ETC Institute

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...helping City and county governments gather and use survey data to enhance organizational performance for more than 35 years

More than 2,150,000 Persons Surveyed Since 2007 for more than 900 cities in 49 States
Agenda

• Purpose and Methodology
• Bottom Line Upfront
• Major Findings
• Summary
• Questions
Purpose

• To objectively assess satisfaction among residents with the delivery of City services
  
• To measure trends from previous surveys
  
• To help determine priorities for the community
  
• To compare the City’s performance with residents in other cities across the U.S.
Methodology

• Survey Description
  - six-page survey; included many of the same questions that were asked in previous years
  - 6th Community Survey conducted for the City

• Method of Administration
  - by mail, online, & phone to a random sample of City residents
  - each survey took approximately 15-20 minutes to complete

• Sample size:
  - 614 completed surveys
  - demographics of survey respondents accurately reflects the actual population of the City

• Confidence level: 95%

• Margin of error: +/- 3.9% overall
Location of Survey Respondents

Good representation throughout the City

City of Baytown 2018 Community Survey
Residents Have a Positive Perception of the City
- 66% are satisfied with the overall quality of City services; only 8% are dissatisfied

The City Is Moving in the Right Direction
- Satisfaction ratings have increased or stayed the same in 71 of 104 areas since 2017, and increased or stayed the same in 83 of 104 areas since 2016

Baytown Rates Higher Than Other Cities in the Overall Quality of City Services
- The City rated 19% above the Texas average and 17% above the U.S. Average in the overall quality of services provided by the City

Baytown Rates Higher Than Other Cities in Providing Customer Service
- The City rated 16% above the Texas average and 12% above the U.S. Average in the quality of customer service provided by City employees

Overall Priorities for Improvement:
- Traffic Flow/Congestion Management
- Maintenance of City Streets
- Stormwater Runoff/Flood Prevention
Major Finding #1
Residents Have a Positive Perception of the City
Q3. Satisfaction with Items That Influence Perceptions of the City of Baytown
by percentage of respondents (excluding don't knows)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of services provided by the city</td>
<td>16%</td>
<td>51%</td>
<td>26%</td>
<td>8%</td>
</tr>
<tr>
<td>As a place to live</td>
<td>18%</td>
<td>42%</td>
<td>27%</td>
<td>12%</td>
</tr>
<tr>
<td>Quality of life in the city</td>
<td>15%</td>
<td>43%</td>
<td>29%</td>
<td>14%</td>
</tr>
<tr>
<td>Quality of your neighborhood</td>
<td>18%</td>
<td>39%</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>As a place to raise children</td>
<td>16%</td>
<td>36%</td>
<td>29%</td>
<td>19%</td>
</tr>
<tr>
<td>Quality of new development</td>
<td>12%</td>
<td>36%</td>
<td>34%</td>
<td>19%</td>
</tr>
<tr>
<td>Appearance of commercial property</td>
<td>9%</td>
<td>34%</td>
<td>37%</td>
<td>20%</td>
</tr>
<tr>
<td>As a place where you would buy next home</td>
<td>14%</td>
<td>29%</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>How well the city is planning for growth</td>
<td>12%</td>
<td>31%</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>Value received for city taxes &amp; fees</td>
<td>10%</td>
<td>30%</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>Appearance of the city</td>
<td>9%</td>
<td>31%</td>
<td>34%</td>
<td>26%</td>
</tr>
<tr>
<td>Appearance of residential property</td>
<td>8%</td>
<td>30%</td>
<td>38%</td>
<td>23%</td>
</tr>
<tr>
<td>Quality of downtown Baytown</td>
<td>9%</td>
<td>28%</td>
<td>33%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2018 City of Baytown Community Survey)

More Than a 8-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (66% vs. 8%) with the Overall Quality of Services Provided by the City
Most Services Receive High Ratings, but There Are Concerns with Traffic Flow, Streets, and Stormwater Runoff/Flood Prevention.
Overall Quality of Services Provided by the City of Baytown

Legend
Mean rating on a 5-point scale

- 1.0-1.79 Very Dissatisfied
- 1.8-2.59 Dissatisfied
- 2.6-3.39 Neutral
- 3.4-4.19 Satisfied
- 4.2-5.0 Very Satisfied
- No Response
Major Finding #2
The City Is Moving in the Right Direction
Overall Satisfaction Index
2016 to 2018

derived from the mean overall satisfaction ratings provided by residents (Year 2016=100)

Baytown
- 2016: 100
- 2017: 102
- 2018: 103

U.S. Average
- 2016: 100
- 2017: 95
- 2018: 93

Source: ETC Institute (2018)
Satisfaction with **Major Categories of City Services**
2016 to 2018

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

- Fire services
- Library services
- Emergency medical services
- Police services
- Trash/recycling/yard waste services
- Parks and recreation programs and facilities
- Wastewater services
- Drinking water
- Customer service you receive from city employees
- Effectiveness of city communication w/ the public
- Enforcement of city codes and ordinances
- Animal control services
- Mgmt of stormwater runoff and flood prevention
- Maintenance of city streets
- Flow of traffic/congestion management in Baytown

Source: ETC Institute (2018 City of Baytown Community Survey)

**Significant Increases From 2017:**

**Significant Decreases From 2017:**
Satisfaction with Items That Influence Perceptions of the City of Baytown - 2016 to 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Quality of services provided by the city: 56% (2018), 61% (2017), 63% (2016)
- As a place to live: 57% (2018), 56% (2017), 56% (2016)
- Quality of life in the city: 56% (2018), 57% (2017), 58% (2016)
- Quality of your neighborhood: 57% (2018), 57% (2017), 60% (2016)
- As a place to raise children: 52% (2018), 55% (2017), 60% (2016)
- Quality of new development: 48% (2018), 57% (2017), 57% (2016)
- Appearance of commercial property: 43% (2018), 43% (2017), 54% (2016)
- As a place where you would buy next home: 42% (2018), 44% (2017), 43% (2016)
- How well the city is planning for growth: 43% (2018), 43% (2017), 43% (2016)
- Value received for city taxes & fees: 36% (2018), 38% (2017), 40% (2016)
- Appearance of the city: 40% (2018), 40% (2017), 41% (2016)
- Appearance of residential property: 39% (2018), 41% (2017), 42% (2016)
- Quality of downtown Baytown: 36% (2018), 38% (2017), 42% (2016)

Source: ETC Institute (2018 City of Baytown Community Survey)

Significant Increases From 2017: Quality of new development

Significant Decreases From 2017: How well the city is planning for growth
Satisfaction with Maintenance Services  
2016 to 2018 
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Landscaping in median on city streets: 2016 - 61%, 2017 - 60%, 2018 - 61%
- Maintenance of street signs & traffic signals: 2016 - 59%, 2017 - 59%, 2018 - 58%
- Mowing/trimming along city streets/public areas: 2016 - 152%, 2017 - 52%, 2018 - 60%
- Maintenance of major roadways: 2016 - 53%, 2017 - 52%, 2018 - 55%
- Maintenance of streets in your neighborhood: 2016 - 50%, 2017 - 49%, 2018 - 50%
- Maintenance of curbs/gutters on city streets: 2016 - 50%, 2017 - 48%, 2018 - 49%
- Cleanliness of city streets/other public areas: 2016 - 47%, 2017 - 50%, 2018 - 50%
- Maintenance of sidewalks in Baytown: 2016 - 42%, 2017 - 43%, 2018 - 49%
- Adequacy of city street lighting: 2016 - 46%, 2017 - 46%, 2018 - 47%
- Overall maintenance of city streets: 2016 - 39%, 2017 - 41%, 2018 - 41%

Source: ETC Institute (2018 City of Baytown Community Survey)

Significant Increases From 2017: 
Significant Decreases From 2017:
Satisfaction with **Transportation**
2016 to 2018

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

- **Traffic flow in & around your neighborhood**
  - 2018: 57%
  - 2017: 58%
  - 2016: 61%

- **Availability of sidewalks**
  - 2018: 43%
  - 2017: 33%
  - 2016: 32%

- **Availability of public transportation**
  - 2018: 41%
  - 2017: 41%
  - 2016: 35%

- **Traffic flow on state highways**
  - 2018: 42%
  - 2017: 47%
  - 2016: 34%

- **The job the city is doing to manage traffic**
  - 2018: 30%
  - 2017: 25%
  - 2016: 24%

- **Traffic flow on major city streets**
  - 2018: 11%
  - 2017: 13%
  - 2016: 9%

**Source:** ETC Institute (2018 City of Baytown Community Survey)

**Significant Increases From 2017:**

**Significant Decreases From 2017:**
Satisfaction with Drinking Water Service 2016 to 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don’t knows)

- Water pressure on a typical day: 79% in 2018, 73% in 2017, 79% in 2016
- Clarity of tap water: 60% in 2018, 52% in 2017, 55% in 2016
- City efforts to keep drinking water safe: 60% in 2018, 52% in 2017, 54% in 2016
- Color of tap water: 60% in 2018, 52% in 2017, 55% in 2016
- Smell of tap water: 58% in 2018, 51% in 2017, 54% in 2016
- Taste of tap water: 51% in 2018, 41% in 2017, 49% in 2016
- Amount paid for the City’s water: 29% in 2018, 33% in 2017, 33% in 2016

Source: ETC Institute (2018 City of Baytown Community Survey)

Significant Increases From 2017: Water pressure on a typical day

Significant Decreases From 2017: Taste of tap water
Satisfaction with Public Safety Services - 2016 to 2018

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

- Overall quality of local fire protection: 82% (2018), 83% (2017), 83% (2016)
- How quickly fire personnel respond to emergencies: 82% (2018), 83% (2017), 81% (2016)
- Overall quality of local ambulance service: 80% (2018), 79% (2017), 79% (2016)
- How quickly ambulance respond to emergencies: 79% (2018), 80% (2017), 80% (2016)
- Overall quality of local police protection: 75% (2018), 74% (2017), 70% (2016)
- How quickly police respond to emergencies: 69% (2018), 69% (2017), 66% (2016)
- Enforcement of local traffic laws: 64% (2018), 64% (2017), 64% (2016)
- The City's efforts to prevent crime: 63% (2018), 56% (2017), 56% (2016)
- Overall quality of animal control services: 43% (2018), 45% (2017), 45% (2016)

Source: ETC Institute (2018 City of Baytown Community Survey)

Significant Increases From 2017: ↑
Significant Decreases From 2017: ↓
Perceptions of Safety in Baytown
2016 to 2018

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

- In your neighborhood during the day: 82% (2018), 78% (2017), 82% (2016)
- In your neighborhood at night: 60% (2018), 55% (2017), 62% (2016)
- Overall feeling of safety in Baytown: 54% (2018), 49% (2017), 51% (2016)
- In commercial & retail areas: 37% (2018), 37% (2017), 37% (2016)
- In City parks: 39% (2018), 37% (2017), 37% (2016)

Source: ETC Institute (2018 City of Baytown Community Survey)
Satisfaction with Library Services 2016 to 2018

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

- Overall helpfulness of library staff: 84% (2018), 80% (2017), 74% (2016)
- Overall quality of available materials: 81% (2018), 78% (2017), 72% (2016)
- Overall size of the library: 77% (2018), 77% (2017), 69% (2016)
- Quality & quantity of programs for children: 74% (2018), 73% (2017), 65% (2016)
- Overall quality & quantity of e-learning materials: 71% (2018), 61% (2017), 65% (2016)
- Overall quality & quantity of programs for adults: 69% (2018), 65% (2017), 59% (2016)
- Overall quality & quantity of programs for teens: 68% (2018), 67% (2017), 60% (2016)

Source: ETC Institute (2018 City of Baytown Community Survey)

Significant Increases From 2017:  
Significant Decreases From 2017:
Major Finding #3

How Baytown Compares to Other Communities
Overall Satisfaction with Various City Services
Baytown vs. Texas 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)

- Library services: Baytown 67%, Texas 64%, U.S. 66%
- Trash/recycling/yard waste services: Baytown 74%, Texas 69%, U.S. 69%
- Parks and recreation programs and facilities: Baytown 74%, Texas 64%, U.S. 64%
- Quality of services provided by the city: Baytown 66%, Texas 49%, U.S. 47%
- Wastewater services: Baytown 63%, Texas 59%, U.S. 59%
- Customer service you receive from city employees: Baytown 59%, Texas 47%, U.S. 47%
- Effectiveness of city communication w/ the public: Baytown 48%, Texas 47%, U.S. 47%
- Enforcement of city codes and ordinances: Baytown 52%, Texas 47%, U.S. 47%
- Mgmt of stormwater runoff and flood prevention: Baytown 48%, Texas 40%, U.S. 40%
- Maintenance of city streets: Baytown 38%, Texas 38%, U.S. 41%
- Flow of traffic/congestion management in Baytown: Baytown 23%, Texas 49%, U.S. 51%

Source: 2018 ETC Institute

Significantly Higher: ➤
Significantly Lower: ➥
Overall Satisfaction with Maintenance Services
Baytown vs. Texas 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)

- Landscaping in median on city streets: Baytown 61%, Texas 47%, U.S. 54%
- Maintenance of street signs & traffic signals: Baytown 71%, Texas 62%, U.S. 59%
- Mowing/trimming along city streets/public areas: Baytown 59%, Texas 59%, U.S. 54%
- Maintenance of major roadways: Baytown 53%, Texas 50%, U.S. 51%
- Maintenance of streets in your neighborhood: Baytown 51%, Texas 50%, U.S. 48%
- Cleanliness of city streets/other public areas: Baytown 62%, Texas 62%, U.S. 50%
- Maintenance of sidewalks in Baytown: Baytown 49%, Texas 47%, U.S. 46%
- Adequacy of city street lighting: Baytown 55%, Texas 56%, U.S. 55%
- Maintenance of stormwater ditches: Baytown 46%, Texas 41%, U.S. 39%

Source: 2018 ETC Institute
Overall Satisfaction with Public Safety Services
Baytown vs. Texas 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)

<table>
<thead>
<tr>
<th>Service</th>
<th>Baytown</th>
<th>Texas</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of local fire protection</td>
<td>82%</td>
<td>78%</td>
<td>83%</td>
</tr>
<tr>
<td>How quickly fire personnel respond to emergencies</td>
<td>75%</td>
<td>84%</td>
<td>82%</td>
</tr>
<tr>
<td>Overall quality of local ambulance service</td>
<td>74%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>How quickly ambulance respond to emergencies</td>
<td>73%</td>
<td>79%</td>
<td>78%</td>
</tr>
<tr>
<td>Overall quality of local police protection</td>
<td>62%</td>
<td>69%</td>
<td>75%</td>
</tr>
<tr>
<td>How quickly police respond to emergencies</td>
<td>63%</td>
<td>65%</td>
<td>70%</td>
</tr>
<tr>
<td>Enforcement of local traffic laws</td>
<td>64%</td>
<td>64%</td>
<td>65%</td>
</tr>
<tr>
<td>The City's efforts to prevent crime</td>
<td>55%</td>
<td>56%</td>
<td>63%</td>
</tr>
<tr>
<td>Overall feeling of safety in Baytown</td>
<td>54%</td>
<td>62%</td>
<td>69%</td>
</tr>
<tr>
<td>Overall quality of animal control services</td>
<td>43%</td>
<td>56%</td>
<td>58%</td>
</tr>
</tbody>
</table>

Source: 2018 ETC Institute

Significantly Higher: ▲
Significantly Lower: ▼
Overall Satisfaction with Public Services
Baytown vs. Texas 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)

- Residential trash collection services: Baytown 83%, Texas 73%, U.S. 73%
- Curbside recycling services: Baytown 81%, Texas 71%, U.S. 69%
- Water pressure on a typical day: Baytown 79%, Texas 71%, U.S. 71%
- Yardwaste removal services: Baytown 66%, Texas 67%, U.S. 67%
- Wastewater (sewer) treatment service: Baytown 63%, Texas 65%, U.S. 71%
- Smell of tap water: Baytown 58%, Texas 59%, U.S. 67%
- Taste of tap water: Baytown 51%, Texas 64%, U.S. 67%

Source: 2018 ETC Institute

Significantly Higher: ➡️
Significantly Lower: ⬇️
Overall Satisfaction with Customer Service
Baytown vs. Texas 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)

- **They were courteous and polite**
  - Baytown: 77%
  - Texas: 66%
  - U.S.: 68%
- **They gave prompt/accurate/complete answers**
  - Baytown: 61%
  - Texas: 54%
  - U.S.: 58%
- **Did what they said in a timely manner**
  - Baytown: 59%
  - Texas: 56%
  - U.S.: 59%
- **Helped resolve issue to your satisfaction**
  - Baytown: 59%
  - Texas: 50%
  - U.S.: 50%

Source: 2018 ETC Institute

**Significantly Higher:**

**Significantly Lower:**
Major Finding #4
Priorities for Improvement
# 2018 Importance-Satisfaction Rating

**City of Baytown**

## Major Categories of City Services

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall flow of traffic &amp; congestion management</td>
<td>59%</td>
<td>1</td>
<td>23%</td>
<td>15</td>
<td>0.4496</td>
<td>1</td>
</tr>
<tr>
<td>Overall maintenance of City streets</td>
<td>48%</td>
<td>2</td>
<td>40%</td>
<td>14</td>
<td>0.2856</td>
<td>2</td>
</tr>
<tr>
<td>Management of stormwater runoff &amp; flood prevention</td>
<td>36%</td>
<td>3</td>
<td>40%</td>
<td>13</td>
<td>0.2165</td>
<td>3</td>
</tr>
<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall enforcement of City codes &amp; ordinances</td>
<td>23%</td>
<td>5</td>
<td>47%</td>
<td>11</td>
<td>0.1199</td>
<td>4</td>
</tr>
<tr>
<td>Overall quality of animal control services</td>
<td>19%</td>
<td>7</td>
<td>47%</td>
<td>12</td>
<td>0.1025</td>
<td>5</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall quality of drinking water</td>
<td>20%</td>
<td>6</td>
<td>61%</td>
<td>8</td>
<td>0.0772</td>
<td>6</td>
</tr>
<tr>
<td>Effectiveness of City communication with the public</td>
<td>14%</td>
<td>9</td>
<td>48%</td>
<td>10</td>
<td>0.0709</td>
<td>7</td>
</tr>
<tr>
<td>Overall quality of police services</td>
<td>25%</td>
<td>4</td>
<td>79%</td>
<td>4</td>
<td>0.0526</td>
<td>8</td>
</tr>
<tr>
<td>Quality of customer service provided by City employees</td>
<td>11%</td>
<td>11</td>
<td>59%</td>
<td>9</td>
<td>0.0469</td>
<td>9</td>
</tr>
<tr>
<td>Quality of parks &amp; recreation programs &amp; facilities</td>
<td>15%</td>
<td>8</td>
<td>74%</td>
<td>6</td>
<td>0.0402</td>
<td>10</td>
</tr>
<tr>
<td>Overall quality of trash, recycling &amp; yard waste collection services</td>
<td>10%</td>
<td>12</td>
<td>74%</td>
<td>5</td>
<td>0.0266</td>
<td>11</td>
</tr>
<tr>
<td>Overall quality of wastewater services</td>
<td>6%</td>
<td>14</td>
<td>63%</td>
<td>7</td>
<td>0.0213</td>
<td>12</td>
</tr>
<tr>
<td>Overall quality of emergency medical services</td>
<td>12%</td>
<td>10</td>
<td>83%</td>
<td>3</td>
<td>0.0191</td>
<td>13</td>
</tr>
<tr>
<td>Overall quality of fire services</td>
<td>9%</td>
<td>13</td>
<td>87%</td>
<td>1</td>
<td>0.0113</td>
<td>14</td>
</tr>
<tr>
<td>Overall quality of library services</td>
<td>2%</td>
<td>15</td>
<td>86%</td>
<td>2</td>
<td>0.0025</td>
<td>15</td>
</tr>
</tbody>
</table>

---

**Overall Priorities:**
# 2018 Importance-Satisfaction Rating
## City of Baytown
### Maintenance Services

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
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</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall maintenance of City streets</td>
<td>41%</td>
<td>1</td>
<td>39%</td>
<td>10</td>
<td>0.2507</td>
<td>1</td>
</tr>
<tr>
<td>Maintenance of stormwater ditches</td>
<td>36%</td>
<td>2</td>
<td>39%</td>
<td>11</td>
<td>0.2201</td>
<td>2</td>
</tr>
<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adequacy of City street lighting</td>
<td>26%</td>
<td>4</td>
<td>46%</td>
<td>9</td>
<td>0.1391</td>
<td>3</td>
</tr>
<tr>
<td>Cleanliness of City streets &amp; other public areas</td>
<td>26%</td>
<td>3</td>
<td>50%</td>
<td>7</td>
<td>0.1323</td>
<td>4</td>
</tr>
<tr>
<td>Maintenance of streets in your neighborhood</td>
<td>25%</td>
<td>6</td>
<td>50%</td>
<td>5</td>
<td>0.1230</td>
<td>5</td>
</tr>
<tr>
<td>Maintenance of major roadways</td>
<td>25%</td>
<td>5</td>
<td>53%</td>
<td>4</td>
<td>0.1184</td>
<td>6</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of sidewalks in Baytown</td>
<td>14%</td>
<td>7</td>
<td>49%</td>
<td>8</td>
<td>0.0742</td>
<td>7</td>
</tr>
<tr>
<td>Maintenance of curbs &amp; gutters on City streets</td>
<td>14%</td>
<td>8</td>
<td>50%</td>
<td>6</td>
<td>0.0694</td>
<td>8</td>
</tr>
<tr>
<td>Maintenance of street signs &amp; traffic signals</td>
<td>13%</td>
<td>9</td>
<td>59%</td>
<td>2</td>
<td>0.0514</td>
<td>9</td>
</tr>
<tr>
<td>Mowing &amp; trimming along City streets &amp; other public area</td>
<td>12%</td>
<td>10</td>
<td>59%</td>
<td>3</td>
<td>0.0478</td>
<td>10</td>
</tr>
<tr>
<td>Quality of landscaping in median on City streets</td>
<td>8%</td>
<td>11</td>
<td>61%</td>
<td>1</td>
<td>0.0307</td>
<td>11</td>
</tr>
</tbody>
</table>

**Maintenance Priorities:**

1. Overall maintenance of City streets
2. Maintenance of stormwater ditches
3. Adequacy of City street lighting
4. Cleanliness of City streets & other public areas
5. Maintenance of streets in your neighborhood
6. Maintenance of major roadways
7. Maintenance of sidewalks in Baytown
8. Maintenance of curbs & gutters on City streets
9. Maintenance of street signs & traffic signals
10. Mowing & trimming along City streets & other public area
11. Quality of landscaping in median on City streets
# 2018 Importance-Satisfaction Rating

## City of Baytown

### Public Safety Services

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall quality of animal control services</td>
<td>33%</td>
<td>3</td>
<td>43%</td>
<td>9</td>
<td>0.1867</td>
<td>1</td>
</tr>
<tr>
<td>City's efforts to prevent crime</td>
<td>45%</td>
<td>1</td>
<td>63%</td>
<td>8</td>
<td>0.1676</td>
<td>2</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt;.10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall quality of local police protection</td>
<td>36%</td>
<td>2</td>
<td>75%</td>
<td>5</td>
<td>0.0895</td>
<td>3</td>
</tr>
<tr>
<td>Enforcement of local traffic laws</td>
<td>24%</td>
<td>5</td>
<td>64%</td>
<td>7</td>
<td>0.0877</td>
<td>4</td>
</tr>
<tr>
<td>How quickly police respond to emergencies</td>
<td>26%</td>
<td>4</td>
<td>69%</td>
<td>6</td>
<td>0.0824</td>
<td>5</td>
</tr>
<tr>
<td>How quickly ambulance personnel respond to emergencies</td>
<td>12%</td>
<td>6</td>
<td>79%</td>
<td>4</td>
<td>0.0244</td>
<td>6</td>
</tr>
<tr>
<td>Overall quality of local fire protection</td>
<td>10%</td>
<td>7</td>
<td>82%</td>
<td>1</td>
<td>0.0187</td>
<td>7</td>
</tr>
<tr>
<td>Overall quality of local ambulance service</td>
<td>9%</td>
<td>9</td>
<td>80%</td>
<td>3</td>
<td>0.0183</td>
<td>8</td>
</tr>
<tr>
<td>How quickly fire personnel respond to emergencies</td>
<td>9%</td>
<td>8</td>
<td>82%</td>
<td>2</td>
<td>0.0167</td>
<td>9</td>
</tr>
</tbody>
</table>
## 2018 Importance-Satisfaction Rating

City of Baytown

### Parks and Recreation

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Priority (IS .10-20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of walking &amp; biking trails</td>
<td>33%</td>
<td>1</td>
<td>56%</td>
<td>5</td>
<td>0.1447</td>
<td>1</td>
</tr>
<tr>
<td>Senior recreation opportunities</td>
<td>18%</td>
<td>4</td>
<td>43%</td>
<td>12</td>
<td>0.1024</td>
<td>2</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt;.10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appearance &amp; maintenance of City parks</td>
<td>31%</td>
<td>2</td>
<td>72%</td>
<td>1</td>
<td>0.0853</td>
<td>3</td>
</tr>
<tr>
<td>City's youth athletic programs</td>
<td>15%</td>
<td>6</td>
<td>48%</td>
<td>8</td>
<td>0.0764</td>
<td>4</td>
</tr>
<tr>
<td>Quality of City's indoor recreation facilities</td>
<td>12%</td>
<td>7</td>
<td>47%</td>
<td>9</td>
<td>0.0656</td>
<td>5</td>
</tr>
<tr>
<td>Special events sponsored by City</td>
<td>19%</td>
<td>3</td>
<td>69%</td>
<td>2</td>
<td>0.0599</td>
<td>6</td>
</tr>
<tr>
<td>Fees charged for recreation programs</td>
<td>10%</td>
<td>8</td>
<td>43%</td>
<td>13</td>
<td>0.0598</td>
<td>7</td>
</tr>
<tr>
<td>Number of City parks</td>
<td>16%</td>
<td>5</td>
<td>67%</td>
<td>3</td>
<td>0.0505</td>
<td>8</td>
</tr>
<tr>
<td>City aquatics facilities</td>
<td>10%</td>
<td>9</td>
<td>55%</td>
<td>6</td>
<td>0.0431</td>
<td>9</td>
</tr>
<tr>
<td>City's adult athletic programs</td>
<td>8%</td>
<td>11</td>
<td>44%</td>
<td>11</td>
<td>0.0422</td>
<td>10</td>
</tr>
<tr>
<td>Quality of outdoor athletic fields</td>
<td>8%</td>
<td>10</td>
<td>60%</td>
<td>4</td>
<td>0.0312</td>
<td>11</td>
</tr>
<tr>
<td>Quality of City aquatics programs</td>
<td>6%</td>
<td>12</td>
<td>51%</td>
<td>7</td>
<td>0.0305</td>
<td>12</td>
</tr>
<tr>
<td>Ease of registering for programs</td>
<td>5%</td>
<td>13</td>
<td>45%</td>
<td>10</td>
<td>0.0262</td>
<td>13</td>
</tr>
</tbody>
</table>
Summary
Residents Have a Positive Perception of the City
- 66% are satisfied with the overall quality of City services; only 8% are dissatisfied

The City Is Moving in the Right Direction
- Satisfaction ratings have increased or stayed the same in 71 of 104 areas since 2017, and increased or stayed the same in 83 of 104 areas since 2016

Baytown Rates Higher Than Other Cities in the Overall Quality of City Services
- The City rated 19% above the Texas average and 17% above the U.S. Average in the overall quality of services provided by the City

Baytown Rates Higher Than Other Cities in Providing Customer Service
- The City rated 16% above the Texas average and 12% above the U.S. Average in the quality of customer service provided by City employees

Overall Priorities for Improvement:
- Traffic Flow/Congestion Management
- Maintenance of City Streets
- Stormwater Runoff/Flood Prevention
Questions?

THANK YOU!!