2015 City of San Marcos Community Survey

-Final Report-

Submitted to:

San Marcos, Texas

By

ETC Institute

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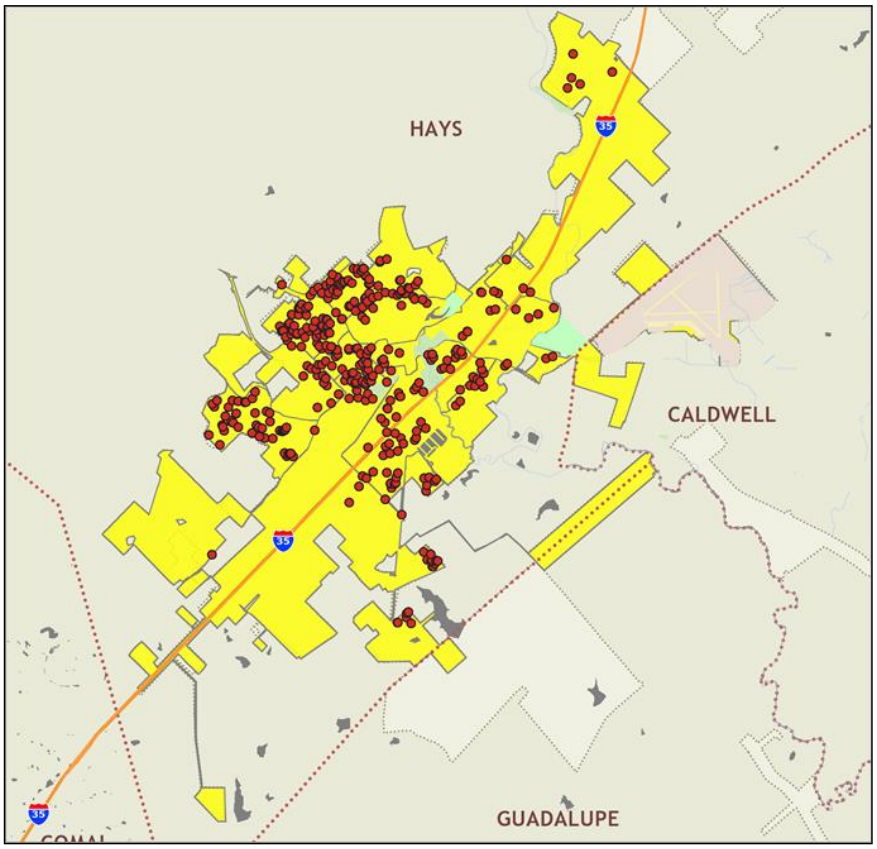
2015 DirectionFinder® Survey
Executive Summary Report

Overview and Methodology

During the spring of 2015, ETC Institute administered a Community Survey for the City of San Marcos. 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. This was the third Community Survey ETC Institute administered for San Marcos; the first community survey was administered in 2011.

The seven-page survey was administered by mail and phone to a random sample of 409 residents. The overall results of the survey have a precision of at least +/-4.8% at the 95% level of confidence. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).



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 to the right shows the physical distribution of respondents to the resident survey based on the location of their home.

The percentage of "don't know" responses has been excluded from many of the graphs and the benchmarking data shown in this report to facilitate valid comparisons between city services. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey, along with comparisons to the results from 2011 and 2013
- benchmarking data that show how the survey results for San Marcos compare to other cities in the United States and the southwestern region of the United States
- importance-satisfaction analysis to help the City use survey data to set priorities
- tabular for all questions on the survey
- a copy of the survey instrument

MAJOR FINDINGS AND CONCLUSIONS

Overall Satisfaction with City Services Is High

Sixty-eight percent (68%) of the residents surveyed who had an opinion, were "very satisfied" or "satisfied" with the overall quality of services provided by the City; only 9% were dissatisfied; the remaining 23% gave a neutral rating. The overall satisfaction for San Marcos is 11% above the national average (68% San Marcos vs. 57% national average).

Residents Give High Ratings for the Quality of Customer Service Provided By City Employees

Sixty percent (60%) of the residents surveyed who had an opinion, were "very satisfied" or "satisfied" with the quality of customer service provided by City employees; only 8% were dissatisfied; the remaining 33% gave a neutral rating. San Marco's customer service rating is 6% above the national average (60% San Marcos vs. 54% national average).

FINDINGS FOR SPECIFIC SERVICES

- **Parks and Recreation**. The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of "very satisfied" and "satisfied" responses of residents who had an opinion, were: the Activity Center (74%), the maintenance/appearance of existing City parks (72%), and the number of City parks (62%).

- **Code Enforcement.** The highest levels of satisfaction with code enforcement services, based upon the combined percentage of "very satisfied" and "satisfied" responses of residents who had an opinion, were enforcement of graffiti regulations (41%) and the enforcement of sign regulations (38%).

- **Public Services**. The highest levels of satisfaction with public services, based upon the combined percentage of "very satisfied" and "satisfied" responses of residents who had an opinion, were: the reliability of electric service (75%), the level of usefulness of City e-services (56%), and the adequacy of City street lighting (53%). Residents were least satisfied with the availability of bike lanes (31%) and the maintenance of major City streets (28%).

- **Transparency of City Government**. The highest levels of satisfaction with various aspects of the transparency of City government, based upon the combined percentage of "very satisfied" and "satisfied" responses of residents who had an opinion, were: the City's efforts to keep residents informed (40%) and the usefulness of the information available on the City's website (39%).

- **Customer Service**. The highest levels of satisfaction with various aspects of customer service, based upon the combined percentage of "very satisfied" and "satisfied" responses of residents who had an opinion, were: the way residents were treated when they called the City (76%), how easy City employees were to contact (71%) and the accuracy of the information/assistance given when residents called the City (64%).

- **Solid Waste/Utility Services**. The solid waste/utility services that residents were most satisfied with, based upon the combined percentage of "very satisfied" and "satisfied" responses of residents who had an opinion, were: residential trash collection services (86%), electric service (80%), and sewer services (80%). Residents were least satisfied with bulky item pick up/removal services (58%).

OTHER FINDINGS

- Residents were asked to indicate how safe they felt in various situations throughout the City. The areas where residents felt most safe, based upon the combined percentage of "very safe" and "safe" ratings among residents who had an opinion, were: the feeling of safety in the neighborhood during the day (91%), the overall feeling of safety in San Marcos (82%) and the feeling of safety in Downtown San Marcos (76%).

- The top sources that residents used to get information about the City were: utility bill insert (57%), the City website (56%), friends (52%) and San Marcos Daily Record (52%). The top electronic sources that residents used to get information about the City were: the Internet (84%), text messages (65%) and Facebook (56%).
- Residents were asked to rate the City's current pace of land development by type. The areas with the largest percentage of residents who felt the type of development was "just right" were: office development (55%) and retail development (52%). There was a significant increase (increase of more than 5%) from 2013 to 2015 in the percentage of residents who felt single-family residential development was "much too slow" or "too slow" (+10%, from 44% in 2013 to 54% in 2015).

- Seventy-eight percent (78%) of the residents surveyed felt the level of service delivery of the maintenance of infrastructure should be "much higher" or "a little higher." When comparing the results from 2013 to 2015, this was a 5% increase in the percentage of residents who felt the level of service delivery should be higher, from 73% in 2013 to 78% in 2015.

- The issue that residents felt would be the biggest problem facing San Marcos over the next five years was traffic (76%). Some of the other areas that residents felt would be problematic for San Marcos over the next five years were: planning for rapid growth (57%) and road repair/maintenance/expansion (36%). There were significant increases from 2013 to 2015 (increases of more than 5%) in the percentage of residents who felt traffic and planning for rapid growth were going to be major issues.

- The statements related to the City's Strategic Initiatives that residents most agreed with, based upon the combined percentage of "strongly agree" or "agree" ratings of residents who have an opinion were: the City is doing a good job of beautification (47%), the City does a good job of protecting and maintaining the river, while providing for recreation on the river (46%) and the City is committed to the health and wellness of citizens (44%).

- The initiative that residents felt was most important for the City to invest tax dollars in, based upon the combined percentage of residents who "strongly agreed" or "agreed" with the statement, was investing tax dollars to help create jobs (72%).

OPPORTUNITIES FOR IMPROVEMENT

In order to help the City identify opportunities for improvement, ETC Institute conducted an Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that 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.

- **Overall Priorities.** The first level of 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 two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:

    - Maintenance of stormwater runoff & flood prevention
    - Maintenance of City streets and sidewalks
    - Police services
    - Mobility in the City
    - City water and sewer services

- **Priorities within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:

    - **Parks and Recreation:** walking and biking trails in the City, maintenance and appearance of existing City parks, mowing/trimming of public areas/greenspace, quality of youth recreation programs, and number of City parks

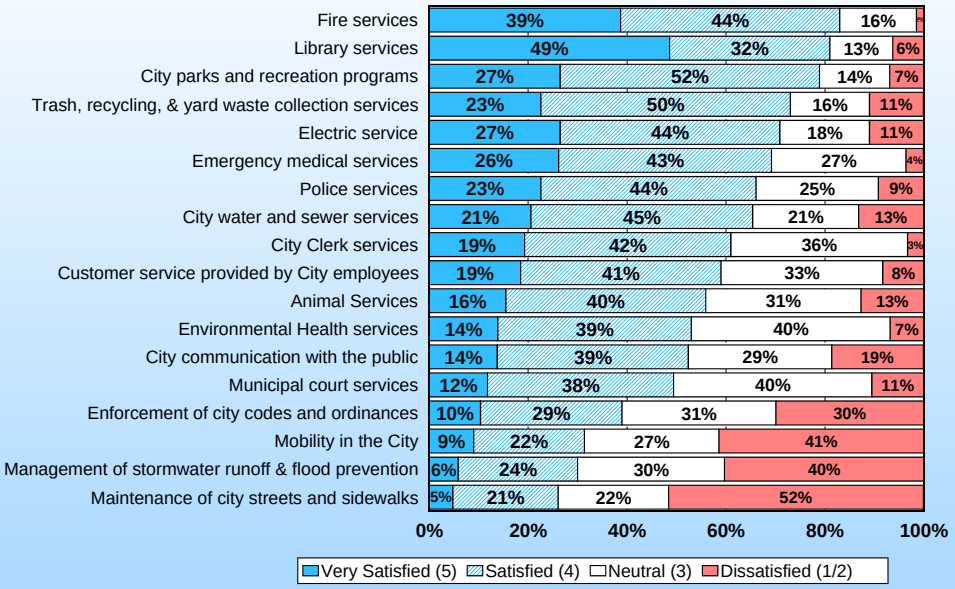
    - **Code Enforcement:** enforcing cleanup of debris on private property and enforcing the mowing of grass on private property

    - **Public Services:** maintenance of major City streets, cleanliness of City streets and other public areas and maintenance of neighborhood streets

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With the Quality of City Services

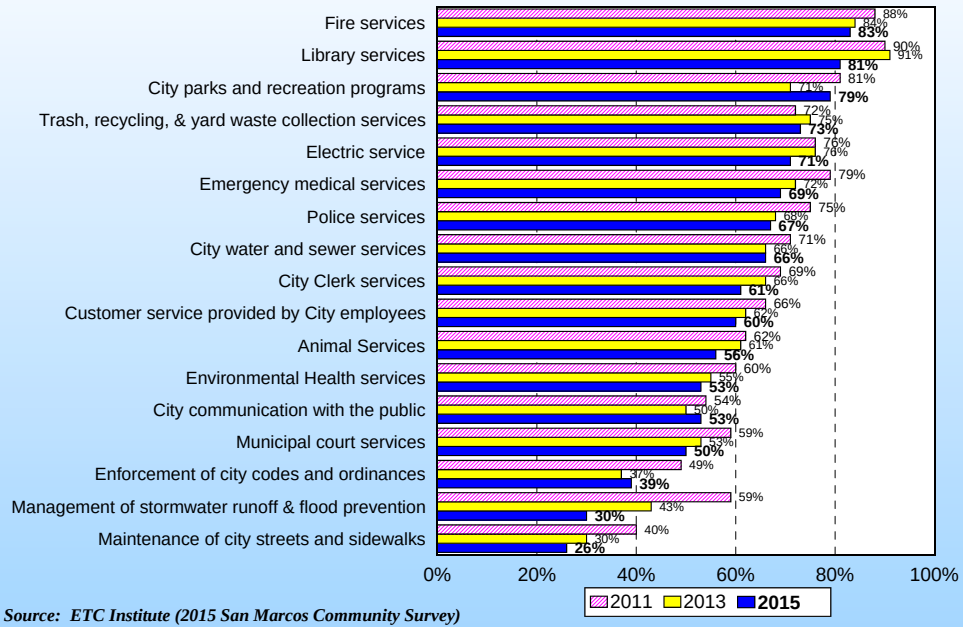
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015 San Marcos Community Survey)

TRENDS: Overall Satisfaction With the Quality of City Services - 2011 to 2015

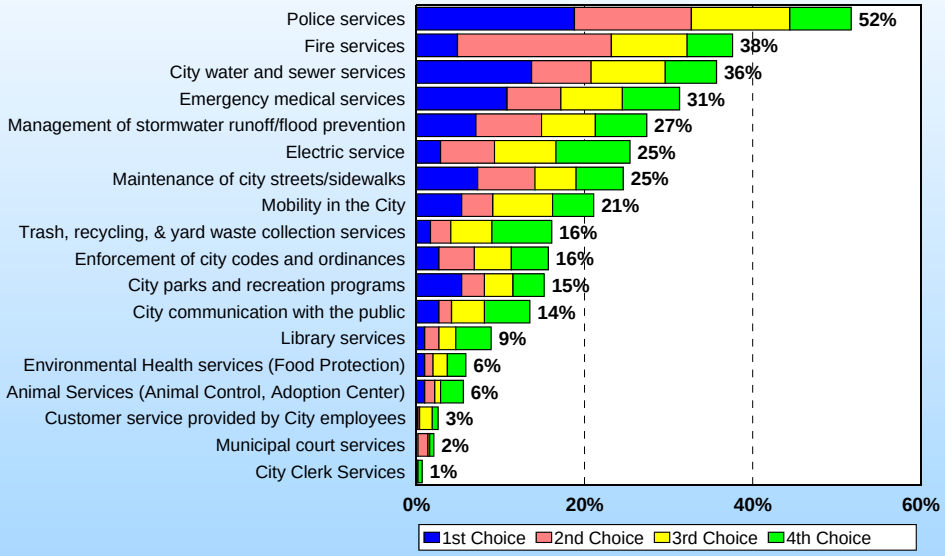
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015 San Marcos Community Survey)

Q2. Overall City Services That Residents Thought Were Most Important for the City to Provide

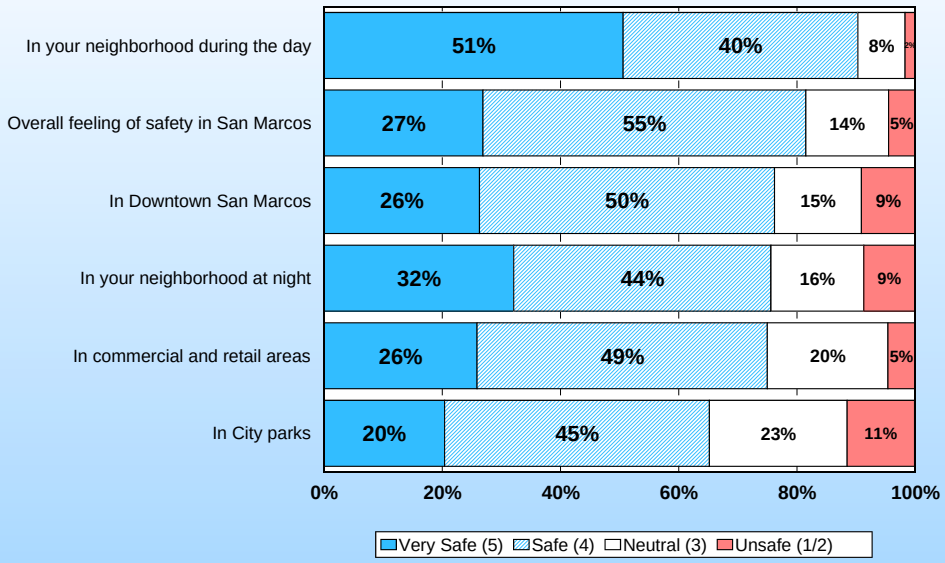
by percentage of respondents who selected the item as one of their top four choices



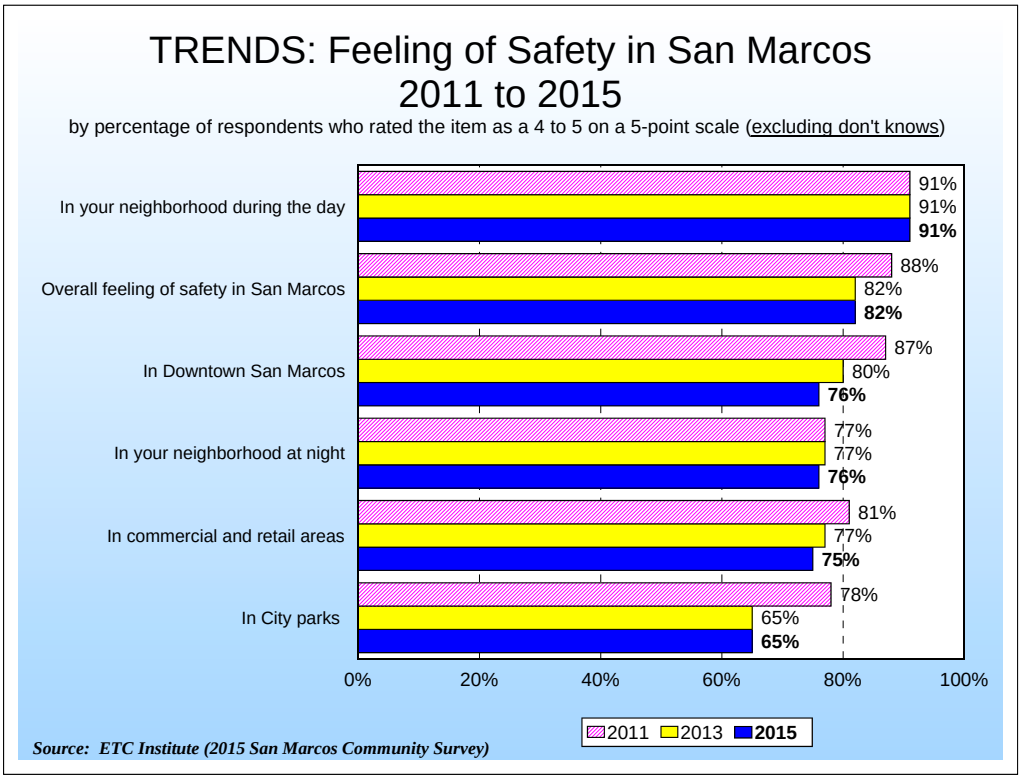
Source: ETC Institute (2015 San Marcos Community Survey)

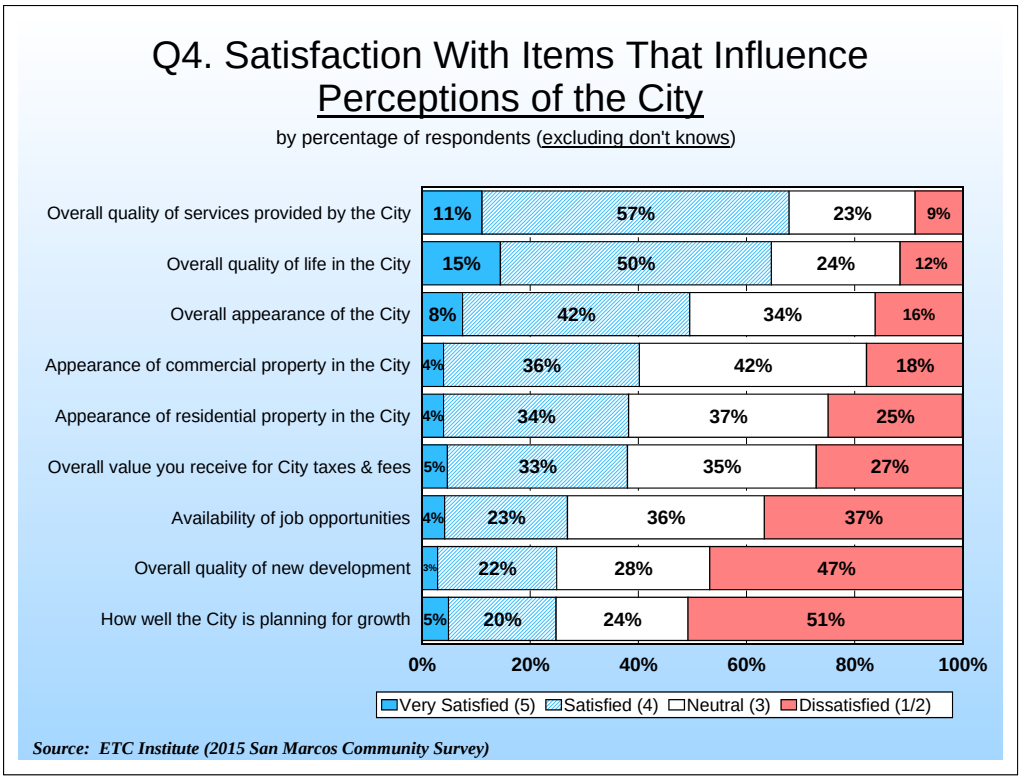
Q3. Feeling of Safety in the City

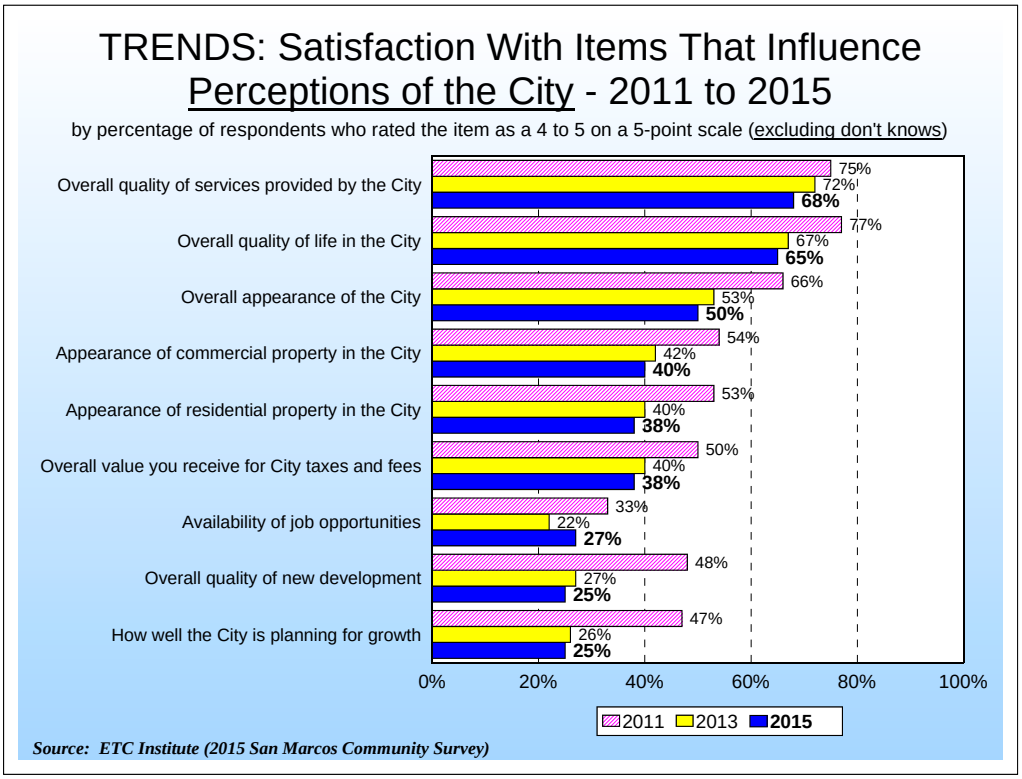
by percentage of respondents (excluding don't knows)

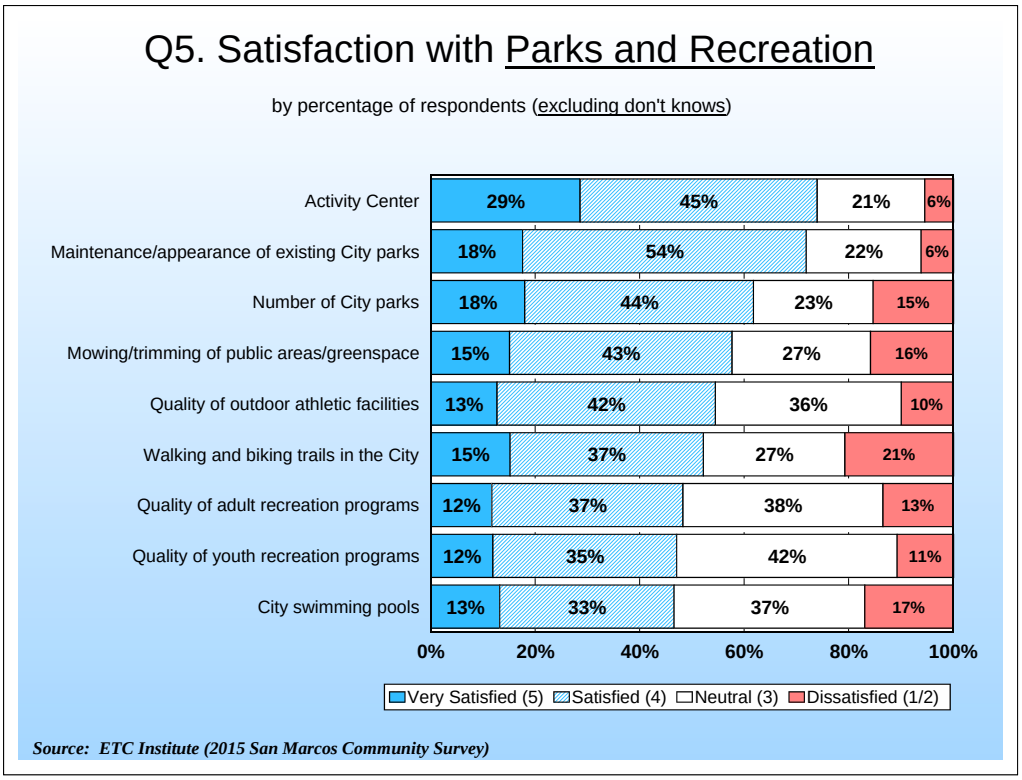


Source: ETC Institute (2015 San Marcos Community Survey)


TRENDS: Feeling of Safety in San Marcos
2011 to 2015
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
In your neighborhood during the day
91%
91%
91%
Overall feeling of safety in San Marcos
88%
82%
82%
In Downtown San Marcos
87%
80%
76%
In your neighborhood at night
77%
77%
76%
In commercial and retail areas
81%
77%
75%
In City parks
78%
65%
65%
0%
20%
40%
60%
80%
100%
2011
2013
2015
Source: ETC Institute (2015 San Marcos Community Survey)

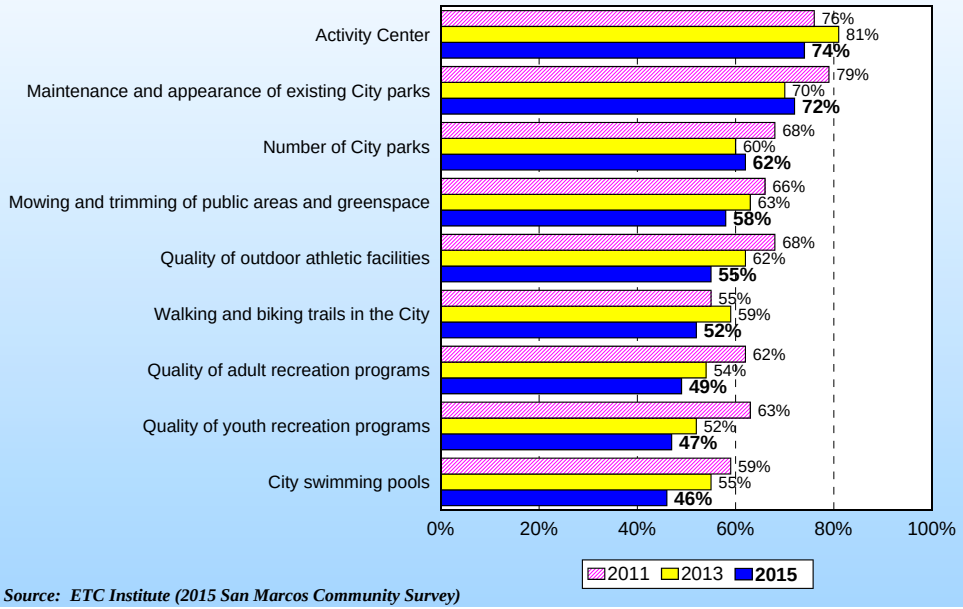

Q4. Satisfaction With Items That Influence
Perceptions of the City
by percentage of respondents (excluding don't knows)
Overall quality of services provided by the City
11%
57%
23%
9%
Overall quality of life in the City
15%
50%
24%
12%
Overall appearance of the City
8%
42%
34%
16%
Appearance of commercial property in the City
4%
36%
42%
18%
Appearance of residential property in the City
4%
34%
37%
25%
Overall value you receive for City taxes & fees
5%
33%
35%
27%
Availability of job opportunities
4%
23%
36%
37%
Overall quality of new development
3%
22%
28%
47%
How well the City is planning for growth
5%
20%
24%
51%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2015 San Marcos Community Survey)


TRENDS: Satisfaction With Items That Influence Perceptions of the City - 2011 to 2015
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
Overall quality of services provided by the City
75%
72%
68%
Overall quality of life in the City
77%
67%
65%
Overall appearance of the City
66%
53%
50%
Appearance of commercial property in the City
54%
42%
40%
Appearance of residential property in the City
53%
40%
38%
Overall value you receive for City taxes and fees
50%
40%
38%
Availability of job opportunities
33%
22%
27%
Overall quality of new development
48%
27%
25%
How well the City is planning for growth
47%
26%
25%
0%
20%
40%
60%
80%
100%
2011
2013
2015
Source: ETC Institute (2015 San Marcos Community Survey)


Q5. Satisfaction with Parks and Recreation
by percentage of respondents (excluding don't knows)
Activity Center
29%
45%
21%
6%
Maintenance/appearance of existing City parks
18%
54%
22%
6%
Number of City parks
18%
44%
23%
15%
Mowing/trimming of public areas/greenspace
15%
43%
27%
16%
Quality of outdoor athletic facilities
13%
42%
36%
10%
Walking and biking trails in the City
15%
37%
27%
21%
Quality of adult recreation programs
12%
37%
38%
13%
Quality of youth recreation programs
12%
35%
42%
11%
City swimming pools
13%
33%
37%
17%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2015 San Marcos Community Survey)

TRENDS: Satisfaction with Parks and Recreation 2011 to 2015

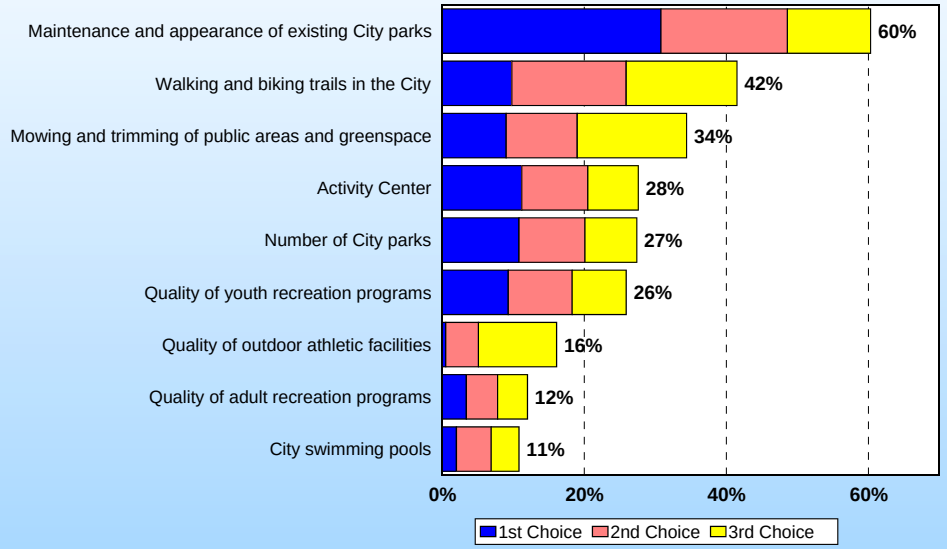
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)



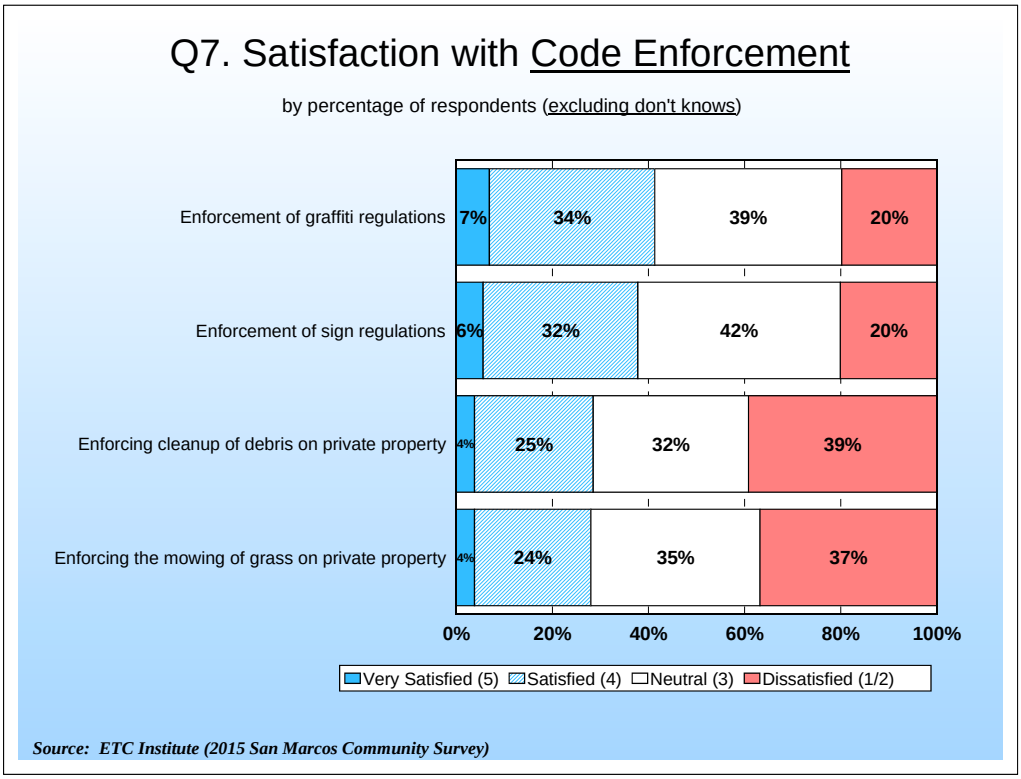
Source: ETC Institute (2015 San Marcos Community Survey)

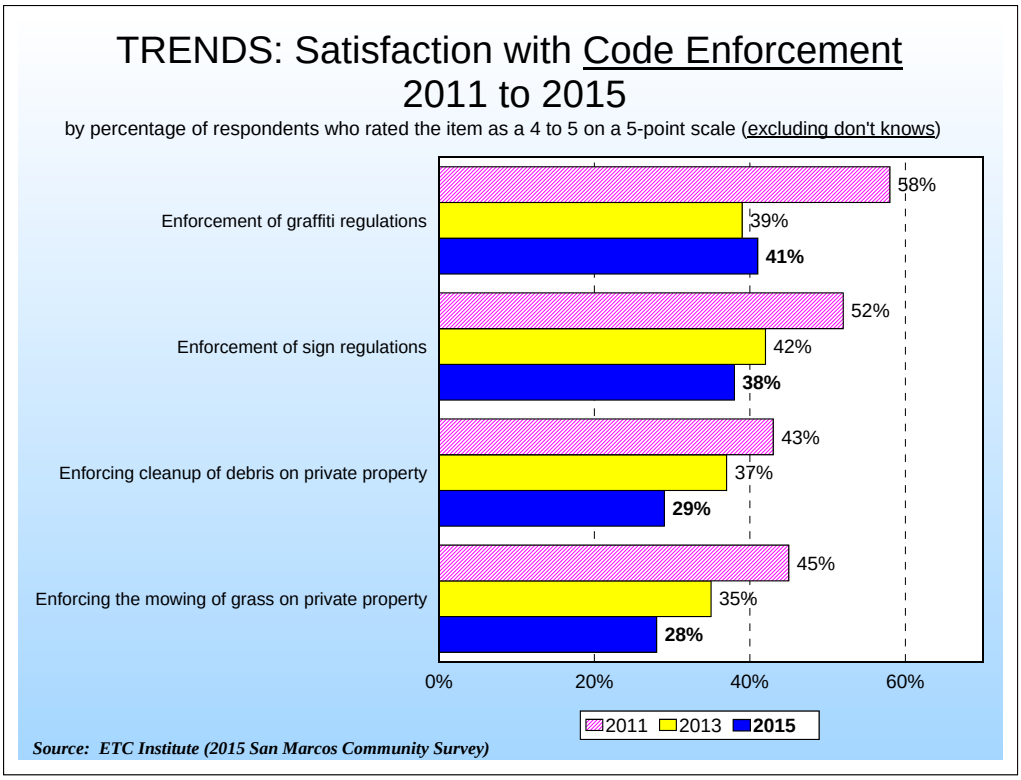
Q6. Parks and Recreation Services That Residents Thought Were Most Important for the City to Provide

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



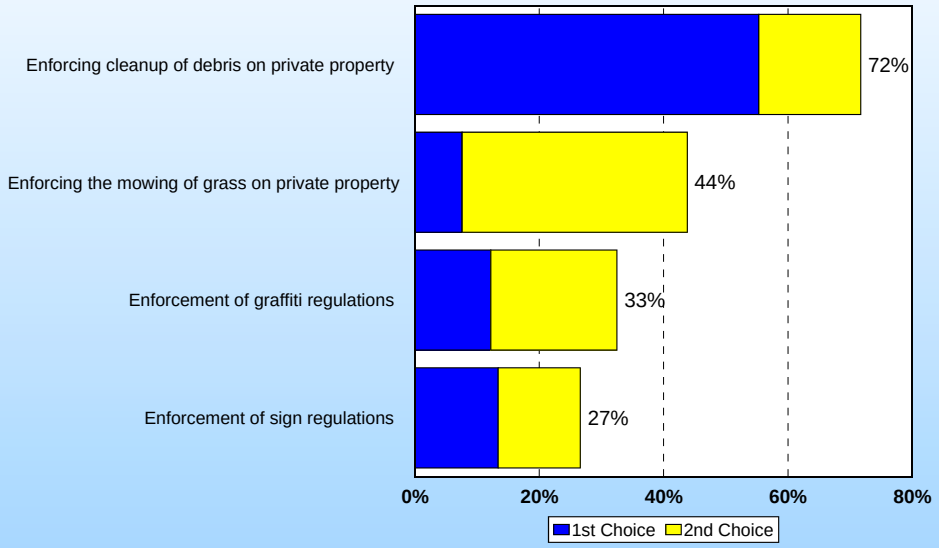
Source: ETC Institute (2015 San Marcos Community Survey)


Q7. Satisfaction with Code Enforcement
by percentage of respondents (excluding don't knows)
Enforcement of graffiti regulations
7%
34%
39%
20%
Enforcement of sign regulations
6%
32%
42%
20%
Enforcing cleanup of debris on private property
4%
25%
32%
39%
Enforcing the mowing of grass on private property
4%
24%
35%
37%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2015 San Marcos Community Survey)


TRENDS: Satisfaction with Code Enforcement
2011 to 2015
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
Enforcement of graffiti regulations
58%
39%
41%
Enforcement of sign regulations
52%
42%
38%
Enforcing cleanup of debris on private property
43%
37%
29%
Enforcing the mowing of grass on private property
45%
35%
28%
0%
20%
40%
60%
2011
2013
2015
Source: ETC Institute (2015 San Marcos Community Survey)

Q8. Code Enforcement Services That Residents Thought Were Most Important for the City to Provide

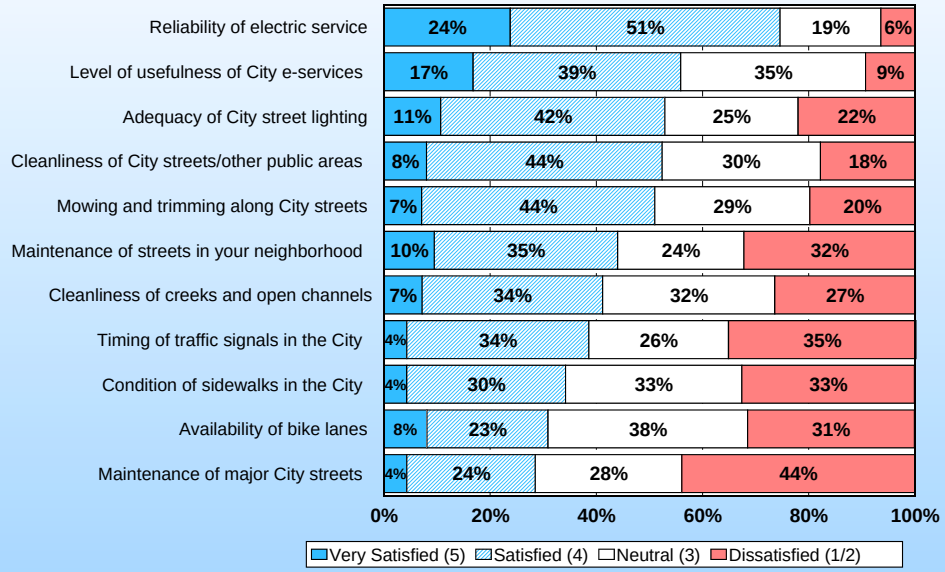
by percentage of respondents who selected the item as one of their top two choices



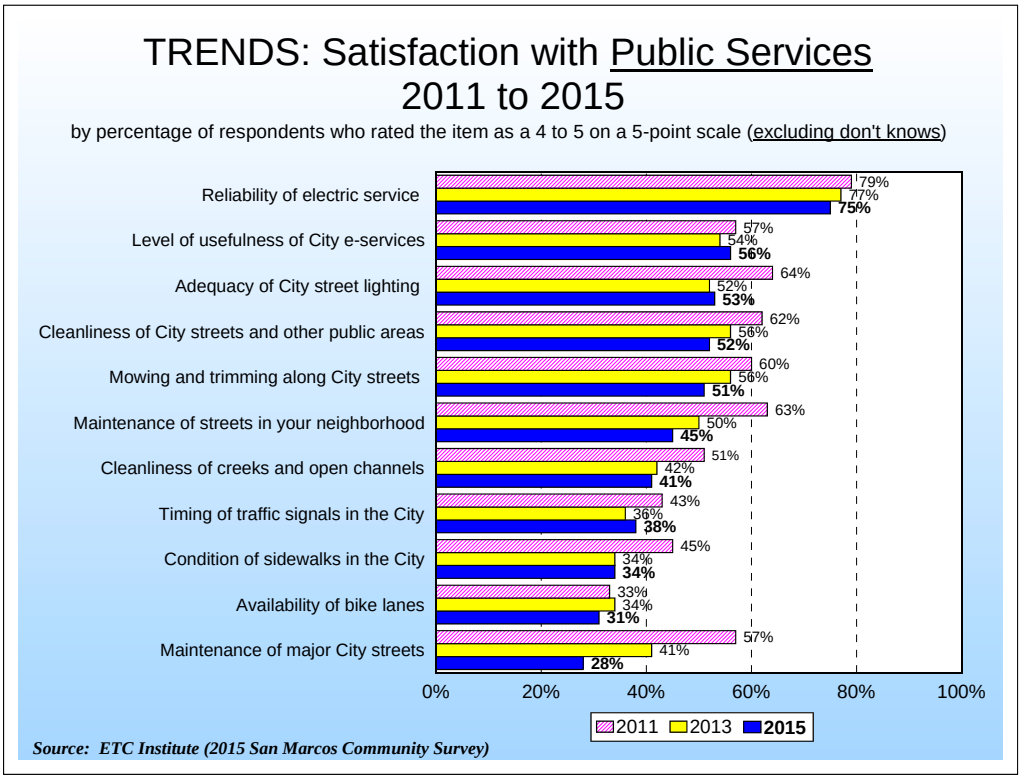
Source: ETC Institute (2015 San Marcos Community Survey)

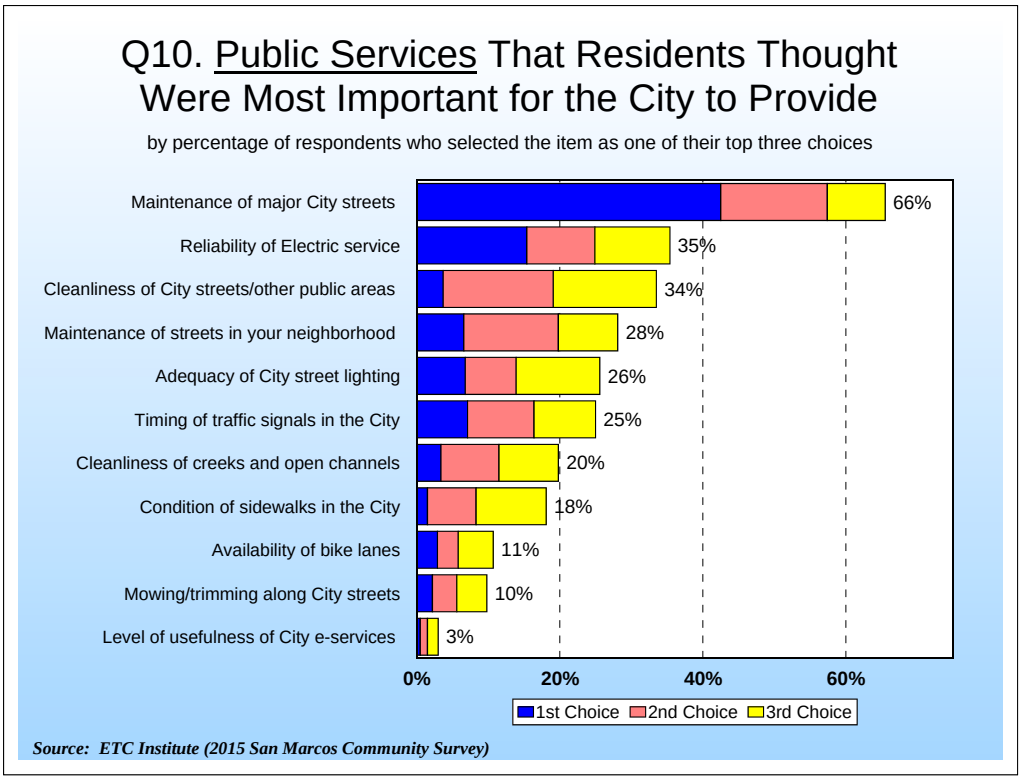
Q9. Satisfaction with Public Services

by percentage of respondents (excluding don't knows)



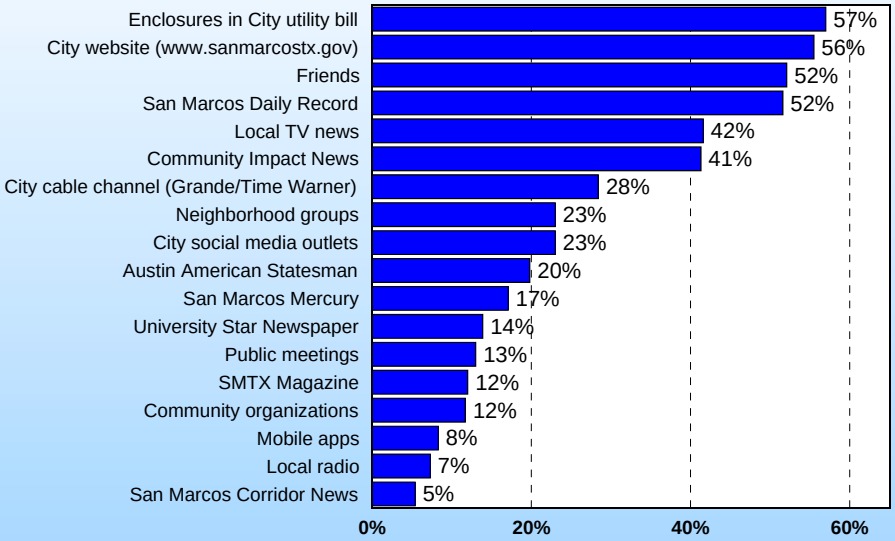
Source: ETC Institute (2015 San Marcos Community Survey)


TRENDS: Satisfaction with Public Services
2011 to 2015
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
Reliability of electric service
79%
77%
75%
Level of usefulness of City e-services
57%
54%
56%
Adequacy of City street lighting
64%
52%
53%
Cleanliness of City streets and other public areas
62%
56%
52%
Mowing and trimming along City streets
60%
56%
51%
Maintenance of streets in your neighborhood
63%
50%
45%
Cleanliness of creeks and open channels
51%
42%
41%
Timing of traffic signals in the City
43%
36%
38%
Condition of sidewalks in the City
45%
34%
34%
Availability of bike lanes
33%
34%
31%
Maintenance of major City streets
57%
41%
28%
0%
20%
40%
60%
80%
100%
2011
2013
2015
Source: ETC Institute (2015 San Marcos Community Survey)


Q10. Public Services That Residents Thought
Were Most Important for the City to Provide
by percentage of respondents who selected the item as one of their top three choices
Maintenance of major City streets
66%
Reliability of Electric service
35%
Cleanliness of City streets/other public areas
34%
Maintenance of streets in your neighborhood
28%
Adequacy of City street lighting
26%
Timing of traffic signals in the City
25%
Cleanliness of creeks and open channels
20%
Condition of sidewalks in the City
18%
Availability of bike lanes
11%
Mowing/trimming along City streets
10%
Level of usefulness of City e-services
3%
0%
20%
40%
60%
1st Choice
2nd Choice
3rd Choice
Source: ETC Institute (2015 San Marcos Community Survey)

Q11. Sources Where Residents Currently Get Information About the City

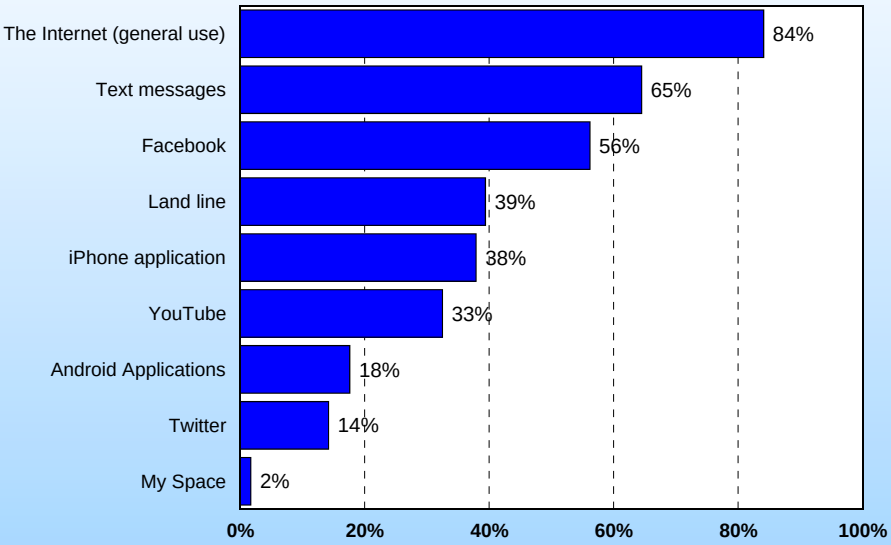
by percentage of respondents (multiple selections could be made)



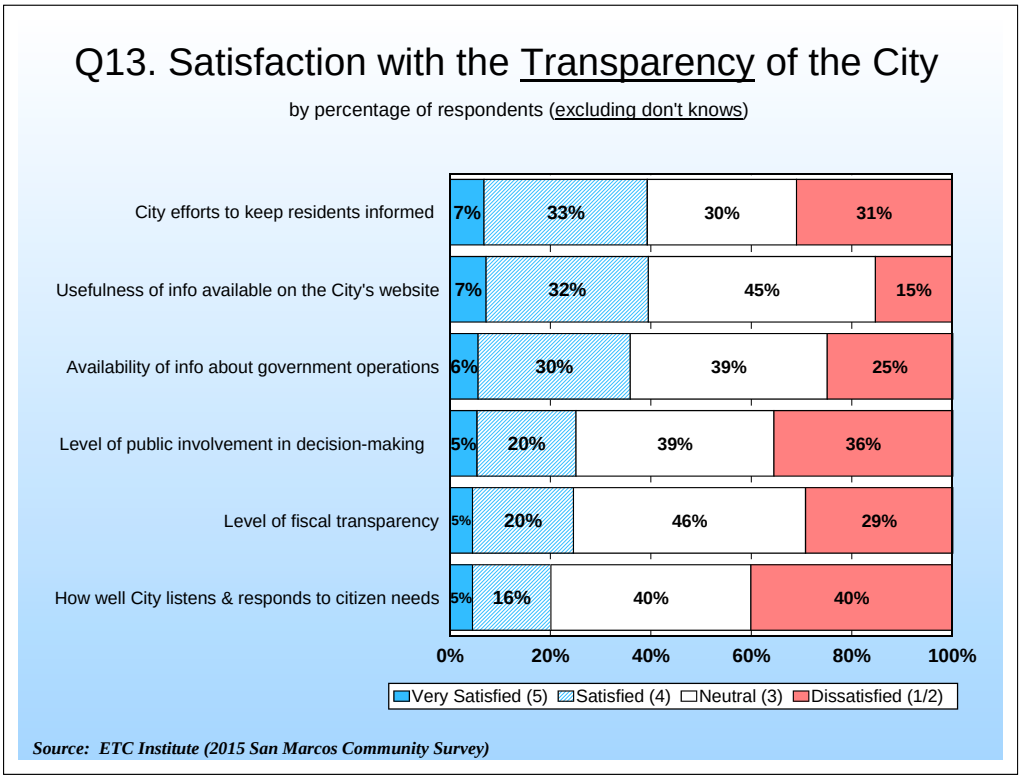
Source: ETC Institute (2015 San Marcos Community Survey)

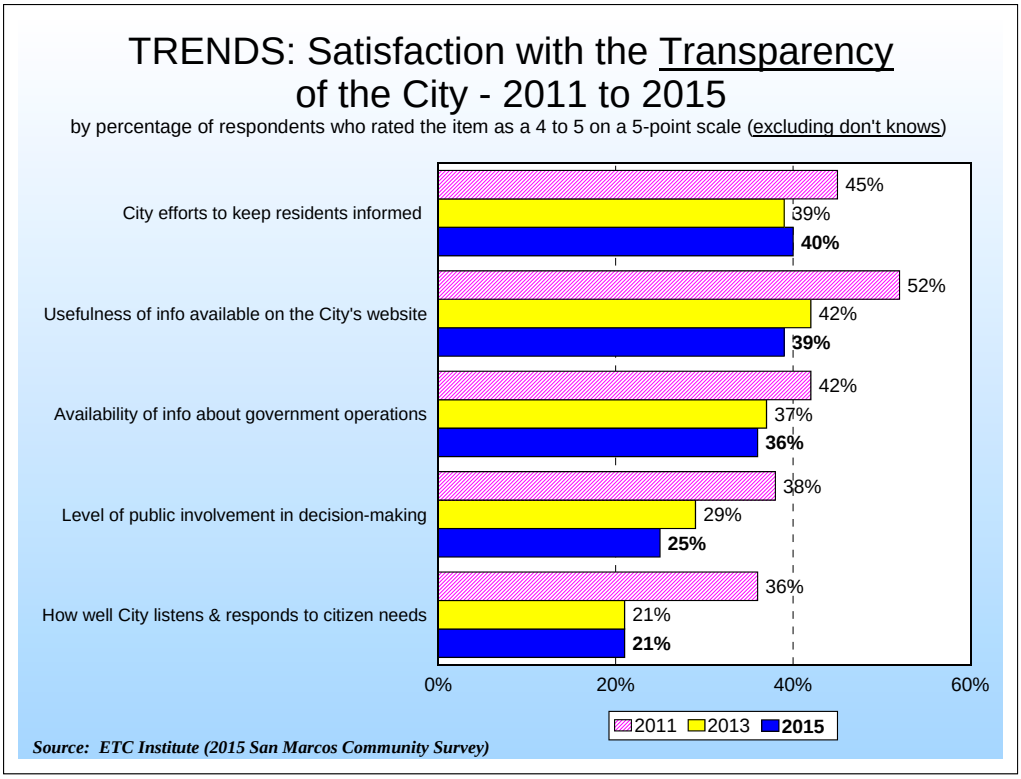
Q12. Electronic Sources Where Residents Currently Get Information About the City

by percentage of respondents (multiple selections could be made)



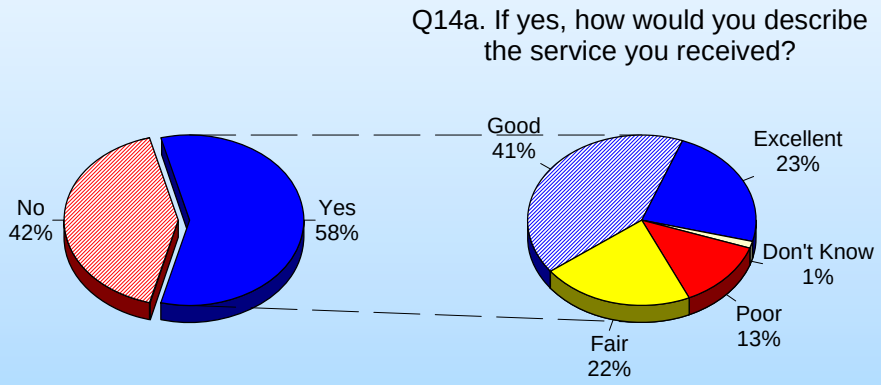
Source: ETC Institute (2015 San Marcos Community Survey)


Q13. Satisfaction with the Transparency of the City
by percentage of respondents (excluding don't knows)
City efforts to keep residents informed
7%
33%
30%
31%
Usefulness of info available on the City's website
7%
32%
45%
15%
Availability of info about government operations
6%
30%
39%
25%
Level of public involvement in decision-making
5%
20%
39%
36%
Level of fiscal transparency
5%
20%
46%
29%
How well City listens & responds to citizen needs
5%
16%
40%
40%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2015 San Marcos Community Survey)


TRENDS: Satisfaction with the Transparency of the City - 2011 to 2015
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
City efforts to keep residents informed
45%
39%
40%
Usefulness of info available on the City's website
52%
42%
39%
Availability of info about government operations
42%
37%
36%
Level of public involvement in decision-making
38%
29%
25%
How well City listens & responds to citizen needs
36%
21%
21%
0%
20%
40%
60%
2011
2013
2015
Source: ETC Institute (2015 San Marcos Community Survey)

Q14. Have you contacted the City of San Marcos during the past year?

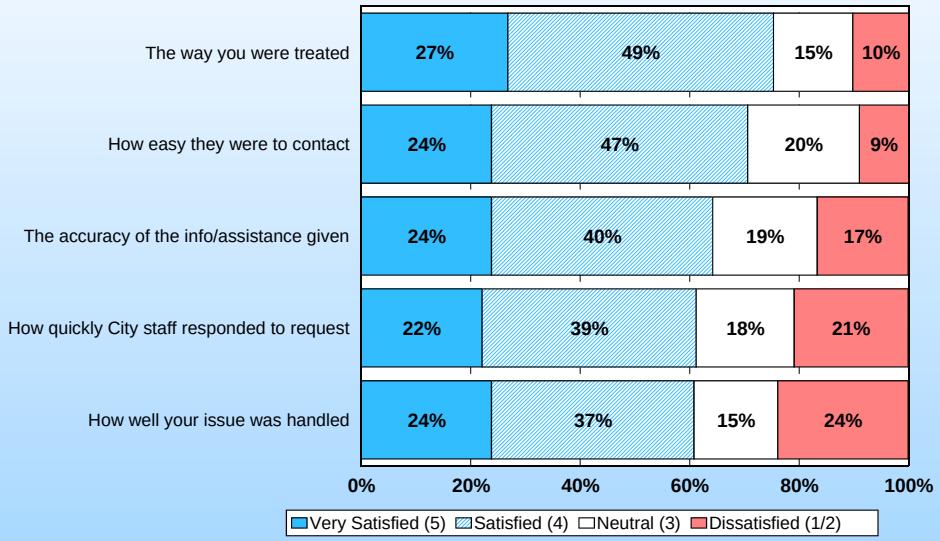
by percentage of respondents



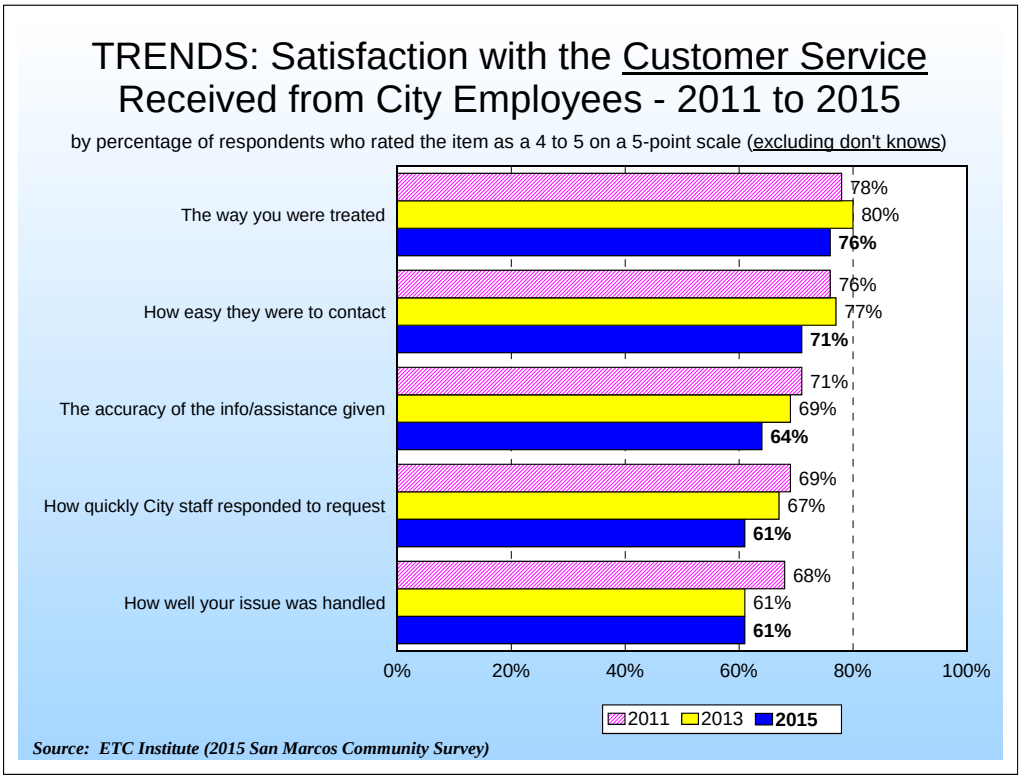
Source: ETC Institute (2015 San Marcos Community Survey)

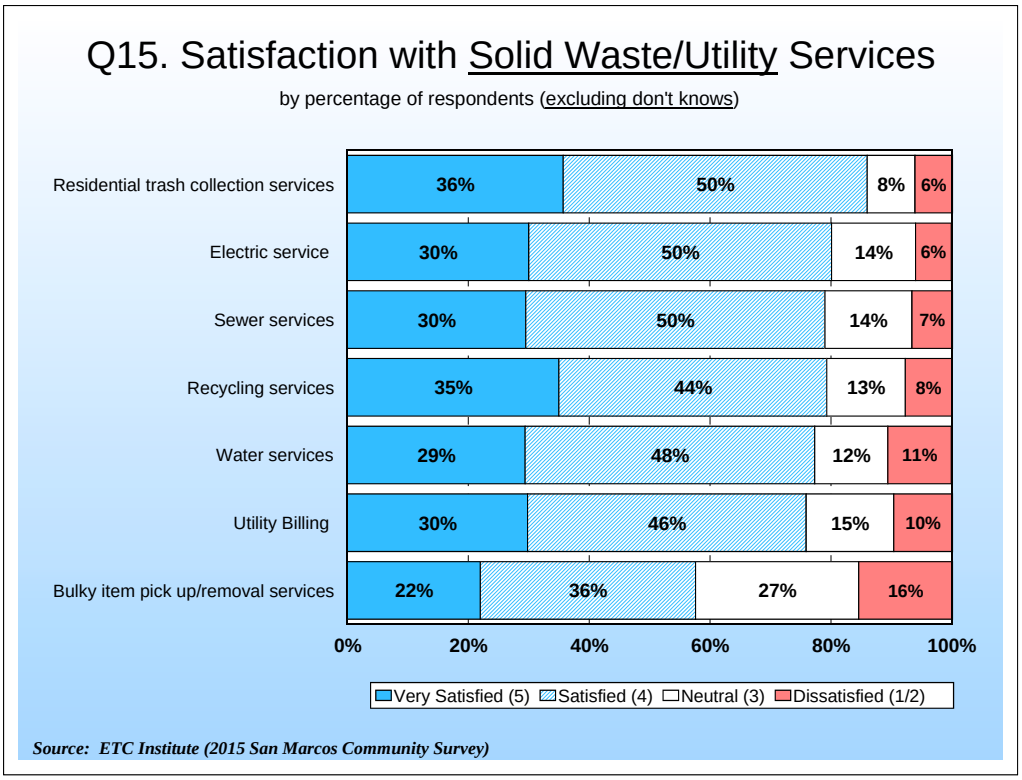
Q14b. Satisfaction with the Customer Service Received from City Employees

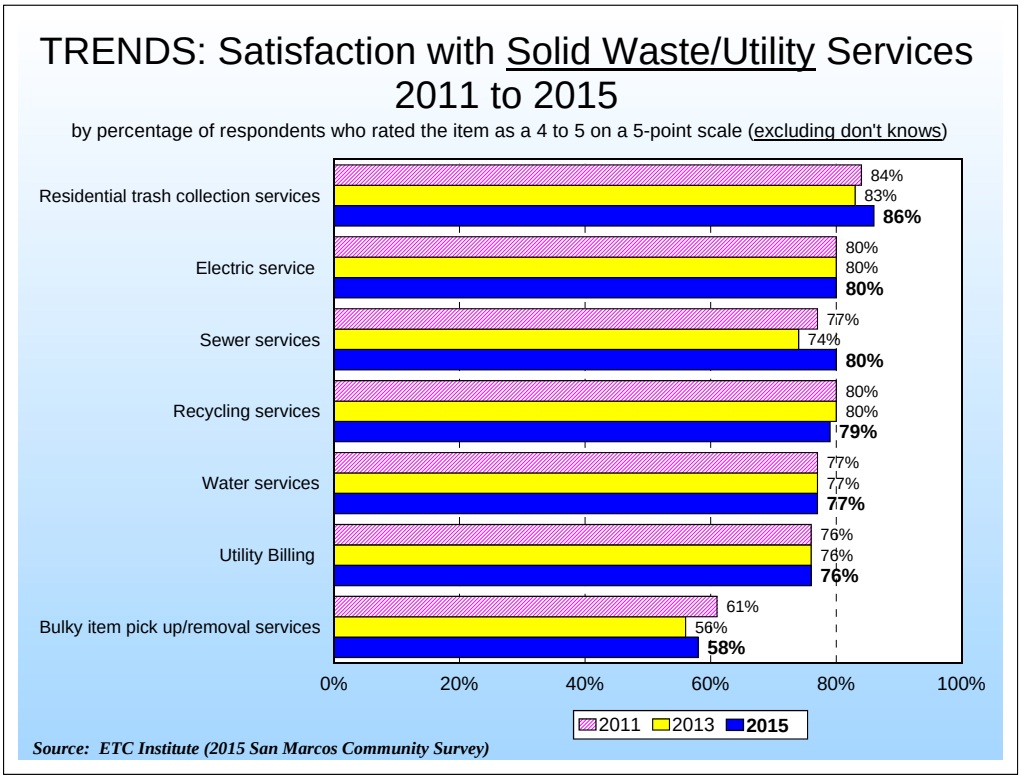
by percentage of respondents who contacted the City during the past year (excluding don't knows)

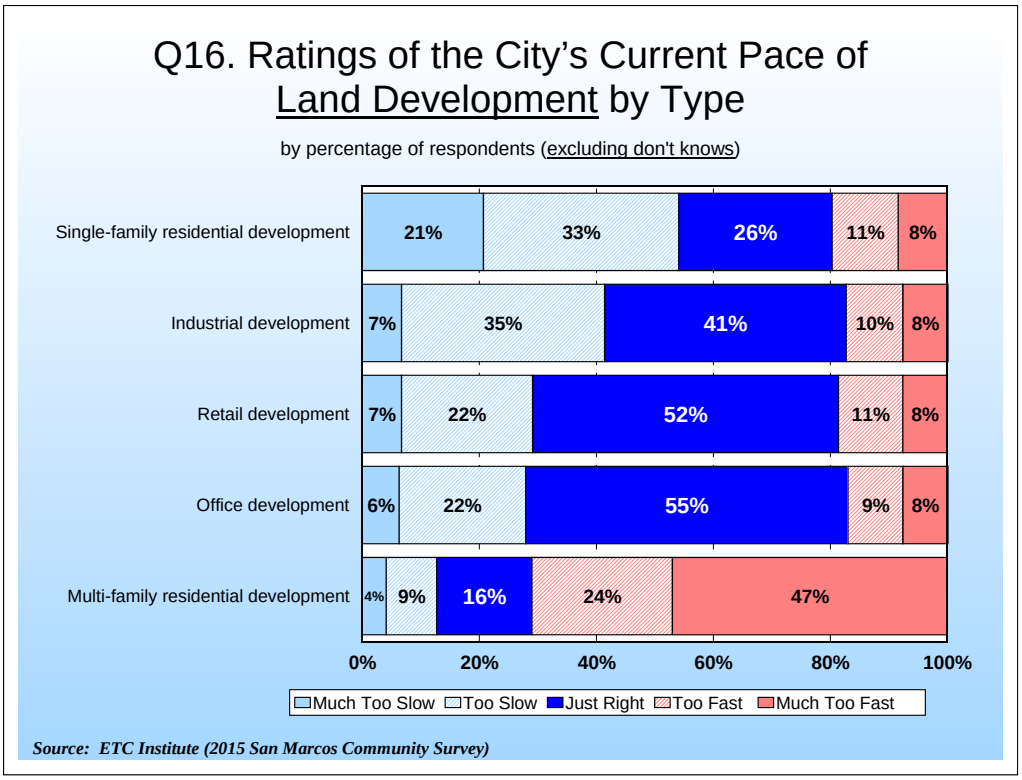


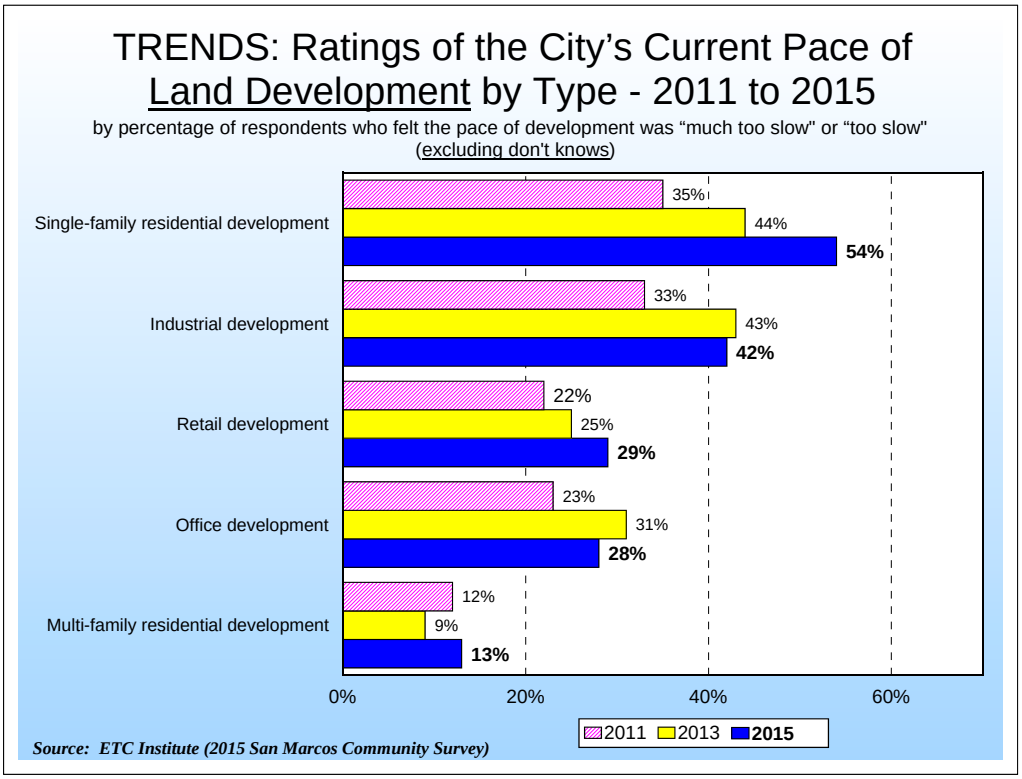
Source: ETC Institute (2015 San Marcos Community Survey)

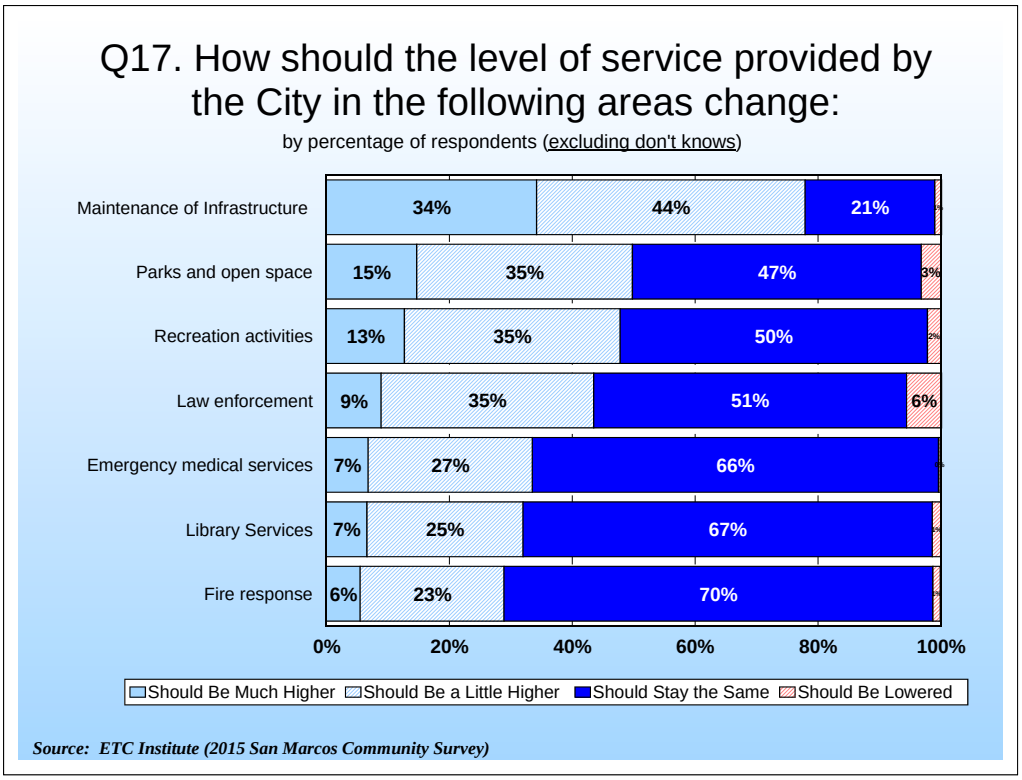

TRENDS: Satisfaction with the Customer Service Received from City Employees - 2011 to 2015
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
The way you were treated
78%
80%
76%
How easy they were to contact
76%
77%
71%
The accuracy of the info/assistance given
71%
69%
64%
How quickly City staff responded to request
69%
67%
61%
How well your issue was handled
68%
61%
61%
0%
20%
40%
60%
80%
100%
2011
2013
2015
Source: ETC Institute (2015 San Marcos Community Survey)

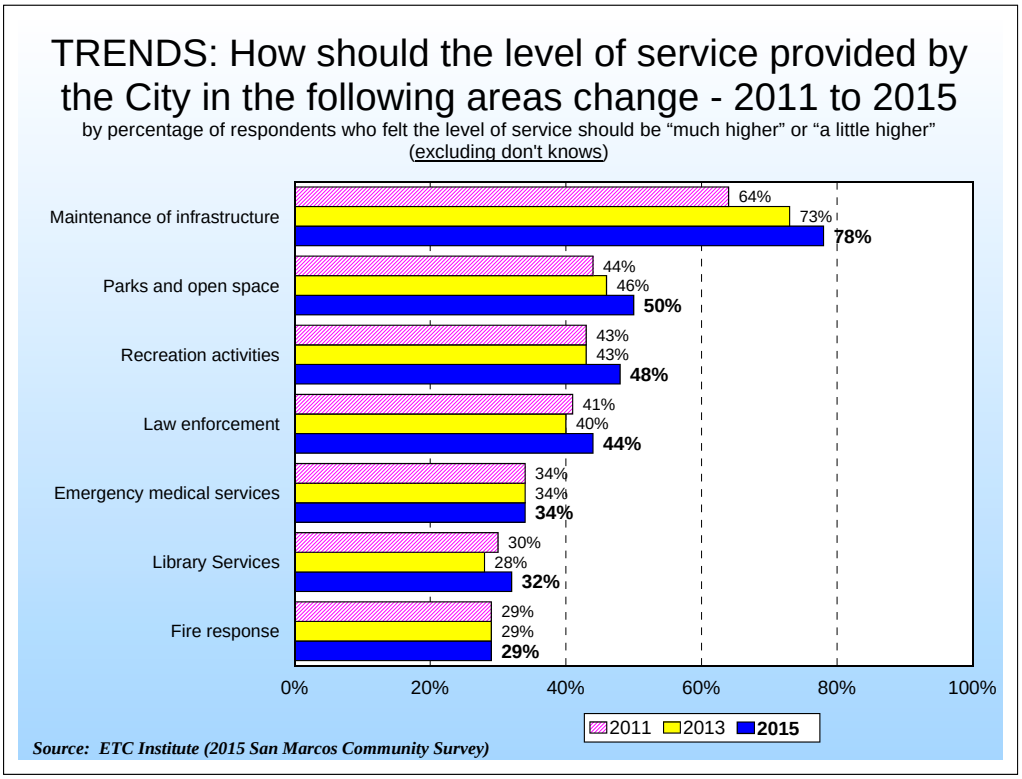

Q15. Satisfaction with Solid Waste/Utility Services
by percentage of respondents (excluding don't knows)
Residential trash collection services
36%
50%
8%
6%
Electric service
30%
50%
14%
6%
Sewer services
30%
50%
14%
7%
Recycling services
35%
44%
13%
8%
Water services
29%
48%
12%
11%
Utility Billing
30%
46%
15%
10%
Bulky item pick up/removal services
22%
36%
27%
16%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2015 San Marcos Community Survey)

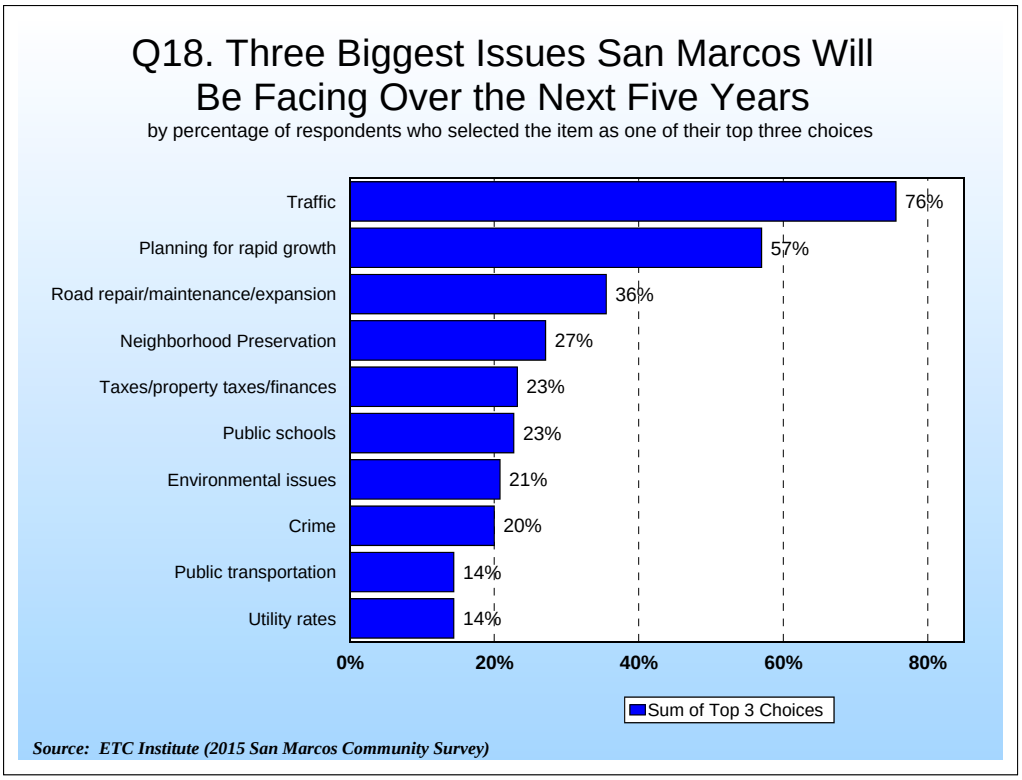

TRENDS: Satisfaction with Solid Waste/Utility Services 2011 to 2015
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
Residential trash collection services
84%
83%
86%
Electric service
80%
80%
80%
Sewer services
77%
74%
80%
Recycling services
80%
80%
79%
Water services
77%
77%
77%
Utility Billing
76%
76%
76%
Bulky item pick up/removal services
61%
56%
58%
0%
20%
40%
60%
80%
100%
2011
2013
2015
Source: ETC Institute (2015 San Marcos Community Survey)

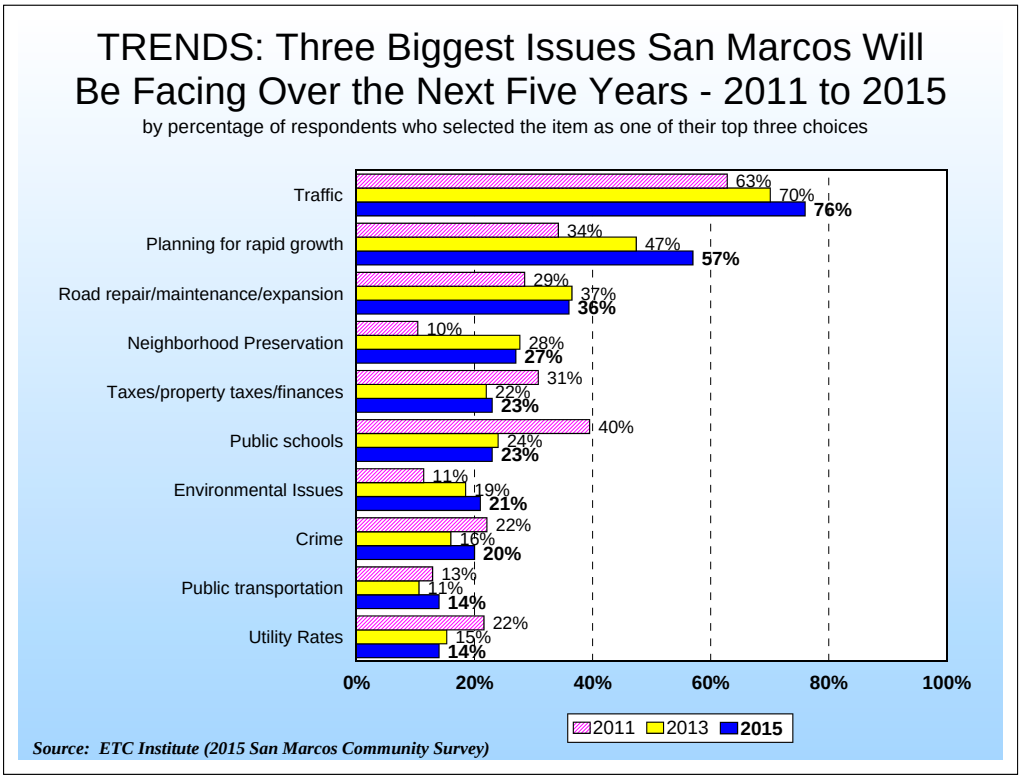

Q16. Ratings of the City's Current Pace of Land Development by Type
by percentage of respondents (excluding don't knows)
Single-family residential development
21%
33%
26%
11%
8%
Industrial development
7%
35%
41%
10%
8%
Retail development
7%
22%
52%
11%
8%
Office development
6%
22%
55%
9%
8%
Multi-family residential development
4%
9%
16%
24%
47%
0%
20%
40%
60%
80%
100%
Much Too Slow
Too Slow
Just Right
Too Fast
Much Too Fast
Source: ETC Institute (2015 San Marcos Community Survey)

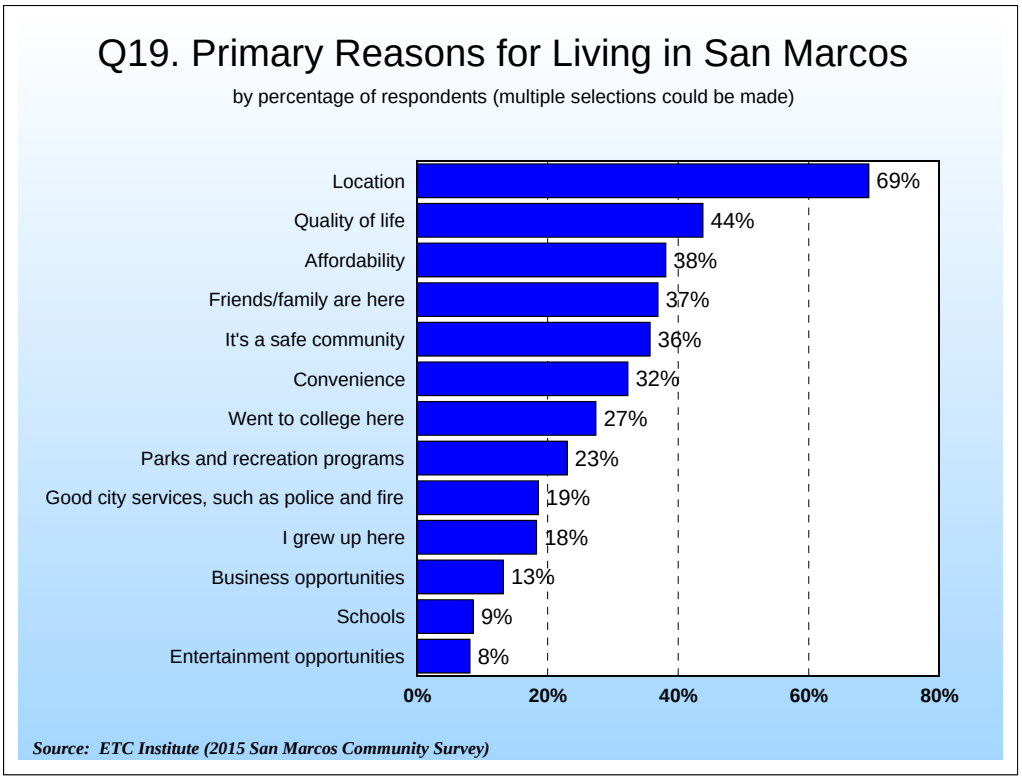

TRENDS: Ratings of the City's Current Pace of Land Development by Type - 2011 to 2015
by percentage of respondents who felt the pace of development was "much too slow" or "too slow"
(excluding don't knows)
Single-family residential development
35%
44%
54%
Industrial development
33%
43%
42%
Retail development
22%
25%
29%
Office development
23%
31%
28%
Multi-family residential development
12%
9%
13%
0%
20%
40%
60%
2011
2013
2015
Source: ETC Institute (2015 San Marcos Community Survey)

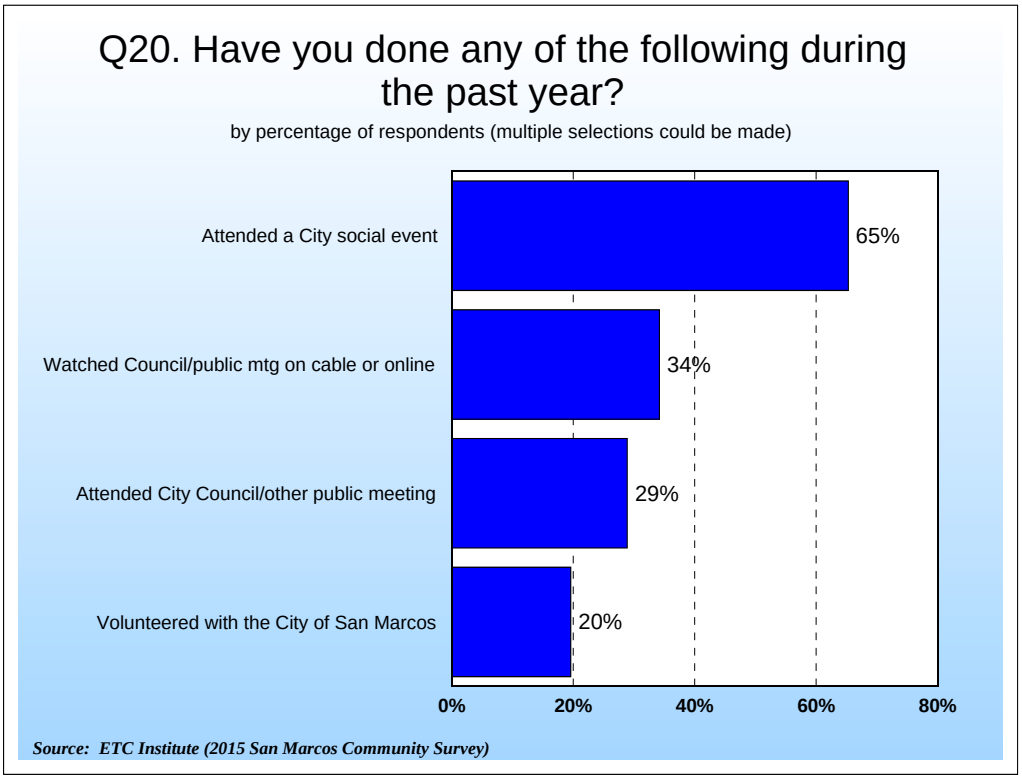

Q17. How should the level of service provided by the City in the following areas change:
by percentage of respondents (excluding don't knows)
Maintenance of Infrastructure
34%
44%
21%
Parks and open space
15%
35%
47%
3%
Recreation activities
13%
35%
50%
2%
Law enforcement
9%
35%
51%
6%
Emergency medical services
7%
27%
66%
Library Services
7%
25%
67%
Fire response
6%
23%
70%
0%
20%
40%
60%
80%
100%
Should Be Much Higher
Should Be a Little Higher
Should Stay the Same
Should Be Lowered
Source: ETC Institute (2015 San Marcos Community Survey)

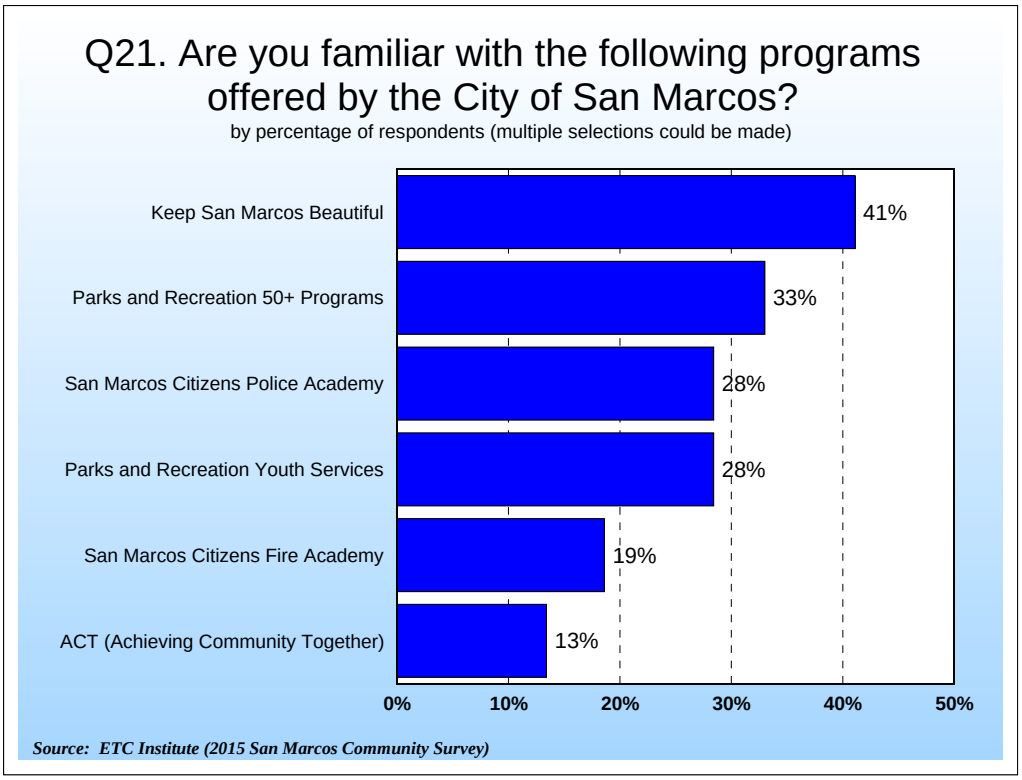

TRENDS: How should the level of service provided by the City in the following areas change - 2011 to 2015
by percentage of respondents who felt the level of service should be "much higher" or "a little higher"
(excluding don't knows)
Maintenance of infrastructure
64%
73%
78%
Parks and open space
44%
46%
50%
Recreation activities
43%
43%
48%
Law enforcement
41%
40%
44%
Emergency medical services
34%
34%
34%
Library Services
30%
28%
32%
Fire response
29%
29%
29%
0%
20%
40%
60%
80%
100%
2011
2013
2015
Source: ETC Institute (2015 San Marcos Community Survey)


Q18. Three Biggest Issues San Marcos Will Be Facing Over the Next Five Years
by percentage of respondents who selected the item as one of their top three choices
Traffic
76%
Planning for rapid growth
57%
Road repair/maintenance/expansion
36%
Neighborhood Preservation
27%
Taxes/property taxes/finances
23%
Public schools
23%
Environmental issues
21%
Crime
20%
Public transportation
14%
Utility rates
14%
0%
20%
40%
60%
80%
Sum of Top 3 Choices
Source: ETC Institute (2015 San Marcos Community Survey)


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
Traffic
63%
70%
76%
Planning for rapid growth
34%
47%
57%
Road repair/maintenance/expansion
29%
37%
36%
Neighborhood Preservation
10%
28%
27%
Taxes/property taxes/finances
31%
22%
23%
Public schools
40%
24%
23%
Environmental Issues
11%
19%
21%
Crime
22%
16%
20%
Public transportation
13%
11%
14%
Utility Rates
22%
15%
14%
0%
20%
40%
60%
80%
100%
2011
2013
2015
Source: ETC Institute (2015 San Marcos Community Survey)

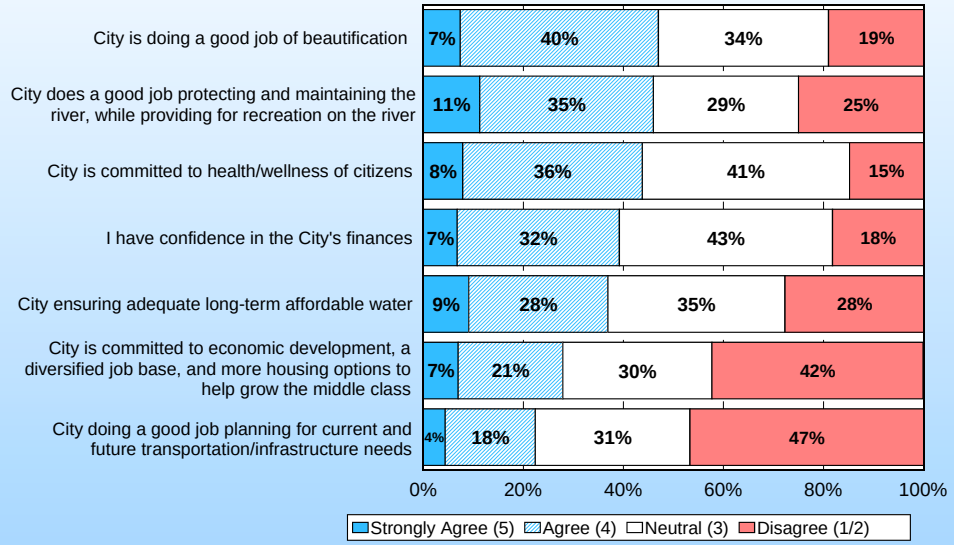

Q19. Primary Reasons for Living in San Marcos
by percentage of respondents (multiple selections could be made)
Location
69%
Quality of life
44%
Affordability
38%
Friends/family are here
37%
It's a safe community
36%
Convenience
32%
Went to college here
27%
Parks and recreation programs
23%
Good city services, such as police and fire
19%
I grew up here
18%
Business opportunities
13%
Schools
9%
Entertainment opportunities
8%
0%
20%
40%
60%
80%
Source: ETC Institute (2015 San Marcos Community Survey)


Q20. Have you done any of the following during the past year?
by percentage of respondents (multiple selections could be made)
Attended a City social event
65%
Watched Council/public mtg on cable or online
34%
Attended City Council/other public meeting
29%
Volunteered with the City of San Marcos
20%
0%
20%
40%
60%
80%
Source: ETC Institute (2015 San Marcos Community Survey)


Q21. Are you familiar with the following programs offered by the City of San Marcos?
by percentage of respondents (multiple selections could be made)
Keep San Marcos Beautiful
41%
Parks and Recreation 50+ Programs
33%
San Marcos Citizens Police Academy
28%
Parks and Recreation Youth Services
28%
San Marcos Citizens Fire Academy
19%
ACT (Achieving Community Together)
13%
0%
10%
20%
30%
40%
50%
Source: ETC Institute (2015 San Marcos Community Survey)

Q22. Level of Agreement With Various Statements Related to the City's Strategic Initiatives

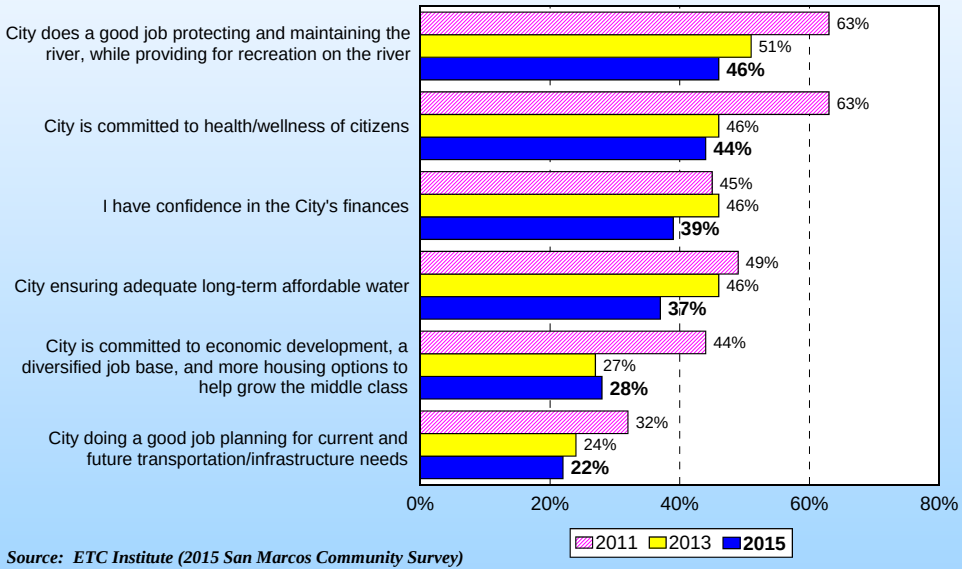
by percentage of respondents (excluding don't knows)



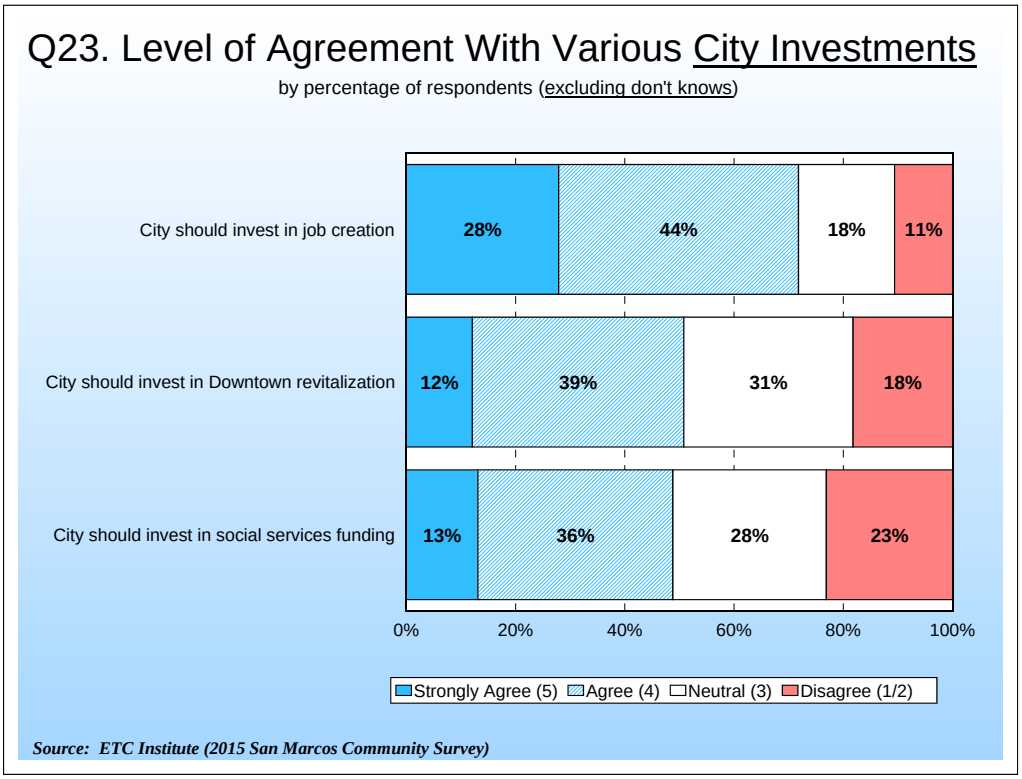
Source: ETC Institute (2015 San Marcos Community Survey)

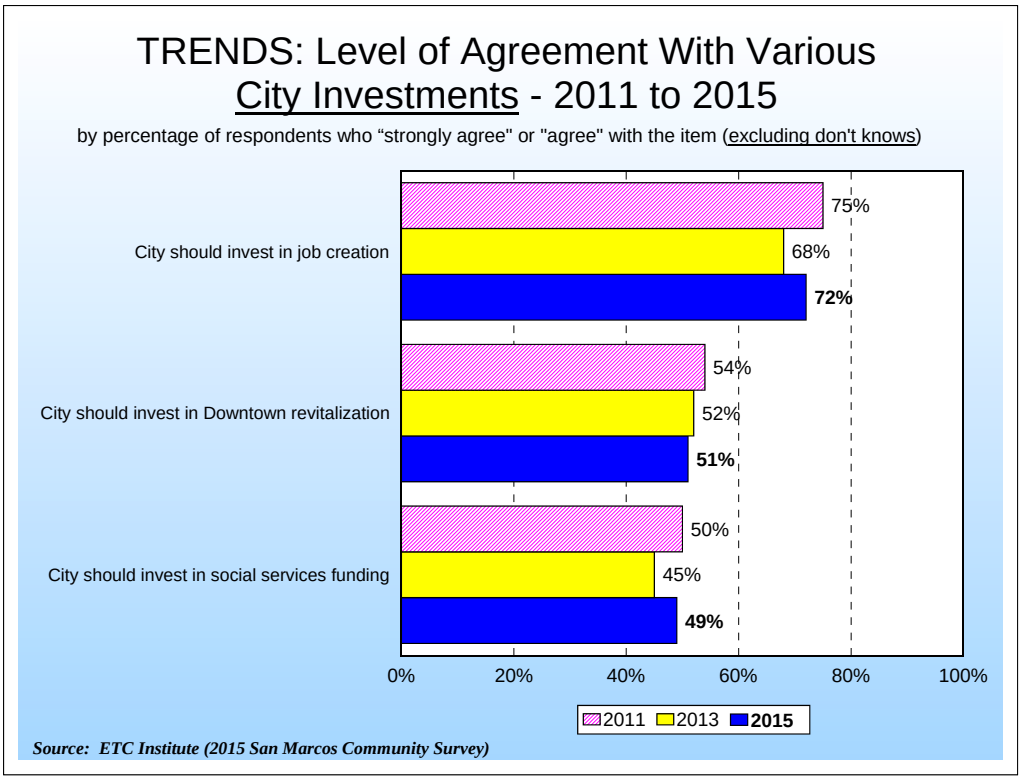
TRENDS: Level of Agreement With Various Statements Related to the City's Strategic Initiatives 2011 to 2015

by percentage of respondents who "strongly agree" or "agree" with the item (excluding don't knows)



Source: ETC Institute (2015 San Marcos Community Survey)

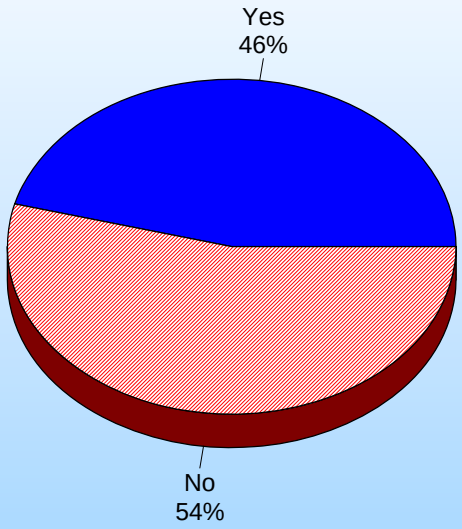

Q23. Level of Agreement With Various City Investments
by percentage of respondents (excluding don't knows)
City should invest in job creation
28%
44%
18%
11%
City should invest in Downtown revitalization
12%
39%
31%
18%
City should invest in social services funding
13%
36%
28%
23%
0%
20%
40%
60%
80%
100%
Strongly Agree (5)
Agree (4)
Neutral (3)
Disagree (1/2)
Source: ETC Institute (2015 San Marcos Community Survey)


TRENDS: Level of Agreement With Various City Investments - 2011 to 2015
by percentage of respondents who "strongly agree" or "agree" with the item (excluding don't knows)
City should invest in job creation
75%
68%
72%
City should invest in Downtown revitalization
54%
52%
51%
City should invest in social services funding
50%
45%
49%
0%
20%
40%
60%
80%
100%
2011
2013
2015
Source: ETC Institute (2015 San Marcos Community Survey)

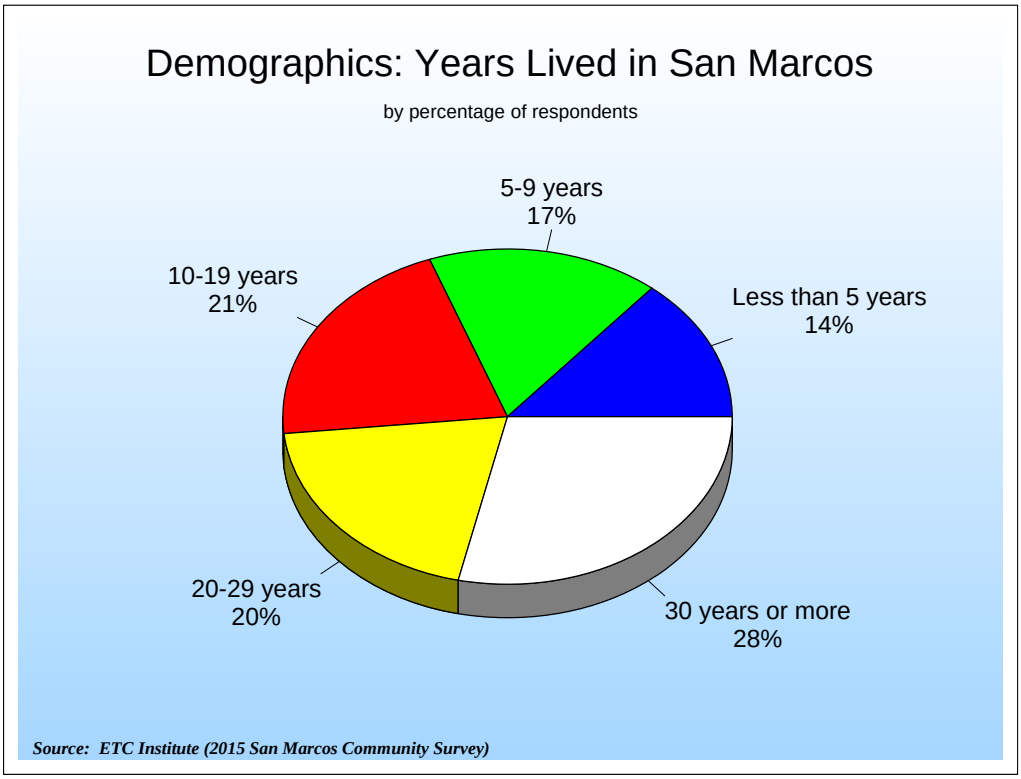
Demographics

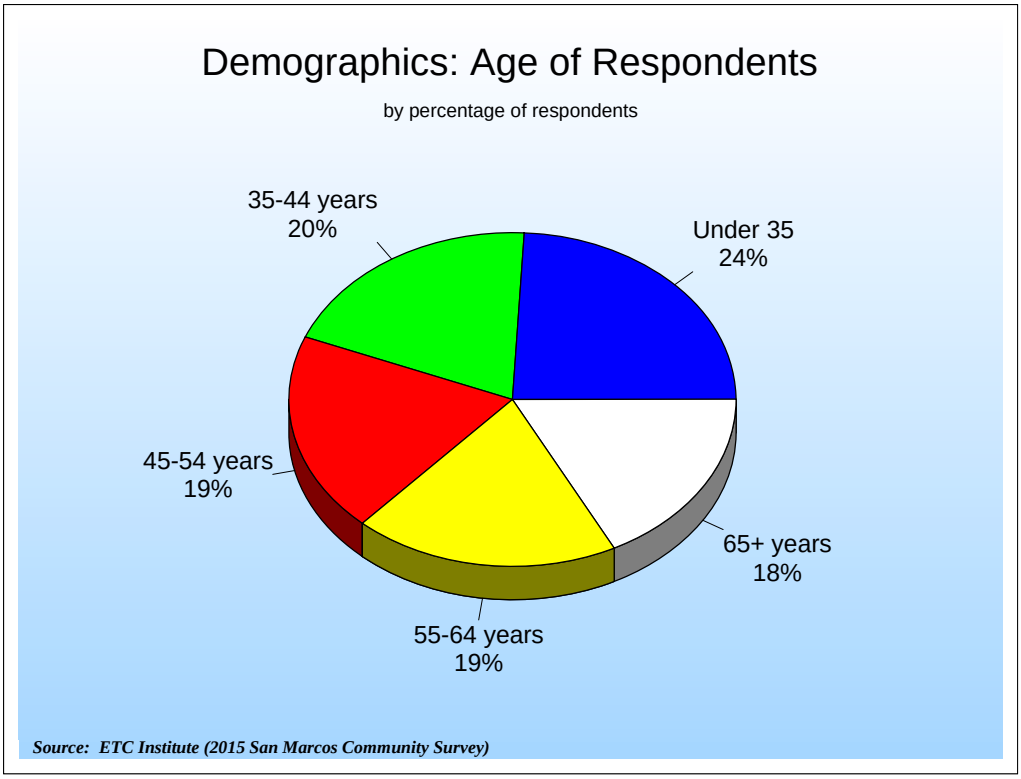
Demographics: Do you work in the City of San Marcos?

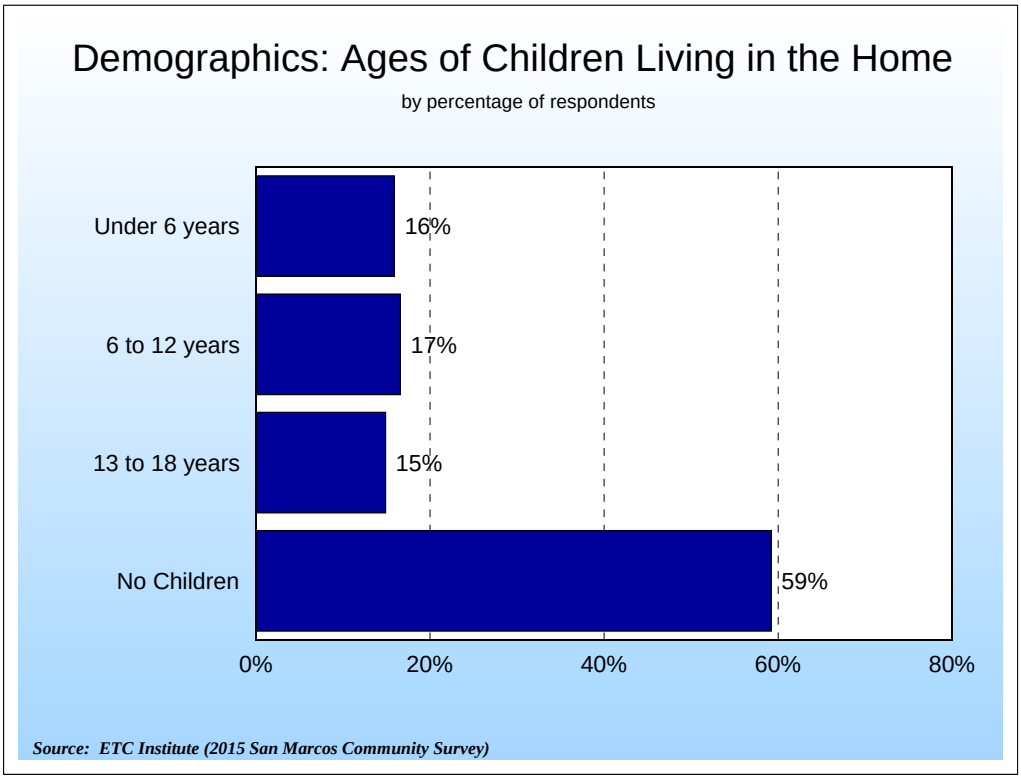
by percentage of respondents

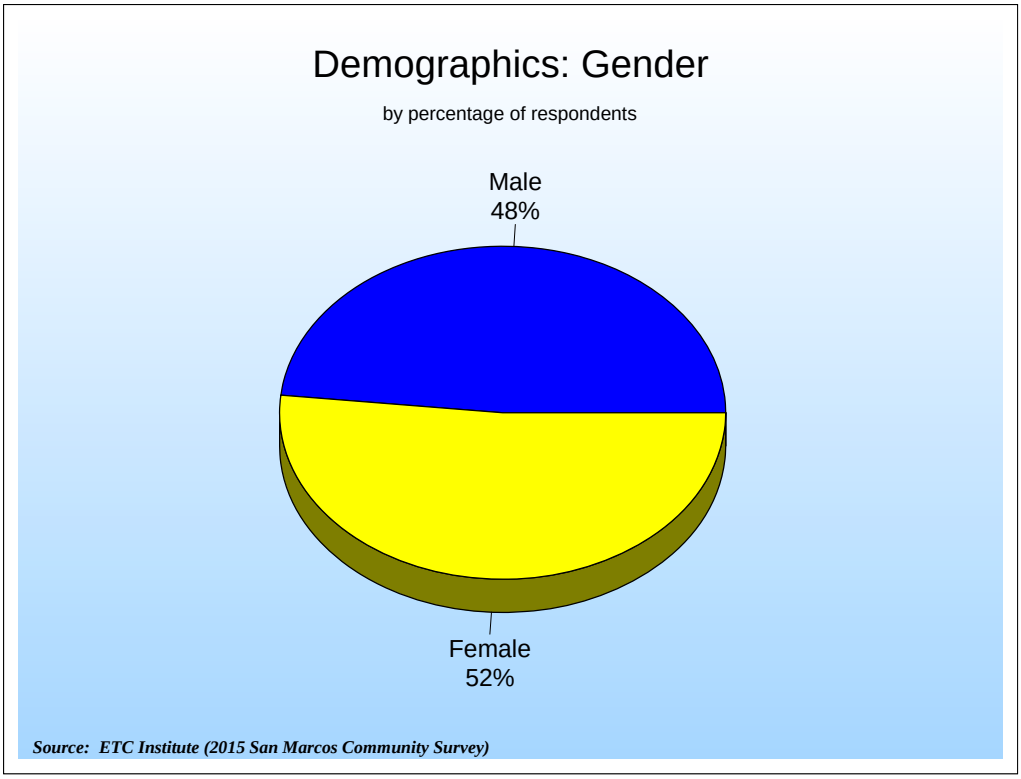


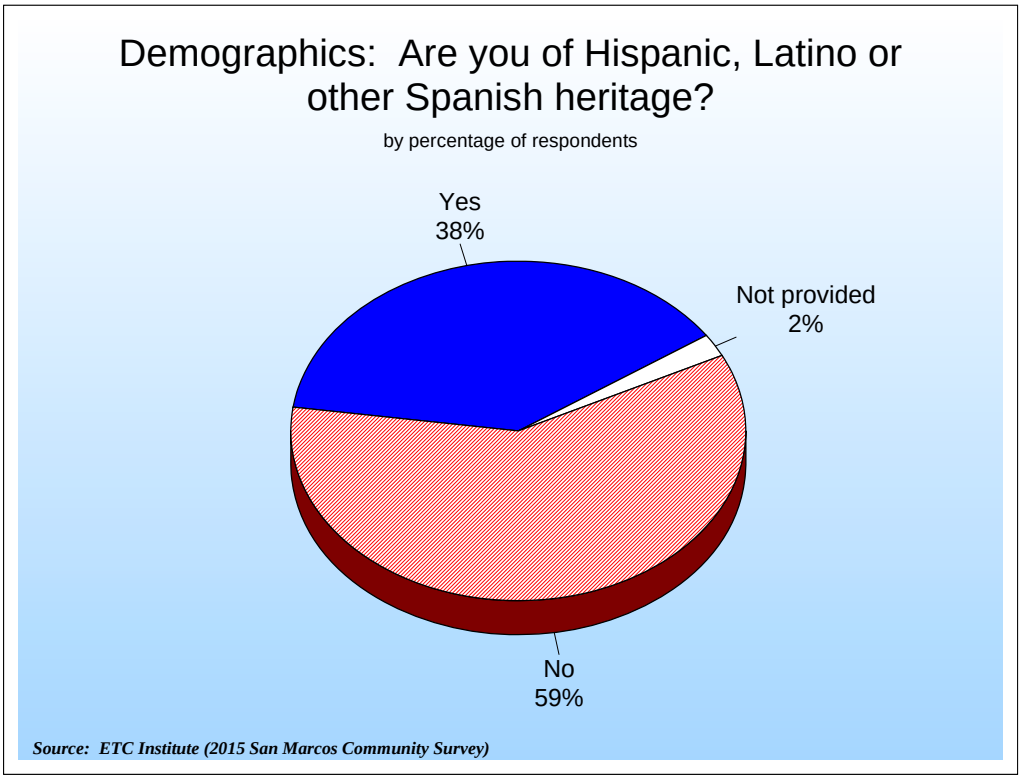
Source: ETC Institute (2015 San Marcos Community Survey)

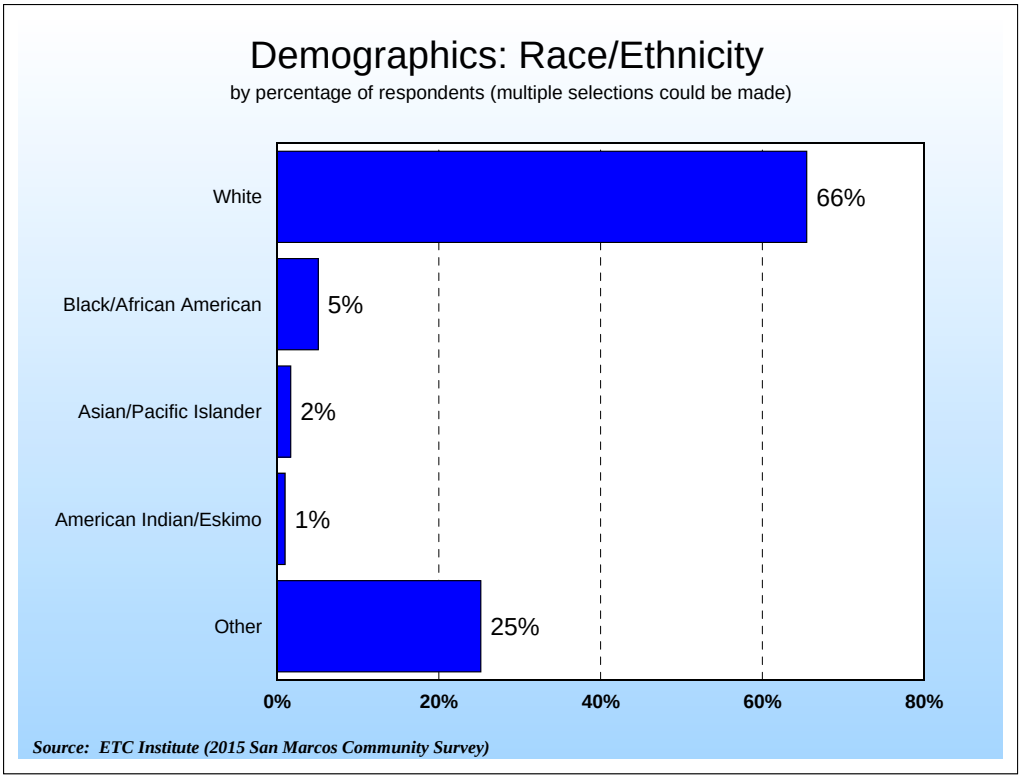

Demographics: Years Lived in San Marcos
by percentage of respondents
5-9 years
17%
10-19 years
21%
Less than 5 years
14%
20-29 years
20%
30 years or more
28%
Source: ETC Institute (2015 San Marcos Community Survey)

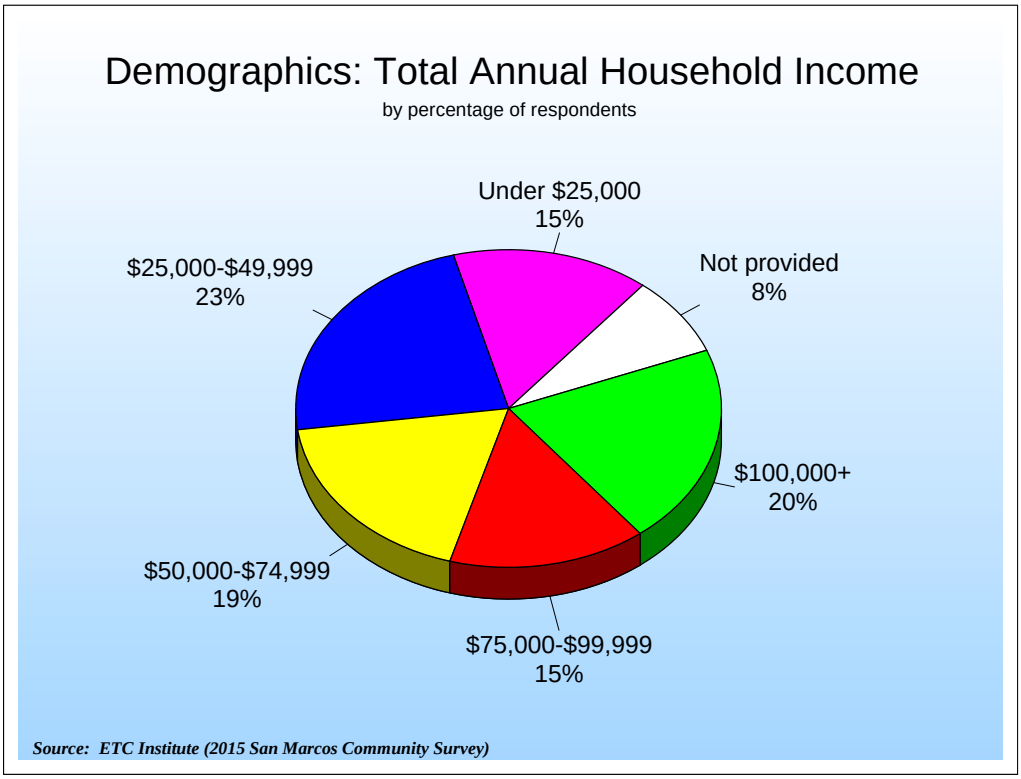

Demographics: Age of Respondents
by percentage of respondents
35-44 years
20%
Under 35
24%
45-54 years
19%
65+ years
18%
55-64 years
19%
Source: ETC Institute (2015 San Marcos Community Survey)

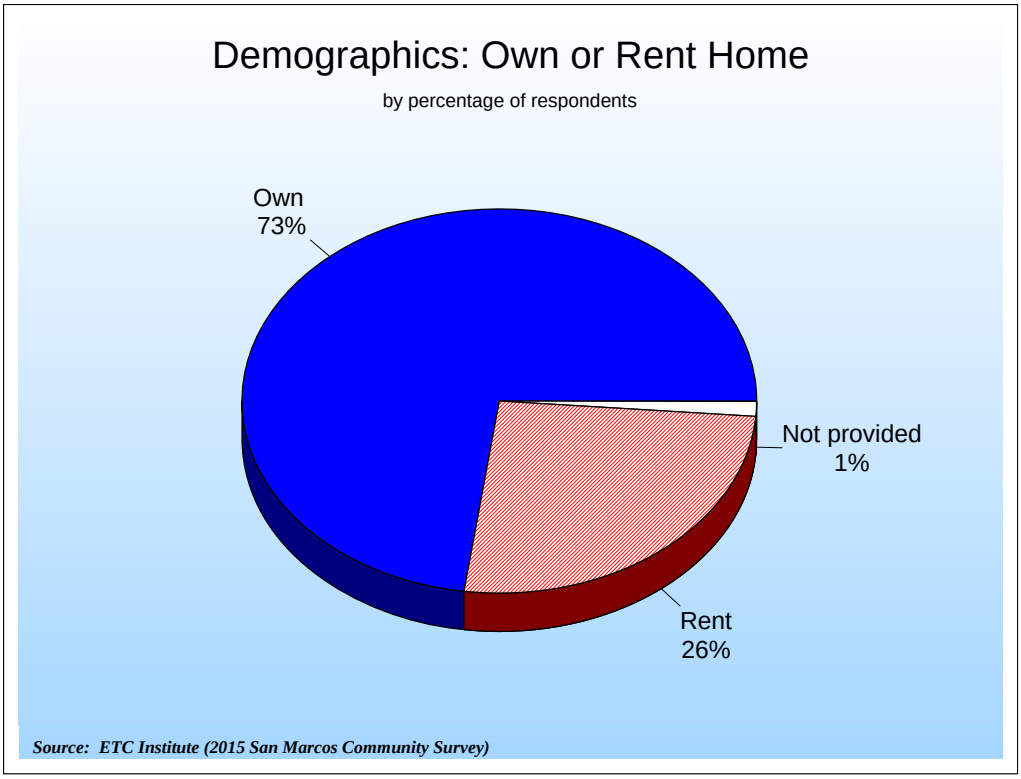

Demographics: Ages of Children Living in the Home
by percentage of respondents
Under 6 years
16%
6 to 12 years
17%
13 to 18 years
15%
No Children
59%
0%
20%
40%
60%
80%
Source: ETC Institute (2015 San Marcos Community Survey)

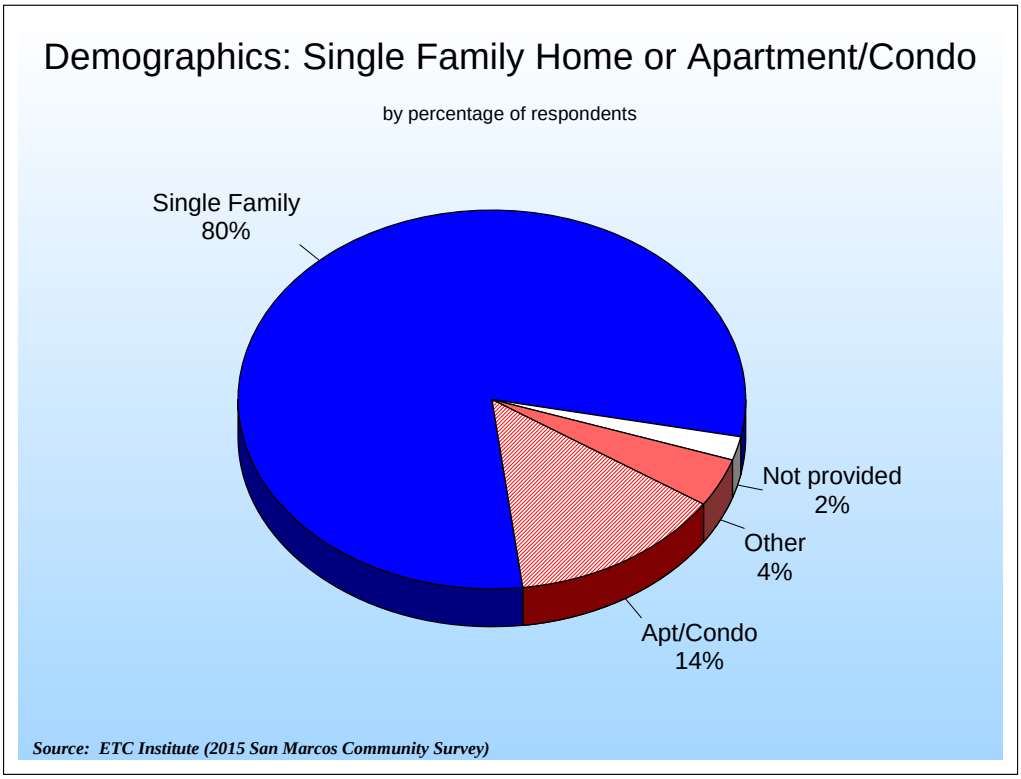

Demographics: Gender
by percentage of respondents
Male
48%
Female
52%
Source: ETC Institute (2015 San Marcos Community Survey)

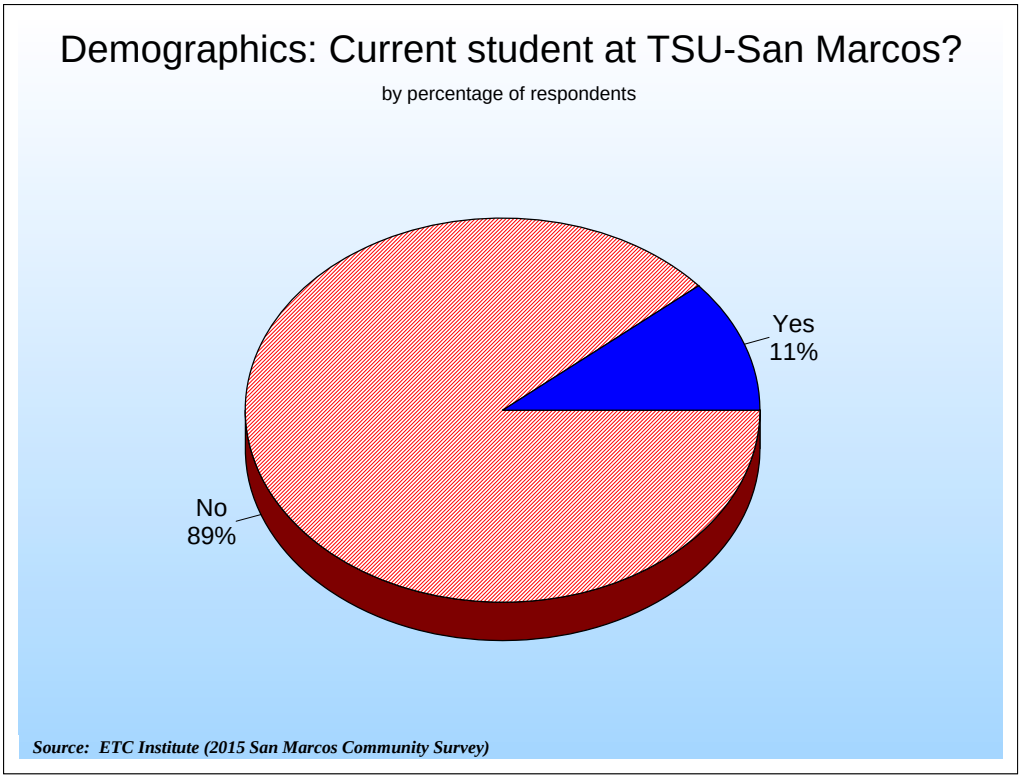

Demographics: Are you of Hispanic, Latino or other Spanish heritage?
by percentage of respondents
Yes
38%
Not provided
2%
No
59%
Source: ETC Institute (2015 San Marcos Community Survey)

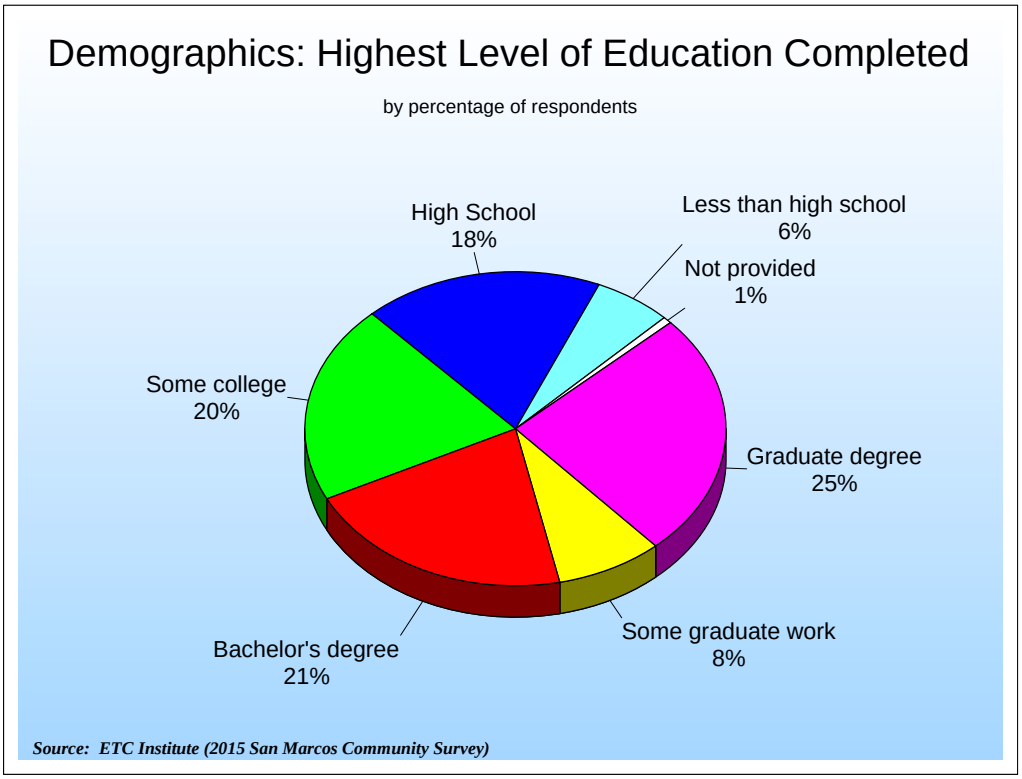

Demographics: Race/Ethnicity
by percentage of respondents (multiple selections could be made)
White
66%
Black/African American
5%
Asian/Pacific Islander
2%
American Indian/Eskimo
1%
Other
25%
0%
20%
40%
60%
80%
Source: ETC Institute (2015 San Marcos Community Survey)


Demographics: Total Annual Household Income
by percentage of respondents
Under $25,000
15%
Not provided
8%
$100,000+
20%
$75,000-$99,999
15%
$50,000-$74,999
19%
$25,000-$49,999
23%
Source: ETC Institute (2015 San Marcos Community Survey)


Demographics: Own or Rent Home
by percentage of respondents
Own
73%
Not provided
1%
Rent
26%
Source: ETC Institute (2015 San Marcos Community Survey)


Demographics: Single Family Home or Apartment/Condo
by percentage of respondents
Single Family
80%
Not provided
2%
Other
4%
Apt/Condo
14%
Source: ETC Institute (2015 San Marcos Community Survey)


Demographics: Current student at TSU-San Marcos?
by percentage of respondents
Yes
11%
No
89%
Source: ETC Institute (2015 San Marcos Community Survey)


Demographics: Highest Level of Education Completed
by percentage of respondents
High School
18%
Less than high school
6%
Not provided
1%
Some college
20%
Graduate degree
25%
Some graduate work
8%
Bachelor's degree
21%
Source: ETC Institute (2015 San Marcos Community Survey)

Section 2:
Benchmarking Analysis

DirectionFinder Survey

Year 2015 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2014 to a random sample of more than 3,500 residents in the continental United States, (2) a regional survey that was administered to more than 400 residents living in the Southwestern portion of the United States during the summer of 2014 and (3) survey results from 42 medium sized cities (population of 20,000 to 275,000) where the *DirectionFinder*® survey was administered between January 2011 and December 2014. The Southwest region of the United States includes the states of Texas, Arizona and New Mexico. The 42 communities included in the performance ranges that are shown in this report are listed below:

- Abilene, Texas
- Arlington County, Virginia
- Auburn, Alabama
- Casper, Wyoming
- Chapel Hill, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Davenport, Iowa
- Des Moines, Iowa
- Durham, North Carolina
- Fayetteville, North Carolina
- Fort Lauderdale, Florida
- Hallandale Beach, Florida
- Henderson, Nevada
- High Point, North Carolina
- Independence, Missouri
- Indio, California
- Kansas City, Missouri
- Lawrence, Kansas
- Mesa County, Colorado
- Naperville, Illinois
- Newport Beach, California
- Norman, Oklahoma
- Olathe, Kansas
- Overland Park, Kansas
- Panama City, Florida
- Peoria, Arizona
- Plano, Texas
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Marcos, Texas
- Shoreline, Washington
- St. Joseph, Missouri
- Tamarac, Florida
- Tempe Arizona
- Topeka, Kansas
- Vancouver, Washington
- West Des Moines, Iowa
- Wilmington, North Carolina
- Winchester, Virginia
- Yuma, Arizona

Interpreting the Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding "don't knows." The two sets of charts are briefly described below:

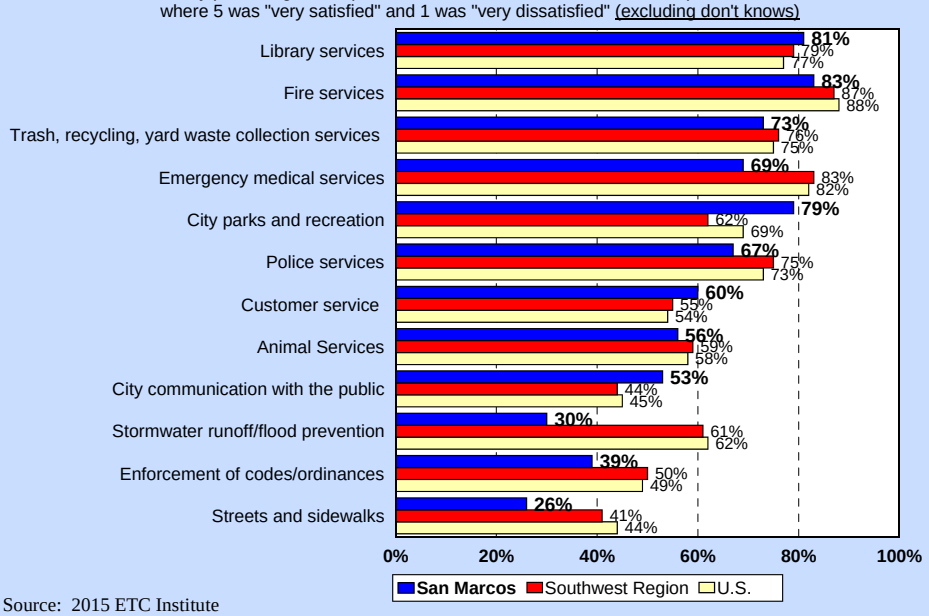
- On the first set of charts, the blue bars show the results for San Marcos, the red bars show the results for the Southwest regional data and the tan bar shows the results of the national survey.
- On the second set of charts, the horizontal bar shows the range of performance among medium sized communities in ETC Institute's *DirectionFinder*® database with a population between 20,000 and 275,000. The yellow dot on each chart shows the rating for San Marcos. The vertical green line shows the average rating for the medium sized communities.

National Benchmarks

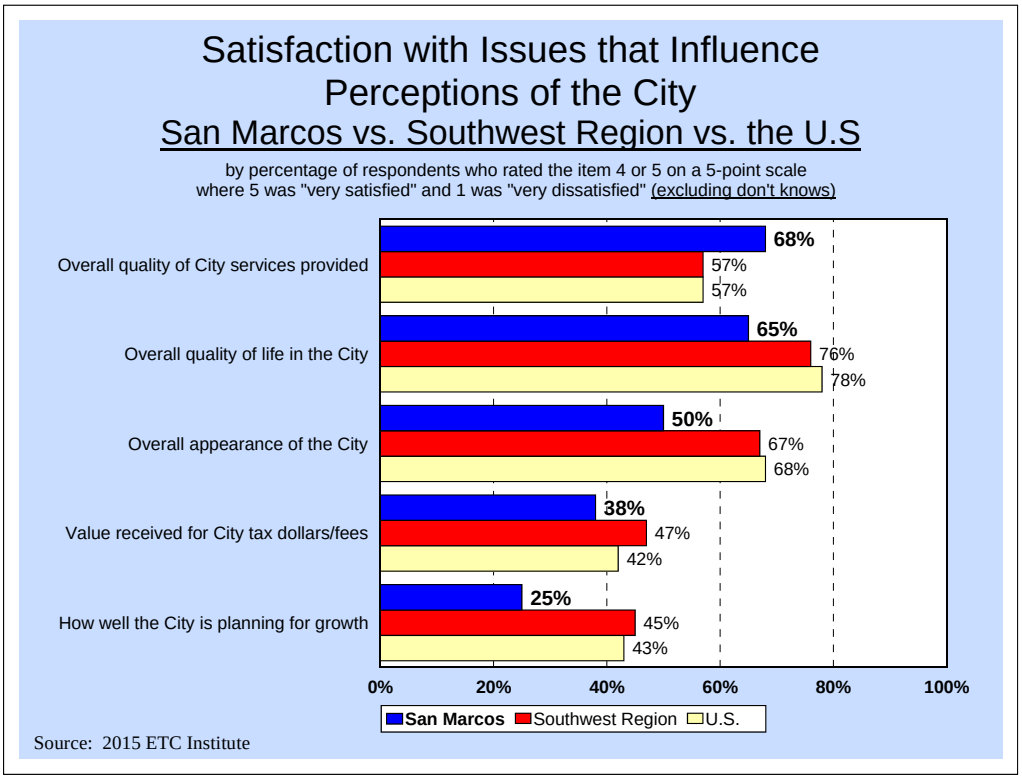
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of San Marcos, TX is not authorized without written consent from ETC Institute.

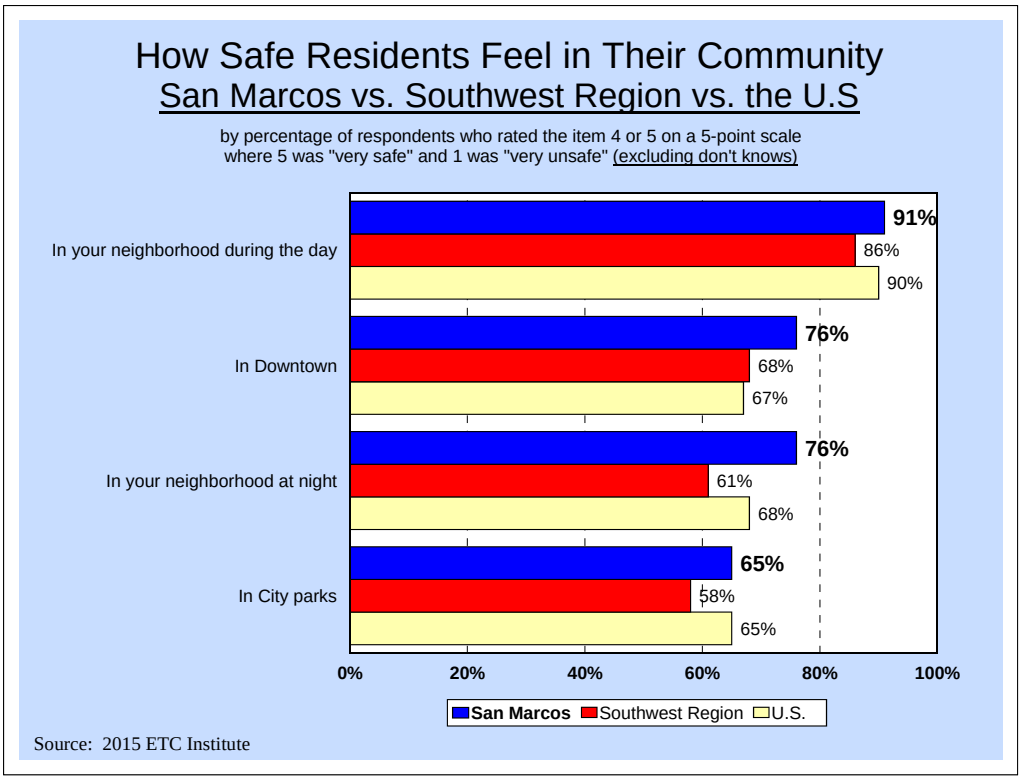
Overall Satisfaction with Various City Services
San Marcos vs. Southwest Region vs. the U.S

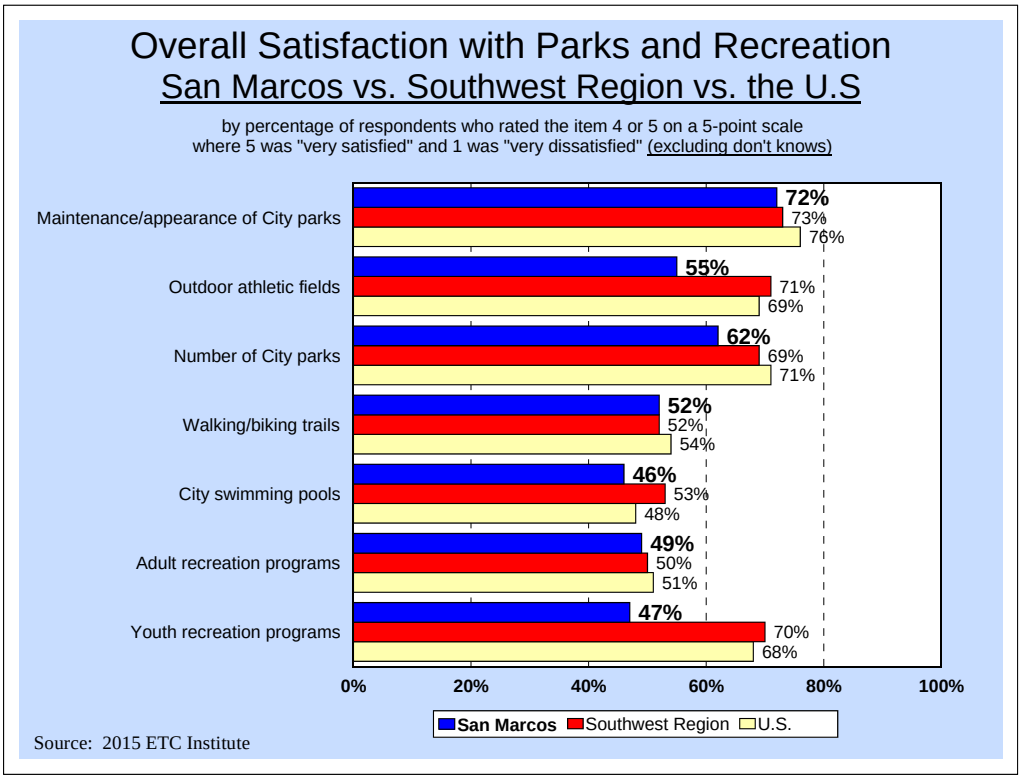
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

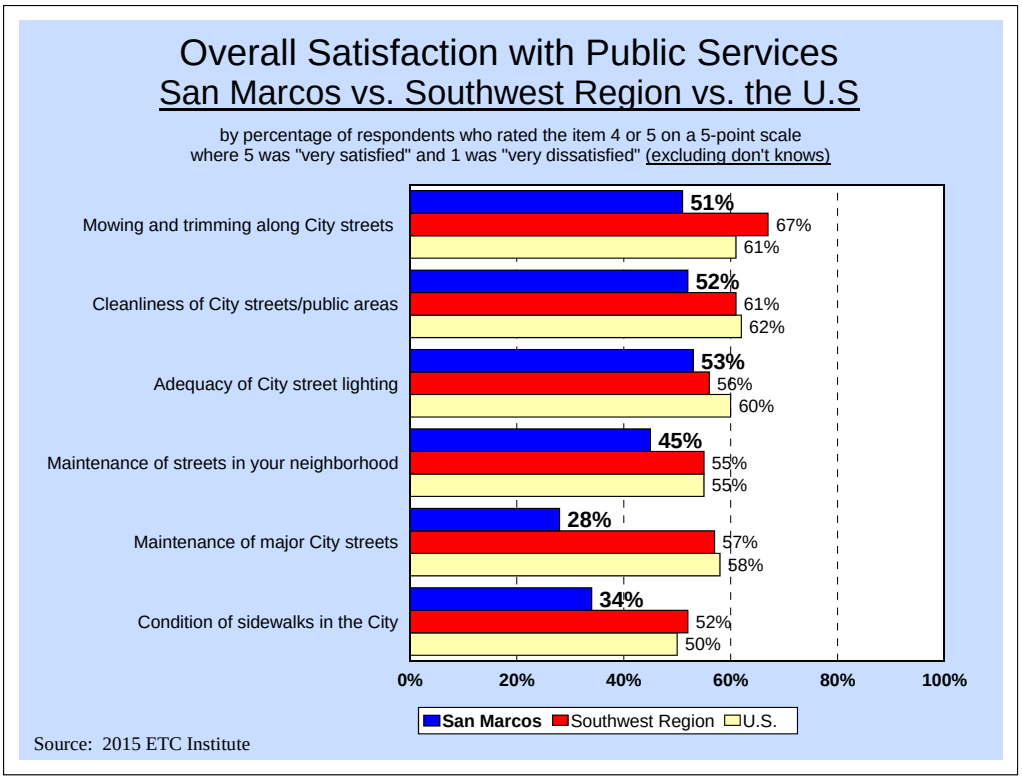


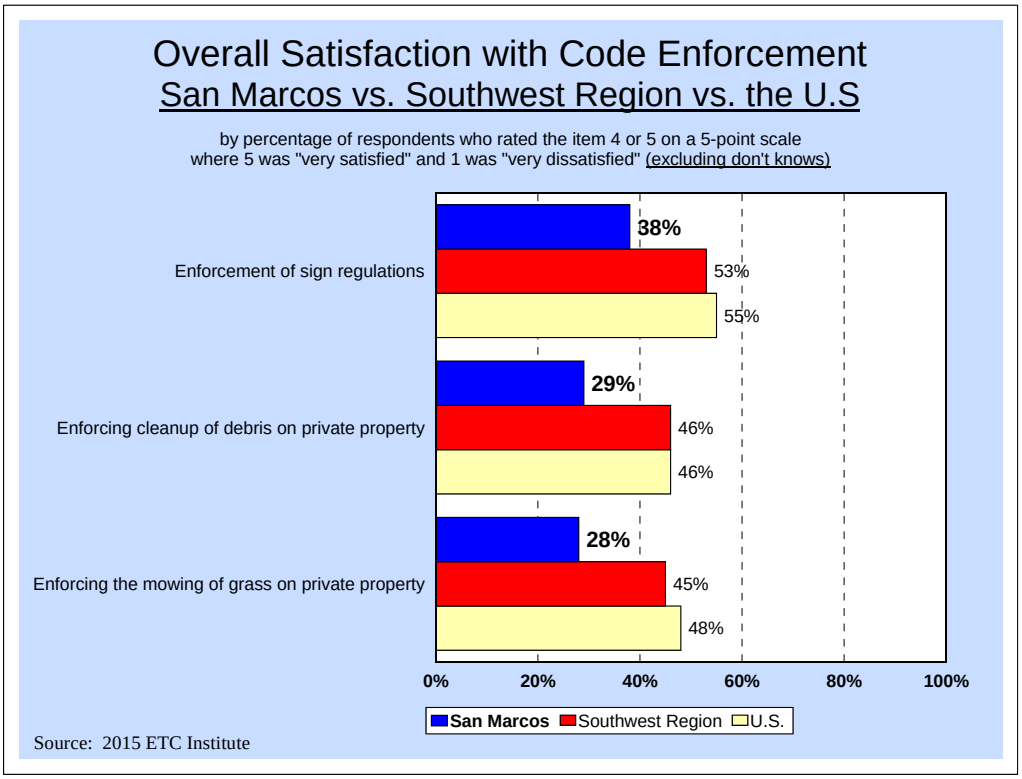
Source: 2015 ETC Institute

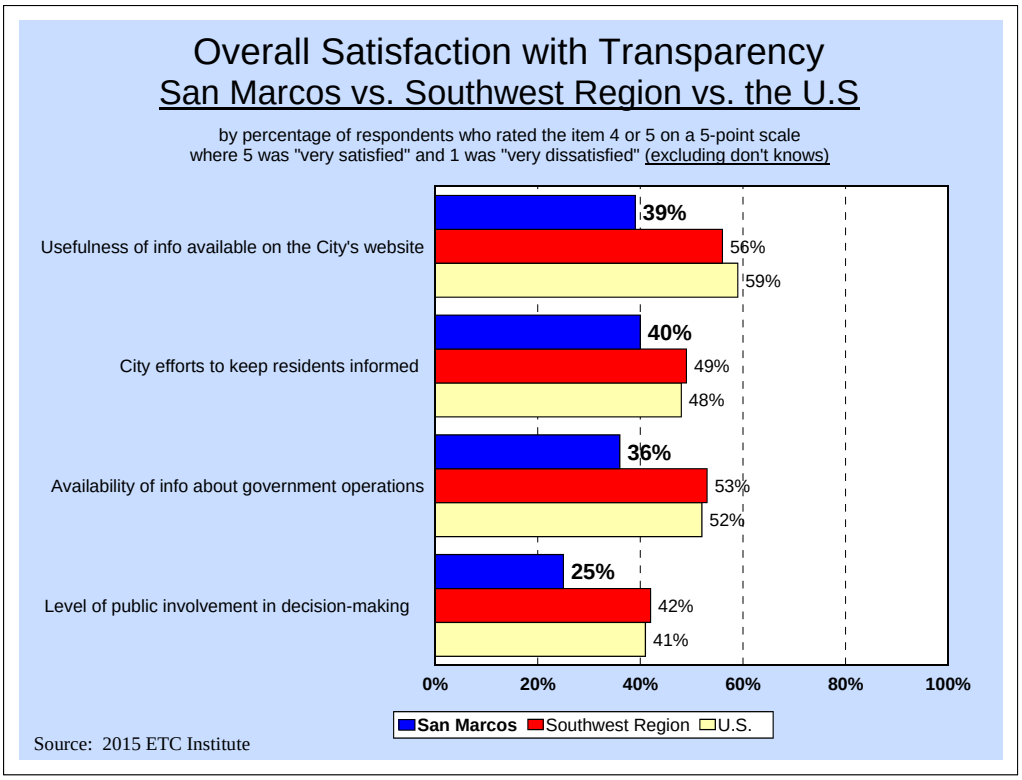

Satisfaction with Issues that Influence Perceptions of the City
San Marcos vs. Southwest Region vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Overall quality of City services provided
68%
57%
57%
Overall quality of life in the City
65%
76%
78%
Overall appearance of the City
50%
67%
68%
Value received for City tax dollars/fees
38%
47%
42%
How well the City is planning for growth
25%
45%
43%
0%
20%
40%
60%
80%
100%
San Marcos
Southwest Region
U.S.
Source: 2015 ETC Institute

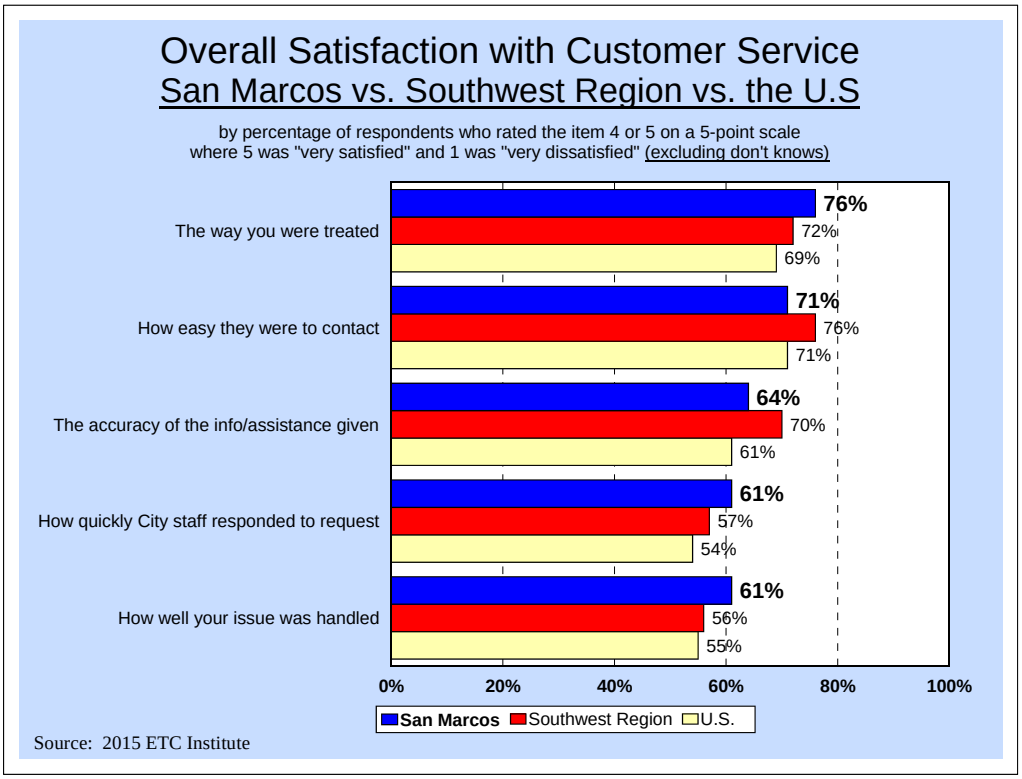

How Safe Residents Feel in Their Community
San Marcos vs. Southwest Region vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)
In your neighborhood during the day
91%
86%
90%
In Downtown
76%
68%
67%
In your neighborhood at night
76%
61%
68%
In City parks
65%
58%
65%
0%
20%
40%
60%
80%
100%
San Marcos
Southwest Region
U.S.
Source: 2015 ETC Institute

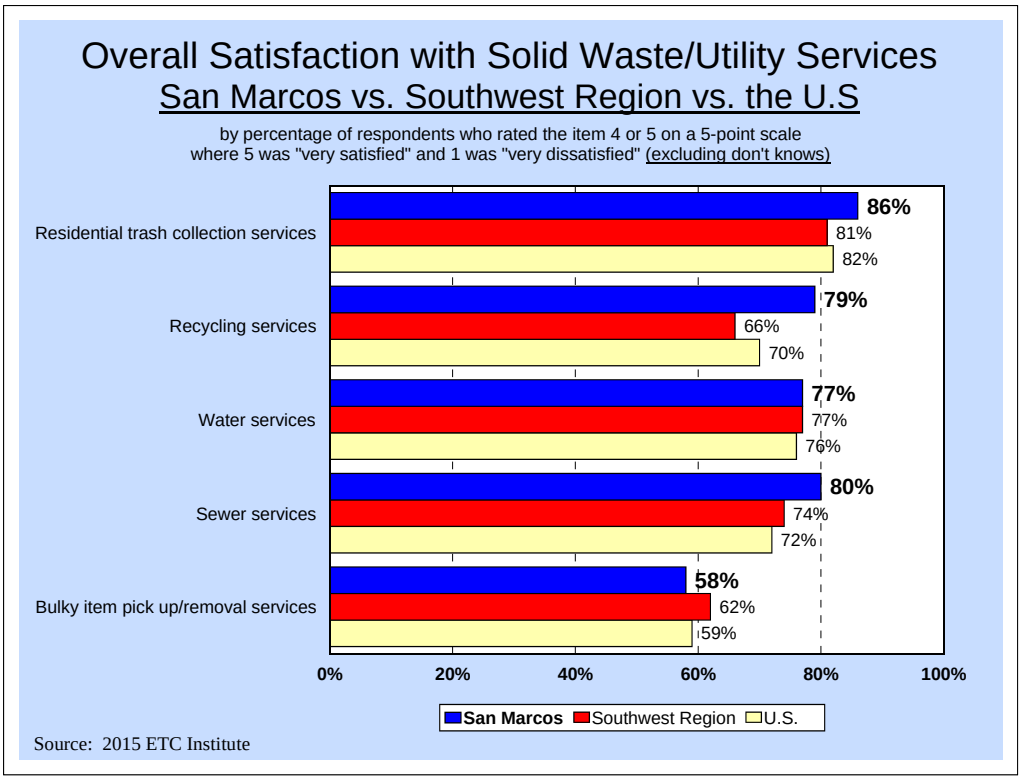

Overall Satisfaction with Parks and Recreation
San Marcos vs. Southwest Region vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Maintenance/appearance of City parks
72%
73%
76%
Outdoor athletic fields
55%
71%
69%
Number of City parks
62%
69%
71%
Walking/biking trails
52%
52%
54%
City swimming pools
46%
53%
48%
Adult recreation programs
49%
50%
51%
Youth recreation programs
47%
70%
68%
0%
20%
40%
60%
80%
100%
San Marcos
Southwest Region
U.S.
Source: 2015 ETC Institute


Overall Satisfaction with Public 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)
Mowing and trimming along City streets
51%
67%
61%
Cleanliness of City streets/public areas
52%
61%
62%
Adequacy of City street lighting
53%
56%
60%
Maintenance of streets in your neighborhood
45%
55%
55%
Maintenance of major City streets
28%
57%
58%
Condition of sidewalks in the City
34%
52%
50%
0%
20%
40%
60%
80%
100%
San Marcos
Southwest Region
U.S.
Source: 2015 ETC Institute


Overall Satisfaction with Code Enforcement
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)
Enforcement of sign regulations
38%
53%
55%
Enforcing cleanup of debris on private property
29%
46%
46%
Enforcing the mowing of grass on private property
28%
45%
48%
0%
20%
40%
60%
80%
100%
San Marcos
Southwest Region
U.S.
Source: 2015 ETC Institute


Overall Satisfaction with Transparency
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)
Usefulness of info available on the City's website
39%
56%
59%
City efforts to keep residents informed
40%
49%
48%
Availability of info about government operations
36%
53%
52%
Level of public involvement in decision-making
25%
42%
41%
0%
20%
40%
60%
80%
100%
San Marcos
Southwest Region
U.S.
Source: 2015 ETC Institute

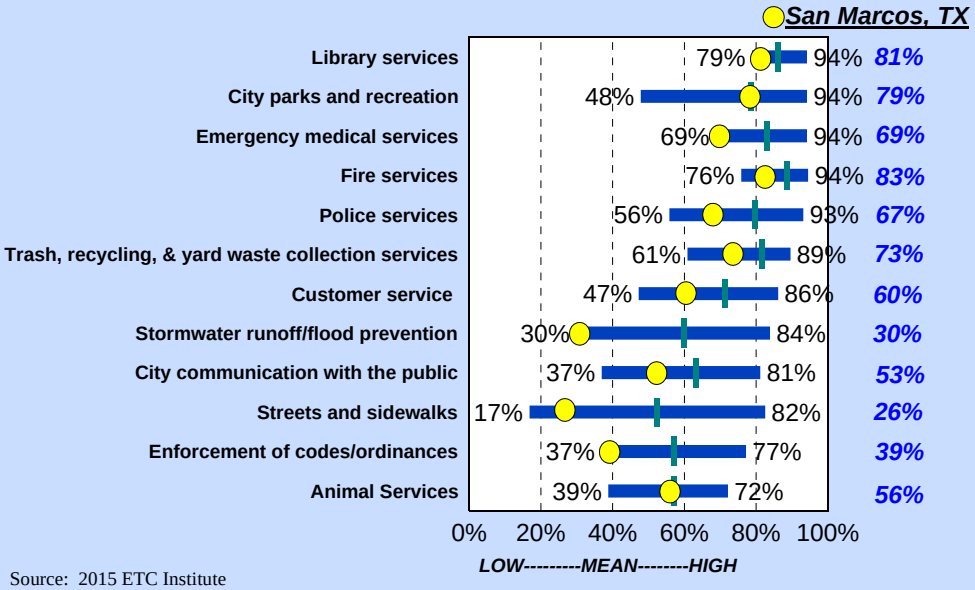

Overall Satisfaction with Customer Service
San Marcos vs. Southwest Region vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
The way you were treated
76%
72%
69%
How easy they were to contact
71%
76%
71%
The accuracy of the info/assistance given
64%
70%
61%
How quickly City staff responded to request
61%
57%
54%
How well your issue was handled
61%
56%
55%
0%
20%
40%
60%
80%
100%
San Marcos
Southwest Region
U.S.
Source: 2015 ETC Institute


Overall Satisfaction with Solid Waste/Utility 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)
Residential trash collection services
86%
81%
82%
Recycling services
79%
66%
70%
Water services
77%
77%
76%
Sewer services
80%
74%
72%
Bulky item pick up/removal services
58%
62%
59%
0%
20%
40%
60%
80%
100%
San Marcos
Southwest Region
U.S.
Source: 2015 ETC Institute

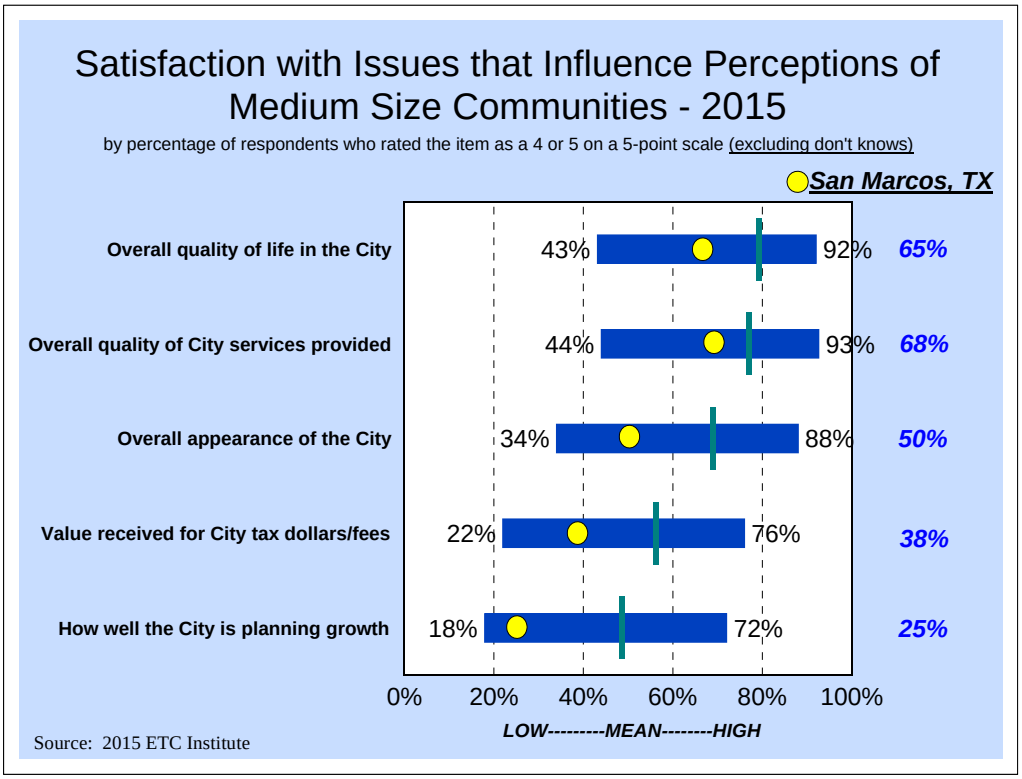
Comparison to a Range of Performance

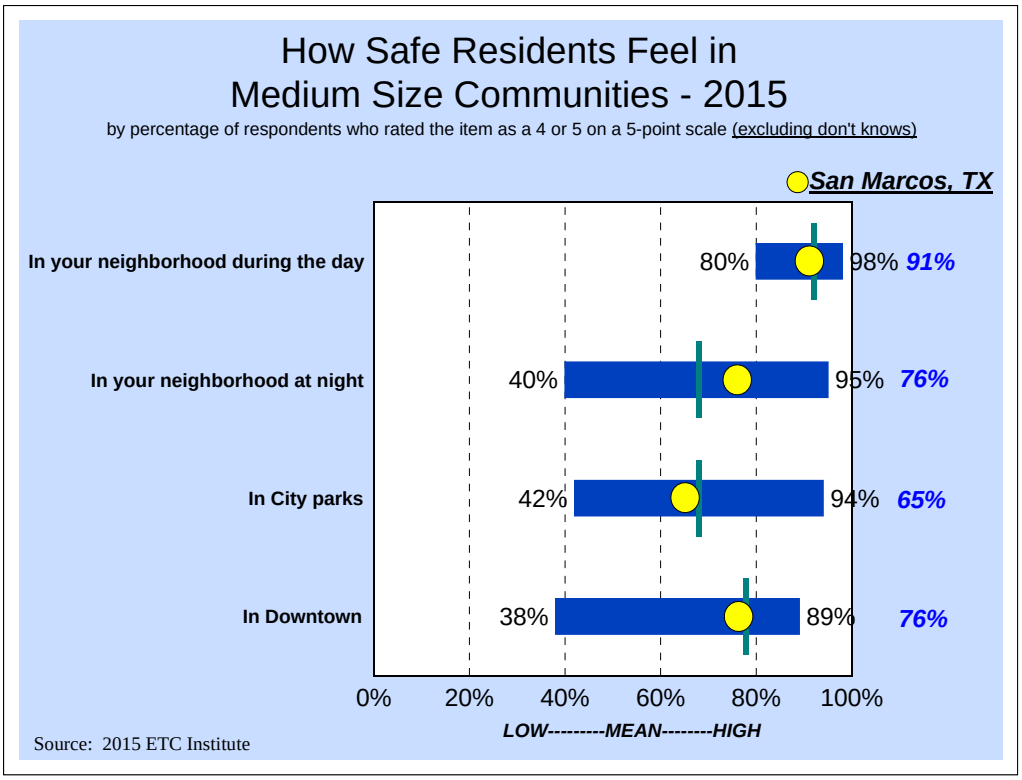
Overall Satisfaction with Various City Services in Medium Size Communities - 2015

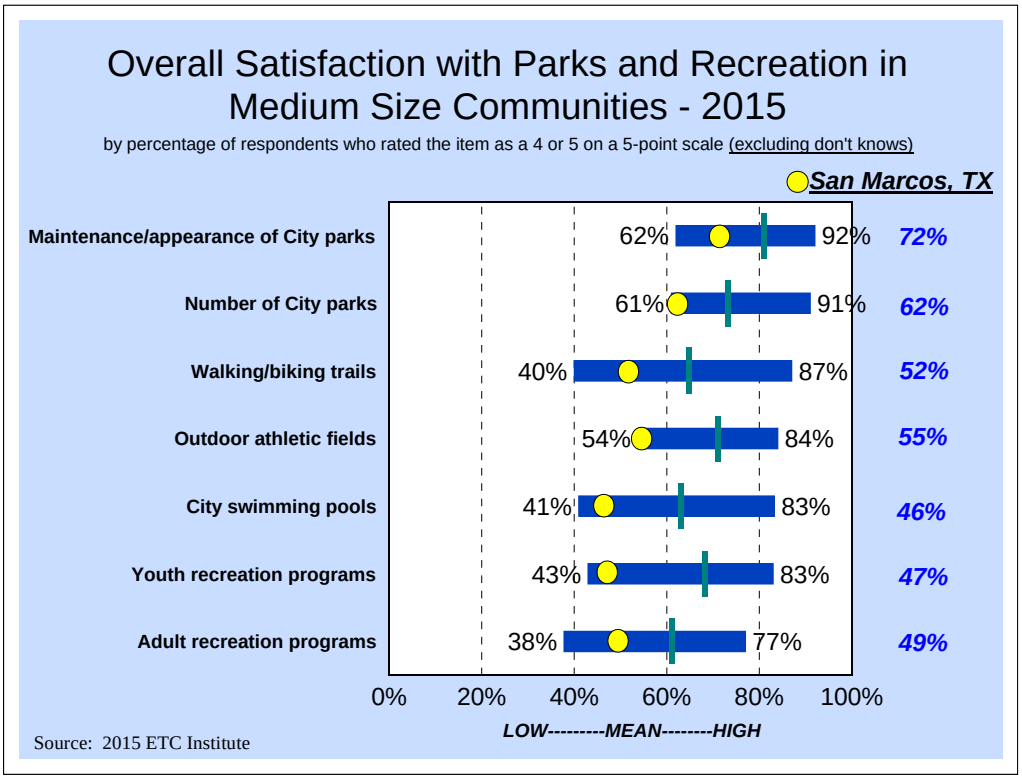
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

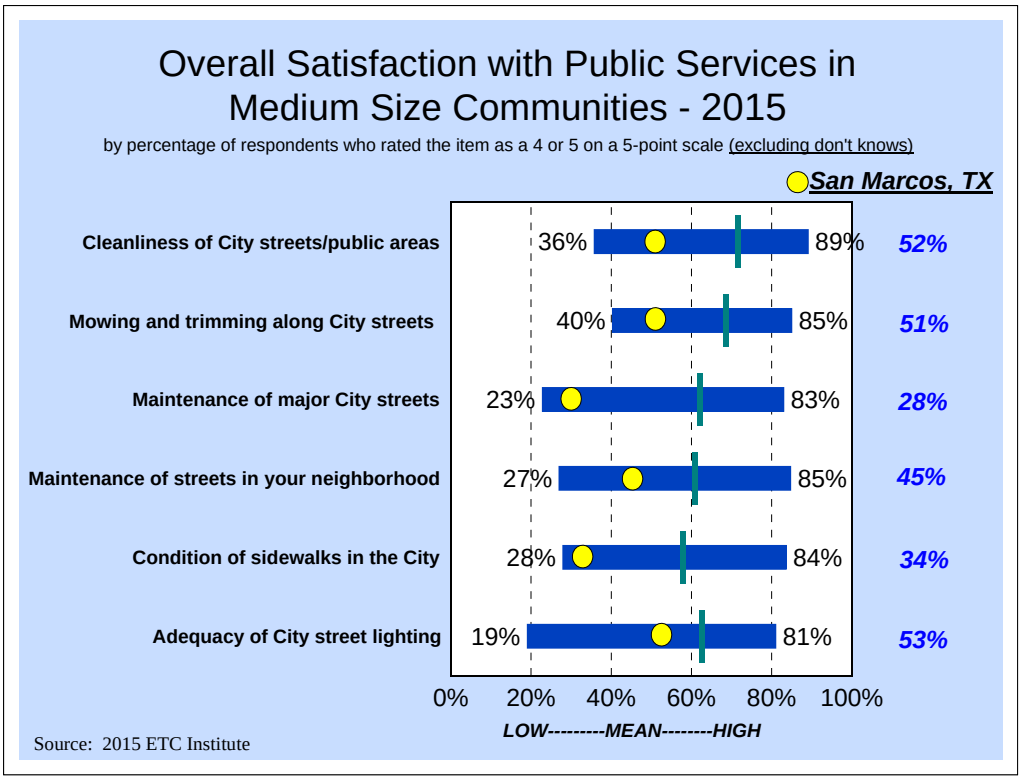


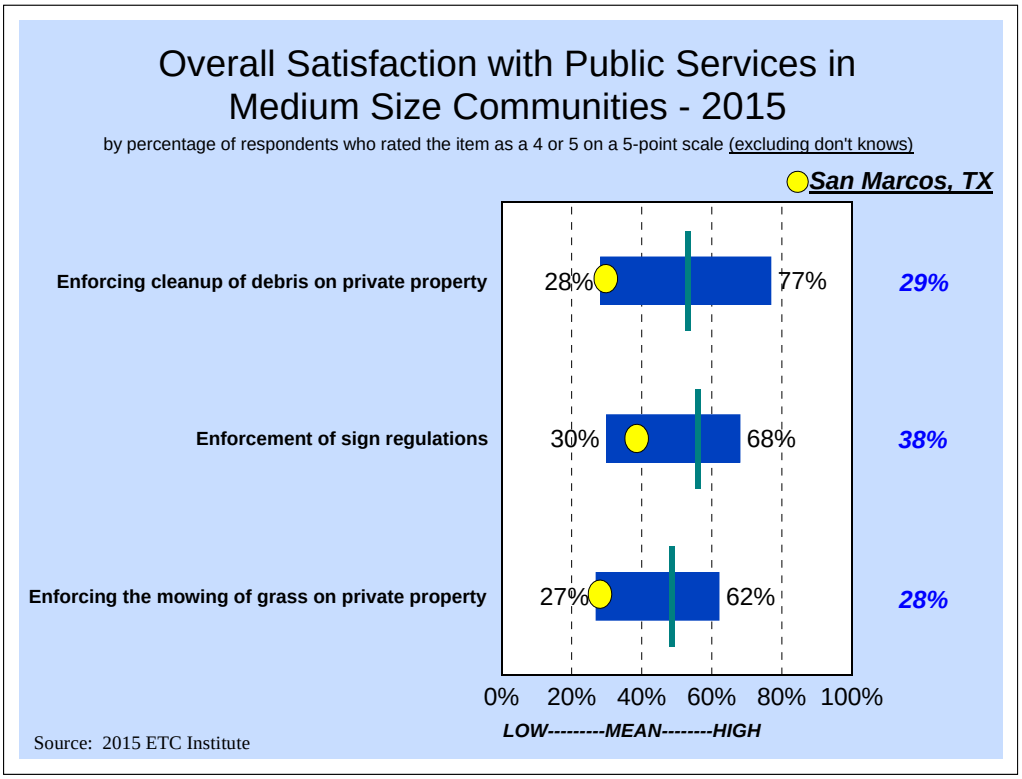
Source: 2015 ETC Institute

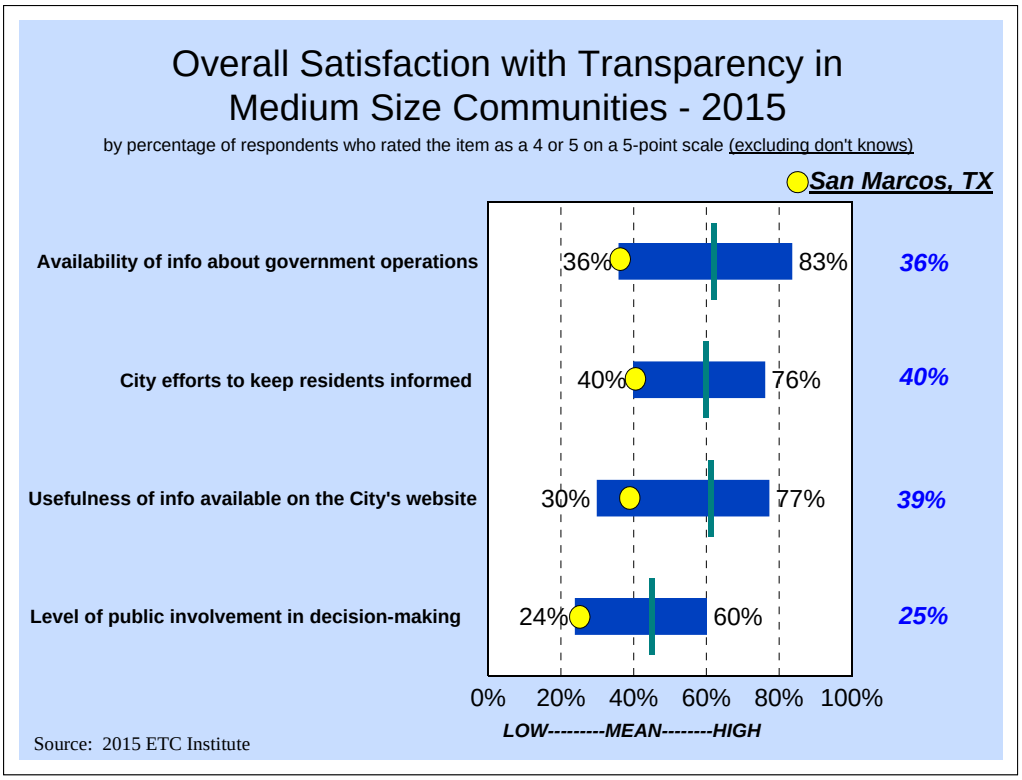

Satisfaction with Issues that Influence Perceptions of Medium Size Communities - 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
San Marcos, TX
Overall quality of life in the City
43%
92%
65%
Overall quality of City services provided
44%
93%
68%
Overall appearance of the City
34%
88%
50%
Value received for City tax dollars/fees
22%
76%
38%
How well the City is planning growth
18%
72%
25%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute

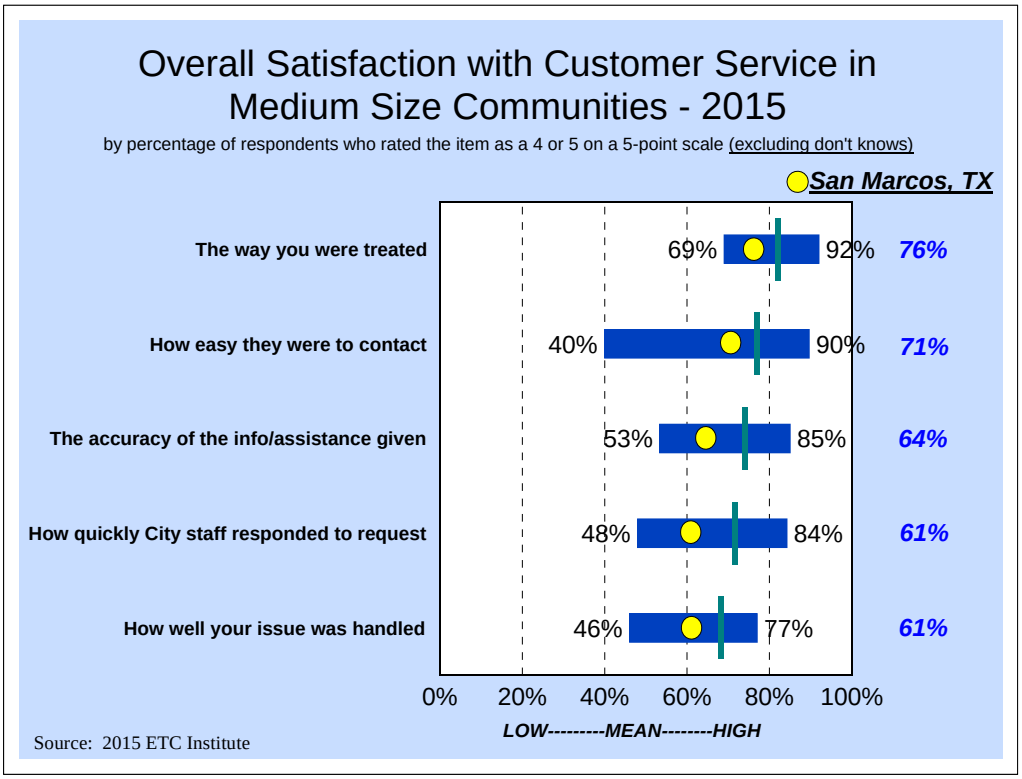

How Safe Residents Feel in Medium Size Communities - 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
San Marcos, TX
In your neighborhood during the day
80%
98%
91%
In your neighborhood at night
40%
95%
76%
In City parks
42%
94%
65%
In Downtown
38%
89%
76%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute

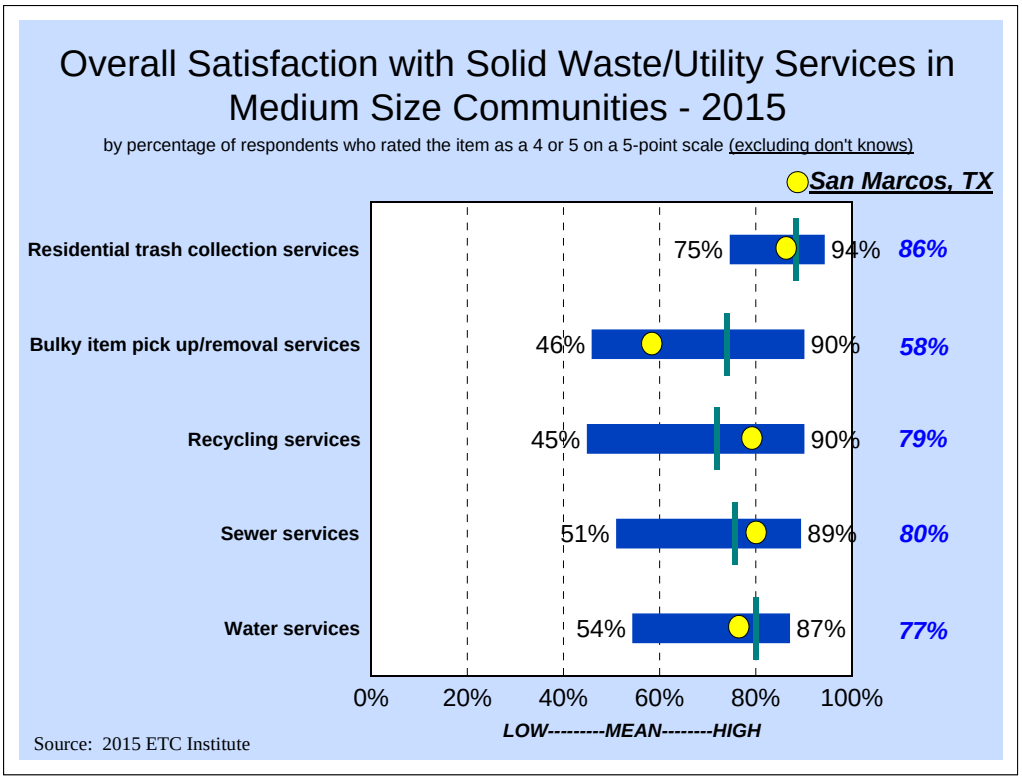

Overall Satisfaction with Parks and Recreation in Medium Size Communities - 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
San Marcos, TX
Maintenance/appearance of City parks
62%
92%
72%
Number of City parks
61%
91%
62%
Walking/biking trails
40%
87%
52%
Outdoor athletic fields
54%
84%
55%
City swimming pools
41%
83%
46%
Youth recreation programs
43%
83%
47%
Adult recreation programs
38%
77%
49%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute


Overall Satisfaction with Public Services in Medium Size Communities - 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
San Marcos, TX
Cleanliness of City streets/public areas
36%
89%
52%
Mowing and trimming along City streets
40%
85%
51%
Maintenance of major City streets
23%
83%
28%
Maintenance of streets in your neighborhood
27%
85%
45%
Condition of sidewalks in the City
28%
84%
34%
Adequacy of City street lighting
19%
81%
53%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute


Overall Satisfaction with Public Services in Medium Size Communities - 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
San Marcos, TX
Enforcing cleanup of debris on private property
28%
77%
29%
Enforcement of sign regulations
30%
68%
38%
Enforcing the mowing of grass on private property
27%
62%
28%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute


Overall Satisfaction with Transparency in Medium Size Communities - 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
San Marcos, TX
Availability of info about government operations
36%
83%
36%
City efforts to keep residents informed
40%
76%
40%
Usefulness of info available on the City's website
30%
77%
39%
Level of public involvement in decision-making
24%
60%
25%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute


Overall Satisfaction with Customer Service in Medium Size Communities - 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
San Marcos, TX
The way you were treated
69%
92%
76%
How easy they were to contact
40%
90%
71%
The accuracy of the info/assistance given
53%
85%
64%
How quickly City staff responded to request
48%
84%
61%
How well your issue was handled
46%
77%
61%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute


Overall Satisfaction with Solid Waste/Utility Services in Medium Size Communities - 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
San Marcos, TX
Residential trash collection services
75%
94%
86%
Bulky item pick up/removal services
46%
90%
58%
Recycling services
45%
90%
79%
Sewer services
51%
89%
80%
Water services
54%
87%
77%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute

Section 3:
Importance-Satisfaction Analysis

Importance-Satisfaction Analysis
San Marcos, Texas

Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of overall services they thought were most important for the City to provide. Twenty-seven percent (27.4%) ranked "management of stormwater runoff & flood prevention" as the most important overall service for the City to provide.

With regard to satisfaction, "management of stormwater runoff & flood prevention" was ranked seventeenth overall, with 30% rating it as a "4" or a "5" on a 5-point scale, excluding "don't know" responses. The I-S rating for "management of stormwater runoff & flood prevention" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 27.4% was multiplied by 70% (1-0.30). This calculation yielded an I-S rating of 0.1918, which was ranked first out of eighteen overall service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top choices to emphasize and 0% indicated that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis by the City. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

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

The importance-satisfaction results for each individual service area are provided on the following pages.

Importance-Satisfaction Rating
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
Very High Priority (IS > .20)						
NONE						
High Priority (IS .10-.20)						
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
Medium Priority (IS <.10)						
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

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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the 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
2015 City of San Marcos Community Survey
PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
NONE						
High Priority (IS .10-.20)						
Walking and biking trails in the City	42%	2	52%	6	0.1984	1
Maintenance/appearance of existing City parks	60%	1	72%	2	0.1694	2
Mowing/trimming of public areas/greenspace	34%	3	58%	4	0.1455	3
Quality of youth recreation programs	26%	6	47%	8	0.1370	4
Number of City parks	27%	5	62%	3	0.1047	5
Medium Priority (IS <.10)						
Quality of outdoor athletic facilities	16%	7	55%	5	0.0733	6
Activity Center	28%	4	74%	1	0.0718	7
Quality of adult recreation programs	12%	8	48%	7	0.0620	8
City swimming pools	11%	9	47%	9	0.0577	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, second and third most important responses for each item. Respondents were asked to identify the items they thought were the 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
2015 City of San Marcos Community Survey
CODE ENFORCEMENT

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Enforcing cleanup of debris on private property	72%	1	29%	3	0.5127	1
Enforcing the mowing of grass on private property	44%	2	28%	4	0.3154	2
High Priority (IS .10-.20)						
Enforcement of graffiti regulations	33%	3	41%	1	0.1908	3
Enforcement of sign regulations	27%	4	38%	2	0.1655	4

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 the 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
2015 City of San Marcos Community Survey
PUBLIC SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Maintenance of major City streets	66%	1	29%	11	0.4683	1
High Priority (IS .10-.20)						
Cleanliness of City streets/other public areas	34%	3	52%	4	0.1595	2
Maintenance of streets in your neighborhood	28%	4	44%	6	0.1574	3
Timing of traffic signals in the City	25%	6	39%	8	0.1535	4
Adequacy of City street lighting	26%	5	53%	3	0.1206	5
Condition of sidewalks in the City	18%	8	34%	9	0.1191	6
Cleanliness of creeks and open channels	20%	7	41%	7	0.1164	7
Medium Priority (IS <.10)						
Reliability of electric service	35%	2	75%	1	0.0899	8
Availability of bike lanes	11%	9	31%	10	0.0739	9
Mowing and trimming along City streets	10%	10	51%	5	0.0480	10
Level of usefulness of City e-services	3%	11	56%	2	0.0132	11

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 the 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 Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

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

- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.

- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.

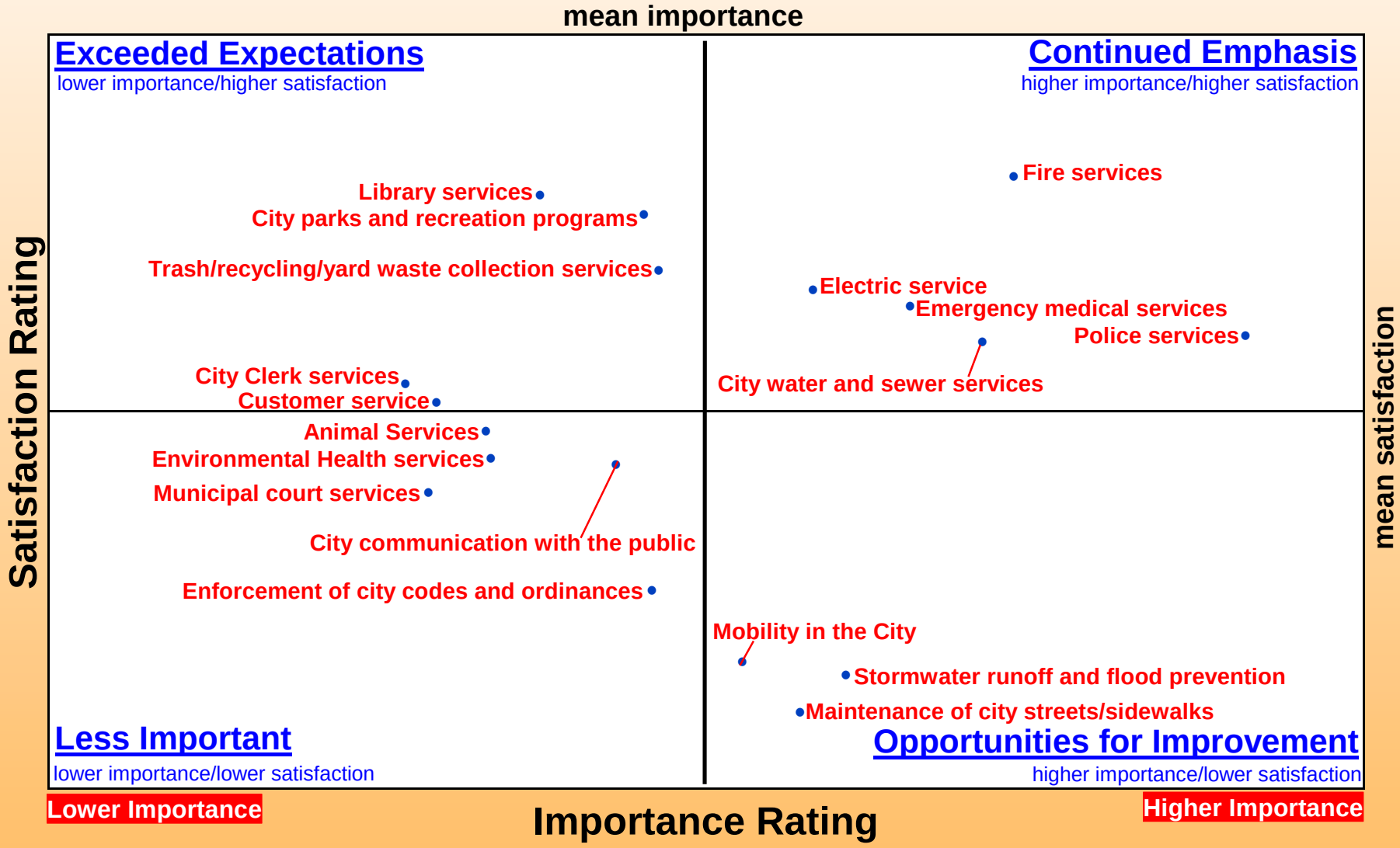
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for San Marcos are provided on the following pages.

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)

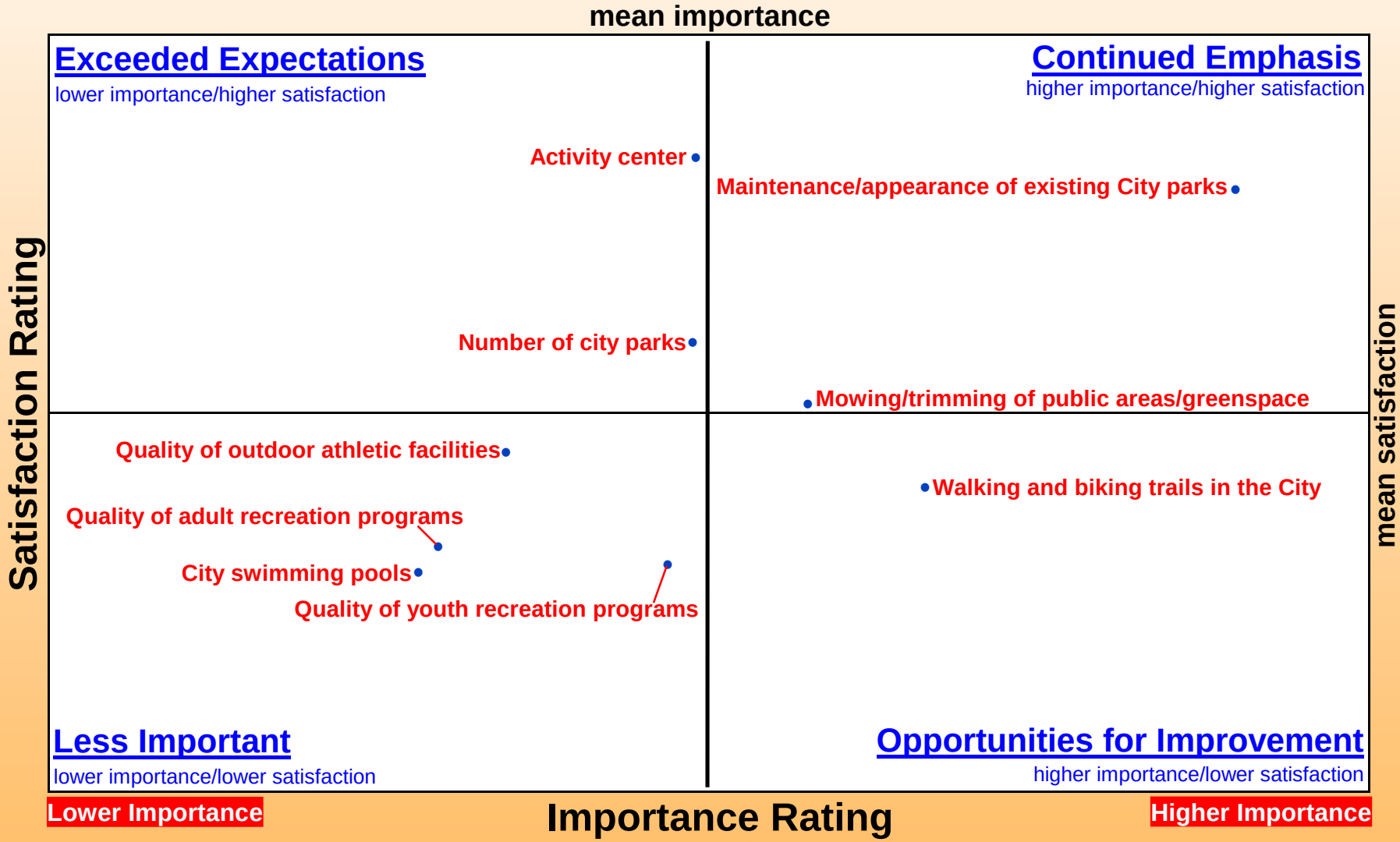


Source: ETC Institute (2015)

2015 City of San Marcos DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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

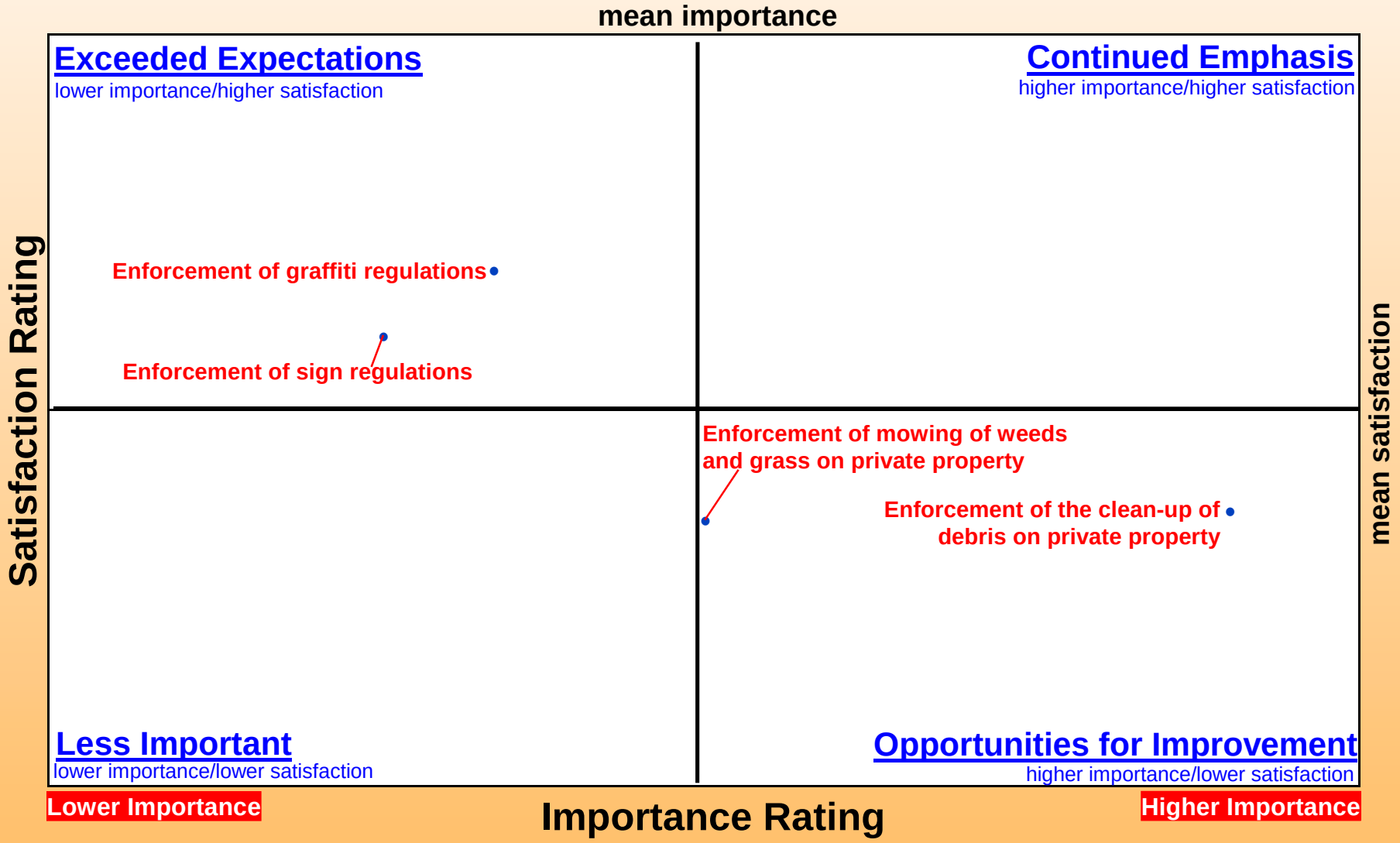


Source: ETC Institute (2015)

2015 City of San Marcos DirectionFinder Importance-Satisfaction Assessment Matrix

-Code Enforcement-

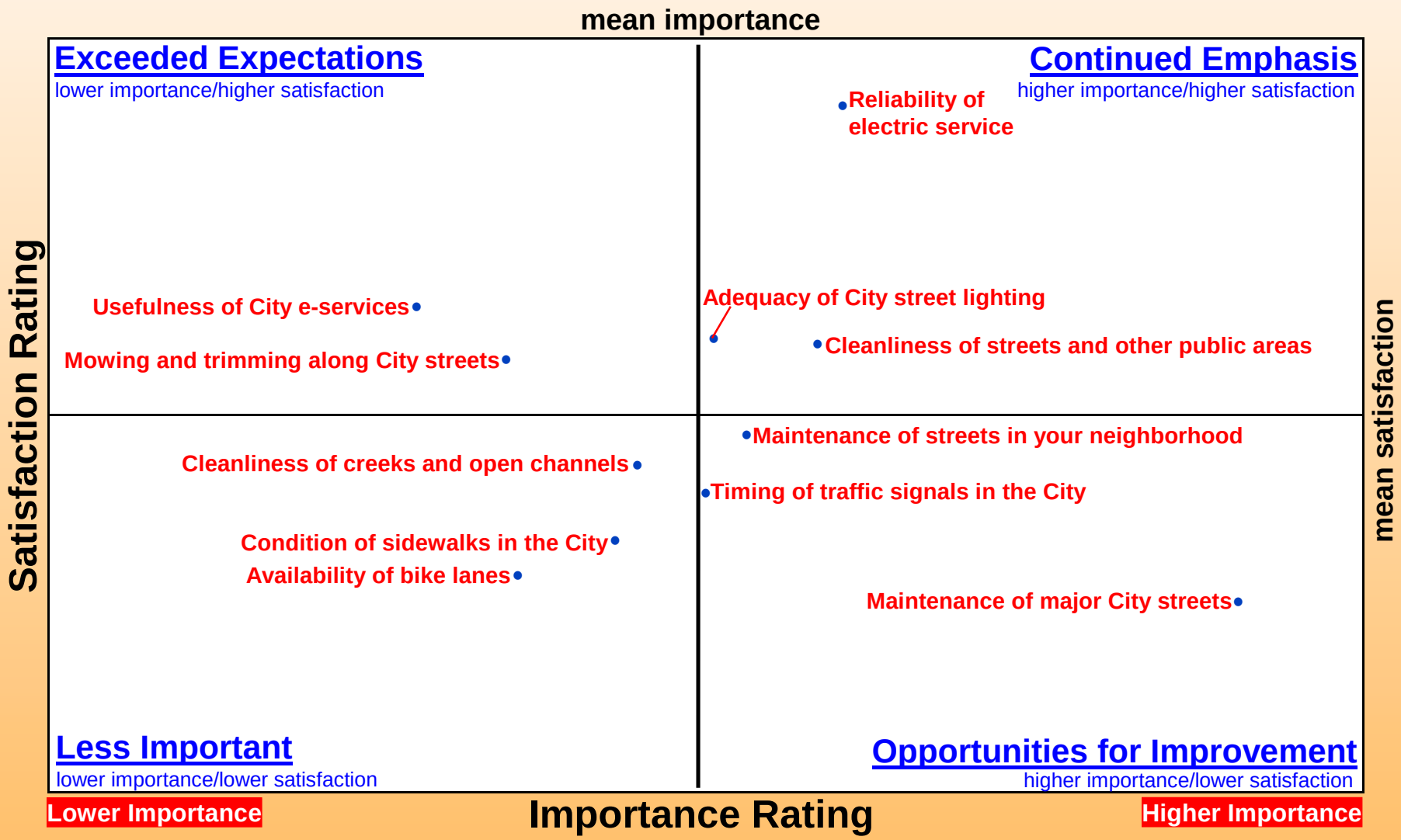
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2015)

2015 City of San Marcos DirectionFinder
Importance-Satisfaction Assessment Matrix
-Public Services-

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



Source: ETC Institute (2015)

Section 4:
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 San Marcos.

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. City parks and recreation programs	24.2%	47.9%	13.0%	4.9%	1.5%	8.6%
B. City water and sewer services	19.6%	42.5%	20.3%	8.8%	3.7%	5.1%
C. Emergency medical services	19.8%	32.5%	20.5%	2.4%	0.2%	24.4%
D. Enforcement of city codes and ordinances	9.0%	24.9%	27.1%	16.9%	9.3%	12.7%
E. Fire services	30.6%	35.0%	12.2%	0.7%	0.5%	21.0%
F. Library services	44.0%	29.3%	11.5%	3.7%	2.0%	9.5%
G. Mobility in the City	8.6%	21.3%	25.9%	27.4%	12.0%	4.9%
H. Maintenance of city streets/sidewalks	4.6%	20.5%	21.5%	34.5%	15.2%	3.7%
I. Management of stormwater runoff and flood prevention	5.4%	22.0%	27.1%	18.6%	18.3%	8.6%
J. Municipal court services	8.3%	26.4%	28.1%	4.9%	2.4%	29.8%
K. Police services	20.3%	39.1%	22.2%	4.4%	3.9%	10.0%
L. Electric service	24.7%	41.3%	16.9%	8.3%	2.0%	6.8%
M. Trash, recycling, and yard waste collection services	21.8%	48.4%	15.4%	8.1%	2.4%	3.9%
N. City communication with the public	13.0%	36.2%	27.1%	12.5%	4.9%	6.4%
O. Customer service provided by City employees	15.6%	34.2%	27.6%	4.9%	2.2%	15.4%

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 San Marcos.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
P. City Clerk services (public information requests, passports, birth and death records)	14.2%	30.6%	26.2%	1.7%	0.7%	26.7%
Q. Environmental Health services (Food Protection)	9.5%	26.9%	27.6%	2.9%	1.7%	31.3%
R. Animal Services (Animal Control, Adoption Center)	12.2%	31.8%	24.7%	8.1%	2.0%	21.3%

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 San Marcos.(Without "Don't Know")

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. City parks and recreation programs	26.5%	52.4%	14.2%	5.3%	1.6%
B. City water and sewer services	20.6%	44.8%	21.4%	9.3%	3.9%
C. Emergency medical services	26.2%	43.0%	27.2%	3.2%	0.3%
D. Enforcement of city codes and ordinances	10.4%	28.6%	31.1%	19.3%	10.6%
E. Fire services	38.7%	44.3%	15.5%	0.9%	0.6%
F. Library services	48.6%	32.4%	12.7%	4.1%	2.2%
G. Mobility in the City	9.0%	22.4%	27.2%	28.8%	12.6%
H. Maintenance of city streets/sidewalks	4.8%	21.3%	22.3%	35.8%	15.7%
I. Management of stormwater runoff and flood prevention	5.9%	24.1%	29.7%	20.3%	20.1%
J. Municipal court services	11.8%	37.6%	40.1%	7.0%	3.5%
K. Police services	22.6%	43.5%	24.7%	4.9%	4.3%
L. Electric service	26.5%	44.4%	18.1%	8.9%	2.1%
M. Trash, recycling, and yard waste collection services	22.6%	50.4%	16.0%	8.4%	2.5%
N. City communication with the public	13.8%	38.6%	29.0%	13.3%	5.2%
O. Customer service provided by City employees	18.5%	40.5%	32.7%	5.8%	2.6%
P. City Clerk services (public information requests, passports, birth and death records)	19.3%	41.7%	35.7%	2.3%	1.0%
Q. Environmental Health services (Food Protection)	13.9%	39.1%	40.2%	4.3%	2.5%
R. Animal Services (Animal Control, Adoption Center)	15.5%	40.4%	31.4%	10.2%	2.5%

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

Q2. Most Important	Number	Percent
City parks and recreation programs	22	5.4 %
City water and sewer services	56	13.7 %
Emergency medical services	44	10.8 %
Enforcement of city codes and ordinances	11	2.7 %
Fire services	20	4.9 %
Library services	4	1.0 %
Mobility in City	22	5.4 %
Maintenance of city streets/sidewalks	30	7.3 %
Management of stormwater runoff and flood prevention	29	7.1 %
Municipal court services	1	0.2 %
Police services	77	18.8 %
Electric service	12	2.9 %
Trash, recycling, and yard waste collection services	7	1.7 %
City communication with the public	11	2.7 %
Customer service provided by City employees	1	0.2 %
Environmental Health services (Food Protection)	4	1.0 %
Animal Services (Animal Control, Adoption Center)	4	1.0 %
None chosen	54	13.2 %
Total	409	100.0 %

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

Q2. 2nd Most Important	Number	Percent
City parks and recreation programs	11	2.7 %
City water and sewer services	29	7.1 %
Emergency medical services	26	6.4 %
Enforcement of city codes and ordinances	17	4.2 %
Fire services	75	18.3 %
Library services	7	1.7 %
Mobility in City	15	3.7 %
Maintenance of city streets/sidewalks	28	6.8 %
Management of stormwater runoff and flood prevention	32	7.8 %
Municipal court services	5	1.2 %
Police services	57	13.9 %
Electric service	26	6.4 %
Trash, recycling, and yard waste collection services	10	2.4 %
City communication with the public	6	1.5 %
Customer service provided by City employees	1	0.2 %
Environmental Health services (Food Protection)	4	1.0 %
Animal Services (Animal Control, Adoption Center)	5	1.2 %
None chosen	55	13.4 %
Total	409	100.0 %

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

Q2. 3rd Most Important	Number	Percent
City parks and recreation programs	14	3.4 %
City water and sewer services	36	8.8 %
Emergency medical services	30	7.3 %
Enforcement of city codes and ordinances	18	4.4 %
Fire services	37	9.0 %
Library services	8	2.0 %
Mobility in City	29	7.1 %
Maintenance of city streets/sidewalks	20	4.9 %
Management of stormwater runoff and flood prevention	26	6.4 %
Municipal court services	1	0.2 %
Police services	48	11.7 %
Electric service	30	7.3 %
Trash, recycling, and yard waste collection services	20	4.9 %
City communication with the public	16	3.9 %
Customer service provided by City employees	6	1.5 %
City Clerk services (public information requests, passports, birth and death records)	1	0.2 %
Environmental Health services (Food Protection)	7	1.7 %
Animal Services (Animal Control, Adoption Center)	3	0.7 %
None chosen	59	14.4 %
Total	409	100.0 %

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

Q2. 4th Most Important	Number	Percent
City parks and recreation programs	15	3.7 %
City water and sewer services	25	6.1 %
Emergency medical services	28	6.8 %
Enforcement of city codes and ordinances	18	4.4 %
Fire services	22	5.4 %
Library services	17	4.2 %
Mobility in City	20	4.9 %
Maintenance of city streets/sidewalks	23	5.6 %
Management of stormwater runoff and flood prevention	25	6.1 %
Municipal court services	2	0.5 %
Police services	30	7.3 %
Electric service	36	8.8 %
Trash, recycling, and yard waste collection services	29	7.1 %
City communication with the public	22	5.4 %
Customer service provided by City employees	3	0.7 %
City Clerk services (public information requests, passports, birth and death records)	2	0.5 %
Environmental Health services (Food Protection)	9	2.2 %
Animal Services (Animal Control, Adoption Center)	11	2.7 %
None chosen	72	17.6 %
Total	409	100.0 %

Q2. The sum of the FOUR services listed above do you think are most important for the City to provide?

Q2. Sum of Top 4 Choices	Number	Percent
Police services	212	51.8 %
Fire services	154	37.7 %
City water and sewer services	146	35.7 %
Emergency medical services	128	31.3 %
Management of stormwater runoff and flood prevention	112	27.4 %
Electric service	104	25.4 %
Maintenance of city streets/sidewalks	101	24.7 %
Mobility in City	86	21.0 %
Trash, recycling, and yard waste collection services	66	16.1 %
Enforcement of city codes and ordinances	64	15.6 %
City parks and recreation programs	62	15.2 %
City communication with the public	55	13.4 %
Library services	36	8.8 %
Environmental Health services (Food Protection)	24	5.9 %
Animal Services (Animal Control, Adoption Center)	23	5.6 %
Customer service provided by City employees	11	2.7 %
Municipal court services	9	2.2 %
City Clerk services (public information requests, passports, birth and death records)	3	0.7 %
Total	1396	

Q3. 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=409)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. In Downtown San Marcos	25.4%	48.2%	14.2%	8.3%	0.5%	3.4%
B. In City parks	18.8%	41.3%	21.5%	9.3%	1.2%	7.8%
C. In your neighborhood during the day	49.6%	38.9%	7.8%	1.5%	0.2%	2.0%
D. In your neighborhood at night	31.5%	42.8%	15.4%	6.8%	1.7%	1.7%
E. In commercial and retail areas	25.2%	47.7%	19.8%	4.2%	0.2%	2.9%
F. Overall feeling of safety in San Marcos	26.4%	53.5%	13.7%	3.9%	0.5%	2.0%

WITHOUT DON'T KNOW

Q3. 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=409)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
A. In Downtown San Marcos	26.3%	49.9%	14.7%	8.6%	0.5%
B. In City parks	20.4%	44.8%	23.3%	10.1%	1.3%
C. In your neighborhood during the day	50.6%	39.7%	8.0%	1.5%	0.2%
D. In your neighborhood at night	32.1%	43.5%	15.7%	7.0%	1.7%
E. In commercial and retail areas	25.9%	49.1%	20.4%	4.3%	0.3%
F. Overall feeling of safety in San Marcos	26.9%	54.6%	14.0%	4.0%	0.5%

Q4. Perceptions of the City: 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=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of services provided by the City	10.5%	53.8%	22.0%	7.3%	1.0%	5.4%
B. How well the City is planning for growth	4.6%	18.8%	23.0%	30.3%	17.6%	5.6%
C. Overall quality of life in the City	14.2%	48.9%	23.2%	10.0%	1.2%	2.4%
D. Availability of job opportunities	3.7%	19.8%	31.8%	23.2%	8.8%	12.7%
E. Overall value you receive for City taxes and fees	4.4%	31.5%	33.0%	18.6%	7.1%	5.4%
F. Overall quality of new development	2.7%	20.5%	26.4%	26.2%	17.6%	6.6%
G. Appearance of residential property in the City	3.9%	33.3%	35.9%	18.8%	5.4%	2.7%
H. Appearance of commercial property in the City	3.9%	35.2%	40.8%	14.2%	3.2%	2.7%
I. Overall appearance of the City	7.3%	41.1%	33.5%	12.7%	3.2%	2.2%

WITHOUT DON'T KNOW

Q4. Perceptions of the City: 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=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of services provided by the City	11.1%	56.8%	23.3%	7.8%	1.0%
B. How well the City is planning for growth	4.9%	19.9%	24.4%	32.1%	18.7%
C. Overall quality of life in the City	14.5%	50.1%	23.8%	10.3%	1.3%
D. Availability of job opportunities	4.2%	22.7%	36.4%	26.6%	10.1%
E. Overall value you receive for City taxes and fees	4.7%	33.3%	34.9%	19.6%	7.5%
F. Overall quality of new development	2.9%	22.0%	28.3%	28.0%	18.8%
G. Appearance of residential property in the City	4.0%	34.2%	36.9%	19.3%	5.5%
H. Appearance of commercial property in the City	4.0%	36.2%	42.0%	14.6%	3.3%
I. Overall appearance of the City	7.5%	42.0%	34.3%	13.0%	3.3%

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=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance and appearance of existing City parks	16.6%	51.3%	20.8%	5.6%	0.2%	5.4%
B. Number of City parks	16.9%	41.1%	21.5%	10.8%	3.7%	6.1%
C. Walking and biking trails in the City	13.9%	34.0%	24.9%	16.6%	2.4%	8.1%
D. Activity Center	24.4%	38.9%	17.6%	3.9%	0.7%	14.4%
E. City swimming pools	9.5%	24.2%	26.4%	9.8%	2.4%	27.6%
F. Quality of youth recreation programs	7.8%	23.2%	27.9%	6.1%	1.0%	34.0%
G. Quality of adult recreation programs	8.3%	25.9%	27.1%	7.1%	2.4%	29.1%
H. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	9.5%	31.3%	26.7%	6.1%	1.2%	25.2%
I. Mowing and trimming of public areas and greenspace	14.4%	40.8%	25.4%	12.0%	3.2%	4.2%

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=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Maintenance and appearance of existing City parks	17.6%	54.3%	22.0%	5.9%	0.3%
B. Number of City parks	18.0%	43.8%	22.9%	11.5%	3.9%
C. Walking and biking trails in the City	15.2%	37.0%	27.1%	18.1%	2.7%
D. Activity Center	28.6%	45.4%	20.6%	4.6%	0.9%
E. City swimming pools	13.2%	33.4%	36.5%	13.5%	3.4%
F. Quality of youth recreation programs	11.9%	35.2%	42.2%	9.3%	1.5%
G. Quality of adult recreation programs	11.7%	36.6%	38.3%	10.0%	3.4%
H. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	12.7%	41.8%	35.6%	8.2%	1.6%
I. Mowing and trimming of public areas and greenspace	15.1%	42.6%	26.5%	12.5%	3.3%

Q6. Which THREE of the parks and recreation services listed above do you think are most important for the City to provide?

Q6. Most Important	Number	Percent
Maintenance and appearance of existing City parks	126	30.8 %
Number of City parks	44	10.8 %
Walking and biking trails in the City	40	9.8 %
Activity Center	46	11.2 %
City swimming pools	8	2.0 %
Quality of youth recreation programs	38	9.3 %
Quality of adult recreation programs	14	3.4 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	2	0.5 %
Mowing and trimming of public areas and greenspace	37	9.0 %
None chosen	54	13.2 %
Total	409	100.0 %

Q6. Which THREE of the parks and recreation services listed above do you think are most important for the City to provide?

Q6. 2nd Most Important	Number	Percent
Maintenance and appearance of existing City parks	73	17.8 %
Number of City parks	38	9.3 %
Walking and biking trails in the City	66	16.1 %
Activity Center	38	9.3 %
City swimming pools	20	4.9 %
Quality of youth recreation programs	37	9.0 %
Quality of adult recreation programs	18	4.4 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	19	4.6 %
Mowing and trimming of public areas and greenspace	41	10.0 %
None chosen	59	14.4 %
Total	409	100.0 %

Q6. Which THREE of the parks and recreation services listed above do you think are most important for the City to provide?

Q6. 3rd Most Important	Number	Percent
Maintenance and appearance of existing City parks	48	11.7 %
Number of City parks	30	7.3 %
Walking and biking trails in the City	64	15.6 %
Activity Center	29	7.1 %
City swimming pools	16	3.9 %
Quality of youth recreation programs	31	7.6 %
Quality of adult recreation programs	17	4.2 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	45	11.0 %
Mowing and trimming of public areas and greenspace	63	15.4 %
None chosen	66	16.1 %
Total	409	100.0 %

Q6. The sum of the THREE parks and recreation services listed above do you think are most important for the City to provide?

Q6. Sum of Top 3 Choices	Number	Percent
Maintenance and appearance of existing City parks	247	60.4 %
Walking and biking trails in the City	170	41.6 %
Mowing and trimming of public areas and greenspace	141	34.5 %
Activity Center	113	27.6 %
Number of City parks	112	27.4 %
Quality of youth recreation programs	106	25.9 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	66	16.1 %
Quality of adult recreation programs	49	12.0 %
City swimming pools	44	10.8 %
Total	1048	

Q7. 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=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Enforcement of the clean-up of junk and debris on private property	3.4%	22.5%	29.3%	23.5%	12.2%	9.0%
B. Enforcement of mowing of weeds and grass on private property	3.4%	22.0%	32.0%	24.9%	8.6%	9.0%
C. Enforcement of sign regulations	4.6%	26.9%	35.2%	12.2%	4.6%	16.4%
D. Enforcement of graffiti regulations	5.6%	28.1%	31.8%	12.5%	3.7%	18.3%

WITHOUT DON'T KNOW

Q7. 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=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Enforcement of the clean-up of junk and debris on private property	3.8%	24.7%	32.3%	25.8%	13.4%
B. Enforcement of mowing of weeds and grass on private property	3.8%	24.2%	35.2%	27.4%	9.4%
C. Enforcement of sign regulations	5.6%	32.2%	42.1%	14.6%	5.6%
D. Enforcement of graffiti regulations	6.9%	34.4%	38.9%	15.3%	4.5%

Q8. Which TWO of the code enforcement services listed above do you think is MOST IMPORTANT for the City to provide?

Q8. Most Important	Number	Percent
Enforcement of the clean-up of junk and debris on private property	226	55.3 %
Enforcement of mowing of weeds and grass on private property	31	7.6 %
Enforcement of sign regulations	55	13.4 %
Enforcement of graffiti regulations	50	12.2 %
None chosen	47	11.5 %
Total	409	100.0 %

Q8. Which TWO of the code enforcement services listed above do you think is MOST IMPORTANT for the City to provide?

Q8. 2nd Most Important	Number	Percent
Enforcement of the clean-up of junk and debris on private property	67	16.4 %
Enforcement of mowing of weeds and grass on private property	148	36.2 %
Enforcement of sign regulations	54	13.2 %
Enforcement of graffiti regulations	83	20.3 %
None chosen	57	13.9 %
Total	409	100.0 %

Q8. The sum of the TWO of the code enforcement services listed above do you think is MOST IMPORTANT for the City to provide?

Q8. Sum of Top 2 Choices	Number	Percent
Enforcement of the clean-up of junk and debris on private property	293	71.6 %
Enforcement of mowing of weeds and grass on private property	179	43.8 %
Enforcement of graffiti regulations	133	32.5 %
Enforcement of sign regulations	109	26.7 %
Total	714	

Q9. Public 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=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of major City streets (non-TxDOT roadways)	4.2%	23.3%	26.5%	32.1%	10.0%	3.9%
B. Maintenance of streets in your neighborhood	9.3%	33.7%	23.2%	22.7%	8.8%	2.2%
C. Timing of traffic signals in the City	4.2%	33.5%	25.7%	23.7%	10.8%	2.2%
D. Mowing/trimming along City streets	6.8%	42.3%	28.1%	15.9%	3.2%	3.7%
E. Cleanliness of City streets and other public areas	7.8%	43.3%	29.1%	14.4%	2.9%	2.4%
F. Cleanliness of creeks and open channels	6.6%	31.3%	29.8%	19.8%	4.6%	7.8%
G. Condition of sidewalks in the City	4.2%	28.9%	32.0%	22.2%	9.0%	3.7%
H. Availability of bike lanes	7.1%	19.8%	32.8%	20.3%	7.1%	13.0%
I. The level of usefulness of City e-services such as internet payment	13.2%	30.8%	27.4%	4.6%	2.7%	21.3%
J. Reliability of Electric service	21.8%	46.5%	17.4%	3.2%	2.7%	8.6%
K. Adequacy of City street lighting	10.3%	40.3%	24.0%	17.1%	3.9%	4.4%

WITHOUT DON'T KNOW

Q9. Public 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=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Maintenance of major City streets (non-TxDOT roadways)	4.3%	24.2%	27.6%	33.4%	10.5%
B. Maintenance of streets in your neighborhood	9.5%	34.5%	23.8%	23.3%	9.0%
C. Timing of traffic signals in the City	4.3%	34.3%	26.3%	24.3%	11.0%
D. Mowing/trimming along City streets	7.1%	43.9%	29.2%	16.5%	3.3%
E. Cleanliness of City streets and other public areas	8.0%	44.4%	29.8%	14.8%	3.0%
F. Cleanliness of creeks and open channels	7.2%	34.0%	32.4%	21.5%	5.0%
G. Condition of sidewalks in the City	4.3%	29.9%	33.2%	23.1%	9.4%
H. Availability of bike lanes	8.1%	22.8%	37.6%	23.3%	8.1%
I. The level of usefulness of City e-services such as internet payment	16.8%	39.1%	34.8%	5.9%	3.4%
J. Reliability of Electric service	23.8%	50.8%	19.0%	3.5%	2.9%
K. Adequacy of City street lighting	10.7%	42.2%	25.1%	17.9%	4.1%

Q10. Which THREE of the public services listed above do you think are MOST IMPORTANT for the City to provide?

Q10. Most Important	Number	Percent
Maintenance of major City streets (non-TxDOT roadways)	174	42.5 %
Maintenance of streets in your neighborhood	27	6.6 %
Timing of traffic signals in the City	29	7.1 %
Mowing/trimming along City streets	9	2.2 %
Cleanliness of City streets and other public areas	15	3.7 %
Cleanliness of creeks and open channels	14	3.4 %
Condition of sidewalks in the City	6	1.5 %
Availability of bike lanes	12	2.9 %
The level of usefulness of City e-services such as internet payment	2	0.5 %
Reliability of Electric service	63	15.4 %
Adequacy of City street lighting	28	6.8 %
None chosen	30	7.3 %
Total	409	100.0 %

Q10. Which THREE of the public services listed above do you think are MOST IMPORTANT for the City to provide?

Q10. 2nd Most Important	Number	Percent
Maintenance of major City streets (non-TxDOT roadways)	61	14.9 %
Maintenance of streets in your neighborhood	54	13.2 %
Timing of traffic signals in the City	38	9.3 %
Mowing/trimming along City streets	14	3.4 %
Cleanliness of City streets and other public areas	63	15.4 %
Cleanliness of creeks and open channels	33	8.1 %
Condition of sidewalks in the City	28	6.8 %
Availability of bike lanes	12	2.9 %
The level of usefulness of City e-services such as internet payment	4	1.0 %
Reliability of Electric service	39	9.5 %
Adequacy of City street lighting	29	7.1 %
None chosen	34	8.3 %
Total	409	100.0 %

Q10. Which THREE of the public services listed above do you think are MOST IMPORTANT for the City to provide?

Q10. 3rd Most Important	Number	Percent
Maintenance of major City streets (non-TxDOT roadways)	33	8.1 %
Maintenance of streets in your neighborhood	34	8.3 %
Timing of traffic signals in the City	35	8.6 %
Mowing/trimming along City streets	17	4.2 %
Cleanliness of City streets and other public areas	59	14.4 %
Cleanliness of creeks and open channels	34	8.3 %
Condition of sidewalks in the City	40	9.8 %
Availability of bike lanes	20	4.9 %
The level of usefulness of City e-services such as internet payment	6	1.5 %
Reliability of Electric service	43	10.5 %
Adequacy of City street lighting	48	11.7 %
None chosen	40	9.8 %
Total	409	100.0 %

Q10. The sum of the THREE public services listed above do you think are MOST IMPORTANT for the City to provide?

Q10. Sum of Top 3 Choices	Number	Percent
Maintenance of major City streets (non-TxDOT roadways)	268	65.5 %
Reliability of Electric service	145	35.5 %
Cleanliness of City streets and other public areas	137	33.5 %
Maintenance of streets in your neighborhood	115	28.1 %
Adequacy of City street lighting	105	25.7 %
Timing of traffic signals in the City	102	24.9 %
Cleanliness of creeks and open channels	81	19.8 %
Condition of sidewalks in the City	74	18.1 %
Availability of bike lanes	44	10.8 %
Mowing/trimming along City streets	40	9.8 %
The level of usefulness of City e-services such as internet payment	12	2.9 %
Total	1123	

Q11. From which of the following sources do you currently get information about the City of San Marcos? (Check all that apply.)

Q11. Sources you currently get information	Number	Percent
City website (www.sanmarcostx.gov)	227	55.5 %
Enclosures in City utility bill	233	57.0 %
Local TV news	170	41.6 %
Neighborhood groups	94	23.0 %
Friends	213	52.1 %
San Marcos Daily Record	211	51.6 %
University Star Newspaper	57	13.9 %
Community Impact News	169	41.3 %
Local radio	30	7.3 %
City cable channel (Grande/Time Warner)	116	28.4 %
City social media outlets	94	23.0 %
Public meetings	53	13.0 %
Austin American Statesman	81	19.8 %
San Marcos Mercury	70	17.1 %
SMTX Magazine	49	12.0 %
Community organizations	48	11.7 %
San Marcos Corridor News	22	5.4 %
Mobile apps	34	8.3 %
Other	16	3.9 %
None chosen	10	2.4 %
Total	1997	

Q11. Other

Q11 Other
ACTIVITY CENTER
ACTIVITY CENTER
ACTIVITY CENTER
FACEBOOK
FACEBOOK
FACEBOOK
FACEBOOK PAGE
FAMILY
HILL COUNTRY RECORD
INTERNET
INTERNET
LIBRARY
OBSERVATION
SA FITNESS
UNIVERSITY POSTINGS
WORD OF MOUTH

Q12. Which of the following electronic sources of information are you currently using? (Check all that apply.)

Q12. Electronic sources of information are you currently using?	Number	Percent
Facebook	230	56.2 %
Twitter	58	14.2 %
YouTube	133	32.5 %
iPhone application	155	37.9 %
Android Applications	72	17.6 %
Land line	161	39.4 %
Text messages	264	64.5 %
The Internet (general use)	344	84.1 %
Other	17	4.2 %
None of above	29	7.1 %
Total	1463	

Q12. Other

Q12 Other
CELL PHONE
CELL PHONE
CELL PHONE
CELL PHONES
EMAIL
EMAIL
EMAIL
FRIENDS
LINKEDIN
LINKEDIN, INSTAGRAM
MOBILE PHONE
RADIO
TRAC FONE
TV
TV
TV, RADIO AM

Q13. Transparency. 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=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The availability of information about government operations	4.9%	26.8%	34.7%	16.3%	5.9%	11.3%
B. City efforts to keep residents informed about local issues	6.4%	30.3%	27.6%	22.0%	6.8%	6.8%
C. The level of public involvement in City decision-making	4.9%	17.8%	35.7%	20.0%	12.2%	9.3%
D. Usefulness of the information that is available on the City's Web site	6.1%	27.4%	38.4%	10.5%	2.4%	15.2%
E. How well the City listens and responds to the needs of citizens	3.9%	13.4%	34.2%	20.3%	14.2%	13.9%
F. The level of fiscal transparency	3.4%	15.4%	35.5%	15.6%	6.8%	23.2%

WITHOUT DON'T KNOW

Q13. Transparency. 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=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. The availability of information about government operations	5.6%	30.3%	39.2%	18.3%	6.7%
B. City efforts to keep residents informed about local issues	6.8%	32.5%	29.7%	23.6%	7.3%
C. The level of public involvement in City decision-making	5.4%	19.7%	39.4%	22.1%	13.5%
D. Usefulness of the information that is available on the City's Web site	7.2%	32.3%	45.2%	12.4%	2.9%
E. How well the City listens and responds to the needs of citizens	4.5%	15.6%	39.8%	23.6%	16.5%
F. The level of fiscal transparency	4.5%	20.1%	46.2%	20.4%	8.9%

Q14. Have you contacted the City of San Marcos during the past year?

Q14. Have you contacted the City during the past year?	Number	Percent
Yes	237	57.9 %
No	172	42.1 %
Total	409	100.0 %

Q14a. How would you describe the service you received?

Q14a. How would you describe the service you received?	Number	Percent
Excellent	55	23.2 %
Good	97	40.9 %
Fair	51	21.5 %
Poor	31	13.1 %
Don't know	3	1.3 %
Total	237	100.0 %

WITHOUT DON'T KNOW

Q14b. Using a 5-point scale where "5" means "Very Satisfied" and "1"means "Very Dissatisfied, " please rate your satisfaction with the City employees in the Department you contacted most recently with regard to the following:(Without "Don't Know")

(N=237)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
1. How easy they were to contact	23.8%	46.8%	20.4%	6.4%	2.6%
2. The way you were treated	26.8%	48.5%	14.5%	6.0%	4.3%
3. The accuracy of the information and the assistance you were given	23.8%	40.4%	19.1%	11.9%	4.7%
4. How quickly City staff responded to your request	22.1%	39.1%	17.9%	11.9%	8.9%
5. How well your issue was handled	23.8%	37.0%	15.3%	14.0%	9.8%

Q15. Solid Waste/Utility Services: Using a scale of 1 to 5, where "5" means "Very Satisfied" and "1" means "Very Dissatisfied," please rate your satisfaction with each of the following:

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Residential trash (garbage) collection services	34.2%	48.2%	7.6%	5.1%	0.7%	4.2%
B. Bulky item pick up/ removal services (old furniture, appliances)	18.1%	29.3%	22.2%	9.3%	3.4%	17.6%
C. Recycling services	33.0%	41.8%	12.2%	4.6%	2.7%	5.6%
D. Water services	27.9%	45.5%	11.5%	6.1%	3.9%	5.1%
E. Sewer services	27.1%	45.5%	13.2%	3.2%	2.9%	8.1%
F. Electric service	27.4%	45.7%	12.7%	3.4%	2.0%	8.8%
G. Utility Billing	28.6%	44.3%	13.9%	7.1%	2.2%	3.9%

WITHOUT DON'T KNOW

Q15. Solid Waste/Utility Services: Using a scale of 1 to 5, where "5" means "Very Satisfied" and "1" means "Very Dissatisfied," please rate your satisfaction with each of the following:(Without "Don't Know")

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Residential trash (garbage) collection services	35.7%	50.3%	7.9%	5.4%	0.8%
B. Bulky item pick up/removal services (old furniture, appliances)	22.0%	35.6%	27.0%	11.3%	4.2%
C. Recycling services	35.0%	44.3%	13.0%	4.9%	2.8%
D. Water services	29.4%	47.9%	12.1%	6.4%	4.1%
E. Sewer services	29.5%	49.5%	14.4%	3.5%	3.2%
F. Electric service	30.0%	50.1%	13.9%	3.8%	2.1%
G. Utility Billing	29.8%	46.1%	14.5%	7.4%	2.3%

Q16. Land Development: Using a five-point scale where "5" means Much Too Slow and "1" means Much Too Fast, please rate the City's current pace of development in each of the following areas.

(N=409)

	Much too Slow	Too Slow	Just Right	Too Fast	Much too Fast	Don't know
A. Office development	4.4%	15.2%	38.6%	6.6%	5.4%	29.8%
B. Industrial development	4.9%	25.4%	30.3%	7.1%	5.6%	26.7%
C. Multi-family residential development	3.7%	7.6%	14.4%	21.3%	41.6%	11.5%
D. Single-family residential development	18.3%	29.6%	23.2%	10.0%	7.3%	11.5%
E. Retail development	5.6%	18.8%	44.0%	9.3%	6.4%	15.9%

WITHOUT DON'T KNOW

Q16. Land Development: Using a five-point scale where "5" means Much Too Slow and "1" means Much Too Fast, please rate the City's current pace of development in each of the following areas. (Without "Don't Know")

(N=409)

	Much too Slow	Too Slow	Just Right	Too Fast	Much too Fast
A. Office development	6.3%	21.6%	55.1%	9.4%	7.7%
B. Industrial development	6.7%	34.7%	41.3%	9.7%	7.7%
C. Multi-family residential development	4.1%	8.6%	16.3%	24.0%	47.0%
D. Single-family residential development	20.7%	33.4%	26.2%	11.3%	8.3%
E. Retail development	6.7%	22.4%	52.3%	11.0%	7.6%

Q17. Expectations for Services. Using a scale from 1 to 5, where "5" means the level of service provided by the City "should be much higher" than it is now and "1" means it "should be much lower", please indicate how the level of service provided by the City should change in each of the areas listed below.

(N=409)

	Much Higher	A little Higher	Stay the Same	A little Lower	Much Lower	Don't know
A. Library Services	5.6%	21.8%	57.0%	1.0%	0.2%	14.4%
B. Law enforcement	7.6%	29.6%	43.5%	2.9%	2.0%	14.4%
C. Fire response	4.4%	18.6%	55.5%	0.7%	0.2%	20.5%
D. Emergency medical services	5.4%	21.0%	52.1%	0.2%	0.0%	21.3%
E. Parks and open space	13.2%	31.5%	42.3%	2.4%	0.5%	10.0%
F. Recreation activities	11.2%	31.1%	44.3%	1.7%	0.2%	11.5%
G. Maintenance of Infrastructure (streets, sidewalks)	32.5%	41.6%	20.0%	0.2%	0.7%	4.9%

WITHOUT DON'T KNOW

Q17. Expectations for Services. Using a scale from 1 to 5, where "5" means the level of service provided by the City "should be much higher" than it is now and "1" means it "should be much lower", please indicate how the level of service provided by the City should change in each of the areas listed below.(Without "Don't Know")

(N=409)

	Much Higher	A little Higher	Stay the Same	A little Lower	Much Lower
A. Library Services	6.6%	25.4%	66.6%	1.1%	0.3%
B. Law enforcement	8.9%	34.6%	50.9%	3.4%	2.3%
C. Fire response	5.5%	23.4%	69.8%	0.9%	0.3%
D. Emergency medical services	6.8%	26.7%	66.1%	0.3%	0.0%
E. Parks and open space	14.7%	35.1%	47.0%	2.7%	0.5%
F. Recreation activities	12.7%	35.1%	50.0%	1.9%	0.3%
G. Maintenance of Infrastructure (streets, sidewalks)	34.2%	43.7%	21.1%	0.3%	0.8%

Q18. What do you think are the THREE biggest issues San Marcos will face within the next FIVE years? (check up to three)

Q18. The THREE biggest issues San Marcos will face	Number	Percent
Traffic	309	75.6 %
Planning for rapid growth	233	57.0 %
Road repair/maintenance/expansion	145	35.5 %
Neighborhood Preservation	111	27.1 %
Taxes/property taxes/finances	95	23.2 %
Public schools	93	22.7 %
Environmental issues	85	20.8 %
Crime	82	20.0 %
Public transportation	59	14.4 %
Utility rates	59	14.4 %
Other	18	4.4 %
Total	1289	

Q18. Other

Q18 Other

ADEQUATE WATER SUPPLY
CODE ENFORCEMENT
CODE ENFORCEMENT
ECON DEVEL
ENFORCE SPEED LIMIT
FLOOD RAPID DEVEL
HIGH INCOME JOBS
INCREASE AGING POPULATION
INCREASE ENROLLMENT
JOB OPPT
LACK OF VISION
LACK OF WATER
NEED LOCAL TV STATIO
NEW WORLD ORDER
RELIABLE ELECTRICITY
SINGLE FAM HSG PRICE
WATER USAGE/RULES

Q19. Which of the following are the primary reasons you chose to live in San Marcos? (Check all that apply.)

Q19. The primary reasons you chose to live in San Marcos	Number	Percent
Location	283	69.2 %
Convenience	132	32.3 %
Affordability	156	38.1 %
Quality of life	179	43.8 %
I grew up here	75	18.3 %
Went to college here	112	27.4 %
Schools	35	8.6 %
It's a safe community	146	35.7 %
Good city services, such as police and fire	76	18.6 %
Parks and recreation programs	94	23.0 %
Friends/family are here	151	36.9 %
Entertainment opportunities	33	8.1 %
Business opportunities	54	13.2 %
I don't know	12	2.9 %
Total	1538	

Q20. Have you done any of the following during the past year? (Check all that apply.)

Q20. Have you done any of the following during the past year?	Number	Percent
Attended a City Council Meeting or other local public meeting	118	28.9 %
Watched a City Council Meeting or other local public meeting on cable or online	140	34.2 %
Volunteered with the City of San	80	19.6 %
Attended a City social event (concert series, art walk, library or parks classes, holiday event)	267	65.3 %
None of these	104	25.4 %
Total	709	

Q21. Are you familiar with the following programs offered by the City of San Marcos? (Check all that apply.)

Q21. Are you familiar with the following programs?	Number	Percent
San Marcos Citizens Fire Academy	76	18.6 %
San Marcos Citizens Police Academy	116	28.4 %
Keep San Marcos Beautiful	168	41.1 %
ACT (Achieving Community Together)	55	13.4 %
Parks and Recreation Youth Services	116	28.4 %
Parks and Recreation 50+ Programs	135	33.0 %
None of these	134	32.8 %
Total	800	

Q22. Strategic Initiatives: Using a scale from 1 to 5, where "5" means "Strongly Agree" and "1" means "Strongly Disagree", please rate your level of agreement with the following statements.

(N=409)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A. I have confidence in the City's finances	5.9%	28.0%	36.9%	12.0%	3.7%	13.5%
B. The City is ensuring that there is adequate long-term affordable water	7.6%	23.2%	29.6%	16.6%	6.6%	16.4%
C. The City is doing a good job of Beautification within the community	7.1%	38.1%	32.8%	14.4%	3.9%	3.7%
D. The City is doing a good job planning for current and future transportation and infrastructure needs	3.9%	16.1%	27.6%	26.4%	15.4%	10.5%
E. The City does a good job of protecting and maintaining the river, while providing for recreation on the river	10.8%	33.0%	27.6%	14.4%	9.3%	4.9%
F. The City is committed to the health and wellness of its citizens	7.1%	32.0%	36.9%	8.8%	4.4%	10.8%
G. The City is committed to economic development, a diversified job base, and more housing options to help grow the middle class	6.4%	18.8%	26.9%	26.7%	11.5%	9.8%

WITHOUT DON'T KNOW

Q22. Strategic Initiatives: Using a scale from 1 to 5, where "5" means "Strongly Agree" and "1" means "Strongly Disagree", please rate your level of agreement with the following statements. (Without "Don't Know")

(N=409)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. I have confidence in the City's finances	6.8%	32.4%	42.6%	13.9%	4.3%
B. The City is ensuring that there is adequate long-term affordable water	9.1%	27.8%	35.4%	19.9%	7.9%
C. The City is doing a good job of Beautification within the community	7.4%	39.6%	34.0%	15.0%	4.1%
D. The City is doing a good job planning for current and future transportation and infrastructure needs	4.4%	18.0%	30.9%	29.5%	17.2%
E. The City does a good job of protecting and maintaining the river, while providing for recreation on the river	11.3%	34.7%	29.0%	15.2%	9.8%
F. The City is committed to the health and wellness of its citizens	7.9%	35.9%	41.4%	9.9%	4.9%
G. The City is committed to economic development, a diversified job base, and more housing options to help grow the middle class	7.0%	20.9%	29.8%	29.5%	12.7%

Q23. City Investments: Using a scale from 1 to 5, where "5" means "Strongly Agree" and "1" means "Strongly Disagree", please rate your level of agreement with the following statements.

(N=409)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A. The City should invest tax dollars in social services funding (to help non-profit organizations)	12.2%	33.3%	26.2%	13.4%	8.1%	6.8%
B. The City should invest tax dollars in Downtown revitalization	11.5%	36.9%	29.6%	13.2%	4.2%	4.6%
C. The City should invest tax dollars to help create jobs	26.4%	41.6%	16.6%	6.4%	3.7%	5.4%

WITHOUT DON'T KNOW

Q23. City Investments: Using a scale from 1 to 5, where "5" means "Strongly Agree" and "1" means "Strongly Disagree", please rate your level of agreement with the following statements.(Without "Don't Know")

(N=409)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. The City should invest tax dollars in social services funding (to help non-profit organizations)	13.1%	35.7%	28.1%	14.4%	8.7%
B. The City should invest tax dollars in Downtown revitalization	12.1%	38.7%	31.0%	13.8%	4.4%
C. The City should invest tax dollars to help create jobs	27.9%	43.9%	17.6%	6.7%	3.9%

Q24. Do you work in the City of San Marcos?

Q24. Do you work in the City of San Marcos?	Number	Percent
Yes	188	46.0 %
No	221	54.0 %
Total	409	100.0 %

Q25. Approximately how many years have you lived in San Marcos?

Q25. how many years have you lived in San Marcos?	Number	Percent
Less than 5 years	57	13.9 %
5 - 9 years	68	16.6 %
10 - 19 years	86	21.0 %
20 - 29 years	82	20.0 %
30 years or more	116	28.4 %
Total	409	100.0 %

Q26. What is your age?

Q26. What is your age?	Number	Percent
Under 35	99	24.2 %
35 to 44	81	19.8 %
45 to 54	79	19.3 %
55 to 64	78	19.1 %
65+	72	17.6 %
Total	409	100.0 %

Q27. Do you have children living at home in the following age ranges? (Check all age ranges that apply.)

Q27. Children living at home in the following age ranges	Number	Percent
1=Under 6 years	65	15.9 %
2=6 to 12 years	68	16.6 %
3=13 to 18 years	61	14.9 %
4=No children	242	59.2 %
Total	436	

Q28. What is your gender?

Q28. What is your gender?	Number	Percent
Male	198	48.4 %
Female	211	51.6 %
Total	409	100.0 %

Q29. Are you of Hispanic, Latino, or other Spanish heritage?

Q29. Are you of Hispanic, Latino, or other Spanish heritage?	Number	Percent
Yes	157	38.4 %
No	243	59.4 %
Not provided	9	2.2 %
Total	409	100.0 %

Q30. Which of the following best describes your race/ethnicity? (Check all that apply.)

Q30. Best describes your race/ethnicity	Number	Percent
Asian/Pacific Islander	7	1.7 %
American Indian/Eskimo	4	1.0 %
Black/African American	21	5.1 %
White	268	65.5 %
Other	103	25.2 %
Not provided	17	4.2 %
Total	420	

Q31. Would you say your total annual household income is:

Q31. Would you say your total annual household income is:	Number	Percent
Under $25,000	61	14.9 %
$25,000 - $49,999	94	23.0 %
$50,000 - $74,999	76	18.6 %
$75,000 - $99,999	61	14.9 %
$100,000 - $124,999	36	8.8 %
$125,000 - $149,999	13	3.2 %
$150,000 - $199,999	20	4.9 %
$200,000 or more	14	3.4 %
Not provided	34	8.3 %
Total	409	100.0 %

Q32. Do you own or rent your home?

Q32. Do you own or rent your home?	Number	Percent
Own	298	72.9 %
Rent	106	25.9 %
Not provided	5	1.2 %
Total	409	100.0 %

Q33. Do you live in a single family home or an apartment/condominium?

Q33. Do you live in a single family home or an apartment/condominium?	Number	Percent
Single family home	327	80.0 %
Apartment/condominium	57	13.9 %
Other	17	4.2 %
Not provided	8	2.0 %
Total	409	100.0 %

Q33. Other

Q33 Other
DUPLEX
DUPLEX
DUPLEX
DUPLEX
DUPLEX
DUPLEX
DUPLEX
DUPLEX
DUPLEX
DUPLEX
DUPLEX
MANUFACTURED
MOBILE HOME
MOBILE HOME
SINGLE APT
TRAILER

Q34. Are you a current student at Texas State University-San Marcos?

Q34. Are you a current student at Texas State University-San Marcos?	Number	Percent
Yes	46	11.2 %
No	363	88.8 %
Total	409	100.0 %

Q35. What is the highest level of formal education you completed?

Q35. The highest level of formal education you completed?	Number	Percent
Less than high school	25	6.1 %
High school	75	18.3 %
Some college	83	20.3 %
Bachelor's degree (4 years of college)	86	21.0 %
Some graduate work	34	8.3 %
Graduate degree	103	25.2 %
Not provided	3	0.7 %
Total	409	100.0 %

Section 5:
Survey Instrument

OFFICE OF THE MAYOR

May 2015

Dear San Marcos City Resident:

Your input on the enclosed survey is extremely important. This is an opportunity for you to participate and engage with the City to help set community priorities, assess your satisfaction with service delivery, and identify areas of improvement. During the next few months, my council colleagues and I will be making decisions on 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 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) 393-8100. Thanks again for taking the time to better our community.

Respectfully,

Daniel Guerrero
Mayor

CITY HALL ● 630 EAST HOPKINS ● SAN MARCOS, TEXAS 78666 ● 512.393.8100 ● FACSIMILE 855.759.2844
SANMARCOSTX.GOV

2015 San Marcos Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to improve the quality of city services. If you have questions, please contact Kristi Wyatt at 512-393-8105.

1. <u>Overall Quality of City Services</u>: 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 San Marcos.

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	City parks and recreation programs	5	4	3	2	1	9
B.	City water and sewer services	5	4	3	2	1	9
C.	Emergency medical services	5	4	3	2	1	9
D.	Enforcement of city codes and ordinances	5	4	3	2	1	9
E.	Fire services	5	4	3	2	1	9
F.	Library services	5	4	3	2	1	9
G.	Mobility in the City	5	4	3	2	1	9
H.	Maintenance of city streets/sidewalks	5	4	3	2	1	9
I.	Management of stormwater runoff and flood prevention	5	4	3	2	1	9
J.	Municipal court services	5	4	3	2	1	9
K.	Police services	5	4	3	2	1	9
L.	Electric service	5	4	3	2	1	9
M.	Trash, recycling, and yard waste collection services	5	4	3	2	1	9
N.	City communication with the public	5	4	3	2	1	9
O.	Customer service provided by City employees	5	4	3	2	1	9
P.	City Clerk services (public information requests, passports, birth and death records)	5	4	3	2	1	9
Q.	Environmental Health services (Food Protection)	5	4	3	2	1	9
R.	Animal Services (Animal Control, Adoption Center)	5	4	3	2	1	9

2. Which FOUR of the services listed above do you think are MOST IMPORTANT for the City to provide?
[Write in the letters below using the letters from the list in Question 1 above.]

1st:____ 2nd:____ 3rd:____ 4th:____

3. <u>Public Safety</u>: 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
A.	In Downtown San Marcos	5	4	3	2	1	9
B.	In City parks	5	4	3	2	1	9
C.	In your neighborhood during the day	5	4	3	2	1	9
D.	In your neighborhood at night	5	4	3	2	1	9
E.	In commercial and retail areas	5	4	3	2	1	9
F.	Overall feeling of safety in San Marcos	5	4	3	2	1	9

4. **<u>Perceptions of the City</u>: 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
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	How well the City is planning for growth	5	4	3	2	1	9
C.	Overall quality of life in the City	5	4	3	2	1	9
D.	Availability of job opportunities	5	4	3	2	1	9
E.	Overall value you receive for City taxes and fees	5	4	3	2	1	9
F.	Overall quality of new development	5	4	3	2	1	9
G.	Appearance of residential property in the City	5	4	3	2	1	9
H.	Appearance of commercial property in the City	5	4	3	2	1	9
I.	Overall appearance of the City	5	4	3	2	1	9

5. **<u>Parks and Recreation</u>: 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
A.	Maintenance and appearance of existing City parks	5	4	3	2	1	9
B.	Number of City parks	5	4	3	2	1	9
C.	Walking and biking trails in the City	5	4	3	2	1	9
D.	Activity Center	5	4	3	2	1	9
E.	City swimming pools	5	4	3	2	1	9
F.	Quality of youth recreation programs	5	4	3	2	1	9
G.	Quality of adult recreation programs	5	4	3	2	1	9
H.	Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	5	4	3	2	1	9
I.	Mowing and trimming of public areas and greenspace	5	4	3	2	1	9

6. **Which THREE of the parks and recreation services listed above do you think are MOST IMPORTANT for the City to provide?** [Write in the letters below using the letters from the list in Question 5 above.]

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

7. **<u>Code Enforcement</u>: 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
A.	Enforcement of the clean-up of junk and debris on private property	5	4	3	2	1	9
B.	Enforcement of mowing of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcement of sign regulations	5	4	3	2	1	9
D.	Enforcement of graffiti regulations	5	4	3	2	1	9

8. **Which TWO of the <u>code enforcement</u> services listed above do you think is MOST IMPORTANT for the City to provide?** [Write in the letters below using the letters from the list in Question 7 above.]

1st:____ 2nd:____

9. <u>Public Services</u>: 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
A.	Maintenance of major City streets (non-TxDOT roadways)	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Timing of traffic signals in the City	5	4	3	2	1	9
D.	Mowing/trimming along City streets	5	4	3	2	1	9
E.	Cleanliness of City streets and other public areas	5	4	3	2	1	9
F.	Cleanliness of creeks and open channels	5	4	3	2	1	9
G.	Condition of sidewalks in the City	5	4	3	2	1	9
H.	Availability of bike lanes	5	4	3	2	1	9
I.	The level of usefulness of City e-services such as internet payment	5	4	3	2	1	9
J.	Reliability of Electric service	5	4	3	2	1	9
K.	Adequacy of City street lighting	5	4	3	2	1	9

10. Which THREE of the <u>public services</u> listed above do you think are MOST IMPORTANT for the City to provide? [Write in the letters below using the letters from the list in Question 9 above.]

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

11. From which of the following sources do you <u>currently</u> get information about the City of San Marcos? (Check all that apply.)

___(01) City website(www.sanmarcostx.gov)
___(02) Enclosures in City utility bill
___(03) Local TV news
___(04) Neighborhood groups
___(05) Friends
___(06) San Marcos Daily Record
___(07) University Star Newspaper
___(08) Community Impact News
___(09) Local radio
___(10) City cable channel (Grande/Time Warner)
___(11) City social media outlets
___(12) Public meetings
___(13) Austin American Statesman
___(14) San Marcos Mercury
___(15) SMTX Magazine
___(16) Community organizations
___(17) San Marcos Corridor News
___(18) Mobile apps
___(99) Other: _____

12. Which of the following electronic sources of information are you currently using? (Check all that apply.)

____(01) Facebook
____(02) Twitter
____(03) YouTube
____(04) iPhone application
____(05) Android Applications
___(06) Land Line
___(07) Text messages
___(08) The Internet (general use)
___(09) Other: _____
___(10) None of the above

13. <u>Transparency</u>. 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
A.	The availability of information about government operations	5	4	3	2	1	9
B.	City efforts to keep residents informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in City decision-making	5	4	3	2	1	9
D.	Usefulness of the information that is available on the City's Web site	5	4	3	2	1	9
E.	How well the City listens and responds to the needs of citizens	5	4	3	2	1	9
F.	The level of fiscal transparency	5	4	3	2	1	9

14. Have you contacted the City of San Marcos during the past year?
____(1) Yes [Answer Question 14a-b.] ____(2) No [Go to Question 15.]

14a. [Only if "YES" to Question 14.] **How would you describe the service you received?**
___(1) Excellent
___(2) Good
___(3) Fair
___(4) Poor
___(9) Don't know

14b. [Only if "YES" to Question 14.] **Using a 5-point scale where "5" means "Very Satisfied" and "1" means "Very Dissatisfied, " please rate your satisfaction with the City employees in the Department you contacted most recently with regard to the following:**

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

15. <u>Solid Waste/Utility Services</u>: 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
A.	Residential trash (garbage) collection services	5	4	3	2	1	9
B.	Bulky item pick up/removal services (old furniture, appliances)	5	4	3	2	1	9
C.	Recycling services	5	4	3	2	1	9
D.	Water services	5	4	3	2	1	9
E.	Sewer services	5	4	3	2	1	9
F.	Electric service	5	4	3	2	1	9
G.	Utility Billing	5	4	3	2	1	9

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

Type of Development		Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
A.	Office development	5	4	3	2	1	9
B.	Industrial development	5	4	3	2	1	9
C.	Multi-family residential development	5	4	3	2	1	9
D.	Single-family residential development	5	4	3	2	1	9
E.	Retail development	5	4	3	2	1	9

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

How should the level of service provided by the City in the following areas change:		Should Be Much Higher	Should Be A Little Higher	Should Stay the Same	Should Be A Little Lower	Should Be Much Lower	Don't Know
A.	Library Services	5	4	3	2	1	9
B.	Law enforcement	5	4	3	2	1	9
C.	Fire response	5	4	3	2	1	9
D.	Emergency medical services	5	4	3	2	1	9
E.	Parks and open space	5	4	3	2	1	9
F.	Recreation activities	5	4	3	2	1	9
G.	Maintenance of Infrastructure (streets, sidewalks)	5	4	3	2	1	9

18. What do you think are the THREE biggest issues San Marcos will face within the next FIVE years?
(check up to three)

____(01) Traffic
____(02) Planning for rapid growth
____(03) Public Schools
____(04) Road repair/maintenance/expansion
____(05) Taxes/property taxes/finances
____(06) Public transportation
____(07) Crime
____(08) Environmental Issues
____(09) Utility Rates
____(10) Neighborhood Preservation
____(11) Other_____
____(99) Don't know

19. Which of the following are the primary reasons you chose to live in San Marcos? (Check all that apply.)

____(01) Location
____(02) Convenience
____(03) Affordability
____(04) Quality of Life
____(05) I grew up here
____(06) I went to college here
____(07) Schools
____(08) It's a safe community
____(09) Good city services, such as police and fire
____(10) Parks and recreation programs
____(11) Friends/family are here
____(12) Entertainment opportunities
____(13) Business opportunities
____(99) I don't know

20. Have you done any of the following during the past year? (Check all that apply.)

____(1) Attended a City Council Meeting or other local public meeting
____(2) Watched a City Council Meeting or other local public meeting on cable or online
____(3) Volunteered with the City of San Marcos
____(4) Attended a City social event (concert series, art walk, library or parks classes, holiday event)
____(5) None of these

21. Are you familiar with the following programs offered by the City of San Marcos? (Check all that apply.)

____(1) San Marcos Citizens Fire Academy
____(2) San Marcos Citizens Police Academy
____(3) Keep San Marcos Beautiful
____(4) ACT (Achieving Community Together)
____(5) Parks and Recreation Youth Services
____(6) Parks and Recreation 50+ Programs
____(7) None of these

22. <u>Strategic Initiatives</u>: Using a scale from 1 to 5, where "5" means "Strongly Agree" and "1" means "Strongly Disagree", please rate your level of agreement with the following statements.

Rate Your Agreement with the Following Statements		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A.	I have confidence in the City's finances	5	4	3	2	1	9
B.	The City is ensuring that there is adequate long-term affordable water	5	4	3	2	1	9
C.	The City is doing a good job of beautification within the community	5	4	3	2	1	9
D.	The City is doing a good job planning for current and future transportation and infrastructure needs	5	4	3	2	1	9
E.	The City does a good job of protecting and maintaining the river, while providing for recreation on the river	5	4	3	2	1	9
F.	The City is committed to the health and wellness of its citizens	5	4	3	2	1	9
G.	The City is committed to economic development, a diversified job base, and more housing options to help grow the middle class	5	4	3	2	1	9

23. <u>City Investments</u>: Using a scale from 1 to 5, where "5" means "Strongly Agree" and "1" means "Strongly Disagree", please rate your level of agreement with the following statements.

Rate Your Agreement with the Following Statements		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A.	The City should invest tax dollars in social services funding (to help non-profit organizations)	5	4	3	2	1	9
B.	The City should invest tax dollars in Downtown revitalization	5	4	3	2	1	9
C.	The City should invest tax dollars to help create jobs	5	4	3	2	1	9

24. Do you work in the City of San Marcos?
____(1) Yes
____(2) No

25. Approximately how many years have you lived in San Marcos?
____(1) Less than 5 years
____(2) 5-9 years
____(3) 10-19 years
____(4) 20-29 years
____(5) 30 years or more
____(9) Don't know

26. What is your age? _____ years

27. Do you have children living at home in the following age ranges? (Check all age ranges that apply.)
____(1) under 6 years
____(2) 6 to 12 years
____(3) 13 to 18 years
____(4) No children

28. What is your gender? ___(1) Male ___(2) Female

29. Are you of Hispanic, Latino, or other Spanish heritage? ___(1) Yes ___(2) No

30. Which of the following best describes your race/ethnicity? (Check all that apply.)
____(1) Asian/Pacific Islander
____(2) American Indian/Eskimo
____(3) Black/African American
____(4) White
____(5) Other: _____

31. Would you say your total annual household income is:
____(1) Under $25,000
____(2) $25,000 to $49,999
____(3) $50,000 to $74.999
____(4) $75,000 to $99,999
____(5) $100,000 to $124,999
____(6) $125,000 to $149,999
____(7) $150,000 to $199,999
____(8) $200,000 or more

32. Do you own or rent your home? ___(1) own ___(2) rent

33. Do you live in a single family home or an apartment/condominium?
___(1) single family home
___(2) apartment/condominium
___(3) other: _____

34. Are you a current student at Texas State University-San Marcos?
___(1) Yes ___(2) No

35. What is the highest level of formal education you completed?
___(1) Less than high school
___(2) High school
___(3) Some college
____(4) Bachelor's degree (4 years of college)
____(5) Some graduate work
____(6) Graduate degree

OPTIONAL: If you have any specific suggestions to improve the quality of city services, please write them in the space provided below.

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed 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