

THE NCSTM
The National Citizen SurveyTM

McKinney, TX

Key Findings
2019



The NCS is presented by NRC in collaboration with ICMA



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

- Second NCS administration (first was in 2017)
- Scientific sample of 2,400 households
 - 395 returned surveys; 17% response rate
 - $\pm 5\%$ margin of error

Expanded
sample

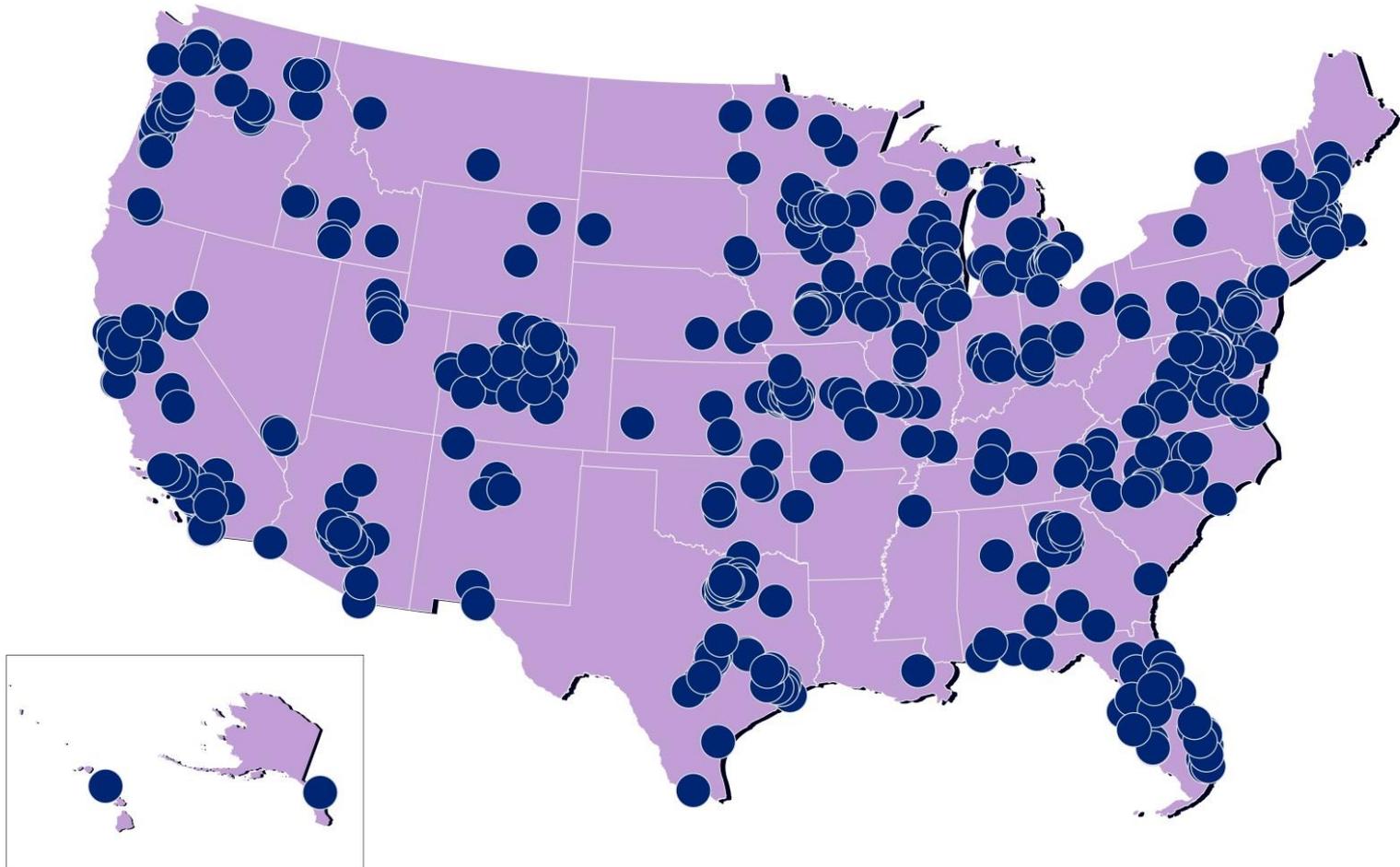
Online
option

Geographic
comparisons

Community-
wide web
survey

In-person
presentation

National Benchmark Comparisons



2019 National Benchmark Comparisons

35

received
higher
ratings

93

received **similar**
ratings

3

received
lower
ratings

2019 Ratings Compared to 2017

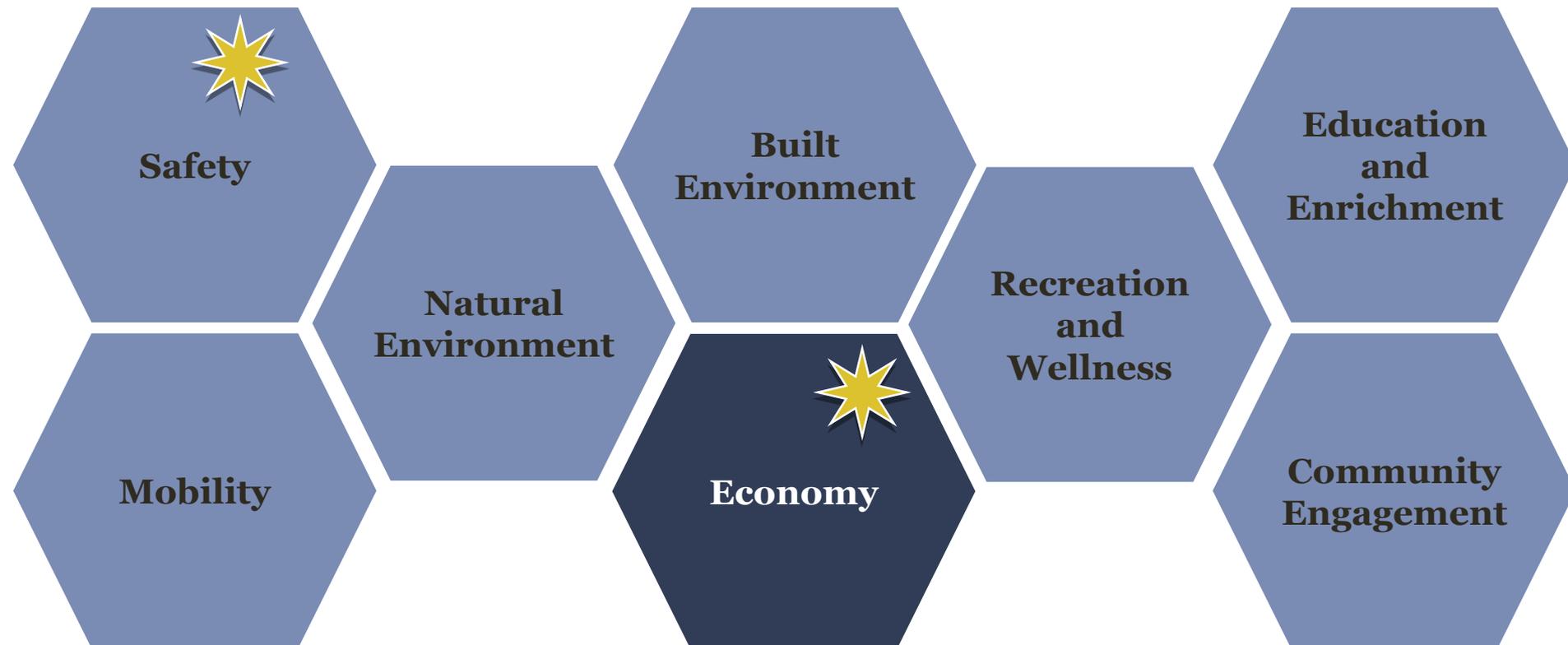


Key Focus Areas

Legend

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

★ Most important



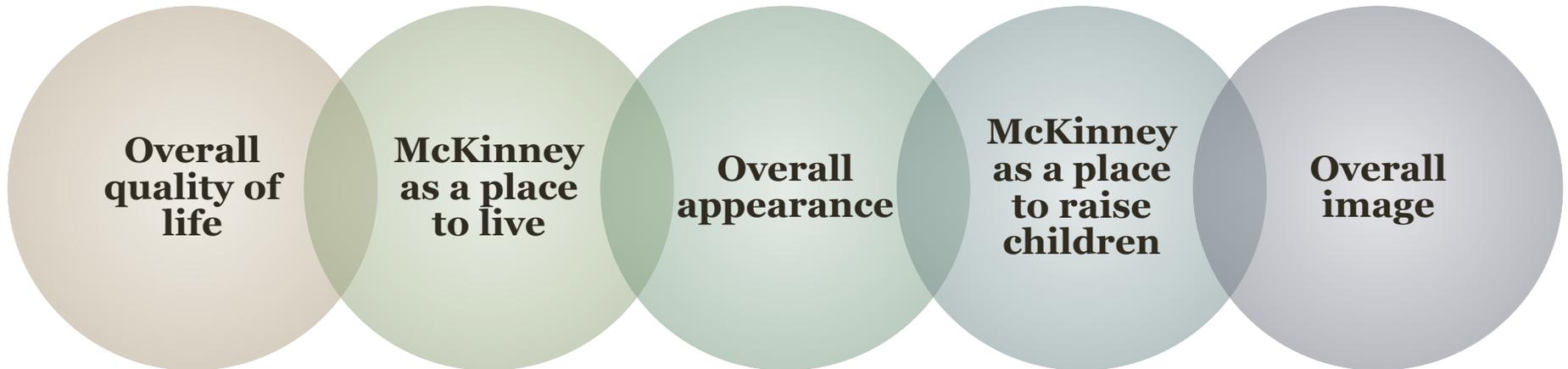
Key
Finding
#1

McKinney
residents have a
great *quality of life*

Community Characteristics

9 in 10

excellent or good

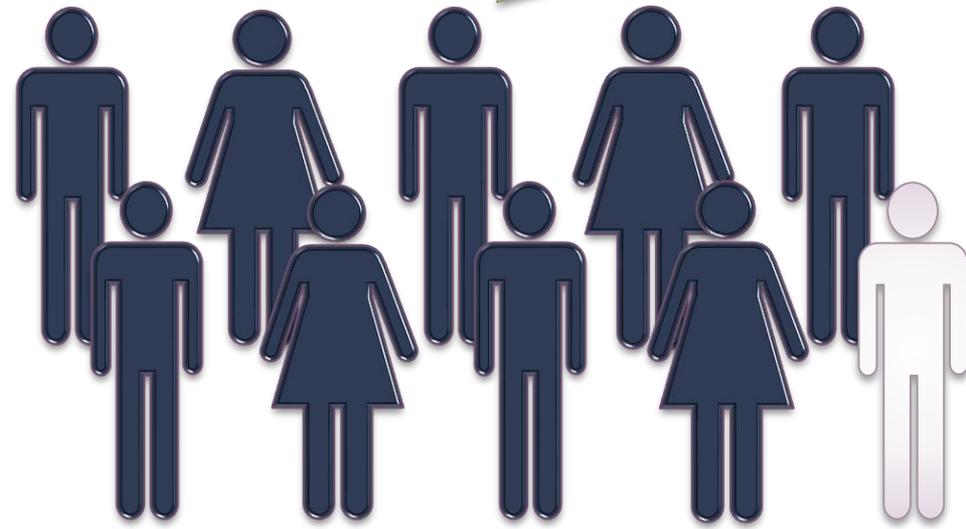


= all higher than national benchmark

Loyalty to the Community

9 in **10**

Recommend McKinney
Remain in McKinney



Government Performance

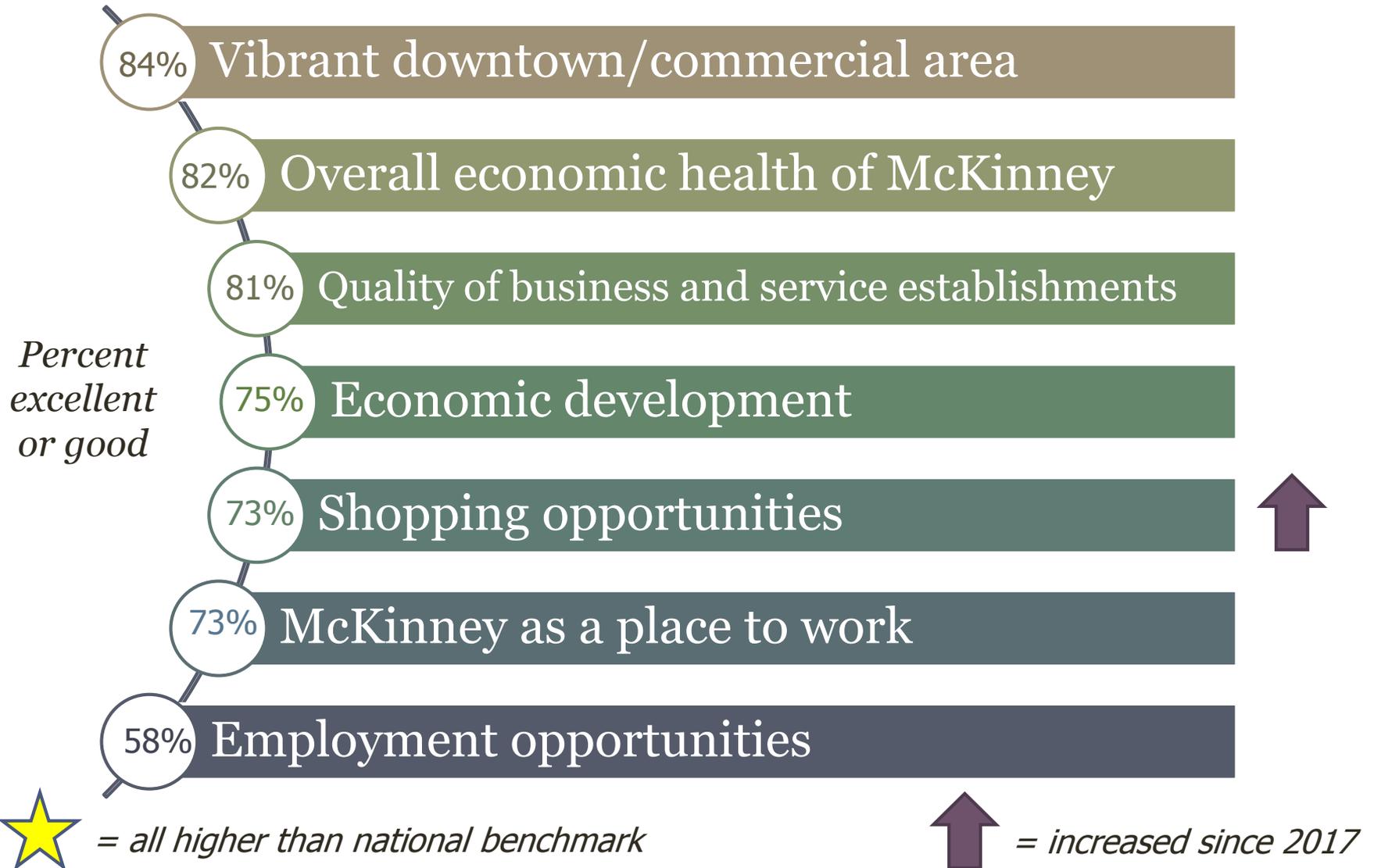


Key
Finding
#2



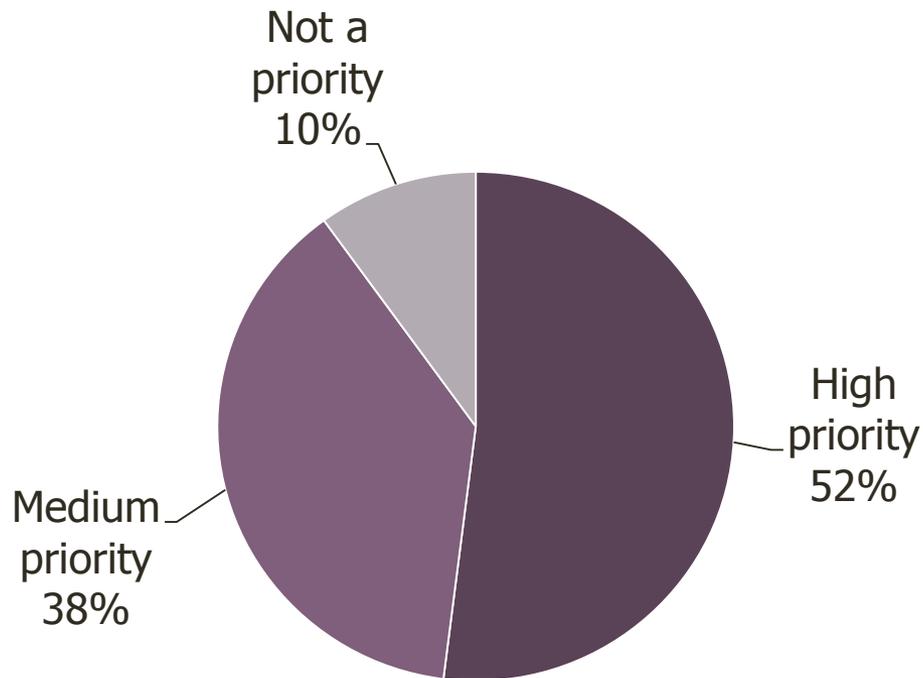
The Economy
is strong

McKinney's Economy



McKinney's Economy

Please indicate how much of a priority, if at all, retail, restaurant and entertainment options are to you for improving the quality of life in McKinney:



Key
Finding
#3



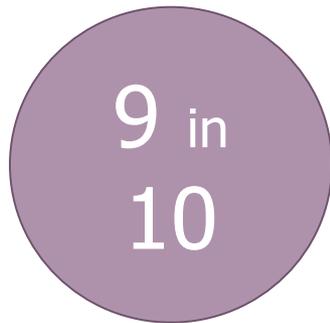
Safety is a
community priority



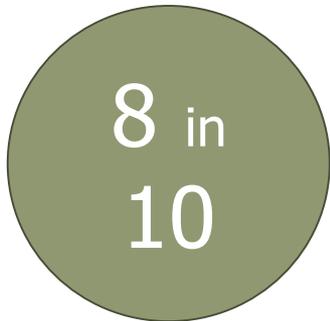
97% of residents feel safe:

- *In their own neighborhoods*
- *In downtown McKinney*

Safety in McKinney



- Overall feeling of safety in McKinney
- Fire services
- Ambulance/EMS services
- Police services



- Fire prevention
- Animal control 
- Crime prevention
- Emergency preparedness

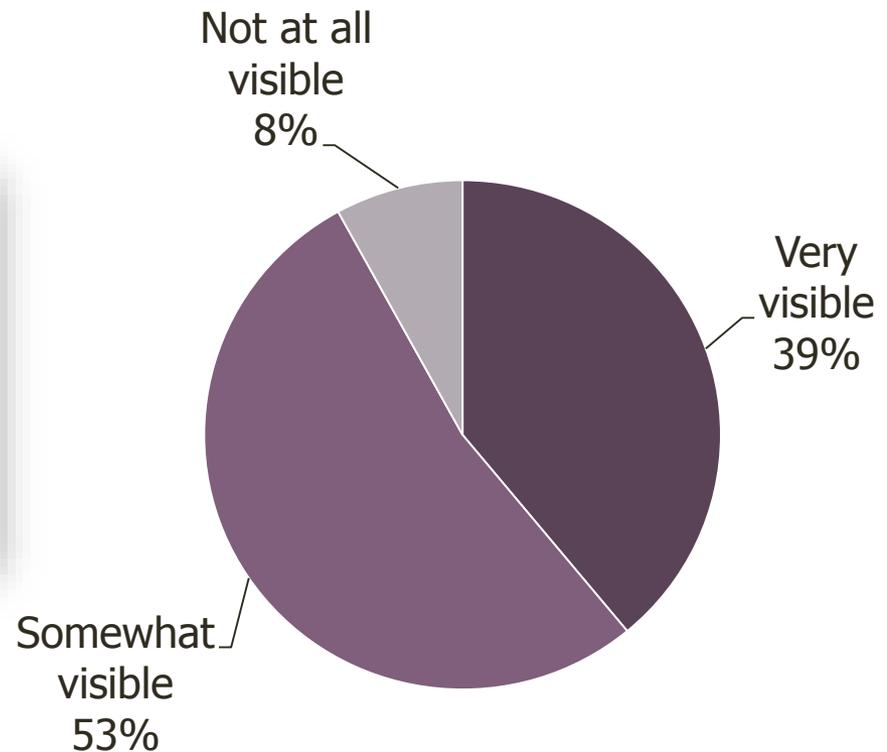


= higher than national benchmark

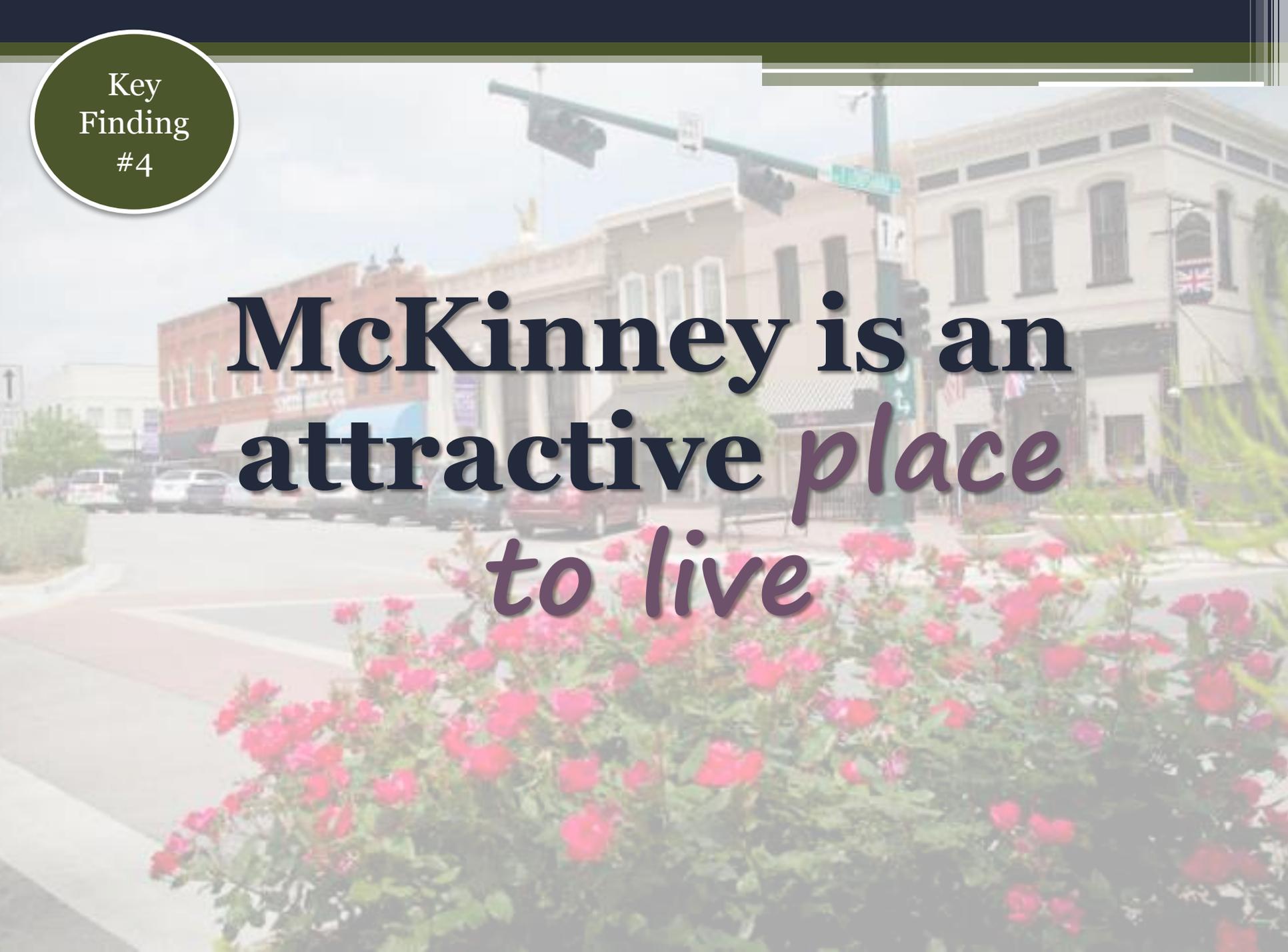
Percent excellent or good

Visibility of Police Department

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



Key
Finding
#4

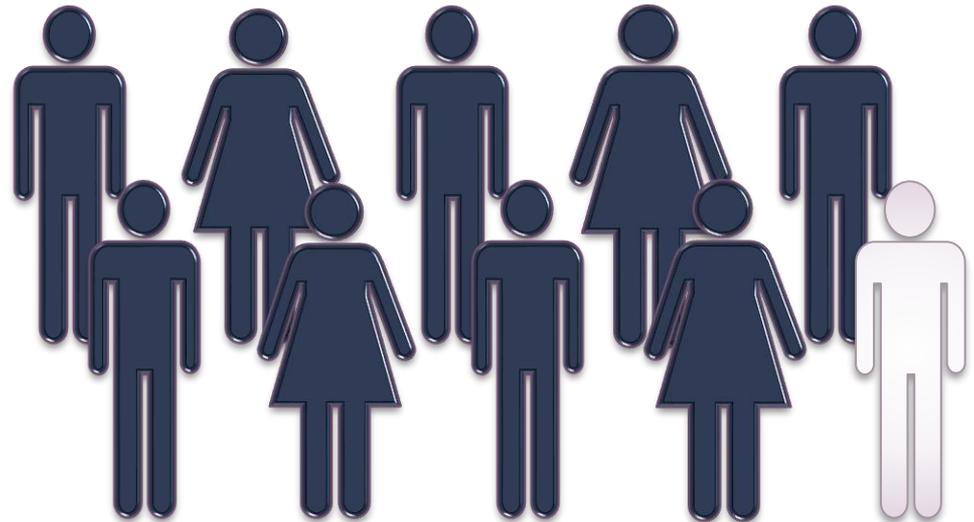


**McKinney is an
attractive *place*
*to live***

Appearance

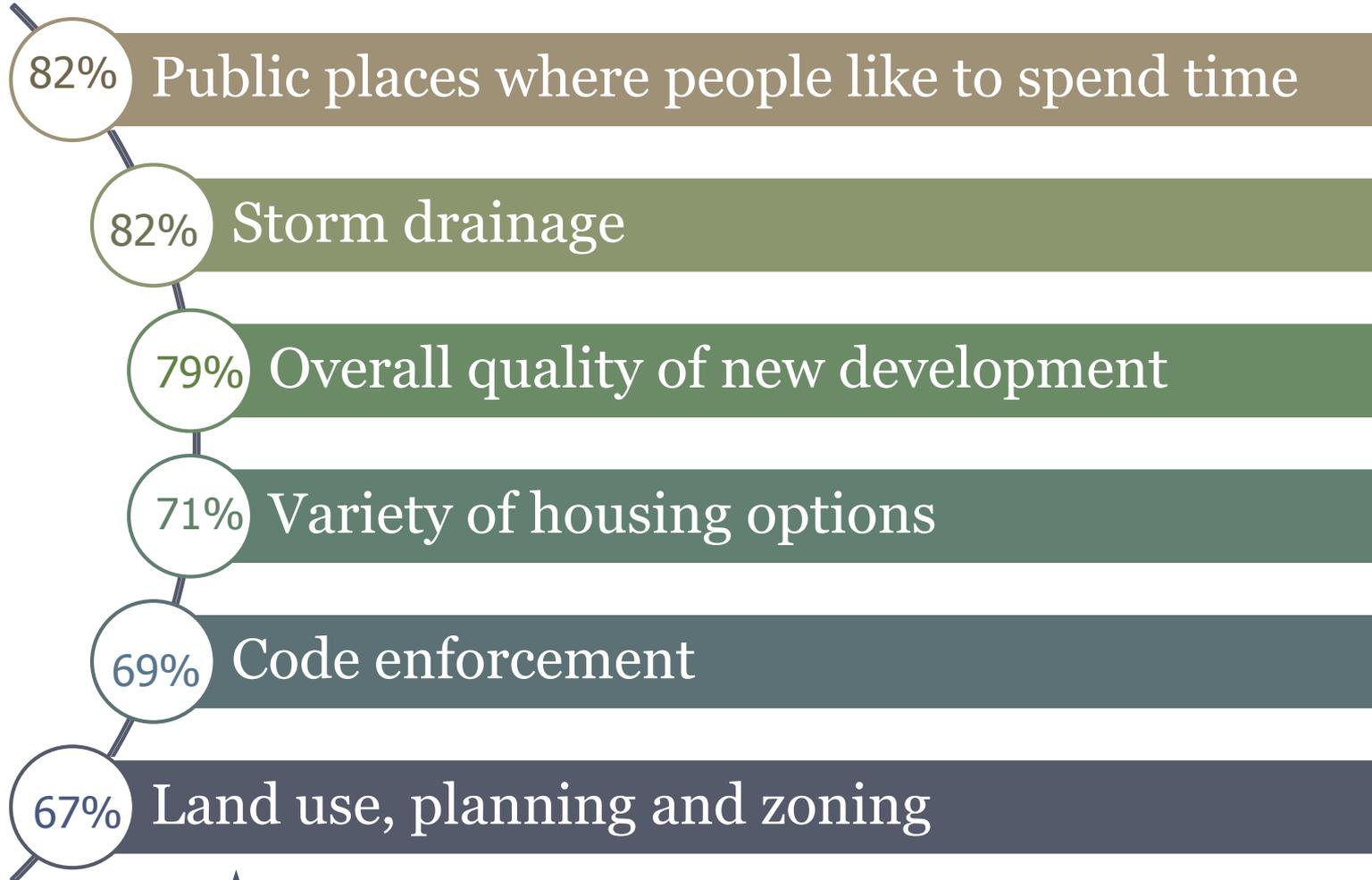
Overall
appearance
of McKinney
– Excellent
or good

9 in 10



=Higher than the national benchmark

Built Environment



=All higher than the national benchmark

Key
Finding
#5



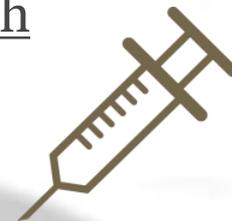
McKinney gets top marks for *health care*

Health Care



Mental health
care
69%

Preventive health
Services
83%



Overall health and
wellness
opportunities
85%



Health care
82%

Health services
86%



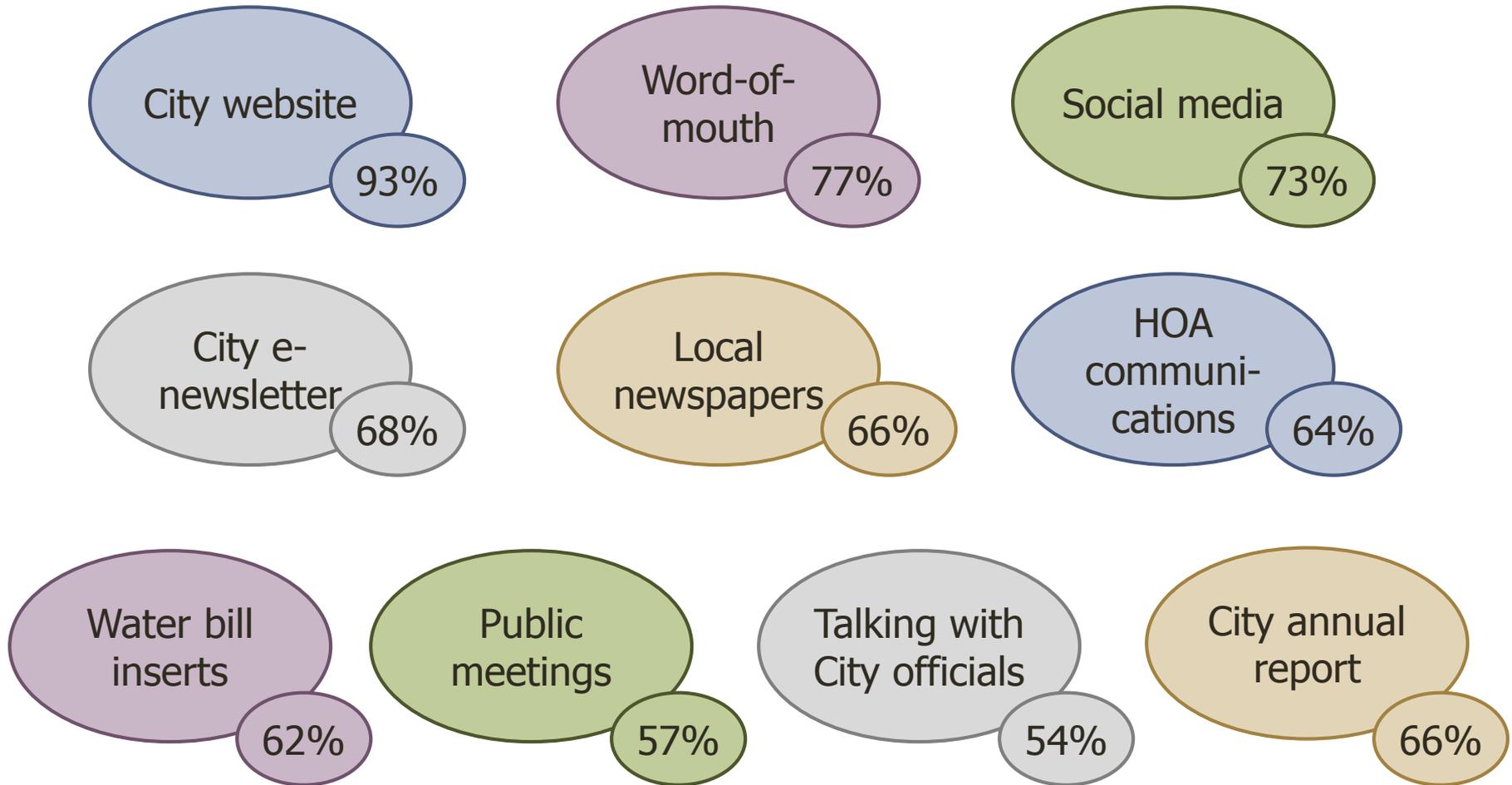
=All higher than the national benchmark

Percent excellent or good
Percent or good

A photograph of a street scene with historic buildings. In the foreground, there is a large, vibrant flower bed with many bright red roses. The street is paved and has a traffic light pole with a green light. The buildings are multi-story, with one being a prominent brick building and another being a lighter-colored building with arched windows. The sky is overcast.

Special Topics

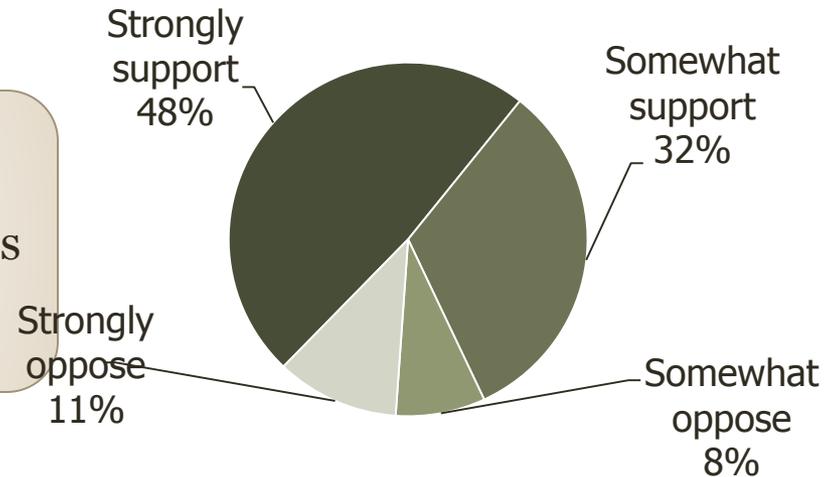
Sources of City Information



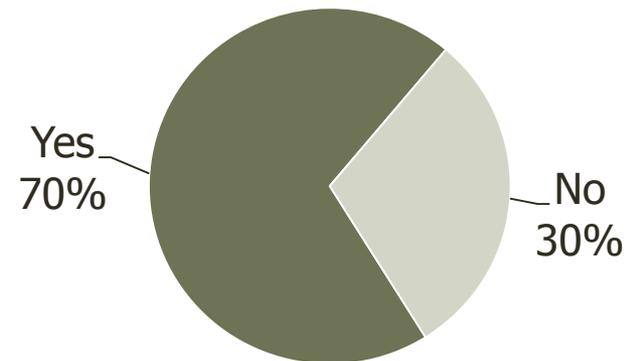
Major or minor source

Airline Services in McKinney

To what extent would you support or oppose McKinney offering commercial airline services at McKinney National Airport?

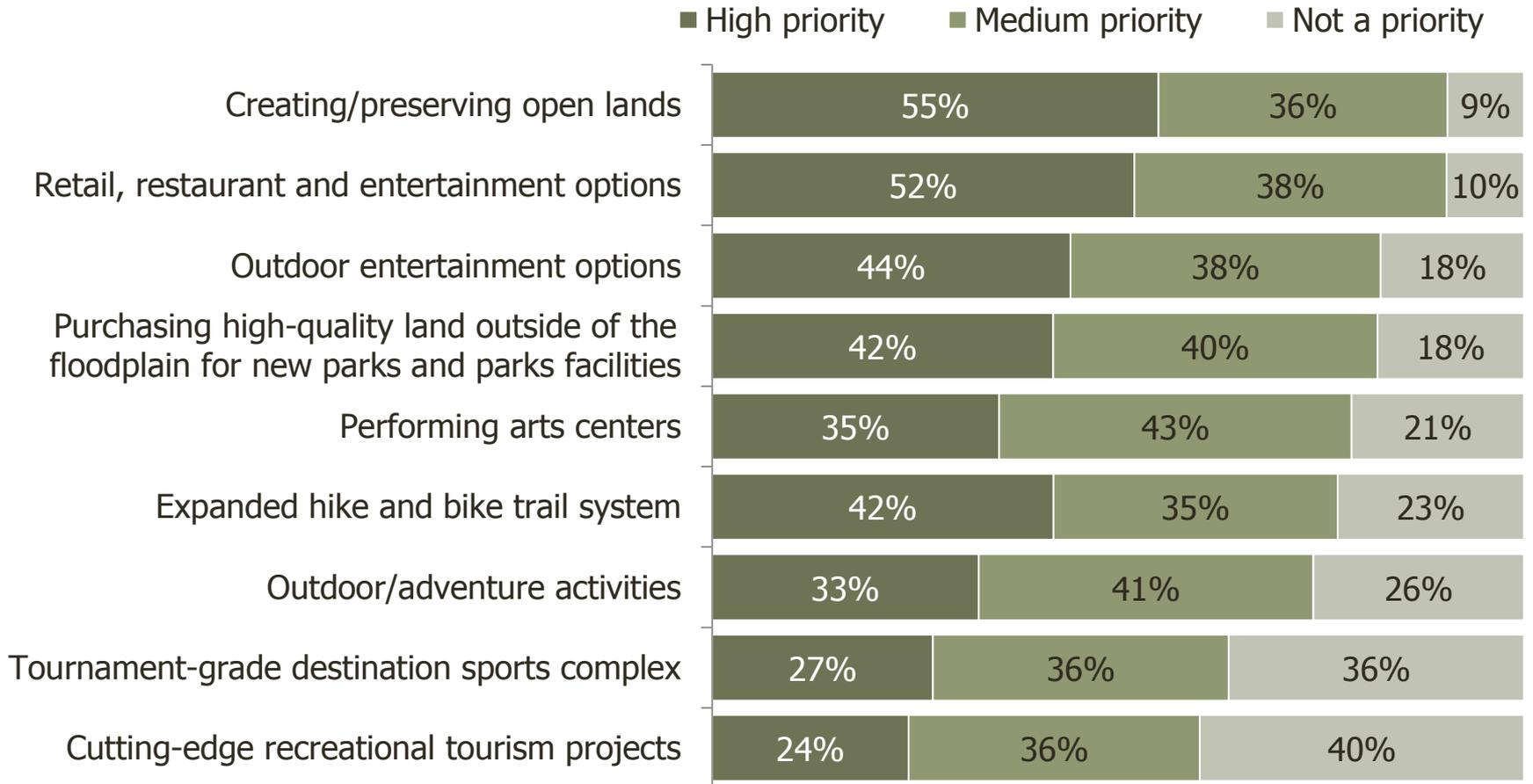


If you support McKinney offering commercial airline services, would you still be in support if only low-budget carriers were offered (i.e. Spirit, Frontier, Allegiant, etc.)



Priority of Amenities

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:



Conclusions

The Economy is *strong*

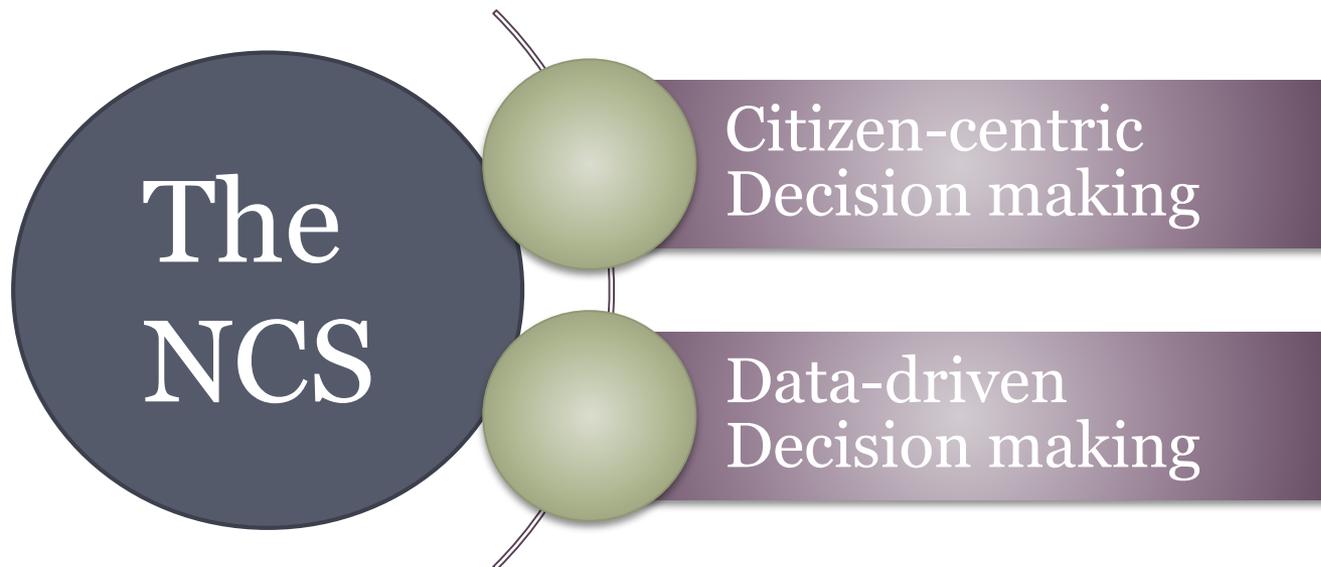
Safety is a *community priority*

McKinney residents have a great *quality of life*

McKinney gets top marks for *health care*

McKinney is an attractive *place to live*

Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate

A photograph of a street scene with historic buildings. In the foreground, there is a large, vibrant bush of red roses. The street is lined with multi-story buildings, including a prominent one with a classical facade and columns. A traffic light and street sign are visible at the intersection. The word "Questions?" is overlaid in large, bold, black text across the center of the image.

Questions?

THE NCSTM
The National Citizen SurveyTM

Thank you!

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