

McKinney 2010 Citizen Survey Presentation



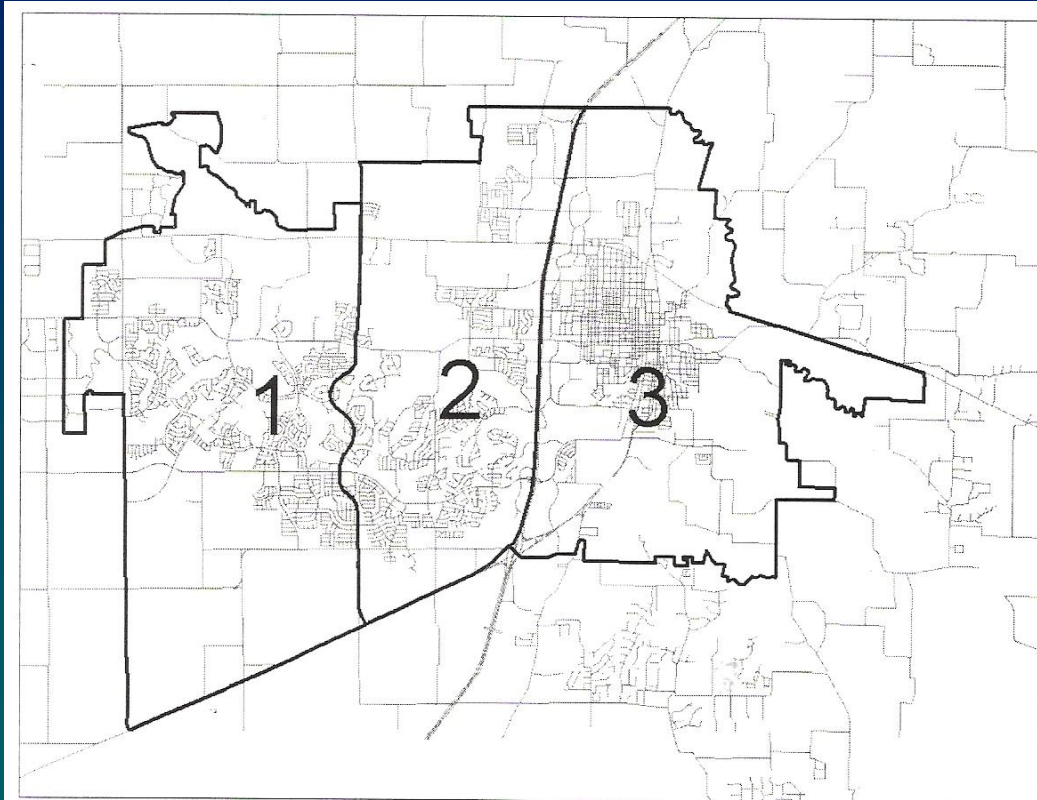
City Council Meeting

September 7, 2010

Survey Methodology

- 751 randomly selected households with telephone numbers (+/- 3.6% at 95% confidence)
- Study area divided into three subsectors to ensure statistical validity
- Survey designed by consultants with assistance from city staff
- 44,882 telephone contacts made
- Fieldwork took place 3/22/10-4/17/09
- Average length of interview -- 18 minutes

Study Area



Area 1 – Western city limits to Lake Forest Dr. – 49% of sample

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

Area 3 – East of U.S. 75 – 23%

Respondent Profile

- 31% under age 44
- 21% ages 45 - 54
- 48% ages 55 + (26% 65 and older)
- 59% without children under 18; kids – 0-6 (16%); 6-12 (25%); 13-18 (18%)
- 23% 0-3 year resident
- 46% 4-10 years
- 31% over 10 years (12% over 20 years)
- 54% acknowledged voting in 2009 City Council Election
- 82% Caucasian; 7% African-American; 10% Others

Overall Satisfaction With Quality Of Life In Community

- 55% very satisfied + 41% satisfied = 96% satisfaction
- 1% very dissatisfied + 3% dissatisfied = 4% dissatisfaction
- Overall satisfaction ratio of 24.0:1 (intensity ratio of 55.0:1)
 - Area 1 – 99%-1%, 99.0:1 (61% very satisfied)
 - Area 2 – 97%-3%, 32.3:1 (55%)
 - Area 3 – 88%-12, 7.3:1 (43%)
- In follow-up questions
 - 58% felt that in the last five years, McKinney had improved; 32% stayed the same; 6% worse
 - 48% graded money paid to the city in form of taxes versus services provided to be good/great value; 48% fair/poor

Comparing Satisfaction with Quality of Life In Other Cities

- Coppel - 96% (64% very satisfied)
- Keller – 98% (61% very satisfied)
- Benbrook – 97% (57% very satisfied)
- **McKinney – 96% (55% very satisfied)**
- Colleyville – 97% (52% very satisfied)
- Corinth – 95% (41% very satisfied)
- DeSoto – 88% (29% very satisfied)
- Mesquite – 87% (23% very satisfied)
- Greenville - 82% (16% very satisfied)

Most Important Issue Facing City

- Growth/fast growth/managing growth – 26%
- Traffic congestion – 13%
- Road conditions/construction/tolls/infrastructure – 10%
- High taxes/property taxes/managing funds – 9%
- Economic growth/lack of retail – 7%
- Education/school district issues – 7%

Attitudes About City Performance Areas

- City's greatest strengths?
 - Preserving the city's heritage (27%)
 - Protecting people and property (25%)
 - Providing leisure and recreation opportunities (11%)
- City's greatest weakness?
 - Managing traffic flow (48%)
 - Planning city's future development (13%)
 - Supporting economic expansion (12%)

Purchasing In McKinney

- Three of four agreed (51%) or strongly agreed (28%) that they can generally find what they want to buy in McKinney; 21% disagreed
- Last time unable to purchase something not available in McKinney, items were clothing (25%), furniture (10%), or food/ethnic/specialty restaurant (9%)
- Item eventually purchased in Plano (32%), Frisco (25%), or Allen (21%)
- Where people lived impacted final destination for purchasing items not available in city

Utilization And Participation By City Residents

- Facilities most often utilized were visiting a city park or park facility (80%), accessing the city web site (76%), and visiting a public library (67%); also participating in city event (53%) and a city office building (52%)
- Dickens of a Christmas (67%), Oktoberfest (57%), and Red, White & Boom (67%) most frequently attended city events
- 85% participated in curbside recycling in past year

Attitudes About Customer Service

- 46% acknowledged having had contact with a city employee during past year
- Customers most pleased with following:
 - Directed to correct department (89%-7%, 12.7:1)
 - Courtesy of person they interacted with (91%-9%, 10.1:1)
 - Asked adequate questions to determine nature of problem and people showed pride and concern for quality of work (both 85%-10%, 8.5:1)
- Regarding follow-up, 51% said none was necessary; 28% came from telephone call

Attitudes About City Services

- From list of 20 services, residents were most pleased with:
 - Fire and/or EMS – 75%-5%, 15.0:1
 - Library – 78%-6%, 13.0:1
 - Athletic fields – 70%-6%, 11.7:1
 - Downtown events – 80%-7%, 11.4:1
 - Least pleased with street maintenance (73%-24%, 3.0:1)
- Most likely to support paying extra taxes to improve:
 - Police – 63%-32%, 2.0:1
 - Fire and/or EMS – 61%-33%, 1.8:1
 - Street maintenance – 58%-37%, 1.6:1
 - Least likely to improve animal control (41%-52%, 0.8:1)

Attitudes About Safety & Police

- Safest environments based on perceptions:
 - The city in general – 97%-1%, 97.0:1
 - A school function in McKinney – 75%-1%, 75.0:1
 - In their neighborhood – 98%-2%, 49.0:1
 - When shopping in McKinney – 98%-2%, 49.0:1
 - Least safe at city park closest to home - 86%-4%, 21.5:1
- Satisfaction with police services:
 - Speed in responding to calls – 62%-7%, 8.9:1
 - Courtesy – 69%-10%, 6.9:1
 - Professionalism – 69%-10%, 6.9:1
 - Customer service - 65%-10%, 6.5:1)

Attitudes About Construction Issues With Future City Facilities

- That it be economical – 96%-2%, 48.0:1
- Be sustainable and energy efficient – 95%-3%, 31.7:1
- Utilize best practices – 89%-3%, 29.7:1
- Be attractive – 91%-7%, 13.0:1
- Generate pride in the community - 87%-12%, 7.3:1
- That it include significant amounts of landscaping – 69%-28%, 2.5:1

Evaluating Attitudes About the City

- I am satisfied with living in McKinney – 97%-4%, 32.3:1
- We have an excellent city workforce – 82%-5%, 16.4:1
- The city has the educational resources I need to improve my quality of life – 81%-7%, 11.6:1
- My neighborhood receives sufficient city services – 88%-8%, 11.0:1
- Less agreeable in that they don't feel they can ever get a straight answer from the city if they have a problem (15%-66%, 0.2:1) and being frustrated with how city government works in McKinney (24%-63, 0.4:1)

Sources Utilized To Obtain Information About the City

- The website – 82%-17%, 4.8:1
- Printed newsletter direct mailed to one's home - 70%-29%, 2.4:1
- Parks, Recreation and Open Spaces Activity guide – 65%-32%, 2.0:1
- Electronic newsletter – 65%-34%, 1.9:1
- Water bill inserts – 60%-38%, 1.6:1
- Not likely to utilize social media sites like Twitter (4%-91%, 0.1:1), YouTube (12%-87%, 0.1:1), or Facebook (14%-75%, 0.3:1)

McKinney 2010 Citizen Survey Presentation

City Council Meeting

September 7, 2010

