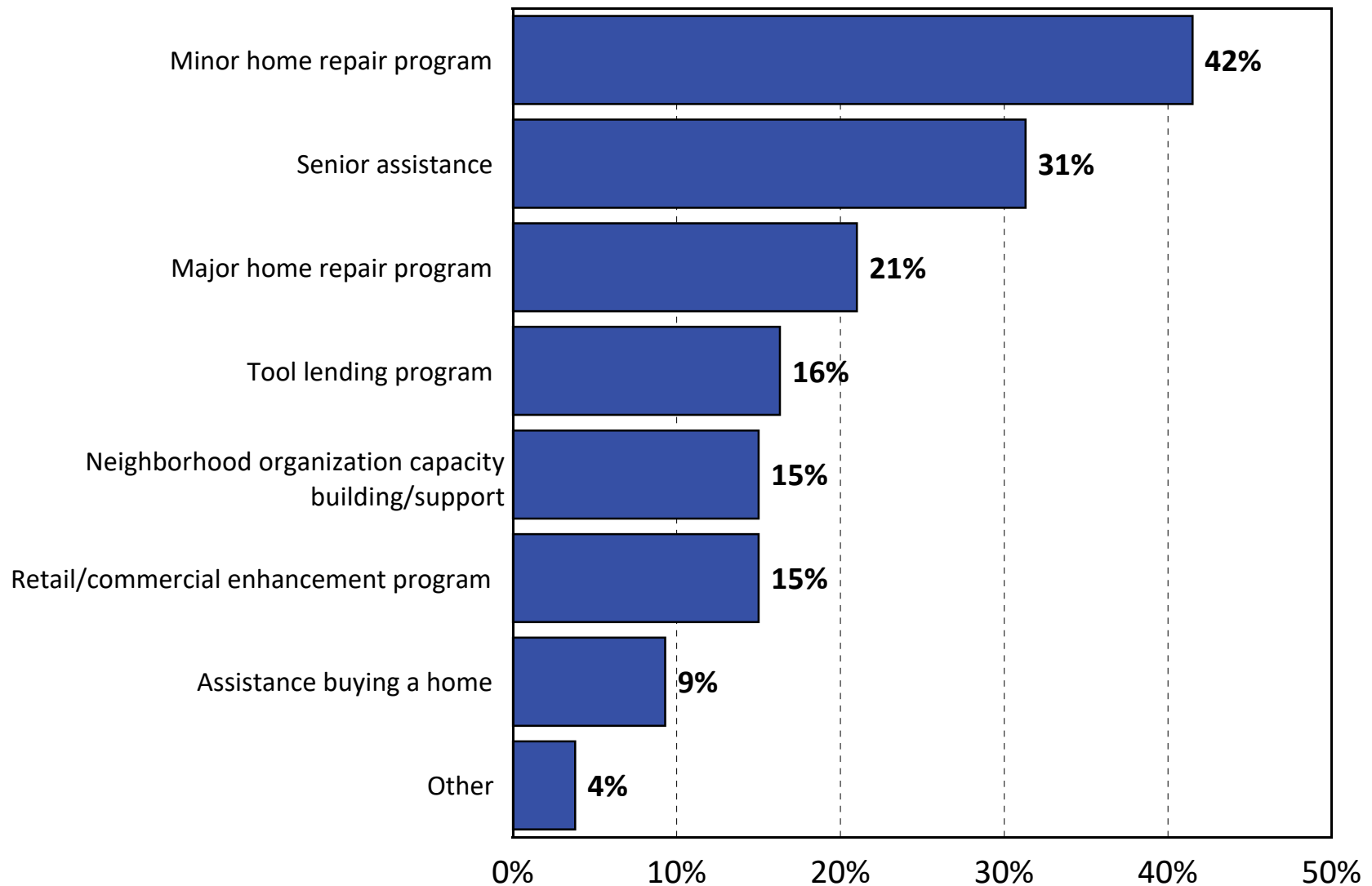
## Q19. Overall, how would you rate the appearance of commercial or retail property near your neighborhood?

by percentage of respondents (excluding don't knows)



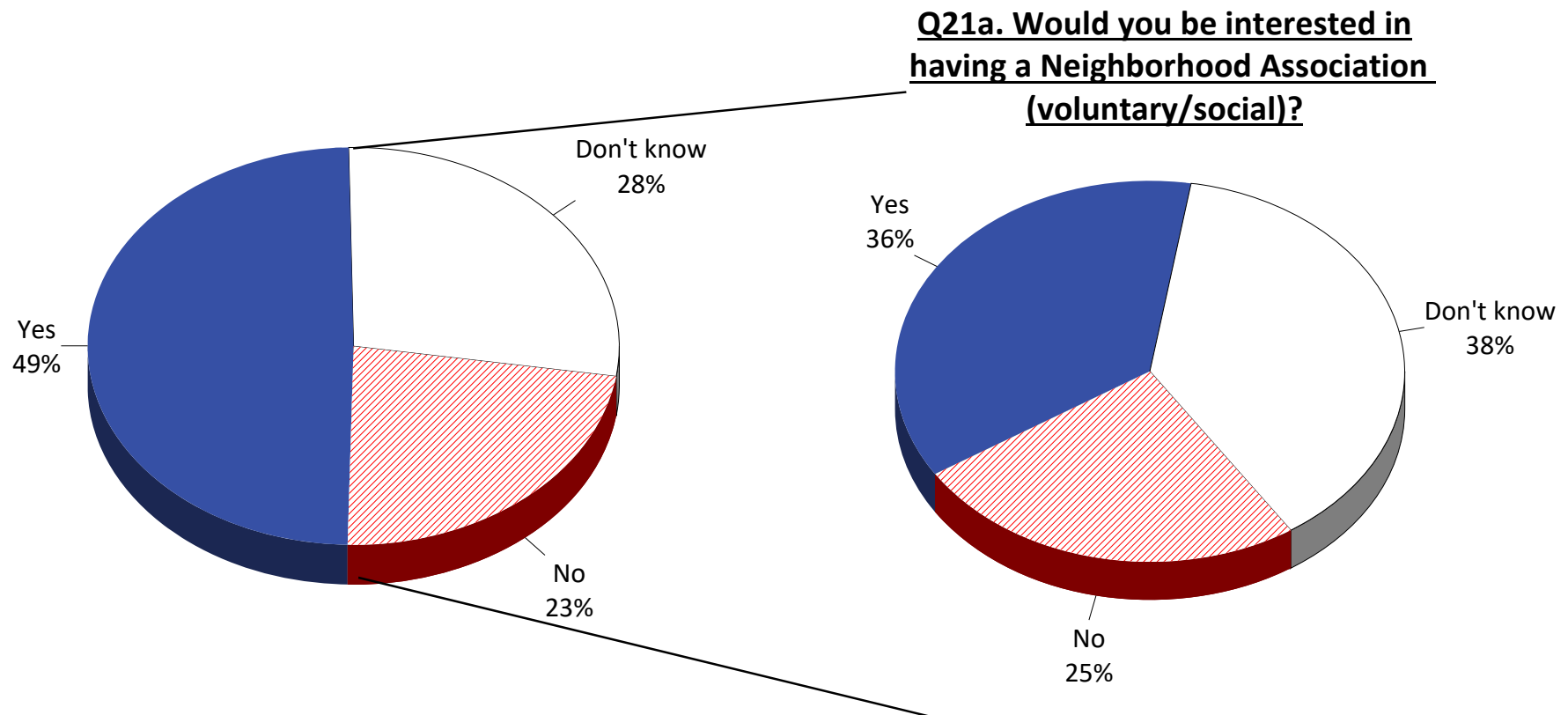
## Q20. Which of the following programs are **MOST NEEDED** in your neighborhood?

by percentage of respondents (multiple choices could be made)

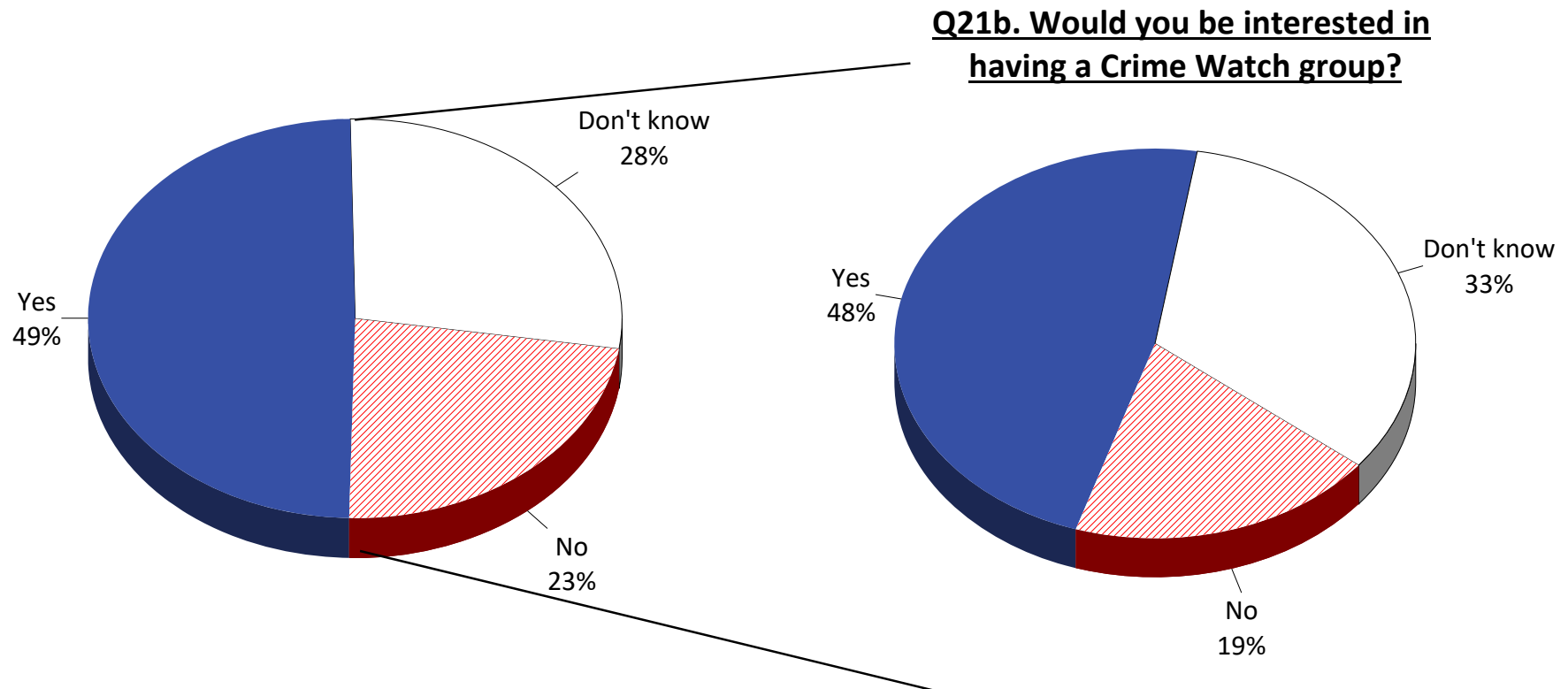


## Q21. Is there a Neighborhood Association (voluntary/social/mandatory) or Crime Watch group in your neighborhood?

by percentage of respondents

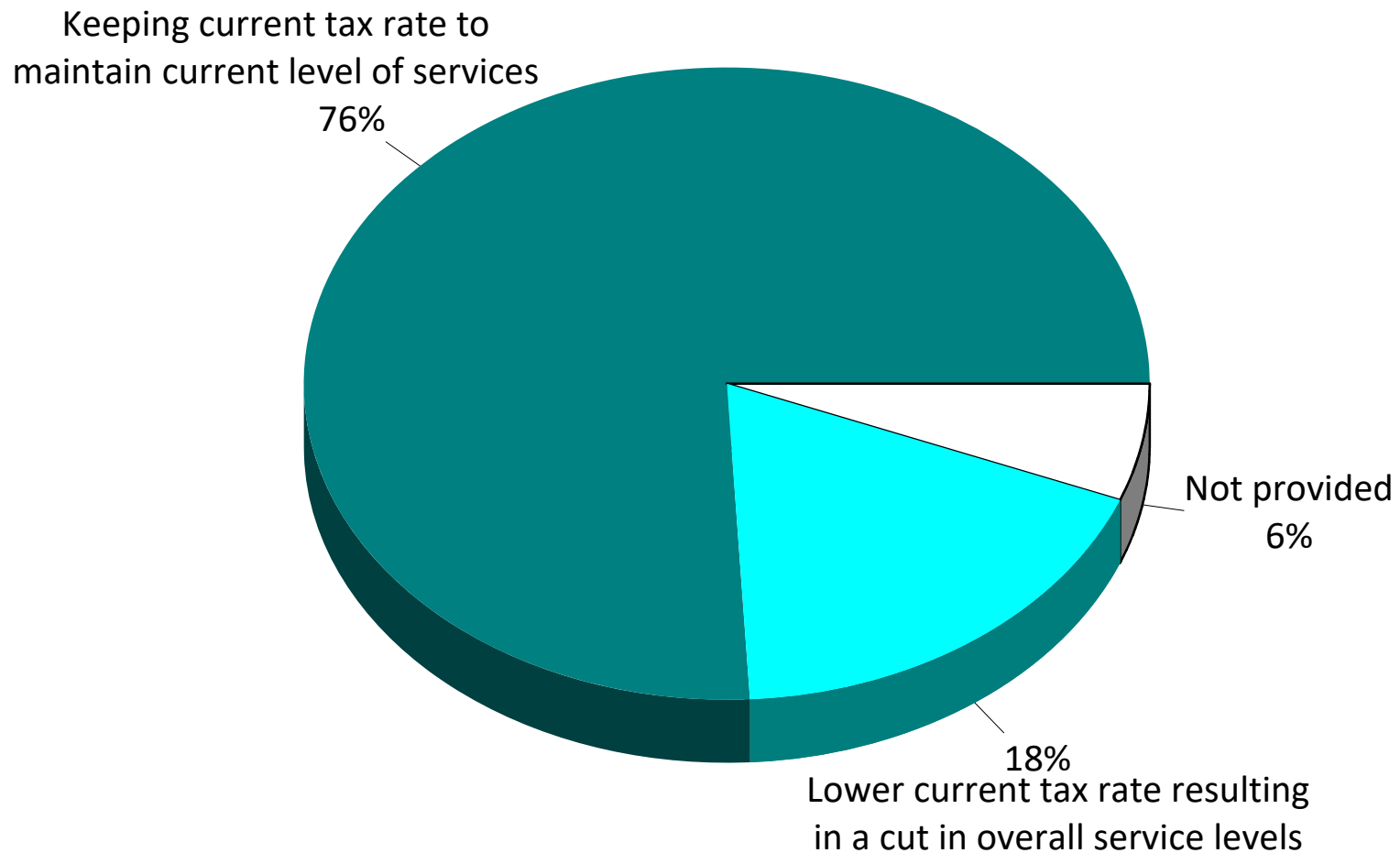


# Q21. Is there a Neighborhood Association (voluntary/social/mandatory) or Crime Watch group in your neighborhood? by percentage of respondents



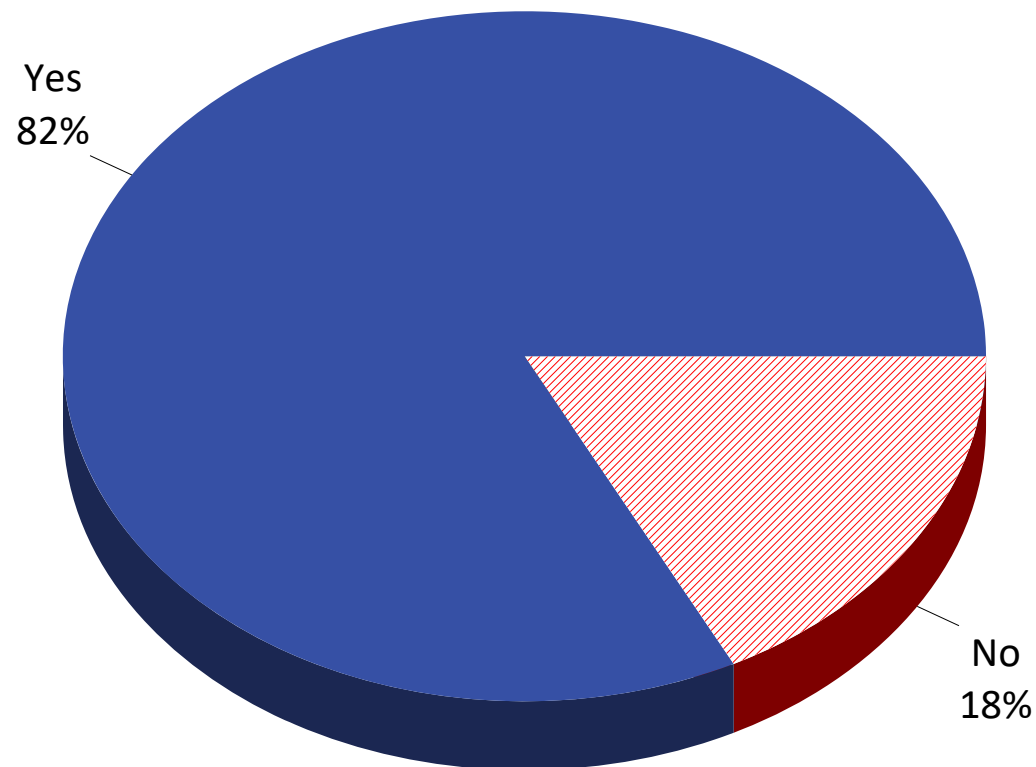
## Q22. If you had to choose between keeping the current tax rate to maintain your current quality of life and the level of service provided by the City, or lowering the current tax rate and cutting services, which would you choose?

by percentage of respondents



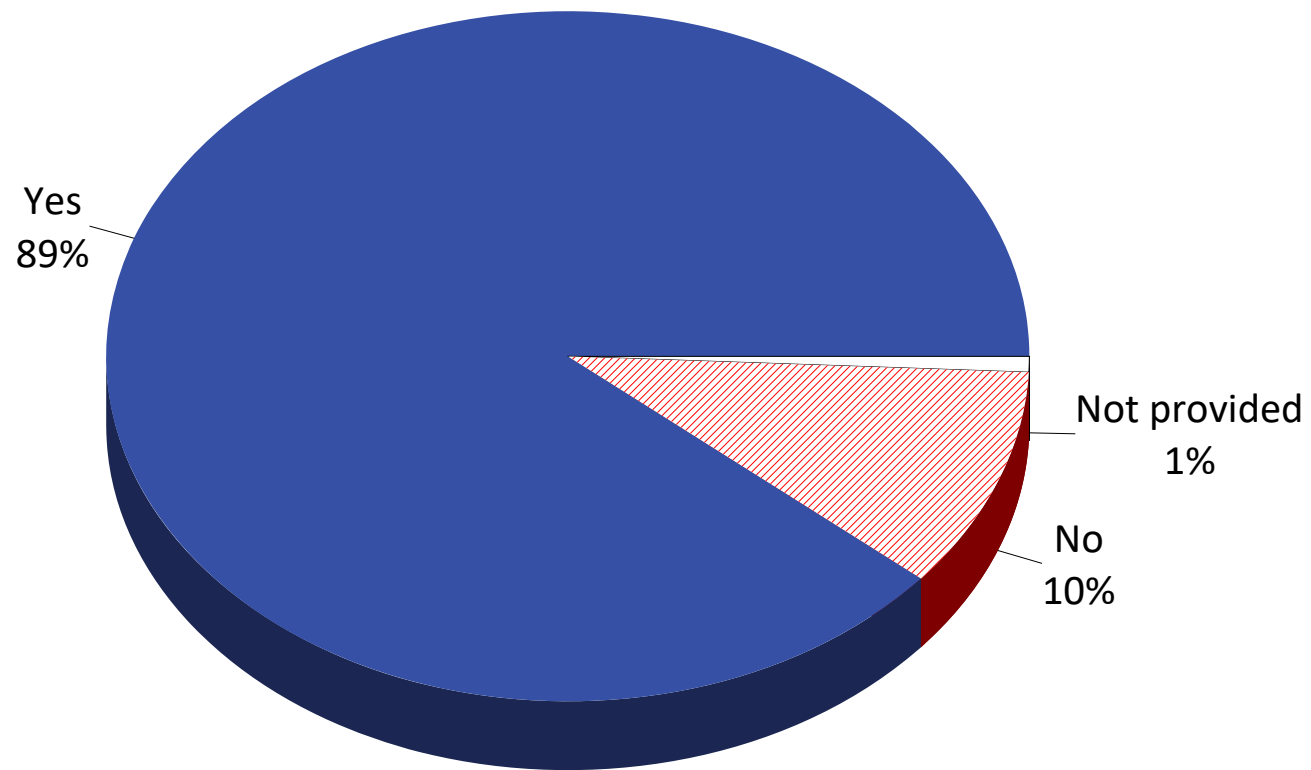
## Q23. Are you aware that the City of Plano offers several exemptions and tax freezes in order to assist homeowners in lowering their property tax bills?

by percentage of respondents



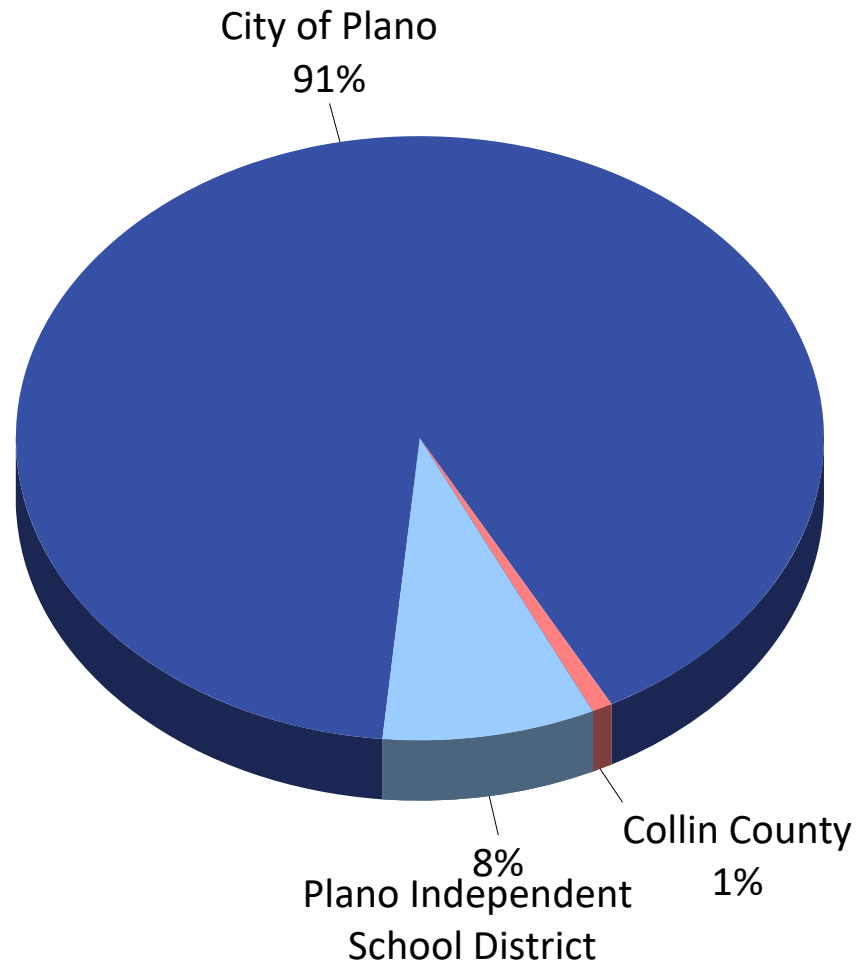
## Q24. Are you aware that when you receive your property tax bill from the County you are actually paying taxes to four separate entities?

by percentage of respondents



## Q24a. From which of the following entities do you receive the majority of your services?

by percentage of respondents (excluding not provided)

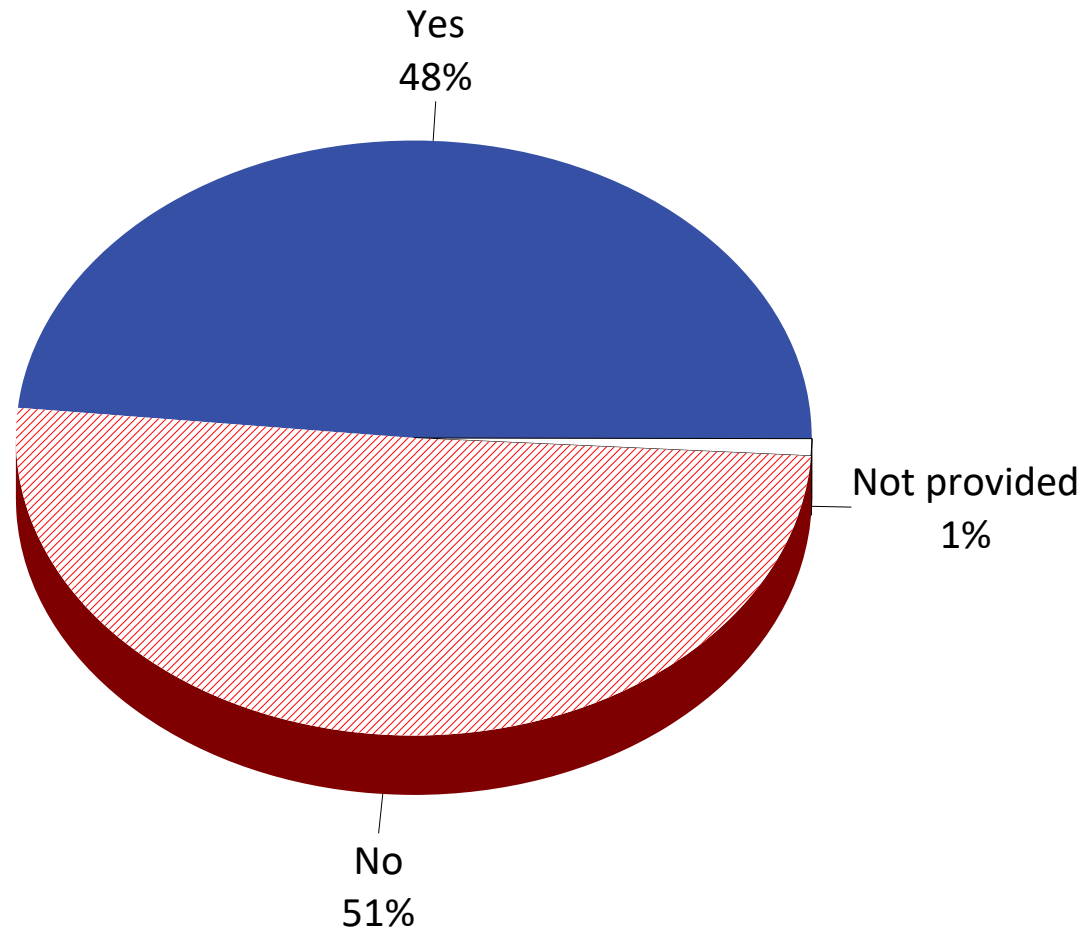


*0.2% selected Collin College*



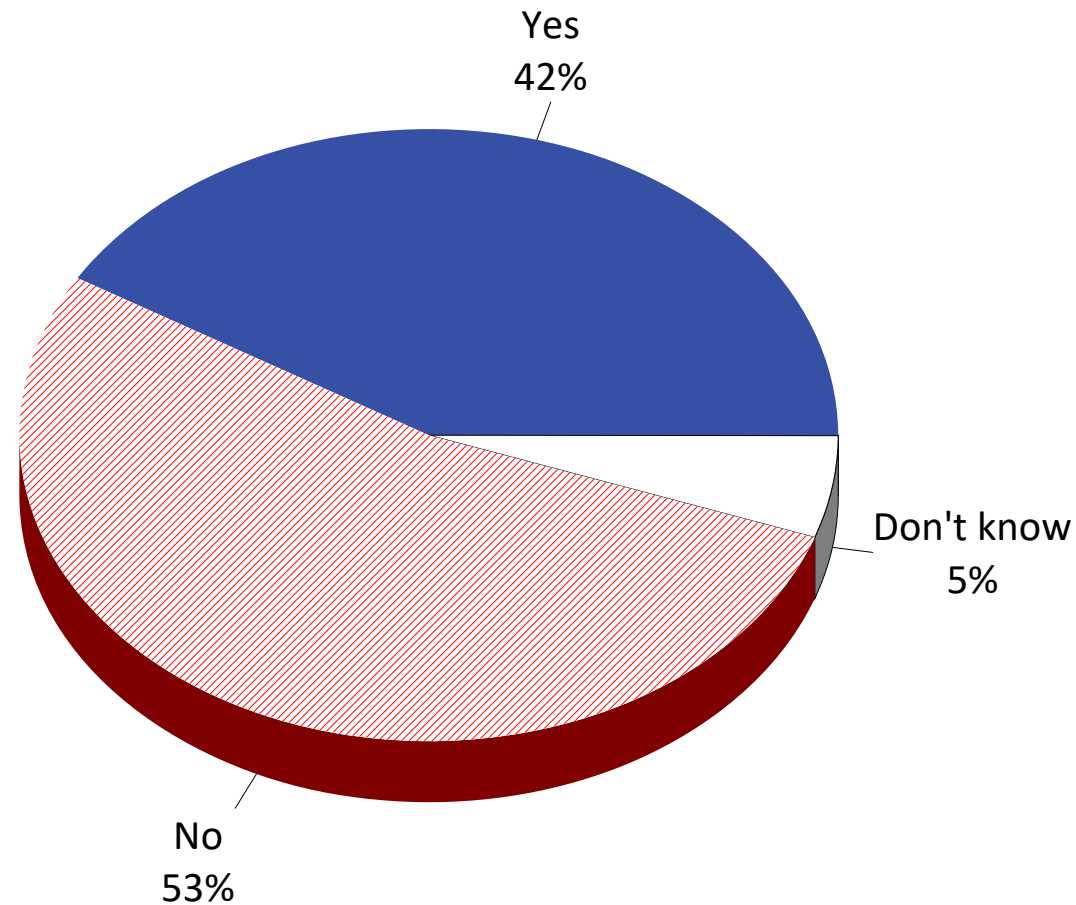
## Q25. Were you aware of the Comprehensive Plan Review process that occurred between 2019 and 2021?

by percentage of respondents



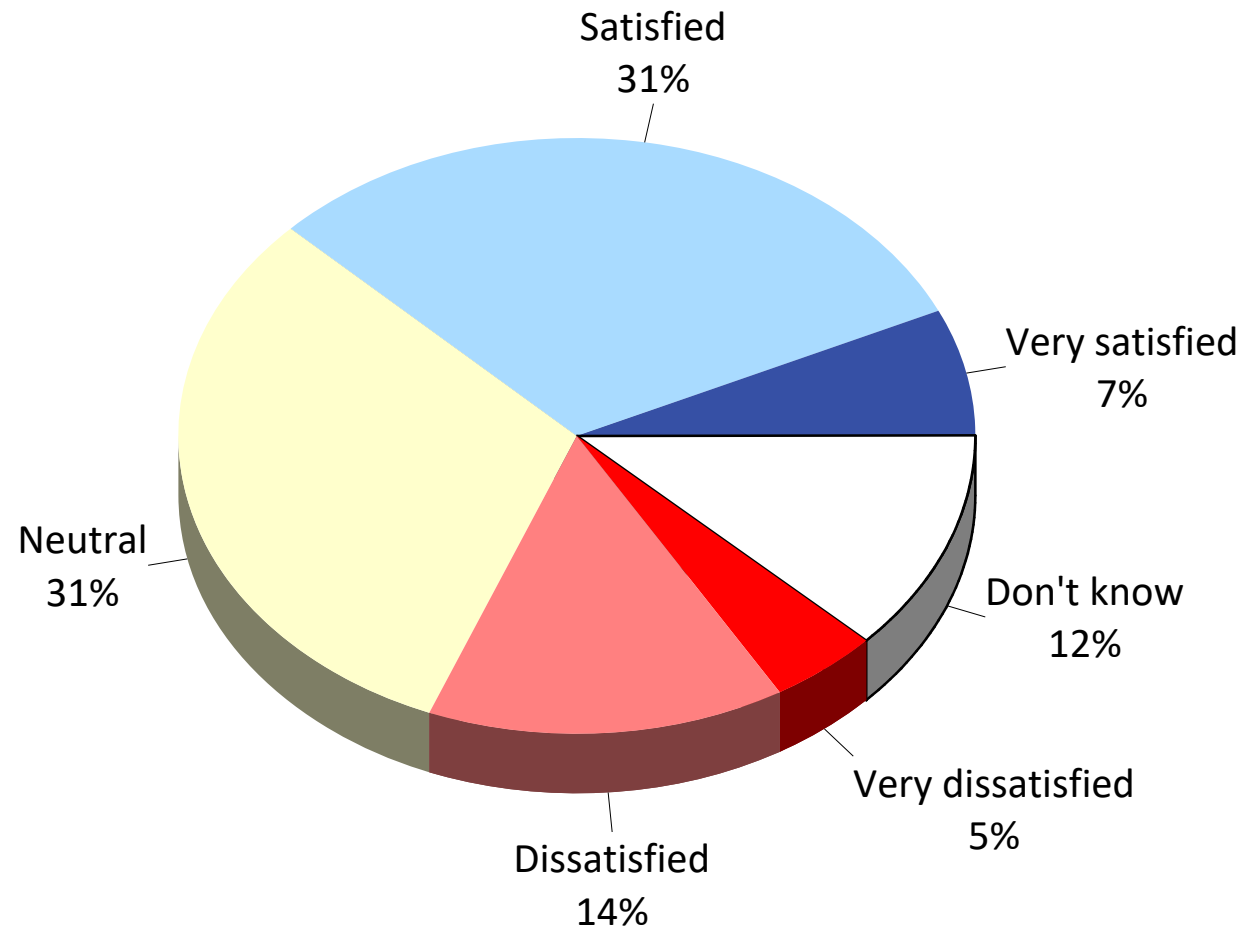
## Q25a. Did you participate in the process by completing a plan survey, speaking at a hearing, writing a letter, or some other means?

by percentage of respondents who were aware of the Comprehensive Plan Review process



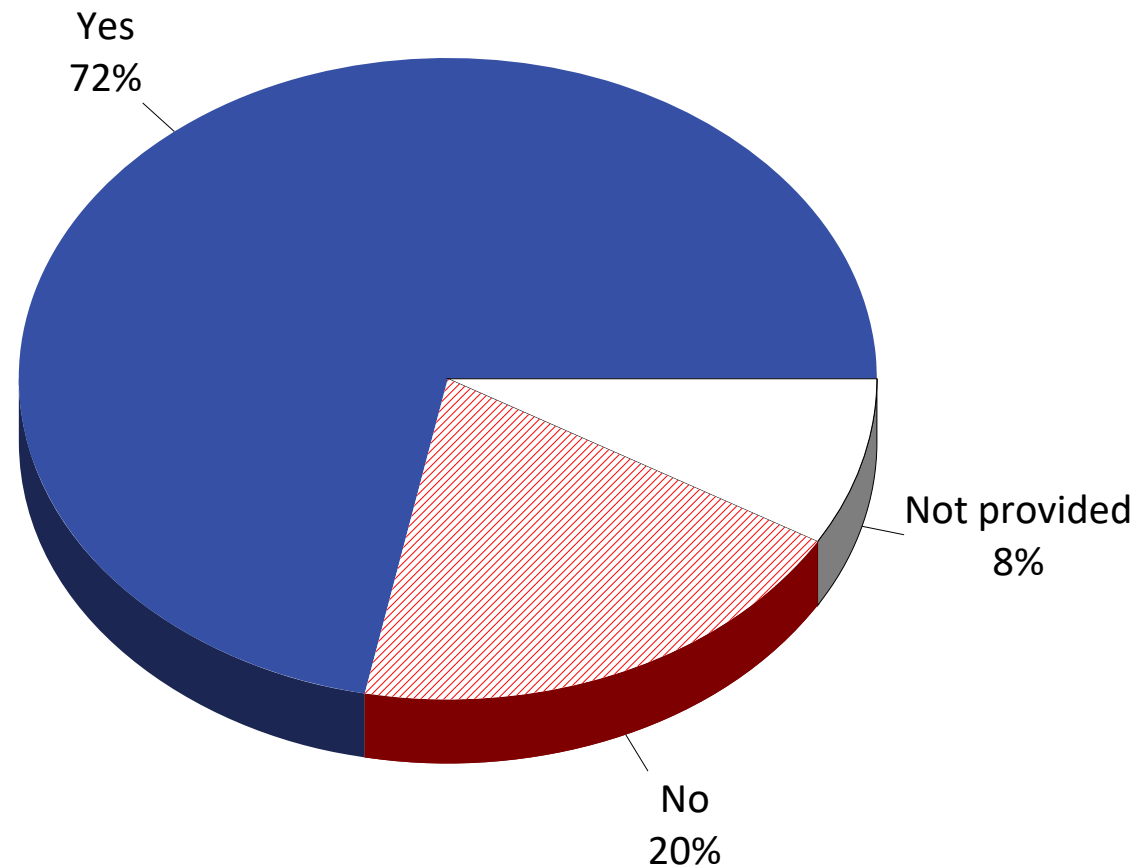
## Q25b. How satisfied were you with the results of the process adopting Comprehensive Plan 2021?

by percentage of respondents who were aware of the Comprehensive Plan Review process



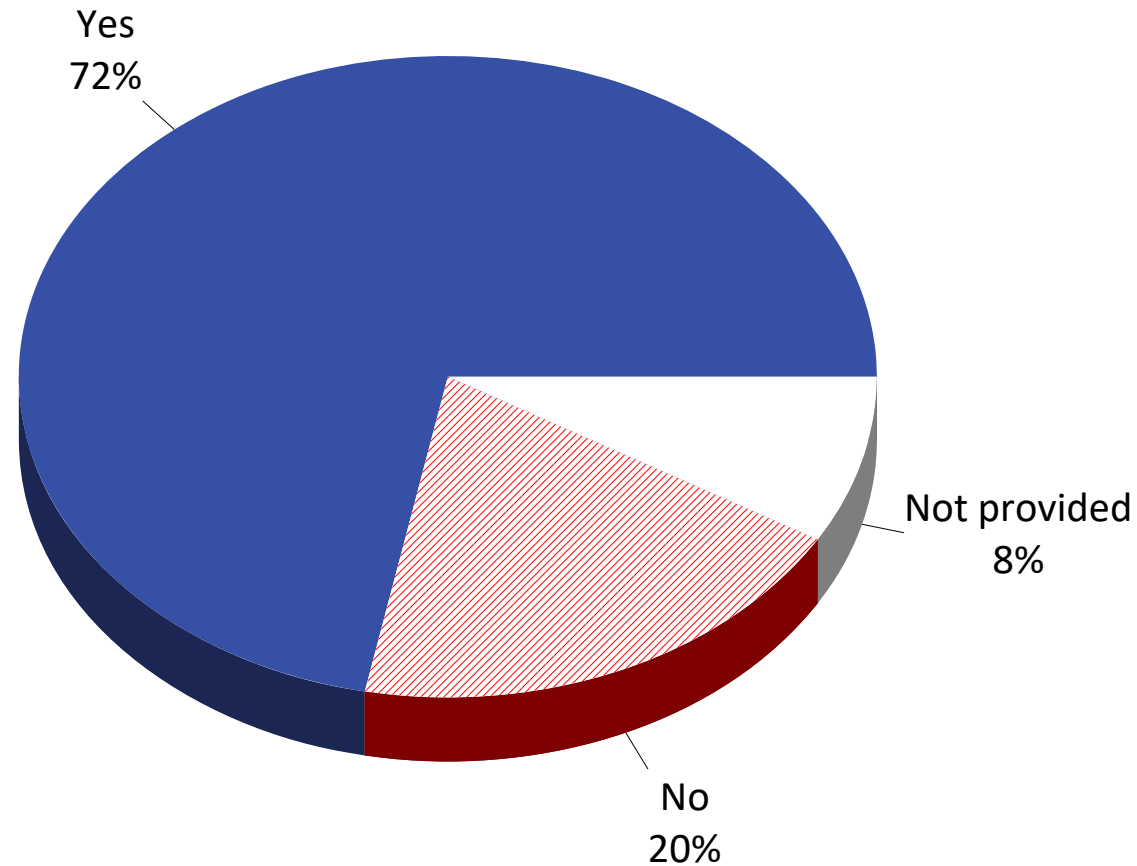
## Q26. Are you interested in being alerted of zoning cases in your area?

by percentage of respondents



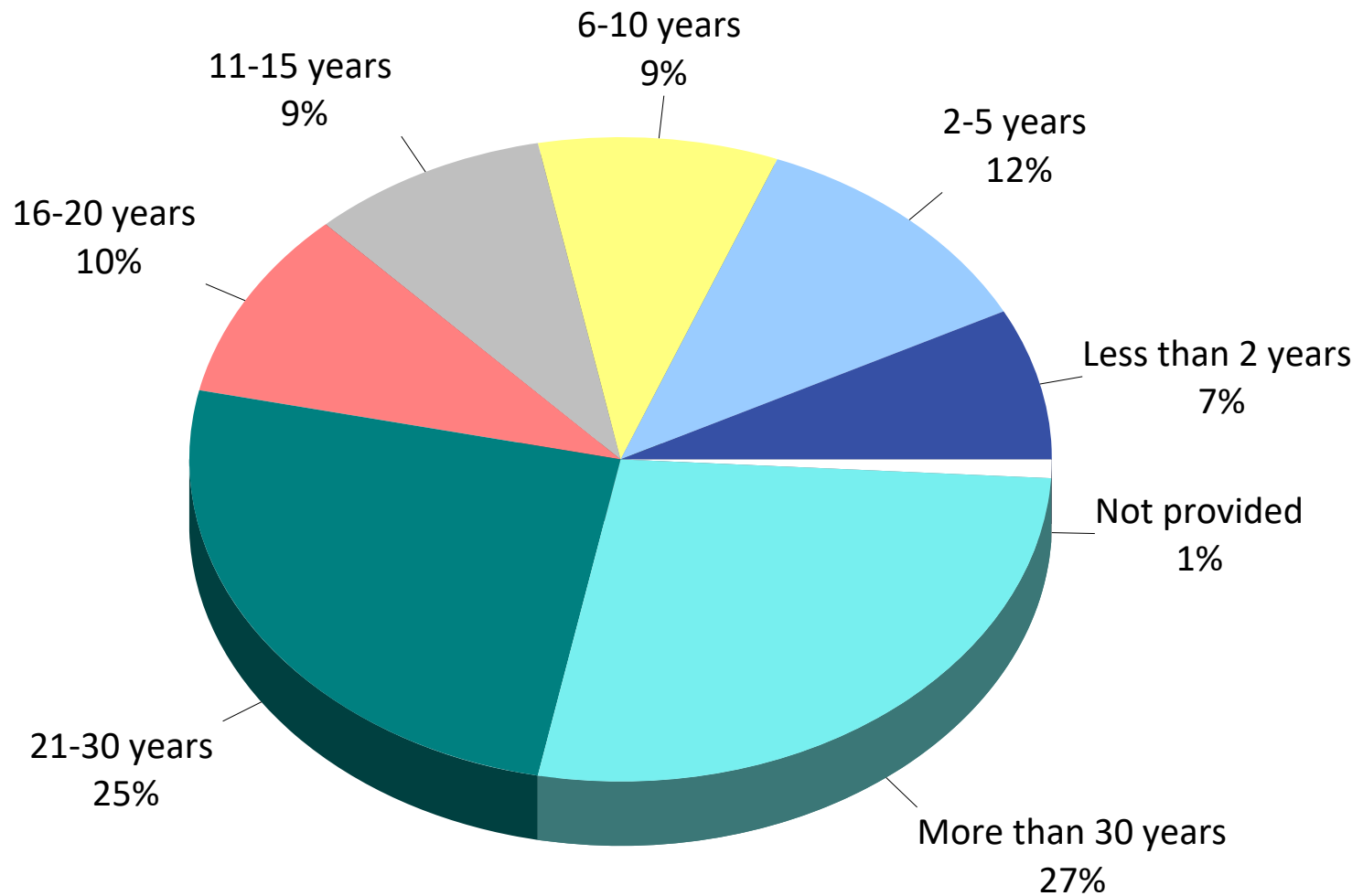
## Q26a. Have you completed the online zoning case alert available at [www.plano.gov/1335/Active-Zoning-Petitions](http://www.plano.gov/1335/Active-Zoning-Petitions)?

by percentage of respondents who are interested in being alerted of zoning cases in their area



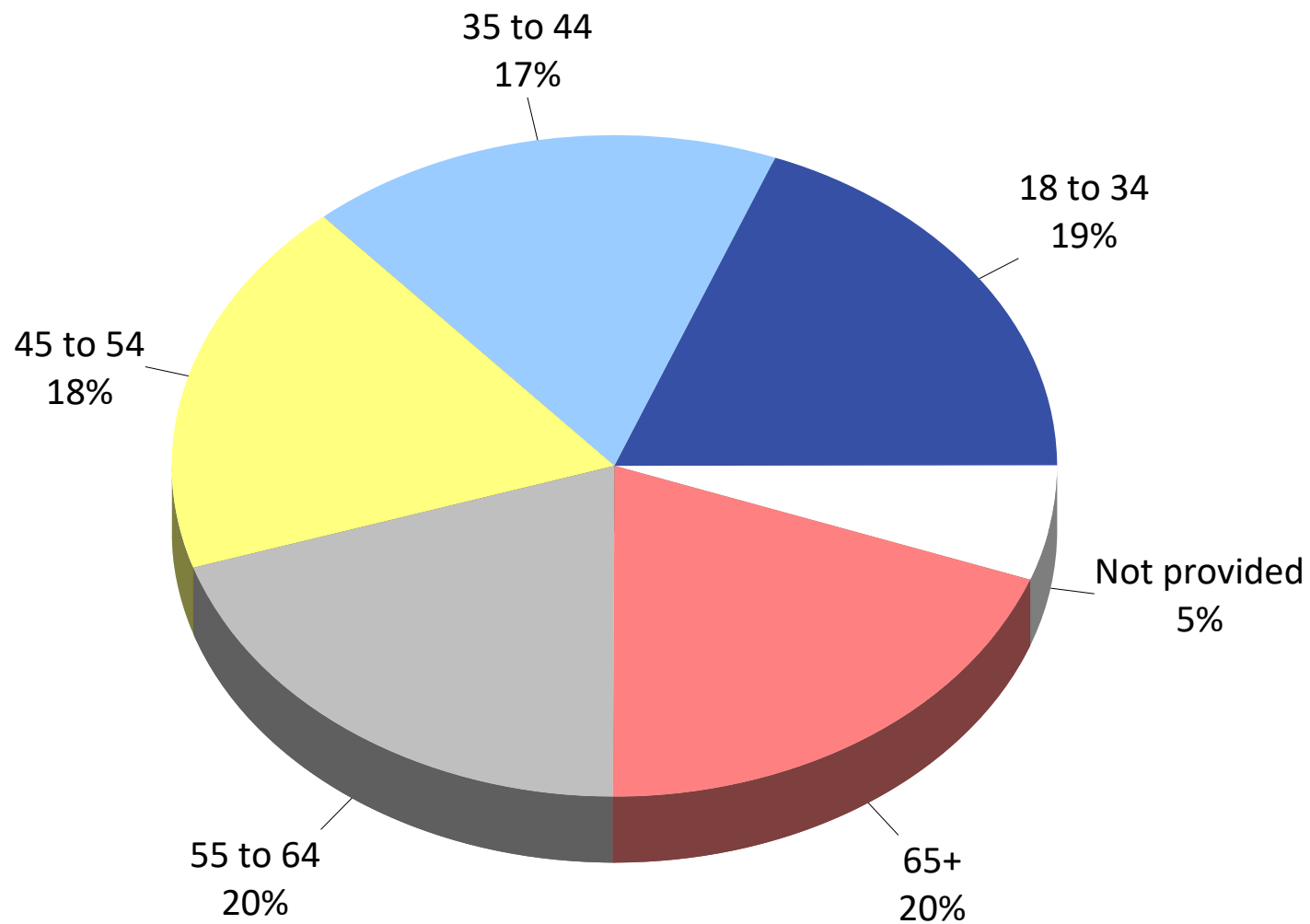
## Q27. Approximately how many years have you lived in Plano?

by percentage of respondents



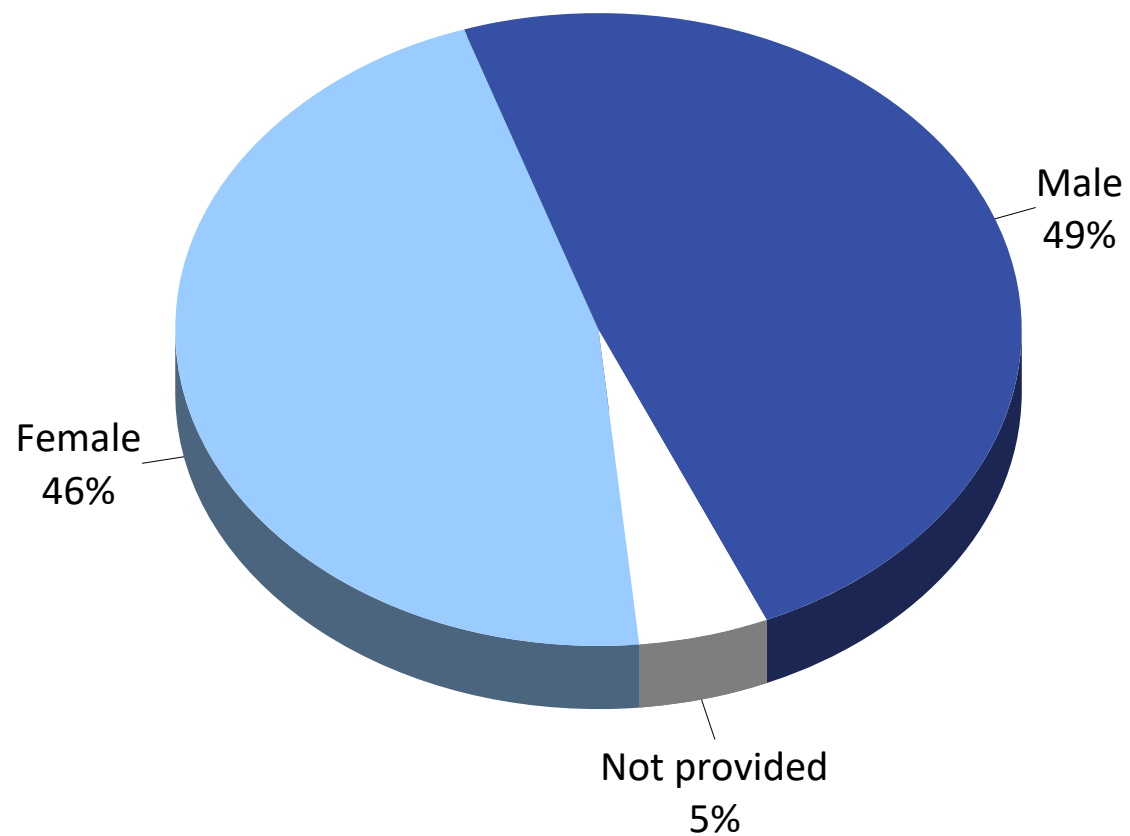
## Q28. What is your age?

by percentage of respondents



## Q29. What is your gender?

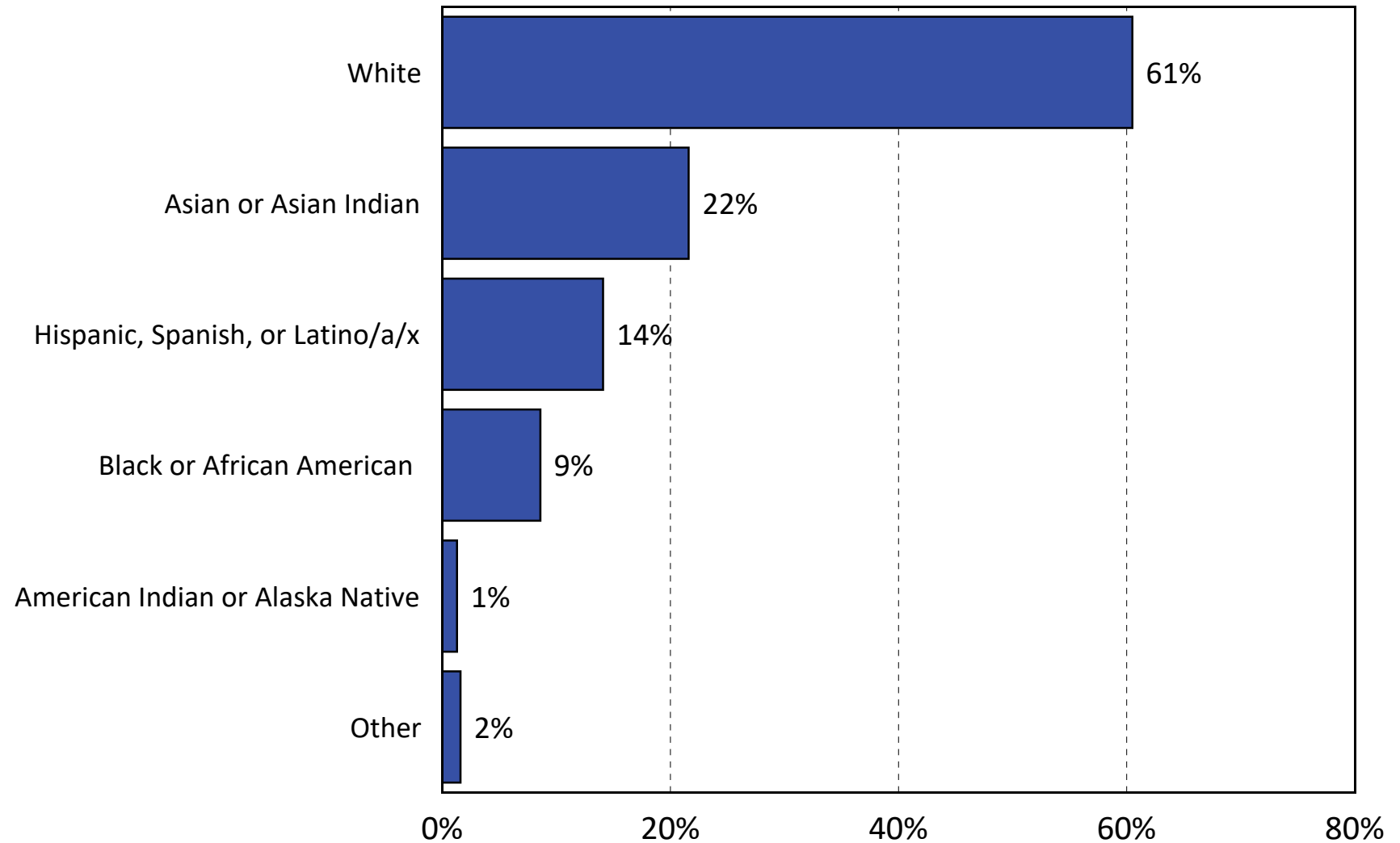
by percentage of respondents





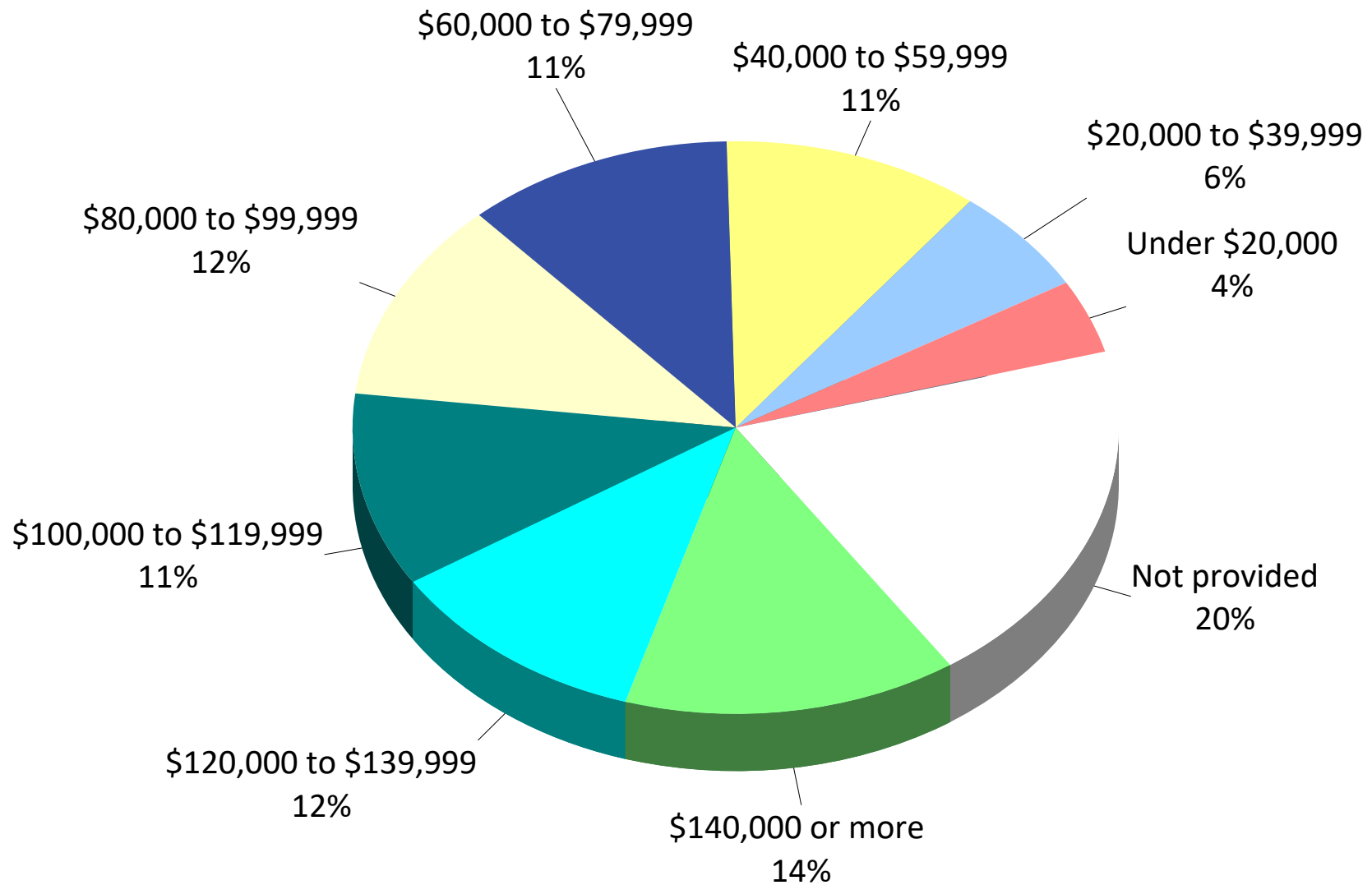
## Q31. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be made)



## Q32. Would you say your total annual household income is:

by percentage of respondents





# Benchmarking Analysis

# Benchmarking Analysis



## Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the fall and winter of 2021 to a random sample of over 9,000 residents in the continental United States, (2) a regional survey that was administered by ETC Institute during the fall and winter of 2021 to a random sample of residents living in the state of Texas, and 3) survey results from 41 large communities (population of 100,000 or more) where the *DirectionFinder*® survey was administered between January 2020 and March 2022.

The 41 communities included in the performance ranges that are shown in this report are listed below:

- Austin, Texas
- Bucks County, Pennsylvania
- Buncombe County, North Carolina
- Cabarrus County, North Carolina
- Cincinnati, Ohio
- Coral Springs, Florida
- Dallas, Texas
- Davenport, Iowa
- Des Moines, Iowa
- Durham, North Carolina
- Durham County, North Carolina
- El Paso, Texas
- Elgin, Illinois
- Forsyth County, North Carolina
- Fort Lauderdale, Florida
- Fort Worth, Texas
- Gainesville, Florida
- Henderson, Nevada
- High Point, North Carolina
- Jefferson County, Alabama
- Johnson County, Kansas
- Kansas City, Missouri
- Las Vegas, Nevada
- League City, Texas
- Mecklenburg County, North Carolina
- Meridian, Idaho
- Mesquite, Texas
- Oklahoma City, Oklahoma
- Olathe, Kansas
- Overland Park, Kansas
- Pueblo, Colorado
- Raleigh, North Carolina
- Round Rock, Texas
- Sterling Heights, Michigan
- Sugar Land, Texas
- Tempe, Arizona
- Thornton, Colorado
- Topeka, Kansas
- Vancouver, Washington
- Wilmington, North Carolina
- Winston-Salem, North Carolina

# Benchmarking Analysis



## Interpreting the Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding “don’t knows.”

The two sets of charts are briefly described below:

- In the first set of charts, the blue bars show the results for Plano, the red bars show the results for the regional survey administered to a random sample of residents in the state of Texas during the fall and winter of 2021, and the yellow bars show the results of a national survey that was conducted by ETC Institute to over 9,000 residents across the United States during the fall and winter of 2021.
- In the second set of charts, the horizontal bar shows the range of performance among communities in ETC Institute’s *DirectionFinder*® database for communities with more than 100,000 residents where surveys were conducted between January 2020 and March 2022. The orange dot on each chart shows the rating for Plano. The vertical line shows the average rating for communities with 100,000 or more residents.

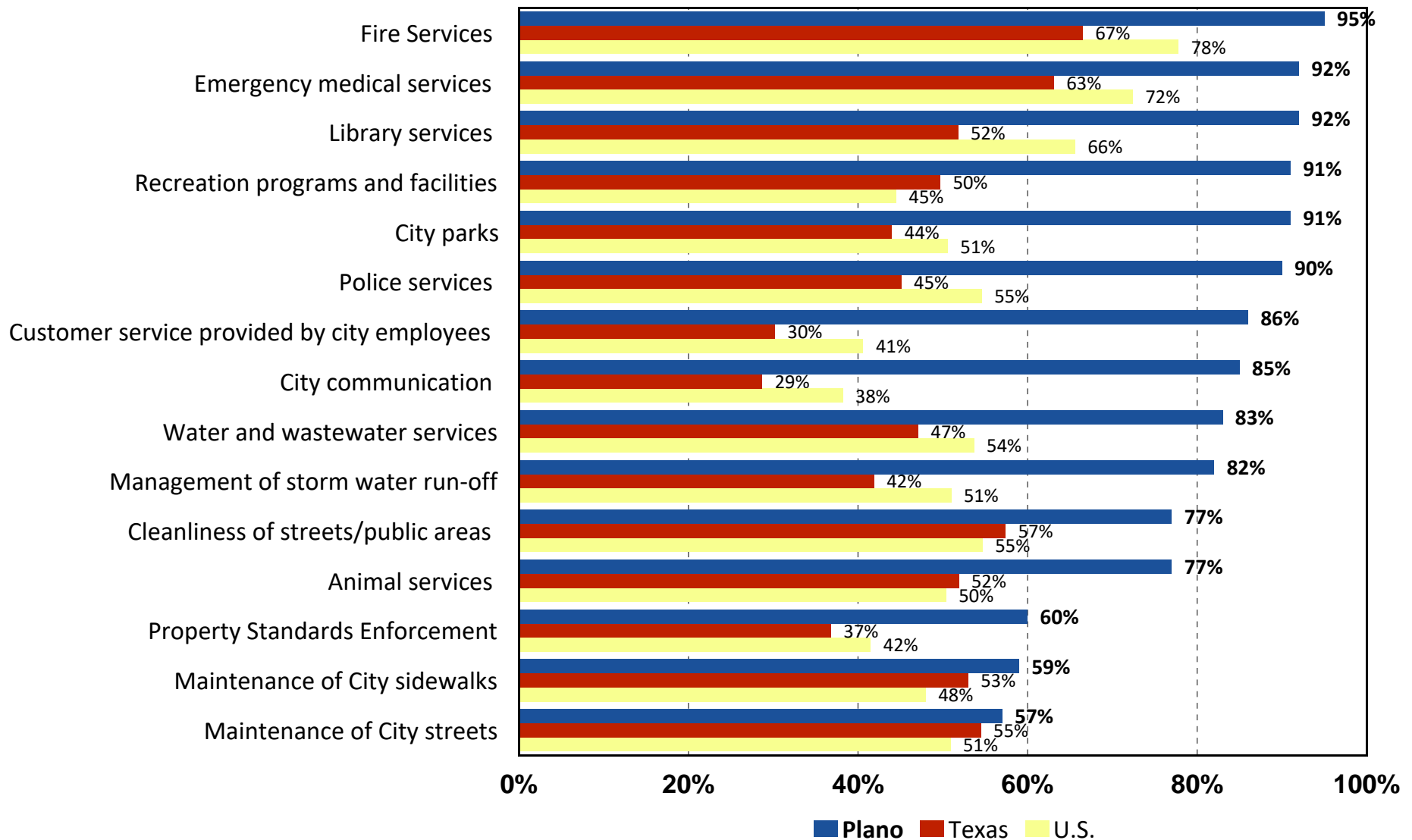
# National Benchmarks

**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 the City of Plano, Texas is not authorized without written consent from ETC Institute.**

# Overall Satisfaction with Major City Services

## Plano vs. Texas vs. the U.S.

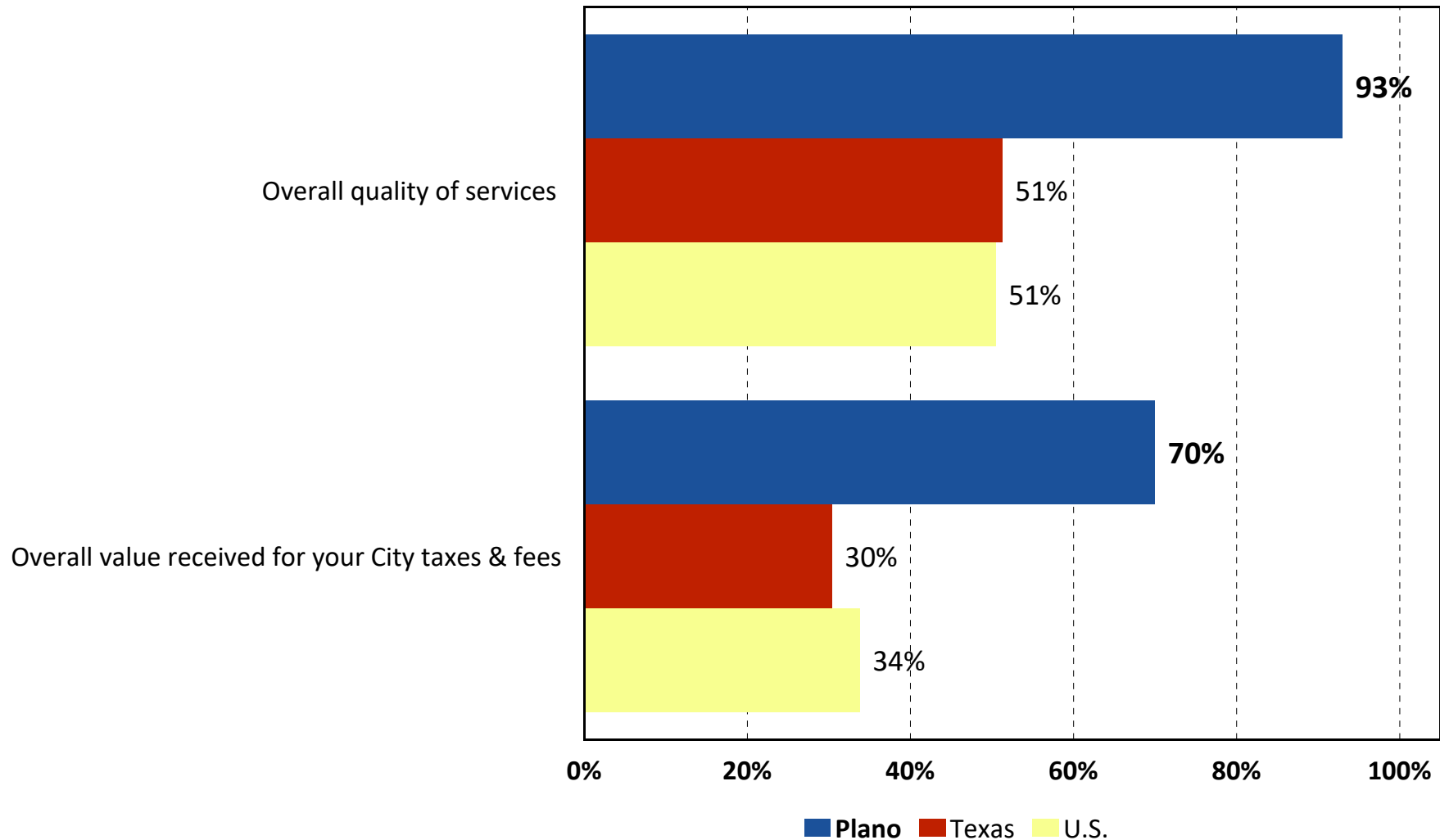
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Perceptions of the City

## Plano vs. Texas vs. the U.S.

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

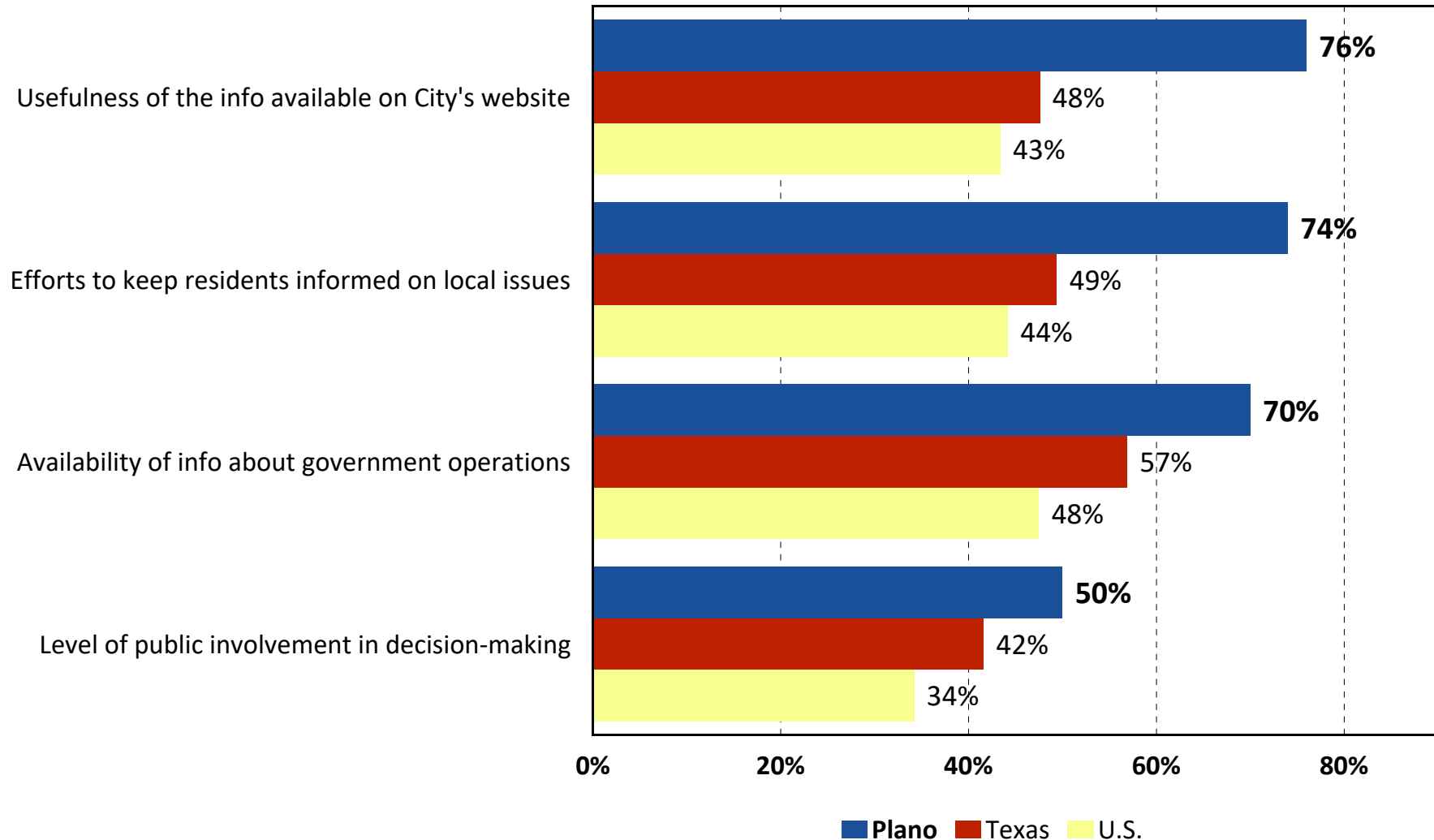




# Overall Satisfaction with Communication

## Plano vs. Texas vs. the U.S.

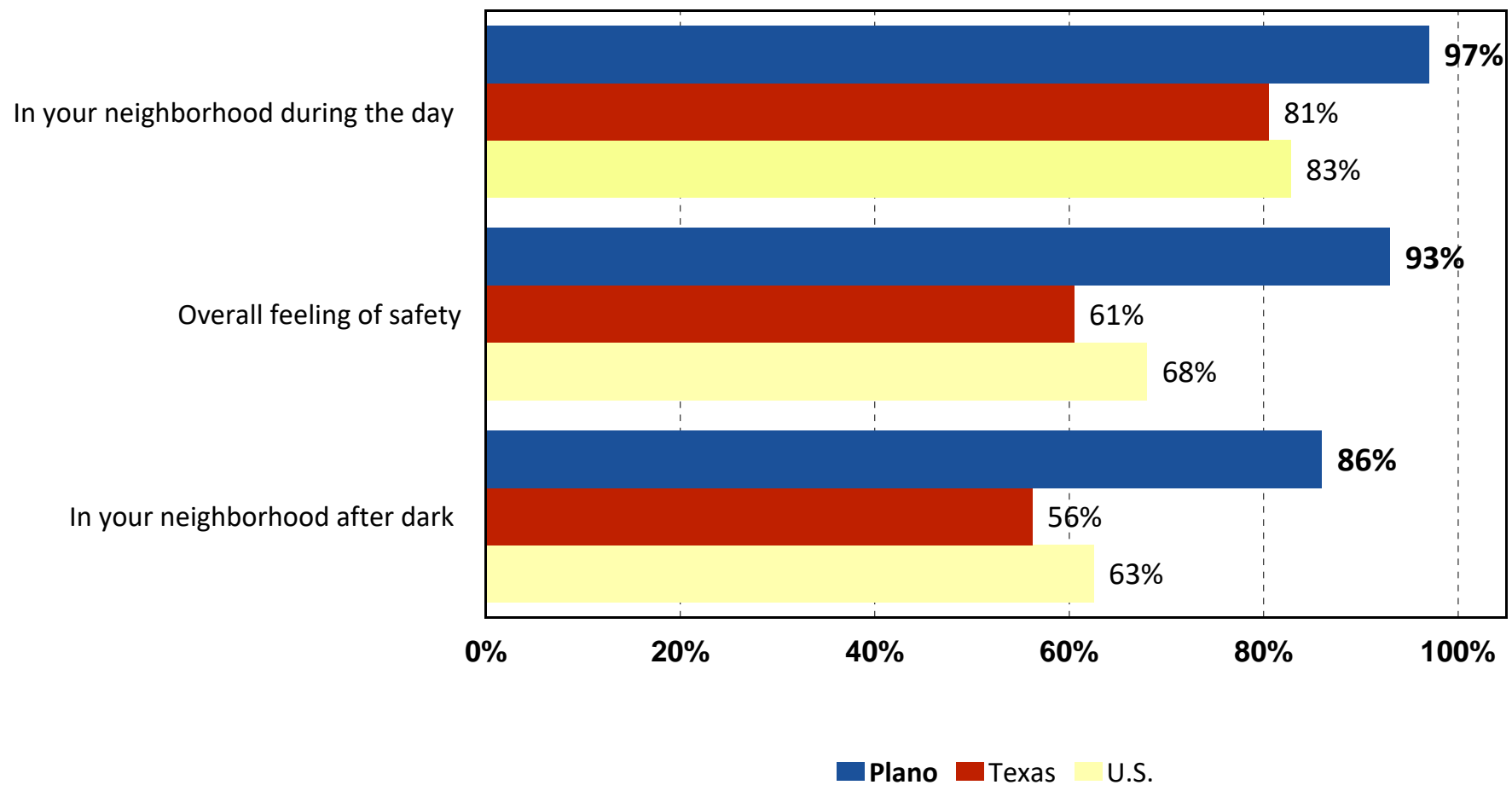
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# How Safe Residents Feel in Their Community

## Plano vs. Texas vs. the U.S.

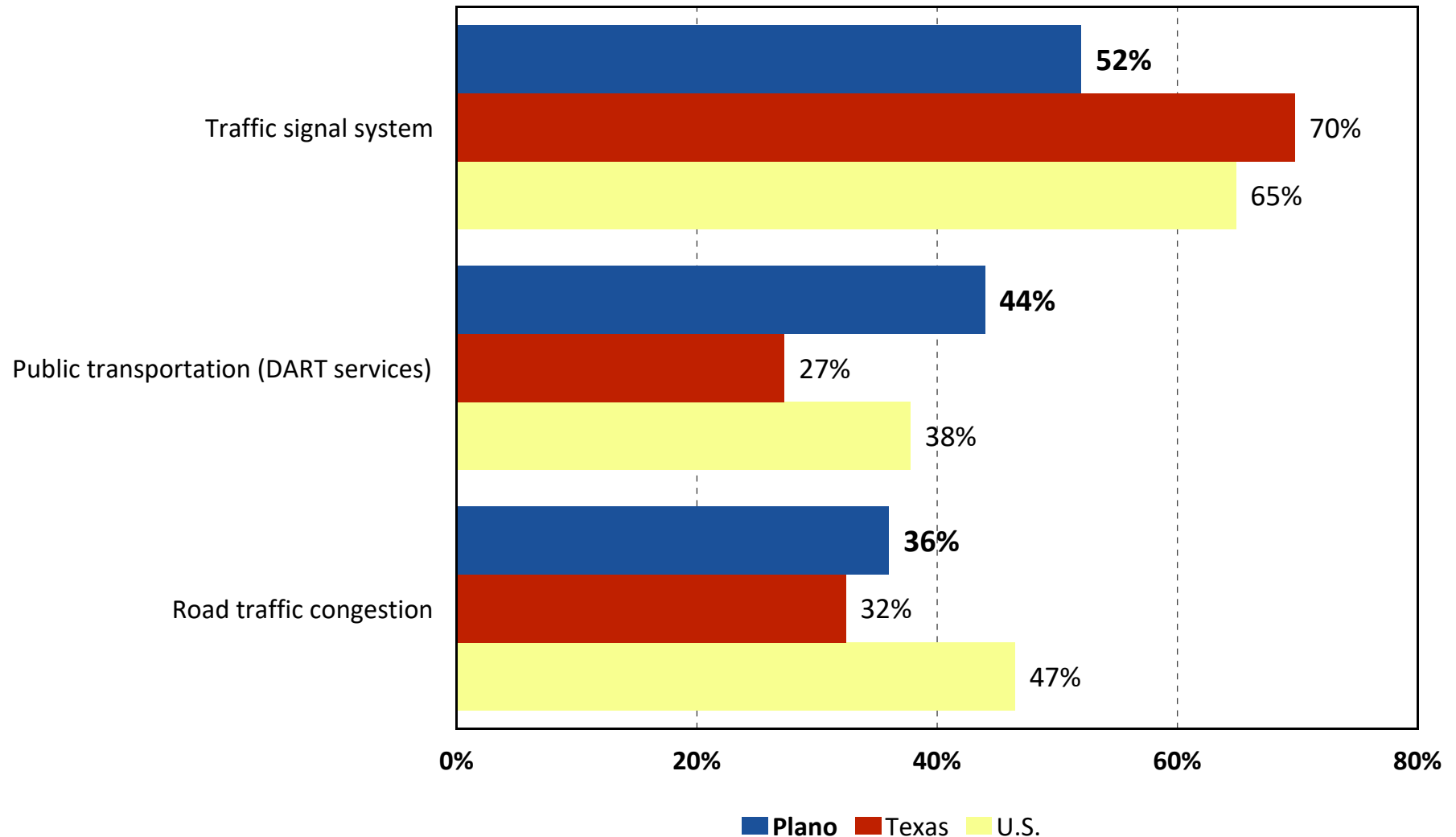
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



# Overall Satisfaction with Public Works/Engineering

## Plano vs. Texas vs. the U.S.

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



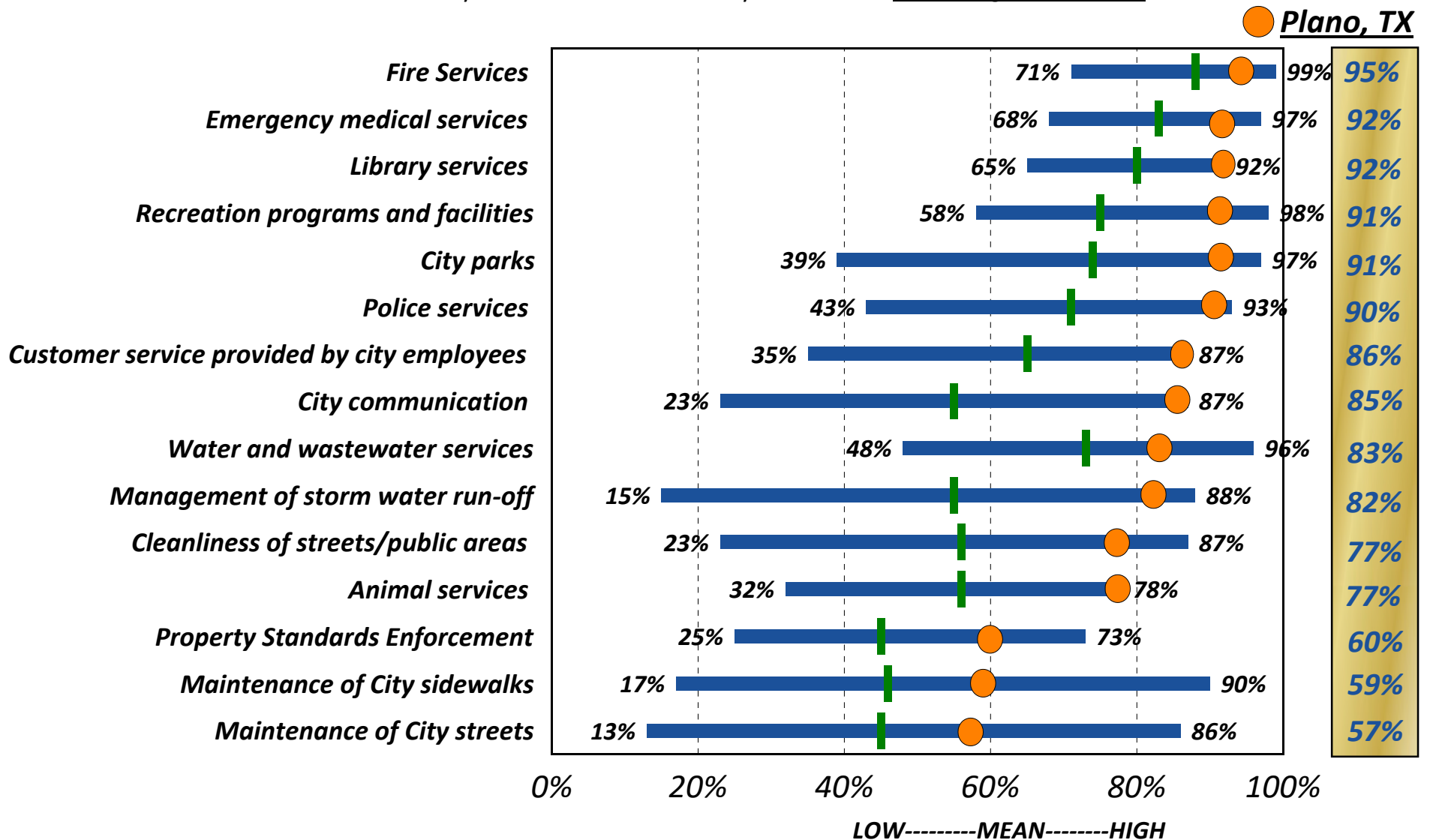
# **Large Community Benchmarks**

**(populations of 100,000 or more)**

# Overall Satisfaction with Major City Service

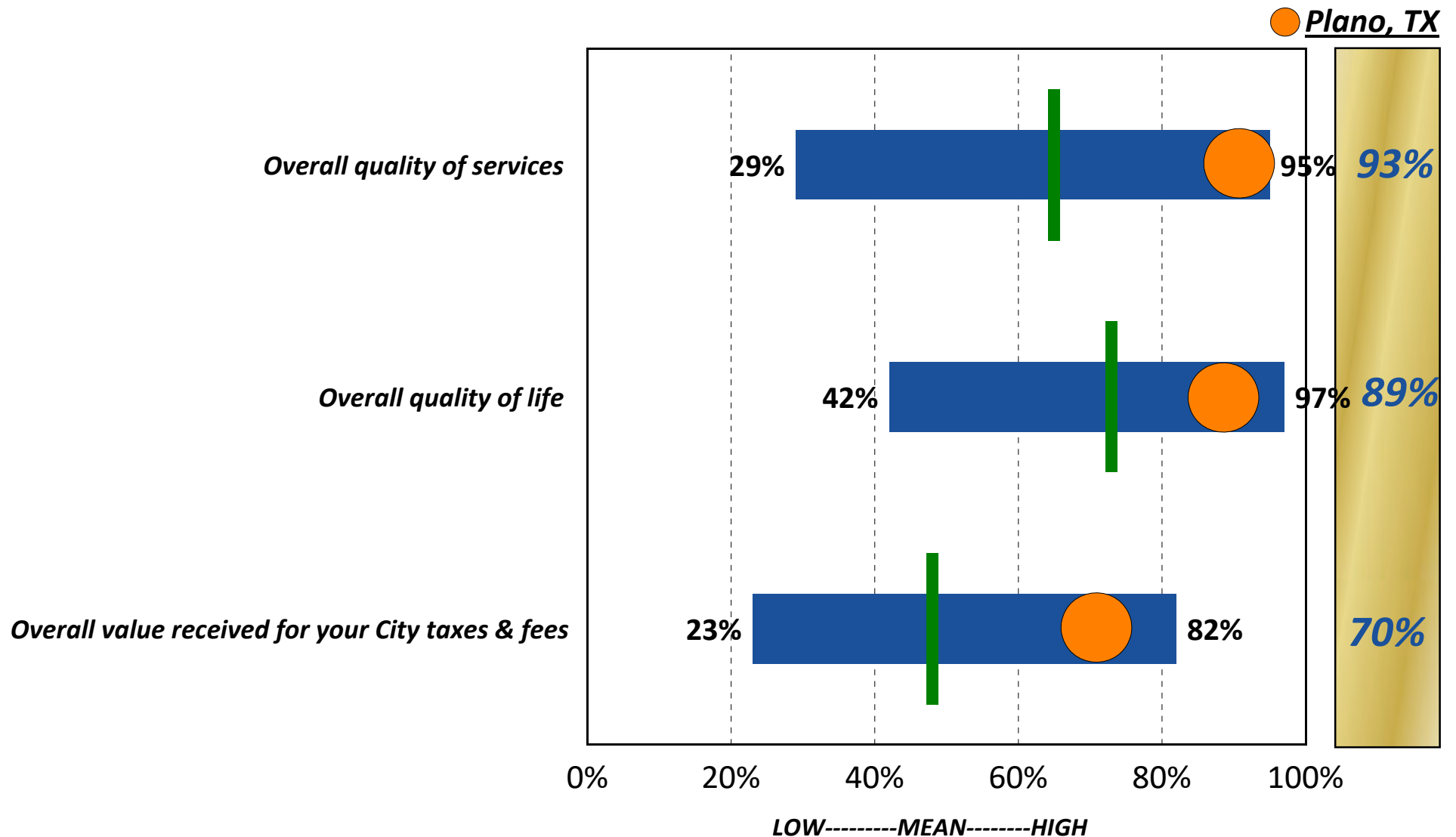
## Large Communities

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 knows)



# Perceptions that Residents Have of the Community in Which They Live - Large Communities

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 knows)

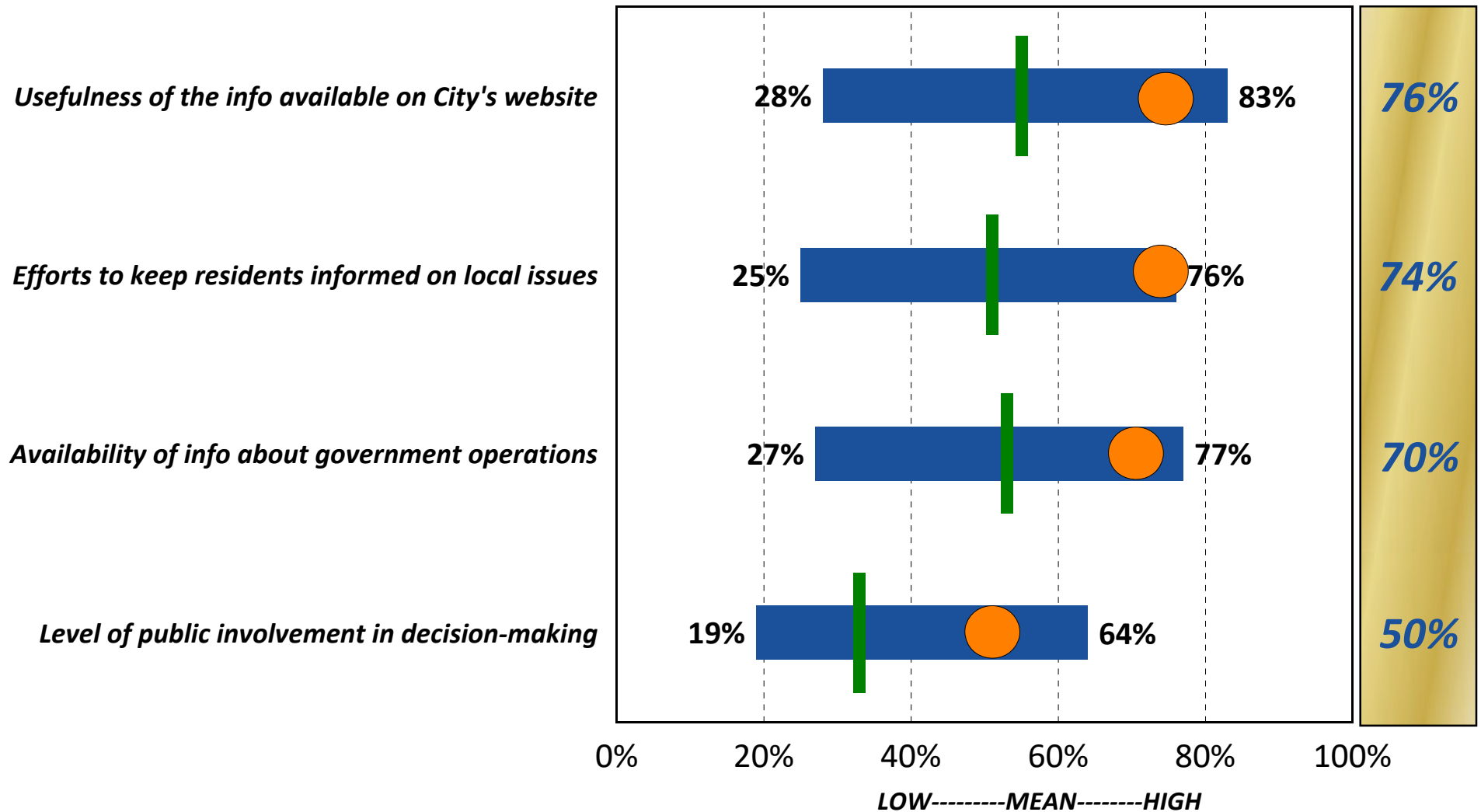


# Satisfaction with Communication

## Large Communities

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 knows)

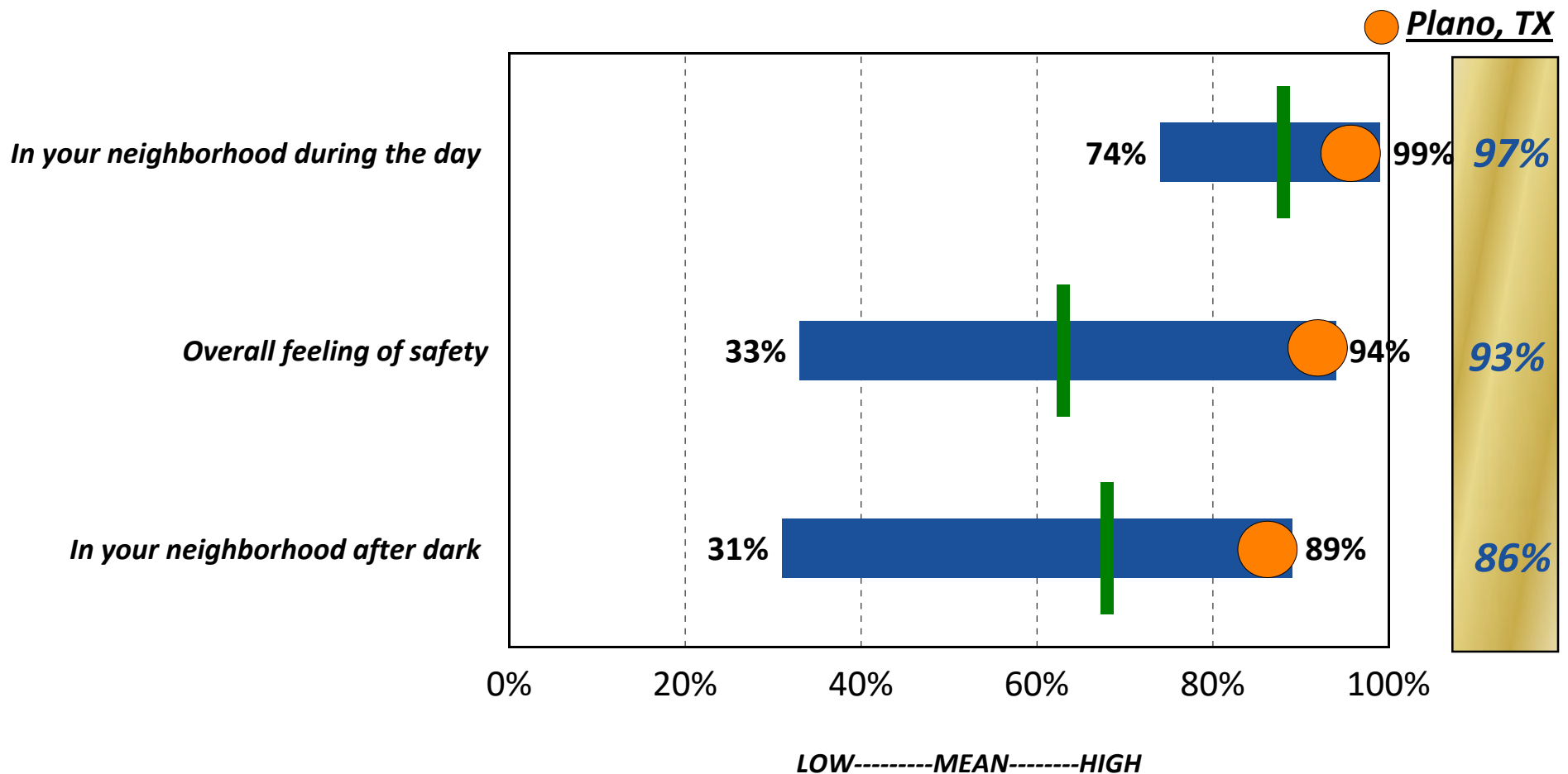
● **Plano, TX**



# How Safe Residents Feel in Their Community

## Large Communities

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 knows)

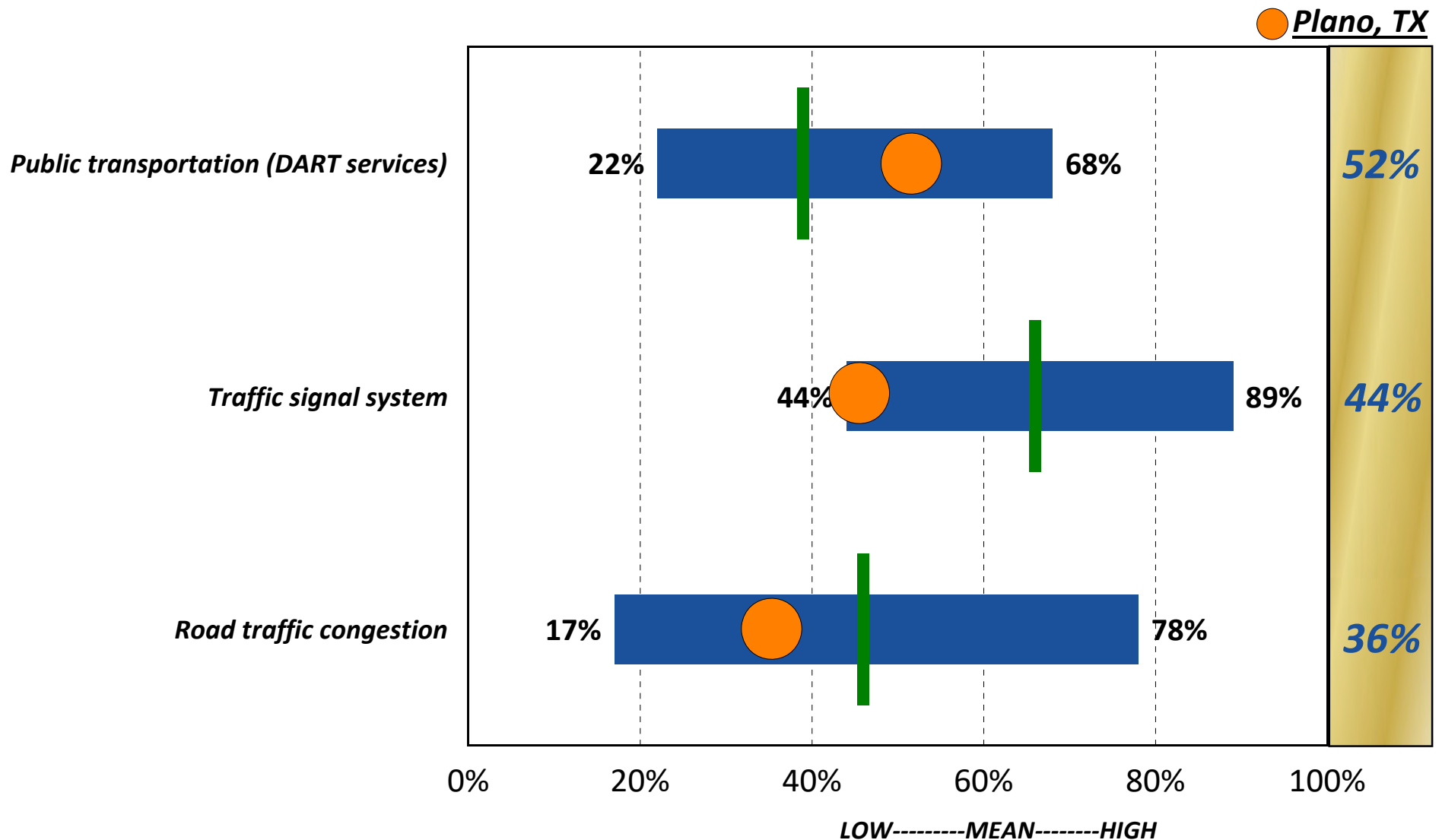




# Satisfaction with Public Works/Engineering Services

## Large Communities

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 knows)



# **3** Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Overview

Today, community leaders 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 (I-S) 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 (I-S) 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.

The rating is calculated by summing the percentage of responses for items selected as the first, second, third, and fourth 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.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Respondents were asked to identify the major City services that are most important for the City to provide. More than one-third (38.4%) of households selected "*maintenance of City streets*" as one of the most important services for the City to provide.

With regard to satisfaction, 57% of respondents surveyed rated "*maintenance of City streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 38.4% was multiplied by 43% (1-0.57). This calculation yielded an I-S rating of 0.1651, which ranked first out of twenty categories of major City services analyzed.

# Importance-Satisfaction Analysis



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 of importance 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 of the three most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. 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 (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

A table showing the results for the City of Plano is provided on the following page.

## Importance-Satisfaction Rating

### City of Plano, Texas

### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS = 10-.20)</b>						
Maintenance of City streets	38%	5	57%	20	0.1651	<b>1</b>
<b>Medium Priority (IS &lt;.10)</b>						
Police services	83%	1	90%	7	0.0834	<b>2</b>
Emergency medical services	53%	3	92%	2	0.0426	<b>3</b>
9-1-1 services related to police/fire/EMS	44%	4	91%	4	0.0395	<b>4</b>
Fire services	75%	2	95%	1	0.0373	<b>5</b>
Cleanliness of streets/public areas	11%	9	77%	13	0.0262	<b>6</b>
Water & wastewater (or sanitary sewer) services	14%	7	83%	11	0.0236	<b>7</b>
Property Standards Enforcement	6%	12	60%	17	0.0236	<b>8</b>
Environmental waste services	20%	6	89%	8	0.0215	<b>9</b>
Maintenance of City sidewalks	5%	13	59%	18	0.0205	<b>10</b>
Neighborhood and Housing support programs	3%	14	57%	19	0.0146	<b>11</b>
City parks	12%	8	91%	6	0.0108	<b>12</b>
Recreation programs and facilities	9%	11	91%	5	0.0077	<b>13</b>
Library services	9%	10	92%	3	0.0071	<b>14</b>
Animal Services	2%	18	77%	14	0.0048	<b>15</b>
ADA Accessibility - City facilities, programs & services	1%	19	69%	15	0.0043	<b>16</b>
City communication	3%	16	85%	10	0.0041	<b>17</b>
Management of storm water run-off	2%	17	82%	12	0.0040	<b>18</b>
Customer service provided by City employees	3%	15	86%	9	0.0038	<b>19</b>
Municipal Court Services	0%	20	69%	16	0.0000	<b>20</b>

**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, third and fourth and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# Importance-Satisfaction Analysis



## Importance-Satisfaction Matrix Analysis

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. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to its performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

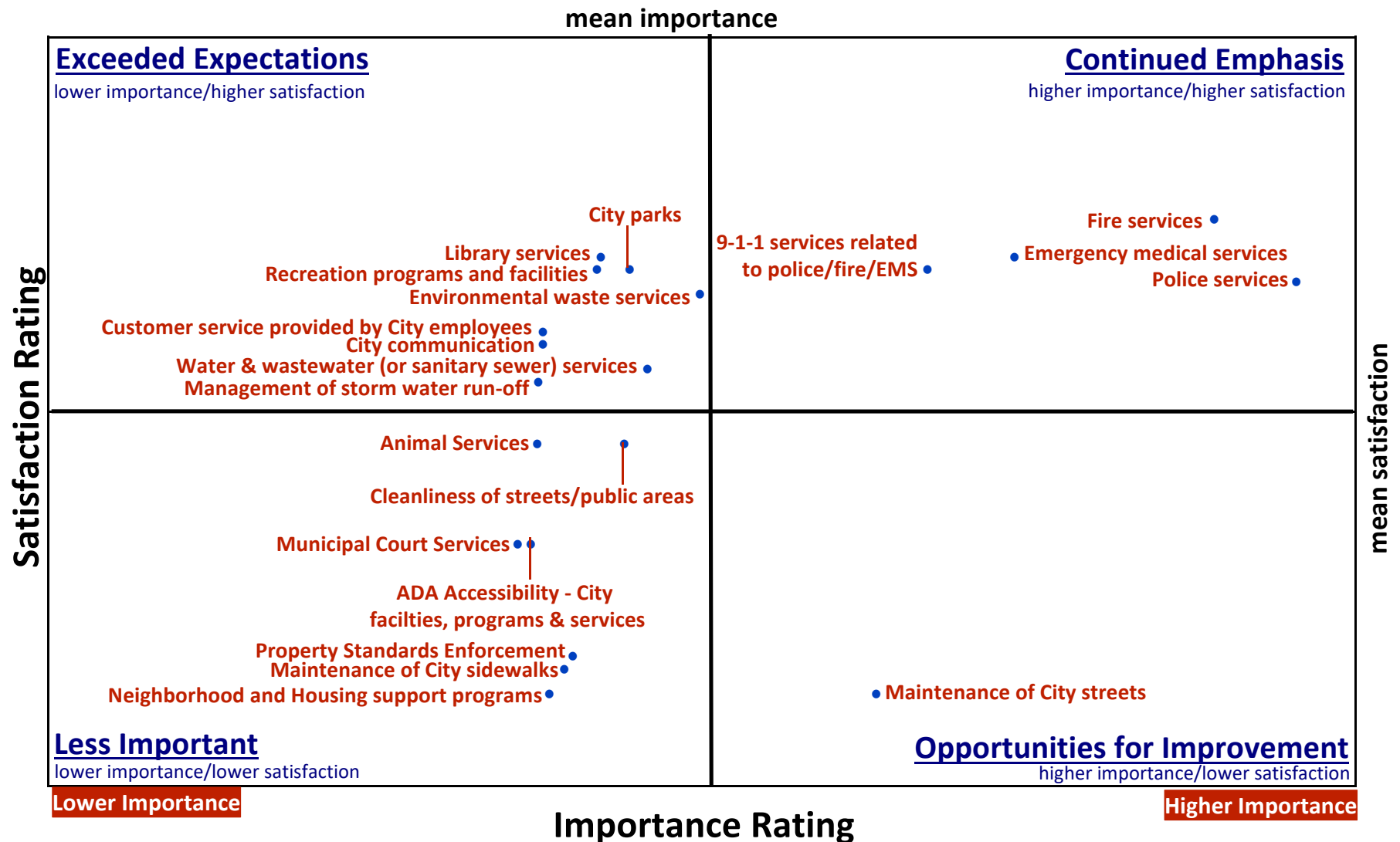
A matrix chart showing the results for the City of Plano is provided on the following page.

# 2022 City of Plano Citizen Survey

## Importance-Satisfaction Assessment Matrix

### -Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)





# Tabular Data



**Q1. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following services that are provided by the City of Plano.**

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Police services	58.0%	27.1%	8.0%	0.5%	0.7%	5.7%
Q1-2. Fire services	62.3%	19.9%	4.2%	0.0%	0.0%	13.5%
Q1-3. Emergency medical services	53.6%	17.9%	5.9%	0.4%	0.2%	22.1%
Q1-4. 911 services related to above services	50.6%	17.4%	6.8%	0.0%	0.0%	25.2%
Q1-5. Maintenance of City streets	16.8%	39.3%	19.7%	18.3%	5.1%	0.7%
Q1-6. Maintenance of City sidewalks	17.6%	40.2%	21.4%	15.5%	3.1%	2.2%
Q1-7. Cleanliness of streets/ public areas	27.2%	49.5%	13.2%	7.7%	1.6%	0.7%
Q1-8. City communication (website, utility bill inserts, cable TV, social media)	36.4%	45.2%	11.5%	2.0%	1.1%	3.8%
Q1-9. Environmental waste services (trash, yard trimmings, & recycling collections)	50.8%	36.2%	6.8%	4.0%	0.9%	1.3%
Q1-10. Management of stormwater run-off (flood prevention)	34.6%	38.0%	13.7%	2.4%	0.2%	11.2%
Q1-11. Water & wastewater (or sanitary sewer) services	34.2%	43.5%	11.0%	3.5%	1.6%	6.2%
Q1-12. Customer service provided by City employees	42.2%	33.3%	10.4%	1.5%	0.0%	12.6%
Q1-13. Property standards enforcement	18.8%	33.5%	23.0%	10.2%	1.8%	12.6%
Q1-14. City parks	50.5%	37.5%	7.3%	2.0%	0.2%	2.6%
Q1-15. Recreation programs & facilities	46.3%	36.6%	7.1%	1.3%	0.4%	8.4%
Q1-16. Library services	52.1%	29.1%	6.8%	0.4%	0.2%	11.5%

**Q1. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following services that are provided by the City of Plano.**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-17. Municipal court services	16.3%	19.9%	15.4%	1.3%	0.0%	47.2%
Q1-18. Animal services	25.0%	29.6%	12.6%	2.9%	0.7%	29.1%
Q1-19. Neighborhood & housing support programs	11.2%	16.8%	16.6%	3.1%	1.3%	51.0%
Q1-20. ADA Accessibility—City facilities, programs & services	14.4%	23.9%	15.5%	1.3%	0.2%	44.6%

**WITHOUT "DON'T KNOW"**

**Q1. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following services that are provided by the City of Plano. (without "don't know")**

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	61.4%	28.7%	8.5%	0.6%	0.8%
Q1-2. Fire services	72.1%	23.0%	4.9%	0.0%	0.0%
Q1-3. Emergency medical services	68.8%	23.0%	7.5%	0.5%	0.2%
Q1-4. 911 services related to above services	67.7%	23.2%	9.0%	0.0%	0.0%
Q1-5. Maintenance of City streets	16.9%	39.6%	19.9%	18.4%	5.2%
Q1-6. Maintenance of City sidewalks	17.9%	41.1%	21.9%	15.9%	3.2%
Q1-7. Cleanliness of streets/public areas	27.4%	49.9%	13.3%	7.7%	1.7%
Q1-8. City communication (website, utility bill inserts, cable TV, social media)	37.8%	47.0%	12.0%	2.1%	1.1%
Q1-9. Environmental waste services (trash, yard trimmings, & recycling collections)	51.5%	36.7%	6.9%	4.1%	0.9%
Q1-10. Management of stormwater run-off (flood prevention)	38.9%	42.8%	15.4%	2.7%	0.2%
Q1-11. Water & wastewater (or sanitary sewer) services	36.5%	46.4%	11.7%	3.7%	1.8%
Q1-12. Customer service provided by City employees	48.3%	38.1%	11.9%	1.7%	0.0%
Q1-13. Property standards enforcement	21.5%	38.3%	26.4%	11.7%	2.1%
Q1-14. City parks	51.8%	38.5%	7.5%	2.1%	0.2%
Q1-15. Recreation programs & facilities	50.5%	39.9%	7.8%	1.4%	0.4%
Q1-16. Library services	58.9%	32.9%	7.6%	0.4%	0.2%
Q1-17. Municipal court services	30.8%	37.7%	29.1%	2.4%	0.0%
Q1-18. Animal services	35.3%	41.8%	17.8%	4.1%	1.0%

**WITHOUT "DON'T KNOW"**

**Q1. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following services that are provided by the City of Plano. (without "don't know")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-19. Neighborhood & housing support programs	22.8%	34.3%	34.0%	6.3%	2.6%
Q1-20. ADA Accessibility–City facilities, programs & services	26.1%	43.2%	28.1%	2.3%	0.3%

**Q2. Which FOUR of the services listed in Question 1 do you think are the MOST IMPORTANT services for the City to provide?**

Q2. Top choice	Number	Percent
Police services	339	62.0 %
Fire services	32	5.9 %
Emergency medical services	33	6.0 %
911 services related to above services	51	9.3 %
Maintenance of City streets	30	5.5 %
Maintenance of City sidewalks	1	0.2 %
Cleanliness of streets/public areas	2	0.4 %
City communication (website, utility bill inserts, cable TV, social media)	2	0.4 %
Environmental waste services (trash, yard trimmings, & recycling collections)	5	0.9 %
Water & wastewater (or sanitary sewer) services	8	1.5 %
Customer service provided by City employees	3	0.5 %
Property standards enforcement	4	0.7 %
City parks	10	1.8 %
Recreation programs & facilities	4	0.7 %
Library services	5	0.9 %
Animal services	1	0.2 %
Neighborhood & housing support programs	6	1.1 %
ADA Accessibility-City facilities, programs & services	3	0.5 %
None chosen	8	1.5 %
Total	547	100.0 %

**Q2. Which FOUR of the services listed in Question 1 do you think are the MOST IMPORTANT services for the City to provide?**

Q2. 2nd choice	Number	Percent
Police services	69	12.6 %
Fire services	278	50.8 %
Emergency medical services	60	11.0 %
911 services related to above services	20	3.7 %
Maintenance of City streets	29	5.3 %
Maintenance of City sidewalks	8	1.5 %
Cleanliness of streets/public areas	14	2.6 %
City communication (website, utility bill inserts, cable TV, social media)	1	0.2 %
Environmental waste services (trash, yard trimmings, & recycling collections)	15	2.7 %
Management of stormwater run-off (flood prevention)	2	0.4 %
Water & wastewater (or sanitary sewer) services	7	1.3 %
Customer service provided by City employees	1	0.2 %
Property standards enforcement	5	0.9 %
City parks	9	1.6 %
Recreation programs & facilities	3	0.5 %
Library services	9	1.6 %
Animal services	2	0.4 %
Neighborhood & housing support programs	6	1.1 %
ADA Accessibility-City facilities, programs & services	1	0.2 %
None chosen	8	1.5 %
Total	547	100.0 %

**Q2. Which FOUR of the services listed in Question 1 do you think are the MOST IMPORTANT services for the City to provide?**

Q2. 3rd choice	Number	Percent
Police services	32	5.9 %
Fire services	74	13.5 %
Emergency medical services	159	29.1 %
911 services related to above services	64	11.7 %
Maintenance of City streets	60	11.0 %
Maintenance of City sidewalks	8	1.5 %
Cleanliness of streets/public areas	17	3.1 %
City communication (website, utility bill inserts, cable TV, social media)	3	0.5 %
Environmental waste services (trash, yard trimmings, & recycling collections)	27	4.9 %
Management of stormwater run-off (flood prevention)	1	0.2 %
Water & wastewater (or sanitary sewer) services	27	4.9 %
Customer service provided by City employees	3	0.5 %
Property standards enforcement	9	1.6 %
City parks	21	3.8 %
Recreation programs & facilities	19	3.5 %
Library services	10	1.8 %
Animal services	2	0.4 %
Neighborhood & housing support programs	3	0.5 %
None chosen	8	1.5 %
Total	547	100.0 %

**Q2. Which FOUR of the services listed in Question 1 do you think are the MOST IMPORTANT services for the City to provide?**

Q2. 4th choice	Number	Percent
Police services	16	2.9 %
Fire services	24	4.4 %
Emergency medical services	39	7.1 %
911 services related to above services	105	19.2 %
Maintenance of City streets	91	16.6 %
Maintenance of City sidewalks	10	1.8 %
Cleanliness of streets/public areas	29	5.3 %
City communication (website, utility bill inserts, cable TV, social media)	9	1.6 %
Environmental waste services (trash, yard trimmings, & recycling collections)	60	11.0 %
Management of stormwater run-off (flood prevention)	9	1.6 %
Water & wastewater (or sanitary sewer) services	34	6.2 %
Customer service provided by City employees	8	1.5 %
Property standards enforcement	15	2.7 %
City parks	26	4.8 %
Recreation programs & facilities	21	3.8 %
Library services	25	4.6 %
Animal services	6	1.1 %
Neighborhood & housing support programs	4	0.7 %
ADA Accessibility-City facilities, programs & services	4	0.7 %
None chosen	12	2.2 %
Total	547	100.0 %



**SUM OF TOP 4 CHOICES****Q2. Which FOUR of the services listed in Question 1 do you think are the MOST IMPORTANT services for the City to provide? (top 4)**

<u>Q2. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Police services	456	83.4 %
Fire services	408	74.6 %
Emergency medical services	291	53.2 %
911 services related to above services	240	43.9 %
Maintenance of City streets	210	38.4 %
Maintenance of City sidewalks	27	4.9 %
Cleanliness of streets/public areas	62	11.3 %
City communication (website, utility bill inserts, cable TV, social media)	15	2.7 %
Environmental waste services (trash, yard trimmings, & recycling collections)	107	19.6 %
Management of stormwater run-off (flood prevention)	12	2.2 %
Water & wastewater (or sanitary sewer) services	76	13.9 %
Customer service provided by City employees	15	2.7 %
Property standards enforcement	33	6.0 %
City parks	66	12.1 %
Recreation programs & facilities	47	8.6 %
Library services	49	9.0 %
Animal services	11	2.0 %
Neighborhood & housing support programs	19	3.5 %
ADA Accessibility-City facilities, programs & services	8	1.5 %
None chosen	8	1.5 %
Total	2160	

**Q3. Several items that may influence your perception of the City of Plano are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Plano	47.7%	44.2%	6.4%	0.7%	0.0%	0.9%
Q3-2. Overall value that you receive for your City taxes & fees	30.7%	38.4%	16.6%	10.2%	1.8%	2.2%
Q3-3. Overall quality of life in Plano	48.6%	38.9%	8.4%	2.2%	0.4%	1.5%

**WITHOUT "DON'T KNOW"**

**Q3. Several items that may influence your perception of the City of Plano are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Plano	48.2%	44.6%	6.5%	0.7%	0.0%
Q3-2. Overall value that you receive for your City taxes & fees	31.4%	39.3%	17.0%	10.5%	1.9%
Q3-3. Overall quality of life in Plano	49.4%	39.5%	8.5%	2.2%	0.4%

#### **Q4. Which of the following sources do you currently use to obtain and/or receive information about the City of Plano?**

Q4. Which following sources do you currently use to obtain and/or receive information about City	Number	Percent
City of Plano website	433	79.2 %
eNewsletters (Plano City News, Live Green in Plano, etc.)	387	70.7 %
Direct mail pieces (Live Green News, utility bill inserts, Leisure Brochure, etc.)	313	57.2 %
Nextdoor app	284	51.9 %
City's "Fix It Plano" Program	167	30.5 %
City's social media pages	164	30.0 %
Plano City Call (mass notification by phone, email, text)	134	24.5 %
Mayor & City Council events (Meet & Greets, Town Hall Meetings, State of the City)	54	9.9 %
City Council & Planning & Zoning meetings	49	9.0 %
Other	39	7.1 %
Plano Television (PTV)	24	4.4 %
Citizens Government Academy	11	2.0 %
Total	2059	

#### **Q5. How would you like to receive education and outreach programming?**

Q5. How would you like to receive education & outreach programming	Number	Percent
Online self-guided training	286	52.3 %
Classroom	67	12.2 %
Special events	122	22.3 %
Neighborhood meetings	111	20.3 %
Email	342	62.5 %
Webinars	173	31.6 %
No interest	64	11.7 %
Other	7	1.3 %
Total	1172	

#### **Q5-8. Other**

Q5-8. Other	Number	Percent
Instagram account	1	14.3 %
I particularly like YouTube as a learning source	1	14.3 %
Zoom was helpful	1	14.3 %
Youtube, Stoler on the Street	1	14.3 %
Social media	1	14.3 %
Text	1	14.3 %
Mail	1	14.3 %
Total	7	100.0 %

**Q6. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.**

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Availability of information about government operations	20.3%	45.2%	22.5%	5.3%	0.2%	6.6%
Q6-2. City efforts to keep residents informed about local issues	26.1%	45.2%	15.4%	8.0%	1.5%	3.8%
Q6-3. Level of public involvement in City decision-making	13.2%	30.5%	27.1%	14.1%	3.1%	12.1%
Q6-4. Usefulness of information that is available on City's website	23.4%	47.9%	17.2%	4.6%	0.9%	6.0%
Q6-5. Availability of information related to City's sustainability & environmental efforts	21.2%	40.6%	20.7%	4.9%	0.5%	12.1%

**WITHOUT "DON'T KNOW"**

**Q6. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following. (without "don't know")**

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Availability of information about government operations	21.7%	48.3%	24.1%	5.7%	0.2%
Q6-2. City efforts to keep residents informed about local issues	27.2%	47.0%	16.0%	8.4%	1.5%
Q6-3. Level of public involvement in City decision-making	15.0%	34.7%	30.8%	16.0%	3.5%
Q6-4. Usefulness of information that is available on City's website	24.9%	51.0%	18.3%	4.9%	1.0%
Q6-5. Availability of information related to City's sustainability & environmental efforts	24.1%	46.2%	23.5%	5.6%	0.6%

**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=547)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q7-1. Overall feeling of safety in Plano	49.5%	43.0%	5.5%	1.3%	0.0%	0.7%
Q7-2. In your neighborhood during the day	68.0%	27.6%	2.9%	0.5%	0.2%	0.7%
Q7-3. In your neighborhood after dark	38.2%	46.4%	9.1%	4.4%	0.7%	1.1%
Q7-4. At shopping centers/business areas during the day	42.2%	46.3%	8.6%	1.3%	0.2%	1.5%
Q7-5. At shopping centers/business areas after dark	18.3%	45.9%	21.8%	8.2%	1.8%	4.0%
Q7-6. Driving on roadways in Plano	28.7%	45.2%	13.7%	8.4%	2.9%	1.1%

**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=547)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q7-1. Overall feeling of safety in Plano	49.9%	43.3%	5.5%	1.3%	0.0%
Q7-2. In your neighborhood during the day	68.5%	27.8%	2.9%	0.6%	0.2%
Q7-3. In your neighborhood after dark	38.6%	47.0%	9.2%	4.4%	0.7%
Q7-4. At shopping centers/business areas during the day	42.9%	46.9%	8.7%	1.3%	0.2%
Q7-5. At shopping centers/business areas after dark	19.0%	47.8%	22.7%	8.6%	1.9%
Q7-6. Driving on roadways in Plano	29.0%	45.7%	13.9%	8.5%	3.0%

**Q8. What issue(s) are you MOST CONCERNED with as it affects your daily life?**

Q8. What issue(s) are you most concerned with as it affects your daily life	Number	Percent
Litter in the community & local waterways	238	43.5 %
Water conservation & quality	308	56.3 %
Home energy efficiency	162	29.6 %
Local air quality	228	41.7 %
Mobility & transportation	199	36.4 %
Recycling, composting & waste diversion	218	39.9 %
Adaption responses related to frequency & intensity of severe weather events	164	30.0 %
Total	1517	

**Q9. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.**

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Access & availability of information about sustainability initiatives & programs (website, utility bill inserts, electronic newsletters, direct mail, LGIP newsletter)	25.6%	41.1%	17.7%	1.8%	0.4%	13.3%
Q9-2. Opportunities for community engagement through Live Green in Plano programs (Great American Cleanup, Texas Recycles Day, Waterwise Landscape Tour, Live Green in Plano Volunteer Training, Fall Waterways Cleanup, classes, Rain Barrel & Compost Bin sale, Family Nature events)	27.1%	40.4%	18.3%	1.1%	0.4%	12.8%
Q9-3. Frequency & accessibility of sustainable living learning opportunities	18.8%	33.6%	24.9%	2.2%	0.4%	20.1%
Q9-4. Efforts toward long-term City-wide sustainability policies & initiatives	16.8%	34.4%	22.7%	5.3%	0.9%	19.9%

**WITHOUT "DON'T KNOW"**

**Q9. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following. (without "don't know")**

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Access & availability of information about sustainability initiatives & programs (website, utility bill inserts, electronic newsletters, direct mail, LGIP newsletter)	29.5%	47.5%	20.5%	2.1%	0.4%
Q9-2. Opportunities for community engagement through Live Green in Plano programs (Great American Cleanup, Texas Recycles Day, Waterwise Landscape Tour, Live Green in Plano Volunteer Training, Fall Waterways Cleanup, classes, Rain Barrel & Compost Bin sale, Family Nature events)	31.0%	46.3%	21.0%	1.3%	0.4%
Q9-3. Frequency & accessibility of sustainable living learning opportunities	23.6%	42.1%	31.1%	2.7%	0.5%
Q9-4. Efforts toward long-term City-wide sustainability policies & initiatives	21.0%	42.9%	28.3%	6.6%	1.1%



**Q10. Which FIVE of the options listed below do you feel should be the TOP PRIORITIES for Plano libraries?**

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Physical materials for checkout-books, DVDs, Playaways, Launchpads, STEAM kits & more	194	35.5 %
Access to eMaterials-eBooks, eAudiobooks, digital magazines & newspapers, online databases & resources	130	23.8 %
Free WiFi, computers & internet access	67	12.2 %
Helpful, friendly staff providing excellent customer service	75	13.7 %
In-person & virtual/online educational programs & classes for all ages	15	2.7 %
Low cost meeting room rental	3	0.5 %
Free study/collaboration space	6	1.1 %
A physical space to visit, learn & connect with others	21	3.8 %
None chosen	36	6.6 %
Total	547	100.0 %

**Q10. Which FIVE of the options listed below do you feel should be the TOP PRIORITIES for Plano libraries?**

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Physical materials for checkout-books, DVDs, Playaways, Launchpads, STEAM kits & more	90	16.5 %
Access to eMaterials-eBooks, eAudiobooks, digital magazines & newspapers, online databases & resources	150	27.4 %
Free WiFi, computers & internet access	76	13.9 %
Helpful, friendly staff providing excellent customer service	84	15.4 %
In-person & virtual/online educational programs & classes for all ages	43	7.9 %
Low cost meeting room rental	18	3.3 %
Free study/collaboration space	22	4.0 %
A physical space to visit, learn & connect with others	21	3.8 %
None chosen	43	7.9 %
Total	547	100.0 %

**Q10. Which FIVE of the options listed below do you feel should be the TOP PRIORITIES for Plano libraries?**

Q10. 3rd choice	Number	Percent
Physical materials for checkout-books, DVDs, Playaways, Launchpads, STEAM kits & more	54	9.9 %
Access to eMaterials-eBooks, eAudiobooks, digital magazines & newspapers, online databases & resources	73	13.3 %
Free WiFi, computers & internet access	85	15.5 %
Helpful, friendly staff providing excellent customer service	124	22.7 %
In-person & virtual/online educational programs & classes for all ages	77	14.1 %
Low cost meeting room rental	20	3.7 %
Free study/collaboration space	23	4.2 %
A physical space to visit, learn & connect with others	40	7.3 %
None chosen	51	9.3 %
Total	547	100.0 %

**Q10. Which FIVE of the options listed below do you feel should be the TOP PRIORITIES for Plano libraries?**

Q10. 4th choice	Number	Percent
Physical materials for checkout-books, DVDs, Playaways, Launchpads, STEAM kits & more	55	10.1 %
Access to eMaterials-eBooks, eAudiobooks, digital magazines & newspapers, online databases & resources	48	8.8 %
Free WiFi, computers & internet access	72	13.2 %
Helpful, friendly staff providing excellent customer service	82	15.0 %
In-person & virtual/online educational programs & classes for all ages	87	15.9 %
Low cost meeting room rental	25	4.6 %
Free study/collaboration space	63	11.5 %
A physical space to visit, learn & connect with others	42	7.7 %
None chosen	73	13.3 %
Total	547	100.0 %

**Q10. Which FIVE of the options listed below do you feel should be the TOP PRIORITIES for Plano libraries?**

Q10. 5th choice	Number	Percent
Physical materials for checkout-books, DVDs, Playaways, Launchpads, STEAM kits & more	29	5.3 %
Access to eMaterials-eBooks, eAudiobooks, digital magazines & newspapers, online databases & resources	37	6.8 %
Free WiFi, computers & internet access	57	10.4 %
Helpful, friendly staff providing excellent customer service	58	10.6 %
In-person & virtual/online educational programs & classes for all ages	74	13.5 %
Low cost meeting room rental	43	7.9 %
Free study/collaboration space	85	15.5 %
A physical space to visit, learn & connect with others	77	14.1 %
None chosen	87	15.9 %
Total	547	100.0 %

**SUM OF TOP 5 CHOICES****Q10. Which FIVE of the options listed below do you feel should be the TOP PRIORITIES for Plano libraries? (top 5)**

Q10. Sum of top 5 choices	Number	Percent
Physical materials for checkout-books, DVDs, Playaways, Launchpads, STEAM kits & more	422	77.1 %
Access to eMaterials-eBooks, eAudiobooks, digital magazines & newspapers, online databases & resources	438	80.1 %
Free WiFi, computers & internet access	357	65.3 %
Helpful, friendly staff providing excellent customer service	423	77.3 %
In-person & virtual/online educational programs & classes for all ages	296	54.1 %
Low cost meeting room rental	109	19.9 %
Free study/collaboration space	199	36.4 %
A physical space to visit, learn & connect with others	201	36.7 %
None chosen	36	6.6 %
Total	2481	

**Q11. The library offers outreach visits and classes in the community (bookable through an online request form). Which FIVE of the options listed below are most important for the community?**

Q11. Top choice	Number	Percent
Digital literacy skills (basic computer, internet usage)	113	20.7 %
Computer based skill building classes (Word, Excel, etc.)	49	9.0 %
Workforce development (job search/resumes, skill building, career exploration)	60	11.0 %
Early literacy (activities & classes that support caregivers & young children)	90	16.5 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	48	8.8 %
Demonstration of library tools & resources that assist adults 55+	21	3.8 %
How-to sessions tailored to service/resource (eBooks, digital newspapers, online databases, etc.)	30	5.5 %
Financial literacy (basic classes on money management & building wealth)	17	3.1 %
General presentations about free services/resources available at the library	45	8.2 %
None chosen	74	13.5 %
Total	547	100.0 %

**Q11. The library offers outreach visits and classes in the community (bookable through an online request form). Which FIVE of the options listed below are most important for the community?**

Q11. 2nd choice	Number	Percent
Digital literacy skills (basic computer, internet usage)	69	12.6 %
Computer based skill building classes (Word, Excel, etc.)	101	18.5 %
Workforce development (job search/resumes, skill building, career exploration)	65	11.9 %
Early literacy (activities & classes that support caregivers & young children)	54	9.9 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	58	10.6 %
Demonstration of library tools & resources that assist adults 55+	33	6.0 %
How-to sessions tailored to service/resource (eBooks, digital newspapers, online databases, etc.)	21	3.8 %
Financial literacy (basic classes on money management & building wealth)	43	7.9 %
General presentations about free services/resources available at the library	18	3.3 %
None chosen	85	15.5 %
Total	547	100.0 %

**Q11. The library offers outreach visits and classes in the community (bookable through an online request form). Which FIVE of the options listed below are most important for the community?**

Q11. 3rd choice	Number	Percent
Digital literacy skills (basic computer, internet usage)	58	10.6 %
Computer based skill building classes (Word, Excel, etc.)	60	11.0 %
Workforce development (job search/resumes, skill building, career exploration)	76	13.9 %
Early literacy (activities & classes that support caregivers & young children)	61	11.2 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	46	8.4 %
Demonstration of library tools & resources that assist adults 55+	46	8.4 %
How-to sessions tailored to service/resource (eBooks, digital newspapers, online databases, etc.)	35	6.4 %
Financial literacy (basic classes on money management & building wealth)	46	8.4 %
General presentations about free services/resources available at the library	22	4.0 %
None chosen	97	17.7 %
Total	547	100.0 %

**Q11. The library offers outreach visits and classes in the community (bookable through an online request form). Which FIVE of the options listed below are most important for the community?**

Q11. 4th choice	Number	Percent
Digital literacy skills (basic computer, internet usage)	38	6.9 %
Computer based skill building classes (Word, Excel, etc.)	51	9.3 %
Workforce development (job search/resumes, skill building, career exploration)	52	9.5 %
Early literacy (activities & classes that support caregivers & young children)	53	9.7 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	64	11.7 %
Demonstration of library tools & resources that assist adults 55+	39	7.1 %
How-to sessions tailored to service/resource (eBooks, digital newspapers, online databases, etc.)	42	7.7 %
Financial literacy (basic classes on money management & building wealth)	64	11.7 %
General presentations about free services/resources available at the library	36	6.6 %
None chosen	108	19.7 %
Total	547	100.0 %

**Q11. The library offers outreach visits and classes in the community (bookable through an online request form). Which FIVE of the options listed below are most important for the community?**

Q11. 5th choice	Number	Percent
Digital literacy skills (basic computer, internet usage)	34	6.2 %
Computer based skill building classes (Word, Excel, etc.)	60	11.0 %
Workforce development (job search/resumes, skill building, career exploration)	57	10.4 %
Early literacy (activities & classes that support caregivers & young children)	46	8.4 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	36	6.6 %
Demonstration of library tools & resources that assist adults 55+	54	9.9 %
How-to sessions tailored to service/resource (eBooks, digital newspapers, online databases, etc.)	36	6.6 %
Financial literacy (basic classes on money management & building wealth)	50	9.1 %
General presentations about free services/resources available at the library	53	9.7 %
None chosen	121	22.1 %
Total	547	100.0 %

**SUM OF TOP 5 CHOICES**

**Q11. The library offers outreach programming (bookable online) to Plano residents. Which FIVE of the options listed below do you feel are most important for the community? (top 5)**

Q11. Sum of top 5 choices	Number	Percent
Digital literacy skills (basic computer, internet usage)	312	57.0 %
Computer based skill building classes (Word, Excel, etc.)	321	58.7 %
Workforce development (job search/resumes, skill building, career exploration)	310	56.7 %
Early literacy (activities & classes that support caregivers & young children)	304	55.6 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	252	46.1 %
Demonstration of library tools & resources that assist adults 55+	193	35.3 %
How-to sessions tailored to service/resource (eBooks, digital newspapers, online databases, etc.)	164	30.0 %
Financial literacy (basic classes on money management & building wealth)	220	40.2 %
General presentations about free services/resources available at the library	174	31.8 %
None chosen	74	13.5 %
Total	2324	

**Q12. Please indicate how well you feel the City is meeting your expectations for the following items.**

(N=547)

	Exceeds expectations	Meets expectations	Needs improvement	Don't know
Q12-1. Appearance of median landscaping along City streets	22.5%	60.0%	13.9%	3.7%
Q12-2. Appearance of lakes, ponds & creeks in City	24.1%	57.2%	13.0%	5.7%
Q12-3. Appearance of public building landscapes (libraries, fire stations, etc.)	31.6%	60.0%	4.4%	4.0%
Q12-4. Appearance of City parks	33.6%	56.1%	6.2%	4.0%
Q12-5. Condition of playing surfaces on City athletic fields	19.4%	39.1%	4.8%	36.7%
Q12-6. Cleanliness of recreation facilities	24.3%	51.9%	4.2%	19.6%
Q12-7. Water conservation in City parks	10.8%	45.7%	6.9%	36.6%
Q12-8. Cleanliness of City parks	26.3%	58.1%	6.9%	8.6%
Q12-9. Cleanliness of park restrooms	9.3%	38.2%	12.2%	40.2%

**WITHOUT "DON'T KNOW"****Q12. Please indicate how well you feel the City is meeting your expectations for the following items.  
(without "don't know")**

(N=547)

	Exceeds expectations	Meets expectations	Needs improvement
Q12-1. Appearance of median landscaping along City streets	23.3%	62.2%	14.4%
Q12-2. Appearance of lakes, ponds & creeks in City	25.6%	60.7%	13.8%
Q12-3. Appearance of public building landscapes (libraries, fire stations, etc.)	33.0%	62.5%	4.6%
Q12-4. Appearance of City parks	35.0%	58.5%	6.5%
Q12-5. Condition of playing surfaces on City athletic fields	30.6%	61.8%	7.5%
Q12-6. Cleanliness of recreation facilities	30.2%	64.5%	5.2%
Q12-7. Water conservation in City parks	17.0%	72.0%	11.0%
Q12-8. Cleanliness of City parks	28.8%	63.6%	7.6%
Q12-9. Cleanliness of park restrooms	15.6%	63.9%	20.5%



**Q13. On average, how often have you or members of your household participated in each of the following City of Plano recreational activities in the past 12 months?**

(N=547)

	Daily	Weekly	Monthly	Once or twice a year	Seldom or never	Not provided
Q13-1. Pickleball	0.7%	1.3%	0.9%	2.9%	80.4%	13.7%
Q13-2. Cricket	0.0%	0.4%	0.2%	1.6%	83.5%	14.3%
Q13-3. Badminton	0.2%	0.4%	0.5%	2.0%	82.6%	14.3%
Q13-4. On-street bicycling	3.3%	11.2%	10.1%	13.5%	50.6%	11.3%
Q13-5. eSports	0.4%	0.7%	0.7%	2.4%	80.4%	15.4%
Q13-6. Off road/mountain biking	1.1%	2.6%	3.7%	8.0%	70.2%	14.4%
Q13-7. Attending outdoor concerts/festivals	0.2%	1.3%	6.4%	42.6%	38.6%	11.0%
Q13-8. Attending indoor performing arts programs	0.0%	0.7%	7.1%	32.9%	46.3%	13.0%
Q13-9. Riding motorized scooters	0.2%	0.4%	1.1%	2.4%	80.6%	15.4%
Q13-10. BMX biking	0.2%	0.4%	0.2%	0.9%	82.4%	15.9%
Q13-11. BMX biking	2.0%	4.4%	4.4%	10.2%	64.4%	14.6%
Q13-12. Sand volleyball	0.0%	0.5%	1.5%	6.9%	75.7%	15.4%

**WITHOUT "NOT PROVIDED"****Q13. On average, how often have you or members of your household participated in each of the following City of Plano recreational activities in the past 12 months? (without "not provided")**

(N=547)

	Daily	Weekly	Monthly	Once or twice a year	Seldom or never
Q13-1. Pickleball	0.8%	1.5%	1.1%	3.4%	93.2%
Q13-2. Cricket	0.0%	0.4%	0.2%	1.9%	97.4%
Q13-3. Badminton	0.2%	0.4%	0.6%	2.3%	96.4%
Q13-4. On-street bicycling	3.7%	12.6%	11.3%	15.3%	57.1%
Q13-5. eSports	0.4%	0.9%	0.9%	2.8%	95.0%
Q13-6. Off road/mountain biking	1.3%	3.0%	4.3%	9.4%	82.1%
Q13-7. Attending outdoor concerts/festivals	0.2%	1.4%	7.2%	47.8%	43.3%
Q13-8. Attending indoor performing arts programs	0.0%	0.8%	8.2%	37.8%	53.2%
Q13-9. Riding motorized scooters	0.2%	0.4%	1.3%	2.8%	95.2%
Q13-10. BMX biking	0.2%	0.4%	0.2%	1.1%	98.0%
Q13-11. BMX biking	2.4%	5.1%	5.1%	12.0%	75.4%
Q13-12. Sand volleyball	0.0%	0.6%	1.7%	8.2%	89.4%

**Q14. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Road traffic congestion	5.3%	29.3%	25.2%	28.0%	9.3%	2.9%
Q14-2. Traffic signal system	9.7%	41.0%	20.5%	18.5%	7.5%	2.9%
Q14-3. Bicycle safety	3.7%	25.8%	26.0%	14.4%	7.3%	22.9%
Q14-4. Pedestrian safety	8.0%	41.5%	26.7%	9.5%	3.7%	10.6%
Q14-5. DART service	2.6%	19.9%	17.7%	6.4%	4.2%	49.2%

**WITHOUT "DON'T KNOW"**

**Q14. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Road traffic congestion	5.5%	30.1%	26.0%	28.8%	9.6%
Q14-2. Traffic signal system	10.0%	42.2%	21.1%	19.0%	7.7%
Q14-3. Bicycle safety	4.7%	33.4%	33.6%	18.7%	9.5%
Q14-4. Pedestrian safety	9.0%	46.4%	29.9%	10.6%	4.1%
Q14-5. DART service	5.0%	39.2%	34.9%	12.6%	8.3%

**Q15. For each of the following, please indicate if you feel the current level of service being provided by the City is "Not Enough," "About Right," or "Too Much."**

(N=547)

	Not enough	About right	Too much	Don't know
Q15-1. Thoroughfare (4-6 lane divided roads) repair	21.8%	63.1%	7.9%	7.3%
Q15-2. Residential street repair	34.7%	56.7%	4.0%	4.6%
Q15-3. Alley repair	32.4%	45.2%	1.3%	21.2%
Q15-4. Sidewalk repair	31.8%	55.0%	2.7%	10.4%

**WITHOUT "DON'T KNOW"**

**Q15. For each of the following, please indicate if you feel the current level of service being provided by the City is "Not Enough," "About Right," or "Too Much." (without "don't know")**

(N=547)

	Not enough	About right	Too much
Q15-1. Thoroughfare (4-6 lane divided roads) repair	23.5%	68.0%	8.5%
Q15-2. Residential street repair	36.4%	59.4%	4.2%
Q15-3. Alley repair	41.1%	57.3%	1.6%
Q15-4. Sidewalk repair	35.5%	61.4%	3.1%

**Q16. How do you feel the appearance of your neighborhood has changed over the past THREE years?**

Q16. How has appearance of your neighborhood  
changed over past three years

	Number	Percent
Improved	91	16.6 %
Stayed the same	342	62.5 %
Gotten worse	85	15.5 %
Don't know	29	5.3 %
Total	547	100.0 %

**WITHOUT "DON'T KNOW"****Q16. How do you feel the appearance of your neighborhood has changed over the past THREE years?  
(without "don't know")**

Q16. How has appearance of your neighborhood  
changed over past three years

	Number	Percent
Improved	91	17.6 %
Stayed the same	342	66.0 %
Gotten worse	85	16.4 %
Total	518	100.0 %

**Q17. Please rate your agreement with the following statements regarding Property Standards.**

(N=547)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q17-1. Property Standards (code enforcement) staff provided courteous & timely service	9.7%	24.9%	14.4%	6.8%	1.8%	42.4%
Q17-2. Outreach materials available from and/or provided by Property Standards (code enforcement) are helpful	3.7%	21.4%	17.0%	5.5%	1.8%	50.6%
Q17-3. Item I reported was corrected or Property Standards (code enforcement) explained why it was not a violation	7.5%	16.8%	9.1%	3.1%	1.6%	61.8%
Q17-4. Property Standards (code enforcement) is necessary to maintain or improve my neighborhood	40.0%	29.4%	9.0%	2.7%	1.6%	17.2%

**WITHOUT "DON'T KNOW"****Q17. Please rate your agreement with the following statements regarding Property Standards. (without "don't know")**

(N=547)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q17-1. Property Standards (code enforcement) staff provided courteous & timely service	16.8%	43.2%	25.1%	11.7%	3.2%
Q17-2. Outreach materials available from and/or provided by Property Standards (code enforcement) are helpful	7.4%	43.3%	34.4%	11.1%	3.7%
Q17-3. Item I reported was corrected or Property Standards (code enforcement) explained why it was not a violation	19.6%	44.0%	23.9%	8.1%	4.3%
Q17-4. Property Standards (code enforcement) is necessary to maintain or improve my neighborhood	48.3%	35.5%	10.8%	3.3%	2.0%

**Q18. For each of the following property maintenance issues, please indicate if you feel the current level of enforcement being provided by the City is "Not Enough," "About Right," or "Too Much."**

(N=547)

	Not enough	About right	Too much	Don't know
Q18-1. Dilapidated/significantly leaning fences	36.6%	35.5%	1.1%	26.9%
Q18-2. Graffiti	10.6%	51.6%	0.9%	36.9%
Q18-3. Home-based businesses (operating business out of home)	10.6%	27.4%	2.9%	59.0%
Q18-4. Junked vehicles	21.0%	37.7%	0.9%	40.4%
Q18-5. Parking vehicles on grass	11.3%	41.0%	1.8%	45.9%
Q18-6. Poor yard maintenance by neighbors (grass & trees)	30.5%	40.6%	2.7%	26.1%
Q18-7. Poor house maintenance by neighbors	26.9%	41.5%	2.4%	29.3%
Q18-8. Trash and/or debris in yards & alleys	23.9%	48.1%	1.1%	26.9%
Q18-9. Vacant buildings	9.1%	32.7%	0.9%	57.2%
Q18-10. Other	70.0%	20.0%	10.0%	0.0%

**WITHOUT "DON'T KNOW"**

**Q18. For each of the following property maintenance issues, please indicate if you feel the current level of enforcement being provided by the City is "Not Enough," "About Right," or "Too Much." (without "don't know")**

(N=547)

	Not enough	About right	Too much
Q18-1. Dilapidated/significantly leaning fences	50.0%	48.5%	1.5%
Q18-2. Graffiti	16.8%	81.7%	1.4%
Q18-3. Home-based businesses (operating business out of home)	25.9%	67.0%	7.1%
Q18-4. Junked vehicles	35.3%	63.2%	1.5%
Q18-5. Parking vehicles on grass	20.9%	75.7%	3.4%
Q18-6. Poor yard maintenance by neighbors (grass & trees)	41.3%	55.0%	3.7%
Q18-7. Poor house maintenance by neighbors	38.0%	58.7%	3.4%
Q18-8. Trash and/or debris in yards & alleys	32.8%	65.8%	1.5%
Q18-9. Vacant buildings	21.4%	76.5%	2.1%
Q18-10. Other	70.0%	20.0%	10.0%



**Q19. Overall, how would you rate the appearance of commercial or retail property near your neighborhood?**

Q19. How would you rate appearance of commercial or retail property near your neighborhood	Number	Percent
Very attractive/well-maintained	149	27.2 %
Fairly attractive/some minor maintenance or landscaping problems	306	55.9 %
Fairly unattractive/major maintenance or landscaping problems	52	9.5 %
Very unattractive/significant deterioration of buildings or landscaping	15	2.7 %
Don't know	25	4.6 %
Total	547	100.0 %

**WITHOUT "DON'T KNOW"**

**Q19. Overall, how would you rate the appearance of commercial or retail property near your neighborhood? (without "don't know")**

Q19. How would you rate appearance of commercial or retail property near your neighborhood	Number	Percent
Very attractive/well-maintained	149	28.5 %
Fairly attractive/some minor maintenance or landscaping problems	306	58.6 %
Fairly unattractive/major maintenance or landscaping problems	52	10.0 %
Very unattractive/significant deterioration of buildings or landscaping	15	2.9 %
Total	522	100.0 %

**Q20. Which of the following programs are MOST NEEDED in your neighborhood?**

Q20. Which following programs are most needed in your neighborhood

	Number	Percent
Assistance buying a home	51	9.3 %
Major home repair program	115	21.0 %
Minor home repair program	227	41.5 %
Neighborhood organization capacity building/support	82	15.0 %
Senior assistance	171	31.3 %
Tool lending program	89	16.3 %
Retail/commercial enhancement program	82	15.0 %
Other	21	3.8 %
Total	838	

**Q21. Is there a Neighborhood Association (voluntary/social/mandatory) or Crime Watch group in your neighborhood?**

Q21. Is there a Neighborhood Association (voluntary/social/mandatory) or Crime Watch group in your neighborhood

	Number	Percent
Yes	270	49.4 %
No	126	23.0 %
Don't know	151	27.6 %
Total	547	100.0 %

**WITHOUT "DON'T KNOW"****Q21. Is there a Neighborhood Association (voluntary/social/mandatory) or Crime Watch group in your neighborhood? (without "don't know")**

Q21. Is there a Neighborhood Association (voluntary/social/mandatory) or Crime Watch group in your neighborhood

	Number	Percent
Yes	270	68.2 %
No	126	31.8 %
Total	396	100.0 %

**Q21a. Would you be interested in having a Neighborhood Association (voluntary/social)?**

Q21a. Would you be interested in having a Neighborhood Association (voluntary/social)	Number	Percent
Yes	101	36.5 %
No	70	25.3 %
Don't know	106	38.3 %
Total	277	100.0 %

**WITHOUT "DON'T KNOW"****Q21a. Would you be interested in having a Neighborhood Association (voluntary/social)? (without "don't know")**

Q21a. Would you be interested in having a Neighborhood Association (voluntary/social)	Number	Percent
Yes	101	59.1 %
No	70	40.9 %
Total	171	100.0 %

**Q21b. Would you be interested in having a Crime Watch group?**

Q21b. Would you be interested in having a Crime Watch group	Number	Percent
Yes	132	47.7 %
No	53	19.1 %
Don't know	92	33.2 %
Total	277	100.0 %

**WITHOUT "DON'T KNOW"****Q21b. Would you be interested in having a Crime Watch group? (without "don't know")**

Q21b. Would you be interested in having a Crime Watch group	Number	Percent
Yes	132	71.4 %
No	53	28.6 %
Total	185	100.0 %

**Q22. If you had to choose between keeping the current City tax rate to maintain your current quality of life and the level of service provided by the City, or lowering the current City tax rate and cutting services, which would you chose?**

<u>Q22. Which option would you choose</u>	<u>Number</u>	<u>Percent</u>
Keeping current City tax rate to maintain current level of services provided by City	415	75.9 %
Lower current City tax rate resulting in a cut in overall service levels	100	18.3 %
Not provided	32	5.9 %
Total	547	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q22. If you had to choose between keeping the current City tax rate to maintain your current quality of life and the level of service provided by the City, or lowering the current City tax rate and cutting services, which would you chose? (without "not provided")**

<u>Q22. Which option would you choose</u>	<u>Number</u>	<u>Percent</u>
Keeping current City tax rate to maintain current level of services provided by City	415	80.6 %
Lower current City tax rate resulting in a cut in overall service levels	100	19.4 %
Total	515	100.0 %

**Q23. Are you aware that the City of Plano offers several exemptions and tax freezes in order to assist homeowners in lowering their property tax bills? These include a 20% Homestead Exemption, a \$40,000 exemption for those who are age 65 and over or disabled, and the property tax bill is frozen once the owner reaches 65 or becomes disabled.**

Q23. Are you aware that City offers several exemptions & tax freezes in order to assist homeowners in lowering their property tax bills

	Number	Percent
Yes	448	81.9 %
No	96	17.6 %
Not provided	3	0.5 %
Total	547	100.0 %

#### **WITHOUT "NOT PROVIDED"**

**Q23. Are you aware that the City of Plano offers several exemptions and tax freezes in order to assist homeowners in lowering their property tax bills? These include a 20% Homestead Exemption, a \$40,000 exemption for those who are age 65 and over or disabled, and the property tax bill is frozen once the owner reaches 65 or becomes disabled. (without "not provided")**

Q23. Are you aware that City offers several exemptions & tax freezes in order to assist homeowners in lowering their property tax bills

	Number	Percent
Yes	448	82.4 %
No	96	17.6 %
Total	544	100.0 %

**Q24. Are you aware that when you receive your property tax bill from the County you are actually paying taxes to four separate entities? These entities include the City of Plano, the Plano Independent School District, Collin College and Collin County.**

Q24. Are you aware that when you receive your property tax bill from County you are actually paying taxes to four separate entities

	Number	Percent
Yes	486	88.8 %
No	57	10.4 %
Not provided	4	0.7 %
Total	547	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q24. Are you aware that when you receive your property tax bill from the County you are actually paying taxes to four separate entities? These entities include the City of Plano, the Plano Independent School District, Collin College and Collin County. (without "not provided")**

Q24. Are you aware that when you receive your property tax bill from County you are actually paying taxes to four separate entities

	Number	Percent
Yes	486	89.5 %
No	57	10.5 %
Total	543	100.0 %

**Q24a. From which one of the following entities do you receive the majority of your services?**

Q24a. Which following entity do you receive majority of  
your services from

	Number	Percent
City of Plano	435	89.5 %
Plano Independent School District	40	8.2 %
Collin College	1	0.2 %
Collin County	4	0.8 %
Not provided	6	1.2 %
Total	486	100.0 %

**WITHOUT "NOT PROVIDED"****Q24a. From which one of the following entities do you receive the majority of your services? (without "not provided")**

Q24a. Which following entity do you receive majority of  
your services from

	Number	Percent
City of Plano	435	90.6 %
Plano Independent School District	40	8.3 %
Collin College	1	0.2 %
Collin County	4	0.8 %
Total	480	100.0 %

**Q25. Were you aware of the Comprehensive Plan Review process that occurred between 2019 and 2021?**

Q25. Were you aware of Comprehensive Plan Review  
process that occurred between 2019 & 2021

	Number	Percent
Yes	265	48.4 %
No	277	50.6 %
Not provided	5	0.9 %
Total	547	100.0 %

**WITHOUT "NOT PROVIDED"****Q25. Were you aware of the Comprehensive Plan Review process that occurred between 2019 and 2021?  
(without "not provided")**

Q25. Were you aware of Comprehensive Plan Review  
process that occurred between 2019 & 2021

	Number	Percent
Yes	265	48.9 %
No	277	51.1 %
Total	542	100.0 %



**Q25a. Did you participate in the process by completing a plan survey, speaking at a hearing, writing a letter, or some other means?**

Q25a. Did you participate in the process by completing a plan survey, speaking at a hearing, writing a letter, or some other means

	Number	Percent
Yes	110	41.5 %
No	141	53.2 %
Don't know	14	5.3 %
Total	265	100.0 %

**WITHOUT "DON'T KNOW"**

**Q25a. Did you participate in the process by completing a plan survey, speaking at a hearing, writing a letter, or some other means? (without "don't know")**

Q25a. Did you participate in the process by completing a plan survey, speaking at a hearing, writing a letter, or some other means

	Number	Percent
Yes	110	43.8 %
No	141	56.2 %
Total	251	100.0 %

**Q25b. How satisfied were you with the results of the process adopting Comprehensive Plan 2021?**

Q25b. How satisfied were you with results of the  
process adopting Comprehensive Plan 2021

	Number	Percent
Very satisfied	18	6.8 %
Satisfied	82	30.9 %
Neutral	83	31.3 %
Dissatisfied	38	14.3 %
Very dissatisfied	12	4.5 %
Don't know	32	12.1 %
Total	265	100.0 %

**WITHOUT "DON'T KNOW"****Q25b. How satisfied were you with the results of the process adopting Comprehensive Plan 2021? (without "don't know")**

Q25b. How satisfied were you with results of the  
process adopting Comprehensive Plan 2021

	Number	Percent
Very satisfied	18	7.7 %
Satisfied	82	35.2 %
Neutral	83	35.6 %
Dissatisfied	38	16.3 %
Very dissatisfied	12	5.2 %
Total	233	100.0 %

**Q26. Are you interested in being alerted of zoning cases in your area?**

Q26. Are you interested in being alerted of zoning cases in your area	Number	Percent
Yes	394	72.0 %
No	107	19.6 %
Not provided	46	8.4 %
Total	547	100.0 %

**WITHOUT "NOT PROVIDED"****Q26. Are you interested in being alerted of zoning cases in your area? (without "not provided")**

Q26. Are you interested in being alerted of zoning cases in your area	Number	Percent
Yes	394	78.6 %
No	107	21.4 %
Total	501	100.0 %

**Q26a. Have you completed the online zoning case alert available at [www.plano.gov/1335/Active-Zoning-Petitions](http://www.plano.gov/1335/Active-Zoning-Petitions)?**

Q26a. Have you completed online zoning case alert available at <a href="http://www.plano.gov/1335/Active-Zoning-Petitions">www.plano.gov/1335/Active-Zoning-Petitions</a>	Number	Percent
Yes	69	17.5 %
No	297	75.4 %
Don't know	28	7.1 %
Total	394	100.0 %

**WITHOUT "DON'T KNOW"****Q26a. Have you completed the online zoning case alert available at [www.plano.gov/1335/Active-Zoning-Petitions](http://www.plano.gov/1335/Active-Zoning-Petitions)? (without "don't know")**

Q26a. Have you completed online zoning case alert available at <a href="http://www.plano.gov/1335/Active-Zoning-Petitions">www.plano.gov/1335/Active-Zoning-Petitions</a>	Number	Percent
Yes	69	18.9 %
No	297	81.1 %
Total	366	100.0 %

**Q27. Approximately how many years have you lived in Plano?**

Q27. How many years have you lived in Plano	Number	Percent
Less than 2 years	41	7.5 %
2-5 years	64	11.7 %
6-10 years	48	8.8 %
11-15 years	49	9.0 %
16-20 years	53	9.7 %
21-30 years	139	25.4 %
30+ years	148	27.1 %
Not provided	5	0.9 %
Total	547	100.0 %

**WITHOUT "NOT PROVIDED"****Q27. Approximately how many years have you lived in Plano? (without "not provided")**

Q27. How many years have you lived in Plano	Number	Percent
Less than 2 years	41	7.6 %
2-5 years	64	11.8 %
6-10 years	48	8.9 %
11-15 years	49	9.0 %
16-20 years	53	9.8 %
21-30 years	139	25.6 %
30+ years	148	27.3 %
Total	542	100.0 %

**Q28. What is your age?**

Q28. Your age	Number	Percent
18-34	105	19.2 %
35-44	94	17.2 %
45-54	101	18.5 %
55-64	110	20.1 %
65+	107	19.6 %
Not provided	30	5.5 %
Total	547	100.0 %

**WITHOUT "NOT PROVIDED"****Q28. What is your age? (without "not provided")**

Q28. Your age	Number	Percent
18-34	105	20.3 %
35-44	94	18.2 %
45-54	101	19.5 %
55-64	110	21.3 %
65+	107	20.7 %
Total	517	100.0 %

**Q29. What is your gender?**

Q29. Your gender	Number	Percent
Male	266	48.6 %
Female	254	46.4 %
Not provided	27	4.9 %
Total	547	100.0 %

**WITHOUT "NOT PROVIDED"****Q29. What is your gender? (without "not provided")**

Q29. Your gender	Number	Percent
Male	266	51.2 %
Female	254	48.8 %
Total	520	100.0 %

**Q30. Are you employed in the City of Plano?**

<u>Q30. Are you employed in City of Plano</u>	<u>Number</u>	<u>Percent</u>
No	547	100.0 %
Total	547	100.0 %

**Q31. Which of the following best describes your race/ethnicity?**

<u>Q31. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	118	21.6 %
Black or African American	47	8.6 %
American Indian or Alaska Native	7	1.3 %
White	331	60.5 %
Hispanic, Spanish, or Latino/a/x	77	14.1 %
Other	9	1.6 %
Total	589	

**Q31-6. Self-describe your race/ethnicity:**

<u>Q31-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	2	22.2 %
Jewish	1	11.1 %
More than one	1	11.1 %
Native American	1	11.1 %
Germo-Austrian	1	11.1 %
Euro American	1	11.1 %
Middle Eastern	1	11.1 %
Anglo-Indian	1	11.1 %
Total	9	100.0 %

**Q32. Would you say your total annual household income is...**

<u>Q32. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	23	4.2 %
\$20K to \$39,999	34	6.2 %
\$40K to \$59,999	59	10.8 %
\$60K to \$79,999	62	11.3 %
\$80K to \$99,999	63	11.5 %
\$100K to \$119,999	59	10.8 %
\$120K to \$139,999	63	11.5 %
\$140K+	76	13.9 %
Not provided	108	19.7 %
Total	547	100.0 %

**WITHOUT "NOT PROVIDED"****Q32. Would you say your total annual household income is... (without "not provided")**

<u>Q32. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	23	5.2 %
\$20K to \$39,999	34	7.7 %
\$40K to \$59,999	59	13.4 %
\$60K to \$79,999	62	14.1 %
\$80K to \$99,999	63	14.4 %
\$100K to \$119,999	59	13.4 %
\$120K to \$139,999	63	14.4 %
\$140K+	76	17.3 %
Total	439	100.0 %

**Q33. Would you be willing to participate in future surveys sponsored by the City of Plano?**

<u>Q33. Would you be willing to participate in future surveys sponsored by City of Plano</u>	<u>Number</u>	<u>Percent</u>
Yes	429	78.4 %
No	118	21.6 %
Total	547	100.0 %



# Survey Instrument



Dear Plano Resident,

We appreciate your continued support and involvement in making Plano 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, sustainability and environmental services, public works, code enforcement, libraries, and others. To make sure that Plano'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 <http://planosurvey.com>.**

If you have questions about this survey, please contact Karen Rhodes-Whitley, Director of Budget and Research at 972-941-7194. Thank you for taking the time to build a better Plano.

Sincerely,



John B. Muns  
Mayor



## 2022 City of Plano Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to citizen concerns. If you have questions, please contact the City's Budget and Research Department at 972-941-7194.

### Satisfaction with City Services

1. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate your satisfaction with each of the following services that are provided by the City of Plano.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Police services	5	4	3	2	1	9
02.	Fire services	5	4	3	2	1	9
03.	Emergency medical services	5	4	3	2	1	9
04.	9-1-1 services related to above services	5	4	3	2	1	9
05.	Maintenance of city streets	5	4	3	2	1	9
06.	Maintenance of city sidewalks	5	4	3	2	1	9
07.	Cleanliness of streets/public areas	5	4	3	2	1	9
08.	City communication (website, utility bill inserts, cable TV, social media)	5	4	3	2	1	9
09.	Environmental waste services (trash, yard trimmings, and recycling collections)	5	4	3	2	1	9
10.	Management of stormwater run-off (flood prevention)	5	4	3	2	1	9
11.	Water and wastewater (or sanitary sewer) services	5	4	3	2	1	9
12.	Customer service provided by City employees	5	4	3	2	1	9
13.	Property standards enforcement	5	4	3	2	1	9
14.	City parks	5	4	3	2	1	9
15.	Recreation programs and facilities	5	4	3	2	1	9
16.	Library services	5	4	3	2	1	9
17.	Municipal court services	5	4	3	2	1	9
18.	Animal services	5	4	3	2	1	9
19.	Neighborhood and Housing support programs	5	4	3	2	1	9
20.	ADA Accessibility - City facilities, programs and services	5	4	3	2	1	9

2. Which **FOUR** of the services listed in Question 1 do you think are the **MOST IMPORTANT** services for the City to provide? *[Write in your answers below using the numbers from the list in Question 1.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_

### Perceptions of the City

3. Several items that may influence your perception of the City of Plano are listed below. Please rate each item on 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 quality of services provided by the City of Plano	5	4	3	2	1	9
2. Overall value that you receive for your City taxes and fees	5	4	3	2	1	9
3. Overall quality of life in Plano	5	4	3	2	1	9

## Communication

### 4. Which of the following sources do you currently use to obtain and/or receive information about the City of Plano? [Check all that apply.]

- |   |  |
|---|--|
| <input type="checkbox"/> (01) City of Plano website   | <input type="checkbox"/> (07) City's social media pages  |
| <input type="checkbox"/> (02) The City's "Fix It Plano" Program   | <input type="checkbox"/> (08) Plano City Call (mass notification by phone, email, text)                          |
| <input type="checkbox"/> (03) E-newsletters (Plano City News, Live Green in Plano, etc.)                            | <input type="checkbox"/> (09) Citizens Government Academy  |
| <input type="checkbox"/> (04) Mayor and City Council Events (Meet and Greet, Town Hall Meetings, State of the City) | <input type="checkbox"/> (10) Direct mail pieces (Live Green News, utility bill inserts, Leisure Brochure, etc.) |
| <input type="checkbox"/> (05) City Council and Planning and Zoning meetings   | <input type="checkbox"/> (11) Nextdoor App   |
| <input type="checkbox"/> (06) Plano Television (PTV)  | <input type="checkbox"/> (12) Other: _____   |

### 5. How would you like to receive education and outreach programming? [Check all that apply.]

- |  |   |
|--|---|
| <input type="checkbox"/> (1) Online self-guided training | <input type="checkbox"/> (5) E-mail       |
| <input type="checkbox"/> (2) Classroom                   | <input type="checkbox"/> (6) Webinars     |
| <input type="checkbox"/> (3) Special events              | <input type="checkbox"/> (7) No interest  |
| <input type="checkbox"/> (4) Neighborhood meetings       | <input type="checkbox"/> (8) Other: _____ |

### 6. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about government operations	5	4	3	2	1	9
2. City efforts to keep residents informed about local issues	5	4	3	2	1	9
3. The level of public involvement in City decision-making	5	4	3	2	1	9
4. Usefulness of the information that is available on the City's website	5	4	3	2	1	9
5. Availability of information related to the City's sustainability and environmental efforts	5	4	3	2	1	9

## Police Services

### 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. Overall feeling of safety in Plano	5	4	3	2	1	9
2. In your neighborhood during the day	5	4	3	2	1	9
3. In your neighborhood after dark	5	4	3	2	1	9
4. At shopping centers/business areas during the day	5	4	3	2	1	9
5. At shopping centers/business areas after dark	5	4	3	2	1	9
6. Driving on roadways in Plano	5	4	3	2	1	9

## Sustainability and Environmental Services

### 8. What issue(s) are you MOST CONCERNED with as it affects your daily life? [Check all that apply.]

- |  |   |
|--|---|
| <input type="checkbox"/> (1) Litter in the community and local waterways | <input type="checkbox"/> (5) Mobility and transportation  |
| <input type="checkbox"/> (2) Water conservation and quality              | <input type="checkbox"/> (6) Recycling, composting and waste diversion                                      |
| <input type="checkbox"/> (3) Home energy efficiency                      | <input type="checkbox"/> (7) Adaption responses related to frequency and intensity of severe weather events |
| <input type="checkbox"/> (4) Local air quality                           |   |

9. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate your satisfaction with each of the following.

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Access and availability of information about sustainability initiatives and programs (website, utility bill inserts, electronic newsletters, direct mail, LGIP newsletter)	5	4	3	2	1	9
2.	Opportunities for community engagement through Live Green in Plano programs - (Great American Cleanup, Texas Recycles Day, Waterwise Landscape Tour, Live Green in Plano Volunteer Training, Fall Waterways Cleanup, classes, Rain Barrel and Compost Bin sale, Family Nature events)	5	4	3	2	1	9
3.	Frequency and accessibility of sustainable living learning opportunities	5	4	3	2	1	9
4.	Efforts toward long-term city-wide sustainability policies and initiatives	5	4	3	2	1	9

### Public Library System

10. Which FIVE of the options listed below do you feel should be the TOP PRIORITIES for Plano libraries? *[Write in your answers using the numbers from the list below.]*

- Physical materials for checkout - books, DVDs, Playaways, Launchpads, STEAM kits and more
- Access to eMaterials - eBooks, eAudiobooks, digital magazines and newspapers, online databases and resources
- Free WiFi, computers and internet access
- Helpful, friendly staff providing excellent customer service
- In-person and virtual/online educational programs and classes for all ages
- Low cost meeting room rental
- Free study/collaboration space
- A physical space to visit, learn and connect with others

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ 5th: \_\_\_\_\_

11. The library offers outreach visits and classes in the community (bookable through an online request form). Which FIVE of the options listed below are most important for the community? *[Write in your answers using the numbers from the list below.]*

- Digital literacy skills (basic computer, internet usage)
- Computer based skill building classes (Word, Excel, etc.)
- Workforce development (job search/resumes, skill building, career exploration)
- Early literacy (activities and classes that support caregivers and young children)
- STEAM (science, technology, engineering, arts and math) hands-on exploration
- Demonstration of library tools and resources that assist adults 55+
- How-to sessions tailored to service/resource (eBooks, digital newspapers, online databases, etc.)
- Financial literacy (basic classes on money management and building wealth)
- General presentations about free services/resources available at the library

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ 5th: \_\_\_\_\_

## Parks and Recreation

**12. Please indicate how well you feel the City is meeting your expectations for the following items.**

		Exceeds Expectations	Meets Expectations	Needs Improvement	Don't Know
01.	Appearance of the median landscaping along city streets	3	2	1	9
02.	Appearance of lakes, ponds and creeks in the City	3	2	1	9
03.	Appearance of public building landscapes (libraries, fire stations, etc.)	3	2	1	9
04.	Appearance of City parks	3	2	1	9
05.	Condition of the playing surfaces on City athletic fields	3	2	1	9
06.	Cleanliness of the recreation facilities	3	2	1	9
07.	Water conservation in City parks	3	2	1	9
08.	Cleanliness of City parks	3	2	1	9
09.	Cleanliness of park restrooms	3	2	1	9

**13. On average, how often have you or members of your household participated in each of the following City of Plano recreational activities in the past 12 months?**

Facility:	Daily	Weekly	Monthly	Once or Twice a Year	Seldom or Never
01. Pickleball	5	4	3	2	1
02. Cricket	5	4	3	2	1
03. Badminton	5	4	3	2	1
04. On-street bicycling	5	4	3	2	1
05. eSports	5	4	3	2	1
06. Off road/mountain biking	5	4	3	2	1
07. Attending outdoor concerts/festivals	5	4	3	2	1
08. Attending indoor performing arts programs	5	4	3	2	1
09. Riding motorized scooters	5	4	3	2	1
10. BMX biking	5	4	3	2	1
11. Lap swimming	5	4	3	2	1
12. Sand volleyball	5	4	3	2	1

## Public Works/Engineering

**14. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

Adequacy of Service:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Road traffic congestion	5	4	3	2	1	9
2. Traffic signal system	5	4	3	2	1	9
3. Bicycle safety	5	4	3	2	1	9
4. Pedestrian safety	5	4	3	2	1	9
5. DART service	5	4	3	2	1	9

**15. For each of the following, please indicate if you feel the current level of service being provided by the City is "Not Enough", "About Right", or "Too Much".**

Current Level of Service:	Not Enough	About Right	Too Much	Don't Know
1. Thoroughfare (4-6 lane divided roads) repair	3	2	1	9
2. Residential street repair	3	2	1	9
3. Alley repair	3	2	1	9
4. Sidewalk repair	3	2	1	9

## Neighborhood Services

**16. How do you feel the appearance of your neighborhood has changed over the past THREE years?**

\_\_\_\_(1) Improved      \_\_\_\_ (2) Stayed the same      \_\_\_\_ (3) Gotten worse      \_\_\_\_ (9) Don't Know

**17. Please rate your agreement with the following statements regarding Property Standards.**

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	Property Standards (code enforcement) staff provided courteous and timely service.	5	4	3	2	1	9
2.	The outreach materials available from and/or provided by Property Standards (code enforcement) are helpful.	5	4	3	2	1	9
3.	The item I reported was corrected or Property Standards (code enforcement) explained why it was not a violation.	5	4	3	2	1	9
4.	Property Standards (code enforcement) is necessary to maintain or improve my neighborhood.	5	4	3	2	1	9

**18. For each of the following property maintenance issues, please indicate if you feel the current level of enforcement being provided by the City is "Not Enough", "About Right", or "Too Much".**

		Not Enough	About Right	Too Much	Don't Know
01.	Dilapidated/significantly leaning fences	3	2	1	9
02.	Graffiti	3	2	1	9
03.	Home-based businesses (operating business out of home)	3	2	1	9
04.	Junked vehicles	3	2	1	9
05.	Parking vehicles on grass	3	2	1	9
06.	Poor yard maintenance by neighbors (grass and trees)	3	2	1	9
07.	Poor house maintenance by neighbors	3	2	1	9
08.	Trash and/or debris in yards and alleys	3	2	1	9
09.	Vacant buildings	3	2	1	9
10.	Other: _____	3	2	1	9

**19. Overall, how would you rate the appearance of commercial or retail property near your neighborhood?**

\_\_\_\_(1) Very attractive/well-maintained  
 \_\_\_\_ (2) Fairly attractive/some minor maintenance or landscaping problems  
 \_\_\_\_ (3) Fairly unattractive/major maintenance or landscaping problems  
 \_\_\_\_ (4) Very unattractive/significant deterioration of buildings or landscaping  
 \_\_\_\_ (9) Don't know

**20. Which of the following programs are MOST NEEDED in your neighborhood? [Check all that apply.]**

\_\_\_\_(1) Assistance buying a home      \_\_\_\_ (5) Senior assistance  
 \_\_\_\_ (2) Major home repair program      \_\_\_\_ (6) Tool lending program  
 \_\_\_\_ (3) Minor home repair program      \_\_\_\_ (7) Retail/Commercial enhancement program  
 \_\_\_\_ (4) Neighborhood organization capacity building/support      \_\_\_\_ (8) Other: \_\_\_\_\_

**21. Is there a Neighborhood Association (voluntary/social/mandatory) or Crime Watch group in your neighborhood?**

\_\_\_\_(1) Yes [Skip to Q22.]      \_\_\_\_ (2) No [Answer Q21a-b.]      \_\_\_\_ (9) Don't Know [Answer Q21a-b.]

**21a. Would you be interested in having a Neighborhood Association (voluntary/social)?**

\_\_\_\_(1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (9) Don't know

**21b. Would you be interested in having a Crime Watch group?**

\_\_\_\_(1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (9) Don't know

## Other Questions

22. If you had to choose between keeping the current City tax rate to maintain your current quality of life and the level of service provided by the City, or lowering the current City tax rate and cutting services, which would you chose?

\_\_\_\_(1) Keeping the current City tax rate to maintain the current level of services provided by the City  
\_\_\_\_(2) Lower the current City tax rate resulting in a cut in overall service levels

23. Are you aware that the City of Plano offers several exemptions and tax freezes in order to assist homeowners in lowering their property tax bills? These include a 20% Homestead Exemption, a \$40,000 exemption for those who are age 65 and over or disabled, and the property tax bill is frozen once the owner reaches 65 or becomes disabled.

\_\_\_\_(1) Yes      \_\_\_\_ (2) No

24. Are you aware that when you receive your property tax bill from the County you are actually paying taxes to four separate entities? These entities include the City of Plano, the Plano Independent School District, Collin College and Collin County.

\_\_\_\_(1) Yes [Answer Q24a.]      \_\_\_\_ (2) No [Skip to Q25.]

- 24a. From which one of the following entities do you receive the majority of your services?

\_\_\_\_(1) City of Plano      \_\_\_\_ (3) Collin College  
\_\_\_\_(2) Plano Independent School District      \_\_\_\_ (4) Collin County

25. Were you aware of the Comprehensive Plan Review process that occurred between 2019 and 2021?

\_\_\_\_(1) Yes [Answer Q25a-b.]      \_\_\_\_ (2) No [Skip to Q26.]

- 25a. Did you participate in the process by completing a plan survey, speaking at a hearing, writing a letter, or some other means?

\_\_\_\_(1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (9) Don't know

- 25b. How satisfied were you with the results of the process adopting Comprehensive Plan 2021?

\_\_\_\_(5) Very Satisfied      \_\_\_\_ (3) Neutral      \_\_\_\_ (1) Very Dissatisfied  
\_\_\_\_(4) Satisfied      \_\_\_\_ (2) Dissatisfied      \_\_\_\_ (9) Don't know

26. Are you interested in being alerted of zoning cases in your area?

\_\_\_\_(1) Yes [Answer Q26a.]      \_\_\_\_ (2) No [Skip to Q27.]

- 26a. Have you completed the online zoning case alert available at [www.plano.gov/1335/Active-Zoning-Petitions](http://www.plano.gov/1335/Active-Zoning-Petitions)?

\_\_\_\_(1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (9) Don't know

## Demographics

**27. Approximately how many years have you lived in Plano?**

- \_\_\_\_(1) Less than 2 years      \_\_\_\_ (3) 6-10 years      \_\_\_\_ (5) 16-20 years      \_\_\_\_ (7) More than 30 years  
\_\_\_\_ (2) 2-5 years      \_\_\_\_ (4) 11-15 years      \_\_\_\_ (6) 21-30 years

**28. What is your age? \_\_\_\_**

**29. What is your gender? \_\_\_\_ (1) Male \_\_\_\_ (2) Female**

**30. Are you employed in the City of Plano? \_\_\_\_ (1) Yes \_\_\_\_ (2) No**

**31. Which of the following best describes your race/ethnicity? [Check all that apply.]**

- \_\_\_\_ (1) Asian or Asian Indian      \_\_\_\_ (4) White  
\_\_\_\_ (2) Black or African American      \_\_\_\_ (5) Hispanic, Spanish, or Latino/a/x  
\_\_\_\_ (3) American Indian or Alaska Native      \_\_\_\_ (99) Other: \_\_\_\_\_

**32. Would you say your total annual household income is...**

- \_\_\_\_ (1) Under \$20,000      \_\_\_\_ (4) \$60,000 to \$79,999      \_\_\_\_ (7) \$120,000 to \$139,999  
\_\_\_\_ (2) \$20,000 to \$39,999      \_\_\_\_ (5) \$80,000 to \$99,999      \_\_\_\_ (8) \$140,000 or more  
\_\_\_\_ (3) \$40,000 to \$59,999      \_\_\_\_ (6) \$100,000 to \$119,999

**33. Would you be willing to participate in future surveys sponsored by the City of Plano?**

- \_\_\_\_ (1) Yes [Answer Q33a.]      \_\_\_\_ (2) No

**33a. Please provide your contact information.**

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**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. The information printed to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank you.