2017 City of Baytown Community Survey Findings

Presented by ETC Institute

May 2017
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 2,100,000 Persons Surveyed Since 2006 for more than 900 cities in 49 States
Agenda

• Purpose and Methodology
• Bottom Line Upfront
• Major Findings
• Summary/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 15-20 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:
  – 422 residents completed the survey

• Confidence level: 95%

• Margin of error: +/- 4.7%
Most residents have a positive perception of the City. The City of Baytown is moving in the right direction. The City has made significant improvements in parks and recreation, library services, and city communications. The most significant decrease involved satisfaction with drinking water services. In order to improve overall satisfaction with city services, the City should continue to 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
- Stormwater
Topic #1
Perceptions 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>12%</td>
<td>51%</td>
<td>28%</td>
<td>9%</td>
</tr>
<tr>
<td>As a place to live</td>
<td>20%</td>
<td>39%</td>
<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td>Quality of life in the city</td>
<td>13%</td>
<td>46%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Quality of your neighborhood</td>
<td>17%</td>
<td>41%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Quality of new development</td>
<td>13%</td>
<td>44%</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>As a place to raise children</td>
<td>16%</td>
<td>36%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>How well the city is planning for growth</td>
<td>13%</td>
<td>32%</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>As a place where you would buy next home</td>
<td>16%</td>
<td>28%</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>Appearance of commercial property</td>
<td>6%</td>
<td>37%</td>
<td>34%</td>
<td>23%</td>
</tr>
<tr>
<td>Appearance of residential property</td>
<td>6%</td>
<td>36%</td>
<td>34%</td>
<td>24%</td>
</tr>
<tr>
<td>Quality of downtown Baytown</td>
<td>10%</td>
<td>32%</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td>Appearance of the city</td>
<td>8%</td>
<td>32%</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>Value received for city taxes &amp; fees</td>
<td>9%</td>
<td>27%</td>
<td>37%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2017 City of Baytown Community Survey)
Q1. Satisfaction With Major Categories of City Services

by percentage of respondents (excluding don't knows)

- Fire services: Very Satisfied (5) 42%, Satisfied (4) 44%, Neutral (3) 13%
- Emergency medical services: Very Satisfied (5) 39%, Satisfied (4) 45%, Neutral (3) 14%
- Library services: Very Satisfied (5) 39%, Satisfied (4) 39%, Neutral (3) 19%
- Police services: Very Satisfied (5) 30%, Satisfied (4) 44%, Neutral (3) 17%
- Parks and recreation programs and facilities: Very Satisfied (5) 30%, Satisfied (4) 43%, Neutral (3) 16%
- Trash/recycling/yard waste services: Very Satisfied (5) 31%, Satisfied (4) 42%, Neutral (3) 15%
- Customer service you receive from city employees: Very Satisfied (5) 18%, Satisfied (4) 45%, Neutral (3) 25%
- Wastewater services: Very Satisfied (5) 15%, Satisfied (4) 47%, Neutral (3) 28%
- Drinking water: Very Satisfied (5) 12%, Satisfied (4) 40%, Neutral (3) 23%
- Animal control services: Very Satisfied (5) 14%, Satisfied (4) 33%, Neutral (3) 28%
- City's stormwater runoff/stormwater mgmt system: Very Satisfied (5) 11%, Satisfied (4) 36%, Neutral (3) 26%
- Effectiveness of city communication w/ the public: Very Satisfied (5) 11%, Satisfied (4) 33%, Neutral (3) 35%
- Enforcement of city codes and ordinances: Very Satisfied (5) 12%, Satisfied (4) 31%, Neutral (3) 34%
- Maintenance of city streets: Very Satisfied (5) 7%, Satisfied (4) 32%, Neutral (3) 27%
- Flow of traffic/congestion management in Baytown: Very Satisfied (5) 4%, Satisfied (4) 20%, Neutral (3) 58%

Source: ETC Institute (2017 City of Baytown Community Survey)
Topic #2

How Overall Satisfaction Levels Vary in Different Areas of the City
Q3-01 Satisfaction with overall quality of services provided by the City of Baytown

2017 City of Baytown Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Citizen Satisfaction
Mean rating on a 5-point scale
- 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
- No Response
Topic #3
Areas With the Highest and Lowest Satisfaction Ratings
Areas With the Highest Levels of Satisfaction

- Fire services (86%)
- Emergency medical services (84%)
- How quickly fire personnel respond to emergencies (83%)
- Overall quality of local fire protection (83%)
- How quickly ambulance respond to emergencies (80%)
- Overall helpfulness of library staff (80%)
- 4th of July Fireworks (80%)
Areas With the Lowest Satisfaction Ratings

- Traffic flow on major city streets (Transportation area) (13%)
- Flow of traffic/congestion management in Baytown (22%)
- The job the city is doing to manage traffic (25%)
- Level of public involvement in budget process (31%)
- Amount paid for the City’s water (33%)
- Enforcing cars parked in yards (33%)
- Availability of sidewalks (33%)
- Level of public involvement in decision making (35%)
Topic #4

Trends
Overall Satisfaction Index
2016 to 2017

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

Source: ETC Institute (2017)
There were 36 statistically significant increases, including:

- Level of public involvement in decision making (+12%)
- Level of public involvement in the budget process (+12%)
- City’s citizen newsletter, The Bridge (+10%)
- The quality of the City’s web page (+10%)
- Special events sponsored by the city (+9%)
- Number of walking and biking trails (+9%)
- Senior recreation opportunities (+9%)
- City efforts to inform on local issues (+8%)
- Availability of information about City programs and services (+8%)
- Overall size of the library (+8%)
- Overall quality/quantity of library programs for children (+8%)
- The City’s youth athletic programs (+8%)
- Quality of the city’s indoor recreation facilities (+8%)
- Quality of city aquatics programs (+8%)
DECREASES Since 2016

There were only 6 statistically significant decreases:

- Taste of tap water (-8%)
- Mowing/trimming along city streets and public areas (-8%)
- Water pressure on a typical day (-6%)
- Maintenance of stormwater ditches (-5%)
- Traffic flow in and around neighborhoods (-5%)
- Traffic flow on state highways (-5%)
Satisfaction With Public Safety Services - 2013 to 2017
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don’t knows)

- How quickly fire personnel respond to emergencies: 83% (2017), 81% (2016), 84% (2013)
- Overall quality of local fire protection: 83% (2017), 83% (2016), 79% (2013)
- How quickly ambulance respond to emergencies: 80% (2017), 80% (2016), 81% (2013)
- Overall quality of local ambulance service: 79% (2017), 79% (2016), 78% (2013)
- Overall quality of local police protection: 74% (2017), 69% (2016), 69% (2013)
- How quickly police respond to emergencies: 69% (2017), 66% (2016), 63% (2013)
- Enforcement of local traffic laws: 64% (2017), 64% (2016), 62% (2013)
- The City's efforts to prevent crime: 56% (2017), 54% (2016), 56% (2013)
- Overall quality of animal control services: 45% (2017), 45% (2016), 55% (2013)

Source: ETC Institute (2017 City of Baytown Community Survey)
Satisfaction with **Code Enforcement**
**2013 to 2017**
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- **Enforcing sign regulations**: 2013: 36%, 2016: 38%, 2017: 44%
- **Efforts to remove abandoned/inoperable vehicles**: Not asked in 2013
- **Mowing/cutting of weeds on private property**: 2013: 36%, 2016: 38%, 2017: 38%
- **Enforcing clean-up of debris on private property**: 2013: 37%, 2016: 34%, 2017: 44%
- **Enforcing cars parked in yards**: Not asked in 2013

**Source:** ETC Institute (2017 City of Baytown Community Survey)
Satisfaction with Transportation 2013 to 2017

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
Not asked in 2013

Traffic flow on state highways
Not asked in 2013

Availability of public transportation

Availability of sidewalks

The job the city is doing to manage traffic
Not asked in 2013

Traffic flow on major city streets
Not asked in 2013

Source: ETC Institute (2017 City of Baytown Community Survey)
Topic #5

How Baytown Compares to Other Communities
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 78%, Texas 68%, U.S. 62%
- They gave prompt/accurate/complete answers: Baytown 65%, Texas 54%, U.S. 54%
- Did what they said in a timely manner: Baytown 60%, Texas 56%, U.S. 56%
- Helped resolve issue to your satisfaction: Baytown 60%, Texas 50%, U.S. 50%

Source: 2017 ETC Institute
Satisfaction with Issues that Influence Perceptions of the City
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)

- Quality of services provided by the city: Baytown 63%, Texas 49%, U.S. 47%
- As a place to live: Baytown 71%, Texas 70%, U.S. 59%
- Quality of life in the city: Baytown 73%, Texas 66%, U.S. 59%
- As a place to raise children: Baytown 68%, Texas 64%, U.S. 52%
- How well the city is planning for growth: Baytown 47%, Texas 47%, U.S. 45%
- Quality of downtown: Baytown 55%, Texas 50%, U.S. 42%
- Appearance of the city: Baytown 62%, Texas 59%, U.S. 40%
- Value received for city taxes & fees: Baytown 38%, Texas 32%, U.S. 36%

Source: 2017 ETC Institute
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)

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

Source: 2017 ETC Institute
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 73%, Texas 71%, U.S. 66%
- Curbside recycling services: Baytown 79%, Texas 69%, U.S. 66%
- Yardwaste removal services: Baytown 69%, Texas 58%, U.S. 66%
- Wastewater (sewer) treatment service: Baytown 65%, Texas 65%, U.S. 71%
- Drinking water service: Baytown 55%, Texas 64%, U.S. 67%

Source: 2017 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 four choices

Flow of traffic/congestion management in Baytown 63%
Maintenance of city streets 49%
Police services 31%
City’s stormwater runoff/stormwater mgmt system 28%
Drinking water 26%
Enforcement of city codes and ordinances 24%
Animal control services 21%
Parks and recreation programs and facilities 18%
Effectiveness of city communication w/ the public 16%
Fire services 12%
Emergency medical services 11%
Trash/recycling/yard waste services 10%
Customer service you receive from city employees 7%
Wastewater services 5%
Library services 2%

Source: ETC Institute (2017 City of Baytown Community Survey)
# Importance-Satisfaction Rating

## 2017 City of Baytown Community Survey

### Major Categories of City Services

#### THIS YEAR

<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>63%</td>
<td>1</td>
<td>22%</td>
<td>15</td>
<td>0.4914</td>
<td>1</td>
</tr>
<tr>
<td>Maintenance of city streets</td>
<td>49%</td>
<td>2</td>
<td>39%</td>
<td>14</td>
<td>0.2989</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>City's stormwater runoff/stormwater mgmt system</td>
<td>28%</td>
<td>4</td>
<td>47%</td>
<td>11</td>
<td>0.1473</td>
<td>3</td>
</tr>
<tr>
<td>Enforcement of city codes and ordinances</td>
<td>24%</td>
<td>6</td>
<td>43%</td>
<td>13</td>
<td>0.1351</td>
<td>4</td>
</tr>
<tr>
<td>Drinking water</td>
<td>26%</td>
<td>5</td>
<td>52%</td>
<td>9</td>
<td>0.1229</td>
<td>5</td>
</tr>
<tr>
<td>Animal control services</td>
<td>21%</td>
<td>7</td>
<td>47%</td>
<td>10</td>
<td>0.1102</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>Effectiveness of city communication w/ the public</td>
<td>16%</td>
<td>9</td>
<td>44%</td>
<td>12</td>
<td>0.0913</td>
<td>7</td>
</tr>
<tr>
<td>Police services</td>
<td>31%</td>
<td>3</td>
<td>74%</td>
<td>4</td>
<td>0.0809</td>
<td>8</td>
</tr>
<tr>
<td>Parks and recreation programs and facilities</td>
<td>18%</td>
<td>8</td>
<td>73%</td>
<td>5</td>
<td>0.0497</td>
<td>9</td>
</tr>
<tr>
<td>Trash/recycling/yard waste services</td>
<td>10%</td>
<td>12</td>
<td>73%</td>
<td>6</td>
<td>0.0273</td>
<td>10</td>
</tr>
<tr>
<td>Customer service you receive from city employees</td>
<td>7%</td>
<td>13</td>
<td>63%</td>
<td>7</td>
<td>0.0244</td>
<td>11</td>
</tr>
<tr>
<td>Emergency medical services</td>
<td>11%</td>
<td>11</td>
<td>84%</td>
<td>2</td>
<td>0.0178</td>
<td>12</td>
</tr>
<tr>
<td>Wastewater services</td>
<td>5%</td>
<td>14</td>
<td>62%</td>
<td>8</td>
<td>0.0175</td>
<td>13</td>
</tr>
<tr>
<td>Fire services</td>
<td>12%</td>
<td>10</td>
<td>86%</td>
<td>1</td>
<td>0.0165</td>
<td>14</td>
</tr>
<tr>
<td>Library services</td>
<td>2%</td>
<td>15</td>
<td>78%</td>
<td>3</td>
<td>0.0046</td>
<td>15</td>
</tr>
</tbody>
</table>

2017 Top 3 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>

Exceeded Expectations:
- Fire services
- Emergency medical services
- Library services
- Trash/recycling/yard waste services
- Parks and recreation programs and facilities
- Customer service from city employees
- Wastewater services

Continued Emphasis:
- Police services
- Drinking water
- City’s stormwater runoff/stormwater mgmt system
- Enforcement of city codes and ordinances
- Maintenance of city streets/buildings/facilities
- Flow of traffic/congestion management in Baytown

Less Important:
- lower importance/lower Satisfaction

Lower Importance:
- higher importance/lower Satisfaction

Higher Importance:
- Higher Importance

Source: ETC Institute (2017)
Summary
Summary

- Most residents have a positive perception of the City.
- The City of Baytown is moving in the right direction.
- The City has made significant improvements in parks and recreation, library services, and city communications.
- The most significant decrease involved satisfaction with drinking water services.
- In order to improve overall satisfaction with city services, the City should continue to 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
  - Stormwater
Questions?

THANK YOU