



DirectionFinder®

FINAL REPORT

2010 DirectionFinder Survey

Submitted to

The City of
**Round Rock,
Texas**

ETC Institute
725 W. Frontier Circle
Olathe, KS
66061

April 2010





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2010 DirectionFinder® Survey

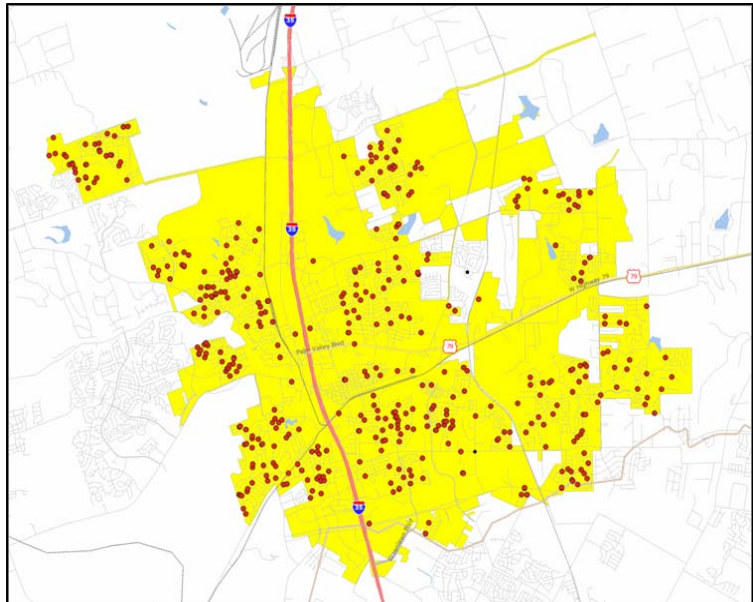
Executive Summary Report

Overview and Methodology

During March and April of 2010, ETC Institute administered a community survey for the City of Round Rock. The purpose of the survey was to assess resident satisfaction with the delivery of major city services and to help set priorities for the community.

The seven-page survey was administered by mail and phone to a random sample of 459 residents. The results for the random sample of 459 households have a 95% level of confidence with a precision of at least +/- 4.5%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

The percentage of “don’t know” responses has been excluded from many of the graphs and the benchmarking data shown in this report to facilitate valid comparisons between city services. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”





This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey
- trend analysis
- importance-satisfaction analysis
- benchmarking data that shows how the survey results compare to the U.S. national average and to the southwestern region of the U.S.
- GIS maps that shows the results of selected questions on the survey on maps of the City
- tabular data for all questions on the survey
- a copy of the survey instrument

Major Findings

Residents were generally satisfied with the overall quality of life in Round Rock. Based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, eighty-seven percent (87%) of residents were satisfied with the overall quality of life in the City, 10% were neutral and only 3% were “dissatisfied.”

Overall Satisfaction with City Services. Seventy-nine percent (79%) of residents, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of services provided by the City. The City services with the highest levels of satisfaction were: fire services (86%), emergency medical services (84%), library services (82%) and City parks and recreation programs (82%). Residents were least satisfied with transportation planning in the City (45%).

Overall Priorities. The top three services that residents felt were most important for the City to provide were: 1) police services, 2) fire services and 3) emergency medical services.

Traffic Flow. More than half (56%) of residents felt traffic flow in the City was getting worse compared to two years ago; 21% felt it was staying the same, 15% felt it was getting better and 8% did not know. Residents were also asked to rate the traffic flow in different areas of the City; the results showed that sixty-three percent (63%) of residents rated traffic flow in and around neighborhoods as “excellent” or “good” and 27% of residents rated traffic flow on state roads and highways as “excellent” or “good.” Although traffic flow was one of the lowest rated areas on the survey, satisfaction with traffic flow in Round Rock rated 7% above the national average when compared to U.S. cities that have grown by 25% or more over the past 10 years.

Most Residents Felt Safe in Round Rock. Ninety percent (90%) of residents, who had an opinion, felt “very safe” or “safe” in the City. The areas where residents felt most safe were: in their neighborhood during the day (94%), in Downtown Round Rock (88%) and in City parks (83%).



Parks and Recreation. The highest levels of satisfaction with parks and recreation services in Round Rock, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were with the maintenance and appearance of City parks (83%), number of City parks (72%), outdoor athletic fields (69%) and City recreation centers (66%). The parks and recreation services that residents thought were most important for the City to provide were: 1) the maintenance and appearance of City parks, and 2) walking and biking trails in the City.

Public Works. The highest levels of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the cleanliness of streets and other public areas (73%), the maintenance of major City streets (70%), the maintenance of neighborhood streets (68%) and the mowing and trimming of streets and other public areas (67%).

Public Works services that residents thought were most important for the City to provide. The top two public works services that residents thought were most important were: 1) the maintenance of major City streets and 2) the maintenance of neighborhood streets.

Code Enforcement. The code enforcement service that residents were most satisfied with, based upon a combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, was the enforcement of sign regulations. The code enforcement service that residents felt was most important for the City to provide was the enforcement of the clean-up of junk and debris on private property.

City Communication. The communication services that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the usefulness of information on the City’s website (66%), the availability of information about City services and programs (66%) and City efforts to keep residents informed about local issues (65%). The sources that residents used most often to get information about the City of Round Rock were: 1) local TV news (66%), 2) the enclosure in their utility bill (64%) and 3) Community Impact - a monthly publication (60%).

Customer Service. Seventy-nine percent (79%) of residents, who had contacted the City during the past year, described the service they received as “excellent” or “good.” The customer service items that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: with how easy the City was to contact (83%) and the way they were treated (82%). **When compared to other communities, the City of Round Rock is setting the standard for customer service.** Overall satisfaction with customer service among all residents rated 10% above the national average. Satisfaction with how quickly City employees respond to requests from residents rated 22% above the national average, and satisfaction with how well City employees handle issues rated 22% above the national average.



Solid Waste/Utility Services. The highest levels of satisfaction with solid waste/utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: residential trash (garbage) collection (90%), wastewater (sewer) services (83%), and drinking water services (76%). Residents were least satisfied with recycling services (47%).

Willingness of Residents to Pay Increases in Taxes and Fees to Avoid Reductions in Current Service Levels. The City services that residents were most willing to pay a slight increase in taxes and fees to avoid reductions in service levels, based upon a combination of “very willing” and “willing” responses, were: emergency medical services (54%), fire response (53%) and law enforcement (52%). The services that residents were most unwilling to pay an increase in taxes or fees to avoid reductions in, based upon a combination of “not willing” and “not willing at all” responses, were: recreation activities (46%) and library services (45%).

Strategic Goals. Residents were asked to rate their agreement with various statements related to the City’s strategic goals. The statements that residents agreed with most, based upon a combination of “strongly agree” and “agree” responses among residents who had an opinion, were: the City is ensuring there is an adequate and affordable supply of safe water (76%), the City is moving in the right direction (73%) and there is a wide range of housing available in the City (72%). The statements that residents agreed with least were: quality arts/culture is available in the City (30%), there is a wide range of employment opportunities in the City (33%) and the City is preventing the deterioration of neighborhoods (45%).

Long Range Issues. The three biggest issues that residents felt the City of Round Rock will face over the next five years were: 1) traffic (75%), 2) high taxes/property taxes/finances (58%) and 3) school related issues (44%).

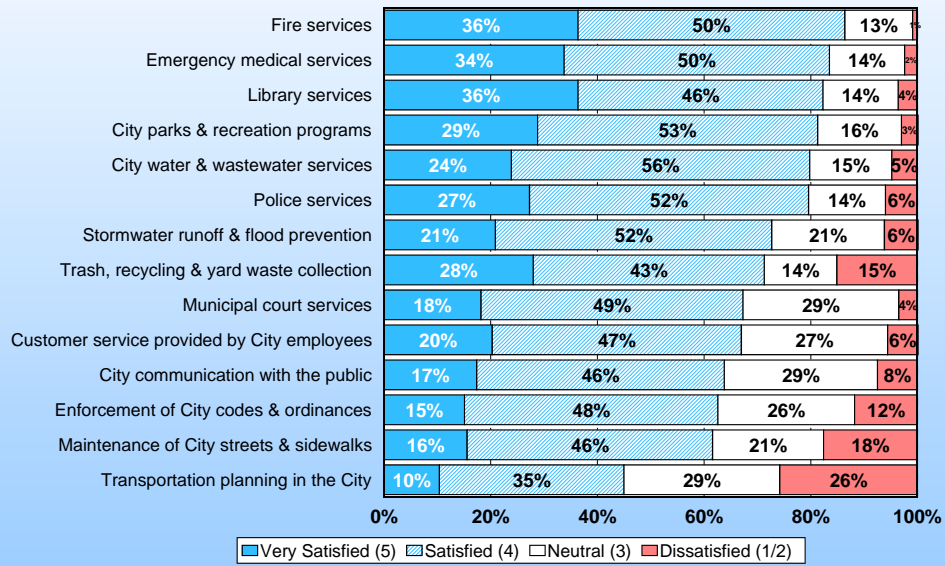
Other Findings

- The electronic sources that residents used most often to get information were: 1) the Internet (80%), 2) Facebook (46%) and 3) text messages (42%).
- Forty-five percent (45%) of residents felt the City was developing multi-family residential developments “much too fast” or “too fast.”
- More than half (57%) of residents felt the level of service provided by the City in the maintenance of infrastructure should be “much higher” or a “little higher.”
- Sixty-nine percent (69%) of the residents surveyed reported that they did not work in the City.

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

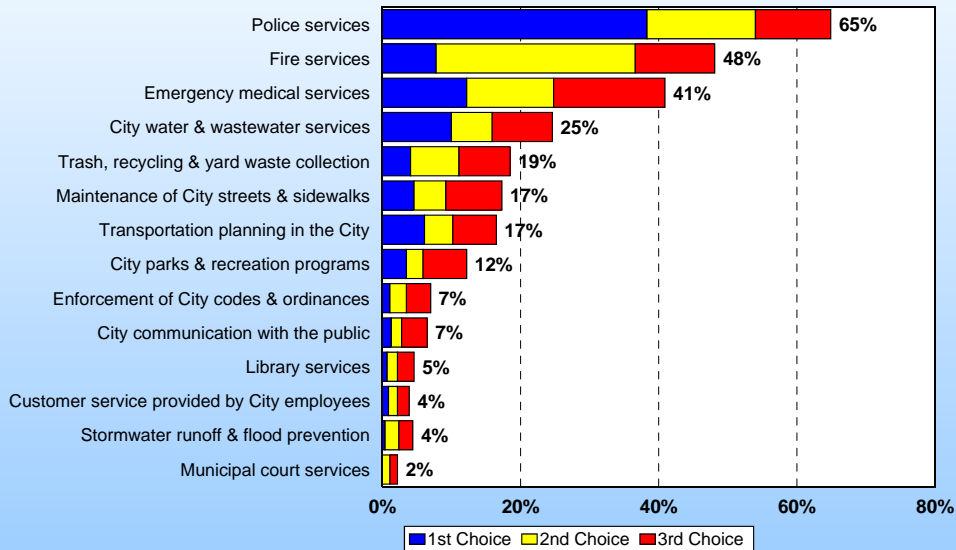
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q2. City Services That Are Most Important to Residents by Major Category

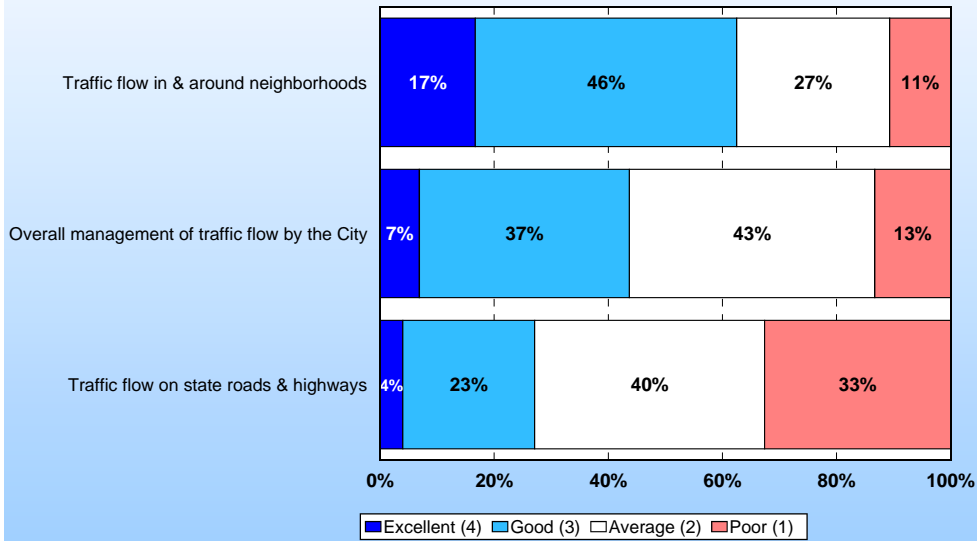
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2010 Round Rock Community Survey)

Q3. Ratings of Traffic Flow in the City

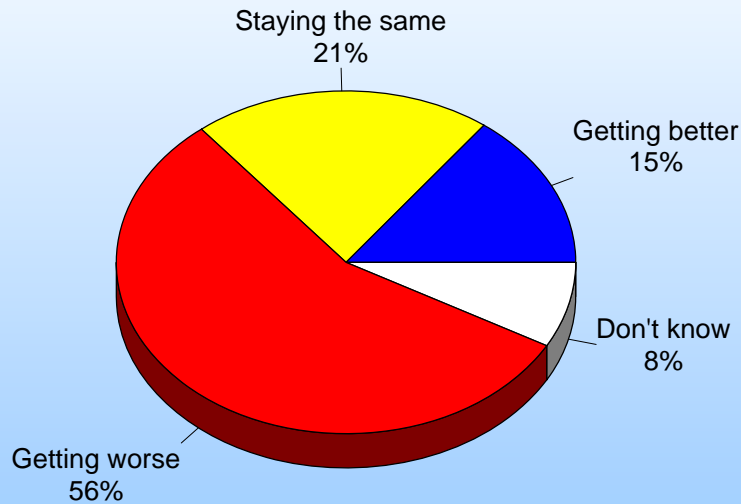
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q4. How Residents Feel Traffic Flow in the City is Changing Compared to Two Years Ago

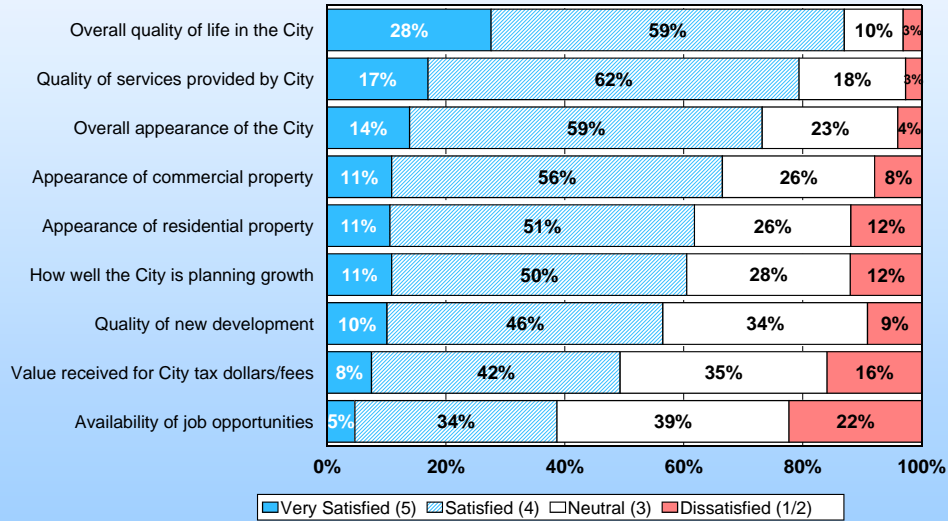
by percentage of respondents



Source: ETC Institute (2010 Round Rock Community Survey)

Q5. Satisfaction With Items That Influence the Perception Residents Have of the City

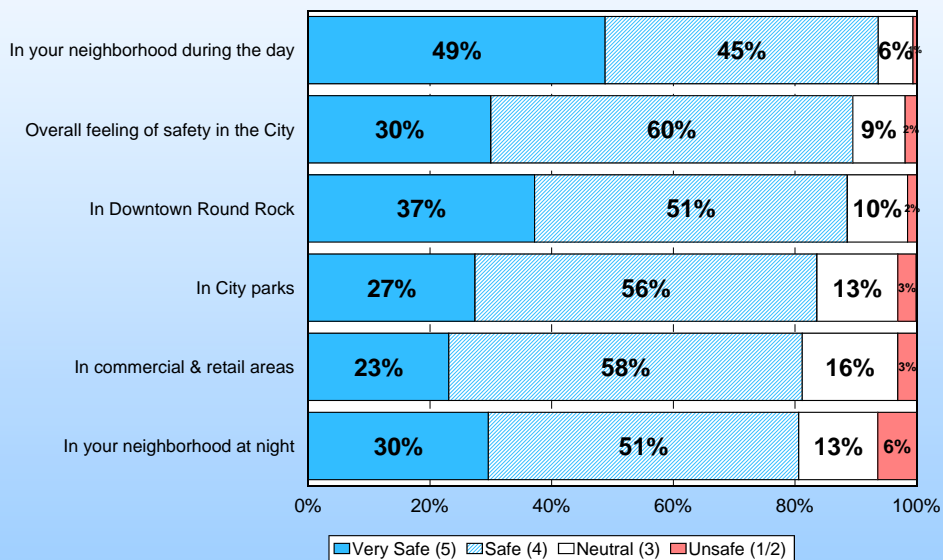
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q6. How Safe Do You Feel?

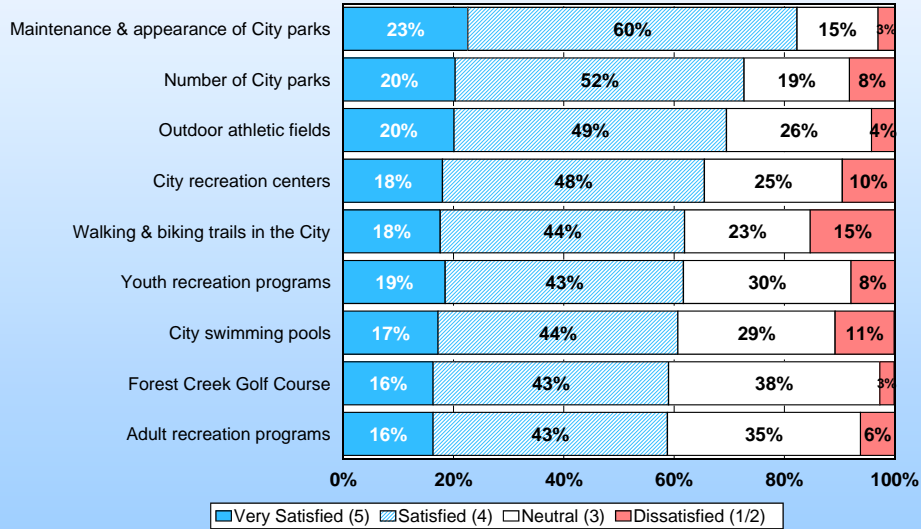
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q7. Satisfaction with Various Aspects of Parks and Recreation

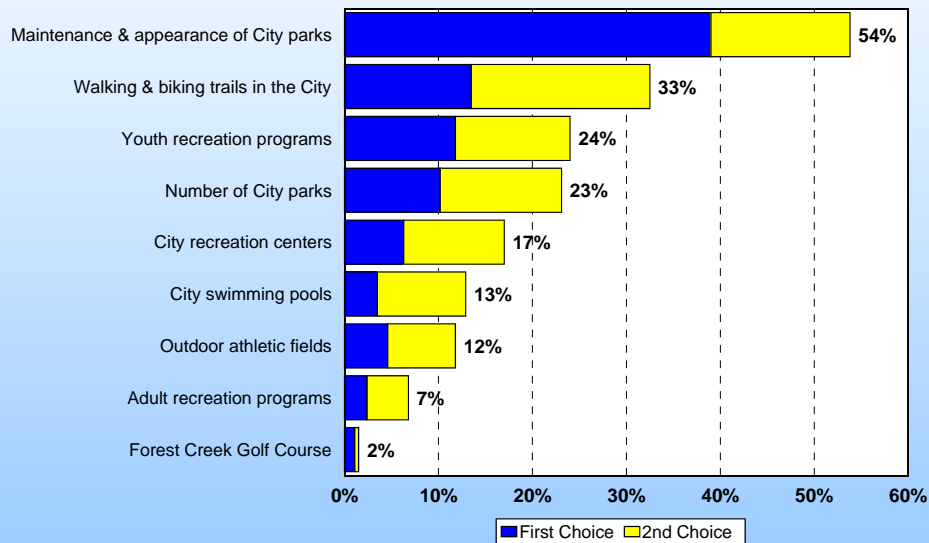
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q8. Parks and Recreation Services That Residents Thought Were Most Important

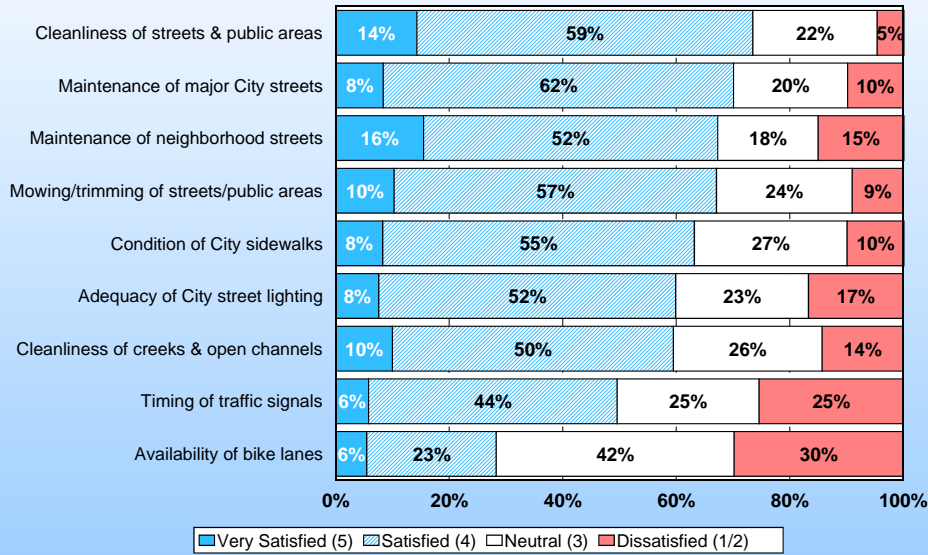
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2010 Round Rock Community Survey)

Q9. Satisfaction with Various Aspects of Public Works

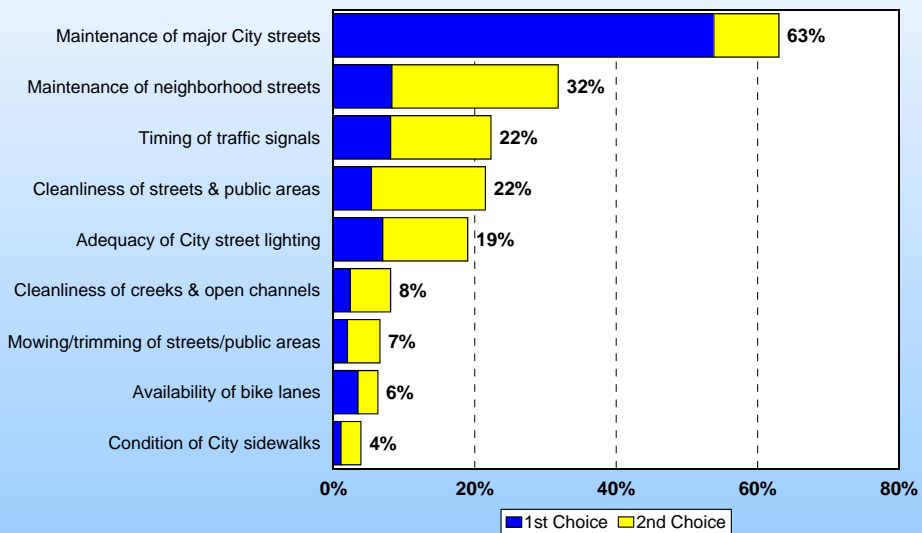
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q10. Public Works Services That Residents Thought Were Most Important

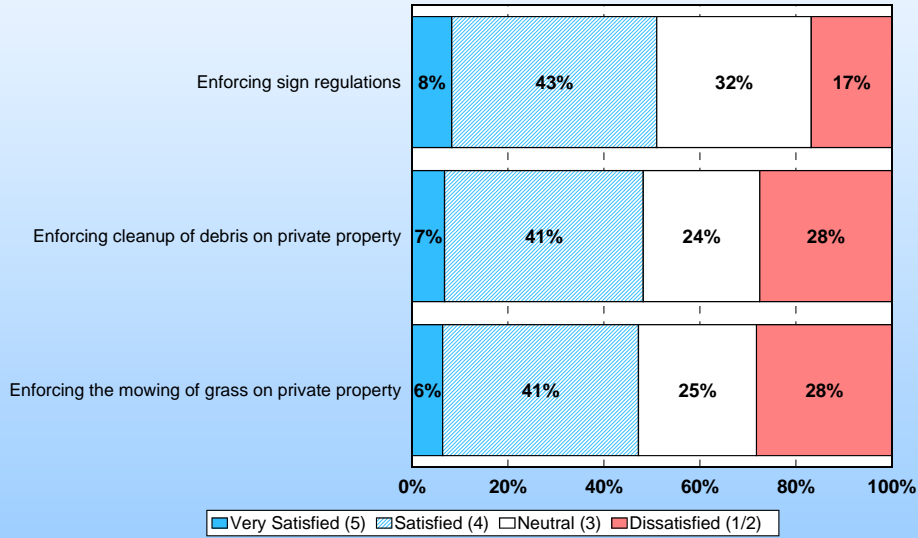
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2010 Round Rock Community Survey)

Q11. Satisfaction with Various Aspects of Code Enforcement

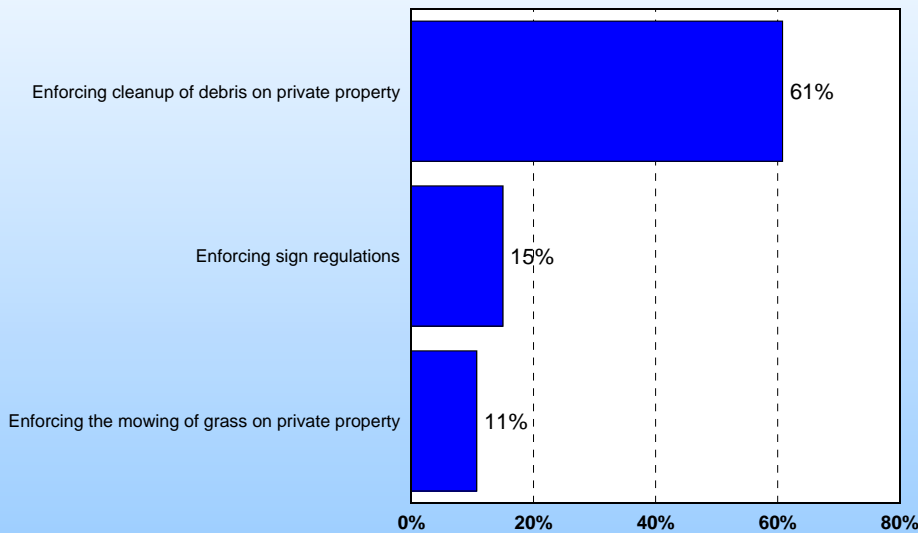
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q12. Code Enforcement Services That Residents Thought Were Most Important for the City to Provide

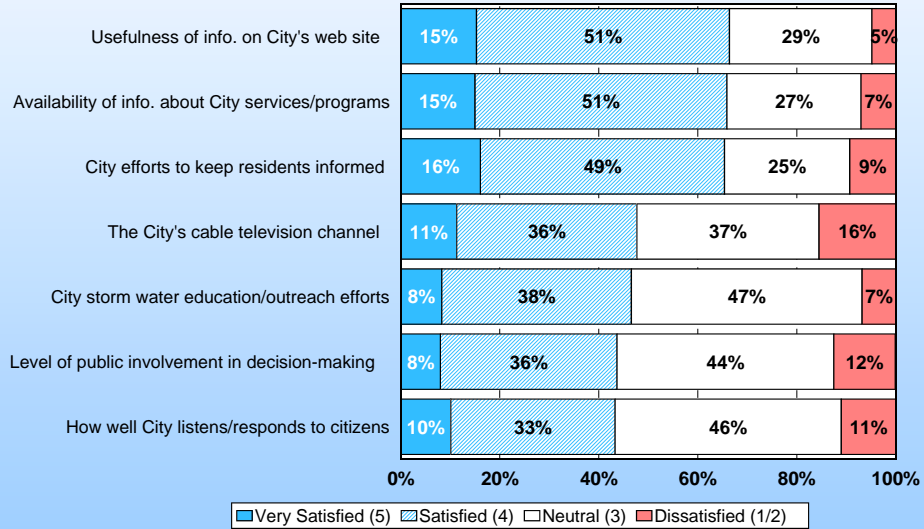
by percentage of respondents who selected the item as their top choice



Source: ETC Institute (2010 Round Rock Community Survey)

Q13. Satisfaction with Various Aspects of Communication

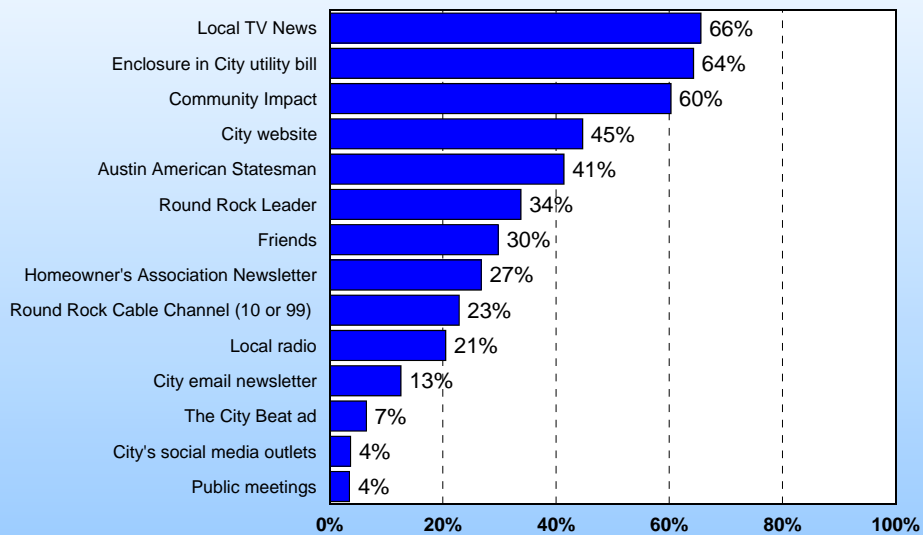
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q14. Sources Where Residents Currently Get Information About the City

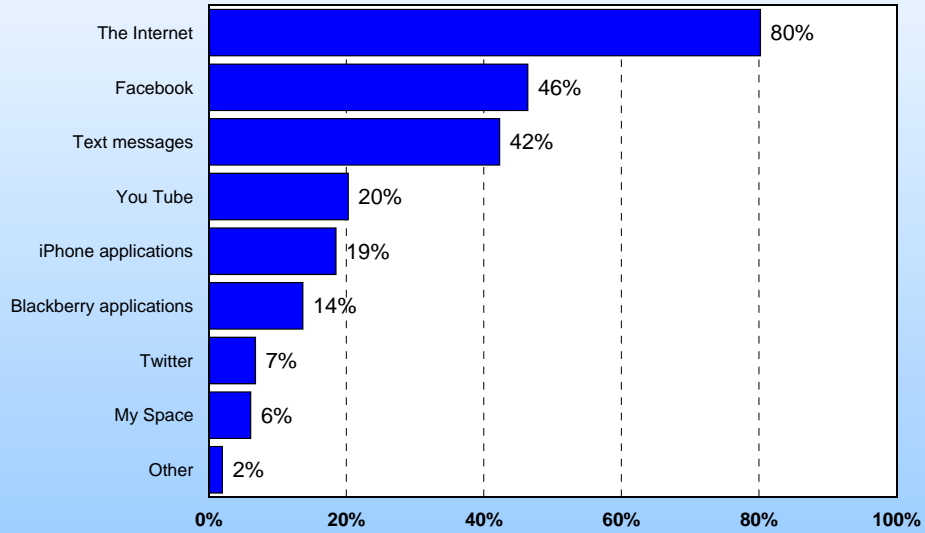
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2010 Round Rock Community Survey)

Q15. Electronic Sources Where Residents Currently Get Information

by percentage of respondents (multiple selections were allowed)

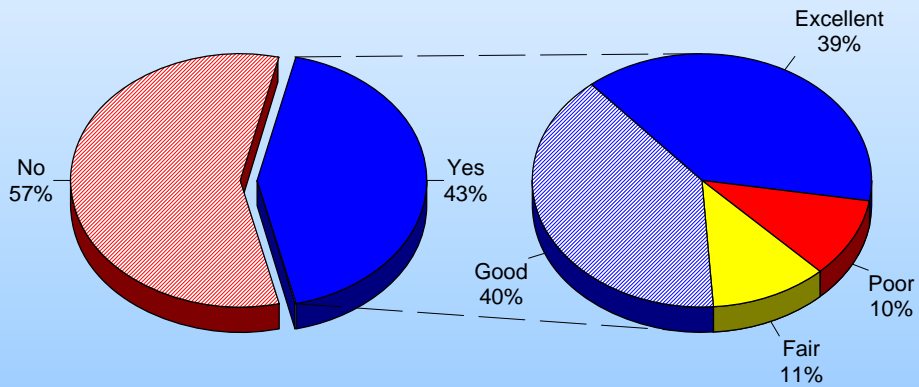


Source: ETC Institute (2010 Round Rock Community Survey)

Q16. Have you contacted the City of Round Rock during the past year?

by percentage of respondents

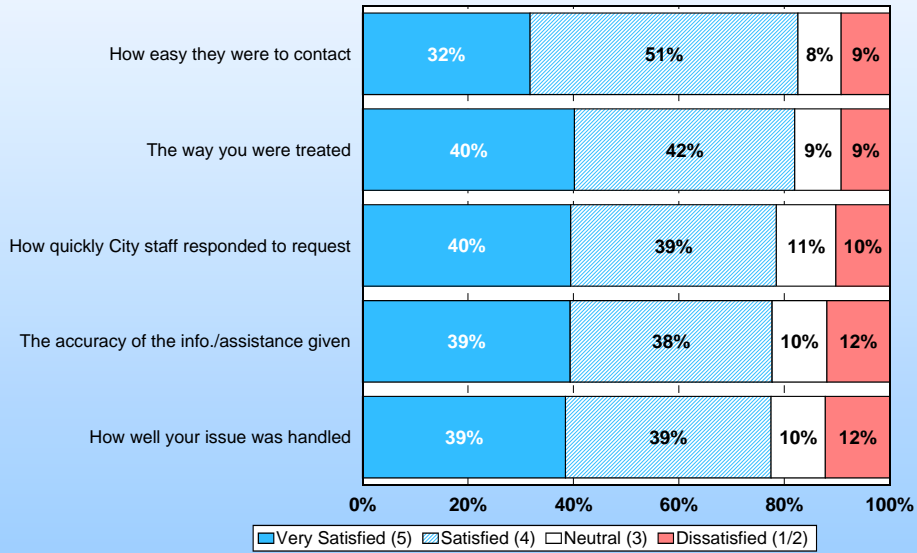
Q16a. If yes, how would you describe the service you received?



Source: ETC Institute (2010 Round Rock Community Survey)

Q16b. Satisfaction with the Customer Service Received from City Employees

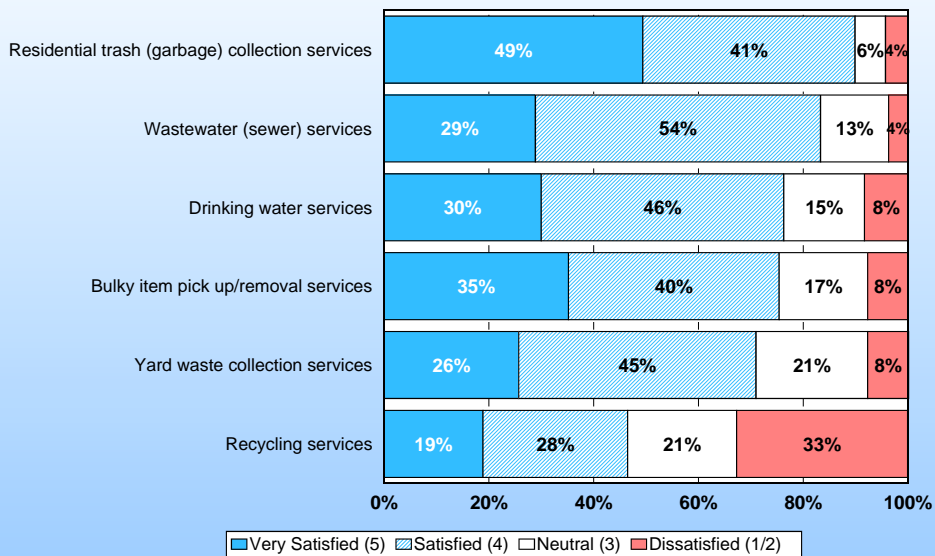
by percentage of respondents who contacted the City (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q17. Satisfaction with Solid Waste/Utility Services

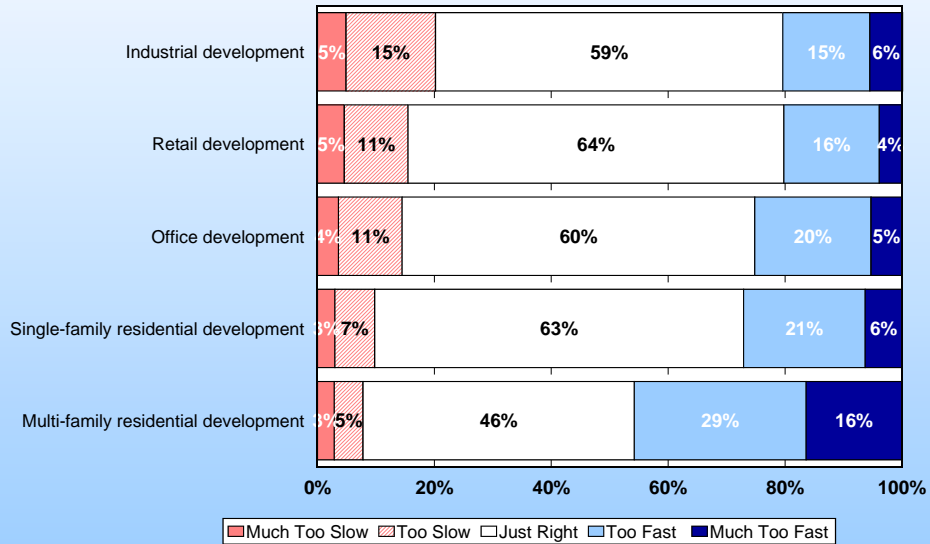
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q18. Ratings of the City's Current Pace of Land Development by Type

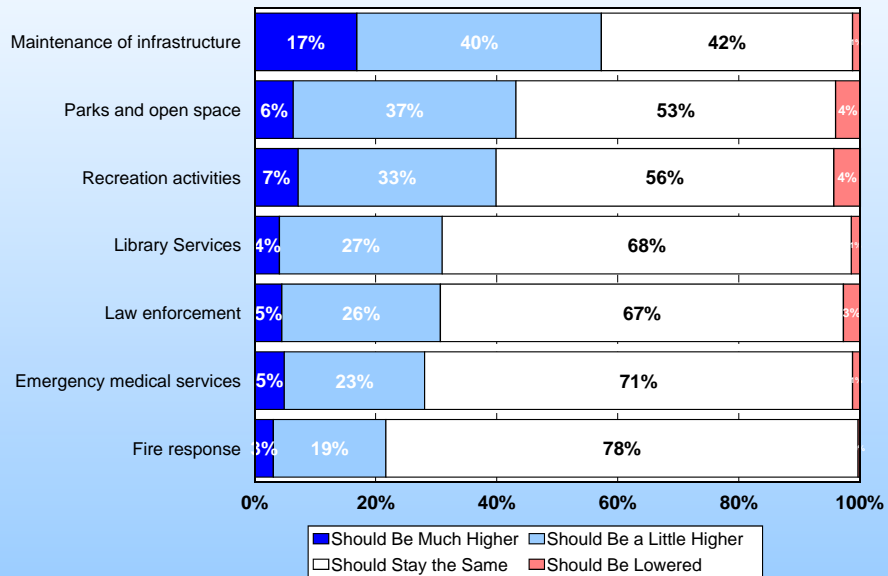
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q19. How should the level of service provided by the City in the following areas change:

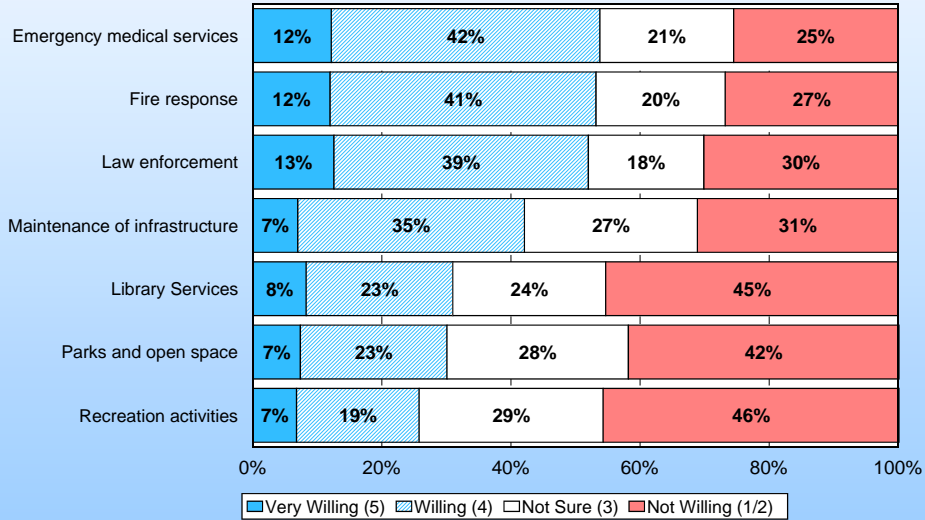
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q20. Willingness of Residents to Pay A Slight Increase in Taxes and Fees to Avoid Reductions in Funding in Various City Services

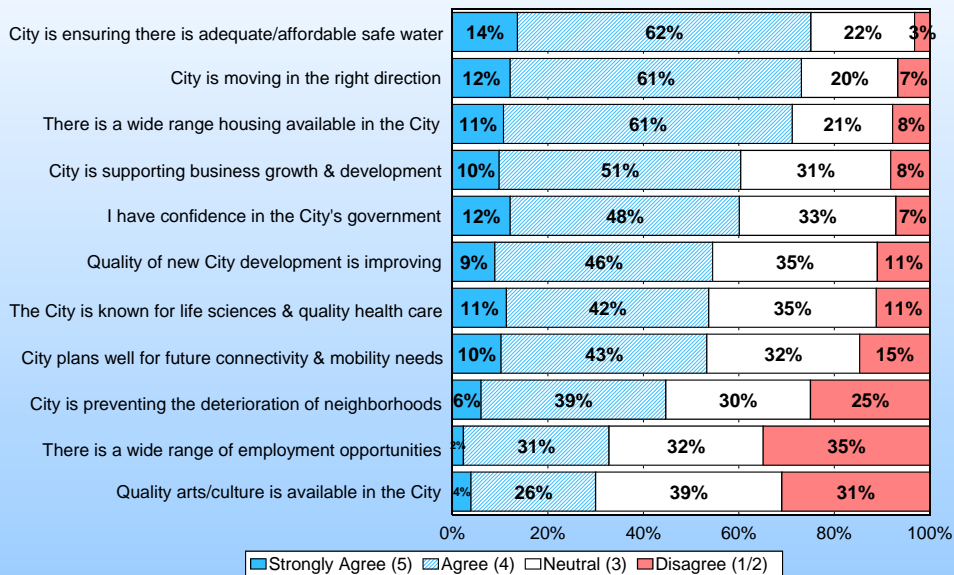
by percentage of respondents



Source: ETC Institute (2010 Round Rock Community Survey)

Q21. Agreement With Various Statements Related to the City's Strategic Goals

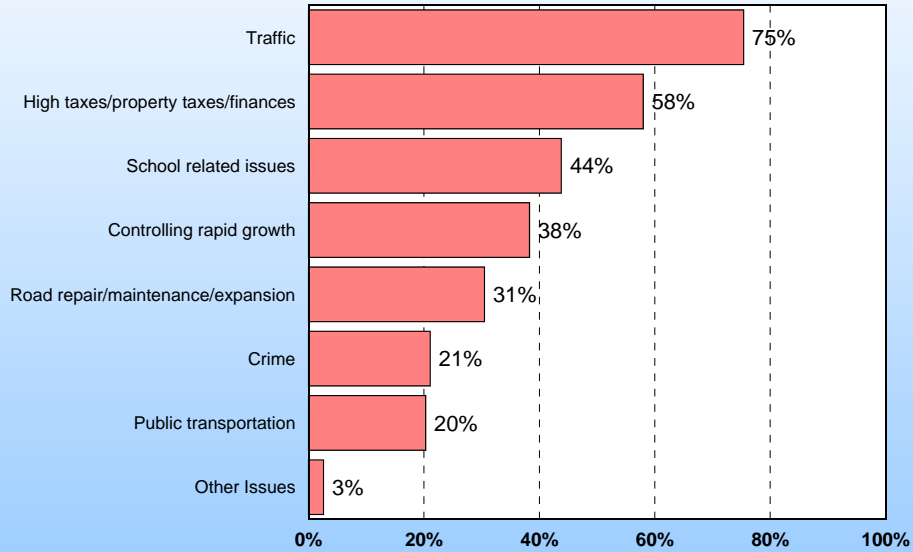
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010 Round Rock Community Survey)

Q22. Three Biggest Issues Facing Round Rock Over the Next Five Years

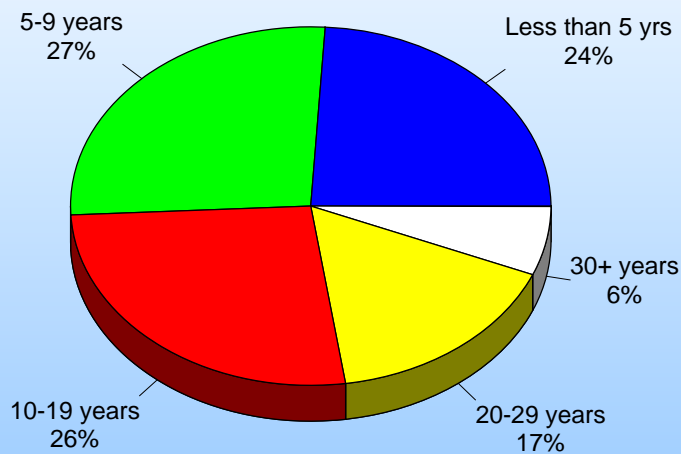
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2010 Round Rock Community Survey)

Q23. Demographics: Number of Years Lived in Round Rock

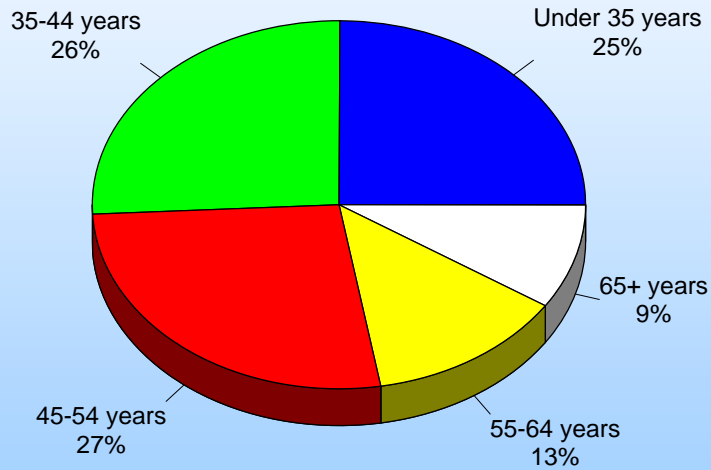
by percentage of respondents



Source: ETC Institute (2010 Round Rock Community Survey)

Q24. Demographics: Age of Respondents

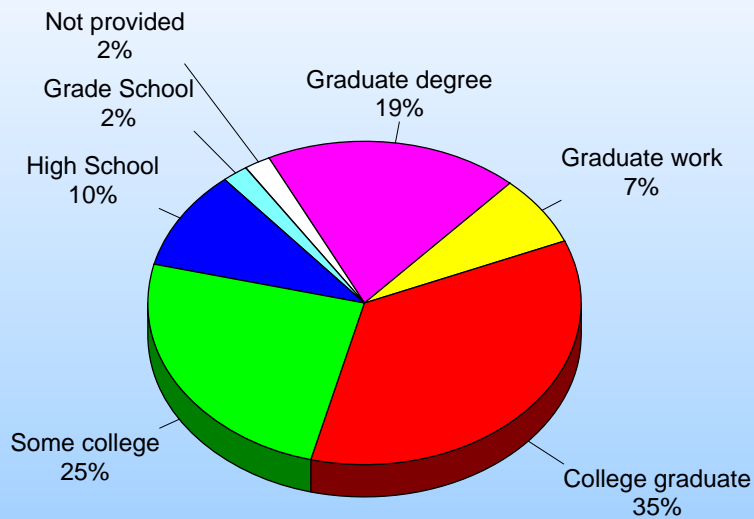
by percentage of respondents



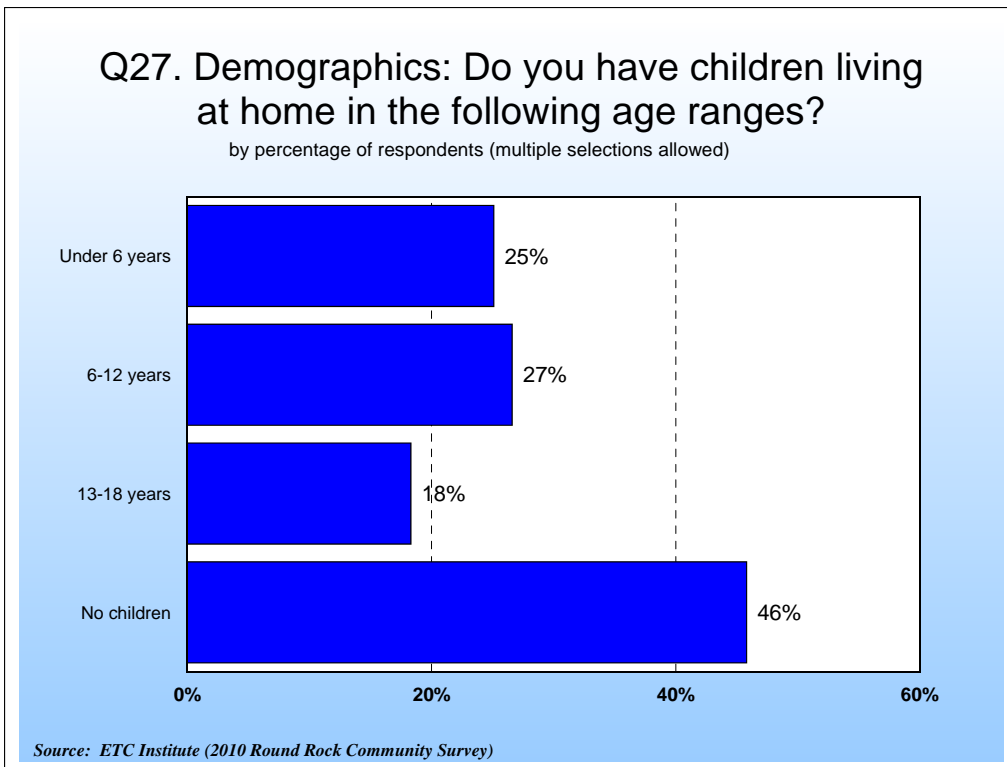
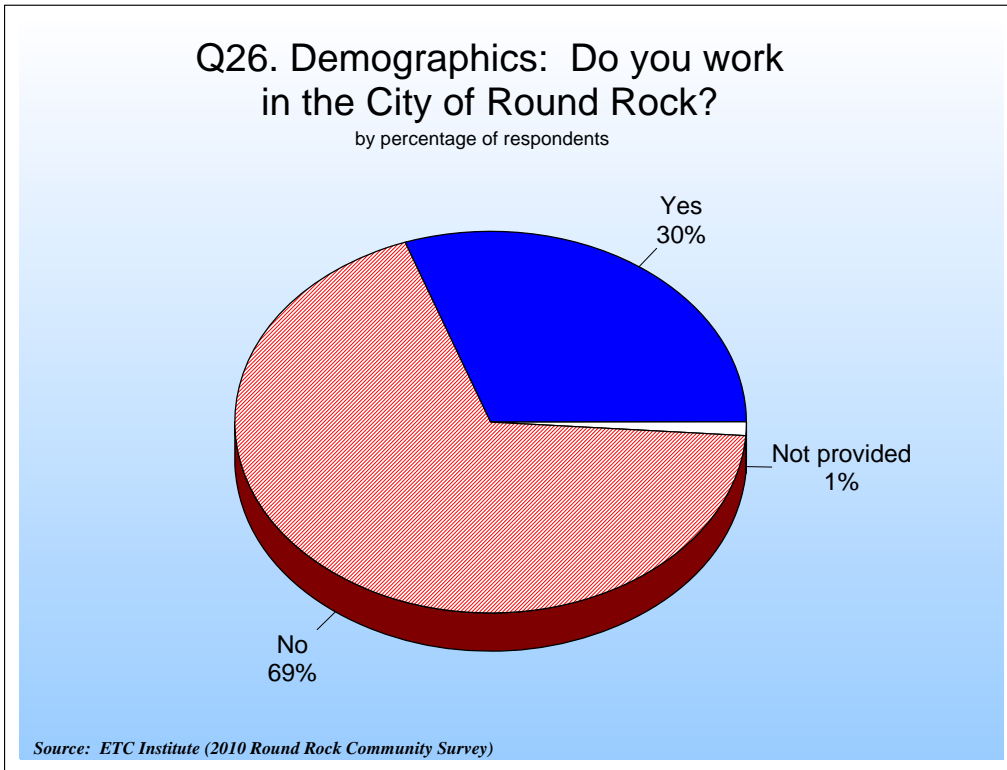
Source: ETC Institute (2010 Round Rock Community Survey)

Q25. Demographics: Highest Level of Education Completed

by percentage of respondents

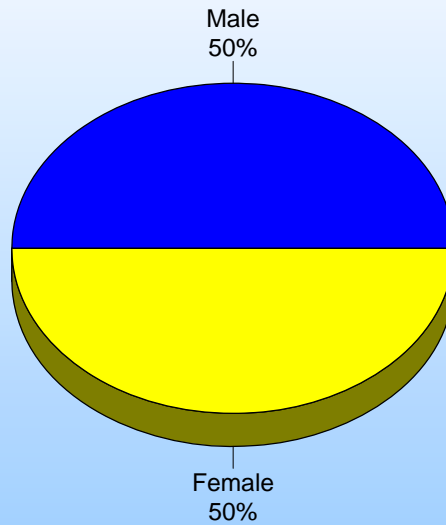


Source: ETC Institute (2010 Round Rock Community Survey)



Q28. Demographics: Gender

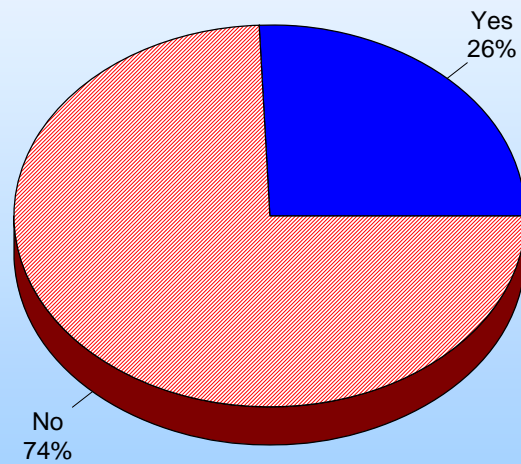
by percentage of respondents



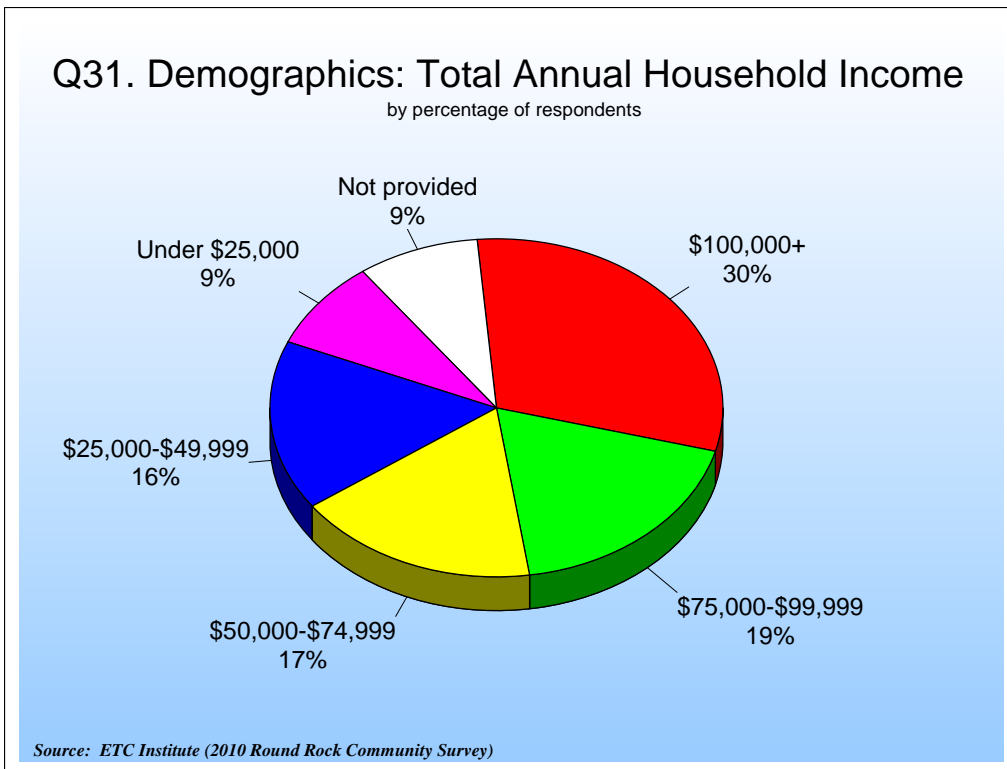
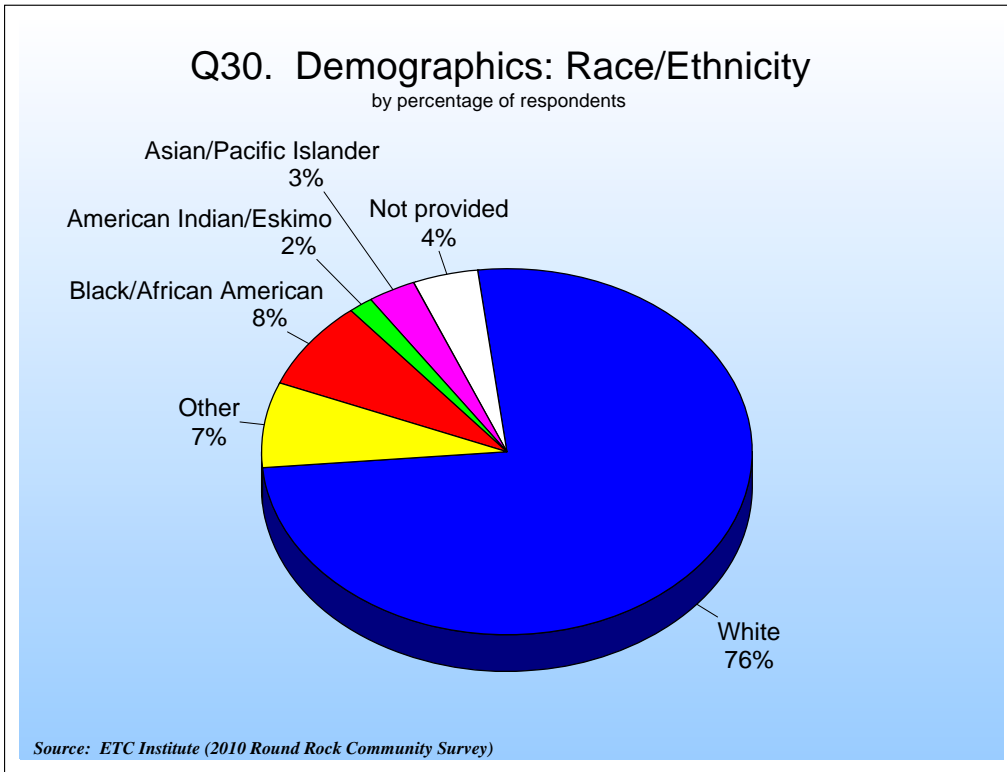
Source: ETC Institute (2010 Round Rock Community Survey)

Q29. Demographics: Are you of Hispanic, Latino or other Spanish Heritage?

by percentage of respondents



Source: ETC Institute (2010 Round Rock Community Survey)



Section 2:
Trend Analysis



DirectionFinder® Survey Analysis of Trends from 2008 to 2010

Overview

Every two years the City of Round Rock conducts a community survey to assess resident satisfaction with the delivery of major city services. The charts on the following pages show how the results of the City's 2010 survey compare to the results of the City's 2008 survey. Given the sample size of both surveys, changes of 4.5% or more from 2008 to 2010 were statistically significant.

Some of the significant changes are described below.

Significant Changes

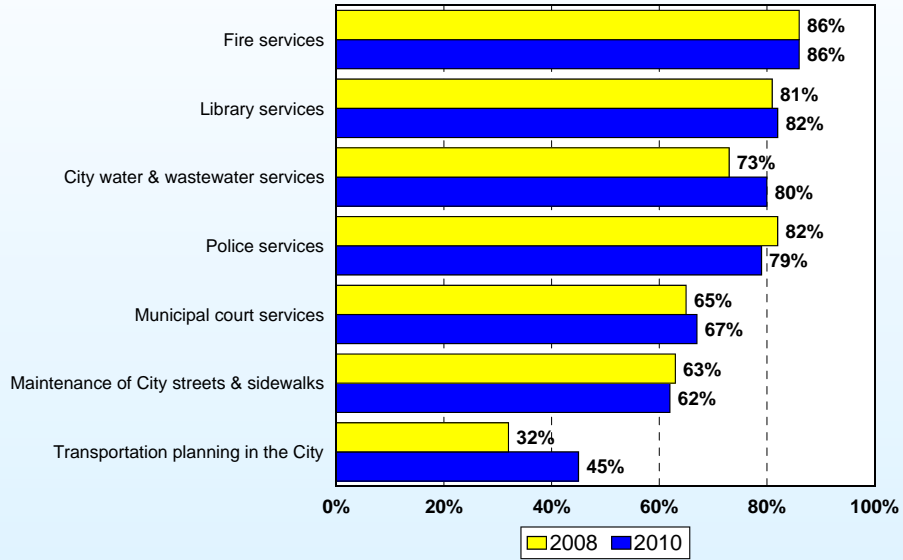
- **Satisfaction with Major Categories of City Services.** Among the seven major categories of city services that were assessed in 2008 and 2010, there were significant improvements in two areas:
 - Satisfaction with Transportation Planning in the City increased 13% from 32% in 2008 to 45% in 2010.
 - Satisfaction with City water and wastewater services increased 7% from 73% in 2008 to 80% in 2010.

There were no significant decreases in any of the major categories that were rated.

- **Perceptions of Traffic Flow.** The percentage of residents who felt traffic flow in the City was “getting worse” decreased significantly from 64% in 2008 to 56% in 2010.
- **Perceptions of Customer Service Provided by the City.** There was a significant increase (+16%) in the percentage of residents who rated the service they received from the City as “excellent” (39% in 2010 versus 23% in 2008). Overall, 79% of those surveyed rated the quality of customer service provided by the City as “good” or “excellent” compared to 77% in 2008.

Positive Ratings for City Services by Major Category Trends - 2008 vs 2010

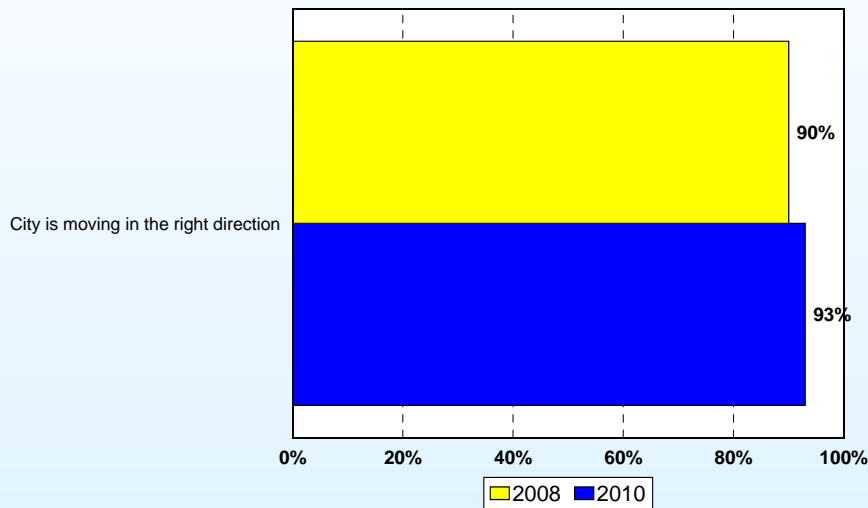
by percentage of respondents (excluding don't know)



Source: ETC Institute (2010 Round Rock Community Survey)

Percentage of Residents Who Felt the City is Moving in the Right Direction Trends - 2008 vs 2010

by percentage of respondents (excluding don't know)

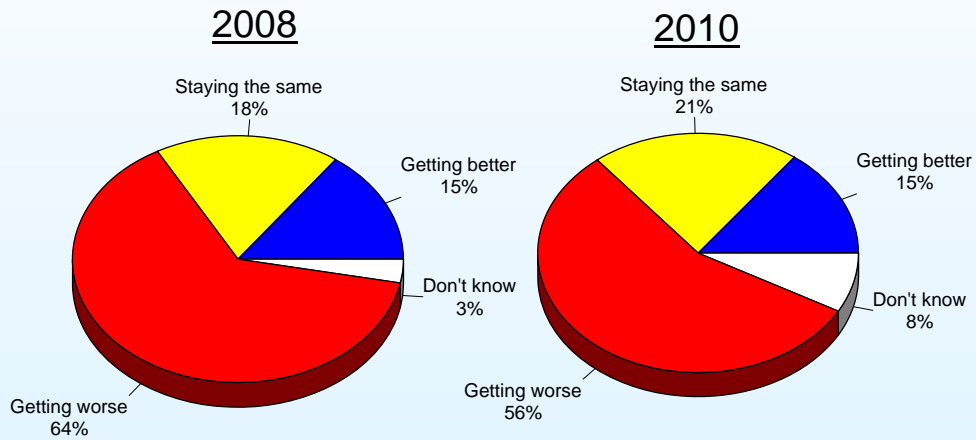


Source: ETC Institute (2010 Round Rock Community Survey)

How Residents Feel Traffic Flow in the City is Changing Compared to Two Years Ago

Trends - 2008 vs 2010

by percentage of respondents

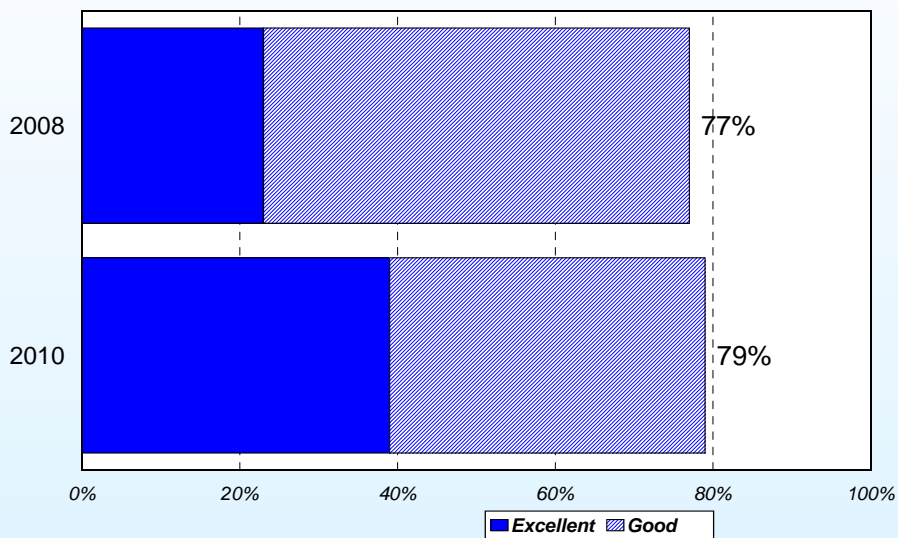


Source: ETC Institute (2010 Round Rock Community Survey)

Positive Ratings for Overall Customer Service

Trends - 2008 vs 2010

by percentage of respondents



Source: ETC Institute (2010 Round Rock Community Survey)

Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Round Rock, Texas

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought were most important for the City to provide. Seventeen percent (17%) ranked the overall quality of transportation planning in the City as the seventh most important overall city service to provide.

With regard to satisfaction, the overall quality of transportation planning was ranked fourteenth overall with 45% rating the overall quality of transportation planning as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for the overall quality of transportation planning was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 17% was multiplied by 55% (1-0.45). This calculation yielded an I-S rating of 0.0935, which was ranked second out of fourteen overall city service categories.

- The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of the most important areas for the City to provide and 0% indicated that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the most important areas for the City to provide.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The importance-satisfaction results for each individual service area are provided on subsequent pages.

Importance-Satisfaction Rating

City of Round Rock

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Police services	65%	1	79%	6	0.1365	1
<i>Medium Priority (IS <.10)</i>						
Transportation planning in the City	17%	7	45%	14	0.0935	2
Fire services	48%	2	86%	1	0.0672	3
Emergency medical services	41%	3	84%	2	0.0656	4
Maintenance of City streets & sidewalks	17%	6	62%	13	0.0646	5
Trash, recycling & yard waste collection	19%	5	71%	8	0.0551	6
City water & wastewater services	25%	4	80%	5	0.0500	7
Enforcement of City codes & ordinances	7%	9	63%	12	0.0259	8
City communication with the public	7%	10	63%	11	0.0259	9
City parks & recreation programs	12%	8	82%	4	0.0216	10
Customer service provided by City employees	4%	12	67%	10	0.0132	11
Stormwater runoff & flood prevention	4%	13	73%	7	0.0108	12
Library services	5%	11	82%	3	0.0090	13
Municipal court services	2%	14	67%	9	0.0066	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Round Rock

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Walking & biking trails in the City	33%	2	62%	5	0.1254	1
<i>Medium Priority (IS <.10)</i>						
Maintenance & appearance of City parks	54%	1	83%	1	0.0918	2
Youth recreation programs	24%	3	62%	6	0.0912	3
Number of City parks	23%	4	72%	2	0.0644	4
City recreation centers	17%	5	66%	4	0.0578	5
City swimming pools	13%	6	61%	7	0.0507	6
Outdoor athletic fields	12%	7	69%	3	0.0372	7
Adult recreation programs	7%	8	59%	9	0.0287	8
Forest Creek Golf Course	2%	9	59%	8	0.0082	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Round Rock

Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Maintenance of major City streets	63%	1	70%	2	0.1890	1
Timing of traffic signals	22%	3	50%	8	0.1100	2
Maintenance of neighborhood streets	32%	2	68%	3	0.1024	3
<i>Medium Priority (IS <.10)</i>						
Adequacy of City street lighting	19%	5	60%	6	0.0760	4
Cleanliness of streets & public areas	22%	4	73%	1	0.0594	5
Availability of bike lanes	6%	8	29%	9	0.0426	6
Cleanliness of creeks & open channels	8%	6	60%	7	0.0320	7
Mowing/trimming of streets/public areas	7%	7	67%	4	0.0231	8
Condition of City sidewalks	4%	9	63%	5	0.0148	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Round Rock

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Enforcing cleanup of debris on private property	61%	1	48%	2	0.3172	1
<i>Medium Priority (IS <.10)</i>						
Enforcing sign regulations	15%	2	51%	1	0.0735	2
Enforcing the mowing of grass on private property	11%	3	47%	3	0.0583	3

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of respondents who selected the item as the most important code enforcement service to provide. Respondents were asked to identify the item they thought was most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.



Importance-Satisfaction Analysis Round Rock, Texas

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

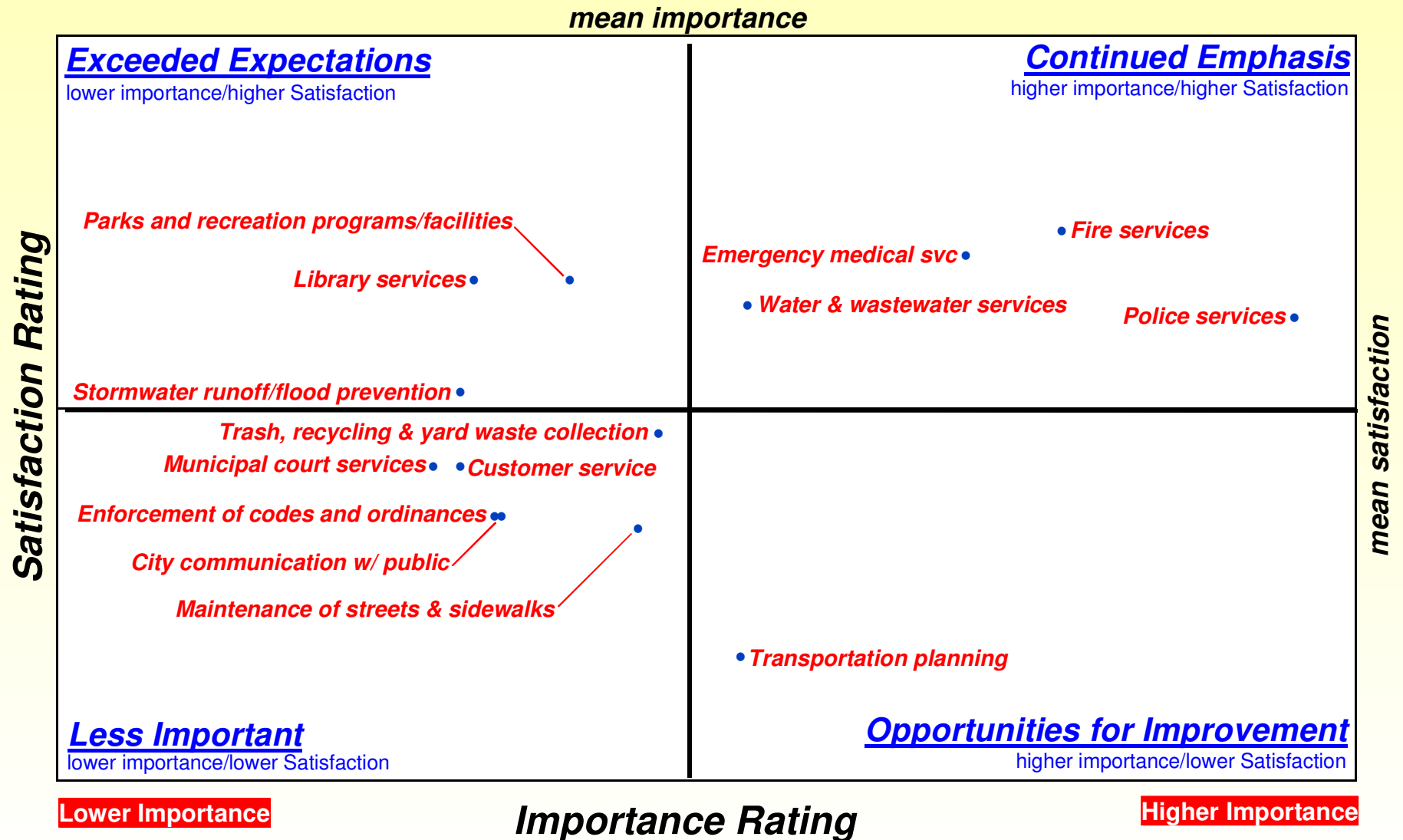
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for the Round Rock are provided on the following pages.

2010 Round Rock Community Survey Importance-Satisfaction Assessment Matrix

-Overall City Services-

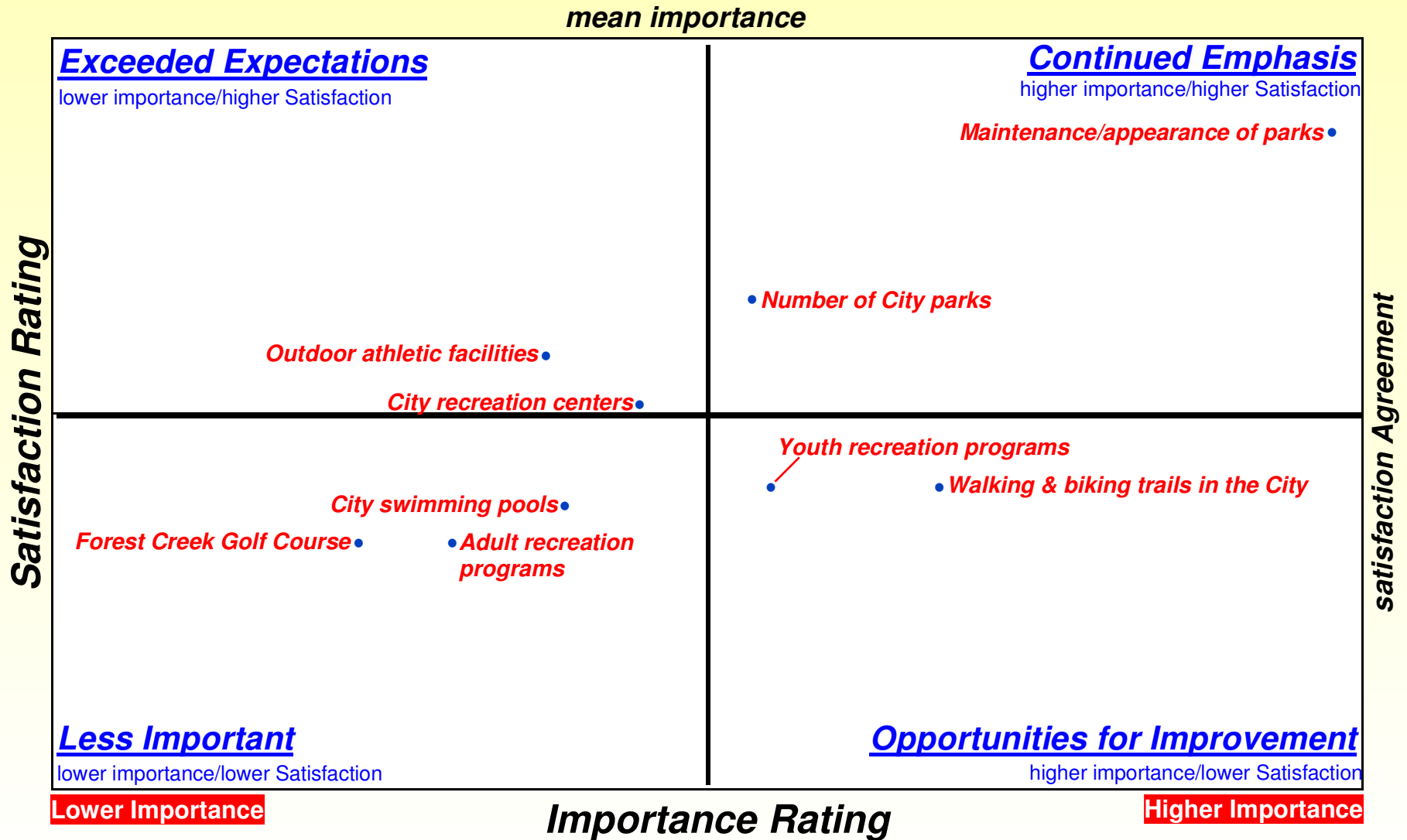
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2010 Round Rock Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

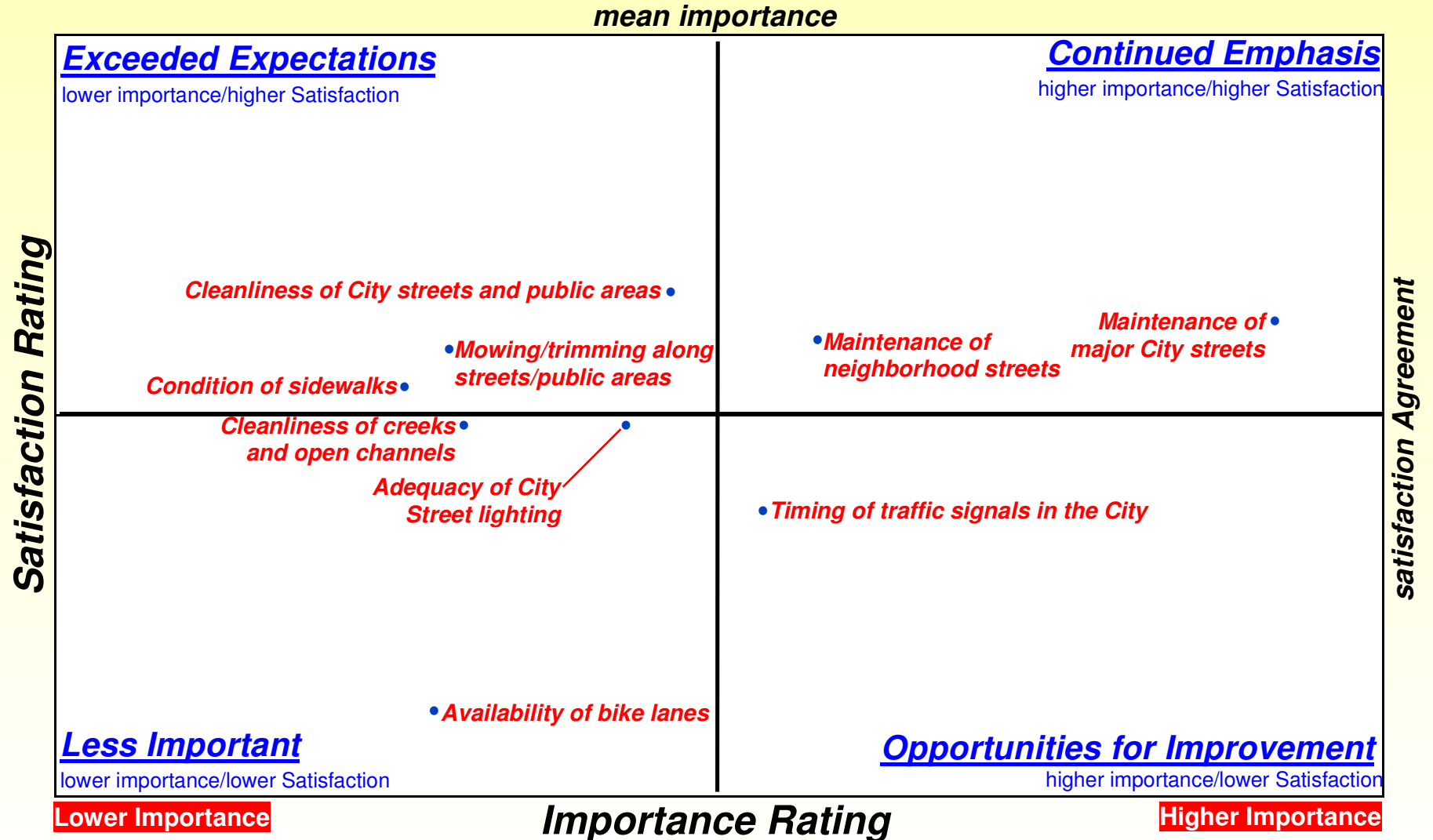
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2010 Round Rock Community Survey Importance-Satisfaction Assessment Matrix

-Public Works-

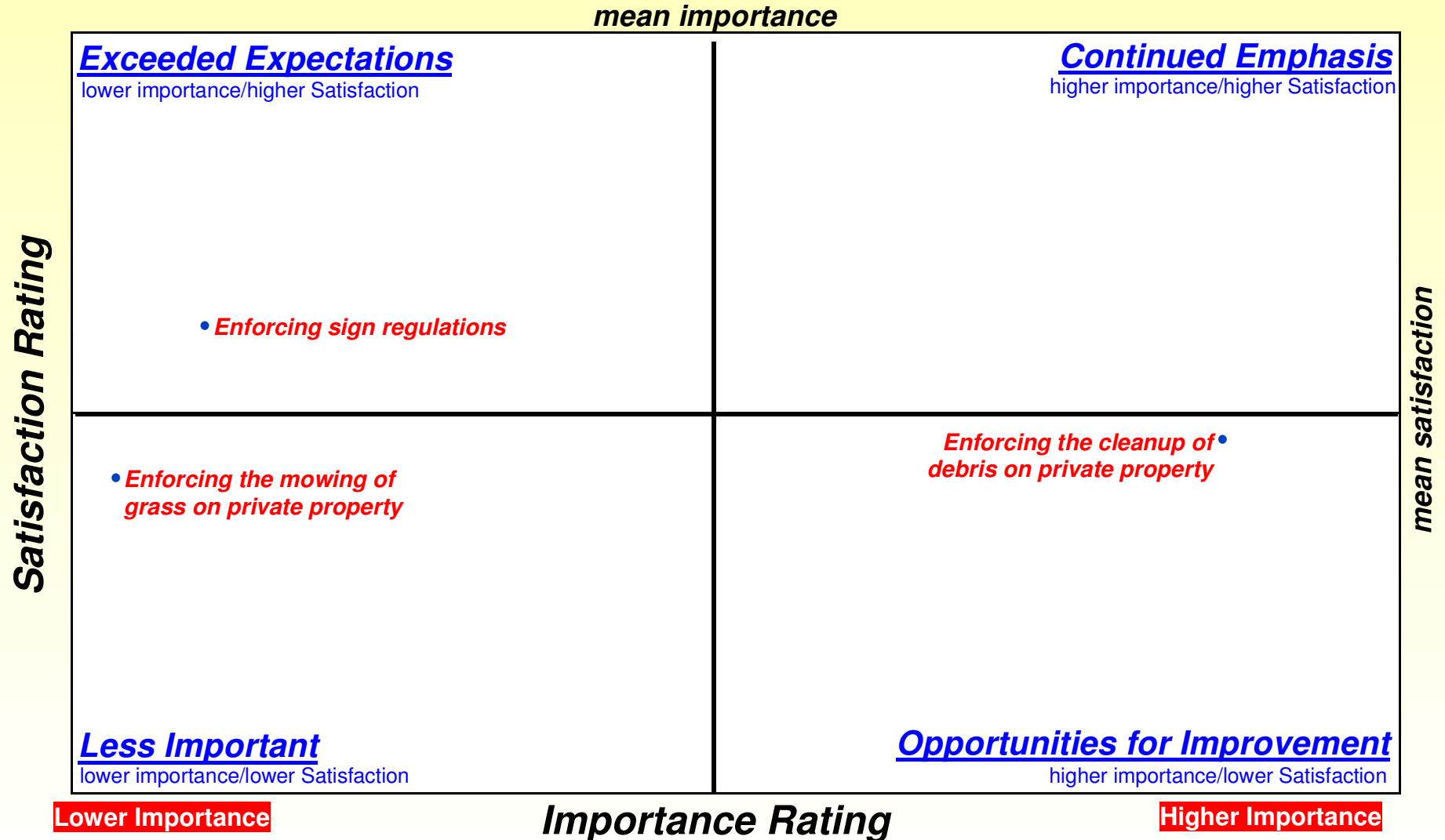
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2010 Round Rock Community Survey Importance-Satisfaction Assessment Matrix

-Code Enforcement-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



Section 4:
Benchmarking Analysis



DirectionFinder® Survey

Year 2010 Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 200 cities and counties in 38 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during February and March 2010 to a random sample of more than 4,300 residents in the continental United States. The second source is a regional survey administered to a random sample of 480 residents in the southwestern region of the United States during February and March 2010. The southwestern region of the United States includes the states of Texas, Arizona and New Mexico.

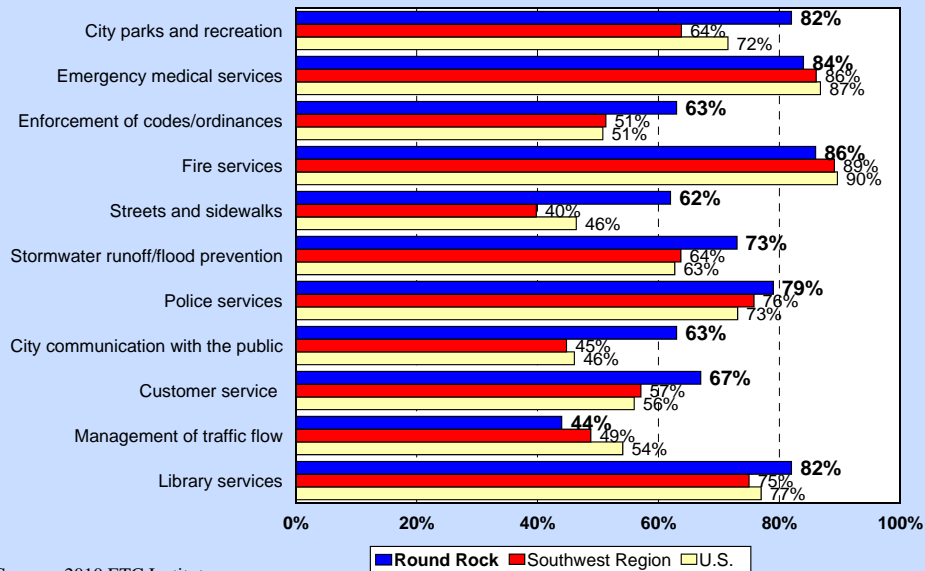
The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 4,300 residents; the “Southwest Region” shown in the charts reflects the results of the regional survey of 480 residents in Texas, Arizona and New Mexico.

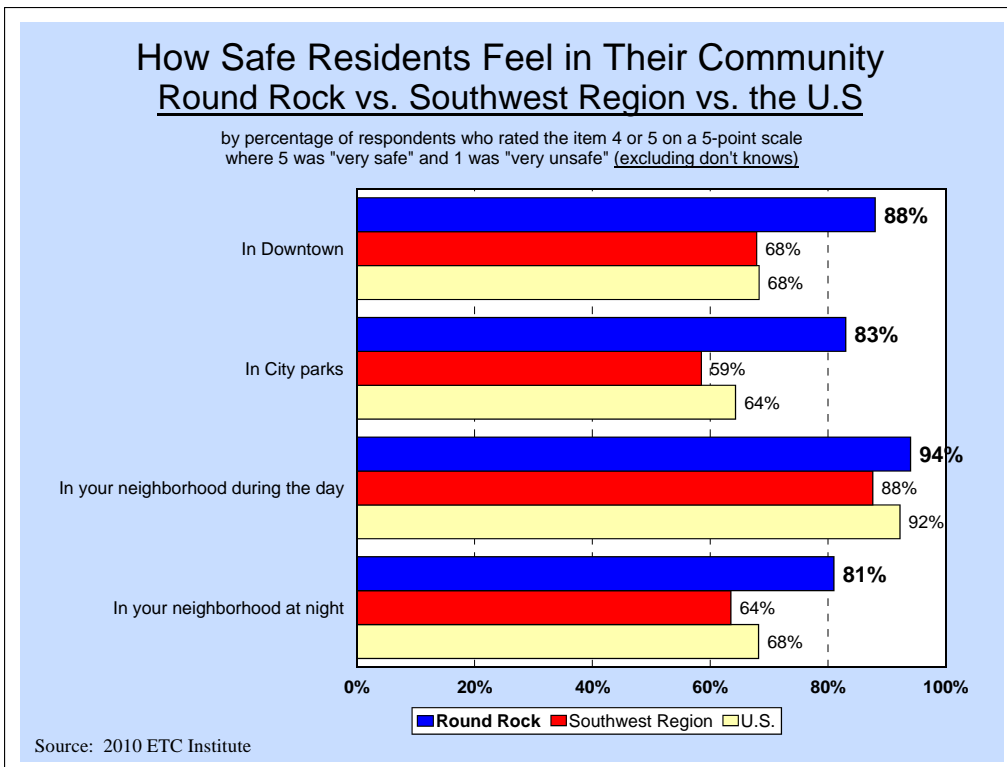
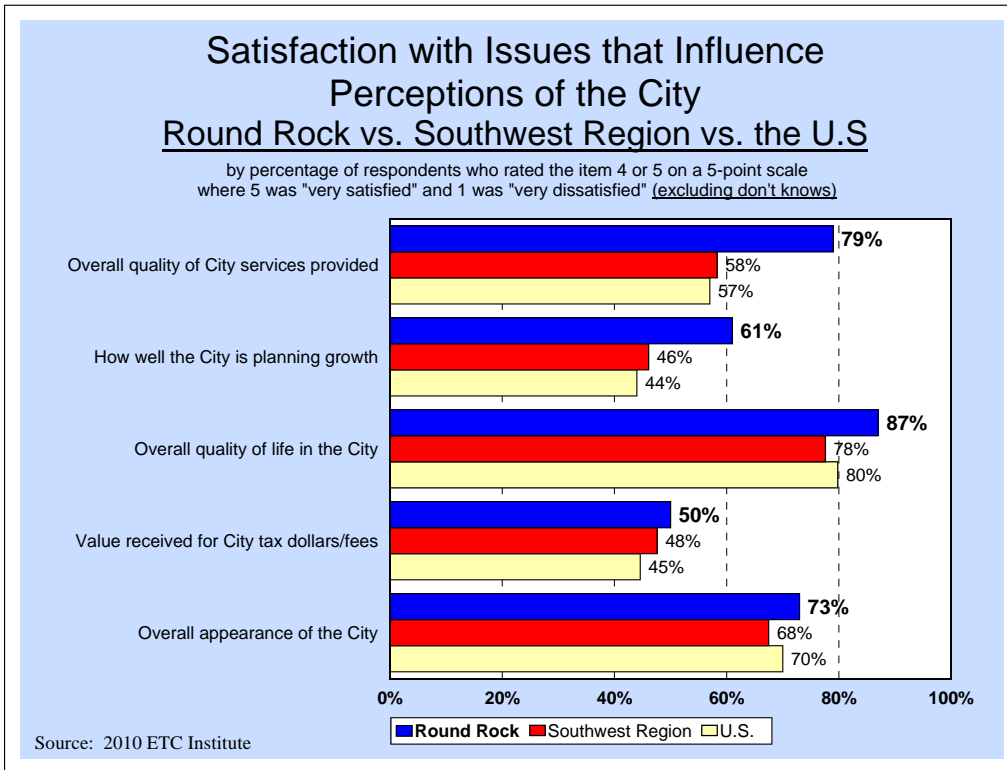
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Round Rock, TX is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services Round Rock vs. Southwest Region vs. the U.S

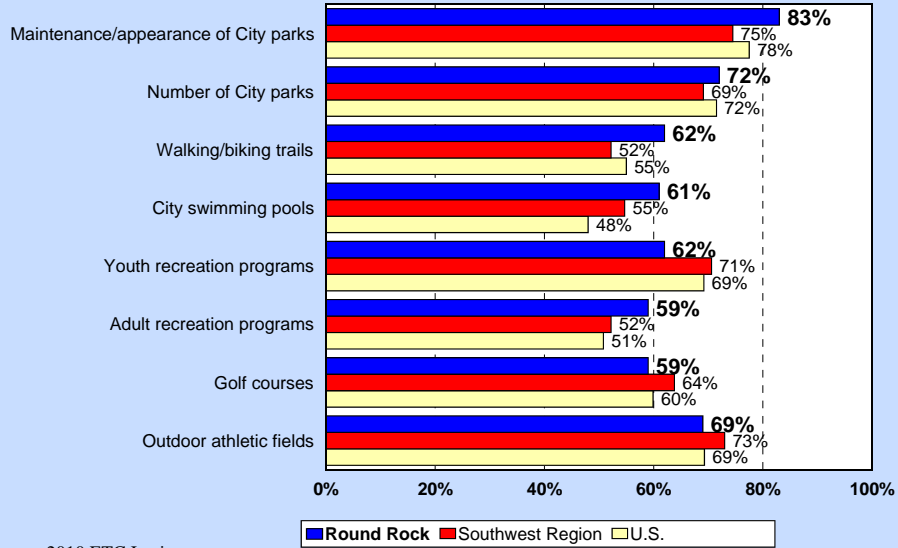
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





Overall Satisfaction with Parks and Recreation Round Rock vs. Southwest Region vs. the U.S

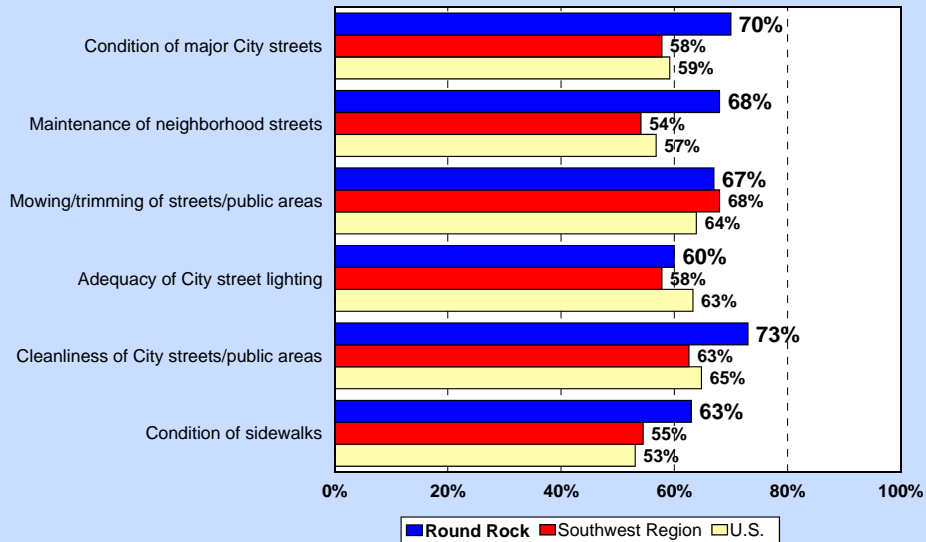
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with Public Works Services Round Rock vs. Southwest Region vs. the U.S

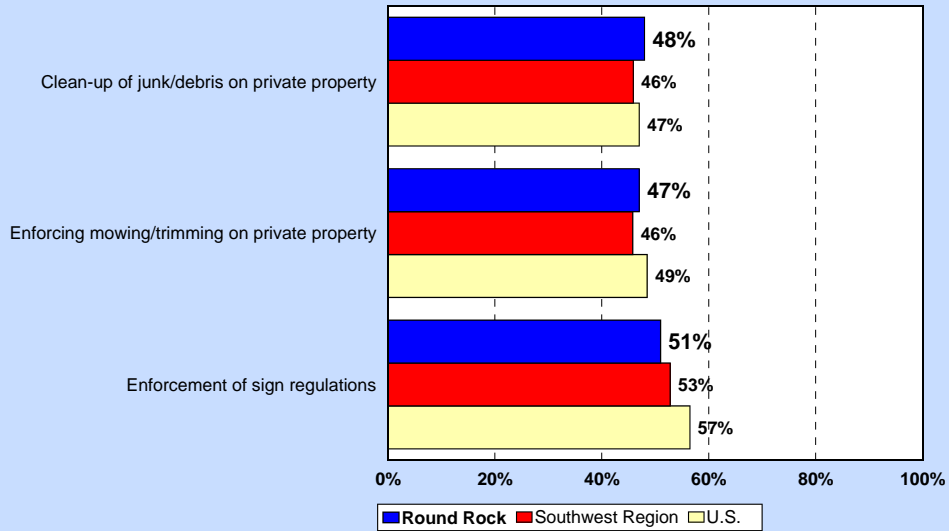
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with Code Enforcement Round Rock vs. Southwest Region vs. the U.S

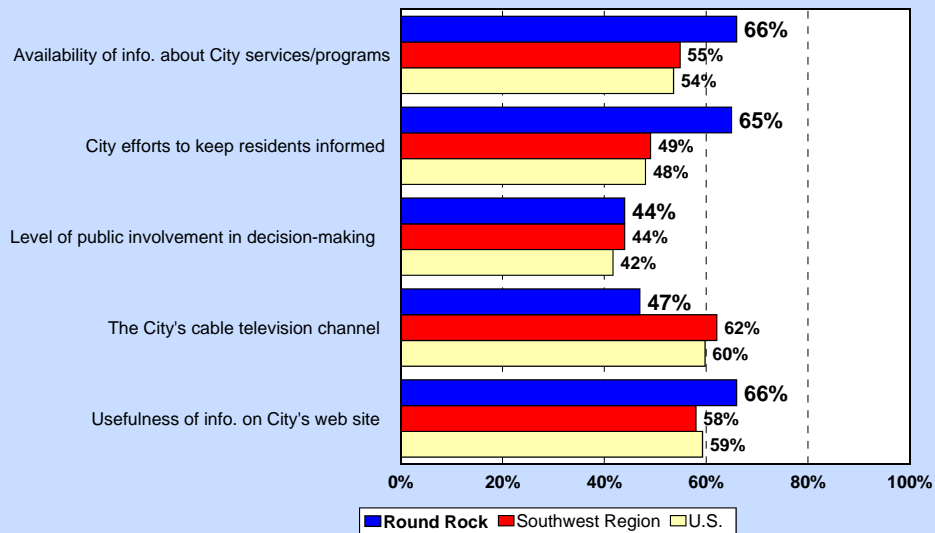
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with Communication Round Rock vs. Southwest Region vs. the U.S

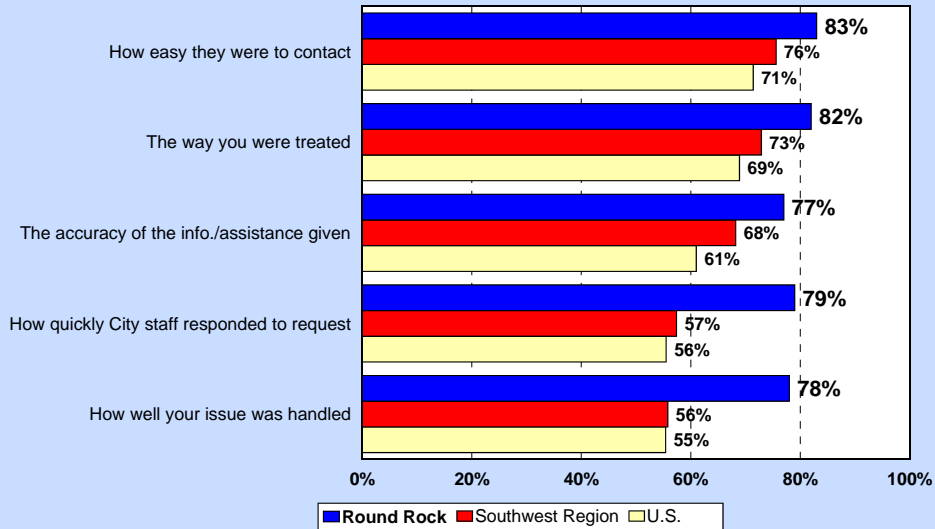
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with Customer Service Round Rock vs. Southwest Region vs. the U.S

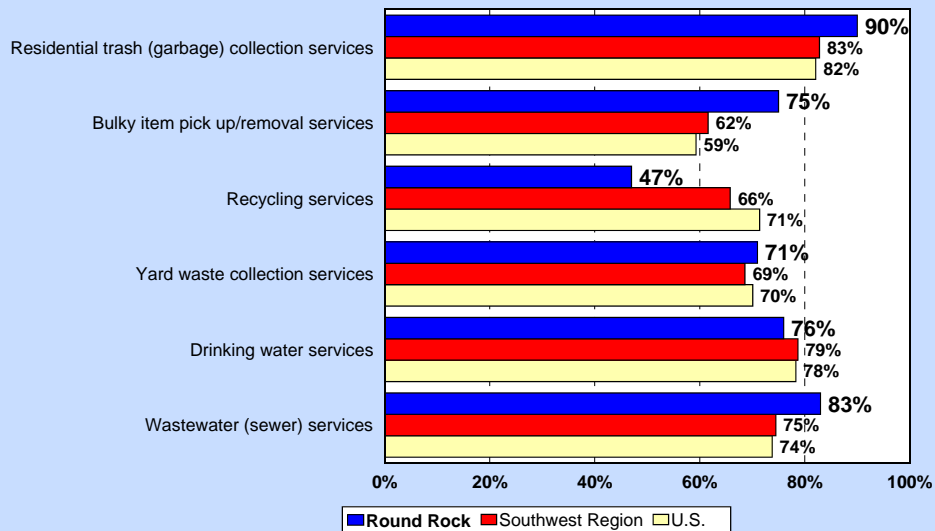
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with Solid Waste/Utility Services Round Rock vs. Southwest Region 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)



Source: 2010 ETC Institute

Section 5: GIS Maps

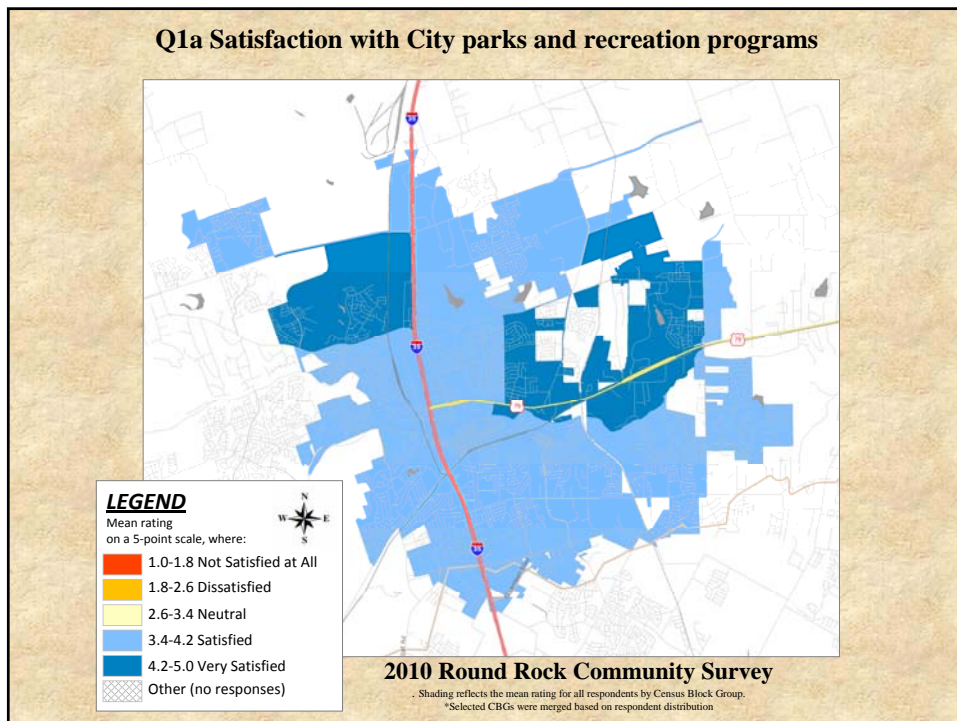
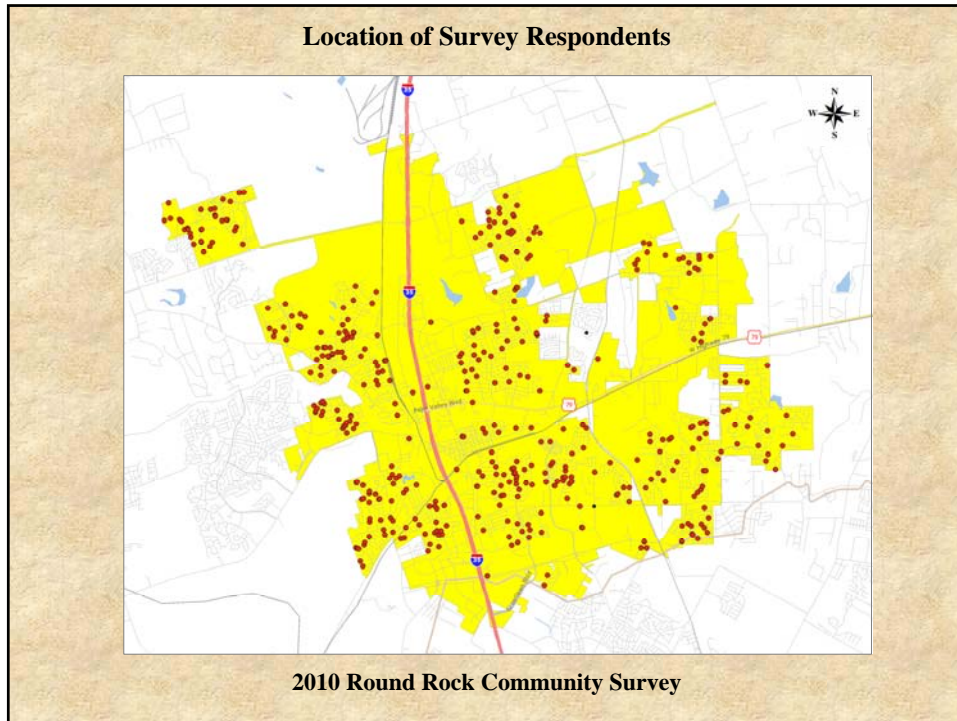
Interpreting the Maps

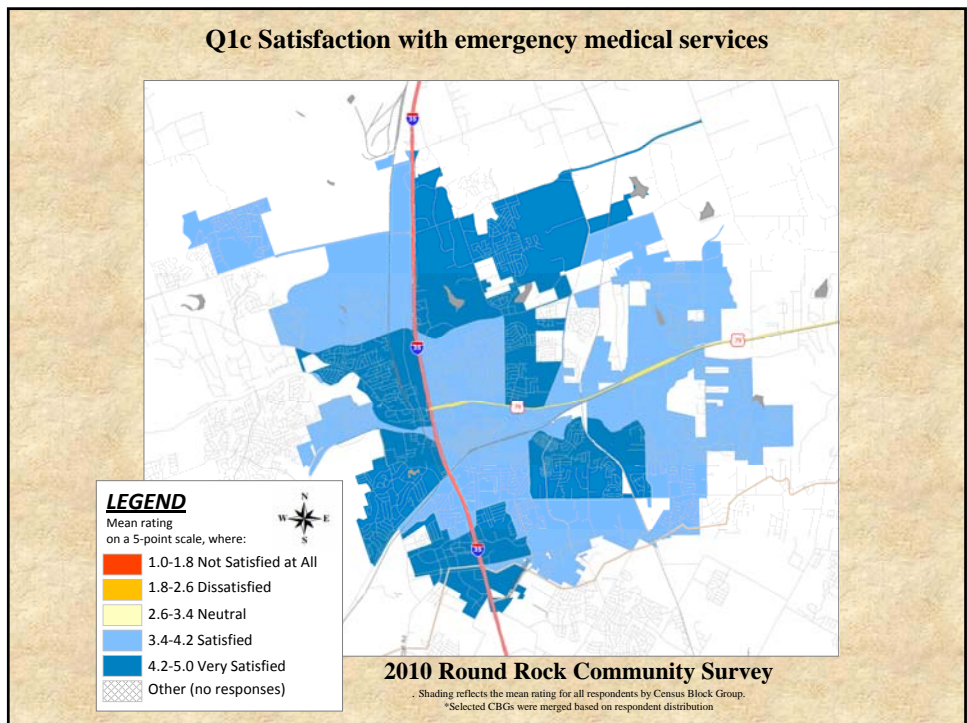
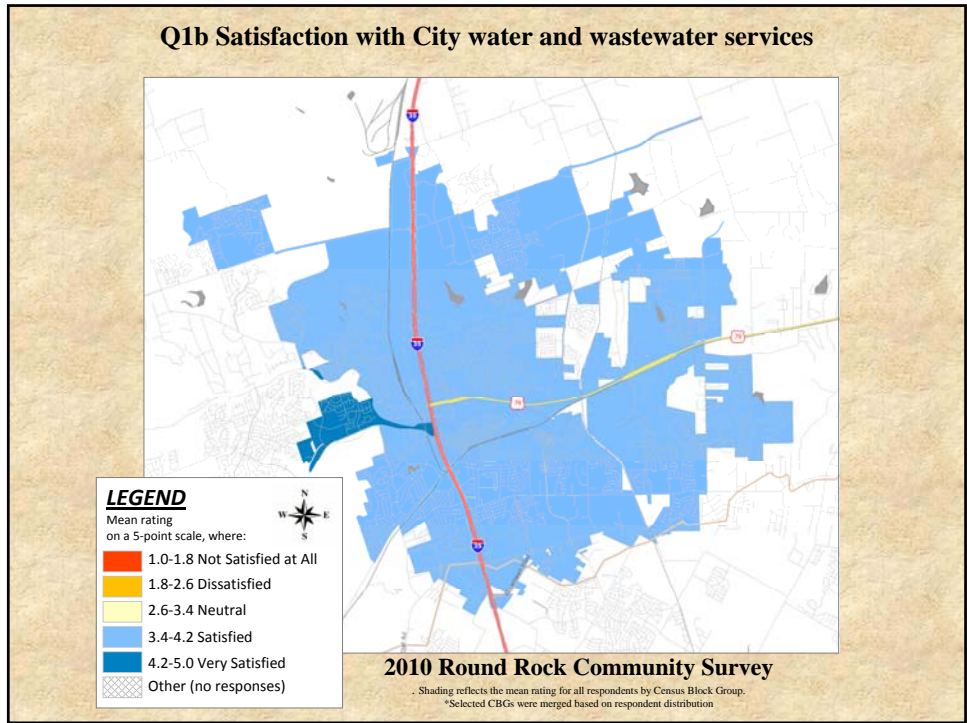
The maps on the following pages show the mean ratings for several questions by Census Block Group (CGB) within the City of Round Rock.

If all areas on a map are the same color, then most residents in the City generally feel the same about that issue.

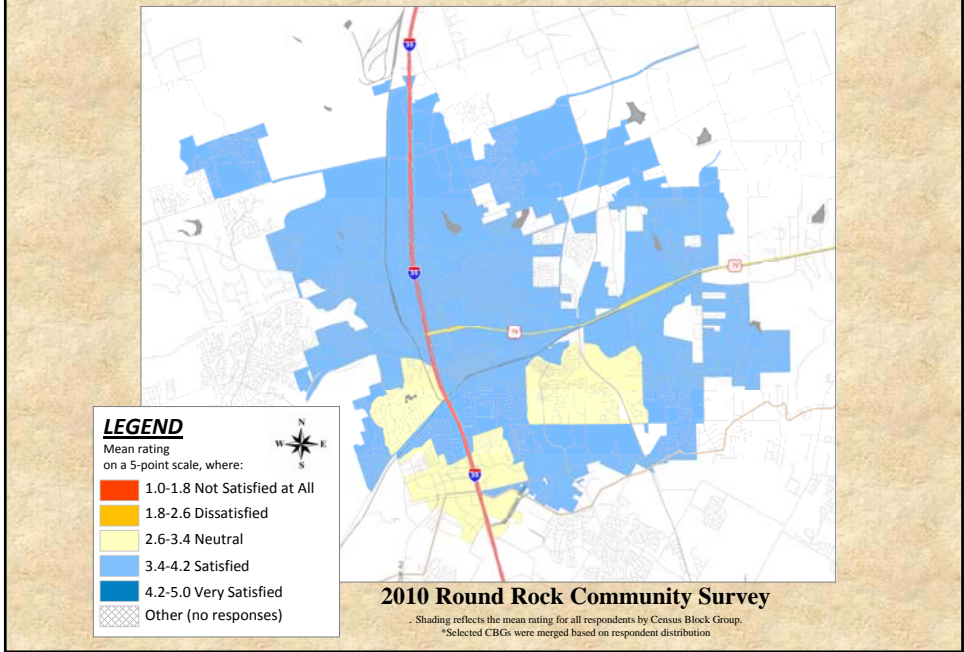
When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate: higher levels of satisfaction, “excellent” or “good” responses, “very safe” or “safe” responses, higher percentage of respondents who felt certain types of development were “much too slow” or “too slow,” higher levels of willingness and higher levels of agreement.
- **OFF-WHITE/PINK** shades indicate more NEUTRAL ratings. Shades of off-white generally indicate that residents thought the quality of service delivery is adequate or that residents were neutral about the issue in question. Shades of PINK indicate residents felt the service being accessed was “average.”
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red/pink generally indicate higher levels dissatisfaction, “fair” or “poor” responses, “unsafe” or “very unsafe” responses, higher percentage of residents who felt certain types of land development were “much too fast” or “too fast,” higher levels of unwillingness and lower levels of agreement.

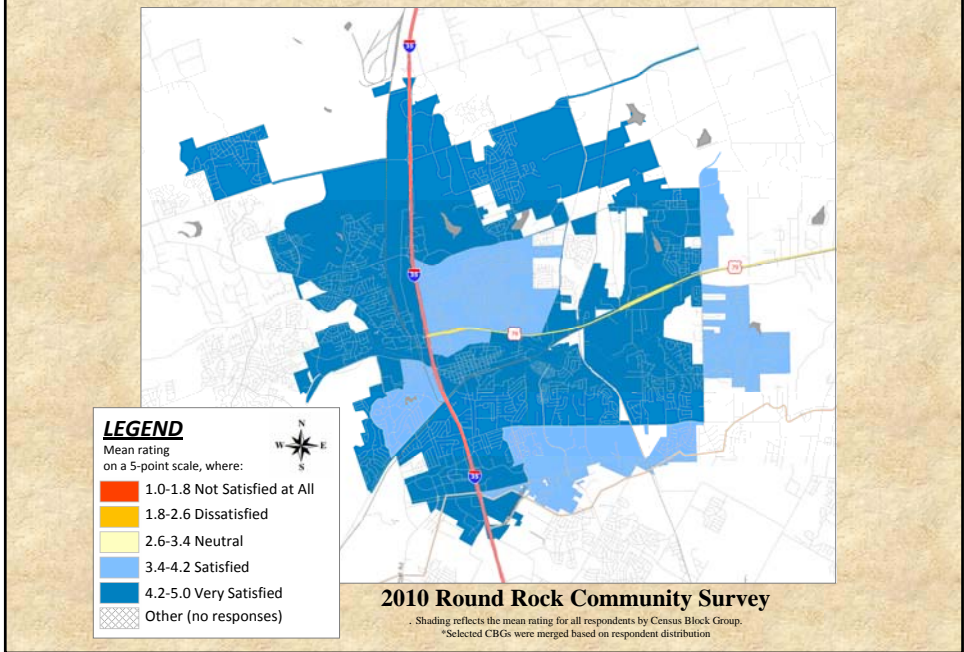


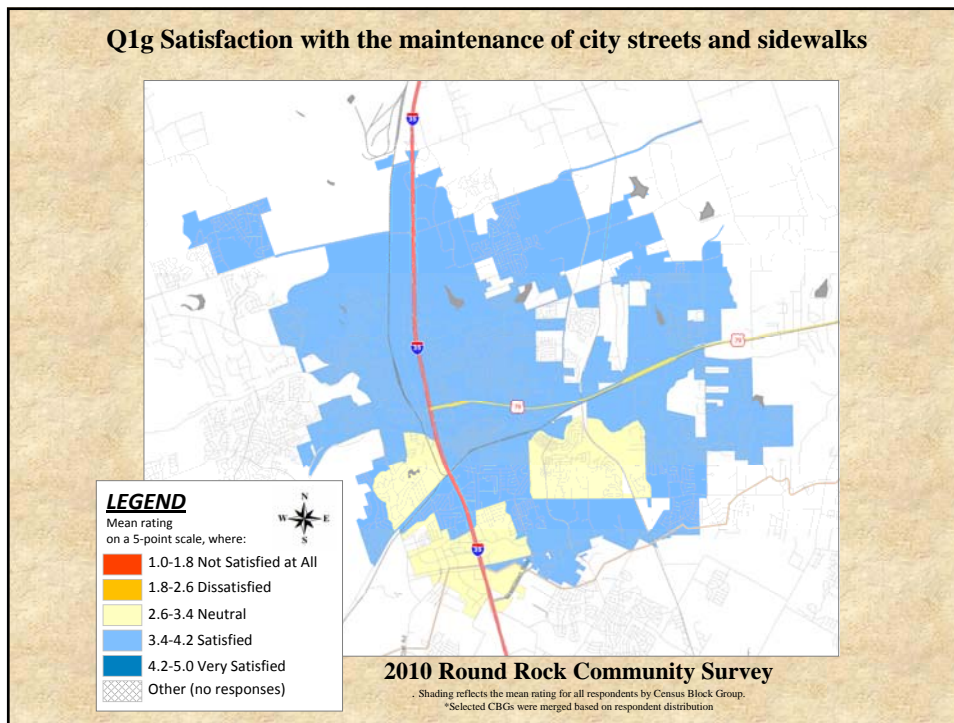
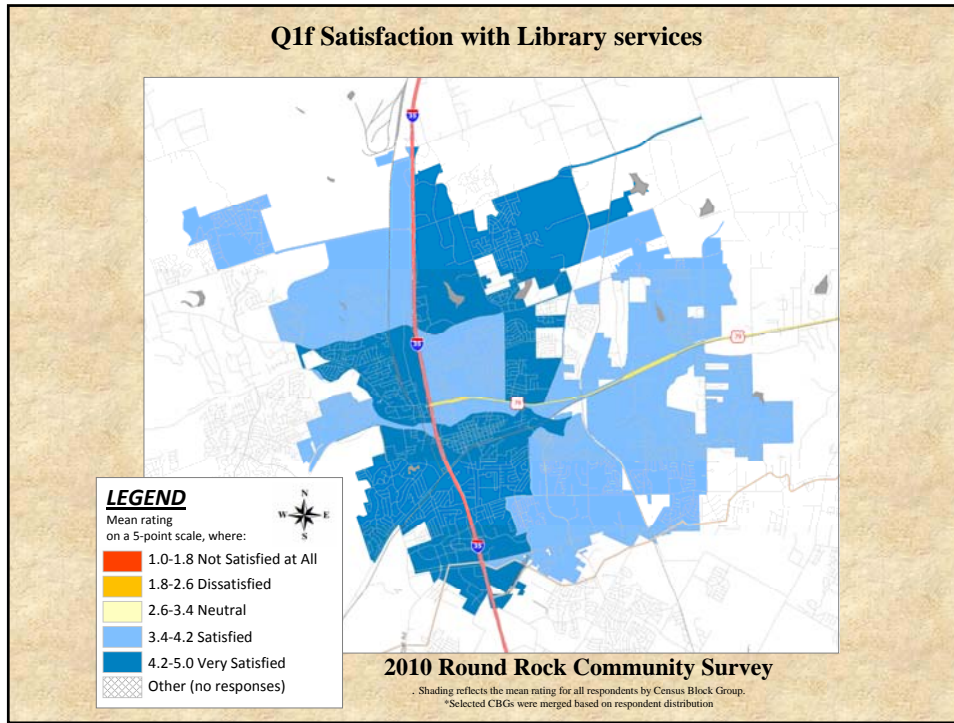


Q1d Satisfaction with the enforcement of city codes and ordinances

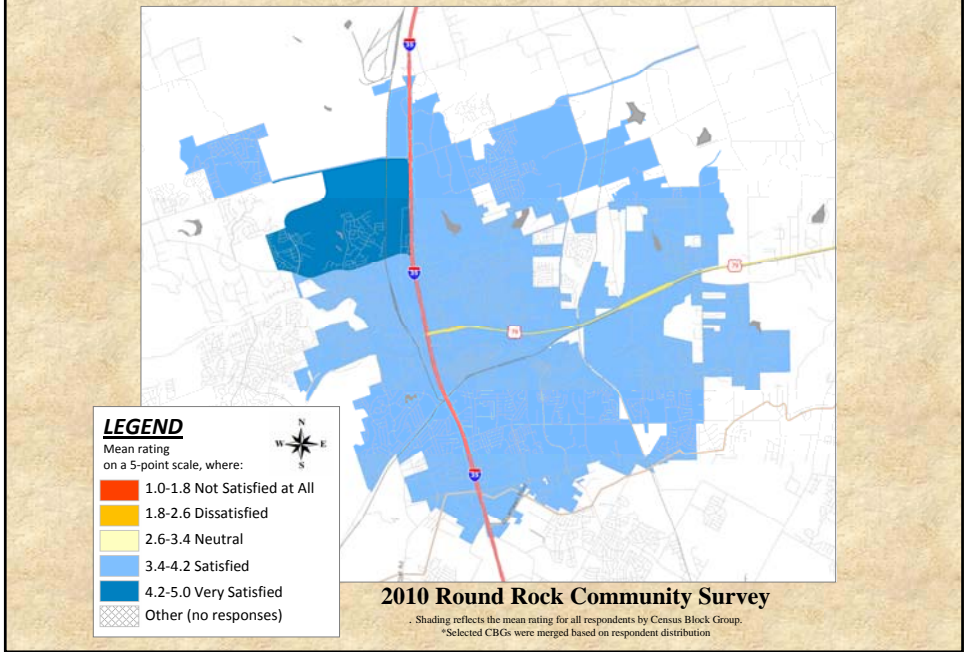


Q1e Satisfaction with fire services

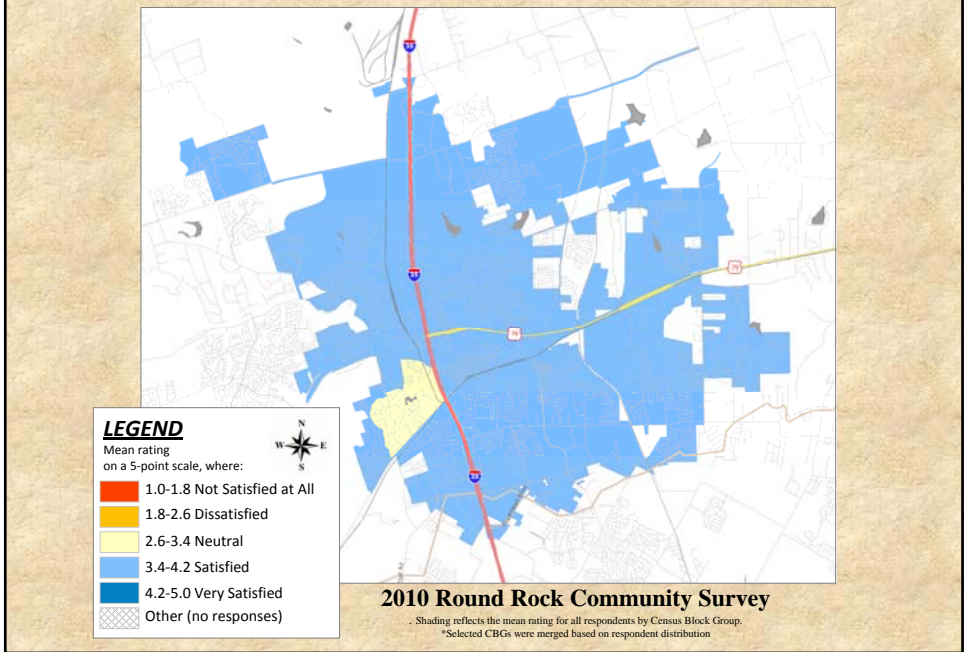


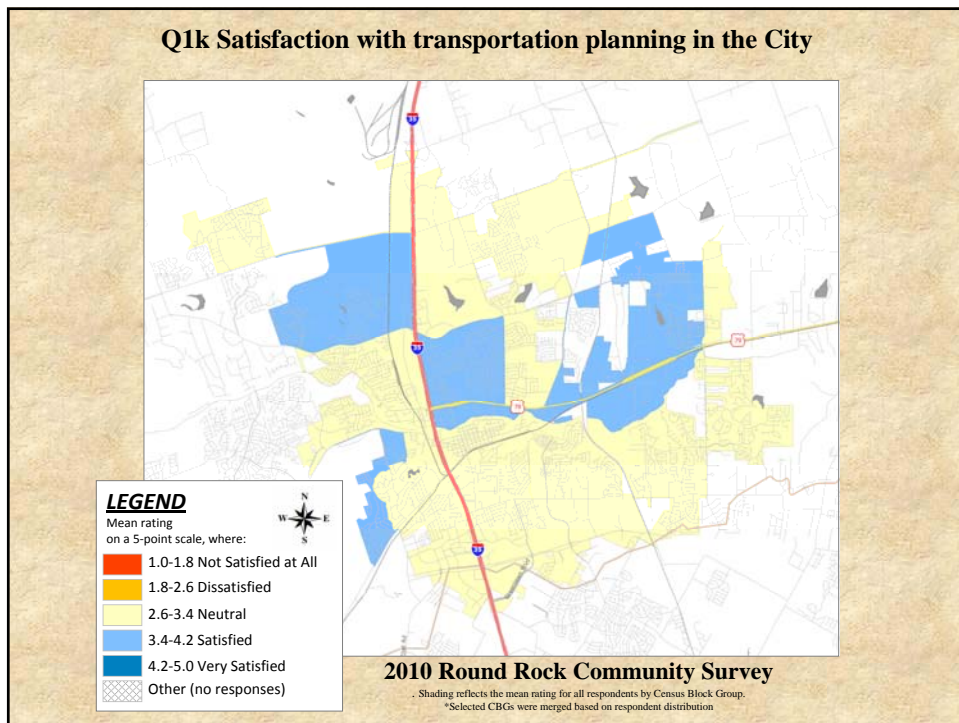
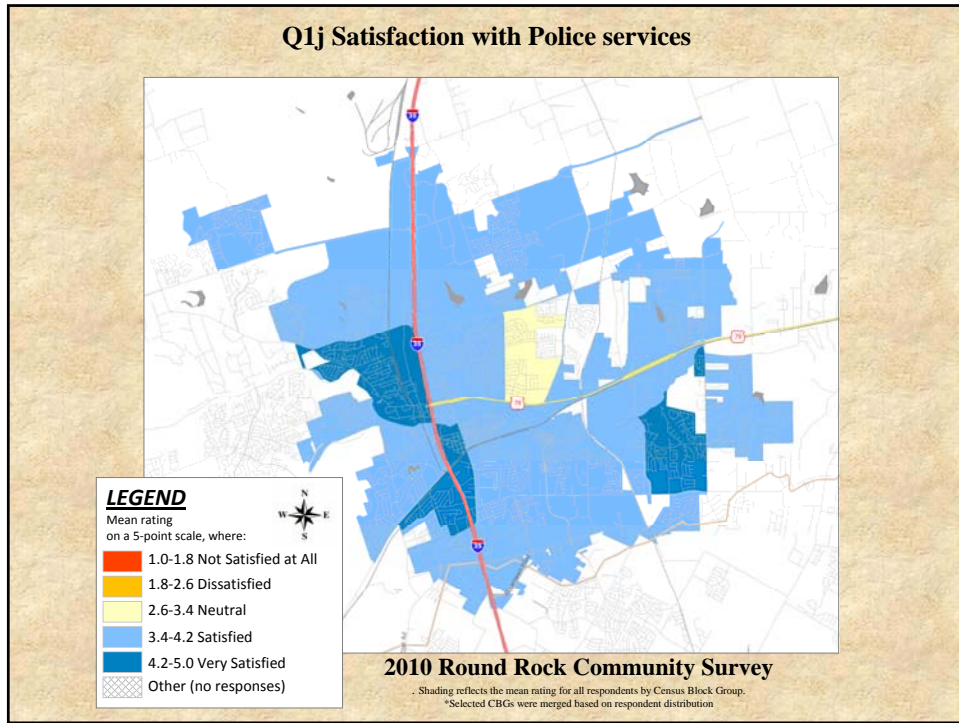


Q1h Satisfaction with the management of stormwater runoff/flood prevention

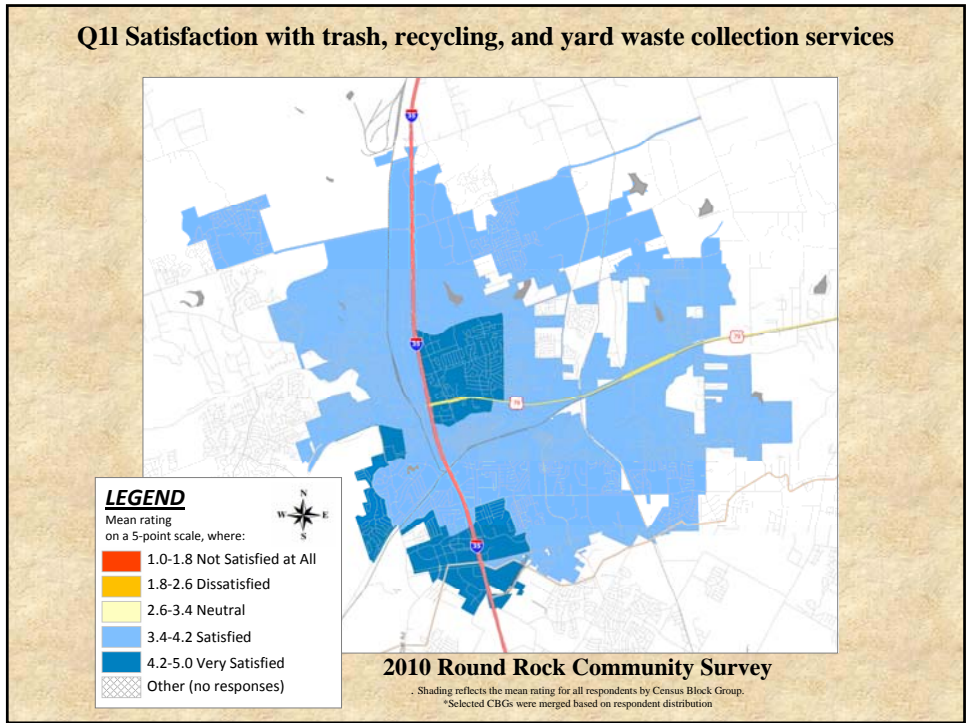


Q1i Satisfaction with municipal court services

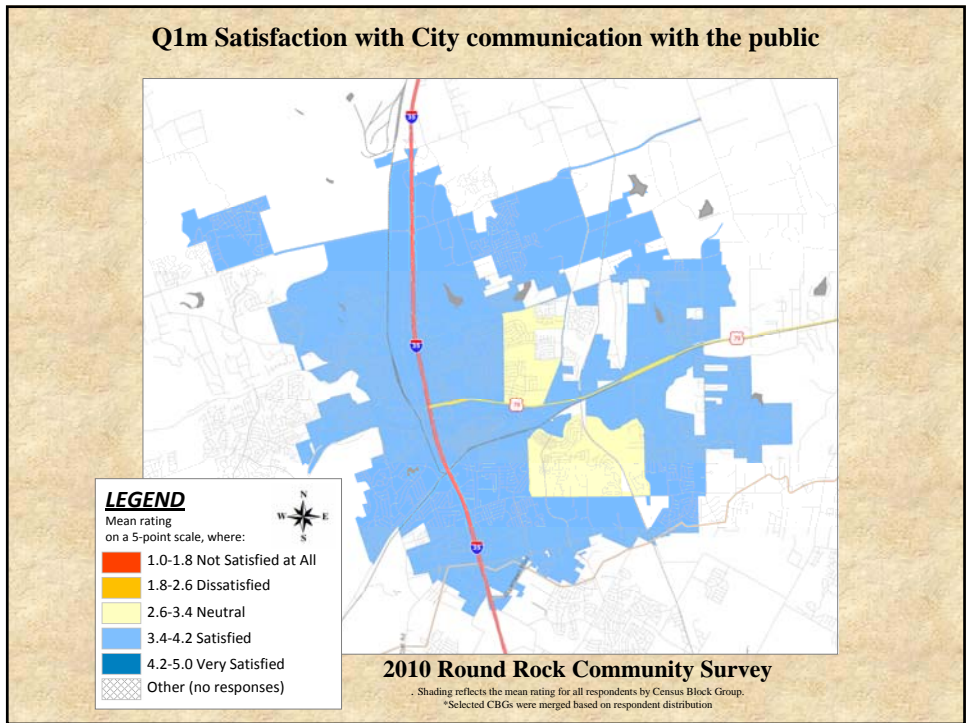


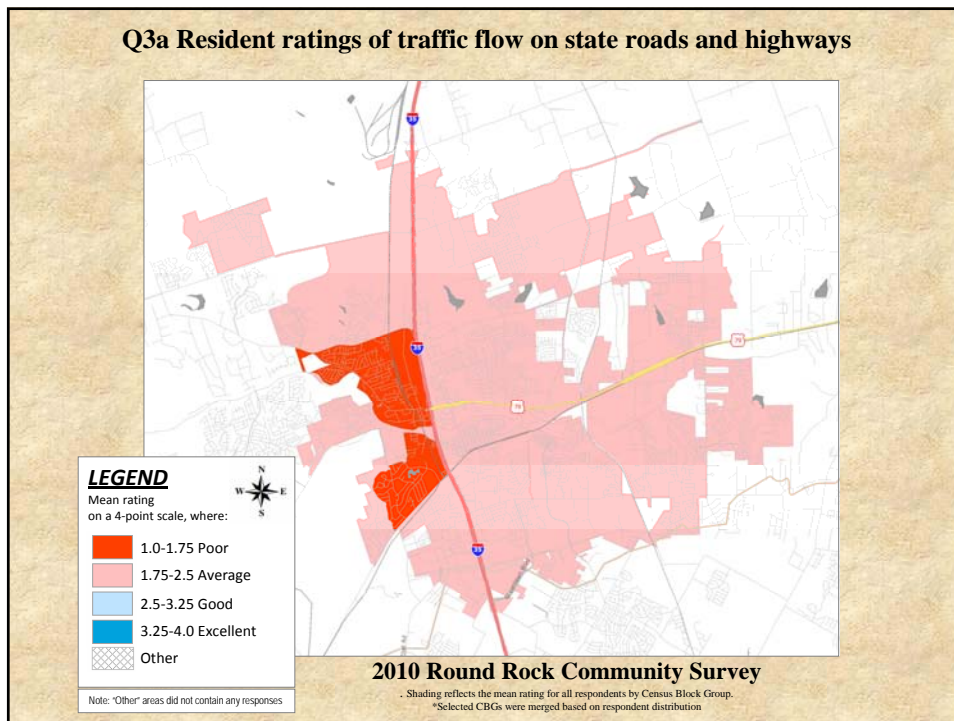
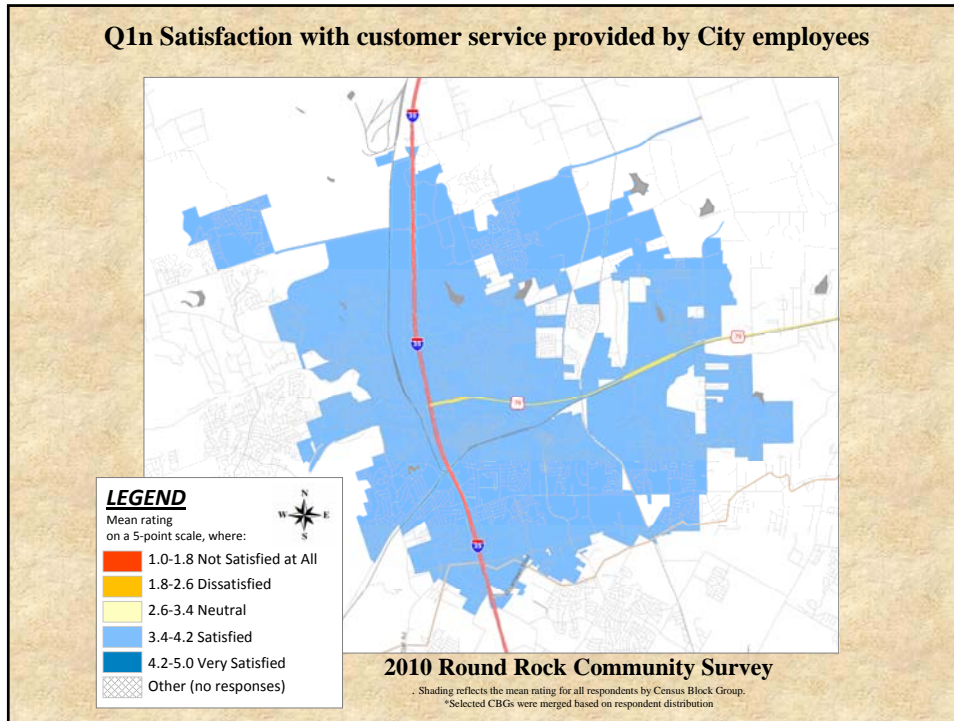


Q11 Satisfaction with trash, recycling, and yard waste collection services

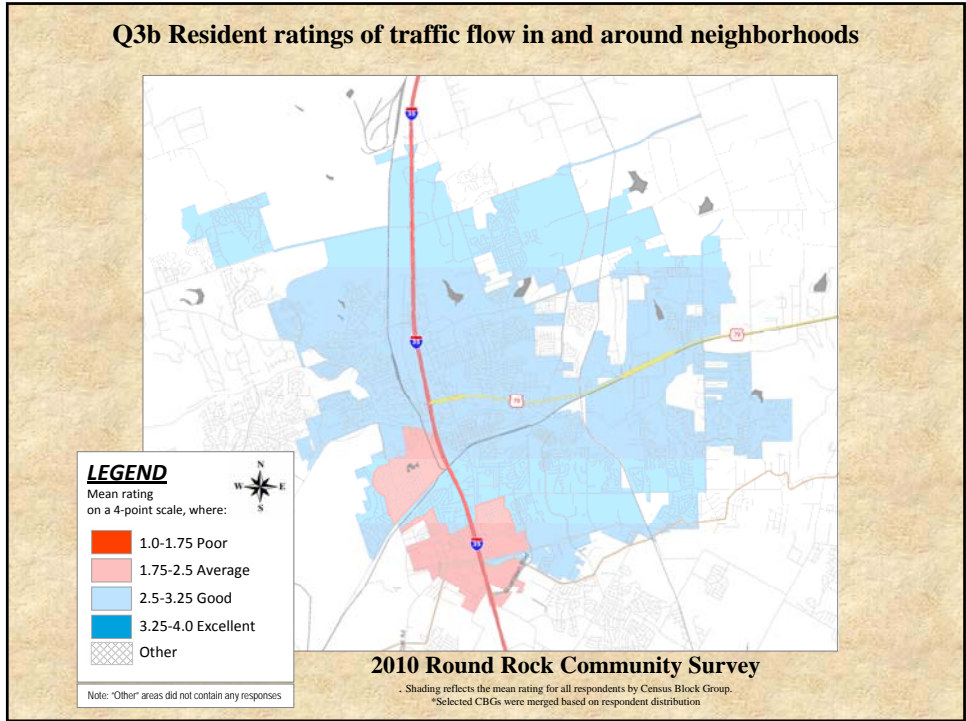


Q1m Satisfaction with City communication with the public

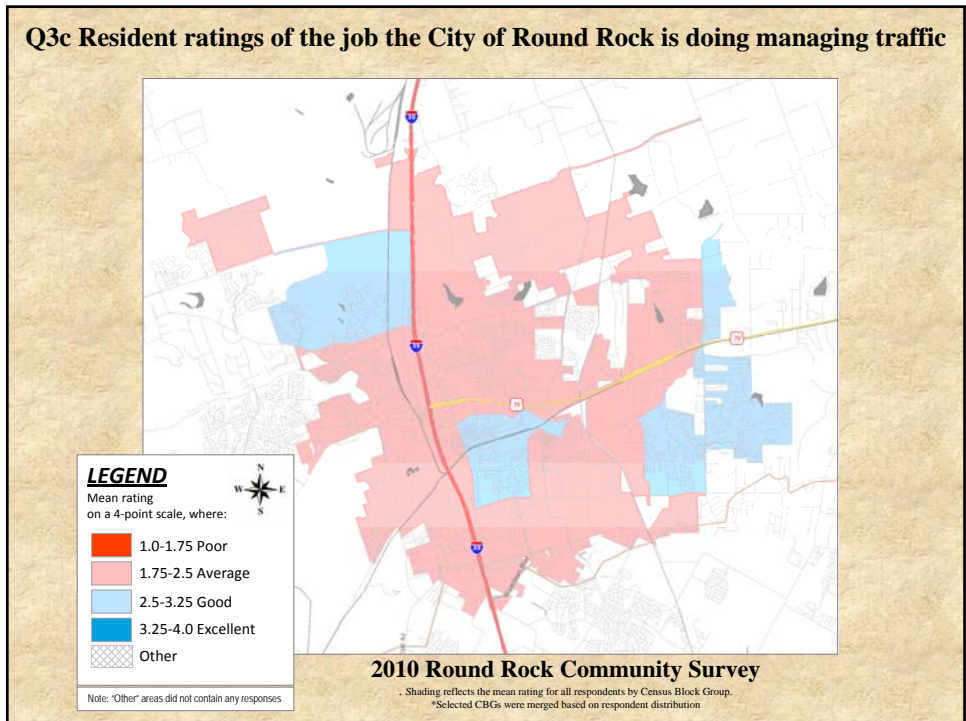




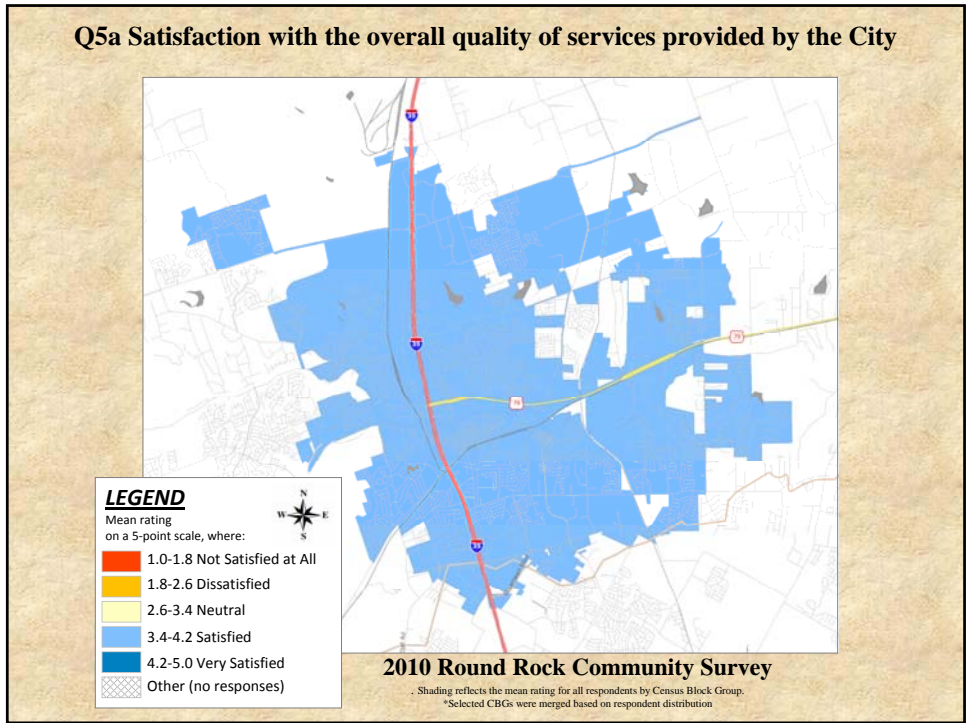
Q3b Resident ratings of traffic flow in and around neighborhoods



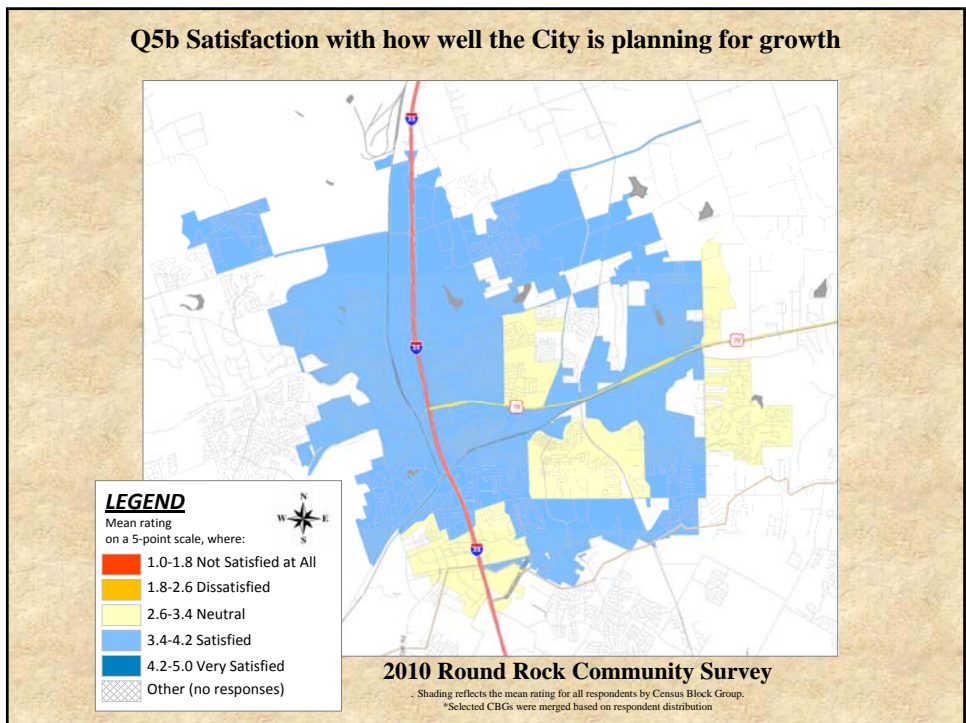
Q3c Resident ratings of the job the City of Round Rock is doing managing traffic

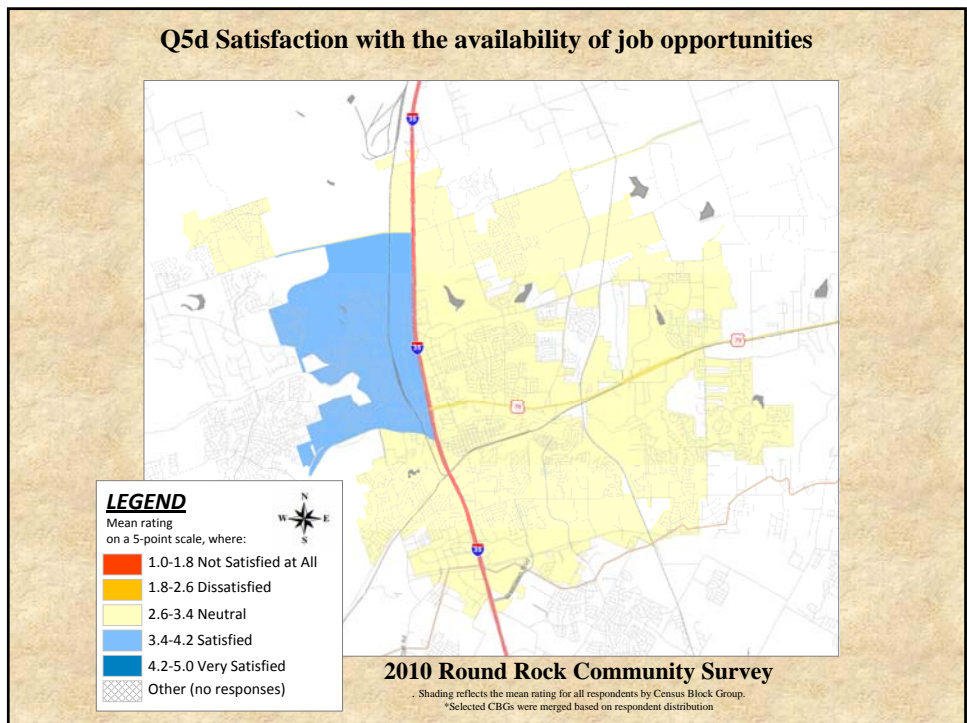
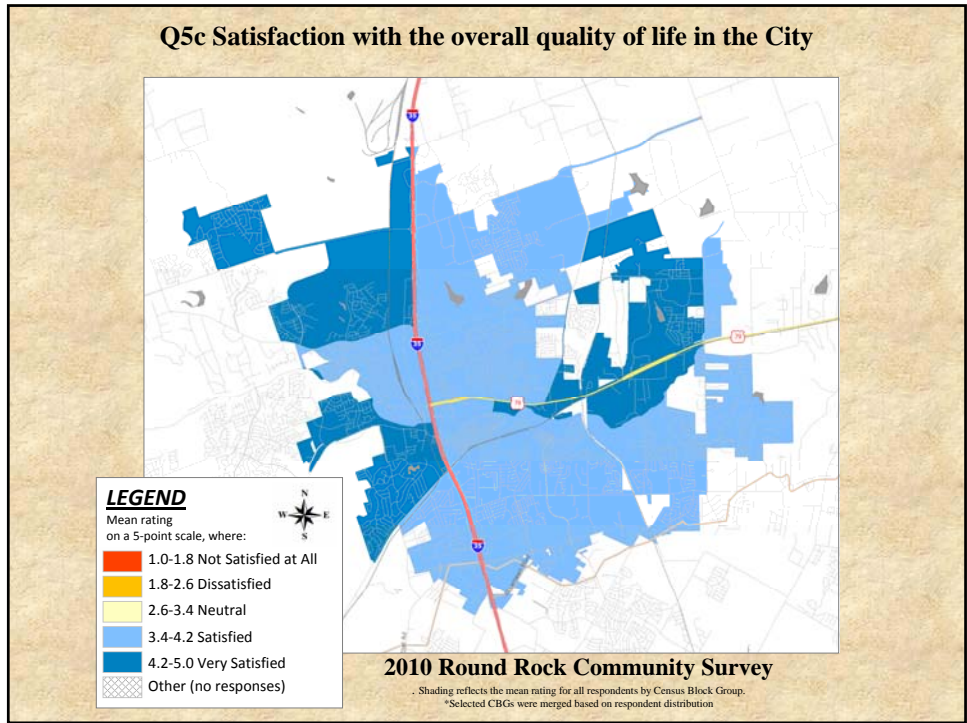


Q5a Satisfaction with the overall quality of services provided by the City

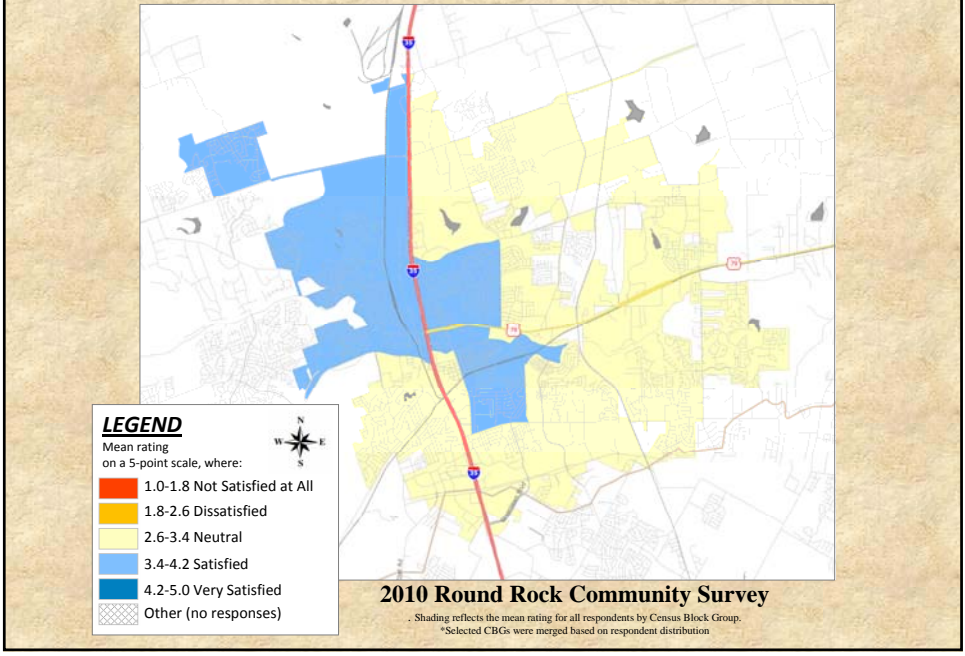


Q5b Satisfaction with how well the City is planning for growth

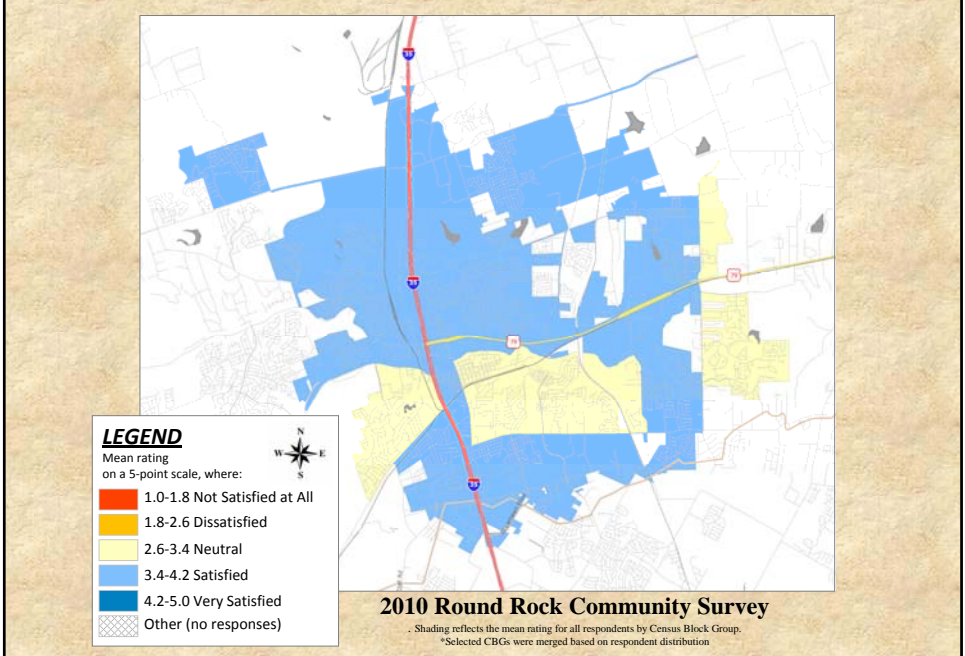




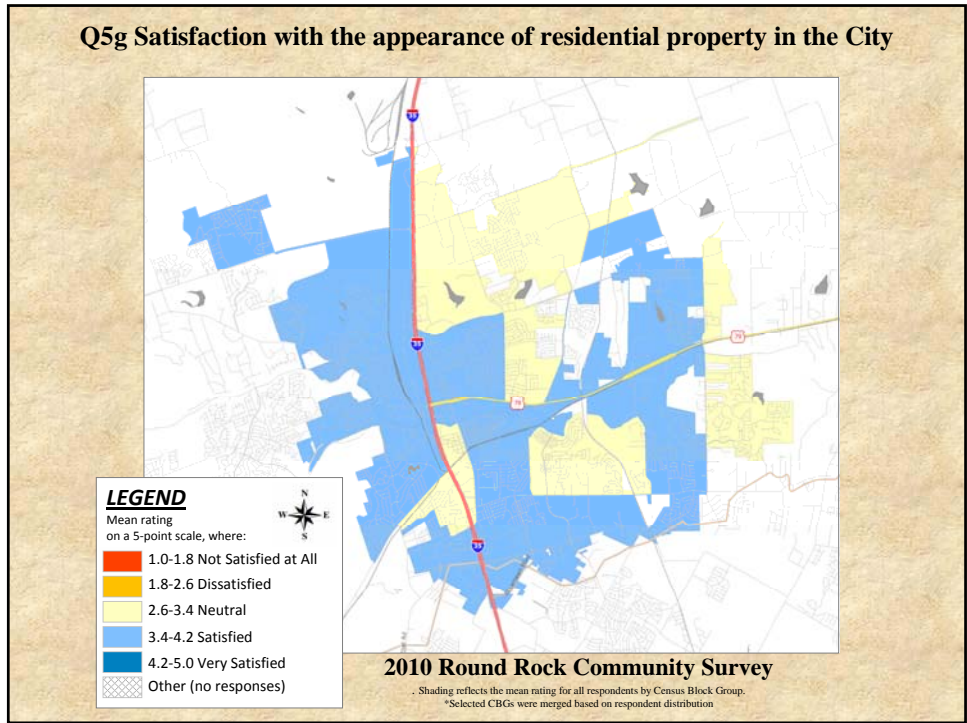
Q5e Satisfaction with the value you receive for City taxes and fees



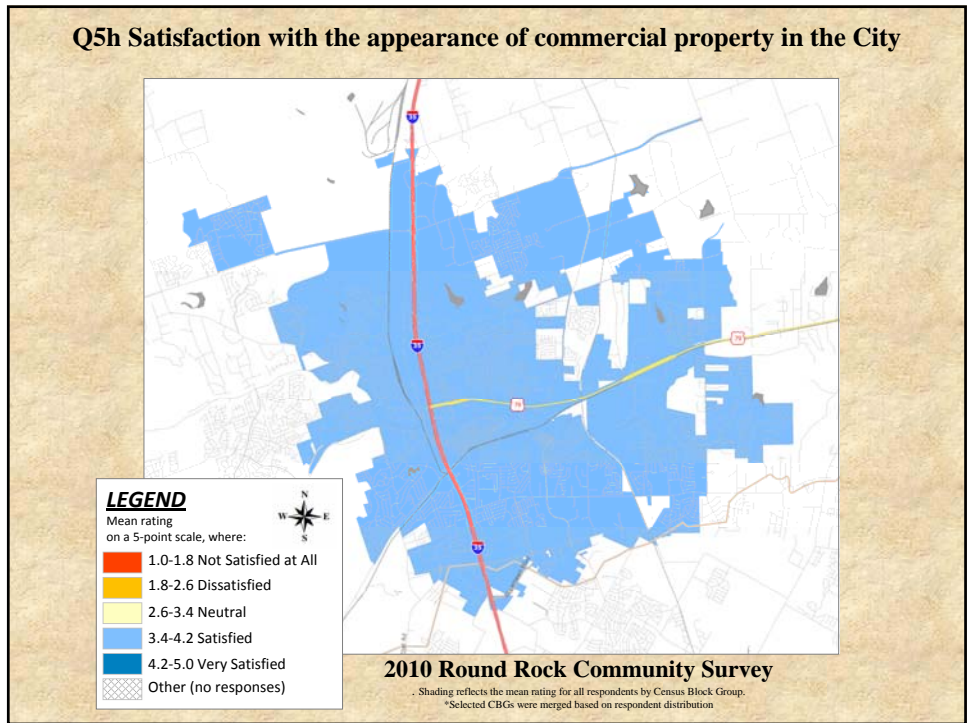
Q5f Satisfaction with the overall quality of new development

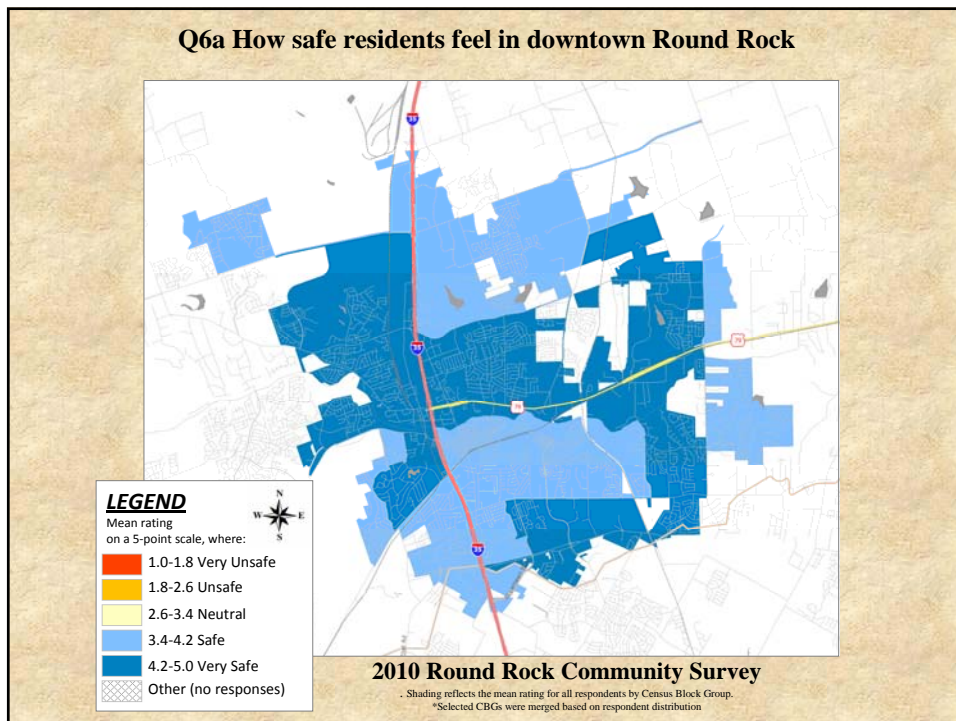
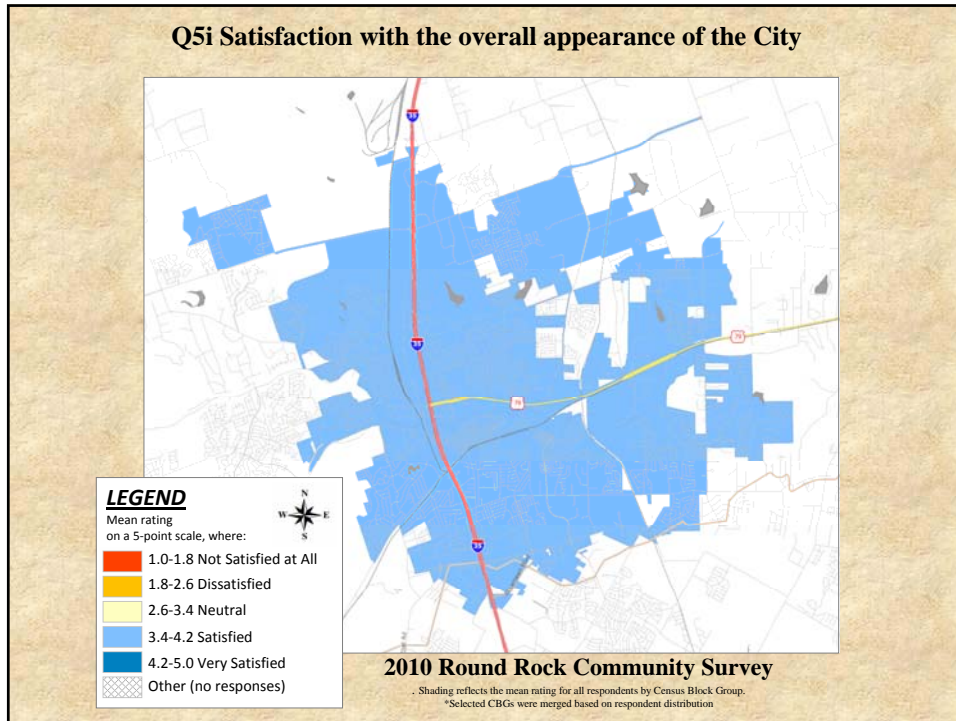


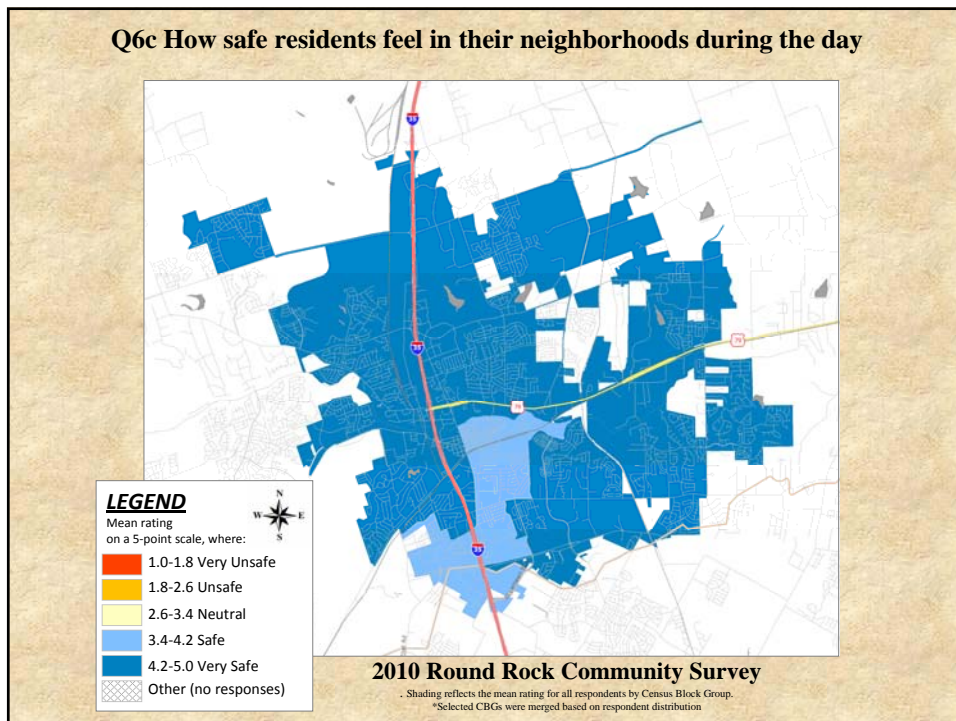
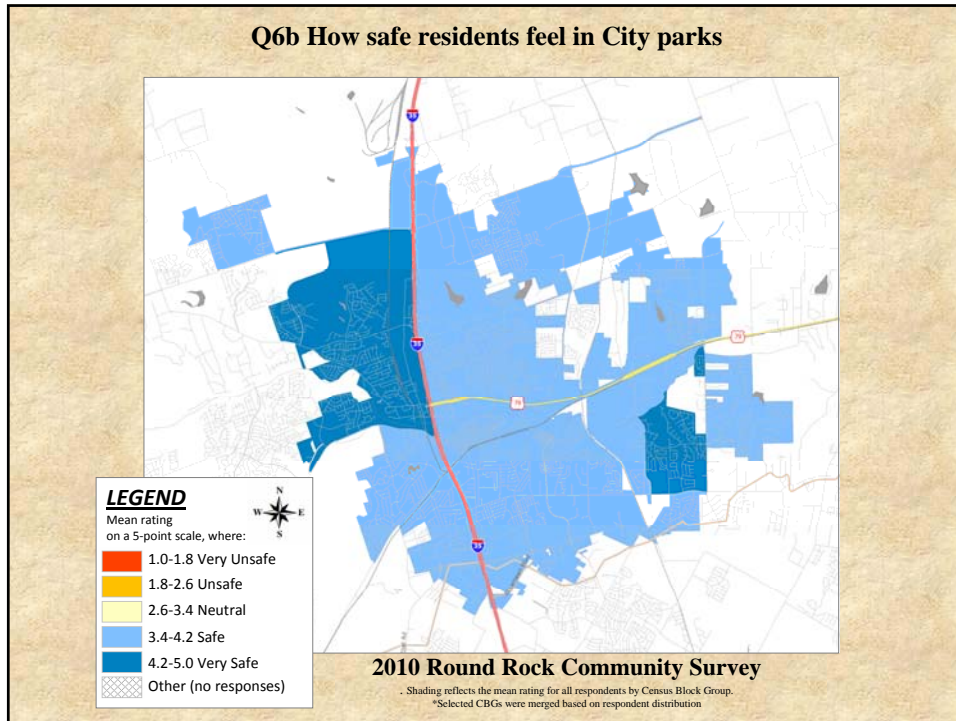
Q5g Satisfaction with the appearance of residential property in the City

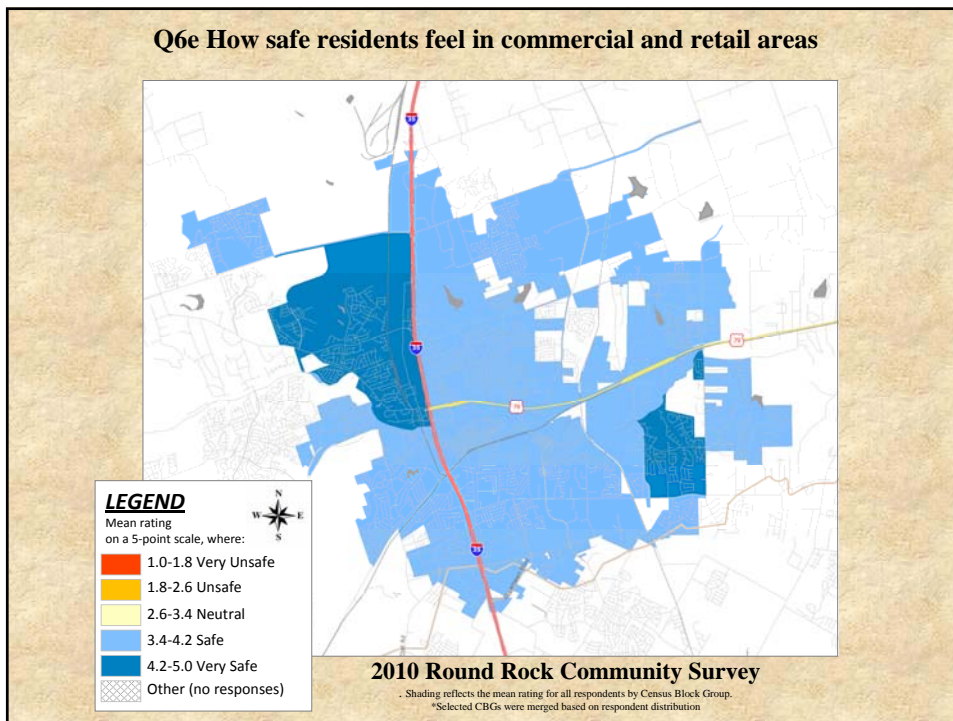
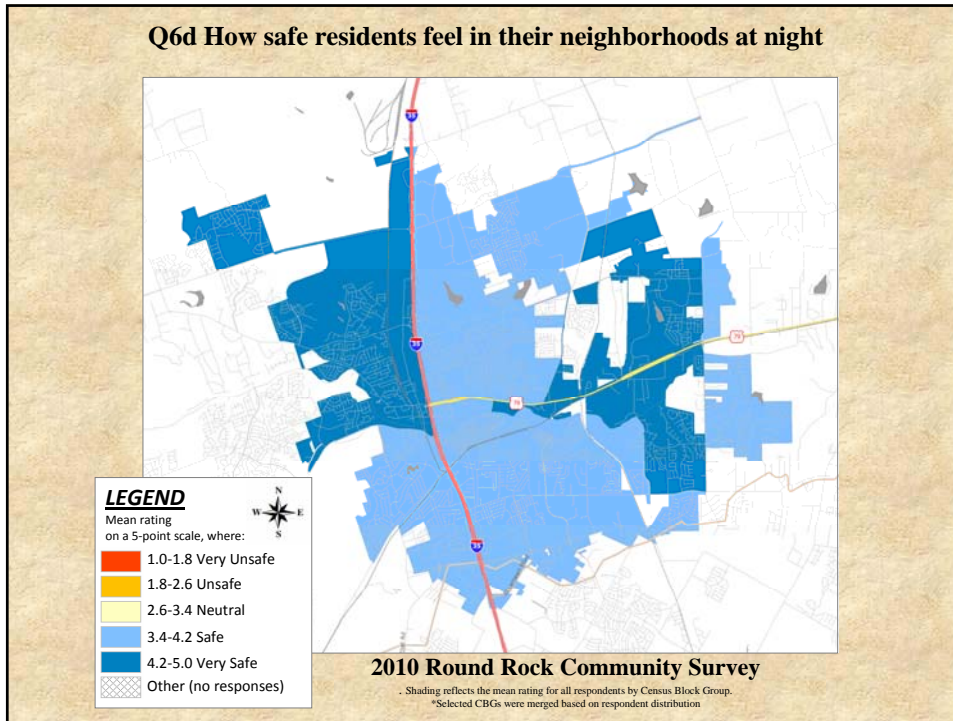


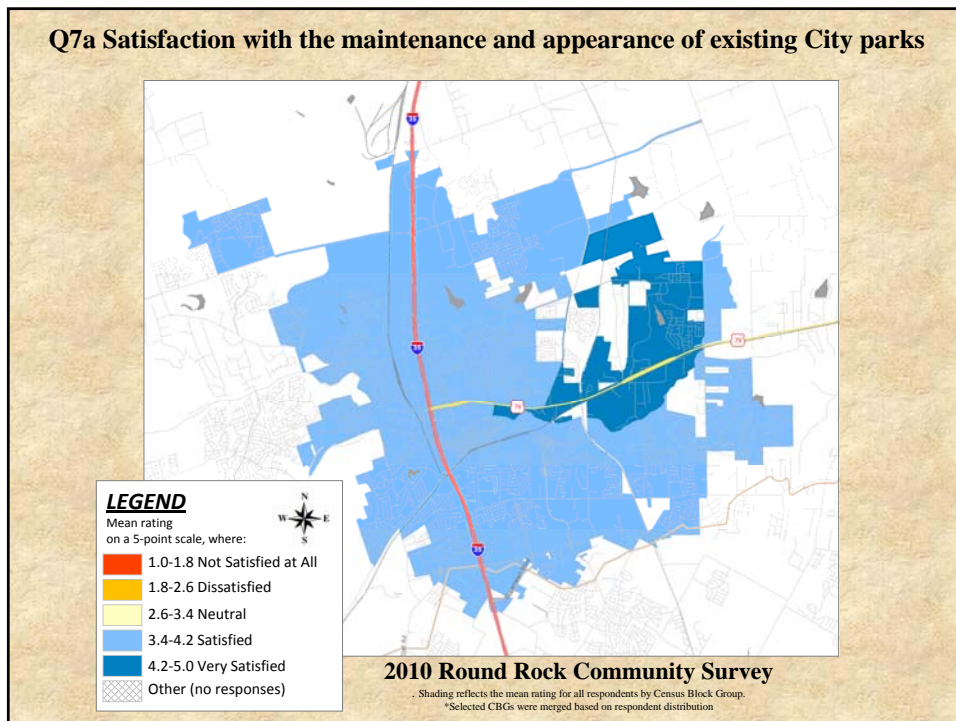
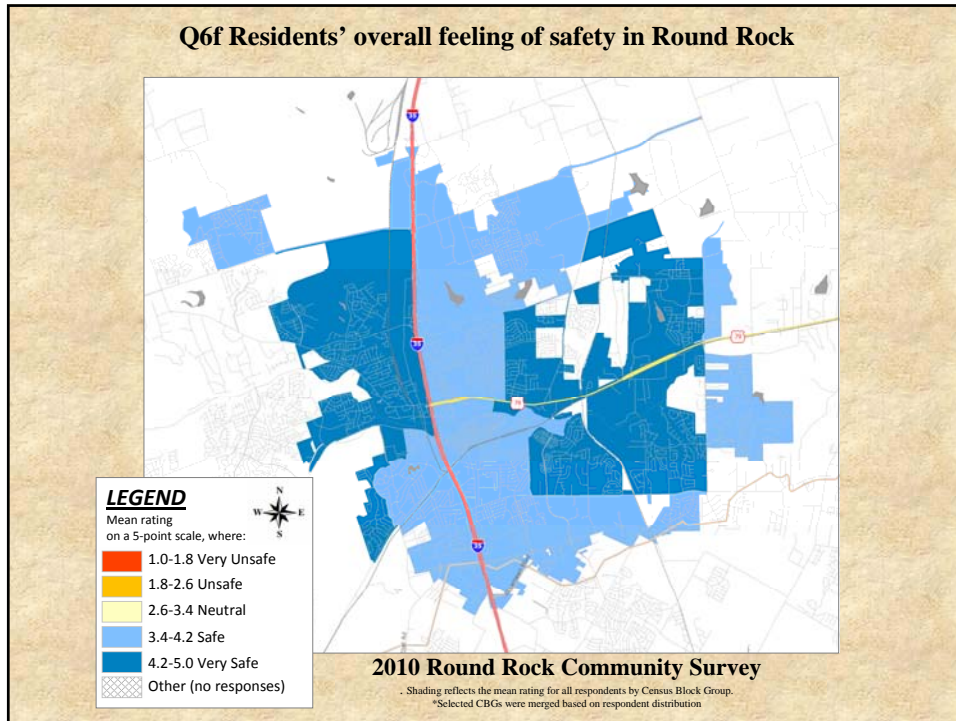
Q5h Satisfaction with the appearance of commercial property in the City

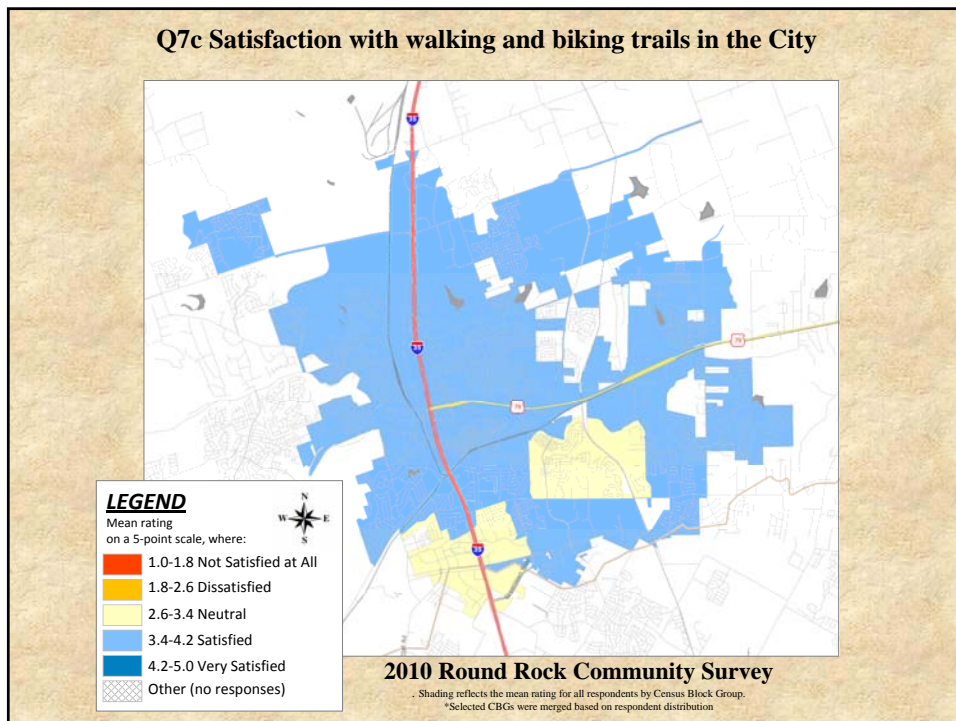
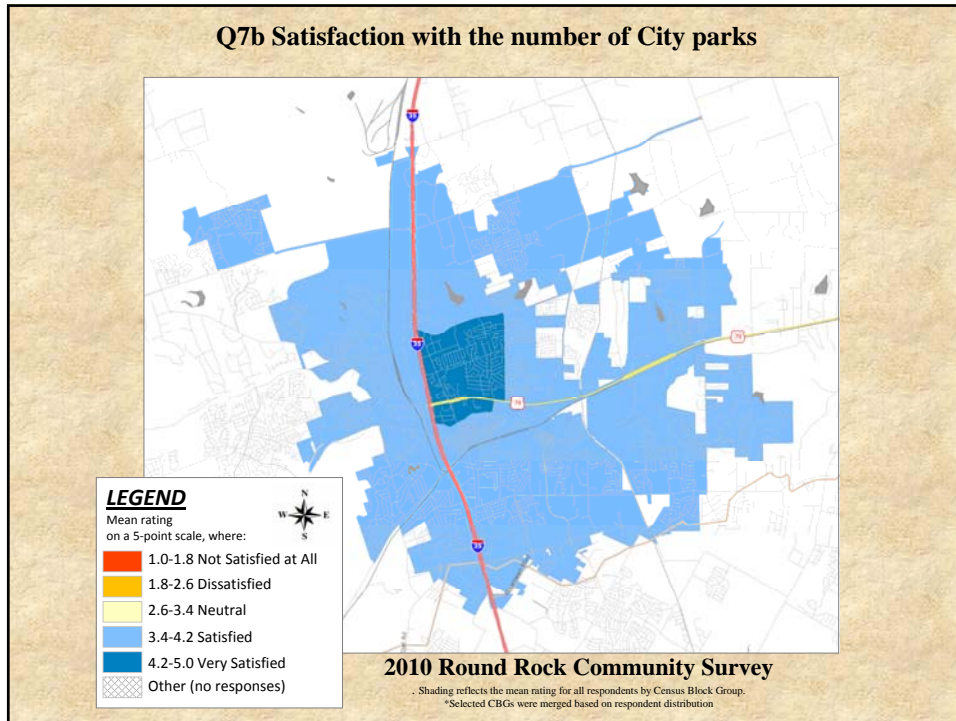


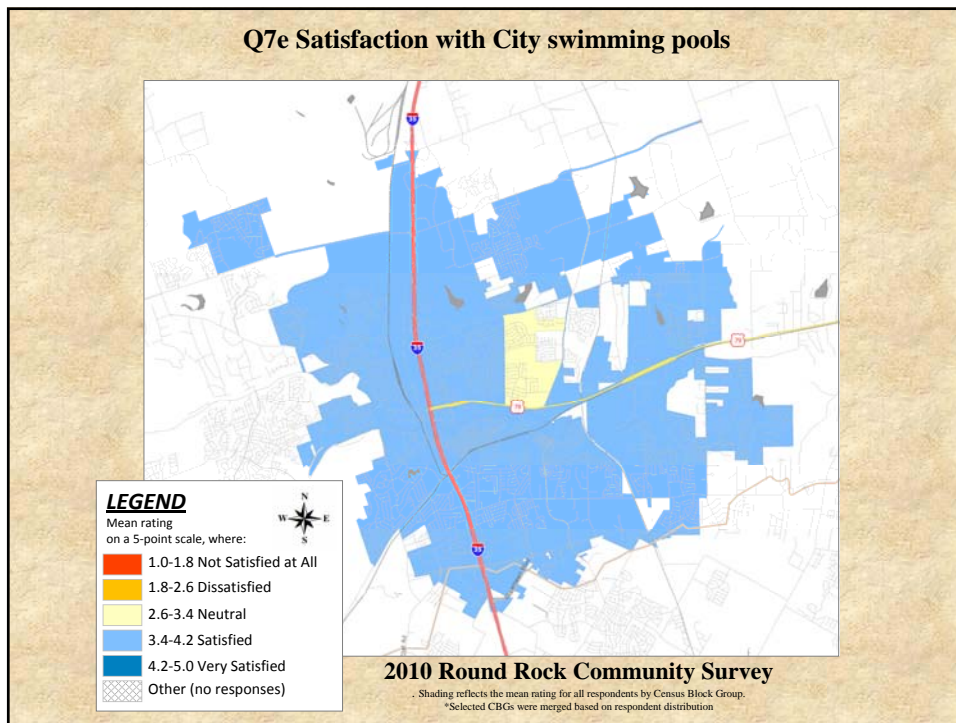
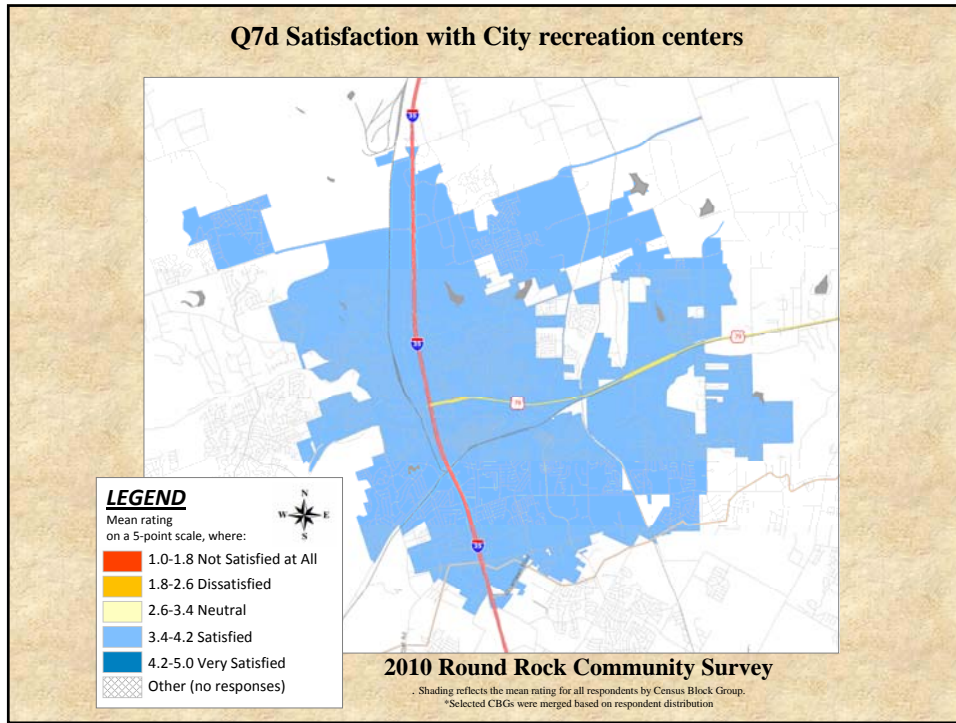


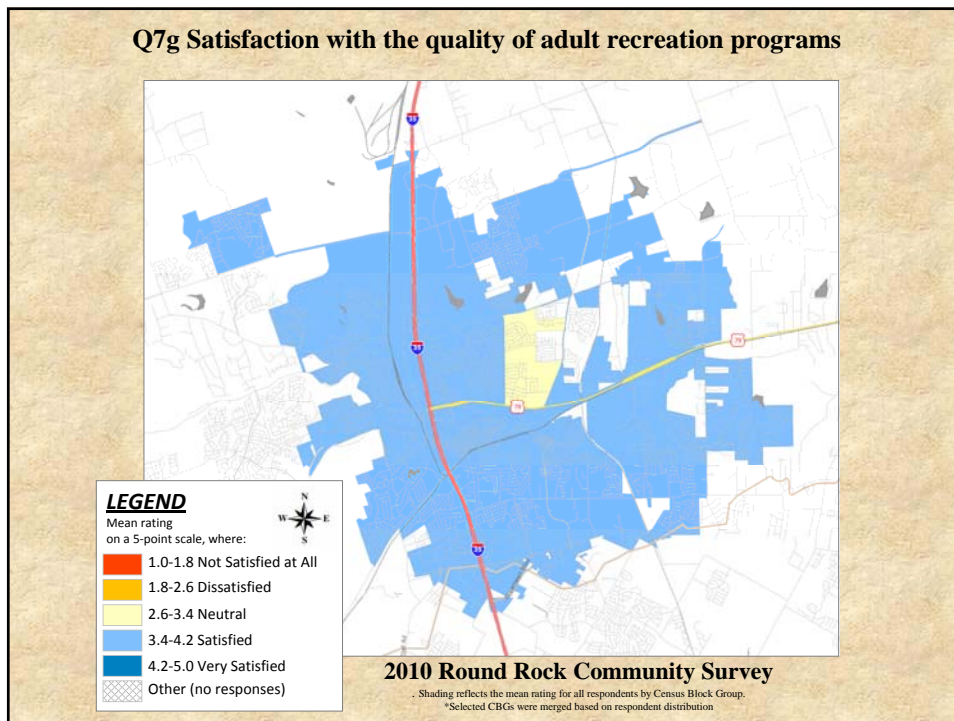
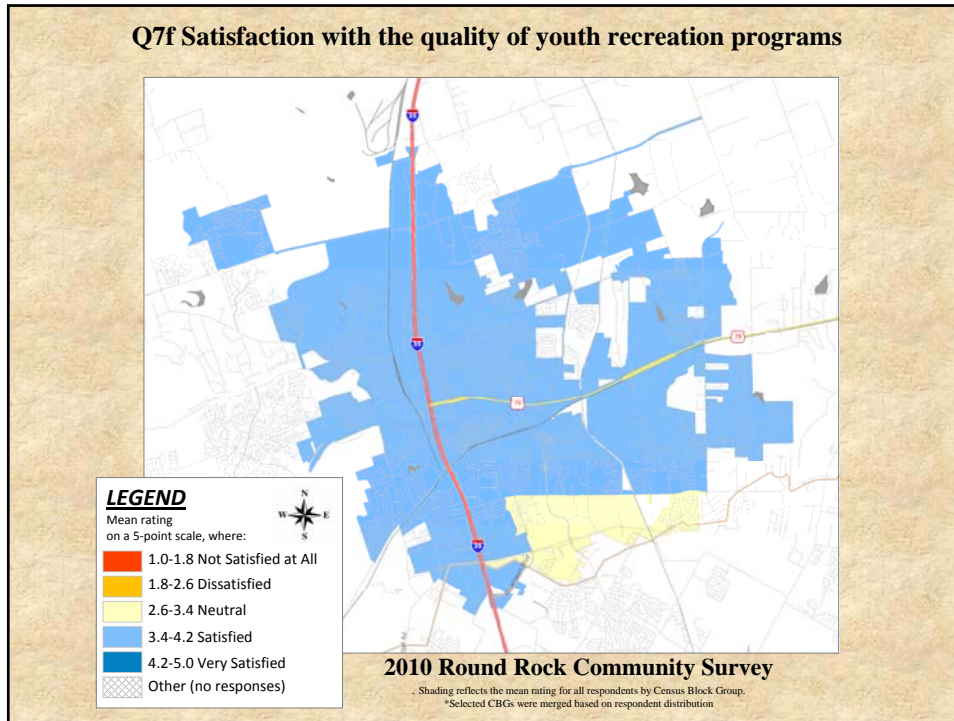


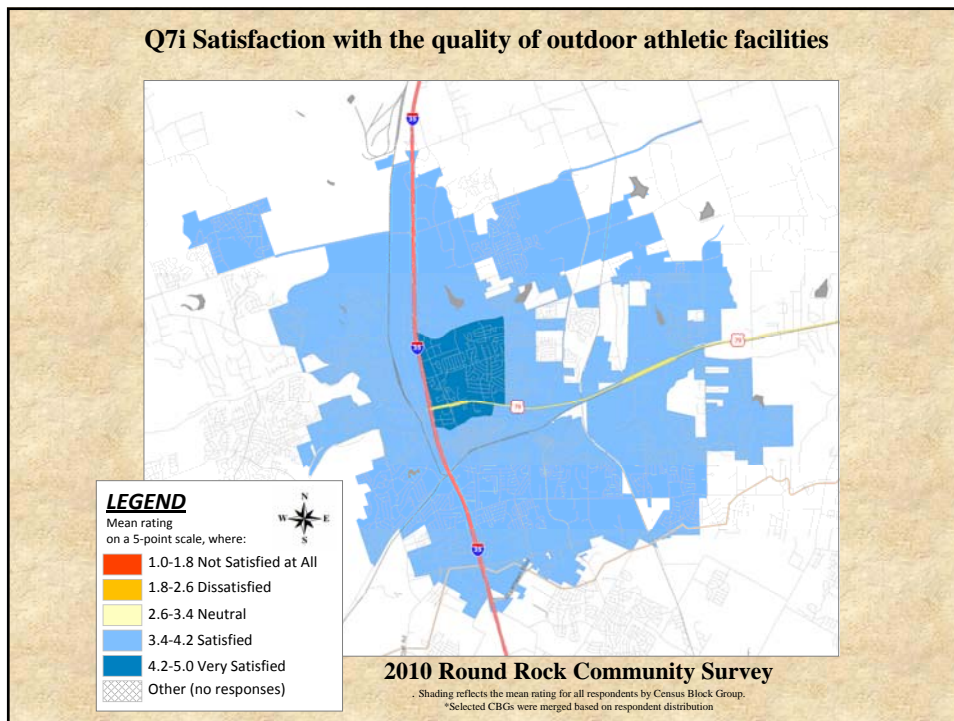
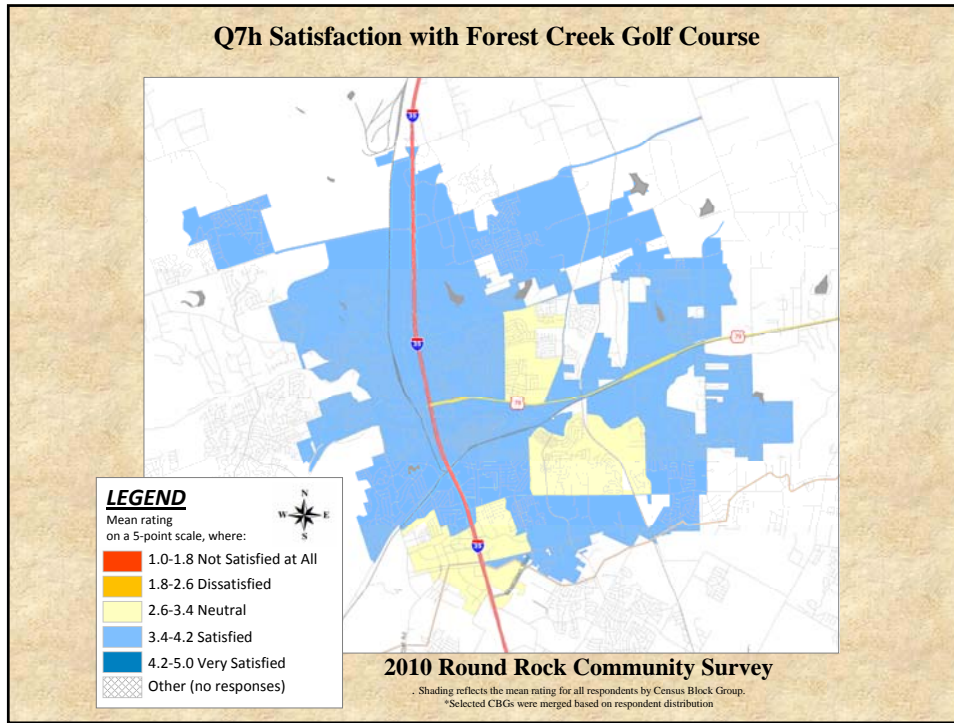




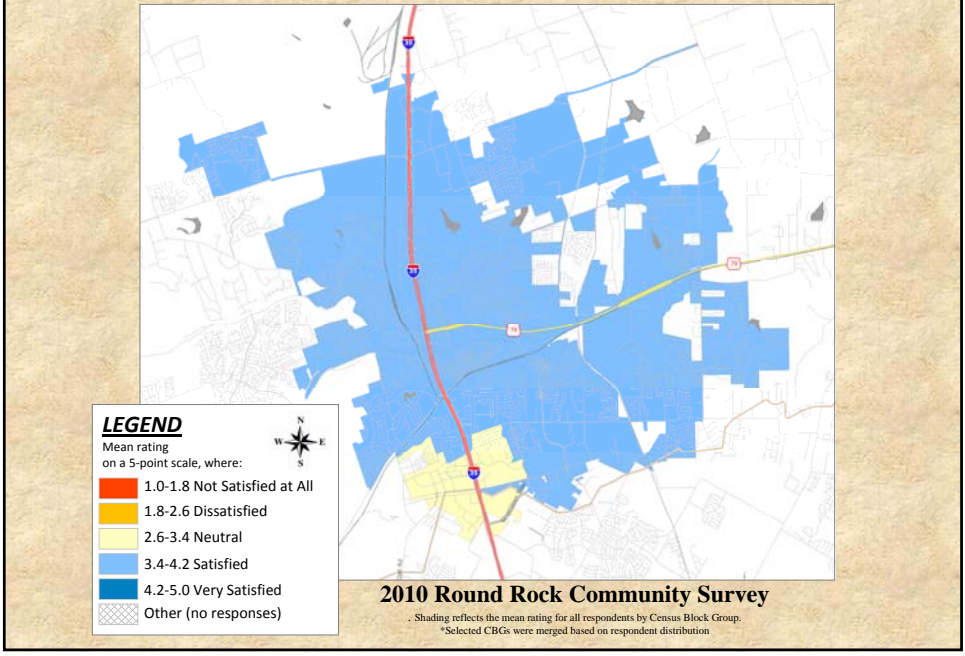




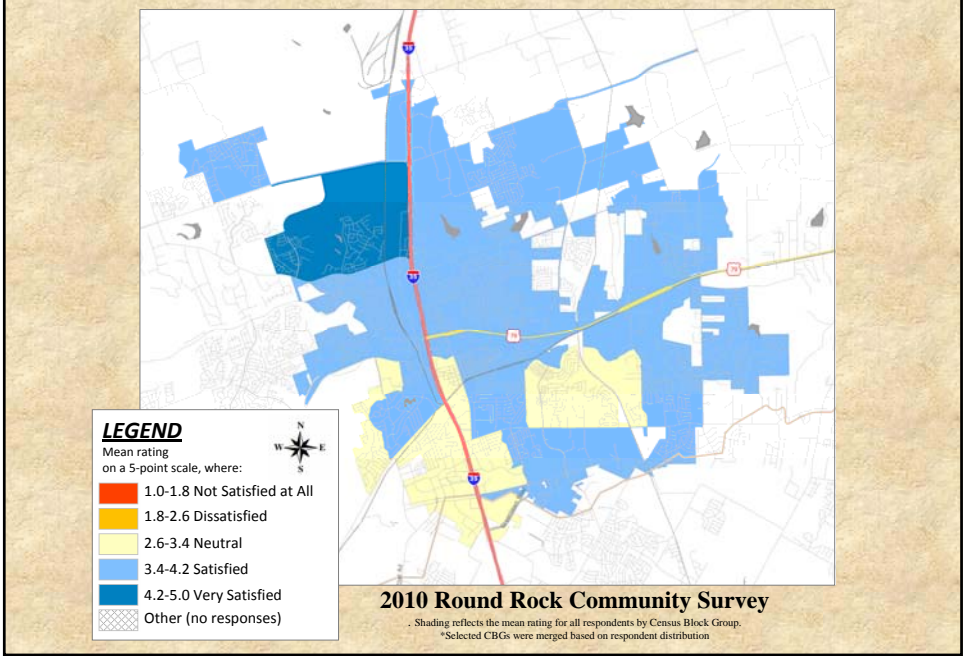


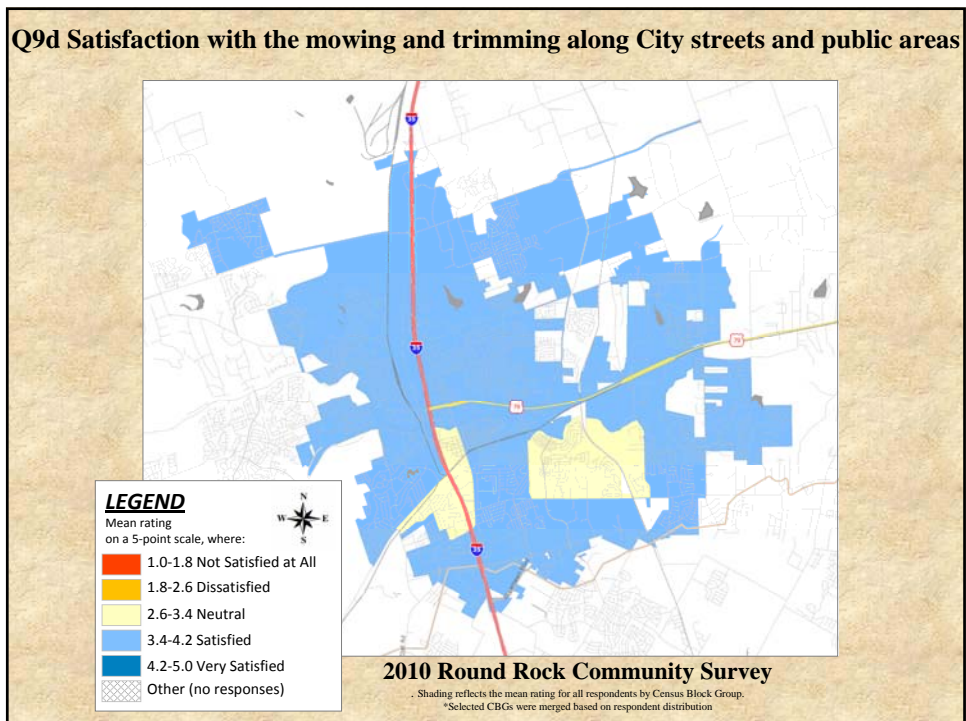
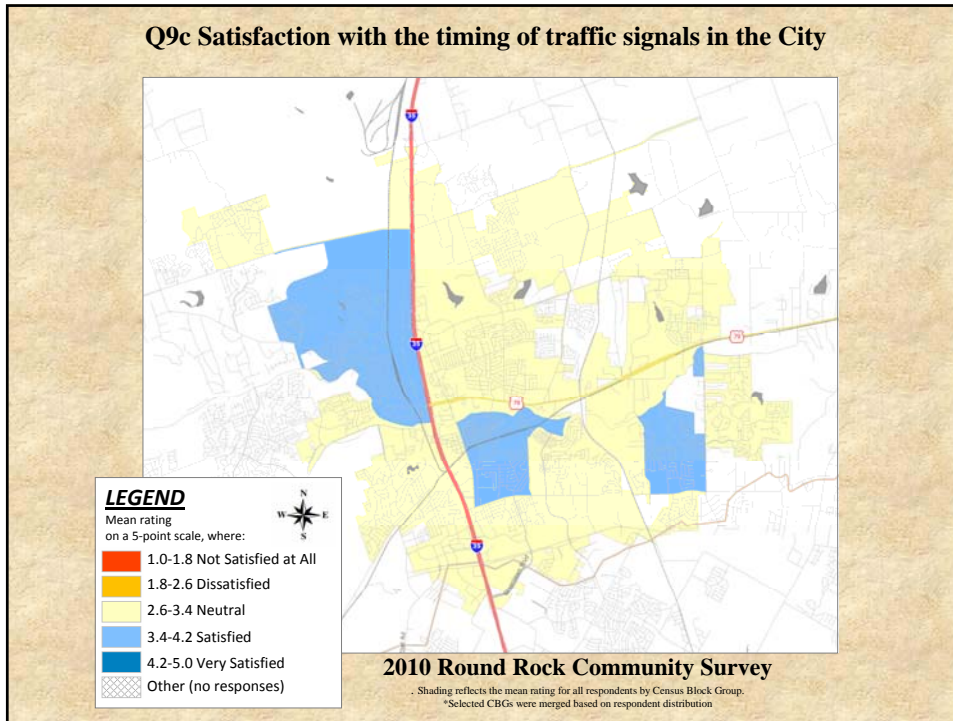


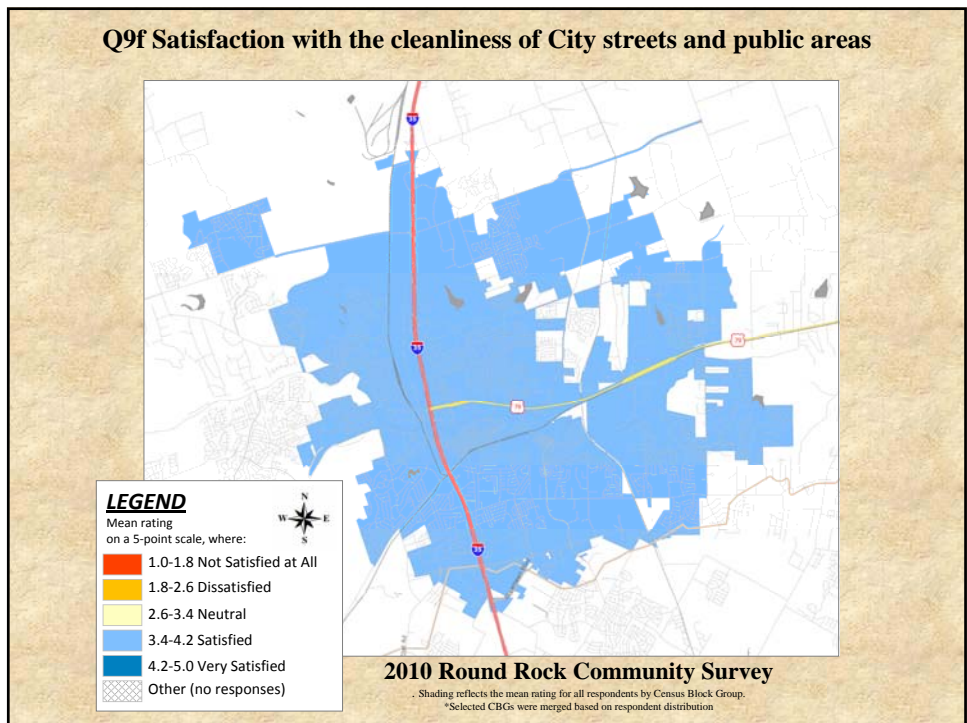
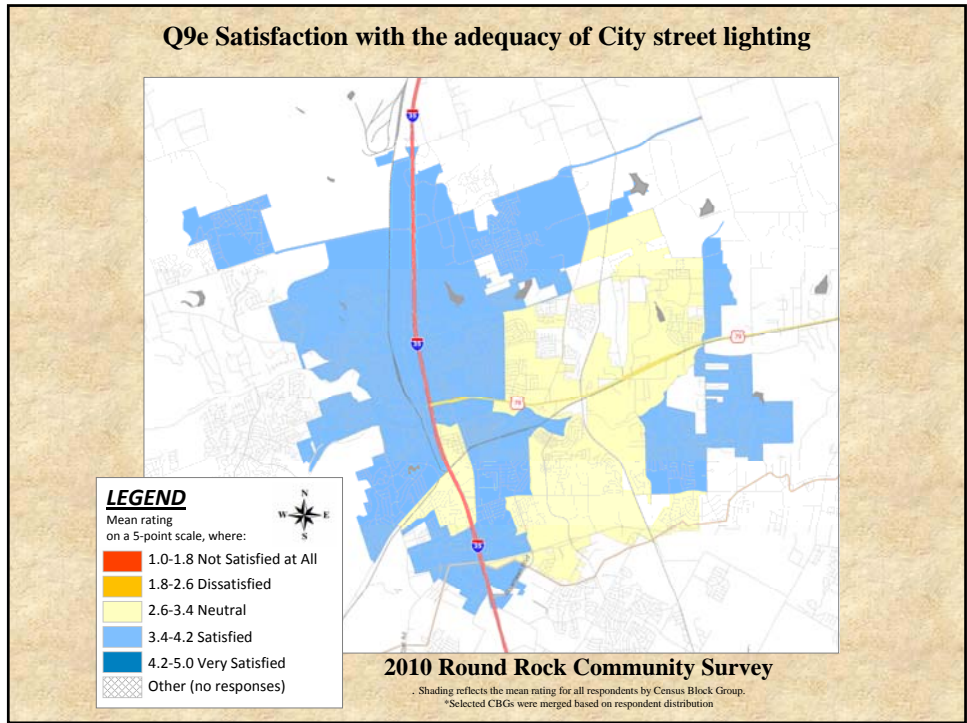
Q9a Satisfaction with the maintenance of major City streets

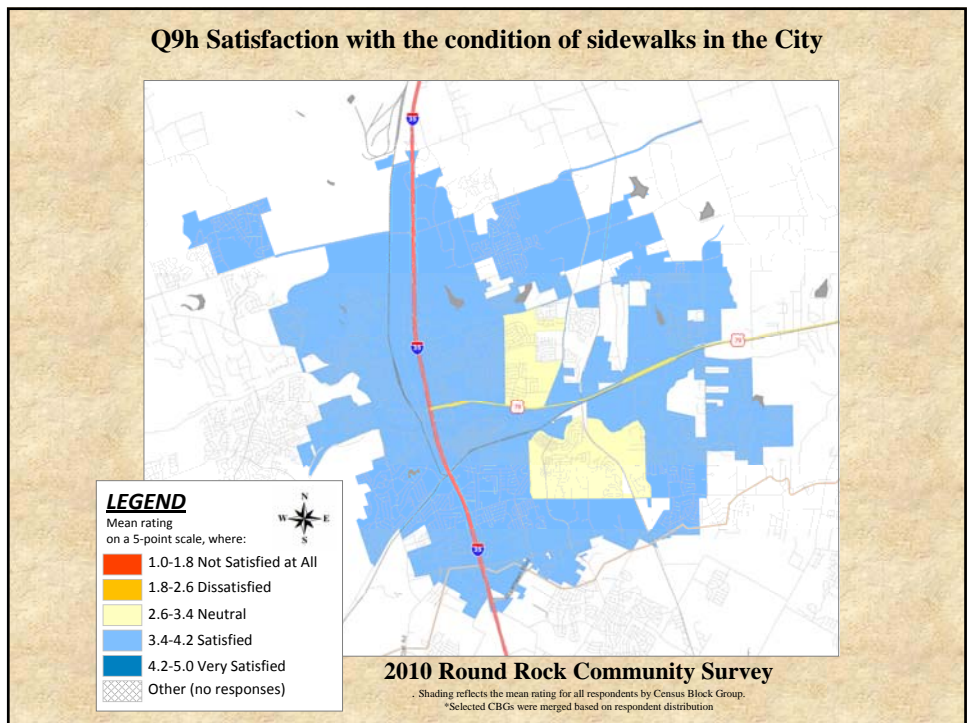
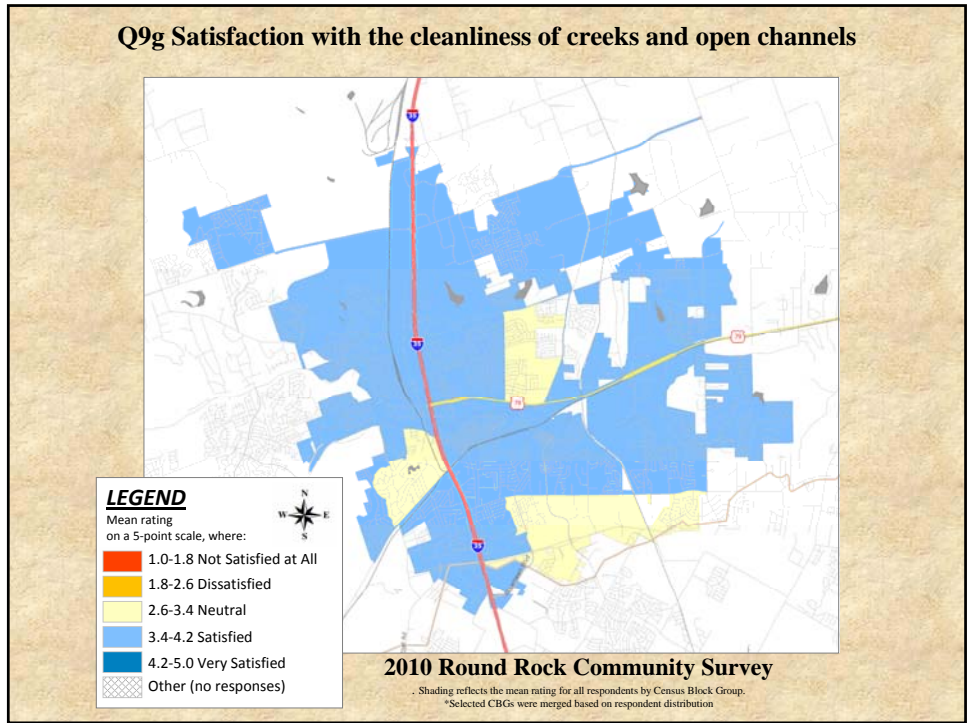


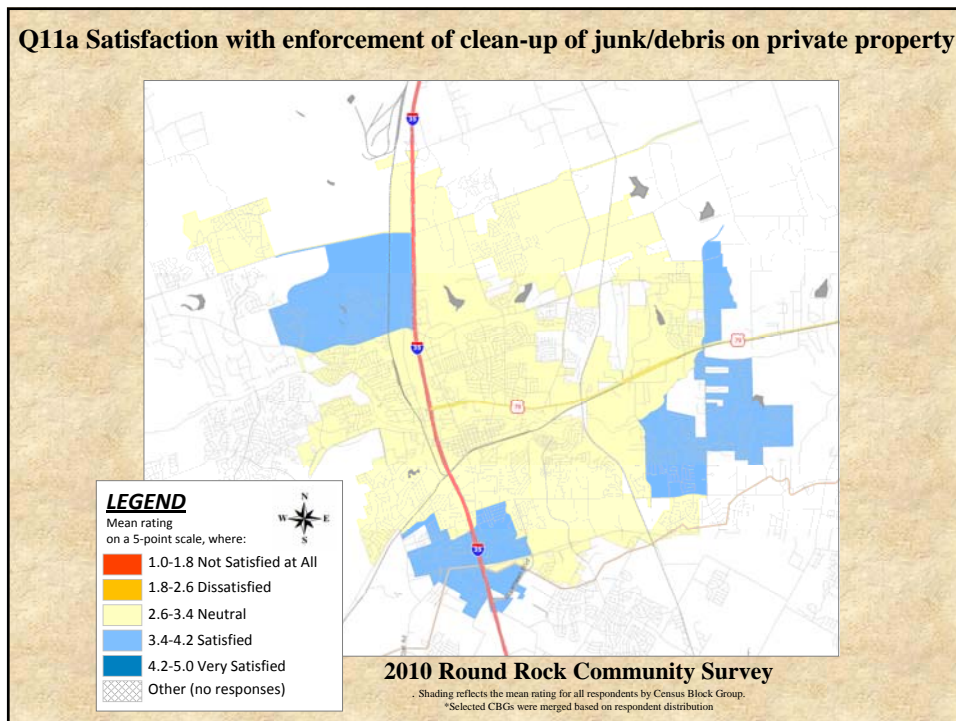
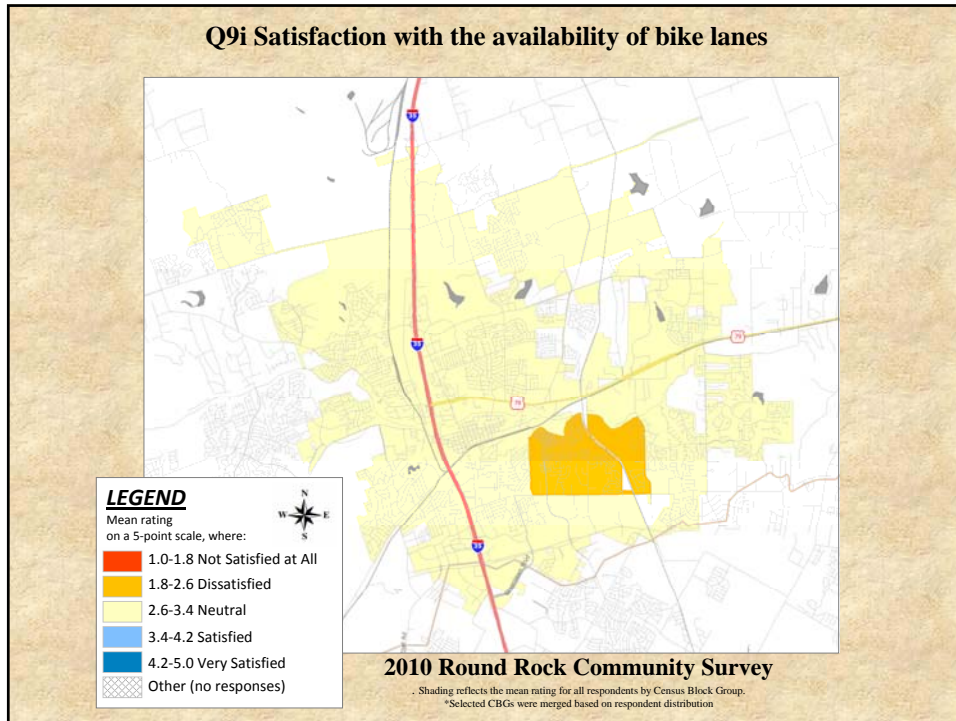
Q9b Satisfaction with the maintenance of streets in residents' neighborhoods



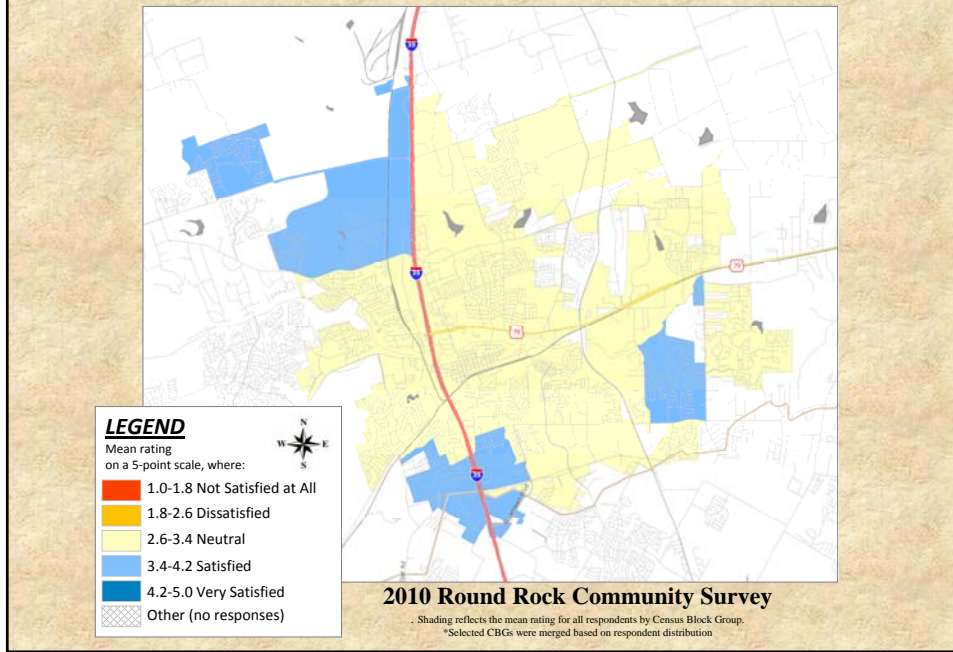




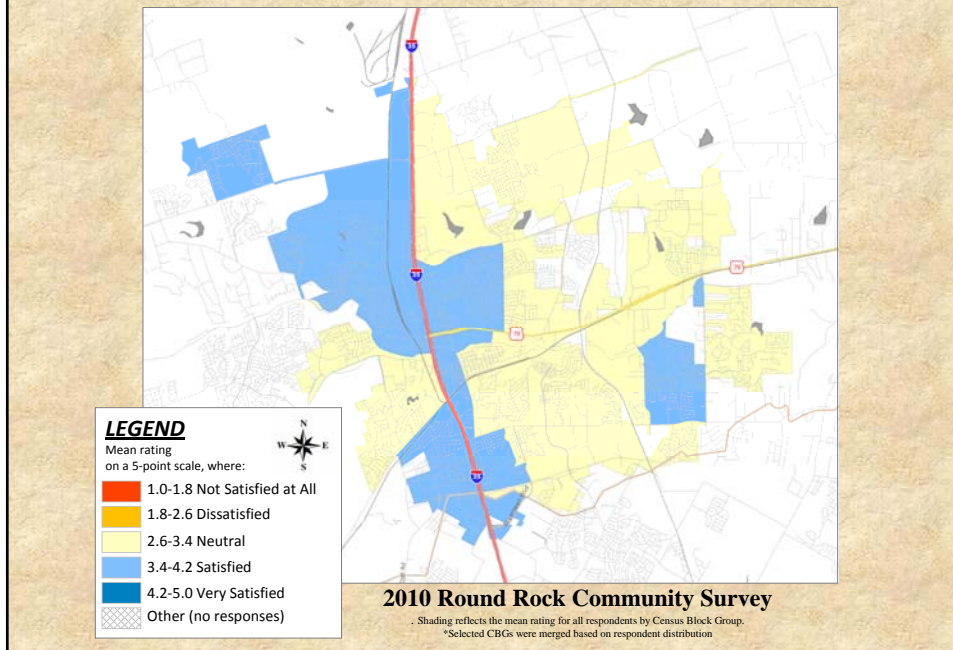




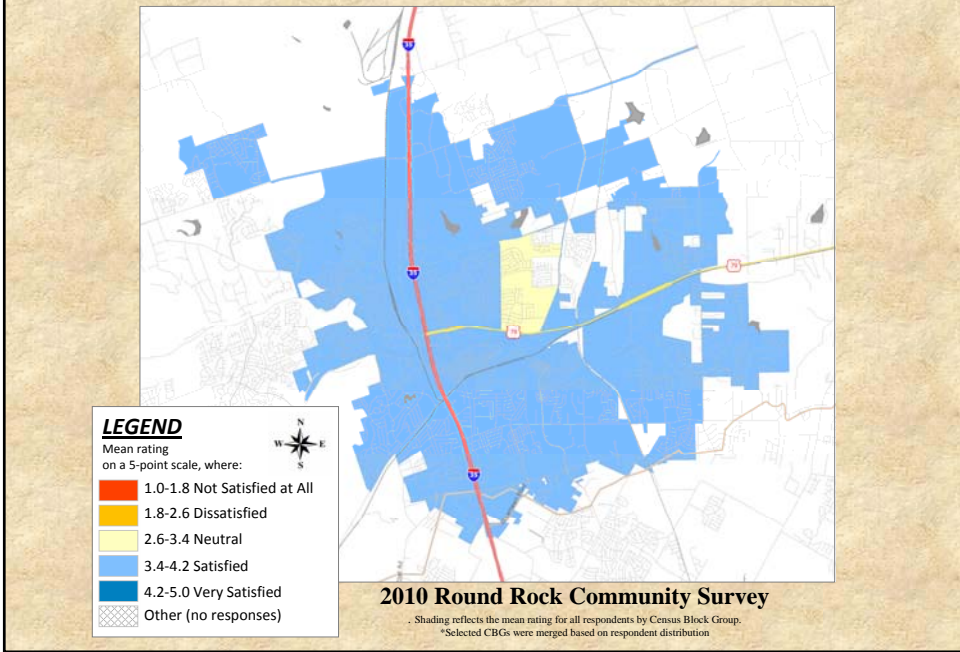
Q11b Satisfaction with enforcement of mowing of weeds/grass on private property



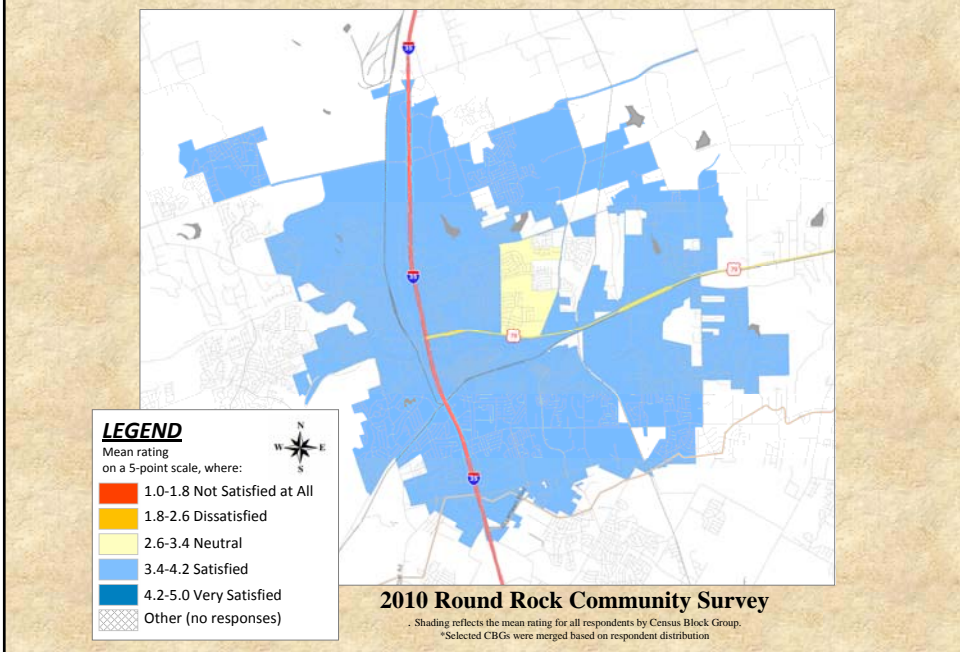
Q11c Satisfaction with the enforcement of sign regulations



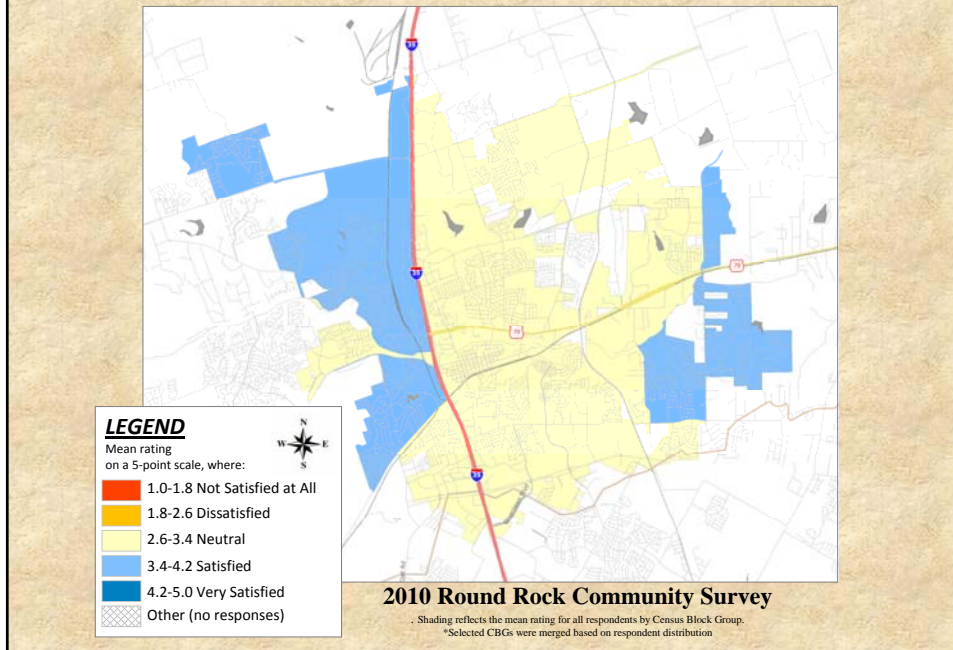
Q13a Satisfaction with the availability of information about City programs/services



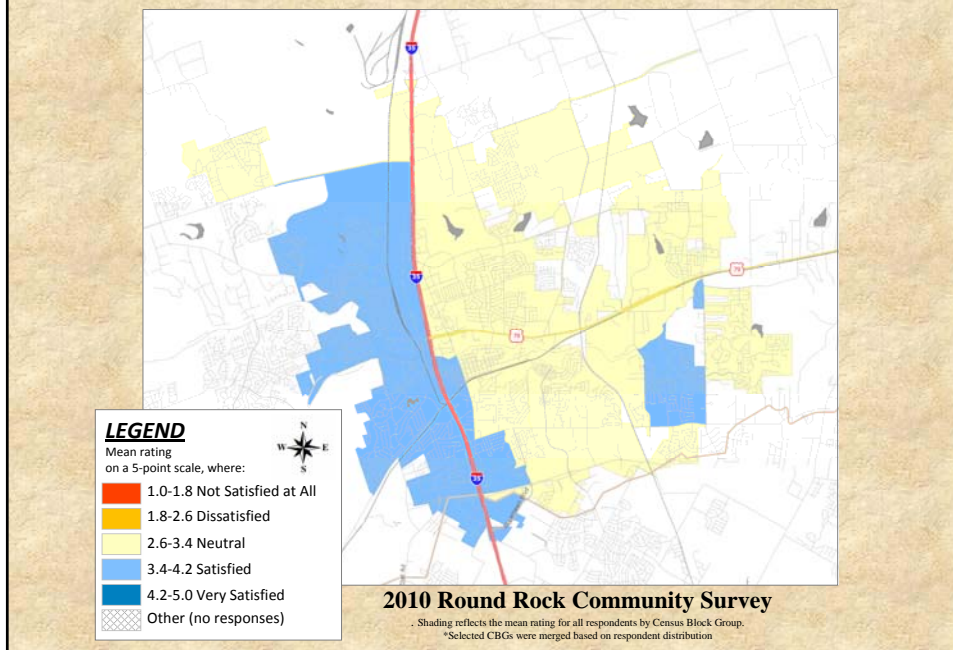
Q13b Satisfaction with City efforts to keep residents informed about local issues



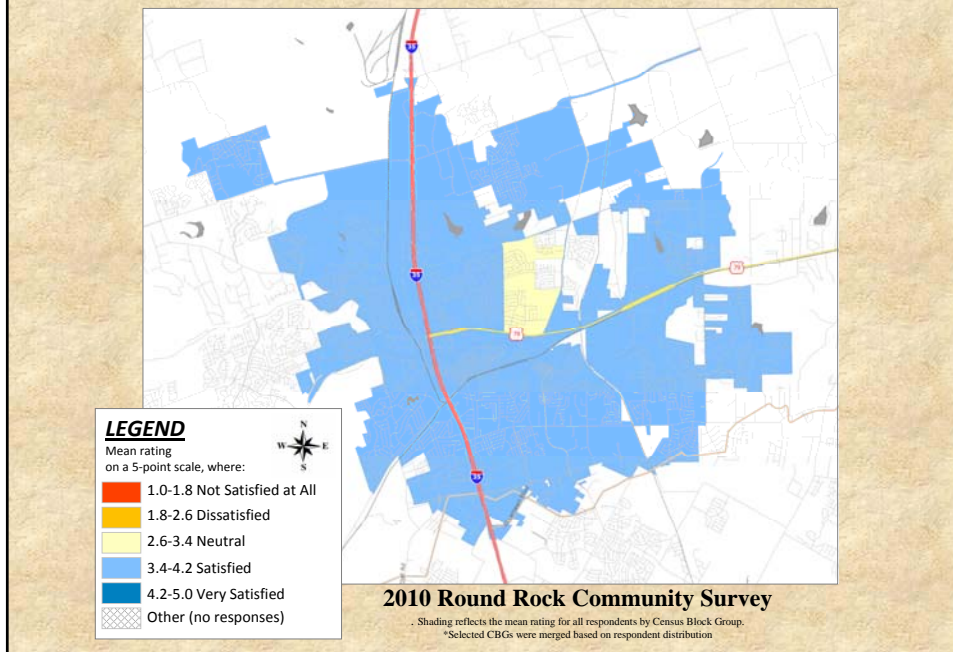
Q13c Satisfaction with the level of public involvement in City decision-making



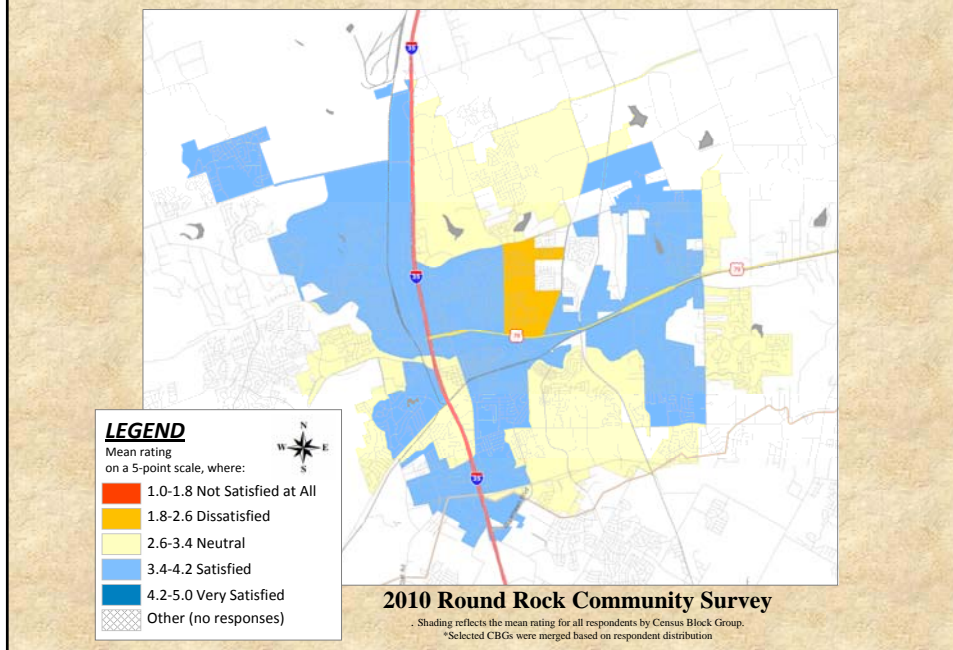
Q13d Satisfaction with the City's cable television channel

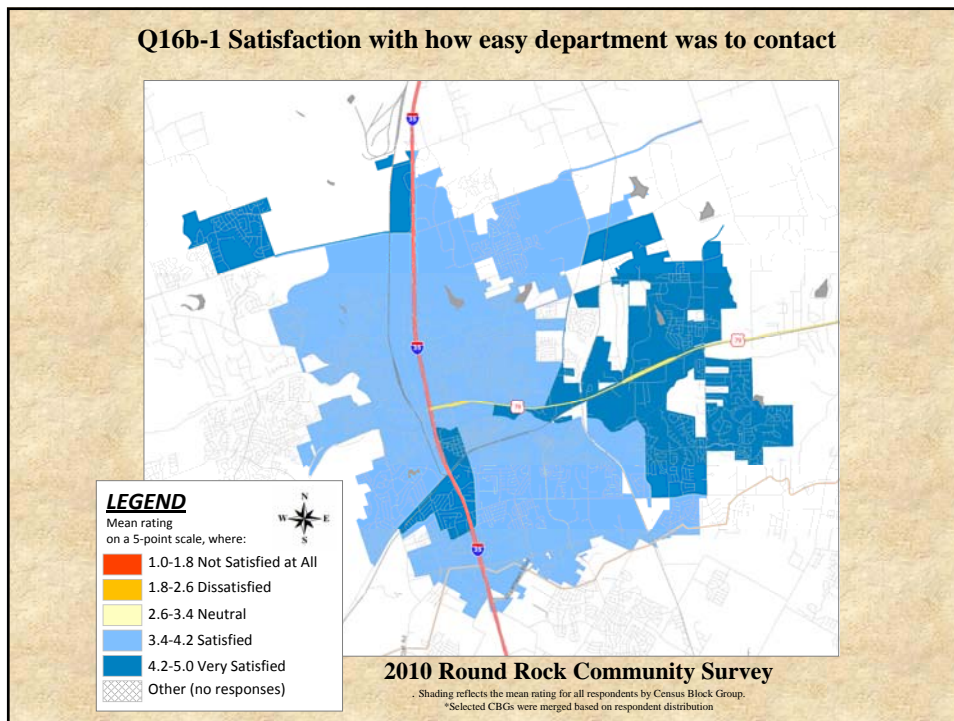
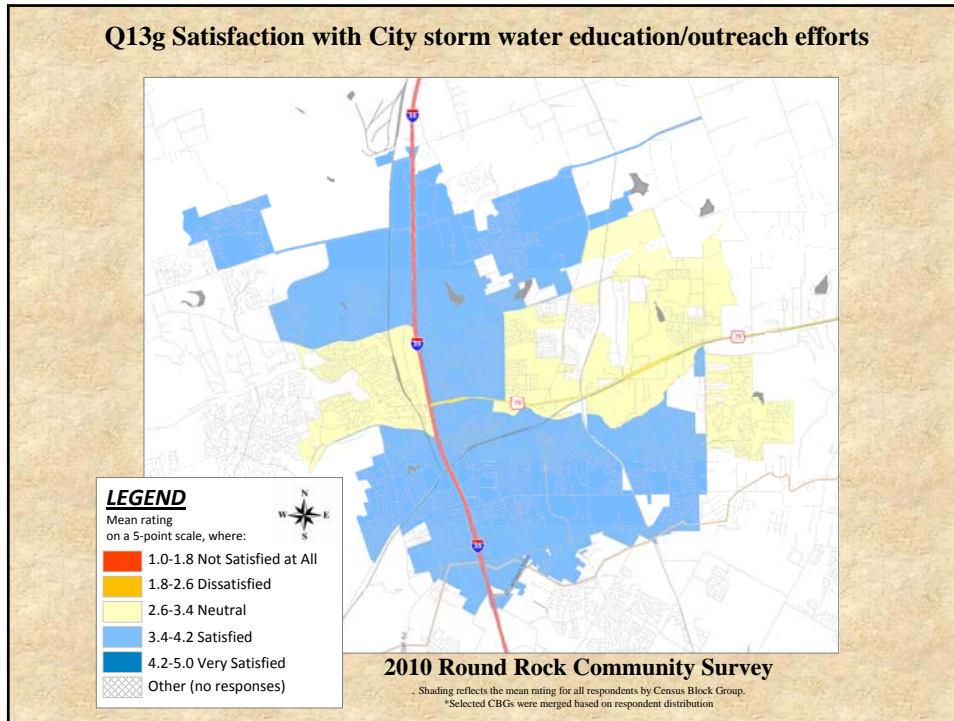


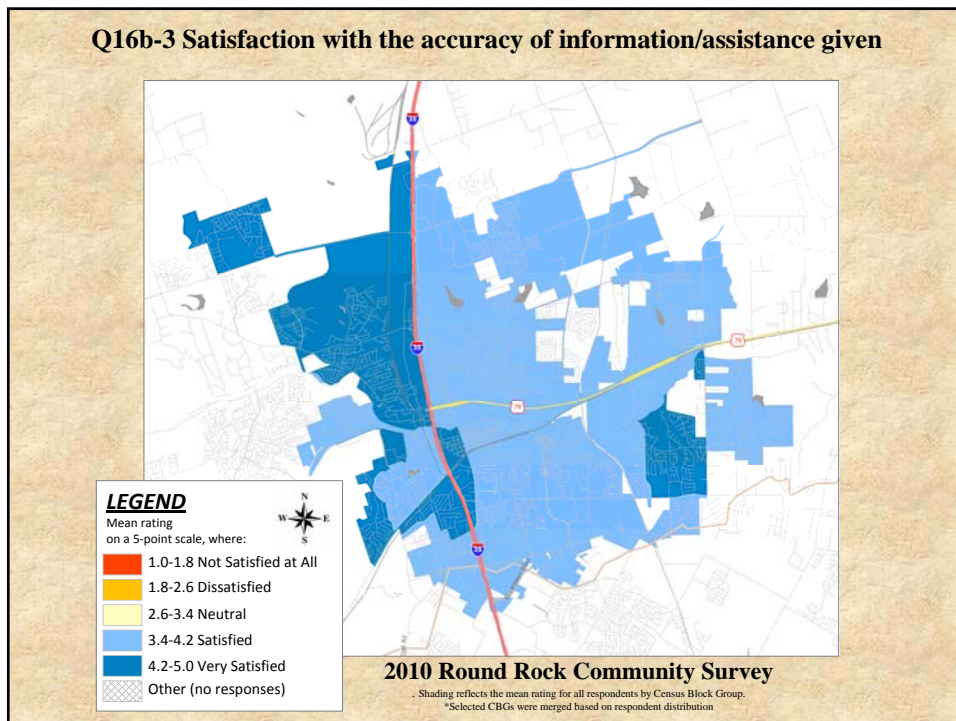
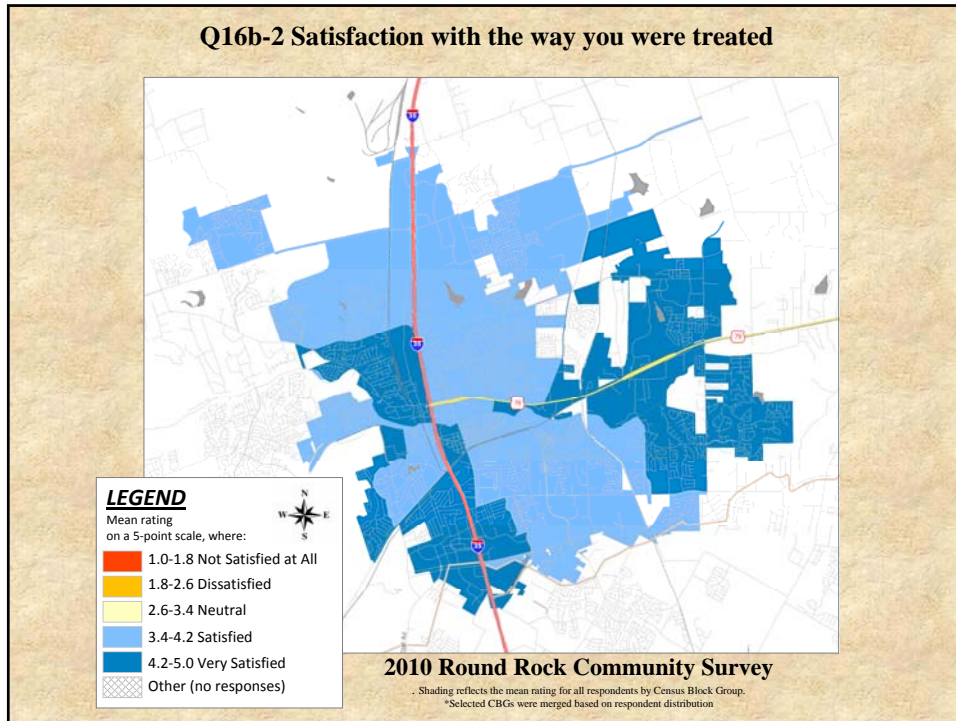
Q13e Satisfaction with the usefulness of information available on City's Web site



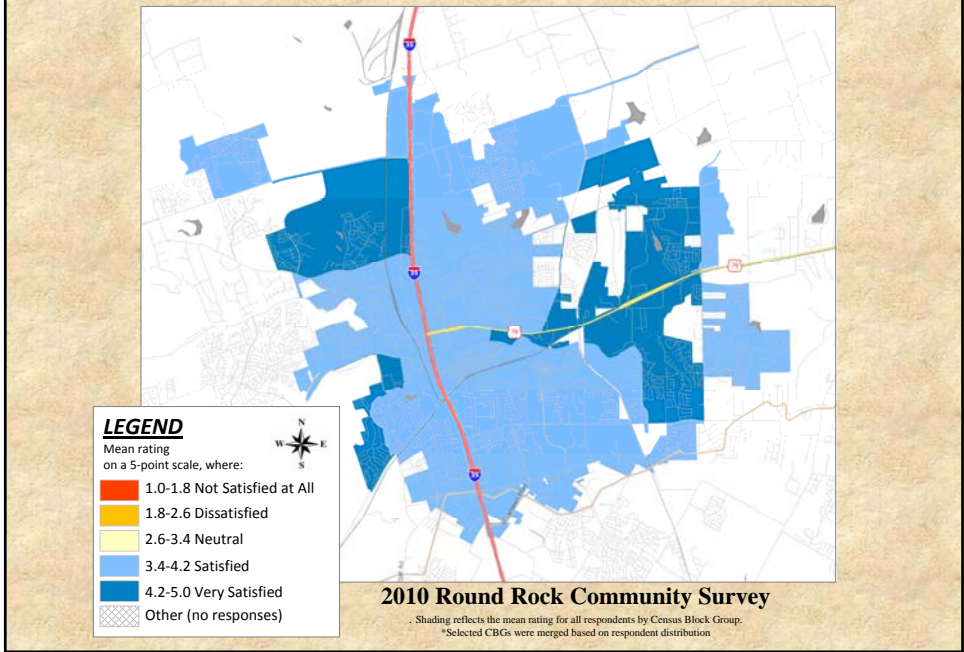
Q13f Satisfaction with how well City listens and responds to citizens' needs



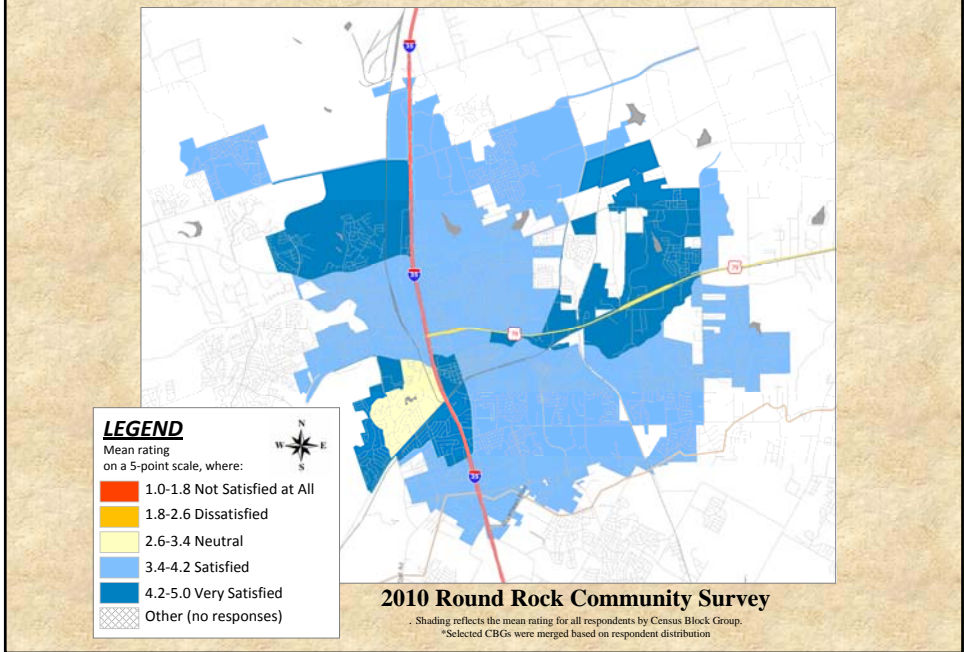


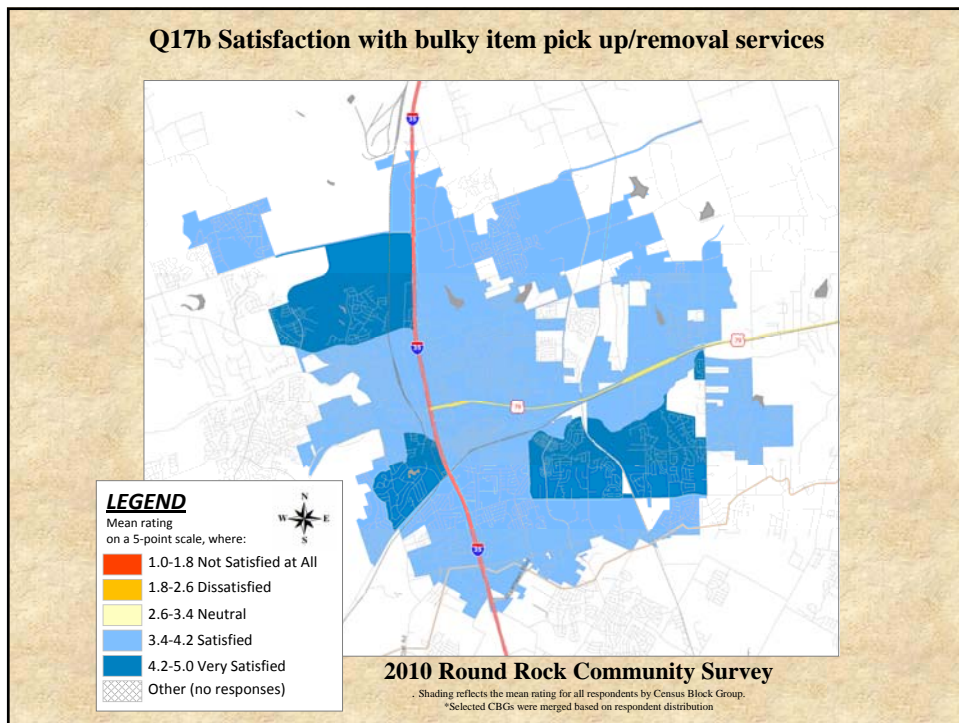
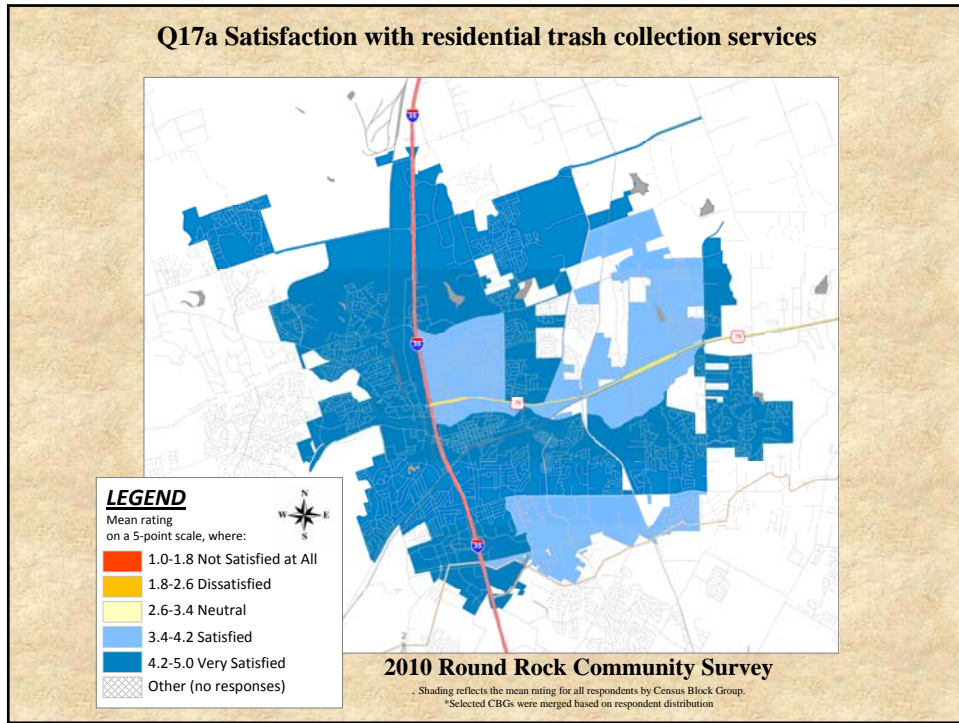


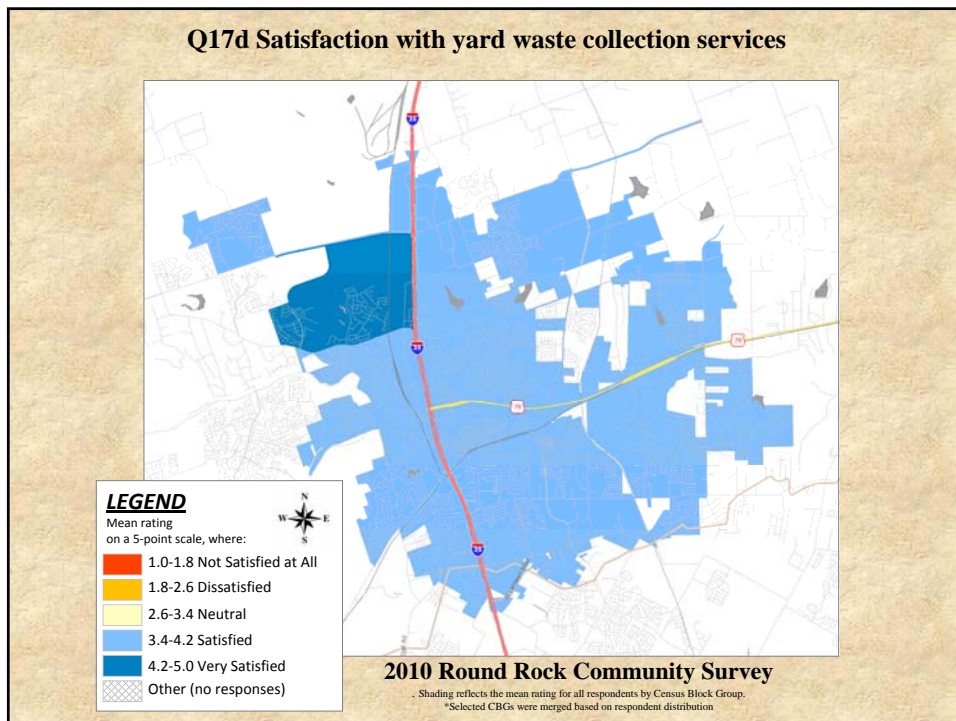
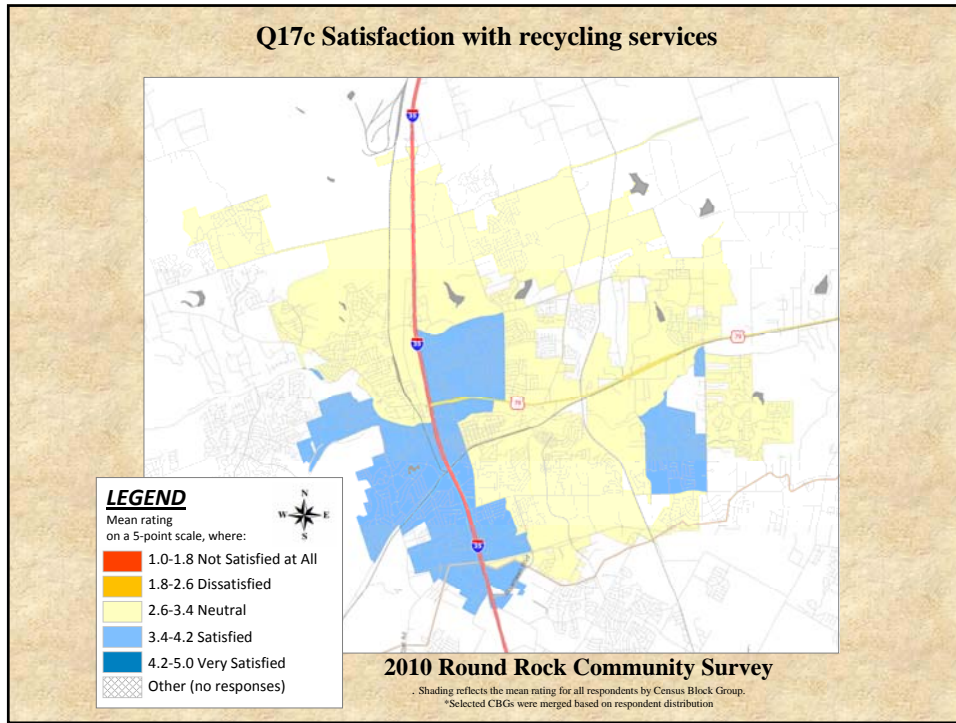
Q16b-4 Satisfaction with how quickly City staff responded to your request

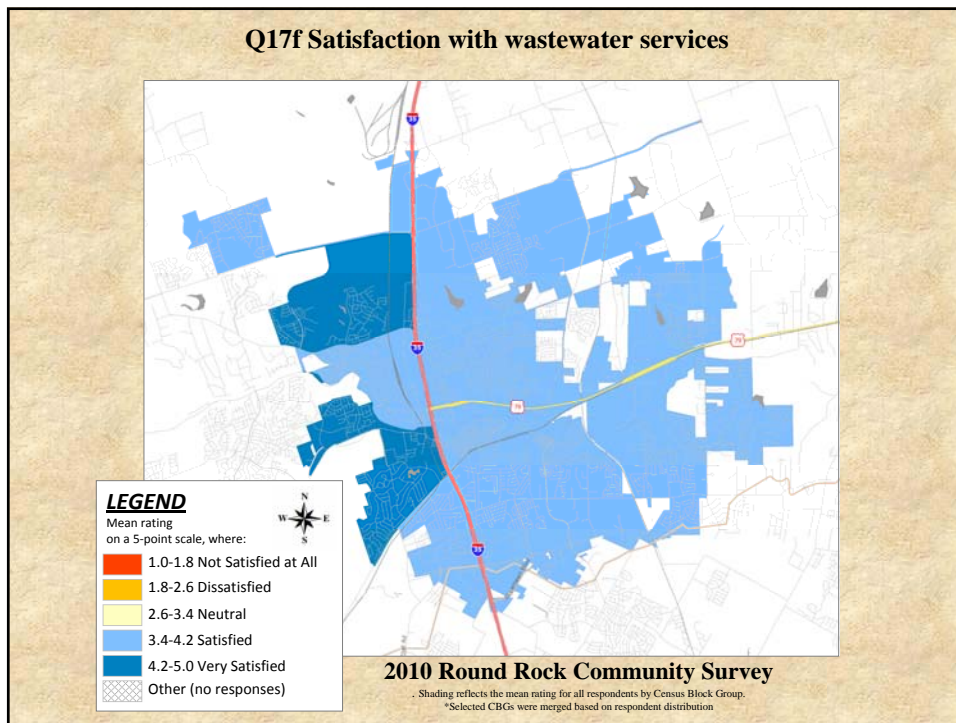
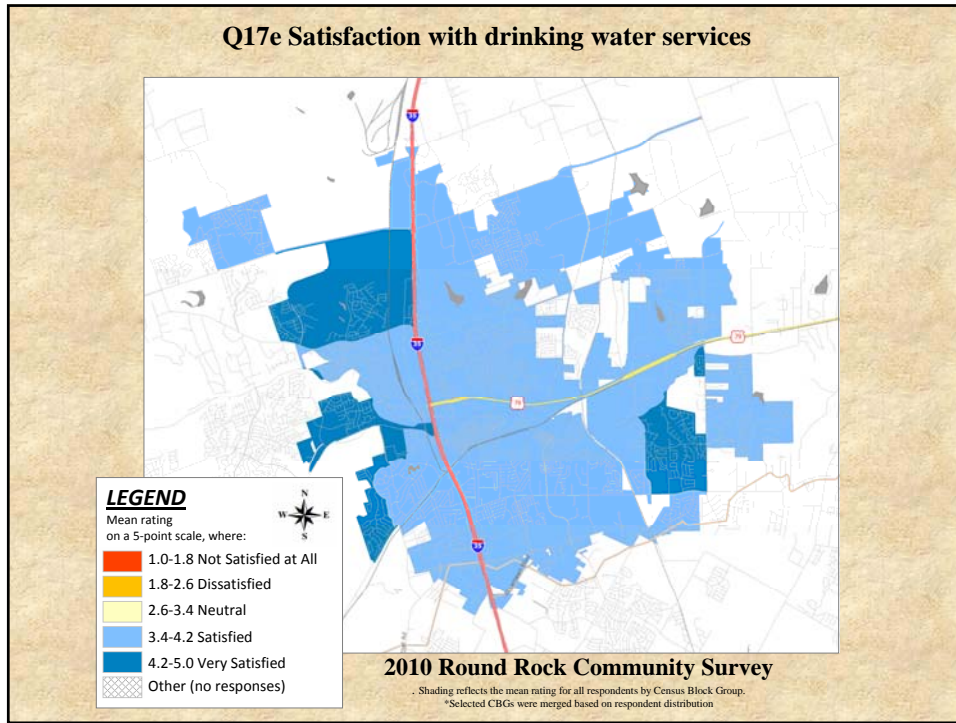


Q16b-5 Satisfaction with how well your issue was handled

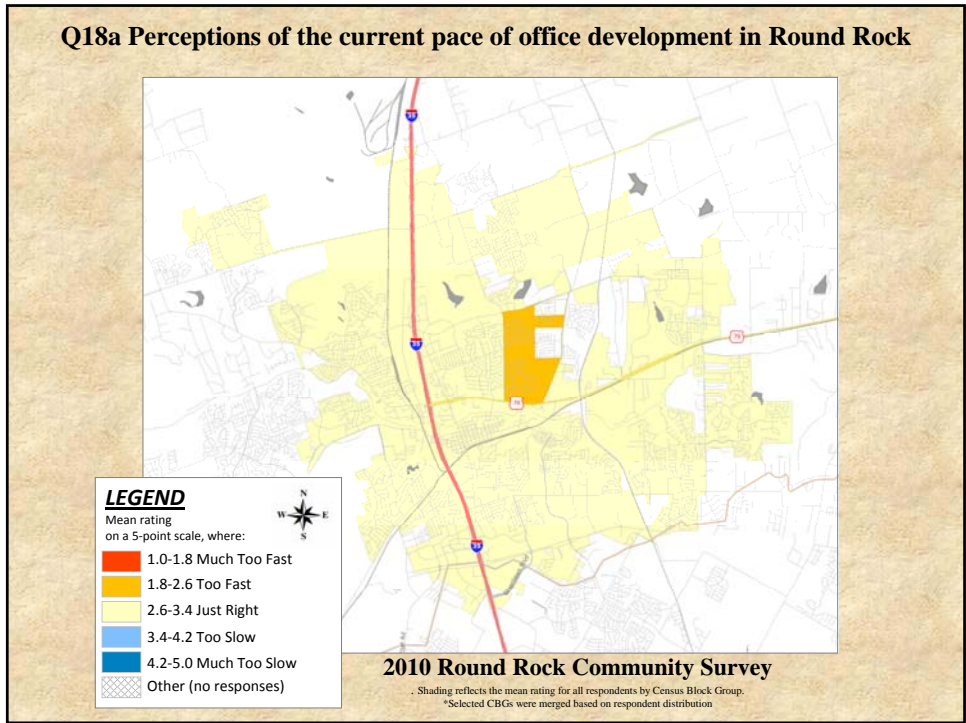




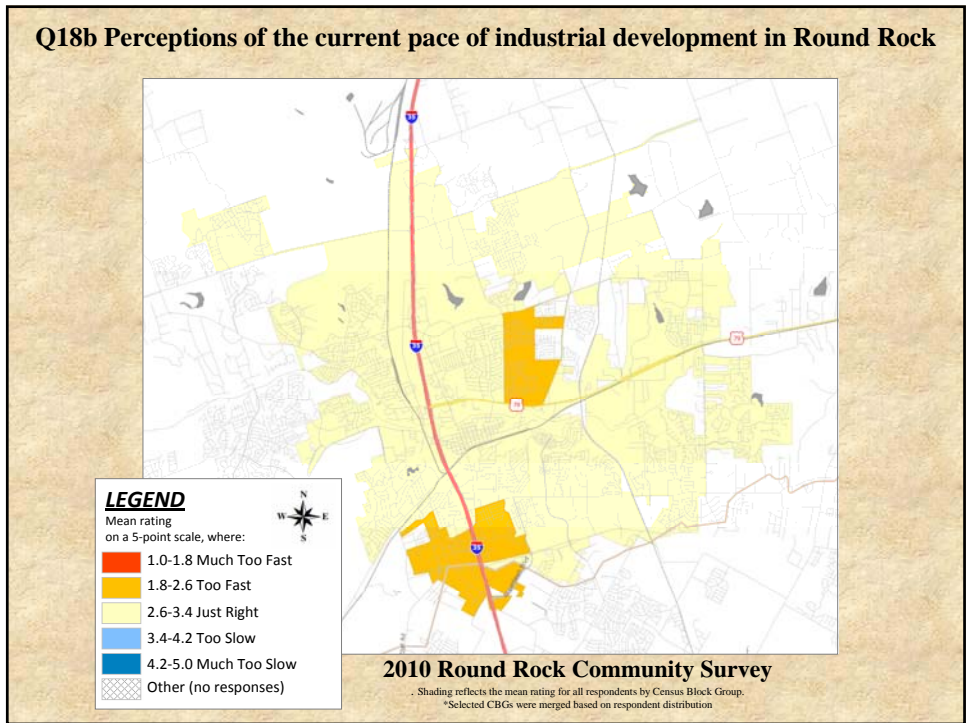


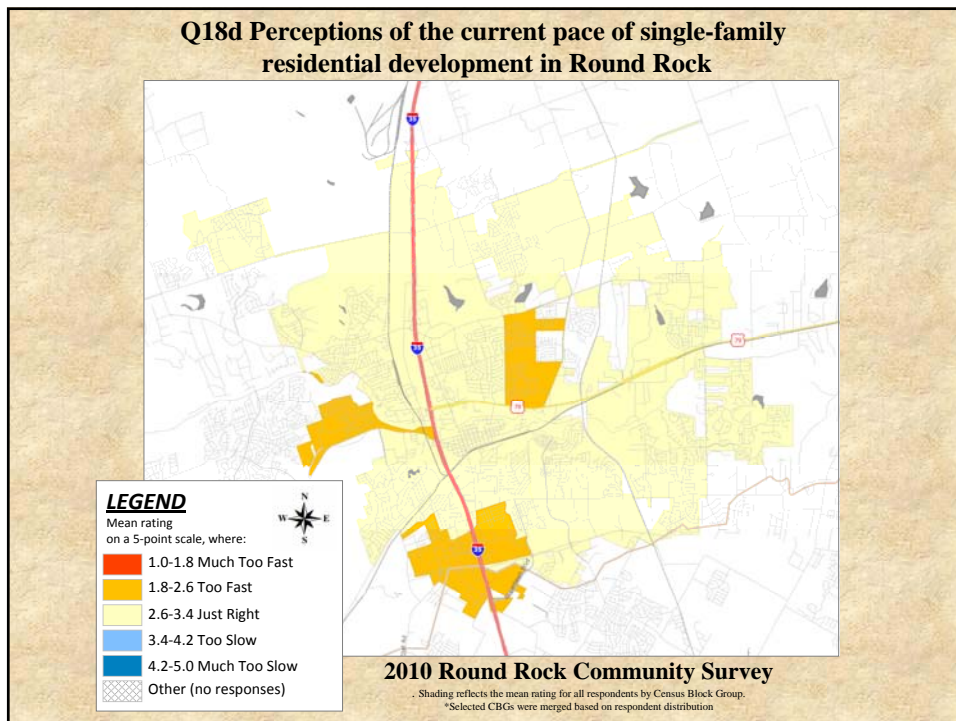
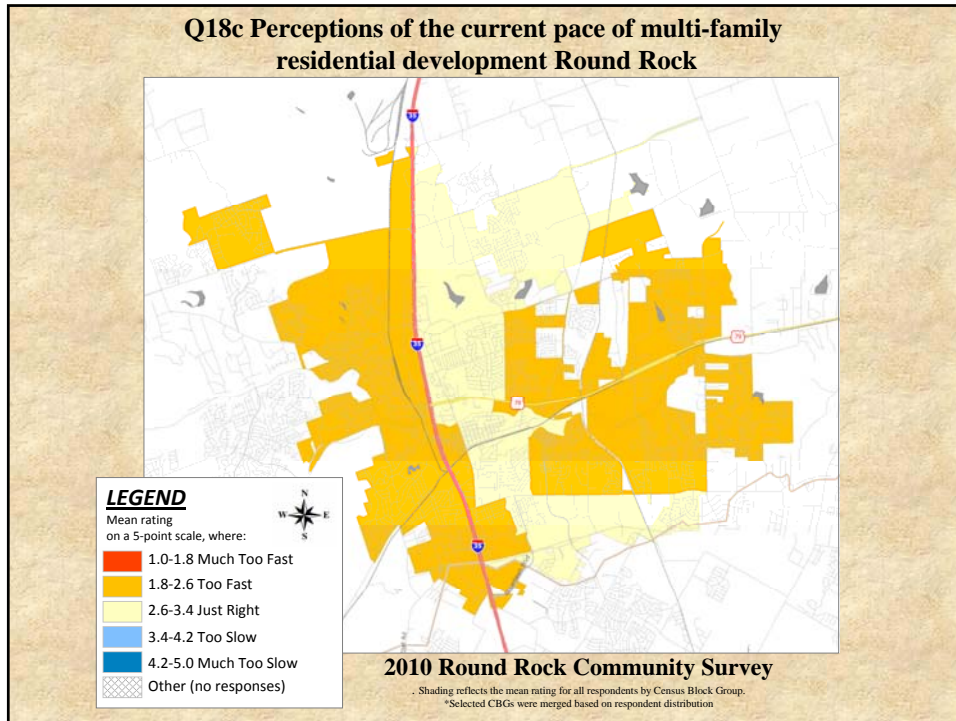


Q18a Perceptions of the current pace of office development in Round Rock

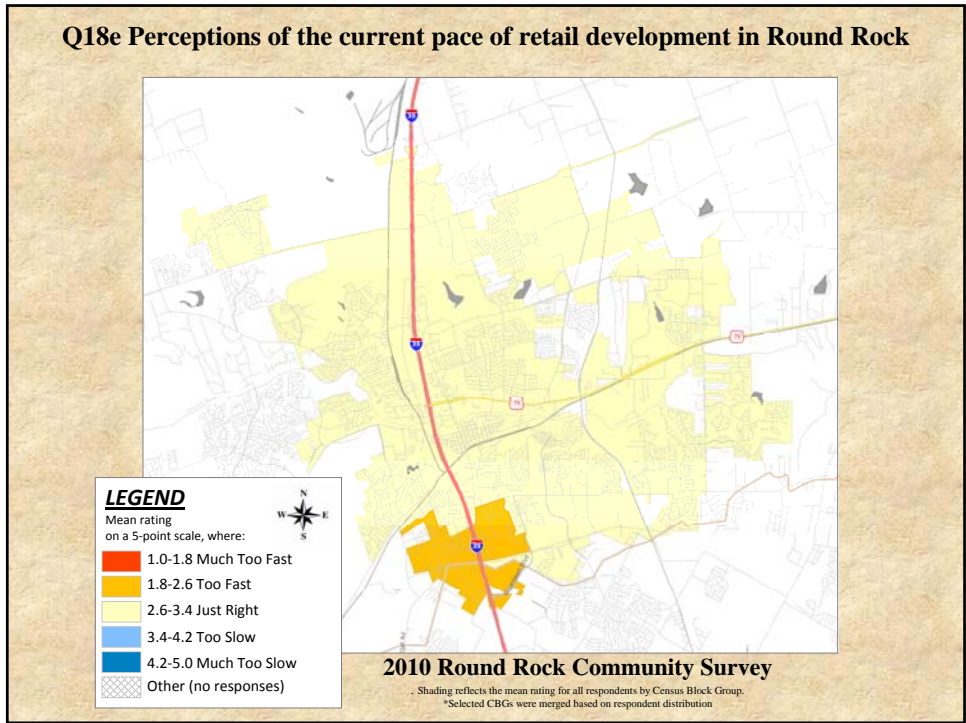


Q18b Perceptions of the current pace of industrial development in Round Rock

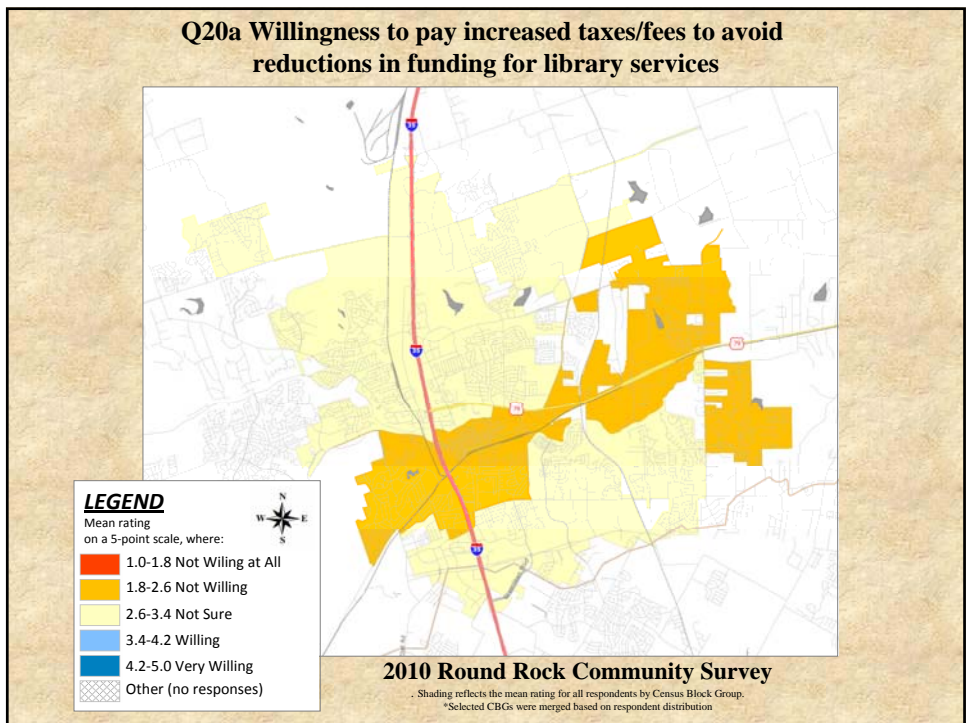


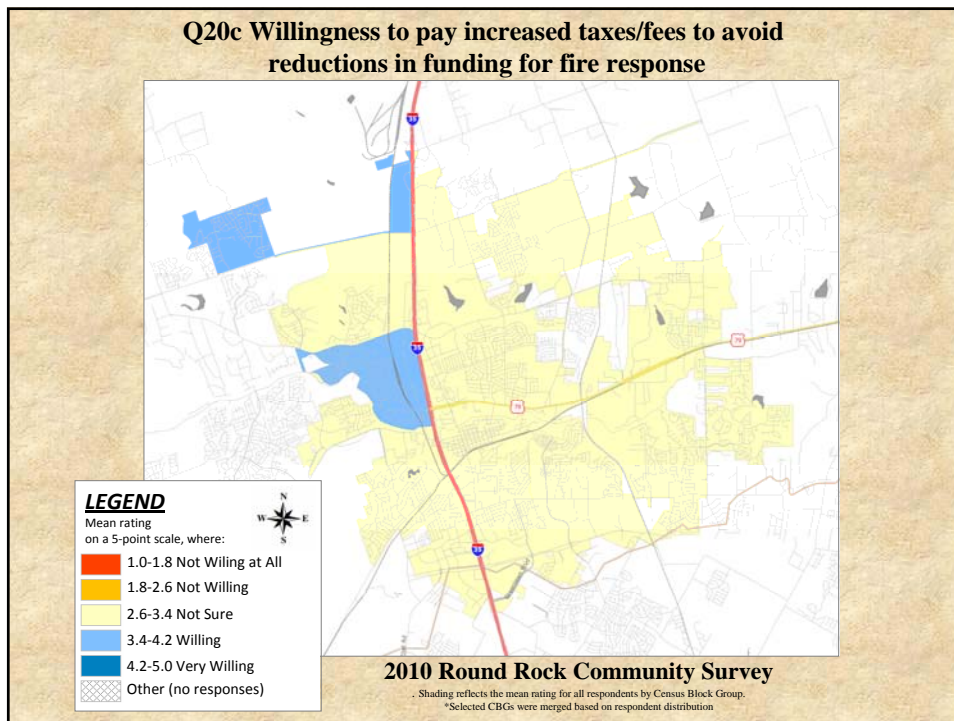
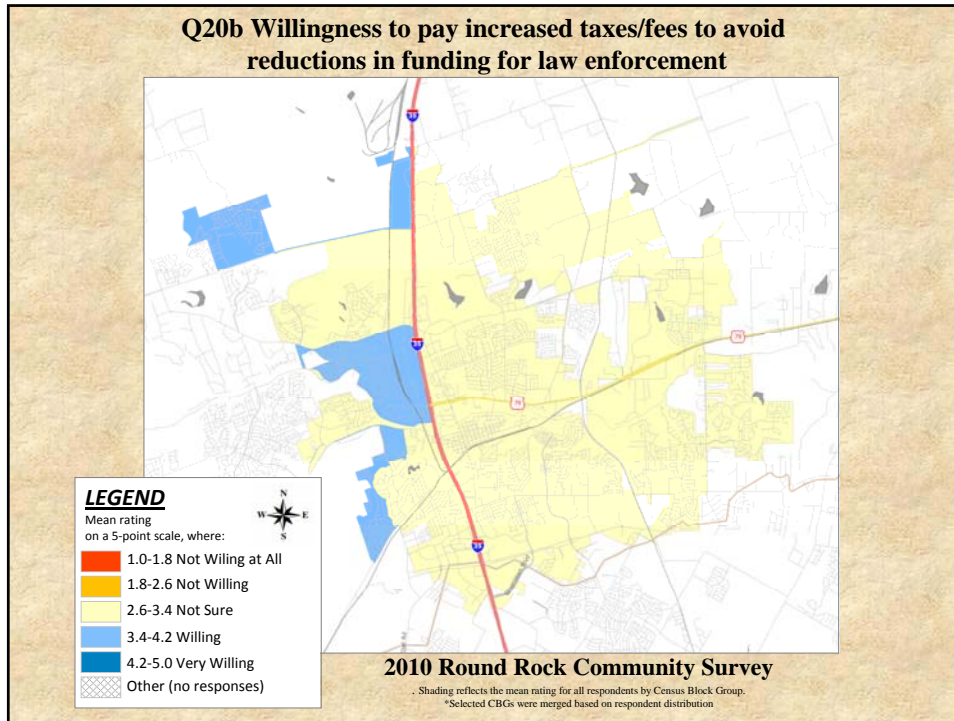


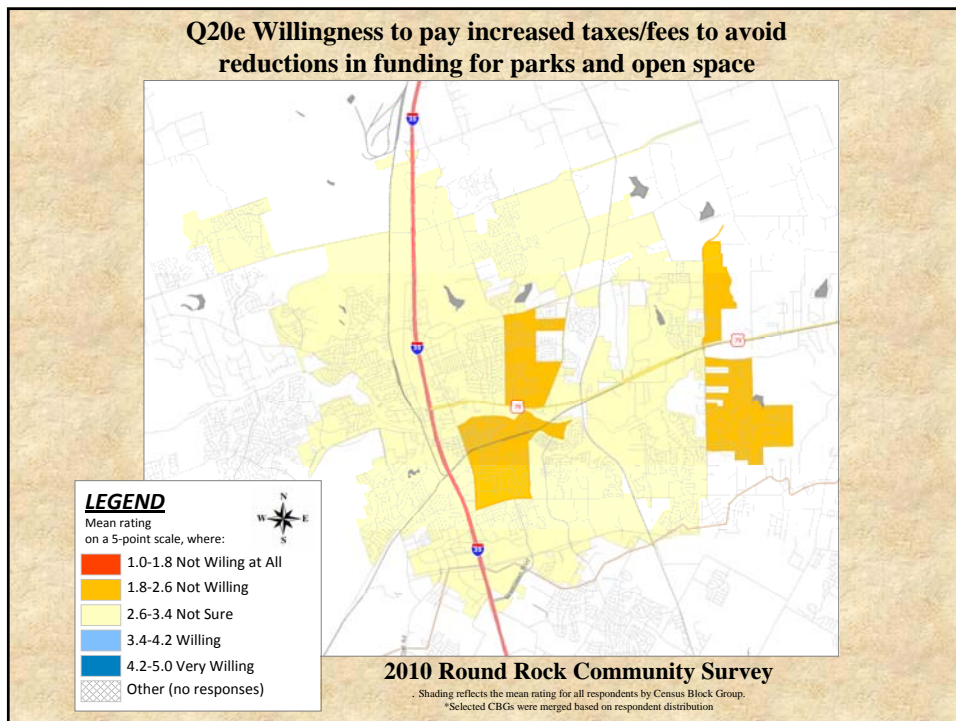
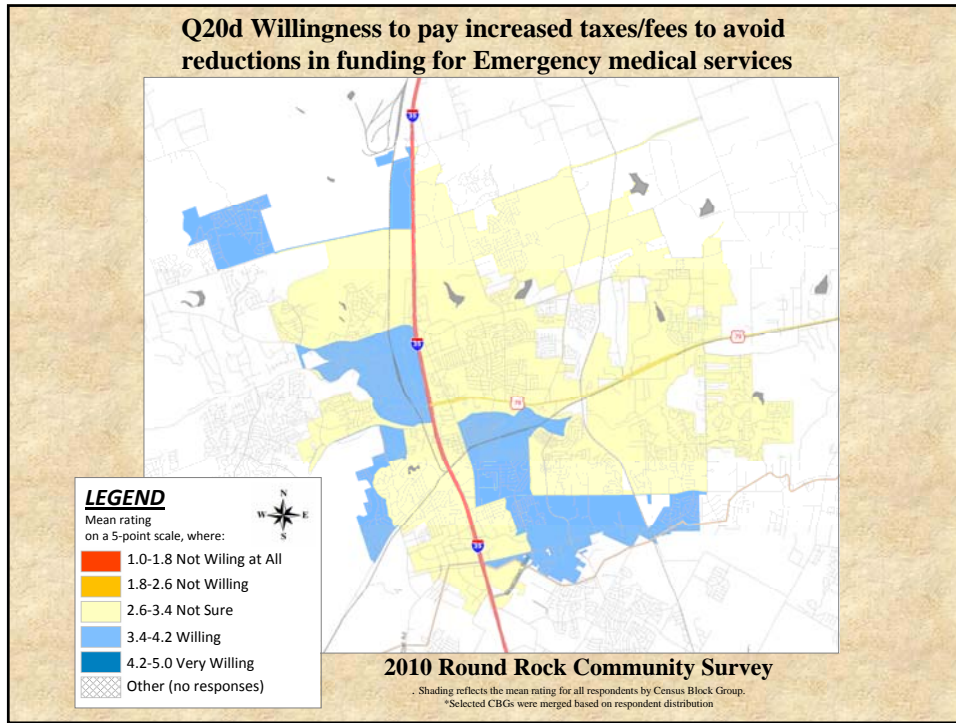
Q18e Perceptions of the current pace of retail development in Round Rock

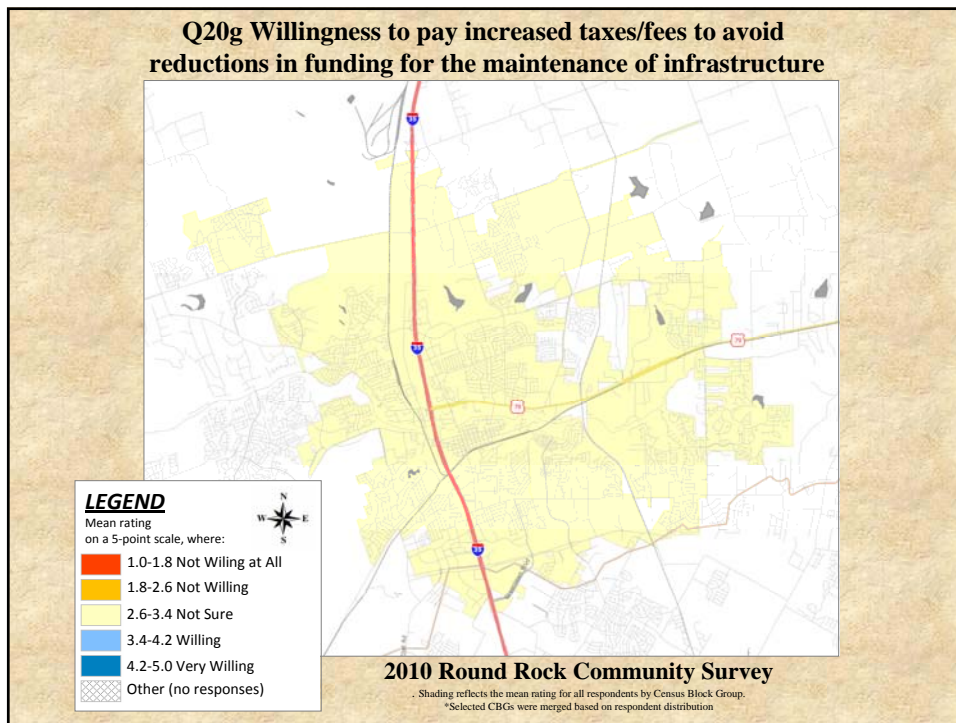
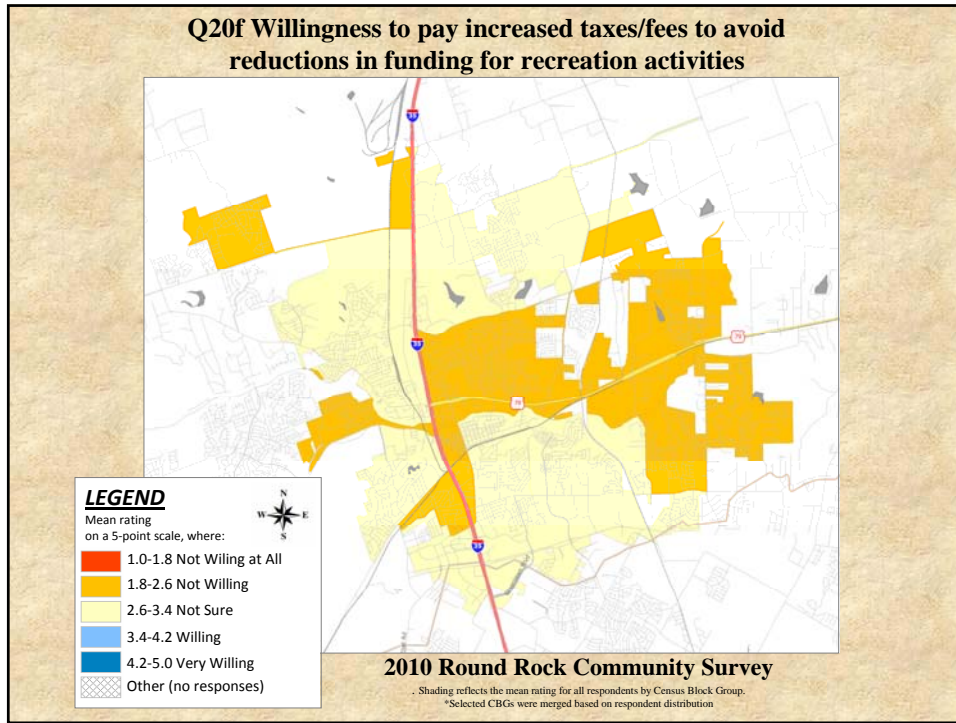


Q20a Willingness to pay increased taxes/fees to avoid reductions in funding for library services

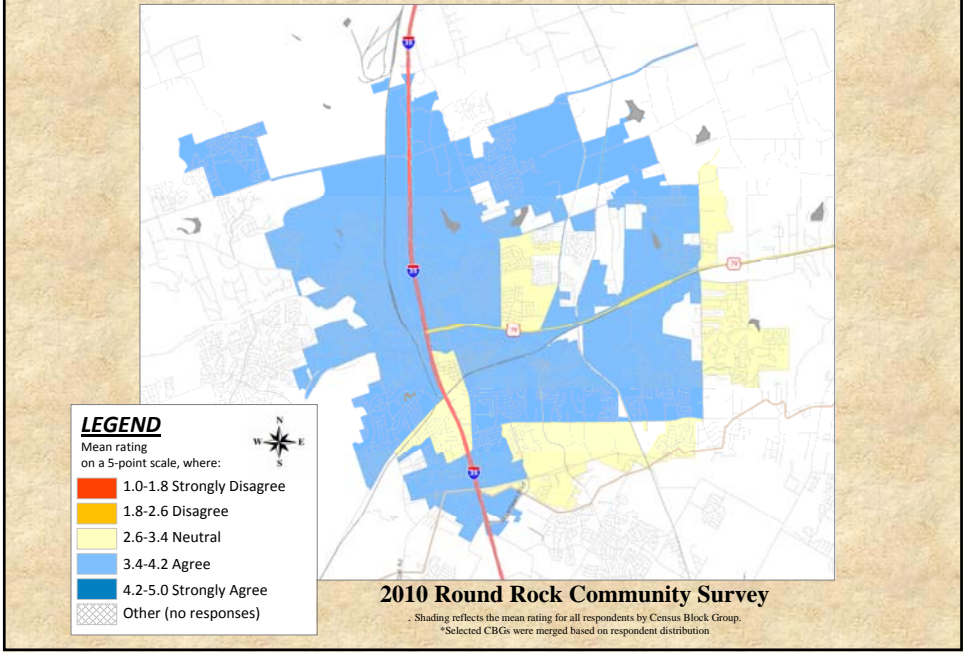




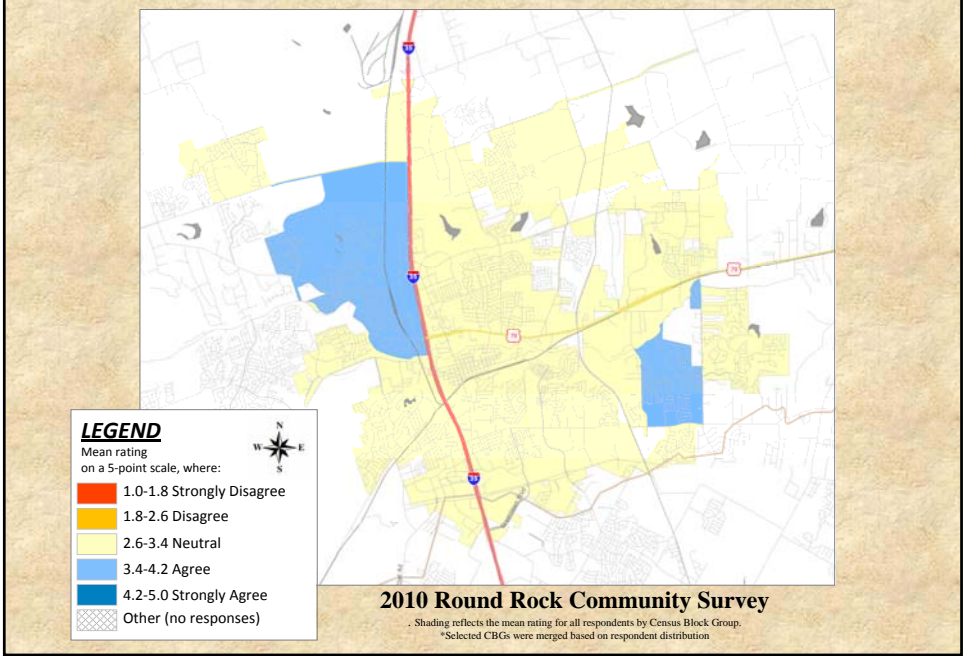


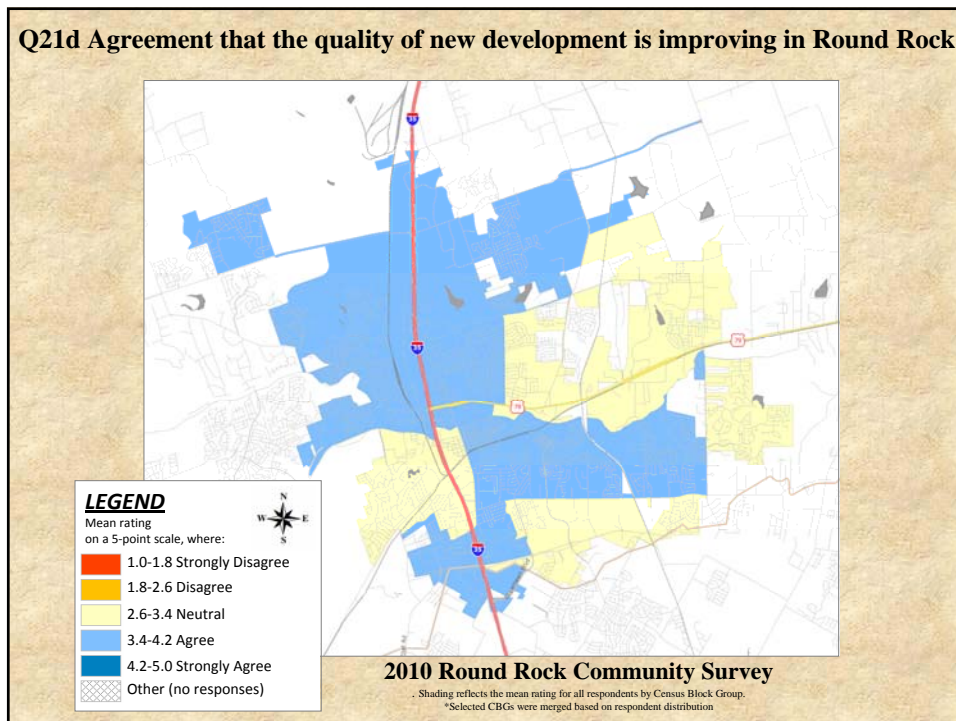
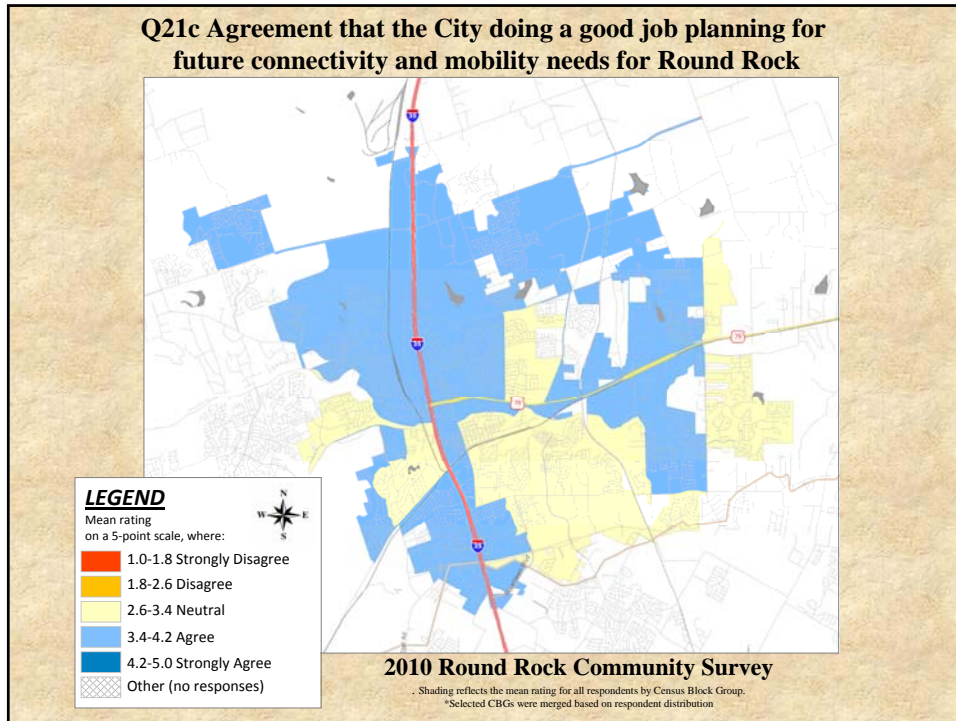


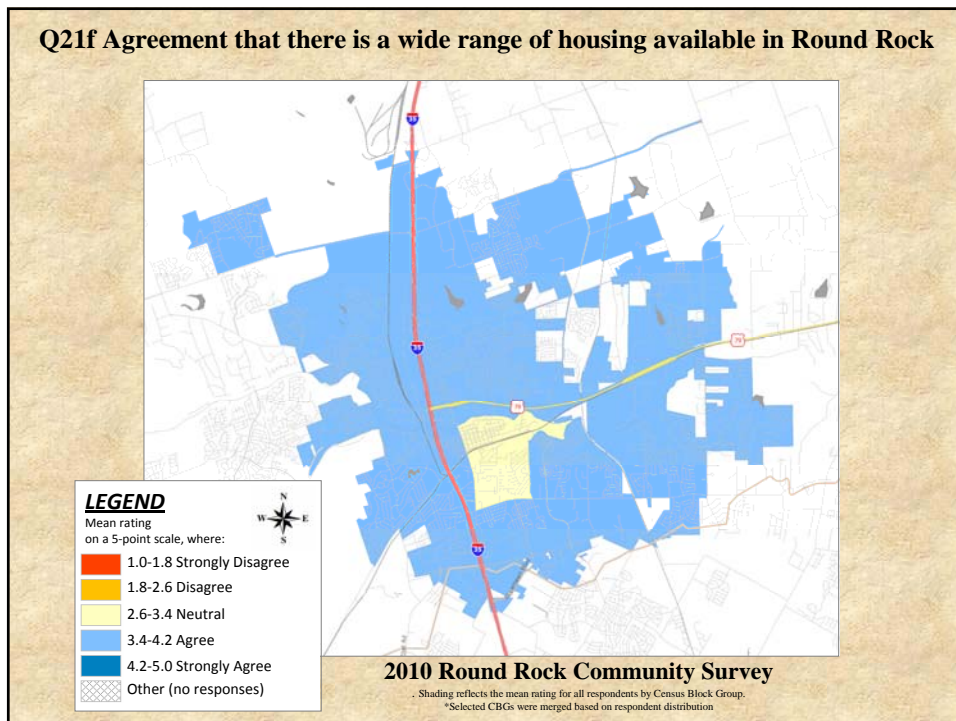
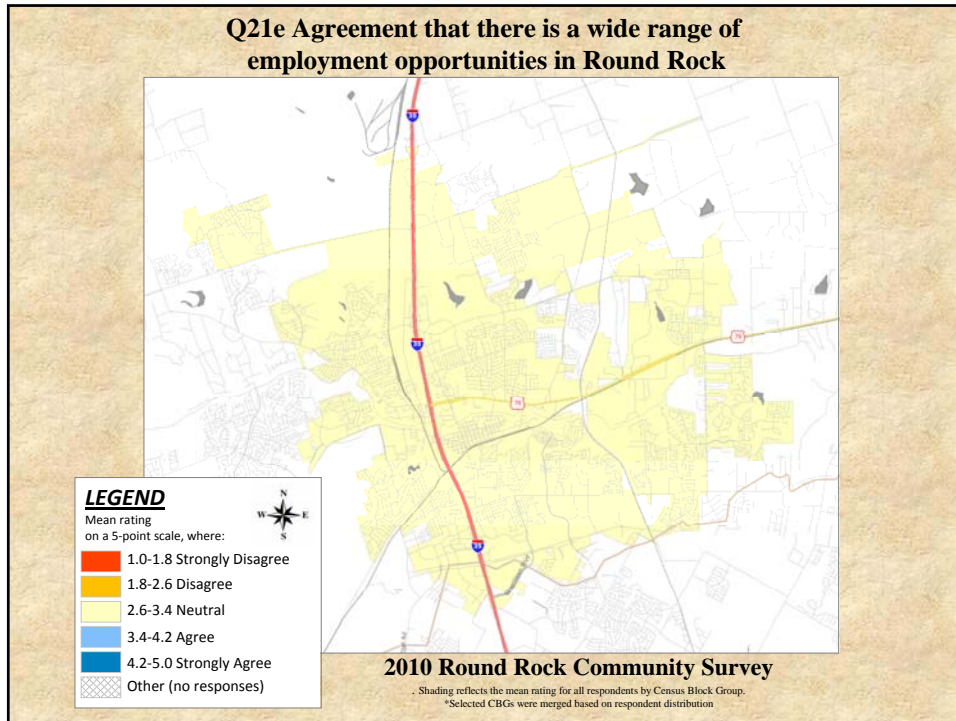
Q21a Agreement that residents have confidence in the City's government

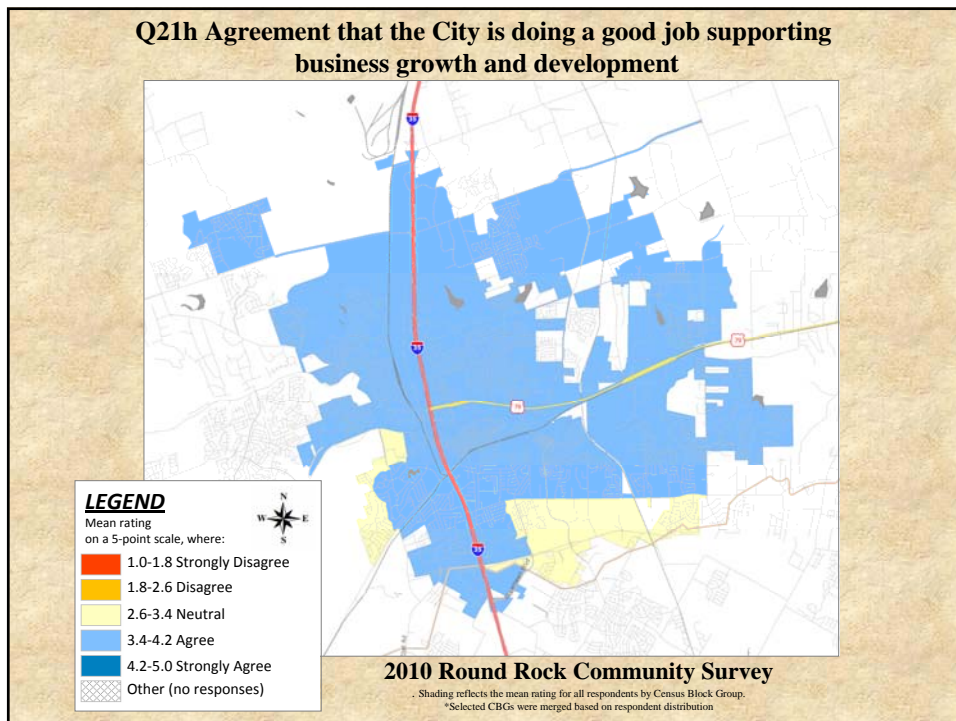
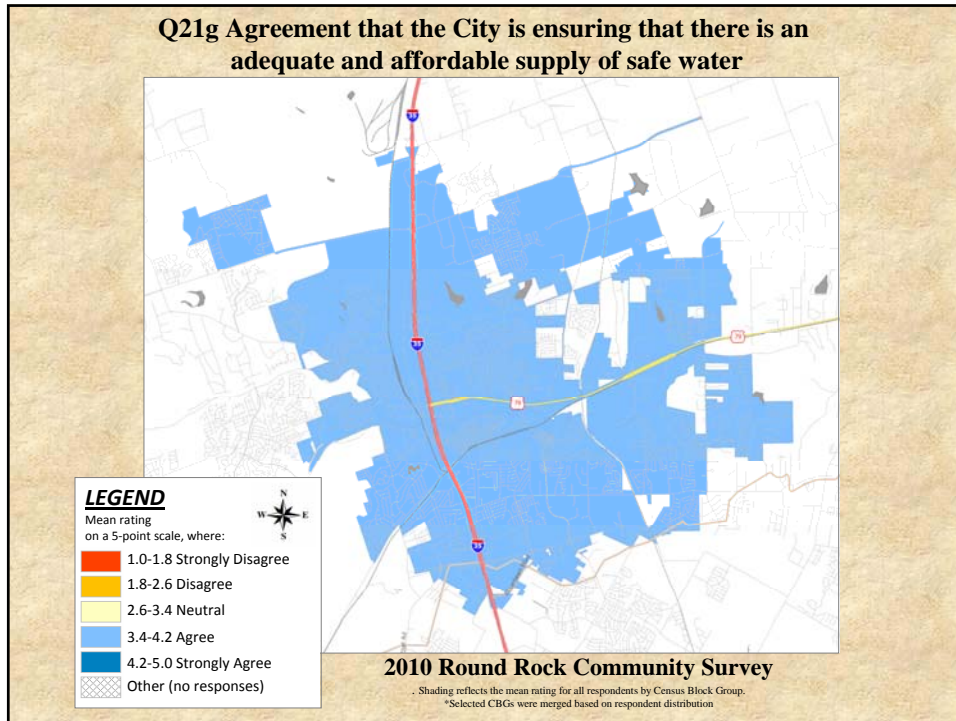


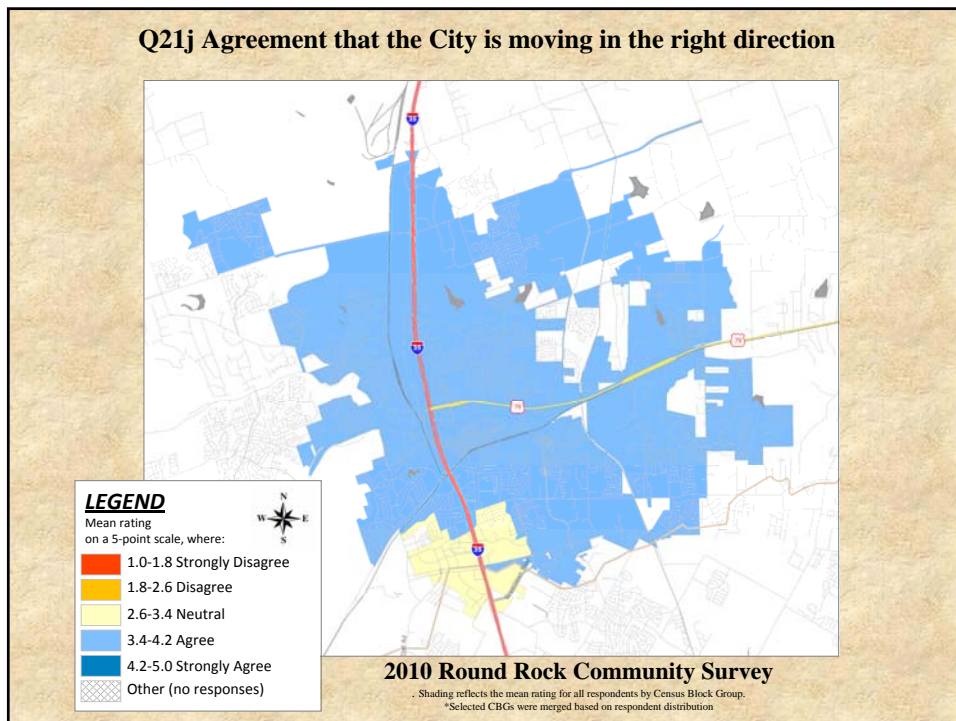
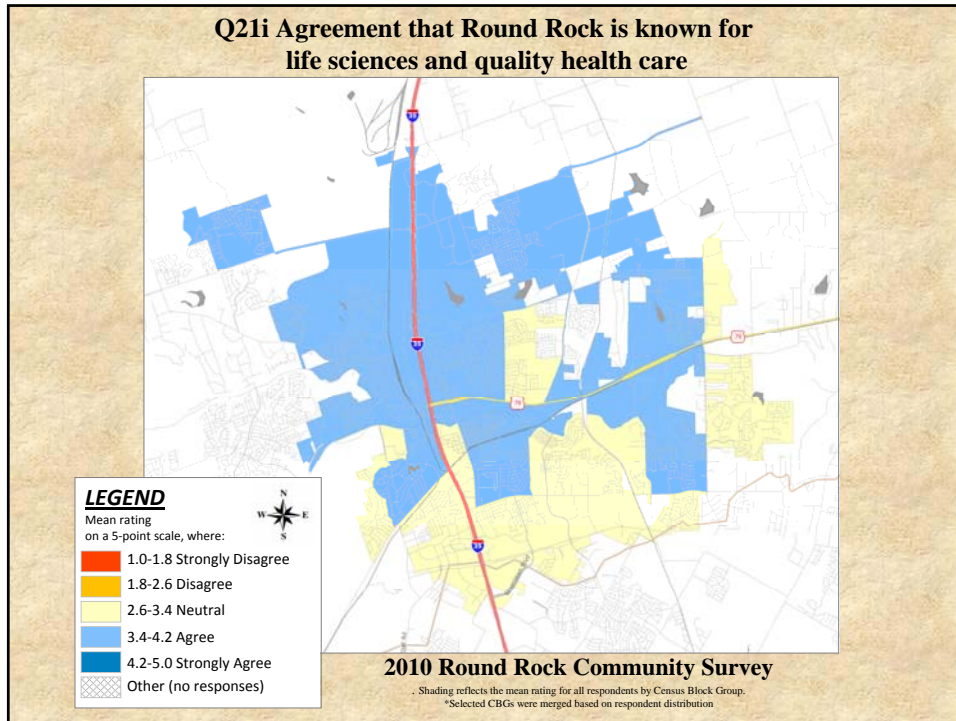
Q21b Agreement that the City is preventing the deterioration of neighborhoods

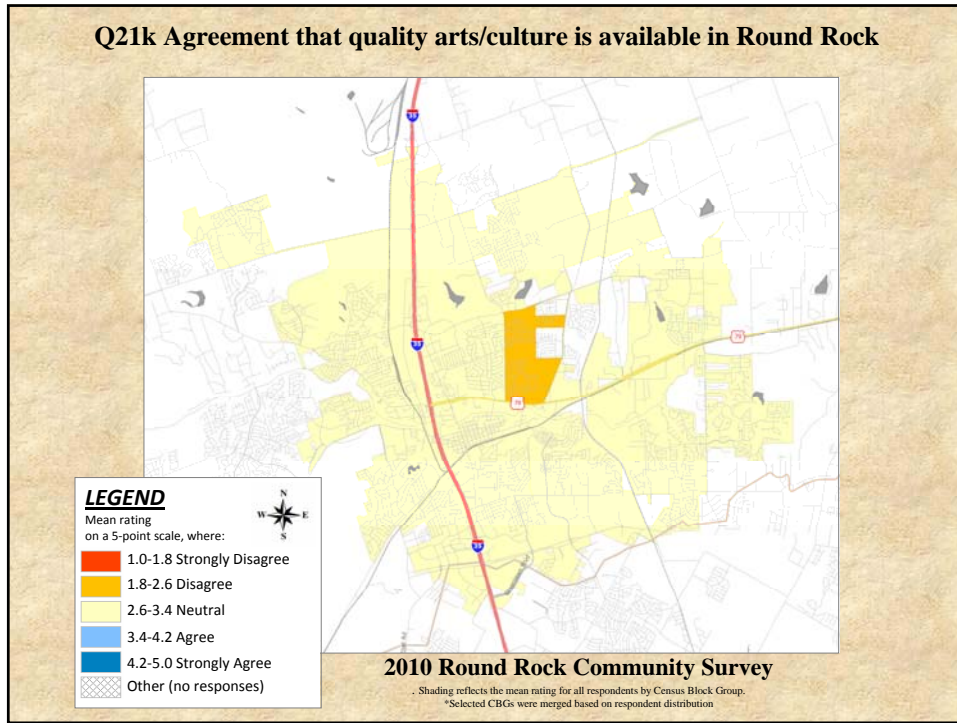












Section 6:
Tabular Data

Q1 Overall Quality of City Services: Using a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with the overall quality of the following services provided by the City of Round Rock.

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a City parks and recreation programs	26.8%	48.8%	14.6%	2.4%	0.4%	7.0%
Q1b City water and wastewater services	23.3%	54.5%	15.0%	4.4%	0.2%	2.6%
Q1c Emergency medical services	24.6%	36.2%	10.2%	1.1%	0.7%	27.2%
Q1d Enforcement of city codes and ordinances	12.6%	39.7%	21.4%	7.4%	2.4%	16.6%
Q1e Fire services	28.1%	38.6%	9.8%	0.2%	0.4%	22.9%
Q1f Library services	30.9%	39.0%	12.0%	2.6%	0.4%	15.0%
Q1g Maintenance of city streets and sidewalks	15.3%	44.9%	20.3%	13.1%	4.1%	2.4%
Q1h Management of stormwater runoff and flood prevention	18.1%	44.9%	18.3%	4.4%	1.1%	13.3%
Q1i Municipal court services	12.6%	34.0%	20.3%	1.1%	1.3%	30.7%
Q1j Police services	24.4%	46.8%	12.9%	3.7%	1.7%	10.5%
Q1k Transportation planning in the City	8.7%	29.0%	24.4%	14.8%	6.8%	16.3%
Q1l Trash, recycling, and yard waste collection services	27.5%	42.5%	13.3%	11.1%	3.7%	2.0%
Q1m City communication with the public	16.1%	42.9%	26.6%	5.7%	1.3%	7.4%
Q1n Customer service provided by City employees	17.2%	39.7%	23.3%	3.1%	1.7%	15.0%

EXCLUDING DON'T KNOW

Q1 Overall Quality of City Services: Using a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with the overall quality of the following services provided by the City of Round Rock. (Excluding Don't Knows)

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a City parks and recreation programs	28.8%	52.5%	15.7%	2.6%	0.5%
Q1b City water and wastewater services	23.9%	55.9%	15.4%	4.5%	0.2%
Q1c Emergency medical services	33.8%	49.7%	14.1%	1.5%	0.9%
Q1d Enforcement of city codes and ordinances	15.1%	47.5%	25.6%	8.9%	2.9%
Q1e Fire services	36.4%	50.0%	12.7%	0.3%	0.6%
Q1f Library services	36.4%	45.9%	14.1%	3.1%	0.5%
Q1g Maintenance of city streets and sidewalks	15.6%	46.0%	20.8%	13.4%	4.2%
Q1h Management of stormwater runoff and flood prevention	20.9%	51.8%	21.1%	5.0%	1.3%
Q1i Municipal court services	18.2%	49.1%	29.2%	1.6%	1.9%
Q1j Police services	27.3%	52.3%	14.4%	4.1%	1.9%
Q1k Transportation planning in the City	10.4%	34.6%	29.2%	17.7%	8.1%
Q1l Trash, recycling, and yard waste collection services	28.0%	43.3%	13.6%	11.3%	3.8%
Q1m City communication with the public	17.4%	46.4%	28.7%	6.1%	1.4%
Q1n Customer service provided by City employees	20.3%	46.7%	27.4%	3.6%	2.1%

Q2 Which THREE of the services listed above do you think are most important for the City to provide?

<u>Q2 1st Choice</u>	<u>Number</u>	<u>Percent</u>
A=City parks and recreation programs	16	3.5 %
B=City water and wastewater services	46	10.0 %
C=Emergency medical services	56	12.2 %
D=Enforcement of city codes and ordinances	5	1.1 %
E=Fire services	36	7.8 %
F=Library services	3	0.7 %
G=Maintenance of city streets and sidewalks	21	4.6 %
H=Management of stormwater runoff and flood prevention	2	0.4 %
J=Police services	176	38.3 %
K=Transportation planning in the City	28	6.1 %
L=Trash, recycling, and yard waste collection services	19	4.1 %
M=City communication with the public	6	1.3 %
N=Customer service provided by City employees	4	0.9 %
<u>Z=None Chosen</u>	<u>41</u>	<u>8.9 %</u>
Total	459	100.0 %

Q2 Which THREE of the services listed above do you think are most important for the City to provide?

<u>Q2 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
A=City parks and recreation programs	11	2.4 %
B=City water and wastewater services	27	5.9 %
C=Emergency medical services	58	12.6 %
D=Enforcement of city codes and ordinances	11	2.4 %
E=Fire services	132	28.8 %
F=Library services	7	1.5 %
G=Maintenance of city streets and sidewalks	21	4.6 %
H=Management of stormwater runoff and flood prevention	7	1.5 %
I=Municipal court services	5	1.1 %
J=Police services	72	15.7 %
K=Transportation planning in the City	19	4.1 %
L=Trash, recycling, and yard waste collection services	32	7.0 %
M=City communication with the public	7	1.5 %
N=Customer service provided by City employees	6	1.3 %
Z=None Chosen	44	9.6 %
Total	459	100.0 %

Q2 Which THREE of the services listed above do you think are most important for the City to provide?

<u>Q3 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
A=City parks and recreation programs	29	6.3 %
B=City water and wastewater services	40	8.7 %
C=Emergency medical services	74	16.1 %
D=Enforcement of city codes and ordinances	16	3.5 %
E=Fire services	53	11.5 %
F=Library services	11	2.4 %
G=Maintenance of city streets and sidewalks	37	8.1 %
H=Management of stormwater runoff and flood prevention	7	1.5 %
I=Municipal court services	5	1.1 %
J=Police services	50	10.9 %
K=Transportation planning in the City	29	6.3 %
L=Trash, recycling, and yard waste collection services	34	7.4 %
M=City communication with the public	17	3.7 %
N=Customer service provided by City employees	8	1.7 %
Z=None Chosen	49	10.7 %
Total	459	100.0 %

Q2 Which THREE of the services listed above do you think are most important for the City to provide? (Sum of the Top Three Choices in Descending Order)

<u>Q2 Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
J = Police services	298	64.9 %
E = Fire services	221	48.1 %
C = Emergency medical services	188	41.0 %
B = City water and wastewater services	113	24.6 %
L = Trash, recycling, and yard waste collection services	85	18.5 %
G = Maintenance of city streets and sidewalks	79	17.2 %
K = Transportation planning in the City	76	16.6 %
A = City parks and recreation programs	56	12.2 %
D = Enforcement of city codes and ordinances	32	7.0 %
M = City communication with the public	30	6.5 %
F = Library services	21	4.6 %
N = Customer service provided by City employees	18	3.9 %
H = Management of stormwater runoff and flood prevention	16	3.5 %
I = Municipal court services	10	2.2 %
<u>Z = None Chosen</u>	<u>41</u>	<u>8.9 %</u>
Total	1284	

Q3 Traffic Issues: Please rate the following traffic situations in the City of Round Rock as "Excellent," "Good," "Average" or "Poor" by circling the corresponding number below.

(N=459)

	Excellent	Good	Average	Poor	Don't Know
Q3a Traffic flow on state roads and highways in Round Rock (i.e. I-35, US 79, RM 620)	3.9%	22.9%	39.9%	32.2%	1.1%
Q3b Traffic Flow in and around your neighborhood	16.6%	45.5%	26.6%	10.7%	0.7%
Q3c The job the City of Round Rock is doing managing traffic	6.5%	35.1%	41.0%	12.6%	4.8%

EXCLUDING DON'T KNOW

Q3 Traffic Issues: Please rate the following traffic situations in the City of Round Rock as "Excellent," "Good," "Average" or "Poor" by circling the corresponding number below. (Excluding Don't Knows)

(N=459)

	Excellent	Good	Average	Poor
Q3a Traffic flow on state roads and highways in Round Rock (i.e. I-35, US 79, RM 620)	4.0%	23.1%	40.3%	32.6%
Q3b Traffic Flow in and around your neighborhood	16.7%	45.8%	26.8%	10.7%
Q3c The job the City of Round Rock is doing managing traffic	6.9%	36.8%	43.0%	13.3%

Q4 Compared to two years ago, would you say that traffic in Round Rock is Getting Better, Getting Worse, or Staying the Same?

Q4 Compared to two years ago, would you say
that traffic in Round Rock is Getting Better,
Getting Worse, or Staying the Same?

	Number	Percent
Getting Better	68	14.8 %
Staying the Same	94	20.5 %
Getting Worse	258	56.2 %
Don't know	39	8.5 %
Total	459	100.0 %

Q5 Perceptions of the City: Items that may influence your perception of the City of Round Rock are listed below. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied."

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a Overall quality of services provided by the City	16.3%	60.1%	17.2%	2.4%	0.2%	3.7%
Q5b How well the City is planning for growth	9.8%	44.4%	24.6%	7.8%	2.8%	10.5%
Q5c Overall quality of life in the City	27.2%	58.6%	9.8%	2.4%	0.7%	1.3%
Q5d Availability of job opportunities	3.7%	26.8%	30.7%	12.9%	4.8%	21.1%
Q5e Overall value you receive for City taxes and fees	7.2%	40.1%	33.3%	12.6%	2.6%	4.1%
Q5f Overall quality of new development	9.4%	42.9%	31.8%	7.4%	1.1%	7.4%
Q5g Appearance of residential property in the City	10.5%	50.5%	25.9%	9.6%	2.2%	1.3%
Q5h Appearance of commercial property in the City	10.7%	54.5%	25.1%	7.4%	0.4%	2.0%
Q5i Overall appearance of the City	13.7%	58.4%	22.4%	3.3%	0.7%	1.5%

EXCLUDING DON'T KNOW

Q5 Perceptions of the City: Items that may influence your perception of the City of Round Rock are listed below. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied." (Excluding Don't Knows)

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a Overall quality of services provided by the City	17.0%	62.4%	17.9%	2.5%	0.2%
Q5b How well the City is planning for growth	10.9%	49.6%	27.5%	8.8%	3.2%
Q5c Overall quality of life in the City	27.6%	59.4%	9.9%	2.4%	0.7%
Q5d Availability of job opportunities	4.7%	34.0%	39.0%	16.3%	6.1%
Q5e Overall value you receive for City taxes and fees	7.5%	41.8%	34.8%	13.2%	2.7%
Q5f Overall quality of new development	10.1%	46.4%	34.4%	8.0%	1.2%
Q5g Appearance of residential property in the City	10.6%	51.2%	26.3%	9.7%	2.2%
Q5h Appearance of commercial property in the City	10.9%	55.6%	25.6%	7.6%	0.4%
Q5i Overall appearance of the City	13.9%	59.3%	22.8%	3.3%	0.7%

Q6 Public Safety: Using a scale of 1 to 5 where "5" means "very safe" and "1" means "very unsafe," please indicate how safe you feel in the following situations:

(N=459)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q6a In Downtown Round Rock	35.3%	48.8%	9.4%	0.9%	0.7%	5.0%
Q6b In City parks	25.5%	52.3%	12.4%	2.2%	0.7%	7.0%
Q6c In your neighborhood during the day	48.6%	44.7%	5.7%	0.7%	0.0%	0.4%
Q6d In your neighborhood at night	29.2%	50.3%	12.9%	5.9%	0.4%	1.3%
Q6e In commercial and retail areas	22.4%	56.4%	15.3%	2.8%	0.2%	2.8%
Q6f Overall feeling of safety in Round Rock	29.6%	58.8%	8.5%	2.0%	0.0%	1.1%

EXCLUDING DON'T KNOW

Q6 Public Safety: Using a scale of 1 to 5 where "5" means "very safe" and "1" means "very unsafe," please indicate how safe you feel in the following situations:(Excluding Don't Knows)

(N=459)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q6a In Downtown Round Rock	37.2%	51.4%	9.9%	0.9%	0.7%
Q6b In City parks	27.4%	56.2%	13.3%	2.3%	0.7%
Q6c In your neighborhood during the day	48.8%	44.9%	5.7%	0.7%	0.0%
Q6d In your neighborhood at night	29.6%	51.0%	13.0%	6.0%	0.4%
Q6e In commercial and retail areas	23.1%	58.1%	15.7%	2.9%	0.2%
Q6f Overall feeling of safety in Round Rock	30.0%	59.5%	8.6%	2.0%	0.0%

Q7 Parks and Recreation: Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following:

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a Maintenance and appearance of existing City parks	21.4%	56.4%	13.9%	2.6%	0.2%	5.4%
Q7b Number of City parks	18.5%	47.7%	17.4%	6.5%	0.9%	8.9%
Q7c Walking and biking trails in the City	15.5%	39.0%	20.0%	12.2%	1.3%	12.0%
Q7d City recreation centers	15.7%	41.4%	21.8%	7.4%	0.9%	12.9%
Q7e City swimming pools	13.9%	35.3%	23.1%	7.4%	1.3%	19.0%
Q7f Quality of youth recreation programs	13.3%	30.9%	21.8%	5.4%	0.2%	28.3%
Q7g Quality of adult recreation programs	10.9%	28.3%	23.3%	3.9%	0.2%	33.3%
Q7h Forest Creek Golf Course	8.1%	21.1%	19.0%	0.7%	0.7%	50.5%
Q7i Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	15.7%	38.6%	20.5%	2.2%	1.1%	22.0%

EXCLUDING DON'T KNOW

Q7 Parks and Recreation: Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following: (Excluding Don't Knows)

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a Maintenance and appearance of existing City parks	22.6%	59.7%	14.7%	2.8%	0.2%
Q7b Number of City parks	20.3%	52.4%	19.1%	7.2%	1.0%
Q7c Walking and biking trails in the City	17.6%	44.3%	22.8%	13.9%	1.5%
Q7d City recreation centers	18.0%	47.5%	25.0%	8.5%	1.0%
Q7e City swimming pools	17.2%	43.5%	28.5%	9.1%	1.6%
Q7f Quality of youth recreation programs	18.5%	43.2%	30.4%	7.6%	0.3%
Q7g Quality of adult recreation programs	16.3%	42.5%	35.0%	5.9%	0.3%
Q7h Forest Creek Golf Course	16.3%	42.7%	38.3%	1.3%	1.3%
Q7i Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	20.1%	49.4%	26.3%	2.8%	1.4%

Q8 Which TWO of the parks and recreation services listed above do you think are most important for the City to provide?

<u>Q8 1st Choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance and appearance of existing City parks	179	39.0 %
B=Number of City parks	47	10.2 %
C=Walking and biking trails in the City	62	13.5 %
D=City recreation centers	29	6.3 %
E=City swimming pools	16	3.5 %
F=Quality of youth recreation programs	54	11.8 %
G=Quality of adult recreation programs	11	2.4 %
H=Forest Creek Golf Course	5	1.1 %
I=Quality of outdoor athletic facilities (e.g., baseball, tennis, etc.)	21	4.6 %
<u>Z=None chosen</u>	<u>35</u>	<u>7.6 %</u>
Total	459	100.0 %

Q8 Which TWO of the parks and recreation services listed above do you think are most important for the City to provide?

<u>Q8 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance and appearance of existing City parks	68	14.8 %
B=Number of City parks	59	12.9 %
C=Walking and biking trails in the City	87	19.0 %
D=City recreation centers	49	10.7 %
E=City swimming pools	43	9.4 %
F=Quality of youth recreation programs	56	12.2 %
G=Quality of adult recreation programs	20	4.4 %
H=Forest Creek Golf Course	2	0.4 %
I=Quality of outdoor athletic facilities (e.g., baseball, tennis, etc.)	33	7.2 %
<u>Z=None chosen</u>	<u>42</u>	<u>9.2 %</u>
Total	459	100.0 %

Q8 Which TWO of the parks and recreation services listed above do you think are most important for the City to provide?
(Sum of the Top Two Choices in Descending Order)

<u>Q8 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance and appearance of existing City parks	247	53.8 %
C = Walking and biking trails in the City	149	32.5 %
F = Quality of youth recreation programs	110	24.0 %
B = Number of City parks	106	23.1 %
D = City recreation centers	78	17.0 %
E = City swimming pools	59	12.9 %
I = Quality of outdoor athletic facilities (e.g., baseball, tennis, etc.)	54	11.8 %
G = Quality of adult recreation programs	31	6.8 %
H = Forest Creek Golf Course	7	1.5 %
Z = None chosen	37	8.1 %
Total	878	

Q9 Public Works: Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following:

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a Maintenance of major City streets	8.3%	60.9%	19.9%	8.5%	1.1%	1.3%
Q9b Maintenance of streets in your neighborhood	15.3%	51.1%	17.5%	10.0%	4.8%	1.3%
Q9c Timing of traffic signals in the City	5.7%	43.2%	24.7%	19.9%	5.2%	1.3%
Q9d Mowing and trimming along City streets and other public areas	10.0%	55.5%	23.4%	7.0%	1.7%	2.4%
Q9e Adequacy of City street lighting	7.4%	51.3%	22.9%	13.8%	2.6%	2.0%
Q9f Cleanliness of City streets and other public areas	14.0%	57.9%	21.4%	3.5%	1.1%	2.2%
Q9g Cleanliness of creeks and open channels	9.2%	45.4%	24.0%	11.6%	1.5%	8.3%
Q9h Condition of sidewalks in the City	7.9%	51.7%	25.3%	7.6%	1.7%	5.7%
Q9i Availability of bike lanes	4.1%	17.2%	31.7%	16.2%	6.3%	24.5%

EXCLUDING DON'T KNOW

Q9 Public Works: Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following: (Excluding Don't Knows)

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a Maintenance of major City streets	8.4%	61.7%	20.1%	8.6%	1.1%
Q9b Maintenance of streets in your neighborhood	15.5%	51.8%	17.7%	10.2%	4.9%
Q9c Timing of traffic signals in the City	5.8%	43.8%	25.0%	20.1%	5.3%
Q9d Mowing and trimming along City streets and other public areas	10.3%	56.8%	23.9%	7.2%	1.8%
Q9e Adequacy of City street lighting	7.6%	52.3%	23.4%	14.0%	2.7%
Q9f Cleanliness of City streets and other public areas	14.3%	59.2%	21.9%	3.6%	1.1%
Q9g Cleanliness of creeks and open channels	10.0%	49.5%	26.2%	12.6%	1.7%
Q9h Condition of sidewalks in the City	8.3%	54.9%	26.9%	8.1%	1.9%
Q9i Availability of bike lanes	5.5%	22.8%	41.9%	21.4%	8.4%

Q10 Which TWO of the public works services listed above do you think are most important for the City to provide?

<u>Q10 1st Choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	247	53.8 %
B=Maintenance of streets in your neighborhood	38	8.3 %
C=Timing of traffic signals in the City	37	8.1 %
D=Mowing and trimming along City streets and other public areas	9	2.0 %
E=Adequacy of City street lighting	32	7.0 %
F=Cleanliness of City streets and other public areas	25	5.4 %
G=Cleanliness of creeks and open channels	11	2.4 %
H=Condition of sidewalks in the City	5	1.1 %
I=Availability of bike lanes	16	3.5 %
<u>Z=None chosen</u>	<u>39</u>	<u>8.5 %</u>
Total	459	100.0 %

Q10 Which TWO of the public works services listed above do you think are most important for the City to provide?

<u>Q10 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	42	9.2 %
B=Maintenance of streets in your neighborhood	108	23.5 %
C=Timing of traffic signals in the City	65	14.2 %
D=Mowing and trimming along City streets and other public areas	21	4.6 %
E=Adequacy of City street lighting	55	12.0 %
F=Cleanliness of City streets and other public areas	74	16.1 %
G=Cleanliness of creeks and open channels	26	5.7 %
H=Condition of sidewalks in the City	13	2.8 %
I=Availability of bike lanes	13	2.8 %
<u>Z=None chosen</u>	<u>42</u>	<u>9.2 %</u>
Total	459	100.0 %

Q10 Which TWO of the public works services listed above do you think are most important for the City to provide? (Sum of the Top Two Choices in Descending Order)

<u>Q10 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance of major City streets	289	63.0 %
B = Maintenance of streets in your neighborhood	146	31.8 %
C = Timing of traffic signals in the City	102	22.2 %
F = Cleanliness of City streets and other public areas	99	21.6 %
E = Adequacy of City street lighting	87	19.0 %
G = Cleanliness of creeks and open channels	37	8.1 %
D = Mowing and trimming along City streets and other public areas	30	6.5 %
I = Availability of bike lanes	29	6.3 %
H = Condition of sidewalks in the City	18	3.9 %
Z = None chosen	39	8.5 %
Total	876	

Q11 Code Enforcement: Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a Enforcement of the clean-up of junk and debris on private property	5.7%	34.5%	20.3%	16.4%	6.6%	16.6%
Q11b Enforcement of mowing of weeds and grass on private property	5.5%	34.7%	21.0%	16.2%	7.9%	14.8%
Q11c Enforcement of sign regulations	6.6%	33.8%	25.5%	8.5%	4.8%	20.7%

EXCLUDING DON'T KNOW

Q11 Code Enforcement: Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following items: (Excluding Don't Knows)

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a Enforcement of the clean-up of junk and debris on private property	6.8%	41.4%	24.3%	19.6%	7.9%
Q11b Enforcement of mowing of weeds and grass on private property	6.4%	40.8%	24.6%	19.0%	9.2%
Q11c Enforcement of sign regulations	8.3%	42.7%	32.2%	10.7%	6.1%

Q12 Which ONE of the code enforcement services listed above do you think is most important for the City to provide? (Percentage of Respondents Who Selected the Item as the Most Important Code Enforcement Item in Descending Order)

<u>Q12 Most Important Code Enforcement Items</u>	<u>Number</u>	<u>Percent</u>
A = Enforcement of the clean-up of junk and debris on private property	279	60.8 %
C = Enforcement of sign regulations	69	15.0 %
B = Enforcement of mowing of weeds and grass on private property	49	10.7 %
Z = None chosen	62	13.5 %
Total	459	

Q13 Communication. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following:

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a The availability of information about City programs and services	14.0%	47.6%	25.3%	5.9%	0.7%	6.6%
Q13b City efforts to keep residents informed about local issues	15.3%	46.7%	24.0%	7.6%	1.1%	5.2%
Q13c The level of public involvement in City decision-making	6.3%	28.2%	34.5%	7.2%	2.6%	21.2%
Q13d The City's cable television channel	7.2%	23.1%	23.4%	5.5%	4.4%	36.5%
Q13e Usefulness of the information that is available on the City's Web site	12.4%	41.5%	23.4%	3.1%	0.9%	18.8%
Q13f How well the City listens and responds to the needs of citizens	7.2%	23.8%	32.8%	4.8%	3.1%	28.4%
Q13g City storm water education/outreach efforts	5.0%	23.1%	28.2%	3.5%	0.7%	39.5%

EXCLUDING DON'T KNOW

Q13 Communication. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following: (Excluding Don't Knows)

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a The availability of information about City programs and services	15.0%	50.9%	27.1%	6.3%	0.7%
Q13b City efforts to keep residents informed about local issues	16.1%	49.3%	25.3%	8.1%	1.2%
Q13c The level of public involvement in City decision-making	8.0%	35.7%	43.8%	9.1%	3.3%
Q13d The City's cable television channel	11.3%	36.4%	36.8%	8.6%	6.9%
Q13e Usefulness of the information that is available on the City's Web site	15.3%	51.1%	28.8%	3.8%	1.1%
Q13f How well the City listens and responds to the needs of citizens	10.1%	33.2%	45.7%	6.7%	4.3%
Q13g City storm water education/outreach efforts	8.3%	38.3%	46.6%	5.8%	1.1%

Q14 From which of the following sources do you currently get information about the City of Round Rock?

Q14 From which of the following sources do you currently get information about the City of Round Rock?	Number	Percent
Local TV News	301	65.6 %
Enclosure in your City utility bill	295	64.3 %
Community Impact, the monthly publication	277	60.3 %
City website www.roundrocktexas.gov	205	44.7 %
Austin American Statesman	190	41.4 %
Round Rock Leader	155	33.8 %
Friends	137	29.8 %
Your Homeowner's Association Newsletter	123	26.8 %
Round Rock Cable Channel (10 and 99)	105	22.9 %
Local Radio	94	20.5 %
The City email newsletter, The Round Rock News	58	12.6 %
The City Beat ad that runs every other week in Round Rock Leader	30	6.5 %
The City's social media outlets (Facebook, Twitter and City blogs)	17	3.7 %
Public Meetings	16	3.5 %
None Chosen	5	1.1 %
Total	2008	

Q15 Which of the following electronic sources of information are you currently using?

Q15 Which of the following electronic sources of information are you currently using?

	Number	Percent
The Internet (general use)	368	80.2 %
Facebook	213	46.4 %
Text messages	194	42.3 %
You Tube	93	20.3 %
iPhone applications	85	18.5 %
Blackberry applications	63	13.7 %
Twitter	31	6.8 %
My Space	28	6.1 %
Other Sources	9	2.0 %
None of above	43	9.4 %
Not provided	10	2.2 %
Total	1137	

Q16 Have you contacted the City of Round Rock during the past year?

Q16 Have you contacted the City of Round Rock during the past year?	Number	Percent
Yes	195	42.6 %
No	260	56.8 %
Don't remember	3	0.7 %
Total	458	100.0 %

Q16a IF YES: How would you describe the service you received?

Q16a How would you describe the service you received?	Number	Percent
Excellent	75	38.5 %
Good	78	40.0 %
Fair	22	11.3 %
Poor	20	10.3 %
Total	195	100.0 %

Q16b Using a 5-point scale where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with the City employees in the Department you selected in Q16a with regard to the following:

(N=195)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16b(1) How easy they were to contact	31.8%	50.8%	8.2%	6.7%	2.6%	0.0%
Q16b(2) The way you were treated	40.0%	41.5%	8.7%	7.2%	2.1%	0.5%
Q16b(3) The accuracy of the information and the assistance you were given	39.0%	37.9%	10.3%	9.7%	2.1%	1.0%
Q16b(4) How quickly City staff responded to your request	39.5%	39.0%	11.3%	5.6%	4.6%	0.0%
Q16b(5) How well your issue was handled	38.5%	39.0%	10.3%	5.6%	6.7%	0.0%

EXCLUDING DON'T KNOW

Q16b Using a 5-point scale where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with the City employees in the Department you selected in Q16a with regard to the following: (Excluding Don't Knows)

(N=195)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16b(1) How easy they were to contact	31.8%	50.8%	8.2%	6.7%	2.6%
Q16b(2) The way you were treated	40.2%	41.8%	8.8%	7.2%	2.1%
Q16b(3) The accuracy of the information and the assistance you were given	39.4%	38.3%	10.4%	9.8%	2.1%
Q16b(4) How quickly City staff responded to your request	39.5%	39.0%	11.3%	5.6%	4.6%
Q16b(5) How well your issue was handled	38.5%	39.0%	10.3%	5.6%	6.7%

Q17 Solid Waste/Utility Services: Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following:

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a Residential trash (garbage) collection services	48.3%	39.5%	5.7%	3.5%	0.7%	2.4%
Q17b Bulky item pick up/removal services (old furniture, appliances, etc.)	29.0%	33.2%	14.0%	4.6%	1.7%	17.5%
Q17c Recycling services	15.7%	22.9%	17.2%	17.2%	9.8%	17.0%
Q17d Yard waste collection services	20.3%	35.8%	16.8%	4.8%	1.3%	21.0%
Q17e Drinking water services	27.7%	42.8%	14.2%	5.5%	2.2%	7.6%
Q17f Wastewater (sewer) services	27.3%	51.3%	12.2%	2.0%	1.5%	5.7%

EXCLUDING DON'T KNOW

Q17 Solid Waste/Utility Services: Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following: (Excluding Don't Knows)

(N=459)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a Residential trash (garbage) collection services	49.4%	40.5%	5.8%	3.6%	0.7%
Q17b Bulky item pick up/removal services (old furniture, appliances, etc.)	35.2%	40.2%	16.9%	5.6%	2.1%
Q17c Recycling services	18.9%	27.6%	20.8%	20.8%	11.8%
Q17d Yard waste collection services	25.7%	45.3%	21.3%	6.1%	1.7%
Q17e Drinking water services	30.0%	46.3%	15.4%	5.9%	2.4%
Q17f Wastewater (sewer) services	28.9%	54.4%	13.0%	2.1%	1.6%

Q18 Land Development: Using a five-point scale where "5" means much too slow and "1" means much too fast, please rate the City's current pace of development in each of the following areas.

(N=459)

	Must Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
Q18a Office development	2.4%	7.2%	39.7%	13.1%	3.5%	34.2%
Q18b Industrial development	3.1%	9.6%	37.3%	9.4%	3.5%	37.3%
Q18c Multi-family residential development	2.2%	3.7%	35.1%	22.2%	12.4%	24.4%
Q18d Single-family residential development	2.4%	5.4%	50.3%	16.6%	5.0%	20.3%
Q18e Retail development	3.7%	8.7%	51.4%	13.1%	3.1%	20.0%

EXCLUDING DON'T KNOW

Q18 Land Development: Using a five-point scale where "5" means much too slow and "1" means much too fast, please rate the City's current pace of development in each of the following areas. (Excluding Don't Knows)

(N=459)

	Must Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast
Q18a Office development	3.6%	10.9%	60.3%	19.9%	5.3%
Q18b Industrial development	4.9%	15.3%	59.4%	14.9%	5.6%
Q18c Multi-family residential development	2.9%	4.9%	46.4%	29.4%	16.4%
Q18d Single-family residential development	3.0%	6.8%	63.1%	20.8%	6.3%
Q18e Retail development	4.6%	10.9%	64.3%	16.3%	3.8%

Q19 Expectations for Services. Using a scale from 1 to 5, where "5" means the level of service provided by the City "should be much higher" than it is now and "1" means it "should be much lower", please indicate how the level of service provided by the City should change in each of the areas listed below.

(N=459)

	Should Be Much Higher	Should Be A little Higher	Should Stay the Same	Should Be A Little Lower	Should Be Much Lower	Don't Know
Q19a Library Services	3.3%	21.4%	53.6%	0.9%	0.2%	20.7%
Q19b Law enforcement	3.9%	23.1%	58.6%	2.0%	0.4%	12.0%
Q19c Fire response	2.4%	14.4%	60.3%	0.2%	0.0%	22.7%
Q19d Emergency medical services	3.7%	17.4%	53.2%	0.7%	0.2%	24.8%
Q19e Parks and open space	5.7%	32.5%	46.6%	3.1%	0.4%	11.8%
Q19f Recreation activities	6.1%	27.9%	47.5%	3.1%	0.7%	14.8%
Q19g Maintenance of Infrastructure (streets, sidewalks)	15.7%	37.5%	38.6%	1.1%	0.0%	7.2%

EXCLUDING DON'T KNOW

Q19 Expectations for Services. Using a scale from 1 to 5, where "5" means the level of service provided by the City "should be much higher" than it is now and "1" means it "should be much lower", please indicate how the level of service provided by the City should change in each of the areas listed below. (Excluding Don't Knows)

(N=459)

	Should Be Much Higher	Should Be A little Higher	Should Stay the Same	Should Be A Little Lower	Should Be Much Lower
Q19a Library Services	4.1%	26.9%	67.6%	1.1%	0.3%
Q19b Law enforcement	4.5%	26.2%	66.6%	2.2%	0.5%
Q19c Fire response	3.1%	18.6%	78.0%	0.3%	0.0%
Q19d Emergency medical services	4.9%	23.2%	70.7%	0.9%	0.3%
Q19e Parks and open space	6.4%	36.8%	52.8%	3.5%	0.5%
Q19f Recreation activities	7.2%	32.7%	55.8%	3.6%	0.8%
Q19g Maintenance of Infrastructure (streets, sidewalks)	16.9%	40.4%	41.5%	1.2%	0.0%

Q20 As a result of the worsening economy, the City of Round Rock has experienced significant reductions in its operating revenues. If revenue does not keep pace with growth and demand for services, the City may need to reduce the level of City services. Using a scale from 1 to 5, where "5" means you are "very willing" and "1" means "not willing at all", please indicate how willing you would be to pay a slight increase in taxes and fees to avoid reductions in funding for the following City services.

(N=459)

	Very Willing	Willing	Not sure	Not Willing	Not Willing at All
Q20a Library services	8.3%	22.7%	23.7%	25.7%	19.6%
Q20b Law enforcement	12.6%	39.4%	17.9%	16.8%	13.3%
Q20c Fire response	12.0%	41.2%	20.0%	15.3%	11.5%
Q20d Emergency medical services	12.2%	41.6%	20.7%	13.9%	11.5%
Q20e Parks and open space	7.4%	22.7%	28.1%	25.3%	16.6%
Q20f Recreation activities	6.8%	19.0%	28.5%	26.8%	19.0%
Q20g Maintenance of Infrastructure (streets, sidewalks)	7.0%	35.1%	26.8%	18.7%	12.4%

Q21 Strategic Goals: Using a scale from 1 to 5, where "5" means "strongly agree" and "1" means "strongly disagree", please rate your level of agreement with the following statements.

(N=459)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q21a I have confidence in the City's government	11.1%	44.0%	30.1%	4.8%	1.7%	8.3%
Q21b The City is preventing the deterioration of neighborhoods	5.2%	34.0%	26.6%	18.3%	3.7%	12.2%
Q21c The City is doing a good job planning for future connectivity and mobility needs in Round Rock	8.7%	37.0%	27.5%	9.8%	2.8%	14.2%
Q21d The quality of new development is improving in the City of Round Rock	7.8%	40.3%	30.5%	7.2%	2.6%	11.5%
Q21e There is a wide range of employment opportunities in Round Rock	1.7%	23.1%	24.4%	20.9%	5.4%	24.4%
Q21f There is a wide range of housing available in Round Rock	9.6%	54.0%	18.7%	5.4%	1.5%	10.7%
Q21g The City is ensuring that there is an adequate and affordable supply of safe water	11.8%	53.2%	18.7%	2.6%	0.2%	13.5%
Q21h The City is doing a good job supporting business growth and development	8.3%	42.9%	26.6%	6.1%	0.9%	15.3%
Q21i The City of Round Rock is known for life sciences and quality health care	9.2%	34.4%	28.5%	7.2%	2.0%	18.7%
Q21j The City of Round Rock is moving in the right direction	11.1%	55.8%	18.5%	4.6%	1.5%	8.5%
Q21k Quality arts/culture is available in the City of Round Rock	3.3%	22.0%	32.9%	20.0%	6.1%	15.7%

EXCLUDING DON'T KNOW

Q21 Strategic Goals: Using a scale from 1 to 5, where "5" means "strongly agree" and "1" means "strongly disagree", please rate your level of agreement with the following statements. (Excluding Don't Knows)

(N=459)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q21a I have confidence in the City's government	12.1%	48.0%	32.8%	5.2%	1.9%
Q21b The City is preventing the deterioration of neighborhoods	6.0%	38.7%	30.3%	20.8%	4.2%
Q21c The City is doing a good job planning for future connectivity and mobility needs in Round Rock	10.2%	43.1%	32.0%	11.4%	3.3%
Q21d The quality of new development is improving in the City of Round Rock	8.9%	45.6%	34.5%	8.1%	3.0%
Q21e There is a wide range of employment opportunities in Round Rock	2.3%	30.5%	32.3%	27.7%	7.2%
Q21f There is a wide range of housing available in Round Rock	10.7%	60.5%	21.0%	6.1%	1.7%
Q21g The City is ensuring that there is an adequate and affordable supply of safe water	13.6%	61.5%	21.7%	3.0%	0.3%
Q21h The City is doing a good job supporting business growth and development	9.8%	50.6%	31.4%	7.2%	1.0%
Q21i The City of Round Rock is known for life sciences and quality health care	11.3%	42.4%	35.1%	8.8%	2.4%
Q21j The City of Round Rock is moving in the right direction	12.1%	61.0%	20.2%	5.0%	1.7%
Q21k Quality arts/culture is available in the City of Round Rock	3.9%	26.1%	39.0%	23.8%	7.2%

Q22 What do you think the THREE biggest issues Round Rock will face within the next FIVE years?

Q22 What do you think the THREE biggest issues Round Rock will face within the next FIVE years?	Number	Percent
Traffic	346	75.4 %
High taxes/property taxes/finances	266	58.0 %
School related issues (overcrowding, lack of schools, system improvements)	201	43.8 %
Controlling rapid growth	176	38.3 %
Road repair/maintenance/expansion	140	30.5 %
Crime (inadequate police, gangs, etc)	97	21.1 %
Public transportation	93	20.3 %
Other Issues	12	2.6 %
Don't know	7	1.5 %
Total	1338	

Q23 Approximately how many years have you lived in Round Rock?

Q23 Approximately how many years have you lived in Round Rock?	Number	Percent
Less than 5 years	110	24.0 %
5-9 years	122	26.6 %
10-19 years	121	26.4 %
20-29 years	76	16.6 %
30 years or more	28	6.1 %
Don't know	2	0.4 %
Total	459	100.0 %

Q24 What is your age?

Q24 What is your age	Number	Percent
Under 35 years	115	25.1 %
35 to 44 years	119	25.9 %
45 to 54 years	122	26.6 %
55 to 64 years	61	13.3 %
65+ years	42	9.2 %
Total	459	100.0 %

Q25 What is the highest level of formal education you completed?

Q25 What is the highest level of formal education you have completed?	Number	Percent
Grade school	9	2.0 %
High School	47	10.2 %
Some college	115	25.1 %
College graduate	162	35.3 %
Graduate work	33	7.2 %
Graduate degree	89	19.4 %
Not provided	4	0.9 %
Total	459	100.0 %

Q26 Do you work in the City of Round Rock?

Q26 Do you work in the City of Round Rock?	Number	Percent
Yes	139	30.3 %
No	315	68.6 %
Not provided	5	1.1 %
Total	459	100.0 %

Q27 Do you have children living at home in the following age ranges?

<u>Q27 Do you have children living at home in the following age ranges?</u>	<u>Number</u>	<u>Percent</u>
Under 6 years	115	25.1 %
6 to 12 years	122	26.6 %
13 to 18 years	84	18.3 %
No children	210	45.8 %
<u>Not provided</u>	<u>12</u>	<u>2.6 %</u>
Total	543	

Q28 What is your gender?

<u>Q28 What is your gender?</u>	<u>Number</u>	<u>Percent</u>
Female	232	50.5 %
Male	227	49.5 %
Total	459	100.0 %

Q29 Are you of Hispanic, Latino, or other Spanish heritage?

Q29 Are you of Hispanic, Latino, or other Spanish heritage?	Number	Percent
Yes	117	25.5 %
No	342	74.5 %
Total	459	100.0 %

Q30 Which of the following best describes your race/ethnicity?

Q30 Which of the following best describes your race/ethnicity?	Number	Percent
Asian/Pacific Islander	15	3.3 %
American Indian/Eskimo	8	1.7 %
Black/African American	38	8.3 %
White	354	77.1 %
Other	35	7.6 %
Not provided	20	4.4 %
Total	470	

Q31 Would you say your total annual household income is:

Q31 Would you say your total annual household income is:	Number	Percent
Under \$25,000	40	8.7 %
\$25,000-\$49,999	74	16.1 %
\$50,000-\$74,999	80	17.4 %
\$75,000-\$99,999	86	18.7 %
\$100,000-\$124,999	56	12.2 %
\$125,000-\$149,999	38	8.3 %
\$150,000-\$199,999	22	4.8 %
\$200,000 or more	23	5.0 %
<u>Not provided</u>	40	8.7 %
Total	459	100.0 %

Section 7:
Survey Instrument



ROUND ROCK, TEXAS
PURPOSE. PASSION. PROSPERITY.

OFFICE OF THE MAYOR

ALAN MCGRAW

March 3, 2010

Dear Round Rock City Resident:

Your input on the enclosed survey is extremely important.

During the next few months, we will be making decisions that affect a wide range of City services, including public safety, parks and recreation, code enforcement, and others.

To ensure the City's priorities are aligned with the needs of our residents, **we need to know what YOU think.**

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence dozens of decisions that will be made about the City's future. Your responses will also allow City leaders to identify and address the many opportunities and challenges facing the community.

Please return your survey sometime during the next week. Your responses will remain confidential. Return your survey in the enclosed postage-paid envelope.

If you have any questions, feel free to call my office at (512) 218-5403. Thanks again for taking the time to better our community.

Respectfully,

Alan McGraw
Mayor

5. **Perceptions of the City:** Items that may influence your perception of the City of Round Rock are listed below. Please rate each item on a scale of 1 to 5 where “5” means “very satisfied” and “1” means “very dissatisfied.”

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	How well the City is planning for growth	5	4	3	2	1	9
C.	Overall quality of life in the City	5	4	3	2	1	9
D.	Availability of job opportunities	5	4	3	2	1	9
E.	Overall value you receive for City taxes and fees	5	4	3	2	1	9
F.	Overall quality of new development	5	4	3	2	1	9
G.	Appearance of residential property in the City	5	4	3	2	1	9
H.	Appearance of commercial property in the City	5	4	3	2	1	9
I.	Overall appearance of the City	5	4	3	2	1	9

6. **Public Safety:** Using a scale of 1 to 5 where “5” means “very safe” and “1” means “very unsafe,” please indicate how safe you feel in the following situations:

How safe do you feel:		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	In Downtown Round Rock	5	4	3	2	1	9
B.	In City parks	5	4	3	2	1	9
C.	In your neighborhood during the day	5	4	3	2	1	9
D.	In your neighborhood at night	5	4	3	2	1	9
E.	In commercial and retail areas	5	4	3	2	1	9
F.	Overall feeling of safety in Round Rock	5	4	3	2	1	9

7. **Parks and Recreation:** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance and appearance of existing City parks	5	4	3	2	1	9
B.	Number of City parks	5	4	3	2	1	9
C.	Walking and biking trails in the City	5	4	3	2	1	9
D.	City recreation centers	5	4	3	2	1	9
E.	City swimming pools	5	4	3	2	1	9
F.	Quality of youth recreation programs	5	4	3	2	1	9
G.	Quality of adult recreation programs	5	4	3	2	1	9
H.	Forest Creek Golf Course	5	4	3	2	1	9
I.	Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	5	4	3	2	1	9

8. **Which TWO of the parks and recreation services listed above do you think are most important for the City to provide?** [Write in the letters below using the letters from the list in Question 7 above].

1st.____ 2nd.____

9. **Public Works:** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following:

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of major City streets	5	4	3	2	1	9
B. Maintenance of streets in your neighborhood	5	4	3	2	1	9
C. Timing of traffic signals in the City	5	4	3	2	1	9
D. Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
E. Adequacy of City street lighting	5	4	3	2	1	9
F. Cleanliness of City streets and other public areas	5	4	3	2	1	9
G. Cleanliness of creeks and open channels	5	4	3	2	1	9
H. Condition of sidewalks in the City	5	4	3	2	1	9
I. Availability of bike lanes	5	4	3	2	1	9

10. Which **TWO** of the **public works** services listed above do you think are most important for the City to provide? [Write in the letters below using the letters from the list in Question 9 above].

1st. _____ 2nd. _____

11. **Code Enforcement:** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Enforcement of the clean-up of junk and debris on private property	5	4	3	2	1	9
B. Enforcement of mowing of weeds and grass on private property	5	4	3	2	1	9
C. Enforcement of sign regulations	5	4	3	2	1	9

12. Which **ONE** of the **code enforcement** services listed above do you think are most important for the City to provide? [Write in the letters below using the letters from the list in Question 11 above].

1st. _____

13. **Communication.** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following:

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The availability of information about City programs and services	5	4	3	2	1	9
B. City efforts to keep residents informed about local issues	5	4	3	2	1	9
C. The level of public involvement in City decision-making	5	4	3	2	1	9
D. The City's cable television channel	5	4	3	2	1	9
E. Usefulness of the information that is available on the City's Web site	5	4	3	2	1	9
F. How well the City listens and responds to the needs of citizens	5	4	3	2	1	9
G. City storm water education/outreach efforts	5	4	3	2	1	9

14. From which of the following sources do you currently get information about the City of Round Rock?

(check all that apply)

- (01) Austin American Statesman
- (02) Round Rock Leader
- (03) Local TV News
- (04) Round Rock Cable Channel 10 for Time Warner and Channel 99 for Uverse
- (05) Local Radio
- (06) Enclosure in your City utility bill
- (07) Friends
- (08) City website www.roundrocktexas.gov
- (09) The City email newsletter, The Round Rock News
- (10) Public Meetings
- (11) The City Beat ad that runs every other week in the Round Rock Leader
- (12) Community Impact, the monthly publication
- (13) Your Homeowner's Association Newsletter
- (14) The City's social media outlets (Facebook, Twitter and The City of Round Rock blogs)

15. Which of the following electronic sources of information are you currently using? (check all)

- (01) Facebook
- (02) Twitter
- (03) My Space
- (04) YouTube
- (05) iPhone applications
- (06) Blackberry applications
- (07) Text messages
- (08) The Internet (general use)
- (09) Other: _____
- (10) None of the above

16. Have you contacted the City of Round Rock during the past year?

- (1) Yes [answer Question 16a-b]
- (2) No [go to Question 17]

16a. [Only if "YES" to Question 16] How would you describe the service you received?

- (1) Excellent
- (2) Good
- (3) Fair
- (4) Poor
- (9) Don't know

16b. [Only if "YES" to Question 16] Using a 5-point scale where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with the City employees in the Department you selected in Q16a with regard to the following:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	How easy they were to contact	5	4	3	2	1	9
2.	The way you were treated	5	4	3	2	1	9
3.	The accuracy of the information and the assistance you were given	5	4	3	2	1	9
4.	How quickly City staff responded to your request	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9

17. Solid Waste/Utility Services: Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash (garbage) collection services	5	4	3	2	1	9
B.	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
C.	Recycling services	5	4	3	2	1	9
D.	Yard waste collection services	5	4	3	2	1	9
E.	Drinking water services	5	4	3	2	1	9
F.	Wastewater (sewer) services	5	4	3	2	1	9

18. **Land Development:** Using a five-point scale where “5” means much too slow and “1” means much too fast, please rate the City’s current pace of development in each of the following areas.

<i>Type of Development</i>	Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
A. Office development	5	4	3	2	1	9
B. Industrial development	5	4	3	2	1	9
C. Multi-family residential development	5	4	3	2	1	9
D. Single-family residential development	5	4	3	2	1	9
E. Retail development	5	4	3	2	1	9

19. **Expectations for Services.** Using a scale from 1 to 5, where “5” means the level of service provided by the City “should be much higher” than it is now and “1” means it “should be much lower”, please indicate how the level of service provided by the City should change in each of the areas listed below.

<i>How should the level of service provided by the City in the following areas change:</i>	Should Be Much Higher	Should Be A Little Higher	Should Stay the Same	Should Be A Little Lower	Should Be Much Lower	Don't Know
A. Library Services	5	4	3	2	1	9
B. Law enforcement	5	4	3	2	1	9
C. Fire response	5	4	3	2	1	9
D. Emergency medical services	5	4	3	2	1	9
E. Parks and open space	5	4	3	2	1	9
F. Recreation activities	5	4	3	2	1	9
G. Maintenance of Infrastructure (streets, sidewalks)	5	4	3	2	1	9

20. As a result of the worsening economy, the City of Round Rock has experienced significant reductions in its operating revenues. If revenue does not keep pace with growth and demand for services, the City may need to reduce the level of City services. Using a scale from 1 to 5, where “5” means it is “very willing” and “1” means “not willing at all”, please indicate how willing you would be to pay a slight increase in taxes and fees to avoid reductions in funding for the following City services.

<i>How willing you would be to pay a slight increase in taxes and fees to avoid reductions in funding for:</i>	Very Willing	Willing	Not Sure	Not Willing	Not Willing at All
A. Library Services	5	4	3	2	1
B. Law enforcement	5	4	3	2	1
C. Fire response	5	4	3	2	1
D. Emergency medical services	5	4	3	2	1
E. Parks and open space	5	4	3	2	1
F. Recreation activities	5	4	3	2	1
G. Maintenance of Infrastructure (streets, sidewalks)	5	4	3	2	1

21. **Strategic Goals:** Using a scale from 1 to 5, where “5” means it is “Strongly Agree” and “1” means “Strongly Disagree”, please rate your level of agreement with the following statements.

Statements about the City's Goals		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A.	I have confidence in the City's government	5	4	3	2	1	9
B.	The City is preventing the deterioration of neighborhoods	5	4	3	2	1	9
C.	The City is doing a good job planning for future connectivity and mobility needs in Round Rock	5	4	3	2	1	9
D.	The quality of new development is improving in the City of Round Rock	5	4	3	2	1	9
E.	There is a wide range of employment opportunities in Round Rock	5	4	3	2	1	9
F.	There is a wide range of housing available in Round Rock	5	4	3	2	1	9
G.	The City is ensuring that there is an adequate and affordable supply of safe water	5	4	3	2	1	9
H.	The City is doing a good job supporting business growth and development	5	4	3	2	1	9
I.	The City of Round Rock is known for life sciences and quality health care	5	4	3	2	1	9
J.	The City of Round Rock is moving in the right direction	5	4	3	2	1	9
K.	Quality arts/culture is available in the City of Round Rock	5	4	3	2	1	9

22. **What do you think the THREE biggest issues Round Rock will face within the next FIVE years?**

(check up to three)

- ___ (1) Traffic
- ___ (2) Controlling rapid growth
- ___ (3) School related issues (overcrowding, lack of schools, system improvements)
- ___ (4) Road repair/maintenance/expansion
- ___ (5) High taxes/property taxes/finances
- ___ (6) Public transportation
- ___ (7) Crime (inadequate police, gangs, etc)
- ___ (8) Other _____
- ___ (9) Don't know

23. **Approximately how many years have you lived in Round Rock?**

- ___ (1) Less than 5 years
- ___ (2) 5-9 years
- ___ (3) 10-19 years
- ___ (4) 20-29 years
- ___ (5) 30 years or more
- ___ (9) Don't know

24. **What is your age?** _____ years

25. **What is the highest level of formal education you completed?**

- ___ (1) Grade School
- ___ (2) High school
- ___ (3) Some college
- ___ (4) College graduate
- ___ (5) Graduate work
- ___ (6) Graduate degree

26. Do you work in the City of Round Rock?

- (1) Yes
- (2) No

27. Do you have children living at home in the following age ranges? (check all age ranges that apply)

- (1) under 6 years
- (2) 6 to 12 years
- (3) 13 to 18 years
- (4) No children

28. What is your gender?

- (1) Female
- (2) Male

29. Are you of Hispanic, Latino, or other Spanish heritage?

- (1) Yes
- (2) No

30. Which of the following best describes your race/ethnicity? (check all that apply)

- (1) Asian/Pacific Islander
- (2) American Indian/Eskimo
- (3) Black/African American
- (4) White
- (5) Other: _____

31. Would you say your total annual household income is:

- (1) Under \$25,000
- (2) \$25,000 to \$49,999
- (3) \$50,000 to \$74,999
- (4) \$75,000 to \$99,999
- (5) \$100,000 to \$124,999
- (6) \$125,000 to \$149,999
- (7) \$150,000 to \$199,999
- (7) \$200,000 or more

OPTIONAL: If you have any specific suggestions to improve the quality of city services, please write them in the space provided below.

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank You.