

# *2013 San Marcos Community Survey Findings*

Presented by  
*ETC Institute*

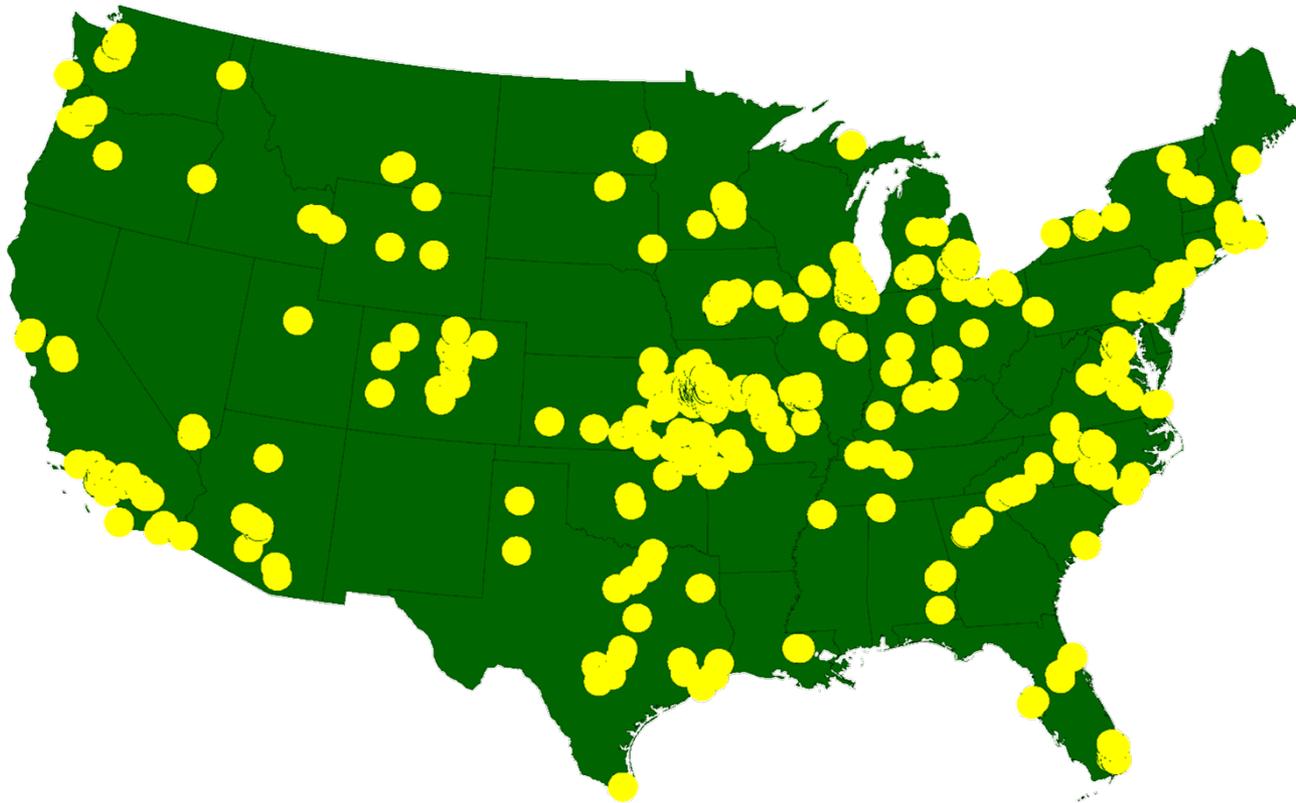


June 2013



# A National Leader in Market Research for Local Governmental Organizations

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**More than 1,750,000 Persons Surveyed Since 2006  
for more than 500 cities in 48 States**

# Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Conclusions**
- **Questions**

# Purpose

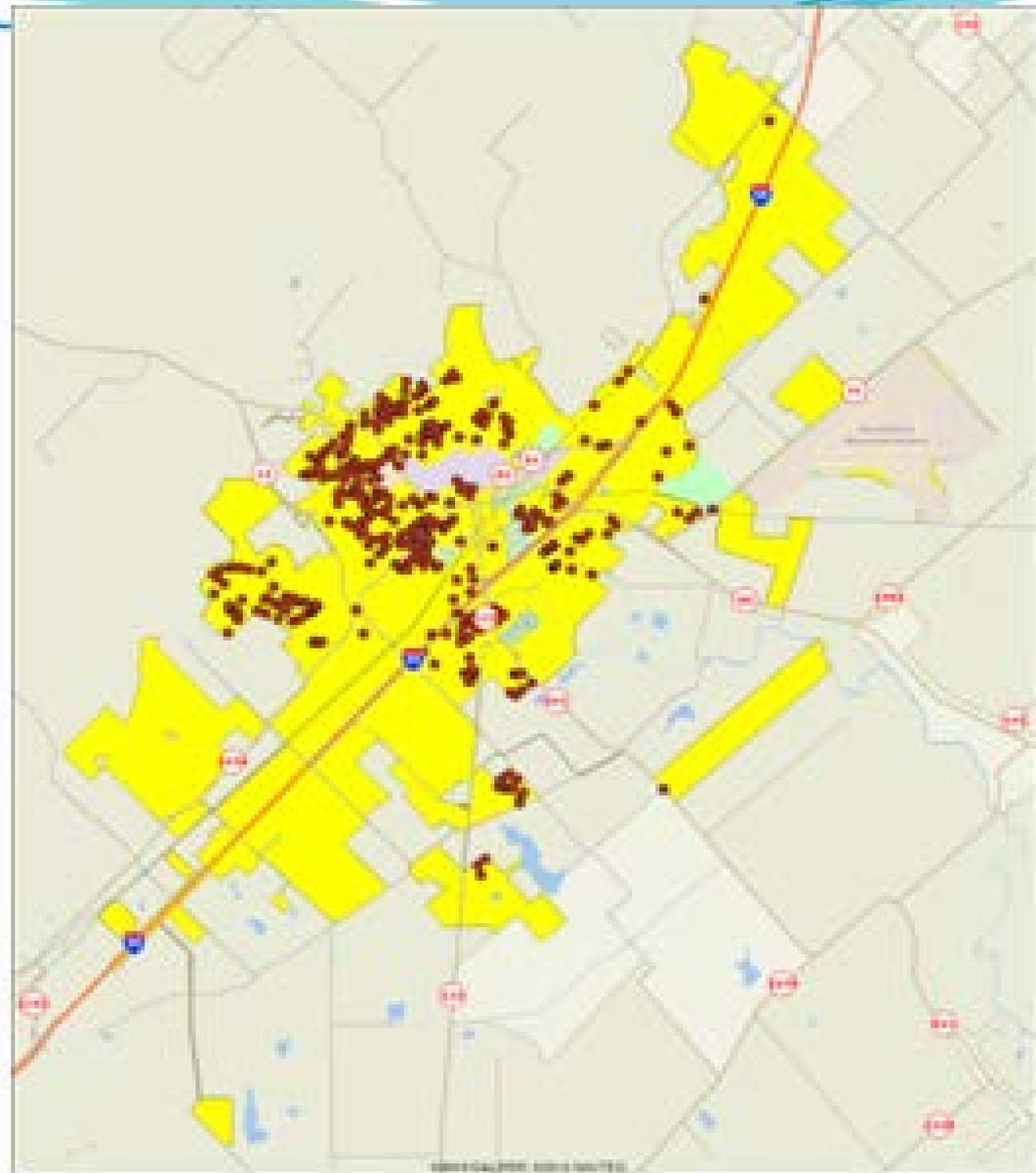
- **To objectively assess resident satisfaction with the delivery of major City services**
- **To help set priorities for the community**
- **To compare the City's performance with other cities, both local and across the U.S.**

# Methodology

- **Survey Description**
  - survey was 7 pages in length
  - took approximately 20 minutes to complete
- **Method of Administration**
  - mailed to a sample of households in the City
  - phone follow-ups done 7 -10 days after the mailing
- **Sample size: 405 completed surveys**
- **Confidence level: 95%**
- **Margin of error: +/- 4.8% overall**
- **All key demographic groups in the City were well represented**
- **Good geographic representation from all areas of the City**

# 2013 San Marcos Community Survey

## Location of Respondents



Good Representation By LOCATION

# Bottom Line Up Front

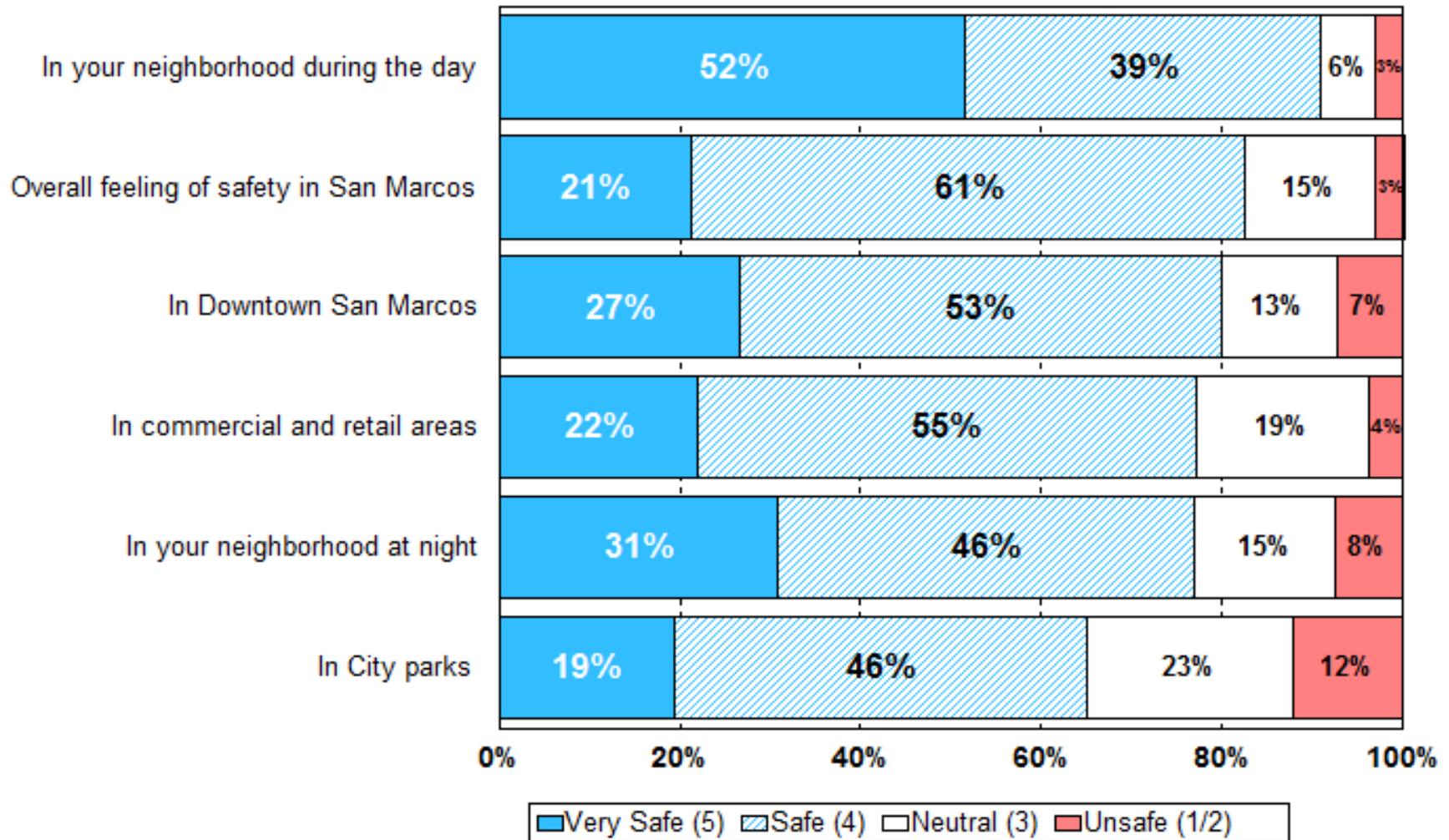
- Residents generally have a positive perception of the City
- The City is doing good job of providing services throughout the City
- San Marcos is setting the standard for customer service among other U.S. cities
- City investment priorities are aligned with community needs

## *Topic #1*

**What Do Residents Generally  
Think of the City?**

# Q3. How Safe Do You Feel?

by percentage of respondents (excluding don't knows)

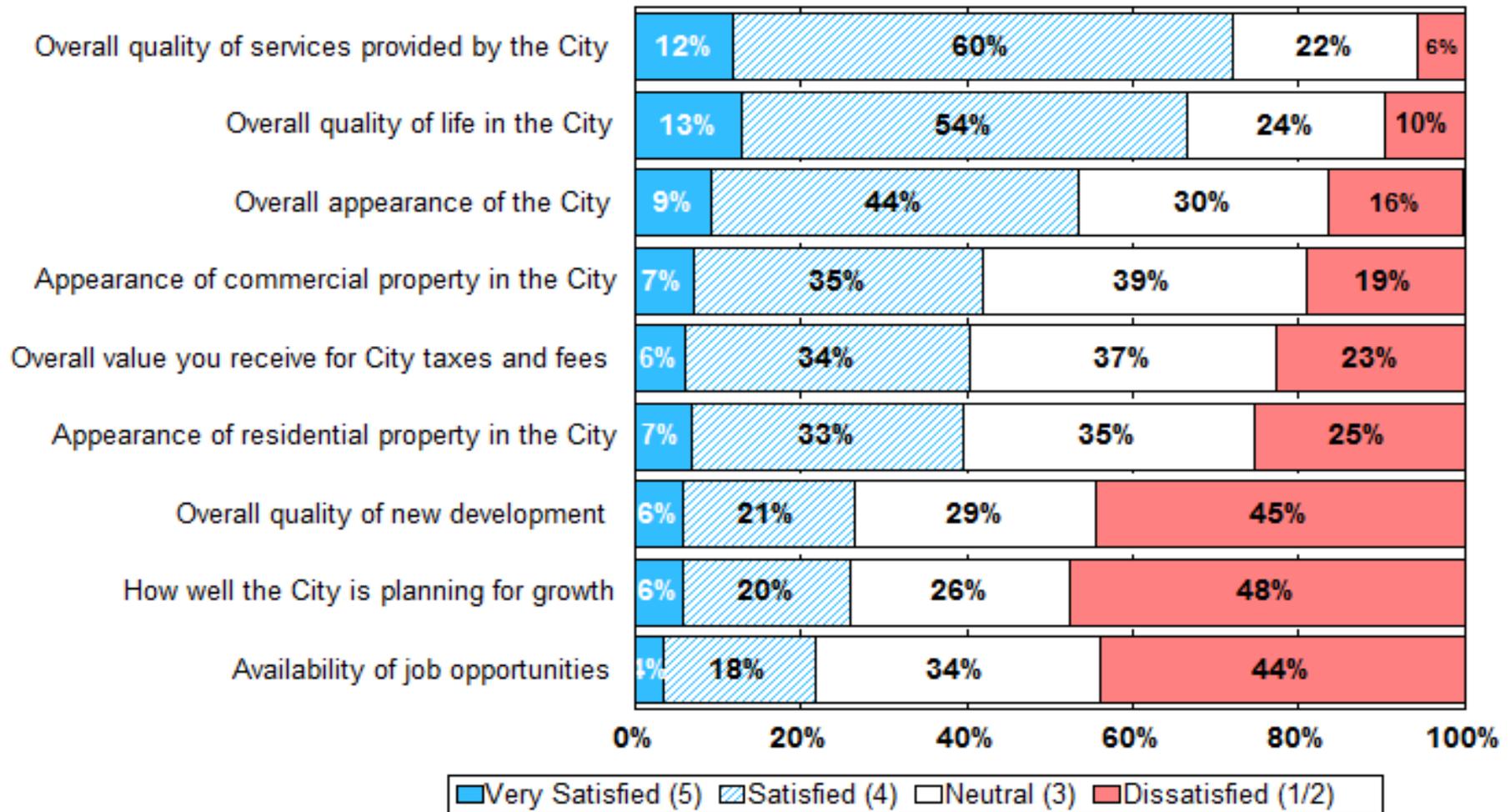


Source: ETC Institute (2013 San Marcos Community Survey)

Residents Generally Felt Safe in the City

# Q4. Satisfaction With Items That Influence Perceptions of the City

by percentage of respondents (excluding don't knows)

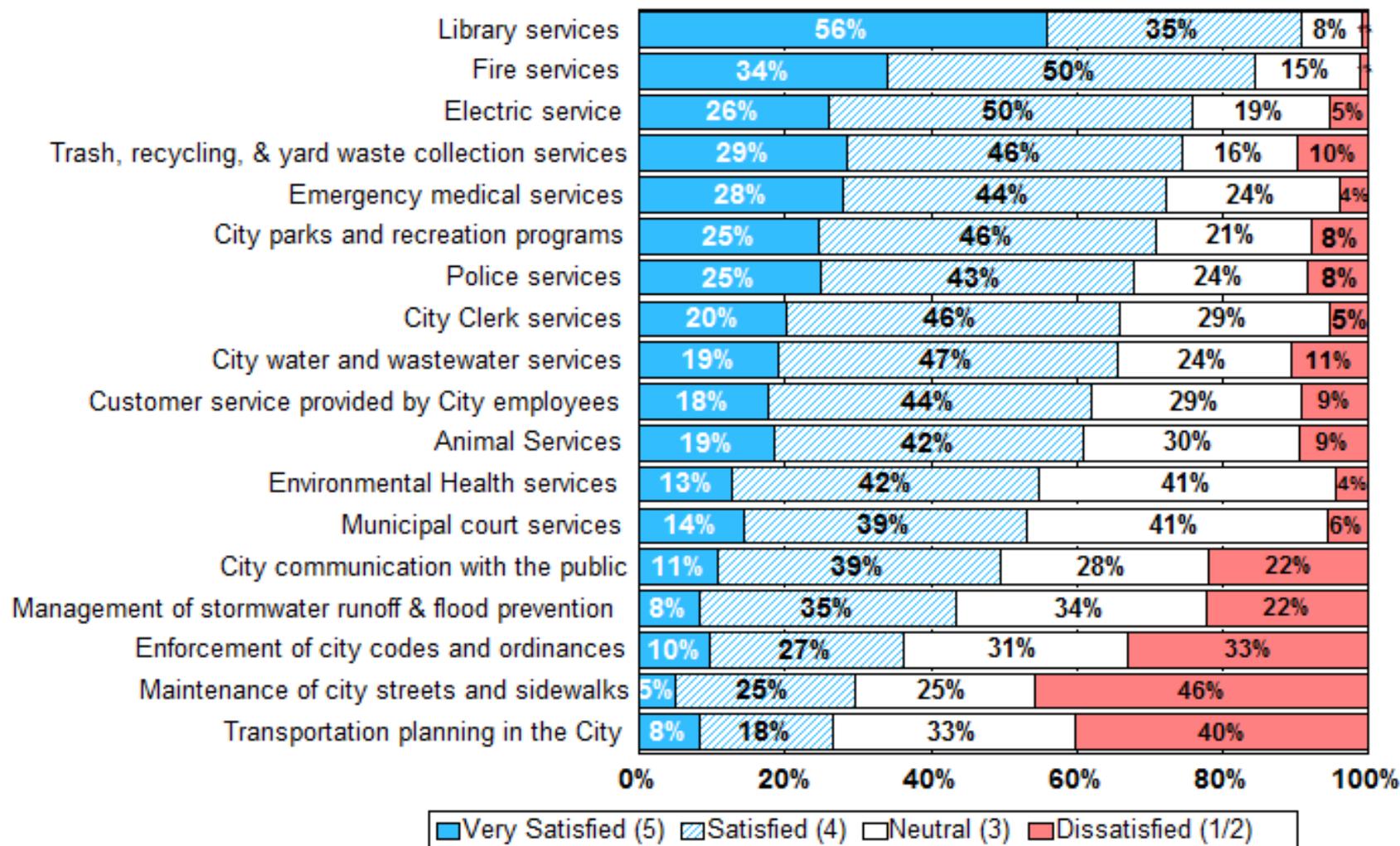


Source: ETC Institute (2013 San Marcos Community Survey)

Only 6% of the Residents Surveyed Were Dissatisfied With the Overall Quality of City Services

# Q1. Overall Satisfaction With the Quality of City Services

by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 San Marcos Community Survey)

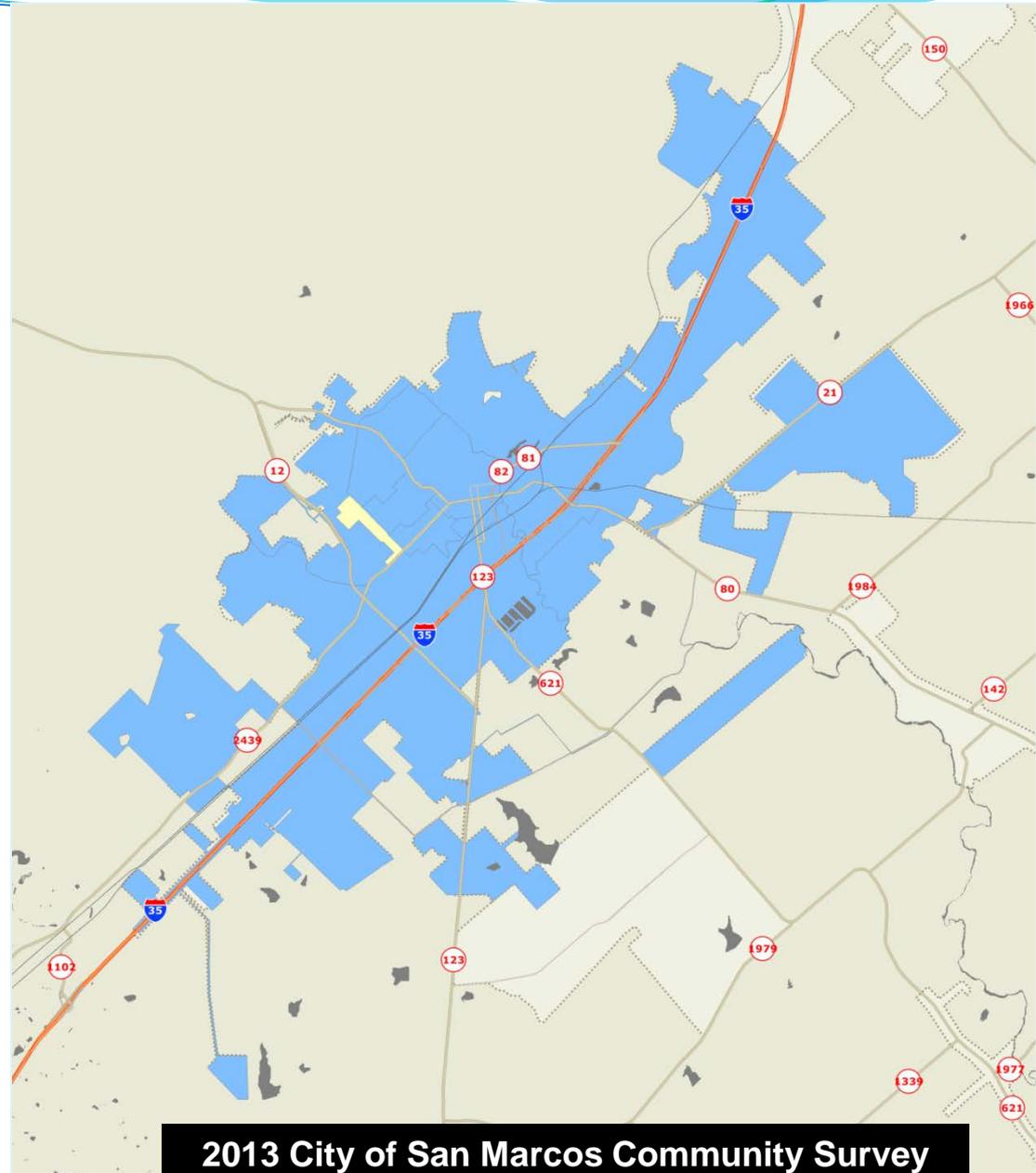
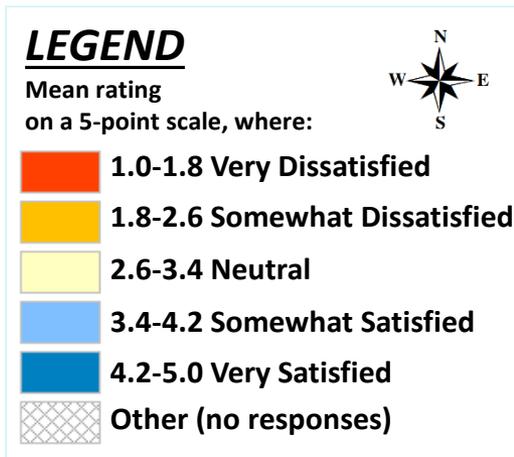
Current Efforts By the City to Improve Streets and Transportation in the City Have Likely Contributed to Dissatisfaction with these Services, but the dissatisfaction should be short-term.

## *Topic #2*

**How Well Are City Services  
Being Delivered in Different  
Areas of the City?**

# Q4a. Satisfaction with the OVERALL quality of City services

**While There Are Some Differences for Specific Services, Overall Satisfaction With City Services Is the Same Throughout the City**



## Topic #3

# How Have Things Changed Since 2011?

# Trends from 2011

## Areas that Generally Improved

- Library Services
- Customer Service
- Solid Waste Services

## Areas with the Most Notable Decreases

- Street Maintenance
- Transportation Planning
- Management of stormwater runoff & flood prevention
- Code Enforcement

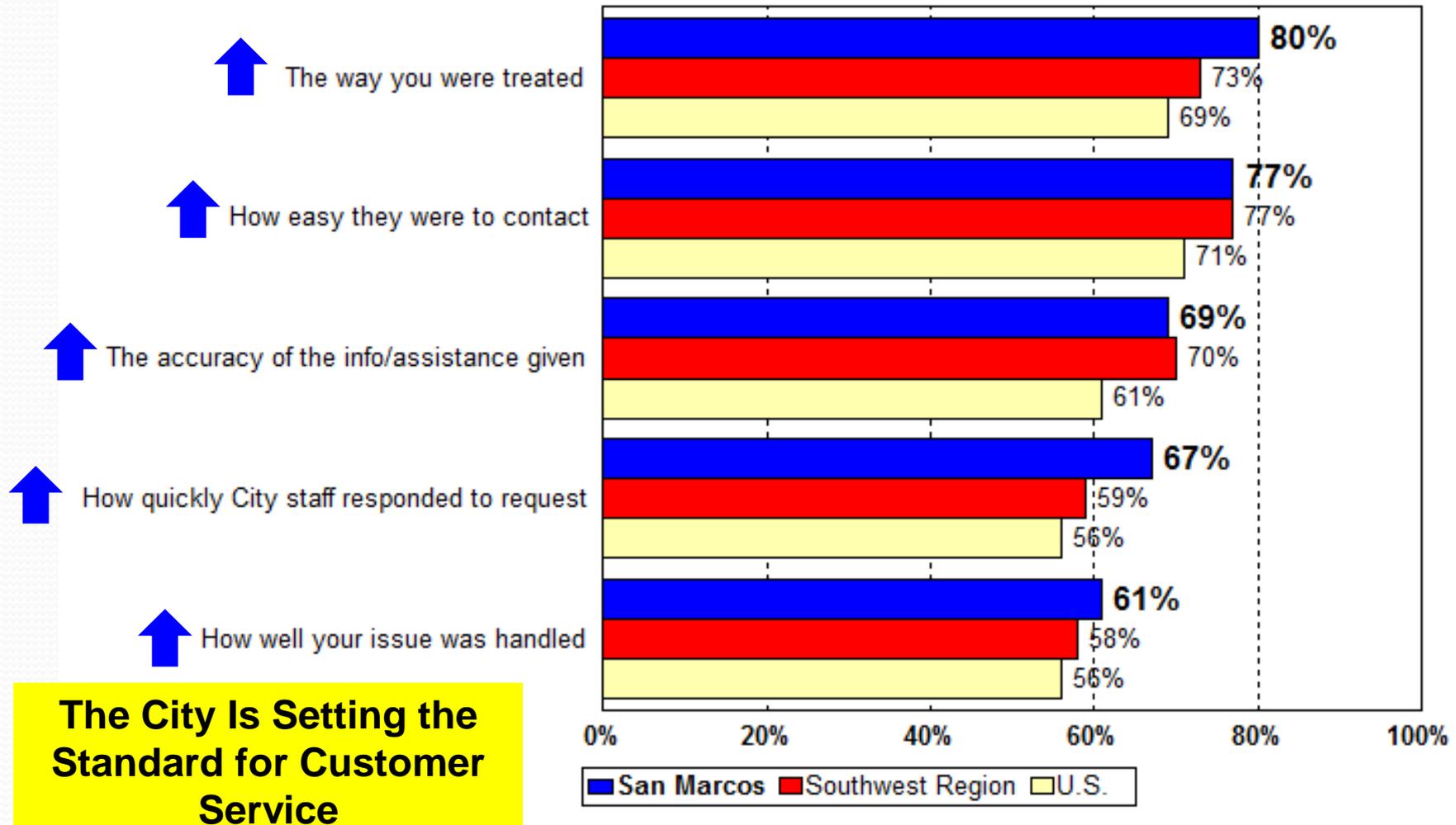
**The Current Investments in City Streets and Transportation Are Probably Contributing to the Short-Term Decrease in Satisfaction in these Areas**

## *Topic #4*

# How Does San Marcos Compare to Other Communities?

# Overall Satisfaction with Customer Service San Marcos vs. Southwest Region vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



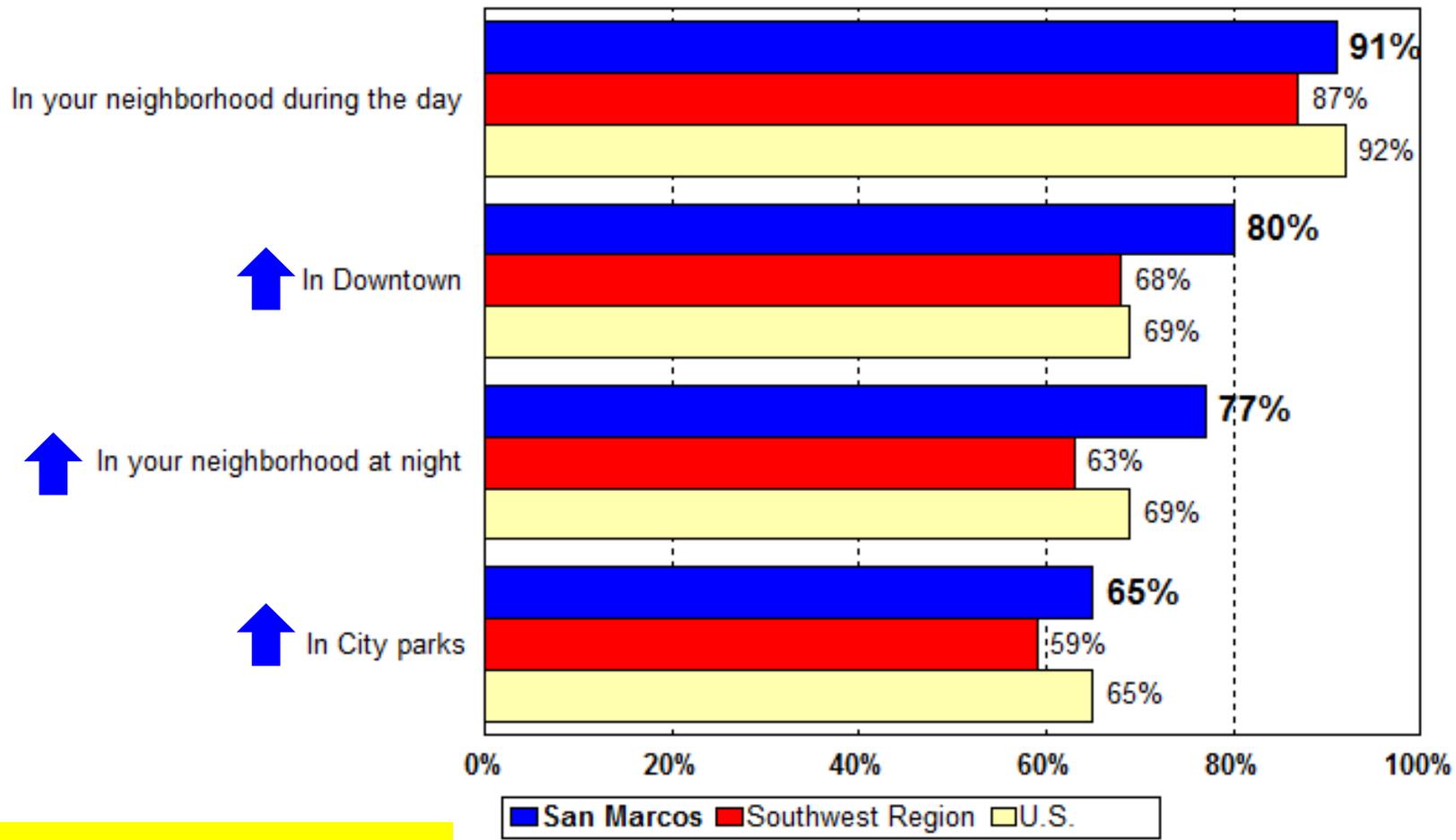
*Significantly Higher:* ↑

*Significantly Lower:* ↓

# How Safe Residents Feel in Their Community

## San Marcos vs. Southwest Region vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



**Residents Feel Safe**

*Significantly Higher:*  *Significantly Lower:* 

# Satisfaction with Issues that Influence Perceptions of the City

## San Marcos vs. Southwest Region vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

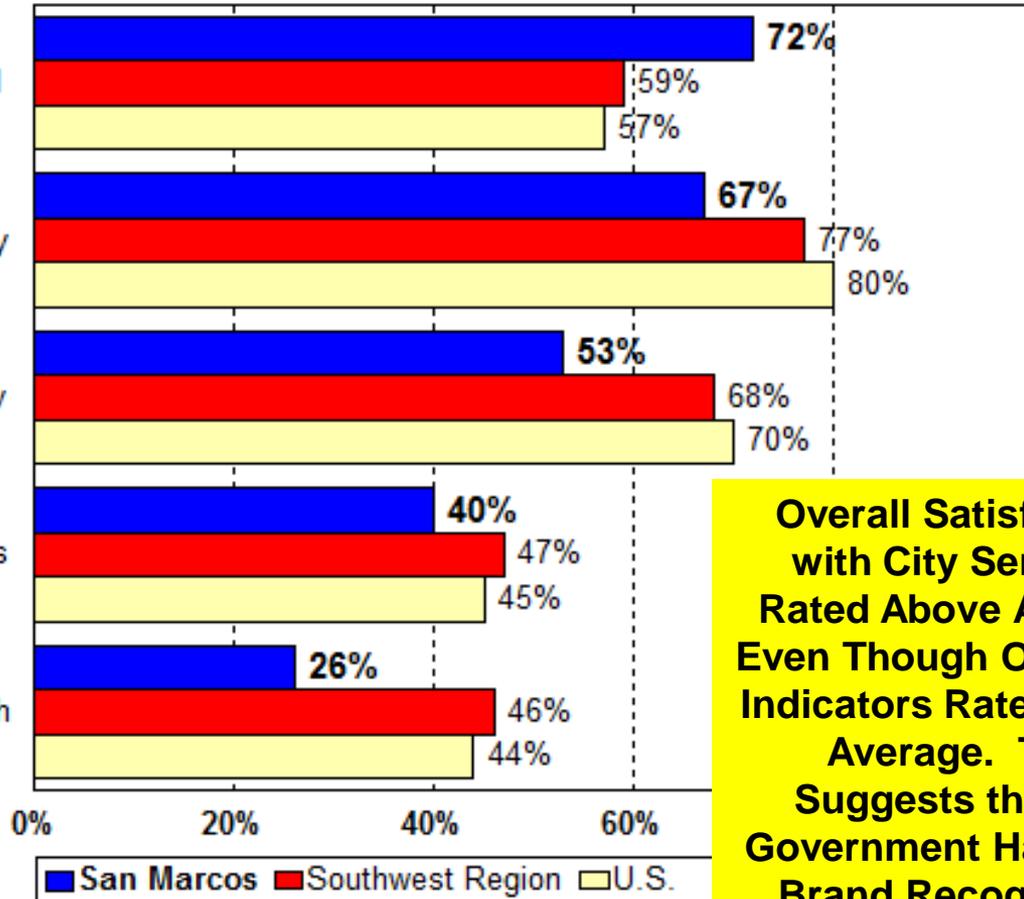
↑ Overall quality of City services provided

↓ Overall quality of life in the City

↓ Overall appearance of the City

↓ Value received for City tax dollars/fees

↓ How well the City is planning growth



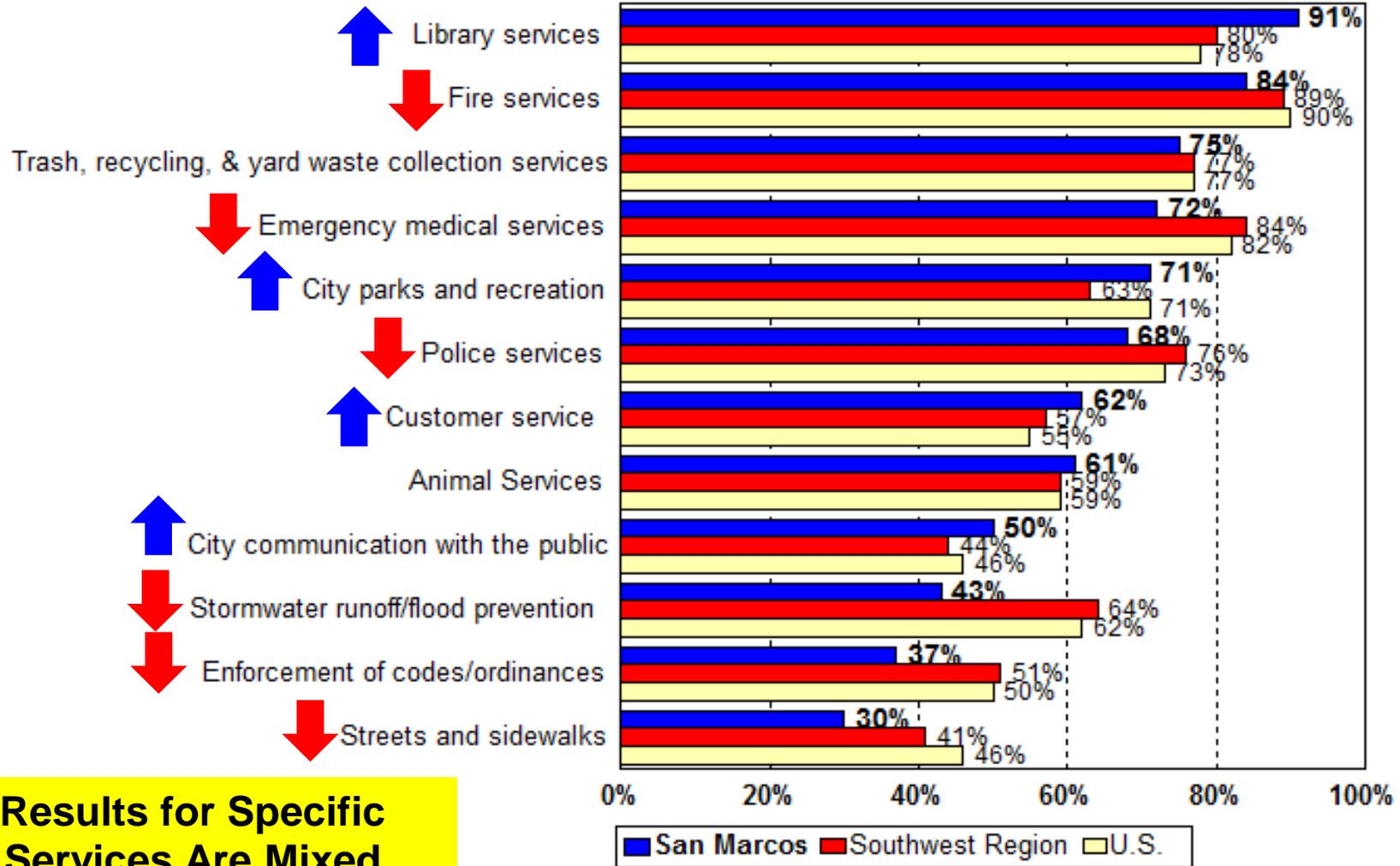
**Overall Satisfaction with City Services Rated Above Average Even Though Other Key Indicators Rated Below Average. This Suggests the City Government Has Good Brand Recognition.**

Source: 2013 ETC Institute

*Significantly Higher:* ↑ *Significantly Lower:* ↓

# Overall Satisfaction with Various City Services San Marcos vs. Southwest Region vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



**Results for Specific Services Are Mixed**

*Significantly Higher:* ↑

*Significantly Lower:* ↓

## *Major Finding #5*

**What Do Residents Think Are  
the City's Top Priorities?**

# Importance-Satisfaction Rating

## 2013 City of San Marcos Community Survey

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
Maintenance of city streets and sidewalks	33%	5	30%	17	0.2312	1
<b><u>High Priority (IS .10-.20)</u></b>						
Police services	59%	1	68%	7	0.1893	2
Transportation planning in the City	18%	9	26%	18	0.1295	3
City water and wastewater services	36%	3	66%	9	0.1232	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of city codes and ordinances	16%	10	37%	16	0.0995	5
Emergency medical services	33%	4	72%	5	0.0922	6
Management of stormwater runoff & flood prevention	15%	11	43%	15	0.0832	7
Fire services	49%	2	84%	2	0.0757	8
City communication with the public	13%	12	50%	14	0.0645	9
Trash, recycling, & yard waste collection services	23%	7	75%	4	0.0577	10
Electric service	23%	6	76%	3	0.0562	11
City parks and recreation programs	19%	8	71%	6	0.0544	12
Animal Services	6%	14	61%	11	0.0250	13
Environmental Health services	5%	16	55%	12	0.0230	14
Customer service provided by City employees	5%	15	62%	10	0.0206	15
Municipal court services	3%	17	53%	13	0.0122	16
Library services	8%	13	91%	1	0.0075	17
City Clerk services	2%	18	66%	8	0.0058	18

**Top Three OVERALL Opportunities for Improvement:**



# Importance-Satisfaction Rating

## 2013 City of San Marcos Community Survey

### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
<b>NONE</b>						
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance and appearance of existing City parks	63%	1	70%	2	0.1890	1
Walking and biking trails in the City	45%	2	59%	6	0.1833	2
Quality of youth recreation programs	31%	4	52%	9	0.1513	3
Mowing and trimming of public areas and greenspace	35%	3	63%	3	0.1287	4
Number of City parks	28%	6	60%	5	0.1108	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
City swimming pools	15%	7	55%	7	0.0687	6
Activity Center	31%	5	81%	1	0.0590	7
Quality of adult recreation programs	12%	9	54%	8	0.0552	8
Quality of outdoor athletic facilities	14%	8	62%	4	0.0517	9

**Top Three Opportunities for Parks and Recreation:**



# Importance-Satisfaction Rating

## 2013 City of San Marcos Community Survey

### CODE ENFORCEMENT

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
Enforcing cleanup of debris on private property	70%	1	37%	3	0.4416	1
Enforcing the mowing of grass on private property	39%	2	35%	4	0.2509	2
Enforcement of graffiti	36%	3	39%	2	0.2217	3
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcement of sign regulations	25%	4	42%	1	0.1433	4

Top Three Opportunities for Code Enforcement:



# Importance-Satisfaction Rating

## 2013 City of San Marcos Community Survey

### PUBLIC SERVICES

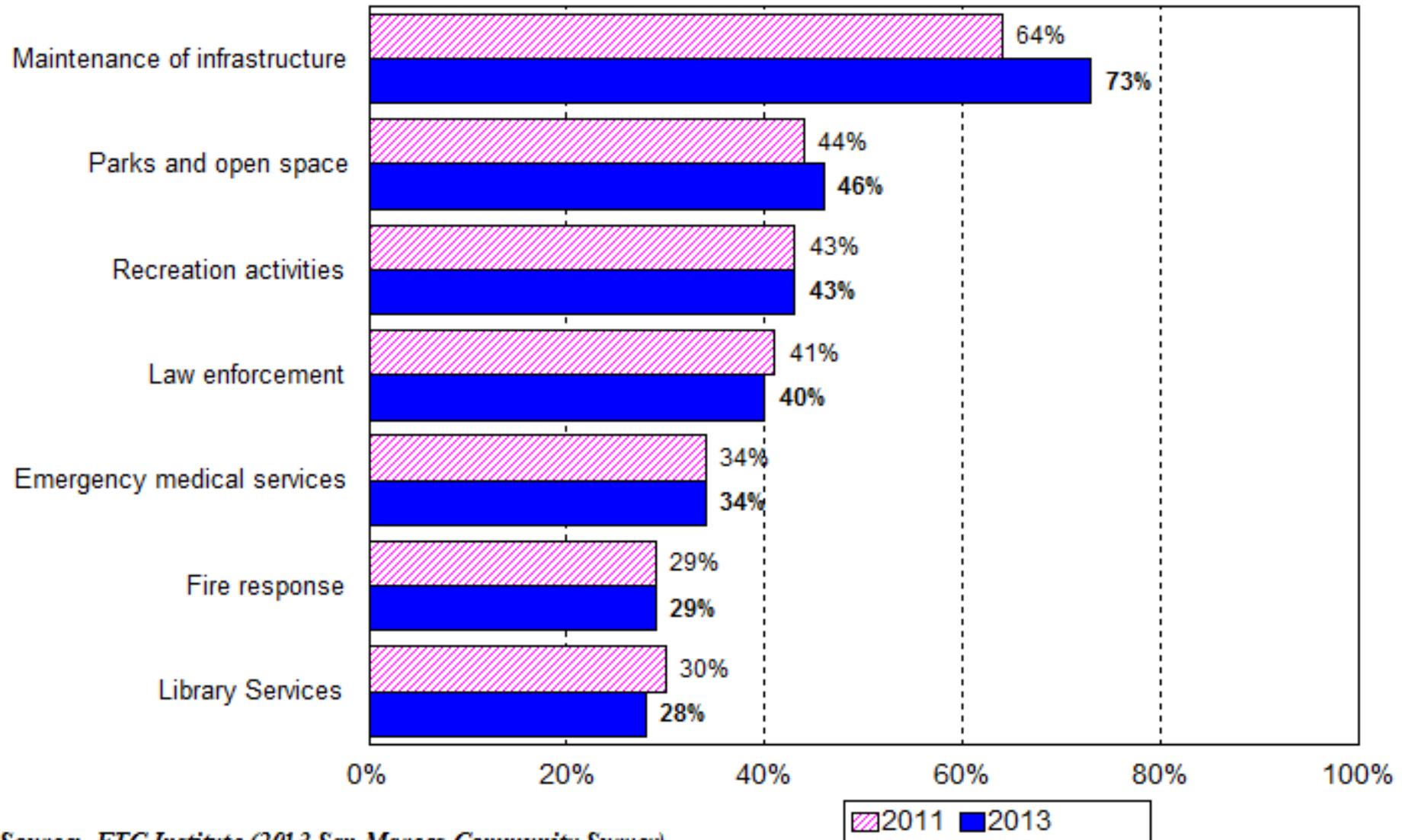
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
Maintenance of major City streets	62%	1	41%	8	0.3664	1
<b><u>High Priority (IS .10-.20)</u></b>						
Timing of traffic signals in the City	27%	5	36%	9	0.1762	2
Cleanliness of City streets and other public areas	35%	2	56%	2	0.1529	3
Maintenance of streets in your neighborhood	30%	4	50%	6	0.1486	4
Condition of sidewalks in the City	20%	7	34%	10	0.1298	5
Adequacy of City street lighting	23%	6	52%	5	0.1109	6
Cleanliness of creeks and open channels	19%	8	42%	7	0.1102	7
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Availability of bike lanes	13%	9	34%	11	0.0870	8
Reliability of electric service	34%	3	77%	1	0.0795	9
Mowing and trimming along City streets	13%	10	56%	3	0.0555	10
Level of usefulness of City e-services	3%	11	54%	4	0.0116	11

**Top Three Opportunities for Public Services:**



# TRENDS: How should the level of service provided by the City in the following areas change - 2011 and 2013

by percentage of respondents who felt the level of service for the item should be "much higher" or "a little higher" (excluding don't knows)

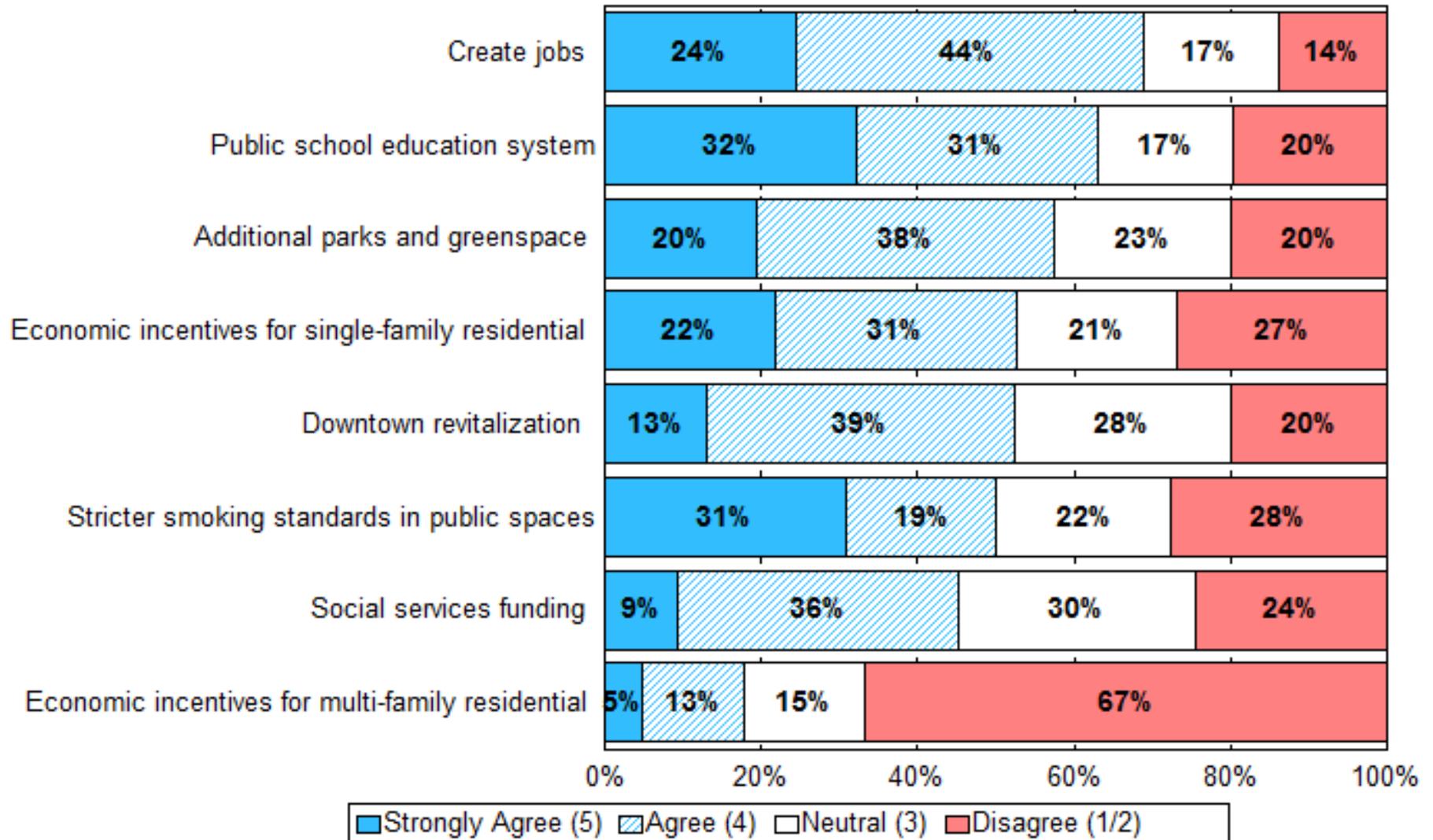


Source: ETC Institute (2013 San Marcos Community Survey)

# *Other Findings*

# Q20. Level of Agreement With Various City Investments

by percentage of respondents (excluding don't knows)



# Summary and Conclusion

- Residents generally have a positive perception of the City (only 6% are dissatisfied with City services)
- Overall satisfaction with City services is generally the same in all areas of the City
  - The City is doing an equitable job of providing services throughout the City
- San Marcos is setting the standard for customer service
  - Overall satisfaction with City services rated 15% above the national average and 13% above the southwest average
  - The City rated significantly above the national average in ALL 5 of the customer service items assessed
- The City's top priorities are aligned with community needs:
  - Maintenance of city streets and sidewalks
  - Police services
  - Transportation planning in the City

# Questions?

**THANK YOU!!**