



2023 Pflugerville Resident Satisfaction Survey Findings Report

Presented to the City of Pflugerville,
Texas

May 2023



ETC
INSTITUTE

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Executive Summary

2023 Pflugerville Resident Satisfaction Survey Executive Summary



Purpose

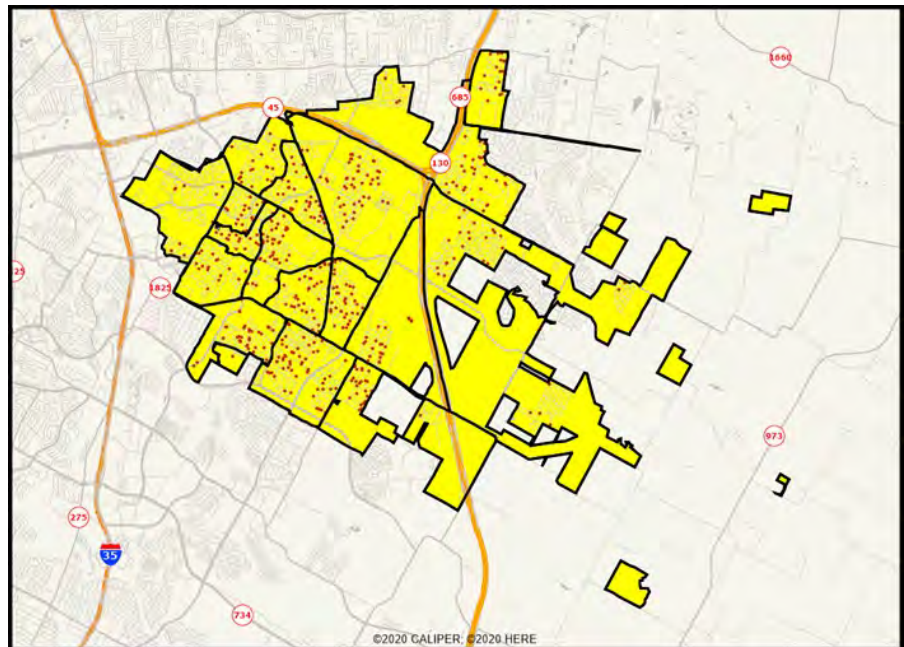
ETC Institute administered a survey to residents of the City of Pflugerville during the spring of 2023. The purpose of the survey was to allow residents the opportunity to tell City leadership how they are doing, where to invest tax dollars, rate the levels of service the City provides, and provide input on key decisions for the City.

Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the City of Pflugerville. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address; this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent text messages to the households that received the survey to encourage participation. The texts contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Pflugerville from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 500 residents. This goal was met, with a total of 518 residents completing the survey. The overall results for the sample of 518 households have a precision of at least +/-4.3% at the 95% level of confidence. The map to the right shows the location of all survey respondents.



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The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Pflugerville with the results from other communities in ETC Institute’s *DirectionFinder*® database. 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 for administering the survey and major findings,
- charts showing the overall results for most questions on the survey,
- trends from the 2021 and 2015 surveys,
- benchmarking data that show how the results for Pflugerville compare to other communities nationally and state-wide,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Major Findings

How Pflugerville Rates with Residents. Eighty-three percent (83%) of the residents surveyed who had an opinion rated the City as an “excellent” or “good” place to live; 78% rated it highly as a place to raise children, and 51% rated the City highly as a place to retire.

Perceptions of the City. Two-thirds (66%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of life in their City; 59% were satisfied with the reputation of their City, and 51% were satisfied with the quality of City government services.

Satisfaction with City services. Eighty-three percent (83%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of fire services; 79% were satisfied with the quality of the Pflugerville Public Library, and 78% were satisfied with the quality of trash and recycling services.

Services Residents Indicated Should Receive the Most Emphasis Over the Next Two Years. The areas that residents thought should receive the most emphasis from the City of Pflugerville over the next two years were: (1) the flow of traffic and congestion management, (2) the maintenance of city streets, drainage and sidewalks, and (3) the quality of parks and trails.

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Police Services. Sixty-four percent (64%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with how quickly police respond to emergencies; 53% were satisfied with the overall visibility of police in neighborhoods, and 51% were satisfied with community engagement efforts.

Overall Feeling of Safety. Ninety-three percent (93%) of the residents who had an opinion felt safe (rating of 4 or 5 on a 5-point scale) walking in their neighborhood during the day; 72% felt safe walking in their neighborhood after dark, and 71% felt safe walking in downtown Pflugerville.

Fire Services. Eighty-two percent (82%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with how quickly fire personnel respond, and 70% were satisfied with how quickly EMS and ambulance services respond.

Parks and Recreation Services. Seventy-four percent (74%) of the residents who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of local parks; 73% were satisfied with the proximity of parks to their neighborhood, and 71% were satisfied with the number of walking and biking trails.

City Maintenance Services. Seventy-one percent (71%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the condition of street signs and traffic signals; 63% were satisfied with the condition of street drainage/water drainage, and 60% were satisfied with the cleanliness of streets and other public areas.

City Special Events. Sixty-two percent (62%) of residents surveyed, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with outdoor City events and festivals, and 61% were satisfied with the management of City events.

Library Services. Eighty-six percent (86%) of residents surveyed, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance and appearance of the City library; 79% were satisfied with hours of operation, 79% were satisfied with the location of the library, and 74% were satisfied with the quality of library digital and online resources.

Animal Welfare Services. Sixty percent (60%) of residents surveyed, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the physical and emotional handling of animals in the care of the City, and 54% were satisfied with the ease of the pet adoption process.

Utility Services. Eighty-two percent (82%) of residents surveyed, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash/curbside recycling collection; 72% were satisfied with wastewater service, and 65% were satisfied with water service.

Public Information Services. Fifty-three percent (53%) of residents surveyed, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the clarity of information and messaging from the City, and quality of the City website, and 52% were satisfied with the quality of the City website.

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Additional Findings

- The majority of residents find out information about the City of Pflugerville through Community Impact newsletter (69%) or the City website (62%).
- The most used facilities in Pflugerville are Downtown Pflugerville, Pflugerville's trail system, Lake Pflugerville, and Pflugerville outdoor festivals or special events.
- More than one-third (35%) of respondents indicated they have called the City of Pflugerville or approached a city employee with a question, problem or complaint during the past year.
 - Overall, respondents were satisfied with City Employee interactions. Respondents were most satisfied with the courteousness of staff, the ease of contacting staff, and their overall interaction with City employees.
- Nearly all (97%) of residents surveyed, who had an opinion, indicated traffic management/traffic signal timing was most important (rating of 3 or 4 on a 4-point scale) for the City to invest in; 94% thought new roads/road widening was most important, and 92% thought water and wastewater for the future was most important for the City to invest in. These same items were respondents' top three choices for improvements that should receive the most emphasis over the next two years.

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How the City of Pflugerville Compares to Communities in the State of Texas

The City of Pflugerville rated the same as or higher than the Texas average in 36 of the 55 areas that were assessed. The City rated significantly higher than the Texas average (5% or more above) in 25 of these areas. A table comparing Pflugerville to the Texas average is shown below.

Service	Pflugerville	Texas	Difference	Category
As a place to live	83%	45%	38%	Overall Ratings of the City
Quality of trash and recycling services	78%	47%	31%	Overall City Services
Quality of police services	73%	45%	28%	Overall City Services
Quality of the Public Library	79%	52%	27%	Overall City Services
Quality of customer service	56%	30%	26%	Overall City Services
Wastewater service	72%	48%	24%	City Utility Services
Effectiveness of communication by the city	52%	29%	23%	Overall City Services
As a place to raise children	78%	55%	23%	Overall Ratings of the City
Condition of street drainage/water drainage	63%	42%	21%	City Maintenance
Feeling of safety on city trails/in city parks	65%	45%	20%	Overall Feeling of Safety
Maintenance of streets, drainage & sidewalks	45%	26%	19%	Overall City Services
Water service	65%	47%	18%	City Utility Services
Recycle Center/Household waste disposal	64%	48%	16%	City Utility Services
Reputation of the City	59%	43%	16%	Overall Perceptions of the City
Quality of fire services	83%	67%	16%	Overall City Services
Feeling of safety in neighborhoods after dark	72%	56%	16%	Overall Feeling of Safety
Feeling of safety in downtown	71%	56%	15%	Overall Feeling of Safety
How quickly fire personnel respond	82%	67%	15%	Fire Services
How quickly police respond to emergencies	64%	51%	13%	Police Services
Feeling of safety in neighborhoods during the day	93%	81%	12%	Overall Feeling of Safety
Residential trash & curbside recycling collection	82%	71%	11%	City Utility Services
Curbside bulk item pick up/removal	63%	52%	11%	City Utility Services
Overall value received for tax dollars	40%	30%	10%	Overall Perceptions of the City
Visibility of police in neighborhoods	53%	46%	7%	Police Services
How quickly EMS/ambulance services respond	70%	63%	7%	Fire Services
Quality of animal welfare services/animal shelter	56%	52%	4%	Overall City Services
Quality of City website	52%	48%	4%	Public Information Services
Appearance of the community	50%	47%	3%	Overall Perceptions of the City
Quality of EMS & ambulance services	66%	63%	3%	Overall City Services
Cleanliness of streets & other public areas	60%	57%	3%	City Maintenance
Enforcement of local traffic laws	49%	46%	3%	Police Services
Condition of street signs and traffic signals	71%	70%	1%	City Maintenance
Limb/yard waste collection services	55%	54%	1%	City Utility Services
Quality of city government services	51%	51%	0%	Overall Perceptions of the City
Efforts to prevent crime	45%	45%	0%	Police Services
Feeling of safety in retail/shopping areas	67%	67%	0%	Overall Feeling of Safety
Responsiveness to requests on social media accounts	45%	47%	-2%	Public Information Services
Visibility of police in commercial/retail areas	48%	50%	-2%	Police Services
Efforts to keep you informed about local issues	47%	49%	-2%	Public Information Services
As a place to work	49%	52%	-3%	Overall Ratings of the City
Timeliness of information provided	49%	53%	-4%	Public Information Services
As a place to retire	51%	56%	-5%	Overall Ratings of the City
Condition of sidewalks in your neighborhood	48%	53%	-5%	City Maintenance
Condition of streets in your neighborhood	49%	55%	-6%	City Maintenance
Availability of information about local government	50%	57%	-7%	Public Information Services
Flow of traffic/congestion mgmt. on streets	24%	32%	-8%	Overall City Services
Condition of major streets	47%	55%	-8%	City Maintenance
Mowing/tree trimming along streets/public areas	52%	61%	-9%	City Maintenance
How well community is planning growth	30%	43%	-13%	Overall Perceptions of the City
Cleanup of junk/debris on private property	40%	53%	-13%	Code Compliance
Adequacy of street lighting	48%	64%	-16%	City Maintenance
Mowing/cutting of weeds/grass on private property	38%	54%	-16%	Code Compliance
As a place to visit	40%	57%	-17%	Overall Ratings of the City
Sign regulations and bandit sign pickup	39%	57%	-18%	Code Compliance
Quality of downtown	32%	56%	-24%	Overall Perceptions of the City

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How the City of Pflugerville Compares to the National Average

The City of Pflugerville rated the same as or higher than the national average in 35 of the 55 areas that were assessed. The City **rated significantly higher than the national average (5% or more above) in 27 of these areas.** A table comparing Pflugerville to the national average is shown below.

Service	Pflugerville	U.S.	Difference	Category
As a place to live	83%	50%	33%	Overall Ratings of the City
Quality of trash and recycling services	78%	57%	21%	Overall City Services
Recycle Center/Household waste disposal	64%	46%	18%	City Utility Services
Quality of police services	73%	55%	18%	Overall City Services
Wastewater service	72%	55%	17%	City Utility Services
As a place to raise children	78%	62%	16%	Overall Ratings of the City
Curbside bulk item pick up/removal	63%	47%	16%	City Utility Services
Quality of customer service	56%	41%	15%	Overall City Services
Feeling of safety in downtown	71%	56%	15%	Overall Feeling of Safety
Effectiveness of communication by the city	52%	38%	14%	Overall City Services
Quality of the Public Library	79%	66%	13%	Overall City Services
Residential trash & curbside recycling collection	82%	69%	13%	City Utility Services
Condition of street drainage/water drainage	63%	51%	12%	City Maintenance
Water service	65%	54%	11%	City Utility Services
Feeling of safety in neighborhoods during the day	93%	83%	10%	Overall Feeling of Safety
Quality of City website	52%	43%	9%	Public Information Services
Feeling of safety in neighborhoods after dark	72%	63%	9%	Overall Feeling of Safety
Feeling of safety on city trails/in city parks	65%	56%	9%	Overall Feeling of Safety
How quickly fire personnel respond	82%	73%	9%	Fire Services
Quality of animal welfare services/animal shelter	56%	50%	6%	Overall City Services
How quickly police respond to emergencies	64%	58%	6%	Police Services
Overall value received for tax dollars	40%	34%	6%	Overall Perceptions of the City
Condition of street signs and traffic signals	71%	65%	6%	City Maintenance
Timeliness of information provided	49%	44%	5%	Public Information Services
Responsiveness to requests on social media accounts	45%	40%	5%	Public Information Services
Quality of fire services	83%	78%	5%	Overall City Services
Cleanliness of streets & other public areas	60%	55%	5%	City Maintenance
Maintenance of streets, drainage & sidewalks	45%	41%	4%	Overall City Services
Reputation of the City	59%	55%	4%	Overall Perceptions of the City
Efforts to keep you informed about local issues	47%	44%	3%	Public Information Services
Availability of information about local government	50%	48%	2%	Public Information Services
Feeling of safety in retail/shopping areas	67%	66%	1%	Overall Feeling of Safety
Quality of city government services	51%	51%	0%	Overall Perceptions of the City
Condition of sidewalks in your neighborhood	48%	48%	0%	City Maintenance
Limb/yard waste collection services	55%	55%	0%	City Utility Services
As a place to retire	51%	52%	-1%	Overall Ratings of the City
Visibility of police in neighborhoods	53%	55%	-2%	Police Services
Enforcement of local traffic laws	49%	51%	-2%	Police Services
How quickly EMS/ambulance services respond	70%	72%	-2%	Fire Services
Condition of streets in your neighborhood	49%	51%	-2%	City Maintenance
Visibility of police in commercial/retail areas	48%	52%	-4%	Police Services
Condition of major streets	47%	51%	-4%	City Maintenance
Mowing/tree trimming along streets/public areas	52%	57%	-5%	City Maintenance
Efforts to prevent crime	45%	50%	-5%	Police Services
Quality of EMS & ambulance services	66%	72%	-6%	Overall City Services
Cleanup of junk/debris on private property	40%	46%	-6%	Code Compliance
Appearance of the community	50%	56%	-6%	Overall Perceptions of the City
Sign regulations and bandit sign pickup	39%	47%	-8%	Code Compliance
As a place to work	49%	58%	-9%	Overall Ratings of the City
Mowing/cutting of weeds/grass on private property	38%	47%	-9%	Code Compliance
How well community is planning growth	30%	40%	-10%	Overall Perceptions of the City
Adequacy of street lighting	48%	60%	-12%	City Maintenance
Quality of downtown	32%	49%	-17%	Overall Perceptions of the City
As a place to visit	40%	58%	-18%	Overall Ratings of the City
Flow of traffic/congestion mgmt. on streets	24%	47%	-23%	Overall City Services

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Investment Priorities

Recommended Priorities for the Next Two years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance 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. If the City wants to improve its overall satisfaction rating, it should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

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

- Flow of traffic and congestion management on streets (I-S Rating = 0.5547)
- Maintenance of City streets, drainage and sidewalks (I-S Rating = 0.3354)

The table on the following page shows the Importance-Satisfaction rating for all 15 major City services that were rated.

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2023 Importance-Satisfaction Rating

City of Pflugerville, Texas

Major Categories of City Services

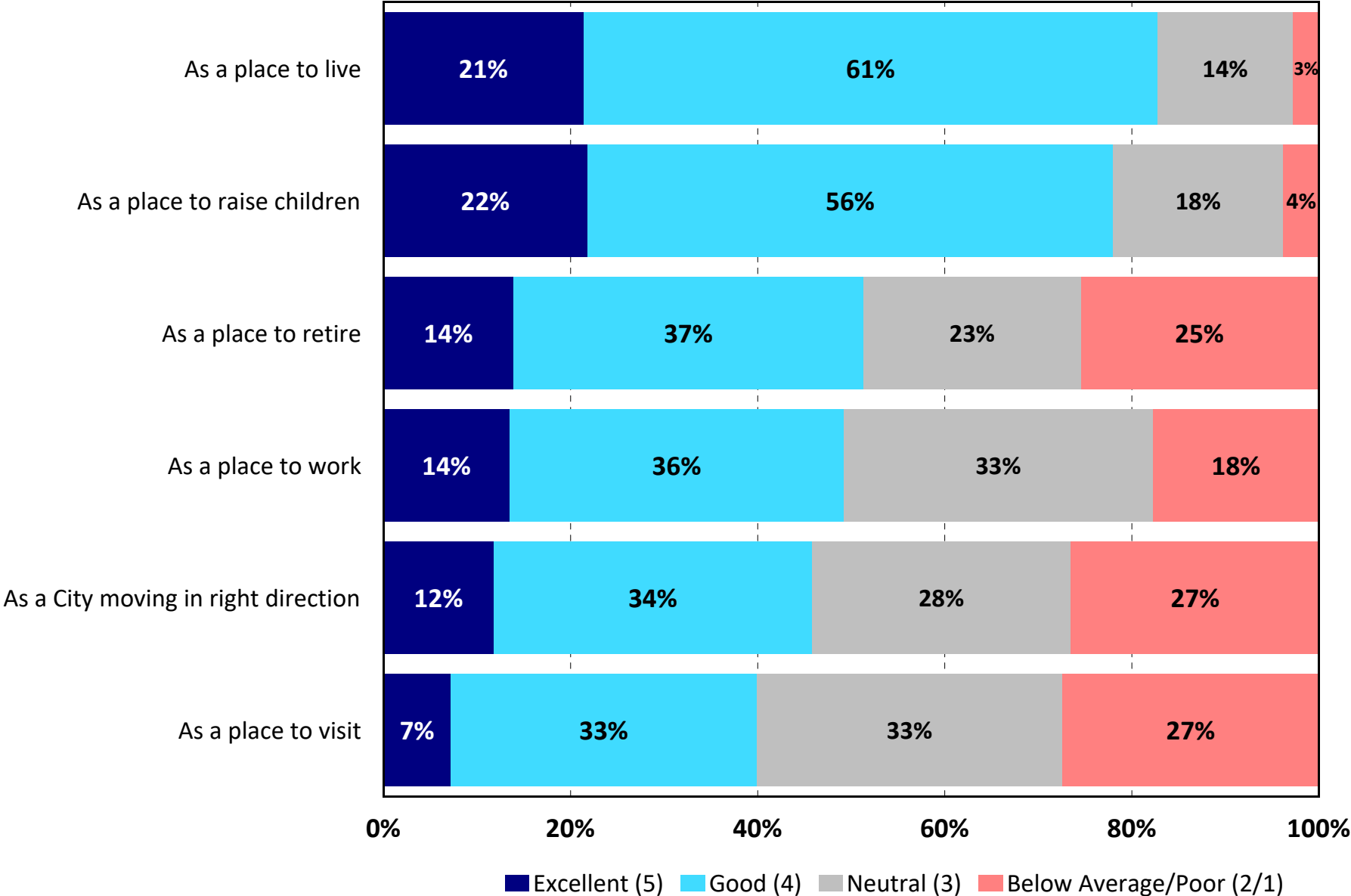
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Flow of traffic & congestion management on streets	73%	1	24%	15	0.5547	1
Maintenance of City streets, drainage & sidewalks	61%	2	45%	13	0.3354	2
Medium Priority (IS <.10)						
Quality of water & wastewater services	24%	4	63%	8	0.0881	3
Effectiveness of communication by the City	15%	7	52%	12	0.0728	4
Quality of recreation programs & facilities	15%	8	52%	11	0.0696	5
Quality of EMS & ambulance services	19%	6	66%	6	0.0662	6
Quality of police service	20%	5	73%	5	0.0551	7
Quality of parks and trails	24%	3	78%	4	0.0528	8
Quality of animal welfare services/animal shelter	6%	11	56%	9	0.0272	9
Quality of trash & recycling services	9%	9	78%	3	0.0202	10
Quality of customer service provided by City	4%	13	56%	10	0.0191	11
Quality of utility billing	5%	12	64%	7	0.0189	12
Quality of fire services	6%	10	83%	1	0.0111	13
Quality of Pflugerville Public Library	4%	14	79%	2	0.0087	14
Quality of municipal court services	1%	15	45%	14	0.0033	15



Charts and Graphs

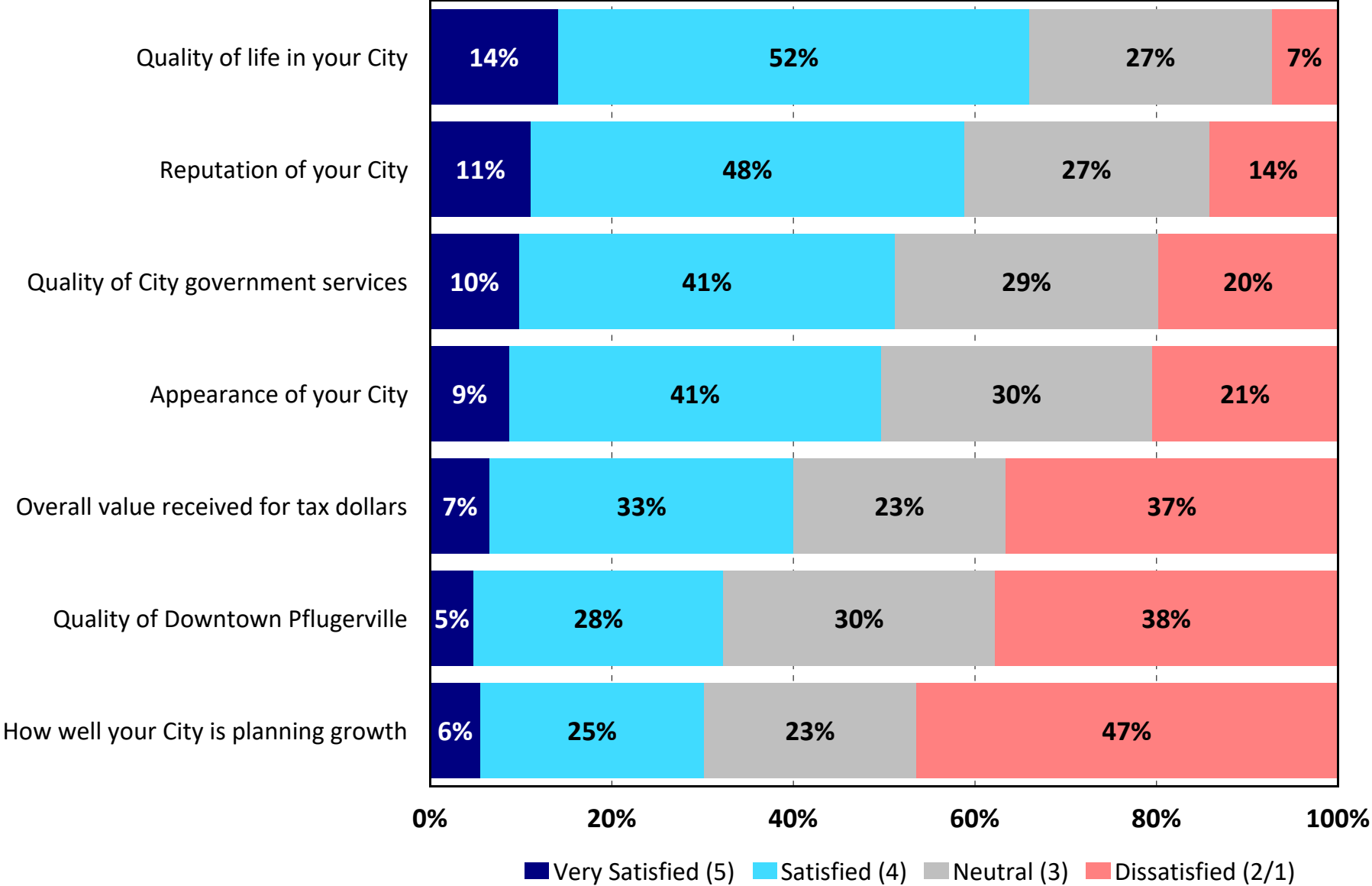
Q1. Overall Ratings of Pflugerville

by percentage of respondents (excluding "don't know")



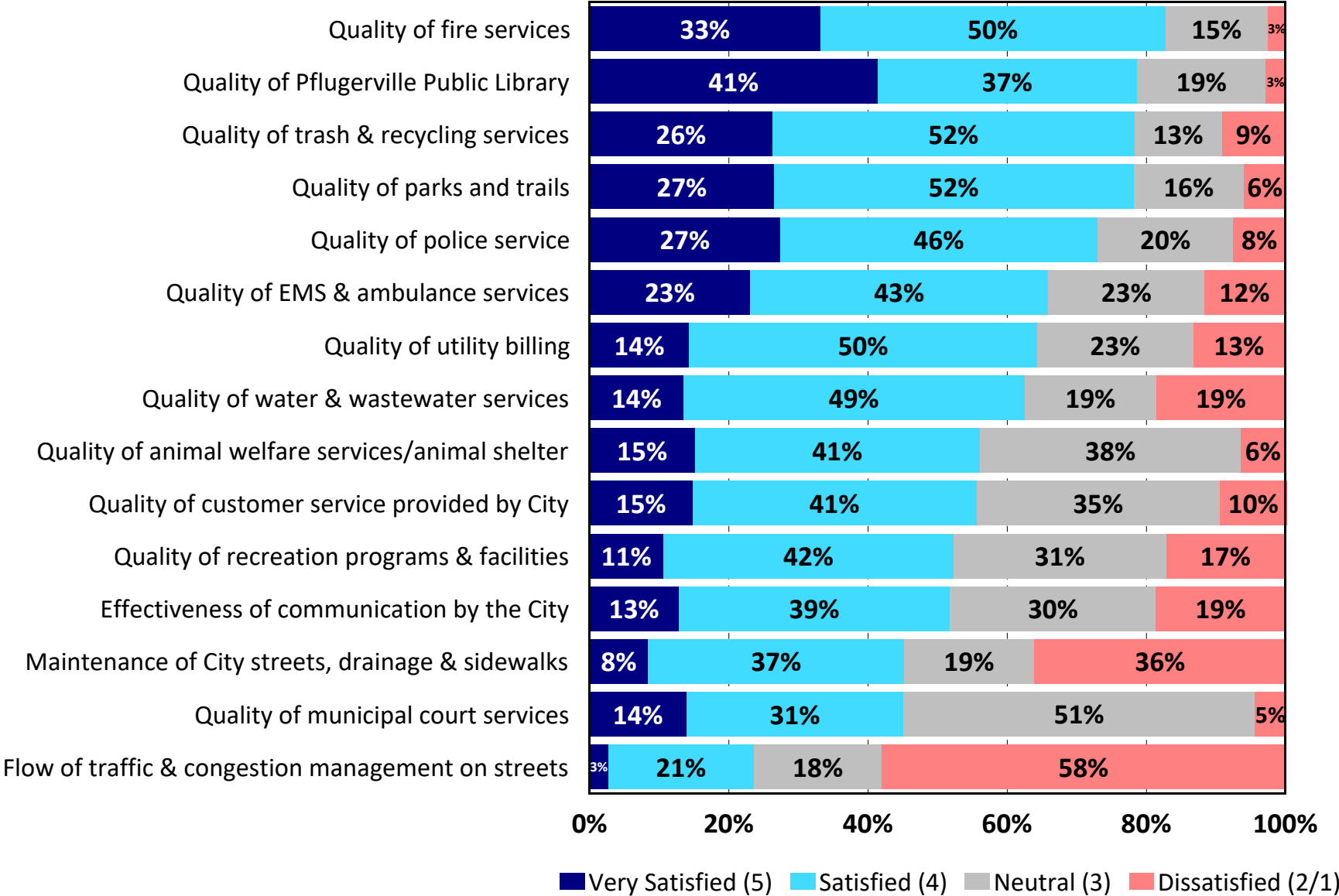
Q2. Overall Satisfaction with Perceptions of Pflugerville

by percentage of respondents (excluding "don't know")



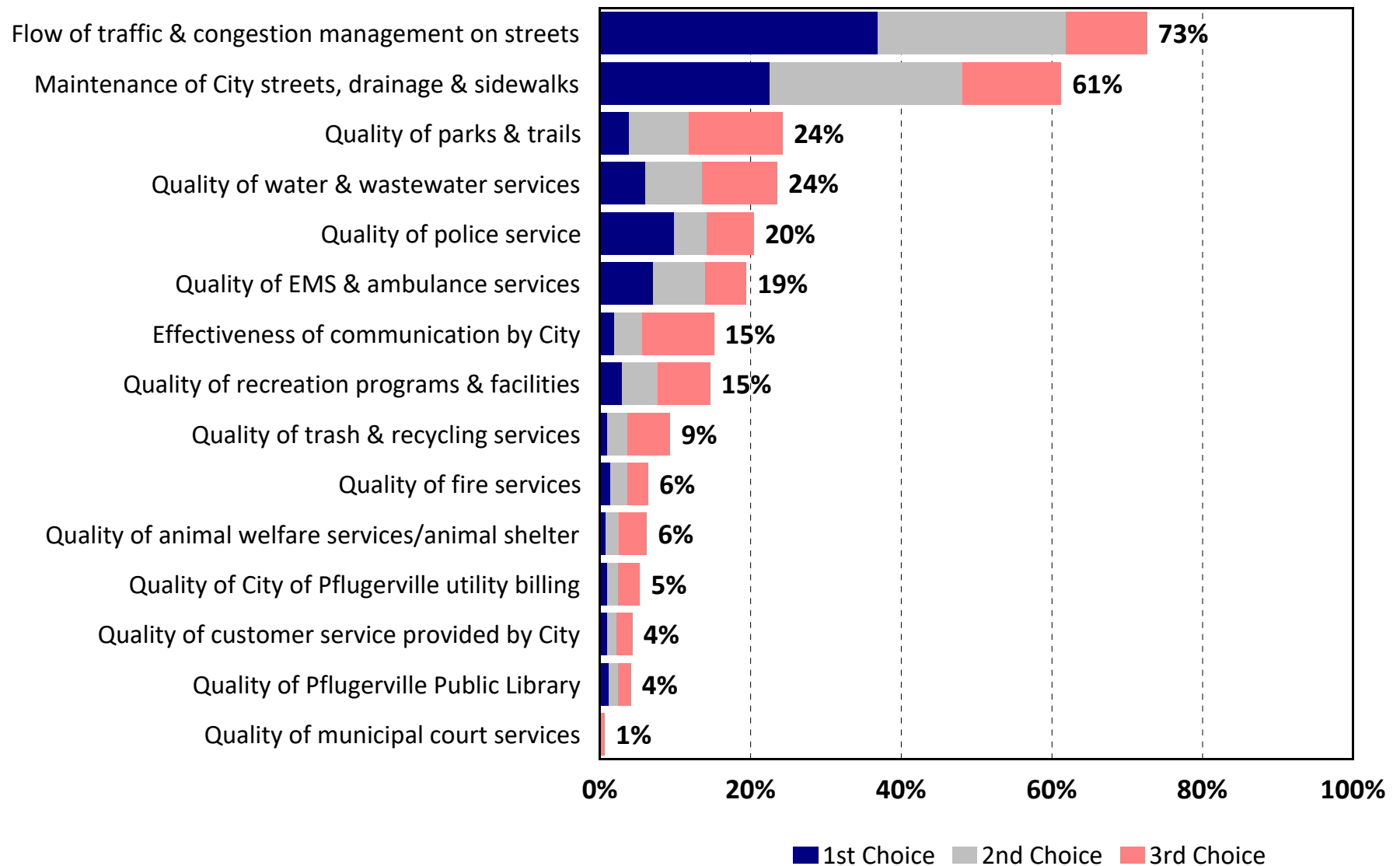
Q3. Overall Satisfaction with City Services

by percentage of respondents (excluding "don't know")



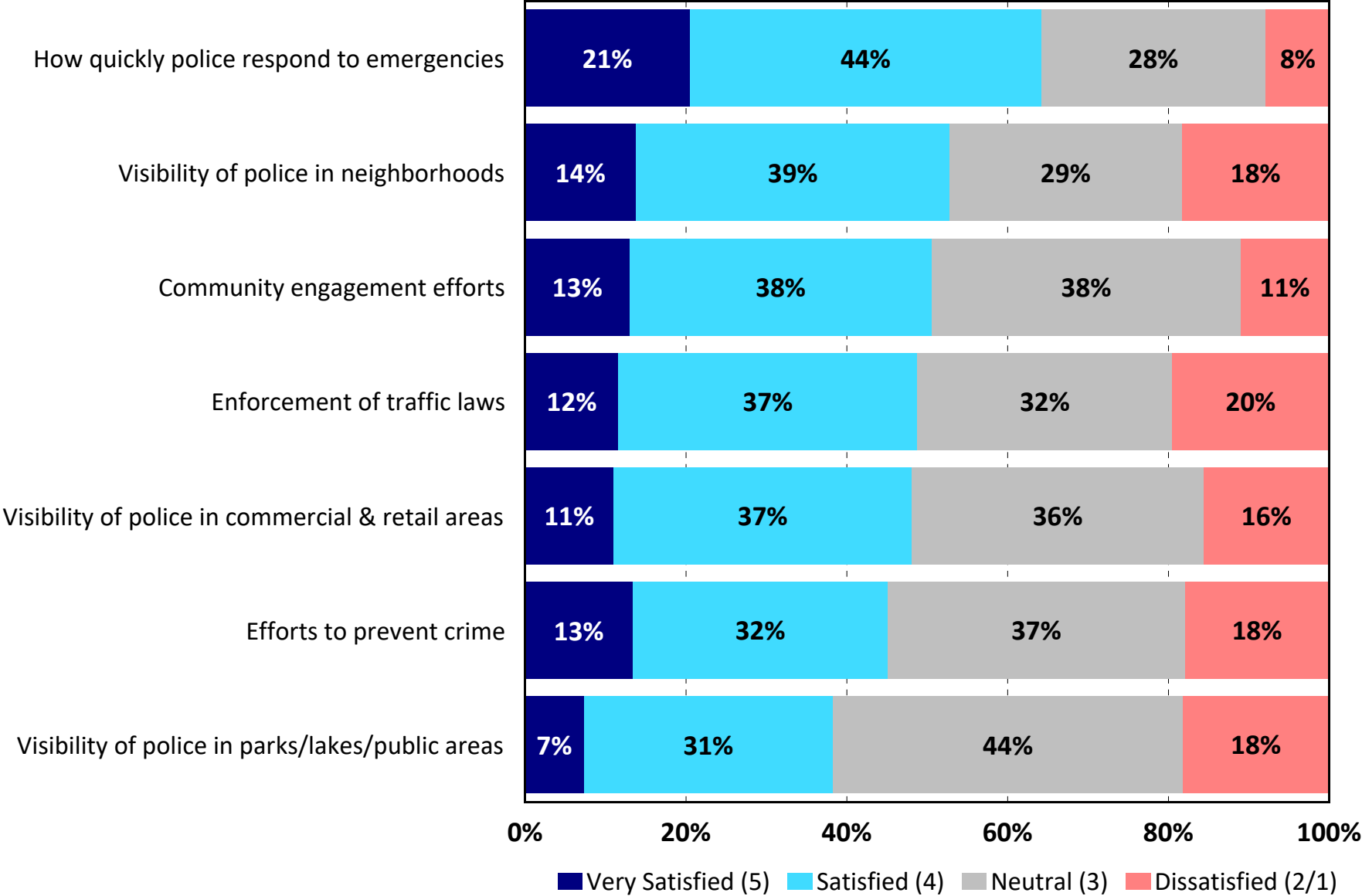
Q4. City Services That Should Receive the Most Emphasis Over the Next Two Years

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



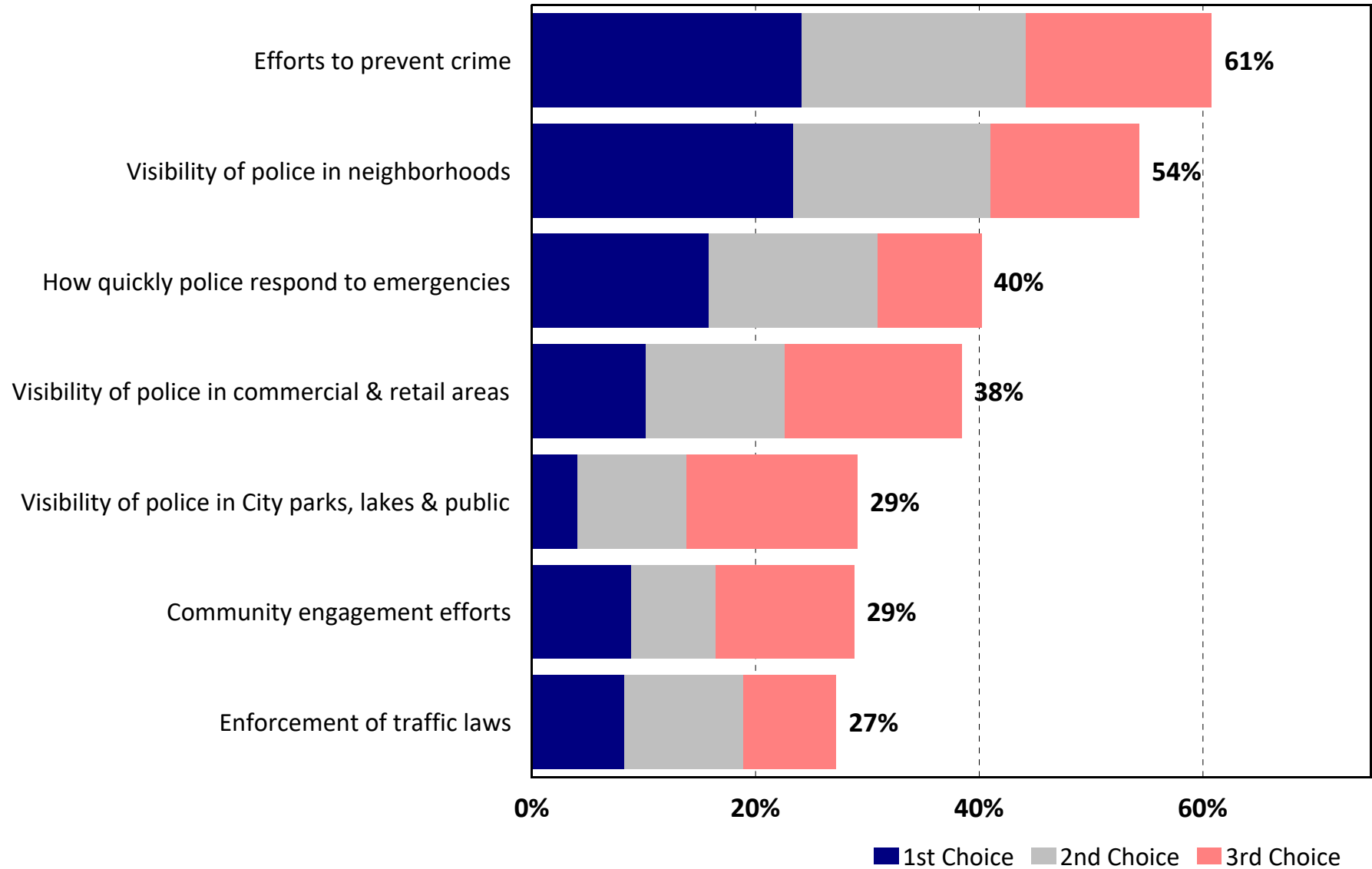
Q5. Overall Satisfaction with Police Services

by percentage of respondents (excluding "don't know")



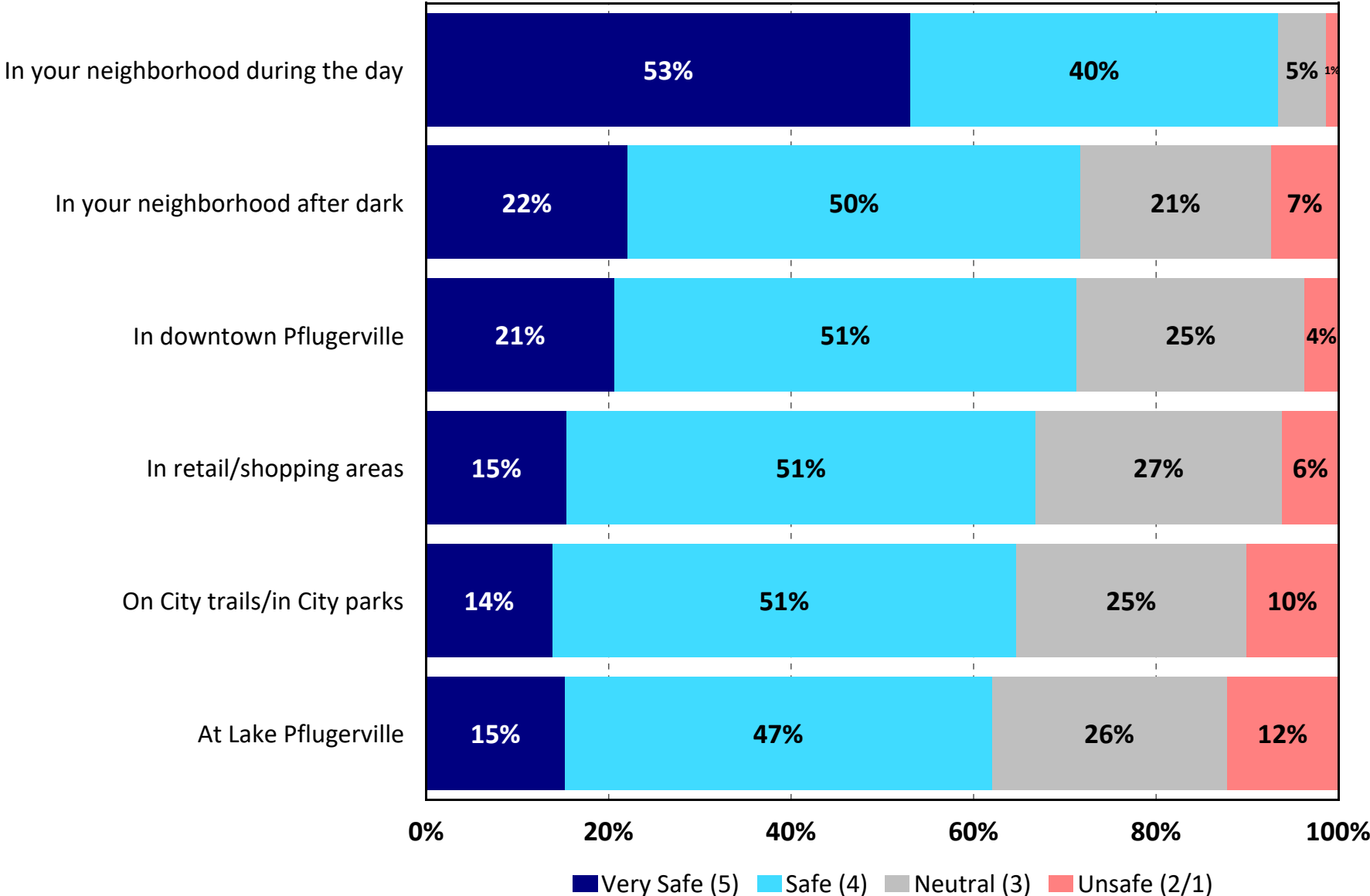
Q6. Police Services That Should Receive the Most Emphasis Over the Next Two Years

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



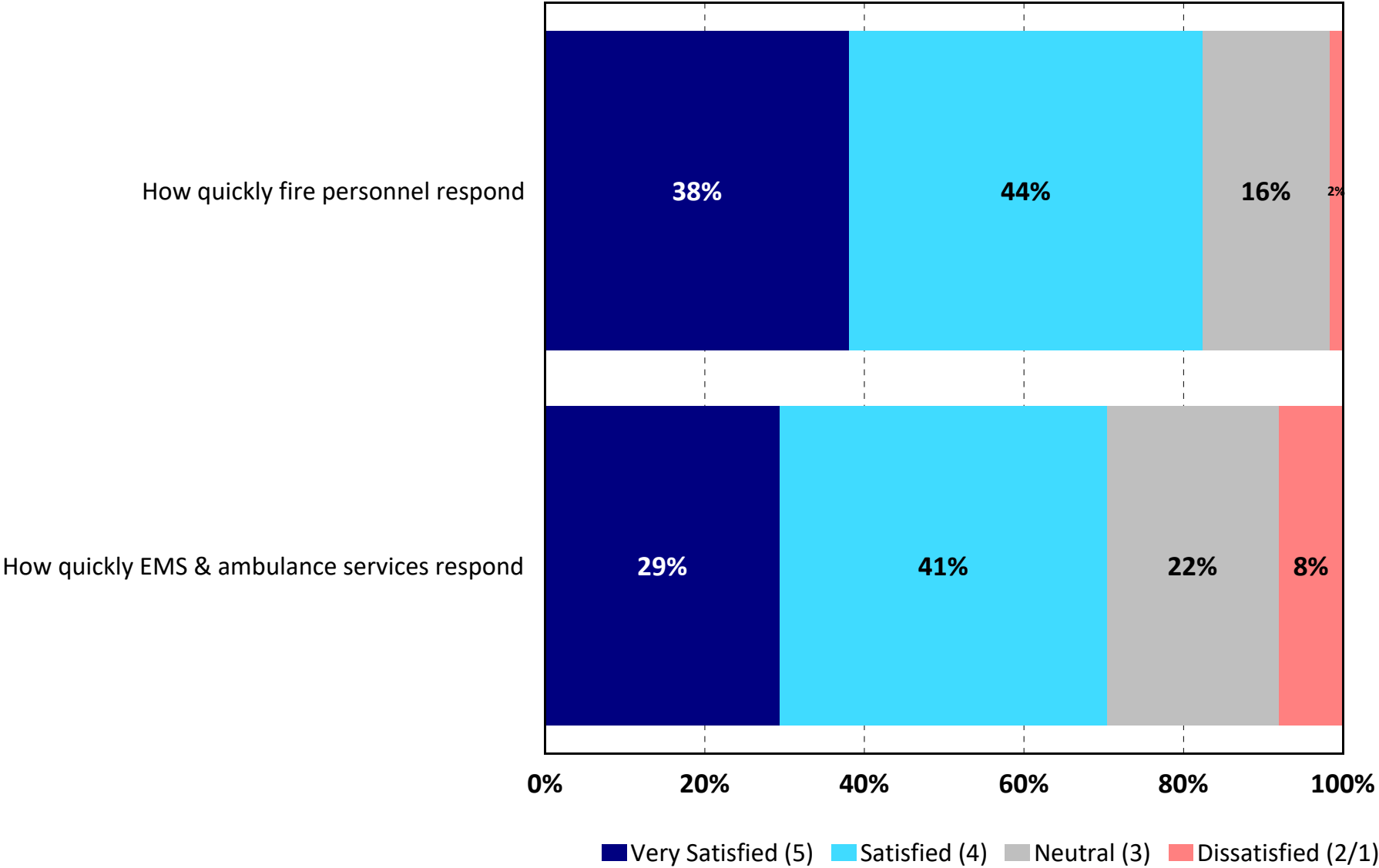
Q7. Overall Feeling of Safety in the Following Situations

by percentage of respondents (excluding "don't know")



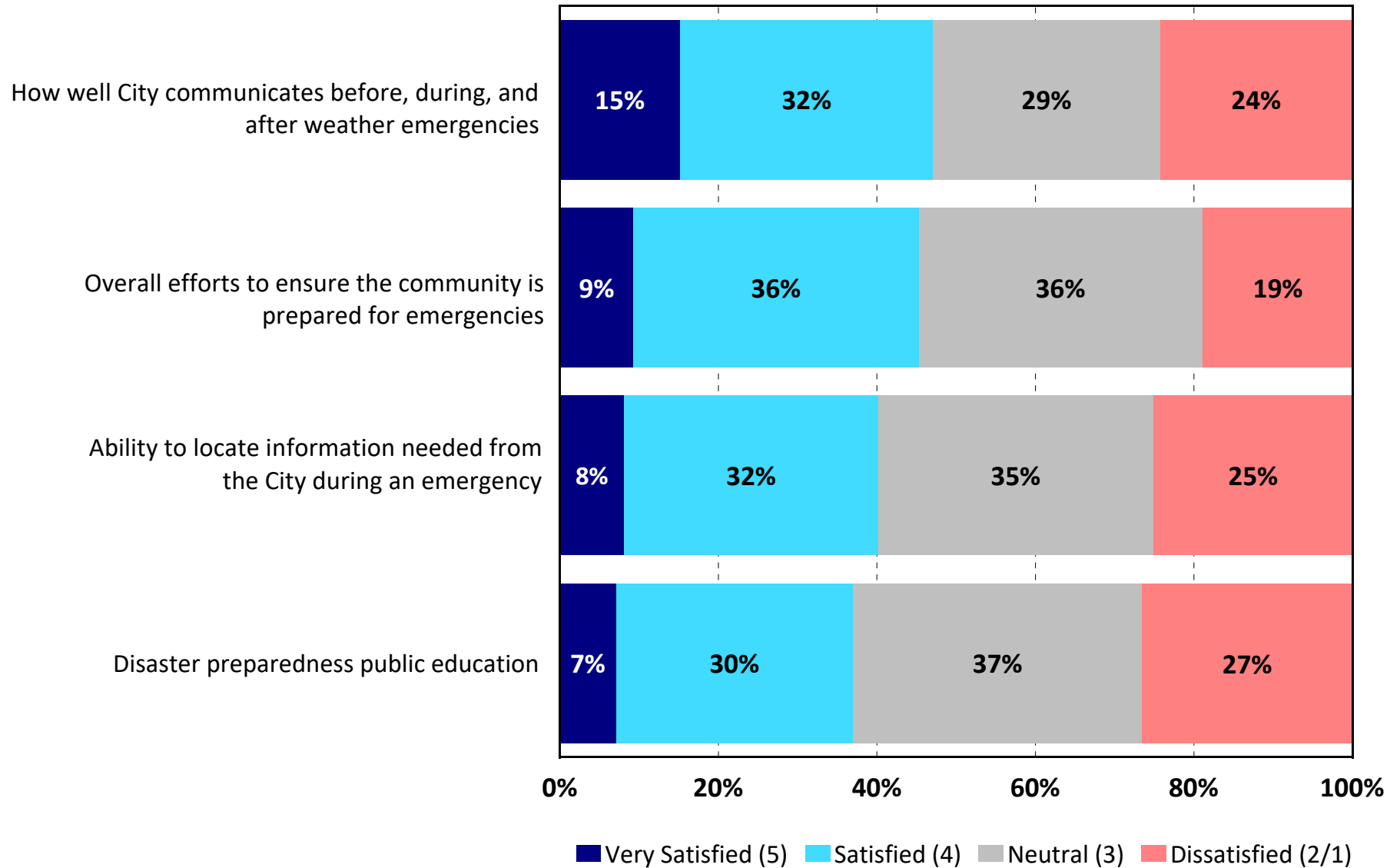
Q8. Overall Satisfaction with Fire Services

by percentage of respondents (excluding "don't know")



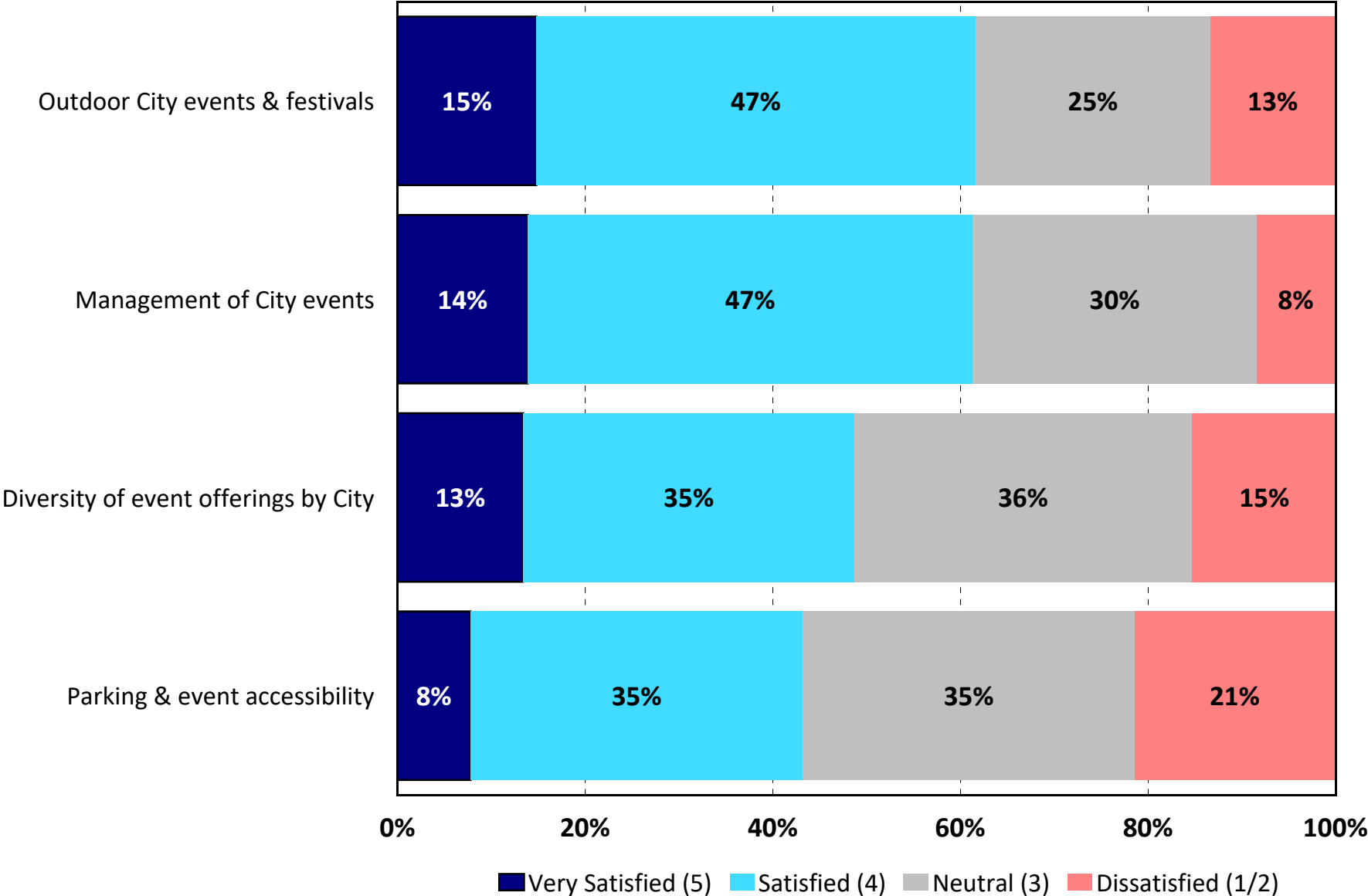
Q9. Overall Satisfaction with Emergency Preparedness

by percentage of respondents (excluding "don't know")



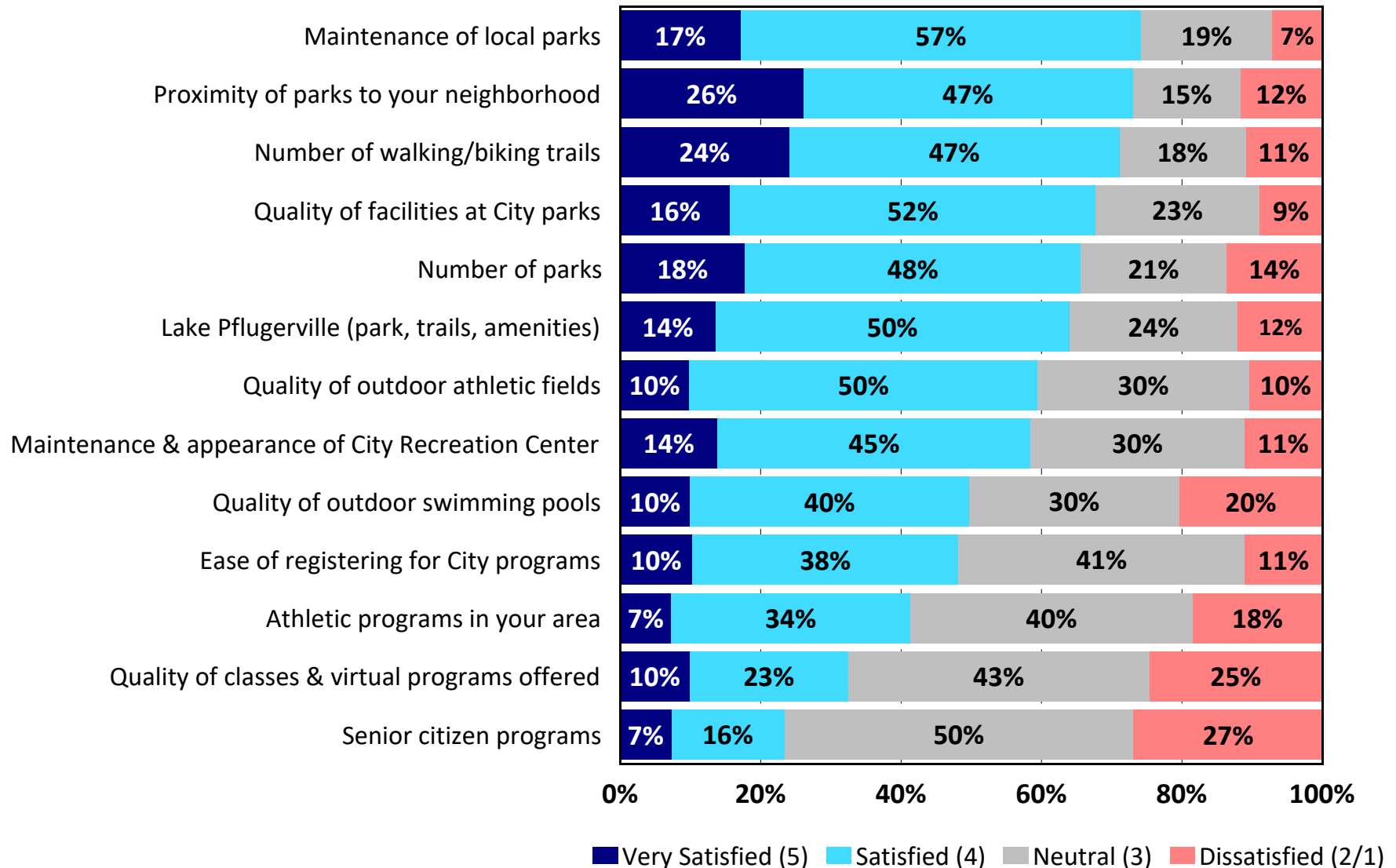
Q10. Overall Satisfaction with City Special Events

by percentage of respondents (excluding "don't know")



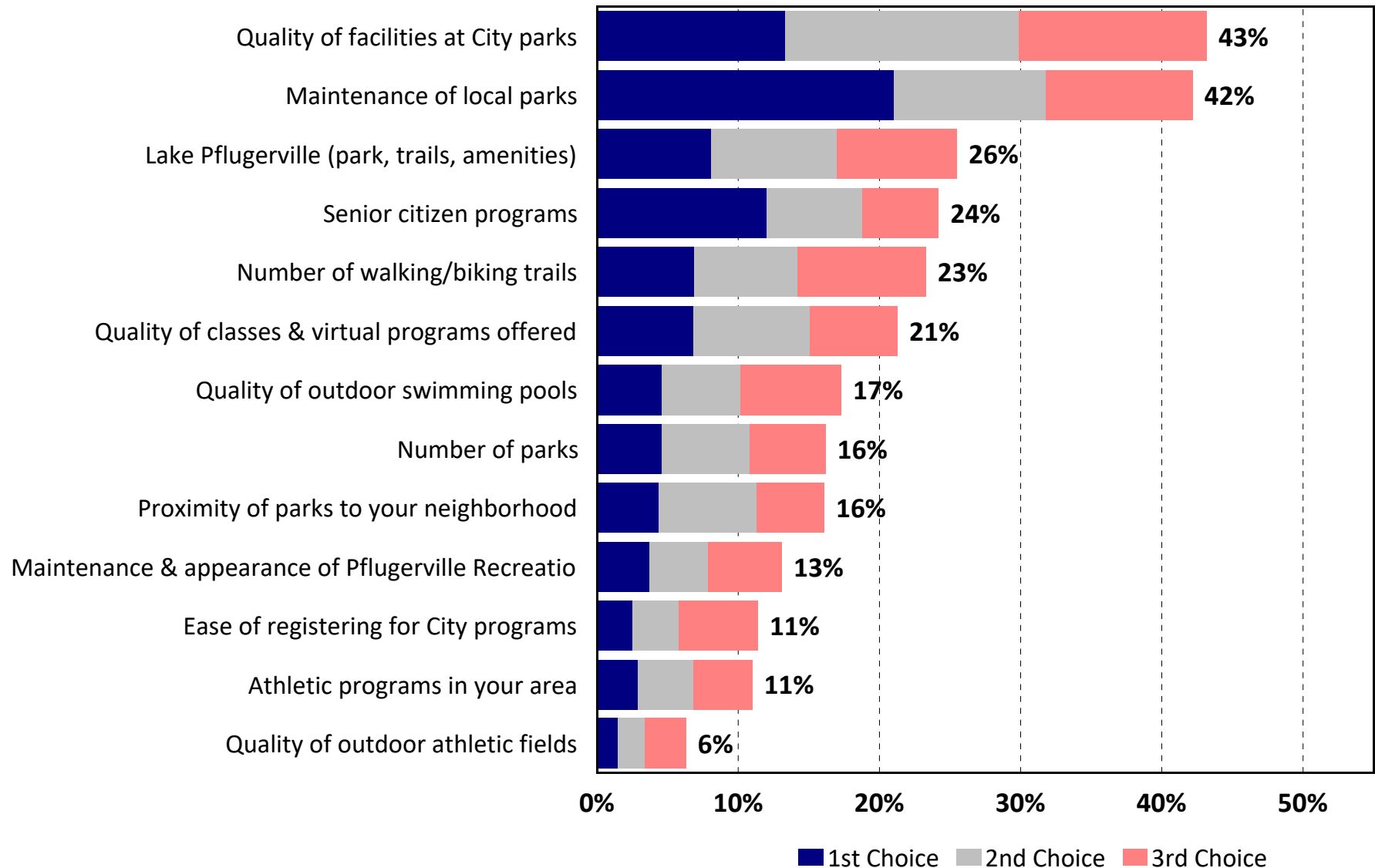
Q11. Overall Satisfaction with City Parks and Recreation Services

by percentage of respondents (excluding “don't know”)



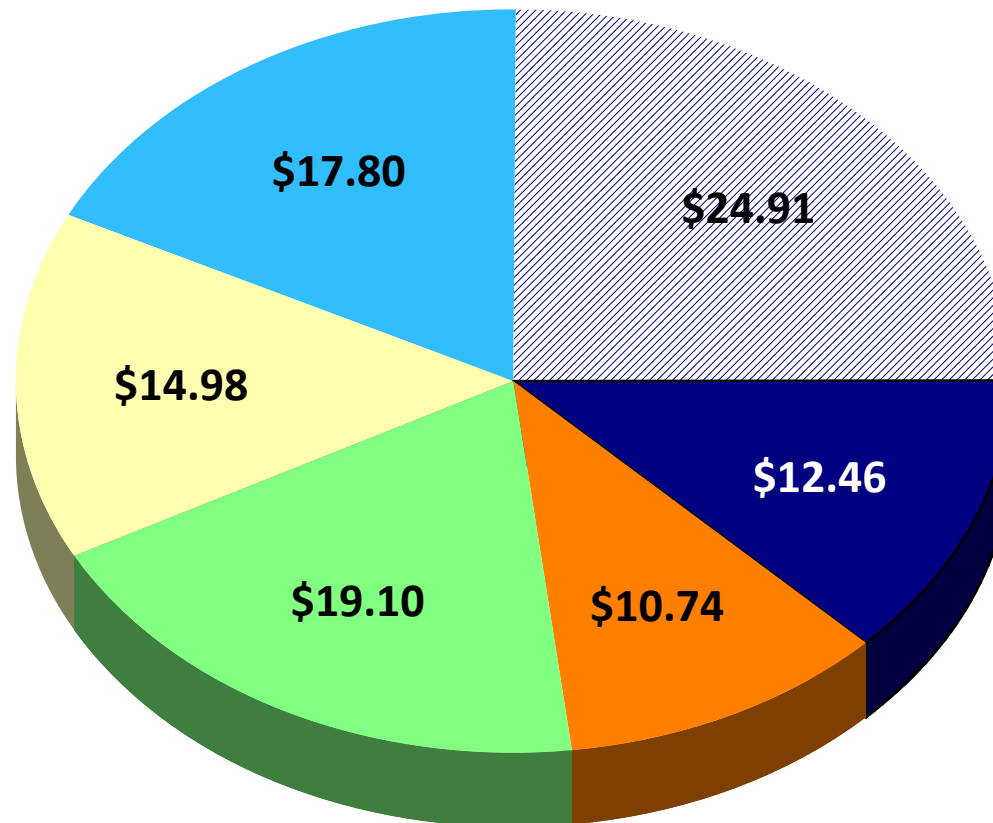
Q12. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q13. How Respondents Would Allocate an Additional \$100 for the Following Parks and Recreation Categories

by amount of funds allocated



/// Maintenance of existing parks & recreation facilities

■ Maintenance of existing walking & biking trails

■ Acquisition of new park land & open space

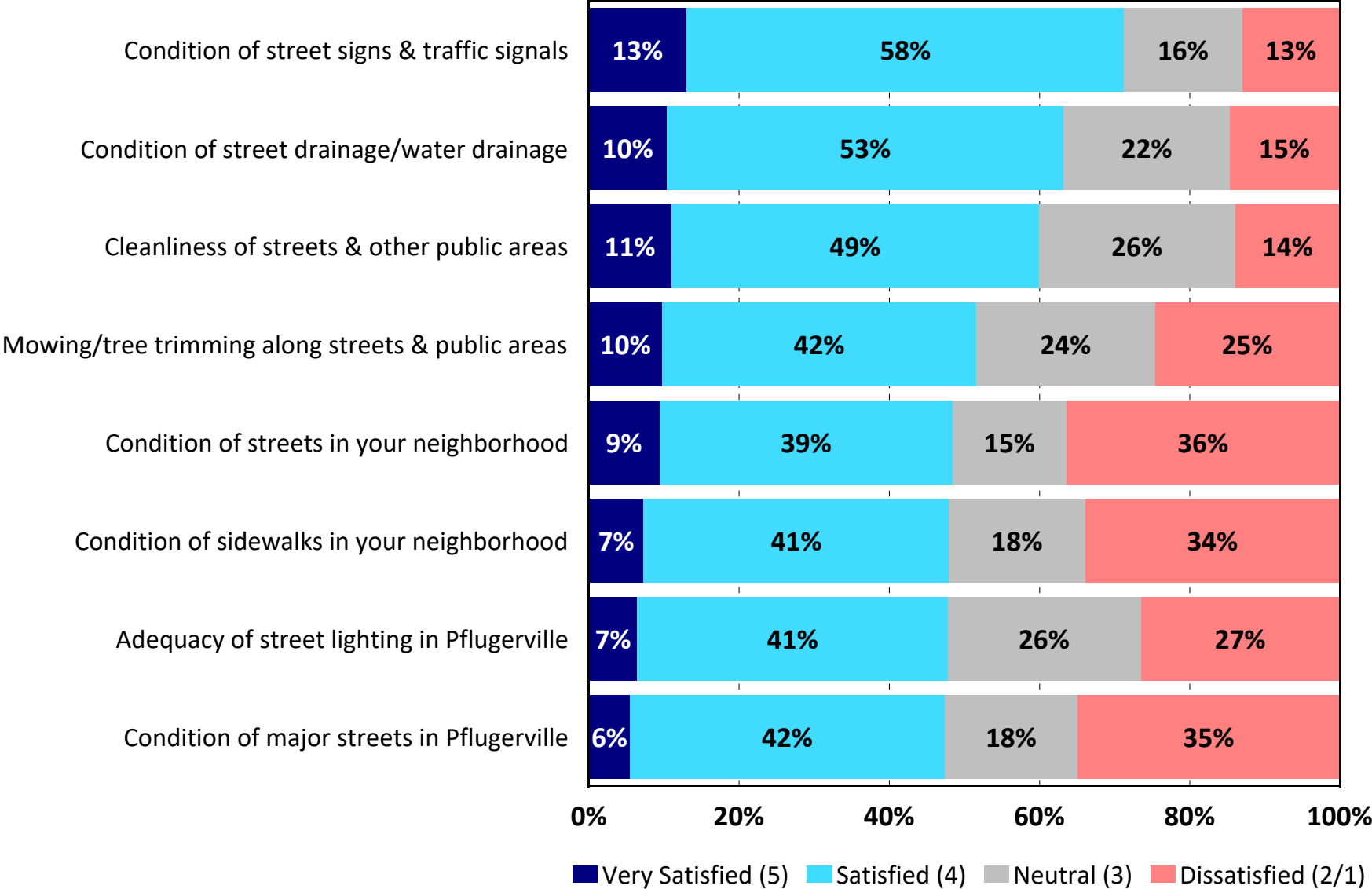
■ Planting new trees & preserving the health of existing trees

■ Acquisition & development of walking & biking trails

■ Development/improvement of indoor facilities

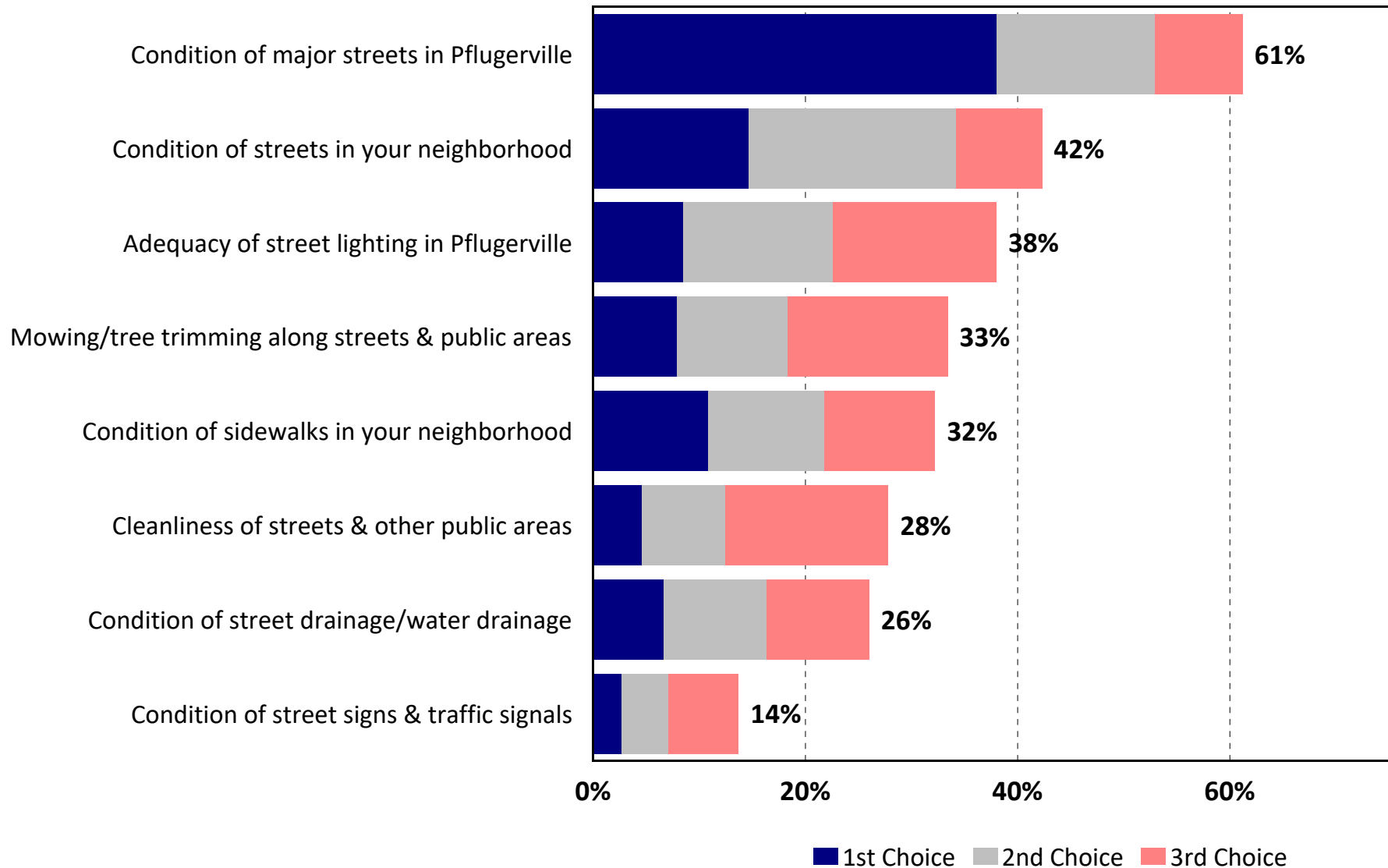
Q14. Overall Satisfaction with City Maintenance Services

by percentage of respondents (excluding "don't know")



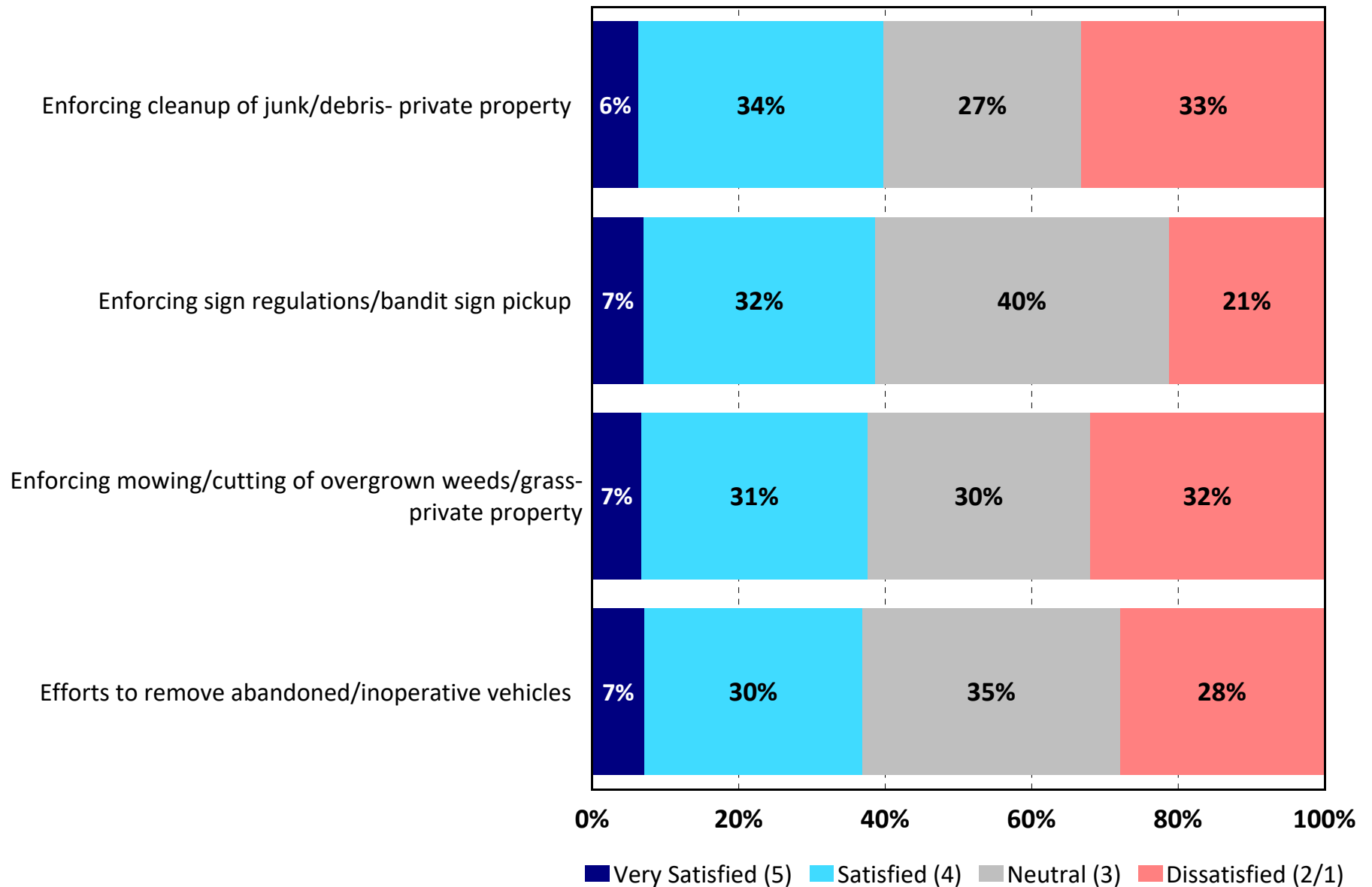
Q15. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

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



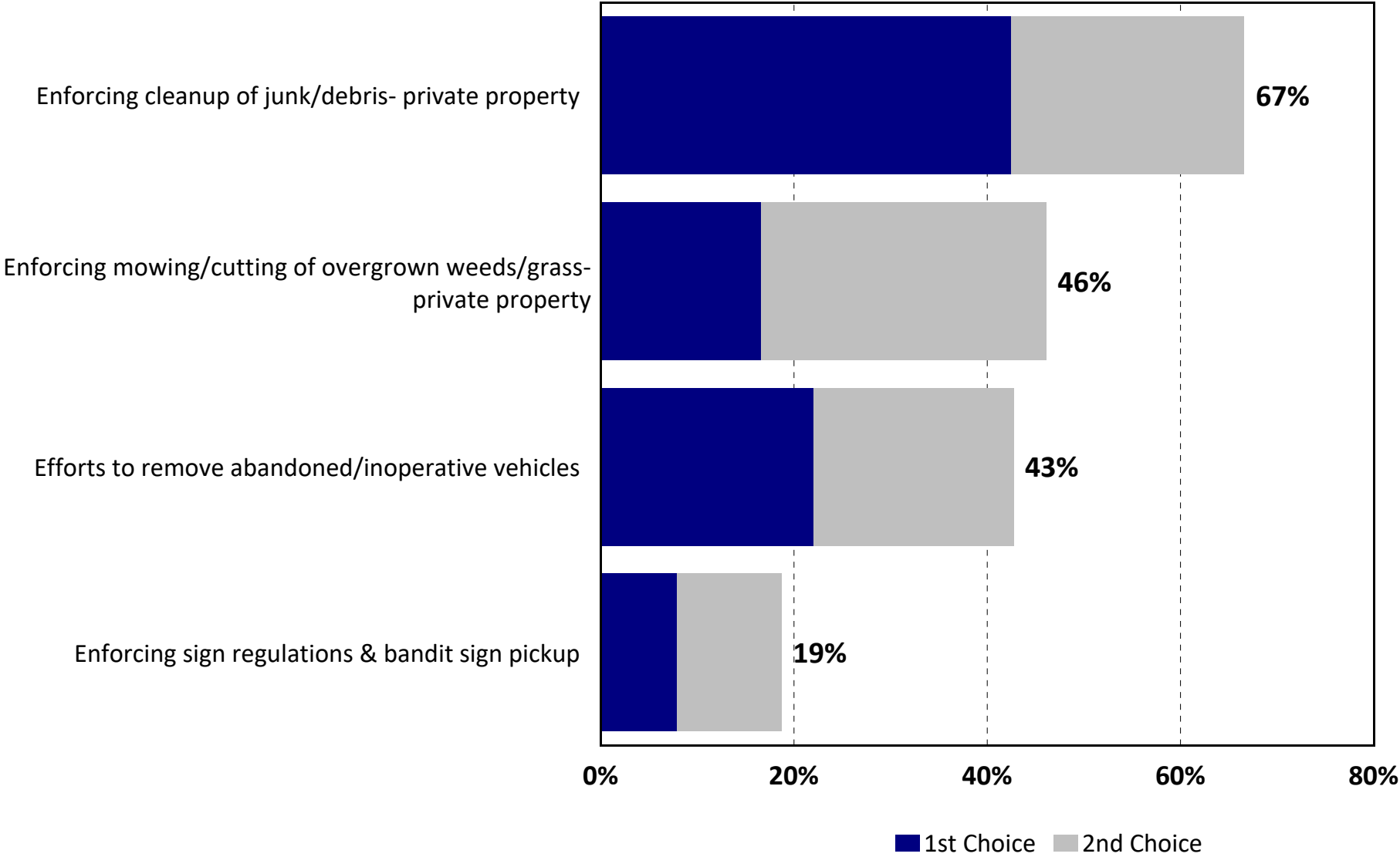
Q16. Overall Satisfaction with Code Compliance

by percentage of respondents (excluding "don't know")



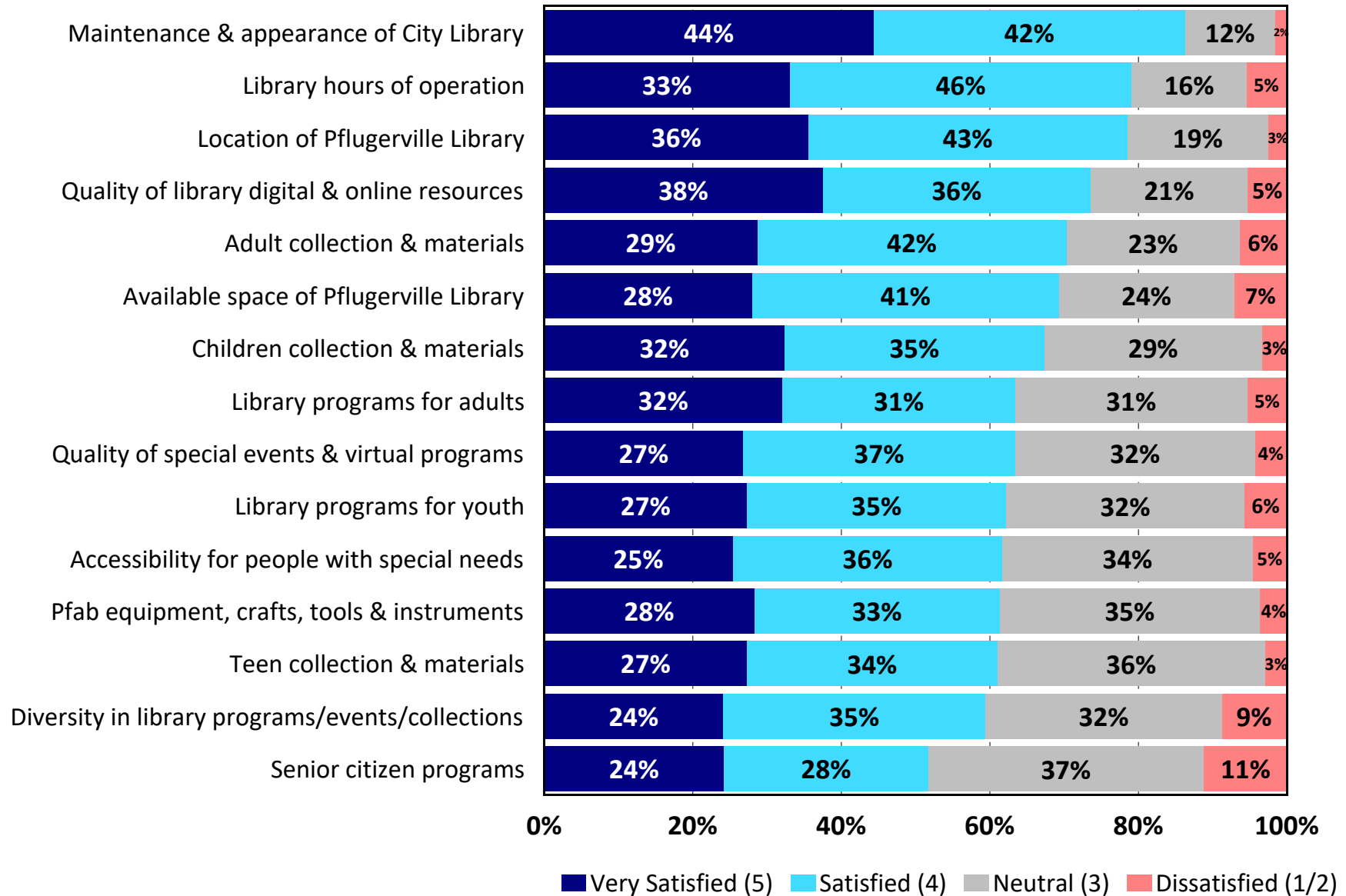
Q17. Code Compliance Services That Should Receive the Most Emphasis Over the Next Two Years

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



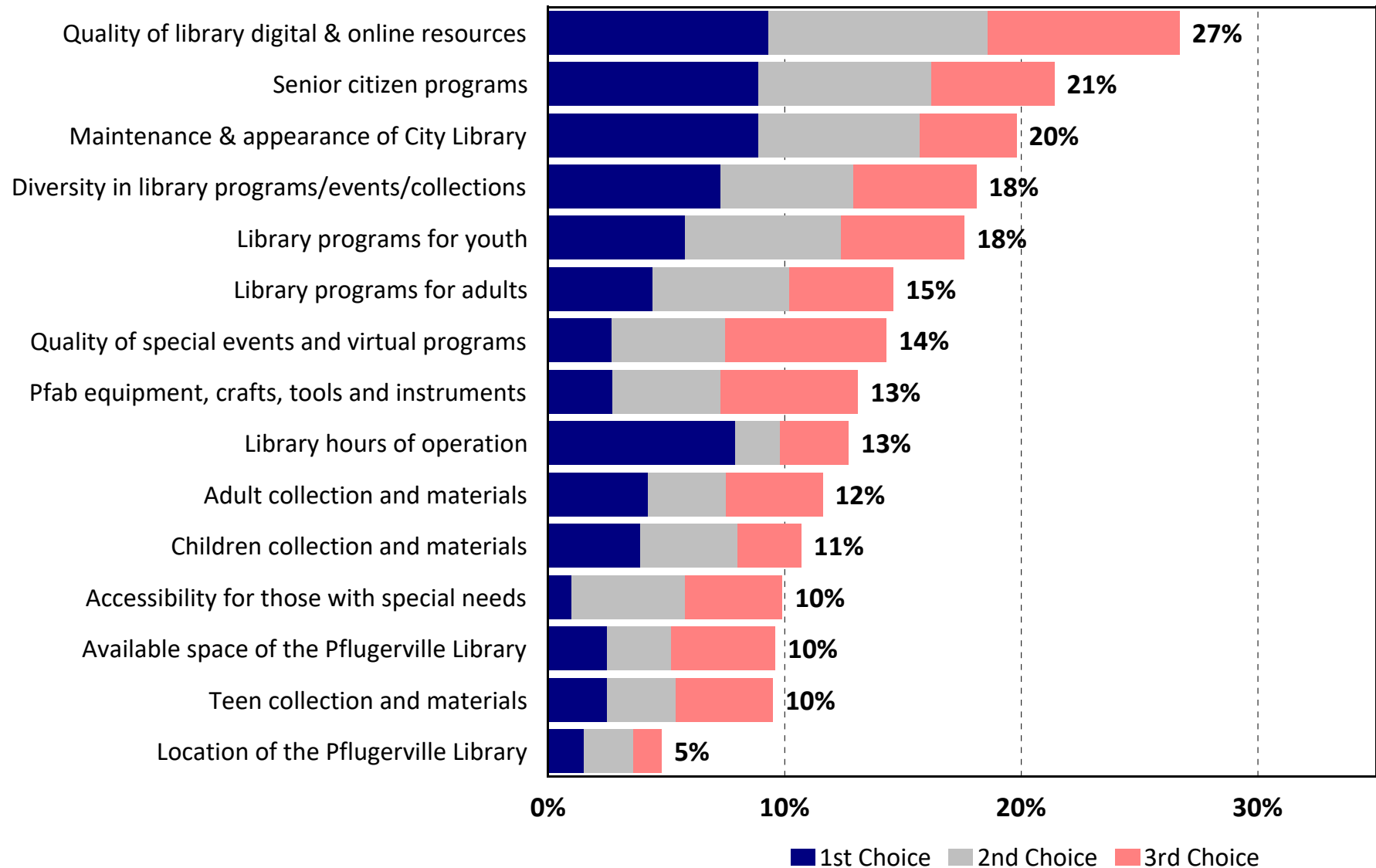
Q18. Overall Satisfaction with City Library Services

by percentage of respondents (excluding "don't know")



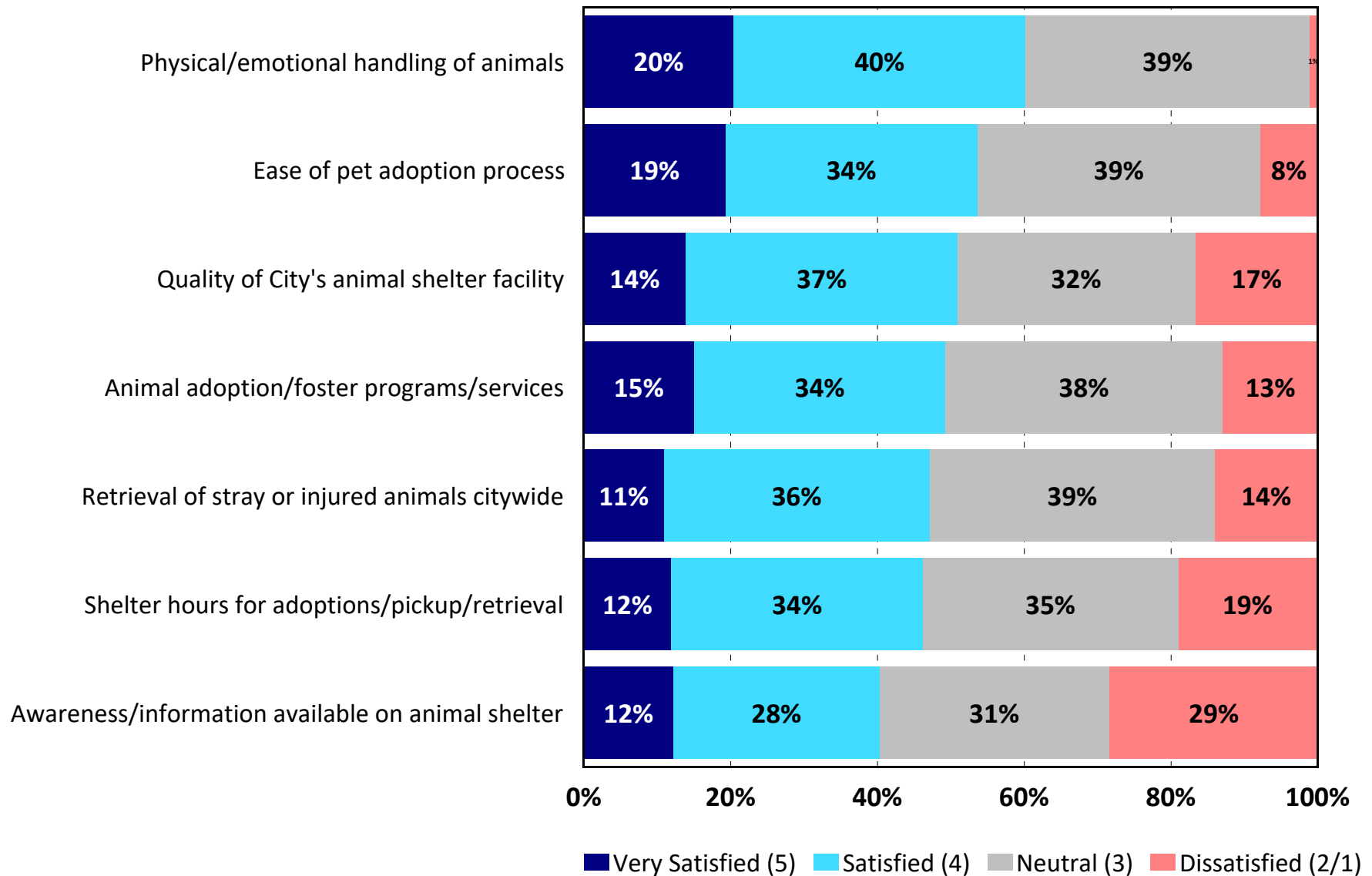
Q19. City Library Services That Should Receive the Most Emphasis Over the Next Two Years

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



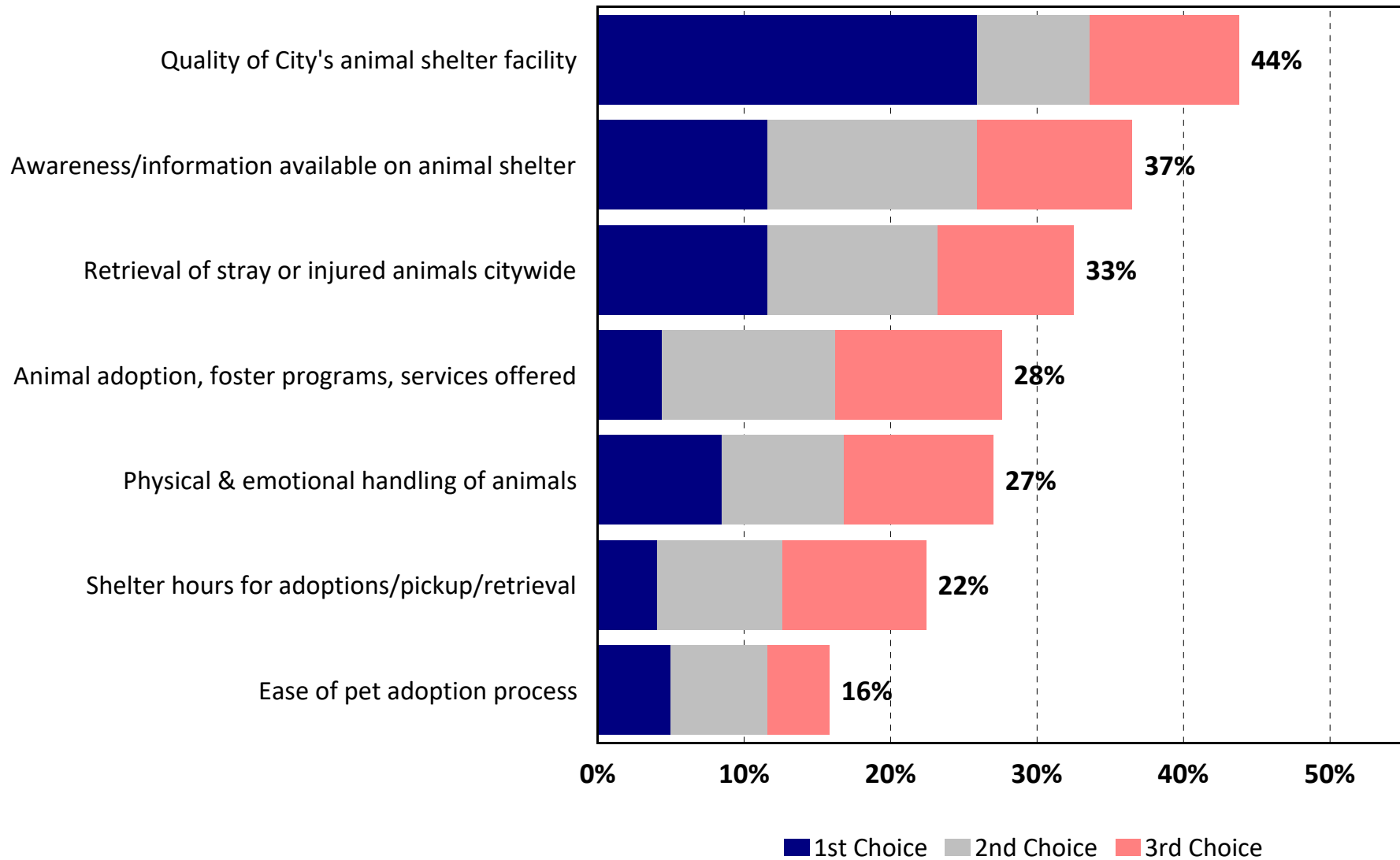
Q20. Overall Satisfaction with Animal Welfare Services

by percentage of respondents (excluding "don't know")



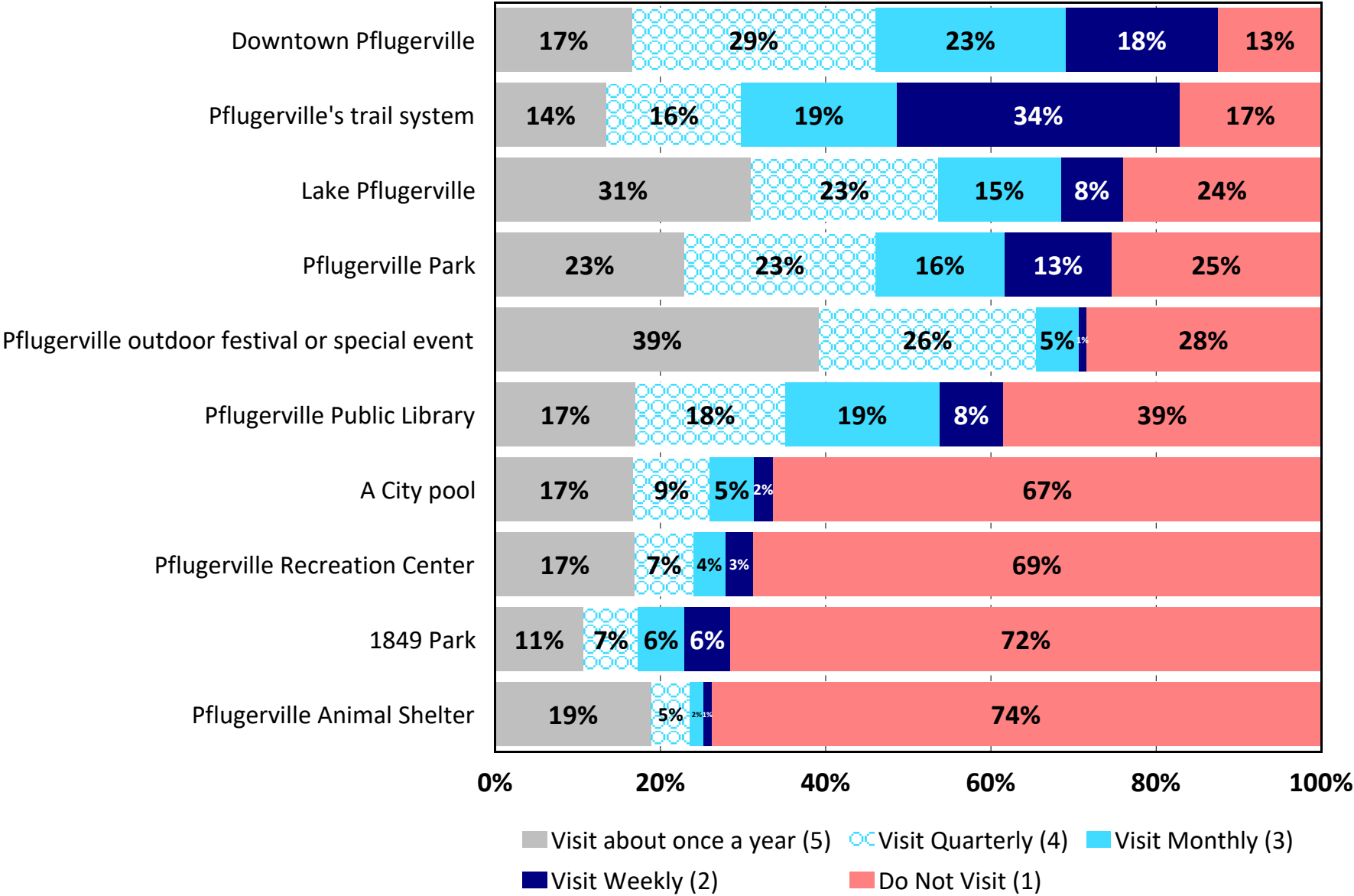
Q21. Animal Welfare Services That Should Receive the Most Emphasis Over the Next Two Years

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



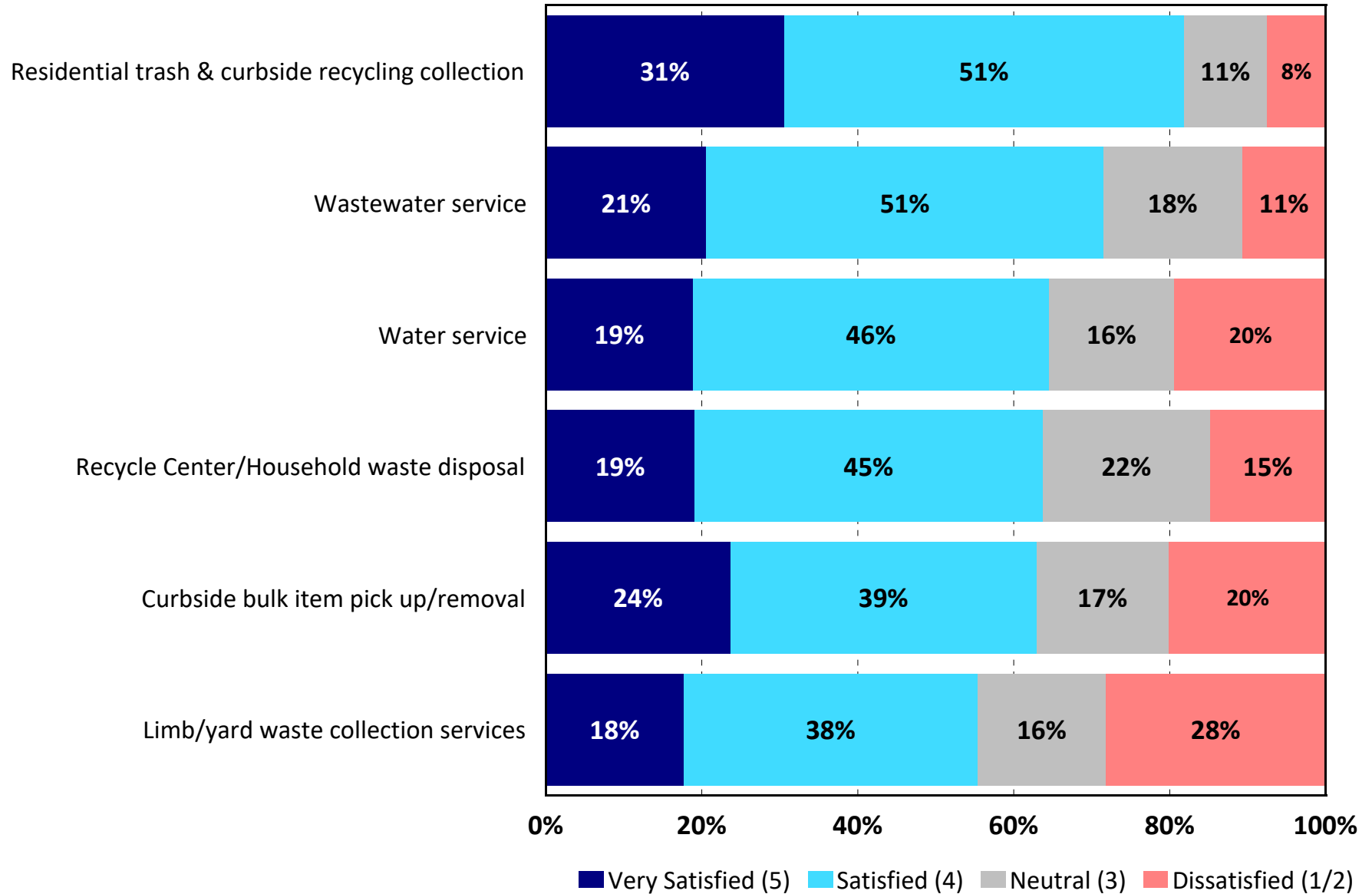
Q22. How Often Respondents Use Facilities or Services

by percentage of respondents (excluding "not provided")



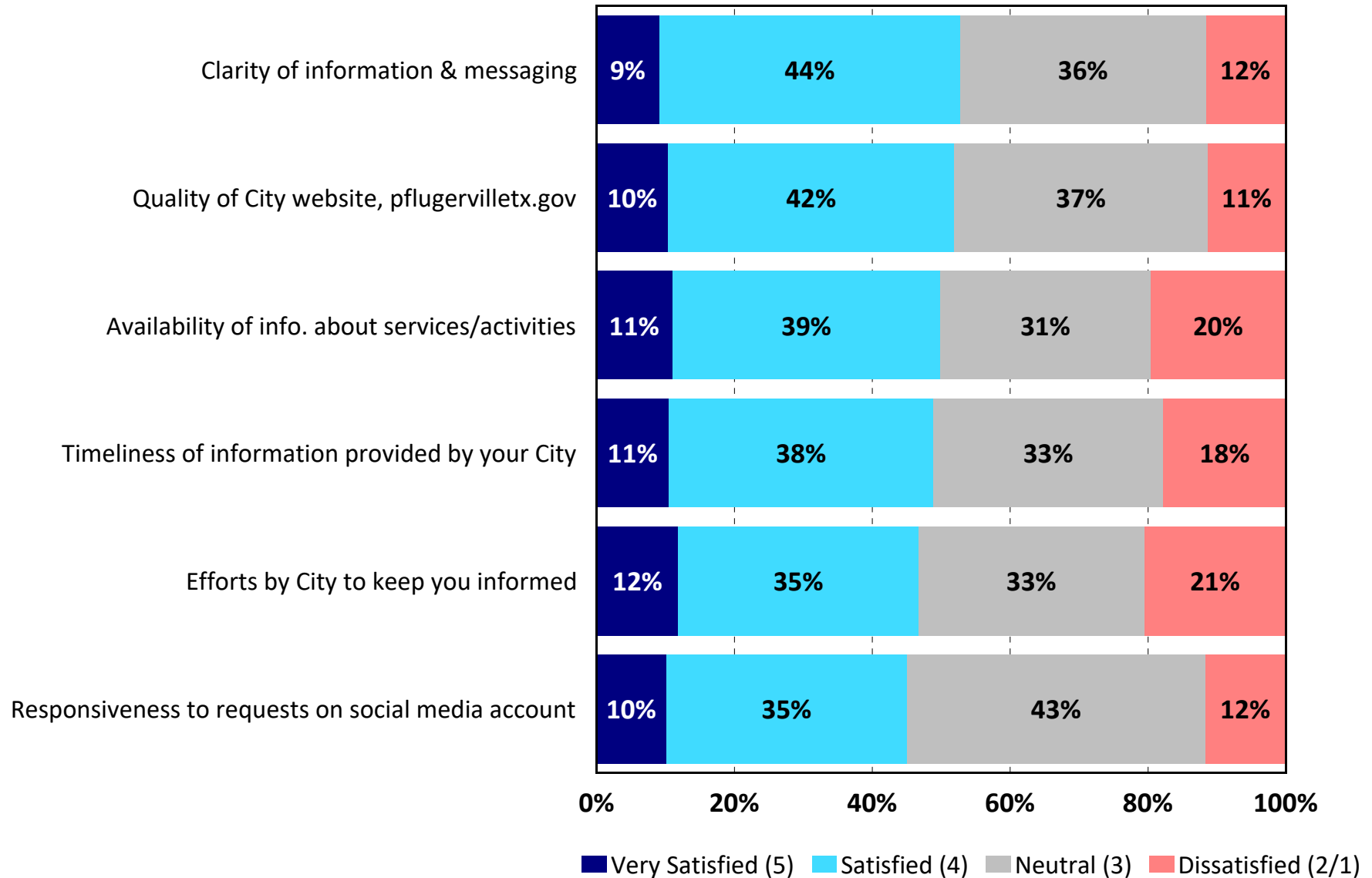
Q23. Overall Satisfaction with City Utility Services

by percentage of respondents (excluding “don't know”)



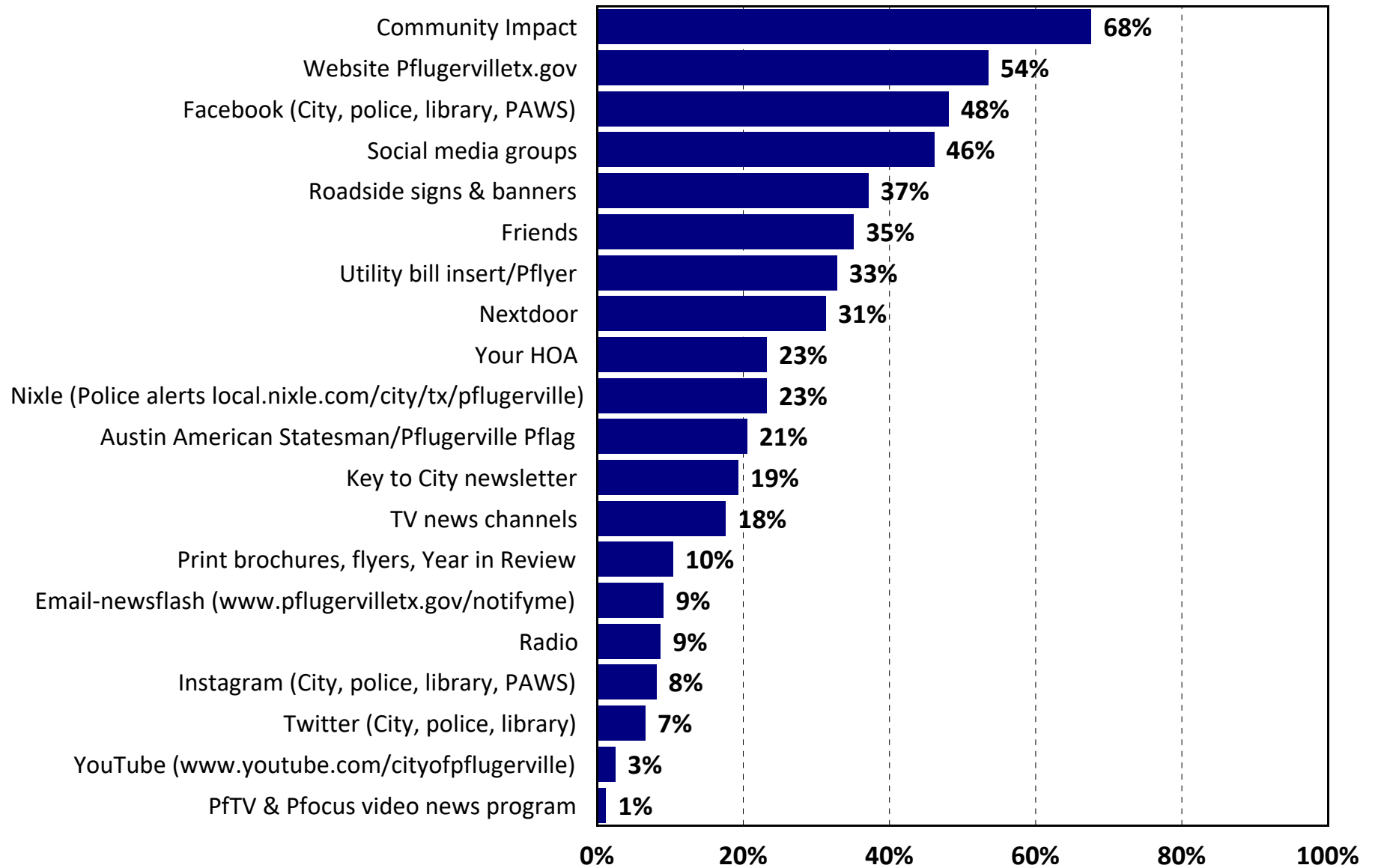
Q24. Overall Satisfaction with Public Information Services

by percentage of respondents (excluding “don't know”)



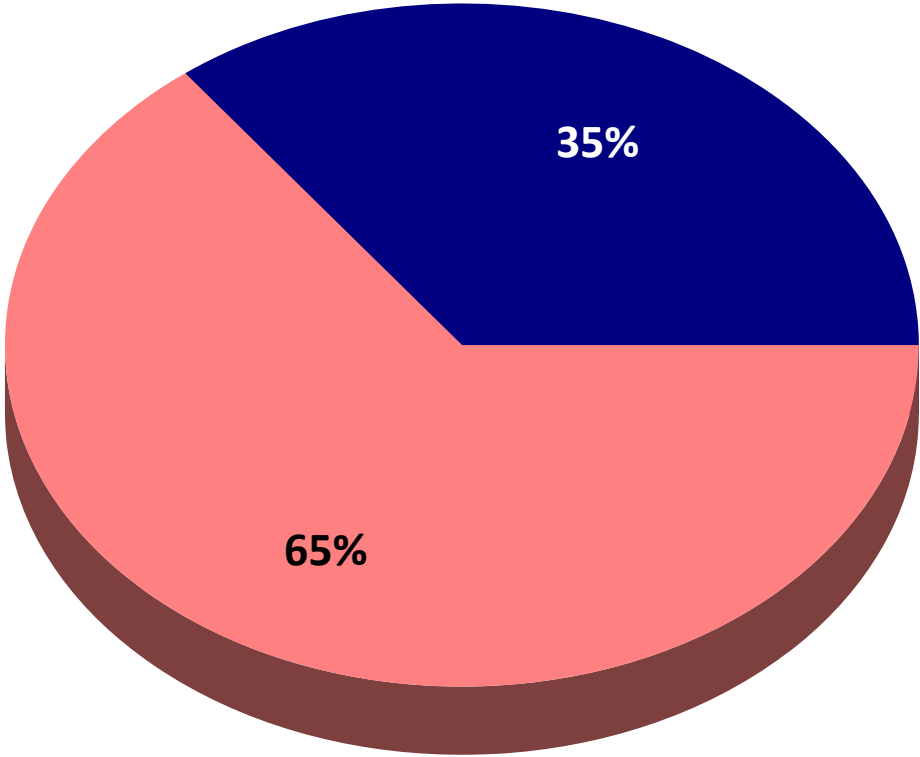
Q25. Sources Respondents Use to Get City Information

by percentage of respondents (multiple selections could be made)



Q26. Have you called the City of Pflugerville or approached a city employee with a question, problem, or complaint during the past year?

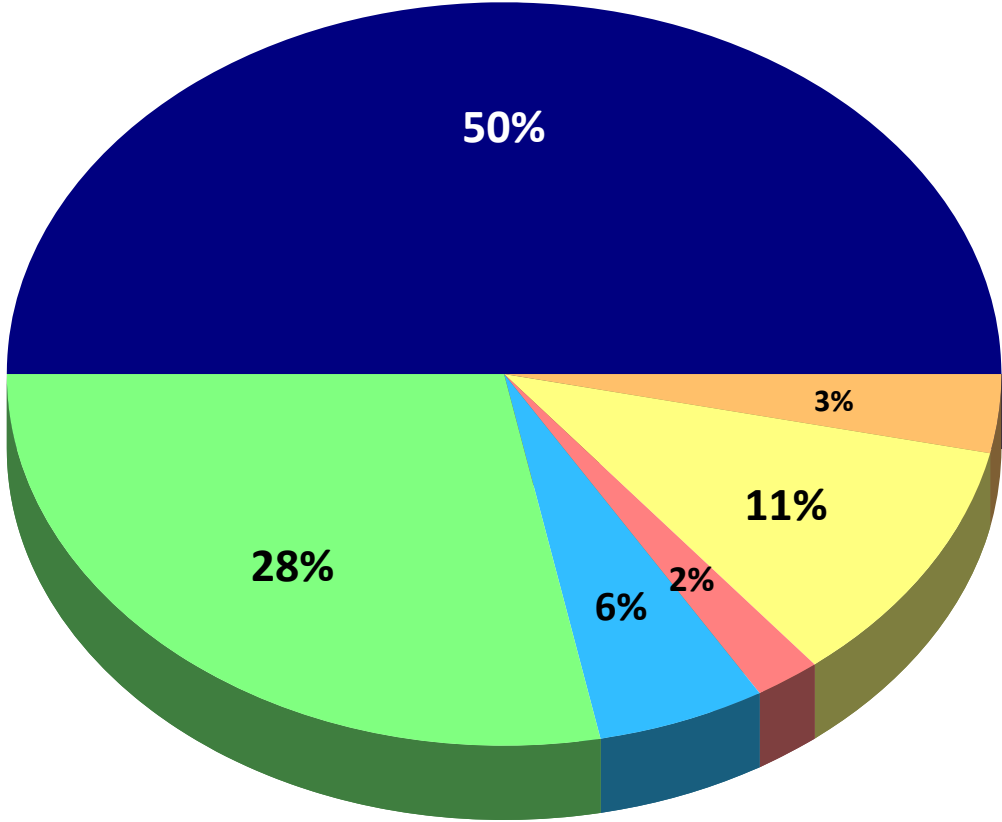
by percentage of respondents



■ Yes ■ No

Q26a. How did you contact the City?

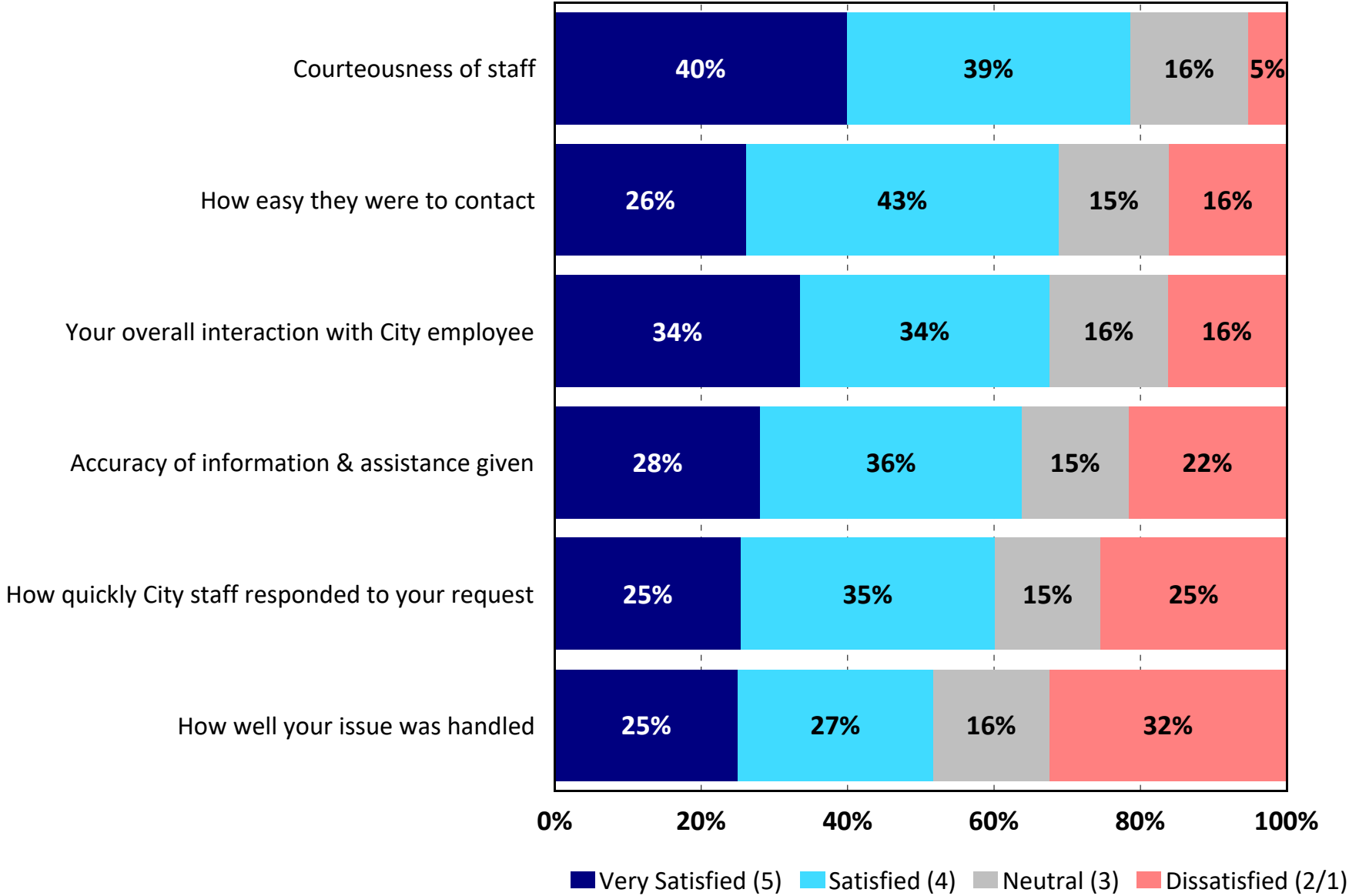
by percentage of respondents who contacted the City during the past year



■ Phone ■ Email ■ Social media ■ Website chat ■ In person ■ Elected official

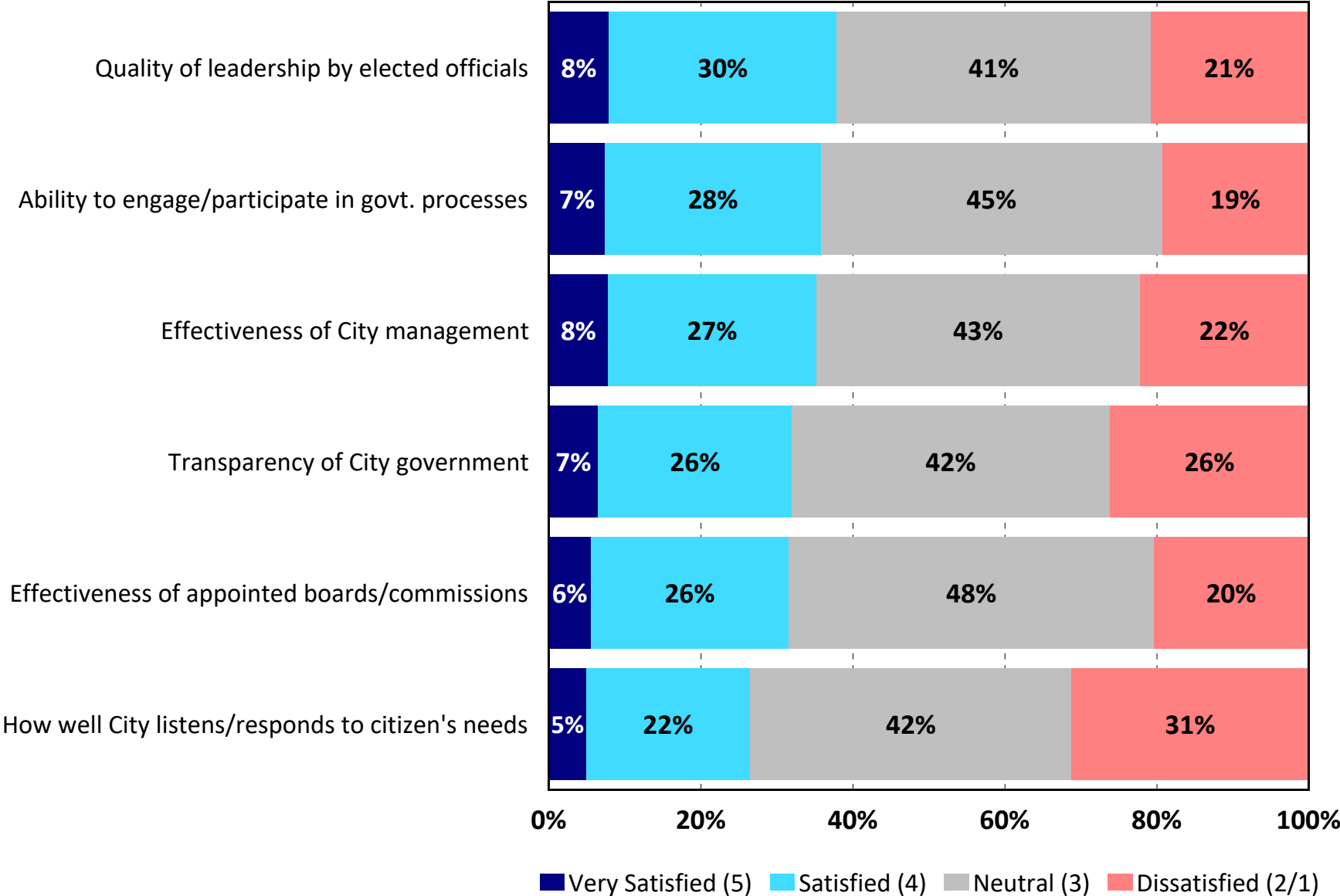
Q26c. Overall Satisfaction with City Employee Interactions

by percentage of respondents who have interacted with a City Employee during the past year (excluding "don't know")



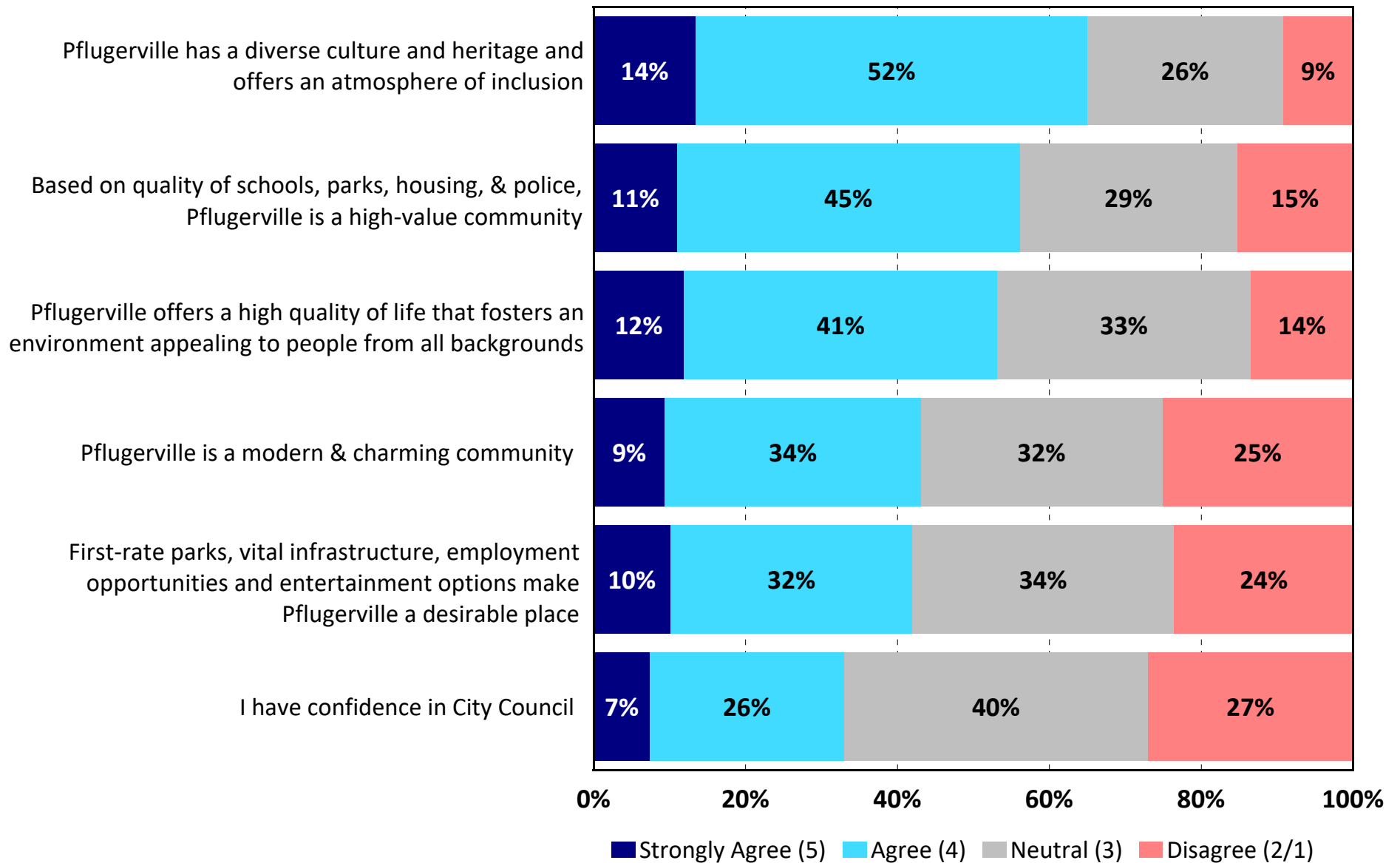
Q27. Overall Satisfaction with City Leadership

by percentage of respondents (excluding "don't know")



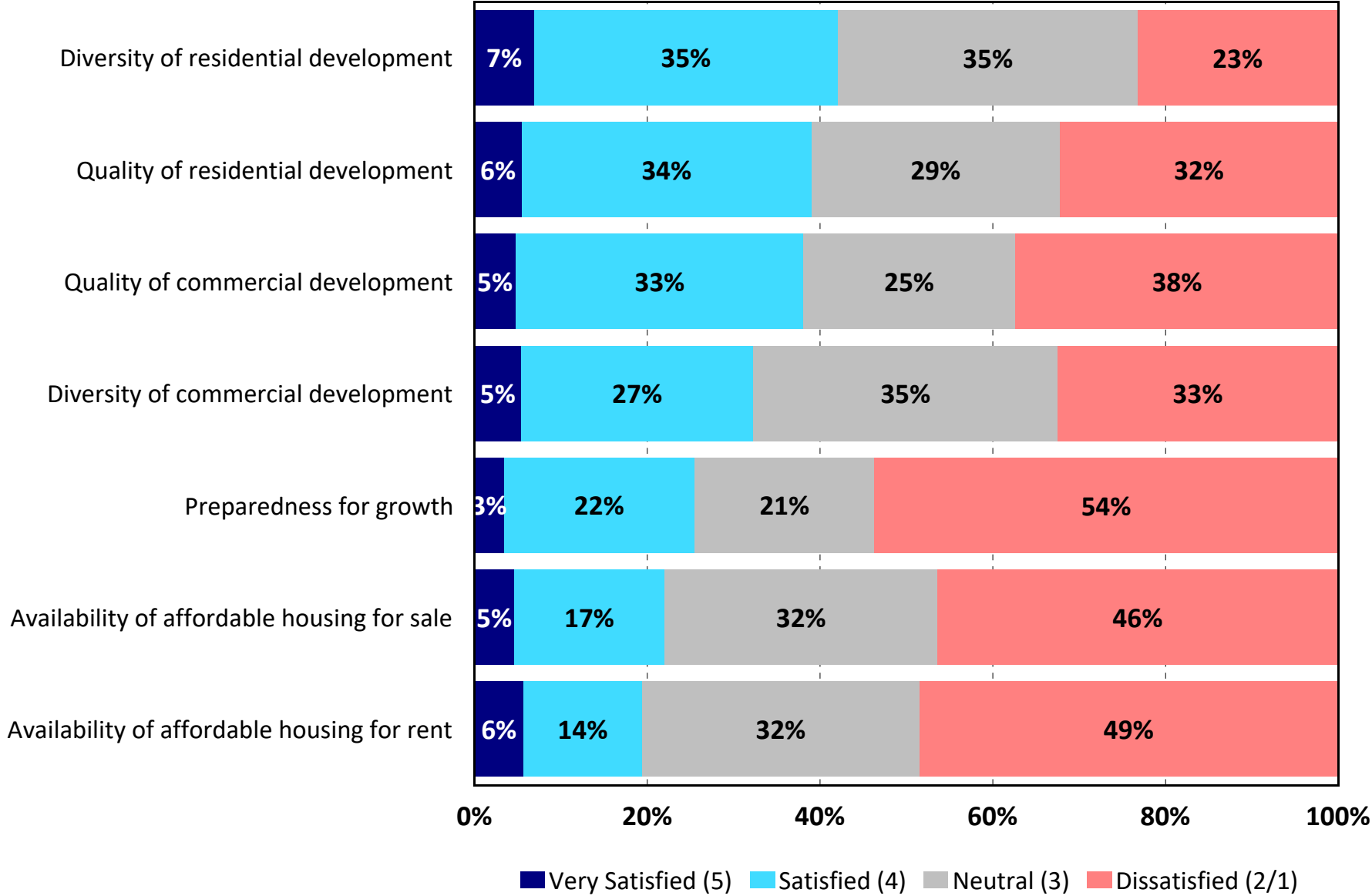
Q28. Agreement with Statements about Pflugerville

by percentage of respondents (excluding "don't know")



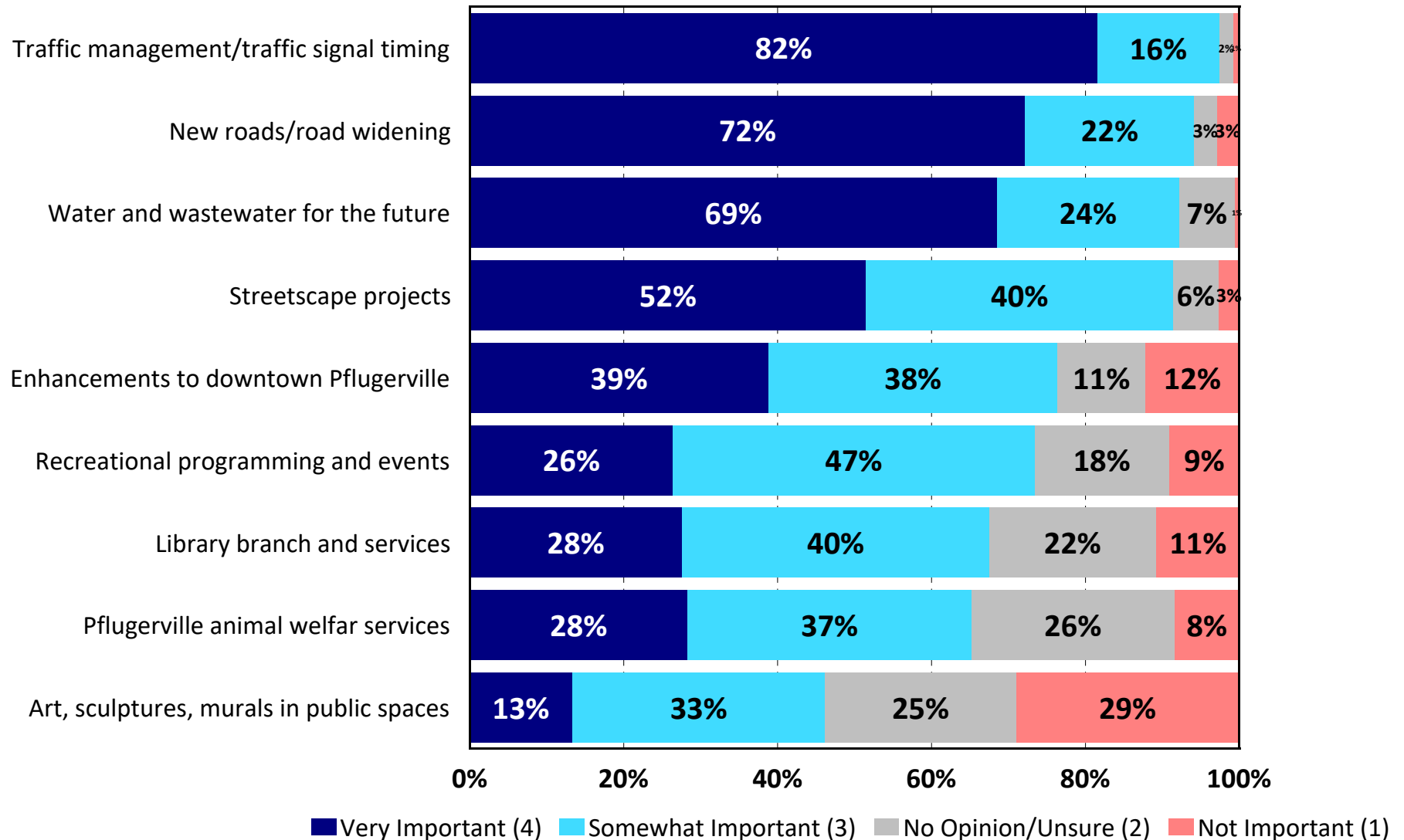
Q27. Overall Satisfaction with City Growth

by percentage of respondents (excluding "don't know")



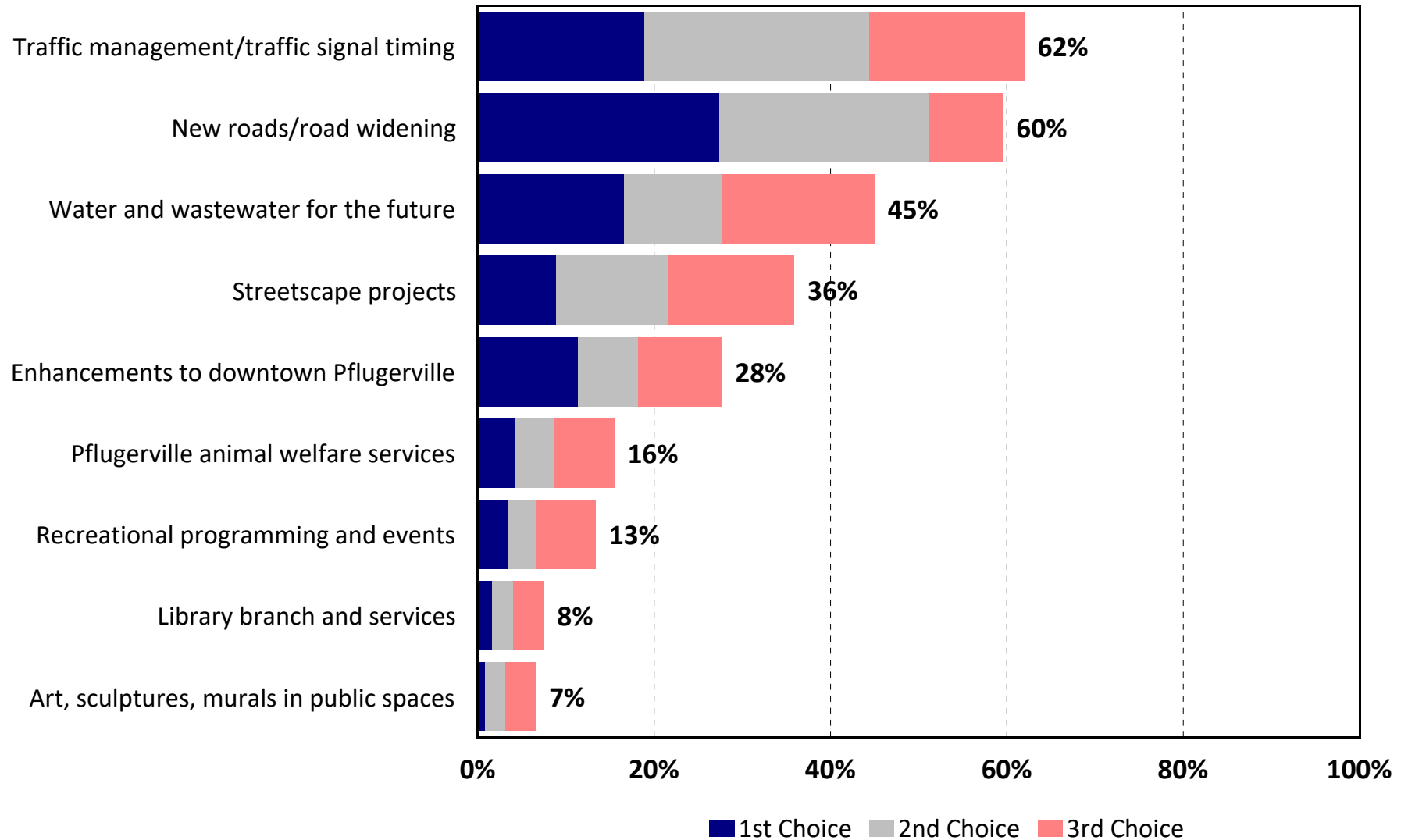
Q30. Project Improvements That Are Most Important for the City to Invest In

by percentage of respondents (excluding "don't know")



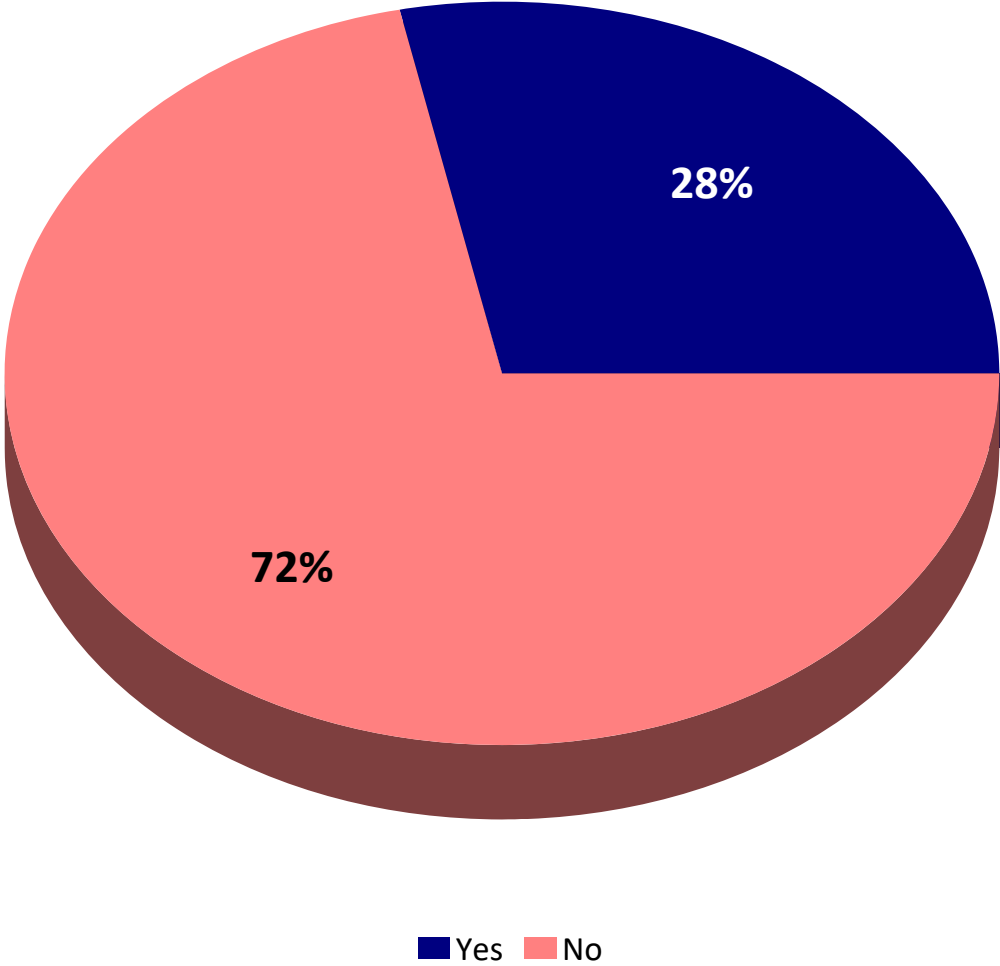
Q31. Project Improvements That Should Receive the Most Emphasis Over the Next Two Years

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



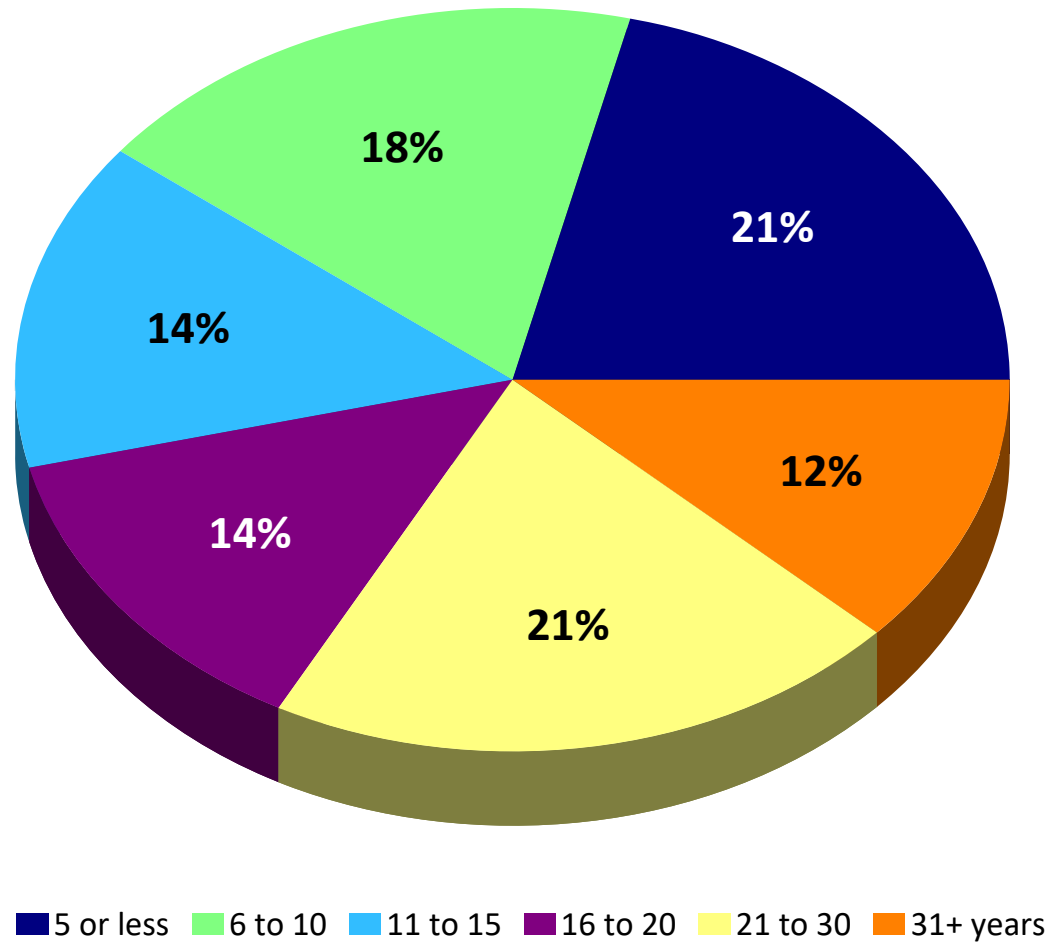
Q32. Have you called the City within the past 12 months?

by percentage of respondents



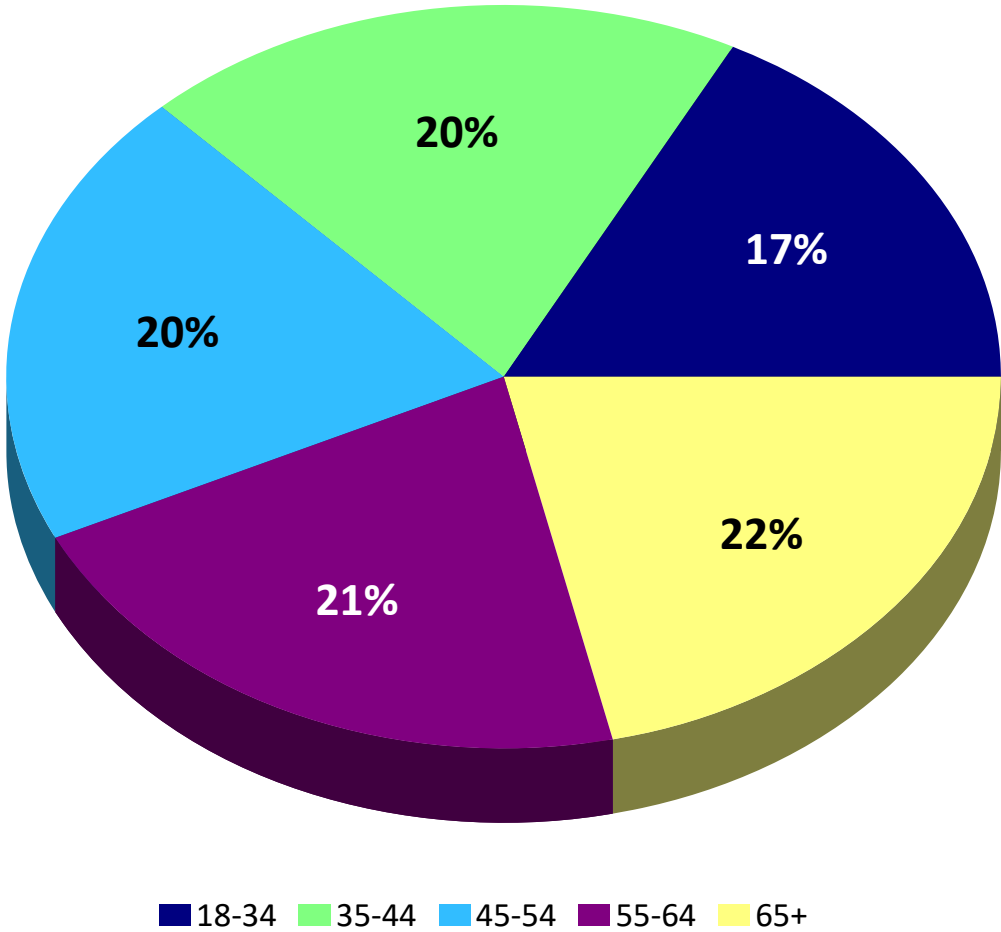
Q34. Approximately how many years have you lived in Pflugerville?

by percentage of respondents (excluding “not provided”)



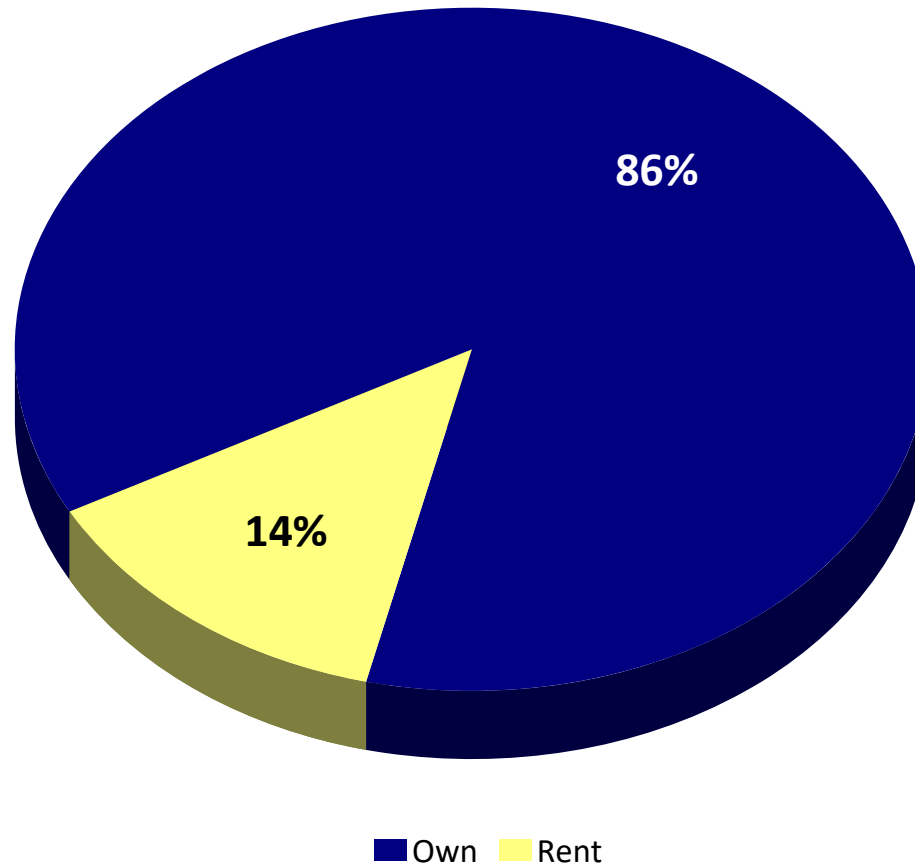
Q35. What is your age?

by percentage of respondents (excluding "not provided")



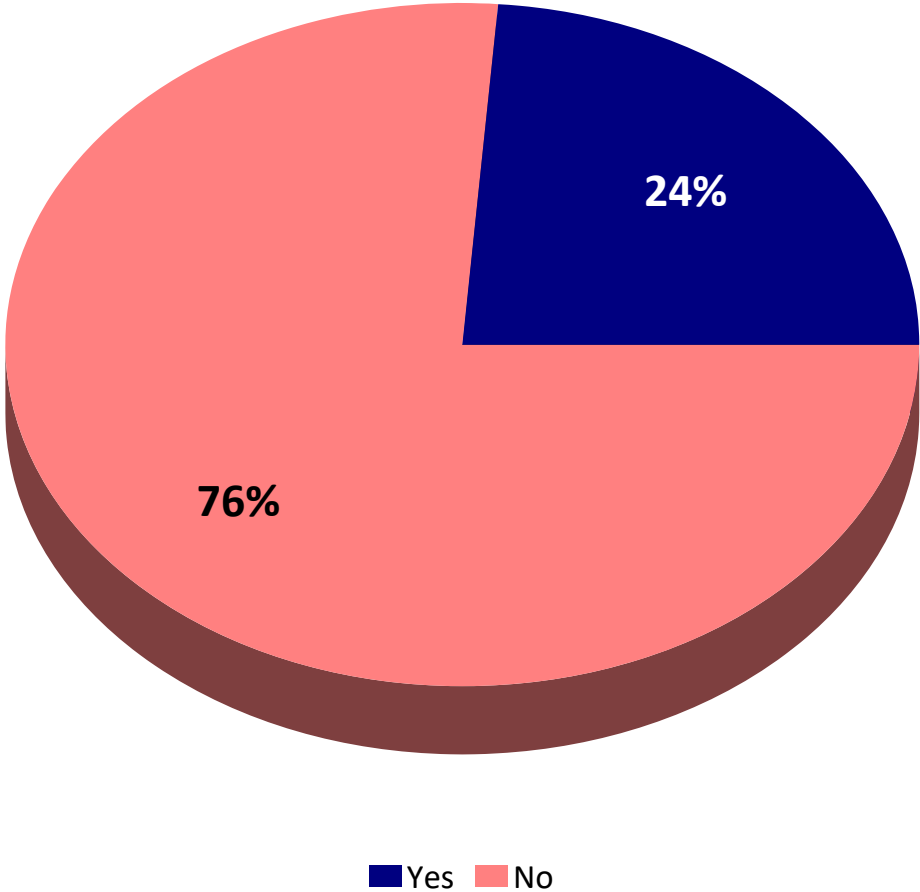
Q36. Do you own or rent your current residence?

by percentage of respondents (excluding “not provided”)



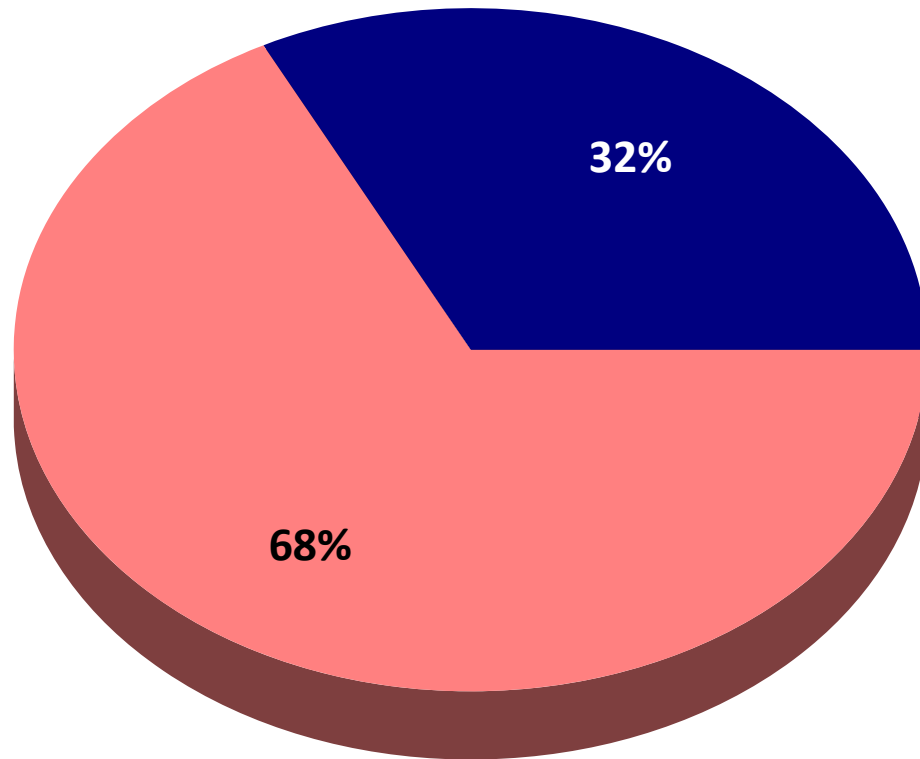
Q37. Do you work in Pflugerville?

by percentage of respondents (excluding "not provided")



Q38. Are you or other members of your household of Hispanic or Latino ancestry?

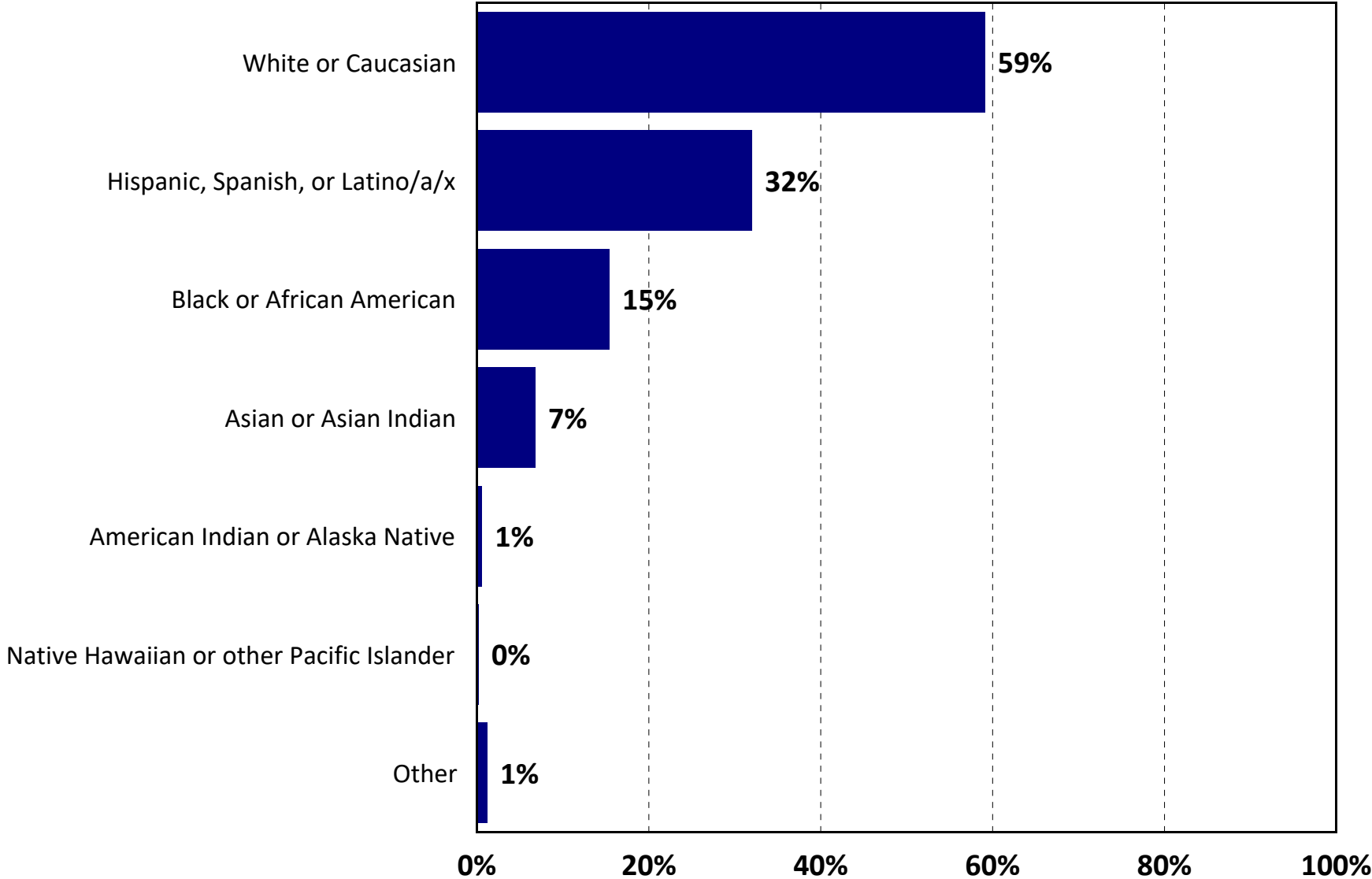
by percentage of respondents (excluding "not provided")



■ Yes ■ No

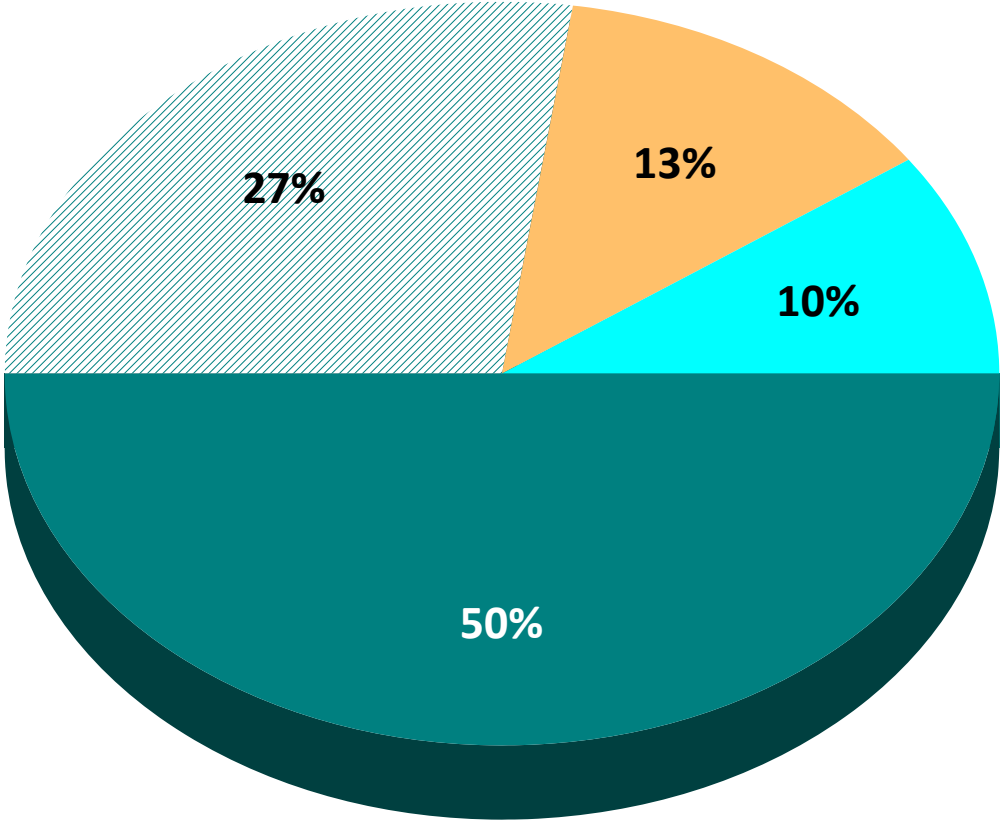
Q39. Race

by percentage of respondents (multiple selections could be made)



Q40. Would you say your total household income is:

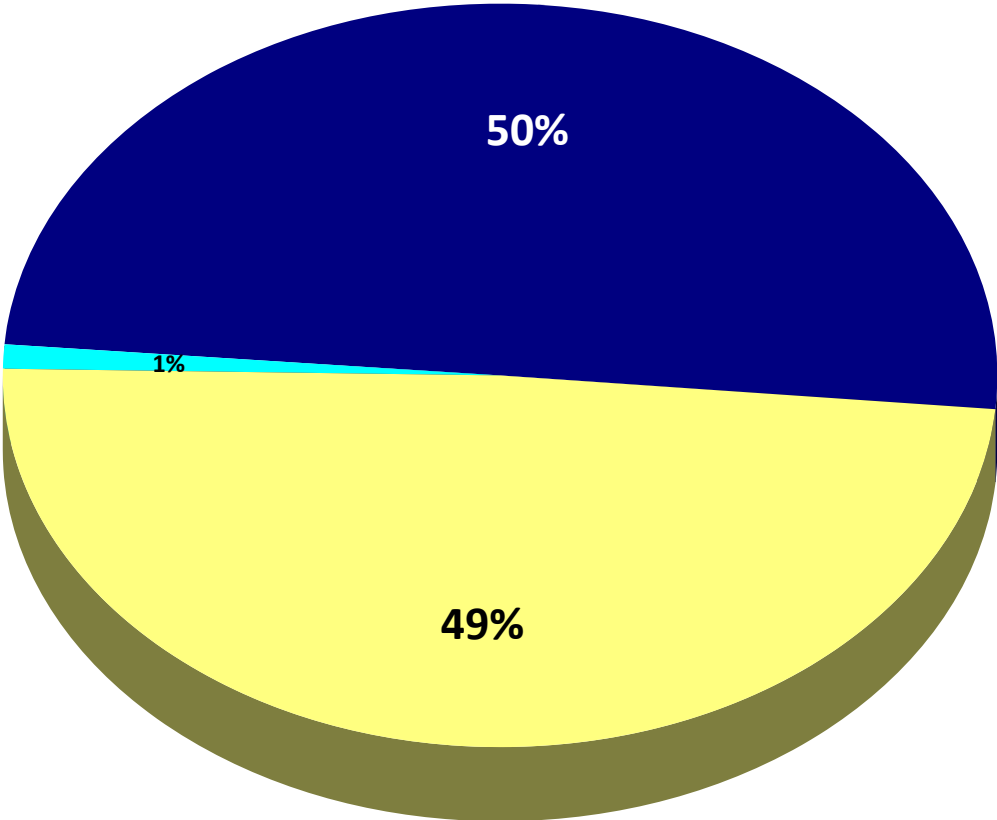
by percentage of respondents (excluding "not provided")



Under \$30K \$30K to \$59,999 \$60K to \$99,999 \$100K+

Q41. Gender

by percentage of respondents (excluding “prefer not to answer”)



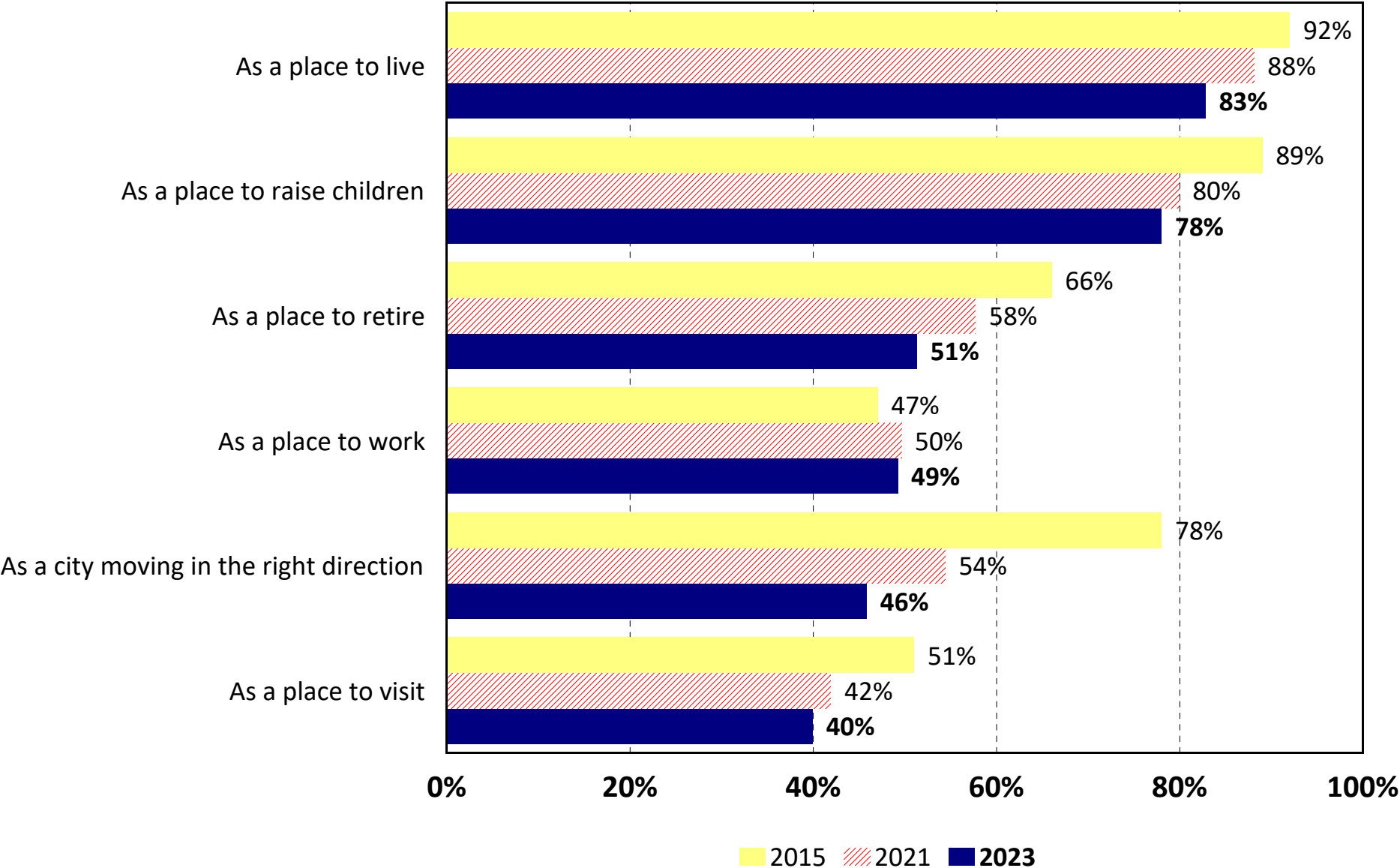
Male Female Gender variant/non-conforming



Trend Charts

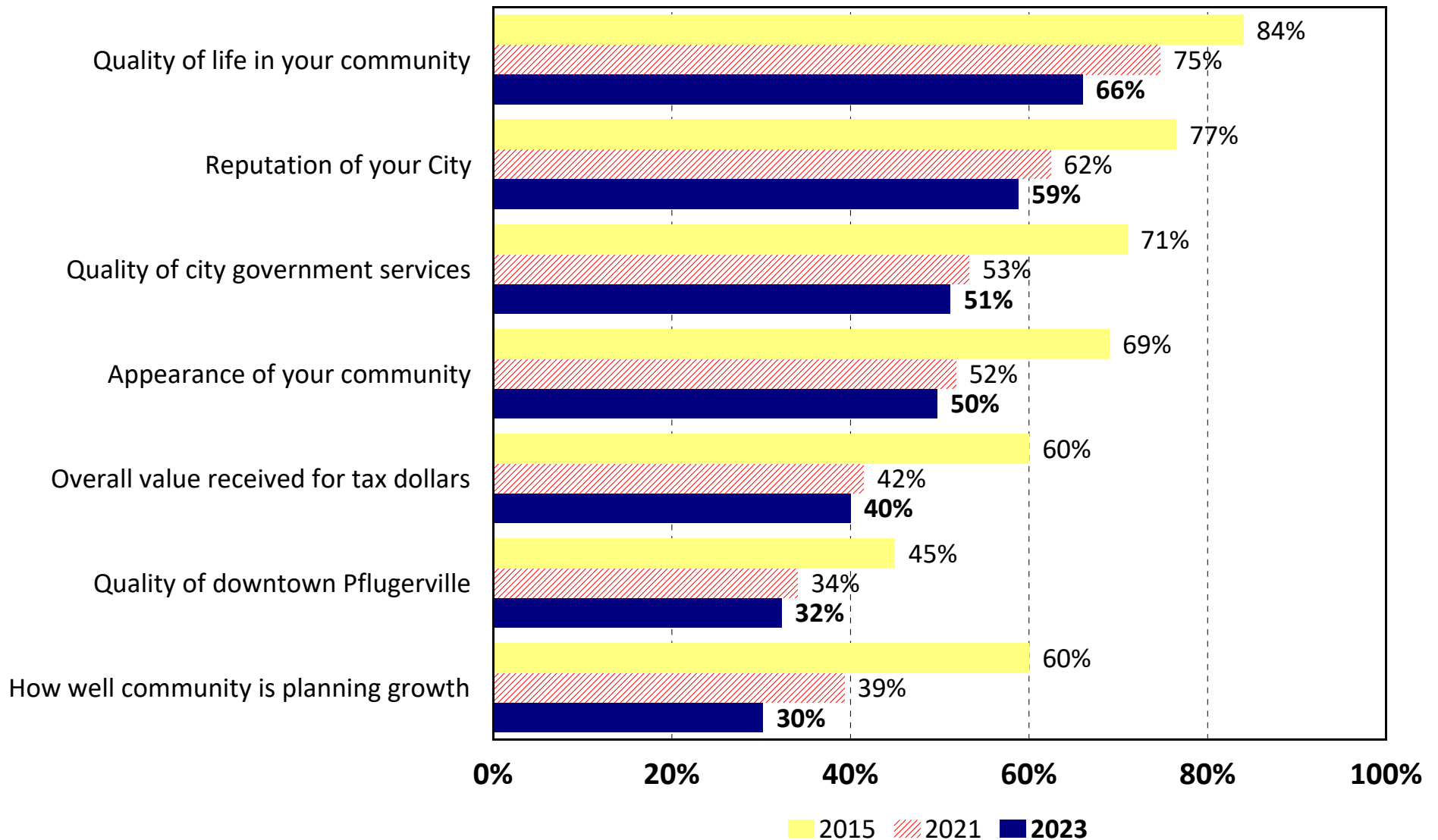
Ratings of the City in the Following Areas

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



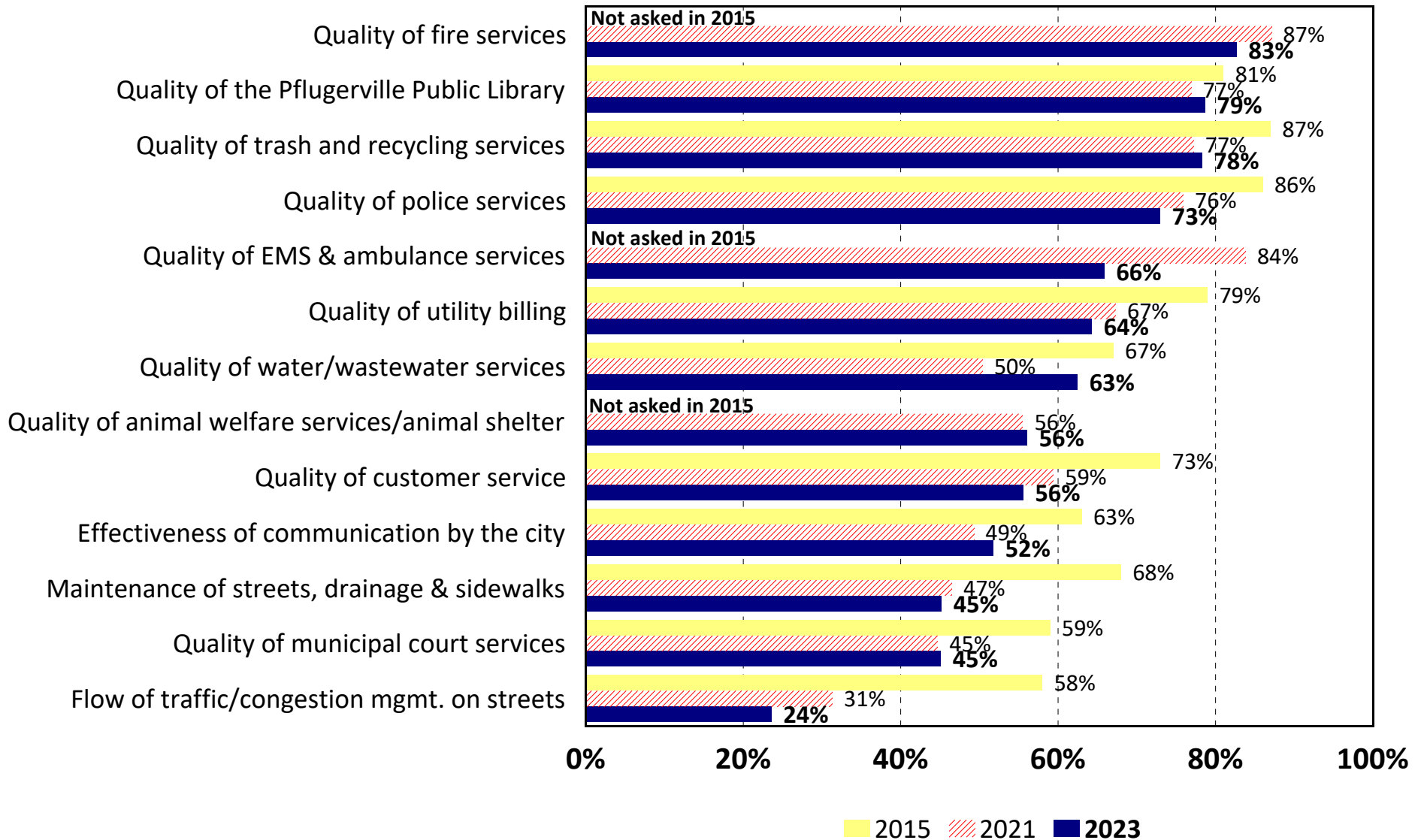
Satisfaction with Items that Influence the Perception of the City of Pflugerville

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



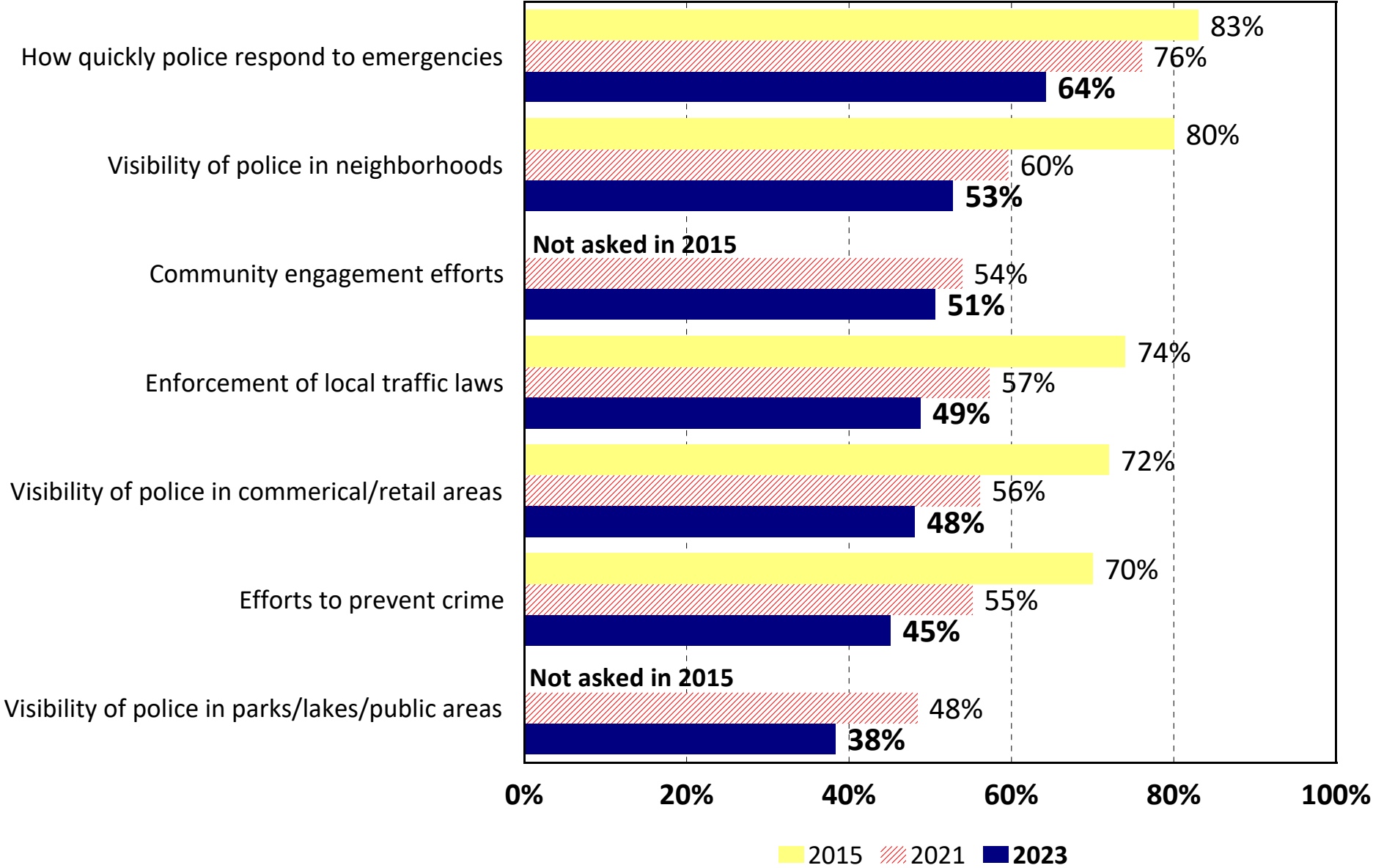
Satisfaction with Services Provided by the City of Pflugerville

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



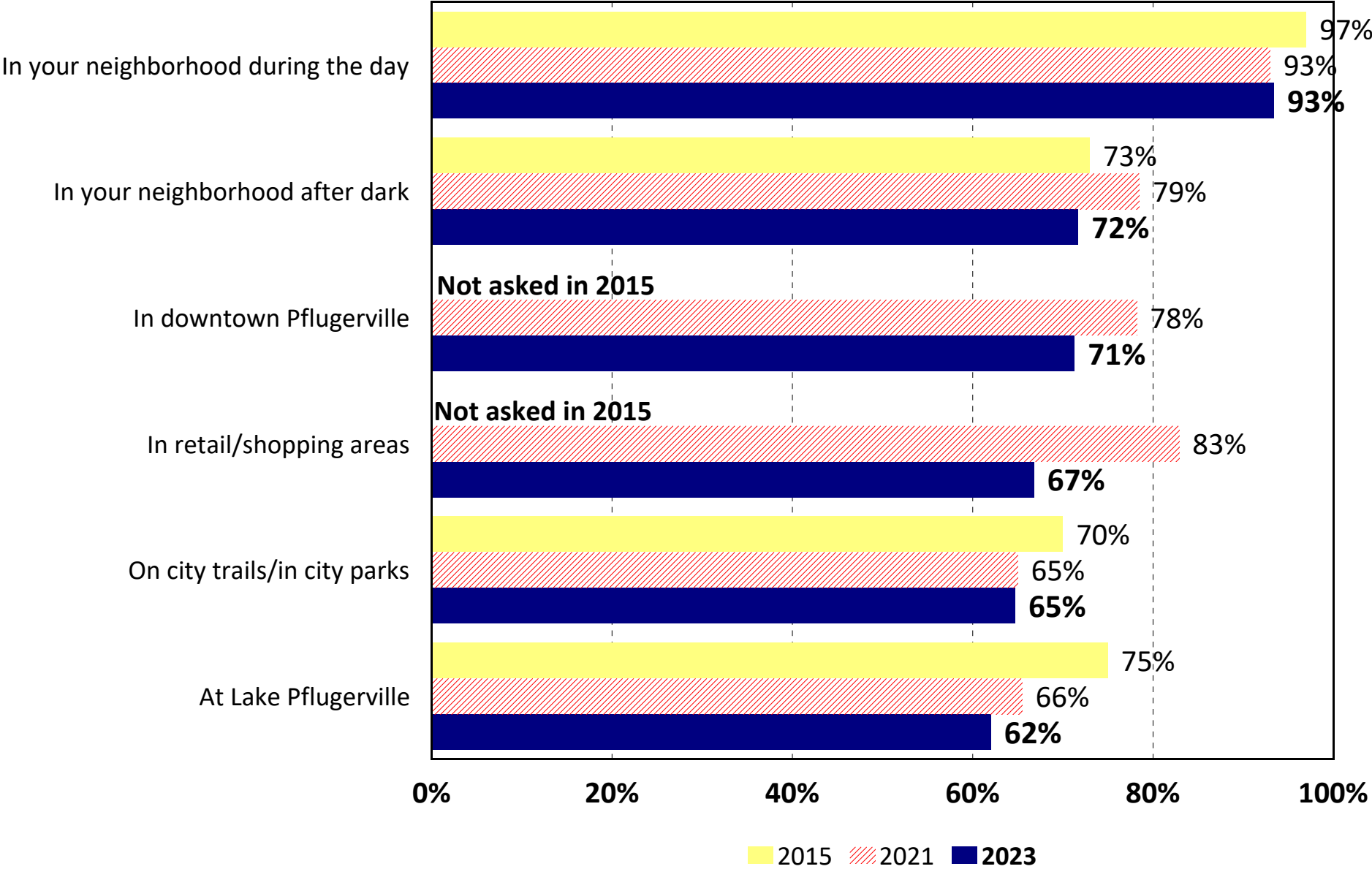
Satisfaction with Police Services

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



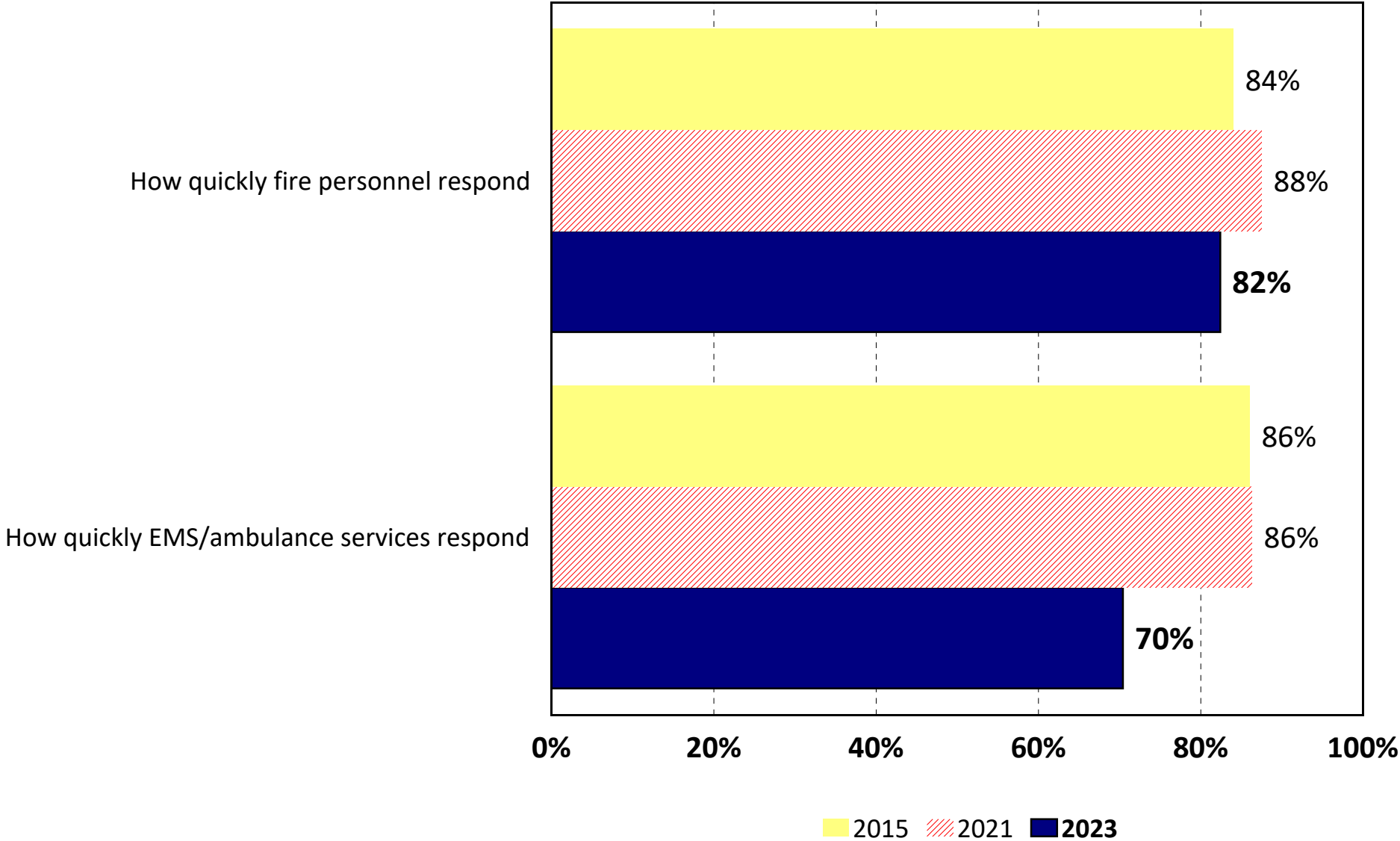
Feeling of Safety in the Following Situations

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



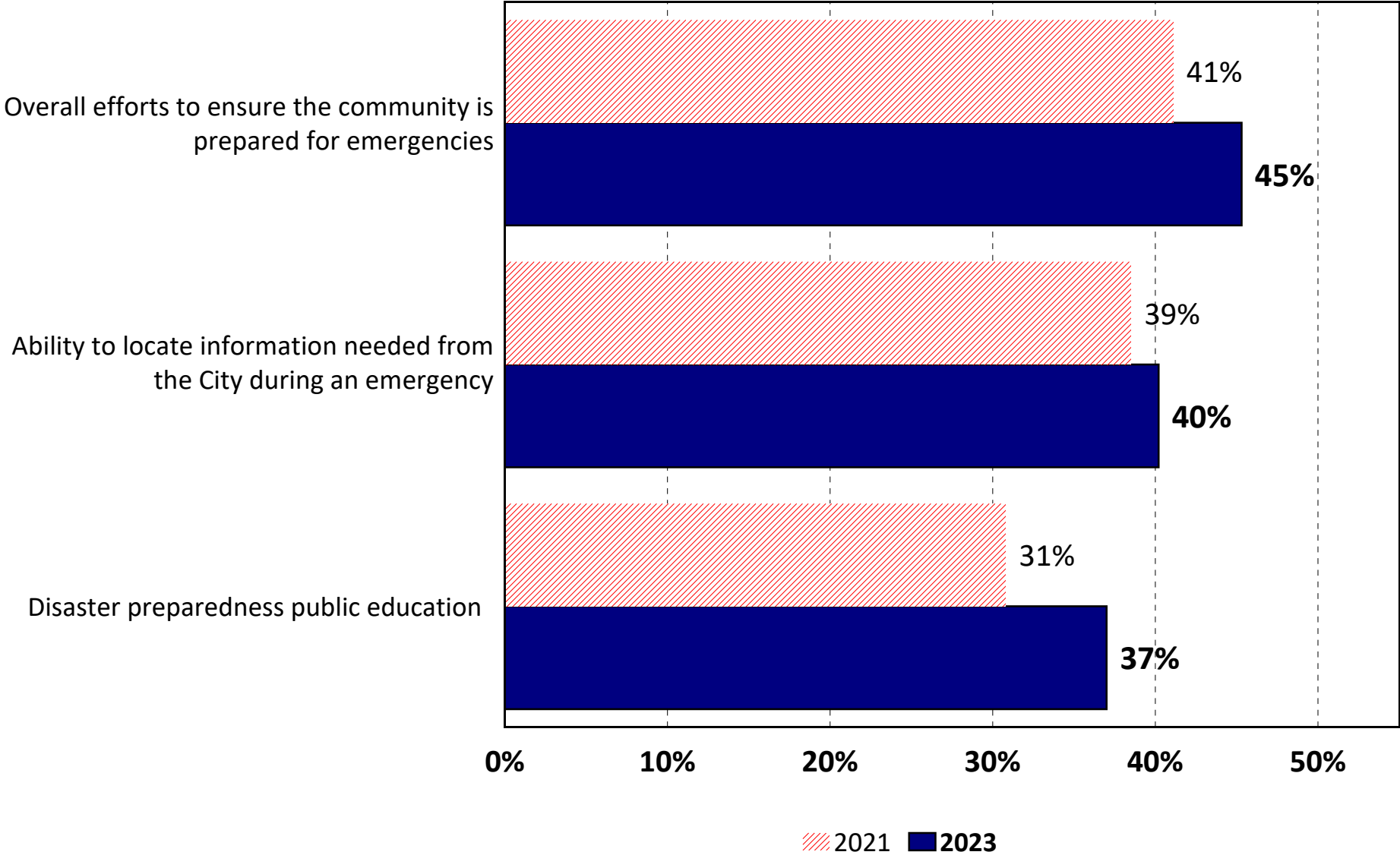
Satisfaction with Fire Services

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



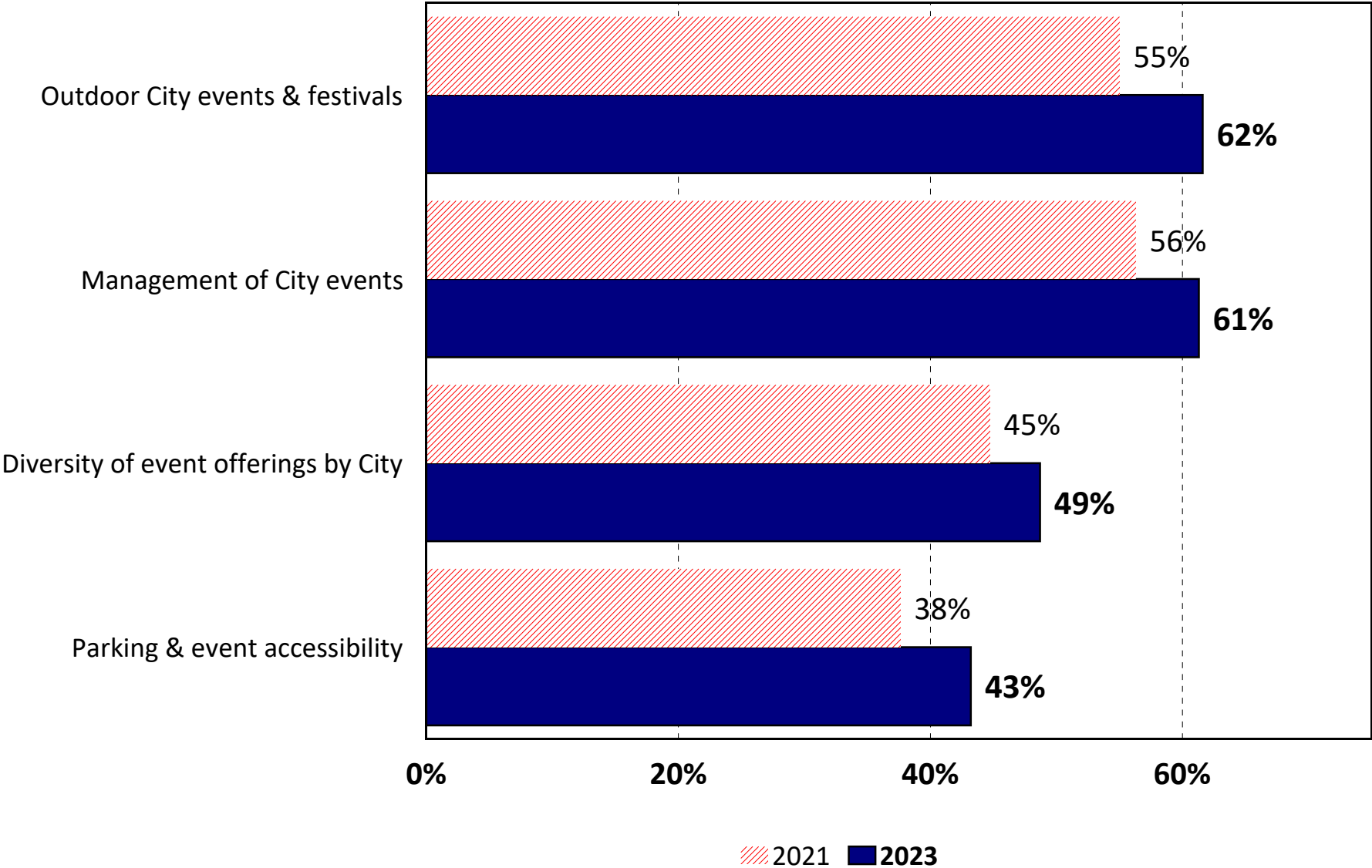
Satisfaction with Emergency Preparedness

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



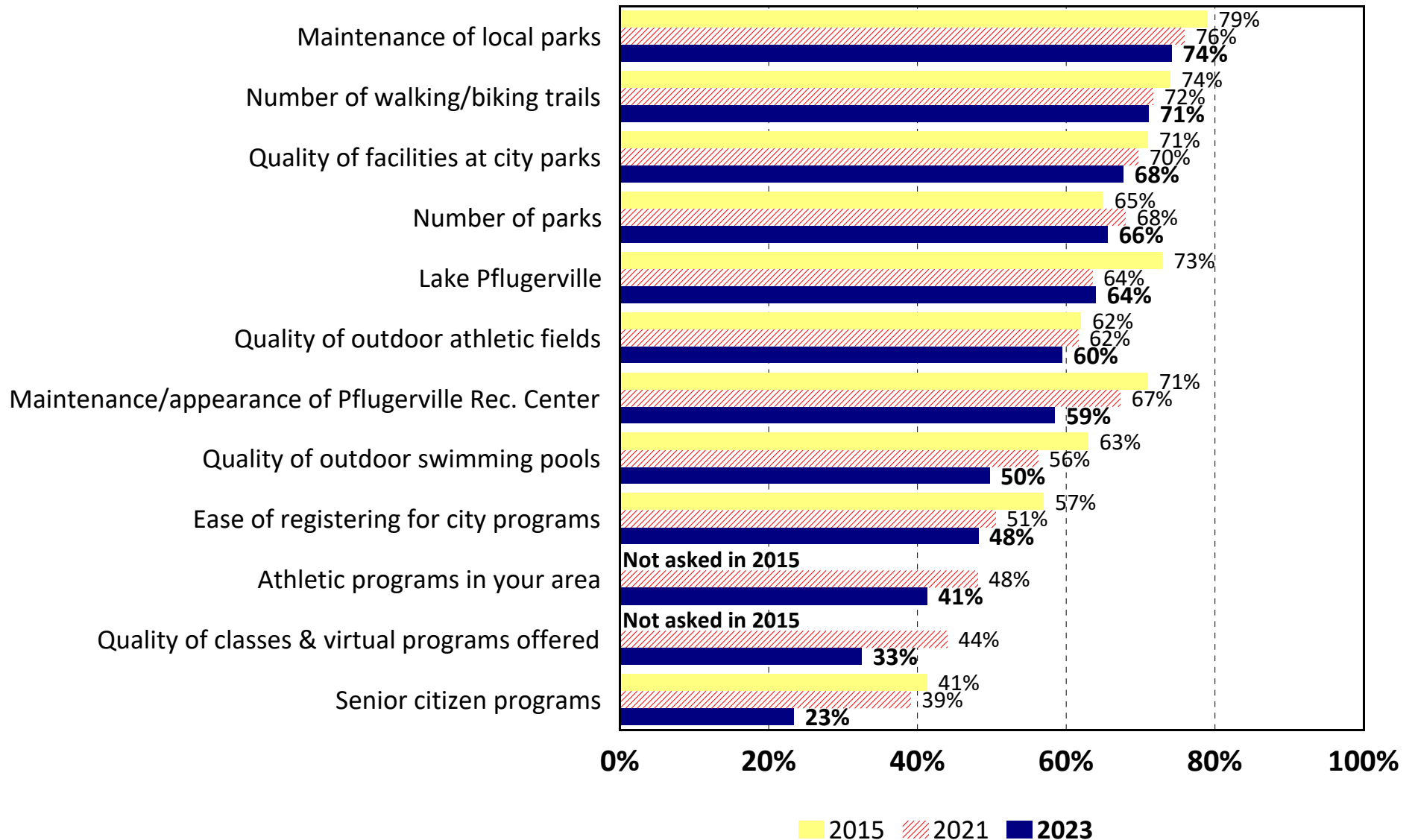
Satisfaction with City Special Events

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



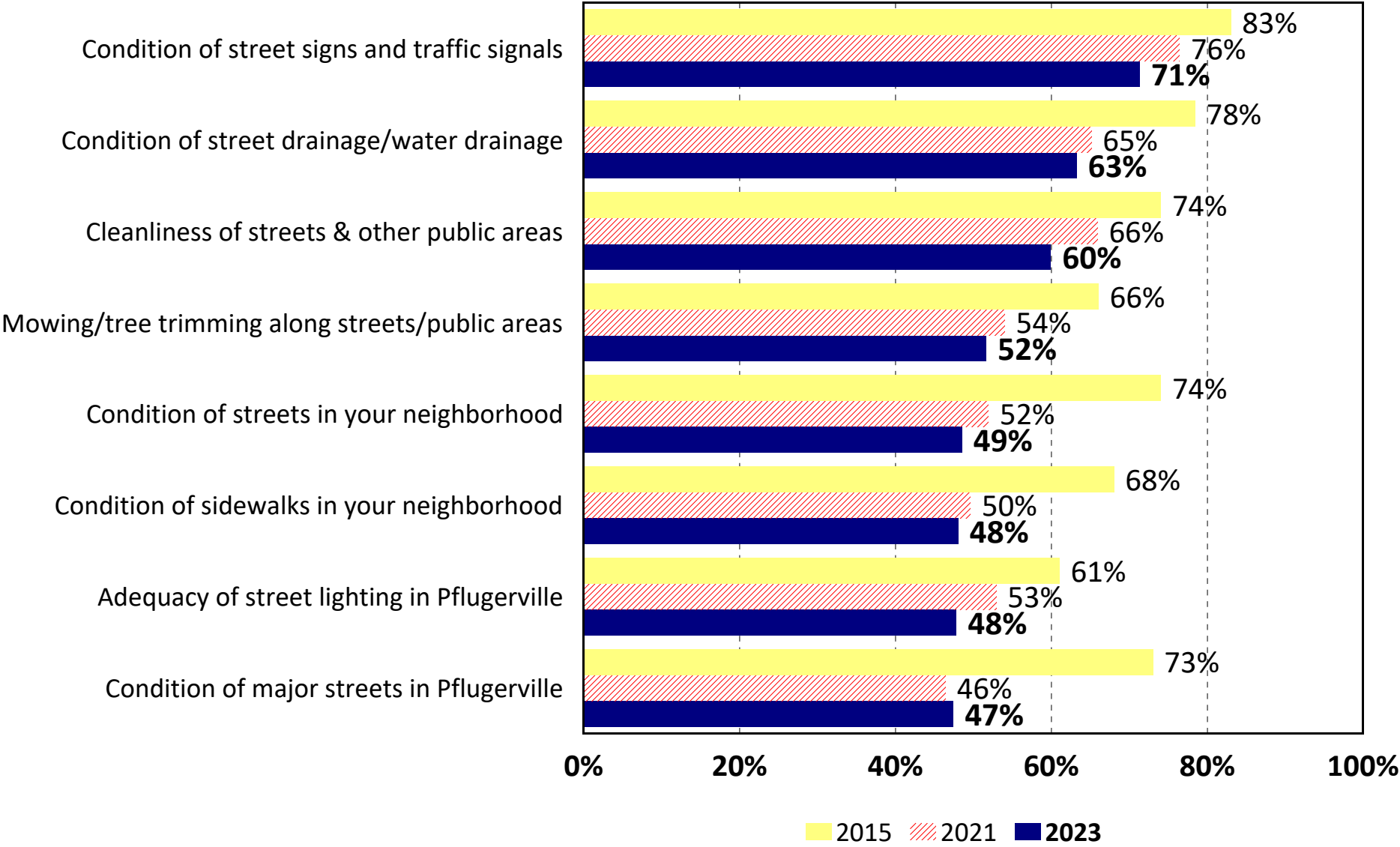
Satisfaction with Parks and Recreation Services

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



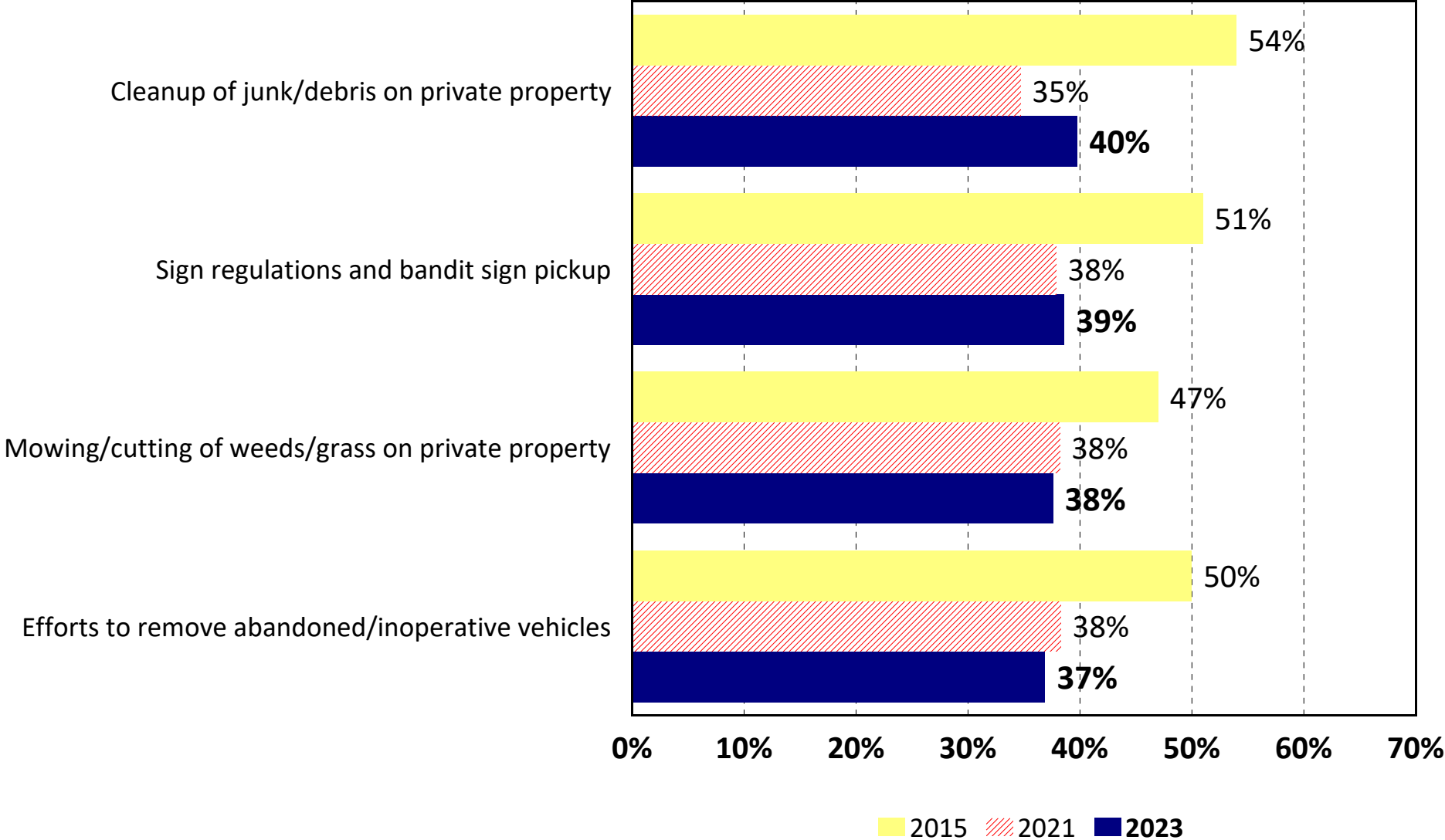
Satisfaction with City Maintenance Services

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



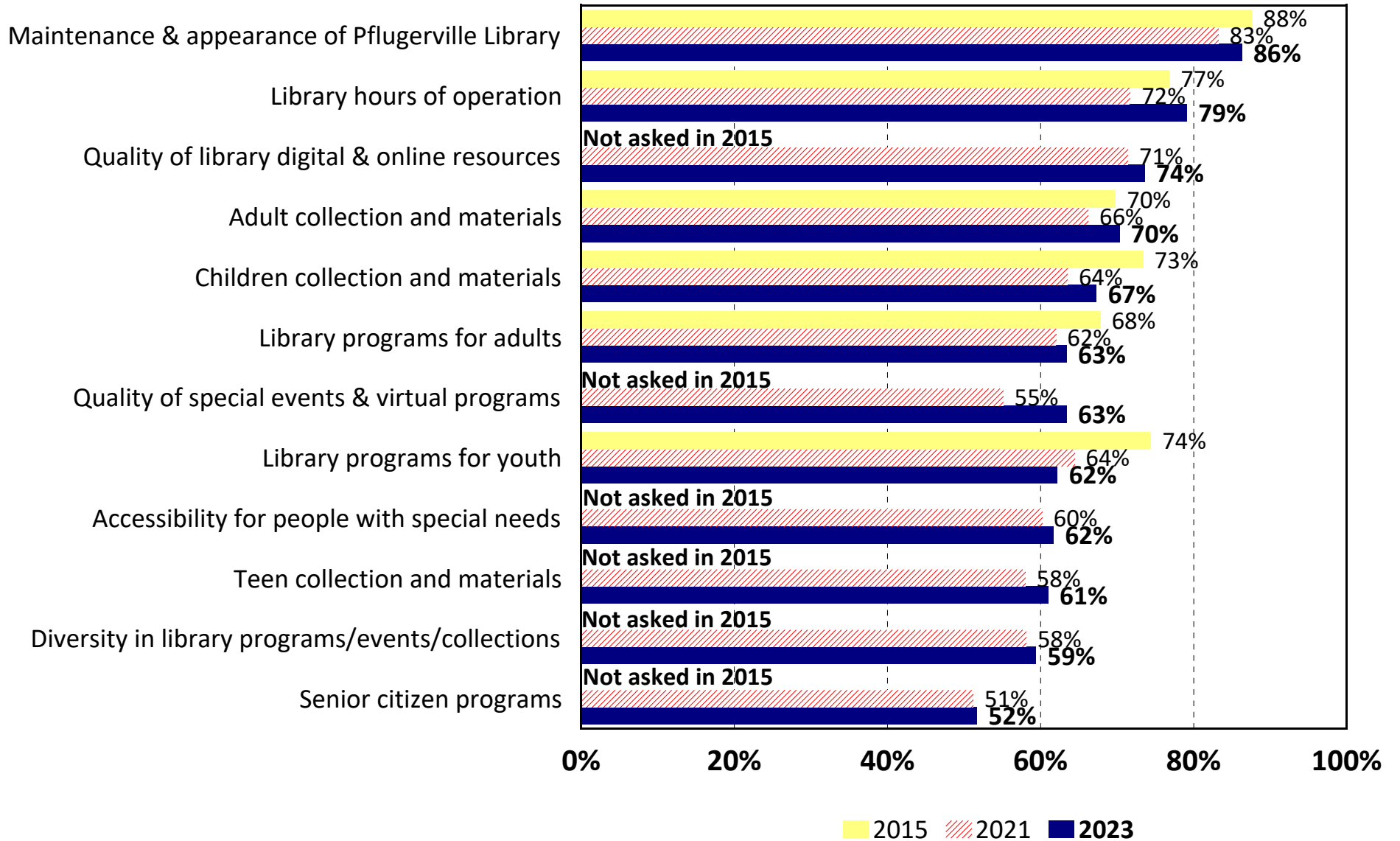
Satisfaction with Code Compliance

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



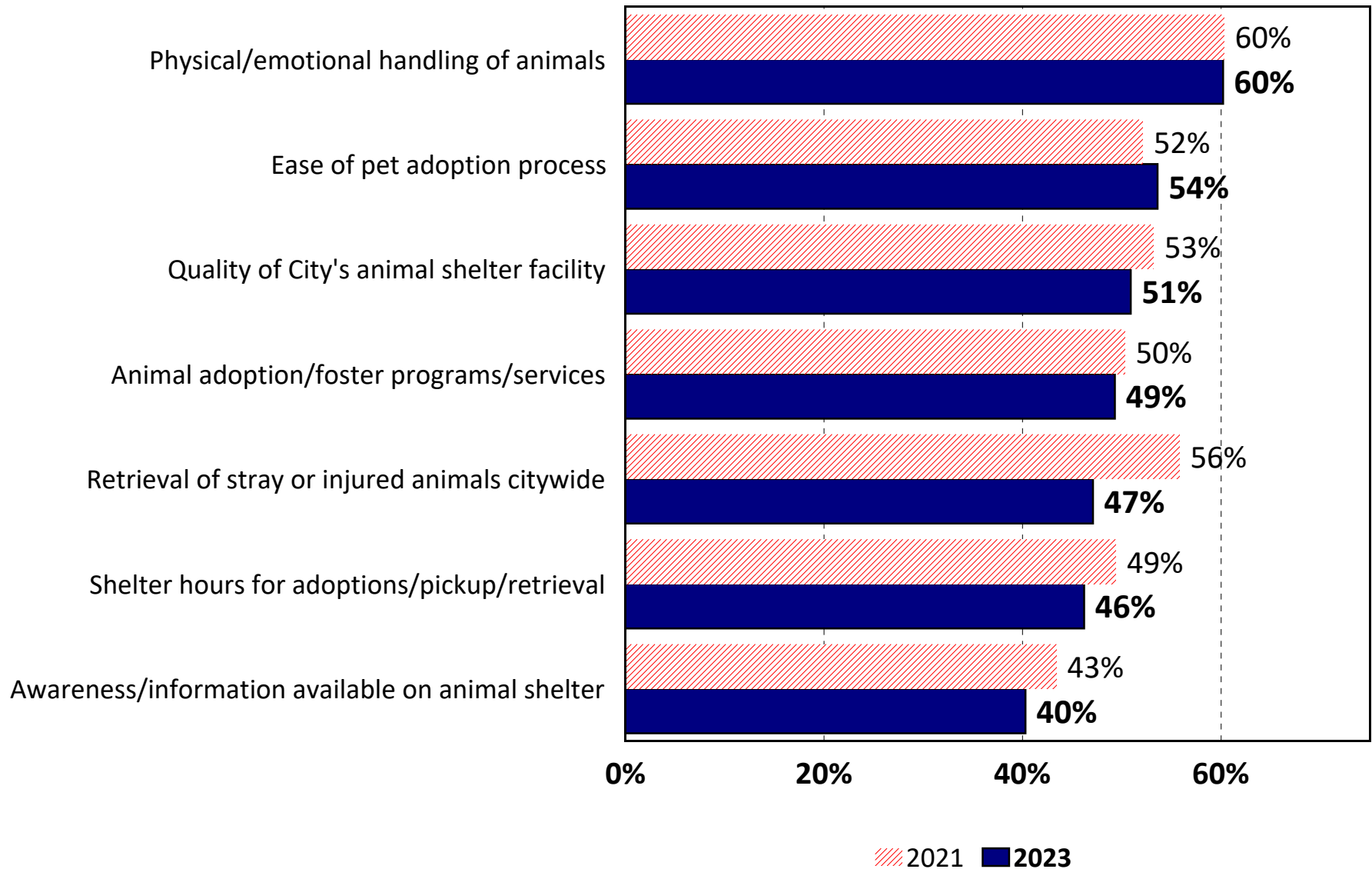
Satisfaction with Library Services

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



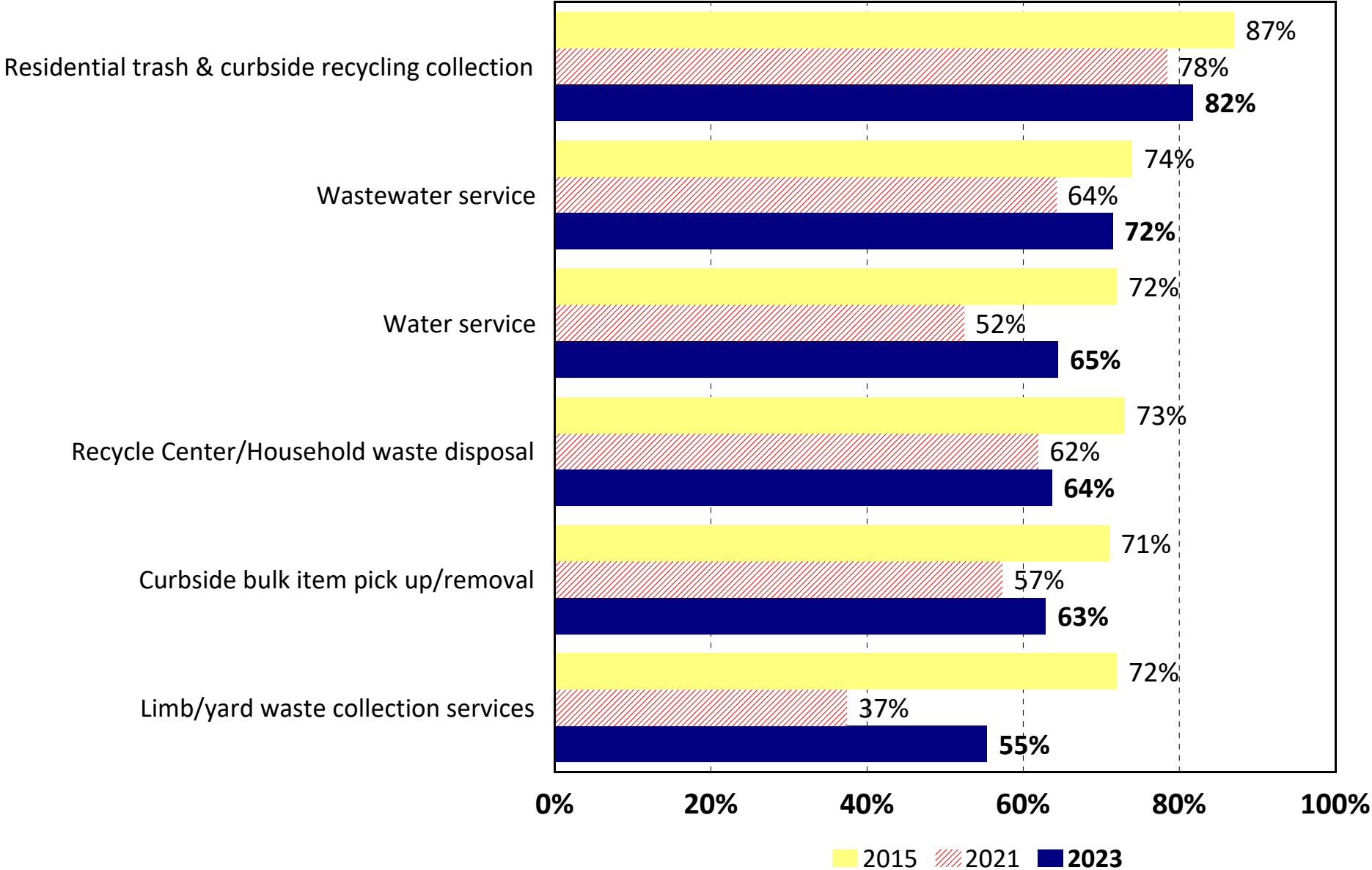
Satisfaction with Animal Welfare Services

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



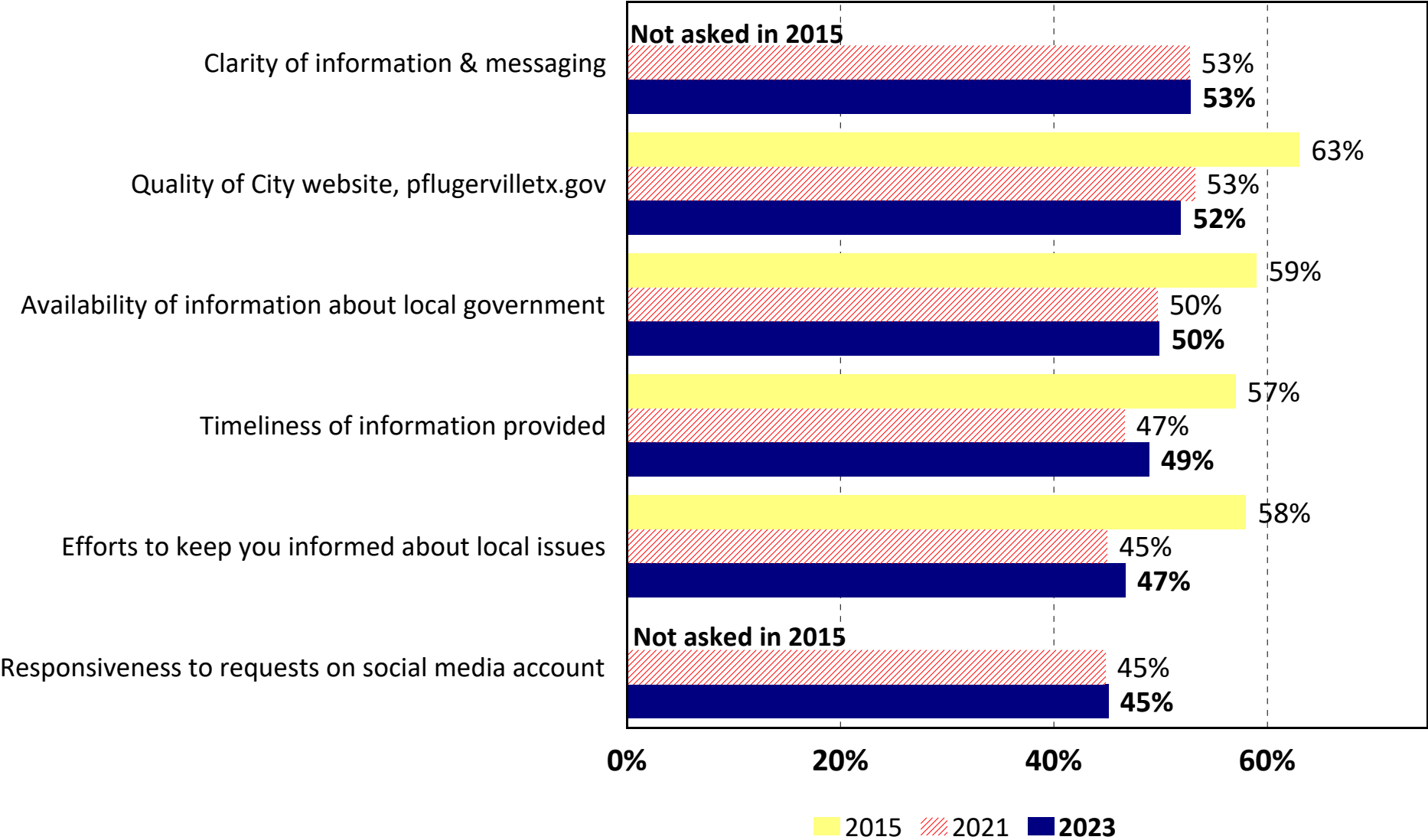
Satisfaction with Utility Services

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



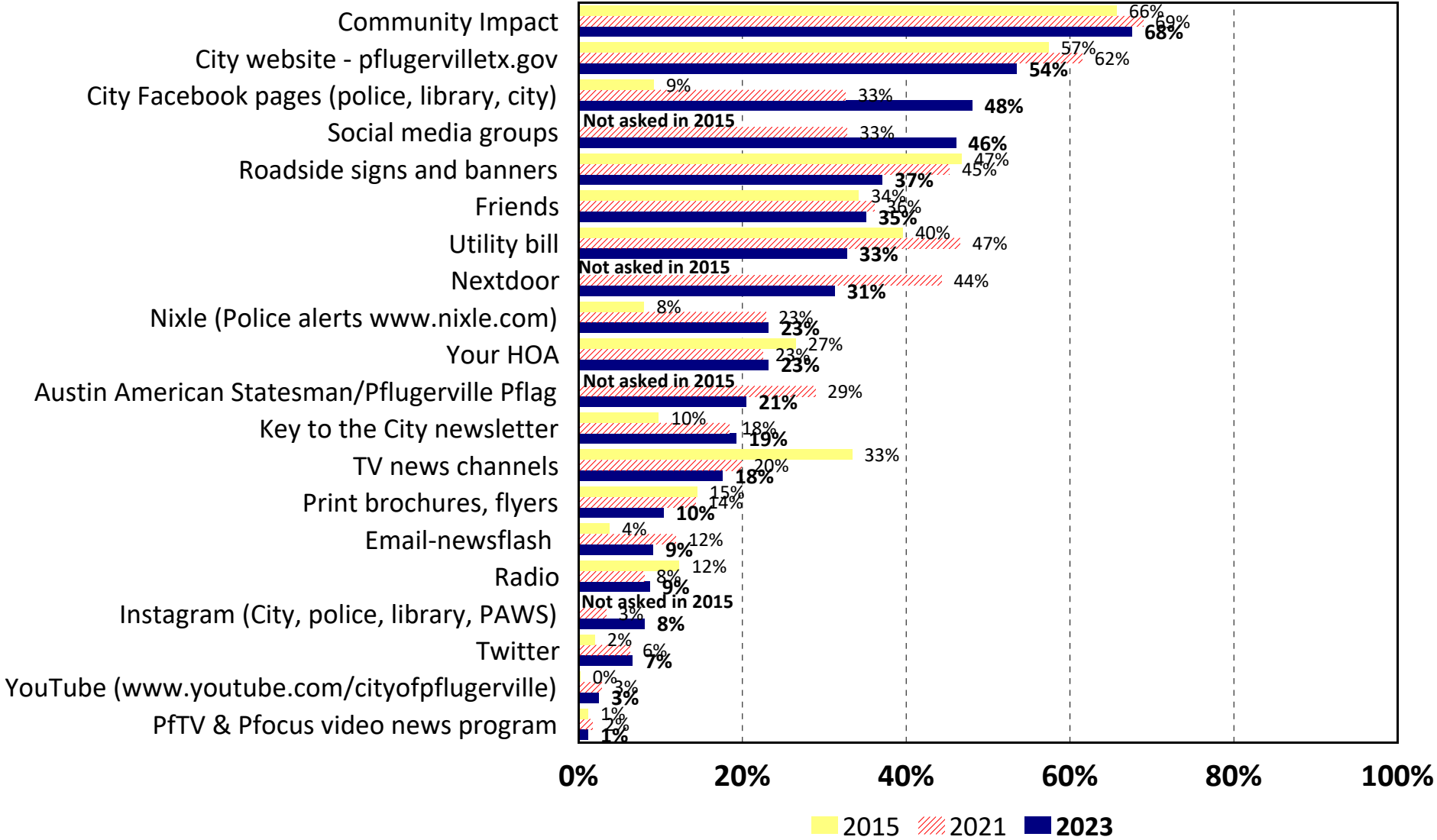
Satisfaction with Public Information Services

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



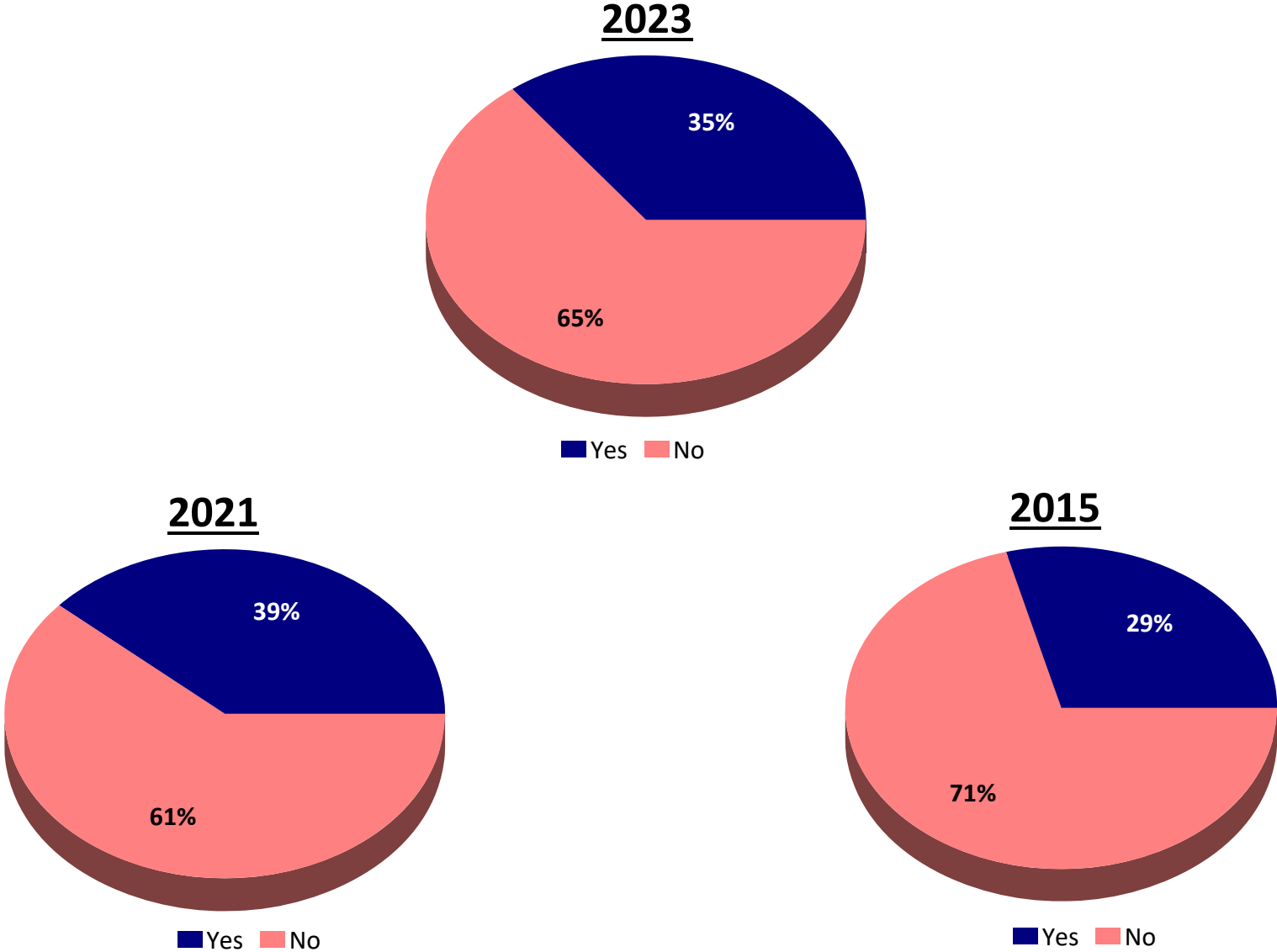
Sources Residents Use to Receive Information About the City of Pflugerville

by percentage of respondents (excluding "none chosen")



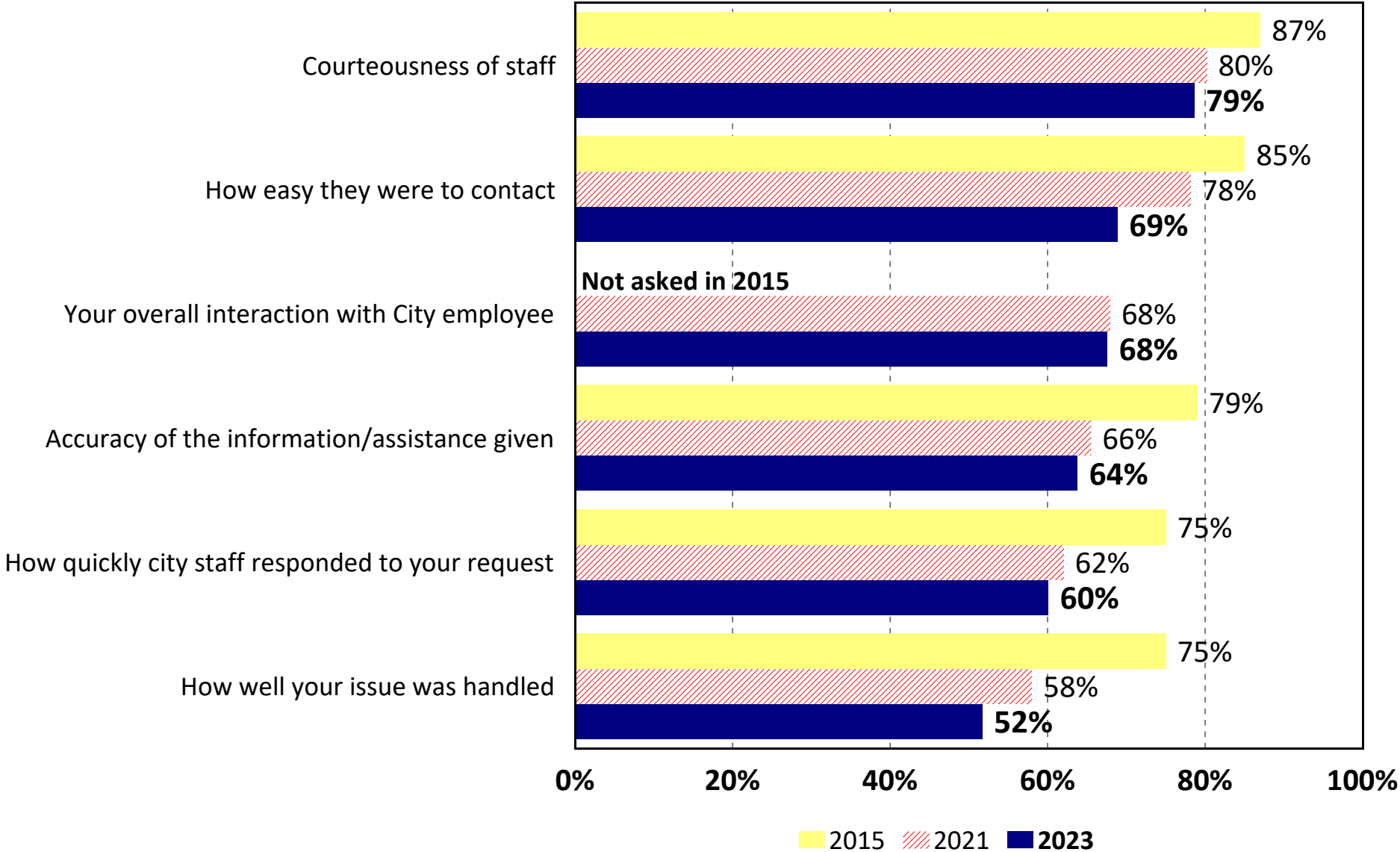
Percentage of Respondents Who Have Interacted with a City Employee During the Past Year

by percentage of respondents (excluding "don't know")



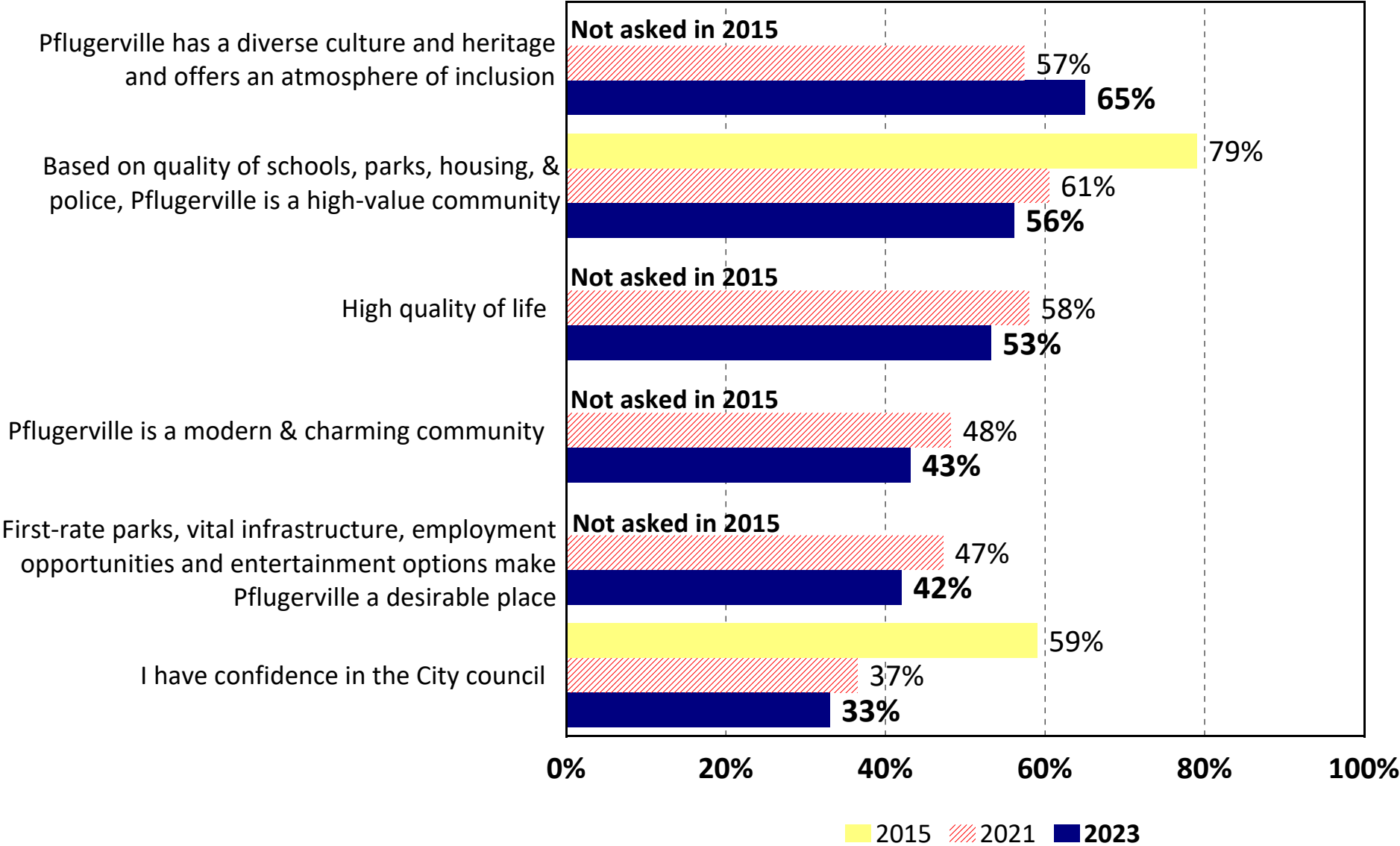
Satisfaction With City Employee Contact

by percentage of respondents who contacted the City in the past year and rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Level of Agreement with the Following Statements

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





3

Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 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 fall of 2021 to a random sample of over 9,000 residents in the continental United States, (2) a state-wide survey that was administered by ETC Institute during the fall of 2021 to a random sample of residents living in Texas, and (3) individual communities with populations between 50,000 and 75,000 where ETC Institute has administered the *DirectionFinder*® survey between January 2021 and April 2023.

Interpreting the Charts

National Benchmarks. The charts on the following pages show how the overall results for Pflugerville compare to the national average and Texas average based on the results of an annual survey administered by ETC Institute to a random sample of more than 9,000 U.S. residents and State of Texas residents.

Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in communities where ETC Institute has administered the *DirectionFinder*® survey. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the communities. The actual rating for Pflugerville is shown as a yellow dot and compare to other communities with populations between 50,000 and 75,000 where the *DirectionFinder*® survey has been administered since January 2021.

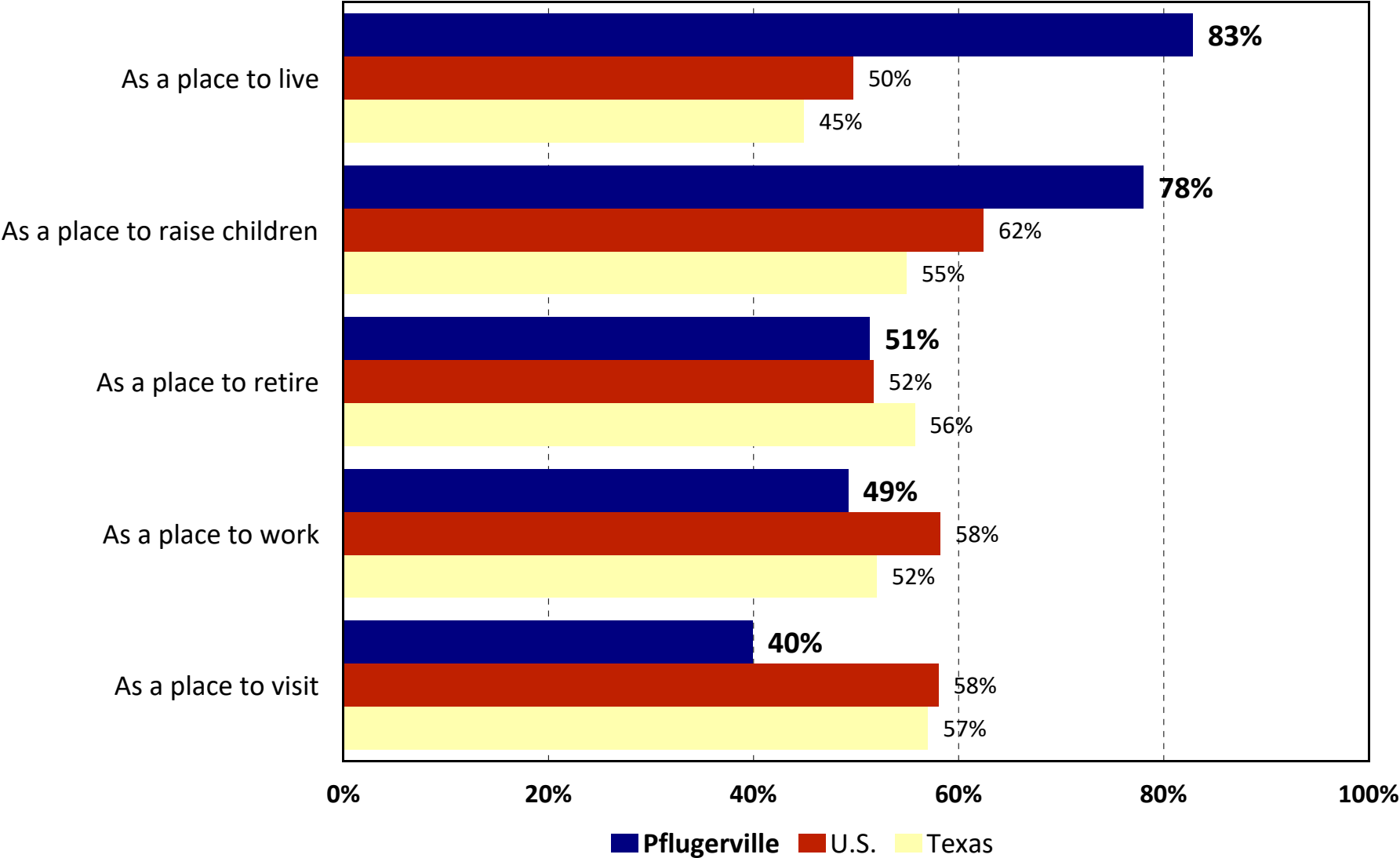
National Benchmarks

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 Pflugerville is not authorized without written consent from ETC Institute.

Overall Ratings of the City

Pflugerville vs. the U.S. vs. Texas

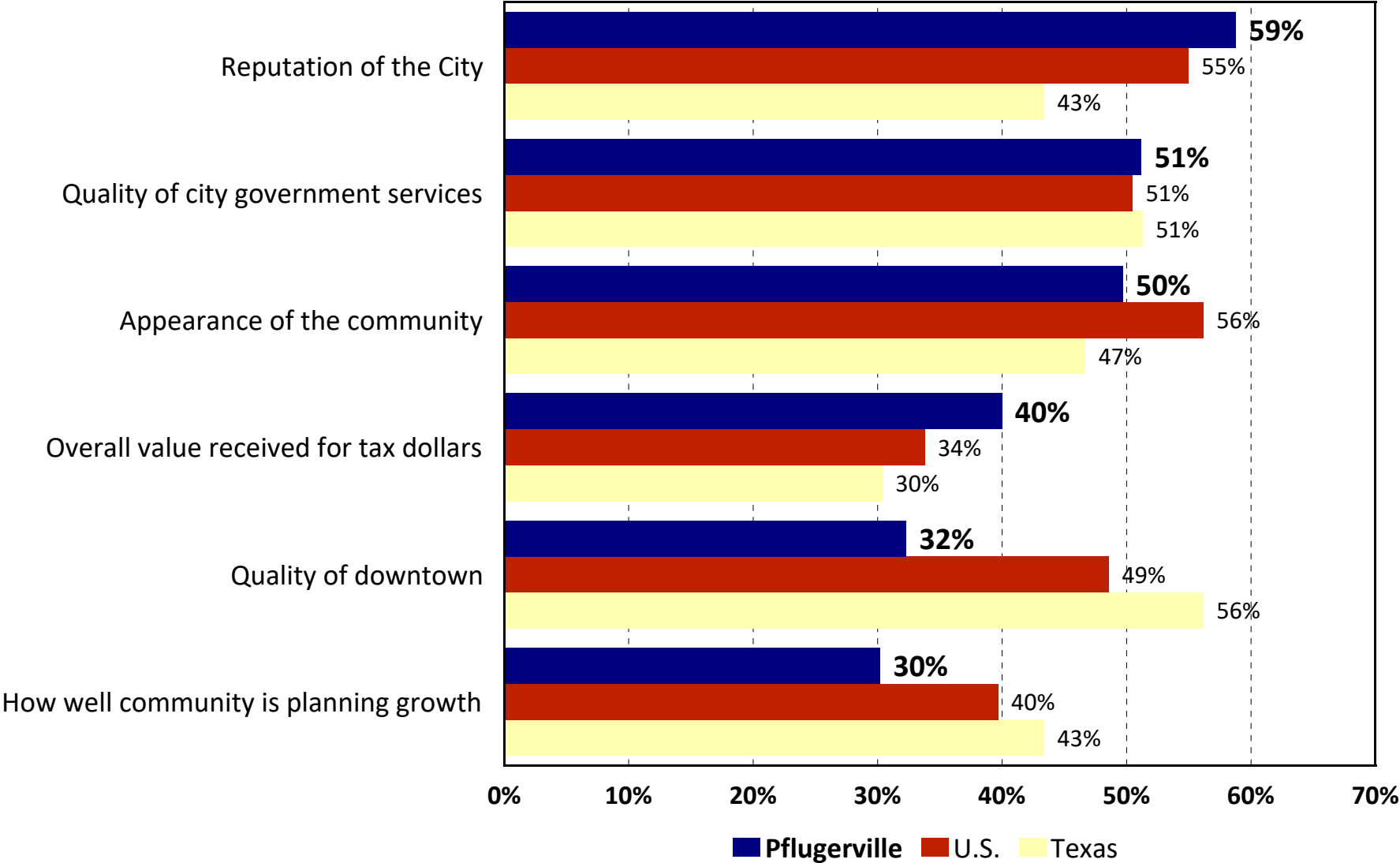
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Overall Perceptions of the City

Pflugerville vs. the U.S. vs. Texas

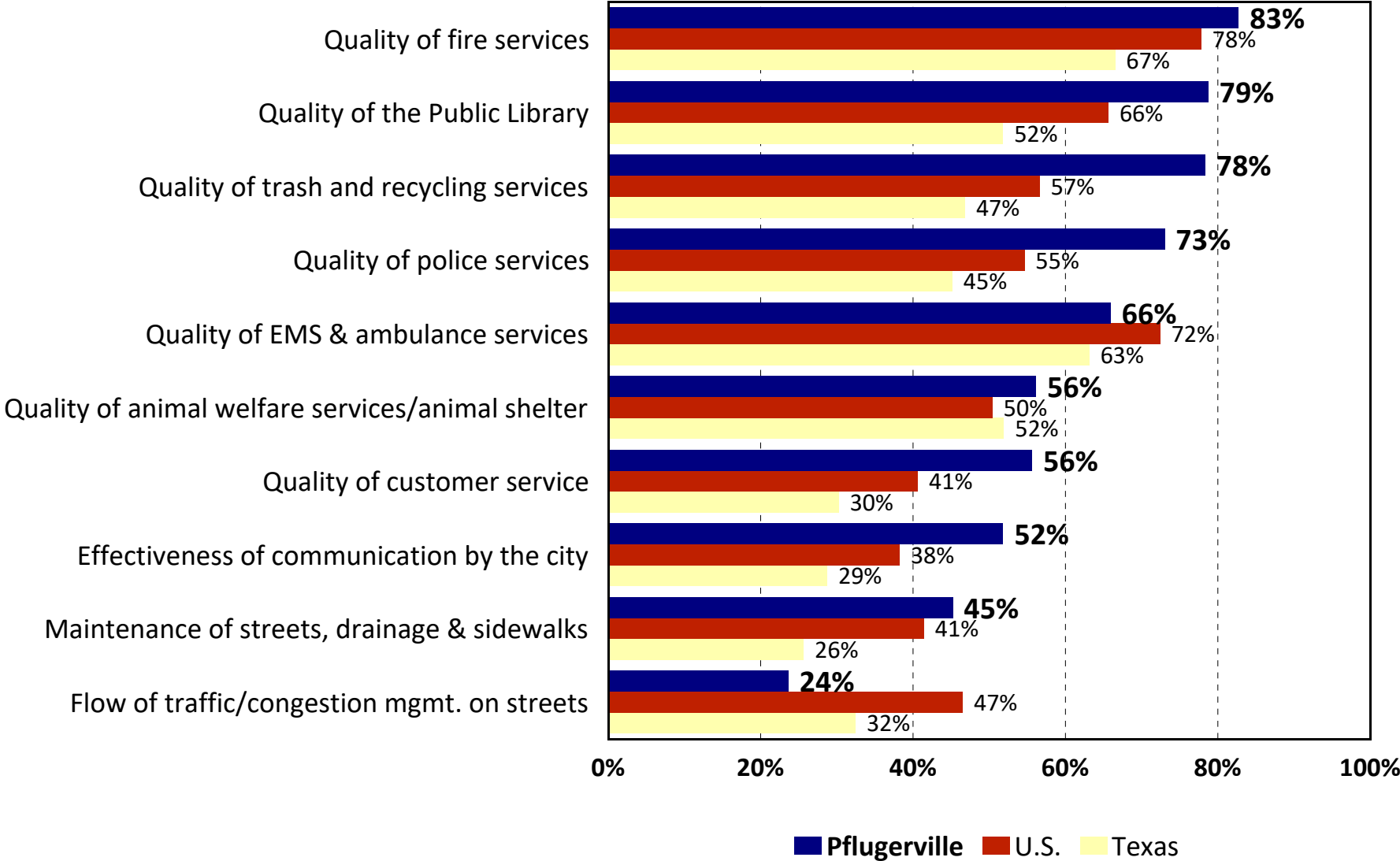
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Overall Satisfaction with City Services

Pflugerville vs. the U.S. vs. Texas

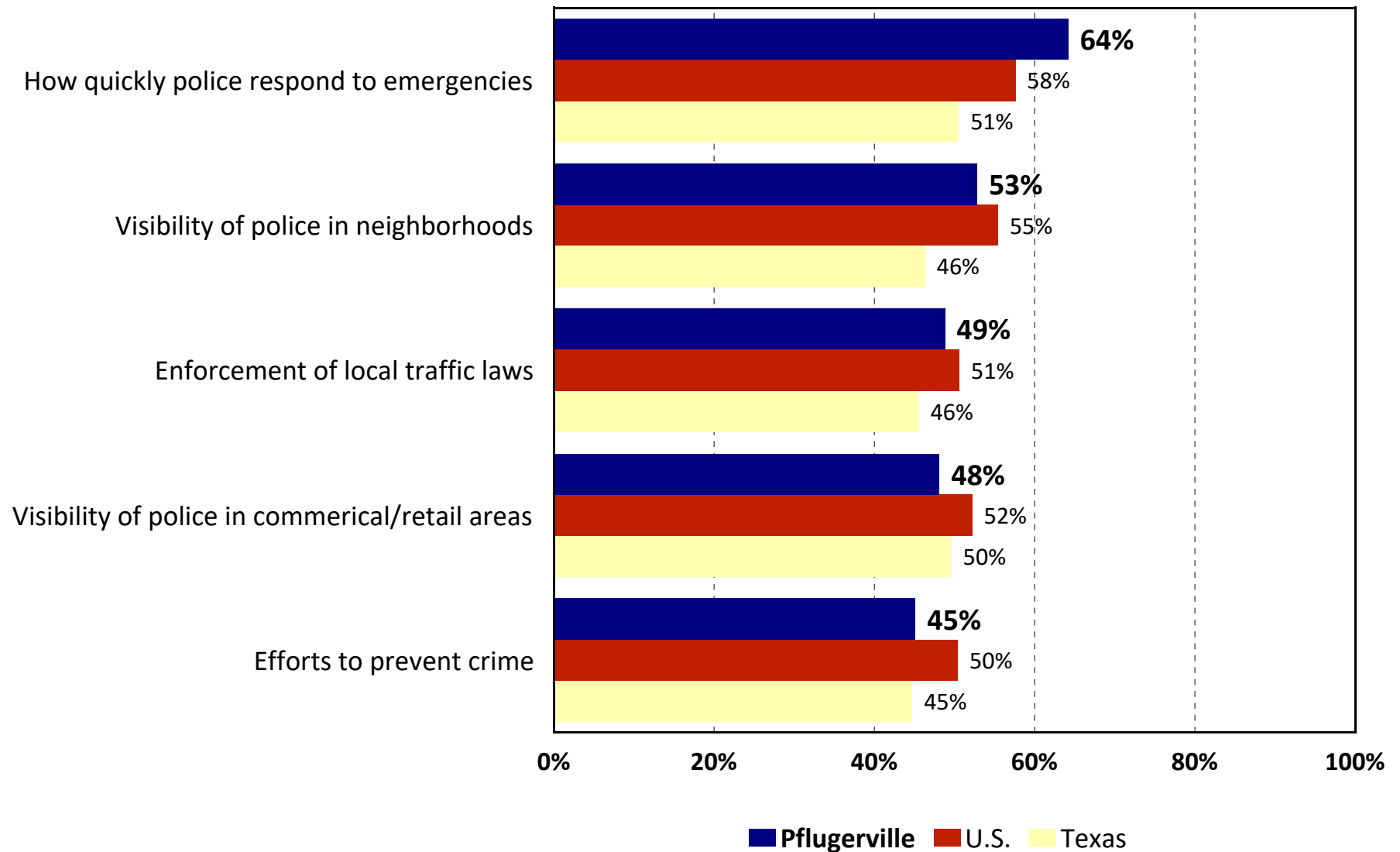
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Overall Satisfaction with Police Services

Pflugerville vs. the U.S. vs. Texas

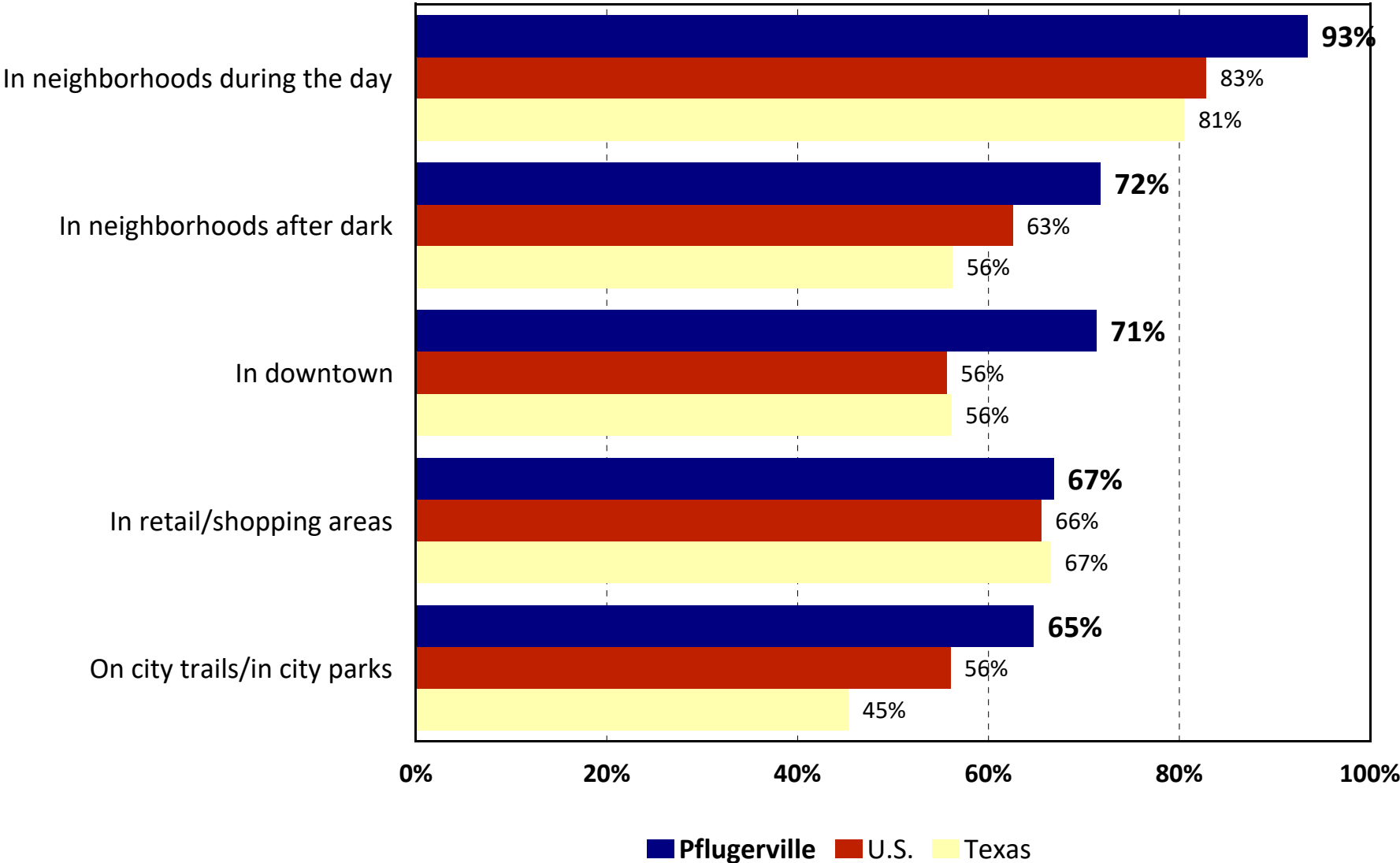
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Overall Feeling of Safety

Pflugerville vs. the U.S. vs. Texas

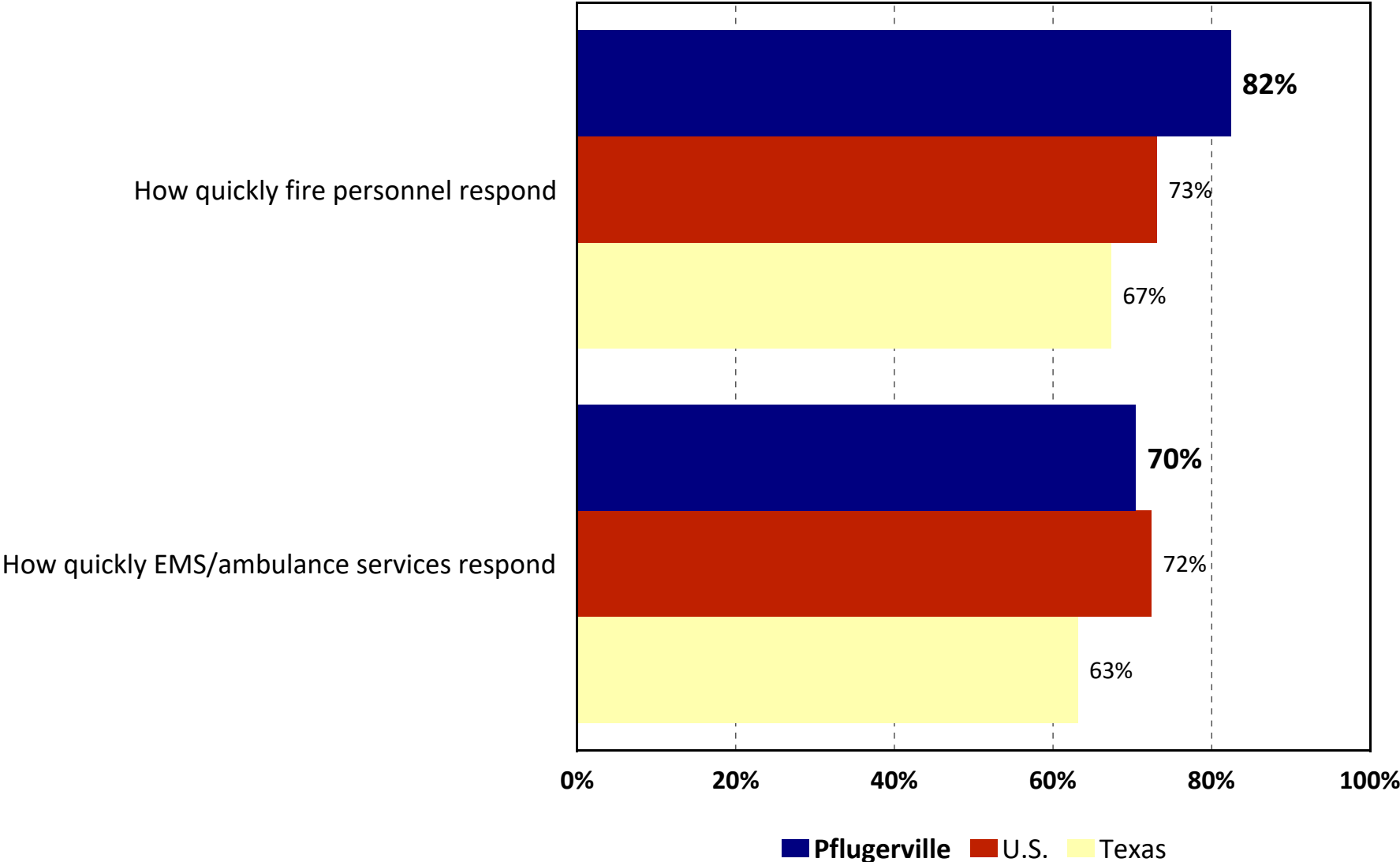
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Overall Satisfaction with Fire Services

Pflugerville vs. the U.S. vs. Texas

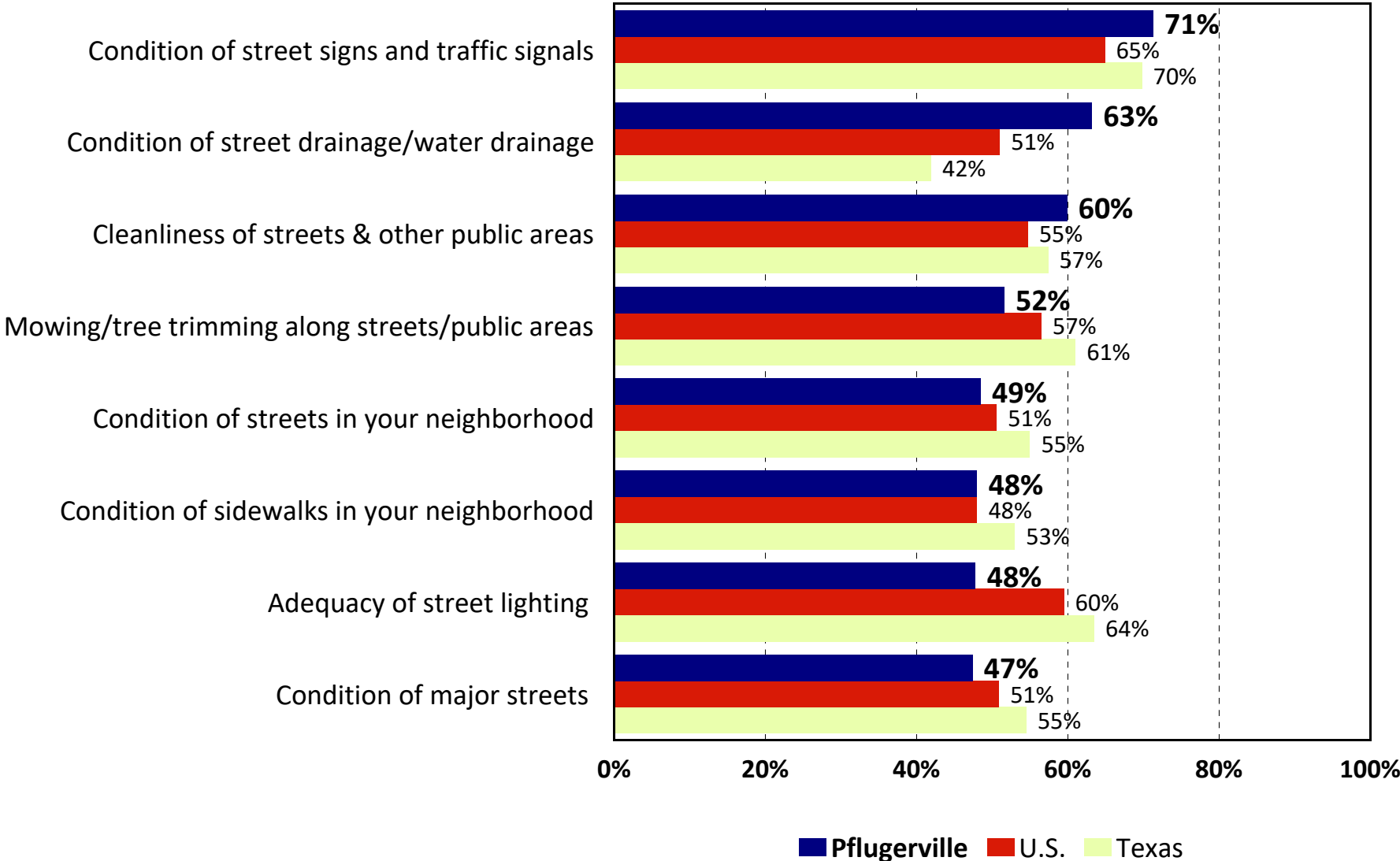
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Overall Satisfaction with City Maintenance

Pflugerville vs. the U.S. vs. Texas

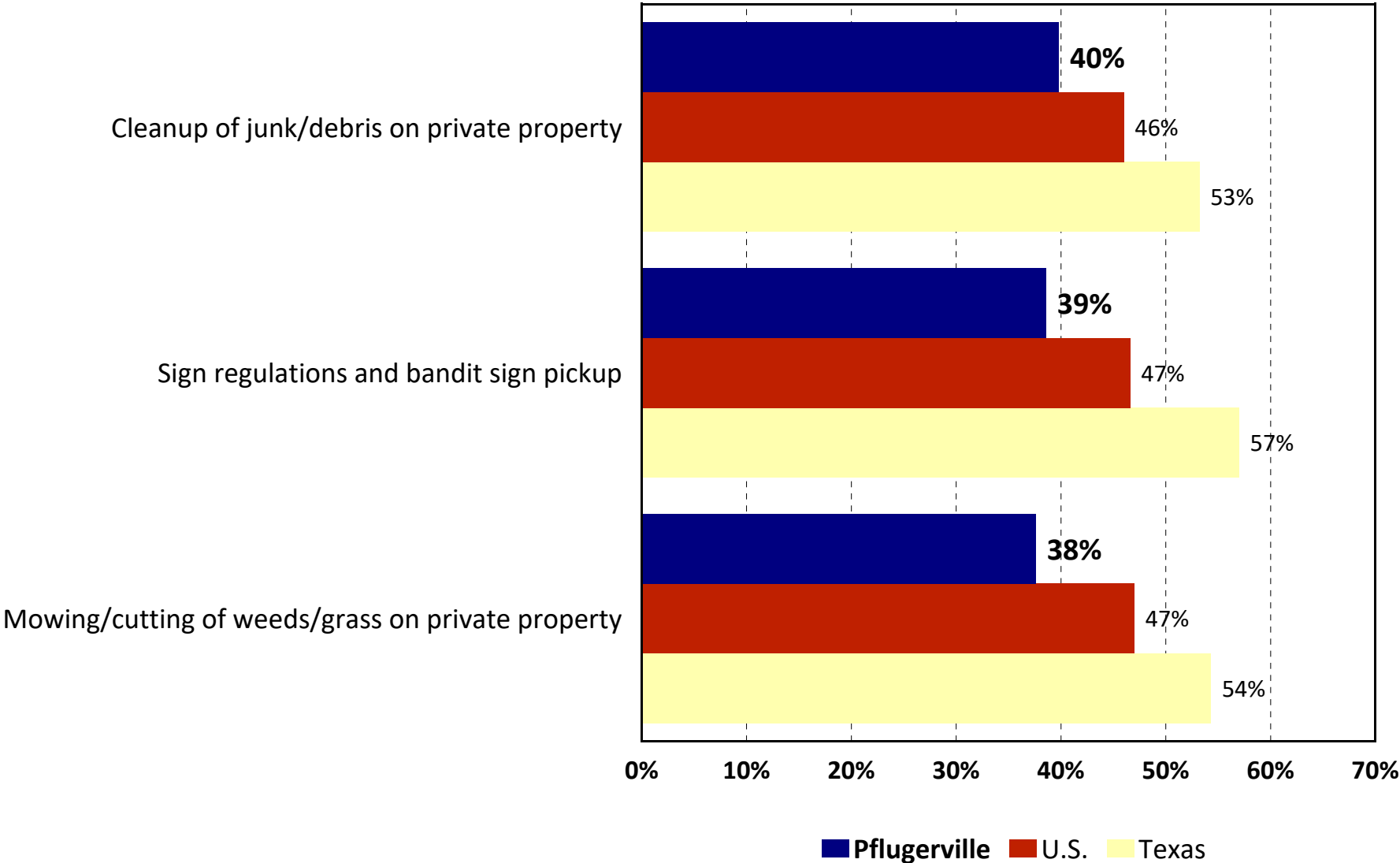
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Overall Satisfaction with Code Compliance

Pflugerville vs. the U.S. vs. Texas

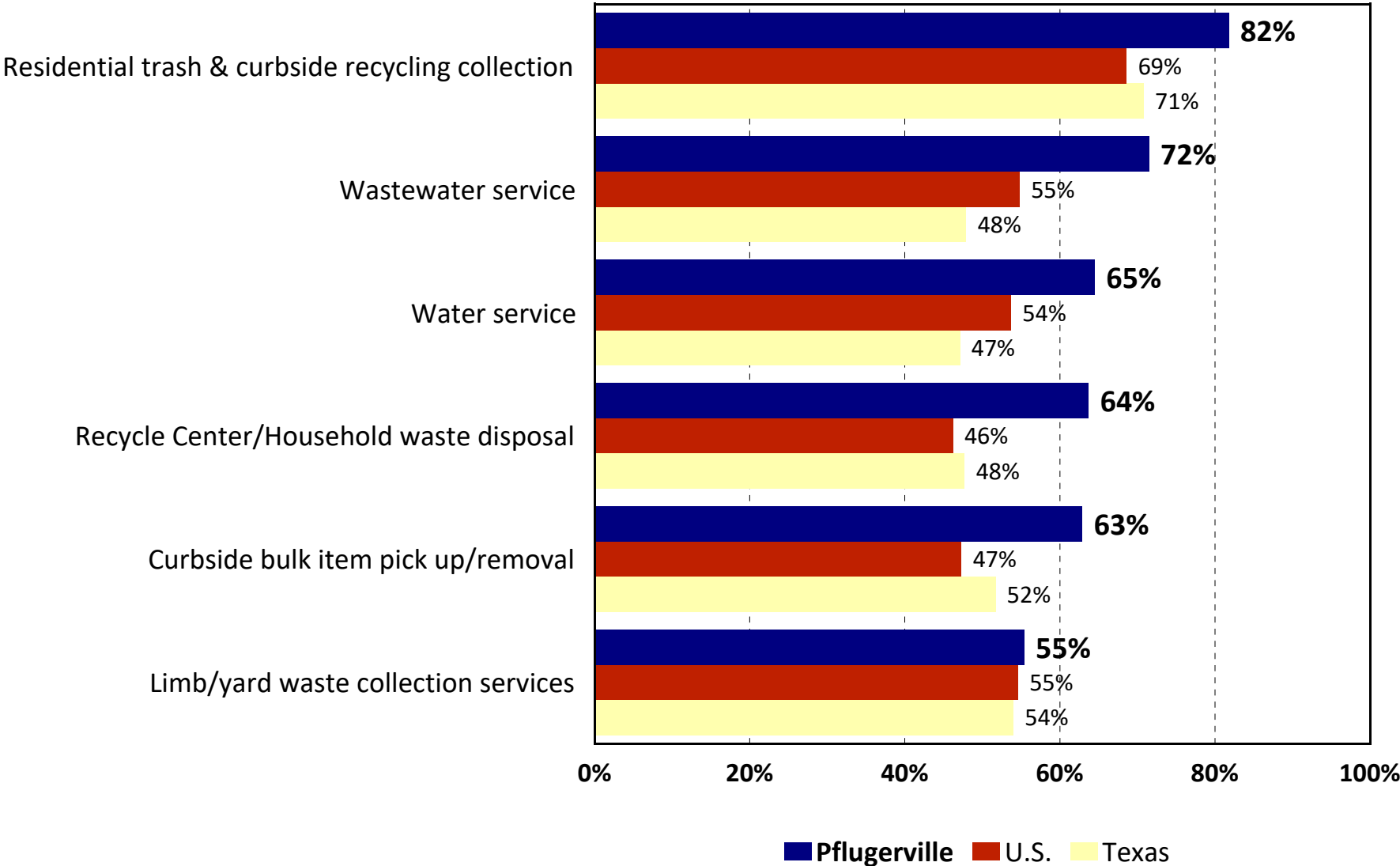
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Overall Satisfaction with City Utility Services

Pflugerville vs. the U.S. vs. Texas

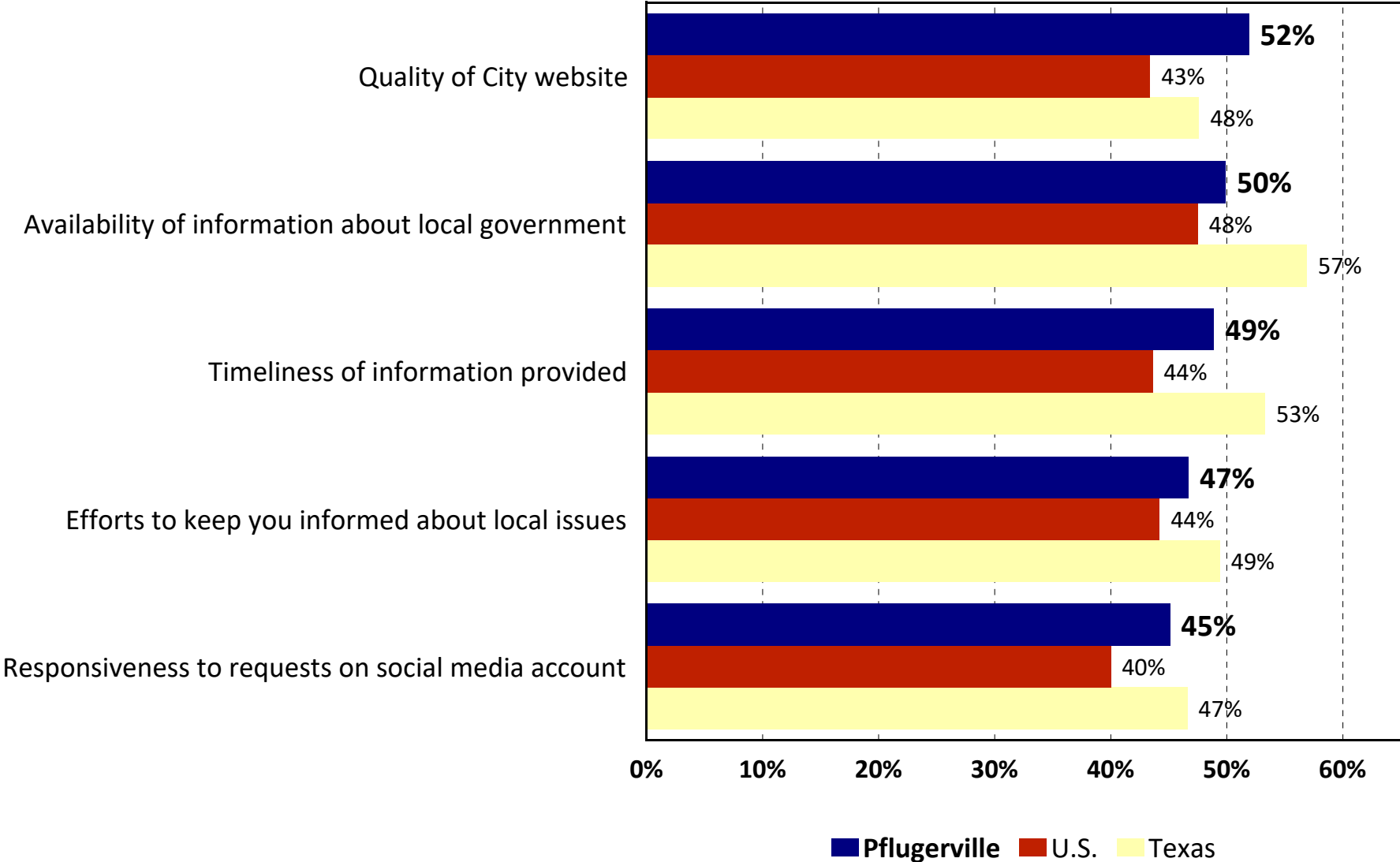
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Overall Satisfaction with Public Information Services

Pflugerville vs. the U.S. vs. Texas

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 know")

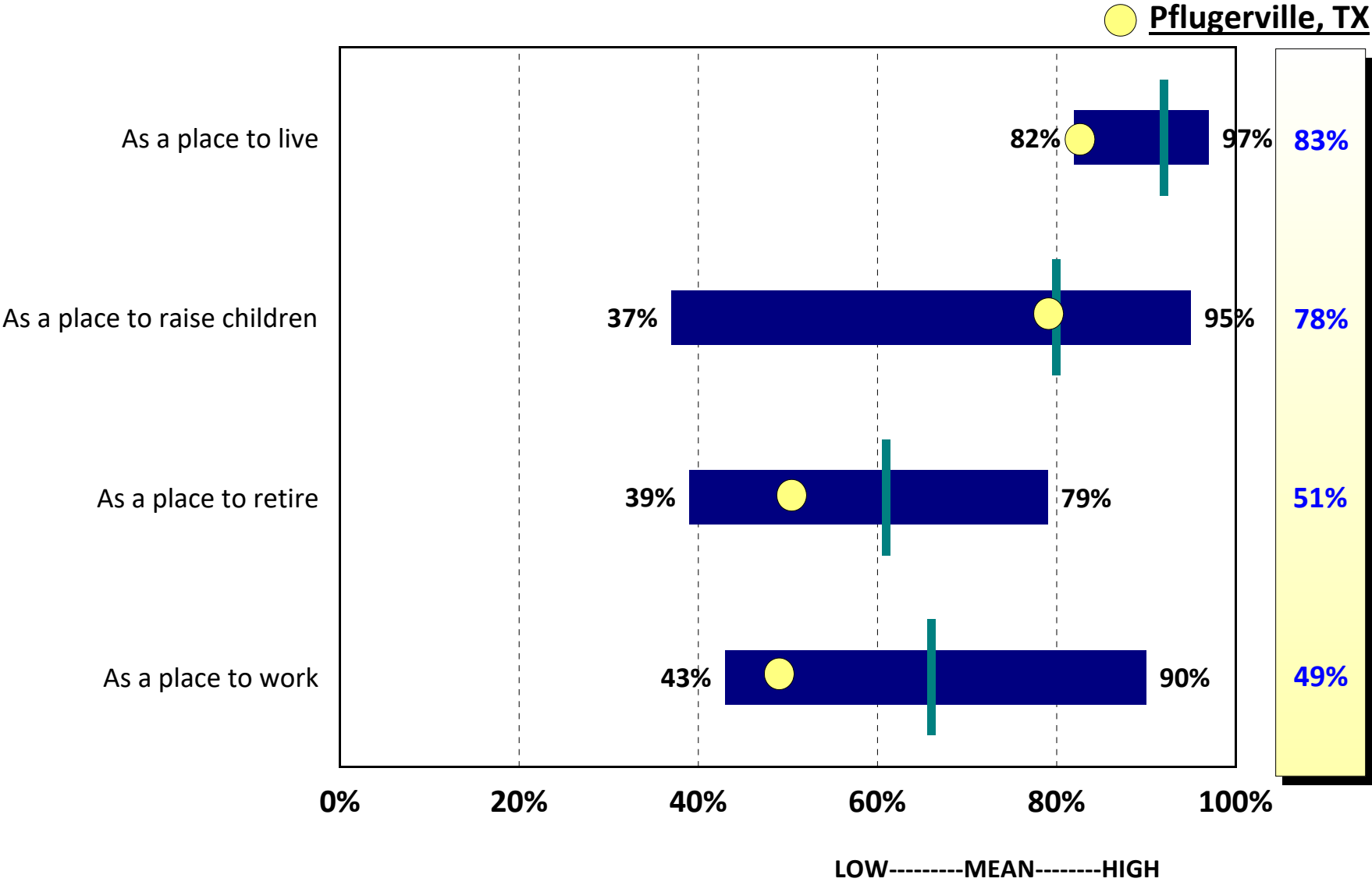


Comparisons to Communities With 50,000 to 75,000 Residents

Overall Ratings of the City

Communities with 50,000 to 75,000 Residents

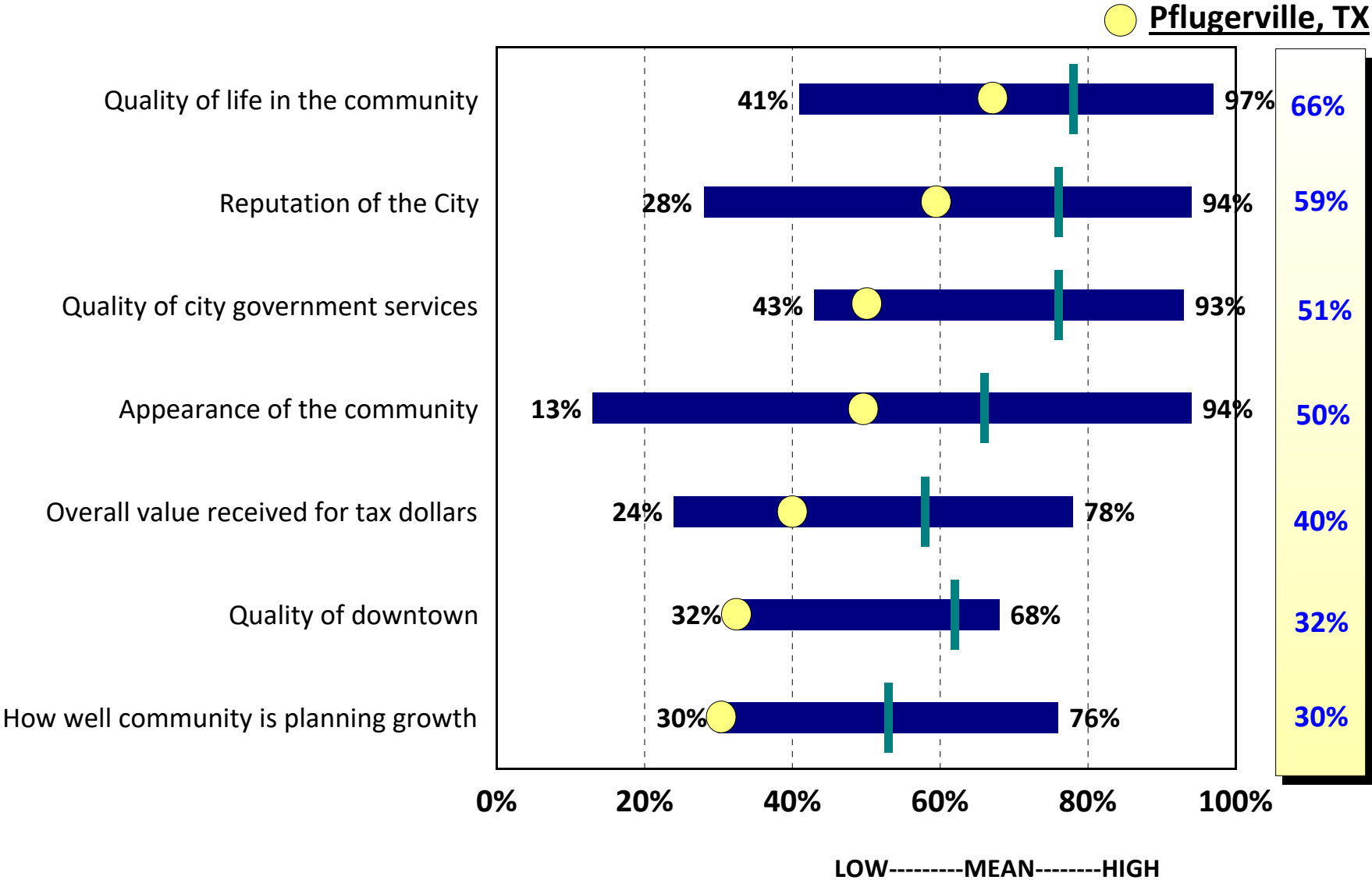
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Overall Perceptions of the City

Communities with 50,000 to 75,000 Residents

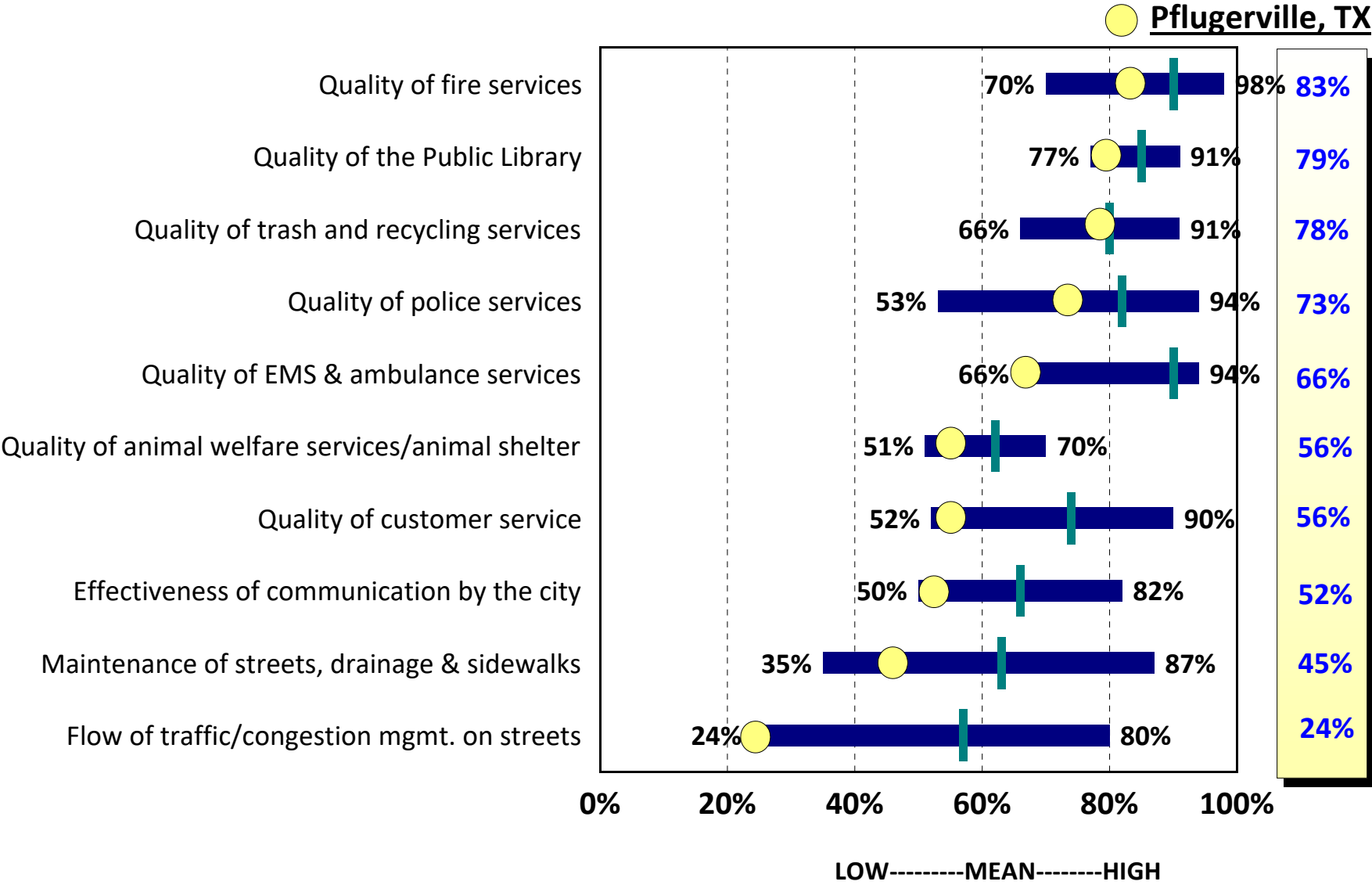
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Overall Satisfaction With City Services

Communities with 50,000 to 75,000 Residents

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

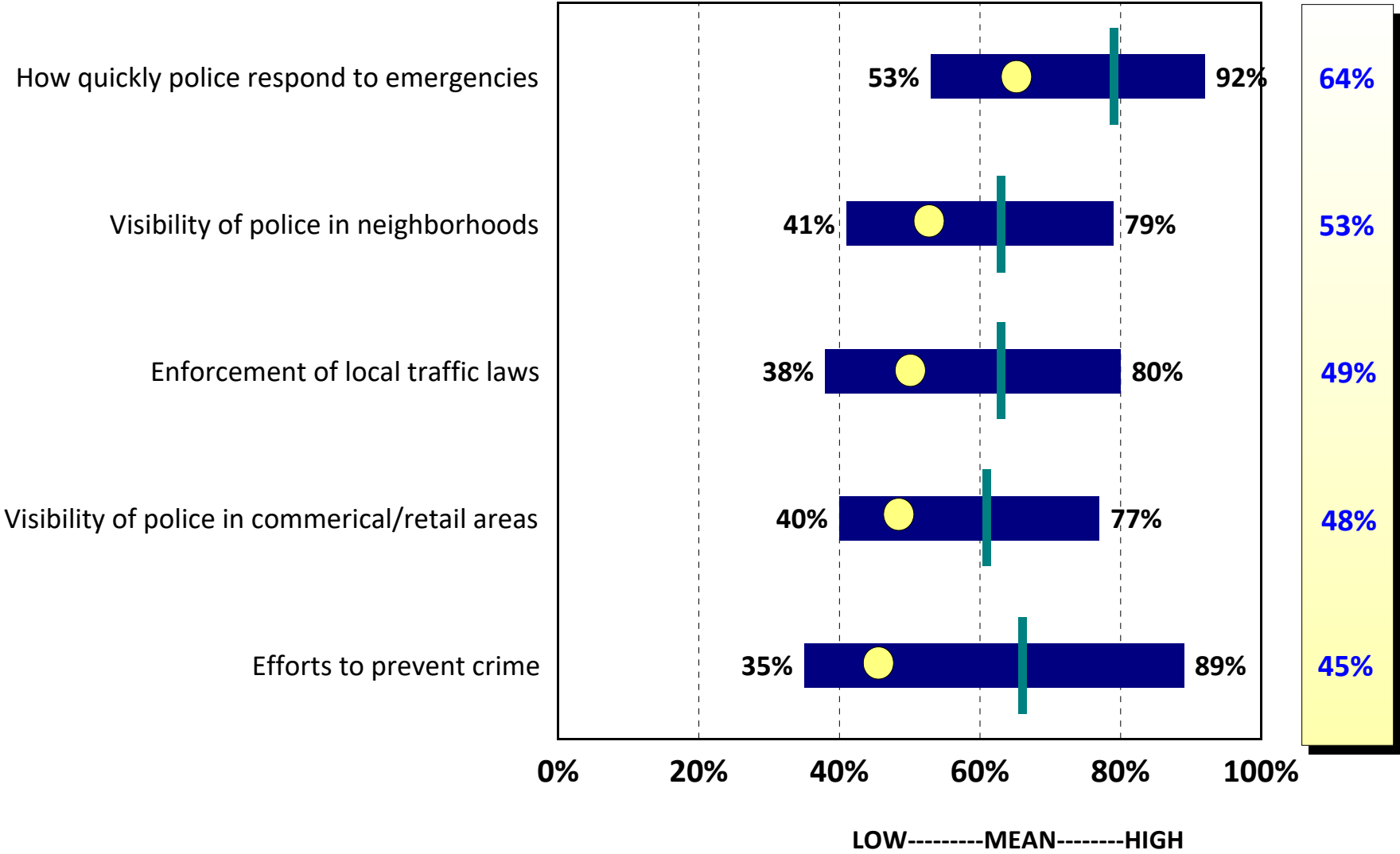


Overall Satisfaction With Police Services

Communities with 50,000 to 75,000 Residents

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

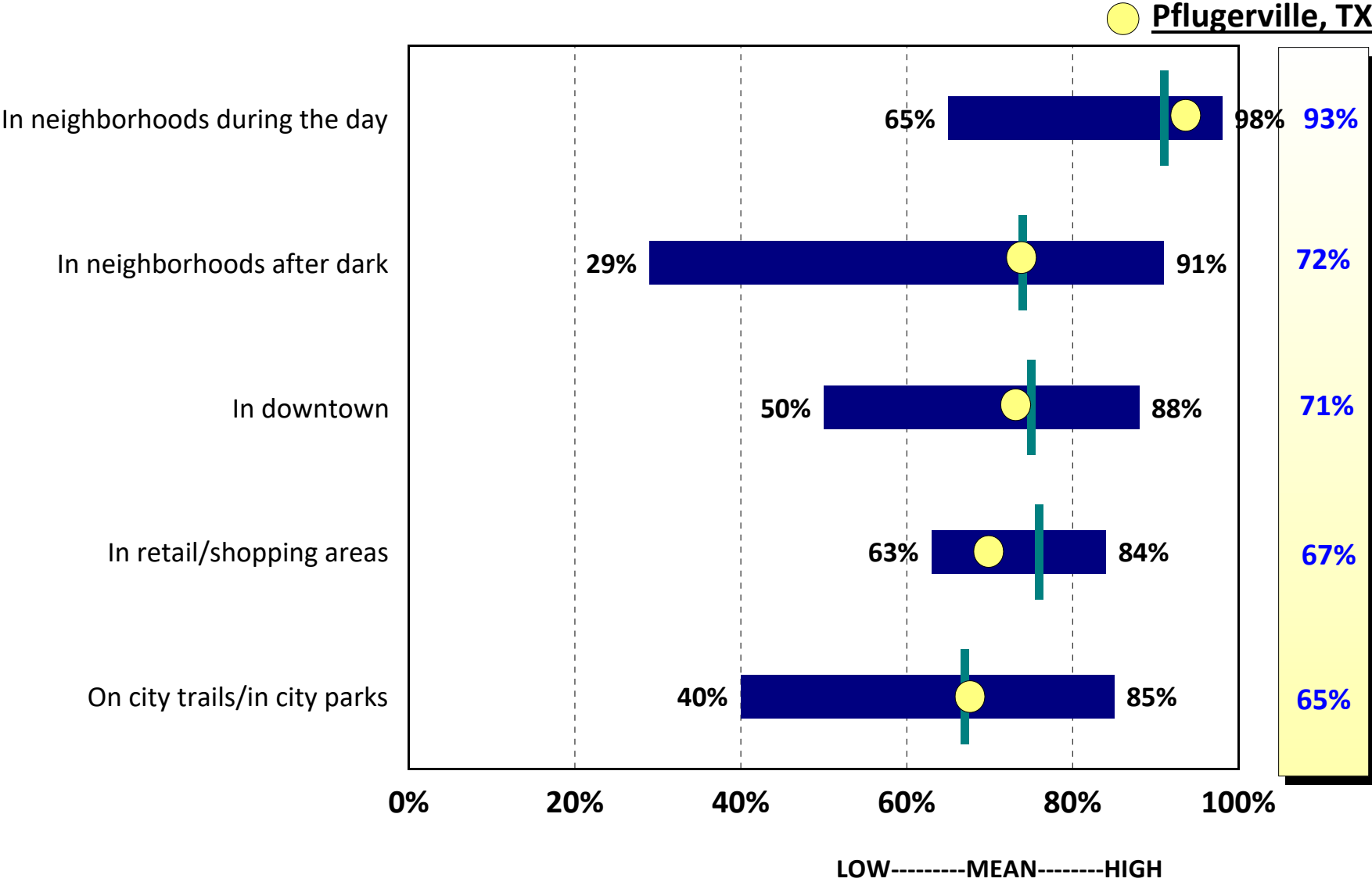
 **Pflugerville, TX**



Overall Feeling of Safety

Communities with 50,000 to 75,000 Residents

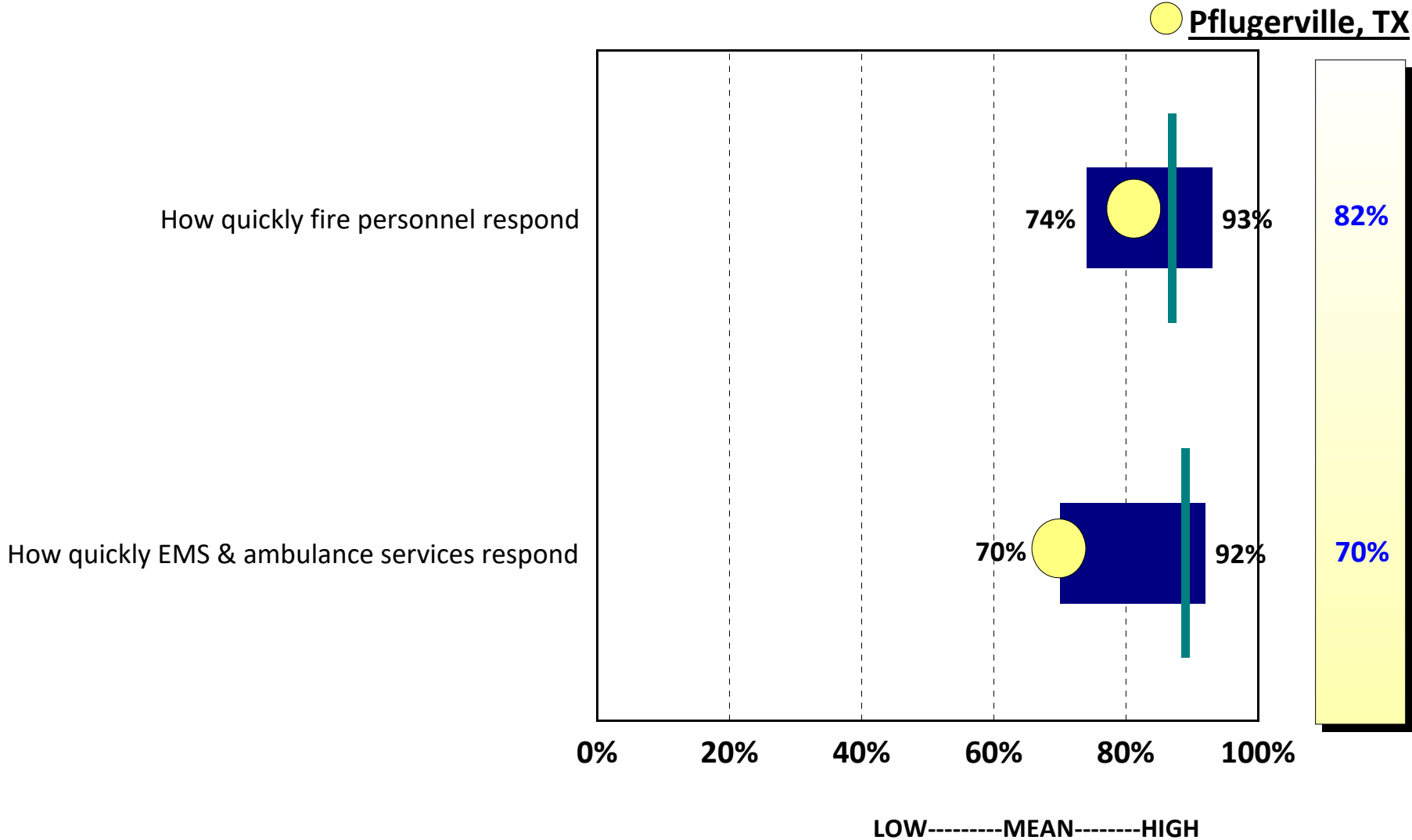
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Overall Satisfaction With Fire Services

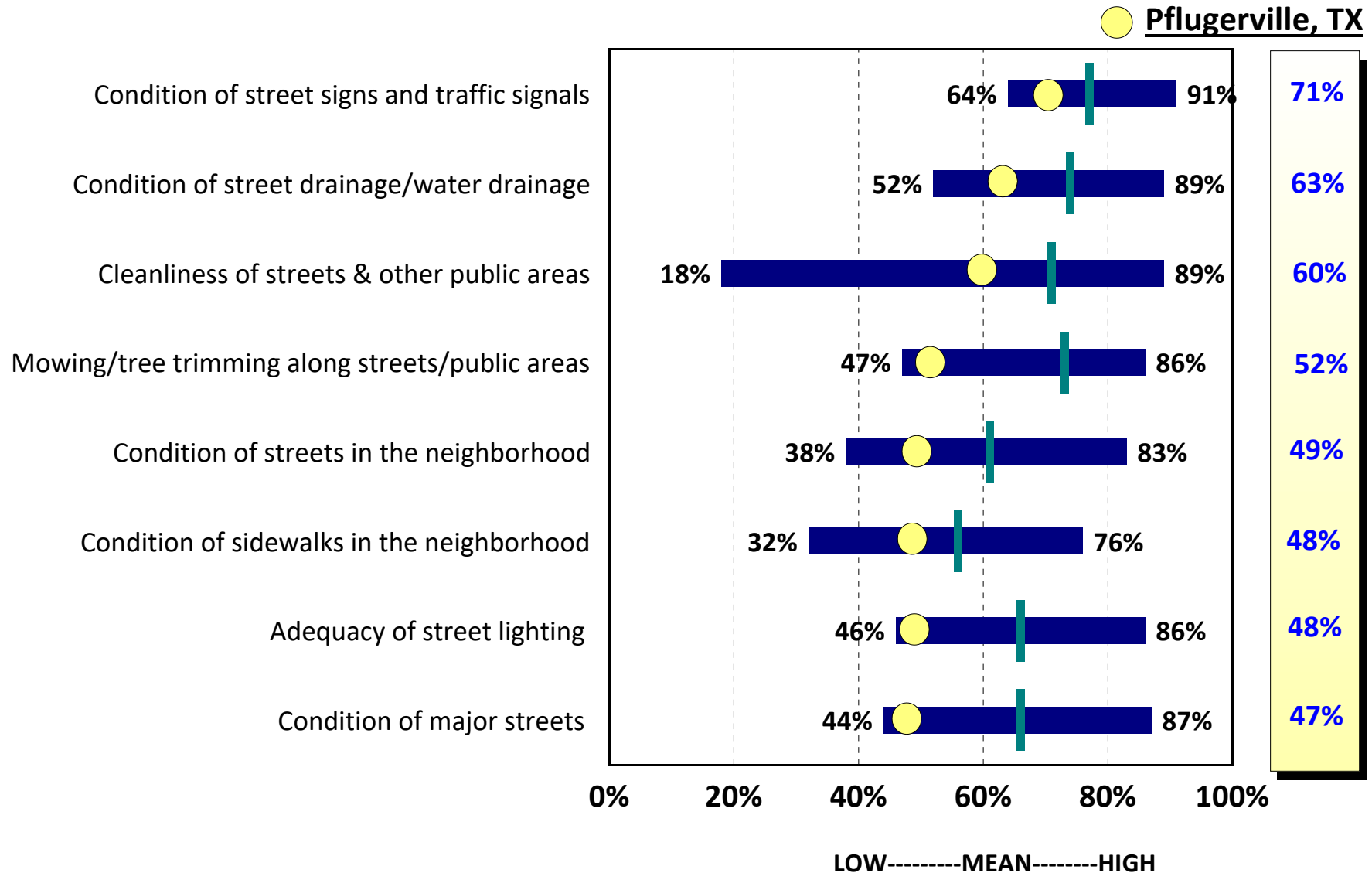
Communities with 50,000 to 75,000 Residents

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



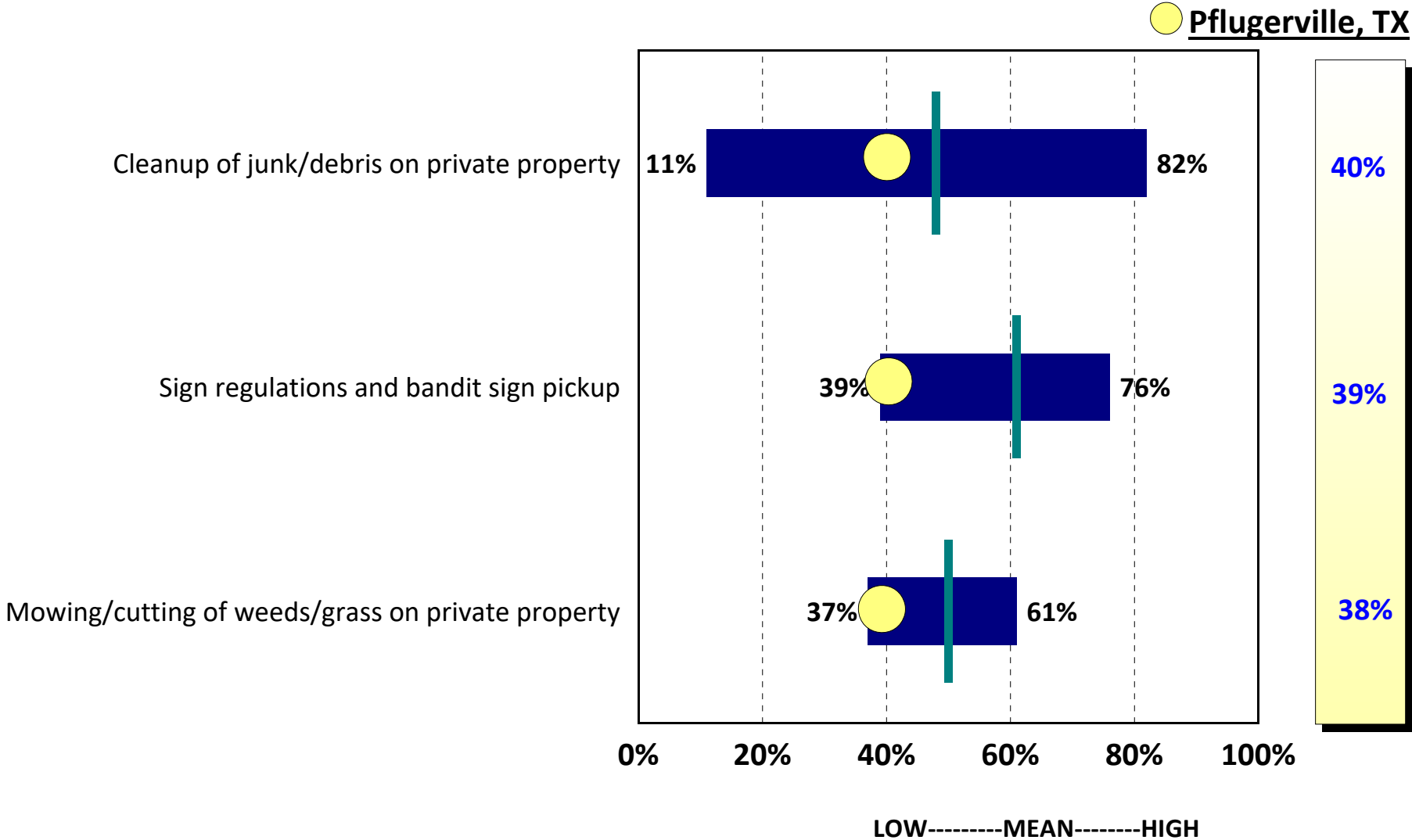
Overall Satisfaction With City Maintenance Communities with 50,000 to 75,000 Residents

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Overall Satisfaction With Code Compliance **Communities with 50,000 to 75,000 Residents**

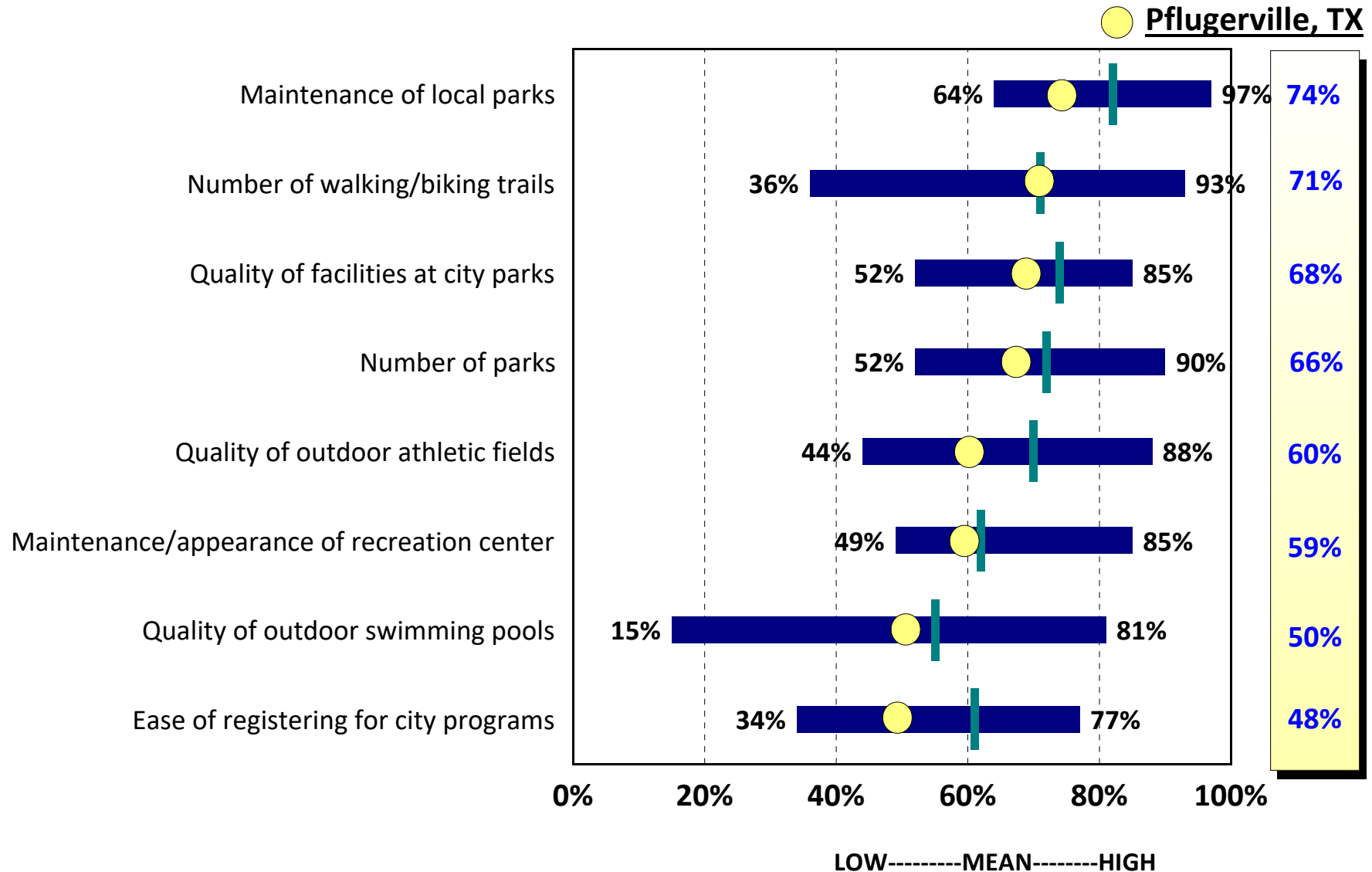
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Overall Satisfaction With Parks and Recreation Services

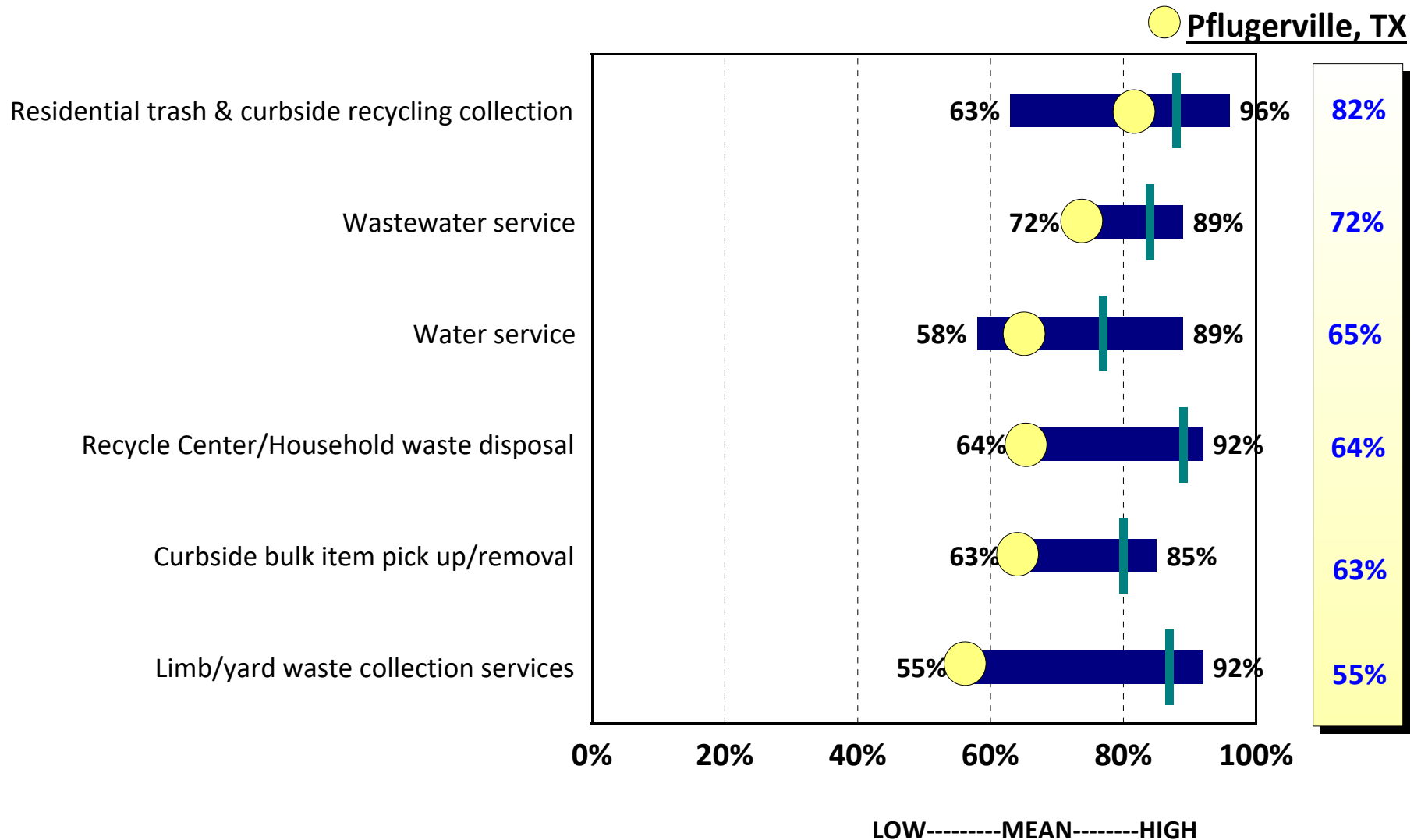
Communities with 50,000 to 75,000 Residents

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Overall Satisfaction With City Utility Services Communities with 50,000 to 75,000 Residents

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

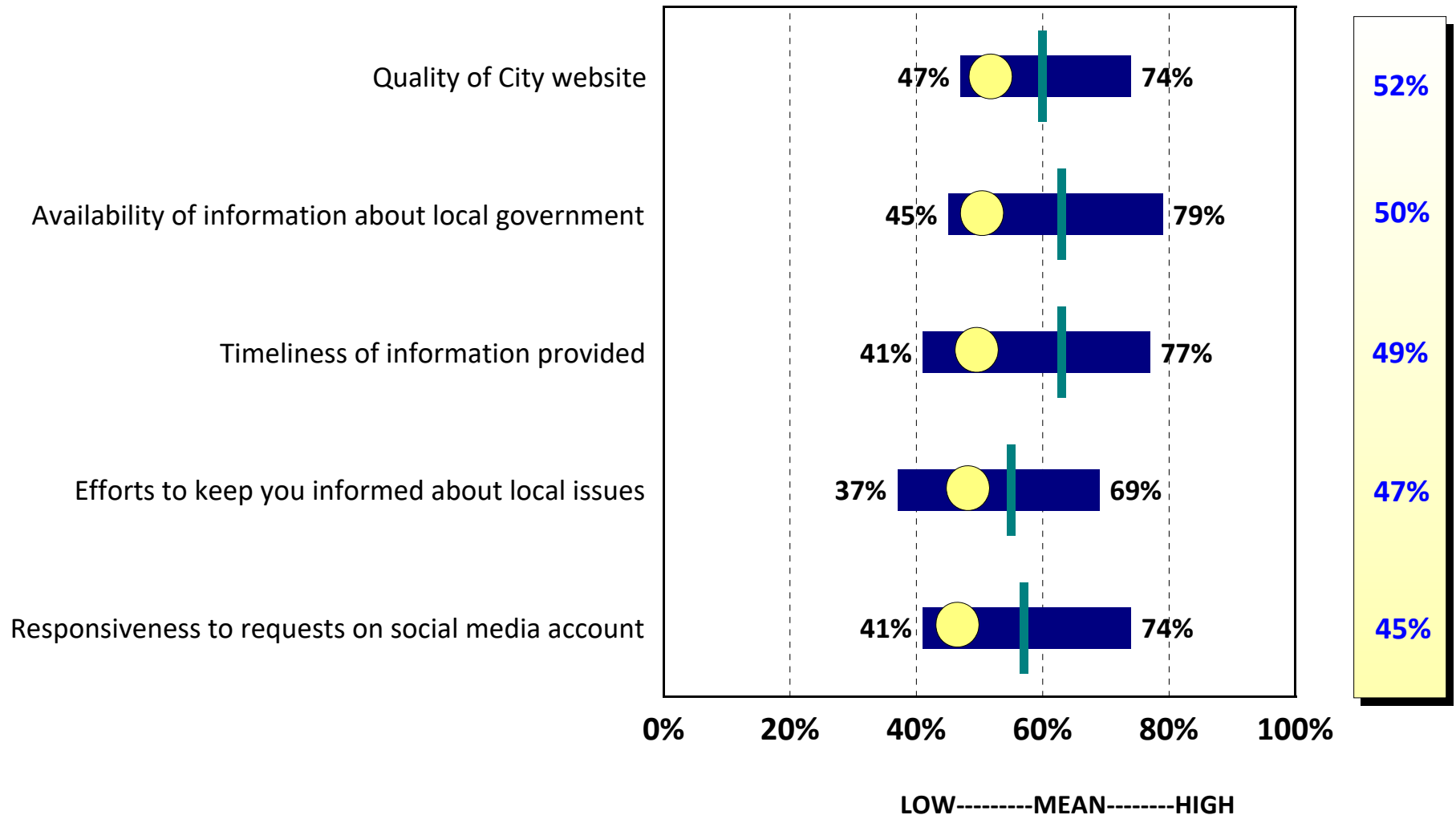


Overall Satisfaction With Public Information Services

Communities with 50,000 to 75,000 Residents

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

● **Pflugerville, TX**





4

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

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

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

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

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

Example of the Calculation

Respondents were asked to identify the major City services that were most important to emphasize over the next two years. Nearly three-fourths (72.6%) of the respondent households selected "*flow of traffic and congestion management on streets*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 23.6% of respondents surveyed rated "*flow of traffic and congestion management on streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 72.6% was multiplied by 76.4% (1-0.236). This calculation yielded an I-S rating of 0.5547, which ranked second out of fifteen major City services analyzed.

Importance-Satisfaction Analysis



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

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

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

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

Tables showing the results for the City of Pflugerville are provided on the following pages.

2023 Importance-Satisfaction Rating

City of Pflugerville, Texas

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow of traffic & congestion management on streets	73%	1	24%	15	0.5547	1
Maintenance of City streets, drainage & sidewalks	61%	2	45%	13	0.3354	2
<u>Medium Priority (IS <.10)</u>						
Quality of water & wastewater services	24%	4	63%	8	0.0881	3
Effectiveness of communication by the City	15%	7	52%	12	0.0728	4
Quality of recreation programs & facilities	15%	8	52%	11	0.0696	5
Quality of EMS & ambulance services	19%	6	66%	6	0.0662	6
Quality of police service	20%	5	73%	5	0.0551	7
Quality of parks and trails	24%	3	78%	4	0.0528	8
Quality of animal welfare services/animal shelter	6%	11	56%	9	0.0272	9
Quality of trash & recycling services	9%	9	78%	3	0.0202	10
Quality of customer service provided by City	4%	13	56%	10	0.0191	11
Quality of utility billing	5%	12	64%	7	0.0189	12
Quality of fire services	6%	10	83%	1	0.0111	13
Quality of Pflugerville Public Library	4%	14	79%	2	0.0087	14
Quality of municipal court services	1%	15	45%	14	0.0033	15

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

Most Important %:

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

Satisfaction %:

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

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2023 Importance-Satisfaction Rating

City of Pflugerville, Texas

Police Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Efforts to prevent crime	61%	1	45%	6	0.3338	1
Visibility of police in neighborhoods	54%	2	53%	2	0.2563	2
<u>High Priority (IS .10-.20)</u>						
Visibility of police in commercial & retail areas	38%	4	48%	5	0.1993	3
Visibility of police in parks/lakes/public areas	29%	5	38%	7	0.1795	4
How quickly police respond to emergencies	40%	3	64%	1	0.1439	5
Community engagement efforts	29%	6	51%	3	0.1423	6
Enforcement of traffic laws	27%	7	49%	4	0.1393	7

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 should be the City's top priorities.

Satisfaction %:

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

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2023 Importance-Satisfaction Rating

City of Pflugerville, Texas

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Condition of major streets in Pflugerville	61%	1	47%	8	0.3219	1
Condition of streets in your neighborhood	42%	2	49%	5	0.2178	2
<u>High Priority (IS .10-.20)</u>						
Adequacy of street lighting in Pflugerville	38%	3	48%	7	0.1984	3
Condition of sidewalks in your neighborhood	32%	5	48%	6	0.1674	4
Mowing/tree trimming along streets & public areas	33%	4	52%	4	0.1617	5
Cleanliness of streets & other public areas	28%	6	60%	3	0.1115	6
<u>Medium Priority (IS <.10)</u>						
Condition of street drainage/water drainage	26%	7	63%	2	0.0957	7
Condition of street signs & traffic signals	14%	8	71%	1	0.0393	8

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

Most Important %:

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

Satisfaction %:

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

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2023 Importance-Satisfaction Rating

City of Pflugerville, Texas

Code Compliance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcing cleanup of junk/debris- private property	67%	1	40%	1	0.4009	1
Enforcing mowing & cutting of overgrown weeds & grass on private property	46%	2	38%	3	0.2877	2
Efforts to remove abandoned/inoperative vehicles	43%	3	37%	4	0.2694	3
<u>High Priority (IS .10-.20)</u>						
Enforcing sign regulations/bandit sign pickup	19%	4	39%	2	0.1148	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 should be the City's top priorities.

Satisfaction %:

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

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2023 Importance-Satisfaction Rating

City of Pflugerville, Texas

Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Senior citizen programs	24%	4	23%	13	0.1854	1
Quality of classes & virtual programs offered	21%	6	33%	12	0.1438	2
Quality of facilities at City parks	43%	1	68%	4	0.1395	3
Maintenance of local parks	42%	2	74%	1	0.1089	4
Medium Priority (IS <.10)						
Lake Pflugerville (park, trails, amenities)	26%	3	64%	6	0.0918	5
Quality of outdoor swimming pools	17%	7	50%	9	0.0870	6
Number of walking/biking trails	23%	5	71%	3	0.0673	7
Athletic programs in your area	11%	12	41%	11	0.0646	8
Ease of registering for City programs	11%	11	48%	10	0.0591	9
Number of parks	16%	8	66%	5	0.0557	10
Maintenance & appearance of City Recreation Center	13%	10	59%	8	0.0544	11
Proximity of parks to your neighborhood	16%	9	73%	2	0.0435	12
Quality of outdoor athletic fields	6%	13	60%	7	0.0255	13

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 should be the City's top priorities.

Satisfaction %:

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

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2023 Importance-Satisfaction Rating City of Pflugerville, Texas Library Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Senior citizen programs	21%	2	52%	15	0.1034	1
<u>Medium Priority (IS <.10)</u>						
Diversity in library programs/events/collections	18%	4	59%	14	0.0735	2
Quality of library digital & online resources	27%	1	74%	4	0.0705	3
Library programs for youth	18%	5	62%	10	0.0665	4
Library programs for adults	15%	6	63%	8	0.0534	5
Quality of special events & virtual programs	14%	7	63%	9	0.0523	6
Pfab equipment, crafts, tools & instruments	13%	8	61%	12	0.0507	7
Accessibility for people with special needs	10%	12	62%	11	0.0379	8
Teen collection & materials	10%	14	61%	13	0.0371	9
Children collection & materials	11%	11	67%	7	0.0350	10
Adult collection & materials	12%	10	70%	5	0.0345	11
Available space of Pflugerville Library	10%	13	69%	6	0.0295	12
Maintenance & appearance of City Library	20%	3	86%	1	0.0271	13
Library hours of operation	13%	9	79%	2	0.0265	14
Location of Pflugerville Library	5%	15	79%	3	0.0103	15

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

Most Important %:

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

Satisfaction %:

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

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2023 Importance-Satisfaction Rating City of Pflugerville, Texas Animal Welfare Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Awareness/information available on animal shelter	37%	2	40%	7	0.2179	1
Quality of City's animal shelter facility	44%	1	51%	3	0.2151	2
<u>High Priority (IS .10-.20)</u>						
Retrieval of stray or injured animals citywide	33%	3	47%	5	0.1719	3
Animal adoption/foster programs/services	28%	4	49%	4	0.1399	4
Shelter hours for adoptions/pickup/retrieval	22%	6	46%	6	0.1205	5
Physical/emotional handling of animals	27%	5	60%	1	0.1075	6
<u>Medium Priority (IS <.10)</u>						
Ease of pet adoption process	16%	7	54%	2	0.0733	7

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 should be the City's top priorities.

Satisfaction %:

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

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Importance-Satisfaction Analysis



I-S 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 y-axis, vertical axis, represents **satisfaction** and the x-axis, horizontal axis, represents the relative **importance**. The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

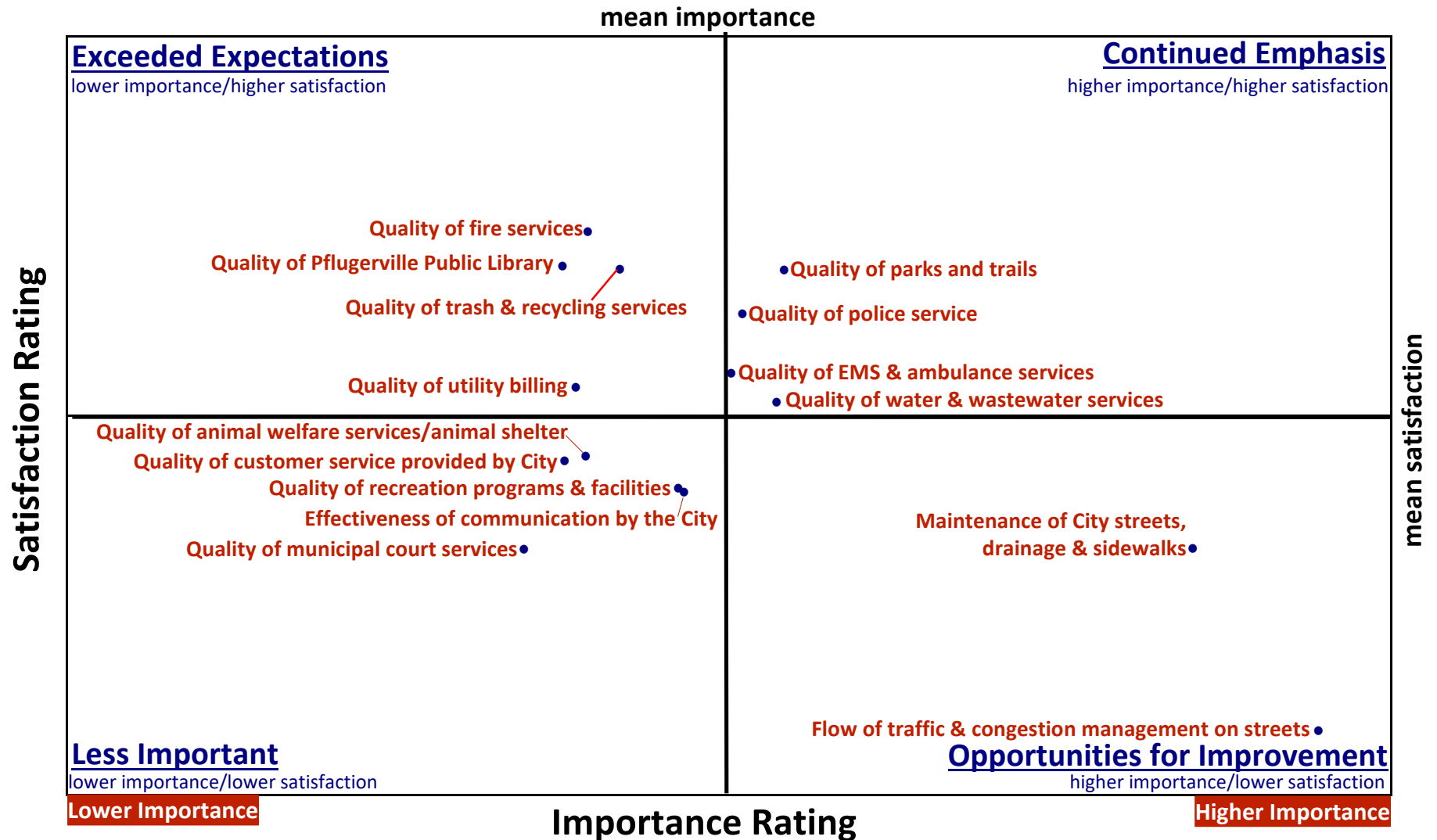
- **Continued Emphasis** (above average importance and above average satisfaction). This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should **maintain** (or slightly increase) emphasis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

2023 City of Pflugerville Importance-Satisfaction Assessment Matrix

-Overall Services-

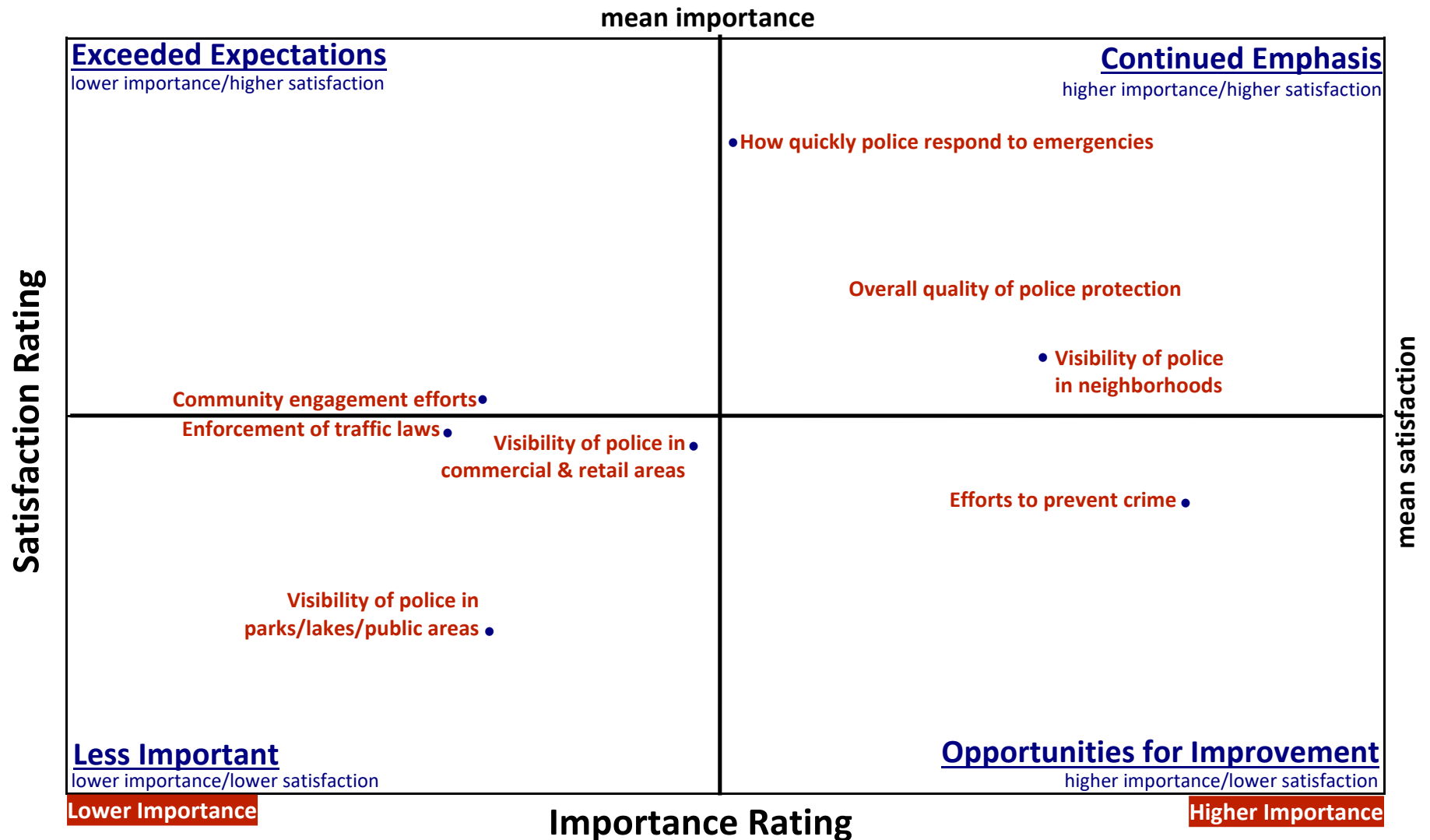
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2023 City of Pflugerville Importance-Satisfaction Assessment Matrix

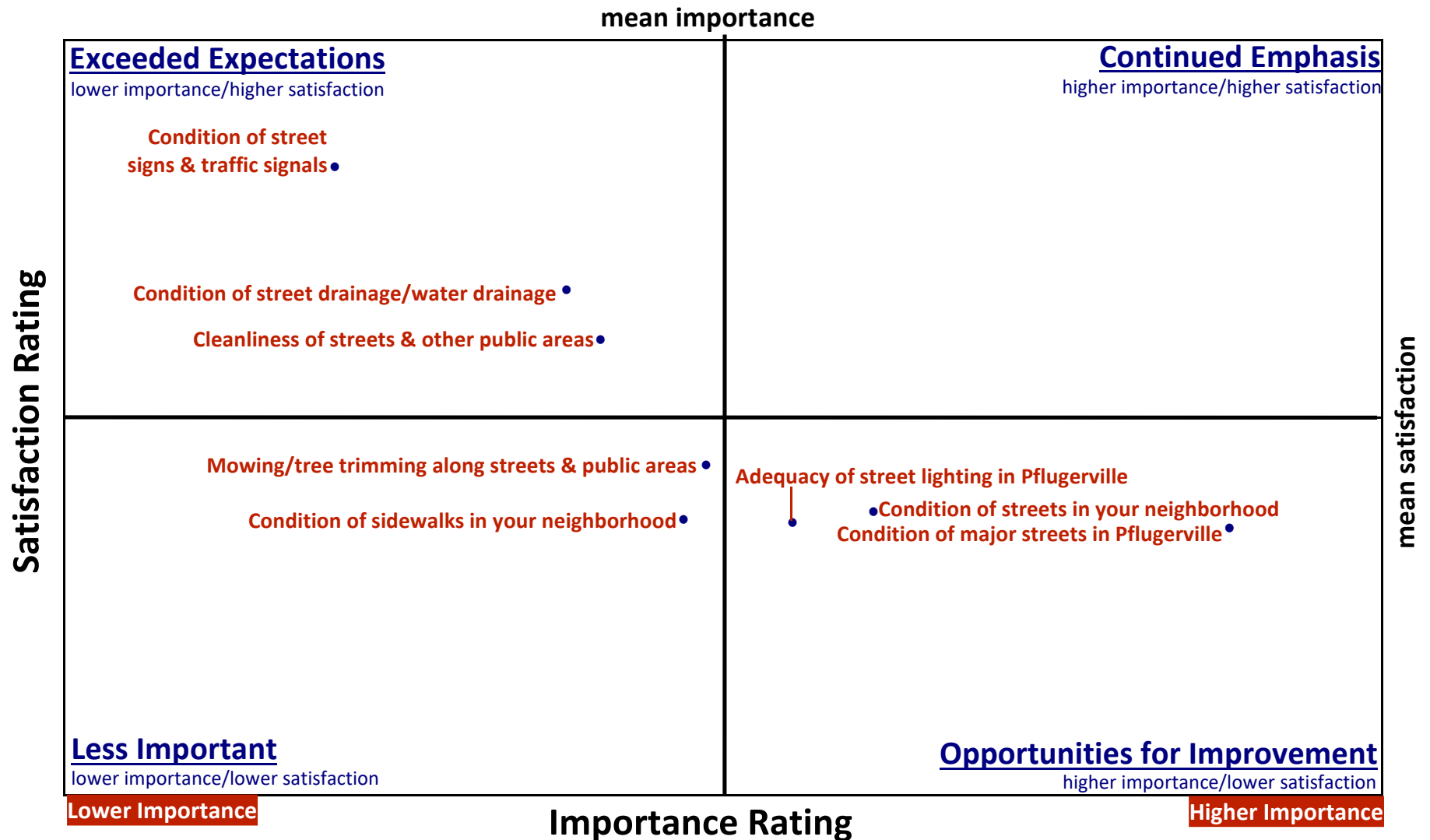
-Police Services-

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



2023 City of Pflugerville Importance-Satisfaction Assessment Matrix -Maintenance Services-

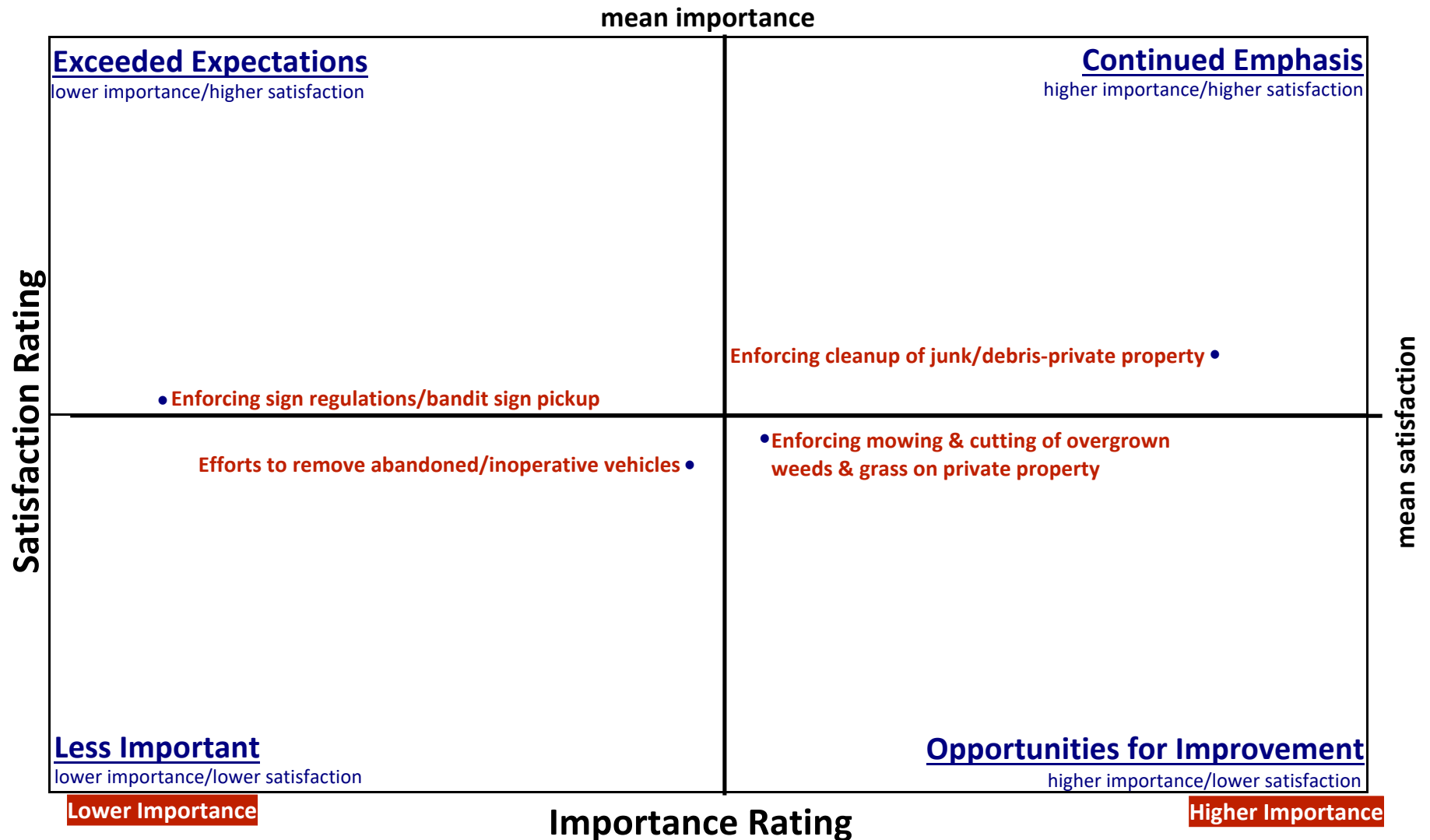
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2023 City of Pflugerville Importance-Satisfaction Assessment Matrix

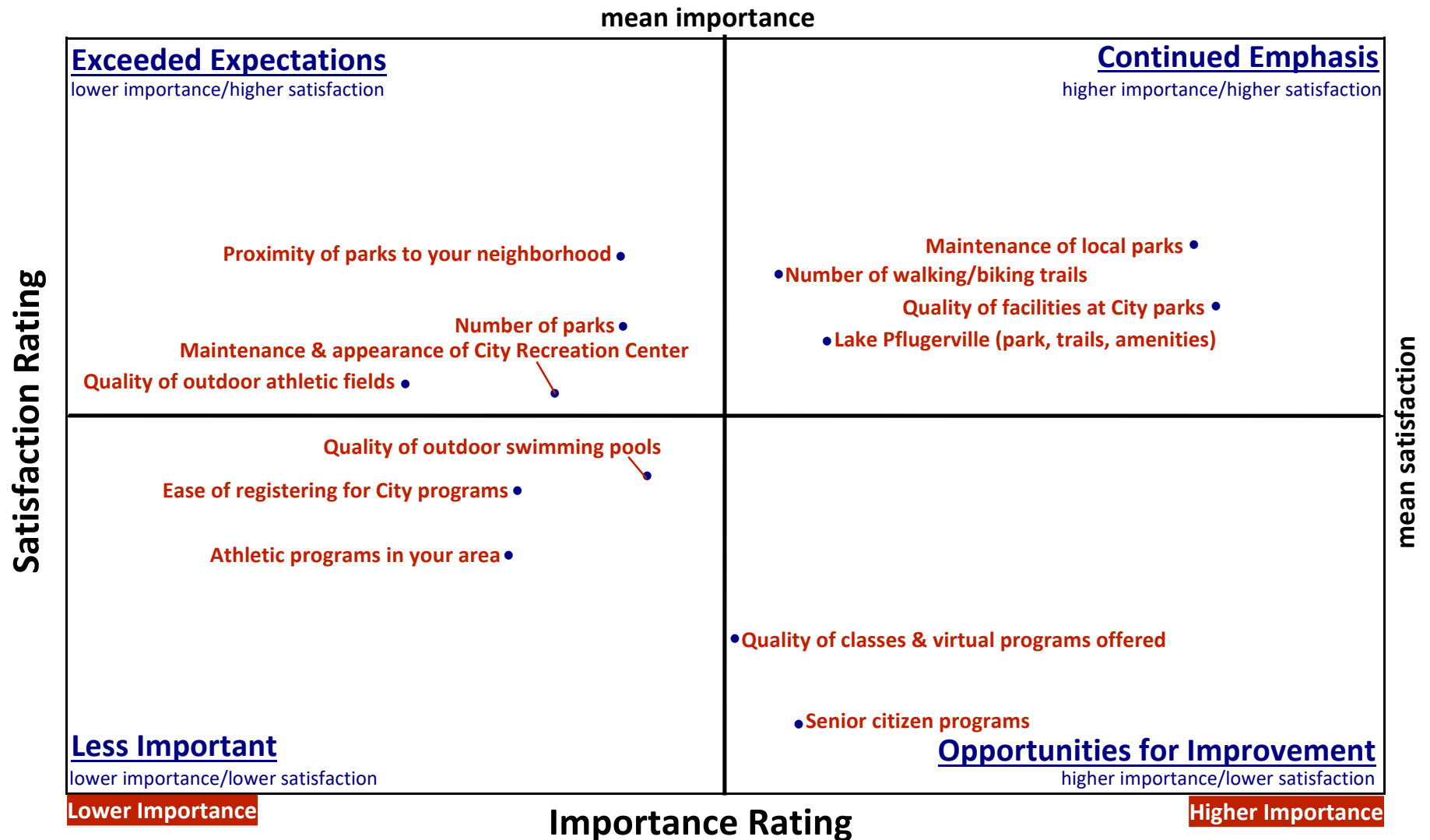
-Code Enforcement-

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



2023 City of Pflugerville Importance-Satisfaction Assessment Matrix -Parks and Recreation-

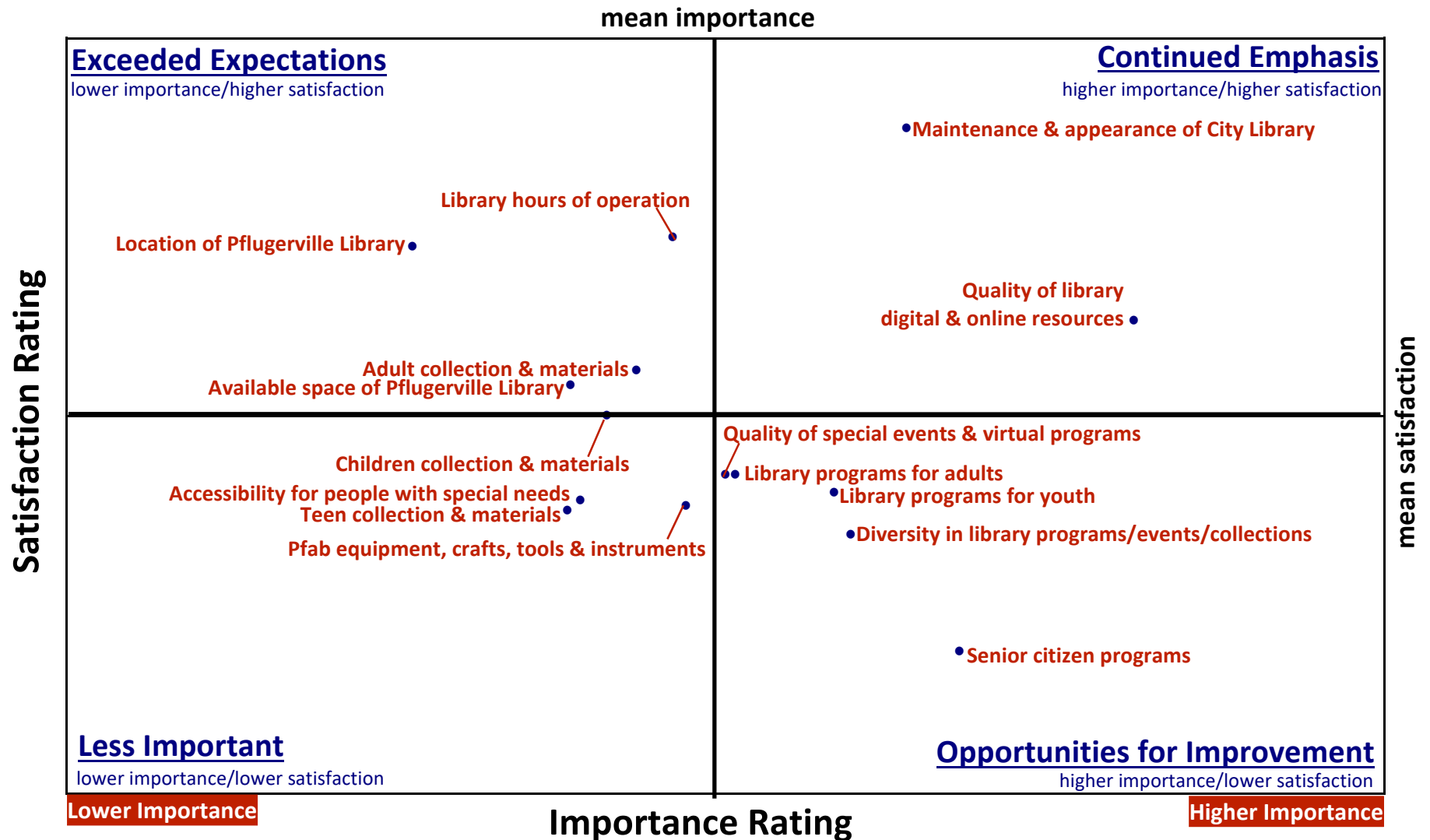
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2023 City of Pflugerville Importance-Satisfaction Assessment Matrix

-City Library-

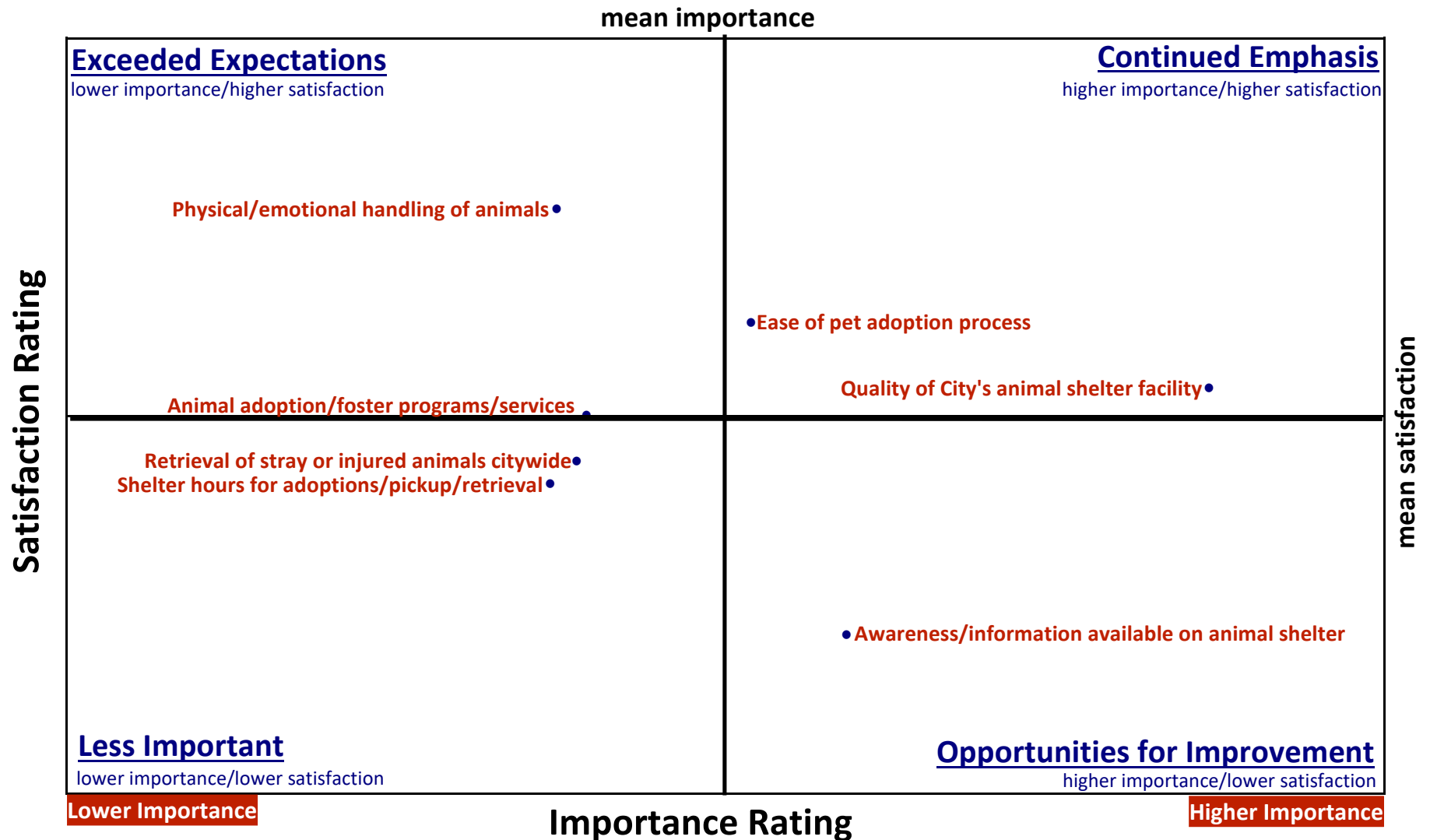
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2023 City of Pflugerville Importance-Satisfaction Assessment Matrix

-Animal Welfare-

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





5

Tabular Data

Q1. Using a scale of 1 to 5, where 5 means "Excellent," 1 means "Poor," and 9 means "Don't know," please provide feedback on how you rate Pflugerville.

(N=518)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	21.2%	61.0%	14.3%	2.9%	0.0%	0.6%
Q1-2. As a place to raise children	19.7%	50.8%	16.4%	3.3%	0.2%	9.7%
Q1-3. As a place to work	9.8%	26.1%	24.1%	11.4%	1.5%	27.0%
Q1-4. As a place to retire	11.8%	31.7%	19.7%	15.1%	6.4%	15.4%
Q1-5. As a place to visit	6.8%	30.9%	30.9%	20.7%	5.2%	5.6%
Q1-6. As a City moving in the right direction	11.6%	33.4%	27.2%	18.5%	7.5%	1.7%

WITHOUT "DON'T KNOW"

Q1. Using a scale of 1 to 5, where 5 means "Excellent," 1 means "Poor," and 9 means "Don't know," please provide feedback on how you rate Pflugerville. (without "don't know")

(N=518)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	21.4%	61.4%	14.4%	2.9%	0.0%
Q1-2. As a place to raise children	21.8%	56.2%	18.2%	3.6%	0.2%
Q1-3. As a place to work	13.5%	35.7%	33.1%	15.6%	2.1%
Q1-4. As a place to retire	13.9%	37.4%	23.3%	17.8%	7.5%
Q1-5. As a place to visit	7.2%	32.7%	32.7%	21.9%	5.5%
Q1-6. As a City moving in the right direction	11.8%	34.0%	27.7%	18.9%	7.7%

Q2. Please rate your SATISFACTION with Pflugerville on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall value that you receive for your City tax dollars	6.4%	32.2%	22.6%	29.2%	6.2%	3.5%
Q2-2. Reputation of your City	10.8%	46.3%	26.3%	12.9%	0.8%	2.9%
Q2-3. Quality of City government services	9.5%	40.0%	28.0%	15.3%	3.9%	3.5%
Q2-4. Quality of life in your City	14.1%	51.7%	26.6%	6.9%	0.2%	0.4%
Q2-5. How well your City is planning growth	5.2%	23.4%	22.0%	27.8%	16.2%	5.4%
Q2-6. Appearance of your City	8.7%	40.9%	29.7%	17.0%	3.5%	0.2%
Q2-7. Quality of Downtown Pflugerville	4.6%	26.8%	29.2%	26.4%	10.4%	2.5%

WITHOUT "DON'T KNOW"

Q2. Please rate your SATISFACTION with Pflugerville on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall value that you receive for your City tax dollars	6.6%	33.4%	23.4%	30.2%	6.4%
Q2-2. Reputation of your City	11.1%	47.7%	27.0%	13.3%	0.8%
Q2-3. Quality of City government services	9.8%	41.4%	29.0%	15.8%	4.0%
Q2-4. Quality of life in your City	14.1%	51.9%	26.7%	7.0%	0.2%
Q2-5. How well your City is planning growth	5.5%	24.7%	23.3%	29.4%	17.1%
Q2-6. Appearance of your City	8.7%	41.0%	29.8%	17.0%	3.5%
Q2-7. Quality of Downtown Pflugerville	4.8%	27.5%	29.9%	27.1%	10.7%

Q3. Major categories of services provided by the City of Pflugerville are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Quality of police service	24.7%	41.1%	17.6%	4.8%	1.9%	9.8%
Q3-2. Maintenance of City streets, drainage & sidewalks	8.3%	36.5%	18.5%	21.2%	14.7%	0.8%
Q3-3. Effectiveness of communication by City	12.4%	37.6%	28.6%	15.1%	2.9%	3.5%
Q3-4. Flow of traffic & congestion management on streets	2.7%	20.8%	18.3%	34.4%	23.6%	0.2%
Q3-5. Quality of water & wastewater services	13.1%	47.7%	18.5%	12.4%	5.6%	2.7%
Q3-6. Quality of City of Pflugerville utility billing	13.5%	47.1%	21.2%	9.1%	3.3%	5.8%
Q3-7. Quality of trash & recycling services	25.7%	50.8%	12.4%	7.5%	1.4%	2.3%
Q3-8. Quality of Pflugerville Public Library	31.9%	28.8%	14.3%	1.9%	0.2%	23.0%
Q3-9. Quality of parks & trails	25.3%	49.4%	15.1%	4.8%	1.0%	4.4%
Q3-10. Quality of recreation programs & facilities	8.3%	32.6%	23.9%	11.2%	2.1%	21.8%
Q3-11. Quality of customer service provided by City	11.4%	31.5%	27.0%	5.6%	1.7%	22.8%
Q3-12. Quality of municipal court services	5.4%	12.2%	19.7%	1.5%	0.2%	61.0%
Q3-13. Quality of animal welfare services/animal shelter	9.1%	24.7%	22.6%	2.9%	1.0%	39.8%
Q3-14. Quality of fire services	23.4%	34.7%	10.4%	0.8%	1.0%	29.7%

Q3. Major categories of services provided by the City of Pflugerville are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-15. Quality of EMS & ambulance services	15.8%	29.3%	15.4%	5.0%	2.9%	31.5%

WITHOUT "DON'T KNOW"

Q3. Major categories of services provided by the City of Pflugerville are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Quality of police service	27.4%	45.6%	19.5%	5.4%	2.1%
Q3-2. Maintenance of City streets, drainage & sidewalks	8.4%	36.8%	18.7%	21.4%	14.8%
Q3-3. Effectiveness of communication by City	12.8%	39.0%	29.6%	15.6%	3.0%
Q3-4. Flow of traffic & congestion management on streets	2.7%	20.9%	18.4%	34.4%	23.6%
Q3-5. Quality of water & wastewater services	13.5%	49.0%	19.0%	12.7%	5.8%
Q3-6. Quality of City of Pflugerville utility billing	14.3%	50.0%	22.5%	9.6%	3.5%
Q3-7. Quality of trash & recycling services	26.3%	52.0%	12.6%	7.7%	1.4%
Q3-8. Quality of Pflugerville Public Library	41.4%	37.3%	18.5%	2.5%	0.3%
Q3-9. Quality of parks & trails	26.5%	51.7%	15.8%	5.1%	1.0%
Q3-10. Quality of recreation programs & facilities	10.6%	41.7%	30.6%	14.3%	2.7%
Q3-11. Quality of customer service provided by City	14.8%	40.8%	35.0%	7.3%	2.3%
Q3-12. Quality of municipal court services	13.9%	31.2%	50.5%	4.0%	0.5%
Q3-13. Quality of animal welfare services/ animal shelter	15.1%	41.0%	37.5%	4.8%	1.6%
Q3-14. Quality of fire services	33.2%	49.5%	14.8%	1.1%	1.4%
Q3-15. Quality of EMS & ambulance services	23.1%	42.8%	22.5%	7.3%	4.2%

Q4. From the items in Question 3, which THREE of the major categories of City Services do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q4. Top choice	Number	Percent
Quality of police service	51	9.8 %
Maintenance of City streets, drainage & sidewalks	117	22.6 %
Effectiveness of communication by City	10	1.9 %
Flow of traffic & congestion management on streets	191	36.9 %
Quality of water & wastewater services	31	6.0 %
Quality of City of Pflugerville utility billing	5	1.0 %
Quality of trash & recycling services	5	1.0 %
Quality of Pflugerville Public Library	6	1.2 %
Quality of parks & trails	20	3.9 %
Quality of recreation programs & facilities	15	2.9 %
Quality of customer service provided by City	5	1.0 %
Quality of animal welfare services/animal shelter	4	0.8 %
Quality of fire services	7	1.4 %
Quality of EMS & ambulance services	37	7.1 %
None chosen	14	2.7 %
Total	518	100.0 %

Q4. From the items in Question 3, which THREE of the major categories of City Services do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q4. 2nd choice	Number	Percent
Quality of police service	23	4.4 %
Maintenance of City streets, drainage & sidewalks	132	25.5 %
Effectiveness of communication by City	19	3.7 %
Flow of traffic & congestion management on streets	129	24.9 %
Quality of water & wastewater services	39	7.5 %
Quality of City of Pflugerville utility billing	7	1.4 %
Quality of trash & recycling services	14	2.7 %
Quality of Pflugerville Public Library	6	1.2 %
Quality of parks & trails	41	7.9 %
Quality of recreation programs & facilities	25	4.8 %
Quality of customer service provided by City	6	1.2 %
Quality of animal welfare services/animal shelter	9	1.7 %
Quality of fire services	12	2.3 %
Quality of EMS & ambulance services	36	6.9 %
None chosen	20	3.9 %
Total	518	100.0 %

Q4. From the items in Question 3, which THREE of the major categories of City Services do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q4. 3rd choice	Number	Percent
Quality of police service	32	6.2 %
Maintenance of City streets, drainage & sidewalks	68	13.1 %
Effectiveness of communication by City	49	9.5 %
Flow of traffic & congestion management on streets	56	10.8 %
Quality of water & wastewater services	52	10.0 %
Quality of City of Pflugerville utility billing	15	2.9 %
Quality of trash & recycling services	29	5.6 %
Quality of Pflugerville Public Library	9	1.7 %
Quality of parks & trails	64	12.4 %
Quality of recreation programs & facilities	36	6.9 %
Quality of customer service provided by City	11	2.1 %
Quality of municipal court services	3	0.6 %
Quality of animal welfare services/animal shelter	19	3.7 %
Quality of fire services	14	2.7 %
Quality of EMS & ambulance services	28	5.4 %
None chosen	33	6.4 %
Total	518	100.0 %

SUM OF TOP 3 CHOICES

Q4. From the items in Question 3, which THREE of the major categories of City Services do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

Q4. Sum of top 3 choices	Number	Percent
Quality of police service	106	20.5 %
Maintenance of City streets, drainage & sidewalks	317	61.2 %
Effectiveness of communication by City	78	15.1 %
Flow of traffic & congestion management on streets	376	72.6 %
Quality of water & wastewater services	122	23.6 %
Quality of City of Pflugerville utility billing	27	5.2 %
Quality of trash & recycling services	48	9.3 %
Quality of Pflugerville Public Library	21	4.1 %
Quality of parks & trails	125	24.1 %
Quality of recreation programs & facilities	76	14.7 %
Quality of customer service provided by City	22	4.2 %
Quality of municipal court services	3	0.6 %
Quality of animal welfare services/animal shelter	32	6.2 %
Quality of fire services	33	6.4 %
Quality of EMS & ambulance services	101	19.5 %
None chosen	14	2.7 %
Total	1501	

Q5. Police Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Visibility of police in neighborhoods	13.1%	37.1%	27.4%	13.3%	4.1%	5.0%
Q5-2. Visibility of police in commercial & retail areas	10.2%	34.4%	33.6%	12.5%	1.9%	7.3%
Q5-3. Visibility of police in City parks, lakes & public areas	6.0%	25.3%	35.5%	12.9%	1.9%	18.3%
Q5-4. How quickly police respond to emergencies	13.5%	28.8%	18.3%	4.1%	1.2%	34.2%
Q5-5. Efforts to prevent crime	10.2%	24.3%	28.4%	12.0%	1.7%	23.4%
Q5-6. Enforcement of traffic laws	9.8%	31.5%	26.8%	12.0%	4.4%	15.4%
Q5-7. Community engagement efforts	9.8%	28.4%	29.0%	6.4%	1.9%	24.5%

WITHOUT "DON'T KNOW"

Q5. Police Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Visibility of police in neighborhoods	13.8%	39.0%	28.9%	14.0%	4.3%
Q5-2. Visibility of police in commercial & retail areas	11.0%	37.1%	36.3%	13.5%	2.1%
Q5-3. Visibility of police in City parks, lakes & public areas	7.3%	31.0%	43.5%	15.8%	2.4%
Q5-4. How quickly police respond to emergencies	20.5%	43.7%	27.9%	6.2%	1.8%
Q5-5. Efforts to prevent crime	13.4%	31.7%	37.0%	15.6%	2.3%
Q5-6. Enforcement of traffic laws	11.6%	37.2%	31.7%	14.2%	5.3%
Q5-7. Community engagement efforts	13.0%	37.6%	38.4%	8.4%	2.6%

Q6. From the list of items in Question 5, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	121	23.4 %
Visibility of police in commercial & retail areas	53	10.2 %
Visibility of police in City parks, lakes & public areas	21	4.1 %
How quickly police respond to emergencies	82	15.8 %
Efforts to prevent crime	125	24.1 %
Enforcement of traffic laws	43	8.3 %
Community engagement efforts	46	8.9 %
None chosen	27	5.2 %
Total	518	100.0 %

Q6. From the list of items in Question 5, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	91	17.6 %
Visibility of police in commercial & retail areas	64	12.4 %
Visibility of police in City parks, lakes & public areas	50	9.7 %
How quickly police respond to emergencies	78	15.1 %
Efforts to prevent crime	104	20.1 %
Enforcement of traffic laws	55	10.6 %
Community engagement efforts	39	7.5 %
None chosen	37	7.1 %
Total	518	100.0 %

Q6. From the list of items in Question 5, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	69	13.3 %
Visibility of police in commercial & retail areas	82	15.8 %
Visibility of police in City parks, lakes & public areas	79	15.3 %
How quickly police respond to emergencies	48	9.3 %
Efforts to prevent crime	86	16.6 %
Enforcement of traffic laws	43	8.3 %
Community engagement efforts	64	12.4 %
None chosen	47	9.1 %
Total	518	100.0 %

SUM OF TOP 3 CHOICES

Q6. From the list of items in Question 5, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

<u>Q6. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	281	54.2 %
Visibility of police in commercial & retail areas	199	38.4 %
Visibility of police in City parks, lakes & public areas	150	29.0 %
How quickly police respond to emergencies	208	40.2 %
Efforts to prevent crime	315	60.8 %
Enforcement of traffic laws	141	27.2 %
Community engagement efforts	149	28.8 %
None chosen	27	5.2 %
Total	1470	

Q7. Using a scale of 1 to 5, where 5 means "Very Safe," 1 means "Very Unsafe," and 9 means "I don't know," please rate how safe you feel in the following situations.

(N=518)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q7-1. In your neighborhood during the day	52.9%	40.2%	5.2%	1.4%	0.0%	0.4%
Q7-2. In your neighborhood after dark	21.8%	49.0%	20.7%	6.6%	0.8%	1.2%
Q7-3. On City trails/in City parks	12.2%	44.8%	22.2%	8.1%	0.8%	12.0%
Q7-4. At Lake Pflugerville	11.4%	34.9%	19.3%	7.5%	1.5%	25.3%
Q7-5. In retail/shopping areas	15.3%	50.8%	26.6%	5.6%	0.6%	1.2%
Q7-6. In Downtown Pflugerville	18.1%	44.6%	22.0%	3.1%	0.2%	12.0%

WITHOUT "DON'T KNOW"

Q7. Using a scale of 1 to 5, where 5 means "Very Safe," 1 means "Very Unsafe," and 9 means "I don't know," please rate how safe you feel in the following situations. (without "don't know")

(N=518)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q7-1. In your neighborhood during the day	53.1%	40.3%	5.2%	1.4%	0.0%
Q7-2. In your neighborhood after dark	22.1%	49.6%	20.9%	6.6%	0.8%
Q7-3. On City trails/in City parks	13.8%	50.9%	25.2%	9.2%	0.9%
Q7-4. At Lake Pflugerville	15.2%	46.8%	25.8%	10.1%	2.1%
Q7-5. In retail/shopping areas	15.4%	51.4%	27.0%	5.7%	0.6%
Q7-6. In Downtown Pflugerville	20.6%	50.7%	25.0%	3.5%	0.2%

Q8. Fire Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. How quickly fire personnel respond	21.2%	24.7%	8.9%	0.0%	1.0%	44.2%
Q8-2. How quickly EMS & ambulance services respond	16.6%	23.2%	12.2%	2.5%	2.1%	43.4%

WITHOUT "DON'T KNOW"

Q8. Fire Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. How quickly fire personnel respond	38.1%	44.3%	15.9%	0.0%	1.7%
Q8-2. How quickly EMS & ambulance services respond	29.4%	41.0%	21.5%	4.4%	3.8%

Q9. Emergency Preparedness. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Overall efforts to ensure the community is prepared for emergencies	7.1%	27.8%	27.6%	12.2%	2.5%	22.8%
Q9-2. Disaster preparedness public education	5.2%	21.8%	26.6%	16.6%	2.7%	27.0%
Q9-3. Ability to locate information I need from City during an emergency	6.6%	26.1%	28.2%	16.8%	3.7%	18.7%
Q9-4. How well City communicates before, during, & after weather emergencies	13.7%	28.8%	25.9%	18.1%	3.7%	9.8%

WITHOUT "DON'T KNOW"

Q9. Emergency Preparedness. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Overall efforts to ensure the community is prepared for emergencies	9.3%	36.0%	35.8%	15.8%	3.3%
Q9-2. Disaster preparedness public education	7.1%	29.9%	36.5%	22.8%	3.7%
Q9-3. Ability to locate information I need from City during an emergency	8.1%	32.1%	34.7%	20.7%	4.5%
Q9-4. How well City communicates before, during, & after weather emergencies	15.2%	31.9%	28.7%	20.1%	4.1%

Q10. City Special Events. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Outdoor City events & festivals	12.5%	39.6%	21.2%	9.8%	1.4%	15.4%
Q10-2. Management of City events	11.0%	37.5%	23.9%	6.4%	0.2%	21.0%
Q10-3. Parking & event accessibility	6.2%	28.2%	28.2%	14.7%	2.3%	20.5%
Q10-4. Diversity of event offerings by City	10.8%	28.4%	29.0%	9.5%	2.9%	19.5%

WITHOUT "DON'T KNOW"

Q10. City Special Events. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Outdoor City events & festivals	14.8%	46.8%	25.1%	11.6%	1.6%
Q10-2. Management of City events	13.9%	47.4%	30.3%	8.1%	0.2%
Q10-3. Parking & event accessibility	7.8%	35.4%	35.4%	18.4%	2.9%
Q10-4. Diversity of event offerings by City	13.4%	35.3%	36.0%	11.8%	3.6%

Q11. Parks and Recreation. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Maintenance of local parks	15.8%	52.5%	17.2%	5.8%	0.8%	7.9%
Q11-2. Quality of facilities at City parks (e.g., picnic shelters, playgrounds)	14.3%	47.3%	21.2%	7.7%	0.4%	9.1%
Q11-3. Number of parks	16.8%	45.2%	19.7%	11.6%	1.4%	5.4%
Q11-4. Proximity of parks to your neighborhood	25.1%	45.2%	14.9%	8.7%	2.5%	3.7%
Q11-5. Maintenance & appearance of Pflugerville Recreation Center	8.9%	28.6%	19.5%	5.4%	1.7%	35.9%
Q11-6. Quality of classes & virtual programs offered	4.8%	11.0%	20.8%	9.8%	2.1%	51.4%
Q11-7. Number of walking/biking trails	22.0%	43.1%	16.6%	7.7%	2.1%	8.5%
Q11-8. Quality of outdoor swimming pools	6.6%	26.1%	19.7%	9.7%	3.7%	34.4%
Q11-9. Quality of outdoor athletic fields	6.4%	32.2%	19.5%	4.8%	1.9%	35.1%
Q11-10. Athletic programs in your area	4.4%	20.7%	24.5%	8.9%	2.3%	39.2%
Q11-11. Lake Pflugerville (park, trails, amenities)	10.6%	39.4%	18.7%	8.5%	1.0%	21.8%
Q11-12. Ease of registering for City programs	5.4%	19.9%	21.4%	4.8%	1.0%	47.5%
Q11-13. Senior citizen programs	2.7%	6.0%	18.5%	6.2%	3.9%	62.7%

WITHOUT "DON'T KNOW"**Q11. Parks and Recreation. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Maintenance of local parks	17.2%	57.0%	18.7%	6.3%	0.8%
Q11-2. Quality of facilities at City parks (e. g., picnic shelters, playgrounds)	15.7%	52.0%	23.4%	8.5%	0.4%
Q11-3. Number of parks	17.8%	47.8%	20.8%	12.2%	1.4%
Q11-4. Proximity of parks to your neighborhood	26.1%	46.9%	15.4%	9.0%	2.6%
Q11-5. Maintenance & appearance of Pflugerville Recreation Center	13.9%	44.6%	30.4%	8.4%	2.7%
Q11-6. Quality of classes & virtual programs offered	9.9%	22.6%	42.9%	20.2%	4.4%
Q11-7. Number of walking/biking trails	24.1%	47.0%	18.1%	8.4%	2.3%
Q11-8. Quality of outdoor swimming pools	10.0%	39.7%	30.0%	14.7%	5.6%
Q11-9. Quality of outdoor athletic fields	9.8%	49.7%	30.1%	7.4%	3.0%
Q11-10. Athletic programs in your area	7.3%	34.0%	40.3%	14.6%	3.8%
Q11-11. Lake Pflugerville (park, trails, amenities)	13.6%	50.4%	24.0%	10.9%	1.2%
Q11-12. Ease of registering for City programs	10.3%	37.9%	40.8%	9.2%	1.8%
Q11-13. Senior citizen programs	7.3%	16.1%	49.7%	16.6%	10.4%

Q12. From the list of items in Question 11, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of local parks	109	21.0 %
Quality of facilities at City parks (e.g., picnic shelters, playgrounds)	69	13.3 %
Number of parks	24	4.6 %
Proximity of parks to your neighborhood	23	4.4 %
Maintenance & appearance of Pflugerville Recreation Center	19	3.7 %
Quality of classes & virtual programs offered	35	6.8 %
Number of walking/biking trails	36	6.9 %
Quality of outdoor swimming pools	24	4.6 %
Quality of outdoor athletic fields	8	1.5 %
Athletic programs in your area	15	2.9 %
Lake Pflugerville (park, trails, amenities)	42	8.1 %
Ease of registering for City programs	13	2.5 %
Senior citizen programs	62	12.0 %
None chosen	39	7.5 %
Total	518	100.0 %

Q12. From the list of items in Question 11, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of local parks	56	10.8 %
Quality of facilities at City parks (e.g., picnic shelters, playgrounds)	86	16.6 %
Number of parks	32	6.2 %
Proximity of parks to your neighborhood	36	6.9 %
Maintenance & appearance of Pflugerville Recreation Center	22	4.2 %
Quality of classes & virtual programs offered	43	8.3 %
Number of walking/biking trails	38	7.3 %
Quality of outdoor swimming pools	29	5.6 %
Quality of outdoor athletic fields	10	1.9 %
Athletic programs in your area	20	3.9 %
Lake Pflugerville (park, trails, amenities)	46	8.9 %
Ease of registering for City programs	17	3.3 %
Senior citizen programs	35	6.8 %
None chosen	48	9.3 %
Total	518	100.0 %

Q12. From the list of items in Question 11, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q12. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of local parks	54	10.4 %
Quality of facilities at City parks (e.g., picnic shelters, playgrounds)	69	13.3 %
Number of parks	28	5.4 %
Proximity of parks to your neighborhood	25	4.8 %
Maintenance & appearance of Pflugerville Recreation Center	27	5.2 %
Quality of classes & virtual programs offered	32	6.2 %
Number of walking/biking trails	47	9.1 %
Quality of outdoor swimming pools	37	7.1 %
Quality of outdoor athletic fields	15	2.9 %
Athletic programs in your area	22	4.2 %
Lake Pflugerville (park, trails, amenities)	44	8.5 %
Ease of registering for City programs	29	5.6 %
Senior citizen programs	28	5.4 %
None chosen	61	11.8 %
Total	518	100.0 %

SUM OF TOP 3 CHOICES

Q12. From the list of items in Question 11, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

<u>Q12. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of local parks	219	42.3 %
Quality of facilities at City parks (e.g., picnic shelters, playgrounds)	224	43.2 %
Number of parks	84	16.2 %
Proximity of parks to your neighborhood	84	16.2 %
Maintenance & appearance of Pflugerville Recreation Center	68	13.1 %
Quality of classes & virtual programs offered	110	21.2 %
Number of walking/biking trails	121	23.4 %
Quality of outdoor swimming pools	90	17.4 %
Quality of outdoor athletic fields	33	6.4 %
Athletic programs in your area	57	11.0 %
Lake Pflugerville (park, trails, amenities)	132	25.5 %
Ease of registering for City programs	59	11.4 %
Senior citizen programs	125	24.1 %
None chosen	39	7.5 %
Total	1445	

Q13. If an additional \$100 were available for City of Pflugerville parks and recreation, how would you allocate the funds among the categories listed below?

	<u>Mean</u>
Maintenance of existing parks & recreation facilities	24.91
Maintenance of existing walking & biking trails	17.80
Acquisition of new park land & open space	14.98
Planting new trees & preserving the health of existing trees	19.10
Acquisition & development of walking & biking trails	10.74
Development/improvement of indoor facilities	12.46

Q14. Maintenance Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Condition of major streets in Pflugerville	5.4%	41.5%	17.6%	23.6%	11.0%	1.0%
Q14-2. Condition of streets in your neighborhood	9.3%	38.6%	14.9%	20.7%	15.3%	1.4%
Q14-3. Condition of sidewalks in your neighborhood	7.1%	39.6%	17.6%	19.5%	13.5%	2.7%
Q14-4. Condition of street drainage/water drainage	10.2%	51.7%	21.8%	10.2%	4.1%	1.9%
Q14-5. Condition of street signs & traffic signals	12.7%	57.1%	15.4%	7.9%	4.8%	1.9%
Q14-6. Adequacy of street lighting in Pflugerville	6.4%	40.3%	25.1%	19.3%	6.6%	2.3%
Q14-7. Mowing/tree trimming along streets & public areas	9.7%	41.3%	23.6%	17.4%	6.9%	1.2%
Q14-8. Cleanliness of streets & other public areas	10.8%	48.3%	25.9%	9.5%	4.2%	1.4%

WITHOUT "DON'T KNOW"

Q14. Maintenance Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Condition of major streets in Pflugerville	5.5%	41.9%	17.7%	23.8%	11.1%
Q14-2. Condition of streets in your neighborhood	9.4%	39.1%	15.1%	20.9%	15.5%
Q14-3. Condition of sidewalks in your neighborhood	7.3%	40.7%	18.1%	20.0%	13.9%
Q14-4. Condition of street drainage/water drainage	10.4%	52.8%	22.2%	10.4%	4.1%
Q14-5. Condition of street signs & traffic signals	13.0%	58.3%	15.7%	8.1%	4.9%
Q14-6. Adequacy of street lighting in Pflugerville	6.5%	41.3%	25.7%	19.8%	6.7%
Q14-7. Mowing/tree trimming along streets & public areas	9.8%	41.8%	23.8%	17.6%	7.0%
Q14-8. Cleanliness of streets & other public areas	11.0%	48.9%	26.2%	9.6%	4.3%

Q15. From the list of items in Question 14, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major streets in Pflugerville	197	38.0 %
Condition of streets in your neighborhood	76	14.7 %
Condition of sidewalks in your neighborhood	56	10.8 %
Condition of street drainage/water drainage	34	6.6 %
Condition of street signs & traffic signals	14	2.7 %
Adequacy of street lighting in Pflugerville	44	8.5 %
Mowing/tree trimming along streets & public areas	41	7.9 %
Cleanliness of streets & other public areas	24	4.6 %
None chosen	32	6.2 %
Total	518	100.0 %

Q15. From the list of items in Question 14, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q15. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major streets in Pflugerville	77	14.9 %
Condition of streets in your neighborhood	101	19.5 %
Condition of sidewalks in your neighborhood	57	11.0 %
Condition of street drainage/water drainage	50	9.7 %
Condition of street signs & traffic signals	23	4.4 %
Adequacy of street lighting in Pflugerville	73	14.1 %
Mowing/tree trimming along streets & public areas	54	10.4 %
Cleanliness of streets & other public areas	41	7.9 %
None chosen	42	8.1 %
Total	518	100.0 %

Q15. From the list of items in Question 14, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q15. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major streets in Pflugerville	43	8.3 %
Condition of streets in your neighborhood	42	8.1 %
Condition of sidewalks in your neighborhood	54	10.4 %
Condition of street drainage/water drainage	50	9.7 %
Condition of street signs & traffic signals	34	6.6 %
Adequacy of street lighting in Pflugerville	80	15.4 %
Mowing/tree trimming along streets & public areas	78	15.1 %
Cleanliness of streets & other public areas	79	15.3 %
None chosen	58	11.2 %
Total	518	100.0 %

SUM OF TOP 3 CHOICES

Q15. From the list of items in Question 14, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

<u>Q15. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Condition of major streets in Pflugerville	317	61.2 %
Condition of streets in your neighborhood	219	42.3 %
Condition of sidewalks in your neighborhood	167	32.2 %
Condition of street drainage/water drainage	134	25.9 %
Condition of street signs & traffic signals	71	13.7 %
Adequacy of street lighting in Pflugerville	197	38.0 %
Mowing/tree trimming along streets & public areas	173	33.4 %
Cleanliness of streets & other public areas	144	27.8 %
None chosen	32	6.2 %
Total	1454	

Q16. Code Compliance. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Enforcing cleanup of junk & debris on private property	5.2%	27.8%	22.4%	20.1%	7.5%	17.0%
Q16-2. Enforcing mowing & cutting of overgrown weeds & grass on private property	5.6%	25.7%	25.3%	18.3%	8.3%	16.8%
Q16-3. Enforcing sign regulations & bandit sign pickup	5.2%	23.4%	29.7%	11.6%	4.1%	26.1%
Q16-4. City efforts to address vehicle-related complaints including abandoned/inoperative vehicles	4.8%	20.3%	23.9%	11.8%	7.1%	32.0%

WITHOUT "DON'T KNOW"

Q16. Code Compliance. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Enforcing cleanup of junk & debris on private property	6.3%	33.5%	27.0%	24.2%	9.1%
Q16-2. Enforcing mowing & cutting of overgrown weeds & grass on private property	6.7%	30.9%	30.4%	22.0%	10.0%
Q16-3. Enforcing sign regulations & bandit sign pickup	7.0%	31.6%	40.2%	15.7%	5.5%
Q16-4. City efforts to address vehicle-related complaints including abandoned/inoperative vehicles	7.1%	29.8%	35.2%	17.3%	10.5%

Q17. From the list of items in Question 16, which TWO do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing cleanup of junk & debris on private property	220	42.5 %
Enforcing mowing & cutting of overgrown weeds & grass on private property	86	16.6 %
Enforcing sign regulations & bandit sign pickup	41	7.9 %
City efforts to address vehicle-related complaints including abandoned/inoperative vehicles	114	22.0 %
None chosen	57	11.0 %
Total	518	100.0 %

Q17. From the list of items in Question 16, which TWO do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing cleanup of junk & debris on private property	125	24.1 %
Enforcing mowing & cutting of overgrown weeds & grass on private property	153	29.5 %
Enforcing sign regulations & bandit sign pickup	56	10.8 %
City efforts to address vehicle-related complaints including abandoned/inoperative vehicles	107	20.7 %
None chosen	77	14.9 %
Total	518	100.0 %

SUM OF TOP 2 CHOICES

Q17. From the list of items in Question 16, which TWO do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 2)

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing cleanup of junk & debris on private property	345	66.6 %
Enforcing mowing & cutting of overgrown weeds & grass on private property	239	46.1 %
Enforcing sign regulations & bandit sign pickup	97	18.7 %
City efforts to address vehicle-related complaints including abandoned/inoperative vehicles	221	42.7 %
None chosen	57	11.0 %
Total	959	

Q18. Library Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Library hours of operation	21.8%	30.3%	10.2%	2.9%	0.6%	34.2%
Q18-2. Adult collection & materials	16.8%	24.3%	13.7%	3.5%	0.2%	41.5%
Q18-3. Teen collection & materials	10.8%	13.3%	14.3%	1.0%	0.2%	60.4%
Q18-4. Children collection & materials	14.9%	16.0%	13.5%	1.4%	0.2%	54.1%
Q18-5. Maintenance & appearance of Pflugerville Library	30.5%	28.8%	8.3%	1.0%	0.2%	31.3%
Q18-6. Quality of library digital & online resources	20.7%	19.9%	11.6%	2.5%	0.4%	45.0%
Q18-7. Library programs for adults	15.3%	14.9%	14.9%	2.3%	0.2%	52.5%
Q18-8. Library programs for youth	11.0%	14.1%	12.9%	1.7%	0.6%	59.7%
Q18-9. Senior citizen programs	8.3%	9.5%	12.7%	2.7%	1.2%	65.6%
Q18-10. Quality of special events & virtual programs	12.2%	16.6%	14.7%	1.2%	0.8%	54.6%
Q18-11. Accessibility for those with special needs or disabilities	9.5%	13.5%	12.5%	1.4%	0.4%	62.7%
Q18-12. Cultural diversity in library programs, events, collections	10.8%	15.8%	14.3%	3.3%	0.6%	55.2%
Q18-13. Location of Pflugerville Library	26.4%	31.9%	14.1%	1.9%	0.0%	25.7%
Q18-14. Available space of Pflugerville Library	17.4%	25.7%	14.7%	4.1%	0.4%	37.8%

Q18. Library Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-15. Pfab equipment, crafts, tools & instruments	10.4%	12.2%	12.9%	1.4%	0.0%	63.1%

WITHOUT "DON'T KNOW"

Q18. Library Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Library hours of operation	33.1%	46.0%	15.5%	4.4%	0.9%
Q18-2. Adult collection & materials	28.7%	41.6%	23.4%	5.9%	0.3%
Q18-3. Teen collection & materials	27.3%	33.7%	36.1%	2.4%	0.5%
Q18-4. Children collection & materials	32.4%	34.9%	29.4%	2.9%	0.4%
Q18-5. Maintenance & appearance of Pflugerville Library	44.4%	41.9%	12.1%	1.4%	0.3%
Q18-6. Quality of library digital & online resources	37.5%	36.1%	21.1%	4.6%	0.7%
Q18-7. Library programs for adults	32.1%	31.3%	31.3%	4.9%	0.4%
Q18-8. Library programs for youth	27.3%	34.9%	32.1%	4.3%	1.4%
Q18-9. Senior citizen programs	24.2%	27.5%	37.1%	7.9%	3.4%
Q18-10. Quality of special events & virtual programs	26.8%	36.6%	32.3%	2.6%	1.7%
Q18-11. Accessibility for those with special needs or disabilities	25.4%	36.3%	33.7%	3.6%	1.0%
Q18-12. Cultural diversity in library programs, events, collections	24.1%	35.3%	31.9%	7.3%	1.3%
Q18-13. Location of Pflugerville Library	35.6%	42.9%	19.0%	2.6%	0.0%
Q18-14. Available space of Pflugerville Library	28.0%	41.3%	23.6%	6.5%	0.6%
Q18-15. Pfab equipment, crafts, tools & instruments	28.3%	33.0%	35.1%	3.7%	0.0%

Q19. From the list of items in Question 18, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Library hours of operation	41	7.9 %
Adult collection & materials	22	4.2 %
Teen collection & materials	13	2.5 %
Children collection & materials	20	3.9 %
Maintenance & appearance of Pflugerville Library	46	8.9 %
Quality of library digital & online resources	48	9.3 %
Library programs for adults	23	4.4 %
Library programs for youth	30	5.8 %
Senior citizen programs	46	8.9 %
Quality of special events & virtual programs	14	2.7 %
Accessibility for those with special needs or disabilities	5	1.0 %
Cultural diversity in library programs, events, collections	38	7.3 %
Location of Pflugerville Library	8	1.5 %
Available space of Pflugerville Library	13	2.5 %
Pfab equipment, crafts, tools & instruments	14	2.7 %
None chosen	137	26.4 %
Total	518	100.0 %

Q19. From the list of items in Question 18, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Library hours of operation	10	1.9 %
Adult collection & materials	17	3.3 %
Teen collection & materials	15	2.9 %
Children collection & materials	21	4.1 %
Maintenance & appearance of Pflugerville Library	35	6.8 %
Quality of library digital & online resources	48	9.3 %
Library programs for adults	30	5.8 %
Library programs for youth	34	6.6 %
Senior citizen programs	38	7.3 %
Quality of special events & virtual programs	25	4.8 %
Accessibility for those with special needs or disabilities	25	4.8 %
Cultural diversity in library programs, events, collections	29	5.6 %
Location of Pflugerville Library	11	2.1 %
Available space of Pflugerville Library	14	2.7 %
Pfab equipment, crafts, tools & instruments	24	4.6 %
None chosen	142	27.4 %
Total	518	100.0 %

Q19. From the list of items in Question 18, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q19. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Library hours of operation	15	2.9 %
Adult collection & materials	21	4.1 %
Teen collection & materials	21	4.1 %
Children collection & materials	14	2.7 %
Maintenance & appearance of Pflugerville Library	21	4.1 %
Quality of library digital & online resources	42	8.1 %
Library programs for adults	23	4.4 %
Library programs for youth	27	5.2 %
Senior citizen programs	27	5.2 %
Quality of special events & virtual programs	35	6.8 %
Accessibility for those with special needs or disabilities	21	4.1 %
Cultural diversity in library programs, events, collections	27	5.2 %
Location of Pflugerville Library	6	1.2 %
Available space of Pflugerville Library	23	4.4 %
Pfab equipment, crafts, tools & instruments	30	5.8 %
None chosen	165	31.9 %
Total	518	100.0 %

SUM OF TOP 3 CHOICES

Q19. From the list of items in Question 18, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

<u>Q19. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Library hours of operation	66	12.7 %
Adult collection & materials	60	11.6 %
Teen collection & materials	49	9.5 %
Children collection & materials	55	10.6 %
Maintenance & appearance of Pflugerville Library	102	19.7 %
Quality of library digital & online resources	138	26.6 %
Library programs for adults	76	14.7 %
Library programs for youth	91	17.6 %
Senior citizen programs	111	21.4 %
Quality of special events & virtual programs	74	14.3 %
Accessibility for those with special needs or disabilities	51	9.8 %
Cultural diversity in library programs, events, collections	94	18.1 %
Location of Pflugerville Library	25	4.8 %
Available space of Pflugerville Library	50	9.7 %
Pfab equipment, crafts, tools & instruments	68	13.1 %
None chosen	137	26.4 %
Total	1247	

Q20. Animal Welfare Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Quality of City's animal shelter facility	6.4%	17.0%	14.9%	6.2%	1.5%	54.1%
Q20-2. Ease of pet adoption process	6.2%	11.0%	12.4%	2.1%	0.4%	68.0%
Q20-3. Awareness & information available on animal shelter	6.8%	15.6%	17.4%	12.7%	3.1%	44.4%
Q20-4. Animal adoption, foster programs & services offered	6.0%	13.7%	15.1%	5.0%	0.2%	60.0%
Q20-5. Retrieval of stray or injured animals citywide	4.8%	16.0%	17.2%	4.6%	1.5%	55.8%
Q20-6. Physical & emotional handling of animals in our care	7.5%	14.7%	14.3%	0.4%	0.0%	63.1%
Q20-7. Convenience of shelter operation hours for animal adoptions, pickup & retrieval	4.6%	13.3%	13.5%	6.0%	1.4%	61.2%

WITHOUT "DON'T KNOW"

Q20. Animal Welfare Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Quality of City's animal shelter facility	13.9%	37.0%	32.4%	13.4%	3.4%
Q20-2. Ease of pet adoption process	19.3%	34.3%	38.6%	6.6%	1.2%
Q20-3. Awareness & information available on animal shelter	12.2%	28.1%	31.3%	22.9%	5.6%
Q20-4. Animal adoption, foster programs & services offered	15.0%	34.3%	37.7%	12.6%	0.5%
Q20-5. Retrieval of stray or injured animals citywide	10.9%	36.2%	38.9%	10.5%	3.5%
Q20-6. Physical & emotional handling of animals in our care	20.4%	39.8%	38.7%	1.0%	0.0%
Q20-7. Convenience of shelter operation hours for animal adoptions, pickup & retrieval	11.9%	34.3%	34.8%	15.4%	3.5%

Q21. From the list of items in Question 20, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q21. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's animal shelter facility	134	25.9 %
Ease of pet adoption process	26	5.0 %
Awareness & information available on animal shelter	60	11.6 %
Animal adoption, foster programs & services offered	23	4.4 %
Retrieval of stray or injured animals citywide	60	11.6 %
Physical & emotional handling of animals in our care	44	8.5 %
Convenience of shelter operation hours for animal adoptions, pickup & retrieval	21	4.1 %
None chosen	150	29.0 %
Total	518	100.0 %

Q21. From the list of items in Question 20, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q21. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's animal shelter facility	40	7.7 %
Ease of pet adoption process	34	6.6 %
Awareness & information available on animal shelter	74	14.3 %
Animal adoption, foster programs & services offered	61	11.8 %
Retrieval of stray or injured animals citywide	60	11.6 %
Physical & emotional handling of animals in our care	43	8.3 %
Convenience of shelter operation hours for animal adoptions, pickup & retrieval	44	8.5 %
None chosen	162	31.3 %
Total	518	100.0 %

Q21. From the list of items in Question 20, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q21. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's animal shelter facility	53	10.2 %
Ease of pet adoption process	22	4.2 %
Awareness & information available on animal shelter	55	10.6 %
Animal adoption, foster programs & services offered	59	11.4 %
Retrieval of stray or injured animals citywide	48	9.3 %
Physical & emotional handling of animals in our care	53	10.2 %
Convenience of shelter operation hours for animal adoptions, pickup & retrieval	51	9.8 %
None chosen	177	34.2 %
Total	518	100.0 %

SUM OF TOP 3 CHOICES

Q21. From the list of items in Question 20, which THREE do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

<u>Q21. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of City's animal shelter facility	227	43.8 %
Ease of pet adoption process	82	15.8 %
Awareness & information available on animal shelter	189	36.5 %
Animal adoption, foster programs & services offered	143	27.6 %
Retrieval of stray or injured animals citywide	168	32.4 %
Physical & emotional handling of animals in our care	140	27.0 %
Convenience of shelter operation hours for animal adoptions, pickup & retrieval	116	22.4 %
None chosen	150	29.0 %
Total	1215	

Q22. Use of Services. Please let us know the frequency at which you've used or visited the following facilities or services in the past year.

(N=518)

	About once a year	Visit quarterly	Visit monthly	Visit weekly	Do not visit	Not provided
Q22-1. Lake Pflugerville	30.1%	22.0%	14.5%	7.3%	23.4%	2.7%
Q22-2. Pflugerville's trail system	12.9%	15.6%	18.0%	32.8%	16.4%	4.2%
Q22-3. A City pool (Scott Mentzer, Gilleland Creek or Windermere)	15.6%	8.7%	5.0%	2.1%	62.4%	6.2%
Q22-4. Pflugerville Recreation Center	16.0%	6.8%	3.7%	3.1%	65.3%	5.2%
Q22-5. Pfluger Park	22.0%	22.2%	15.1%	12.4%	24.3%	4.1%
Q22-6. 1849 Park	10.0%	6.2%	5.2%	5.2%	67.0%	6.4%
Q22-7. Pflugerville Public Library	16.2%	17.2%	17.8%	7.3%	36.7%	4.8%
Q22-8. Pflugerville Animal Shelter	17.8%	4.4%	1.5%	1.0%	69.3%	6.0%
Q22-9. Pflugerville outdoor festival or special event	36.9%	24.7%	4.8%	1.0%	26.6%	6.0%
Q22-10. Downtown Pflugerville	15.8%	28.0%	22.0%	17.6%	12.0%	4.6%

WITHOUT "NOT PROVIDED"**Q22. Use of Services. Please let us know the frequency at which you've used or visited the following facilities or services in the past year. (without "not provided")**

(N=518)

	About once a year	Visit quarterly	Visit monthly	Visit weekly	Do not visit
Q22-1. Lake Pflugerville	31.0%	22.6%	14.9%	7.5%	24.0%
Q22-2. Pflugerville's trail system	13.5%	16.3%	18.8%	34.3%	17.1%
Q22-3. A City pool (Scott Mentzer, Gilleland Creek or Windermere)	16.7%	9.3%	5.3%	2.3%	66.5%
Q22-4. Pflugerville Recreation Center	16.9%	7.1%	3.9%	3.3%	68.8%
Q22-5. Pfluger Park	22.9%	23.1%	15.7%	12.9%	25.4%
Q22-6. 1849 Park	10.7%	6.6%	5.6%	5.6%	71.5%
Q22-7. Pflugerville Public Library	17.0%	18.1%	18.7%	7.7%	38.5%
Q22-8. Pflugerville Animal Shelter	18.9%	4.7%	1.6%	1.0%	73.7%
Q22-9. Pflugerville outdoor festival or special event	39.2%	26.3%	5.1%	1.0%	28.3%
Q22-10. Downtown Pflugerville	16.6%	29.4%	23.1%	18.4%	12.6%

Q23. Utility Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Water service	17.2%	41.5%	14.7%	13.1%	4.6%	8.9%
Q23-2. Wastewater service	18.5%	45.8%	16.0%	6.6%	3.1%	10.0%
Q23-3. Residential trash & curbside recycling collection	29.2%	48.8%	10.2%	6.6%	0.6%	4.6%
Q23-4. Curbside bulk item pick up/removal (furniture, appliances)	20.7%	34.2%	14.9%	13.3%	4.2%	12.7%
Q23-5. Recycle center/ household waste disposal (oil, etc.)	13.7%	32.0%	15.4%	8.1%	2.5%	28.2%
Q23-6. Limb/yard waste collection services	15.8%	33.8%	14.7%	16.6%	8.7%	10.4%

WITHOUT "DON'T KNOW"

Q23. Utility Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Water service	18.9%	45.6%	16.1%	14.4%	5.1%
Q23-2. Wastewater service	20.6%	50.9%	17.8%	7.3%	3.4%
Q23-3. Residential trash & curbside recycling collection	30.6%	51.2%	10.7%	6.9%	0.6%
Q23-4. Curbside bulk item pick up/removal (furniture, appliances)	23.7%	39.2%	17.0%	15.3%	4.9%
Q23-5. Recycle center/household waste disposal (oil, etc.)	19.1%	44.6%	21.5%	11.3%	3.5%
Q23-6. Limb/yard waste collection services	17.7%	37.7%	16.4%	18.5%	9.7%

Q24. Public Information Services. Please rate your satisfaction by using a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Availability of information about Pflugerville services & activities	9.7%	34.2%	26.8%	15.4%	1.7%	12.2%
Q24-2. Timeliness of information provided by your City	9.1%	33.2%	28.8%	13.1%	2.3%	13.5%
Q24-3. Efforts by City to keep you informed	10.6%	31.1%	29.3%	16.8%	1.5%	10.6%
Q24-4. Quality of City website pflugervilletx.gov	8.9%	35.5%	31.5%	7.5%	2.1%	14.5%
Q24-5. Responsiveness to requests for information on City social media accounts	5.0%	17.4%	21.4%	4.2%	1.5%	50.4%
Q24-6. Clarity of information & messaging	7.1%	34.4%	28.0%	8.1%	1.0%	21.4%

WITHOUT "DON'T KNOW"

Q24. Public Information Services. Please rate your satisfaction by using a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Availability of information about Pflugerville services & activities	11.0%	38.9%	30.5%	17.6%	2.0%
Q24-2. Timeliness of information provided by your City	10.5%	38.4%	33.3%	15.2%	2.7%
Q24-3. Efforts by City to keep you informed	11.9%	34.8%	32.8%	18.8%	1.7%
Q24-4. Quality of City website pflugervilletx.gov	10.4%	41.5%	36.8%	8.8%	2.5%
Q24-5. Responsiveness to requests for information on City social media accounts	10.1%	35.0%	43.2%	8.6%	3.1%
Q24-6. Clarity of information & messaging	9.1%	43.7%	35.6%	10.3%	1.2%

Q25. Which of the following sources have you used to get information about the City of Pflugerville?

Q25. Which following sources have you used to get information about City of Pflugerville	Number	Percent
Austin American Statesman/Pflugerville Pflag	106	20.5 %
Radio	45	8.7 %
TV news channels	91	17.6 %
Community Impact	350	67.6 %
Your HOA	120	23.2 %
Social media groups	239	46.1 %
Friends	182	35.1 %
Nextdoor	162	31.3 %
Facebook (City, police, library, PAWS)	249	48.1 %
Key to City newsletter	100	19.3 %
Utility bill insert/Pflyer	170	32.8 %
Website Pflugervilletx.gov	277	53.5 %
Twitter (City, police, library)	34	6.6 %
YouTube (www.youtube.com/cityofpflugerville)	13	2.5 %
Instagram (City, police, library, PAWS)	42	8.1 %
PfTV & Pfocus video news program	6	1.2 %
Nixle (Police alerts local.nixle.com/city/tx/pflugerville)	120	23.2 %
Email-newsflash (www.pflugervilletx.gov/notifyme)	47	9.1 %
Print brochures, flyers, Year in Review	54	10.4 %
Roadside signs & banners	192	37.1 %
Total	2599	

Q26. Have you contacted your local government or approached a City employee with a question, problem, or complaint during the past year?

Q26. Have you contacted your local government or approached a City employee during past year	Number	Percent
Yes	183	35.3 %
No	335	64.7 %
Total	518	100.0 %

Q26a. How did you contact the City?

Q26a. How did you contact City	Number	Percent
Phone	91	49.7 %
Email	51	27.9 %
Social media	10	5.5 %
Website chat	4	2.2 %
In person	20	10.9 %
Elected official	6	3.3 %
Not provided	1	0.5 %
Total	183	100.0 %

WITHOUT "DON'T KNOW"

Q26a. How did you contact the City? (without "not provided")

Q26a. How did you contact City	Number	Percent
Phone	91	50.0 %
Email	51	28.0 %
Social media	10	5.5 %
Website chat	4	2.2 %
In person	20	11.0 %
Elected official	6	3.3 %
Total	182	100.0 %

Q26c. Please rate your satisfaction with the City employees you contacted with regard to the following.

(N=183)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26c-1. How easy they were to contact	25.7%	42.1%	14.8%	9.8%	6.0%	1.6%
Q26c-2. Courteousness of staff	37.7%	36.6%	15.3%	3.3%	1.6%	5.5%
Q26c-3. Accuracy of information & assistance given	26.2%	33.3%	13.7%	10.9%	9.3%	6.6%
Q26c-4. How quickly City staff responded to your request	24.0%	32.8%	13.7%	12.6%	11.5%	5.5%
Q26c-5. How well your issue was handled	24.0%	25.7%	15.3%	16.9%	14.2%	3.8%
Q26c-6. Your overall interaction with City employee	31.7%	32.2%	15.3%	8.7%	6.6%	5.5%

WITHOUT "DON'T KNOW"**Q26c. Please rate your satisfaction with the City employees you contacted with regard to the following. (without "don't know")**

(N=183)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26c-1. How easy they were to contact	26.1%	42.8%	15.0%	10.0%	6.1%
Q26c-2. Courteousness of staff	39.9%	38.7%	16.2%	3.5%	1.7%
Q26c-3. Accuracy of information & assistance given	28.1%	35.7%	14.6%	11.7%	9.9%
Q26c-4. How quickly City staff responded to your request	25.4%	34.7%	14.5%	13.3%	12.1%
Q26c-5. How well your issue was handled	25.0%	26.7%	15.9%	17.6%	14.8%
Q26c-6. Your overall interaction with City employee	33.5%	34.1%	16.2%	9.2%	6.9%

Q27. City Leadership. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q27-1. Quality of leadership provided by City's elected officials	6.0%	22.6%	31.1%	11.4%	4.2%	24.7%
Q27-2. Effectiveness of appointed boards & commissions	3.7%	17.6%	32.2%	11.0%	2.7%	32.8%
Q27-3. Effectiveness of City management	5.8%	20.5%	31.9%	12.0%	4.6%	25.3%
Q27-4. Transparency of City government	4.8%	18.9%	31.1%	14.5%	5.0%	25.7%
Q27-5. How well City listens & responds to citizen's needs	3.7%	16.0%	31.5%	16.2%	6.9%	25.7%
Q27-6. Ability to engage or participate in government processes	5.0%	19.3%	30.5%	10.4%	2.7%	32.0%

WITHOUT "DON'T KNOW"**Q27. City Leadership. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q27-1. Quality of leadership provided by City's elected officials	7.9%	30.0%	41.3%	15.1%	5.6%
Q27-2. Effectiveness of appointed boards & commissions	5.5%	26.1%	48.0%	16.4%	4.0%
Q27-3. Effectiveness of City management	7.8%	27.4%	42.6%	16.0%	6.2%
Q27-4. Transparency of City government	6.5%	25.5%	41.8%	19.5%	6.8%
Q27-5. How well City listens & responds to citizen's needs	4.9%	21.6%	42.3%	21.8%	9.4%
Q27-6. Ability to engage or participate in government processes	7.4%	28.4%	44.9%	15.3%	4.0%

Q28. Statements about Pflugerville. What is your level of agreement with the following statements with 5 being "Strongly Agree," 1 being "Strongly Disagree," and 9 means "Don't Know."

(N=518)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q28-1. I have confidence in City Council	6.2%	21.4%	33.4%	15.4%	7.1%	16.4%
Q28-2. Based on quality of schools, parks, housing, & police, Pflugerville is a high-value community	10.2%	41.9%	26.6%	13.3%	0.8%	7.1%
Q28-3. Pflugerville is a modern & charming community	8.9%	31.9%	30.1%	21.2%	2.5%	5.4%
Q28-4. Pflugerville has diverse culture & heritage & offers an atmosphere of inclusion	12.2%	46.3%	23.2%	6.8%	1.5%	10.0%
Q28-5. First-rate parks, vital infrastructure, employment opportunities & entertainment options make Pflugerville a desirable place	9.3%	29.2%	31.5%	17.2%	4.4%	8.5%
Q28-6. Pflugerville offers a high quality of life that fosters an environment appealing to people from all backgrounds	10.8%	37.6%	30.3%	9.8%	2.5%	8.9%

WITHOUT "DON'T KNOW"**Q28. Statements about Pflugerville. What is your level of agreement with the following statements with 5 being "Strongly Agree," 1 being "Strongly Disagree," and 9 means "Don't Know." (without "don't know")**

(N=518)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q28-1. I have confidence in City Council	7.4%	25.6%	40.0%	18.5%	8.5%
Q28-2. Based on quality of schools, parks, housing, & police, Pflugerville is a high-value community	11.0%	45.1%	28.7%	14.3%	0.8%
Q28-3. Pflugerville is a modern & charming community	9.4%	33.7%	31.8%	22.4%	2.7%
Q28-4. Pflugerville has diverse culture & heritage & offers an atmosphere of inclusion	13.5%	51.5%	25.8%	7.5%	1.7%
Q28-5. First-rate parks, vital infrastructure, employment opportunities & entertainment options make Pflugerville a desirable place	10.1%	31.9%	34.4%	18.8%	4.9%
Q28-6. Pflugerville offers a high quality of life that fosters an environment appealing to people from all backgrounds	11.9%	41.3%	33.3%	10.8%	2.8%

Q29. City Growth. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q29-1. Preparedness for growth	3.1%	20.3%	19.1%	32.8%	16.4%	8.3%
Q29-2. Quality of commercial development	4.4%	30.7%	22.6%	24.7%	9.8%	7.7%
Q29-3. Quality of residential development	5.0%	30.7%	26.4%	20.5%	9.1%	8.3%
Q29-4. Diversity of residential development	6.0%	30.5%	30.1%	13.7%	6.4%	13.3%
Q29-5. Diversity of commercial development	4.6%	23.0%	30.1%	18.9%	8.9%	14.5%
Q29-6. Availability of affordable housing for sale	3.7%	13.9%	25.3%	21.6%	15.4%	20.1%
Q29-7. Availability of affordable housing for rent	3.7%	8.9%	20.8%	18.5%	12.9%	35.1%

WITHOUT "DON'T KNOW"

Q29. City Growth. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=518)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q29-1. Preparedness for growth	3.4%	22.1%	20.8%	35.8%	17.9%
Q29-2. Quality of commercial development	4.8%	33.3%	24.5%	26.8%	10.7%
Q29-3. Quality of residential development	5.5%	33.5%	28.8%	22.3%	9.9%
Q29-4. Diversity of residential development	6.9%	35.2%	34.7%	15.8%	7.3%
Q29-5. Diversity of commercial development	5.4%	26.9%	35.2%	22.1%	10.4%
Q29-6. Availability of affordable housing for sale	4.6%	17.4%	31.6%	27.1%	19.3%
Q29-7. Availability of affordable housing for rent	5.7%	13.7%	32.1%	28.6%	19.9%

Q30. Living in Pflugerville. What project improvements do you want to see the City of Pflugerville invest in? Please rate on a scale of 4 to 1, with 4 being "Very important" and 1 "Not important."

(N=518)

	Very important	Somewhat important	No opinion/ unsure	Not important	Not provided
Q30-1. Recreational programming & events	24.5%	43.6%	16.2%	8.5%	7.1%
Q30-2. Enhancements to Downtown Pflugerville	36.7%	35.5%	10.8%	11.6%	5.4%
Q30-3. Library branch & services	25.5%	36.9%	20.1%	10.0%	7.5%
Q30-4. Pflugerville animal welfare services	26.1%	34.0%	24.3%	7.7%	7.9%
Q30-5. Water & wastewater for the future	64.3%	22.2%	6.8%	0.6%	6.2%
Q30-6. Streetscape projects (streetlights, wider sidewalks, benches, plantings)	48.6%	37.6%	5.6%	2.5%	5.6%
Q30-7. Art, sculptures, murals in public spaces	12.4%	30.7%	23.2%	27.0%	6.8%
Q30-8. New roads/road widening	68.7%	20.8%	2.9%	2.7%	4.8%
Q30-9. Traffic management/traffic signal timing	77.8%	15.1%	1.7%	0.8%	4.6%

WITHOUT "NOT PROVIDED"

Q30. Living in Pflugerville. What project improvements do you want to see the City of Pflugerville invest in? Please rate on a scale of 4 to 1, with 4 being "Very important" and 1 "Not important." (without "not provided")

(N=518)

	Very important	Somewhat important	No opinion/unsure	Not important
Q30-1. Recreational programming & events	26.4%	47.0%	17.5%	9.1%
Q30-2. Enhancements to Downtown Pflugerville	38.8%	37.6%	11.4%	12.2%
Q30-3. Library branch & services	27.6%	39.9%	21.7%	10.9%
Q30-4. Pflugerville animal welfare services	28.3%	36.9%	26.4%	8.4%
Q30-5. Water & wastewater for the future	68.5%	23.7%	7.2%	0.6%
Q30-6. Streetscape projects (streetlights, wider sidewalks, benches, plantings)	51.5%	39.9%	5.9%	2.7%
Q30-7. Art, sculptures, murals in public spaces	13.3%	32.9%	24.8%	29.0%
Q30-8. New roads/road widening	72.2%	21.9%	3.0%	2.8%
Q30-9. Traffic management/traffic signal timing	81.6%	15.8%	1.8%	0.8%

Q31. From the list of items in Question 30, which THREE items do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q31. Top choice</u>	<u>Number</u>	<u>Percent</u>
Recreational programming & events	18	3.5 %
Enhancements to Downtown Pflugerville	59	11.4 %
Library branch & services	9	1.7 %
Pflugerville animal welfare services	22	4.2 %
Water & wastewater for the future	86	16.6 %
Streetscape projects (streetlights, wider sidewalks, benches, plantings)	46	8.9 %
Art, sculptures, murals in public spaces	4	0.8 %
New roads/road widening	142	27.4 %
Traffic management/traffic signal timing	98	18.9 %
None chosen	34	6.6 %
Total	518	100.0 %

Q31. From the list of items in Question 30, which THREE items do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q31. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Recreational programming & events	16	3.1 %
Enhancements to Downtown Pflugerville	35	6.8 %
Library branch & services	12	2.3 %
Pflugerville animal welfare services	23	4.4 %
Water & wastewater for the future	58	11.2 %
Streetscape projects (streetlights, wider sidewalks, benches, plantings)	66	12.7 %
Art, sculptures, murals in public spaces	12	2.3 %
New roads/road widening	123	23.7 %
Traffic management/traffic signal timing	132	25.5 %
None chosen	41	7.9 %
Total	518	100.0 %

Q31. From the list of items in Question 30, which THREE items do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q31. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Recreational programming & events	35	6.8 %
Enhancements to Downtown Pflugerville	49	9.5 %
Library branch & services	18	3.5 %
Pflugerville animal welfare services	36	6.9 %
Water & wastewater for the future	89	17.2 %
Streetscape projects (streetlights, wider sidewalks, benches, plantings)	74	14.3 %
Art, sculptures, murals in public spaces	18	3.5 %
New roads/road widening	44	8.5 %
Traffic management/traffic signal timing	91	17.6 %
None chosen	64	12.4 %
Total	518	100.0 %

SUM OF TOP 3 CHOICES

Q31. From the list of items in Question 30, which THREE items do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

<u>Q31. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Recreational programming & events	69	13.3 %
Enhancements to Downtown Pflugerville	143	27.6 %
Library branch & services	39	7.5 %
Pflugerville animal welfare services	81	15.6 %
Water & wastewater for the future	233	45.0 %
Streetscape projects (streetlights, wider sidewalks, benches, plantings)	186	35.9 %
Art, sculptures, murals in public spaces	34	6.6 %
New roads/road widening	309	59.7 %
Traffic management/traffic signal timing	321	62.0 %
None chosen	34	6.6 %
Total	1449	

Q32. Have you called the City within the past 12 months?

Q32. Have you called City within past 12 months	Number	Percent
Yes	146	28.2 %
No	372	71.8 %
Total	518	100.0 %

Q34. Approximately how many years have you lived in Pflugerville?

Q34. How many years have you lived in Pflugerville	Number	Percent
0-5	108	20.8 %
6-10	92	17.8 %
11-15	72	13.9 %
16-20	69	13.3 %
21-30	105	20.3 %
31+	60	11.6 %
Not provided	12	2.3 %
Total	518	100.0 %

WITHOUT "NOT PROVIDED"**Q34. Approximately how many years have you lived in Pflugerville? (without "not provided")**

Q34. How many years have you lived in Pflugerville	Number	Percent
0-5	108	21.3 %
6-10	92	18.2 %
11-15	72	14.2 %
16-20	69	13.6 %
21-30	105	20.8 %
31+	60	11.9 %
Total	506	100.0 %

Q35. What is your age?

Q35. Your age	Number	Percent
18-34	87	16.8 %
35-44	97	18.7 %
45-54	99	19.1 %
55-64	106	20.5 %
65+	107	20.7 %
Not provided	22	4.2 %
Total	518	100.0 %

WITHOUT "NOT PROVIDED"**Q35. What is your age? (without "not provided")**

Q35. Your age	Number	Percent
18-34	87	17.5 %
35-44	97	19.6 %
45-54	99	20.0 %
55-64	106	21.4 %
65+	107	21.6 %
Total	496	100.0 %

Q36. Do you own or rent your current residence?

Q36. Do you own or rent your current residence	Number	Percent
Own	444	85.7 %
Rent	70	13.5 %
Not provided	4	0.8 %
Total	518	100.0 %

WITHOUT "NOT PROVIDED"**Q36. Do you own or rent your current residence? (without "not provided")**

Q36. Do you own or rent your current residence	Number	Percent
Own	444	86.4 %
Rent	70	13.6 %
Total	514	100.0 %

Q37. Do you work in Pflugerville?

Q37. Do you work in Pflugerville	Number	Percent
Yes	119	23.0 %
No	382	73.7 %
Not provided	17	3.3 %
Total	518	100.0 %

WITHOUT "NOT PROVIDED"**Q37. Do you work in Pflugerville? (without "not provided")**

Q37. Do you work in Pflugerville	Number	Percent
Yes	119	23.8 %
No	382	76.2 %
Total	501	100.0 %

Q38. Are you or other members of your household of Hispanic or Latino ancestry?

Q38. Are you of Hispanic or Latino ancestry	Number	Percent
Yes	166	32.0 %
No	346	66.8 %
Not provided	6	1.2 %
Total	518	100.0 %

WITHOUT "NOT PROVIDED"**Q38. Are you or other members of your household of Hispanic or Latino ancestry? (without "not provided")**

Q38. Are you of Hispanic or Latino ancestry	Number	Percent
Yes	166	32.4 %
No	346	67.6 %
Total	512	100.0 %

Q39. Which of the following best describes your race?

Q39. Your race	Number	Percent
Asian or Asian Indian	35	6.8 %
Black or African American	80	15.4 %
American Indian or Alaska Native	3	0.6 %
White or Caucasian	306	59.1 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic, Spanish, or Latino/a/x	166	32.0 %
Other	6	1.2 %
Total	597	

Q39-7. Self-describe your race:

Q39-7. Self-describe your race	Number	Percent
Mixed	3	50.0 %
More than one	1	16.7 %
Jew	1	16.7 %
Multi-racial	1	16.7 %
Total	6	100.0 %

Q40. What would you say your total annual household income is...

Q40. Your total household income	Number	Percent
Under \$30K	44	8.5 %
\$30K to \$59,999	59	11.4 %
\$60K to \$99,999	123	23.7 %
\$100K+	226	43.6 %
Not provided	66	12.7 %
Total	518	100.0 %

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

Q40. Your total household income	Number	Percent
Under \$30K	44	9.7 %
\$30K to \$59,999	59	13.1 %
\$60K to \$99,999	123	27.2 %
\$100K+	226	50.0 %
Total	452	100.0 %

Q41. Your gender:

<u>Q41. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	251	48.5 %
Female	257	49.6 %
Gender variant/non-conforming	5	1.0 %
Prefer not to answer	5	1.0 %
Total	518	100.0 %

WITHOUT "PREFER NOT TO ANSWER"**Q41. Your gender: (without "prefer not to answer")**

<u>Q41. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	251	48.9 %
Female	257	50.1 %
Gender variant/non-conforming	5	1.0 %
Total	513	100.0 %

A large, dark blue circle with a white outline, containing the number '6' in a bold, white, sans-serif font.

Survey Instrument



Pflugerville Resident Satisfaction Survey 2023

Your City wants to hear from you! The City of Pflugerville asks for your input on City services and programs. This survey is an opportunity to tell us how we are doing, rate our current services and provide input on key decisions for the City of Pflugerville.

The Pflugerville Resident Satisfaction Survey is conducted every two years, and this year the City has chosen ETC Institute to conduct this survey to keep your responses anonymous and confidential.

Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you prefer, you can take the survey online at pflugervillesurvey.org. The address printed on your survey identifies responses from a broad geographic area which helps ETC Institute ensure that responses are representative of all areas of Pflugerville. After surveys are collected and analyzed, the City will receive a consolidated report from ETC Institute identifying overall trends and needs. The report will be presented to City Council and posted on the City's website at pflugervilletx.gov.

Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Sereniah Breland".

Sereniah Breland
City Manager
City of Pflugerville

Connect with the City of Pflugerville: Are you connected? For notification about survey results and other City news, we encourage you to connect. We use social media sites (Facebook, Twitter, Nextdoor, Instagram), the City website, Nixle for emergency text alerts from the Police Department and send weekly e-newsletters to keep you informed. Please visit www.pflugervilletx.gov/connect to sign up.

Please complete this resident satisfaction survey. Your input is part of the city's ongoing effort to involve citizens in long-range planning and decisions. If you would prefer to complete this survey online, you may do so at pflugervillesurvey.org.

1. Using a scale of 1 to 5, where 5 means "Excellent," 1 means "Poor," and 9 means "Don't know," please provide feedback on how you rate Pflugerville.

How would you rate Pflugerville...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a city moving in the right direction	5	4	3	2	1	9

2. Please rate your SATISFACTION with Pflugerville on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall value that you receive for your city tax dollars	5	4	3	2	1	9
2. Reputation of your city	5	4	3	2	1	9
3. Quality of city government services	5	4	3	2	1	9
4. Quality of life in your city	5	4	3	2	1	9
5. How well your city is planning growth	5	4	3	2	1	9
6. Appearance of your city	5	4	3	2	1	9
7. Quality of Downtown Pflugerville	5	4	3	2	1	9

3. Major categories of services provided by the City of Pflugerville are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of police service	5	4	3	2	1	9
02. Maintenance of city streets, drainage and sidewalks	5	4	3	2	1	9
03. Effectiveness of communication by the city	5	4	3	2	1	9
04. Flow of traffic and congestion management on streets	5	4	3	2	1	9
05. Quality of water and wastewater services	5	4	3	2	1	9
06. Quality of City of Pflugerville utility billing	5	4	3	2	1	9
07. Quality of trash and recycling services	5	4	3	2	1	9
08. Quality of the Pflugerville Public Library	5	4	3	2	1	9
09. Quality of parks and trails	5	4	3	2	1	9
10. Quality of recreation programs and facilities	5	4	3	2	1	9
11. Quality of customer service provided by the city	5	4	3	2	1	9
12. Quality of municipal court services	5	4	3	2	1	9
13. Quality of animal welfare services/animal shelter	5	4	3	2	1	9
14. Quality of fire services*	5	4	3	2	1	9
15. Quality of EMS and ambulance services*	5	4	3	2	1	9

*Fire services provided by Travis County Emergency Services District 2. EMS and ambulances provided by Allegiance Mobile Health.

4. From the items in Question 3, which THREE of the major categories of City Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in your answers below using the numbers from the list in Question 3.]

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

5. Police Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Visibility of police in neighborhoods	5	4	3	2	1	9
2. Visibility of police in commercial and retail areas	5	4	3	2	1	9
3. Visibility of police in city parks, lakes and public areas	5	4	3	2	1	9
4. How quickly police respond to emergencies	5	4	3	2	1	9
5. Efforts to prevent crime	5	4	3	2	1	9
6. Enforcement of traffic laws	5	4	3	2	1	9
7. Community engagement efforts	5	4	3	2	1	9

6. From the list of items in Question 5, which THREE do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in your answers below using the numbers from the list in Question 5.]

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

7. Using a scale of 1 to 5, where 5 means "Very Safe," 1 means "Very Unsafe," and 9 means "I don't know," please rate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood after dark	5	4	3	2	1	9
3. On city trails/in city parks	5	4	3	2	1	9
4. At Lake Pflugerville	5	4	3	2	1	9
5. In retail/shopping areas	5	4	3	2	1	9
6. In Downtown Pflugerville	5	4	3	2	1	9

8. Fire Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How quickly fire personnel respond*	5	4	3	2	1	9
2. How quickly EMS and ambulance services respond*	5	4	3	2	1	9

*Fire services provided by Travis County Emergency Services District 2. EMS and ambulances provided by Allegiance Mobile Health.

9. Emergency Preparedness. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall efforts to ensure the community is prepared for emergencies	5	4	3	2	1	9
2. Disaster preparedness public education	5	4	3	2	1	9
3. Ability to locate information I need from the city during an emergency	5	4	3	2	1	9
4. How well the City communicates before, during, and after weather emergencies	5	4	3	2	1	9

10. City Special Events. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Outdoor city events and festivals	5	4	3	2	1	9
2. Management of city events	5	4	3	2	1	9
3. Parking and event accessibility	5	4	3	2	1	9
4. Diversity of event offerings by the city	5	4	3	2	1	9

11. Parks and Recreation. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of local parks	5	4	3	2	1	9
02. Quality of facilities at city parks (e.g., picnic shelters, playgrounds)	5	4	3	2	1	9
03. Number of parks	5	4	3	2	1	9
04. Proximity of parks to your neighborhood	5	4	3	2	1	9
05. Maintenance and appearance of Pflugerville Recreation Center	5	4	3	2	1	9
06. Quality of classes and virtual programs offered	5	4	3	2	1	9
07. Number of walking/biking trails	5	4	3	2	1	9
08. Quality of outdoor swimming pools	5	4	3	2	1	9
09. Quality of outdoor athletic fields	5	4	3	2	1	9
10. Athletic programs in your area	5	4	3	2	1	9
11. Lake Pflugerville (park, trails, amenities)	5	4	3	2	1	9
12. Ease of registering for city programs	5	4	3	2	1	9
13. Senior citizen programs	5	4	3	2	1	9

12. From the list of items in Question 11, which THREE do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in your answers below using the numbers from the list in Question 11.]

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

13. If an additional \$100 were available for City of Pflugerville parks and recreation, how would you allocate the funds among the categories listed below? [Please be sure your total adds up to \$100.]

- \$_____ Maintenance of existing parks and recreation facilities
 - \$_____ Maintenance of existing walking and biking trails
 - \$_____ Acquisition of new park land and open space
 - \$_____ Planting new trees and preserving the health of existing trees
 - \$_____ Acquisition and development of walking and biking trails
 - \$_____ Development/improvement of indoor facilities
- \$100 TOTAL

14. Maintenance Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Condition of major streets in Pflugerville	5	4	3	2	1	9
2. Condition of streets in your neighborhood	5	4	3	2	1	9
3. Condition of sidewalks in your neighborhood	5	4	3	2	1	9
4. Condition of street drainage/water drainage	5	4	3	2	1	9
5. Condition of street signs and traffic signals	5	4	3	2	1	9
6. Adequacy of street lighting in Pflugerville	5	4	3	2	1	9
7. Mowing/Tree trimming along streets and public areas	5	4	3	2	1	9
8. Cleanliness of streets and other public areas	5	4	3	2	1	9

15. From the list of items in Question 14, which THREE do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in your answers below using the numbers from the list in Question 14.]

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

16. **Code Compliance.** Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the cleanup of junk and debris on private property	5	4	3	2	1	9
2. Enforcing the mowing and cutting of overgrown weeds and grass on private property	5	4	3	2	1	9
3. Enforcing sign regulations and bandit sign pickup	5	4	3	2	1	9
4. City efforts to address vehicle-related complaints including abandoned/inoperative vehicles	5	4	3	2	1	9

17. From the list of items in Question 16, which TWO do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in your answers below using the numbers from the list in Question 16.]

1st: ____ 2nd: ____

18. **Library Services.** Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Library hours of operation	5	4	3	2	1	9
02. Adult collection and materials	5	4	3	2	1	9
03. Teen collection and materials	5	4	3	2	1	9
04. Children collection and materials	5	4	3	2	1	9
05. Maintenance and appearance of the Pflugerville Library	5	4	3	2	1	9
06. Quality of the library digital and online resources	5	4	3	2	1	9
07. Library programs for adults	5	4	3	2	1	9
08. Library programs for youth	5	4	3	2	1	9
09. Senior citizen programs	5	4	3	2	1	9
10. Quality of special events and virtual programs	5	4	3	2	1	9
11. Accessibility for those with special needs or disabilities	5	4	3	2	1	9
12. Cultural diversity in library programs, events, collections	5	4	3	2	1	9
13. Location of the Pflugerville Library	5	4	3	2	1	9
14. Available space of the Pflugerville Library	5	4	3	2	1	9
15. Pfab equipment, crafts, tools and instruments	5	4	3	2	1	9

19. From the list of items in Question 18, which THREE do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in your answers below using the numbers from the list in Question 18.]

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

20. **Animal Welfare Services.** Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of the city's animal shelter facility	5	4	3	2	1	9
2. Ease of the pet adoption process	5	4	3	2	1	9
3. Awareness and information available on the animal shelter	5	4	3	2	1	9
4. Animal adoption, foster programs and services offered	5	4	3	2	1	9
5. Retrieval of stray or injured animals citywide	5	4	3	2	1	9
6. Physical and emotional handling of animals in our care	5	4	3	2	1	9
7. Convenience of shelter operation hours for animal adoptions, pickup and retrieval	5	4	3	2	1	9

21. From the list of items in Question 20, which THREE do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in your answers below using the numbers from the list in Question 20.]

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

22. Use of Services. Please let us know the frequency at which you've used or visited the following facilities or services in the past year.

Frequency of visits to...	About once a year	Visit quarterly	Visit monthly	Visit weekly	Do Not Visit
01. Lake Pflugerville	5	4	3	2	1
02. Pflugerville's trail system	5	4	3	2	1
03. A city pool (Scott Mentzer, Gilleland Creek or Windermere)	5	4	3	2	1
04. Pflugerville Recreation Center	5	4	3	2	1
05. Pfluger Park	5	4	3	2	1
06. 1849 Park	5	4	3	2	1
07. Pflugerville Public Library	5	4	3	2	1
08. Pflugerville Animal Shelter	5	4	3	2	1
09. Pflugerville outdoor festival or special event	5	4	3	2	1
10. Downtown Pflugerville	5	4	3	2	1

23. Utility Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Water service	5	4	3	2	1	9
2. Wastewater service	5	4	3	2	1	9
3. Residential trash and curbside recycling collection	5	4	3	2	1	9
4. Curbside bulk item pick up/removal (furniture, appliances)	5	4	3	2	1	9
5. Recycle Center/Household waste disposal (oil, etc.)	5	4	3	2	1	9
6. Limb/Yard waste collection services	5	4	3	2	1	9

24. Public Information Services. Please rate your satisfaction by using a scale of 1 to 5, where 5 means "Very Satisfied," 1 means "Very Dissatisfied," and 9 means "Don't Know."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of information about Pflugerville services and activities	5	4	3	2	1	9
2. Timeliness of information provided by your city	5	4	3	2	1	9
3. Efforts by the city to keep you informed	5	4	3	2	1	9
4. The quality of the city website pflugervilletx.gov	5	4	3	2	1	9
5. Responsiveness to requests for information on city social media accounts	5	4	3	2	1	9
6. Clarity of information and messaging	5	4	3	2	1	9

25. Which of the following sources have you used to get information about the City of Pflugerville? [Check all that apply.]

External media

- ___(01) Austin American Statesman/Pflugerville Pflag
- ___(02) Radio
- ___(03) TV news channels
- ___(04) Community Impact
- ___(05) Your HOA
- ___(06) Social media groups
- ___(07) Friends

City information sources

- ___(08) Nextdoor
- ___(09) Facebook (city, police, library, PAWS)

- ___(10) Key to the City newsletter
- ___(11) Utility bill insert/Pflyer
- ___(12) Website Pflugervilletx.gov
- ___(13) Twitter (city, police, library)
- ___(14) YouTube (www.youtube.com/cityofpflugerville)
- ___(15) Instagram (city, police, library, PAWS)
- ___(16) PFTV and Pfocus video news program
- ___(17) Nixle (Police alerts local.nixle.com/city/tx/pflugerville)
- ___(18) Email-newsflash (www.pflugervilletx.gov/notifyme)
- ___(19) Print brochures, flyers, Year in Review
- ___(20) Roadside signs and banners

26. Have you contacted your local government or approached a city employee with a question, problem, or complaint during the past year?

- ___(1) Yes [Answer Q26a-c.]
- ___(2) No [Skip to Q27.]

26a. How did you contact the city?

- (1) Phone (3) Social media (5) In person
 (2) E-mail (4) Website chat (6) Elected Official

26b. What department(s) did you contact? _____

26c. Please rate your satisfaction with the city employees you contacted 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. Courteousness of staff	5	4	3	2	1	9
3. The accuracy of the information and assistance 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
6. Your overall interaction with the city employee	5	4	3	2	1	9

27. City Leadership. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of leadership provided by the city's elected officials	5	4	3	2	1	9
2. Effectiveness of appointed boards and commissions	5	4	3	2	1	9
3. Effectiveness of city management	5	4	3	2	1	9
4. Transparency of city government	5	4	3	2	1	9
5. How well the city listens and responds to citizen's needs	5	4	3	2	1	9
6. Ability to engage or participate in government processes	5	4	3	2	1	9

28. Statements about Pflugerville. What is your level of agreement with the following statements with 5 being "Strongly Agree," 1 being "Strongly Disagree," and 9 means "Don't Know."

Statements about Pflugerville:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. I have confidence in the City Council	5	4	3	2	1	9
2. Based on the quality of schools, parks, housing, and police, Pflugerville is a high-value community	5	4	3	2	1	9
3. Pflugerville is a modern and charming community	5	4	3	2	1	9
4. Pflugerville has diverse culture and heritage and offers an atmosphere of inclusion	5	4	3	2	1	9
5. First-rate parks, vital infrastructure, employment opportunities and entertainment options make Pflugerville a desirable place	5	4	3	2	1	9
6. Pflugerville offers a high quality of life that fosters an environment appealing to people from all backgrounds	5	4	3	2	1	9

29. City Growth. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Preparedness for growth	5	4	3	2	1	9
2. Quality of commercial development	5	4	3	2	1	9
3. Quality of residential development	5	4	3	2	1	9
4. Diversity of residential development	5	4	3	2	1	9
5. Diversity of commercial development	5	4	3	2	1	9
6. Availability of affordable housing for sale	5	4	3	2	1	9
7. Availability of affordable housing for rent	5	4	3	2	1	9

30. Living in Pflugerville. What project improvements do you want to see the City of Pflugerville invest in? Please rate on a scale of 4 to 1, with 4 being "Very important" and 1 "Not important."

Investing in...	Very Important	Somewhat Important	No opinion/Unsure	Not Important
1. Recreational programming and events	4	3	2	1
2. Enhancements to Downtown Pflugerville	4	3	2	1
3. Library branch and services	4	3	2	1
4. Pflugerville Animal Welfare Services	4	3	2	1
5. Water and wastewater for the future	4	3	2	1
6. Streetscape projects (streetlights, wider sidewalks, benches, plantings)	4	3	2	1
7. Art, sculptures, murals in public spaces	4	3	2	1
8. New roads/road widening	4	3	2	1
9. Traffic management/traffic signal timing	4	3	2	1

31. From the list of items in Question 30, which THREE items do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in your answers below using the numbers from the list in Question 30.]

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

32. Have you called the City within the past 12 months? ____ (1) Yes ____ (2) No [Skip to Q33.]

32a. How would you describe your experience?

33. If you could improve one thing about your City, what would it be?

34. Approximately how many years have you lived in Pflugerville? ____ years

35. What is your age? ____ years

36. Do you own or rent your current residence? ____ (1) Own ____ (2) Rent

37. Do you work in Pflugerville? ____ (1) Yes ____ (2) No

38. Are you or other members of your household of Hispanic or Latino ancestry?
 ____ (1) Yes ____ (2) No

39. Which of the following best describes your race?

- | | |
|--|---|
| ____ (01) Asian or Asian Indian | ____ (04) White or Caucasian |
| ____ (02) Black or African American | ____ (05) Native Hawaiian or other Pacific Islander |
| ____ (03) American Indian or Alaska Native | ____ (99) Other: _____ |

40. Would you say your total household income is...

____ (1) Under \$30,000 ____ (2) \$30,000 to \$59,999 ____ (3) \$60,000 to \$99,999 ____ (4) \$100,000 or more

41. Your gender:

____ (1) Male ____ (3) Transgender female ____ (5) Gender variant/non-conforming
 ____ (2) Female ____ (4) Transgender male ____ (6) Prefer not to answer

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 the level of satisfaction with City services in your area. If your address is not correct, please provide the correct information. Thank you.