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*2011 CITY OF SAN MARCOS  
COMMUNITY SURVEY  
-Final Report-*

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Submitted to:

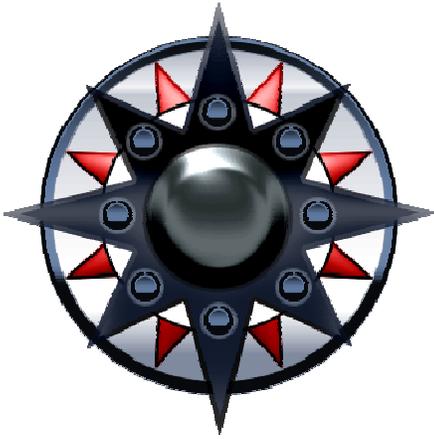
*San Marcos, Texas*

By

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March 2011



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# 2011 DirectionFinder® Survey

## Executive Summary Report

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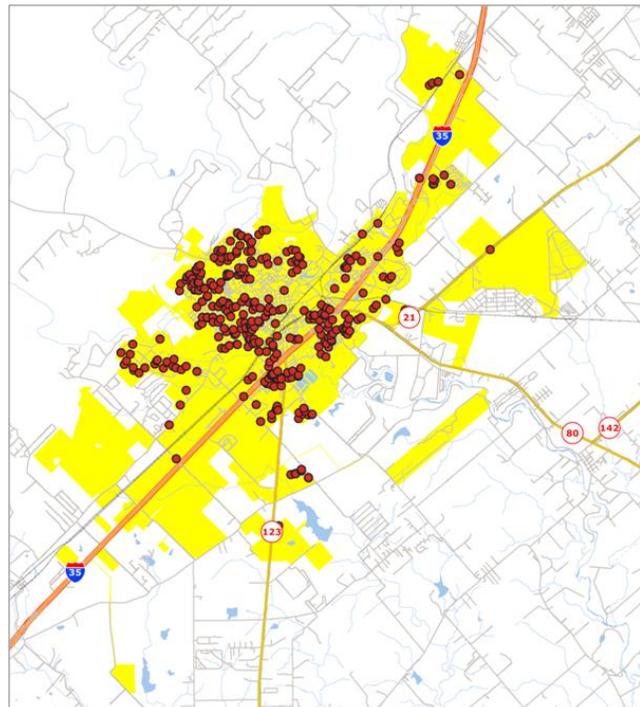
### Overview and Methodology

During February and March 2011, 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.

The seven-page survey was administered by mail and phone to a random sample of 403 residents. The results for the random sample of 403 households have a 95% level of confidence with a precision of at least +/- 4.9%. 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
- importance-satisfaction analysis that identifies opportunities for improvement
- benchmarking data that shows how the survey results compare to the U.S. national average and to the southwestern region of the U.S.
- tabular data for all questions on the survey
- a copy of the survey instrument

GIS maps that show the results of selected questions on the survey are provided in a separate appendix.

## Major Findings

- **Residents were generally satisfied with the overall quality of life in San Marcos.** Based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, seventy-seven percent (77%) of residents were satisfied with the overall quality of life in the City, 18% were neutral and only 5% were “dissatisfied.”
- **Overall Satisfaction with City Services.** Ninety percent (90%) of residents, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of library services provided by the City. The City services with the highest levels of satisfaction were: fire services (88%), City parks and recreation programs (81%), emergency medical services (79%), and electric services (76%). Residents were least satisfied with the maintenance of city streets and sidewalks (40%).
- **Overall Priorities.** The top three services that residents felt were most important for the City to provide were: 1) police services, 2) fire services and 3) water and wastewater services.
- **Most Residents Felt Safe in San Marcos.** Ninety-one percent (91%) of residents, who had an opinion, felt “very safe” or “safe” in the City of San Marcos. The areas where residents felt most safe were: in their neighborhood during the day (91%), in Downtown San Marcos (87%) and in commercial and retail areas (81%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services in San Marcos, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were with the maintenance and appearance of City parks (79%), the Activity Center (76%), number of City parks (68%) and the quality of outdoor athletic facilities (68%).



- **Parks and Recreation services that residents thought were most important for the City to provide.** The top two parks and recreation services that residents thought were most important for the City to provide were: 1) the maintenance and appearance of City parks, and 2) walking and biking trails in the City.
- **Public Works.** The highest levels of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the reliability of electric service (79%), the adequacy of street lighting (64%), the maintenance of neighborhood streets (63%) and the cleanliness of streets and public areas (62%).
- **Public Works services that residents thought were most important for the City to provide.** The top two public works services that residents thought were most important were: 1) the maintenance of major City streets and 2) the timing of traffic signals.
- **Code Enforcement.** The code enforcement service that residents were most satisfied with, based upon a combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, was the enforcement of graffiti. The code enforcement service that residents felt was most important for the City to provide was the enforcement of the clean-up of junk and debris on private property.
- **City Communication.** The communication services that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the usefulness of information on the City’s website (52%), City efforts to keep residents informed about local issues (45%), and the availability of information about government operations (42%) and. The sources that residents used most often to get information about the City of San Marcos were: 1) the internet (66%), Facebook (37%), text messages (34%), and YouTube (21%).
- **Customer Service.** Sixty-nine percent (69%) of residents, who had contacted the City during the past year, described the service they received as “excellent” or “good.” The customer service items that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the way they were treated (78%), and with how easy the City was to contact (76%).
- **Solid Waste/Utility Services.** The highest levels of satisfaction with solid waste/utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: residential trash (garbage) collection (84%), electric services (80%), and recycling services (80%). Residents were least satisfied with bulky item pickup and removal (61%).



- **Strategic Goals.** Residents were asked to rate their agreement with various statements related to the City's strategic goals. The statements that residents agreed with most, based upon a combination of "strongly agree" and "agree" responses among residents who had an opinion, were: the City is committed to the health and wellness of citizens (63%), the City does a good job protecting and maintaining the river, while providing recreation (63%) and the City creates business friendly development process (53%). The statement that residents agreed with least the City is doing a good job planning future transportation and infrastructure needs (32%).

## Opportunities for Improvement

In order to help the City identify opportunities for improvement, ETC Institute conducted 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. If the City wants to improve its overall satisfaction rating, the City should prioritize improvements in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Based on the results of the Importance-Satisfaction (I-S) Priorities Analysis, ETC Institute recommends the following:

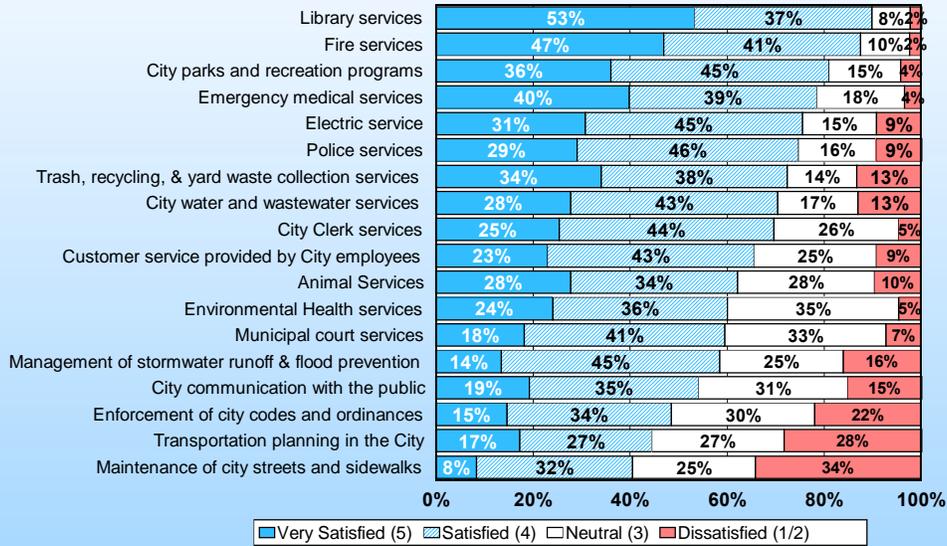
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services 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 Streets and Sidewalks
  - Police 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:** walking and biking trails and youth programs
  - **Maintenance:** maintenance of major streets and the timing of traffic signals in the City
  - **Code Enforcement:** clean-up of junk and debris on private property and the enforcement of mowing/trimming on private property

**Section 1:**  
**Charts and Graphs**

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## Q1. Overall Satisfaction With City Services by Major Category

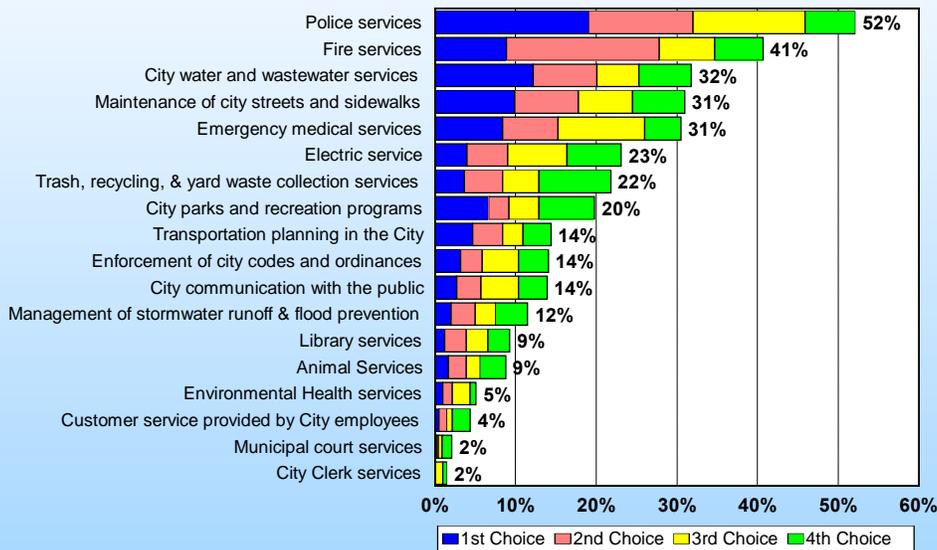
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

## Q2. City Services That Are Most Important to Residents by Major Category

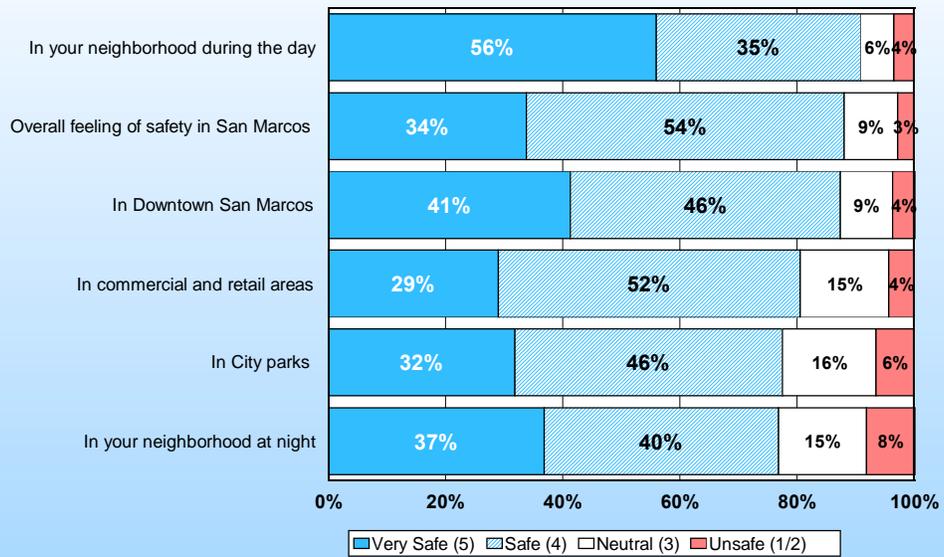
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2011 San Marcos Community Survey)

### Q3. How Safe Do You Feel?

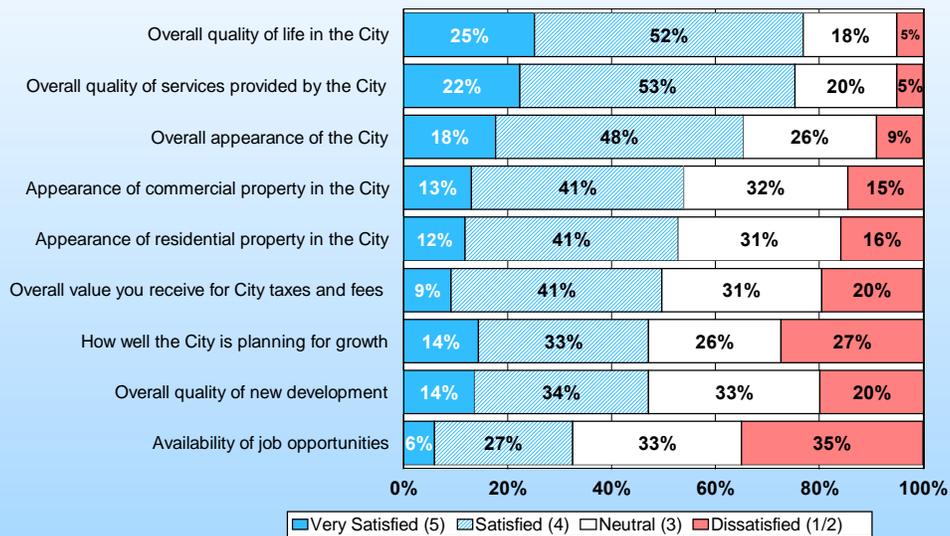
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

### Q4. Satisfaction With Items That Influence the Perception Residents Have of the City

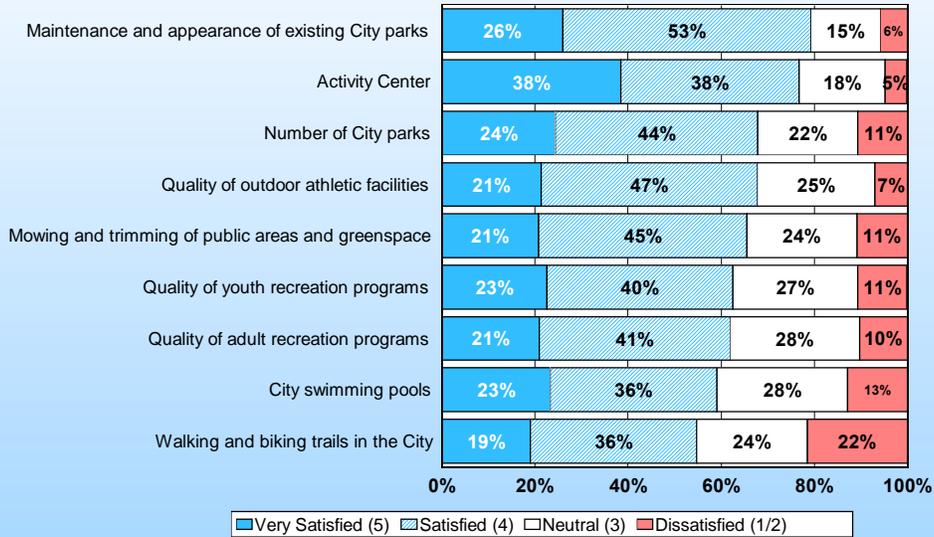
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

### Q5. Satisfaction with Various Aspects of Parks and Recreation

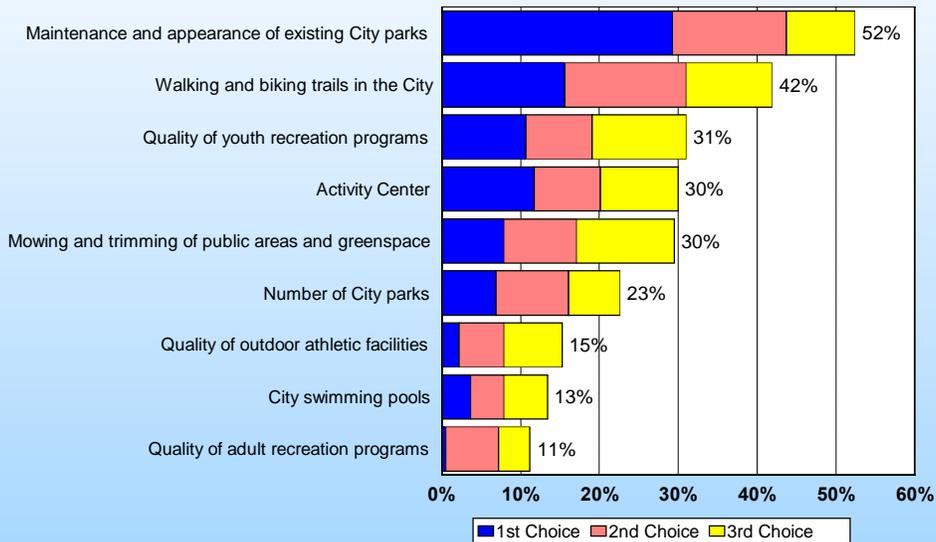
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

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

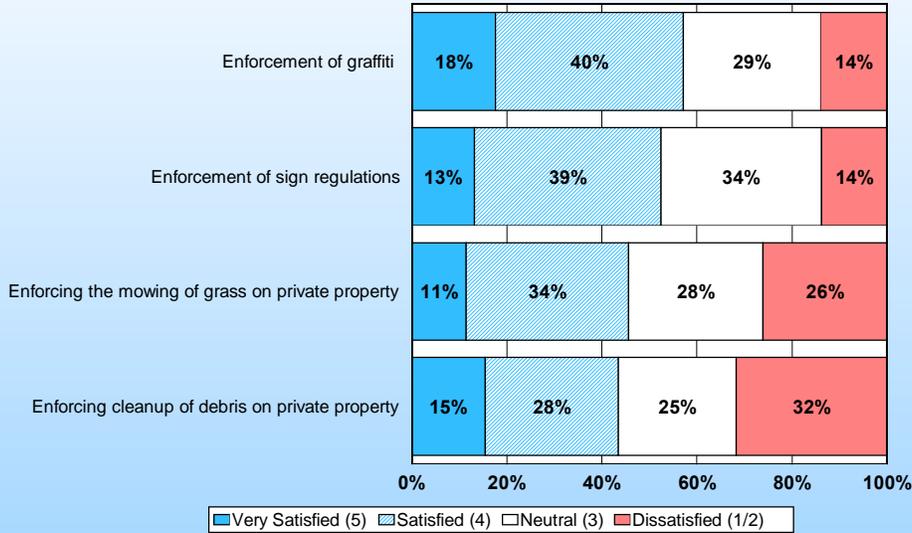
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2011 San Marcos Community Survey)

### Q7. Satisfaction with Various Aspects of Code Enforcement

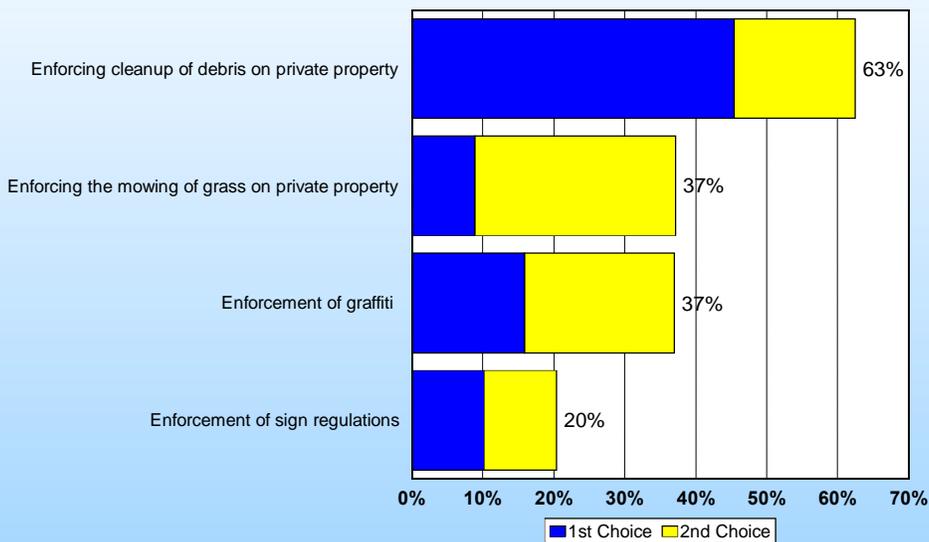
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

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

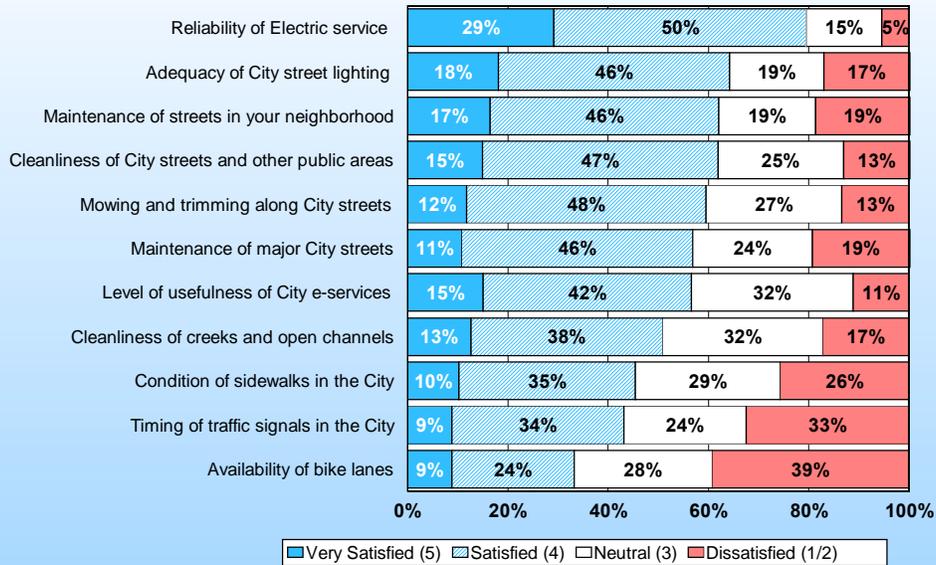
by percentage of respondents who selected the item as their top two choices



Source: ETC Institute (2011 San Marcos Community Survey)

### Q9. Satisfaction with Various Aspects of Public Works

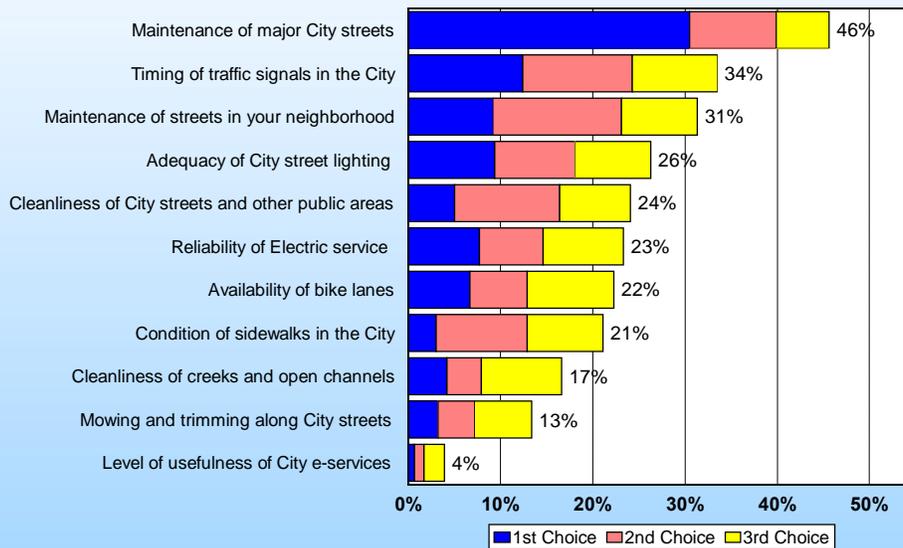
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

### Q10. Public Works Services That Residents Thought Were Most Important for the City to Provide

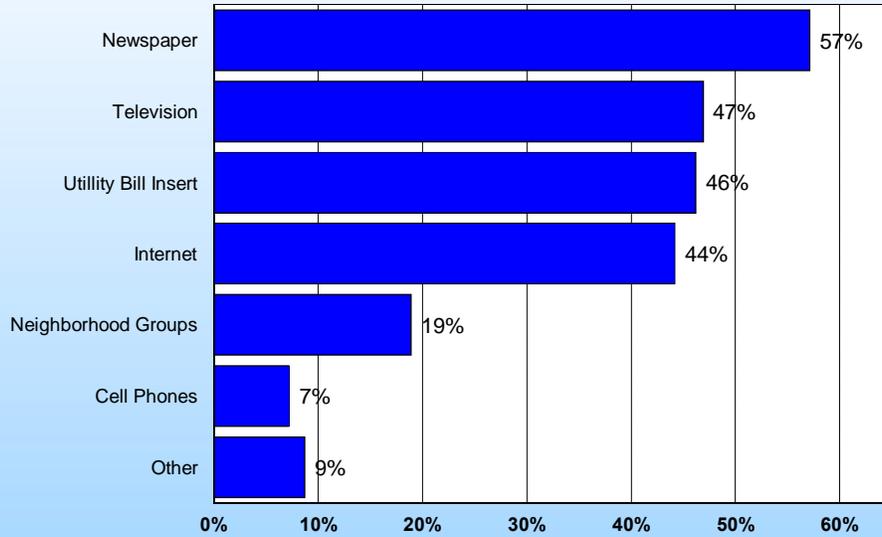
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2011 San Marcos Community Survey)

### Q11. Sources Where Residents Currently Get Information About the City

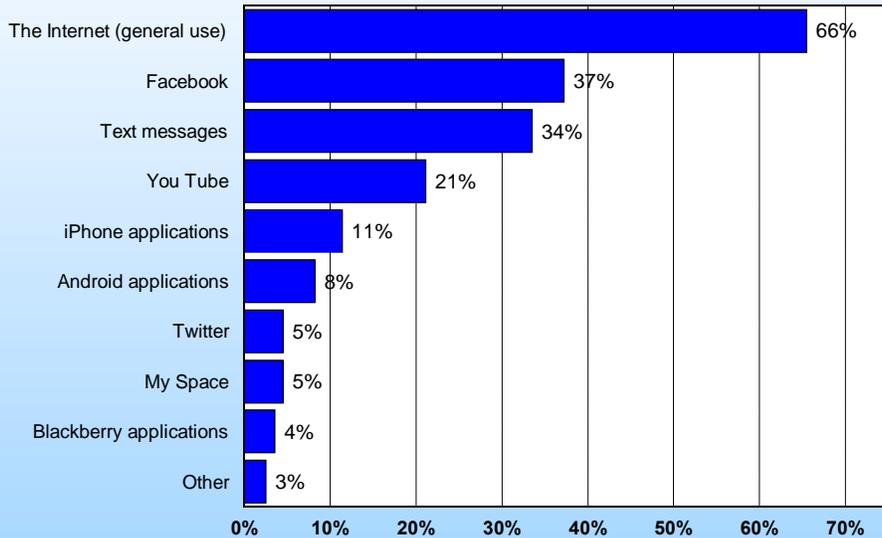
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2011 San Marcos Community Survey)

### Q12. Electronic Sources That Residents Are Currently Using to Get Information

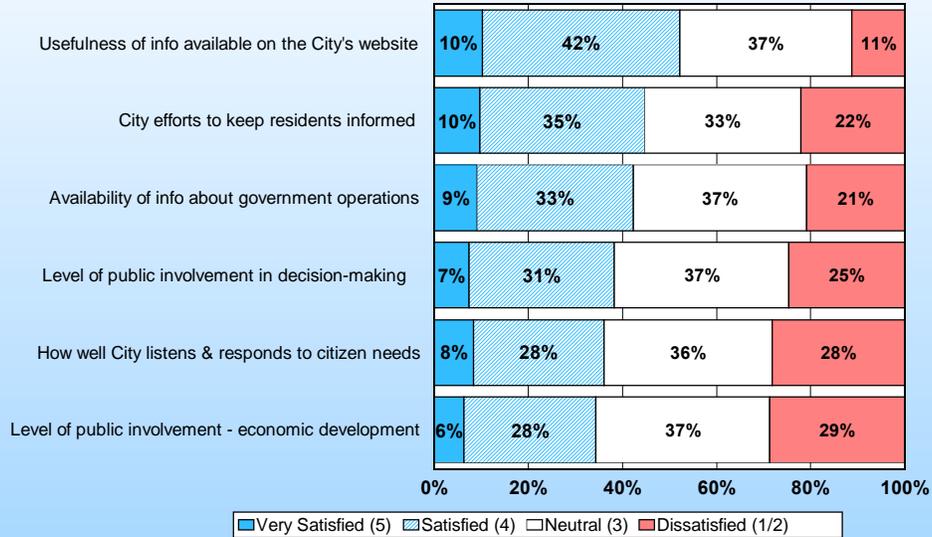
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2010 Round Rock Community Survey)

### Q13. Satisfaction with Various Aspects of Communication

by percentage of respondents (excluding don't knows)

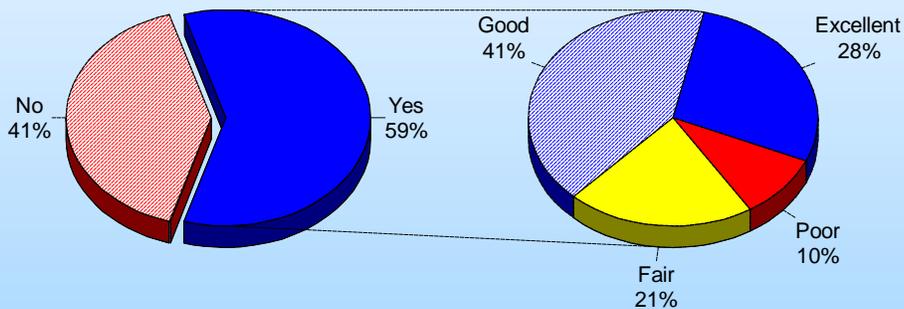


Source: ETC Institute (2011 San Marcos Community Survey)

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

by percentage of respondents

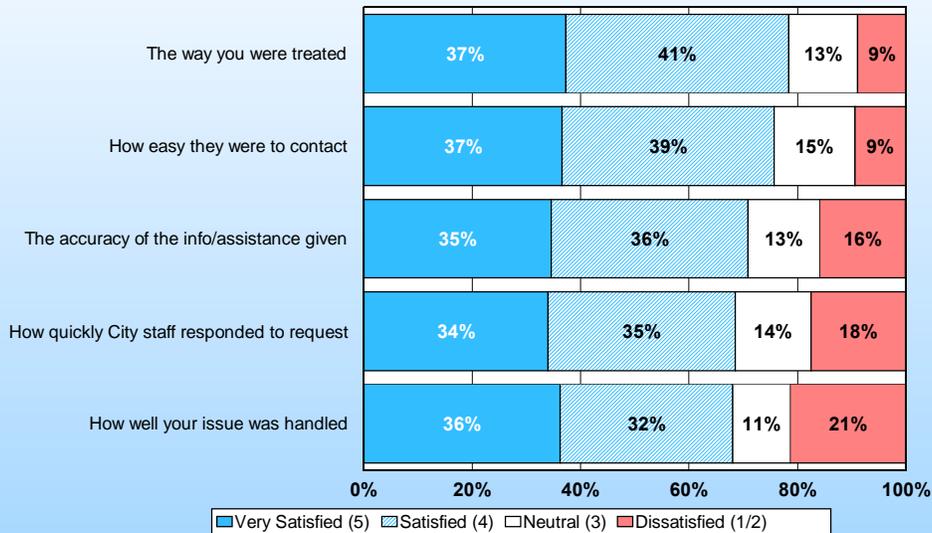
Q14a. If yes, how would you describe the service you received?



Source: ETC Institute (2011 San Marcos Community Survey)

### Q14b. Satisfaction with the Customer Service Received from City Employees

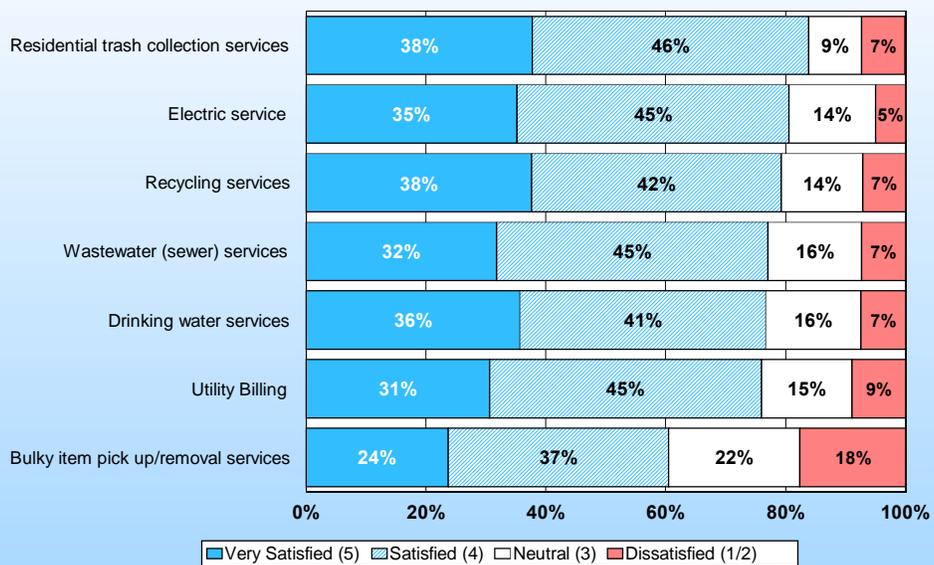
by percentage of respondents who contacted the City (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

### Q15. Satisfaction with Solid Waste/Utility Services

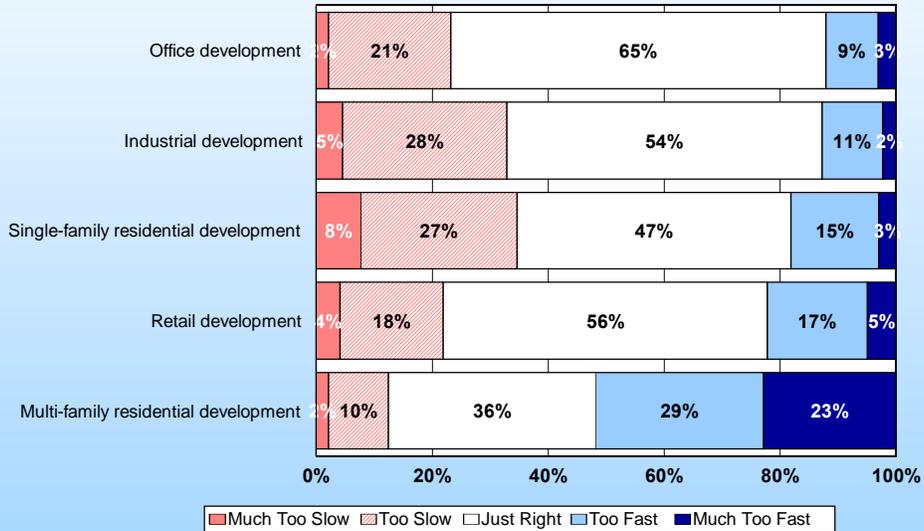
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

### Q16. Ratings of the City's Current Pace of Land Development by Type

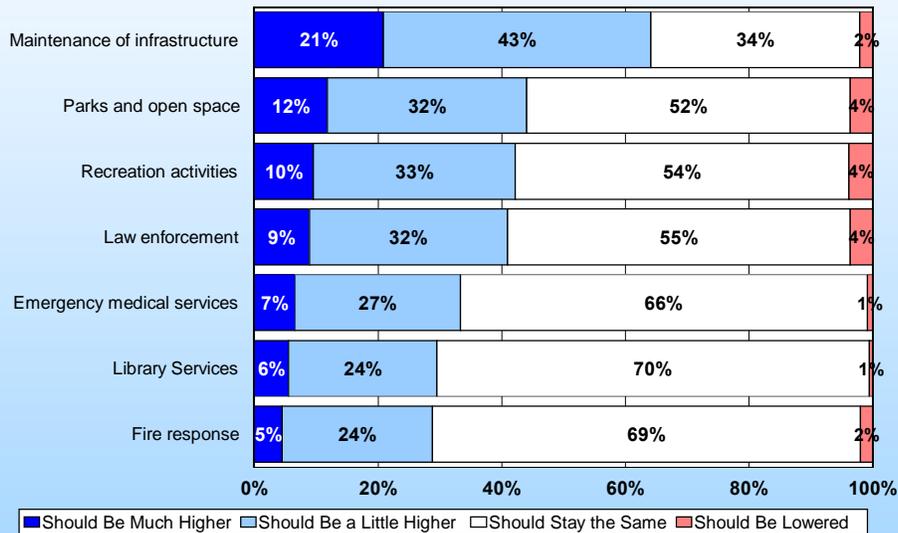
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

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

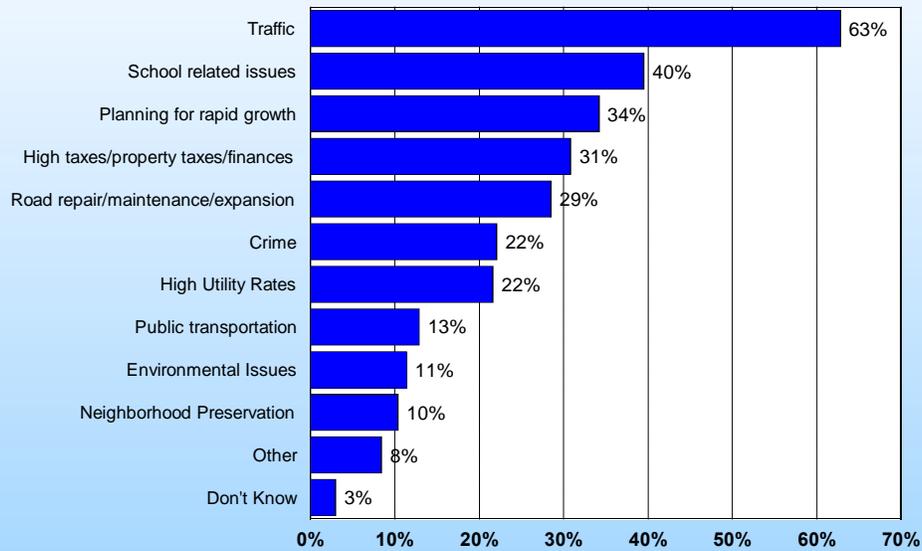
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

### Q18. Three Biggest Issues Facing San Marcos Over the Next Five Years

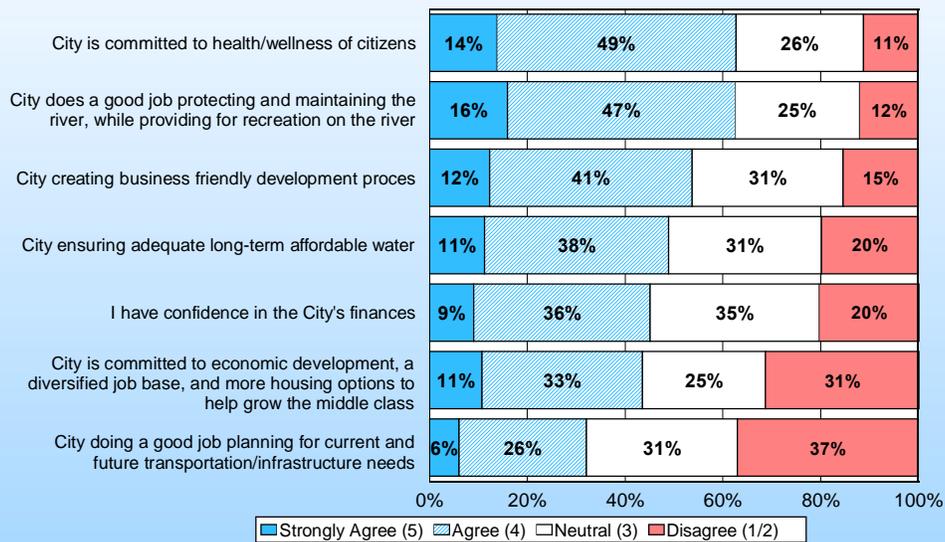
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2011 San Marcos Community Survey)

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

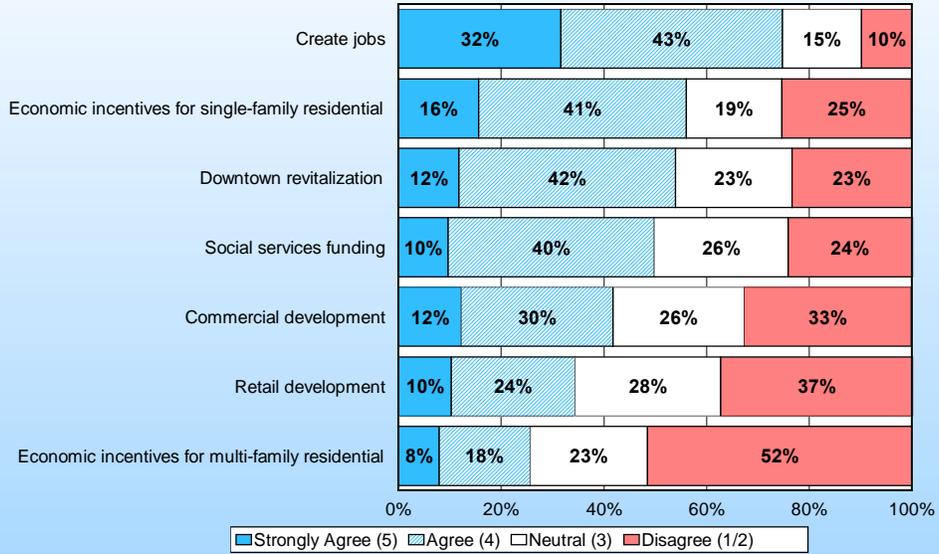
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

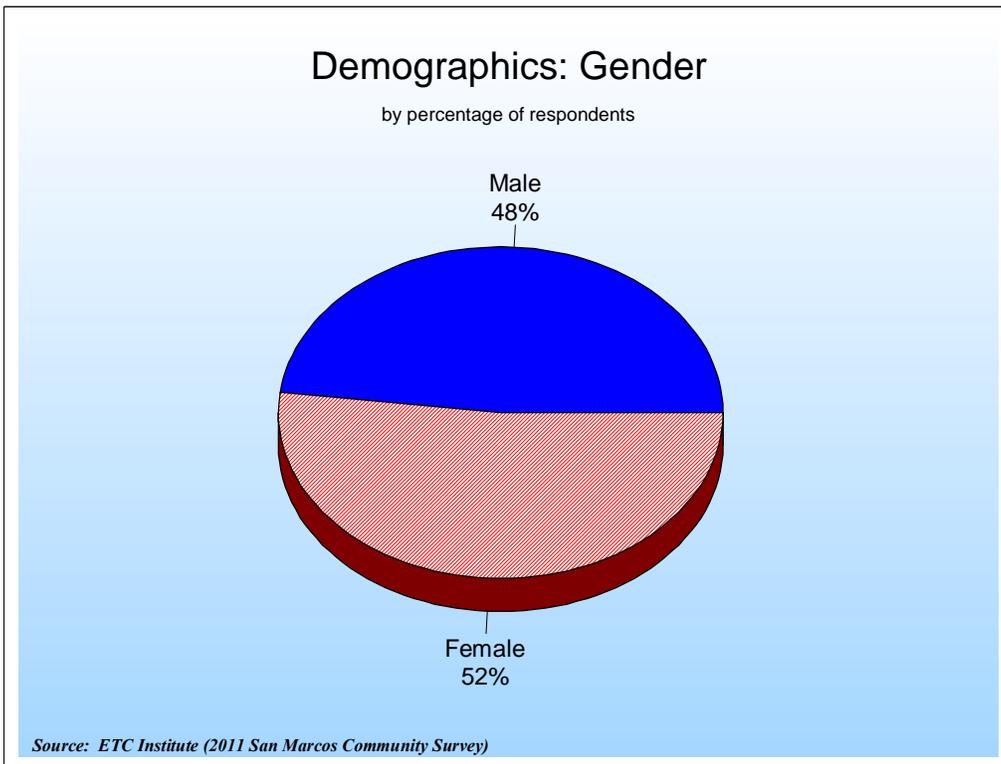
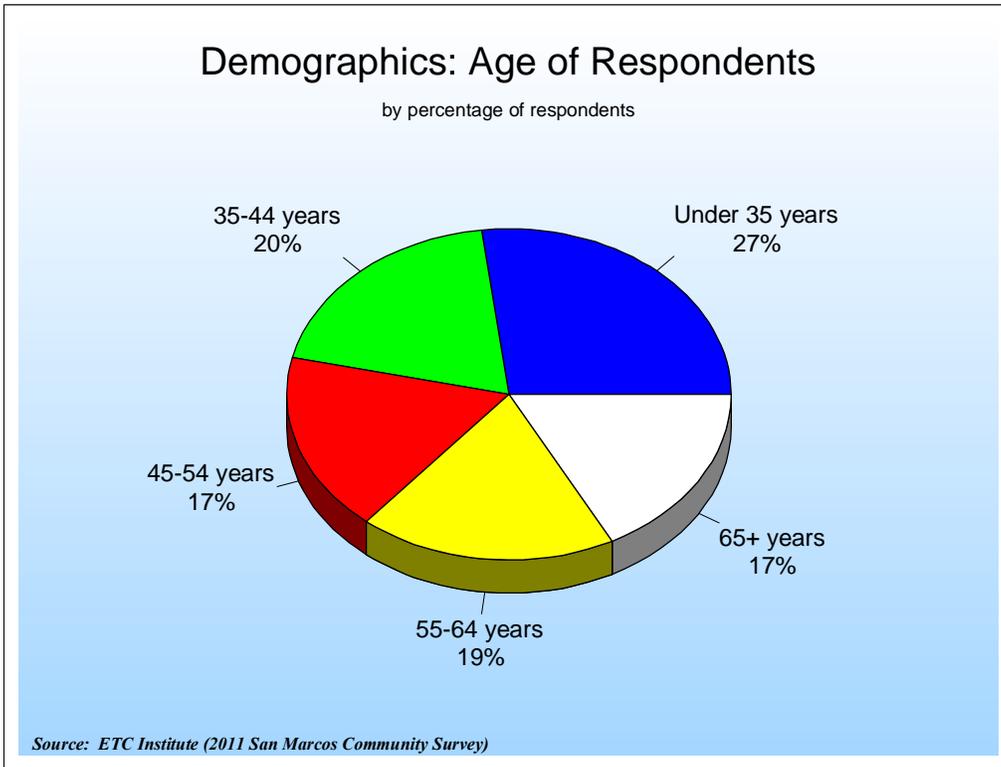
### Q20. Level of Agreement With Various City Investments

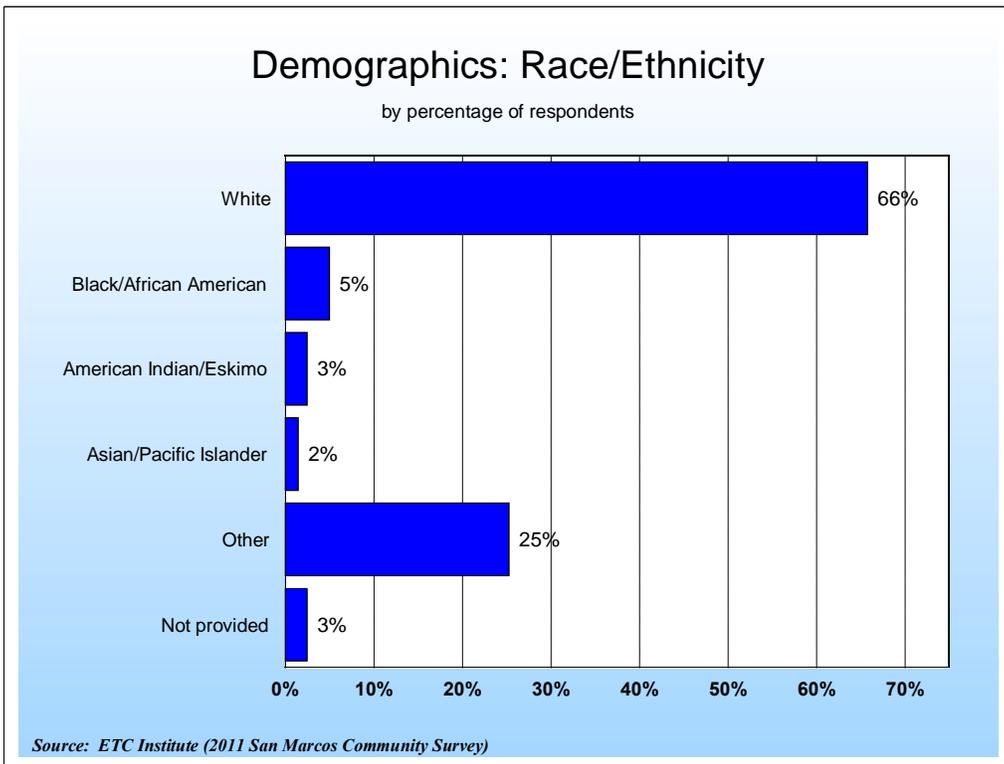
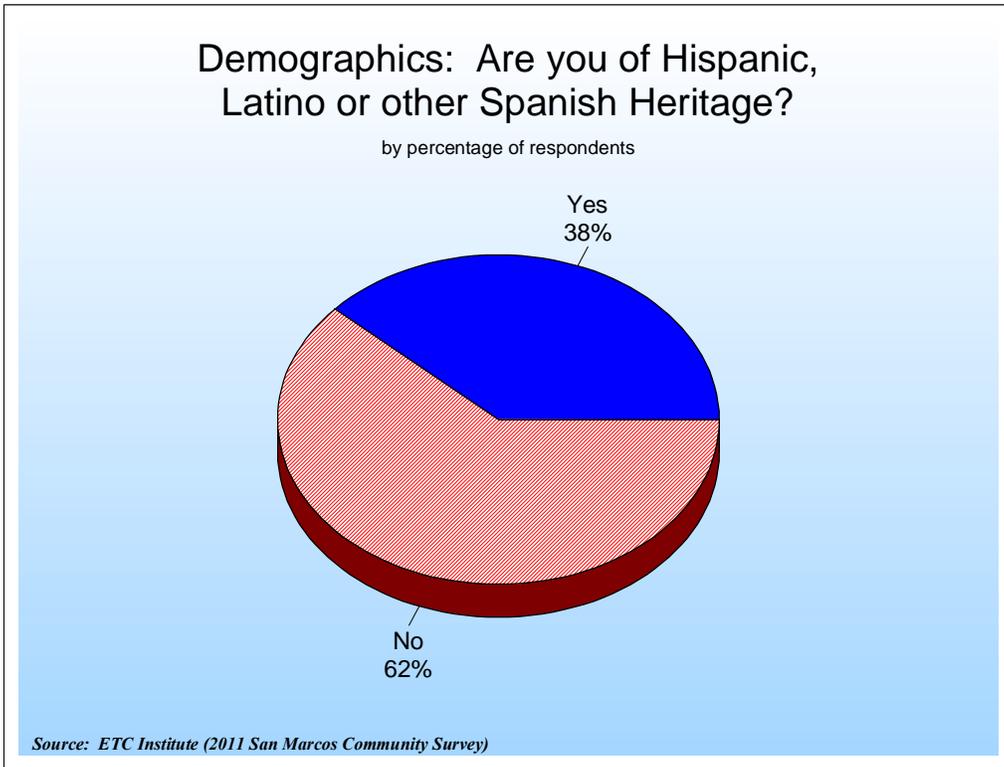
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011 San Marcos Community Survey)

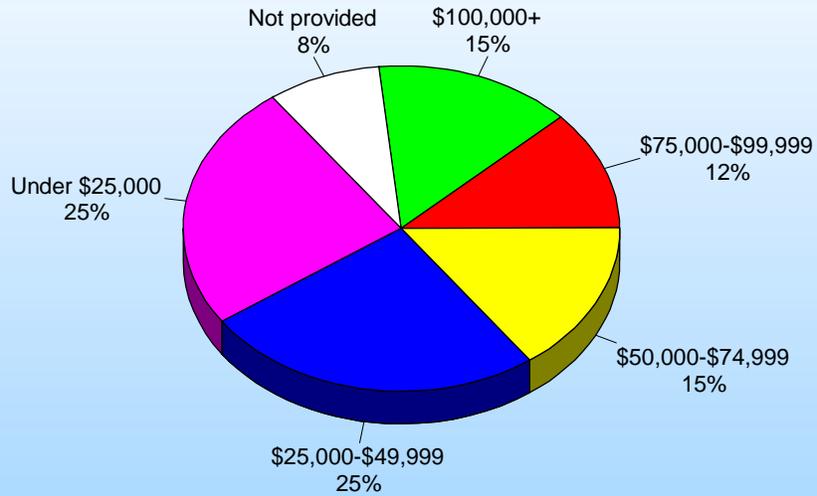
## Demographics





### Demographics: Total Annual Household Income

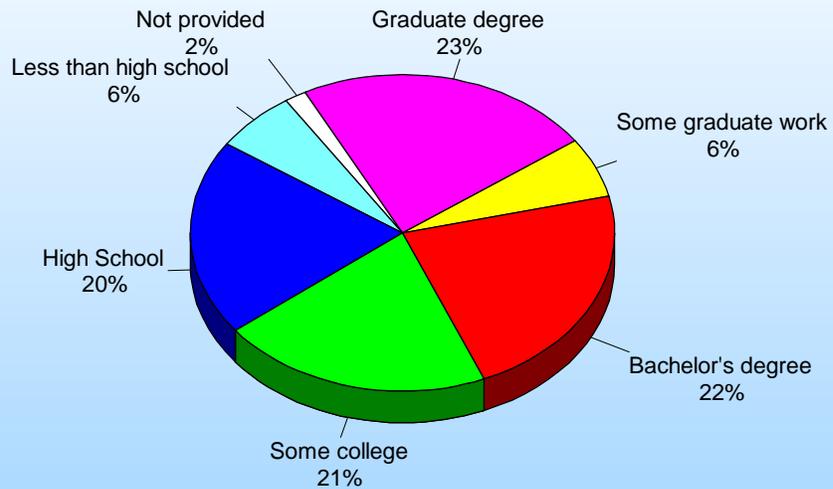
by percentage of respondents



Source: ETC Institute (2011 San Marcos Community Survey)

### Demographics: Highest Level of Education Completed

by percentage of respondents



Source: ETC Institute (2011 San Marcos Community Survey)

## **Section 2:**

# **Benchmarking Data**

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# DirectionFinder® Survey

## 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 200 cities and counties in 38 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during March 2010 to a random sample of more than 4,300 residents in the continental United States. The second source is a regional survey administered to a random sample of 480 residents in the southwestern region of the United States during March 2010. The southwestern region of the United States includes the states of Texas, Arizona and New Mexico.

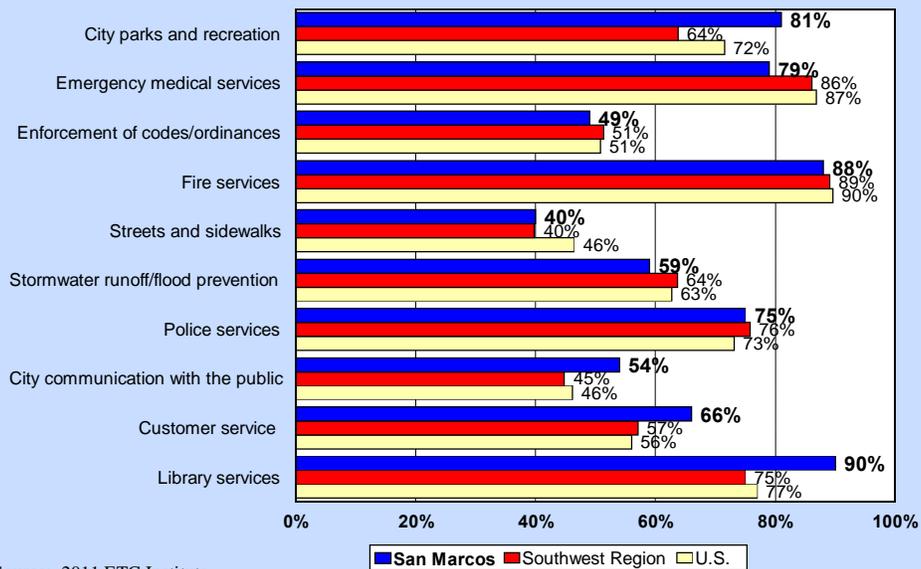
The "U.S. Average" shown in the charts reflects the overall results of ETC Institute's national survey of more than 4,300 residents; the "Southwest Region" shown in the charts reflects the results of the regional survey of 480 residents in Texas, Arizona and New Mexico.

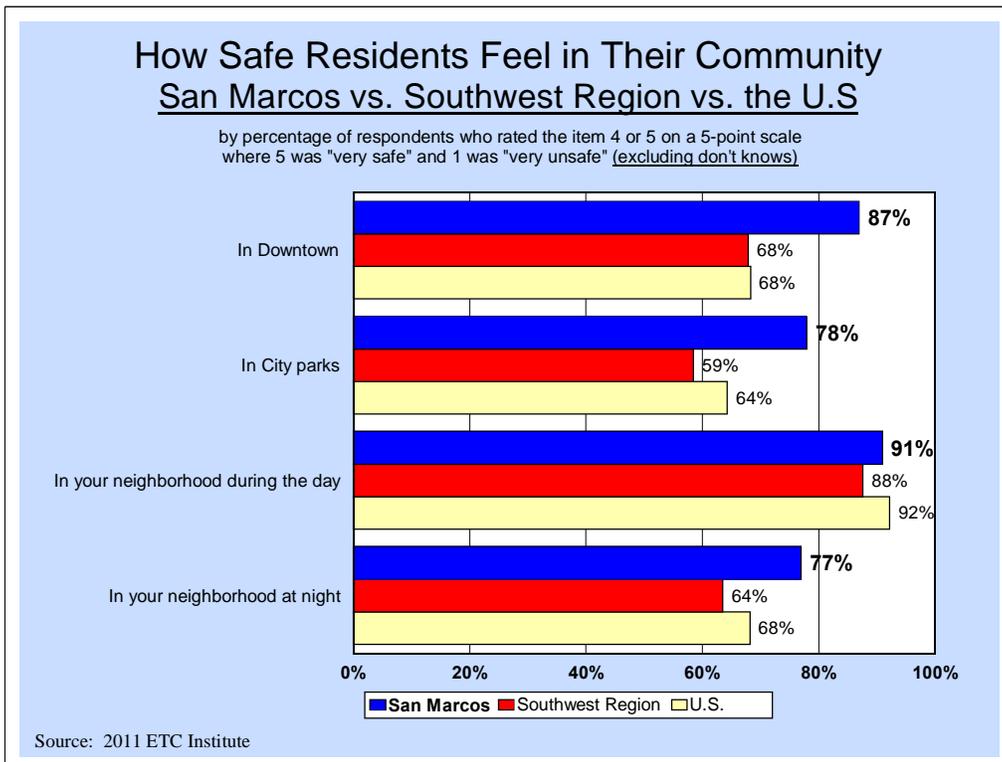
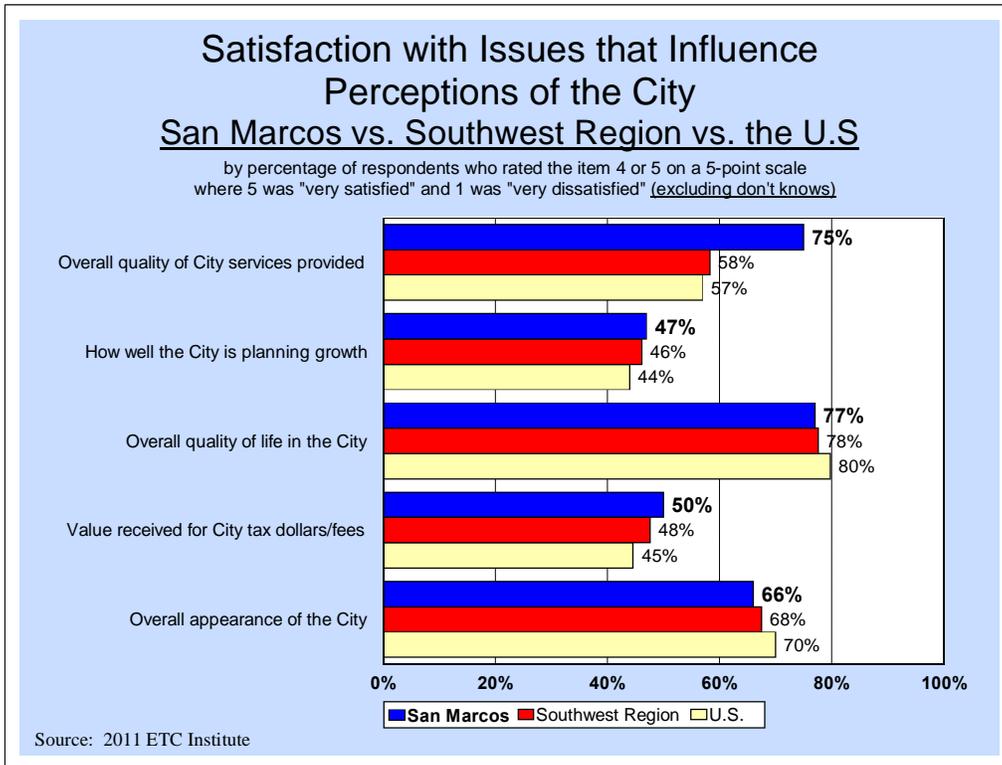
# National Benchmarks

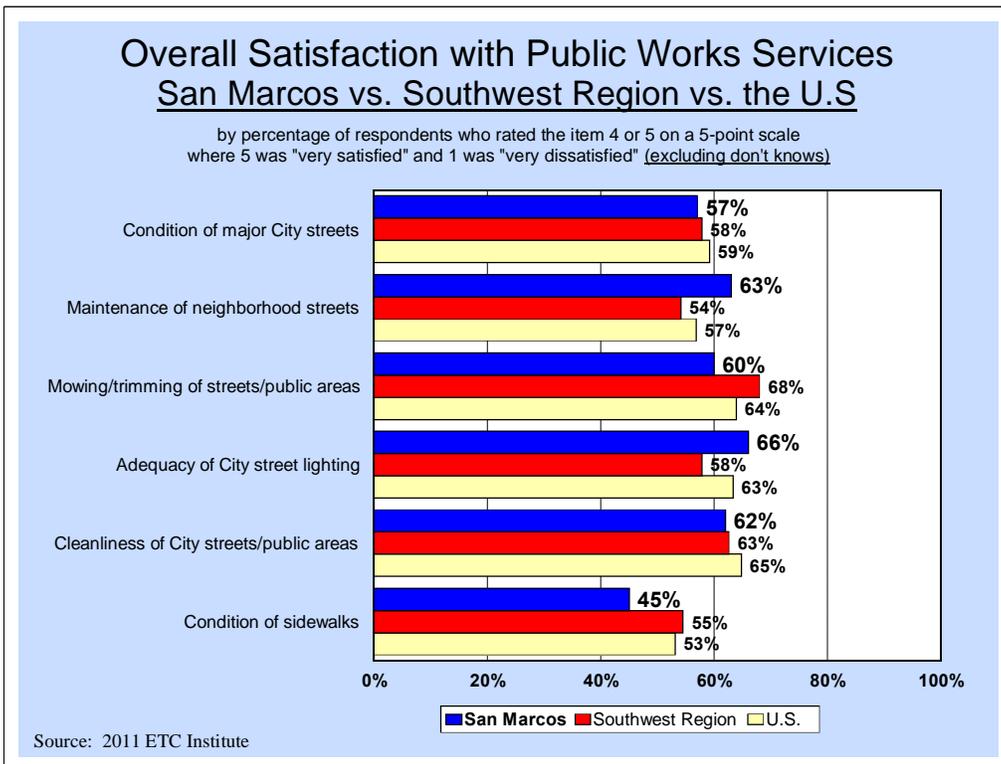
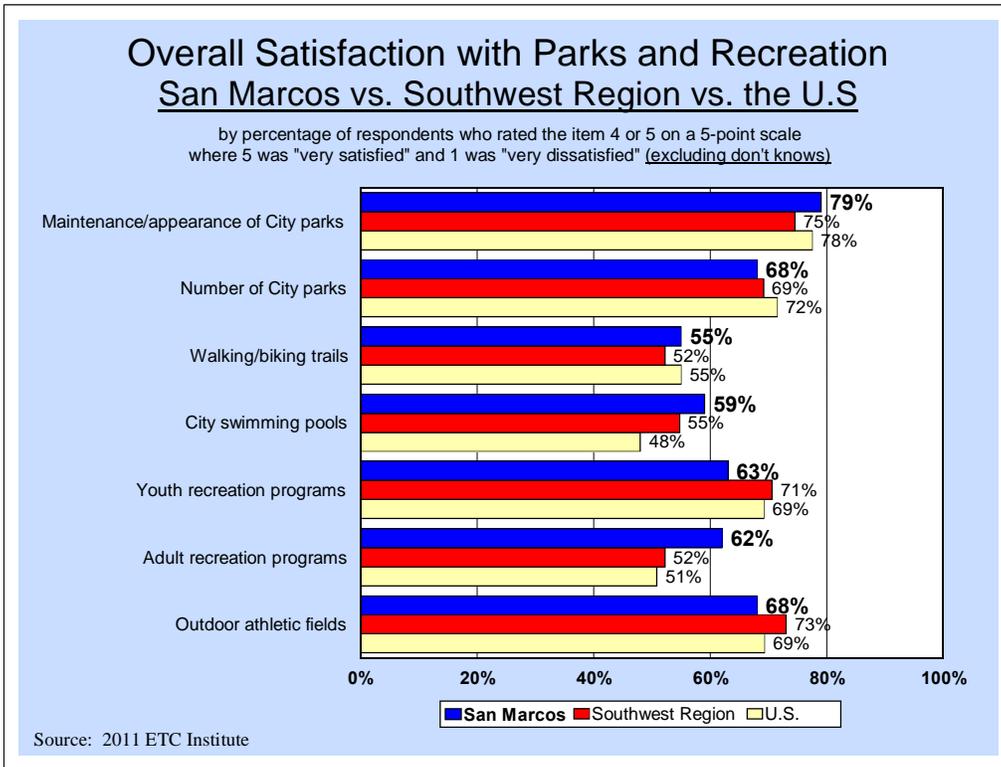
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of San Marcos, TX is not authorized without written consent from ETC Institute.**

## 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)

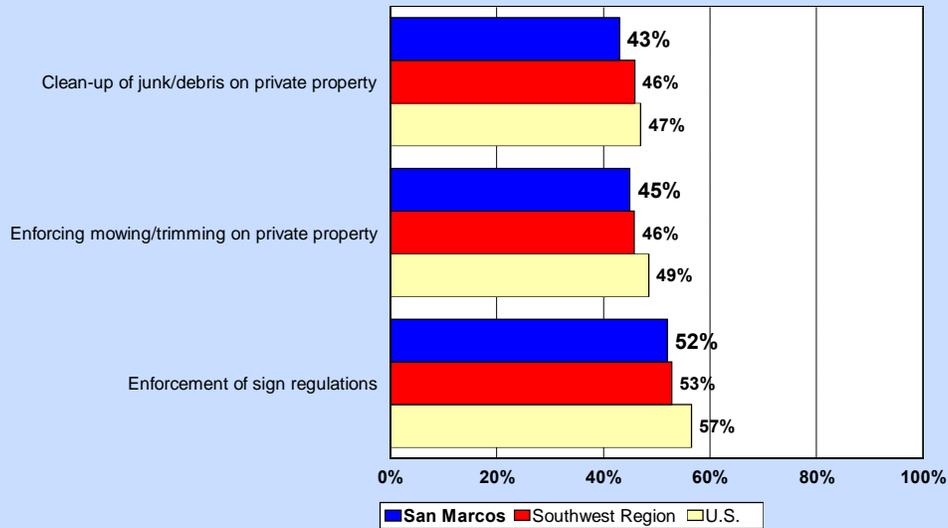






### Overall Satisfaction with Code Enforcement San Marcos vs. Southwest Region vs. the U.S

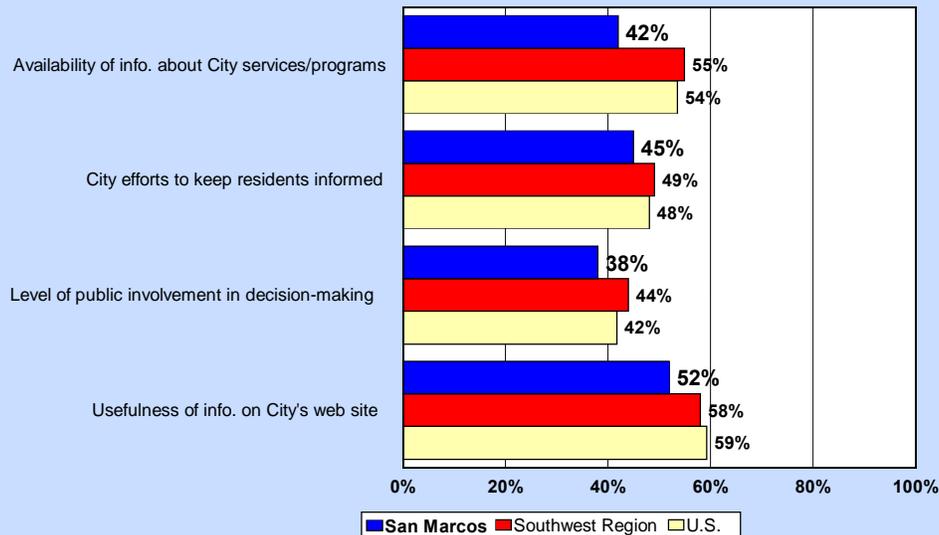
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



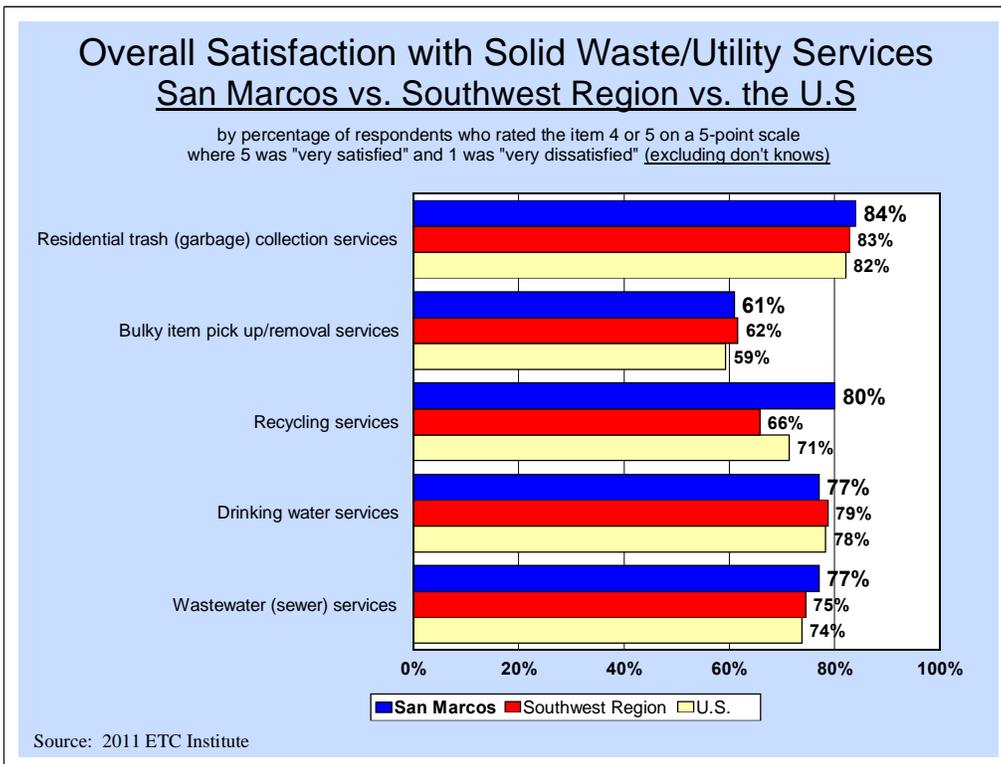
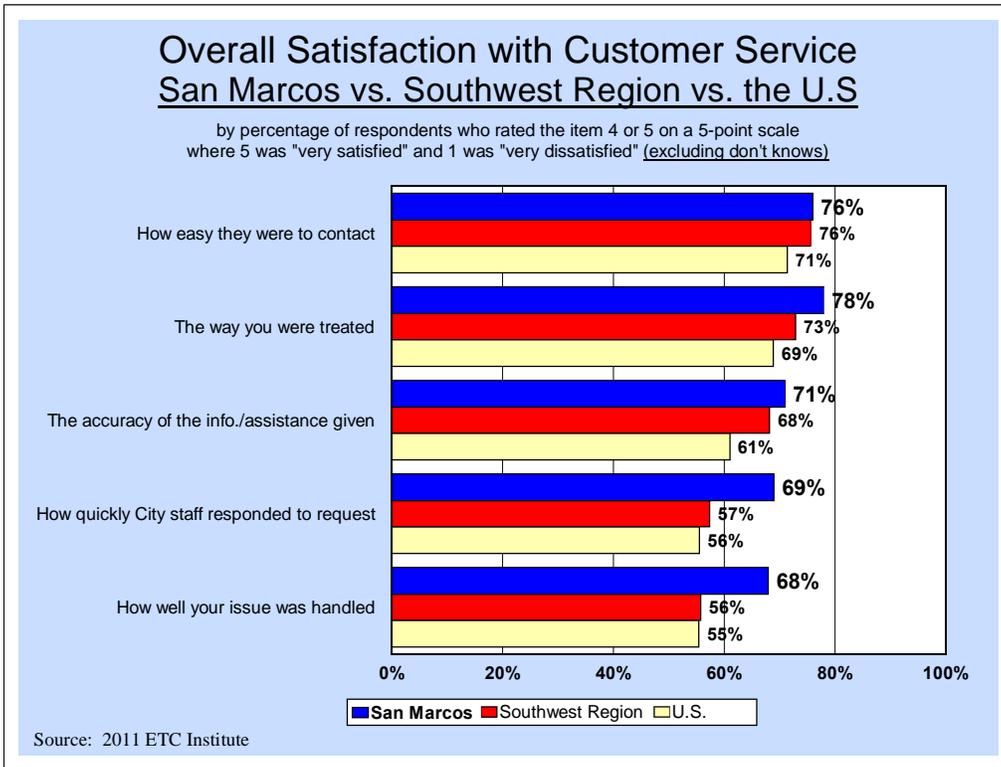
Source: 2011 ETC Institute

### Overall Satisfaction with Communication 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)

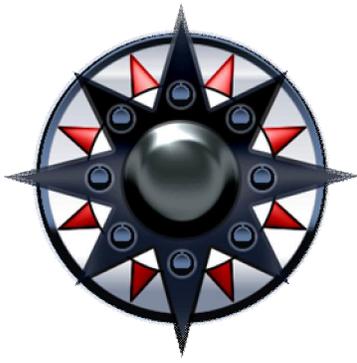


Source: 2011 ETC Institute



**Section 3:**  
**Importance-Satisfaction**  
**Analysis**

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## Importance-Satisfaction Analysis

### San Marcos, Texas

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### Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their residents. 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 residents are the least satisfied.

The Importance-Satisfaction (IS) 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 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 first, second, third, and fourth most important services for the City to emphasize over the next two years. 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. [IS=Importance x (1-Satisfaction)].

**Example of the Calculation.** Respondents were asked to identify the major City services they thought were the most important for the City to provide. Nearly one-third (31%) selected maintenance of streets and sidewalks as one of the most important Major City services to provide.

With regard to satisfaction, 41% of the residents surveyed rated their overall satisfaction with the maintenance of streets and sidewalks as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for the maintenance of streets and sidewalks was calculated by multiplying the important percentage by 1 minus the sum of the satisfaction percentages. In this example, 31% was multiplied by 59% (1-0.41). This calculation yielded an I-S rating of 0.1845, which ranked first out of 18 Major City Services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years 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 four most important areas for the City to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. 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 2011 City of San Marcos Community Survey OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
<b>NONE</b>						
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of city streets and sidewalks	31%	4	41%	18	0.1845	1
Police services	52%	1	75%	6	0.1318	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
City water and wastewater services	32%	3	70%	8	0.0941	3
Transportation planning in the City	14%	9	45%	17	0.0799	4
Enforcement of city codes and ordinances	14%	10	49%	16	0.0726	5
Emergency medical services	31%	5	79%	4	0.0656	6
City communication with the public	14%	11	54%	15	0.0638	7
Trash, recycling, and yard waste collection services	22%	7	72%	7	0.0602	8
Electric service	23%	6	76%	5	0.0566	9
Fire services	41%	2	88%	2	0.0509	10
Management of stormwater runoff and flood prevention	11%	12	59%	14	0.0473	11
City parks and recreation programs	20%	8	81%	3	0.0378	12
Animal Services	9%	14	62%	11	0.0336	13
Environmental Health services	5%	15	60%	12	0.0207	14
Customer service provided by City employees	5%	16	66%	10	0.0155	15
Library services	9%	13	90%	1	0.0096	16
Municipal court services	2%	17	60%	13	0.0089	17
City Clerk services	2%	18	70%	9	0.0046	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 & 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

## 2011 City of San Marcos Community Survey

### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt; .20)</b>						
<b>NONE</b>						
<b>High Priority (IS .10-.20)</b>						
Walking and biking trails in the City	42%	2	55%	9	0.1898	1
Quality of youth recreation programs	31%	3	63%	6	0.1163	2
Maintenance and appearance of existing City parks	52%	1	79%	1	0.1085	3
Mowing and trimming of public areas and greenspace	30%	5	66%	5	0.1018	4
<b>Medium Priority (IS &lt; .10)</b>						
Number of city parks	23%	6	68%	3	0.0725	5
Activity center	30%	4	77%	2	0.0696	6
City swimming pools	13%	8	59%	8	0.0548	7
Quality of outdoor athletic facilities	15%	7	68%	4	0.0496	8
Quality of adult recreation programs	11%	9	62%	7	0.0427	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.

**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 2011 City of San Marcos Community Survey Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
Enforcement of the clean-up of junk & debris on private prop.	63%	1	44%	4	0.3531	1
Enforcement of mowing of weeds and grass on private prop.	37%	2	46%	3	0.2024	2
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcement of graffiti	37%	3	57%	1	0.1587	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of sign regulations	20%	4	52%	2	0.0966	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 2011 City of San Marcos Community Survey PUBLIC SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
<b>NONE</b>						
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of major City streets	46%	1	57%	6	0.1974	1
Timing of traffic signals in the City	34%	2	43%	10	0.1906	2
Availability of bike lanes	22%	7	33%	11	0.1490	3
Maintenance of streets in your neighborhood	31%	3	62%	3	0.1189	4
Condition of sidewalks in the City	21%	8	45%	9	0.1152	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Adequacy of City street lighting	26%	4	64%	2	0.0942	6
Cleanliness of City streets and other public areas	24%	5	62%	4	0.0918	7
Cleanliness of creeks and open channels	17%	9	51%	8	0.0817	8
Mowing and trimming along City streets	13%	10	60%	5	0.0543	9
Reliability of electric service	23%	6	80%	1	0.0478	10
The level of usefulness of City e-services such as internet payment	4%	11	57%	7	0.0174	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 of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

### **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.

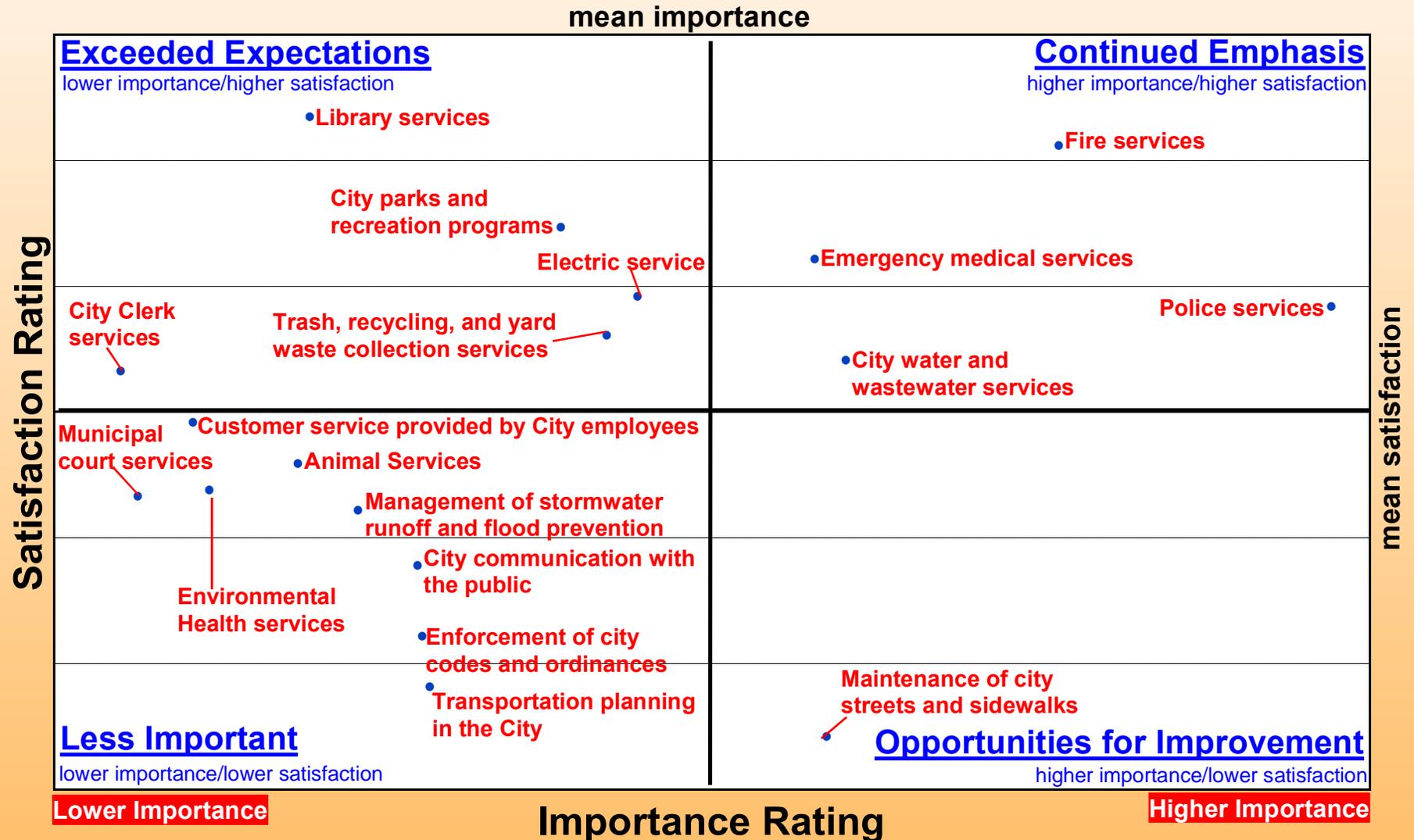
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.

# 2011 City of San Marcos DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

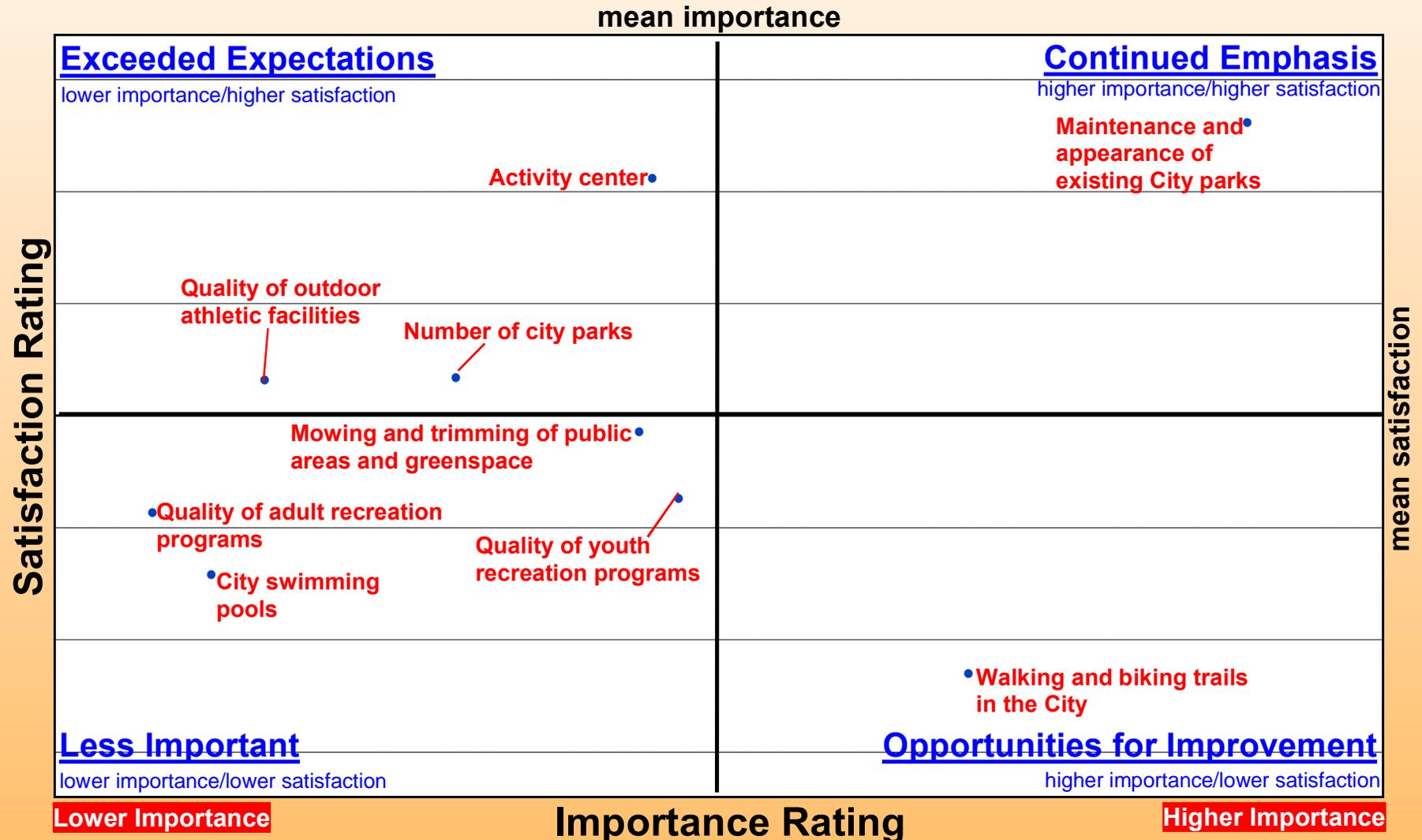
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2011 City of San Marcos DirectionFinder Importance-Satisfaction Assessment Matrix

## -Parks and Recreational Services-

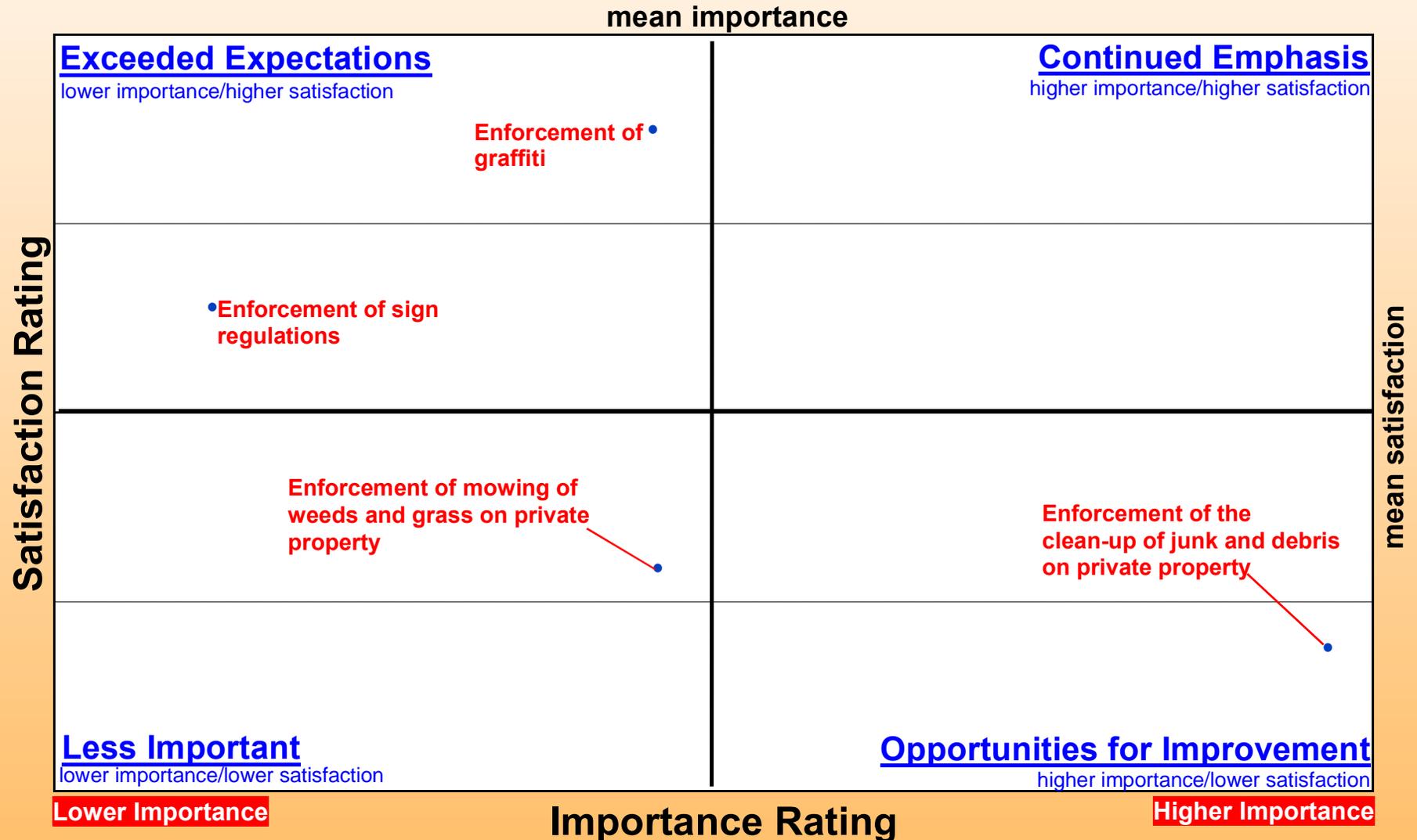
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2011 City of San Marcos DirectionFinder Importance-Satisfaction Assessment Matrix

## -Code Enforcement Services-

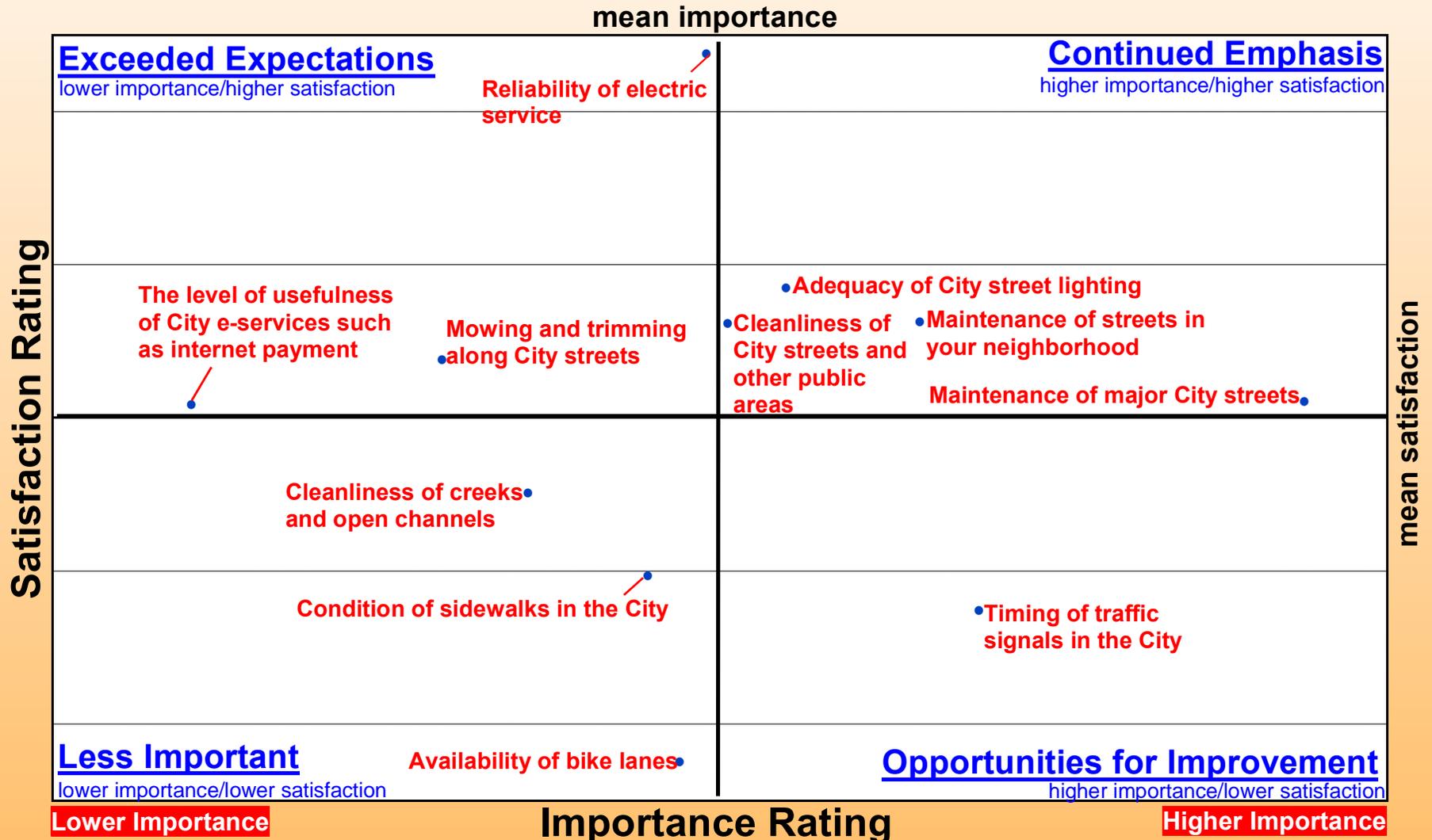
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2011 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**

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**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=403)

	Don't Know 9	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q1A City parks and recreation programs	8.9%	32.8%	40.9%	13.4%	3.5%	0.5%
Q1B City water and wastewater services	4.5%	26.6%	40.7%	15.9%	8.2%	4.2%
Q1C Emergency medical services	21.6%	31.3%	30.3%	14.1%	1.7%	1.0%
Q1D Enforcement of city codes and ordinances	14.1%	12.7%	29.0%	25.3%	12.2%	6.7%
Q1E Fire services	18.6%	38.2%	33.0%	8.2%	1.5%	0.5%
Q1F Library services	5.5%	50.4%	34.5%	7.4%	2.0%	0.2%
Q1G Transportation planning in the City	16.9%	14.4%	22.6%	22.6%	16.4%	7.2%
Q1H Maintenance of city streets and sidewalks	2.7%	8.2%	31.3%	24.6%	21.3%	11.9%
Q1I Management of stormwater runoff and flood prevention	10.2%	12.2%	40.4%	22.8%	10.7%	3.7%
Q1J Municipal court services	30.5%	12.7%	28.8%	23.1%	3.5%	1.5%
Q1K Police services	6.9%	27.0%	42.4%	14.9%	6.2%	2.5%
Q1L Electric service	5.7%	29.0%	42.2%	14.4%	6.0%	2.7%
Q1M Trash, recycling, and yard waste collection services	4.7%	32.5%	36.5%	13.6%	8.9%	3.7%
Q1N City communication with the public	7.2%	17.9%	32.3%	28.5%	10.9%	3.2%
Q1O Customer service provided by City employees	9.4%	20.8%	38.5%	22.8%	5.7%	2.7%
Q1P City Clerk services	24.8%	19.1%	33.3%	19.4%	2.2%	1.2%
Q1Q Environmental Health services	29.0%	17.1%	25.6%	25.1%	2.5%	0.7%
Q1R Animal Services	12.7%	24.3%	30.0%	24.6%	6.7%	1.7%

**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.**

**excluding "Don't Knows"**

(N=403)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q1A City parks and recreation programs	36.0%	45.0%	14.7%	3.8%	0.5%
Q1B City water and wastewater services	27.8%	42.6%	16.6%	8.6%	4.4%
Q1C Emergency medical services	39.9%	38.6%	18.0%	2.2%	1.3%
Q1D Enforcement of city codes and ordinances	14.7%	33.8%	29.5%	14.2%	7.8%
Q1E Fire services	47.0%	40.5%	10.1%	1.8%	0.6%
Q1F Library services	53.3%	36.5%	7.9%	2.1%	0.3%
Q1G Transportation planning in the City	17.3%	27.2%	27.2%	19.7%	8.7%
Q1H Maintenance of city streets and sidewalks	8.4%	32.1%	25.3%	21.9%	12.2%
Q1I Management of stormwater runoff and flood prevention	13.5%	45.0%	25.4%	11.9%	4.1%
Q1J Municipal court services	18.2%	41.4%	33.2%	5.0%	2.1%
Q1K Police services	29.1%	45.6%	16.0%	6.7%	2.7%
Q1L Electric service	30.8%	44.7%	15.3%	6.3%	2.9%
Q1M Trash, recycling, and yard waste collection services	34.1%	38.3%	14.3%	9.4%	3.9%
Q1N City communication with the public	19.3%	34.8%	30.7%	11.8%	3.5%
Q1O Customer service provided by City employees	23.0%	42.5%	25.2%	6.3%	3.0%
Q1P City Clerk services	25.4%	44.2%	25.7%	3.0%	1.7%
Q1Q Environmental Health services	24.1%	36.0%	35.3%	3.5%	1.0%
Q1R Animal Services	27.8%	34.4%	28.1%	7.7%	2.0%

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

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A=City parks and recreation programs	27	6.7 %
B=City water and wastewater services	49	12.2 %
C=Emergency medical services	34	8.4 %
D=Enforcement of city codes and ordinances	13	3.2 %
E=Fire services	36	8.9 %
F=Library services	5	1.2 %
G=Transportation planning in the City	19	4.7 %
H=Maintenance of city streets and sidewalks	40	9.9 %
I=Management of stormwater runoff and flood prevention	8	2.0 %
J=Municipal court services	1	0.2 %
K=Police services	77	19.1 %
L=Electric service	16	4.0 %
M=Trash, recycling, and yard waste collection services	15	3.7 %
N=City communication with the public	11	2.7 %
O=Customer service provided by City employees	2	0.5 %
Q=Environmental Health services	4	1.0 %
R=Animal Services	7	1.7 %
Z=None selected	39	9.7 %
Total	403	100.0 %

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

<u>Q2 Second Priority</u>	<u>Number</u>	<u>Percent</u>
A=City parks and recreation programs	10	2.5 %
B=City water and wastewater services	32	7.9 %
C=Emergency medical services	28	6.9 %
D=Enforcement of city codes and ordinances	11	2.7 %
E=Fire services	76	18.9 %
F=Library services	11	2.7 %
G=Transportation planning in the City	15	3.7 %
H=Maintenance of city streets and sidewalks	32	7.9 %
I=Management of stormwater runoff and flood prevention	12	3.0 %
J=Municipal court services	1	0.2 %
K=Police services	52	12.9 %
L=Electric service	20	5.0 %
M=Trash, recycling, and yard waste collection services	19	4.7 %
N=City communication with the public	12	3.0 %
O=Customer service provided by City employees	4	1.0 %
Q=Environmental Health services	5	1.2 %
R=Animal Services	9	2.2 %
Total	403	100.0 %

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

<u>Q2 Third Priority</u>	<u>Number</u>	<u>Percent</u>
A=City parks and recreation programs	15	3.7 %
B=City water and wastewater services	21	5.2 %
C=Emergency medical services	43	10.7 %
D=Enforcement of city codes and ordinances	18	4.5 %
E=Fire services	28	6.9 %
F=Library services	11	2.7 %
G=Transportation planning in the City	10	2.5 %
H=Maintenance of city streets and sidewalks	27	6.7 %
I=Management of stormwater runoff and flood prevention	10	2.5 %
J=Municipal court services	2	0.5 %
K=Police services	56	13.9 %
L=Electric service	30	7.4 %
M=Trash, recycling, and yard waste collection services	18	4.5 %
N=City communication with the public	19	4.7 %
O=Customer service provided by City employees	3	0.7 %
P=City Clerk services	4	1.0 %
Q=Environmental Health services	9	2.2 %
R=Animal Services	7	1.7 %
Total	403	100.0 %

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

<u>Q2 Fourth Priority</u>	<u>Number</u>	<u>Percent</u>
A=City parks and recreation programs	28	6.9 %
B=City water and wastewater services	26	6.5 %
C=Emergency medical services	18	4.5 %
D=Enforcement of city codes and ordinances	15	3.7 %
E=Fire services	24	6.0 %
F=Library services	11	2.7 %
G=Transportation planning in the City	14	3.5 %
H=Maintenance of city streets and sidewalks	26	6.5 %
I=Management of stormwater runoff and flood prevention	16	4.0 %
J=Municipal court services	5	1.2 %
K=Police services	25	6.2 %
L=Electric service	27	6.7 %
M=Trash, recycling, and yard waste collection services	36	8.9 %
N=City communication with the public	14	3.5 %
O=Customer service provided by City employees	9	2.2 %
P=City Clerk services	2	0.5 %
Q=Environmental Health services	3	0.7 %
R=Animal Services	13	3.2 %
Total	403	100.0 %

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

**Sum of top 4 choices**

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A=City parks and recreation programs	80	19.9 %
B=City water and wastewater services	128	31.8 %
C=Emergency medical services	123	30.5 %
D=Enforcement of city codes and ordinances	57	14.1 %
E=Fire services	164	40.7 %
F=Library services	38	9.4 %
G=Transportation planning in the City	58	14.4 %
H=Maintenance of city streets and sidewalks	125	31.0 %
I=Management of stormwater runoff and flood prevention	46	11.4 %
J=Municipal court services	9	2.2 %
K=Police services	210	52.1 %
L=Electric service	93	23.1 %
M=Trash, recycling, and yard waste collection services	88	21.8 %
N=City communication with the public	56	13.9 %
O=Customer service provided by City employees	18	4.5 %
P=City Clerk services	6	1.5 %
Q=Environmental Health services	21	5.2 %
R=Animal Services	36	8.9 %
Z=None selected	39	9.7 %
Total	1395	

**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=403)

	Don't Know 9	Very Safe 5	Safe 4	Neutral 3	Unsafe 2	Very Unsafe 1
Q3A In Downtown San Marcos	2.0%	40.4%	45.2%	8.7%	2.2%	1.5%
Q3B In city parks	7.2%	29.5%	42.4%	14.9%	4.2%	1.7%
Q3C In your neighborhood during the day	0.2%	55.8%	34.7%	5.7%	2.5%	1.0%
Q3D In your neighborhood at night	0.7%	36.5%	39.7%	14.9%	5.7%	2.5%
Q3E In commercial/retail areas	3.2%	28.0%	49.9%	14.6%	4.0%	0.2%
Q3F Overall feeling of safety in San Marcos	0.2%	33.7%	54.1%	9.2%	2.2%	0.5%

**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:**

**excluding "Don't Knows"**

(N=403)

	Very Safe 5	Safe 4	Neutral 3	Unsafe 2	Very Unsafe 1
Q3A In Downtown San Marcos	41.3%	46.1%	8.9%	2.3%	1.5%
Q3B In city parks	31.8%	45.7%	16.0%	4.5%	1.9%
Q3C In your neighborhood during the day	56.0%	34.8%	5.7%	2.5%	1.0%
Q3D In your neighborhood at night	36.8%	40.0%	15.0%	5.8%	2.5%
Q3E In commercial/retail areas	29.0%	51.5%	15.1%	4.1%	0.3%
Q3F Overall feeling of safety in San Marcos	33.8%	54.2%	9.2%	2.2%	0.5%

**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=403)

	Don't Know 9	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q4A Overall quality of services provided by the City	1.5%	22.1%	52.1%	19.4%	4.0%	1.0%
Q4B How well the City is planning for growth	10.4%	12.9%	29.3%	22.8%	18.1%	6.5%
Q4C Overall quality of life in the City	3.5%	24.3%	49.9%	17.4%	4.0%	1.0%
Q4D Availability of job opportunities	16.1%	5.0%	22.3%	27.3%	19.6%	9.7%
Q4E Overall value you receive for City taxes and fees	4.7%	8.7%	38.7%	29.3%	14.1%	4.5%
Q4F Overall quality of new development	8.9%	12.4%	30.5%	30.0%	12.2%	6.0%
Q4G Appearance of residential property in the City	3.2%	11.4%	39.7%	30.3%	11.9%	3.5%
Q4H Appearance of commercial property in the City	3.0%	12.7%	39.7%	30.5%	11.9%	2.2%
Q4I Overall appearance of the City	0.5%	17.6%	47.4%	25.6%	7.7%	1.2%

**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."**

**excluding "Don't Knows"**

(N=403)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q4A Overall quality of services provided by the City	22.4%	52.9%	19.6%	4.0%	1.0%
Q4B How well the City is planning for growth	14.4%	32.7%	25.5%	20.2%	7.2%
Q4C Overall quality of life in the City	25.2%	51.7%	18.0%	4.1%	1.0%
Q4D Availability of job opportunities	5.9%	26.6%	32.5%	23.4%	11.5%
Q4E Overall value you receive for City taxes and fees	9.1%	40.6%	30.7%	14.8%	4.7%
Q4F Overall quality of new development	13.6%	33.5%	33.0%	13.4%	6.5%
Q4G Appearance of residential property in the City	11.8%	41.0%	31.3%	12.3%	3.6%
Q4H Appearance of commercial property in the City	13.0%	40.9%	31.5%	12.3%	2.3%
Q4I Overall appearance of the City	17.7%	47.6%	25.7%	7.7%	1.2%

**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=403)

	Don't Know 9	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q5A Maintenance and appearance of existing City parks	6.5%	24.3%	49.9%	13.9%	5.0%	0.5%
Q5B Number of city parks	6.5%	22.8%	40.7%	20.1%	8.2%	1.7%
Q5C Walking and biking trails in the City	12.4%	16.6%	31.3%	20.8%	14.6%	4.2%
Q5D Activity center	10.9%	34.2%	34.2%	16.4%	3.5%	0.7%
Q5E City swimming pools	22.3%	18.1%	27.8%	21.8%	7.2%	2.7%
Q5F Quality of youth recreation programs	31.8%	15.4%	27.3%	18.4%	5.5%	1.7%
Q5G Quality of adult recreation programs	32.3%	14.1%	27.8%	18.9%	5.2%	1.7%
Q5H Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	22.1%	16.6%	36.2%	19.6%	4.0%	1.5%
Q5I Mowing and trimming of public areas and greenspace	5.7%	19.6%	42.2%	22.3%	7.7%	2.5%

**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:**

**excluding "Don't Knows"**

(N=403)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q5A Maintenance and appearance of existing City parks	26.0%	53.3%	14.9%	5.3%	0.5%
Q5B Number of city parks	24.4%	43.5%	21.5%	8.8%	1.9%
Q5C Walking and biking trails in the City	19.0%	35.7%	23.8%	16.7%	4.8%
Q5D Activity center	38.4%	38.4%	18.4%	3.9%	0.8%
Q5E City swimming pools	23.3%	35.8%	28.1%	9.3%	3.5%
Q5F Quality of youth recreation programs	22.5%	40.0%	26.9%	8.0%	2.5%
Q5G Quality of adult recreation programs	20.9%	41.0%	27.8%	7.7%	2.6%
Q5H Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	21.3%	46.5%	25.2%	5.1%	1.9%
Q5I Mowing and trimming of public areas and greenspace	20.8%	44.7%	23.7%	8.2%	2.6%

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

Q6 Top Priority	Number	Percent
A=Maintenance and appearance of existing City parks	118	29.3 %
B=Number of City parks	28	6.9 %
C=Walking and biking trails in the City	63	15.6 %
D=Activity Center	47	11.7 %
E=City swimming pools	15	3.7 %
F=Quality of youth recreation programs	43	10.7 %
G=Quality of adult recreation programs	2	0.5 %
H=Quality of outdoor athletic facilities	9	2.2 %
I=Mowing and trimming of public areas and greenspace	32	7.9 %
Z=None selected	46	11.4 %
Total	403	100.0 %

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

Q6 Second Priority	Number	Percent
A=Maintenance and appearance of existing City parks	58	14.4 %
B=Number of City parks	37	9.2 %
C=Walking and biking trails in the City	62	15.4 %
D=Activity Center	34	8.4 %
E=City swimming pools	17	4.2 %
F=Quality of youth recreation programs	34	8.4 %
G=Quality of adult recreation programs	27	6.7 %
H=Quality of outdoor athletic facilities	23	5.7 %
I=Mowing and trimming of public areas and greenspace	37	9.2 %
Total	403	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 Third Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance and appearance of existing City parks	35	8.7 %
B=Number of City parks	26	6.5 %
C=Walking and biking trails in the City	44	10.9 %
D=Activity Center	40	9.9 %
E=City swimming pools	22	5.5 %
F=Quality of youth recreation programs	48	11.9 %
G=Quality of adult recreation programs	16	4.0 %
H=Quality of outdoor athletic facilities	30	7.4 %
I=Mowing and trimming of public areas and greenspace	50	12.4 %
Total	403	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 3 choices**

<u>Q6 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance and appearance of existing City parks	211	52.4 %
B=Number of City parks	91	22.6 %
C=Walking and biking trails in the City	169	41.9 %
D=Activity Center	121	30.0 %
E=City swimming pools	54	13.4 %
F=Quality of youth recreation programs	125	31.0 %
G=Quality of adult recreation programs	45	11.2 %
H=Quality of outdoor athletic facilities	62	15.4 %
I=Mowing and trimming of public areas and greenspace	119	29.5 %
Z=None selected	46	11.4 %
Total	1043	

**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=403)

	Don't Know 9	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q7A Enforcement of the clean-up of junk and debris on private property	9.9%	13.9%	25.3%	22.3%	21.3%	7.2%
Q7B Enforcement of mowing of weeds and grass on private property	8.7%	10.4%	31.3%	25.8%	17.1%	6.7%
Q7C Enforcement of sign regulations	17.1%	10.9%	32.5%	28.0%	8.4%	3.0%
Q7D Enforcement of graffiti	11.4%	15.6%	35.0%	25.6%	9.9%	2.5%

**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:**

**excluding "Don't Knows"**

(N=403)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q7A Enforcement of the clean-up of junk and debris on private property	15.4%	28.1%	24.8%	23.7%	8.0%
Q7B Enforcement of mowing of weeds and grass on private property	11.4%	34.2%	28.3%	18.8%	7.3%
Q7C Enforcement of sign regulations	13.2%	39.2%	33.8%	10.2%	3.6%
Q7D Enforcement of graffiti	17.6%	39.5%	28.9%	11.2%	2.8%

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

Q8 Top Priority	Number	Percent
A=Enforcement of the clean-up of junk and debris on private property	183	45.4 %
B=Enforcement of mowing of weeds and grass on private property	36	8.9 %
C=Enforcement of sign regulations	41	10.2 %
D=Enforcement of graffiti	64	15.9 %
Z=None selected	79	19.6 %
Total	403	100.0 %

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

Q8 Second Priority	Number	Percent
A=Enforcement of the clean-up of junk and debris on private property	69	17.1 %
B=Enforcement of mowing of weeds and grass on private property	114	28.3 %
C=Enforcement of sign regulations	41	10.2 %
D=Enforcement of graffiti	85	21.1 %
Total	403	100.0 %

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

**Sum of top 2 choices**

Q8 Top Priority	Number	Percent
A=Enforcement of the clean-up of junk and debris on private property	252	62.5 %
B=Enforcement of mowing of weeds and grass on private property	150	37.2 %
C=Enforcement of sign regulations	82	20.3 %
D=Enforcement of graffiti	149	37.0 %
Z=None selected	79	19.6 %
Total	712	

**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=403)

	Don't Know 9	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q9A Maintenance of major City streets (non-TxDOT roadways)	1.2%	10.7%	45.4%	23.6%	14.4%	4.7%
Q9B Maintenance of streets in your neighborhood	0.7%	16.4%	45.2%	19.1%	12.2%	6.5%
Q9C Timing of traffic signals in the City	1.5%	8.7%	33.7%	24.1%	20.6%	11.4%
Q9D Mowing and trimming along City streets	1.2%	11.7%	47.1%	26.8%	10.4%	2.7%
Q9E Cleanliness of City streets and other public areas	1.7%	14.6%	46.2%	24.6%	10.7%	2.2%
Q9F Cleanliness of creeks and open channels	7.7%	11.7%	35.2%	29.5%	12.7%	3.2%
Q9G Condition of sidewalks in the City	5.5%	9.7%	33.3%	27.3%	17.6%	6.7%
Q9H Availability of bike lanes	12.4%	7.7%	21.3%	24.1%	23.1%	11.4%
Q9I The level of usefulness of City e-services such as internet payment	29.0%	10.7%	29.5%	22.8%	5.7%	2.2%
Q9J Reliability of electric service	8.2%	26.8%	46.2%	13.9%	3.0%	2.0%
Q9K Adequacy of City street lighting	2.5%	17.6%	44.9%	18.4%	12.7%	4.0%

**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:**

**excluding "Don't Knows"**

(N=403)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q9A Maintenance of major City streets (non-TxDOT roadways)	10.8%	46.0%	23.9%	14.6%	4.8%
Q9B Maintenance of streets in your neighborhood	16.5%	45.5%	19.3%	12.3%	6.5%
Q9C Timing of traffic signals in the City	8.8%	34.3%	24.4%	20.9%	11.6%
Q9D Mowing and trimming along City streets	11.8%	47.7%	27.1%	10.6%	2.8%
Q9E Cleanliness of City streets and other public areas	14.9%	47.0%	25.0%	10.9%	2.3%
Q9F Cleanliness of creeks and open channels	12.6%	38.2%	32.0%	13.7%	3.5%
Q9G Condition of sidewalks in the City	10.2%	35.2%	28.9%	18.6%	7.1%
Q9H Availability of bike lanes	8.8%	24.4%	27.5%	26.3%	13.0%
Q9I The level of usefulness of City e-services such as internet payment	15.0%	41.6%	32.2%	8.0%	3.1%
Q9J Reliability of electric service	29.2%	50.3%	15.1%	3.2%	2.2%
Q9K Adequacy of City street lighting	18.1%	46.1%	18.8%	13.0%	4.1%

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

<u>Q10 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	123	30.5 %
B=Maintenance of streets in your neighborhood	37	9.2 %
C=Timing of traffic signals in the City	50	12.4 %
D=Mowing and trimming along City streets	13	3.2 %
E=Cleanliness of City streets and other public areas	20	5.0 %
F=Cleanliness of creeks and open channels	17	4.2 %
G=Condition of sidewalks in the City	12	3.0 %
H=Availability of bike lanes	27	6.7 %
I=The level of usefulness of City e-services such as internet payment	3	0.7 %
J=Reliability of electric service	31	7.7 %
K=Adequacy of City street lighting	38	9.4 %
<u>Z=None selected</u>	<u>32</u>	<u>7.9 %</u>
Total	403	100.0 %

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

<u>Q10 Second Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	38	9.4 %
B=Maintenance of streets in your neighborhood	56	13.9 %
C=Timing of traffic signals in the City	48	11.9 %
D=Mowing and trimming along City streets	16	4.0 %
E=Cleanliness of City streets and other public areas	46	11.4 %
F=Cleanliness of creeks and open channels	15	3.7 %
G=Condition of sidewalks in the City	40	9.9 %
H=Availability of bike lanes	25	6.2 %
I=The level of usefulness of City e-services such as internet payment	4	1.0 %
J=Reliability of electric service	28	6.9 %
<u>K=Adequacy of City street lighting</u>	<u>35</u>	<u>8.7 %</u>
Total	403	100.0 %

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

<u>Q10 Third Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	23	5.7 %
B=Maintenance of streets in your neighborhood	33	8.2 %
C=Timing of traffic signals in the City	37	9.2 %
D=Mowing and trimming along City streets	25	6.2 %
E=Cleanliness of City streets and other public areas	31	7.7 %
F=Cleanliness of creeks and open channels	35	8.7 %
G=Condition of sidewalks in the City	33	8.2 %
H=Availability of bike lanes	38	9.4 %
I=The level of usefulness of City e-services such as internet payment	9	2.2 %
J=Reliability of electric service	35	8.7 %
K=Adequacy of City street lighting	33	8.2 %
Total	403	100.0 %

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

**Sum of top 3 choices**

<u>Q10 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	184	45.7 %
B=Maintenance of streets in your neighborhood	126	31.3 %
C=Timing of traffic signals in the City	135	33.5 %
D=Mowing and trimming along City streets	54	13.4 %
E=Cleanliness of City streets and other public areas	97	24.1 %
F=Cleanliness of creeks and open channels	67	16.6 %
G=Condition of sidewalks in the City	85	21.1 %
H=Availability of bike lanes	90	22.3 %
I=The level of usefulness of City e-services such as internet payment	16	4.0 %
J=Reliability of electric service	94	23.3 %
K=Adequacy of City street lighting	106	26.3 %
Z=None selected	32	7.9 %
Total	1086	

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

<u>Q11 Sources of City info</u>	<u>Number</u>	<u>Percent</u>
1=Television	189	46.9 %
2=Newspaper	230	57.1 %
3=Internet	178	44.2 %
4=Cell Phones	29	7.2 %
5=Neighborhood Groups	76	18.9 %
6=Utility Bill Insert	186	46.2 %
7=Other	35	8.7 %
9=None	6	1.5 %
Total	929	

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

<u>Q12 Elec sources currently using</u>	<u>Number</u>	<u>Percent</u>
01=Facebook	150	37.2 %
02=Twitter	18	4.5 %
03=MySpace	18	4.5 %
04=YouTube	85	21.1 %
05=iPhone application	46	11.4 %
06=Blackberry applications	14	3.5 %
07=Android applications	33	8.2 %
08=Text messages	135	33.5 %
09=The Internet (general use)	264	65.5 %
10=Other	10	2.5 %
11=None	104	25.8 %
Total	877	

**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=403)

	Don't Know 9	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q13A The availability of information about government operations	12.7%	7.9%	29.0%	32.3%	14.4%	3.7%
Q13B City efforts to keep residents informed about local issues	5.7%	9.2%	33.0%	31.3%	15.6%	5.2%
Q13C The level of public involvement in City decision-making	12.4%	6.5%	27.0%	32.5%	15.6%	6.0%
Q13D Usefulness of the information that is available on the City's web site	26.8%	7.4%	30.8%	26.8%	6.0%	2.2%
Q13E How well the City listens and responds to the needs of citizens	18.9%	6.7%	22.6%	29.0%	14.6%	8.2%
Q13F The level of public involvement in economic development	20.6%	5.0%	22.3%	29.3%	16.1%	6.7%

**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:**

**excluding "Don't Knows"**

(N=403)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q13A The availability of information about government operations	9.1%	33.2%	36.9%	16.5%	4.3%
Q13B City efforts to keep residents informed about local issues	9.7%	35.0%	33.2%	16.6%	5.5%
Q13C The level of public involvement in City decision-making	7.4%	30.9%	37.1%	17.8%	6.8%
Q13D Usefulness of the information that is available on the City's web site	10.2%	42.0%	36.6%	8.1%	3.1%
Q13E How well the City listens and responds to the needs of citizens	8.3%	27.8%	35.8%	18.0%	10.1%
Q13F The level of public involvement in economic development	6.3%	28.1%	36.9%	20.3%	8.4%

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

Q14 Have you contacted the City of San Marcos during the past year?	Number	Percent
1=Yes	237	58.8 %
2=No	164	40.7 %
9=No response	2	0.5 %
Total	403	100.0 %

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

**excluding “no response”**

Q14 Have you contacted the City of San Marcos during the past year?	Number	Percent
1=Yes	237	59.1 %
2=No	164	40.9 %
Total	401	100.0 %

**Q14a How would you describe the service you received?**

Q14a How would you describe the service you received?	Number	Percent
1=Excellent	66	27.8 %
2=Good	97	40.9 %
3=Fair	49	20.7 %
4=Poor	23	9.7 %
9=Don't know	2	0.8 %
Total	237	100.0 %

**Q14a How would you describe the service you received?**

**excluding "Don't Knows"**

Q14a How would you describe the service you received?	Number	Percent
1=Excellent	66	28.1 %
2=Good	97	41.3 %
3=Fair	49	20.9 %
4=Poor	23	9.8 %
Total	235	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=237)

	Don't Know 9	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q14B-1 How easy they were to contact	0.4%	36.4%	39.0%	14.8%	6.8%	2.5%
Q14B-2 The way you were treated	0.0%	37.3%	41.1%	12.7%	6.4%	2.5%
Q14B-3 The accuracy of the information and the assistance you were given	0.8%	34.3%	36.0%	13.1%	9.7%	5.9%
Q14B-4 How quickly City staff responded to your request	0.4%	33.9%	34.3%	14.0%	9.7%	7.6%
Q14B-5 How well your issue was handled	0.4%	36.0%	31.8%	10.6%	11.4%	9.7%

**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:**

**excluding "Don't Knows"**

(N=237)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q14B-1 How easy they were to contact	36.6%	39.1%	14.9%	6.8%	2.6%
Q14B-2 The way you were treated	37.3%	41.1%	12.7%	6.4%	2.5%
Q14B-3 The accuracy of the information and the assistance you were given	34.6%	36.3%	13.2%	9.8%	6.0%
Q14B-4 How quickly City staff responded to your request	34.0%	34.5%	14.0%	9.8%	7.7%
Q14B-5 How well your issue was handled	36.2%	31.9%	10.6%	11.5%	9.8%

**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=403)

	Don't Know 9	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q15A Residential trash (garbage) collection services	4.2%	36.2%	44.2%	8.4%	4.7%	2.2%
Q15B Bulky item pick up/removal services (old furniture, appliances, limbs, yard waste, etc.)	17.1%	19.6%	30.5%	18.1%	9.9%	4.7%
Q15C Recycling services	5.2%	35.7%	39.5%	12.9%	4.0%	2.7%
Q15D Drinking water services	6.2%	33.5%	38.5%	14.9%	3.7%	3.2%
Q15E Wastewater (sewer) services	7.9%	29.3%	41.7%	14.4%	4.7%	2.0%
Q15F Electric service	5.5%	33.3%	42.9%	13.6%	2.7%	2.0%
Q15G Utility billing	2.7%	29.8%	44.2%	14.6%	6.7%	2.0%

**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:**

**excluding "Don't Knows"**

(N=403)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q15A Residential trash (garbage) collection services	37.8%	46.1%	8.8%	4.9%	2.3%
Q15B Bulky item pick up/removal services (old furniture, appliances, limbs, yard waste, etc.)	23.7%	36.8%	21.9%	12.0%	5.7%
Q15C Recycling services	37.7%	41.6%	13.6%	4.2%	2.9%
Q15D Drinking water services	35.7%	41.0%	15.9%	4.0%	3.4%
Q15E Wastewater (sewer) services	31.8%	45.3%	15.6%	5.1%	2.2%
Q15F Electric service	35.2%	45.4%	14.4%	2.9%	2.1%
Q15G Utility billing	30.6%	45.4%	15.1%	6.9%	2.0%

**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=403)

	Don't know 9	Much too slow 5	Too slow 4	Just right 3	Too fast 2	Much too fast 1
Q16A Office development	28.3%	1.5%	15.1%	46.4%	6.5%	2.2%
Q16B Industrial development	24.6%	3.5%	21.3%	40.9%	7.9%	1.7%
Q16C Multi-family residential development	16.6%	1.7%	8.7%	29.8%	24.1%	19.1%
Q16D Single-family residential development	16.1%	6.5%	22.6%	39.7%	12.7%	2.5%
Q16E Retail development	16.1%	3.5%	14.9%	46.9%	14.4%	4.2%

**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.**

**excluding "Don't Knows"**

(N=403)

	Much too slow 5	Too slow 4	Just right 3	Too fast 2	Much too fast 1
Q16A Office development	2.1%	21.1%	64.7%	9.0%	3.1%
Q16B Industrial development	4.6%	28.3%	54.3%	10.5%	2.3%
Q16C Multi-family residential development	2.1%	10.4%	35.7%	28.9%	22.9%
Q16D Single-family residential development	7.7%	26.9%	47.3%	15.1%	3.0%
Q16E Retail development	4.1%	17.8%	55.9%	17.2%	5.0%

**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=403)

	Don't know 9	Should be much higher 5	Should be a little higher 4	Should stay the same 3	Should be a little lower 2	Should be much lower 1
Q17A Library services	9.0%	5.0%	21.9%	63.7%	0.2%	0.2%
Q17B Law enforcement	7.5%	8.2%	29.6%	51.2%	3.0%	0.5%
Q17C Fire response	11.9%	4.0%	21.4%	60.9%	1.5%	0.2%
Q17D Emergency medical services	13.4%	5.7%	23.1%	57.0%	0.5%	0.2%
Q17E Parks and open space	7.2%	10.9%	29.9%	48.5%	3.0%	0.5%
Q17F Recreation activities	10.9%	8.5%	29.1%	48.0%	3.2%	0.2%
Q17G Maintenance of Infrastructure (streets, sidewalks)	5.0%	19.9%	41.0%	32.1%	1.5%	0.5%

**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.**

**excluding "Don't Knows"**

(N=403)

	Should be much higher 5	Should be a little higher 4	Should stay the same 3	Should be a little lower 2	Should be much lower 1
Q17A Library services	5.5%	24.0%	69.9%	0.3%	0.3%
Q17B Law enforcement	8.9%	32.0%	55.4%	3.2%	0.5%
Q17C Fire response	4.5%	24.3%	69.2%	1.7%	0.3%
Q17D Emergency medical services	6.6%	26.7%	65.8%	0.6%	0.3%
Q17E Parks and open space	11.8%	32.2%	52.3%	3.2%	0.5%
Q17F Recreation activities	9.5%	32.7%	53.9%	3.6%	0.3%
Q17G Maintenance of Infrastructure (streets, sidewalks)	20.9%	43.2%	33.8%	1.6%	0.5%

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

<u>Q18 Three biggest issues next 5 yrs</u>	<u>Number</u>	<u>Percent</u>
01=Traffic	253	62.8 %
02=Planning for rapid growth	138	34.2 %
03=School-related issues	159	39.5 %
04=Road repair/maintenance/expansion	115	28.5 %
05=High taxes/property taxes/finances	124	30.8 %
06=Public transportation	52	12.9 %
07=Crime	89	22.1 %
08=Environmental Issues	46	11.4 %
09=High Utility Rates	87	21.6 %
10=Neighborhood Preservation	42	10.4 %
11=Other	34	8.4 %
12=Don't know	12	3.0 %
99=No response	1	0.2 %
Total	1152	

**Q19 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=403)

	Don't Know 9	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strong Disagree 1
Q19A I have confidence in the City's finances.	12.4%	7.9%	31.5%	30.3%	13.9%	4.0%
Q19B The City is ensuring that there is adequate long-term affordable water.	18.9%	9.2%	30.5%	25.3%	11.7%	4.5%
Q19C The City is committed to creating a business friendly development process	17.4%	10.2%	34.2%	25.6%	9.4%	3.2%
Q19D The City is doing a good job planning for current and future transportation and infrastructure needs	17.4%	5.0%	21.6%	25.6%	22.1%	8.4%
Q19E The City does a good job of protecting and maintaining the river, while providing for recreation on the river	7.2%	14.9%	43.2%	23.6%	6.9%	4.2%
Q19F The City is committed to the health and wellness of its citizens.	12.2%	12.2%	42.9%	22.8%	7.7%	2.2%
Q19G The City is committed to economic development, a diversified job base, and more housing options to help grow the middle class	12.9%	9.4%	28.5%	21.8%	21.6%	5.7%

**Q19 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.**

**excluding "Don't Knows"**

(N=403)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strong Disagree 1
Q19A I have confidence in the City's finances.	9.1%	36.0%	34.6%	15.9%	4.5%
Q19B The City is ensuring that there is adequate long-term affordable water.	11.3%	37.6%	31.2%	14.4%	5.5%
Q19C The City is committed to creating a business friendly development process	12.3%	41.4%	30.9%	11.4%	3.9%
Q19D The City is doing a good job planning for current and future transportation and infrastructure needs.	6.0%	26.1%	30.9%	26.7%	10.2%
Q19E The City does a good job of protecting and maintaining the river, while providing for recreation on the river.	16.0%	46.5%	25.4%	7.5%	4.5%
Q19F The City is committed to the health and wellness of its citizens.	13.8%	48.9%	26.0%	8.8%	2.5%
Q19G The City is committed to economic development, a diversified job base, and more housing options to help grow the middle class	10.8%	32.8%	25.1%	24.8%	6.6%

**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=403)

	Don't Know 9	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strong Disagree 1
Q20A I think the City should invest City tax dollars in economic development incentives for single-family residential	9.4%	14.1%	36.7%	16.9%	15.4%	7.4%
Q20B I think the City should invest City tax dollars in economic development incentives for multi-family residential	8.9%	7.2%	16.1%	20.8%	26.6%	20.3%
Q20C I think the City should invest City tax dollars in social services funding (to help non-profit organizations)	7.7%	8.9%	37.0%	24.1%	13.4%	8.9%
Q20D I think the City should invest City tax dollars in Downtown revitalization	5.2%	11.2%	40.0%	21.6%	17.1%	5.0%
Q20E I think the City should invest City tax dollars to help create jobs	6.5%	29.5%	40.4%	14.4%	6.0%	3.2%
Q20F I think the City should invest City tax dollars in commercial development	8.7%	11.2%	27.0%	23.3%	19.9%	9.9%
Q20G I think the City should invest City tax dollars in retail development	8.2%	9.4%	22.1%	26.1%	22.6%	11.7%

**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.**

**excluding "Don't Knows"**

(N=403)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strong Disagree 1
Q20A I think the City should invest City tax dollars in economic development incentives for single-family residential	15.6%	40.5%	18.6%	17.0%	8.2%
Q20B I think the City should invest City tax dollars in economic development incentives for multi-family residential	7.9%	17.7%	22.9%	29.2%	22.3%
Q20C I think the City should invest City tax dollars in social services funding (to help non-profit organizations)	9.7%	40.1%	26.1%	14.5%	9.7%
Q20D I think the City should invest City tax dollars in Downtown revitalization	11.8%	42.1%	22.8%	18.1%	5.2%
Q20E I think the City should invest City tax dollars to help create jobs	31.6%	43.2%	15.4%	6.4%	3.4%
Q20F I think the City should invest City tax dollars in commercial development	12.2%	29.6%	25.5%	21.7%	10.9%
Q20G I think the City should invest City tax dollars in retail development	10.3%	24.1%	28.4%	24.6%	12.7%

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

Q21 Do you work in the City of San Marcos?	Number	Percent
1=Yes	162	40.2 %
2=No	241	59.8 %
Total	403	100.0 %

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

Q22 Approximately how many years have you lived in San Marcos?	Number	Percent
1=Less than 5 years	56	13.9 %
2=5-9 years	57	14.1 %
3=10-19 years	89	22.1 %
4=20-29 years	76	18.9 %
5=30 years or more	125	31.0 %
Total	403	100.0 %

**Q23 What is your age?**

Q23 What is your age?	Number	Percent
Under 35	108	26.8 %
35 to 44	79	19.6 %
45 to 54	71	17.6 %
55 to 64	75	18.6 %
65+	70	17.4 %
Total	403	100.0 %

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

Q24 Do you have children living at home in the following age range?	Number	Percent
1=Under 6 years	65	16.1 %
2=6 to 12 years	74	18.4 %
3=13 to 18 years	59	14.6 %
4=No children	240	59.6 %
9=Not provided	10	2.5 %
Total	448	

**Q25 What is your gender?**

Q25 What is your gender?	Number	Percent
1=Male	194	48.1 %
2=Female	209	51.9 %
Total	403	100.0 %

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

Q26 Are you of Hispanic, Latino, or other Spanish heritage?	Number	Percent
1=Yes	152	37.7 %
2=No	245	60.8 %
9=Not provided	6	1.5 %
Total	403	100.0 %

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

Q27 Which of the following best describes your race/ethnicity?	Number	Percent
1=Asian/Pacific Islander	6	1.5 %
2=American Indian/Eskimo	10	2.5 %
3=Black/African American	20	5.0 %
4=White	265	65.8 %
5=Other	102	25.3 %
9=Not provided	10	2.5 %
Total	413	

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

Q28 Would you say your total household income is:	Number	Percent
1=Under \$25,000	99	24.6 %
2=\$25,000-\$49,999	102	25.3 %
3=\$50,000-\$74,999	61	15.1 %
4=\$75,000-\$99,999	48	11.9 %
5=\$100,000+	59	14.6 %
9=Not provided	34	8.4 %
Total	403	100.0 %

**Q29 Do you own or rent your home?**

Q29 Do you own or rent your home?	Number	Percent
1=Own	300	74.4 %
2=Rent	102	25.3 %
9=Not provided	1	0.2 %
Total	403	100.0 %

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

Q30 Do you live in a single family home or an apartment/condominium?	Number	Percent
1=Single family home	326	80.9 %
2=Apartment/condominium	52	12.9 %
3=Other	24	6.0 %
9=Not provided	1	0.2 %
Total	403	100.0 %

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

Q31 Are you a current student at Texas State University-San Marcos?	Number	Percent
1=Yes	45	11.2 %
2=No	358	88.8 %
Total	403	100.0 %

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

Q32 What is the highest level of formal education you completed?	Number	Percent
1=Less than high school	26	6.5 %
2=High school	80	19.9 %
3=Some college	83	20.6 %
4=Bachelor's degree (4 years of college)	91	22.6 %
5=Some graduate work	25	6.2 %
6=Graduate degree	91	22.6 %
9=Not provided	7	1.7 %
Total	403	100.0 %

**Section 5:**  
**Survey Instrument**

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# 2011 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 Andrew Freeman at 512-393-8100

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.

<b>How satisfied are you with:</b>		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].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_ 4<sup>th</sup>. \_\_\_\_\_

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].

1<sup>st</sup>.\_\_\_\_ 2<sup>nd</sup>.\_\_\_\_ 3<sup>rd</sup>.\_\_\_\_

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:

<b>How Satisfied are you with:</b>		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].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_

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:

<b>How Satisfied are you with:</b>		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].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

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)**

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

**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:**

<b>How Satisfied are you with:</b>		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 %ES+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 %ES+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 Q16a with regard to the following:**

<b>How Satisfied are you with:</b>		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:

<b>How Satisfied are you with:</b>		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.

<b>Type of Development</b>		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.

<b>How should the level of service provided by the City in the following areas change:</b>		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) School related issues (quality, lack of schools, system improvements)
- \_\_\_\_ (04) Road repair/maintenance/expansion
- \_\_\_\_ (05) High taxes/property taxes/finances
- \_\_\_\_ (06) Public transportation
- \_\_\_\_ (07) Crime (inadequate police, gangs, etc)
- \_\_\_\_ (08) Environmental Issues
- \_\_\_\_ (09) High 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.

<b>Rate Your Agreement with the Following Statements</b>		<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Don't Know</b>
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.

<b>Rate Your Agreement with the Following Statements</b>		<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Don't Know</b>
A.	I think the City should invest City tax dollars in economic development incentives for single-family residential	5	4	3	2	1	9
B.	I think the City should invest City tax dollars in economic development incentives for multi-family residential	5	4	3	2	1	9
C.	I think the City should invest City tax dollars in social services funding (to help non-profit organizations)	5	4	3	2	1	9
D.	I think the City should invest City tax dollars in Downtown revitalization	5	4	3	2	1	9
E.	I think the City should invest City tax dollars to help create jobs	5	4	3	2	1	9
F.	I think the City should invest City tax dollars in commercial development	5	4	3	2	1	9
G.	I think the City should invest City tax dollars in retail development	5	4	3	2	1	9

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

\_\_\_\_(1) Yes

\_\_\_\_(2) No

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

- (1) Less than 5 years                       (4) 20-29 years  
 (2) 5-9 years                                 (5) 30 years or more  
 (3) 10-19 years                               (9) Don't know

**23. What is your age? \_\_\_\_\_ years**

**24. Do you have children living at home in the following age ranges? (check all age ranges that apply)**

- (1) under 6 years  
 (2) 6 to 12 years  
 (3) 13 to 18 years  
 (4) No children

**25. What is your gender?     (1) Female         (2) Male**

**26. Are you of Hispanic, Latino, or other Spanish heritage?     (1) Yes         (2) No**

**27. Which of the following best describes your race/ethnicity? (check all that apply)**

- (1) Asian/Pacific Islander                       (4) White  
 (2) American Indian/Eskimo                       (5) Other: \_\_\_\_\_  
 (3) Black/African American

**28. Would you say your total annual household income is:**

- (1) Under \$25,000                                 (5) \$100,000 to \$124,999  
 (2) \$25,000 to \$49,999                                 (6) \$125,000 to \$149,999  
 (3) \$50,000 to \$74,999                                 (7) \$150,000 to \$199,999  
 (4) \$75,000 to \$99,999                                 (8) \$200,000 or more

**29. Do you own or rent your home?     (1) own         (2) rent**

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

- (1) single family home  
 (2) apartment/condominium  
 (3) other: \_\_\_\_\_

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

- (1) Yes         (2) No

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

- (1) Less than high school                                 (4) Bachelor's degree (4 years of college)  
 (2) High school                                               (5) Some graduate work  
 (3) Some college                                               (6) Graduate degree

**OPTIONAL: If you have any specific suggestions to improve the quality of city services, please write them in the space provided below.**

## **This concludes the survey. Thank you for your time!**

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank You.