2014 City of Baytown Community Survey Findings

Presented by
ETC Institute

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ETC Institute

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...helping city and county governments gather and use survey data to enhance organizational performance for 30 years

More than 1,850,000 Persons Surveyed for more than 800 cities in 48 States
Agenda

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

• To objectively assess resident satisfaction with the delivery of City services

• To gather input from residents about city priorities

• To provide a benchmark for tracking performance over time
Methodology

• Survey Description
  – 7 page survey
  – took approximately 20 minutes to complete

• Method of Administration
  – mailed to random sample households in the City
  – Residents given the option to participate by mail or phone

• Sample size:
  – 408 residents completed the survey
  – 154 by phone, 198 by mail, and 57 completed it on-line

• Confidence level: 95%; Margin of error: +/- 5.0%

• Demographics of the sample mirror the most recent Census estimates

• Home addresses of the respondents were geocoded to allow us to map the results of the survey
The City’s overall satisfaction rating is **significantly higher** than other cities.

Baytown’s customer service ratings are **among the very best in the nation.**

In order to improve overall satisfaction with city services, the City should emphasize improvements in areas that are of high importance to residents where satisfaction levels are lower, such as:

- Traffic flow/congestion management
- Street maintenance and street lighting
Topic #1

Perceptions of the City
Q1. Satisfaction With Major Categories of City Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- Police, fire, & ambulance services: 35% (Very Satisfied), 50% (Satisfied), 11% (Neutral), 5% (Dissatisfied)
- Solid waste services in Baytown: 35% (Very Satisfied), 49% (Satisfied), 10% (Neutral), 7% (Dissatisfied)
- Parks and recreation programs and facilities: 32% (Very Satisfied), 46% (Satisfied), 17% (Neutral), 5% (Dissatisfied)
- Customer service you receive from city employees: 30% (Very Satisfied), 45% (Satisfied), 20% (Neutral), 5% (Dissatisfied)
- City’s stormwater runoff/stormwater mgmt system: 17% (Very Satisfied), 48% (Satisfied), 25% (Neutral), 11% (Dissatisfied)
- Effectiveness of city communication w/ the public: 21% (Very Satisfied), 43% (Satisfied), 28% (Neutral), 8% (Dissatisfied)
- City water and sewer utilities: 20% (Very Satisfied), 41% (Satisfied), 26% (Neutral), 13% (Dissatisfied)
- Enforcement of city codes and ordinances: 11% (Very Satisfied), 43% (Satisfied), 28% (Neutral), 19% (Dissatisfied)
- Maintenance of city streets/buildings/facilities: 8% (Very Satisfied), 37% (Satisfied), 32% (Neutral), 23% (Dissatisfied)
- Flow of traffic/congestion management in Baytown: 7% (Very Satisfied), 28% (Satisfied), 23% (Neutral), 43% (Dissatisfied)

Source: ETC Institute (2014 City of Baytown Community Survey)
Q3. Satisfaction With Items That Influence Perceptions of the City of Baytown

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- **Quality of services provided by Baytown**: 20% Very Satisfied (5), 54% Satisfied (4), 22% Neutral (3), 4% Dissatisfied (1/2)
- **Overall quality of your neighborhood**: 20% Very Satisfied (5), 40% Satisfied (4), 25% Neutral (3), 15% Dissatisfied (1/2)
- **Overall quality of life in the City**: 16% Very Satisfied (5), 44% Satisfied (4), 29% Neutral (3), 12% Dissatisfied (1/2)
- **Value received for tax dollars/fees**: 13% Very Satisfied (5), 37% Satisfied (4), 39% Neutral (3), 11% Dissatisfied (1/2)
- **Overall image of the City**: 13% Very Satisfied (5), 38% Satisfied (4), 26% Neutral (3), 25% Dissatisfied (1/2)

Source: ETC Institute (2014 City of Baytown Community Survey)
Satisfaction with Issues that Influence Perceptions of the City
Baytown vs. Southwest 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)

- Quality of services provided by Baytown: 74% (Baytown), 59% (Southwest), 57% (U.S.)
- Overall quality of life in the City: 77% (Baytown), 77% (Southwest), 80% (U.S.)
- Value received for tax dollars/fees: 70% (Baytown), 50% (Southwest), 47% (U.S.)
- Overall image of the City: 72% (Baytown), 49% (Southwest), 70% (U.S.)

Source: 2014 ETC Institute
Q4. Overall Ratings of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

As a place to work
- Excellent (5): 30%
- Good (4): 41%
- Neutral (3): 19%
- Below Average/Poor (1/2): 9%

As a place to live
- Excellent (5): 20%
- Good (4): 48%
- Neutral (3): 20%
- Below Average/Poor (1/2): 13%

As a place to raise children
- Excellent (5): 18%
- Good (4): 43%
- Neutral (3): 21%
- Below Average/Poor (1/2): 18%

As a place to buy your next home
- Excellent (5): 17%
- Good (4): 29%
- Neutral (3): 24%
- Below Average/Poor (1/2): 30%

Source: ETC Institute (2014 City of Baytown Community Survey)
Topic #2

How Overall Satisfaction Levels Vary in Different Areas of the City
Q3a. Satisfaction with overall quality of services provided by the City of Baytown

LEGEND
Mean rating on a 5-point scale, where:
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2014 City of Baytown Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

All Areas of The City Gave Similar Ratings
Topic #3
Areas With the Highest and Lowest Satisfaction Ratings
Areas With the Highest Satisfaction Ratings

- Residential trash collection services (91%)
- City employees were courteous and polite (88%)
- How quickly ambulances respond to emergencies (86%)
- Overall helpfulness of library staff (86%)
- Police, fire, & ambulance services (85%)
- How quickly fire personnel respond to emergencies (85%)
- Curbside recycling services (85%)
- Solid waste services (84%)
- Overall quality of available library materials (84%)
Areas With the Lowest Satisfaction Ratings

- Availability of bicycle lanes (22%)
- Redevelopment of abandoned/under-utilized property (24%)
- Availability of pedestrian walkways (34%)
- Redevelopment of downtown Baytown (34%)
- Flow of traffic/congestion management in Baytown (35%)
- Amount paid for the City’s water (35%)
- Feeling of safety in City parks (35%)
Topic #4

Trends from 2013-14
Areas that **INCREASED** Most

- How quickly ambulances respond to emergencies
- Solid waste services
- Overall quality of local ambulance service
- City employees gave prompt/accurate/complete answers
- City’s citizen newsletter
Areas that **DECREASED** Most

- Ease of north/south travel in Baytown
- Exterior maintenance of residential property
- Redevelopment of waterfront
- Other city recreation programs
- Quality of the City’s indoor recreation facilities
- Overall feeling of safety in Baytown
Topic #5
How Baytown Compares to Other Communities
Overall Satisfaction with Various City Services
Baytown vs. Southwest 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)

- Police, fire, & ambulance services
- Solid waste services in Baytown
- Parks and recreation programs and facilities
- Customer service received from city employees
- City’s stormwater runoff/stormwater mgmt system
- Effectiveness of communication with public
- City water and sewer utilities
- Enforcement of city codes and ordinances
- Maintenance of city streets/buildings/facilities
- Flow of traffic and congestion management

Source: 2014 ETC Institute
Overall Ratings of the Community
Baytown vs. Southwest vs. the U.S.

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

- As a place to work: 71% Baytown, 59% Southwest, 58% U.S.
- As a place to live: 80% Baytown, 84% Southwest, 80% U.S.
- As a place to raise children: 61% Baytown, 77% Southwest, 80% U.S.
- How well the City is planning for growth: 46% Baytown, 46% Southwest, 44% U.S.

Source: 2014 ETC Institute
Overall Satisfaction with Customer Service
Baytown vs. Southwest 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: 88%
  - Southwest: 73%
  - U.S.: 69%

- They gave prompt/accurate/complete answers
  - Baytown: 81%
  - Southwest: 70%
  - U.S.: 61%

- Did what they said in a timely manner
  - Baytown: 75%
  - Southwest: 59%
  - U.S.: 56%

- Helped resolve issue to your satisfaction
  - Baytown: 71%
  - Southwest: 58%
  - U.S.: 56%

Source: 2014 ETC Institute
Topic #6
Opportunities for Improvement
Q2. Major Categories of City Services That Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

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

- Flow of traffic and congestion management: 59%
- Maintenance of city streets/buildings/facilities: 53%
- City water and sewer utilities: 25%
- Police, fire, & ambulance services: 24%
- Enforcement of city codes and ordinances: 20%
- City's stormwater runoff/stormwater mgmt system: 15%
- Parks and recreation programs and facilities: 14%
- Effectiveness of city communication w/ the public: 13%
- Solid waste services in Baytown: 11%
- Customer service you receive from city employees: 5%

Source: ETC Institute (2014 City of Baytown Community Survey)
### Importance-Satisfaction Rating

#### 2013 City of Baytown Community Survey

**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 (I-S &gt; 20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flow of traffic and congestion management in Baytown</td>
<td>49%</td>
<td>2</td>
<td>41%</td>
<td>10</td>
<td>0.2892</td>
<td>1</td>
</tr>
<tr>
<td>Maintenance of city streets, buildings &amp; facilities</td>
<td>49%</td>
<td>1</td>
<td>47%</td>
<td>9</td>
<td>0.2612</td>
<td>2</td>
</tr>
<tr>
<td><strong>Medium Priority (I-S &lt; 10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City water and sewer utilities</td>
<td>25%</td>
<td>3</td>
<td>61%</td>
<td>7</td>
<td>0.0959</td>
<td>3</td>
</tr>
<tr>
<td>Enforcement of city codes and ordinances</td>
<td>15%</td>
<td>5</td>
<td>56%</td>
<td>8</td>
<td>0.0675</td>
<td>4</td>
</tr>
<tr>
<td>City's stormwater runoff/stormwater management system</td>
<td>14%</td>
<td>7</td>
<td>64%</td>
<td>6</td>
<td>0.0494</td>
<td>5</td>
</tr>
<tr>
<td>Police, fire, &amp; ambulance services</td>
<td>24%</td>
<td>4</td>
<td>83%</td>
<td>1</td>
<td>0.0405</td>
<td>6</td>
</tr>
<tr>
<td>Parks and recreation programs and facilities</td>
<td>14%</td>
<td>6</td>
<td>74%</td>
<td>3</td>
<td>0.0376</td>
<td>7</td>
</tr>
<tr>
<td>Effectiveness of city communication with the public</td>
<td>9%</td>
<td>9</td>
<td>68%</td>
<td>5</td>
<td>0.0298</td>
<td>8</td>
</tr>
<tr>
<td>Solid waste services in Baytown</td>
<td>12%</td>
<td>8</td>
<td>78%</td>
<td>2</td>
<td>0.0260</td>
<td>9</td>
</tr>
<tr>
<td>Customer service you receive from city employees</td>
<td>8%</td>
<td>10</td>
<td>73%</td>
<td>4</td>
<td>0.0201</td>
<td>10</td>
</tr>
</tbody>
</table>

**Overall Priorities:**
## Importance-Satisfaction Rating
### 2014 City of Baytown Community Survey

**Major Categories of City Services**

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<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>Flow of traffic/congestion management in Baytown</td>
<td>59%</td>
<td>1</td>
<td>35%</td>
<td>10</td>
<td>0.3848</td>
<td>1</td>
</tr>
<tr>
<td>Maintenance of city streets/buildings/facilities</td>
<td>53%</td>
<td>2</td>
<td>45%</td>
<td>9</td>
<td>0.2909</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>City water and sewer utilities</td>
<td>25%</td>
<td>3</td>
<td>61%</td>
<td>7</td>
<td>0.0971</td>
<td>3</td>
</tr>
<tr>
<td>Enforcement of city codes and ordinances</td>
<td>20%</td>
<td>5</td>
<td>54%</td>
<td>8</td>
<td>0.0906</td>
<td>4</td>
</tr>
<tr>
<td>City's stormwater runoff/stormwater mgmt system</td>
<td>15%</td>
<td>6</td>
<td>65%</td>
<td>5</td>
<td>0.0509</td>
<td>5</td>
</tr>
<tr>
<td>Effectiveness of city communication w/ the public</td>
<td>13%</td>
<td>8</td>
<td>64%</td>
<td>6</td>
<td>0.0467</td>
<td>6</td>
</tr>
<tr>
<td>Police, fire, &amp; ambulance services</td>
<td>24%</td>
<td>4</td>
<td>85%</td>
<td>1</td>
<td>0.0353</td>
<td>7</td>
</tr>
<tr>
<td>Parks and recreation programs and facilities</td>
<td>14%</td>
<td>7</td>
<td>78%</td>
<td>3</td>
<td>0.0307</td>
<td>8</td>
</tr>
<tr>
<td>Solid waste services in Baytown</td>
<td>11%</td>
<td>9</td>
<td>84%</td>
<td>2</td>
<td>0.0188</td>
<td>9</td>
</tr>
<tr>
<td>Customer service you receive from city employees</td>
<td>5%</td>
<td>10</td>
<td>75%</td>
<td>4</td>
<td>0.0124</td>
<td>10</td>
</tr>
</tbody>
</table>

*Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)
## City of Baytown Community Survey

### Importance-Satisfaction Assessment Matrix

#### Major Categories of City Services

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

<table>
<thead>
<tr>
<th>Importance Rating</th>
<th>Satisfaction Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lower Importance</strong></td>
<td><strong>Less Important</strong></td>
</tr>
<tr>
<td><strong>Higher Importance</strong></td>
<td><strong>Continued Emphasis</strong></td>
</tr>
<tr>
<td><strong>Opportunities for Improvement</strong></td>
<td><strong>Maintenance of city streets/buildings/facilities</strong></td>
</tr>
<tr>
<td><strong>Flow of traffic &amp; congestion management</strong></td>
<td></td>
</tr>
</tbody>
</table>

- **Exceeded Expectations** (lower importance: higher satisfaction)
  - Police, fire, & ambulance services
  - Solid waste services in Baytown
  - Parks and recreation programs & facilities
  - Customer service you receive from city employees
  - City's stormwater runoff/stormwater mgmt. system

- **Continued Emphasis** (higher importance: higher satisfaction)
  - Effectiveness of city communication with the public
  - Enforcement of city codes and ordinances
  - City water and sewer utilities

Source: ETC Institute (2014)
Summary

- The City’s overall satisfaction rating is significantly higher than other cities.
- Baytown’s customer service ratings are among the very best in the nation.
- In order to improve overall satisfaction with city services, the City should emphasize improvements in areas that are of high importance to residents where satisfaction levels are lower, such as:
  - Traffic flow/congestion management
  - Street maintenance and street lighting
Questions?

THANK YOU