

# *2015 San Marcos Community Survey Findings*

Presented by  
*ETC Institute*



July 2015

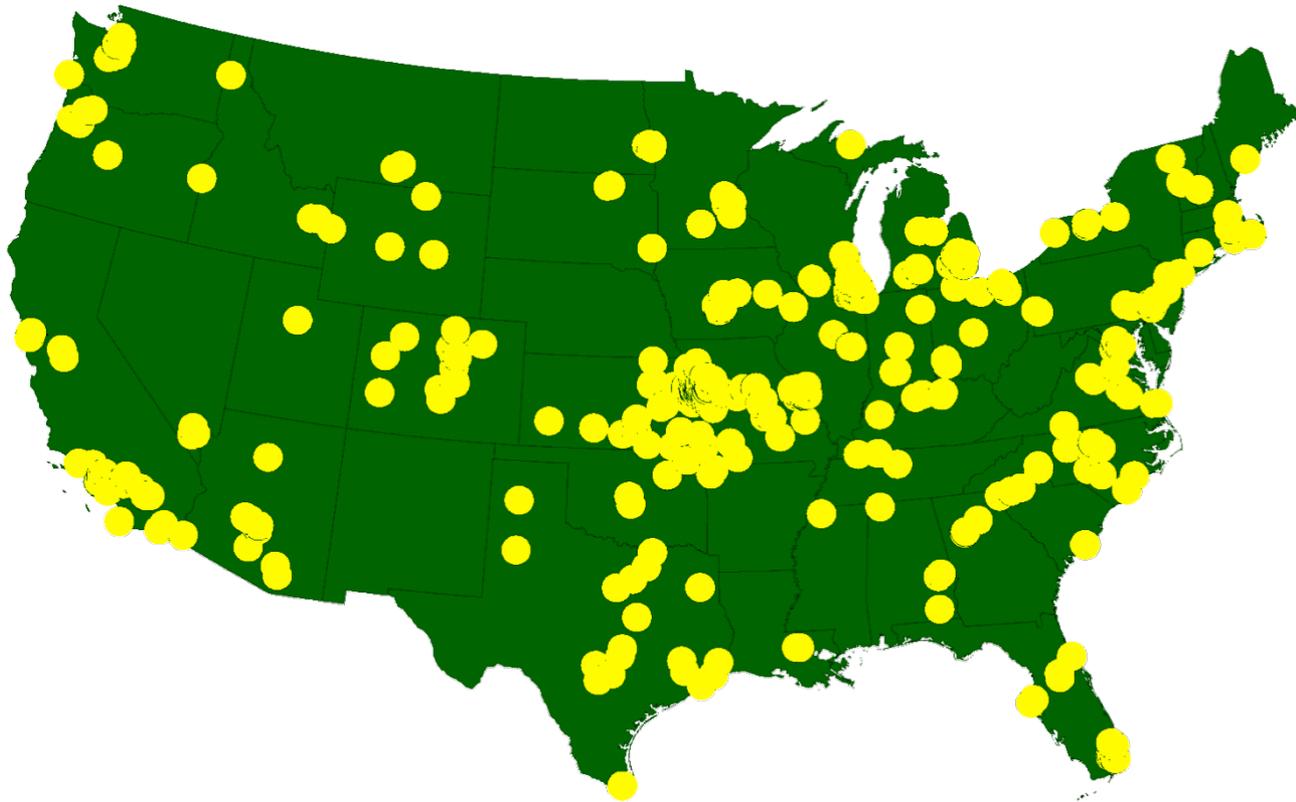


# Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Conclusions**
- **Questions**

# **A National Leader in Market Research for Local Governmental Organizations**

**...helping city and county governments gather and use survey data to enhance  
organizational performance for more than 30 years**



**More than 2,050,000 Persons Surveyed Since 2006  
for more than 850 cities in 49 States**

# Purpose

- **To objectively assess resident satisfaction with the delivery of major City services**
- **To measure trends from the 2011 and 2013 surveys**
- **To help set priorities for the community**
- **To compare the City's performance with other cities, both local and across the U.S.**

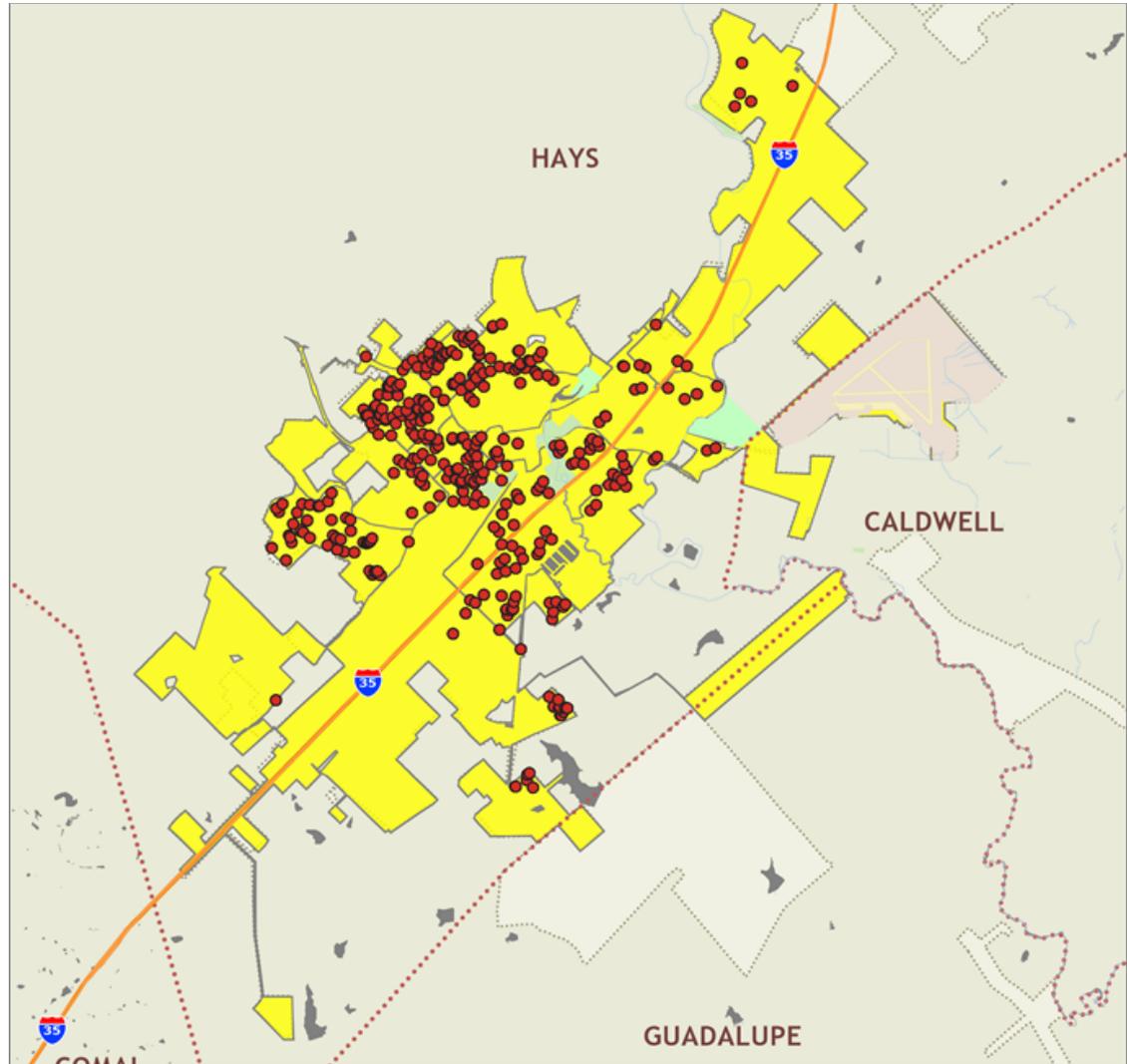
# Methodology

- **Survey Description**
  - survey was 7 pages in length
  - took approximately 20 minutes to complete
- **Method of Administration**
  - mailed to a sample of households in the City
  - phone follow-ups done 7 -10 days after the mailing
- **Sample size: 409 completed surveys**
- **Confidence level: 95%**
- **Margin of error: +/- 4.8% overall**

**The Flood Occurred During the Survey**

# 2015 San Marcos Community Survey

## Location of Respondents



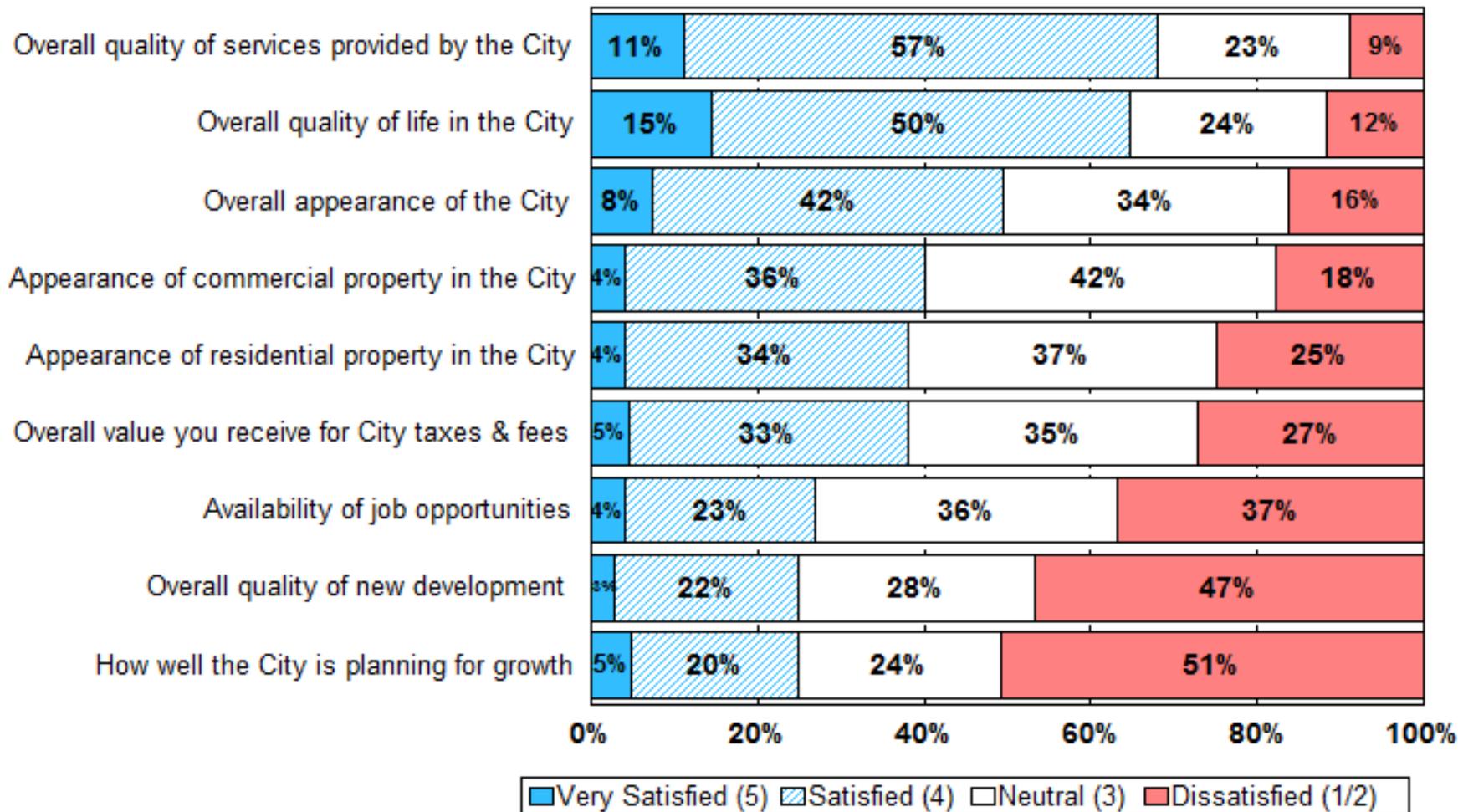
Good Representation By LOCATION

## *Topic #1*

# Satisfaction with City Services Along with Comparisons to Other Communities

# Q4. Satisfaction With Items That Influence Perceptions of the City

by percentage of respondents (excluding don't knows)



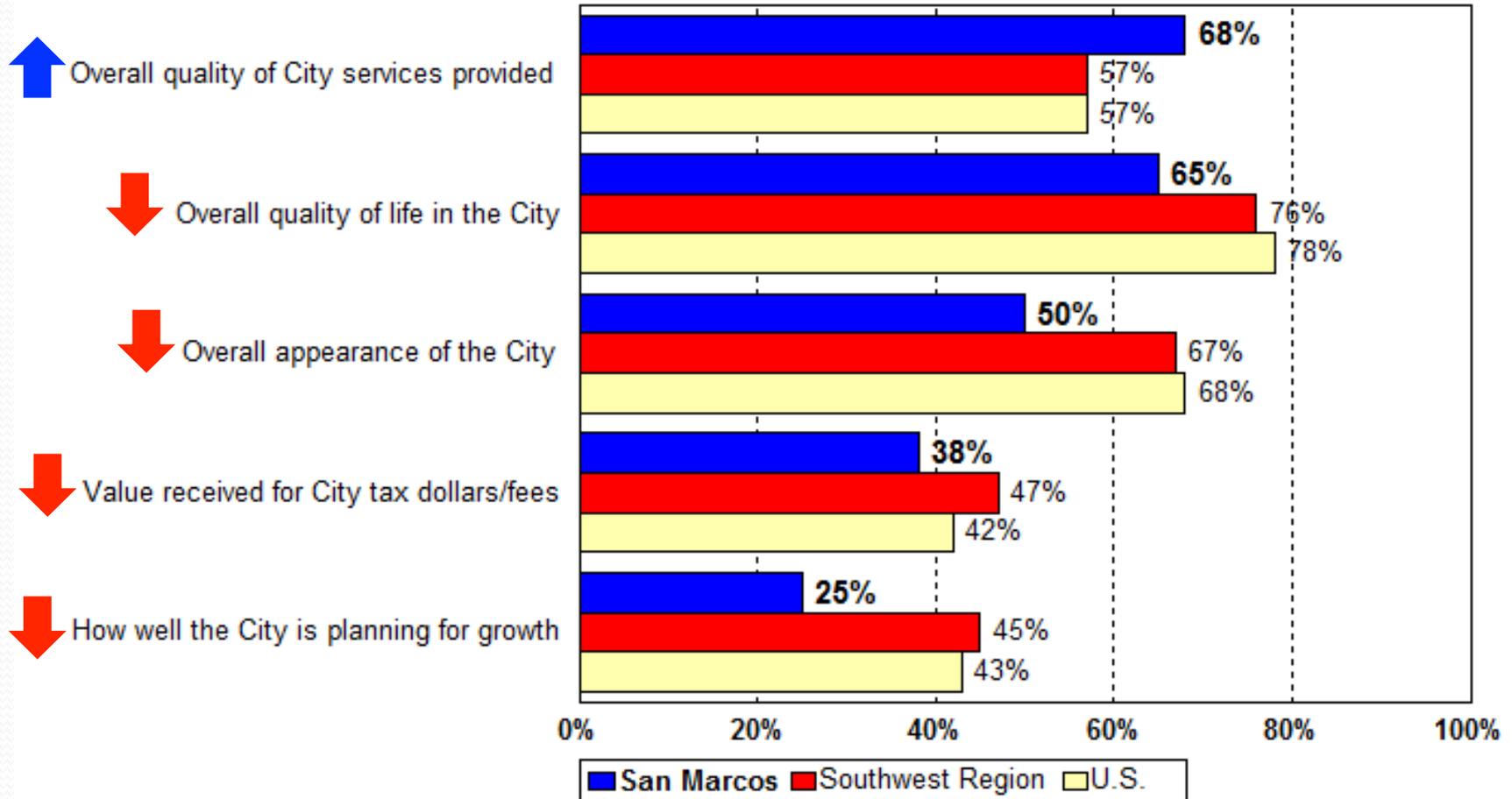
Source: ETC Institute (2015 San Marcos Community Survey)

**Only 9% of the Residents Surveyed Were Dissatisfied With the Overall Quality of City Services**

# Satisfaction with Issues that Influence Perceptions of the City

## San Marcos vs. Southwest Region vs. the U.S

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



Source: 2015 ETC Institute

***Significantly Higher:***

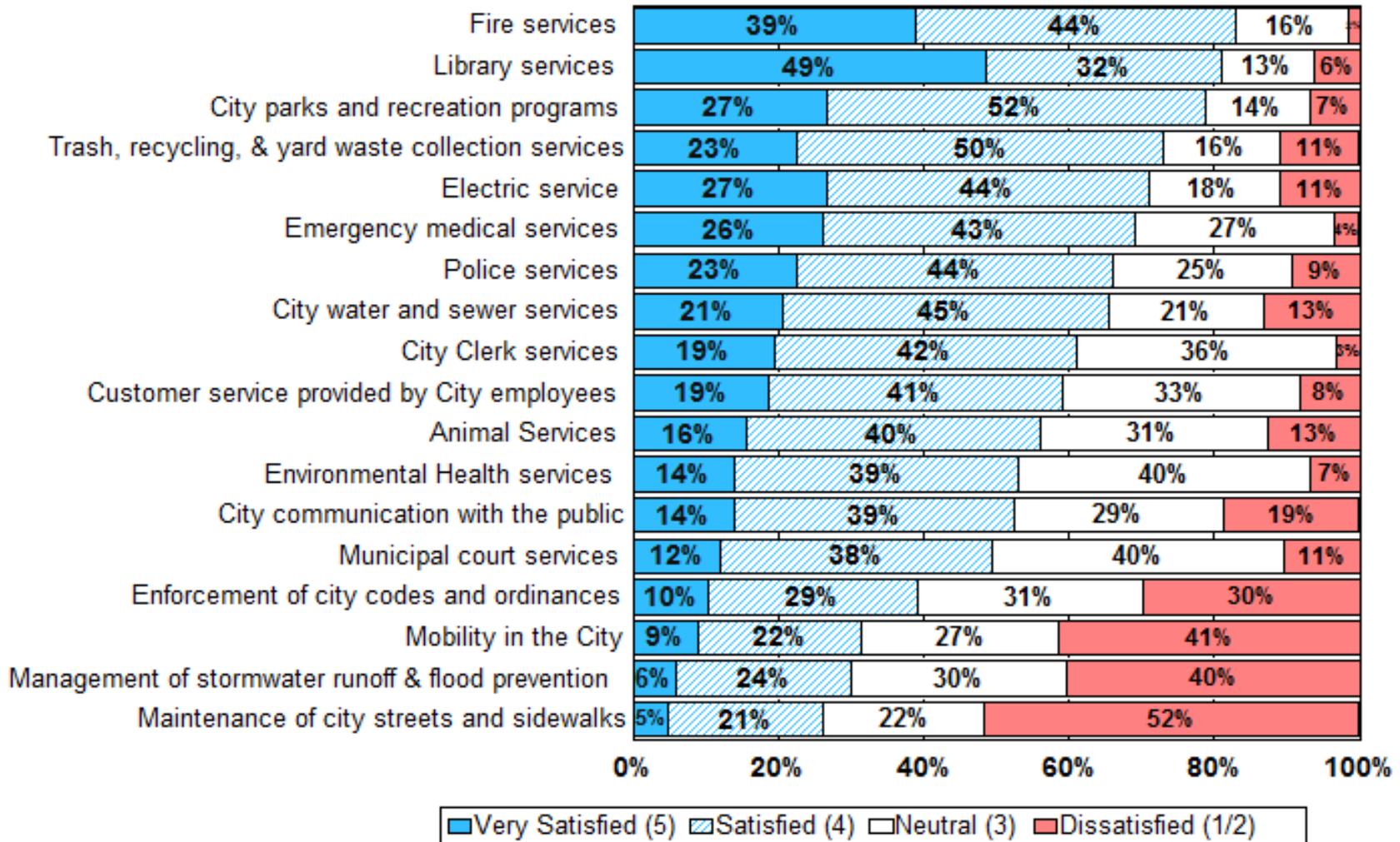


***Significantly Lower:***



# Q1. Overall Satisfaction With the Quality of City Services

by percentage of respondents (excluding don't knows)

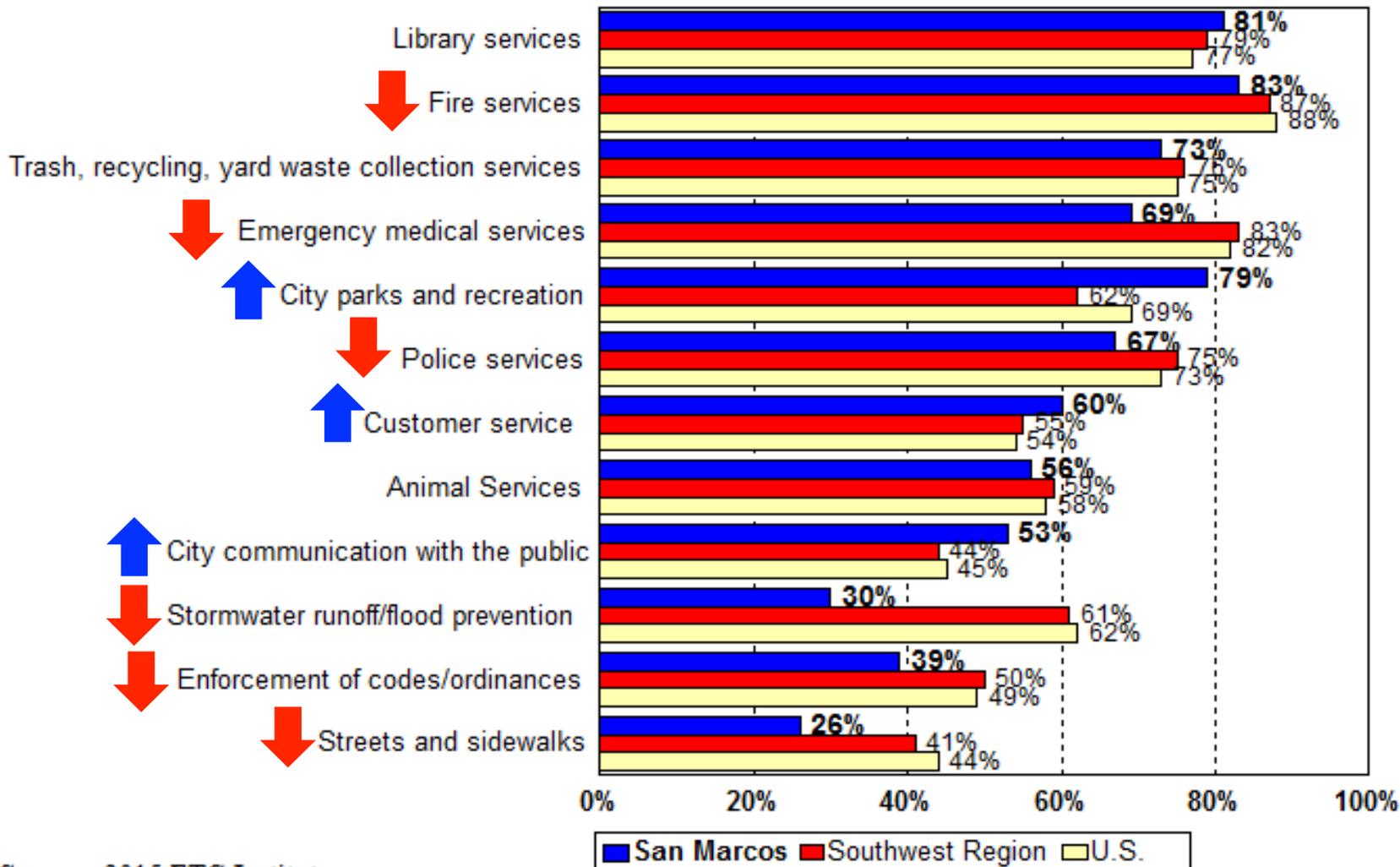


Source: ETC Institute (2015 San Marcos Community Survey)

**With the Exception of Stormwater Runoff/Flood Prevention, Mobility in the City and the Maintenance of Streets/Sidewalks, 30% or Fewer of those Surveyed Were Dissatisfied with Any of the Major City Services**

# Overall Satisfaction with Various City Services San Marcos vs. Southwest Region vs. the U.S

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



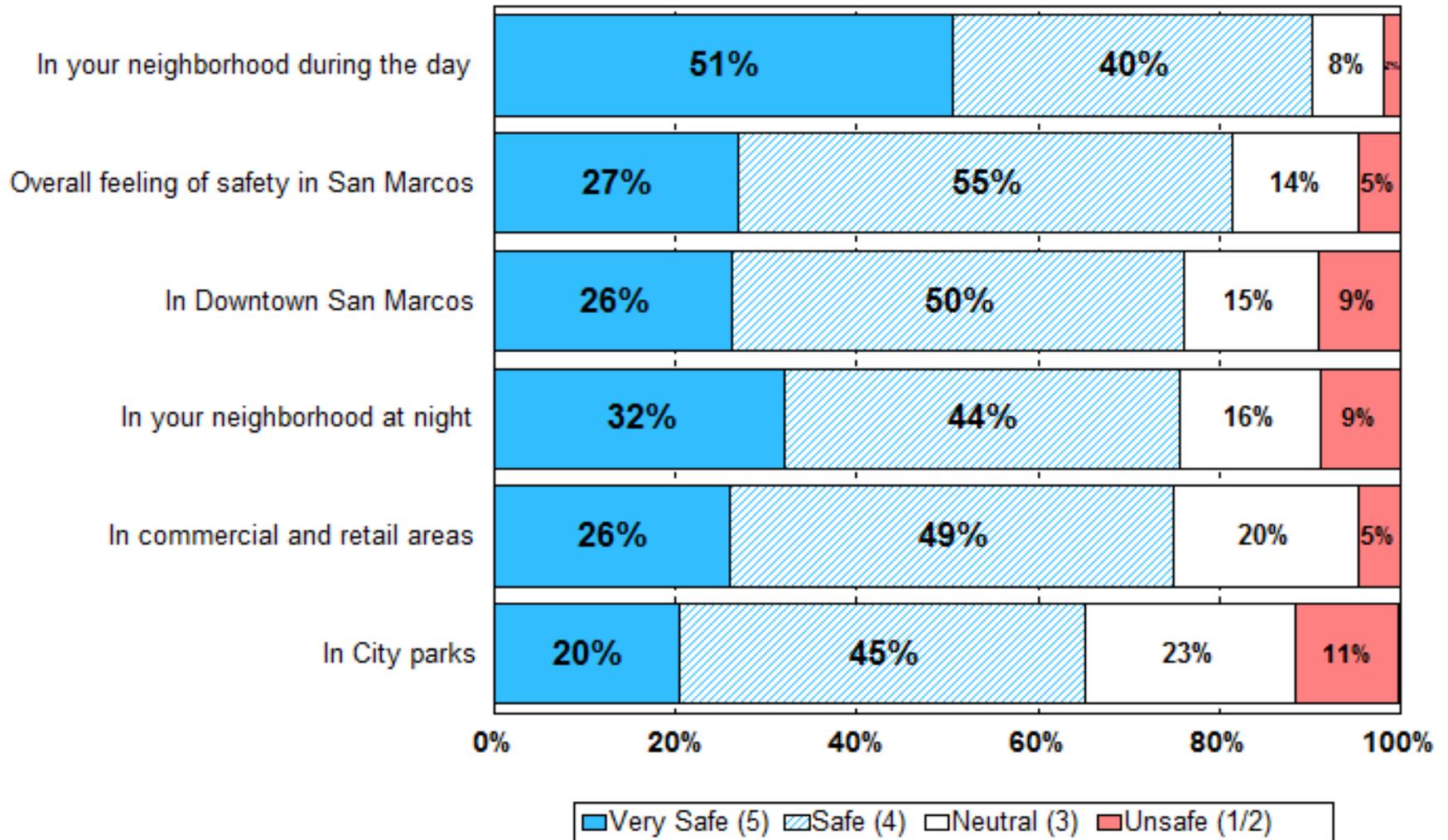
Source: 2015 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

# Q3. Feeling of Safety in the City

by percentage of respondents (excluding don't knows)



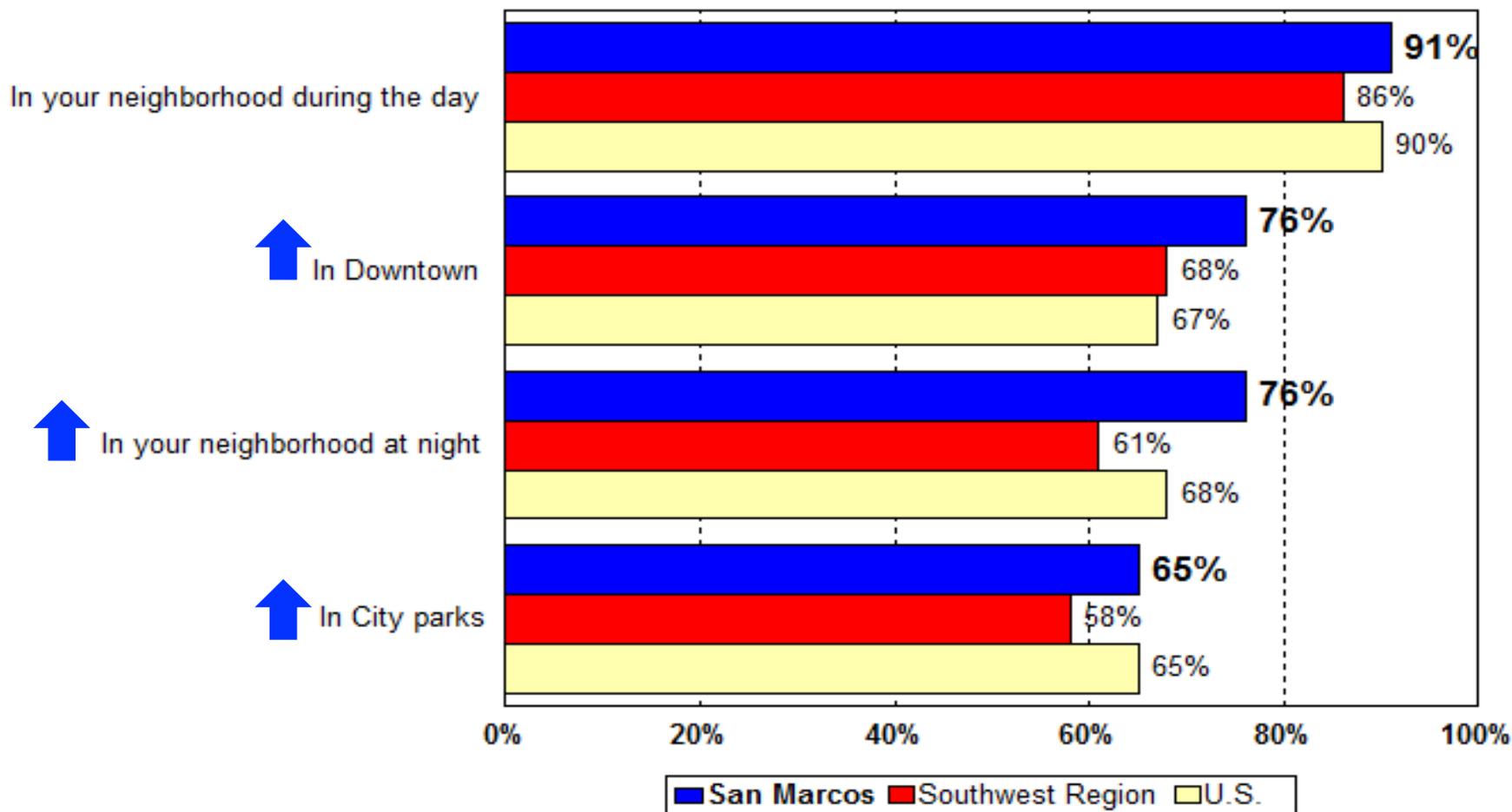
Source: ETC Institute (2015 San Marcos Community Survey)

Residents Generally Felt Safe in the City

# How Safe Residents Feel in Their Community

## San Marcos vs. Southwest Region vs. the U.S

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



Source: 2015 ETC Institute

*Significantly Higher:*



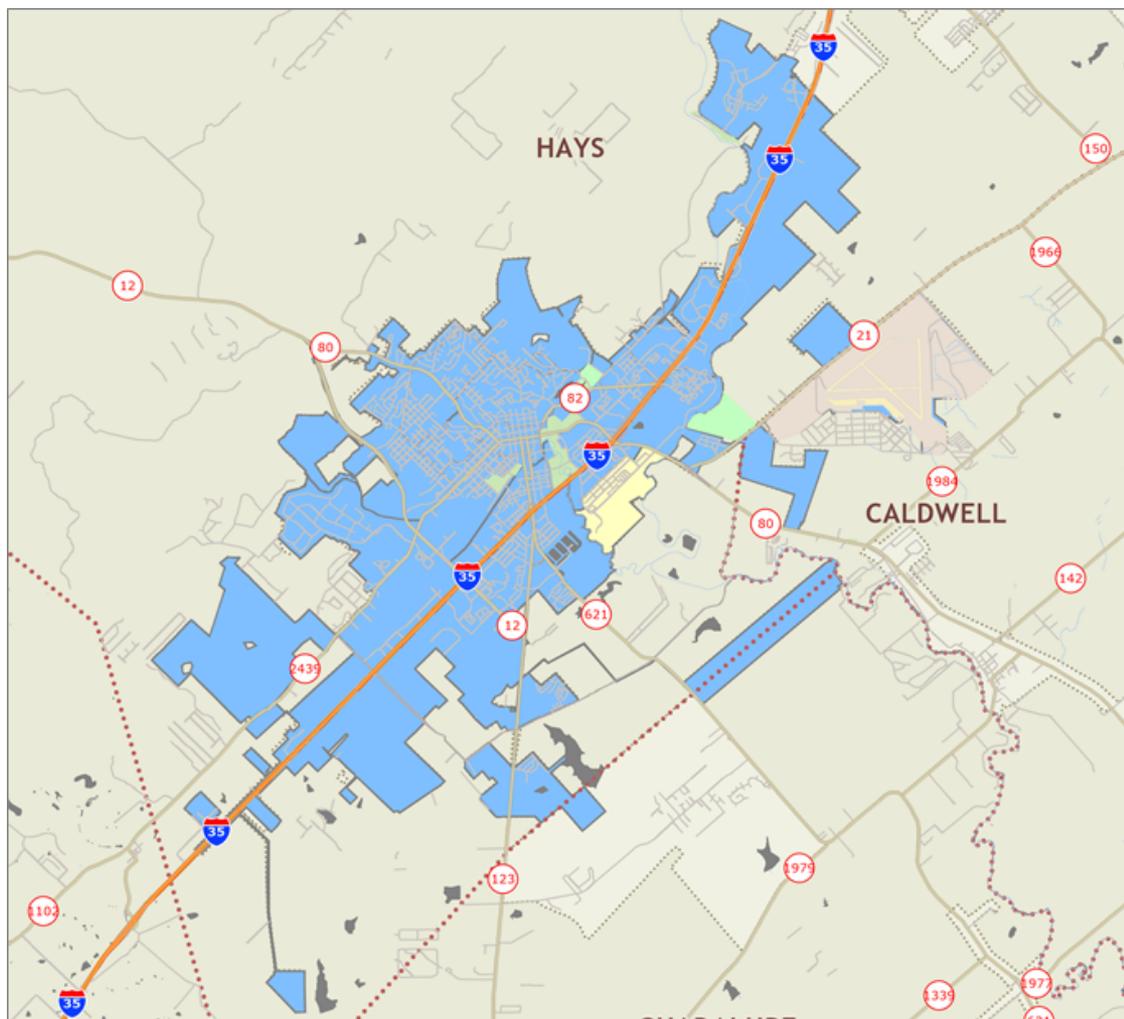
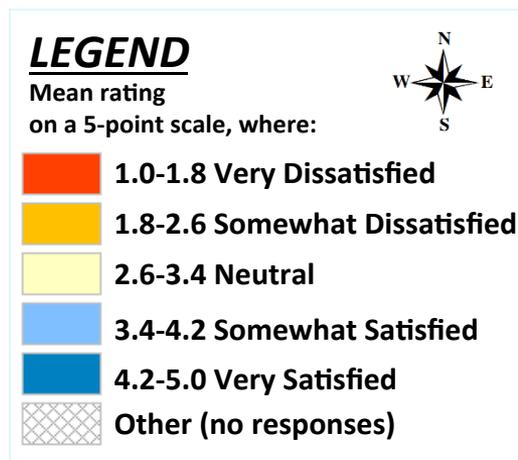
*Significantly Lower:*



*Topic #2*  
**GIS Maps**

# Q4a. Satisfaction with the OVERALL quality of City services

**While There Are Some Differences for Specific Services, Overall Satisfaction With City Services Is the Same Throughout the City**

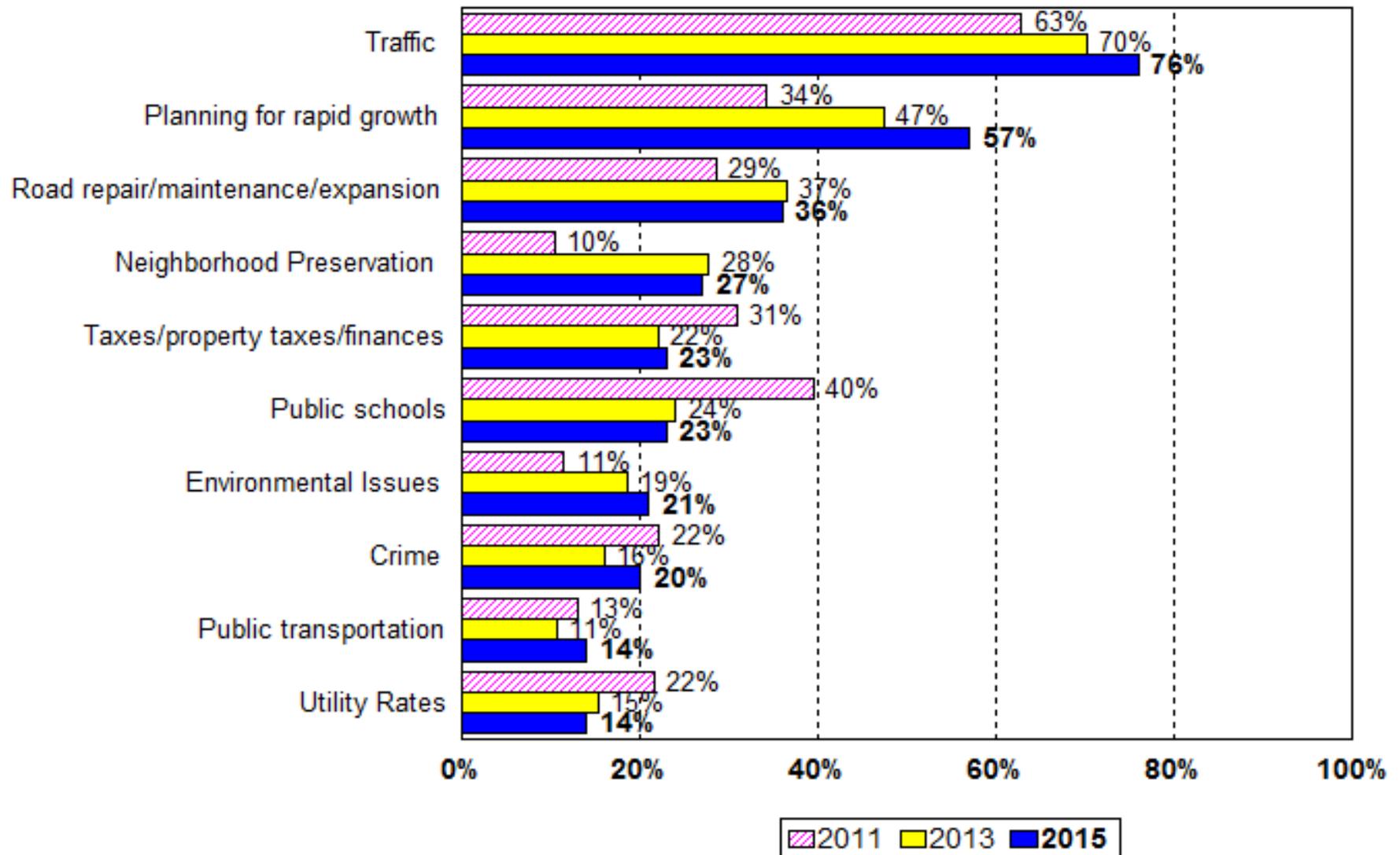


**2015 City of San Marcos Community Survey**  
Shading reflects the mean rating for all respondents by CBG (merged as needed)

*Topic #3*  
**Priorities**

# TRENDS: Three Biggest Issues San Marcos Will Be Facing Over the Next Five Years - 2011 to 2015

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



Source: ETC Institute (2015 San Marcos Community Survey)

# Importance-Satisfaction Rating

## 2015 City of San Marcos Community Survey

### OVERALL

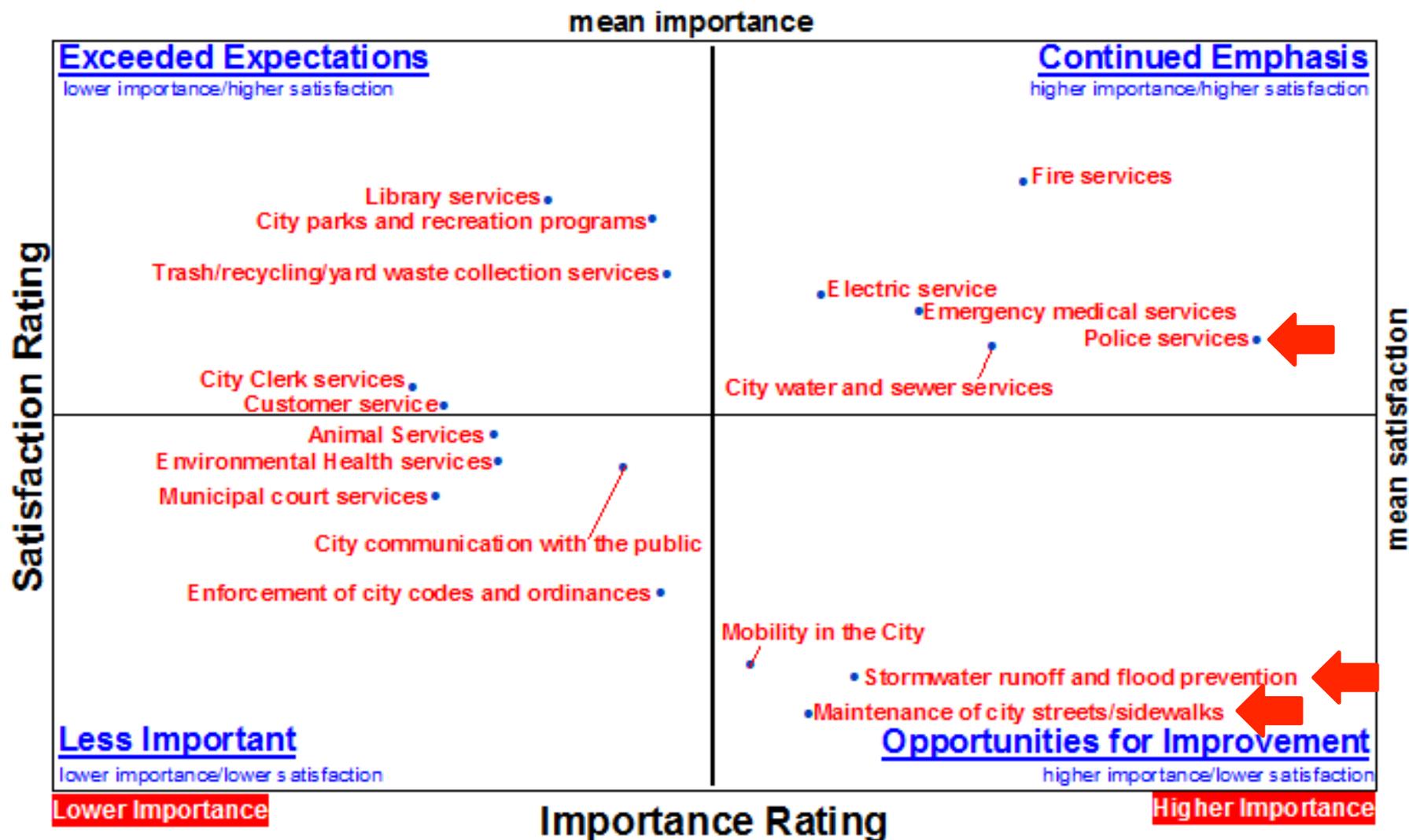
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
<b>NONE</b>						
<b><u>High Priority (IS .10-.20)</u></b>						
Management of stormwater runoff & flood prevention	27%	5	30%	17	0.1918	1
Maintenance of city streets and sidewalks	25%	7	26%	18	0.1818	2
Police services	52%	1	66%	7	0.1753	3
Mobility in the City	21%	8	31%	16	0.1447	4
City water and sewer services	36%	3	65%	8	0.1235	5
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Emergency medical services	31%	4	69%	6	0.0964	6
Enforcement of city codes and ordinances	16%	10	39%	15	0.0958	7
Electric service	25%	6	71%	5	0.0739	8
City communication with the public	14%	12	52%	13	0.0643	9
Fire services	38%	2	83%	1	0.0639	10
Trash, recycling, & yard waste collection services	16%	9	73%	4	0.0435	11
City parks and recreation programs	15%	11	79%	3	0.0321	12
Environmental Health services	6%	14	53%	12	0.0277	13
Animal Services	6%	15	56%	11	0.0247	14
Library services	9%	13	81%	2	0.0169	15
Customer service provided by City employees	3%	16	59%	10	0.0107	16
Municipal court services	2%	17	49%	14	0.0106	17
City Clerk services	1%	18	61%	9	0.0027	18

**Overall Priorities:** 

# 2015 City of San Marcos DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

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



# Summary and Conclusion

- In spite of the flood, residents continue to have a positive perception of the City
- The City is doing a good job of equitably delivering services in all areas of the City
- San Marcos is setting the standard for customer service among other U.S. cities
- Economic development and job creation are high priorities
- City investment priorities are aligned with community needs:
  - ❑ Management of stormwater runoff & flood prevention
  - ❑ Maintenance of city streets and sidewalks
  - ❑ Police services
  - ❑ Mobility in the City
  - ❑ City water and sewer services

# Questions?

**THANK YOU!!**