



# DirectionFinder®

## FINAL REPORT

# 2012 DirectionFinder Survey

Submitted to

The City of  
**Round Rock,  
Texas**

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June 2012





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# 2012 DirectionFinder® Survey

## Executive Summary Report

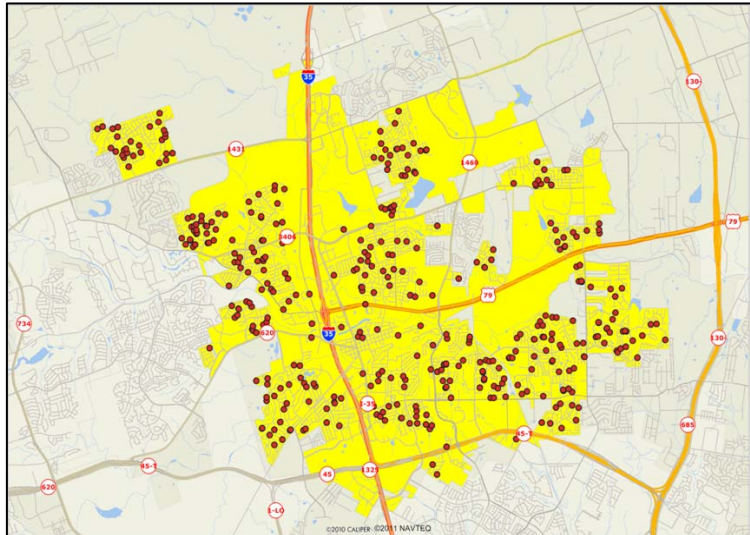
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### Overview and Methodology

During April and May of 2012, 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 442 residents. The results for the random sample of 442 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-six percent (86%) of residents were satisfied with the overall quality of life in the City, 12% were neutral and only 2% were “dissatisfied.”

**Overall Satisfaction with City Services.** Seventy-five percent (75%) 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%), library services (83%), trash, recycling, and yard waste collection services (80%), emergency medical services (80%), and City parks and recreation programs (77%). 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 (59%) of residents felt traffic flow in the City was getting worse compared to two years ago; 20% felt it was staying the same, 15% felt it was getting better and 6% did not know. Residents were also asked to rate the traffic flow in different areas of the City; the results showed that sixty-two percent (62%) of residents rated traffic flow in and around neighborhoods as “excellent” or “good” and 28% of residents rated traffic flow on state roads and highways as “excellent” or “good.”

**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 (89%), and in their neighborhood at night (86%).



**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 (84%), number of City parks (72%), outdoor athletic fields (68%) and City recreation centers (63%).

**Parks and Recreation services that residents thought were most important for the City to provide.** The top three parks and recreation services that residents thought were most important for the City to provide were: 1) the maintenance and appearance of City parks, 2) youth recreation programs, and 3) hike and bike 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 (74%), the maintenance of neighborhood streets (68%), the maintenance of major City streets (67%), and the mowing and trimming of streets and other public areas (61%).

**Public Works services that residents thought were most important for the City to provide.** The top three public works services that residents thought were most important were: 1) the maintenance of major City streets, 2) timing of traffic signals in the City, and 3) 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 (67%), the availability of information about City services and programs (66%) and City efforts to keep residents informed about local issues (64%). The sources that residents used most often to get information about the City of Round Rock were: 1) the enclosure in their utility bill (64%), 2) Community Impact (62%), and 3) City website (56%).

**Customer Service.** Seventy-eight percent (78%) 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: the way they were treated (82%), how quickly City staff responded to their request (81%), and how easy the City was to contact (81%).



**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 (88%), recycling services (84%), wastewater (sewer) services (79%), and bulky item pick up/removal services (79%).

**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 (74%), 2) school related issues (46%), and 3) controlling rapid growth (45%).

### Other Findings

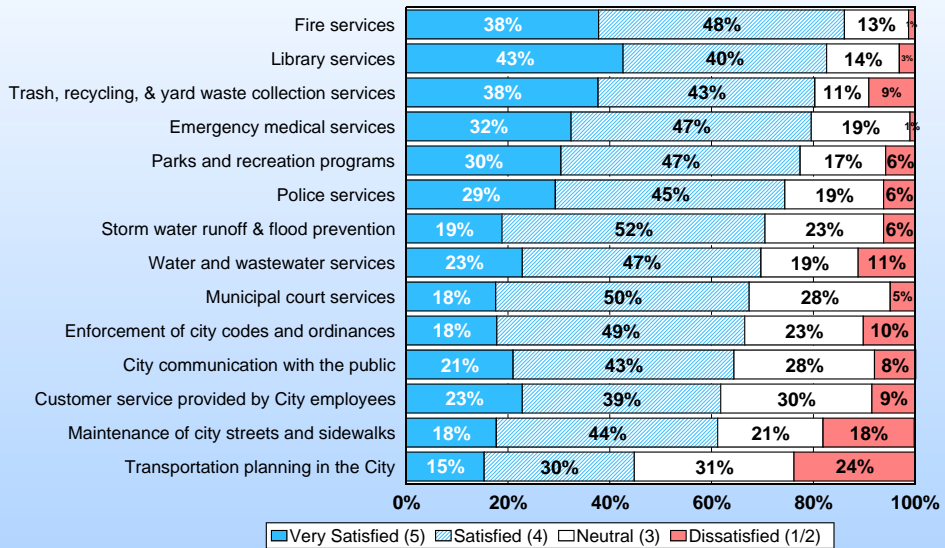
- Eighty-three percent (83%) of residents are aware of their household’s designated watering days. Of those aware of their designated watering days, 96% “always” or “usually” follow the watering schedule for their household.
- Sixty-one percent (61%) of residents are “very interested” or “interested” in learning more about “water wise landscaping”; 20% are “somewhat interested”, and 19% are “not interested”.
- Sixty-three percent (63%) of residents think it is “very important” for Round Rock residents to conserve water; 32% think it is “important”, 4% think it is “somewhat important”, and 1% think it is “not important”.
- The electronic sources of information that residents are currently using the most are: the Internet (83%), E-mail (77%), Facebook (52%), and text messages (52%).
- 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**

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## Q1. Overall Satisfaction With City Services by Major Category

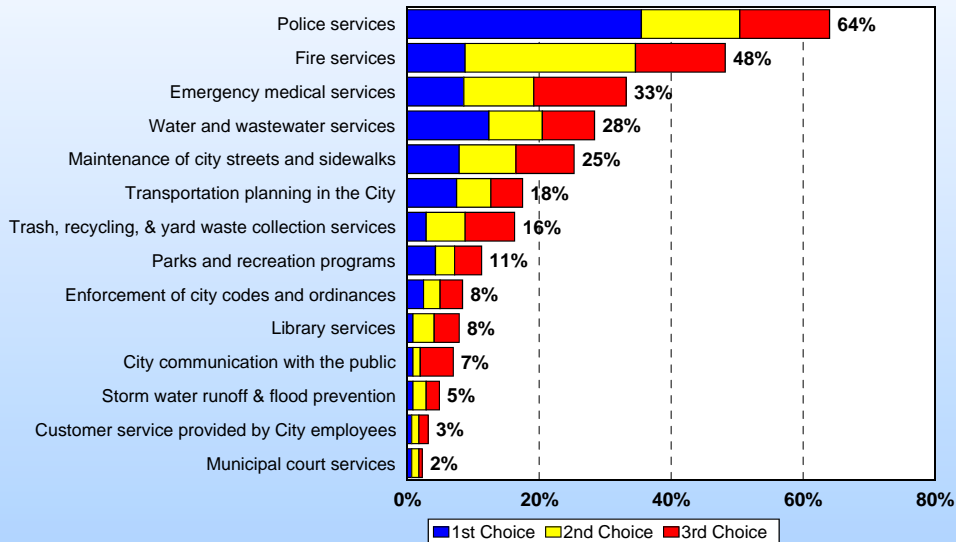
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 Round Rock Community Survey)

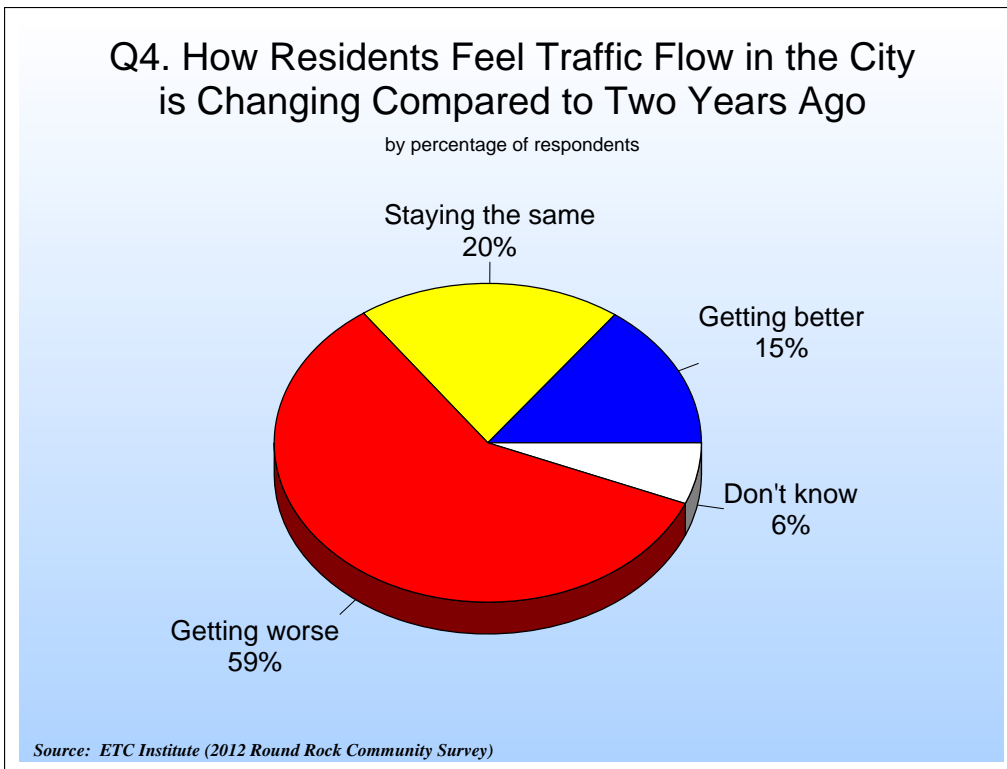
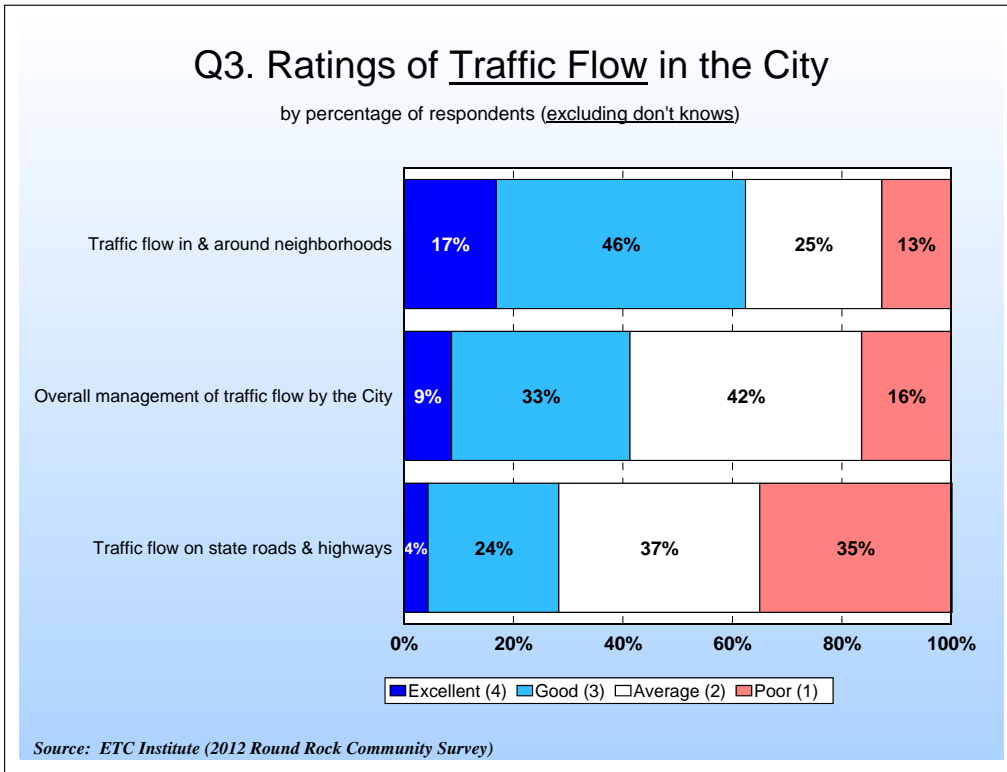
## Q2. City Services That Are Most Important to Residents by Major Category

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



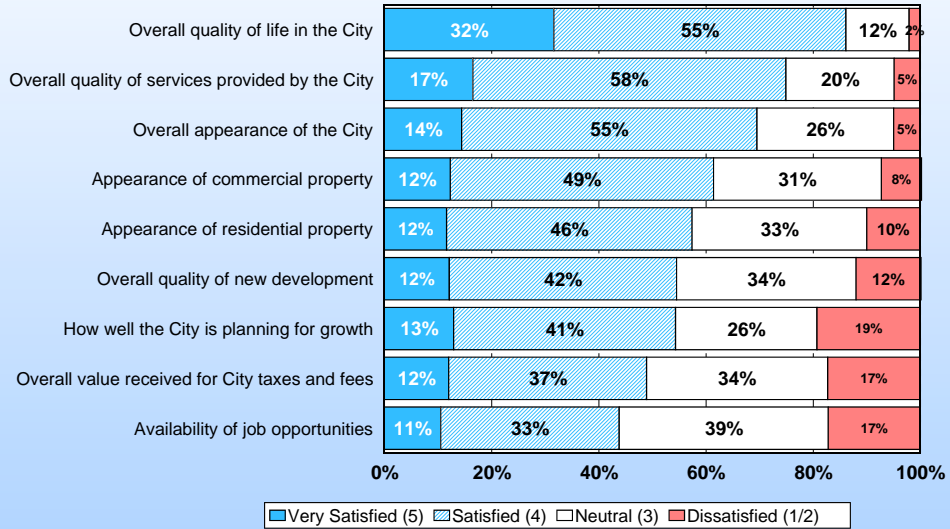
Source: ETC Institute (2012 Round Rock Community Survey)





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

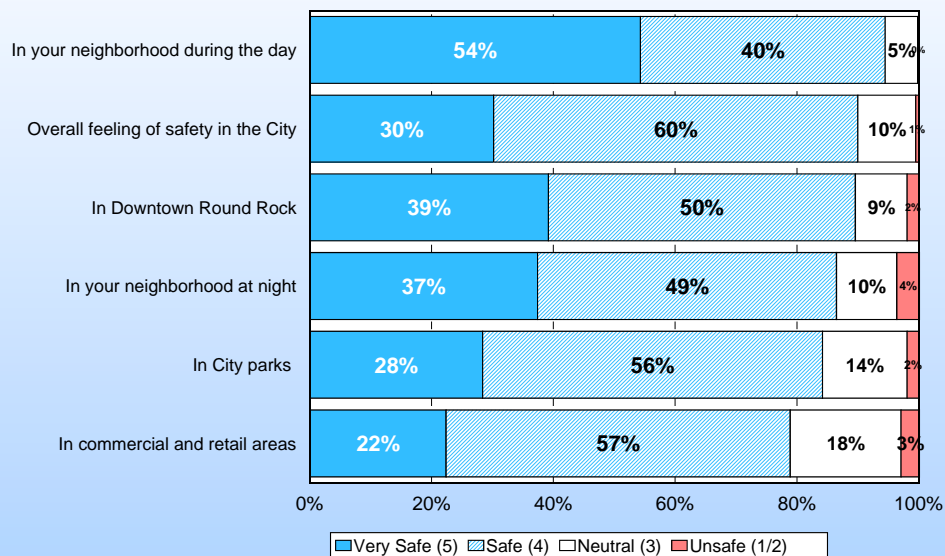
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 Round Rock Community Survey)

### Q6. How Safe Do You Feel?

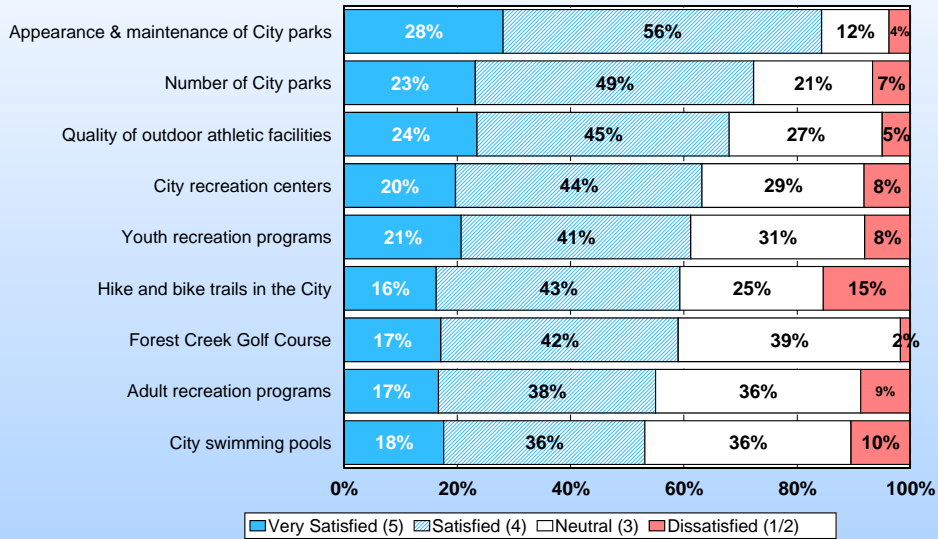
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 Round Rock Community Survey)

### Q7. Satisfaction with Various Aspects of Parks and Recreation

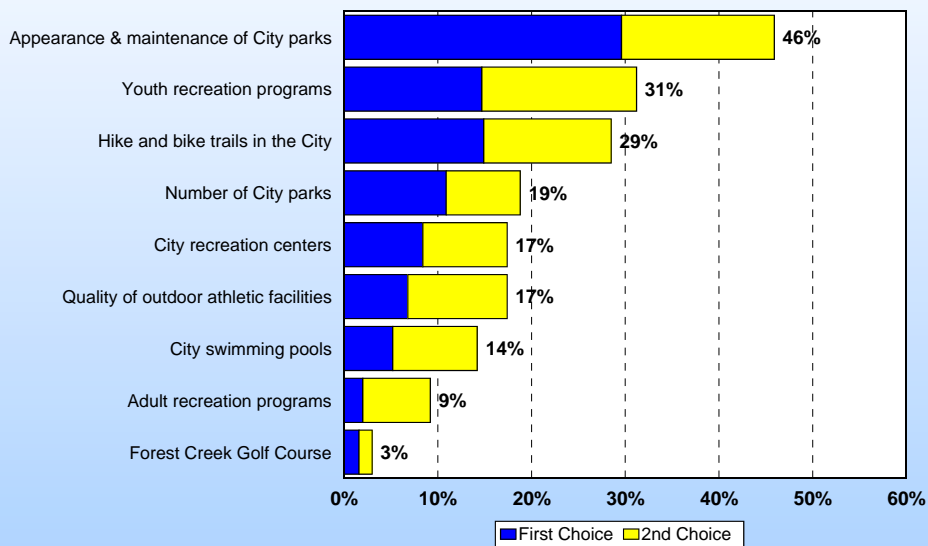
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 Round Rock Community Survey)

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

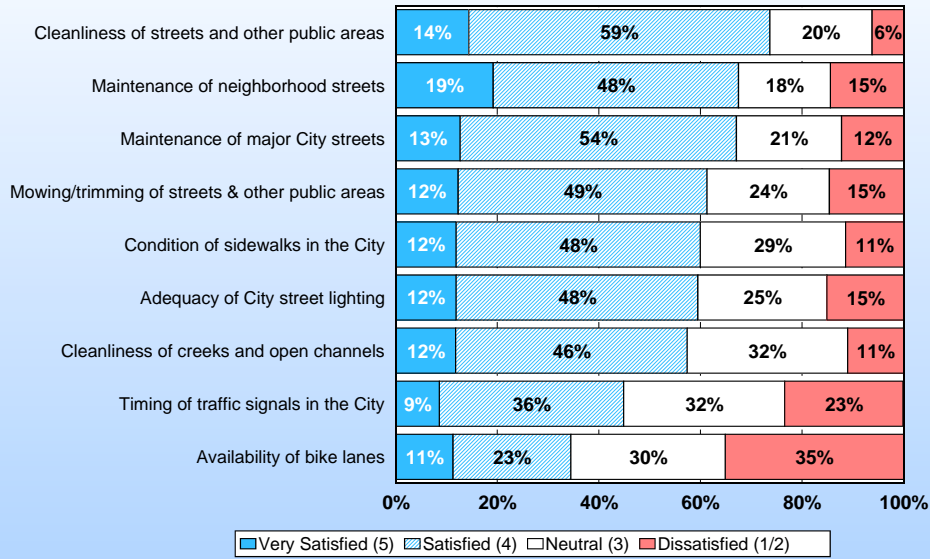
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2012 Round Rock Community Survey)

### Q10. Satisfaction with Various Aspects of Public Works

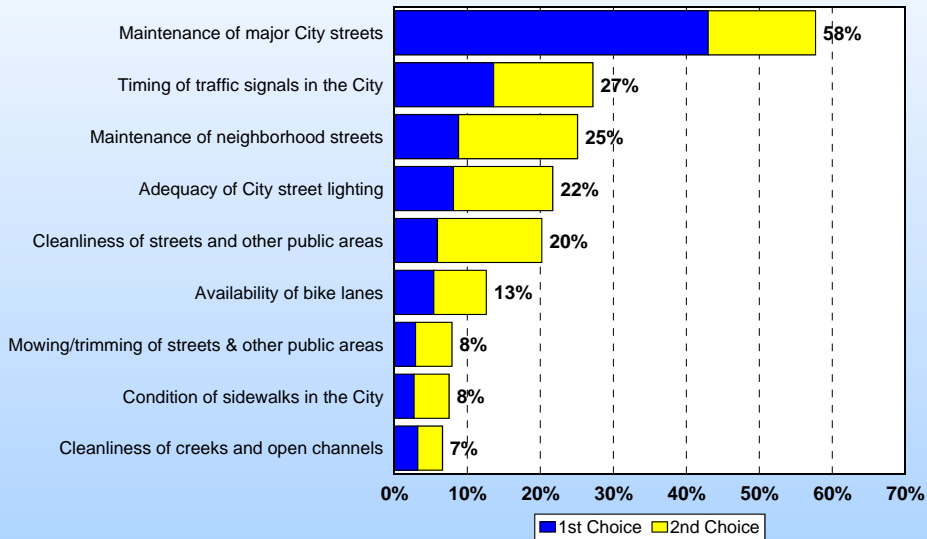
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 Round Rock Community Survey)

### Q11. Public Works Services That Residents Thought Were Most Important

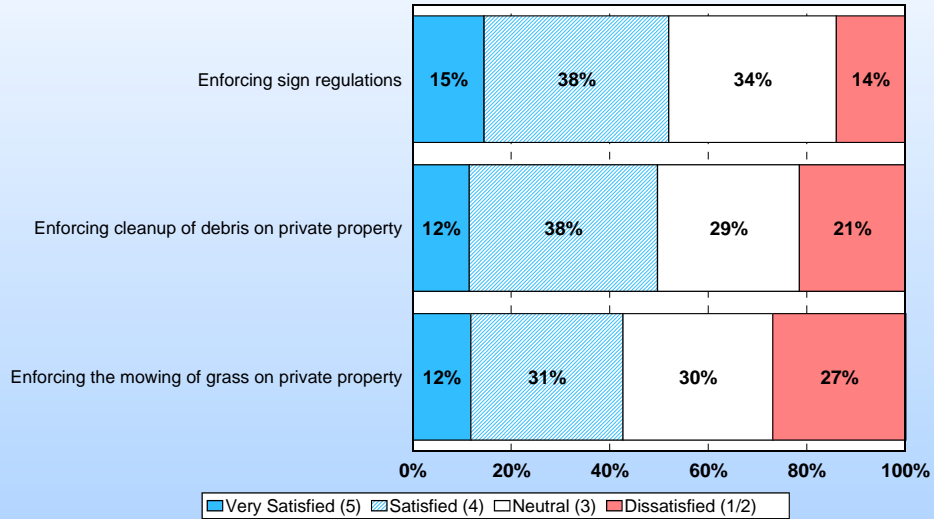
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2012 Round Rock Community Survey)

### Q12. Satisfaction with Various Aspects of Code Enforcement

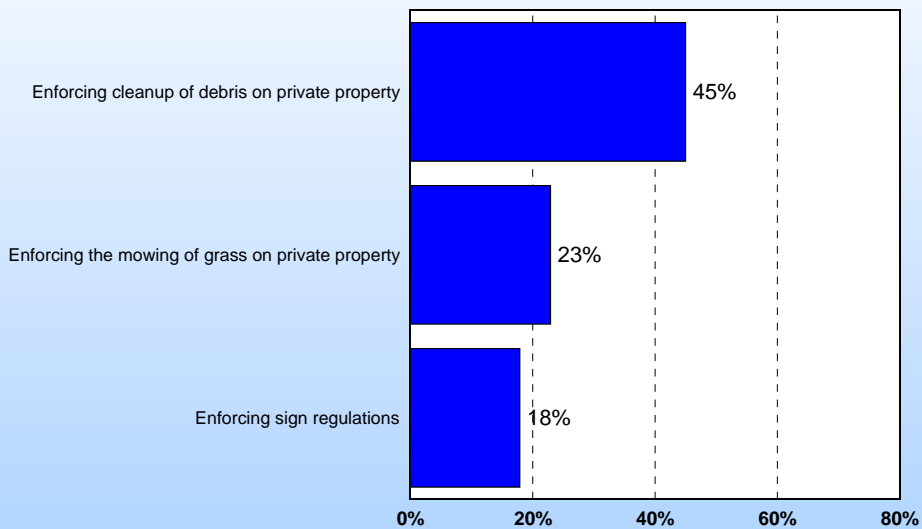
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 Round Rock Community Survey)

### Q13. Code Enforcement Services That Residents Thought Were Most Important for the City to Provide

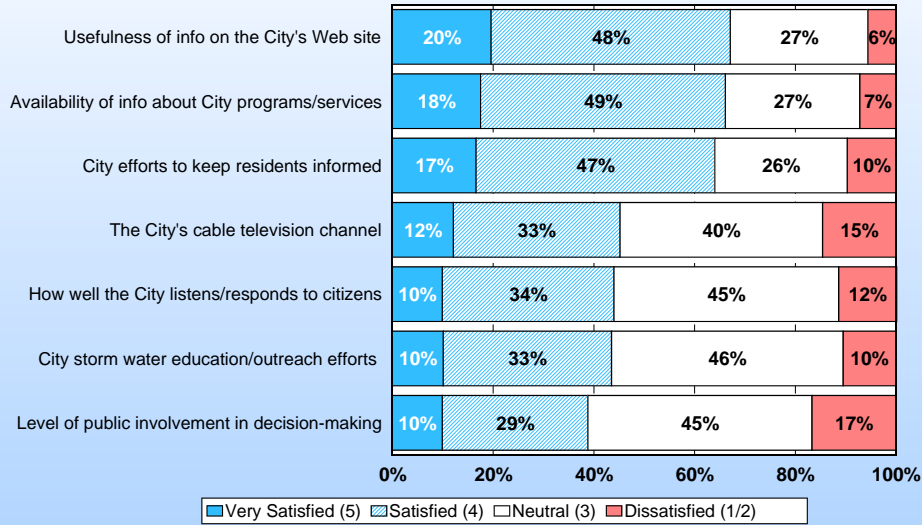
by percentage of respondents who selected the item as their top choice



Source: ETC Institute (2012 Round Rock Community Survey)

### Q14. Satisfaction with Various Aspects of Communication

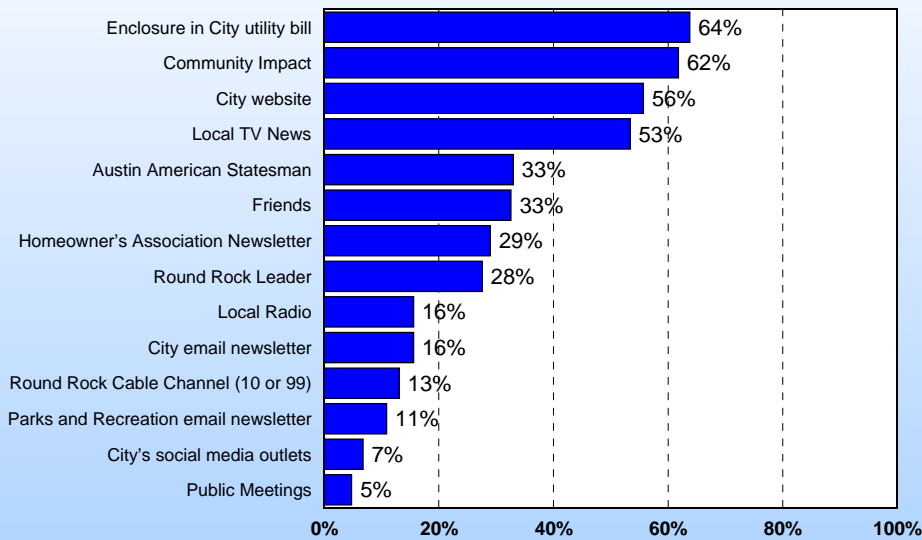
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 Round Rock Community Survey)

### Q15. Sources Where Residents Currently Get Information About the City

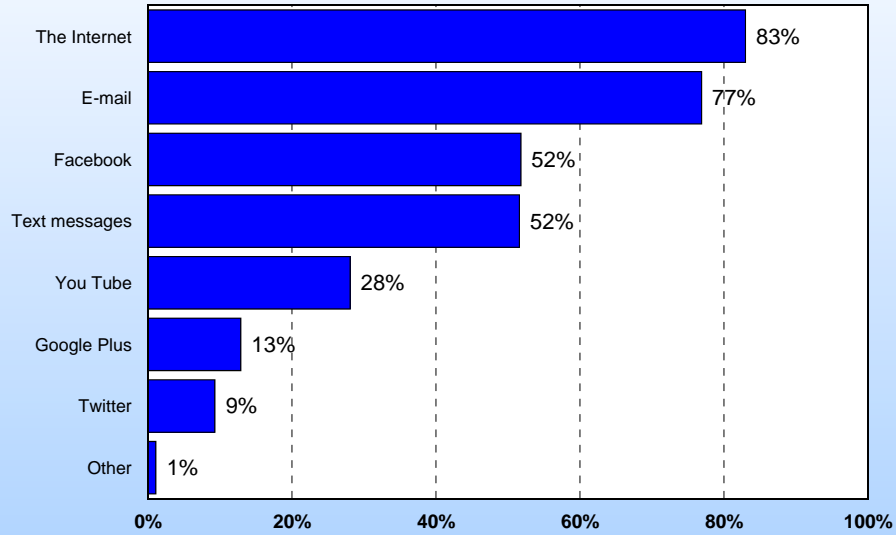
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2012 Round Rock Community Survey)

### Q16. Electronic Sources Where Residents Currently Get Information

by percentage of respondents (multiple selections were allowed)

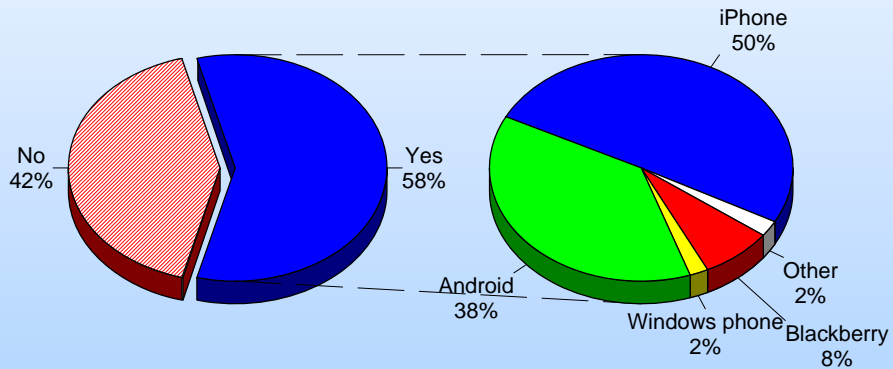


Source: ETC Institute (2012 Round Rock Community Survey)

### Q17. Do you have a smart phone?

by percentage of respondents

Q17a. If yes, which type of smart phone do you have?

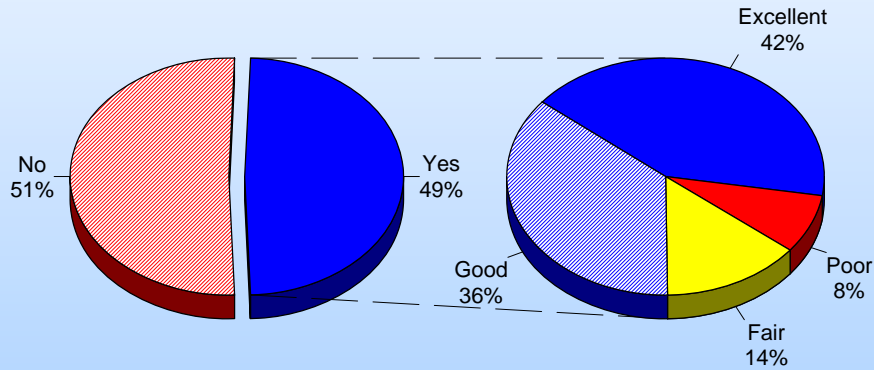


Source: ETC Institute (2012 Round Rock Community Survey)

### Q18. Have you contacted the City of Round Rock during the past year?

by percentage of respondents

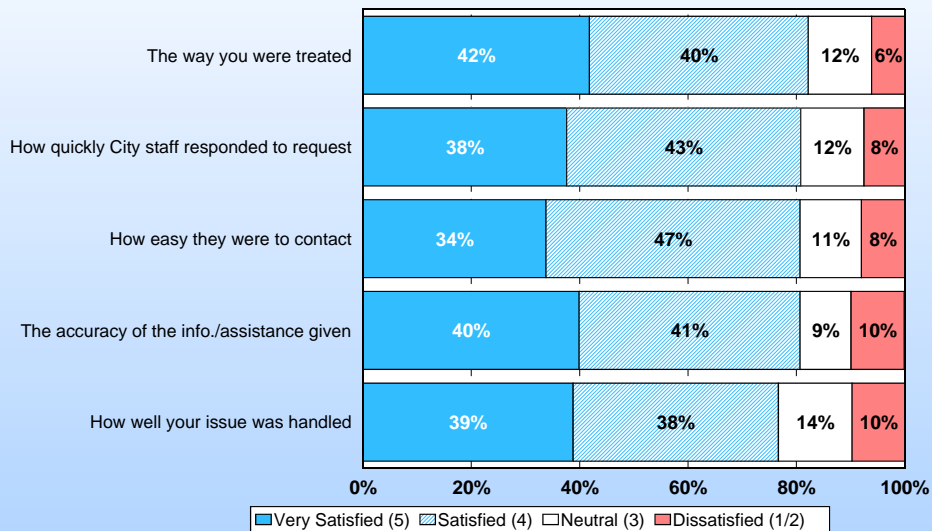
#### Q18a. If yes, how would you describe the service you received?



Source: ETC Institute (2012 Round Rock Community Survey)

### Q18b. Satisfaction with the Customer Service Received from City Employees

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

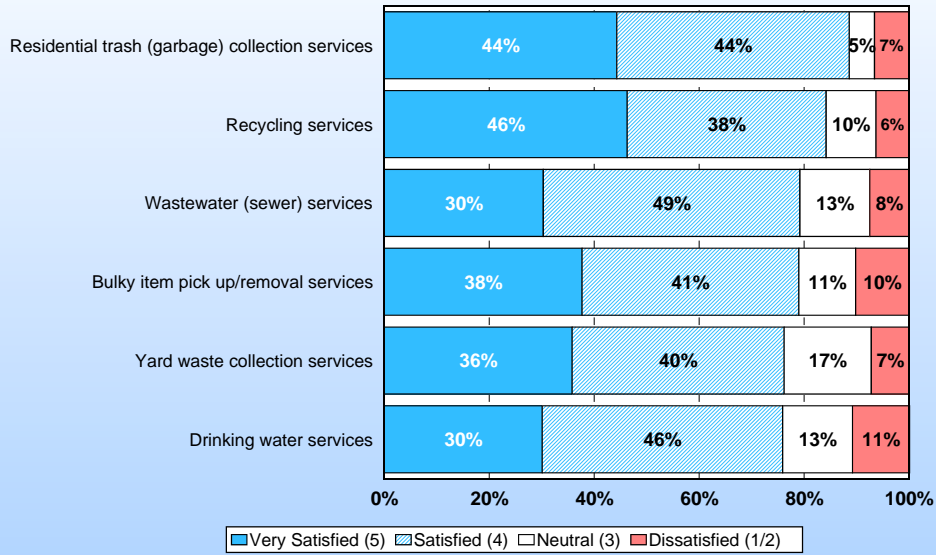


Source: ETC Institute (2012 Round Rock Community Survey)



### Q19. Satisfaction with Solid Waste/Utility Services

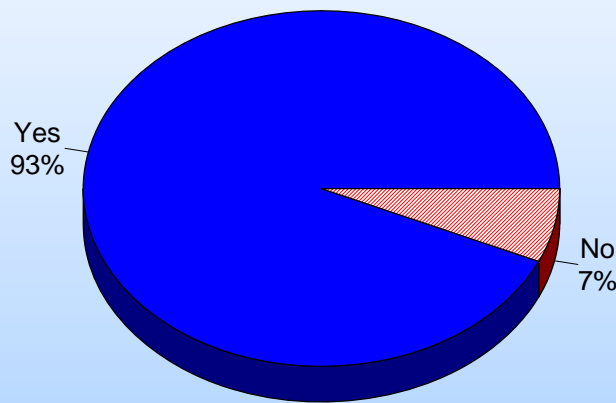
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 Round Rock Community Survey)

### Q20. Prior to receiving this survey, were you aware of the City's current water restrictions?

by percentage of respondents

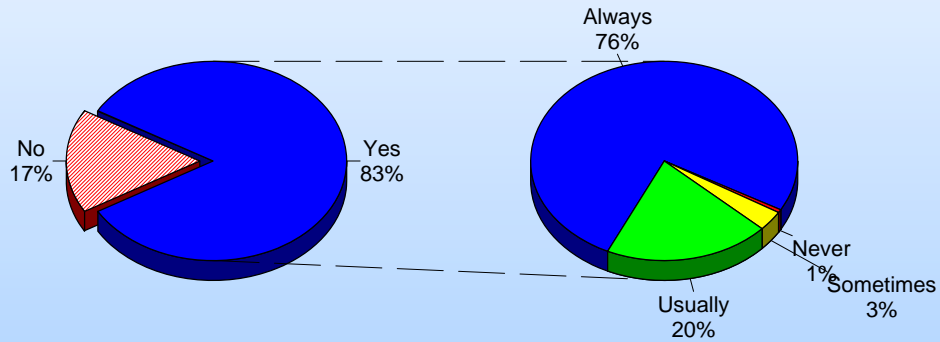


Source: ETC Institute (2012 Round Rock Community Survey)

Q21. Do you know when your household's designed watering days are?

by percentage of respondents

Q21a. Which of the following best describes how often you have been following the watering schedule for your household?

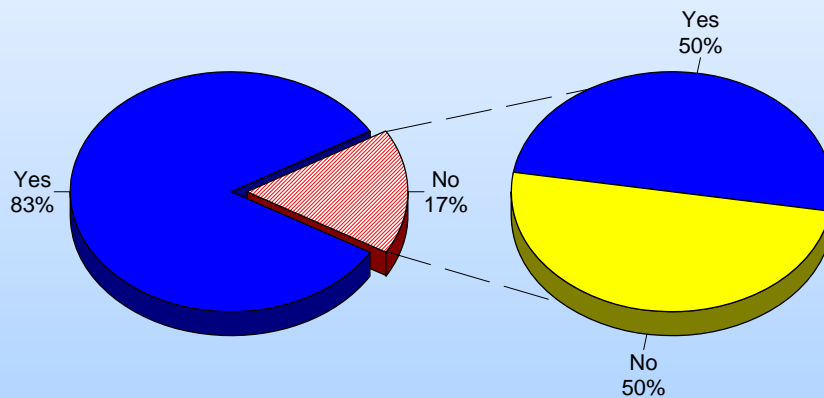


Source: ETC Institute (2012 Round Rock Community Survey)

Q21. Do you know when your household's designed watering days are?

by percentage of respondents

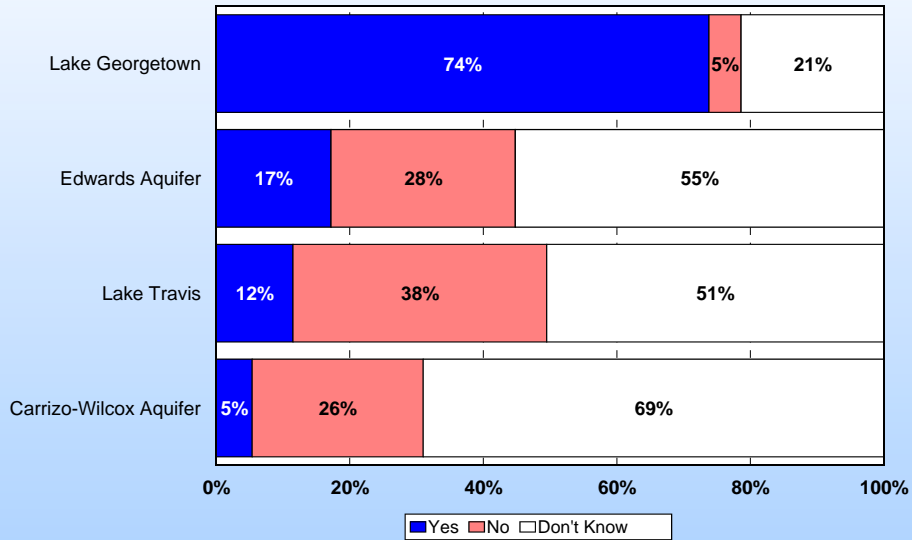
Q21b. Do you know how to get information about the watering schedule for your household?



Source: ETC Institute (2012 Round Rock Community Survey)

**Q22. To the best of your knowledge, are the following used as sources of water by the City of Round Rock?**

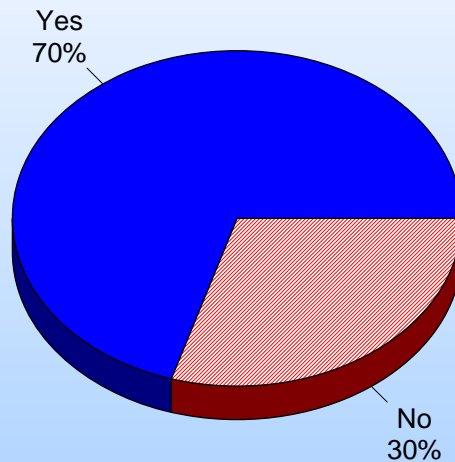
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 Round Rock Community Survey)

**Q23. Prior to receiving this survey, did you know that the City has a “tiered” rate structure to encourage water conservation this summer?**

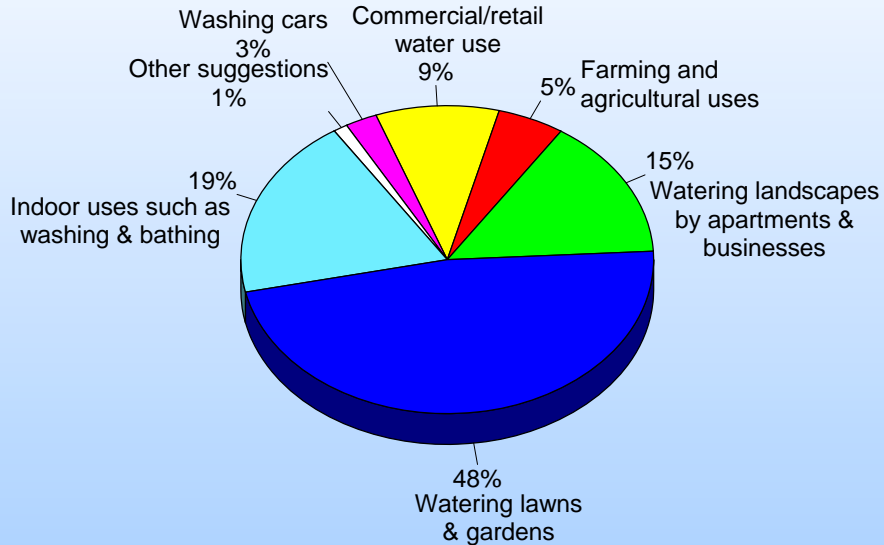
by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

### Q24. Which one of the following activities uses the most water in Round Rock?

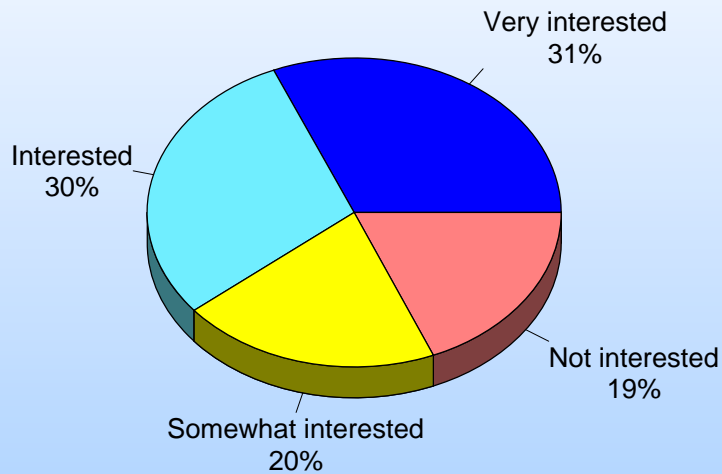
by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

### Q25. How interested would you be in learning more about “water wise landscaping”?

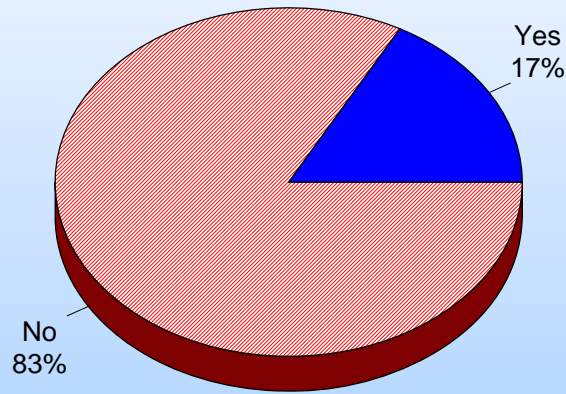
by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

### Q26. Are you familiar with the City's irrigation system audit program?

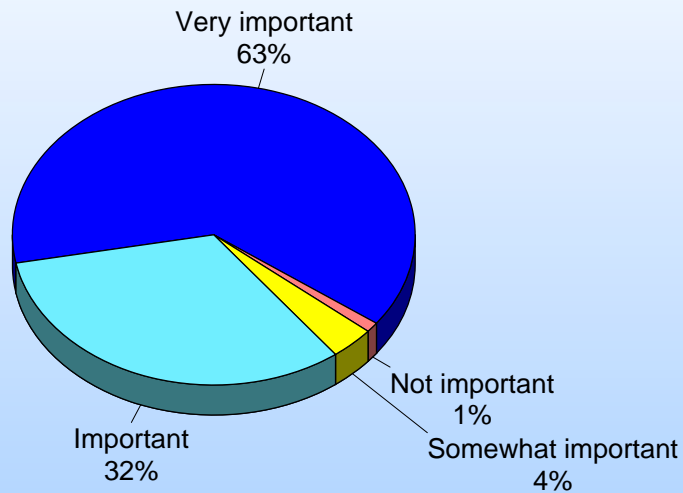
by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

### Q27. Overall, how important do you think it is for residents of Round Rock to conserve water?

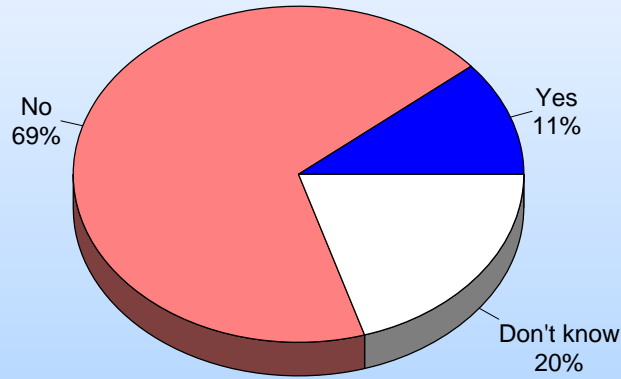
by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

**Q28. Do you think the City of Round Rock will be able to meet its water supply goals if residents do not participate in water conservation activities?**

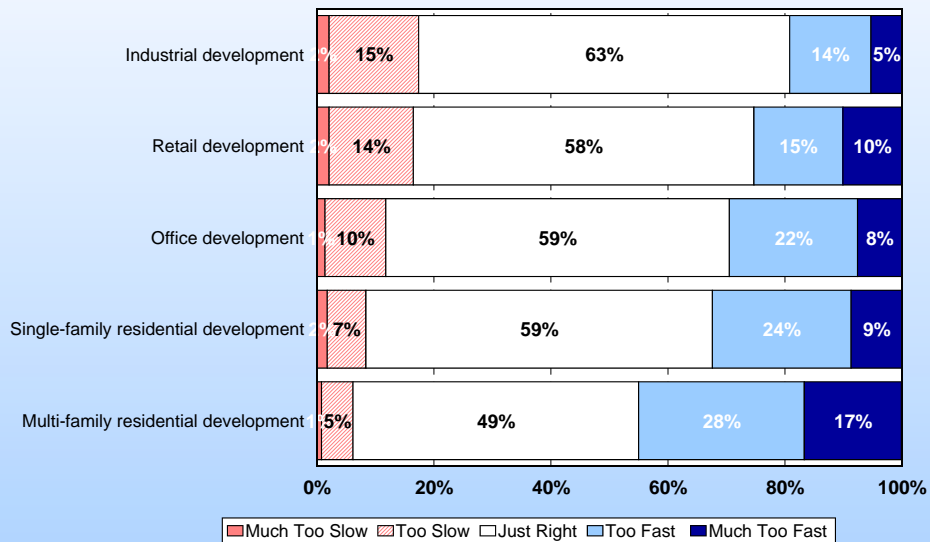
by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

**Q29. Ratings of the City's Current Pace of Land Development by Type**

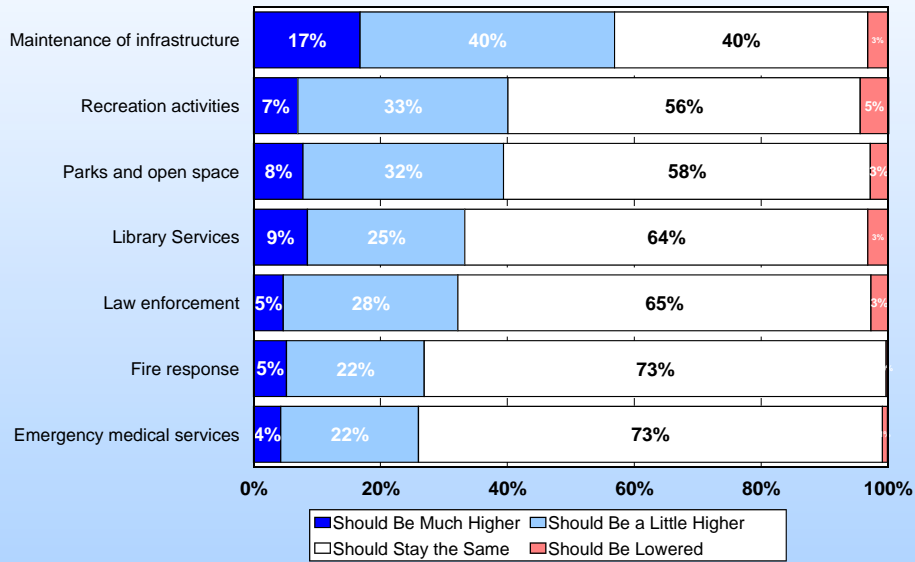
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 Round Rock Community Survey)

### Q30. How should the level of service provided by the City in the following areas change:

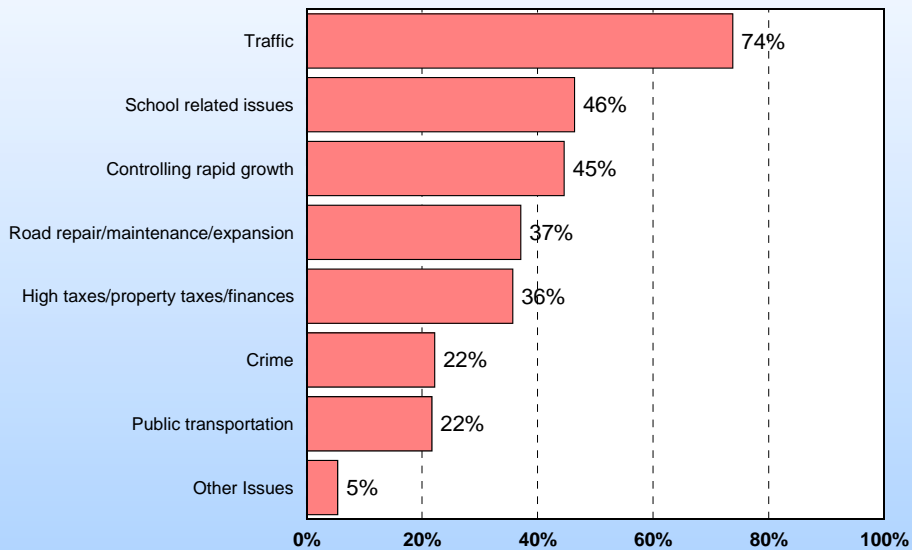
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 Round Rock Community Survey)

### Q31. Three Biggest Issues Facing Round Rock Over the Next Five Years

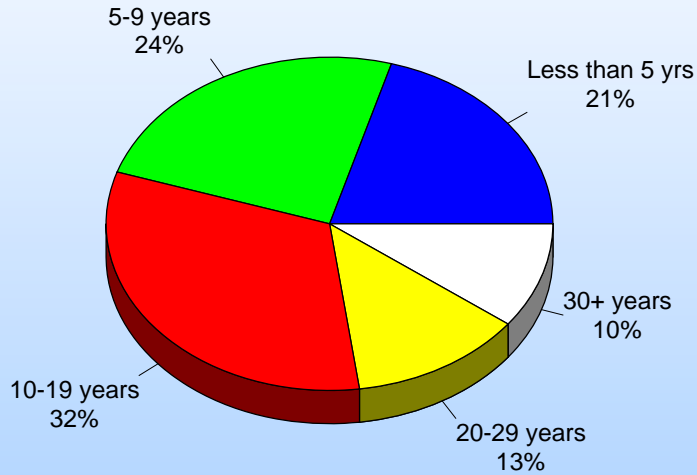
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2012 Round Rock Community Survey)

### Q32. Demographics: Number of Years Lived in Round Rock

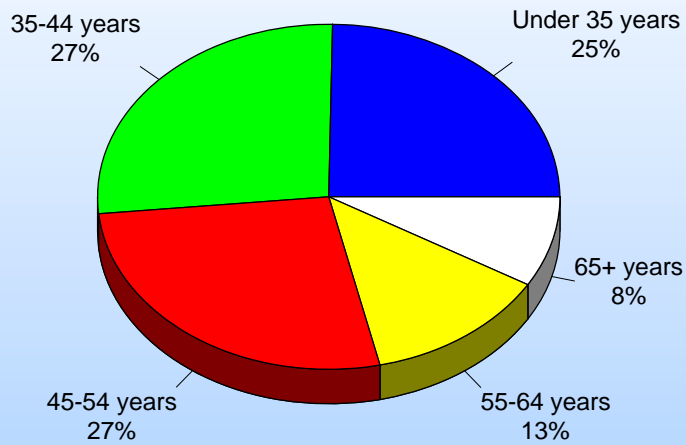
by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

### Q33. Demographics: Age of Respondents

by percentage of respondents

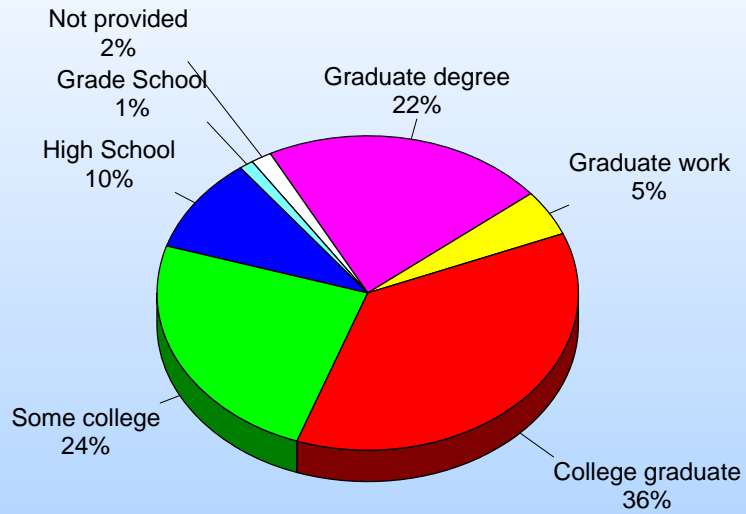


Source: ETC Institute (2012 Round Rock Community Survey)



### Q34. Demographics: Highest Level of Education Completed

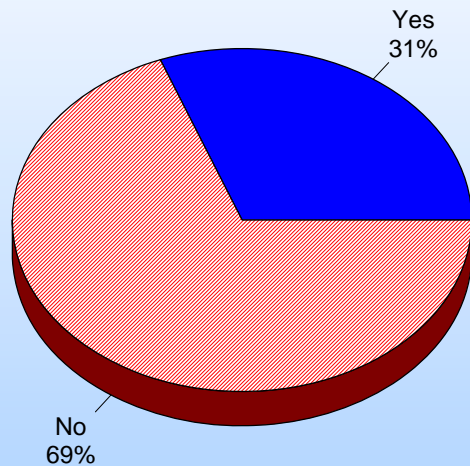
by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

### Q35. Demographics: Do you work in the City of Round Rock?

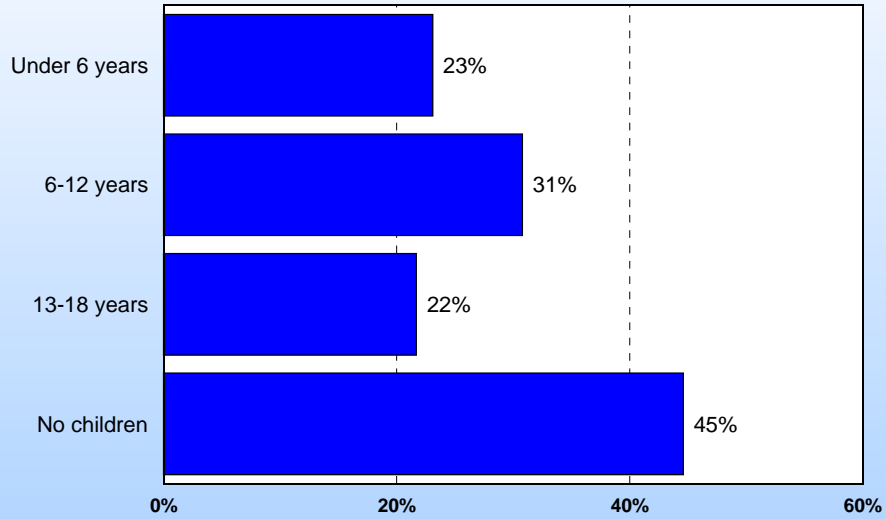
by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

### Q36. Demographics: Do you have children living at home in the following age ranges?

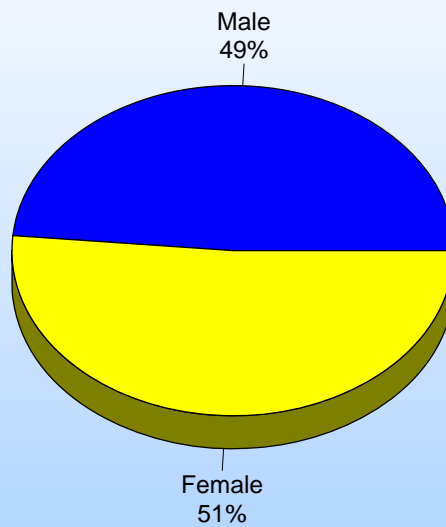
by percentage of respondents (multiple selections allowed)



Source: ETC Institute (2012 Round Rock Community Survey)

### Q37. Demographics: Gender

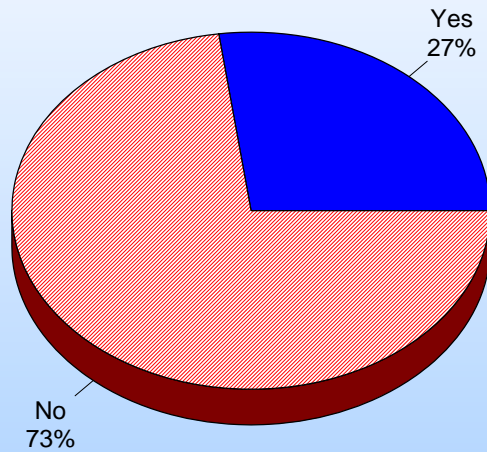
by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

### Q38. Demographics: Are you of Hispanic, Latino or other Spanish Heritage?

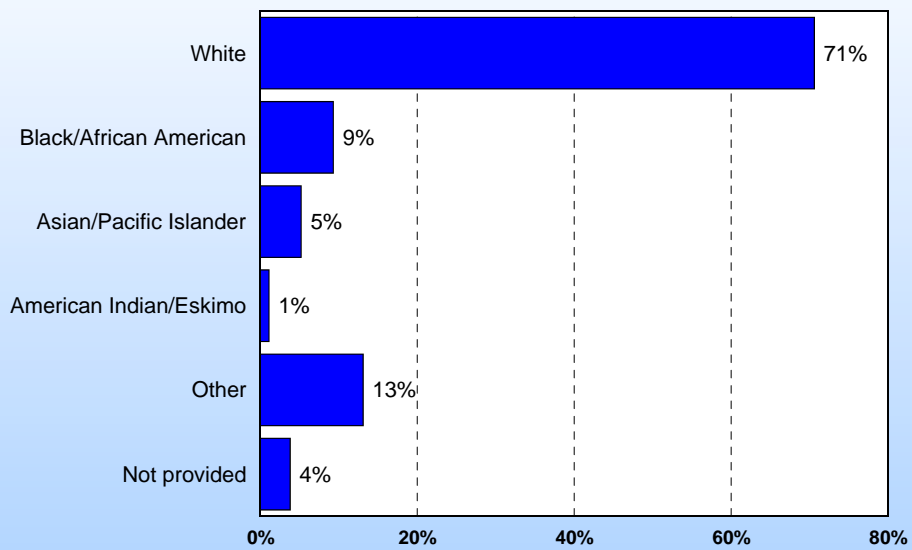
by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

### Q39. Demographics: Race/Ethnicity

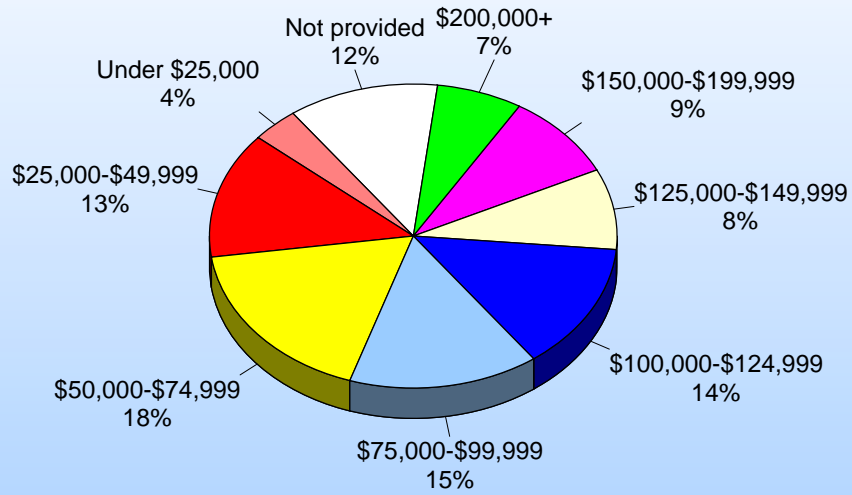
by percentage of respondents (multiple selections allowed)



Source: ETC Institute (2012 Round Rock Community Survey)

### Q40. Demographics: Total Annual Household Income

by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)

**Section 2:**  
**Trend Analysis**

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# DirectionFinder® Survey

## Analysis of Trends from 2008, 2010, and 2012

### 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 2008 and 2010 surveys compare to the results of the City's 2012 survey. Given the sample size of both surveys, changes of 4.5% or more were statistically significant.

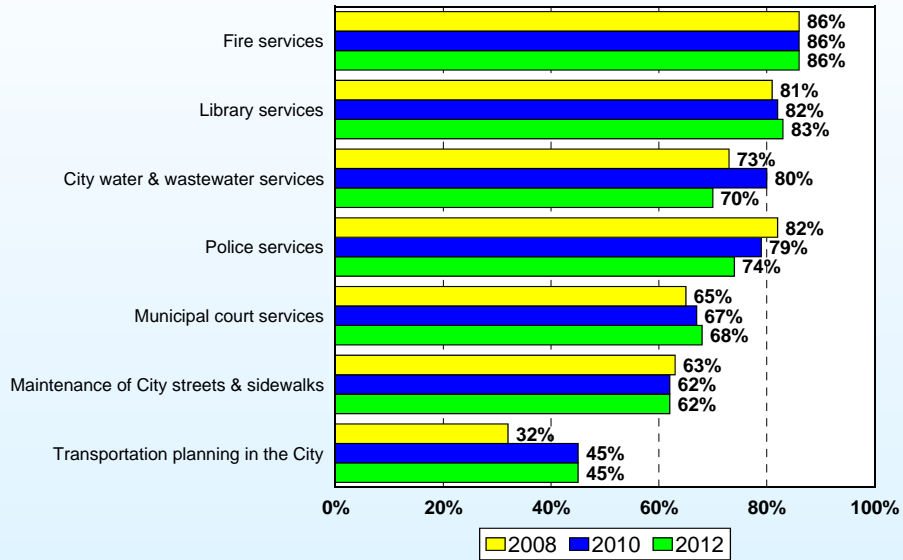
Some of the significant changes are described below.

### Significant Changes

- **Satisfaction with Major Categories of City Services.** Among the seven major categories of city services that were assessed in 2008, 2010, and 2012, there has been a significant improvement in one area since 2008:
  - Satisfaction with Transportation Planning in the City increased 13% from 32% in 2008 to 45% in 2012.
- **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 59% in 2012.
- **Perceptions of Public Safety.** The percentage of residents who feel safe in their neighborhood at night increased significantly from 81% in 2010 to 87% in 2012.
- **Perceptions of Solid Waste/Utility Services.** The percentage of residents who are “very satisfied” or “satisfied” with recycling services increased significantly from 47% in 2010 to 84% in 2012.
- **Perceptions of Customer Service Provided by the City.** There was a significant increase (+19%) in the percentage of residents who rated the service they received from the City as “excellent” (42% in 2012 versus 23% in 2008). Overall, 78% of those surveyed in 2012 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, 2010, 2012

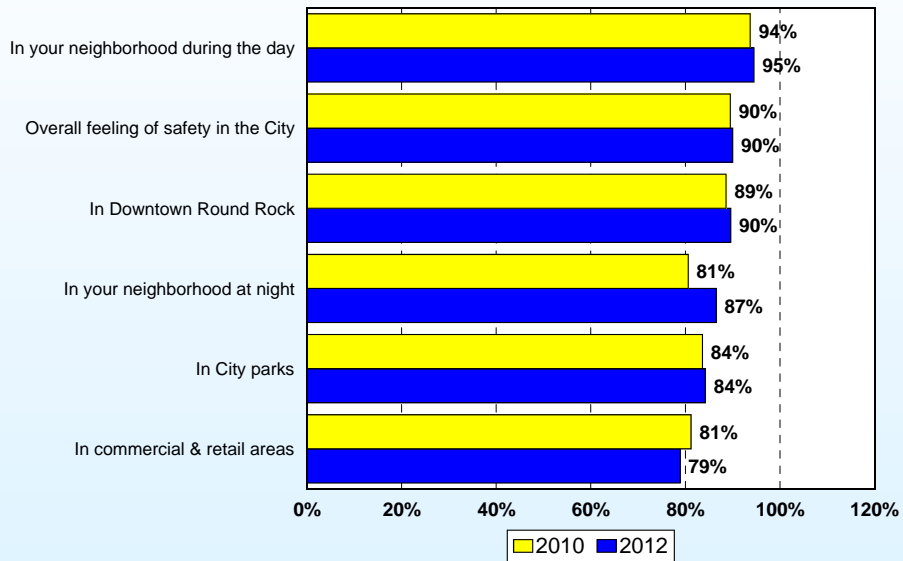
by percentage of respondents (excluding don't know)



Source: ETC Institute (2012 Round Rock Community Survey)

### Positive Ratings for Public Safety Trends - 2010 vs 2012

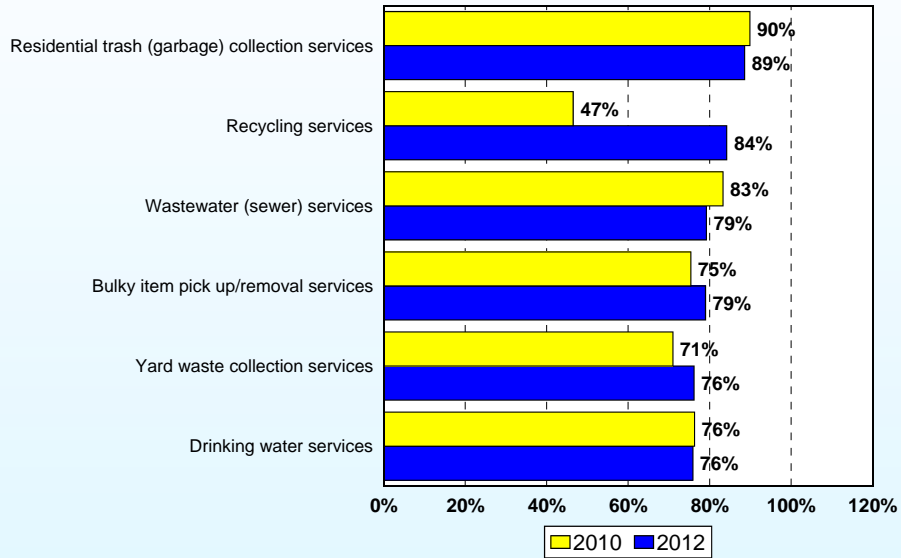
by percentage of respondents (excluding don't know)



Source: ETC Institute (2012 Round Rock Community Survey)

### Positive Ratings for Solid Waste/Utility Services **Trends - 2010 vs 2012**

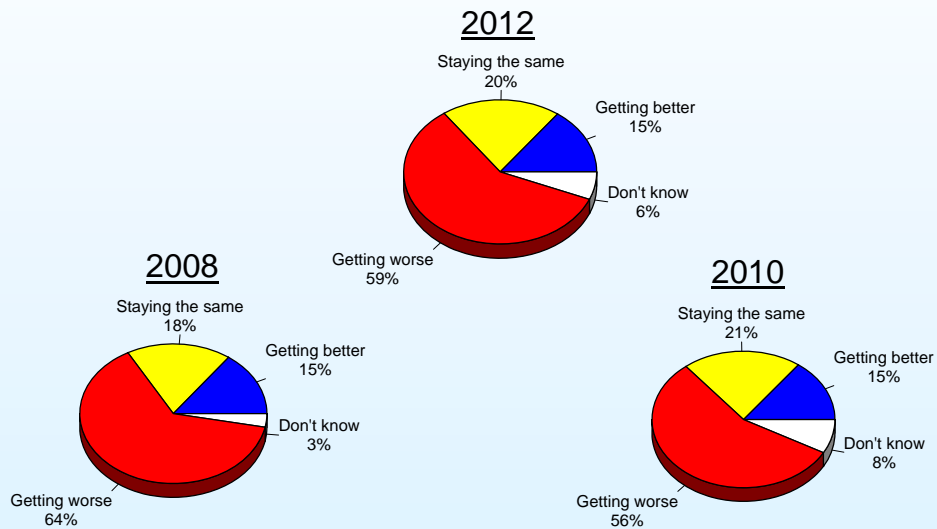
by percentage of respondents (excluding don't know)



Source: ETC Institute (2012 Round Rock Community Survey)

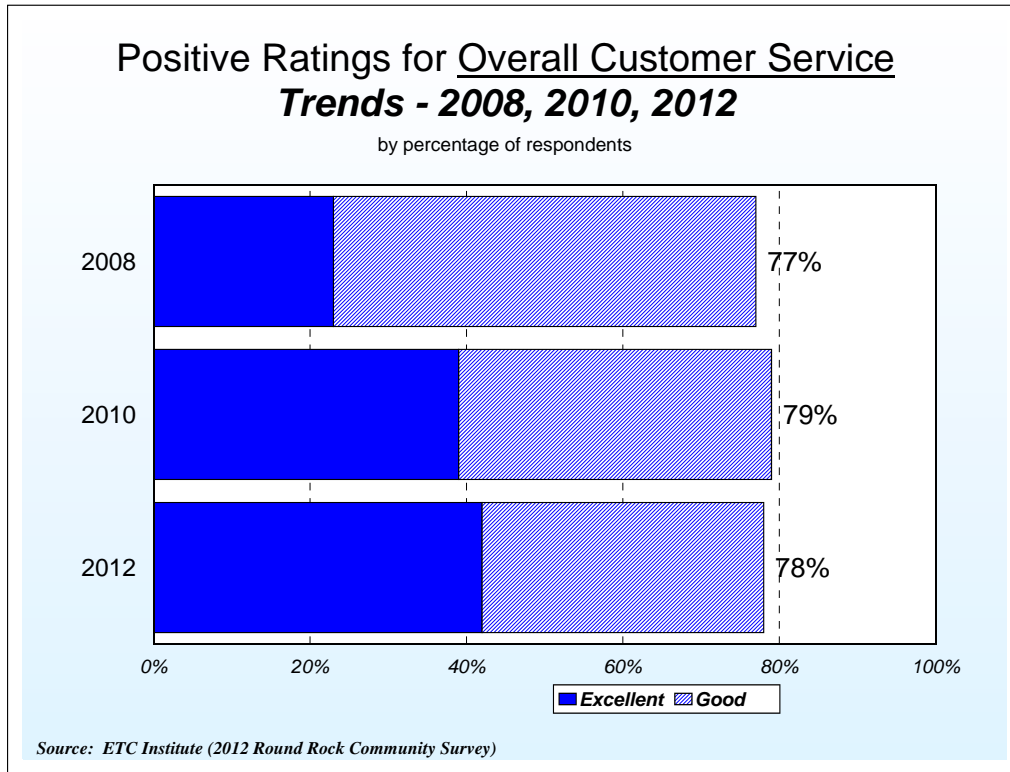
### How Residents Feel Traffic Flow in the City is Changing Compared to Two Years Ago **Trends - 2008, 2010, 2012**

by percentage of respondents



Source: ETC Institute (2012 Round Rock Community Survey)





**Section 3:**  
**Importance-Satisfaction**  
**Analysis**

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# 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. Eighteen percent (18%) ranked the overall quality of transportation planning in the City as the sixth 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, 18% was multiplied by 55% (1-0.45). This calculation yielded an I-S rating of 0.0990, 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
<b><u>High Priority (IS .10-.20)</u></b>						
Police services	64%	1	74%	6	0.1664	1
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Transportation planning in the City	18%	6	45%	14	0.0990	2
Maintenance of city streets and sidewalks	25%	5	61%	13	0.0975	3
Water and wastewater services	28%	4	70%	8	0.0840	4
Fire services	48%	2	86%	1	0.0672	5
Emergency medical services	33%	3	80%	4	0.0660	6
Trash, recycling, & yard waste collection services	16%	7	80%	3	0.0320	7
Enforcement of city codes and ordinances	8%	9	67%	10	0.0264	8
Parks and recreation programs	11%	8	77%	5	0.0253	9
City communication with the public	7%	11	64%	11	0.0252	10
Storm water runoff & flood prevention	5%	12	71%	7	0.0145	11
Library services	8%	10	83%	2	0.0136	12
Customer service provided by City employees	3%	13	62%	12	0.0114	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
<b><u>High Priority (IS .10-.20)</u></b>						
Youth recreation programs	31%	2	61%	5	0.1209	1
Hike and bike trails in the City	29%	3	59%	6	0.1189	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Appearance & maintenance of City parks	46%	1	84%	1	0.0736	3
City swimming pools	14%	7	53%	9	0.0658	4
City recreation centers	17%	5	63%	4	0.0629	5
Quality of outdoor athletic facilities	17%	6	68%	3	0.0544	6
Number of City parks	19%	4	72%	2	0.0532	7
Adult recreation programs	9%	8	55%	8	0.0405	8
Forest Creek Golf Course	3%	9	59%	7	0.0123	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
<b><i>High Priority (IS .10-.20)</i></b>						
Maintenance of major City streets	58%	1	67%	3	0.1914	1
Timing of traffic signals in the City	27%	2	45%	8	0.1485	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Adequacy of City street lighting	22%	4	60%	6	0.0880	3
Availability of bike lanes	13%	6	35%	9	0.0845	4
Maintenance of neighborhood streets	25%	3	68%	2	0.0800	5
Cleanliness of streets and other public areas	20%	5	74%	1	0.0520	6
Condition of sidewalks in the City	8%	8	60%	5	0.0320	7
Mowing/trimming of streets & other public areas	8%	7	61%	4	0.0312	8
Cleanliness of creeks and open channels	7%	9	57%	7	0.0301	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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Enforcing cleanup of debris on private property	45%	1	50%	2	0.2250	1
Enforcing the mowing of grass on private property	23%	2	43%	3	0.1311	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcing sign regulations	18%	3	52%	1	0.0864	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.

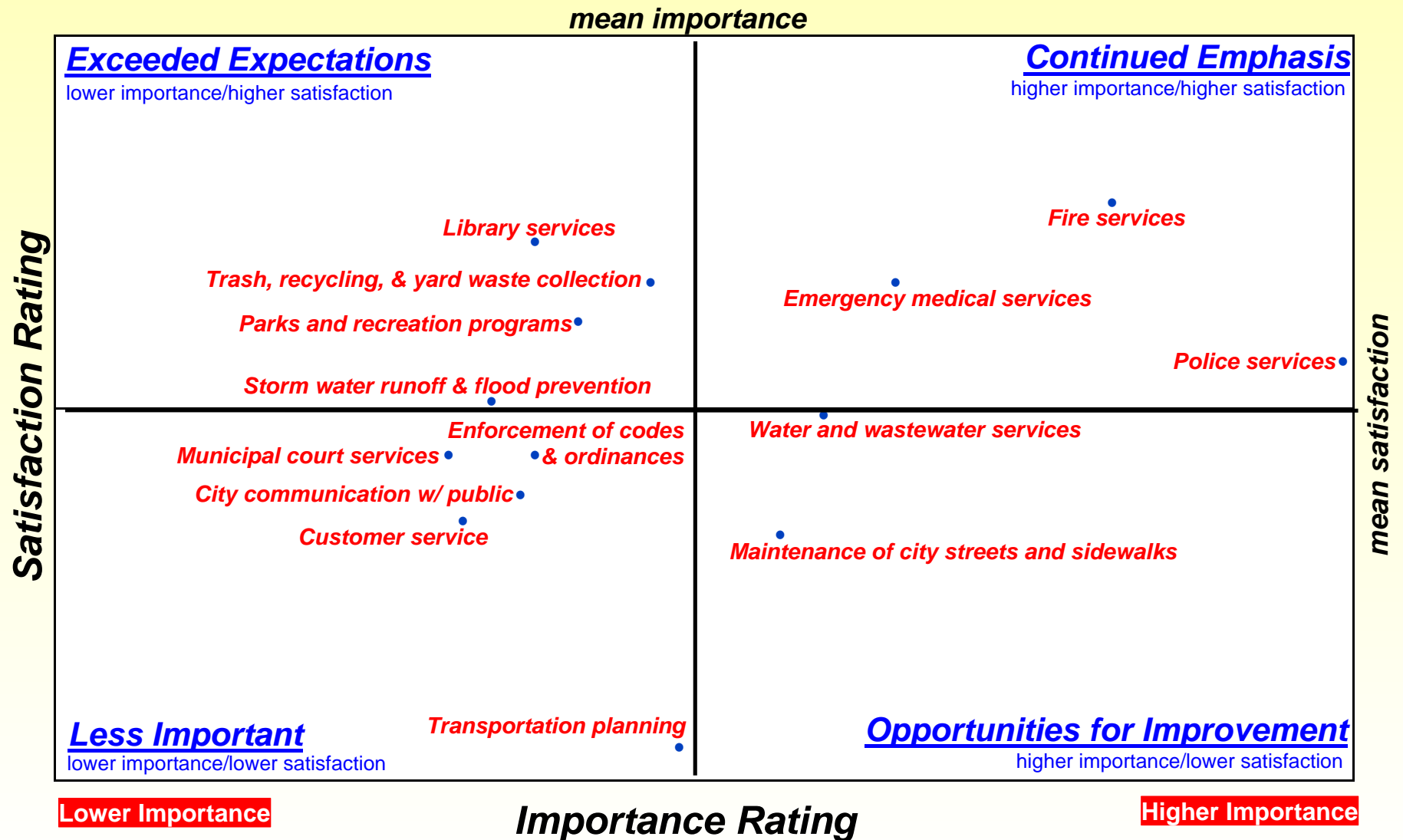
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.

# 2012 Round Rock Community Survey Importance-Satisfaction Assessment Matrix

## -Overall City Services-

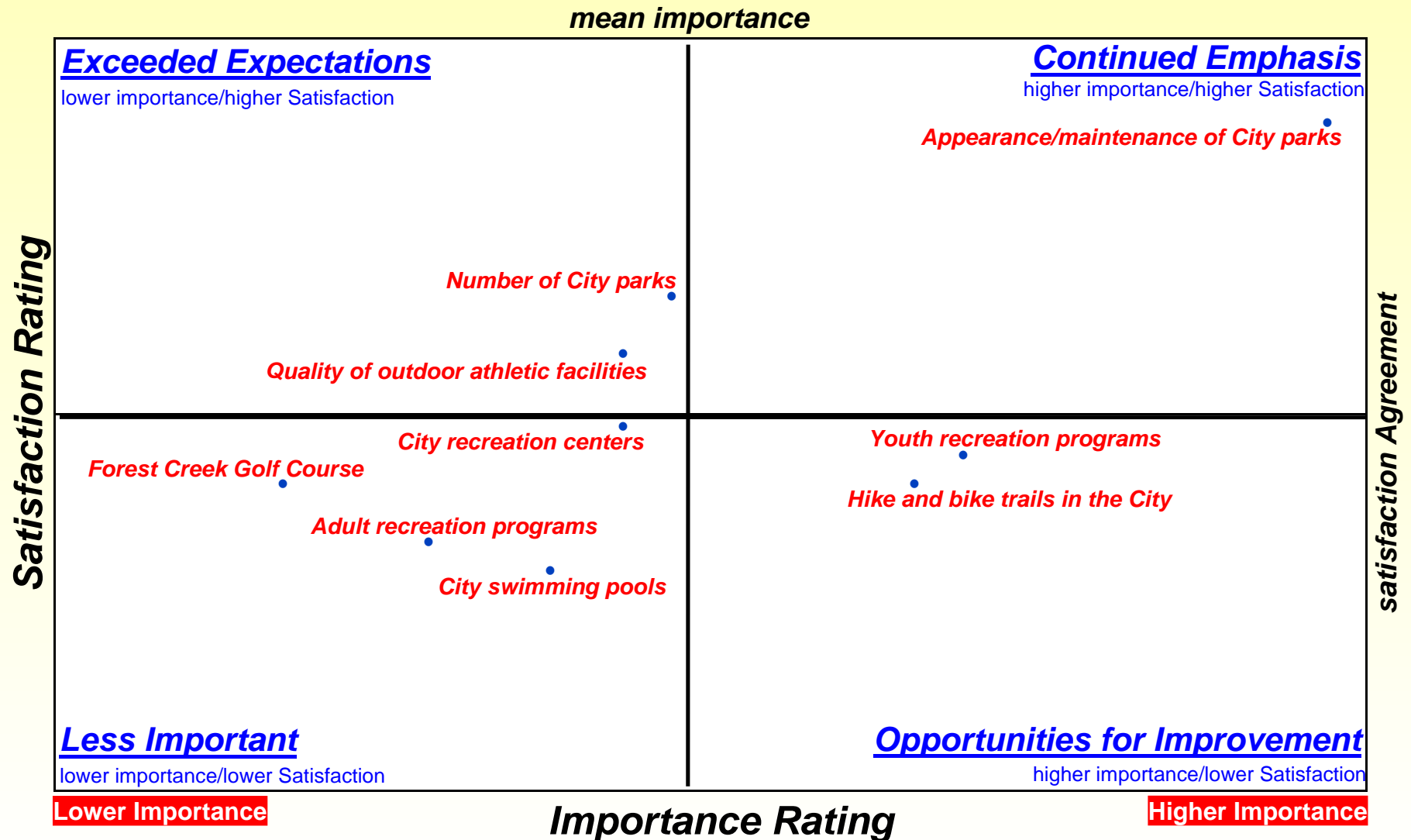
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



# 2012 Round Rock Community Survey Importance-Satisfaction Assessment Matrix

## -Parks and Recreation-

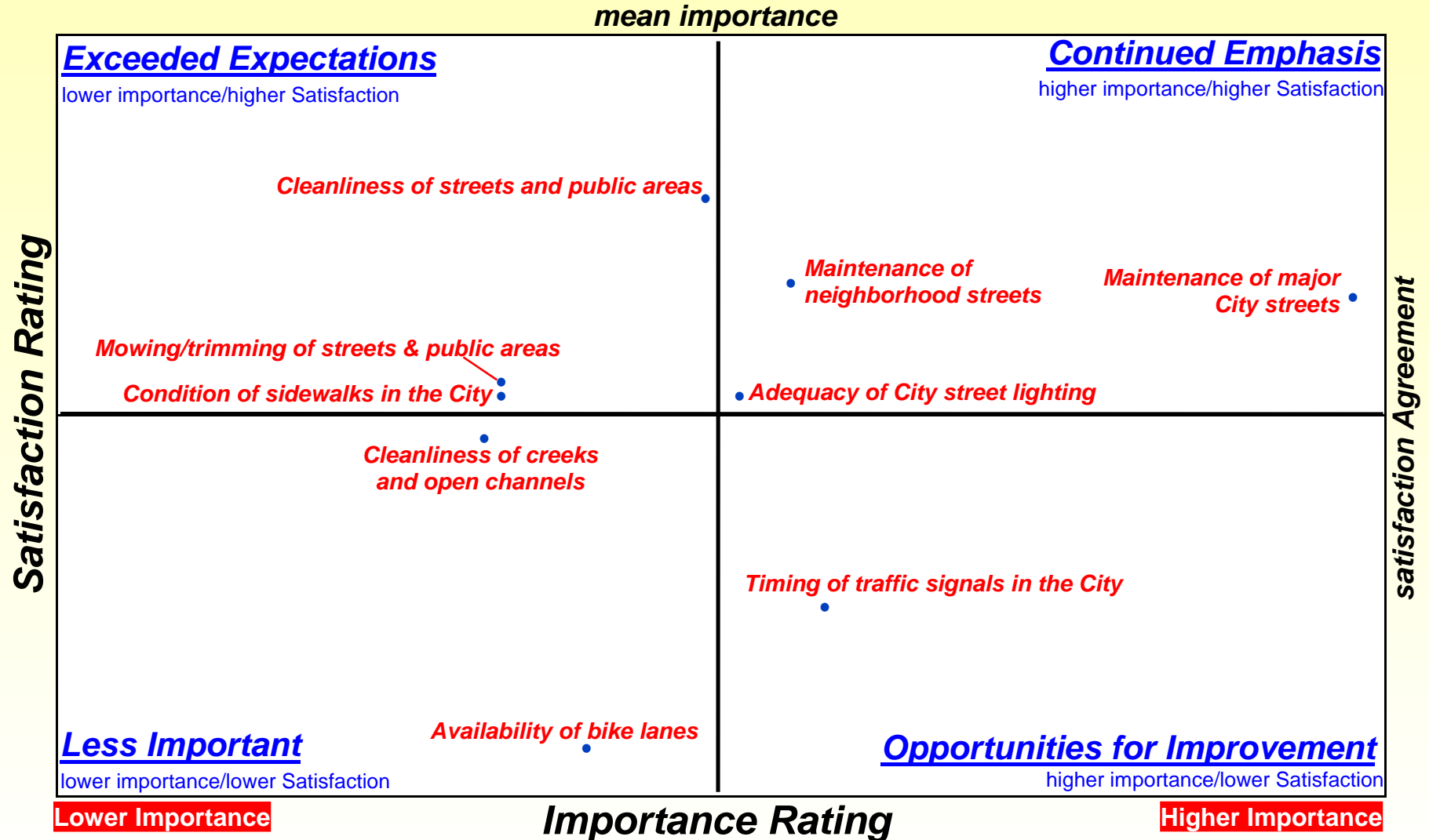
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



# 2012 Round Rock Community Survey Importance-Satisfaction Assessment Matrix

## -Public Works-

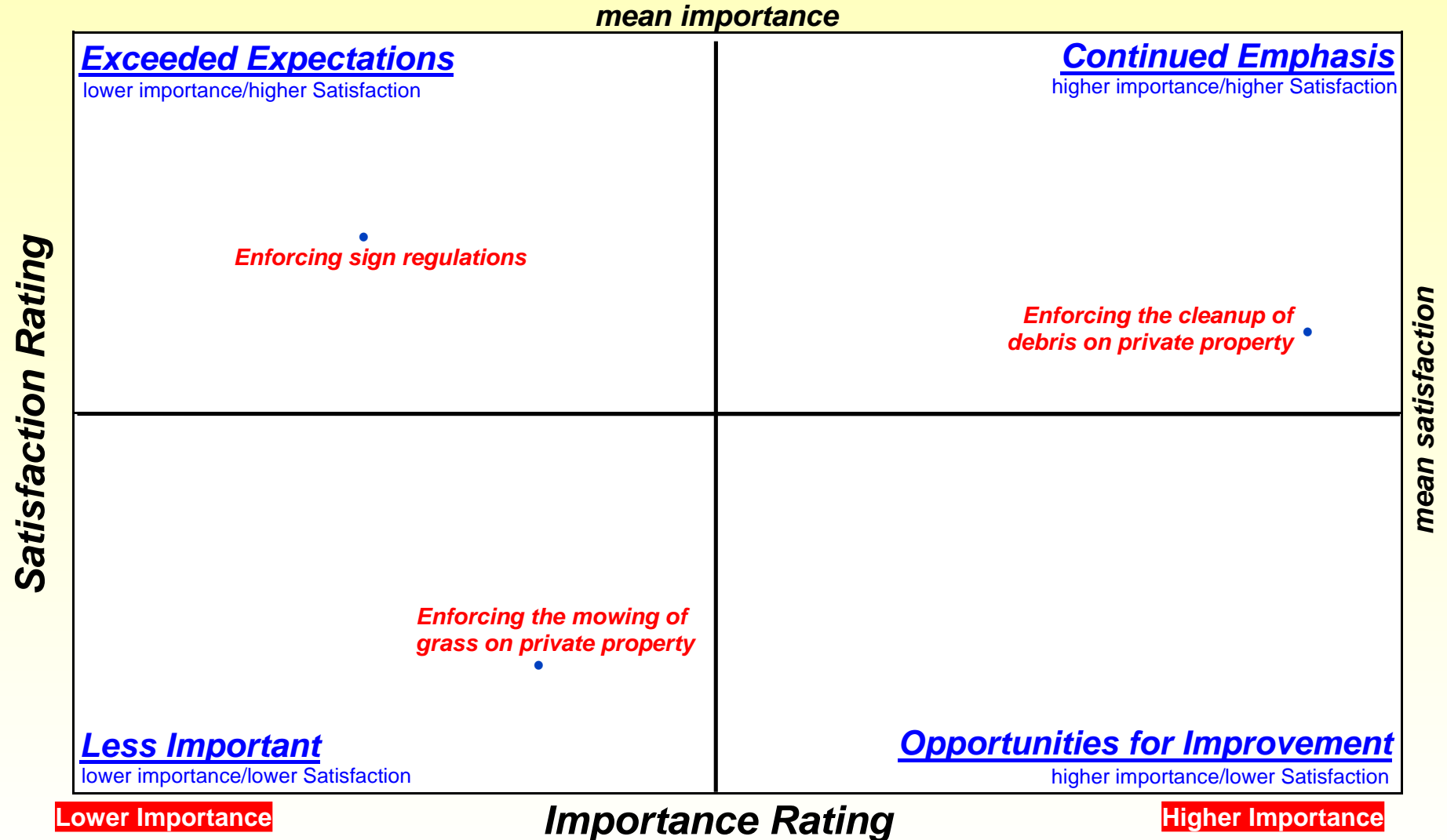
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



# 2012 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**

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# DirectionFinder® Survey

## Year 2012 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 March and April 2012 to a random sample of more than 4,000 residents in the continental United States. The second source is a regional survey administered to a random sample of 448 residents in the southwestern region of the United States during March and April 2012. The southwestern region of the United States includes the states of Texas, Arizona and New Mexico.

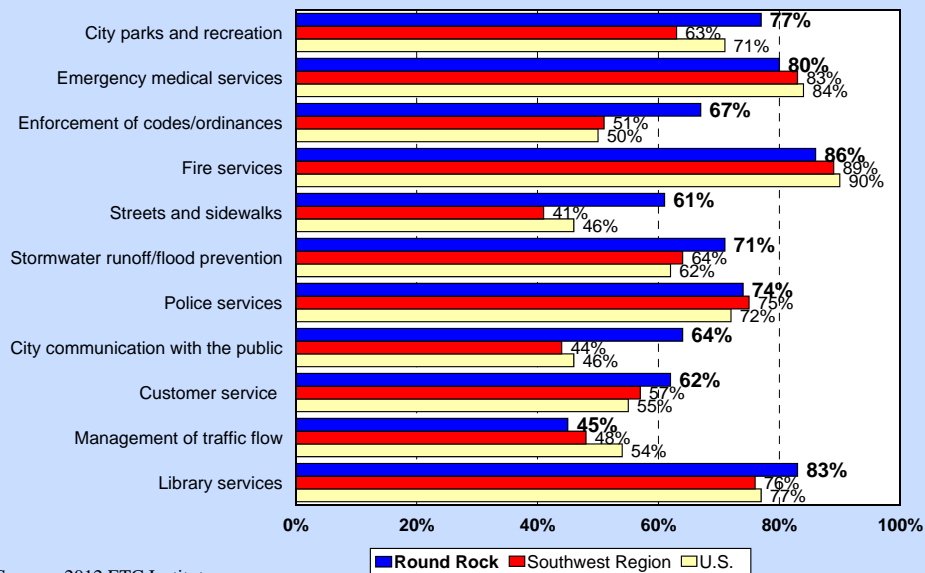
The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 4,000 residents; the “Southwest Region” shown in the charts reflects the results of the regional survey of 448 residents in Texas, Arizona and New Mexico.

# National Benchmarks

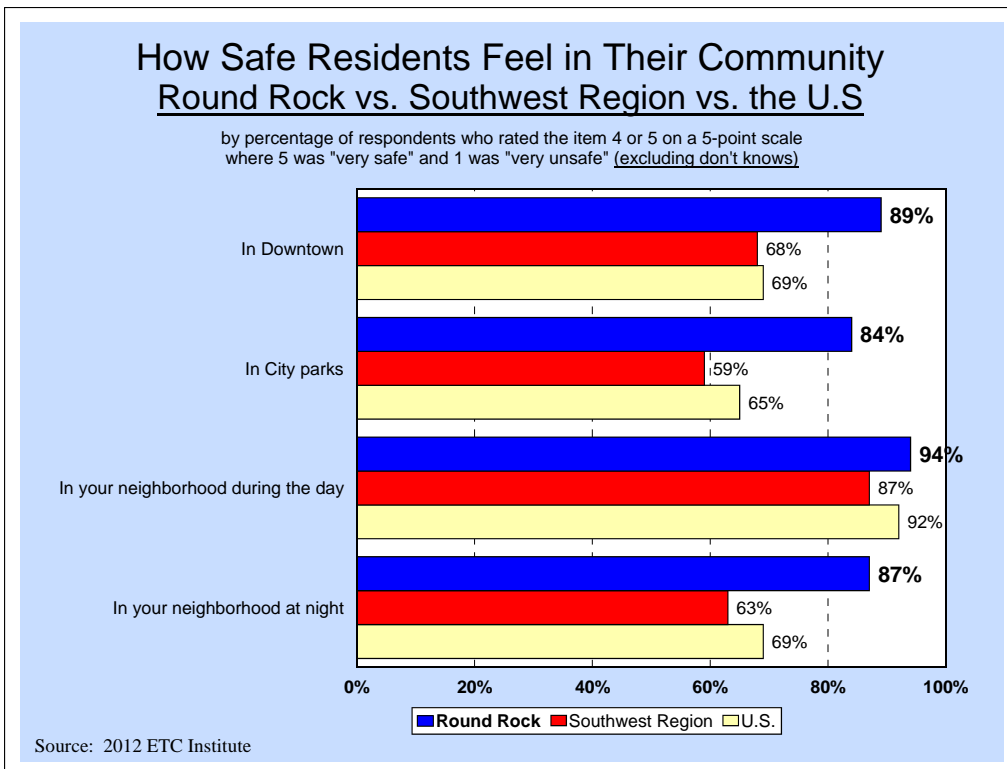
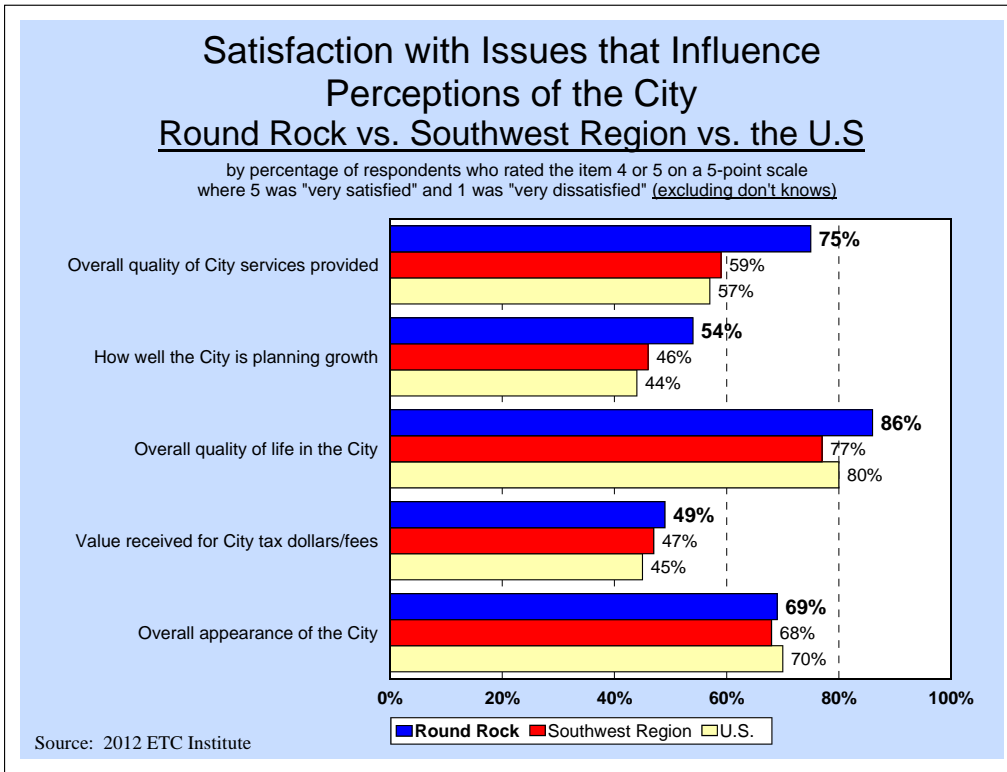
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Round Rock, TX is not authorized without written consent from ETC Institute.**

## 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)

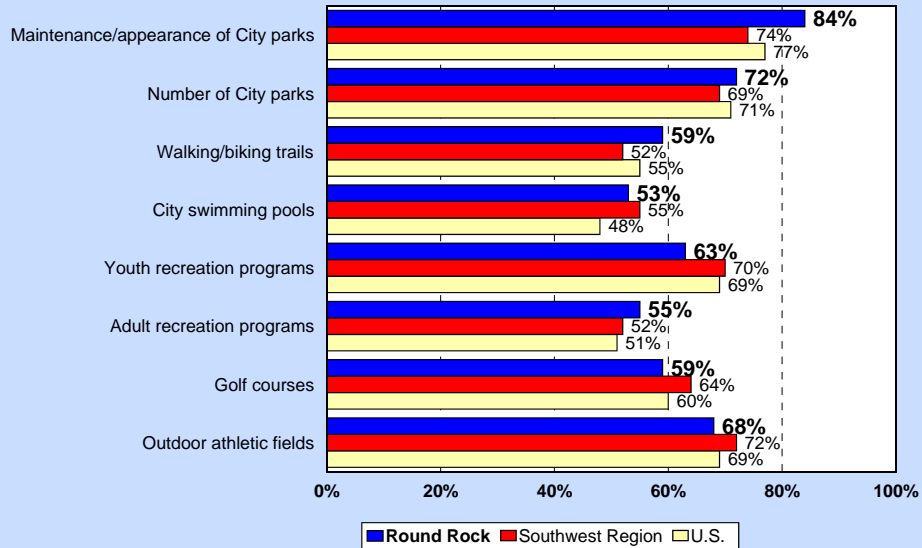






### Overall Satisfaction with Parks and Recreation Round Rock vs. Southwest Region vs. the U.S

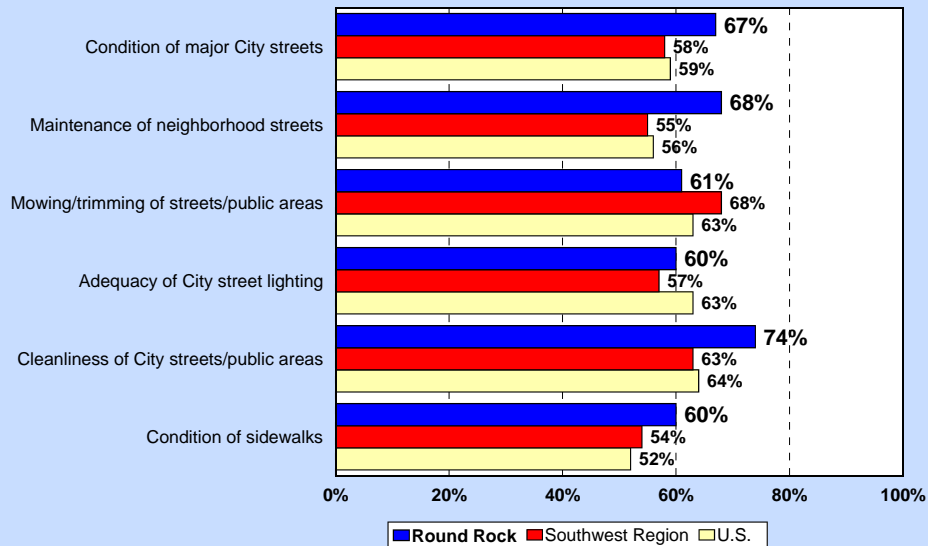
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

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

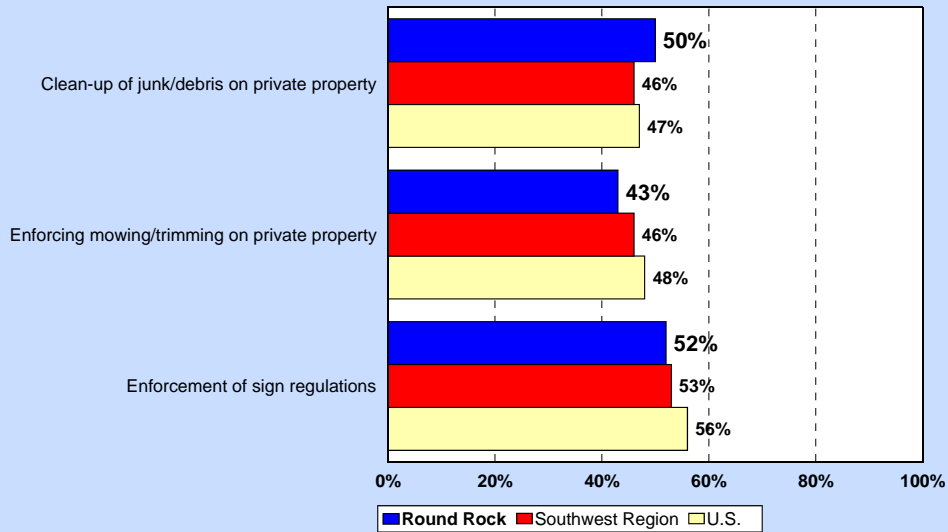
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

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

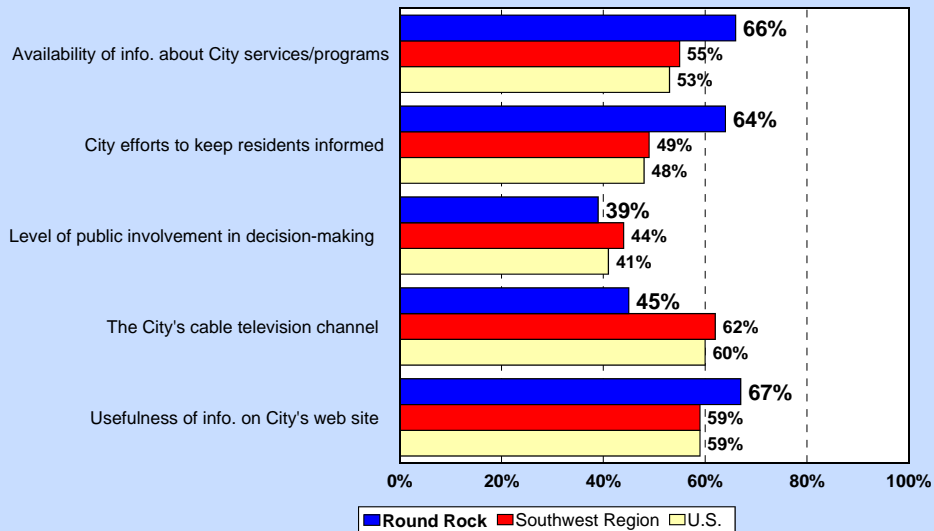
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

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

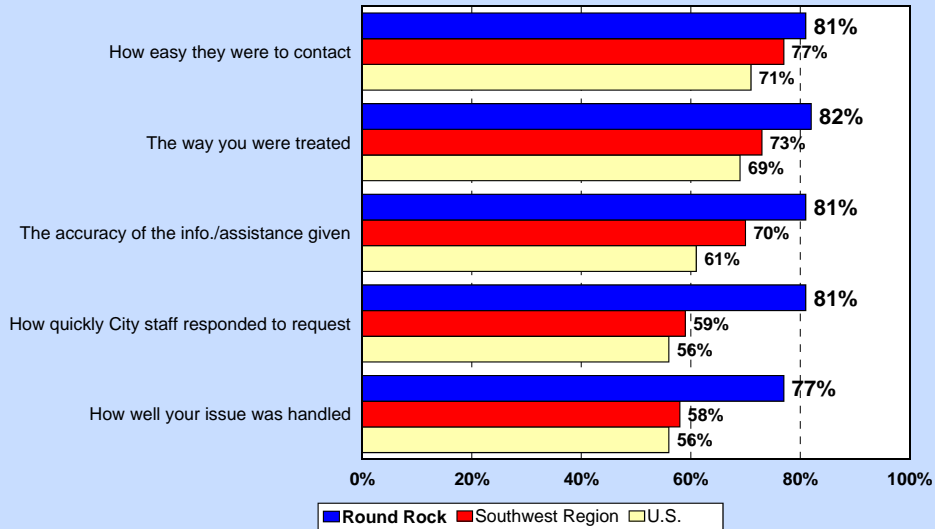
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

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

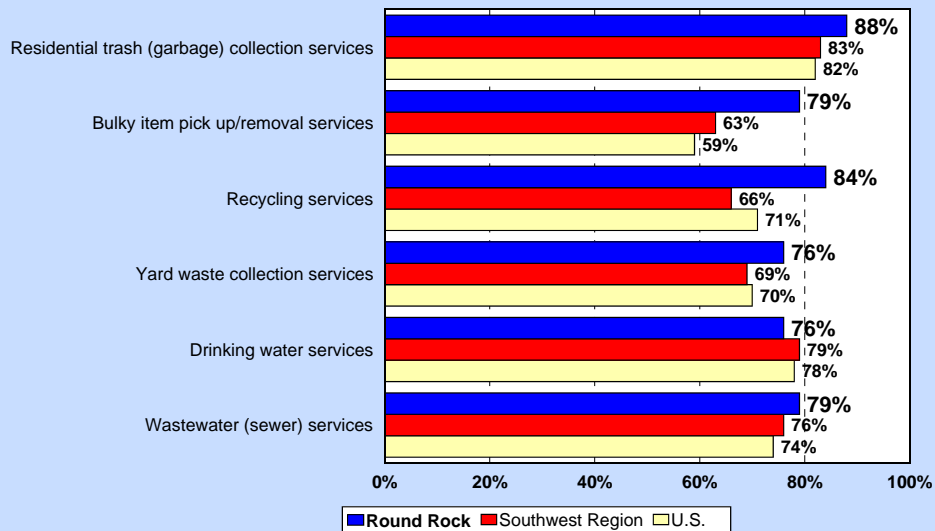
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

### Overall Satisfaction with Solid Waste/Utility Services Round Rock vs. Southwest Region vs. the U.S

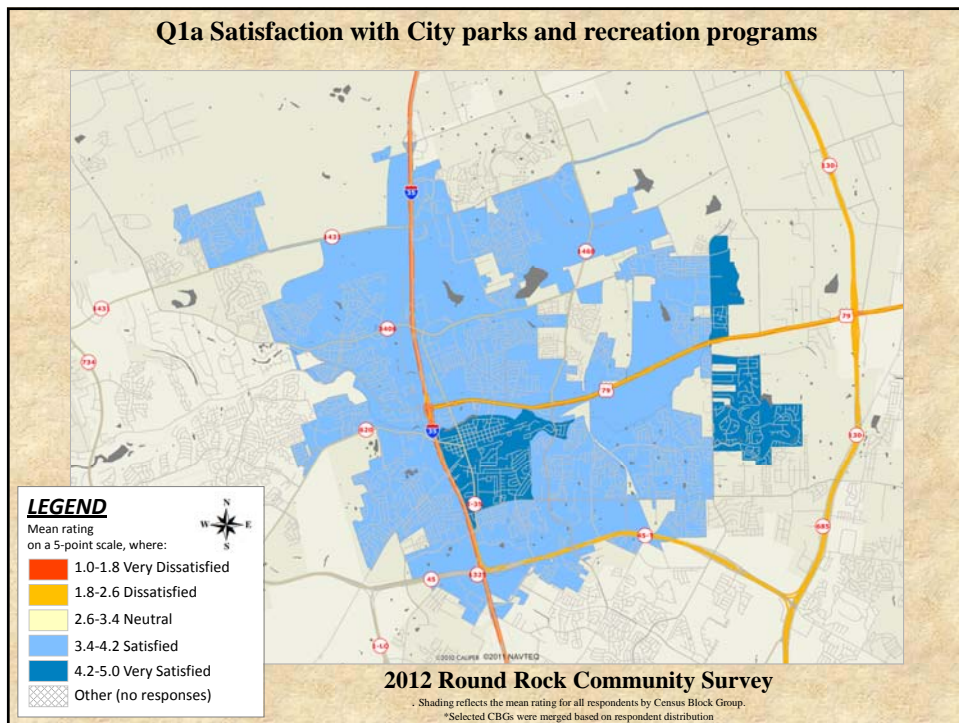
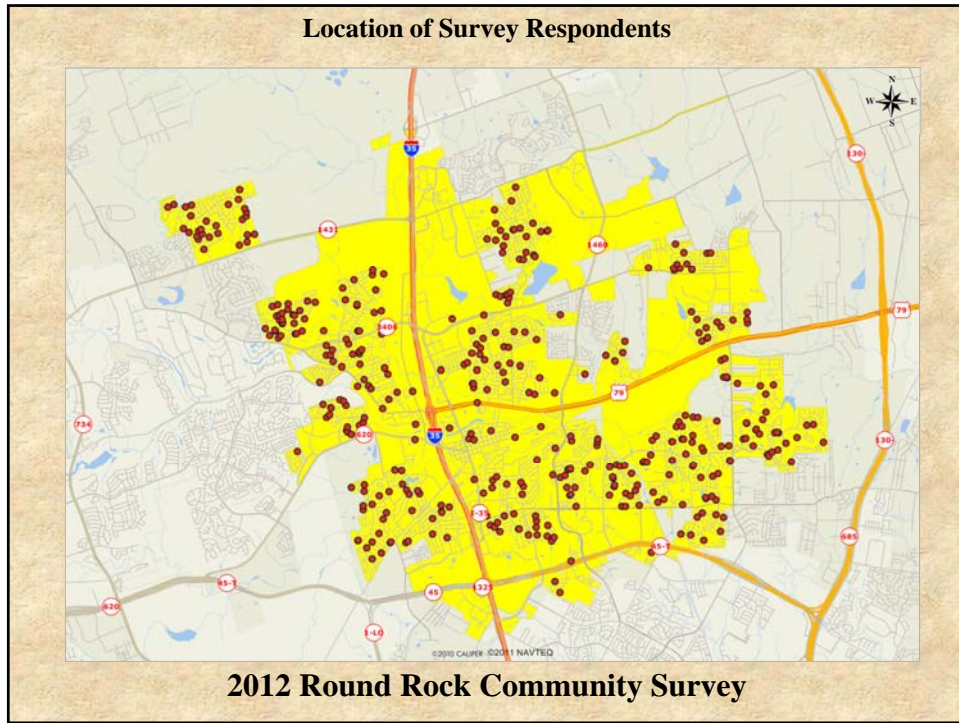
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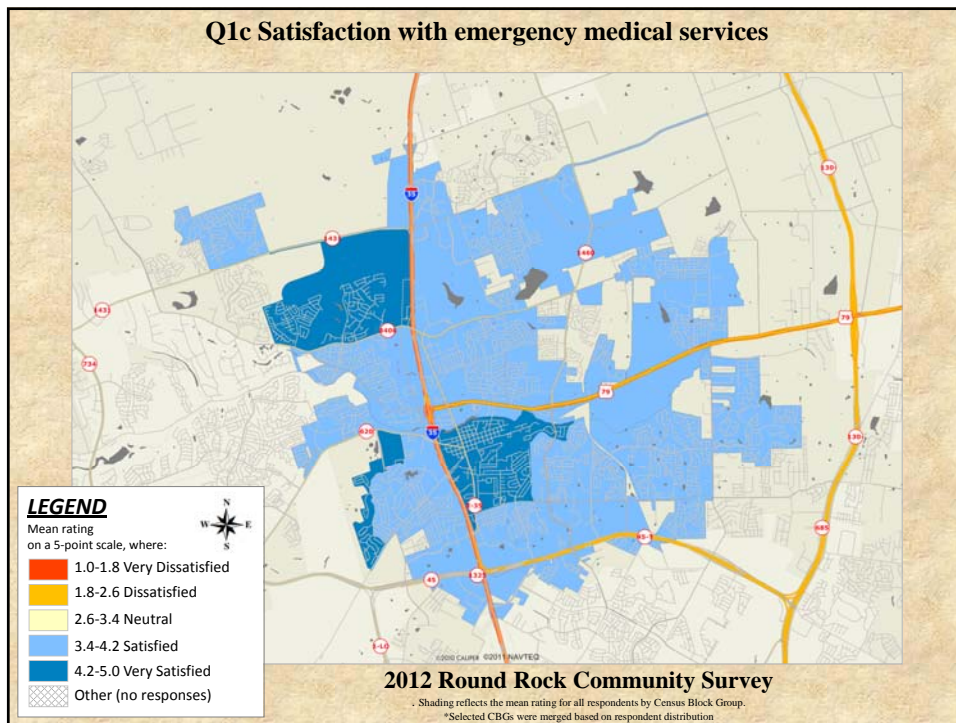
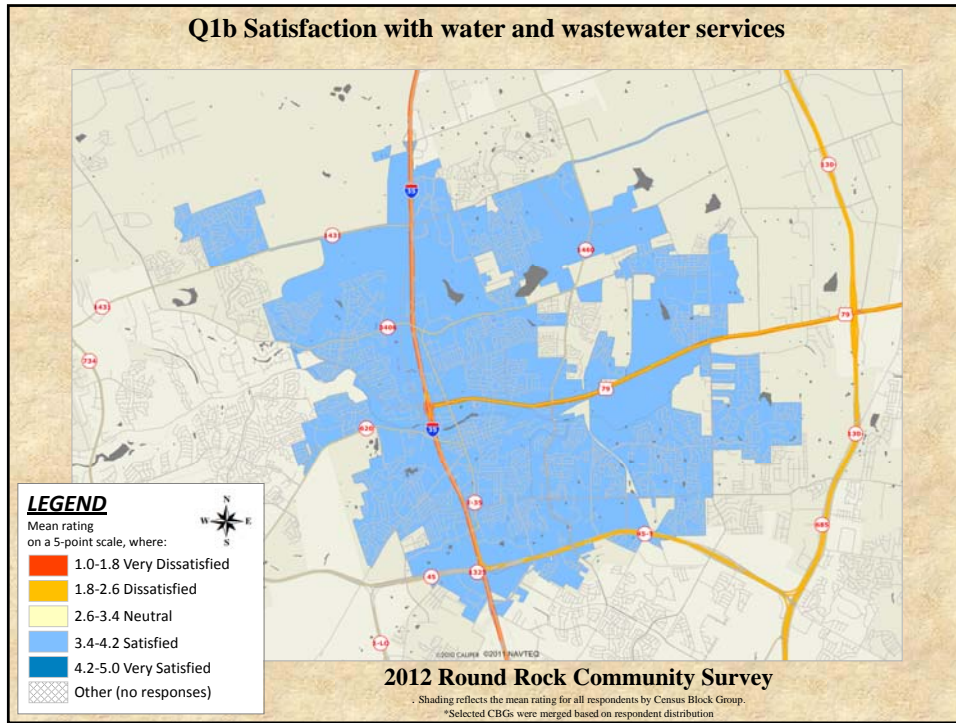


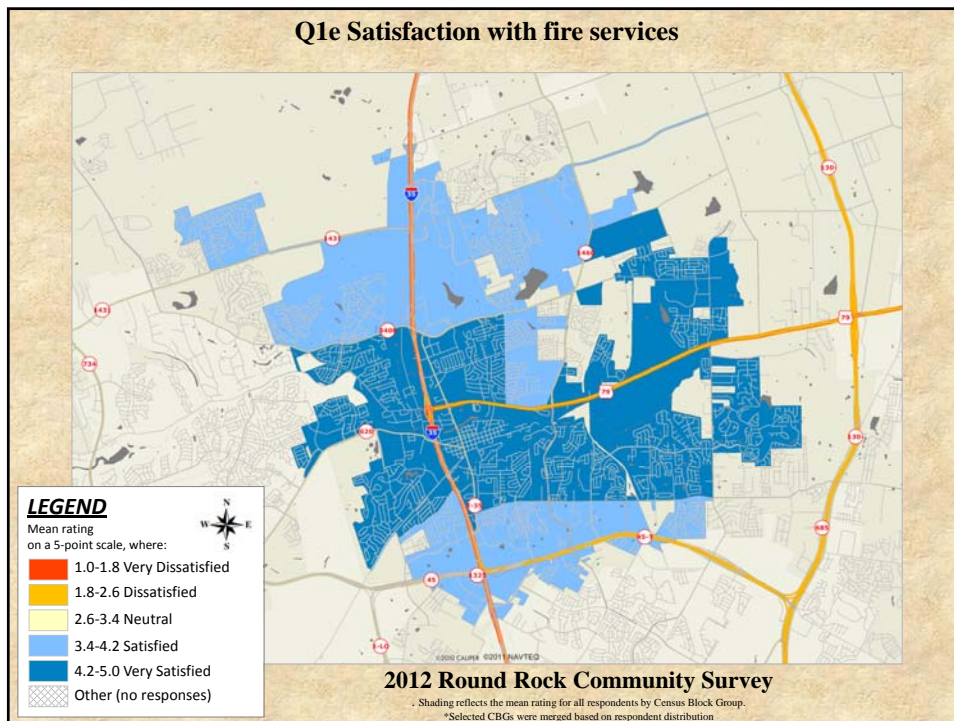
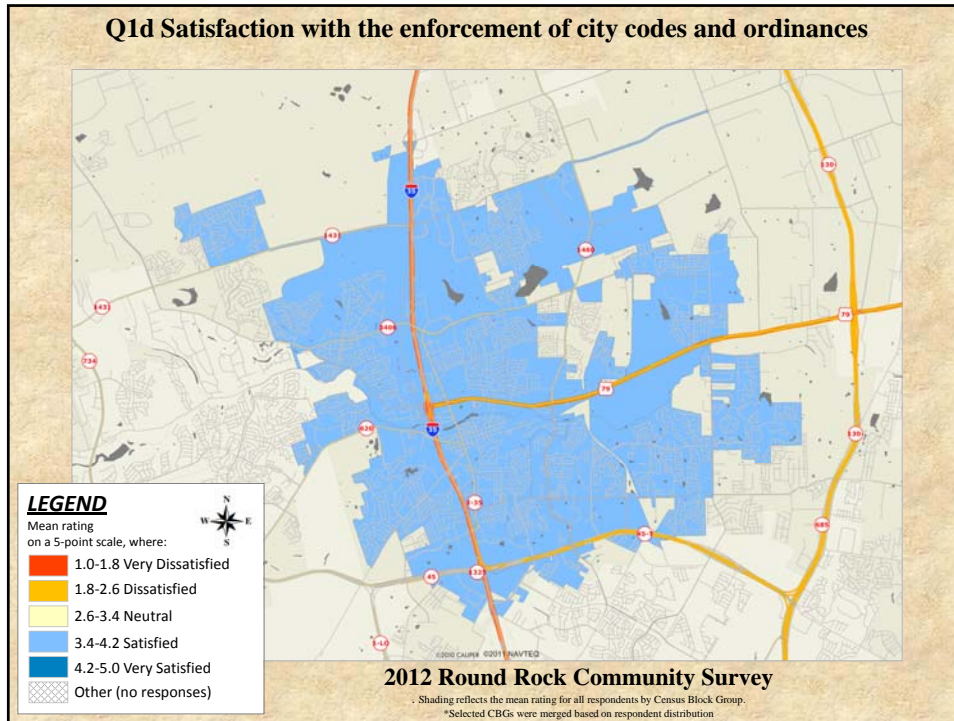
Source: 2012 ETC Institute

## **Section 5: GIS Maps**

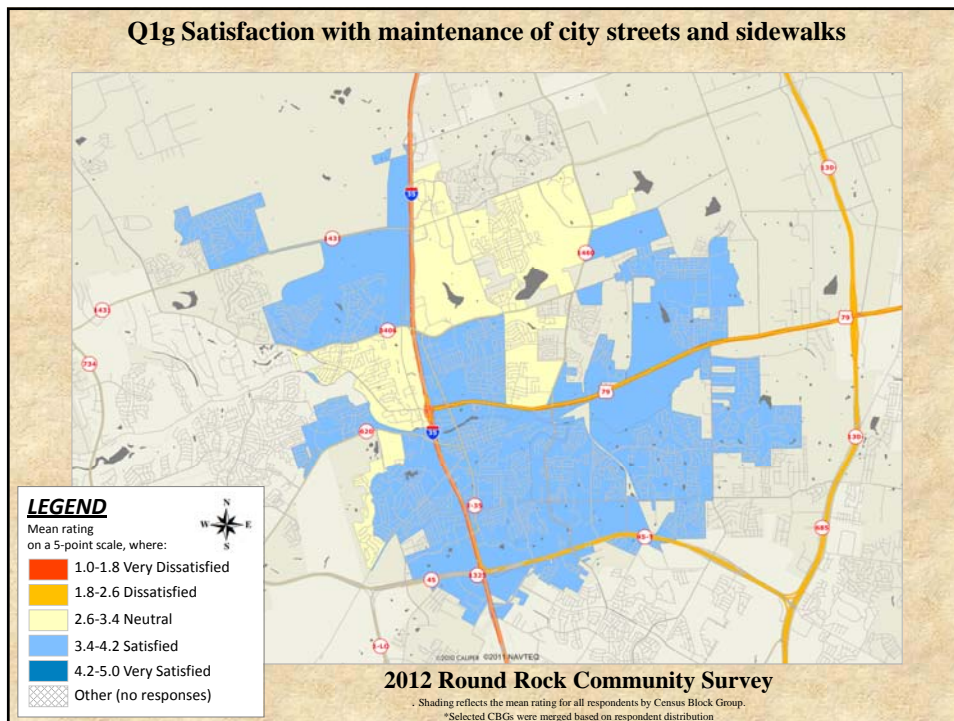
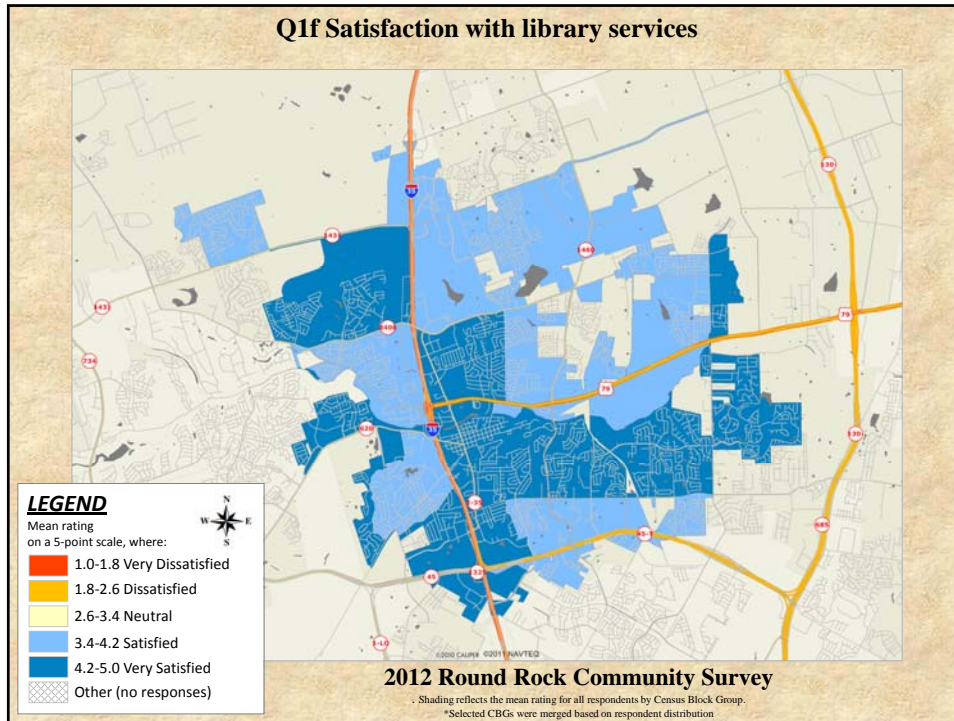
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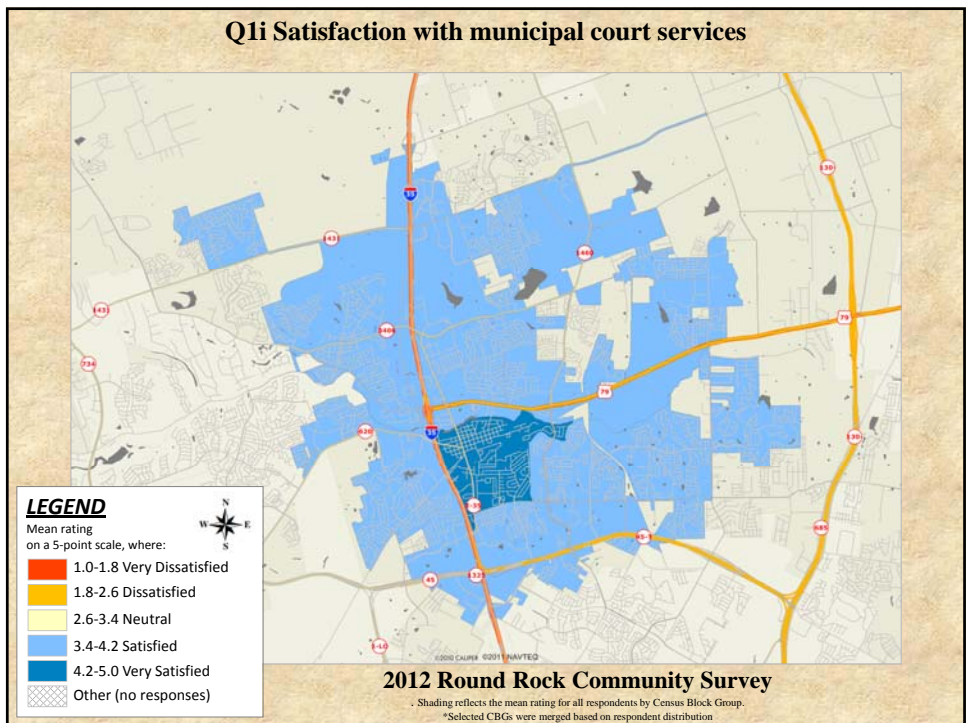
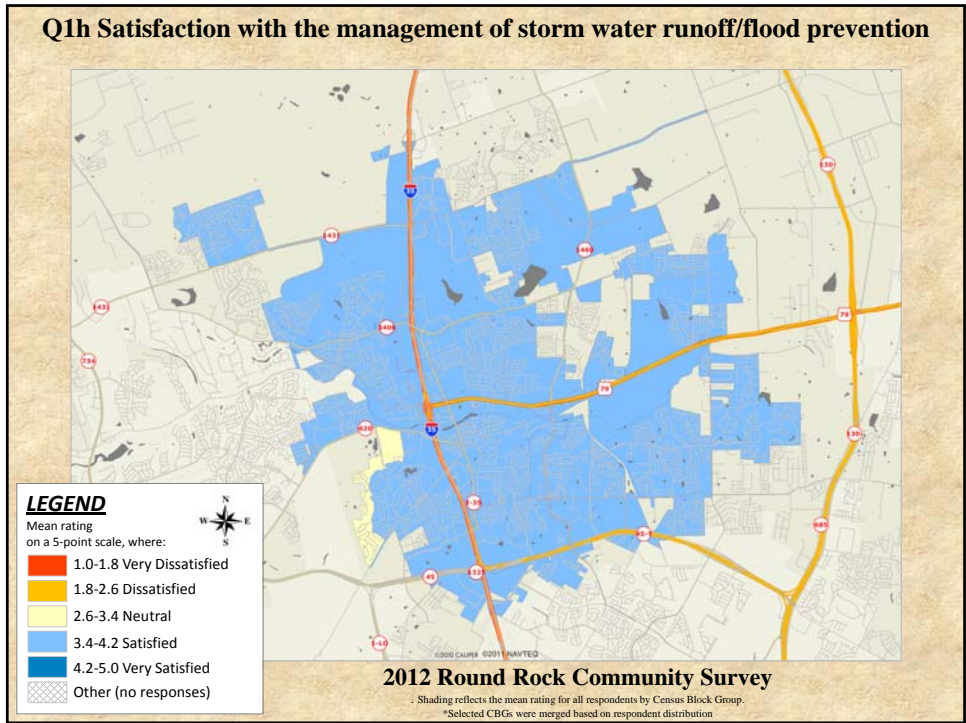


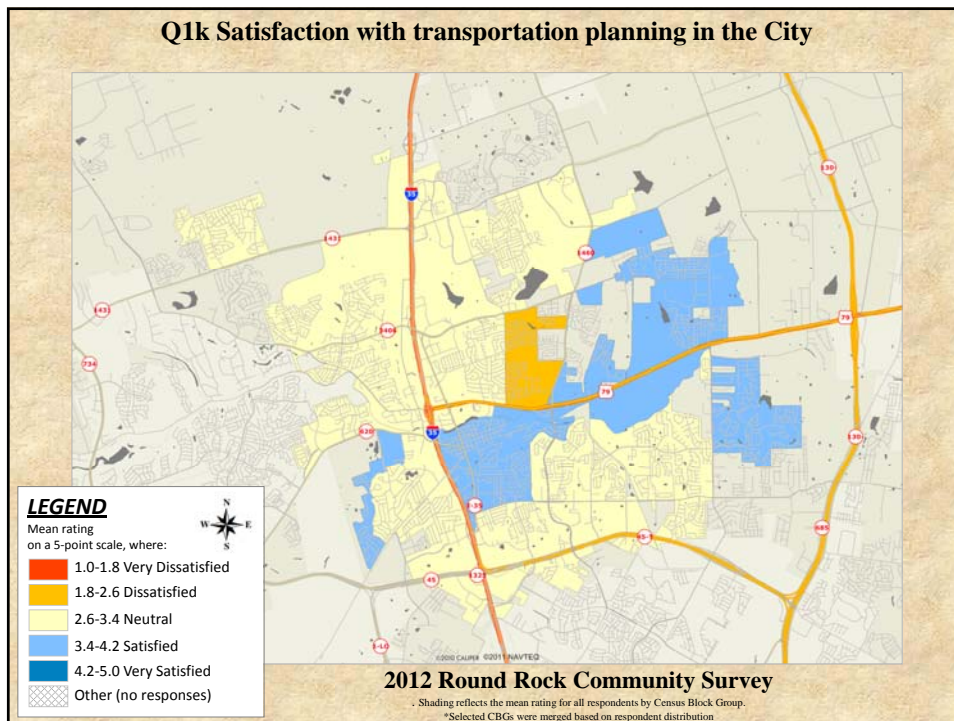
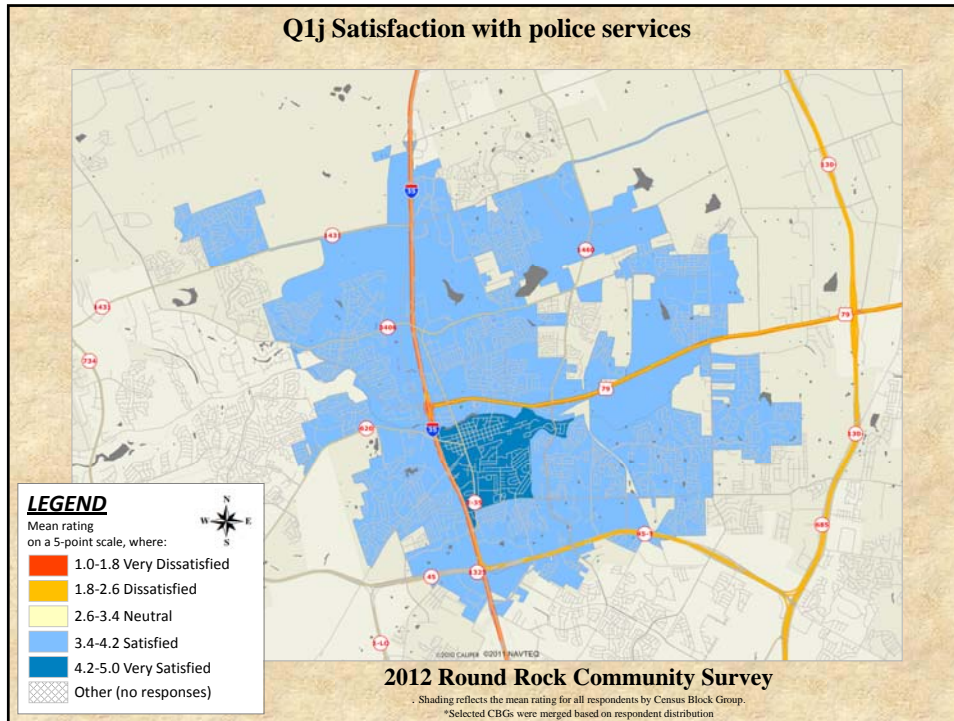


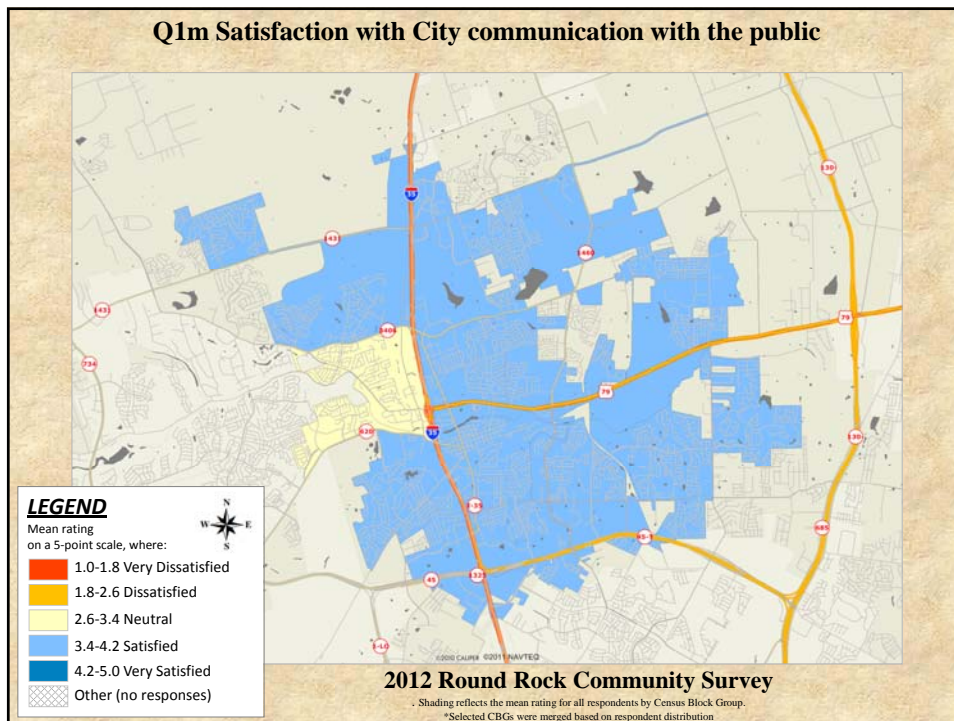
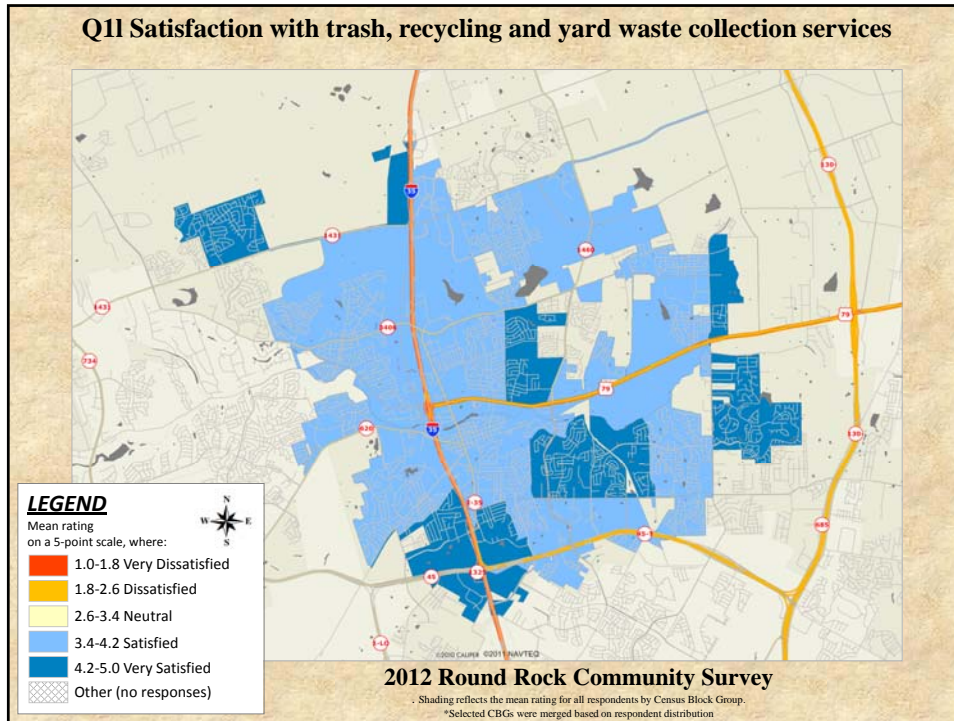


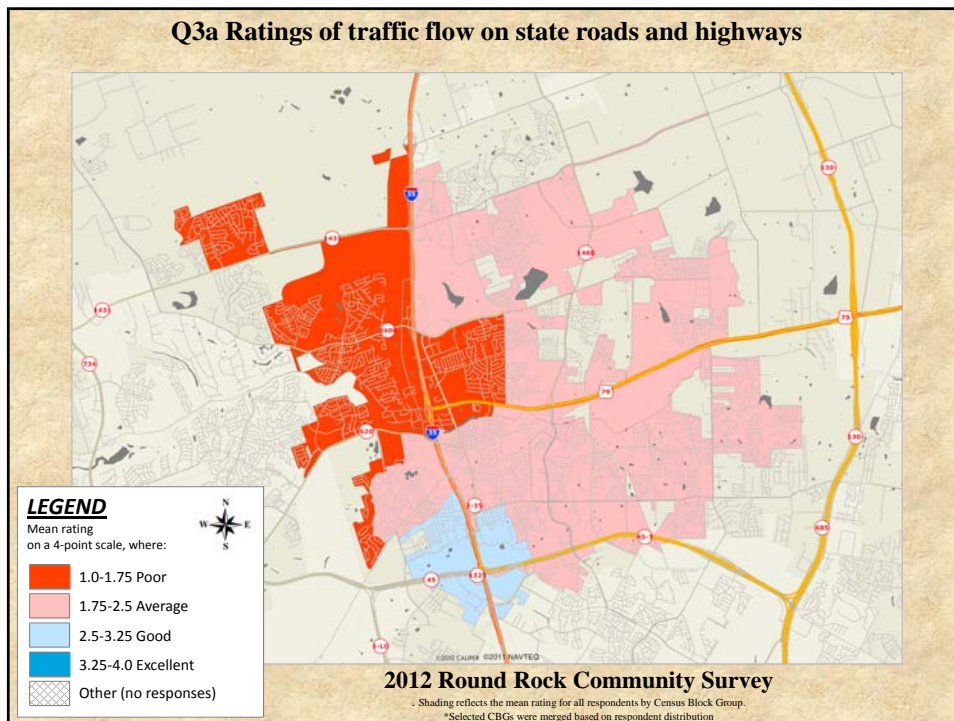
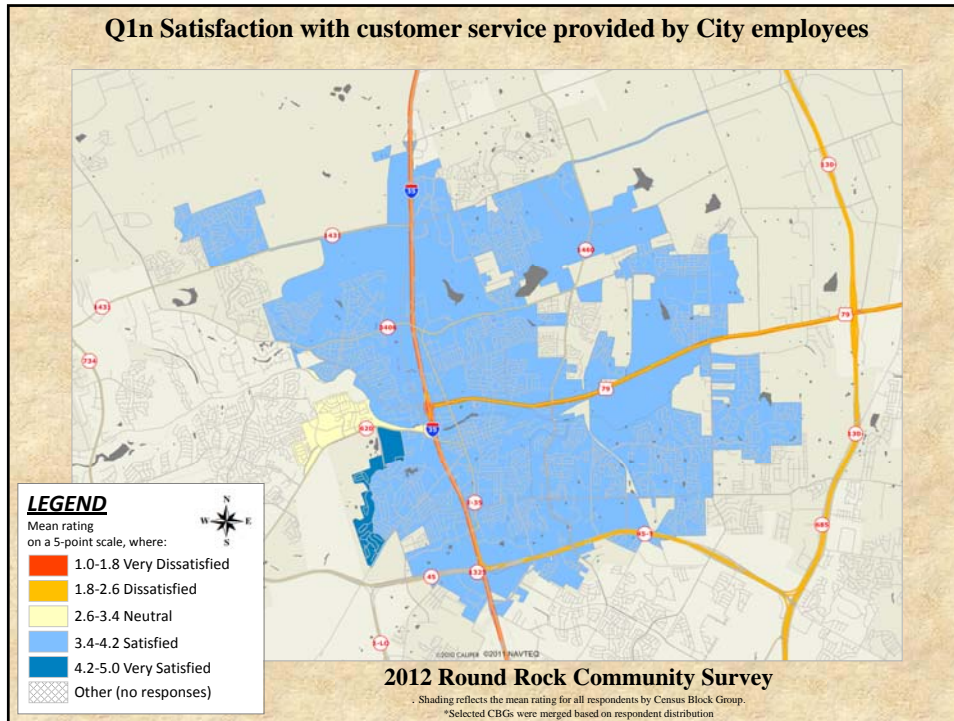


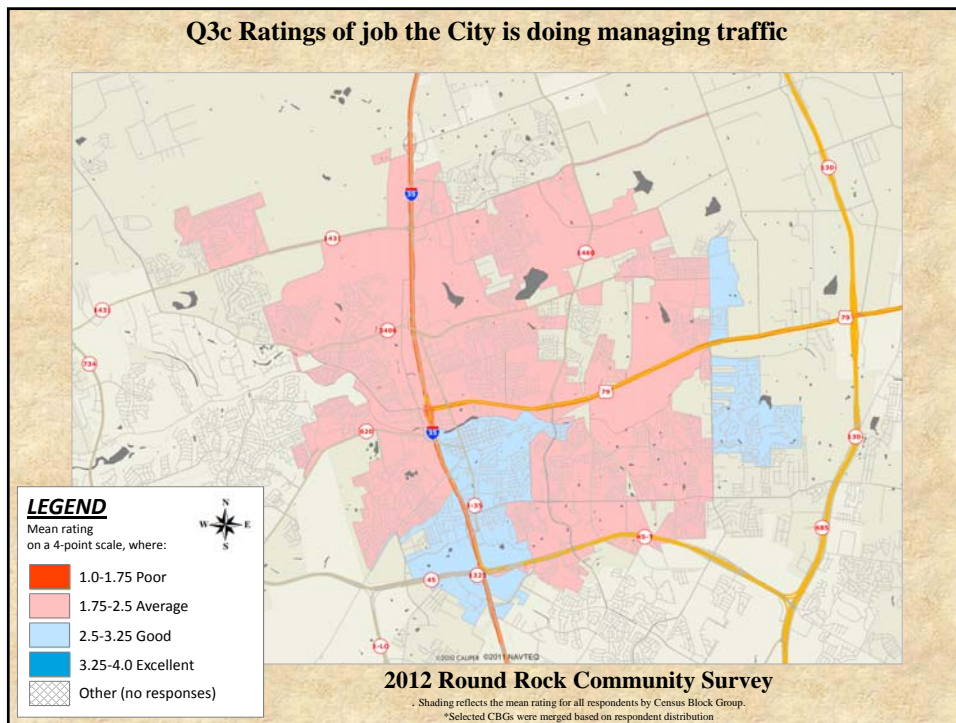
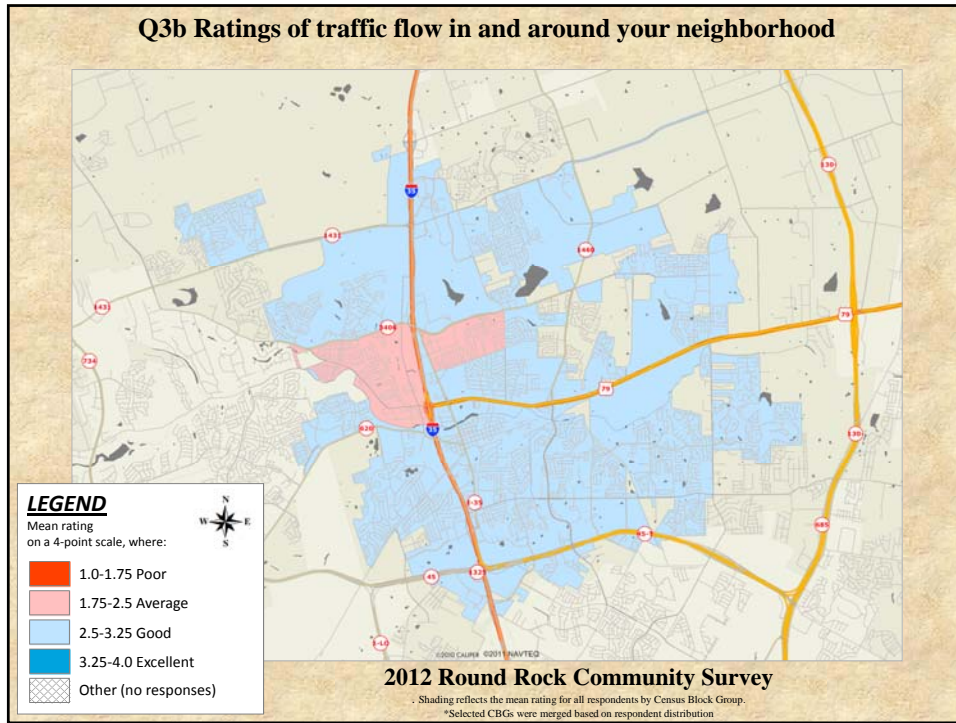


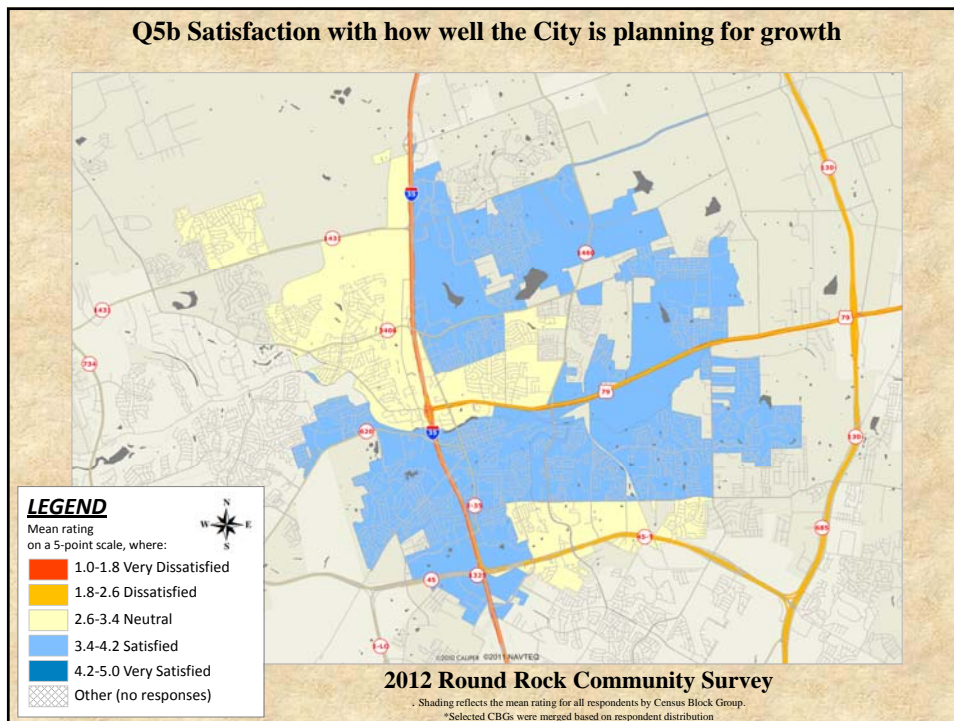
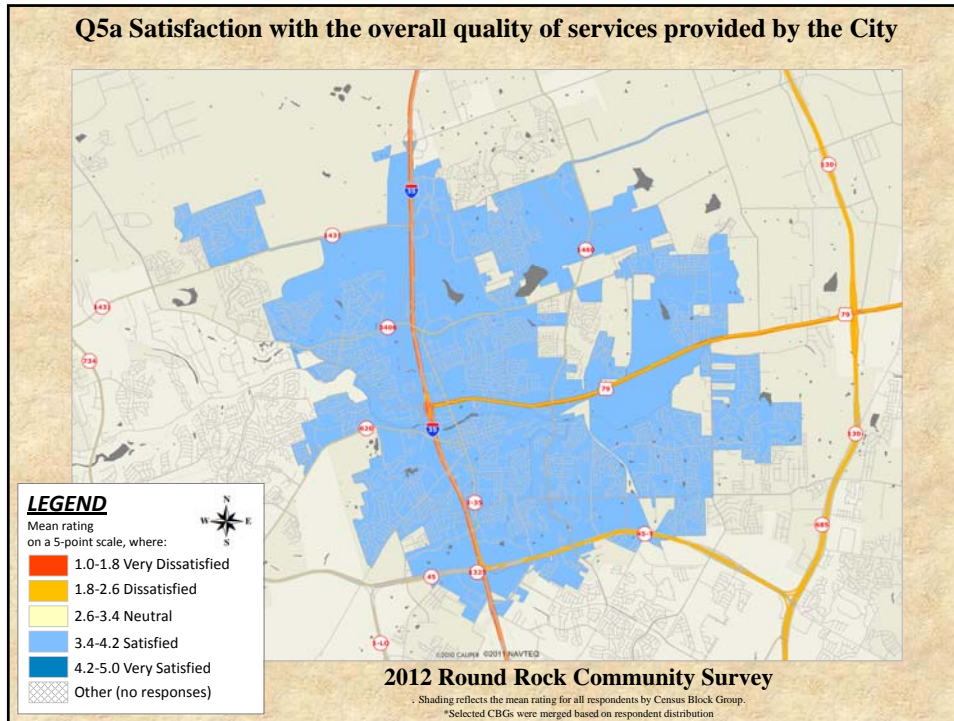


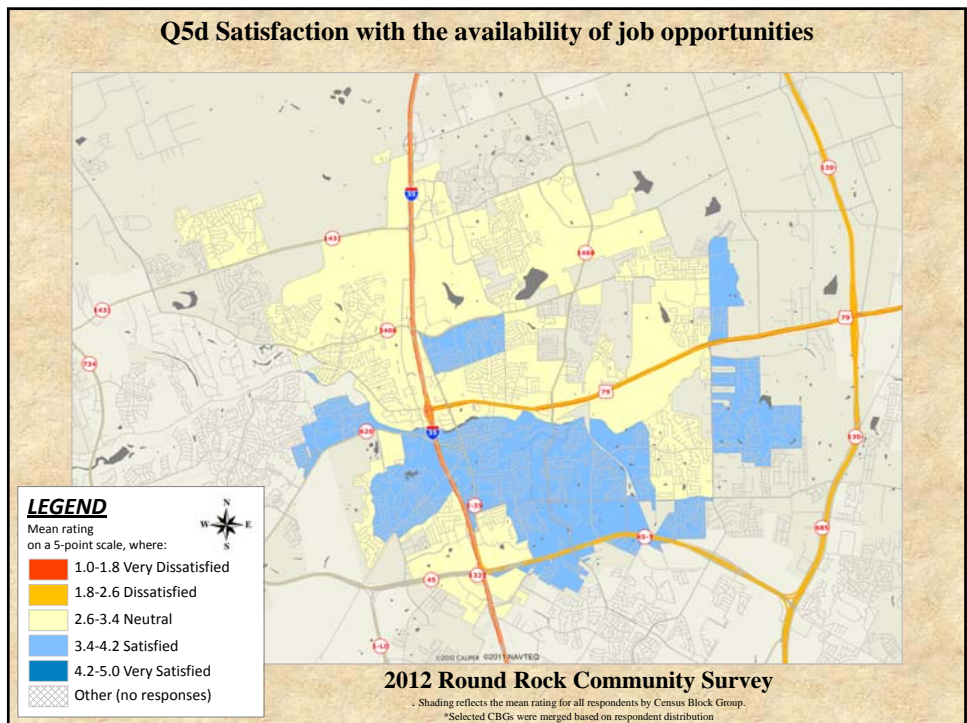
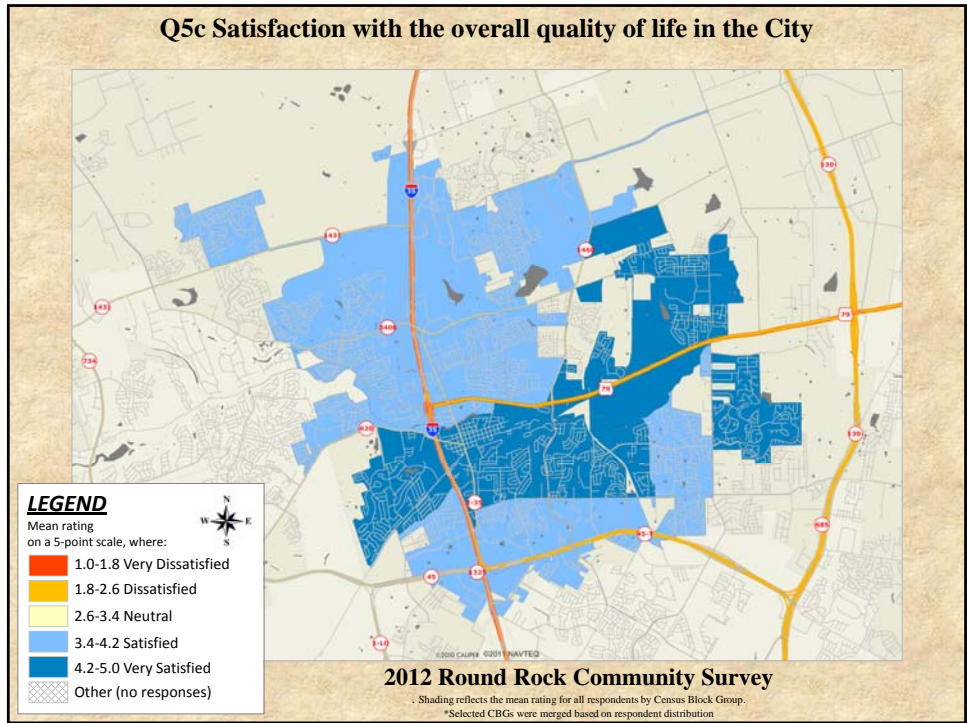




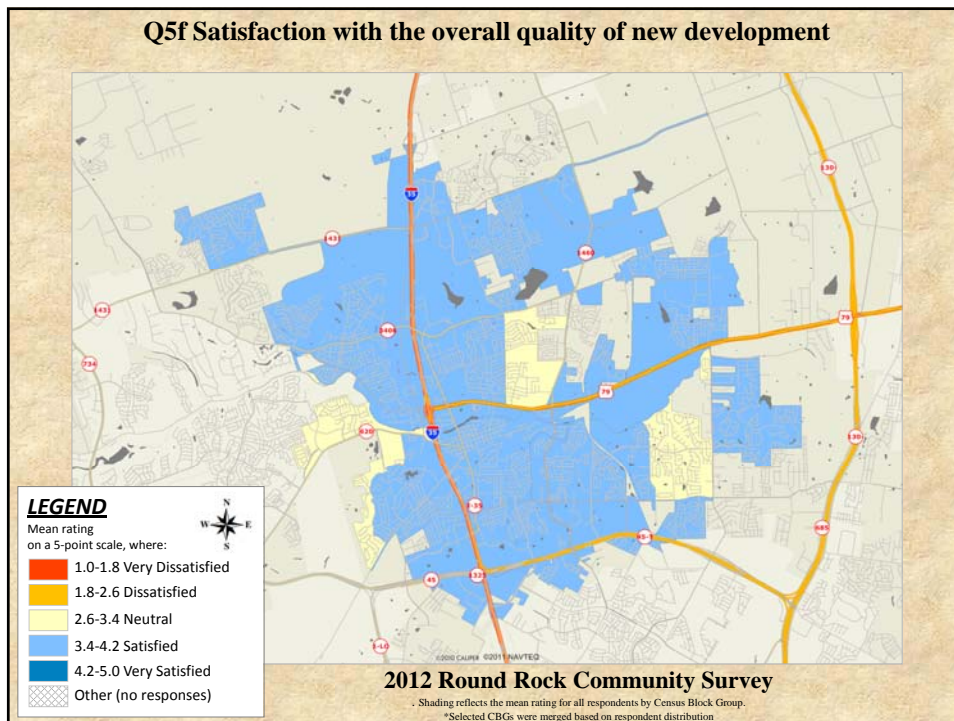
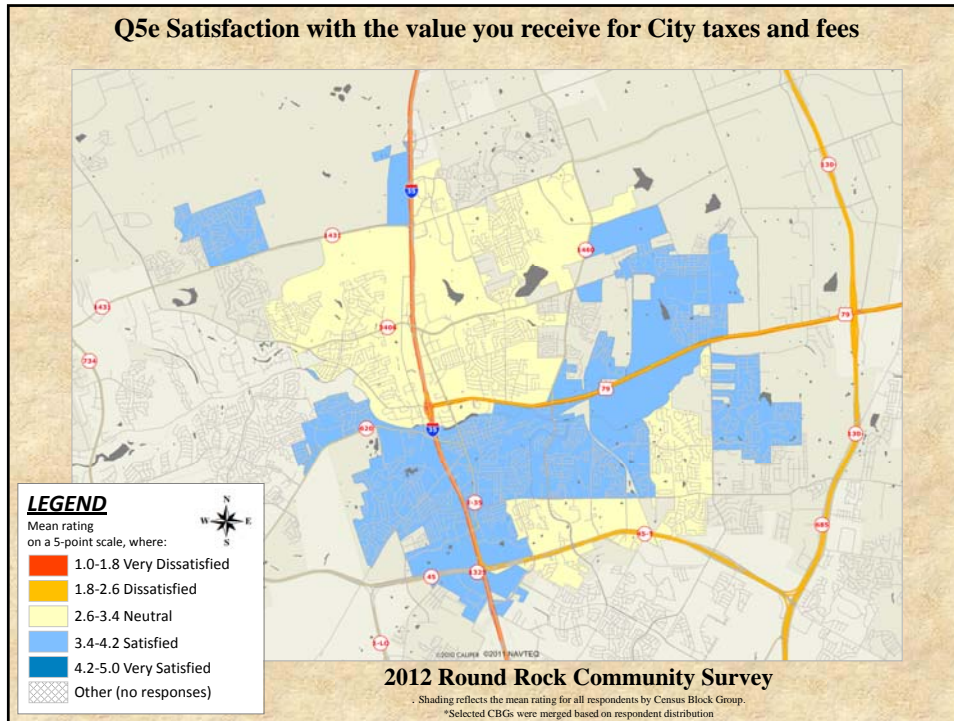


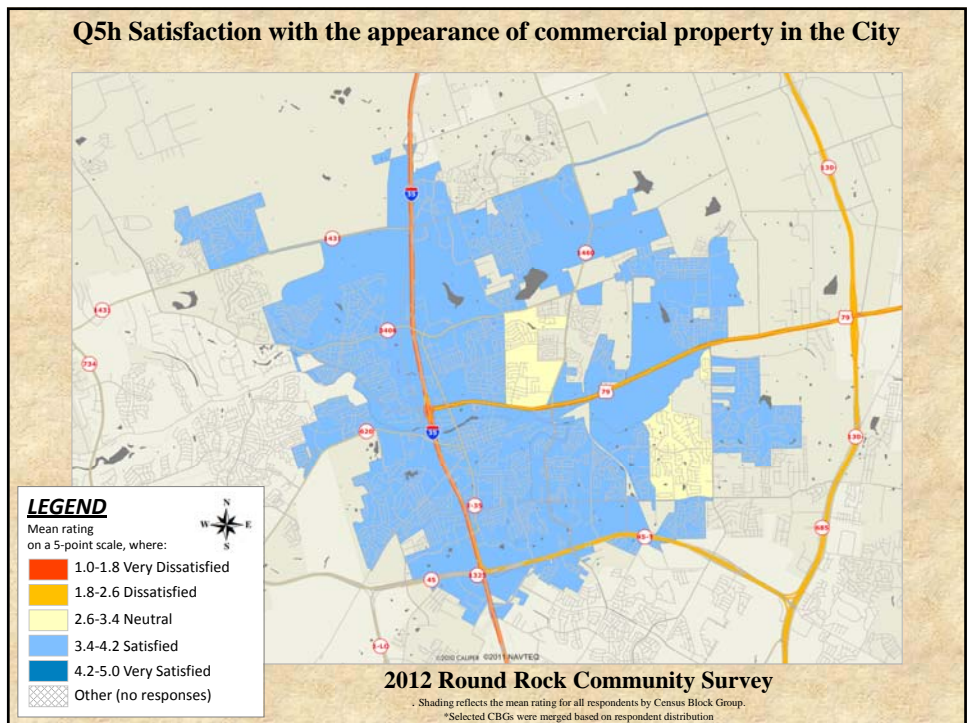
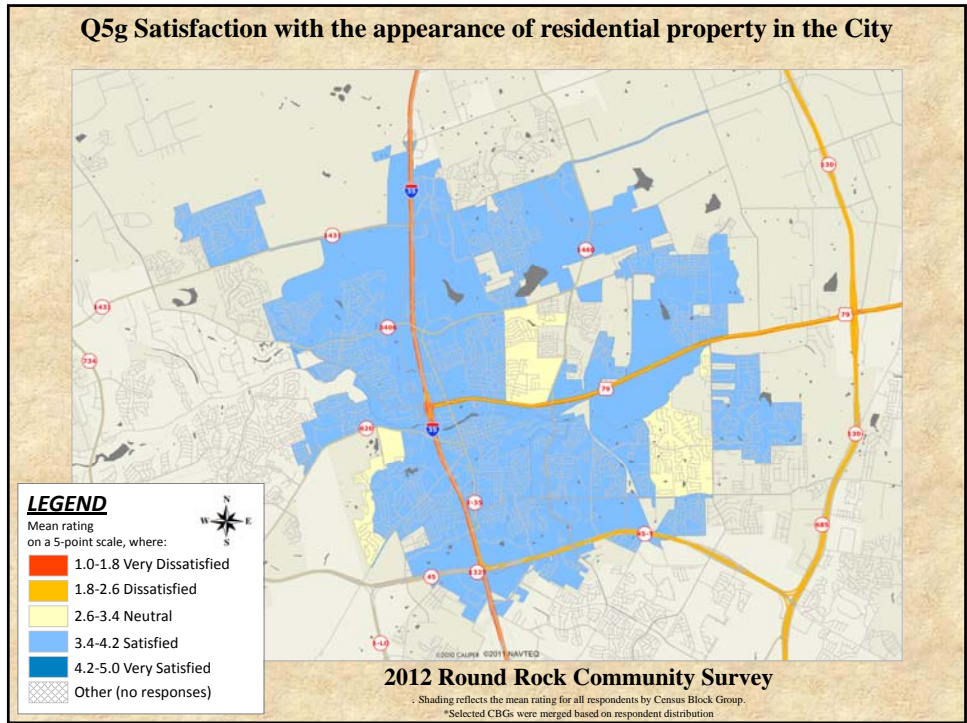


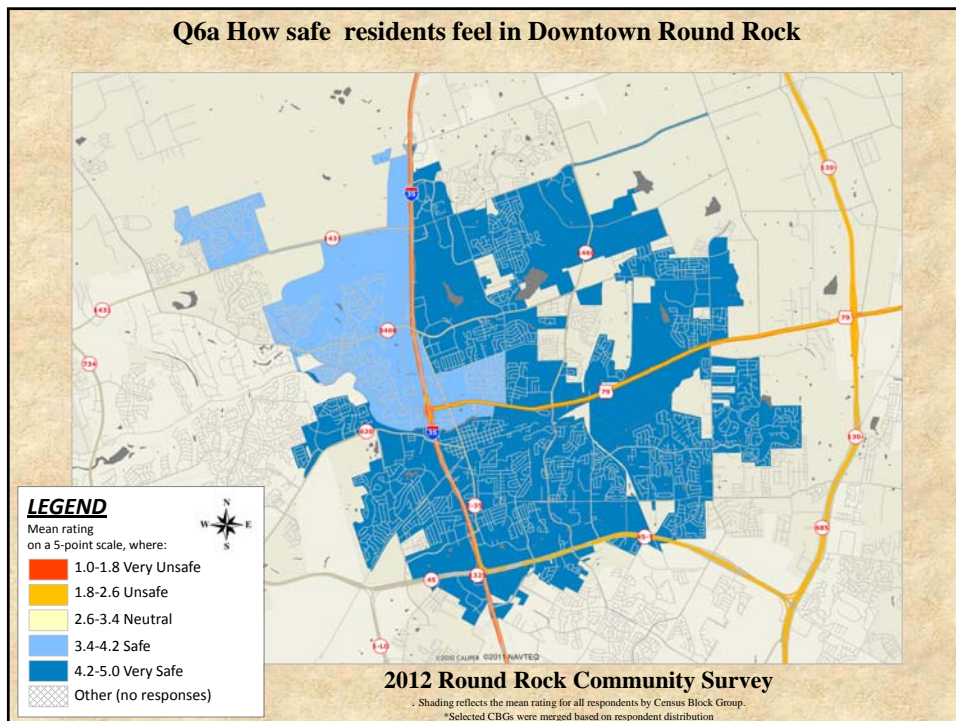
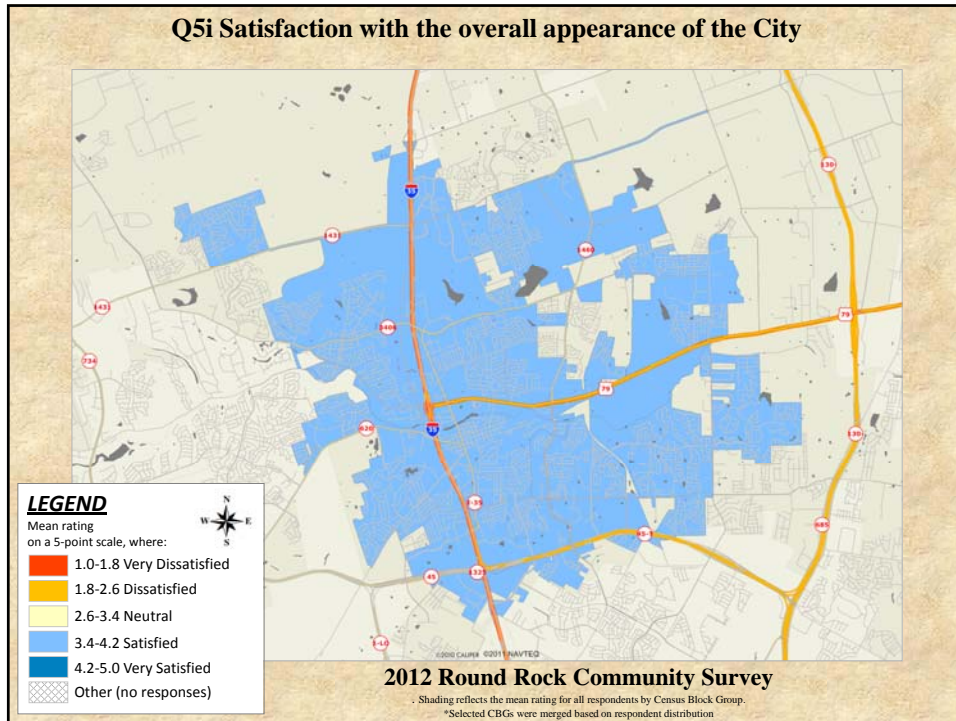


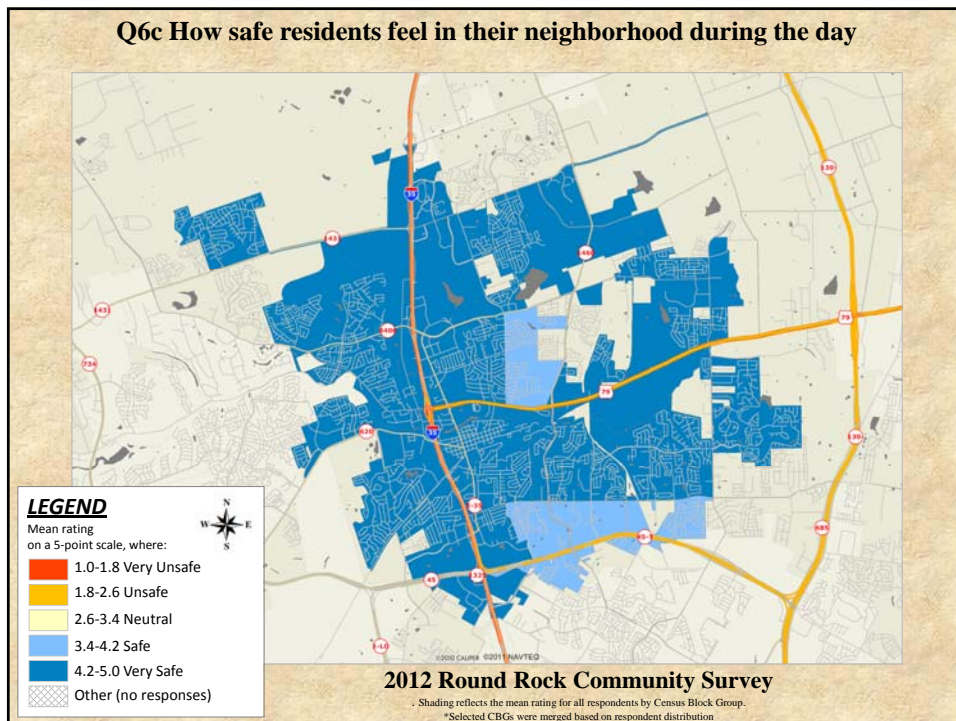
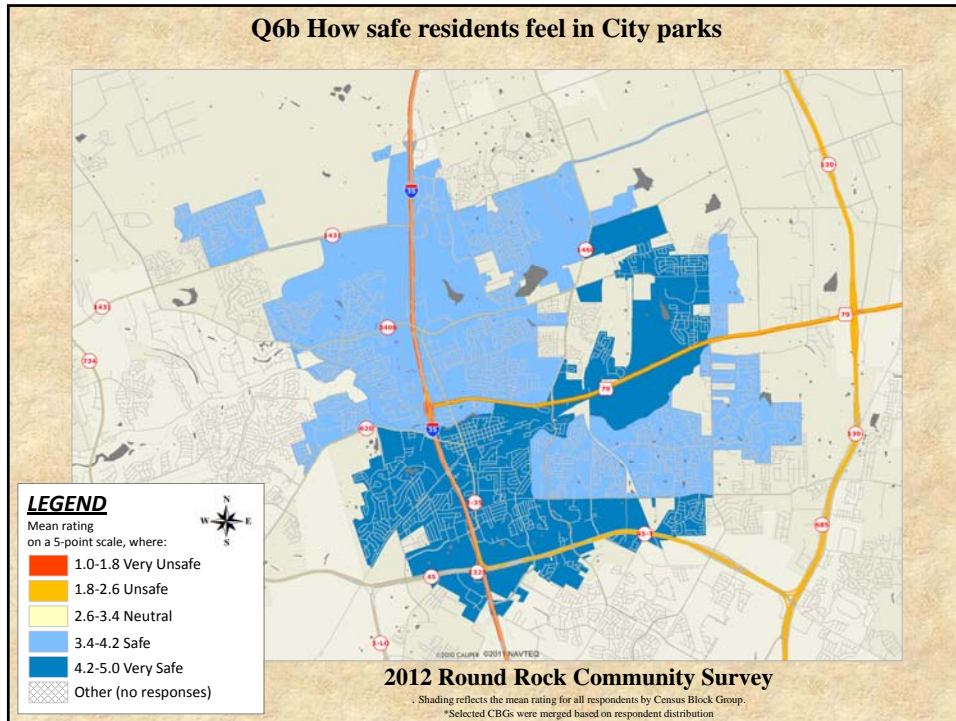


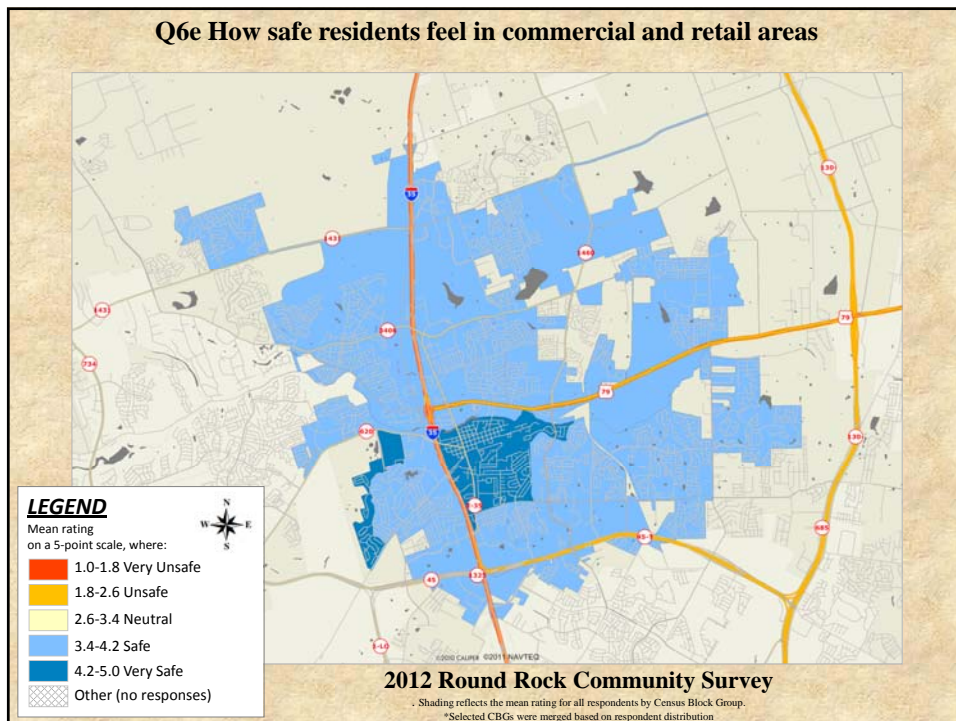
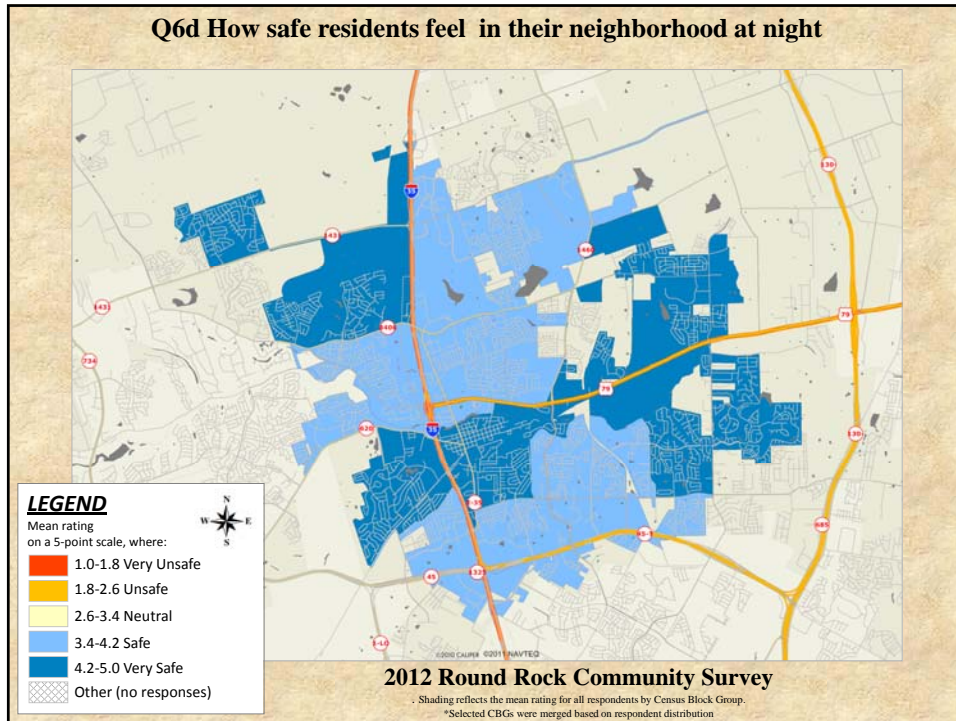


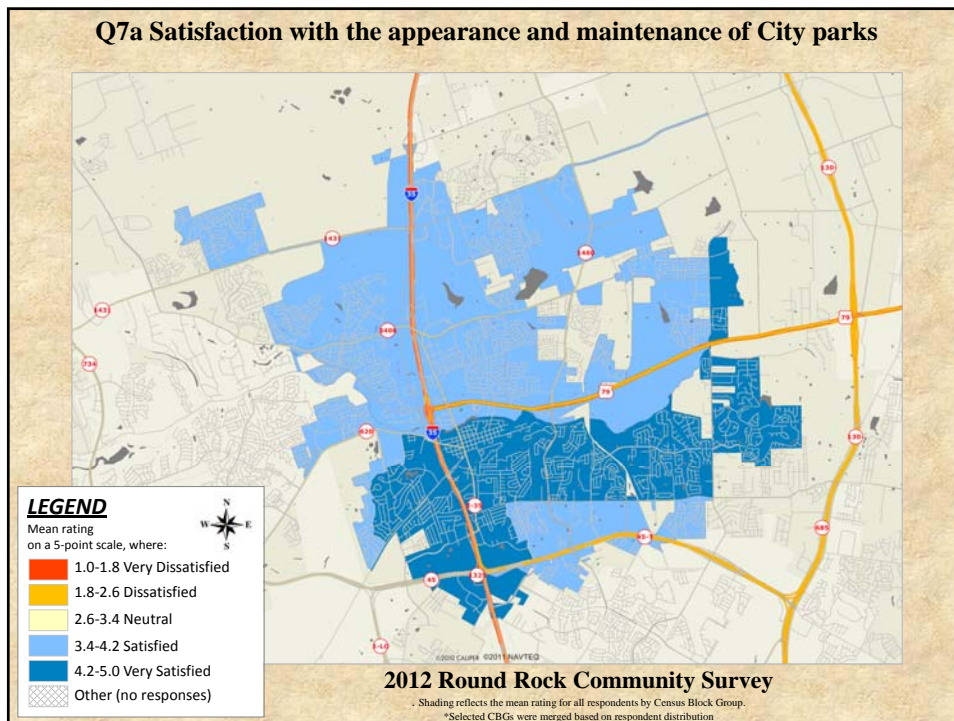
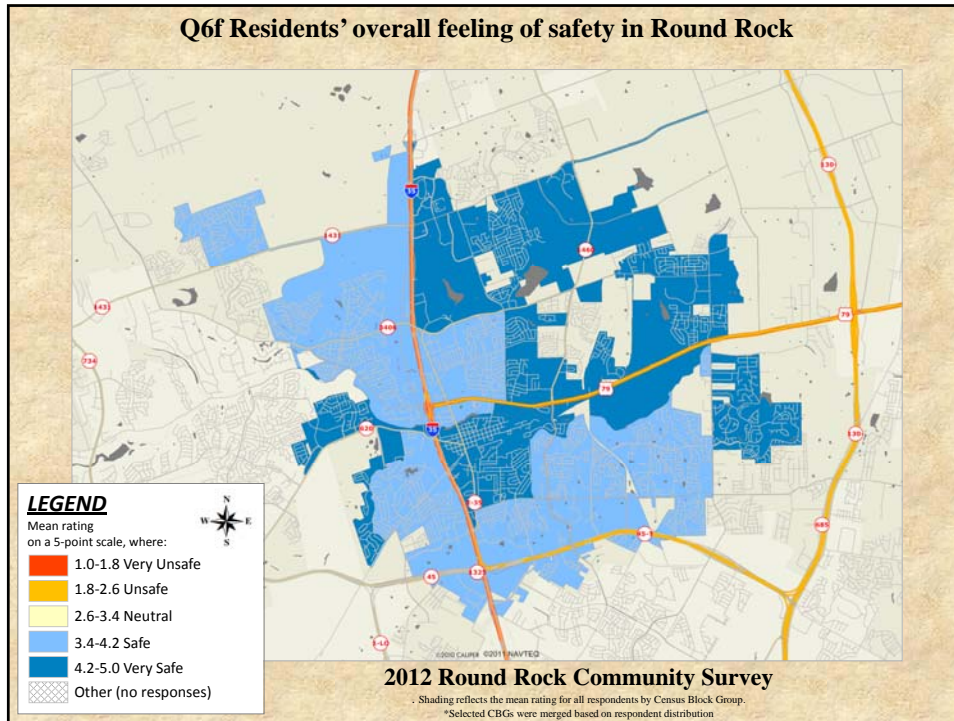


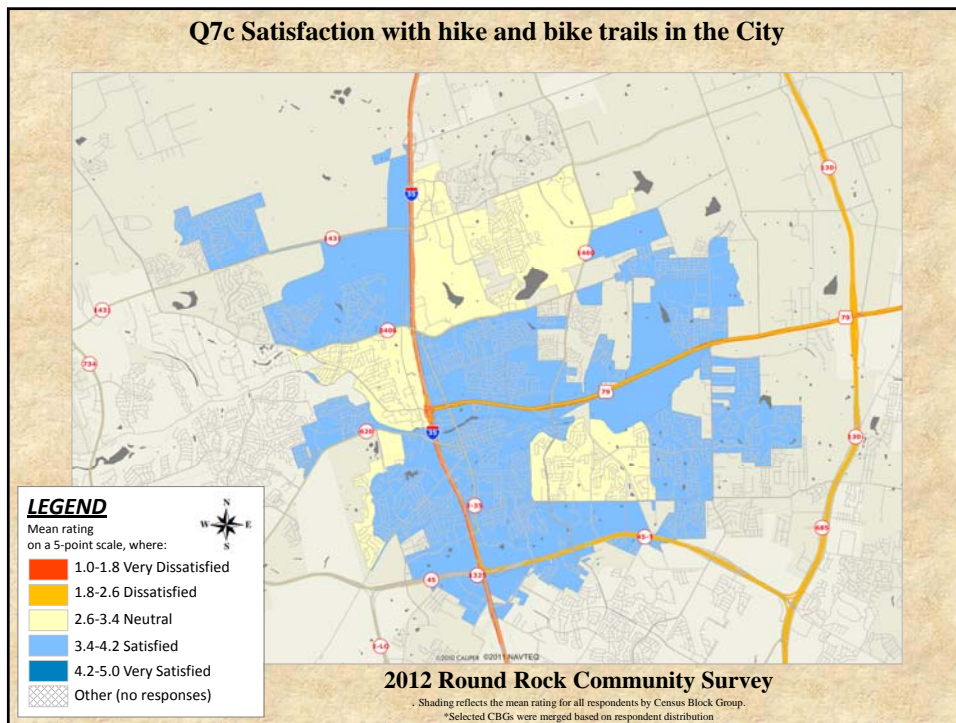
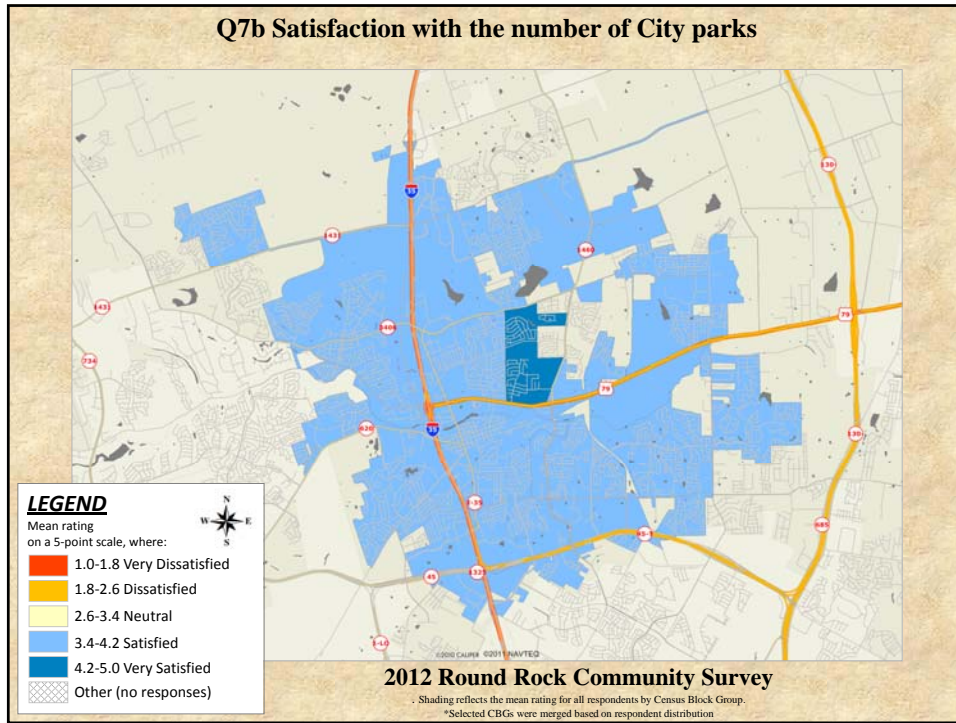


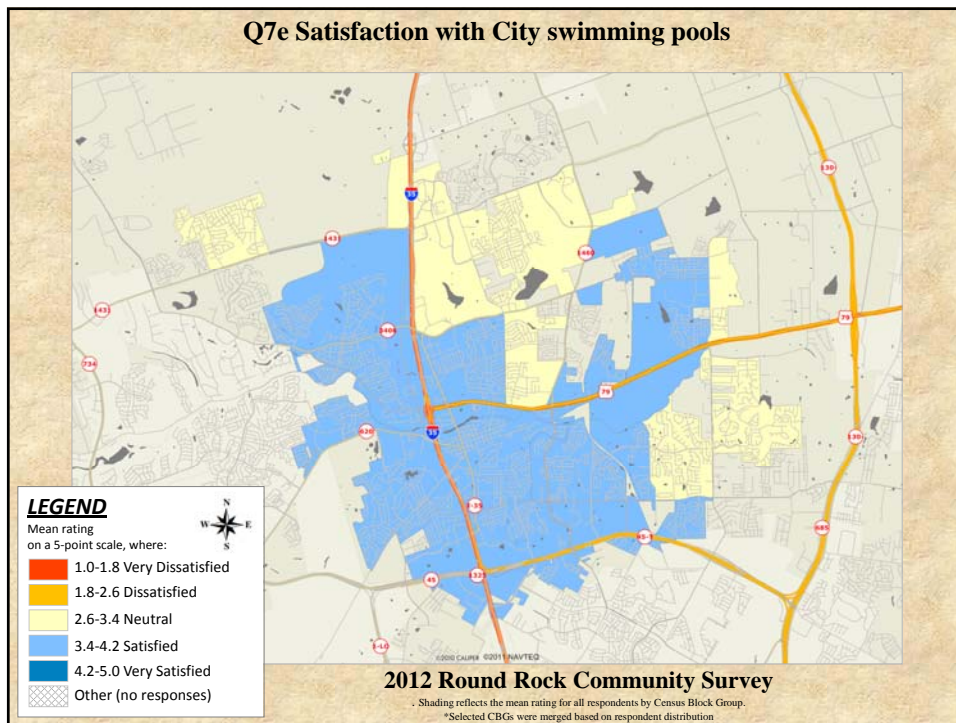
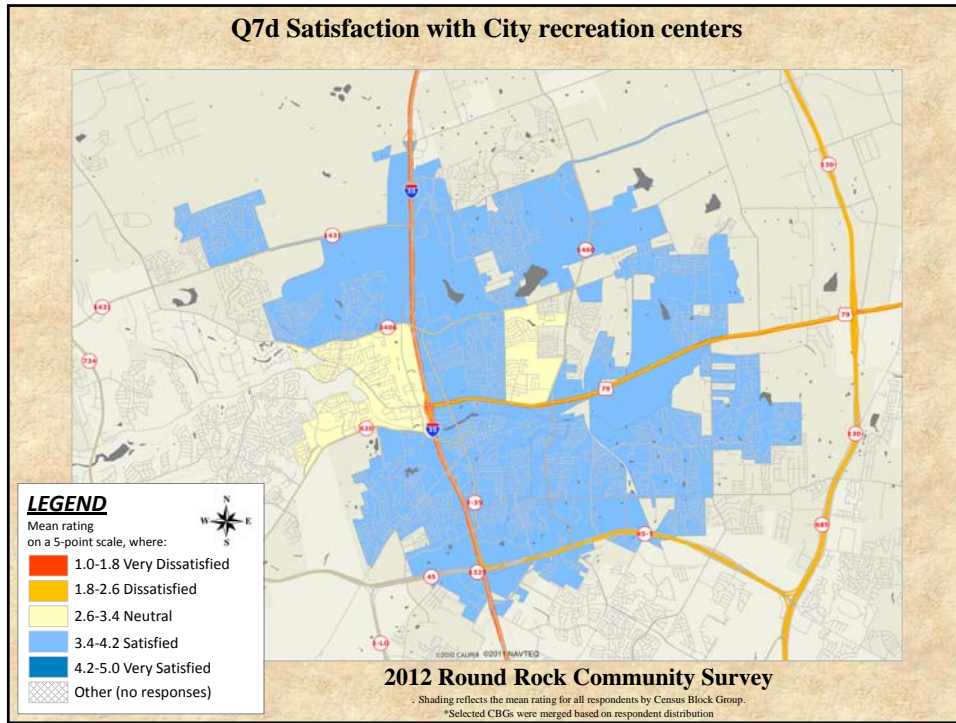




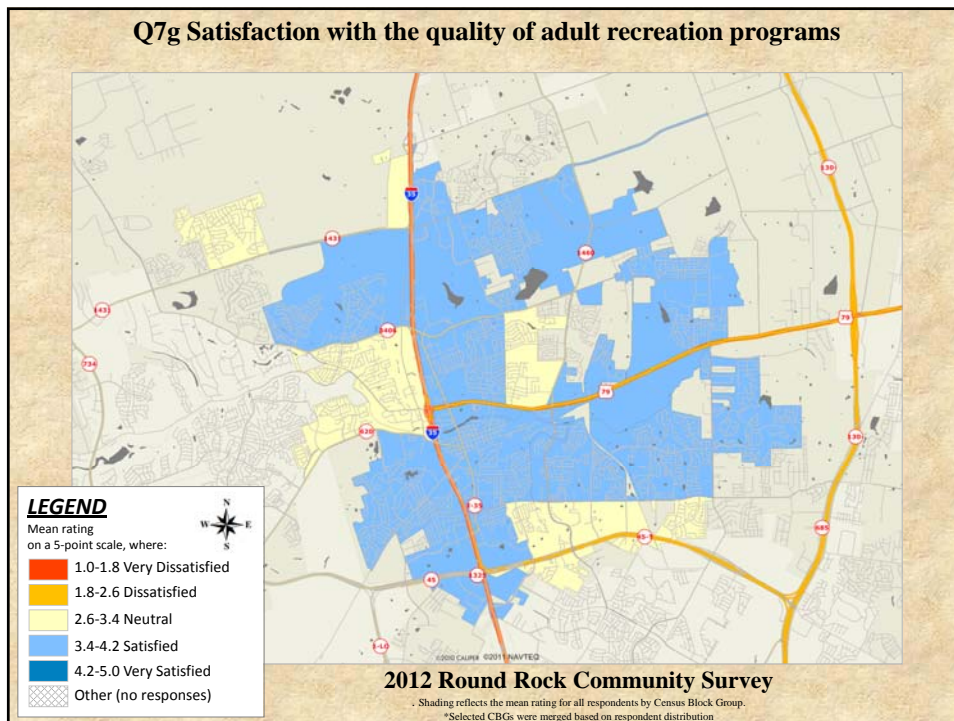
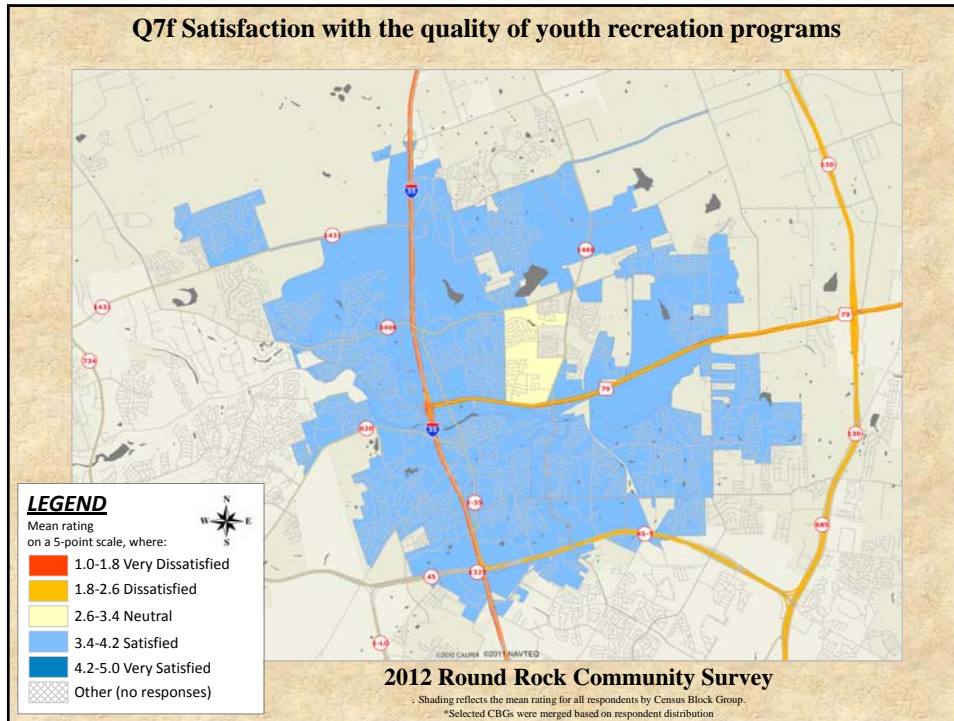


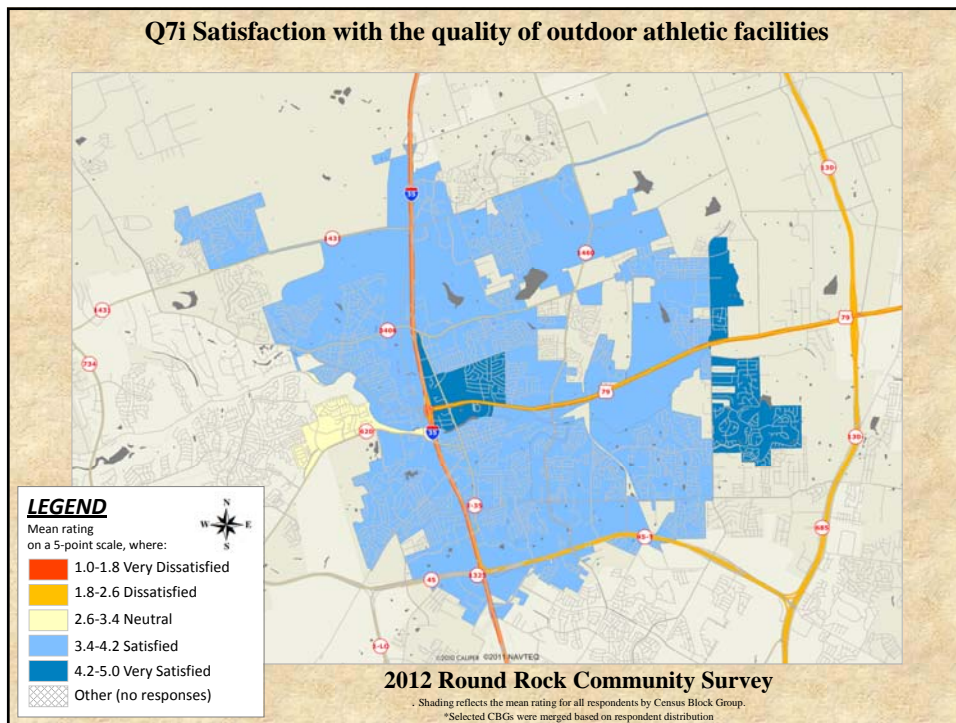
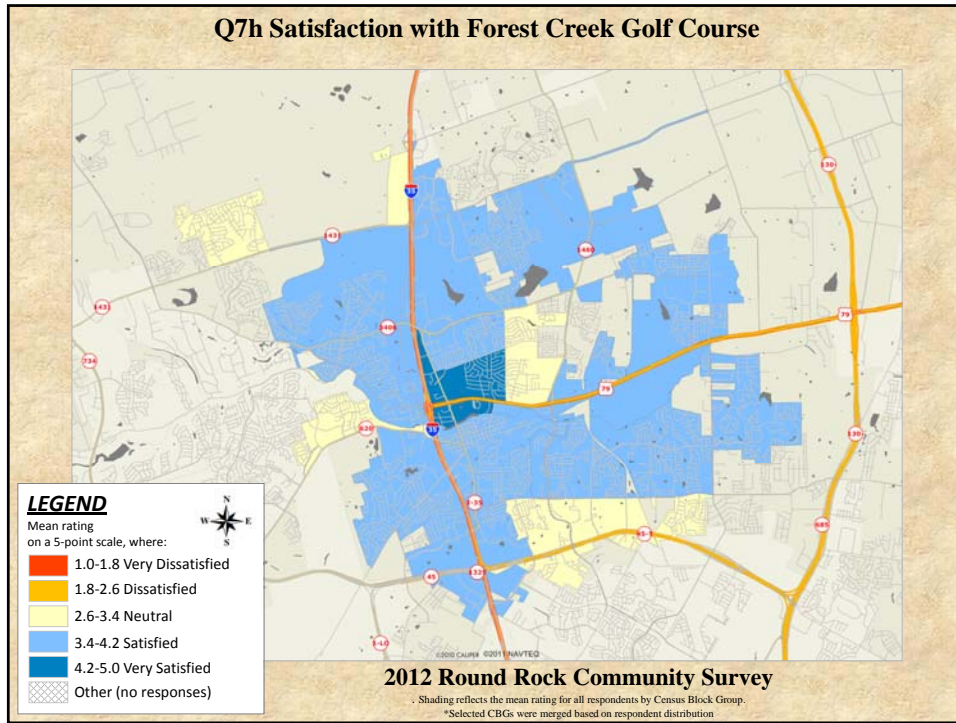


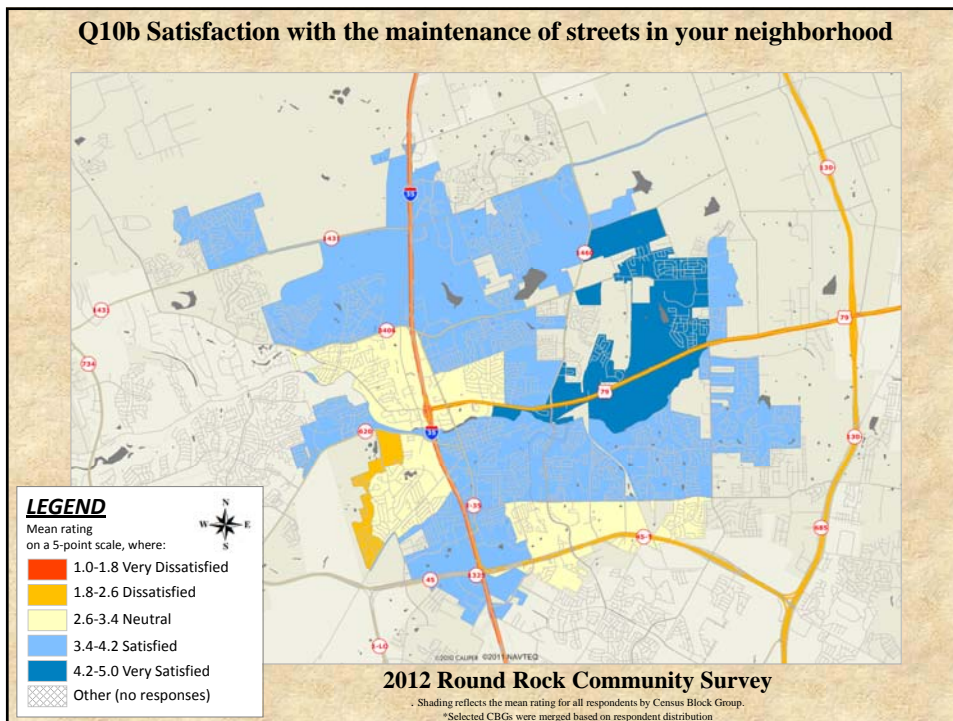
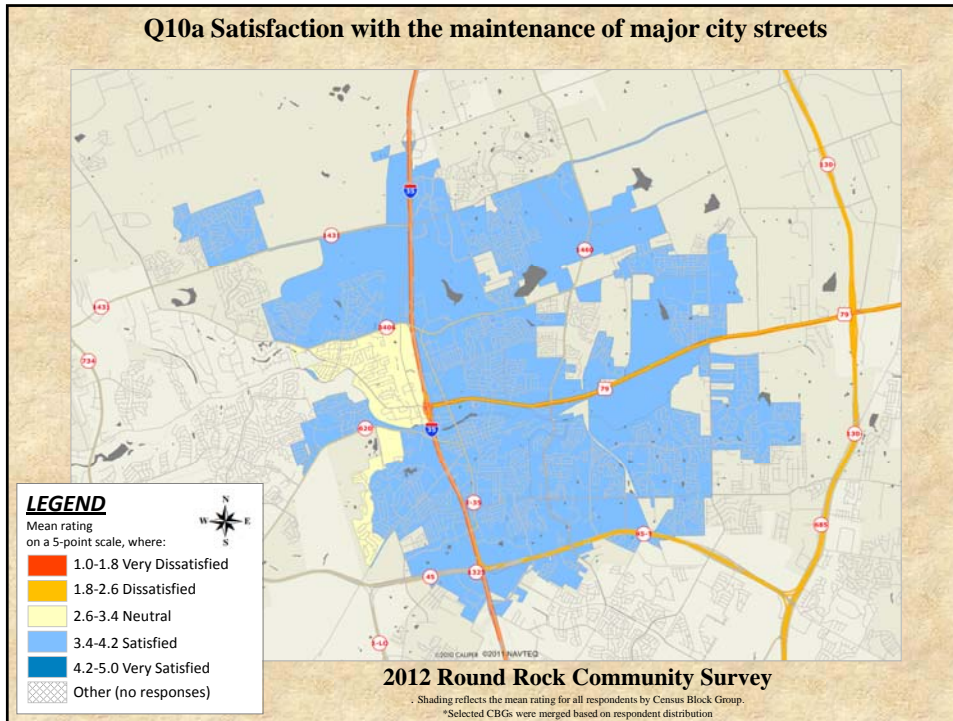


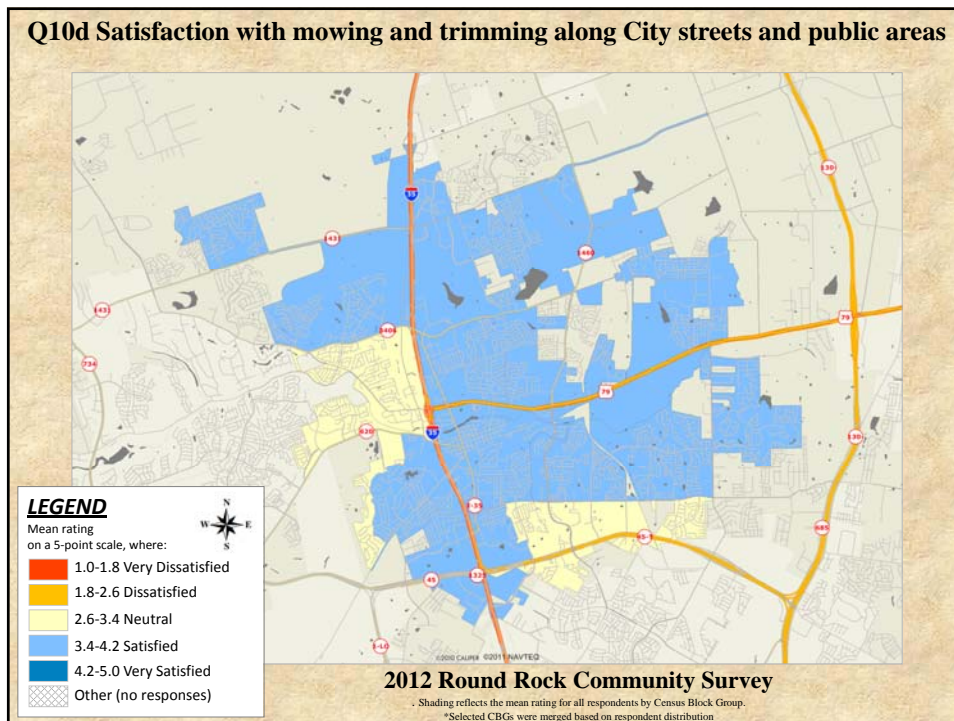
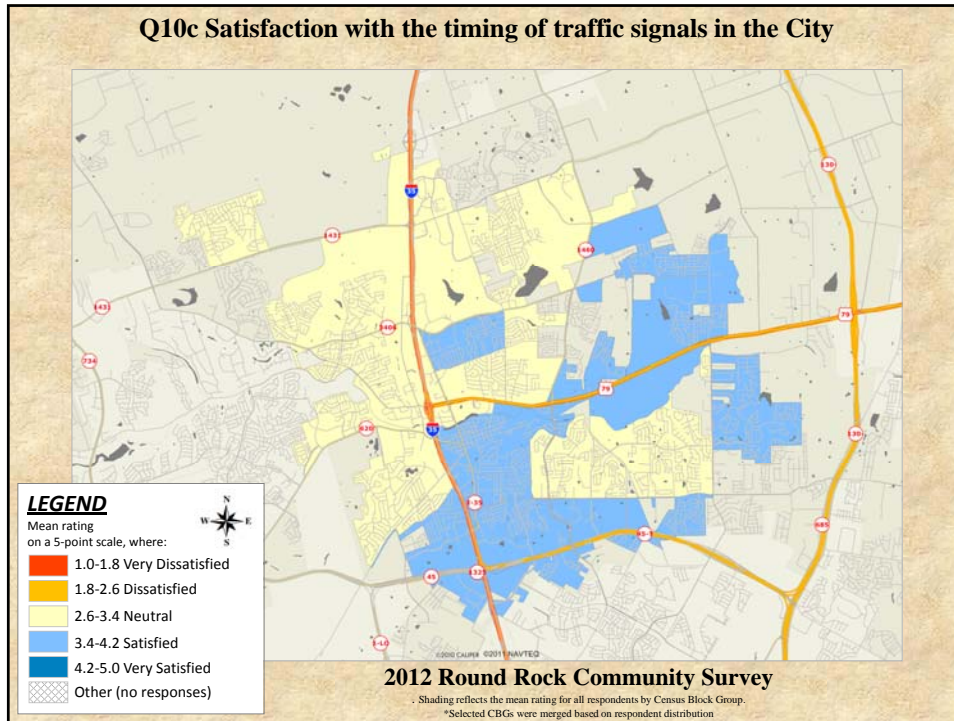


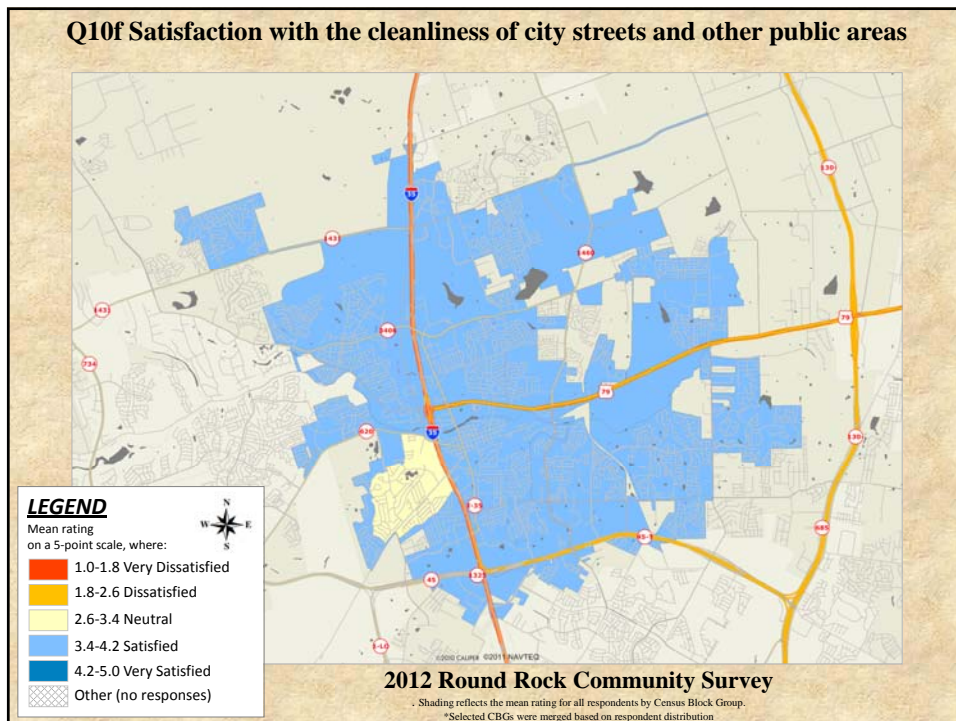
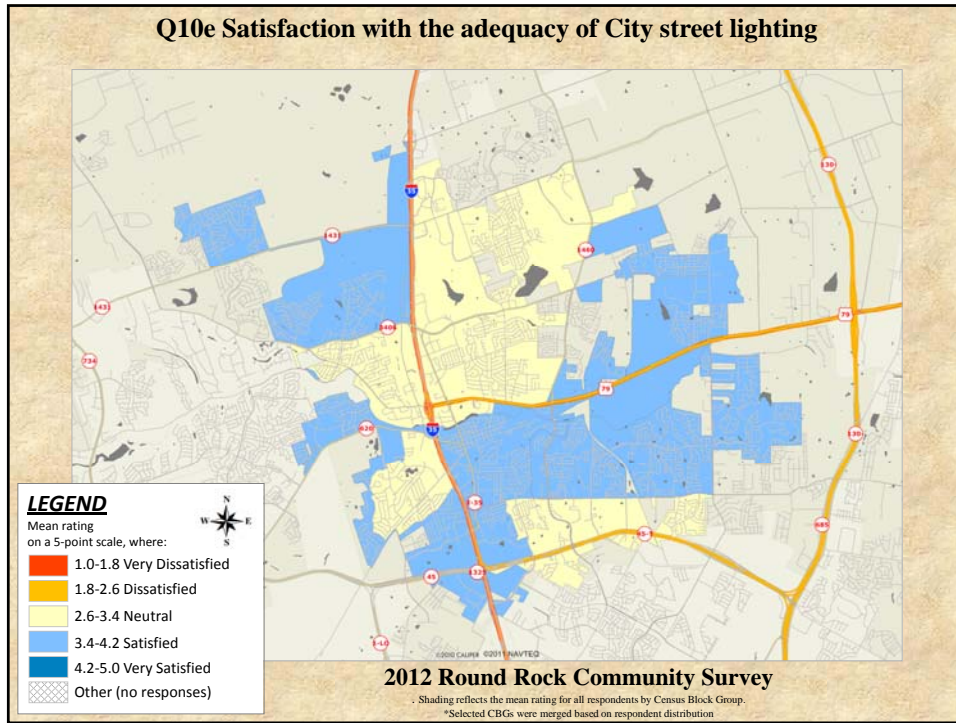


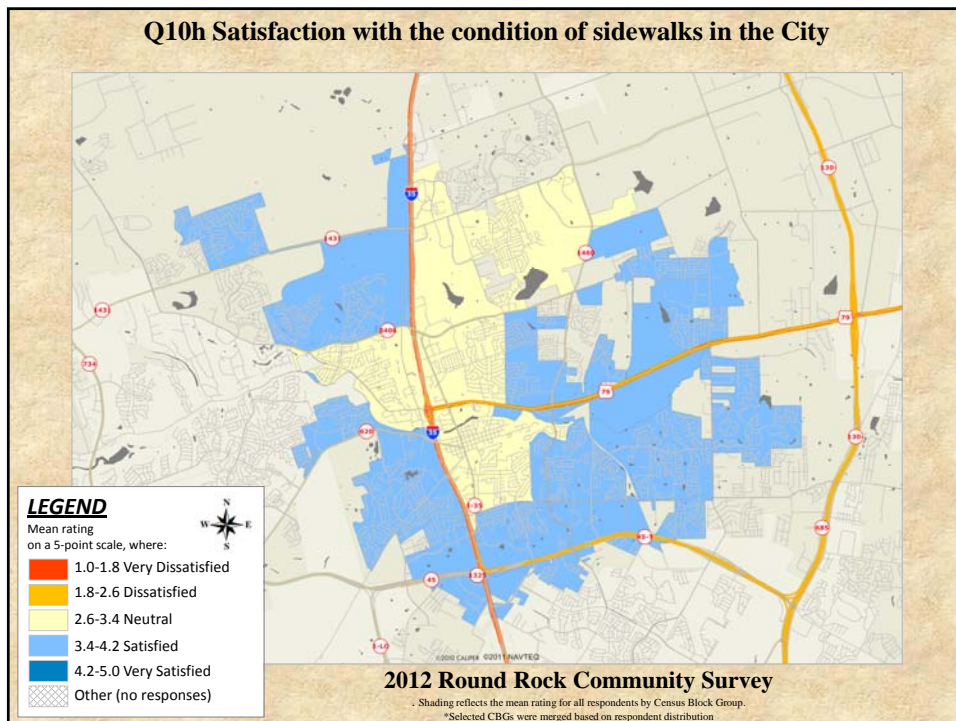
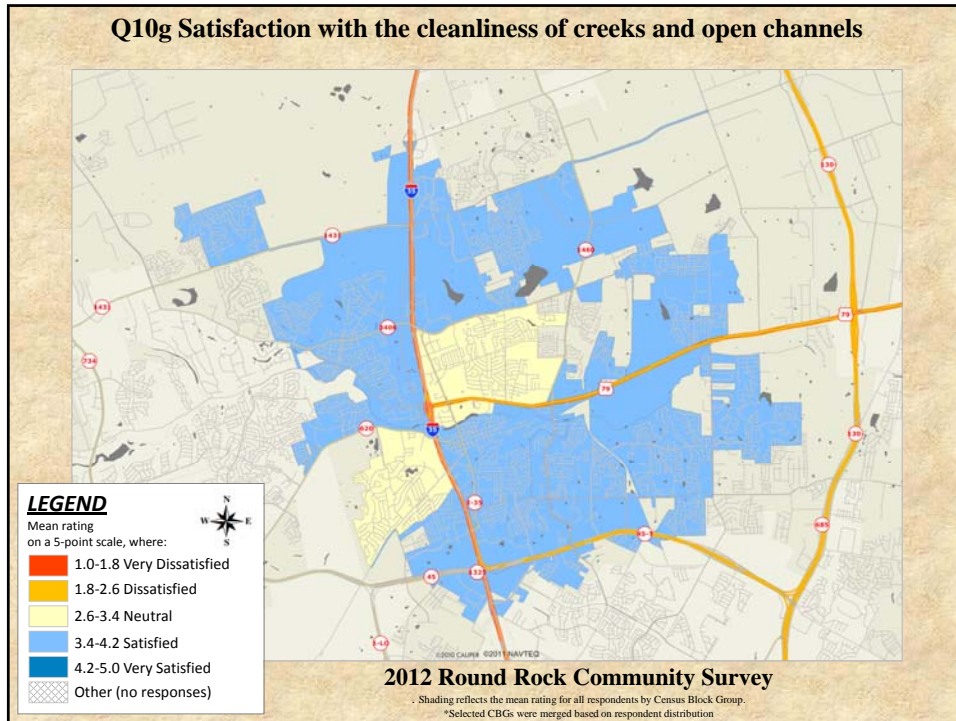


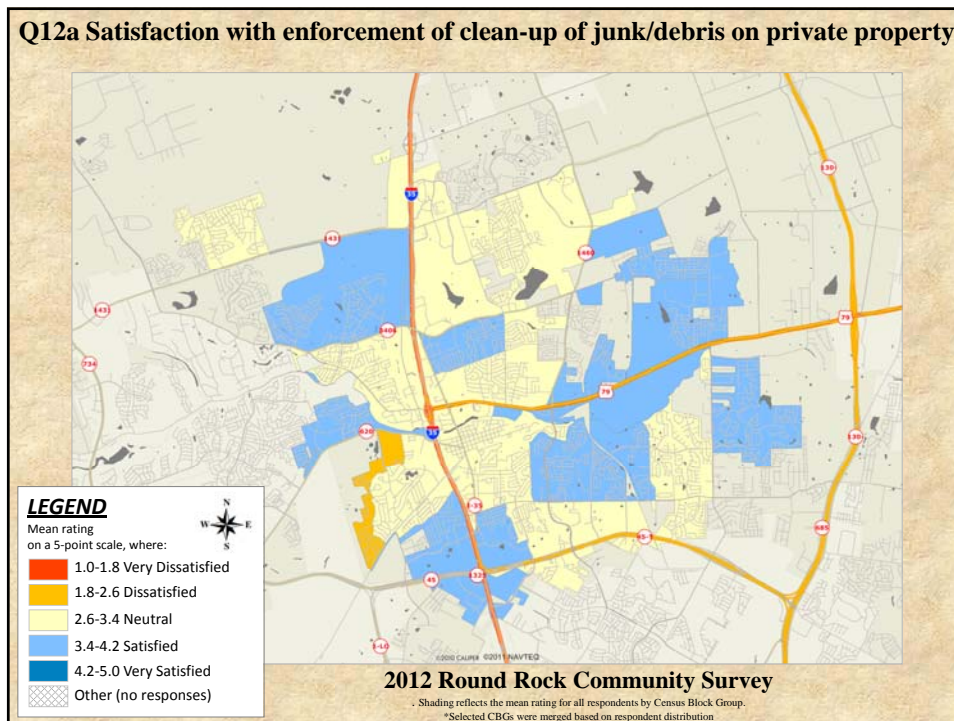
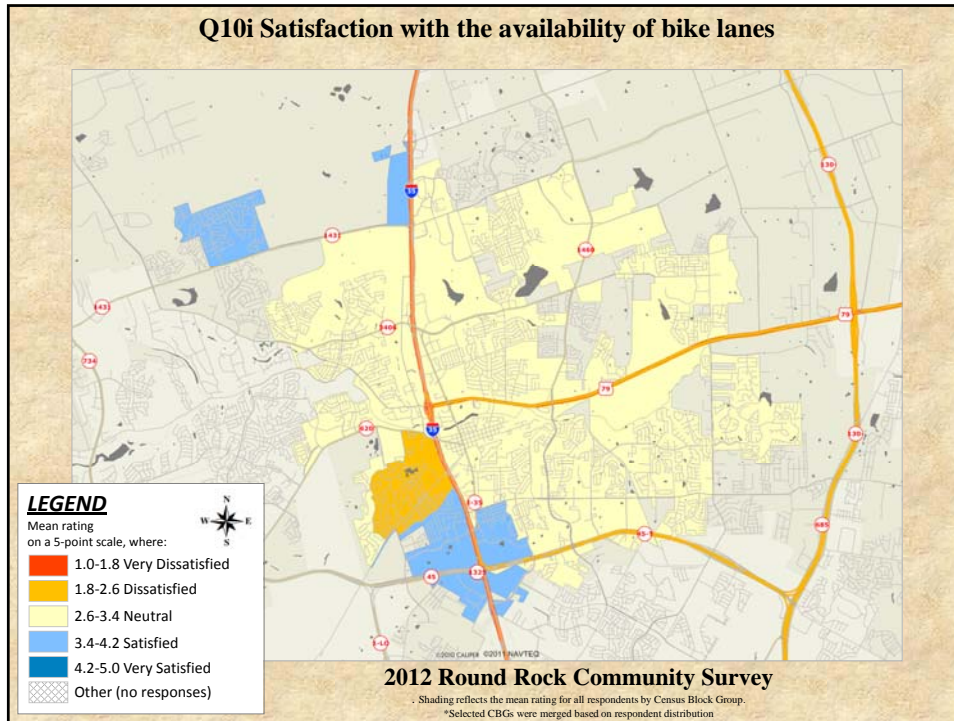




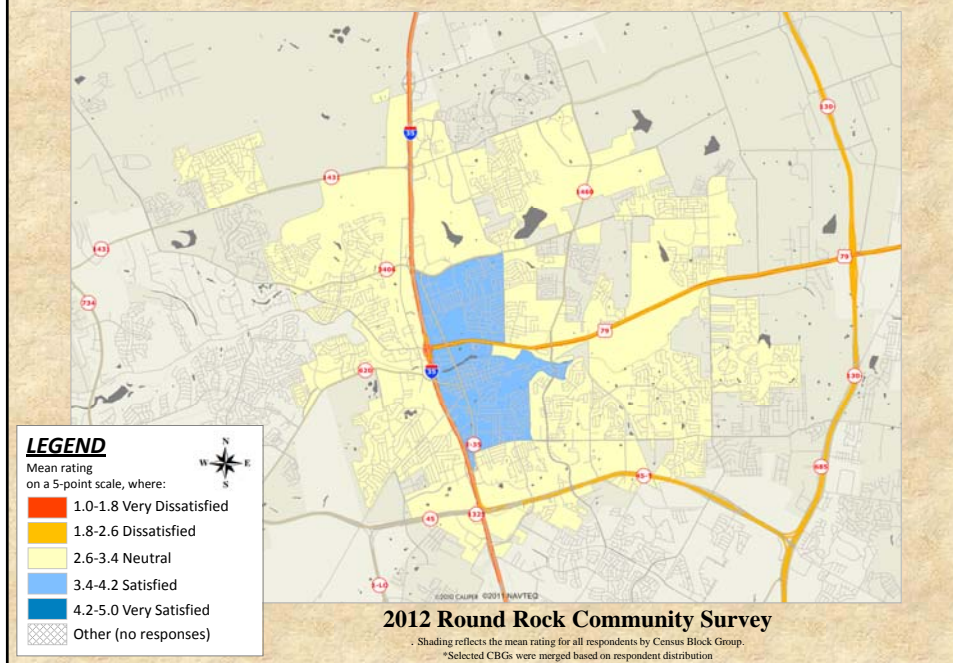




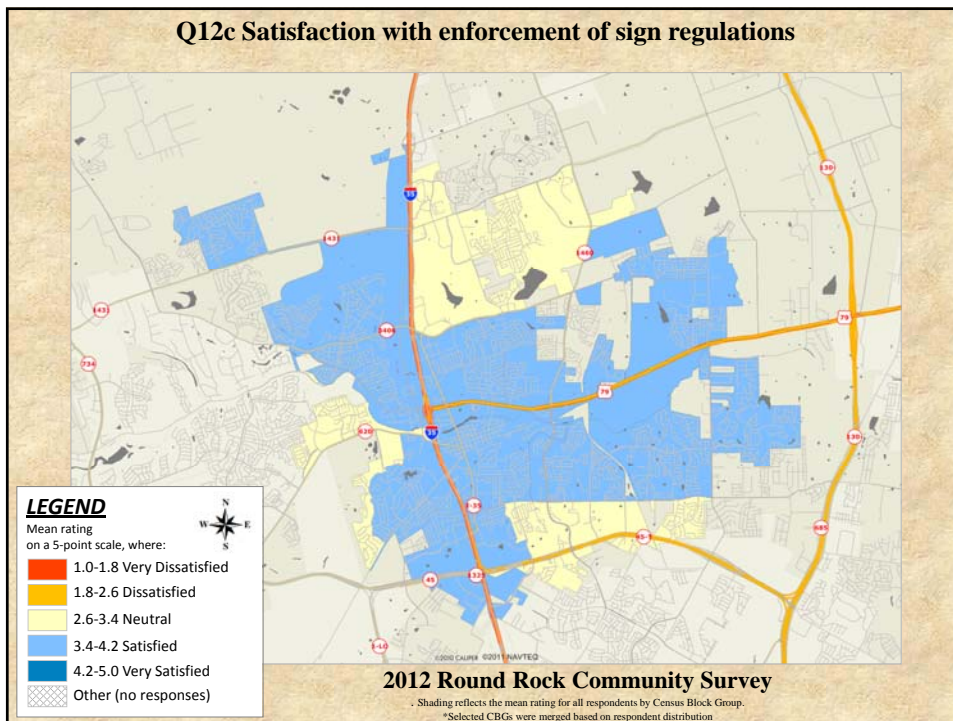




**Q12b Satisfaction with enforcement of mowing of weeds/grass on private property**

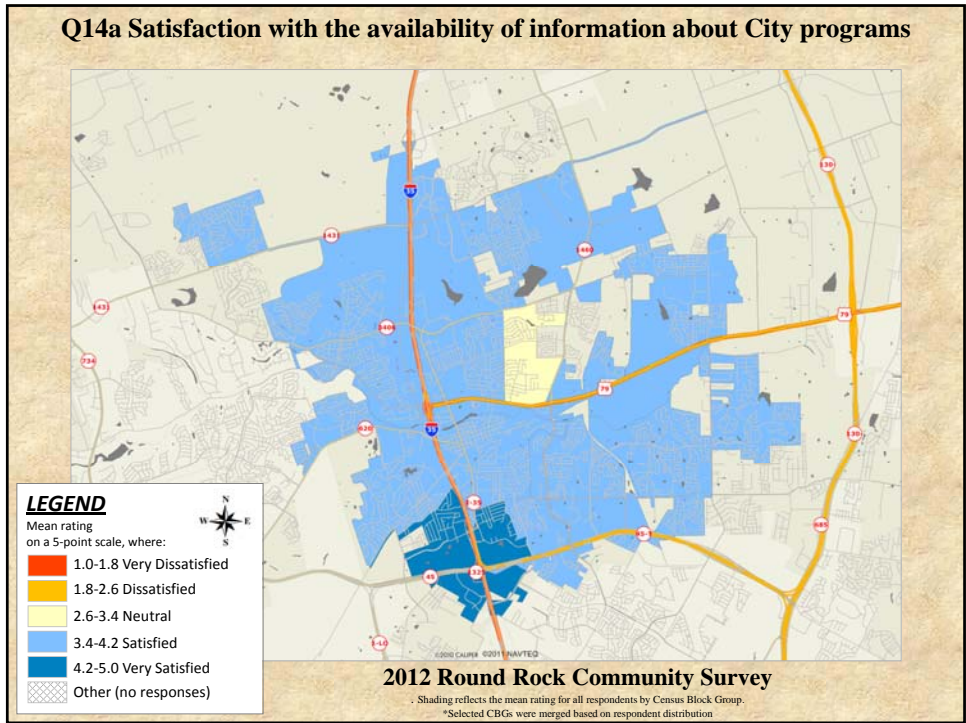


**Q12c Satisfaction with enforcement of sign regulations**

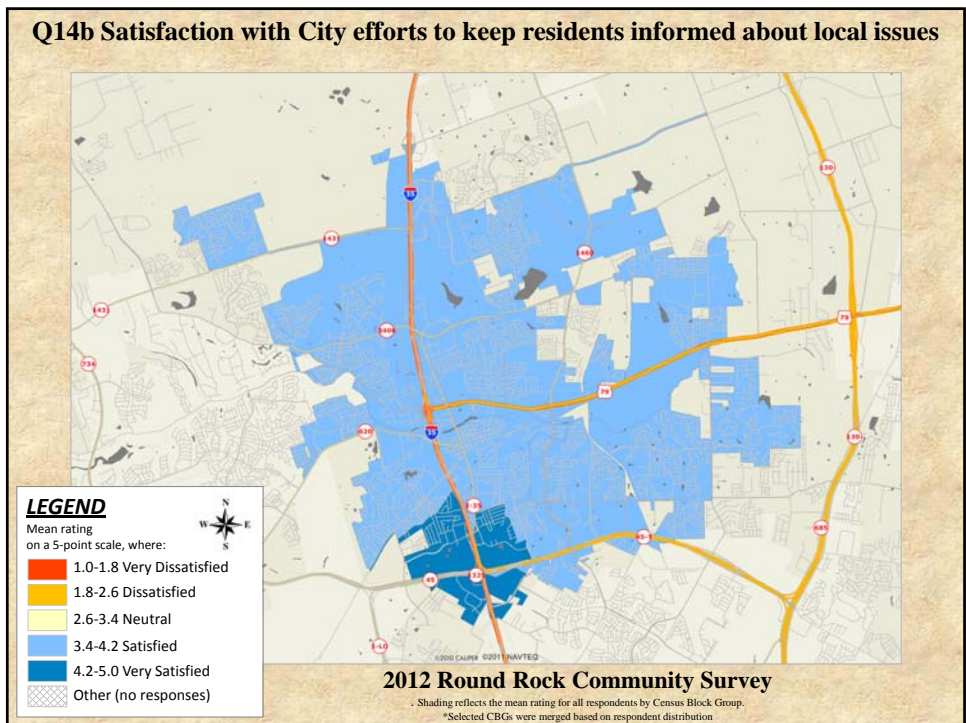




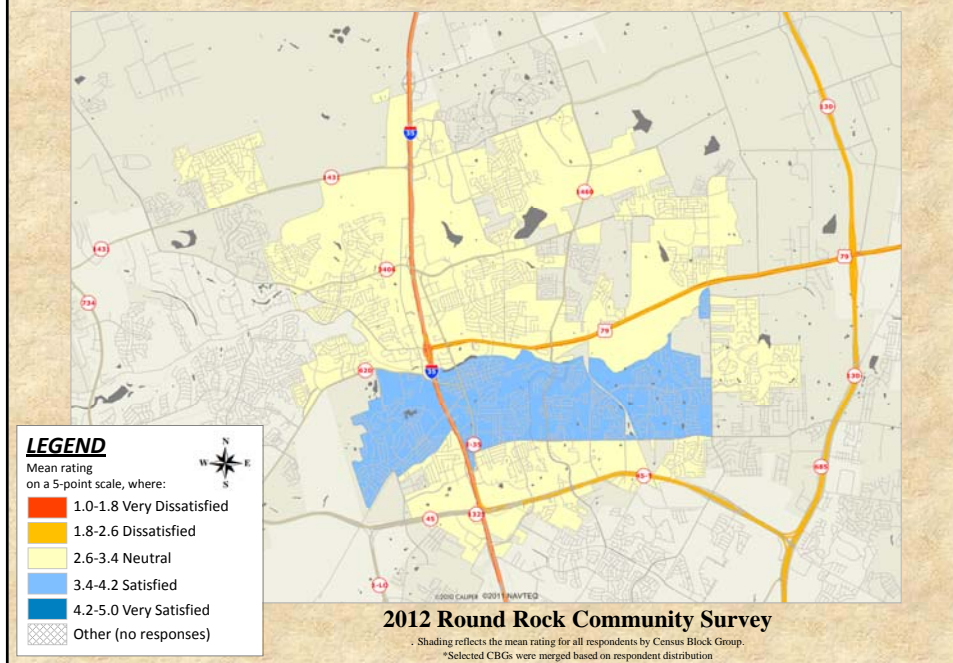
**Q14a Satisfaction with the availability of information about City programs**



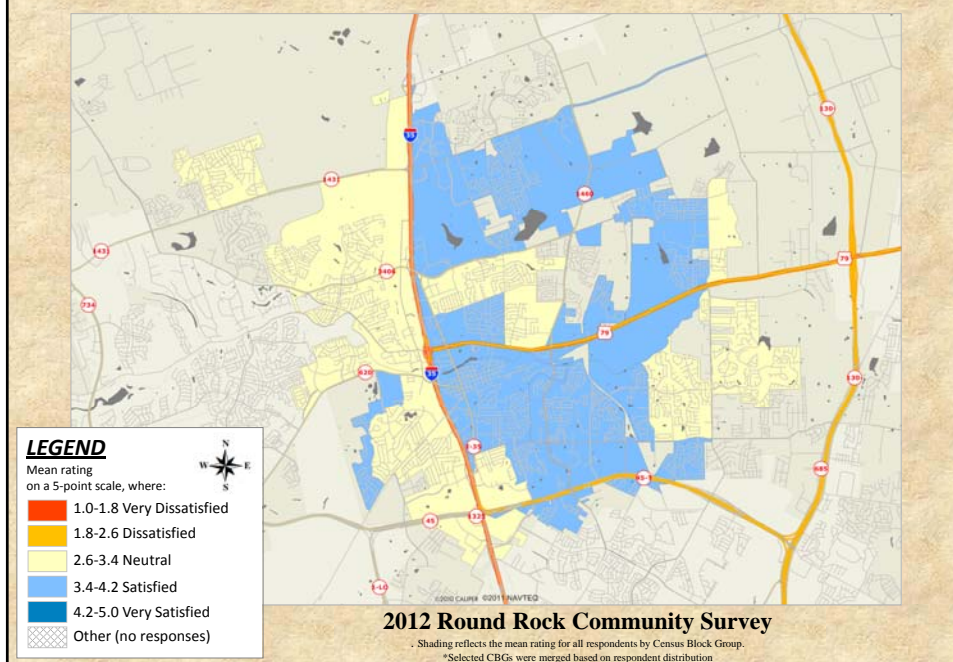
**Q14b Satisfaction with City efforts to keep residents informed about local issues**



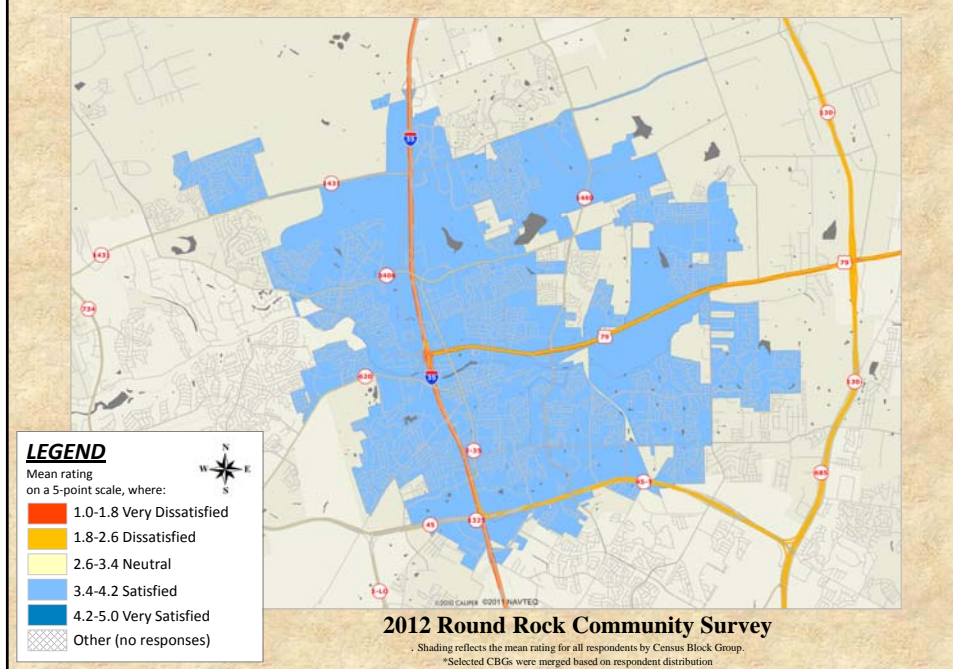
**Q14c Satisfaction with the level of public involvement in City decision-making**



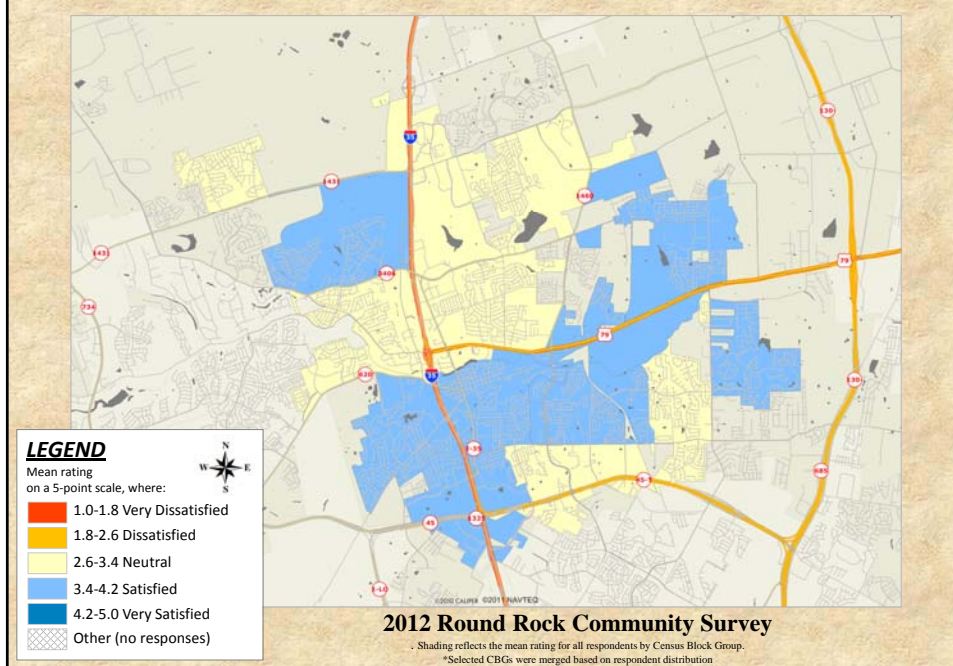
**Q14d Satisfaction with the City's cable television channel**

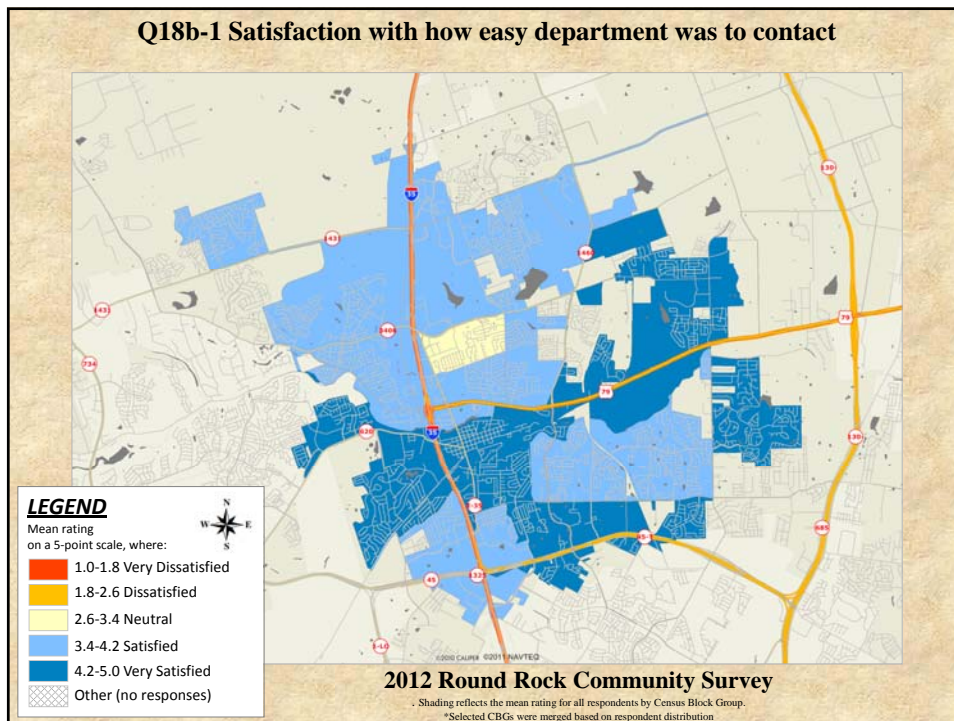
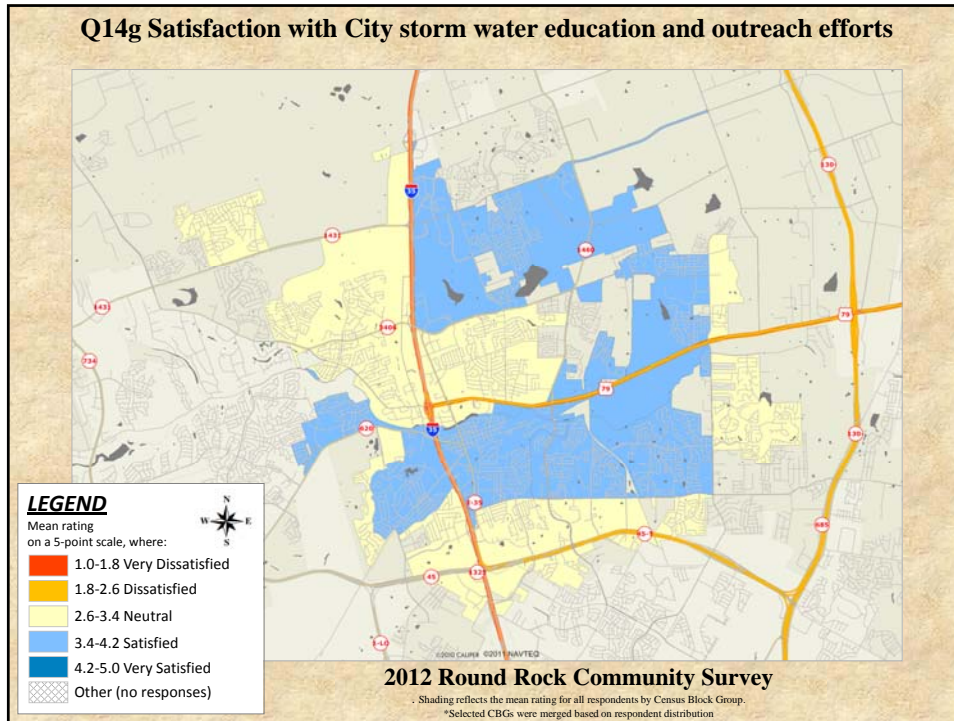


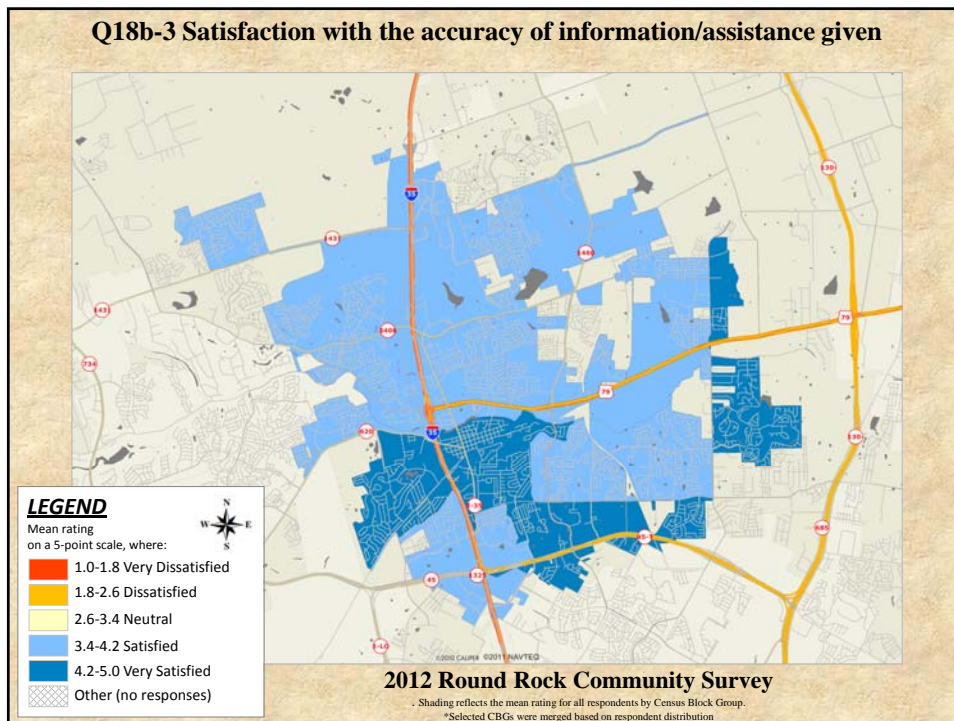
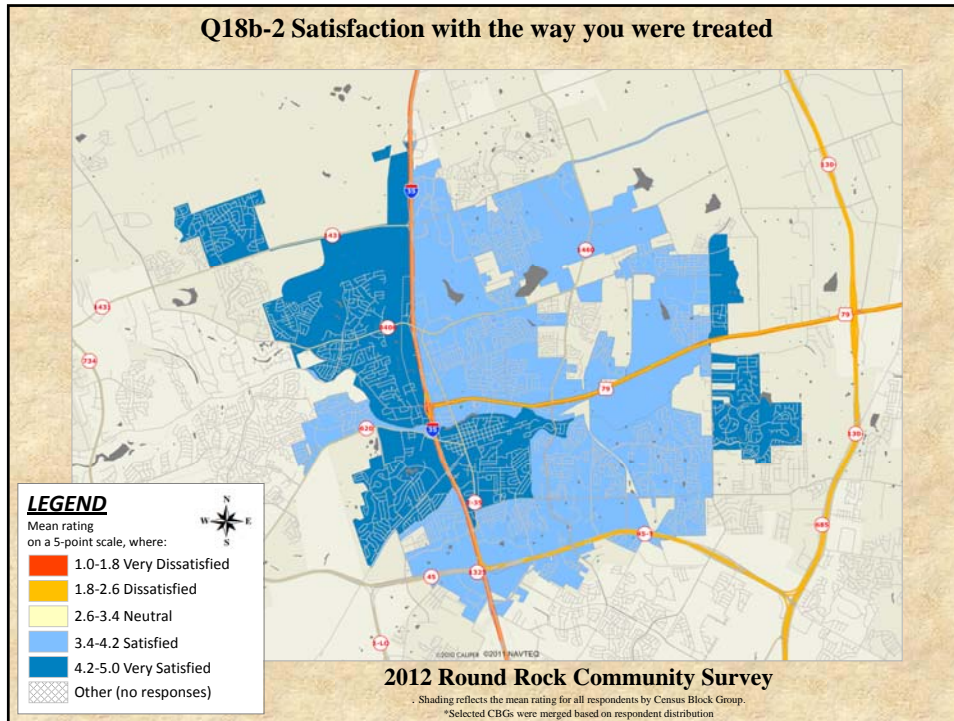
**Q14e Satisfaction with the usefulness of information available on City's Web site**



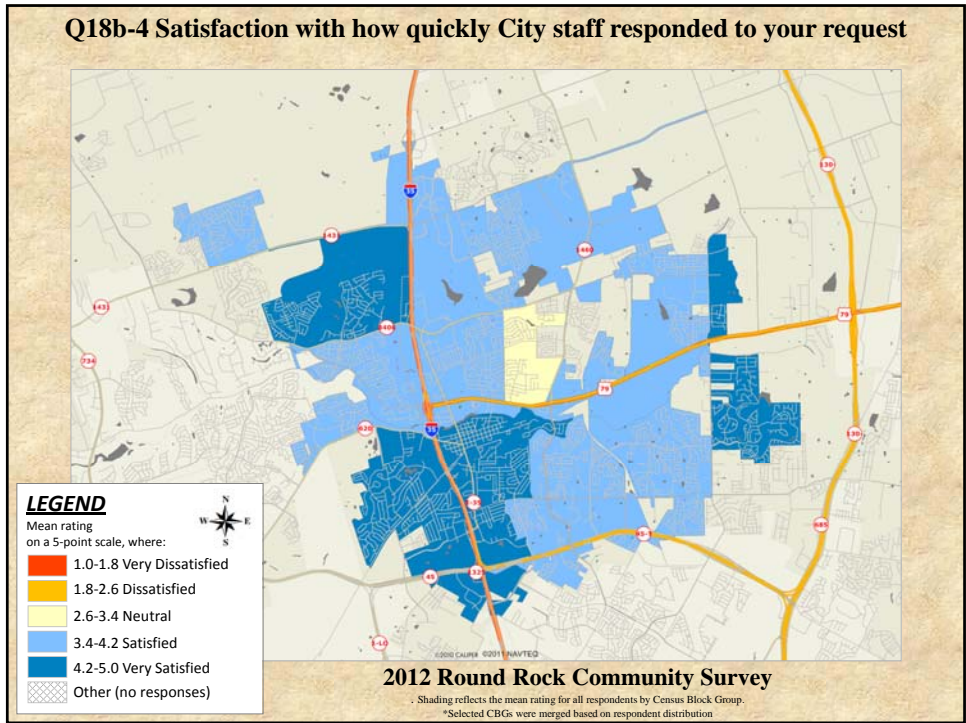
**Q14f Satisfaction with how well the City listens and responds to citizens' needs**



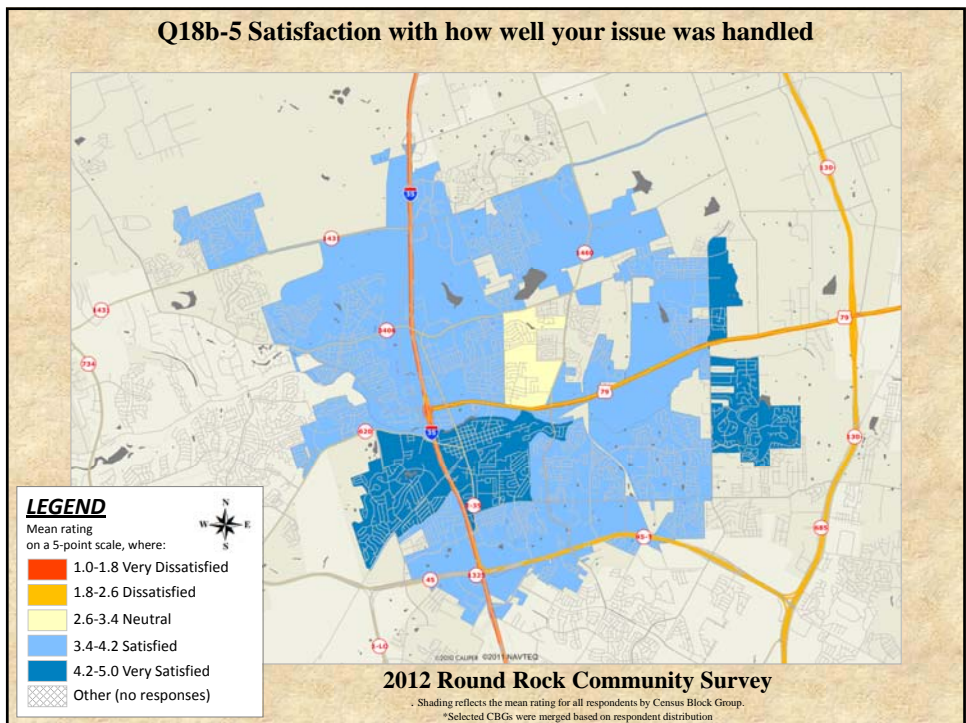


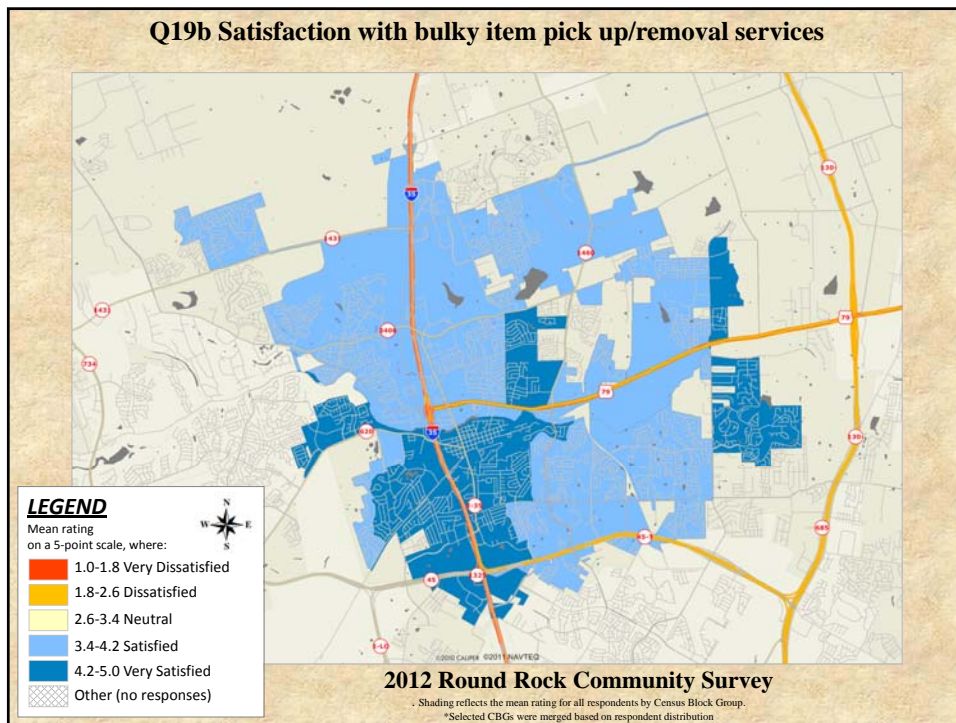
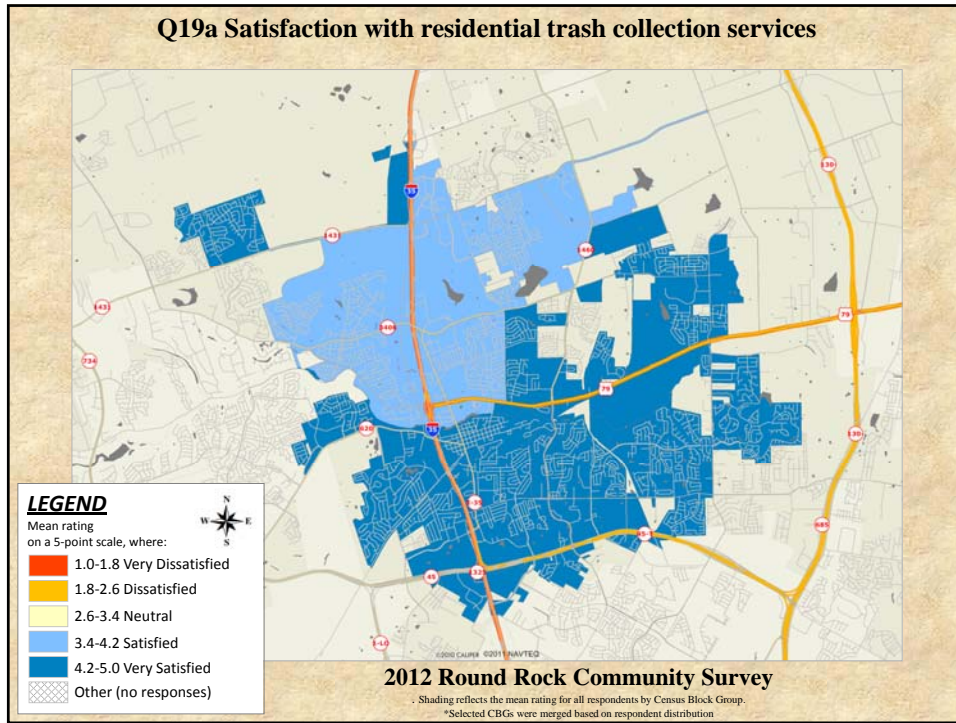


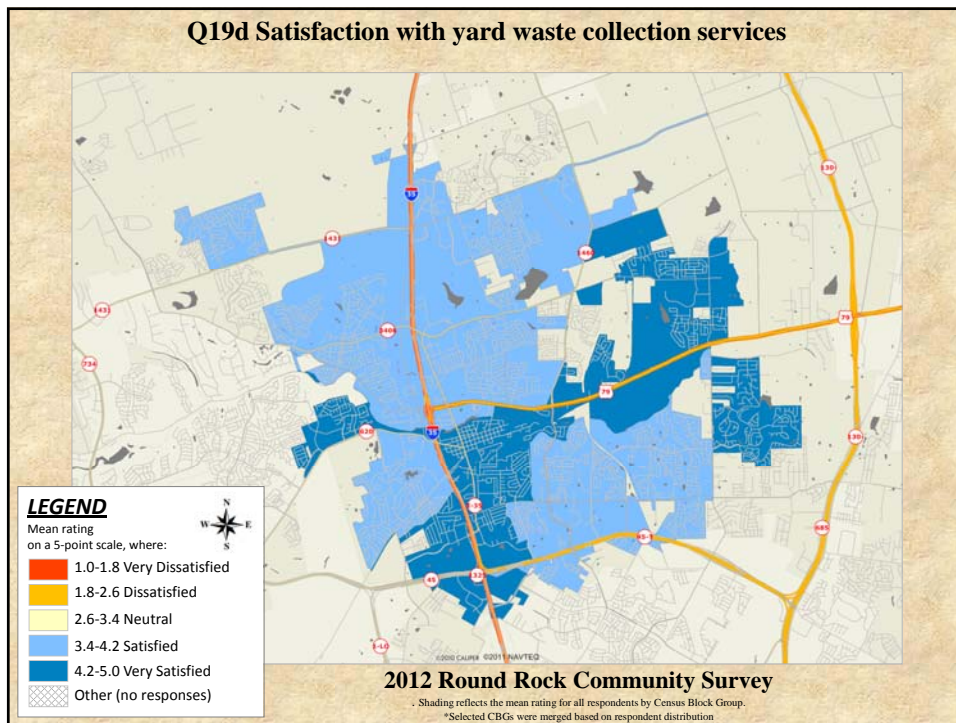
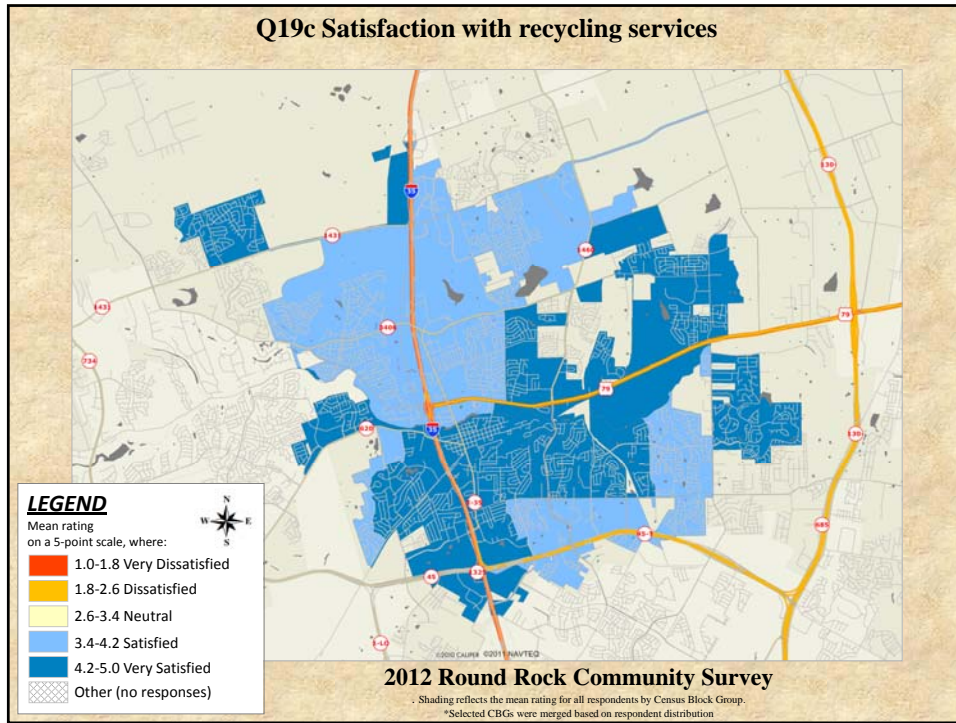
**Q18b-4 Satisfaction with how quickly City staff responded to your request**



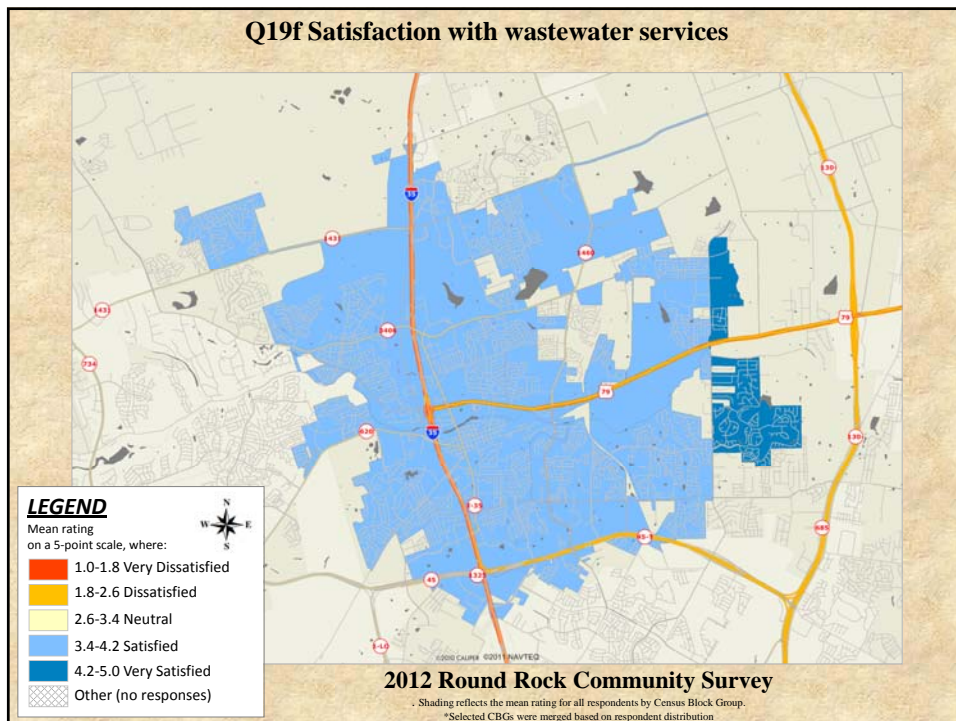
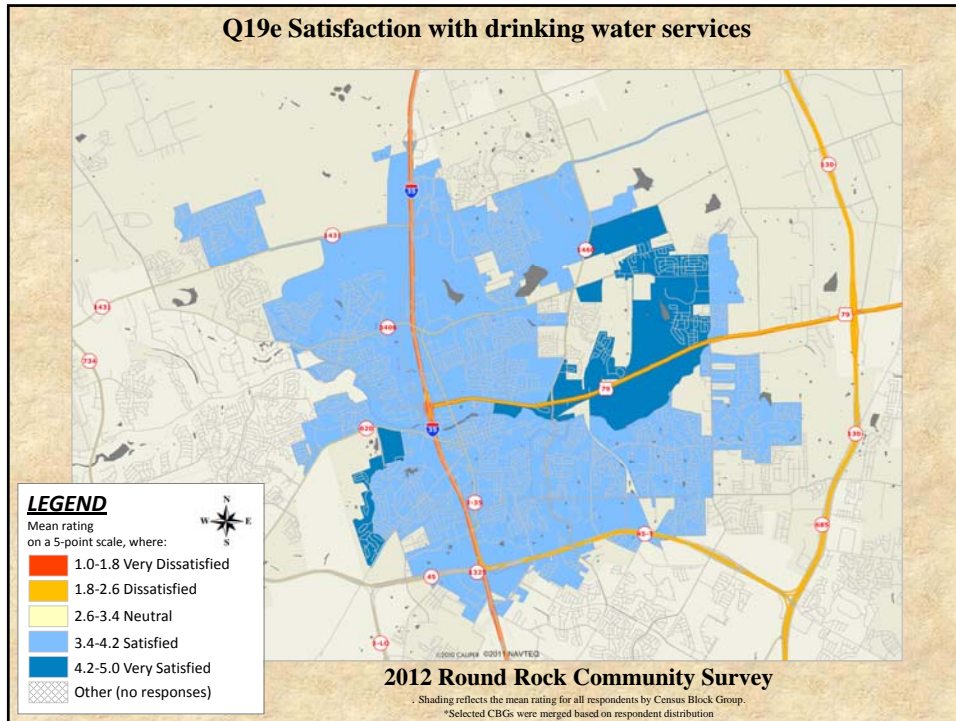
**Q18b-5 Satisfaction with how well your issue was handled**

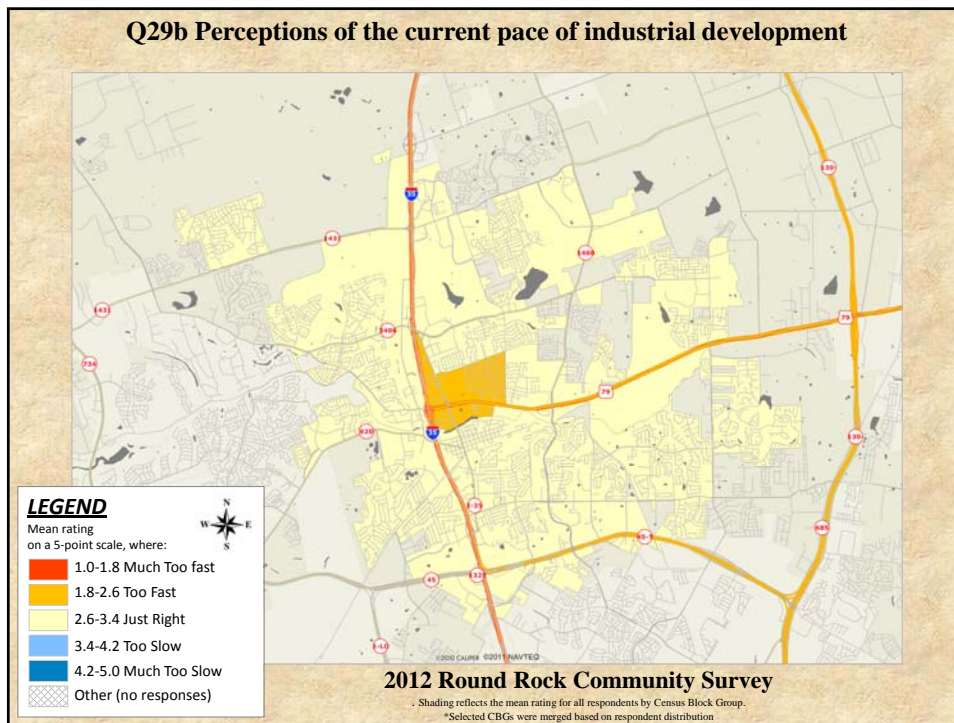
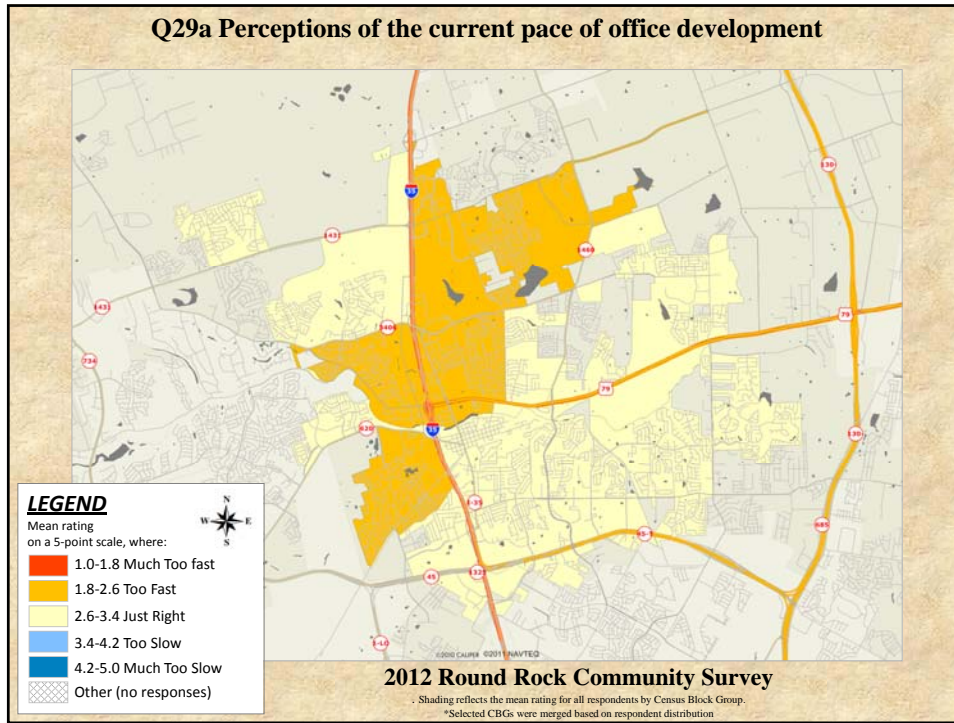




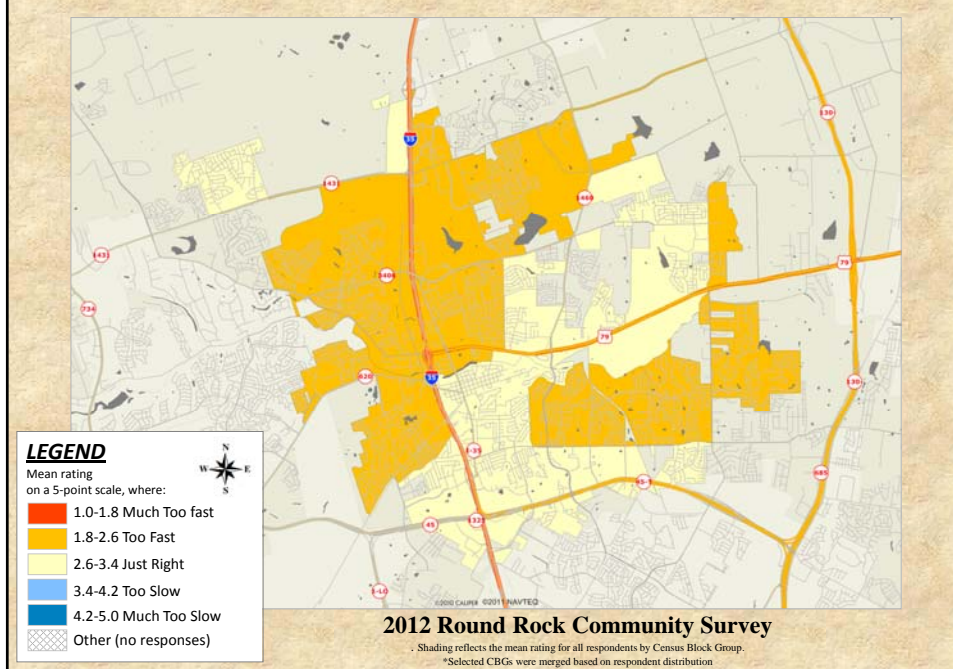




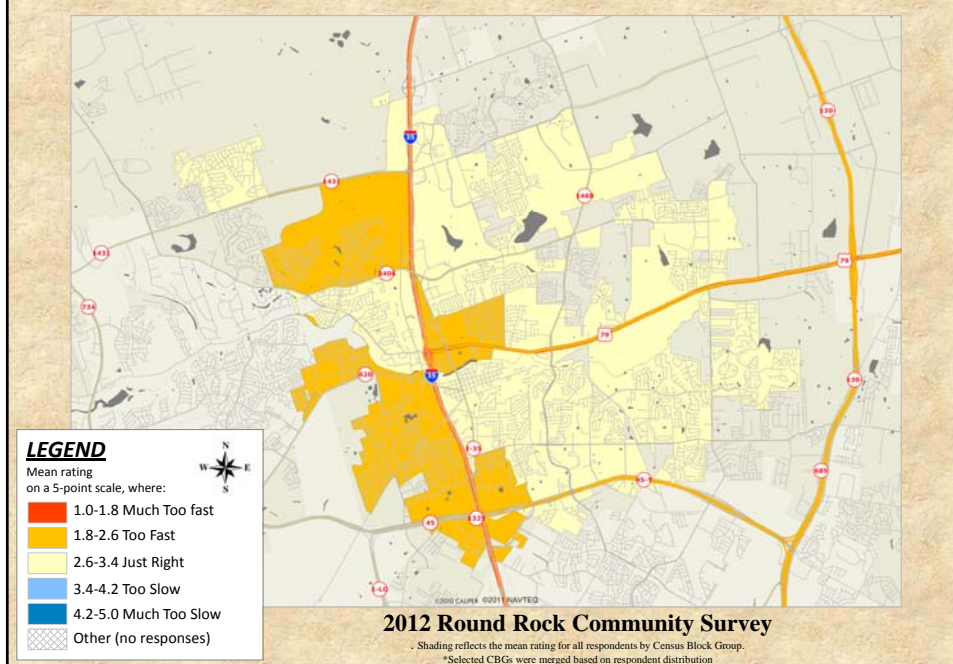


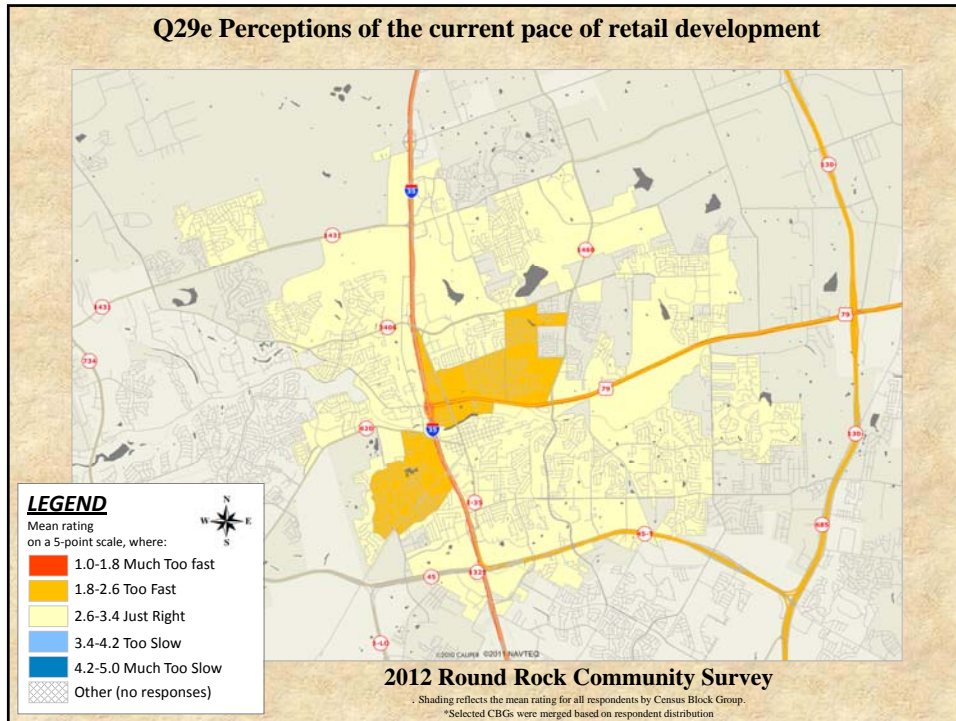


**Q29c Perceptions of the current pace of multi-family residential development**



**Q29d Perceptions of the current pace of single-family residential development**





**Section 6:**  
**Tabular Data**

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**Q1. 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=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Parks & recreation programs	28.3%	43.7%	15.6%	4.8%	0.7%	7.0%
Q1b. Water & wastewater services	22.4%	46.2%	18.8%	7.7%	3.4%	1.6%
Q1c. Emergency medical services	23.8%	34.6%	14.3%	0.5%	0.2%	26.7%
Q1d. Enforcement of City codes & ordinances	15.4%	42.1%	20.1%	6.3%	2.5%	13.6%
Q1e. Fire services	28.5%	36.4%	9.5%	0.7%	0.2%	24.7%
Q1f. Library services	37.1%	34.8%	12.4%	2.3%	0.5%	12.9%
Q1g. Maintenance of City streets & sidewalks	17.4%	42.8%	20.4%	14.5%	3.2%	1.8%
Q1h. Management of storm water runoff & flood prevention	17.2%	47.3%	21.3%	4.8%	0.9%	8.6%
Q1i. Municipal court services	12.2%	34.6%	19.2%	2.0%	1.4%	30.5%
Q1j. Police services	25.6%	39.4%	17.0%	3.6%	1.8%	12.7%
Q1k. Transportation planning in City	12.9%	24.9%	26.5%	11.8%	8.4%	15.6%
Q1l. Trash, recycling, & yard waste collection services	36.9%	41.6%	10.4%	6.3%	2.5%	2.3%
Q1m. City communication with public	20.1%	41.6%	26.5%	5.4%	2.3%	4.1%
Q1n. Customer service provided by City employees	19.5%	33.3%	25.3%	5.7%	1.6%	14.7%

**EXCLUDING DON'T KNOW**

**Q1. 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. (without "don't know")**

(N=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Parks & recreation programs	30.4%	47.0%	16.8%	5.1%	0.7%
Q1b. Water & wastewater services	22.8%	46.9%	19.1%	7.8%	3.4%
Q1c. Emergency medical services	32.4%	47.2%	19.4%	0.6%	0.3%
Q1d. Enforcement of City codes & ordinances	17.8%	48.7%	23.3%	7.3%	2.9%
Q1e. Fire services	37.8%	48.3%	12.6%	0.9%	0.3%
Q1f. Library services	42.6%	40.0%	14.3%	2.6%	0.5%
Q1g. Maintenance of City streets & sidewalks	17.7%	43.5%	20.7%	14.7%	3.2%
Q1h. Management of storm water runoff & flood prevention	18.8%	51.7%	23.3%	5.2%	1.0%
Q1i. Municipal court services	17.6%	49.8%	27.7%	2.9%	2.0%
Q1j. Police services	29.3%	45.1%	19.4%	4.1%	2.1%
Q1k. Transportation planning in City	15.3%	29.5%	31.4%	13.9%	9.9%
Q1l. Trash, recycling, & yard waste collection services	37.7%	42.6%	10.6%	6.5%	2.5%
Q1m. City communication with public	21.0%	43.4%	27.6%	5.7%	2.4%
Q1n. Customer service provided by City employees	22.8%	39.0%	29.7%	6.6%	1.9%

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

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
A=Parks & recreation programs	19	4.3 %
B=Water & wastewater services	55	12.4 %
C=Emergency medical services	38	8.6 %
D=Enforcement of City codes & ordinances	11	2.5 %
E=Fire services	39	8.8 %
F=Library services	4	0.9 %
G=Maintenance of City streets & sidewalks	35	7.9 %
H=Management of storm water runoff & flood prevention	4	0.9 %
I=Municipal court services	3	0.7 %
J=Police services	157	35.5 %
K=Transportation planning in City	33	7.5 %
L=Trash, recycling, & yard waste collection services	13	2.9 %
M=City communication with public	4	0.9 %
N=Customer service provided by City employees	3	0.7 %
Z=None chosen	24	5.4 %
Total	442	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=Parks & recreation programs	13	2.9 %
B=Water & wastewater services	36	8.1 %
C=Emergency medical services	47	10.6 %
D=Enforcement of City codes & ordinances	11	2.5 %
E=Fire services	114	25.8 %
F=Library services	14	3.2 %
G=Maintenance of City streets & sidewalks	38	8.6 %
H=Management of storm water runoff & flood prevention	9	2.0 %
I=Municipal court services	5	1.1 %
J=Police services	66	14.9 %
K=Transportation planning in City	23	5.2 %
L=Trash, recycling, & yard waste collection services	26	5.9 %
M=City communication with public	5	1.1 %
N=Customer service provided by City employees	5	1.1 %
Z=None chosen	30	6.8 %
Total	442	100.0 %



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

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Parks & recreation programs	18	4.1 %
B=Water & wastewater services	35	7.9 %
C=Emergency medical services	62	14.0 %
D=Enforcement of City codes & ordinances	15	3.4 %
E=Fire services	60	13.6 %
F=Library services	17	3.8 %
G=Maintenance of City streets & sidewalks	39	8.8 %
H=Management of storm water runoff & flood prevention	9	2.0 %
I=Municipal court services	2	0.5 %
J=Police services	60	13.6 %
K=Transportation planning in City	21	4.8 %
L=Trash, recycling, & yard waste collection services	33	7.5 %
M=City communication with public	22	5.0 %
N=Customer service provided by City employees	6	1.4 %
Z=None chosen	43	9.7 %
Total	442	100.0 %

**Q2. Which THREE of the services listed above do you think are most important for the City to provide? (top 3)**

<u>Q2. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
A=Parks & recreation programs	50	11.3 %
B=Water & wastewater services	126	28.5 %
C=Emergency medical services	147	33.3 %
D=Enforcement of City codes & ordinances	37	8.4 %
E=Fire services	213	48.2 %
F=Library services	35	7.9 %
G=Maintenance of City streets & sidewalks	112	25.3 %
H=Management of storm water runoff & flood prevention	22	5.0 %
I=Municipal court services	10	2.3 %
J=Police services	283	64.0 %
K=Transportation planning in City	77	17.4 %
L=Trash, recycling, & yard waste collection services	72	16.3 %
M=City communication with public	31	7.0 %
N=Customer service provided by City employees	14	3.2 %
Z=None chosen	24	5.4 %
Total	1253	

**Q3. 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=442)

	Excellent	Good	Average	Poor	Don't Know
Q3a. Traffic flow on state roads & highways	4.3%	23.5%	36.2%	34.6%	1.4%
Q3b. Traffic Flow in & around your neighborhood	16.7%	45.0%	24.7%	12.4%	1.1%
Q3c. City is doing managing traffic	8.4%	31.4%	40.7%	15.8%	3.6%

**EXCLUDING DON'T KNOW**

**Q3. Please rate the following traffic situations in the City of Round Rock as "Excellent," "Good," "Average" or "Poor" by circling the corresponding number below. (without "don't know")**

(N=442)

	Excellent	Good	Average	Poor
Q3a. Traffic flow on state roads & highways	4.4%	23.9%	36.7%	35.1%
Q3b. Traffic Flow in & around your neighborhood	16.9%	45.5%	24.9%	12.6%
Q3c. City is doing managing traffic	8.7%	32.6%	42.3%	16.4%

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

Q4. What would you say about traffic compared to two years ago	Number	Percent
Getting Better	66	14.9 %
Staying the Same	88	19.9 %
Getting Worse	261	59.0 %
Don't Know	27	6.1 %
Total	442	100.0 %

**Q5. 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=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Overall quality of services provided by City	16.1%	56.8%	19.7%	3.8%	0.9%	2.7%
Q5b. How well City is planning for growth	11.5%	36.9%	23.5%	13.6%	3.6%	10.9%
Q5c. Overall quality of life in City	31.1%	53.5%	11.6%	2.0%	0.0%	1.8%
Q5d. Availability of job opportunities	8.4%	26.8%	31.3%	11.8%	2.0%	19.7%
Q5e. Overall value you receive for City taxes & fees	11.6%	35.6%	32.7%	12.7%	4.1%	3.4%
Q5f. Overall quality of new development	11.1%	39.0%	30.8%	8.4%	2.7%	7.9%
Q5g. Appearance of residential property in City	11.3%	44.9%	32.0%	9.3%	0.5%	2.0%
Q5h. Appearance of commercial property in City	12.0%	48.1%	30.6%	6.1%	1.1%	2.0%
Q5i. Overall appearance of City	14.3%	54.9%	25.4%	4.8%	0.2%	0.5%

**EXCLUDING DON'T KNOW**

**Q5. 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." (without "don't know")**

(N=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Overall quality of services provided by City	16.5%	58.4%	20.2%	4.0%	0.9%
Q5b. How well City is planning for growth	12.9%	41.4%	26.4%	15.2%	4.1%
Q5c. Overall quality of life in City	31.6%	54.5%	11.8%	2.1%	0.0%
Q5d. Availability of job opportunities	10.5%	33.3%	39.0%	14.7%	2.5%
Q5e. Overall value you receive for City taxes & fees	12.0%	36.9%	33.8%	13.1%	4.2%
Q5f. Overall quality of new development	12.1%	42.4%	33.5%	9.1%	3.0%
Q5g. Appearance of residential property in City	11.6%	45.8%	32.6%	9.5%	0.5%
Q5h. Appearance of commercial property in City	12.3%	49.1%	31.3%	6.3%	1.2%
Q5i. Overall appearance of City	14.4%	55.1%	25.5%	4.8%	0.2%

**Q6. 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=442)

	Very Safe	Safe	Neutral	Unsafe	Don't Know
Q6a. In Downtown Round Rock	37.6%	48.2%	8.1%	1.8%	4.3%
Q6b. In City parks	26.7%	52.5%	13.1%	1.8%	5.9%
Q6c. In your neighborhood during the day	53.8%	39.8%	5.2%	0.2%	0.9%
Q6d. In your neighborhood at night	36.9%	48.4%	9.7%	3.6%	1.4%
Q6e. In commercial & retail areas	21.9%	55.4%	17.9%	2.9%	1.8%
Q6f. Overall feeling of safety in Round Rock	30.1%	59.5%	9.5%	0.5%	0.5%

**EXCLUDING DON'T KNOW**

**Q6. 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: (without "don't know")**

(N=442)

	Very Safe	Safe	Neutral	Unsafe
Q6a. In Downtown Round Rock	39.2%	50.4%	8.5%	1.9%
Q6b. In City parks	28.4%	55.8%	13.9%	1.9%
Q6c. In your neighborhood during the day	54.3%	40.2%	5.3%	0.2%
Q6d. In your neighborhood at night	37.4%	49.1%	9.9%	3.7%
Q6e. In commercial & retail areas	22.4%	56.5%	18.2%	3.0%
Q6f. Overall feeling of safety in Round Rock	30.2%	59.8%	9.5%	0.5%

**Q7. 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=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Appearance & maintenance of existing City parks	26.7%	53.4%	11.3%	3.4%	0.2%	5.0%
Q7b. Number of City parks	21.5%	45.5%	19.5%	4.8%	1.4%	7.5%
Q7c. Hike & bike trails in City	13.3%	35.3%	20.8%	10.0%	2.7%	17.9%
Q7d. City recreation centers	16.5%	36.4%	24.0%	6.3%	0.5%	16.3%
Q7e. City swimming pools	13.8%	27.8%	28.5%	7.5%	0.7%	21.7%
Q7f. Quality of youth recreation programs	14.5%	28.3%	21.5%	4.3%	1.4%	30.1%
Q7g. Quality of adult recreation programs	10.9%	24.9%	23.5%	4.3%	1.4%	35.1%
Q7h. Forest Creek Golf Course	8.4%	20.6%	19.2%	0.5%	0.5%	50.9%
Q7i. Quality of outdoor athletic facilities	18.3%	34.6%	21.0%	2.7%	1.1%	22.2%

**EXCLUDING DON'T KNOW**

**Q7. 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: (without "don't know")**

(N=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Appearance & maintenance of existing City parks	28.1%	56.2%	11.9%	3.6%	0.2%
Q7b. Number of City parks	23.2%	49.1%	21.0%	5.1%	1.5%
Q7c. Hike & bike trails in City	16.3%	43.0%	25.3%	12.1%	3.3%
Q7d. City recreation centers	19.7%	43.5%	28.6%	7.6%	0.5%
Q7e. City swimming pools	17.6%	35.5%	36.4%	9.5%	0.9%
Q7f. Quality of youth recreation programs	20.7%	40.5%	30.7%	6.1%	1.9%
Q7g. Quality of adult recreation programs	16.7%	38.3%	36.2%	6.6%	2.1%
Q7h. Forest Creek Golf Course	17.1%	41.9%	39.2%	0.9%	0.9%
Q7i. Quality of outdoor athletic facilities	23.5%	44.5%	27.0%	3.5%	1.5%



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

Q8. Top choice	Number	Percent
A=Appearance & maintenance of existing City parks	131	29.6 %
B=Number of City parks	48	10.9 %
C=Hike & bike trails in City	66	14.9 %
D=City recreation centers	37	8.4 %
E=City swimming pools	23	5.2 %
F=Quality of youth recreation programs	65	14.7 %
G=Quality of adult recreation programs	9	2.0 %
H=Forest Creek Golf Course	7	1.6 %
I=Quality of outdoor athletic facilities	30	6.8 %
Z=None chosen	26	5.9 %
Total	442	100.0 %

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

Q8. 2nd choice	Number	Percent
A=Appearance & maintenance of existing City parks	72	16.3 %
B=Number of City parks	35	7.9 %
C=Hike & bike trails in City	60	13.6 %
D=City recreation centers	40	9.0 %
E=City swimming pools	40	9.0 %
F=Quality of youth recreation programs	73	16.5 %
G=Quality of adult recreation programs	32	7.2 %
H=Forest Creek Golf Course	6	1.4 %
I=Quality of outdoor athletic facilities	47	10.6 %
Z=None chosen	37	8.4 %
Total	442	100.0 %

**Q8. Which TWO of the parks and recreation services listed above do you think are most important for the City to provide? (top 2)**

<u>Q8. Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
A=Appearance & maintenance of existing City parks	203	45.9 %
B=Number of City parks	83	18.8 %
C=Hike & bike trails in City	126	28.5 %
D=City recreation centers	77	17.4 %
E=City swimming pools	63	14.3 %
F=Quality of youth recreation programs	138	31.2 %
G=Quality of adult recreation programs	41	9.3 %
H=Forest Creek Golf Course	13	2.9 %
I=Quality of outdoor athletic facilities	77	17.4 %
Z=None chosen	26	5.9 %
Total	847	

**Q9. Are there any parks and recreation programs or facilities that you think the City should provide that are not currently offered by the City?**

<u>Q9. Sum of Top Two Choices</u>	<u>Number</u>
10 AND UNDER TENNIS	1
ADDITIONAL HIKE/BIKE TRAILS	1
ADDITIONAL REC CENTER	1
ADDITIONAL YOUTH SOCCER FIELDS	1
ADULT REC CENTER	1
AFFORDABLE NEIGHBORHOOD SUMMER CAMP FOR K-5 GRADE	1
ALL MAJOR SPORTS SHOULD BE FUNDED	1
AN ADDITIONAL DOG PARK	1
ANOTHER POOL NEAR CMRC	1
ARCHERY RANGE	1
ATV PARKS	1
BACKGAMMON GAMES/TOURNAMENTS	1
BALLROOM DANCE CLASSES	1
BASKETBALL COURTS	2
BASKETBALL COURTS IN PARKS	1
BETTER BBQ AREAS TO BE USE BY ALL	1
BETTER HIKE/BIKE TRAILS IN SE ROUND ROCK	1
BETTER POOL HOURS	1
BETTER VARIETY OF YOUTH PROGRAMS	1
BICYLCE TRANSPORTATION PLAN	1
BIGGER, BETTER DOG PARK WITH WATER	1
BIGGER WATER PARKS	1
BIGGER/LONGER RD FOR ADULT SWIMMING	1
BIKE LANES	1
BIKE TRAILS THAT LINK UP TO DOWNTOWN FROM E CITY	1
BOAT PEDDELING AT MEADOW LAKE	1
BOTANICAL GARDENS	2
BOTANICAL GARDENS IN AUSTIN/FLOWER GARDEN	1
BUILD/CONVERT COURTS TO FACILITATE JR TENNIS PROGRAMS	1
CEDAR PARK EVENT CENTER SHOULDN'T HAVE BEEN THERE	1
CITY PARKS	2
CITY RECREATION CENTERS	1
CLEAN/REPAIR ROCK IN RIVER	1

**Q9. Are there any parks and recreation programs or facilities that you think the City should provide that are not currently offered by the City?**

<u>Q9. Sum of Top Two Choices</u>	<u>Number</u>
COMPOSTING CLASS & REBATE INCENTIVES	1
CONCERT HALLS	1
CONNECT BRUSHY CREEK TRAIL TO SAM BASS RD	1
CONNECT HIKE/BIKE TRAILS	2
DIET & EXERCISE CLASSES	1
DISC GOLF	2
DO SOMETHING ABOUT THE UGLY UNKEPT LOT GREENLAWN	1
DOG PARKS	9
EXPAND WATER PARK	2
EXPANDED FISHING	1
FAIR GROUNDS	1
FINISH BRUSHY CREEK HIKE/BIKE TRAIL	2
FLEA/OUTDOOR MARKET	1
FOCUS SPORTS PRIORITY TO CITY RESIDENTS	1
FRISBEE GOLF	1
GOOD ADULT SOFTBALL PROGRAMS	1
HANDICAP ACCESSIBLE POOLS	1
HANDICAP ACCESSIBLE PARKS	1
HIKE/BIKE TRAILS	4
HIKING TRAILS	1
INDOOR FACILITY	1
INDOOR SPORTS (TENNIS, SOCCER, ETC)	1
INDOOR SPORTS ARENA	1
INDOOR VOLLEYBALL FACILITY	1
KIDS PROGRAMS	1
LARGE INDOOR EVENT CENTER	1
LARGE SPLASH PARK	1
LESS EXPENSIVE SENIOR CENTER MEMBERSHIP/ACTIVITIES	1
LIGHTS ON HIKE & BIKE AREAS	1
LINKED HIKE & BIKE TRAILS	1
LIST OF TRAINED BABYSITTERS W/THEIR CONTACT INFO	2
LITERARY/MUSIC EVENTS FOR ALL AGES	1
MARATHON EVENTS	1

**Q9. Are there any parks and recreation programs or facilities that you think the City should provide that are not currently offered by the City?**

<u>Q9. Sum of Top Two Choices</u>	<u>Number</u>
MARTIAL ARTS	1
MORE ADULT PROGRAMS	2
MORE BASEBALL FIELDS MAINTAINED/ ACCESSIBLE TO RR 4	1
MORE BASEBALL, TENNIS, SOCCER FACILITIES	1
MORE BASKETBALL GOALS	1
MORE BIKE ACCESS	1
MORE BIKE TRAILS TO CENTER OF RR	1
MORE DOG PARKS OR RUNS	1
MORE ENTERTAINMENT OPTIONS	1
MORE KIDS PROGRAMS	1
MORE LIKE RABB PARK	1
MORE NATURAL TRAILS	1
MORE NEIGHBORHOOD PARKS	1
MORE NEIGHBORHOOD SWIMMING POOLS	1
MORE PARKS LIKE BRUSHY CREEK SPLASH PAD	1
MORE POOL LAP LANES	1
MORE POOLS SHADE AT EXISTING POOLS	1
MORE PUBLIC ACCESS TO CITY OWNED FAILITIES	1
MORE RAQUETBALL COURTS	1
MORE SENIOR CENTERS	1
MORE SHADED AREAS IN PARKS	1
MORE SIDEWALKS FOR PEDESTRIAN/BIKES	1
MORE SWIMMING POOLS	7
MORE TENNIS COURTS	2
MORE TRAILS/BIKING AREAS	1
MORE WEEKEND TIMES	1
MORE YOUTH PROGRAMS	1
MUNICIPAL GOLF COURSE	1
NEED PARKS AT ZIP CODE 78681	1
NON ATHLETIC PROGRAMS FOR K-5TH	1
NORTH REC CENTER	1
ONLINE LIST OF AVAILABLE PROGRAMS	1
OPEN THE POOL NEAR DOWNTOWN PKWY FOR REGULAR USE	1

**Q9. Are there any parks and recreation programs or facilities that you think the City should provide that are not currently offered by the City?**

<u>Q9. Sum of Top Two Choices</u>	<u>Number</u>
OUTDOOR MUSIC EVENT PAVALLON BY LA	
FRONTERA	1
OUTDOOR SOCIAL DANCING	1
PARENTING	1
PARK IN RR WEST	1
PAVED ROLLERBLADING PATHS	1
PERFORMING ARTS LOCATIONS	2
PERFORMING ARTS/LOOK TO CARVER	
CENTER IN AUSTIN	2
POOL EAST OF I-15	1
PROVIDE TRANSPORTATION TO PARK FOR DISABLED	1
PUBLIC FISHING	1
PUBLIC GOLF COURSES	1
PUBLIC TENNIS COURTS	1
PUT IN PLAYSCAPE, NEW SWINGS IN LAKE	
CREEK PARK	1
PUT IN WALK LIGHTS	1
RECREATION CENTER FOR NORTH ROUND ROCK	1
RECREATION CENTERS	2
RECREATION FOR WEST RR	2
RECYCLING INCENTIVES	1
REGIONAL SWIM CENTER W/BLEACHERS	
FOR HS SWIM MEETS	1
RENTAL OF CITY BASEBALL FIELD DURING	
THE SUMMER	1
RESTROOMS FOR DISABLED	1
RESTROOM	1
ROCK CLIMBING FACILITY	1
ROLLERBLADE TRAIL, TRAIL ARE TOO ROUGH	1
SAFE PLACE FOR LITTLE KIDS TO RIDE BIKES	1
SAFETY ON BULLING-DRUGS	1
SAND VOLLEYBALL	1
SAUNA	1
SECOND LIBRARY	1
SECTION FOR THE ELDERLY	1

**Q9. Are there any parks and recreation programs or facilities that you think the City should provide that are not currently offered by the City?**

<u>Q9. Sum of Top Two Choices</u>	<u>Number</u>
SENIOR PROGRAMS	1
SHOOTING RANGE	1
SHOWERS	1
SIDEWALKS FOR DISABLED	1
SKATING RINKS	2
SMALL ANIMAL FARM OR PETTING ZOO	1
STEAM ROOMS	1
SWAP MEETS	1
SWIMMING POOL AND YOUTH PROGRAMS	1
SWIMMING PROGRAMS	1
SWIM TIME FOR SENIORS IN OUTDOOR POOLS	1
TEEN RECREATION PROGRAMS	1
TENNIS COURTS	1
TENNIS LESSONS	1
TENNIS PROGRAMS	1
TENNIS PROGRAMS AT OLD SETTLERS	1
TENNIS WALL TO HIT BACK WHEN NO ONE ELSE IS PLAYING	1
TODDLER PROGRAMS FOR KIDS 5 AND UNDER	1
TRANSPORTATION TO SENIOR CENTER/ ADULT ACTIVITIES	1
TRASH CANS	1
VELOWAY THAT ALLOWS SKATING LIKE ONE IN S AUSTIN	1
WATER PARKS IN RR	2
WATER PLAY PARK IN EAST ROUNG ROCK	1
WESTSIDE REC CENTER	1
WHIRL POOL	1
WORK PROGRAMS FOR YOUTH TO WORK SUMMERS	1
YOUTH RECREATION	1

**Q10. 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=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Maintenance of major City streets	12.5%	53.6%	20.5%	9.5%	2.5%	1.4%
Q10b. Maintenance of streets in your neighborhood	19.1%	48.0%	18.0%	10.7%	3.6%	0.7%
Q10c. Timing of traffic signals in City	8.4%	35.7%	31.1%	15.5%	7.5%	1.8%
Q10d. Mowing & trimming along City streets & other public areas	12.0%	48.0%	23.6%	10.9%	3.4%	2.0%
Q10e. Adequacy of City street lighting	11.6%	46.4%	24.8%	11.4%	3.4%	2.5%
Q10f. Cleanliness of City streets & other public areas	14.1%	58.2%	19.8%	5.2%	0.9%	1.8%
Q10g. Cleanliness of creeks & open channels	10.7%	41.4%	28.6%	8.2%	1.8%	9.3%
Q10h. Condition of sidewalks in City	11.4%	45.9%	27.3%	8.4%	2.5%	4.5%
Q10i. Availability of bike lanes	8.6%	17.7%	23.2%	19.1%	7.7%	23.6%



**EXCLUDING DON'T KNOW**

**Q10. 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: (without "don't know")**

(N=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Maintenance of major City streets	12.7%	54.4%	20.7%	9.7%	2.5%
Q10b. Maintenance of streets in your neighborhood	19.2%	48.3%	18.1%	10.8%	3.7%
Q10c. Timing of traffic signals in City	8.6%	36.3%	31.7%	15.7%	7.6%
Q10d. Mowing & trimming along City streets & other public areas	12.3%	49.0%	24.1%	11.1%	3.5%
Q10e. Adequacy of City street lighting	11.9%	47.6%	25.4%	11.7%	3.5%
Q10f. Cleanliness of City streets & other public areas	14.4%	59.3%	20.1%	5.3%	0.9%
Q10g. Cleanliness of creeks & open channels	11.8%	45.6%	31.6%	9.0%	2.0%
Q10h. Condition of sidewalks in City	11.9%	48.1%	28.6%	8.8%	2.6%
Q10i. Availability of bike lanes	11.3%	23.2%	30.4%	25.0%	10.1%

**Q11. Which TWO of the public works services listed above do you think are most important for the City to provide?**

Q11. Top choice	Number	Percent
A=Maintenance of major City streets	190	43.0 %
B=Maintenance of streets in your neighborhood	39	8.8 %
C=Timing of traffic signals in City	60	13.6 %
D=Mowing & trimming along City streets & other public areas	13	2.9 %
E=Adequacy of City street lighting	36	8.1 %
F=Cleanliness of City streets & other public areas	26	5.9 %
G=Cleanliness of creeks & open channels	14	3.2 %
H=Condition of sidewalks in City	12	2.7 %
I=Availability of bike lanes	24	5.4 %
Z=None chosen	28	6.3 %
Total	442	100.0 %

**Q11. Which TWO of the public works services listed above do you think are most important for the City to provide?**

Q11. 2nd choice	Number	Percent
A=Maintenance of major City streets	65	14.7 %
B=Maintenance of streets in your neighborhood	72	16.3 %
C=Timing of traffic signals in City	60	13.6 %
D=Mowing & trimming along City streets & other public areas	22	5.0 %
E=Adequacy of City street lighting	60	13.6 %
F=Cleanliness of City streets & other public areas	63	14.3 %
G=Cleanliness of creeks & open channels	15	3.4 %
H=Condition of sidewalks in City	21	4.8 %
I=Availability of bike lanes	32	7.2 %
Z=None chosen	32	7.2 %
Total	442	100.0 %

**Q11. Which TWO of the public works services listed above do you think are most important for the City to provide? (top 2)**

<u>Q11. Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	255	57.7 %
B=Maintenance of streets in your neighborhood	111	25.1 %
C=Timing of traffic signals in City	120	27.1 %
D=Mowing & trimming along City streets & other public areas	35	7.9 %
E=Adequacy of City street lighting	96	21.7 %
F=Cleanliness of City streets & other public areas	89	20.1 %
G=Cleanliness of creeks & open channels	29	6.6 %
H=Condition of sidewalks in City	33	7.5 %
I=Availability of bike lanes	56	12.7 %
<u>Z=None chosen</u>	<u>28</u>	<u>6.3 %</u>
Total	852	

**Q12. 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=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Enforcement of clean-up of junk & debris on private property	9.5%	31.6%	23.9%	14.1%	3.6%	17.3%
Q12b. Enforcement of mowing of weeds & grass on private property	10.2%	26.8%	26.4%	19.1%	4.3%	13.2%
Q12c. Enforcement of sign regulations	12.0%	31.1%	28.2%	8.4%	3.2%	17.0%

**EXCLUDING DON'T KNOW**

**Q12. 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: (without "don't know")**

(N=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Enforcement of clean-up of junk & debris on private property	11.5%	38.2%	28.8%	17.0%	4.4%
Q12b. Enforcement of mowing of weeds & grass on private property	11.8%	30.9%	30.4%	22.0%	5.0%
Q12c. Enforcement of sign regulations	14.5%	37.5%	34.0%	10.1%	3.8%

**Q13. Which ONE of the code enforcement services listed above do you think is most important for the City to provide?**

<u>Q13. Most Important Code Enforcement Items</u>	<u>Number</u>	<u>Percent</u>
A=Enforcement of clean-up of junk & debris on private property	199	45.0 %
B=Enforcement of mowing of weeds & grass on private property	101	22.9 %
C=Enforcement of sign regulations	79	17.9 %
Z=None chosen	63	14.3 %
Total	442	100.0 %

**Q14. 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=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Availability of information about City programs & services	16.5%	45.7%	25.1%	5.7%	1.1%	5.9%
Q14b. City efforts to keep residents informed about local issues	15.8%	45.2%	25.1%	7.5%	1.8%	4.5%
Q14c. Level of public involvement in City decision-making	7.9%	23.1%	35.5%	10.6%	2.7%	20.1%
Q14d. City's cable television channel	6.6%	17.9%	21.7%	5.4%	2.5%	45.9%
Q14e. Usefulness of information that is available on City's Web site	16.5%	40.0%	23.1%	3.4%	1.4%	15.6%
Q14f. How well City listens & responds to needs of citizens	7.0%	24.2%	31.7%	5.7%	2.5%	29.0%
Q14g. City storm water education & outreach efforts	6.6%	21.7%	29.9%	6.1%	0.7%	35.1%

**EXCLUDING DON'T KNOW**

**Q14. 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: (without "don't know")**

(N=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Availability of information about City programs & services	17.5%	48.6%	26.7%	6.0%	1.2%
Q14b. City efforts to keep residents informed about local issues	16.6%	47.4%	26.3%	7.8%	1.9%
Q14c. Level of public involvement in City decision-making	9.9%	28.9%	44.5%	13.3%	3.4%
Q14d. City's cable television channel	12.1%	33.1%	40.2%	10.0%	4.6%
Q14e. Usefulness of information that is available on City's Web site	19.6%	47.5%	27.3%	4.0%	1.6%
Q14f. How well City listens & responds to needs of citizens	9.9%	34.1%	44.6%	8.0%	3.5%
Q14g. City storm water education & outreach efforts	10.1%	33.4%	46.0%	9.4%	1.0%

**Q15. From which of the following sources do you currently get information about the City of Round Rock?**

Q15. Sources from which you currently get information about City

	Number	Percent
01=Austin American Statesman	146	33.0 %
02=Round Rock Leader	122	27.6 %
03=Local TV News	236	53.4 %
04=Round Rock Cable Channel 10 for Time Warner & Channel 99 for U-verse	58	13.1 %
05=Local Radio	69	15.6 %
06=Enclosure in City utility bill	282	63.8 %
07=Friends	144	32.6 %
08=City website <a href="http://www.roundrocktexas.gov">www.roundrocktexas.gov</a>	246	55.7 %
09=City email newsletter, Round Rock News	69	15.6 %
10=Public Meetings	21	4.8 %
11=Parks & Recreation email newsletter	48	10.9 %
12=Community Impact, the monthly publication	273	61.8 %
13=Your Homeowner's Association Newsletter	128	29.0 %
14=City's social media outlets	30	6.8 %
00=None chosen	8	1.8 %
Total	1880	



**Q16. Which of the following electronic sources of information are you currently using?**

Q16. Electronic sources of information you are currently using

	Number	Percent
01=Facebook	229	51.8 %
02=Twitter	41	9.3 %
03=YouTube	124	28.1 %
04=Text messages	228	51.6 %
05=Google Plus	57	12.9 %
06=E-mail	340	76.9 %
07=The Internet	367	83.0 %
08=Other	5	1.1 %
09=None of above	44	10.0 %
Total	1435	

**Q17. Do you have a smart phone?**

<u>Q17. Do you have a smart phone</u>	<u>Number</u>	<u>Percent</u>
1=Yes	256	57.9 %
2=No	186	42.1 %
Total	442	100.0 %

**Q17a. (Only if "YES" to Question 17) Which type of smart phone do you have?**

<u>Q17a. Which type</u>	<u>Number</u>	<u>Percent</u>
1=iPhone	129	50.4 %
2=Android	96	37.5 %
3=Windows phone	5	2.0 %
4=Blackberry	20	7.8 %
9=Other	6	2.3 %
Total	256	100.0 %

**Q18. Have you contacted the City of Round Rock during the past year?**

<u>Q18. Have you contacted City of Round Rock</u>	<u>Number</u>	<u>Percent</u>
1=Yes	216	48.9 %
2=No	226	51.1 %
Total	442	100.0 %

**Q18a. (Only if "YES" to Question 18) How would you describe the service you received?**

<u>Q18a. How would you describe the service you received</u>	<u>Number</u>	<u>Percent</u>
1=Excellent	88	40.7 %
2=Good	76	35.2 %
3=Fair	30	13.9 %
4=Poor	17	7.9 %
9=Don't know	5	2.3 %
Total	216	100.0 %

**Q18b. [Only if "YES" to Question 18] 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 contacted most recently with regard to the following:**

(N=216)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18b-1. How easy they were to contact	33.3%	46.3%	11.1%	6.0%	1.9%	1.4%
Q18b-2. Way you were treated	41.2%	39.8%	11.6%	4.2%	1.9%	1.4%
Q18b-3. Accuracy of information & assistance you were given	39.4%	40.3%	9.3%	5.6%	4.2%	1.4%
Q18b-4. How quickly City staff responded to your request	37.0%	42.6%	11.6%	4.2%	3.2%	1.4%
Q18b-5. How well your issue was handled	38.4%	37.5%	13.4%	4.2%	5.6%	0.9%

**EXCLUDING DON'T KNOW**

**Q18b. [Only if "YES" to Question 18] 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 contacted most recently with regard to the following: (without "don't know")**

(N=216)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18b-1. How easy they were to contact	33.8%	46.9%	11.3%	6.1%	1.9%
Q18b-2. Way you were treated	41.8%	40.4%	11.7%	4.2%	1.9%
Q18b-3. Accuracy of information & assistance you were given	39.9%	40.8%	9.4%	5.6%	4.2%
Q18b-4. How quickly City staff responded to your request	37.6%	43.2%	11.7%	4.2%	3.3%
Q18b-5. How well your issue was handled	38.8%	37.9%	13.6%	4.2%	5.6%

**Q19. 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=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a. Residential trash collection services	43.7%	43.7%	4.8%	4.1%	2.5%	1.4%
Q19b. Bulky item pick up/removal services	30.8%	33.7%	8.8%	6.8%	1.6%	18.3%
Q19c. Recycling services	45.0%	36.9%	9.3%	4.1%	2.0%	2.7%
Q19d. Yard waste collection services	30.3%	34.2%	14.0%	4.1%	2.0%	15.4%
Q19e. Drinking water services	28.3%	43.0%	12.4%	7.5%	2.7%	6.1%
Q19f. Wastewater (sewer) services	28.3%	45.7%	12.4%	3.6%	3.4%	6.6%

**EXCLUDING DON'T KNOW**

**Q19. 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: (without "don't know")**

(N=442)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a. Residential trash collection services	44.3%	44.3%	4.8%	4.1%	2.5%
Q19b. Bulky item pick up/removal services	37.7%	41.3%	10.8%	8.3%	1.9%
Q19c. Recycling services	46.3%	37.9%	9.5%	4.2%	2.1%
Q19d. Yard waste collection services	35.8%	40.4%	16.6%	4.8%	2.4%
Q19e. Drinking water services	30.1%	45.8%	13.3%	8.0%	2.9%
Q19f. Wastewater (sewer) services	30.3%	48.9%	13.3%	3.9%	3.6%

**Q20. Prior to receiving this survey, were you aware of the City's current water restrictions?**

Q20. Were you aware of City's current water restrictions	Number	Percent
1=Yes	413	93.4 %
2=No	29	6.6 %
Total	442	100.0 %

**Q21. Do you know when your household's designated watering days are?**

Q21. Do you know when your household's designated watering days are	Number	Percent
1=Yes	368	83.3 %
2=No	74	16.7 %
Total	442	100.0 %

**Q21a. (If YES to #21) Which of the following best describes how often you have been following the watering schedule for your household?**

Q21a. How often you have been following watering schedule		
	Number	Percent
1=Always	278	75.5 %
2=Usually	73	19.8 %
3=Sometimes	12	3.3 %
4=Never	2	0.5 %
9=Don't Know	3	0.8 %
Total	368	100.0 %

**Q21b. (If NO to #21) Do you know how to get information about the watering schedule for your household?**

Q21b. Do you know how to get information about watering schedule		
	Number	Percent
1=Yes	37	50.0 %
2=No	37	50.0 %
Total	74	100.0 %

**Q22. To the best of your knowledge, please indicate whether the following are used as sources of water by the City of Round Rock.**

(N=442)

	Yes 1	No 2	Don't Know 9
Q22a. Lake Georgetown	73.8%	4.8%	21.5%
Q22b. Lake Travis	11.5%	38.0%	50.5%
Q22c. Edwards Aquifer	17.2%	27.6%	55.2%
Q22d. Carrizo-Wilcox Aquifer	5.4%	25.6%	69.0%

**Q23. Prior to receiving this survey, did you know that the City has a "tiered" rate structure to encourage water conservation in the summer? This means that residents are charged different rates for water based on their usage.**

Q23. Did you know that City has a "tiered" rate structure to encourage water conservation in summer

	Number	Percent
1=Yes	311	70.4 %
2=No	131	29.6 %
Total	442	100.0 %



**Q24. Which of the following activities uses the most water in Round Rock?**

<u>Q24. Top choice</u>	<u>Number</u>	<u>Percent</u>
1=Indoor uses such as washing & bathing by residents	83	18.8 %
2=Watering of lawns & gardens by residents	207	46.8 %
3=Watering of landscaping by apartments & businesses	65	14.7 %
4=Farming & agricultural uses	23	5.2 %
5=Commercial/retail water use	41	9.3 %
6=Washing cars	11	2.5 %
7=Other suggestions	5	1.1 %
0=None chosen	7	1.6 %
Total	442	100.0 %

**Q25. How interested would you be in learning more about "water wise landscaping", which would provide ideas for landscaping your yard in ways that minimize the use of water?**

<u>Q25. How interested would you be in learning more about "water wise landscaping"</u>	<u>Number</u>	<u>Percent</u>
1=Very interested	137	31.0 %
2=Interested	130	29.4 %
3=Somewhat interested	89	20.1 %
4=Not interested	82	18.6 %
9=Don't know	4	0.9 %
Total	442	100.0 %

**Q26. Are you familiar with the City's irrigation system audit program?**

Q26. Are you familiar with City's irrigation system audit program	Number	Percent
1=Yes	76	17.2 %
2=No	366	82.8 %
Total	442	100.0 %

**Q27. Overall, how important do you think it is for residents of Round Rock to conserve water?**

Q27. How important is it for residents of Round Rock to conserve water	Number	Percent
1=Very important	276	62.4 %
2=Important	142	32.1 %
3=Somewhat important	16	3.6 %
4=Not important	5	1.1 %
9=Don't know	3	0.7 %
Total	442	100.0 %

**Q28. Do you think the City of Round Rock will be able to meet its water supply goals if residents do not participate in water conservation activities?**

Q28. Will City of Round Rock meet its water supply goals	Number	Percent
1=Yes	49	11.1 %
2=No	303	68.6 %
9=Don't know	90	20.4 %
Total	442	100.0 %

**Q29. 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=442)

	Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
Q29a. Office development	1.1%	8.4%	47.3%	17.6%	6.1%	19.5%
Q29b. Industrial development	1.6%	11.8%	48.6%	10.6%	4.1%	23.3%
Q29c. Multi-family residential development	0.7%	4.5%	40.5%	23.5%	13.8%	17.0%
Q29d. Single-family residential development	1.6%	5.7%	50.9%	20.4%	7.5%	14.0%
Q29e. Retail development	1.8%	12.2%	49.5%	12.9%	8.6%	14.9%

**EXCLUDING DON'T KNOW**

**Q29. 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. (without "don't know")**

(N=442)

	Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast
Q29a. Office development	1.4%	10.4%	58.7%	21.9%	7.6%
Q29b. Industrial development	2.1%	15.3%	63.4%	13.9%	5.3%
Q29c. Multi-family residential development	0.8%	5.4%	48.8%	28.3%	16.6%
Q29d. Single-family residential development	1.8%	6.6%	59.2%	23.7%	8.7%
Q29e. Retail development	2.1%	14.4%	58.2%	15.2%	10.1%

**Q30. 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=442)

	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
Q30a. Library Services	7.3%	21.1%	54.0%	2.0%	0.7%	15.0%
Q30b. Law enforcement	4.3%	25.4%	60.1%	1.8%	0.7%	7.7%
Q30c. Fire response	4.3%	18.1%	60.8%	0.2%	0.0%	16.6%
Q30d. Emergency medical services	3.6%	18.1%	61.0%	0.7%	0.0%	16.6%
Q30e. Parks and open space	7.0%	28.3%	51.9%	1.6%	0.9%	10.2%
Q30f. Recreation activities	6.1%	28.8%	48.3%	2.5%	1.4%	12.9%
Q30g. Maintenance of Infrastructure	15.9%	37.9%	37.6%	0.7%	2.3%	5.7%

**EXCLUDING DON'T KNOW**

**Q30. 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. (without "don't know")**

(N=442)

	Should Be Much Higher	Should Be A Little Higher	Should Stay the Same	Should Be A Little Lower	Should Be Much Lower
Q30a. Library Services	8.5%	24.8%	63.5%	2.4%	0.8%
Q30b. Law enforcement	4.7%	27.5%	65.1%	2.0%	0.7%
Q30c. Fire response	5.2%	21.7%	72.8%	0.3%	0.0%
Q30d. Emergency medical services	4.3%	21.7%	73.1%	0.8%	0.0%
Q30e. Parks and open space	7.8%	31.6%	57.8%	1.8%	1.0%
Q30f. Recreation activities	7.0%	33.1%	55.5%	2.9%	1.6%
Q30g. Maintenance of Infrastructure	16.8%	40.1%	39.9%	0.7%	2.4%

**Q31. What do you think are the THREE biggest issues Round Rock will face within the next FIVE years?**

Q31. Biggest issues Round Rock will face within  
next five years

	Number	Percent
1=Traffic	326	73.8 %
2=Controlling rapid growth	197	44.6 %
3=School related issues	205	46.4 %
4=Road repair/maintenance/expansion	164	37.1 %
5=High taxes/property taxes/finances	158	35.7 %
6=Public transportation	96	21.7 %
7=Crime	98	22.2 %
8=Other	24	5.4 %
9=Don't know	6	1.4 %
Total	1274	

**Q32. Approximately how many years have you lived in Round Rock?**

Q32. How many years have you lived in Round  
Rock

	Number	Percent
1=Less than 5 years	91	20.6 %
2=5-9 years	108	24.4 %
3=10-19 years	141	31.9 %
4=20-29 years	56	12.7 %
5=30+ years	45	10.2 %
9=Don't know	1	0.2 %
Total	442	100.0 %

**Q33. What is your age?**

<u>Q33. Your age</u>	<u>Number</u>	<u>Percent</u>
1=Under 35	109	24.7 %
2=35 to 44	118	26.7 %
3=45 to 54	119	26.9 %
4=55 to 64	58	13.1 %
5=65+	38	8.6 %
Total	442	100.0 %

**Q34. What is the highest level of formal education you completed?**

<u>Q34. Highest level of formal education you completed</u>	<u>Number</u>	<u>Percent</u>
1=Grade school	5	1.1 %
2=High school	44	10.0 %
3=Some college	108	24.4 %
4=College graduate	161	36.4 %
5=Graduate work	21	4.8 %
6=Graduate degree	96	21.7 %
9=Declined	7	1.6 %
Total	442	100.0 %

**Q35. Do you work in the City of Round Rock?**

<u>Q35. Do you work in City of Round Rock</u>	<u>Number</u>	<u>Percent</u>
1=Yes	135	30.5 %
2=No	305	69.0 %
9=Declined	2	0.5 %
Total	442	100.0 %

**Q36. Do you have children living at home in the following age ranges?**

<u>Q36. Do you have children living at home in following age ranges</u>	<u>Number</u>	<u>Percent</u>
1=Under 6 years	102	23.1 %
2=6 to 12 years	136	30.8 %
3=13 to 18 years	96	21.7 %
4=No children	197	44.6 %
9=Declined	5	1.1 %
Total	536	

**Q37. What is your gender?**

<u>Q37. Your gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	215	48.6 %
2=Female	227	51.4 %
Total	442	100.0 %

**Q38. Are you of Hispanic, Latino, or other Spanish heritage?**

Q38. Are you of Hispanic, Latino, or other Spanish heritage	Number	Percent
1=Yes	117	26.5 %
2=No	315	71.3 %
9=Declined	10	2.3 %
Total	442	100.0 %

**Q39. Which of the following best describes your race/ethnicity?**

Q39. Your race/ethnicity	Number	Percent
1=Asian/Pacific Islander	23	5.2 %
2=American Indian/Eskimo	5	1.1 %
6=Black/African American	41	9.3 %
4=White	312	70.6 %
5=Other	58	13.1 %
9=Declined	17	3.8 %
Total	456	

**Q40. Would you say your total annual household income is:**

Q40. Your total annual household income	Number	Percent
1=Under \$25K	17	3.8 %
2=\$25K-\$49,999	59	13.3 %
3=\$50K-\$74,999	79	17.9 %
4=\$75K-\$99,999	66	14.9 %
5=\$100K-\$124,999	60	13.6 %
6=\$125K-\$149,999	38	8.6 %
7=\$150K-\$199,999	41	9.3 %
8=\$200K+	30	6.8 %
9=Declined	52	11.8 %
Total	442	100.0 %



**Section 7:**  
**Survey Instrument**

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# 2012 Round Rock Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to improve the quality of city services. If you have questions, please contact Will Hampton at 512-218-5409.

1. **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.

<b>How satisfied are you with:</b>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Parks and recreation programs	5	4	3	2	1	9
B. Water and wastewater services	5	4	3	2	1	9
C. Emergency medical services	5	4	3	2	1	9
D. Enforcement of city codes and ordinances	5	4	3	2	1	9
E. Fire services	5	4	3	2	1	9
F. Library services	5	4	3	2	1	9
G. Maintenance of city streets and sidewalks	5	4	3	2	1	9
H. Management of storm water runoff and flood prevention	5	4	3	2	1	9
I. Municipal court services	5	4	3	2	1	9
J. Police services	5	4	3	2	1	9
K. Transportation planning in the City	5	4	3	2	1	9
L. Trash, recycling, and yard waste collection services	5	4	3	2	1	9
M. City communication with the public	5	4	3	2	1	9
N. Customer service provided by City employees	5	4	3	2	1	9

2. **Which THREE of the 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 1 above].

1<sup>st</sup>.:\_\_\_\_\_ 2<sup>nd</sup>.:\_\_\_\_\_ 3<sup>rd</sup>.:\_\_\_\_\_

3. **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.

<b>How Would You Rate:</b>	Excellent	Good	Average	Poor	Don't Know
A. Traffic flow on state roads and highways in Round Rock (i.e. I-35, US 79, RM 620)	4	3	2	1	9
B. Traffic Flow in and around your neighborhood	4	3	2	1	9
C. The job the City of Round Rock is doing managing traffic	4	3	2	1	9

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

\_\_\_\_(1) Getting Better \_\_\_\_\_(3) Getting Worse  
 \_\_\_\_ (2) Staying the Same \_\_\_\_\_(9) Don't know

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.”

<b>How satisfied are you with:</b>		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:

<b>How safe do you feel:</b>		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:

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Appearance and Maintenance of existing City parks	5	4	3	2	1	9
B.	Number of City parks	5	4	3	2	1	9
C.	Hike and bike 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].

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

9. **Are there any parks and recreation programs or facilities that you think the City should provide that are not currently offered by the City?** [Write up to two suggestions in the spaces below]

1<sup>st</sup> suggestion: \_\_\_\_\_ 2<sup>nd</sup> suggestion: \_\_\_\_\_

10. **Transportation:** 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

11. 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 10 above].

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

12. **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

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

Most Important: \_\_\_\_\_

14. **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 and outreach Efforts	5	4	3	2	1	9

**15. 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](http://www.roundrocktexas.gov)
- (09) The City email newsletter, Round Rock News
- (10) Public Meetings
- (11) Parks and Recreation email newsletter
- (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)

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

- (01) Facebook
- (02) Twitter
- (03) YouTube
- (04) Text messages
- (05) Google Plus
- (06) E-mail
- (07) The Internet (general use)
- (08) Other: \_\_\_\_\_
- (09) None of the above

**17. Do you have a smart phone?**

- (1) Yes [answer Question 17a-b]
- (2) No [go to Question 18]

**17a. [Only if "YES" to Question 17] Which type of smart phone do you have?**

- (1) iPhone
- (2) Android
- (3) Windows phone
- (4) Blackberry
- (9) Other: \_\_\_\_\_

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

- (1) Yes [answer Question 18a-b]
- (2) No [go to Question 19]

**18a. [Only if "YES" to Question 18] How would you describe the service you received?**

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

**18b. [Only if "YES" to Question 18] 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 contacted most recently with regard to the following:**

<b>How Satisfied are you with:</b>		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

19. **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:

<b>How Satisfied are you with:</b>		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

**Water Conservation and Awareness**

20. **Prior to receiving this survey, were you aware of the City’s current water restrictions?**

\_\_\_(1) Yes \_\_\_(2) No

21. **Do you know when your household’s designated watering days are?**

\_\_\_(1) Yes – answer 21a \_\_\_(2) No – answer 21b

21a. **[If YES to #21] Which of the following best describes how often you have been following the watering schedule for your household?**

\_\_\_(1) Always \_\_\_(2) Usually \_\_\_(3) Sometimes \_\_\_(4) Never \_\_\_(9) Don’t know

21b. **[If NO to #21] Do you know how to get information about the watering schedule for your household?** \_\_\_(1) Yes \_\_\_(2) No

22. **To the best of your knowledge, please indicate whether the following are used as sources of water by the City of Round Rock.**

- (A) Lake Georgetown.....YES ..... NO ..... DK
- (B) Lake Travis .....YES ..... NO ..... DK
- (C) Edwards Aquifer.....YES ..... NO ..... DK
- (D) Carrizo-Wilcox Aquifer .....YES ..... NO ..... DK

23. **Prior to receiving this survey, did you know that City has a “tiered” rate structure to encourage water conservation in the summer? This means that residents are charged different rates for water based on their usage.**

\_\_\_(1) Yes \_\_\_(2) No

24. **Which ONE of the following activities uses the most water in Round Rock? [Check ONE]**

- \_\_\_(1) Indoor uses such as washing and bathing by residents
- \_\_\_(2) Watering of lawns and gardens by residents
- \_\_\_(3) Watering of landscaping by apartments and businesses
- \_\_\_(4) Farming and agricultural uses
- \_\_\_(5) Commercial/retail water use
- \_\_\_(6) Washing cars
- \_\_\_(7) Other suggestions

25. **How interested would you be in learning more about “water wise landscaping”, which would provide ideas for landscaping your yard in ways that minimize the use of water?**

\_\_\_(1) Very interested \_\_\_(2) Interested \_\_\_(3) Somewhat interested \_\_\_(4) Not interested

26. **Are you familiar with the City’s irrigation system audit program?** \_\_\_(1) Yes \_\_\_(2) No

27. **Overall, how important do you think it is for residents of Round Rock to conserve water ?**

\_\_\_(1) Very important \_\_\_(2) Important \_\_\_(3) Somewhat Important \_\_\_(4) Not important

28. Do you think the City of Round Rock will be able to meet its water supply goals if residents do not participate in water conservation activities?

\_\_\_(1) Yes \_\_\_(2) No \_\_\_(9) Don't know

29. **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.

Type of Development	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

30. **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.

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

31. 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

32. 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

33. What is your age? \_\_\_\_\_ years

34. 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

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

- \_\_\_(1) Yes
- \_\_\_(2) No

**36. 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

**37. What is your gender?**

- (1) Female
- (2) Male

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

- (1) Yes
- (2) No

**39. 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: \_\_\_\_\_

**40. 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
- (8) \$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.