2016 City of Baytown Community Survey Findings

Presented by ETC Institute

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ETC Institute
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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, phone or online

• Sample size:
  – 406 residents completed the survey

• Confidence level: 95%

• Margin of error: +/- 5.0%
Despite some decreases, Baytown’s satisfaction with major categories of city service is keeping pace with other cities.

Significant increases were shown in public safety services.

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
Topic #1
Perceptions of the City
Q1. Satisfaction With Major Categories of City Services

by percentage of respondents (excluding don't knows)

- Fire services: 40% Very Satisfied, 44% Satisfied, 15% Neutral, 15% Dissatisfied
- Emergency medical services: 38% Very Satisfied, 44% Satisfied, 16% Neutral, 6% Dissatisfied
- Library services: 40% Very Satisfied, 38% Satisfied, 20% Neutral, 2% Dissatisfied
- Trash/recycling/yard waste services: 26% Very Satisfied, 49% Satisfied, 13% Neutral, 12% Dissatisfied
- Police services: 27% Very Satisfied, 43% Satisfied, 19% Neutral, 10% Dissatisfied
- Parks and recreation programs and facilities: 30% Very Satisfied, 40% Satisfied, 19% Neutral, 11% Dissatisfied
- Wastewater services: 15% Very Satisfied, 44% Satisfied, 29% Neutral, 12% Dissatisfied
- City’s stormwater runoff/stormwater mgmt system: 14% Very Satisfied, 43% Satisfied, 25% Neutral, 17% Dissatisfied
- Customer service you receive from city employees: 15% Very Satisfied, 39% Satisfied, 32% Neutral, 14% Dissatisfied
- Drinking water: 15% Very Satisfied, 37% Satisfied, 25% Neutral, 23% Dissatisfied
- Animal control services: 17% Very Satisfied, 30% Satisfied, 28% Neutral, 25% Dissatisfied
- Effectiveness of city communication w/ the public: 10% Very Satisfied, 34% Satisfied, 33% Neutral, 24% Dissatisfied
- Enforcement of city codes and ordinances: 13% Very Satisfied, 28% Satisfied, 36% Neutral, 22% Dissatisfied
- Maintenance of city streets: 7% Very Satisfied, 31% Satisfied, 24% Neutral, 38% Dissatisfied
- Flow of traffic/congestion management in Baytown: 5% Very Satisfied, 17% Satisfied, 23% Neutral, 56% Dissatisfied

Source: ETC Institute (2016 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 your neighborhood: 18% Very Satisfied, 42% Satisfied, 19% Neutral, 21% Dissatisfied
- As a place to live: 16% Very Satisfied, 44% Satisfied, 24% Neutral, 16% Dissatisfied
- Quality of life in the city: 13% Very Satisfied, 43% Satisfied, 27% Neutral, 17% Dissatisfied
- Quality of services provided by the city: 13% Very Satisfied, 43% Satisfied, 32% Neutral, 12% Dissatisfied
- Quality of new development: 13% Very Satisfied, 41% Satisfied, 31% Neutral, 16% Dissatisfied
- As a place to raise children: 16% Very Satisfied, 36% Satisfied, 25% Neutral, 23% Dissatisfied
- As a place where you would buy next home: 16% Very Satisfied, 28% Satisfied, 29% Neutral, 28% Dissatisfied
- How well the city is planning for growth: 12% Very Satisfied, 31% Satisfied, 31% Neutral, 27% Dissatisfied
- Appearance of the city: 9% Very Satisfied, 32% Satisfied, 28% Neutral, 31% Dissatisfied
- Appearance of residential property: 7% Very Satisfied, 32% Satisfied, 39% Neutral, 23% Dissatisfied
- Appearance of commercial property: 7% Very Satisfied, 31% Satisfied, 38% Neutral, 23% Dissatisfied
- Value received for city taxes & fees: 7% Very Satisfied, 31% Satisfied, 31% Neutral, 31% Dissatisfied
- Quality of downtown Baytown: 8% Very Satisfied, 28% Satisfied, 35% Neutral, 30% Dissatisfied

Source: ETC Institute (2016 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)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Baytown</th>
<th>Southwest</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a place to live</td>
<td>60%</td>
<td>78%</td>
<td>77%</td>
</tr>
<tr>
<td>Quality of life in the City</td>
<td>56%</td>
<td>76%</td>
<td>73%</td>
</tr>
<tr>
<td>As a place to raise children</td>
<td>52%</td>
<td>80%</td>
<td>74%</td>
</tr>
<tr>
<td>How well the City is planning for growth</td>
<td>44%</td>
<td>44%</td>
<td>42%</td>
</tr>
<tr>
<td>Appearance of the city</td>
<td>41%</td>
<td>64%</td>
<td>67%</td>
</tr>
<tr>
<td>Value received for tax dollars/fees</td>
<td>38%</td>
<td>45%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: 2016 ETC Institute
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

2016 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 (85%)
- Overall quality of local fire protection (83%)
- Feeling of safety in neighborhoods during the day (82%)
- How quickly fire personnel respond to emergencies (81%)
- How quickly ambulance personnel respond to emergencies (80%)
- Curbside recycling services (80%)
Areas With the Lowest Satisfaction Ratings

- Traffic flow on major city streets (9%)
- Level of public involvement in budget process (19%)
- Level of public involvement in decision making (23%)
- The job the city is doing to manage traffic (24%)
- Enforcing cars parked in yards (27%)
- Programming on City’s cable TV channel (BTV 16) (30%)
- Availability of sidewalks (32%)
- Amount paid for the City’s water (33%)
Topic #4

Trends
Areas that INCREASED Most

- Enforcement of local traffic laws
- Overall quality of local police protection
- Overall quality of local fire protection
Satisfaction With Public Safety Services - 2013 to 2016
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: 83% (2016), 76% (2015), 79% (2013)
- How quickly fire personnel respond to emergencies: 81% (2016), 84% (2015), 84% (2013)
- How quickly ambulance respond to emergencies: 80% (2016), 82% (2015), 81% (2013)
- Overall quality of local ambulance service: 79% (2016), 81% (2015), 81% (2013)
- Overall quality of local police protection: 70% (2016), 62% (2015), 69% (2013)
- Enforcement of local traffic laws: 54% (2016), 52% (2015), 63% (2013)
- The City's efforts to prevent crime: 56% (2016), 54% (2015), 52% (2013)
- Overall quality of animal control services: 45% (2016), 47% (2015), 55% (2013)

Source: ETC Institute (2016 City of Baytown Community Survey)
Areas that DECREASED Most

- City efforts to inform on local issues
- Availability of information about City programs and services
- The City’s citizen newsletter, The Bridge
- Drinking water services
- Overall helpfulness of library staff
- Overall size of the library
- City efforts to keep drinking water safe
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)

- Fire services
  - Baytown: 84%
  - Southwest: 87%
  - U.S.: 89%
- Emergency medical services
  - Baytown: 82%
  - Southwest: 83%
  - U.S.: 83%
- Trash/recycling/yard waste services
  - Baytown: 75%
  - Southwest: 76%
  - U.S.: 76%
- Parks and recreation programs and facilities
  - Baytown: 70%
  - Southwest: 61%
  - U.S.: 67%
- Police services
  - Baytown: 70%
  - Southwest: 73%
  - U.S.: 71%
- City's stormwater runoff/stormwater mgmt system
  - Baytown: 57%
  - Southwest: 61%
  - U.S.: 62%
- Customer service received from city employees
  - Baytown: 54%
  - Southwest: 53%
  - U.S.: 54%
- Effectiveness of communication with public
  - Baytown: 44%
  - Southwest: 41%
  - U.S.: 44%
- Enforcement of city codes and ordinances
  - Baytown: 41%
  - Southwest: 50%
  - U.S.: 50%
- Maintenance of city streets/buildings/facilities
  - Baytown: 38%
  - Southwest: 49%
  - U.S.: 47%
- Flow of traffic and congestion management
  - Baytown: 22%
  - Southwest: 47%
  - U.S.: 56%

Source: 2016 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: 71%
  - Southwest: 71%
  - U.S.: 69%

- They gave prompt/accurate/complete answers
  - Baytown: 58%
  - Southwest: 70%
  - U.S.: 59%

- Did what they said in a timely manner
  - Baytown: 56%
  - Southwest: 56%
  - U.S.: 54%

- Helped resolve issue to your satisfaction
  - Baytown: 54%
  - Southwest: 54%
  - U.S.: 53%

Source: 2016 ETC Institute
Topic #6
Other Findings
Q22. Are you familiar with the location of the City’s Arts, Culture and Entertainment (ACE) District?

by percentage of respondents (excluding don’t knows)

- Yes: 30%
- No: 70%

Source: ETC Institute (2016 City of Baytown Community Survey)
Q32. Which of the strategies do you believe would have the greatest impact on beautifying Baytown?

by percentage of respondents (excluding don't knows)

- Fixing broken sidewalks/curbs/streets: 62% Most important (1-2), 27% Somewhat important (3-4), 10% Not as important (5-6), 10% Least important (7-8)
- Businesses/homeowners maintaining property: 45% Most important (1-2), 33% Somewhat important (3-4), 15% Not as important (5-6), 7% Least important (7-8)
- Piping stormwater ditches: 35% Most important (1-2), 33% Somewhat important (3-4), 19% Not as important (5-6), 13% Least important (7-8)
- Burying above-ground power lines: 36% Most important (1-2), 27% Somewhat important (3-4), 21% Not as important (5-6), 16% Least important (7-8)
- Implementing additional litter abatement activities: 22% Most important (1-2), 26% Somewhat important (3-4), 31% Not as important (5-6), 20% Least important (7-8)
- Installing additional landscaped medians: 14% Most important (1-2), 30% Somewhat important (3-4), 39% Not as important (5-6), 17% Least important (7-8)
- Installing public art throughout the city: 10% Most important (1-2), 16% Somewhat important (3-4), 26% Not as important (5-6), 49% Least important (7-8)
- Installing additional “Baytown” monument signs: 5% Most important (1-2), 8% Somewhat important (3-4), 24% Not as important (5-6), 63% Least important (7-8)

Source: ETC Institute (2016 City of Baytown Community Survey)
Topic #7
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 four choices

Flow of traffic/congestion management in Baytown: 68%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Maintenance of city streets: 48%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Drinking water: 30%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Police services: 28%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Enforcement of city codes and ordinances: 25%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Animal control services: 22%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

City's stormwater runoff/stormwater mgmt system: 20%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Effectiveness of city communication w/ the public: 19%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Parks and recreation programs and facilities: 19%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Customer service you receive from city employees: 12%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Trash/recycling/yard waste services: 11%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Emergency medical services: 11%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Fire services: 9%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Wastewater services: 5%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Library services: 5%
- First Choice
- Second Choice
- Third Choice
- Fourth Choice

Source: ETC Institute (2016 City of Baytown Community Survey)
# 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>
<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>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>
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<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>
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<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>
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<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>
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<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:**
## Importance-Satisfaction Rating
### 2016 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>68%</td>
<td>1</td>
<td>22%</td>
<td>15</td>
<td>0.5304</td>
<td>1</td>
</tr>
<tr>
<td>Maintenance of city streets</td>
<td>48%</td>
<td>2</td>
<td>38%</td>
<td>14</td>
<td>0.2976</td>
<td>2</td>
</tr>
<tr>
<td><strong>High Priority (IS 10-20)</strong></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Enforcement of city codes and ordinances</td>
<td>25%</td>
<td>5</td>
<td>41%</td>
<td>13</td>
<td>0.1475</td>
<td>3</td>
</tr>
<tr>
<td>Drinking water</td>
<td>30%</td>
<td>3</td>
<td>52%</td>
<td>10</td>
<td>0.1440</td>
<td>4</td>
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<tr>
<td>Animal control services</td>
<td>22%</td>
<td>6</td>
<td>47%</td>
<td>11</td>
<td>0.1166</td>
<td>5</td>
</tr>
<tr>
<td>Effectiveness of city communication w/ the public</td>
<td>19%</td>
<td>8</td>
<td>44%</td>
<td>12</td>
<td>0.1064</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>City’s stormwater runoff/stormwater mgmt system</td>
<td>20%</td>
<td>7</td>
<td>57%</td>
<td>8</td>
<td>0.0860</td>
<td>7</td>
</tr>
<tr>
<td>Police services</td>
<td>28%</td>
<td>4</td>
<td>70%</td>
<td>5</td>
<td>0.0840</td>
<td>8</td>
</tr>
<tr>
<td>Parks and recreation programs and facilities</td>
<td>19%</td>
<td>9</td>
<td>70%</td>
<td>6</td>
<td>0.0570</td>
<td>9</td>
</tr>
<tr>
<td>Customer service you receive from city employees</td>
<td>12%</td>
<td>10</td>
<td>54%</td>
<td>9</td>
<td>0.0552</td>
<td>10</td>
</tr>
<tr>
<td>Trash/recycling/yard waste services</td>
<td>11%</td>
<td>11</td>
<td>75%</td>
<td>4</td>
<td>0.0275</td>
<td>11</td>
</tr>
<tr>
<td>Wastewater services</td>
<td>5%</td>
<td>14</td>
<td>59%</td>
<td>7</td>
<td>0.0205</td>
<td>12</td>
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<tr>
<td>Emergency medical services</td>
<td>11%</td>
<td>12</td>
<td>82%</td>
<td>2</td>
<td>0.0198</td>
<td>13</td>
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<tr>
<td>Fire services</td>
<td>9%</td>
<td>13</td>
<td>84%</td>
<td>1</td>
<td>0.0144</td>
<td>14</td>
</tr>
<tr>
<td>Library services</td>
<td>5%</td>
<td>15</td>
<td>78%</td>
<td>3</td>
<td>0.0110</td>
<td>15</td>
</tr>
</tbody>
</table>

2016 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

Fire services
Emergency medical services
Library services
Trash/recycling/yard waste services
Parks and recreation programs and facilities

Continued Emphasis
higher importance/higher Satisfaction

Police services

Wastewater services
City’s stormwater runoff/stormwater mgmt system
Customer service from city employees
Animal control services
Effectiveness of city communication w/ the public

Satisfaction Rating

mean satisfaction

Less Important
lower importance/lower Satisfaction

Drinking water
Enforcement of city codes and ordinances
Maintenance of city streets/buildings/facilities
Flow of traffic/congestion management in Baytown

Opportunities for Improvement
higher importance/lower Satisfaction

Higher Importance

Importance Rating

Source: ETC Institute (2016)
Summary

- Despite some decreases, Baytown’s satisfaction with major categories of city service is keeping pace with other cities.
- Significant increases were shown in public safety services.
- 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
Questions ?

THANK YOU