

2020 Community Survey

City of Missouri City, Texas

Presented by

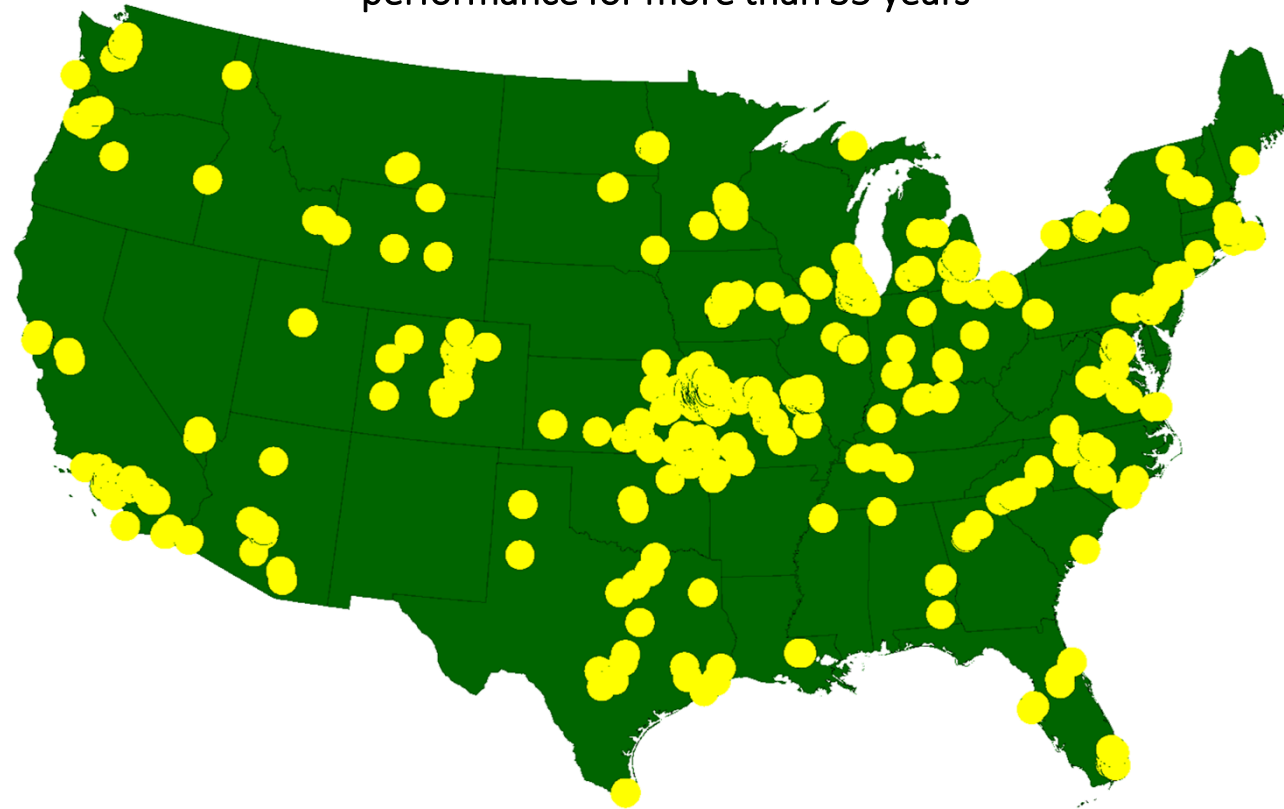


May 2020

ETC Institute

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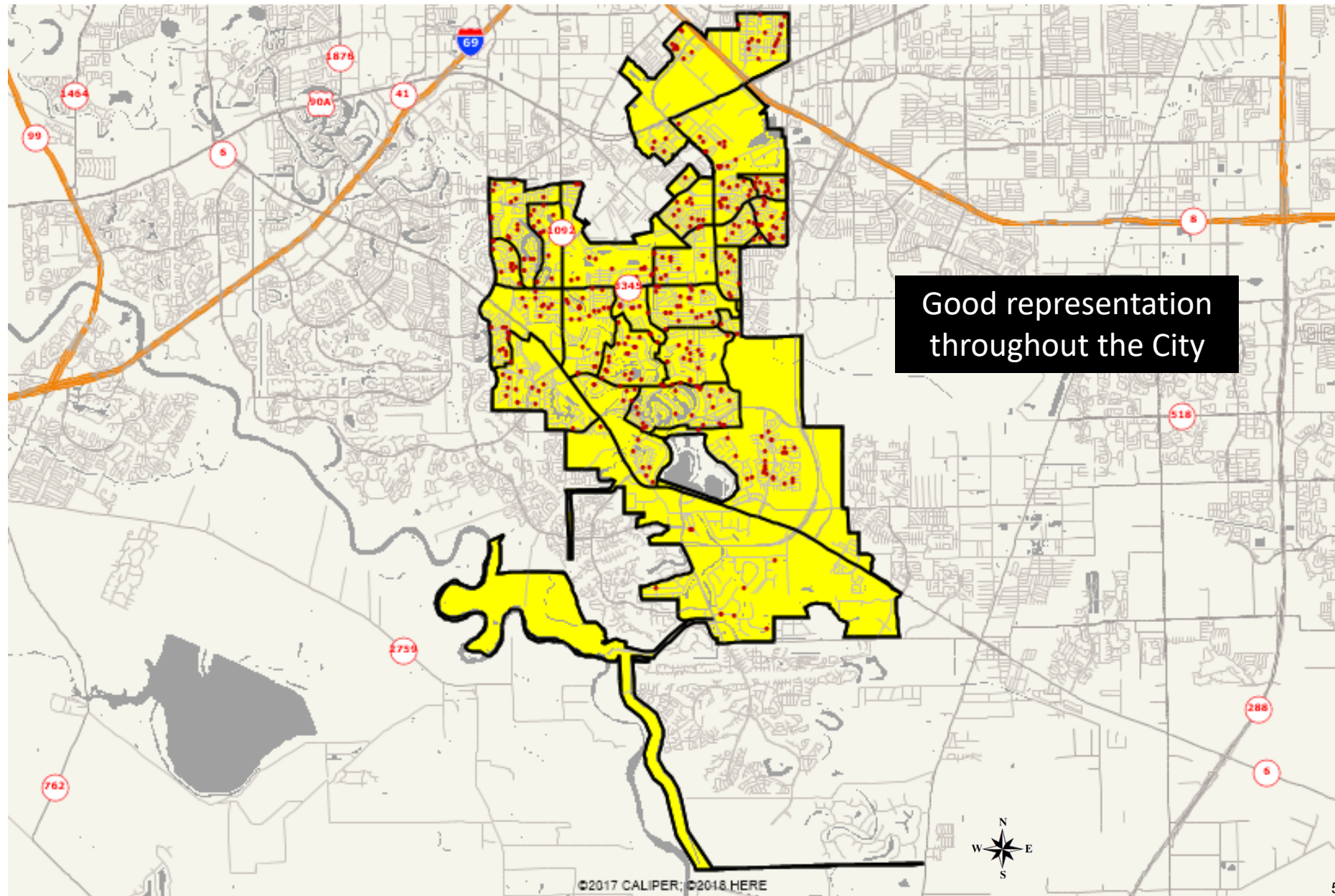
Purpose

- To objectively assess satisfaction among residents with the delivery of City services
- To help determine priorities for the community
- To measure trends from previous surveys
- To compare the City's performance with other communities regionally and nationally

Methodology

- **Survey Description**
 - ☐ six-page survey; included many of the same questions that were asked on previous surveys
 - ☐ 3rd Community Survey conducted for the City
- **Method of Administration**
 - ☐ by mail and online to a random sample of City residents
 - ☐ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ☐ 420 completed surveys
 - ☐ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 4.8% overall

Location of Survey Respondents



Bottom Line Up Front

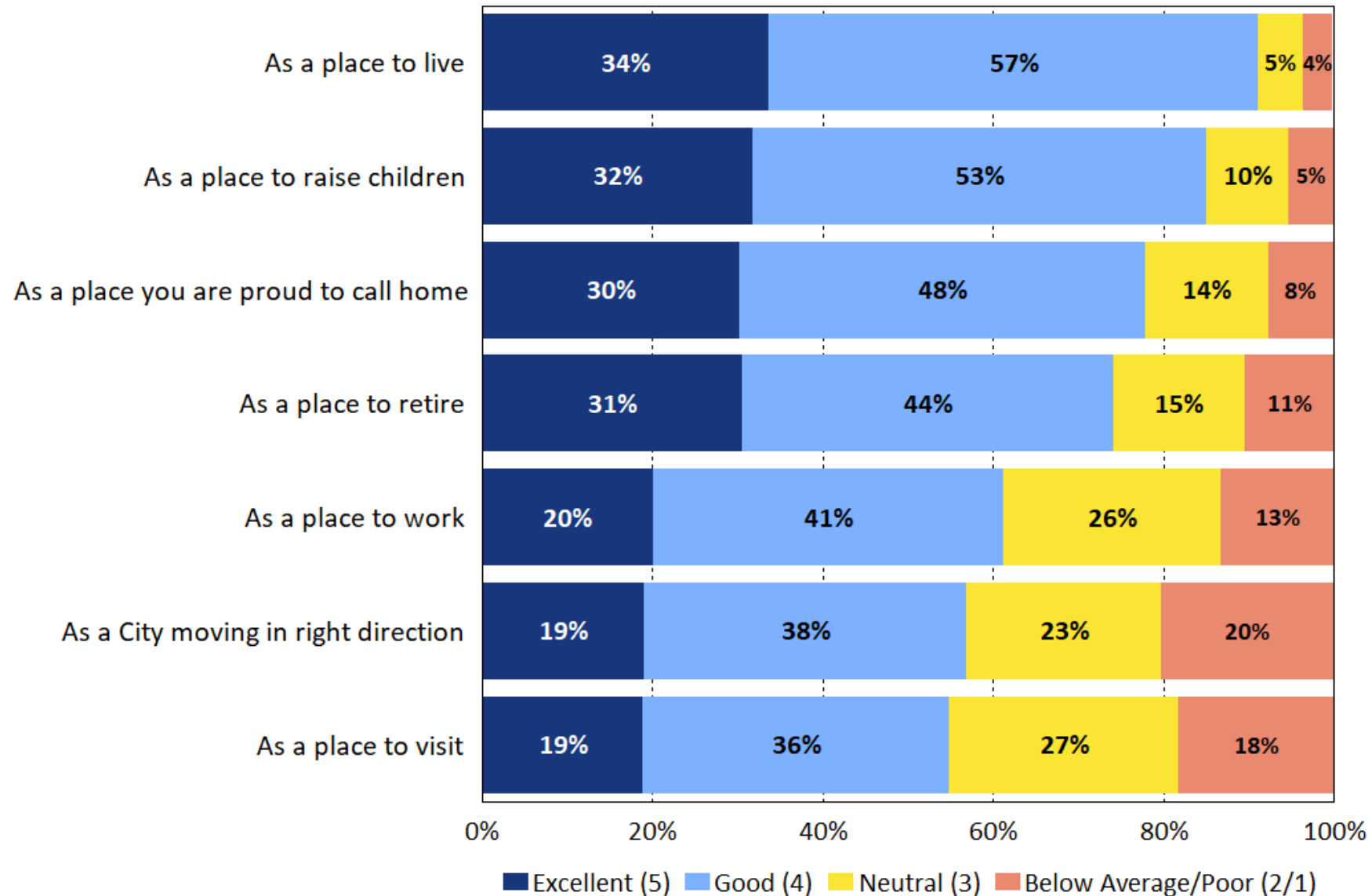
- **Residents Have a Positive Perception of the City**
 - ☐ 91% rated Missouri City as an excellent or good place to live
 - ☐ 85% rated Missouri City as an excellent or good place to raise children
- **Satisfaction Ratings Are Similar to 2018**
- **Satisfaction with City Services is Much Higher in Missouri City Than Other Communities**
 - ☐ Missouri City rated above the U.S. Average in 57 of 76 areas, and above the Texas Average in 56 of 76 areas
 - ☐ Satisfaction with Customer Service rated 19% above the U.S. Average and 17% above the Texas Average
- **Top Community Priorities:**
 - ☐ Maintenance of City Streets, Sidewalks & Infrastructure
 - ☐ Communication with the Public
 - ☐ Police and Fire Services

Major Finding #1

**Residents Have a Positive
Perception of the City**

Q1. Ratings of Missouri City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")

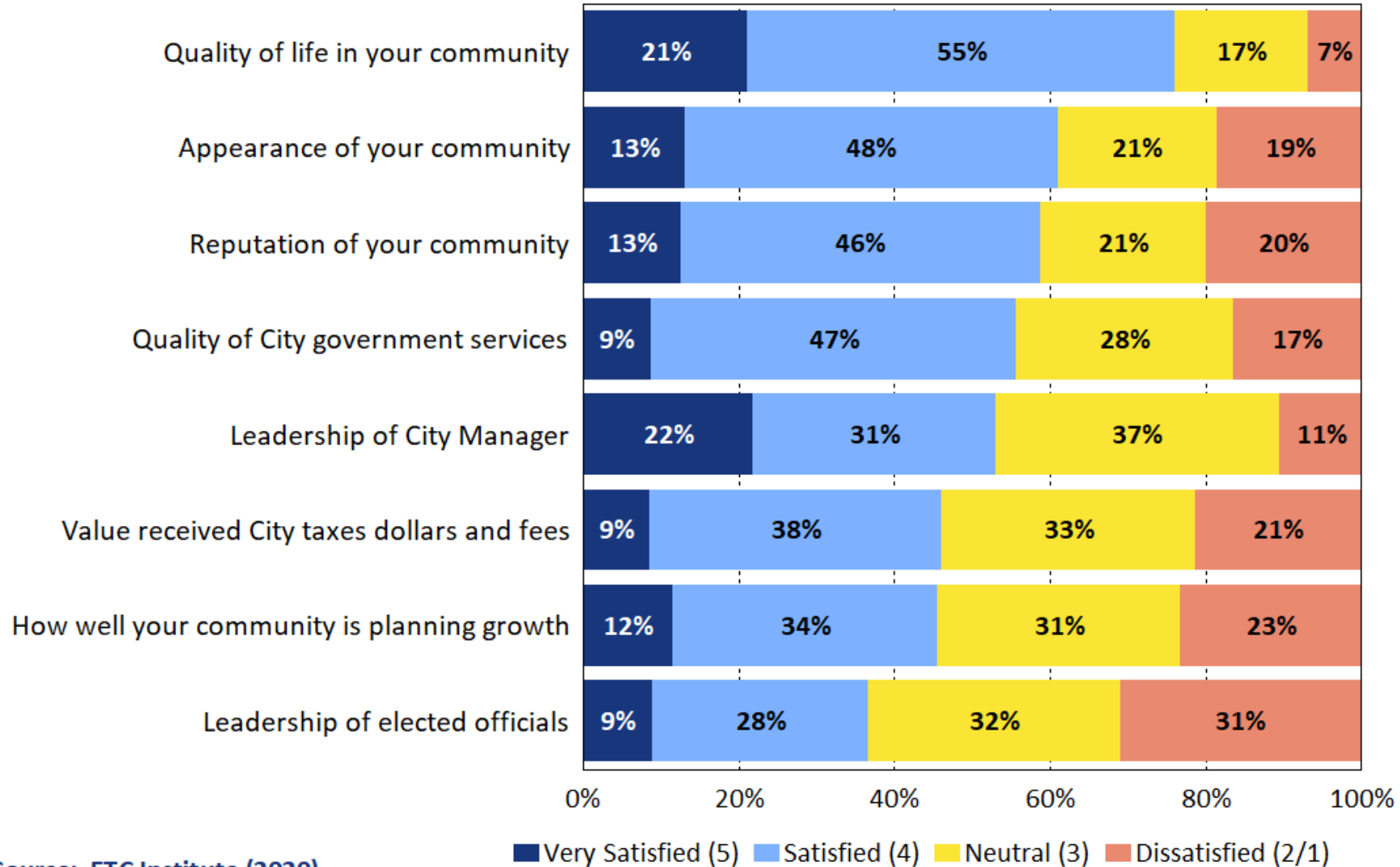


Source: ETC Institute (2020)

Most Residents Feel Missouri City Is an Excellent or Good Place to Live and Raise Children

Q4. Satisfaction with Items That Influence Perceptions of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")

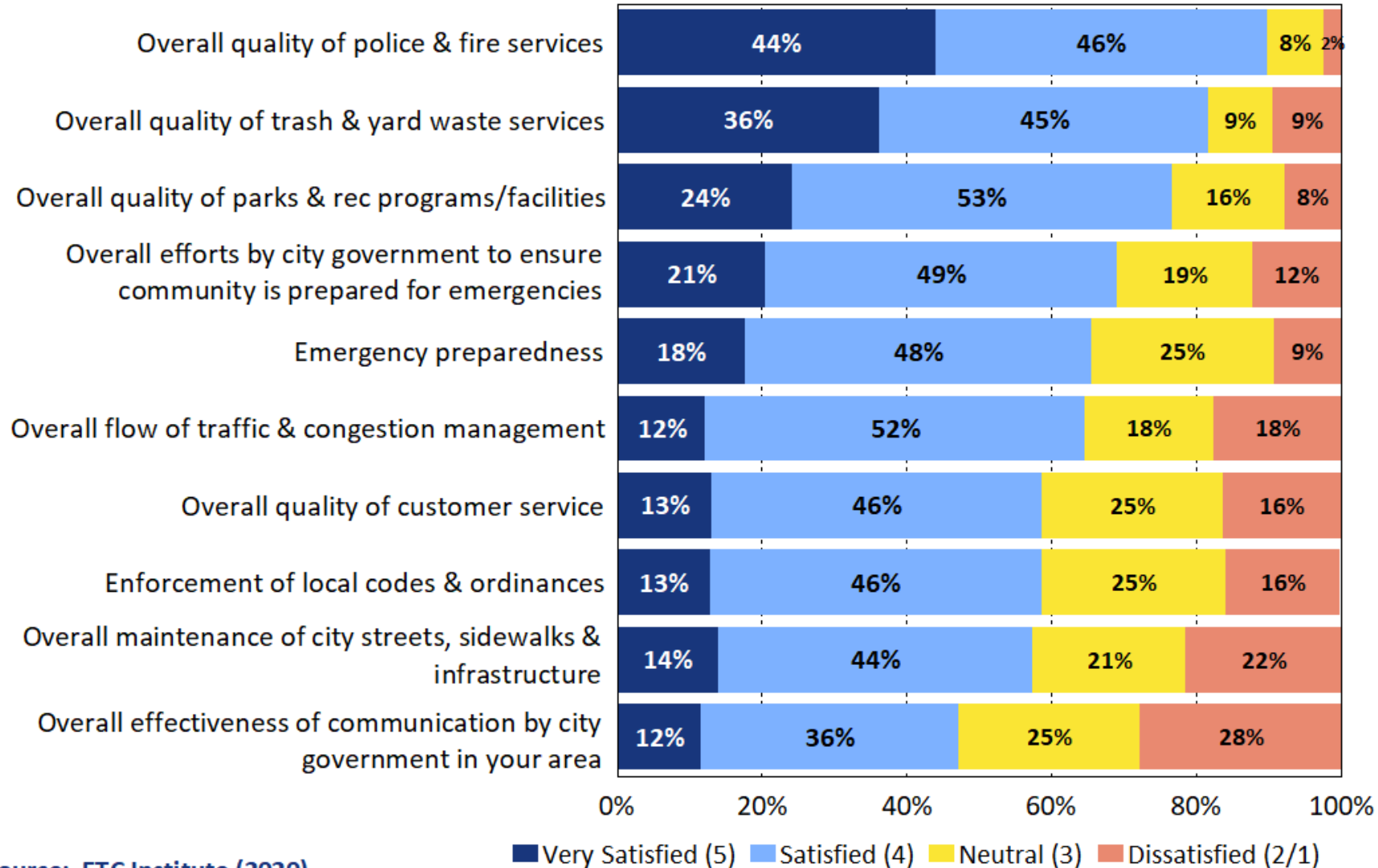


Source: ETC Institute (2020)

Most Residents Are Satisfied with the Overall Quality of Life in Missouri City

Q2. Overall Satisfaction with City Services by Major Category

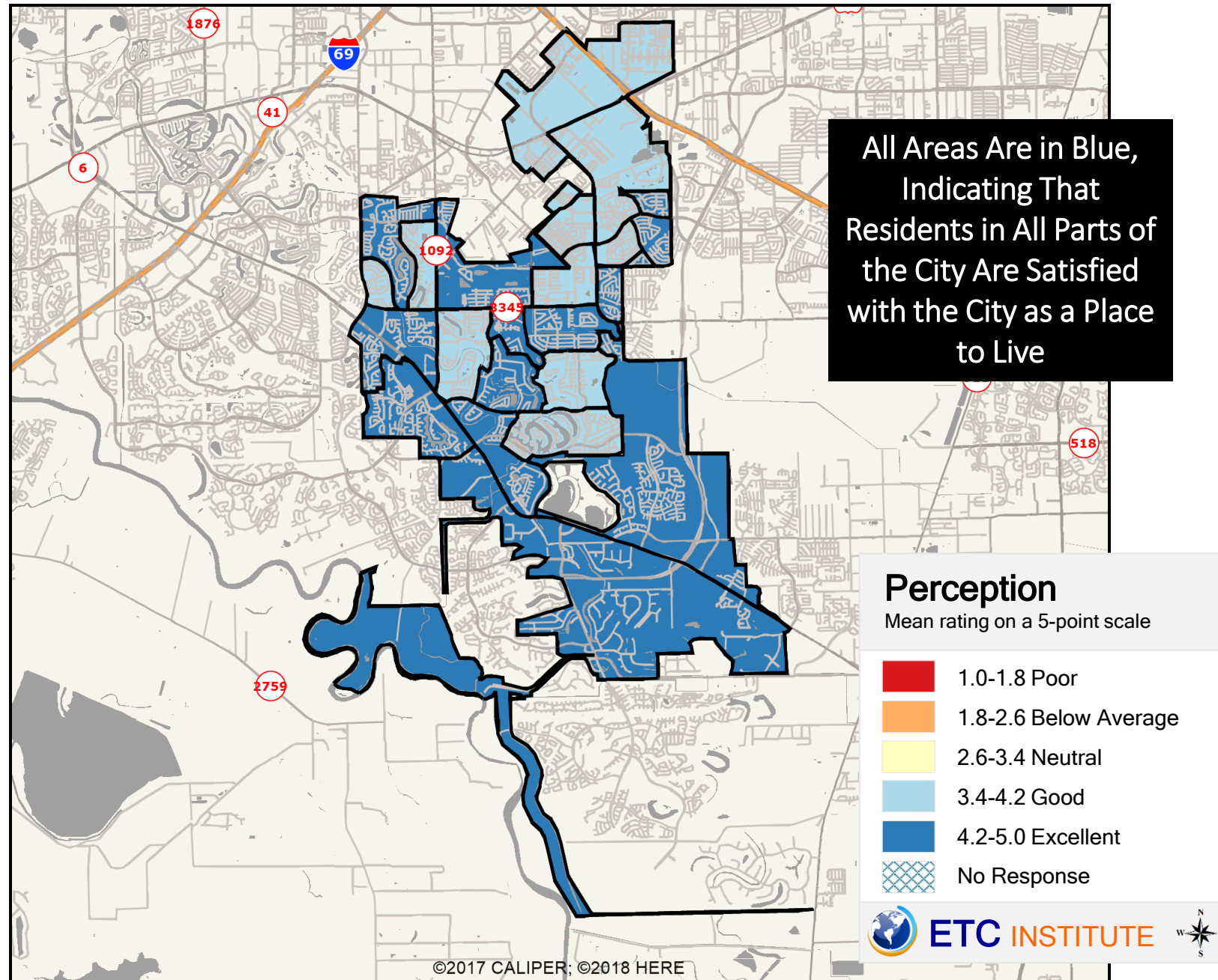
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (Excluding "Don't Know")



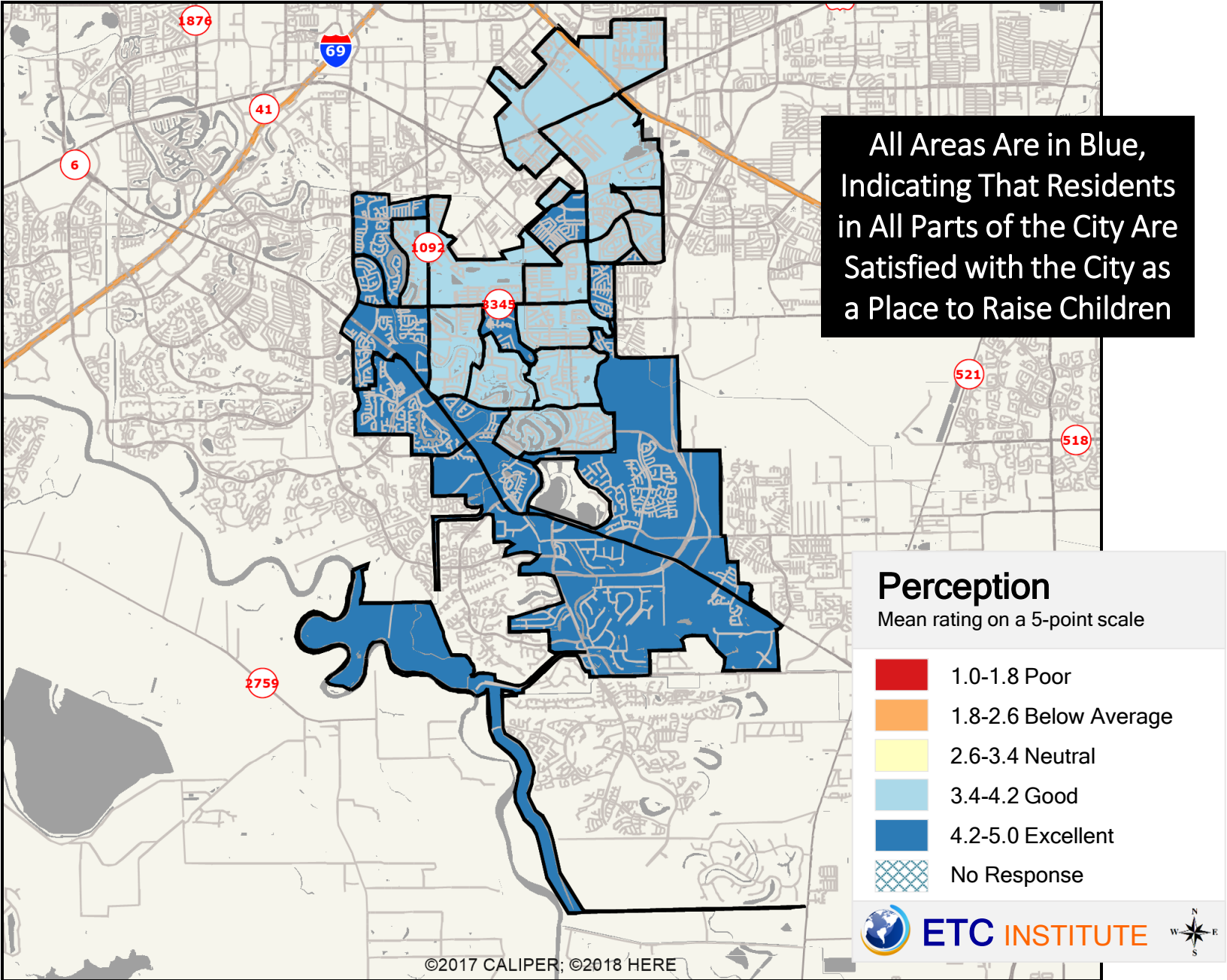
Source: ETC Institute (2020)

Most City Services Received High Ratings

Missouri City as a Place to Live



Missouri City as a Place to Raise Children



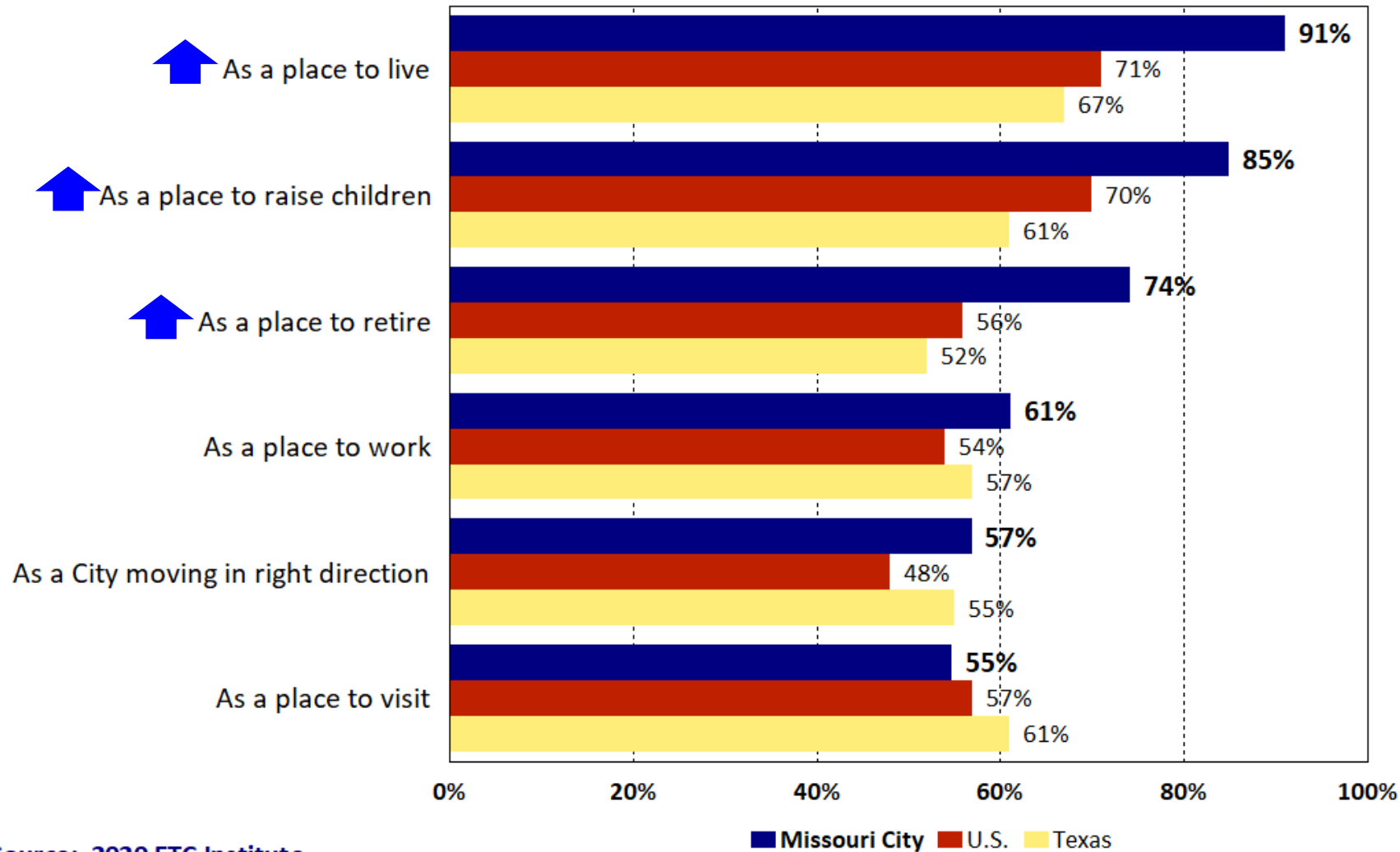
Major Finding #2

**Satisfaction with City Services Is
Much Higher in Missouri City Than
Other Communities**

Ratings of the City

Missouri City vs. the U.S. vs. Texas

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 Know")



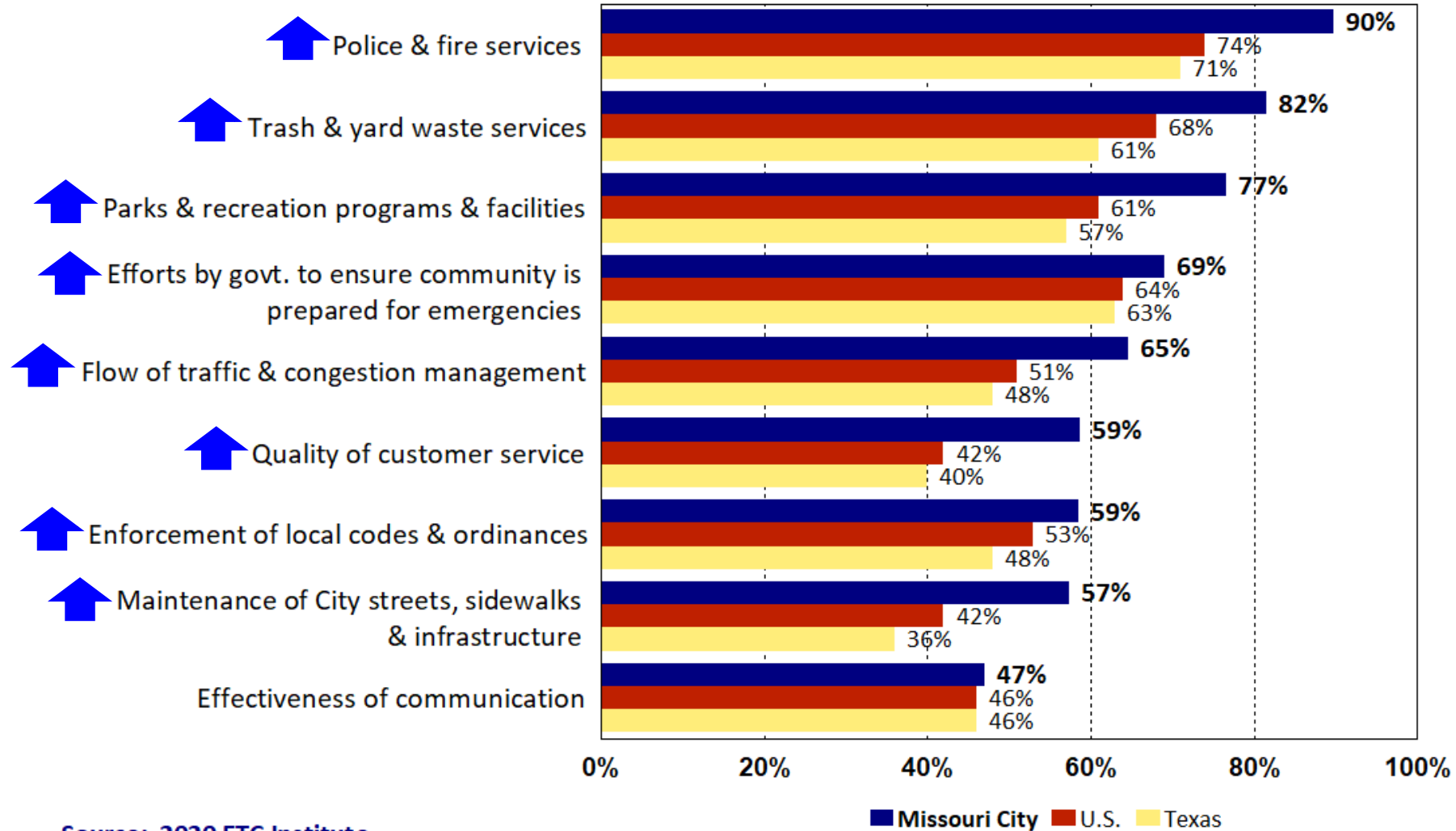
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Major City Services

Missouri City vs. the U.S. vs. Texas

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 Know")



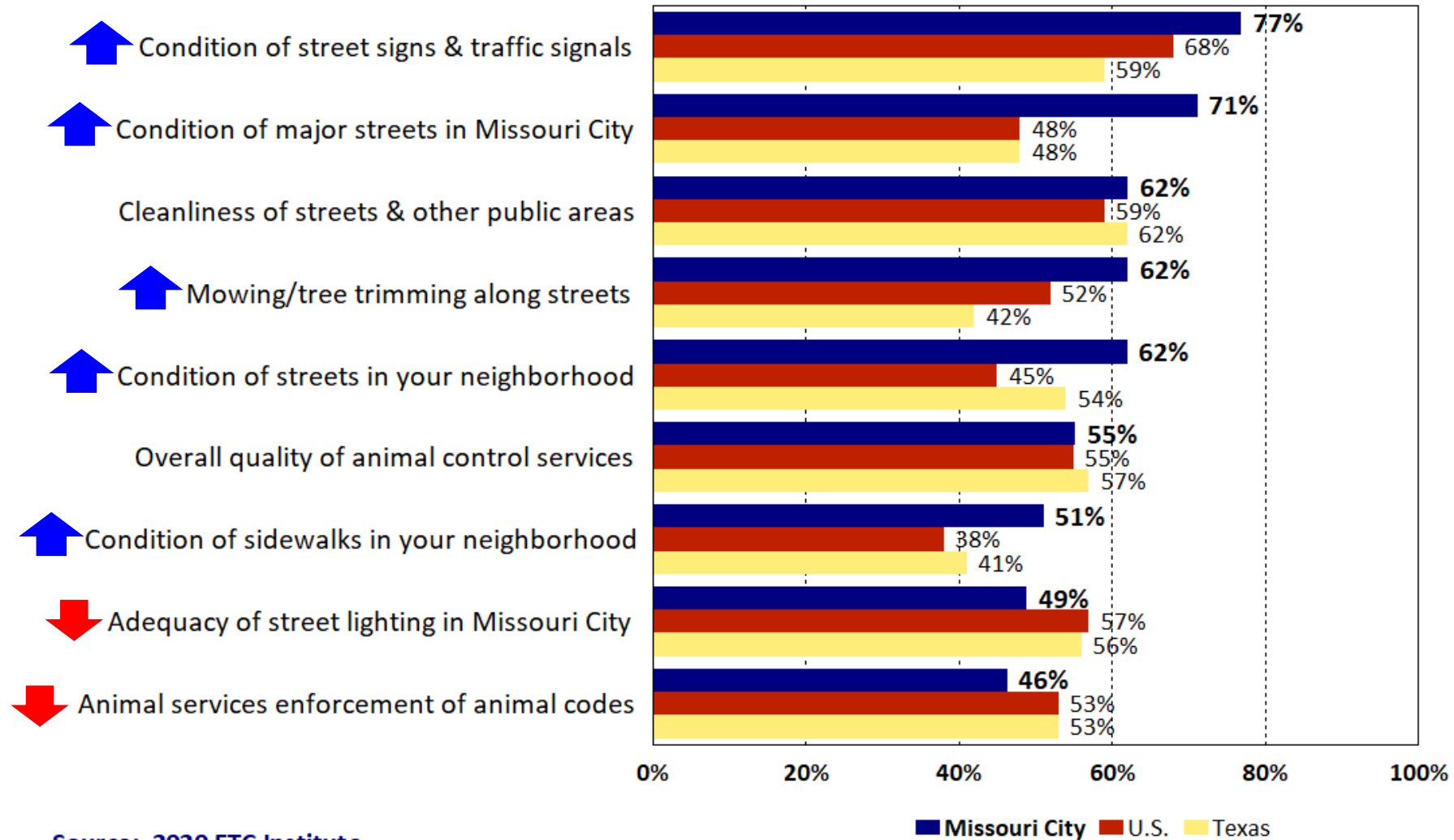
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Public Works Services

Missouri City vs. the U.S. vs. Texas

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 Know")



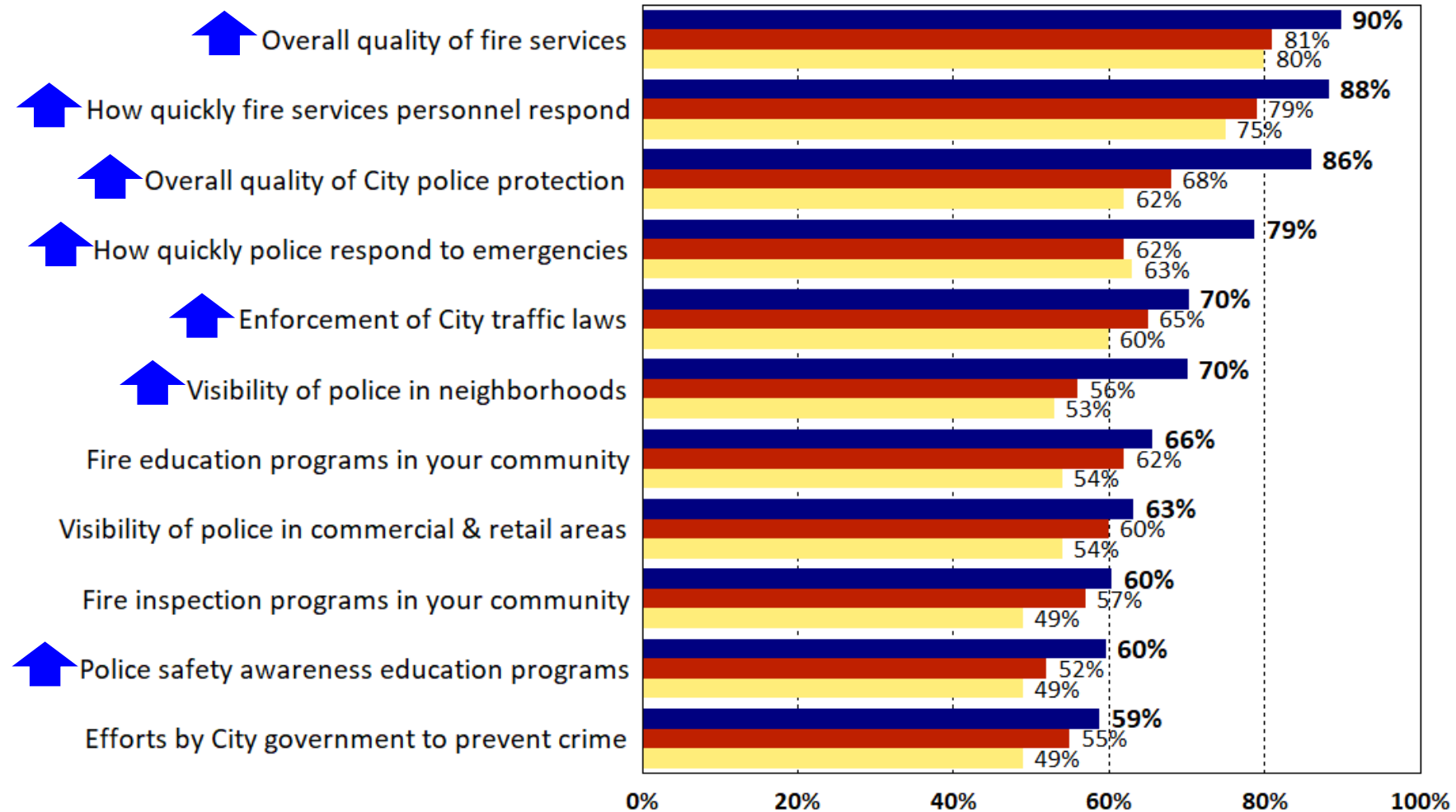
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Police, Fire and Emergency Services

Missouri City vs. the U.S. vs. Texas

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 Know")



Source: 2020 ETC Institute

■ Missouri City ■ U.S. ■ Texas

Significantly Higher:



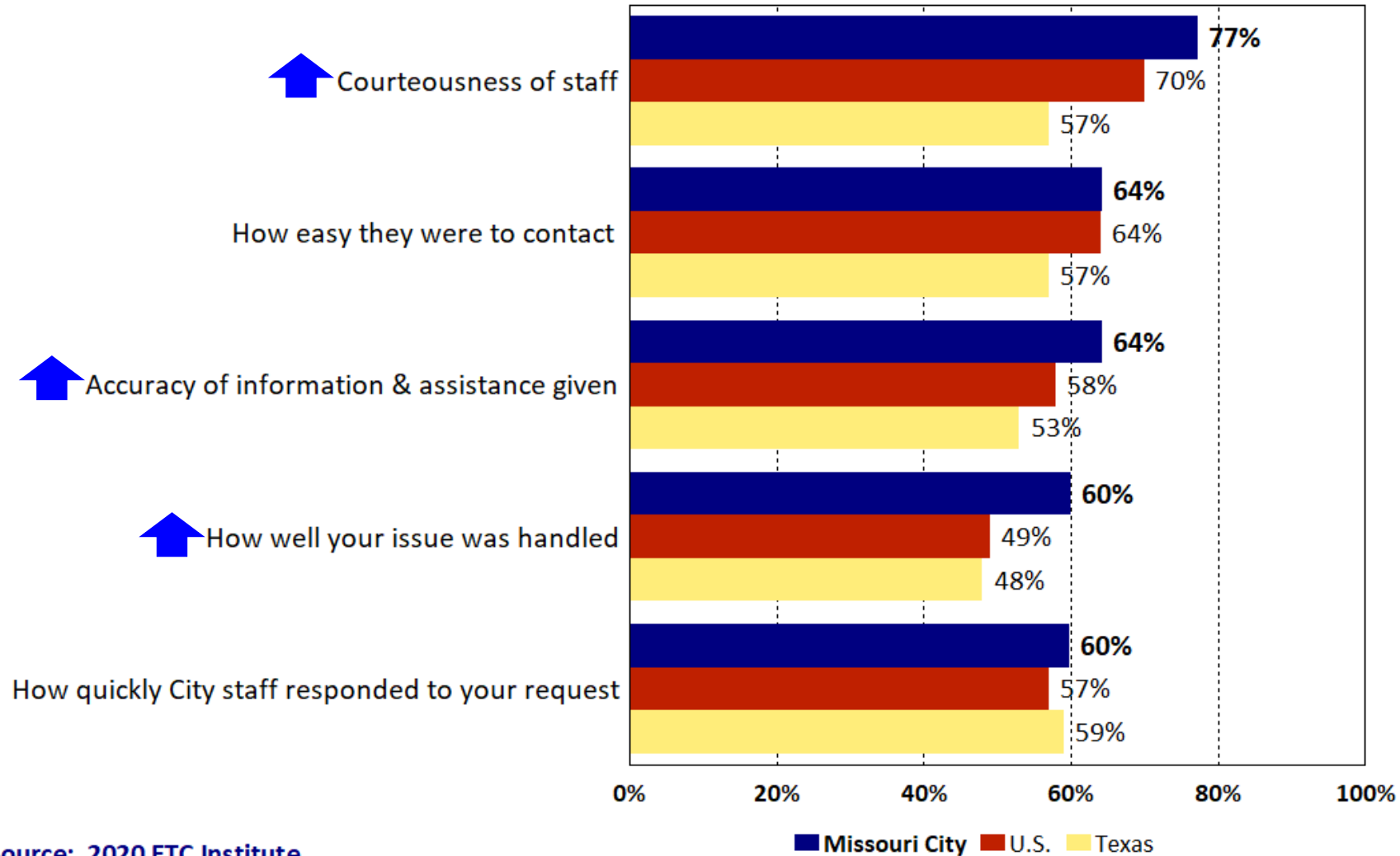
Significantly Lower:



Customer Service from City Employees

Missouri City vs. the U.S. vs. Texas

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (Excluding "Don't Know")



Significantly Higher:

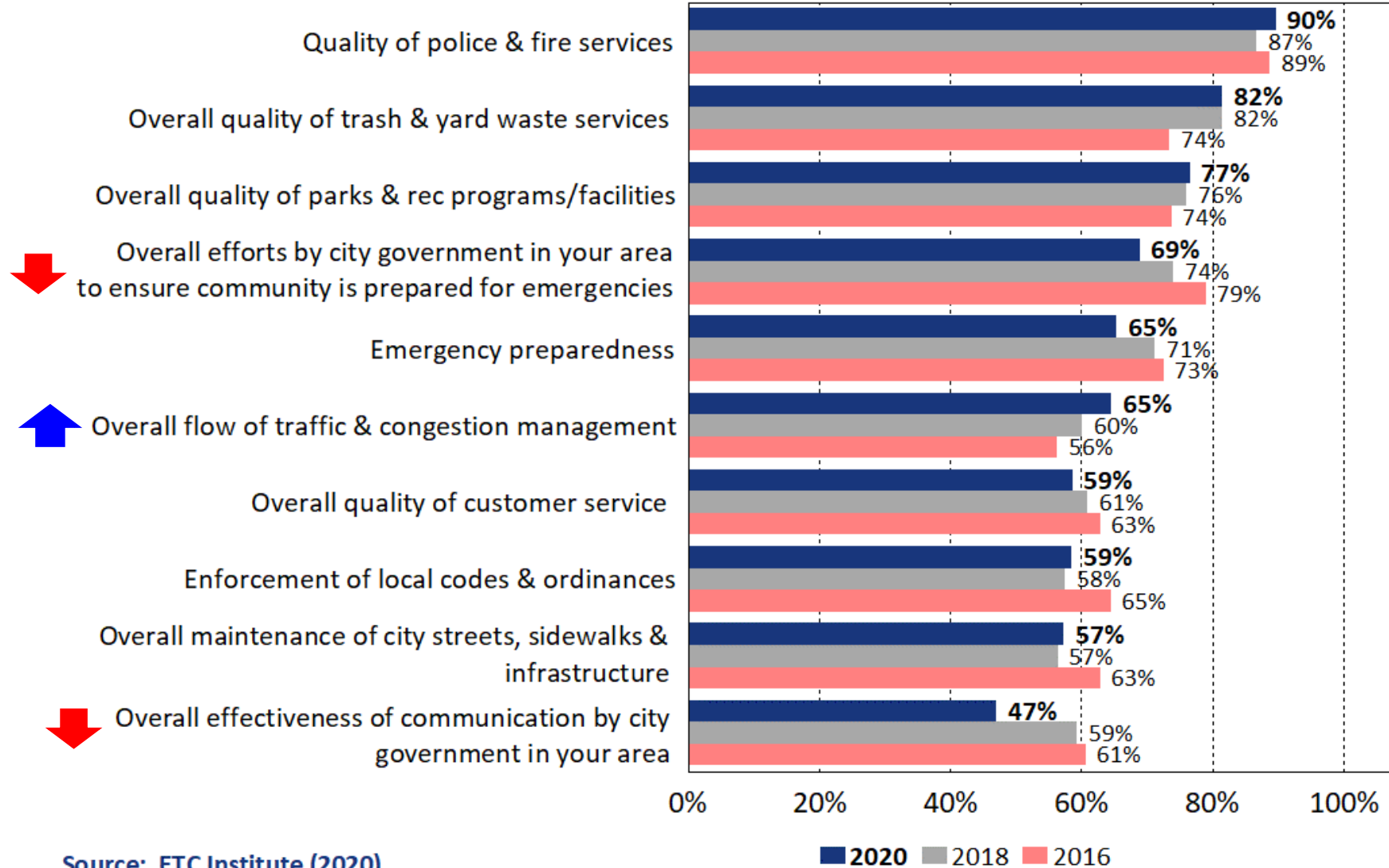


Significantly Lower:



Overall Satisfaction with City Services by Major Category - 2016 to 2020

by percentage of households who answered with a 5 or 4 on a 5-point scale (Excluding "Don't Know")



Significant Increases From 2016:



Significant Decreases From 2016:



2020 Importance-Satisfaction Rating Missouri City, Texas Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets, sidewalks & infrastructure	49%	1	57%	9	0.2079	1
<u>High Priority (IS .10-.20)</u>						
Effectiveness of communication by City government	29%	4	47%	10	0.1539	2
<u>Medium Priority (IS <.10)</u>						
Overall flow of traffic & congestion management	26%	5	65%	6	0.0927	3
Overall efforts by City government to ensure community is prepared for emergencies	34%	2	74%	4	0.0888	4
Emergency preparedness	25%	6	65%	5	0.0858	5
Enforcement of local codes & ordinances	20%	7	59%	8	0.0820	6
Overall quality of customer service	13%	9	59%	7	0.0529	7
Overall quality of parks & rec programs & facilities	16%	8	77%	3	0.0377	8
Quality of police & fire services	30%	3	90%	1	0.0307	9
Overall quality of trash & yard waste services	8%	10	82%	2	0.0153	10

Overall Priorities:

2020 Importance-Satisfaction Rating

Missouri City, Texas

Public Works Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Adequacy of street lighting in Missouri City	34%	2	49%	10	0.1732	1
Condition of sidewalks in your neighborhood	29%	5	51%	9	0.1428	2
Condition of streets in your neighborhood	35%	1	62%	6	0.1322	3
Condition of street drainage/water drainage	33%	4	63%	3	0.1215	4
<u>Medium Priority (IS <.10)</u>						
Condition of major streets in Missouri City	34%	3	71%	2	0.0973	5
Cleanliness of streets & other public areas	17%	6	62%	4	0.0641	6
Animal services enforcement of animal codes	11%	8	46%	11	0.0612	7
Mowing/tree trimming along streets & other public areas	12%	7	62%	5	0.0451	8
Overall quality of animal control services	10%	9	55%	7	0.0426	9
Animal services pet adoption & rescue efforts	5%	11	52%	8	0.0232	10
Condition of street signs & traffic signals	7%	10	77%	1	0.0171	11

Public Works Priorities: 

2020 Importance-Satisfaction Rating

Missouri City, Texas

Police, Fire, and EMS Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Efforts by City government to prevent crime	36%	2	59%	12	0.1463	1
Visibility of police in neighborhoods	37%	1	70%	7	0.1103	2
<u>Medium Priority (IS <.10)</u>						
Visibility of police in commercial & retail areas	18%	5	63%	9	0.0655	3
Police safety awareness education programs	14%	9	60%	11	0.0549	4
Fire inspection programs in your community	13%	10	60%	10	0.0511	5
Fire education programs in your community	14%	8	66%	8	0.0482	6
Overall quality of City police protection	30%	3	86%	3	0.0414	7
How quickly police respond to emergencies	19%	4	79%	4	0.0405	8
Enforcement of City traffic laws	12%	11	70%	6	0.0362	9
How quickly fire services personnel respond	14%	7	88%	2	0.0167	10
Overall quality of fire services	15%	6	90%	1	0.0155	11
911 service provided by operators	6%	12	75%	5	0.0151	12

Public Safety Priorities:

2020 Importance-Satisfaction Rating

Missouri City, Texas

Code Enforcement



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Enforcing clean-up of junk & debris on private property	43%	1	58%	2	0.1810	1
Enforcing mowing & cutting of weeds & grass on private property	36%	2	55%	6	0.1608	2
Enforcing exterior maintenance of residential property	35%	3	57%	4	0.1490	3
Enforcing exterior maintenance of commercial/business property	29%	4	51%	8	0.1417	4
<u>Medium Priority (IS <.10)</u>						
Efforts to remove abandoned or inoperative vehicles	21%	5	53%	7	0.0972	5
Enforcing yard parking regulations in your neighborhood	17%	6	58%	3	0.0710	6
SeeClickFix to report code violations in community or neighborhood	10%	7	55%	5	0.0459	7
Enforcing sign regulations	10%	8	60%	1	0.0406	8

Code Enforcement Priorities: 

2020 Importance-Satisfaction Rating

Missouri City, Texas

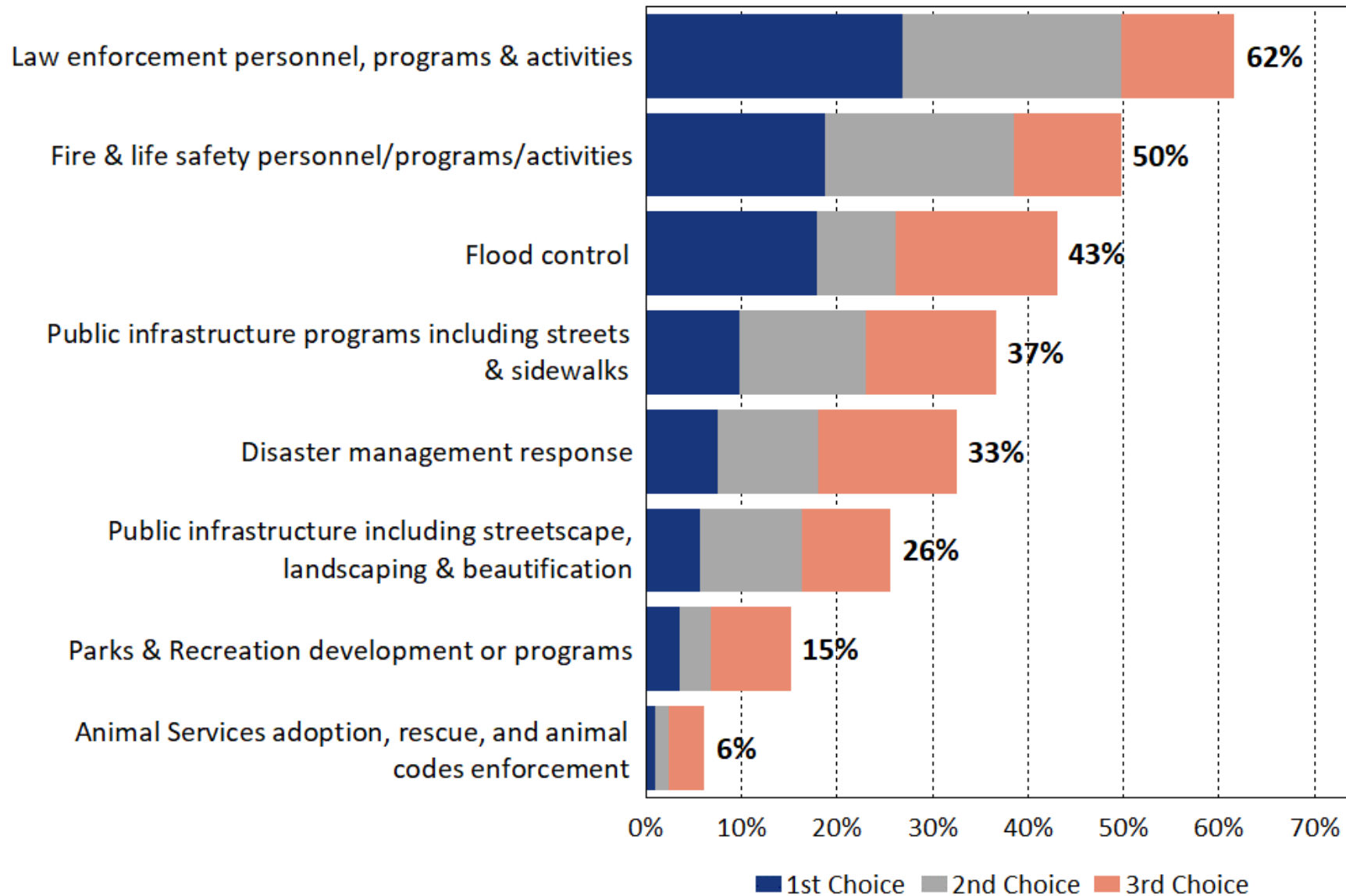
Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Senior citizen programs	33%	3	38%	11	0.2030	1 
<u>Medium Priority (IS <.10)</u>						
Quality of facilities at City parks	37%	1	74%	2	0.0967	2 
Number of walking/biking trails	23%	4	61%	5	0.0899	3
Adult athletic programs in your area	14%	7	40%	10	0.0817	4
Maintenance of City parks	34%	2	80%	1	0.0696	5
Ease of registering for City programs	12%	10	47%	9	0.0637	6
Youth athletic programs in your area	12%	8	49%	8	0.0629	7
Maintenance & appearance of City community centers	22%	5	73%	3	0.0589	8
Availability of meeting space in your community	12%	9	59%	6	0.0491	9
Number of parks	14%	6	67%	4	0.0471	10
Quality of outdoor athletic fields	6%	11	57%	7	0.0278	11

Parks and Recreation Priorities: 

Q22. Which of the following services are most important?

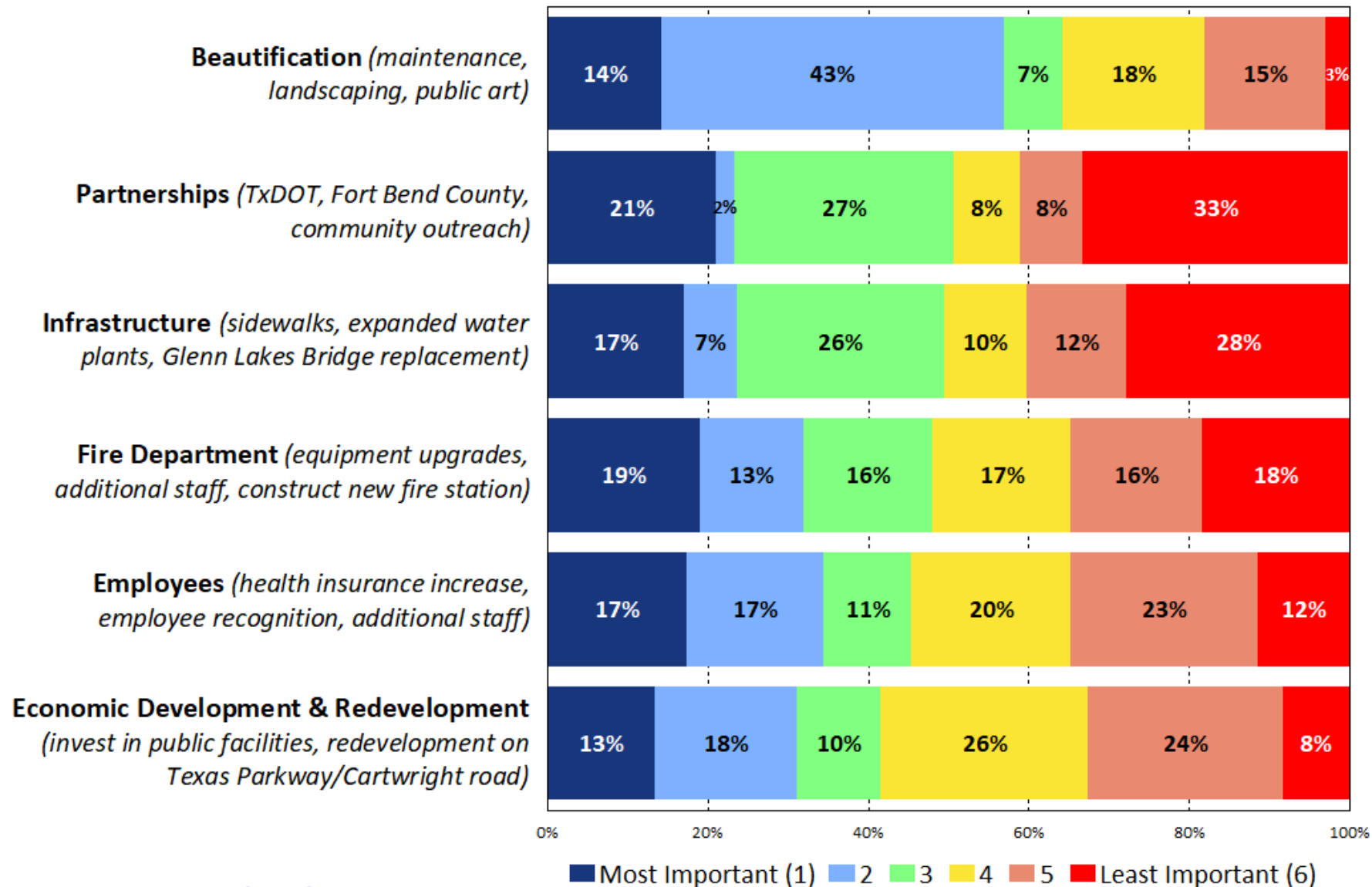
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q23. Importance of City Council Strategic Priorities

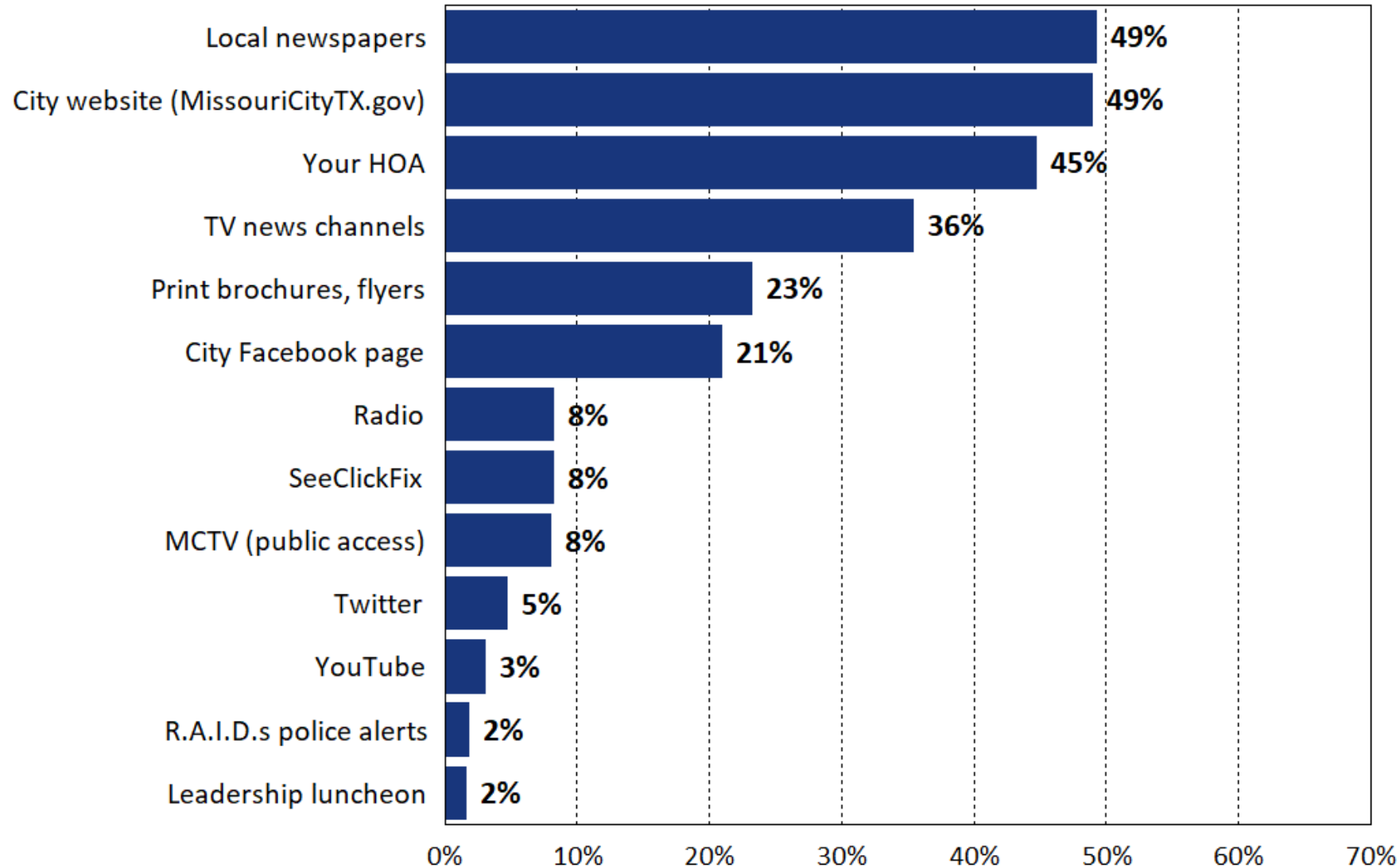
by percentage of respondents who rated the item as a 1 to 6 on a 6-point scale



Source: ETC Institute (2020)

Q16. Sources From Which Respondents Currently Get Information About the City

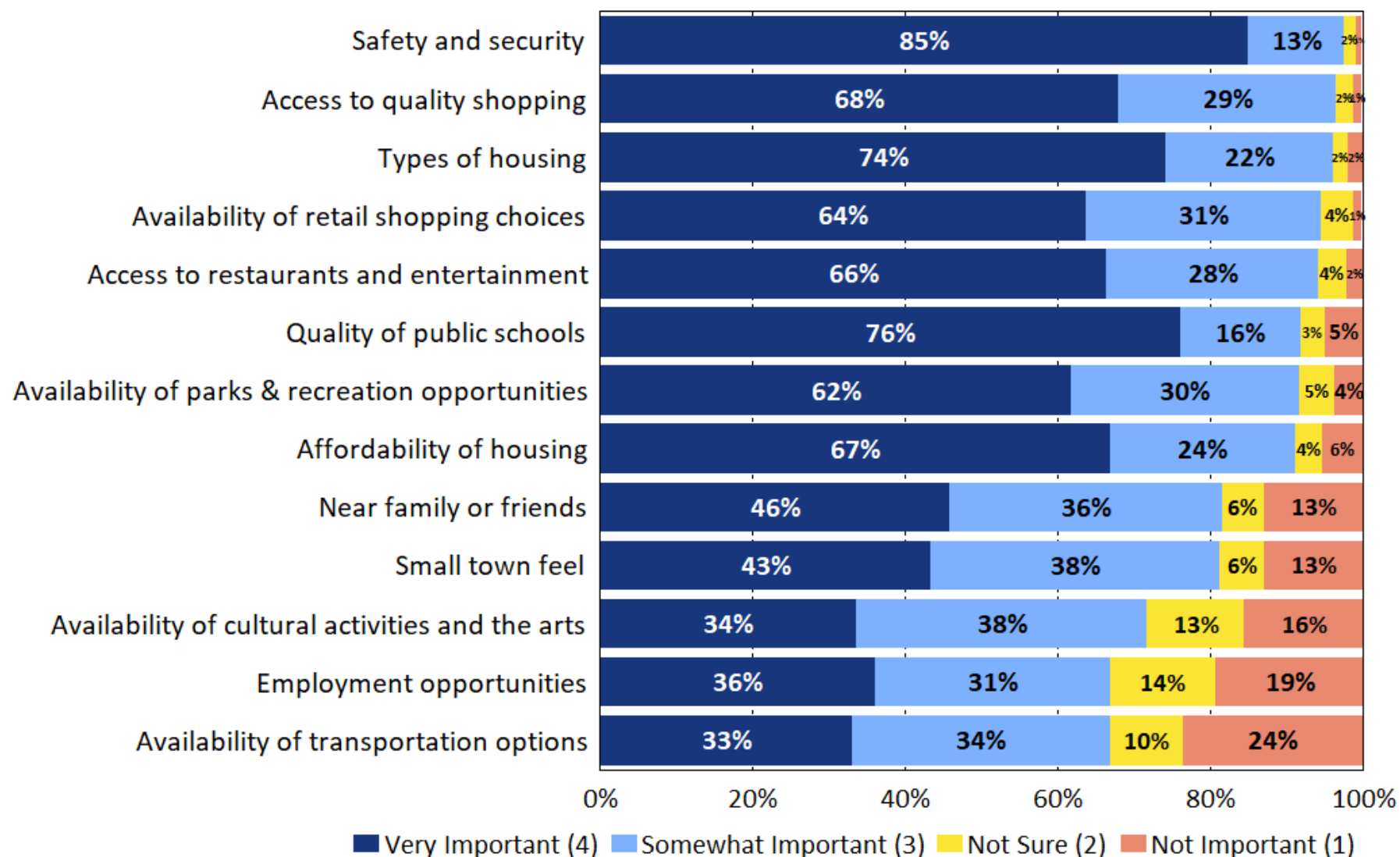
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2020)

Q18. Importance of Various Reasons for Living in Missouri City

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute (2020)

Summary

- **Residents Have a Positive Perception of the City**
 - ❑ 91% rated Missouri City as an excellent or good place to live
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- **Satisfaction Ratings Are Similar to 2018**
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