



THE NCSTM
The National Citizen SurveyTM

McKinney, TX

Community Livability Report

DRAFT
2017



2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863



777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

About..... 1

Quality of Life in McKinney 2

Community Characteristics 3

Governance 5

Participation 7

Special Topics..... 9

Conclusions 12



The National Citizen Survey™
© 2001-2017 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About

The National Citizen Survey™ (The NCS) report is about the “livability” of McKinney. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

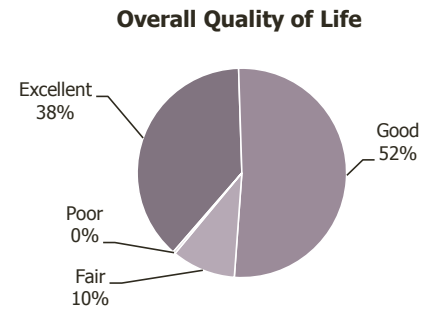
The Community Livability Report provides the opinions of a representative sample of 296 residents of the City of McKinney. The margin of error around any reported percentage is 6% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in McKinney

A vast majority of residents rated the quality of life in McKinney as excellent or good. This was similar to quality of life ratings seen in other jurisdictions across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.



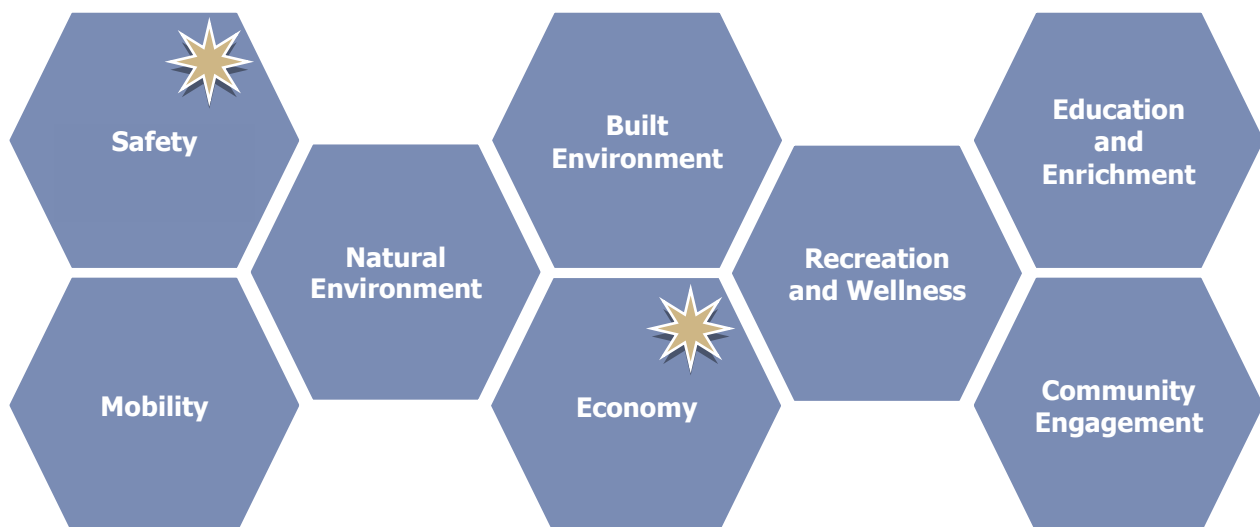
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the McKinney community in the coming two years. Ratings for all facets were positive and similar to other communities. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for McKinney’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



Community Characteristics

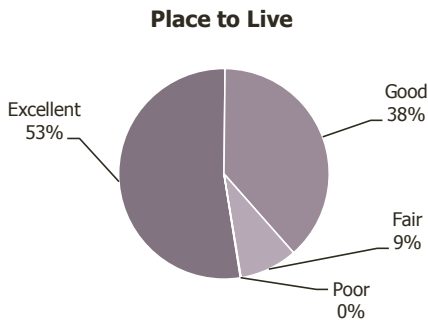
What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of McKinney, 91% rated the City as an excellent or good place to live. Respondents' ratings of McKinney as a place to live were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including McKinney as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of McKinney and its overall appearance. About 9 in 10 respondents positively rated the City as a place to raise children and the overall image and reputation of McKinney; both of these ratings were similar to the national benchmark comparisons. Eighty-seven percent of residents positively rated their neighborhoods as places to live and the overall appearance of McKinney and about three-quarters of residents awarded high marks to the City as a place to retire, which were all similar to ratings seen in comparison communities.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Residents' ratings within the pillar of Community Characteristics varied, but tended to be similar to or higher than the national comparisons. About 9 in 10 residents gave excellent or good ratings to the overall feeling of Safety in McKinney, and a similar proportion reported feeling safe in their neighborhood and in the downtown/commercial area during the day. Within Mobility, about half of residents or more positively rated most Mobility measures, including the overall ease of travel in the City (80%) and traffic flow on major streets (62%); these measures tended to be similar to the national benchmarks. The only exception was the ease of travel by public transportation, which received positive ratings from about one in five participants and was lower than ratings seen in comparison communities. About two-thirds of respondents or more positively rated the overall built environment, housing options, the quality of new development and public places where people like to spend time. Residents' evaluations of the quality of new development and housing options were higher in McKinney than in benchmark communities. About four in five respondents positively rated the overall economic health of McKinney and the vibrancy of the downtown/commercial area (which were both higher than the benchmark) and about 7 in 10 gave favorable marks to the quality of business and service establishments, the

City as a place to visit and McKinney as a place to work. Within Recreation and Wellness, about 7 in 10 respondents or more positively rated overall health and wellness opportunities, the availability of affordability quality food, recreational opportunities and fitness opportunities. Furthermore, ratings for the availability of affordable quality mental health care, health care and preventive health services were higher in McKinney than in other communities across the country. Ratings within Education and Enrichment also tended to be strong: adult educational opportunities, K-12 education and the availability of affordable quality child care/preschool were all higher than the national benchmark comparisons.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



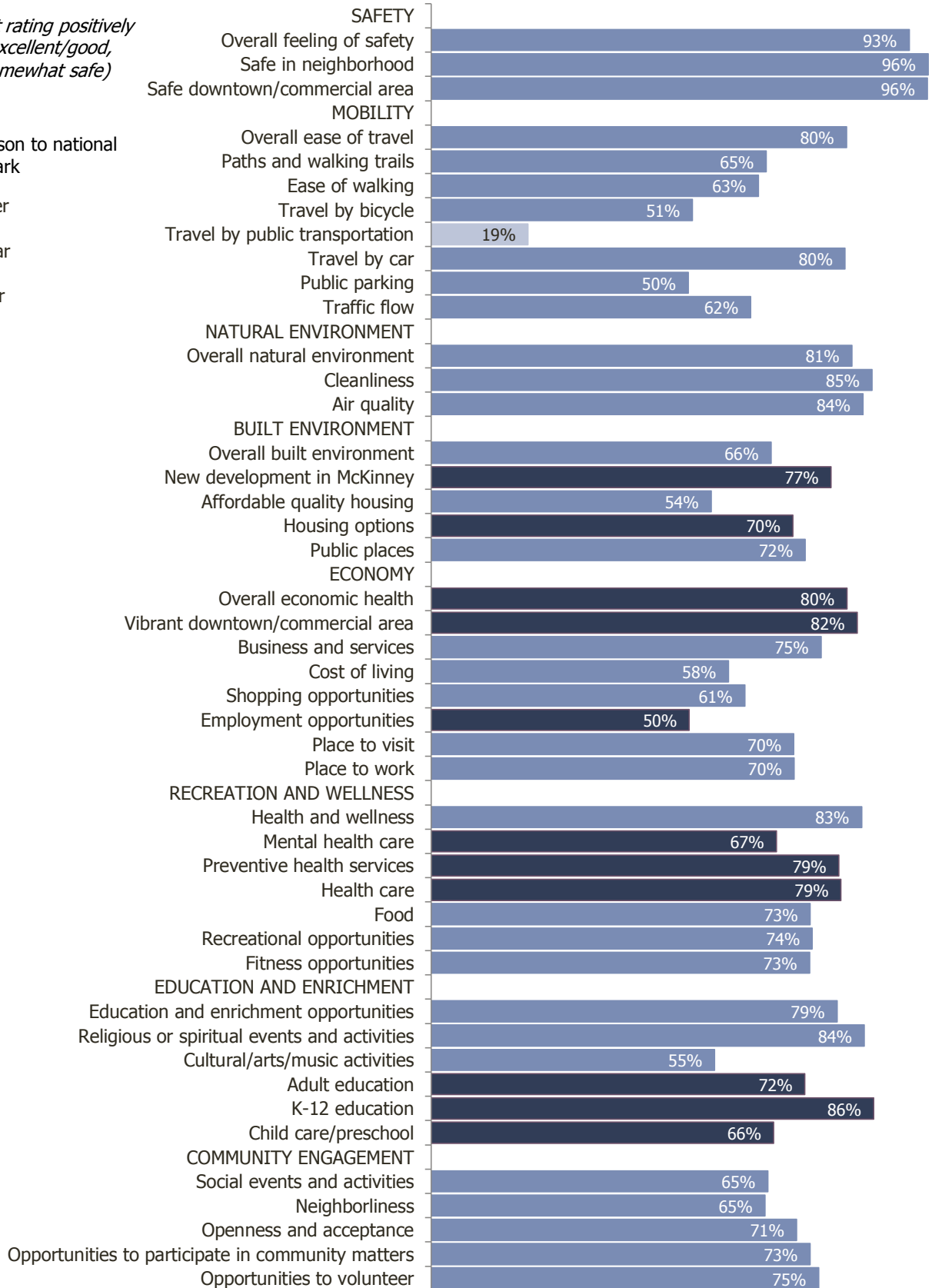
The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

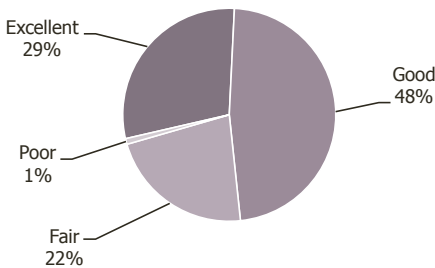
How well does the government of McKinney meet the needs and expectations of its residents?

The overall quality of the services provided by McKinney as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About three-quarter of survey participants gave excellent or good ratings to the overall quality of services provided by the City; in comparison, about 4 in 10 positively rated services provided by the Federal Government. Both of these measures were similar to the national benchmark comparisons.

Survey respondents also rated various aspects of McKinney’s leadership and governance. Ratings for aspects of the City’s leadership and governance tended to be similar to ratings seen in comparison communities; the only exception was the job the City does at treating all residents fairly, which was positively rated by about two-thirds of respondents and was higher than the national benchmark. About three-quarters of participants awarded high marks to the overall customer service provided by City employees and the overall direction McKinney is taking. All other aspects of McKinney’s governance received excellent or good ratings from about half of respondents or more.

Respondents evaluated over 30 individual services and amenities available in McKinney. All McKinney services and amenities were given excellent or good ratings by a majority of respondents and were either similar to or higher than the national benchmark. All Safety-related services were positively rated by about 7 in 10 residents or more, and residents’ evaluations of crime prevention and animal control were higher than ratings seen in comparison communities. Within the facet of Mobility, both street repair and traffic enforcement received strong ratings that were higher than the national comparisons. McKinney residents also tended to give high marks to aspects of Built Environment: about four in five respondents favorably rated sewer services and the power utility, and ratings for storm drainage, land use planning and zoning and code enforcement were higher the benchmark. Economic development received positive ratings from about 7 in 10 respondents, which was higher than ratings seen in other communities across the nation. Services and amenities in Recreation and Wellness, Education and Enrichment and Community Engagement received positive ratings from about 7 in 10 participants or more, and ratings for health services were higher than the benchmark.

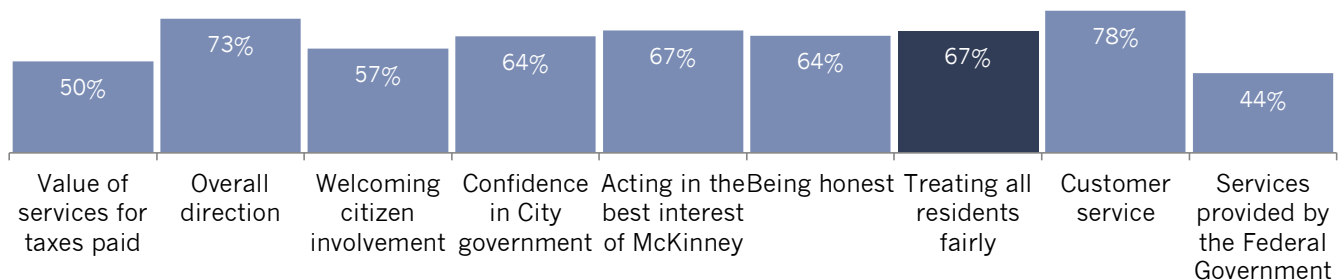
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



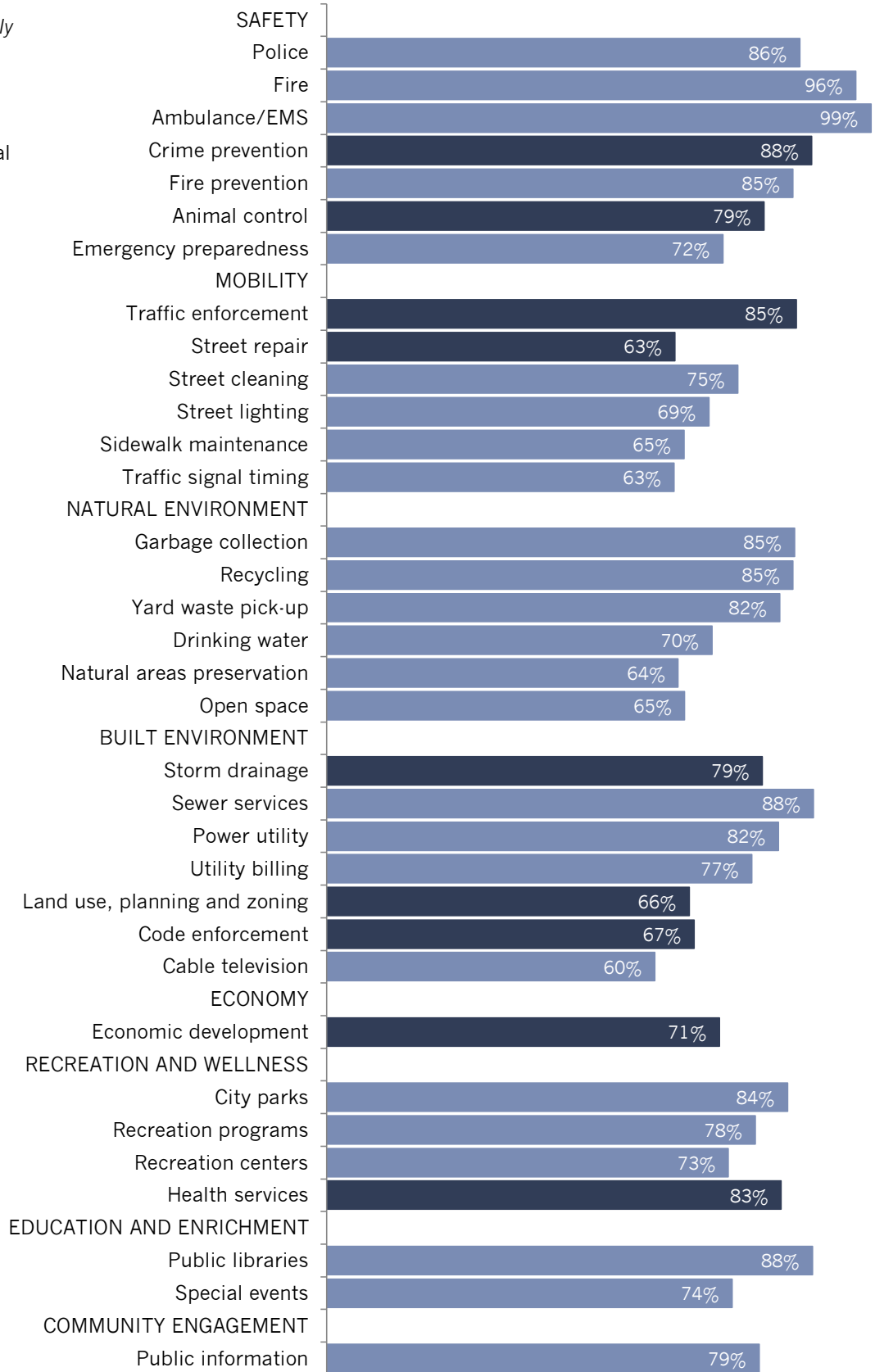
The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



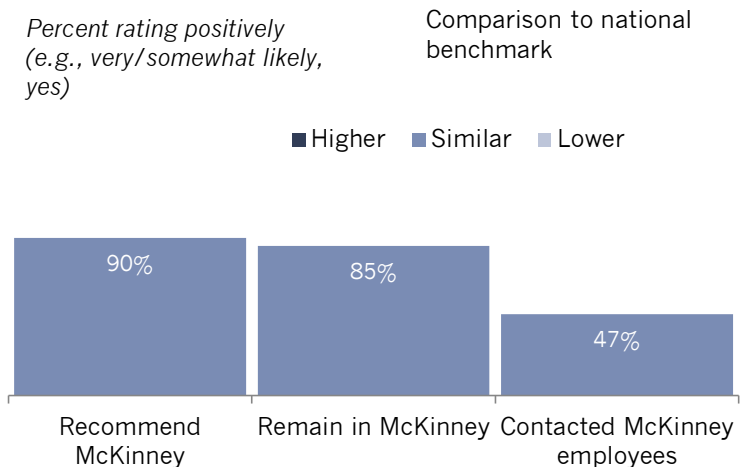
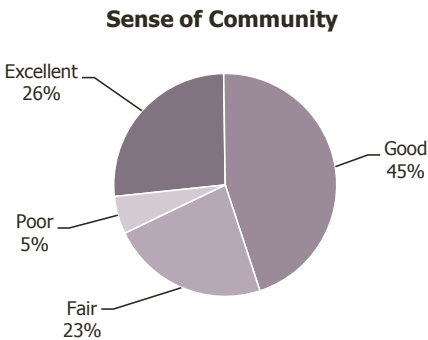
Participation

Are the residents of McKinney connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. Around 7 in 10 respondents gave high marks to the sense of community in McKinney, which was similar to ratings seen in other communities across the country. About 9 in 10 respondents said they would recommend living in McKinney to someone who asked, and 85% planned to remain living in the community for the coming five years. More than 4 in 10 respondents had contacted a City of McKinney employee in the 12 months prior to the survey, a rate that was similar to those seen in comparison communities.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Residents' reported levels of Participation were generally similar to rates seen in other communities nationwide. The only exceptions were the proportion of respondents who had participated in religious or spiritual activities in the 12 months prior to the survey, and the percent of residents who thought that the economy would have a positive impact on their income in the coming six months; these levels were higher than the national benchmark comparisons. Within Safety, around 9 in 10 were not the victim of a crime and about four in five respondents had not reported a crime in the 12 months prior the survey. A vast majority of residents reported making efforts to conserve water and recycle at home. Additionally, about 6 in 10 or more did not observe a code violation and were not under housing cost stress in the past year. Almost all survey participants (98%) had purchased good or services in the City limits, and a higher proportion of McKinney residents (53%)

were optimistic that the economy would have a positive impact on their income in the coming six months than residents in other communities. Within Recreation and Wellness, around four in five respondents or more had visited a City park, ate five portions of fruits or vegetables per day and participated in moderate or vigorous physical activity. About 6 in 10 participants reported using McKinney public libraries, and a similar proportion had participated in religious or spiritual activities (a rate that was higher than the benchmark). Within Community Engagement, about 9 in 10 residents had talked to or visited with neighbors and read or watched local news, and about four in five had done a favor for a neighbor, and voted in local elections.



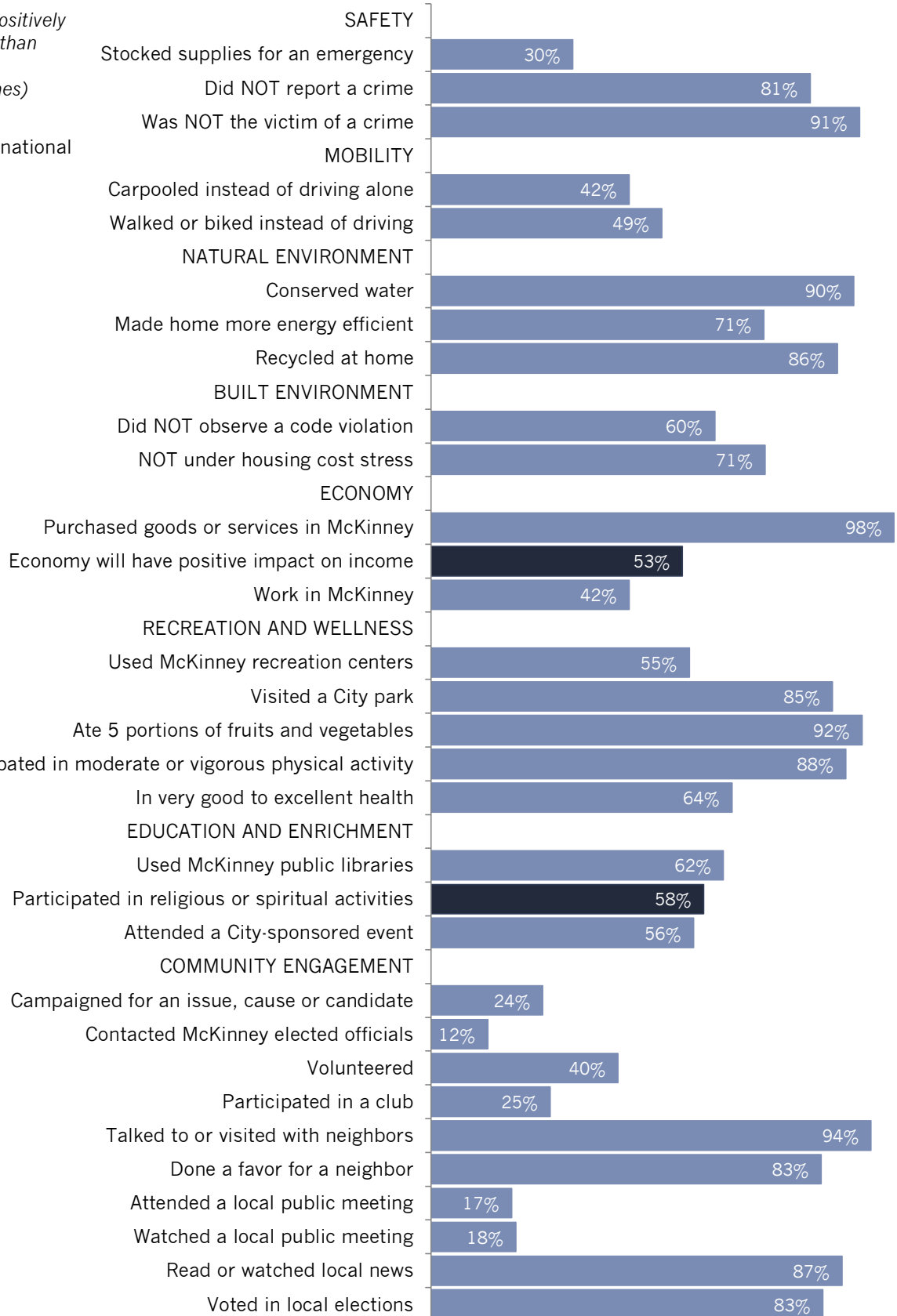
The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower

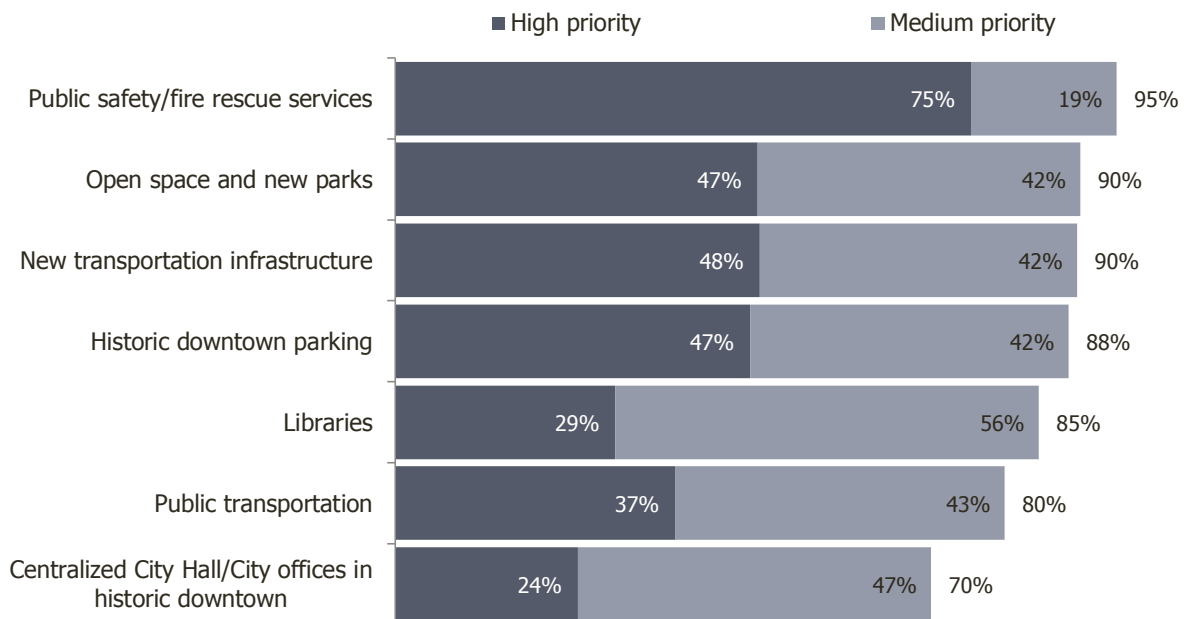


Special Topics

The City of McKinney included five questions of special interest on The NCS. The first special interest question asked participants to rate various City priorities. About 9 in 10 respondents indicated that public safety and fire rescue services, open space and new parks and new transportation infrastructure should be high or medium priorities for the City. All other issues were seen as at least a medium priority by around 7 in 10 respondents or more.

Figure 4: Priorities for the City

How much of a priority, if at all, should it be for the City of McKinney to address each of the following?

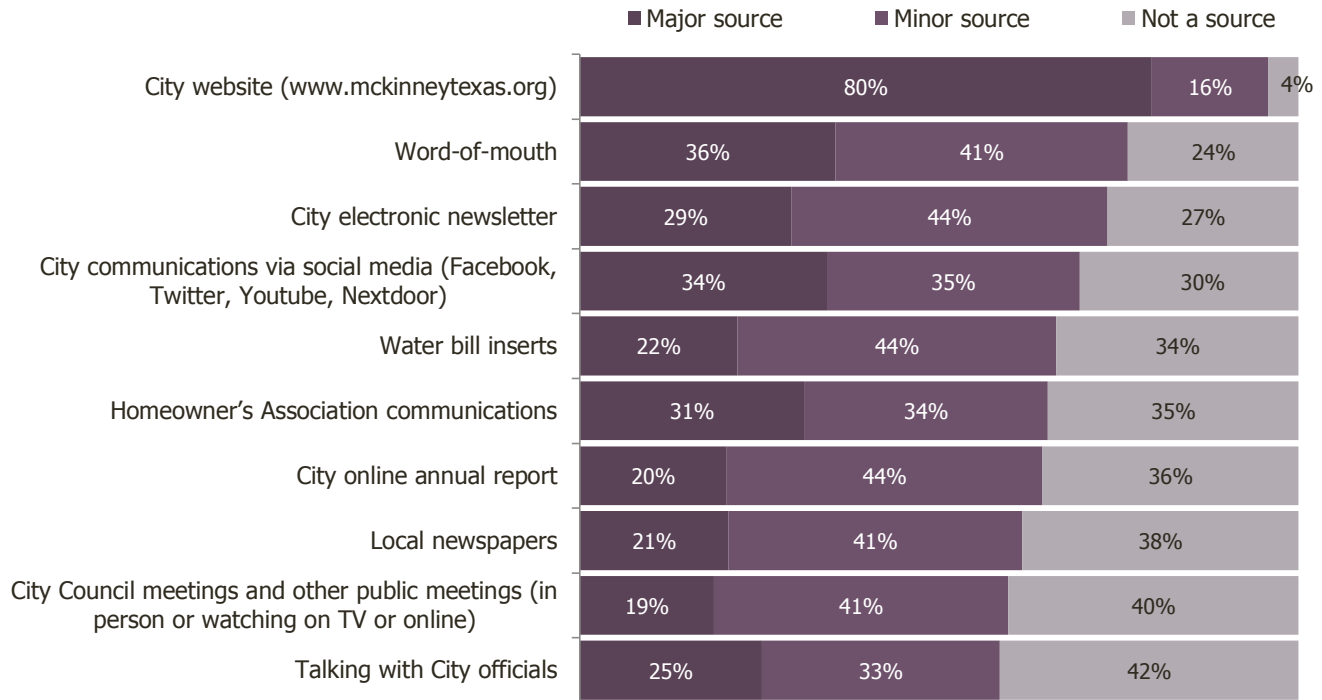


The National Citizen Survey™

The next question asked respondents about sources of information about the City and its activities, events and services. Almost all respondents indicated that the City website was a major or minor source of information, and 7 in 10 said that the City electronic newsletter, word-of-mouth and City communications via social media were sources of information.

Figure 5: City Information Sources

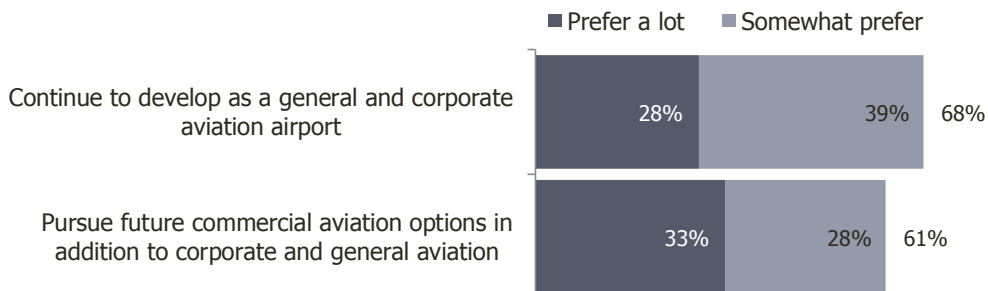
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.



Respondents were next asked about potential development options for the McKinney National Airport. Around 7 in 10 residents indicated that they would somewhat prefer or prefer a lot if the City continued to develop as a general and corporate aviation airport, and slightly fewer (61%) would prefer if the City pursued future commercial aviation options in addition to corporate and general aviation.

Figure 6: McKinney National Airport Preferences

The City is considering development options for the McKinney National Airport. Please indicate your level of preference for each of the following approaches:

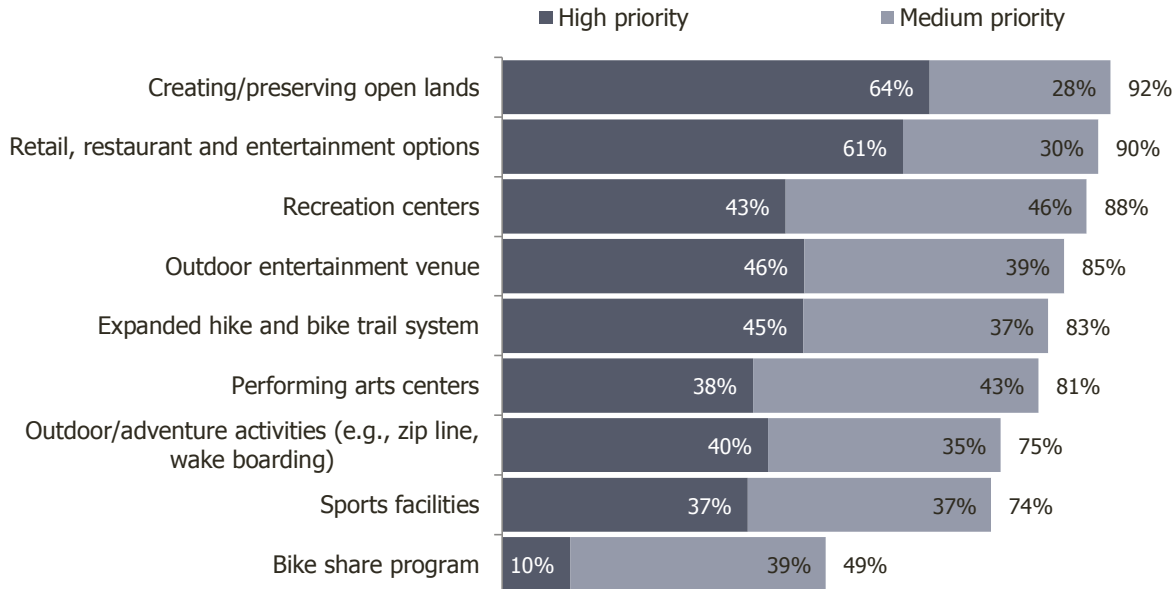


The National Citizen Survey™

The fourth special interest question asked residents how much of a priority various amenities were to improving the overall quality of life in McKinney. About 9 in 10 respondents said that creating/preserving open lands and retail, restaurant and entertainment options were high or medium priorities for improving the quality of life in the City. Most other amenities were said to be at least a medium priority for improving quality of life by about 7 in 10 respondents or more; the only exception was the bike share program, which was seen as a high or medium priority by about half of residents.

Figure 7: Priorities for Improving Quality of Life

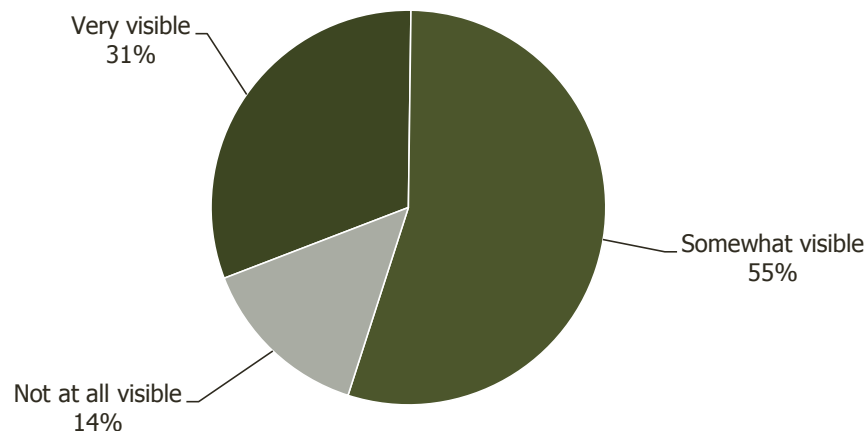
Please indicate how much of a priority, if at all, each of the following amenities are to you for improving the quality of life in McKinney.



The final McKinney-specific question asked respondents about the visibility of the police department throughout the City. A vast majority of residents (86%) indicated that the Police Department was somewhat or very visible.

Figure 8: McKinney Police Visibility

How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?



Conclusions

McKinney residents enjoy a high quality of life.

A vast majority of residents gave positive marks to the overall quality of life in McKinney and to the City as a place to live; these ratings were strong and similar to those seen in comparison communities. About 7 in 10 or more respondents also favorably rated aspects that enhance quality of life, such as the City as a place to retire, the overall appearance of the City and their neighborhoods as places to live. Residents' ratings of the overall image and reputation of the City and McKinney as a place to raise children were higher than evaluations of these measures in other communities across the country. Additionally, about four in five respondents or more would recommend living in McKinney to someone who asked and planned to remain in the City for the coming five years; both of these rates were similar to the national comparisons.

Safety is a top community priority.

About 9 in 10 respondents indicated that Safety should be a top priority for the McKinney community in the coming two years. Measures related to Safety tended to be rated positively and received ratings that were similar to ratings seen in other communities. About 9 in 10 residents gave excellent or good ratings to the overall feeling of Safety in McKinney, and a similar proportion indicated that they felt safe in McKinney's downtown/commercial area and in their neighborhoods. Ratings for Safety services also tended to be strong: more than 9 in 10 respondents gave excellent or good ratings to fire and ambulance or emergency medical services, and ratings for crime prevention and animal control services were higher in McKinney than in other jurisdictions across the nation. When asked about the visibility of the McKinney police department, more than four in five respondents indicated that the police were somewhat or very visible in their neighborhoods and throughout the City. Additionally, almost all residents (95%) indicated that public safety and fire rescue services should be a high or medium priority for the City of McKinney to address.

The Economy is an important and positive feature of McKinney,

Respondents also indicated that Economy would be an important focus area for the community over the next two years, and residents' ratings for measures of Economy were similar to or higher than the national benchmark across Community Characteristics, Governance and Participation. The overall economic health of McKinney, the vibrancy of the City's downtown/commercial area and employment opportunities all received ratings that were higher than those seen in other communities in the nation. About 7 in 10 respondents positively rated the overall quality of business and service establishments in the City, McKinney as a place to visit and to work and the City's economic development (a rating which was higher in McKinney than in other communities). Additionally, almost all residents reported purchasing goods or services in the City limits in the 12 months prior to the survey, and a higher proportion of McKinney residents were optimistic that the economy would have a positive impact on their income in the coming months than the proportion seen in comparison communities.