2017 Citizen Satisfaction Survey

City of Plano, Texas

Presented by

Plano
City of Excellence

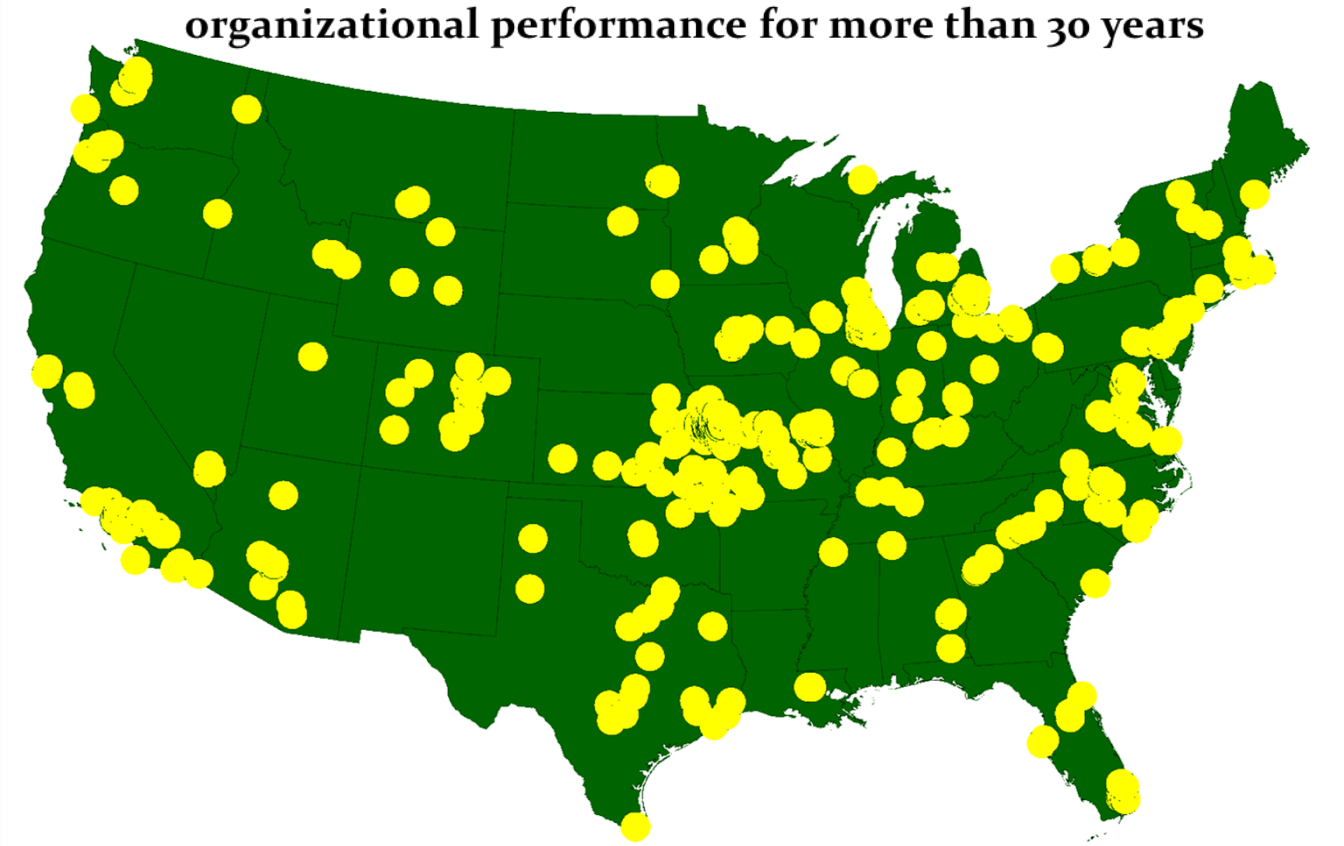
ETC INSTITUTE

March 2018

ETC Institute

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More than 2,150,000 Persons Surveyed Since 2007 for more than 900 cities in 49 States

Agenda

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

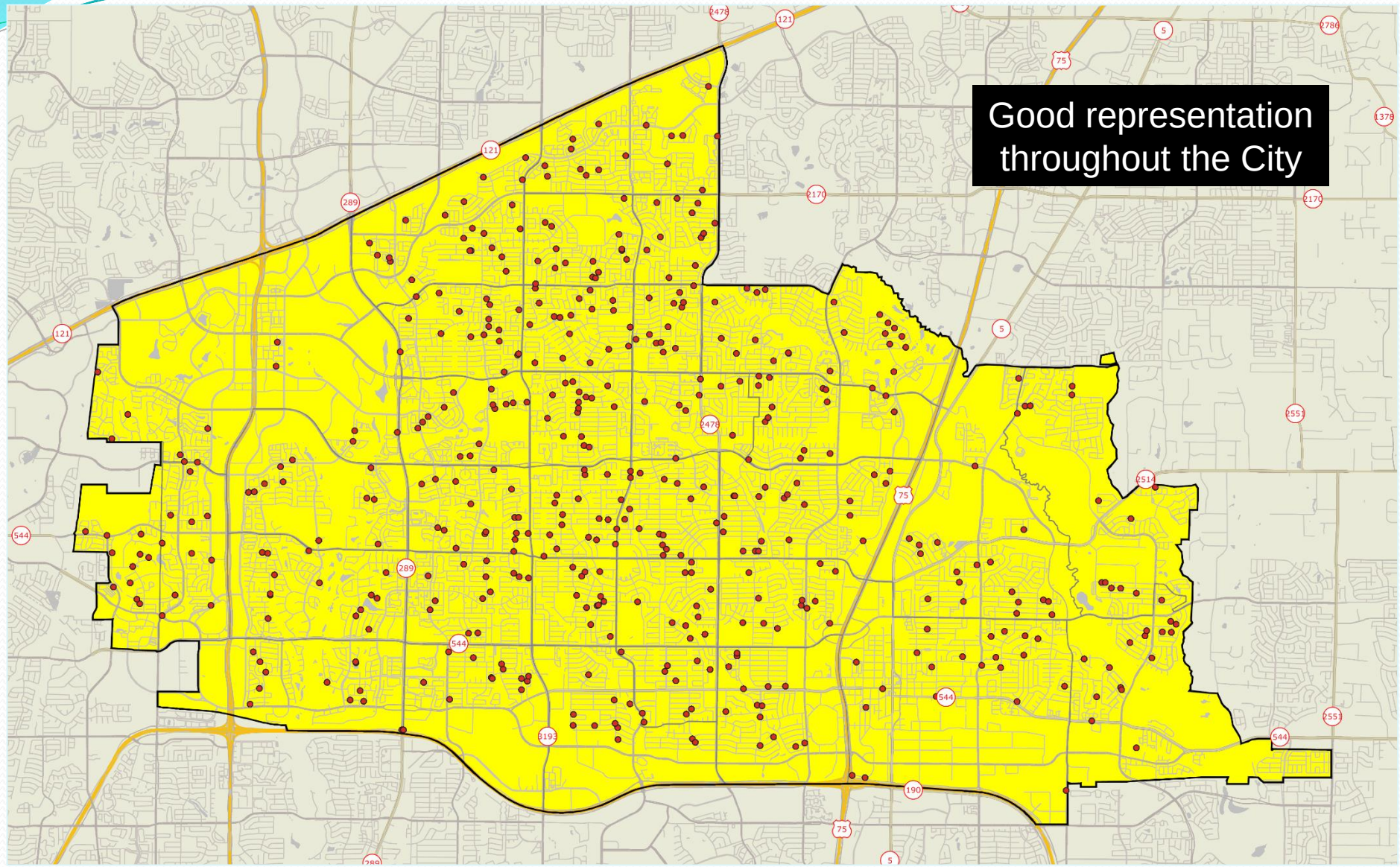
Purpose

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

Methodology

- **Survey Description**
  - six-page survey; included many of the same questions that were asked in previous surveys
  - 3rd citizen satisfaction survey for the City
- **Method of Administration**
  - by mail and online to randomly selected sample of households throughout the City
  - each survey took approximately 15-20 minutes to complete
- **Sample size:**
  - goal number of surveys: 400
  - goal far exceeded: 506 completed surveys
  - demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 4.3% overall

Location of Survey Respondents



Bottom Line Up Front

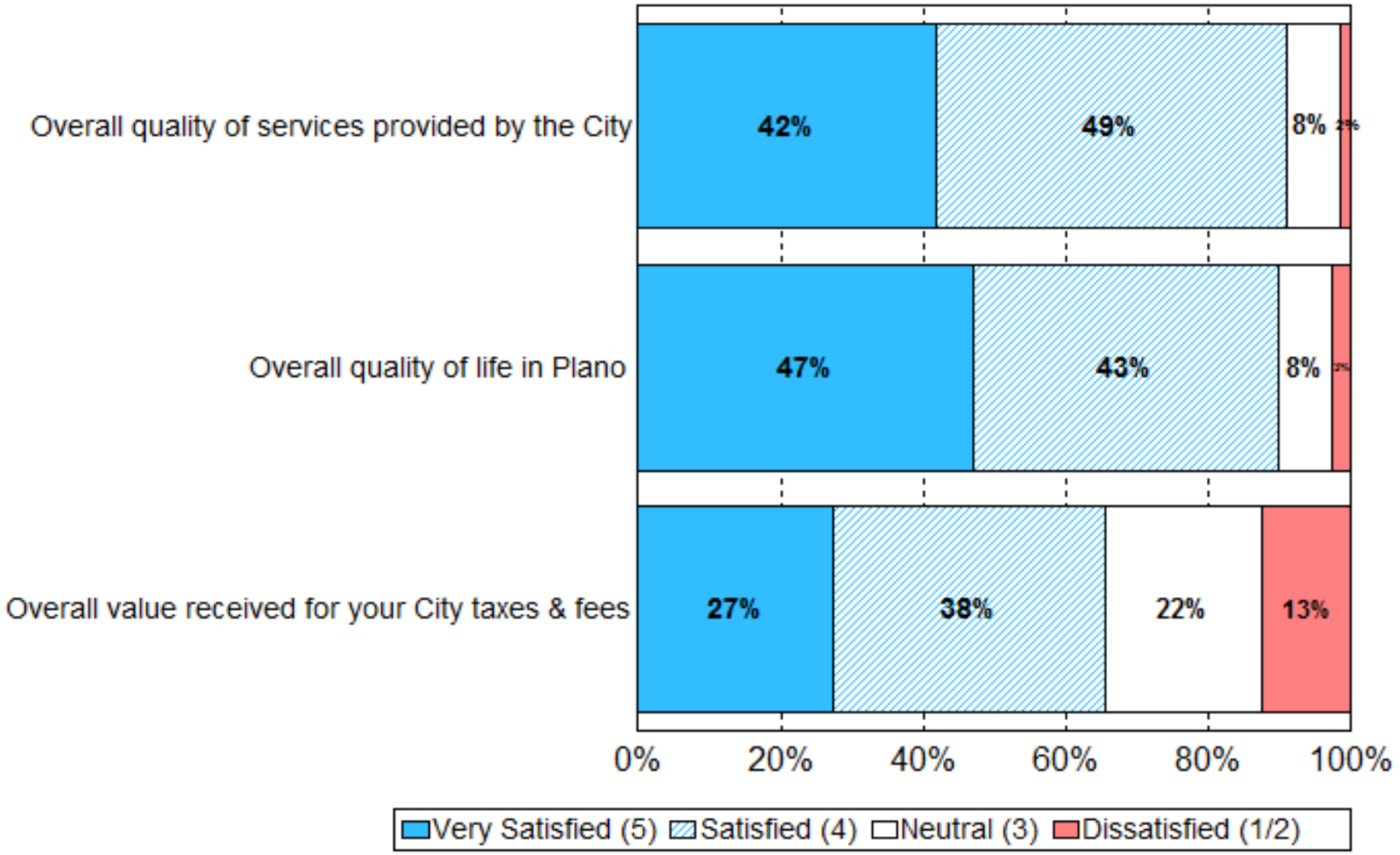
- **Residents Have a Very Positive Perception of the City**
  - 91% are satisfied with overall quality of services provided by the City; only 2% are dissatisfied
  - 90% are satisfied with overall quality of life in the City; only 3% are dissatisfied
- **Satisfaction Ratings Are Similar to Previous Surveys, and Remain Among the Highest in the Nation**
- **Satisfaction with City Services Is Much Higher in Plano Than Other Communities**
  - Plano rated above the U.S. Average in 24 of the 26 areas that were compared
  - Satisfaction with the overall quality of City services rated 42% above the U.S. Average
  - Satisfaction with customer service from City employees rated 34% above the U.S. Average
- **Top Overall Priorities for the City:**
  - Maintenance of City Streets and Sidewalks
  - Police Services

Major Finding #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)

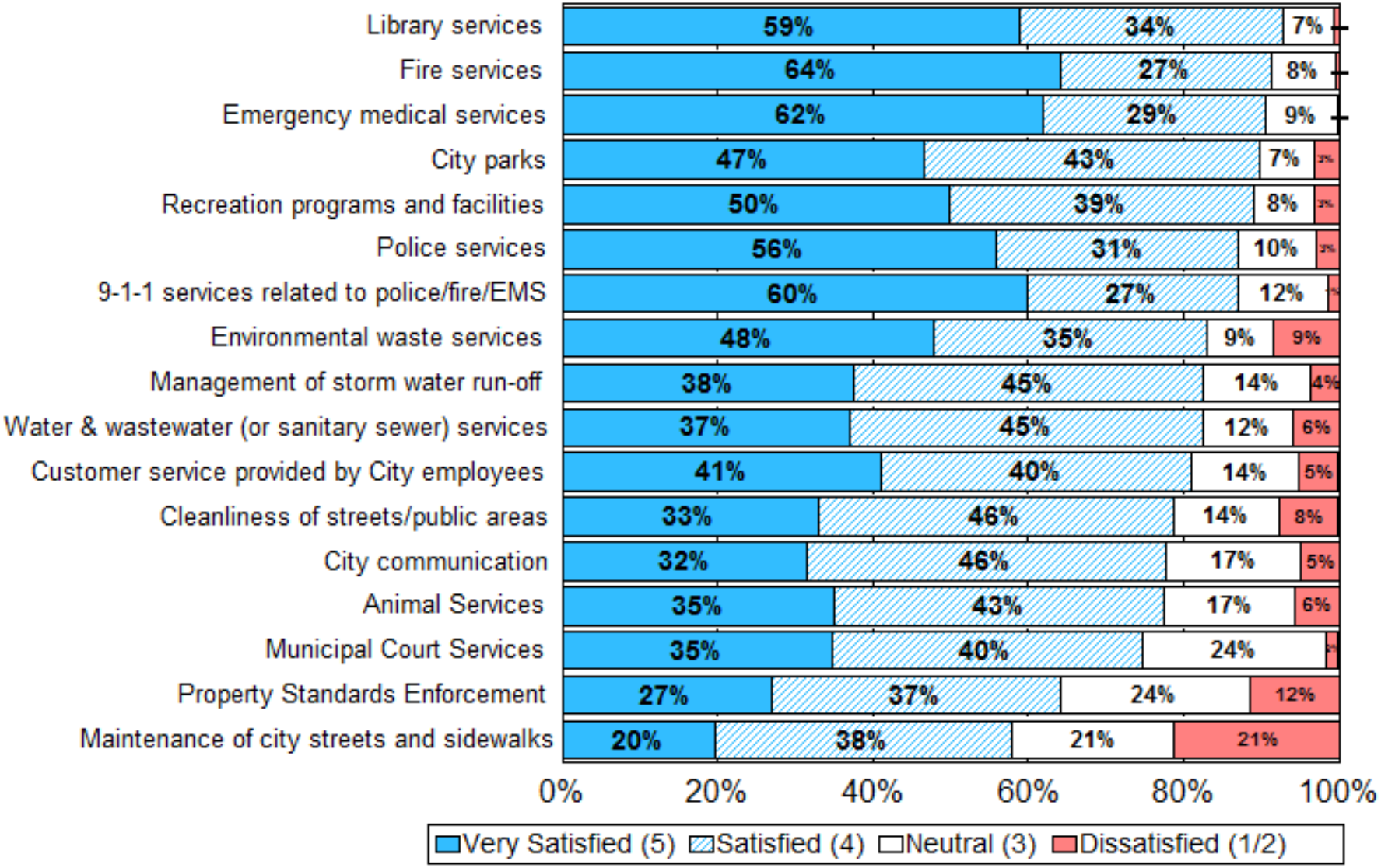


Source: ETC Institute (2017 City of Plano Citizen Survey)

91% of Residents Are Satisfied with the Overall Quality of Services Provided by the City; Only 2% Are Dissatisfied

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)

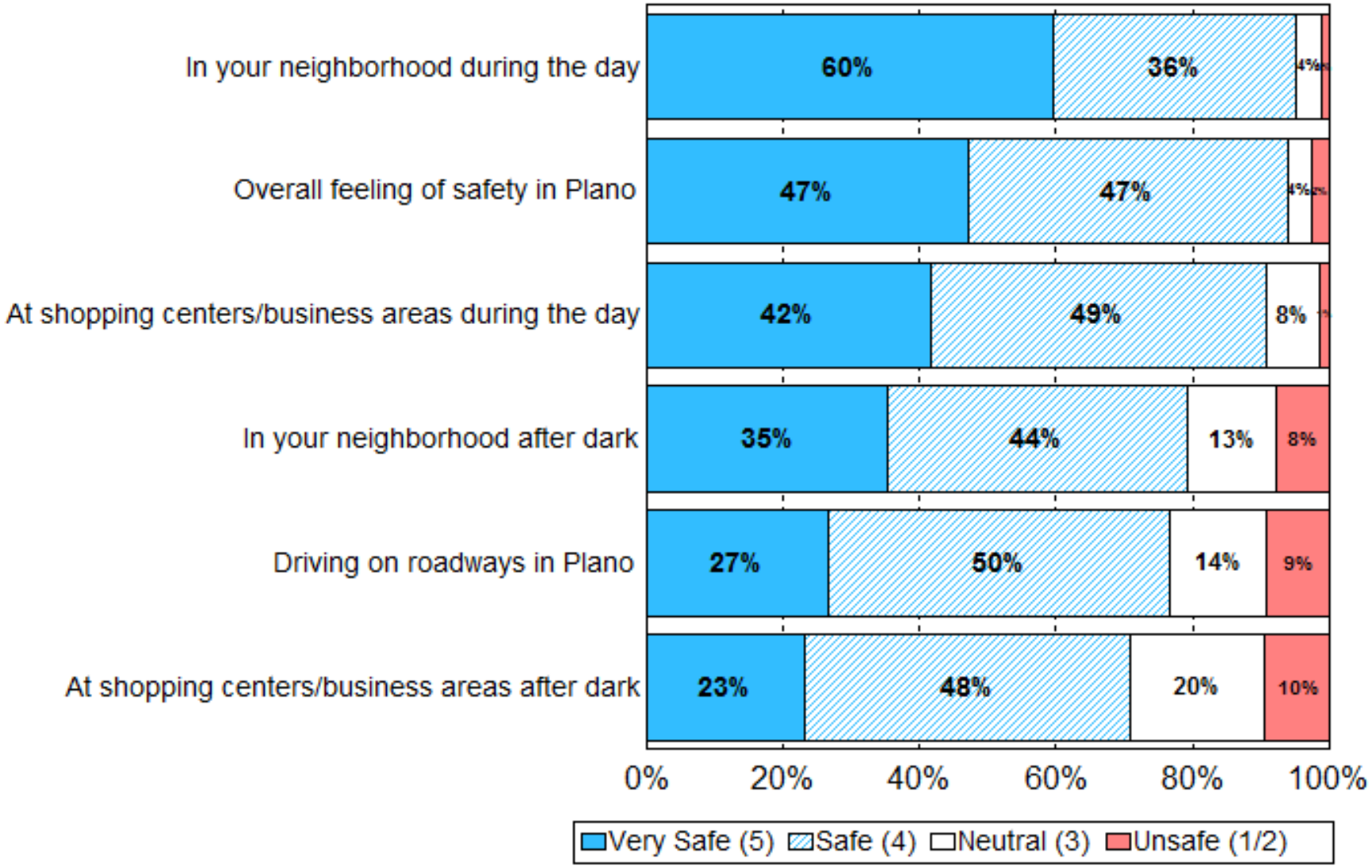


Source: ETC Institute (2017 City of Plano Citizen Survey)

All City Services Received High Ratings

Q7. How Safe Do You Feel:

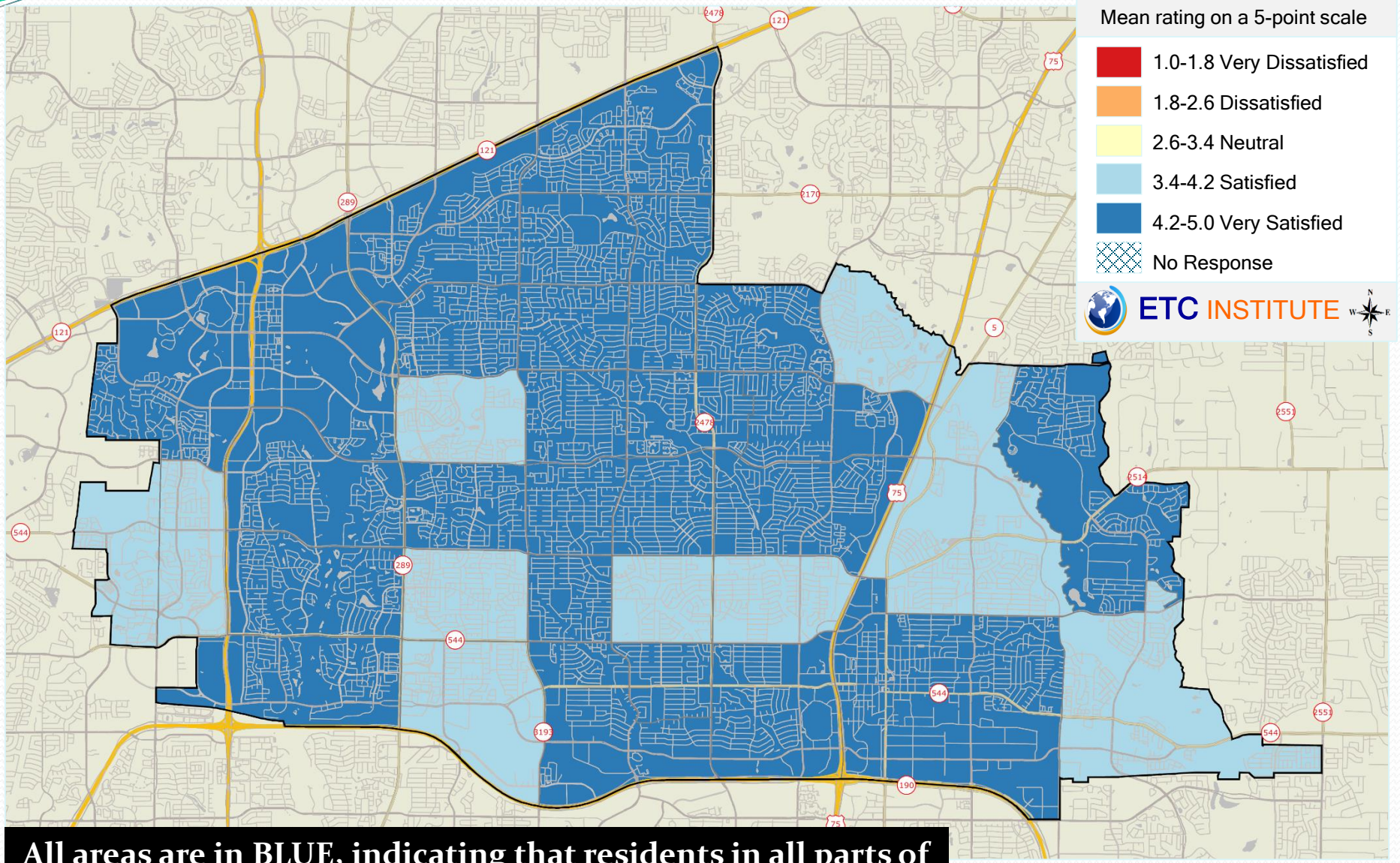
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017 City of Plano Citizen Survey)

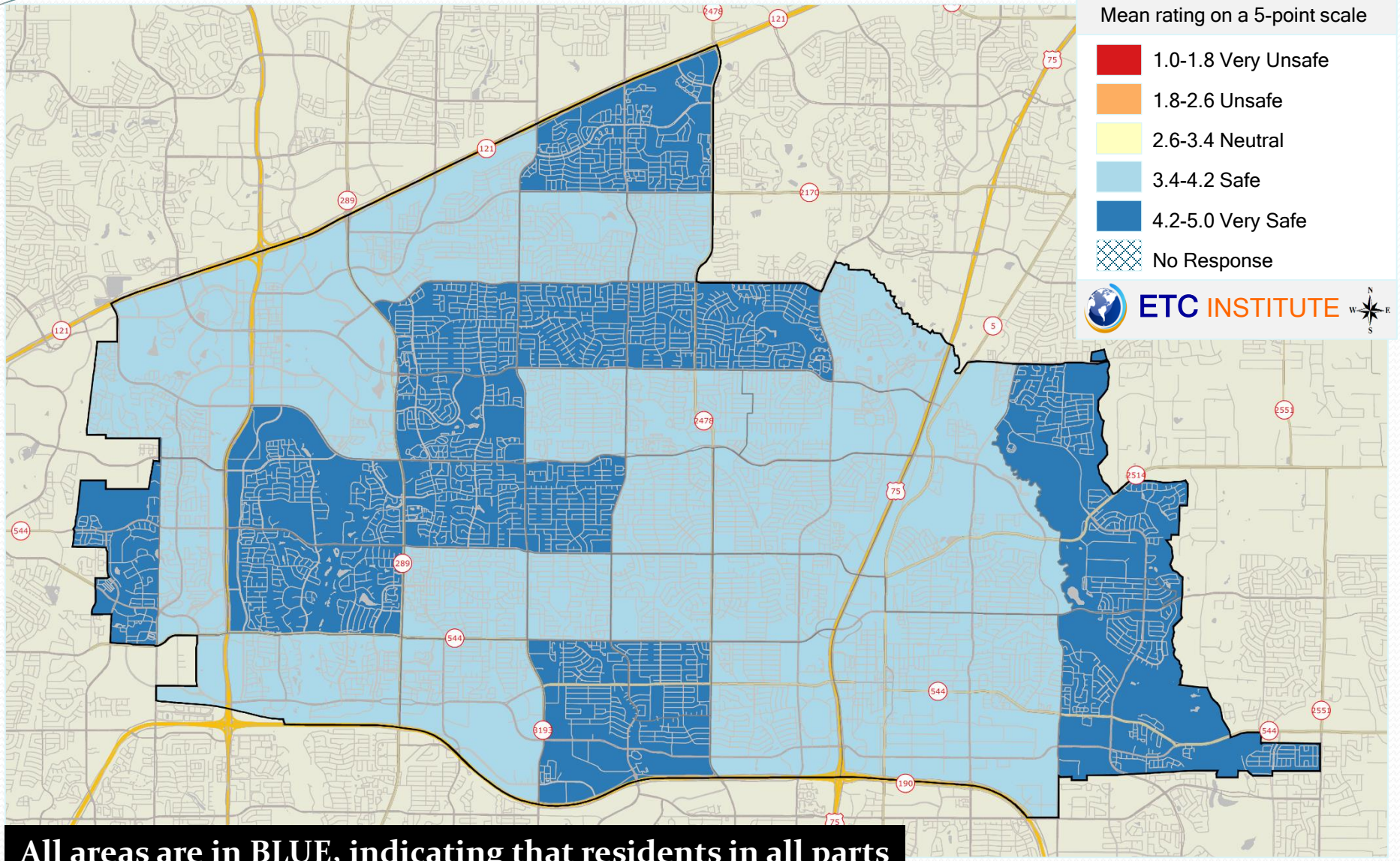
Most Residents Feel Safe in Their Neighborhood During the Day and at Night

Overall Quality of Services Provided by the City of Plano



All areas are in BLUE, indicating that residents in all parts of the City are satisfied with the overall quality of City services

Feeling Safety in Your Neighborhood After Dark



All areas are in BLUE, indicating that residents in all parts of the City feel safe in their neighborhood after dark

Major Finding #2

Trend Analysis

Short-Term Trends

Notable Short-Term Increases Since 2015

- City parks
- Management of storm water run-off
- Animal services
- Recreation programs and facilities
- Useful of info available on City's website

Notable Short-Term Decreases Since 2015

- Road traffic congestion
- Traffic signal system
- DART service
- Value received for taxes and fees
- Pedestrian safety

Long-Term Trends

Notable Long-Term Increases Since 2012

- Animal services
- Library services
- Management of storm water run-off
- Recreation programs and facilities
- Appearance of neighborhoods

Notable Long-Term Decreases Since 2012

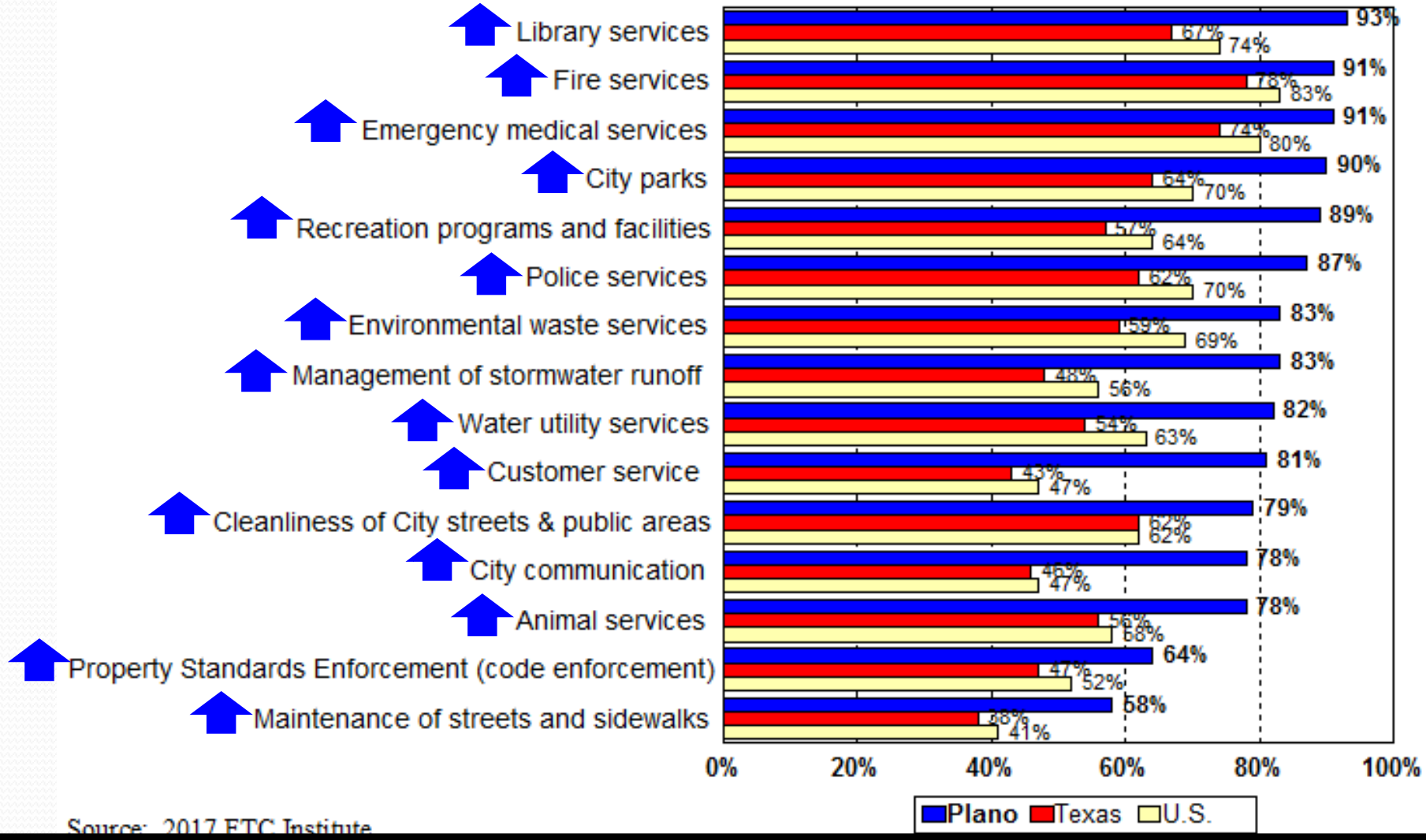
- Road traffic congestion
- Traffic signal system
- Maintenance of City streets and sidewalks
- Pedestrian safety
- DART service

Major Finding #3

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

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)

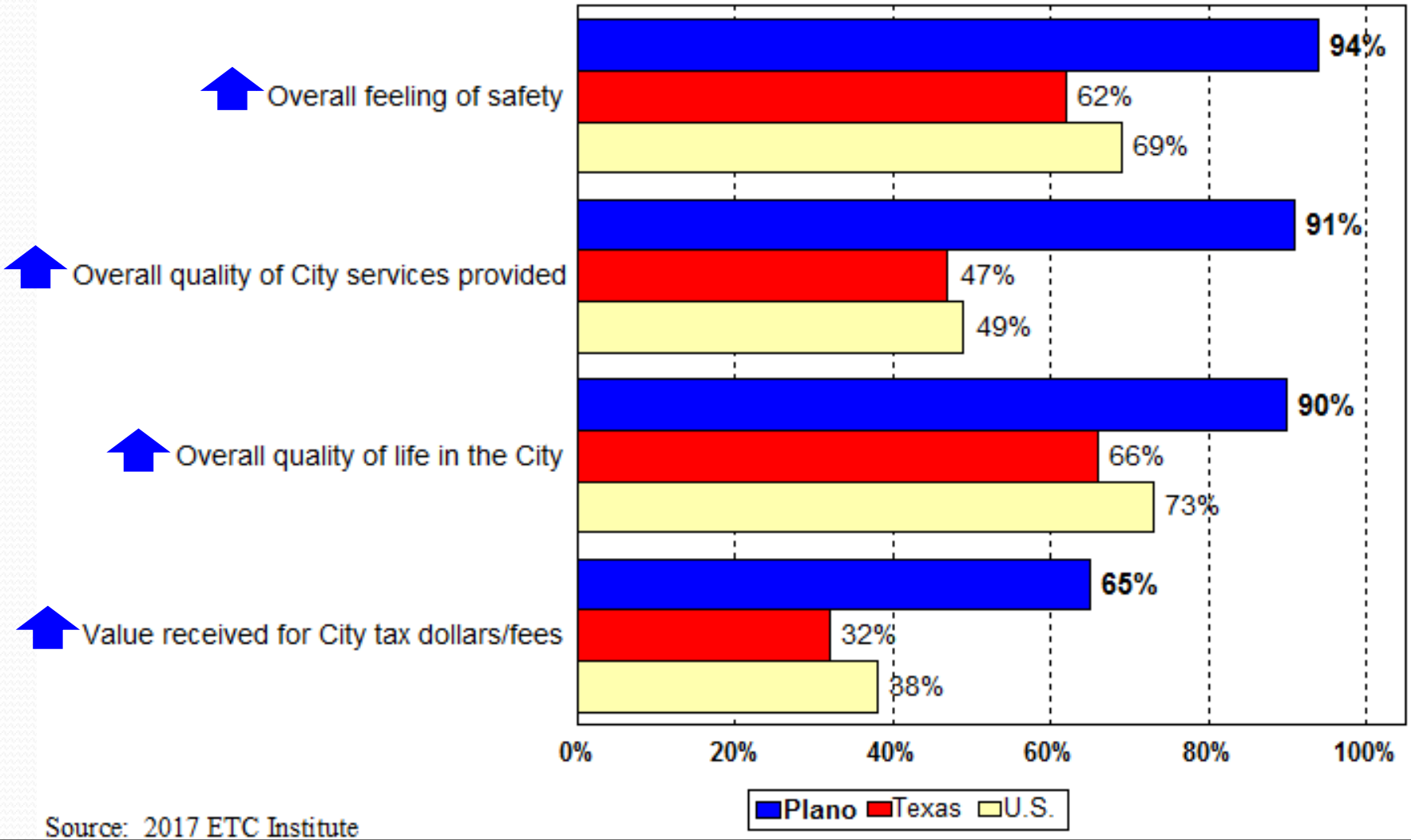


Source: 2017 ETC Institute

Plano Rates Significantly Higher Than the National Average in All 15 Major Categories of City 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)

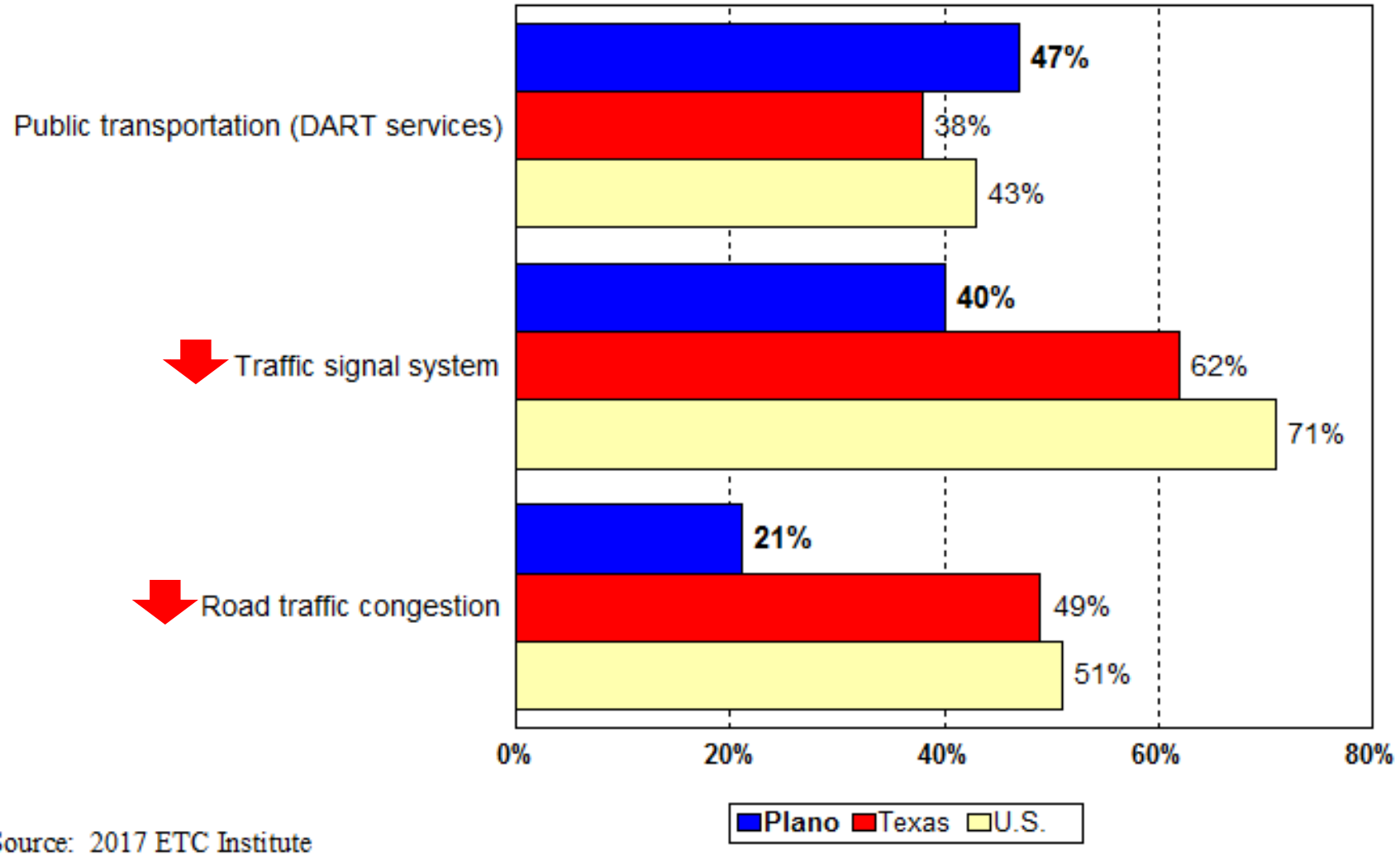


Source: 2017 ETC Institute

The City's Overall Satisfaction Rating Is 42% Above the National Average

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)

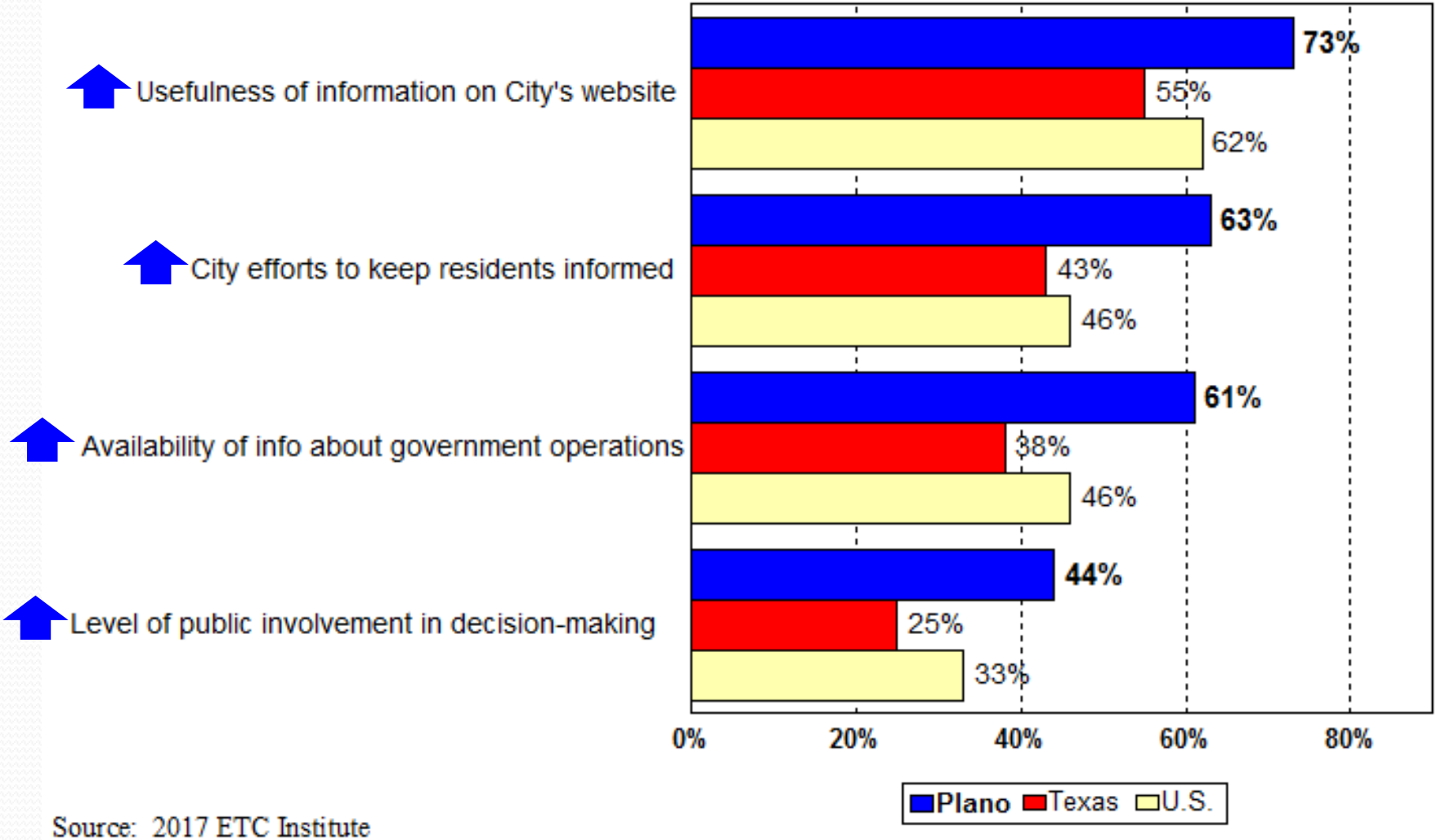


Source: 2017 ETC Institute

The City Rates Much Lower Than the National Average in Traffic Congestion

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)



Source: 2017 ETC Institute

Plano Rates Much Higher Than the National Average in All Areas of Communication

Major Finding #4

Top Priorities for Investment

Importance-Satisfaction Rating

City of Plano, Texas

Major Categories of City Services

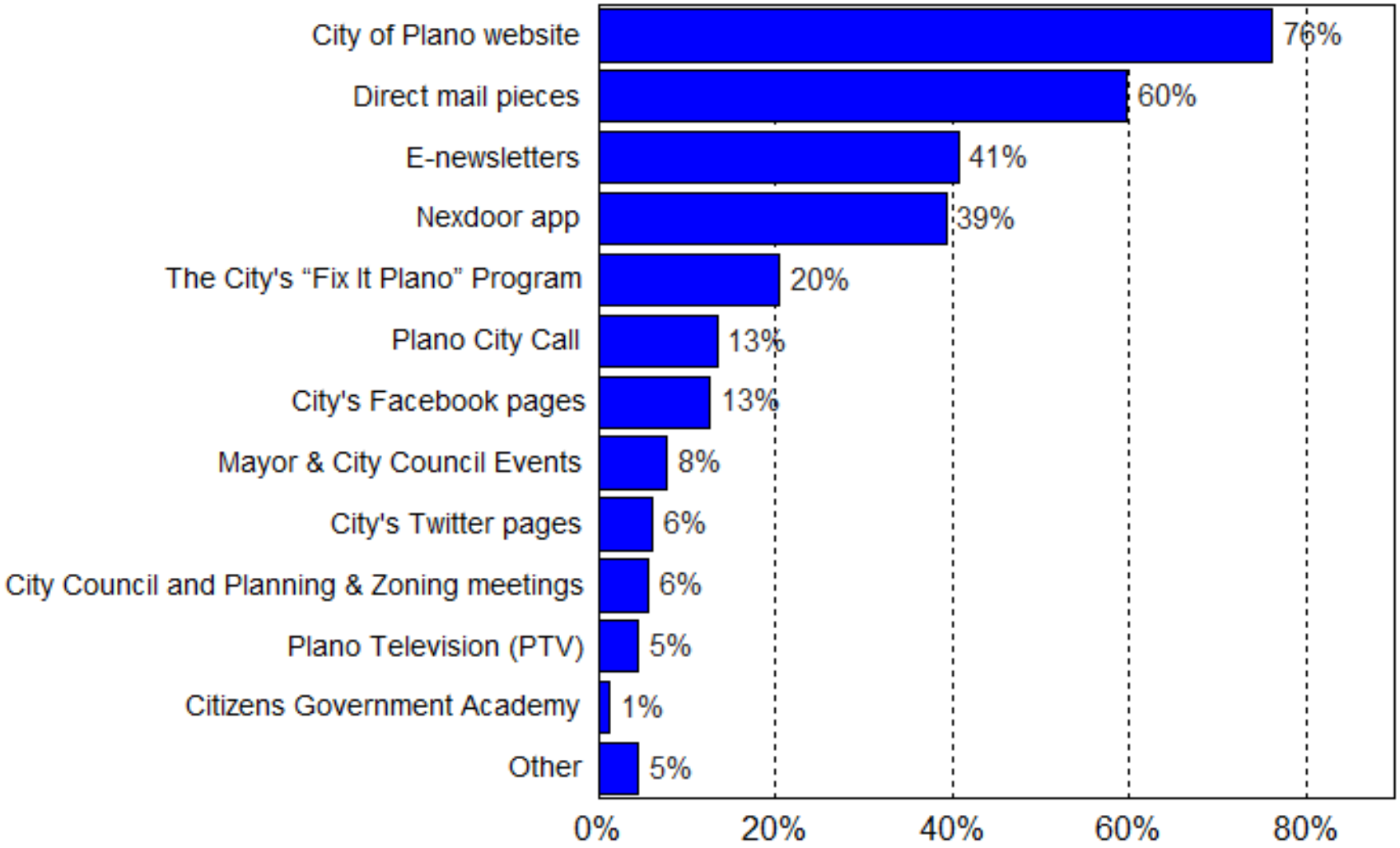
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Maintenance of city streets and sidewalks	41%	5	58%	17	0.1722	**1**
Police services	81%	1	87%	6	0.1053	**2**
Medium Priority (IS <.10)						
Fire services	67%	2	91%	2	0.0603	**3**
9-1-1 services related to police/fire/EMS	43%	4	87%	7	0.0559	**4**
Emergency medical services	52%	3	91%	3	0.0468	**5**
Cleanliness of streets/public areas	16%	7	79%	12	0.0336	**6**
Environmental waste services	18%	6	83%	8	0.0306	**7**
Water and wastewater services	13%	8	82%	10	0.0234	**8**
Property Standards Enforcement	6%	12	64%	16	0.0216	**9**
City parks	12%	9	90%	4	0.0120	**10**
Recreation programs and facilities	10%	10	89%	5	0.0110	**11**
Customer service provided by City employees	5%	13	81%	11	0.0095	**12**
Animal Services	4%	14	78%	14	0.0088	**13**
City communication	3%	15	78%	13	0.0066	**14**
Library services	7%	11	93%	1	0.0049	**15**
Management of storm water run-off	2%	16	83%	9	0.0034	**16**
Municipal Court Services	1%	17	75%	15	0.0025	**17**

Top Priorities:

Other Findings

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)

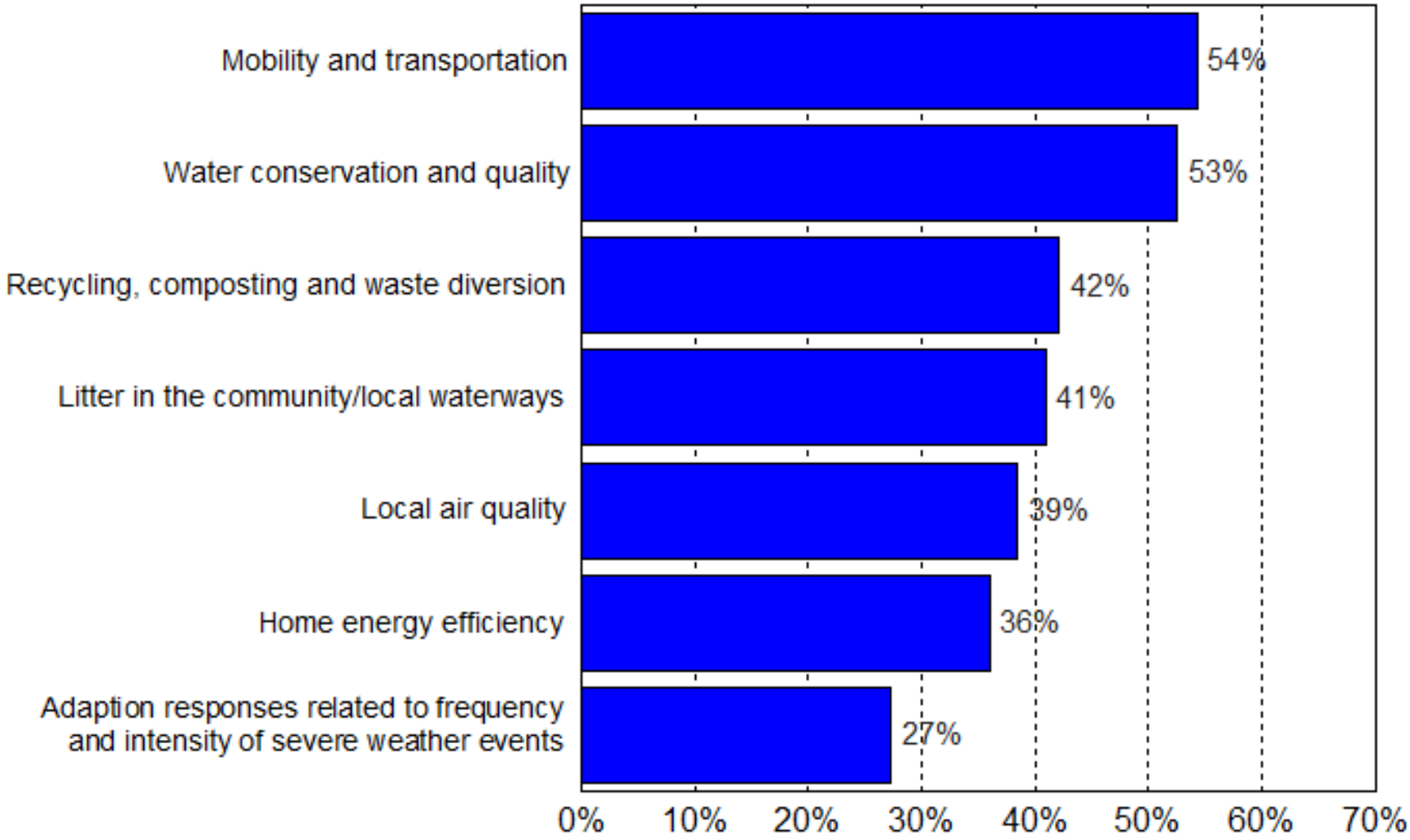


Source: ETC Institute (2017 City of Plano Citizen Survey)

More Than 3/4 of Residents Get Information About the City Through the City's Website

Q8. What issue(s) are you most concerned with as it affects your daily life?

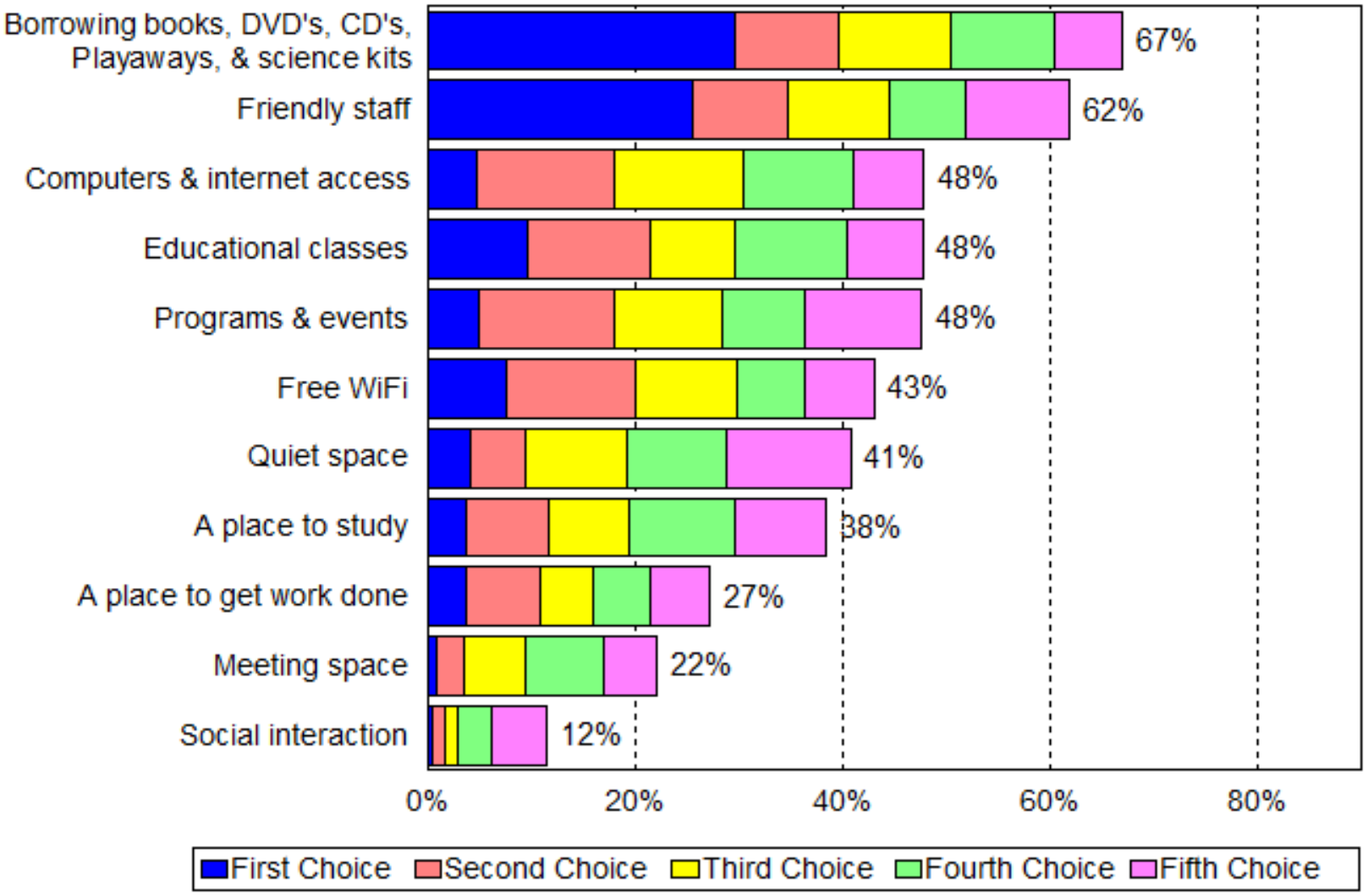
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017 City of Plano Citizen Survey)

Q10. Which five options should be the top priorities for Plano libraries?

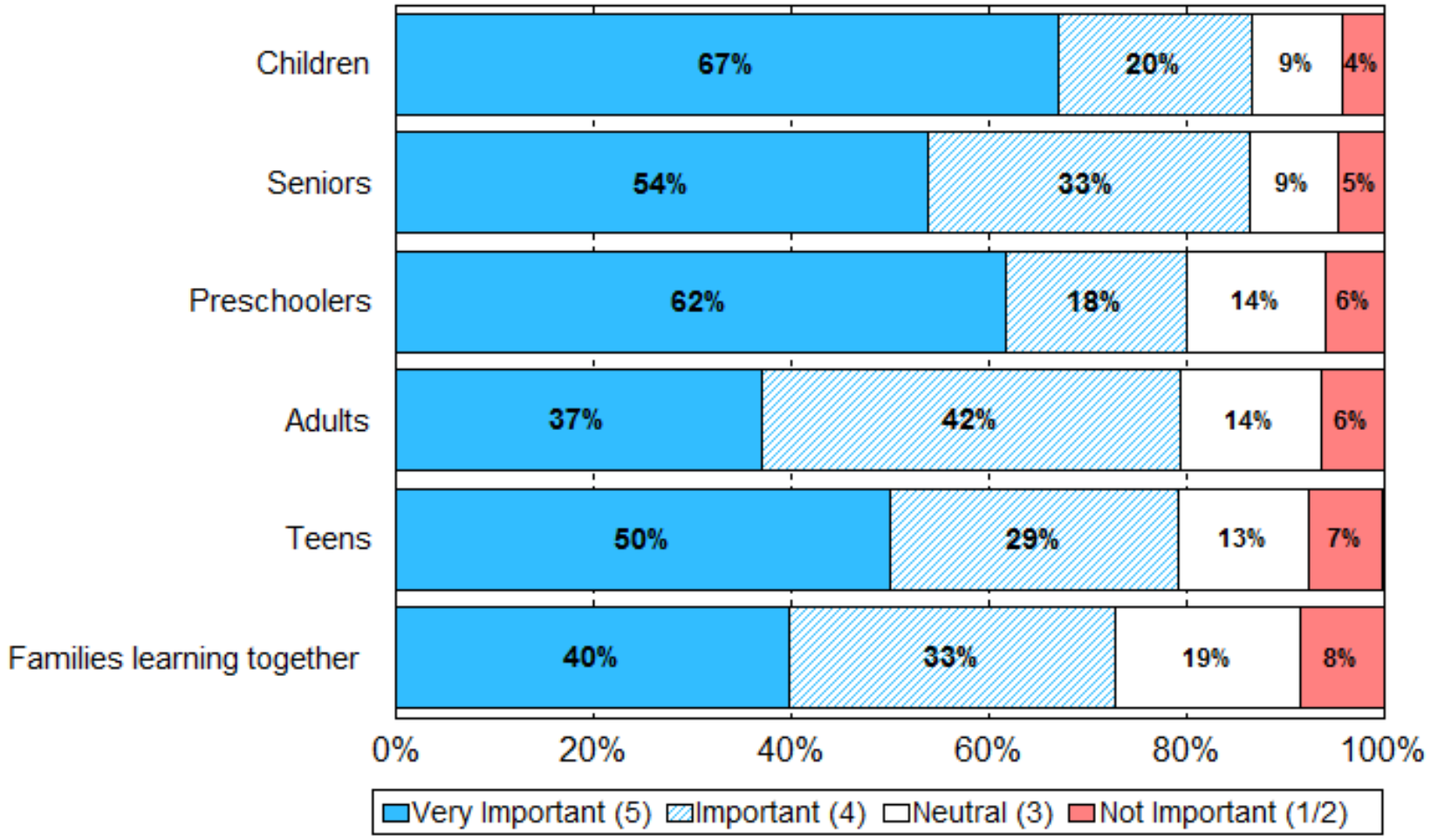
by percentage of respondents who selected the item as one of their top five choices



Source: ETC Institute (2017 City of Plano Citizen Survey)

Q11. Importance of the Plano Library Providing Classes for Various Groups

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

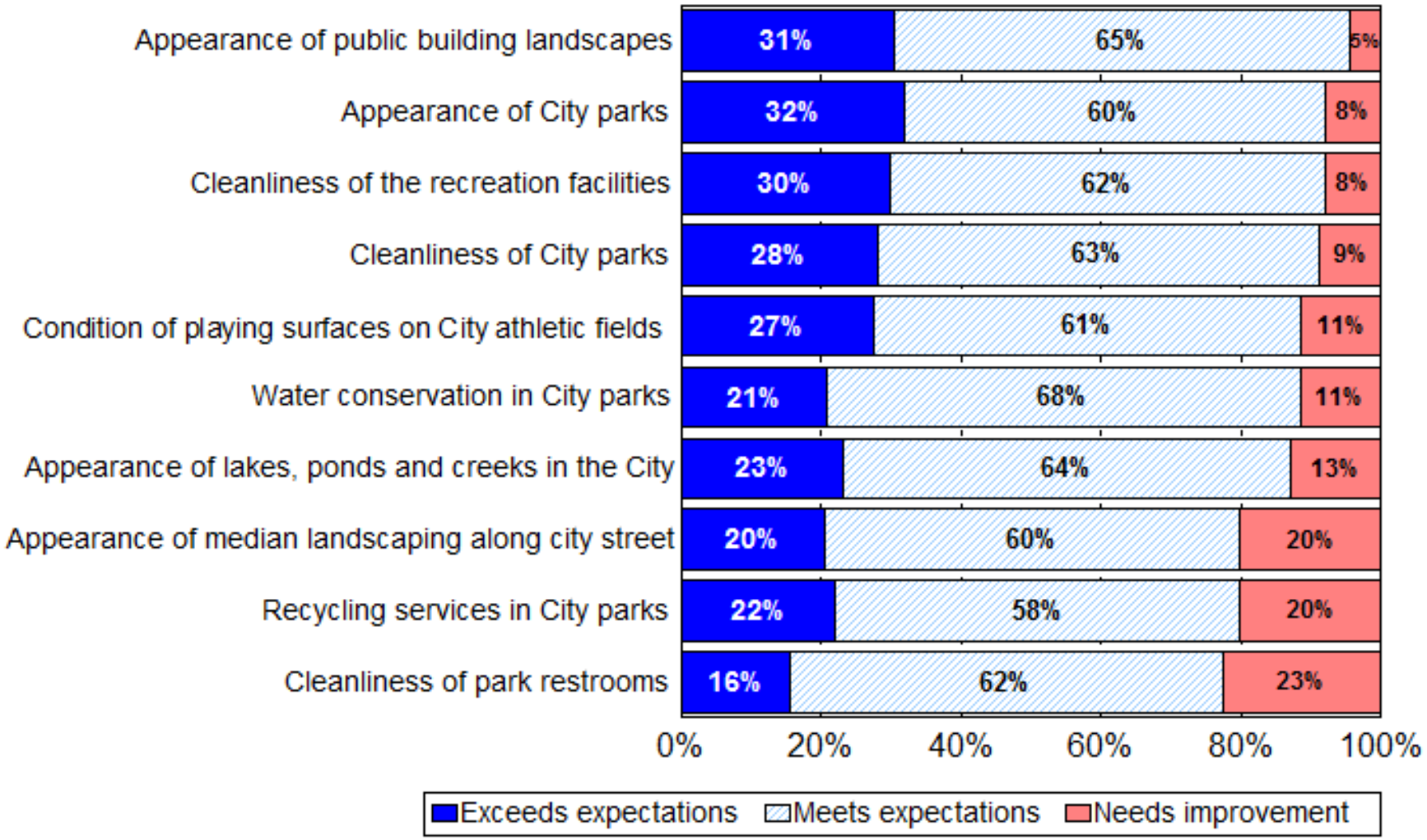


Source: ETC Institute (2017 City of Plano Citizen Survey)

Children, Preschoolers, and Seniors Are the Groups That Were Rated as the Most Important, but for All Groups More Than 70% Rated Them as Important

Q12. How Well the City Is Meeting Expectations in Various Parks and Recreation Areas

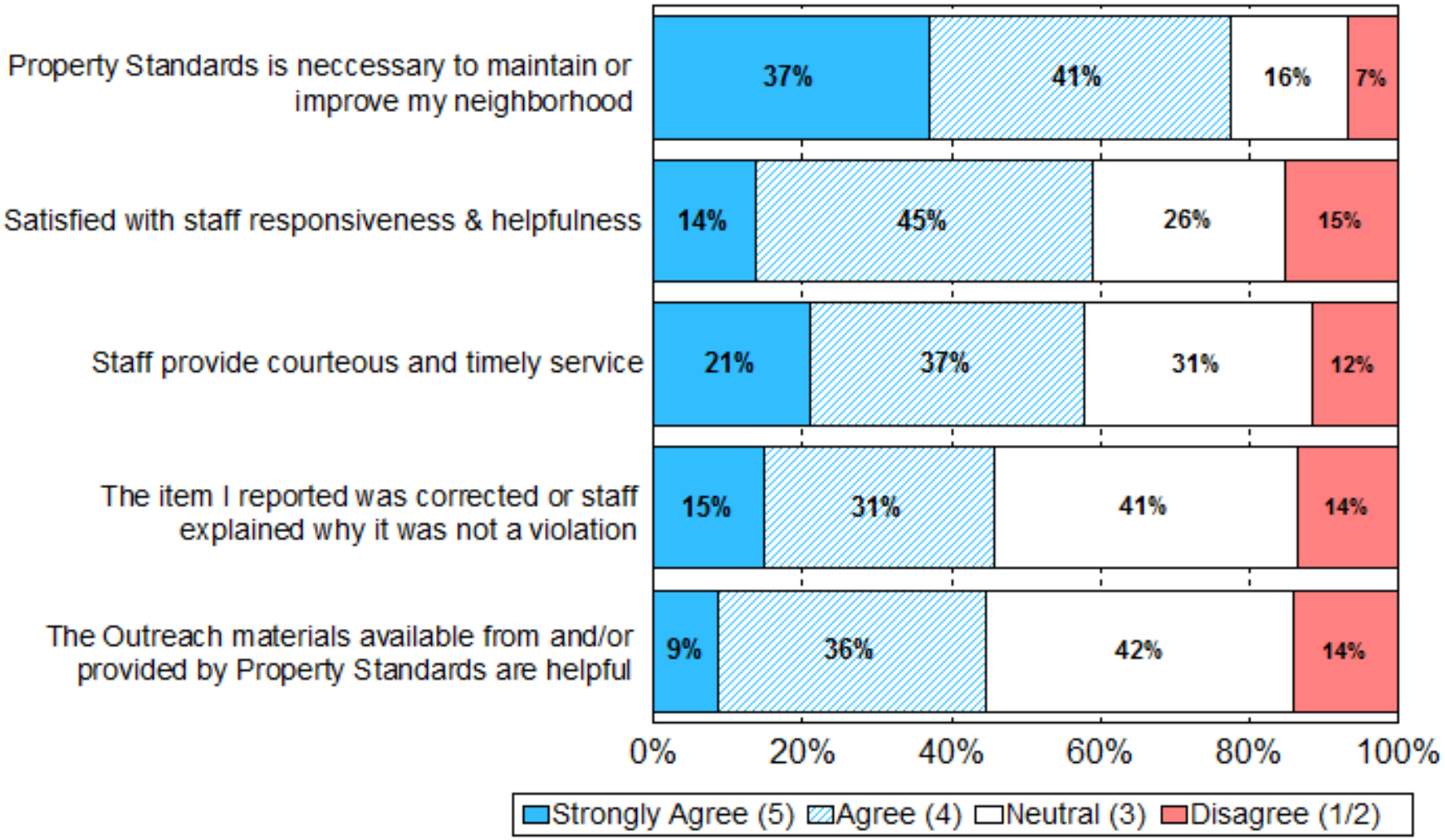
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding don't knows)



Source: ETC Institute (2017 City of Plano Citizen Survey)

Q17. Agreement with Various Statements About Property Standards

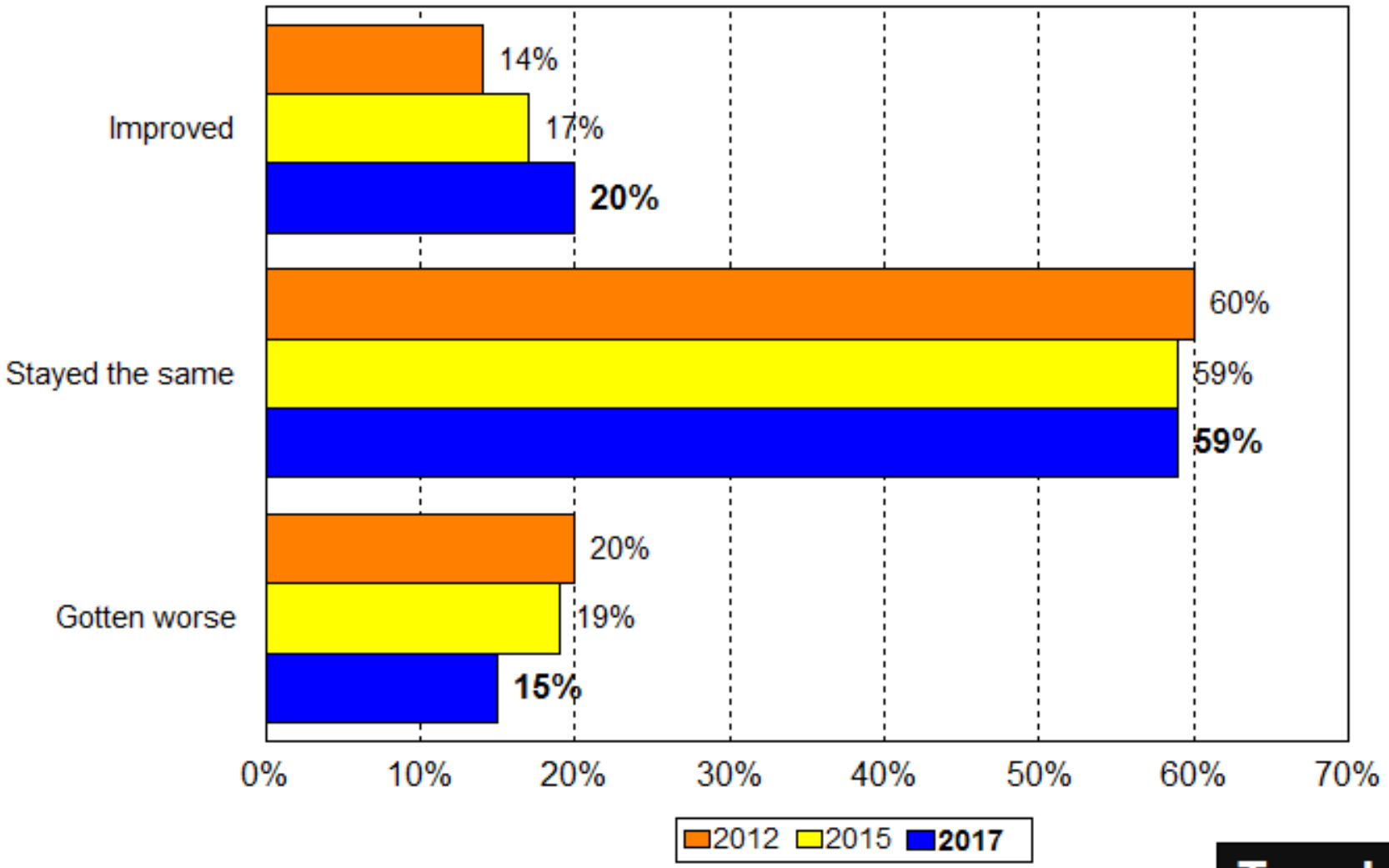
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017 City of Plano Citizen Survey)

How do you feel the appearance of your neighborhood has changed over the past three years? - 2012 to 2017

by percentage of respondents

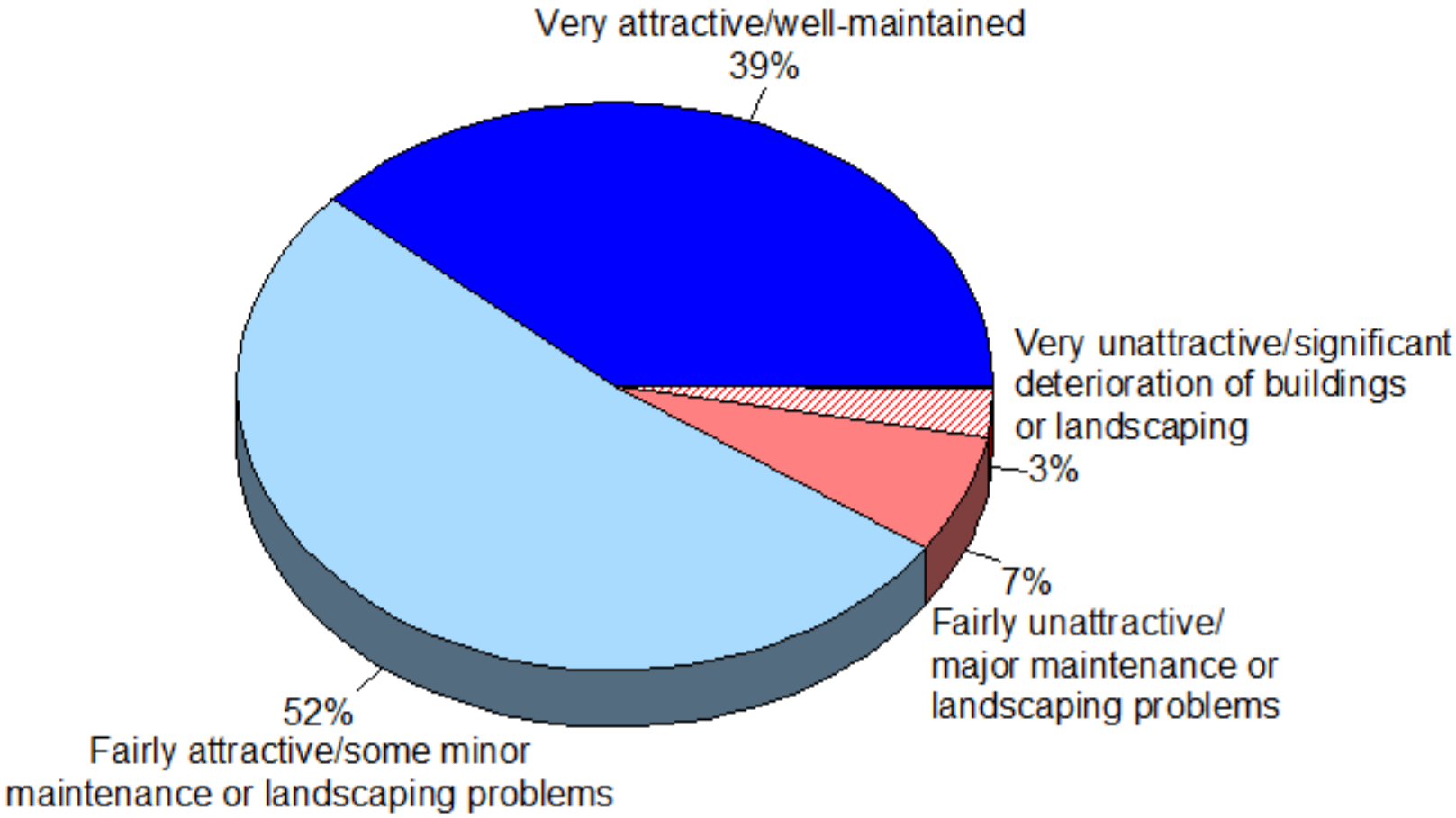


Source: ETC Institute (2017 City of Plano Citizen Survey)

Trends

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

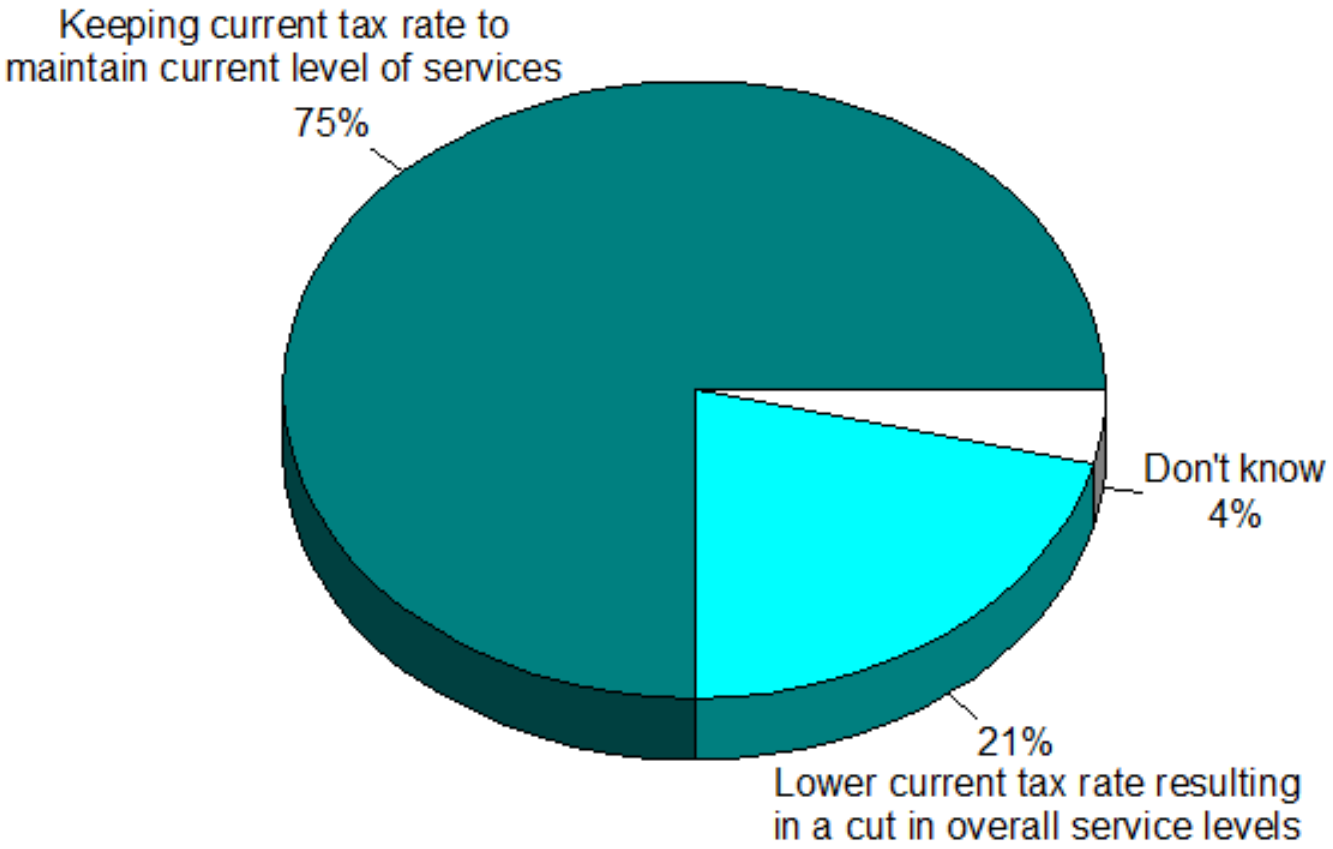
by percentage of respondents



Source: ETC Institute (2017 City of Plano Citizen Survey)

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



Source: ETC Institute (2017 City of Plano Citizen Survey)

Most Residents Prefer to Keep the Current Tax Rate to Maintain the Current Level of Service, Rather Than Lower Taxes and Cutting Services

Summary

- **Residents Have a Very Positive Perception of the City**
  - 91% are satisfied with overall quality of services provided by the City; only 2% are dissatisfied
  - 90% are satisfied with overall quality of life in the City; only 3% are dissatisfied
- **Satisfaction Ratings Are Similar to Previous Surveys, and Remain Among the Highest in the Nation**
- **Satisfaction with City Services Is Much Higher in Plano Than Other Communities**
  - Plano rated above the U.S. Average in 24 of the 26 areas that were compared
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Questions?

THANK YOU!!