



2022 Round Rock Community Survey Findings Report

Presented to the City of
Round Rock, Texas

September 2022



ETC
INSTITUTE

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Executive Summary

2022 Round Rock Community Survey

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Purpose

During the summer of 2022, 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.

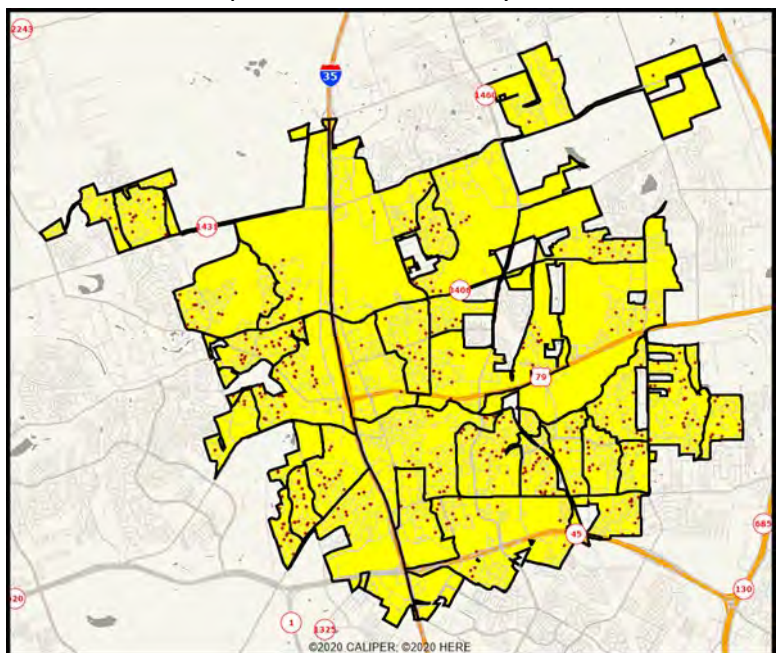
Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the City of Round Rock. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address; this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database. Approximately ten days after the surveys were mailed, residents who received the survey were contacted by e-mail or text message to encourage participation.

The goal was to receive 400 completed surveys. This goal was met, with 479 households completing the survey. The results for 479 households have a 95% level of confidence with a precision of at least +/-4.4%. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online).

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.



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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 show how the survey results compare to the U.S. average and the state of Texas average
- 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, 82% of residents were satisfied with the overall quality of life in the City, 13% were “neutral” and 5% were “dissatisfied.”

Overall Satisfaction with City Services. Eighty-nine percent (89%) of residents who had an opinion were “very satisfied” or “satisfied” with the overall quality of services provided by the City. The City services with the highest levels of satisfaction were: fire services (90%), water services (86%), library services (83%) parks and recreation programs (83%), and emergency medical services (83%). Residents were least satisfied with transportation planning in the City (43%).

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-eight percent (78%) of residents felt traffic flow in the City was getting worse compared to two years ago; 14% felt it was staying the same, 4% 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 59% 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 Feel Safe in Round Rock. Ninety-one percent (91%) of residents who had an opinion felt “very safe” or “safe” overall 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 City parks (84%).

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 (87%), number of City parks (76%), quality of outdoor athletic facilities (72%), and City recreation centers (71%).

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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) number of City parks.

Transportation. The highest levels of satisfaction with transportation 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 (78%), the maintenance of major City streets (75%), maintenance of neighborhood streets (75%), and the mowing and trimming of streets and other public areas (69%).

Transportation services that residents thought were most important for the City to provide. The top three transportation services that residents thought were most important were: 1) the maintenance of major City streets, 2) the 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 cleanup of debris on private property (50%). This was also the code enforcement service that residents felt was most important for the City to provide.

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 (71%), usefulness of information on the City’s website (68%), and City efforts to keep residents informed about local issues (67%).

The sources that residents used most often to get information about the City of Round Rock were: 1) Community Impact (77%), 2) the City website (49%), 3) the enclosure in their utility bill (46%), and 4) local TV news (43%).

Customer Service. Forty percent (40%) of respondents indicated they had contacted the City of Round Rock during the past year. Of those, 81% 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: how easy the City was to contact (85%), the way they were treated (85%), and how quickly City staff responded to their request (84%).

Solid Water/Wastewater Services. The highest levels of satisfaction with water/wastewater services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: reliability of the City’s drinking water (89%), wastewater (sewer) services (84%), and the quality of the City’s drinking water (79%).

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When residents were asked what City of Round Rock water conservation programs/resources they are familiar with, the top responses were 1) outdoor watering schedule (90%), 2) discounted rain barrel sales (50%), and rebates (28%).

Garbage and Recycling Services. The highest levels of satisfaction with garbage and recycling services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: residential curbside trash collection services (89%), curbside recycling services (87%), Deepwood Recycling Center services (85%), and bulky item pick up/removal services (73%).

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 (84%), 2) controlling rapid growth (60%), and 3) high taxes/property taxes/finances (55%).

Other Findings

- Eighty-three percent (83%) of residents are aware of their household’s designated watering days. Of those aware of their designated watering days, 93% “always” or “usually” follow the watering schedule for their household
- Sixty-eight percent (68%) of residents who had an opinion indicated the level of service for the maintenance of infrastructure “should be much higher” or “should be a little higher;” 32% felt the level of service should stay the same, and less than 1% felt it should be lowered.
- Sixty percent (60%) of residents who had an opinion felt there should be more arts and/or cultural facilities in Round Rock. Other types of places that residents felt should grow in the City include: public park, plaza or open space (58%), restaurant, coffee shop, bakery, etc. (47%), food trucks (45%), and senior housing (40%).
- When residents were asked what types of arts and cultural activities the City needs more of, the top responses were: food festivals (60%), live performances at non-traditional venues (41%), neighborhood festivals/celebrations (39%), and art galleries, exhibits or craft shows (37%). Barriers that keep respondents from attending or participating in arts and cultural events or activities include: not hearing about events/activities (61%), traffic/parking issues (39%), and no interest in what is being offered (38%).

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How the City of Round Rock Compares to Other Communities Nationally

Satisfaction ratings for the City of Round Rock **rated above the U.S. average in 47 of the 50 areas** that were assessed. The City rated significantly higher than the U.S. average (difference of 5% or more) in 44 of these areas. The table below shows how the City of Round Rock compares to the U.S. average:

Service	Round Rock	U.S.	Difference	Category
Overall quality of services provided by the City	89%	51%	38%	Perceptions of the City
City communication with the public	72%	38%	34%	Major Categories of City Services
In Downtown	90%	56%	34%	Perceptions of Safety
City recreation centers	71%	38%	33%	Parks and Recreation
Customer service provided by city employees	73%	41%	32%	Major Categories of City Services
Water services	86%	54%	32%	Major Categories of City Services
Parks and Recreation programs	83%	51%	32%	Major Categories of City Services
Curbside recycling services	87%	57%	30%	Garbage and Recycling Services
Wastewater (sewer) services	84%	55%	29%	Water/Wastewater Services
In City parks	84%	56%	28%	Perceptions of Safety
Maintenance of city streets and sidewalks	67%	41%	26%	Major Categories of City Services
Household hazardous waste collections	68%	42%	26%	Garbage and Recycling Services
Bulky item pick up/removal services	73%	47%	26%	Garbage and Recycling Services
Usefulness of info on the City's Web site	68%	43%	25%	Communication
Trash, recycling, & yard waste collection services	81%	57%	24%	Major Categories of City Services
Maintenance of major City streets	75%	51%	24%	Transportation Services
Maintenance of neighborhood streets	75%	51%	24%	Transportation Services
Quality of adult recreation programs	58%	34%	24%	Parks and Recreation
City efforts to keep residents informed	67%	44%	23%	Communication
Police services	78%	55%	23%	Major Categories of City Services
Management of storm water runoff/flood prevention	74%	51%	23%	Major Categories of City Services
Overall appearance of the City	79%	56%	23%	Perceptions of the City
Overall feeling of safety in the City	91%	68%	23%	Perceptions of Safety
Quality of youth recreation programs	62%	39%	23%	Parks and Recreation
Cleanliness of streets and other public areas	78%	55%	23%	Transportation Services
Availability of info about City programs/services	71%	48%	23%	Communication
City swimming pools	58%	36%	22%	Parks and Recreation
Residential curbside trash collection services	89%	69%	20%	Garbage and Recycling Services
Overall value received for City taxes and fees	54%	34%	20%	Perceptions of the City
Condition of sidewalks in the City	67%	48%	19%	Transportation Services
Quality of the City's drinking water	79%	60%	19%	Water/Wastewater Services
In your neighborhood at night	82%	63%	19%	Perceptions of Safety
Quality of outdoor athletic facilities	72%	53%	19%	Parks and Recreation
Library services	83%	66%	17%	Major Categories of City Services
In commercial & retail areas	81%	66%	15%	Perceptions of Safety
Enforcement of city codes and ordinances	56%	42%	14%	Major Categories of City Services
How well the City is planning for growth	53%	40%	13%	Perceptions of the City
In your neighborhood during the day	96%	83%	13%	Perceptions of Safety
Fire services	90%	78%	12%	Major Categories of City Services
Mowing/trimming of streets & other public areas	69%	57%	12%	Transportation Services
Yard waste collection services	67%	55%	12%	Garbage and Recycling Services
Emergency medical services	83%	72%	11%	Major Categories of City Services
Level of public involvement in decision-making	43%	34%	9%	Communication
Hike and bike trails in the City	68%	63%	5%	Parks and Recreation
Enforcing cleanup of debris on private property	50%	46%	4%	Code Enforcement
Enforcing sign regulations	48%	47%	1%	Code Enforcement
Enforcing mowing of weeds/grass on private property	48%	47%	1%	Code Enforcement
Availability of bike lanes	35%	43%	-8%	Transportation Services
Transit services	30%	38%	-8%	Transportation Services
City's cable TV channel/video production	32%	42%	-10%	Communication

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How the City of Round Rock Compares to Communities in Texas

Satisfaction ratings for the City of Round Rock **rated above the average for Texas in 45 of the 50 areas** that were assessed. The City rated significantly higher than this average (difference of 5% or more) in 42 of these areas. The table below shows how the City of Round Rock compares to the Texas average:

Service	Round Rock	Texas	Difference	Category
Customer service provided by city employees	73%	30%	43%	Major Categories of City Services
City communication with the public	72%	29%	43%	Major Categories of City Services
Maintenance of city streets and sidewalks	67%	26%	41%	Major Categories of City Services
Water services	86%	47%	39%	Major Categories of City Services
Parks and Recreation programs	83%	44%	39%	Major Categories of City Services
In City parks	84%	45%	39%	Perceptions of Safety
Overall quality of services provided by the City	89%	51%	38%	Perceptions of the City
Wastewater (sewer) services	84%	48%	36%	Water/Wastewater Services
Trash, recycling, & yard waste collection services	81%	47%	34%	Major Categories of City Services
In Downtown	90%	56%	34%	Perceptions of Safety
Police services	78%	45%	33%	Major Categories of City Services
Overall appearance of the City	79%	47%	32%	Perceptions of the City
Management of storm water runoff/flood prevention	74%	42%	32%	Major Categories of City Services
Library services	83%	52%	31%	Major Categories of City Services
Overall feeling of safety in the City	91%	61%	30%	Perceptions of Safety
City recreation centers	71%	41%	30%	Parks and Recreation
Quality of the City's drinking water	79%	52%	27%	Water/Wastewater Services
In your neighborhood at night	82%	56%	26%	Perceptions of Safety
Overall value received for City taxes and fees	54%	30%	24%	Perceptions of the City
Fire services	90%	67%	23%	Major Categories of City Services
Household hazardous waste collections	68%	46%	22%	Garbage and Recycling Services
Cleanliness of streets and other public areas	78%	57%	21%	Transportation Services
Bulky item pick up/removal services	73%	52%	21%	Garbage and Recycling Services
Usefulness of info on the City's Web site	68%	48%	20%	Communication
Emergency medical services	83%	63%	20%	Major Categories of City Services
Maintenance of major City streets	75%	55%	20%	Transportation Services
Maintenance of neighborhood streets	75%	55%	20%	Transportation Services
Enforcement of city codes and ordinances	56%	37%	19%	Major Categories of City Services
Quality of adult recreation programs	58%	39%	19%	Parks and Recreation
City efforts to keep residents informed	67%	49%	18%	Communication
Residential curbside trash collection services	89%	71%	18%	Garbage and Recycling Services
Curbside recycling services	87%	69%	18%	Garbage and Recycling Services
Quality of youth recreation programs	62%	45%	17%	Parks and Recreation
In your neighborhood during the day	96%	81%	15%	Perceptions of Safety
In commercial & retail areas	81%	67%	14%	Perceptions of Safety
Condition of sidewalks in the City	67%	53%	14%	Transportation Services
Availability of info about City programs/services	71%	57%	14%	Communication
Yard waste collection services	67%	54%	13%	Garbage and Recycling Services
Quality of outdoor athletic facilities	72%	61%	11%	Parks and Recreation
How well the City is planning for growth	53%	43%	10%	Perceptions of the City
Mowing/trimming of streets & other public areas	69%	61%	8%	Transportation Services
City swimming pools	58%	53%	5%	Parks and Recreation
Hike and bike trails in the City	68%	64%	4%	Parks and Recreation
Transit services	30%	27%	3%	Transportation Services
Level of public involvement in decision-making	43%	42%	1%	Communication
Enforcing cleanup of debris on private property	50%	53%	-3%	Code Enforcement
Enforcing mowing of weeds/grass on private property	48%	54%	-6%	Code Enforcement
Enforcing sign regulations	48%	57%	-9%	Code Enforcement
Availability of bike lanes	35%	44%	-9%	Transportation Services
City's cable TV channel/video production	32%	54%	-22%	Communication

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Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Police services (I-S Rating = 0.1355)

The table below shows the Importance-Satisfaction rating for all 15 major categories of City services that were rated.

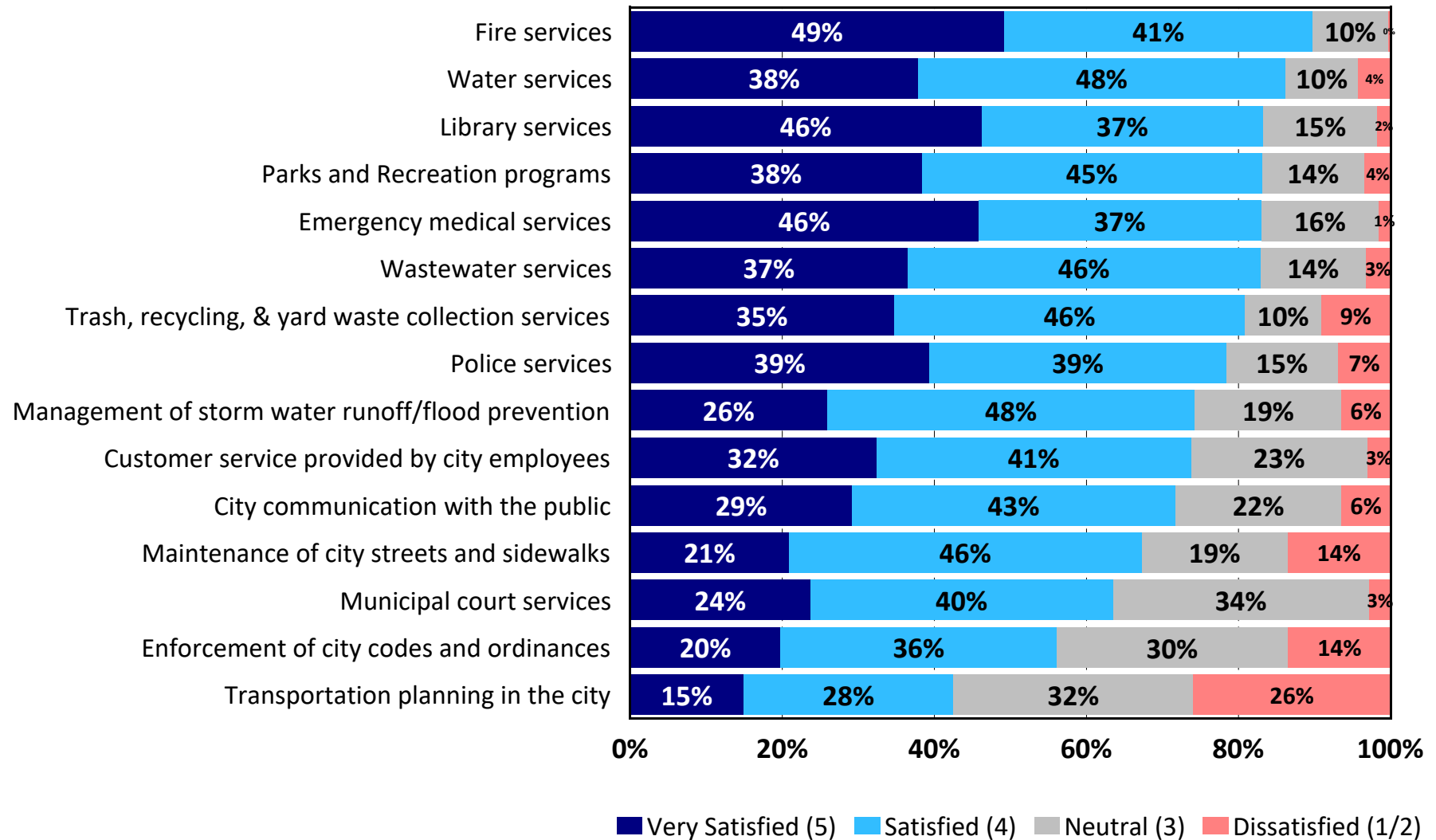
Importance-Satisfaction Rating						
City of Round Rock						
OVERALL						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Police services	62%	1	78%	8	0.1355	1
Medium Priority (IS <.10)						
Transportation planning in the city	17%	6	43%	15	0.0952	2
Maintenance of city streets and sidewalks	20%	5	67%	12	0.0667	3
Emergency medical services	37%	3	83%	5	0.0634	4
Enforcement of city codes and ordinances	13%	9	56%	14	0.0550	5
Water services	36%	4	86%	2	0.0501	6
Fire services	43%	2	90%	1	0.0434	7
Trash, recycling, & yard waste collection services	15%	7	81%	7	0.0293	8
Parks and Recreation programs	15%	8	83%	4	0.0262	9
City communication with the public	7%	11	72%	11	0.0188	10
Wastewater services	8%	10	83%	6	0.0138	11
Management of storm water runoff/flood prevention	5%	13	74%	9	0.0130	12
Library services	5%	12	83%	3	0.0088	13
Municipal court services	2%	15	64%	13	0.0058	14
Customer service provided by city employees	2%	14	73%	10	0.0051	15



Charts and Graphs

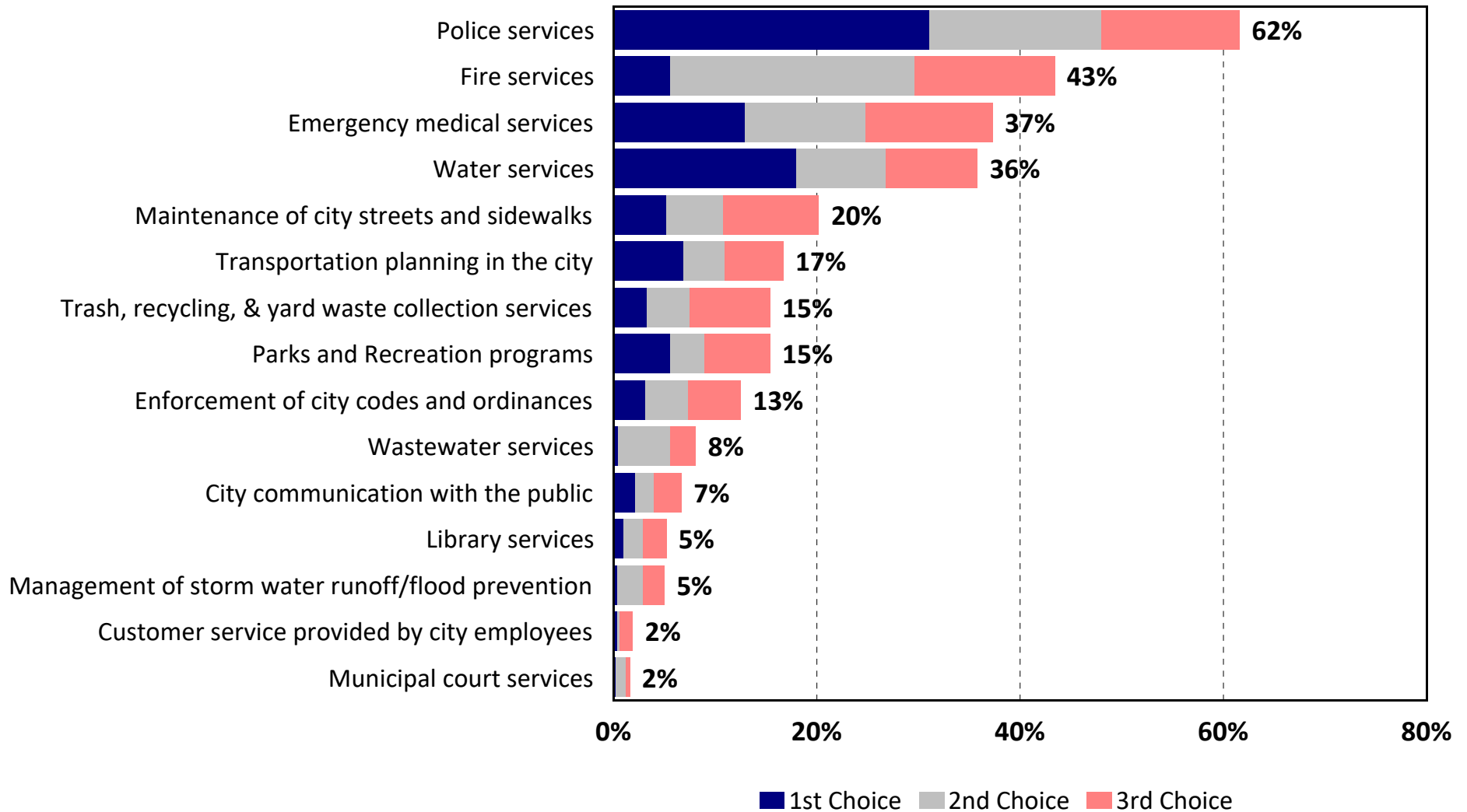
Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents (excluding don't knows)



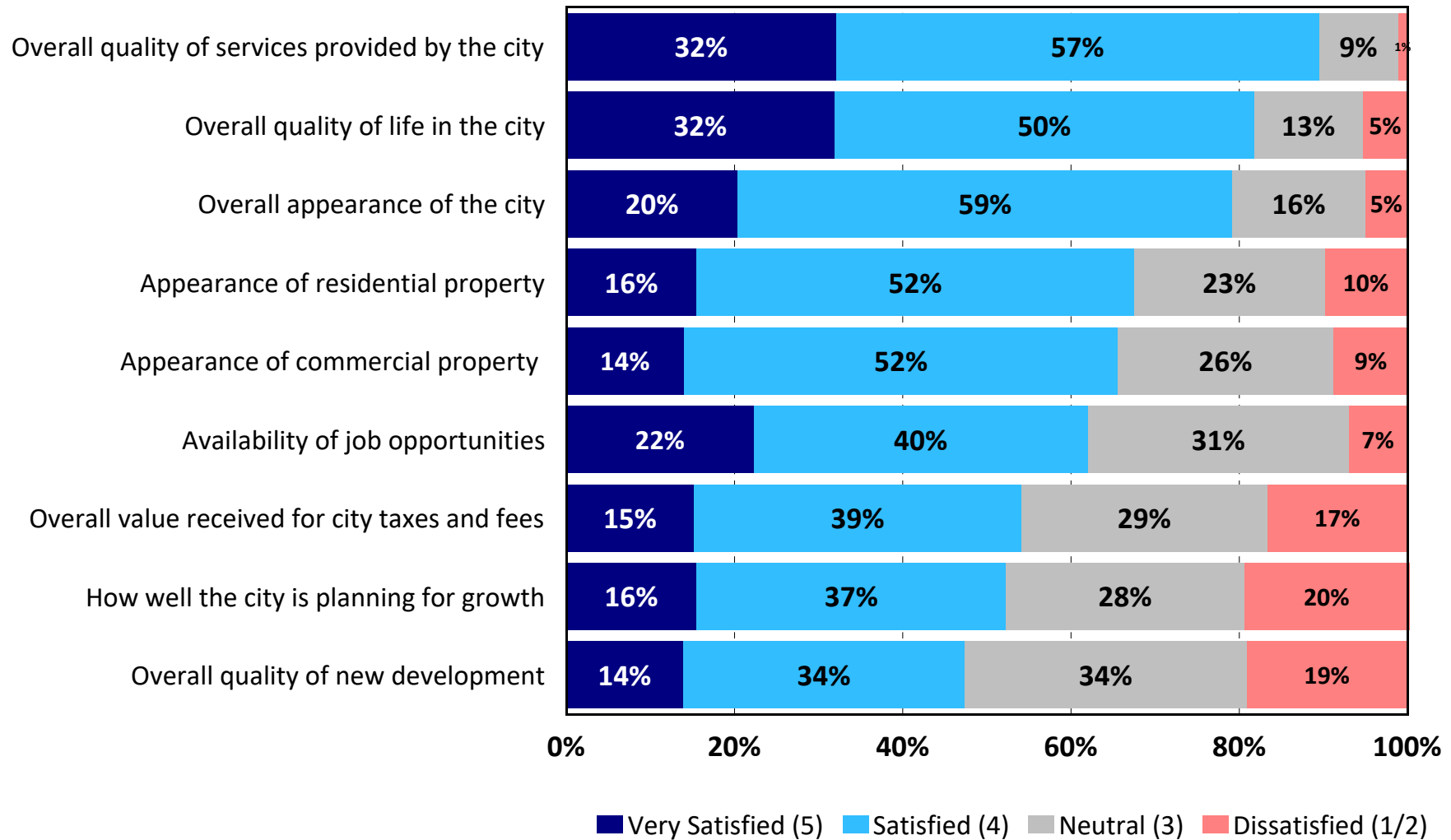
Q2. City Services That Are Most Important to Residents by Major Category

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



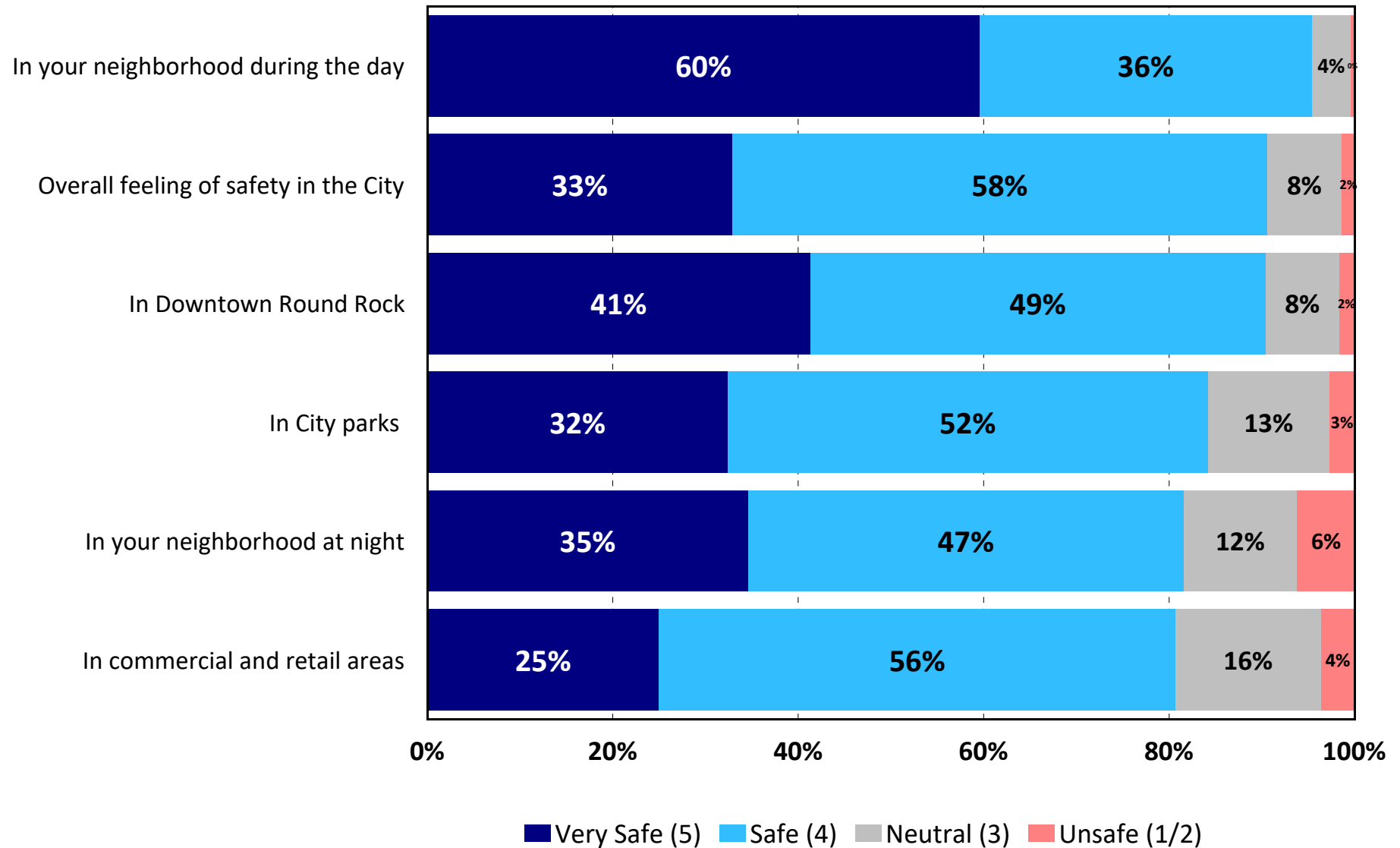
Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding don't knows)



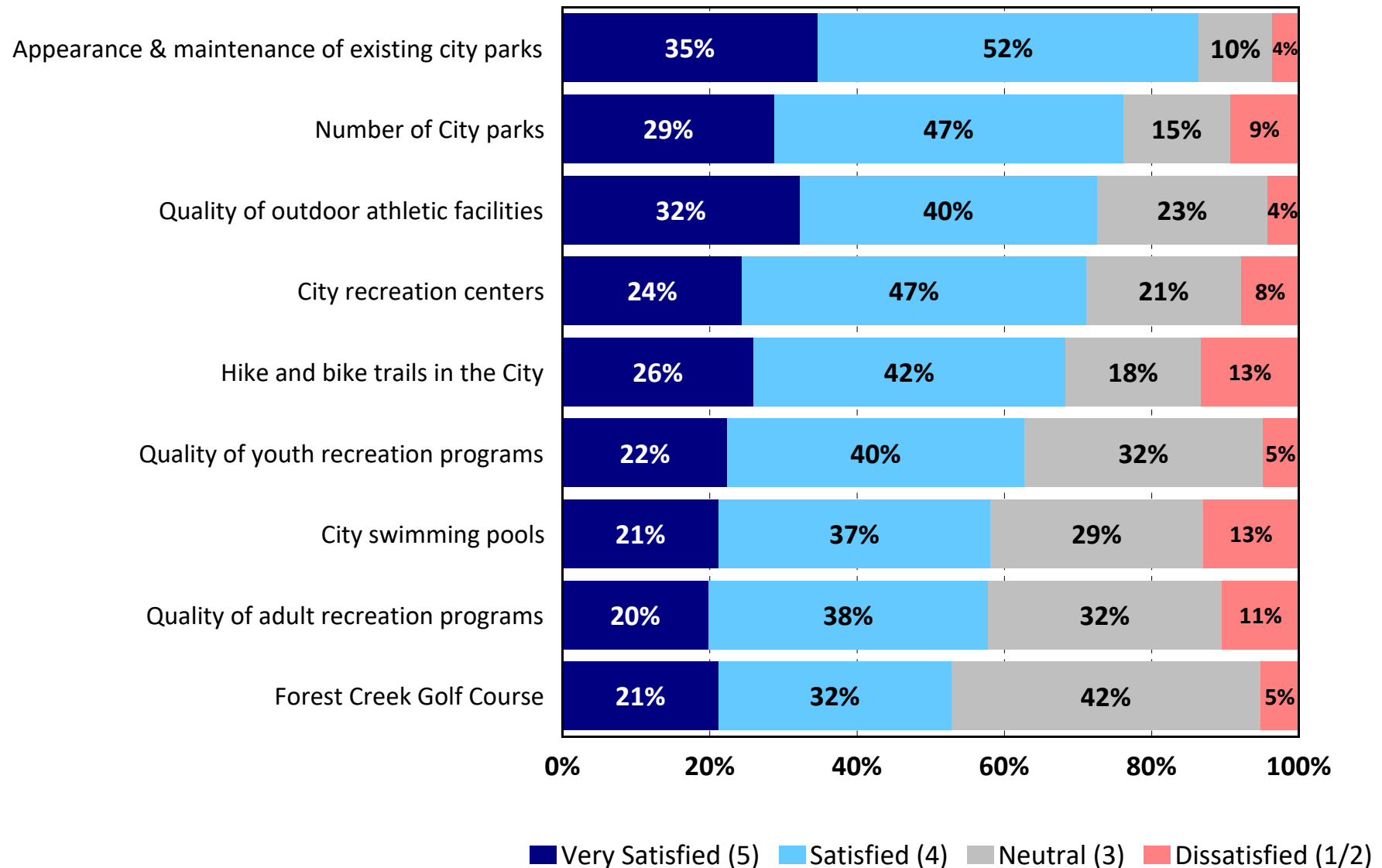
Q4. How Safe Do You Feel?

by percentage of respondents (excluding don't knows)



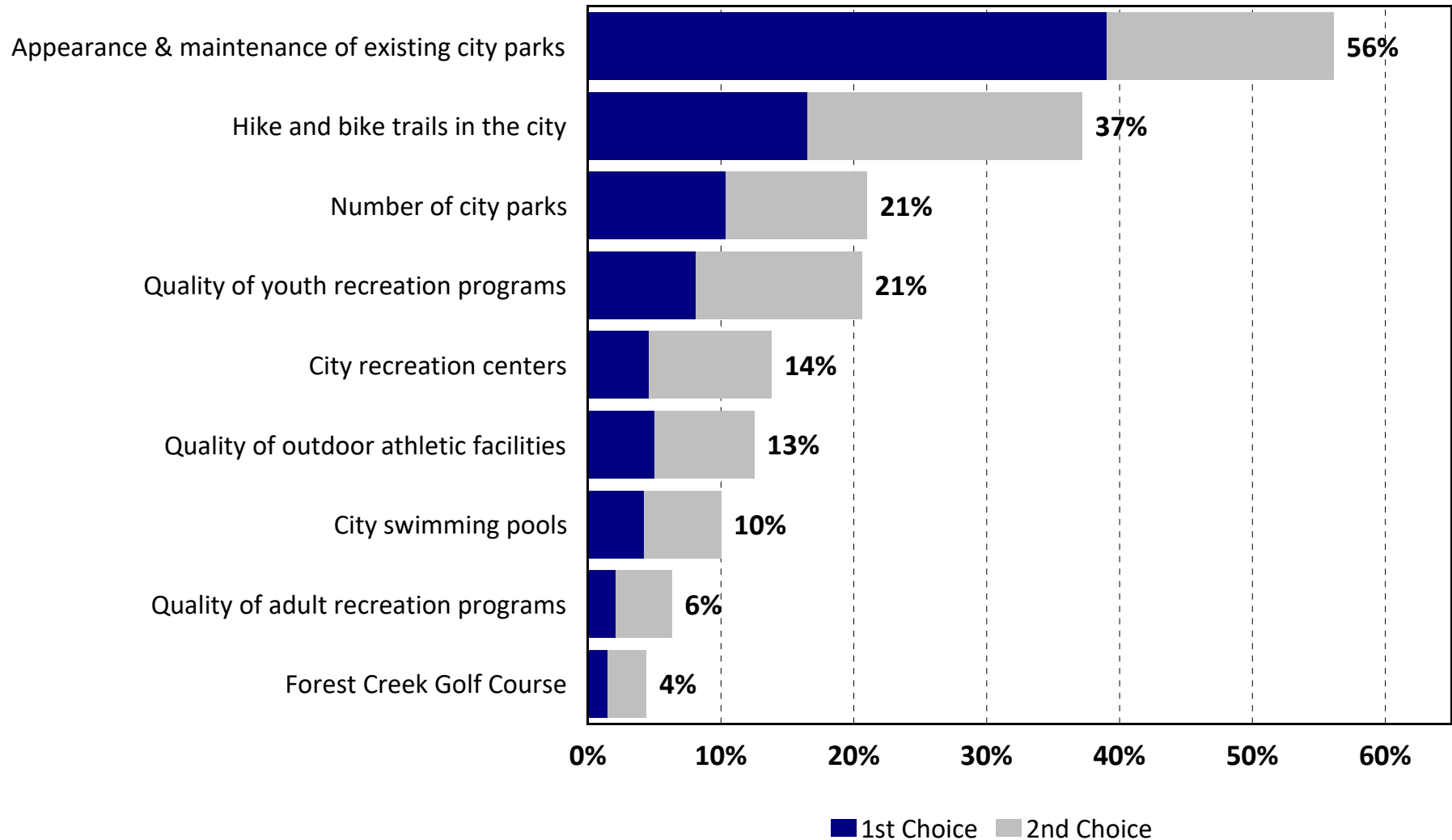
Q5. Satisfaction with Parks and Recreation

by percentage of respondents (excluding don't knows)



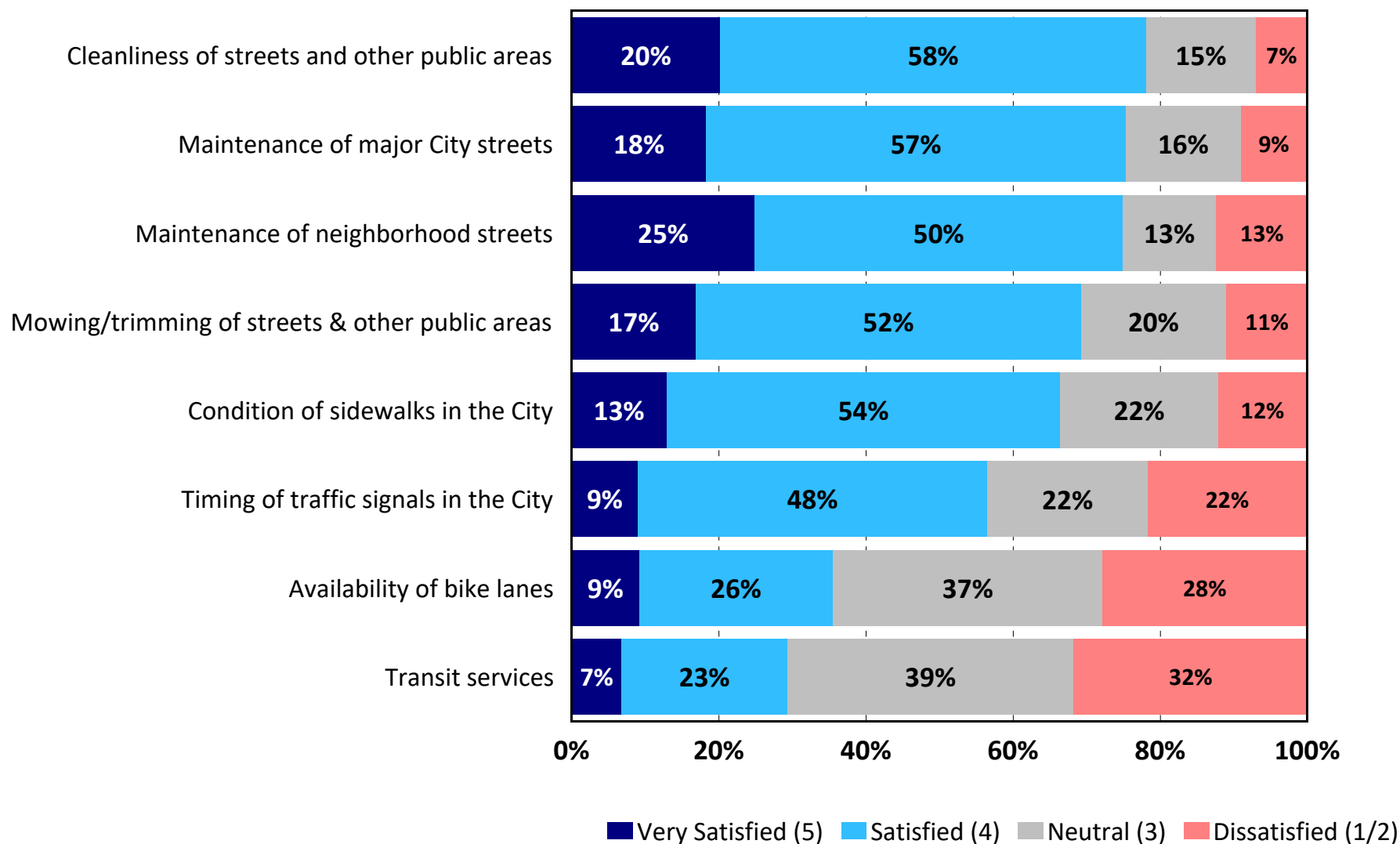
Q6. Parks and Recreation Services That Residents Thought Were Most Important

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



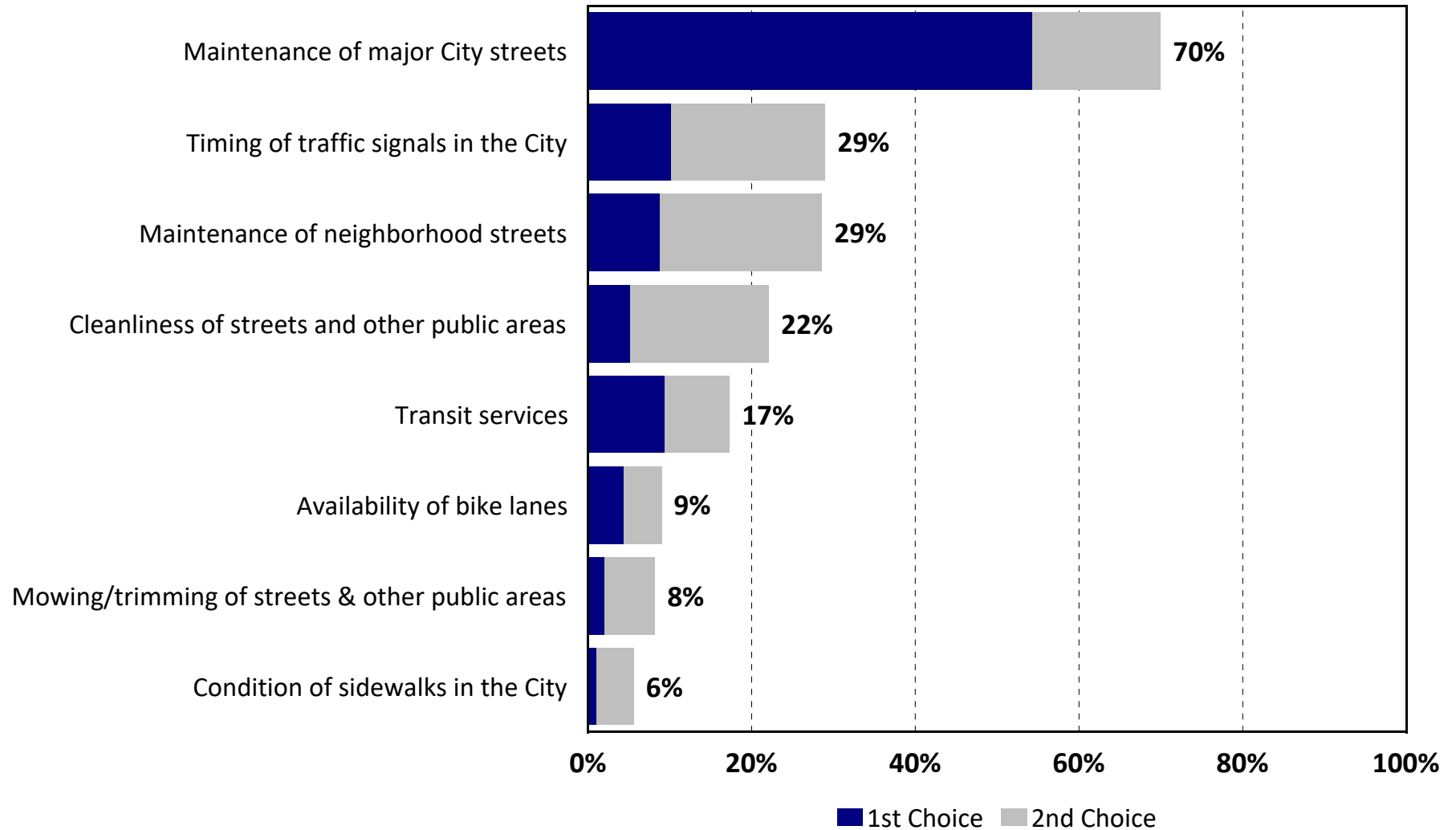
Q7. Satisfaction with Transportation

by percentage of respondents (excluding don't knows)



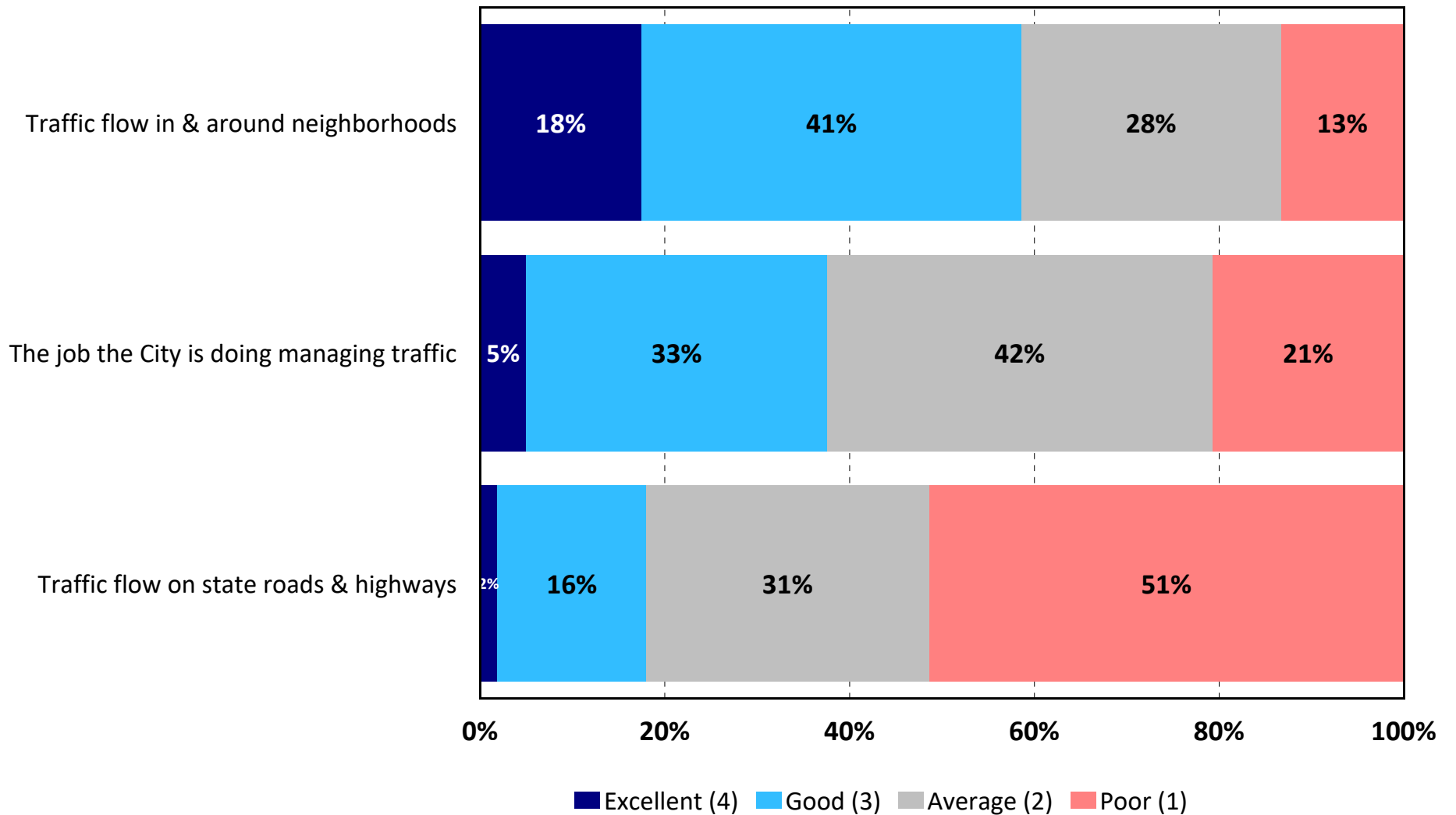
Q8. Transportation Services That Residents Thought Were Most Important

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



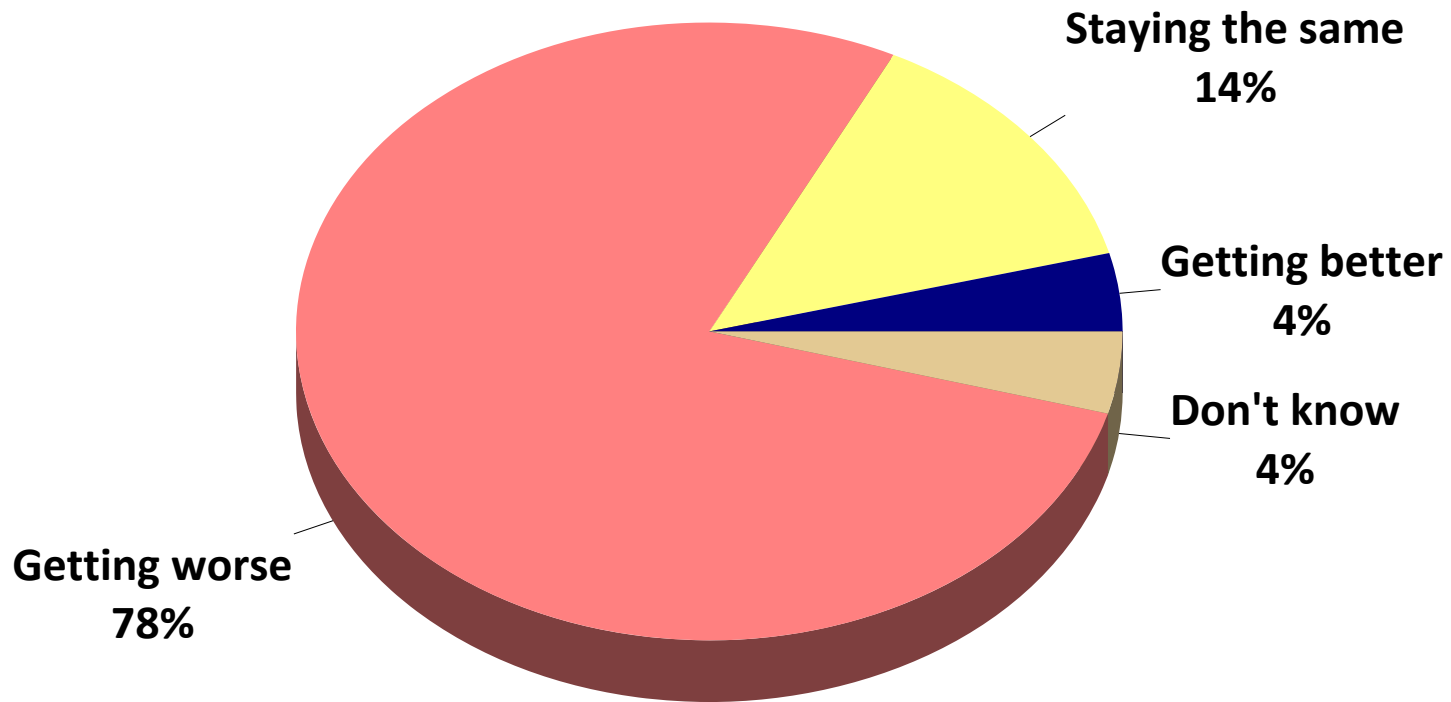
Q9. Ratings of Traffic Issues in the City

by percentage of respondents (excluding don't knows)



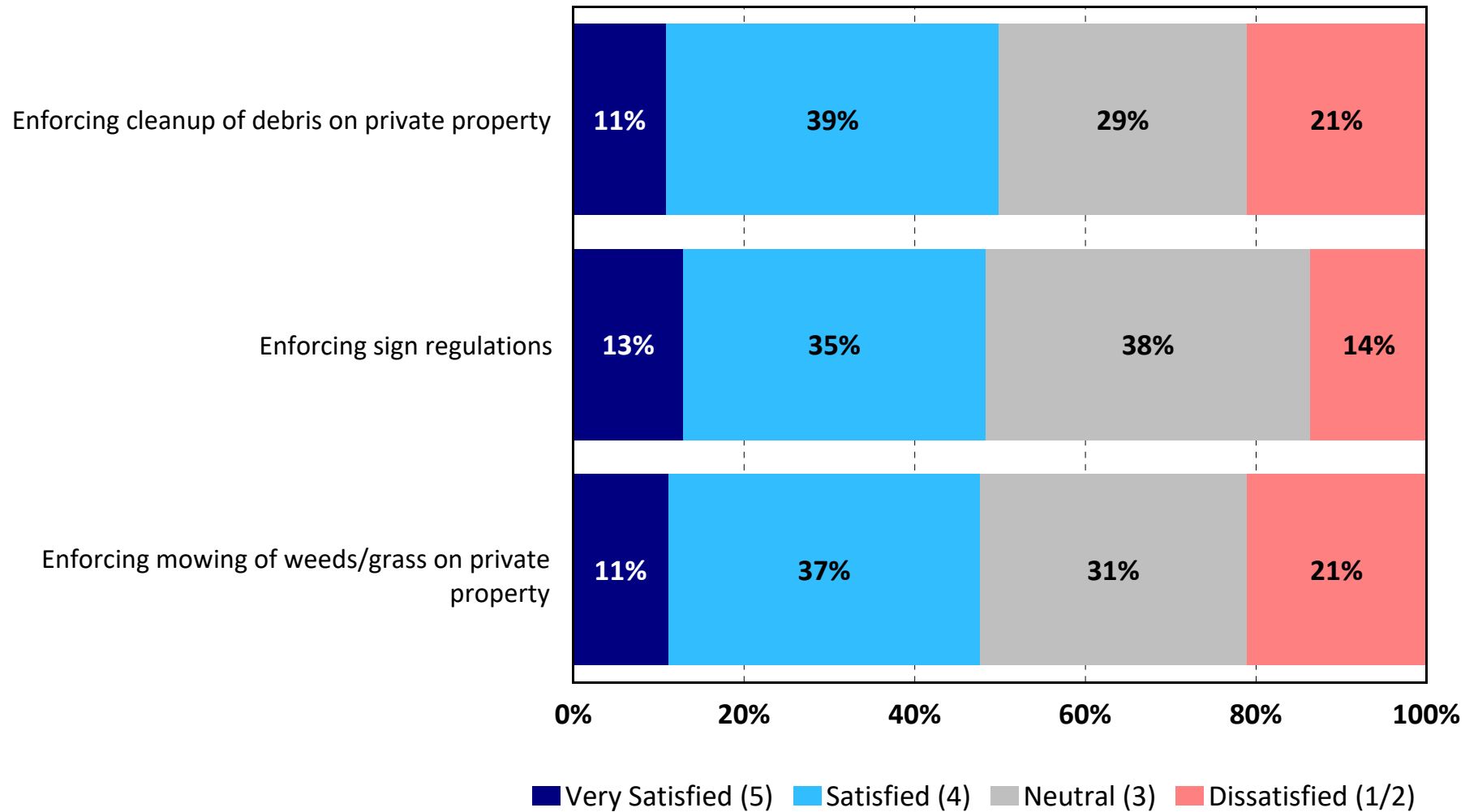
Q10. How Residents Feel Traffic Flow in the City is Changing Compared to Two Years Ago

by percentage of respondents



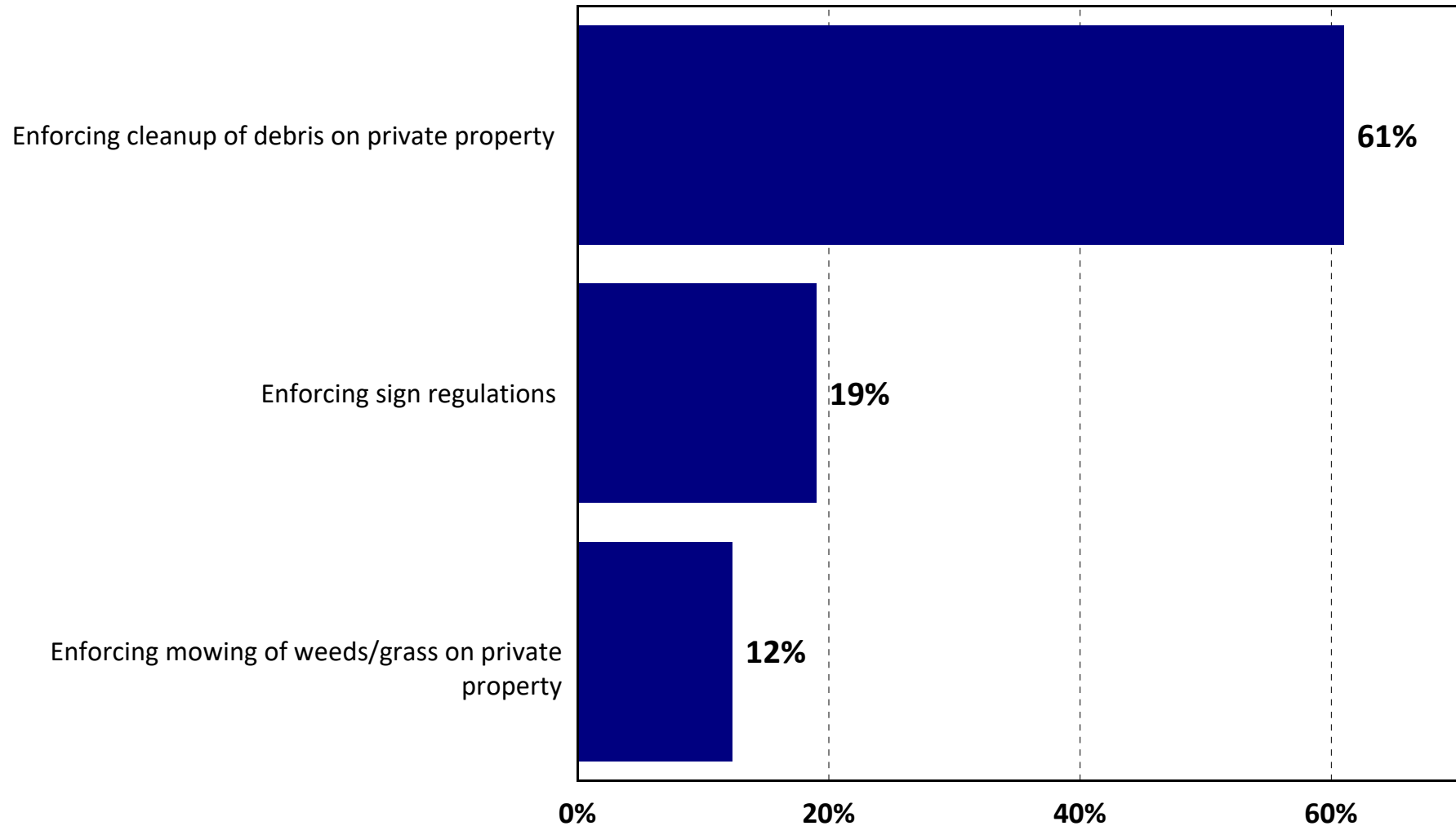
Q11. Satisfaction with Code Enforcement

by percentage of respondents (excluding don't knows)



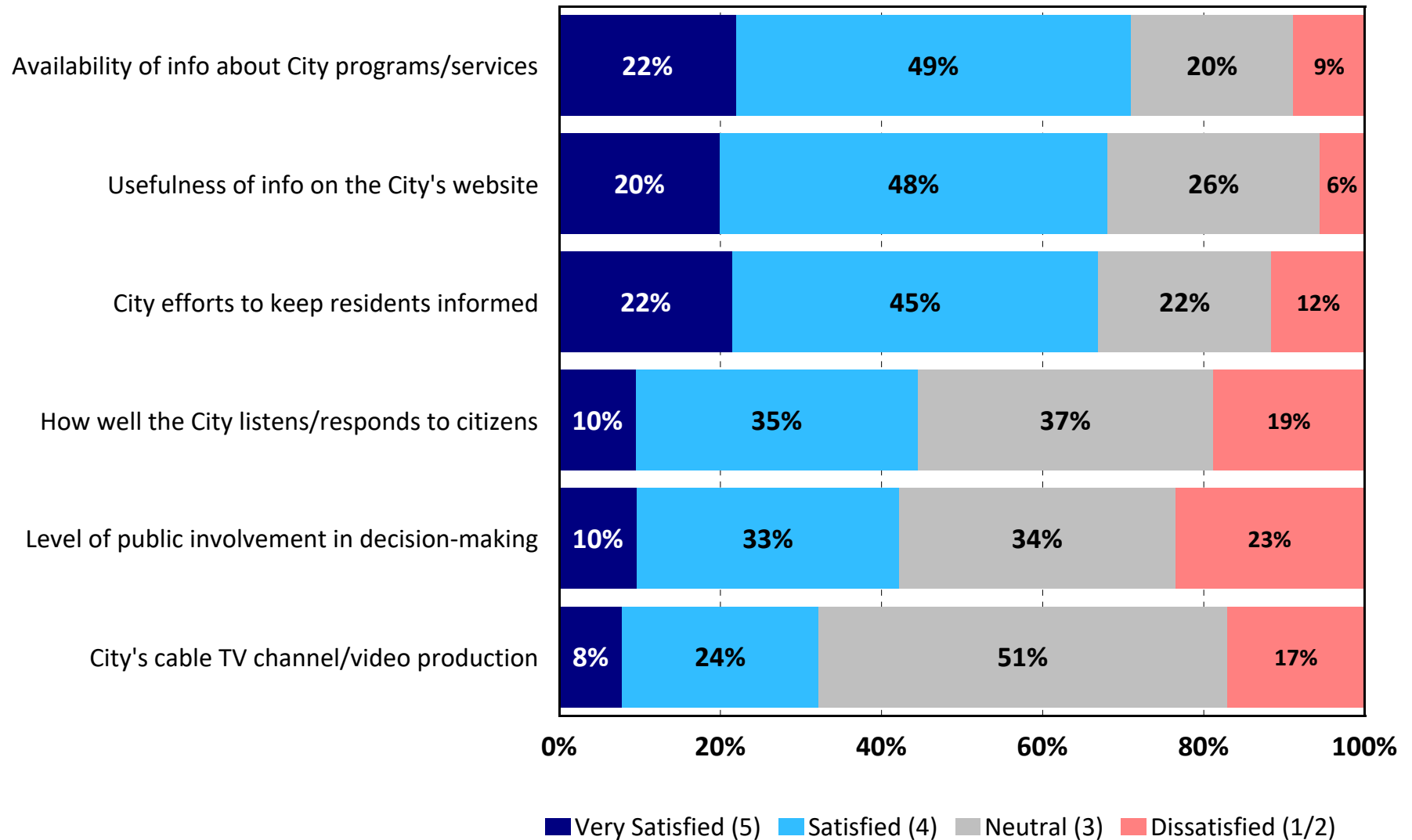
Q12. Code Enforcement Services That Residents Thought Were Most Important for the City to Provide

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



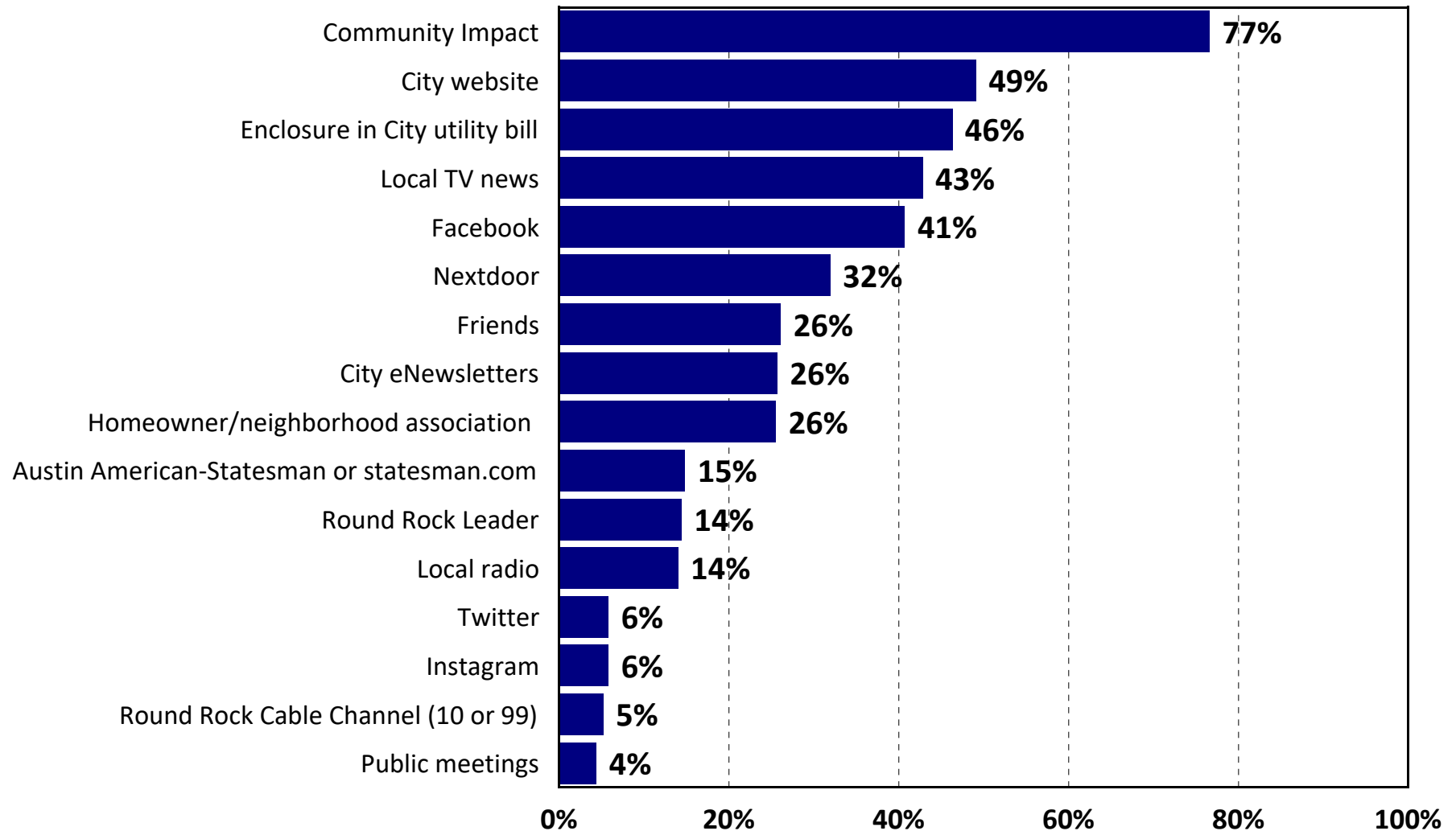
Q13. Satisfaction with Communication

by percentage of respondents (excluding don't knows)



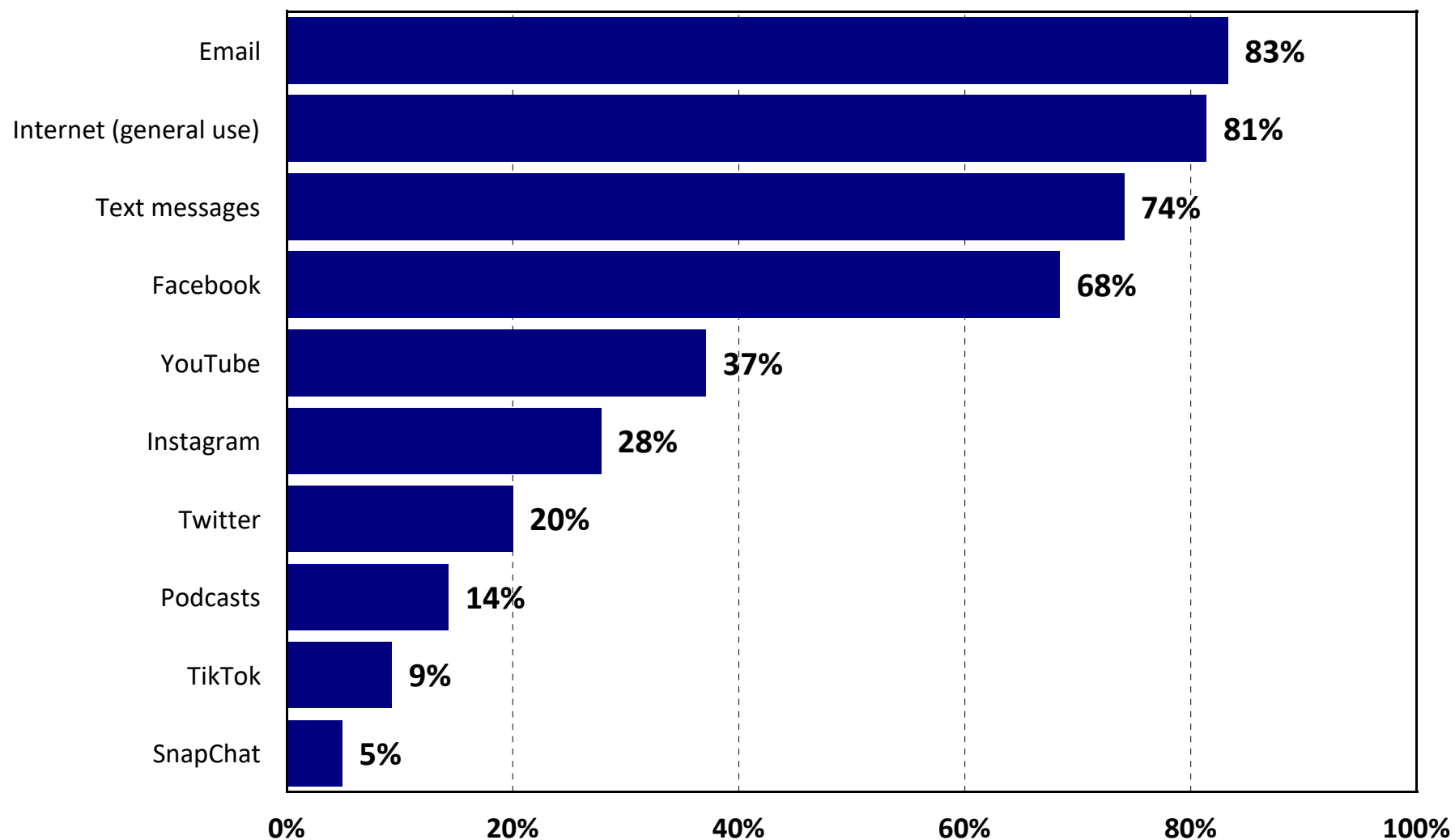
Q14. Sources Where Residents Currently Get Information About the City

by percentage of respondents (multiple selections could be made)



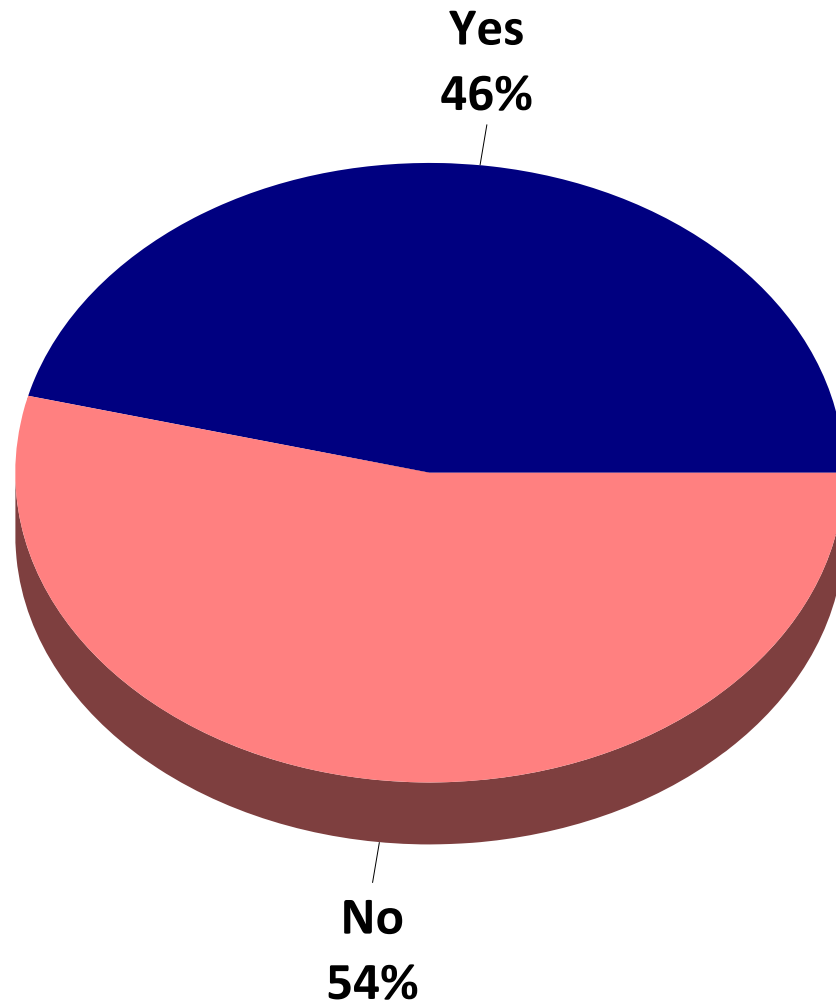
Q15. Electronic Sources of Information That Residents Are Currently Using

by percentage of respondents (excluding "none of the above" - multiple selections could be made)



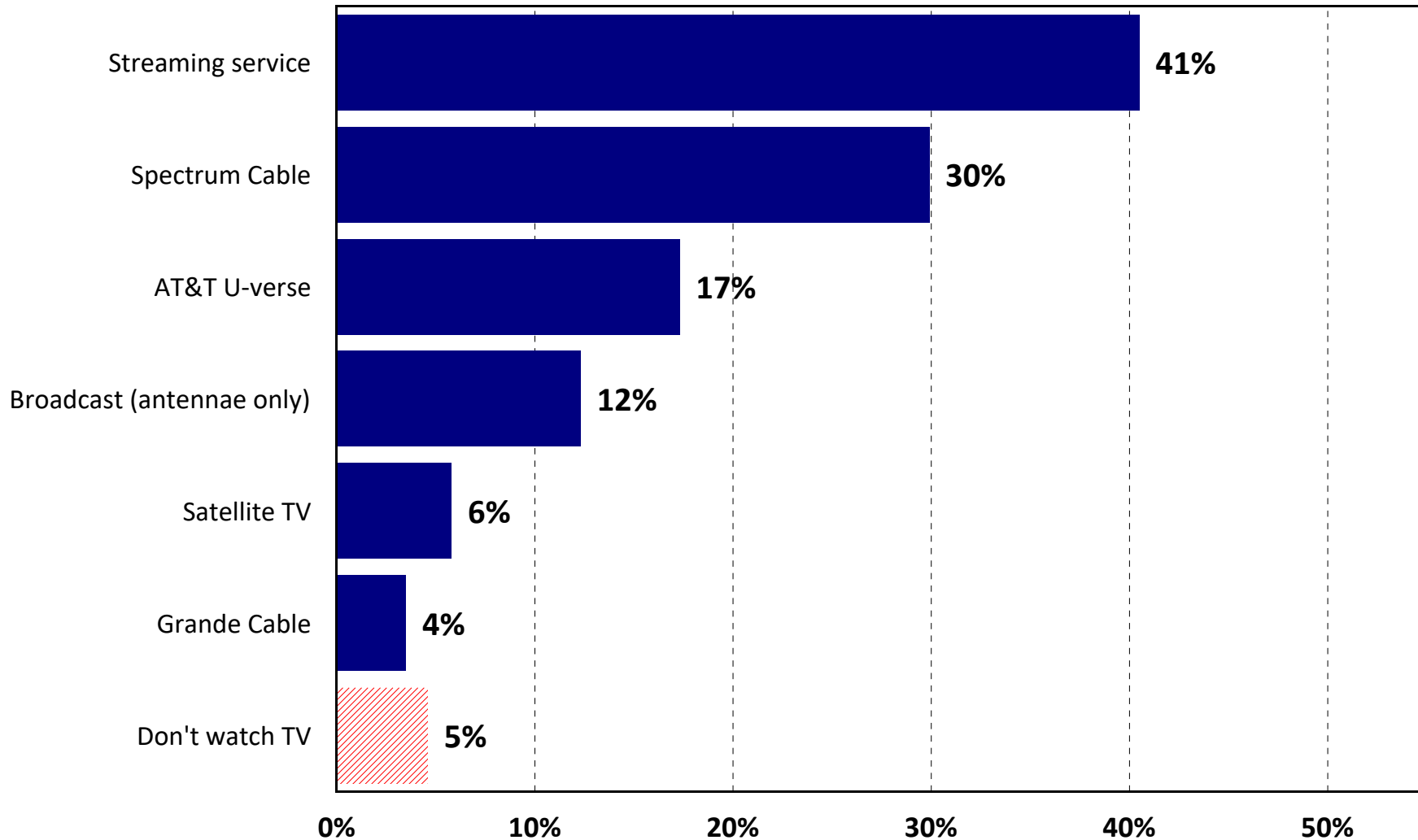
Q15a. Do you follow any of the City's accounts on social media outlets?

by percentage of respondents



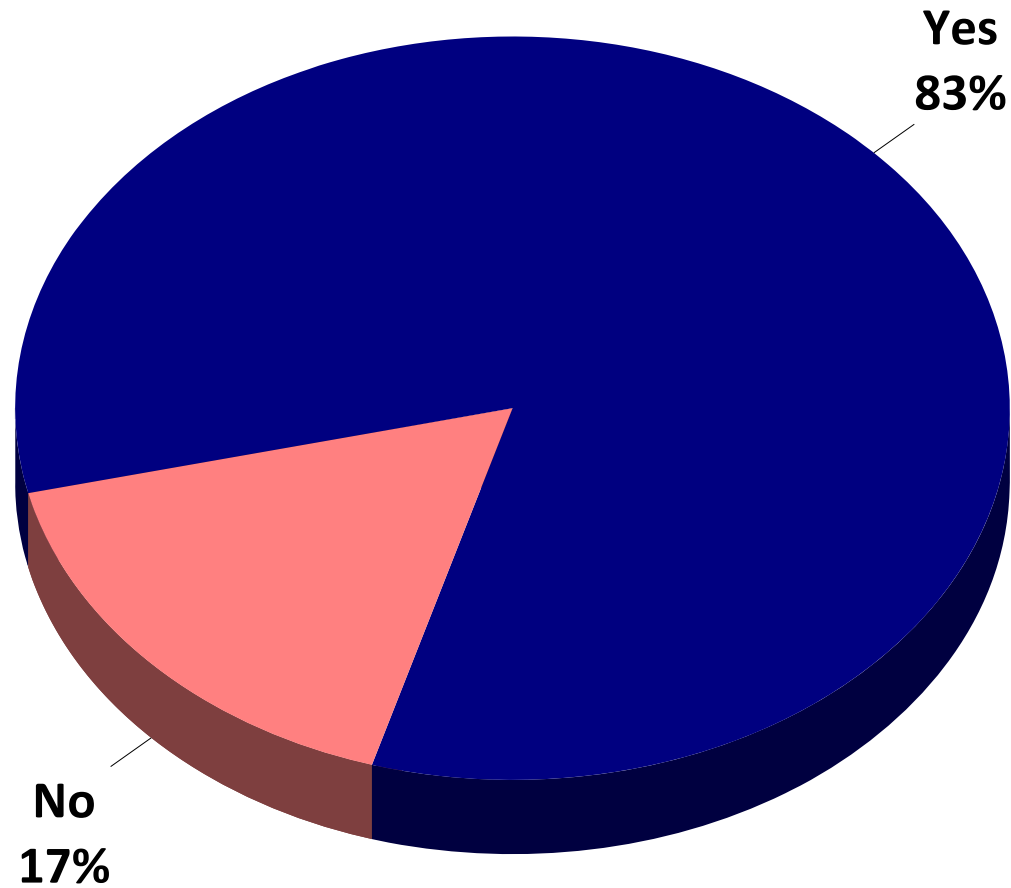
Q16. Do you currently have any of the following television services?

by percentage of respondent who answered "yes"



Q17. Do you know when your household's designated watering days are?

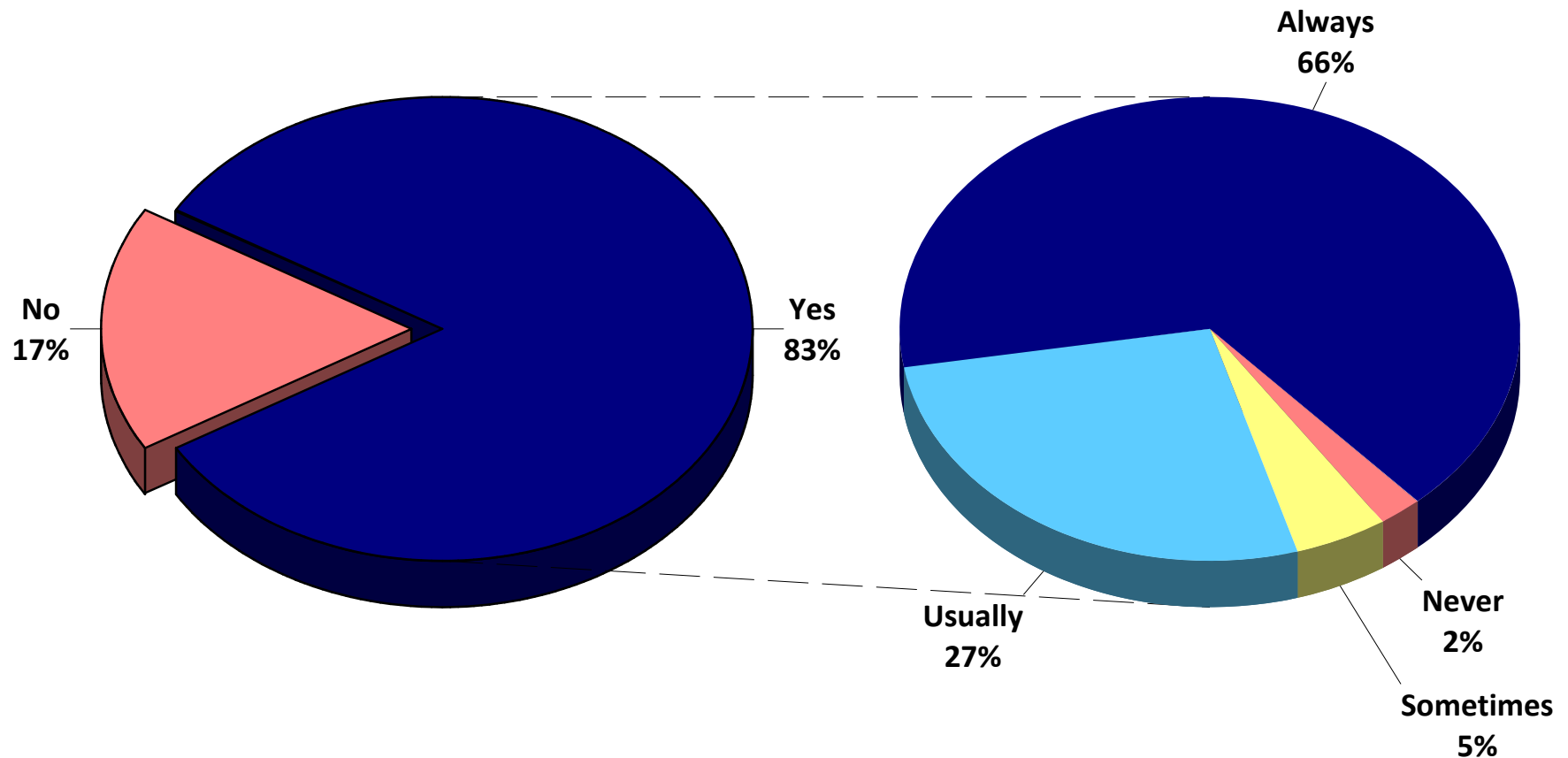
by percentage of respondents



Q17. Do you know when your household's designated watering days are?

by percentage of respondents

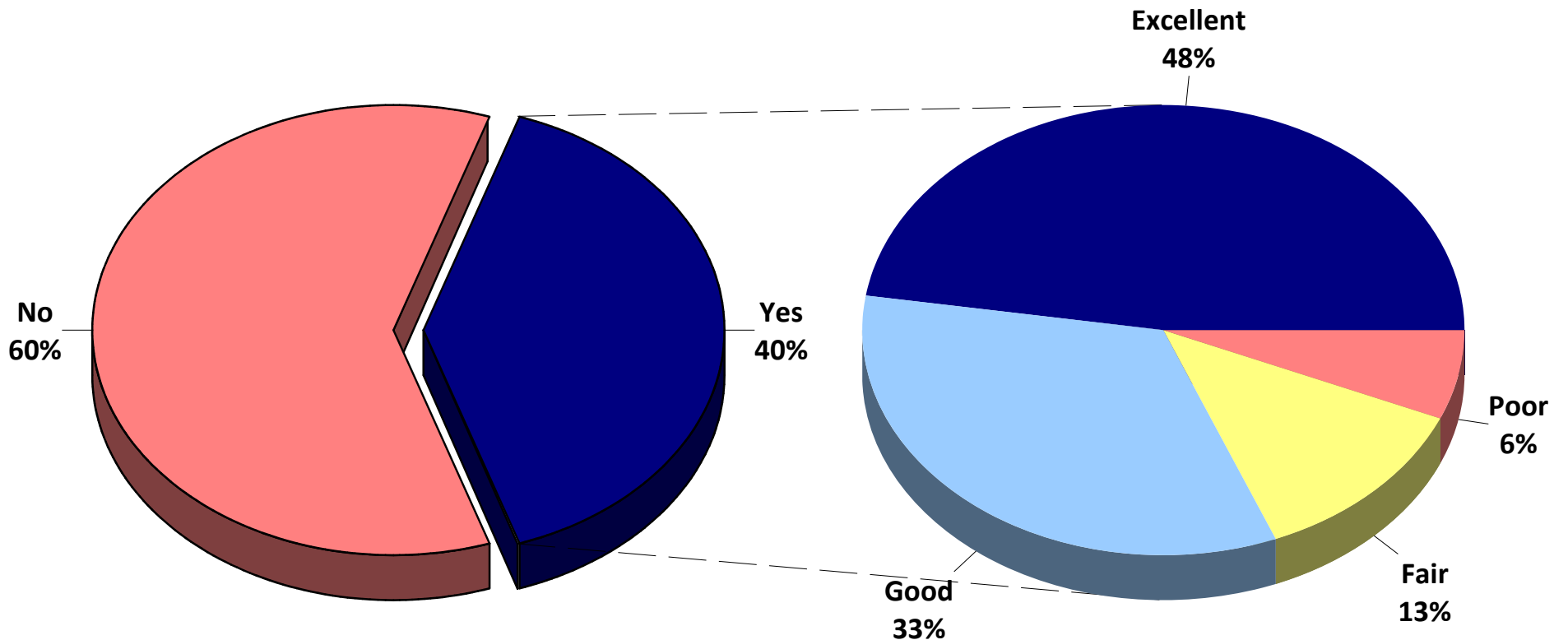
Q17a. If yes, which of the following best describes how often you have been following the watering schedule for your household?



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

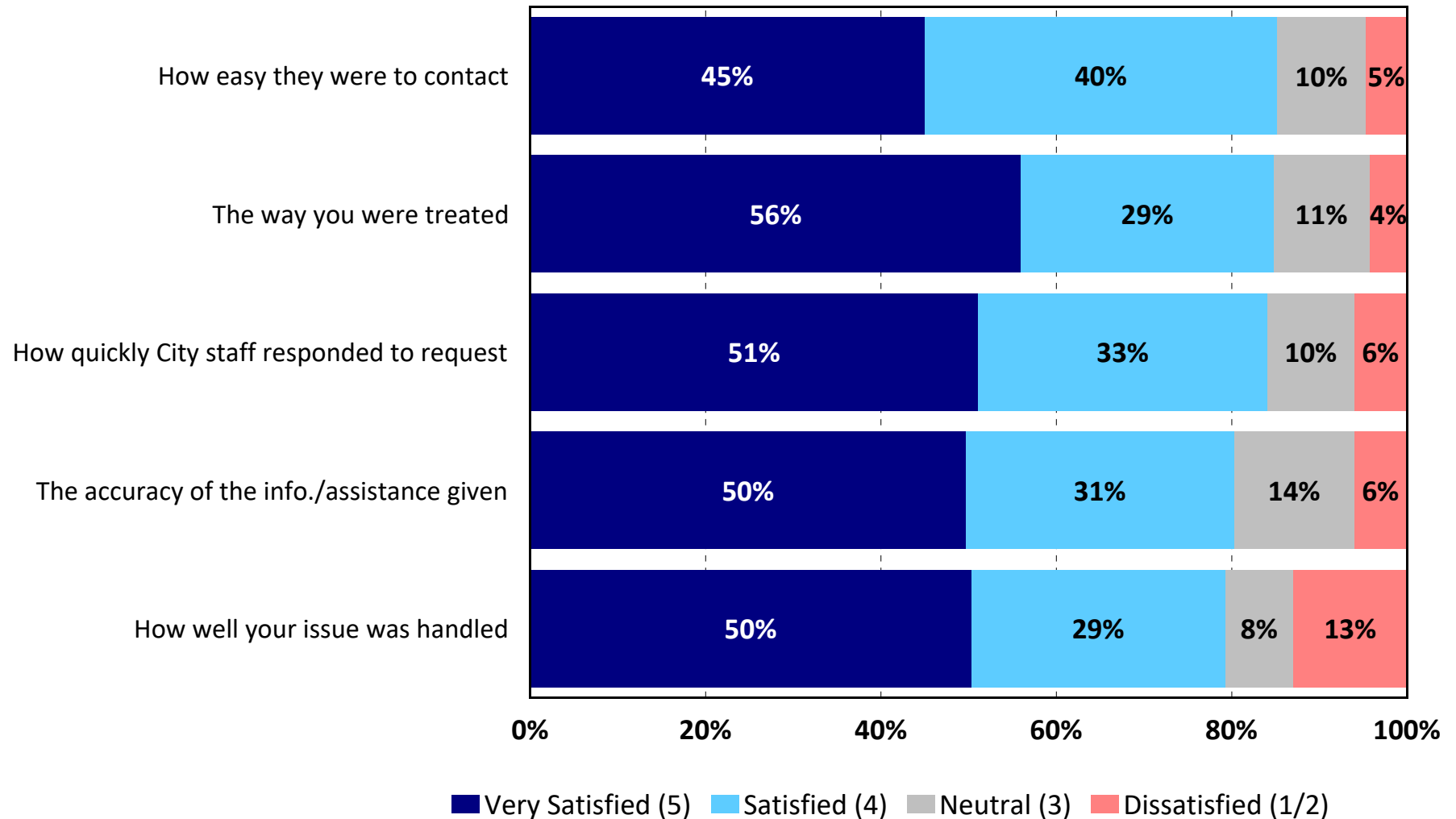
by percentage of respondents

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



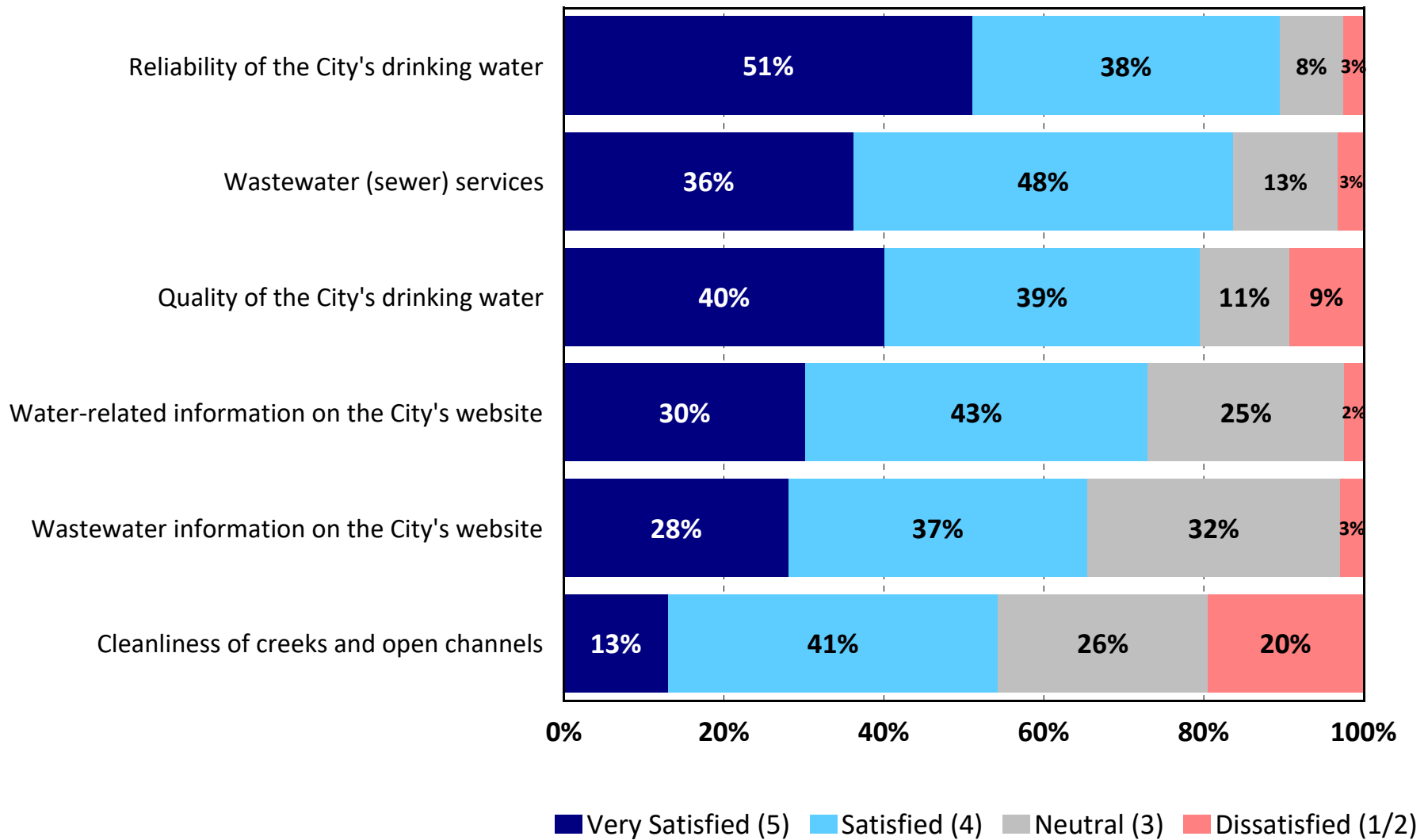
Q18b. Satisfaction with Customer Service Received from City Employees

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



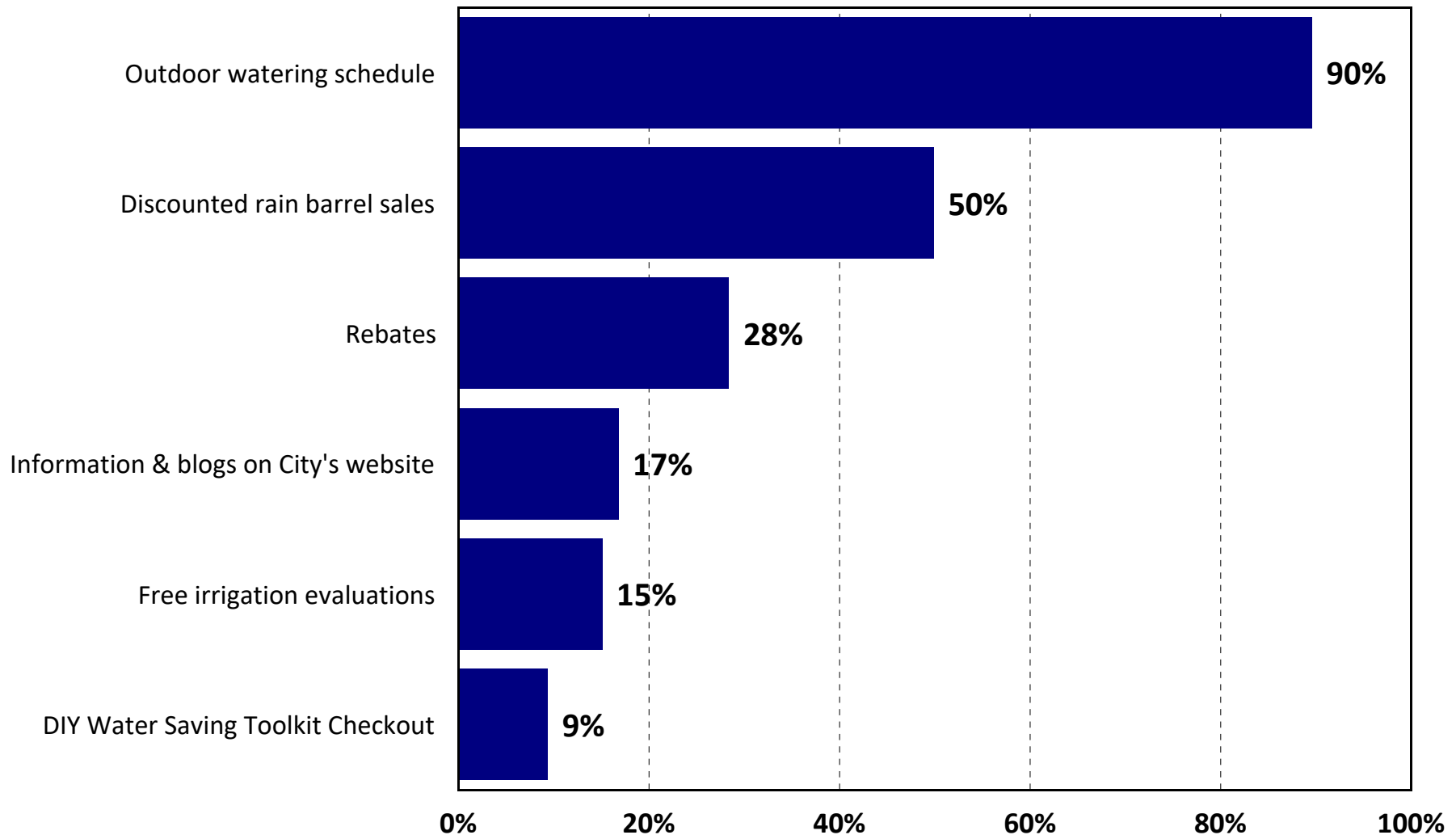
Q19. Satisfaction with Water/Wastewater Services

by percentage of respondents (excluding don't knows)



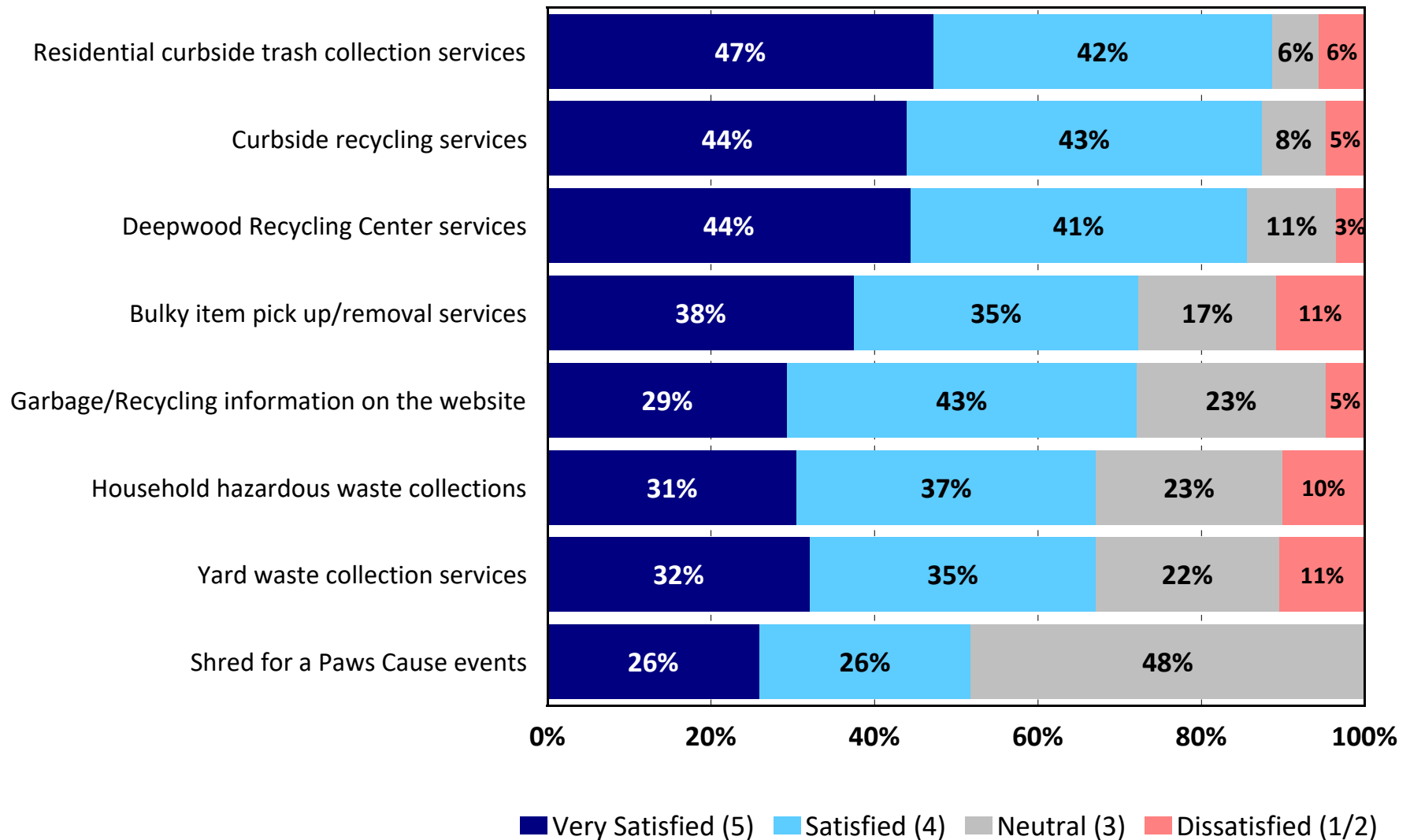
Q20. What City of Round Rock water conservation programs/resources are you familiar with?

by percentage of respondents (excluding "none of the above" - multiple selections could be made)



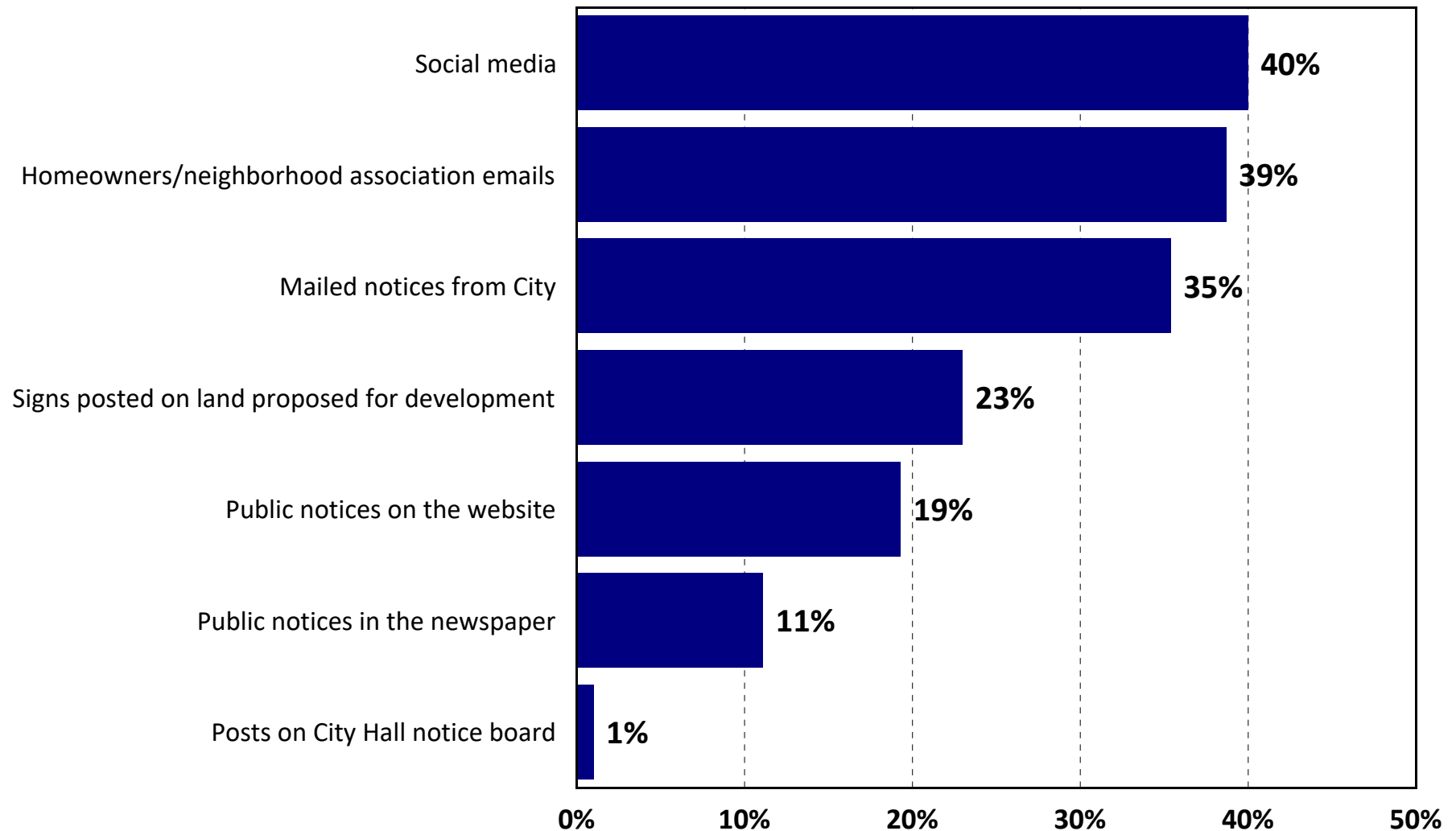
Q21. Satisfaction with Garbage and Recycling Services

by percentage of respondents (excluding don't knows)



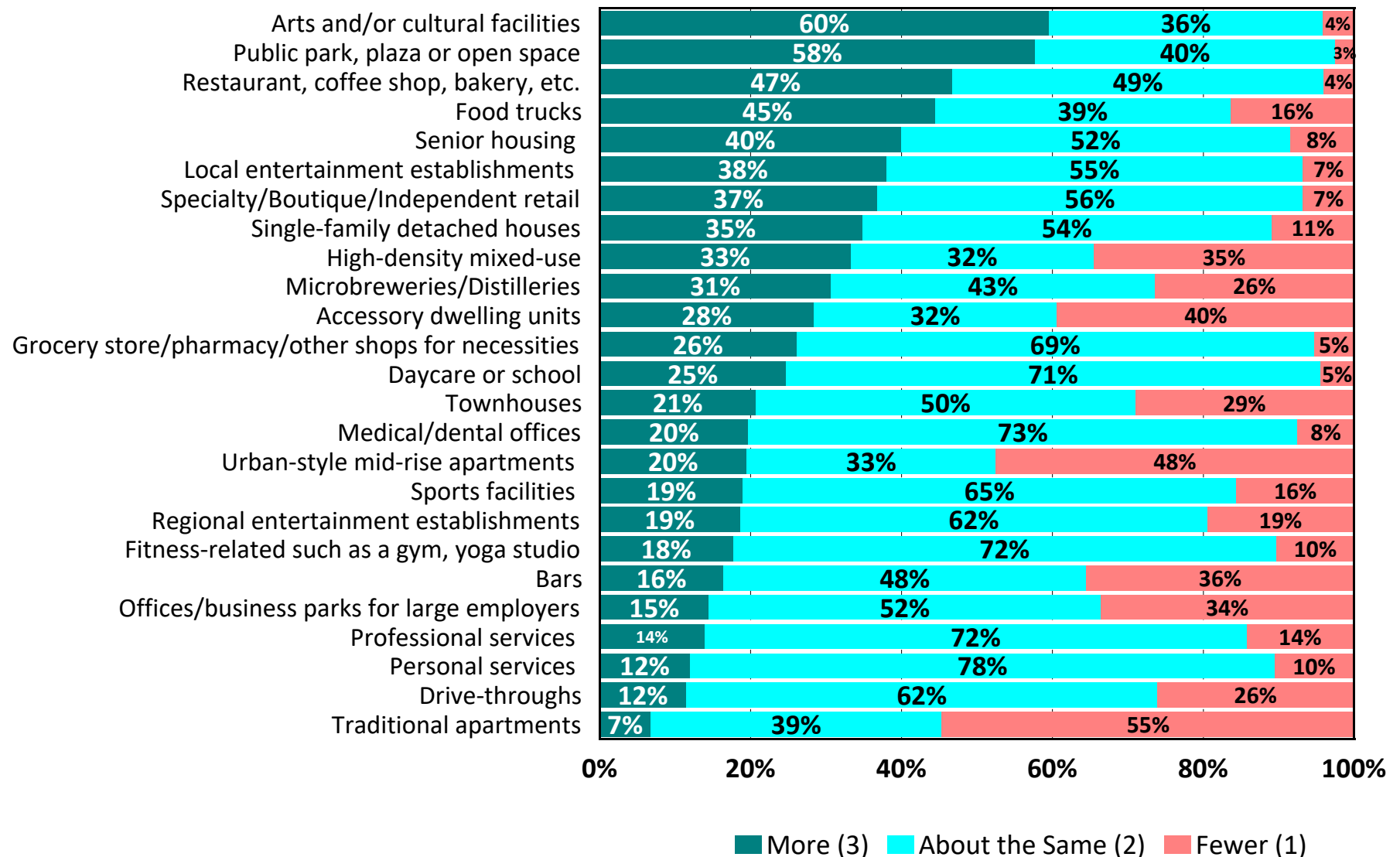
Q22. How Residents Have Heard About Public Hearing Dates on Planning and Land Use Issues

by percentage of respondents (excluding "none of the above" - multiple selections could be made)



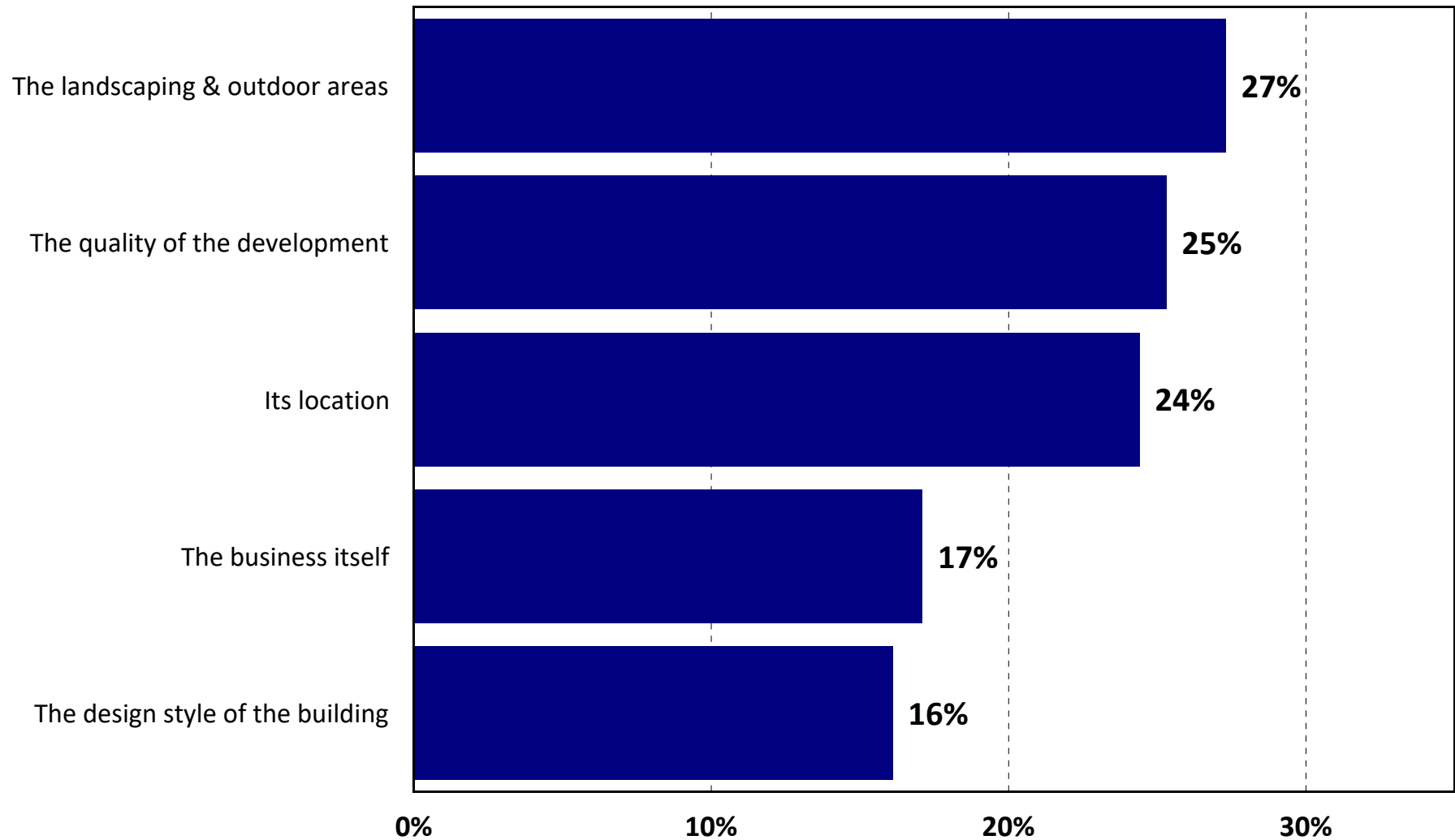
Q23. Should there be more, about the same, or fewer of the following types of places in Round Rock?

by percentage of respondents (excluding don't knows)



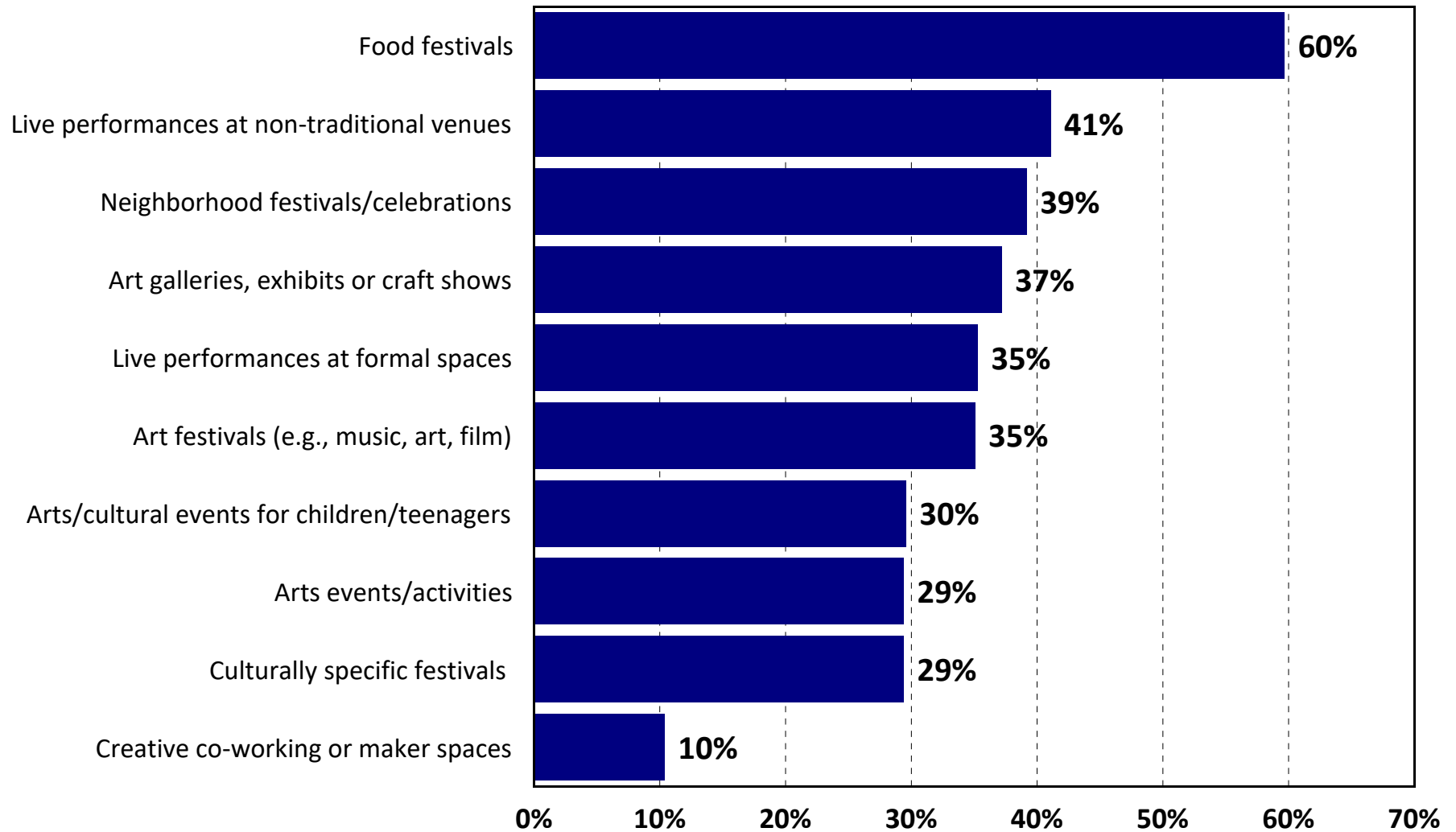
Q24a. Reasons for Response to Question 24

by percentage of respondents (multiple selections could be made)



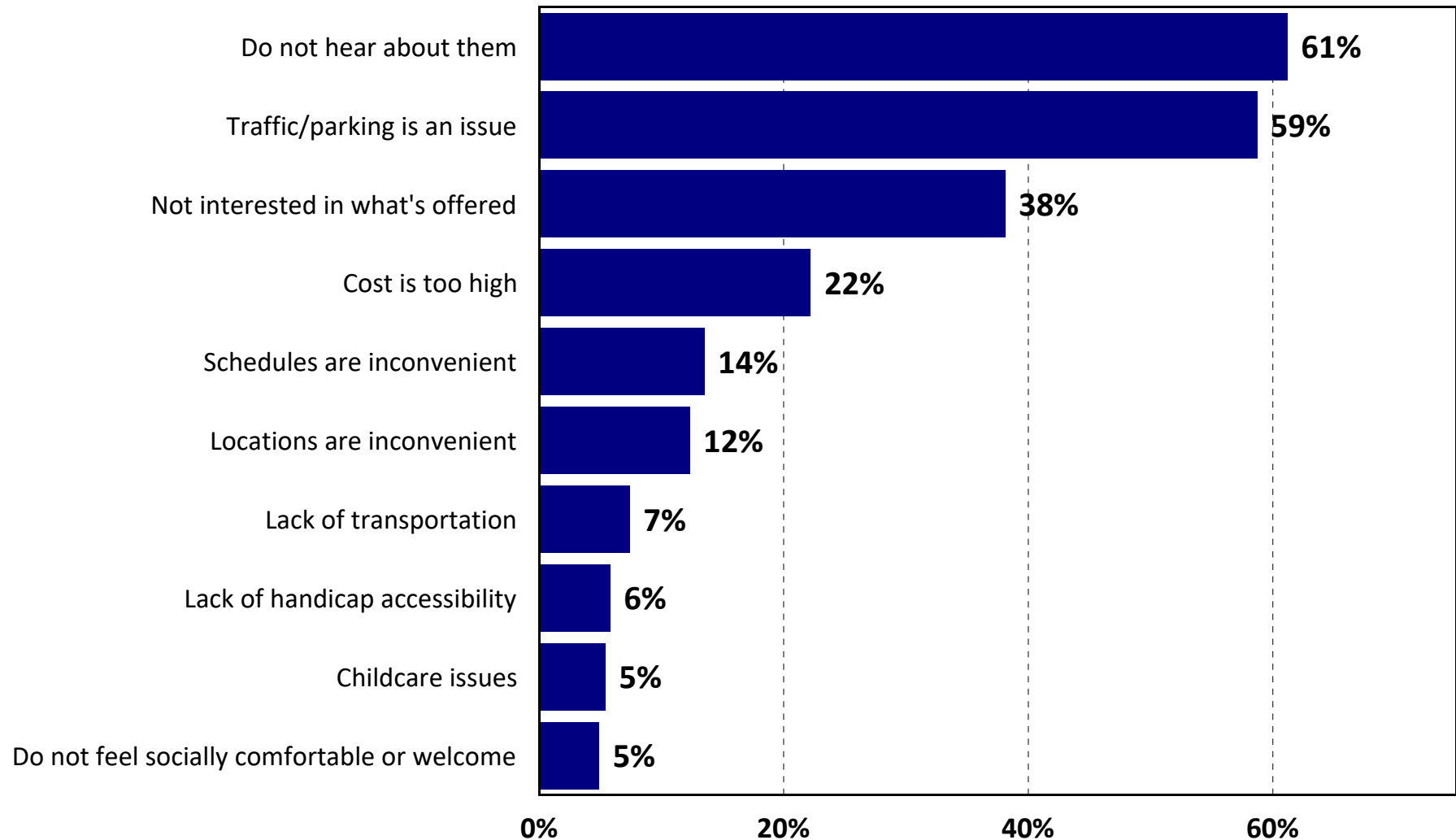
Q26. Types of Arts and Cultural Activities That Round Rock Needs More of

by percentage of respondents (up to five selections could be made)



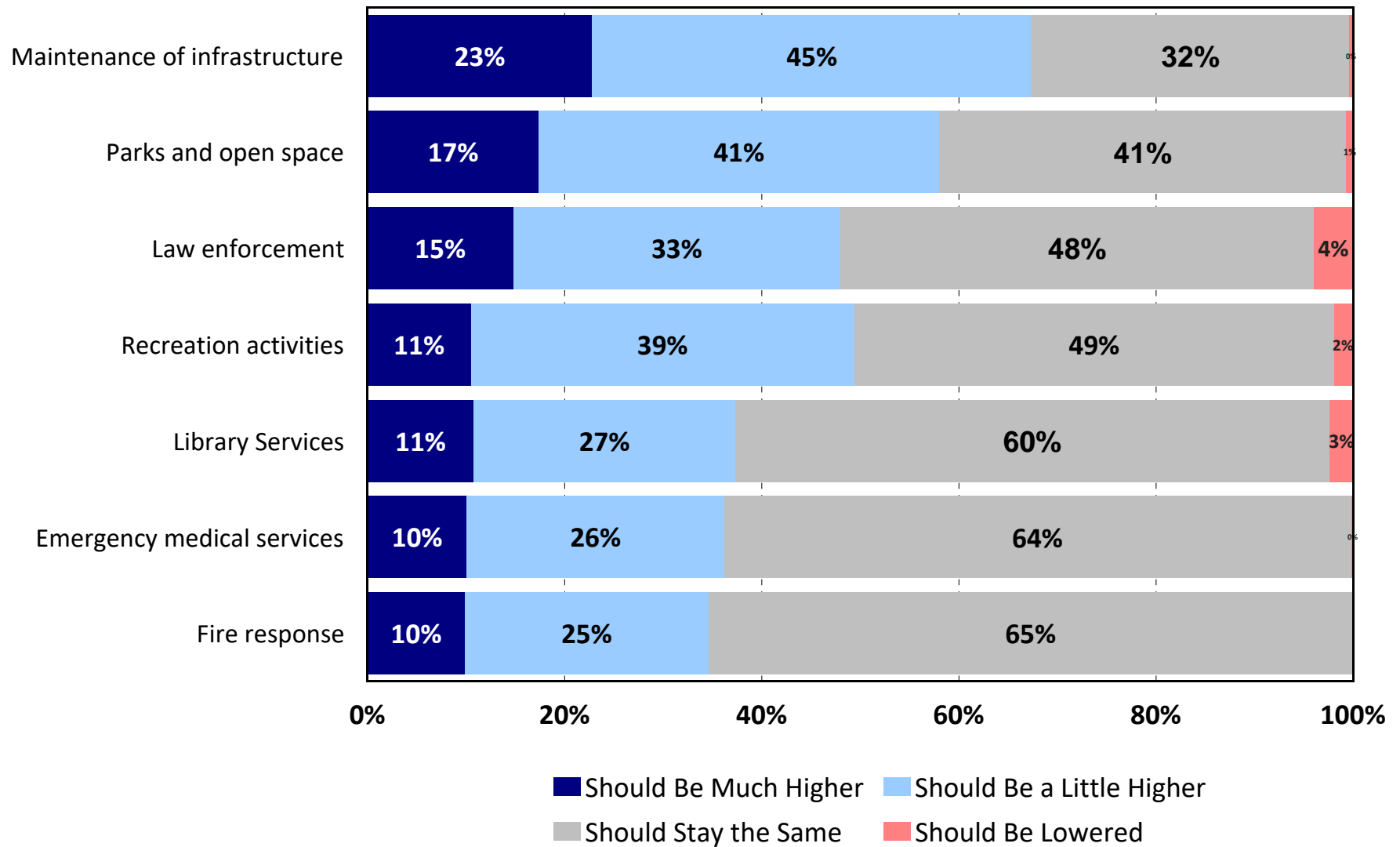
Q27. Barriers That Keep Respondents From Attending or Participating in Arts and Cultural Events or Activities

by percentage of respondents (excluding "not applicable" - multiple selections could be made)



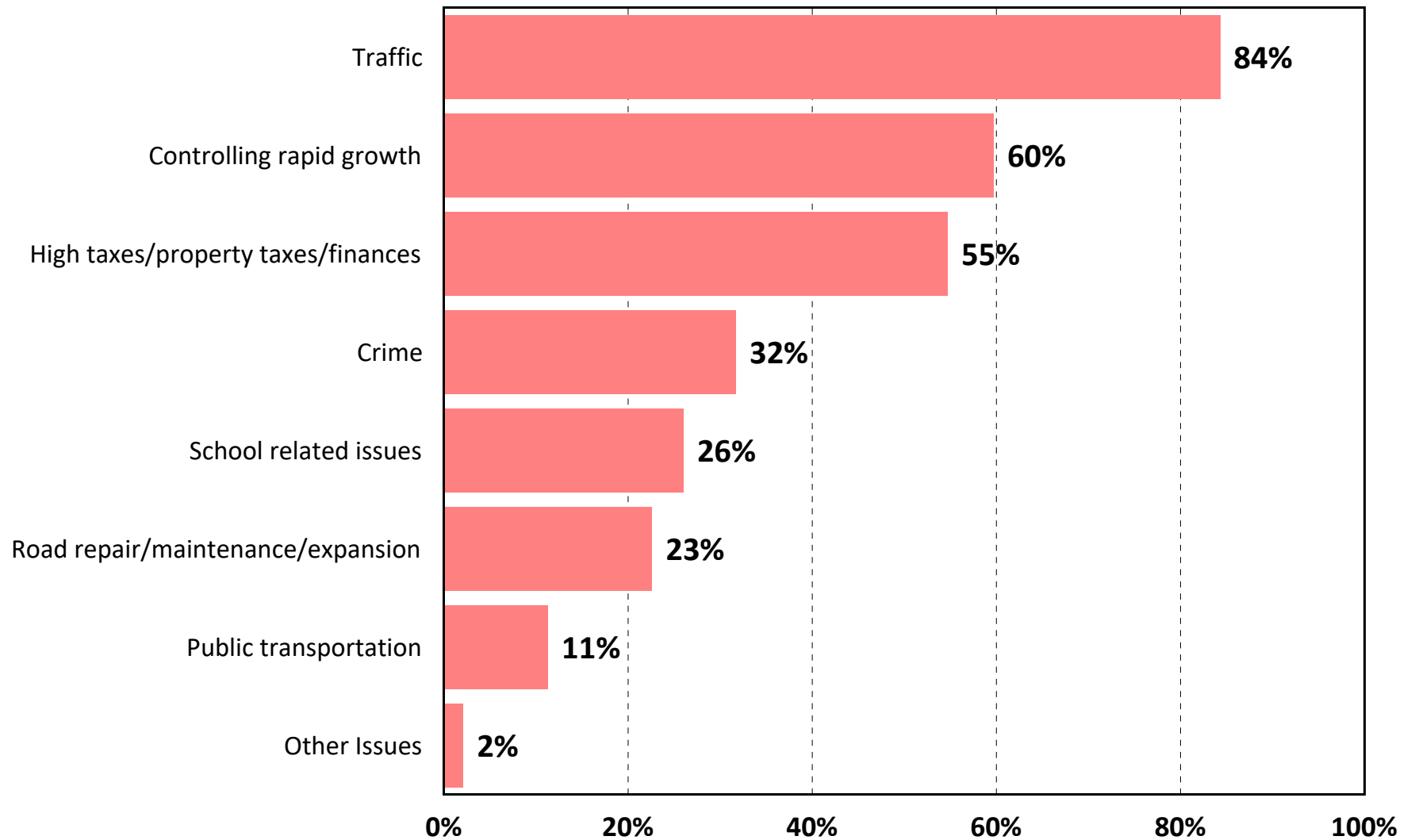
Q28. How should the level of service provided by the City in the following areas change?

by percentage of respondents (excluding don't knows)



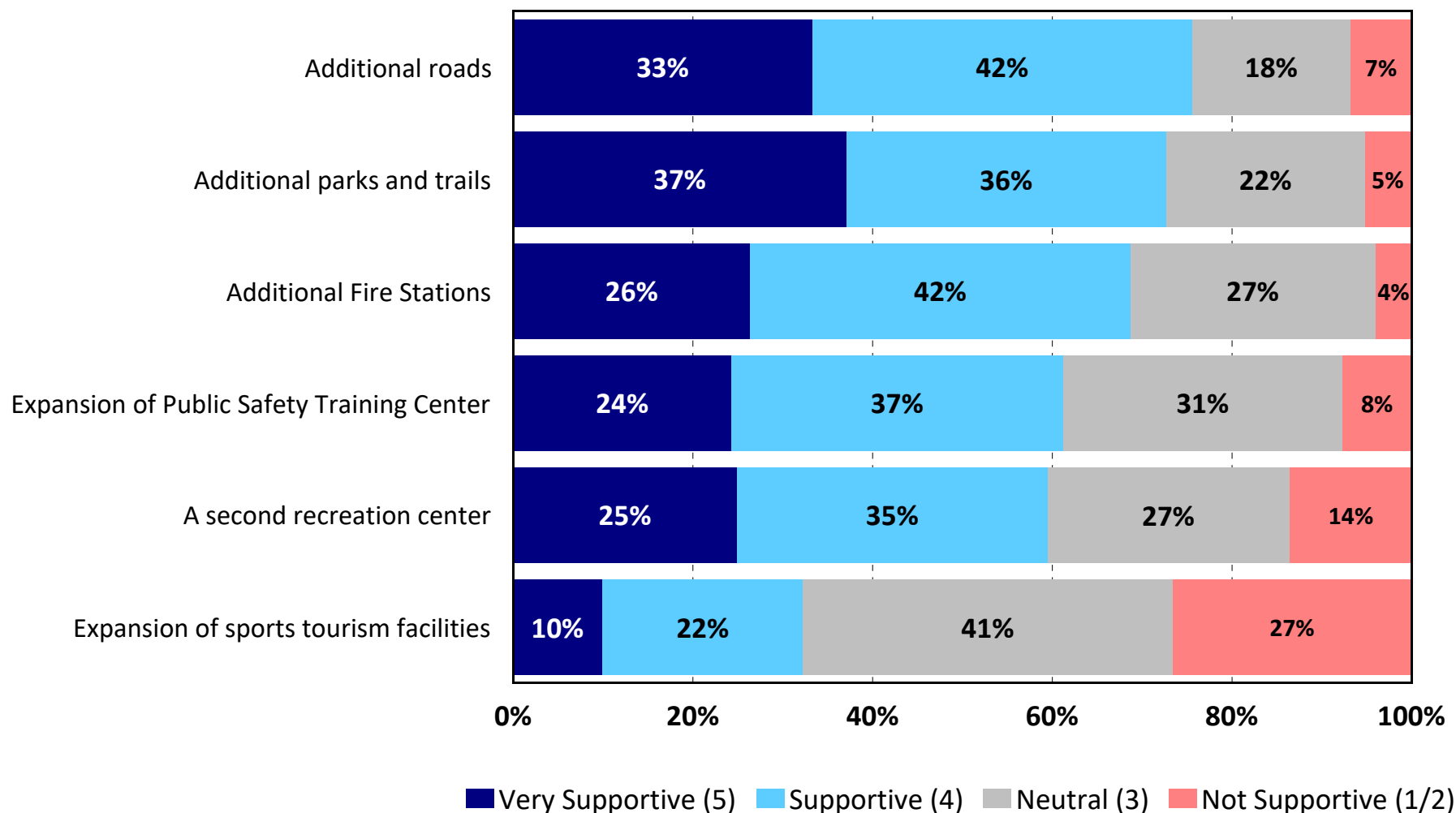
Q29. Three Biggest Issues Facing Round Rock Over the Next Five Years

by percentage of respondents (excluding “don’t know” - up to three selections could be made)



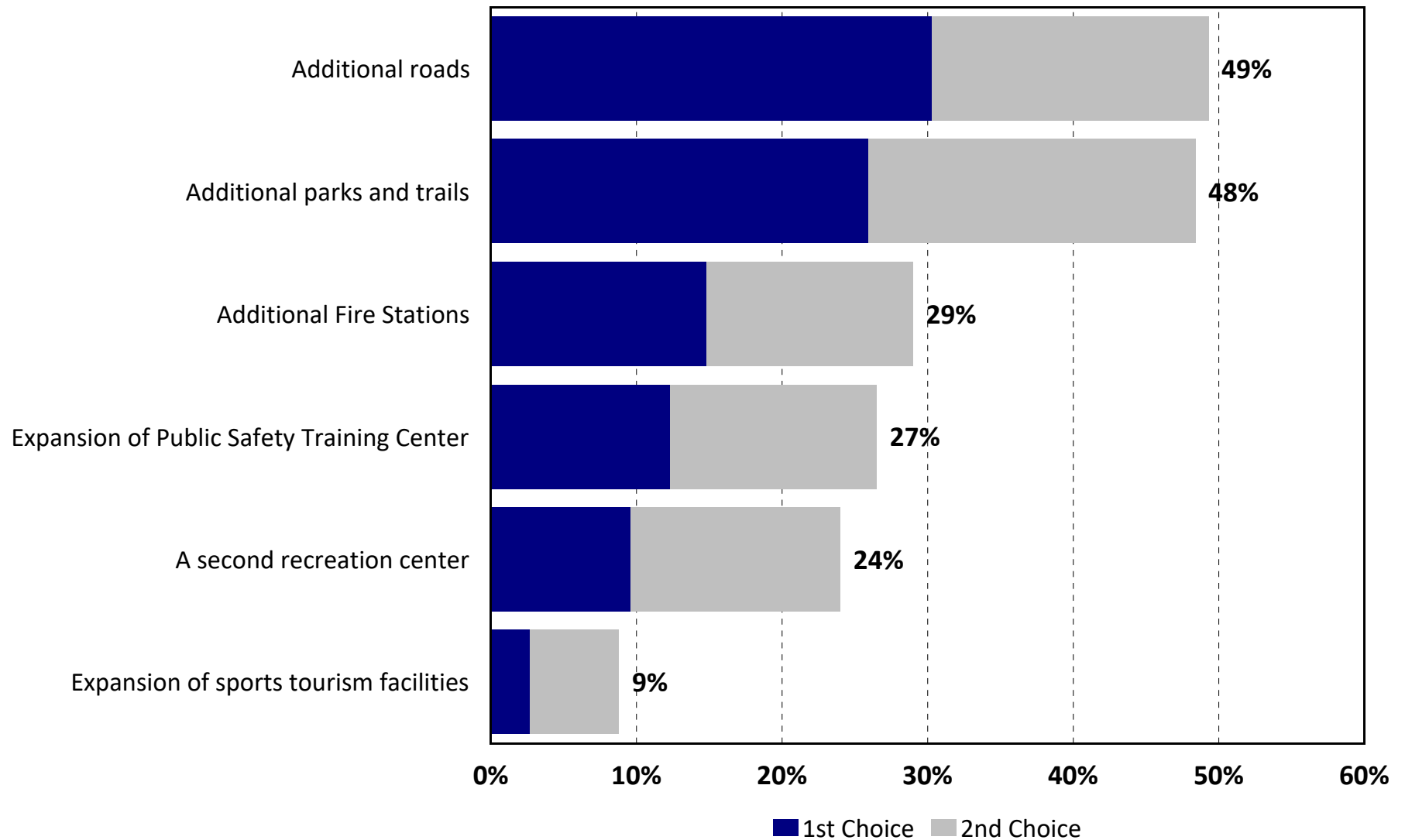
Q30. Support for Potential Actions the City Could Take to Improve the Overall Delivery of City Services

by percentage of respondents (excluding don't knows)



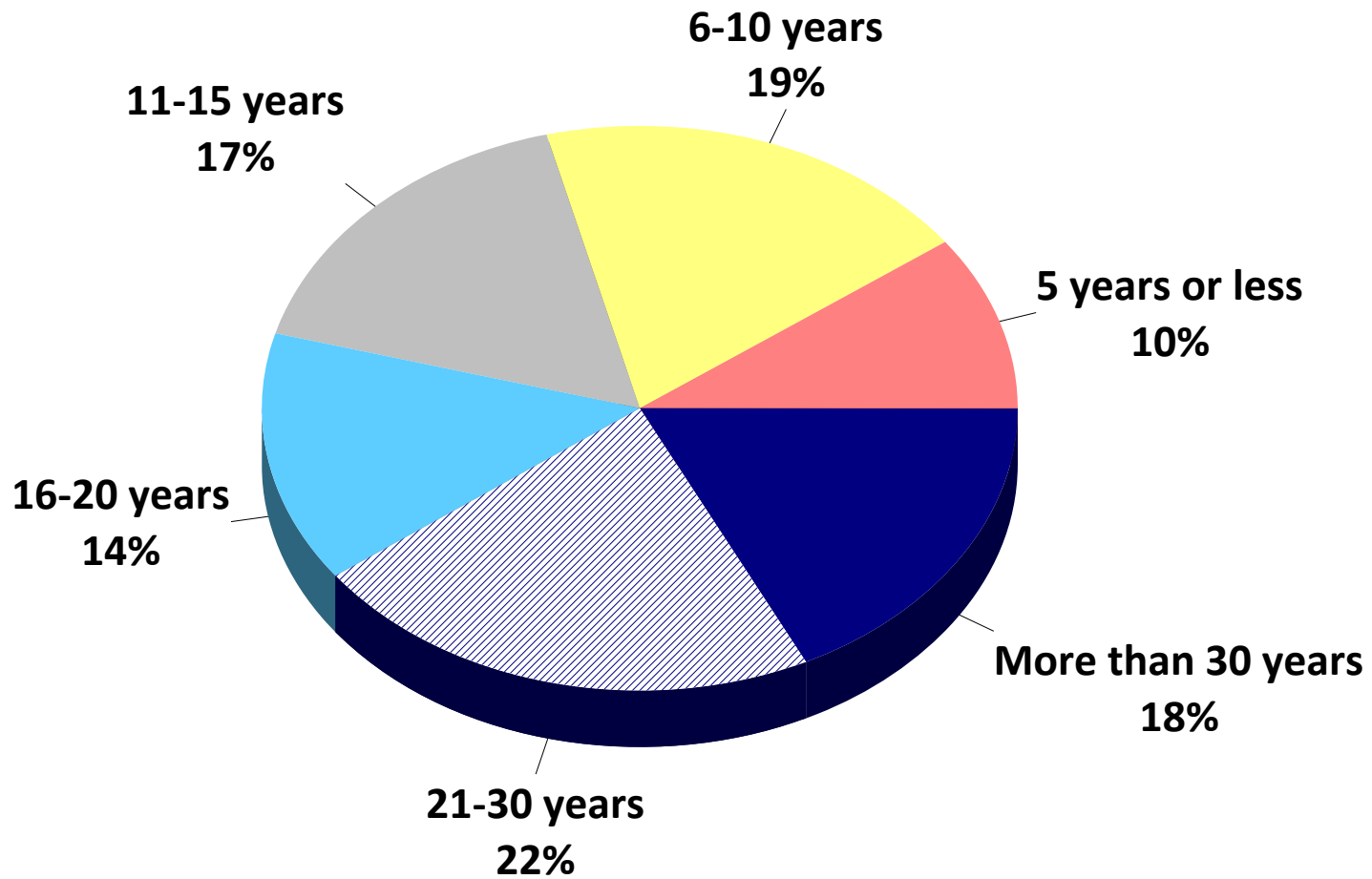
Q31. Potential Projects That Are Most Important to Households

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



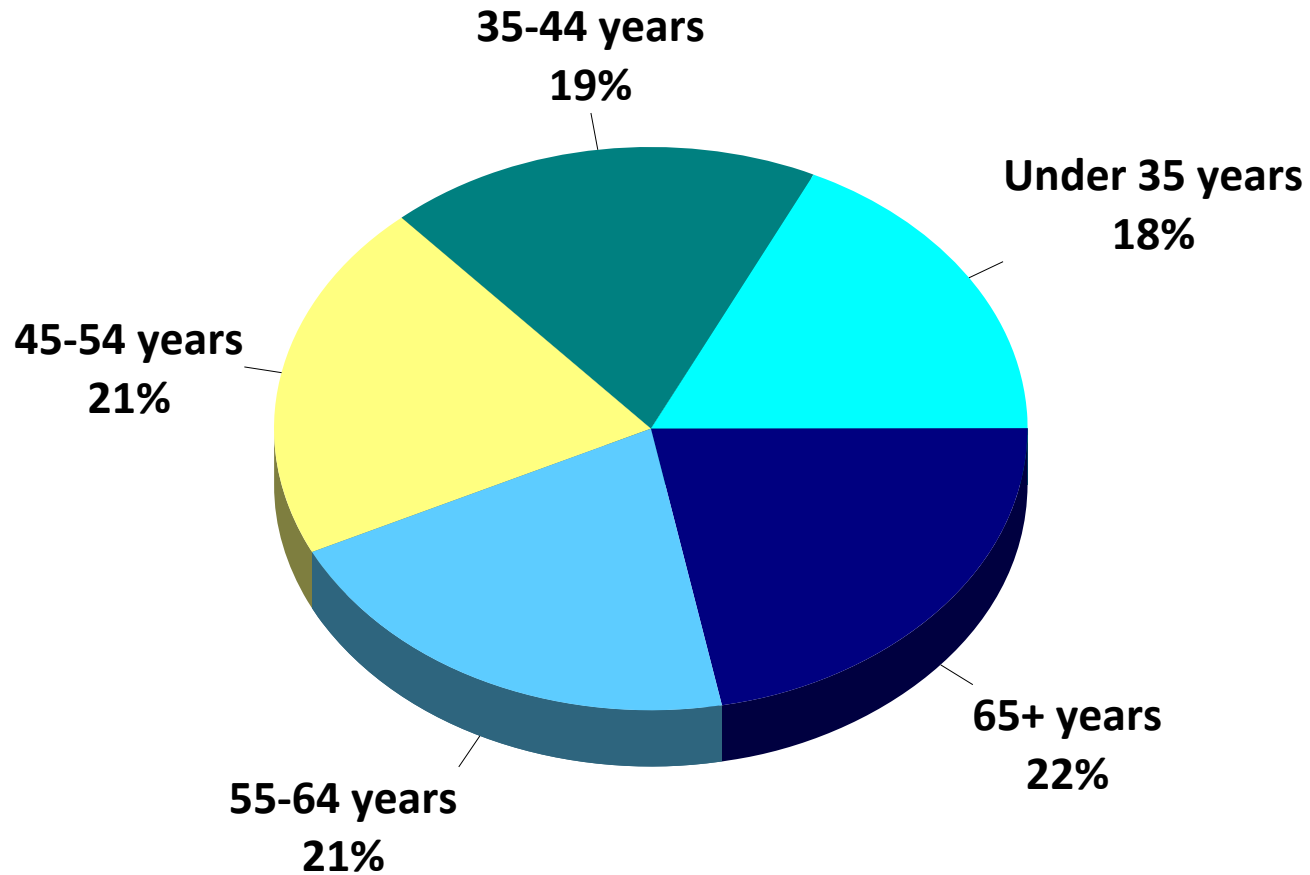
Q32. Demographics: Number of Years Lived in Round Rock

by percentage of respondents (excluding "not provided")



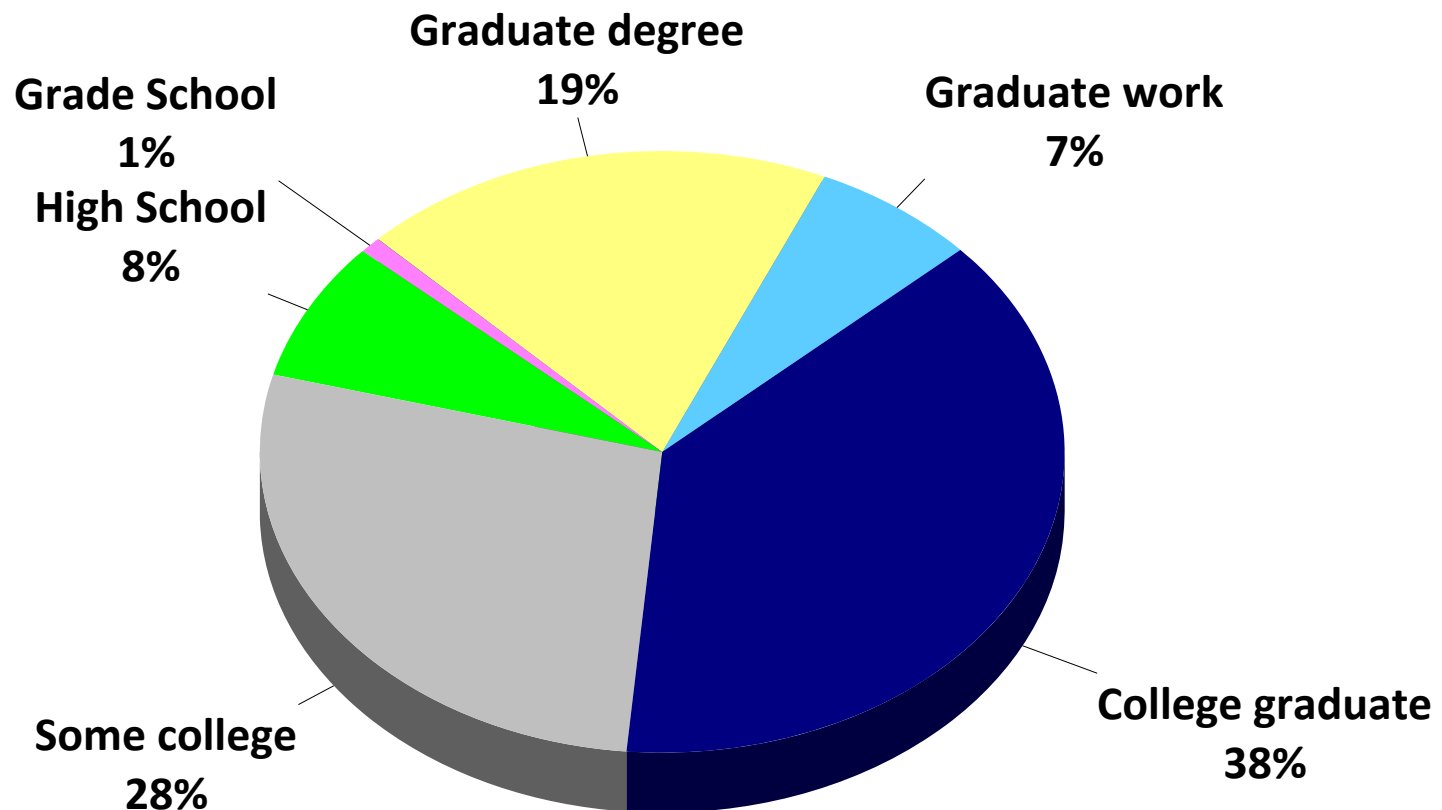
Q33. Demographics: Age of Respondents

by percentage of respondents (excluding “not provided”)



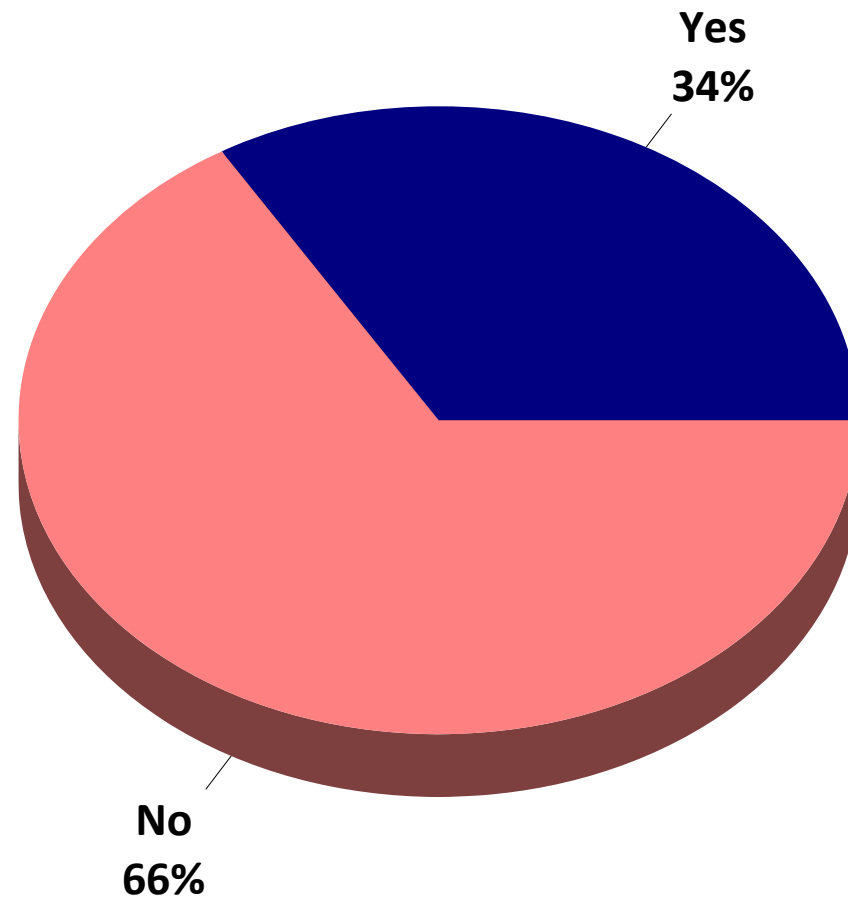
Q34. Demographics: Highest Level of Education Completed

by percentage of respondents (excluding “not provided”)



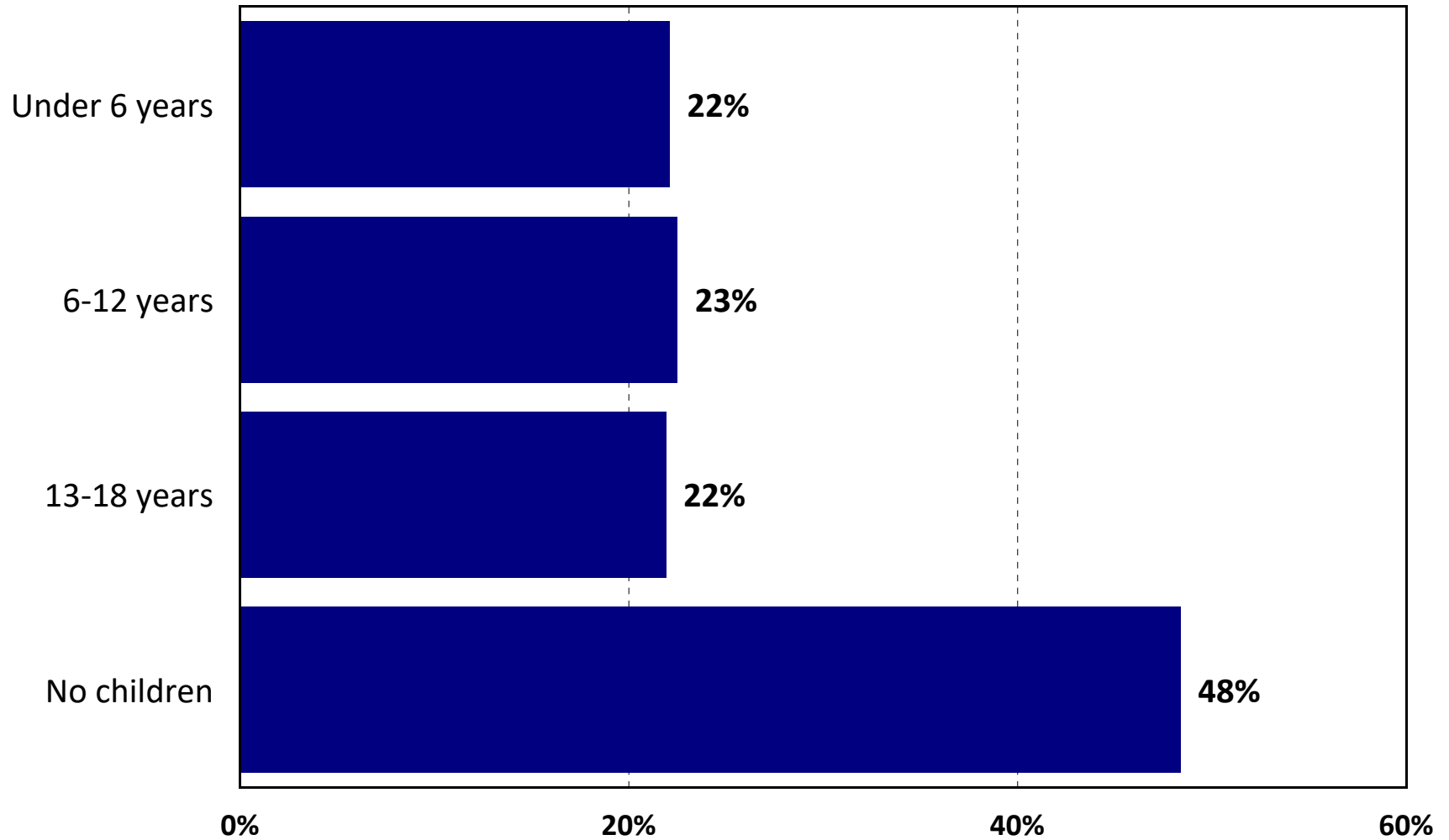
Q35. Demographics: Do you work in the City of Round Rock?

by percentage of respondents (excluding "not provided")



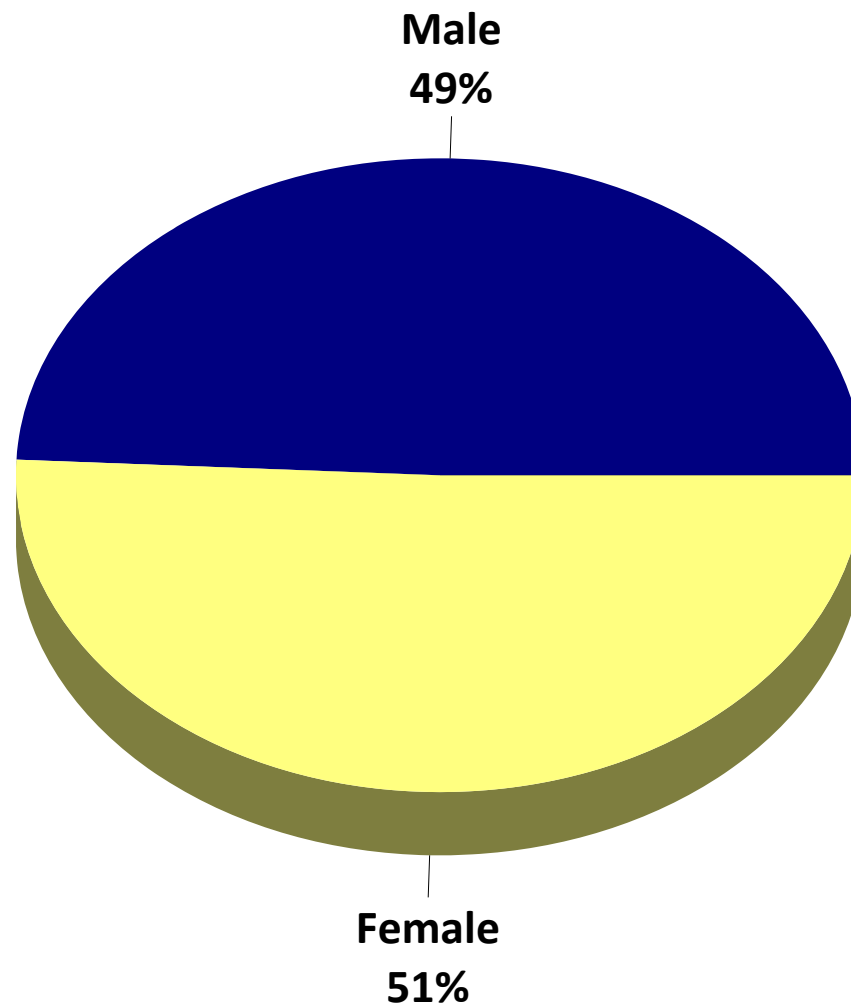
Q36. Demographics: Do you have children living at home in the following age ranges?

by percentage of respondents (multiple selections allowed)



Q37. Demographics: Gender

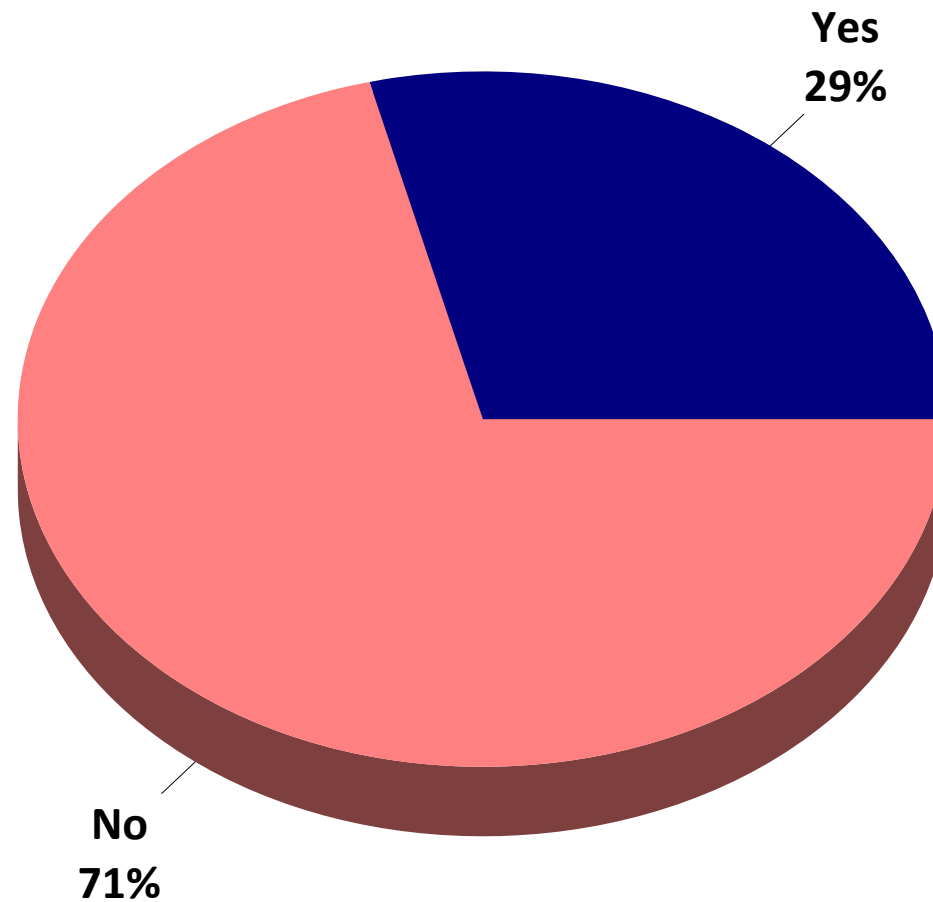
by percentage of respondents (excluding “not provided”)



0.4% selected “prefer to self-describe”

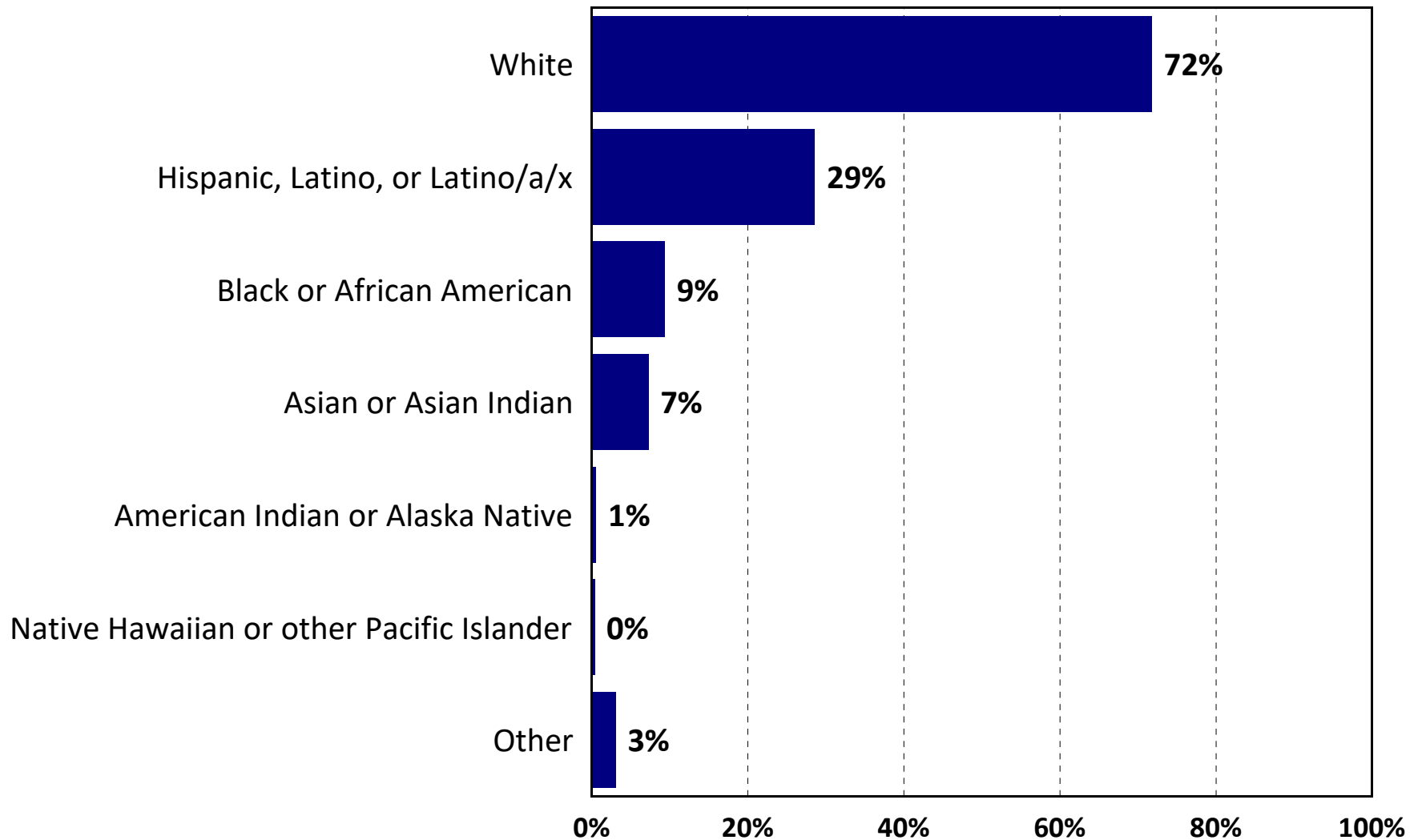
Q38. Demographics: Are you of Hispanic, Latino or other Spanish Heritage?

by percentage of respondents (excluding "not provided")



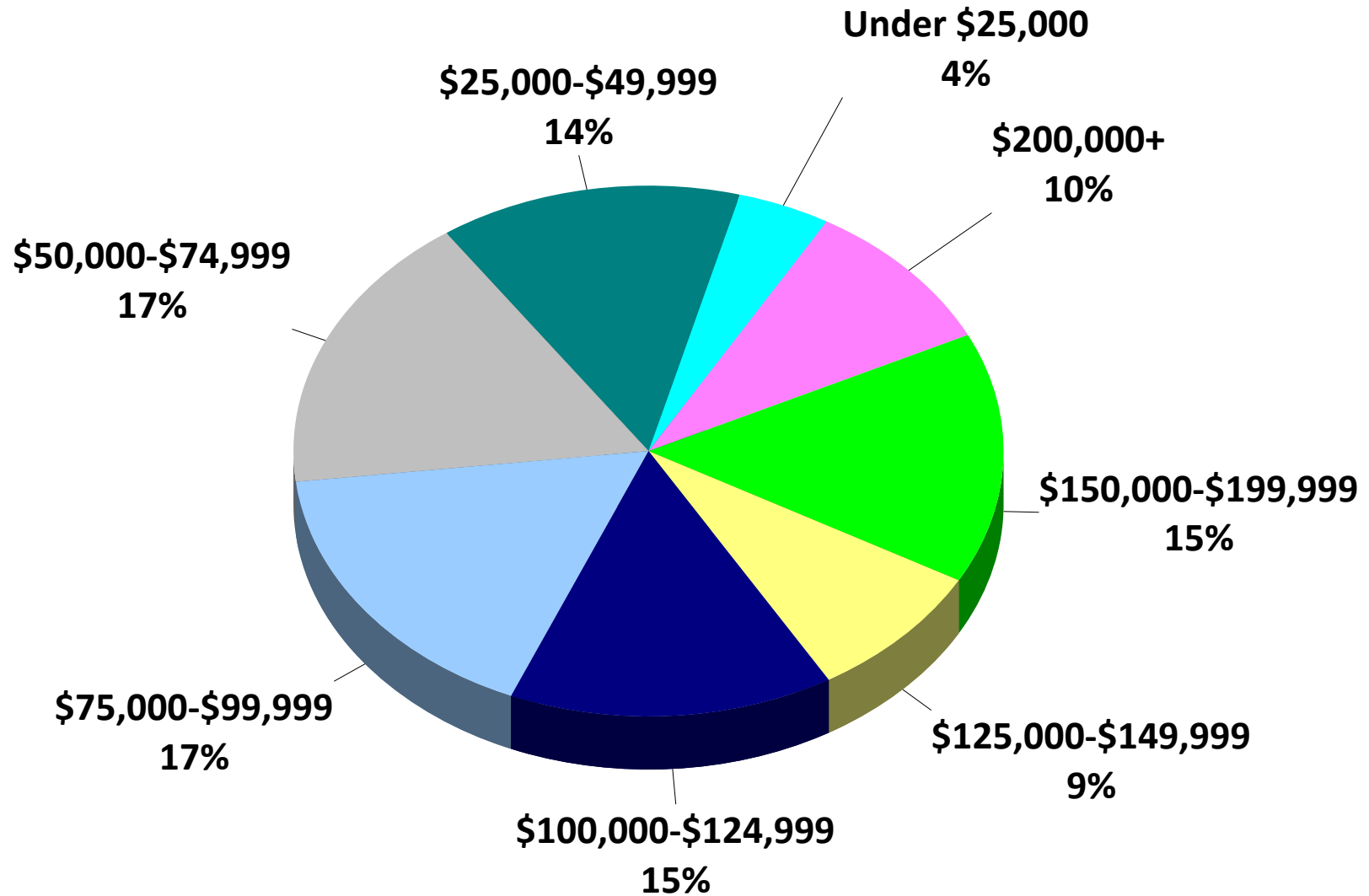
Q39. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Q39. Demographics: Total Annual Household Income

by percentage of respondents (excluding "not provided")





2

Trend Analysis



Year 2022 Trend Summary Report

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 2022 survey results compare to the City's performance in 2020 and 2010; statistically significant changes were increases or decreases of 5% or more since 2020.

Increases in Satisfaction Since 2020. Twenty-nine areas showed increases in satisfaction since 2020; eight of these were significant (5% or more). The significant increases in satisfaction from 2020 to 2022 are listed below.

Significant Increases

- How quickly City staff responded to request (+9%)
- City communication with the public (+8%)
- How well issue was handled by City employees (+8%)
- City efforts to keep residents informed (+7%)
- Availability of information about City programs/services (+6%)
- Usefulness of information on the City's website (+5%)
- Overall customer service (+5%)
- Bulky item pick up/removal services (+5%)

Decreases in Satisfaction Since 2020. Thirty-four areas showed decreases in satisfaction since 2020; seven of these were significant (5% or more). The significant decreases in satisfaction from 2020 to 2022 are listed below.

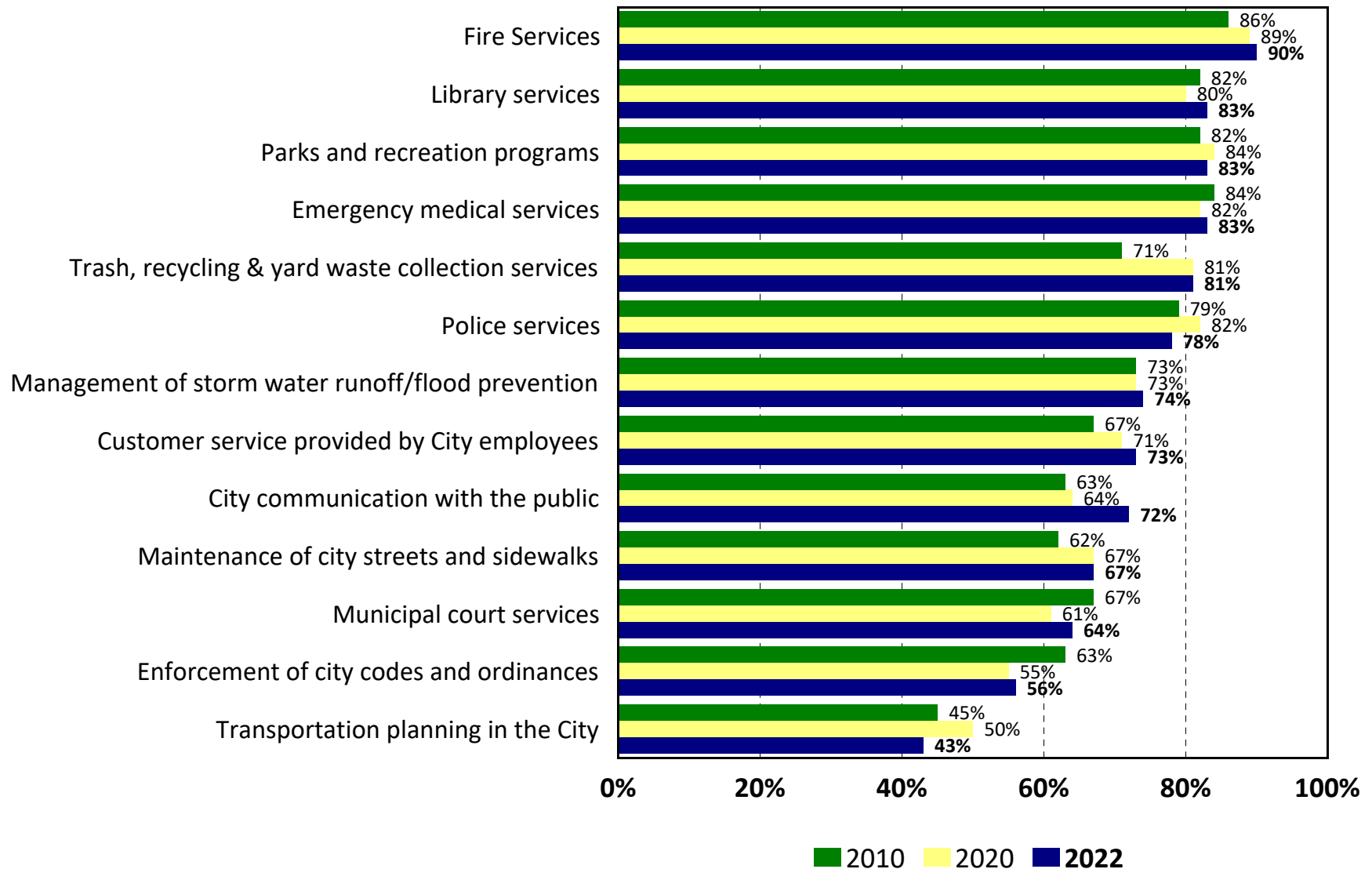
Significant Decreases

- City's cable TV channel/video production (-5%)
- Yard waste collection services (-5%)
- Overall quality of life in the City (-6%)
- Transportation planning in the City (-7%)
- How well the City is planning for growth (-8%)
- Overall quality of new development (-9%)
- Traffic flow (getting better or staying the same) (-9%)

Satisfaction With Major Categories of City Services

Trends - 2010, 2020, 2022

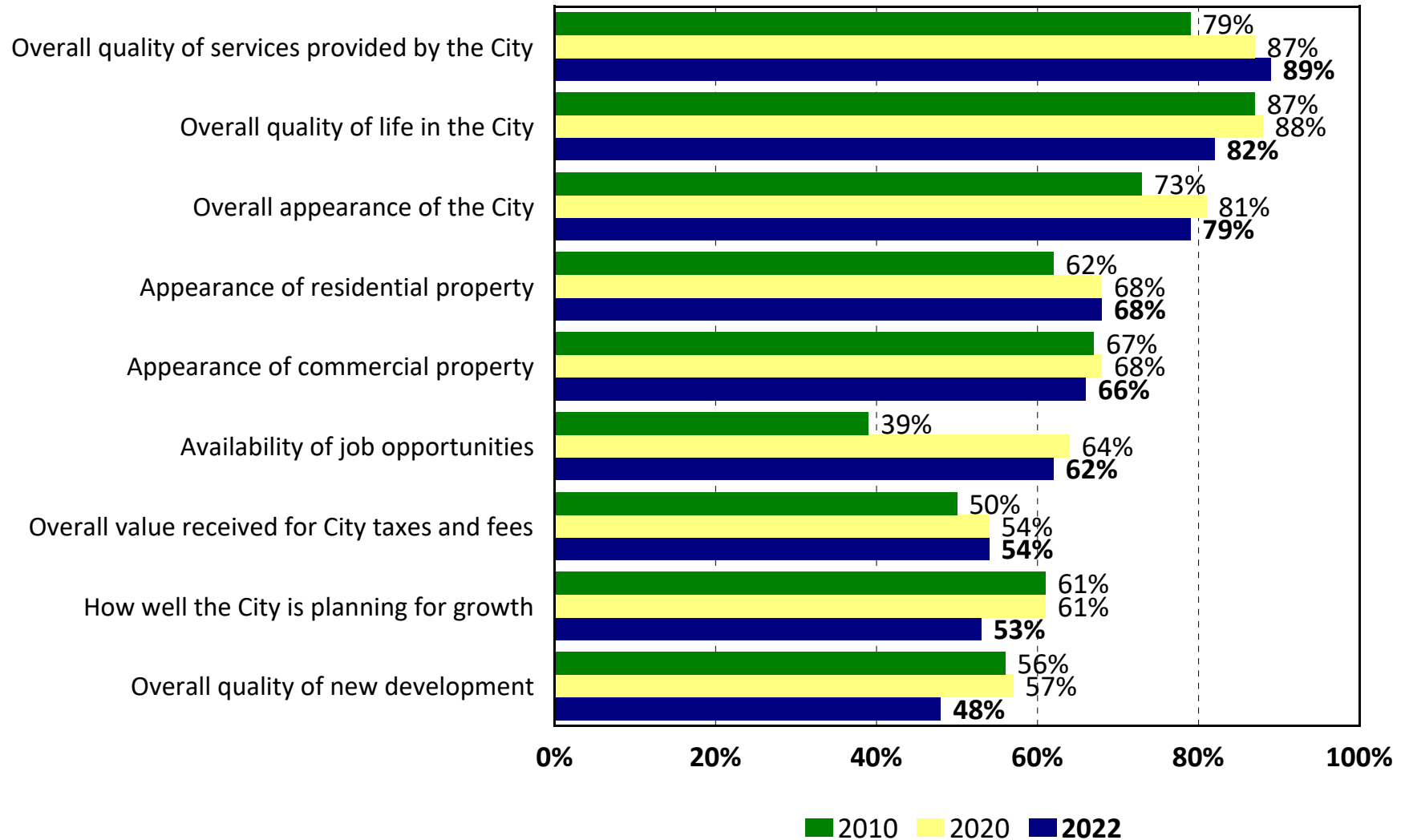
by percentage of respondents who were "very satisfied" or "satisfied" (excluding don't know)



Satisfaction With Perceptions of the City

Trends - 2010, 2020, 2022

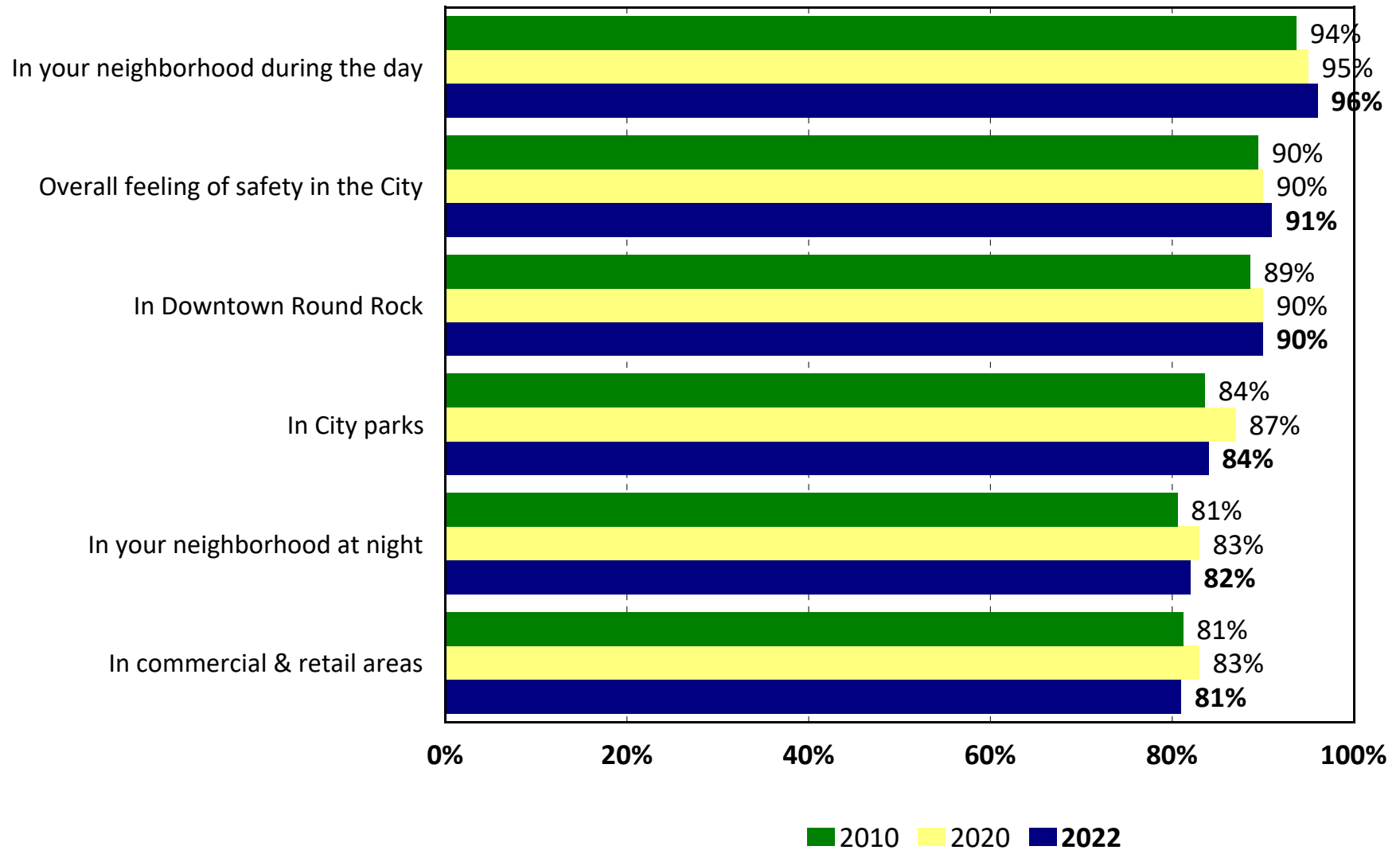
by percentage of respondents who were "very satisfied" or "satisfied" (excluding don't know)



Perceptions of Safety

Trends - 2010, 2020, 2022

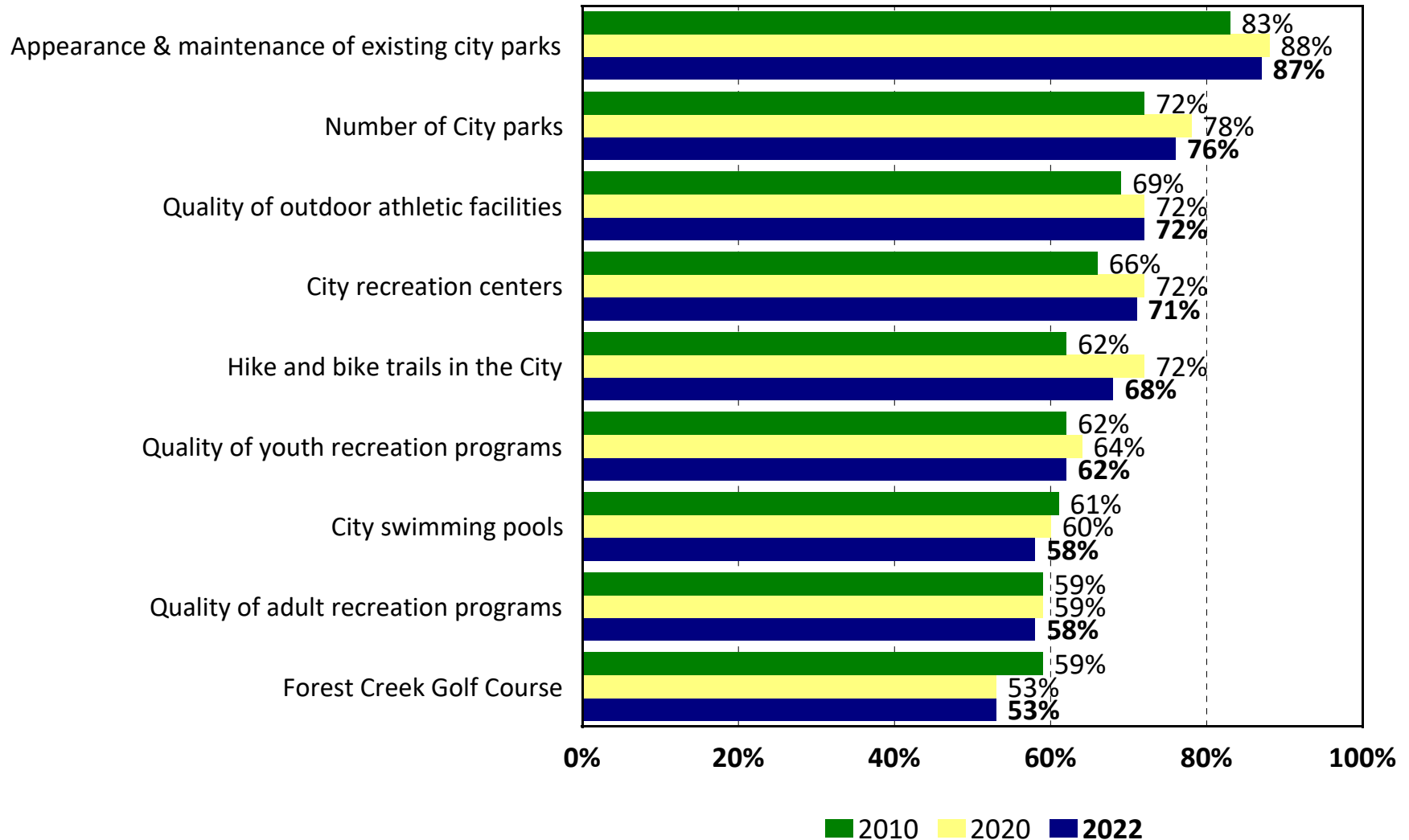
by percentage of respondents who felt "very safe" or "safe" (excluding don't know)



Satisfaction With Parks and Recreation

Trends - 2010, 2020, 2022

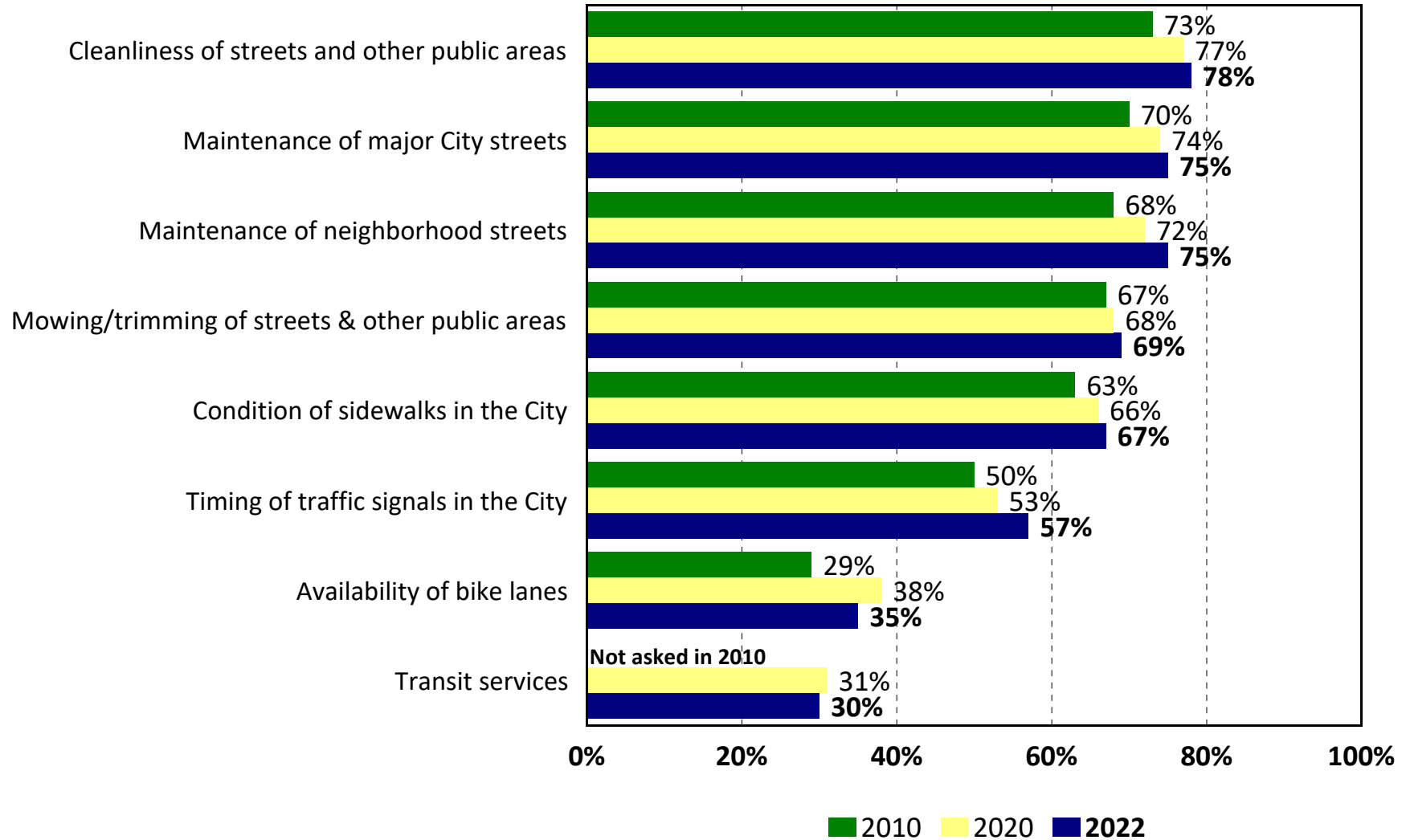
by percentage of respondents who were "very satisfied" or "satisfied" (excluding don't know)



Satisfaction With Transportation

Trends - 2010, 2020, 2022

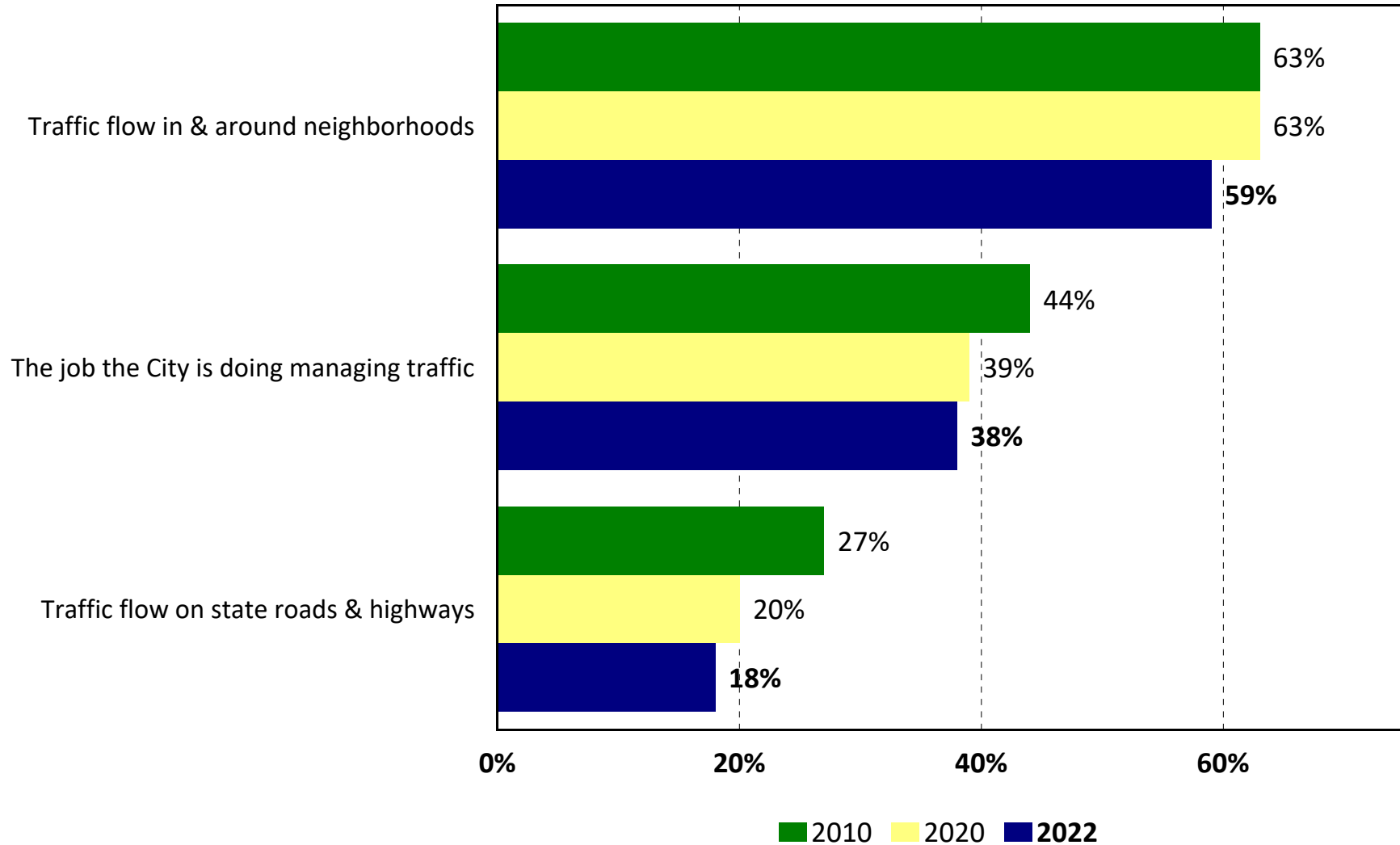
by percentage of respondents who were "very satisfied" or "satisfied" (excluding don't know)



Ratings of Traffic Issues in the City

Trends - 2010, 2020, 2022

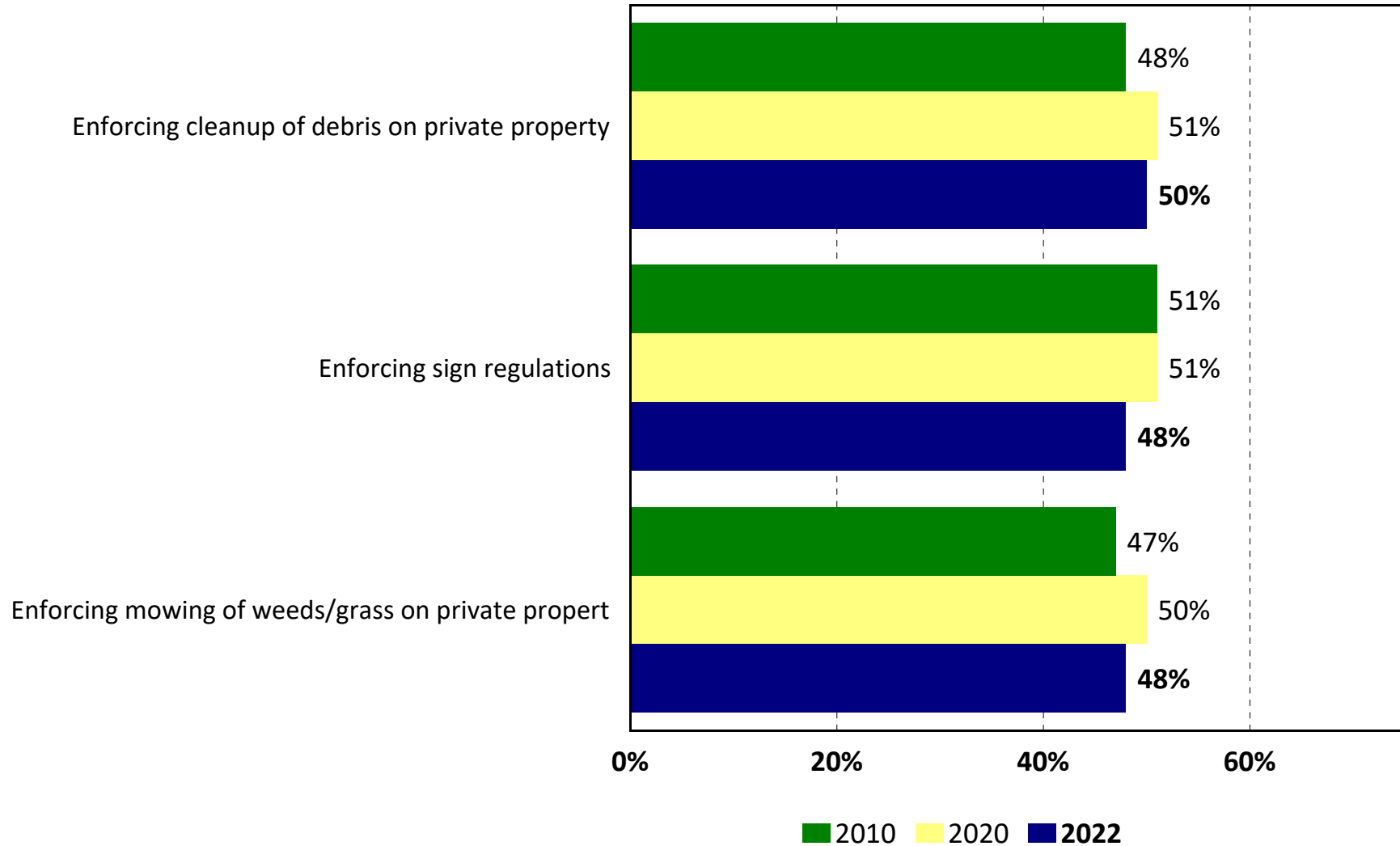
by percentage of respondents who rated the item as "excellent" or "good" (excluding don't know)



Satisfaction With Code Enforcement

Trends - 2010, 2020, 2022

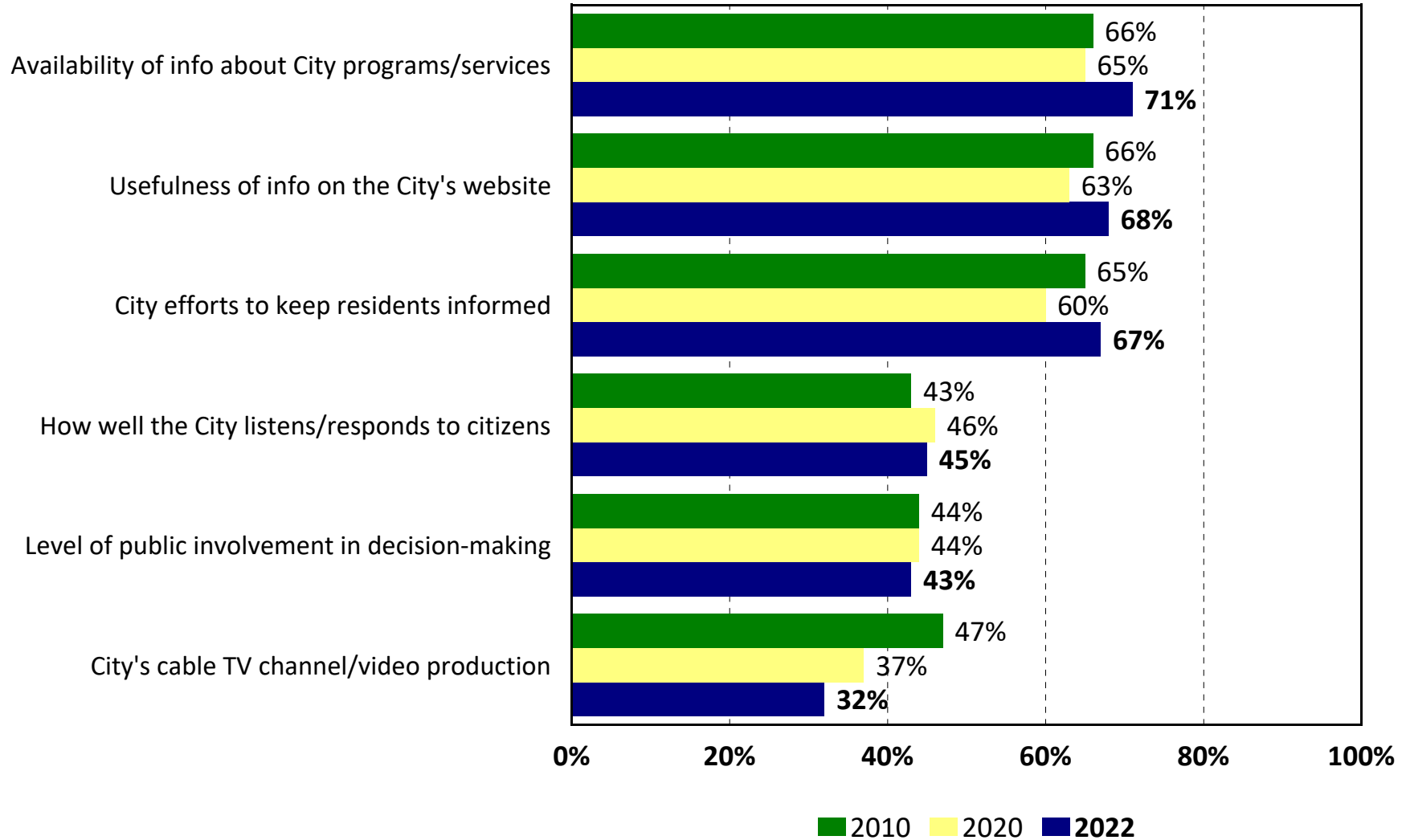
by percentage of respondents who were "very satisfied" or "satisfied" (excluding don't know)



Satisfaction With Communication

Trends - 2010, 2020, 2022

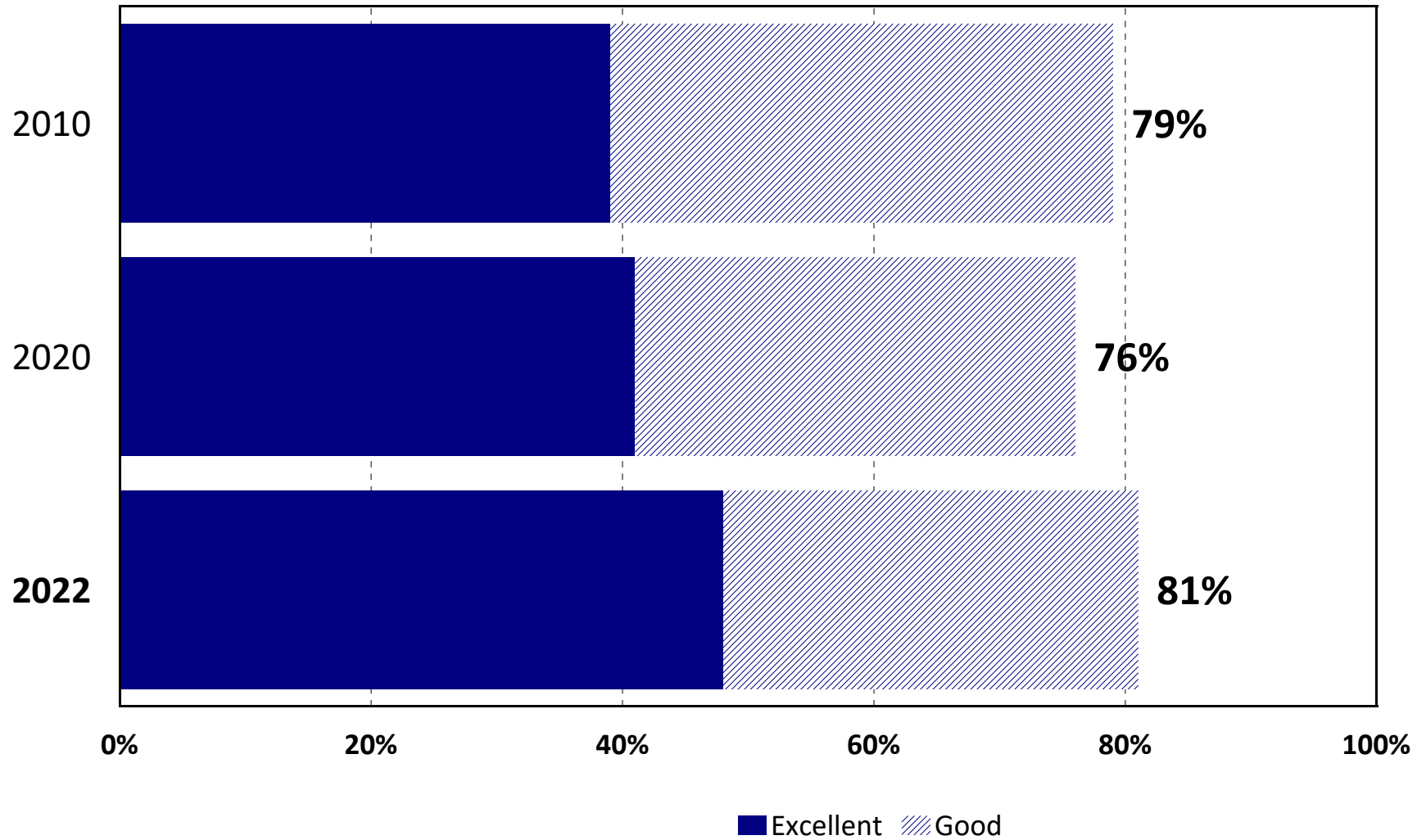
by percentage of respondents who were "very satisfied" or "satisfied"
(excluding don't know)



Ratings for Overall Customer Service

Trends - 2010, 2020, 2022

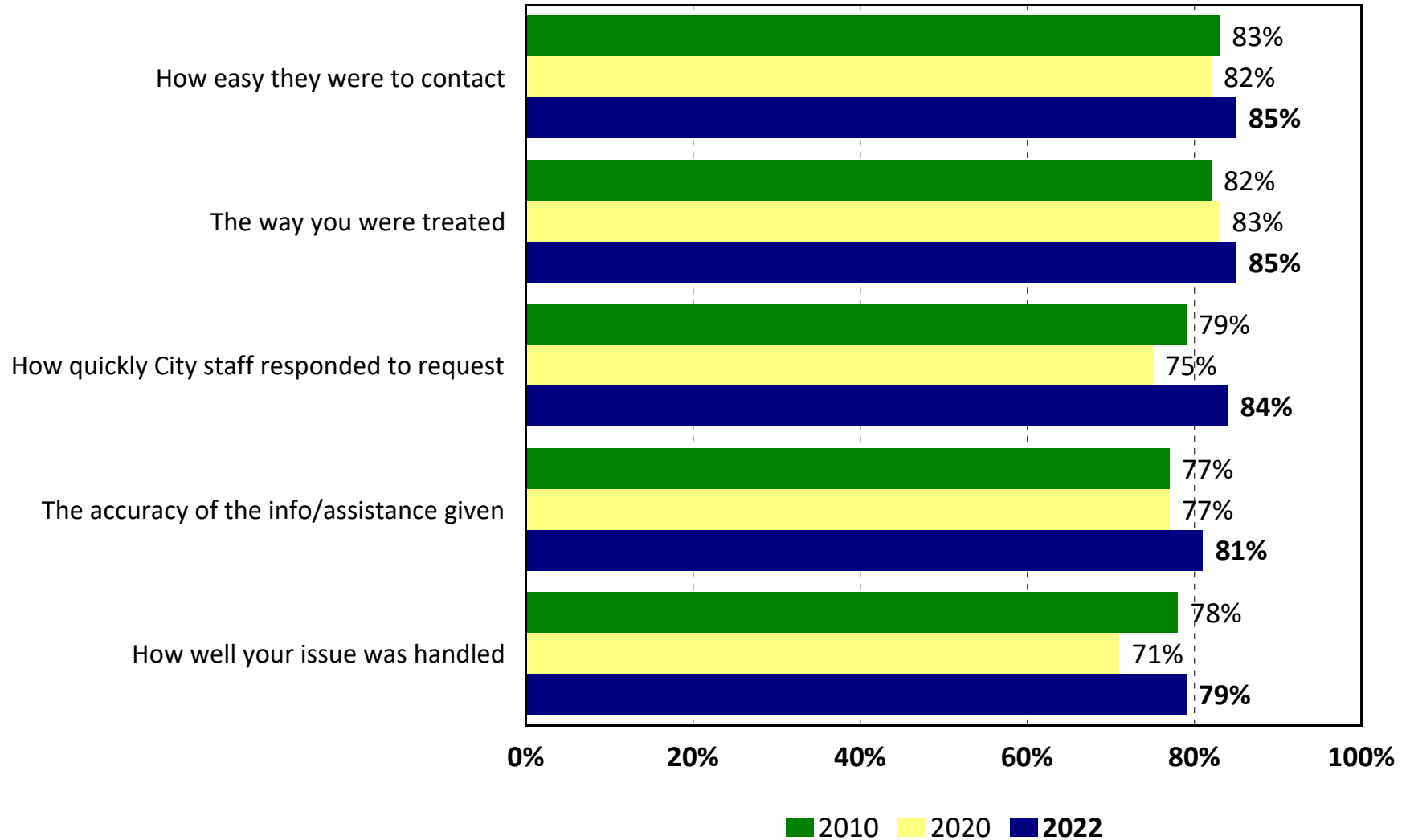
by percentage of respondents



Satisfaction With Customer Service

Trends - 2010, 2020, 2022

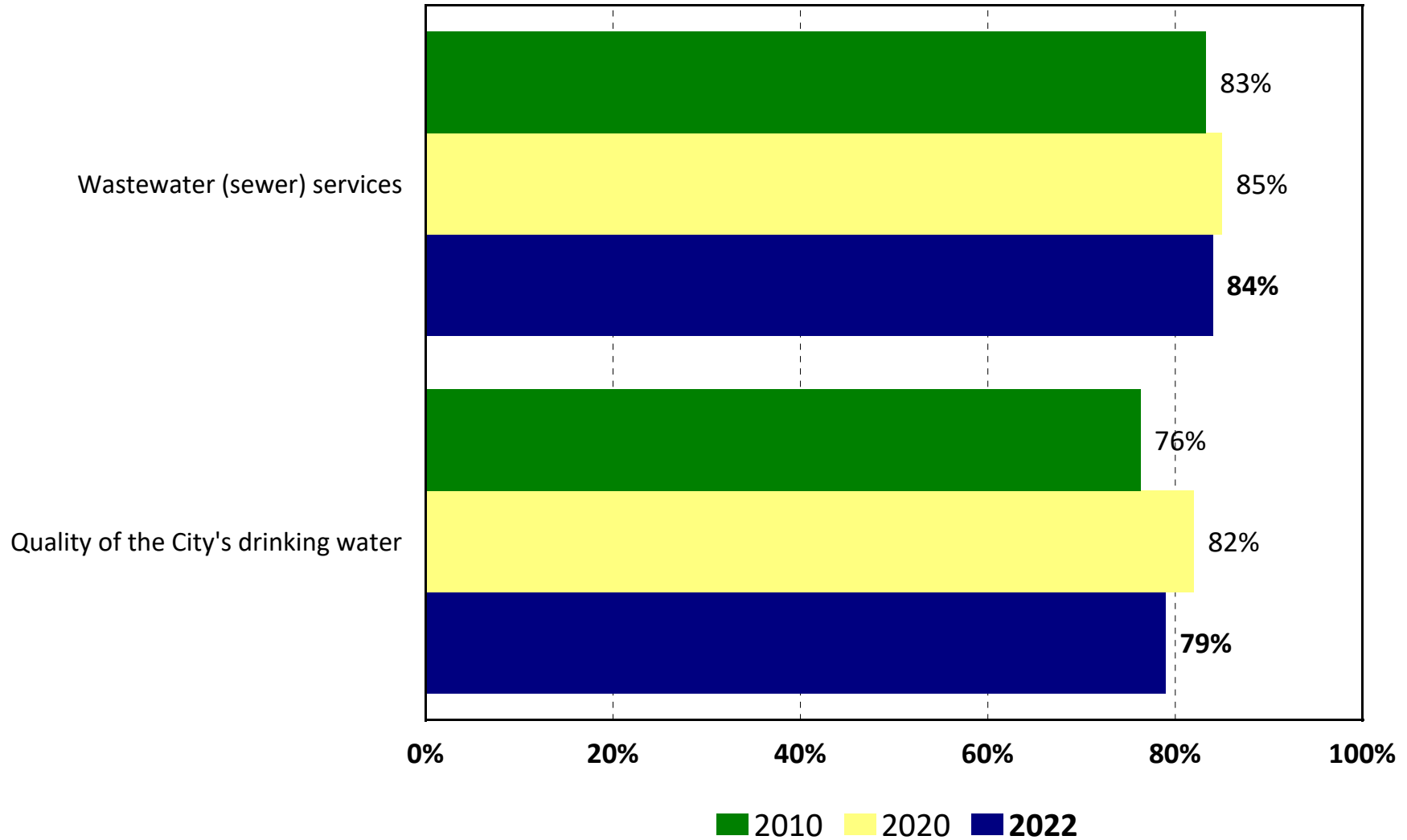
by percentage of respondents who were "very satisfied" or "satisfied" (excluding don't know)



Satisfaction With Water/Wastewater Services

Trends - 2010, 2020, 2022

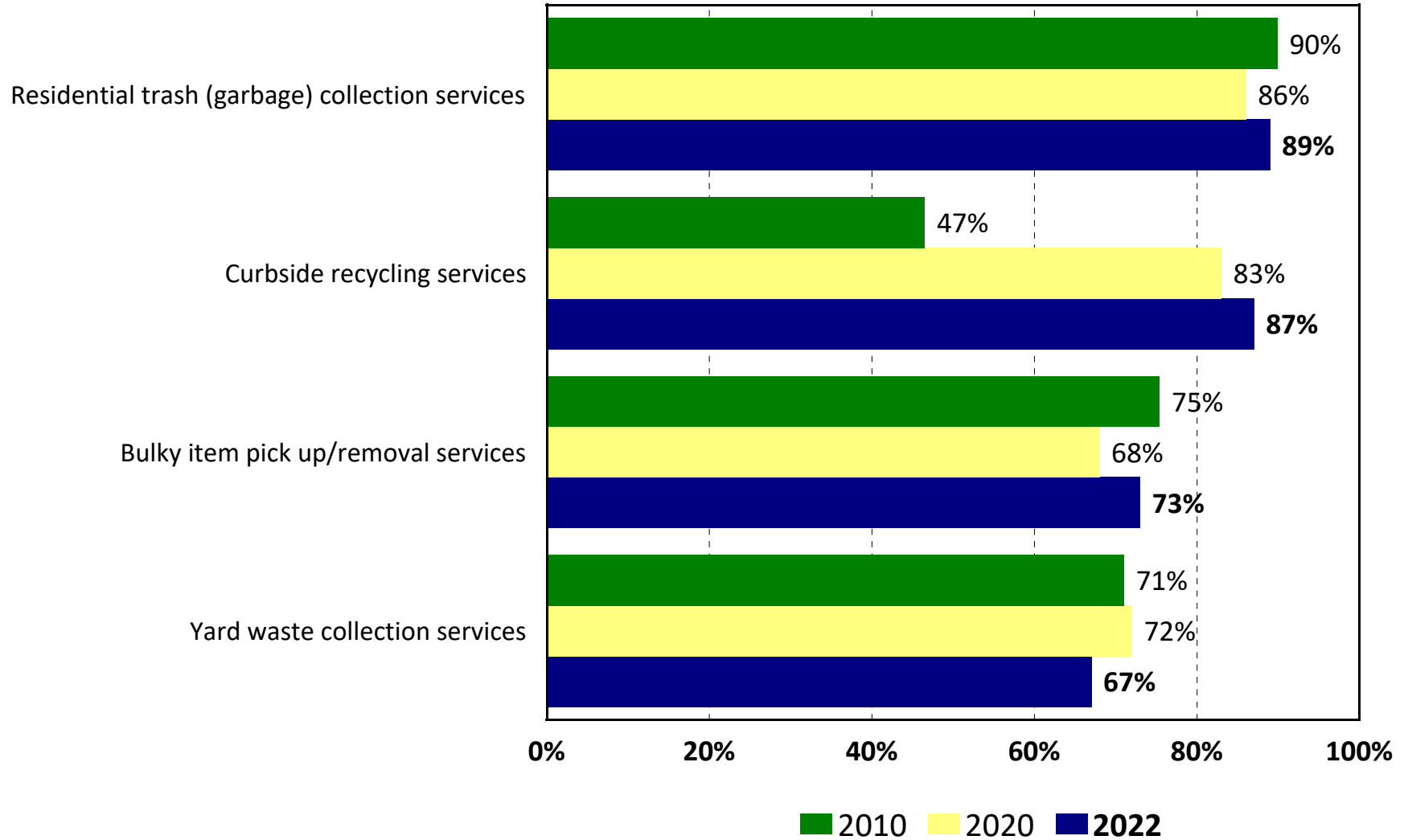
by percentage of respondents who were "very satisfied" or "satisfied" (excluding don't know)



Satisfaction With Garbage and Recycling Services

Trends - 2010, 2020, 2022

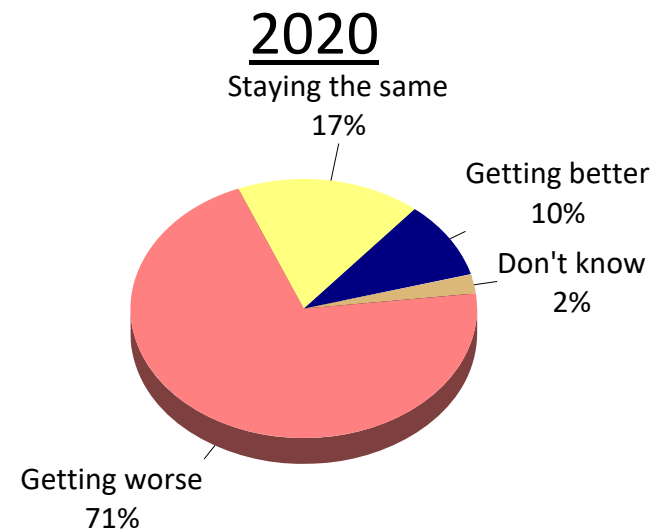
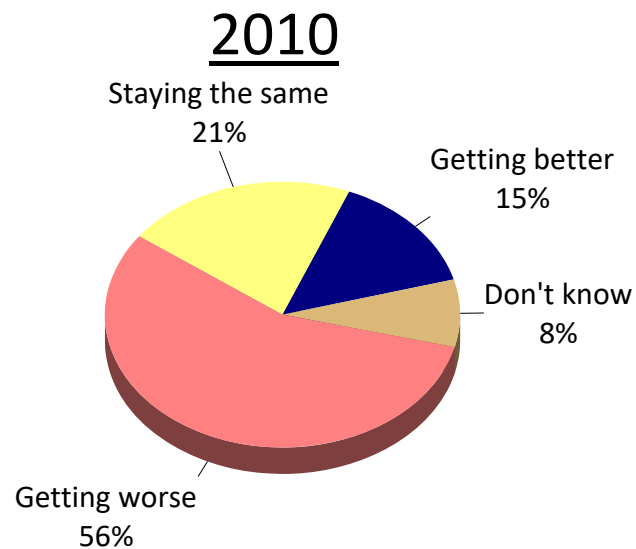
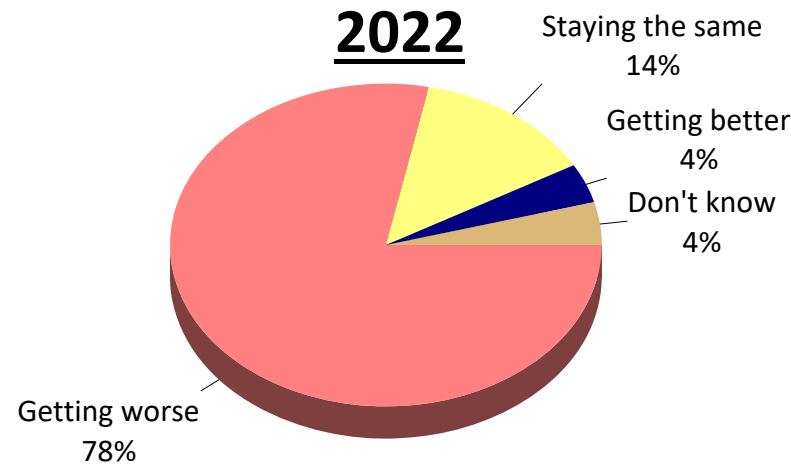
by percentage of respondents who were "very satisfied" or "satisfied" (excluding don't know)



How Residents Feel Traffic Flow in the City is Changing

Trends - 2010, 2020, 2022

by percentage of respondents





3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders 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 (I-S) 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 (I-S) 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.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major City services that should receive the most emphasis over the next two years. Approximately sixty-two percent (61.6%) of households selected "*police services*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 78% of respondents surveyed rated "*police services*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 61.6% was multiplied by 22% (1-0.78). This calculation yielded an I-S rating of 0.1355, which ranked first out of fifteen categories of major City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 three most important areas.

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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Round Rock 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
<u>High Priority (IS .10-.20)</u>						
Police services	62%	1	78%	8	0.1355	1
<u>Medium Priority (IS <.10)</u>						
Transportation planning in the city	17%	6	43%	15	0.0952	2
Maintenance of city streets and sidewalks	20%	5	67%	12	0.0667	3
Emergency medical services	37%	3	83%	5	0.0634	4
Enforcement of city codes and ordinances	13%	9	56%	14	0.0550	5
Water services	36%	4	86%	2	0.0501	6
Fire services	43%	2	90%	1	0.0434	7
Trash, recycling, & yard waste collection services	15%	7	81%	7	0.0293	8
Parks and Recreation programs	15%	8	83%	4	0.0262	9
City communication with the public	7%	11	72%	11	0.0188	10
Wastewater services	8%	10	83%	6	0.0138	11
Management of storm water runoff/flood prevention	5%	13	74%	9	0.0130	12
Library services	5%	12	83%	3	0.0088	13
Municipal court services	2%	15	64%	13	0.0058	14
Customer service provided by city employees	2%	14	73%	10	0.0051	15

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

Most Important %:

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

Satisfaction %:

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

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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
<u>High Priority (IS .10-.20)</u>						
Hike and bike trails in the City	37%	2	68%	5	0.1190	1
<u>Medium Priority (IS <.10)</u>						
Quality of youth recreation programs	21%	4	62%	6	0.0783	2
Appearance & maintenance of existing city parks	56%	1	87%	1	0.0729	3
Number of City parks	21%	3	76%	2	0.0504	4
City swimming pools	10%	7	58%	7	0.0420	5
City recreation centers	14%	5	71%	4	0.0400	6
Quality of outdoor athletic facilities	13%	6	72%	3	0.0350	7
Quality of adult recreation programs	6%	8	58%	8	0.0265	8
Forest Creek Golf Course	4%	9	53%	9	0.0207	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.

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Importance-Satisfaction Rating

City of Round Rock

Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Maintenance of major City streets	70%	1	75%	2	0.1750	1
Timing of traffic signals in the City	29%	2	57%	6	0.1247	2
Transit services	17%	5	30%	8	0.1211	3
<i>Medium Priority (IS <.10)</i>						
Maintenance of neighborhood streets	29%	3	75%	3	0.0715	4
Availability of bike lanes	9%	6	35%	7	0.0585	5
Cleanliness of streets and other public areas	22%	4	78%	1	0.0486	6
Mowing/trimming of streets & other public areas	8%	7	69%	4	0.0254	7
Condition of sidewalks in the City	6%	8	67%	5	0.0185	8

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.

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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
<u>Very High Priority (IS >.20)</u>						
Enforcing cleanup of debris on private property	61%	1	50%	1	0.3050	1
<u>Medium Priority (IS <.10)</u>						
Enforcing sign regulations	19%	2	48%	2	0.0988	2
Enforcing the mowing of weeds/grass on private property	12%	3	48%	3	0.0640	3

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Analysis



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.

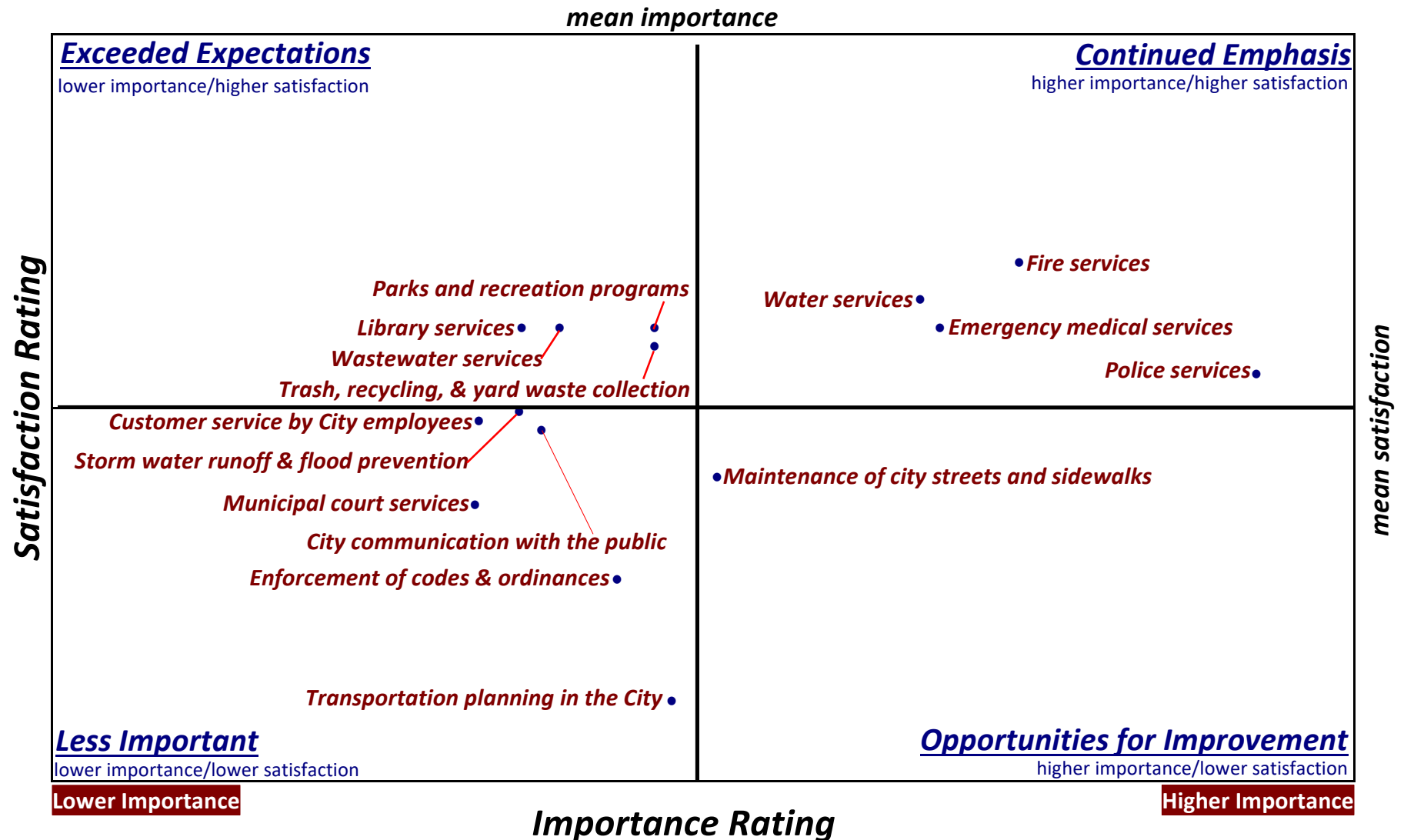
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

Matrix charts showing the results for the City of Round Rock are provided on the following pages.

2022 Round Rock Community Survey Importance-Satisfaction Assessment Matrix

-Overall City Services-

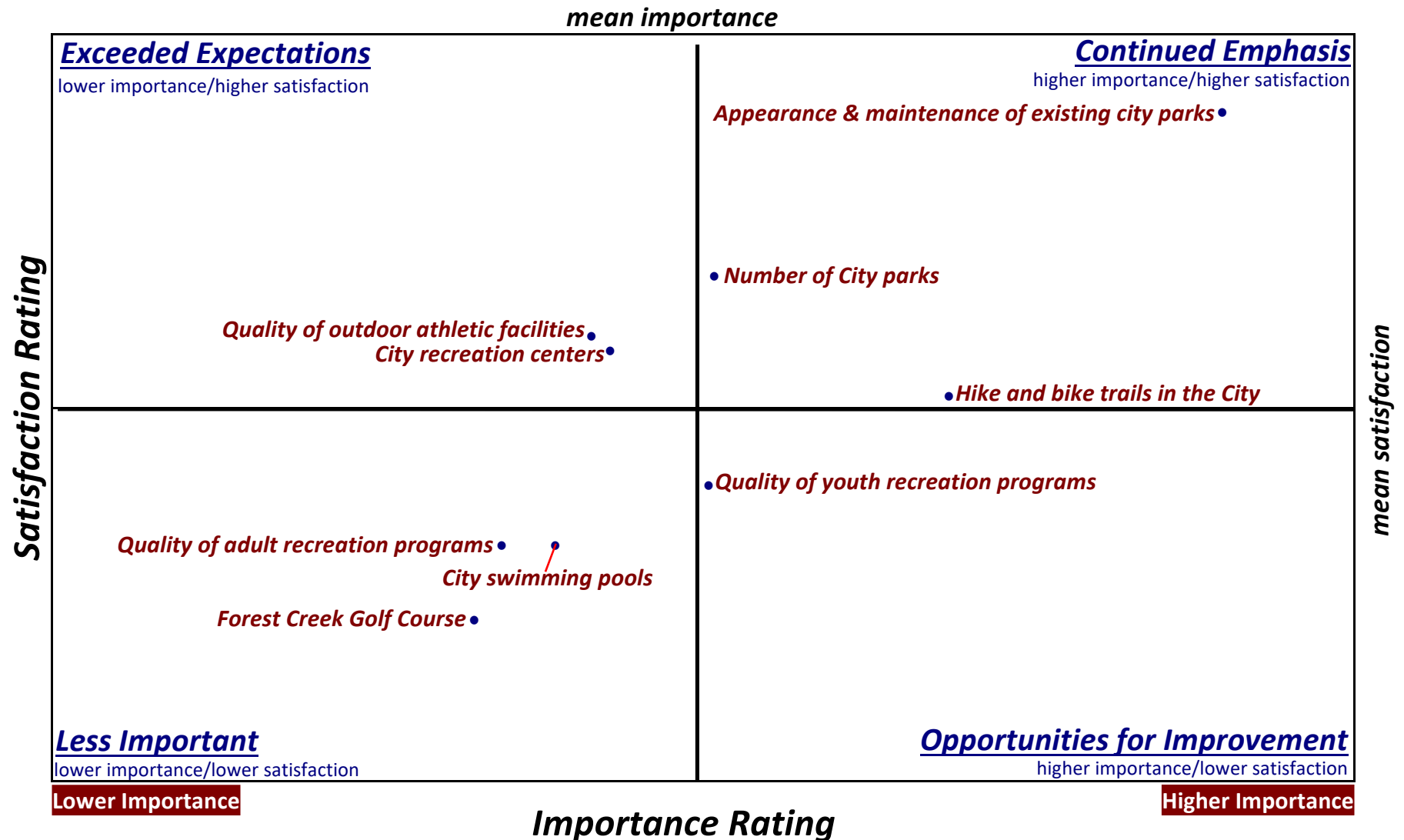
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2022 Round Rock Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

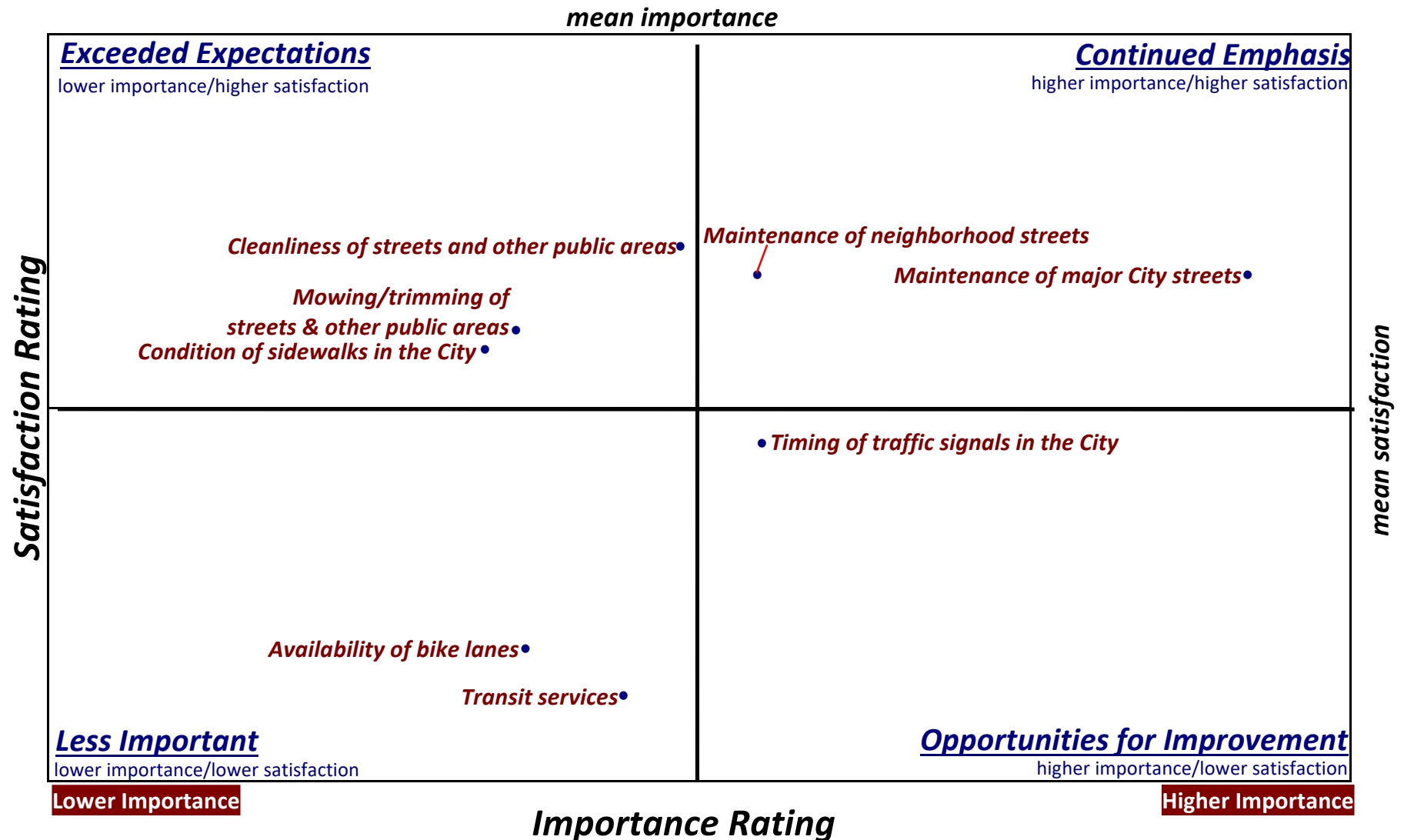
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2022 Round Rock Community Survey Importance-Satisfaction Assessment Matrix

-Transportation-

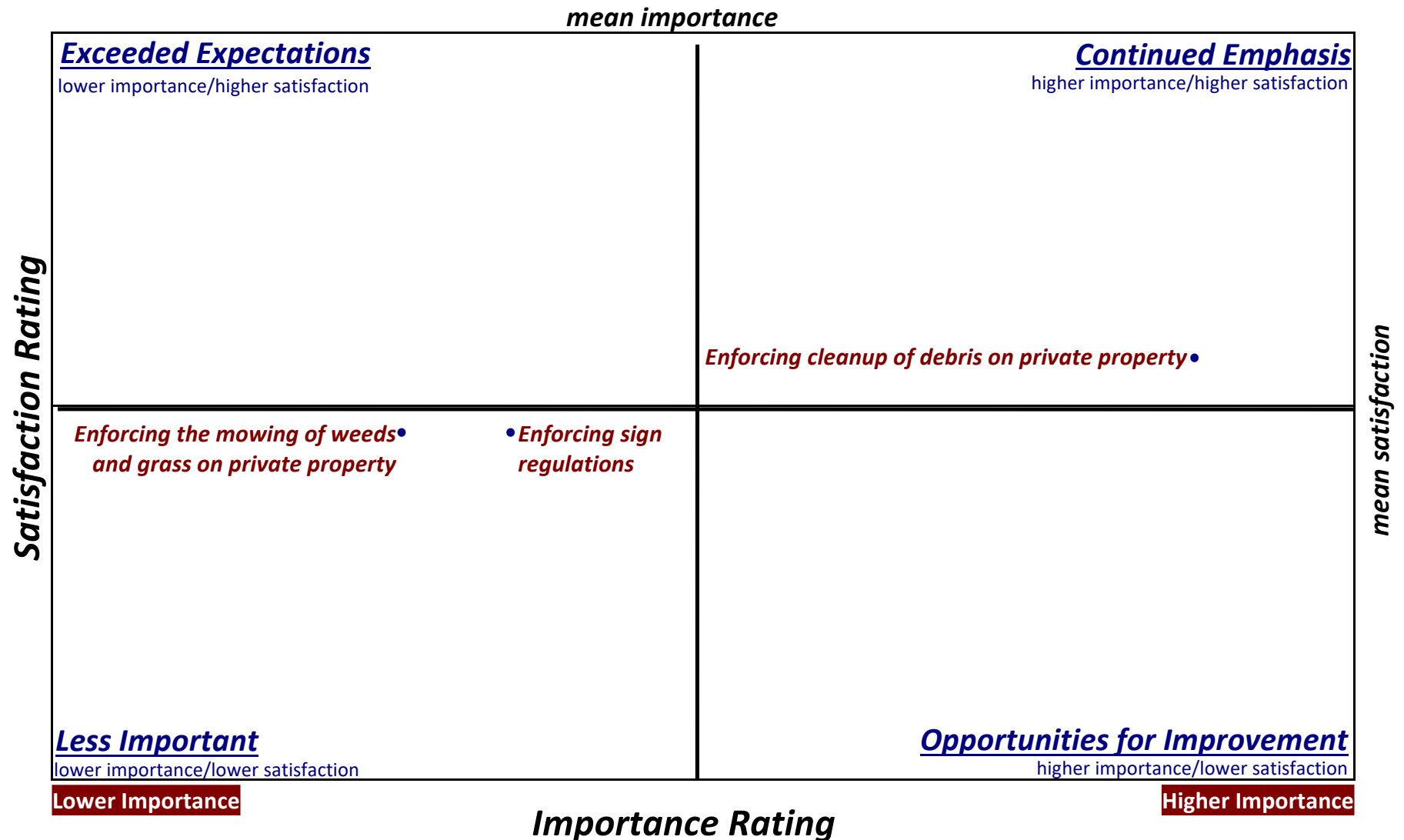
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2022 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)





4 Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2021 to a random sample of more than 9,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the fall of 2021 to a random sample of residents living in the state of Texas.

The charts on the following pages show how the results for the City of Round Rock compare to the national average and the Texas regional average. The blue bar shows the results for the City of Round Rock. The red bar shows the Texas regional average from communities that administered the *DirectionFinder*® survey during the fall of 2021. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 9,000 U.S. residents during the fall of 2021.

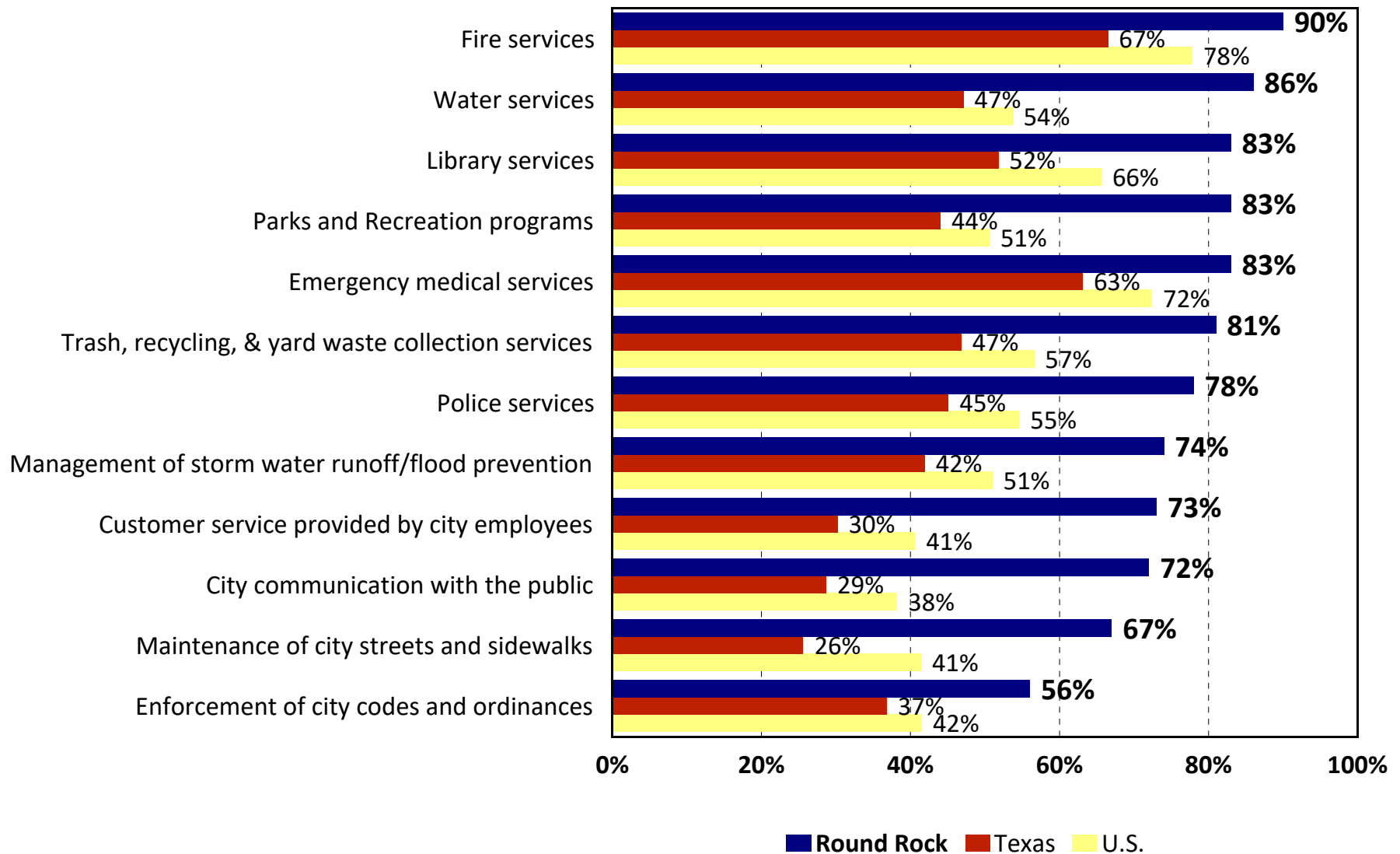
National Benchmarks

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Overall Satisfaction with Various City Services

Round Rock vs. Texas vs. the U.S.

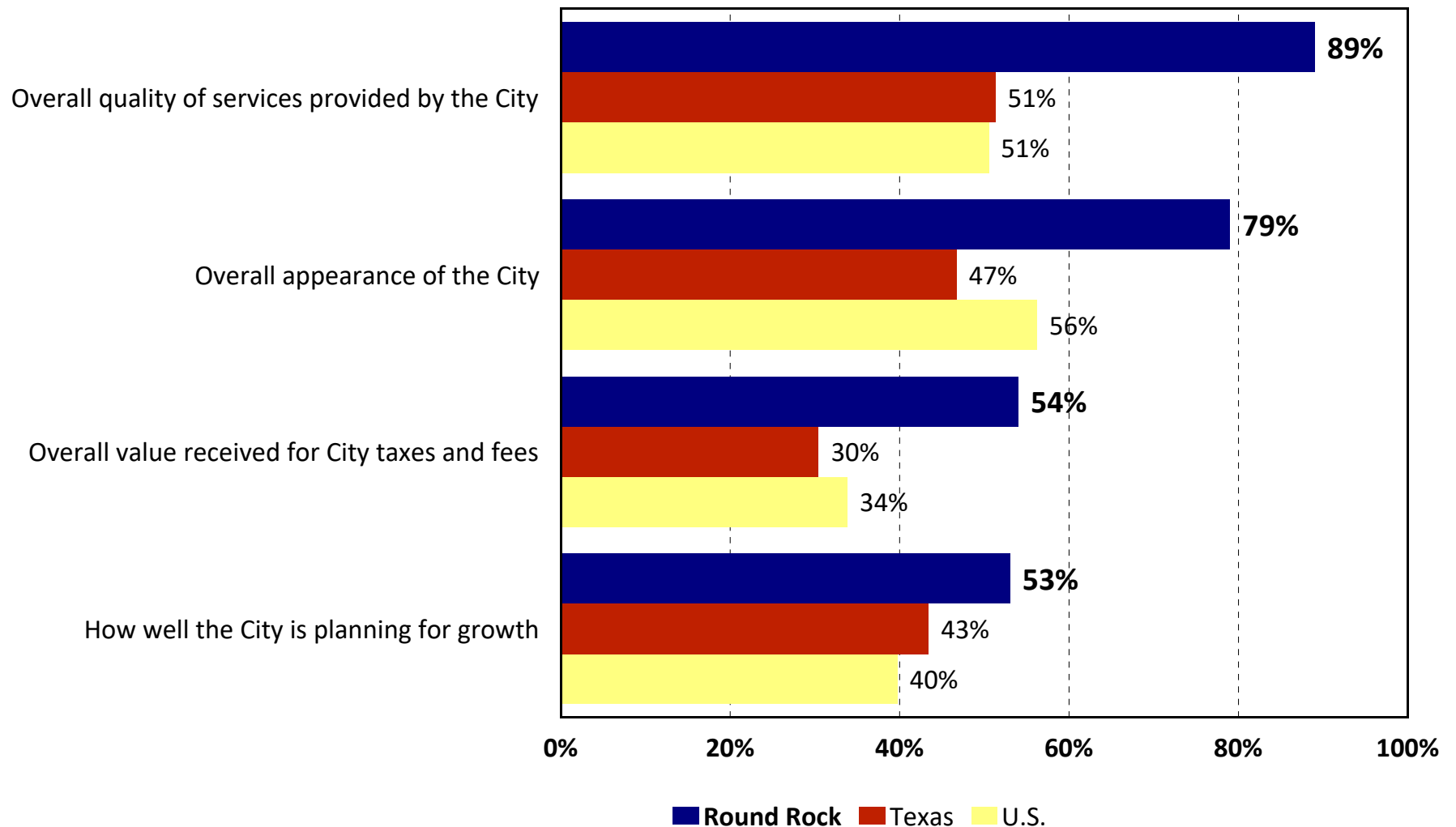
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Issues that Influence Perceptions of the City

Round Rock vs. Texas vs. the U.S.

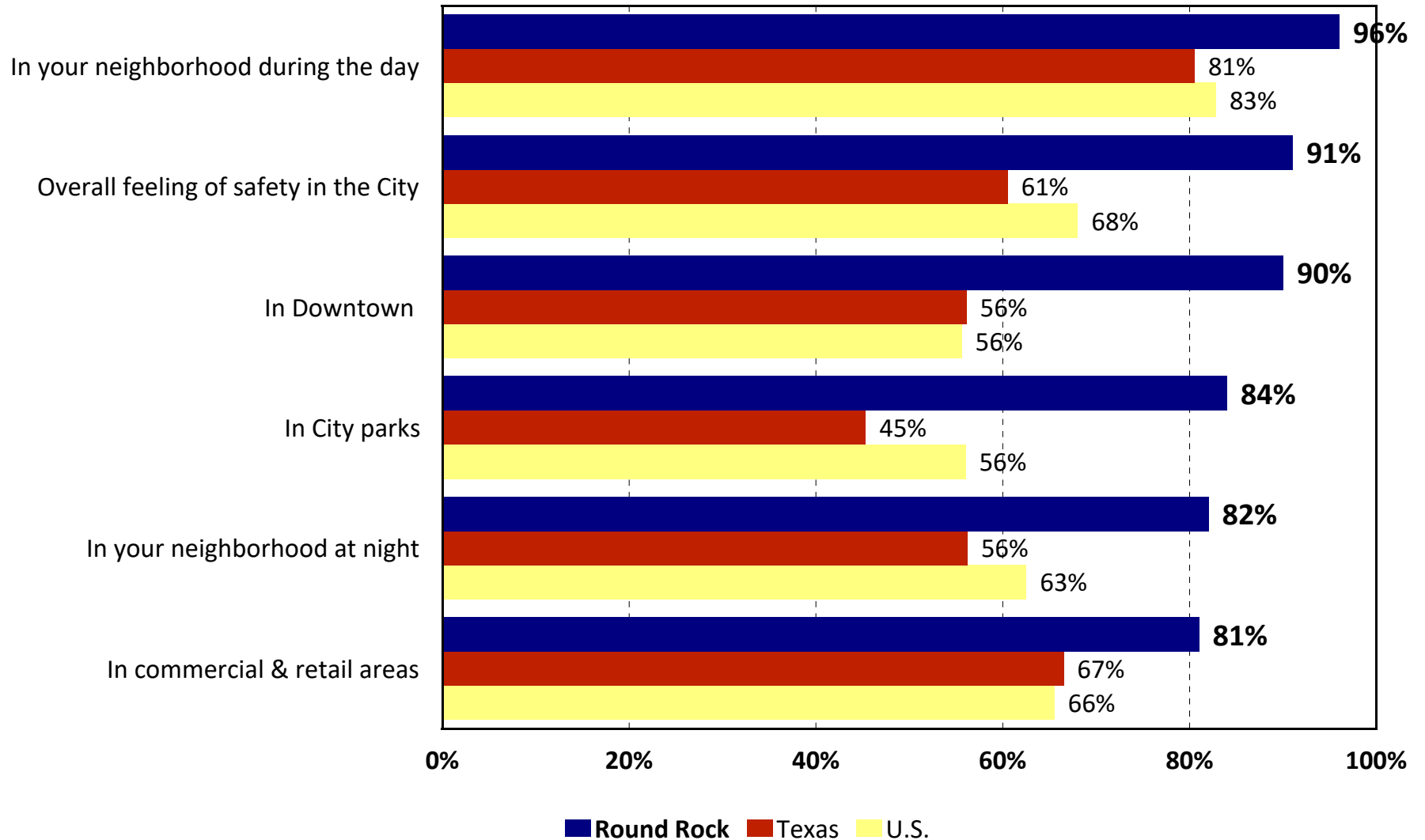
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Perceptions of Safety in the City

Round Rock vs. Texas vs. the U.S.

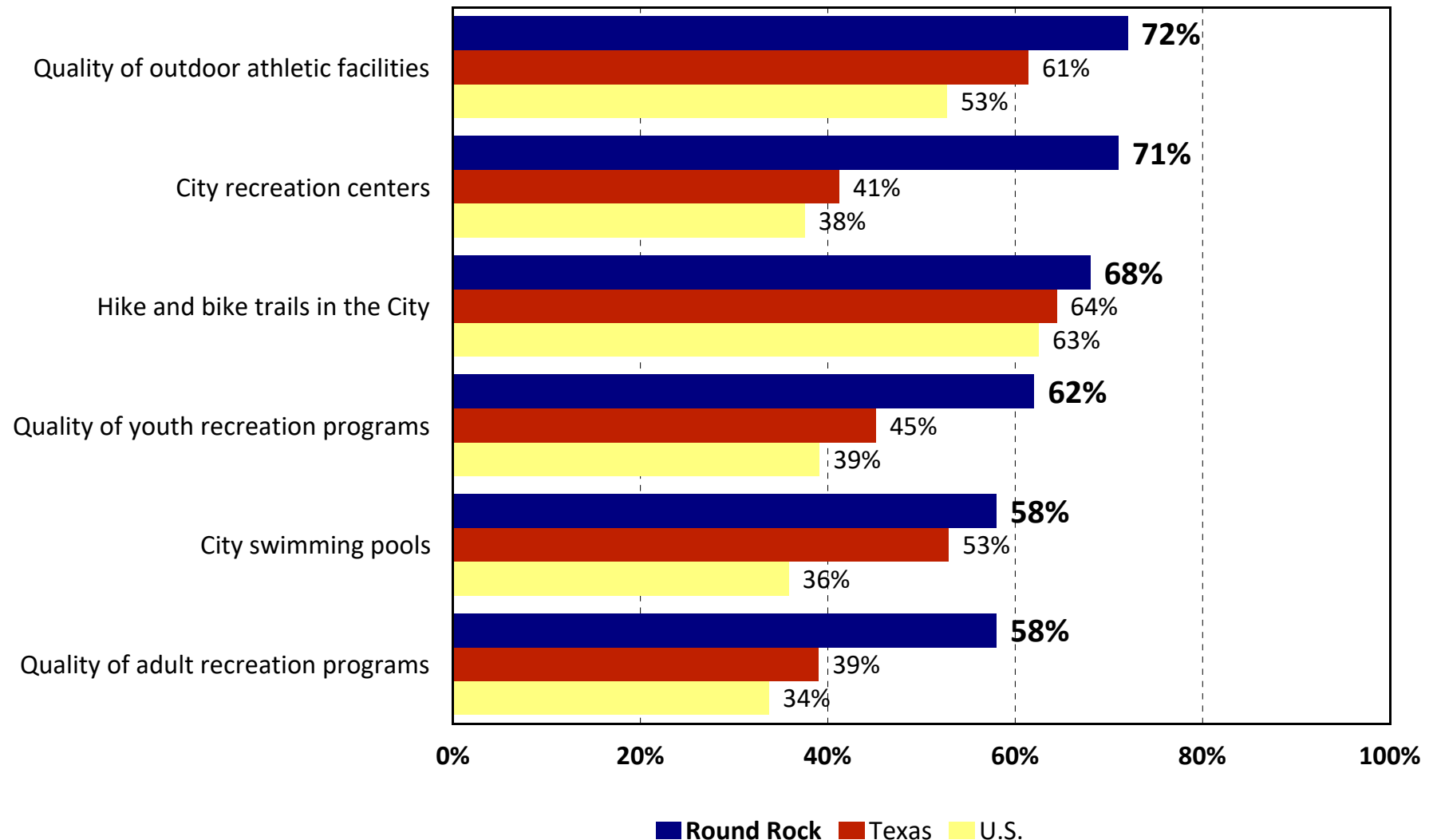
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Satisfaction with Parks and Recreation

Round Rock vs. Texas vs. the U.S.

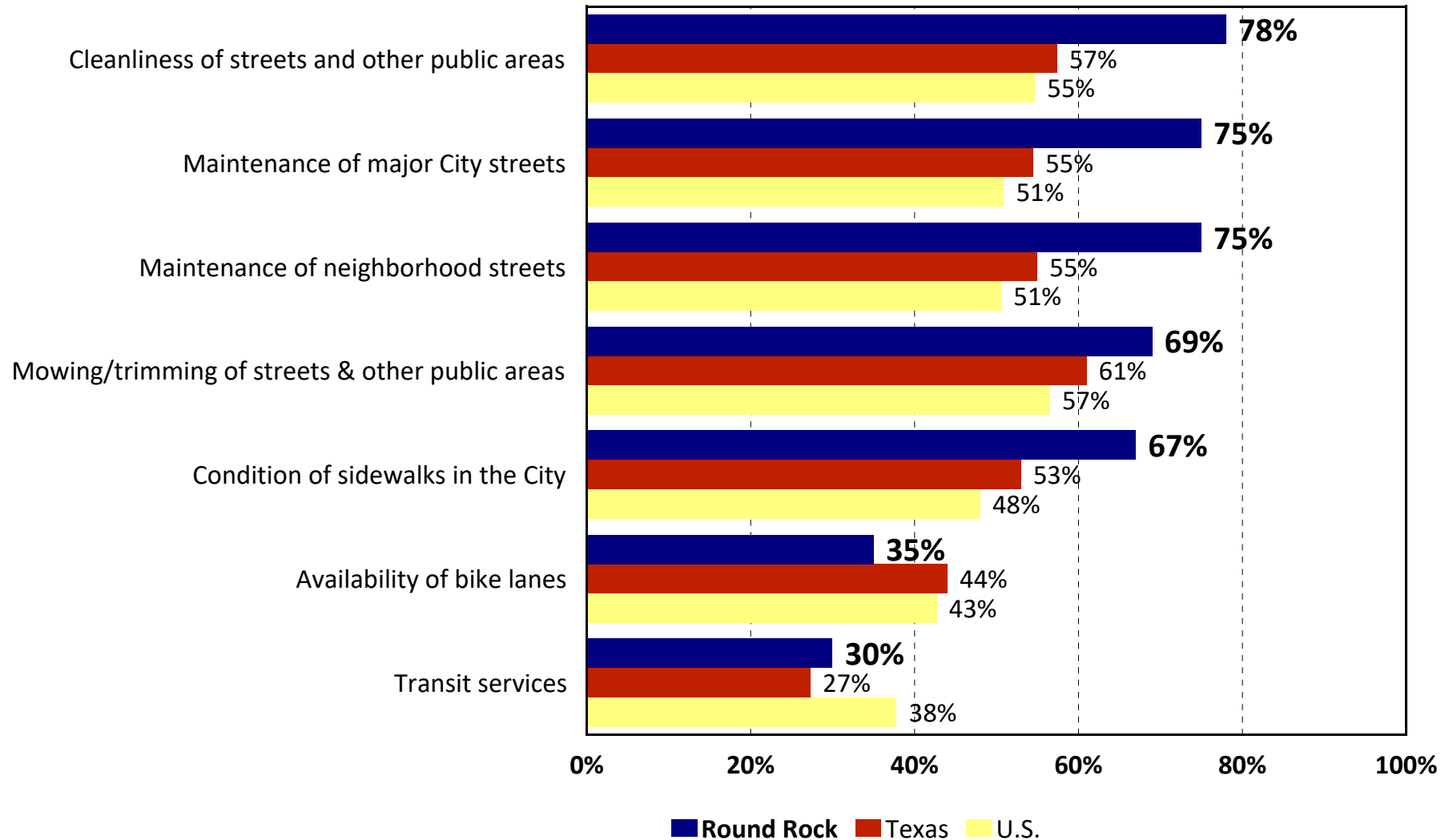
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Transportation Services

Round Rock vs. Texas vs. the U.S.

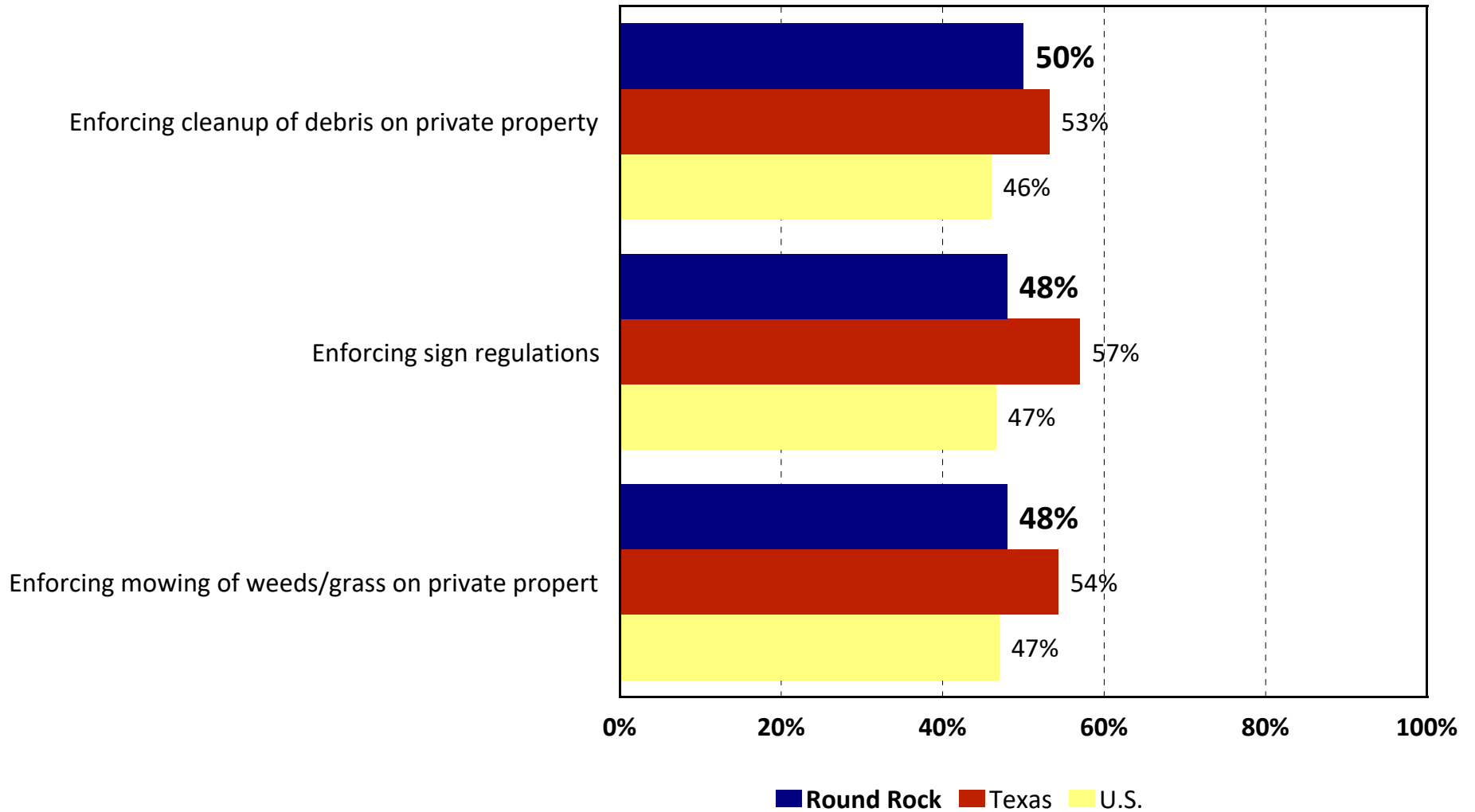
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Code Enforcement

Round Rock vs. Texas vs. the U.S.

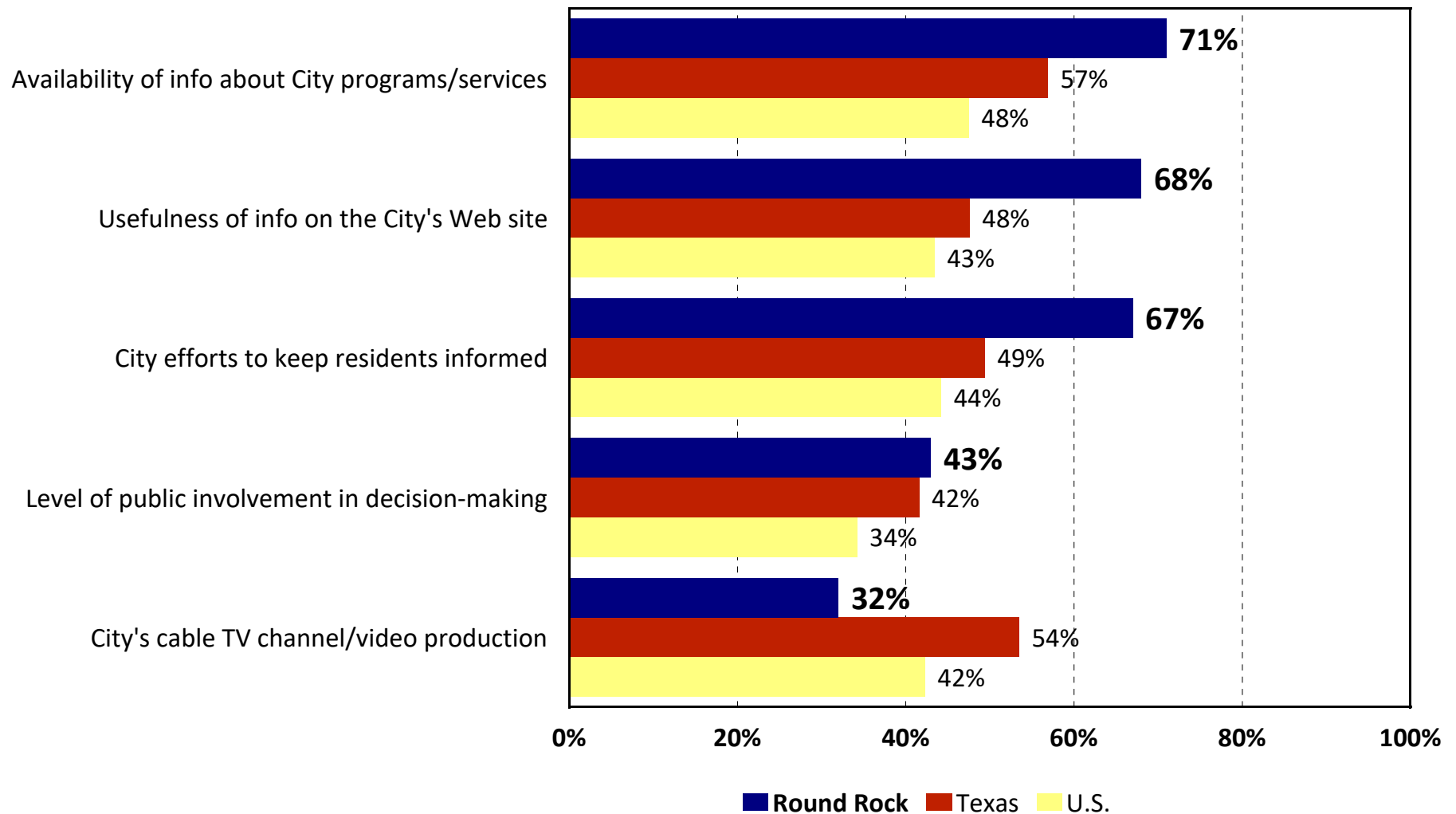
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Communication

Round Rock vs. Texas vs. the U.S.

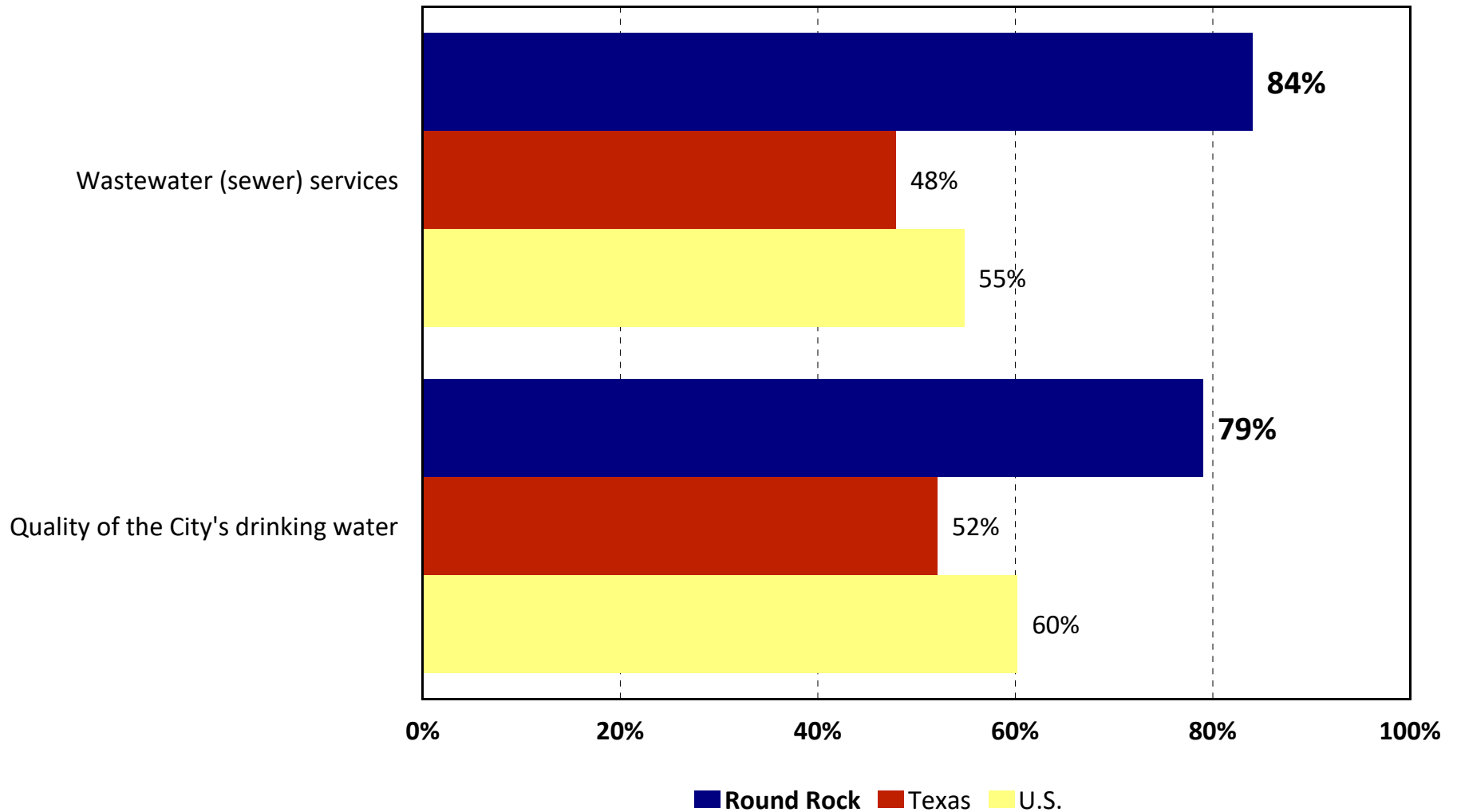
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Water/Wastewater Services

Round Rock vs. Texas vs. the U.S.

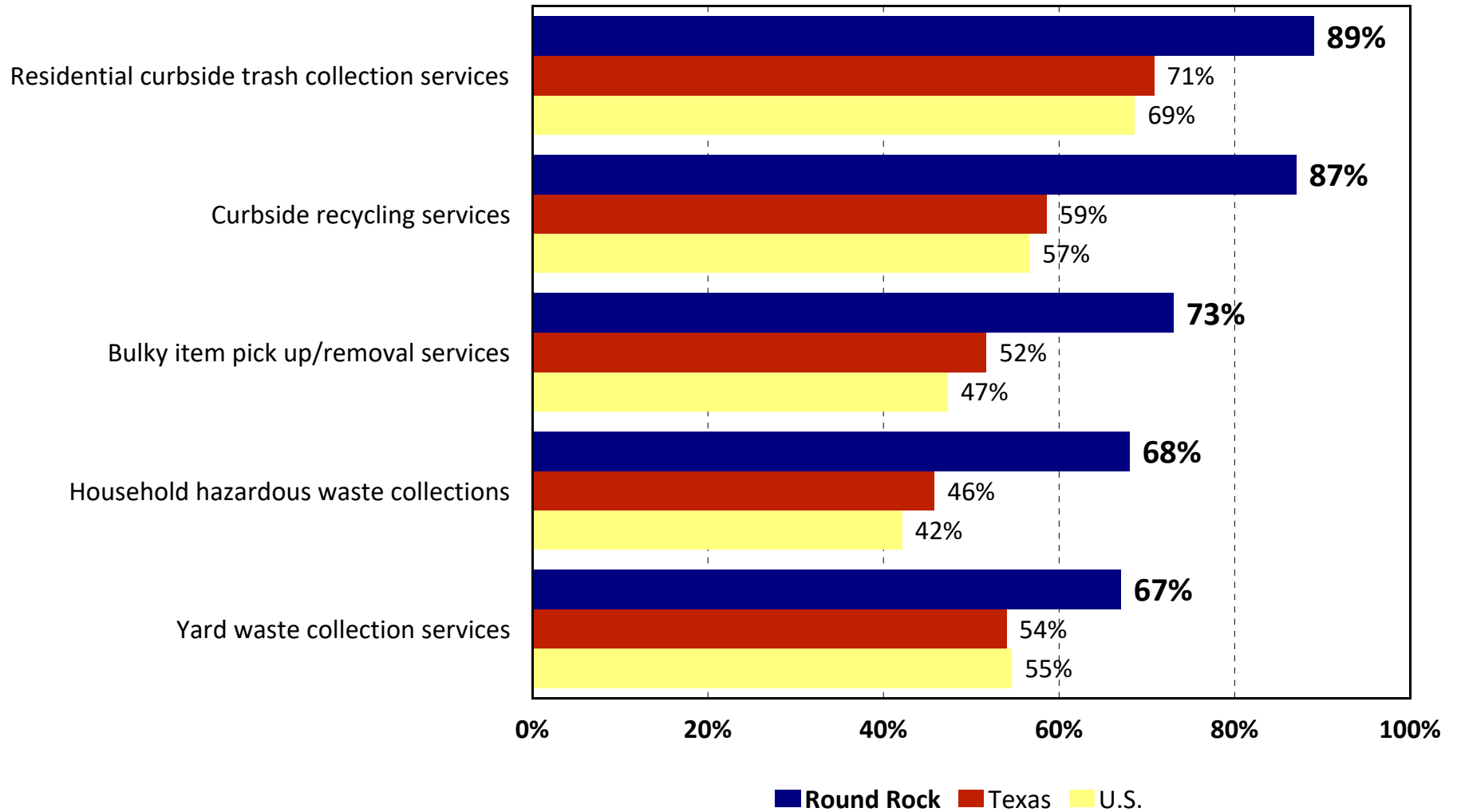
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Garbage and Recycling Services

Round Rock vs. Texas vs. the U.S.

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





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Tabular Data

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

(N=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Parks & Recreation programs	34.4%	40.1%	12.1%	2.5%	0.6%	10.2%
Q1-2. Water services	37.2%	47.4%	9.4%	3.5%	0.6%	1.9%
Q1-3. Wastewater services	35.5%	45.1%	13.6%	2.5%	0.6%	2.7%
Q1-4. Emergency medical services	33.4%	27.1%	11.3%	0.8%	0.2%	27.1%
Q1-5. Enforcement of City codes & ordinances	16.7%	30.7%	25.7%	10.0%	1.5%	15.4%
Q1-6. Fire services	39.5%	32.6%	7.9%	0.2%	0.0%	19.8%
Q1-7. Library services	39.2%	31.5%	12.7%	0.8%	0.6%	15.0%
Q1-8. Maintenance of City streets & sidewalks	20.7%	45.9%	19.0%	10.9%	2.5%	1.0%
Q1-9. Management of storm water runoff & flood prevention	23.8%	44.5%	17.7%	5.0%	0.8%	8.1%
Q1-10. Municipal court services	13.8%	23.2%	19.6%	1.3%	0.4%	41.8%
Q1-11. Police services	35.9%	35.5%	13.4%	5.0%	1.3%	9.0%
Q1-12. Transportation planning in City	12.5%	23.2%	26.5%	15.7%	6.1%	16.1%
Q1-13. Trash, recycling, & yard waste collection services	34.2%	45.5%	9.8%	7.7%	1.3%	1.5%
Q1-14. City communication with the public	27.8%	40.5%	20.9%	5.0%	1.0%	4.8%
Q1-15. Customer service provided by City employees	27.1%	34.7%	19.4%	2.1%	0.4%	16.3%

WITHOUT "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=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Parks & Recreation programs	38.4%	44.7%	13.5%	2.8%	0.7%
Q1-2. Water services	37.9%	48.3%	9.6%	3.6%	0.6%
Q1-3. Wastewater services	36.5%	46.4%	13.9%	2.6%	0.6%
Q1-4. Emergency medical services	45.8%	37.2%	15.5%	1.1%	0.3%
Q1-5. Enforcement of City codes & ordinances	19.8%	36.3%	30.4%	11.9%	1.7%
Q1-6. Fire services	49.2%	40.6%	9.9%	0.3%	0.0%
Q1-7. Library services	46.2%	37.1%	15.0%	1.0%	0.7%
Q1-8. Maintenance of City streets & sidewalks	20.9%	46.4%	19.2%	11.0%	2.5%
Q1-9. Management of storm water runoff & flood prevention	25.9%	48.4%	19.3%	5.5%	0.9%
Q1-10. Municipal court services	23.7%	39.8%	33.7%	2.2%	0.7%
Q1-11. Police services	39.4%	39.0%	14.7%	5.5%	1.4%
Q1-12. Transportation planning in City	14.9%	27.6%	31.6%	18.7%	7.2%
Q1-13. Trash, recycling, & yard waste collection services	34.7%	46.2%	10.0%	7.8%	1.3%
Q1-14. City communication with the public	29.2%	42.5%	21.9%	5.3%	1.1%
Q1-15. Customer service provided by City employees	32.4%	41.4%	23.2%	2.5%	0.5%

Q2. Which THREE of the services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Parks & Recreation programs	27	5.6 %
Water services	86	18.0 %
Wastewater services	2	0.4 %
Emergency medical services	62	12.9 %
Enforcement of City codes & ordinances	15	3.1 %
Fire services	27	5.6 %
Library services	5	1.0 %
Maintenance of City streets & sidewalks	25	5.2 %
Management of storm water runoff & flood prevention	2	0.4 %
Municipal court services	1	0.2 %
Police services	149	31.1 %
Transportation planning in City	33	6.9 %
Trash, recycling, & yard waste collection services	16	3.3 %
City communication with the public	10	2.1 %
Customer service provided by City employees	2	0.4 %
<u>None chosen</u>	<u>17</u>	<u>3.5 %</u>
Total	479	100.0 %

Q2. Which THREE of the services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Parks & Recreation programs	16	3.3 %
Water services	42	8.8 %
Wastewater services	25	5.2 %
Emergency medical services	57	11.9 %
Enforcement of City codes & ordinances	20	4.2 %
Fire services	115	24.0 %
Library services	9	1.9 %
Maintenance of City streets & sidewalks	27	5.6 %
Management of storm water runoff & flood prevention	12	2.5 %
Municipal court services	5	1.0 %
Police services	81	16.9 %
Transportation planning in City	19	4.0 %
Trash, recycling, & yard waste collection services	20	4.2 %
City communication with the public	9	1.9 %
Customer service provided by City employees	1	0.2 %
<u>None chosen</u>	<u>21</u>	<u>4.4 %</u>
Total	479	100.0 %

Q2. Which THREE of the services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Parks & Recreation programs	31	6.5 %
Water services	43	9.0 %
Wastewater services	12	2.5 %
Emergency medical services	60	12.5 %
Enforcement of City codes & ordinances	25	5.2 %
Fire services	66	13.8 %
Library services	11	2.3 %
Maintenance of City streets & sidewalks	45	9.4 %
Management of storm water runoff & flood prevention	10	2.1 %
Municipal court services	2	0.4 %
Police services	65	13.6 %
Transportation planning in City	28	5.8 %
Trash, recycling, & yard waste collection services	38	7.9 %
City communication with the public	13	2.7 %
Customer service provided by City employees	6	1.3 %
<u>None chosen</u>	<u>24</u>	<u>5.0 %</u>
Total	479	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the services listed in Question 1 do you think are MOST IMPORTANT for the City to provide? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Parks & Recreation programs	74	15.4 %
Water services	171	35.7 %
Wastewater services	39	8.1 %
Emergency medical services	179	37.4 %
Enforcement of City codes & ordinances	60	12.5 %
Fire services	208	43.4 %
Library services	25	5.2 %
Maintenance of City streets & sidewalks	97	20.3 %
Management of storm water runoff & flood prevention	24	5.0 %
Municipal court services	8	1.7 %
Police services	295	61.6 %
Transportation planning in City	80	16.7 %
Trash, recycling, & yard waste collection services	74	15.4 %
City communication with the public	32	6.7 %
Customer service provided by City employees	9	1.9 %
<u>None chosen</u>	<u>17</u>	<u>3.5 %</u>
Total	1392	

Q3. Perception 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=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City	31.3%	55.9%	9.2%	1.0%	0.0%	2.5%
Q3-2. How well City is planning for growth	14.4%	34.2%	26.3%	12.5%	5.6%	6.9%
Q3-3. Overall quality of life in City	31.5%	49.3%	12.7%	4.8%	0.4%	1.3%
Q3-4. Availability of job opportunities	16.3%	29.0%	22.8%	4.0%	1.0%	26.9%
Q3-5. Overall value you receive for City taxes & fees	14.8%	38.0%	28.6%	12.9%	3.3%	2.3%
Q3-6. Overall quality of new development	12.7%	30.7%	30.7%	13.8%	3.8%	8.4%
Q3-7. Appearance of residential property in City	15.2%	51.1%	22.3%	9.0%	0.6%	1.7%
Q3-8. Appearance of commercial property in City	13.8%	50.9%	25.3%	7.1%	1.7%	1.3%
Q3-9. Overall appearance of City	20.3%	58.5%	15.7%	4.6%	0.4%	0.6%

WITHOUT "DON'T KNOW"

Q3. Perception 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=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	32.1%	57.4%	9.4%	1.1%	0.0%
Q3-2. How well City is planning for growth	15.5%	36.8%	28.3%	13.5%	6.1%
Q3-3. Overall quality of life in City	31.9%	49.9%	12.9%	4.9%	0.4%
Q3-4. Availability of job opportunities	22.3%	39.7%	31.1%	5.4%	1.4%
Q3-5. Overall value you receive for City taxes & fees	15.2%	38.9%	29.3%	13.2%	3.4%
Q3-6. Overall quality of new development	13.9%	33.5%	33.5%	15.0%	4.1%
Q3-7. Appearance of residential property in City	15.5%	52.0%	22.7%	9.1%	0.6%
Q3-8. Appearance of commercial property in City	14.0%	51.6%	25.6%	7.2%	1.7%
Q3-9. Overall appearance of City	20.4%	58.8%	15.8%	4.6%	0.4%

Q4. 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=479)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. In Downtown Round Rock	39.7%	47.2%	7.7%	1.5%	0.0%	4.0%
Q4-2. In City parks	30.1%	48.0%	12.1%	2.3%	0.2%	7.3%
Q4-3. In your neighborhood during the day	59.5%	35.7%	4.2%	0.4%	0.0%	0.2%
Q4-4. In your neighborhood at night	34.4%	46.8%	12.1%	5.6%	0.6%	0.4%
Q4-5. In commercial & retail areas	24.6%	54.9%	15.4%	3.5%	0.0%	1.5%
Q4-6. Overall feeling of safety in Round Rock	32.8%	57.4%	7.9%	1.5%	0.0%	0.4%

WITHOUT "DON'T KNOW"

Q4. 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=479)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. In Downtown Round Rock	41.3%	49.1%	8.0%	1.5%	0.0%
Q4-2. In City parks	32.4%	51.8%	13.1%	2.5%	0.2%
Q4-3. In your neighborhood during the day	59.6%	35.8%	4.2%	0.4%	0.0%
Q4-4. In your neighborhood at night	34.6%	47.0%	12.2%	5.7%	0.6%
Q4-5. In commercial & retail areas	25.0%	55.7%	15.7%	3.6%	0.0%
Q4-6. Overall feeling of safety in Round Rock	32.9%	57.7%	8.0%	1.5%	0.0%

Q5. 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=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Appearance & maintenance of existing City parks	32.4%	48.4%	9.4%	2.9%	0.4%	6.5%
Q5-2. Number of City parks	26.3%	43.2%	13.4%	7.7%	0.8%	8.6%
Q5-3. Hike & bike trails in City	22.3%	36.5%	15.9%	9.6%	1.9%	13.8%
Q5-4. City recreation centers	20.3%	38.8%	17.5%	6.1%	0.4%	16.9%
Q5-5. City swimming pools	15.0%	26.1%	20.5%	7.7%	1.5%	29.2%
Q5-6. Quality of youth recreation programs	13.6%	24.4%	19.6%	1.5%	1.5%	39.5%
Q5-7. Quality of adult recreation programs	12.5%	24.0%	20.0%	5.6%	1.0%	36.7%
Q5-8. Forest Creek Golf Course	9.4%	14.0%	18.6%	1.5%	0.8%	55.7%
Q5-9. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer)	22.1%	27.8%	15.9%	2.5%	0.4%	31.3%

WITHOUT "DON'T KNOW"

Q5. 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=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Appearance & maintenance of existing City parks	34.6%	51.8%	10.0%	3.1%	0.4%
Q5-2. Number of City parks	28.8%	47.3%	14.6%	8.4%	0.9%
Q5-3. Hike & bike trails in City	25.9%	42.4%	18.4%	11.1%	2.2%
Q5-4. City recreation centers	24.4%	46.7%	21.1%	7.3%	0.5%
Q5-5. City swimming pools	21.2%	36.9%	28.9%	10.9%	2.1%
Q5-6. Quality of youth recreation programs	22.4%	40.3%	32.4%	2.4%	2.4%
Q5-7. Quality of adult recreation programs	19.8%	38.0%	31.7%	8.9%	1.7%
Q5-8. Forest Creek Golf Course	21.2%	31.6%	42.0%	3.3%	1.9%
Q5-9. Quality of outdoor athletic facilities (e.g. , baseball, tennis, soccer)	32.2%	40.4%	23.1%	3.6%	0.6%

Q6. Which TWO of the Parks and Recreation services listed in Question 5 do you think are MOST IMPORTANT for the City to provide?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Appearance & maintenance of existing City parks	187	39.0 %
Number of City parks	50	10.4 %
Hike & bike trails in City	79	16.5 %
City recreation centers	22	4.6 %
City swimming pools	20	4.2 %
Quality of youth recreation programs	39	8.1 %
Quality of adult recreation programs	10	2.1 %
Forest Creek Golf Course	7	1.5 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer)	24	5.0 %
None chosen	41	8.6 %
Total	479	100.0 %

Q6. Which TWO of the Parks and Recreation services listed in Question 5 do you think are MOST IMPORTANT for the City to provide?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Appearance & maintenance of existing City parks	82	17.1 %
Number of City parks	51	10.6 %
Hike & bike trails in City	99	20.7 %
City recreation centers	44	9.2 %
City swimming pools	28	5.8 %
Quality of youth recreation programs	60	12.5 %
Quality of adult recreation programs	20	4.2 %
Forest Creek Golf Course	14	2.9 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer)	36	7.5 %
None chosen	45	9.4 %
Total	479	100.0 %

SUM OF TOP 2 CHOICES**Q6. Which TWO of the Parks and Recreation services listed in Question 5 do you think are MOST IMPORTANT for the City to provide? (top 2)**

<u>Q6. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Appearance & maintenance of existing City parks	269	56.2 %
Number of City parks	101	21.1 %
Hike & bike trails in City	178	37.2 %
City recreation centers	66	13.8 %
City swimming pools	48	10.0 %
Quality of youth recreation programs	99	20.7 %
Quality of adult recreation programs	30	6.3 %
Forest Creek Golf Course	21	4.4 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer)	60	12.5 %
None chosen	41	8.6 %
Total	913	

Q7. 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=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Maintenance of major City streets	18.0%	55.9%	15.4%	7.1%	1.7%	1.9%
Q7-2. Maintenance of streets in your neighborhood	24.6%	49.5%	12.5%	9.4%	2.9%	1.0%
Q7-3. Timing of traffic signals in City	9.0%	47.2%	21.7%	14.8%	6.7%	0.6%
Q7-4. Mowing & trimming along City streets & other public areas	16.7%	51.8%	19.6%	9.2%	1.7%	1.0%
Q7-5. Cleanliness of City streets & other public areas	20.0%	57.4%	14.8%	5.8%	1.0%	0.8%
Q7-6. Condition of sidewalks in City	12.5%	52.0%	20.9%	8.8%	2.9%	2.9%
Q7-7. Availability of bike lanes	6.9%	19.6%	27.3%	14.6%	6.1%	25.5%
Q7-8. Transit services	4.4%	14.6%	25.3%	15.2%	5.4%	35.1%

WITHOUT "DON'T KNOW"

Q7. 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=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Maintenance of major City streets	18.3%	57.0%	15.7%	7.2%	1.7%
Q7-2. Maintenance of streets in your neighborhood	24.9%	50.0%	12.7%	9.5%	3.0%
Q7-3. Timing of traffic signals in City	9.0%	47.5%	21.8%	14.9%	6.7%
Q7-4. Mowing & trimming along City streets & other public areas	16.9%	52.3%	19.8%	9.3%	1.7%
Q7-5. Cleanliness of City streets & other public areas	20.2%	57.9%	14.9%	5.9%	1.1%
Q7-6. Condition of sidewalks in City	12.9%	53.5%	21.5%	9.0%	3.0%
Q7-7. Availability of bike lanes	9.2%	26.3%	36.7%	19.6%	8.1%
Q7-8. Transit services	6.8%	22.5%	38.9%	23.5%	8.4%

Q8. Which TWO of the transportation services listed in Question 7 do you think are MOST IMPORTANT for the City to provide?

Q8. Top choice	Number	Percent
Maintenance of major City streets	260	54.3 %
Maintenance of streets in your neighborhood	42	8.8 %
Timing of traffic signals in City	49	10.2 %
Mowing & trimming along City streets & other public areas	10	2.1 %
Cleanliness of City streets & other public areas	25	5.2 %
Condition of sidewalks in City	5	1.0 %
Availability of bike lanes	21	4.4 %
Transit services	45	9.4 %
None chosen	22	4.6 %
Total	479	100.0 %

Q8. Which TWO of the transportation services listed in Question 7 do you think are MOST IMPORTANT for the City to provide?

Q8. 2nd choice	Number	Percent
Maintenance of major City streets	75	15.7 %
Maintenance of streets in your neighborhood	95	19.8 %
Timing of traffic signals in City	90	18.8 %
Mowing & trimming along City streets & other public areas	29	6.1 %
Cleanliness of City streets & other public areas	81	16.9 %
Condition of sidewalks in City	22	4.6 %
Availability of bike lanes	22	4.6 %
Transit services	38	7.9 %
None chosen	27	5.6 %
Total	479	100.0 %

SUM OF TOP 2 CHOICES

Q8. Which TWO of the transportation services listed in Question 7 do you think are MOST IMPORTANT for the City to provide? (top 2)

Q8. Sum of top 2 choices	Number	Percent
Maintenance of major City streets	335	69.9 %
Maintenance of streets in your neighborhood	137	28.6 %
Timing of traffic signals in City	139	29.0 %
Mowing & trimming along City streets & other public areas	39	8.1 %
Cleanliness of City streets & other public areas	106	22.1 %
Condition of sidewalks in City	27	5.6 %
Availability of bike lanes	43	9.0 %
Transit services	83	17.3 %
None chosen	22	4.6 %
Total	931	

Q9. Traffic Issues. Please rate the following traffic situations in the City of Round Rock using a scale of 1 to 4, where 4 means "Excellent" and 1 means "Poor."

(N=479)

	Excellent	Good	Average	Poor	Don't know
Q9-1. Traffic flow on state roads & highways in Round Rock (e.g., I-35, US 79)	1.9%	15.9%	30.1%	50.5%	1.7%
Q9-2. Traffic flow in & around your neighborhood	17.3%	40.7%	27.8%	13.2%	1.0%
Q9-3. The job City of Round Rock is doing managing traffic	4.8%	31.3%	40.1%	19.8%	4.0%

WITHOUT "DON'T KNOW"

Q9. Traffic Issues. Please rate the following traffic situations in the City of Round Rock using a scale of 1 to 4, where 4 means "Excellent" and 1 means "Poor." (without "don't know")

(N=479)

	Excellent	Good	Average	Poor
Q9-1. Traffic flow on state roads & highways in Round Rock (e.g., I-35, US 79)	1.9%	16.1%	30.6%	51.4%
Q9-2. Traffic flow in & around your neighborhood	17.5%	41.1%	28.1%	13.3%
Q9-3. The job City of Round Rock is doing managing traffic	5.0%	32.6%	41.7%	20.7%

Q10. Compared to two years ago, would you say that traffic in Round Rock is getting better, getting worse, or staying the same?

Q10. Is traffic in Round Rock getting better, worse, or staying the same compared to two years ago

	Number	Percent
Getting better	19	4.0 %
Staying the same	66	13.8 %
Getting worse	374	78.1 %
Don't know	20	4.2 %
Total	479	100.0 %

WITHOUT "DON'T KNOW"

Q10. Compared to two years ago, would you say that traffic in Round Rock is getting better, getting worse, or staying the same? (without "don't know")

Q10. Is traffic in Round Rock getting better, worse, or staying the same compared to two years ago

	Number	Percent
Getting better	19	4.1 %
Staying the same	66	14.4 %
Getting worse	374	81.5 %
Total	459	100.0 %

Q11. Code Enforcement. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

(N=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Enforcement of clean-up of junk & debris on private property	9.2%	32.8%	24.4%	13.8%	4.0%	15.9%
Q11-2. Enforcement of mowing of weeds & grass on private property	9.4%	30.9%	26.3%	13.6%	4.2%	15.7%
Q11-3. Enforcement of sign regulations	10.0%	27.6%	29.6%	7.5%	3.1%	22.1%

WITHOUT "DON'T KNOW"

Q11. Code Enforcement. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items. (without "don't know")

(N=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Enforcement of clean-up of junk & debris on private property	10.9%	39.0%	29.0%	16.4%	4.7%
Q11-2. Enforcement of mowing of weeds & grass on private property	11.1%	36.6%	31.2%	16.1%	5.0%
Q11-3. Enforcement of sign regulations	12.9%	35.4%	38.1%	9.7%	4.0%

Q12. Which ONE of the code enforcement services listed in Question 11 do you think is MOST IMPORTANT for the City to provide?

Q12[01]. Most important code enforcement service	Number	Percent
Enforcement of clean-up of junk & debris on private property	292	61.0 %
Enforcement of mowing of weeds & grass on private property	59	12.3 %
Enforcement of sign regulations	91	19.0 %
None chosen	37	7.7 %
Total	479	100.0 %

Q13. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.

(N=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Availability of information about City programs & services	20.5%	45.9%	18.8%	7.7%	0.6%	6.5%
Q13-2. City efforts to keep residents informed about local issues	20.3%	42.8%	20.3%	10.2%	0.8%	5.6%
Q13-3. Level of public involvement in City decision-making	7.9%	26.9%	28.4%	16.5%	2.9%	17.3%
Q13-4. City's cable television channel/video production	3.3%	10.4%	21.7%	5.8%	1.5%	57.2%
Q13-5. Usefulness of the information available on City's website	16.5%	39.9%	21.7%	4.2%	0.4%	17.3%
Q13-6. How well City listens & responds to the needs of citizens	7.1%	26.1%	27.3%	10.6%	3.3%	25.5%

WITHOUT "DON'T KNOW"

Q13. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following. (without "don't know")

(N=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Availability of information about City programs & services	21.9%	49.1%	20.1%	8.3%	0.7%
Q13-2. City efforts to keep residents informed about local issues	21.5%	45.4%	21.5%	10.8%	0.9%
Q13-3. Level of public involvement in City decision-making	9.6%	32.6%	34.3%	19.9%	3.5%
Q13-4. City's cable television channel/video production	7.8%	24.4%	50.7%	13.7%	3.4%
Q13-5. Usefulness of the information available on City's website	19.9%	48.2%	26.3%	5.1%	0.5%
Q13-6. How well City listens & responds to the needs of citizens	9.5%	35.0%	36.7%	14.3%	4.5%

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

Q14. From which sources do you currently get information about City of Round Rock	Number	Percent
Austin American-Statesman or statesman.com	71	14.8 %
Round Rock Leader	69	14.4 %
Community Impact	367	76.6 %
Local TV news	205	42.8 %
Round Rock Cable Channel (10 for Spectrum, 99 for U-verse)	25	5.2 %
Local radio	67	14.0 %
Enclosure in your City utility bill, Newsflash	222	46.3 %
Friends	125	26.1 %
City website (RoundRockTexas.gov)	235	49.1 %
City eNewsletters (Newsflash, Parks & Recreation, Library)	123	25.7 %
Public meetings	21	4.4 %
Your homeowner/neighborhood association (via newsletter, website, social media site, etc.)	122	25.5 %
Facebook	195	40.7 %
Twitter	28	5.8 %
Instagram	28	5.8 %
Nextdoor	153	31.9 %
Total	2056	

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

Q15. Which following electronic sources of information are you currently using	Number	Percent
Facebook	324	67.6 %
Twitter	95	19.8 %
YouTube	176	36.7 %
Instagram	132	27.6 %
SnapChat	23	4.8 %
Text messages	351	73.3 %
Email	395	82.5 %
Internet (general use)	386	80.6 %
Podcasts	68	14.2 %
TikTok	44	9.2 %
Other	15	3.1 %
None of the above	5	1.0 %
Total	2014	

WITHOUT "NONE OF THE ABOVE"**Q15. Which of the following electronic sources of information are you currently using? (without "none of the above")**

Q15. Which following electronic sources of information are you currently using	Number	Percent
Facebook	324	68.4 %
Twitter	95	20.0 %
YouTube	176	37.1 %
Instagram	132	27.8 %
SnapChat	23	4.9 %
Text messages	351	74.1 %
Email	395	83.3 %
Internet (general use)	386	81.4 %
Podcasts	68	14.3 %
TikTok	44	9.3 %
Other	15	3.2 %
Total	2009	

Q15-11. Other

<u>Q15-11. Other</u>	<u>Number</u>	<u>Percent</u>
Nextdoor	4	26.7 %
Reddit	2	13.3 %
Nextdoor, LinkedIn	1	6.7 %
HOA	1	6.7 %
Google news feed	1	6.7 %
FEEDLY	1	6.7 %
Rumble, Locals, WhatsApp	1	6.7 %
Radio	1	6.7 %
DirectTV	1	6.7 %
City app	1	6.7 %
Newsbreak	1	6.7 %
Total	15	100.0 %

Q15a. Do you follow any of the City's accounts on these social media outlets?

<u>Q15a. Do you follow any City's accounts on these social media outlets</u>	<u>Number</u>	<u>Percent</u>
Yes	221	46.1 %
No	258	53.9 %
Total	479	100.0 %

Q16. Do you currently have any of the following television services?

Q16. What following television services do you currently have	Number	Percent
Spectrum Cable	143	29.9 %
Grande Cable	17	3.5 %
AT&T U-verse	83	17.3 %
Satellite TV	28	5.8 %
Streaming service	194	40.5 %
Broadcast (antennae only)	59	12.3 %
Don't watch TV	22	4.6 %
Other	23	4.8 %
Total	569	

Q16-8. Other

Q16-8. Other	Number	Percent
DirecTV	6	26.1 %
YouTubeTV	3	13.0 %
DirecTV, Roku	1	4.3 %
Netflix and Amazon	1	4.3 %
Fire stick	1	4.3 %
YouTube TV	1	4.3 %
Don't have any cable services. Just use Rabbit Ears	1	4.3 %
Private antenna and IPTV streaming service	1	4.3 %
Roku and TIVO	1	4.3 %
OTA antenna	1	4.3 %
Netflix & Amazon Prime	1	4.3 %
No cable just internet	1	4.3 %
YouTube TV & Local	1	4.3 %
No live TV	1	4.3 %
Antenna	1	4.3 %
Streaming only	1	4.3 %
Total	23	100.0 %

Q17. Water Conservation and Awareness. Do you know when your household's designated watering days are?

Q17. Do you know when your household's designated watering days are	Number	Percent
Yes	397	82.9 %
No	82	17.1 %
Total	479	100.0 %

Q17a. Which of the following best describes how often you follow the watering schedule for your household?

Q17a. How often do you follow watering schedule for your household	Number	Percent
Always	257	64.7 %
Usually	105	26.4 %
Sometimes	19	4.8 %
Never	9	2.3 %
Don't know	7	1.8 %
Total	397	100.0 %

WITHOUT "DON'T KNOW"

Q17a. Which of the following best describes how often you follow the watering schedule for your household? (without "don't know")

Q17a. How often do you follow watering schedule for your household	Number	Percent
Always	257	65.9 %
Usually	105	26.9 %
Sometimes	19	4.9 %
Never	9	2.3 %
Total	390	100.0 %

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

<u>Q18. Have you contacted City during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	191	39.9 %
No	288	60.1 %
Total	479	100.0 %

Q18a. How would you describe the service you received?

<u>Q18a. How would you describe the service you received</u>	<u>Number</u>	<u>Percent</u>
Excellent	90	47.1 %
Good	63	33.0 %
Fair	24	12.6 %
Poor	12	6.3 %
Don't know	2	1.0 %
Total	191	100.0 %

WITHOUT "DON'T KNOW"**Q18a. How would you describe the service you received? (without "don't know")**

<u>Q18a. How would you describe the service you received</u>	<u>Number</u>	<u>Percent</u>
Excellent	90	47.6 %
Good	63	33.3 %
Fair	24	12.7 %
Poor	12	6.3 %
Total	189	100.0 %

Q18b. Using a scale of 1 to 5, 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=191)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18b-1. How easy they were to contact	44.5%	39.8%	9.9%	4.2%	0.5%	1.0%
Q18b-2. The way you were treated	53.9%	27.7%	10.5%	2.1%	2.1%	3.7%
Q18b-3. Accuracy of information & assistance you were given	47.6%	29.3%	13.1%	4.2%	1.6%	4.2%
Q18b-4. How quickly City staff responded to your request	48.7%	31.4%	9.4%	4.2%	1.6%	4.7%
Q18b-5. How well your issue was handled	48.2%	27.7%	7.3%	8.4%	4.2%	4.2%

WITHOUT "DON'T KNOW"

Q18b. Using a scale of 1 to 5, 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=191)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18b-1. How easy they were to contact	45.0%	40.2%	10.1%	4.2%	0.5%
Q18b-2. The way you were treated	56.0%	28.8%	10.9%	2.2%	2.2%
Q18b-3. Accuracy of information & assistance you were given	49.7%	30.6%	13.7%	4.4%	1.6%
Q18b-4. How quickly City staff responded to your request	51.1%	33.0%	9.9%	4.4%	1.6%
Q18b-5. How well your issue was handled	50.3%	29.0%	7.7%	8.7%	4.4%

Q19. Water/Wastewater 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=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Reliability of City's drinking water	49.5%	37.2%	7.7%	1.9%	0.6%	3.1%
Q19-2. Quality of City's drinking water	38.8%	38.2%	10.9%	7.5%	1.5%	3.1%
Q19-3. Water-related information on City's website	21.5%	30.5%	17.5%	1.7%	0.0%	28.8%
Q19-4. Wastewater (sewer) services	32.8%	43.0%	11.9%	1.9%	1.0%	9.4%
Q19-5. Wastewater information on City's website	17.7%	23.6%	20.0%	1.7%	0.2%	36.7%
Q19-6. Cleanliness of creeks & open channels	11.1%	35.3%	22.3%	12.3%	4.4%	14.6%

WITHOUT "DON'T KNOW"

Q19. Water/Wastewater 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=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Reliability of City's drinking water	51.1%	38.4%	8.0%	1.9%	0.6%
Q19-2. Quality of City's drinking water	40.1%	39.4%	11.2%	7.8%	1.5%
Q19-3. Water-related information on City's website	30.2%	42.8%	24.6%	2.3%	0.0%
Q19-4. Wastewater (sewer) services	36.2%	47.5%	13.1%	2.1%	1.2%
Q19-5. Wastewater information on City's website	28.1%	37.3%	31.7%	2.6%	0.3%
Q19-6. Cleanliness of creeks & open channels	13.0%	41.3%	26.2%	14.4%	5.1%

Q20. What City of Round Rock water conservation programs/resources are you familiar with?

Q20. What City water conservation programs/resources are you familiar with	Number	Percent
Rebates	115	24.0 %
DIY Water Saving Toolkit Checkout	38	7.9 %
Discounted rain barrel sales	202	42.2 %
Free irrigation evaluations	61	12.7 %
Outdoor watering schedule	363	75.8 %
Information & blogs on City's website	68	14.2 %
Other	2	0.4 %
None of the above	74	15.4 %
Total	923	

WITHOUT "NONE OF THE ABOVE"**Q20. What City of Round Rock water conservation programs/resources are you familiar with? (without "none of the above")**

Q20. What City water conservation programs/resources are you familiar with	Number	Percent
Rebates	115	28.4 %
DIY Water Saving Toolkit Checkout	38	9.4 %
Discounted rain barrel sales	202	49.9 %
Free irrigation evaluations	61	15.1 %
Outdoor watering schedule	363	89.6 %
Information & blogs on City's website	68	16.8 %
Other	2	0.5 %
Total	849	

Q20-7. Other

Q20-7. Other	Number	Percent
Information in water bill	1	50.0 %
Flood plains	1	50.0 %
Total	2	100.0 %

Q21. Garbage and Recycling 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=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Residential curbside trash (garbage) collection services	46.3%	40.7%	5.6%	4.6%	0.8%	1.9%
Q21-2. Bulky item pick up/ removal services (e.g., old furniture, appliances)	34.2%	31.7%	15.4%	8.1%	1.7%	8.8%
Q21-3. Curbside recycling services	42.4%	41.8%	7.5%	3.5%	1.0%	3.8%
Q21-4. Yard waste collection services	26.1%	28.4%	18.2%	6.1%	2.5%	18.8%
Q21-5. Household hazardous waste collections	24.0%	28.8%	18.0%	6.5%	1.5%	21.3%
Q21-6. Deepwood Recycling Center services	34.9%	32.4%	8.6%	2.3%	0.4%	21.5%
Q21-7. Shred for a Paws Cause events	7.5%	7.5%	14.0%	0.0%	0.0%	71.0%
Q21-8. Garbage/recycling information on the website	20.5%	29.9%	16.1%	2.9%	0.4%	30.3%

WITHOUT "DON'T KNOW"

Q21. Garbage and Recycling 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=479)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Residential curbside trash (garbage) collection services	47.2%	41.5%	5.7%	4.7%	0.9%
Q21-2. Bulky item pick up/removal services (e. g., old furniture, appliances)	37.5%	34.8%	16.9%	8.9%	1.8%
Q21-3. Curbside recycling services	44.0%	43.4%	7.8%	3.7%	1.1%
Q21-4. Yard waste collection services	32.1%	35.0%	22.4%	7.5%	3.1%
Q21-5. Household hazardous waste collections	30.5%	36.6%	22.8%	8.2%	1.9%
Q21-6. Deepwood Recycling Center services	44.4%	41.2%	10.9%	2.9%	0.5%
Q21-7. Shred for a Paws Cause events	25.9%	25.9%	48.2%	0.0%	0.0%
Q21-8. Garbage/recycling information on the website	29.3%	42.8%	23.1%	4.2%	0.6%

Q22. How have you heard about public hearing dates on planning and land use issues?

Q22. How have you heard about public hearing dates on planning & land use issues	Number	Percent
Public notices in the newspaper	34	7.1 %
Posts on City Hall notice board	3	0.6 %
Public notices on the website	59	12.3 %
Mailed notices from City	108	22.5 %
Signs posted on land proposed for development	70	14.6 %
Homeowners/neighborhood association emails	118	24.6 %
Social media	122	25.5 %
Other	16	3.3 %
None of the above	174	36.3 %
Total	704	

WITHOUT "NONE OF THE ABOVE"**Q22. How have you heard about public hearing dates on planning and land use issues? (without "none of the above")**

Q22. How have you heard about public hearing dates on planning & land use issues	Number	Percent
Public notices in the newspaper	34	11.1 %
Posts on City Hall notice board	3	1.0 %
Public notices on the website	59	19.3 %
Mailed notices from City	108	35.4 %
Signs posted on land proposed for development	70	23.0 %
Homeowners/neighborhood association emails	118	38.7 %
Social media	122	40.0 %
Other	16	5.2 %
Total	530	

Q22-8. Other

Q22-8. Other	Number	Percent
Impact magazine	4	25.0 %
Neighbor	2	12.5 %
My wife	1	6.3 %
Word of mouth	1	6.3 %
RoundRockTexas. Gov	1	6.3 %
News media	1	6.3 %
Mailing	1	6.3 %
Water bill	1	6.3 %
TV	1	6.3 %
Community Impact	1	6.3 %
Round Rock monthly email	1	6.3 %
No information received	1	6.3 %
Total	16	100.0 %

Q23. Land Use. When you think about the number and variety of places to live, work and shop in Round Rock, would you like to see more, about the same, or fewer of the following types of places in Round Rock?

(N=479)

	More	About the same	Fewer	Don't know
Q23-1. Single-family detached houses	32.2%	50.1%	10.0%	7.7%
Q23-2. Traditional apartments	6.3%	35.5%	50.5%	7.7%
Q23-3. Urban-style mid-rise apartments (e.g., building with lobby, lofts, etc.)	17.1%	29.0%	41.8%	12.1%
Q23-4. Townhouses	18.6%	45.1%	25.9%	10.4%
Q23-5. Accessory dwelling units (e.g., granny flats, garage apartments, tiny houses)	23.4%	26.5%	32.6%	17.5%
Q23-6. Senior housing (including independent living, assisted living, & long term care facilities)	35.7%	45.9%	7.5%	10.9%
Q23-7. Grocery store, pharmacy, & other shops for necessities	24.6%	64.7%	5.0%	5.6%
Q23-8. Specialty/boutique/independent retail	33.8%	51.8%	6.3%	8.1%
Q23-9. Restaurant, coffee shop, bakery, etc.	44.5%	47.0%	3.8%	4.8%
Q23-10. Bars	15.2%	44.7%	33.0%	7.1%
Q23-11. Food trucks	39.2%	34.4%	14.4%	11.9%
Q23-12. Local entertainment establishments (e.g., movie theater, arcade)	35.1%	50.9%	6.3%	7.7%
Q23-13. Regional entertainment establishments (e.g., Kalahari, Dell Diamond)	17.1%	57.0%	17.7%	8.1%
Q23-14. Arts and/or cultural facilities (e.g., theaters, museums, galleries, etc.)	54.3%	33.0%	3.8%	9.0%
Q23-15. Sports facilities (e.g., training facilities, recreational sports venues)	17.3%	59.7%	14.2%	8.8%
Q23-16. Microbreweries/distilleries	26.9%	37.6%	23.2%	12.3%
Q23-17. High-density mixed-use (like The Domain in Austin)	30.1%	29.0%	31.1%	9.8%
Q23-18. Offices/business parks for large employers	12.9%	46.3%	30.1%	10.6%

Q23. Land Use. When you think about the number and variety of places to live, work and shop in Round Rock, would you like to see more, about the same, or fewer of the following types of places in Round Rock?

	More	About the same	Fewer	Don't know
Q23-19. Professional services (e.g., attorneys, financial advisors)	12.1%	62.6%	12.3%	12.9%
Q23-20. Medical/dental offices	18.2%	67.0%	6.9%	7.9%
Q23-21. Fitness-related such as a gym, yoga studio	16.1%	65.3%	9.4%	9.2%
Q23-22. Personal services (e.g., hair salons, nail salons)	10.9%	69.9%	9.4%	9.8%
Q23-23. Daycare or school	20.5%	58.7%	3.8%	17.1%
Q23-24. Public park, plaza or open space	53.2%	36.7%	2.3%	7.7%
Q23-25. Drive-throughs	9.8%	53.4%	22.3%	14.4%
Q23-26. Other	4.6%	2.7%	2.3%	90.4%

WITHOUT "DON'T KNOW"**Q23. Land Use. When you think about the number and variety of places to live, work and shop in Round Rock, would you like to see more, about the same, or fewer of the following types of places in Round Rock? (without "don't know")**

(N=479)

	More	About the same	Fewer
Q23-1. Single-family detached houses	34.8%	54.3%	10.9%
Q23-2. Traditional apartments	6.8%	38.5%	54.8%
Q23-3. Urban-style mid-rise apartments (e.g., building with lobby, lofts, etc.)	19.5%	33.0%	47.5%
Q23-4. Townhouses	20.7%	50.3%	28.9%
Q23-5. Accessory dwelling units (e.g., granny flats, garage apartments, tiny houses)	28.4%	32.2%	39.5%
Q23-6. Senior housing (including independent living, assisted living, & long term care facilities)	40.0%	51.5%	8.4%
Q23-7. Grocery store, pharmacy, & other shops for necessities	26.1%	68.6%	5.3%
Q23-8. Specialty/boutique/independent retail	36.8%	56.4%	6.8%
Q23-9. Restaurant, coffee shop, bakery, etc.	46.7%	49.3%	3.9%
Q23-10. Bars	16.4%	48.1%	35.5%
Q23-11. Food trucks	44.5%	39.1%	16.4%
Q23-12. Local entertainment establishments (e.g., movie theater, arcade)	38.0%	55.2%	6.8%
Q23-13. Regional entertainment establishments (e.g., Kalahari, Dell Diamond)	18.6%	62.0%	19.3%
Q23-14. Arts and/or cultural facilities (e.g., theaters, museums, galleries, etc.)	59.6%	36.2%	4.1%
Q23-15. Sports facilities (e.g., training facilities, recreational sports venues)	19.0%	65.4%	15.6%
Q23-16. Microbreweries/distilleries	30.7%	42.9%	26.4%
Q23-17. High-density mixed-use (like The Domain in Austin)	33.3%	32.2%	34.5%
Q23-18. Offices/business parks for large employers	14.5%	51.9%	33.6%

WITHOUT "DON'T KNOW"**Q23. Land Use. When you think about the number and variety of places to live, work and shop in Round Rock, would you like to see more, about the same, or fewer of the following types of places in Round Rock? (without "don't know")**

	More	About the same	Fewer
Q23-19. Professional services (e.g., attorneys, financial advisors)	13.9%	71.9%	14.1%
Q23-20. Medical/dental offices	19.7%	72.8%	7.5%
Q23-21. Fitness-related such as a gym, yoga studio	17.7%	72.0%	10.3%
Q23-22. Personal services (e.g., hair salons, nail salons)	12.0%	77.5%	10.4%
Q23-23. Daycare or school	24.7%	70.8%	4.5%
Q23-24. Public park, plaza or open space	57.7%	39.8%	2.5%
Q23-25. Drive-throughs	11.5%	62.4%	26.1%
Q23-26. Other	47.8%	28.3%	23.9%

Q24a. What is the reason for your response above in Question 24?

Q24a. What is the reason for your response in Question 24	Number	Percent
The business itself	82	17.1 %
The design style of the building	77	16.1 %
The quality of the development	121	25.3 %
The landscaping & outdoor areas	131	27.3 %
Its location	117	24.4 %
Other	30	6.3 %
Total	558	

Q26. Arts and Culture. Please check up to FIVE of the types of arts and cultural activities you think Round Rock needs more of.

Q26. What types of arts & cultural activities does Round Rock need more of	Number	Percent
Food festivals	286	59.7 %
Live performances at non-traditional venues (e.g., coffee shops, bars, parks)	197	41.1 %
Neighborhood festivals/celebrations	188	39.2 %
Art galleries, exhibits or craft shows	178	37.2 %
Live performances at formal spaces (e.g., theatres)	169	35.3 %
Art festivals (e.g., music, art, film)	168	35.1 %
Arts or cultural events for children or teenagers	142	29.6 %
Arts events/activities at community centers, libraries, places of worship, etc.	141	29.4 %
Culturally specific festivals (e.g., African American, Hispanic, Greek, Irish)	141	29.4 %
Creative co-working or maker spaces	50	10.4 %
Other	13	2.7 %
Total	1673	

Q26-11. Other

- a true farmers market with food & crafts
- Comic Con/Fandom events.
Live Action Roleplaying Games
- creative reuse- like Austin Creative Reilse (sp)
- dinner theaters, like Toby's in Columbia, MO
- Doesn't need anything
- Legit farmers market
- Live theater
- Museums
- Museums
- Music Performances at area restaurants, but a nicer sit-down dedicated place is needed for plays and musical performances. Something along the size of 150 to 200 people would be perfect. There is so much talent here and these performers do not have appropriate environments in which to practice, get dressed, and perform with the appropriate sound and lighting equipment.
- Orchestra Concerts, Choir Concerts, SPBQSA (Barbershop Quartets), all in public venues.
- Pig races
- Street festivals (like Pecan Street festival)

Q27. Barriers to Participation. Please check ALL of the barriers listed below that keep you from attending or participating in arts and cultural events or activities.

Q27. All barriers that keep you from attending or participating in arts & cultural events or activities	Number	Percent
Not interested in what's offered	170	35.5 %
Childcare issues	24	5.0 %
Cost is too high	99	20.7 %
Locations are inconvenient	55	11.5 %
Traffic/parking is an issue	262	54.7 %
Lack of transportation	33	6.9 %
Do not hear about them	274	57.2 %
Do not feel socially comfortable or welcome	22	4.6 %
Schedules are inconvenient	60	12.5 %
Lack of handicap accessibility	26	5.4 %
Other	33	6.9 %
Not applicable	33	6.9 %
Total	1091	

WITHOUT "NOT APPLICABLE"

Q27. Barriers to Participation. Please check ALL of the barriers listed below that keep you from attending or participating in arts and cultural events or activities. (without "not applicable")

Q27. All barriers that keep you from attending or participating in arts & cultural events or activities	Number	Percent
Not interested in what's offered	170	38.1 %
Childcare issues	24	5.4 %
Cost is too high	99	22.2 %
Locations are inconvenient	55	12.3 %
Traffic/parking is an issue	262	58.7 %
Lack of transportation	33	7.4 %
Do not hear about them	273	61.2 %
Do not feel socially comfortable or welcome	22	4.9 %
Schedules are inconvenient	60	13.5 %
Lack of handicap accessibility	26	5.8 %
Other	33	7.4 %
Total	1057	

Q27-11. Other

- afraid it will be too crowded
- busy
- covid
- covid
- COVID precautions are very lacking, putting at risk any residents who are fighting cancer and other things. Not enough space and good planning. Also, what events there are for artisans tend to take advantage of artists and they can't break even
- Heat and humidity
- Held in places/spaces that aren't big enough for the number of people attending
- lack of walkability
- My calendar might not allow. But have hopes for future events
- night time driving
- parking
- physical health
- Pick up spots taking up parking spots
- Something I get the feeling I'm not welcomed to certain culture events.
- Space for event is too small for the number of people attending. Feels overcrowded at downtown events specifically.
- Temperature
- temperature, crowded
- The event is very crowded and there are poor exit routes for such a large gathering.
- The streets are dirty and crime is rising.
- The weather: Daytime outdoor activities in the summer just don't work for me... but then I am old. Evenings Work. Adequate bathroom facilities: I always want a clean bathroom. BTW the Music on Main facilities are Excellent.
- timing- plan more in fall/spring
- too crowded
- too hot
- Too many people
- Too many people
- Too many people attend, even with tickets, and crowds are not managed well
- Weather
- Weather is often too hot or too cold for this old man!
- Weather, too hot.
- When it is 106°, I don't want to hang out at Old Settlers. Been waiting for the right time.
- Work schedule
- Work schedule conflicts.

Q28. Expectations for Services. Using a scale of 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 "Much Lower," please indicate how the level of service provided by the City should change in each of the areas listed below.

(N=479)

	Much higher	A little higher	Stay the same	A little lower	Much lower	Don't know
Q28-1. Library services	9.0%	22.1%	50.3%	1.3%	0.8%	16.5%
Q28-2. Law enforcement	13.4%	29.9%	43.2%	2.3%	1.3%	10.0%
Q28-3. Fire response	8.4%	20.9%	55.3%	0.0%	0.0%	15.4%
Q28-4. Emergency medical services	8.4%	21.7%	52.8%	0.2%	0.0%	16.9%
Q28-5. Parks & open space	16.1%	37.6%	38.2%	0.0%	0.6%	7.5%
Q28-6. Recreation activities	9.4%	34.9%	43.6%	0.8%	0.8%	10.4%
Q28-7. Maintenance of infrastructure (e.g., streets, sidewalks)	21.5%	42.0%	30.3%	0.2%	0.2%	5.8%

WITHOUT "DON'T KNOW"

Q28. Expectations for Services. Using a scale of 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 "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=479)

	Much higher	A little higher	Stay the same	A little lower	Much lower
Q28-1. Library services	10.8%	26.5%	60.3%	1.5%	1.0%
Q28-2. Law enforcement	14.8%	33.2%	48.0%	2.6%	1.4%
Q28-3. Fire response	9.9%	24.7%	65.4%	0.0%	0.0%
Q28-4. Emergency medical services	10.1%	26.1%	63.6%	0.3%	0.0%
Q28-5. Parks & open space	17.4%	40.6%	41.3%	0.0%	0.7%
Q28-6. Recreation activities	10.5%	38.9%	48.7%	0.9%	0.9%
Q28-7. Maintenance of infrastructure (e.g., streets, sidewalks)	22.8%	44.6%	32.2%	0.2%	0.2%

Q29. What do you think are the THREE biggest issues Round Rock will face in the next FIVE years?

Q29. What are biggest issues Round Rock will face in next five years	Number	Percent
Traffic	404	84.3 %
Controlling rapid growth	287	59.9 %
School related issues (e.g., overcrowding, lack of schools, system improvements)	124	25.9 %
Road repair/maintenance/expansion	108	22.5 %
High taxes/property taxes/finances	261	54.5 %
Public transportation	54	11.3 %
Crime (e.g., inadequate police, gangs)	151	31.5 %
Other	10	2.1 %
Don't know	2	0.4 %
Total	1401	

WITHOUT "DON'T KNOW"**Q29. What do you think are the THREE biggest issues Round Rock will face in the next FIVE years? (without "don't know")**

Q29. What are biggest issues Round Rock will face in next five years	Number	Percent
Traffic	402	84.3 %
Controlling rapid growth	285	59.7 %
High taxes/property taxes/finances	261	54.7 %
Crime (e.g., inadequate police, gangs)	151	31.7 %
School related issues (e.g., overcrowding, lack of schools, system improvements)	124	26.0 %
Road repair/maintenance/expansion	108	22.6 %
Public transportation	54	11.3 %
Other	10	2.1 %
Total	1395	

Q29-8. Other

- aging population
- Concerned about drought and endangered water supply for this fast expanding city. I fear growth will far outpace nature's ability to provide clean water for all, fairly soon too
- Crime is getting bolder. People breaking into bedroom windows, stealing mail, stealing cars, stealing holiday decorations, casing homes, scammers bothering our elderly, harassing/chasing women during their morning walks, vandalism. What happened?
- Housing costs.
- Infrastructure, water and home energy.
- Major lack of housing
- Pricing out of first time buyers and renters
- Stop flooding and flood zone expansion. STOP Over and Ill-considered building that is causing flooding. Stop destroying wild places and nature that are not only beautiful but also keep our city beautiful and also reduce flooding.
- Traffic is always a problem so I skipped that one. The NUMBER ONE problem will be affordable and available housing. Already our adult children have had to move out to Hutto and Georgetown to find a home. They would have preferred to stay in Round Rock. Along with this will be the need to maintain and add World Class public education facilities. Fix the problems with RRISD or people will NOT want to live here and educate their children here. I understand that the City is separate from the RRISD leadership but the City and Chamber should communicate with the RRISD leaders to insist on identifying better and NON-PARTISAN candidates for the board. City Council needs to go back to being NON-PARTISAN as well.
- weather issues

Q30. Listed below are potential actions the City of Round Rock could take to improve the overall delivery of City services to residents. For each potential item, please rate your overall level of support using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not at all Supportive."

(N=479)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive	Don't know
Q30-1. Additional fire stations	25.1%	40.1%	25.9%	2.9%	0.8%	5.2%
Q30-2. Expansion of voter-approved Round Rock Public Safety Training Center (serves both fire & police)	22.5%	34.2%	28.8%	5.4%	1.7%	7.3%
Q30-3. A second recreation center	23.6%	32.8%	25.5%	9.2%	3.8%	5.2%
Q30-4. Expansion of sports tourism facilities	9.4%	21.3%	39.0%	13.8%	11.5%	5.0%
Q30-5. Additional parks & trails	36.1%	34.7%	21.5%	3.1%	1.9%	2.7%
Q30-6. Additional roads	31.9%	40.5%	16.9%	3.5%	2.9%	4.2%

WITHOUT "DON'T KNOW"

Q30. Listed below are potential actions the City of Round Rock could take to improve the overall delivery of City services to residents. For each potential item, please rate your overall level of support using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not at all Supportive." (without "don't know")

(N=479)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive
Q30-1. Additional fire stations	26.4%	42.3%	27.3%	3.1%	0.9%
Q30-2. Expansion of voter-approved Round Rock Public Safety Training Center (serves both fire & police)	24.3%	36.9%	31.1%	5.9%	1.8%
Q30-3. A second recreation center	24.9%	34.6%	26.9%	9.7%	4.0%
Q30-4. Expansion of sports tourism facilities	9.9%	22.4%	41.1%	14.5%	12.1%
Q30-5. Additional parks & trails	37.1%	35.6%	22.1%	3.2%	1.9%
Q30-6. Additional roads	33.3%	42.3%	17.6%	3.7%	3.1%

Q31. Which TWO of the projects listed in Question 30 do you think are MOST IMPORTANT for your household?

Q31. Top choice	Number	Percent
Additional fire stations	71	14.8 %
Expansion of voter-approved Round Rock Public Safety Training Center (serves both fire & police)	59	12.3 %
A second recreation center	46	9.6 %
Expansion of sports tourism facilities	13	2.7 %
Additional parks & trails	124	25.9 %
Additional roads	145	30.3 %
None chosen	21	4.4 %
Total	479	100.0 %

Q31. Which TWO of the projects listed in Question 30 do you think are MOST IMPORTANT for your household?

Q31. 2nd choice	Number	Percent
Additional fire stations	68	14.2 %
Expansion of voter-approved Round Rock Public Safety Training Center (serves both fire & police)	68	14.2 %
A second recreation center	69	14.4 %
Expansion of sports tourism facilities	29	6.1 %
Additional parks & trails	108	22.5 %
Additional roads	91	19.0 %
None chosen	46	9.6 %
Total	479	100.0 %

SUM OF TOP 2 CHOICES

Q31. Which TWO of the projects listed in Question 30 do you think are MOST IMPORTANT for your household? (top 2)

Q31. Sum of top 2 choices	Number	Percent
Additional fire stations	139	29.0 %
Expansion of voter-approved Round Rock Public Safety Training Center (serves both fire & police)	127	26.5 %
A second recreation center	115	24.0 %
Expansion of sports tourism facilities	42	8.8 %
Additional parks & trails	232	48.4 %
Additional roads	236	49.3 %
None chosen	21	4.4 %
Total	912	

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

<u>Q32. How many years have you lived in Round Rock</u>	<u>Number</u>	<u>Percent</u>
0-5	47	9.8 %
6-10	89	18.6 %
11-15	80	16.7 %
16-20	67	14.0 %
21-30	104	21.7 %
31+	84	17.5 %
Not provided	8	1.7 %
Total	479	100.0 %

WITHOUT "NOT PROVIDED"**Q32. Approximately how many years have you lived in Round Rock? (without "not provided")**

<u>Q32. How many years have you lived in Round Rock</u>	<u>Number</u>	<u>Percent</u>
0-5	47	10.0 %
6-10	89	18.9 %
11-15	80	17.0 %
16-20	67	14.2 %
21-30	104	22.1 %
31+	84	17.8 %
Total	471	100.0 %

Q33. What is your age?

<u>Q33. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	85	17.7 %
35-44	87	18.2 %
45-54	97	20.3 %
55-64	98	20.5 %
65+	104	21.7 %
Not provided	8	1.7 %
Total	479	100.0 %

WITHOUT "NOT PROVIDED"**Q33. What is your age? (without "not provided")**

<u>Q33. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	85	18.0 %
35-44	87	18.5 %
45-54	97	20.6 %
55-64	98	20.8 %
65+	104	22.1 %
Total	471	100.0 %

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

Q34. What is the highest level of formal education you completed	Number	Percent
Grade school	4	0.8 %
High school	35	7.3 %
Some college	127	26.5 %
College graduate	175	36.5 %
Graduate work	31	6.5 %
Graduate degree	87	18.2 %
Not provided	20	4.2 %
Total	479	100.0 %

WITHOUT "NOT PROVIDED"**Q34. What is the highest level of formal education you completed? (without "not provided")**

Q34. What is the highest level of formal education you completed	Number	Percent
Grade school	4	0.9 %
High school	35	7.6 %
Some college	127	27.7 %
College graduate	175	38.1 %
Graduate work	31	6.8 %
Graduate degree	87	19.0 %
Total	459	100.0 %

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

Q35. Do you work in City of Round Rock	Number	Percent
Yes	159	33.2 %
No	315	65.8 %
Not provided	5	1.0 %
Total	479	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Do you work in the City of Round Rock? (without "not provided")**

Q35. Do you work in City of Round Rock	Number	Percent
Yes	159	33.5 %
No	315	66.5 %
Total	474	100.0 %

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

Q36. Do you have children living at home in following age ranges	Number	Percent
Under 6 years	106	22.1 %
6 to 12 years	108	22.5 %
13 to 18 years	105	21.9 %
No children	232	48.4 %
Total	551	

Q37. What is your gender?

<u>Q37. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	233	48.6 %
Female	240	50.1 %
Prefer to self-describe	2	0.4 %
Not provided	4	0.8 %
Total	479	100.0 %

WITHOUT "NOT PROVIDED"**Q37. What is your gender? (without "not provided")**

<u>Q37. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	233	49.1 %
Female	240	50.5 %
Prefer to self-describe	2	0.4 %
Total	475	100.0 %

Q37-3. Self-describe your gender:

<u>Q37-3. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
Transgender	1	50.0 %
Gender Fluid	1	50.0 %
Total	2	100.0 %

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

Q38. Are you of Hispanic, Latino, or other Spanish heritage	Number	Percent
Yes	137	28.6 %
No	339	70.8 %
Not provided	3	0.6 %
Total	479	100.0 %

WITHOUT "NOT PROVIDED"**Q38. Are you of Hispanic, Latino, or other Spanish heritage? (without "not provided")**

Q38. Are you of Hispanic, Latino, or other Spanish heritage	Number	Percent
Yes	137	28.8 %
No	339	71.2 %
Total	476	100.0 %

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

Q39. Your race/ethnicity	Number	Percent
Asian or Asian Indian	35	7.3 %
Black or African American	45	9.4 %
American Indian or Alaska Native	3	0.6 %
White	344	71.8 %
Native Hawaiian or other Pacific Islander	2	0.4 %
Hispanic, Latino, or Latino/a/x	137	28.6 %
Other	15	3.1 %
Total	581	

Q39-7. Self-describe your race/ethnicity:

Q39-7. Self-describe your race/ethnicity	Number	Percent
Hispanic	5	33.3 %
Mixed	4	26.7 %
More than one	1	6.7 %
Latin	1	6.7 %
British & Caribbean	1	6.7 %
Puerto Rican	1	6.7 %
European	1	6.7 %
Euro/Native American	1	6.7 %
Total	15	100.0 %

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

<u>Q40. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	18	3.8 %
\$25K to \$49,999	57	11.9 %
\$50K to \$74,999	72	15.0 %
\$75K to \$99,999	71	14.8 %
\$100K to \$124,999	61	12.7 %
\$125K to \$149,999	36	7.5 %
\$150K to \$199,999	63	13.2 %
\$200K+	40	8.4 %
Not provided	61	12.7 %
Total	479	100.0 %

WITHOUT "NOT PROVIDED"**Q40. Would you say your total annual household income is... (without "not provided")**

<u>Q40. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	18	4.3 %
\$25K to \$49,999	57	13.6 %
\$50K to \$74,999	72	17.2 %
\$75K to \$99,999	71	17.0 %
\$100K to \$124,999	61	14.6 %
\$125K to \$149,999	36	8.6 %
\$150K to \$199,999	63	15.1 %
\$200K+	40	9.6 %
Total	418	100.0 %



6

Survey Instrument



ROUND ROCK TEXAS

OFFICE OF THE MAYOR
Craig Morgan

July 2022

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) 218-5400. Thanks again for taking the time to better our community.

Respectfully,

Craig Morgan
Mayor



2022 Round Rock Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's ongoing effort to improve the quality of city services. If you have questions, please contact Sara Bustilloz at 512-218-3251. If you would prefer to complete this survey online, please go to roundrocksurvey.org.

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Parks and Recreation programs	5	4	3	2	1	9
02. Water services	5	4	3	2	1	9
03. Wastewater services	5	4	3	2	1	9
04. Emergency medical services	5	4	3	2	1	9
05. Enforcement of city codes and ordinances	5	4	3	2	1	9
06. Fire services	5	4	3	2	1	9
07. Library services	5	4	3	2	1	9
08. Maintenance of city streets and sidewalks	5	4	3	2	1	9
09. Management of storm water runoff and flood prevention	5	4	3	2	1	9
10. Municipal court services	5	4	3	2	1	9
11. Police services	5	4	3	2	1	9
12. Transportation planning in the city	5	4	3	2	1	9
13. Trash, recycling, and yard waste collection services	5	4	3	2	1	9
14. City communication with the public	5	4	3	2	1	9
15. Customer service provided by city employees	5	4	3	2	1	9

2. **Which THREE of the services listed above do you think are MOST IMPORTANT for the city to provide?** [Write in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

3. **Perception of the City.** Items that may influence your perception of the City of Round Rock are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the city	5	4	3	2	1	9
2. How well the city is planning for growth	5	4	3	2	1	9
3. Overall quality of life in the city	5	4	3	2	1	9
4. Availability of job opportunities	5	4	3	2	1	9
5. Overall value you receive for city taxes and fees	5	4	3	2	1	9
6. Overall quality of new development	5	4	3	2	1	9
7. Appearance of residential property in the city	5	4	3	2	1	9
8. Appearance of commercial property in the city	5	4	3	2	1	9
9. Overall appearance of the city	5	4	3	2	1	9

4. **Public Safety.** Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please indicate how safe you feel in the following situations.

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

5. **Parks and Recreation.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Appearance and maintenance of existing city parks	5	4	3	2	1	9
2. Number of city parks	5	4	3	2	1	9
3. Hike and bike trails in the city	5	4	3	2	1	9
4. City recreation centers	5	4	3	2	1	9
5. City swimming pools	5	4	3	2	1	9
6. Quality of youth recreation programs	5	4	3	2	1	9
7. Quality of adult recreation programs	5	4	3	2	1	9
8. Forest Creek Golf Course	5	4	3	2	1	9
9. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer)	5	4	3	2	1	9

6. **Which TWO of the Parks and Recreation services listed above do you think are MOST IMPORTANT for the city to provide?** [Write in your answers below using the numbers from the list in Question 5.]

1st: ____ 2nd: ____

7. **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.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of major city streets	5	4	3	2	1	9
2. Maintenance of streets in your neighborhood	5	4	3	2	1	9
3. Timing of traffic signals in the city	5	4	3	2	1	9
4. Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
5. Cleanliness of city streets and other public areas	5	4	3	2	1	9
6. Condition of sidewalks in the city	5	4	3	2	1	9
7. Availability of bike lanes	5	4	3	2	1	9
8. Transit services	5	4	3	2	1	9

8. **Which TWO of the transportation services listed above do you think are MOST IMPORTANT for the city to provide?** [Write in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____

9. **Traffic Issues.** Please rate the following traffic situations in the City of Round Rock using a scale of 1 to 4, where 4 means "Excellent" and 1 means "Poor."

How would you rate...	Excellent	Good	Average	Poor	Don't Know
1. Traffic flow on state roads and highways in Round Rock (e.g., I-35, US 79)	4	3	2	1	9
2. Traffic flow in and around your neighborhood	4	3	2	1	9
3. The job the City of Round Rock is doing managing traffic	4	3	2	1	9

10. **Compared to two years ago, would you say that traffic in Round Rock is getting better, getting worse, or staying the same?**

____(3) Getting better ____ (2) Staying the same ____ (1) Getting worse ____ (9) Don't know

11. **Code Enforcement.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

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

12. **Which ONE of the code enforcement services listed above do you think is MOST IMPORTANT for the city to provide?** [Write in your answer below using the numbers from the list in Question 11.]

Most important: ____

13. **Communication.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about city programs and services	5	4	3	2	1	9
2. City efforts to keep residents informed about local issues	5	4	3	2	1	9
3. The level of public involvement in city decision-making	5	4	3	2	1	9
4. The city's cable television channel/video production	5	4	3	2	1	9
5. Usefulness of the information that is available on the city's website	5	4	3	2	1	9
6. How well the city listens and responds to the needs of citizens	5	4	3	2	1	9

14. **From which of the following sources do you currently get information about the City of Round Rock? [Check all that apply.]**

- (01) Austin American-Statesman or statesman.com
- (02) Round Rock Leader
- (03) Community Impact
- (04) Local TV news
- (05) Round Rock Cable Channel (10 for Spectrum, 99 for U-verse)
- (06) Local radio
- (07) Enclosure in your city utility bill, Newsflash
- (08) Friends
- (09) City website (RoundRockTexas.gov)
- (10) City E-newsletters (Newsflash, Parks and Recreation, Library)
- (11) Public meetings
- (12) Your homeowner/neighborhood association (via newsletter, website, social media site, etc.)
- (13) Facebook
- (14) Twitter
- (15) Instagram
- (16) Nextdoor

15. **Which of the following electronic sources of information are you currently using? [Check all that apply.]**

- (01) Facebook [Answer 15a.]
- (02) Twitter [Answer 15a.]
- (03) YouTube [Answer 15a.]
- (04) Instagram [Answer 15a.]
- (05) Snapchat
- (06) Text messages
- (07) E-mail
- (08) The Internet (general use)
- (09) Podcasts
- (10) TikTok
- (11) Other: _____
- (12) None of the above

15a. **Do you follow any of the City's accounts on these social media outlets?**

- (1) Yes
- (2) No

16. **Do you currently have any of the following television services? [Check all that apply.]**

- (1) Spectrum Cable
- (2) Grande Cable
- (3) AT&T U-verse
- (4) Satellite TV
- (5) Streaming service
- (6) Broadcast (antennae only)
- (7) Don't watch TV
- (8) Other: _____

17. **Water Conservation and Awareness.** Do you know when your household's designated watering days are?

- (1) Yes [Answer Q17a.]
- (2) No [Go to Q18.]

17a. **Which of the following best describes how often you follow the watering schedule for your household?**

- (4) Always
- (3) Usually
- (2) Sometimes
- (1) Never
- (9) Don't know

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

- (1) Yes [Answer Q18a-b.]
- (2) No [Skip to Q19.]

18a. **How would you describe the service you received?**

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

18b. Using a scale of 1 to 5, 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.

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

19. Water/Wastewater Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Reliability of the City's drinking water	5	4	3	2	1	9
2. Quality of the City's drinking water	5	4	3	2	1	9
3. Water-related information on the City's website	5	4	3	2	1	9
4. Wastewater (sewer) services	5	4	3	2	1	9
5. Wastewater information on the City's website	5	4	3	2	1	9
6. Cleanliness of creeks and open channels	5	4	3	2	1	9

20. What City of Round Rock water conservation programs/resources are you familiar with? [Check all that apply.]

- | | |
|---|---|
| <input type="checkbox"/> (01) Rebates | <input type="checkbox"/> (05) Outdoor watering schedule |
| <input type="checkbox"/> (02) DIY Water Saving Toolkit Checkout | <input type="checkbox"/> (06) Information and blogs on the City's website |
| <input type="checkbox"/> (03) Discounted rain barrel sales | <input type="checkbox"/> (07) Other: _____ |
| <input type="checkbox"/> (04) Free irrigation evaluations | <input type="checkbox"/> (08) None of the above |

21. Garbage and Recycling Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential curbside trash (garbage) collection services	5	4	3	2	1	9
2. Bulky item pick up/removal services (e.g., old furniture, appliances)	5	4	3	2	1	9
3. Curbside recycling services	5	4	3	2	1	9
4. Yard waste collection services	5	4	3	2	1	9
5. Household hazardous waste collections	5	4	3	2	1	9
6. Deepwood Recycling Center services	5	4	3	2	1	9
7. Shred for a Paws Cause events	5	4	3	2	1	9
8. Garbage/Recycling information on the website	5	4	3	2	1	9

21a. What recycling services/programs, if any, would you like the City to expand or implement?

22. How have you heard about public hearing dates on planning and land use issues? [Check all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (1) Public notices in the newspaper | <input type="checkbox"/> (6) Homeowners/Neighborhood association emails |
| <input type="checkbox"/> (2) Posts on City Hall notice board | <input type="checkbox"/> (7) Social media |
| <input type="checkbox"/> (3) Public notices on the website | <input type="checkbox"/> (8) Other: _____ |
| <input type="checkbox"/> (4) Mailed notices from the City | <input type="checkbox"/> (9) None of the above |
| <input type="checkbox"/> (5) Signs posted on land proposed for development | |

23. Land Use. When you think about the number and variety of places to live, work and shop in Round Rock, would you like to see more, about the same, or fewer of the following types of places in Round Rock?

	More	About the Same	Fewer	Don't Know
01. Single-family detached houses	3	2	1	9
02. Traditional apartments	3	2	1	9
03. Urban-style mid-rise apartments (e.g., building with lobby, lofts, etc.)	3	2	1	9
04. Townhouses	3	2	1	9
05. Accessory dwelling units (e.g., granny flats, garage apartments, tiny houses)	3	2	1	9
06. Senior housing (including independent living, assisted living, and long term care facilities)	3	2	1	9
07. Grocery store, pharmacy, and other shops for necessities	3	2	1	9
08. Specialty/Boutique/Independent retail	3	2	1	9
09. Restaurant, coffee shop, bakery, etc.	3	2	1	9
10. Bars	3	2	1	9
11. Food trucks	3	2	1	9
12. Local entertainment establishments (e.g., movie theater, arcade)	3	2	1	9
13. Regional entertainment establishments (e.g., Kalahari, Dell Diamond)	3	2	1	9
14. Arts and/or cultural facilities (e.g., theaters, museums, galleries, etc.)	3	2	1	9
15. Sports facilities (e.g., training facilities, recreational sports venues)	3	2	1	9
16. Microbreweries/Distilleries	3	2	1	9
17. High-density mixed-use (like The Domain in Austin)	3	2	1	9
18. Offices/business parks for large employers	3	2	1	9
19. Professional services (e.g., attorneys, financial advisors)	3	2	1	9
20. Medical/dental offices	3	2	1	9
21. Fitness-related such as a gym, yoga studio	3	2	1	9
22. Personal services (e.g., hair salons, nail salons)	3	2	1	9
23. Daycare or school	3	2	1	9
24. Public park, plaza or open space	3	2	1	9
25. Drive-throughs	3	2	1	9
26. Other: _____	3	2	1	9

24. What is your favorite building or site developed in the City within the past 5 years (name of development/address/notable tenant), and why?

24a. What is the reason for your response above in Question 24? [Check all that apply.]

- (1) The business itself
- (2) The design style of the building
- (3) The quality of the development
- (4) The landscaping and outdoor areas
- (5) Its location
- (6) Other: _____

25. In the 2020 Survey, Round Rock residents identified downtown as a favorite place. What would further improve downtown?

26. Arts and Culture. Please check up to FIVE of the types of arts and cultural activities you think Round Rock needs more of. [Check up to FIVE.]

- (01) Neighborhood festivals/celebrations
- (02) Arts events/activities at community centers, libraries, places of worship, etc.
- (03) Live performances at non-traditional venues (e.g., coffee shops, bars, parks)
- (04) Culturally specific festivals (e.g., African American, Hispanic, Greek, Irish)
- (05) Arts or cultural events for children or teenagers
- (06) Art galleries, exhibits or craft shows
- (07) Food festivals
- (08) Art festivals (e.g., music, art, film)
- (09) Creative co-working or maker spaces
- (10) Live performances at formal spaces (e.g., theatres)
- (11) Other: _____

27. Barriers to Participation. Please check ALL of the barriers listed below that keep you from attending or participating in arts and cultural events or activities:

- | | |
|--|---|
| <input type="checkbox"/> (01) Not interested in what's offered | <input type="checkbox"/> (07) Do not hear about them |
| <input type="checkbox"/> (02) Childcare issues | <input type="checkbox"/> (08) Do not feel socially comfortable or welcome |
| <input type="checkbox"/> (03) Cost is too high | <input type="checkbox"/> (09) Schedules are inconvenient |
| <input type="checkbox"/> (04) Locations are inconvenient | <input type="checkbox"/> (10) Lack of handicap accessibility |
| <input type="checkbox"/> (05) Traffic/parking is an issue | <input type="checkbox"/> (11) Other: _____ |
| <input type="checkbox"/> (06) Lack of transportation | <input type="checkbox"/> (12) Not applicable |

28. Expectations for Services. Using a scale of 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 "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 change in the area of...		Much Higher	A Little Higher	Stay the Same	A Little Lower	Much Lower	Don't Know
1.	Library services	5	4	3	2	1	9
2.	Law enforcement	5	4	3	2	1	9
3.	Fire response	5	4	3	2	1	9
4.	Emergency medical services	5	4	3	2	1	9
5.	Parks and open space	5	4	3	2	1	9
6.	Recreation activities	5	4	3	2	1	9
7.	Maintenance of infrastructure (e.g., streets, sidewalks)	5	4	3	2	1	9

29. What do you think are the THREE biggest issues Round Rock will face in the next FIVE years?
[Check up to THREE.]

- | | |
|---|---|
| <input type="checkbox"/> (1) Traffic | <input type="checkbox"/> (5) High taxes/property taxes/finances |
| <input type="checkbox"/> (2) Controlling rapid growth | <input type="checkbox"/> (6) Public transportation |
| <input type="checkbox"/> (3) School related issues (e.g., overcrowding, lack of schools, system improvements) | <input type="checkbox"/> (7) Crime (e.g., inadequate police, gangs) |
| <input type="checkbox"/> (4) Road repair/maintenance/expansion | <input type="checkbox"/> (8) Other: _____ |
| | <input type="checkbox"/> (9) Don't know |

30. Listed below are potential actions the City of Round Rock could take to improve the overall delivery of City services to residents. For each potential item, please rate your overall level of support using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not at all Supportive."

How supportive are you of the City investing in...		Very Supportive	Supportive	Neutral	Not Supportive	Not at all Supportive	Don't Know
1.	Additional Fire Stations	5	4	3	2	1	9
2.	Expansion of the voter-approved Round Rock Public Safety Training Center (serves both fire and police)	5	4	3	2	1	9
3.	A second recreation center	5	4	3	2	1	9
4.	Expansion of sports tourism facilities	5	4	3	2	1	9
5.	Additional parks and trails	5	4	3	2	1	9
6.	Additional roads	5	4	3	2	1	9

31. Which TWO of the projects listed above do you think are MOST IMPORTANT for your household?
[Write in your answers below using the numbers from the list in Question 30.]

1st: ____ 2nd: ____

Demographics

32. Approximately how many years have you lived in Round Rock? _____ years

33. What is your age? _____ years

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

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

35. **Do you work in the City of Round Rock?** ___(1) Yes ___(2) No
36. **Do you have children living at home in the following age ranges? [Check all that apply.]**
 ___(1) Under 6 years ___(2) 6 to 12 years ___(3) 13 to 18 years ___(4) No children
37. **What is your gender?**
 ___(1) Male
 ___(2) Female
 ___(3) Prefer to self-describe: _____
38. **Are you of Hispanic, Latino, or other Spanish heritage?** ___(1) Yes ___(2) No
39. **Which of the following best describes your race/ethnicity? [Check all that apply.]**
 ___(01) Asian or Asian Indian ___(05) Native Hawaiian or other Pacific Islander
 ___(02) Black or African American ___(06) Hispanic, Latino, or Latino/a/x
 ___(03) American Indian or Alaska Native ___(99) Other: _____
 ___(04) White
40. **Would you say your total annual household income is...**
 ___(1) Under \$25,000 ___(4) \$75,000 to \$99,999 ___(7) \$150,000 to \$199,999
 ___(2) \$25,000 to \$49,999 ___(5) \$100,000 to \$124,999 ___(8) \$200,000 or more
 ___(3) \$50,000 to \$74,999 ___(6) \$125,000 to \$149,999
41. **If you have any other comments to improve city services, please write them below.**
- _____
- _____
- _____
- _____
42. **Would you be willing to participate in future surveys sponsored by the City of Round Rock?**
 ___(1) Yes [Please answer Q42a.] ___(2) No
- 42a. Please provide your contact information.**
- Mobile Phone Number: _____
- Email Address: _____

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 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.