

2022 Resident Satisfaction Survey

City of Plano, Texas

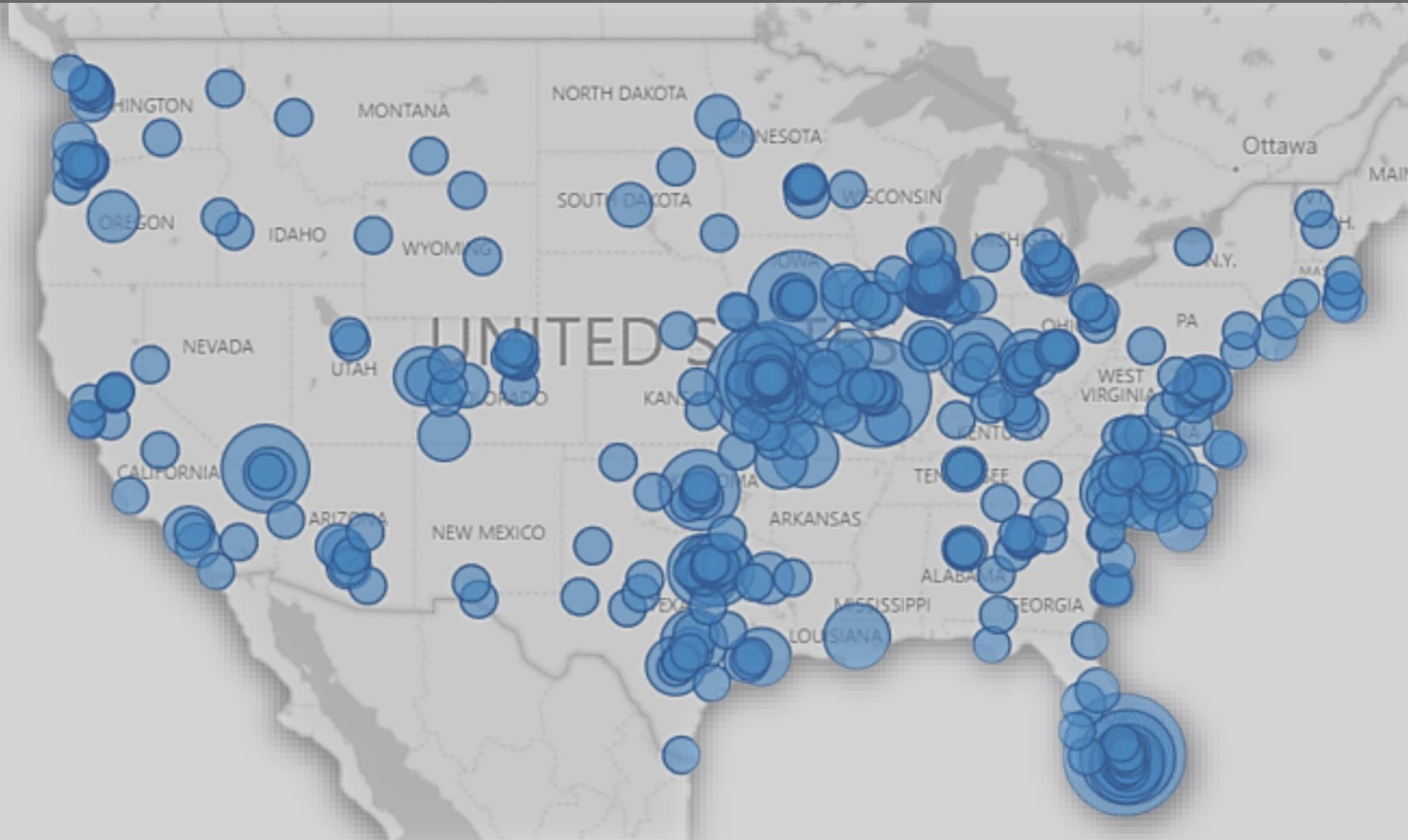


PRESENTED BY

MAY 2022

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For 40 years, our mission has been to help City and county governments gather and use survey data to enhance organizational performance.



More Than 2,500,000 Person's Surveyed Since 2012 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

Bottom Line Upfront

Major Findings

Summary

Questions



Purpose

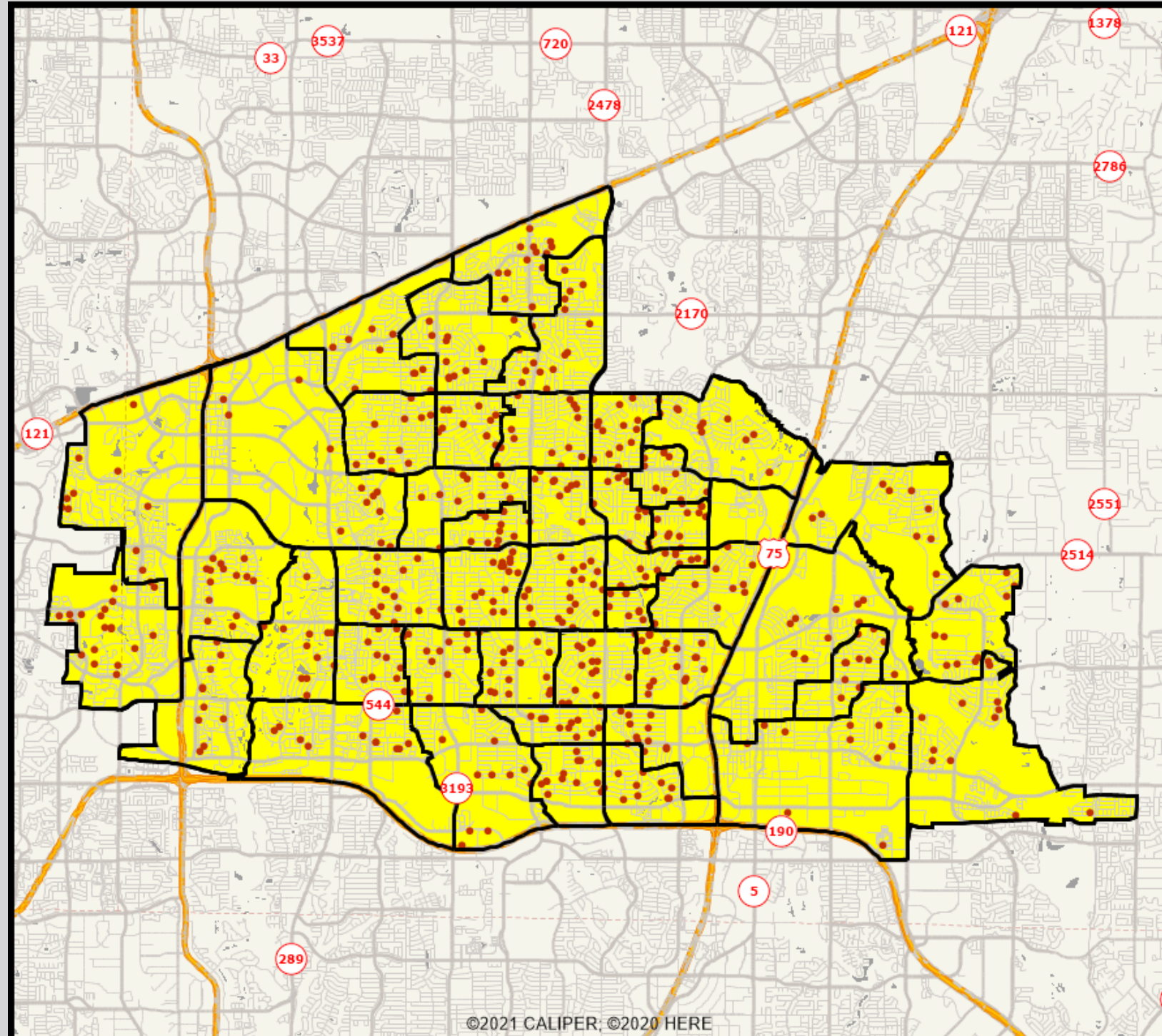
- To objectively assess resident satisfaction with the delivery of major City services
- To help determine priorities for the community
- To measure trends from previous survey
- To compare the City's performance with other communities regionally and nationally

Methodology

- **Survey Description**
 - Seven-page survey; included many of the same questions as previous survey
 - 5th Resident Satisfaction Survey conducted for the City of Plano
- **Method of Administration**
 - By mail and online to randomly selected sample of City residents
- **Sample Size**
 - Goal: 400 completed surveys
 - Actual: 547 completed surveys
 - Margin of error: +/- 4.2% at the 95% level of confidence

Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City
 - Age
 - Race/Ethnicity
 - Gender



Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City of Plano**
 - 93% Are Satisfied with the Overall Quality of City Services
 - 89% Are Satisfied with the Overall Quality of Life in Plano
- **The City Is Moving in the Right Direction**
 - Since 2019, Satisfaction Ratings Have Increased or Stayed the Same in 28 of 44 Areas
 - 12 Areas Have Had a *Significant Increase* in Satisfaction (Only 2 *Significant Decreases*)

Bottom Line Up Front

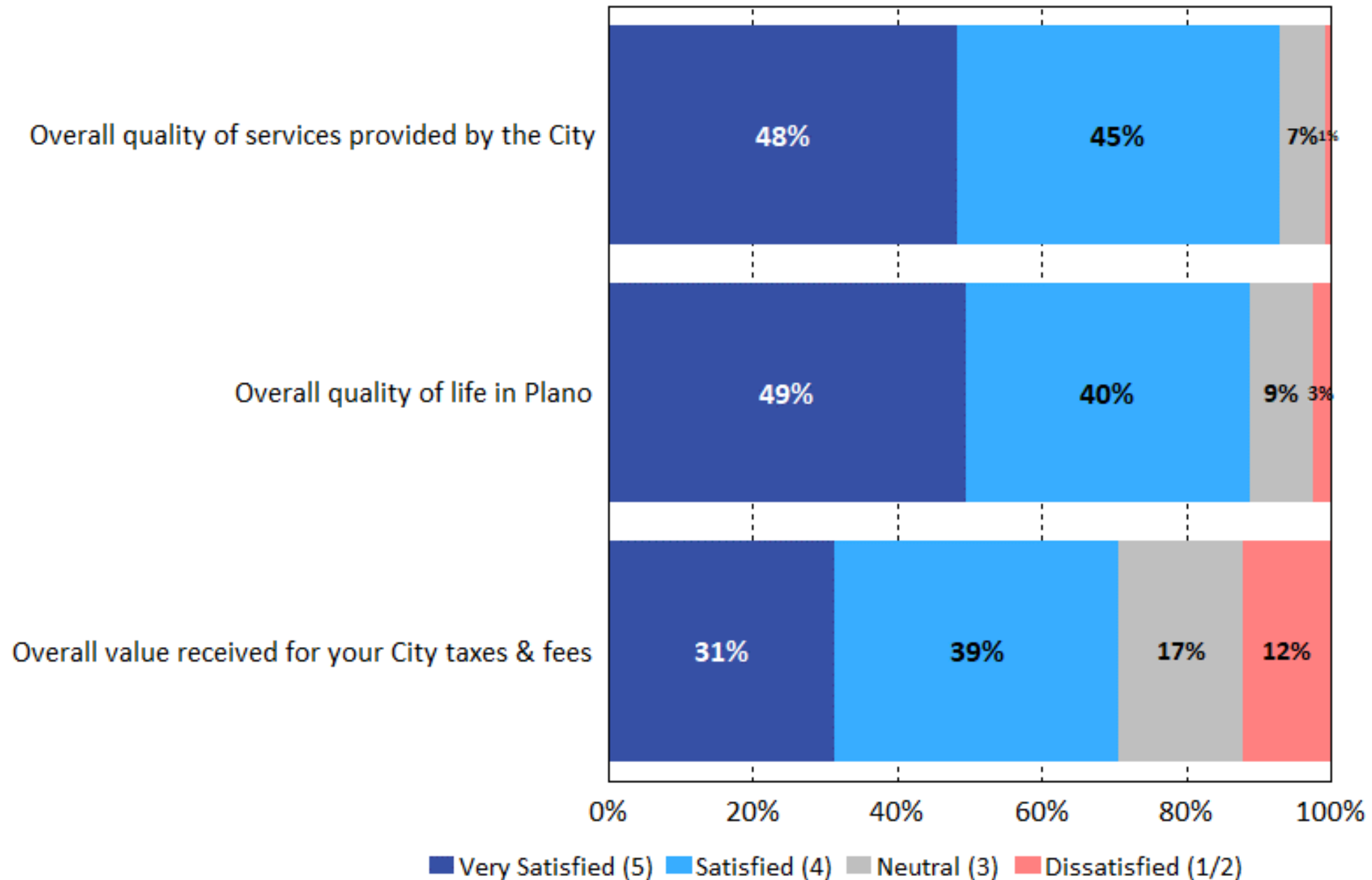
- Satisfaction with City Services Is Much Higher in Plano Than Other Cities
 - Plano Rates Above the U.S. Average in 25 of 27 Areas
 - Satisfaction with the Overall Quality of City Services Is 42% Above the U.S. Average
 - Satisfaction with the Customer Service from City Employees Is 45% Above the U.S. Average
- Top Overall Priorities
 - Maintenance of City Streets
 - Public Safety

Topic #1

**Residents Have a Very Positive Perception
of the City**

Q3. Satisfaction with Perceptions of the City

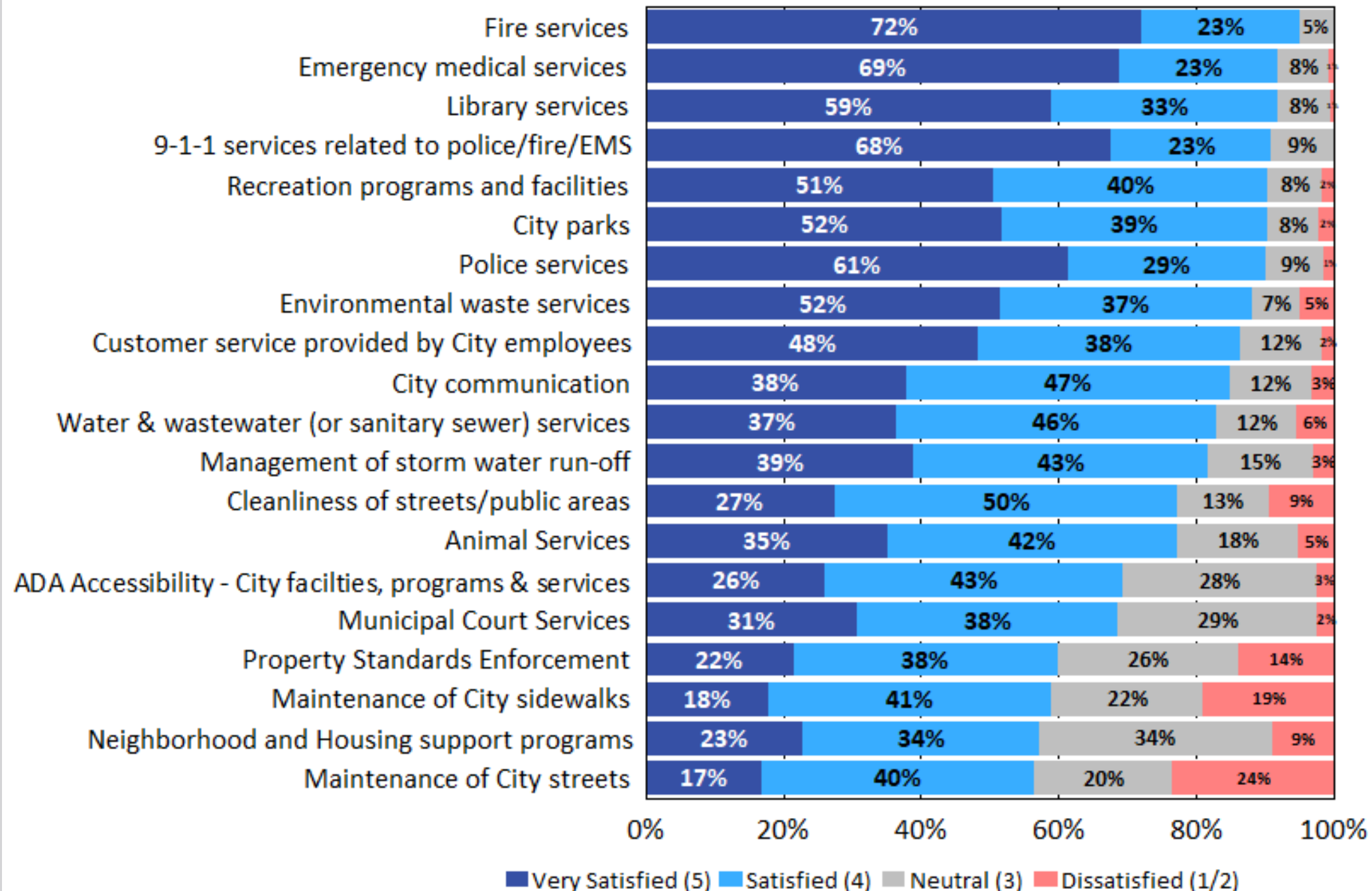
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Nearly All Respondents Are Satisfied with the Overall Quality of City Services and the Quality of Life in Plano

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)



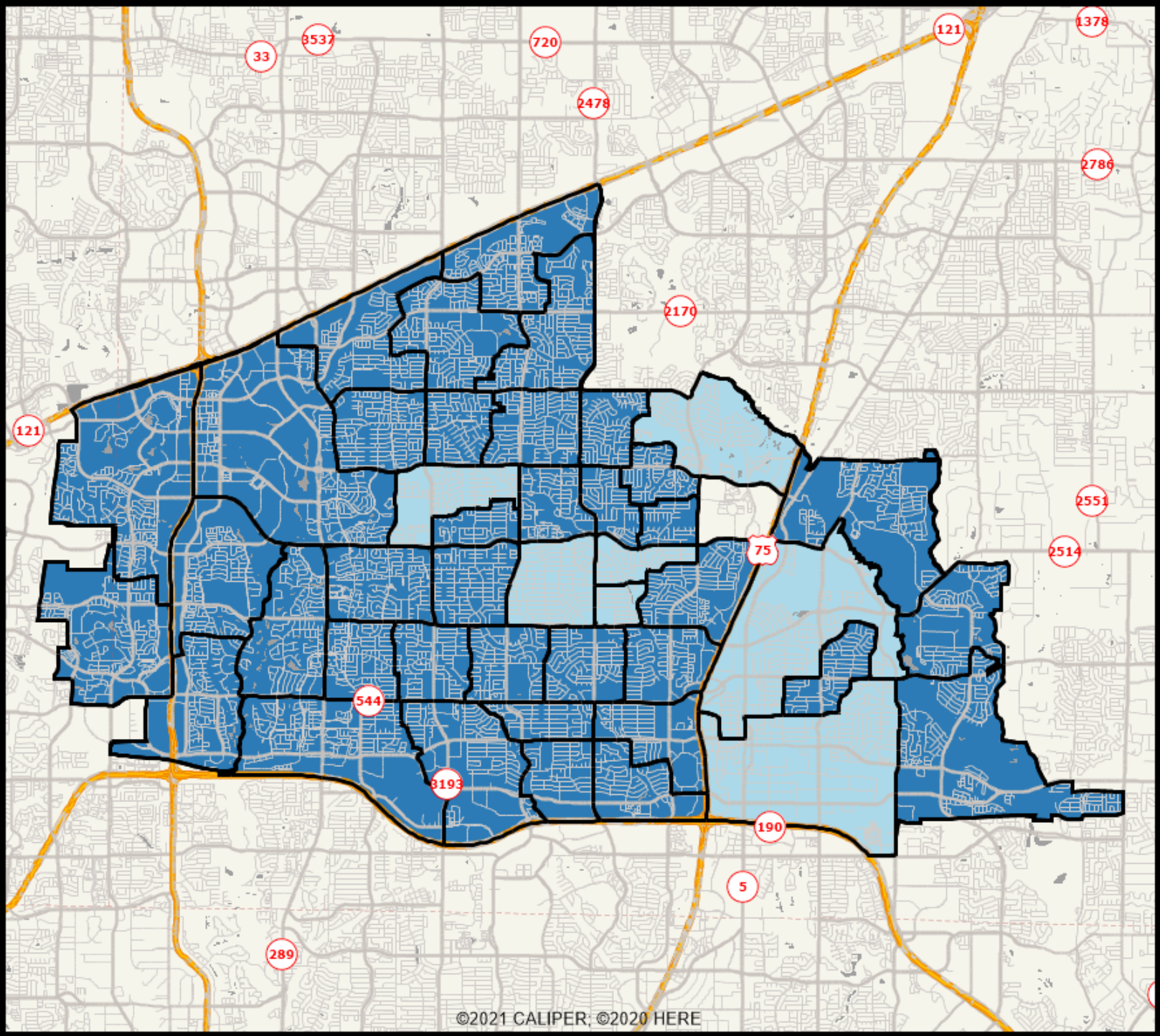
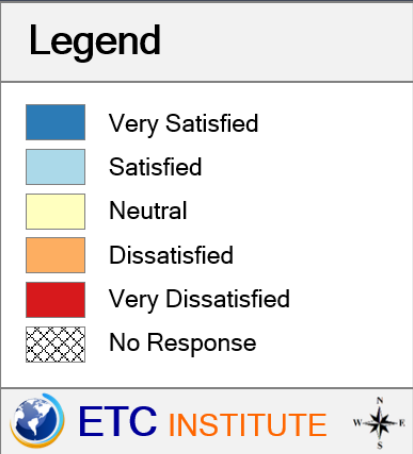
All City Services Received High Ratings

Topic #2

**Residents in All Areas of Plano Are Satisfied with
the Overall Quality of City Services**

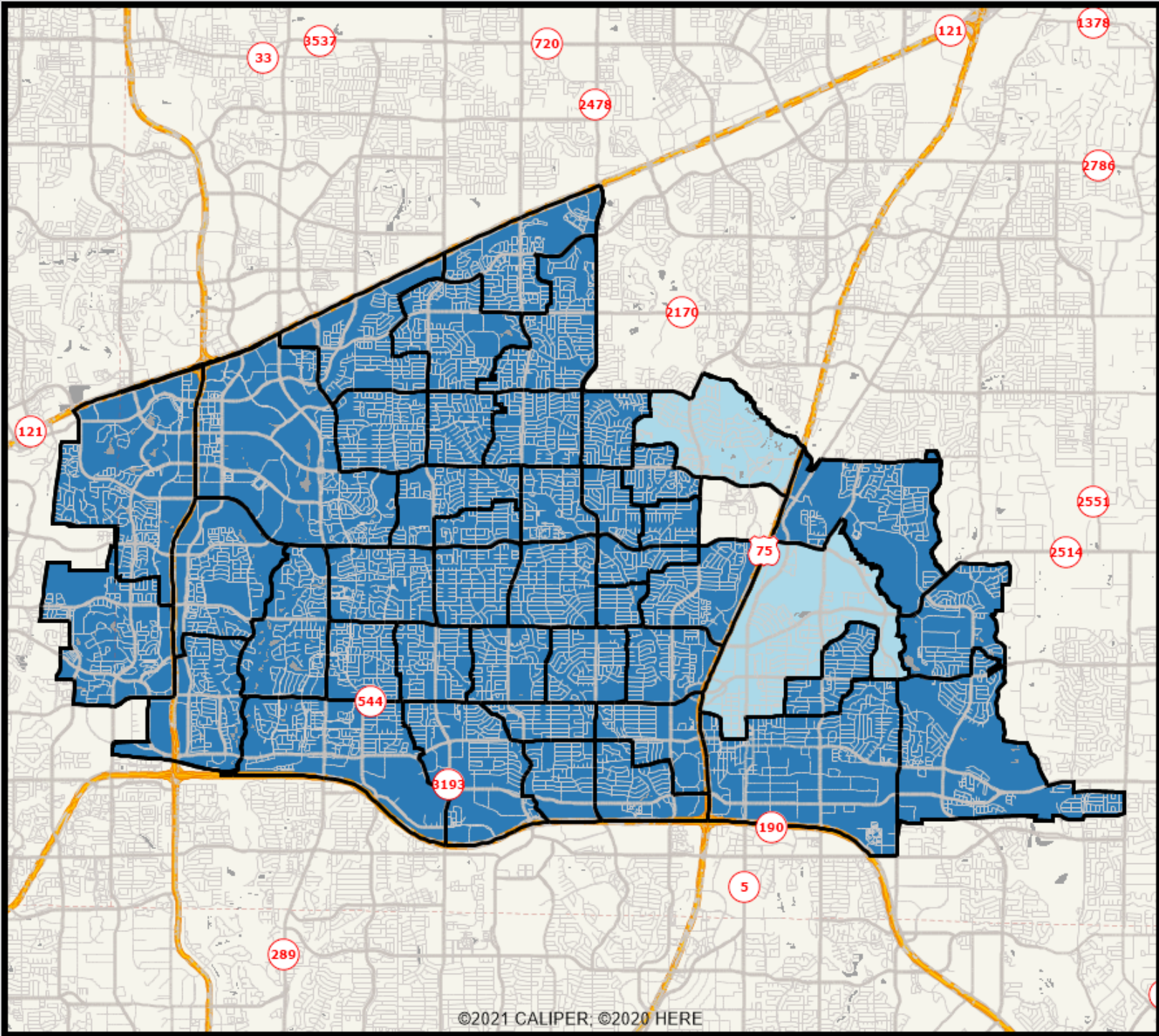
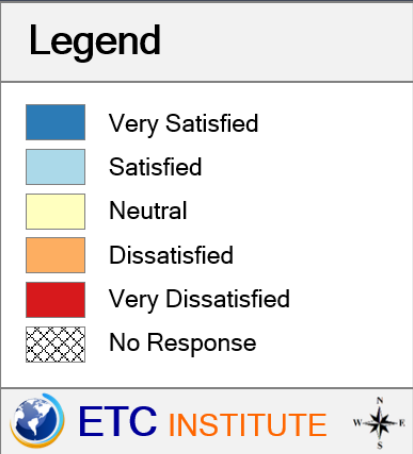
Overall Quality of City Services

ALL Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of City Services



Overall Quality of Life in Plano

ALL Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of City Services

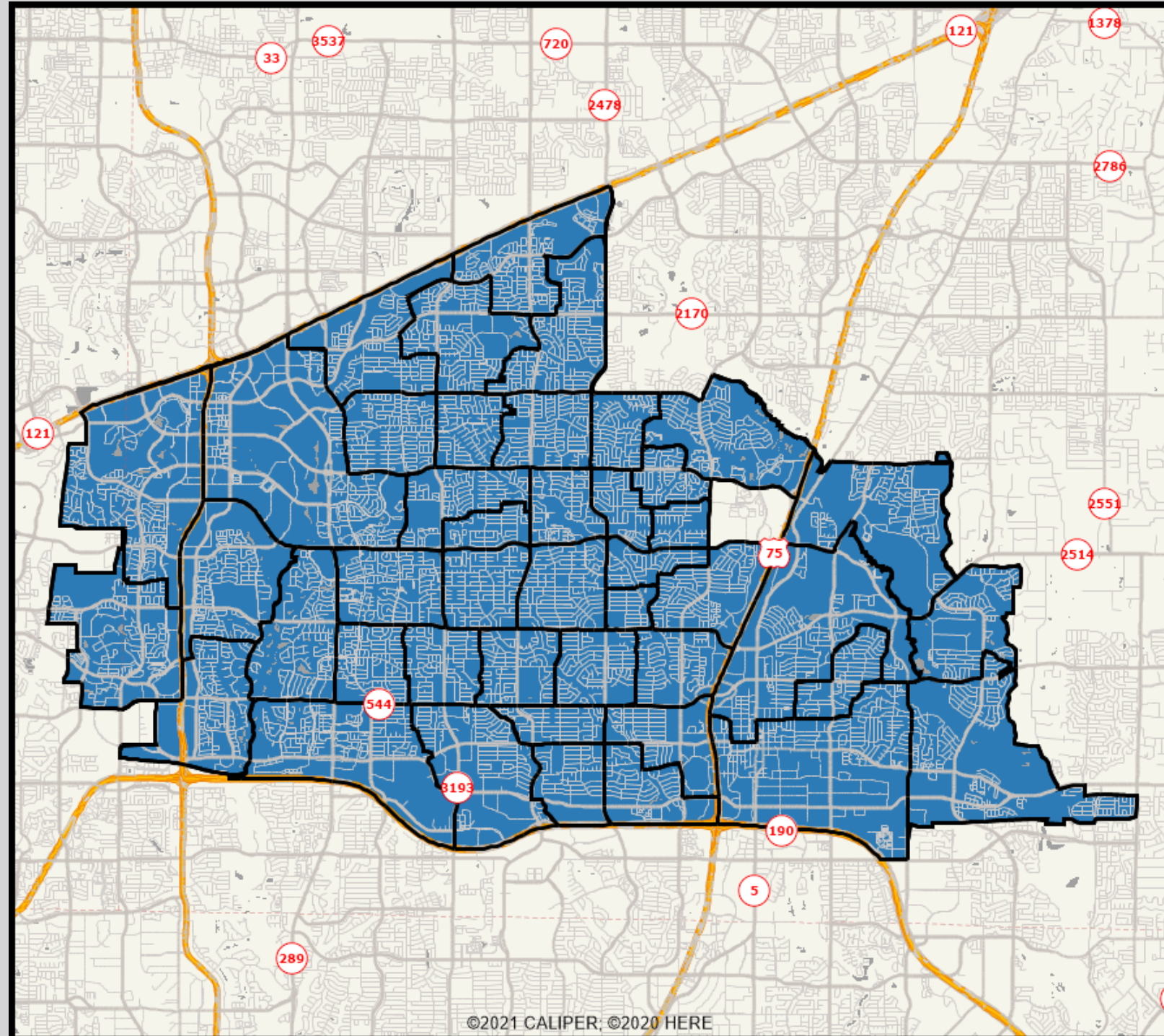


Overall Quality of Fire Services

ALL Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of Fire Services

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

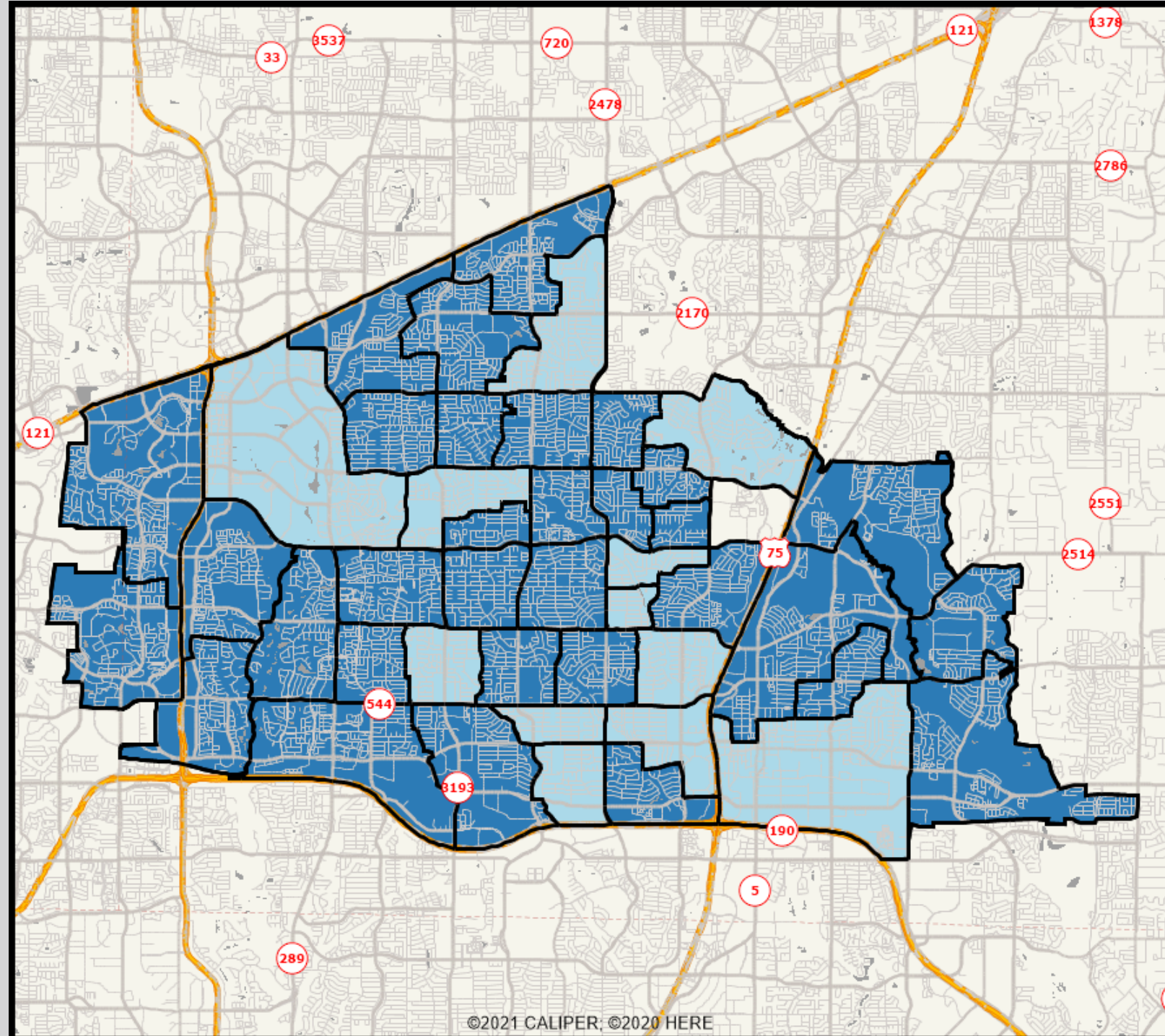


Overall Quality of Police Services

ALL Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of Police Services

Legend

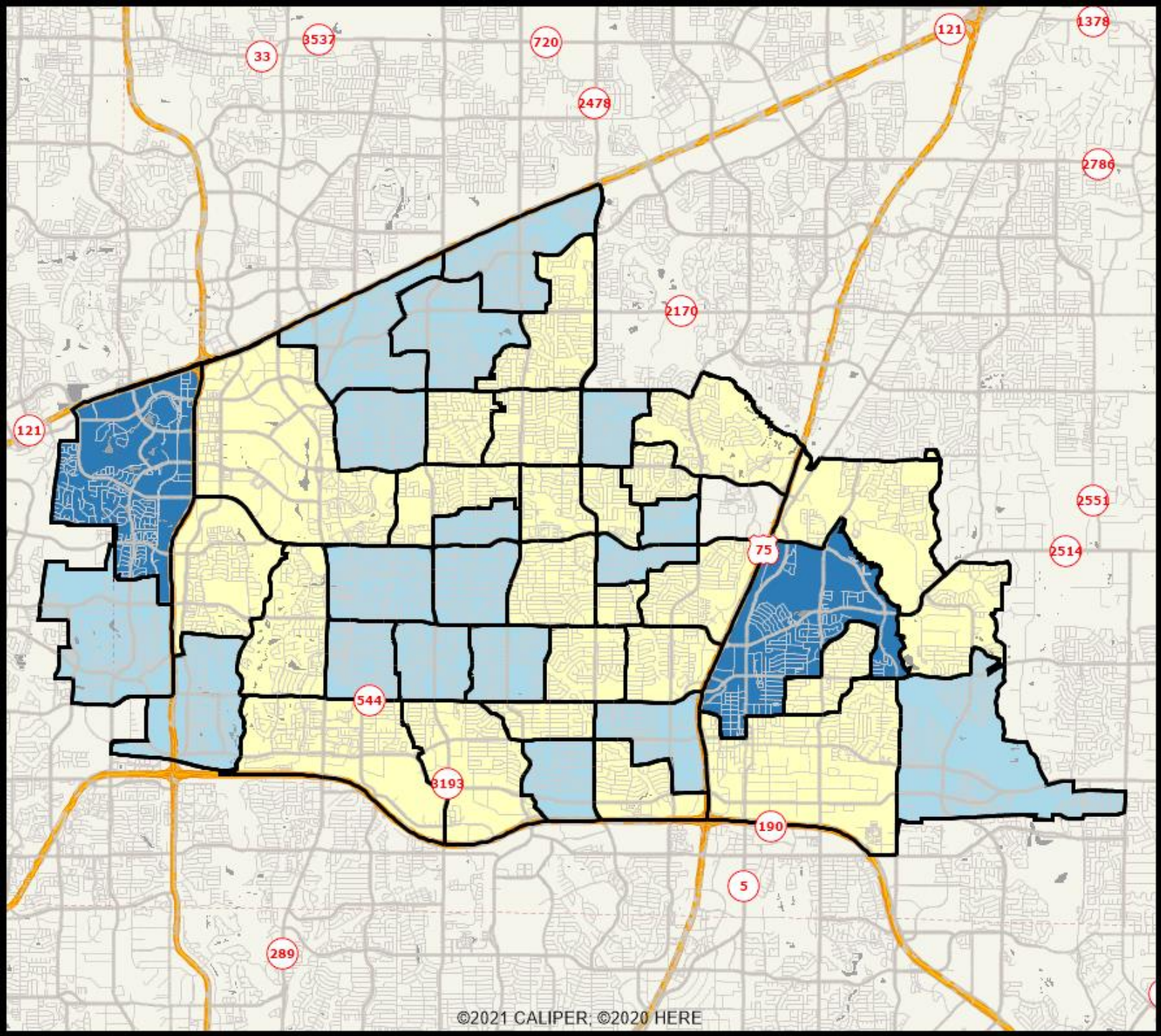
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



Overall Quality of Maintenance of City Streets

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



Topic #3

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

Benchmarking Analysis

Plano Rates *Significantly Above* (5% or more) the U.S. Average in 25 of 27 Areas That Were Compared

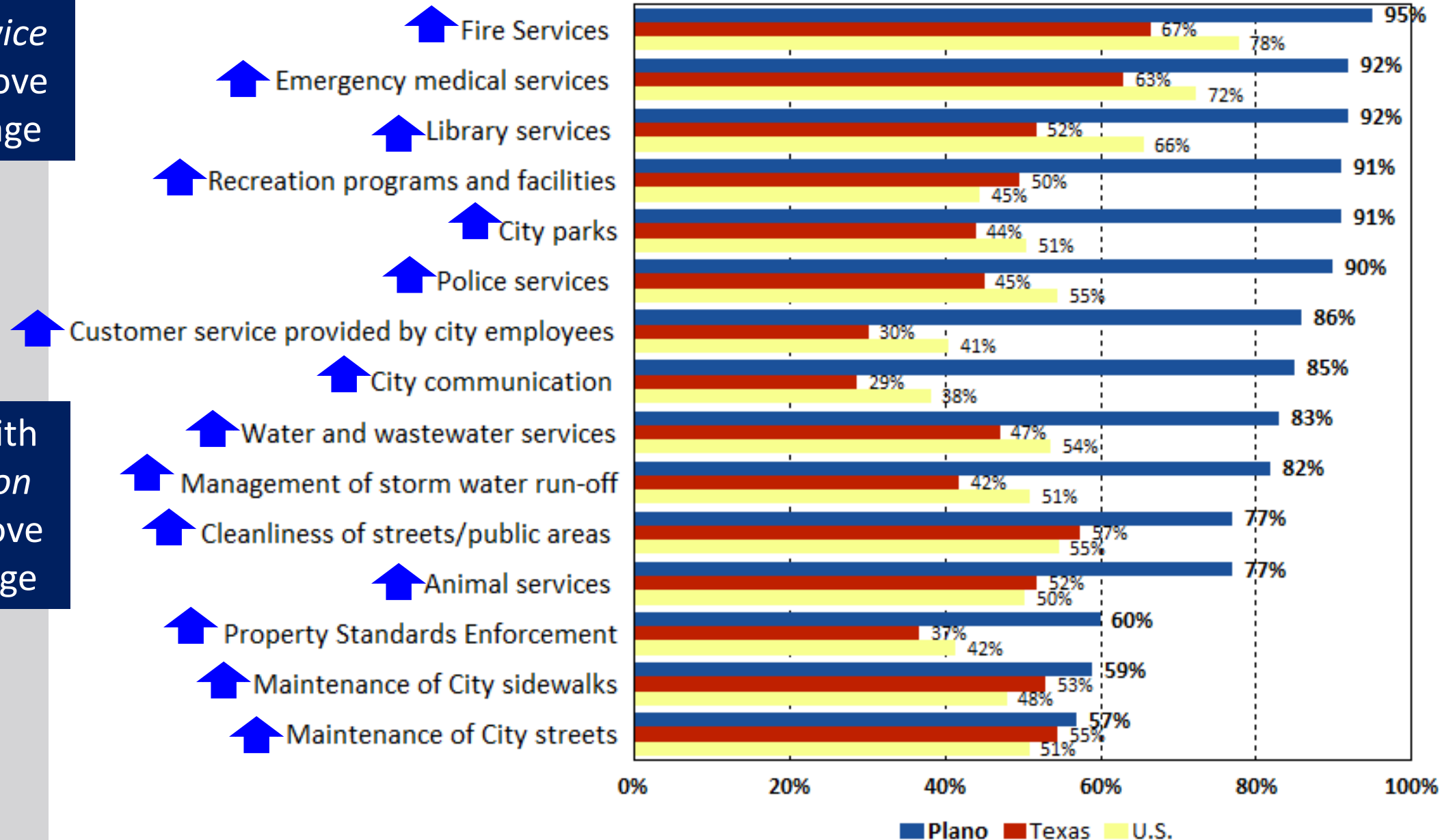
Plano Rates *Significantly Above* (5% or more) the Texas Average in 24 of 27 Areas That Were Compared

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
Customer Service
Rates 45% Above
the U.S. Average

Satisfaction with
Communication
Rates 47% Above
the U.S. Average

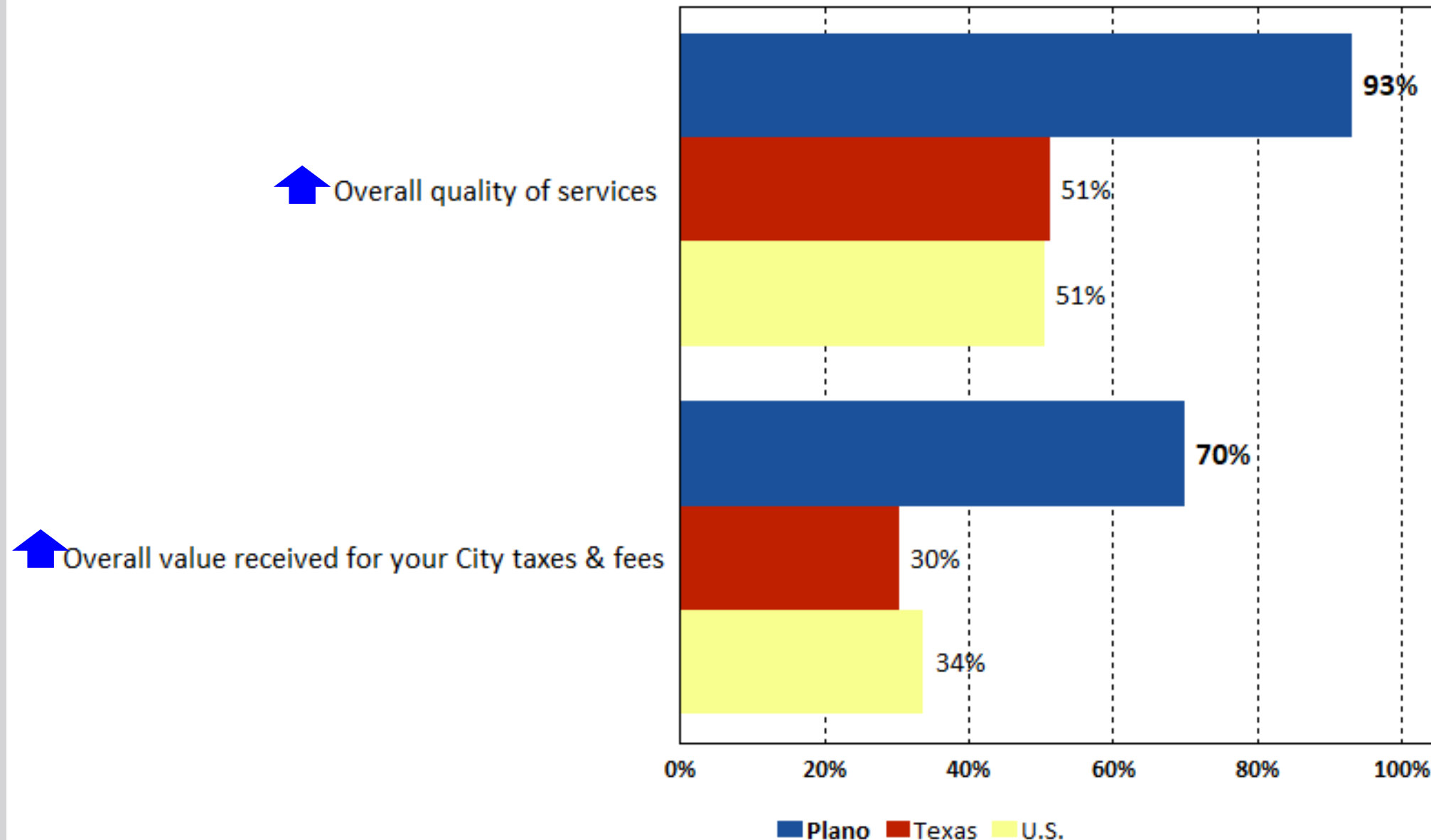


Plano Rates Significantly Higher Than the U.S. Average in All 15 Major Categories of Services

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)

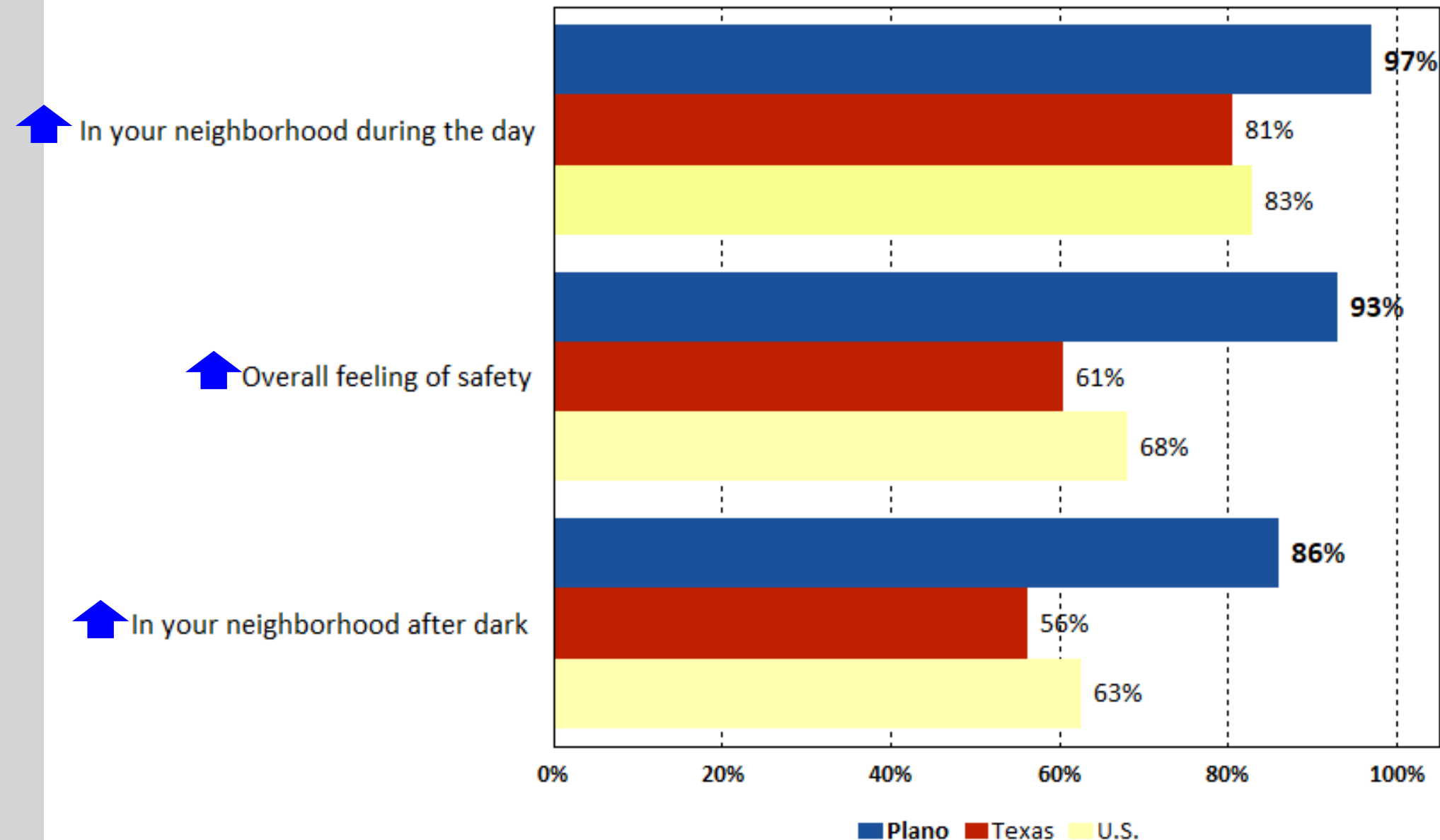


Plano Rates More Than 35% Above the U.S. Average in Overall City Services and Value for Taxes/Fees

How Safe Residents Feel in Their Community

Plano vs. Texas vs. the U.S.

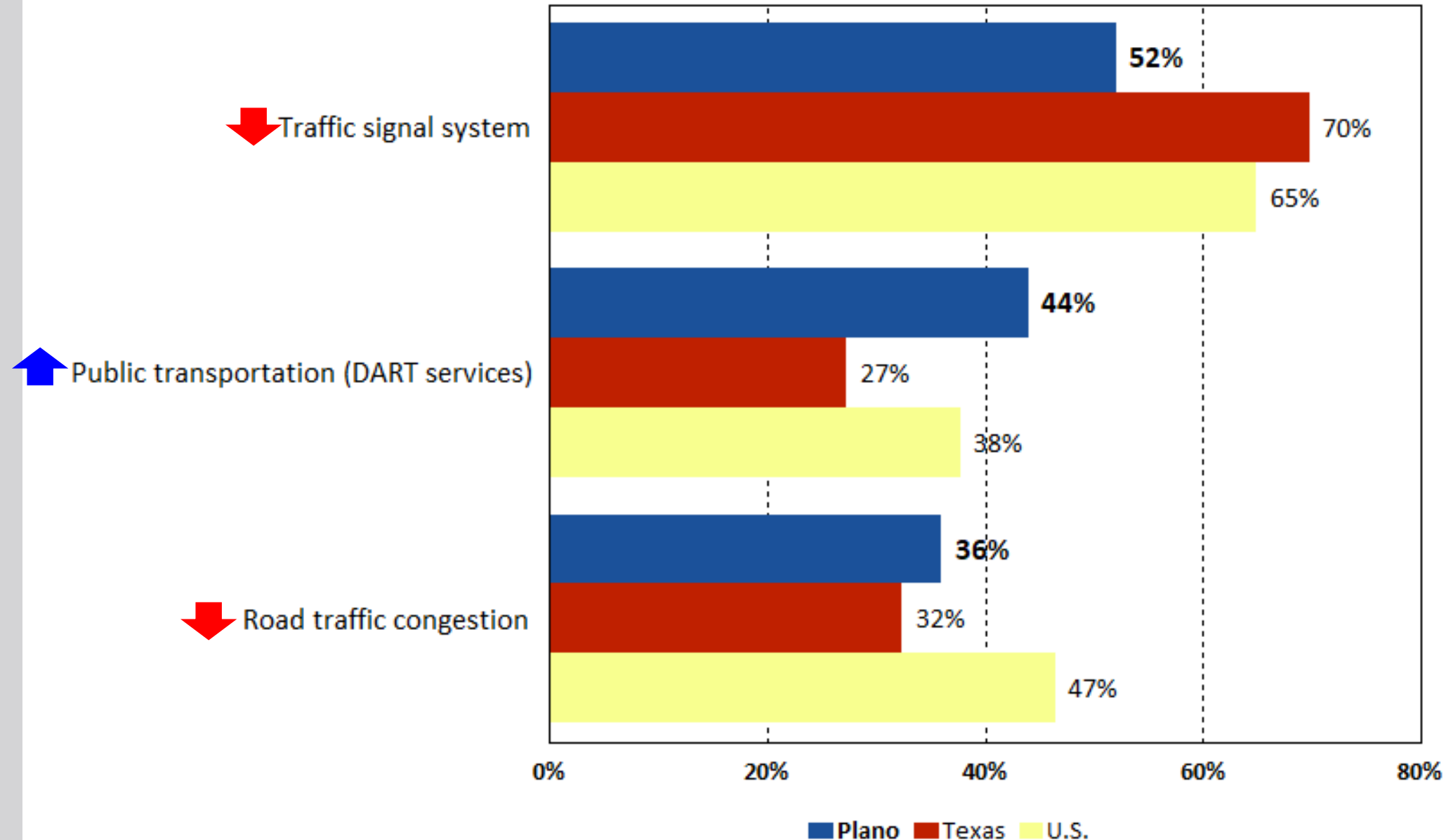
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Residents Feel Safe in Plano

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)

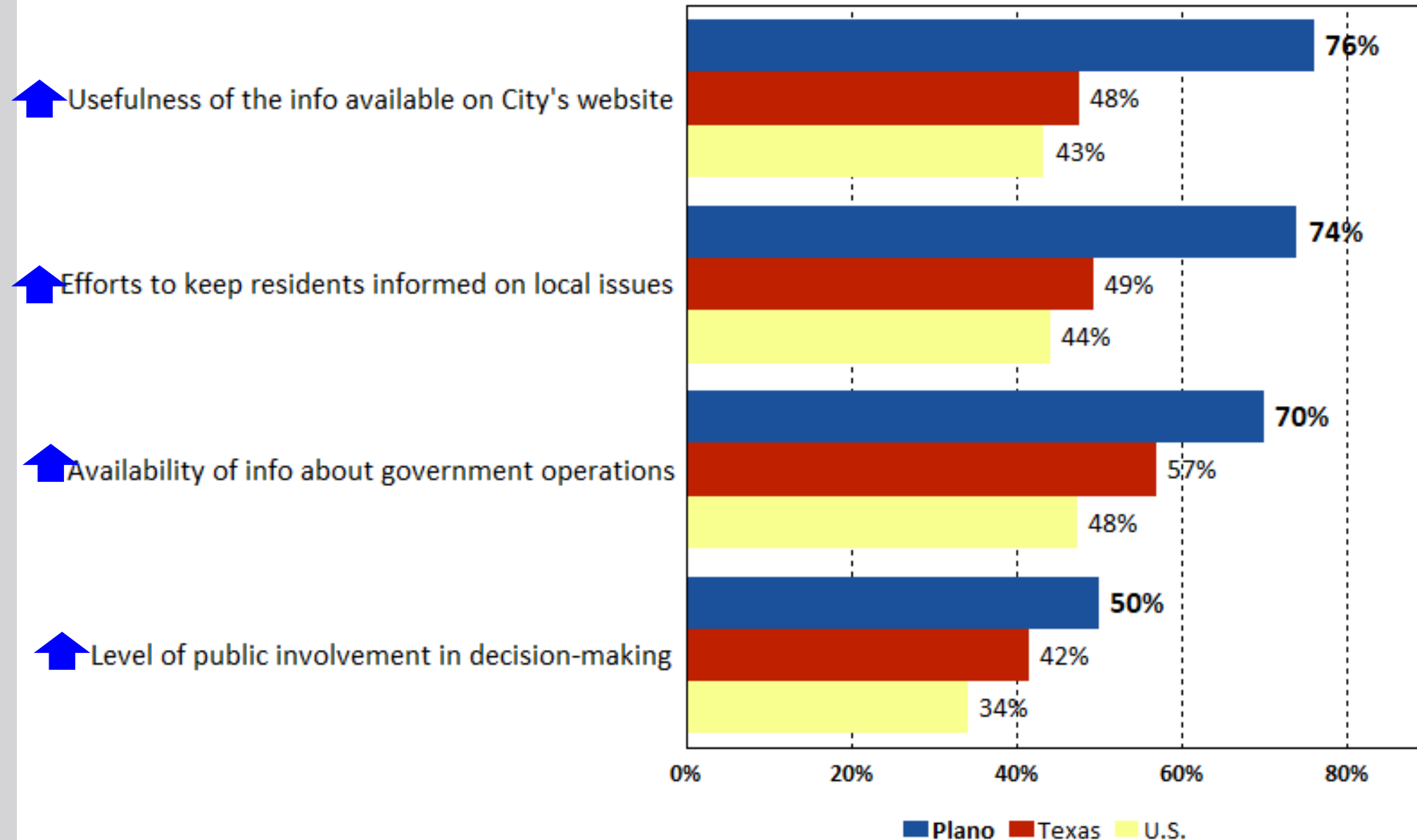


Plano Rates Significantly Higher Than the U.S. Average in All 4 Areas of Communications

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)



Plano Rates Significantly Higher Than the U.S. Average in All 4 Areas of Communications

Topic #4

Plano Is Moving in the Right Direction

Trend Analysis

- Since 2019, Satisfaction Ratings Have.....
 - *Increased* in 24 of 44 Areas
 - Stayed the Same in 4 of 44 Areas
 - *Decreased* in 16 of 44 Areas

12 Areas Have Had a Significant Increase in Satisfaction (+5% or more)
2 Areas Have Had a Significant Decrease in Satisfaction (-5% or more)

Trend Analysis

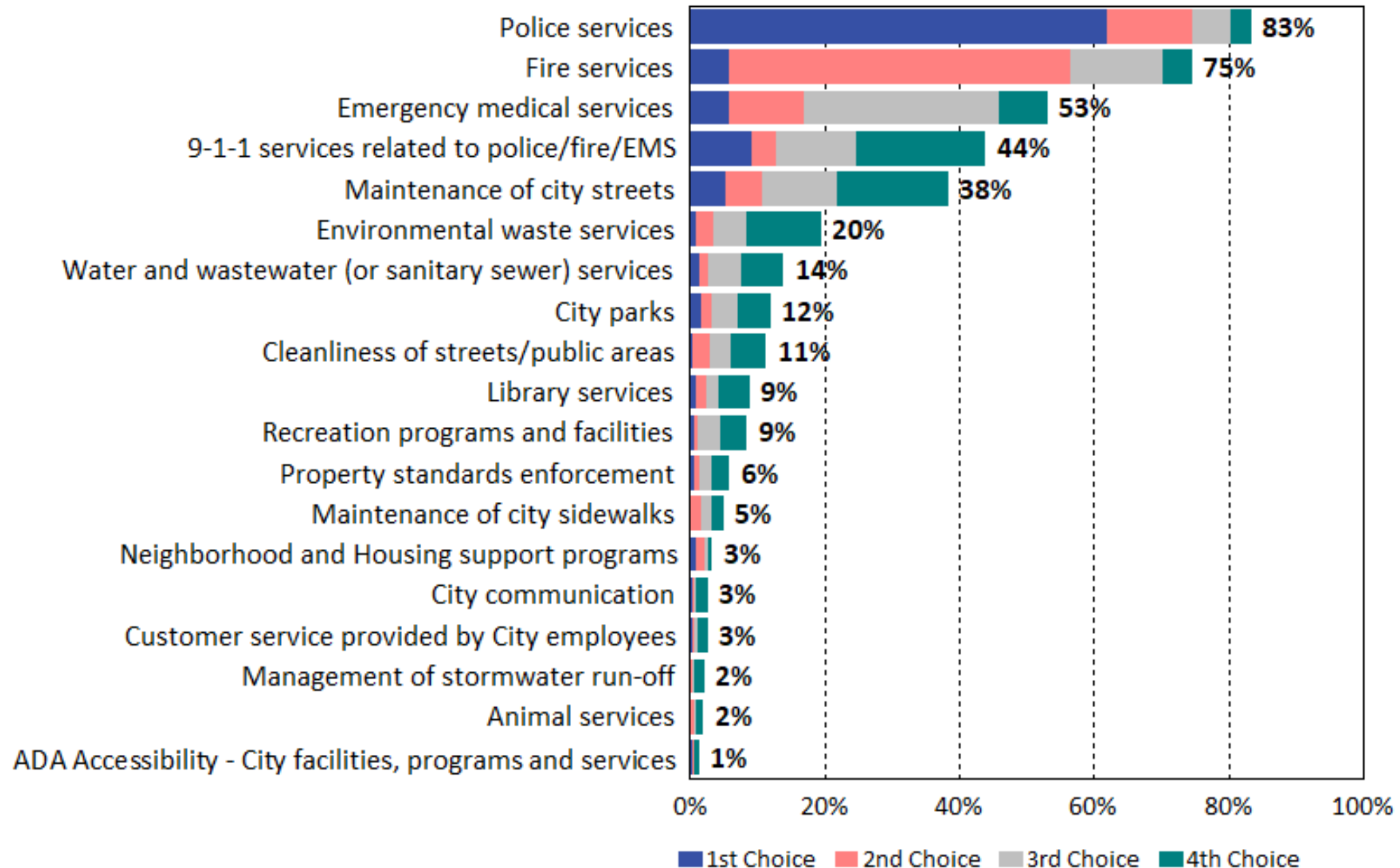
- Notable *Increases* in Satisfaction Since 2019:
 - Item Reported Was Corrected/Explained (+18%)
 - Road Traffic Congestion (+13%)
 - Frequency/Accessibility of Sustainable Living/Learn Opportunities (+10%)
 - Efforts to Keep Residents Informed on Local Issues (+8%)
 - Efforts Towards Long-Term City-Wide Sustainability Initiatives (+7%)
 - Traffic Signal System (+7%)
 - Overall Communication (+6%)
 - Level of Public Involvement in Decision Making (+6%)
- Notable *Decreases* in Satisfaction Since 2019:
 - DART Service (-9%)
 - Bicycle Safety (-5%)

Major Finding #5

Top Priorities

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



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
High Priority (IS = 10-.20)						
Maintenance of City streets	38%	5	57%	20	0.1651	1
Medium Priority (IS <.10)						
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

Overall Priorities

Summary

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Questions?

Thank You!!