

# 2014 Round Rock Community Survey

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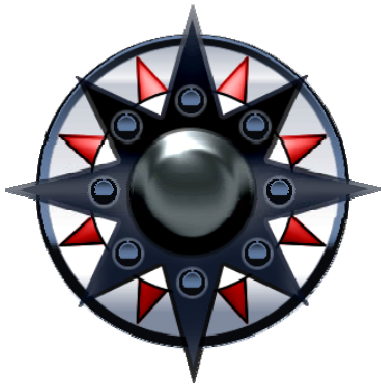
## Final Report

**Submitted to the City of Round Rock, Texas by:**

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**July 2014**





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# 2014 DirectionFinder<sup>®</sup> Survey

## Executive Summary Report

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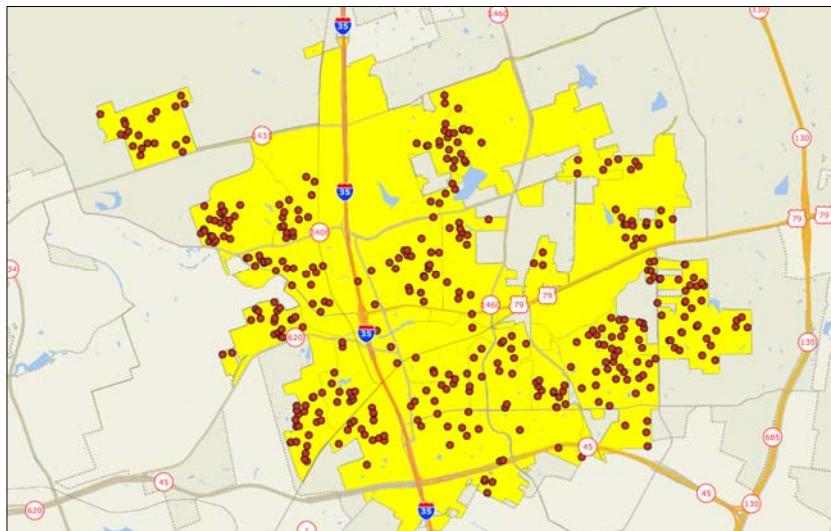
### Overview and Methodology

During the summer of 2014, 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. ETC Institute has administered the survey every two years since 2008.

The seven-page survey was administered by mail and phone to a random sample of 410 residents. The results for the random sample of 410 households have a 95% level of confidence with a precision of at least  $\pm 4.8\%$ . 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.”

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map on the right shows the physical distribution of respondents to the resident survey based on the location of their home.



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 show the results of selected questions 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, ninety-one percent (91%) of residents were satisfied with the overall quality of life in the City, 7% were neutral and only 2% were “dissatisfied.”

**Overall Satisfaction with City Services.** Ninety-three percent (93%) of residents who had an opinion were “very satisfied” or “satisfied” with the overall quality of services provided by the City, **an increase of 18% from 2012.** The City services with the highest levels of satisfaction were: fire services (92%), trash, recycling, and yard waste collection services (89%), emergency medical services (88%), and library services (88%). Residents were least satisfied with transportation planning in the City (38%).

**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.** Seventy-two percent (72%) of residents felt traffic flow in the City was getting worse compared to two years ago; 15% felt it was staying the same, 8% felt it was getting better and 4% 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 18% of residents rated traffic flow on state roads and highways as “excellent” or “good.”

**Most Residents Felt Safe in Round Rock.** Ninety-three percent (93%) 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 (96%), in Downtown Round Rock (90%), 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 appearance and maintenance of City parks (88%), number of City parks (78%), outdoor athletic fields (74%) and City recreation centers (70%).

**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) appearance and maintenance of City parks, 2) hike and bike trails in the City and 3) youth recreation programs.

**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 (77%), the maintenance of major City streets (74%), the maintenance of neighborhood streets (70%), and the mowing and trimming of streets and other public areas (65%).

**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 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 availability of information about City services and programs (76%), City efforts to keep residents informed about local issues (74%) and usefulness of information on the City’s website (72%). The sources that residents used most often to get information about the City of Round Rock were: 1) Community Impact (78%), 2) the enclosure in their utility bill (63%), 3) local TV news and 4) the City website.

**Customer Service.** Seventy-five percent (75%) 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 (88%), how easy the City was to contact (86%) and how quickly City staff responded to their request (79%).

**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 (95%), recycling services (91%), wastewater (sewer) services (87%), and drinking water services (85%).

**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 (89%), 2) controlling rapid growth (56%), and 3) high taxes/property taxes/finances (42%).

### Other Findings

- Eighty percent (80%) 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.
- Nearly half (46%) of residents believe the watering of lawns and gardens is the activity that uses the most water in Round Rock.
- The electronic sources of information that residents are currently using the most are: the Internet (86%), E-mail (85%), text messages (65%) and Facebook (58%).
- Forty-seven percent (47%) of residents felt the City was developing multi-family residential developments “much too fast” or “too fast.”
- Sixty-four percent (64%) of residents felt the level of service provided by the City in the maintenance of infrastructure should be “much higher” or a “little higher.”
- Two-thirds (67%) of the residents surveyed reported that they did not work in the City.

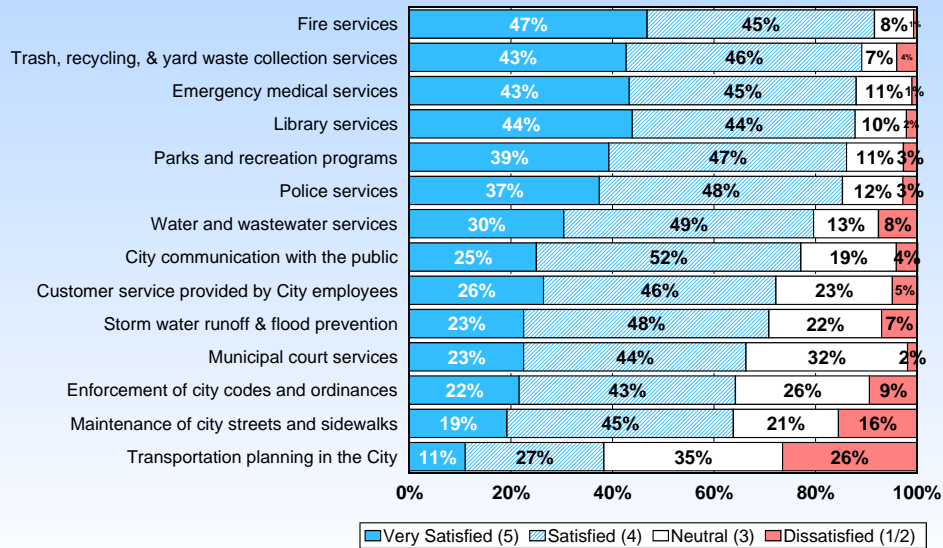
## **Section 1:**

# **Charts and Graphs**

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

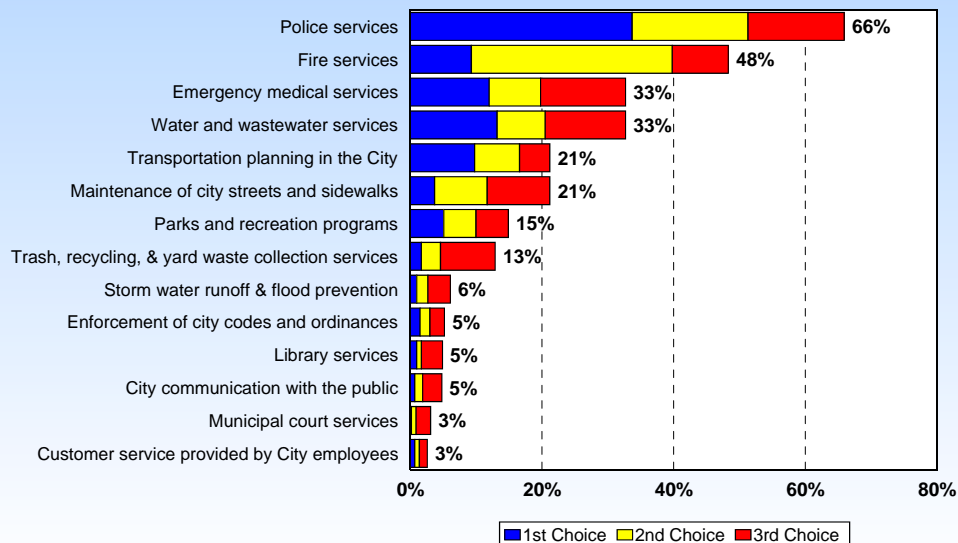
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2014 Round Rock Community Survey)

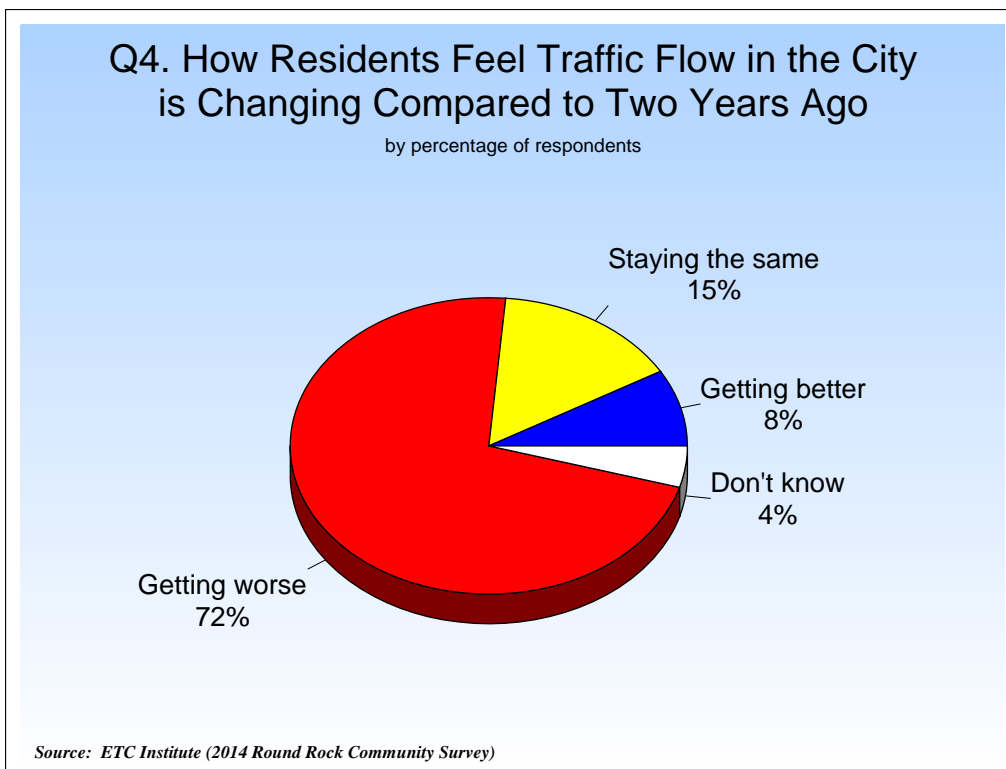
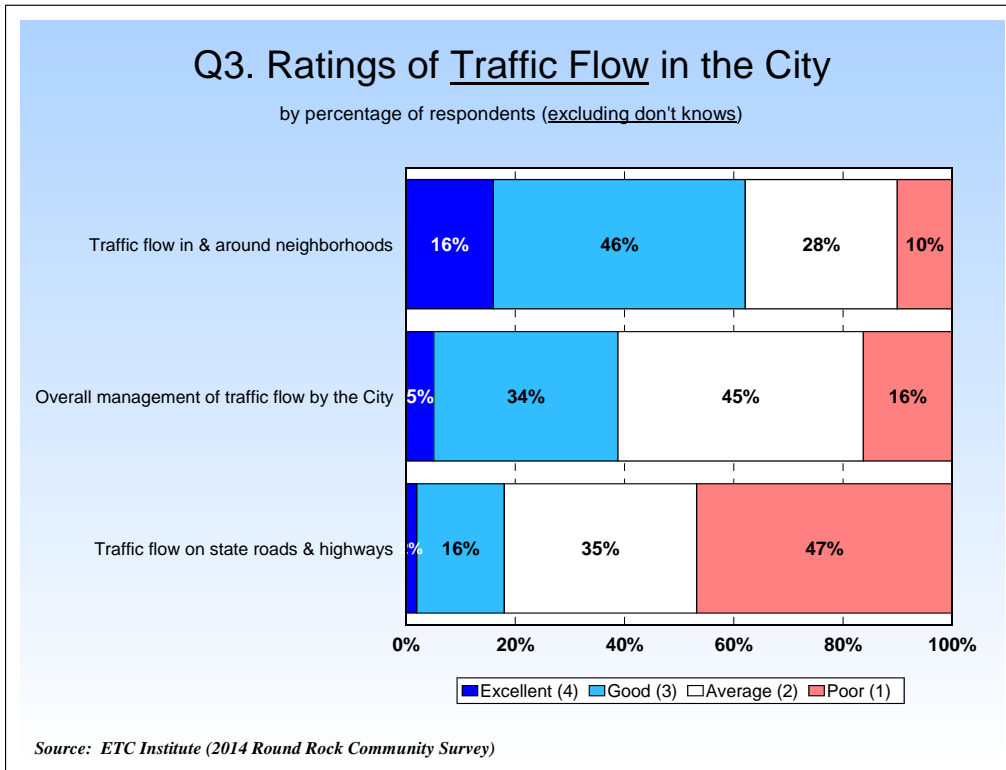
## Q2. City Services That Are Most Important to Residents by Major Category

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



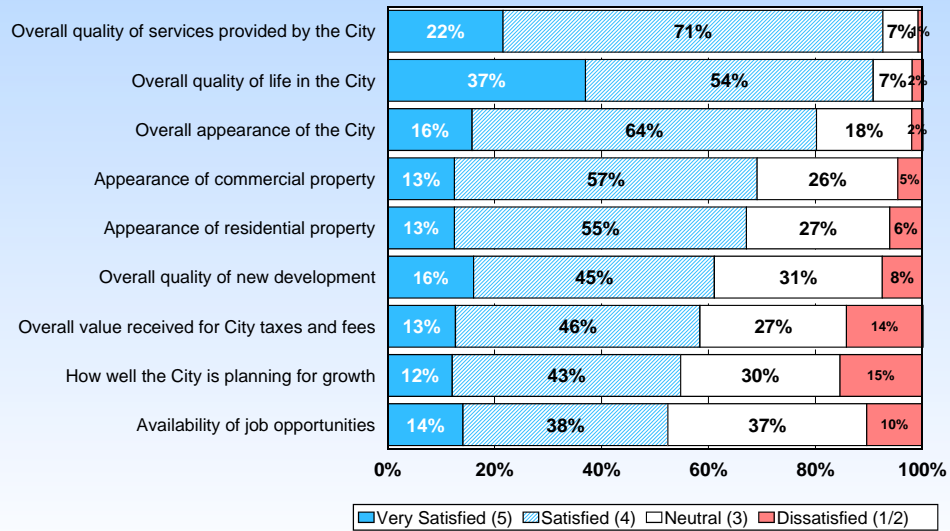
Source: ETC Institute (2014 Round Rock Community Survey)





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

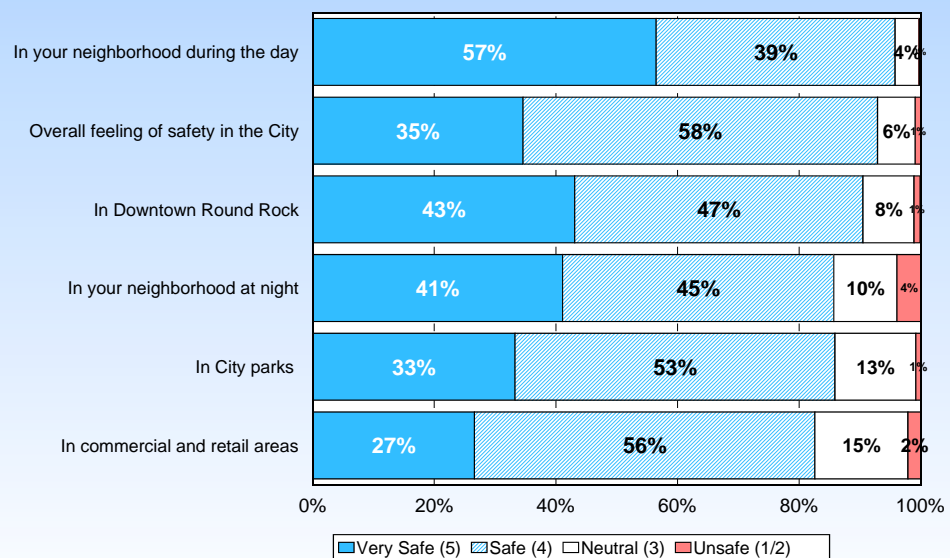
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2014 Round Rock Community Survey)

## Q6. How Safe Do You Feel?

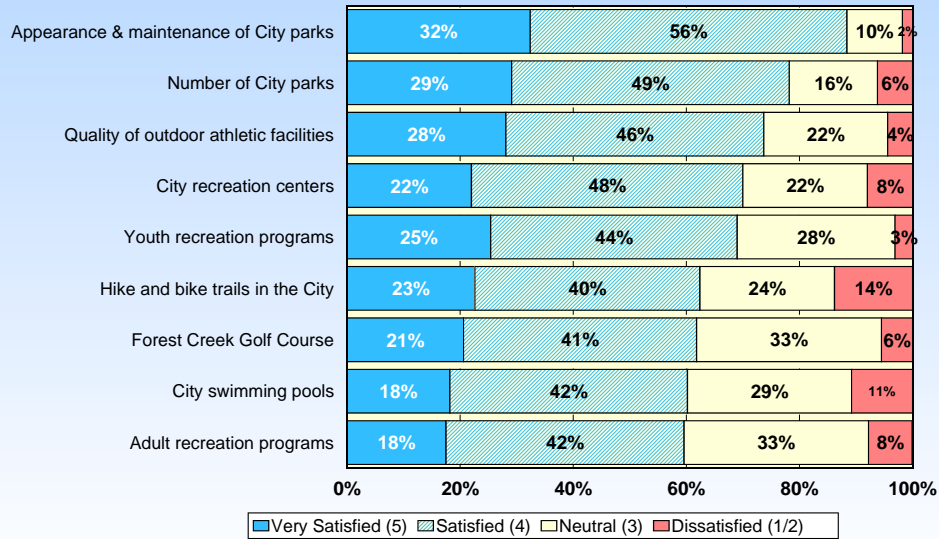
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2014 Round Rock Community Survey)

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

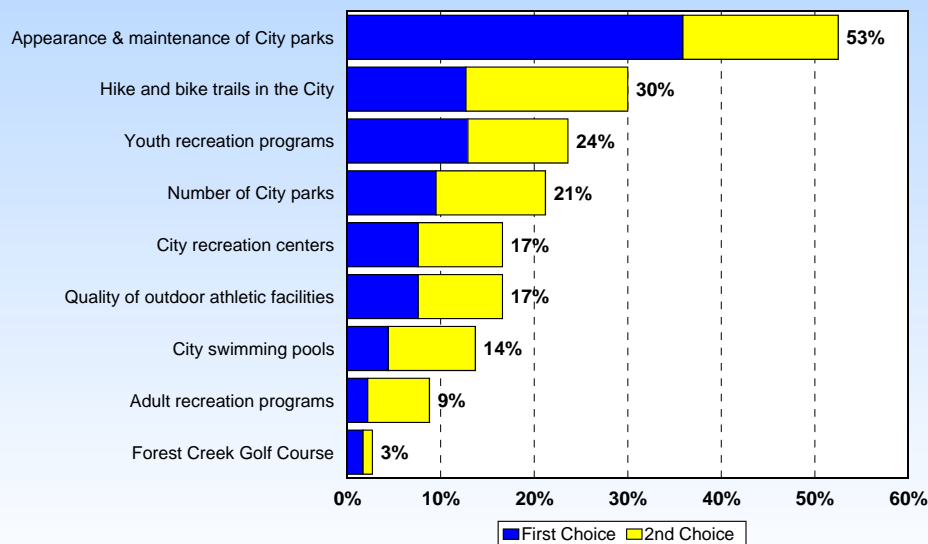
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2014 Round Rock Community Survey)

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

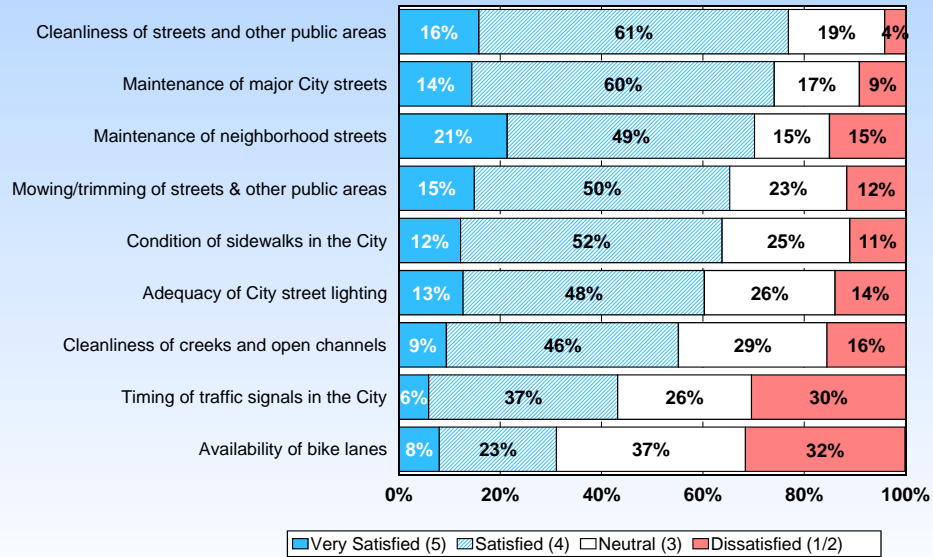
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2014 Round Rock Community Survey)

## Q10. Satisfaction with Various Aspects of Public Works

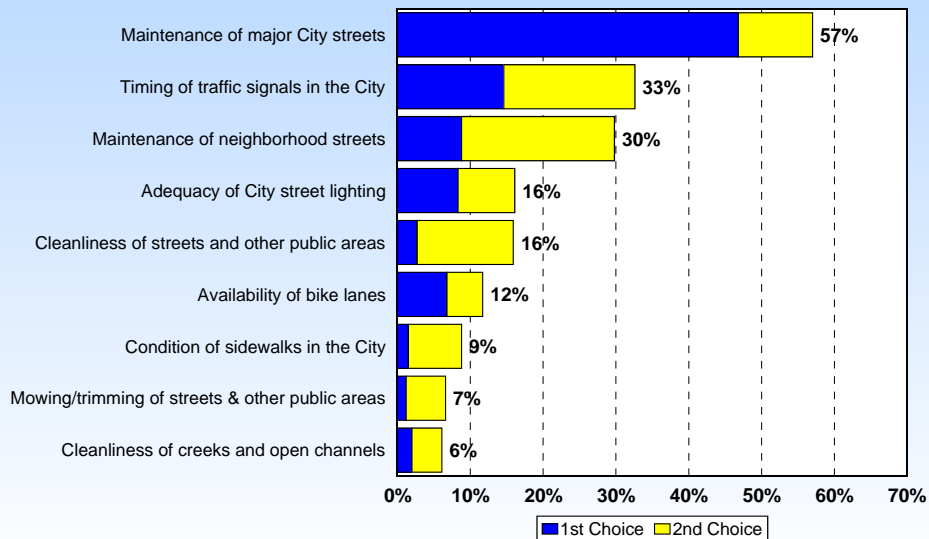
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2014 Round Rock Community Survey)

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

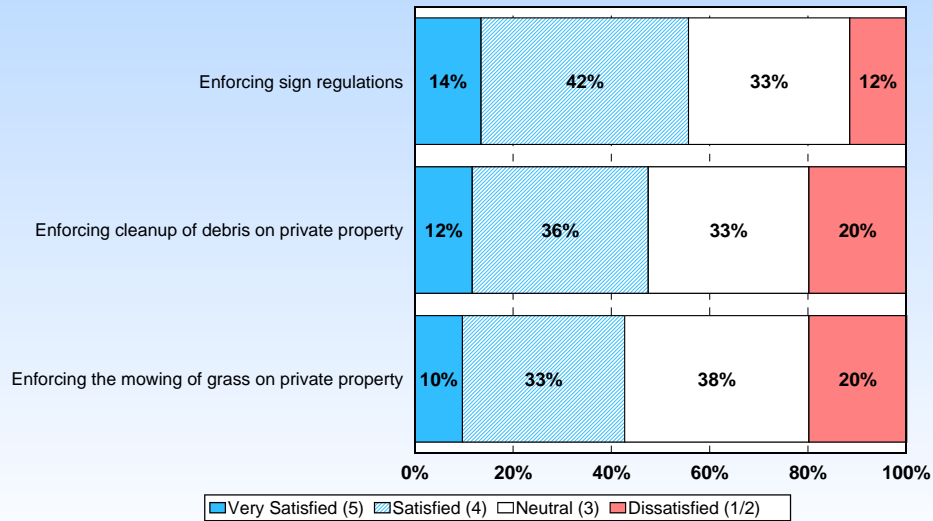
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2014 Round Rock Community Survey)

## Q12. Satisfaction with Various Aspects of Code Enforcement

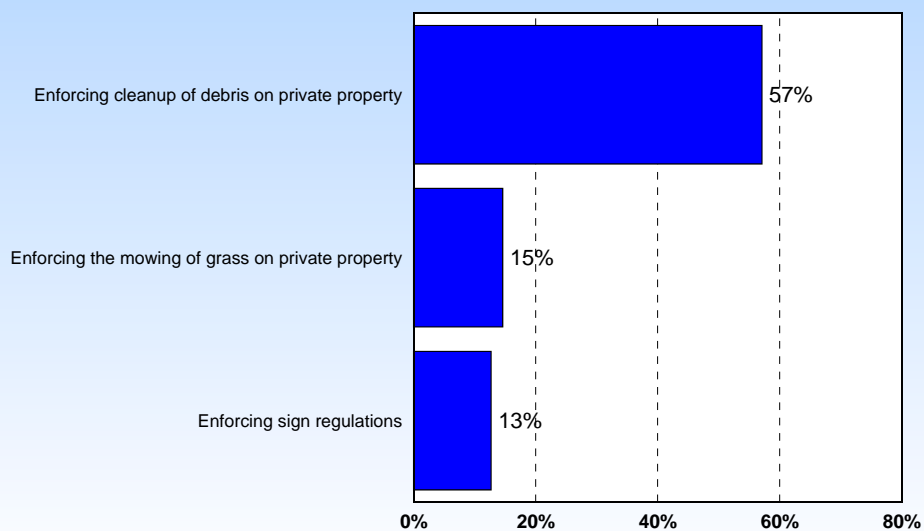
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2014 Round Rock Community Survey)

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

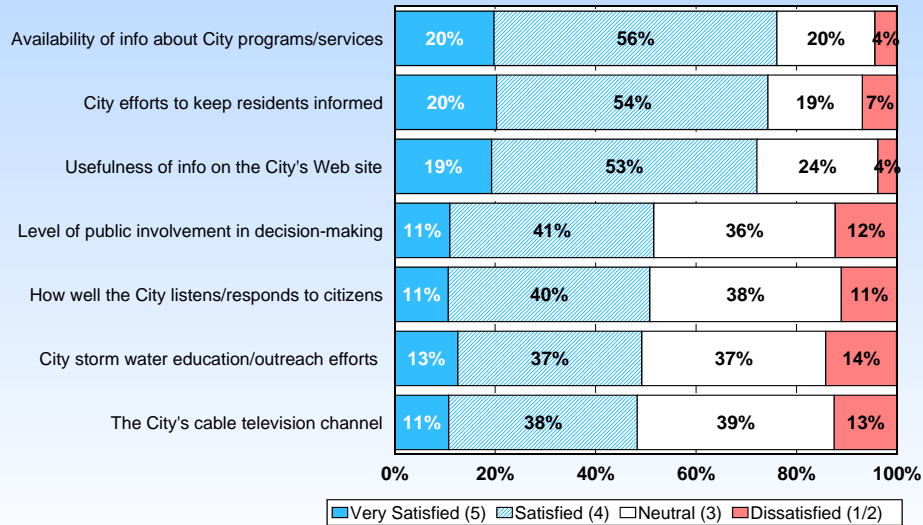
by percentage of respondents who selected the item as their top choice



Source: ETC Institute (2014 Round Rock Community Survey)

## Q14. Satisfaction with Various Aspects of Communication

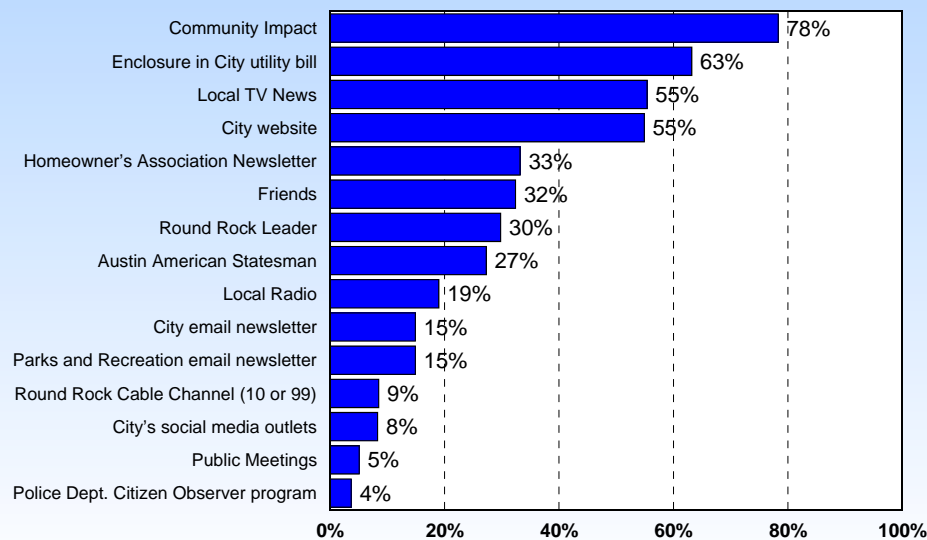
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2014 Round Rock Community Survey)

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

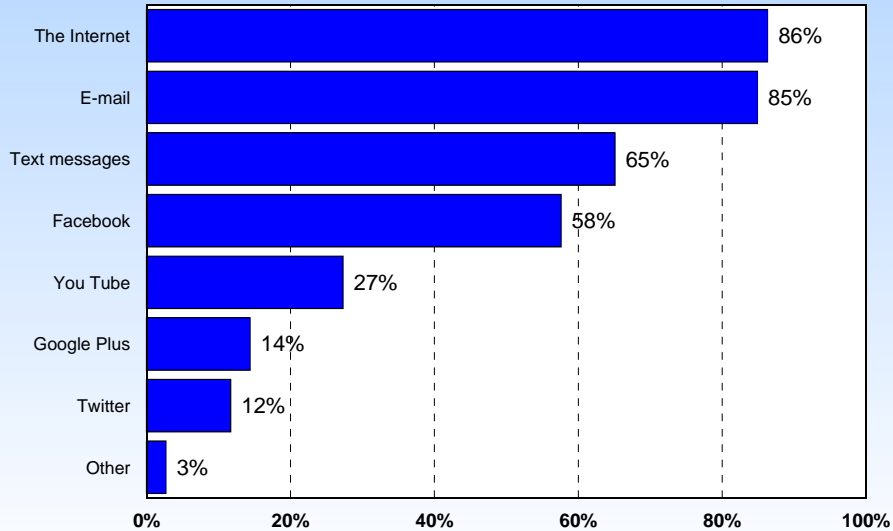
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2014 Round Rock Community Survey)

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

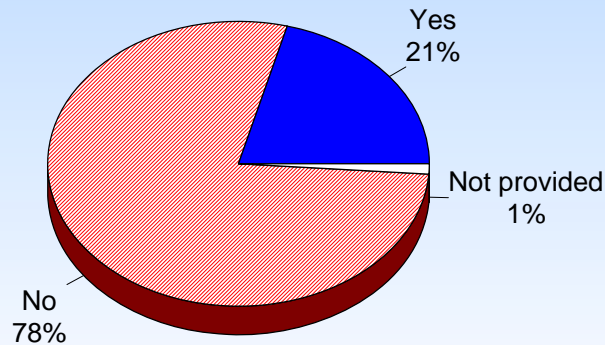
by percentage of respondents (multiple selections were allowed)



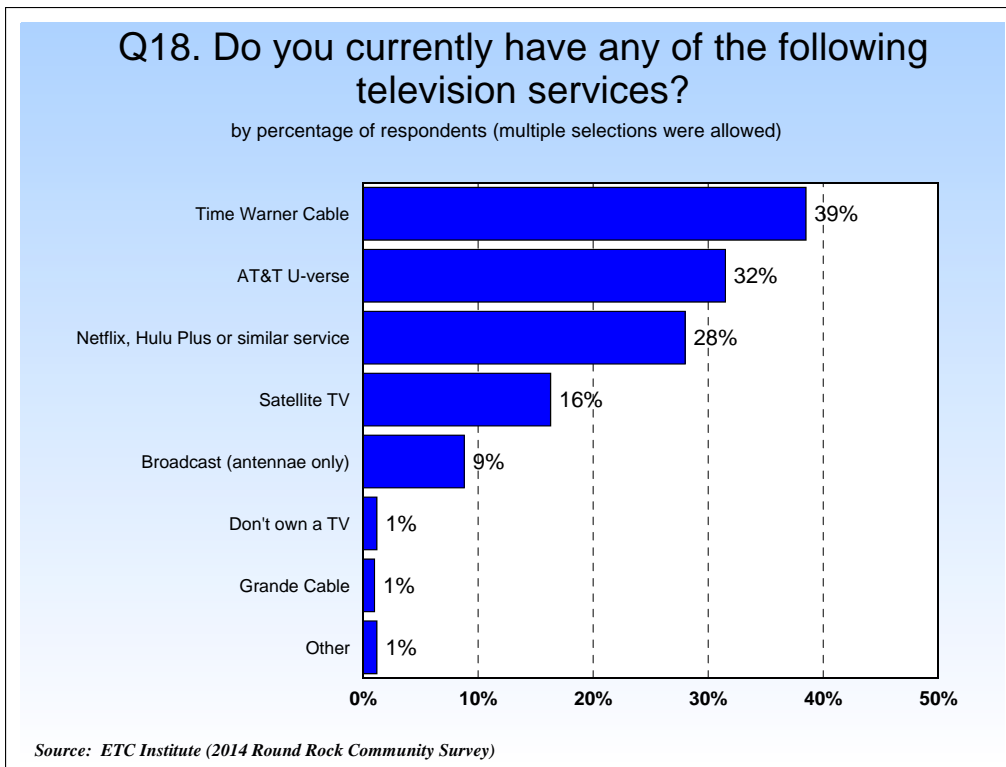
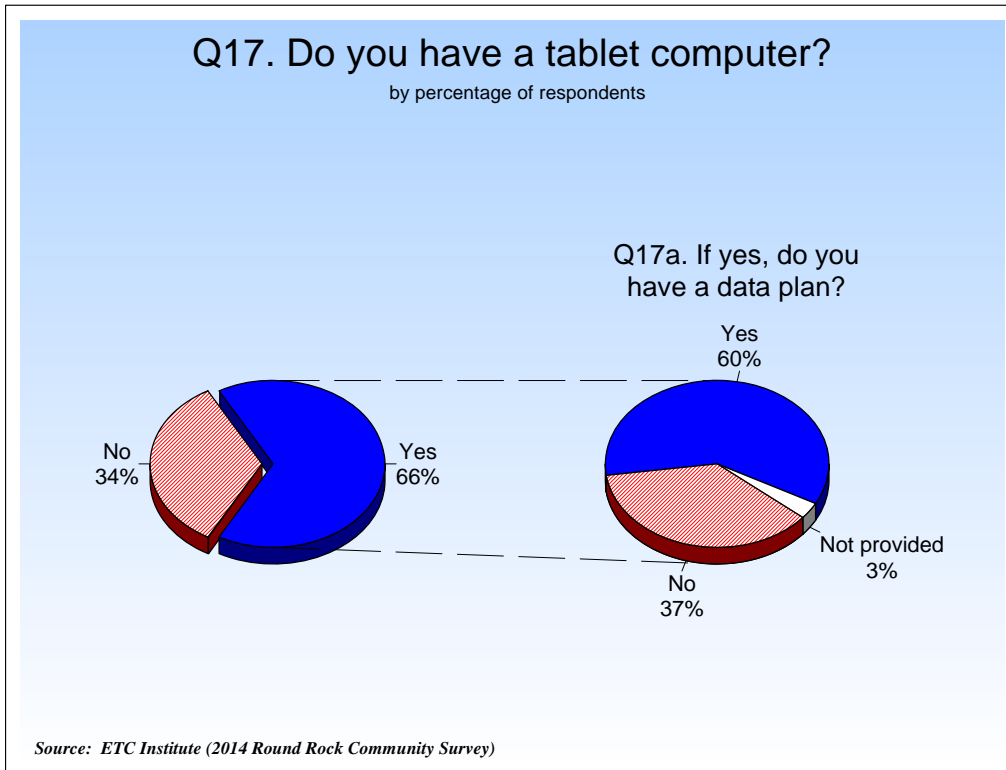
Source: ETC Institute (2014 Round Rock Community Survey)

### Q16a. If you use Facebook, Twitter, YouTube, or Google Plus: do you follow any of the City's accounts on these social media outlets?

by percentage of respondents who indicated they use social media outlets in Question 16



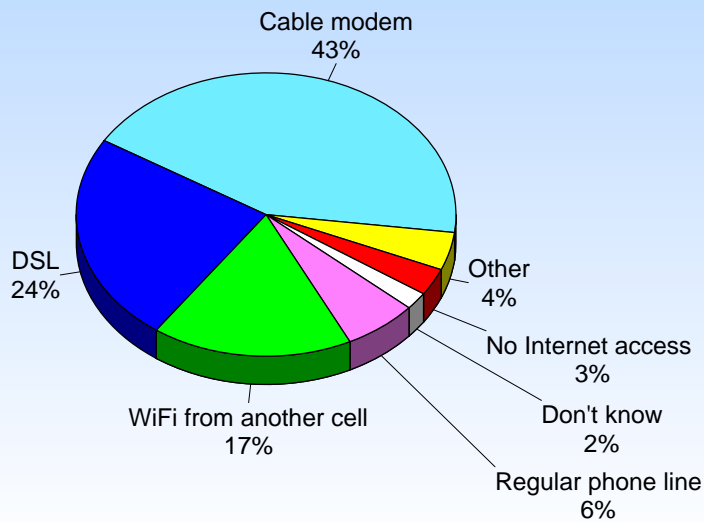
Source: ETC Institute (2014 Round Rock Community Survey)





### Q19. What kind of Internet access do you have at home?

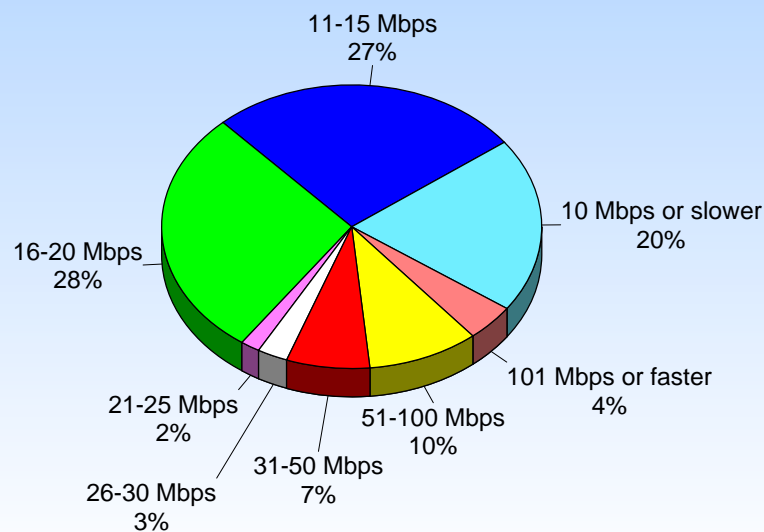
by percentage of respondents



Source: ETC Institute (2014 Round Rock Community Survey)

### Q19a. How fast (megabits per second) is your home Internet speed?

by percentage of respondents

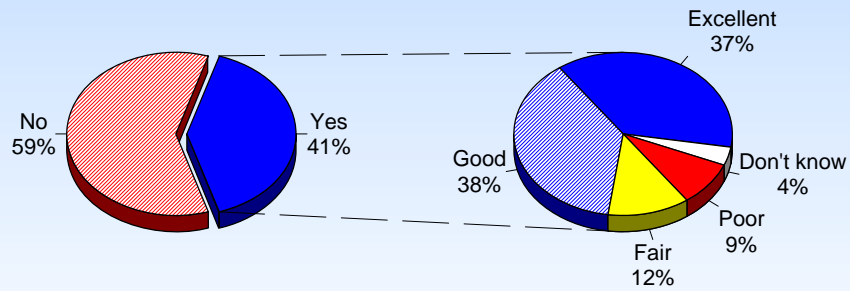


Source: ETC Institute (2014 Round Rock Community Survey)

## Q20. Have you contacted the City of Round Rock during the past year?

by percentage of respondents

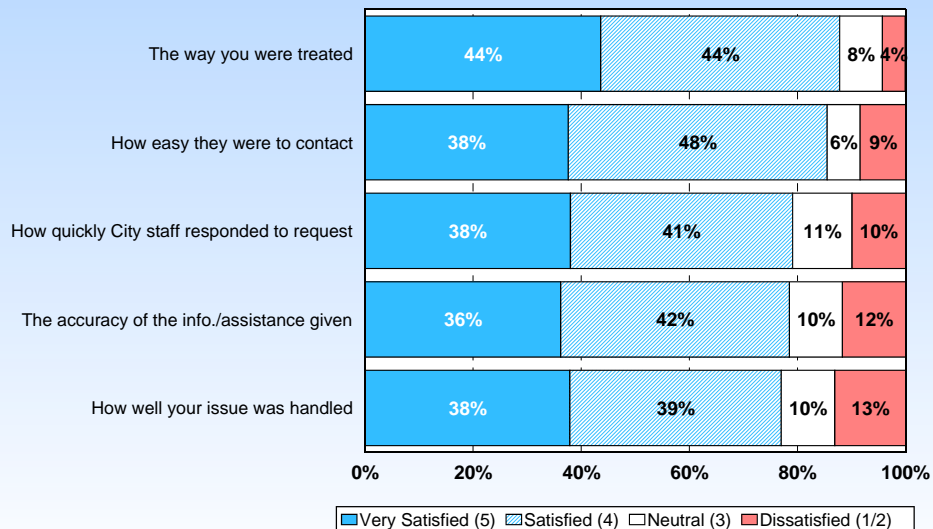
### Q20a. If yes, how would you describe the service you received?



Source: ETC Institute (2014 Round Rock Community Survey)

## Q20b. Satisfaction with the Customer Service Received from City Employees

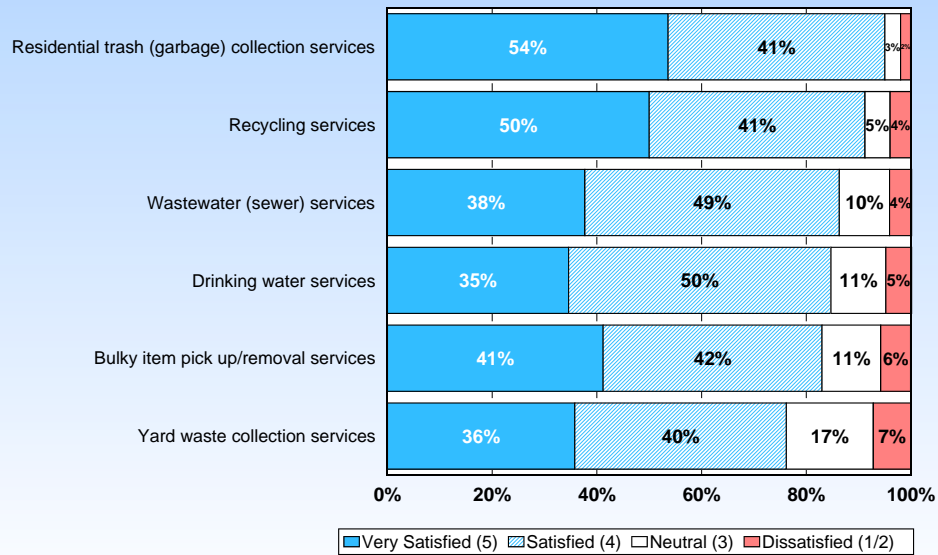
by percentage of respondents who contacted the City (excluding don't knows)



Source: ETC Institute (2014 Round Rock Community Survey)

## Q21. Satisfaction with Solid Waste/Utility Services

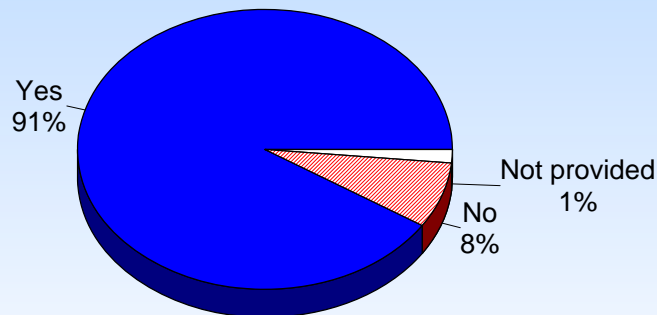
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2014 Round Rock Community Survey)

## Q22. Prior to receiving this survey, were you aware of the City's current water restrictions?

by percentage of respondents

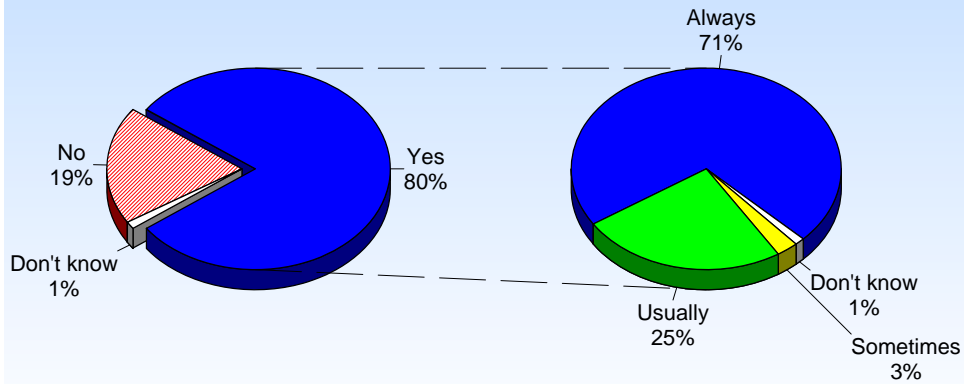


Source: ETC Institute (2014 Round Rock Community Survey)

### Q23. Do you know when your household's designated watering days are?

by percentage of respondents

Q23a. If yes, which of the following best describes how often you have been following the watering schedule for your household?

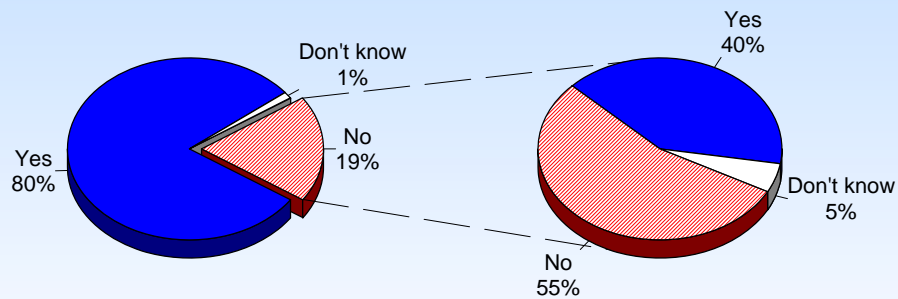


Source: ETC Institute (2014 Round Rock Community Survey)

### Q23. Do you know when your household's designated watering days are?

by percentage of respondents

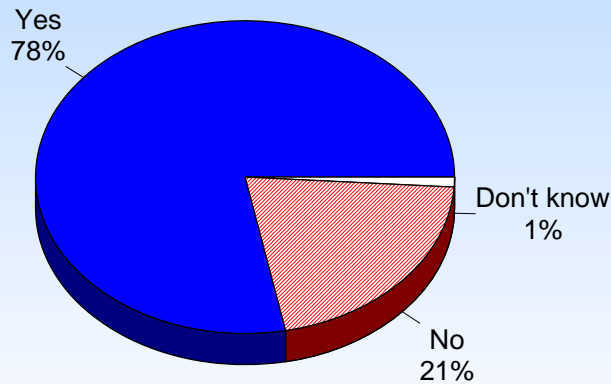
Q23b. If no, do you know how to get information about the watering schedule for your household?



Source: ETC Institute (2014 Round Rock Community Survey)

**Q24. Prior to receiving this survey, did you know that the City has a “tiered” rate structure to encourage water conservation in the summer?**

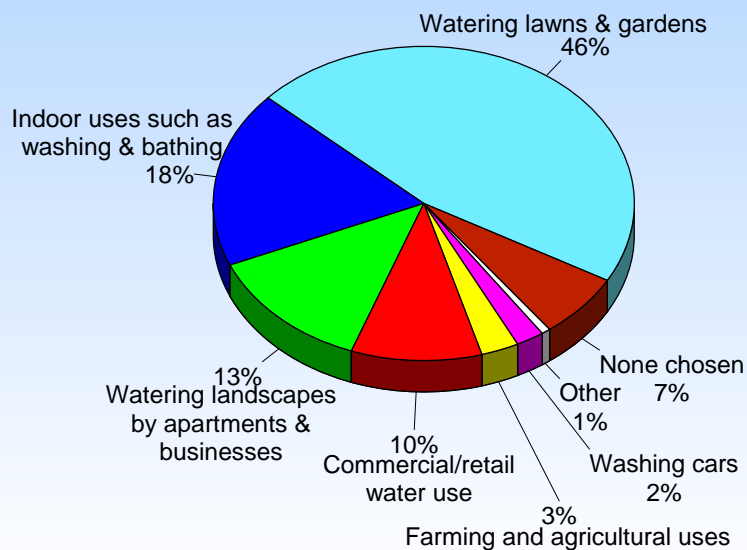
by percentage of respondents



Source: ETC Institute (2014 Round Rock Community Survey)

**Q25. Which one of the following activities uses the most water in Round Rock?**

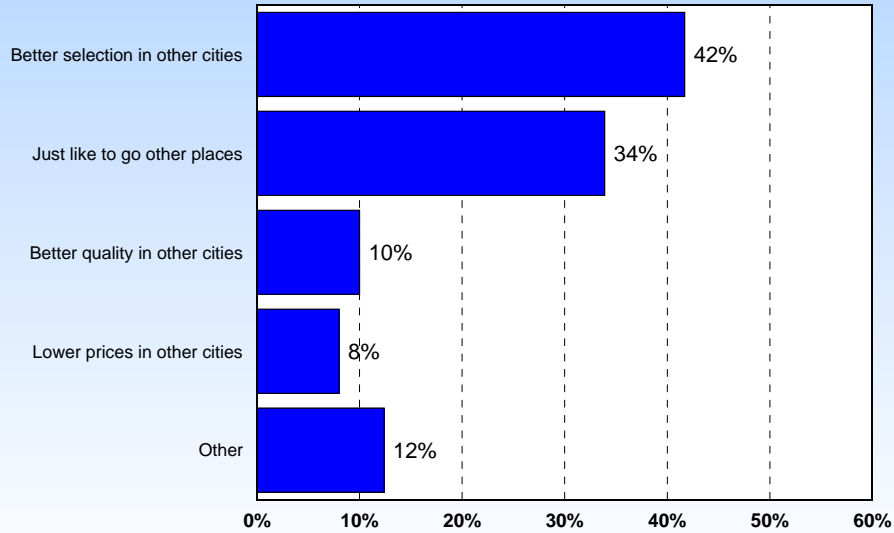
by percentage of respondents



Source: ETC Institute (2014 Round Rock Community Survey)

### Q27. Which of the following are the primary reasons you go to other cities to shop or dine out?

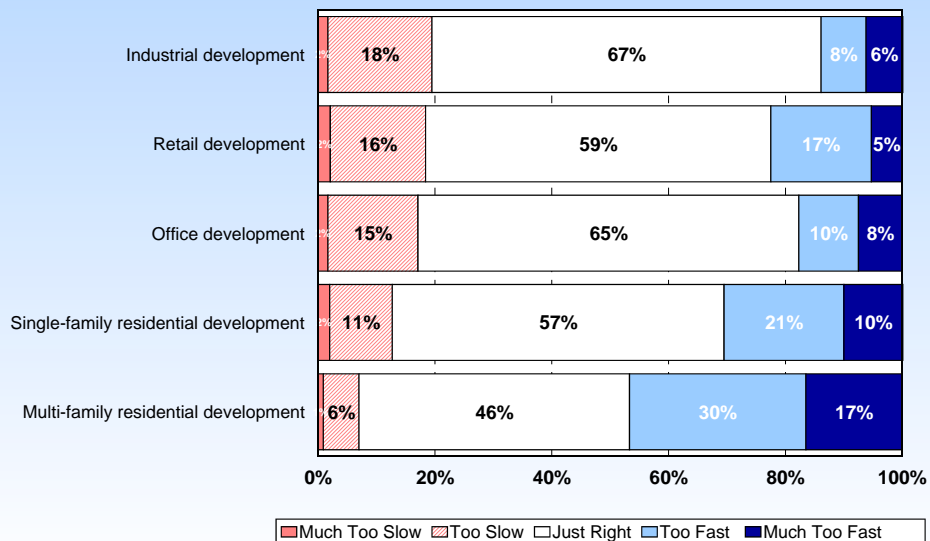
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2014 Round Rock Community Survey)

### Q28. Ratings of the City's Current Pace of Land Development by Type

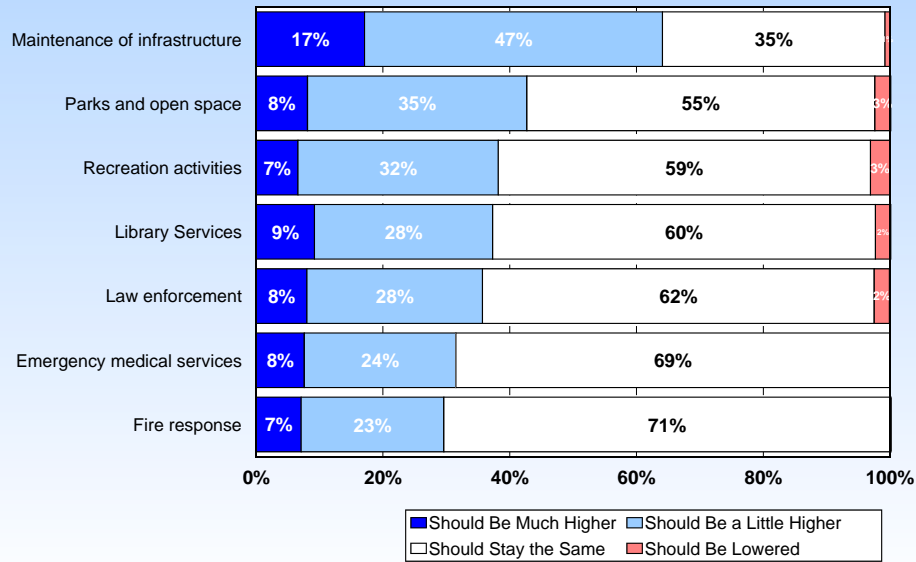
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2014 Round Rock Community Survey)

### Q29. How should the level of service provided by the City in the following areas change:

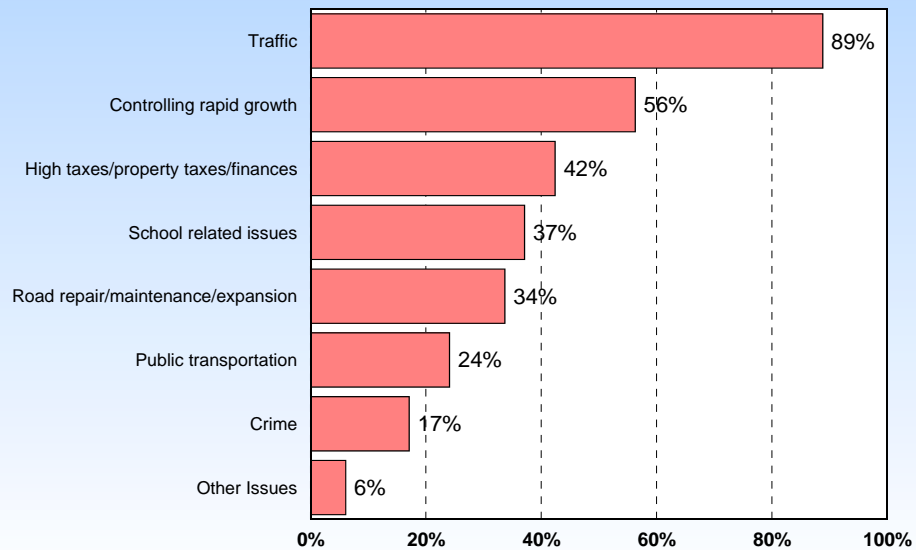
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2014 Round Rock Community Survey)

### Q30. Three Biggest Issues Facing Round Rock Over the Next Five Years

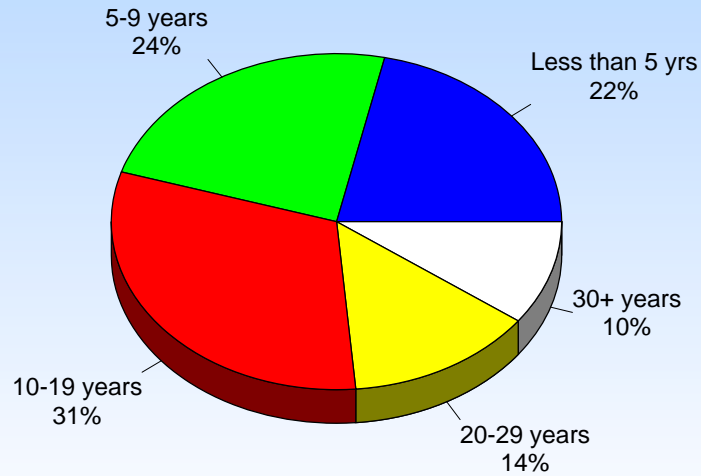
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2014 Round Rock Community Survey)

### Q31. Demographics: Number of Years Lived in Round Rock

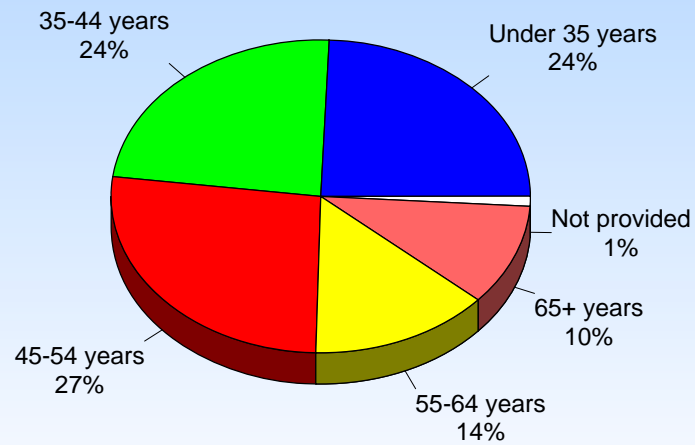
by percentage of respondents



Source: ETC Institute (2014 Round Rock Community Survey)

### Q32. Demographics: Age of Respondents

by percentage of respondents

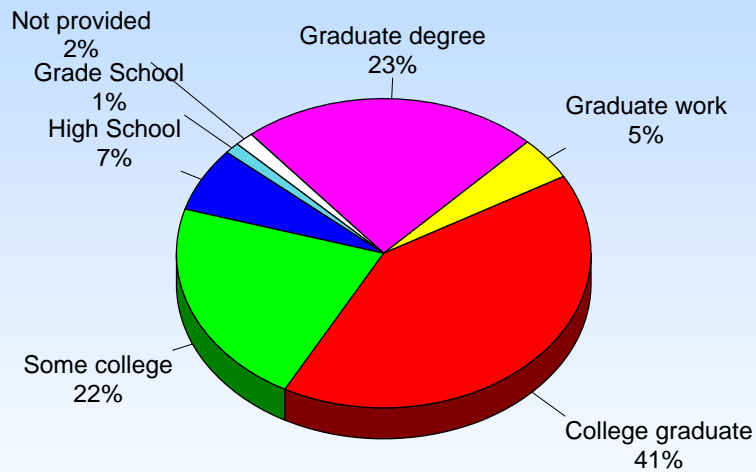


Source: ETC Institute (2014 Round Rock Community Survey)



### Q33. Demographics: Highest Level of Education Completed

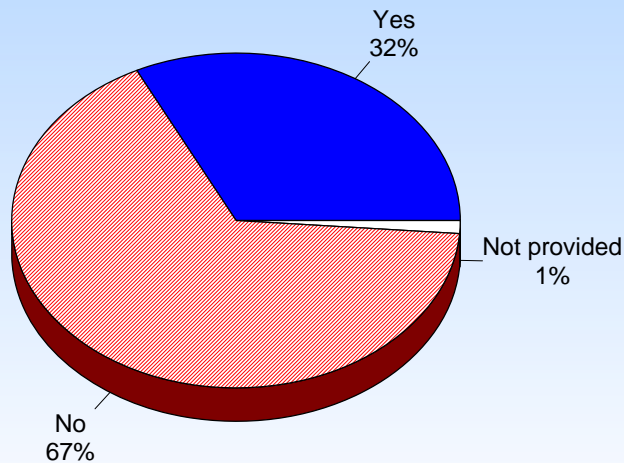
by percentage of respondents



Source: ETC Institute (2014 Round Rock Community Survey)

### Q34. Demographics: Do you work in the City of Round Rock?

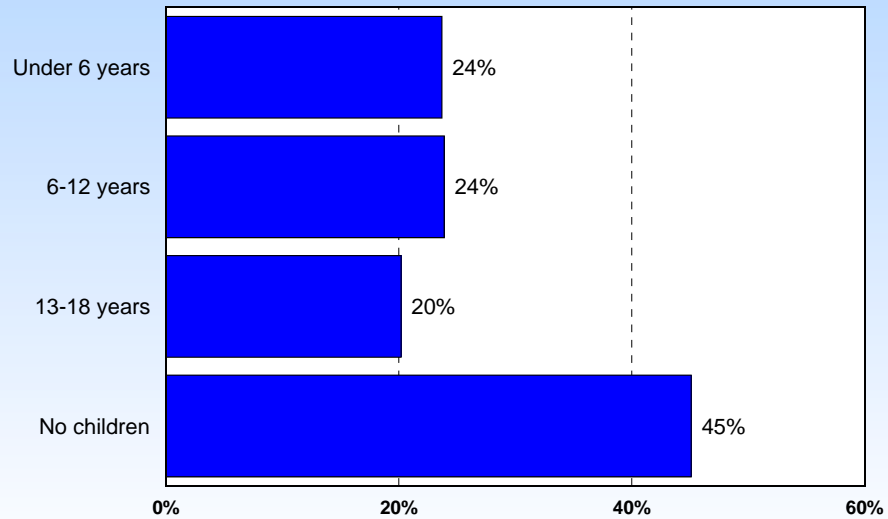
by percentage of respondents



Source: ETC Institute (2014 Round Rock Community Survey)

### Q35. Demographics: Do you have children living at home in the following age ranges?

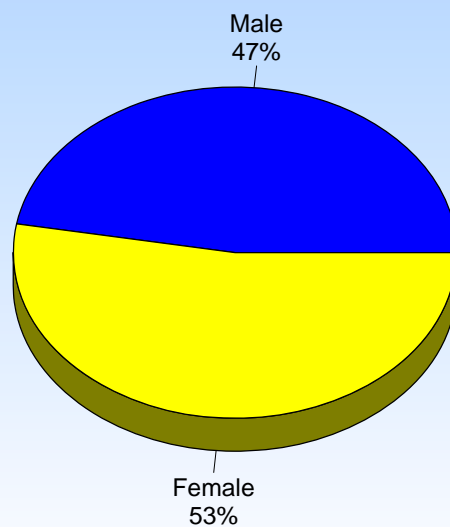
by percentage of respondents (multiple selections allowed)



Source: ETC Institute (2014 Round Rock Community Survey)

### Q36. Demographics: Gender

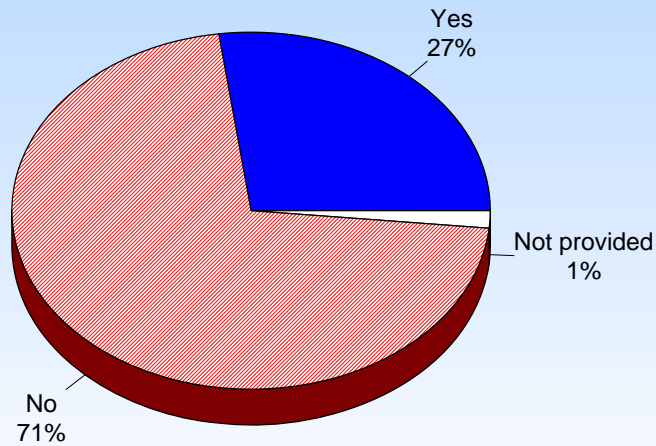
by percentage of respondents



Source: ETC Institute (2014 Round Rock Community Survey)

### Q37. Demographics: Are you of Hispanic, Latino or other Spanish Heritage?

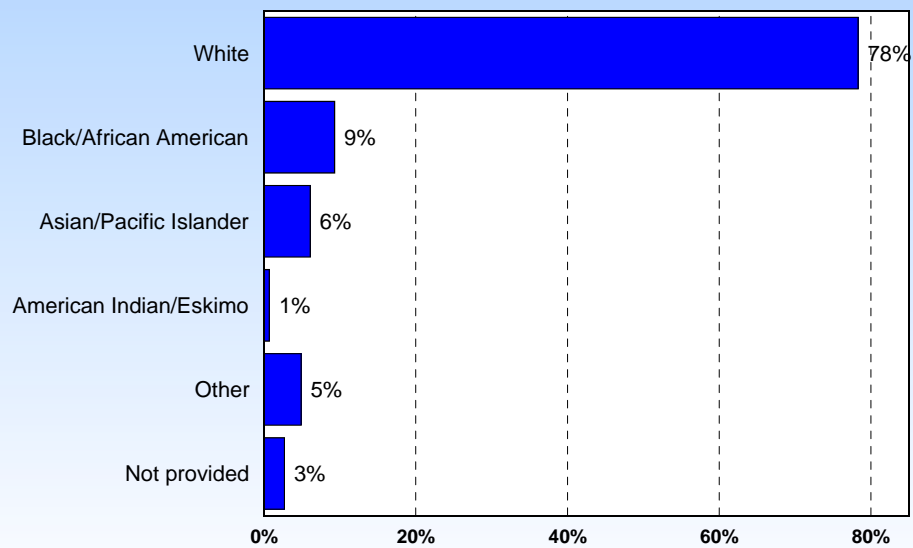
by percentage of respondents



Source: ETC Institute (2014 Round Rock Community Survey)

### Q38. Demographics: Race/Ethnicity

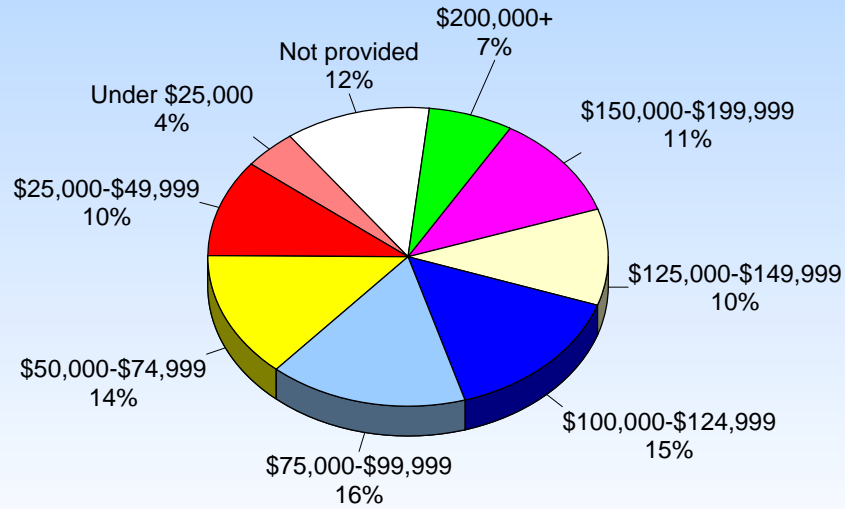
by percentage of respondents (multiple selections allowed)



Source: ETC Institute (2014 Round Rock Community Survey)

### Q39. Demographics: Total Annual Household Income

by percentage of respondents



Source: ETC Institute (2014 Round Rock Community Survey)

## **Section 2:**

# **Trend Analysis**

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## DirectionFinder® Survey

### Year 2014 Trend Summary Analysis

#### Overview

Every two years the City of Round Rock conducts a community survey to assess resident satisfaction with the delivery of major city services and to help set priorities for the community. The charts on the following pages show how the 2014 survey results compare to the City's performance in 2012 and 2010; statistically significant changes were changes of +/- 4.8% since 2012.

Some of the significant changes are described below:

#### Significant Changes

- **Satisfaction with Major Categories of City Services.** Among the 14 major categories of City services that were assessed, there has been a significant improvement in nine areas since 2012:
  - ✓ City communication with the public (+13%)
  - ✓ Police services (+11%)
  - ✓ Customer service provided by City employees (+10%)
  - ✓ Water and wastewater services (+9%)
  - ✓ Parks and recreation programs (+9%)
  - ✓ Emergency medical services (+9%)
  - ✓ Trash, recycling, & yard waste collection services (+8%)
  - ✓ Fire services (+6%)
  - ✓ Library services (+5%)

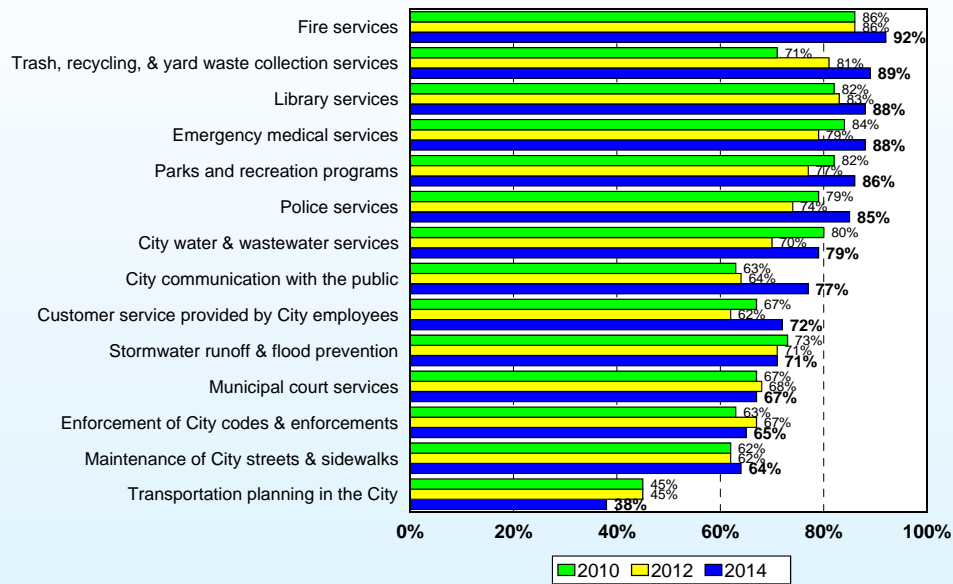
The only area that showed a significant decrease from 2012 was transportation planning (-7%).

- **Perceptions of Solid Waste/Utility Services.** Among the six solid waste and utility services that were assessed, there has been a significant improvement in four areas since 2012: drinking water services (+9%), wastewater services (+8%), recycling services (+7%), and residential trash collection services (+6%).
- **Perceptions of Traffic Flow.** The percentage of residents who felt traffic flow in the City was “getting worse” increased significantly from 2012 (72% in 2014 versus 59% in 2012).

## Ratings for City Services by Major Category

### Trends - 2010, 2012, 2014

by percentage of respondents (excluding don't know)

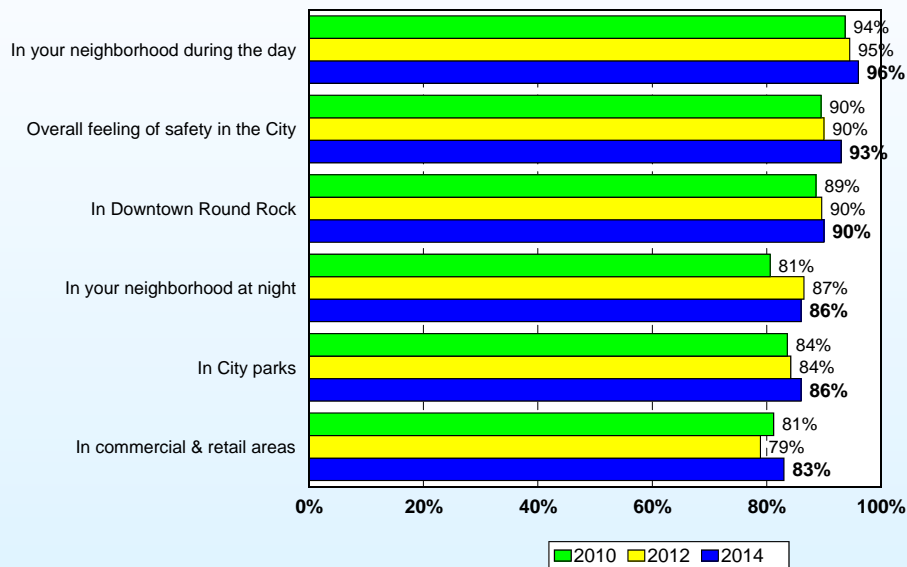


Source: ETC Institute (2014 Round Rock Community Survey)

## Ratings for Public Safety

### Trends - 2010, 2012, 2014

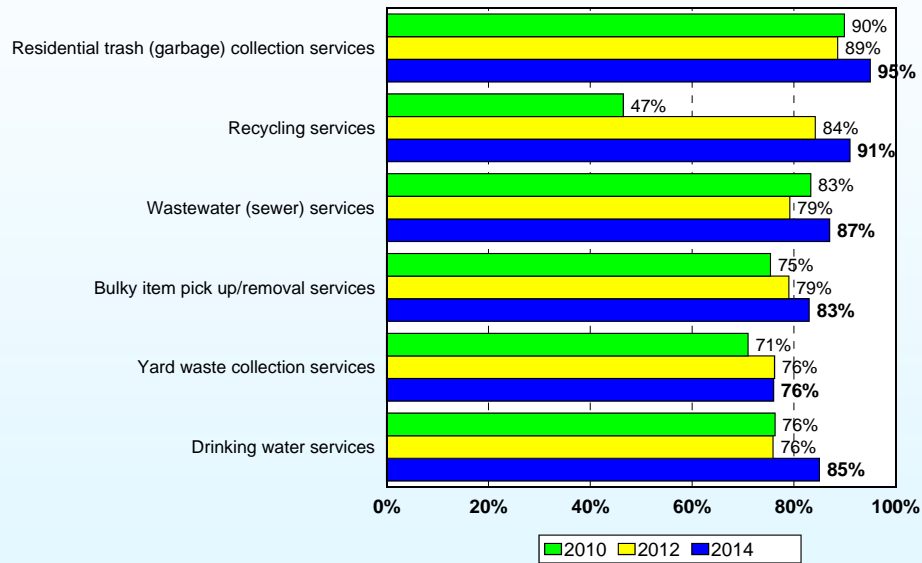
by percentage of respondents (excluding don't know)



Source: ETC Institute (2014 Round Rock Community Survey)

## Ratings for Solid Waste/Utility Services **Trends - 2010, 2012, 2014**

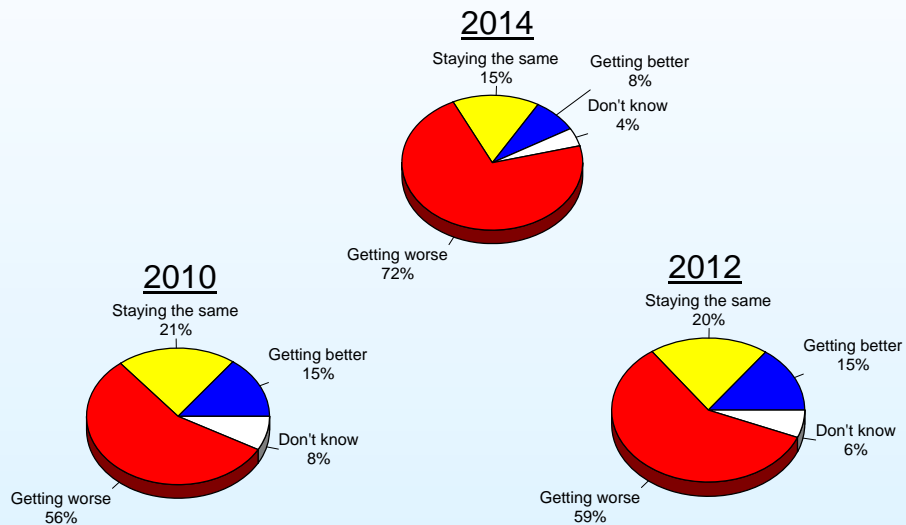
by percentage of respondents (excluding don't know)



Source: ETC Institute (2014 Round Rock Community Survey)

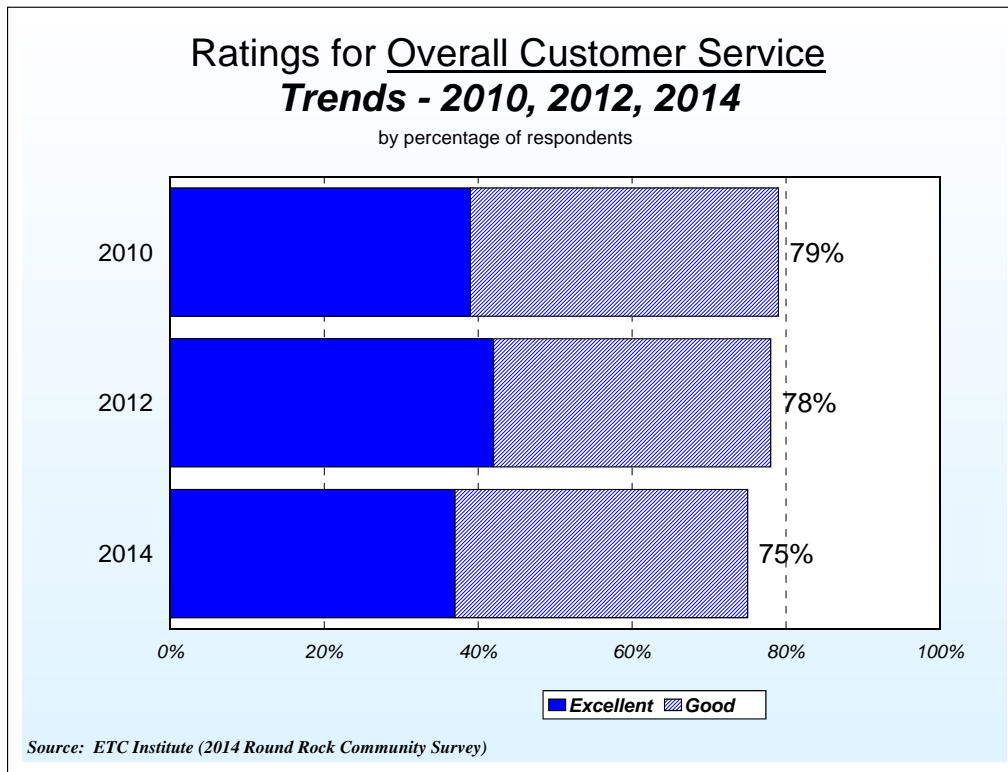
## How Residents Feel Traffic Flow in the City is Changing **Trends - 2010, 2012, 2014**

by percentage of respondents



Source: ETC Institute (2014 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. Approximately 21% (21.2%) ranked "transportation planning in the City" as one of the most important city services to provide.

With regard to satisfaction, "transportation planning in the City" ranked fourteenth overall, with 38.3% rating it as a "4" or a "5" on a 5-point scale, excluding "don't know" responses. The I-S rating for "transportation planning in the City" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 21.2% was multiplied by 61.7% (1-0.383). This calculation yielded an I-S rating of 0.1308, which was ranked first 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 the following 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>						
Transportation planning in the City	21%	5	38%	14	0.1308	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Police services	66%	1	85%	6	0.0969	2
Maintenance of city streets and sidewalks	21%	6	64%	13	0.0767	3
Water and wastewater services	33%	4	80%	7	0.0667	4
Fire services	48%	2	92%	1	0.0406	5
Emergency medical services	33%	3	88%	3	0.0392	6
Parks and recreation programs	15%	7	86%	5	0.0210	7
Enforcement of city codes and ordinances	5%	10	64%	12	0.0186	8
Storm water runoff & flood prevention	6%	9	71%	10	0.0178	9
Trash, recycling, & yard waste collection services	13%	8	89%	2	0.0141	10
City communication with the public	5%	12	77%	8	0.0110	11
Municipal court services	3%	13	66%	11	0.0104	12
Customer service provided by City employees	3%	14	72%	9	0.0072	13
Library services	5%	11	88%	4	0.0060	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 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>						
Hike and bike trails in the City	30%	2	62%	6	0.1128	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Youth recreation programs	24%	3	69%	5	0.0732	2
Appearance & maintenance of City parks	53%	1	88%	1	0.0609	3
City swimming pools	14%	7	60%	8	0.0545	4
City recreation centers	17%	5	70%	4	0.0498	5
Number of City parks	21%	4	78%	2	0.0462	6
Quality of outdoor athletic facilities	17%	6	74%	3	0.0437	7
Adult recreation programs	9%	8	60%	9	0.0356	8
Forest Creek Golf Course	3%	9	62%	7	0.0103	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><u>High Priority (IS .10-.20)</u></b>						
Timing of traffic signals in the City	33%	2	43%	4	0.1852	1
Maintenance of major City streets	57%	1	74%	8	0.1476	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Maintenance of neighborhood streets	30%	3	70%	6	0.0888	3
Availability of bike lanes	12%	6	31%	7	0.0806	4
Adequacy of City street lighting	16%	4	60%	1	0.0639	5
Cleanliness of streets and other public areas	16%	5	77%	3	0.0367	6
Condition of sidewalks in the City	9%	7	64%	2	0.0319	7
Cleanliness of creeks and open channels	6%	9	55%	5	0.0273	8
Mowing/trimming of streets & other public areas	7%	8	65%	9	0.0229	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	<b>57%</b>	<b>1</b>	<b>48%</b>	<b>2</b>	0.2998	<b>1</b>
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcing the mowing of grass on private property	<b>15%</b>	<b>2</b>	<b>43%</b>	<b>3</b>	0.0837	<b>2</b>
Enforcing sign regulations	<b>13%</b>	<b>3</b>	<b>56%</b>	<b>1</b>	0.0563	<b>3</b>

**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 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.

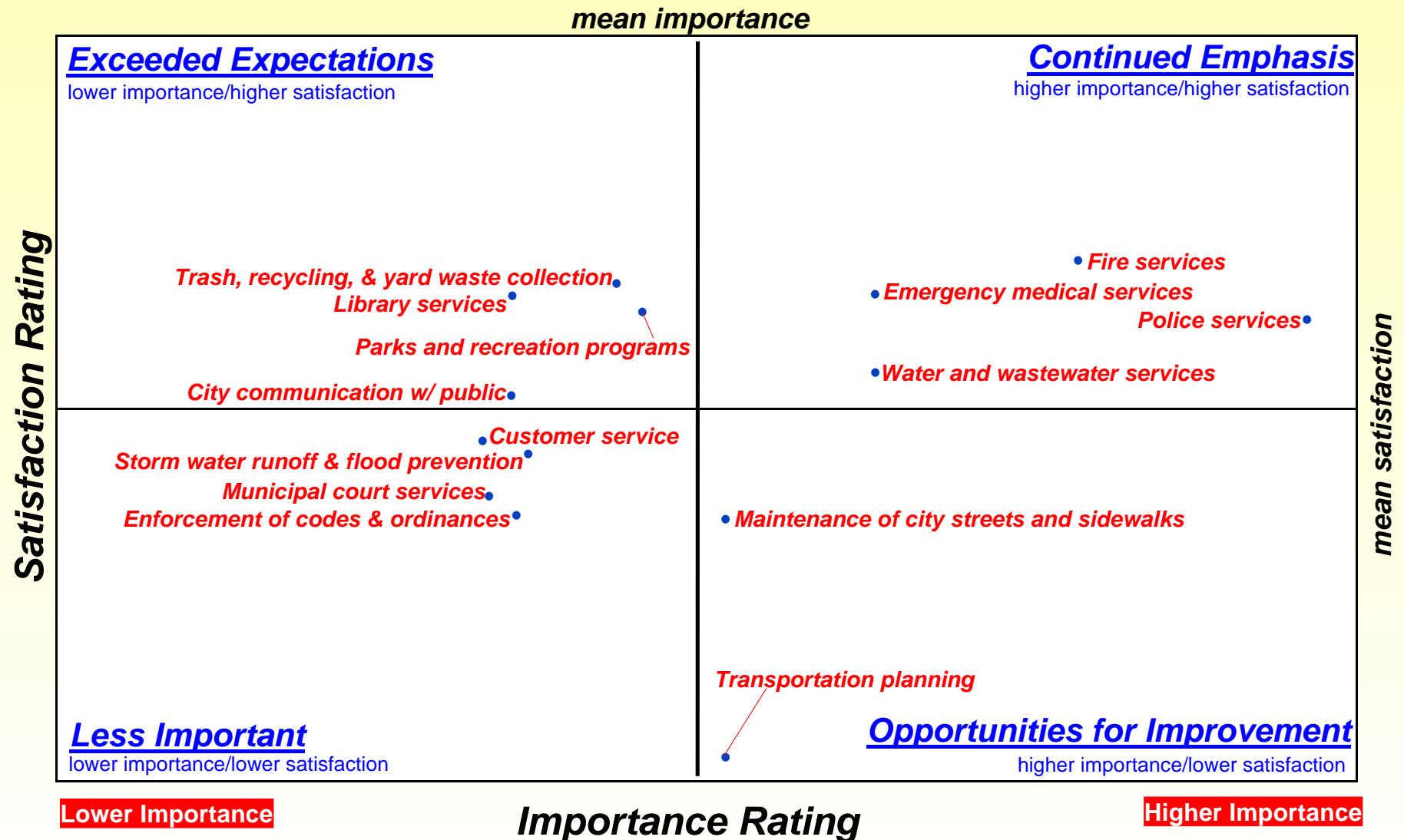
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

# 2014 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)

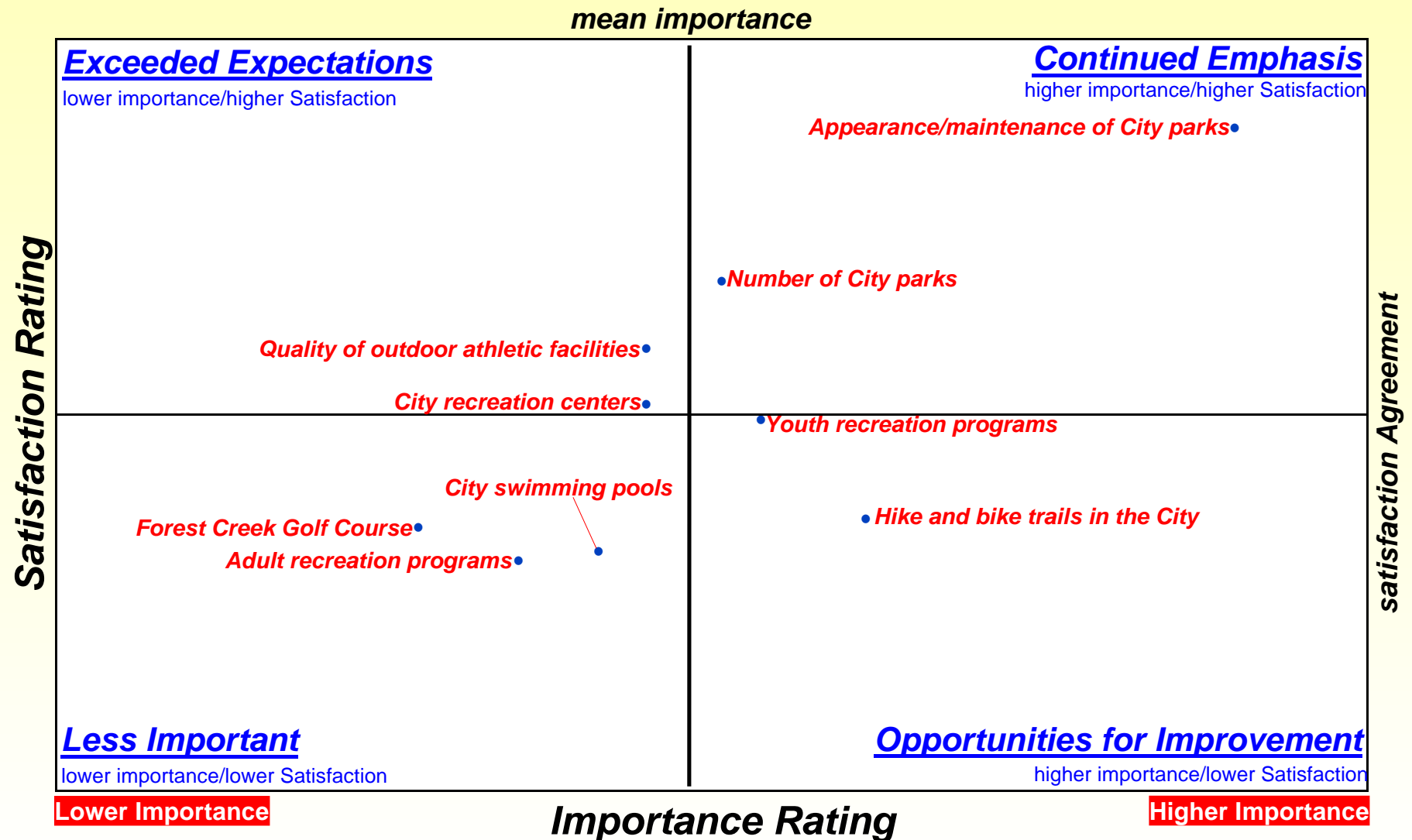


Source: ETC Institute (2014)

# 2014 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)



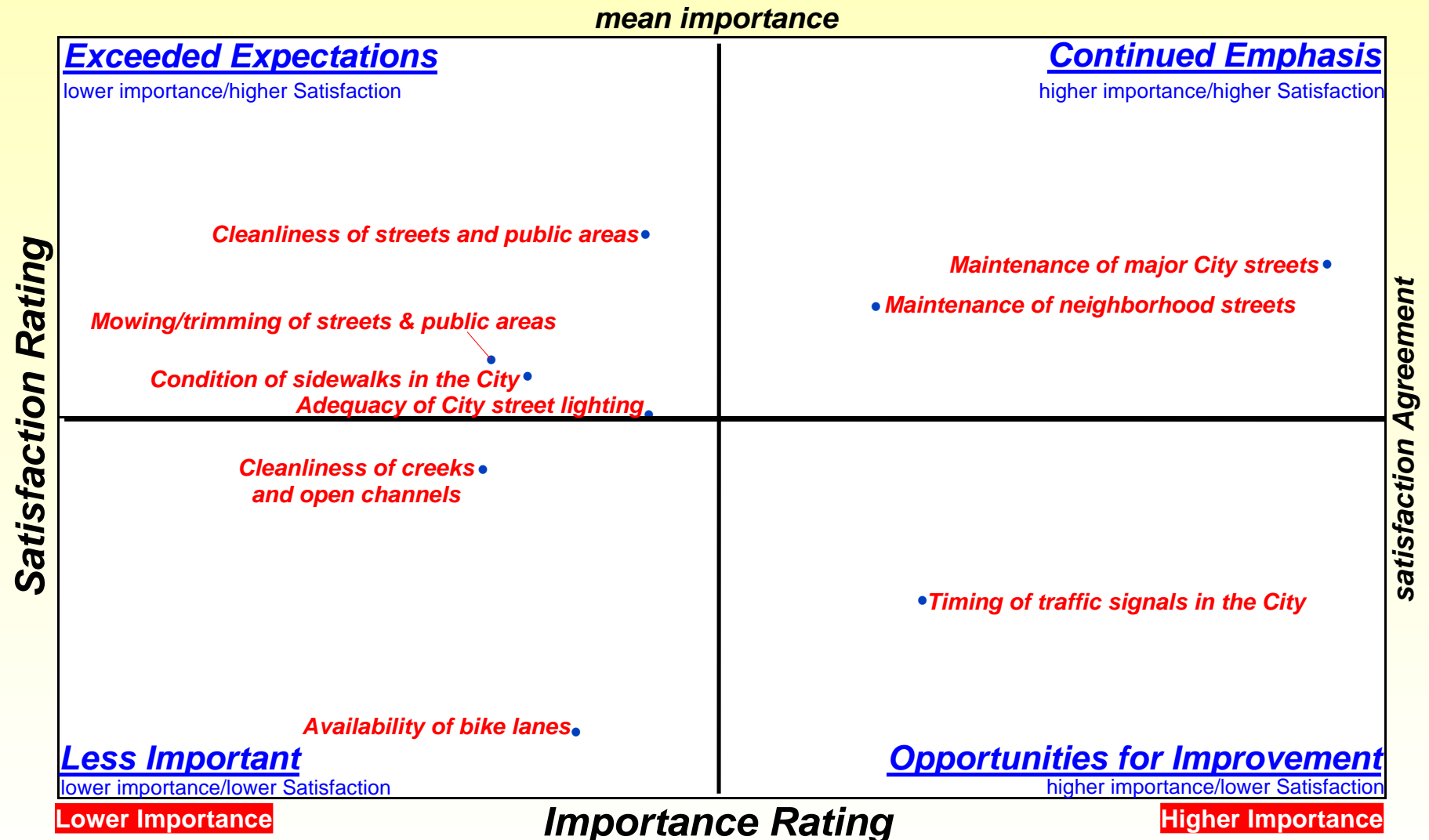
Source: ETC Institute (2014)

# 2014 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)



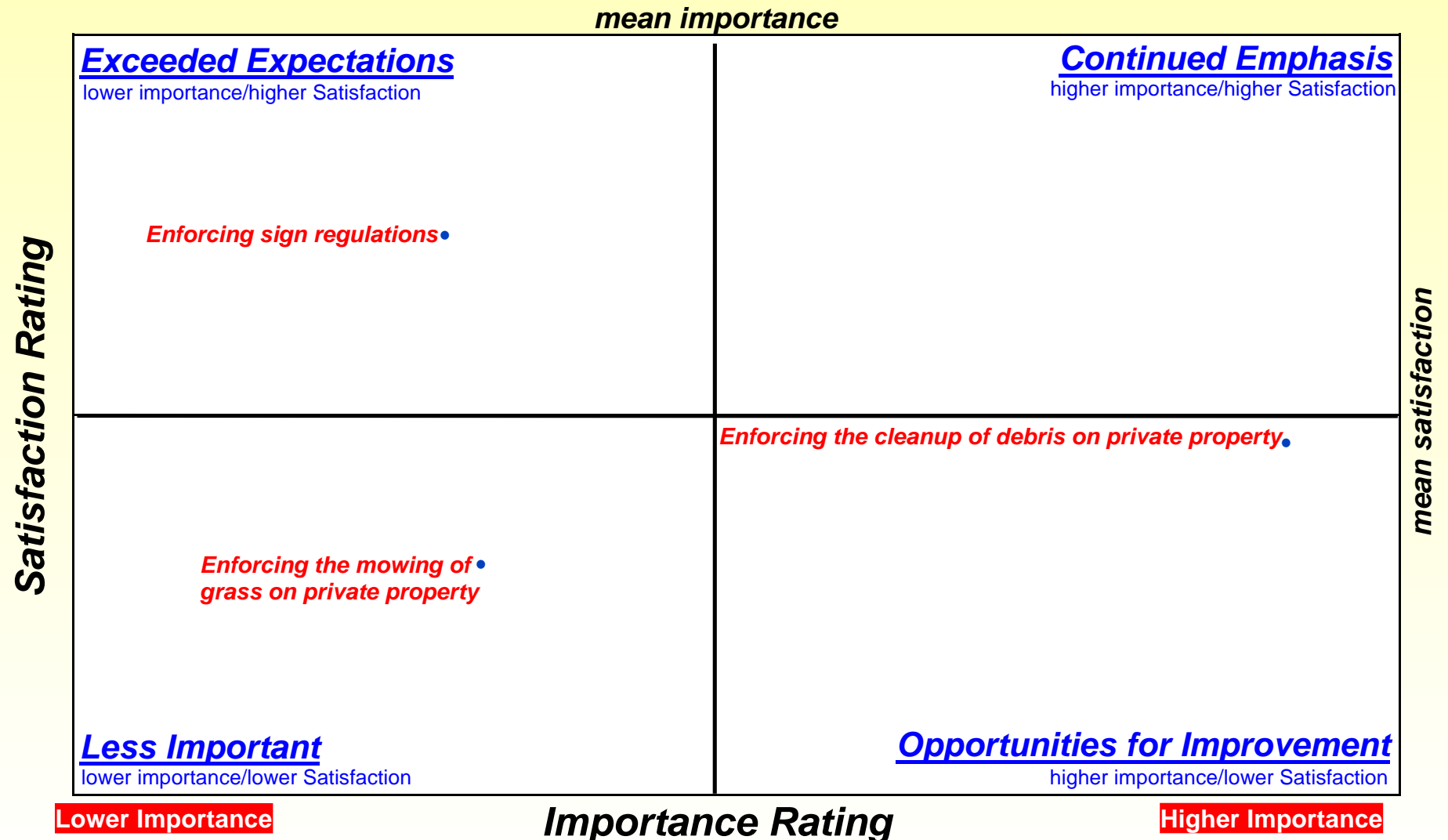
Source: ETC Institute (2014)

# 2014 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)



Source: ETC Institute (2014)

## **Section 4:**

# **Benchmarking Analysis**

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## DirectionFinder® Survey

### Year 2014 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 210 cities and counties in 43 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.

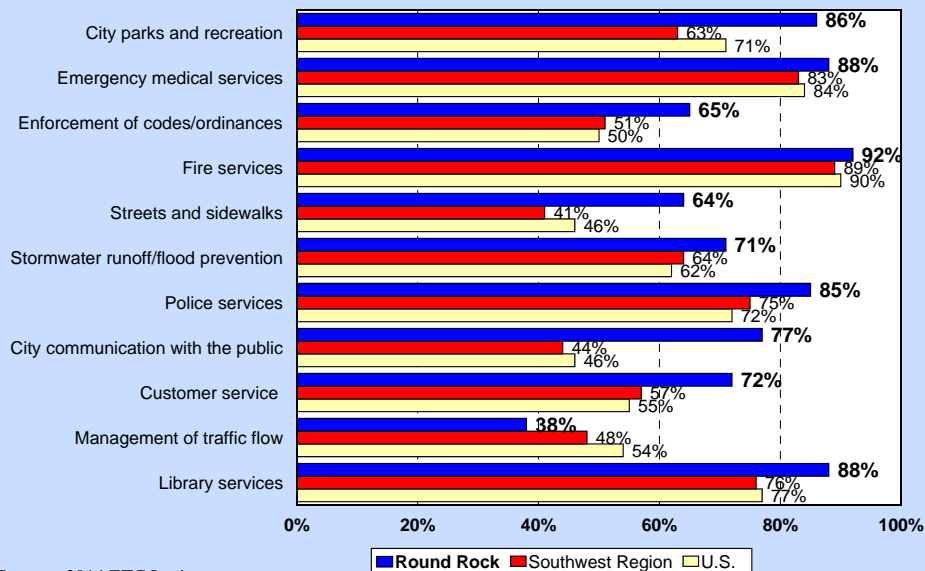
The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 4,000 residents; the “Southwest Region” shown in the charts reflects the results of the regional survey of residents in Texas, Arizona and New Mexico.

# National Benchmarks

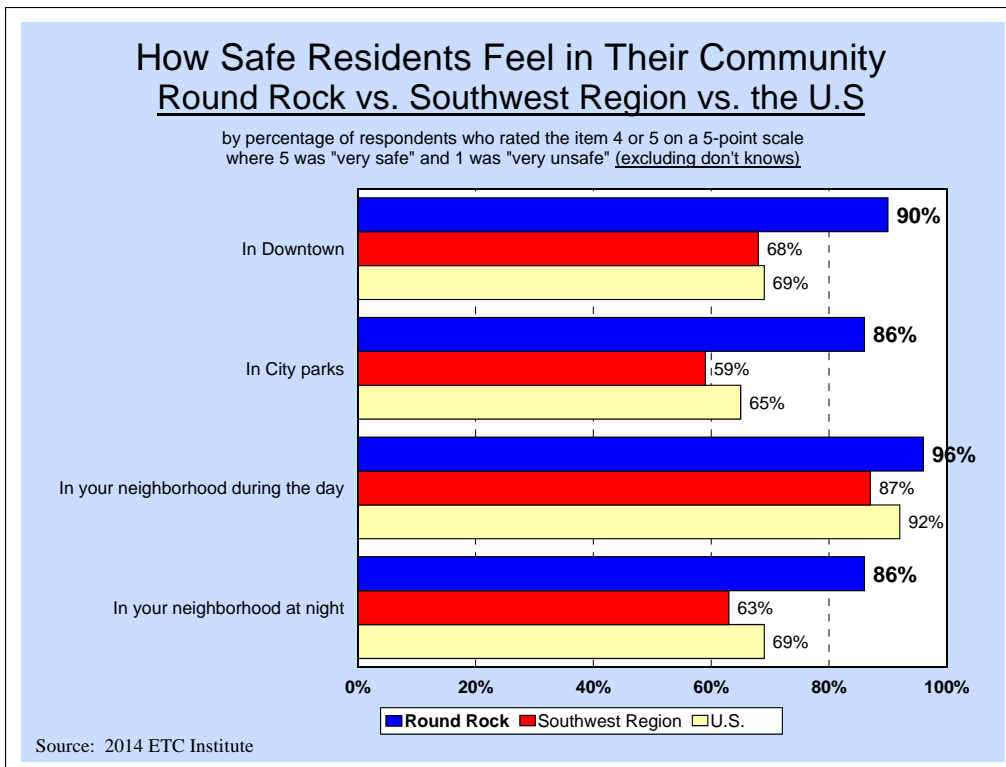
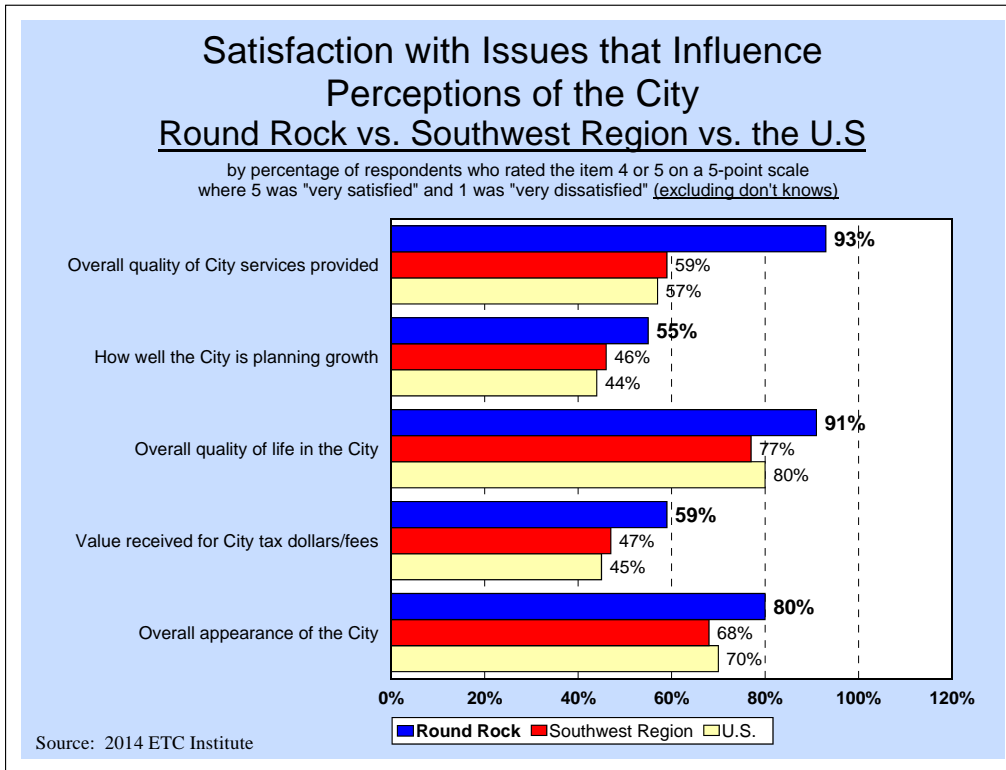
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Round Rock, TX is not authorized without written consent from ETC Institute.**

## 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)

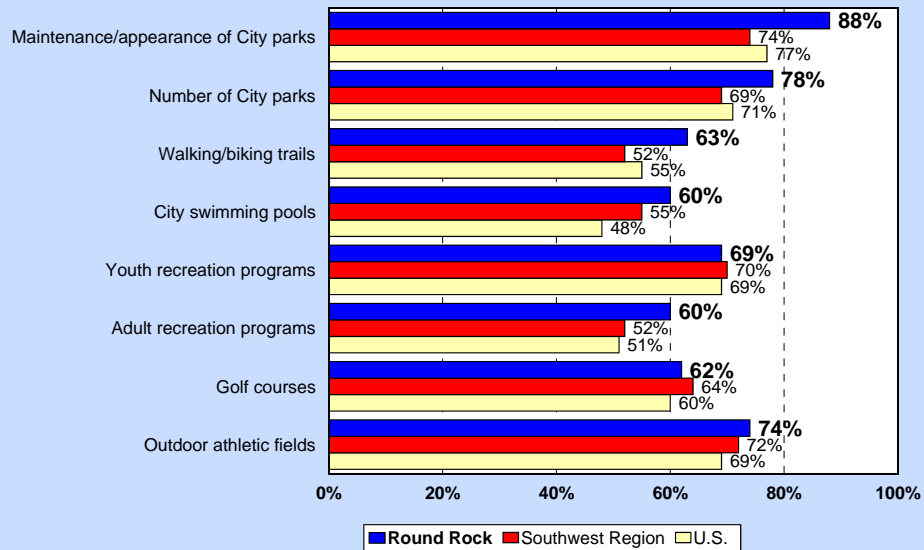






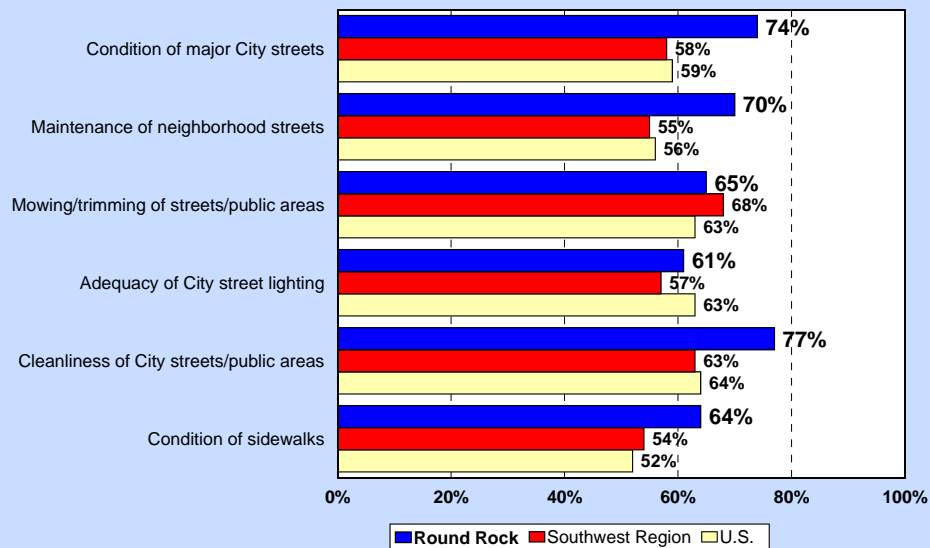
## Overall Satisfaction with Parks and Recreation Round Rock vs. Southwest Region vs. the U.S

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)



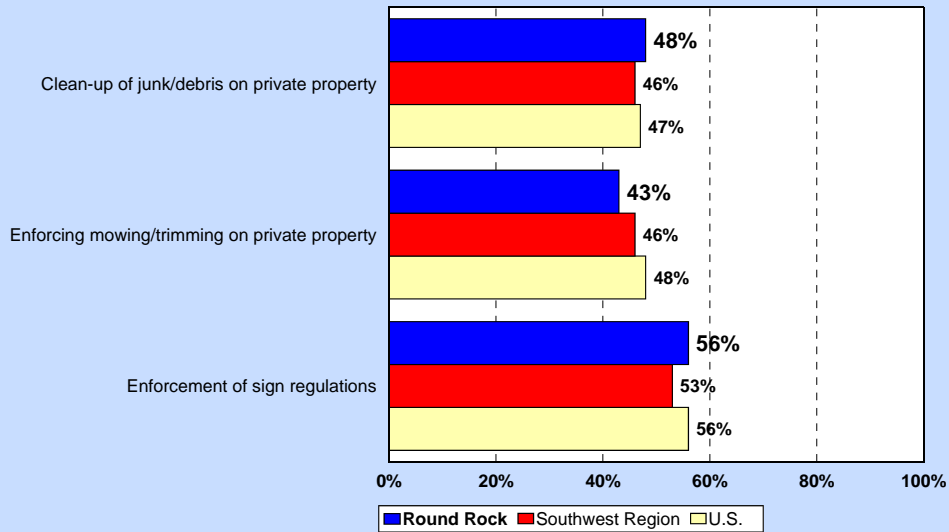
## Overall Satisfaction with Public Works Services Round Rock vs. Southwest Region vs. the U.S

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)



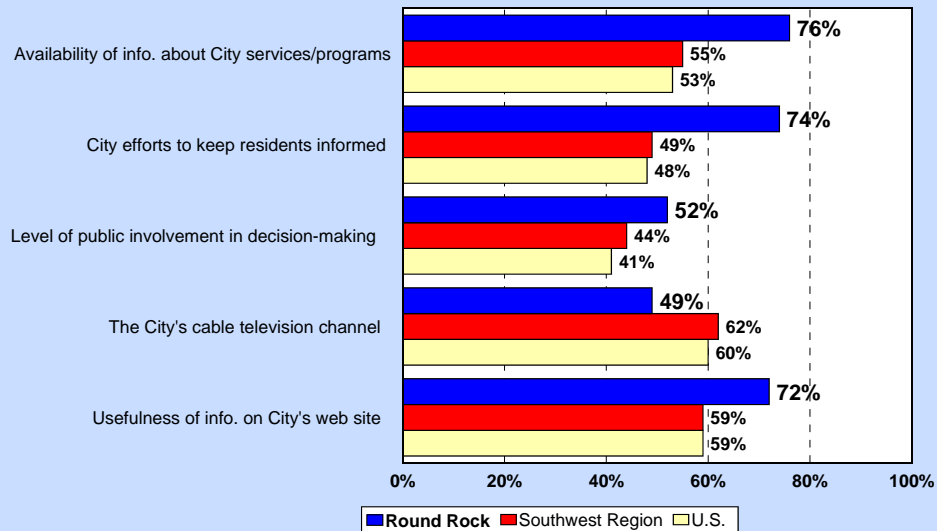
## Overall Satisfaction with Code Enforcement Round Rock vs. Southwest Region vs. the U.S

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)



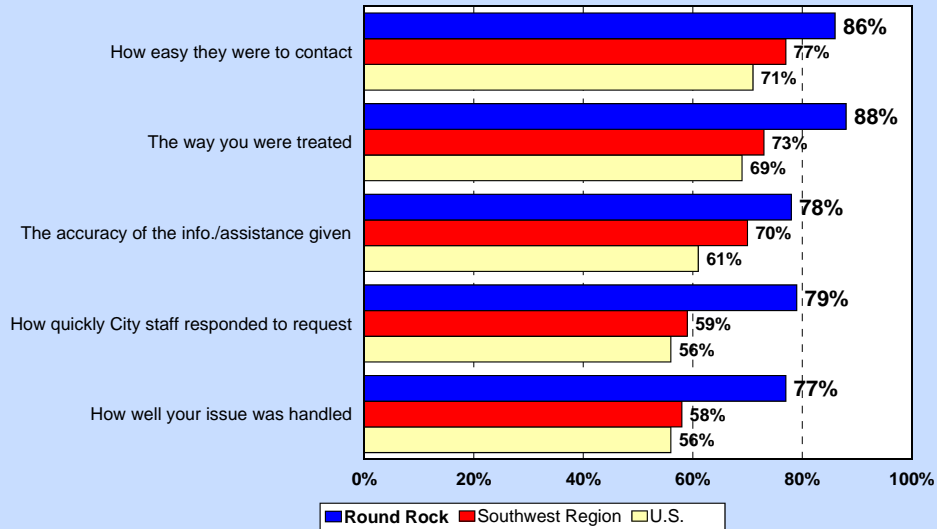
## Overall Satisfaction with Communication Round Rock vs. Southwest Region vs. the U.S

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)



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

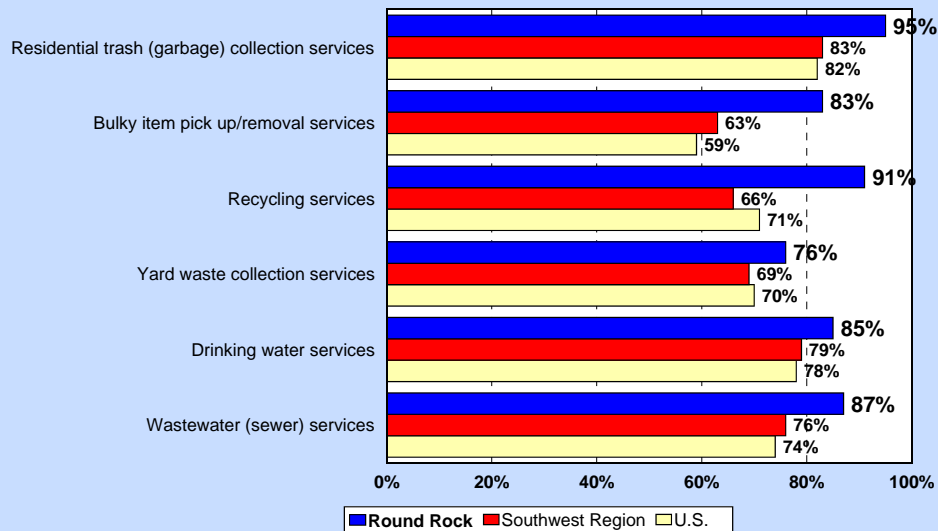
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

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

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



Source: 2014 ETC Institute

## **Section 5:**

# **GIS Maps**

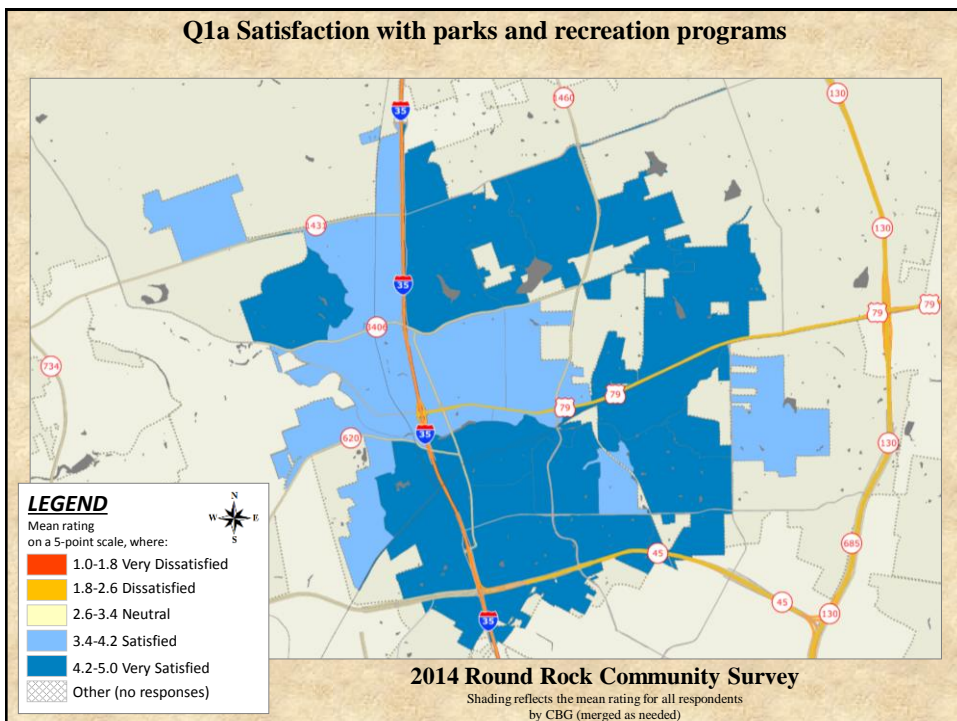
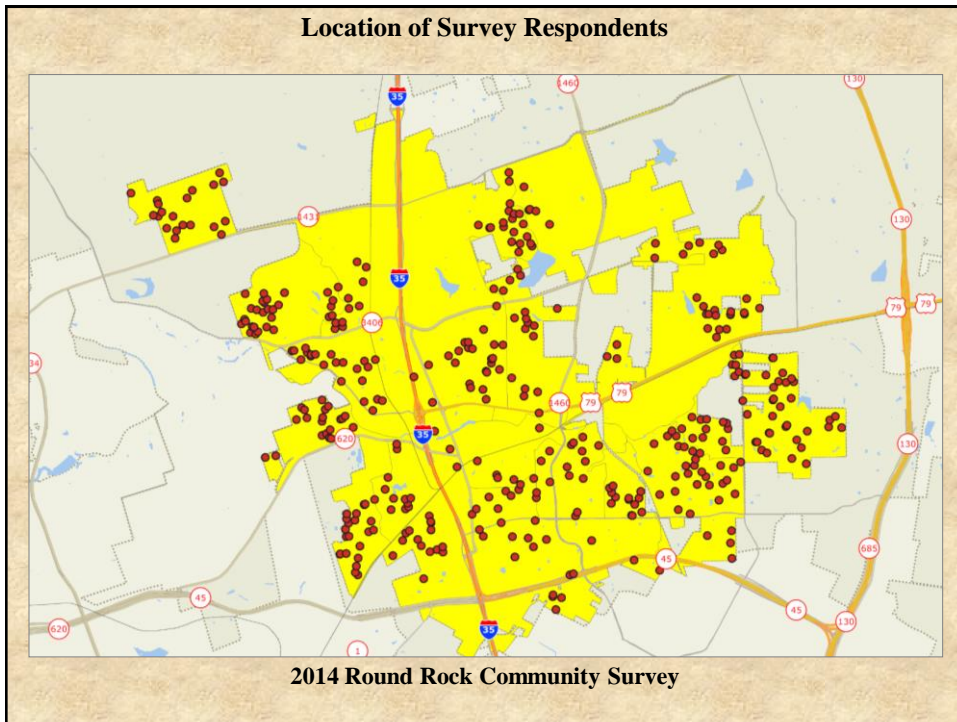
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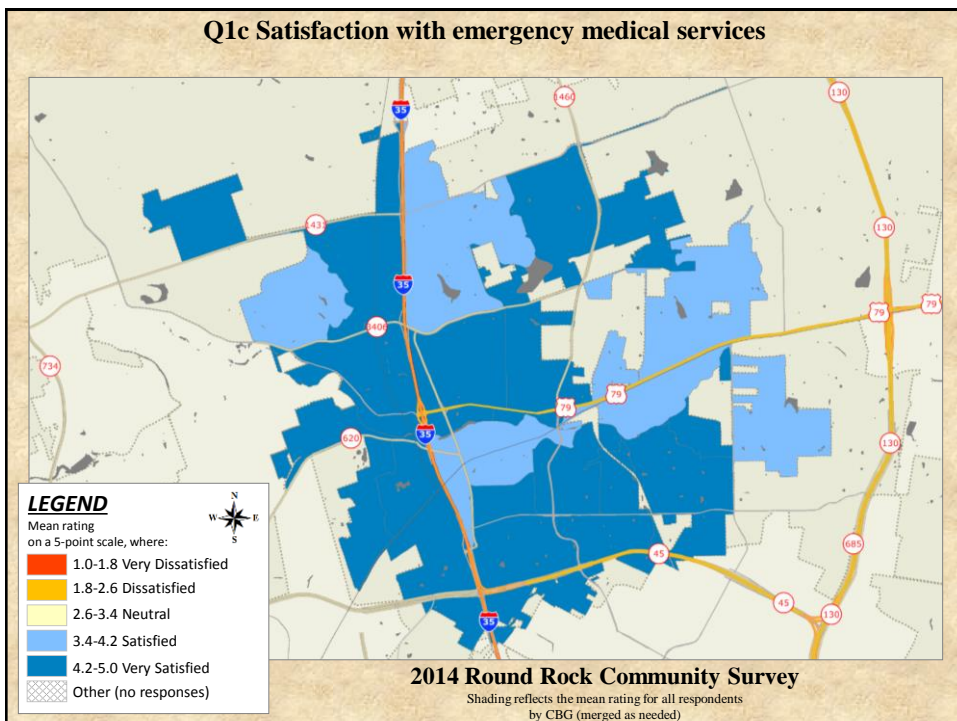
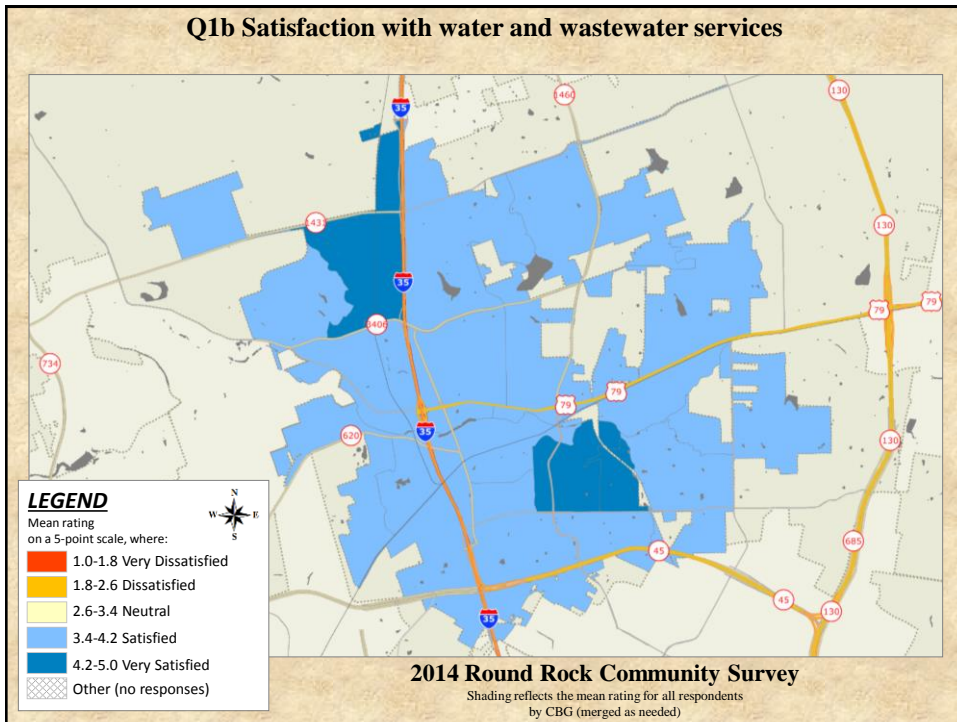
## Interpreting the Maps

The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

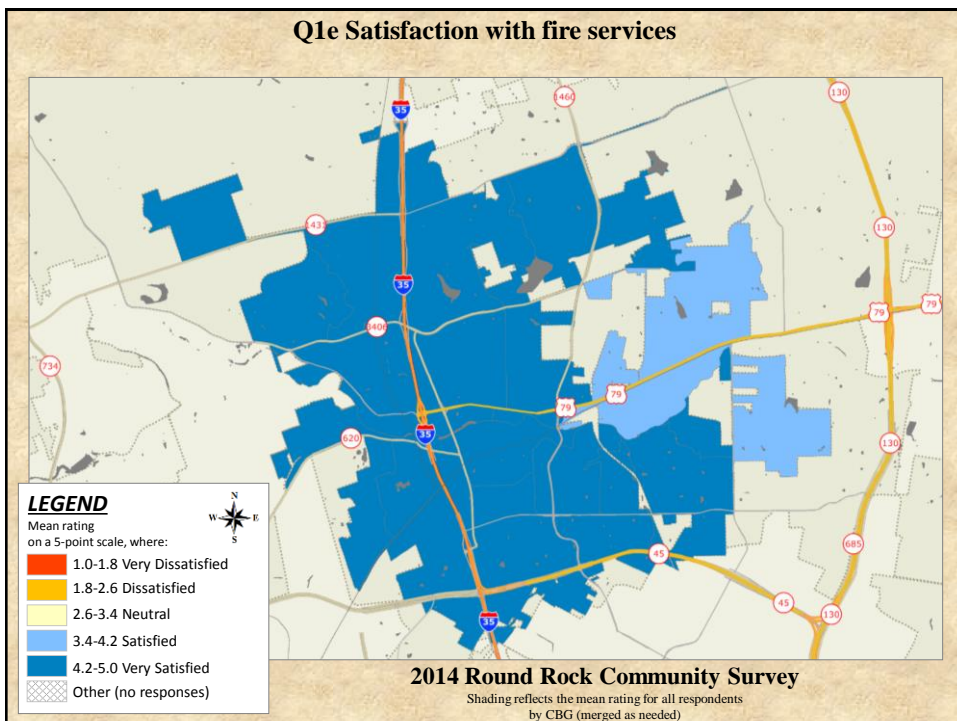
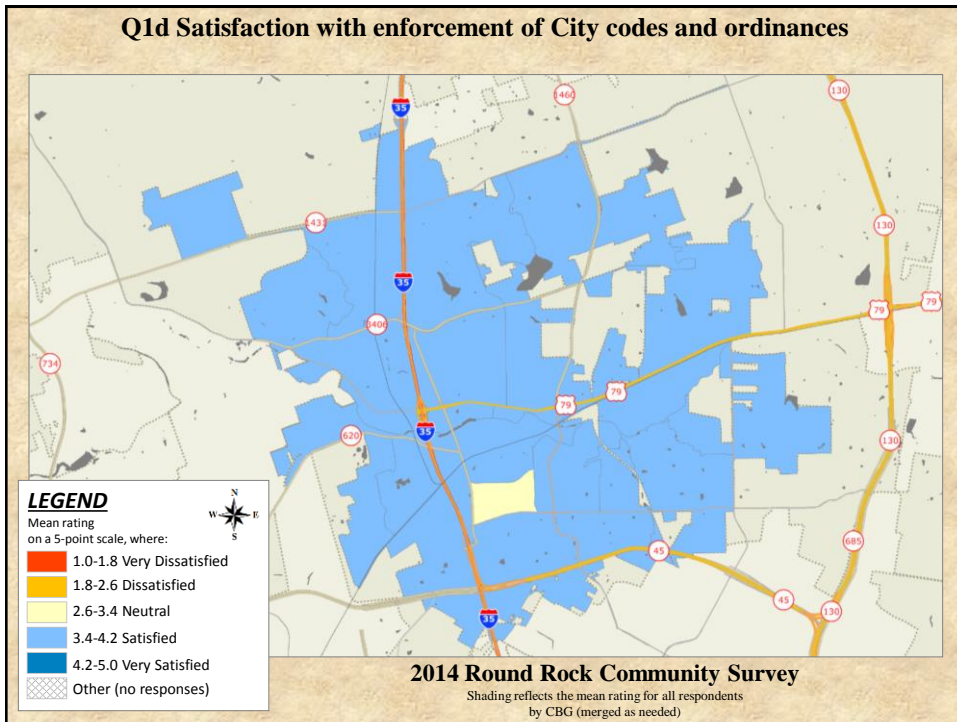
When reading the maps, please use the following color scheme as a guide:

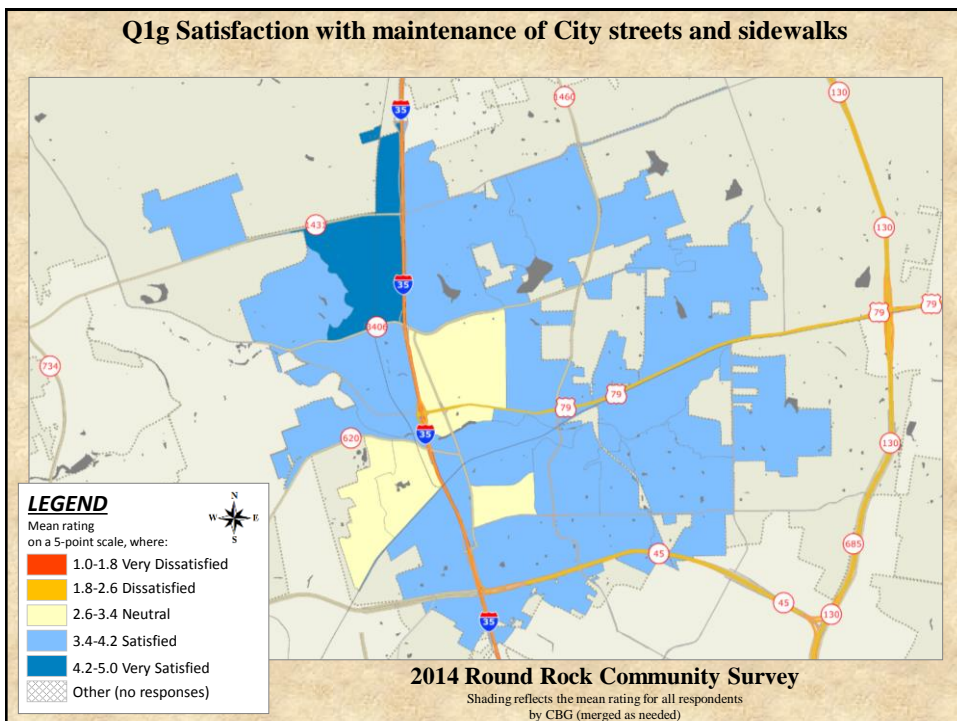
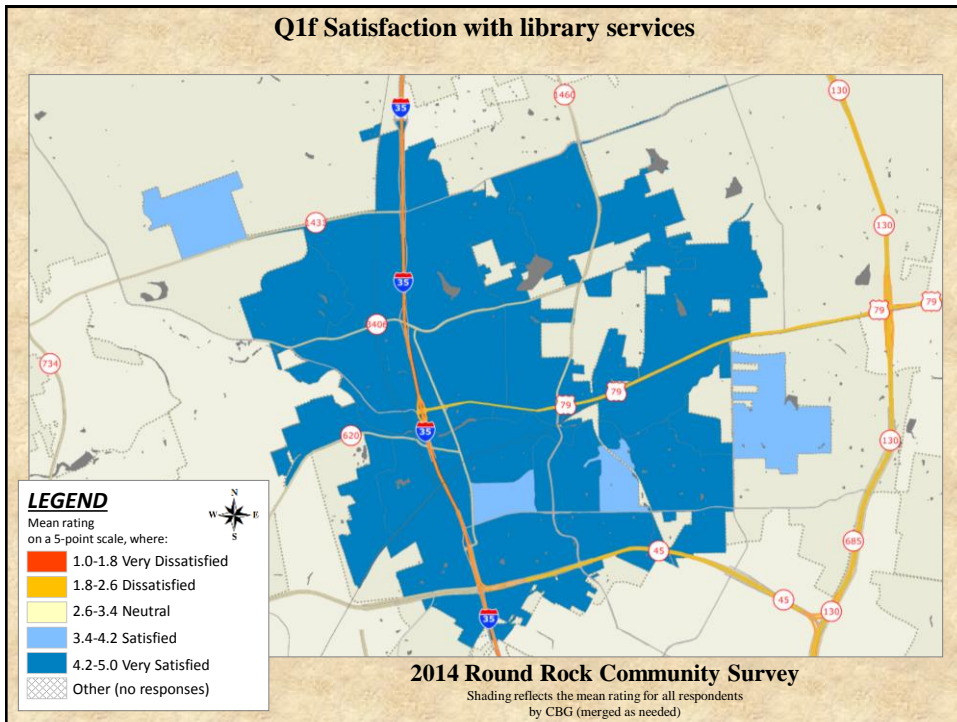
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”

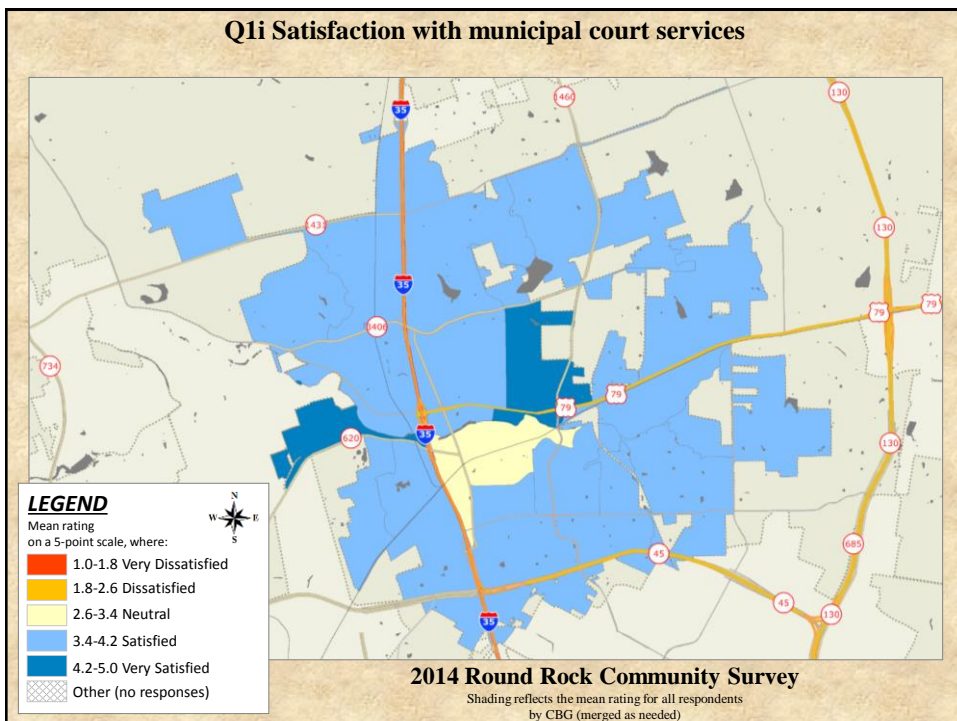
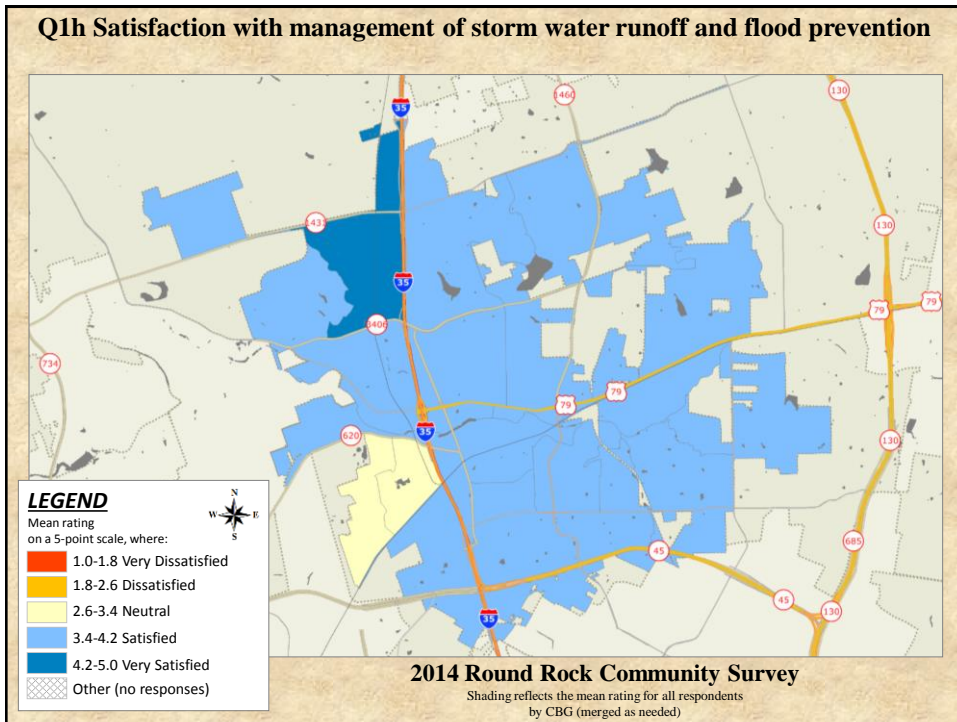




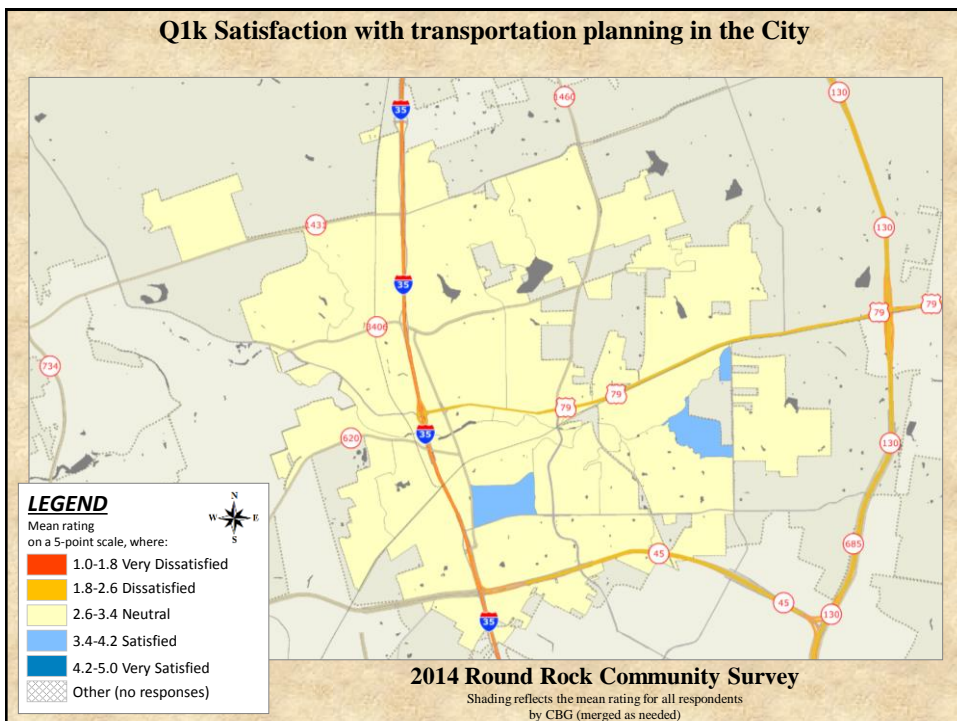
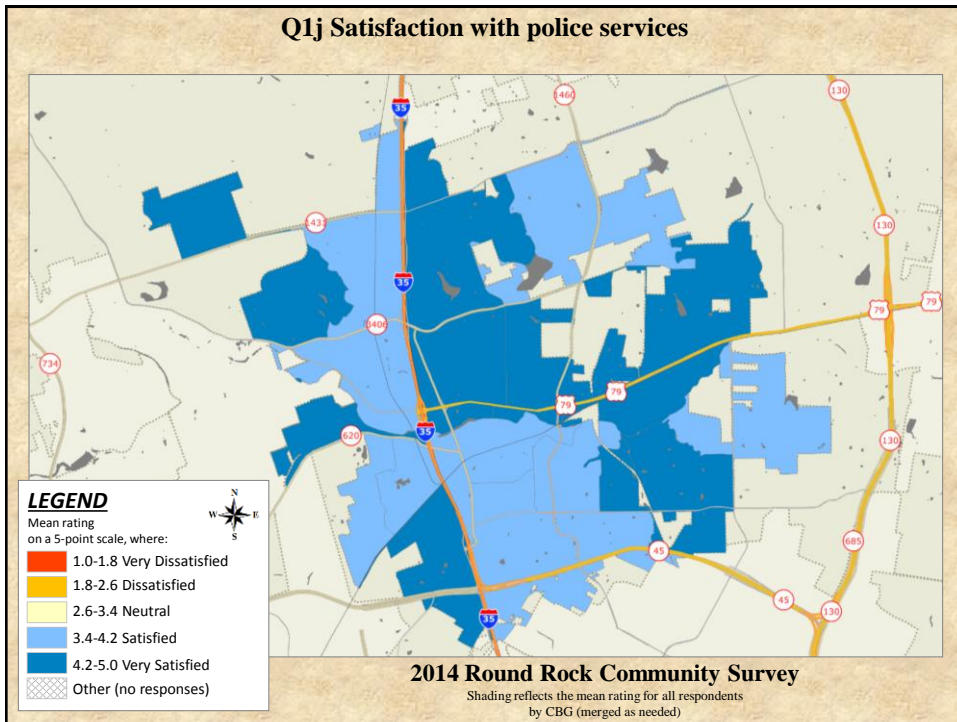


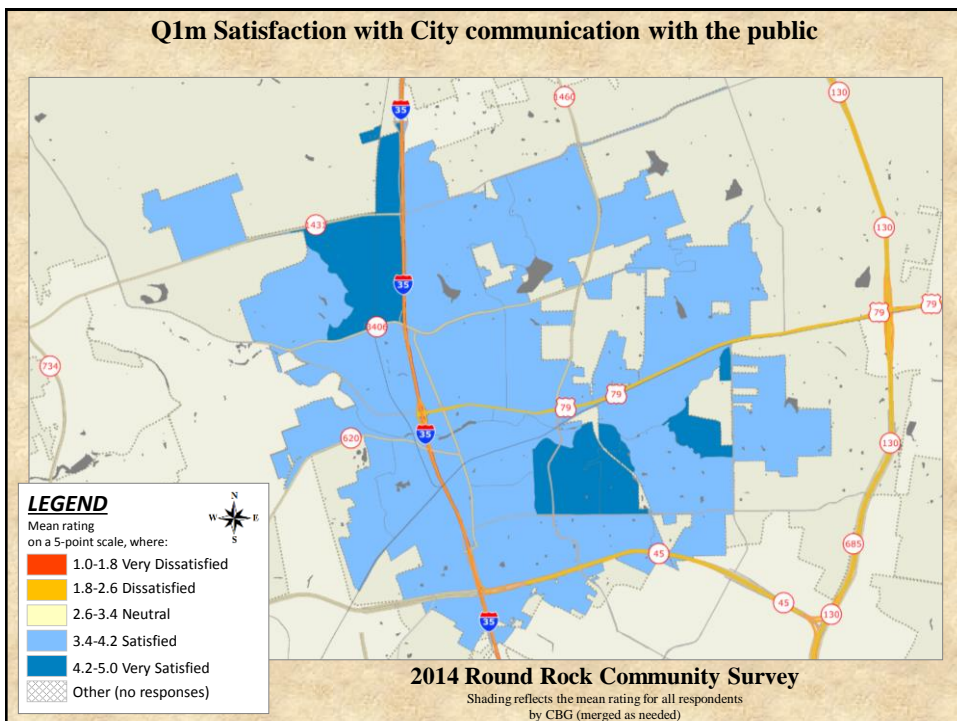
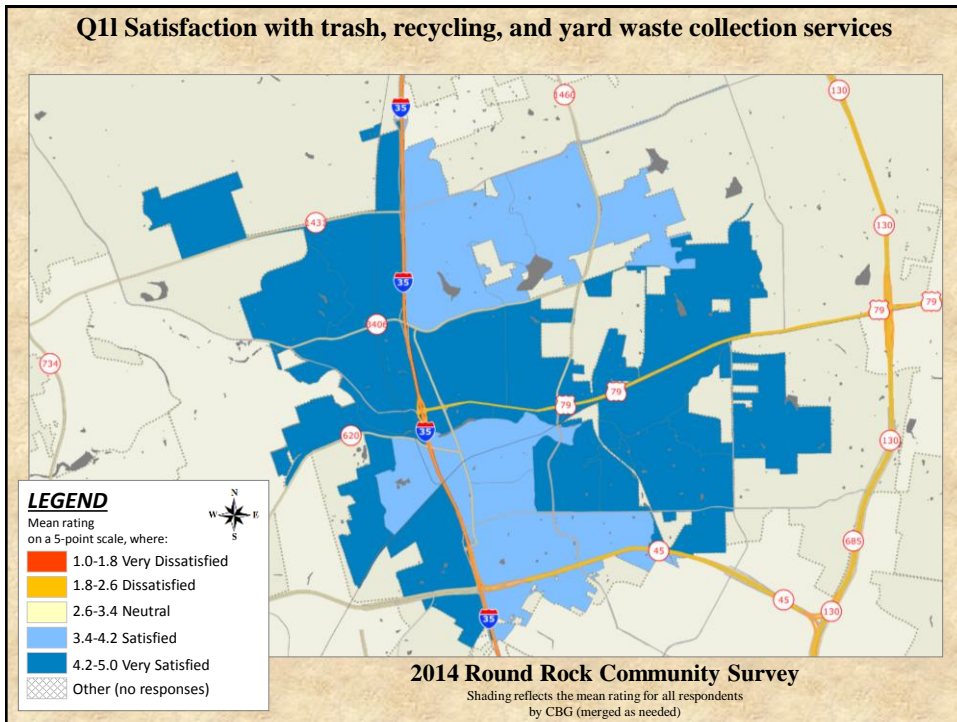


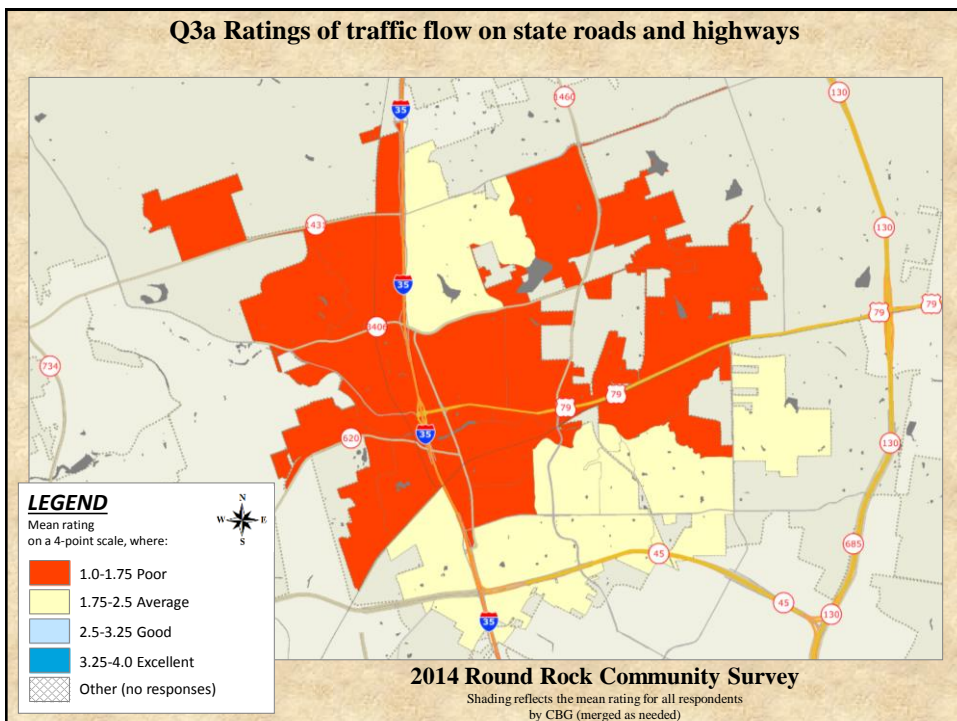
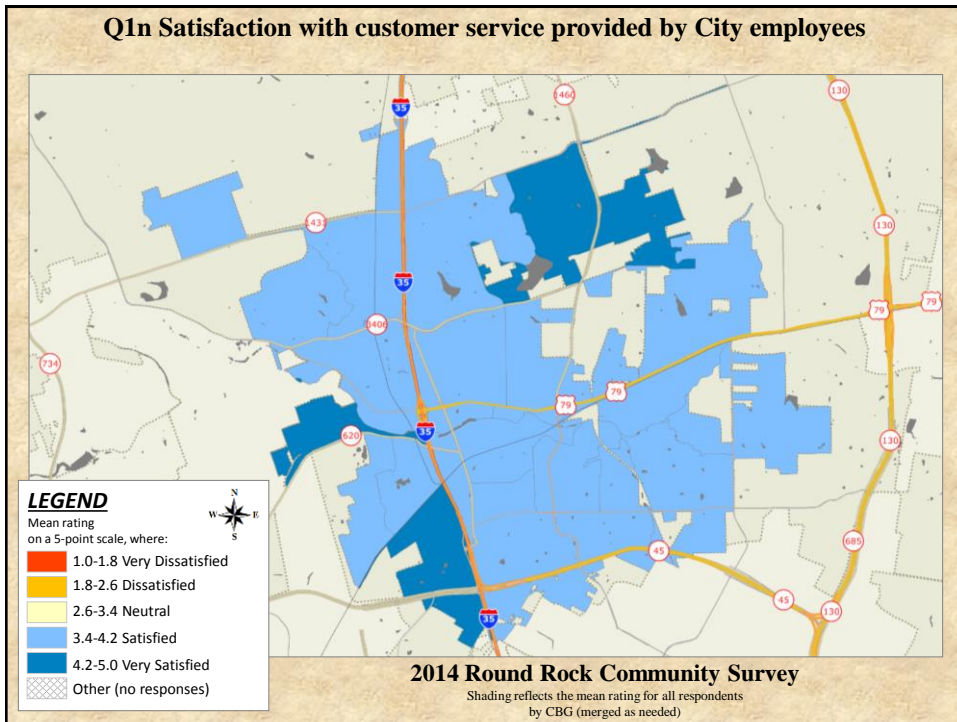




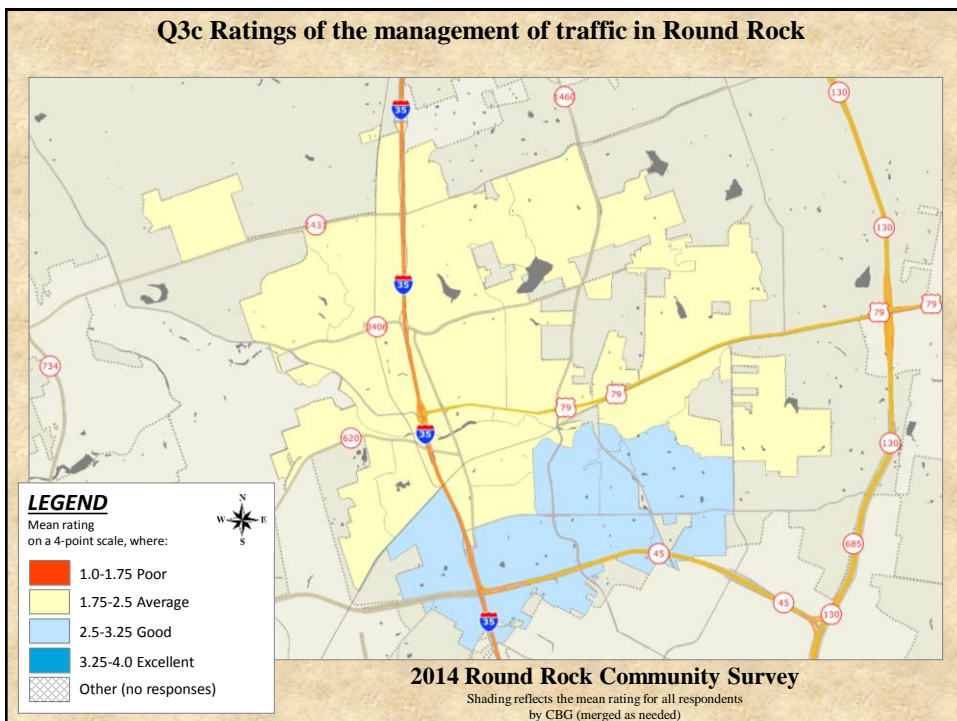
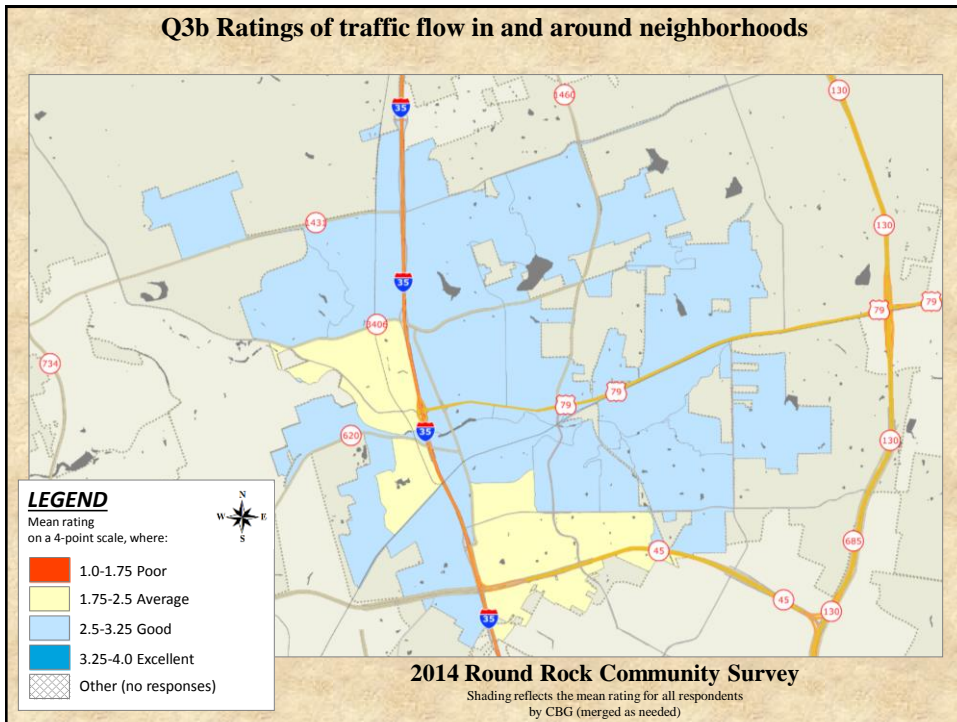


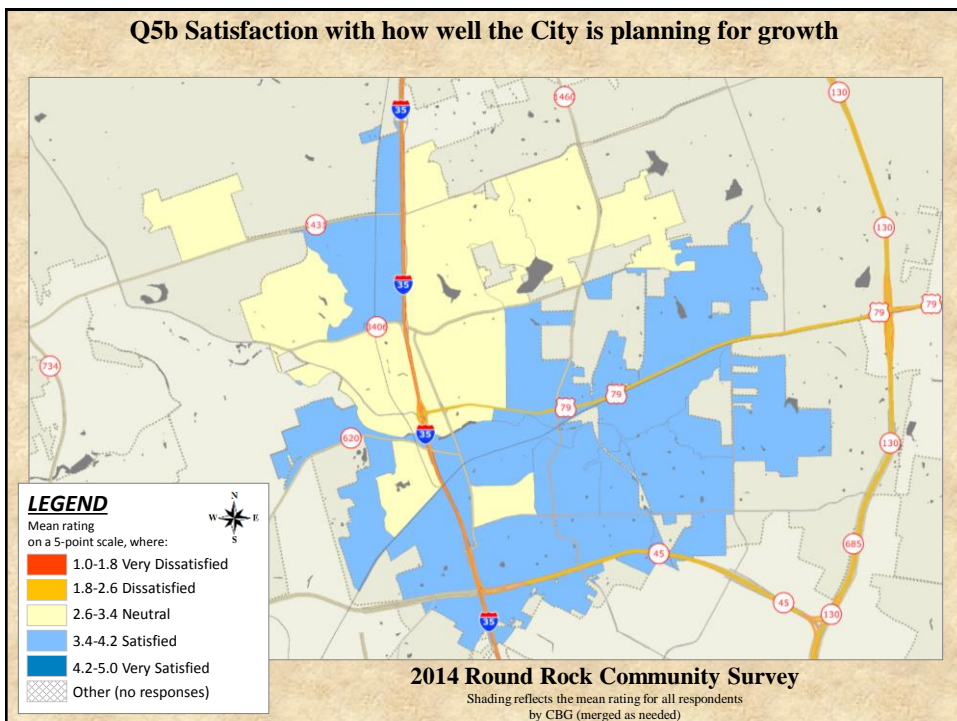
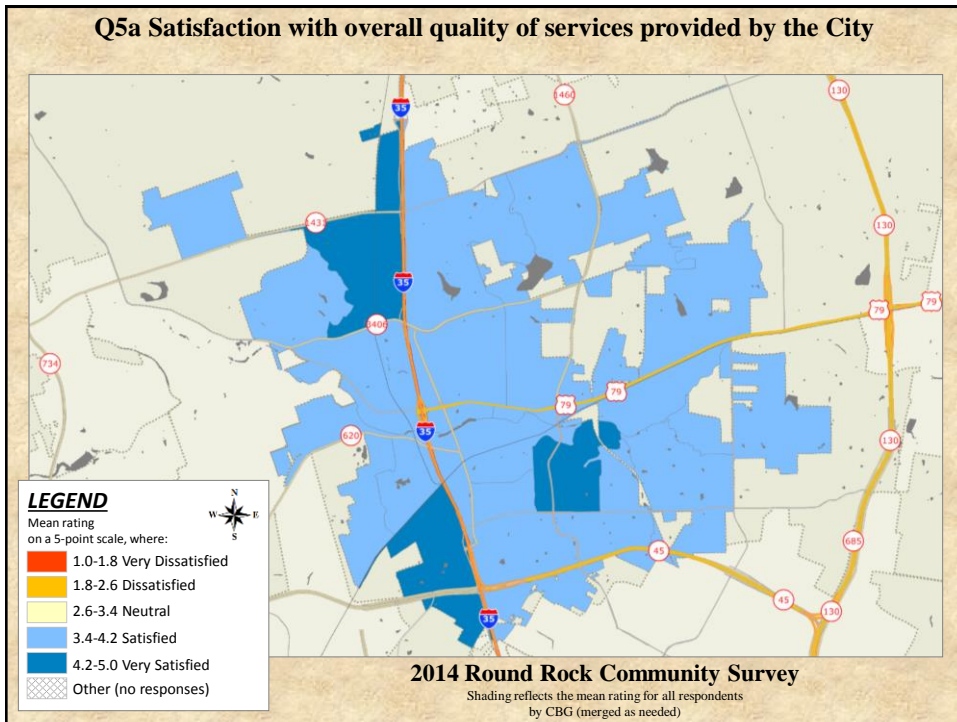




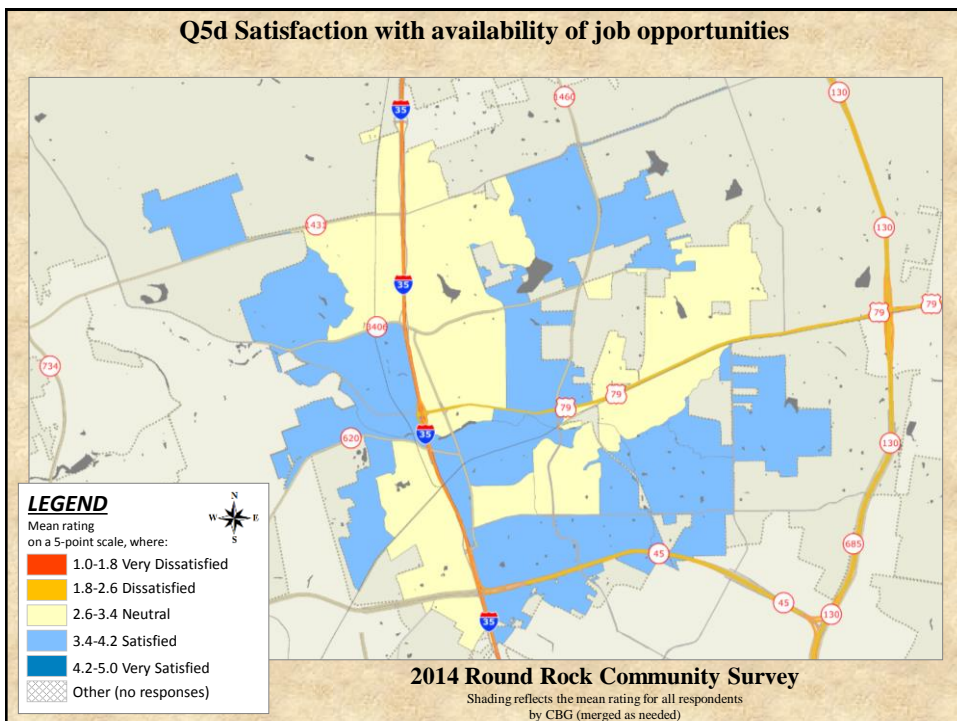
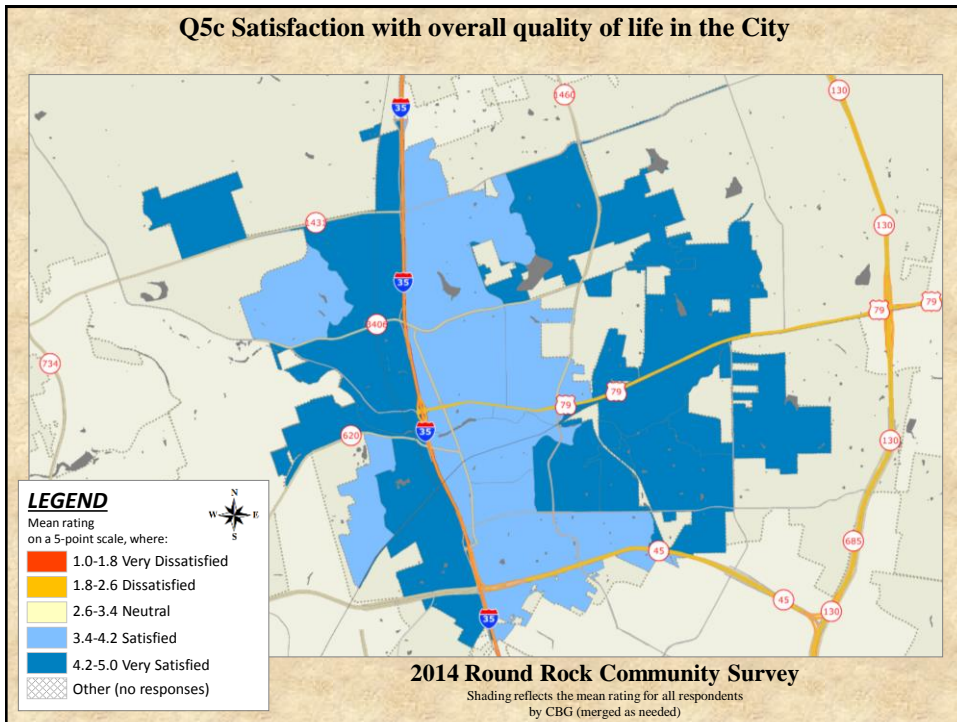


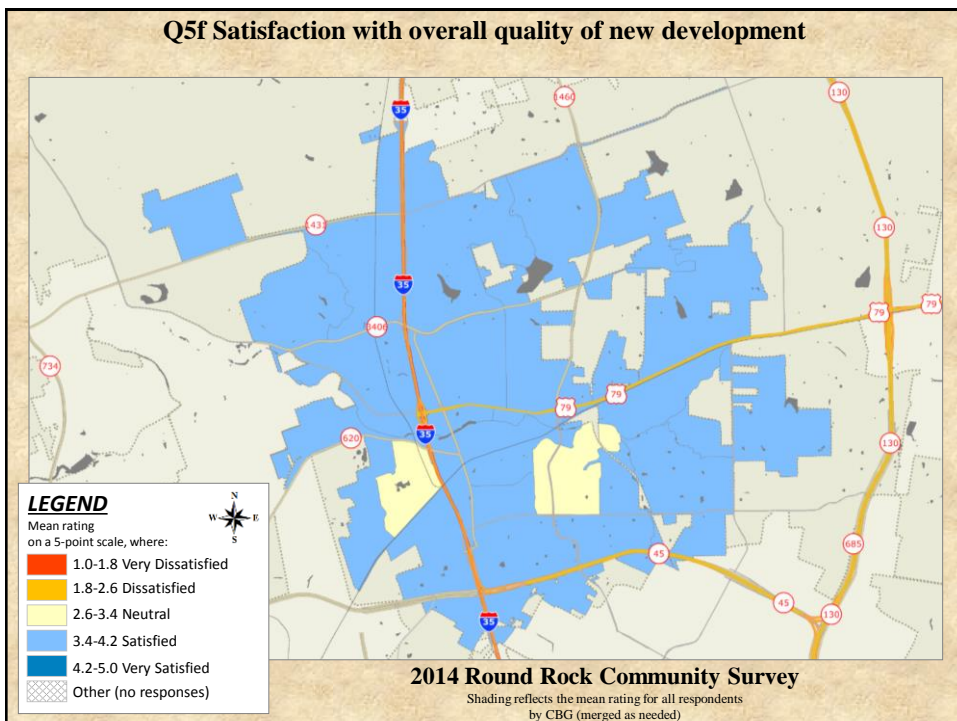
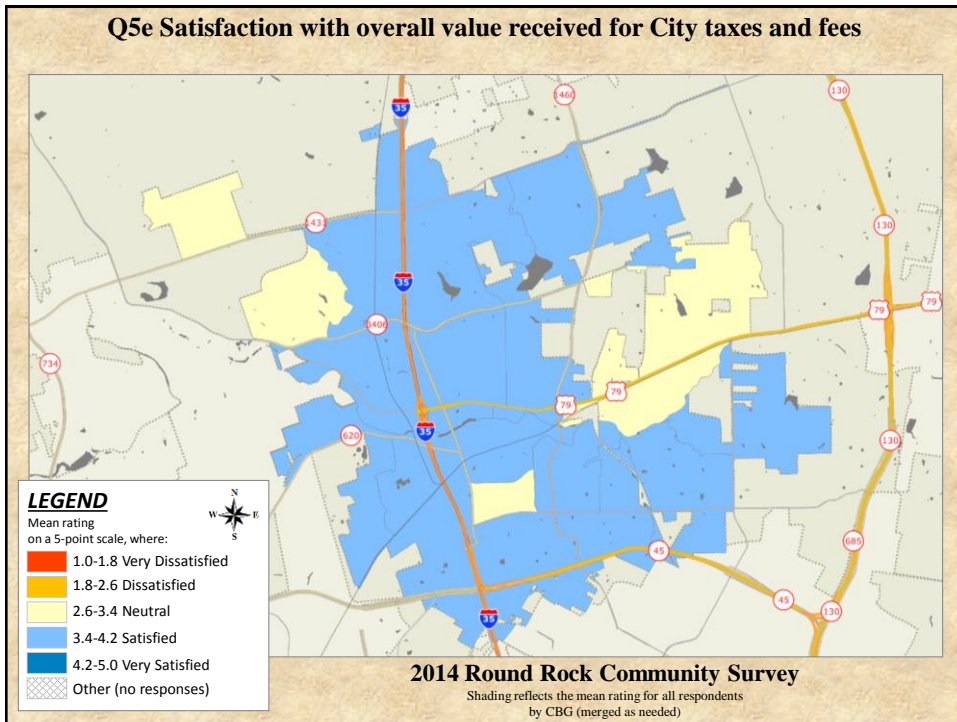


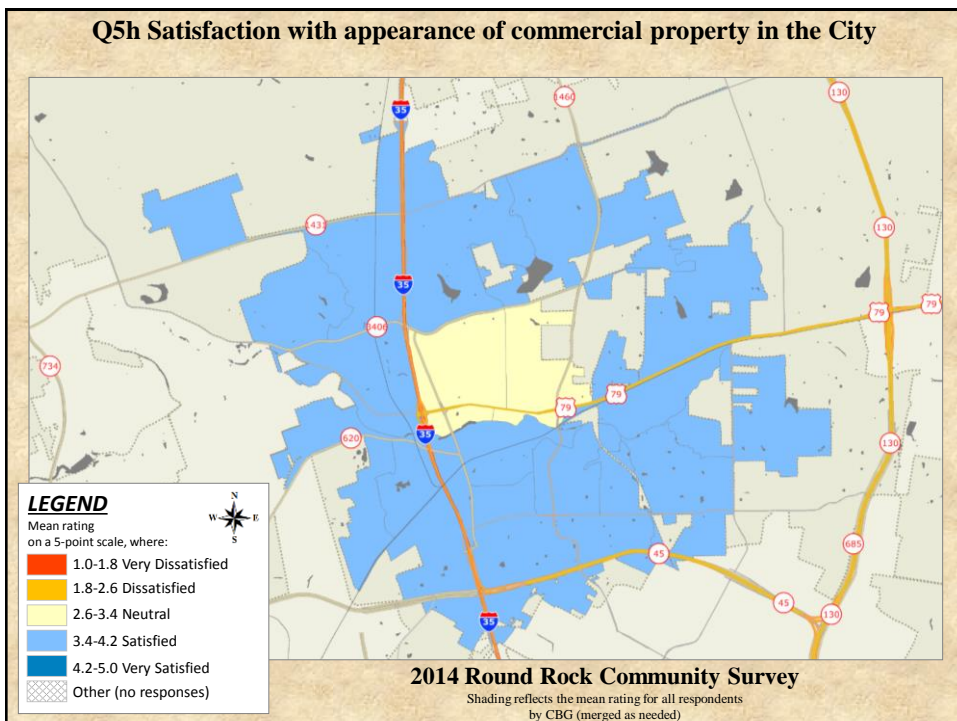
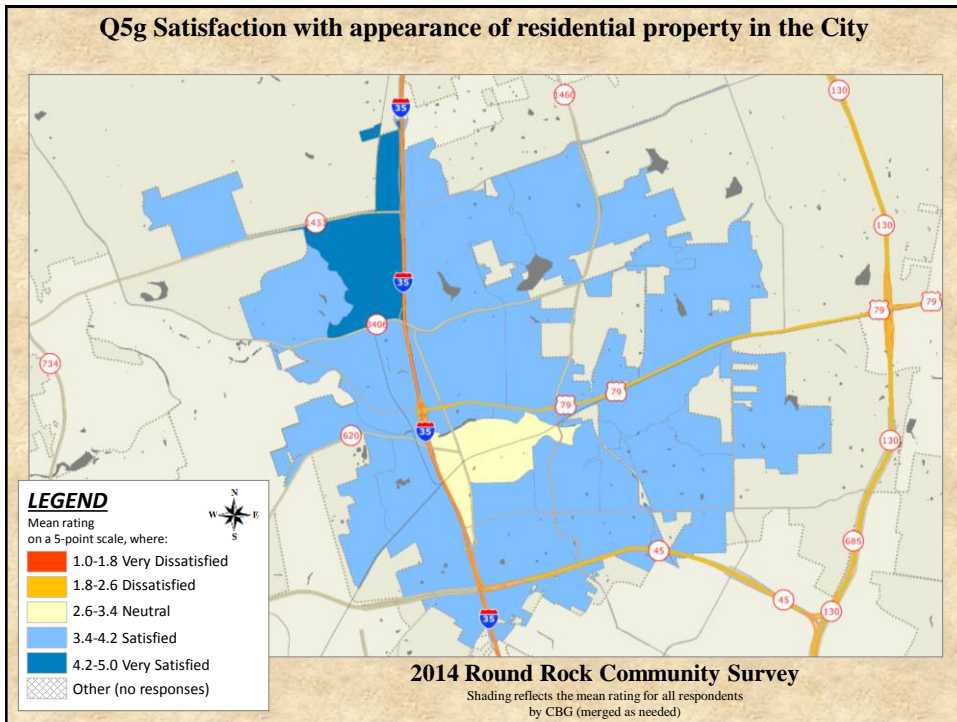




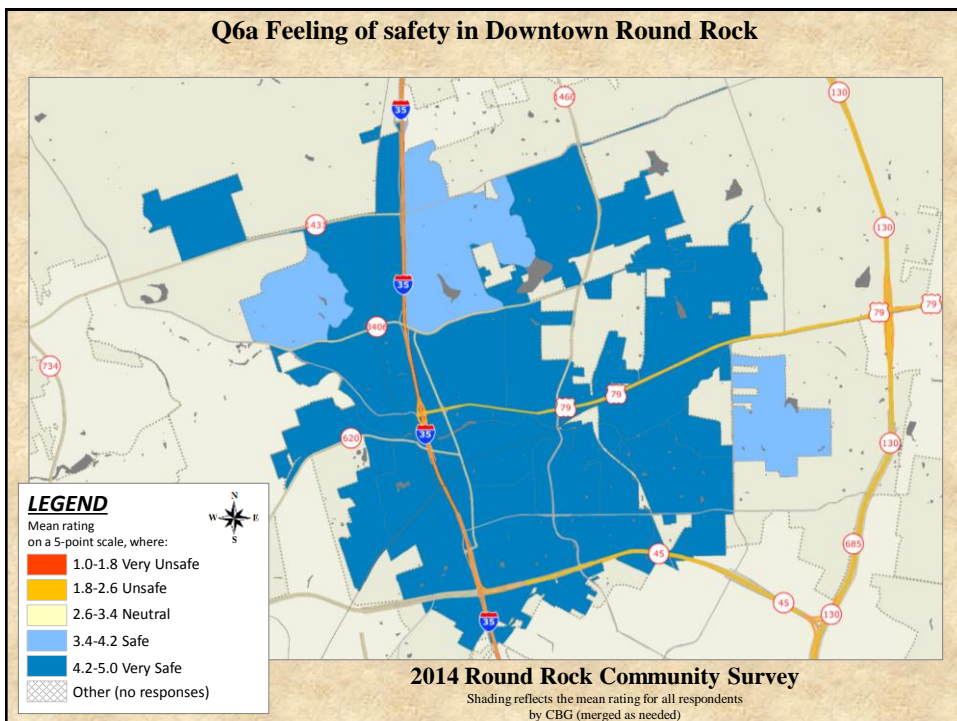
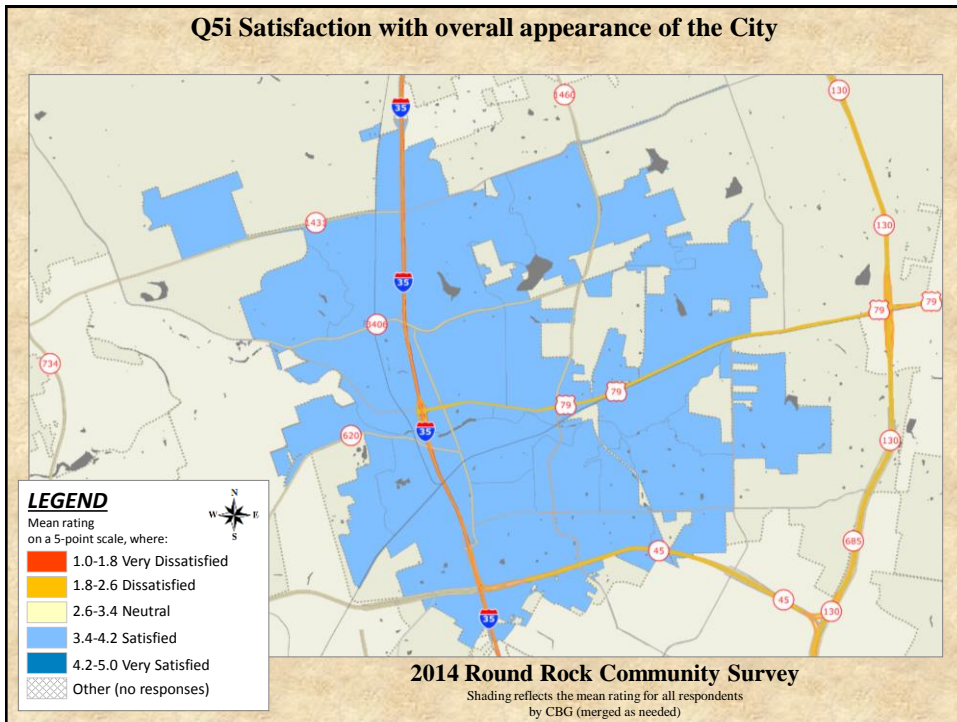


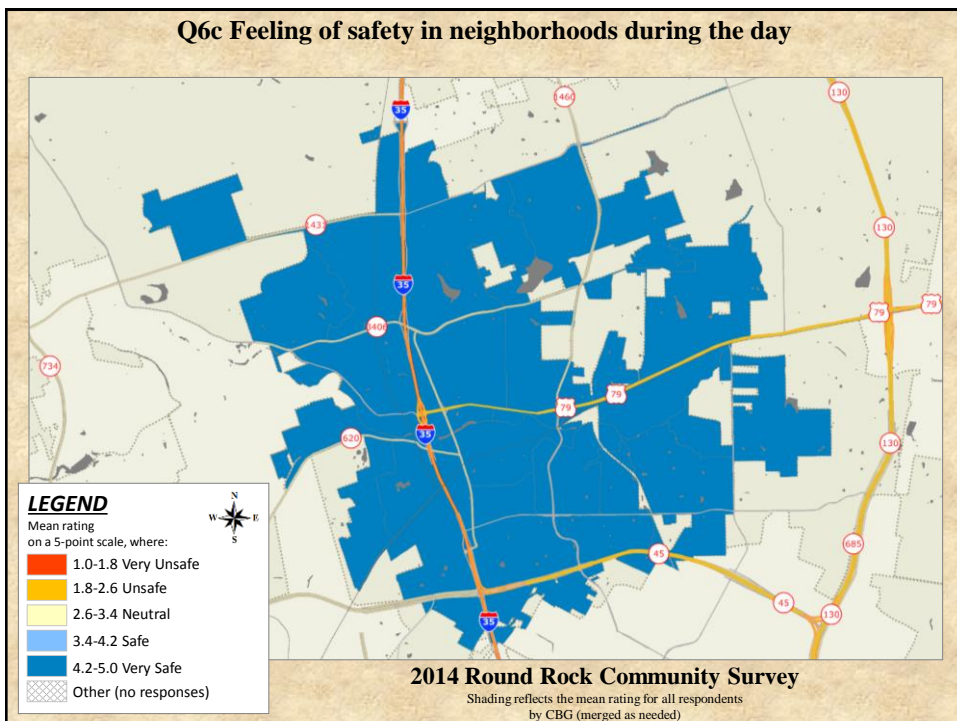
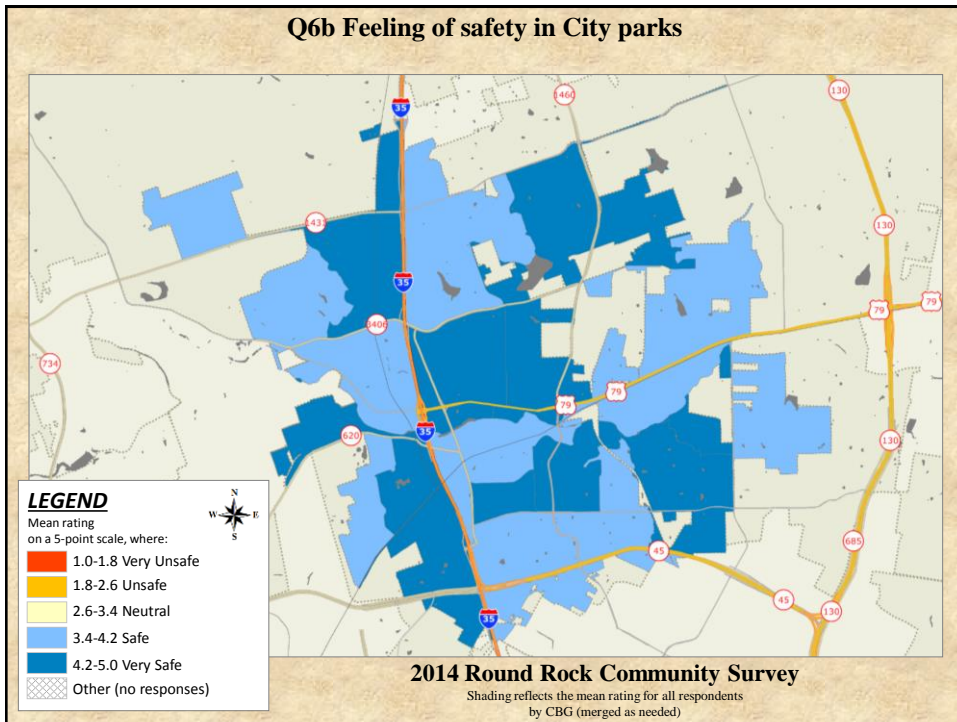


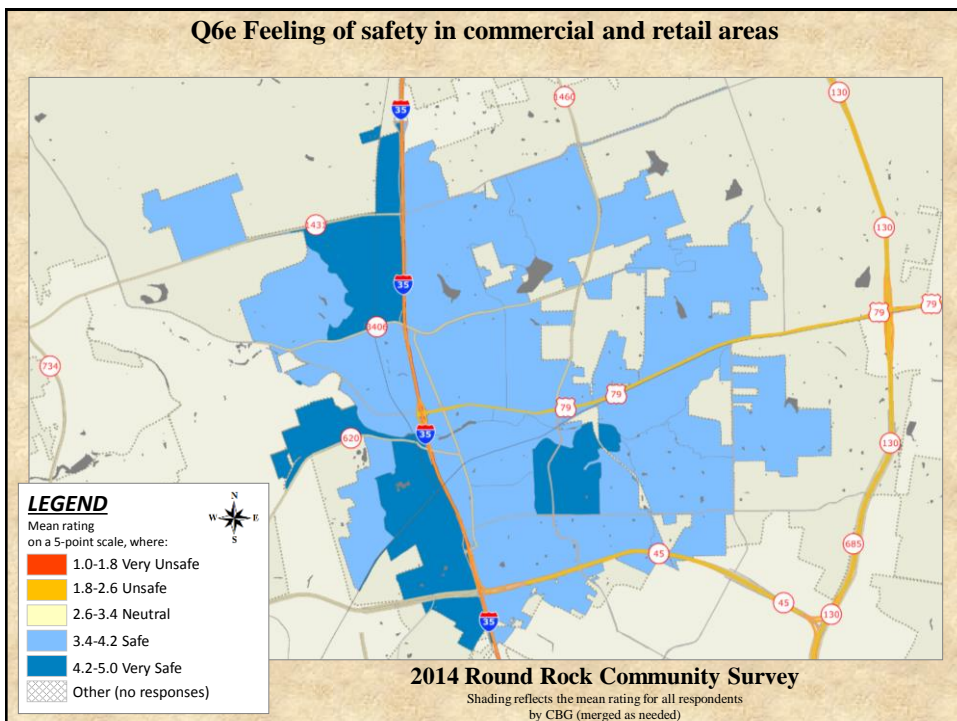
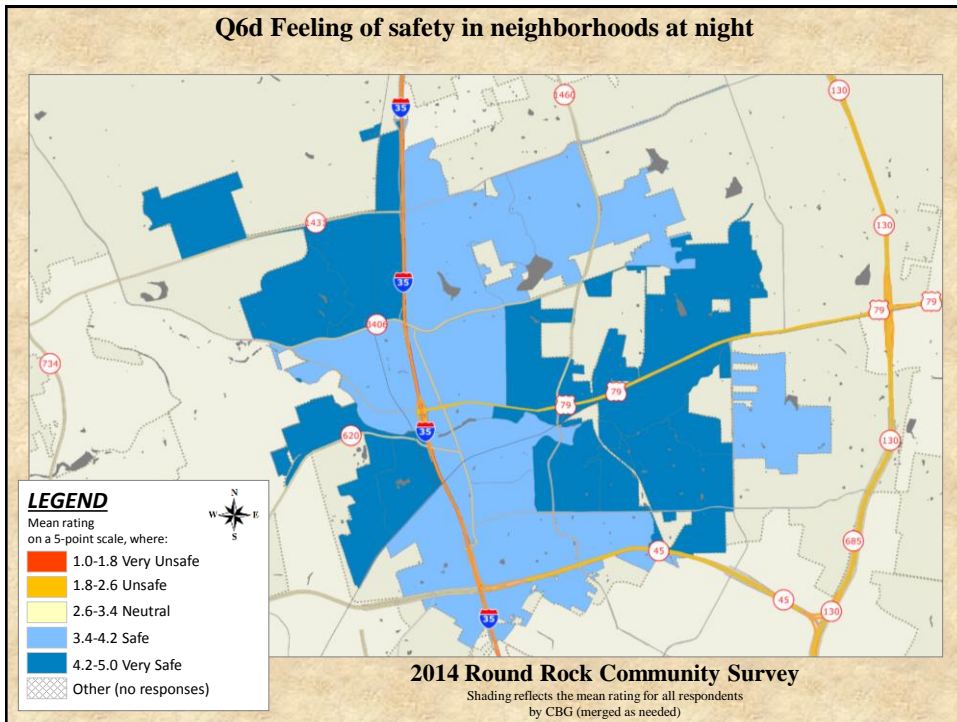




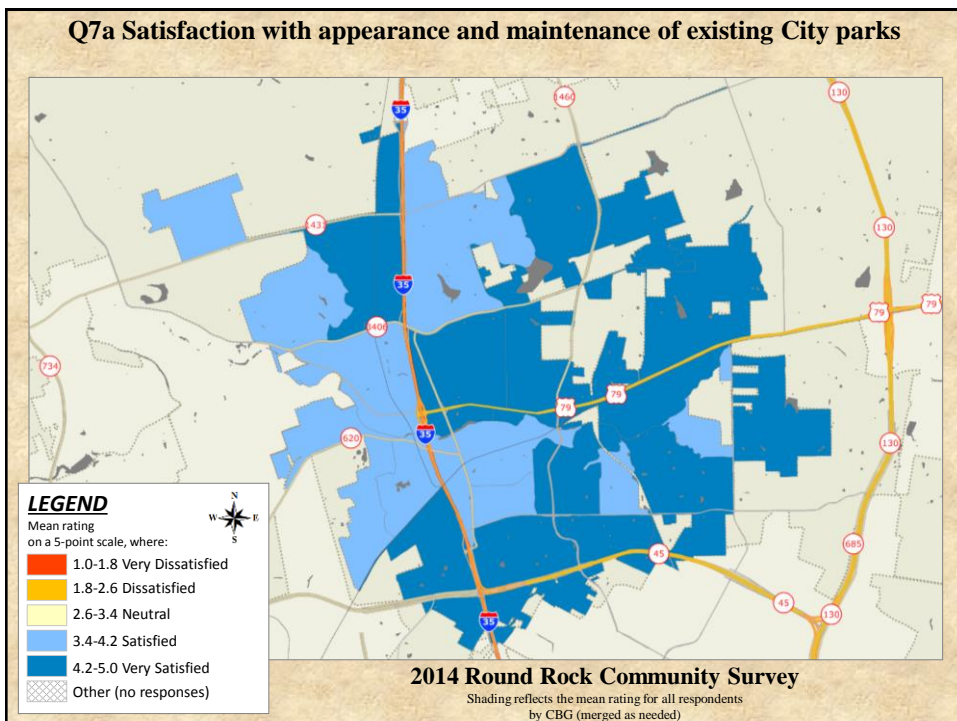
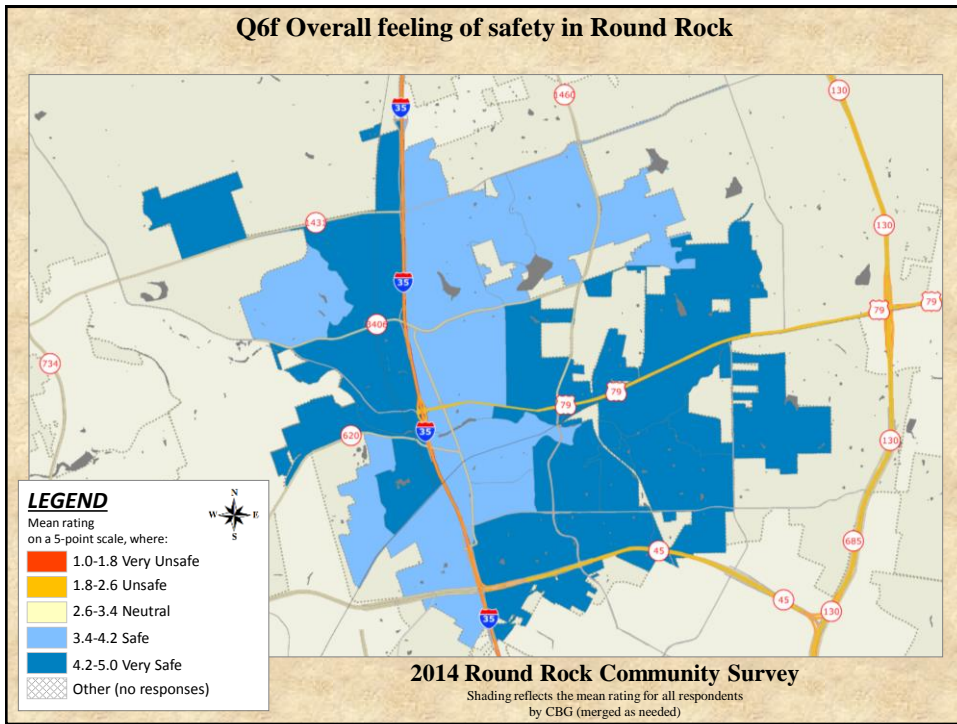


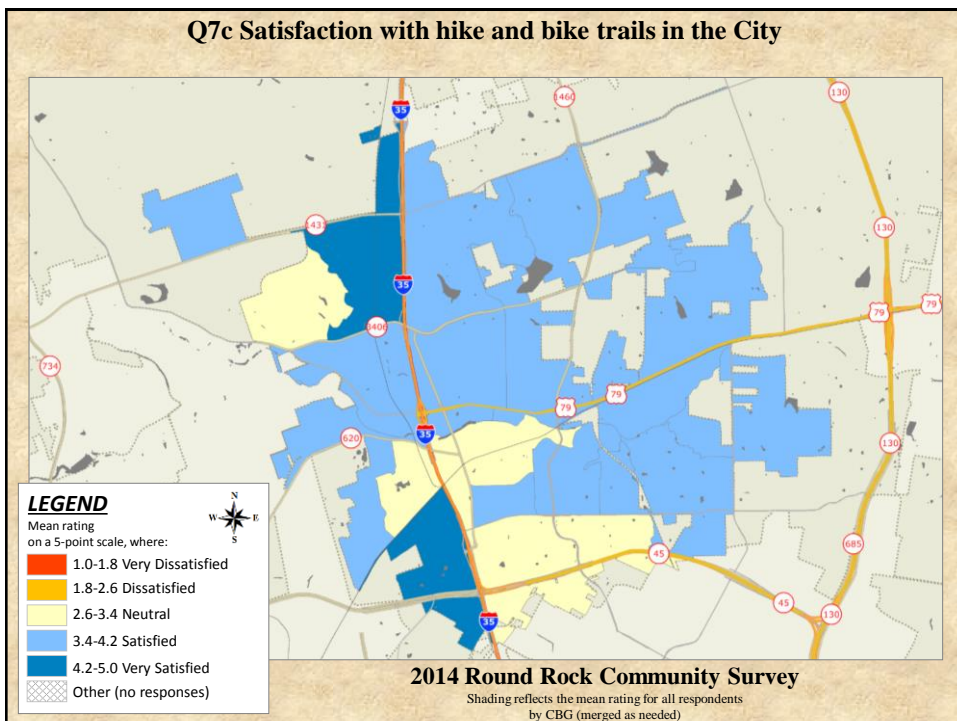
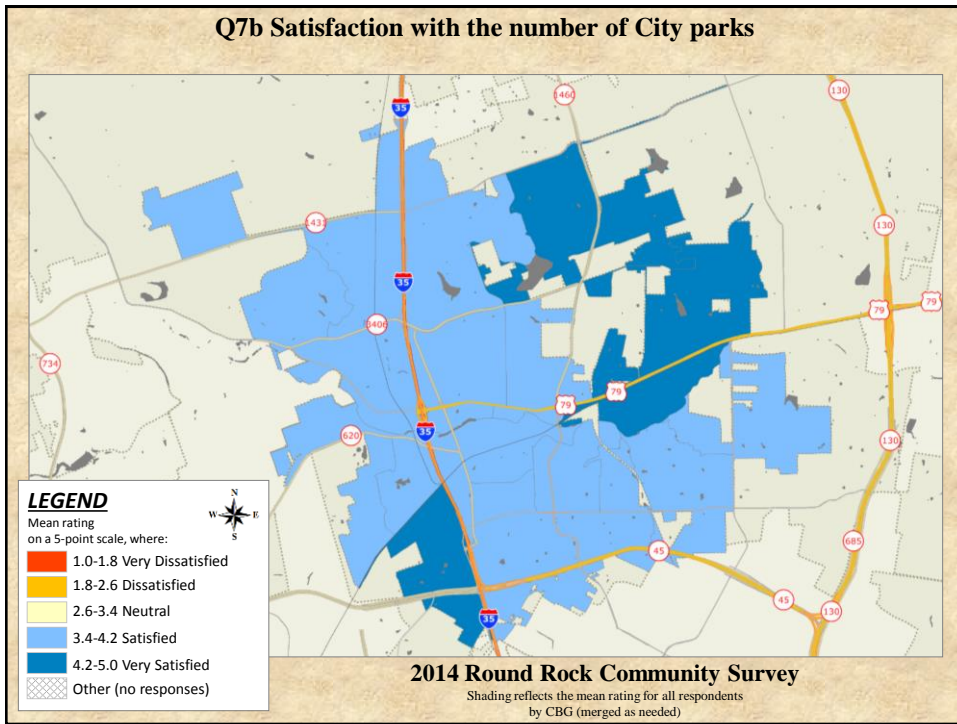




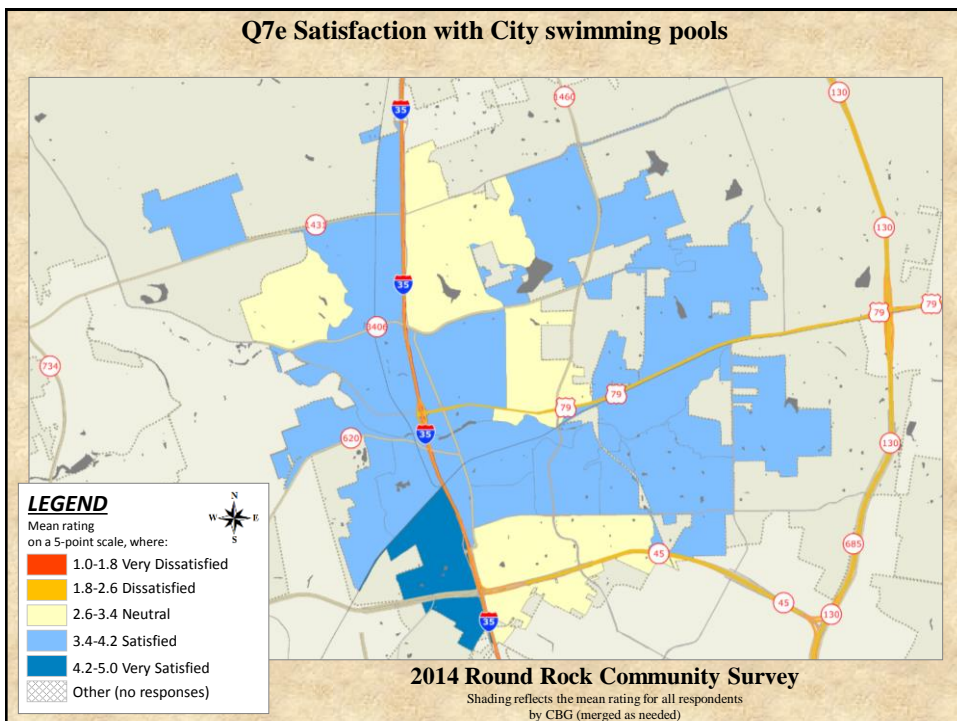
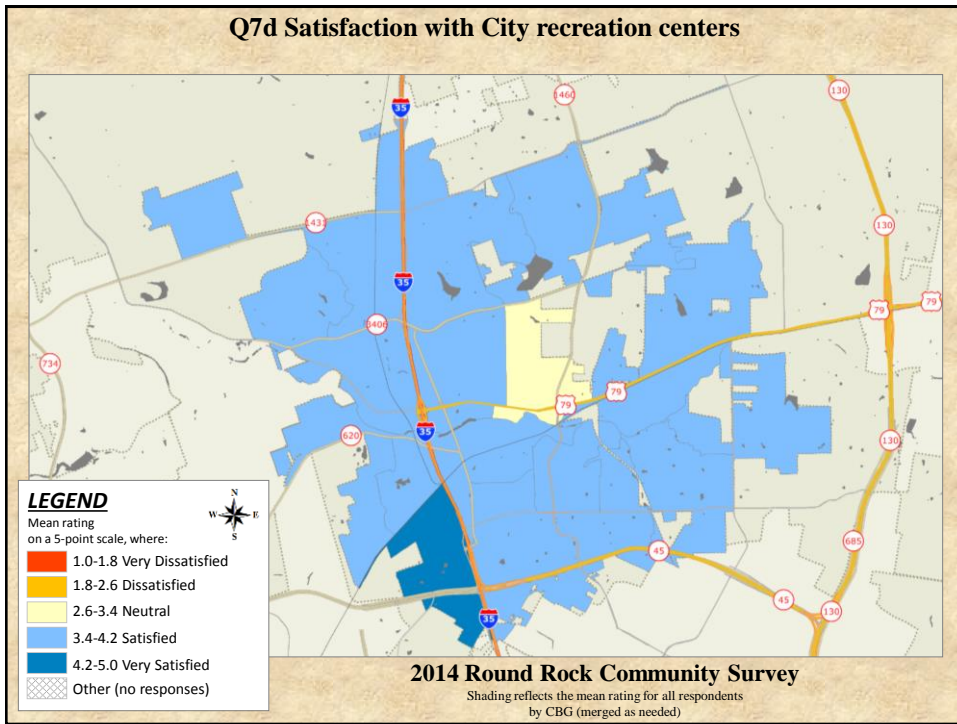


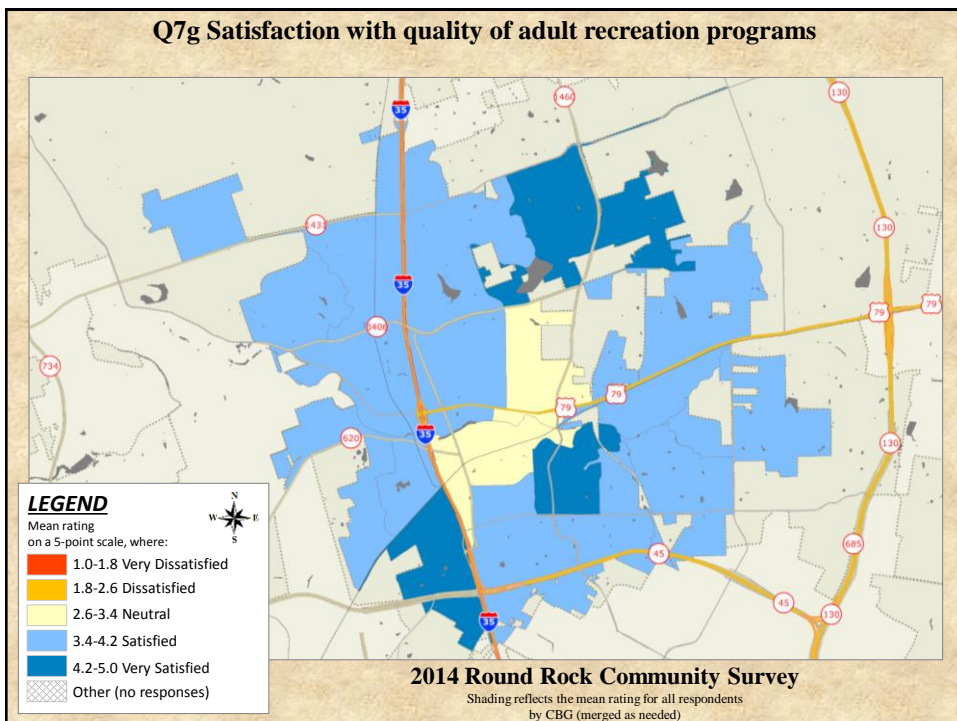
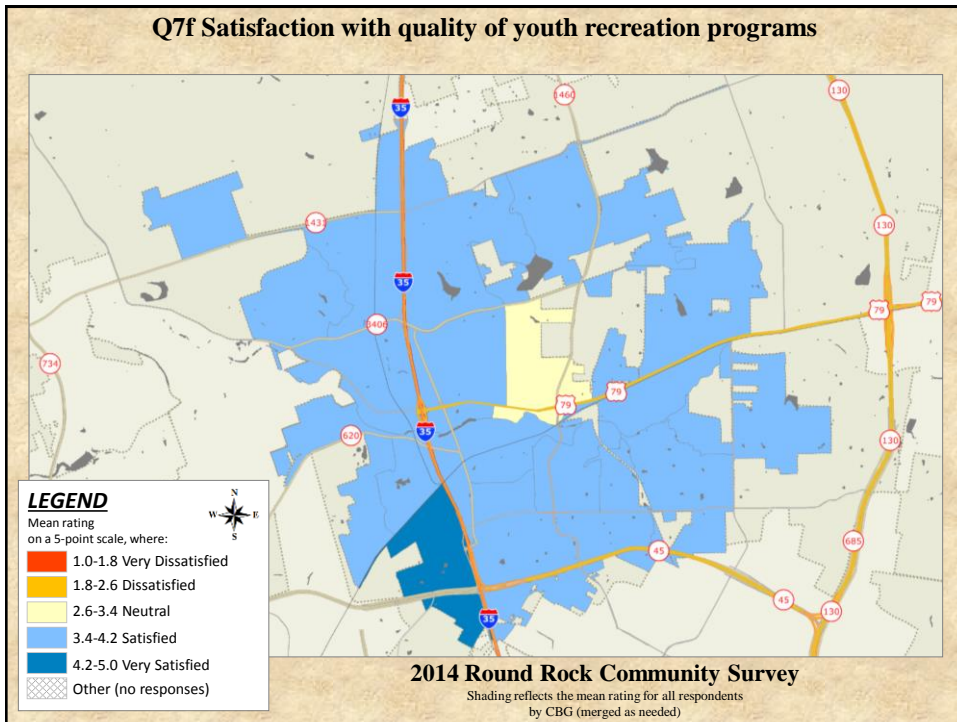


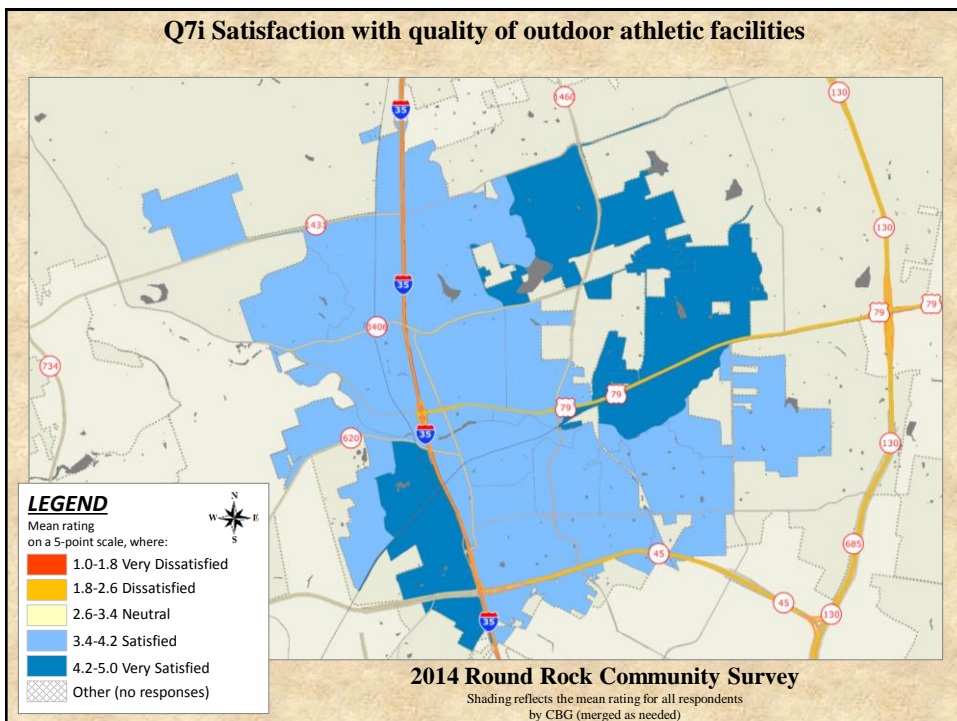
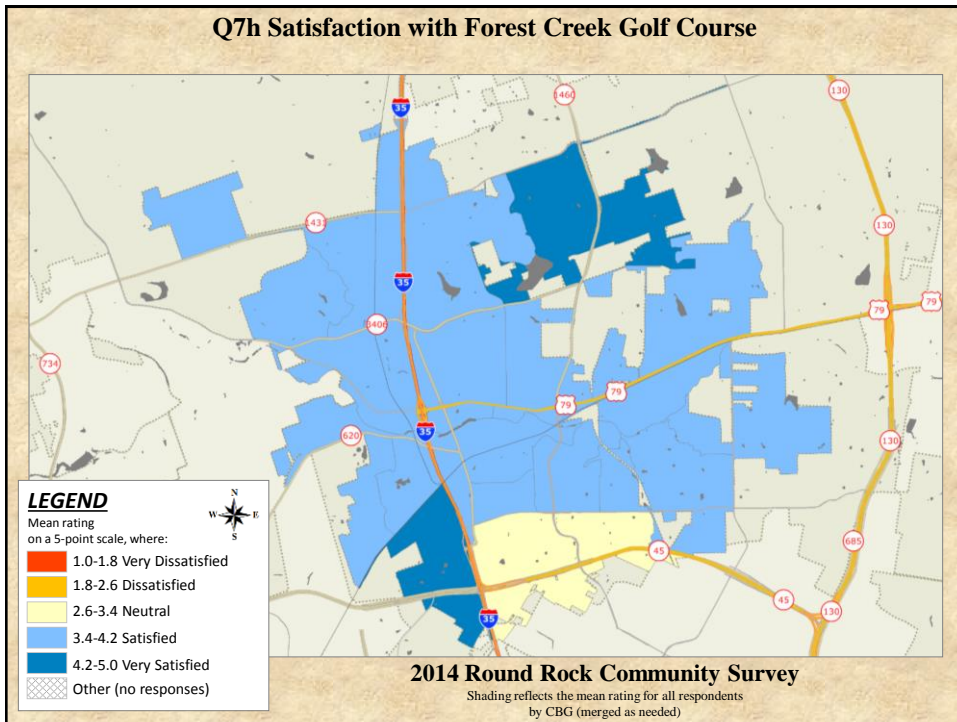




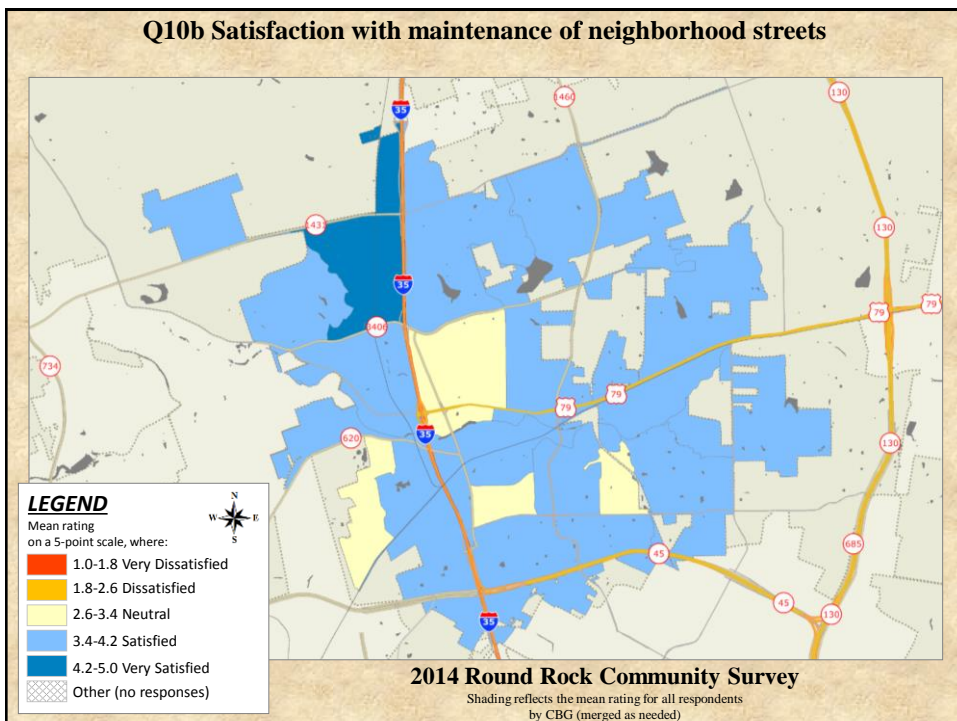
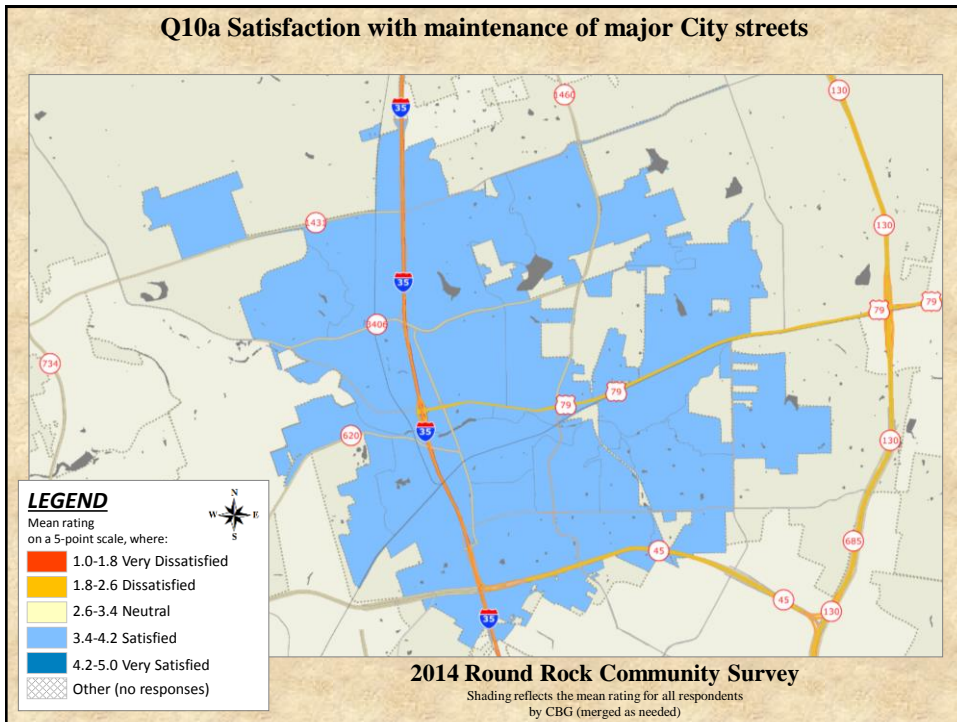


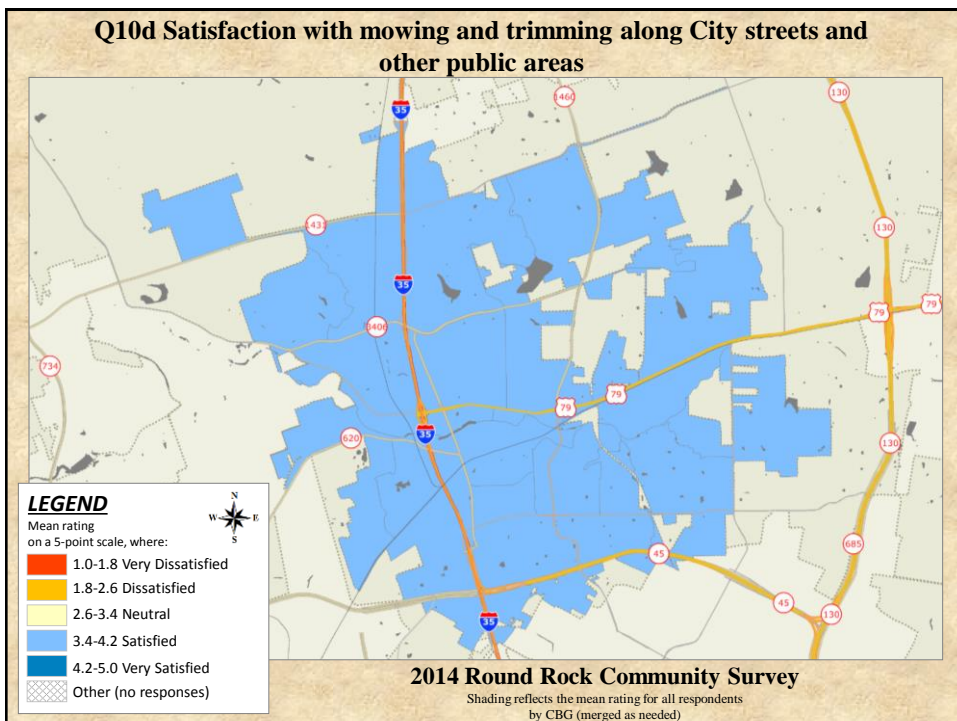
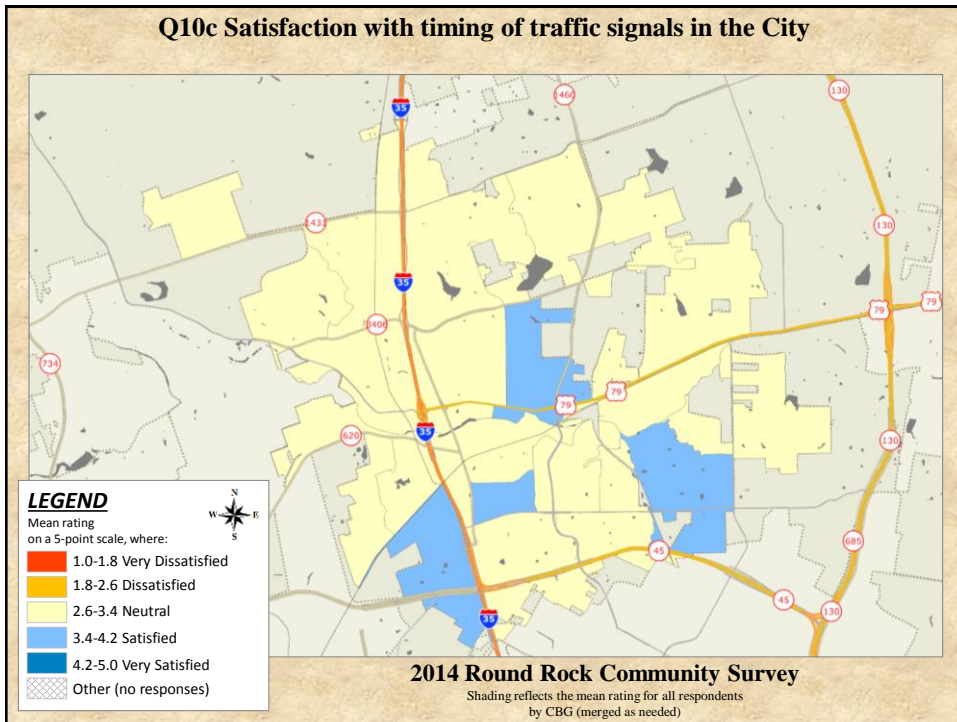


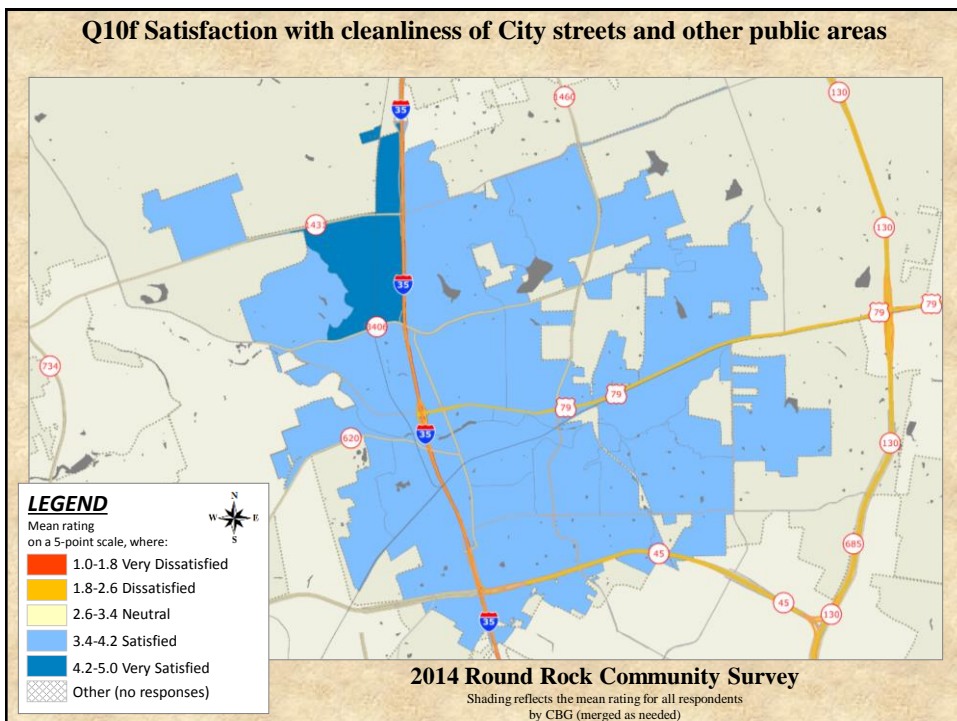
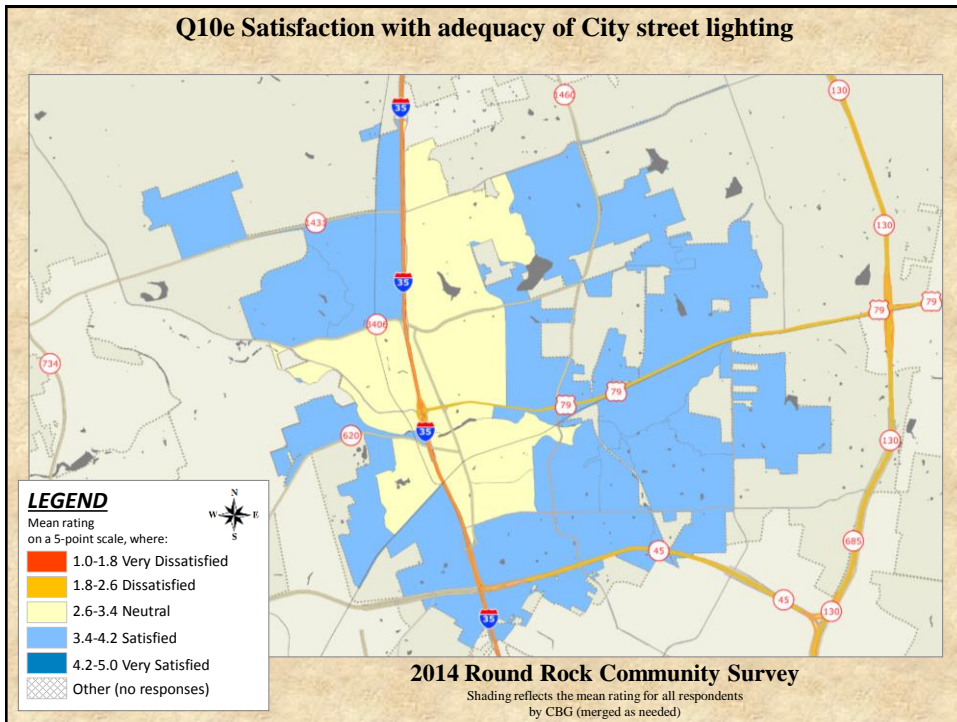




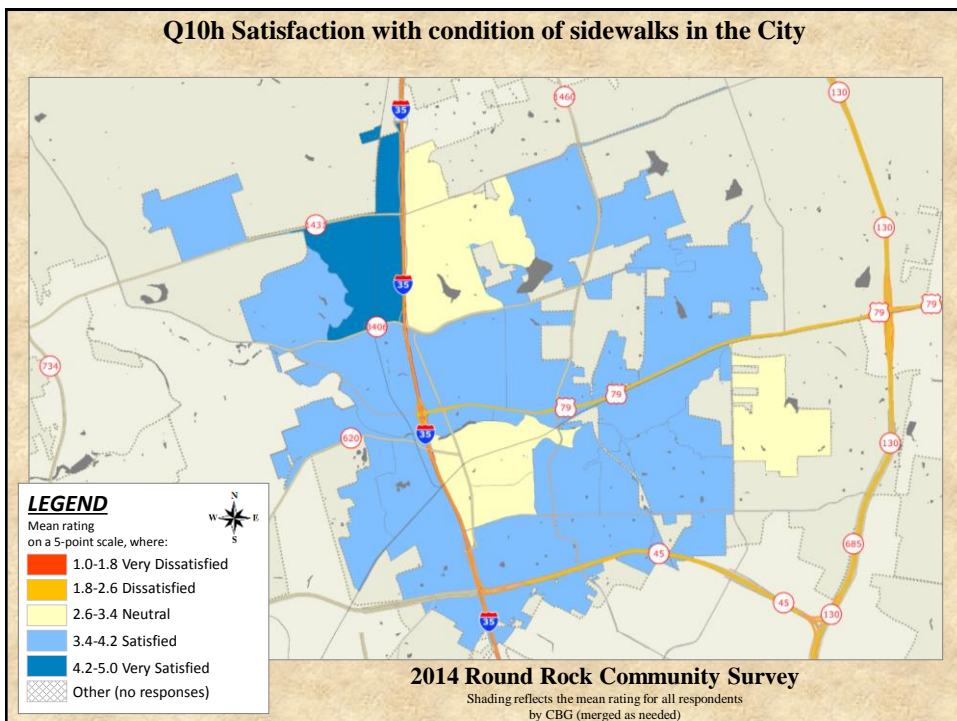
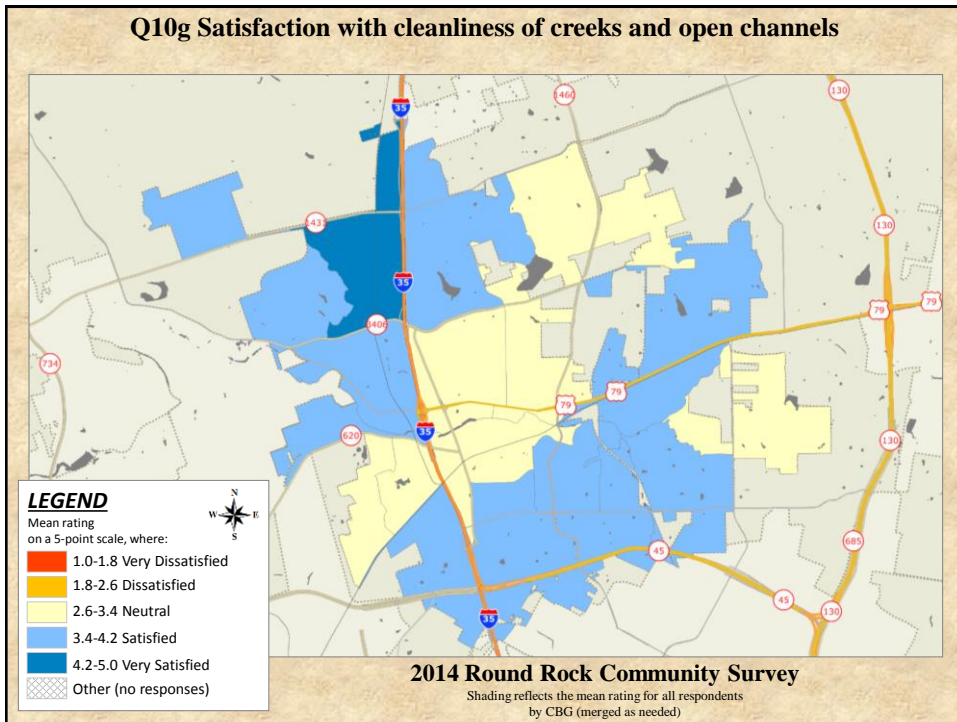


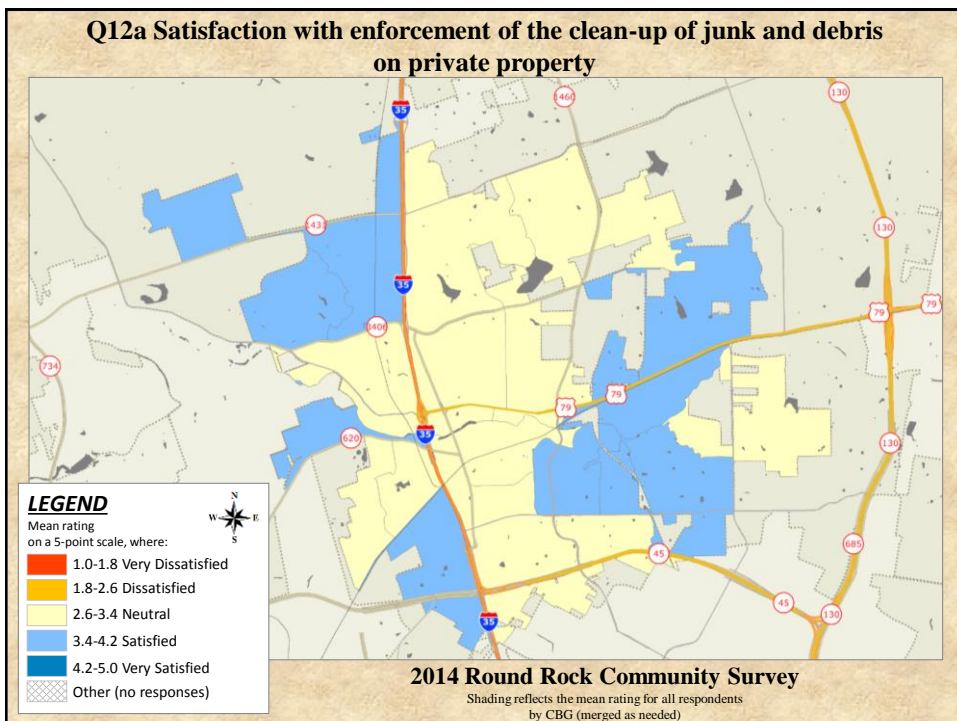
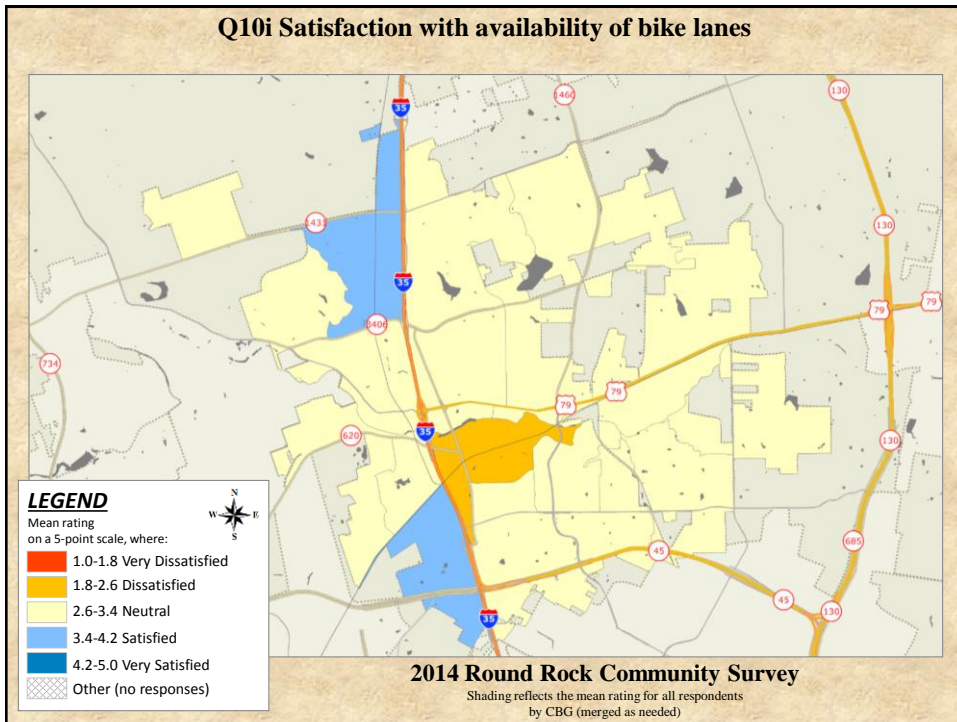




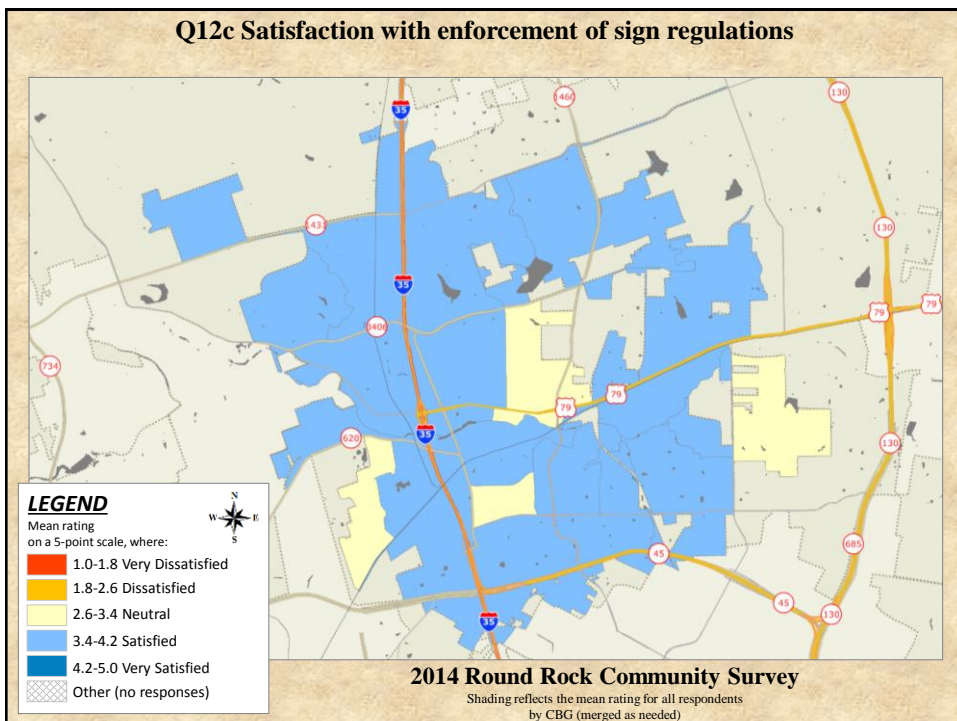
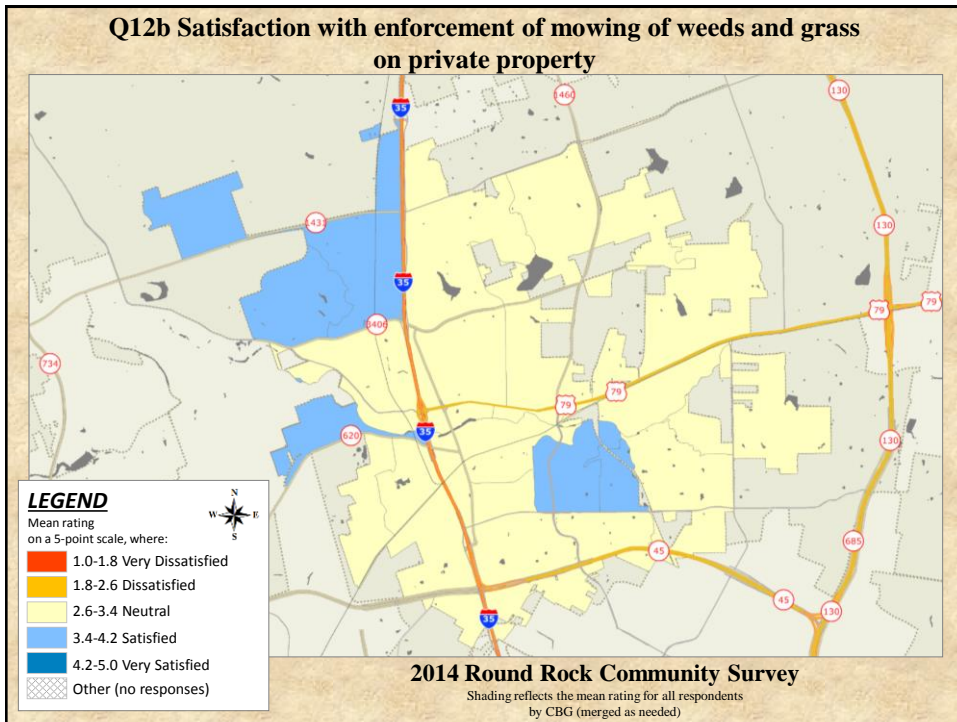


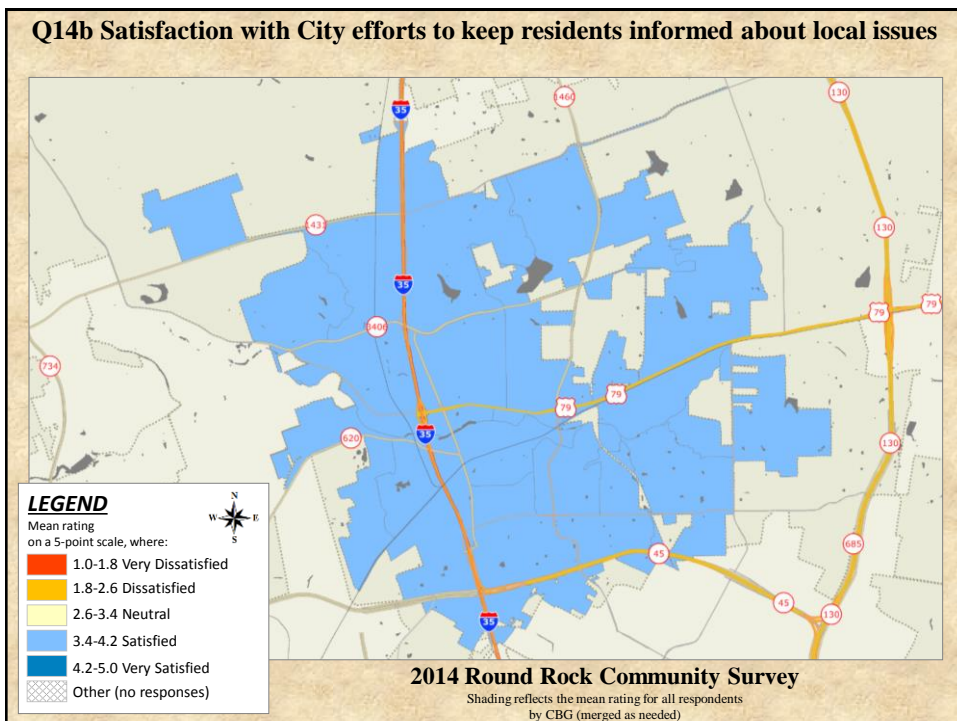
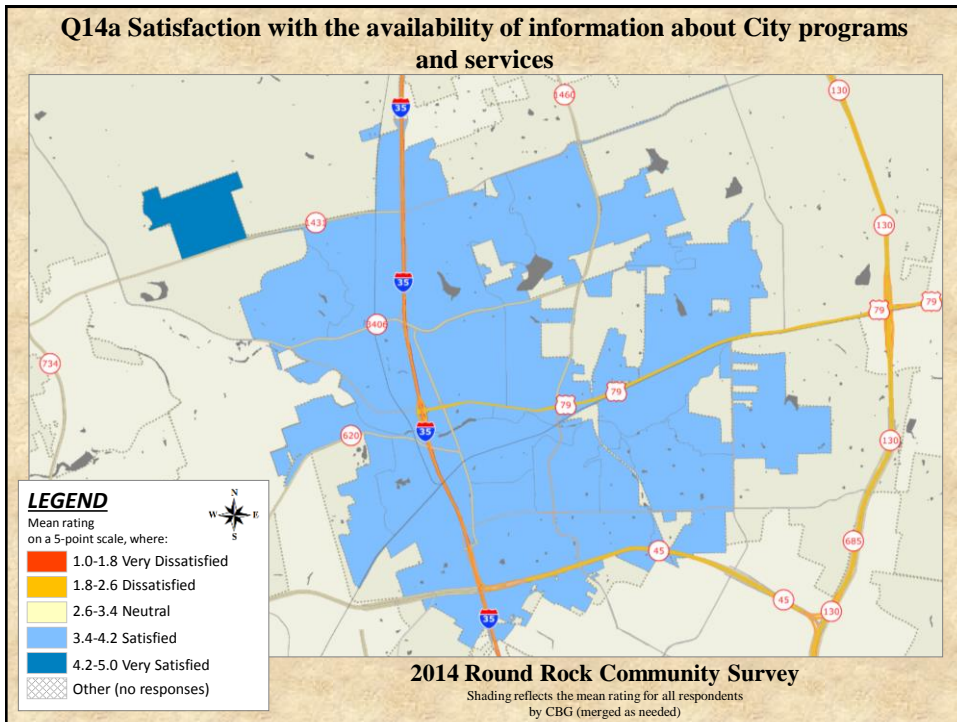


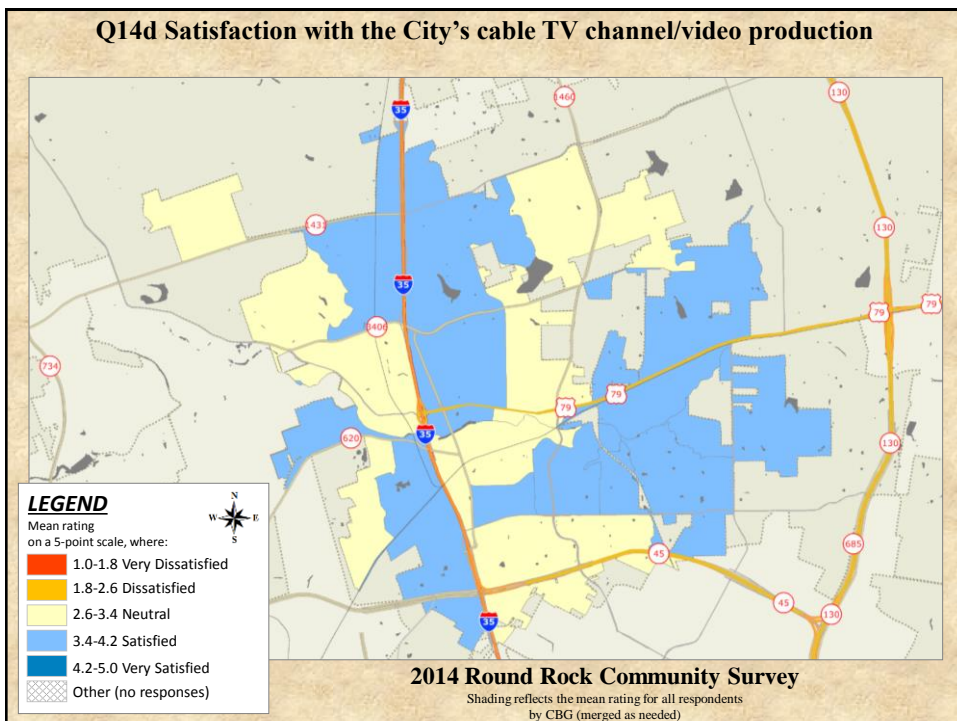
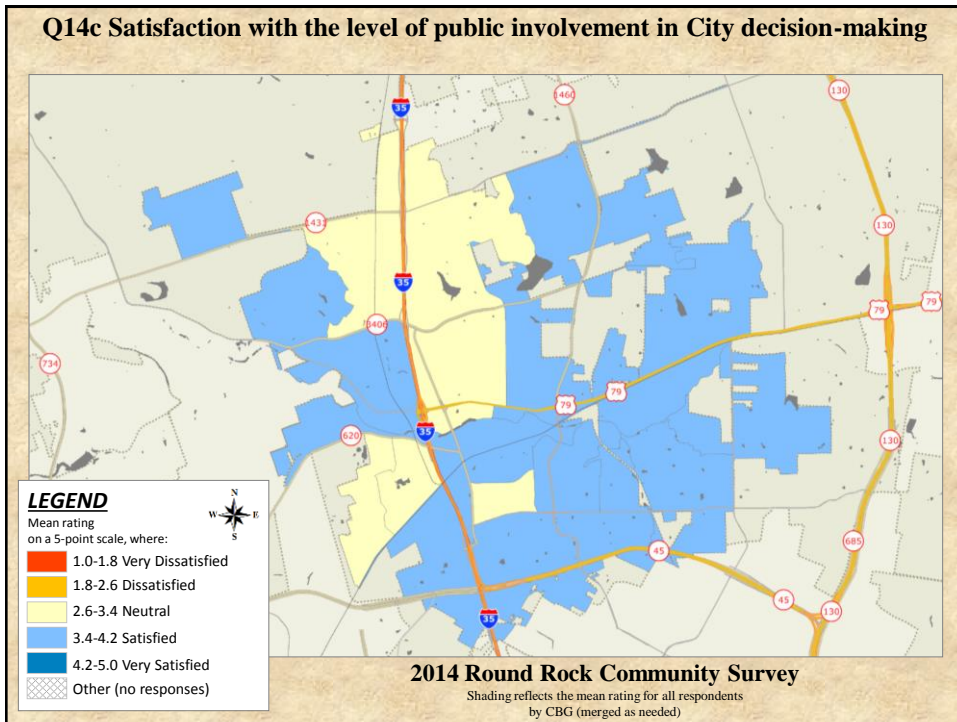




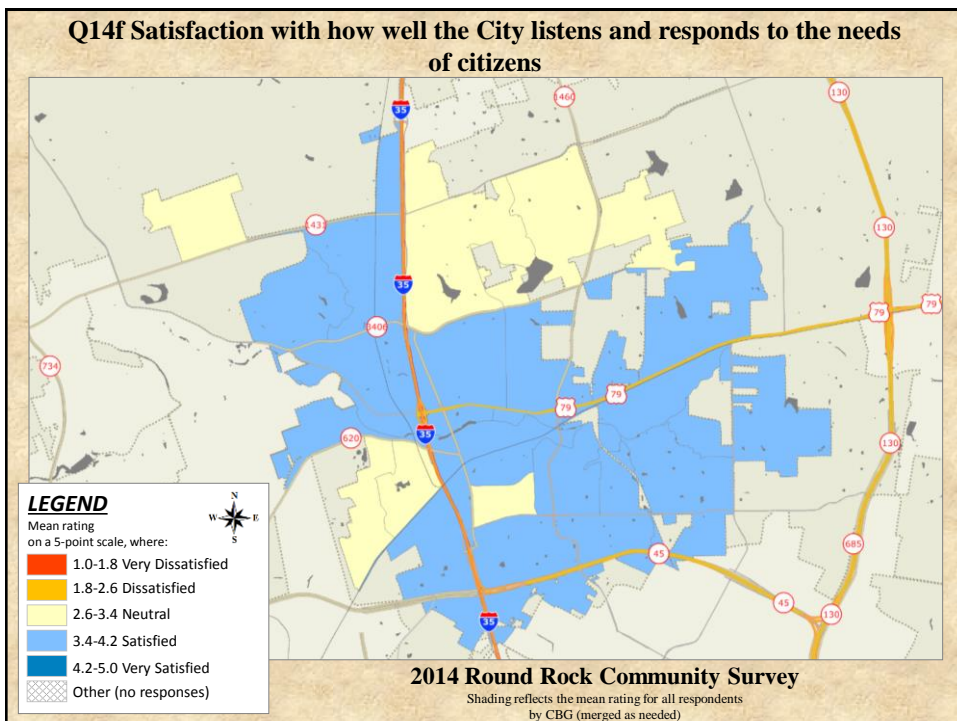
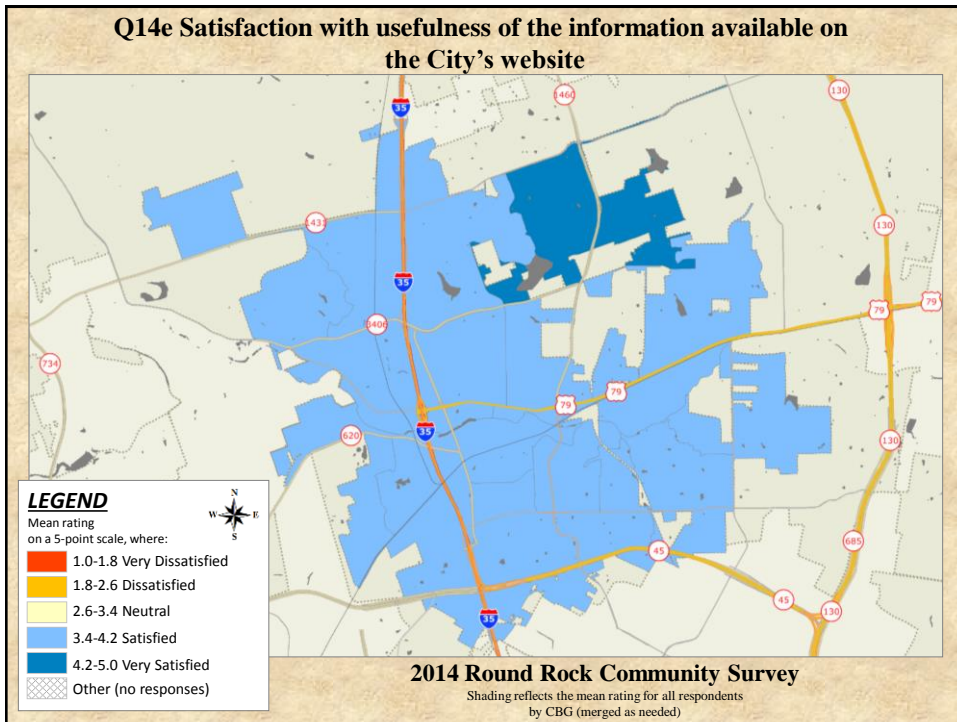


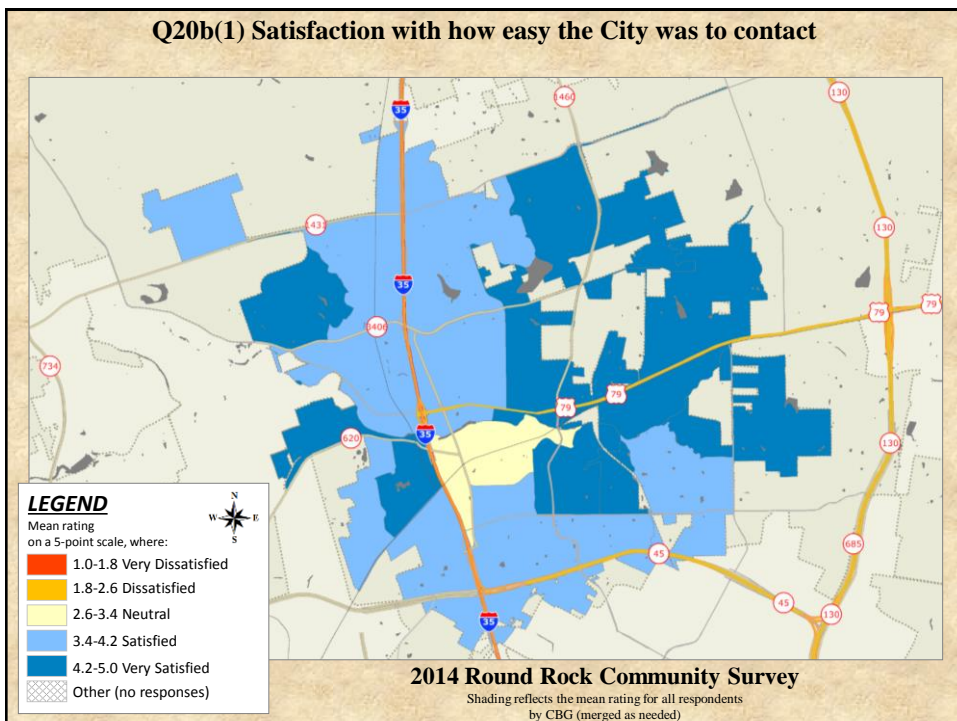
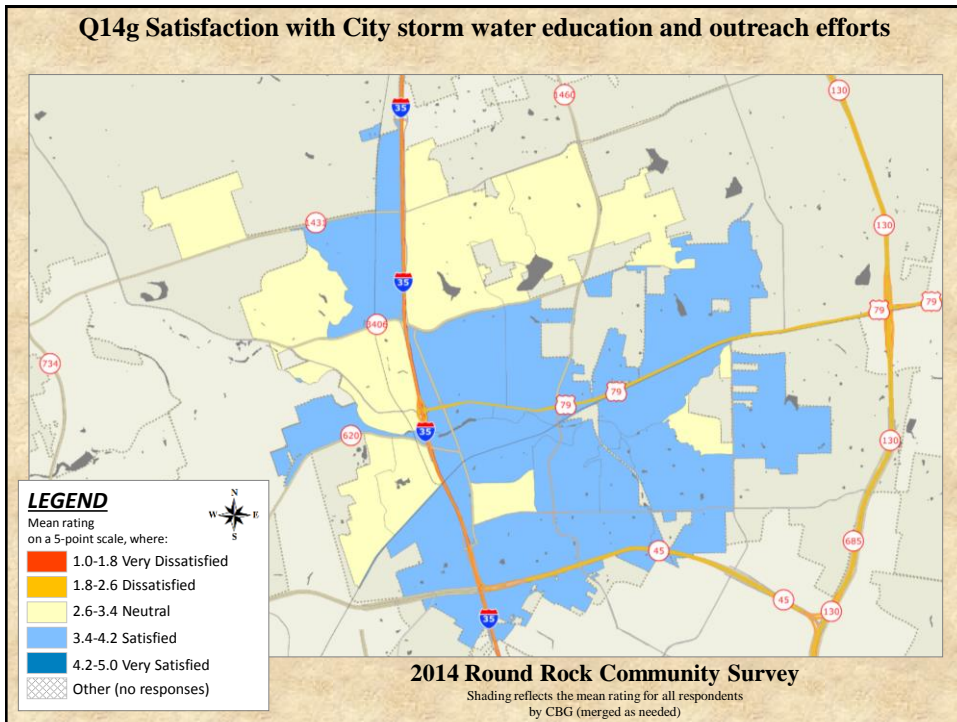


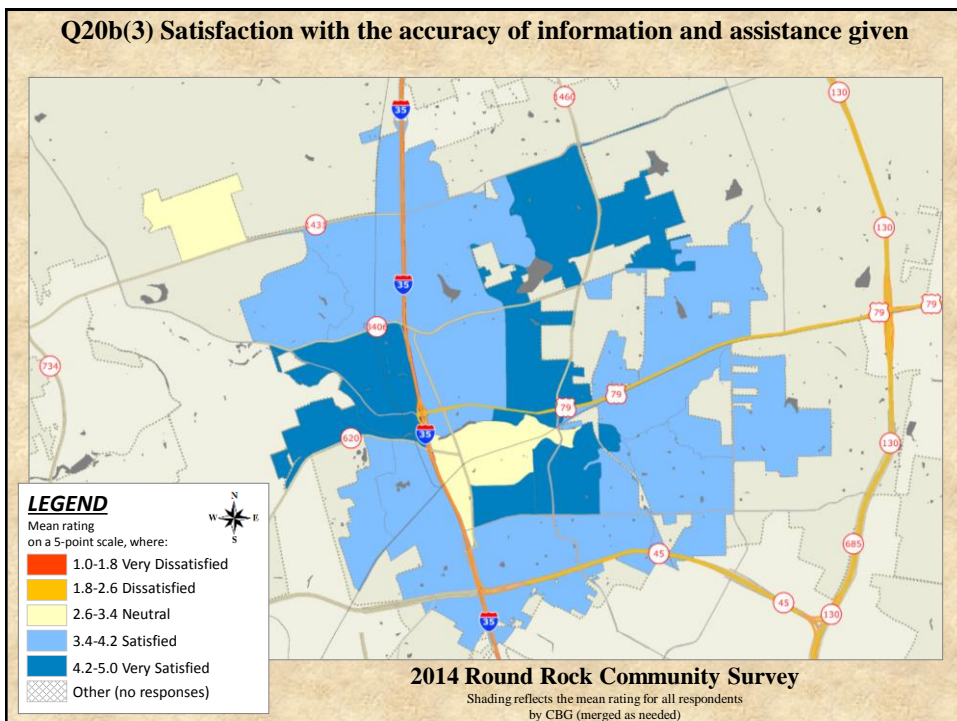
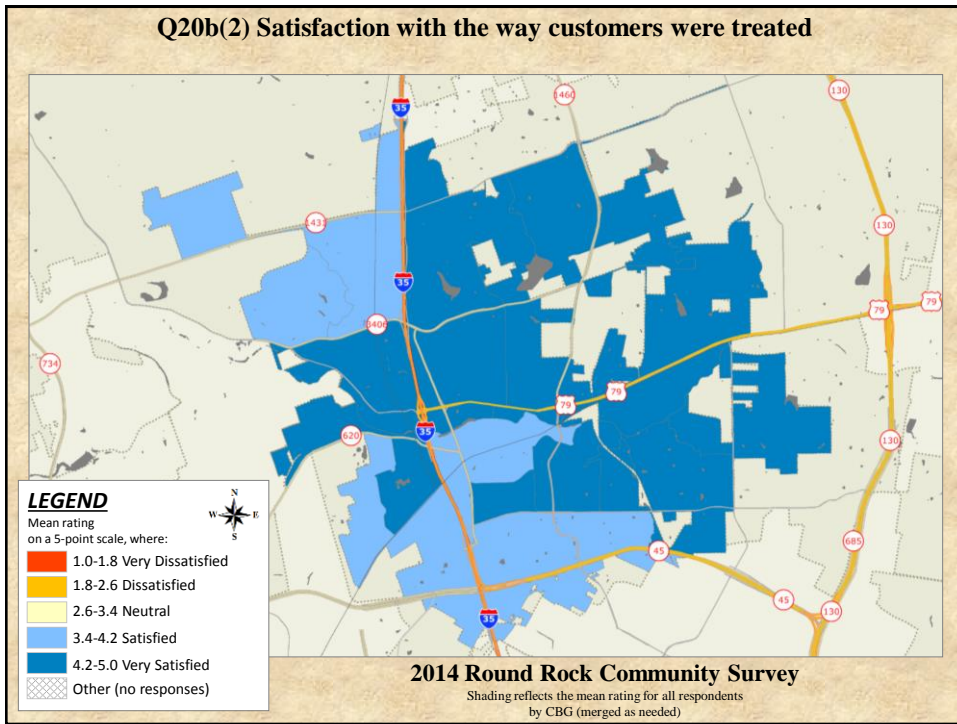




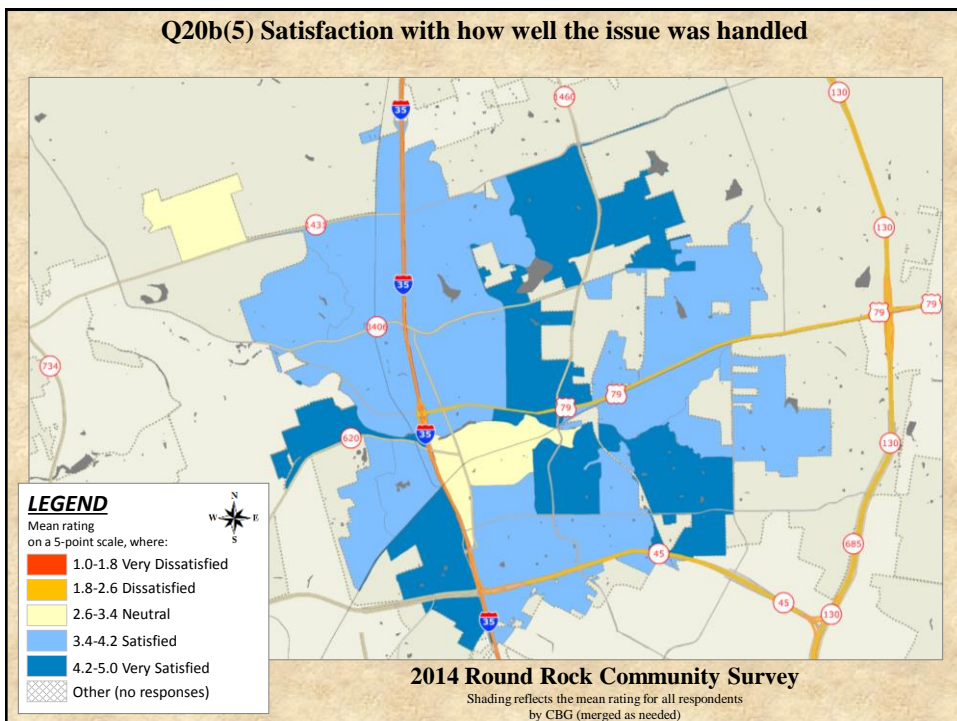
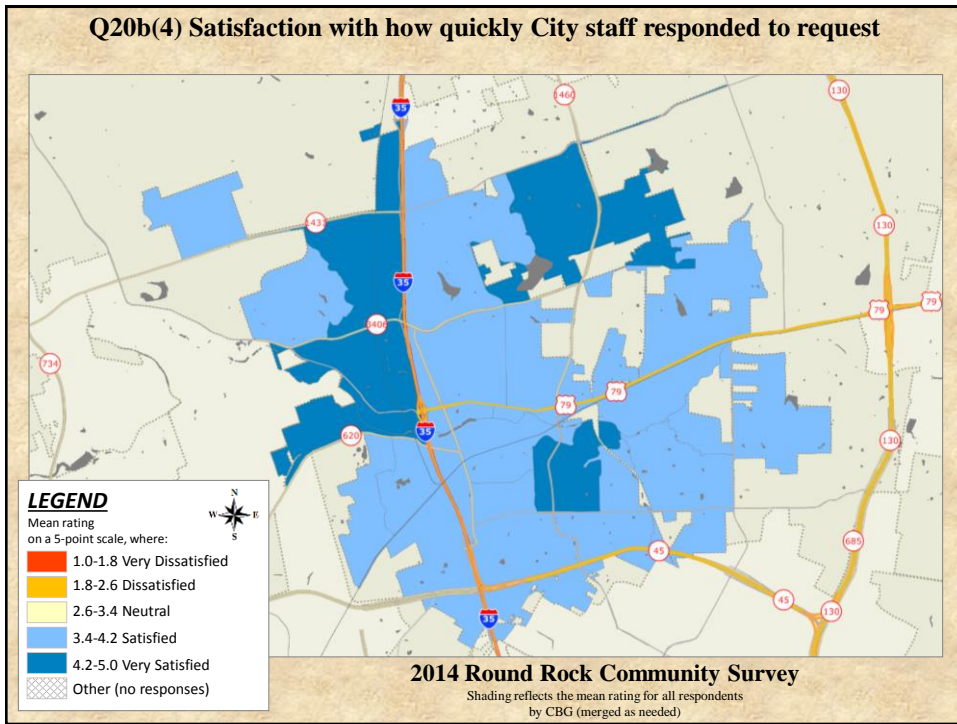


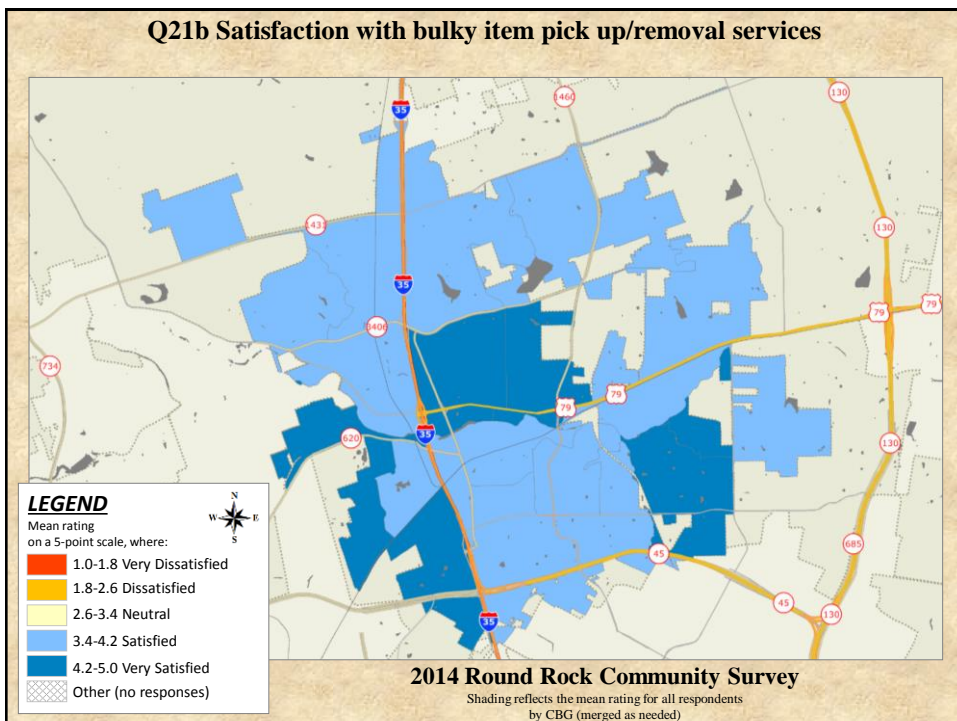
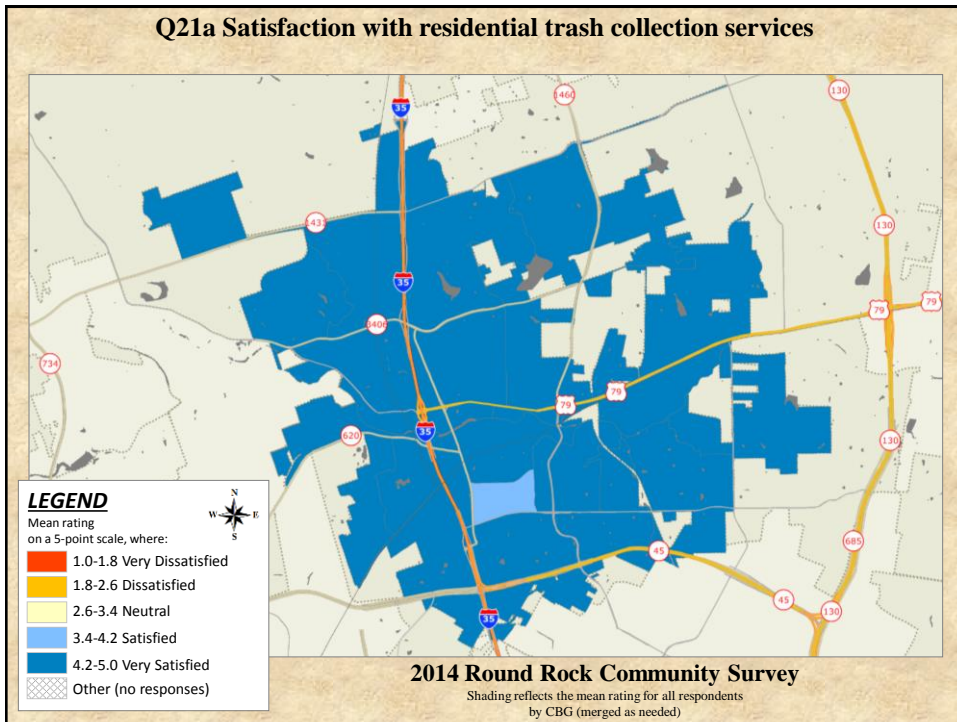




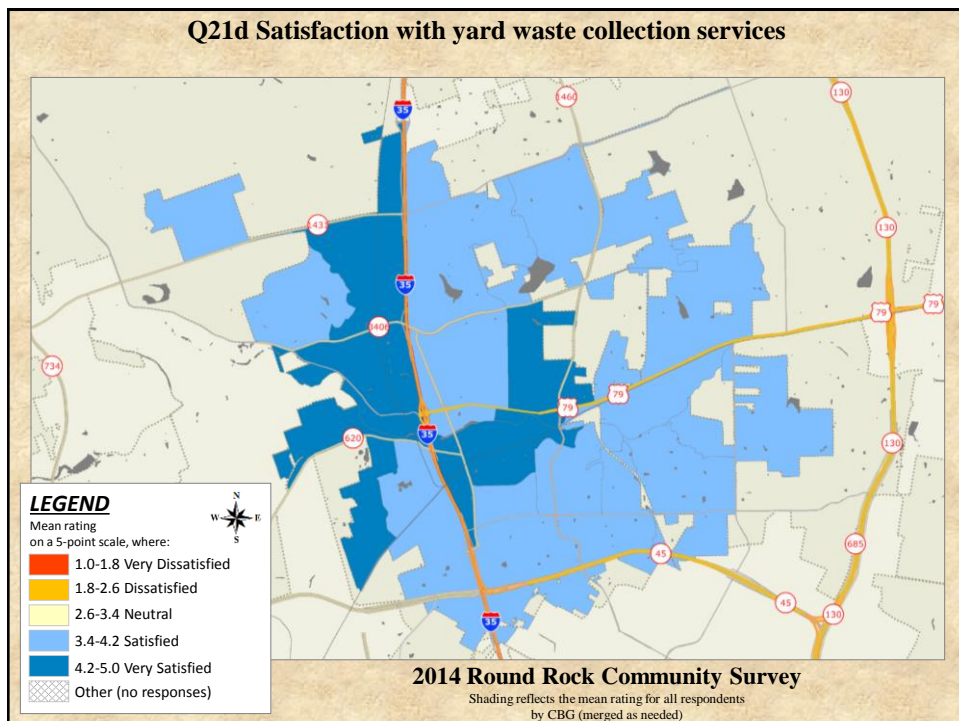
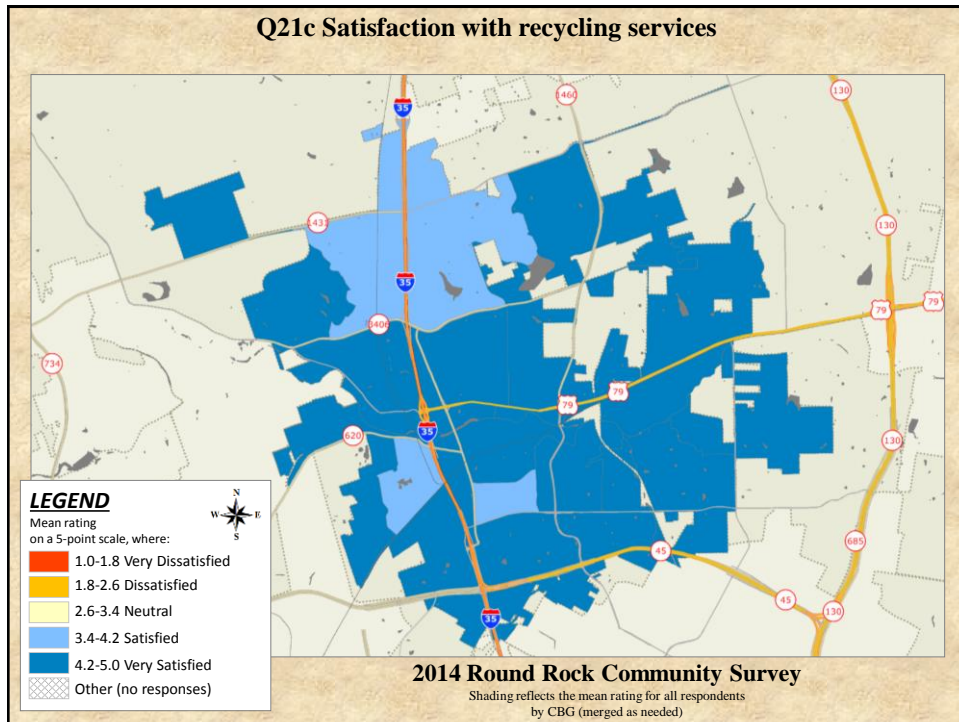


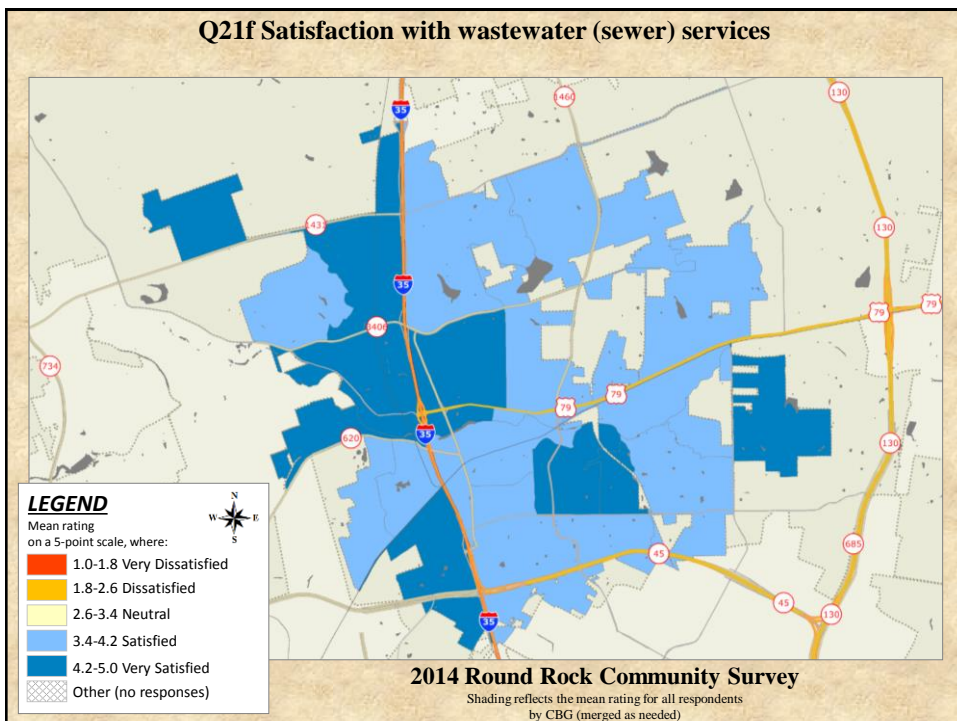
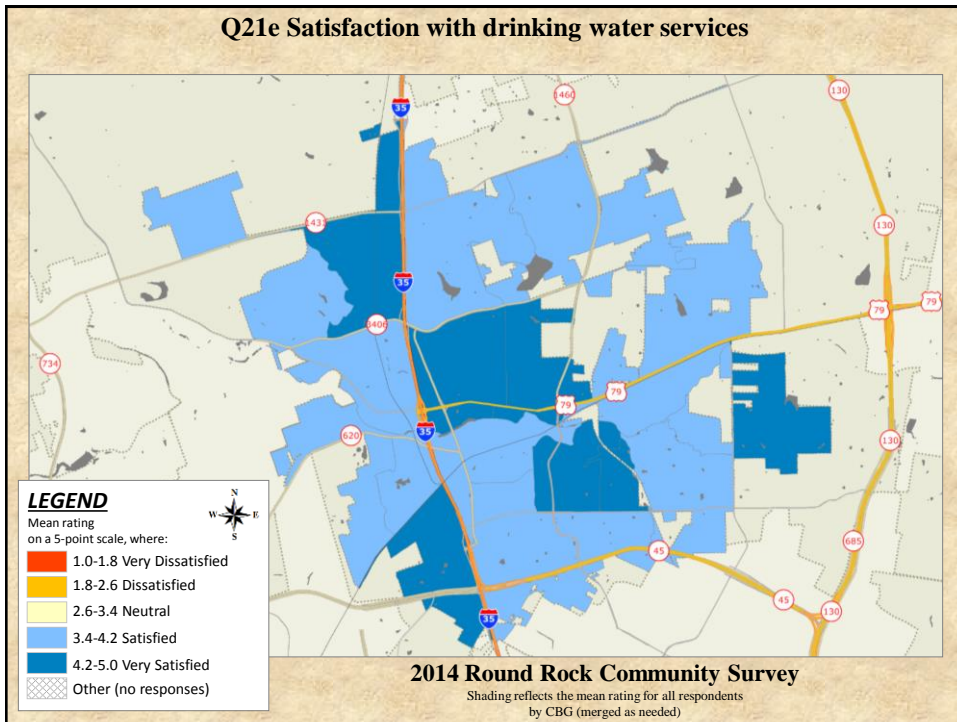


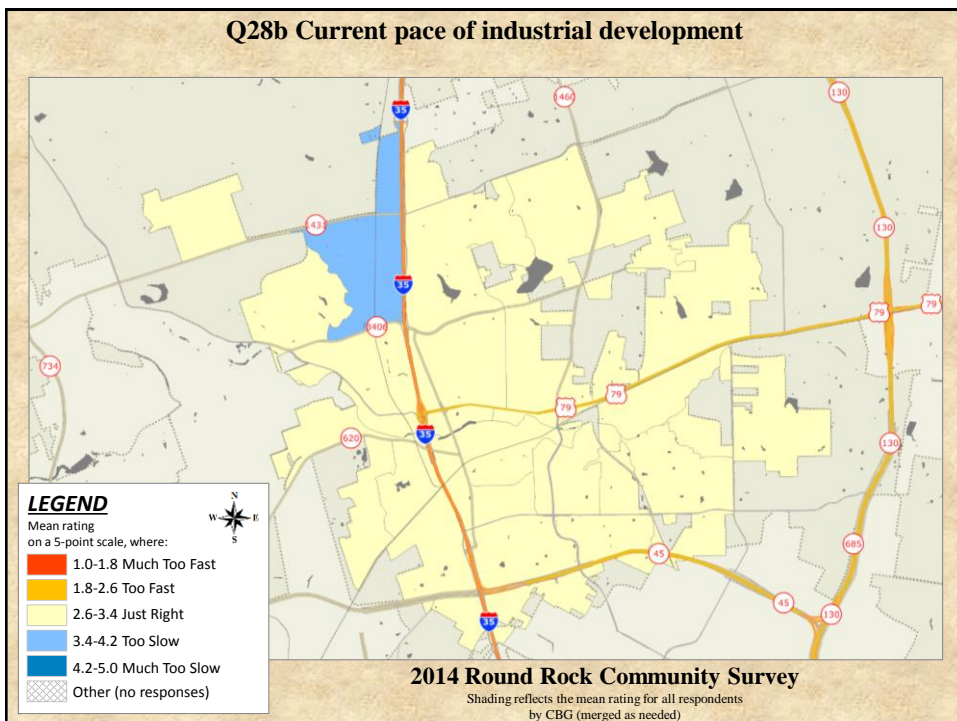
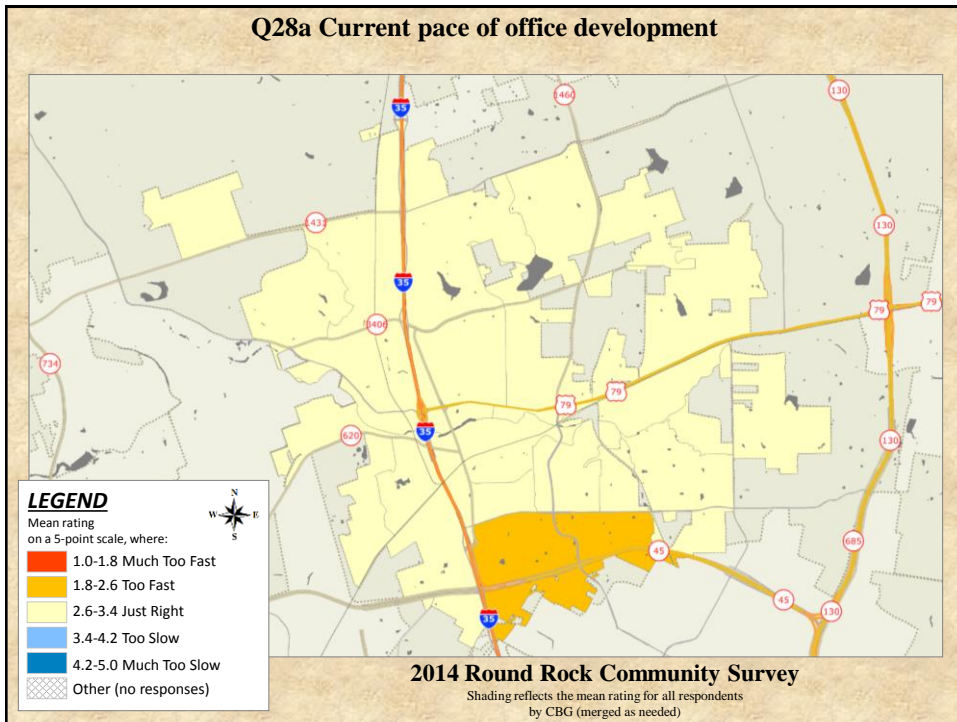




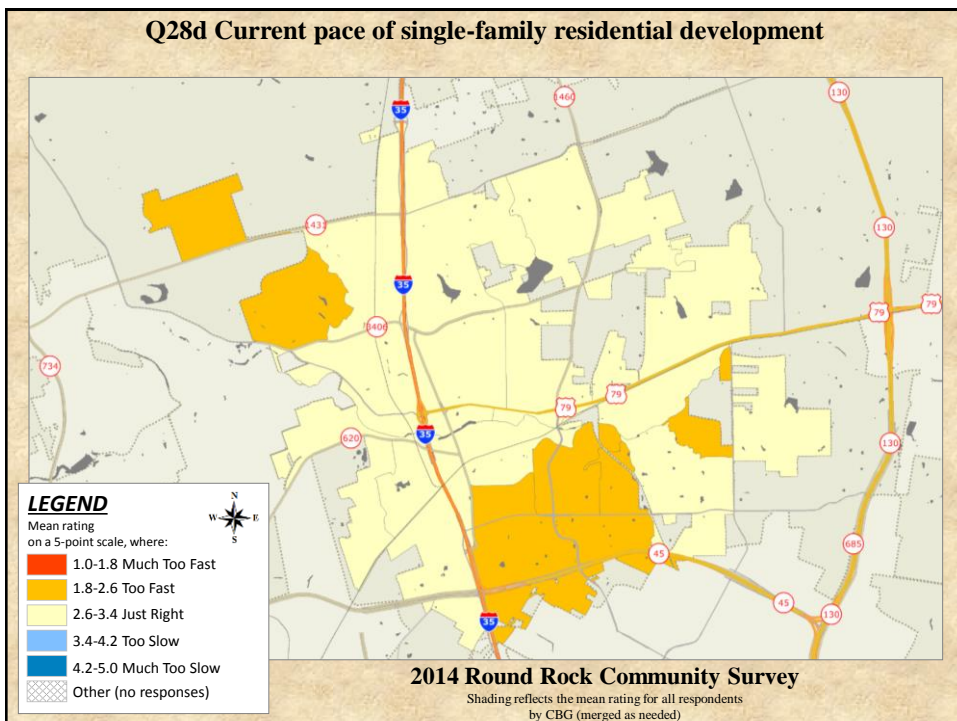
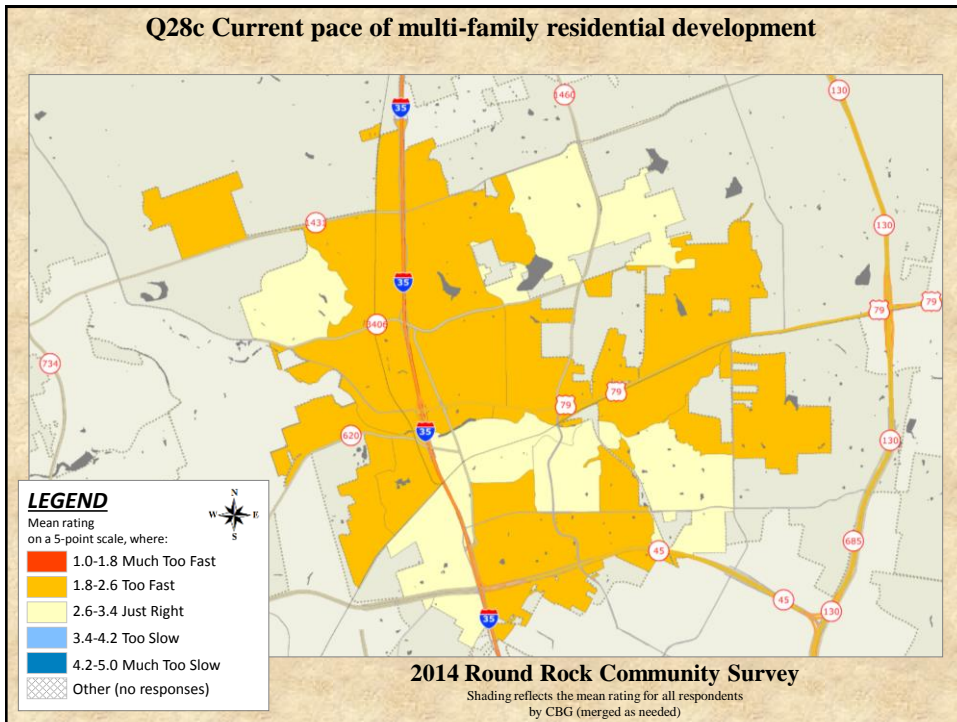


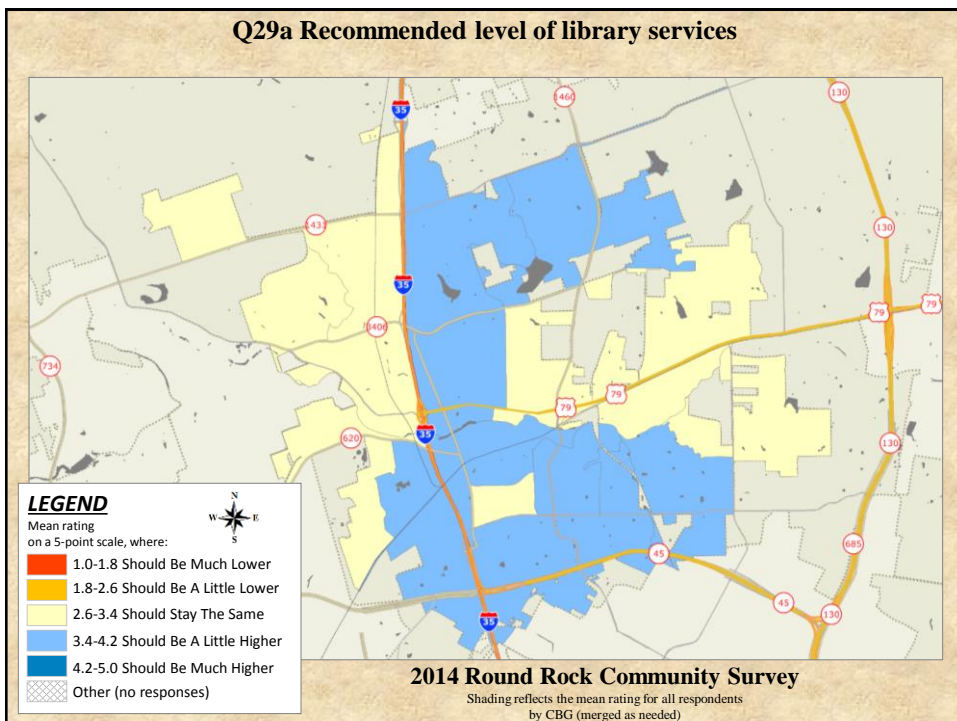
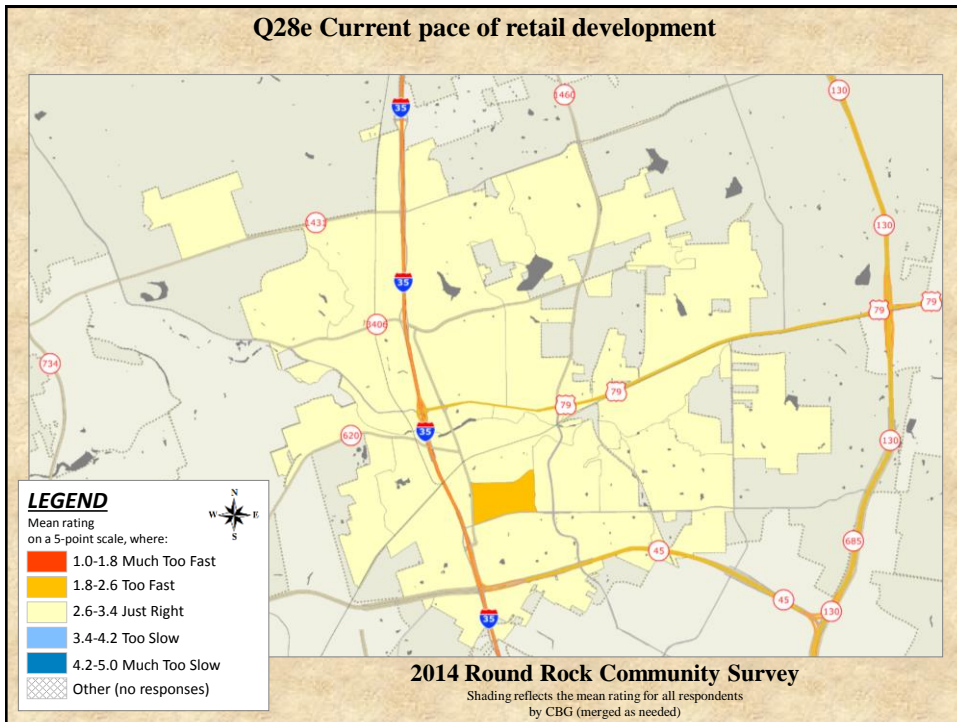


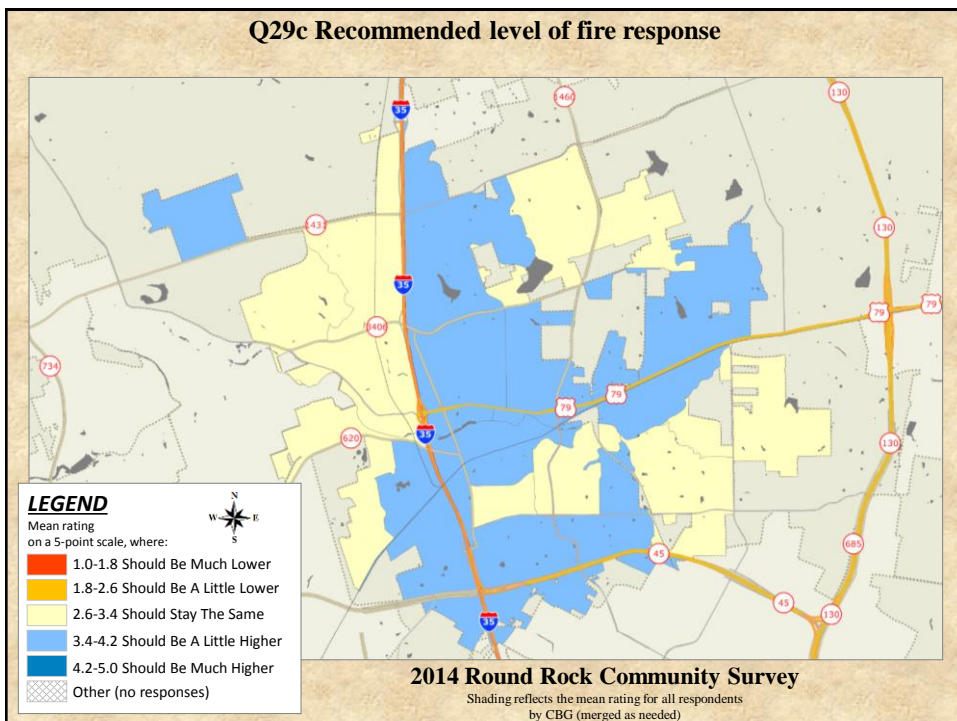
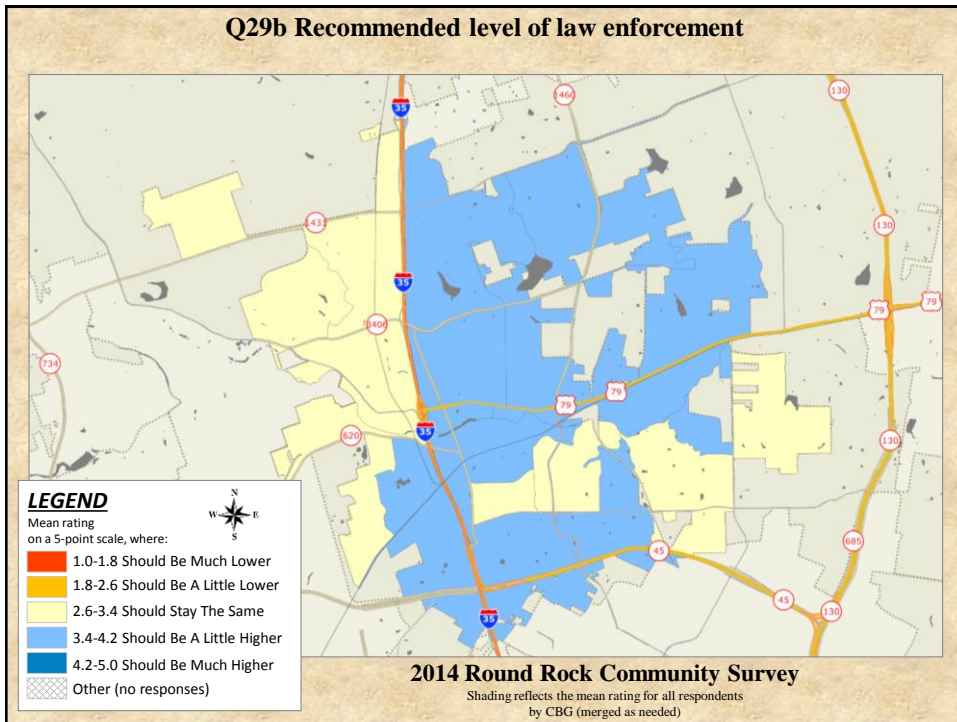




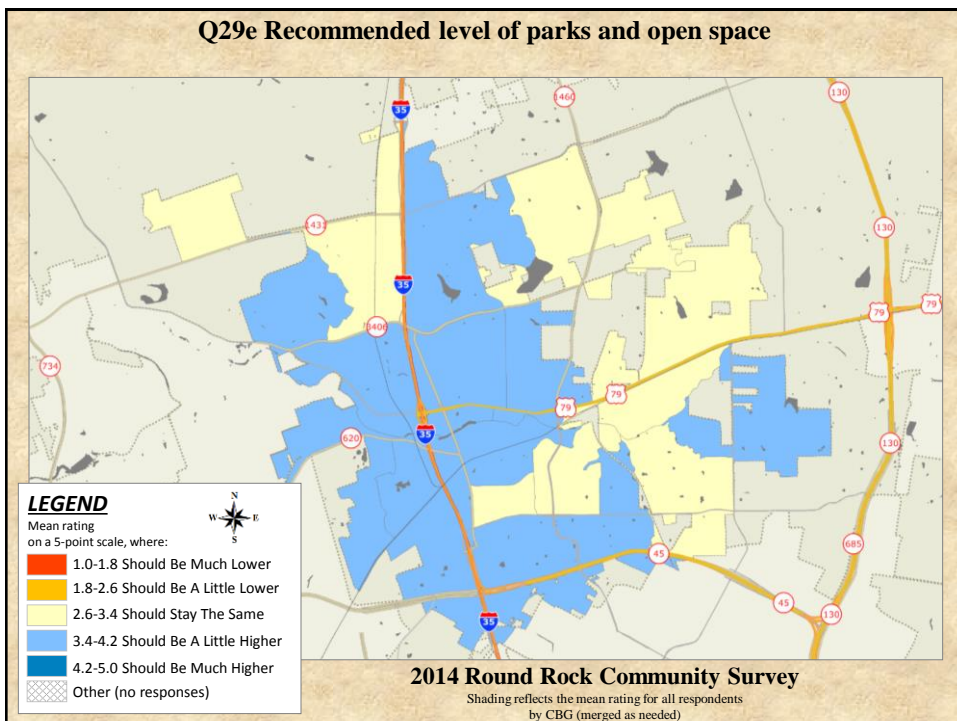
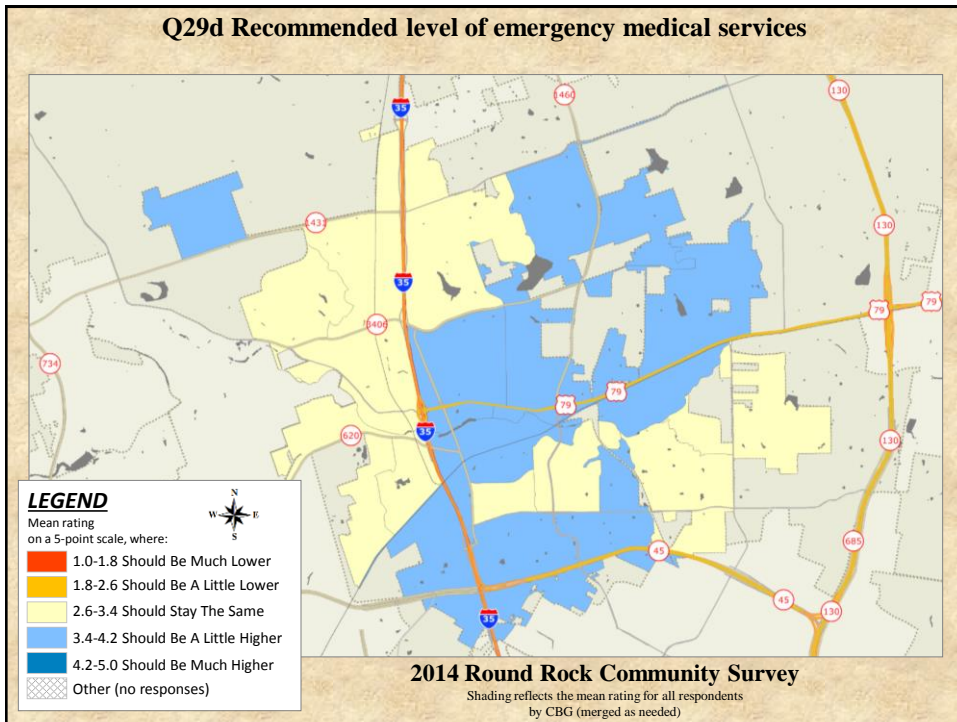


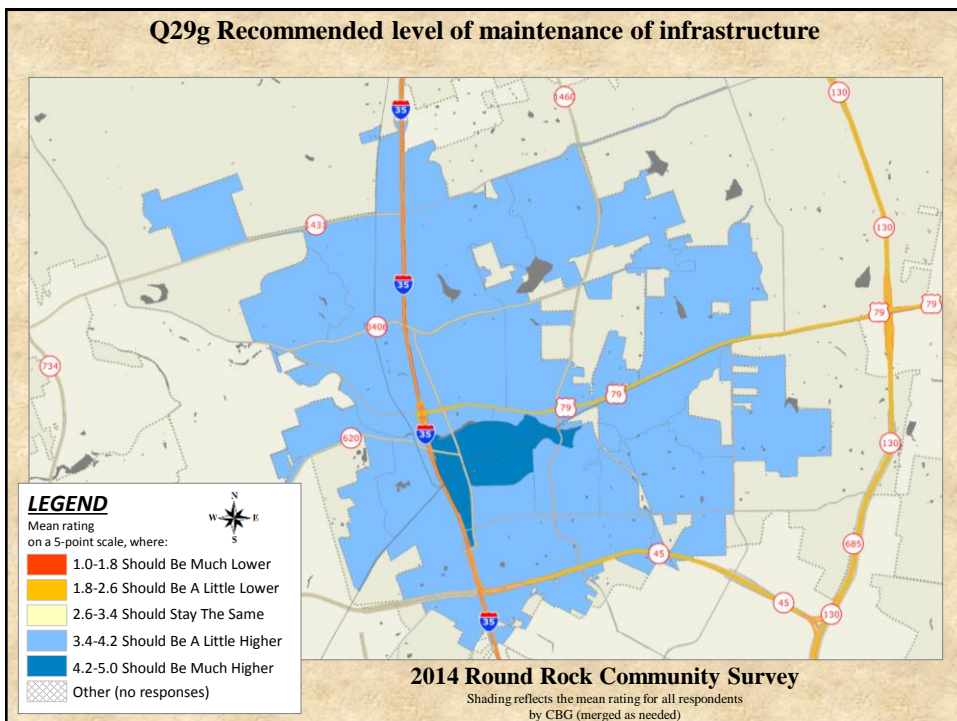
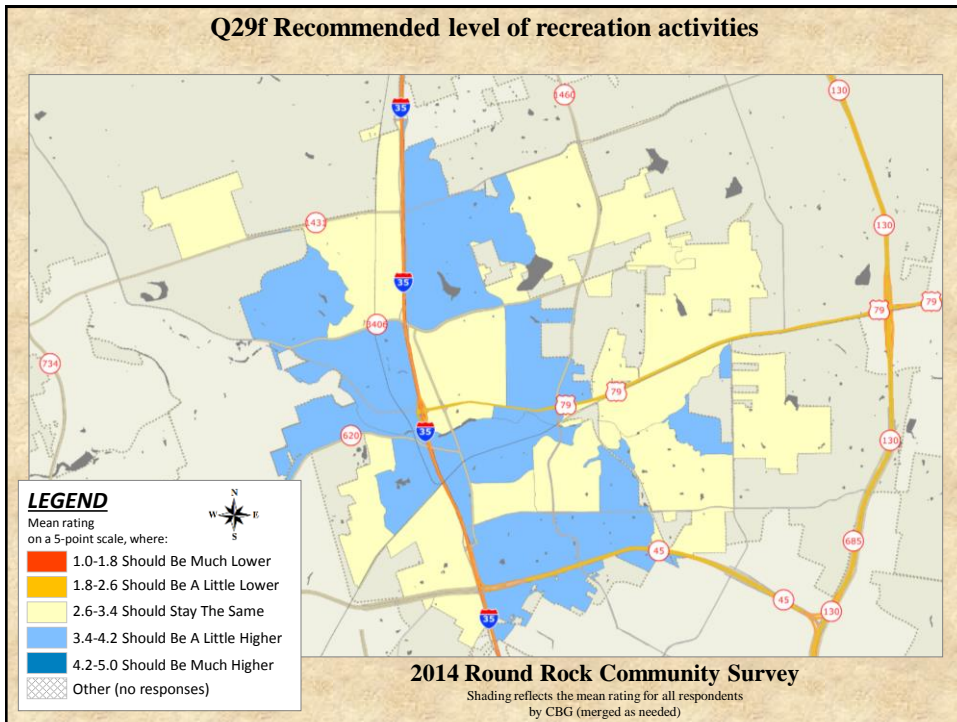














## **Section 6:**

# **Tabular Data**

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

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q1a. Parks and recreation programs	35.9%	42.7%	10.2%	1.7%	0.7%	8.8%
Q1b. Water and wastewater services	29.5%	47.8%	12.4%	5.9%	1.5%	2.9%
Q1c. Emergency medical services	31.7%	32.7%	8.0%	0.0%	0.7%	26.8%
Q1d. Enforcement of city codes and ordinances	17.3%	34.1%	21.2%	6.8%	0.7%	19.8%
Q1e. Fire services	35.4%	33.9%	5.9%	0.5%	0.0%	24.4%
Q1f. Library services	37.1%	37.1%	8.5%	1.7%	0.0%	15.6%
Q1g. Maintenance of city streets and sidewalks	18.8%	43.7%	20.2%	13.2%	2.0%	2.2%
Q1h. Management of storm water runoff and flood prevention	19.5%	42.0%	19.3%	4.6%	1.5%	13.2%
Q1i. Municipal court services	14.6%	28.5%	20.7%	1.0%	0.2%	34.9%
Q1j. Police services	32.9%	42.2%	10.5%	2.0%	0.5%	12.0%
Q1k. Transportation planning in the City	9.3%	22.9%	29.5%	15.4%	6.8%	16.1%
Q1l. Trash, recycling, and yard waste collection services	42.0%	45.6%	6.8%	3.7%	0.2%	1.7%
Q1m. City communication with the public	23.4%	48.8%	17.6%	3.2%	0.7%	6.3%
Q1n. Customer service provided by City employees	22.2%	38.5%	19.3%	3.2%	1.0%	15.9%

**EXCLUDING DON'T KNOW**

**Q1. Overall Quality of City Services: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the overall quality of the following services provided by the City of Round Rock.(Without "Don't Know")**

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Parks and recreation programs	39.3%	46.8%	11.2%	1.9%	0.8%
Q1b. Water and wastewater services	30.4%	49.2%	12.8%	6.0%	1.5%
Q1c. Emergency medical services	43.3%	44.7%	11.0%	0.0%	1.0%
Q1d. Enforcement of city codes and ordinances	21.6%	42.6%	26.4%	8.5%	0.9%
Q1e. Fire services	46.8%	44.8%	7.7%	0.6%	0.0%
Q1f. Library services	43.9%	43.9%	10.1%	2.0%	0.0%
Q1g. Maintenance of city streets and sidewalks	19.2%	44.6%	20.7%	13.5%	2.0%
Q1h. Management of storm water runoff and flood prevention	22.5%	48.3%	22.2%	5.3%	1.7%
Q1i. Municipal court services	22.5%	43.8%	31.8%	1.5%	0.4%
Q1j. Police services	37.4%	47.9%	11.9%	2.2%	0.6%
Q1k. Transportation planning in the City	11.0%	27.3%	35.2%	18.3%	8.1%
Q1l. Trash, recycling, and yard waste collection services	42.7%	46.4%	6.9%	3.7%	0.2%
Q1m. City communication with the public	25.0%	52.1%	18.8%	3.4%	0.8%
Q1n. Customer service provided by City employees	26.4%	45.8%	22.9%	3.8%	1.2%

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

<b>Q2. Most Important</b>	<b>Number</b>	<b>Percent</b>
Parks and recreation programs	21	5.1 %
Water and wastewater services	54	13.2 %
Emergency medical services	49	12.0 %
Enforcement of city codes and ordinances	6	1.5 %
Fire services	38	9.3 %
Library services	4	1.0 %
Maintenance of city streets and sidewalks	15	3.7 %
Management of storm water runoff and flood prevention	4	1.0 %
Municipal court services	1	0.2 %
Police services	138	33.7 %
Transportation planning in the City	40	9.8 %
Trash, recycling, and yard waste collection services	7	1.7 %
City communication with the public	3	0.7 %
Customer service provided by City employees	3	0.7 %
None chosen	27	6.6 %
Total	410	100.0 %

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

<b>Q2. 2nd Most Important</b>	<b>Number</b>	<b>Percent</b>
Parks and recreation programs	20	4.9 %
Water and wastewater services	30	7.3 %
Emergency medical services	32	7.8 %
Enforcement of city codes and ordinances	6	1.5 %
Fire services	125	30.5 %
Library services	3	0.7 %
Maintenance of city streets and sidewalks	33	8.0 %
Management of storm water runoff and flood prevention	7	1.7 %
Municipal court services	3	0.7 %
Police services	72	17.6 %
Transportation planning in the City	28	6.8 %
Trash, recycling, and yard waste collection services	12	2.9 %
City communication with the public	5	1.2 %
Customer service provided by City employees	3	0.7 %
None chosen	31	7.6 %
Total	410	100.0 %

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

<b>Q2. 3rd Most Important</b>	<b>Number</b>	<b>Percent</b>
Parks and recreation programs	20	4.9 %
Water and wastewater services	50	12.2 %
Emergency medical services	53	12.9 %
Enforcement of city codes and ordinances	9	2.2 %
Fire services	35	8.5 %
Library services	13	3.2 %
Maintenance of city streets and sidewalks	39	9.5 %
Management of storm water runoff and flood prevention	14	3.4 %
Municipal court services	9	2.2 %
Police services	60	14.6 %
Transportation planning in the City	19	4.6 %
Trash, recycling, and yard waste collection services	34	8.3 %
City communication with the public	12	2.9 %
Customer service provided by City employees	5	1.2 %
None chosen	38	9.3 %
Total	410	100.0 %

**SUM OF TOP 3 CHOICES****Q2. Which THREE of the City Services listed above do you think are most important for the City to provide? (Top Three Without "None Chosen")**

<b>Q2. Sum of Top 3 Choices</b>	<b>Number</b>	<b>Percent</b>
Police services	270	65.9 %
Fire services	198	48.3 %
Emergency medical services	134	32.7 %
Water and wastewater services	134	32.7 %
Transportation planning in the City	87	21.2 %
Maintenance of city streets and sidewalks	87	21.2 %
Parks and recreation programs	61	14.9 %
Trash, recycling, and yard waste collection services	53	12.9 %
Management of storm water runoff and flood prevention	25	6.1 %
Enforcement of city codes and ordinances	21	5.1 %
Library services	20	4.9 %
City communication with the public	20	4.9 %
Municipal court services	13	3.2 %
Customer service provided by City employees	11	2.7 %
Total	1161	

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

(N=410)

	Excellent	Good	Average	Poor	Don't know
Q3a. Traffic flow on state roads and highways in Round Rock (i.e. I-35, US 79, RM 620)	2.0%	15.9%	34.9%	46.3%	1.0%
Q3b. Traffic flow in and around your neighborhood	15.9%	45.6%	27.6%	10.0%	1.0%
Q3c. The job the City of Round Rock is doing managing traffic	4.9%	32.2%	42.9%	15.6%	4.4%

**EXCLUDING DON'T KNOW**

**Q3. Traffic Issues: Please rate the following traffic situations in the City of Round Rock as "Excellent," "Good," "Average" or "Poor" by circling the corresponding number below. (Without "Don't Know")**

(N=410)

	Excellent	Good	Average	Poor
Q3a. Traffic flow on state roads and highways in Round Rock (i.e. I-35, US 79, RM 620)	2.0%	16.0%	35.2%	46.8%
Q3b. Traffic flow in and around your neighborhood	16.0%	46.1%	27.8%	10.1%
Q3c. The job the City of Round Rock is doing managing traffic	5.1%	33.7%	44.9%	16.3%

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

Q4. Would you say that traffic in Round Rock is

Getting:	Number	Percent
Getting better	34	8.3 %
Staying same	63	15.4 %
Getting worse	295	72.0 %
Don't know	18	4.4 %
Total	410	100.0 %

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

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q5a. Overall quality of services provided by the City	20.7%	68.0%	6.3%	0.5%	0.2%	4.1%
Q5b. How well the City is planning for growth	11.0%	38.8%	27.1%	10.2%	3.7%	9.3%
Q5c. Overall quality of life in the City	36.1%	52.4%	7.1%	1.7%	0.2%	2.4%
Q5d. Availability of job opportunities	10.2%	27.8%	27.1%	6.8%	0.7%	27.3%
Q5e. Overall value you receive for City taxes and fees	12.0%	43.2%	25.9%	10.2%	3.2%	5.6%
Q5f. Overall quality of new development	14.6%	41.0%	28.5%	5.6%	1.2%	9.0%
Q5g. Appearance of residential property in the City	12.2%	53.2%	26.1%	5.1%	0.7%	2.7%
Q5h. Appearance of commercial property in the City	12.2%	55.1%	25.6%	3.4%	1.0%	2.7%
Q5i. Overall appearance of the City	15.4%	62.7%	17.3%	1.7%	0.2%	2.7%

**EXCLUDING DON'T KNOW**

**Q5. Perceptions of the City: Items that may influence your perception of the City of Round Rock are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Overall quality of services provided by the City	21.6%	71.0%	6.6%	0.5%	0.3%
Q5b. How well the City is planning for growth	12.1%	42.7%	29.8%	11.3%	4.0%
Q5c. Overall quality of life in the City	37.0%	53.8%	7.3%	1.8%	0.3%
Q5d. Availability of job opportunities	14.1%	38.3%	37.2%	9.4%	1.0%
Q5e. Overall value you receive for City taxes and fees	12.7%	45.7%	27.4%	10.9%	3.4%
Q5f. Overall quality of new development	16.1%	45.0%	31.4%	6.2%	1.3%
Q5g. Appearance of residential property in the City	12.5%	54.6%	26.8%	5.3%	0.8%
Q5h. Appearance of commercial property in the City	12.5%	56.6%	26.3%	3.5%	1.0%
Q5i. Overall appearance of the City	15.8%	64.4%	17.8%	1.8%	0.3%



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

(N=410)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6a. In Downtown Round Rock	41.2%	45.4%	8.0%	1.0%	0.0%	4.4%
Q6b. In City parks	31.2%	49.3%	12.4%	0.7%	0.0%	6.3%
Q6c. In your neighborhood during the day	56.1%	39.0%	3.9%	0.2%	0.0%	0.7%
Q6d. In your neighborhood at night	40.5%	43.9%	10.2%	3.4%	0.5%	1.5%
Q6e. In commercial and retail areas	25.9%	54.4%	14.9%	1.7%	0.2%	2.9%
Q6f. Overall feeling of safety in Round Rock	34.1%	57.6%	6.1%	1.0%	0.0%	1.2%

**EXCLUDING DON'T KNOW****Q6. Public Safety: Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please indicate how safe you feel in the following situations: (Without "Don't Know")**

(N=410)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6a. In Downtown Round Rock	43.1%	47.4%	8.4%	1.0%	0.0%
Q6b. In City parks	33.3%	52.6%	13.3%	0.8%	0.0%
Q6c. In your neighborhood during the day	56.5%	39.3%	3.9%	0.2%	0.0%
Q6d. In your neighborhood at night	41.1%	44.6%	10.4%	3.5%	0.5%
Q6e. In commercial and retail areas	26.6%	56.0%	15.3%	1.8%	0.3%
Q6f. Overall feeling of safety in Round Rock	34.6%	58.3%	6.2%	1.0%	0.0%

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

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q7a. Appearance and maintenance of existing City parks	30.5%	52.7%	9.3%	1.5%	0.2%	5.9%
Q7b. Number of City parks	26.3%	44.4%	14.1%	4.9%	0.7%	9.5%
Q7c. Hike and bike trails in the City	19.3%	33.9%	20.2%	9.8%	2.0%	14.9%
Q7d. City recreation centers	18.5%	40.5%	18.5%	5.4%	1.5%	15.6%
Q7e. City swimming pools	14.4%	33.2%	22.9%	6.3%	2.2%	21.0%
Q7f. Quality of youth recreation programs	17.3%	29.8%	19.0%	1.5%	0.7%	31.7%
Q7g. Quality of adult recreation programs	12.2%	29.3%	22.7%	3.9%	1.5%	30.5%
Q7h. Forest Creek Golf Course	10.0%	20.0%	15.9%	2.7%	0.0%	51.5%
Q7i. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	22.0%	35.6%	17.1%	2.0%	1.5%	22.0%

**EXCLUDING DON'T KNOW**

**Q7. Parks and Recreation: Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following: (Without "Don't Know")**

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Appearance and maintenance of existing City parks	32.4%	56.0%	9.8%	1.6%	0.3%
Q7b. Number of City parks	29.1%	49.1%	15.6%	5.4%	0.8%
Q7c. Hike and bike trails in the City	22.6%	39.8%	23.8%	11.5%	2.3%
Q7d. City recreation centers	22.0%	48.0%	22.0%	6.4%	1.7%
Q7e. City swimming pools	18.2%	42.0%	29.0%	8.0%	2.8%
Q7f. Quality of youth recreation programs	25.4%	43.6%	27.9%	2.1%	1.1%
Q7g. Quality of adult recreation programs	17.5%	42.1%	32.6%	5.6%	2.1%
Q7h. Forest Creek Golf Course	20.6%	41.2%	32.7%	5.5%	0.0%
Q7i. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	28.1%	45.6%	21.9%	2.5%	1.9%

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

<b>Q8. Most Important</b>	<b>Number</b>	<b>Percent</b>
Appearance and maintenance of existing City parks	147	35.9 %
Number of City parks	39	9.5 %
Hike and bike trails in the City	52	12.7 %
City recreation centers	31	7.6 %
City swimming pools	18	4.4 %
Quality of youth recreation programs	53	12.9 %
Quality of adult recreation programs	9	2.2 %
Forest Creek Golf Course	7	1.7 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	31	7.6 %
None chosen	23	5.6 %
Total	410	100.0 %

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

<b>Q8. 2nd Most Important</b>	<b>Number</b>	<b>Percent</b>
Appearance and maintenance of existing City parks	68	16.6 %
Number of City parks	48	11.7 %
Hike and bike trails in the City	71	17.3 %
City recreation centers	37	9.0 %
City swimming pools	38	9.3 %
Quality of youth recreation programs	44	10.7 %
Quality of adult recreation programs	27	6.6 %
Forest Creek Golf Course	4	1.0 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	37	9.0 %
None chosen	36	8.8 %
Total	410	100.0 %

**SUM OF TOP 2 CHOICES**

**Q8. Which TWO of the Parks and Recreation services listed above do you think are most important for the City to provide? (Top Two Without "None Chosen")**

<b>Q8. Sum of Top 2 Choices</b>	<b>Number</b>	<b>Percent</b>
Appearance and maintenance of existing City parks	215	52.4 %
Hike and bike trails in the City	123	30.0 %
Quality of youth recreation programs	97	23.7 %
Number of City parks	87	21.2 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	68	16.6 %
City recreation centers	68	16.6 %
City swimming pools	56	13.7 %
Quality of adult recreation programs	36	8.8 %
Forest Creek Golf Course	11	2.7 %
Total	761	

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

Q9. Sum of Top 2 Choices	Number
2ND REC CENTER WITH INDOOR POOL	1
2ND RECREATION CENTER	1
A 2ND CLAY MADSEN REC CETNER	1
A CLAY NADSEN CENTER, IN NORTH RR	1
ADULT CLASSES	1
ADULT INDOOR VOLLEYBALL LEAGUE	1
ADULT PROGRAMS (NON ATHLETIC)	1
ADULT PROGRAMS (AGE 25 TO 50)	1
ADULT RECREATION	1
ADULT SOCCER LEAGUES	1
ANOTHER LARGE POOL WITH SWIM LANES	1
ANOTHER REC CENTER WEST OF 620	1
AQUATIC CENTER	1
BATHROOMS AT OLD SETTLERS	1
BEACH VOLLEYBALL	1
BETTER CARE FOR TRAILS	1
BETTER CONCESSION ITEMS	1
BETTER FISHING SPOTS	1
BETTER NEIGHBORHOOD PARKS	1
BETTER NOTIFICATION OF YOUTH/ADULT PROGRAMS	1
BIG PLAYGROUND	1
BIKE AND TRAILS TO GO UNDER BRIDGES	1
BIKE LANES	1
BIKE PATHS	1
BIKE TRAILINS PARALLEL TO 3406 OR 1431	1
BIKE TRAILS	1
BIKE TRAILS CONNECTING NEIGHBORHOODS	1
BIKE TRAILS ON EAST SIDE	1
BIKING IN THE PARKS	1
BMX PARK	1
BMX RACE TRACK	1
BOCI BALL	1
BRUSHY CREEK BIKE TRAIL EXTENSION	1
BUS SERVICES	1
CAMPGROUNDS	1
CAMPING	1
CENTRALIZED PARKS WITH ATHLETIC FIELDS	1
CHILDCARE	1
COMPETITIONS	1
COMPETITIVE SWIMMING POOL	1
COMPETITIVE SWIMMING PROGRAM	1
CONNECT HIKE/BIKE TRAILS	1
CONNECT TRAILS	1

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

<u>Q9. Sum of Top 2 Choices</u>	<u>Number</u>
CONSISTENT HOURS CENTENNIAL PARK SPLASY PAD	1
COUNTY WIDE TRAILS	1
DANCE LESSONS FOR ADULTS	1
DOG PARK	6
DOG PARK AT OLD SETTLERS PARK	1
DRIVE AND LEARN	1
DRIVING RANGE	1
EDUCATION CLASSES, LIKE CITIZEN POLICE ACADEMY	1
ESTABLISH SENIOR CITIZEN DANCING & SOCIAL MEETING/FACILITY	1
EXERCISE	1
EXPAND BUSHY CREEK PAVED TRAIL	1
EXPAND HIKE/BIKE TRAILS	1
EXTENDED HOURS AT WORK OUT FACILITIES	1
FITNESS CENTERS	1
FIX TRAFFIC FIRST	1
FREE ADULT EXCERCISE FACILITIES	1
FREE MOVIEWS FOR SENIORS	1
FREE SWIMMING LESSON	1
FREE YOGA AT CMRA/BACA	1
FRISBEE GOLF	2
GARDEN PARKS	1
GOLF FRISBEE	1
GROUP EXERCISE IN PARKS	1
GYM FITNESS PROGRAM	1
HANDICAP PROGRAMS FOR RECREATION	1
HIKE/BIKE	1
HIKING IN WOODS TRAILS	1
HORSERIDING TRAILS	1
HOT AIR BALLOON RALLY	1
ICE RINK	1
INDOOR COMPETITIVE POOL	1
INDOOR SWIMMING POOL	1
INDOOR OLYMPIC SIZE POOL	1
INDOOR ROLLER SKATING	1
INVEST IN VOIGT SOCCER COMPLEX IMPROVEMENTS	1
KEEP BUCKA CENTER AS SENIOR ONLY	1
LABYRINTH	1
LACROSSE FIELDS	1
LIMIT JAZZERCISE USE OF BACA	1
LOCATION UNIVERSITY AREA	1
MARATHONS	1



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

<u>Q9. Sum of Top 2 Choices</u>	<u>Number</u>
MATH PROGRAMS	1
MEETING ROOMS FOR GROUPS	1
MORE ADULT CLASSES	1
MORE ADULT RECREATION PROGRAMS	1
MORE AQUATIC FACILITIES	1
MORE BASKETBALL COURTS	1
MORE AND BIGGER POOLS, LONGER HOURS	1
MORE BIKE LANES	1
MORE CITY POOLS	2
MORE DOG PARKS	1
MORE FOR ELDERLY	1
MORE HIKING TRAILS IN EAST RR	1
MORE HIKE/BIKE TRAIL, CONNECT TRAILS	1
MORE HIKING/BIKING TRAILS	1
MORE HIKING TRAILS	1
MORE OUTDOOR FIELDS	1
MORE OVERSIGHT ON YOUTH PROGRAMS	1
MORE PARK LAND ACQUISITION	1
MORE PARKING AT PARKS	1
MORE PARKS	1
MORE PLACES TO HIKE	1
MORE PLAYSCAPES	1
MORE RECREATION CENTERS	1
MORE RESTROOMS	1
MORE SENIOR ACTIVITY	1
MORE SHADE OVER EQUIPMENT	1
MORE SWIMMING POOLS	2
MORE TENNIS COURTS	1
MORE TODDLER PLAY AREAS	1
MORE TRAILS	3
MORE TRAILS (EAST)	1
MORE WESTSIDE RECRETION AND PARKS	1
MOUNTAIN BIKE TRAILS	1
NATATORIUM	1
NEW CITY POOL, CENTRAL LOCATION	1
ONLINE RESERVATION SYSTEM	1
OPEN BASEBALL FIELDS FOR PRACTICE	1
OPEN SPACE	1
OUTDOOR CONCERT AREA	1
PARKS	1
PAVED 5K PATH	1
PLANT MORE TREES IN PARKS	1
PLAYGROUND IN WEST AREA	1
PROGRAMS FOR ADULTS (FREE)	1

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

<u>Q9. Sum of Top 2 Choices</u>	<u>Number</u>
PROGRAMS FOR TODDLERS	1
PROGRAMS ARE TOO COSTLY	1
PUBLIC SHOOTING RANGE	1
PUBLIC TRANSPORTATION BUSES	1
QUALITY SOCCER FIELD WITH LIGHTS/RESTROOMS	1
READING SCIENCE PROGRAM	1
RECREATION CENTER ON THE WEST SIDE	2
RECREATION CENTER	1
SCHOOL AGE CLASSES	1
SENIOR ACTIVITIES/EVENTS	2
SENIOR TRAILS	1
SERVE SENIORS/ESTABLISH SHUTTLE BUS	
SERVICES TO EVENTS	1
SHADE COVERS FOR PLAYGROUNDS FOR HEADSTART	1
SHADED HIKING	1
SHADED PLAY AREAS	1
SKATE PARK	1
SKATING RINK	1
SOMETHING IN MESA PARK	1
SUPERSIZE XMAS TRAIL OF LIGHTS	1
SWIMMING POOL	1
TENNIS COURTS	3
THINGS FOR KIDS 10 TO 16	1
TRAILS ACCESS	1
TRAVEL BUS PACKAGES FOR CASINO	1
UPGRADE CMRC	1
VOLLEYBALL COURTS	1
VOLLEYBALL FOR ADULTS LEAGUE	1
WATER PARK	2
WEATHER PROOF MATERIALS	1
WEEKLY CLASSES FOR KIDS	1
WEST SIDE RECREATION CENTER	1
WOMENS BASKETBALL	1
XGAMES	1
YEAR ROUND SWIMMING LESSONS	1
YMCA	1
YOUTH PROGRAMS FOR YOUNGER AGES	1
<u>ZUMBA</u>	<u>2</u>

**Q10. 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:**

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q10a. Maintenance of major City streets	14.1%	58.8%	16.6%	7.6%	1.5%	1.5%
Q10b. Maintenance of streets in your neighborhood	21.2%	48.3%	14.6%	10.7%	4.1%	1.0%
Q10c. Timing of traffic signals in the City	5.9%	36.8%	26.1%	22.9%	7.1%	1.2%
Q10d. Mowing and trimming along City streets and other public areas	14.6%	49.5%	22.7%	9.5%	2.0%	1.7%
Q10e. Adequacy of City street lighting	12.4%	46.8%	25.4%	11.5%	2.2%	1.7%
Q10f. Cleanliness of City streets and other public areas	15.6%	60.5%	18.8%	3.9%	0.2%	1.0%
Q10g. Cleanliness of creeks and open channels	8.8%	42.7%	27.3%	12.2%	2.2%	6.8%
Q10h. Condition of sidewalks in the City	12.0%	50.5%	24.6%	8.3%	2.4%	2.2%
Q10i. Availability of bike lanes	6.3%	18.3%	29.5%	16.8%	8.0%	21.0%

**EXCLUDING DON'T KNOW**

**Q10. 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:(Without "Don't Know")**

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Maintenance of major City streets	14.4%	59.7%	16.8%	7.7%	1.5%
Q10b. Maintenance of streets in your neighborhood	21.4%	48.8%	14.8%	10.8%	4.2%
Q10c. Timing of traffic signals in the City	5.9%	37.3%	26.4%	23.2%	7.2%
Q10d. Mowing and trimming along City streets and other public areas	14.9%	50.4%	23.1%	9.7%	2.0%
Q10e. Adequacy of City street lighting	12.7%	47.6%	25.8%	11.7%	2.2%
Q10f. Cleanliness of City streets and other public areas	15.8%	61.1%	19.0%	3.9%	0.2%
Q10g. Cleanliness of creeks and open channels	9.4%	45.8%	29.3%	13.1%	2.4%
Q10h. Condition of sidewalks in the City	12.2%	51.6%	25.2%	8.5%	2.5%
Q10i. Availability of bike lanes	8.0%	23.1%	37.3%	21.3%	10.2%

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

<b>Q11. Most Important</b>	<b>Number</b>	<b>Percent</b>
Maintenance of major City streets	192	46.8 %
Maintenance of streets in your neighborhood	36	8.8 %
Timing of traffic signals in the City	60	14.6 %
Mowing and trimming along City streets and other public areas	5	1.2 %
Adequacy of City street lighting	34	8.3 %
Cleanliness of City streets and other public areas	11	2.7 %
Cleanliness of creeks and open channels	8	2.0 %
Condition of sidewalks in the City	6	1.5 %
Availability of bike lanes	28	6.8 %
None chosen	30	7.3 %
Total	410	100.0 %

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

<b>Q11. 2nd Important</b>	<b>Number</b>	<b>Percent</b>
Maintenance of major City streets	42	10.2 %
Maintenance of streets in your neighborhood	86	21.0 %
Timing of traffic signals in the City	74	18.0 %
Mowing and trimming along City streets and other public areas	22	5.4 %
Adequacy of City street lighting	32	7.8 %
Cleanliness of City streets and other public areas	54	13.2 %
Cleanliness of creeks and open channels	17	4.1 %
Condition of sidewalks in the City	30	7.3 %
Availability of bike lanes	20	4.9 %
None chosen	33	8.0 %
Total	410	100.0 %

**SUM OF TOP 2 CHOICES****Q11. Which TWO of the Transportation services listed above do you think are most important for the City to provide? (Top Two Without "None Chosen")**

<b>Q11. Sum of Top 2 Choices</b>	<b>Number</b>	<b>Percent</b>
Maintenance of major City streets	234	57.1 %
Timing of traffic signals in the City	134	32.7 %
Maintenance of streets in your neighborhood	122	29.8 %
Adequacy of City street lighting	66	16.1 %
Cleanliness of City streets and other public areas	65	15.9 %
Availability of bike lanes	48	11.7 %
Condition of sidewalks in the City	36	8.8 %
Mowing and trimming along City streets and other public areas	27	6.6 %
Cleanliness of creeks and open channels	25	6.1 %
Total	757	

**Q12. Code Enforcement: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:**

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q12a. Enforcement of the clean-up of junk and debris on private property	10.0%	30.5%	27.8%	14.9%	2.0%	14.9%
Q12b. Enforcement of mowing of weeds and grass on private property	8.3%	28.3%	32.2%	14.9%	2.2%	14.1%
Q12c. Enforcement of sign regulations	11.2%	35.1%	27.3%	7.8%	1.7%	16.8%

**EXCLUDING DON'T KNOW**

**Q12. 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:(Without "Don't Know")**

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Enforcement of the clean-up of junk and debris on private property	11.7%	35.8%	32.7%	17.5%	2.3%
Q12b. Enforcement of mowing of weeds and grass on private property	9.7%	33.0%	37.5%	17.3%	2.6%
Q12c. Enforcement of sign regulations	13.5%	42.2%	32.8%	9.4%	2.1%



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

Q13. Most Important	Number	Percent
Enforcement of the clean-up of junk and debris on private property	234	57.1 %
Enforcement of mowing of weeds and grass on private property	60	14.6 %
Enforcement of sign regulations	52	12.7 %
None chosen	64	15.6 %
Total	410	100.0 %

**Q14. Communication. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:**

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q14a. The availability of information about City programs and services	18.8%	53.4%	18.5%	3.2%	1.0%	5.1%
Q14b. City efforts to keep residents informed about local issues	19.3%	51.2%	17.8%	5.4%	1.2%	5.1%
Q14c. The level of public involvement in City decision-making	9.0%	33.2%	29.5%	8.0%	2.0%	18.3%
Q14d. The City's cable television channel/video production	6.1%	21.2%	22.2%	3.9%	3.2%	43.4%
Q14e. Usefulness of the information that is available on the City's website	16.6%	45.4%	20.7%	2.4%	0.7%	14.1%
Q14f. How well the City listens and responds to the needs of citizens	8.0%	30.0%	28.5%	6.3%	2.0%	25.1%
Q14g. City storm water education and outreach efforts	8.0%	23.4%	23.4%	6.8%	2.2%	36.1%

**EXCLUDING DON'T KNOW**

**Q14. 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: (Without "Don't Know")**

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. The availability of information about City programs and services	19.8%	56.3%	19.5%	3.3%	1.0%
Q14b. City efforts to keep residents informed about local issues	20.3%	54.0%	18.8%	5.7%	1.3%
Q14c. The level of public involvement in City decision-making	11.0%	40.6%	36.1%	9.9%	2.4%
Q14d. The City's cable television channel/ video production	10.8%	37.5%	39.2%	6.9%	5.6%
Q14e. Usefulness of the information that is available on the City's website	19.3%	52.8%	24.1%	2.8%	0.9%
Q14f. How well the City listens and responds to the needs of citizens	10.7%	40.1%	38.1%	8.5%	2.6%
Q14g. City storm water education and outreach efforts	12.6%	36.6%	36.6%	10.7%	3.4%

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

	Number	Percent
Community Impact, the monthly publication	321	78.3 %
Enclosure in your City utility bill, Newsflash	259	63.2 %
Local TV news	227	55.4 %
City website <a href="http://www.roundrocktexas.gov">www.roundrocktexas.gov</a>	225	54.9 %
Your Homeowner/Neighborhood Association (via newsletter, website, social media site, etc.)	136	33.2 %
Friends	133	32.4 %
Round Rock Leader	122	29.8 %
Austin American Statesman	112	27.3 %
Local Radio	78	19.0 %
The City email newsletter, Round Rock News	61	14.9 %
Parks and Recreation email newsletter	61	14.9 %
Round Rock Cable Channel 10 for Time Warner and Channel 99 for U-verse	35	8.5 %
The City's social media outlets (Facebook, Twitter and/ or YouTube)	34	8.3 %
Public meetings	21	5.1 %
Police Department's Citizen Observer program	15	3.7 %
<u>None chosen</u>	<u>5</u>	<u>1.2 %</u>
Total	1845	

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

Q16. Which electronic sources of information are you currently using?	Number	Percent
The Internet (general use)	354	86.3 %
E-mail	348	84.9 %
Text messages	267	65.1 %
Facebook	236	57.6 %
YouTube	112	27.3 %
Google Plus	59	14.4 %
Twitter	48	11.7 %
Meetup.com	14	3.4 %
Other	11	2.7 %
None of above	24	5.9 %
Total	1473	

**Q16. Other**

Q16 Other	Number
INSTAGRAM	3
LOCAL NEWS	1
NEXTDOOR	1
NEXTDOOR.COM	2
PHONE	1
SKYPE	1
TELEPHONE	1
TV	1

**Q16a. If you use Facebook, Twitter, YouTube, or Google Plus: Do you follow any of the City's accounts on these social media outlets?**

Q16a. Do you follow any of the City's accounts on these social media outlets? -	Number	Percent
Yes	56	21.0 %
No	208	77.9 %
Not provided	3	1.1 %
Total	267	100.0 %

**Q17. Do you have a tablet computer like an iPad or Samsung Galaxy?**

Q17. Do you have a tablet computer like an iPad or Samsung Galaxy?	Number	Percent
Yes	269	65.9 %
No	139	34.1 %
Total	408	100.0 %

**Q17a. Do you have a data plan?**

Q17a. Do you have a data plan?	Number	Percent
Yes	161	59.9 %
No	99	36.8 %
Not provided	9	3.3 %
Total	269	100.0 %

**Q18. Do you currently have any one of the following television services?**

Q18. Do you currently have any one of the following television services?	Number	Percent
Time Warner Cable	158	38.5 %
AT&T U-verse	129	31.5 %
Netflix, Hulu Plus or similar service	115	28.0 %
Satellite TV	67	16.3 %
Broadcast (antennae only)	36	8.8 %
Don't own a TV	5	1.2 %
Grande Cable	4	1.0 %
Other	5	1.2 %
None chosen	10	2.4 %
Total	541	

**Q18. Other**

Q18 Other	Number
APPLE TV	1
CLEAR	1
NO CABLE	1
ROKU	2

**Q19. What kind of Internet access do you have at home?**

Q19. What kind of Internet access do you have at home?	Number	Percent
Cable modem	210	51.2 %
DSL	116	28.3 %
WiFi from another cellular device	82	20.0 %
Regular phone line	31	7.6 %
Other	21	5.1 %
Don't know	10	2.4 %
Do not have Internet access at home	15	3.7 %
Total	485	

**Q19.Other**

Q19 Other	Number	Percent
ATT	3	14.3 %
ATT U VERSE	1	4.8 %
ATT UVERSE	1	4.8 %
BROAD BAND	1	4.8 %
CELL PHONE	1	4.8 %
EARTHLINK	1	4.8 %
FIBER	1	4.8 %
TW	1	4.8 %
U VERSE	1	4.8 %
UVERSE	9	42.9 %
UVERSE	1	4.8 %
Total	21	100.0 %

**Q19a. How fast (megabits per second) is your home Internet speed?**

Q19a. How fast is your home Internet speed?	Number	Percent
10 Mbps or slower	23	19.8 %
11-15 Mbps	31	26.7 %
16-20 Mbps	33	28.4 %
21-25 Mbps	2	1.7 %
26-30 Mbps	3	2.6 %
31-50 Mbps	8	6.9 %
51-100 Mbps	11	9.5 %
101 Mbps or faster	5	4.3 %
Total	116	100.0 %

**Q20. Have you contacted the City of Round Rock during the past year?**

Q20. Have you contacted the City of Round Rock during the past year?	Number	Percent
Yes	166	40.6 %
No	243	59.4 %
Total	409	100.0 %

**Q20a. How would you describe the service you received?**

Q20a. How would you describe the service you received?	Number	Percent
Excellent	62	37.3 %
Good	63	38.0 %
Fair	20	12.0 %
Poor	15	9.0 %
Don't know	6	3.6 %
Total	166	100.0 %

**Q20b. 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=166)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q20b-1. How easy they were to contact	37.3%	47.6%	6.0%	6.6%	1.8%	0.6%
Q20b-2. The way you were treated	43.4%	44.0%	7.8%	3.0%	1.2%	0.6%
Q20b-3. The accuracy of the information and the assistance you were given	35.5%	41.6%	9.6%	7.2%	4.2%	1.8%
Q20b-4. How quickly City staff responded to your request	37.3%	40.4%	10.8%	2.4%	7.2%	1.8%
Q20b-5. How well your issue was handled	36.7%	38.0%	9.6%	4.8%	7.8%	3.0%



**EXCLUDING DON'T KNOW**

**Q20b. 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=166)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20b-1. How easy they were to contact	37.6%	47.9%	6.1%	6.7%	1.8%
Q20b-2. The way you were treated	43.6%	44.2%	7.9%	3.0%	1.2%
Q20b-3. The accuracy of the information and the assistance you were given	36.2%	42.3%	9.8%	7.4%	4.3%
Q20b-4. How quickly City staff responded to your request	38.0%	41.1%	11.0%	2.5%	7.4%
Q20b-5. How well your issue was handled	37.9%	39.1%	9.9%	5.0%	8.1%

**Q21. Solid Waste/Utility Services: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:**

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q21a. Residential trash (garbage) collection services	52.6%	40.6%	2.9%	1.7%	0.2%	2.0%
Q21b. Bulky item pick up/removal services (old furniture, appliances, etc.)	33.2%	33.7%	9.0%	3.7%	1.0%	19.5%
Q21c. Recycling services	48.5%	40.0%	4.6%	2.4%	1.5%	2.9%
Q21d. Yard waste collection services	31.5%	34.6%	10.7%	4.1%	1.2%	17.8%
Q21e. Drinking water services	31.5%	45.6%	9.5%	3.4%	1.0%	9.0%
Q21f. Wastewater (sewer) services	35.4%	45.6%	9.0%	2.4%	1.5%	6.1%

**EXCLUDING DON'T KNOW**

**Q21. 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:(Without "Don't Know")**

(N=410)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q21a. Residential trash (garbage) collection services	53.6%	41.4%	3.0%	1.7%	0.2%
Q21b. Bulky item pick up/removal services (old furniture, appliances, etc.)	41.2%	41.8%	11.2%	4.5%	1.2%
Q21c. Recycling services	50.0%	41.2%	4.8%	2.5%	1.5%
Q21d. Yard waste collection services	38.3%	42.1%	13.1%	5.0%	1.5%
Q21e. Drinking water services	34.6%	50.1%	10.5%	3.8%	1.1%
Q21f. Wastewater (sewer) services	37.7%	48.6%	9.6%	2.6%	1.6%

**Q22. Prior to receiving this survey, were you aware of the City's current water restrictions?**

Q22. Were you aware of the City's current water restrictions?	Number	Percent
Yes	373	91.0 %
No	31	7.6 %
Not provided	6	1.5 %
Total	410	100.0 %

**Q23. Do you know when your household's designated watering days are?**

Q23. Do you know when your household's designated watering days are?	Number	Percent
Yes	328	80.0 %
No	77	18.8 %
Not provided	5	1.2 %
Total	410	100.0 %

**Q23a. Which of the following best describes how often you have been following the watering schedule for your household?**

Q23a. How often you have been following the watering schedule for your household?	Number	Percent
Always	234	71.3 %
Usually	81	24.7 %
Sometimes	9	2.7 %
Don't know	4	1.2 %
Total	328	100.0 %

**Q23b. Do you know how to get information about the watering schedule for your household?**

Q23b. Do you know how to get information about the watering schedule?	Number	Percent
Yes	31	40.3 %
No	42	54.5 %
Don't Know	4	5.2 %
Total	77	100.0 %

**Q24. 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.**

Q24. Did you know that the City has a "tiered" rate structure to encourage water conservation in the summer?	Number	Percent
Yes	319	78.0 %
No	86	21.0 %
Don't Know	4	1.0 %
Total	409	100.0 %

**Q25. Which ONE of the following activities uses the most water in Round Rock?**

Q25. Which ONE of the following activities uses the most water in Round Rock?	Number	Percent
Watering of lawns and gardens by residents	190	46.3 %
Indoor uses such as washing and bathing by residents	74	18.0 %
Watering of landscaping by apartments and businesses	54	13.2 %
Commercial/retail water use	40	9.8 %
Farming and agricultural uses	12	2.9 %
Washing cars	9	2.2 %
Other	3	0.7 %
None chosen	28	6.8 %
Total	410	100.0 %

**Q25. Other**

Q25 Other	Number
CAR WASH	1
CITY NOT FOLLOWING CODE	1
ROCKIN RIVER	1

**Q26. What type of retail store or service do you think Round Rock needs most that the City does not currently have?**

*[All responses to this question are included as Appendix A to this report.]*

**Q27. Which of the following are the primary reasons you go to other cities to shop or dine out?**

Q27. Which of the following are the primary reasons you go to other cities to shop or dine out?	Number	Percent
Better selection in other cities	171	41.7 %
Just like to go other places	139	33.9 %
Better quality in other cities	41	10.0 %
Lower prices in other cities	33	8.0 %
Other	51	12.4 %
Don't know	56	13.7 %
Total	491	

**Q27. Other**

<u>Q27- Other</u>	<u>Number</u>
ACCESS	1
AMBIENCE	1
ASIAN SHOPS	1
AUSTIN IS CLOSE	1
BETTER RESTAURANTS	1
CONVENIENCE	1
CULTURE IN SAN ANTONIO	1
DIFFERENT SELECTIONS	3
DON'T GO TO OTHER PLACES	6
EASE OF ACCESS	1
ERRANDS DICTATE WHERE I GO	1
FAMILY	3
FRIENDS	5
HEALTHY/VEGAN FOODS	1
HIGHER ORDER GOODS/SERVICES	1
I TRY TO STAY IN ROUND ROCK	1
LARGER OUTLET	1
LESS CROWDED/BUSY	3
LOCATION/CHOICE OF STORES	1
MOM/POP STORES	1
OTHER CHOICES	1
PARKIING	1
RARELY GO TO OTHER CITIES	1
ROUND ROCK ONLY HAS CHAIN STORES	1
SMALLER TOWNS	1
SPECIAL MEDICAL SERVICES	1
TAXES ARE BETTER	1
THEY HAVE A MALL	1
TRAFFIC	2
VARIETY	1
WALKABILITY, VIBE	1
WORK IN AUSTIN	2

**Q28. Land Development: Using a five-point scale where 5 means "Much Too Slow" and 1 means "Much Too Fast", please rate the City's current pace of development in each of the following areas.**

(N=410)

	Much too slow	Too slow	Just right	Too fast	Much too fast	Don't know
Q28a. Office development	1.2%	11.0%	46.7%	7.3%	5.4%	28.4%
Q28b. Industrial development	1.2%	12.4%	46.6%	5.4%	4.4%	30.0%
Q28c. Multi-family residential development	0.7%	4.9%	37.1%	24.1%	13.2%	20.0%
Q28d. Single-family residential development	1.7%	9.0%	48.0%	17.3%	8.5%	15.4%
Q28e. Retail development	1.7%	13.4%	48.5%	14.1%	4.4%	17.8%

**EXCLUDING DON'T KNOW**

**Q28. 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.(Without "Don't Know")**

(N=410)

	Much too slow	Too slow	Just right	Too fast	Much too fast
Q28a. Office development	1.7%	15.4%	65.2%	10.2%	7.5%
Q28b. Industrial development	1.7%	17.8%	66.6%	7.7%	6.3%
Q28c. Multi-family residential development	0.9%	6.1%	46.3%	30.2%	16.5%
Q28d. Single-family residential development	2.0%	10.7%	56.8%	20.5%	10.1%
Q28e. Retail development	2.1%	16.3%	59.1%	17.2%	5.3%

**Q29. Expectations for Services. Using a scale from 1 to 5, where 5 means the level of service provided by the City "Should Be Much Higher" than it is now and 1 means it "Should Be Much Lower", please indicate how the level of service provided by the City should change in each of the areas listed below.**

(N=410)

	Much higher	Little higher	Stay the same	Little lower	Much lower	Don't know
Q29a. Library Services	7.6%	23.2%	49.8%	0.7%	1.2%	17.6%
Q29b. Law enforcement	7.1%	24.6%	54.9%	1.7%	0.5%	11.2%
Q29c. Fire response	5.6%	17.8%	55.9%	0.0%	0.0%	20.7%
Q29d. Emergency medical services	6.1%	19.3%	55.1%	0.0%	0.0%	19.5%
Q29e. Parks and open space	7.3%	31.2%	49.5%	1.2%	1.0%	9.8%
Q29f. Recreation activities	5.9%	27.8%	51.7%	1.5%	1.2%	12.0%
Q29g. Maintenance of Infrastructure (streets, sidewalks)	16.1%	44.1%	32.9%	0.0%	0.7%	6.1%

**EXCLUDING DON'T KNOW**

**Q29. 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. (Without "Don't Know")**

(N=410)

	Much higher	Little higher	Stay the same	Little lower	Much lower
Q29a. Library Services	9.2%	28.1%	60.4%	0.9%	1.5%
Q29b. Law enforcement	8.0%	27.7%	61.8%	1.9%	0.5%
Q29c. Fire response	7.1%	22.5%	70.5%	0.0%	0.0%
Q29d. Emergency medical services	7.6%	23.9%	68.5%	0.0%	0.0%
Q29e. Parks and open space	8.1%	34.6%	54.9%	1.4%	1.1%
Q29f. Recreation activities	6.6%	31.6%	58.7%	1.7%	1.4%
Q29g. Maintenance of Infrastructure (streets, sidewalks)	17.1%	47.0%	35.1%	0.0%	0.8%



**Q30. What do you think the THREE biggest issues Round Rock will face within the next FIVE years?**

Q30. The THREE biggest issues Round Rock will face within the next FIVE years?	Number	Percent
Traffic	364	88.8 %
Controlling rapid growth	231	56.3 %
High taxes/property taxes/finances	174	42.4 %
School related issues (overcrowding, lack of schools, system improvements)	152	37.1 %
Road repair/maintenance/expansion	138	33.7 %
Public transportation	99	24.1 %
Crime (inadequate police, gangs, etc.)	70	17.1 %
Other	25	6.1 %
Don't know	3	0.7 %
Total	1256	

**Q31. Approximately how many years have you lived in Round Rock?**

Q31. Approximately how many years have you lived in Round Rock?	Number	Percent
Less than 5 years	89	21.7 %
5 to 9 years	97	23.7 %
10 to 19 years	127	31.0 %
20 to 29 years	56	13.7 %
30 years or More	41	10.0 %
Total	410	100.0 %

**Q32. What is your age?**

Q32. What is your age?	Number	Percent
Under 35	100	24.4 %
35 to 44	97	23.7 %
45 to 54	109	26.6 %
55 to 64	57	13.9 %
65+	43	10.5 %
Not Provided	4	1.0 %
Total	410	100.0 %

**Q33. What is the highest level of formal education you completed?**

Q33. What is the highest level of formal education you completed?	Number	Percent
Grade school	5	1.2 %
High school	28	6.8 %
Some college	89	21.7 %
College graduate	168	41.0 %
Graduate work	19	4.6 %
Graduate degree	95	23.2 %
Not provided	6	1.5 %
Total	410	100.0 %

**Q34. Do you work in the City of Round Rock?**

Q34. Do you work in the City of Round Rock?	Number	Percent
Yes	132	32.2 %
No	273	66.6 %
Not provided	5	1.2 %
Total	410	100.0 %

**Q35. Do you have children living at home in the following age ranges?**

Q35. Do you have children living at home in the following age ranges?	Number	Percent
1=Under 6 years	97	23.7 %
2=6 to 12 years	98	23.9 %
3=13 to 18 years	83	20.2 %
4=No children	185	45.1 %
9=Not provided	14	3.4 %
Total	477	

**Q36. What is your gender?**

Q36. What is your gender?	Number	Percent
Male	194	47.3 %
Female	216	52.7 %
Total	410	100.0 %

**Q37. Are you of Hispanic, Latino, or other Spanish heritage?**

Q37. Are you of Hispanic, Latino, or other Spanish heritage?	Number	Percent
Yes	111	27.1 %
No	293	71.5 %
Not provided	6	1.5 %
Total	410	100.0 %

**Q38. Which of the following best describes your race/ethnicity?**

Q38. Which of the following best describes your race/ethnicity?	Number	Percent
Asian/Pacific Islander	25	6.1 %
American Indian/Eskimo	3	0.7 %
Black/African American	38	9.3 %
White	321	78.3 %
Other	20	4.9 %
Not provided	11	2.7 %
Total	418	

**Q39. Would you say your total annual household income is:**

Q39. Would you say your total annual household income is:	Number	Percent
Under \$25,000	18	4.4 %
\$25,000 - \$49,999	43	10.5 %
\$50,000 - \$74,999	56	13.7 %
\$75,000 - \$99,999	65	15.9 %
\$100,000 - \$124,999	63	15.4 %
\$125,000 - \$149,999	42	10.2 %
\$150,000 - \$199,999	47	11.5 %
\$200,000 or more	28	6.8 %
Not provided	48	11.7 %
Total	410	100.0 %

## **Section 7:**

# **Survey Instrument**

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## OFFICE OF THE MAYOR

*ALAN MCGRAW*

May 12, 2014

Dear Round Rock City Resident:

***Your input on the enclosed survey is extremely important.***

During the next few months, we will be making decisions that affect a wide range of City services, including public safety, parks and recreation, code enforcement, and others. To ensure the City's priorities are aligned with the needs of our residents, **we need to know what YOU think.**

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

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

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

Respectfully,

Alan McGraw  
Mayor



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

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

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

<i>How Satisfied are you with:</i>		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 **transportation** 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/video production	5	4	3	2	1	9
E. Usefulness of the information that is available on the City's website	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) Community Impact, the monthly publication
- ☐ (04) Local TV News
- ☐ (05) Round Rock Cable Channel 10 for Time Warner and Channel 99 for Uverse
- ☐ (06) Local Radio
- ☐ (07) Enclosure in your City utility bill, *Newsflash*
- ☐ (08) Friends
- ☐ (09) City website [www.roundrocktexas.gov](http://www.roundrocktexas.gov)
- ☐ (10) The City email newsletter, Round Rock News
- ☐ (11) Public Meetings
- ☐ (12) Parks and Recreation email newsletter
- ☐ (13) Your Homeowner/Neighborhood Association (via newsletter, website, social media site, etc.)
- ☐ (14) The City's social media outlets (Facebook, Twitter and/or YouTube)
- ☐ (15) Police Department's Citizen Observer program

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

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Facebook – answer 16a    | <input type="checkbox"/> (06) E-mail                     |
| <input type="checkbox"/> (02) Twitter – answer 16a     | <input type="checkbox"/> (07) The Internet (general use) |
| <input type="checkbox"/> (03) YouTube – answer 16a     | <input type="checkbox"/> (08) On-line Meetup.com         |
| <input type="checkbox"/> (04) Google Plus – answer 16a | <input type="checkbox"/> (09) Other: _____               |
| <input type="checkbox"/> (05) Text messages            | <input type="checkbox"/> (00) None of the above          |

**16a. If you use Facebook, Twitter, YouTube, or Google Plus: Do you follow any of the City's accounts on these social media outlets?**

- ☐ (1) Yes
- ☐ (2) No

**17. Do you have a tablet computer like an iPad or Samsung Galaxy?**

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

**17a. [Only if "YES" to Question 17] Do you have a data plan?**

- ☐ (1) Yes
- ☐ (2) No

**18. Do you currently have any one of the following television services? (check all that apply)**

- ☐ (1) Time Warner Cable
- ☐ (2) Grande Cable
- ☐ (3) AT&T Uverse
- ☐ (4) Satellite TV
- ☐ (5) Netflix, Hulu Plus or similar service
- ☐ (6) Broadcast (antennae only)
- ☐ (7) Don't own a TV
- ☐ (8) Other: \_\_\_\_\_

**19. What kind of Internet access do you have at home?**

- ☐ (1) Cable modem
- ☐ (2) DSL
- ☐ (3) WiFi from another cellular device
- ☐ (4) Regular phone line
- ☐ (5) Other: \_\_\_\_\_
- ☐ (6) Don't know
- ☐ (7) Do not have Internet access at home

**19a: How fast (Megabits per second) is your home Internet Speed? \_\_\_\_\_ Mbps or DON'T KNOW**

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

\_\_\_\_(1) Yes [answer Question 20a-b]      \_\_\_\_ (2) No [go to Question 21]

**20a. [Only if "YES" to Question 20] How would you describe the service you received?**

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

**20b. [Only if "YES" to Question 20] 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

**21. 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**

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

\_\_\_\_(1) Yes      \_\_\_\_ (2) No

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

\_\_\_\_(1) Yes – answer 23a      \_\_\_\_ (2) No – answer 23b

**23a. [If YES to #23] 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

**23b. [If NO to #23] Do you know how to get information about the watering schedule for your household? \_\_\_\_ (1) Yes      \_\_\_\_ (2) No**

**24. 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

**25. 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: \_\_\_\_\_

**26. What type of retail store or service do you think Round Rock needs most that the City does not currently have?**

Suggestion: \_\_\_\_\_ (leave blank if you don't know)

**27. Which of the following are the primary reasons you go to other cities to shop or dine out?**

- ☐ (5) Lower prices in other cities  
☐ (4) Better quality in other cities  
☐ (3) Better selection in other cities  
☐ (2) Just like to go other places  
☐ (1) Other: \_\_\_\_\_  
☐ (9) Don't know

**28. 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

**29. 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

**30. 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

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

- |  |   |
|--|---|
| <input type="checkbox"/> (1) Less than 5 years | <input type="checkbox"/> (4) 20-29 years      |
| <input type="checkbox"/> (2) 5-9 years         | <input type="checkbox"/> (5) 30 years or more |
| <input type="checkbox"/> (3) 10-19 years       | <input type="checkbox"/> (9) Don't know       |

**32. What is your age?** \_\_\_\_\_ years

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

- |   |   |
|---|---|
| <input type="checkbox"/> (1) Grade School | <input type="checkbox"/> (4) College graduate |
| <input type="checkbox"/> (2) High School  | <input type="checkbox"/> (5) Graduate work    |
| <input type="checkbox"/> (3) Some college | <input type="checkbox"/> (6) Graduate degree  |

**34. Do you work in the City of Round Rock?** ☐ (1) Yes ☐ (2) No

**35. 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

**36. What is your gender?**

- ☐ (1) Female  
☐ (2) Male

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

- ☐ (1) Yes  
☐ (2) No

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

- |   |   |
|---|---|
| <input type="checkbox"/> (1) Asian/Pacific Islander | <input type="checkbox"/> (4) White        |
| <input type="checkbox"/> (2) American Indian/Eskimo | <input type="checkbox"/> (5) Other: _____ |
| <input type="checkbox"/> (3) Black/African American |   |

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

- |   |   |
|---|---|
| <input type="checkbox"/> (1) Under \$25,000       | <input type="checkbox"/> (5) \$100,000 to \$124,999 |
| <input type="checkbox"/> (2) \$25,000 to \$49,999 | <input type="checkbox"/> (6) \$125,000 to \$149,999 |
| <input type="checkbox"/> (3) \$50,000 to \$74,999 | <input type="checkbox"/> (7) \$150,000 to \$199,999 |
| <input type="checkbox"/> (4) \$75,000 to \$99,999 | <input type="checkbox"/> (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.

# 2014 Round Rock Community Survey *Appendix A – Question 26 Responses*

*...helping organizations make better decisions since 1982*

**Submitted to the City of Round Rock, Texas by:**

ETC Institute  
725 W. Frontier Lane,  
Olathe, Kansas  
66061

**July 2014**



***Q26. What type of retail store or service do you think Round Rock needs most that the City does not currently have?***

- More local restaurants.
- Home brew store.
- Trudy's.
- Central market.
- Central market.
- Whole Foods/Costco.
- Name brand magnet stores, such as Dillard's or Macy's.
- Costco.
- Whole foods.
- Central market or Whole Foods.
- Whole Foods.
- Indoor running track.
- Farmer's market.
- Ticket sales.
- Locally-owned restaurants.
- More restaurants.
- Costco.
- Whole Foods.
- More health food stores.
- Dillard's. Help older people on maintenance of homes.
- Whole Foods, Cabella's, Macy's, Nordstrom.
- Dave & Buster's, Cheesecake Factory.
- Target.
- Costco.
- Upscale steakhouse.
- TJ Maxx.
- Indoor Mall like Lakeline.
- Electronic stores.
- Fry's Electronics, Central market.
- Fiesta Mart.
- Habitat, closer landfill, less expensive.
- Burlington.
- Public shooting range.
- More upscale restaurants/shopping.
- Fry's Electronics.
- Shoe stores, Macy's, Dillard's.
- Central market.
- Photography.
- Local bus service.

- Free CPR and First Aid Certification.
- More internet providers.
- Bath and Body Works.
- Costco/Whole Foods.
- Trader Joe's/Whole Foods.
- More restaurants.
- Whole Foods.
- Costco.
- Hobby Shop.
- Bowling Alley.
- Panera Bread, Whole Foods.
- Trap and skeet range.
- More types of restaurants - high end. Macy's, Sears.
- Nursery to encourage drought-resistant planting & growing vegetables.
- Captain D's.
- More restaurants.
- Babies 'R' Us.
- Non-chain restaurants.
- Central market.
- TJ Maxx.
- Smaller grocery store, book store.
- Macy's.
- Costco.
- Sporting goods.
- Fiesta.
- Organic meat market.
- Theater.
- Water park, amusement park.
- Hotels.
- Costco.
- Costco.
- Einstein Bagels.
- Jump Street.
- Trader Joe's.
- Multipurpose venue like the Comain - can sit outside and dine/music.
- Trader Joe's/Costco.
- Christian bookstore, Texas Land and Cattle, Krispy Kreme.
- Upscale dining.
- Macy's.
- Costco, Macy's, Nordstrom.
- More "Ma & Pa" restaurants.
- Domain-type mall.
- Small hardware store.



- Target.
- Krugal.
- Shopping mall, Cheddars Restaurant.
- MLB or NFL franchise.
- More car washes.
- Domain-like shopping.
- Bowling alley.
- Costco/Trader Joe's.
- Columbia Outlet, Forever 21, Zaxby, Mambo, Fiesta.
- Whataburger - no more fast food Mexican food chains, please.
- Quality indoor mall.
- Restaurants.
- Trader Joe's, Whole Foods or Central Market.
- Central market, Costco.
- Metro Rail Stop.
- Hobby shop.
- Entertainment venue.
- Fiesta mart, Asian market, Fry's.
- Fry's.
- Whole Foods.
- Vegan options.
- Affordable summer programs.
- Costco, Central Market, Whole Foods.
- Upscale, like Dillard's, Macy's.
- Restaurant supply, Whole Foods, Central Market.
- Shopping/restaurants.
- 99-Cent Store, Five Below.
- Lacrosse's store, seafood.
- Walmart on north side of town.
- Costco.
- Costco.
- Non chain restaurants.
- Tennis club.
- Fiesta grocery.
- Trader Joe's.
- Performing arts.
- Bass Pro Shop.
- High-end restaurant.
- Belk/Culver's.
- Multipurpose facility.
- Central market, downtown retail.
- Central market.
- Entertainment places for adults.

- More coffee shops, Trader Joe's, Costco.
- Regular mall/Costco.
- Costco, Trader Joe's.
- Army/Navy surplus, emergency preparedness store.
- Taxis.
- Walmart.
- Ethnic retail and grocery stores and salons.
- Restaurants.
- Upscale dining.
- More restaurants.
- Good restaurant.
- Clothing.
- More beautification.
- Electronic stores.
- Costco.
- Entertainment venue.
- Bagels, natural/organic stores.
- Central market, HEB.
- Whole Foods.
- Costco.
- Costco.
- Local owned Asian shops.
- Costco.
- Whole Foods.
- Local cinema on East Side.
- Trader Joe's.
- Bars/restaurants for adults.
- Reading/math/science programs.
- Regular restaurants/less bars.
- Goodwill.
- Dollar Store, Target.
- Home Goods.
- Costco, upscale mall.
- More rebates for energy efficient items.
- Home Goods, TJ Maxx.
- Bagel shop, table restaurants.
- Chipotle near IKEA.
- Costco.
- Local businesses.
- Indoor mall.
- Light rail public transportation.
- Uber.
- Furniture store.

- More local owned restaurants.
- Indoor mall.
- Costco.
- Whole Foods.
- Roller skating rink.