

City of Plano

Citizen Survey

Findings Report

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2019

Submitted to the City of Plano, TX

by:

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City of Plano 2019 Citizen Survey

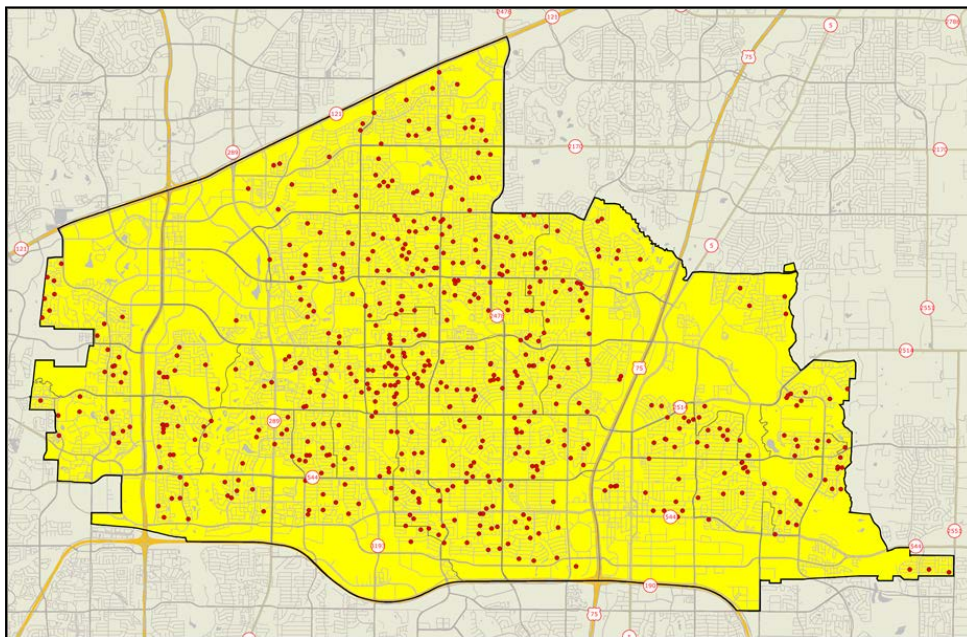
Executive Summary Report

Overview and Methodology

Overview. ETC Institute administered a citizen survey for the City of Plano during the fall and winter of 2019. The survey was administered as part of the City's ongoing effort to identify and respond to citizen concerns. This was the fourth citizen survey that ETC Institute has administered for the City of Plano, with the first being in 2012.

Methodology. The six-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 (www.planosurvey.com). 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 590 households completing a survey. The results for the random sample of 590 households have a 95% level of confidence with a precision of at least $\pm 4.0\%$. 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.



This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the 2019 survey, along with comparisons to the results from the 2012 and 2017 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 (97%), emergency medical services (94%), 9-1-1 services related to police/fire/EMS (92%), and police services (92%).
- 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) maintenance of city streets and sidewalks.

Perceptions of the City

- Most residents have a positive perception of the City of Plano. Ninety-five percent (95%) of residents *who had an opinion* are either “very satisfied” or “satisfied” with the overall quality of services provided by the City. Ninety-two percent (92%) of residents *who had an opinion*, are either “very satisfied” or “satisfied” with the overall quality of life in Plano.

Communication

- Seventy-three percent (73%) of residents currently obtain information about the City from the City's website; 55% obtain information about the City from direct mail pieces, and 50% obtain information from the Nextdoor app.
- 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 (74%) and efforts to keep residents informed about local issues (66%).

Police Services

- Most (96%) of the residents surveyed *who had an opinion* felt "very safe" or "safe" in their neighborhood during the day; 94% of the residents surveyed *who had an opinion* felt "very safe" or "safe" overall in Plano.

Sustainability and Environmental Services

- Fifty-two percent (52%) 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: recycling, composting and waste diversion (44%), mobility and transportation (42%), and local air quality (37%).
- Nearly three-fourths (73%) 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 71% 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) borrowing books, DVD's, CD's, Playaways, and science kits, 2) friendly staff, 3) free Wi-Fi, computers and internet access, 4) educational classes, and 5) programs and events.
- 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) early literacy, 2) digital literacy skills, 3) computer classes, 4) tool and resources that assist adults 55+, and 5) workforce development.

Parks and Recreation

- Ninety-seven percent (97%) 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 City parks, 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 (56%), DART service (53%), and the traffic signal system (44%).

Property Standards

- The property standard statements with 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” (80%), “I’m generally satisfied with the responsiveness and helpfulness of Property Standard staff” (62%), and “Property Standard staff provide courteous and timely service (61%).
- Sixty-one percent (61%) of residents feel the appearance of their neighborhood has stayed the same over the past three years; 19% feel it has improved, 17% feel it has gotten worse, and 3% did not have an opinion.

Trend Analysis

From 2017 to 2019, satisfaction ratings **improved or stayed the same in 35 of the 45 areas that were assessed**. There were significant increases (5% or more) in 9 of these areas. The areas that had the most significant increases since 2017 are listed below:

- Fire services (+6%)
- Pedestrian safety (+6%)
- DART service (+6%)
- 9-1-1 services related to police/fire/EMS (+5%)
- Police services (+5%)
- Overall value received for taxes and fees (+5%)
- Availability of information about government operations (+5%)
- Feeling of safety in neighborhoods after dark (+5%)
- Traffic signal system (+5%)

From 2017 to 2019, satisfaction ratings decreased in 10 of the 45 areas that were assessed. There were **no significant decreases** (5% or more) in any of these areas.

How Plano Compares to Other Communities

Plano **rated significantly above the national average (5% or more above) in 24 of the 26 areas** that were assessed. The areas in which Plano rated the most significantly above the national average are listed below:

- Overall quality of City services provided (+47%)
- Customer service (+41%)
- City communication (+33%)
- Value received for City tax dollars/fees (+33%)
- Recreation programs and facilities (+28%)
- Management of storm water run-off (+28%)
- Overall feeling of safety (+28%)
- Police services (+24%)
- Animal services (+24%)
- Availability of information about government operations (+24%)
- Efforts to keep residents informed on local issues (+23%)
- Cleanliness of streets/public areas (+21%)
- City parks (+20%)
- Overall quality of life in the City (+20%)

Plano **rated significantly above the Texas average (5% or more above) in 24 of the 26 areas** that were assessed. The areas in which Plano rated the most significantly above the national average are listed below:

- Overall quality of City services provided (+49%)
- Customer service (+43%)
- Value received for City tax dollars/fees (+40%)
- Management of storm water run-off (+36%)
- City communication (+33%)
- Overall feeling of safety (+33%)
- Recreation programs and facilities (+32%)
- Police services (+30%)
- Availability of information about government operations (+30%)
- City parks (+29%)
- Water and wastewater services (+28%)
- Overall quality of life in the City (+25%)
- Environmental waste services (+24%)

- Animal services (+24%)
- Library services (+23%)
- Efforts to keep residents informed on local issues (+22%)
- Emergency medical services (+21%)
- Level of public involvement in decision-making (+21%)

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, 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 over the next two years. 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 over the next two years is listed below:

- Maintenance of city streets and sidewalks (IS Rating=0.2066)

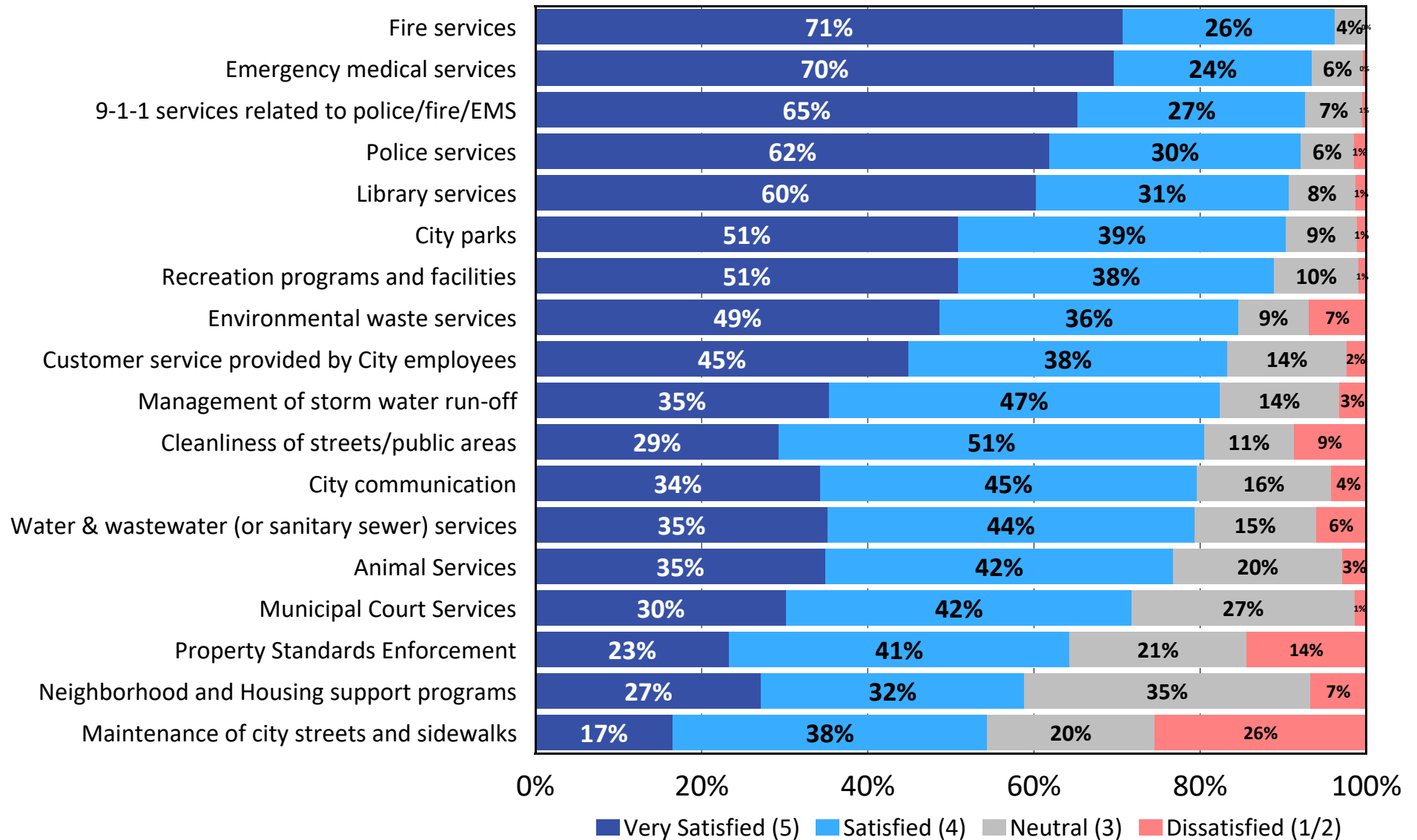
Section 1:

Charts and Graphs

2019 City of Plano Citizen Survey

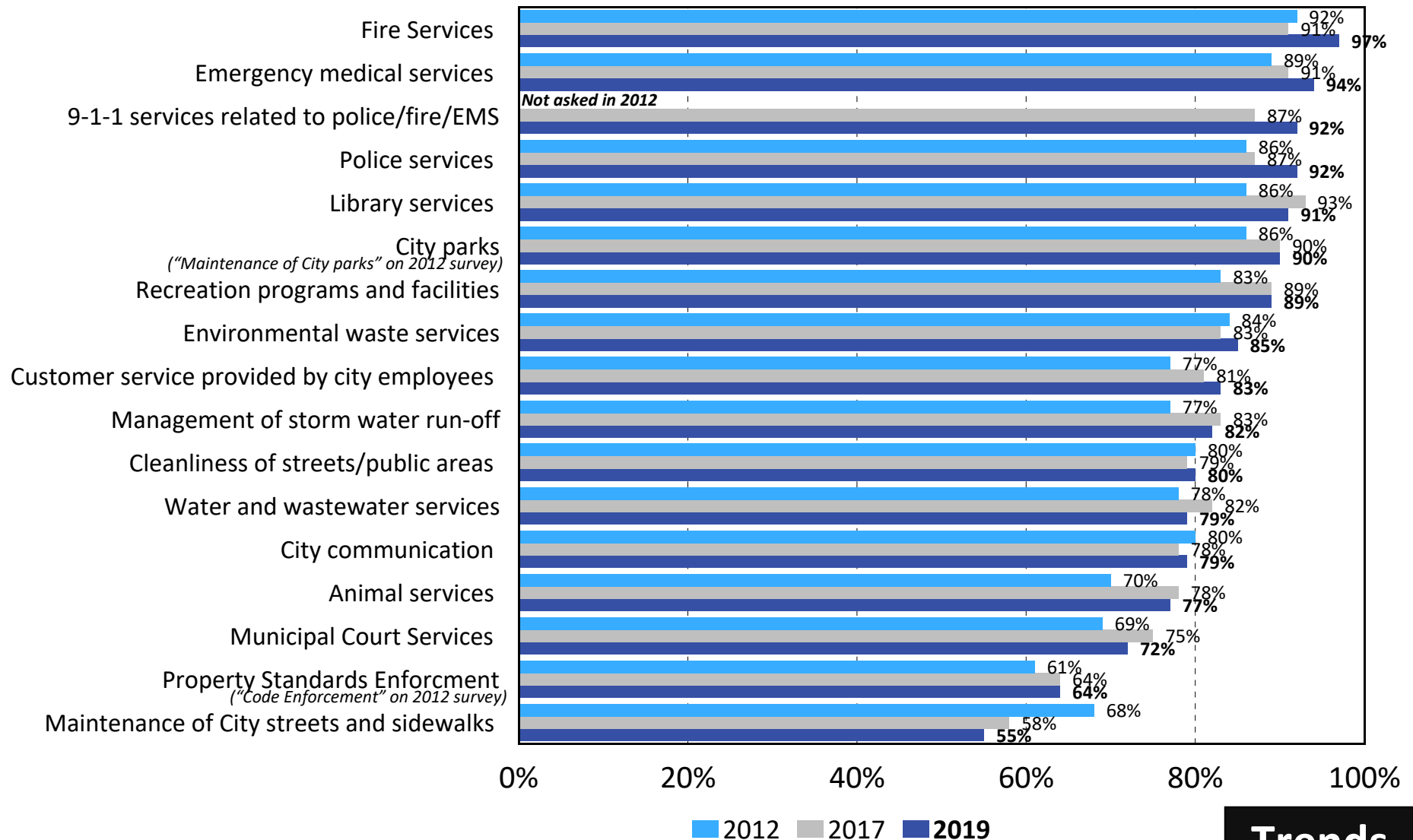
Q1. Satisfaction with Overall City Services

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



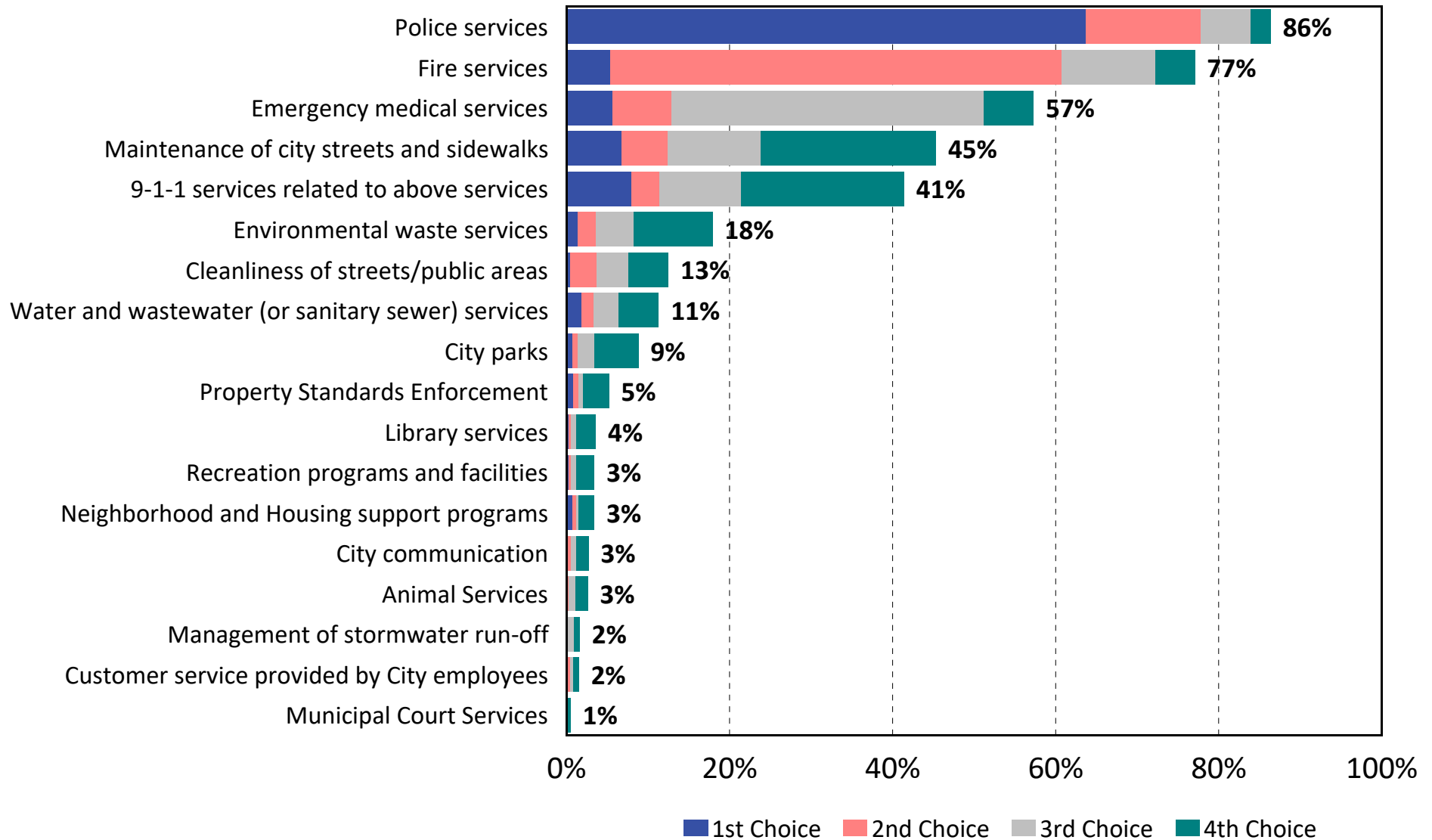
TRENDS: Satisfaction with Overall City Services 2012 to 2019

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



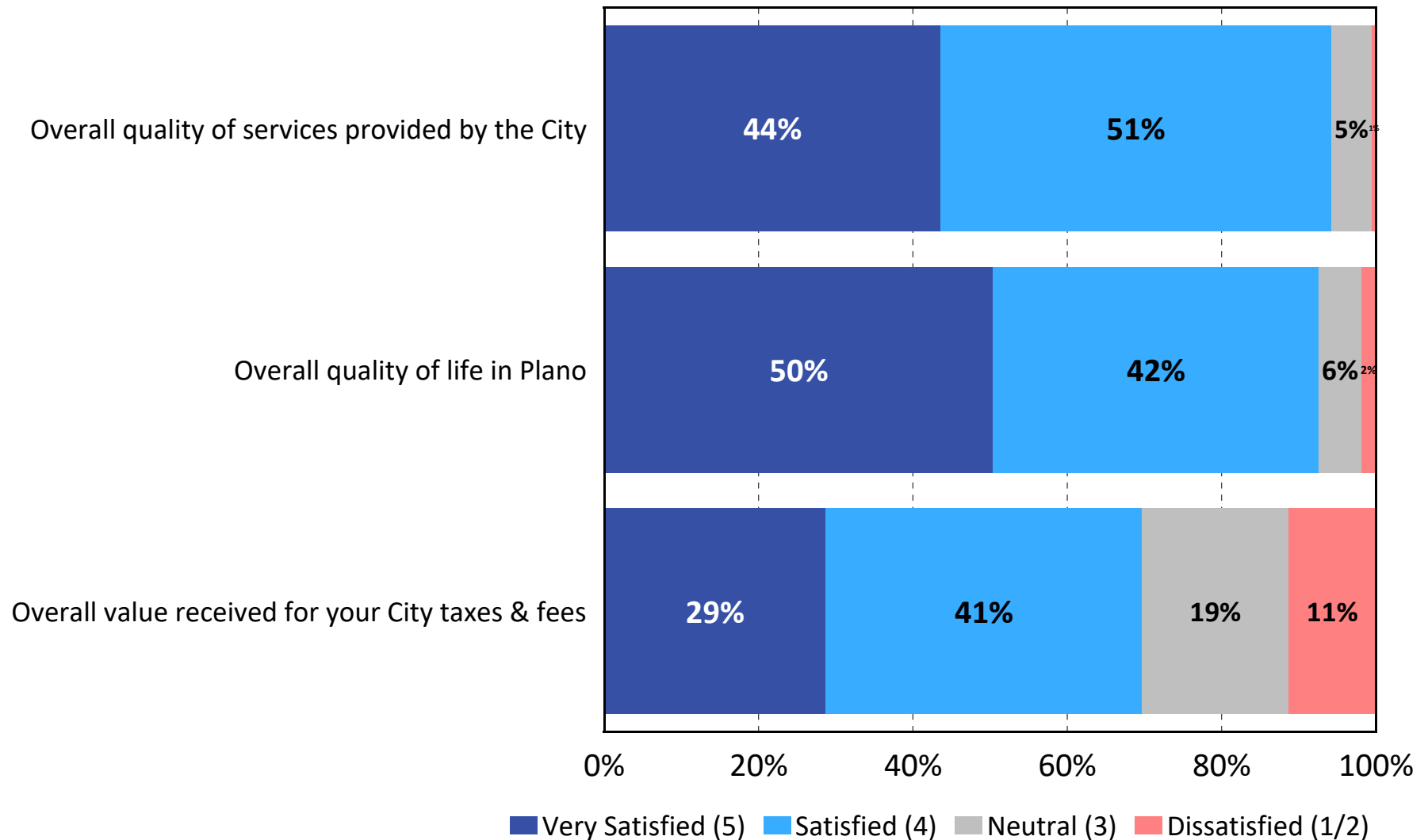
Q2. Overall City Services That Are Most Important for the City to Provide

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



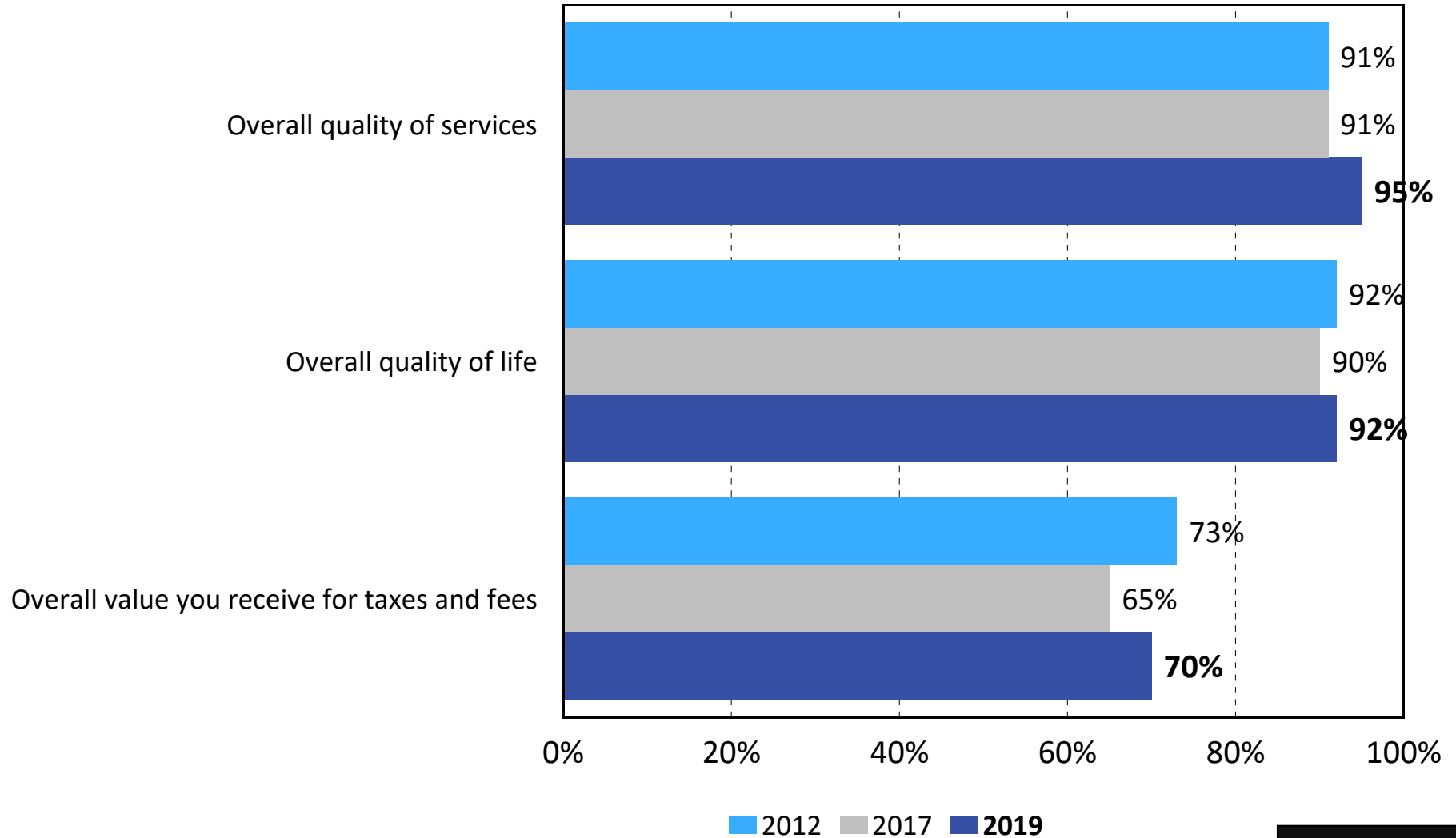
Q3. Satisfaction with Perceptions of the City

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



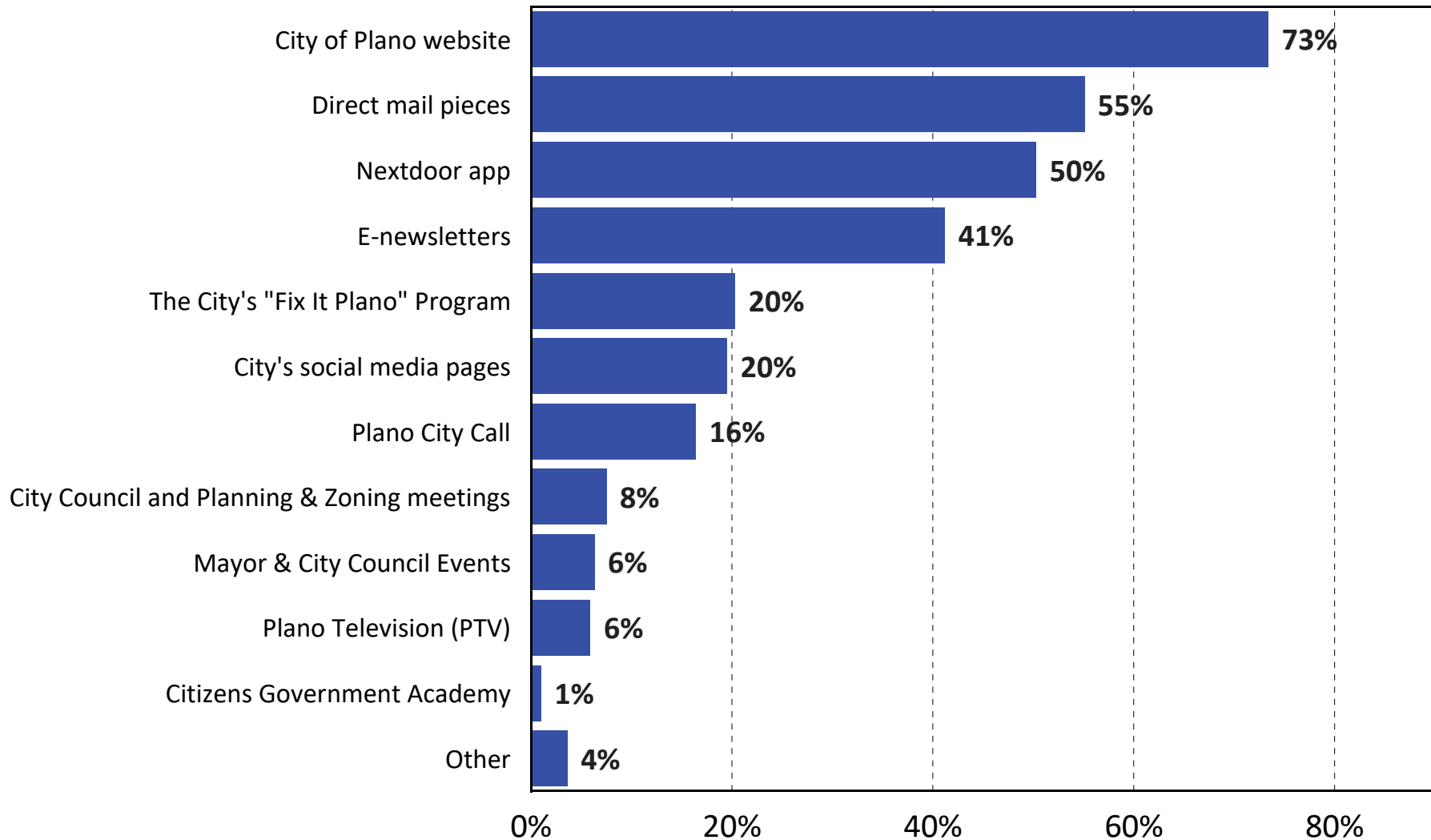
TRENDS: Satisfaction with Perceptions of the City 2012 to 2019

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



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

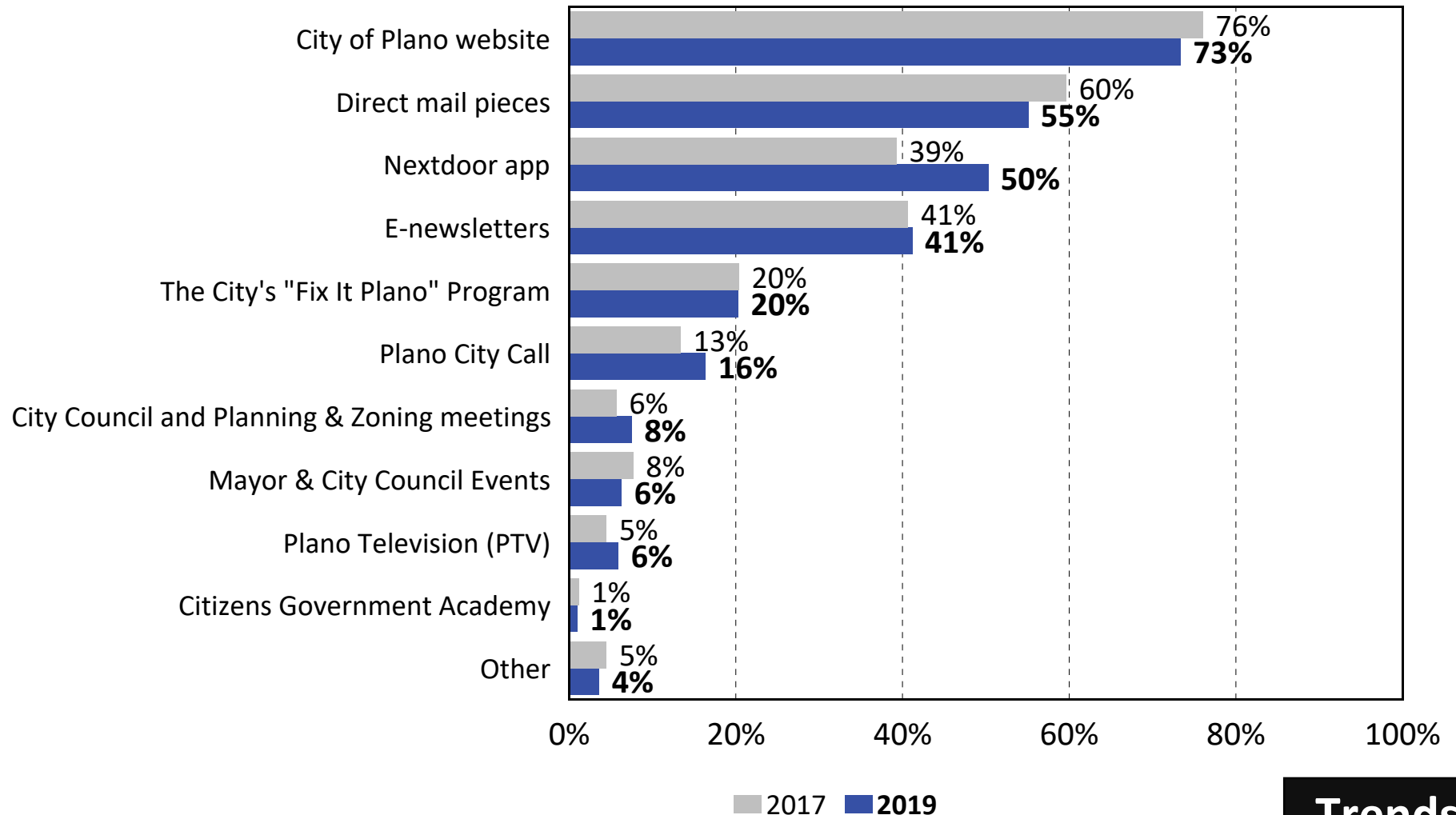
by percentage of respondents (multiple choices could be made)



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

2017 vs. 2019

by percentage of respondents (multiple choices could be made)

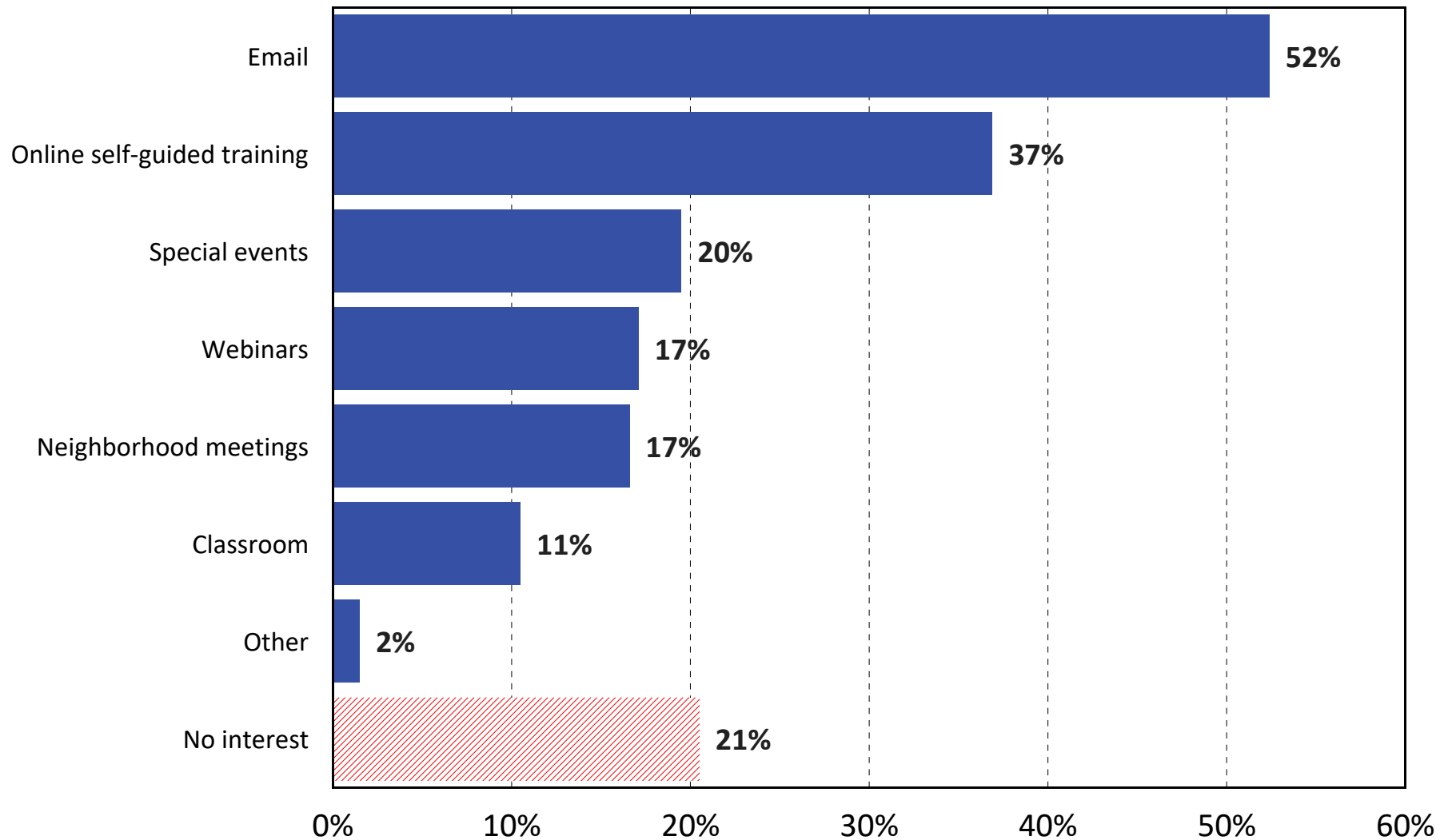


Source: ETC Institute (2019 City of Plano Citizen Survey)
ETC Institute (2019)

Trends

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

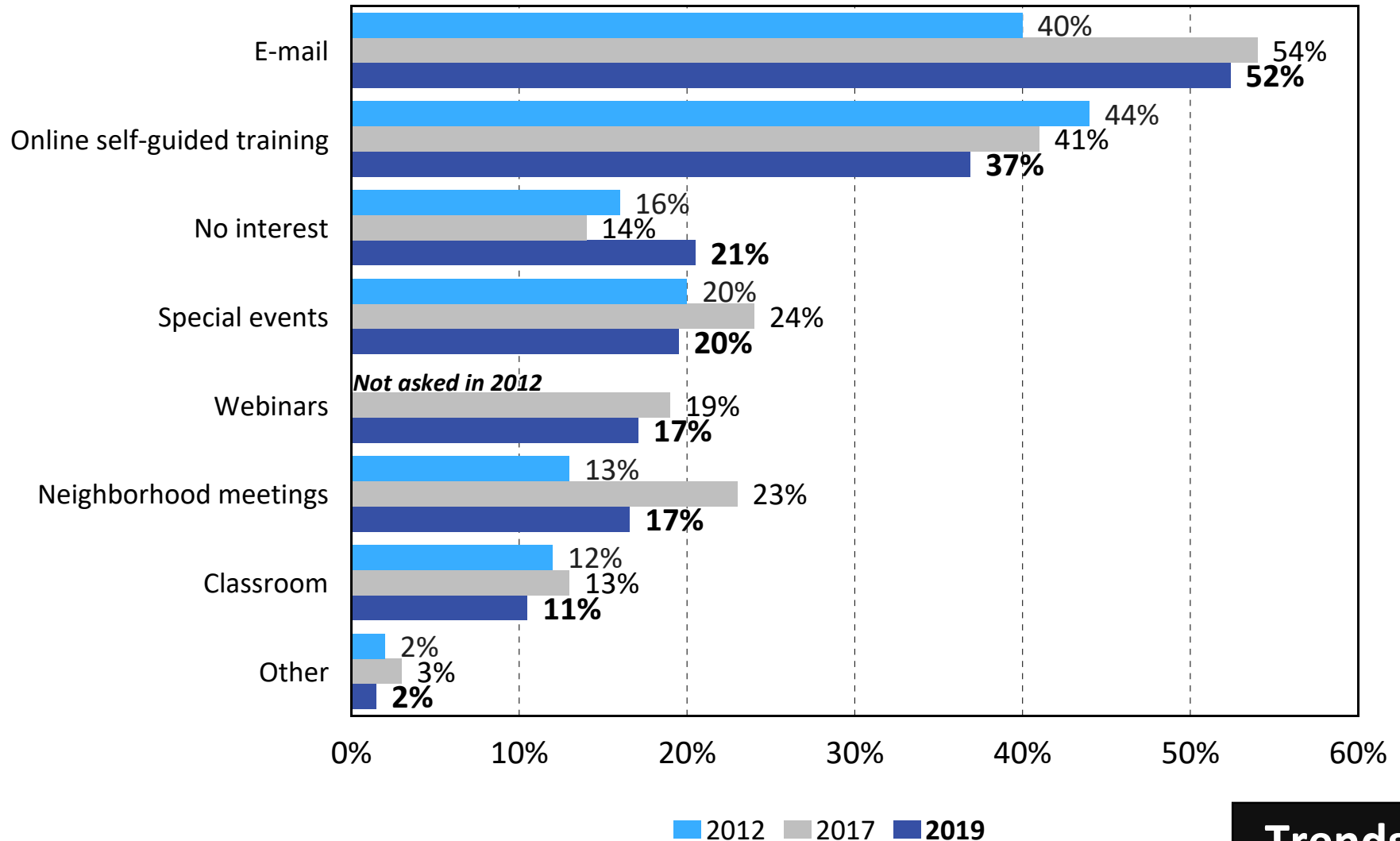
by percentage of respondents (multiple choices could be made)



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

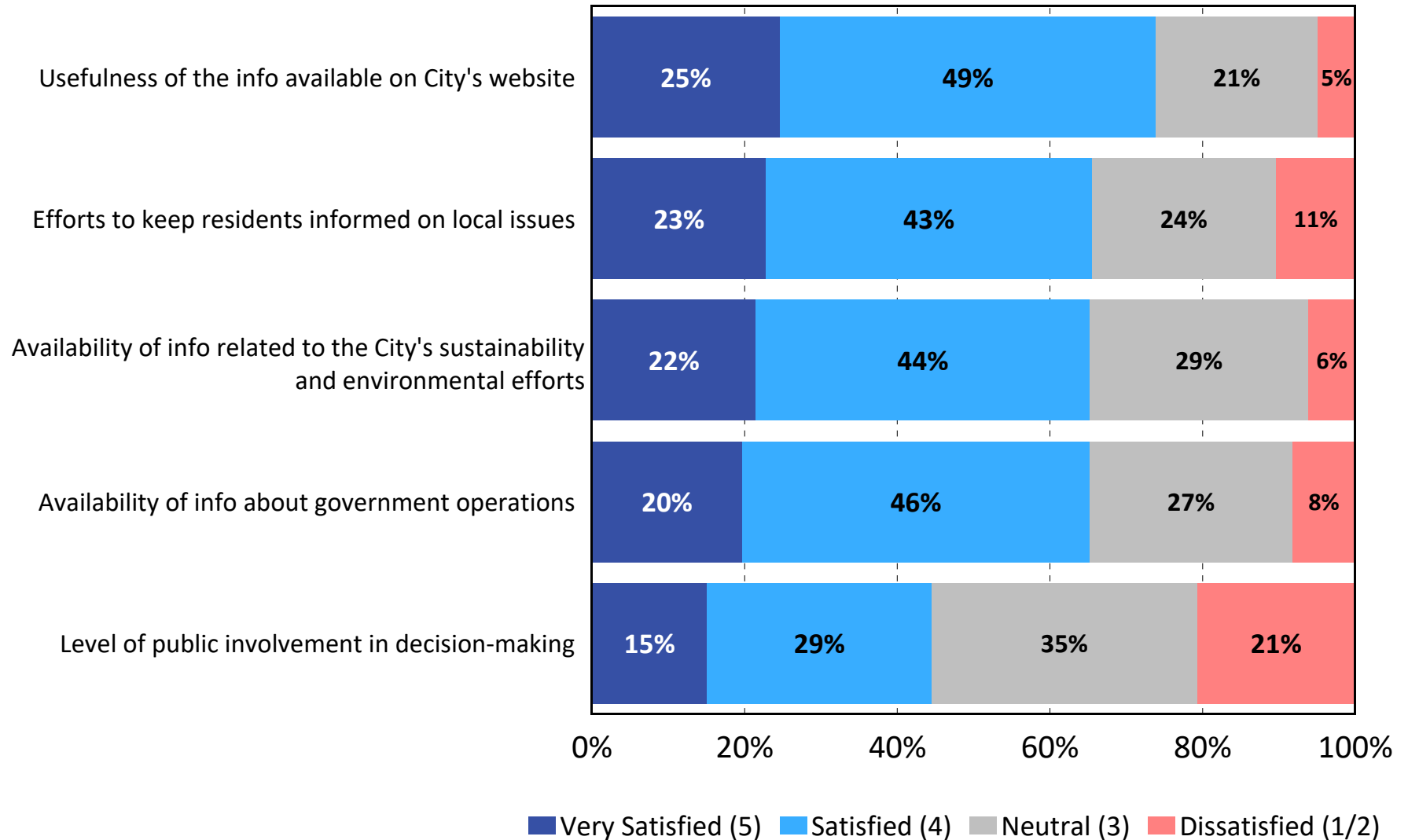
2012 to 2019

by percentage of respondents (multiple choices could be made)



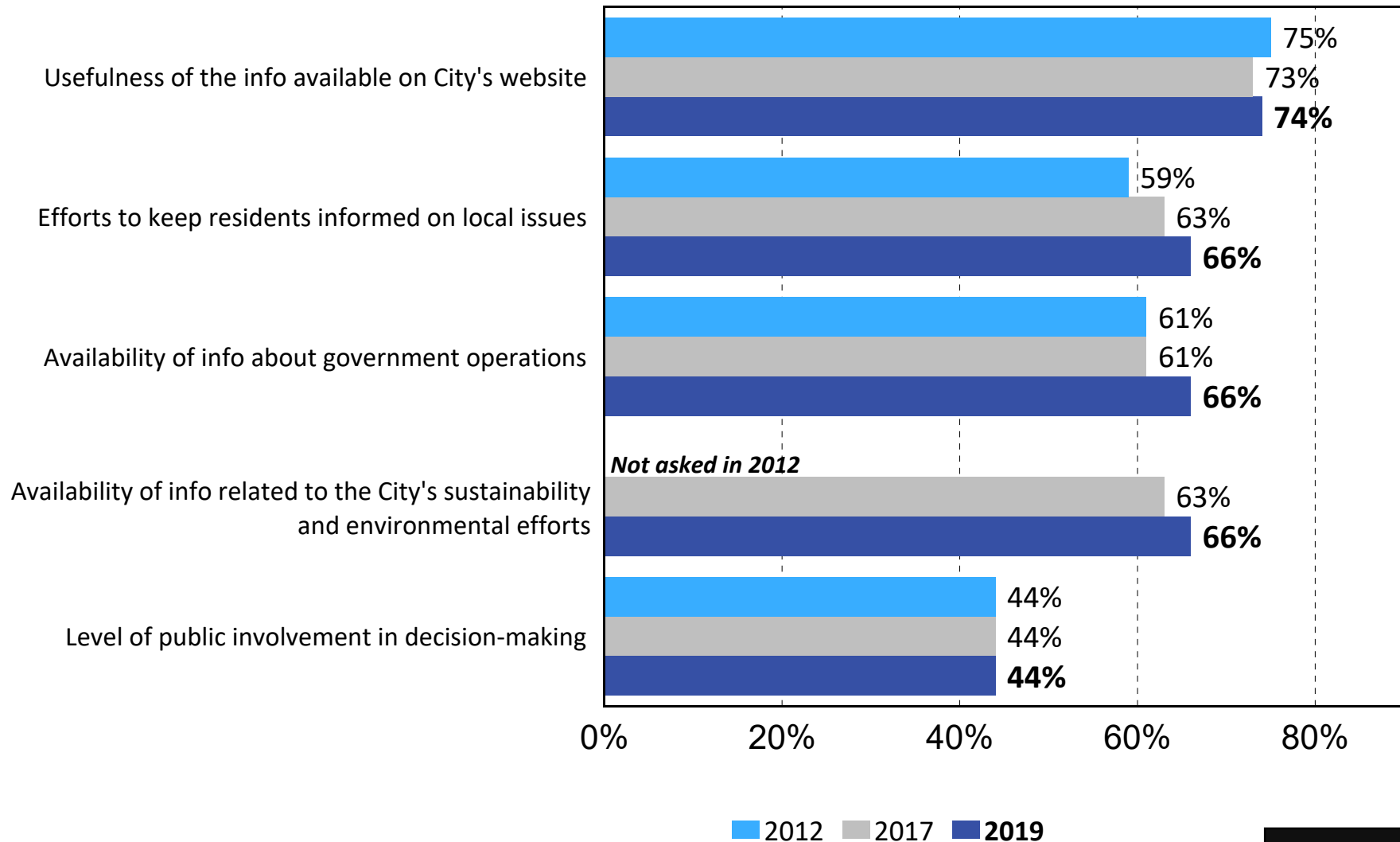
Q6. Satisfaction with Communication Services

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



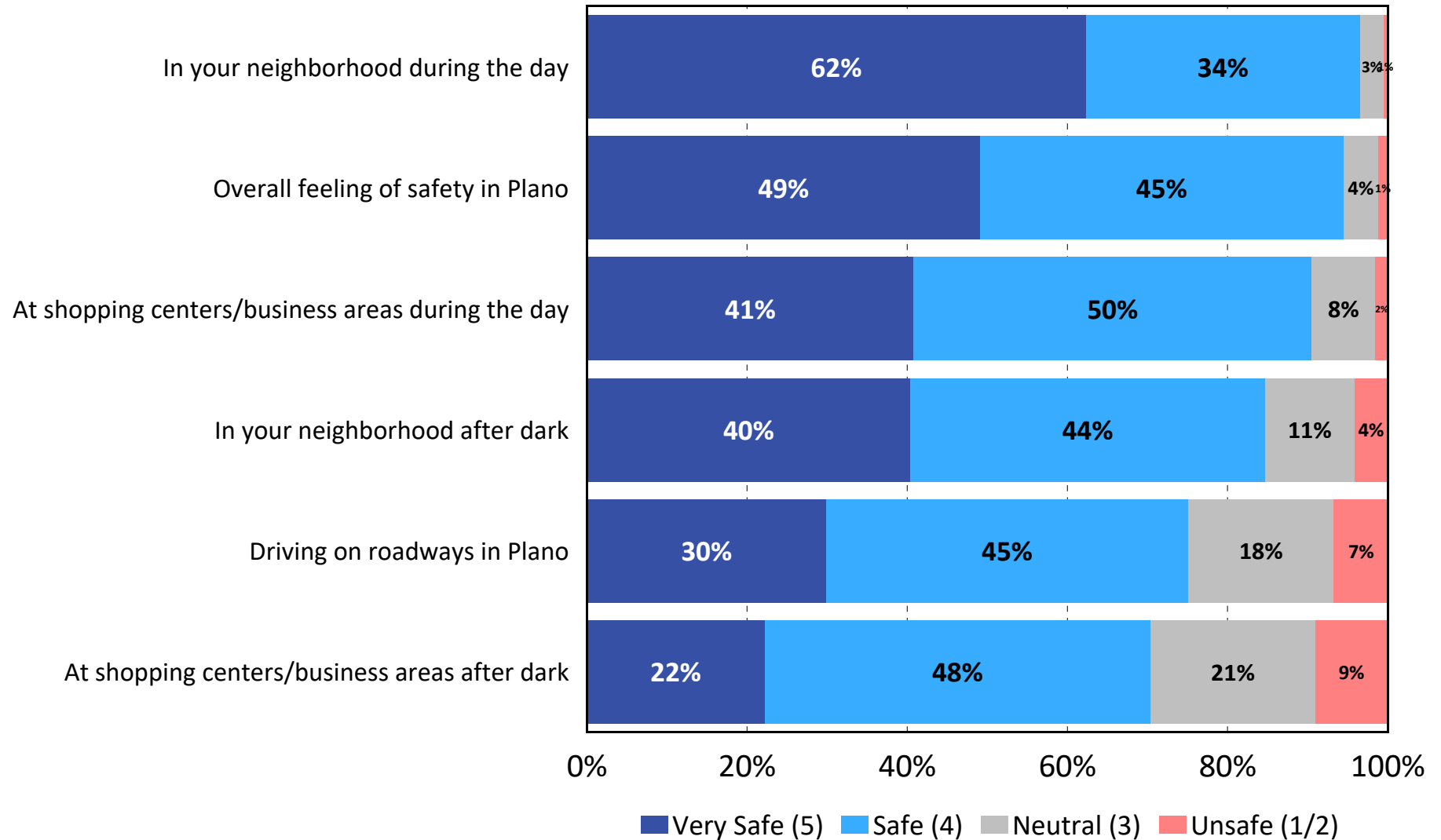
TRENDS: Satisfaction with Communication Services 2012 to 2019

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



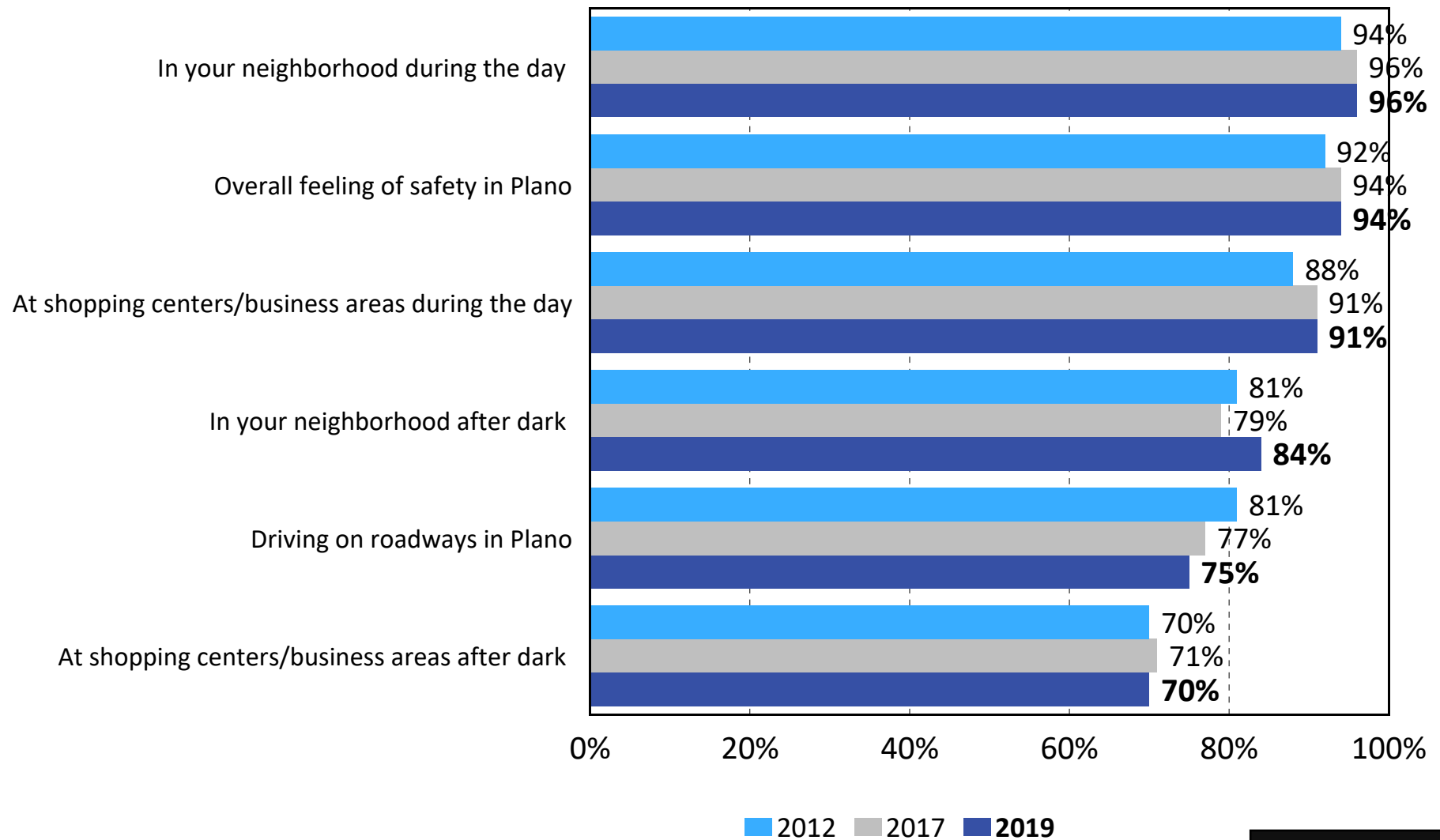
Q7. How Safe Do You Feel:

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



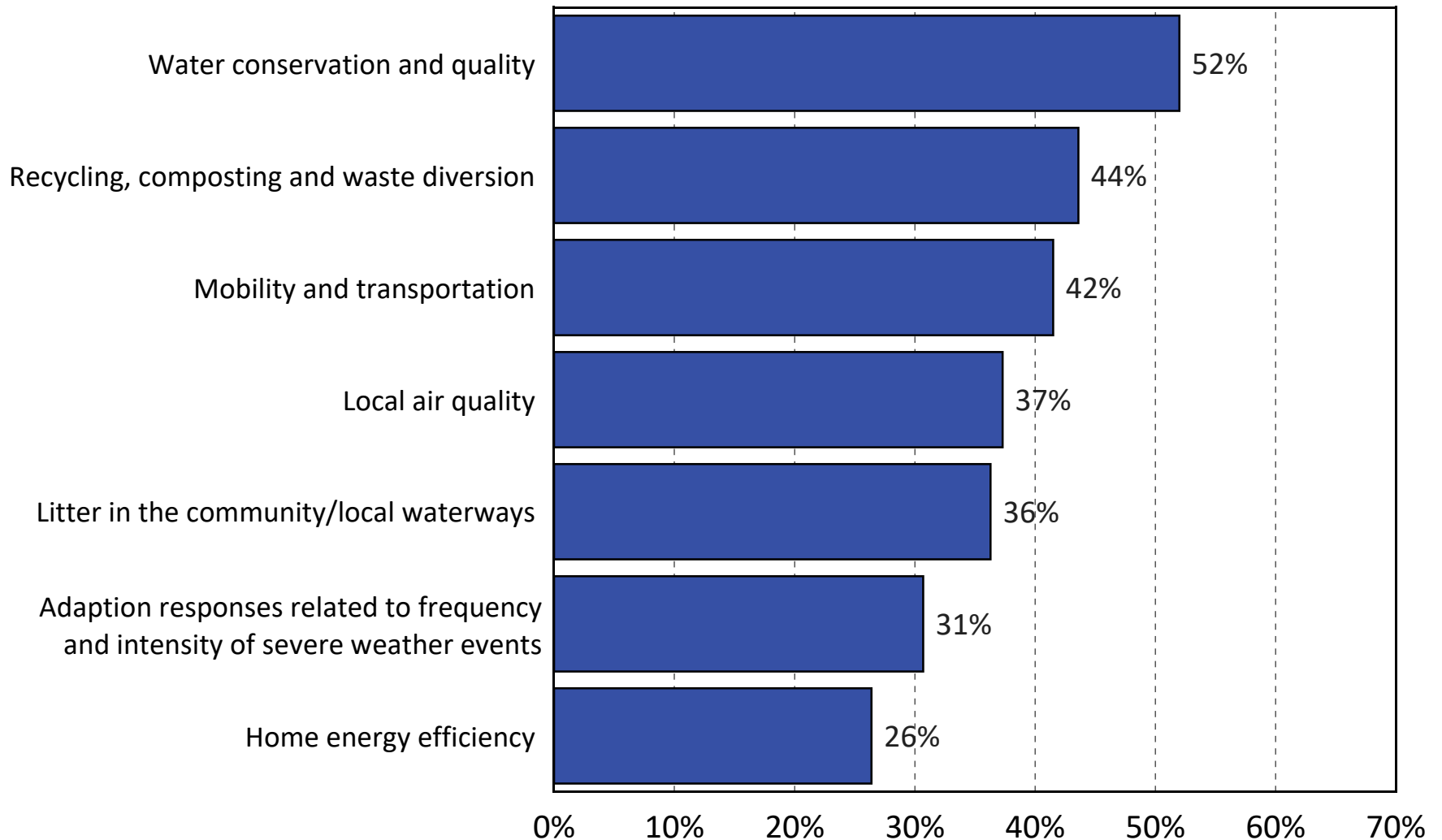
TRENDS: How Safe Do You Feel: 2012 to 2019

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



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

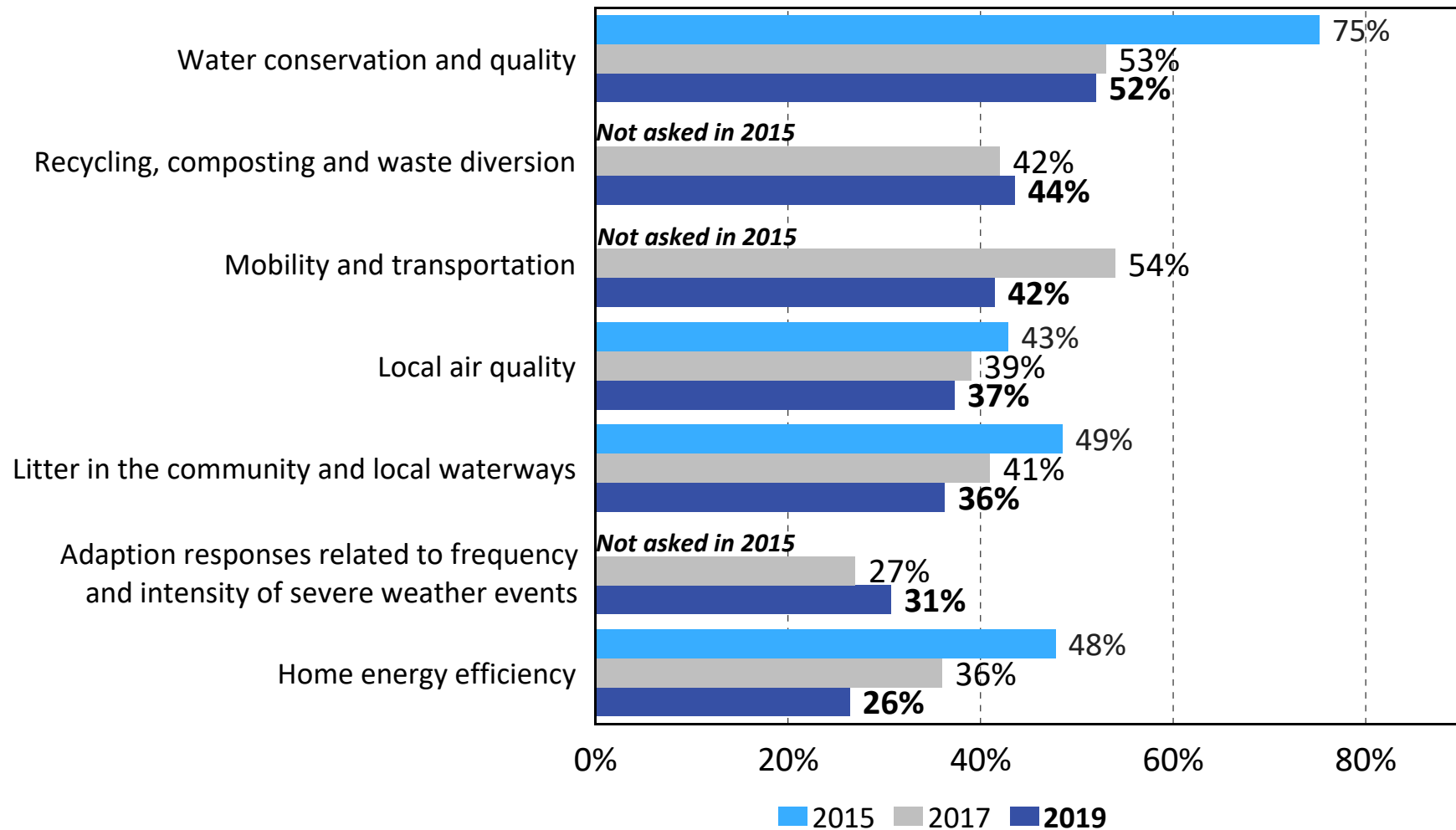
by percentage of respondents (multiple choices could be made)



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

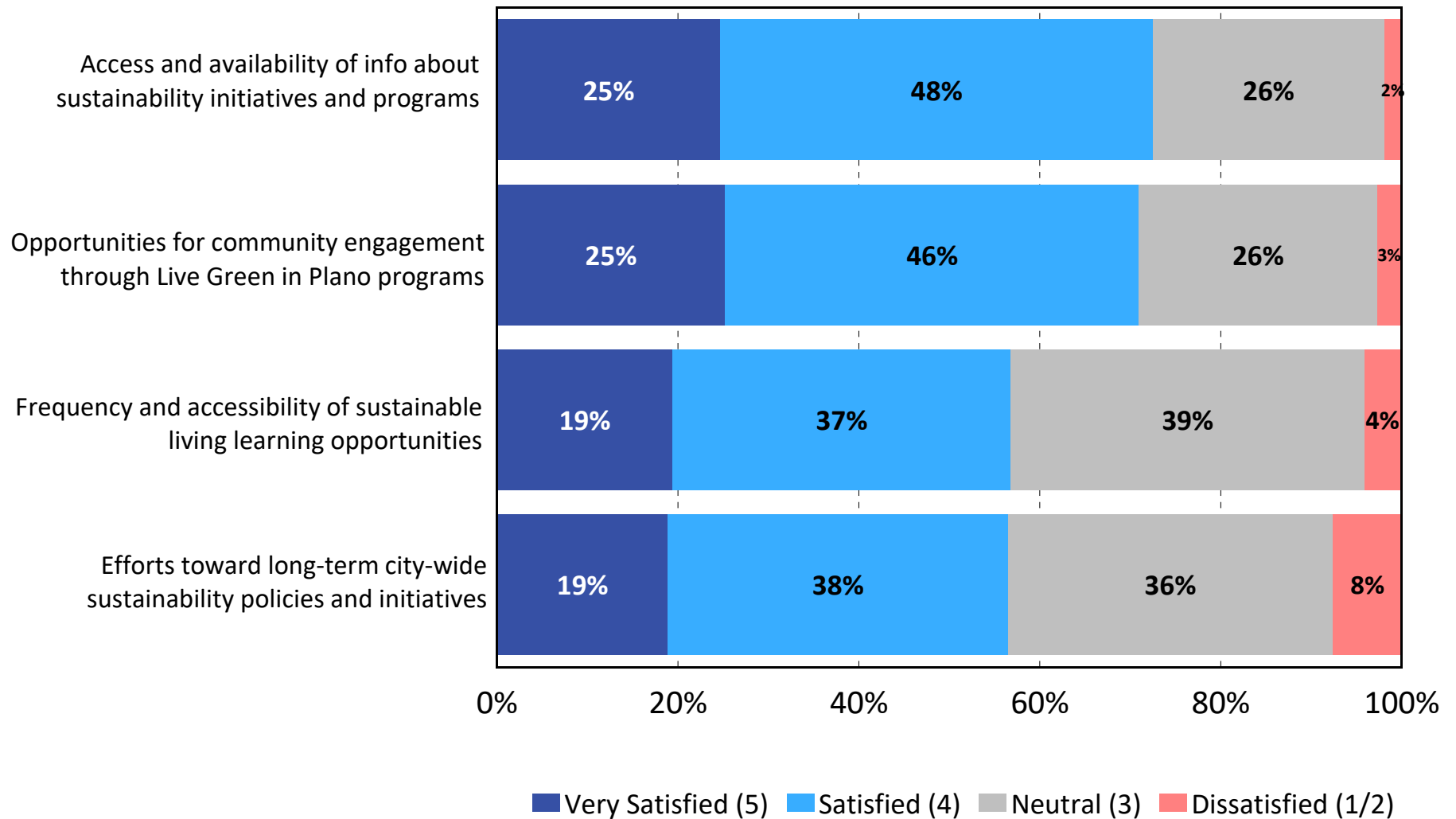
2015 to 2019

by percentage of respondents (multiple choices could be made)



Q9. Satisfaction with Sustainability and Environmental Services

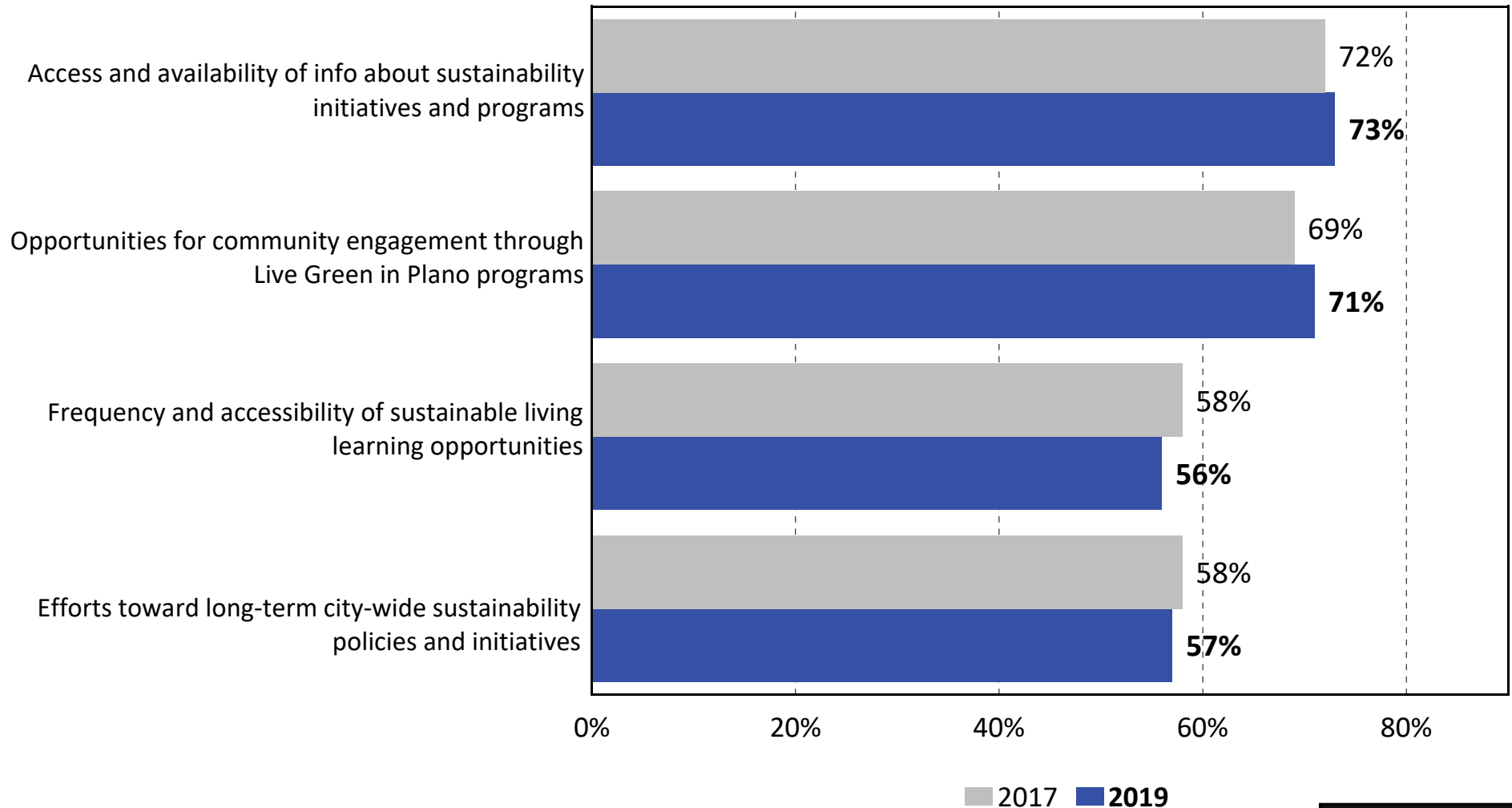
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



TRENDS: Satisfaction with Sustainability and Environmental Services

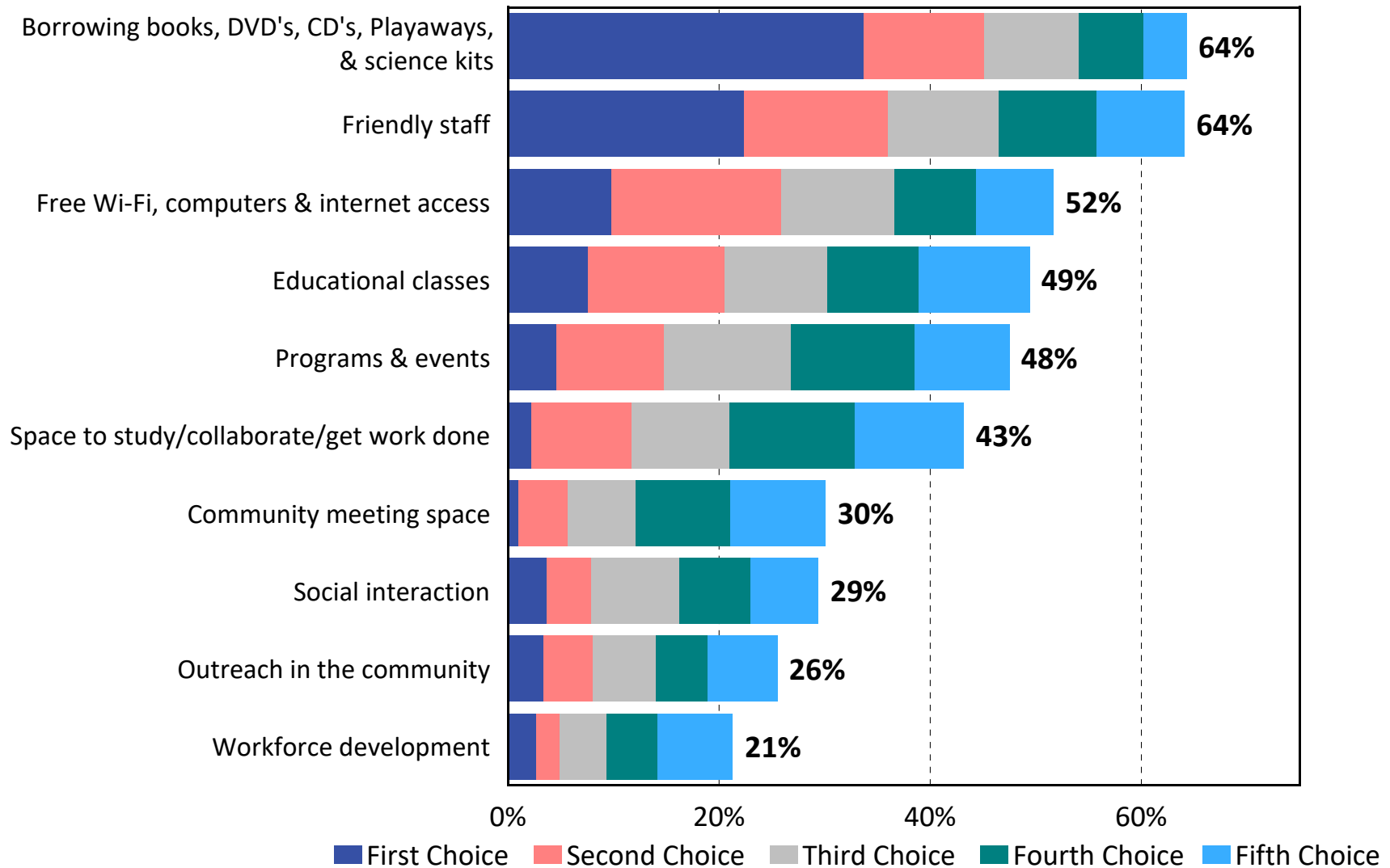
2017 vs. 2019

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



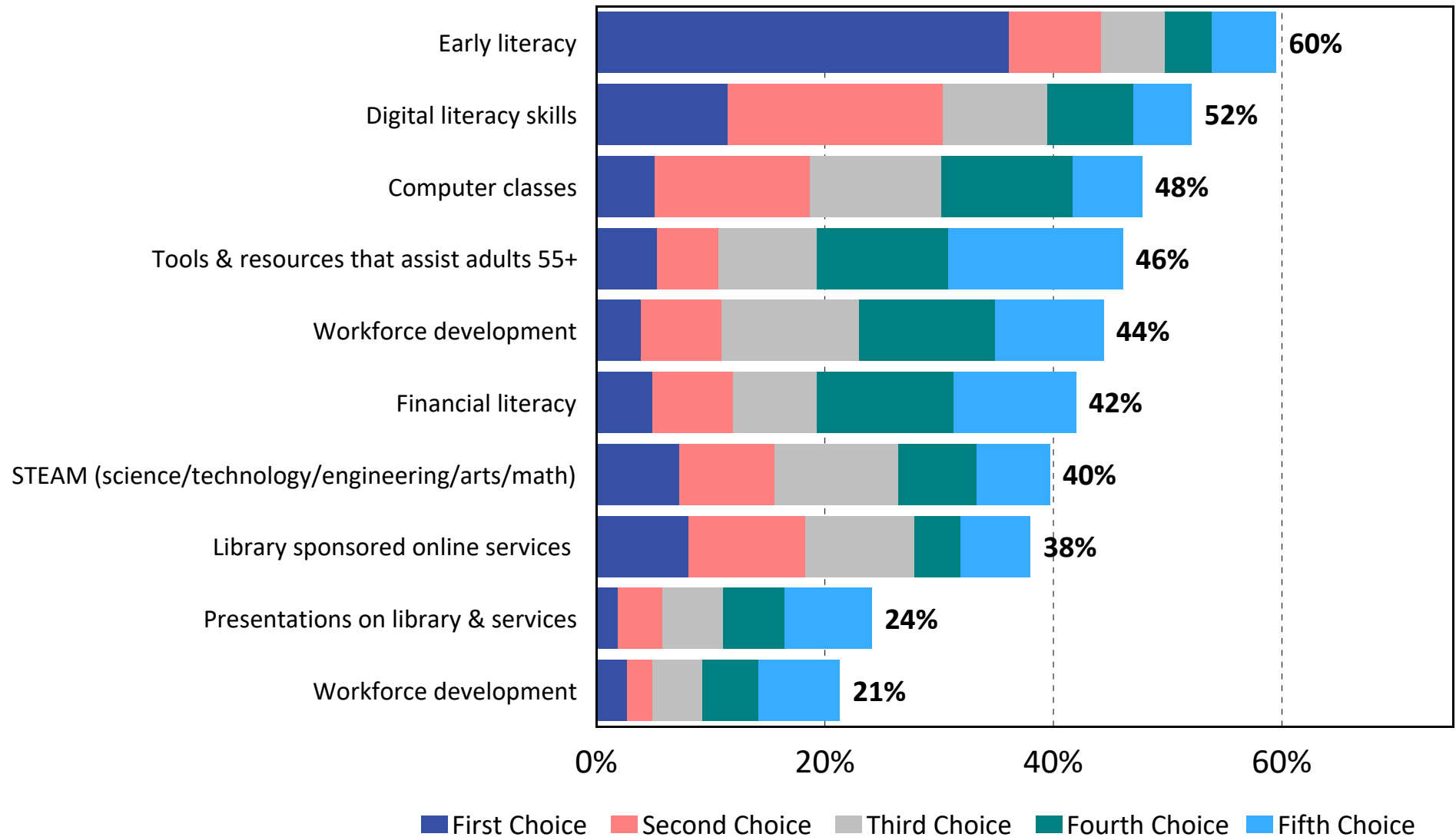
Q10. Which FIVE options should be the TOP PRIORITIES for Plano libraries?

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



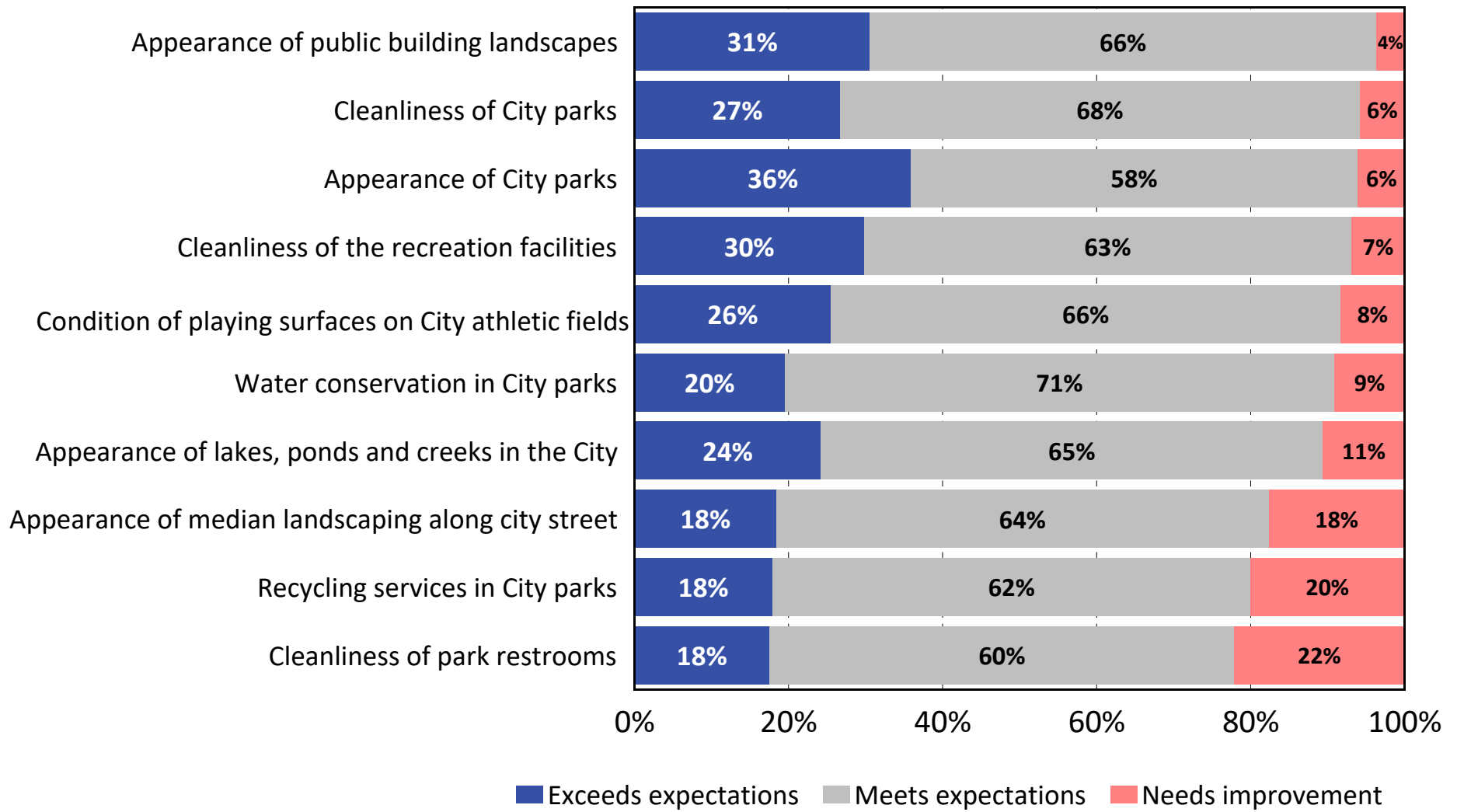
Q11. Which FIVE library outreach programming options do you feel are most important for the community?

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



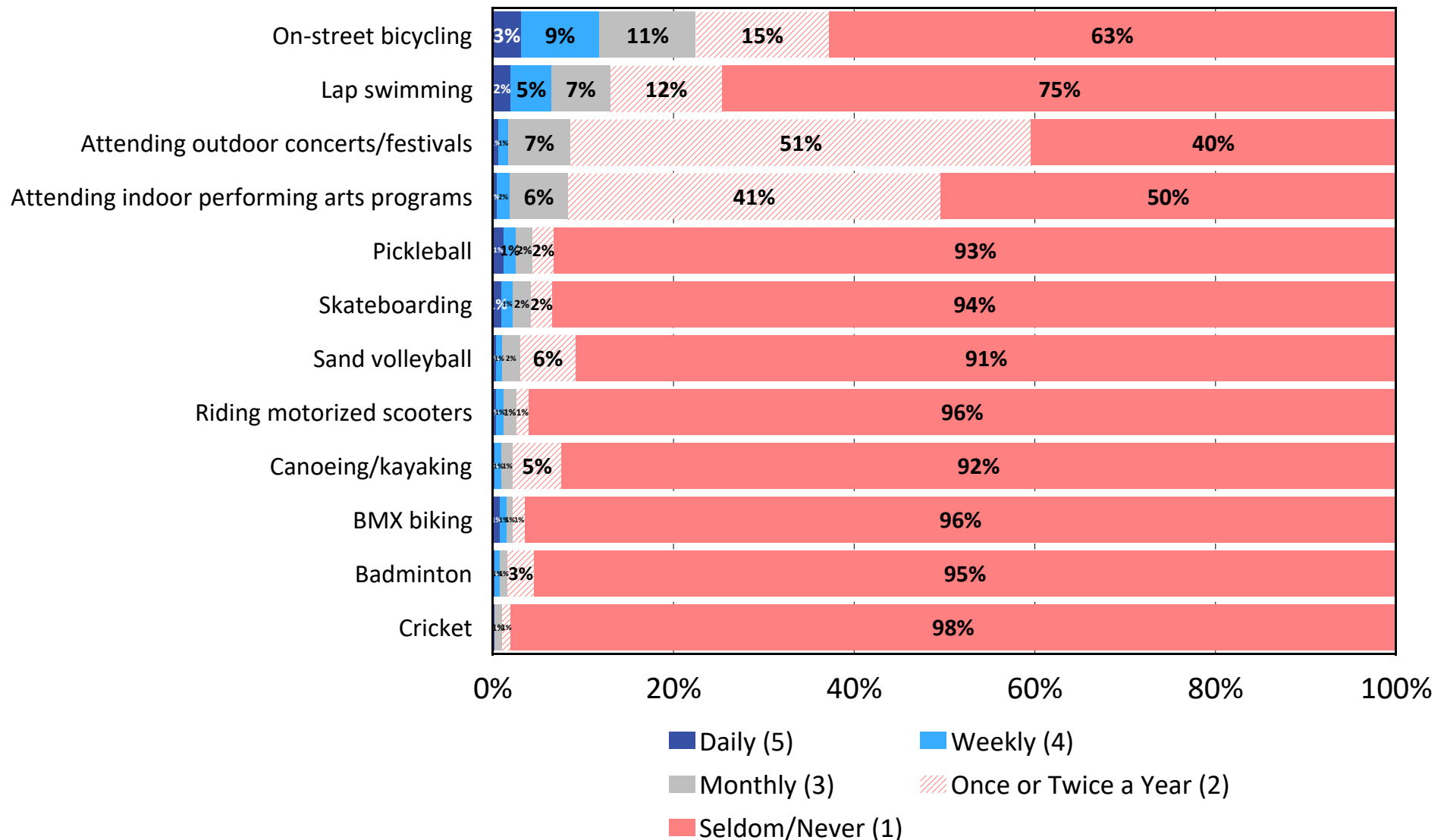
Q12. How Well the City Is Meeting Expectations in Various Areas

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



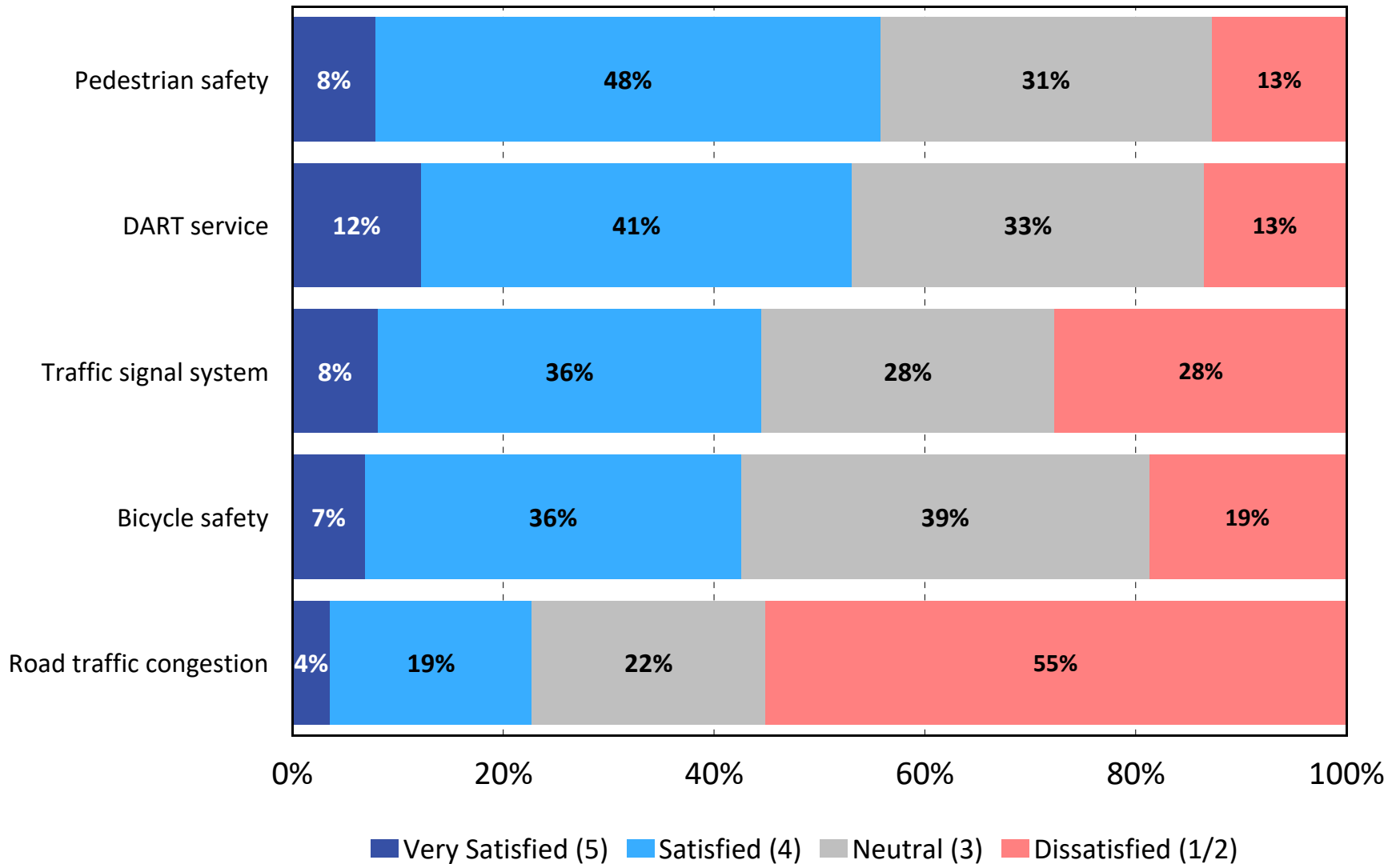
Q13. How Often Households Have Participated in City of Plano Recreational Activities in the Past 12 Months

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



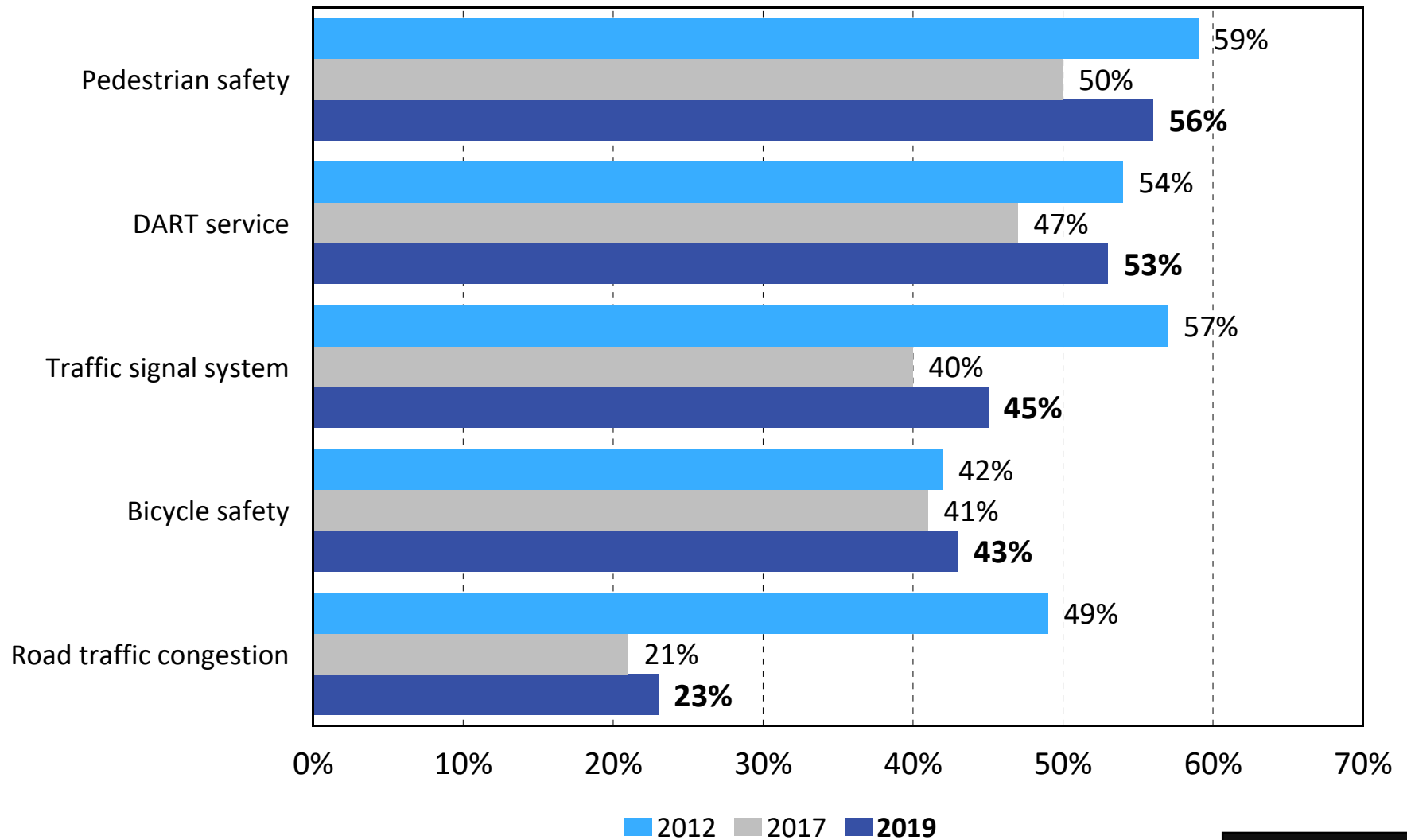
Q14. Satisfaction with Public Works/Engineering

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



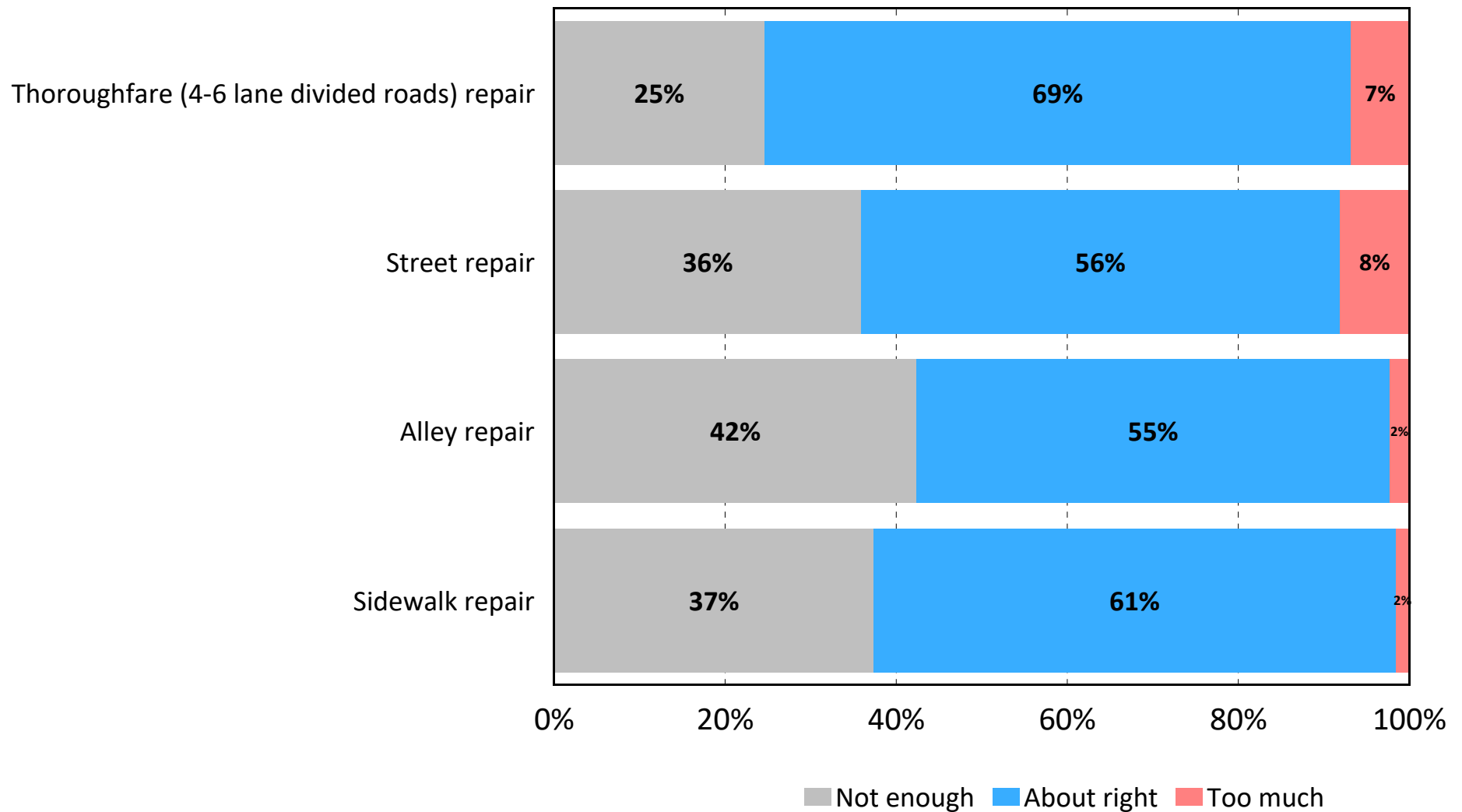
TRENDS: Satisfaction with Public Works/Engineering 2012 to 2019

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



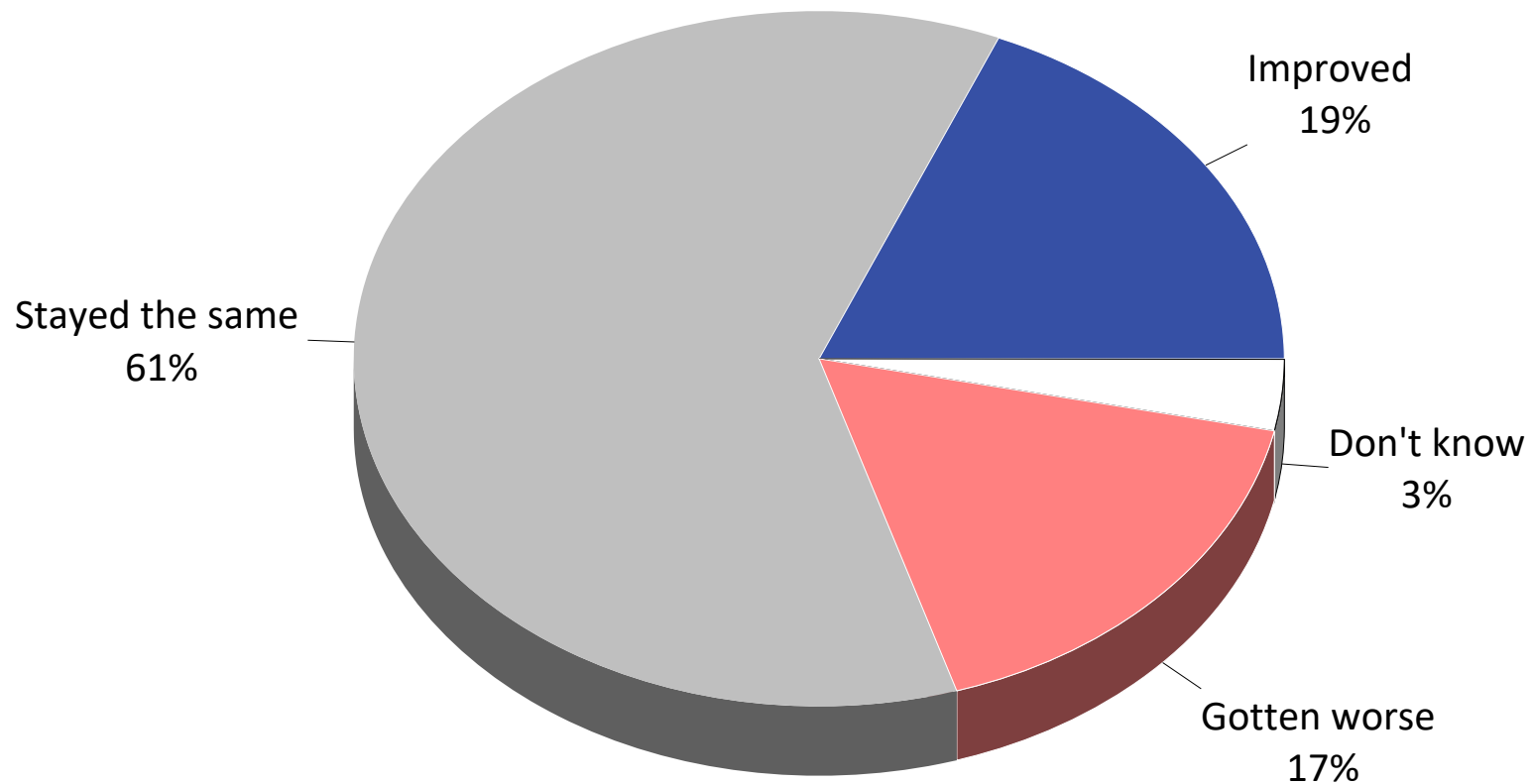
Q15. Perceptions of the Current Level of Service Being Provided by the City

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?

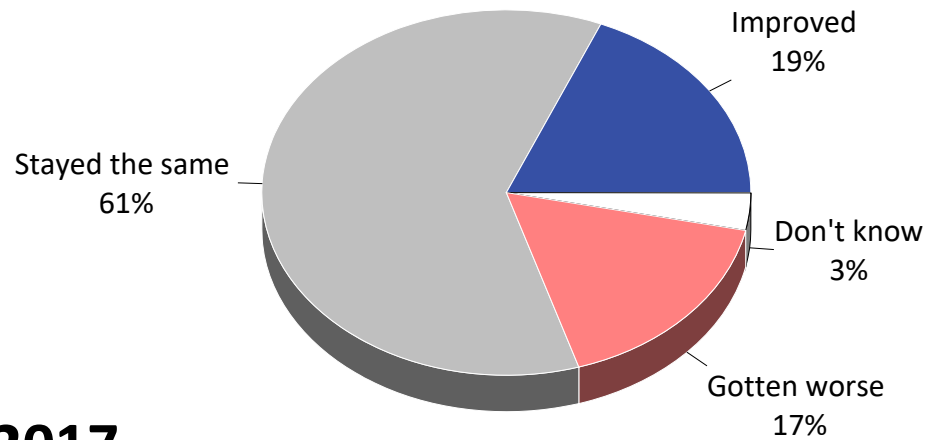
by percentage of respondents



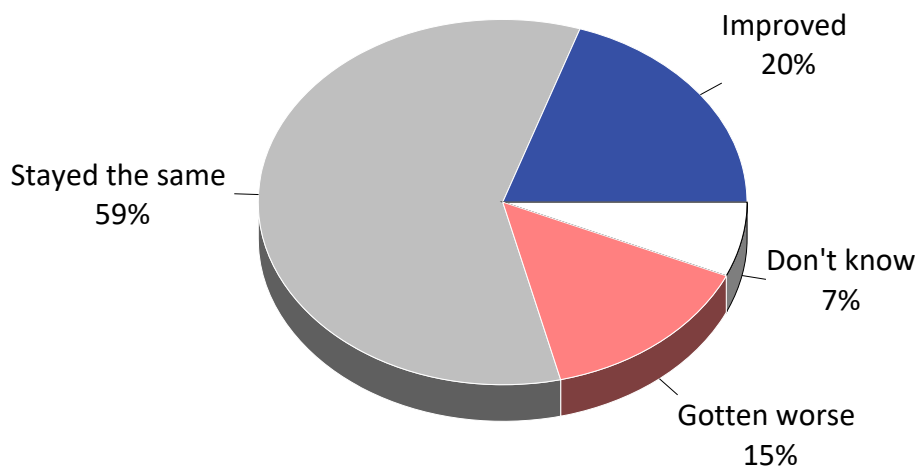
TRENDS: How do you feel the appearance of your neighborhood has changed over the past three years?

2012 to 2019
by percentage of respondents

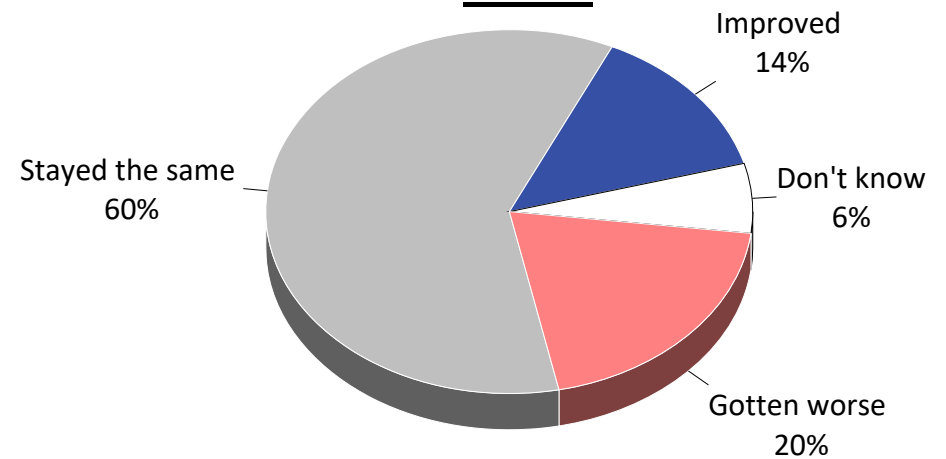
2019



2017

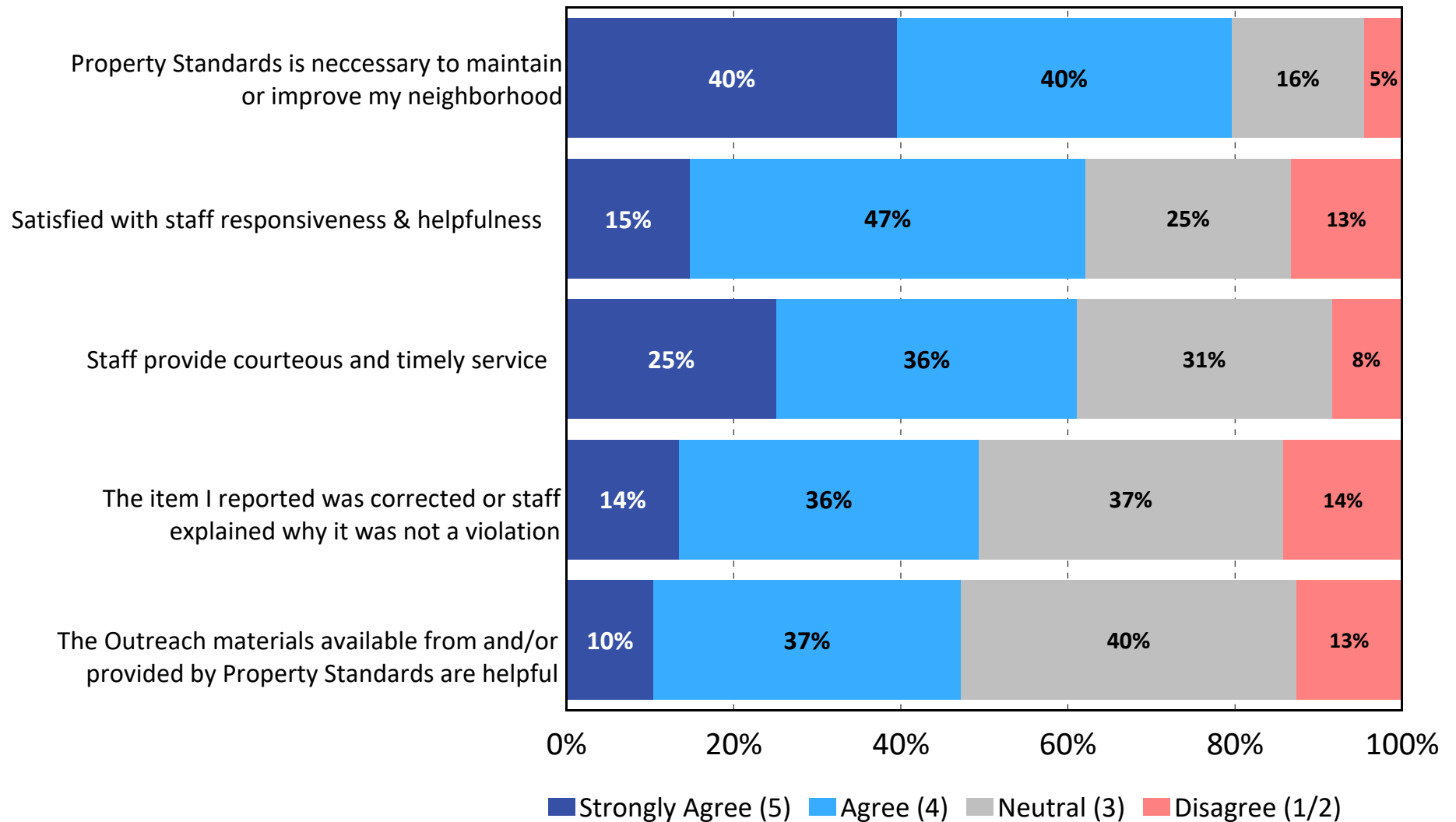


2012



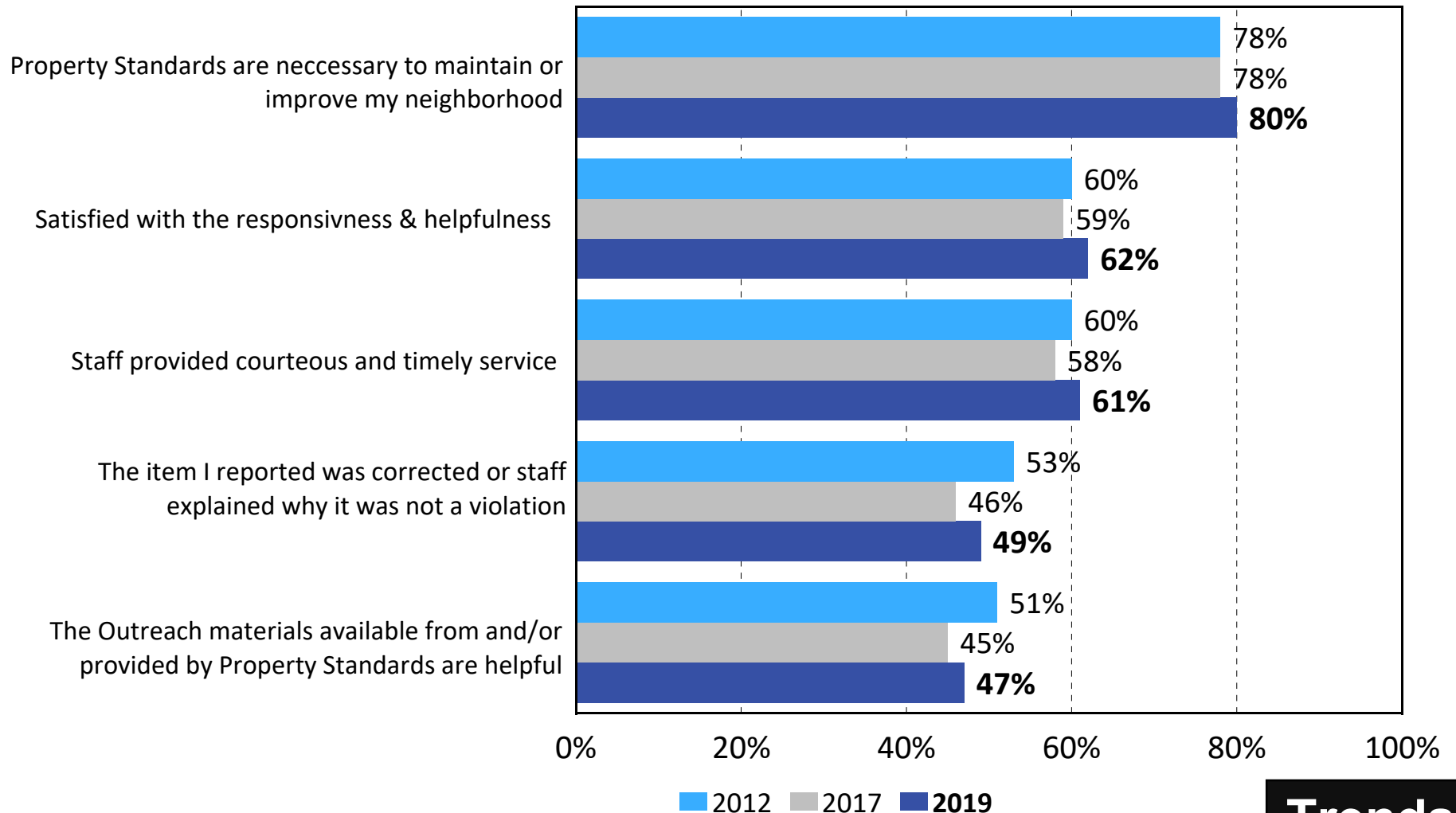
Q17. Agreement With Various Statements About Property Standards

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



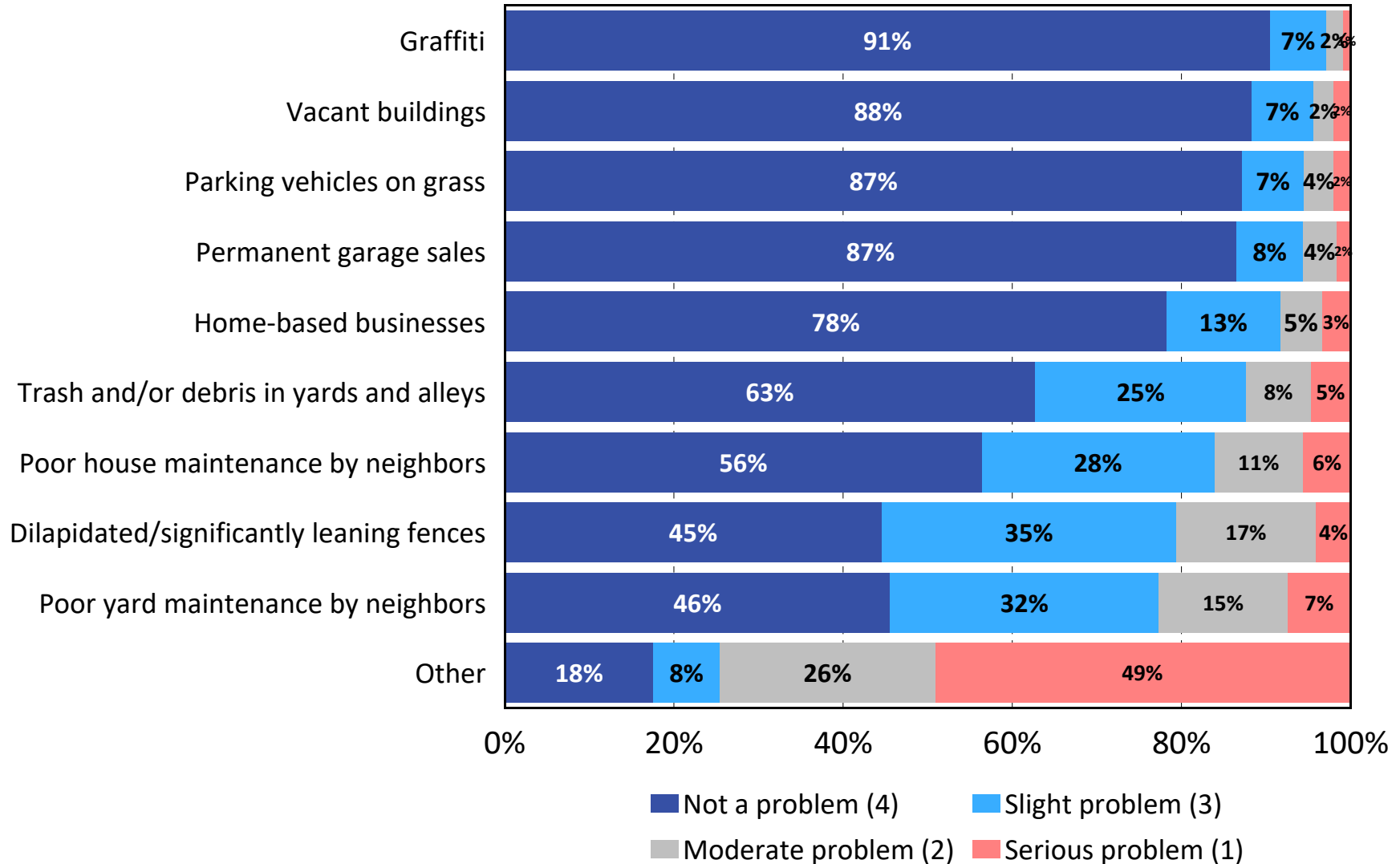
TRENDS: Agreement With Various Statements About Property Standards 2012 to 2019

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



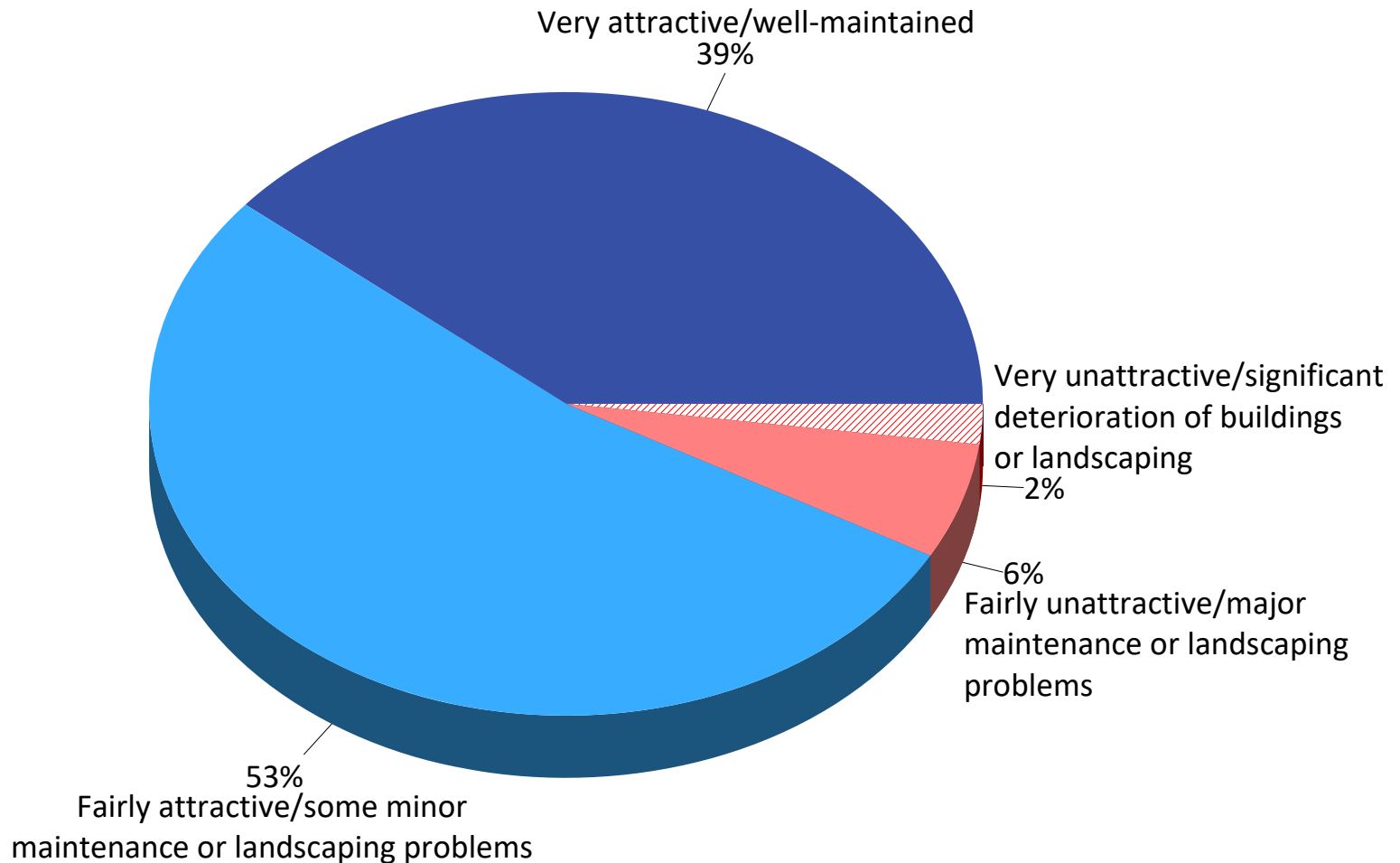
Q18. How Much of a Problem the Following Neighborhood Issues Are to Residents

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



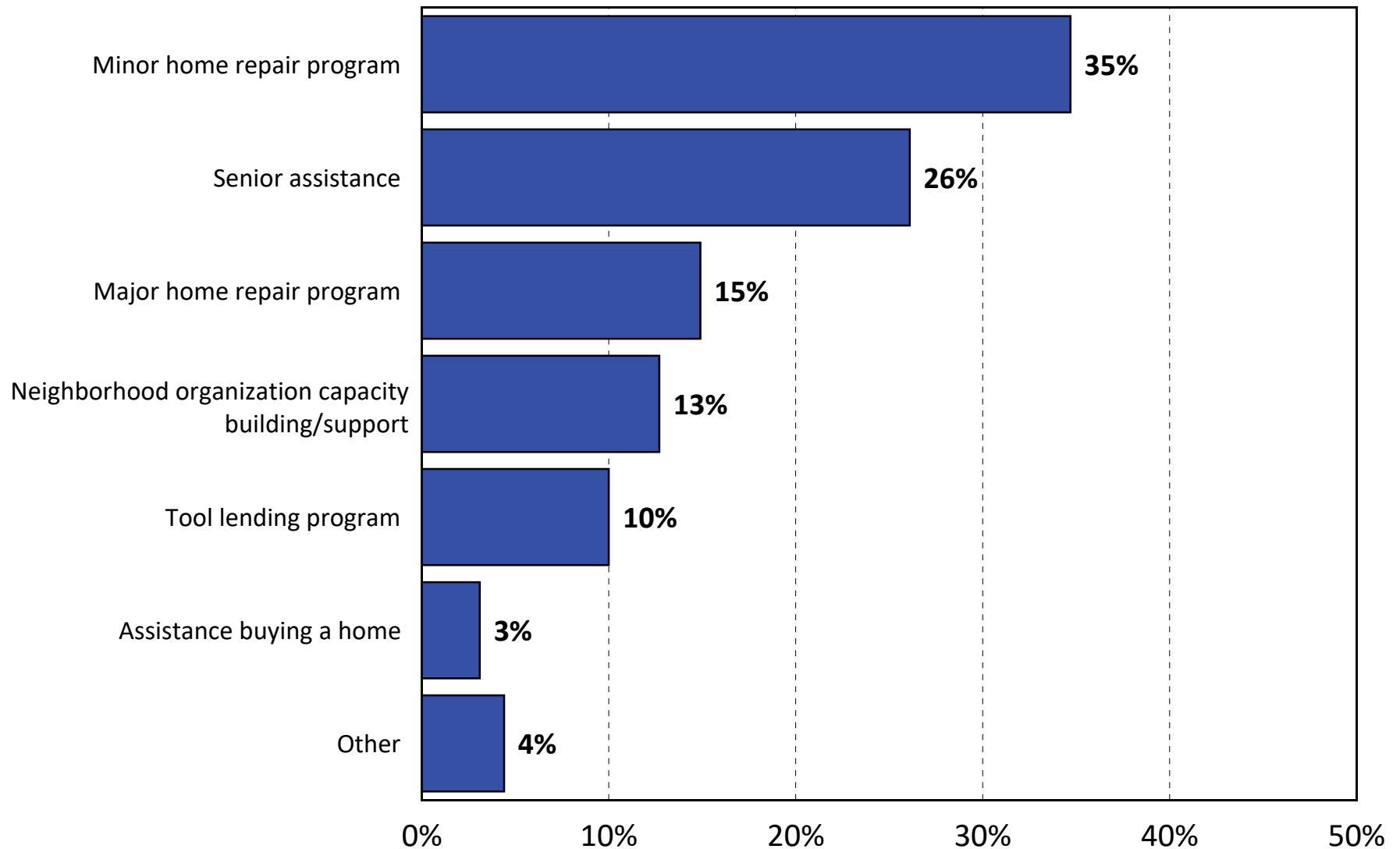
Q19. Overall, how would you rate the appearance of commercial or retail property near your neighborhood?

by percentage of respondents (excluding don't knows)



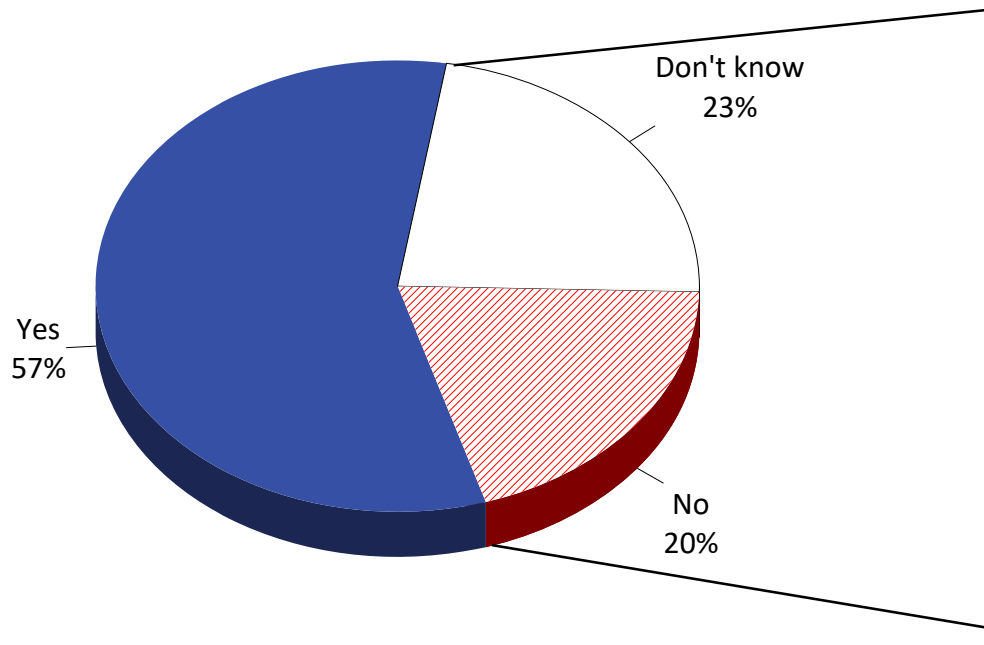
Q20. Which of the following programs are **MOST NEEDED** in your neighborhood?

by percentage of respondents (multiple choices could be made)

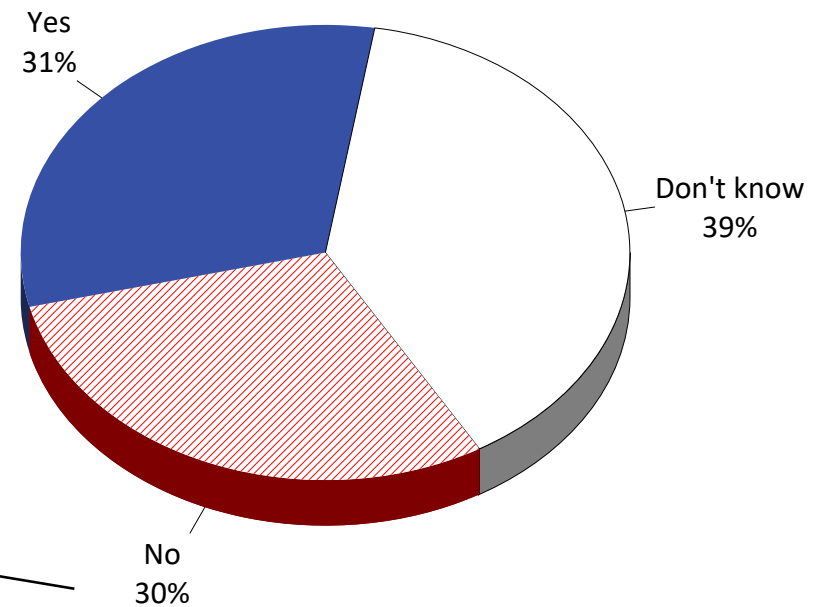


Q21. Is there a Neighborhood Association (voluntary/social/mandatory) or Crime Watch group in your neighborhood?

by percentage of respondents

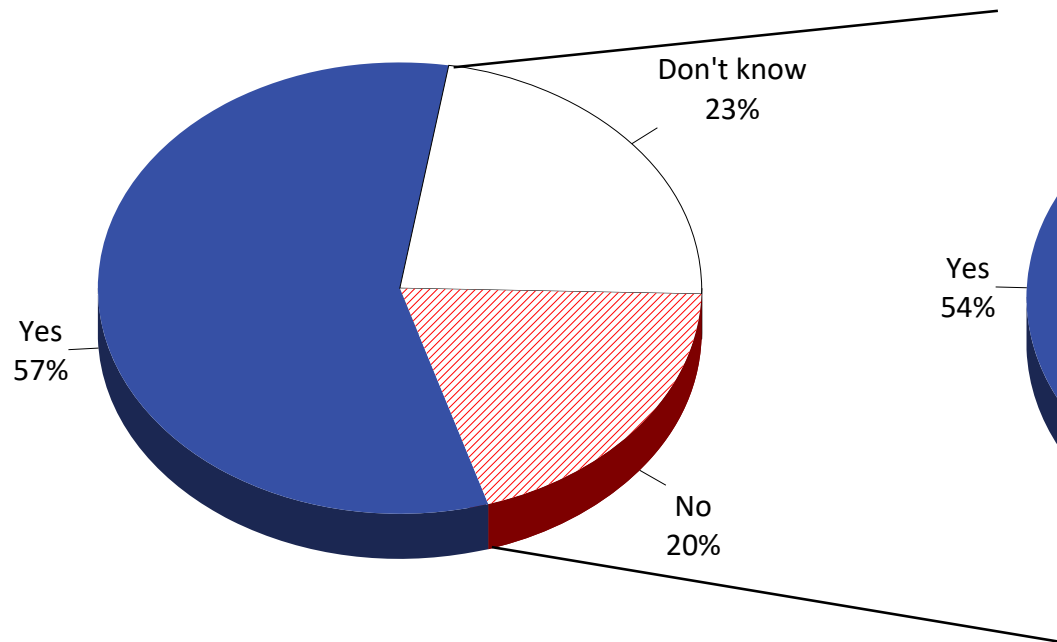


Q21a. Would you be interested in having a Neighborhood Association (voluntary/social)?

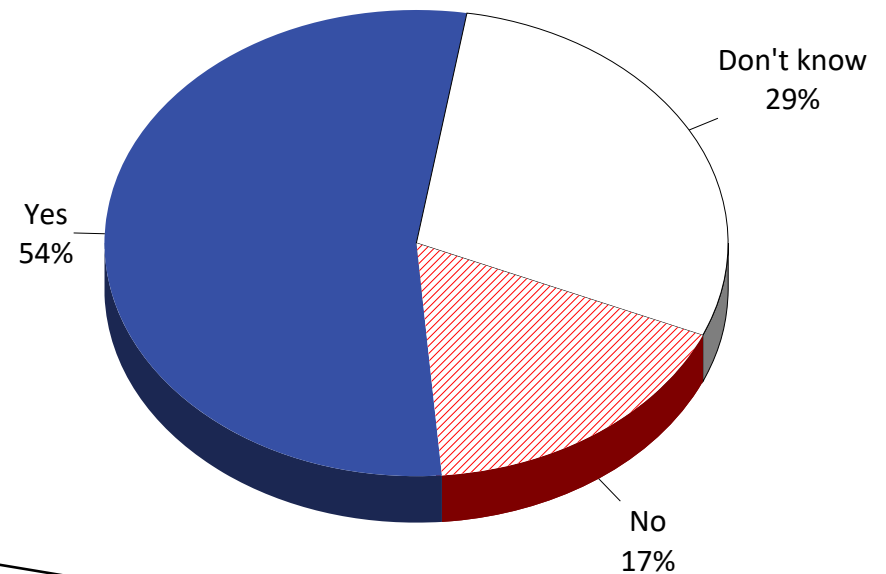


Q21. Is there a Neighborhood Association (voluntary/social/mandatory) or Crime Watch group in your neighborhood?

by percentage of respondents

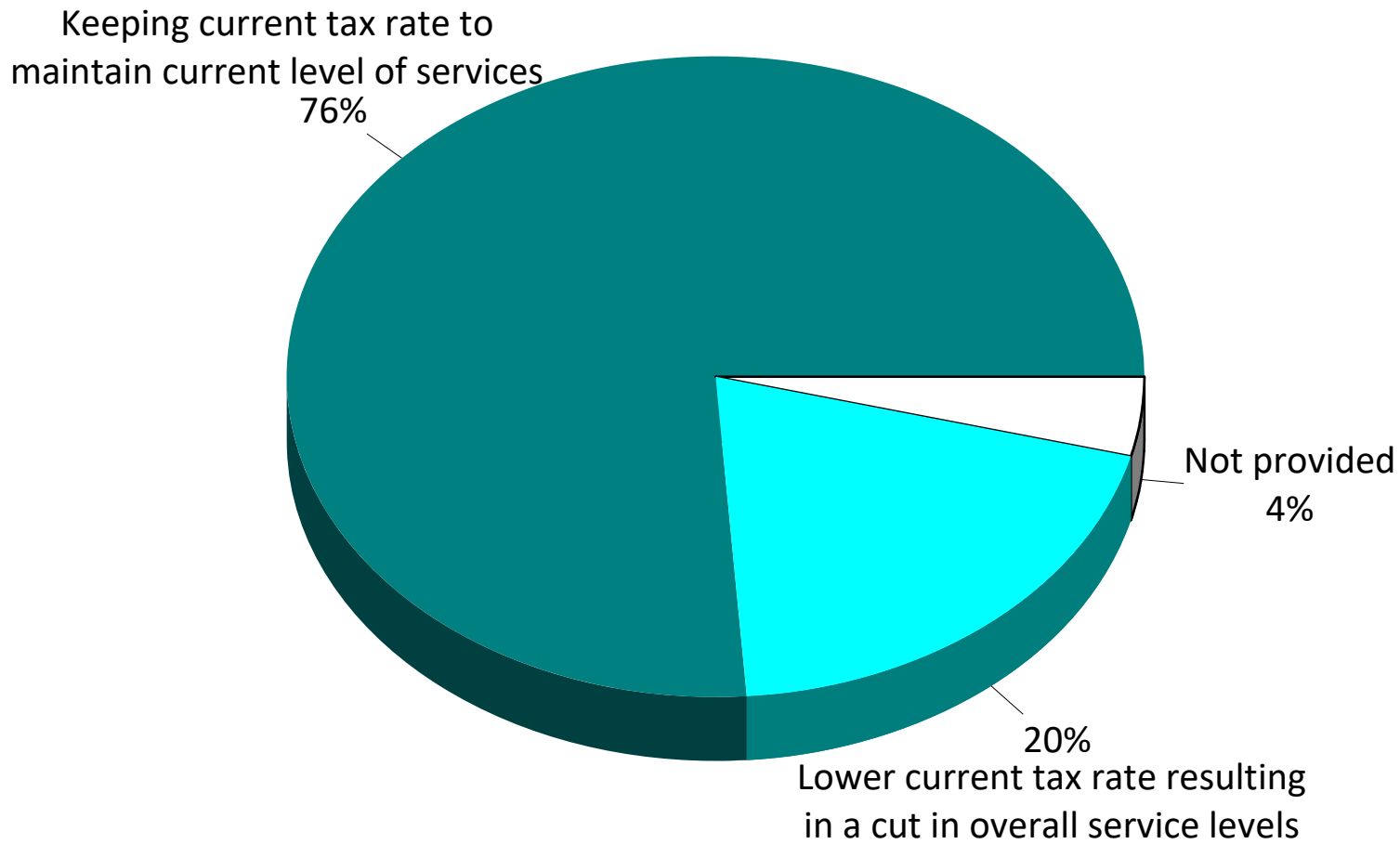


Q21b. Would you be interested in having a Crime Watch group?



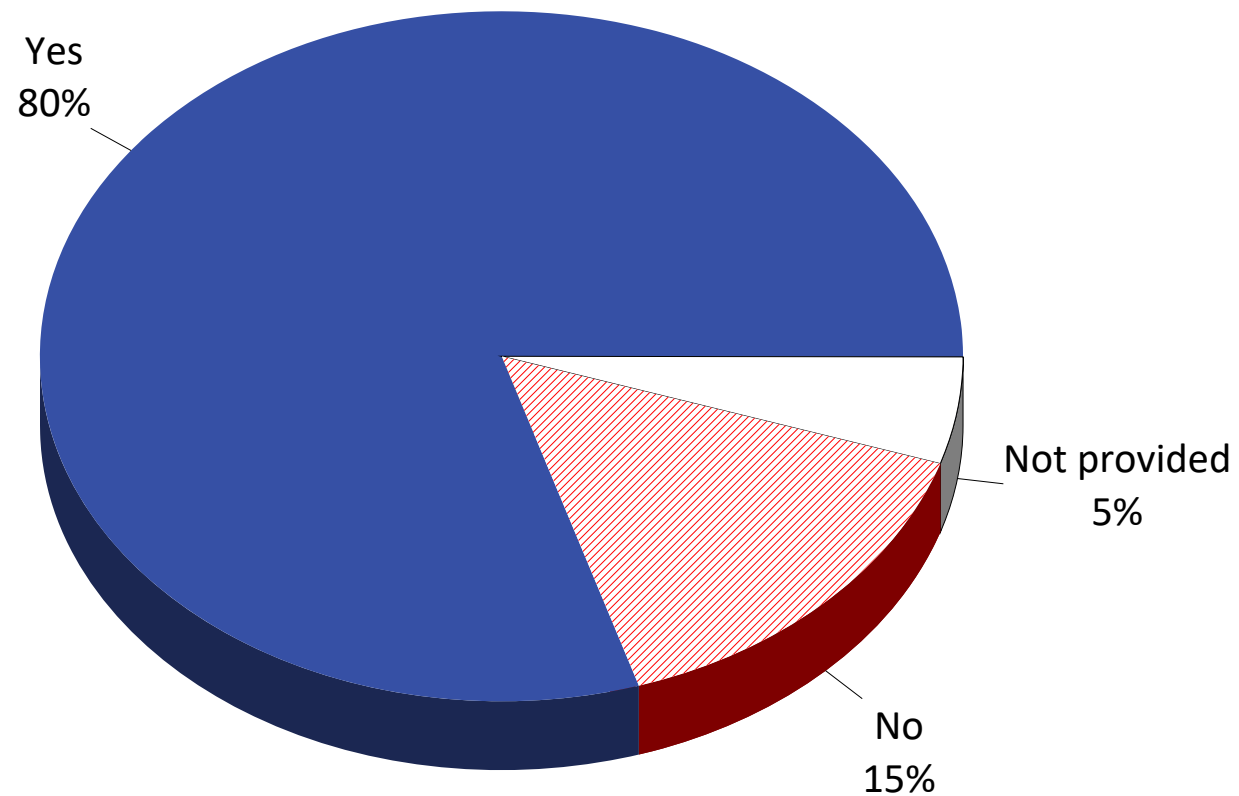
Q22. If you had to choose between keeping the current tax rate to maintain your current quality of life and the level of service provided by the City, or lowering the current tax rate and cutting services, which would you choose?

by percentage of respondents



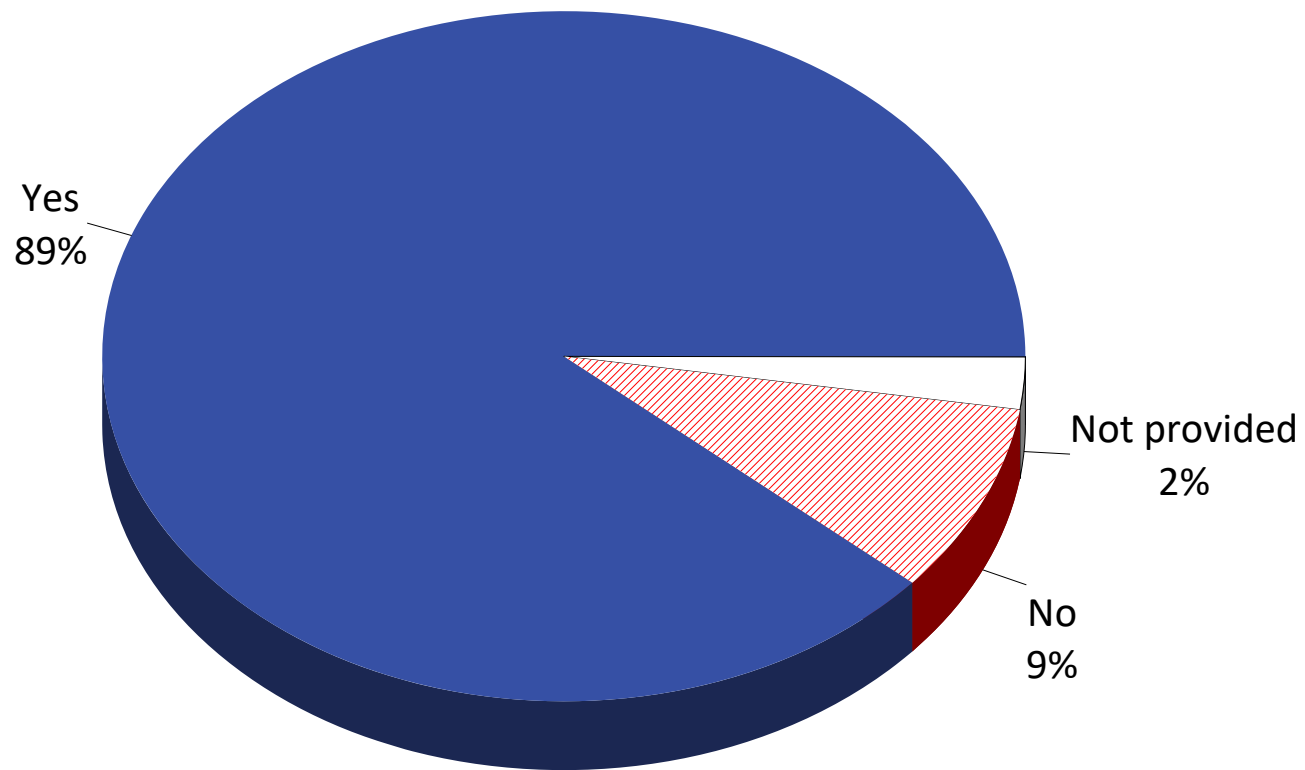
Q23. Are you aware that the City of Plano offers several exemptions and tax freezes in order to assist homeowners in lowering their property tax bills?

by percentage of respondents



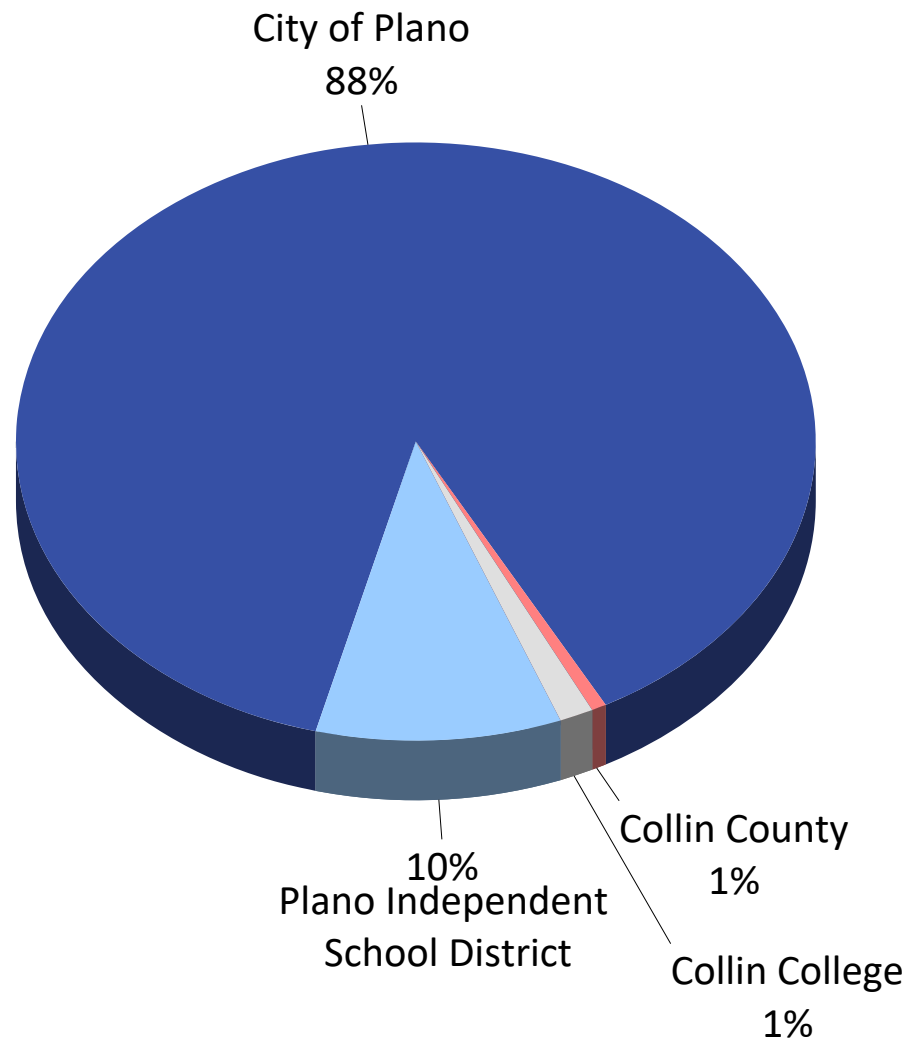
Q24. Are you aware that when you receive your property tax bill from the County you are actually paying taxes to four separate entities?

by percentage of respondents



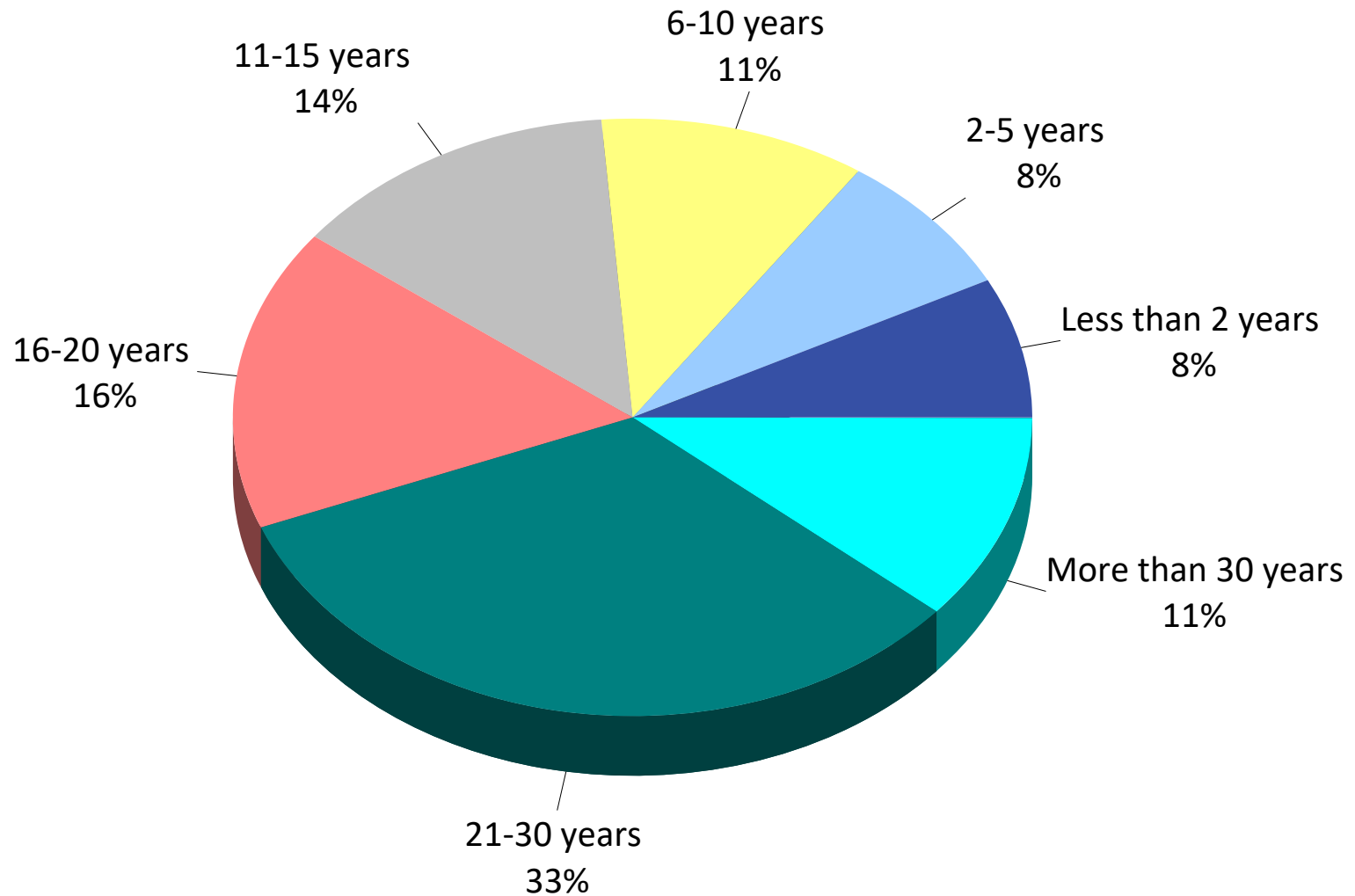
Q24a. From which of the following entities do you receive the majority of your services?

by percentage of respondents (excluding not provided)



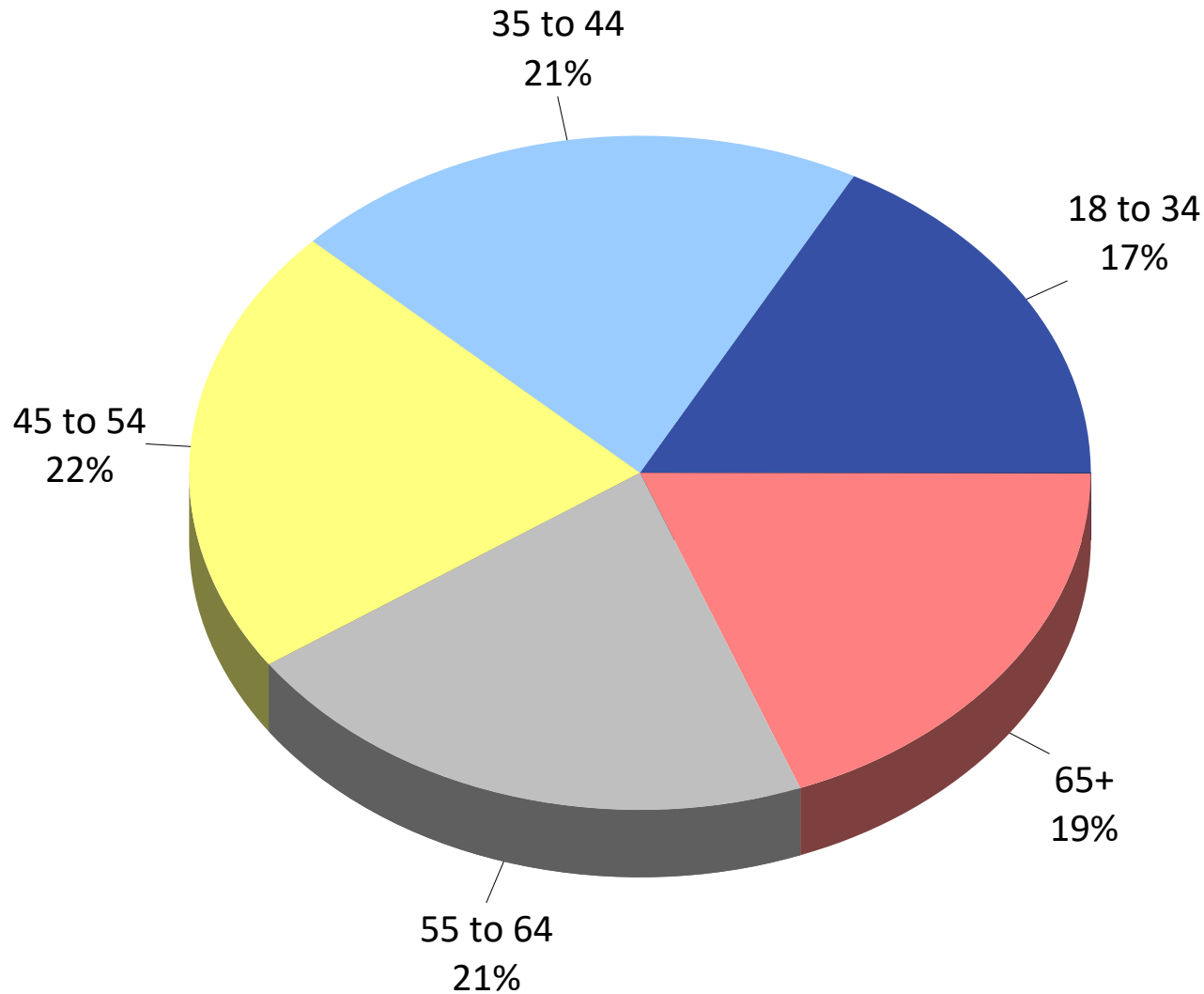
Q25. Approximately how many years have you lived in Plano?

by percentage of respondents (excluding not provided)



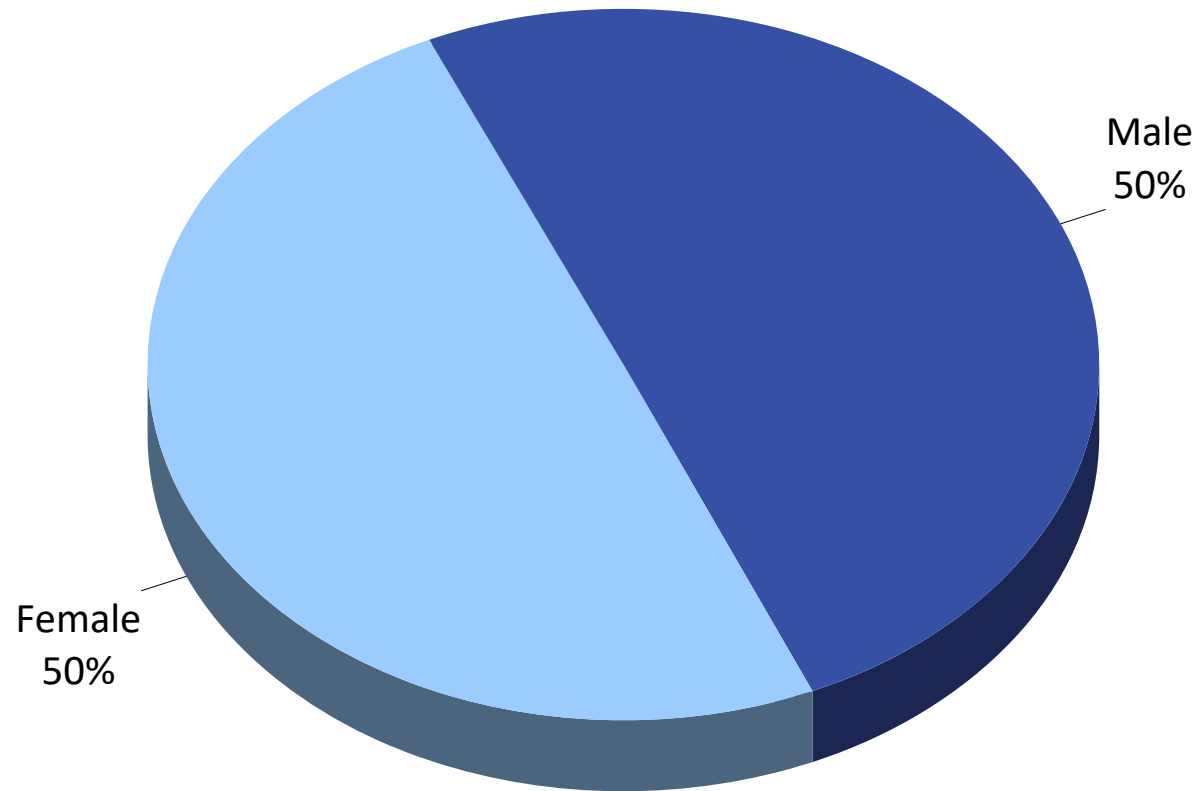
Q26. What is your age?

by percentage of respondents (excluding not provided)



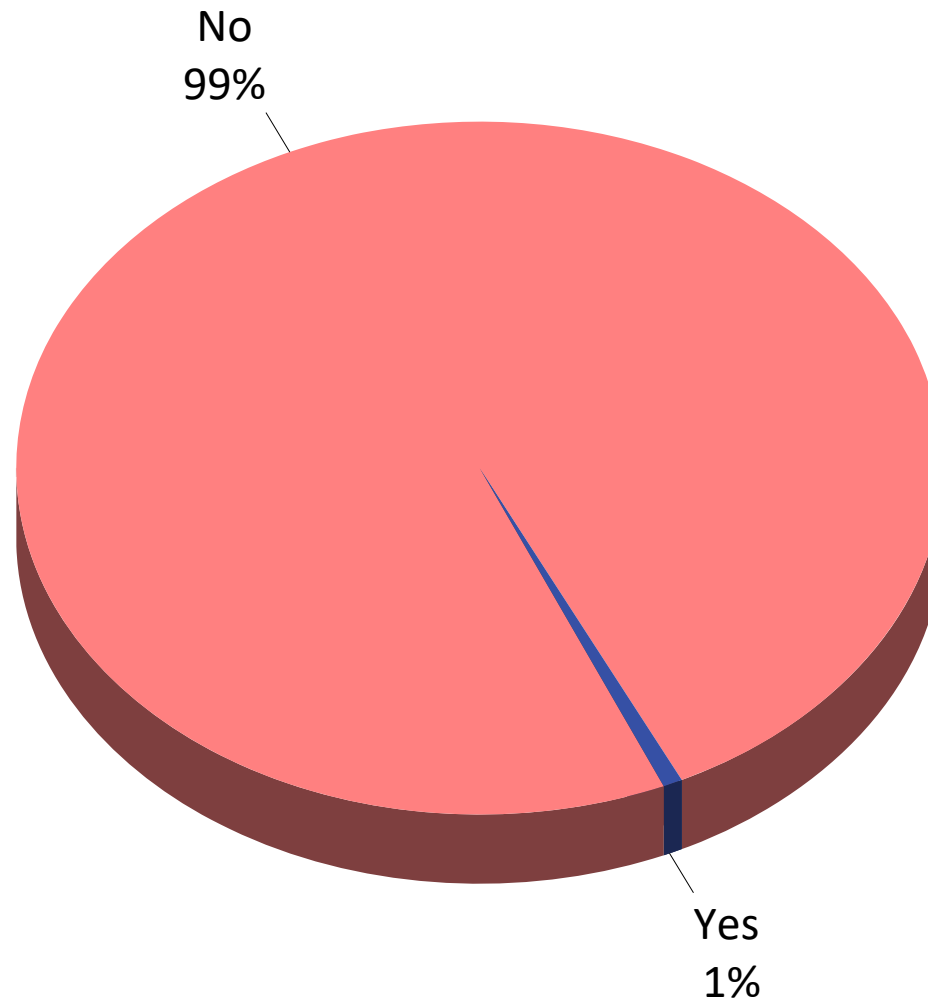
Q27. What is your gender?

by percentage of respondents (excluding not provided)



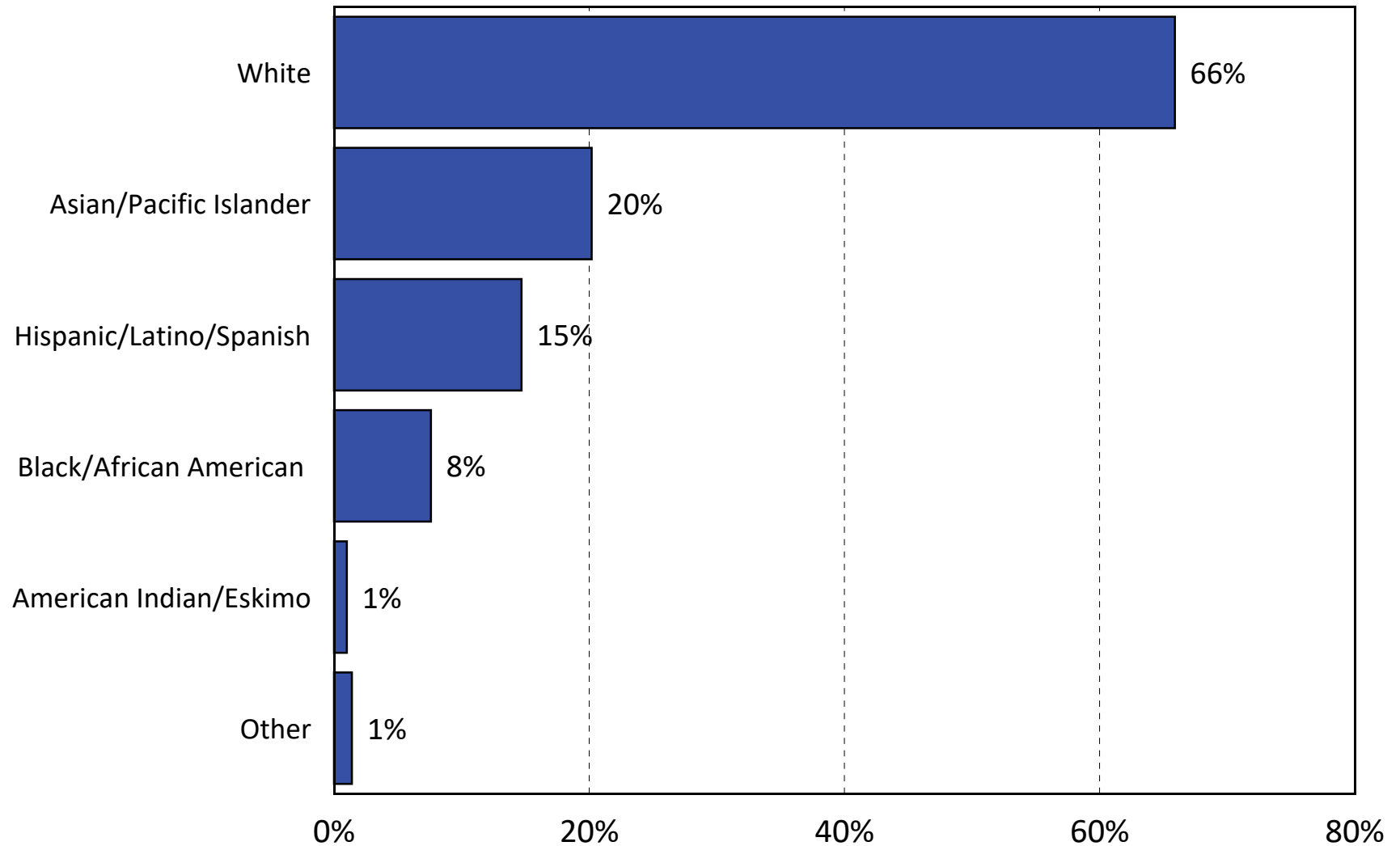
Q28. Are you employed in the City of Plano?

by percentage of respondents (excluding not provided)



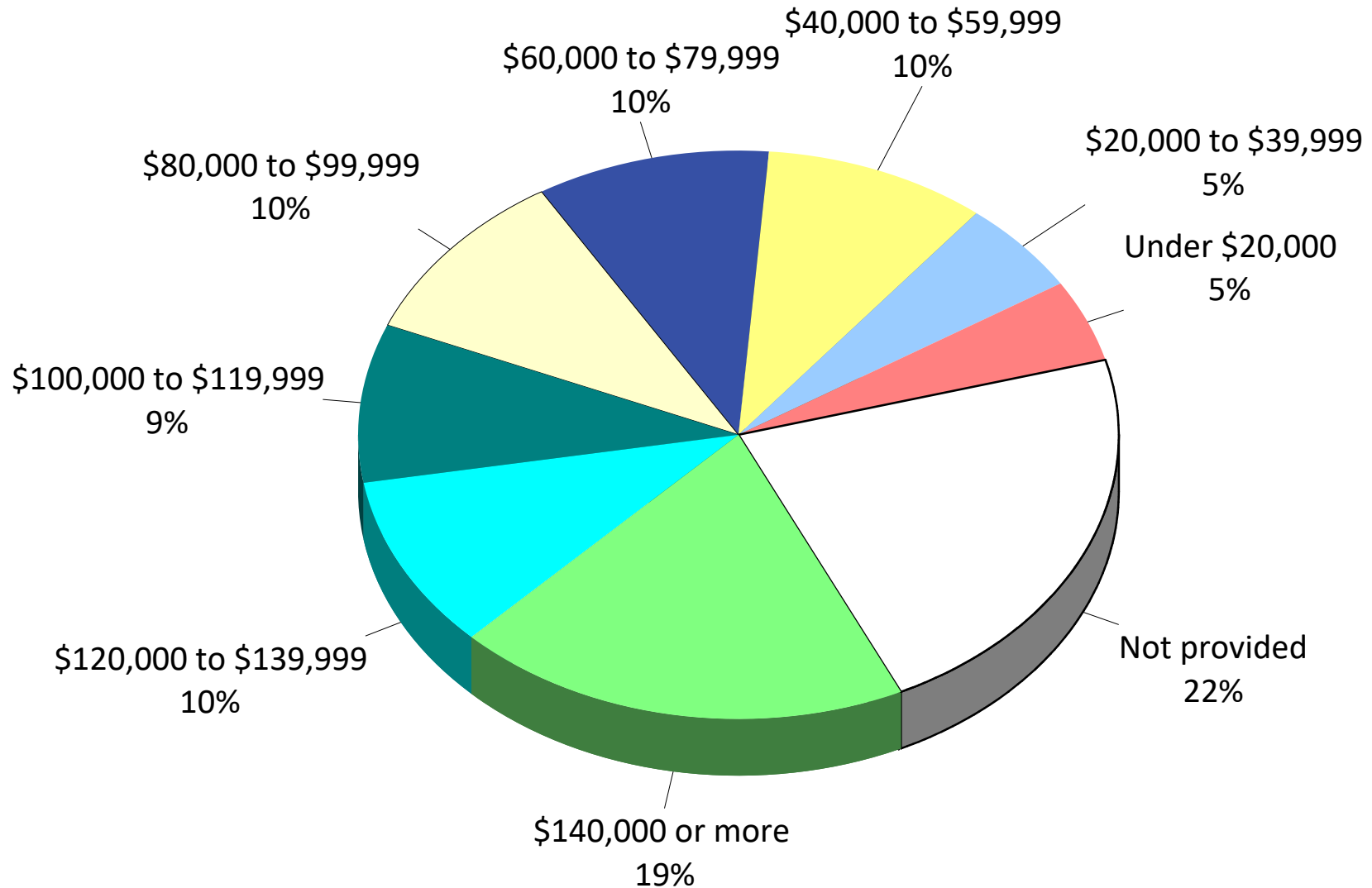
Q29. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be made)



Q30. Would you say your total annual household income is:

by percentage of respondents



Section 2: **Benchmarking Analysis**

DirectionFinder® Survey

Year 2019 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 230 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 summer of 2019 to a random sample of more than 4,000 residents in the continental United States, (2) a regional survey administered to a random sample of 335 residents living in the state of Texas during the summer of 2019, and (3) survey results from 45 large communities (population of over 100,000) where the *DirectionFinder*® survey was administered between January 2017 and December 2019.

The 45 communities included in the performance ranges that are shown in this report are listed below:

- Arlington County, Virginia
- Austin, Texas
- Cabarrus County, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Dallas, Texas
- Davenport, Iowa
- Des Moines, Iowa
- Durham, North Carolina
- Durham County, North Carolina
- El Paso, Texas
- Elgin, Illinois
- Fayetteville, North Carolina
- Fort Lauderdale, Florida
- Fort Worth, Texas
- Henderson, Nevada
- High Point, North Carolina
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Las Vegas, Nevada
- McAllen, Texas
- Mecklenburg County, North Carolina
- Mesquite, Texas
- Miami, Florida
- Nashville, Tennessee
- Oklahoma City, Oklahoma
- Olathe, Kansas
- Onslow County, North Carolina
- Overland Park, Kansas
- Plano, Texas
- Raleigh, North Carolina
- Richmond, Virginia
- San Antonio, Texas
- San Diego, California
- South Bend, Indiana
- Springfield, Missouri
- Sterling Heights, Michigan
- Tempe, Arizona
- Topeka, Kansas
- Tyler, Texas
- Vancouver, Washington
- Wilmington, North Carolina
- Winston-Salem, North Carolina
- Wyandotte County, Kansas

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:

- On 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 335 residents in the state of Texas, and the yellow bars show the results of a national survey that was conducted by ETC Institute to over 4,000 residents across the United States.
- On 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. The orange dot on each chart shows the rating for Plano. The vertical line shows the average rating for communities with more than 100,000 residents.

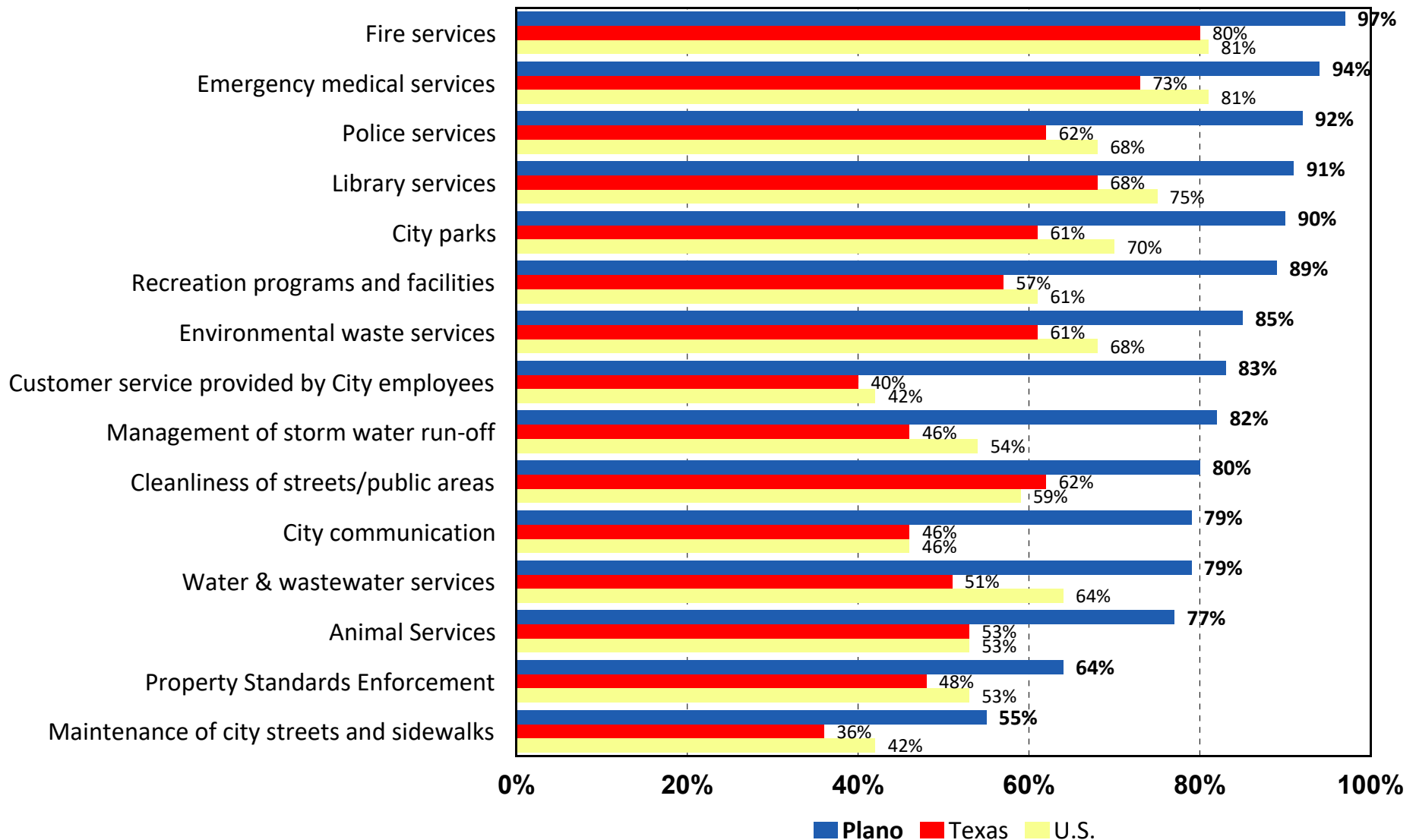
National Benchmarks

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.

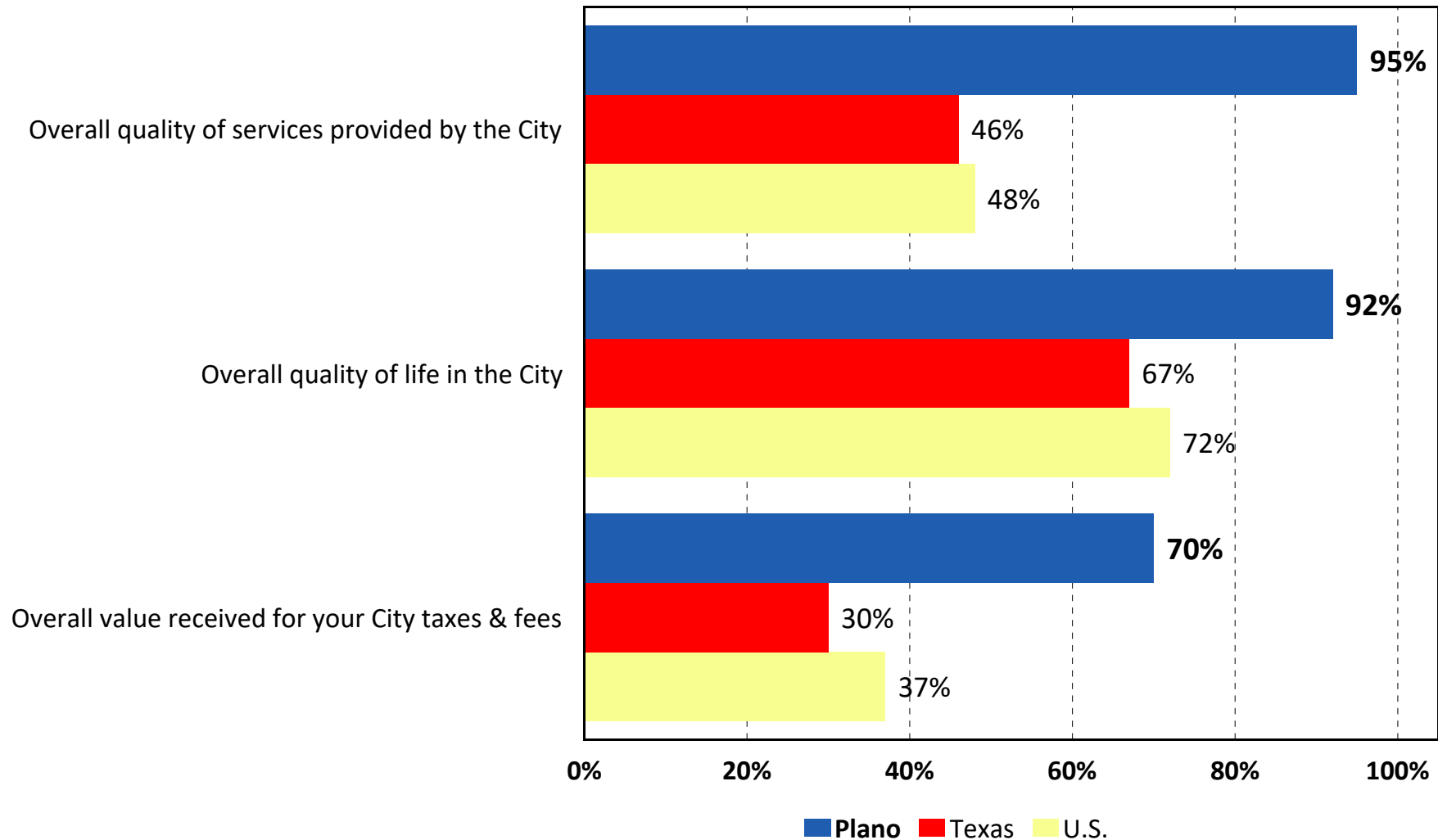
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Perceptions of the City

Plano vs. Texas vs. the U.S.

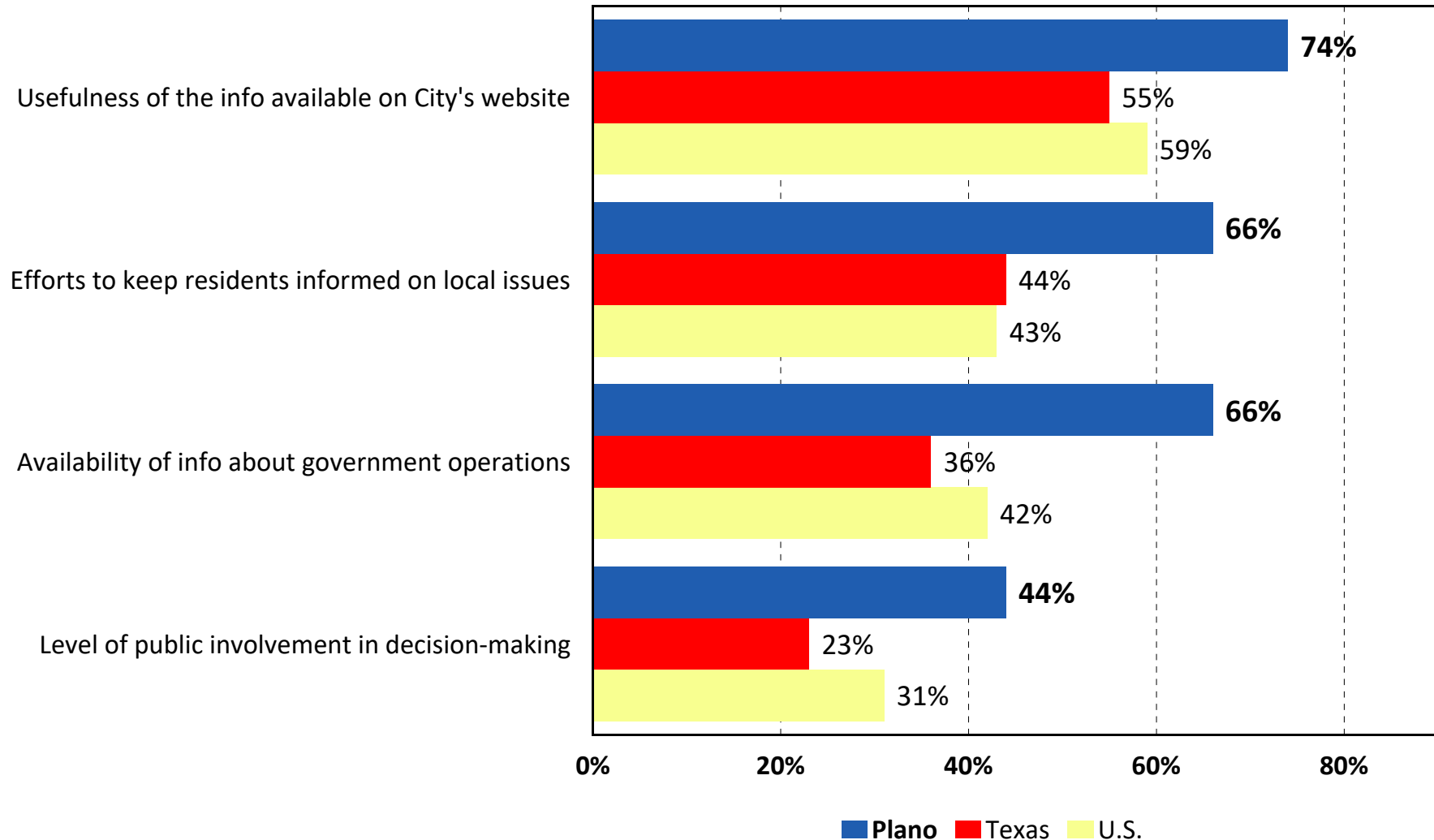
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Communication

Plano vs. Texas vs. the U.S.

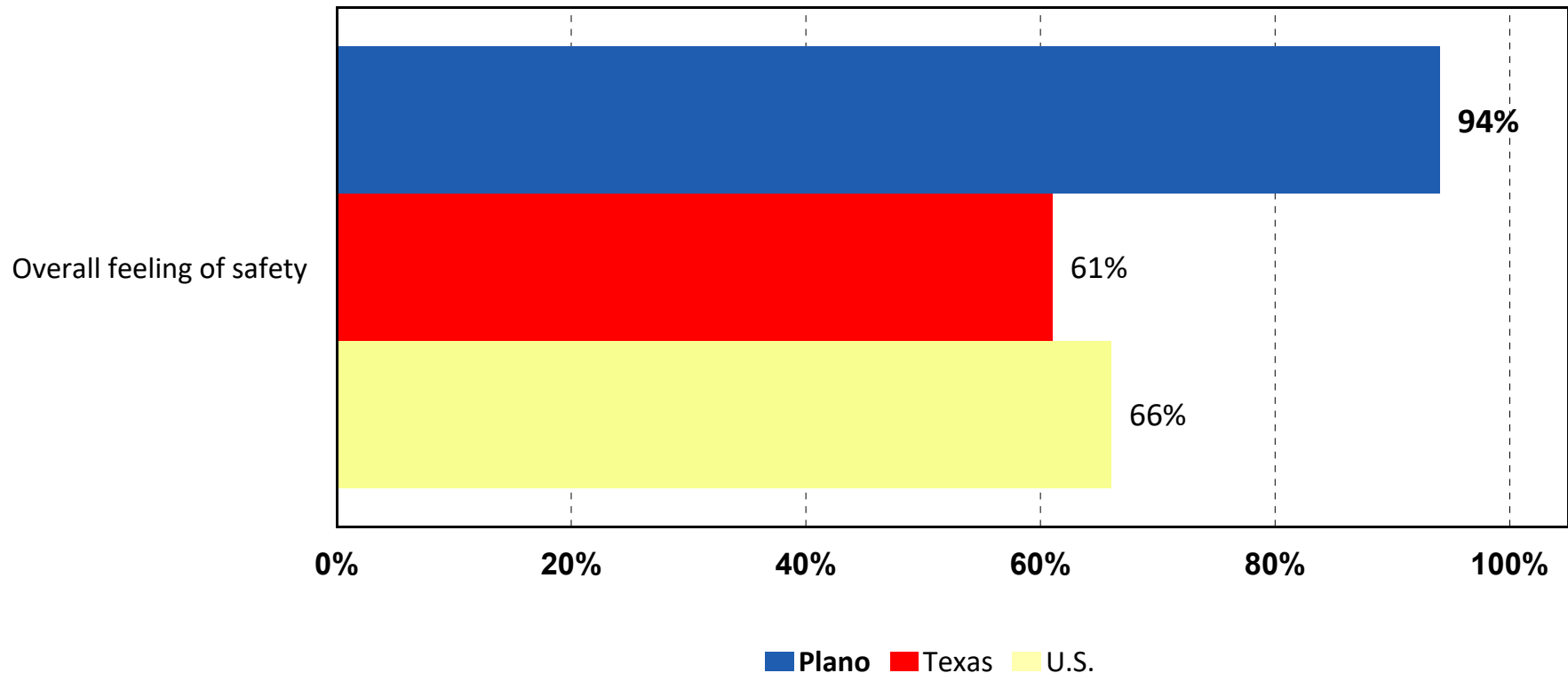
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



How Safe Residents Feel in Their Community

Plano vs. Texas vs. the U.S.

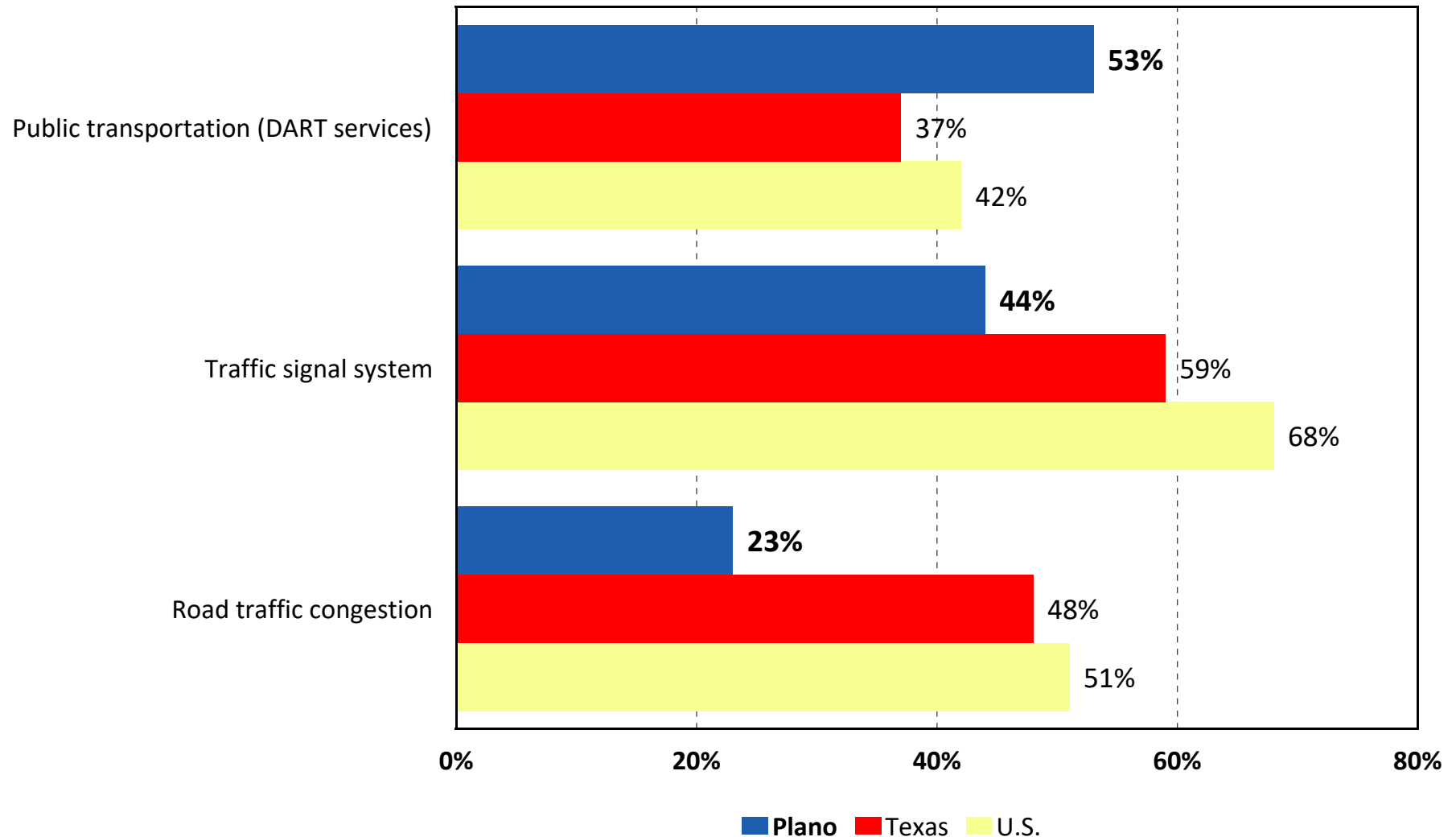
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



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)



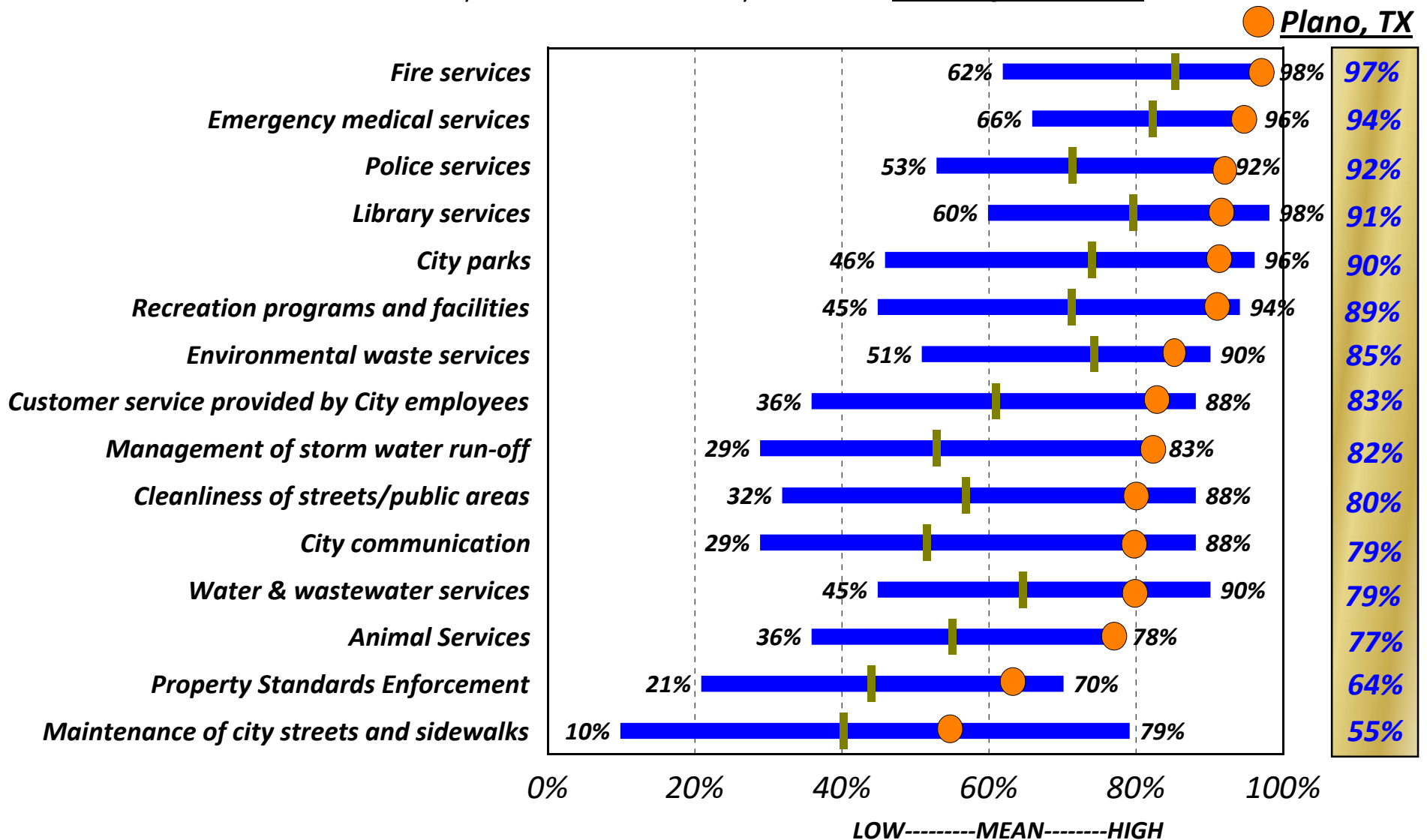
Large Community Benchmarks

(populations of 100,000 or more only)

Overall Satisfaction with Major City Service

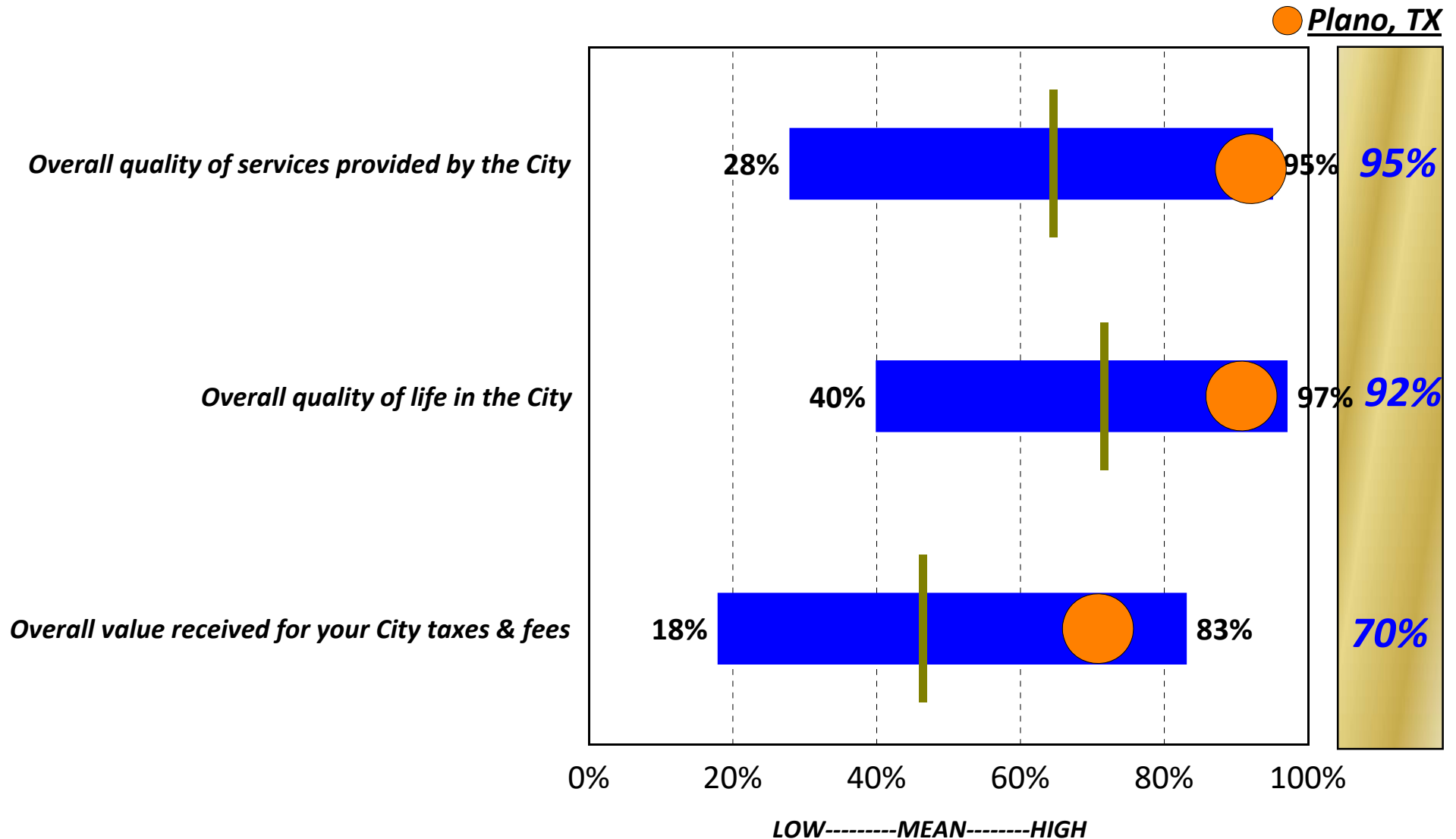
Large Communities

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)

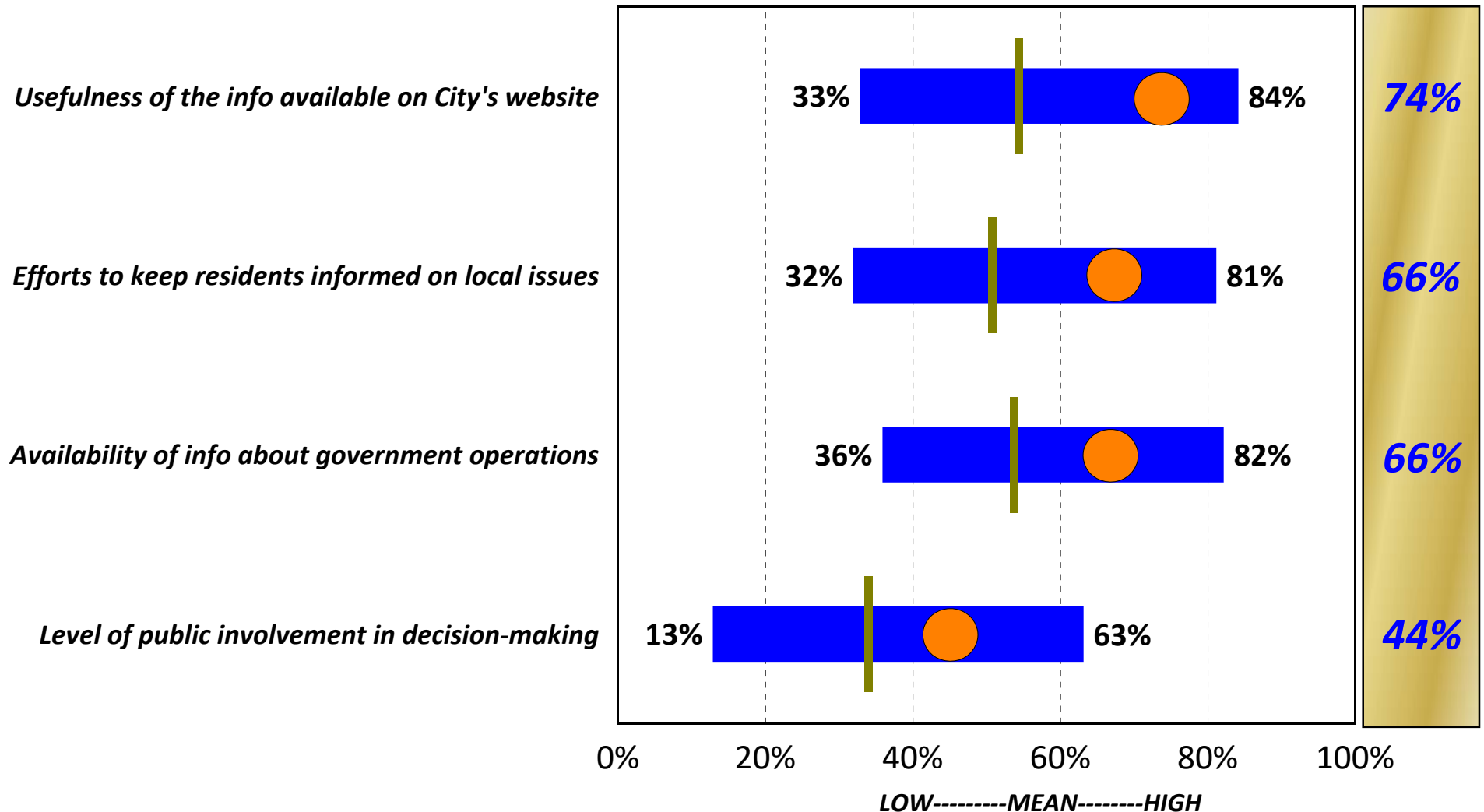


Satisfaction with Communication

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)

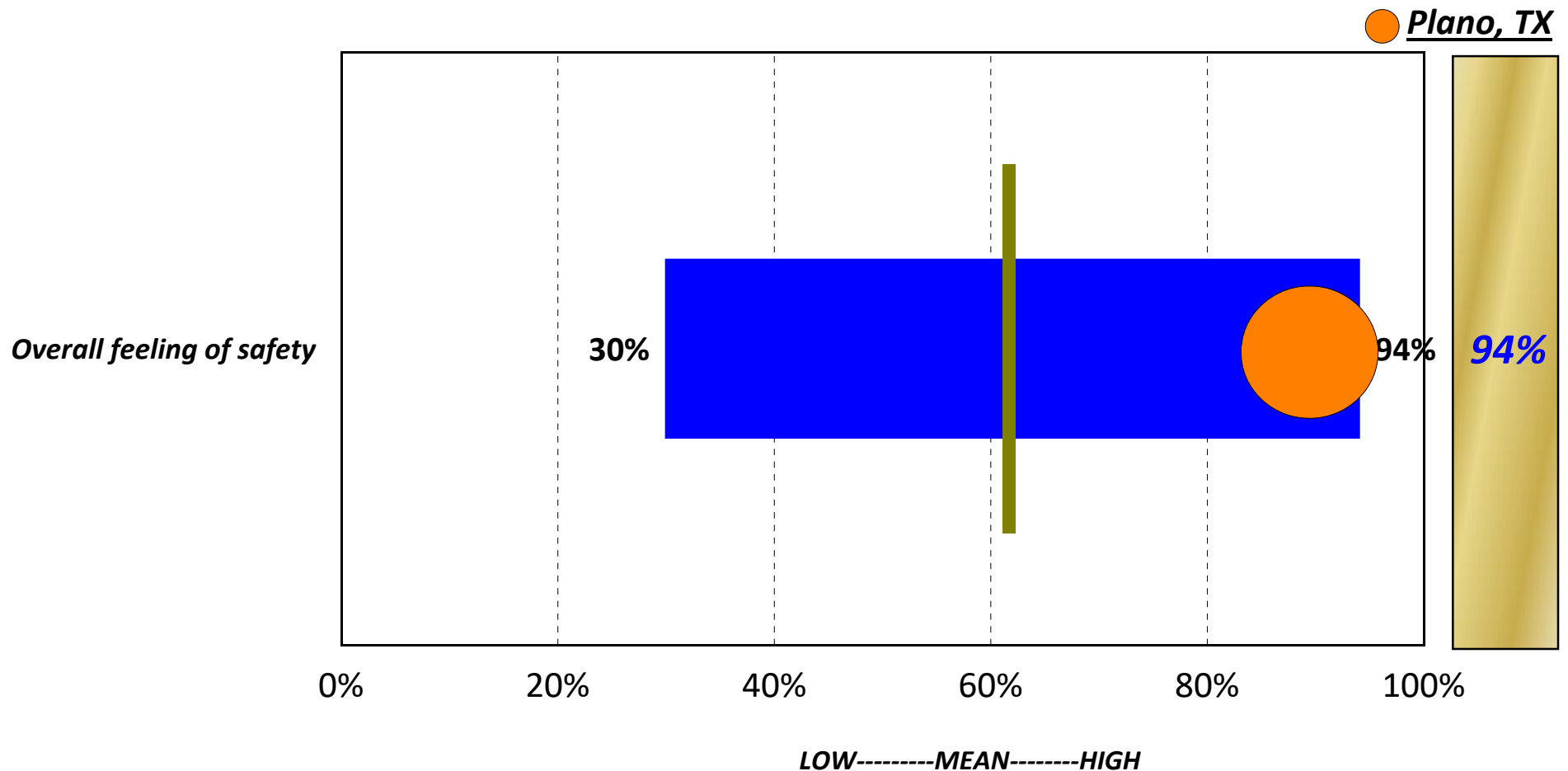
● **Plano, TX**



How Safe Residents Feel in Their Community

Large Communities

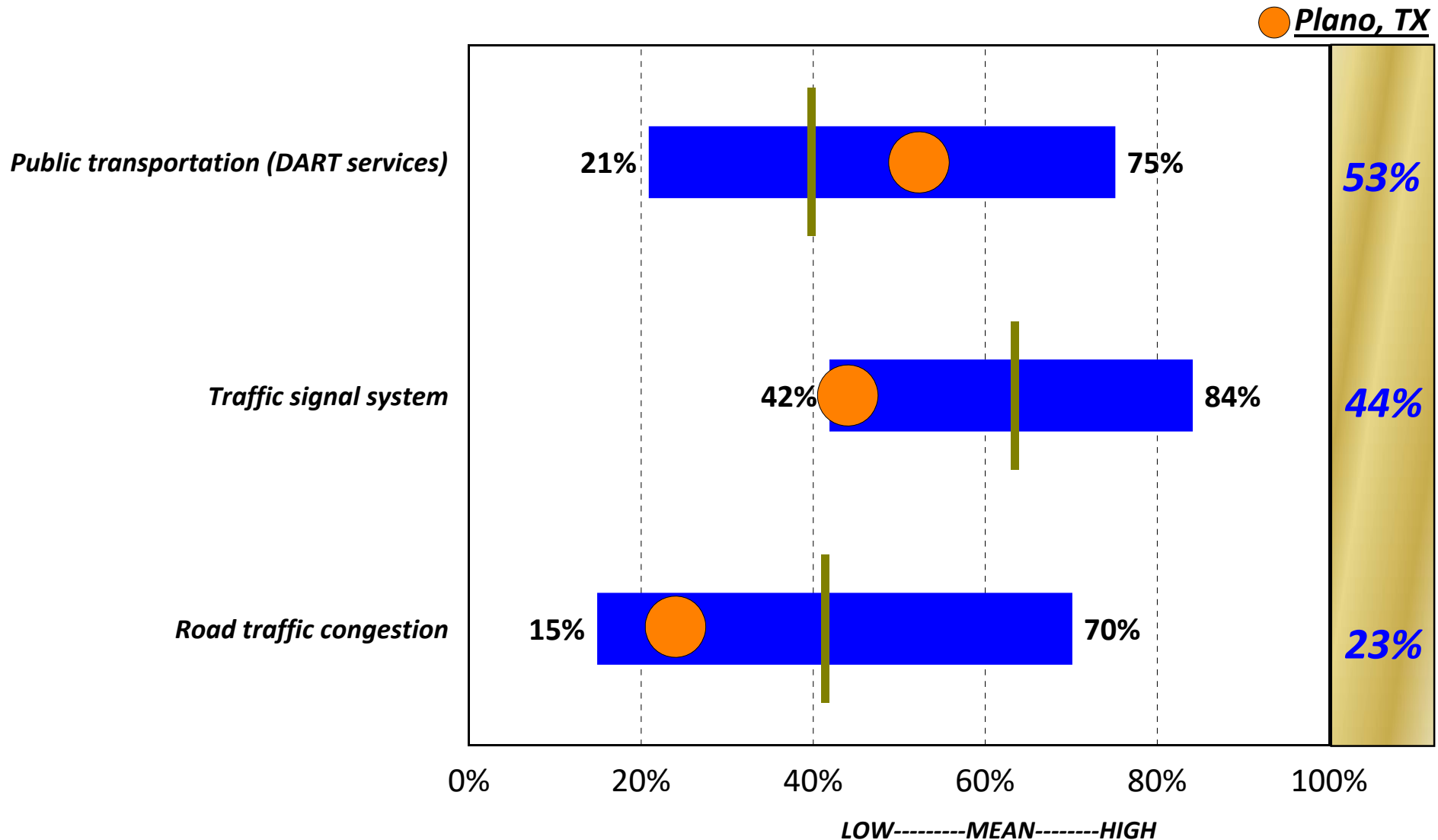
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



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)



Section 3:

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Plano, Texas

Overview

Today, city officials 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 (IS) 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 rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

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. This sum is then multiplied by 1 minus the percentage of respondents that 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 knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Approximately forty-five percent (45.3%) selected *maintenance of city streets and sidewalks* as one of the most important services for the City to provide.

With regard to satisfaction, 54.4% of the residents surveyed rated *maintenance of city streets and sidewalks* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses. The I-S rating for *maintenance of city streets and sidewalks* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 45.3% was multiplied by 45.6% (1-0.544). This calculation yielded an I-S rating of 0.2066, which was ranked first out of eighteen major service categories.

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 to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one 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 for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis (IS > 0.20)*
- *Increase Current Emphasis (0.10 - 0.20)*
- *Maintain Current Emphasis (IS < 0.10)*

The results for Plano are 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
<u>Very High Priority (IS >.20)</u>						
Maintenance of city streets and sidewalks	45%	4	54%	18	0.2066	1
<u>Medium Priority (IS <.10)</u>						
Police services	86%	1	92%	4	0.0683	2
Emergency medical services	57%	3	94%	2	0.0372	3
9-1-1 services related to police/fire/EMS	41%	5	93%	3	0.0302	4
Fire services	77%	2	96%	1	0.0293	5
Environmental waste services	18%	6	85%	8	0.0276	6
Cleanliness of streets/public areas	13%	7	81%	11	0.0244	7
Water & wastewater (or sanitary sewer) services	11%	8	79%	13	0.0234	8
Property Standards Enforcement	5%	10	64%	16	0.0186	9
Neighborhood and Housing support programs	3%	13	59%	17	0.0140	10
City parks	9%	9	90%	6	0.0085	11
Animal Services	3%	15	77%	14	0.0060	12
City communication	3%	14	80%	12	0.0055	13
Recreation programs and facilities	3%	12	89%	7	0.0038	14
Library services	4%	11	91%	5	0.0033	15
Management of storm water run-off	2%	16	82%	10	0.0028	16
Customer service provided by City employees	2%	17	83%	9	0.0025	17
Municipal Court Services	1%	18	72%	15	0.0014	18

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 most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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 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 the City's 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.

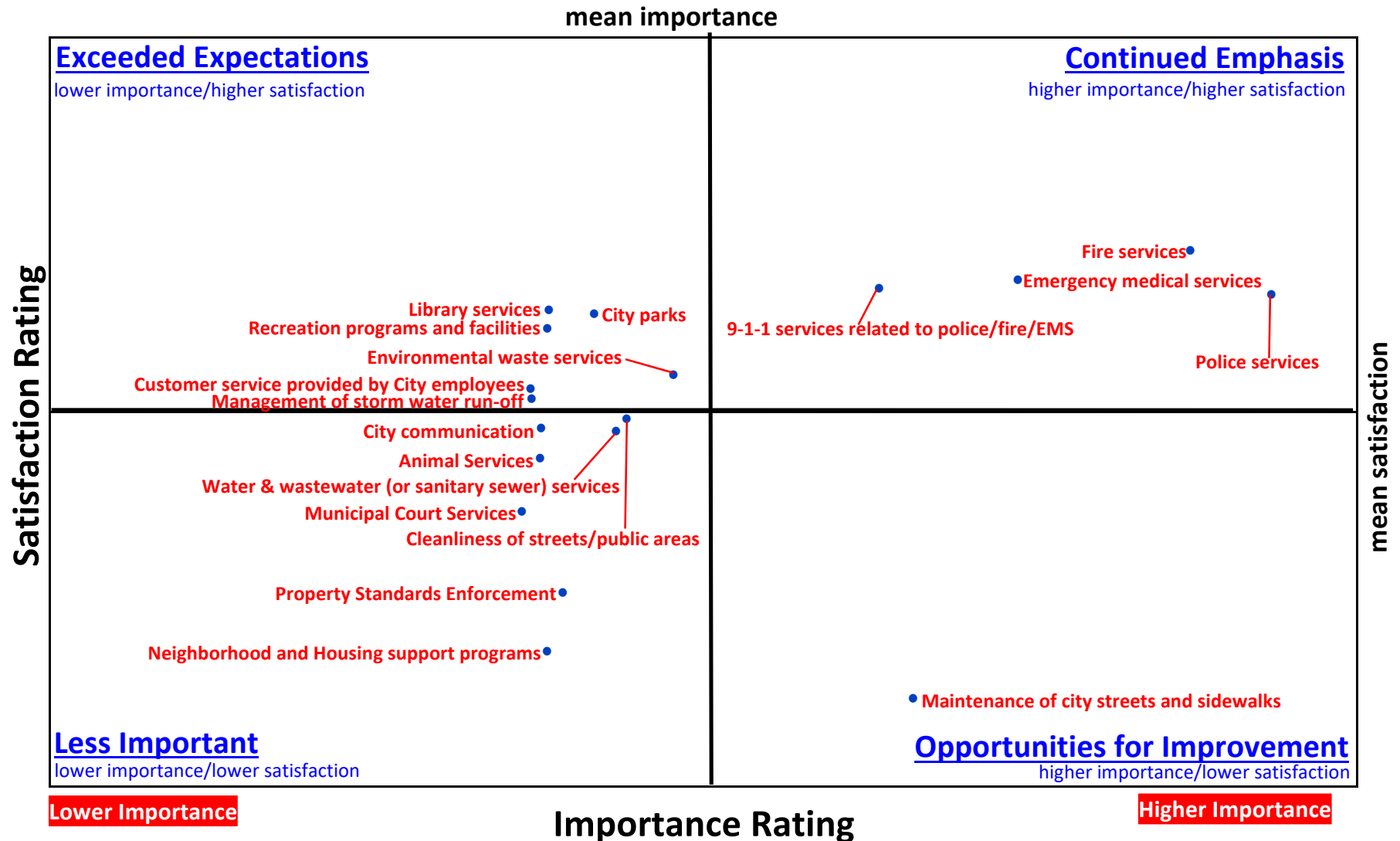
The matrix showing the results for Plano is provided on the following page.

2019 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)



Section 4:

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=590)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q1-1. Police services	59.0%	28.8%	6.1%	0.8%	0.5%	4.7%
Q1-2. Fire services	62.0%	22.4%	3.2%	0.0%	0.2%	12.2%
Q1-3. Emergency medical services	56.3%	19.3%	4.9%	0.0%	0.3%	19.2%
Q1-4. 9-1-1 services related to above services	48.5%	20.3%	5.1%	0.0%	0.3%	25.8%
Q1-5. Maintenance of City streets & sidewalks	16.3%	37.5%	19.8%	19.3%	5.9%	1.2%
Q1-6. Cleanliness of streets/public areas	28.6%	50.0%	10.5%	7.1%	1.4%	2.4%
Q1-7. City communication (website, utility bill inserts, cable TV, social media)	32.7%	43.2%	15.4%	3.6%	0.5%	4.6%
Q1-8. Environmental waste services (trash, yard trimmings, & recycling collections)	47.8%	35.3%	8.3%	5.1%	1.7%	1.9%
Q1-9. Management of stormwater run-off (flood prevention)	31.0%	41.4%	12.5%	1.7%	1.2%	12.2%
Q1-10. Water & wastewater (or sanitary sewer) services	32.5%	40.8%	13.6%	3.9%	1.7%	7.5%
Q1-11. Customer service provided by City employees	39.8%	34.1%	12.7%	1.5%	0.5%	11.4%
Q1-12. Property Standards Enforcement	19.8%	34.9%	18.1%	9.2%	3.1%	14.9%
Q1-13. City parks	48.1%	37.3%	8.1%	0.8%	0.2%	5.4%
Q1-14. Recreation programs & facilities	45.6%	34.1%	9.2%	0.8%	0.0%	10.3%
Q1-15. Library services	52.2%	26.4%	6.9%	1.0%	0.2%	13.2%
Q1-16. Municipal Court services	19.3%	26.6%	17.1%	0.5%	0.3%	36.1%
Q1-17. Animal services	25.9%	31.2%	15.1%	1.5%	0.7%	25.6%
Q1-18. Neighborhood & housing support programs	15.9%	18.5%	20.2%	3.4%	0.5%	41.5%

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=590)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	61.9%	30.2%	6.4%	0.9%	0.5%
Q1-2. Fire services	70.7%	25.5%	3.7%	0.0%	0.2%
Q1-3. Emergency medical services	69.6%	23.9%	6.1%	0.0%	0.4%
Q1-4. 9-1-1 services related to above services	65.3%	27.4%	6.8%	0.0%	0.5%
Q1-5. Maintenance of City streets & sidewalks	16.5%	37.9%	20.1%	19.6%	6.0%
Q1-6. Cleanliness of streets/public areas	29.3%	51.2%	10.8%	7.3%	1.4%
Q1-7. City communication (website, utility bill inserts, cable TV, social media)	34.3%	45.3%	16.2%	3.7%	0.5%
Q1-8. Environmental waste services (trash, yard trimmings, & recycling collections)	48.7%	35.9%	8.5%	5.2%	1.7%
Q1-9. Management of stormwater run-off (flood prevention)	35.3%	47.1%	14.3%	1.9%	1.4%
Q1-10. Water & wastewater (or sanitary sewer) services	35.2%	44.1%	14.7%	4.2%	1.8%
Q1-11. Customer service provided by City employees	44.9%	38.4%	14.3%	1.7%	0.6%
Q1-12. Property Standards Enforcement	23.3%	41.0%	21.3%	10.8%	3.6%
Q1-13. City parks	50.9%	39.4%	8.6%	0.9%	0.2%
Q1-14. Recreation programs & facilities	50.9%	38.0%	10.2%	0.9%	0.0%
Q1-15. Library services	60.2%	30.5%	8.0%	1.2%	0.2%
Q1-16. Municipal Court services	30.2%	41.6%	26.8%	0.8%	0.5%
Q1-17. Animal services	34.9%	41.9%	20.3%	2.1%	0.9%
Q1-18. Neighborhood & housing support programs	27.2%	31.6%	34.5%	5.8%	0.9%

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	376	63.7 %
Fire services	32	5.4 %
Emergency medical services	33	5.6 %
9-1-1 services related to above services	47	8.0 %
Maintenance of City streets & sidewalks	40	6.8 %
Cleanliness of streets/public areas	3	0.5 %
City communication (website, utility bill inserts, cable TV, social media)	1	0.2 %
Environmental waste services (trash, yard trimmings, & recycling collections)	8	1.4 %
Management of stormwater run-off (flood prevention)	1	0.2 %
Water & wastewater (or sanitary sewer) services	11	1.9 %
Property Standards Enforcement	5	0.8 %
City parks	4	0.7 %
Recreation programs & facilities	2	0.3 %
Library services	2	0.3 %
Neighborhood & housing support programs	4	0.7 %
None chosen	21	3.6 %
Total	590	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	83	14.1 %
Fire services	326	55.3 %
Emergency medical services	43	7.3 %
9-1-1 services related to above services	20	3.4 %
Maintenance of City streets & sidewalks	33	5.6 %
Cleanliness of streets/public areas	19	3.2 %
City communication (website, utility bill inserts, cable TV, social media)	2	0.3 %
Environmental waste services (trash, yard trimmings, & recycling collections)	13	2.2 %
Water & wastewater (or sanitary sewer) services	8	1.4 %
Customer service provided by City employees	3	0.5 %
Property Standards Enforcement	4	0.7 %
City parks	4	0.7 %
Recreation programs & facilities	1	0.2 %
Library services	1	0.2 %
Animal services	2	0.3 %
Neighborhood & housing support programs	3	0.5 %
None chosen	25	4.2 %
Total	590	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	36	6.1 %
Fire services	68	11.5 %
Emergency medical services	226	38.3 %
9-1-1 services related to above services	59	10.0 %
Maintenance of City streets & sidewalks	67	11.4 %
Cleanliness of streets/public areas	23	3.9 %
City communication (website, utility bill inserts, cable TV, social media)	4	0.7 %
Environmental waste services (trash, yard trimmings, & recycling collections)	27	4.6 %
Management of stormwater run-off (flood prevention)	4	0.7 %
Water & wastewater (or sanitary sewer) services	18	3.1 %
Customer service provided by City employees	2	0.3 %
Property Standards Enforcement	3	0.5 %
City parks	12	2.0 %
Recreation programs & facilities	4	0.7 %
Library services	4	0.7 %
Animal services	5	0.8 %
Neighborhood & housing support programs	2	0.3 %
None chosen	26	4.4 %
Total	590	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	15	2.5 %
Fire services	29	4.9 %
Emergency medical services	36	6.1 %
9-1-1 services related to above services	118	20.0 %
Maintenance of City streets & sidewalks	127	21.5 %
Cleanliness of streets/public areas	29	4.9 %
City communication (website, utility bill inserts, cable TV, social media)	9	1.5 %
Environmental waste services (trash, yard trimmings, & recycling collections)	57	9.7 %
Management of stormwater run-off (flood prevention)	4	0.7 %
Water & wastewater (or sanitary sewer) services	29	4.9 %
Customer service provided by City employees	4	0.7 %
Property Standards Enforcement	19	3.2 %
City parks	32	5.4 %
Recreation programs & facilities	13	2.2 %
Library services	14	2.4 %
Municipal Court services	3	0.5 %
Animal services	9	1.5 %
Neighborhood & housing support programs	11	1.9 %
None chosen	32	5.4 %
Total	590	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)**

Q2. Sum of Top 4 Choices	Number	Percent
Police services	510	86.4 %
Fire services	455	77.1 %
Emergency medical services	338	57.3 %
9-1-1 services related to above services	244	41.4 %
Maintenance of City streets & sidewalks	267	45.3 %
Cleanliness of streets/public areas	74	12.5 %
City communication (website, utility bill inserts, cable TV, social media)	16	2.7 %
Environmental waste services (trash, yard trimmings, & recycling collections)	105	17.8 %
Management of stormwater run-off (flood prevention)	9	1.5 %
Water & wastewater (or sanitary sewer) services	66	11.2 %
Customer service provided by City employees	9	1.5 %
Property Standards Enforcement	31	5.3 %
City parks	52	8.8 %
Recreation programs & facilities	20	3.4 %
Library services	21	3.6 %
Municipal Court services	3	0.5 %
Animal services	16	2.7 %
Neighborhood & housing support programs	20	3.4 %
None chosen	21	3.6 %
Total	2277	

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=590)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Plano	43.2%	50.2%	5.3%	0.2%	0.3%	0.8%
Q3-2. Overall value that you receive for your City taxes & fees	28.1%	40.2%	18.6%	9.7%	1.4%	2.0%
Q3-3. Overall quality of life in Plano	49.8%	41.7%	5.4%	1.2%	0.7%	1.2%

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=590)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Plano	43.6%	50.6%	5.3%	0.2%	0.3%
Q3-2. Overall value that you receive for your City taxes & fees	28.7%	41.0%	19.0%	9.9%	1.4%
Q3-3. Overall quality of life in Plano	50.4%	42.2%	5.5%	1.2%	0.7%

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

Q4. What sources do you currently use to obtain and/or receive City information	Number	Percent
City of Plano website	433	73.4 %
City's "Fix It Plano" program	120	20.3 %
E-newsletters (Plano City News, Live Green in Plano, etc.)	243	41.2 %
Mayor & City Council Events (Meet & Greets, Town Hall meetings, State of the City)	37	6.3 %
City Council & Planning & Zoning meetings	44	7.5 %
Plano Television (PTV)	35	5.9 %
City's social media pages	115	19.5 %
Plano City Call (mass notification by phone, email, text)	97	16.4 %
Citizens Government Academy	6	1.0 %
Direct mail pieces (Live Green News, utility bill inserts, Leisure Brochure, etc.)	325	55.1 %
Nextdoor app	297	50.3 %
Other	21	3.6 %
Total	1773	

Q4-12. Other

Q4-12. Other	Number	Percent
COMMUNITY NEWSLETTER	1	4.8 %
Community Impact Newspaper	1	4.8 %
DFWPAC	1	4.8 %
FACEBOOK	1	4.8 %
IMPACT Newspaper, City of Plano websites	1	4.8 %
Impact	2	9.5 %
Impact news	1	4.8 %
Impact newspaper	1	4.8 %
Impact, Dallas Morning News	1	4.8 %
Neighborhood Facebook	1	4.8 %
Neighbors (ring)	1	4.8 %
Newspaper, TV, radio	1	4.8 %
Other social media regarding perceptions of City government	1	4.8 %
Phone	1	4.8 %
Phoneook	1	4.8 %
Plano Citizens Coalition	1	4.8 %
Plano monthly newspaper	1	4.8 %
REDDIT PLANO	1	4.8 %
Word of mouth	2	9.5 %
Total	21	100.0 %

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

Q5. How would you like to receive education and outreach programming	Number	Percent
Online self-guided training	218	36.9 %
Classroom	62	10.5 %
Special events	115	19.5 %
Neighborhood meetings	98	16.6 %
Email	309	52.4 %
Webinars	101	17.1 %
No interest	121	20.5 %
Other	9	1.5 %
Total	1033	

Q5-8. Other

Q5-8. Other	Number	Percent
Brochure	1	11.1 %
Facebook	1	11.1 %
Impact	1	11.1 %
Mail	4	44.4 %
Mail, utility flyer	1	11.1 %
Nextdoor	1	11.1 %
Total	9	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=590)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q6-1. Availability of information about government operations	17.8%	41.2%	24.1%	6.4%	1.0%	9.5%
Q6-2. City efforts to keep residents informed about local issues	21.4%	40.0%	22.5%	9.0%	0.8%	6.3%
Q6-3. Level of public involvement in City decision-making	13.2%	25.8%	30.5%	13.2%	4.9%	12.4%
Q6-4. Usefulness of information that is available on City's website	22.4%	44.9%	19.3%	4.2%	0.2%	9.0%
Q6-5. Availability of information related to City's sustainability & environmental efforts	18.5%	37.6%	24.7%	4.6%	0.7%	13.9%

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=590)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Availability of information about government operations	19.7%	45.5%	26.6%	7.1%	1.1%
Q6-2. City efforts to keep residents informed about local issues	22.8%	42.7%	24.1%	9.6%	0.9%
Q6-3. Level of public involvement in City decision-making	15.1%	29.4%	34.8%	15.1%	5.6%
Q6-4. Usefulness of information that is available on City's website	24.6%	49.3%	21.2%	4.7%	0.2%
Q6-5. Availability of information related to City's sustainability & environmental efforts	21.5%	43.7%	28.7%	5.3%	0.8%

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=590)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q7-1. Overall feeling of safety in Plano	49.0%	45.3%	4.2%	1.0%	0.2%	0.3%
Q7-2. In your neighborhood during the day	62.2%	34.2%	2.9%	0.5%	0.0%	0.2%
Q7-3. In your neighborhood after dark	40.2%	44.1%	11.2%	3.9%	0.2%	0.5%
Q7-4. At shopping centers/business areas during the day	40.7%	49.5%	8.0%	1.4%	0.2%	0.3%
Q7-5. At shopping centers/business areas after dark	21.7%	47.1%	20.2%	7.6%	1.2%	2.2%
Q7-6. Driving on roadways in Plano	29.8%	45.1%	18.1%	5.8%	1.0%	0.2%

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=590)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q7-1. Overall feeling of safety in Plano	49.1%	45.4%	4.3%	1.0%	0.2%
Q7-2. In your neighborhood during the day	62.3%	34.3%	2.9%	0.5%	0.0%
Q7-3. In your neighborhood after dark	40.4%	44.3%	11.2%	3.9%	0.2%
Q7-4. At shopping centers/business areas during the day	40.8%	49.7%	8.0%	1.4%	0.2%
Q7-5. At shopping centers/business areas after dark	22.2%	48.2%	20.6%	7.8%	1.2%
Q7-6. Driving on roadways in Plano	29.9%	45.2%	18.2%	5.8%	1.0%

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	214	36.3 %
Water conservation & quality	307	52.0 %
Home energy efficiency	156	26.4 %
Local air quality	220	37.3 %
Mobility & transportation	245	41.5 %
Recycling, composting & waste diversion	257	43.6 %
Adaption responses related to frequency & intensity of severe weather events	181	30.7 %
Total	1580	

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=590)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	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)	22.2%	43.1%	23.1%	1.5%	0.2%	10.0%
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)	22.4%	40.7%	23.4%	2.0%	0.3%	11.2%
Q9-3. Frequency & accessibility of sustainable living learning opportunities	15.4%	29.7%	31.0%	2.9%	0.3%	20.7%
Q9-4. Efforts toward long-term City-wide sustainability policies & initiatives	15.1%	30.0%	28.6%	5.1%	1.0%	20.2%

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=590)

	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)	24.7%	47.8%	25.6%	1.7%	0.2%
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)	25.2%	45.8%	26.3%	2.3%	0.4%
Q9-3. Frequency & accessibility of sustainable living learning opportunities	19.4%	37.4%	39.1%	3.6%	0.4%
Q9-4. Efforts toward long-term City-wide sustainability policies & initiatives	18.9%	37.6%	35.9%	6.4%	1.3%

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

Q10. Top choice	Number	Percent
Friendly staff	132	22.4 %
Educational classes	45	7.6 %
Programs & events	27	4.6 %
Outreach in the community	20	3.4 %
Free Wi-Fi, computers & internet access	58	9.8 %
A place for people to build community through social interactions, conversations & programs	22	3.7 %
Materials for checkout-books, DVDs, CDs, Playaways, science kits & more	199	33.7 %
Community meeting space	6	1.0 %
Space to study/collaborate/get work done	13	2.2 %
Workforce development	16	2.7 %
None chosen	52	8.8 %
Total	590	100.0 %

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

Q10. 2nd choice	Number	Percent
Friendly staff	80	13.6 %
Educational classes	76	12.9 %
Programs & events	60	10.2 %
Outreach in the community	28	4.7 %
Free Wi-Fi, computers & internet access	95	16.1 %
A place for people to build community through social interactions, conversations & programs	25	4.2 %
Materials for checkout-books, DVDs, CDs, Playaways, science kits & more	67	11.4 %
Community meeting space	28	4.7 %
Space to study/collaborate/get work done	56	9.5 %
Workforce development	13	2.2 %
None chosen	62	10.5 %
Total	590	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
Friendly staff	62	10.5 %
Educational classes	58	9.8 %
Programs & events	71	12.0 %
Outreach in the community	35	5.9 %
Free Wi-Fi, computers & internet access	63	10.7 %
A place for people to build community through social interactions, conversations & programs	49	8.3 %
Materials for checkout-books, DVDs, CDs, Playaways, science kits & more	53	9.0 %
Community meeting space	38	6.4 %
Space to study/collaborate/get work done	55	9.3 %
Workforce development	26	4.4 %
None chosen	80	13.6 %
Total	590	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
Friendly staff	55	9.3 %
Educational classes	51	8.6 %
Programs & events	69	11.7 %
Outreach in the community	29	4.9 %
Free Wi-Fi, computers & internet access	46	7.8 %
A place for people to build community through social interactions, conversations & programs	40	6.8 %
Materials for checkout-books, DVDs, CDs, Playaways, science kits & more	36	6.1 %
Community meeting space	53	9.0 %
Space to study/collaborate/get work done	70	11.9 %
Workforce development	29	4.9 %
None chosen	112	19.0 %
Total	590	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
Friendly staff	49	8.3 %
Educational classes	62	10.5 %
Programs & events	53	9.0 %
Outreach in the community	39	6.6 %
Free Wi-Fi, computers & internet access	43	7.3 %
A place for people to build community through social interactions, conversations & programs	38	6.4 %
Materials for checkout-books, DVDs, CDs, Playaways, science kits & more	24	4.1 %
Community meeting space	53	9.0 %
Space to study/collaborate/get work done	61	10.3 %
Workforce development	42	7.1 %
None chosen	126	21.4 %
Total	590	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. Top choice	Number	Percent
Friendly staff	378	64.1 %
Educational classes	292	49.5 %
Programs & events	280	47.5 %
Outreach in the community	151	25.6 %
Free Wi-Fi, computers & internet access	305	51.7 %
A place for people to build community through social interactions, conversations & programs	174	29.5 %
Materials for checkout-books, DVDs, CDs, Playaways, science kits & more	379	64.2 %
Community meeting space	178	30.2 %
Space to study/collaborate/get work done	255	43.2 %
Workforce development	126	21.4 %
None chosen	52	8.8 %
Total	2570	

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?

Q11. Top choice	Number	Percent
Early literacy (activities & classes that support caregivers & young children)	213	36.1 %
Digital literacy skills (basic computer, internet usage)	68	11.5 %
Use of library sponsored online services (eBooks, eMagazines, databases)	48	8.1 %
Computer classes (Word, Excel, etc.)	30	5.1 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	43	7.3 %
Workforce development (job search/resumes, skill building, career exploration)	23	3.9 %
Financial literacy (basic classes on money management & building wealth)	29	4.9 %
Presentations on library & services offered to the community (tailored to audience needs)	11	1.9 %
Demonstration of tools & resources that assist adults 55+	31	5.3 %
None chosen	94	15.9 %
Total	590	100.0 %

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?

Q11. 2nd choice	Number	Percent
Early literacy (activities & classes that support caregivers & young children)	48	8.1 %
Digital literacy skills (basic computer, internet usage)	111	18.8 %
Use of library sponsored online services (eBooks, eMagazines, databases)	60	10.2 %
Computer classes (Word, Excel, etc.)	80	13.6 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	49	8.3 %
Workforce development (job search/resumes, skill building, career exploration)	42	7.1 %
Financial literacy (basic classes on money management & building wealth)	42	7.1 %
Presentations on library & services offered to the community (tailored to audience needs)	23	3.9 %
Demonstration of tools & resources that assist adults 55+	32	5.4 %
None chosen	103	17.5 %
Total	590	100.0 %

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?

Q11. 3rd choice	Number	Percent
Early literacy (activities & classes that support caregivers & young children)	33	5.6 %
Digital literacy skills (basic computer, internet usage)	54	9.2 %
Use of library sponsored online services (eBooks, eMagazines, databases)	56	9.5 %
Computer classes (Word, Excel, etc.)	68	11.5 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	64	10.8 %
Workforce development (job search/resumes, skill building, career exploration)	71	12.0 %
Financial literacy (basic classes on money management & building wealth)	43	7.3 %
Presentations on library & services offered to the community (tailored to audience needs)	31	5.3 %
Demonstration of tools & resources that assist adults 55+	51	8.6 %
None chosen	119	20.2 %
Total	590	100.0 %

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?

Q11. 4th choice	Number	Percent
Early literacy (activities & classes that support caregivers & young children)	24	4.1 %
Digital literacy skills (basic computer, internet usage)	44	7.5 %
Use of library sponsored online services (eBooks, eMagazines, databases)	24	4.1 %
Computer classes (Word, Excel, etc.)	68	11.5 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	41	6.9 %
Workforce development (job search/resumes, skill building, career exploration)	70	11.9 %
Financial literacy (basic classes on money management & building wealth)	71	12.0 %
Presentations on library & services offered to the community (tailored to audience needs)	32	5.4 %
Demonstration of tools & resources that assist adults 55+	68	11.5 %
None chosen	148	25.1 %
Total	590	100.0 %

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?

Q11. 5th choice	Number	Percent
Early literacy (activities & classes that support caregivers & young children)	33	5.6 %
Digital literacy skills (basic computer, internet usage)	30	5.1 %
Use of library sponsored online services (eBooks, eMagazines, databases)	36	6.1 %
Computer classes (Word, Excel, etc.)	36	6.1 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	38	6.4 %
Workforce development (job search/resumes, skill building, career exploration)	56	9.5 %
Financial literacy (basic classes on money management & building wealth)	63	10.7 %
Presentations on library & services offered to the community (tailored to audience needs)	45	7.6 %
Demonstration of tools & resources that assist adults 55+	90	15.3 %
<u>None chosen</u>	<u>163</u>	<u>27.6 %</u>
Total	590	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
Early literacy (activities & classes that support caregivers & young children)	351	59.5 %
Digital literacy skills (basic computer, internet usage)	307	52.0 %
Use of library sponsored online services (eBooks, eMagazines, databases)	224	38.0 %
Computer classes (Word, Excel, etc.)	282	47.8 %
STEAM (science, technology, engineering, arts & math) hands-on exploration	235	39.8 %
Workforce development (job search/resumes, skill building, career exploration)	262	44.4 %
Financial literacy (basic classes on money management & building wealth)	248	42.0 %
Presentations on library & services offered to the community (tailored to audience needs)	142	24.1 %
Demonstration of tools & resources that assist adults 55+	272	46.1 %
<u>None chosen</u>	<u>94</u>	<u>15.9 %</u>
Total	2417	

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

(N=590)

	Exceeds expectations	Meets expectations	Needs improvement	Don't know
Q12-1. Appearance of median landscaping along City streets	18.1%	62.9%	17.3%	1.7%
Q12-2. Appearance of lakes, ponds & creeks in City	22.9%	61.5%	10.0%	5.6%
Q12-3. Appearance of public building landscapes (libraries, fire stations, etc.)	29.7%	63.7%	3.6%	3.1%
Q12-4. Appearance of City parks	34.6%	55.9%	5.9%	3.6%
Q12-5. Condition of playing surfaces on City athletic fields	18.1%	47.1%	5.9%	28.8%
Q12-6. Cleanliness of recreation facilities	25.1%	53.2%	5.8%	15.9%
Q12-7. Water conservation in City parks	13.4%	49.2%	6.3%	31.2%
Q12-8. Recycling services in City parks	12.9%	44.7%	14.4%	28.0%
Q12-9. Cleanliness of City parks	24.1%	60.8%	5.3%	9.8%
Q12-10. Cleanliness of Park restrooms	11.9%	40.8%	14.9%	32.4%

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=590)

	Exceeds expectations	Meets expectations	Needs improvement
Q12-1. Appearance of median landscaping along City streets	18.4%	64.0%	17.6%
Q12-2. Appearance of lakes, ponds & creeks in City	24.2%	65.2%	10.6%
Q12-3. Appearance of public building landscapes (libraries, fire stations, etc.)	30.6%	65.7%	3.7%
Q12-4. Appearance of City parks	35.9%	58.0%	6.2%
Q12-5. Condition of playing surfaces on City athletic fields	25.5%	66.2%	8.3%
Q12-6. Cleanliness of recreation facilities	29.8%	63.3%	6.9%
Q12-7. Water conservation in City parks	19.5%	71.4%	9.1%
Q12-8. Recycling services in City parks	17.9%	62.1%	20.0%
Q12-9. Cleanliness of City parks	26.7%	67.5%	5.8%
Q12-10. Cleanliness of Park restrooms	17.5%	60.4%	22.1%

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=590)

	Daily	Weekly	Monthly	Once or twice a year	Seldom or never	Not provided
Q13-1. Pickleball	1.0%	1.2%	1.5%	2.0%	80.7%	13.6%
Q13-2. Cricket	0.2%	0.0%	0.7%	0.8%	83.2%	15.1%
Q13-3. Badminton	0.2%	0.5%	0.7%	2.5%	81.2%	14.9%
Q13-4. On-street bicycling	2.7%	7.6%	9.3%	12.9%	54.9%	12.5%
Q13-5. Canoeing/kayaking	0.2%	0.7%	1.0%	4.6%	78.1%	15.4%
Q13-6. Skateboarding	0.8%	1.0%	1.7%	2.0%	79.8%	14.6%
Q13-7. Attending outdoor concerts/festivals	0.5%	1.0%	6.1%	45.4%	35.9%	11.0%
Q13-8. Attending indoor performing arts programs	0.3%	1.4%	5.6%	36.3%	44.2%	12.2%
Q13-9. Riding motorized scooters	0.3%	0.7%	1.2%	1.2%	81.9%	14.7%
Q13-10. BMX biking	0.7%	0.7%	0.5%	1.2%	82.0%	14.9%
Q13-11. Lap swimming	1.7%	3.9%	5.6%	10.7%	64.6%	13.6%
Q13-12. Sand volleyball	0.3%	0.5%	1.7%	5.3%	77.6%	14.6%

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=590)

	Daily	Weekly	Monthly	Once or twice a year	Seldom or never
Q13-1. Pickleball	1.2%	1.4%	1.8%	2.4%	93.3%
Q13-2. Cricket	0.2%	0.0%	0.8%	1.0%	98.0%
Q13-3. Badminton	0.2%	0.6%	0.8%	3.0%	95.4%
Q13-4. On-street bicycling	3.1%	8.7%	10.7%	14.7%	62.8%
Q13-5. Canoeing/kayaking	0.2%	0.8%	1.2%	5.4%	92.4%
Q13-6. Skateboarding	1.0%	1.2%	2.0%	2.4%	93.5%
Q13-7. Attending outdoor concerts/festivals	0.6%	1.1%	6.9%	51.0%	40.4%
Q13-8. Attending indoor performing arts programs	0.4%	1.5%	6.4%	41.3%	50.4%
Q13-9. Riding motorized scooters	0.4%	0.8%	1.4%	1.4%	96.0%
Q13-10. BMX biking	0.8%	0.8%	0.6%	1.4%	96.4%
Q13-11. Lap swimming	2.0%	4.5%	6.5%	12.4%	74.7%
Q13-12. Sand volleyball	0.4%	0.6%	2.0%	6.2%	90.9%

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=590)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q14-1. Road traffic congestion	3.6%	19.0%	22.0%	37.1%	17.5%	0.8%
Q14-2. Traffic signal system	8.0%	35.9%	27.5%	20.3%	7.1%	1.2%
Q14-3. Bicycle safety	5.4%	28.0%	30.3%	9.7%	4.9%	21.7%
Q14-4. Pedestrian safety	7.3%	44.2%	29.0%	8.6%	3.2%	7.6%
Q14-5. DART service	8.3%	27.8%	22.7%	6.3%	2.9%	32.0%

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=590)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Road traffic congestion	3.6%	19.1%	22.2%	37.4%	17.6%
Q14-2. Traffic signal system	8.1%	36.4%	27.8%	20.6%	7.2%
Q14-3. Bicycle safety	6.9%	35.7%	38.7%	12.3%	6.3%
Q14-4. Pedestrian safety	7.9%	47.9%	31.4%	9.4%	3.5%
Q14-5. DART service	12.2%	40.9%	33.4%	9.2%	4.2%

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=590)

	Not enough	About right	Too much	Don't know
Q15-1. Thoroughfare (4-6 lane divided roads) repair	23.2%	64.9%	6.4%	5.4%
Q15-2. Street repair	34.7%	54.2%	7.8%	3.2%
Q15-3. Alley repair	34.1%	44.4%	1.9%	19.7%
Q15-4. Sidewalk repair	34.6%	56.4%	1.5%	7.5%

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=590)

	Not enough	About right	Too much
Q15-1. Thoroughfare (4-6 lane divided roads) repair	24.6%	68.6%	6.8%
Q15-2. Street repair	35.9%	56.0%	8.1%
Q15-3. Alley repair	42.4%	55.3%	2.3%
Q15-4. Sidewalk repair	37.4%	61.0%	1.6%

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	111	18.8 %
Stayed the same	359	60.8 %
Gotten worse	101	17.1 %
Don't know	19	3.2 %
Total	590	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	111	19.4 %
Stayed the same	359	62.9 %
Gotten worse	101	17.7 %
Total	571	100.0 %

Q17. Please rate your agreement with the following statements regarding property standards.

(N=590)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q17-1. I am generally satisfied with responsiveness & helpfulness of Property Standards (code enforcement)	11.4%	36.3%	18.8%	7.8%	2.4%	23.4%
Q17-2. Outreach materials available from and/or provided by Property Standards (code enforcement) are helpful	6.3%	22.2%	24.2%	4.9%	2.7%	39.7%
Q17-3. Item I reported was corrected or Property Standards (code enforcement) explained why it was not a violation	6.6%	17.5%	17.8%	3.9%	3.1%	51.2%
Q17-4. Property Standards (code enforcement) is necessary to maintain or improve my neighborhood	33.4%	33.7%	13.4%	3.1%	0.8%	15.6%
Q17-5. Property Standards (code enforcement) staff provided courteous & timely service	14.7%	21.2%	18.0%	2.7%	2.2%	41.2%

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

(N=590)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q17-1. I am generally satisfied with responsiveness & helpfulness of Property Standards (code enforcement)	14.8%	47.3%	24.6%	10.2%	3.1%
Q17-2. Outreach materials available from and/or provided by Property Standards (code enforcement) are helpful	10.4%	36.8%	40.2%	8.1%	4.5%
Q17-3. Item I reported was corrected or Property Standards (code enforcement) explained why it was not a violation	13.5%	35.8%	36.5%	8.0%	6.3%
Q17-4. Property Standards (code enforcement) is necessary to maintain or improve my neighborhood	39.6%	40.0%	15.9%	3.6%	1.0%
Q17-5. Property Standards (code enforcement) staff provided courteous & timely service	25.1%	36.0%	30.5%	4.6%	3.7%

Q18. Please indicate if each of the following is a problem in your neighborhood.

(N=590)

	Not a problem	Slight problem	Moderate problem	Serious problem	Don't know
Q18-1. Dilapidated/significantly leaning fences	41.7%	32.5%	15.4%	3.9%	6.4%
Q18-2. Graffiti	83.9%	6.1%	1.9%	0.8%	7.3%
Q18-3. Home-based businesses (operating business out of home)	62.2%	10.7%	3.9%	2.7%	20.5%
Q18-4. "Permanent" garage sales	76.1%	6.9%	3.4%	1.5%	12.0%
Q18-5. Parking vehicles on grass	80.7%	6.8%	3.2%	1.9%	7.5%
Q18-6. Poor yard maintenance by neighbors (grass & trees)	43.9%	30.5%	14.7%	7.1%	3.7%
Q18-7. Poor house maintenance by neighbors	53.9%	26.3%	10.0%	5.4%	4.4%
Q18-8. Trash and/or debris in yards & alleys	58.8%	23.4%	7.1%	4.4%	6.3%
Q18-9. Vacant buildings	75.8%	6.3%	2.0%	1.7%	14.2%
Q18-10. Other	17.0%	7.5%	24.5%	47.2%	3.8%

WITHOUT DON'T KNOW**Q18. Please indicate if each of the following is a problem in your neighborhood. (without "don't know")**

(N=590)

	Not a problem	Slight problem	Moderate problem	Serious problem
Q18-1. Dilapidated/significantly leaning fences	44.6%	34.8%	16.5%	4.2%
Q18-2. Graffiti	90.5%	6.6%	2.0%	0.9%
Q18-3. Home-based businesses (operating business out of home)	78.3%	13.4%	4.9%	3.4%
Q18-4. "Permanent" garage sales	86.5%	7.9%	3.9%	1.7%
Q18-5. Parking vehicles on grass	87.2%	7.3%	3.5%	2.0%
Q18-6. Poor yard maintenance by neighbors (grass & trees)	45.6%	31.7%	15.3%	7.4%
Q18-7. Poor house maintenance by neighbors	56.4%	27.5%	10.5%	5.7%
Q18-8. Trash and/or debris in yards & alleys	62.7%	25.0%	7.6%	4.7%
Q18-9. Vacant buildings	88.3%	7.3%	2.4%	2.0%
Q18-10. Other	17.6%	7.8%	25.5%	49.0%

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	224	38.0 %
Fairly attractive/some minor maintenance or landscaping problems	301	51.0 %
Fairly unattractive/major maintenance or landscaping problems	31	5.3 %
Very unattractive/significant deterioration of buildings or landscaping	12	2.0 %
Don't know	22	3.7 %
Total	590	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	224	39.4 %
Fairly attractive/some minor maintenance or landscaping problems	301	53.0 %
Fairly unattractive/major maintenance or landscaping problems	31	5.5 %
Very unattractive/significant deterioration of buildings or landscaping	12	2.1 %
Total	568	100.0 %

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

Q20. What programs are most needed in your neighborhood

	Number	Percent
Assistance buying a home	18	3.1 %
Major home repair program	88	14.9 %
Minor home repair program	205	34.7 %
Neighborhood organization capacity building/support	75	12.7 %
Senior assistance	154	26.1 %
Tool lending program	59	10.0 %
Other	26	4.4 %
Total	625	

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

Q21. Is there a Neighborhood Association or Crime Watch group in your neighborhood	Number	Percent
Yes	337	57.1 %
No	118	20.0 %
Don't know	135	22.9 %
Total	590	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 or Crime Watch group in your neighborhood	Number	Percent
Yes	337	74.1 %
No	118	25.9 %
Total	455	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	79	31.2 %
No	75	29.6 %
Don't know	99	39.1 %
Total	253	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	79	51.3 %
No	75	48.7 %
Total	154	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	136	53.8 %
No	44	17.4 %
Don't know	73	28.9 %
Total	253	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	136	75.6 %
No	44	24.4 %
Total	180	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?

Q22. Which option would you chose	Number	Percent
Keeping current City tax rate to maintain current level of services provided by City	449	76.1 %
Lower current City tax rate resulting in a cut in overall service levels	118	20.0 %
Not provided	23	3.9 %
Total	590	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")**

Q22. Which option would you chose	Number	Percent
Keeping current City tax rate to maintain current level of services provided by City	449	79.2 %
Lower current City tax rate resulting in a cut in overall service levels	118	20.8 %
Total	567	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	470	79.7 %
No	91	15.4 %
Not provided	29	4.9 %
Total	590	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	470	83.8 %
No	91	16.2 %
Total	561	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 the County you are actually paying taxes to four separate entities?

	Number	Percent
Yes	523	88.6 %
No	53	9.0 %
Not provided	14	2.4 %
Total	590	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 the County you are actually paying taxes to four separate entities?

	Number	Percent
Yes	523	90.8 %
No	53	9.2 %
Total	576	100.0 %

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

Q24a. From which entities do you receive majority of your services	Number	Percent
City of Plano	453	86.6 %
Plano Independent School District	50	9.6 %
Collin College	7	1.3 %
Collin County	3	0.6 %
Not provided	10	1.9 %
Total	523	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. From which entities do you receive majority of your services	Number	Percent
City of Plano	453	88.3 %
Plano Independent School District	50	9.7 %
Collin College	7	1.4 %
Collin County	3	0.6 %
Total	513	100.0 %

Q25. Approximately how many years have you lived in Plano?

<u>Q25. How many years have you lived in Plano</u>	<u>Number</u>	<u>Percent</u>
Less than 2 years	44	7.5 %
2-5 years	47	8.0 %
6-10 years	63	10.7 %
11-15 years	79	13.4 %
16-20 years	95	16.1 %
21-30 years	193	32.7 %
30+ years	66	11.2 %
Not provided	3	0.5 %
Total	590	100.0 %

WITHOUT NOT PROVIDED**Q25. Approximately how many years have you lived in Plano? (without "not provided")**

<u>Q25. How many years have you lived in Plano</u>	<u>Number</u>	<u>Percent</u>
Less than 2 years	44	7.5 %
2-5 years	47	8.0 %
6-10 years	63	10.7 %
11-15 years	79	13.5 %
16-20 years	95	16.2 %
21-30 years	193	32.9 %
30+ years	66	11.2 %
Total	587	100.0 %

Q26. What is your age?

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	99	16.8 %
35-44	119	20.2 %
45-54	124	21.0 %
55-64	121	20.5 %
65+	111	18.8 %
Not provided	16	2.7 %
Total	590	100.0 %

WITHOUT NOT PROVIDED**Q26. What is your age? (without "not provided")**

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	99	17.2 %
35-44	119	20.7 %
45-54	124	21.6 %
55-64	121	21.1 %
65+	111	19.3 %
Total	574	100.0 %

Q27. What is your gender?

Q27. Your gender	Number	Percent
Male	294	49.8 %
Female	292	49.5 %
Not provided	4	0.7 %
Total	590	100.0 %

WITHOUT NOT PROVIDED**Q27. What is your gender? (without "not provided")**

Q27. Your gender	Number	Percent
Male	294	50.2 %
Female	292	49.8 %
Total	586	100.0 %

Q28. Are you employed in the City of Plano?

Q28. Are you employed in City of Plano	Number	Percent
Yes	4	0.7 %
No	577	97.8 %
Not provided	9	1.5 %
Total	590	100.0 %

WITHOUT NOT PROVIDED**Q28. Are you employed in the City of Plano? (without "not provided")**

Q28. Are you employed in City of Plano	Number	Percent
Yes	4	0.7 %
No	577	99.3 %
Total	581	100.0 %

Q29. Which of the following best describes your race/ethnicity?

<u>Q29. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	119	20.2 %
Black/African American	45	7.6 %
White	389	65.9 %
Hispanic/Latino/Spanish	87	14.7 %
American Indian/Eskimo	6	1.0 %
Other	8	1.4 %
Total	654	

Q29-6. Other

<u>Q29-6. Other</u>	<u>Number</u>	<u>Percent</u>
Caucasian	2	25.0 %
European	1	12.5 %
Indian	1	12.5 %
Italian, Spanish	1	12.5 %
Middle East	1	12.5 %
North African	1	12.5 %
South Asian	1	12.5 %
Total	8	100.0 %

Q30. Would you say your total annual household income is...

<u>Q30. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	28	4.7 %
\$20K to \$39,999	32	5.4 %
\$40K to \$59,999	56	9.5 %
\$60K to \$79,999	58	9.8 %
\$80K to \$99,999	60	10.2 %
\$100K to \$119,999	52	8.8 %
\$120K to \$139,999	59	10.0 %
\$140K+	114	19.3 %
Not provided	131	22.2 %
Total	590	100.0 %

WITHOUT NOT PROVIDED**Q30. Would you say your total annual household income is... (without "not provided")**

<u>Q30. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	28	6.1 %
\$20K to \$39,999	32	7.0 %
\$40K to \$59,999	56	12.2 %
\$60K to \$79,999	58	12.6 %
\$80K to \$99,999	60	13.1 %
\$100K to \$119,999	52	11.3 %
\$120K to \$139,999	59	12.9 %
\$140K+	114	24.8 %
Total	459	100.0 %

Section 5:

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 www.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,

Harry LaRosiliere
Mayor



City of Plano 2019 Citizen Survey: Findings Report 2019 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 & 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 and sidewalks	5	4	3	2	1	9
06.	Cleanliness of streets/public areas	5	4	3	2	1	9
07.	City communication (website, utility bill inserts, cable TV, social media)	5	4	3	2	1	9
08.	Environmental waste services (trash, yard trimmings, and recycling collections)	5	4	3	2	1	9
09.	Management of stormwater run-off (flood prevention)	5	4	3	2	1	9
10.	Water and wastewater (or sanitary sewer) services	5	4	3	2	1	9
11.	Customer service provided by City employees	5	4	3	2	1	9
12.	Property Standards Enforcement	5	4	3	2	1	9
13.	City parks	5	4	3	2	1	9
14.	Recreation programs and facilities	5	4	3	2	1	9
15.	Library services	5	4	3	2	1	9
16.	Municipal Court Services	5	4	3	2	1	9
17.	Animal Services	5	4	3	2	1	9
18.	Neighborhood and Housing support programs	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.]**

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

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

- ☐ (1) Online self-guided training
☐ (2) Classroom
☐ (3) Special events
☐ (4) Neighborhood meetings
- ☐ (5) E-mail
☐ (6) Webinars
☐ (7) No interest
☐ (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.]**

- ☐ (1) Litter in the community and local waterways ☐ (5) Mobility and transportation
☐ (2) Water conservation and quality ☐ (6) Recycling, composting and waste diversion
☐ (3) Home energy efficiency ☐ (7) Adaption responses related to frequency and intensity of severe weather events
☐ (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 & 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.]**

01. Friendly staff 07. Materials for checkout - books, DVD's, CD's, Playaways, science kits and more
 02. Educational classes 08. Community meeting space
 03. Programs and events 09. Space to study/collaborate/get work done
 04. Outreach in the community 10. Workforce development
 05. Free Wi-Fi, computers and Internet access
 06. A place for people to build community through social interactions, conversations and programs

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ 5th: _____

11. 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? [Write in your answers using the numbers from the list below.]

01. Early literacy (activities and classes that support caregivers and young children) 06. Workforce development (job search/resumes, skill building, career exploration)
 02. Digital literacy skills (basic computer, internet usage) 07. Financial literacy (basic classes on money management and building wealth)
 03. Use of library sponsored online services (eBooks, eMagazines, databases) 08. Presentations on the library and the services offered to the community (tailored to audience needs)
 04. Computer classes (Word, Excel, etc.) 09. Demonstration of tools and resources that assist adults 55+
 05. STEAM (science, technology, engineering, arts & math) hands-on exploration

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.	Recycling services in City parks	3	2	1	9
09.	Cleanliness of City Parks	3	2	1	9
10.	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. Canoeing/kayaking	5	4	3	2	1
06. Skateboarding	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. 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.	I am generally satisfied with the responsiveness and helpfulness of Property Standards (code enforcement).	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
5.	Property Standards (code enforcement) staff provided courteous and timely service	5	4	3	2	1	9

18. Please indicate if each of the following is a problem in your neighborhood.

		Not a Problem	Slight Problem	Moderate Problem	Serious Problem	Don't Know
01.	Dilapidated/significantly leaning fences	4	3	2	1	9
02.	Graffiti	4	3	2	1	9
03.	Home-based businesses (operating business out of home)	4	3	2	1	9
04.	"Permanent" garage sales	4	3	2	1	9
05.	Parking vehicles on grass	4	3	2	1	9
06.	Poor yard maintenance by neighbors (grass and trees)	4	3	2	1	9
07.	Poor house maintenance by neighbors	4	3	2	1	9
08.	Trash and/or debris in yards and alleys	4	3	2	1	9
09.	Vacant buildings	4	3	2	1	9
10.	Other: _____	4	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) Other: _____
 ____ (4) Neighborhood organization capacity building/support

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

____(2) No

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. 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

26. What is your age? _____

27. What is your gender? ____ (1) Male ____ (2) Female

28. Are you employed in the City of Plano? ____ (1) Yes ____ (2) No

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

____(1) Asian/Pacific Islander

____(3) White

____(5) American Indian/Eskimo

____(2) Black/African American

____(4) Hispanic/Latino/Spanish

____(6) Other: _____

30. 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

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.