



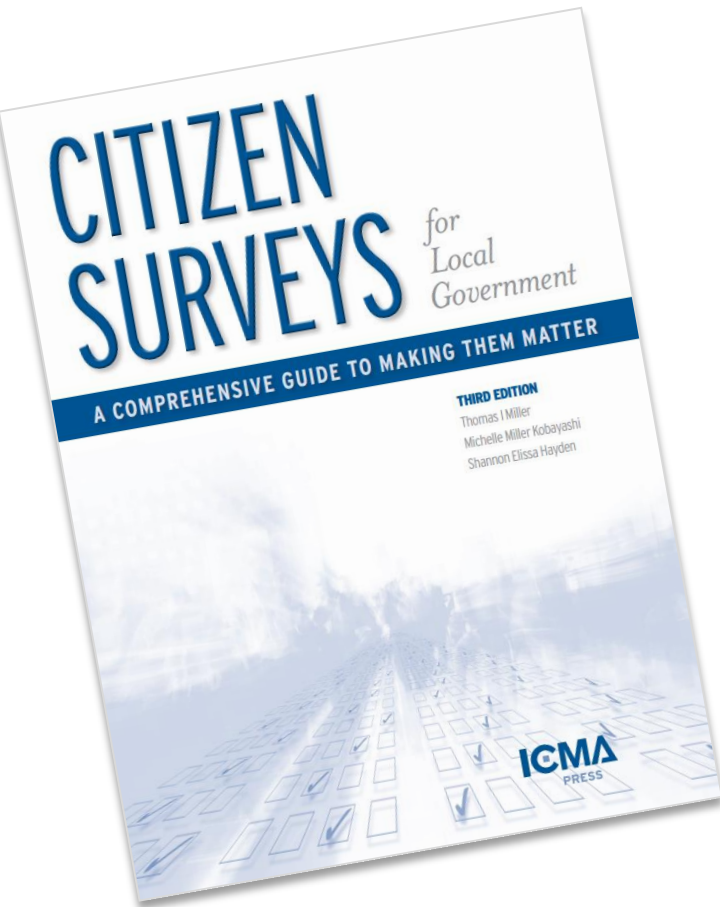
McKinney, TX

Key Findings 2017

The NCS is presented by NRC in collaboration with ICMA



About NRC



- 20 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative

About The NCS

- Community Livability
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & McKinney

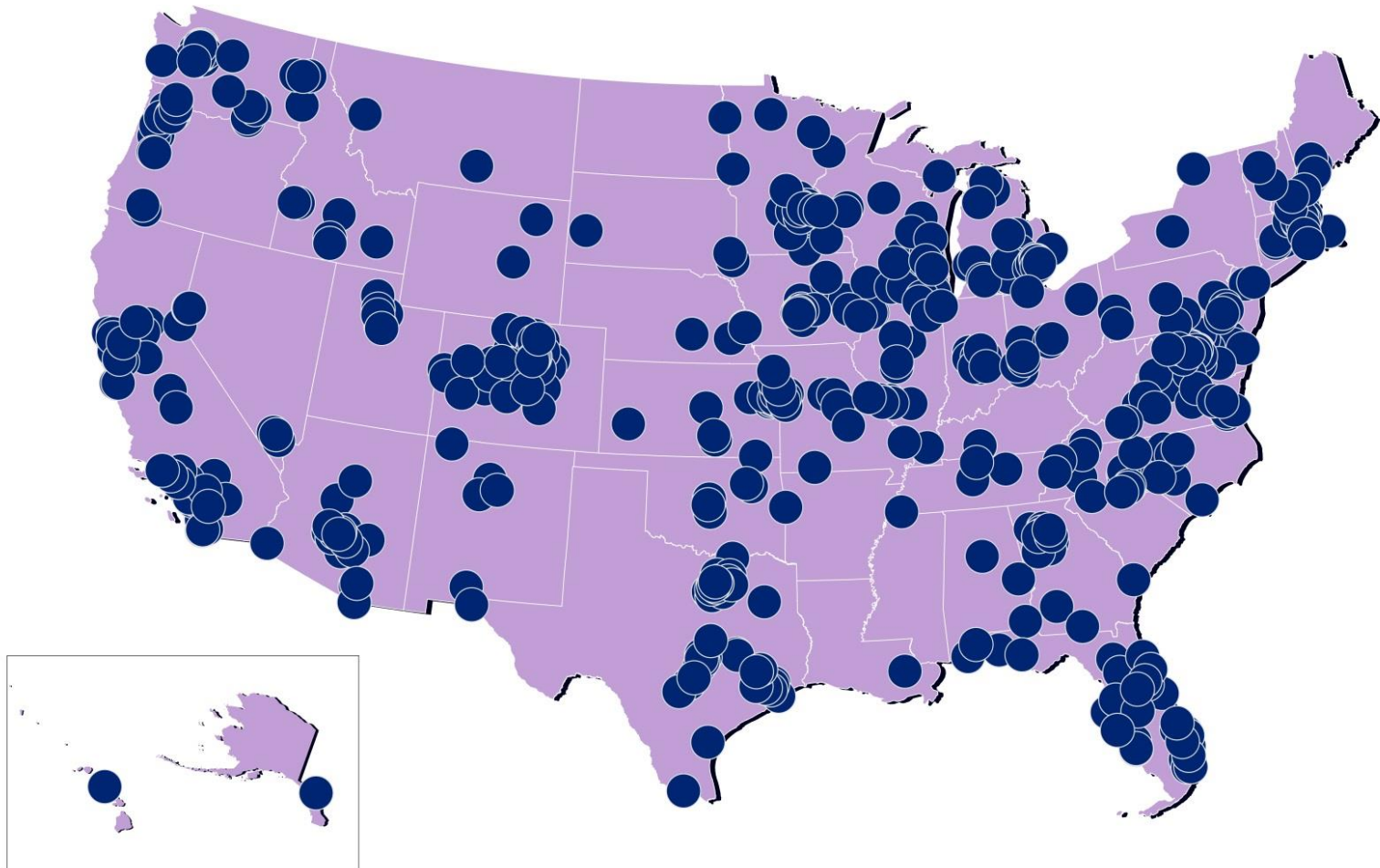
- First year conducting The NCS
- Scientific sample of 1,800 households
 - 296 returned surveys; 17% response rate
 - $\pm 6\%$ margin of error

Expanded
sample

Online option

Geographic
comparisons

National Benchmark Comparisons



2017 National Benchmark Comparisons

25

received
higher
ratings

105

received **similar**
ratings

1

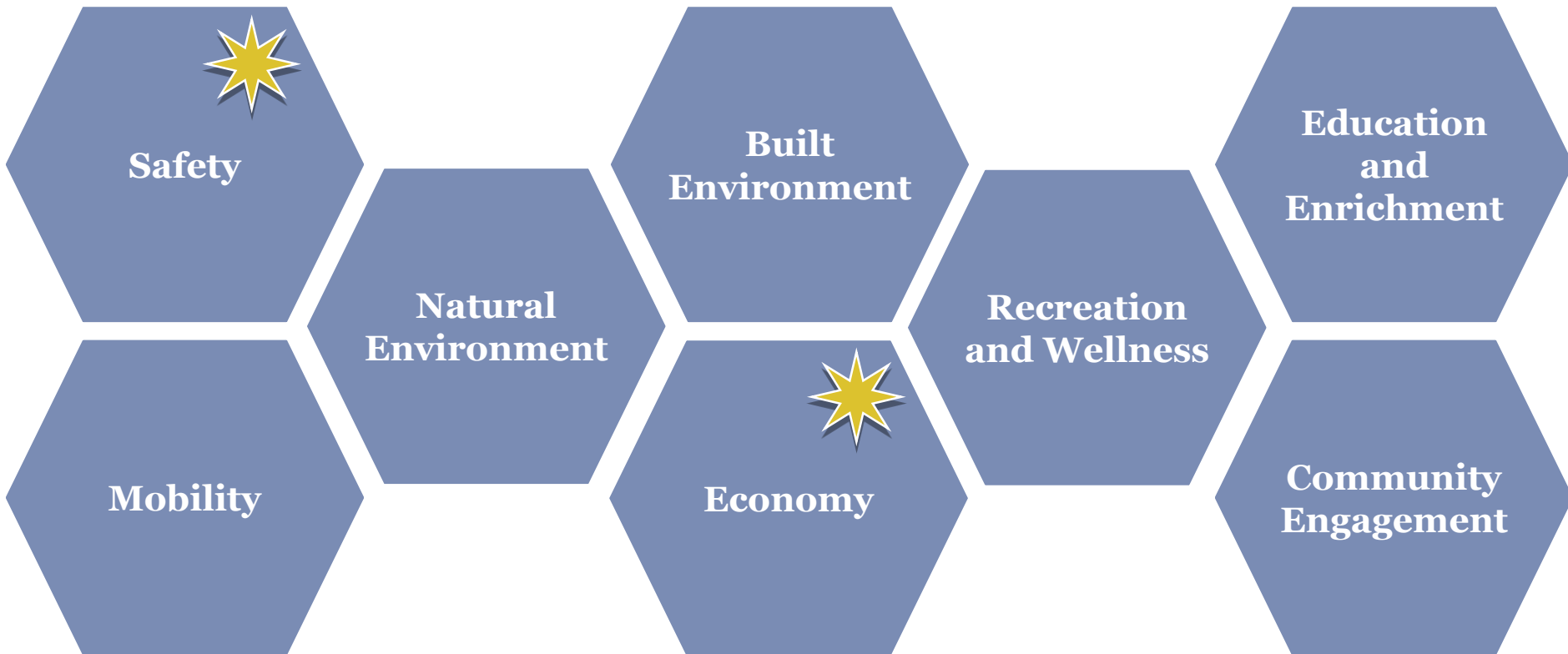
received
lower
ratings

Key Focus Areas

Legend

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

* Most important

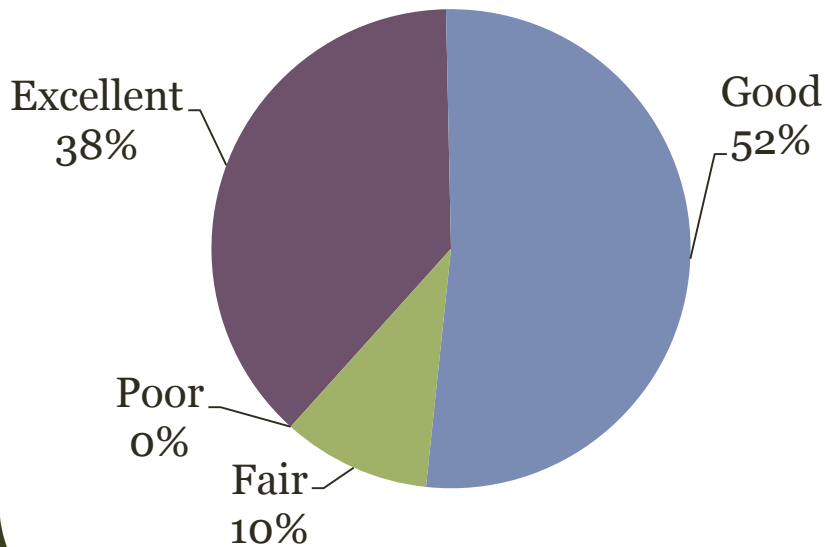


Key
Finding
#1

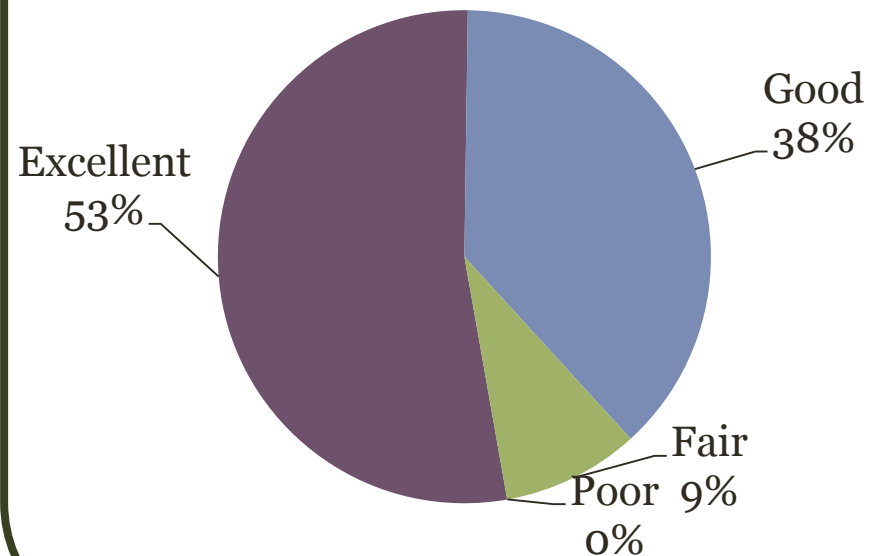
**McKinney residents enjoy a
high quality of life**

Quality of Life in McKinney

Quality of Life



Place to Live



Aspects of Community Quality



Place to raise children



Overall image



Neighborhoods



Overall appearance

9 in 10

excellent or good



Higher than national benchmark

Priorities for Improving Quality of Life



1

**Creating/
preserving
open lands**
92%

2

**Retail,
restaurant and
entertainment
options**
90%

3

**Recreation
centers**
88%

4

**Outdoor
entertainment
venue**
85%

5

**Expanded hike
and bike trail
system**
83%

high or medium priority

Key
Finding
#2

**Safety is a top community
priority**

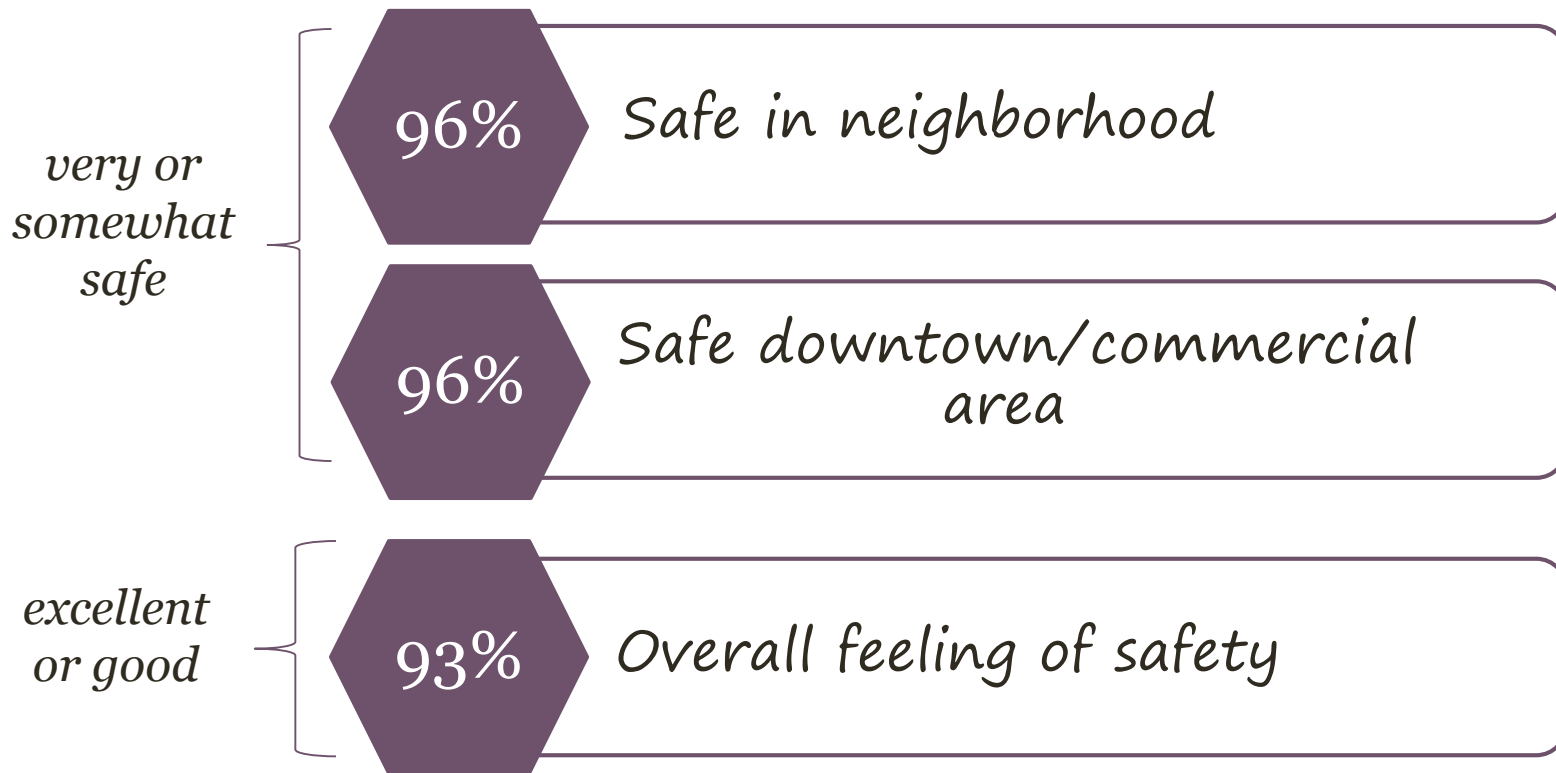
Resident Loyalty



90% would *recommend living* in McKinney and
85% *plan on remaining* in the City

very or somewhat likely

Feelings of Safety



Safety Services

9 in 10

or more

Ambulance/EMS

Fire

Crime prevention



excellent or good

8 in 10

or more

Police

Fire prevention

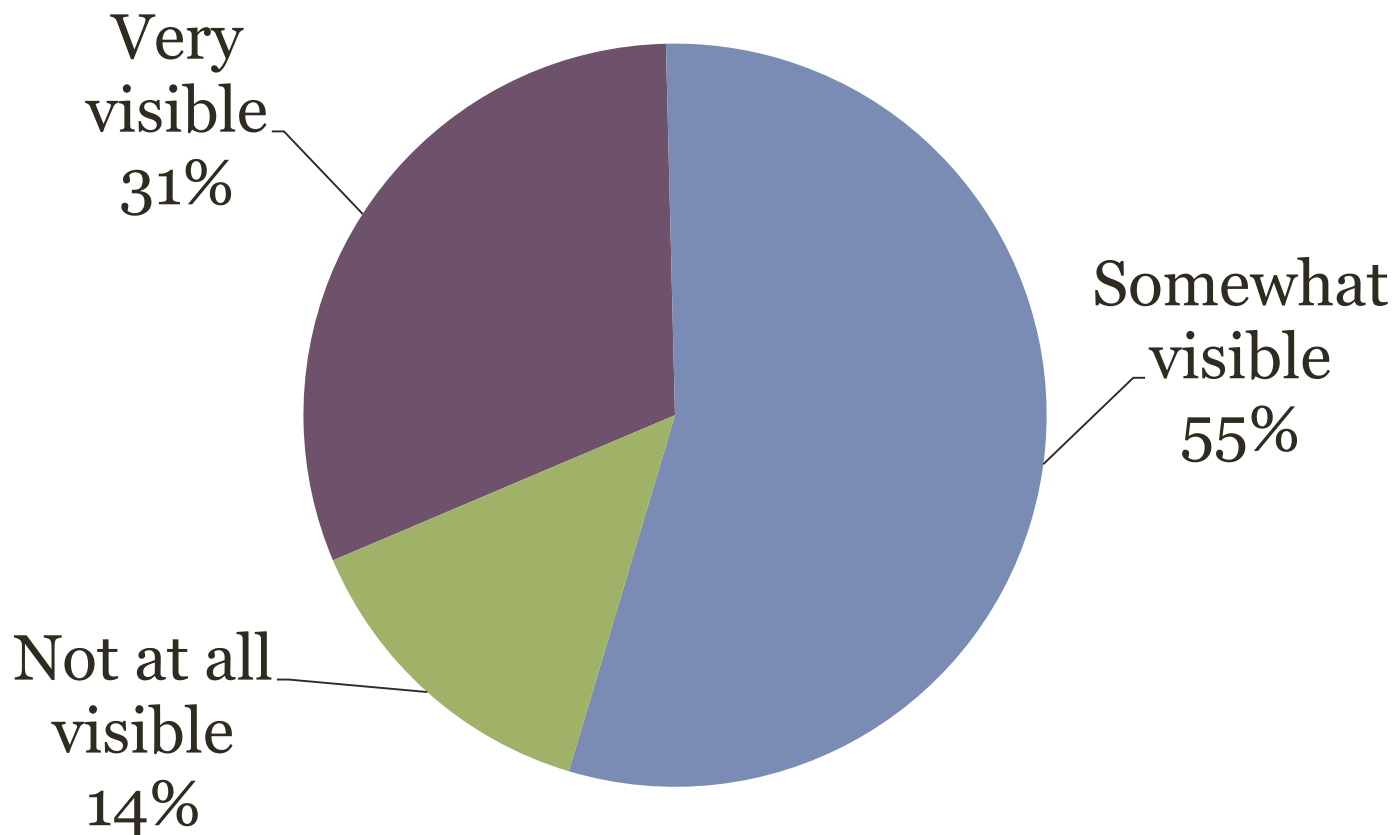
Animal Control



Higher than national benchmark

McKinney Police Visibility

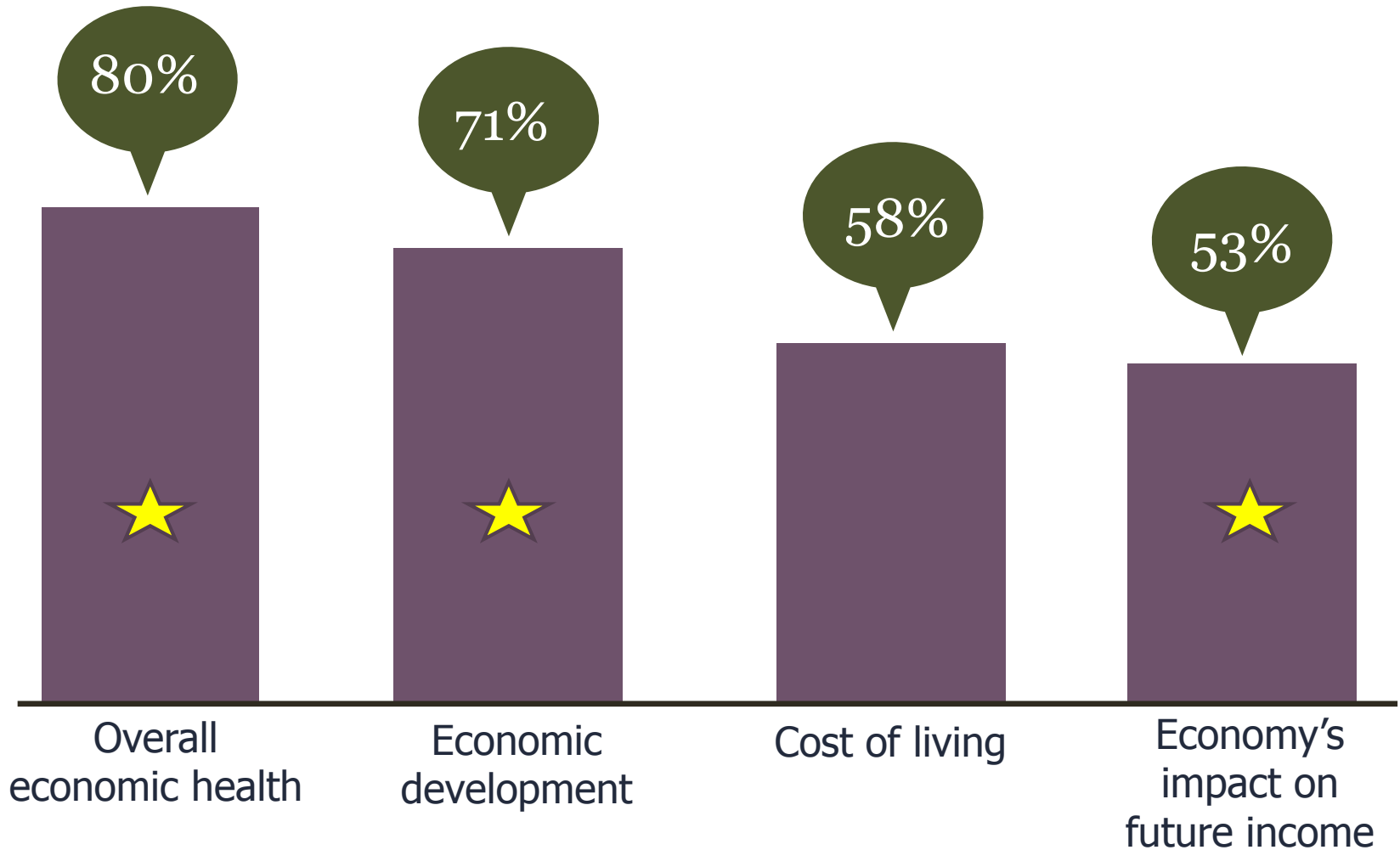
How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?




Key
Finding
#3

**The Economy is an
important and positive
community feature**

Economy



 Higher than national benchmark

*Percent excellent or good or percent very or somewhat positive

Working in McKinney



McKinney as a place to work

70%

excellent or good



Employment opportunities

50%

excellent or good



Higher than national benchmark

Businesses, Services and Downtown

Purchased goods
or services

98%



Always, usually, or sometimes

Quality of businesses
and services

75%



excellent or good

Vibrancy of downtown 

82%

excellent or good



Place to visit

70%



excellent or good

Shopping
opportunities

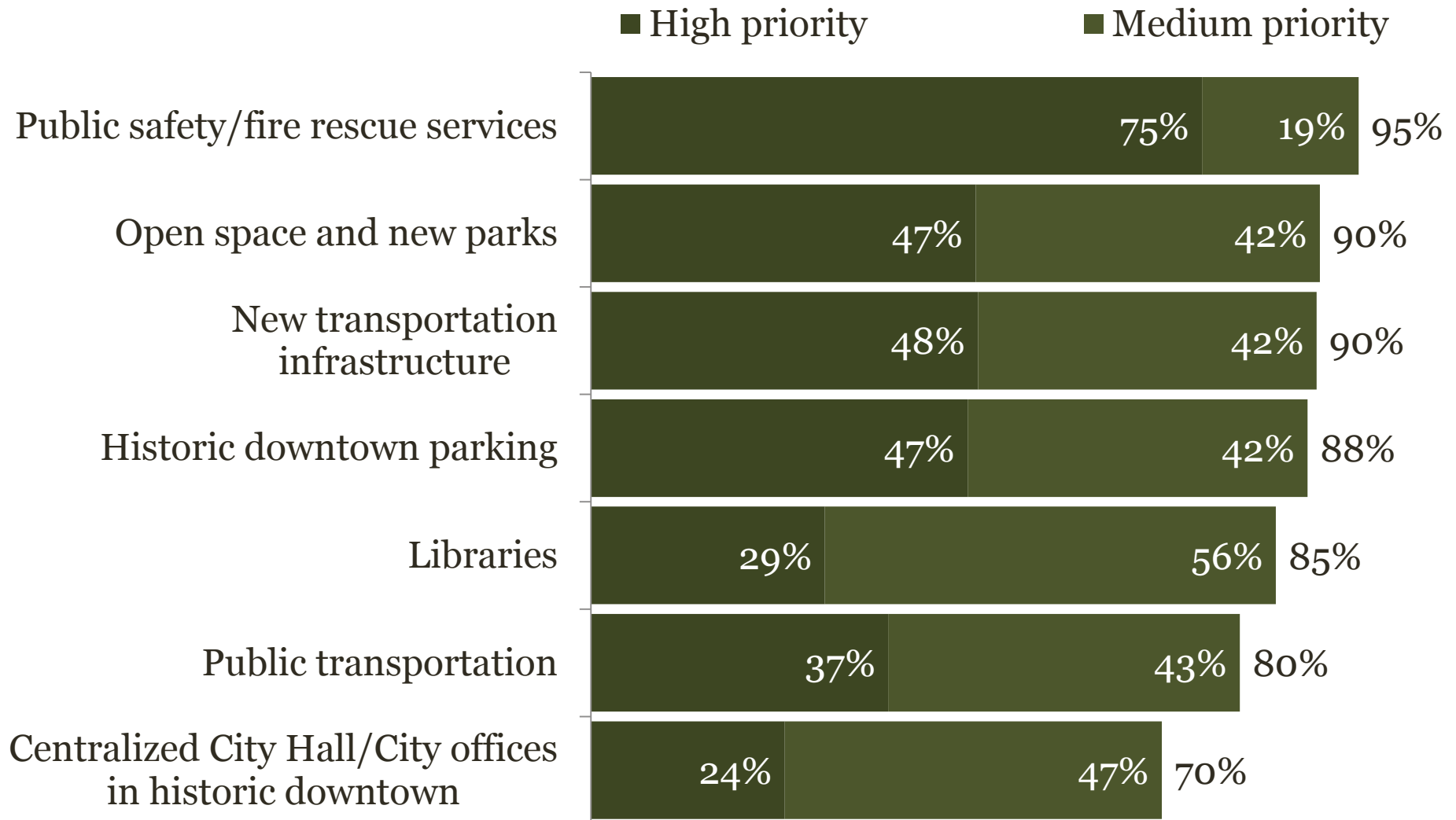
61%



excellent or good

Special Topics

City Priorities



Sources of Information

Most
used
sources

- *City website*
- *Word-of-mouth*
- *City electronic newsletter*
- *City communications via social media*



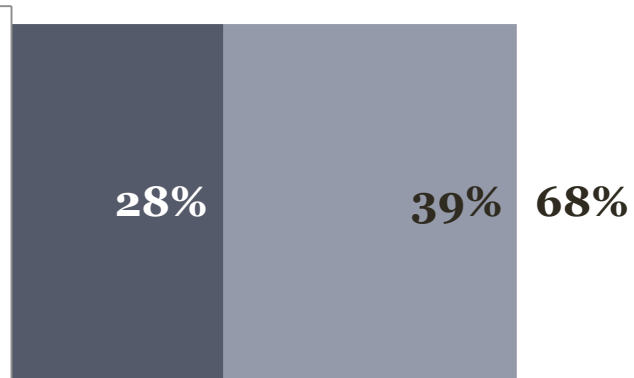
Least
used
sources

- *Local newspapers*
- *City Council or other public meetings*
- *Talking with City officials*

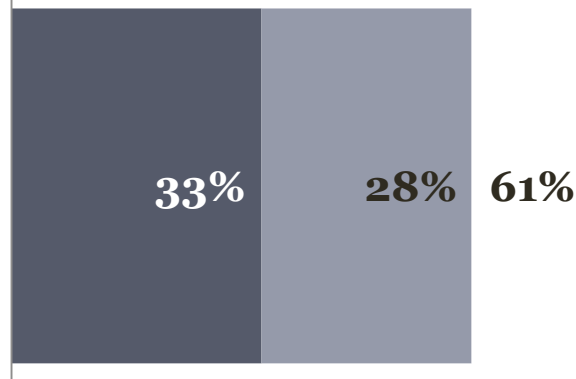
Airport Development Options

■ Prefer a lot ■ Somewhat prefer

Continue to develop as a general and corporate aviation airport



Pursue future commercial aviation options in addition to corporate and general aviation



Conclusions



*Safety is an
important community
feature*

*McKinney is a great
place to live*

*The Economy in
McKinney is strong*

Using Survey Results



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings

Questions?

THE NCSTM
The National Citizen SurveyTM

Thank you!

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