2013 City of Baytown Community Survey Findings

Presented by
ETC Institute

April 2013
ETC Institute

A National Leader in Market Research for Local Governmental Organizations

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

More than 1,750,000 Persons Surveyed for more than 500 cities in 48 States
Agenda

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

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

• To gather input from residents about city priorities

• To provide a benchmark for tracking future performance
Methodology

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

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

• Sample size:
  – 400 completed mail and phone surveys
  – 167 phone and 233 mail surveys

• Confidence level: 95%
• Margin of error: +/- 5.0%
The City’s overall satisfaction rating is significantly higher than other cities
Residents generally have a positive Perception of the City
Overall Satisfaction is Generally the Same Throughout the City
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
- Visibility of police and crime prevention
- Teen recreation opportunities/walking & biking trails
- Redevelopment of abandoned/under-utilized properties
Topic #1

Perceptions of the City
95% of Residents Were Satisfied or Neutral With the Overall Quality of Services; Only 5% Were Dissatisfied
More Than Three-Fourths (76%) of Residents Gave Positive Ratings for the City As a Place to Work and 68% Gave Positive Ratings for the City As a Place to Live
With the Exception of the Flow of Traffic and Congestion Management, in the City Fewer than 27% of those Surveyed Were Dissatisfied with Any of the Major City Services That Were Rated.
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

2013 City of Baytown Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)
Topic #3

Areas With the Highest and Lowest Satisfaction Ratings
Areas With the Highest Levels of Satisfaction

- Residential trash collection services (90%)
- Overall helpfulness of library staff (89%)
- Curbside recycling services (87%)
- Overall quality of available library materials (87%)
- City employees were courteous and polite (85%)
- How quickly fire personnel respond to emergencies (84%)
- Overall size of the library (84%)
- Police, fire, & ambulance services (83%)
- How quickly ambulance respond to emergencies (81%)
Areas With the Lowest Satisfaction Ratings

- Availability of bicycle lanes (27%)
- Redevelopment of abandoned and under-utilized properties (28%)
- Availability of pedestrian walkways (36%)
- Feeling of safety in City parks (36%)
- Resident level of public involvement in budget process (37%)
Topic #4
How Baytown Compares to Other Communities
<table>
<thead>
<tr>
<th>Service</th>
<th>Baytown</th>
<th>Southwest</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police, fire, &amp; ambulance services</td>
<td>76%</td>
<td>80%</td>
<td>83%</td>
</tr>
<tr>
<td>Solid waste services in Baytown</td>
<td>78%</td>
<td>77%</td>
<td>77%</td>
</tr>
<tr>
<td>Parks and recreation programs and facilities</td>
<td>63%</td>
<td>74%</td>
<td>74%</td>
</tr>
<tr>
<td>Customer service received from city employees</td>
<td>57%</td>
<td>73%</td>
<td>73%</td>
</tr>
<tr>
<td>Effectiveness of communication with public</td>
<td>44%</td>
<td>46%</td>
<td>68%</td>
</tr>
<tr>
<td>City’s stormwater runoff/stormwater mgmt system</td>
<td>64%</td>
<td>64%</td>
<td>64%</td>
</tr>
<tr>
<td>Enforcement of city codes and ordinances</td>
<td>51%</td>
<td>50%</td>
<td>56%</td>
</tr>
<tr>
<td>Maintenance of city streets/buildings/facilities</td>
<td>41%</td>
<td>47%</td>
<td>41%</td>
</tr>
<tr>
<td>Flow of traffic and congestion management</td>
<td>41%</td>
<td>48%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Source: 2013 ETC Institute
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: Baytown 74%, Southwest 59%, U.S. 57%
- Overall quality of life in the City: Baytown 62%, Southwest 77%, U.S. 80%
- Overall image of the City: Baytown 52%, Southwest 70%, U.S. 72%
- Value received for tax dollars/fees: Baytown 51%, Southwest 47%, U.S. 45%

Source: 2013 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: 85%
  - Southwest: 73%
  - U.S.: 69%

- They gave prompt/accurate/complete answers
  - Baytown: 75%
  - Southwest: 70%
  - U.S.: 61%

- Did what they said in a timely manner
  - Baytown: 71%
  - Southwest: 59%
  - U.S.: 56%

- Helped resolve issue to your satisfaction
  - Baytown: 68%
  - Southwest: 58%
  - U.S.: 56%

Source: 2013 ETC Institute

Significantly Higher: ↑
Significantly Lower: ↓
Overall Satisfaction with City Maintenance
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)

- Maintenance of street signs: Baytown 70%, Southwest 69%, U.S. 77%
- Maintenance of traffic signals: Baytown 73%, Southwest 73%, U.S. 77%
- Mowing/trimming along city streets/public areas: Baytown 66%, Southwest 68%, U.S. 63%
- Cleanliness of city streets/other public areas: Baytown 59%, Southwest 63%, U.S. 64%
- Maintenance of streets in YOUR neighborhood: Baytown 55%, Southwest 55%, U.S. 56%
- Adequacy of city street lighting: Baytown 52%, Southwest 57%, U.S. 63%
- Overall maintenance of city streets: Baytown 51%, Southwest 58%, U.S. 59%
- Maintenance of sidewalks in Baytown: Baytown 48%, Southwest 54%, U.S. 52%

Source: 2013 ETC Institute
Overall Satisfaction with Public Safety 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)

- How quickly fire personnel respond to emergencies
- How quickly ambulance respond to emergencies
- Overall quality of local fire protection
- Overall quality of local ambulance service
- Disaster/hurricane education/preparedness programs
- Overall quality of local police protection
- Fire-related education programs
- How quickly police respond to emergencies
- Enforcement of local traffic laws
- Police-related education programs
- The visibility of police in neighborhoods
- Overall quality of animal control
- The visibility of police in retail areas
- The City’s efforts to prevent crime

Source: 2013 ETC Institute

Significantly Higher: 🔺
Significantly Lower: 🔻
Topic #5

Opportunities for Improvement
## 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 (IS &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 (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>0.0959</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:
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)

**Mean Importance**

- **Exceeded Expectations**
  - Lower importance/higher satisfaction
  - Solid waste services in Baytown
  - Customer service you receive from city employees
  - Effectiveness of city communication with the public

- **Continued Emphasis**
  - Higher importance/higher satisfaction
  - Police, fire, & ambulance services
  - Parks and recreation programs & facilities

- **Less Important**
  - Lower importance/lower satisfaction
  - City's stormwater runoff/stormwater management system
  - Enforcement of city codes and ordinances

- **Lower Importance**
  - Higher importance/lower satisfaction
  - City water and sewer utilities
  - Maintenance of city streets, buildings & facilities
  - Flow of traffic and congestion management in Baytown

Source: ETC Institute (2013)
## Development and Redevelopment Priorities

### Importance-Satisfaction Rating

2013 City of Baytown Community Survey

**Development and Redevelopment**

<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>Redevelopment of abandoned/under-utilized properties</td>
<td>41%</td>
<td>1</td>
<td>28%</td>
<td>8</td>
<td>0.2952</td>
<td>1</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>Redevelopment of downtown Baytown</td>
<td>27%</td>
<td>2</td>
<td>41%</td>
<td>7</td>
<td>0.1611</td>
<td>2</td>
</tr>
<tr>
<td>Redevelopment of our waterfront</td>
<td>21%</td>
<td>3</td>
<td>50%</td>
<td>5</td>
<td>0.1055</td>
<td>3</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>How well the City is planning for growth</td>
<td>18%</td>
<td>4</td>
<td>49%</td>
<td>6</td>
<td>0.0927</td>
<td>4</td>
</tr>
<tr>
<td>Overall quality of new retail development</td>
<td>15%</td>
<td>5</td>
<td>65%</td>
<td>2</td>
<td>0.0542</td>
<td>5</td>
</tr>
<tr>
<td>Overall quality of new residential development</td>
<td>9%</td>
<td>6</td>
<td>58%</td>
<td>3</td>
<td>0.0357</td>
<td>6</td>
</tr>
<tr>
<td>Overall quality of new industrial development</td>
<td>6%</td>
<td>8</td>
<td>58%</td>
<td>4</td>
<td>0.0235</td>
<td>7</td>
</tr>
<tr>
<td>Overall quality of new business development</td>
<td>6%</td>
<td>7</td>
<td>72%</td>
<td>1</td>
<td>0.0159</td>
<td>8</td>
</tr>
</tbody>
</table>

**Development and Redevelopment Priorities:**

1. Redevelopment of abandoned/under-utilized properties
2. Redevelopment of downtown Baytown
3. Redevelopment of our waterfront
4. How well the City is planning for growth
5. Overall quality of new retail development
6. Overall quality of new residential development
7. Overall quality of new industrial development
8. Overall quality of new business development
## Importance-Satisfaction Rating
### 2013 City of Baytown Community Survey

#### 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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Priority (IS &gt; 10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall maintenance of city streets</td>
<td>32%</td>
<td>1</td>
<td>51%</td>
<td>8</td>
<td>0.1561</td>
<td>1</td>
</tr>
<tr>
<td>Adequacy of city street lighting</td>
<td>29%</td>
<td>2</td>
<td>52%</td>
<td>7</td>
<td>0.1415</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>Maintenance of sidewalks in Baytown</td>
<td>19%</td>
<td>3</td>
<td>48%</td>
<td>9</td>
<td>0.0998</td>
<td>3</td>
</tr>
<tr>
<td>Maintenance of streets in YOUR neighborhood</td>
<td>18%</td>
<td>4</td>
<td>55%</td>
<td>6</td>
<td>0.0825</td>
<td>4</td>
</tr>
<tr>
<td>Overall cleanliness of city streets/other public areas</td>
<td>16%</td>
<td>5</td>
<td>59%</td>
<td>5</td>
<td>0.0672</td>
<td>5</td>
</tr>
<tr>
<td>Maintenance of stormwater ditches</td>
<td>13%</td>
<td>6</td>
<td>62%</td>
<td>4</td>
<td>0.0481</td>
<td>6</td>
</tr>
<tr>
<td>Maintenance of traffic signals</td>
<td>9%</td>
<td>7</td>
<td>69%</td>
<td>2</td>
<td>0.0287</td>
<td>7</td>
</tr>
<tr>
<td>Mowing and trimming along city streets/other public areas</td>
<td>8%</td>
<td>8</td>
<td>66%</td>
<td>3</td>
<td>0.0265</td>
<td>8</td>
</tr>
<tr>
<td>Maintenance of street signs</td>
<td>6%</td>
<td>9</td>
<td>70%</td>
<td>1</td>
<td>0.0174</td>
<td>9</td>
</tr>
</tbody>
</table>

**City Maintenance Priorities:**

1. Overall maintenance of city streets
2. Adequacy of city street lighting
3. Maintenance of sidewalks in Baytown
4. Maintenance of streets in YOUR neighborhood
5. Overall cleanliness of city streets/other public areas
6. Maintenance of stormwater ditches
7. Maintenance of traffic signals
8. Mowing and trimming along city streets/other public areas
9. Maintenance of street signs
### Importance-Satisfaction Rating
#### 2013 City of Baytown Community Survey

#### 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>The visibility of police in neighborhoods</td>
<td>39%</td>
<td>1</td>
<td>58%</td>
<td>12</td>
<td>0.1621</td>
<td>1</td>
</tr>
<tr>
<td>The City’s efforts to prevent crime</td>
<td>35%</td>
<td>2</td>
<td>54%</td>
<td>15</td>
<td>0.1595</td>
<td>2</td>
</tr>
<tr>
<td>The visibility of police in retail areas</td>
<td>31%</td>
<td>3</td>
<td>55%</td>
<td>14</td>
<td>0.1403</td>
<td>3</td>
</tr>
<tr>
<td>Overall quality of animal control</td>
<td>27%</td>
<td>4</td>
<td>55%</td>
<td>13</td>
<td>0.1229</td>
<td>4</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>How quickly police respond to emergencies</td>
<td>17%</td>
<td>6</td>
<td>63%</td>
<td>9</td>
<td>0.0638</td>
<td>5</td>
</tr>
<tr>
<td>Enforcement of local traffic laws</td>
<td>17%</td>
<td>7</td>
<td>62%</td>
<td>10</td>
<td>0.0636</td>
<td>6</td>
</tr>
<tr>
<td>Overall quality of local police protection</td>
<td>16%</td>
<td>8</td>
<td>69%</td>
<td>7</td>
<td>0.0513</td>
<td>7</td>
</tr>
<tr>
<td>Disaster/hurricane education/preparedness programs</td>
<td>17%</td>
<td>5</td>
<td>72%</td>
<td>6</td>
<td>0.0488</td>
<td>8</td>
</tr>
<tr>
<td>Police-related education programs</td>
<td>9%</td>
<td>9</td>
<td>60%</td>
<td>11</td>
<td>0.0346</td>
<td>9</td>
</tr>
<tr>
<td>Fire-related education programs</td>
<td>5%</td>
<td>13</td>
<td>66%</td>
<td>8</td>
<td>0.0165</td>
<td>10</td>
</tr>
<tr>
<td>Overall quality of local ambulance service</td>
<td>7%</td>
<td>11</td>
<td>78%</td>
<td>4</td>
<td>0.0152</td>
<td>11</td>
</tr>
<tr>
<td>How quickly ambulance respond to emergencies</td>
<td>7%</td>
<td>10</td>
<td>81%</td>
<td>2</td>
<td>0.0138</td>
<td>12</td>
</tr>
<tr>
<td>Quality of the City’s fire prevention programs</td>
<td>4%</td>
<td>14</td>
<td>72%</td>
<td>5</td>
<td>0.0123</td>
<td>13</td>
</tr>
<tr>
<td>How quickly fire personnel respond to emergencies</td>
<td>6%</td>
<td>12</td>
<td>84%</td>
<td>1</td>
<td>0.0089</td>
<td>14</td>
</tr>
<tr>
<td>Overall quality of local fire protection</td>
<td>3%</td>
<td>15</td>
<td>79%</td>
<td>3</td>
<td>0.0061</td>
<td>15</td>
</tr>
</tbody>
</table>

**Public Safety Priorities:** [Chart]

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*Note: The table above represents the importance and satisfaction ratings of various public safety services, with the highest priority services having the highest IS rating.*
## Importance-Satisfaction Rating

### 2013 City of Baytown Community Survey

#### 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>Teen recreation opportunities</td>
<td>21%</td>
<td>3</td>
<td>47%</td>
<td>13</td>
<td>0.1096</td>
<td>1</td>
</tr>
<tr>
<td>Number of walking and biking trails</td>
<td>22%</td>
<td>1</td>
<td>52%</td>
<td>11</td>
<td>0.1042</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>Senior recreation opportunities</td>
<td>14%</td>
<td>4</td>
<td>52%</td>
<td>10</td>
<td>0.0682</td>
<td>3</td>
</tr>
<tr>
<td>Maintenance of city parks</td>
<td>21%</td>
<td>2</td>
<td>72%</td>
<td>2</td>
<td>0.0596</td>
<td>4</td>
</tr>
<tr>
<td>The city's youth athletic programs</td>
<td>12%</td>
<td>6</td>
<td>56%</td>
<td>6</td>
<td>0.0506</td>
<td>5</td>
</tr>
<tr>
<td>City aquatics facilities</td>
<td>9%</td>
<td>8</td>
<td>59%</td>
<td>5</td>
<td>0.0381</td>
<td>6</td>
</tr>
<tr>
<td>Fees charged for recreation programs</td>
<td>7%</td>
<td>11</td>
<td>47%</td>
<td>14</td>
<td>0.0375</td>
<td>7</td>
</tr>
<tr>
<td>Number of city parks</td>
<td>12%</td>
<td>5</td>
<td>71%</td>
<td>3</td>
<td>0.0357</td>
<td>8</td>
</tr>
<tr>
<td>Other city recreation programs</td>
<td>8%</td>
<td>9</td>
<td>55%</td>
<td>7</td>
<td>0.0351</td>
<td>9</td>
</tr>
<tr>
<td>Quality of the City's indoor recreation facilities</td>
<td>8%</td>
<td>10</td>
<td>55%</td>
<td>8</td>
<td>0.0342</td>
<td>10</td>
</tr>
<tr>
<td>Special events sponsored by the city</td>
<td>11%</td>
<td>7</td>
<td>73%</td>
<td>1</td>
<td>0.0296</td>
<td>11</td>
</tr>
<tr>
<td>Ease of registering for programs</td>
<td>5%</td>
<td>12</td>
<td>53%</td>
<td>9</td>
<td>0.0240</td>
<td>12</td>
</tr>
<tr>
<td>The city's adult athletic programs</td>
<td>4%</td>
<td>14</td>
<td>49%</td>
<td>12</td>
<td>0.0207</td>
<td>13</td>
</tr>
<tr>
<td>Quality of outdoor athletic fields</td>
<td>4%</td>
<td>13</td>
<td>69%</td>
<td>4</td>
<td>0.0133</td>
<td>14</td>
</tr>
</tbody>
</table>

Parks and Recreation Priorities:
The City’s overall satisfaction rating is significantly higher than other cities.
Residents generally have a positive Perception of the City.
Overall Satisfaction is Generally the Same Throughout the City.
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
- Visibility of police and crime prevention
- Teen recreation opportunities/walking & biking trails
- Redevelopment of abandoned/under-utilized properties
Questions?

THANK YOU