

# McKinney 2014 Citizen Survey Presentation



City Council Meeting

January 26, 2015

# Survey Methodology

## Telephone Sample

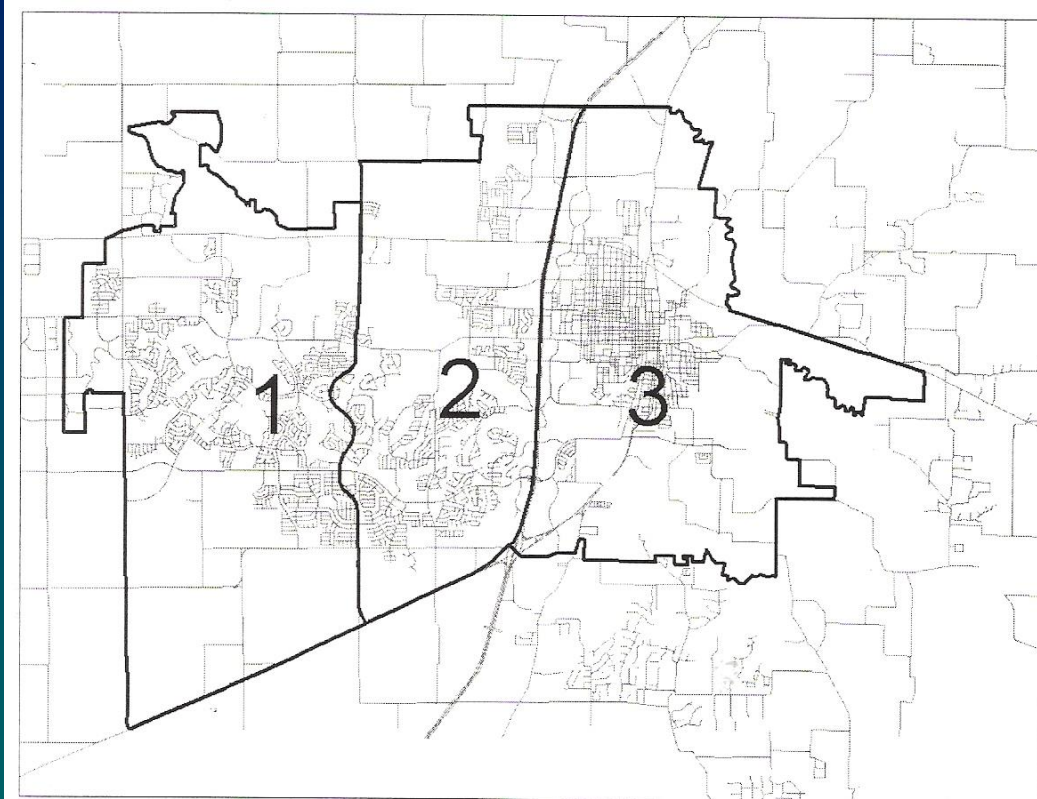
- 600 randomly selected households with telephone numbers (+/- 4% at 95% confidence)
- Study area divided into three subsectors to ensure statistical validity
- 73,517 telephone contacts made (44,882 for 750 in 2010)
- Fieldwork took place 8/19/14-10/10/14
- Average length of interview -- 17 minutes

# Survey Methodology

## Online Sample

- 2,654 respondents accessed the site and participated in the survey
- Survey was nearly identical to telephone survey
- Survey was advertised through city website, social media, and email blasts of link
- Site was open 10/14/14 – 11/14/14
- Based on number, reliability of +/-2% at 95% confidence level, but with inherent discrepancies

# Study Area



Area 1 – Western city limits to Lake Forest Dr. – 53% of sample (49% in 2010)

Area 2 – Lake Forest Dr. east to U.S. 75 – 33% (28%)

Area 3 – East of U.S. 75 – 15% (23%)

# Respondent Profile Comparison

- 14% under age 44 (31%) (36% online)
- 22% ages 45 - 54 (21%) (26%)
- 63% ages 55 + (26% 65+) (48%/26%) (35%/16%)
- 69% no children under 18; kids – 0-6 (5%); 6-12 (15%); 13-18 (18%) (59%-16%-25%-18%) (52%-17%-25%-22%)
- 4% 0-3 year resident (23%) (24%)
- 29% 4-10 years (46%) (38%)
- 67% 10+ 10 years (12% 20+) (31%/12%) (38%/9%)
- 52% voted in 2014 City Election (54% in 2010) (60%)
- 82% Caucasian; 8% African-American; 11% Others (82%-7%-10%) (79%-4%-17%)

# Comparing Overall Satisfaction With Quality Of Life In Community

- 54% very satisfied + 42% satisfied = 96% satisfaction
- 0% very dissatisfied + 3% dissatisfied = 3% dissatisfaction
- Overall satisfaction ratio of 32.0:1 (prior ratio of 24.0:1)
  - Area 1 – 96%-3%, 32.0:1 (99.0:1) (61%-60% very satisfied)
  - Area 2 – 98%-3%, 32.7:1 (32.3:1) (55%-52%)
  - Area 3 – 95%-3%, 31.7:1 (7.3:1) (43%-38%)
  - Satisfaction in Area 3 increased from 88%-95%
  - **Online Satisfaction rating – 93%-7%, 13.3:1**

# Quality Of Life Follow-up Questions

- People who moved to McKinney in past 10 years said they chose to live here because closer to family (31%) and to work (17%), and because of affordable housing (13%)
- 59% felt that in the last five years, McKinney had improved; 29% stayed the same; 10% worse (58%-32%-6%) (50%-30%-19%)
- 76% agreed that they can generally find what they want to buy in McKinney (79%)
- 56% graded money paid to the city in form of taxes versus services provided to be good/great value; 41% fair/poor (48%-48% in 2010) (52%-42%)



# Most Important Issue Facing City

- Growth/fast growth/managing growth – 18% (26%)
- Traffic congestion – 15% (13%)
- Water restrictions/drought – 12% (2%)
- Economic growth/lack of retail – 9% (7%)
- Road construction/U.S. 75 – 8% (10%)
- Overcrowded – overgrowth – 5% (4%)
- High taxes/property taxes/manage funds – 5% (9%)



# Comparing City Performance

- Most significant improvement

- Protecting the people and property, making McKinney a safe community - 13.0:1-23.8:1
- Responding to emergency situations – 27.7:1-35.0:1
- Provide leisure and recreational opportunities – 5.9:1-7.6:1

- Most significant decline

- Providing essential utility services for daily living – 18.4:1-11.3:1
- Plan McKinney's future development – 4.0:1-2.8:1
- Support economic expansion – 5.0:1 – 3.9:1

# Utilization And Participation By City Residents

- Residents most often accessed the city website (77%), visited a city park or park facility (75%), visited a city library (70%), participated in a city event (50%), and visited a city office building other than city hall (50%)
- 10 activities showed less activity, especially visiting city hall (43%-33%), visiting a city park (80%-75%), and visiting a city recreation center (43%-38%); most improvement was for visiting a public library (67%-70%)

# Attitudes About Customer Service

- 45% acknowledged having had contact with a city employee during past year (46% in 2010)
- Satisfaction improved for 7 of 8 customer service statements:
  - Courtesy of person they interacted with - 10.1:1-15.7:1
  - Directed to correct department – 12.7:1-17.6:1
  - Correct employee responded to me in reasonable time – 8.0:1-11.1:1
  - Problem or question was adequately addressed by person responding – 6.5:1-9.8:1
  - Employees showed pride and concern for quality in work only statement where ratio declined (8.5:1-7.6:1)

# Comparing City Services Opinions

- 14 of 20 services improved satisfaction - largest gains:
  - Fire and/or EMS – 15.0:1-39.5:1
  - Library – 13.0:1-28.3:1
  - Parks – 9.3:1-14.2:1
  - Downtown events – 11.4:1-16.2:1
  - Arts and cultural services – 6.5:1-13.8:1
- 4 services declined:
  - Water service – 7.2:1-5.5:1
  - Code enforcement – 4.2:1-3.8:1
  - Building permits and inspections 4.6:1-4.3:1
  - Sewer service – 9.8:1-9.7:1

# Comparing Importance To Support Paying Additional Taxes To Improve City Services

• All 20 services generated higher importance ratings in terms of paying additional taxes to improve services, most noticeably:

- Fire and/or EMS – 1.8:1-2.5:1
- Police – 2.0:1-2.6:1
- Street maintenance – 1.6:1-2.6:1
- Water service – 1.3:1-2.2:1
- Sewer service – 1.2:1-1.8:1
- Restaurant inspection – 1.2:1-1.8:1
- Most improvement in intensity ratings for fire and/or EMS (23%-30%) and water service (13%-20%)

# Comparing Attitudes About Safety

- Changes in various environments based on perceptions:
  - The city in general – 97.0:1-98.0:1
  - In the downtown area – 30.0:1-95.0:1
  - A school function in McKinney – 75.0:1-74.0:1
  - In their neighborhood – 49.0:1-48.5:1
  - When shopping in McKinney – 49.0:1-48.0:1
  - At the city park closest to home - 21.5:1-28.7:1
- Very safe ratings declined most for the city park closest to home (40%-37%) and when shopping (46%-44%); Only item to gain was the city in general (40%-42%)



# Comparing Importance About Construction Issues With Future City Facilities

- That it be economical – 48.0:1-32.0:1
- Be sustainable and energy efficient – 31.7:1-15.7:1
- Utilize best practices – 29.7:1-22.3:1
- Be attractive – 13.0:1-19.0:1
- Generate pride in the community - 7.3:1-7.9:1
- That it include significant amounts of landscaping – 2.5:1-3.6:1



# Support For Various Methods of Financing City Infrastructure Improvements

- A bond election, in which improvements are paid for over 20 years – 71%-19%, 3.7:1 (9% intensity)
- Cut some services in order to “pay as you go” without raising taxes – 59%-30%, 2.0:1 (15%)
- Did not support use cash held in reserves for emergencies (40%-49%, 0.8:1), an increase in sales tax (40%-54%, 0.7:1) or make improvements as last resort (37%-55%, 0.7:1)
- In follow-up question, preferred bond election (37%) over pay as you go (28%) option to finance infrastructure improvements

# Comparing Attitudes About the City

- I am satisfied with living in McKinney – 32.3:1-32.0:1
- The city has the educational resources I need to improve my quality of life – 11.6:1-13.0:1
- My neighborhood receives sufficient city services – 11.0:1-12.6:1
- We have an excellent city workforce – 16.4:1-7.9:1
- The city has the economic resources I need to improve my quality of life – 7.6:1-8.2:1
- Disputed frustration with how city government works (0.4:1-0.5:1) or that they don't feel they can ever get a straight answer from the city if they have a problem (0.2:1-0.2:1)

# Comparing Sources Utilized To Obtain Information About the City

- The website – 4.8:1-4.8:1
- Electronic newsletter – 1.9:1-2.5:1
- Parks, Recreation and Open Spaces Activity guide – 2.0:1-2.1:1
- Notify Me, online notification system – NA-1.6:1
- Local newspapers – 1.5:1-1.6:1
- Water bill inserts – 1.6:1-1.4:1
- Not likely to utilize social media sites like Twitter (0.1:1-0.1:1), YouTube (0.1:1-0.2:1), or Facebook (0.3:1-0.4:1)
- **Online sample 52% likely to utilize Facebook**

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