

2020/2021 CITIZEN SURVEY

CITY COUNCIL WORKSHOP: FEBRUARY 9, 2021



PRESENTATION OVERVIEW

- **Project timeline**
- **Survey overview/methodology**
- **Survey Results**
- **Next Steps**

PROJECT TIMELINE

- **September: Council direction on survey**
- **September 30: Texas State University finalizes survey instrument**
- **October: Texas State University mailed survey**
- **November: Texas State University launched open survey link available**
- **December: Analyze results**
- **February: Submission of full report and presentation of findings made to Council**
- **March: Focus Groups**
- **April: Present findings from Focus Groups to Council**

CITY OF GEORGETOWN 2020 RESIDENT SURVEY

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PROJECT BACKGROUND AND PURPOSE

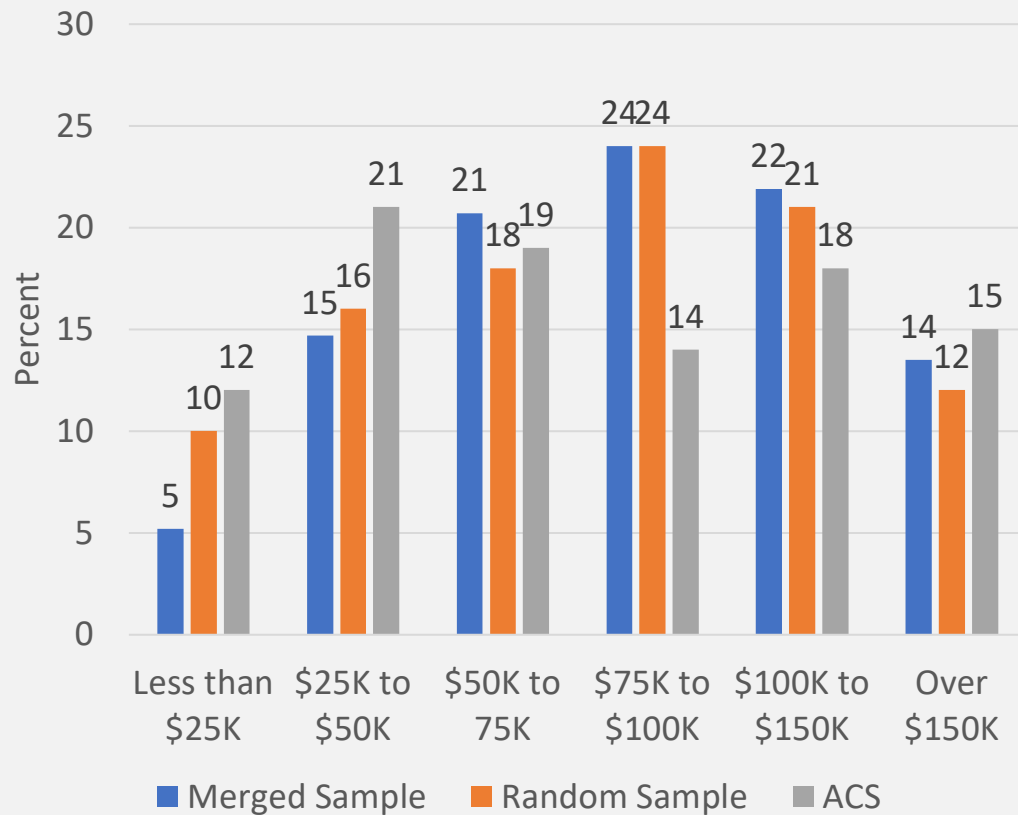
- City staff reviewed past surveys and selected common survey questions and added questions of interest to city staff and the researchers.
- The project is a collaboration between the City of Georgetown and Texas State faculty and students for educational and research purposes.
- The Center for Public Policy, Research, and Training has worked with several cities in the region on their resident surveys for over 10 years
- The responses reflect perceptions at one point in time
- Perceptions are likely influenced by the context of COVID-19

SURVEY METHODOLOGY

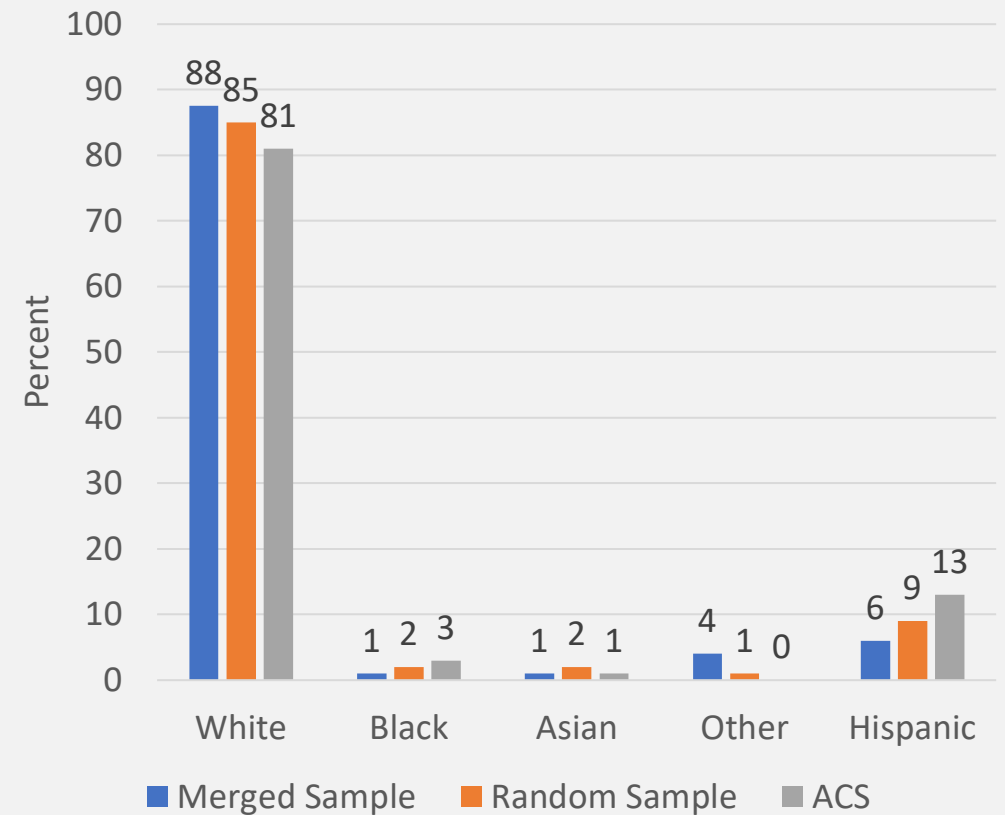
- Mailed to 2000 households in October 2020.
 - Online and Spanish language surveys were made available
- 425 surveys were completed
- Response rate = 21%
- Based on the response rate, we can be 95% certain that the estimates of Georgetown household views are within a margin of error of +/- 5%
- 767 residents responded to an open survey link made available November 2020
- 1192 total responses from random sample and open online survey
- Using the merged data set yields a margin of error of +/- 3%

RESPONDENT CHARACTERISTICS (WHO RESPONDED?, DO THEY REPRESENT THE CITY?)

Household Income

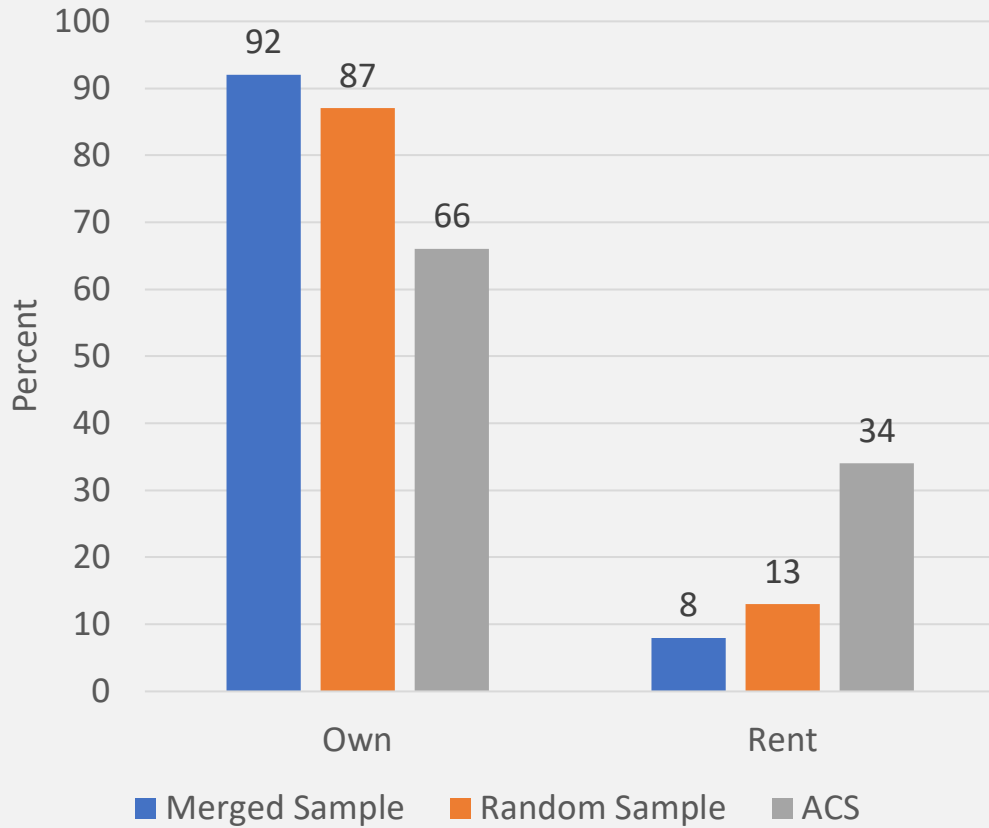


Race of Householder

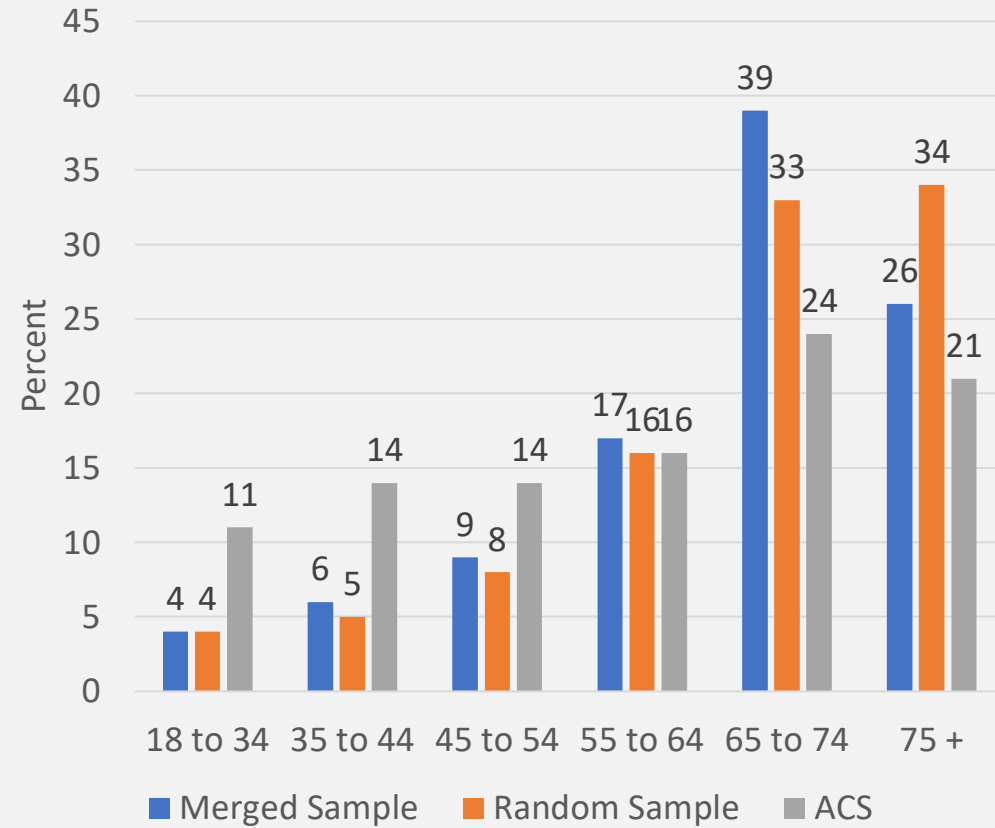


RESPONDENT CHARACTERISTICS (WHO RESPONDED?, DO THEY REPRESENT THE CITY?)

Home Ownership



Over 18 Age Distribution



REPRESENTATIVENESS

- The sample generally represents the population in terms of income and age
- Renters and Hispanics households are underrepresented
- However, enough Hispanics households (62) responded so that we can generalize from this sample of Hispanic households

PERCENT GOOD OR EXCELLENT BENCHMARK LEGEND

Legend			Random Sample	Merged Sample
	Benchmark	Interpretation	Percent Good or Excellent	Percent Good or Excellent
Green	80%+	Meeting benchmarks	75% +	77%+
Yellow	60% - 79%	Approaching benchmarks	55%-74%	57%-76%
Red	<60%	Below benchmarks	<55%	<57%

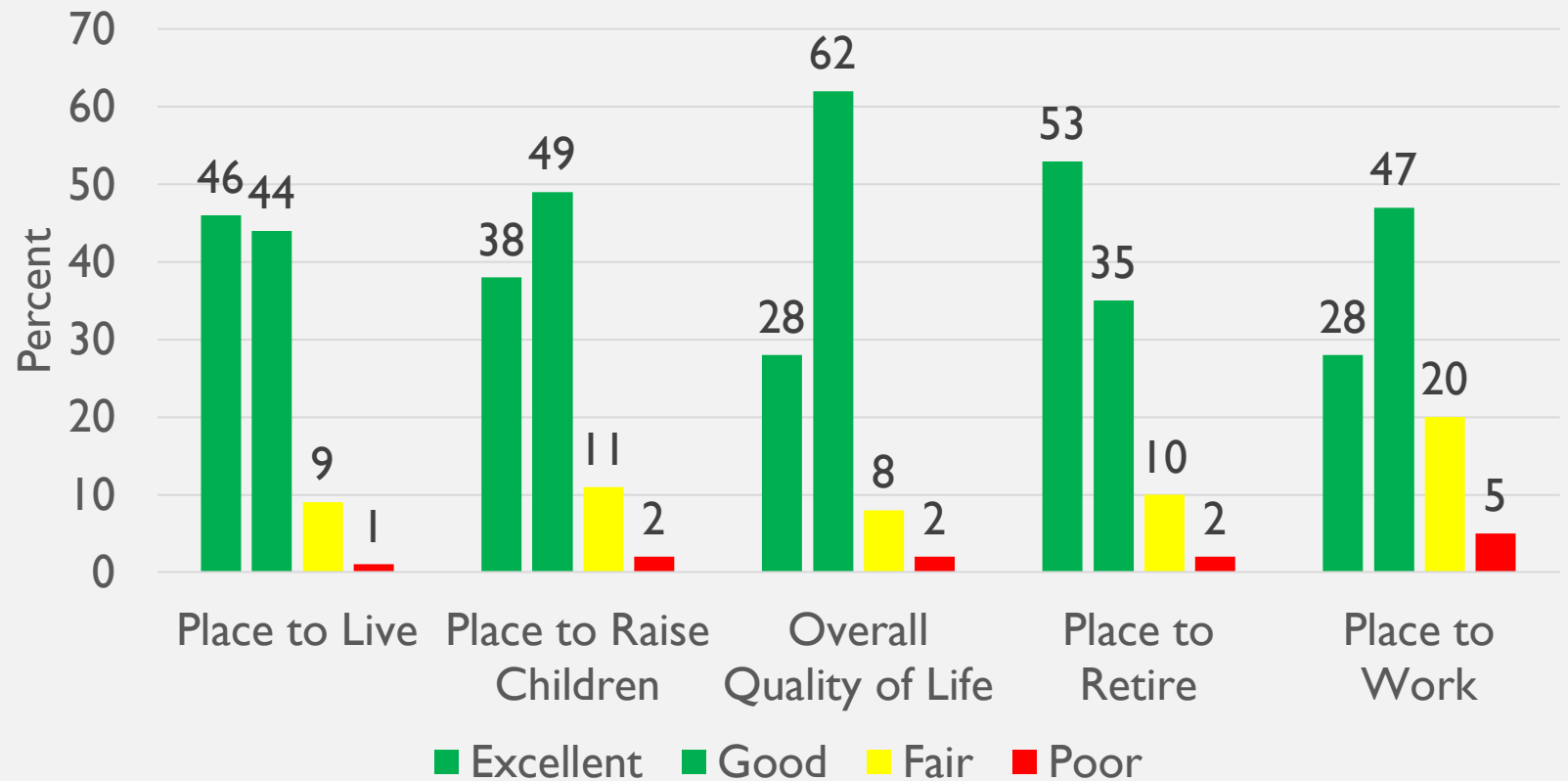
	Benchmark
Place to Live	90
Place to Raise Children	87
Overall Quality of Life	90
Place to Retire	88
Place to Work	75

90% of residents say Georgetown is a good or excellent place to live.

75% of residents, however, say Georgetown is a good or fair place to find employment.

QUALITY OF LIFE

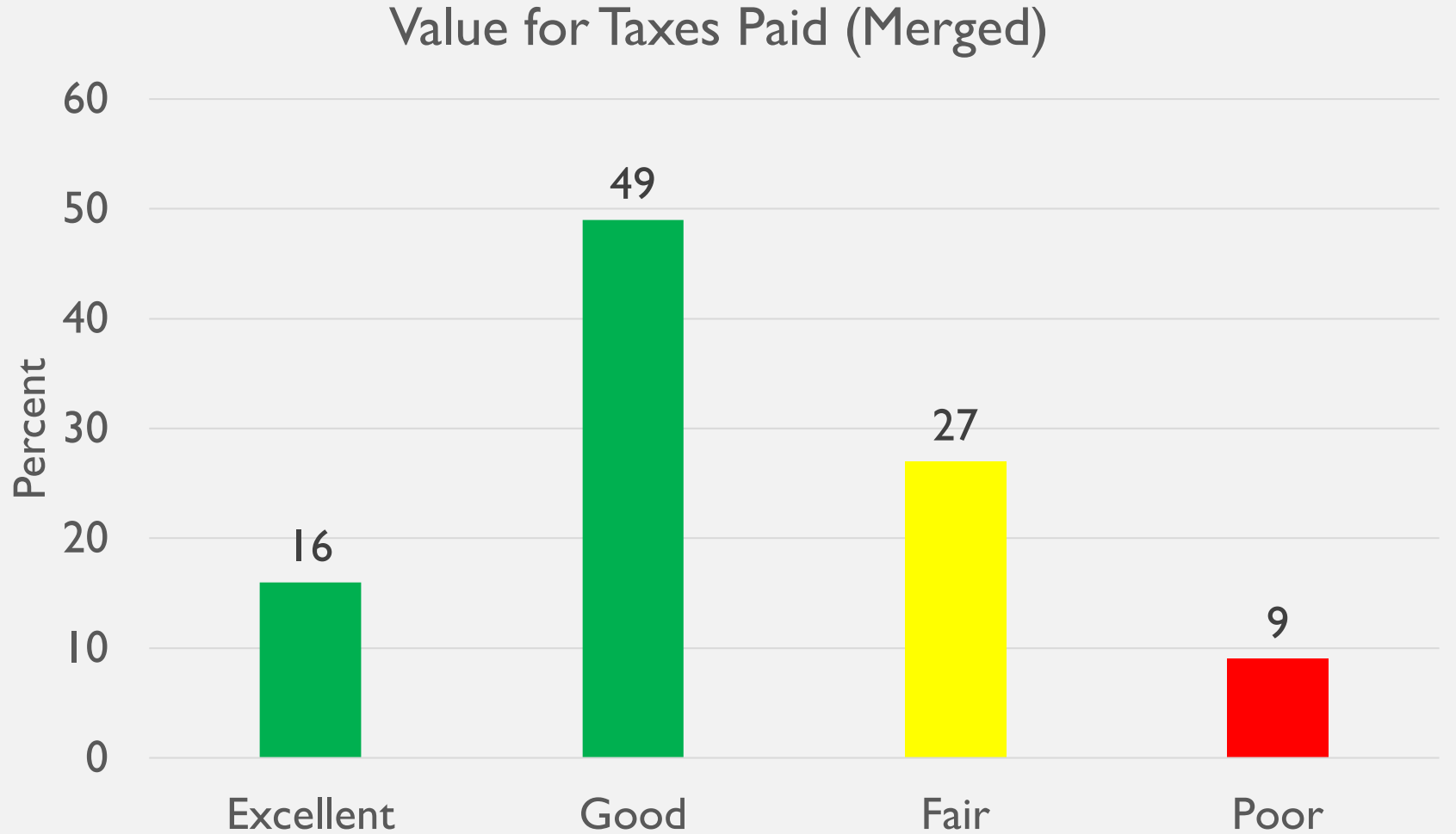
Quality of Life (Merged)



65% of respondents rate the value of city services for taxes paid as good or excellent.

Less than 10% rate the value of city services for taxes paid as poor.

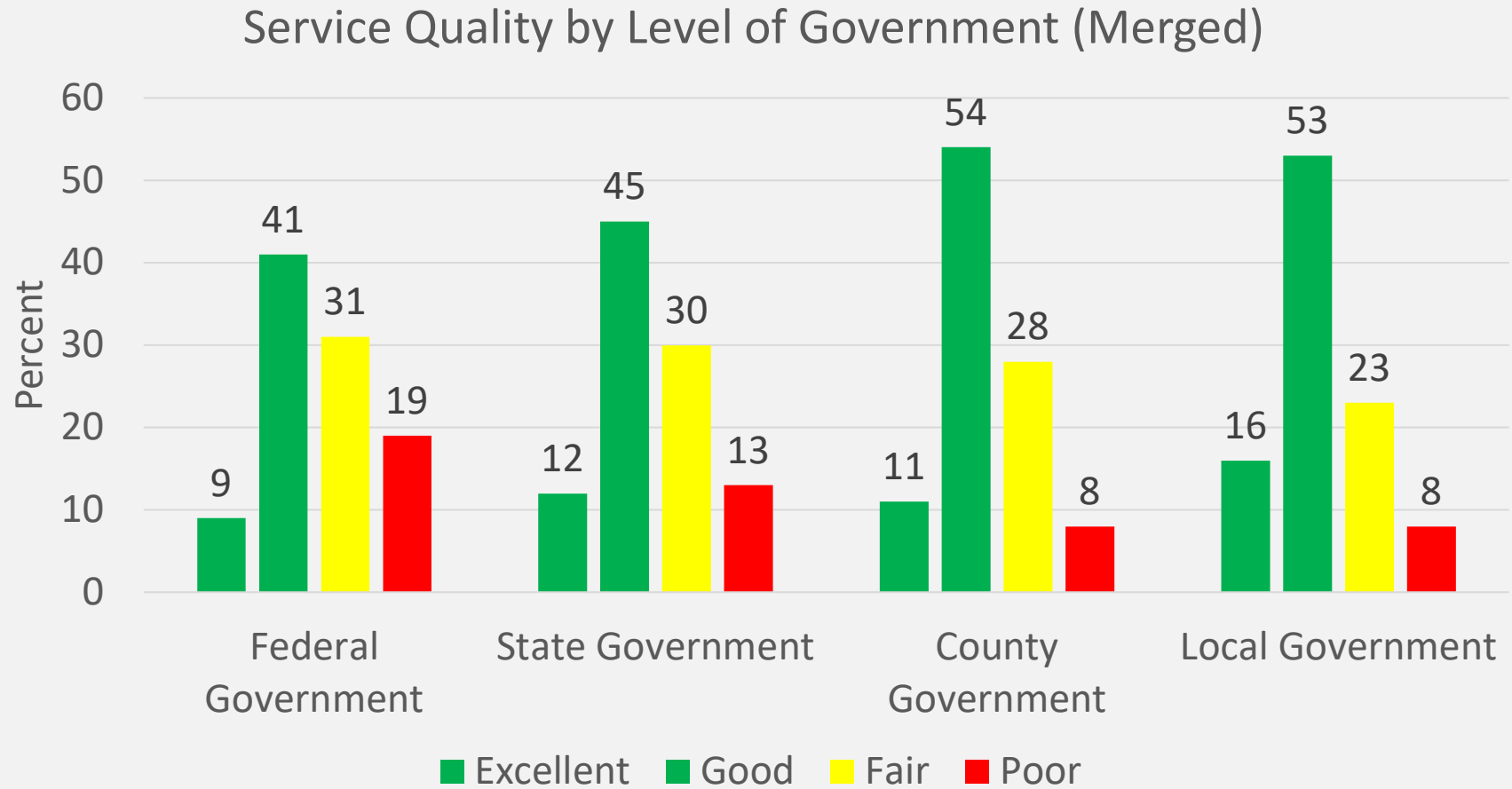
VALUE OF CITY SERVICES FOR TAXES PAID



COMPARISONS WITH OTHER LEVELS OF GOVERNMENT

89% of respondents rate the quality of services provided by the city as good or excellent.

50% of respondents rate the quality of services provided by the federal government as good or excellent.

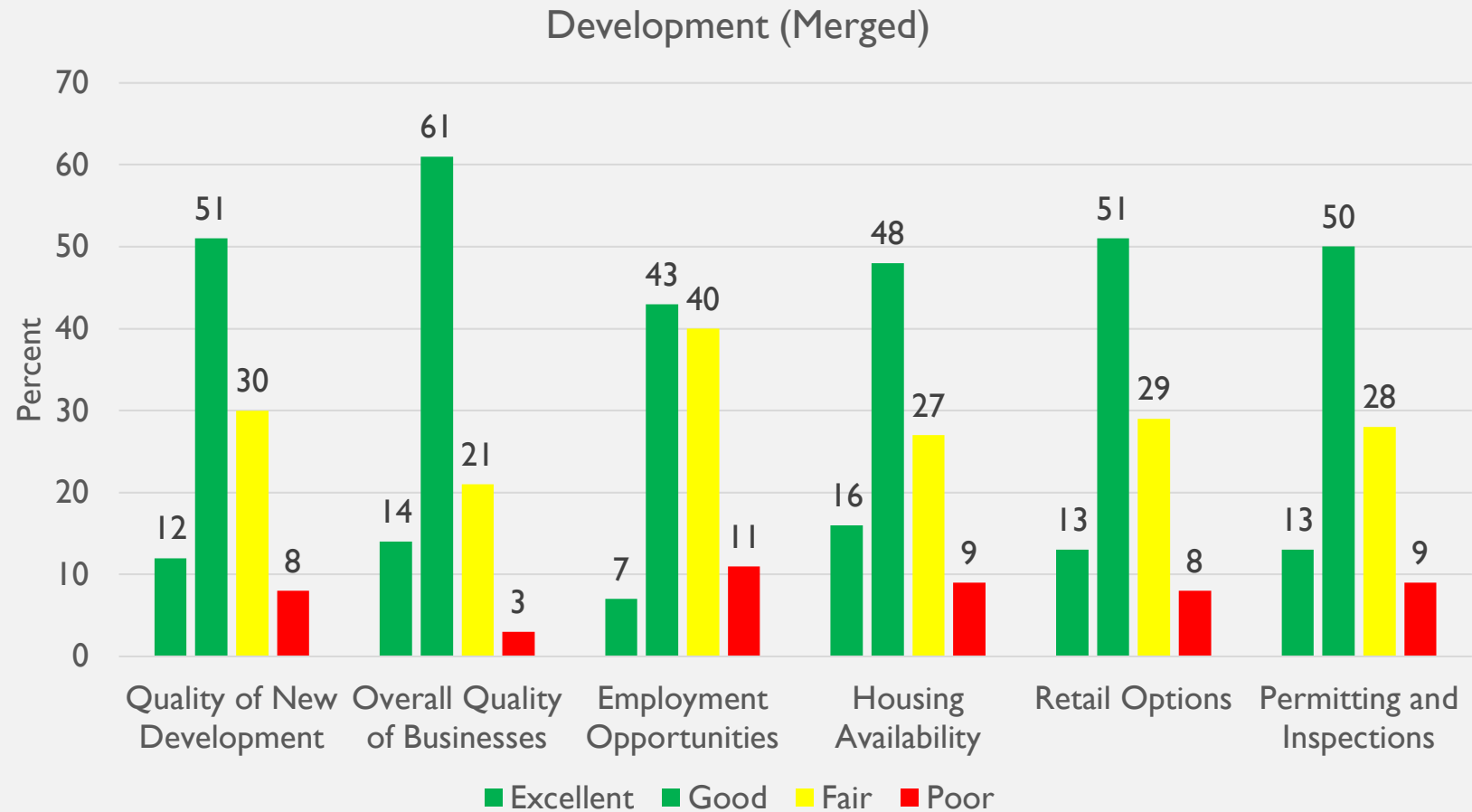


	Benchmark
New Development	63
Businesses	75
Employment Opp.	50
Housing Avail.	64
Retail Options	64
Permitting and Insp.	63

Respondents rate the quality of new development at levels that approach benchmarks.

Respondents rate employment, retail, and entertainment opportunities at about half that level.

DEVELOPMENT

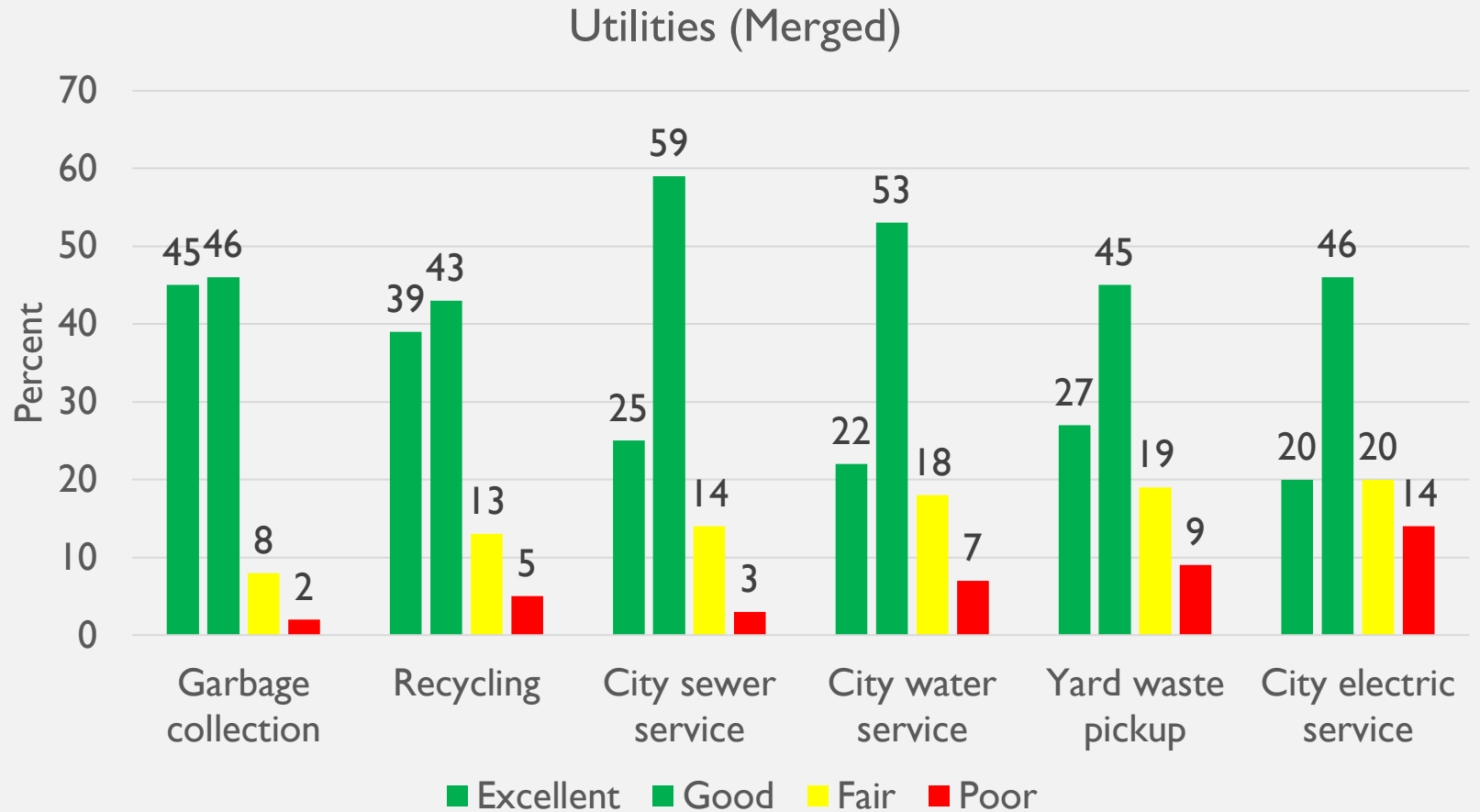


	Benchmark
Garbage	91
Recycling	82
Sewer	84
Water	75
Yard Waste	72
Electric	66

Over 80% of residents rate garbage collection, recycling, and Sewer service as good or excellent.

34% of respondents rate city electric service as fair or poor.

UTILITIES

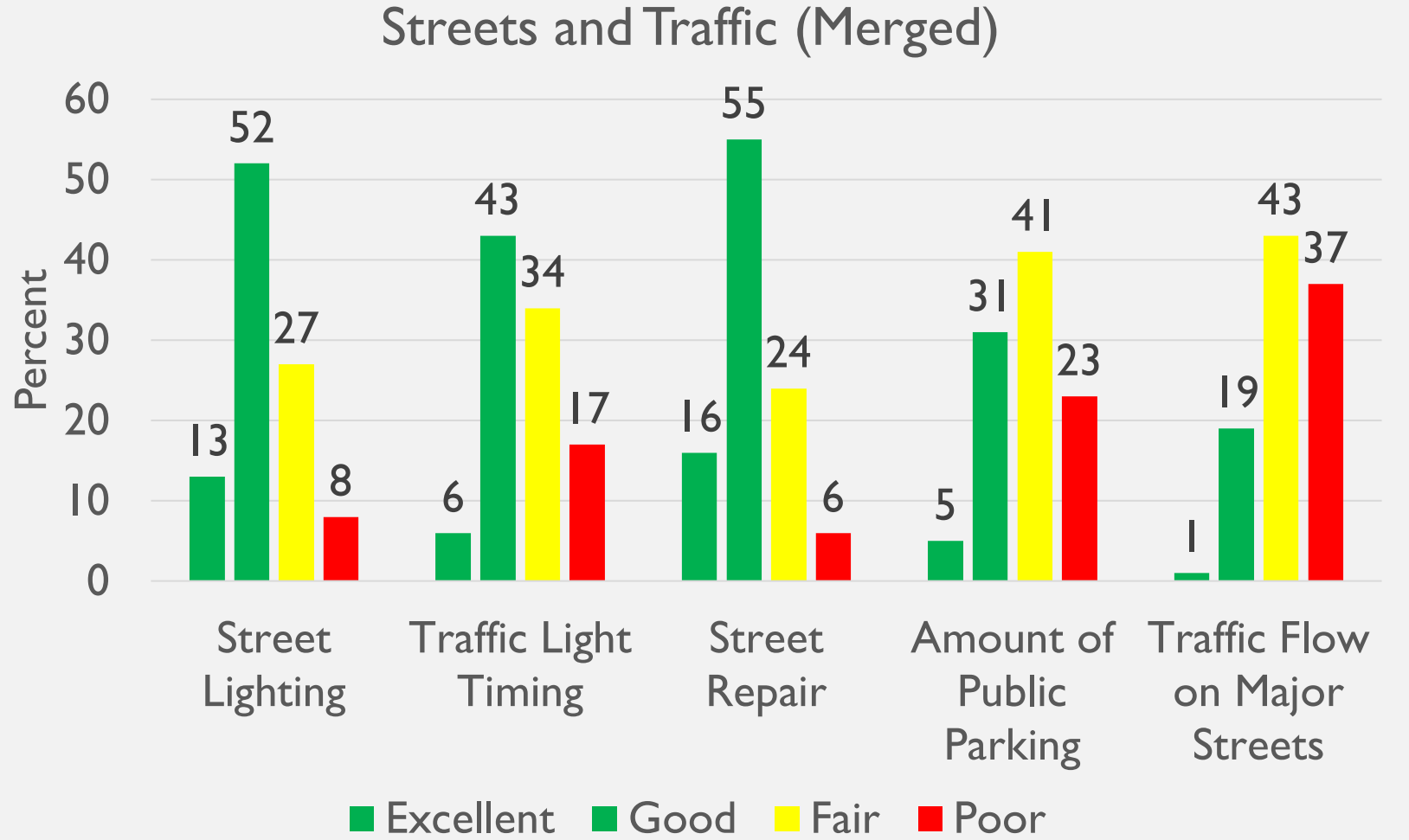


	Benchmark
Street Lighting	65
Traffic Lights	49
Street Repair	71
Public Parking	36
Traffic Flow	20

20% of respondents rate traffic flow on major streets and the amount of public parking as good or excellent.

71% of residents rate street repair as good or excellent.

STREETS AND TRAFFIC



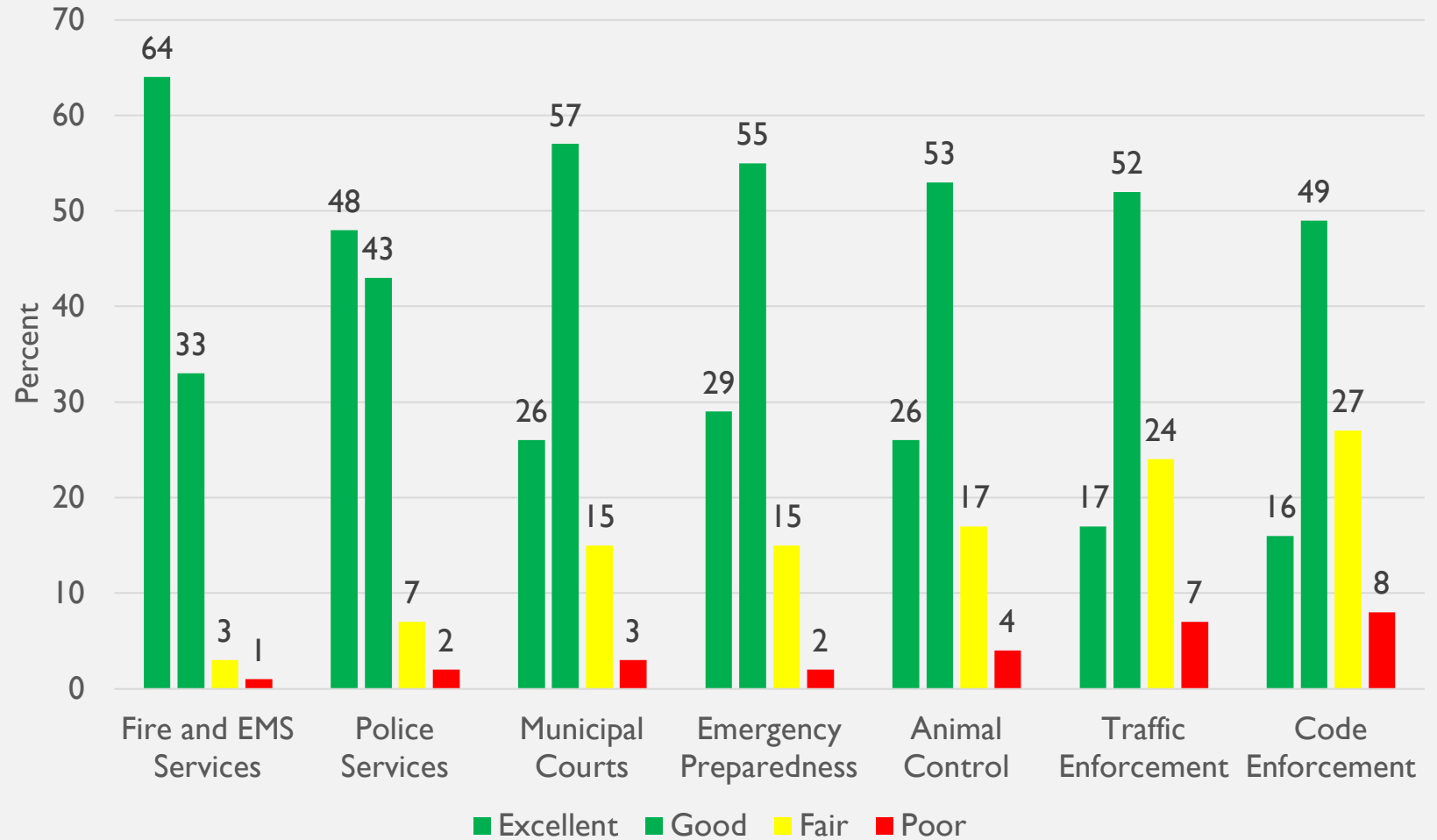
EMERGENCY AND PROTECTIVE SERVICES

	Benchmark
Fire/EMS	97
Police	91
Mun. Courts	83
Emerg. Prep.	84
Animal Cont.	79
Traffic Enf.	69
Code Enf.	65

97% of respondents rate fire and EMS services as good or excellent.

91% of respondents rate police as good or excellent.

Emergency and Protective Services (Merged)

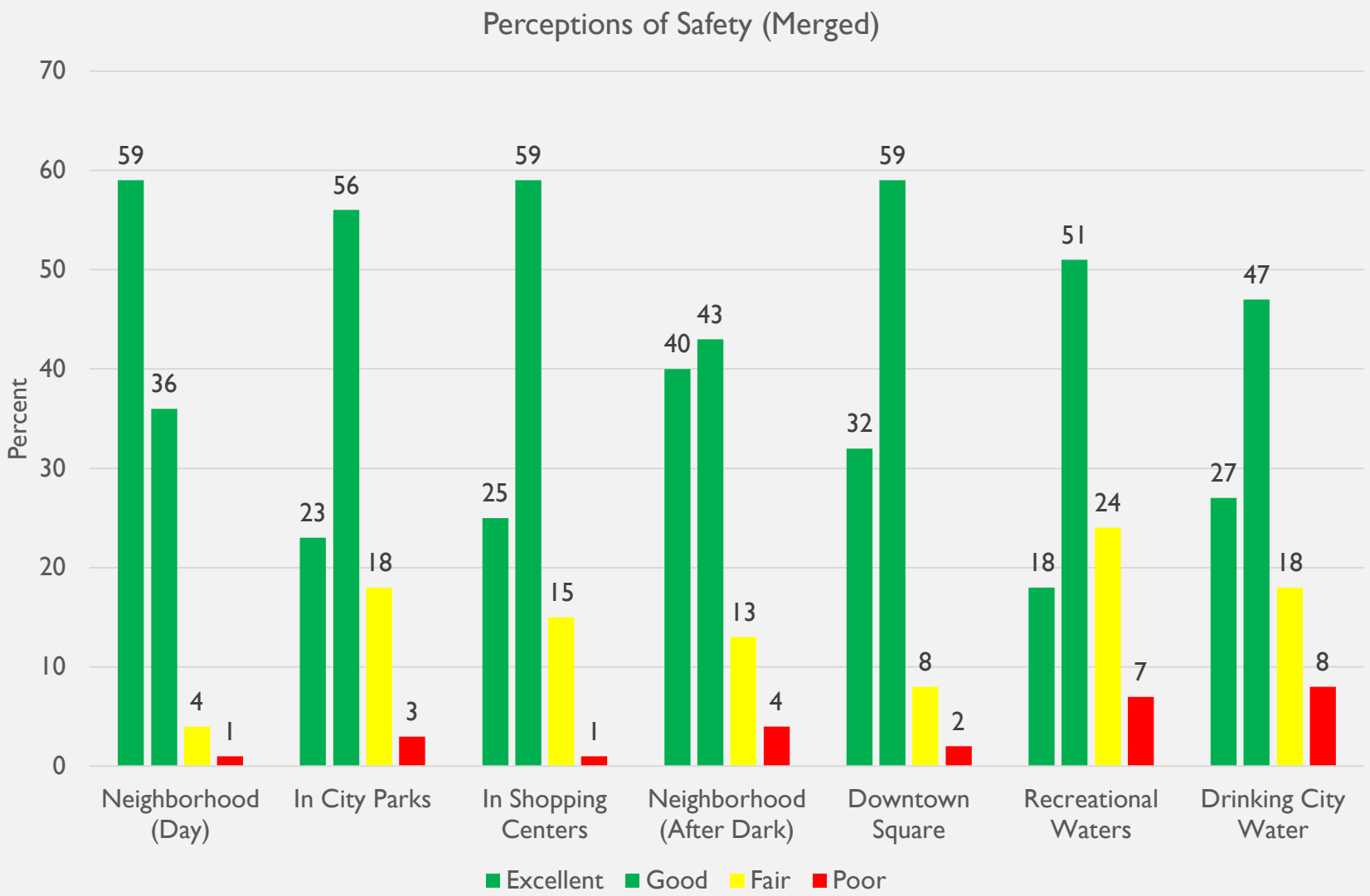


	Benchmark
Neigh. (Day)	95
Parks	79
Shopping Ctr.	84
Neigh (Dark)	83
Downtown	91
Rec. Waters	69
Drinking Water	74

Perceptions of safety meet and exceed benchmarks on all six indicators.

Almost 25% indicate that perceived safety in their neighborhoods at night is fair or poor.

PERCEPTIONS OF SAFETY

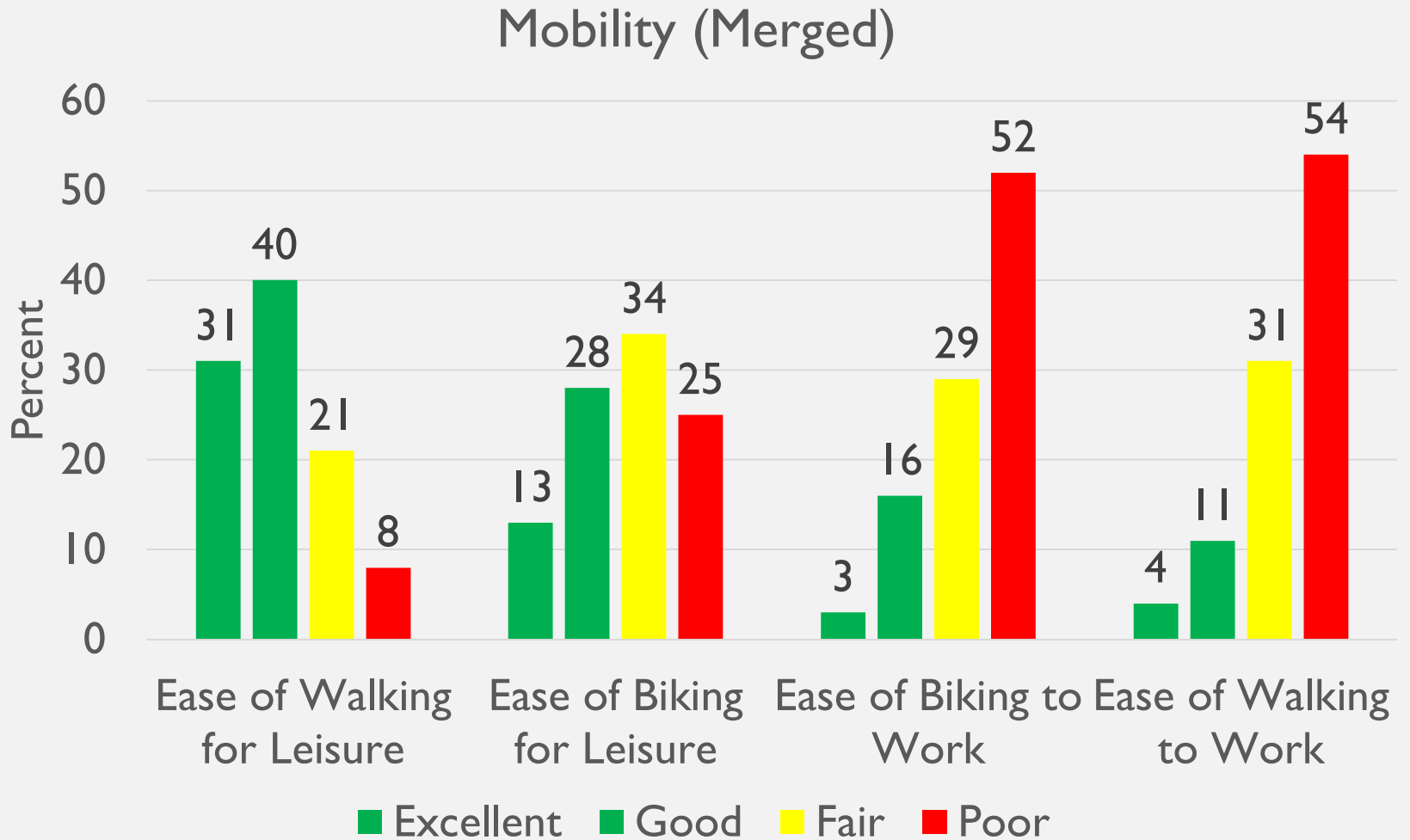


	Benchmark
Walk for Leisure	71
Bike for Leisure	41
Biking to Work	19
Walking to Work	15

71% rated ease of walking for leisure as good or excellent.

41% rated ease of biking for leisure as good or excellent.

MOBILITY

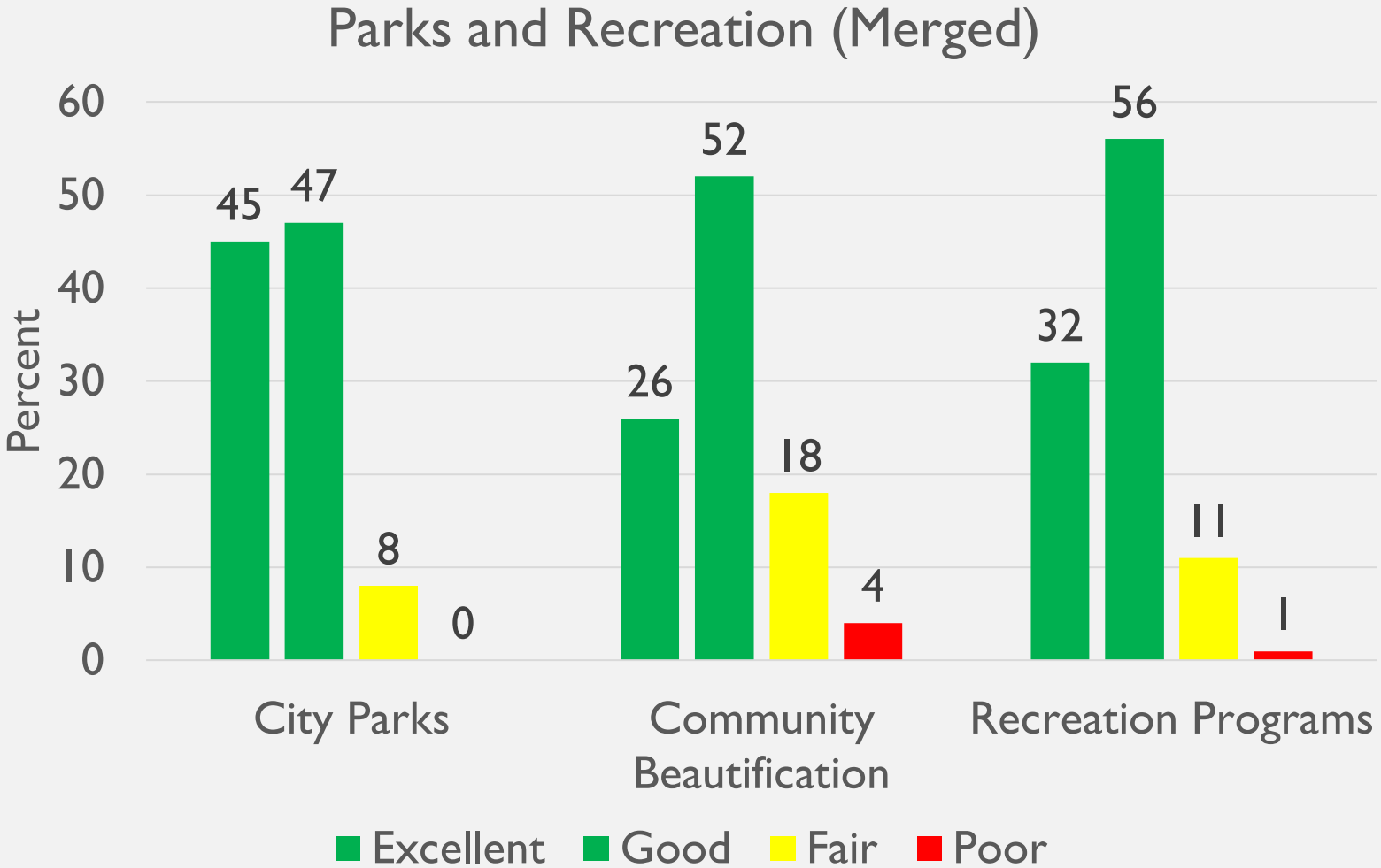


	Benchmark
City Parks	92
Beautification	78
Rec. Programs	88

Over 90% of respondents rated parks as good or excellent overall.

88% rated recreation programs as good or excellent.

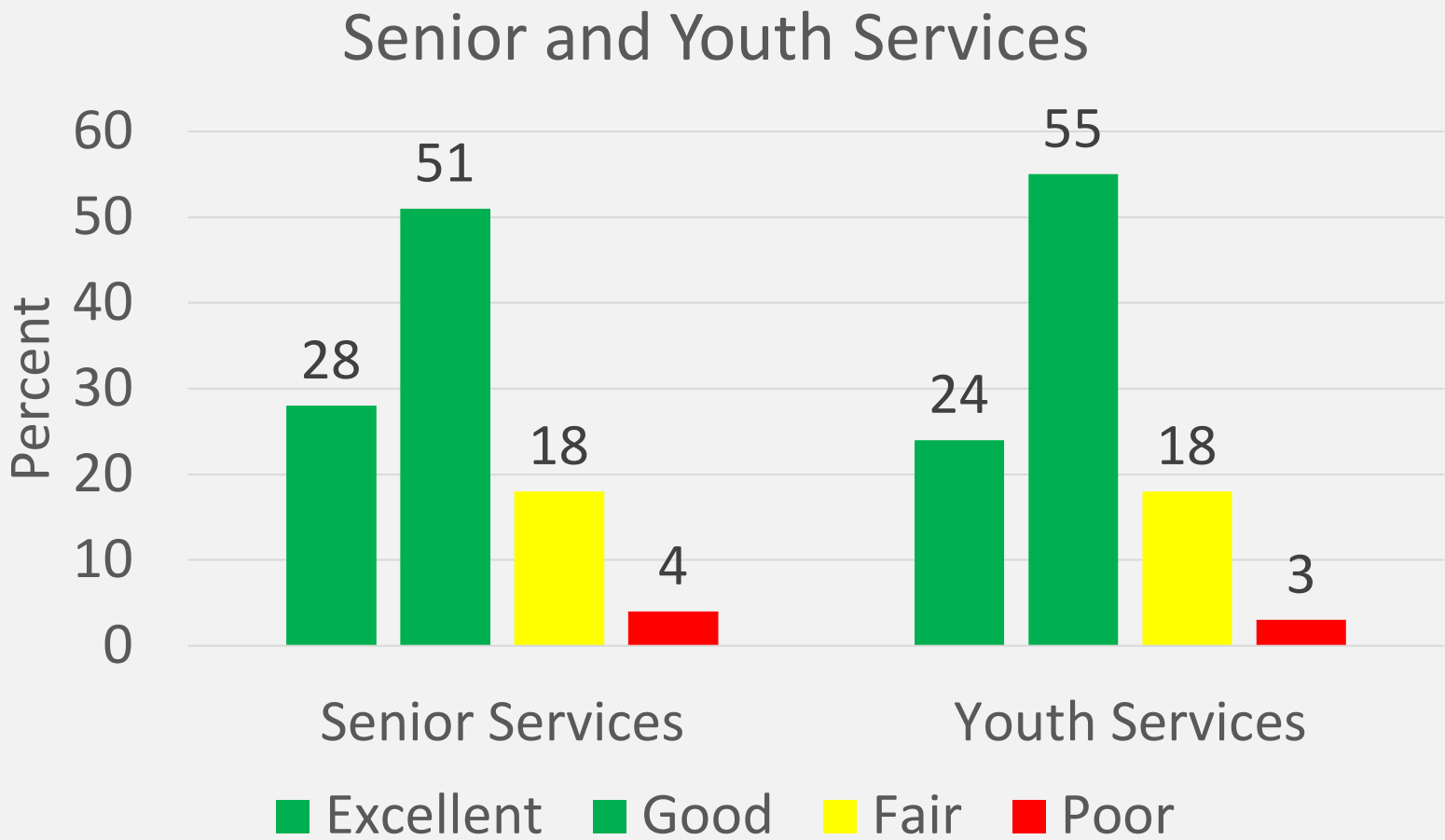
PARKS AND RECREATION



	Benchmark
Senior Services	79
Youth Services	79

YOUTH AND SENIOR SERVICES

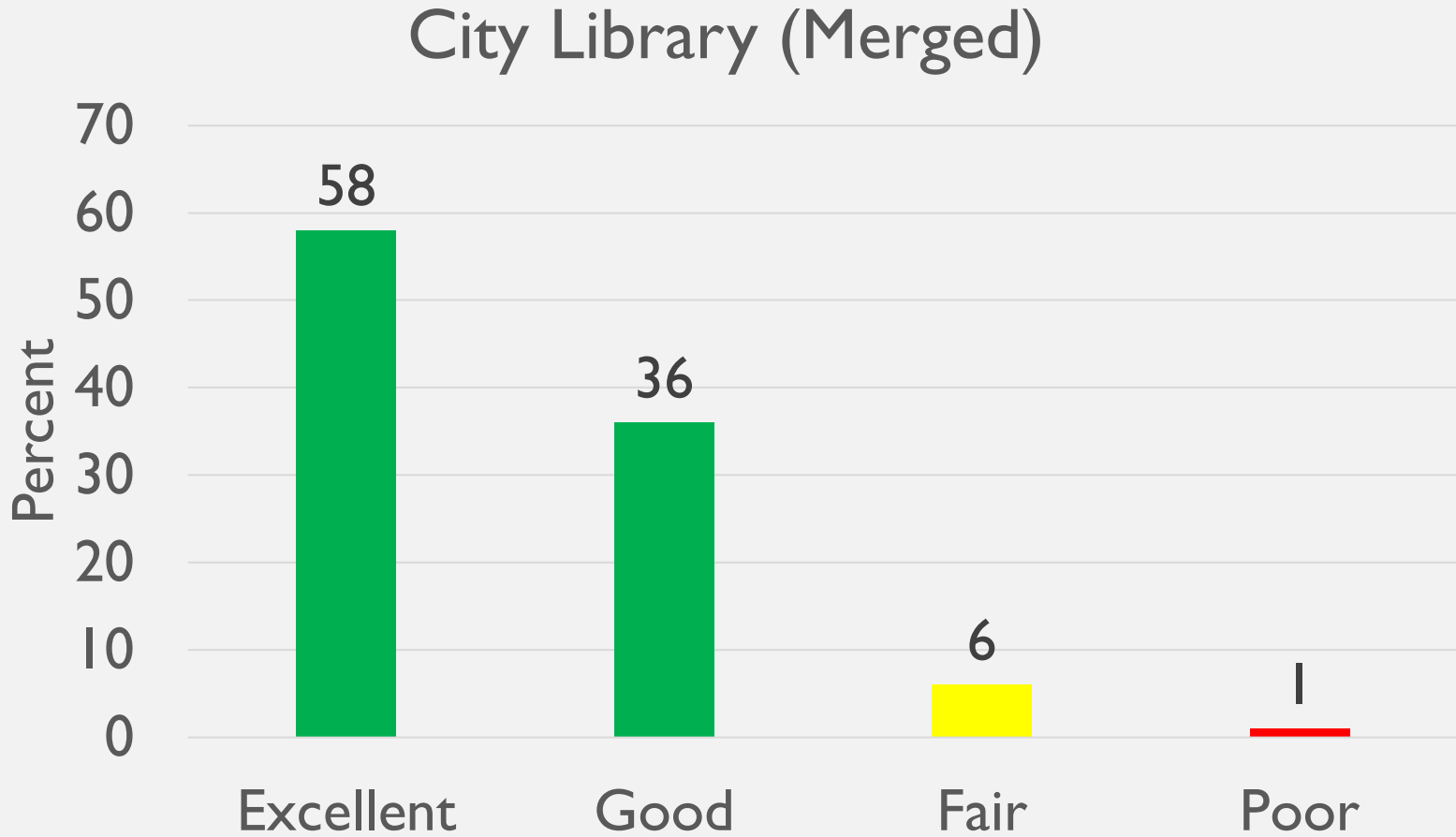
79% percent rate senior services as good or excellent and 79% rate youth services as good or excellent.



	Benchmark
City Library	94

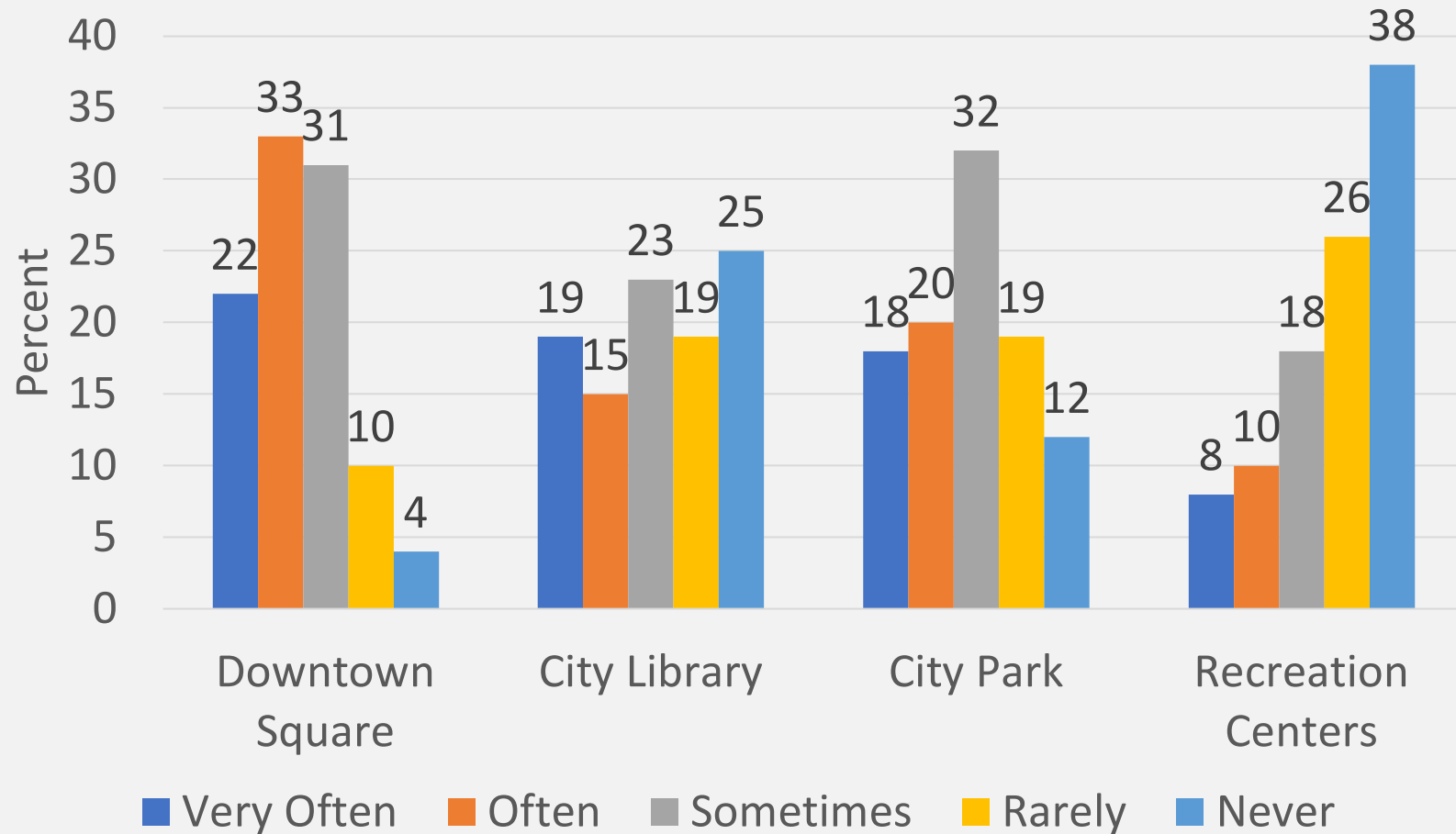
CITY LIBRARY

94% of respondents rated the city library as good or excellent.



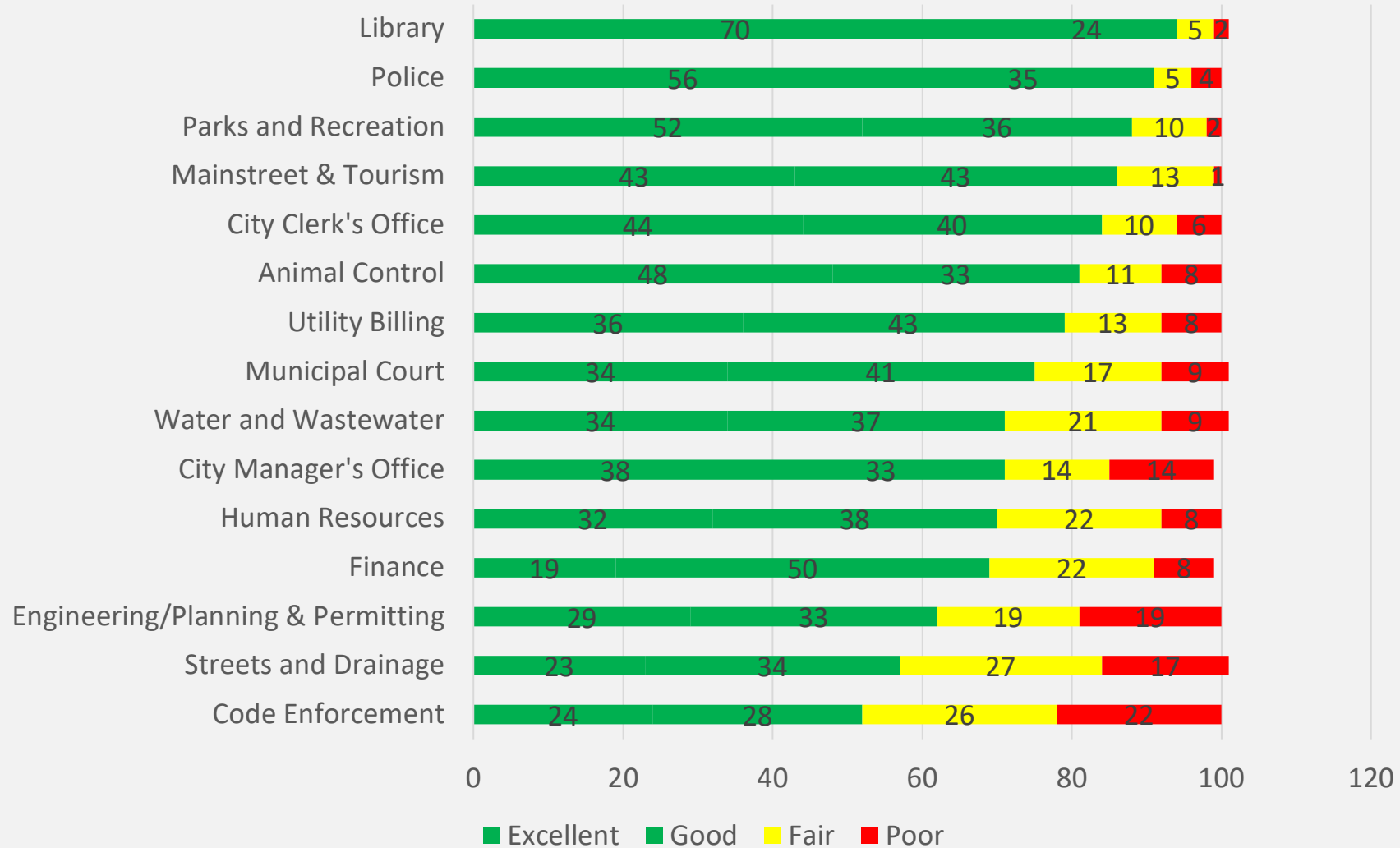
UTILIZATION OF PUBLIC SPACES

Utilitization of Public Spaces (Merged)



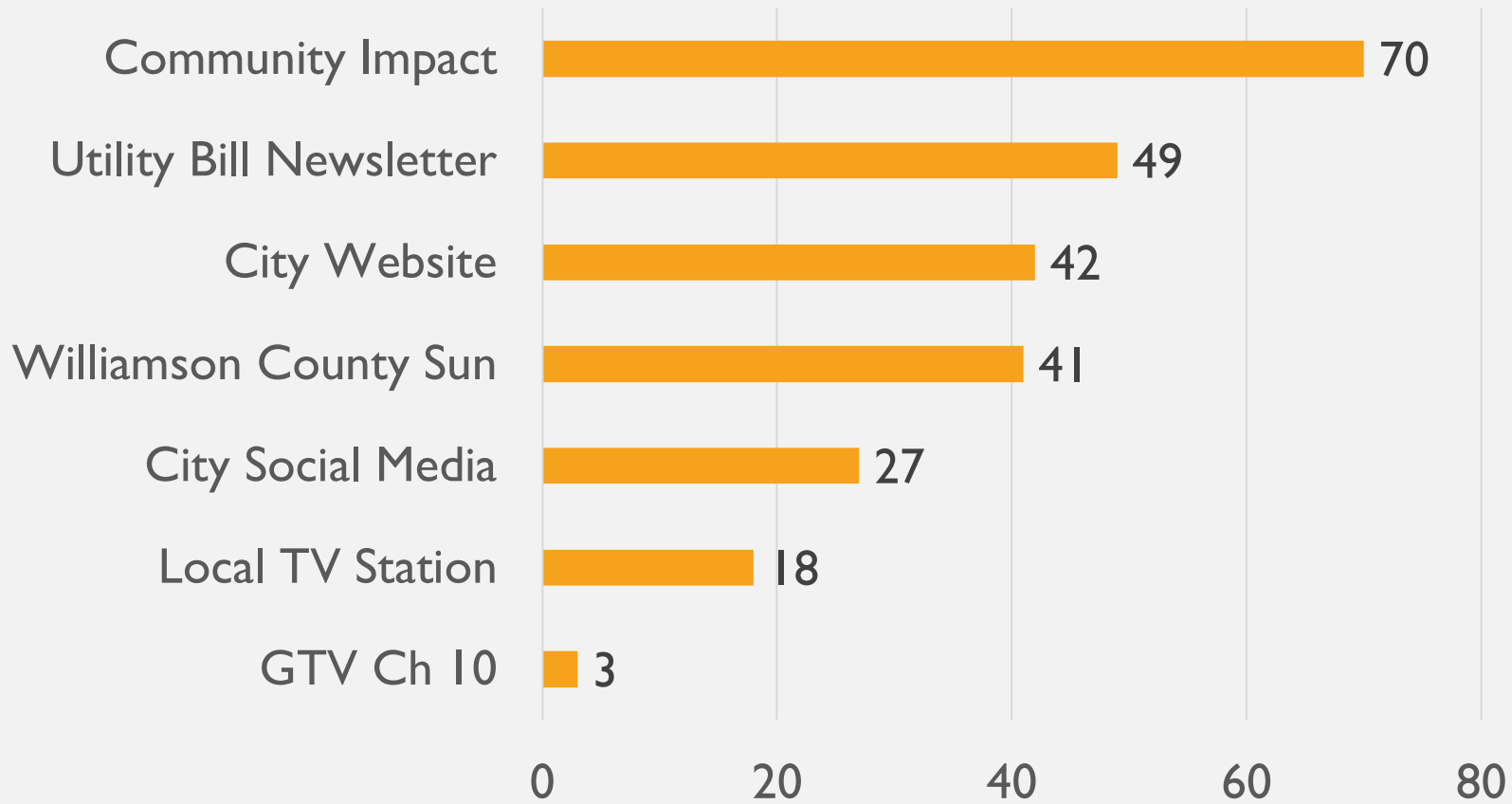
RESIDENT-INITIATED CONTACTING

Satisfaction with Resident-Initiated Contact (Merged)



MEDIA USE

Use of Media Source Often or Very Often



TOP THREE VOLUNTEERED PRIORITIES (WHAT IS ON THEIR MINDS?)

Top 3 Priorities (Open-Ended Question)					
	Priority 1		Priority 2		Priority 3
crime, safety, police	17.1	crime, safety, police	10.8	crime, safety, police	10.6
growth management	16.5	growth management	10.4	growth management	7.6
water	7.5	electricity, electric bills, utilities	8.9	parks, trails, bike lanes, sidewalks,	7.4
streets, roads, infrastructure	5.9	streets, roads, infrastructure	6.8	economic growth, more business, more jobs	6.6
downtown square	4.9	water	6.5	streets, roads, infrastructure	6.2
electricity, electric bills, utilities	4.9	taxes, spending, budget	5.3	downtown square	5.8
taxes, spending, budget	4.6	economic growth, more business, more jobs	5.3	taxes, spending, budget	5.4
economic growth, more business, more jobs	2.4	parks, trails, bike lanes, sidewalks,	5.2	electricity, electric bills, utilities	5.1
parks, trails, bike lanes, sidewalks,	2.3	downtown square	5	planning, zoning, smart growth	3.5
COVID	2.2	workforce housing	2.7	water	3.5

QUESTIONS?



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NEXT STEPS/DIRECTION

March: Host Focus Groups

April: Present Focus Groups findings to Council

Direction needed from Council today:

- Topic areas for focus groups