

# ***2019 Citizen Satisfaction Survey***

## ***City of Plano, Texas***

Presented by

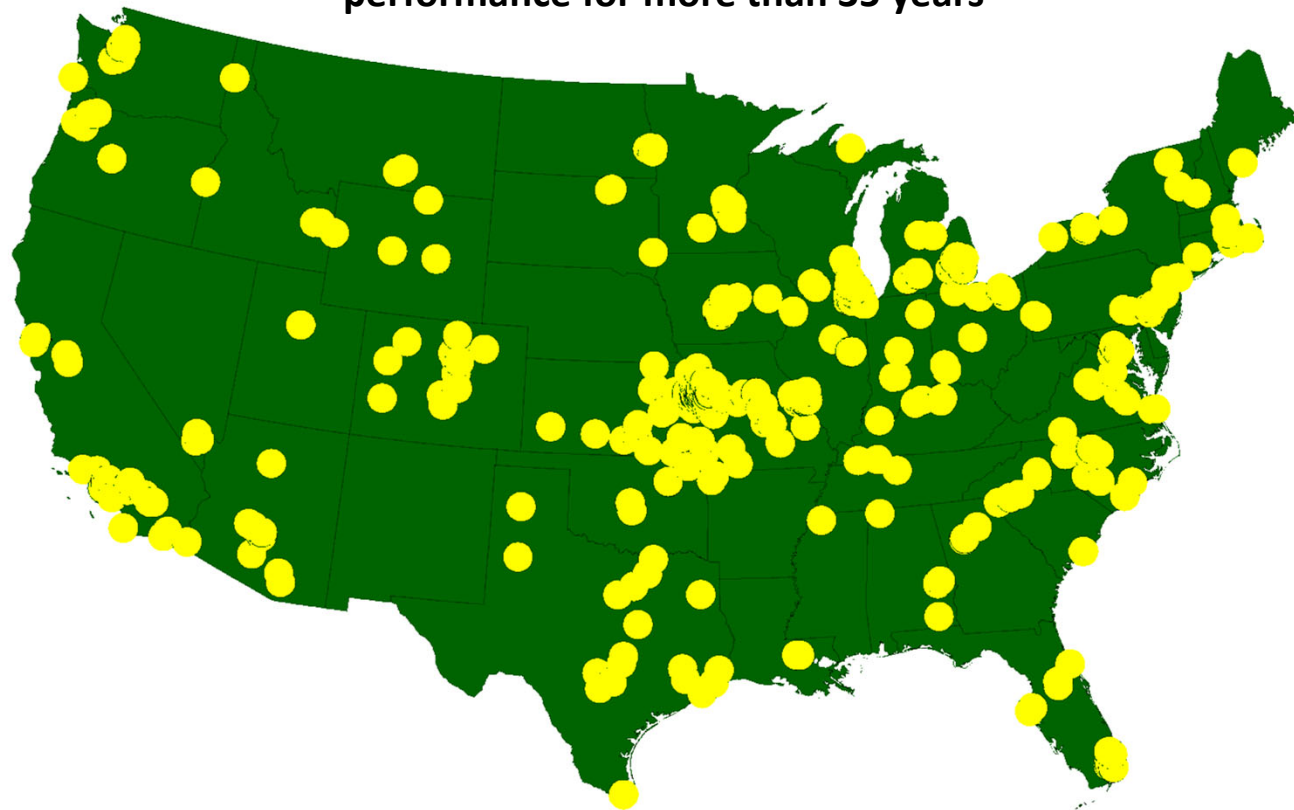


February 2020

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for more than 35 years



More than 2,200,000 Persons Surveyed Since 2010  
for more than 900 communities in 49 States



# Agenda

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





# Purpose

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

# Methodology

- **Survey Description**

- ☐ six-page survey; included many of the same questions that were asked in previous surveys
- ☐ 4<sup>th</sup> citizen satisfaction survey for the City

- **Method of Administration**

- ☐ by mail and online to randomly selected sample of households throughout the City
- ☐ each survey took approximately 15-20 minutes to complete

- **Sample size:**

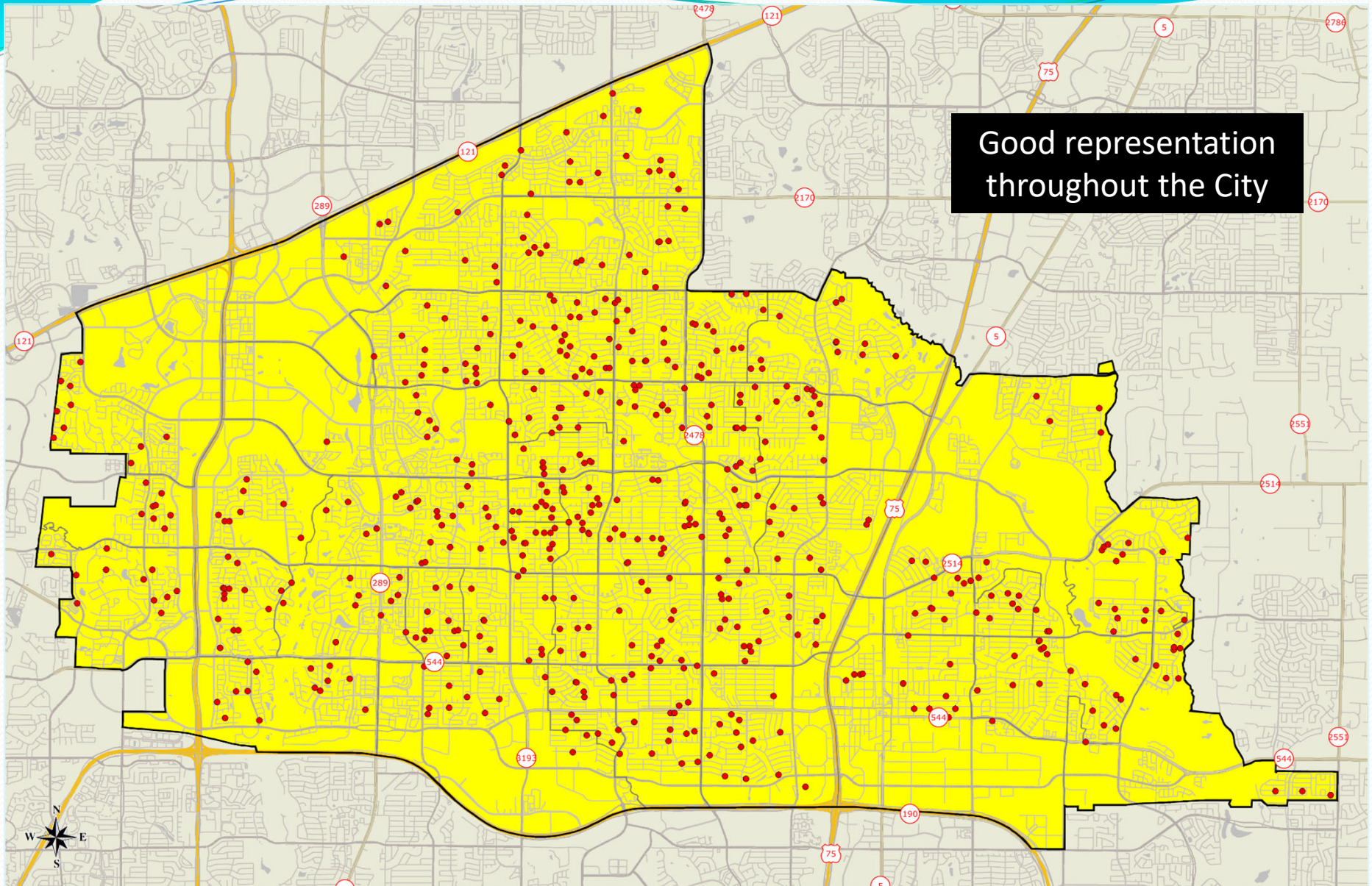
- ☐ goal number of surveys: 400
- ☐ goal far exceeded: 590 completed surveys
- ☐ demographics of survey respondents accurately reflects the actual population of the City

- **Confidence level: 95%**

- **Margin of error: +/- 4% overall**



# Location of Survey Respondents



**City of Plano 2019 Citizen Satisfaction Survey**



# Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City**
  - ❑ 95% are satisfied with overall quality of services provided by the City
  - ❑ 92% are satisfied with overall quality of life in the City
- **The City Is Moving in the Right Direction**
  - ❑ Satisfaction ratings have increased or stayed the same in 35 of 45 areas since 2017
- **Satisfaction with City Services Is Much Higher in Plano Than Other Communities**
  - ❑ Plano rated above the U.S. Average in 24 of the 26 areas that were compared
  - ❑ Satisfaction with the Overall Quality of City Services rated 47% above the U.S. Average
  - ❑ Satisfaction with Customer Service from City Employees rated 41% above the U.S. Average
- **Top Overall Priorities for the City:**
  - ❑ Maintenance of City Streets and Sidewalks
  - ❑ Police Services

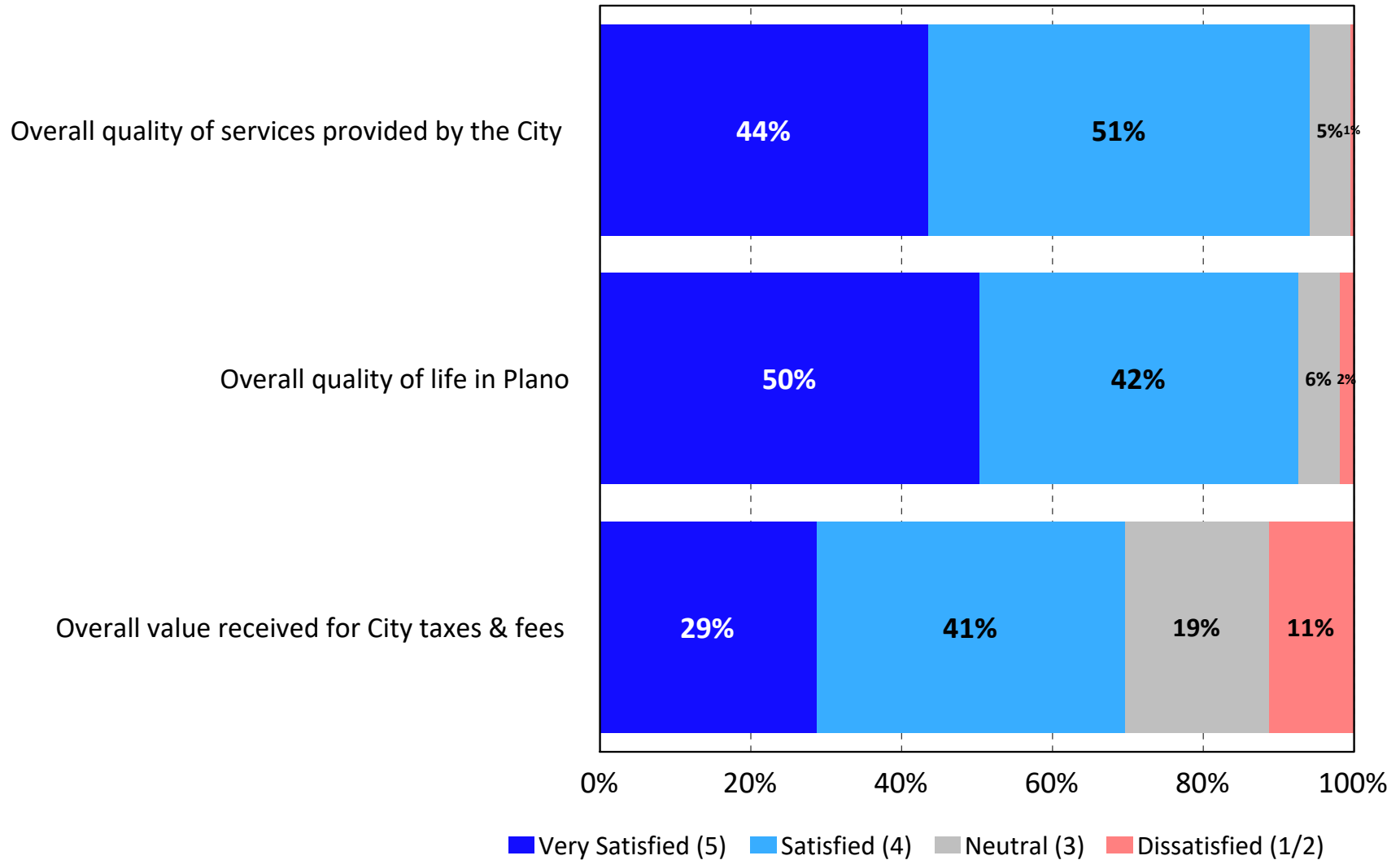
## **Major Finding #1**

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



### Q3. Satisfaction with Perceptions of the City

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

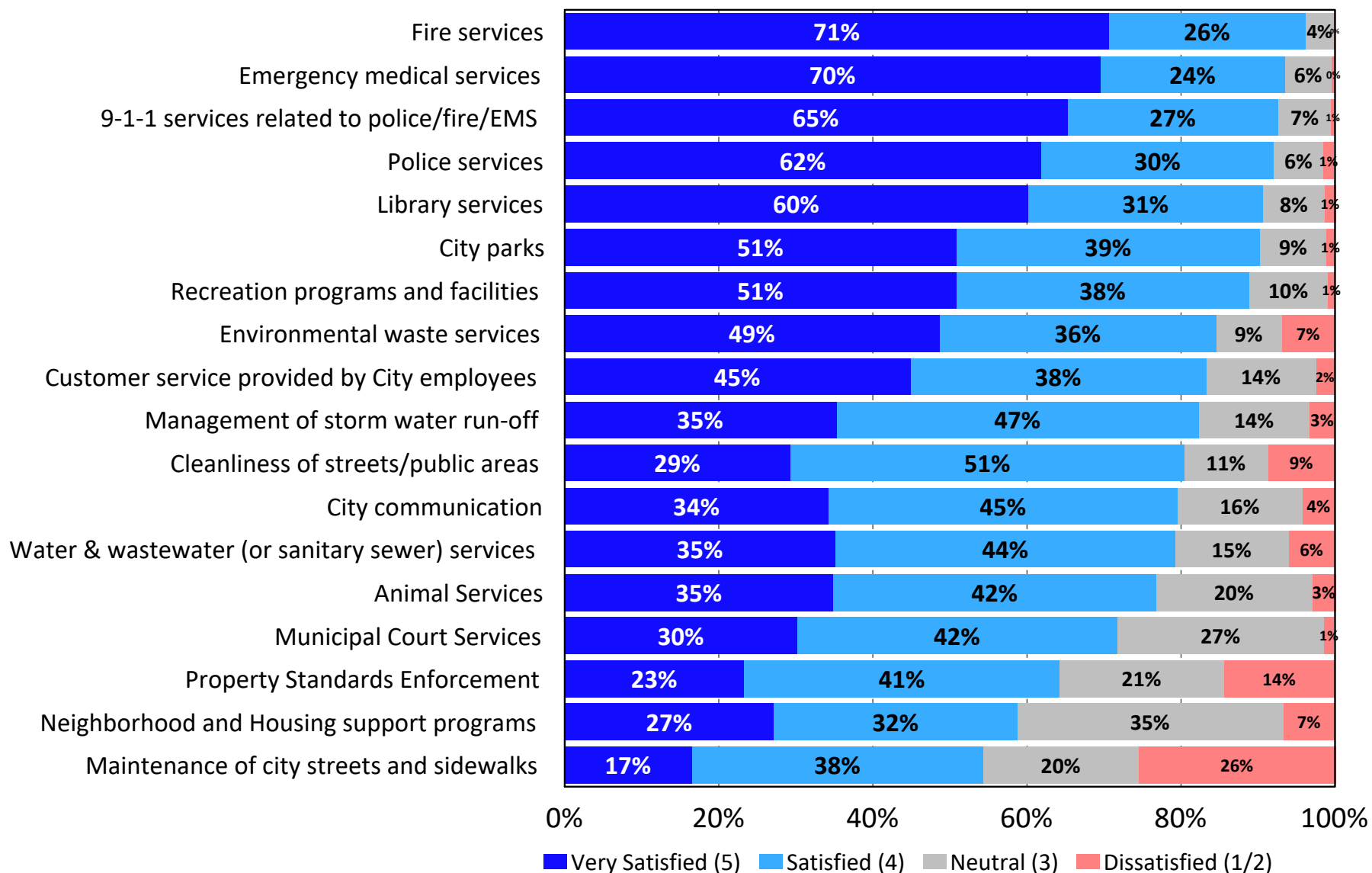


Source: ETC Institute (2019 City of Plano Citizen Survey)

**95% of Residents Are Satisfied with the Overall Quality of Services Provided by the City;  
Only 1% Are Dissatisfied**

# Q1. Satisfaction with Overall City Services

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

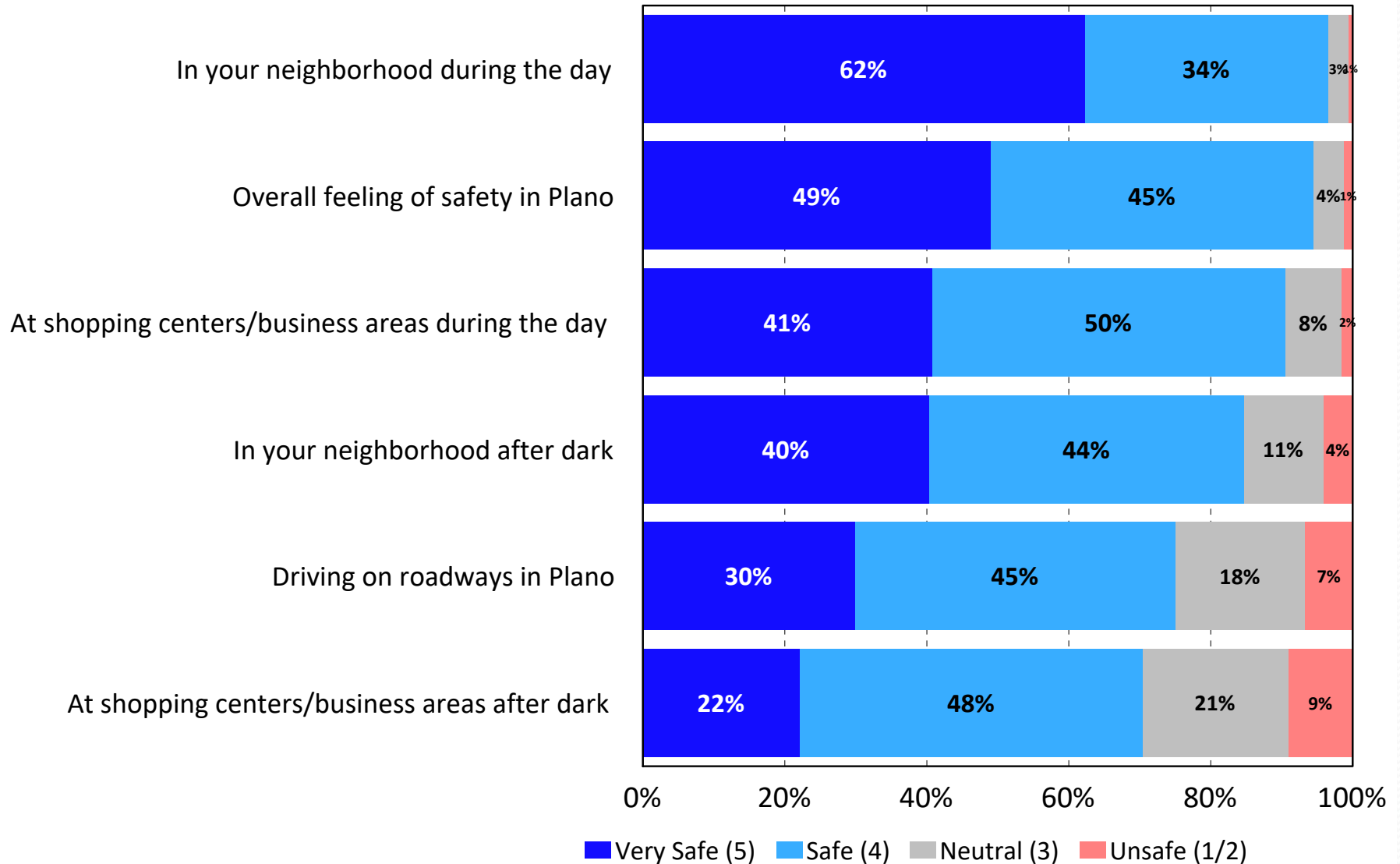


Source: ETC Institute (2019 City of Plano Citizen Survey)

**All City Services Received High Ratings**

## Q7. How Safe Do You Feel:

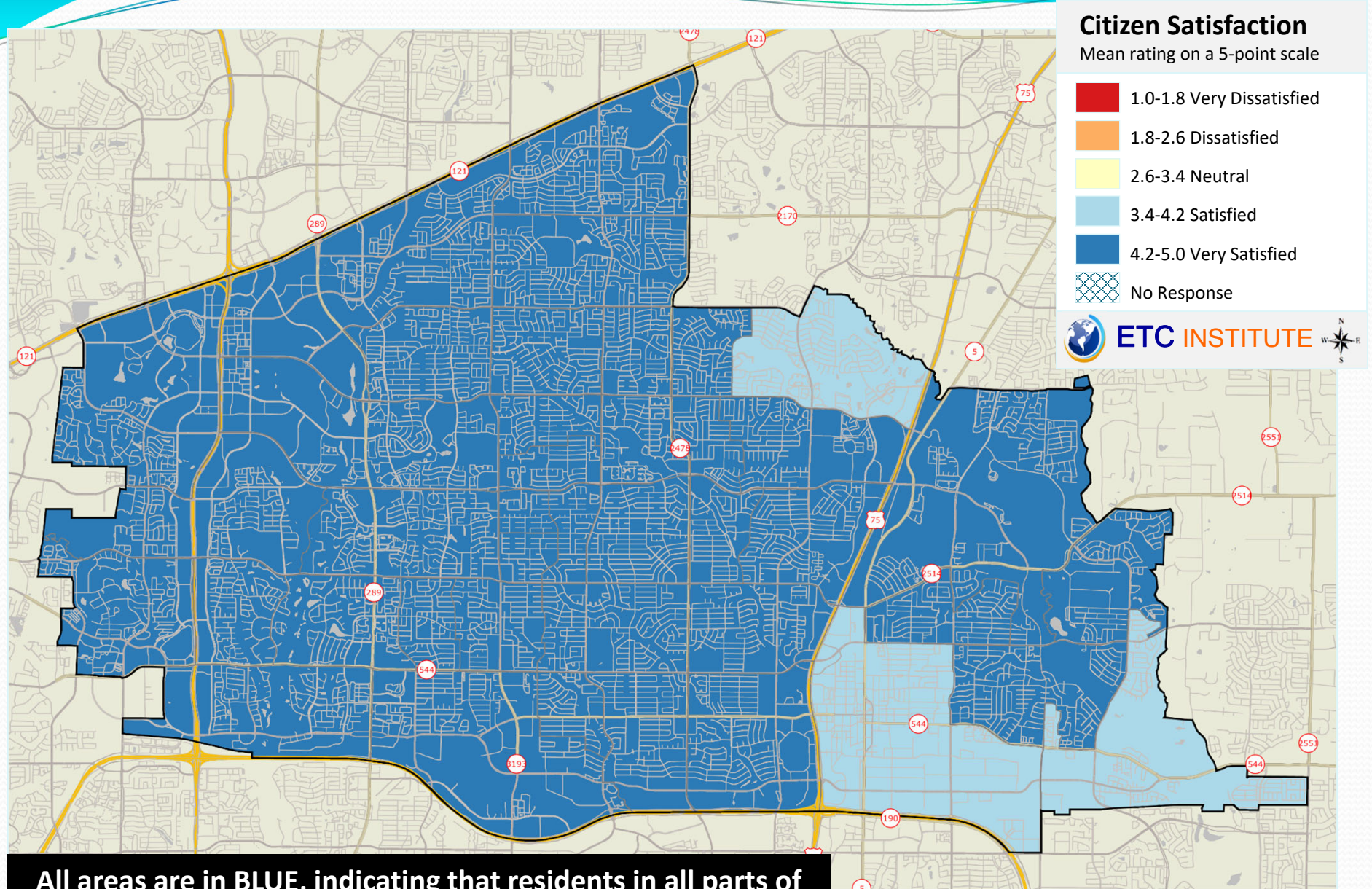
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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



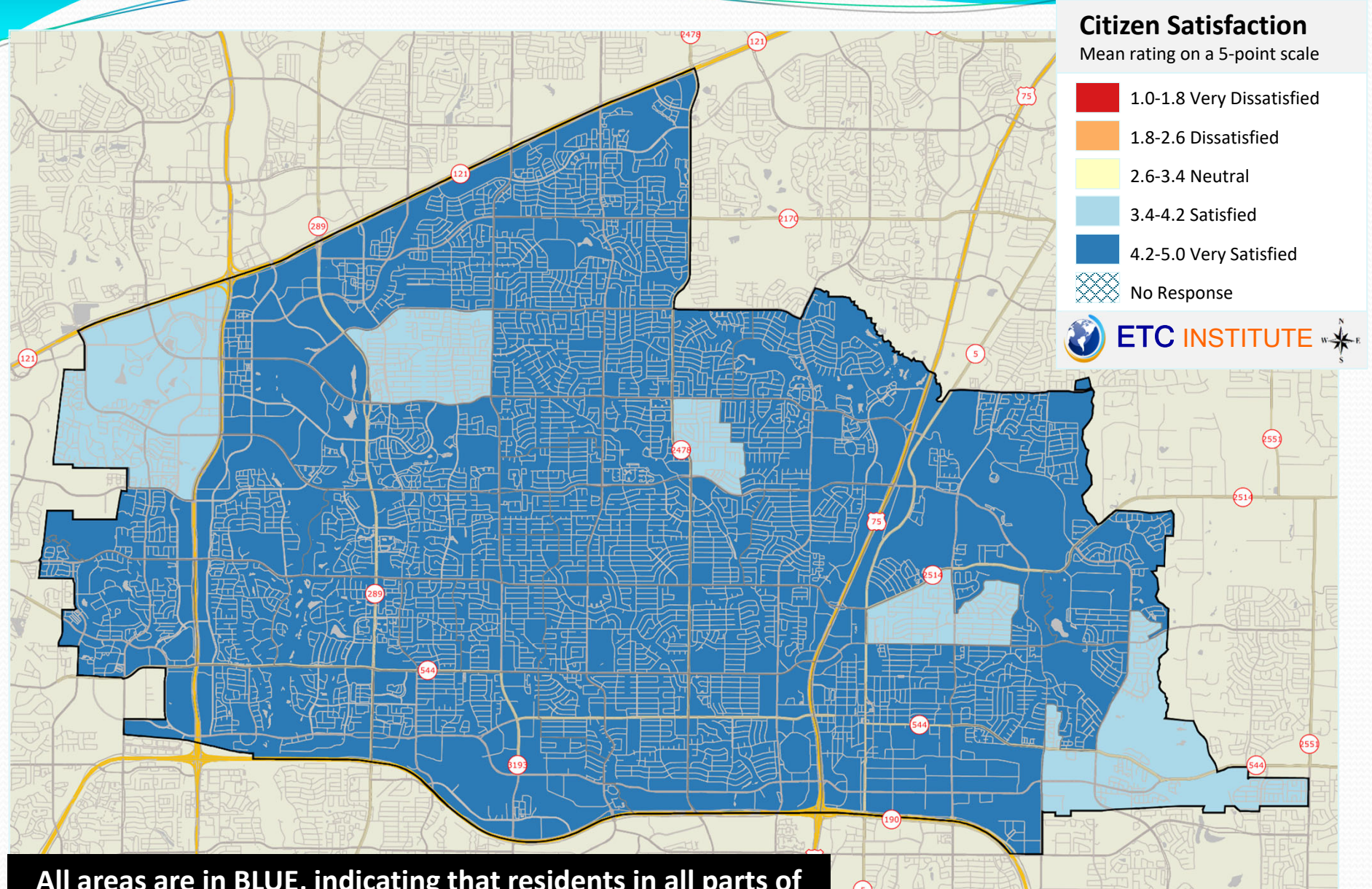
# Overall Quality of Services Provided by the City of Plano



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



# Overall Quality of Life in Plano



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

## **Major Finding #2**

**The City Is Moving in the Right  
Direction**





# Trend Analysis

**Since 2017 the Satisfaction Ratings Have...**

- **Increased in 28 of 45 areas**
- **Stayed the Same in 7 of 45 areas**
- **Decreased in 10 of 45 areas**

# Trend Analysis

## Satisfaction Increases of 5% or More Since 2017

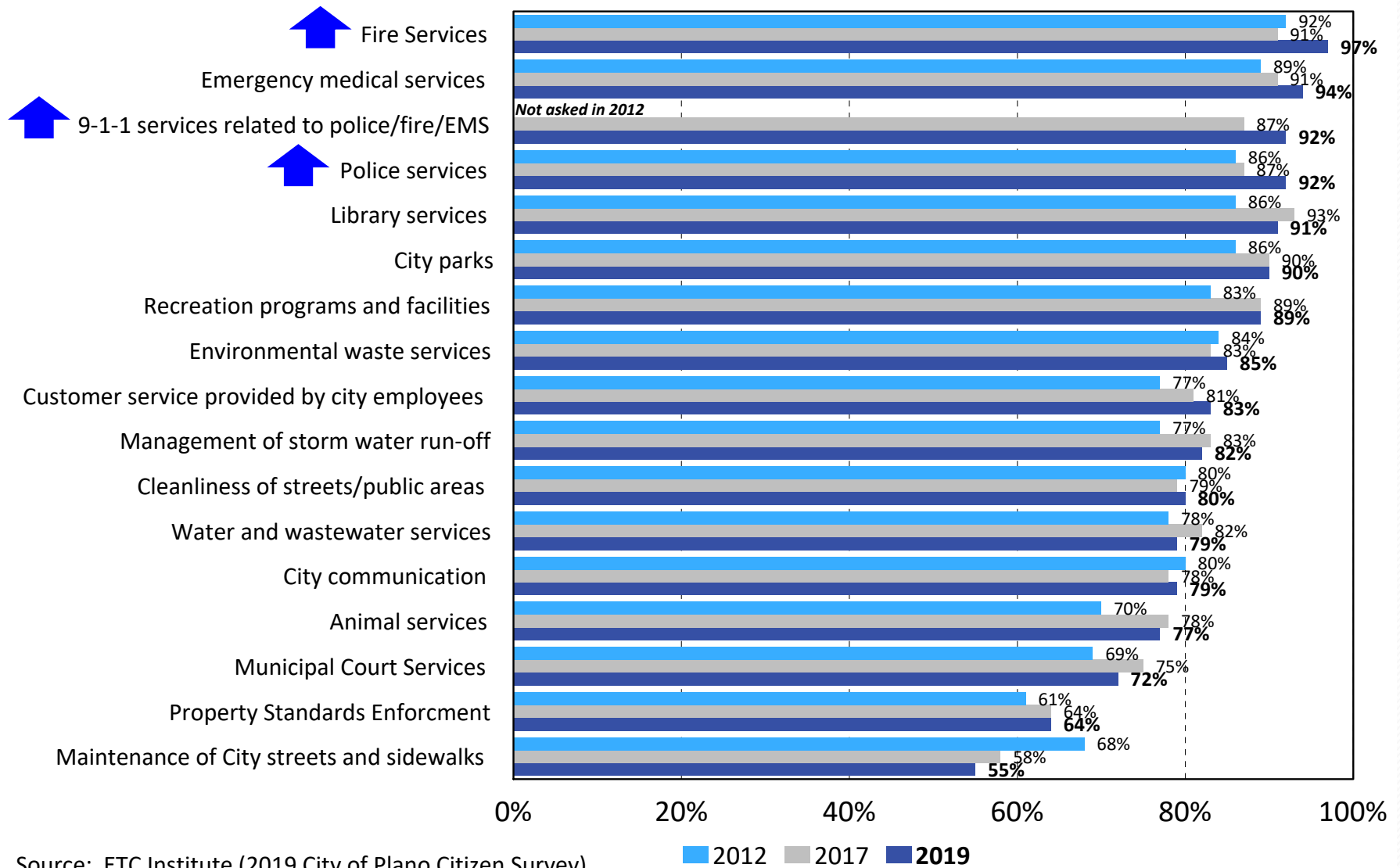
- ☐ Fire services (+6%)
- ☐ Pedestrian safety (+6%)
- ☐ DART service (+6%)
- ☐ Police services (+5%)
- ☐ 911 services related to police/fire/EMS (+5%)
- ☐ Value received for City taxes and fees (+5%)
- ☐ Availability of information about gov. operations (+5%)
- ☐ Feeling of safety in your neighborhood after dark (+5%)
- ☐ Traffic signal system (+5%)

There Have Been *No Decreases* of 5% or More Since 2017

# 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)



**Significant Increases From 2017:**



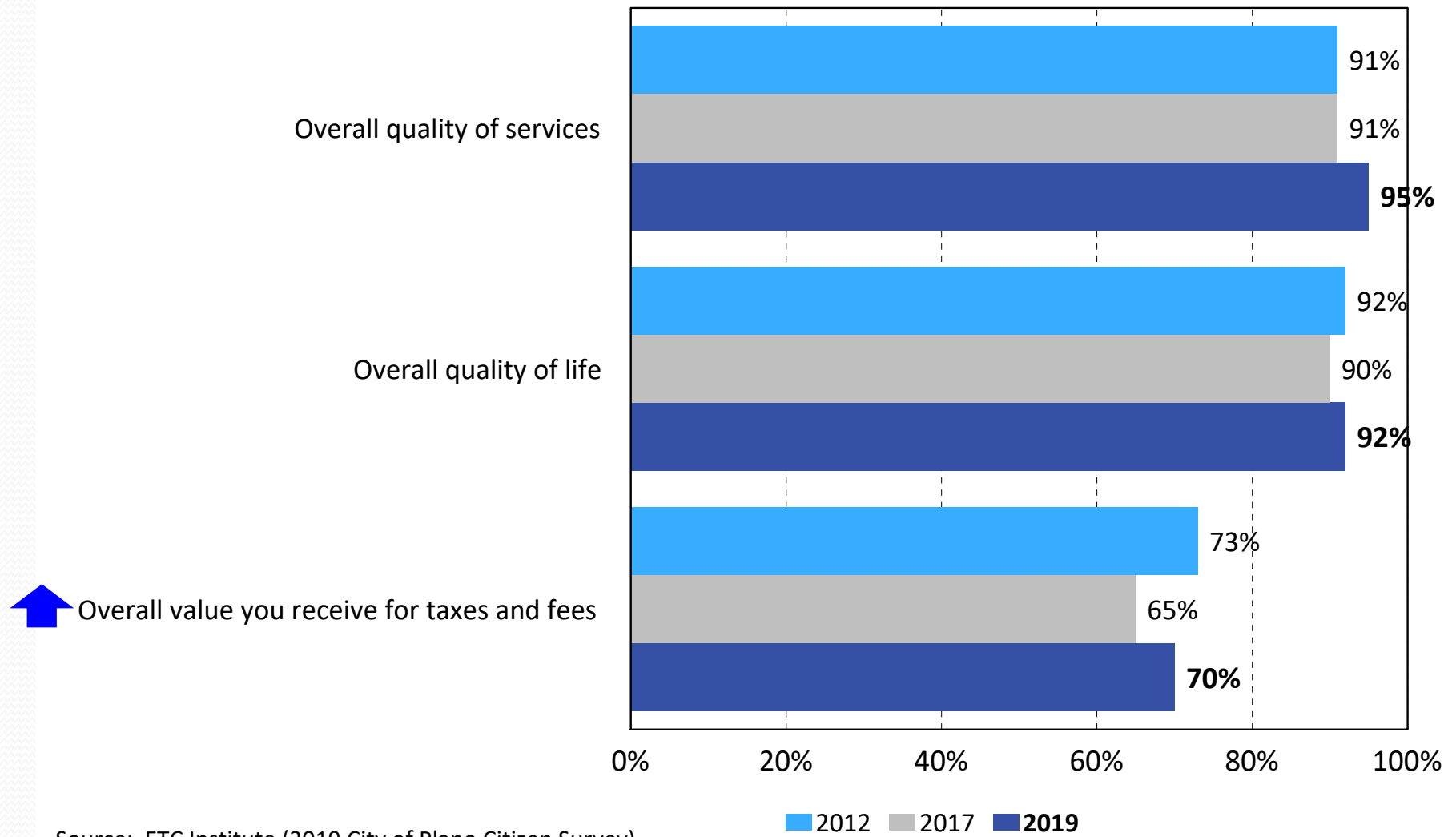
**Significant Decreases From 2017:**





# 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)



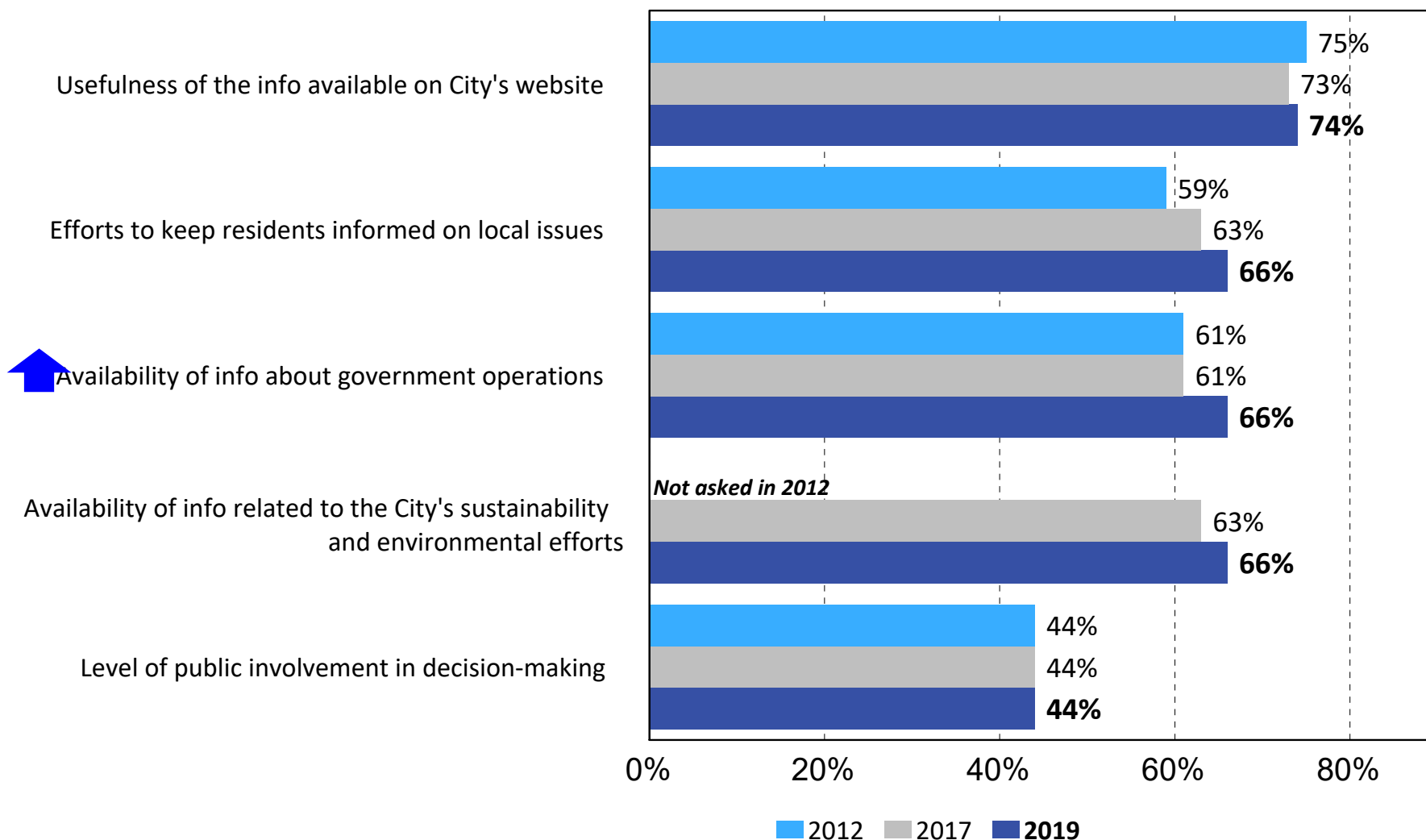
Source: ETC Institute (2019 City of Plano Citizen Survey)

**Significant Increases From 2017:** ↑

**Significant Decreases From 2017:** ↓

# 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)



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

**Significant Increases From 2017:**

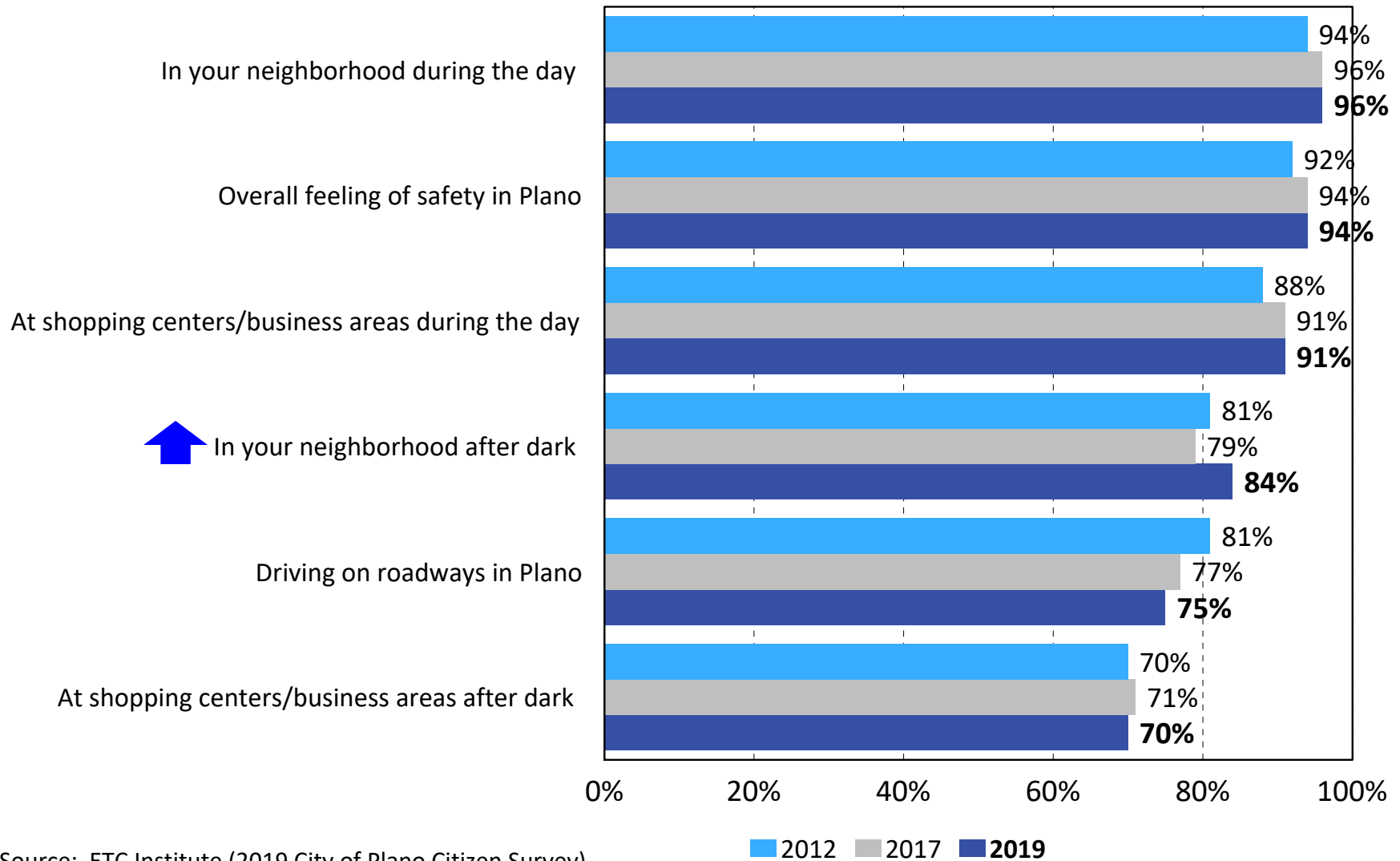


**Significant Decreases From 2017:**



# 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)



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

**Significant Increases From 2017:**



**Significant Decreases From 2017:**





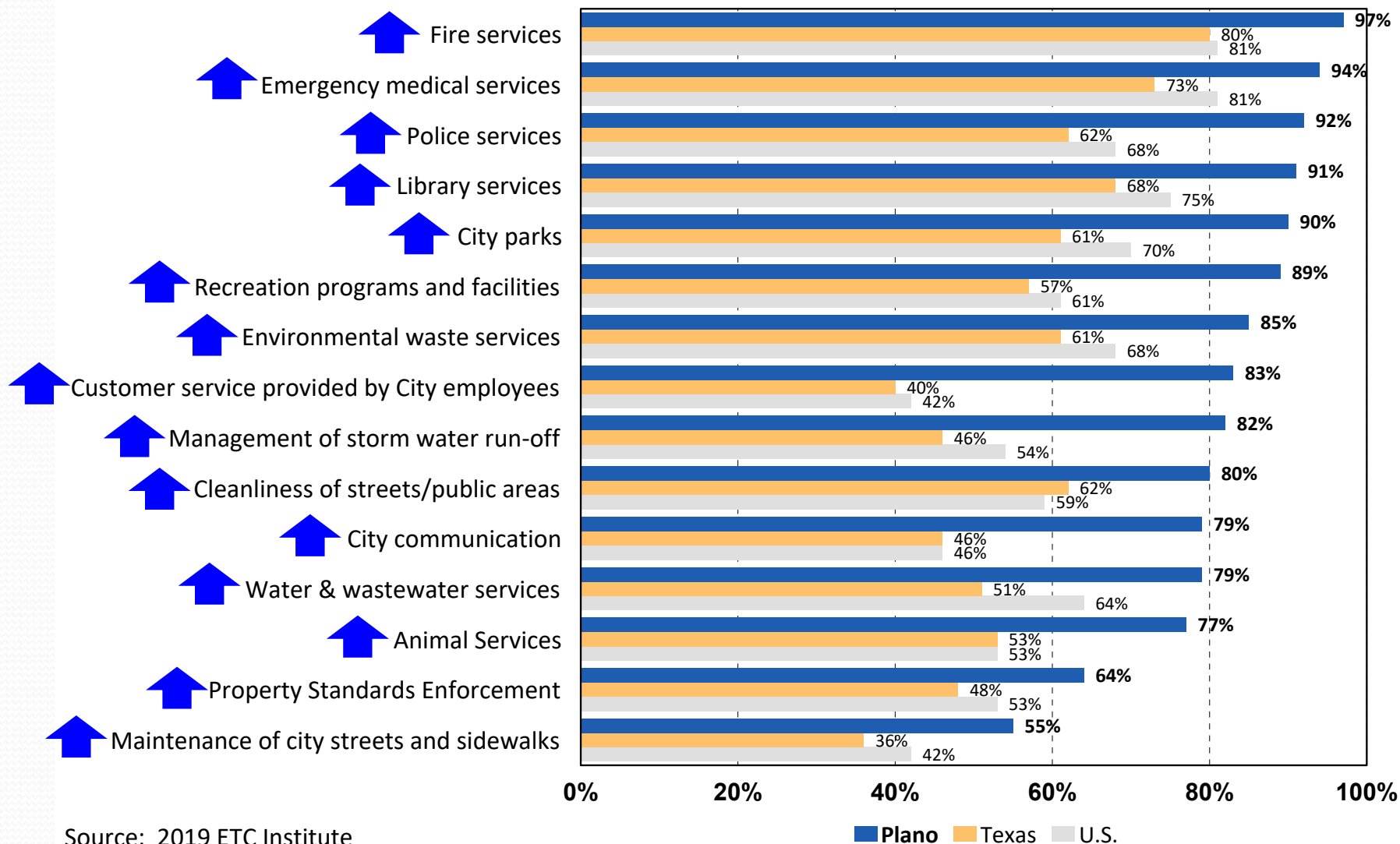
## **Major Finding #3**

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

# Overall Satisfaction with Major City Services

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

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

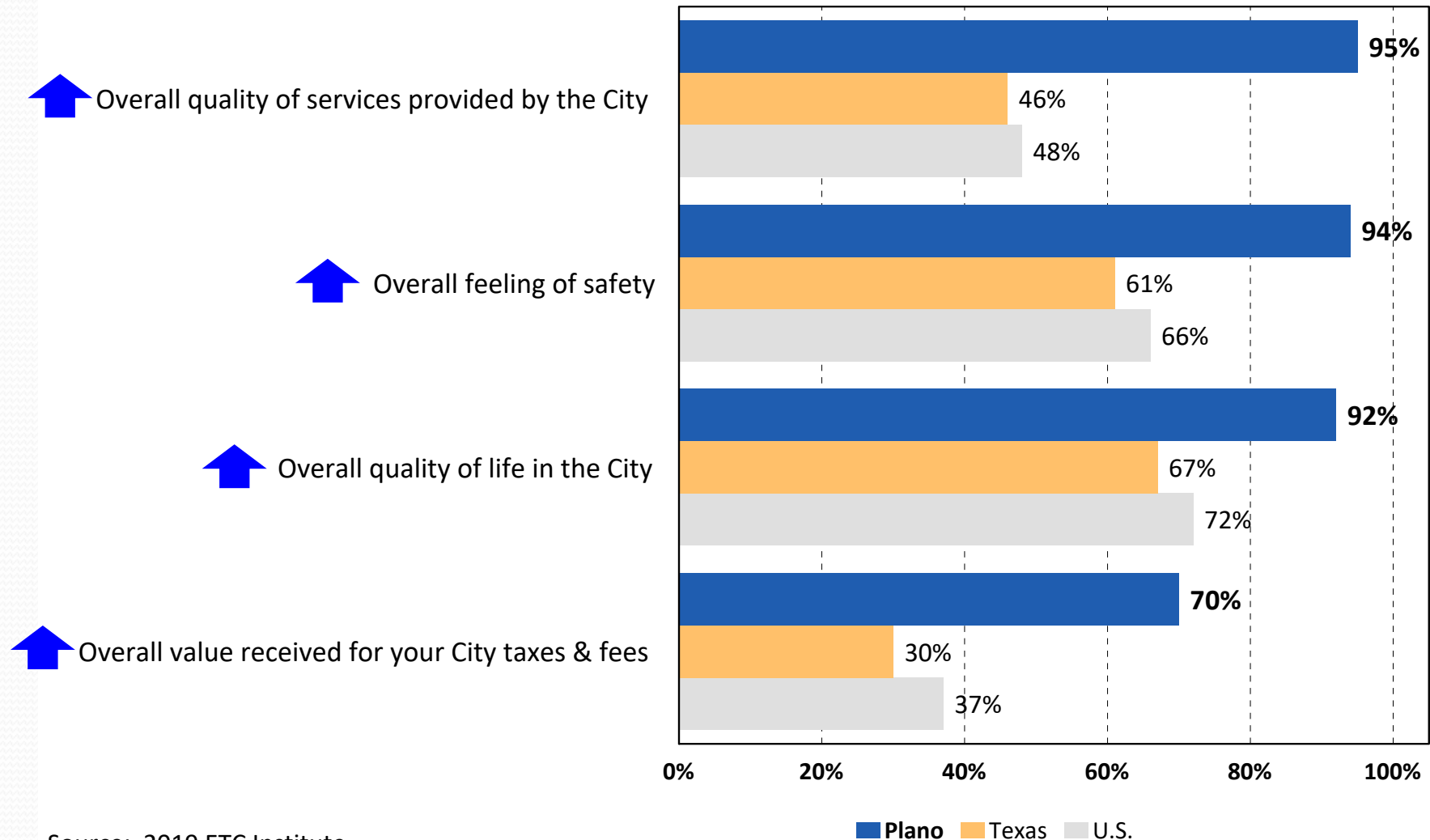


**Plano Rates Significantly Higher Than the National Average in All 15 Major Categories of City Services**

# Satisfaction with Perceptions of the City

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

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

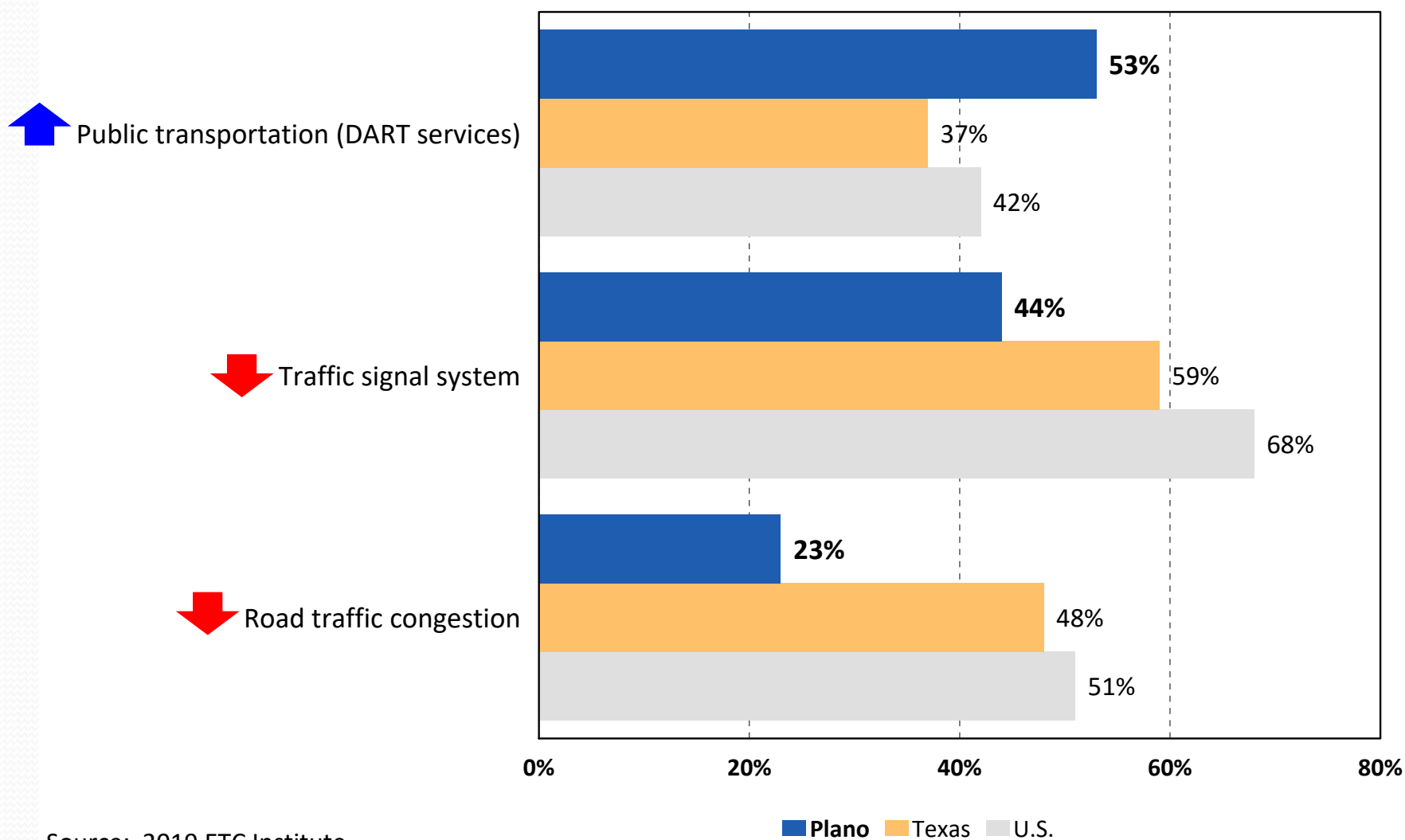


**Plano Rates Significantly Higher Than Other Cities Regarding Overall City Services, Feeling of Safety, Quality of Life, and Value for Taxes and Fees**



# 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 (excluding don't knows)



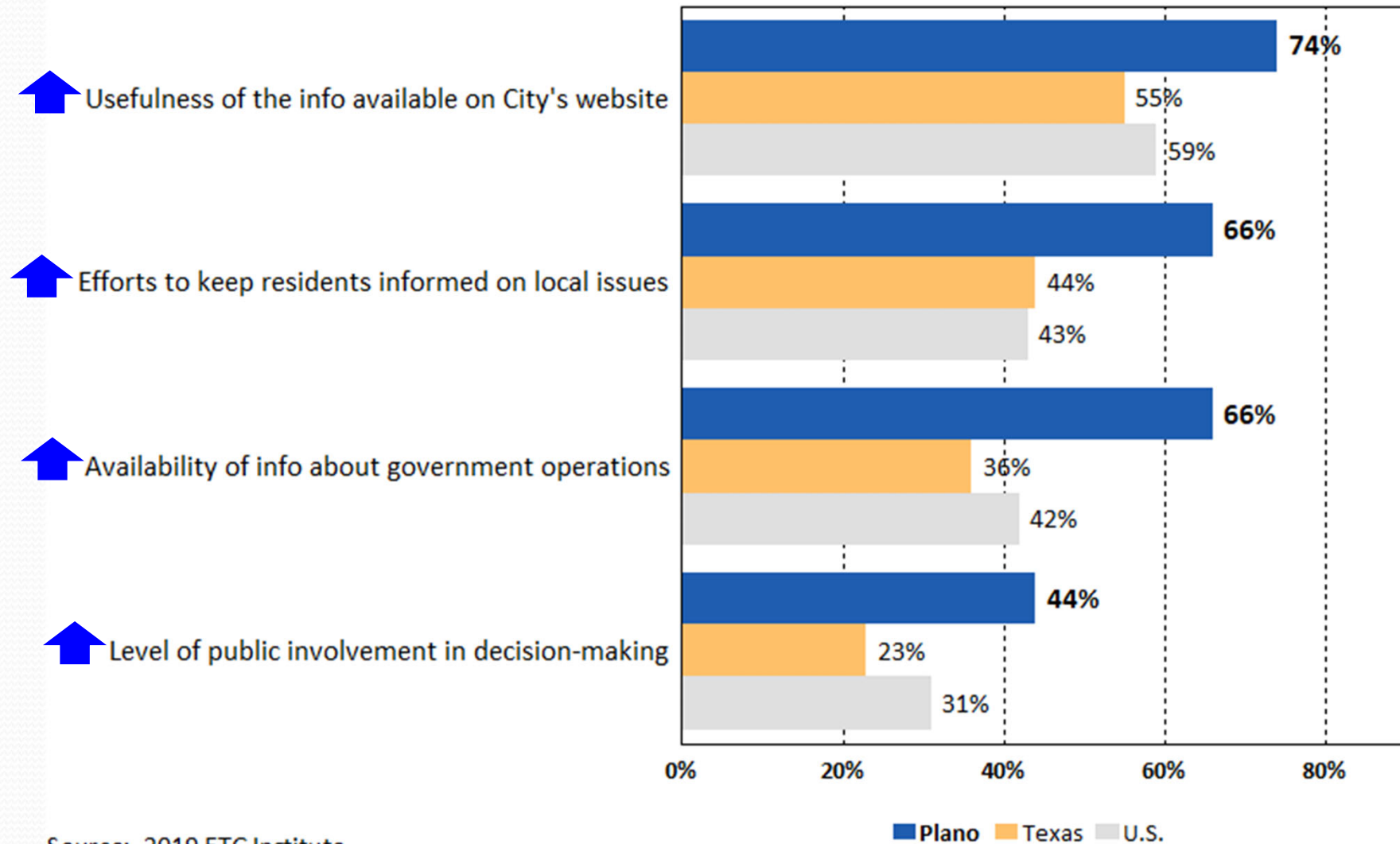
Source: 2019 ETC Institute

**Plano Rates Lower Than the National Average in Traffic Congestion**

# Overall Satisfaction with Communication

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

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



Compared to Other Cities, Plano Does a Much Better Job Communicating with Residents

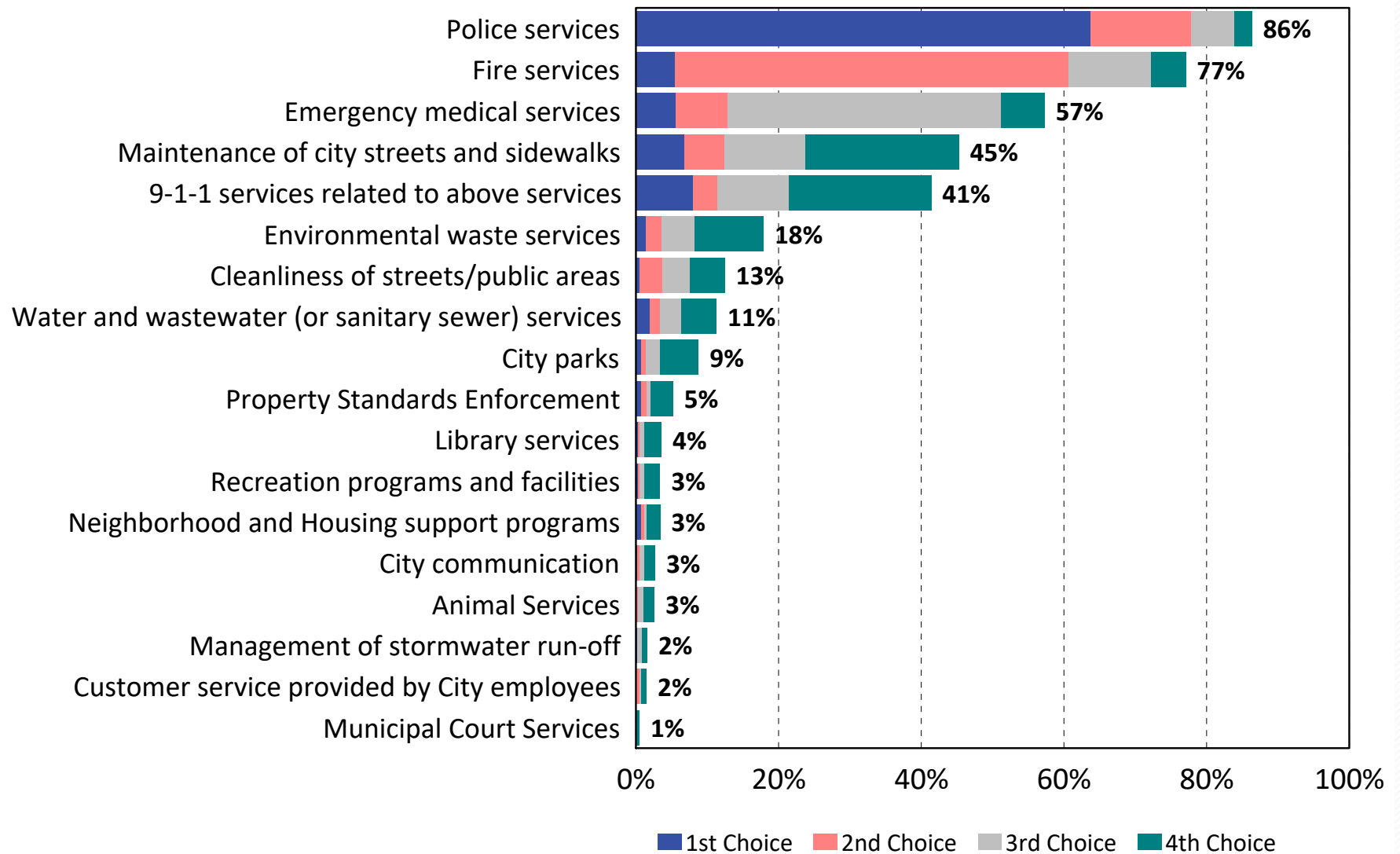
## **Major Finding #4**

### **Top Priorities for Investment**



## 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



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

# Importance-Satisfaction Rating

City of Plano, Texas

## Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of city streets and sidewalks	45%	4	54%	18	0.2066	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
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

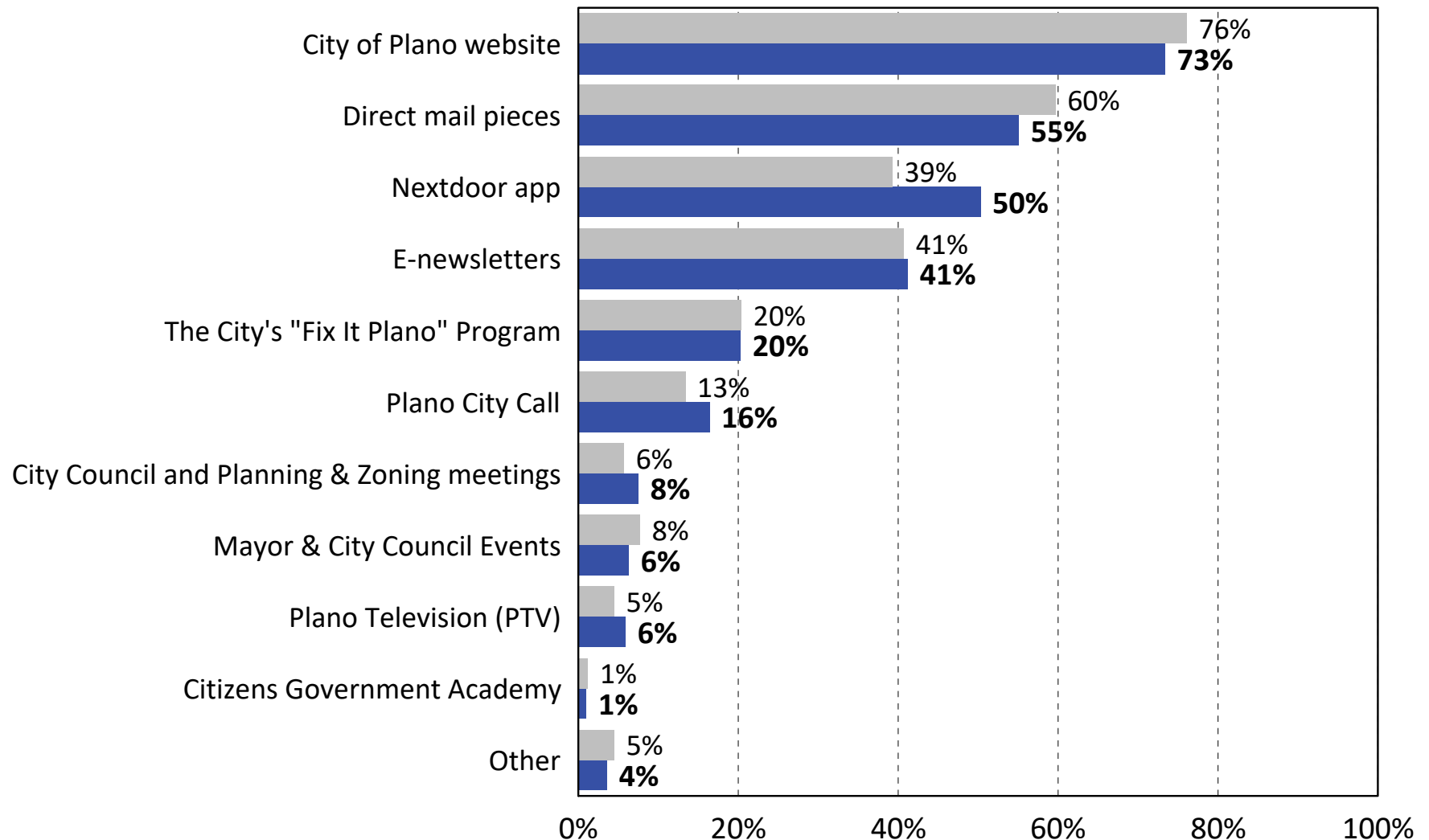
**Top Priorities:**

# ***Other Findings***



# 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)

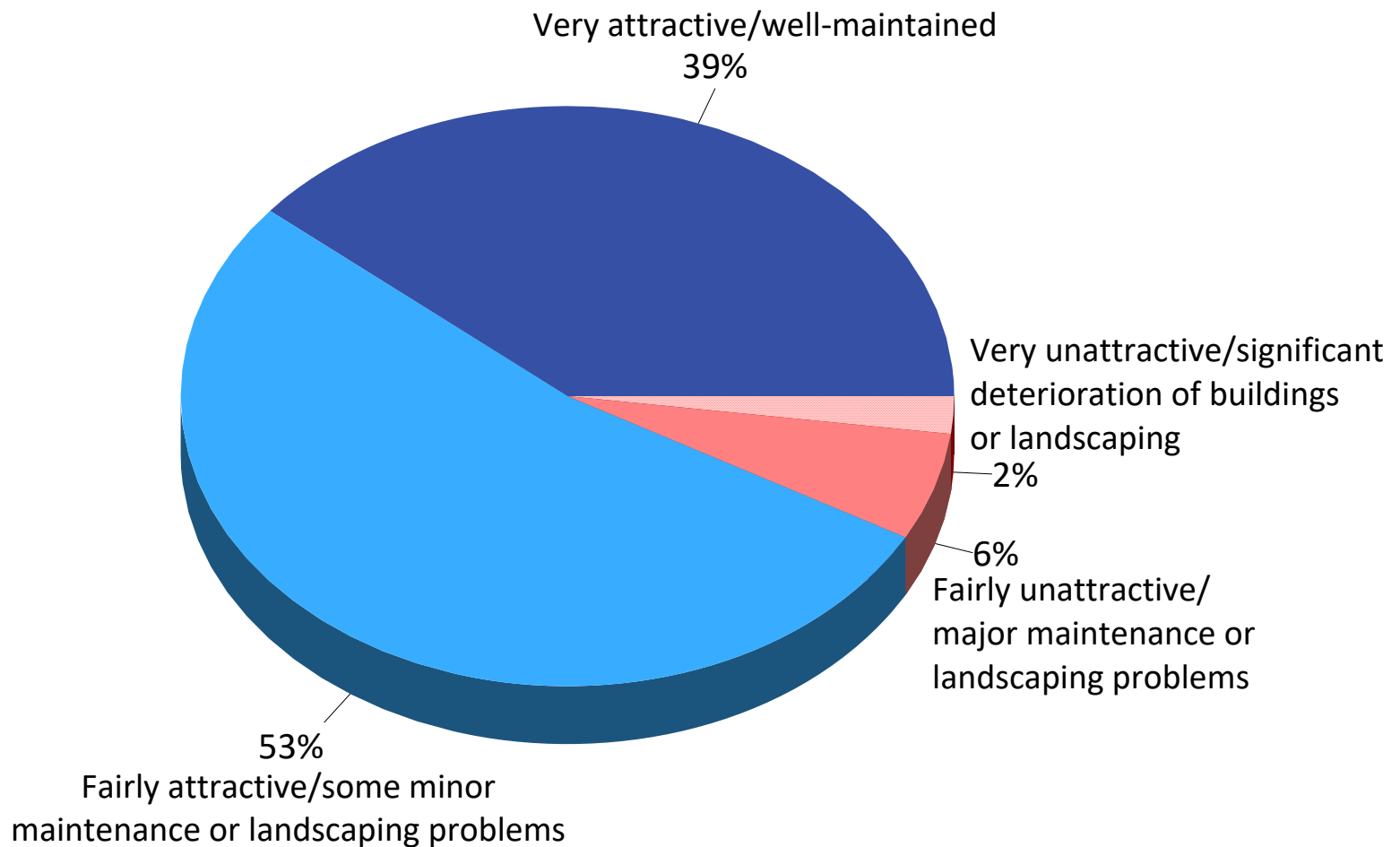


Source: ETC Institute (2019 City of Plano Citizen Survey)

■ 2017 ■ 2019

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

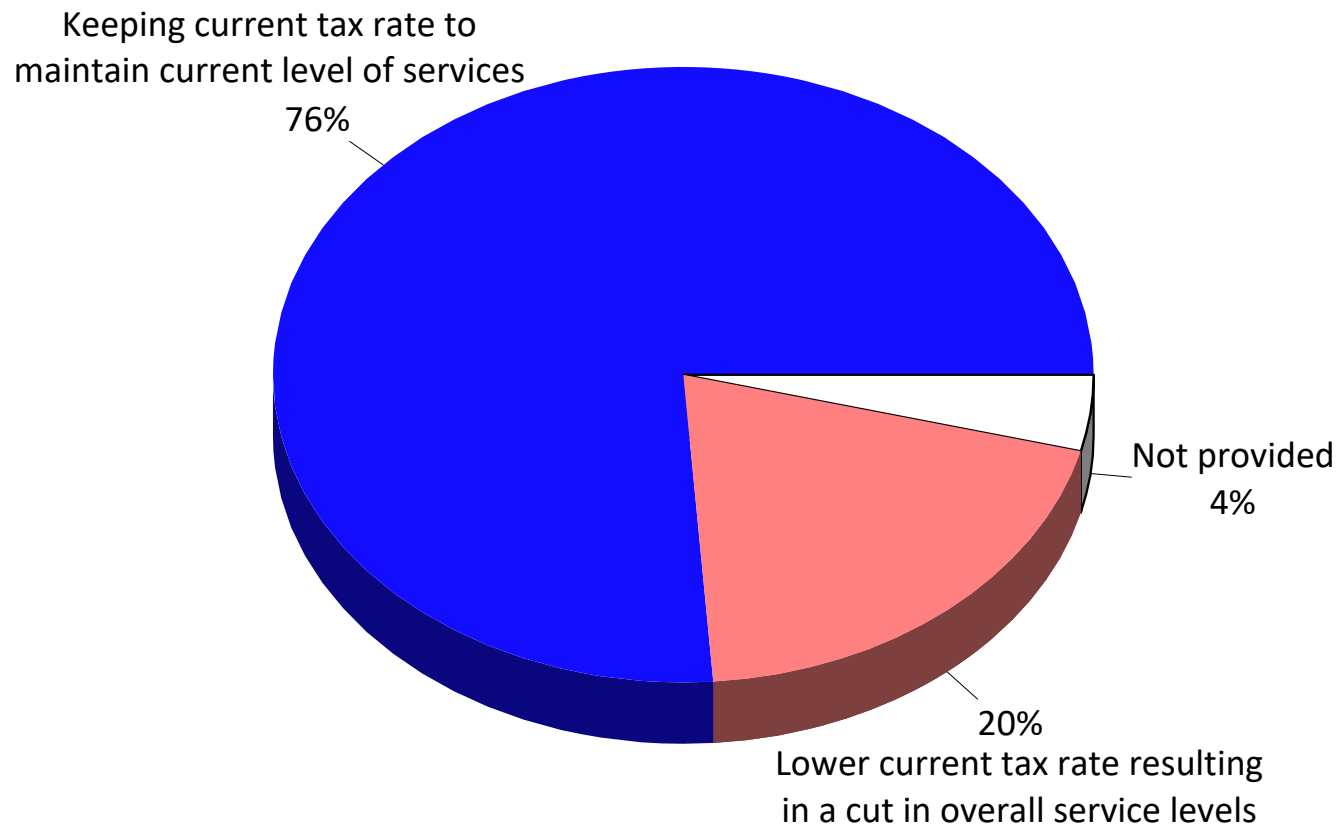
by percentage of respondents (excluding don't knows)



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

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

by percentage of respondents

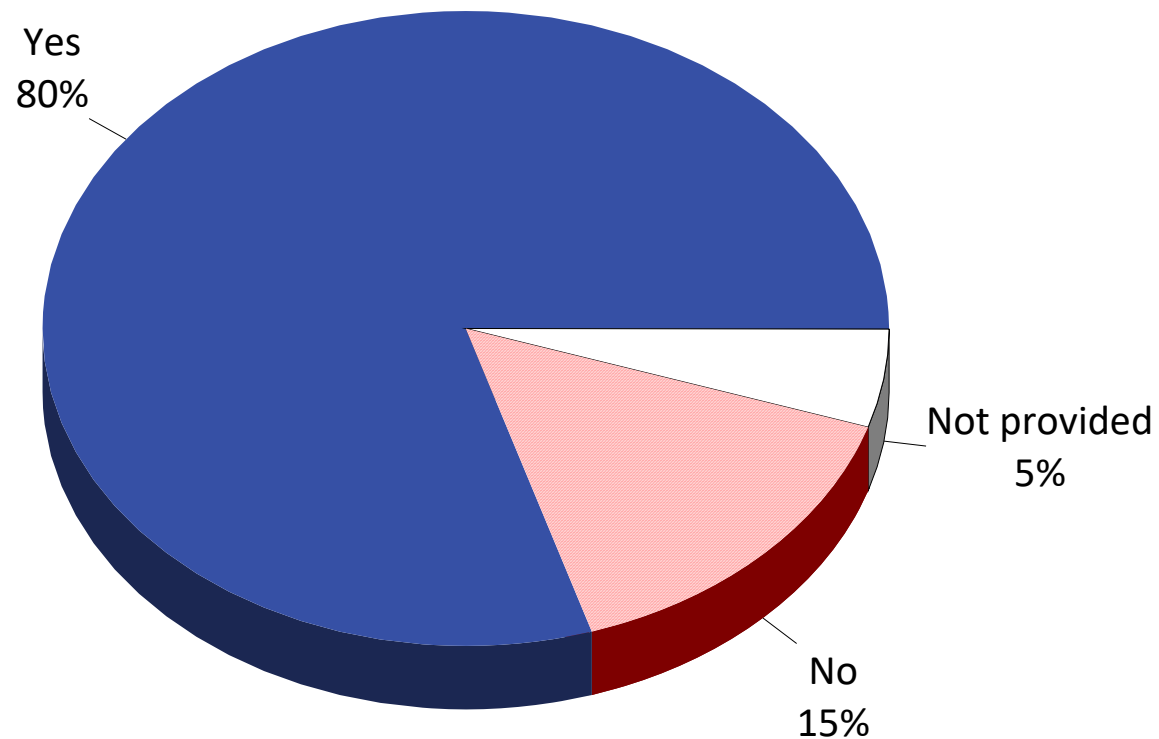


Source: ETC Institute (2019 City of Plano Citizen Survey)

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

**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

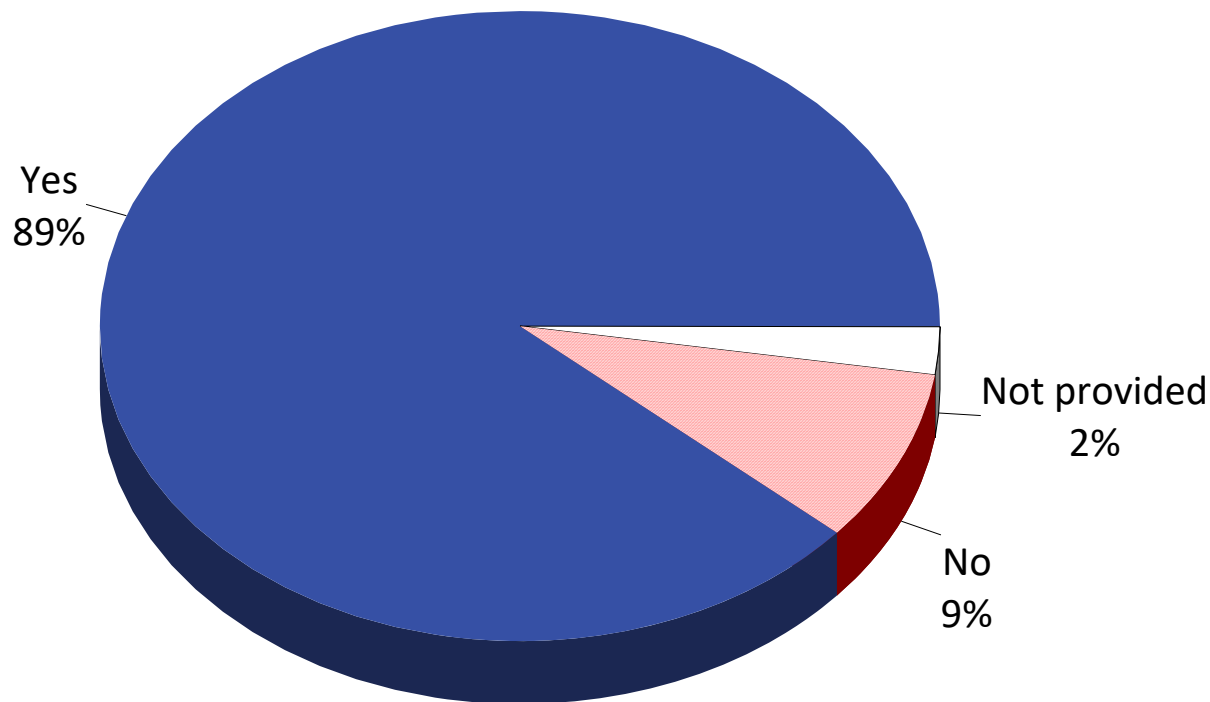


Source: ETC Institute (2019 City of Plano Citizen Survey)



## 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



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

# *Summary*

# Summary

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# Questions?

THANK YOU!!