Plano City of Excellence | Memorandum

Date: November 20, 2018
To: Bruce Glasscock, City Manager
From: Shannah Hayley, Director of Communications and Community Outreach
Subject: Resident Sentiment Survey

The City of Plano's Communications and Community Outreach department is committed to using research to help fulfil its mission to communicate with and engage Plano's residents in a way that contributes to the quality of life in our community. Research provides an evidence base to ensure the views and interests of residents are central to what the City does and how it communicates.

As part of this effort, the department undertook a public perception research survey via Baselice and Associates, a nationally-recognized research organization based in Austin, Texas. The survey included attitudinal and behavioral questions on a variety of subjects from Plano residents. The survey was conducted via telephone, with both qualitative and quantitative measures.

This was a resident-focused sentiment survey separate from our regular citizen survey. The goal of the public perception research survey is to help the City better listen to, understand and respond to our residents.

Key findings from the survey:

1. The City of Plano has an excellent image (92% positive, 5% negative). Moreover, 66% have a strong positive image.
2. A plurality (46%) think the City of Plano is the level of government which provides programs and services that impact their daily lives the most. The federal government (18%), the state of Texas (16%) and Collin County (13%) need to be added to together to equal the response given for the City of Plano.
3. By nearly five to one, respondents think things in Plano are going in the right direction (77%) versus not going in the right direction (16%). In contrast, the nation's voters view the U.S. as 41% right direction vs. 51% wrong track.
4. Respondents provide varied favorite things about Plano led by the people & diversity (21%), amenities such as parks, libraries, etc. (13%), safety / low crime (12%), schools (10%) and location / convenience (7%).
5. In open-ended fashion, traffic, transportation & roads (28%) followed by size, growth & construction (15%) are the things residents would like to fix, change or improve most about Plano.
6. Large majorities of Plano residents are satisfied with the different departments that provide city services.

7. Traffic and transportation (50%) is selected most and next most as the issue residents want the city officials to address. Local taxes (34%) and infrastructure (27%) follow.
8. 91% agree that “Plano is a winning place to live” and 90% agree that “Plano has everything I need”
9. 59% prefer their own vehicle for commuting to and from work or to places they go on a regular basis while 38% use or would consider using some type of the public transportation.
10. 49% think that road or intersection improvements under way in Plano will improve their drive times while 42% do not think the improvements will make much of a difference.