
**2013 CITY OF SAN MARCOS
COMMUNITY SURVEY
-Final Report-**

Submitted to:

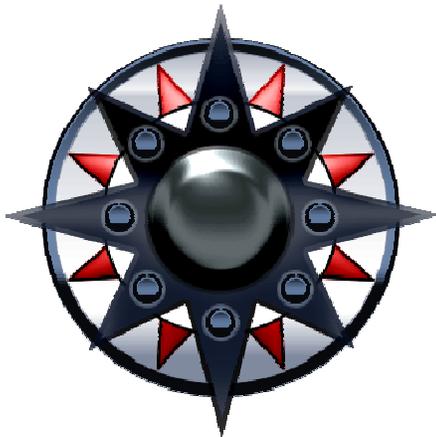
San Marcos, Texas

By



725 W. Frontier Lane
Olathe, KS 66061
(913) 829-1215

April 2013



Contents

Main Report

Executive Summary i

Section 1: Charts and Graphs..... 1

Section 2: Benchmarking Data 26

Section 3: Importance-Satisfaction Analysis..... 39

Section 4: Tabular Data 51

Section 5: Survey Instrument 94

Published Separately

Appendix A: GIS Maps A-1

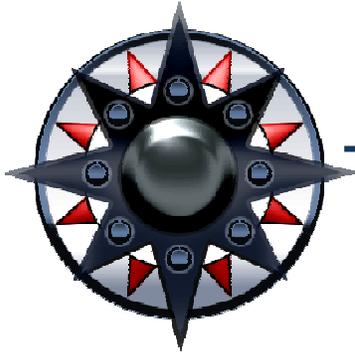
Appendix B: Open-Ended Comments B-1

Appendix C: Crosstabulations by Years Lived in the City, Age and Gender C-1

**Appendix D: Crosstabulations by Hispanic/Latino/Spanish Heritage,
Race/Ethnicity, and Income**..... D-1

**Appendix E: Crosstabulations by Home Owners versus Renters and Residents
Living in Single Family Homes versus Apartments/Condos** E-1

Appendix F: Crosstabulations by Students of Texas State and Education.....F-1



2013 DirectionFinder[®] Survey

Executive Summary Report

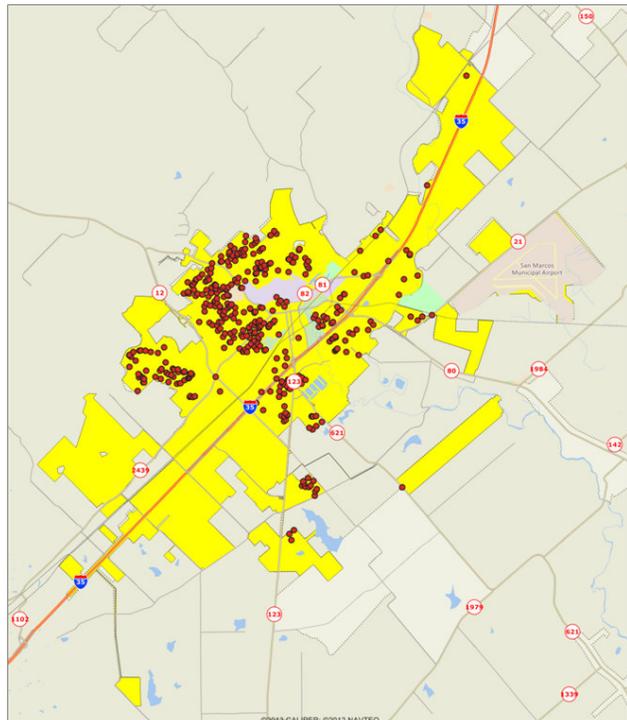
Overview and Methodology

During the spring of 2013, ETC Institute administered a Community Survey for the City of San Marcos. The purpose of the survey was to assess resident satisfaction with the delivery of major city services and to help set priorities for the community. This was the second Community Survey ETC Institute administered for San Marcos; the first community survey was administered in 2011.

The seven-page survey was administered by mail and phone to a random sample of 405 residents. The overall results of the survey have a precision of at least +/-4.8% at the 95% level of confidence. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

The percentage of “don’t know” responses has been excluded from many of the graphs and the benchmarking data shown in this report to facilitate valid comparisons between city services. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey along with comparisons to the results from 2011 to 2013
- benchmarking data that shows how the survey results for San Marcos compare to other cities in the United States and the southwestern region of the United States
- importance-satisfaction analysis to help the City use survey data to set priorities
- tabular for all questions on the survey
- a copy of the survey instrument

MAJOR FINDINGS AND CONCLUSIONS

Overall Satisfaction with City Services Is Very High.

Seventy-two percent (72%) of the residents surveyed who had an opinion, were “very satisfied” or “satisfied” with the overall quality of services provided by the City; only 6% were dissatisfied; the remaining 22% gave a neutral rating. The overall satisfaction for San Marcos is 15% above the national average (72% San Marcos vs. 57% national average).

Residents Give High Ratings for the Quality of Customer Service Provided By City Employees.

Sixty-two percent (62%) of the residents surveyed who had an opinion, were “very satisfied” or “satisfied” with the quality of customer service provided by City employees; only 9% were dissatisfied; the remaining 29% gave a neutral rating. San Marco’s customer service rating is 7% above the national average (62% San Marcos vs. 55% national average).

City Investment Priorities Are Aligned With Community Needs

The analysis conducted by ETC Institute identified improvements to City streets as the City’s top opportunity for improvement. Since 2011, the City has significantly increased its level of investment in City streets, which shows the City’s priorities are aligned with the needs of residents. Although satisfaction levels decreased between 2011 and 2013, the short-term decrease should have been expected by the City. Satisfaction ratings for street maintenance, traffic flow, appearance related issues, and even public safety typically decrease when construction is conducted on major City streets because driving conditions and the appearance of the City are usually worse during construction activities. Once the current construction projects are completed, the City should see significant increases in satisfaction ratings.

FINDINGS FOR SPECIFIC SERVICES

- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the Activity Center (81%), the maintenance/appearance of existing City parks (70%), mowing/ trimming of public areas/greenspace (63%) and the quality of outdoor athletic fields (62%).
- **Code Enforcement.** The highest levels of satisfaction with code enforcement services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were the enforcement of sign regulations (42%) and the enforcement of graffiti (39%).
- **Public Services.** The highest levels of satisfaction with public services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the reliability of electric service (77%), the cleanliness of City streets/other public areas (56%) and the mowing/trimming along City streets (56%). Residents were least satisfied with the availability of bike lanes (34%) and the condition of sidewalks in the City (34%).
- **Transparency of City Government.** The highest levels of satisfaction with various aspects of the transparency of City government, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the usefulness of the information available on the City’s website (42%) and the City’s efforts to keep residents informed (39%).
- **Customer Service.** The highest levels of satisfaction with various aspects of customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the way that residents were treated when they called the City (80%), how easy City employees were to contact (77%) and the accuracy of the information/assistance given when residents called the City (69%).
- **Solid Waste/Utility Services.** The solid waste/utility services that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: residential trash collections services (83%), recycling services (80%) and electric service (80%). Residents were least satisfied with bulky item pick up/removal services (56%).

OTHER FINDINGS

- Residents were asked to indicate how safe they felt in various situations throughout the City. The areas where residents felt most safe, based upon the combined percentage of “very safe” and “safe” ratings among residents who had an opinion, were: the feeling of safety in your neighborhood during the day (91%), the overall feeling of safety in San Marcos (82%) and the feeling of safety in Downtown San Marcos (80%).
- The top sources that residents used to get information about the City were: newspaper (65%), utility bill insert (52%) and the Internet (51%). The top electronic sources that residents used to get information about the City were: the Internet (81%), text messages (47%) and Facebook (47%).
- Residents were asked to rate the City’s current pace of land development by type. The areas with the largest percentage of residents who felt the type of development was “just right” were: office development (56%) and retail development (54%). There were significant increases in the percentage of residents who felt the following types of development were “much too slow” or “too slow” from 2011 to 2013: industrial development (+10%), single-family residential development (+9%) and office development (+8%).
- Seventy-three percent (73%) of the residents surveyed felt the level of service delivery of the maintenance of infrastructure should be “much higher” or “a little higher.” When comparing the results from 2011 to 2013, this was a 9% increase in the percent of residents who felt the level of service delivery should be higher from 64% in 2011 to 73% in 2013.
- The issue that residents felt would be the biggest problem facing San Marcos over the next five years was traffic (70%). Some of the other areas that residents felt would be big problem areas for San Marcos over the next five years were: planning for rapid growth (47%) and road repair/maintenance/expansion (37%). There were significant increases (increases of more than 5%) in the percent of residents who felt these three areas were going to be major issues from 2011 to 2013.
- The statements related to the City’s Strategic Initiatives that residents most agreed with, based upon the combined percent of “strongly agree” or “agree” ratings of residents who have an opinion were: City does a good job of protecting and maintaining the river, while providing for recreation on the river (51%) and the City is committed to creating a business friendly development process (48%).
- The initiatives that residents felt were most important for the City to invest tax dollars in, based upon the combined percent of residents who “strongly agreed” or “agreed” with the statement, were: invest tax dollars to help create jobs (68%), invest tax dollars in the public school education system (63%) and invest tax dollars in the acquisition/development of parks and greenspace (58%).

OPPORTUNITIES FOR IMPROVEMENT

In order to help the City identify opportunities for improvement, ETC Institute conducted an Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years.

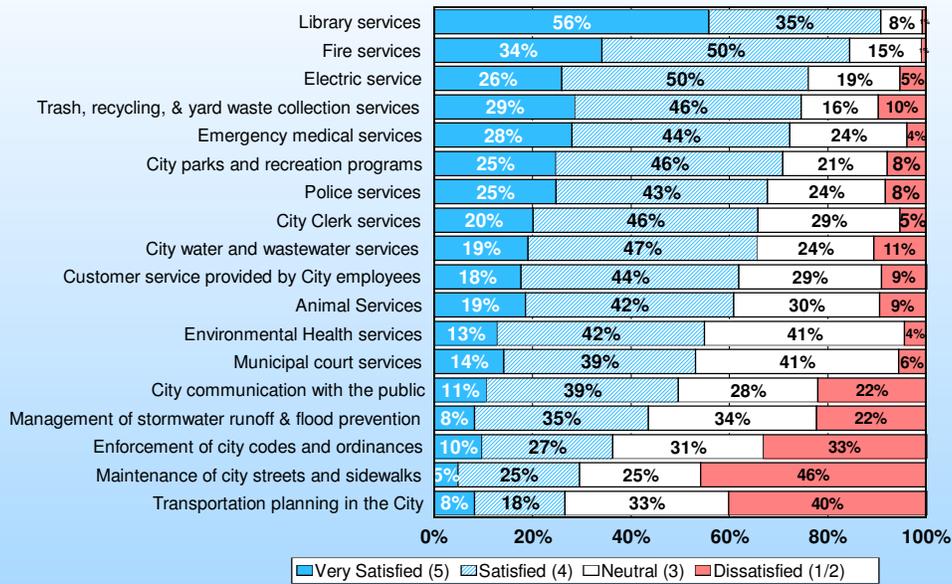
- **Overall Priorities.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Maintenance of city streets and sidewalks
 - Police services
 - Transportation planning in the City
 - City water and wastewater services

- **Priorities within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Parks and Recreation:** Maintenance and appearance of existing City parks, walking and biking trails in the City and quality of youth recreation programs
 - **Code Enforcement:** enforcing cleanup of debris on private property, enforcing the mowing of grass on private property and enforcement of graffiti
 - **Public Services:** maintenance of major City streets, timing of traffic signals in the City and cleanliness of City streets and other public areas

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With the Quality of City Services

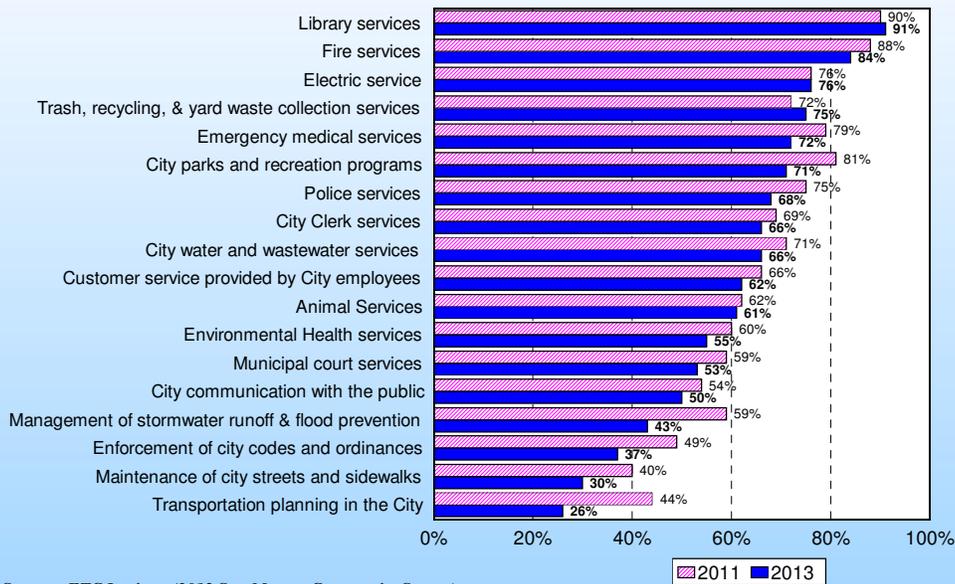
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 San Marcos Community Survey)

TRENDS: Overall Satisfaction With the Quality of City Services - 2011 and 2013

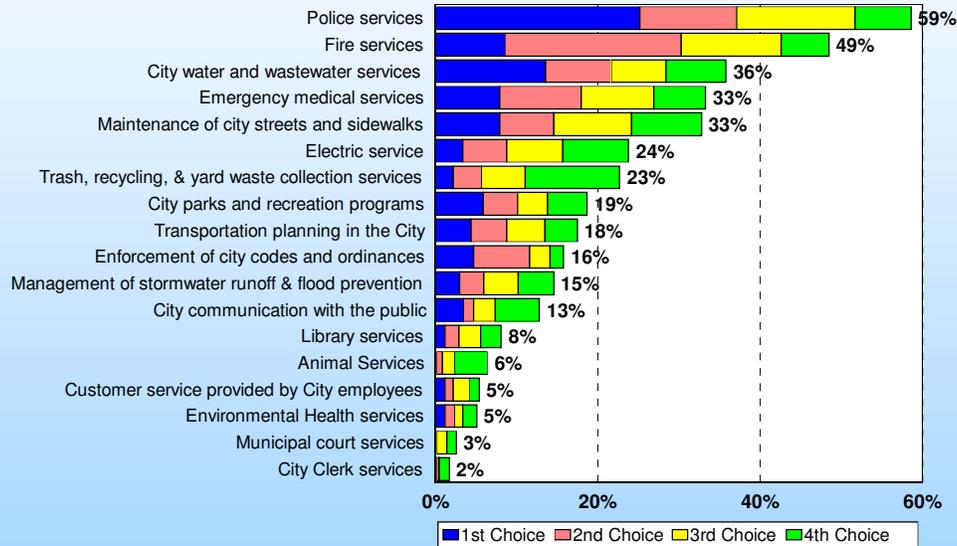
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013 San Marcos Community Survey)

Q2. Overall City Services That Residents Thought Were Most Important for the City to Provide

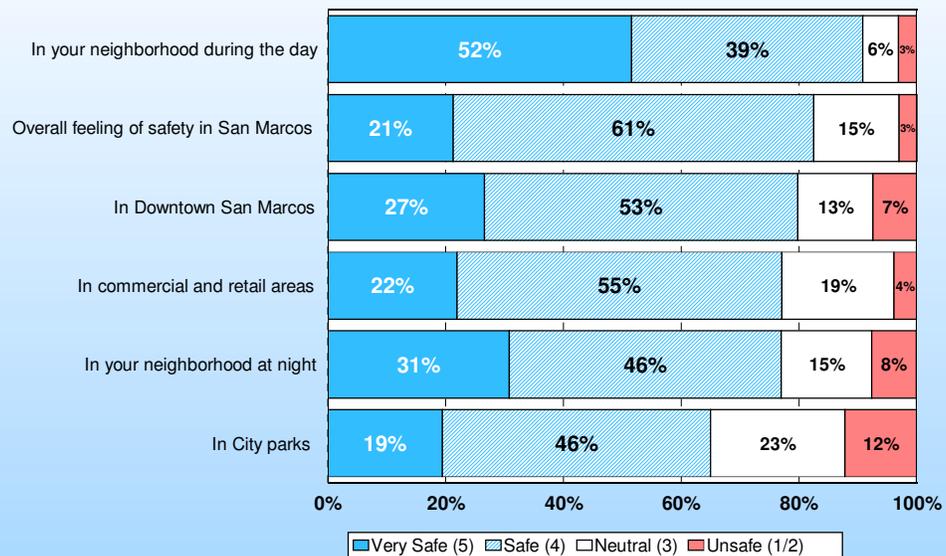
by percentage of respondents who selected the item as one of their top four choices



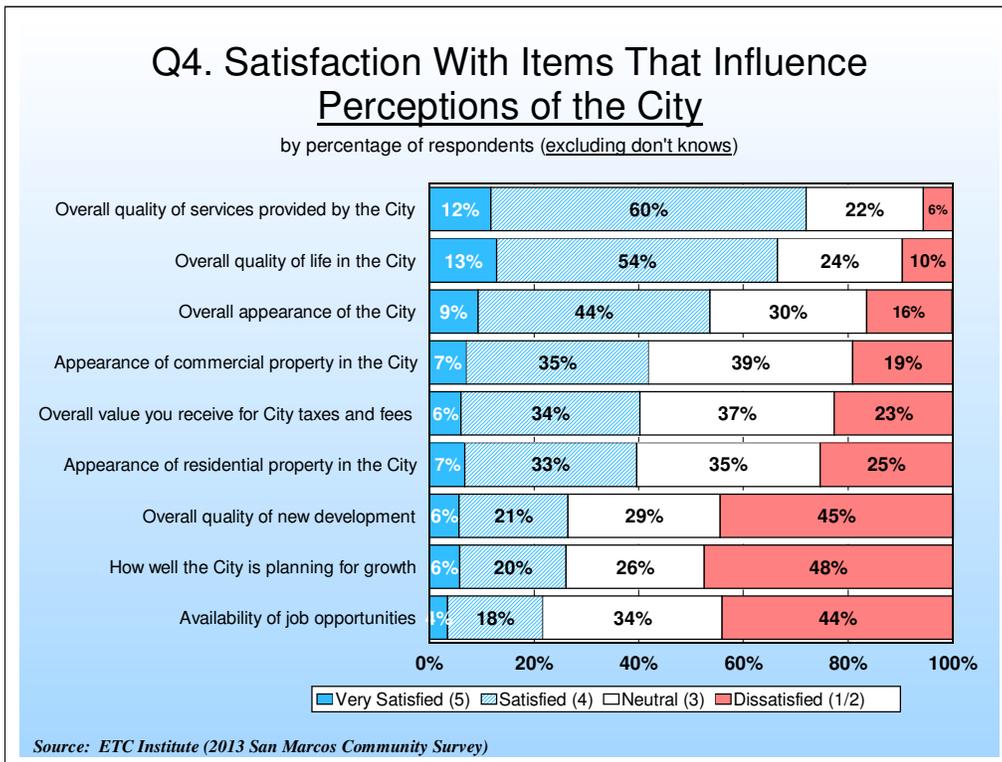
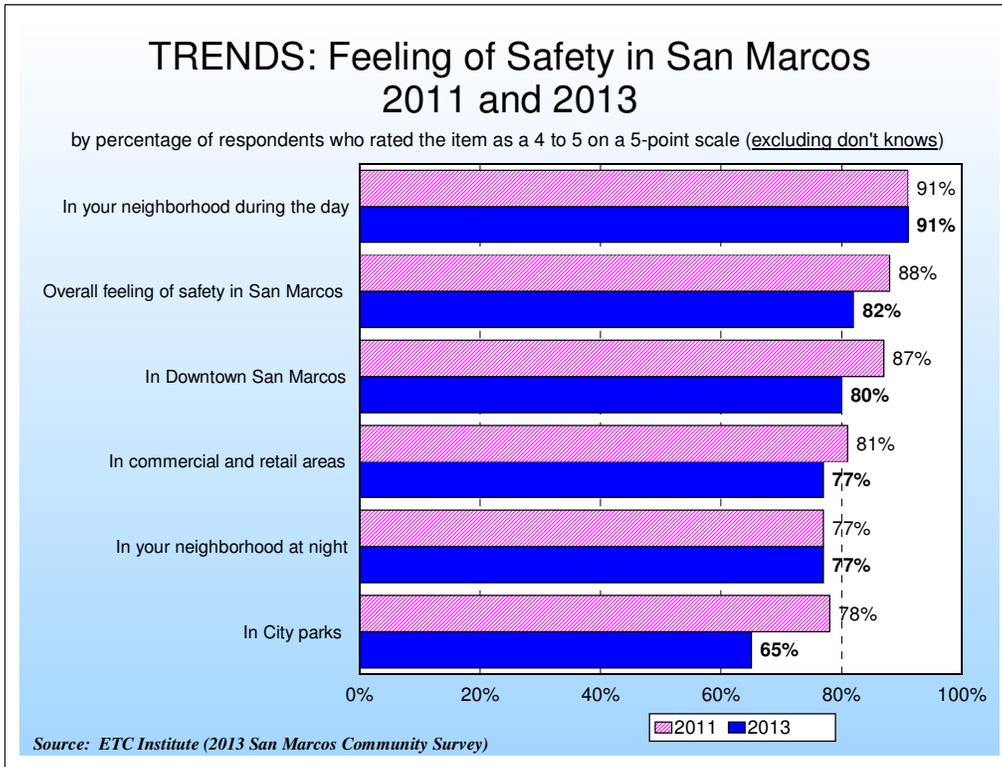
Source: ETC Institute (2013 San Marcos Community Survey)

Q3. How Safe Do You Feel?

by percentage of respondents (excluding don't knows)

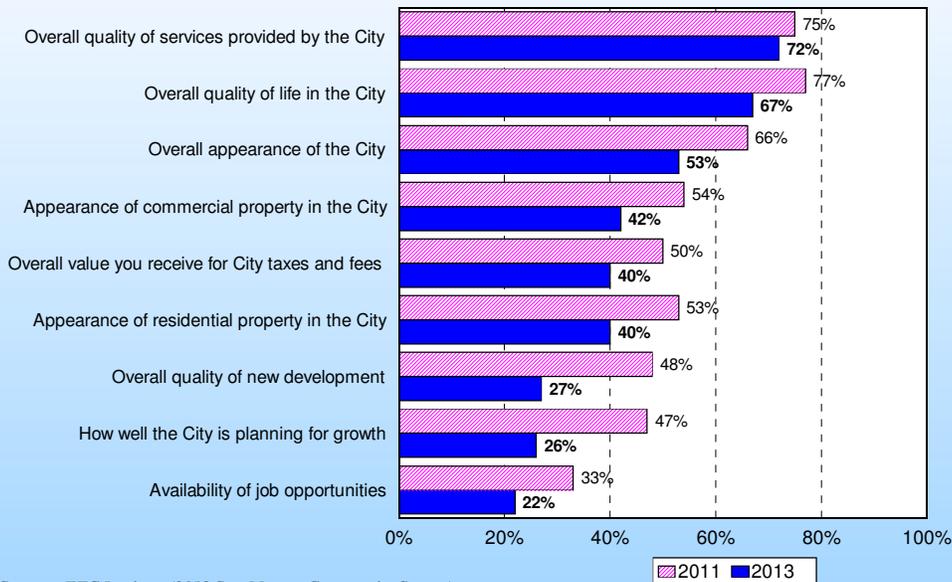


Source: ETC Institute (2013 San Marcos Community Survey)



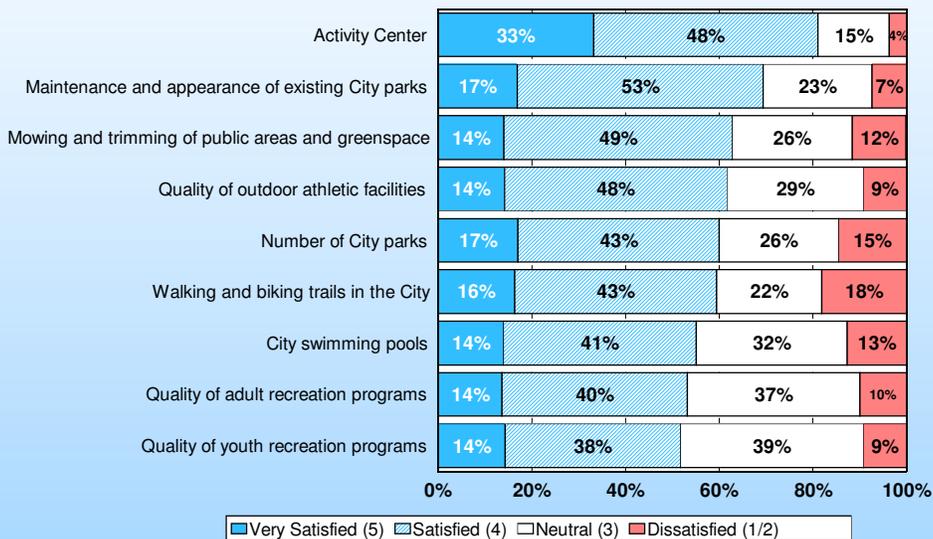
TRENDS: Satisfaction With Items That Influence Perceptions of the City - 2011 and 2013

by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)



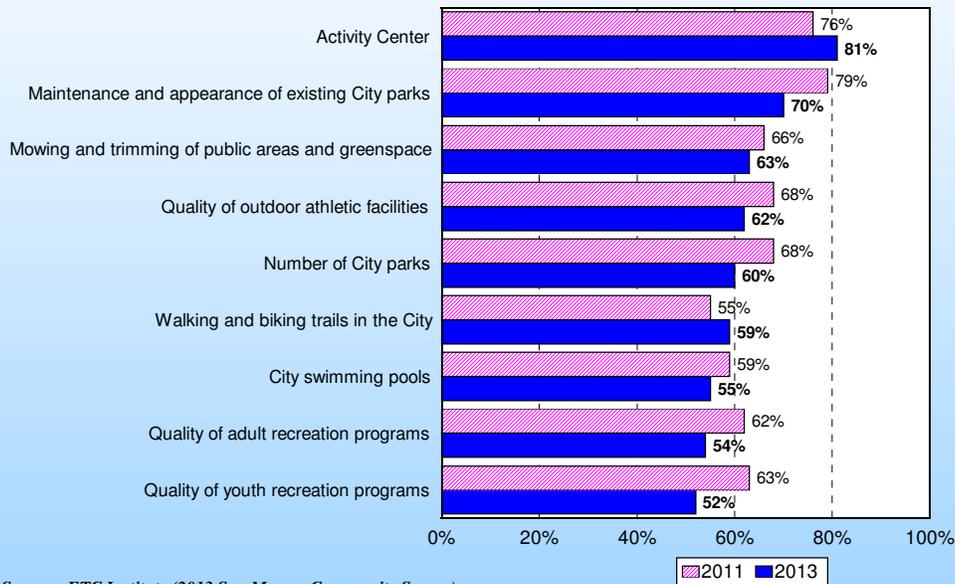
Q5. Satisfaction with Various Aspects of Parks and Recreation

by percentage of respondents (excluding don't knows)



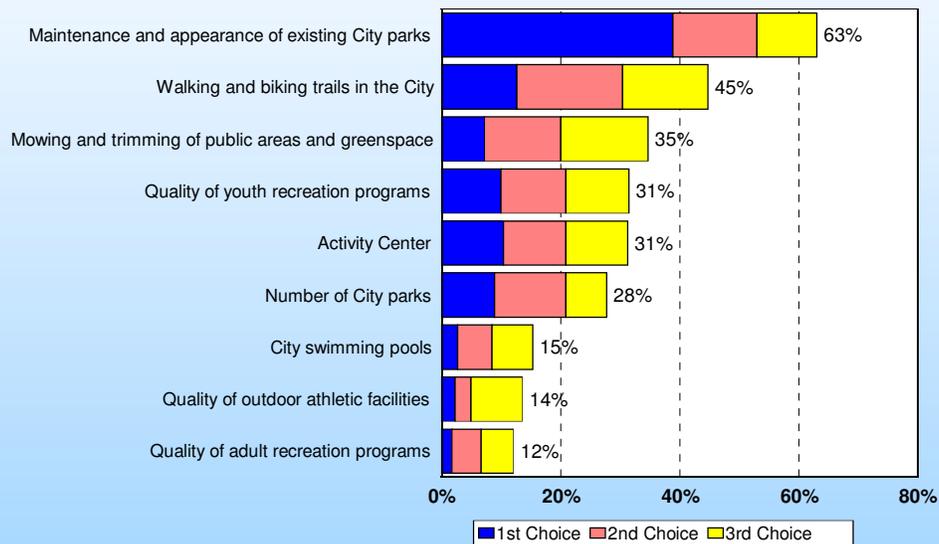
TRENDS: Satisfaction with Various Aspects of Parks and Recreation - 2011 and 2013

by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)



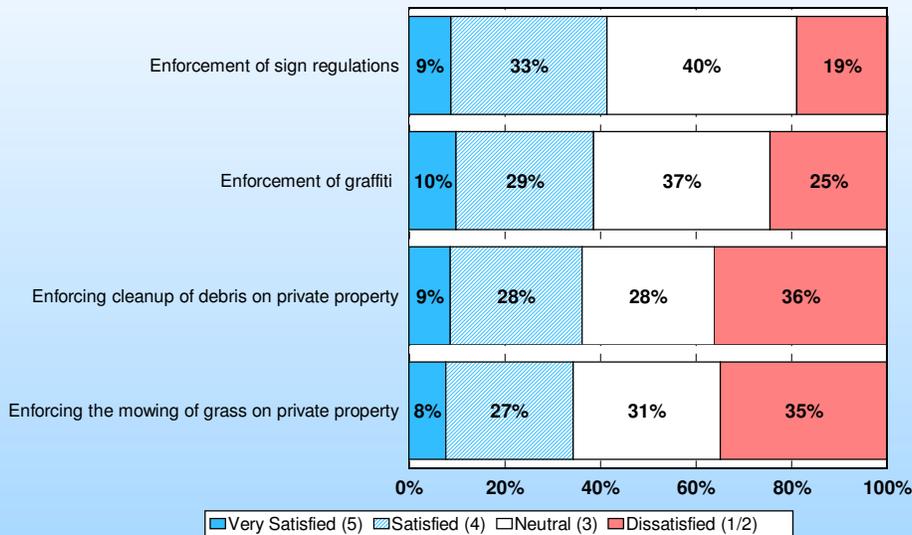
Q6. Parks and Recreation Services That Residents Thought Were Most Important for the City to Provide

by percentage of respondents who selected the item as one of their top three choices



Q7. Satisfaction with Various Aspects of Code Enforcement

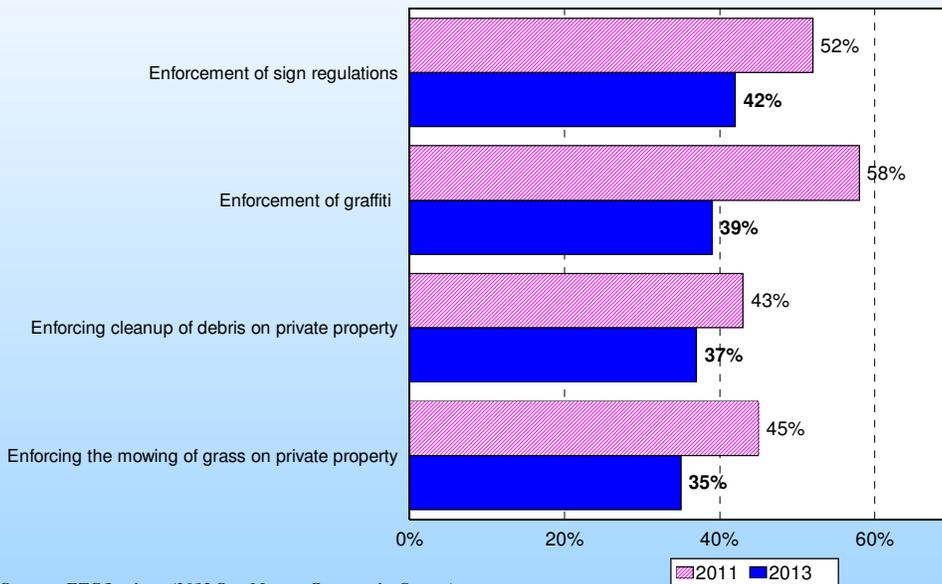
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 San Marcos Community Survey)

TRENDS: Satisfaction with Various Aspects of Code Enforcement - 2011 and 2013

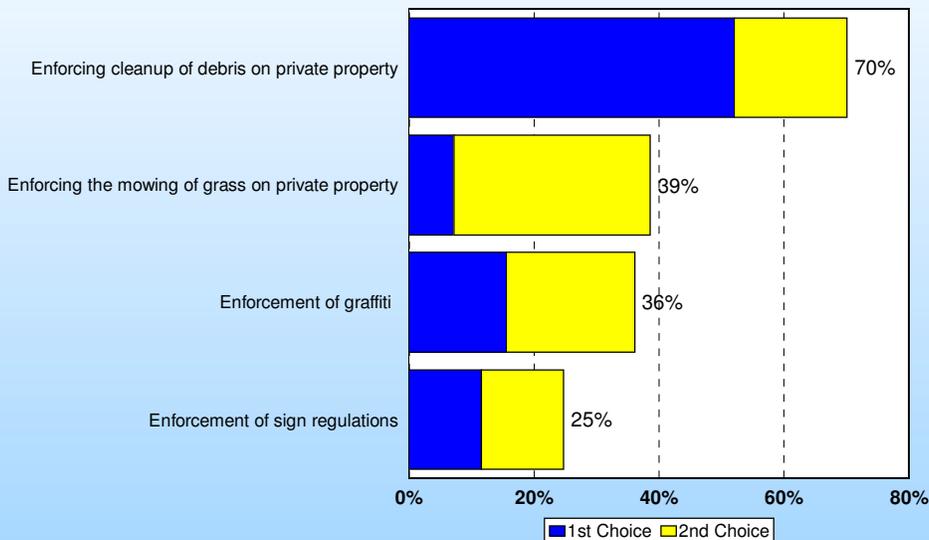
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013 San Marcos Community Survey)

Q8. Code Enforcement Services That Residents Thought Were Most Important for the City to Provide

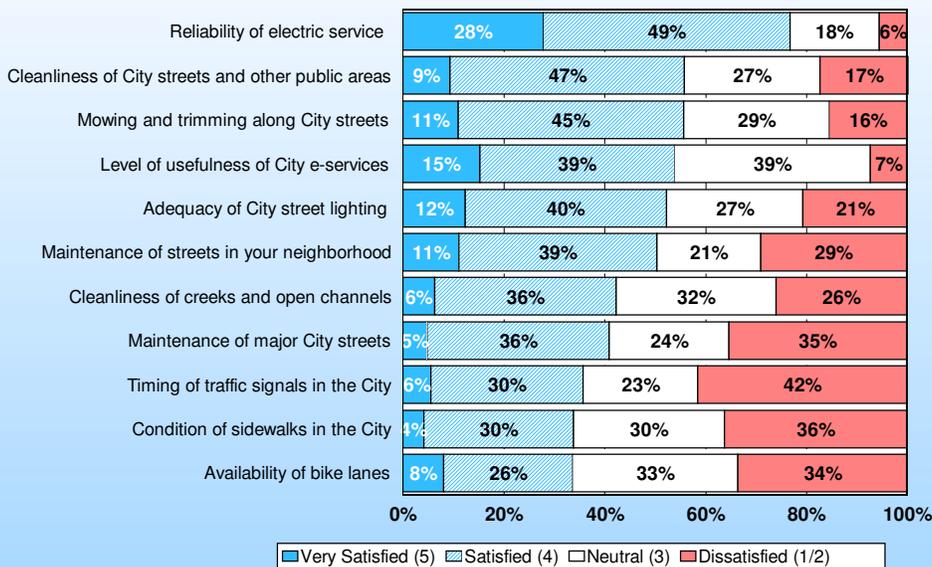
by percentage of respondents who selected the item as their top two choices



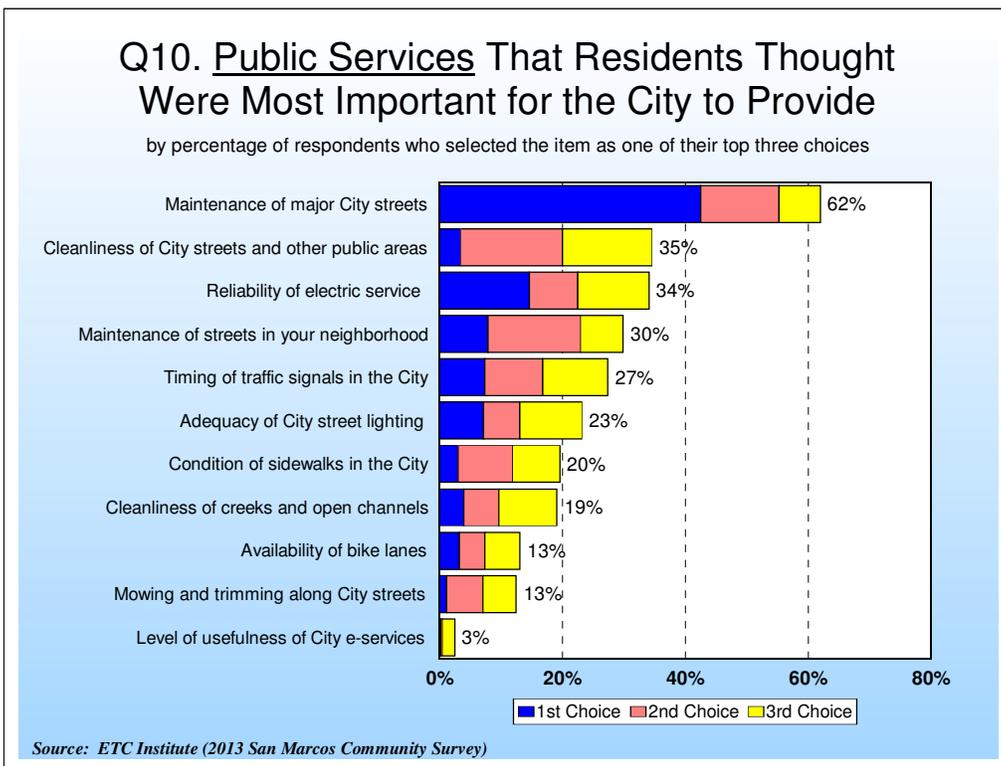
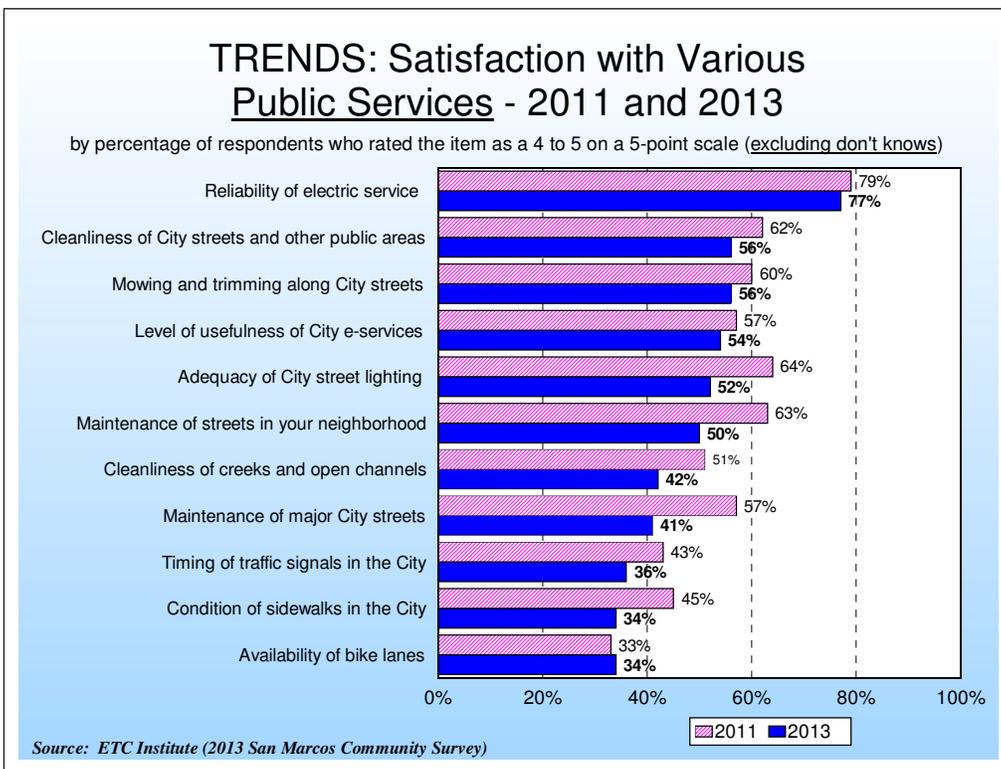
Source: ETC Institute (2013 San Marcos Community Survey)

Q9. Satisfaction with Various Public Services

by percentage of respondents (excluding don't knows)

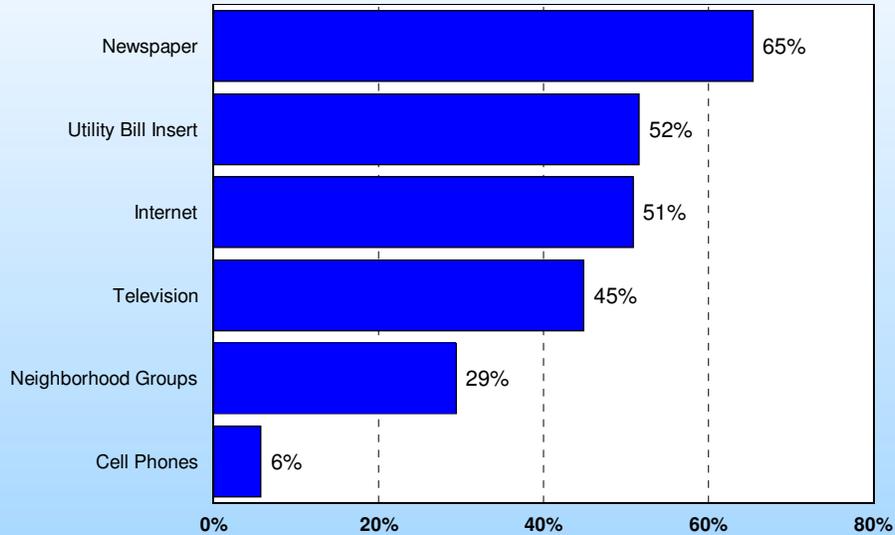


Source: ETC Institute (2013 San Marcos Community Survey)



Q11. Sources Where Residents Currently Get Information About the City

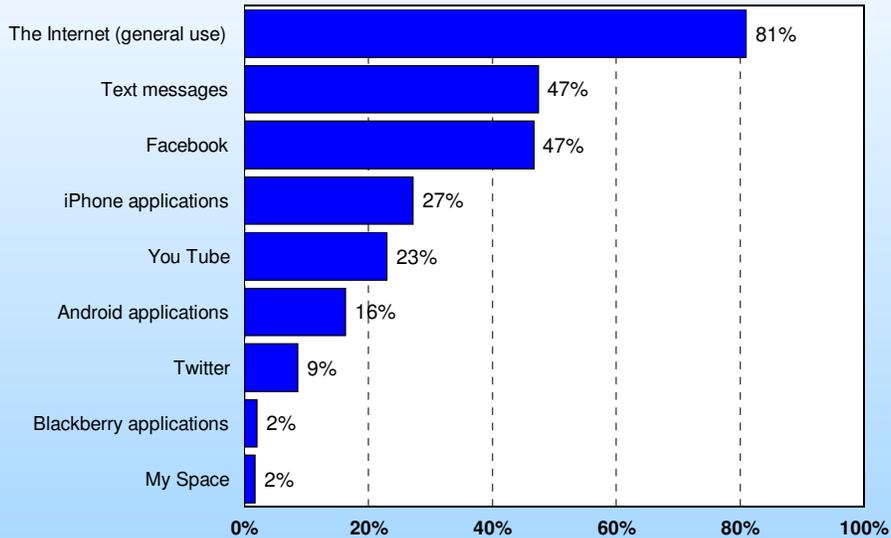
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2013 San Marcos Community Survey)

Q12. Electronic Sources Where Residents Currently Get Information About the City

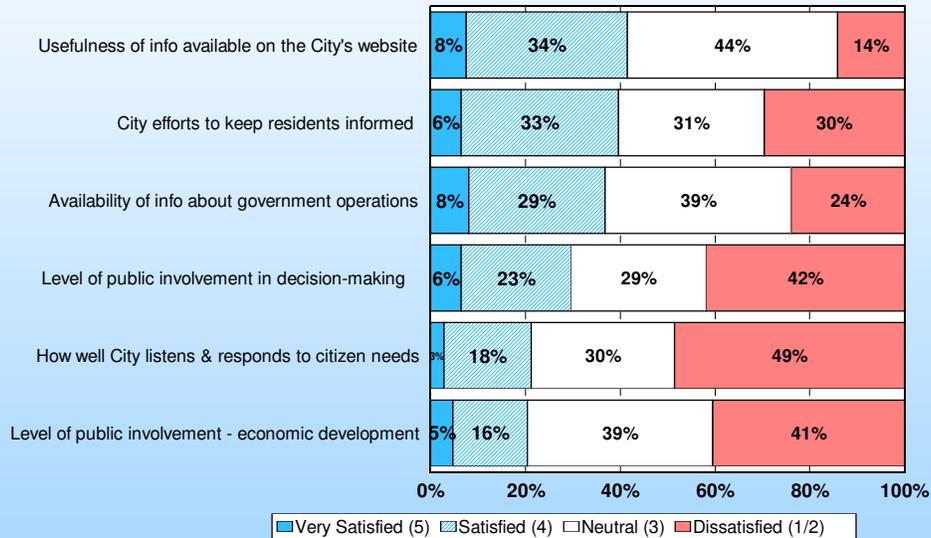
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2010 Round Rock Community Survey)

Q13. Satisfaction with the Transparency of the City

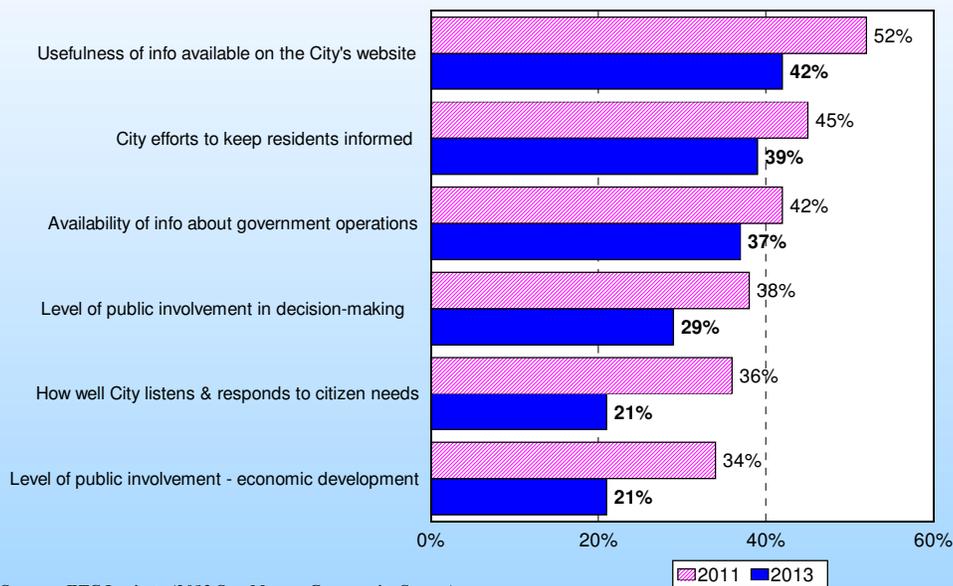
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 San Marcos Community Survey)

TRENDS: Satisfaction with the Transparency of the City - 2011 and 2013

by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)

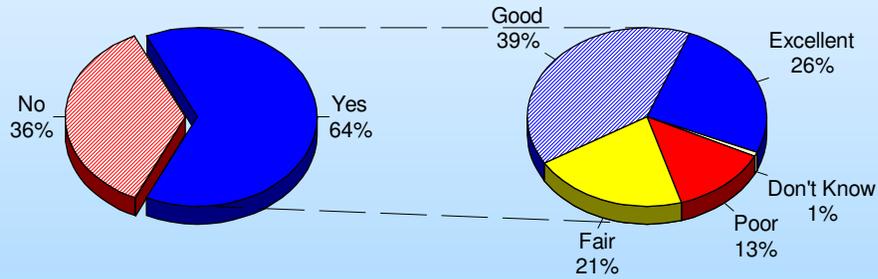


Source: ETC Institute (2013 San Marcos Community Survey)

Q14. Have you contacted the City of San Marcos during the past year?

by percentage of respondents

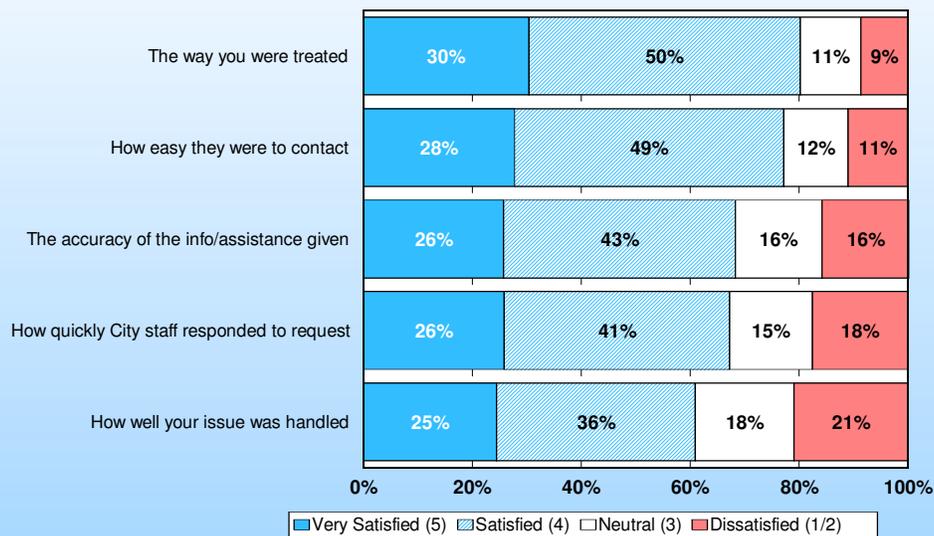
Q14a. If yes, how would you describe the service you received?



Source: ETC Institute (2013 San Marcos Community Survey)

Q14b. Satisfaction with the Customer Service Received from City Employees

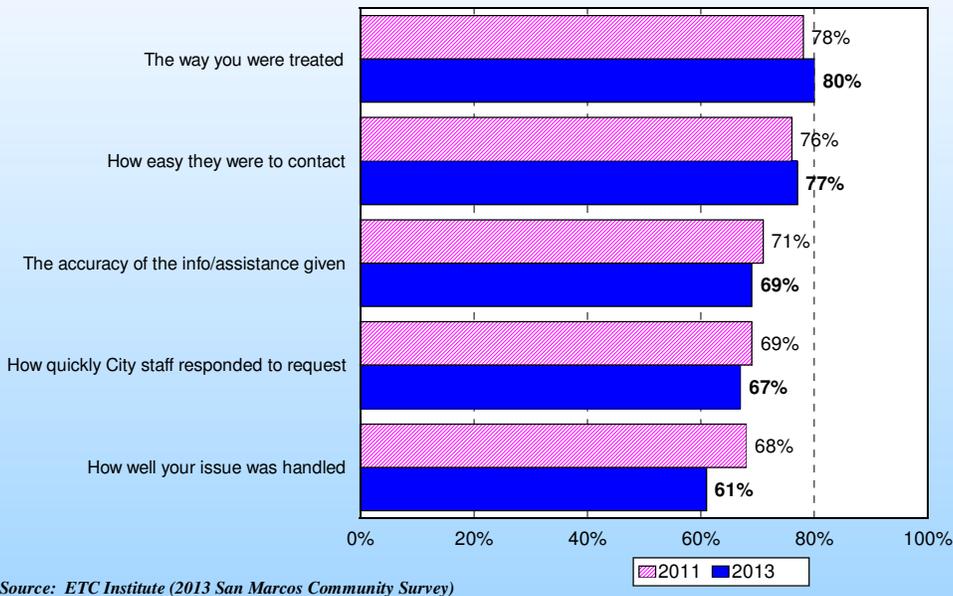
by percentage of respondents who contacted the City (excluding don't knows)



Source: ETC Institute (2013 San Marcos Community Survey)

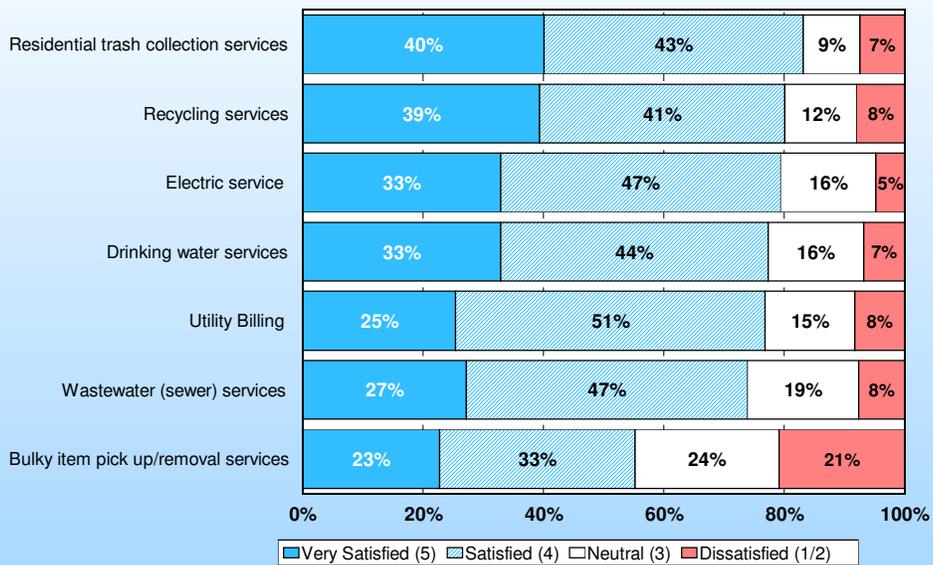
TRENDS: Satisfaction with the Customer Service Received from City Employees - 2011 and 2013

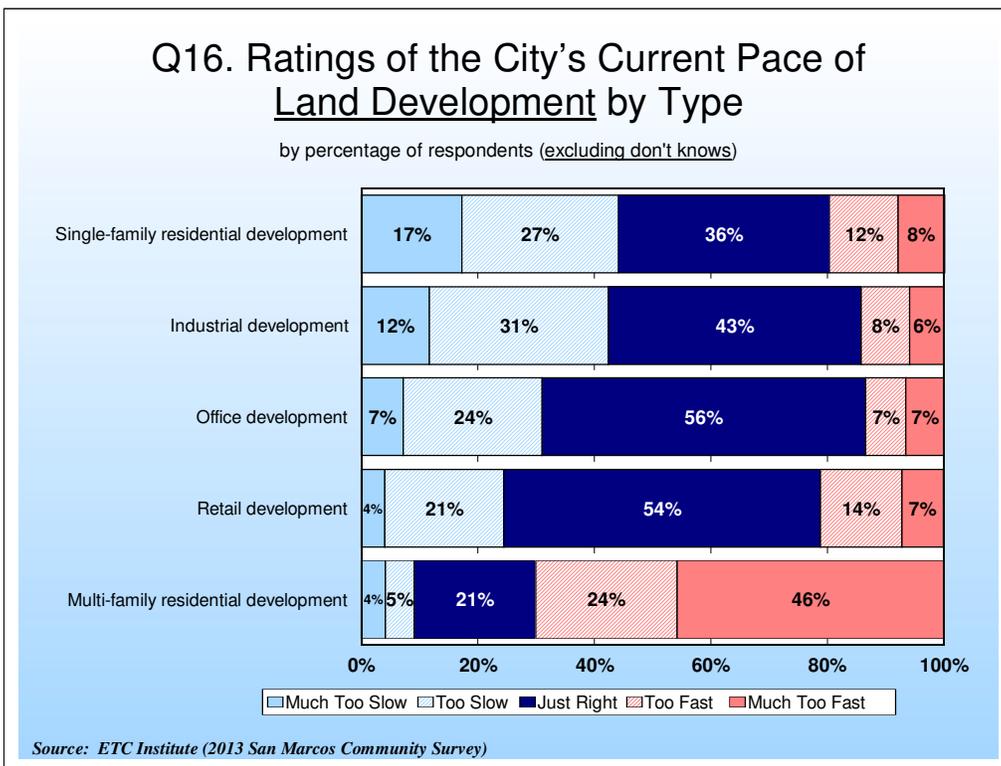
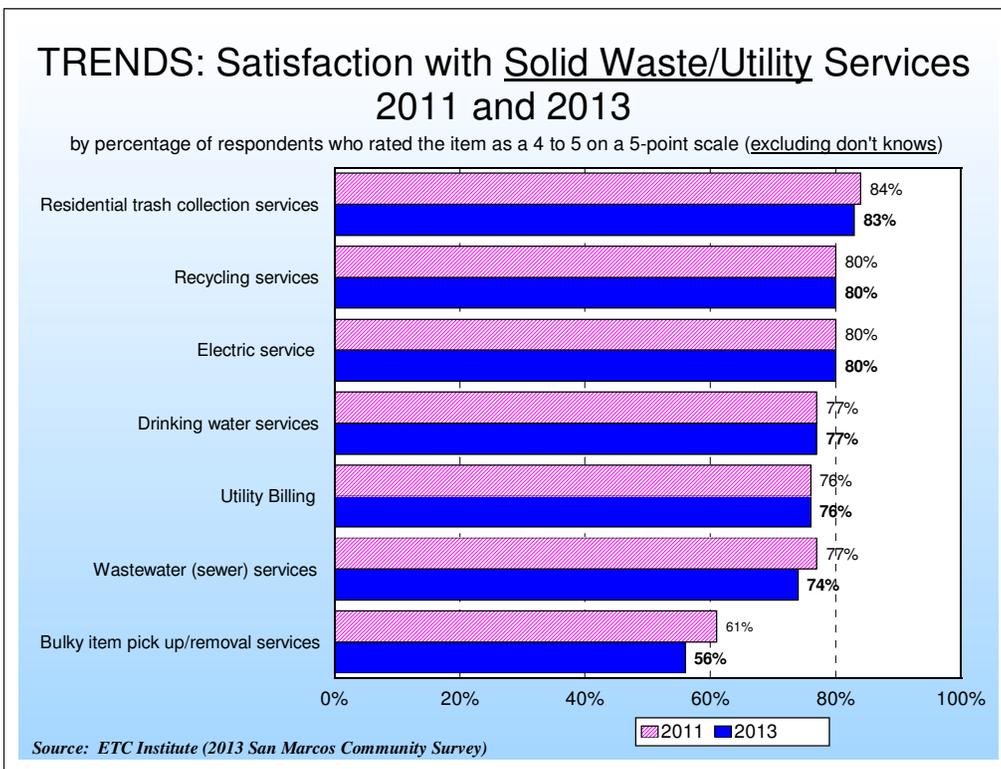
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)



Q15. Satisfaction with Solid Waste/Utility Services

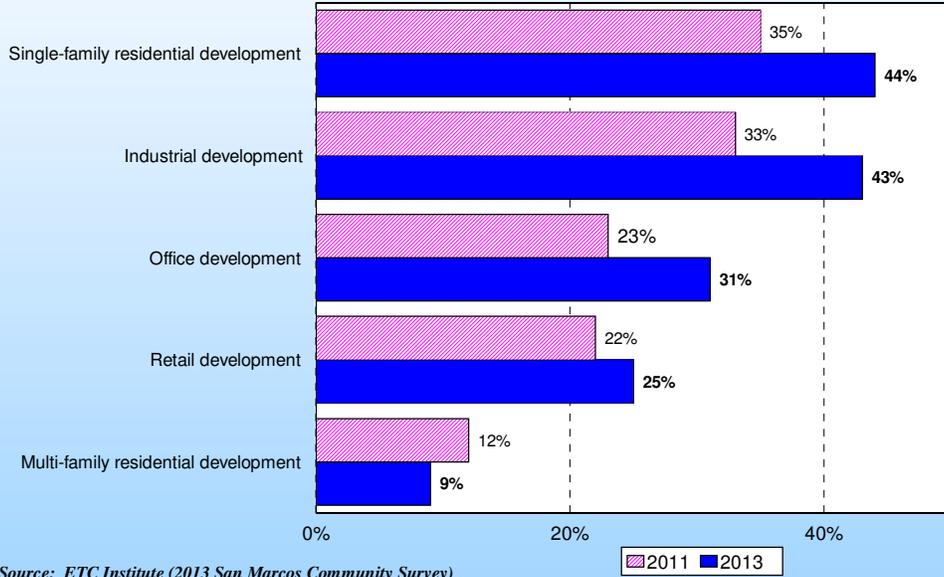
by percentage of respondents (excluding don't knows)





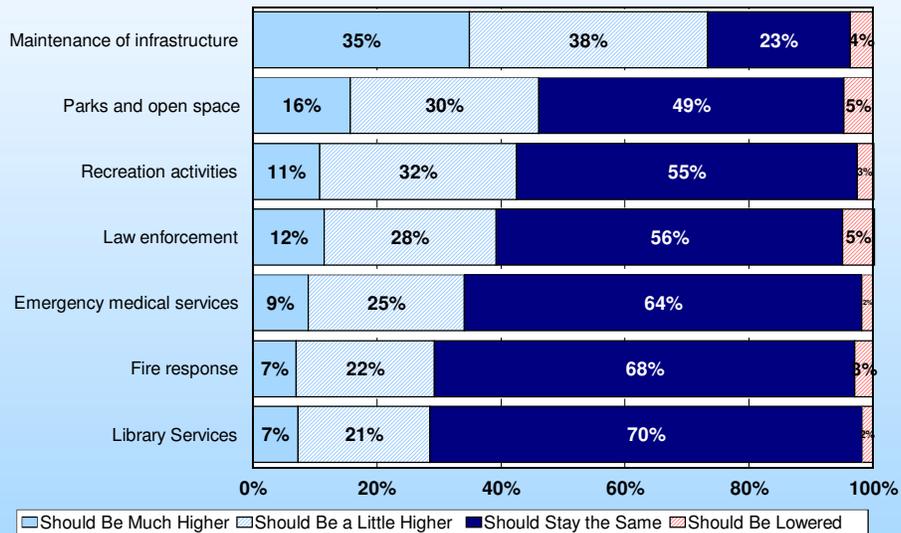
TRENDS: Ratings of the City's Current Pace of Land Development by Type - 2011 and 2013

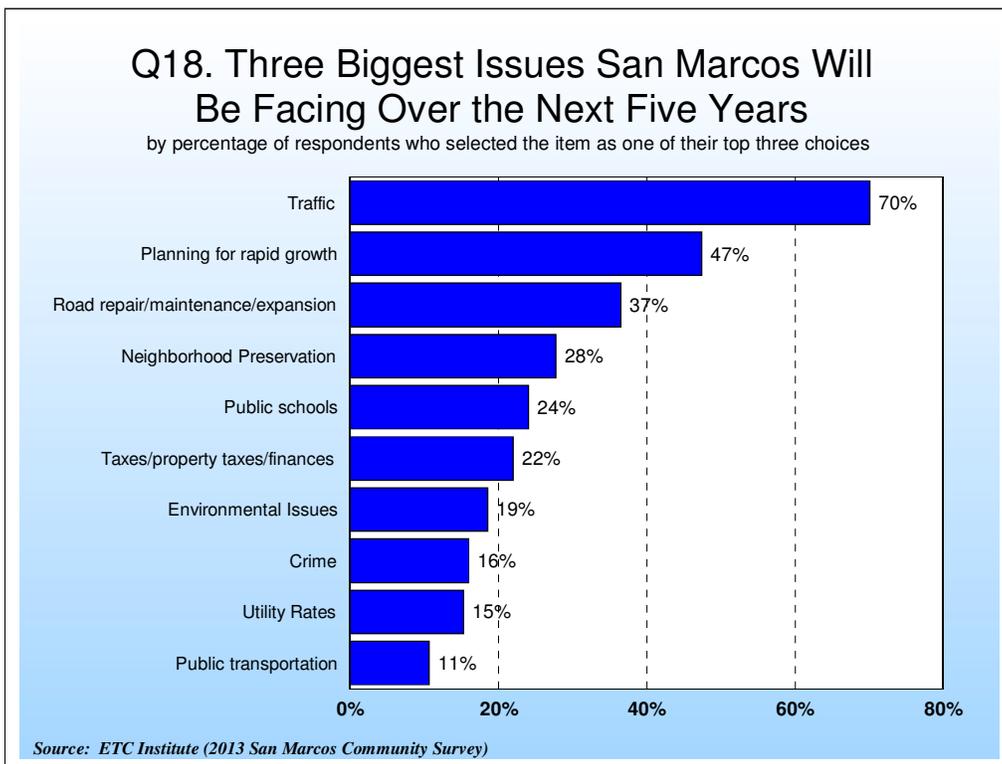
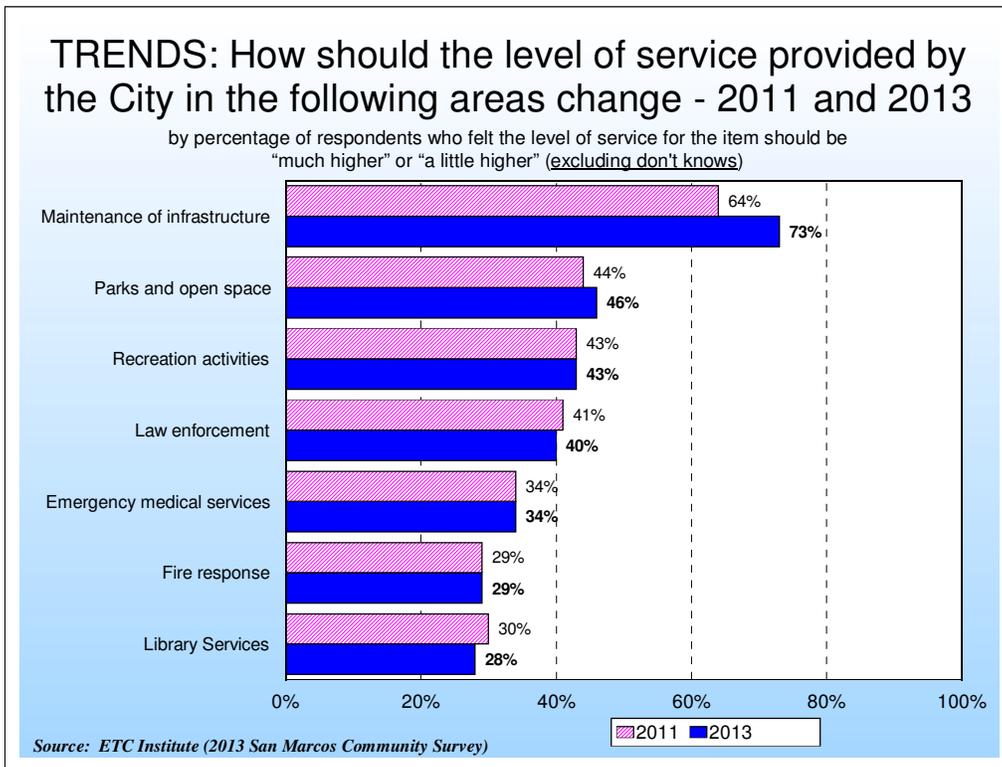
by percentage of respondents who felt the pace of development was "much too slow" or "too slow" (excluding don't knows)



Q17. How should the level of service provided by the City in the following areas change:

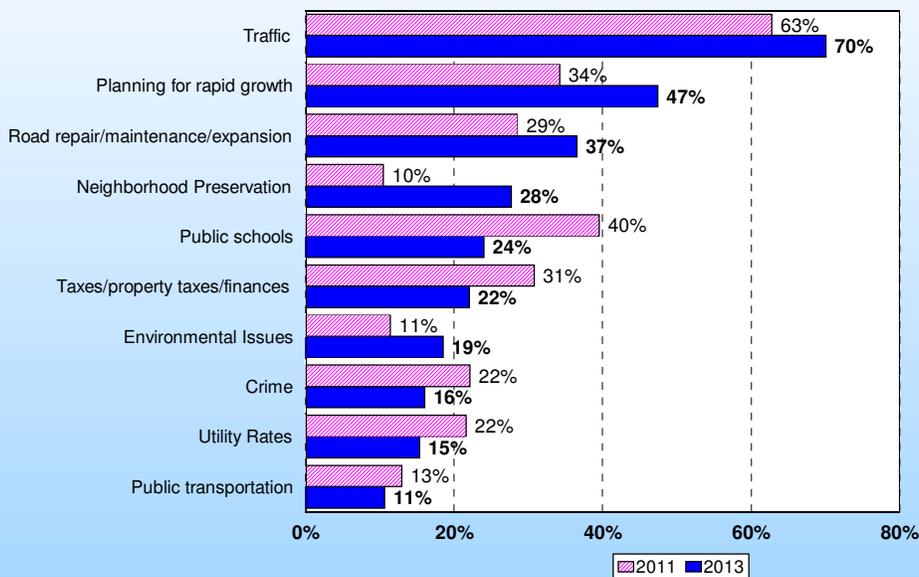
by percentage of respondents (excluding don't knows)





TRENDS: Three Biggest Issues San Marcos Will Be Facing Over the Next Five Years - 2011 and 2013

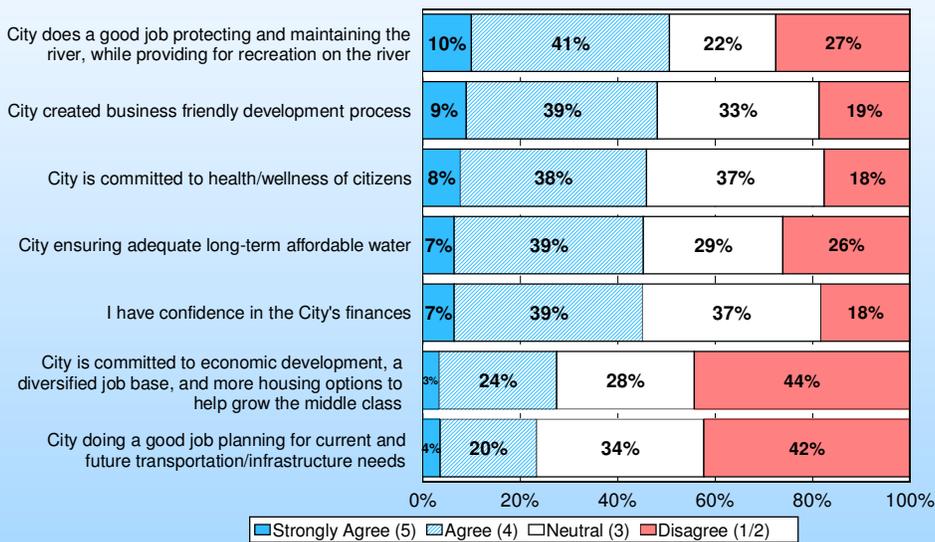
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2013 San Marcos Community Survey)

Q19. Level of Agreement With Various Statements Related to the City's Strategic Initiatives

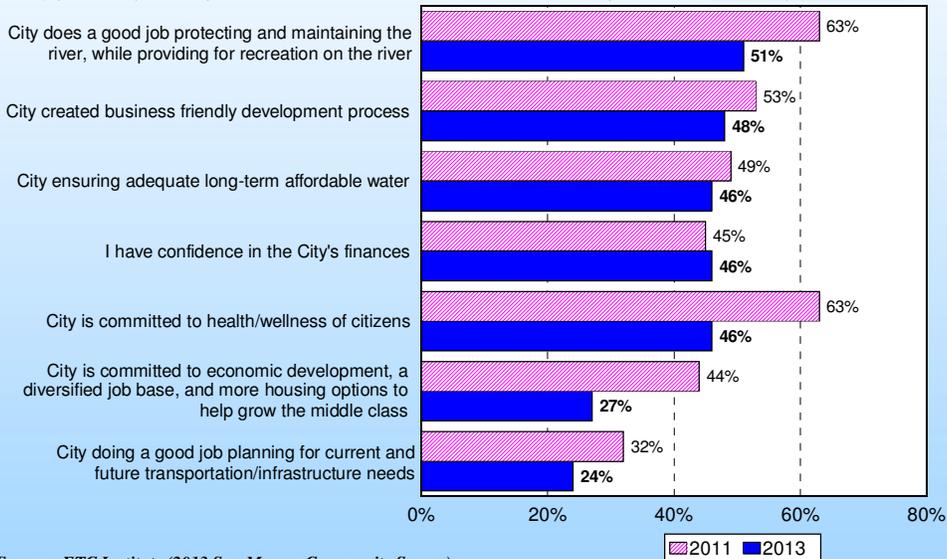
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 San Marcos Community Survey)

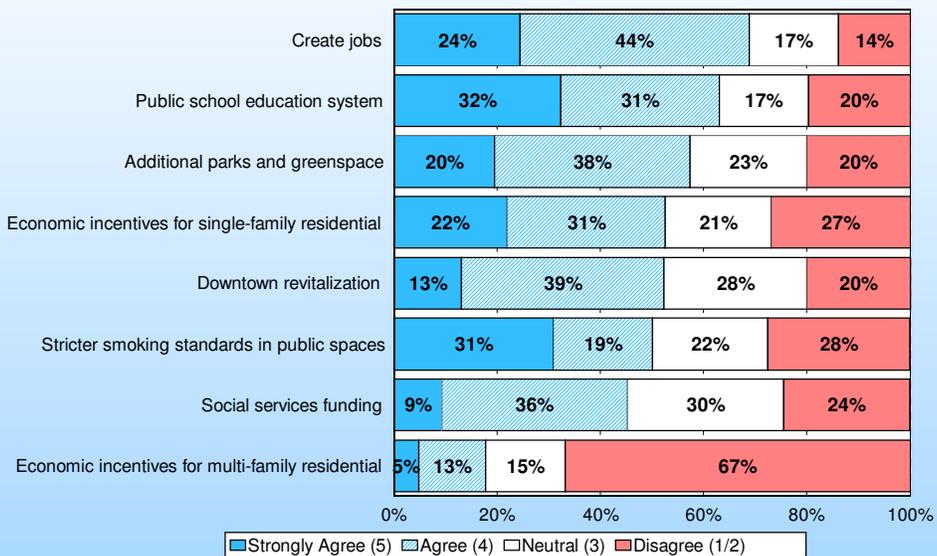
TRENDS: Level of Agreement With Various Statements Related to the City's Strategic Initiatives 2011 and 2013

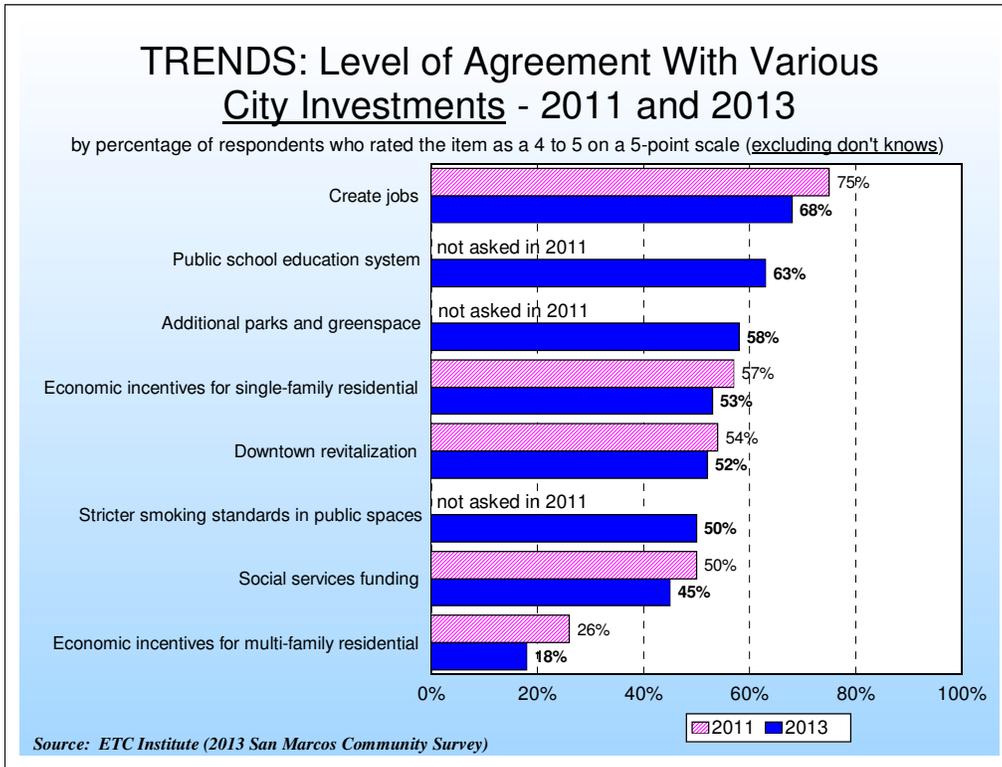
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)



Q20. Level of Agreement With Various City Investments

by percentage of respondents (excluding don't knows)

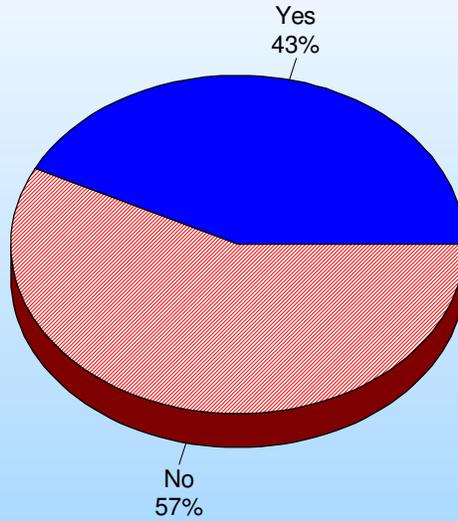




Demographics

Demographics: Do you work in the City of San Marcos?

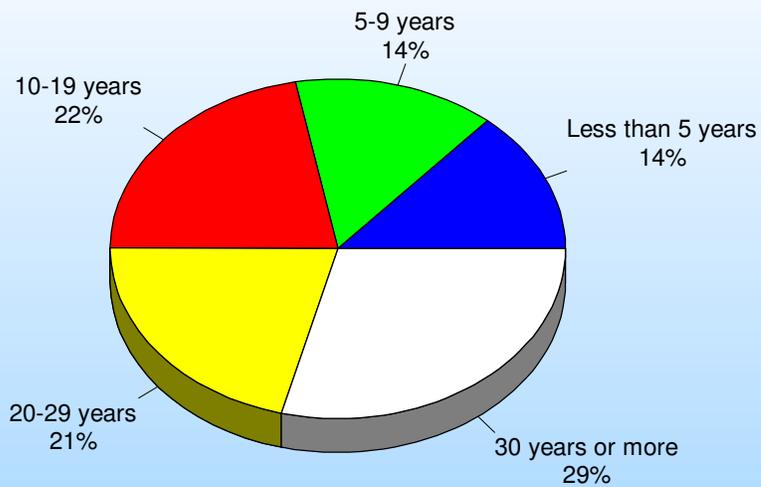
by percentage of respondents



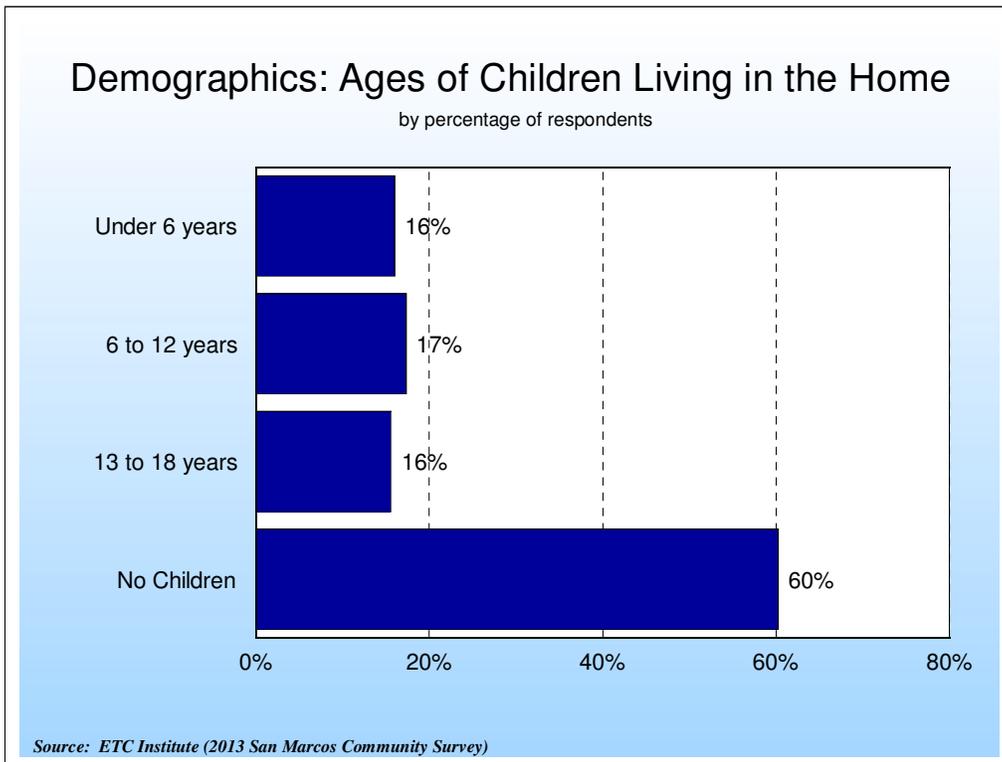
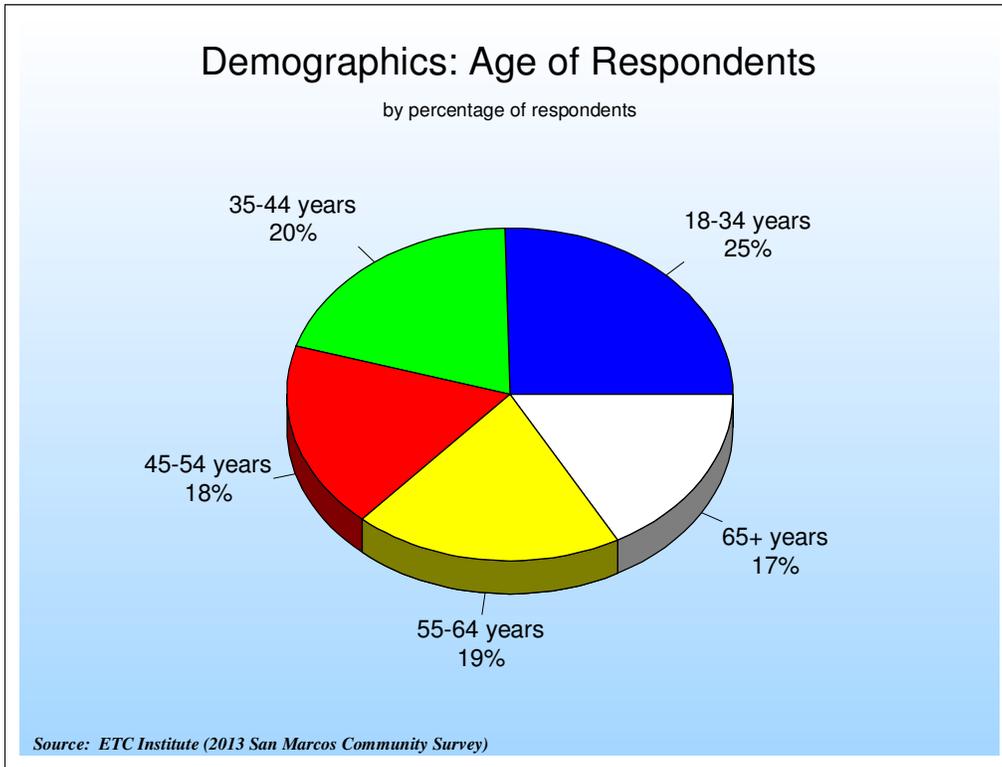
Source: ETC Institute (2013 San Marcos Community Survey)

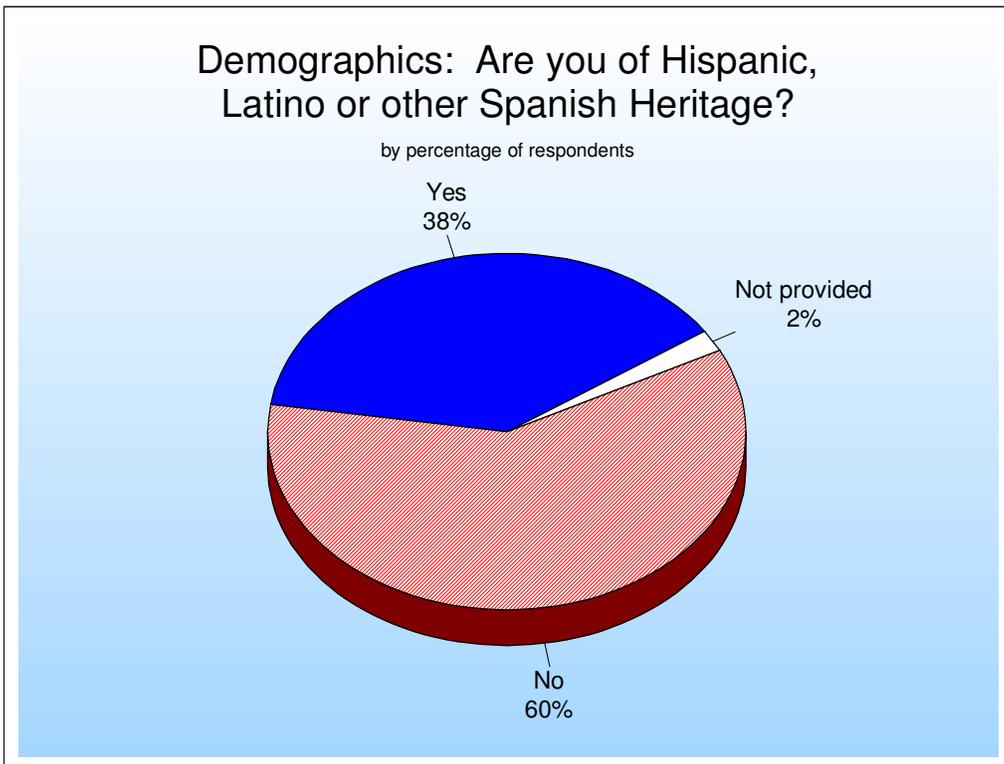
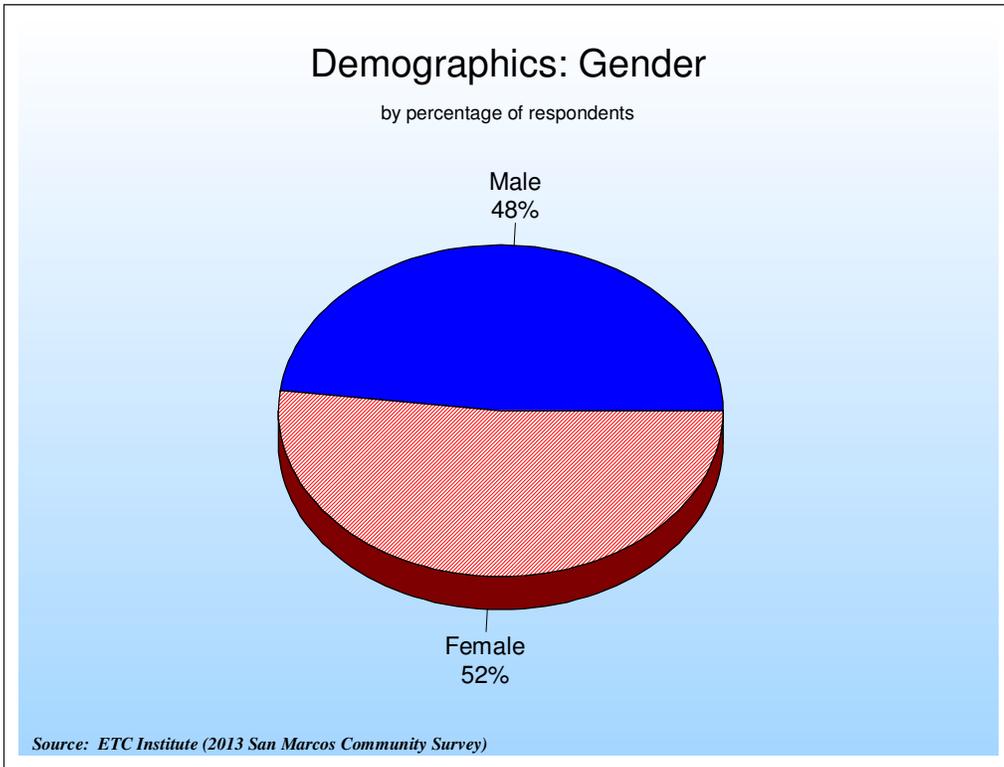
Demographics: Years lived in San Marcos

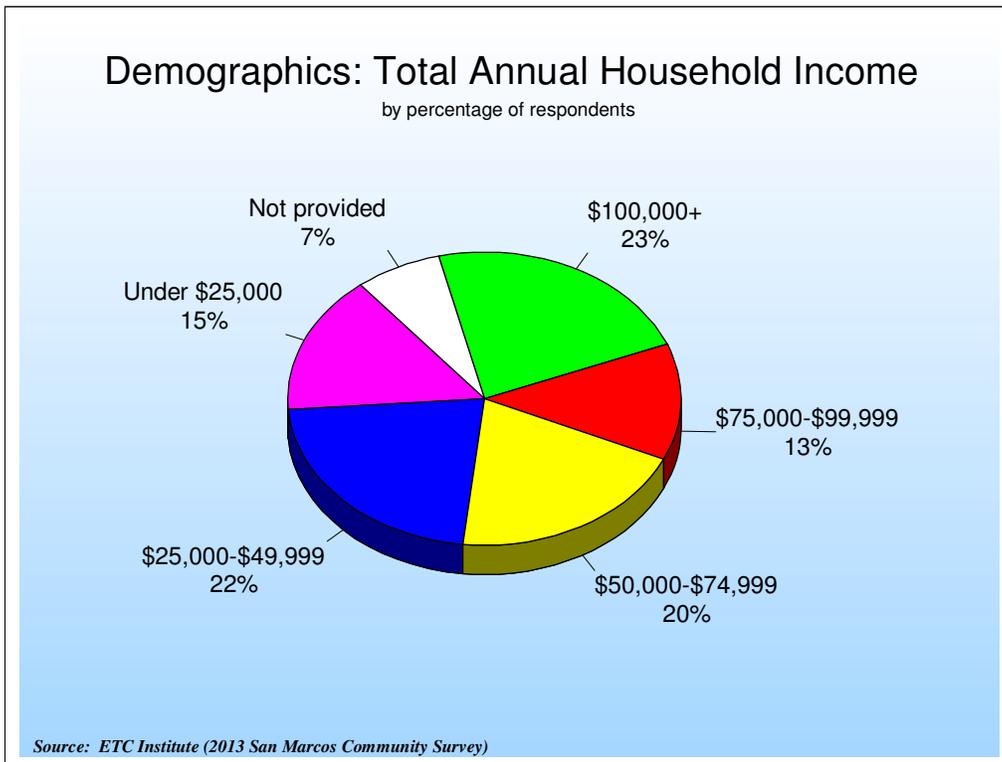
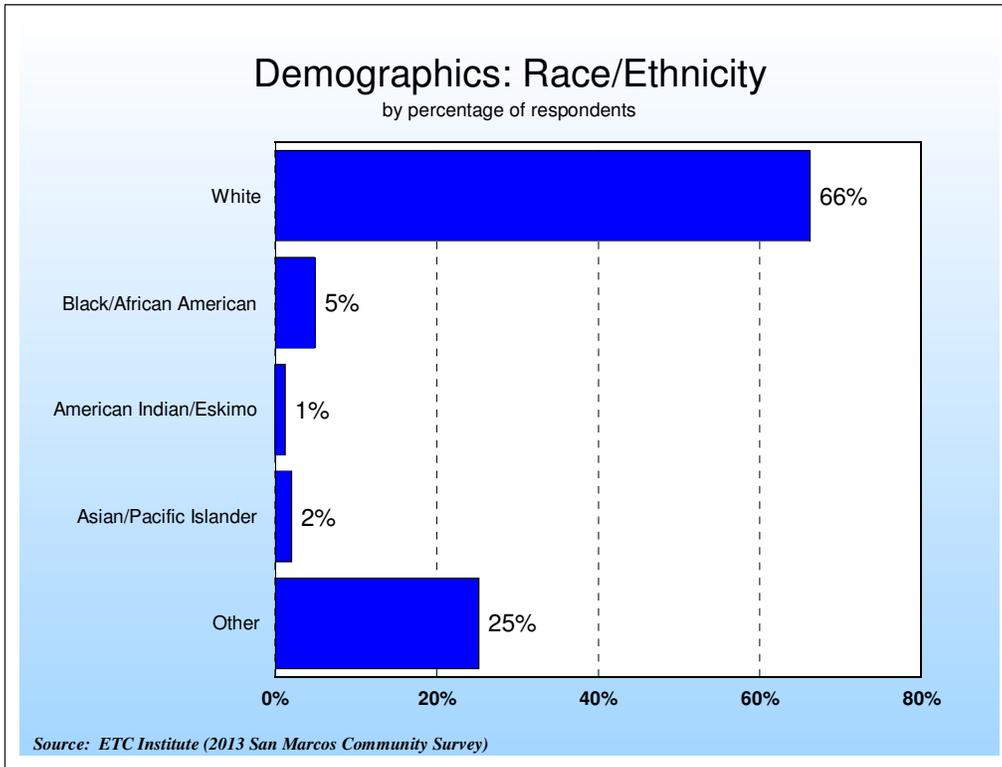
by percentage of respondents

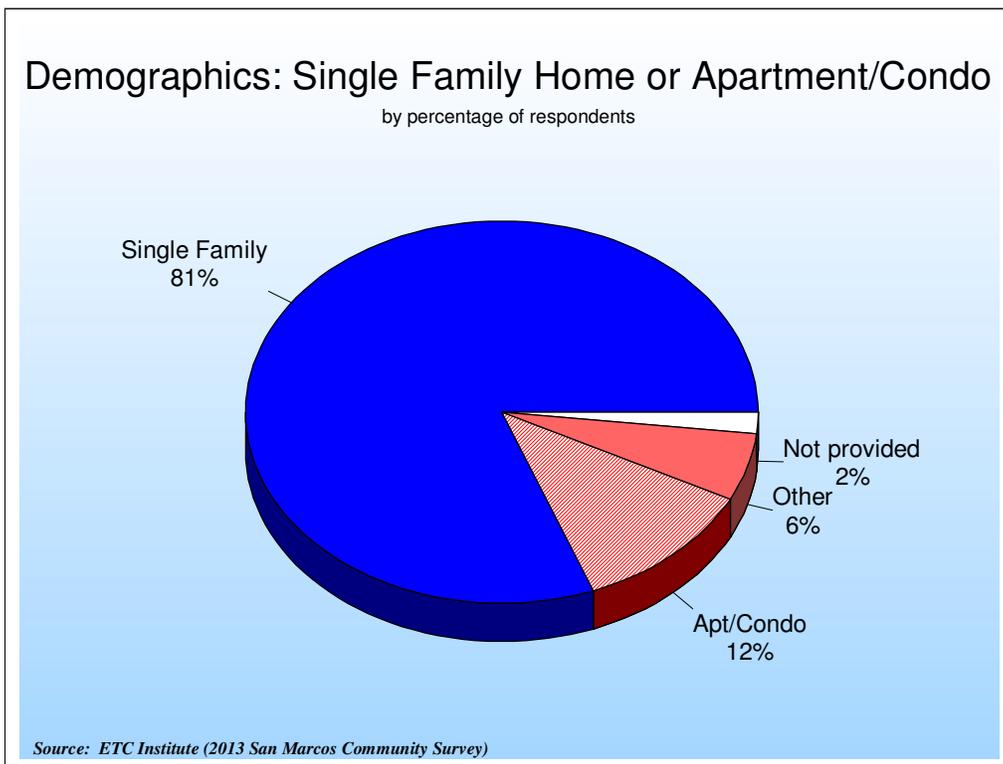
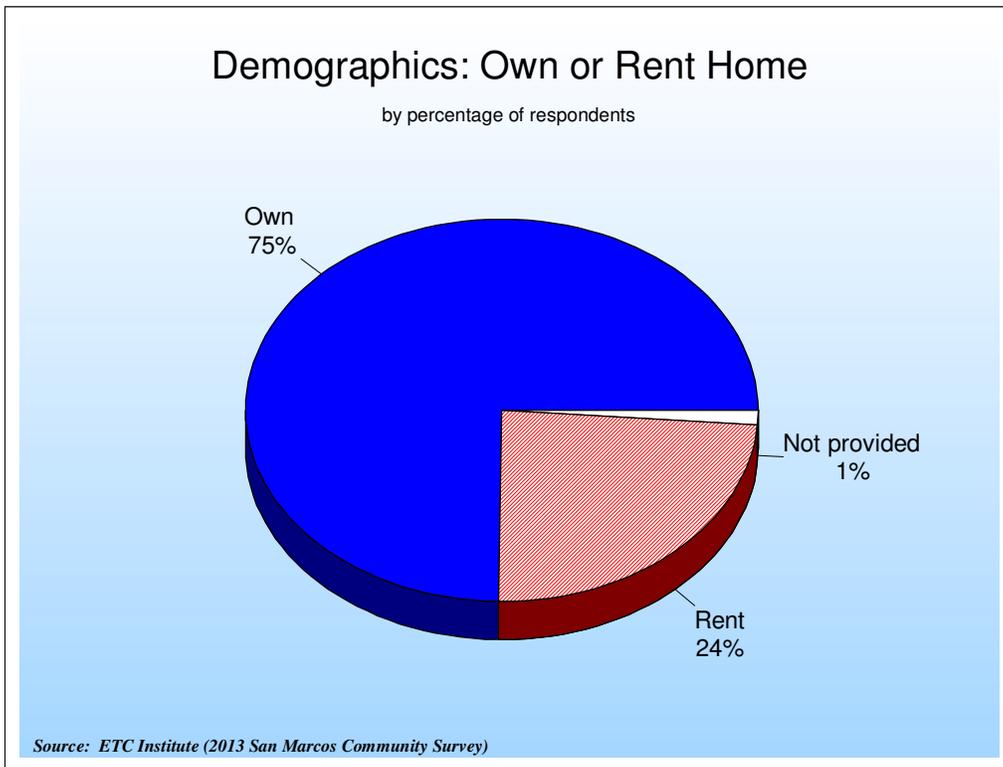


Source: ETC Institute (2013 San Marcos Community Survey)



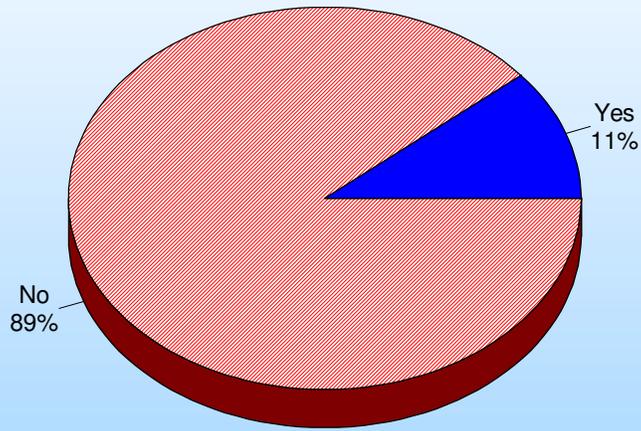






Demographics: Current Student at TSU-San Marcos?

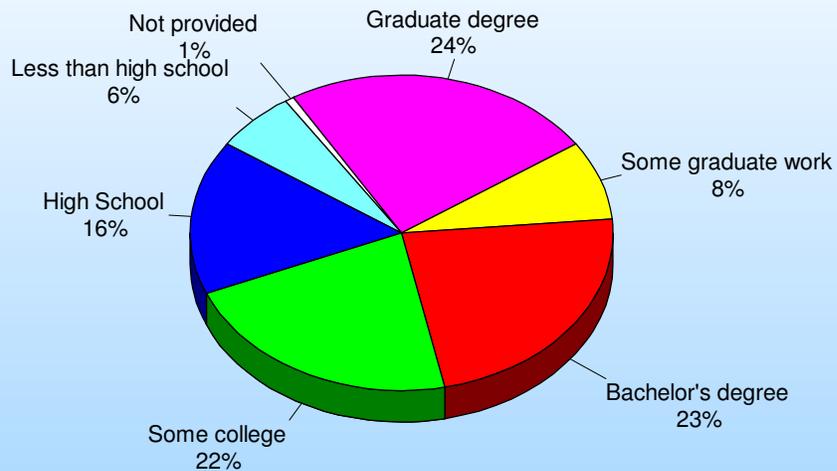
by percentage of respondents



Source: ETC Institute (2013 San Marcos Community Survey)

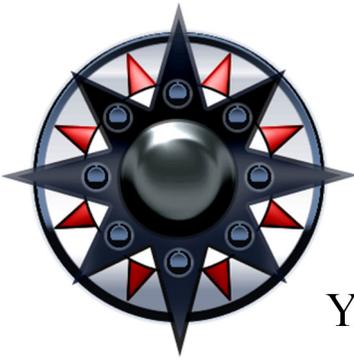
Demographics: Highest Level of Education Completed

by percentage of respondents



Source: ETC Institute (2013 San Marcos Community Survey)

Section 2:
Benchmarking Analysis



DirectionFinder Survey

Year 2013 Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states.

This report contains benchmarking data from three sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2011 to a random sample of 3,926 residents in the continental United States. The second source is from a regional survey that was administered to 448 residents living in the Southwestern portion of the United States during the summer of 2011; the southwestern region of the United States includes the states of Texas, Arizona and New Mexico. The third source is from 42 medium sized cities (population of 20,000 to 275,000) where the DirectionFinder® survey was administered between January 2010 and May 2013. The 42 communities included in the performance ranges that are shown in this report are listed below:

- Abilene, Texas
- Arlington County, Virginia
- Auburn, Alabama
- Casper, Wyoming
- Chapel Hill, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Davenport, Iowa
- Des Moines, Iowa
- Durham, North Carolina
- Fayetteville, North Carolina
- Fort Lauderdale, Florida
- Hallandale Beach, Florida
- Henderson, Nevada
- High Point, North Carolina
- Independence, Missouri
- Indio, California
- Kansas City, Missouri
- Lawrence, Kansas
- Mesa County, Colorado
- Naperville, Illinois
- Newport Beach, California
- Norman, Oklahoma
- Olathe, Kansas
- Overland Park, Kansas
- Panama City, Florida
- Peoria, Arizona
- Plano, Texas
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Marcos, Texas
- Shoreline, Washington
- St. Joseph, Missouri
- Tamarac, Florida
- Tempe Arizona
- Topeka, Kansas
- Vancouver, Washington
- West Des Moines, Iowa
- Wilmington, North Carolina
- Winchester, Virginia
- Yuma, Arizona

Interpreting the Charts

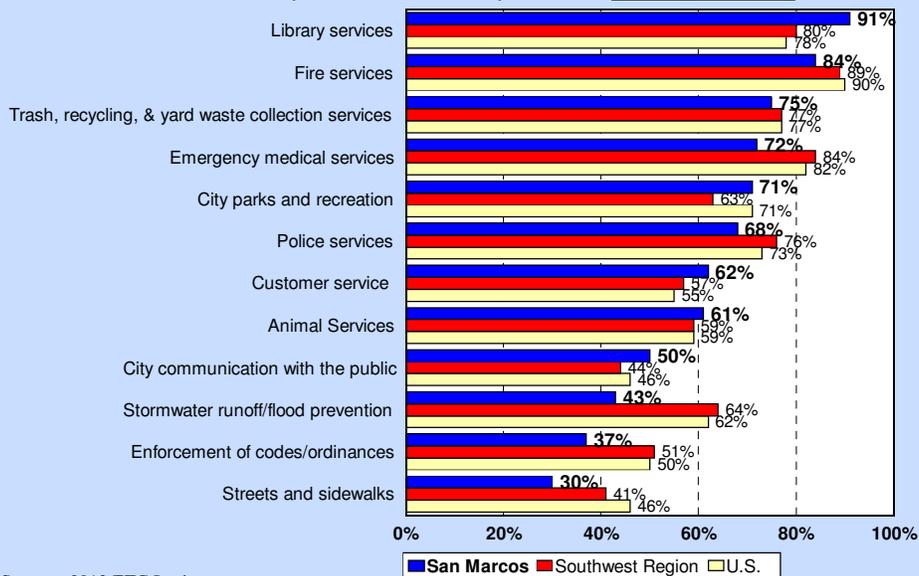
The first set of charts provides comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding “don’t know.” The blue bars show the results for San Marcos, the red bars show the results for the regional survey administered to 448 residents in the Southwestern region of the U.S. and the tan bars show the results of a national survey that was conducted by ETC Institute to nearly 4,000 residents across the United States. On the second set of charts, the horizontal bar shows the range of performance among medium size communities in ETC Institute’s DirectionFinder® database with a population between 20,000 and 275,000. The yellow dot on each chart shows the rating for San Marcos. The vertical green line shows the average rating for the medium size communities.

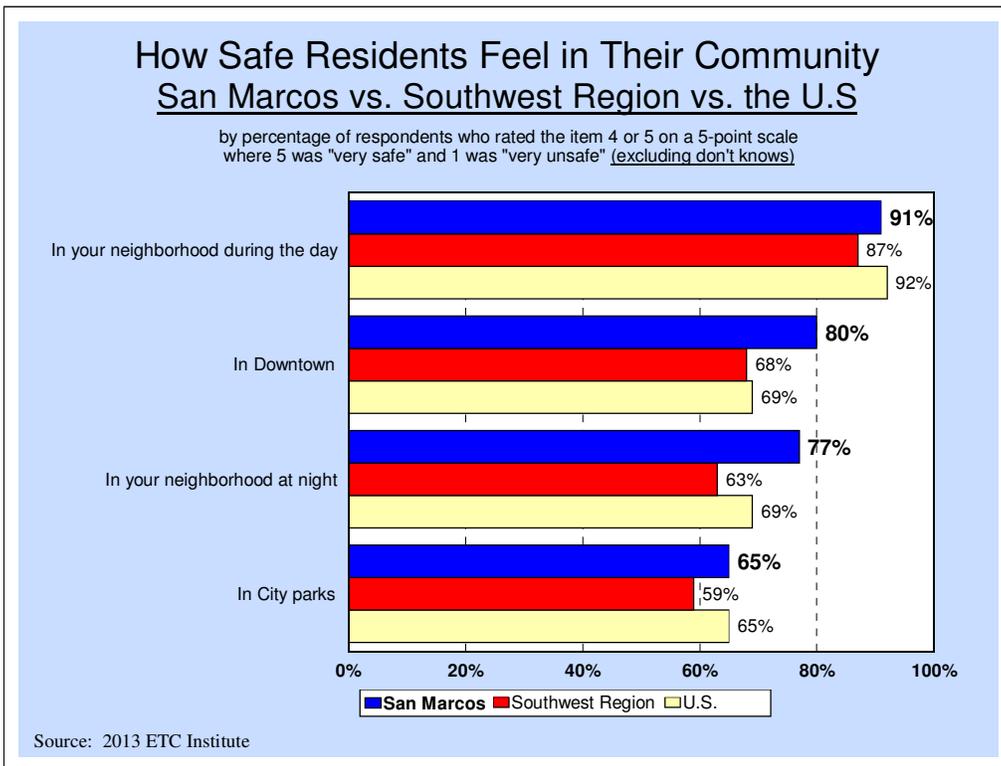
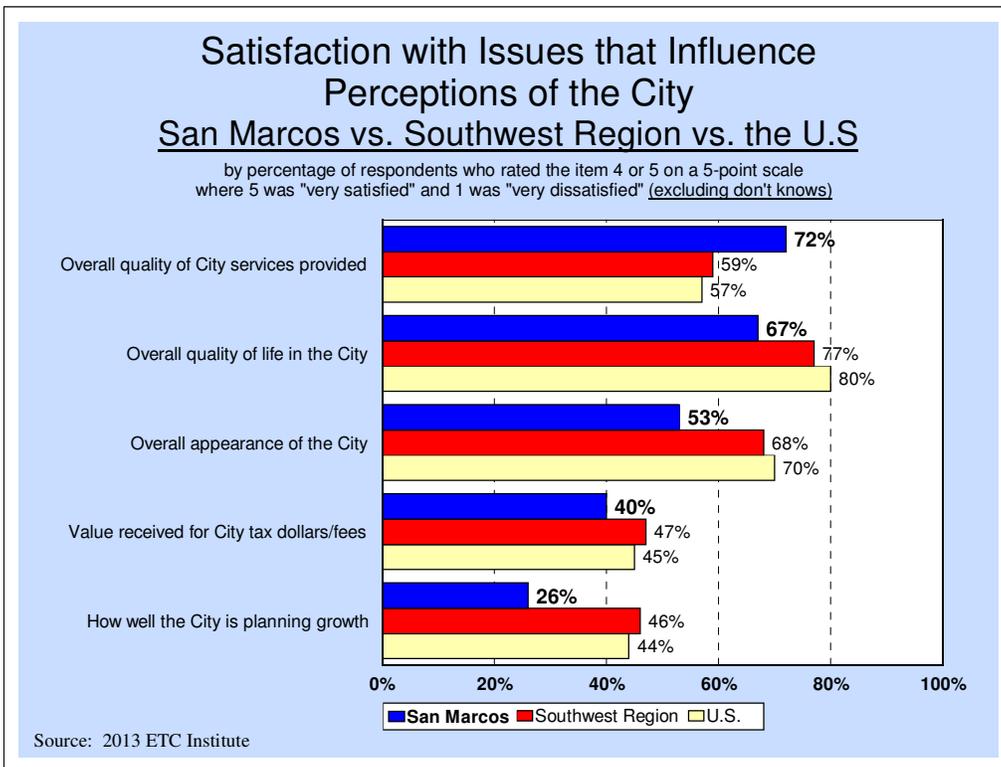
National Benchmarks

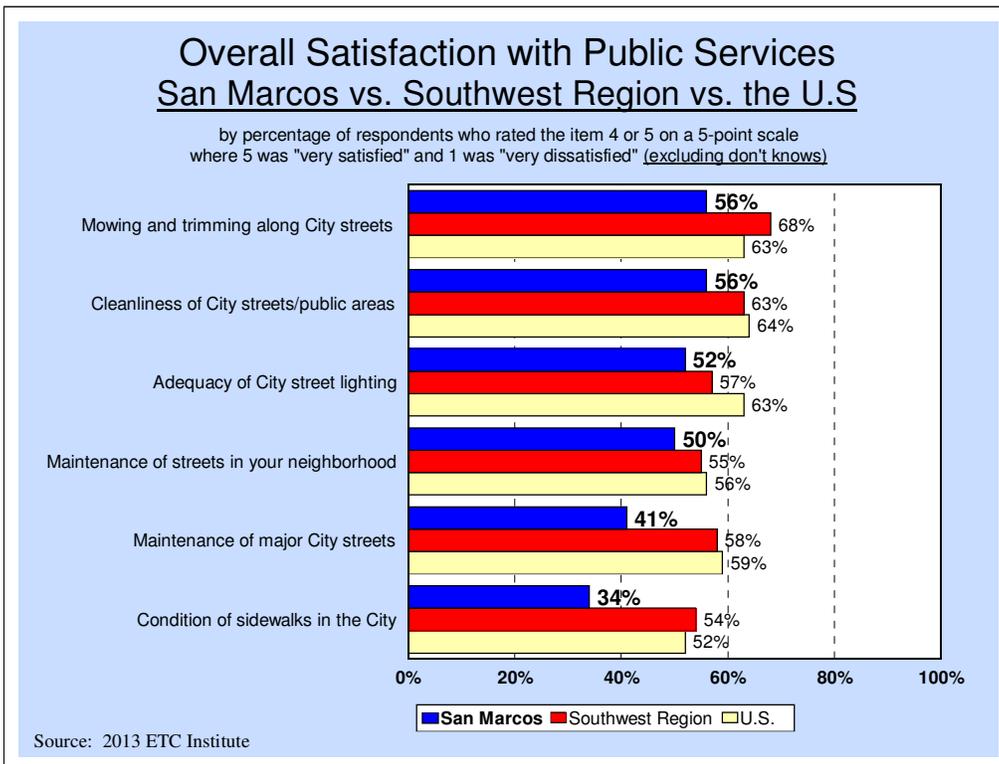
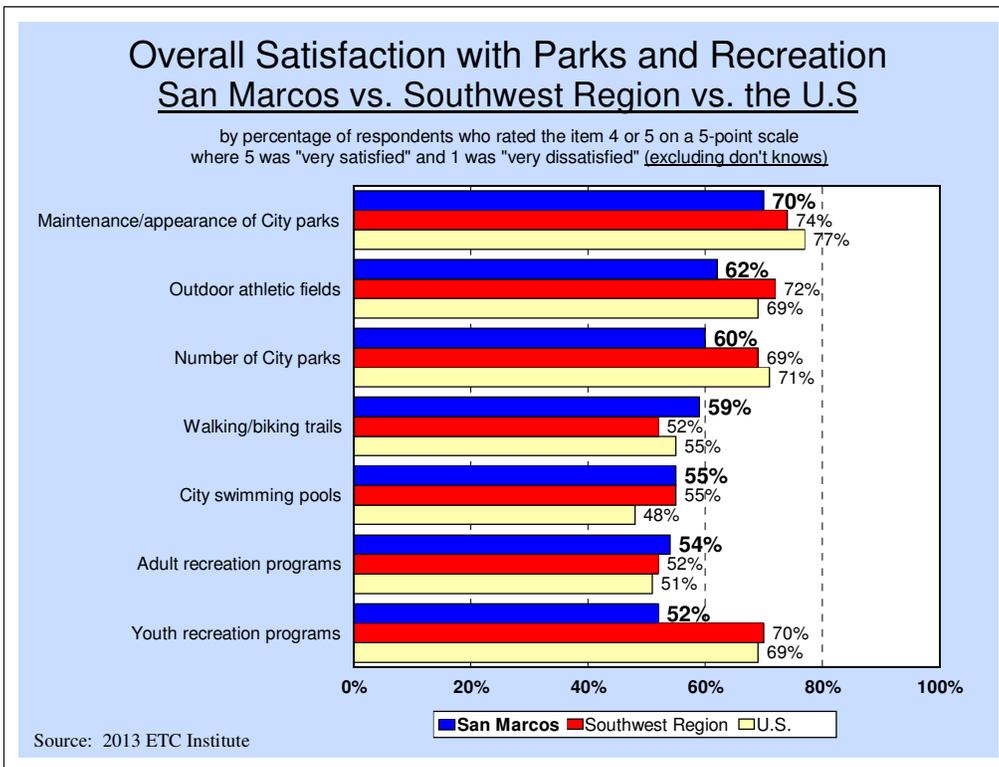
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of San Marcos, TX is not authorized without written consent from ETC Institute.

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)

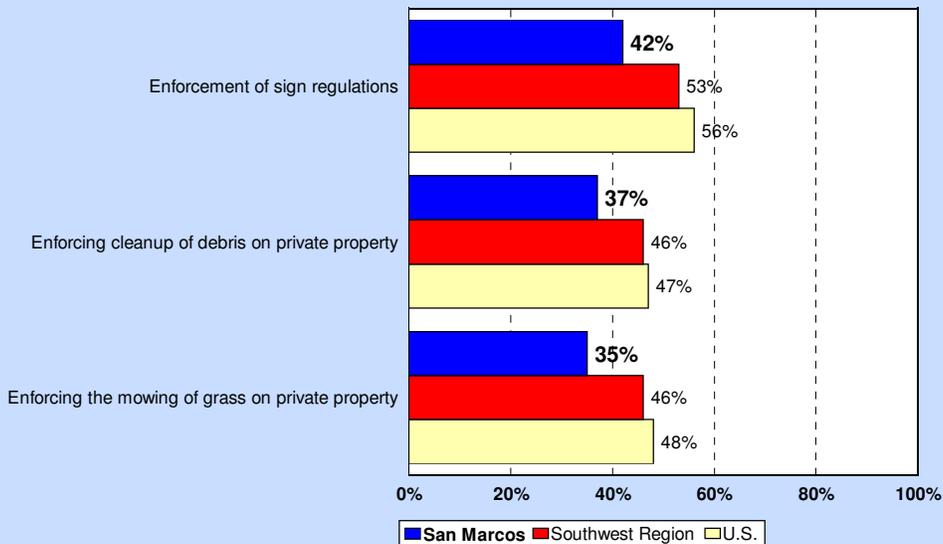






Overall Satisfaction with Code Enforcement San Marcos vs. Southwest Region vs. the U.S

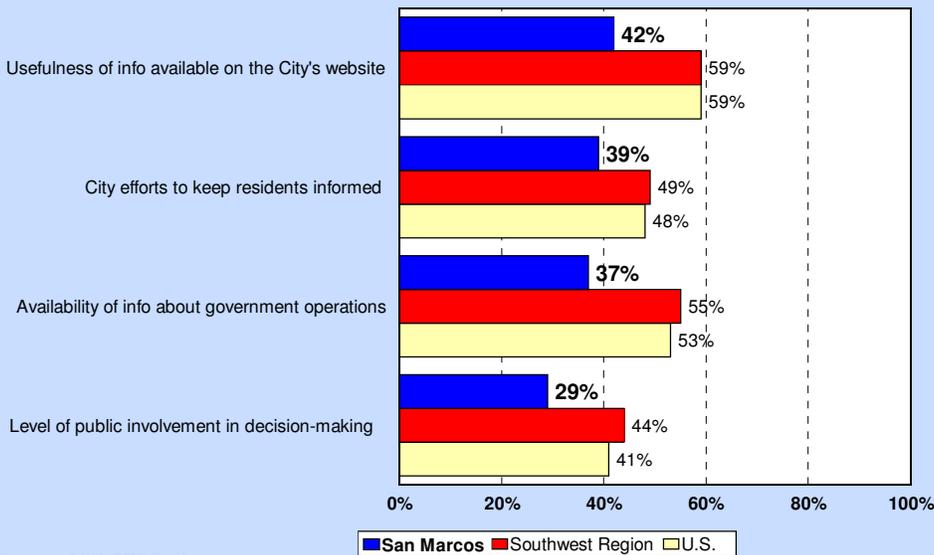
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



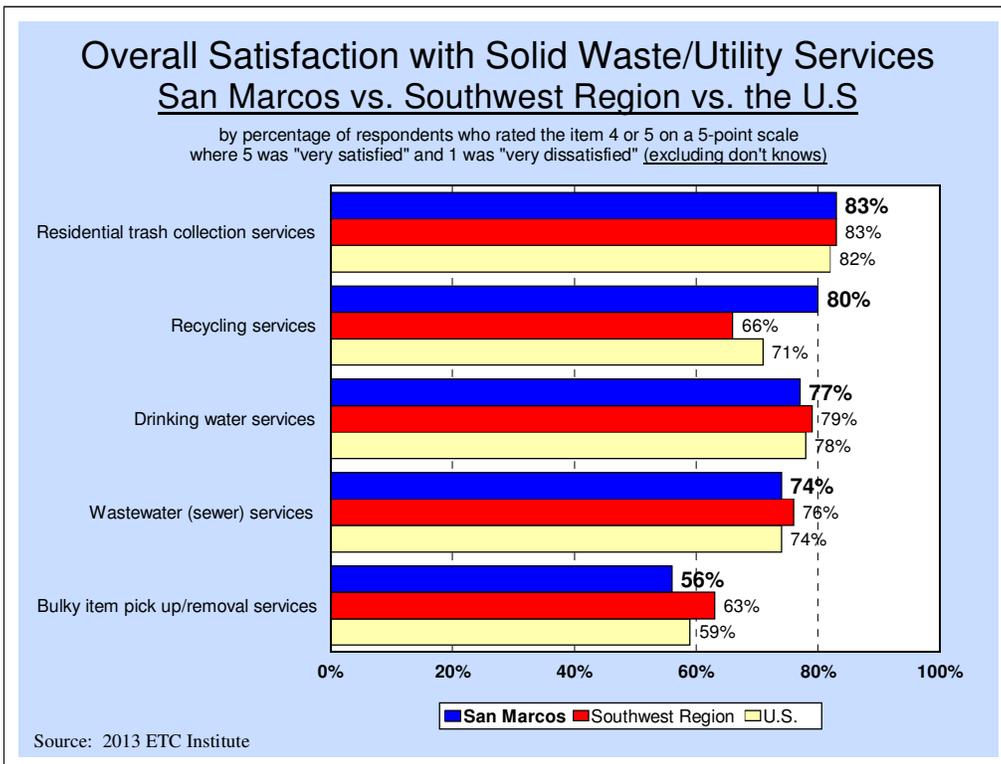
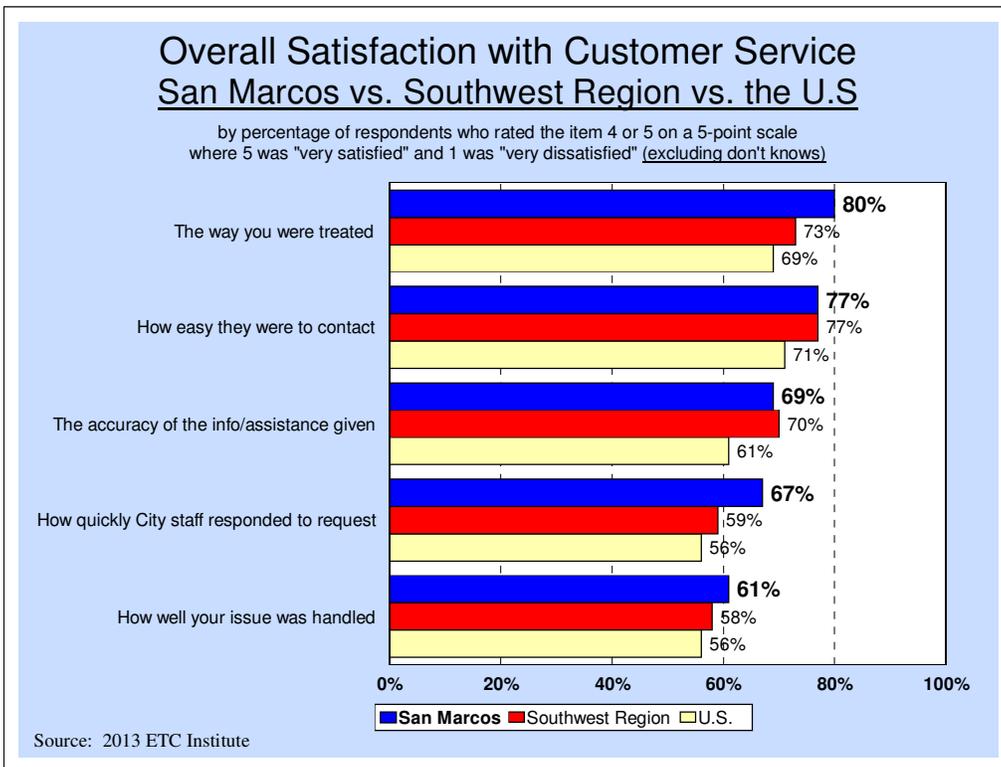
Source: 2013 ETC Institute

Overall Satisfaction with Transparency San Marcos vs. Southwest Region vs. the U.S

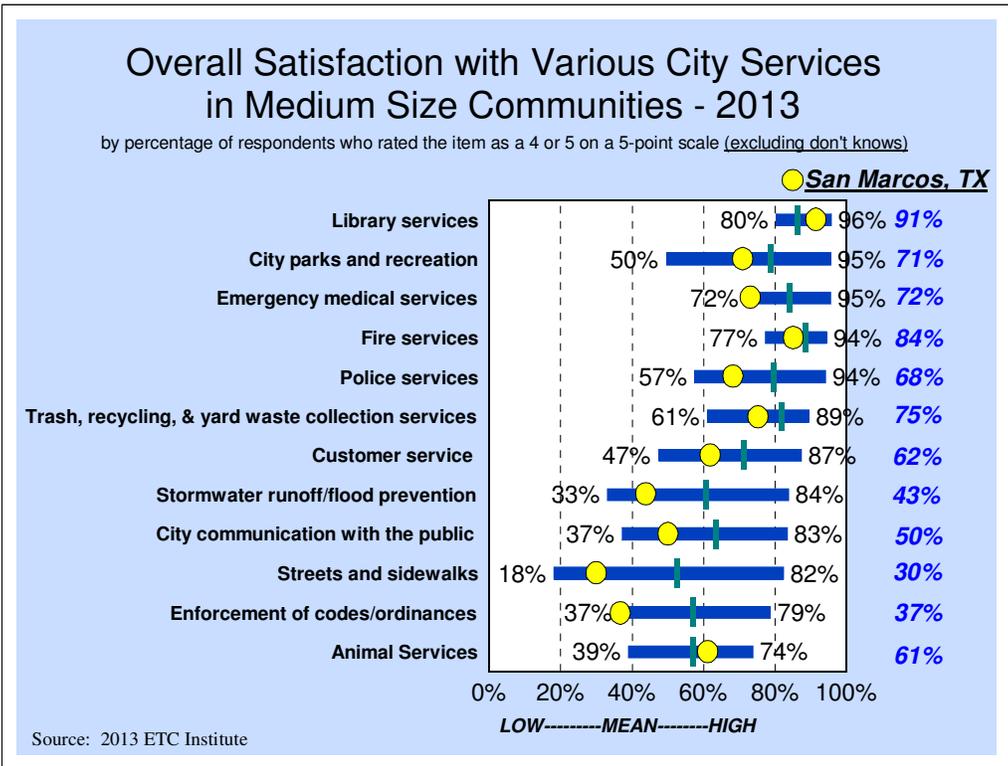
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

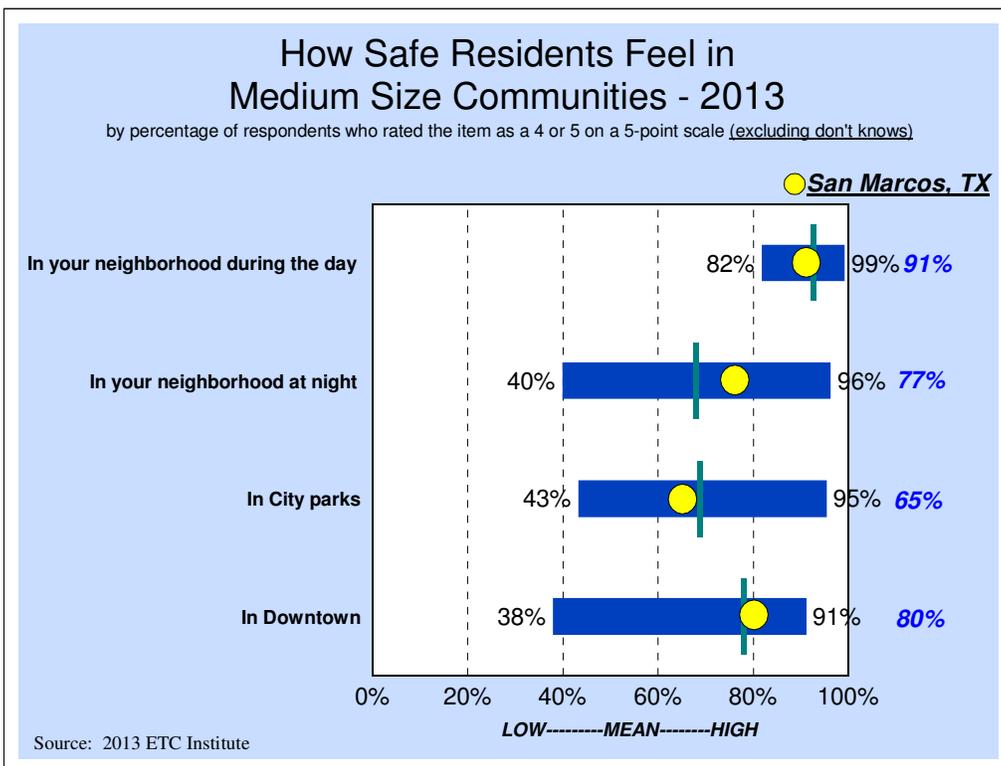
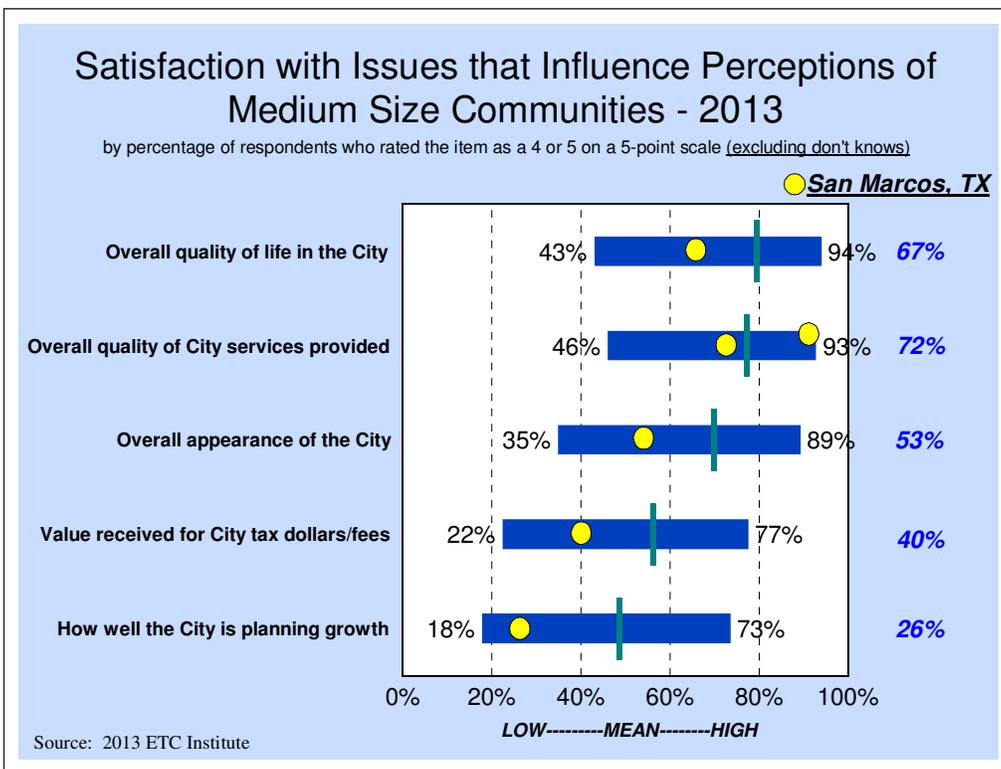


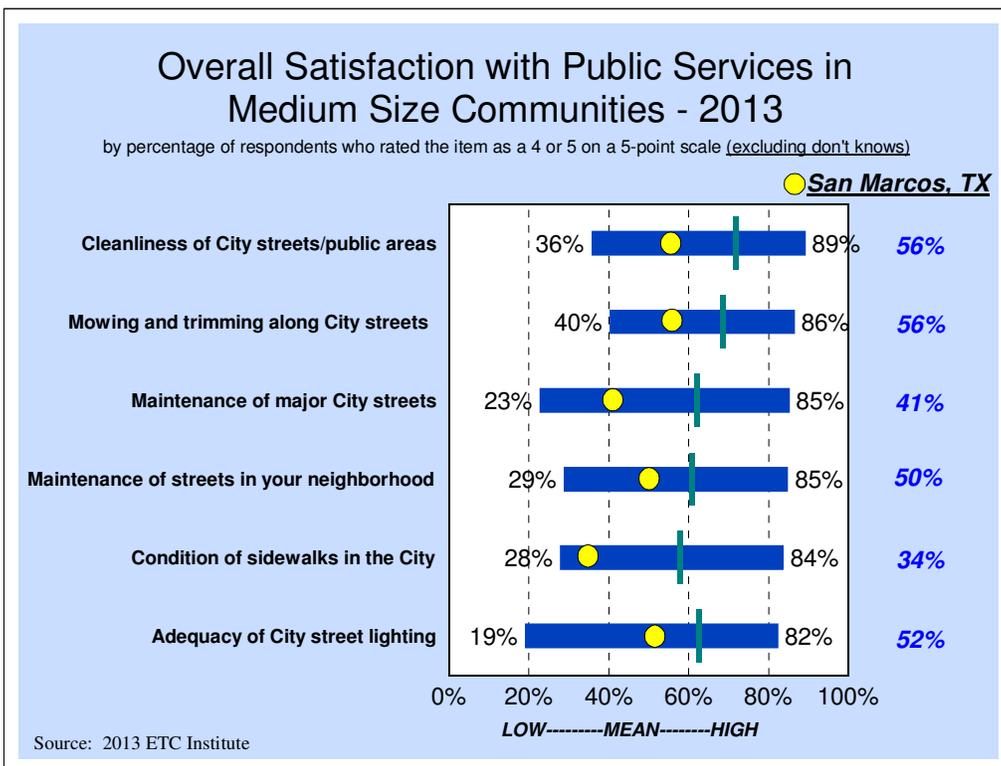
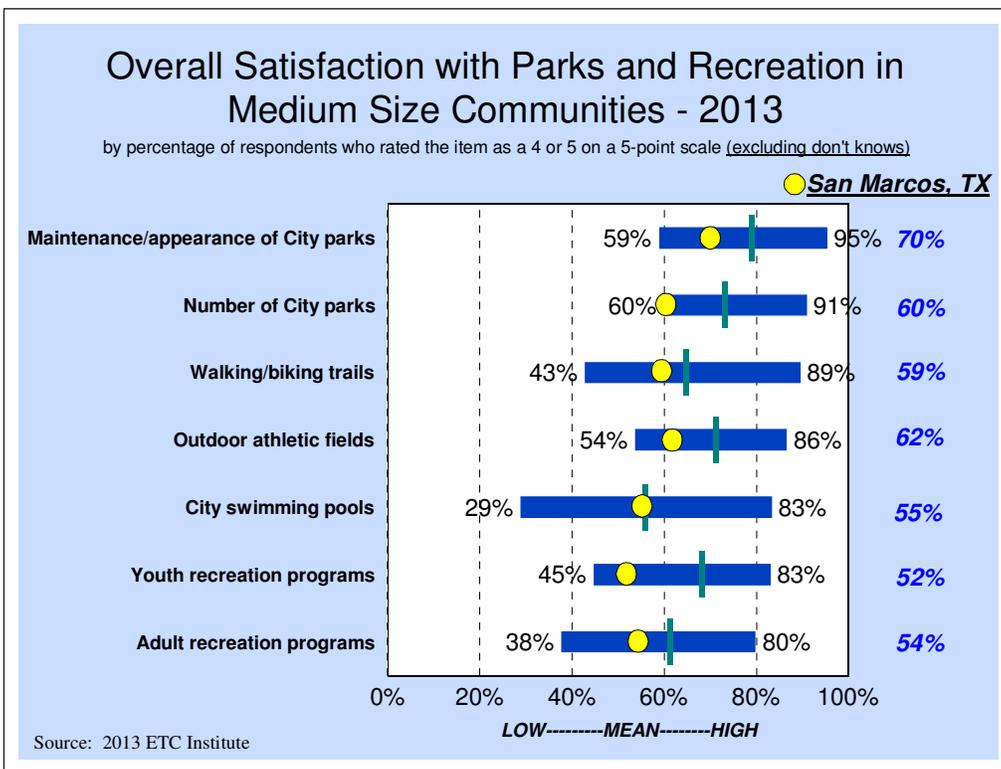
Source: 2013 ETC Institute

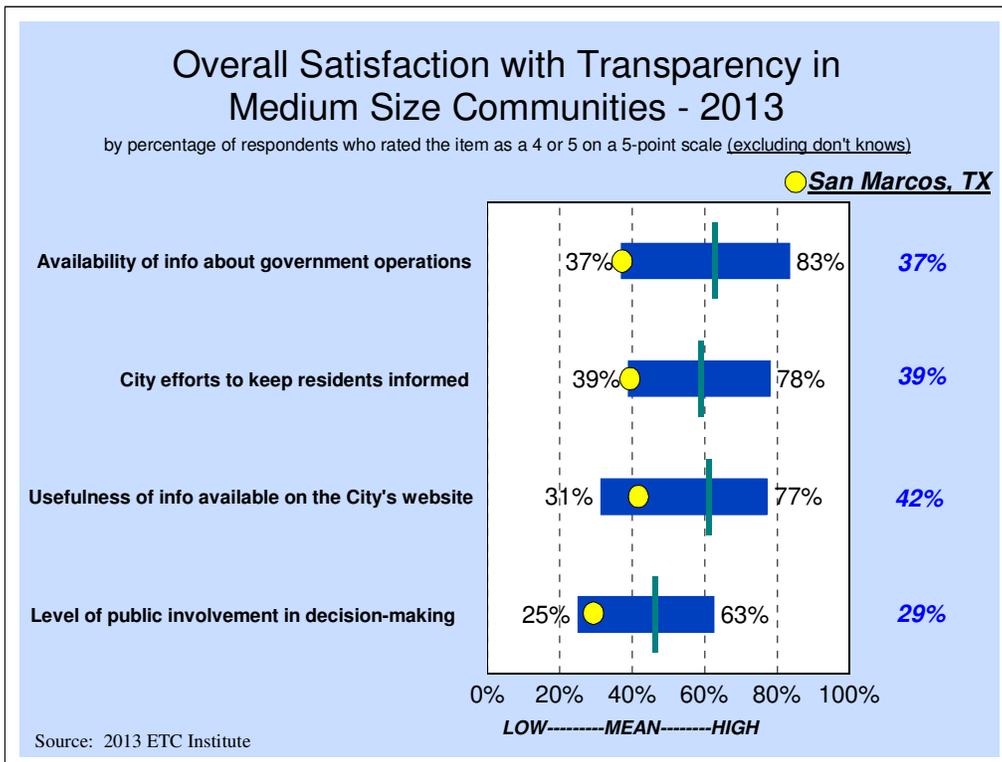
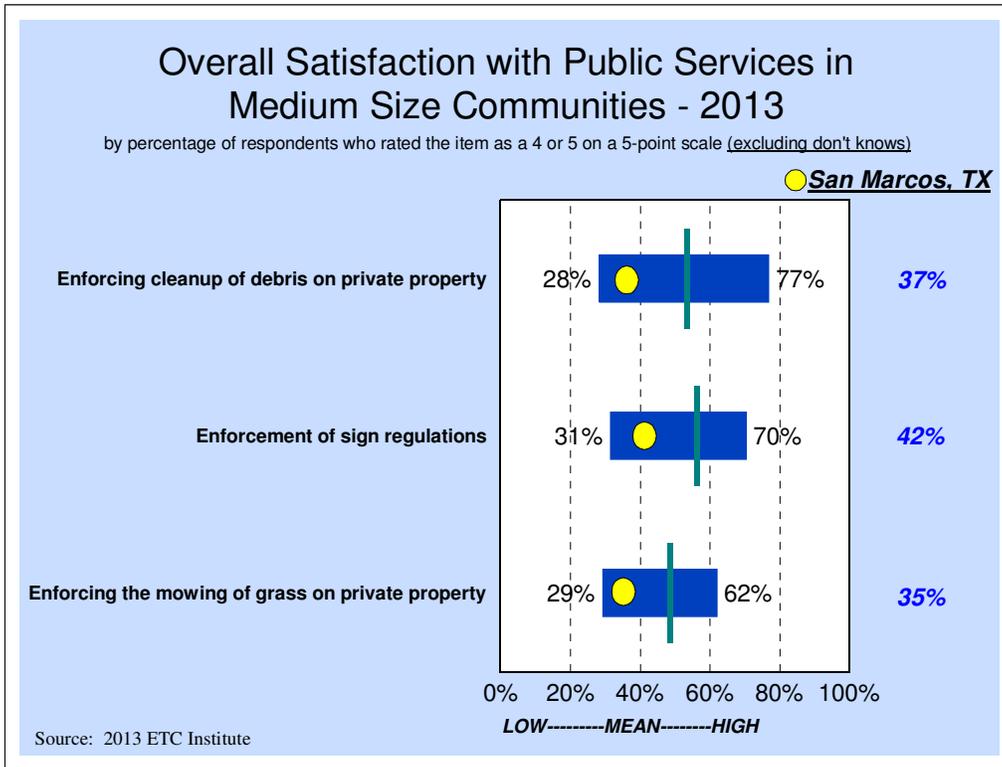


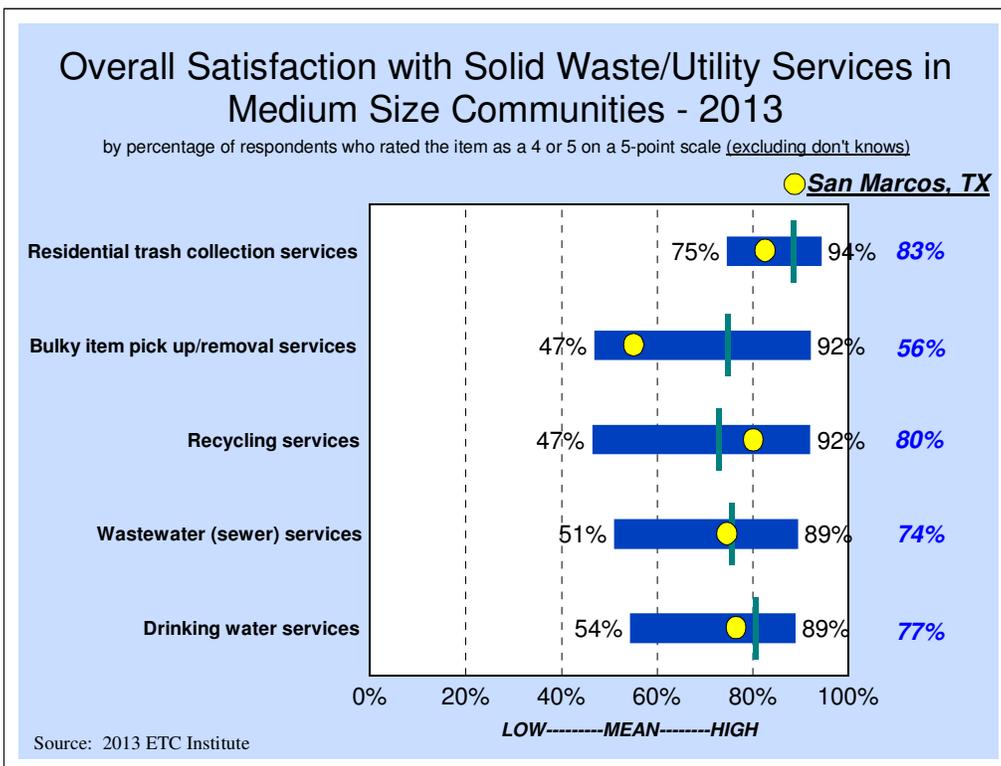
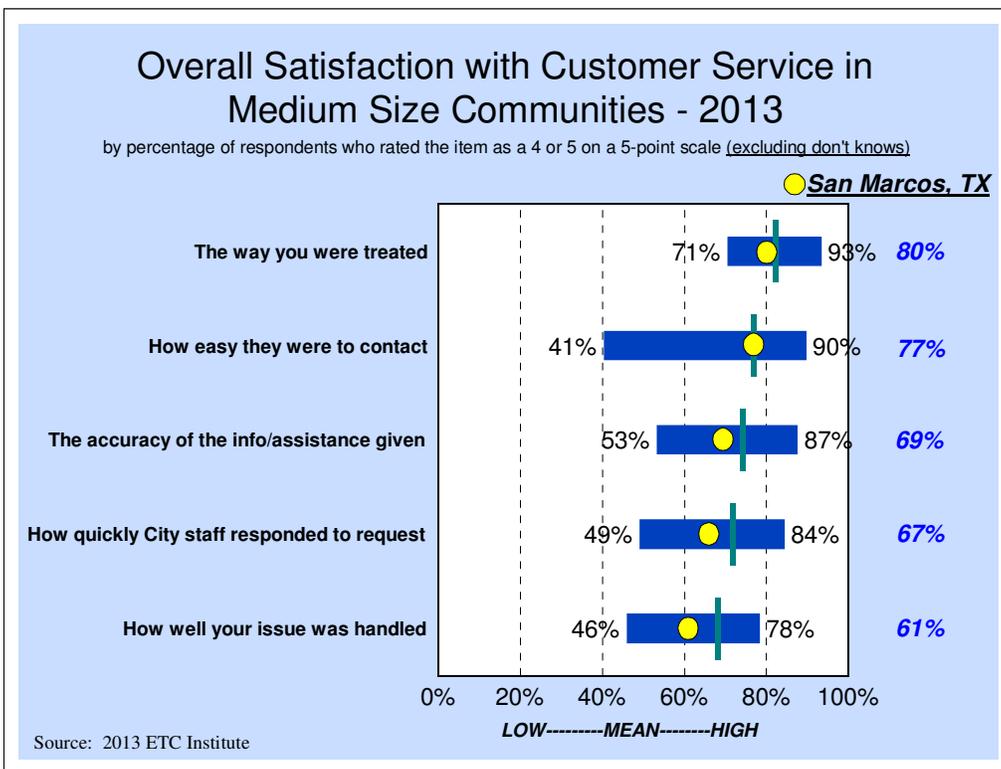
Comparison to a Range of Performance











Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

San Marcos, Texas

Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding “don't know” responses). “Don't know” responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [I-S=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the overall categories of City services they thought were most important for the City to provide. Thirty-three percent (32.8%) of residents ranked the *maintenance of City streets and sidewalks* as the most important service for the City to provide.

With regard to satisfaction, the *maintenance of City streets and sidewalks* was ranked seventeenth overall with 29.5% rating the *maintenance of City streets and sidewalks* as a “4” or a “5” on a 5-point scale excluding “don't know” responses. The I-S rating for the *maintenance of City streets and sidewalks* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 32.8% was multiplied by 70.5% (1-0.295). This calculation yielded an I-S rating of 0.2312, which was ranked first out of the eighteen overall service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices for the City to emphasize and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for San Marcos are provided on the following page.

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
<u>Very High Priority (IS > .20)</u>						
Maintenance of city streets and sidewalks	33%	5	30%	17	0.2312	1
<u>High Priority (IS .10-.20)</u>						
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
<u>Medium Priority (IS < .10)</u>						
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

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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
Very High Priority (IS > .20)						
NONE						
High Priority (IS .10-.20)						
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
Medium Priority (IS < .10)						
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

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to provide.

Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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
Very High Priority (IS > .20)						
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
High Priority (IS .10-.20)						
Enforcement of sign regulations	25%	4	42%	1	0.1433	4

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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
Very High Priority (IS > .20)						
Maintenance of major City streets	62%	1	41%	8	0.3664	1
High Priority (IS .10-20)						
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
Medium Priority (IS < .10)						
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

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

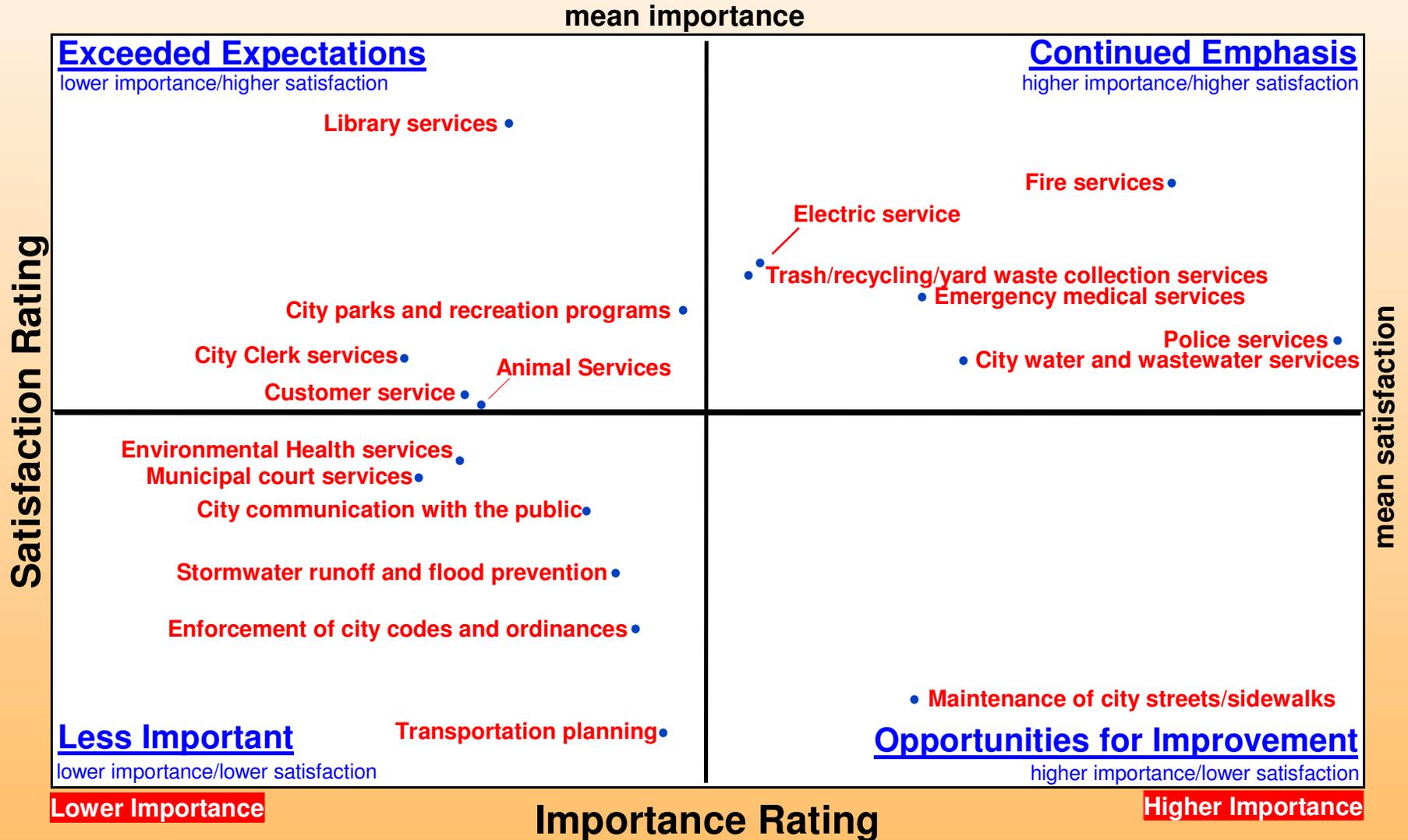
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for the San Marcos are provided on the following pages.

2013 City of San Marcos DirectionFinder Importance-Satisfaction Assessment Matrix

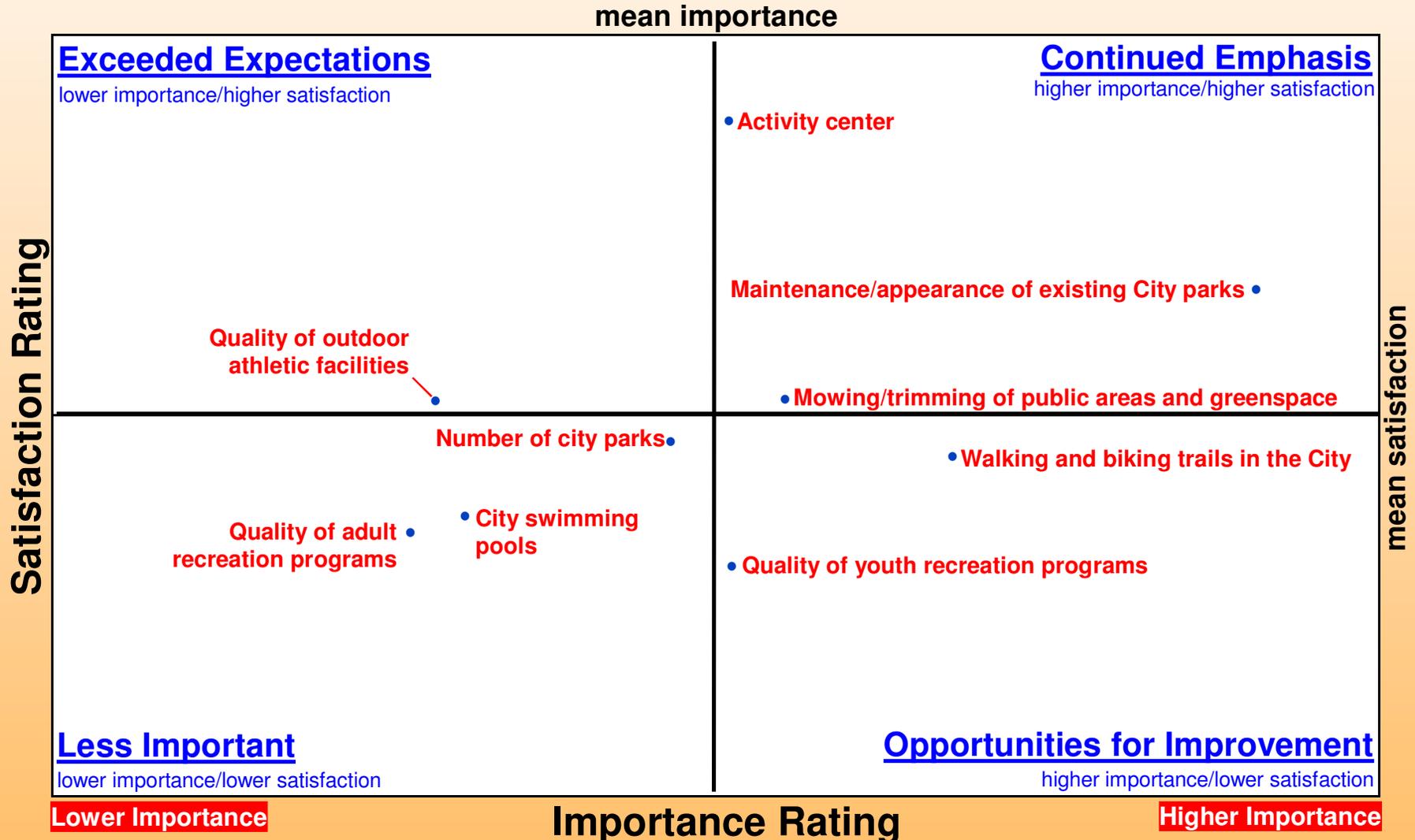
-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 City of San Marcos DirectionFinder Importance-Satisfaction Assessment Matrix -Parks and Recreational Services-

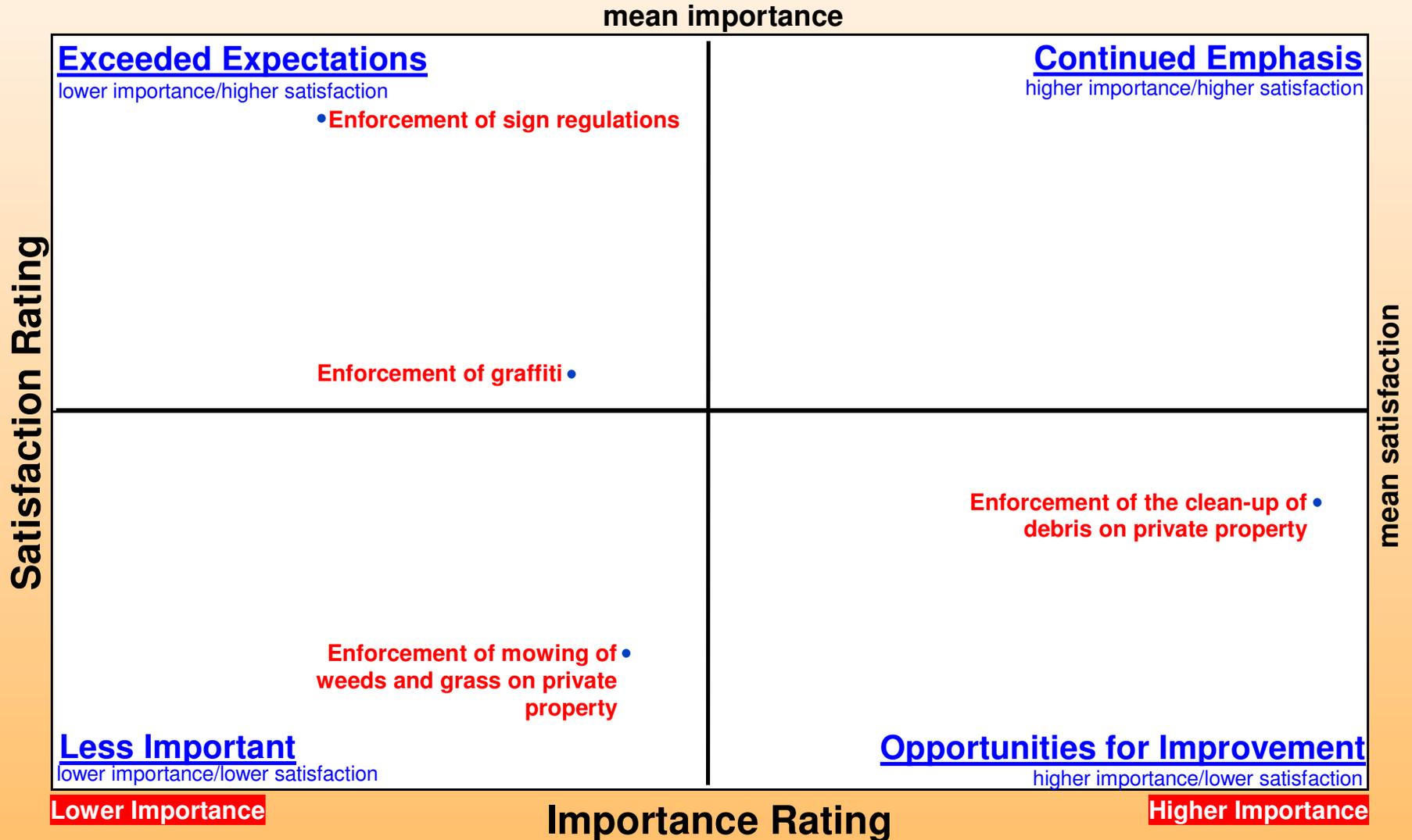
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 City of San Marcos DirectionFinder Importance-Satisfaction Assessment Matrix

-Code Enforcement Services-

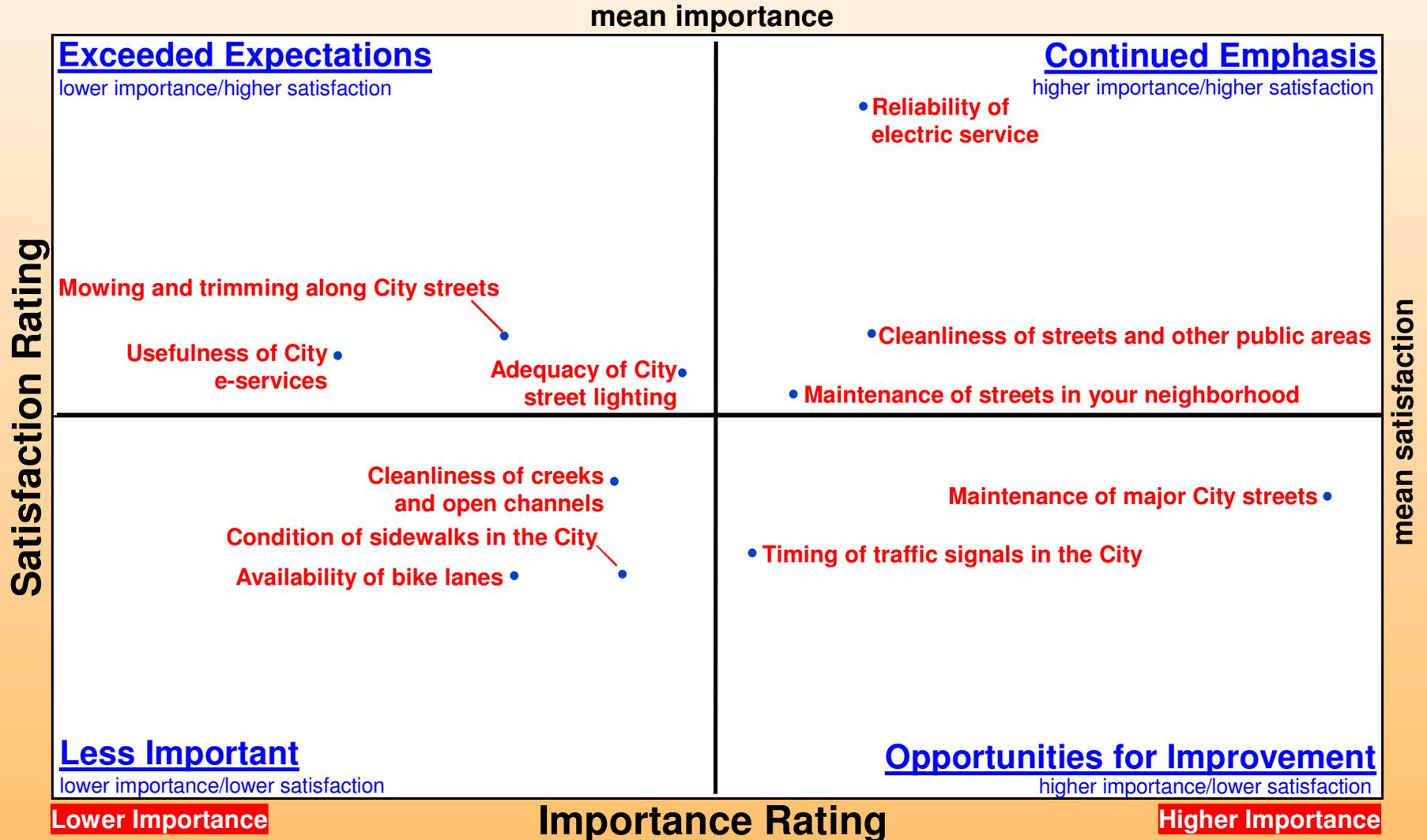
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 City of San Marcos DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Section 4:
Tabular Data

Q1. Overall Quality of City Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the overall quality of the following services provided by the City of San Marcos.

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a City parks and recreation programs	22.7%	42.5%	19.5%	5.7%	1.5%	8.1%
Q1b City water and wastewater services	18.3%	44.4%	22.7%	7.2%	3.0%	4.4%
Q1c Emergency medical services	21.2%	33.6%	18.0%	2.2%	0.7%	24.2%
Q1d Enforcement of city codes/ordinances	8.4%	23.0%	26.4%	17.8%	10.9%	13.6%
Q1e Fire services	27.7%	40.7%	11.9%	0.5%	0.2%	19.0%
Q1f Library services	51.1%	32.1%	7.7%	0.7%	0.0%	8.4%
Q1g Transportation planning in the City	7.4%	16.5%	29.9%	25.4%	10.9%	9.9%
Q1h Maintenance of streets/sidewalks	4.7%	24.2%	24.2%	29.9%	14.8%	2.2%
Q1i Management of stormwater runoff	7.4%	31.9%	30.9%	11.9%	8.1%	9.9%
Q1j Municipal court services	10.1%	27.7%	29.4%	2.7%	1.2%	28.9%
Q1k Police services	23.0%	39.8%	22.2%	5.2%	2.5%	7.4%
Q1l Electric services	24.2%	46.9%	17.5%	3.2%	1.7%	6.4%
Q1m Trash-recycling-yard waste services	28.1%	45.2%	15.3%	6.9%	2.7%	1.7%
Q1n City communication with the public	9.9%	36.3%	26.4%	14.6%	5.9%	6.9%

Q1. Overall Quality of City Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the overall quality of the following services provided by the City of San Marcos.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1o Customer service provided by City employees	15.8%	39.5%	25.9%	5.7%	2.5%	10.6%
Q1p City Clerk services	15.6%	35.3%	22.2%	3.7%	0.5%	22.7%
Q1q Environmental Health services	8.6%	28.4%	27.4%	2.0%	1.0%	32.6%
Q1r Animal Services	15.6%	35.3%	24.7%	4.4%	3.5%	16.5%

WITHOUT DON'T KNOW**Q1. Overall Quality of City Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the overall quality of the following services provided by the City of San Marcos. (Without Don't Know)**

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a City parks and recreation programs	24.7%	46.2%	21.2%	6.2%	1.6%
Q1b City water and wastewater services	19.1%	46.5%	23.8%	7.5%	3.1%
Q1c Emergency medical services	28.0%	44.3%	23.8%	2.9%	1.0%
Q1d Enforcement of city codes/ordinances	9.7%	26.6%	30.6%	20.6%	12.6%
Q1e Fire services	34.1%	50.3%	14.6%	0.6%	0.3%
Q1f Library services	55.8%	35.0%	8.4%	0.8%	0.0%
Q1g Transportation planning in the City	8.2%	18.4%	33.2%	28.2%	12.1%
Q1h Maintenance of streets/sidewalks	4.8%	24.7%	24.7%	30.6%	15.2%
Q1i Management of stormwater runoff	8.2%	35.3%	34.2%	13.2%	9.0%
Q1j Municipal court services	14.2%	38.9%	41.3%	3.8%	1.7%
Q1k Police services	24.8%	42.9%	24.0%	5.6%	2.7%
Q1l Electric services	25.9%	50.1%	18.7%	3.4%	1.8%
Q1m Trash-recycling-yard waste services	28.6%	46.0%	15.6%	7.0%	2.8%
Q1n City communication with the public	10.6%	39.0%	28.4%	15.6%	6.4%
Q1o Customer service provided by City employees	17.7%	44.2%	29.0%	6.4%	2.8%
Q1p City Clerk services	20.1%	45.7%	28.8%	4.8%	0.6%
Q1q Environmental Health services	12.8%	42.1%	40.7%	2.9%	1.5%
Q1r Animal Services	18.6%	42.3%	29.6%	5.3%	4.1%

Q2. Which FOUR of the services listed above do you think are most important for the City to provide?

<u>Q2 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Parks and Recreation programs	24	5.9 %
Water and wastewater services	55	13.6 %
Emergency medical services	32	7.9 %
Enforcement of codes & ordinances	19	4.7 %
Fire services	35	8.6 %
Library services	5	1.2 %
Transportation planning	18	4.4 %
Maintenance of streets & sidewalks	32	7.9 %
Stormwater runoff and flood prevention	12	3.0 %
Police services	102	25.2 %
Electric service	12	3.0 %
Trash/recycling/yard waste collection	9	2.2 %
Communication with the public	14	3.5 %
Customer service provided by employees	5	1.2 %
City Clerk services	1	0.2 %
Environmental Health services	5	1.2 %
Animal Services	1	0.2 %
<u>None Chosen</u>	<u>24</u>	<u>5.9 %</u>
Total	405	100.0 %

Q2. Which FOUR of the services listed above do you think are most important for the City to provide?

<u>Q2 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Parks and Recreation programs	17	4.2 %
Water and wastewater services	33	8.1 %
Emergency medical services	41	10.1 %
Enforcement of codes & ordinances	28	6.9 %
Fire services	88	21.7 %
Library services	7	1.7 %
Transportation planning	18	4.4 %
Maintenance of streets & sidewalks	27	6.7 %
Stormwater runoff and flood prevention	12	3.0 %
Municipal court services	1	0.2 %
Police services	48	11.9 %
Electric service	22	5.4 %
Trash/recycling/yard waste collection	14	3.5 %
Communication with the public	5	1.2 %
Customer service provided by City employees	4	1.0 %
Environmental Health services	5	1.2 %
Animal Services	3	0.7 %
<u>None Chosen</u>	<u>32</u>	<u>7.9 %</u>
Total	405	100.0 %

Q2. Which FOUR of the services listed above do you think are most important for the City to provide?

<u>Q2 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Parks and Recreation programs	15	3.7 %
Water and wastewater services	27	6.7 %
Emergency medical services	36	8.9 %
Enforcement of codes & ordinances	10	2.5 %
Fire services	50	12.3 %
Library services	11	2.7 %
Transportation planning	19	4.7 %
Maintenance of streets & sidewalks	39	9.6 %
Stormwater runoff and flood prevention	17	4.2 %
Municipal court services	5	1.2 %
Police services	59	14.6 %
Electric service	28	6.9 %
Trash/recycling/yard waste collection	22	5.4 %
Communication with the public	11	2.7 %
Customer service provided by City employees	8	2.0 %
Environmental Health services	4	1.0 %
Animal Services	6	1.5 %
<u>None Chosen</u>	<u>38</u>	<u>9.4 %</u>
Total	405	100.0 %

Q2. Which FOUR of the services listed above do you think are most important for the City to provide?

<u>Q2 4th Choice</u>	<u>Number</u>	<u>Percent</u>
Parks and Recreation programs	20	4.9 %
Water and wastewater services	30	7.4 %
Emergency medical services	26	6.4 %
Enforcement of codes & ordinances	7	1.7 %
Fire services	24	5.9 %
Library services	10	2.5 %
Transportation planning	16	4.0 %
Maintenance of streets & sidewalks	35	8.6 %
Stormwater runoff and flood prevention	18	4.4 %
Municipal court services	5	1.2 %
Police services	28	6.9 %
Electric service	33	8.1 %
Trash/recycling/yard waste collection	47	11.6 %
Communication with the public	22	5.4 %
Customer service provided by City employees	5	1.2 %
City Clerk services	5	1.2 %
Environmental Health services	7	1.7 %
Animal Services	16	4.0 %
None Chosen	51	12.6 %
Total	405	100.0 %

Q2. Which FOUR of the services listed above do you think are most important for the City to provide?

<u>Q2 Sum of Top Four Choices</u>	<u>Number</u>	<u>Percent</u>
Parks and Recreation programs	76	18.8 %
Water and wastewater services	145	35.8 %
Emergency medical services	135	33.3 %
Enforcement of codes & ordinances	64	15.8 %
Fire services	197	48.6 %
Library services	33	8.1 %
Transportation planning	71	17.5 %
Maintenance of streets & sidewalks	133	32.8 %
Stormwater runoff and flood prevention	59	14.6 %
Municipal court services	11	2.7 %
Police services	237	58.5 %
Electric service	95	23.5 %
Trash/recycling/yard waste collection	92	22.7 %
Communication with the public	52	12.8 %
Customer service provided by City employees	22	5.4 %
City Clerk services	6	1.5 %
Environmental Health services	21	5.2 %
Animal Services	26	6.4 %
None Chosen	24	5.9 %
Total	1499	

Q3. Public Safety: Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please indicate how safe you feel in the following situations:

(N=405)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q3a In Downtown San Marcos	25.7%	51.4%	12.3%	5.9%	1.2%	3.5%
Q3b In City parks	18.0%	42.5%	21.2%	9.1%	2.2%	6.9%
Q3c In your neighborhood during the day	50.6%	38.5%	5.9%	1.7%	1.2%	2.0%
Q3d In your neighborhood at night	30.1%	45.2%	15.1%	4.4%	3.0%	2.2%
Q3e In commercial and retail areas	21.2%	53.6%	18.5%	2.5%	1.2%	3.0%
Q3f Overall feeling of safety	20.7%	59.5%	14.1%	2.2%	0.7%	2.7%

WITHOUT DON'T KNOW

Q3. Public Safety: Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please indicate how safe you feel in the following situations: (Without Don't Know)

(N=405)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q3a In Downtown San Marcos	26.6%	53.2%	12.8%	6.1%	1.3%
Q3b In City parks	19.4%	45.6%	22.8%	9.8%	2.4%
Q3c In your neighborhood during the day	51.6%	39.3%	6.0%	1.8%	1.3%
Q3d In your neighborhood at night	30.8%	46.2%	15.4%	4.5%	3.0%
Q3e In commercial and retail areas	21.9%	55.2%	19.1%	2.5%	1.3%
Q3f Overall feeling of safety	21.3%	61.2%	14.5%	2.3%	0.8%

Q4. Perceptions of the City: Items that may influence your perception of the City of San Marcos are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a Quality of services provided by City	11.4%	57.8%	21.5%	4.4%	1.0%	4.0%
Q4b How well the City is planning growth	5.4%	19.0%	24.7%	28.4%	16.0%	6.4%
Q4c Overall quality of life in the City	12.6%	52.1%	23.2%	7.9%	1.5%	2.7%
Q4d Availability of job opportunities	3.0%	15.3%	28.9%	26.2%	10.9%	15.8%
Q4e Value received for City taxes/fees	5.7%	32.1%	34.8%	15.8%	5.4%	6.2%
Q4f Quality of new development	5.4%	19.8%	27.7%	24.2%	18.0%	4.9%
Q4g Appearance of residential property	6.7%	32.1%	34.3%	19.3%	5.4%	2.2%
Q4h Appearance of commercial property	6.9%	34.1%	38.3%	14.8%	4.0%	2.0%
Q4i Overall appearance of the City	9.1%	43.5%	29.4%	12.6%	3.5%	2.0%

WITHOUT DON'T KNOW

Q4. Perceptions of the City: Items that may influence your perception of the City of San Marcos are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without Don't Know)

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a Quality of services provided by City	11.8%	60.2%	22.4%	4.6%	1.0%
Q4b How well City is planning growth	5.8%	20.3%	26.4%	30.3%	17.2%
Q4c Overall quality of life in the City	12.9%	53.6%	23.9%	8.1%	1.5%
Q4d Availability of job opportunities	3.5%	18.2%	34.3%	31.1%	12.9%
Q4e Value received for City taxes/fees	6.1%	34.2%	37.1%	16.8%	5.8%
Q4f Quality of new development	5.7%	20.8%	29.1%	25.5%	19.0%
Q4g Appearance of residential property	6.8%	32.8%	35.1%	19.7%	5.6%
Q4h Appearance of commercial property	7.1%	34.8%	39.0%	15.1%	4.0%
Q4i Overall appearance of the City	9.3%	44.3%	30.0%	12.8%	3.5%

Q5. Parks and Recreation: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following:

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a Maintenance and appearance of City parks	15.8%	49.1%	21.7%	5.4%	1.5%	6.4%
Q5b Number of parks	16.0%	40.2%	24.0%	11.4%	2.2%	6.2%
Q5c Walking/biking trails in the City	15.1%	39.5%	20.5%	13.8%	2.7%	8.4%
Q5d Activity Center	28.6%	41.2%	13.1%	2.5%	0.7%	13.8%
Q5e City swimming pools	10.9%	31.9%	24.9%	6.2%	3.7%	22.5%
Q5f Youth recreation programs	9.1%	24.0%	24.9%	5.2%	0.7%	36.0%
Q5g Adult recreation programs	9.9%	28.4%	26.4%	5.7%	1.5%	28.1%
Q5h Outdoor athletic facilities	11.1%	37.0%	22.7%	5.4%	1.7%	22.0%
Q5i Mowing/trimming of public areas	13.6%	46.9%	24.7%	7.4%	3.7%	3.7%

WITHOUT DON'T KNOW**Q5. Parks and Recreation: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following: (Without Don't know)**

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a Maintenance and appearance of City parks	16.9%	52.5%	23.2%	5.8%	1.6%
Q5b Number of parks	17.1%	42.9%	25.5%	12.1%	2.4%
Q5c Walking/biking trails in the City	16.4%	43.1%	22.4%	15.1%	3.0%
Q5d Activity Center	33.2%	47.9%	15.2%	2.9%	0.9%
Q5e City swimming pools	14.0%	41.1%	32.2%	8.0%	4.8%
Q5f Youth recreation programs	14.3%	37.5%	39.0%	8.1%	1.2%
Q5g Adult recreation programs	13.7%	39.5%	36.8%	7.9%	2.1%
Q5h Outdoor athletic facilities	14.2%	47.5%	29.1%	7.0%	2.2%
Q5i Mowing/trimming of public areas	14.1%	48.7%	25.6%	7.7%	3.8%

Q6. Which THREE of the parks and recreation services listed above do you think are most important for the City to provide?

<u>Q6 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance/appearance of parks	157	38.8 %
Number of parks	36	8.9 %
Walking and biking trails	51	12.6 %
Activity Center	42	10.4 %
City swimming pools	11	2.7 %
Youth recreation programs	40	9.9 %
Adult recreation programs	7	1.7 %
Outdoor athletic facilities	9	2.2 %
Mowing/trimming of public areas	29	7.2 %
None Chosen	23	5.7 %
Total	405	100.0 %

Q6. Which THREE of the parks and recreation services listed above do you think are most important for the City to provide?

<u>Q6 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance/appearance of parks	57	14.1 %
Number of parks	48	11.9 %
Walking and biking trails	72	17.8 %
Activity Center	42	10.4 %
City swimming pools	23	5.7 %
Youth recreation programs	44	10.9 %
Adult recreation programs	20	4.9 %
Outdoor athletic facilities	11	2.7 %
Mowing/trimming of public areas	52	12.8 %
None Chosen	36	8.9 %
Total	405	100.0 %

Q6. Which THREE of the parks and recreation services listed above do you think are most important for the City to provide?

<u>Q6 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance/appearance of parks	41	10.1 %
Number of parks	28	6.9 %
Walking and biking trails	58	14.3 %
Activity Center	42	10.4 %
City swimming pools	28	6.9 %
Youth recreation programs	43	10.6 %
Adult recreation programs	22	5.4 %
Outdoor athletic facilities	35	8.6 %
Mowing/trimming of public areas	59	14.6 %
None Chosen	49	12.1 %
Total	405	100.0 %

Q6. Which THREE of the parks and recreation services listed above do you think are most important for the City to provide? (Sum of Top Three Choices)

<u>Q6 Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance/appearance of parks	255	63.0 %
Number of parks	112	27.7 %
Walking and biking trails	181	44.7 %
Activity Center	126	31.1 %
City swimming pools	62	15.3 %
Youth recreation programs	127	31.4 %
Adult recreation programs	49	12.1 %
Outdoor athletic facilities	55	13.6 %
Mowing/trimming of public areas	140	34.6 %
None Chosen	108	26.7 %
Total	1215	

Q7. Code Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a Enforcement of the cleanup of junk/debris	7.9%	25.2%	25.2%	22.5%	10.6%	8.6%
Q7b Mowing of weeds/grass on private property	6.9%	24.2%	27.9%	24.2%	7.4%	9.4%
Q7c Enforcement of sign regulations	7.4%	27.9%	33.8%	11.1%	5.2%	14.6%
Q7d Enforcement of graffiti	8.4%	24.7%	31.6%	15.1%	5.9%	14.3%

WITHOUT DON'T KNOW

Q7. Code Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (Without Don't Know)

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a Enforcement of the cleanup of junk/debris	8.6%	27.6%	27.6%	24.6%	11.6%
Q7b Mowing of weeds/grass on private property	7.6%	26.7%	30.8%	26.7%	8.2%
Q7c Enforcement of sign regulations	8.7%	32.7%	39.6%	13.0%	6.1%
Q7d Enforcement of graffiti	9.8%	28.8%	36.9%	17.6%	6.9%

Q8. Which TWO of the code enforcement services listed above do you think are most important for the City to provide?

Q8 1 st Choice	Number	Percent
Clean-up of junk/debris private property	211	52.1 %
Mowing of weeds/grass private property	29	7.2 %
Enforcement of sign regulations	47	11.6 %
Enforcement of graffiti	63	15.6 %
None Chosen	55	13.6 %
Total	405	100.0 %

Q8. Which TWO of the code enforcement services listed above do you think are most important for the City to provide?

Q8 2 nd Choice	Number	Percent
Clean-up of junk/debris private property	73	18.0 %
Mowing of weeds/grass private property	127	31.4 %
Enforcement of sign regulations	53	13.1 %
Enforcement of graffiti	83	20.5 %
None Chosen	69	17.0 %
Total	405	100.0 %

Q8. Which TWO of the code enforcement services listed above do you think are most important for the City to provide?

Q8 Sum of Top Two Choices	Number	Percent
Clean-up of junk/debris private property	284	70.1 %
Mowing of weeds/grass private property	156	38.5 %
Enforcement of sign regulations	100	24.7 %
Enforcement of graffiti	146	36.0 %
None Chosen	55	13.6 %
Total	741	

Q9. Public Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following:

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a Maintenance of major city streets (Non TxDot)	4.7%	35.1%	23.0%	22.7%	11.6%	3.0%
Q9b Maintenance of streets in neighborhoods	10.9%	38.5%	20.2%	19.3%	9.4%	1.7%
Q9c Timing of traffic signals in the City	5.4%	29.6%	22.2%	25.2%	15.6%	2.0%
Q9d Mowing/trimming along City streets	10.6%	43.5%	28.1%	10.1%	4.9%	2.7%
Q9e Cleanliness of streets/ public areas	9.1%	45.7%	26.4%	13.3%	3.7%	1.7%
Q9f Cleanliness of creeks/ open channels	5.9%	33.6%	29.6%	18.3%	5.9%	6.7%
Q9g Condition of sidewalks in the City	4.0%	28.9%	29.1%	24.2%	11.1%	2.7%
Q9h Availability of bike lanes	6.9%	22.2%	28.4%	17.3%	11.9%	13.3%
Q9i Level of usefulness City's e-services	11.4%	28.9%	29.1%	3.2%	2.2%	25.2%
Q9j Reliability of Electric service	25.9%	45.7%	16.5%	4.2%	1.0%	6.7%
Q9k Adequacy of City street lighting	11.9%	38.5%	26.2%	15.1%	4.9%	3.5%

WITHOUT DON'T KNOW**Q9. Public Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following: (Without Don't Know)**

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a Maintenance of major city streets (Non TxDot)	4.8%	36.1%	23.7%	23.4%	12.0%
Q9b Maintenance streets in neighborhoods	11.1%	39.2%	20.6%	19.6%	9.5%
Q9c Timing of traffic signals in the City	5.5%	30.2%	22.7%	25.7%	15.9%
Q9d Mowing/trimming along City streets	10.9%	44.7%	28.9%	10.4%	5.1%
Q9e Cleanliness of streets/public areas	9.3%	46.5%	26.9%	13.6%	3.8%
Q9f Cleanliness of creeks/open channels	6.3%	36.0%	31.7%	19.6%	6.3%
Q9g Condition of sidewalks in the City	4.1%	29.7%	29.9%	24.9%	11.4%
Q9h Availability of bike lanes	8.0%	25.6%	32.8%	19.9%	13.7%
Q9i Level of usefulness of city's e-services	15.2%	38.6%	38.9%	4.3%	3.0%
Q9j Reliability of Electric service	27.8%	48.9%	17.7%	4.5%	1.1%
Q9k Adequacy of City street lighting	12.3%	39.9%	27.1%	15.6%	5.1%

Q10. Which THREE of the public services listed above do you think are most important for the City to provide?

<u>Q10 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	172	42.5 %
Maintenance streets your neighborhood	32	7.9 %
Timing of traffic signals	30	7.4 %
Mowing/trimming along City streets	5	1.2 %
Cleanliness of streets/other public areas	14	3.5 %
Cleanliness of creeks/open channels	16	4.0 %
Condition of sidewalks in the City	12	3.0 %
Availability of bike lanes	13	3.2 %
Level of usefulness of City's e-services	1	0.2 %
Reliability of Electric service	59	14.6 %
Adequacy of City street lighting	29	7.2 %
None Chosen	22	5.4 %
Total	405	100.0 %

Q10. Which THREE of the public services listed above do you think are most important for the City to provide?

<u>Q10 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	52	12.8 %
Maintenance streets your neighborhood	61	15.1 %
Timing of traffic signals	38	9.4 %
Mowing/trimming along City streets	24	5.9 %
Cleanliness of streets/other public areas	67	16.5 %
Cleanliness of creeks/open channels	23	5.7 %
Condition of sidewalks in the City	36	8.9 %
Availability of bike lanes	17	4.2 %
Level of usefulness of City's e-services	1	0.2 %
Reliability of Electric service	32	7.9 %
Adequacy of City street lighting	24	5.9 %
None Chosen	30	7.4 %
Total	405	100.0 %

Q10. Which THREE of the public services listed above do you think are most important for the City to provide?

<u>Q10 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	27	6.7 %
Maintenance streets your neighborhood	28	6.9 %
Timing of traffic signals	43	10.6 %
Mowing/trimming along City streets	22	5.4 %
Cleanliness of streets/other public areas	59	14.6 %
Cleanliness of creeks/open channels	38	9.4 %
Condition of sidewalks in the City	31	7.7 %
Availability of bike lanes	23	5.7 %
Level of usefulness of City's e-services	8	2.0 %
Reliability of Electric service	47	11.6 %
Adequacy of City street lighting	41	10.1 %
None Chosen	38	9.4 %
Total	405	100.0 %

Q10. Which THREE of the public services listed above do you think are most important for the City to provide?

<u>Q10 Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	251	62.0 %
Maintenance streets your neighborhood	121	29.9 %
Timing of traffic signals	111	27.4 %
Mowing/trimming along City streets	51	12.6 %
Cleanliness of streets/other public areas	140	34.6 %
Cleanliness of creeks/open channels	77	19.0 %
Condition of sidewalks in the City	79	19.5 %
Availability of bike lanes	53	13.1 %
Level of usefulness of City's e-services	10	2.5 %
Reliability of Electric service	138	34.1 %
Adequacy of City street lighting	94	23.2 %
None Chosen	22	5.4 %
Total	1147	

Q11. From which of the following sources do you currently get information about the City of San Marcos?

<u>Q11 Currently get information</u>	<u>Number</u>	<u>Percent</u>
Television	182	44.9 %
Newspaper	265	65.4 %
Internet	206	50.9 %
Cell phones	23	5.7 %
Neighborhood Groups	119	29.4 %
Utility bill insert	209	51.6 %
Other	50	12.3 %
<u>None Chosen</u>	<u>56</u>	<u>13.8 %</u>
Total	1110	

Q11. Other

Q11 Other

- FAMILY
- WPRD OF MOUTH
- CITY WEBSITE
- WORD OF MOUTH
- FAMILY
- COMMUNITY IMPACT PAPER
- WORD OF MOUTH
- E-MAIL AND TWITTER
- WORD OF MOUTH
- GOSSIP
- IMPACT
- MAIL
- WORD OF MOUTH-OBSERVATION
- NEWSPAPER
- COMMUNITY IMPACT
- IMPACT
- WORD OF MOUTH
- WORD OF MOUTH
- LIBRARY
- FLYERS AT WALMART/LIBRARY
- IMPACT

Q11. Other (Cont.)

Q11 Other

- HOA
- NEWSPAPER
- POSTER & LIBRARY
- BOBCAT NATION
- FACEBOOK
- PERSONAL OBSERVATION
- FRIENDS
- NEIGHBOR
- FRIENDS
- TALKING TO CITY EMPLOYEES
- CHURCH MEMBERS
- FACEBOOK
- COMMUNITY IMPACT
- PEOPLE
- UNIVERSITY PROFESSORS
- NEWS MAGAZINE
- PUBLIC INFO-EMAIL
- WORD OF MOUTH
- SMRF
- OBSERVING AS I GO
- CITY OFFICE MEETINGS
- COMMISSION MEETINGS
- WORD OF MOUTH
- NEW BRAUNFELS RADIO
- WORD OF MOUTH
- OBSERVATION
- COMMUNITY IMPACT
- ATTEND COUNCIL MEETINGS
- WORD OF MOUTH

Q12. Which of the following electronic sources of information are you currently using?

<u>Q12 Electronic source of information using</u>	<u>Number</u>	<u>Percent</u>
Facebook	189	46.7 %
Twitter	35	8.6 %
MySpace	7	1.7 %
YouTube	93	23.0 %
iPhone App	110	27.2 %
Blackberry App	8	2.0 %
Android App	66	16.3 %
Text messages	192	47.4 %
Internet	328	81.0 %
Other	21	5.2 %
<u>None</u>	<u>51</u>	<u>12.6 %</u>
Total	1100	

Q12. Other

Q12 Other

- SAN MARCOS MERCURY
- CHURCH GROUP TALKS
- COMMUNITY PAPER
- E-MAIL
- NEWS FROM CITY IN MAIL
- WINDOWS PHONE
- NEWSPAPER
- GOOGLE
- TV
- PINTEREST
- E-MAIL
- RADIO
- RADIO AND TV
- HOME
- TALK FORUMS
- HOUSE PHONE
- TABLETS
- HOUSE PHONE
- TELEVISION

Q13. Transparency. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following:

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a The availability of information about government operations	6.9%	24.9%	34.1%	15.1%	5.7%	13.3%
Q13b City efforts to keep residents informed about local issues	5.9%	30.6%	28.4%	20.0%	7.2%	7.9%
Q13c The level of public involvement in City decision-making	5.7%	20.5%	25.2%	23.2%	13.8%	11.6%
Q13d Usefulness of the information that is available on the City's Web site	6.2%	27.9%	36.3%	8.9%	2.7%	18.0%
Q13e How well the City listens and responds to the needs of citizens	2.5%	16.0%	26.4%	21.7%	20.7%	12.6%
Q13f The level of public involvement in Economic Development	4.0%	13.1%	32.6%	19.5%	14.3%	16.5%

WITHOUT DON'T KNOW**Q13. Transparency. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following: (Without Don't Know)**

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a The availability of information about government operations	8.0%	28.8%	39.3%	17.4%	6.6%
Q13b City efforts to keep residents informed about local issues	6.4%	33.2%	30.8%	21.7%	7.8%
Q13c The level of public involvement in City decision-making	6.4%	23.2%	28.5%	26.3%	15.6%
Q13d Usefulness of the information that is available on the City's Web site	7.5%	34.0%	44.3%	10.8%	3.3%
Q13e How well the City listens and responds to the needs of citizens	2.8%	18.4%	30.2%	24.9%	23.7%
Q13f The level of public involvement in Economic Development	4.7%	15.7%	39.1%	23.4%	17.2%

Q14. Have you contacted the City of San Marcos during the past year?

<u>Q14 Have you contacted the City past year</u>	<u>Number</u>	<u>Percent</u>
Yes	258	63.7 %
No	147	36.3 %
Total	405	100.0 %

Q14a. How would you describe the service you received?

<u>Q14a Describe service received</u>	<u>Number</u>	<u>Percent</u>
Excellent	66	25.6 %
Good	102	39.5 %
Fair	54	20.9 %
Poor	34	13.2 %
Don't Know	2	0.8 %
Total	258	100.0 %

Q14b. Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees in the Department you selected in Q14a with regard to the following:

(N=258)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14b-1 How easy they were to contact	27.5%	48.8%	11.6%	7.8%	3.1%	1.2%
Q14b-2 The way you were treated	29.8%	48.8%	10.9%	6.2%	2.3%	1.9%
Q14b-3 Accuracy of the information and assistance given	25.2%	41.5%	15.5%	10.9%	4.7%	2.3%
Q14b-4 How quickly staff responded	25.2%	40.3%	14.7%	10.1%	7.0%	2.7%
Q14b-5 How well your issue was handled	24.0%	35.7%	17.8%	12.4%	8.1%	1.9%

WITHOUT DON'T KNOW

Q14b. Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees in the Department you selected in Q14a with regard to the following: (Without Don't Know)

(N=258)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14b-1 How easy they were to contact	27.8%	49.4%	11.8%	7.8%	3.1%
Q14b-2 The way you were treated	30.4%	49.8%	11.1%	6.3%	2.4%
Q14b-3 Accuracy of the information and assistance given	25.8%	42.5%	15.9%	11.1%	4.8%
Q14b-4 How quickly staff responded	25.9%	41.4%	15.1%	10.4%	7.2%
Q14b-5 How well your issue was handled	24.5%	36.4%	18.2%	12.6%	8.3%

Q15. Solid Waste/Utility Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following:

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a Residential trash collection	38.8%	41.7%	9.1%	4.0%	3.2%	3.2%
Q15b Bulky item pick up/ removal services	19.5%	27.9%	20.5%	12.6%	5.4%	14.1%
Q15c Recycling services	37.5%	39.0%	11.4%	5.4%	2.2%	4.4%
Q15d Drinking water services	31.1%	42.0%	15.1%	3.2%	3.2%	5.4%
Q15e Wastewater (sewer) services	24.7%	42.5%	16.8%	5.2%	1.7%	9.1%
Q15f Electric service	30.4%	43.0%	14.6%	3.7%	0.7%	7.7%
Q15g Utility Billing	24.4%	49.4%	14.3%	7.2%	0.7%	4.0%

WITHOUT DON'T KNOW

Q15. Solid Waste/Utility Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following: (Without Don't know)

(N=405)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a Residential trash collection	40.1%	43.1%	9.4%	4.1%	3.3%
Q15b Bulky item pickup/removal services	22.7%	32.5%	23.9%	14.7%	6.3%
Q15c Recycling services	39.3%	40.8%	11.9%	5.7%	2.3%
Q15d Drinking water services	32.9%	44.4%	15.9%	3.4%	3.4%
Q15e Wastewater (sewer) services	27.2%	46.7%	18.5%	5.7%	1.9%
Q15f Electric service	32.9%	46.5%	15.8%	4.0%	0.8%
Q15g Utility Billing	25.4%	51.4%	14.9%	7.5%	0.8%

Q16. Land Development: Using a five-point scale, where 5 means "Much Too Slow" and 1 means "Much Too Fast", please rate the City's current pace of development in each of the following areas.

(N=405)

	Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
Q16a Office development	4.9%	16.3%	38.0%	4.7%	4.4%	31.6%
Q16b Industrial development	8.4%	22.0%	31.1%	5.9%	4.2%	28.4%
Q16c Multi-family residential development	3.5%	4.2%	17.8%	20.7%	39.0%	14.8%
Q16d Single family residential development	14.1%	22.0%	29.6%	9.6%	6.4%	18.3%
Q16e Retail development	3.2%	16.3%	43.2%	11.1%	5.7%	20.5%

WITHOUT DON'T KNOW

Q16. Land Development: Using a five-point scale, where 5 means "Much Too Slow" and 1 means "Much Too Fast", please rate the City's current pace of development in each of the following areas. (Without Don't Know)

(N=405)

	Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast
Q16a Office development	7.2%	23.8%	55.6%	6.9%	6.5%
Q16b Industrial development	11.7%	30.7%	43.4%	8.3%	5.9%
Q16c Multi-family residential development	4.1%	4.9%	20.9%	24.3%	45.8%
Q16d Single family residential development	17.2%	26.9%	36.3%	11.8%	7.9%
Q16e Retail development	4.0%	20.5%	54.3%	14.0%	7.1%

Q17. Expectations for Services. Using a scale from 1 to 5, where 5 means the level of service provided by the City "Should Be Much Higher" than it is now and 1 means it "Should Be Much Lower", please indicate how the level of service provided by the City should change in each of the areas listed below.

(N=405)

	Much Higher	Little Higher	Stay the Same	Little Lower	Much Lower	Don't Know
Q17a Library services	6.4%	18.5%	61.0%	1.0%	0.5%	12.6%
Q17b Law enforcement	10.1%	24.4%	49.4%	3.0%	1.5%	11.6%
Q17c Fire response	5.7%	18.0%	54.8%	2.0%	0.5%	19.0%
Q17d Emergency medical services	7.2%	20.2%	51.6%	1.0%	0.5%	19.5%
Q17e Parks and open space	14.1%	27.2%	44.0%	2.7%	1.5%	10.6%
Q17f Recreation activities	9.1%	26.9%	46.7%	1.0%	1.2%	15.1%
Q17g Maintenance of Infrastructure	32.6%	35.8%	21.5%	2.7%	0.7%	6.7%

WITHOUT DON'T KNOW

Q17. Expectations for Services. Using a scale from 1 to 5, where 5 means the level of service provided by the City "Should Be Much Higher" than it is now and 1 means it "Should Be Much Lower", please indicate how the level of service provided by the City should change in each of the areas listed below. (Without Don't Know)

(N=405)

	Much Higher	Little Higher	Stay the Same	Little Lower	Much Lower
Q17a Library services	7.3%	21.2%	69.8%	1.1%	0.6%
Q17b Law enforcement	11.5%	27.7%	55.9%	3.4%	1.7%
Q17c Fire response	7.0%	22.3%	67.7%	2.4%	0.6%
Q17d Emergency medical services	8.9%	25.2%	64.1%	1.2%	0.6%
Q17e Parks and open space	15.7%	30.4%	49.2%	3.0%	1.7%
Q17f Recreation activities	10.8%	31.7%	54.9%	1.2%	1.5%
Q17g Maintenance of Infrastructure	34.9%	38.4%	23.0%	2.9%	0.8%

Q18. What do you think are the THREE biggest issues San Marcos will face within the next FIVE years?

<u>Q18 Biggest issue</u>	<u>Number</u>	<u>Percent</u>
Traffic	284	70.1 %
Planning for rapid growth	192	47.4 %
Road repair/maintenance/expansion	148	36.5 %
Neighborhood preservation	112	27.7 %
Public schools	97	24.0 %
Taxes/property taxes/finances	89	22.0 %
Environmental issues	75	18.5 %
Crime	65	16.0 %
Utility rates	62	15.3 %
Public transportation	43	10.6 %
Other	31	7.7 %
Don't Know	11	2.7 %
Total	1209	

Q18. Other

Q18 Other

- AVAILABILITY OF WATER
- BETTER STREETS
- CARE MORE FOR STUDENTS
- COLLEGE BIG NNEED SLOWDOWN
- COLLEGE PARKING
- ECONOMIC GROWTH
- EMPLOYMENT
- END TO UGLY APARTMENTS
- GROWING INEQUALITY
- IDIOTS SACRED OF CHANGE
- JOBS & RECRUITMENT
- LACK OF INCOME HOUSING
- LACK OF INFRASTRUCTURE
- LACK OF QUALITY HOUSING
- LISTEN TO THE RESIDENTS
- NEED MORE HIGH PAYING JOB
- NOT ENOUGH WATER
- PARKING
- PEDESTRIAN FRIENDLY
- PRESERVATION GREEN SPACE
- QUALITY LIFE FOR SENIORS
- ROADS
- STUDENT NOISE/PARTIES
- TOO MANY APARTMENTS
- WATER
- WATER
- WATER
- WATER
- WATER
- WATER AVAILABILITY PRICE
- WATER RATES
- WATER SUPPLY

Q19. Strategic Initiatives: Using a scale from 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements.

(N=405)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q19a I have confidence in the City's finances	5.4%	32.3%	30.6%	11.4%	4.0%	16.3%
Q19b The City is ensuring that there is adequate long-term affordable water	5.2%	31.1%	23.0%	16.5%	4.4%	19.8%
Q19c The City is committed to creating a business friendly development process	7.4%	32.8%	27.7%	10.6%	4.9%	16.5%
Q19d The City is doing a good job planning for current and future transportation and infrastructure needs	3.0%	16.5%	28.6%	22.0%	13.3%	16.5%
Q19e The City does a good job of protecting and maintaining the river, while providing for recreation on the river	9.4%	38.0%	20.5%	16.3%	9.4%	6.4%
Q19f The City is committed to the health and wellness of its citizens	6.7%	33.1%	31.6%	10.1%	5.2%	13.3%
Q19g The City is committed to economic development, a diversified job base, and more housing options to help grow the middle class	3.0%	20.7%	24.2%	25.2%	12.8%	14.1%

WITHOUT DON'T KNOW

Q19. Strategic Initiatives: Using a scale from 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements. (Without Don't Know)

(N=405)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q19a I have confidence in the City's finances	6.5%	38.6%	36.6%	13.6%	4.7%
Q19b The City is ensuring that there is adequate long-term affordable water	6.5%	38.8%	28.6%	20.6%	5.5%
Q19c The City is committed to creating a business friendly development process	8.9%	39.3%	33.1%	12.7%	5.9%
Q19d The City is doing a good job planning for current and future transportation and infrastructure needs	3.6%	19.8%	34.3%	26.3%	16.0%
Q19e The City does a good job of protecting and maintaining the river, while providing for recreation on the river	10.0%	40.6%	21.9%	17.4%	10.0%
Q19f The City is committed to the health and wellness of its citizens	7.7%	38.2%	36.5%	11.7%	6.0%
Q19g The City is committed to economic development, a diversified job base, and more housing options to help grow the middle class	3.4%	24.1%	28.2%	29.3%	14.9%

Q20. City Investments: Using a scale from 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements.

(N=405)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q20a The City should invest tax dollars in economic development incentives for single-family residential	20.2%	28.4%	19.0%	15.3%	9.6%	7.4%
Q20b The City should invest tax dollars in economic development incentives for multi-family residential	4.4%	12.1%	14.3%	26.9%	35.1%	7.2%
Q20c The City should invest tax dollars in social services funding (to help non-profit organizations)	8.6%	33.3%	28.1%	12.8%	9.9%	7.2%
Q20d The City should invest tax dollars in Downtown revitalization	12.3%	37.0%	26.2%	13.1%	5.9%	5.4%
Q20e The City should invest tax dollars to help create jobs	23.0%	41.7%	16.3%	9.4%	3.7%	5.9%
Q20f The City should invest tax dollars in acquisition and development of additional parks and greenspace	18.5%	36.0%	21.5%	11.4%	7.7%	4.9%
Q20g The City should invest City tax dollars in the public school education system (pre-K through 12th grade)	30.9%	29.4%	16.5%	10.4%	8.4%	4.4%
Q20h The City should regulate stricter smoking standards in public spaces	29.4%	18.3%	21.2%	11.6%	14.6%	4.9%

WITHOUT DON'T KNOW

Q20. City Investments: Using a scale from 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements. (Without Don't Know)

(N=405)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q20a The City should invest tax dollars in economic development incentives for single-family residential	21.9%	30.7%	20.5%	16.5%	10.4%
Q20b The City should invest tax dollars in economic development incentives for multi-family residential	4.8%	13.0%	15.4%	29.0%	37.8%
Q20c The City should invest tax dollars in social services funding (to help non-profit organizations)	9.3%	35.9%	30.3%	13.8%	10.6%
Q20d The City should invest tax dollars in Downtown revitalization	13.1%	39.2%	27.7%	13.8%	6.3%
Q20e The City should invest tax dollars to help create jobs	24.4%	44.4%	17.3%	10.0%	3.9%
Q20f The City should invest tax dollars in acquisition and development of additional parks and greenspace	19.5%	37.9%	22.6%	11.9%	8.1%
Q20g The City should invest City tax dollars in the public school education system (pre-K through 12th grade)	32.3%	30.7%	17.3%	10.9%	8.8%
Q20h The City should regulate stricter smoking standards in public spaces	30.9%	19.2%	22.3%	12.2%	15.3%

Q21. Do you work in the City of San Marcos?

Q21 Do you work in City of San Marcos	Number	Percent
Yes	173	42.7 %
No	232	57.3 %
Total	405	100.0 %

Q22. Approximately how many years have you lived in San Marcos?

Q22 How many years live in San Marcos	Number	Percent
Less than 5 years	55	13.6 %
5-9 years	58	14.3 %
10-19 years	89	22.0 %
20-29 years	86	21.2 %
30 years or more	117	28.9 %
Total	405	100.0 %

Q23. What is your age?

Q23 What is your age	Number	Percent
18-34 years	102	25.2 %
35-44 years	81	20.0 %
45-54 years	73	18.0 %
55-64 years	78	19.3 %
65+ years	71	17.5 %
Total	405	100.0 %

Q24. Do you have children living at home in the following age ranges?

Q24 Children living in home	Number	Percent
Under 6 years	65	16.0 %
6 to 12 years	70	17.3 %
13 to 18 years	63	15.6 %
No children	244	60.2 %
Not provided	4	1.0 %
Total	446	

Q25. What is your gender?

<u>Q25 Gender</u>	<u>Number</u>	<u>Percent</u>
Male	194	47.9 %
Female	211	52.1 %
Total	405	100.0 %

Q26. Are you of Hispanic, Latino, or other Spanish heritage?

<u>Q26 Are you Hispanic/Latino/Spanish</u>	<u>Number</u>	<u>Percent</u>
Yes	154	38.0 %
No	241	59.5 %
Not provided	10	2.5 %
Total	405	100.0 %

Q27. Which of the following best describes your race/ethnicity?

<u>Q27 Race/Ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	8	2.0 %
American Indian/Eskimo	5	1.2 %
Black/African American	20	4.9 %
White	268	66.2 %
Other	102	25.2 %
Not provided	7	1.7 %
Total	410	

Q28. Would you say your total annual household income is:

<u>Q28 Total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25,000	62	15.3 %
\$25,000-\$49,999	90	22.2 %
\$50,000-\$74,999	81	20.0 %
\$75,000-\$99,999	51	12.6 %
\$100,000-\$124,999	43	10.6 %
\$125,000-\$149,999	17	4.2 %
\$150,000-\$199,999	19	4.7 %
\$200,000 or more	13	3.2 %
Not provided	29	7.2 %
Total	405	100.0 %

Q29. Do you own or rent your home?

<u>Q29 Own or rent your home</u>	<u>Number</u>	<u>Percent</u>
Own	303	74.8 %
Rent	97	24.0 %
Not provided	5	1.2 %
Total	405	100.0 %

Q30. Do you live in a single family home or an apartment/condominium?

<u>Q30 Single family home or apt/condo</u>	<u>Number</u>	<u>Percent</u>
Single family	327	80.7 %
Apt/condo	48	11.9 %
Other	23	5.7 %
Not provided	7	1.7 %
Total	405	100.0 %

Q31. Are you a current student at Texas State University-San Marcos?

<u>Q31 Are you student at TSU-San Marcos</u>	<u>Number</u>	<u>Percent</u>
Yes	45	11.1 %
No	359	88.6 %
Not provided	1	0.2 %
Total	405	100.0 %

Q32. What is the highest level of formal education you completed?

<u>Q32 Highest form of education</u>	<u>Number</u>	<u>Percent</u>
Less than High School	26	6.4 %
High School	63	15.6 %
Some College	89	22.0 %
Bachelor's Degree	94	23.2 %
Some graduate	33	8.1 %
Graduate degree	97	24.0 %
Not provided	3	0.7 %
Total	405	100.0 %

Section 5:
Survey Instrument



OFFICE OF THE MAYOR

February 19, 2012

Dear San Marcos City Resident:

Your input on the enclosed survey is extremely important. This is an opportunity for you to participate and engage with the City to help set community priorities, assess your satisfaction with service delivery, and identify areas of improvement. During the next few months, my council colleagues and I will be making decisions on a wide range of City services, including public safety, parks and recreation, code enforcement and others. To ensure the City's priorities are aligned with the needs of our residents, **we need to know what YOU think.**

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence dozens of leaders to identify and address the many opportunities and challenges facing the community.

Please return your survey sometime during the next week. Your responses will remain confidential. Return your survey in the enclosed postage-paid envelope.

If you have any questions, feel free to call my office at (512) 393-8100. Thanks again for taking the time to better our community.

Respectfully,

Daniel Guerrero
Mayor



2013 San Marcos Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to improve the quality of city services. If you have questions, please contact Collette Jamison at 512-393-8104.

1. **Overall Quality of City Services:** Using a scale of 1 to 5 where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with the overall quality of the following services provided by the City of San Marcos.

<i>How satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. City parks and recreation programs	5	4	3	2	1	9
B. City water and wastewater services	5	4	3	2	1	9
C. Emergency medical services	5	4	3	2	1	9
D. Enforcement of city codes and ordinances	5	4	3	2	1	9
E. Fire services	5	4	3	2	1	9
F. Library services	5	4	3	2	1	9
G. Transportation planning in the City	5	4	3	2	1	9
H. Maintenance of city streets and sidewalks	5	4	3	2	1	9
I. Management of stormwater runoff and flood prevention	5	4	3	2	1	9
J. Municipal court services	5	4	3	2	1	9
K. Police services	5	4	3	2	1	9
L. Electric service	5	4	3	2	1	9
M. Trash, recycling, and yard waste collection services	5	4	3	2	1	9
N. City communication with the public	5	4	3	2	1	9
O. Customer service provided by City employees	5	4	3	2	1	9
P. City Clerk services (public information requests, passports, birth and death records)	5	4	3	2	1	9
Q. Environmental Health services (Food Protection)	5	4	3	2	1	9
R. Animal Services (Animal Control, Adoption Center)	5	4	3	2	1	9

2. **Which FOUR of the services listed above do you think are most important for the City to provide?** [Write in the letters below using the letters from the list in Question 1 above].

1st. _____ 2nd. _____ 3rd. _____ 4th. _____

3. **Public Safety:** Using a scale of 1 to 5 where “5” means “very safe” and “1” means “very unsafe,” please indicate how safe you feel in the following situations:

<i>How safe do you feel:</i>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	In Downtown San Marcos	5	4	3	2	1	9
B.	In City parks	5	4	3	2	1	9
C.	In your neighborhood during the day	5	4	3	2	1	9
D.	In your neighborhood at night	5	4	3	2	1	9
E.	In commercial and retail areas	5	4	3	2	1	9
F.	Overall feeling of safety in San Marcos	5	4	3	2	1	9

4. **Perceptions of the City:** Items that may influence your perception of the City of San Marcos are listed below. Please rate each item on a scale of 1 to 5 where “5” means “very satisfied” and “1” means “very dissatisfied.”

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	How well the City is planning for growth	5	4	3	2	1	9
C.	Overall quality of life in the City	5	4	3	2	1	9
D.	Availability of job opportunities	5	4	3	2	1	9
E.	Overall value you receive for City taxes and fees	5	4	3	2	1	9
F.	Overall quality of new development	5	4	3	2	1	9
G.	Appearance of residential property in the City	5	4	3	2	1	9
H.	Appearance of commercial property in the City	5	4	3	2	1	9
I.	Overall appearance of the City	5	4	3	2	1	9

5. **Parks and Recreation:** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following:

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance and appearance of existing City parks	5	4	3	2	1	9
B.	Number of City parks	5	4	3	2	1	9
C.	Walking and biking trails in the City	5	4	3	2	1	9
D.	Activity Center	5	4	3	2	1	9
E.	City swimming pools	5	4	3	2	1	9
F.	Quality of youth recreation programs	5	4	3	2	1	9
G.	Quality of adult recreation programs	5	4	3	2	1	9
H.	Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	5	4	3	2	1	9
I.	Mowing and trimming of public areas and greenspace	5	4	3	2	1	9

6. Which THREE of the parks and recreation services listed above do you think are most important for the City to provide? [Write in the letters below using the letters from the list in Question 5 above].

1st. _____ 2nd. _____ 3rd. _____

7. **Code Enforcement:** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following items:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcement of the clean-up of junk and debris on private property	5	4	3	2	1	9
B.	Enforcement of mowing of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcement of sign regulations	5	4	3	2	1	9
D.	Enforcement of graffiti	5	4	3	2	1	9

8. Which TWO of the **code enforcement** services listed above do you think is most important for the City to provide? [Write in the letter below using the letters from the list in Question 7 above].

1st. _____ 2nd. _____

9. **Public Services:** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of major City streets (non-TxDOT roadways)	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Timing of traffic signals in the City	5	4	3	2	1	9
D.	Mowing and trimming along City streets	5	4	3	2	1	9
E.	Cleanliness of City streets and other public areas	5	4	3	2	1	9
F.	Cleanliness of creeks and open channels	5	4	3	2	1	9
G.	Condition of sidewalks in the City	5	4	3	2	1	9
H.	Availability of bike lanes	5	4	3	2	1	9
I.	The level of usefulness of City e-services such as internet payment	5	4	3	2	1	9
J.	Reliability of Electric service	5	4	3	2	1	9
K.	Adequacy of City street lighting	5	4	3	2	1	9

10. Which THREE of the **public services** listed above do you think are most important for the City to provide? [Write in the letters below using the letters from the list in Question 9 above].

1st. _____ 2nd. _____ 3rd. _____

11. From which of the following sources do you **currently** get information about the City of San Marcos?

(check all that apply)

- ____ (01) Television
- ____ (02) Newspaper
- ____ (03) Internet
- ____ (04) Cell Phones
- ____ (05) Neighborhood Groups
- ____ (06) Utility Bill Insert
- ____ (07) Other: _____

12. Which of the following electronic sources of information are you currently using? (check all)

- (01) Facebook
 (02) Twitter
 (03) My Space
 (04) YouTube
 (05) iPhone application
 (06) Blackberry applications
 (07) Android applications
 (08) Text messages
 (09) The Internet (general use)
 (10) Other: _____
 (11) None of the above

13. Transparency. Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The availability of information about government operations	5	4	3	2	1	9
B.	City efforts to keep residents informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in City decision-making	5	4	3	2	1	9
D.	Usefulness of the information that is available on the City's Web site	5	4	3	2	1	9
E.	How well the City listens and responds to the needs of citizens	5	4	3	2	1	9
F.	The level of public involvement in Economic Development	5	4	3	2	1	9

14. Have you contacted the City of San Marcos during the past year?

- (1) Yes [answer Question 14a-b]
 (2) No [go to Question 15]

14a. [Only if “YES” to Question 14] How would you describe the service you received?

- (1) Excellent
 (2) Good
 (3) Fair
 (4) Poor
 (9) Don't know

14b. [Only if “YES” to Question 14] Using a 5-point scale where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with the City employees in the Department you selected in Q14a with regard to the following:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	How easy they were to contact	5	4	3	2	1	9
2.	The way you were treated	5	4	3	2	1	9
3.	The accuracy of the information and the assistance you were given	5	4	3	2	1	9
4.	How quickly City staff responded to your request	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9

15. **Solid Waste/Utility Services:** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash (garbage) collection services	5	4	3	2	1	9
B.	Bulky item pick up/removal services (old furniture, appliances, limbs, yard waste, etc.)	5	4	3	2	1	9
C.	Recycling services	5	4	3	2	1	9
D.	Drinking water services	5	4	3	2	1	9
E.	Wastewater (sewer) services	5	4	3	2	1	9
F.	Electric service	5	4	3	2	1	9
G.	Utility Billing	5	4	3	2	1	9

16. **Land Development:** Using a five-point scale where “5” means much too slow and “1” means much too fast, please rate the City’s current pace of development in each of the following areas.

Type of Development		Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
A.	Office development	5	4	3	2	1	9
B.	Industrial development	5	4	3	2	1	9
C.	Multi-family residential development	5	4	3	2	1	9
D.	Single-family residential development	5	4	3	2	1	9
E.	Retail development	5	4	3	2	1	9

17. **Expectations for Services.** Using a scale from 1 to 5, where “5” means the level of service provided by the City “should be much higher” than it is now and “1” means it “should be much lower”, please indicate how the level of service provided by the City should change in each of the areas listed below.

How should the level of service provided by the City in the following areas change:		Should Be Much Higher	Should Be A Little Higher	Should Stay the Same	Should Be A Little Lower	Should Be Much Lower	Don't Know
A.	Library Services	5	4	3	2	1	9
B.	Law enforcement	5	4	3	2	1	9
C.	Fire response	5	4	3	2	1	9
D.	Emergency medical services	5	4	3	2	1	9
E.	Parks and open space	5	4	3	2	1	9
F.	Recreation activities	5	4	3	2	1	9
G.	Maintenance of Infrastructure (streets, sidewalks)	5	4	3	2	1	9

18. **What do you think the THREE biggest issues San Marcos will face within the next FIVE years?**

(check up to three)

- ____ (01) Traffic
- ____ (02) Planning for rapid growth
- ____ (03) Public Schools
- ____ (04) Road repair/maintenance/expansion
- ____ (05) Taxes/property taxes/finances
- ____ (06) Public transportation
- ____ (07) Crime
- ____ (08) Environmental Issues
- ____ (09) Utility Rates
- ____ (10) Neighborhood Preservation
- ____ (11) Other _____
- ____ (12) Don't know

19. **Strategic Initiatives:** Using a scale from 1 to 5, where “5” means it is “Strongly Agree” and “1” means “Strongly Disagree”, please rate your level of agreement with the following statements.

Rate Your Agreement with the Following Statements		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A.	I have confidence in the City's finances	5	4	3	2	1	9
B.	The City is ensuring that there is adequate long-term affordable water	5	4	3	2	1	9
C.	The City is committed to creating a business friendly development process	5	4	3	2	1	9
D.	The City is doing a good job planning for current and future transportation and infrastructure needs	5	4	3	2	1	9
E.	The City does a good job of protecting and maintaining the river, while providing for recreation on the river	5	4	3	2	1	9
F.	The City is committed to the health and wellness of its citizens	5	4	3	2	1	9
G.	The City is committed to economic development, a diversified job base, and more housing options to help grow the middle class	5	4	3	2	1	9

20. **City Investments:** Using a scale from 1 to 5, where “5” means it is “Strongly Agree” and “1” means “Strongly Disagree”, please rate your level of agreement with the following statements.

Rate Your Agreement with the Following Statements		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A.	The City should invest tax dollars in economic development incentives for single-family residential	5	4	3	2	1	9
B.	The City should invest tax dollars in economic development incentives for multi-family residential	5	4	3	2	1	9
C.	The City should invest tax dollars in social services funding (to help non-profit organizations)	5	4	3	2	1	9
D.	The City should invest tax dollars in Downtown revitalization	5	4	3	2	1	9
E.	The City should invest tax dollars to help create jobs	5	4	3	2	1	9
F.	The City should invest tax dollars in acquisition and development of additional parks and greenspace	5	4	3	2	1	9
G.	The City should invest City tax dollars in the public school education system (pre-K through 12 th grade)	5	4	3	2	1	9
H.	The City should regulate stricter smoking standards in public spaces	5	4	3	2	1	9

21. **Do you work in the City of San Marcos?**

- ____ (1) Yes
 ____ (2) No

