More than 2,050,000 Persons Surveyed Since 2006 for more than 850 cities in 49 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:
  – 402 residents completed the survey

• Confidence level: 95%

• Margin of error: +/- 5.0%
Despite some decreases, Baytown’s overall satisfaction rating remains 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
- Maintenance of city streets, buildings and facilities
Topic #1

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

by percentage of respondents (excluding don't knows)

- Police, fire, & ambulance services: 40% Very Satisfied, 46% Satisfied, 11% Neutral, 3% Dissatisfied
- Solid waste services in Baytown: 29% Very Satisfied, 49% Satisfied, 16% Neutral, 6% Dissatisfied
- Parks and recreation programs and facilities: 29% Very Satisfied, 48% Satisfied, 18% Neutral, 5% Dissatisfied
- Customer service you receive from city employees: 23% Very Satisfied, 48% Satisfied, 23% Neutral, 6% Dissatisfied
- Effectiveness of city communication w/ the public: 19% Very Satisfied, 46% Satisfied, 27% Neutral, 9% Dissatisfied
- City’s stormwater runoff/stormwater mgmt system: 17% Very Satisfied, 46% Satisfied, 26% Neutral, 11% Dissatisfied
- City water and sewer utilities: 17% Very Satisfied, 45% Satisfied, 22% Neutral, 16% Dissatisfied
- Enforcement of city codes and ordinances: 15% Very Satisfied, 38% Satisfied, 31% Neutral, 16% Dissatisfied
- Maintenance of city streets/buildings/facilities: 10% Very Satisfied, 33% Satisfied, 31% Neutral, 27% Dissatisfied
- Flow of traffic/congestion management in Baytown: 7% Very Satisfied, 17% Satisfied, 24% Neutral, 52% Dissatisfied

Source: ETC Institute (2015 City of Baytown Community Survey)
Q3. Satisfaction With Items That Influence Perceptions of the City of Baytown

by percentage of respondents (excluding don't knows)

- Quality of services provided by Baytown: 17% Very Satisfied (5), 55% Satisfied (4), 24% Neutral (3), 4% Dissatisfied (1/2)
- Overall quality of your neighborhood: 19% Very Satisfied (5), 42% Satisfied (4), 21% Neutral (3), 18% Dissatisfied (1/2)
- Overall quality of life in the City: 13% Very Satisfied (5), 43% Satisfied (4), 31% Neutral (3), 13% Dissatisfied (1/2)
- Overall image of the City: 13% Very Satisfied (5), 36% Satisfied (4), 30% Neutral (3), 21% Dissatisfied (1/2)
- Value received for tax dollars/fees: 10% Very Satisfied (5), 37% Satisfied (4), 31% Neutral (3), 21% Dissatisfied (1/2)

Source: ETC Institute (2015 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: Baytown 72%, Southwest 57%, U.S. 57%
- Overall quality of life in the City: Baytown 56%, Southwest 76%, U.S. 78%
- Overall image of the City: Baytown 49%, Southwest 69%, U.S. 70%
- Value received for tax dollars/fees: Baytown 47%, Southwest 47%, U.S. 42%

Source: 2015 ETC Institute
Q4. Overall Ratings of the City
by percentage of respondents (excluding don't knows)

As a place to work
- Excellent (5): 24%
- Good (4): 49%
- Neutral (3): 21%
- Below Average/Poor (1/2): 7%

As a place to live
- Excellent (5): 18%
- Good (4): 49%
- Neutral (3): 18%
- Below Average/Poor (1/2): 15%

As a place to raise children
- Excellent (5): 16%
- Good (4): 43%
- Neutral (3): 23%
- Below Average/Poor (1/2): 18%

As a place to buy your next home
- Excellent (5): 16%
- Good (4): 32%
- Neutral (3): 23%
- Below Average/Poor (1/2): 29%

Source: ETC Institute (2015 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

2015 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 (89%)
- Curbside recycling services (87%)
- Overall helpfulness of library staff (86%)
- Police, fire, & ambulance services (86%)
- Overall quality of available library materials (84%)
- City employees were courteous and polite (84%)
- How quickly fire personnel respond to emergencies (84%)
Areas With the Lowest Satisfaction Ratings

- Availability of bicycle lanes (22%)
- Flow of traffic/congestion management in Baytown (24%)
- Redevelopment of abandoned/under-utilized properties (27%)
- Level of public involvement in the budget process (29%)
- Availability of sidewalks (31%)
- Feeling of safety in City parks (32%)
- Amount paid for the City’s water (33%)
- Ease of north/south travel in Baytown (33%)
- Level of public involvement in decision making (34%)
Topic #3
Trends from 2014-15
Areas that INCREASED Most

- Redevelopment of downtown Baytown
- Redevelopment of abandoned/under-utilized properties
- Number of walking and biking trails

18
Areas that DECREASED Most

- Flow of traffic/congestion management
- City employees giving prompt/accurate/complete answers to questions
- Maintenance of sidewalks in Baytown
- Cleanliness of streets and other public areas
- City employees resolving issues to the customer’s satisfaction
- Fees charged for recreation programs
- Programming on the City’s cable TV channel (BTV 16)
Topic #4
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
  - Baytown: 75%
  - Southwest: 79%
  - U.S.: 86%

- Solid waste services in Baytown
  - Baytown: 78%
  - Southwest: 78%
  - U.S.: 78%

- Parks and recreation programs and facilities
  - Baytown: 65%
  - Southwest: 55%
  - U.S.: 69%

- Customer service received from city employees
  - Baytown: 62%
  - Southwest: 54%
  - U.S.: 71%

- Effectiveness of communication with public
  - Baytown: 44%
  - Southwest: 45%
  - U.S.: 65%

- City’s stormwater runoff/stormwater mgmt system
  - Baytown: 63%
  - Southwest: 61%
  - U.S.: 63%

- Enforcement of city codes and ordinances
  - Baytown: 49%
  - Southwest: 53%
  - U.S.: 50%

- Maintenance of city streets/buildings/facilities
  - Baytown: 43%
  - Southwest: 39%
  - U.S.: 46%

- Flow of traffic and congestion management
  - Baytown: 24%
  - Southwest: 46%
  - U.S.: 54%

Source: 2015 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: Baytown 73%, Southwest 59%, U.S. 56%
- As a place to live: Baytown 67%, Southwest 78%, U.S. 82%
- As a place to raise children: Baytown 59%, Southwest 76%, U.S. 77%
- How well the City is planning growth: Baytown 48%, Southwest 45%, U.S. 44%

Source: 2015 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: 84%
  - Southwest: 72%
  - U.S.: 69%

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

- Did what they said in a timely manner:
  - Baytown: 69%
  - Southwest: 57%
  - U.S.: 54%

- Helped resolve issue to your satisfaction:
  - Baytown: 63%
  - Southwest: 56%
  - U.S.: 55%

Source: 2015 ETC Institute
Topic #5
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: 68%
- Maintenance of city streets/buildings/facilities: 57%
- City water and sewer utilities: 22%
- Police, fire, & ambulance services: 22%
- Enforcement of city codes and ordinances: 18%
- City's stormwater runoff/stormwater mgmt system: 18%
- Effectiveness of city communication w/ the public: 13%
- Parks and recreation programs and facilities: 12%
- Solid waste services in Baytown: 8%
- Customer service you receive from city employees: 8%

Source: ETC Institute (2015 City of Baytown Community Survey)
# Importance-Satisfaction Rating

## 2014 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/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’ %)*

## 2014 Overall Priorities:
### Importance-Satisfaction Rating

#### 2015 City of Baytown Community Survey

**Major Categories of City Services**

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
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<th>Satisfaction Rank</th>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flow of traffic/congestion management in Baytown</td>
<td>68%</td>
<td>1</td>
<td>24%</td>
<td>10</td>
<td>0.5151</td>
<td>1</td>
</tr>
<tr>
<td>Maintenance of city streets/buildings/facilities</td>
<td>57%</td>
<td>2</td>
<td>43%</td>
<td>9</td>
<td>0.3255</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>Enforcement of city codes and ordinances</td>
<td>18%</td>
<td>5</td>
<td>53%</td>
<td>8</td>
<td>0.0847</td>
<td>3</td>
</tr>
<tr>
<td>City water and sewer utilities</td>
<td>22%</td>
<td>3</td>
<td>62%</td>
<td>7</td>
<td>0.0844</td>
<td>4</td>
</tr>
<tr>
<td>City's stormwater runoff/stormwater mgmt system</td>
<td>18%</td>
<td>6</td>
<td>63%</td>
<td>6</td>
<td>0.0661</td>
<td>5</td>
</tr>
<tr>
<td>Effectiveness of city communication w/ the public</td>
<td>13%</td>
<td>7</td>
<td>65%</td>
<td>5</td>
<td>0.0464</td>
<td>6</td>
</tr>
<tr>
<td>Police, fire, &amp; ambulance services</td>
<td>22%</td>
<td>4</td>
<td>86%</td>
<td>1</td>
<td>0.0314</td>
<td>7</td>
</tr>
<tr>
<td>Parks and recreation programs and facilities</td>
<td>12%</td>
<td>8</td>
<td>77%</td>
<td>3</td>
<td>0.0276</td>
<td>8</td>
</tr>
<tr>
<td>Customer service you receive from city employees</td>
<td>8%</td>
<td>10</td>
<td>71%</td>
<td>4</td>
<td>0.0239</td>
<td>9</td>
</tr>
<tr>
<td>Solid waste services in Baytown</td>
<td>8%</td>
<td>9</td>
<td>78%</td>
<td>2</td>
<td>0.0185</td>
<td>10</td>
</tr>
</tbody>
</table>

**2015 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**

<table>
<thead>
<tr>
<th>Exceeded Expectations</th>
<th>Continued Emphasis</th>
</tr>
</thead>
<tbody>
<tr>
<td>lower importance/higher satisfaction</td>
<td>higher importance/higher satisfaction</td>
</tr>
</tbody>
</table>

**Satisfaction Rating**

- Police, fire, & ambulance services
- Parks and recreation programs/facilities
- Solid waste services in Baytown
- Customer service from city employees
- Effectiveness of city communication with public
- Stormwater run off/management system
- Enforcement of city codes and ordinances

**Importance Rating**

- Maintenance of city streets, buildings & facilities
- Flow of traffic and congestion management in Baytown

**Source:** ETC Institute (2015)
Despite some decreases, Baytown’s overall satisfaction rating remains 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:

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Questions?

THANK YOU