
2012 Citizen Survey
FINAL Report Findings



Submitted to:
The City of Pflugerville, TX

By



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December 2012

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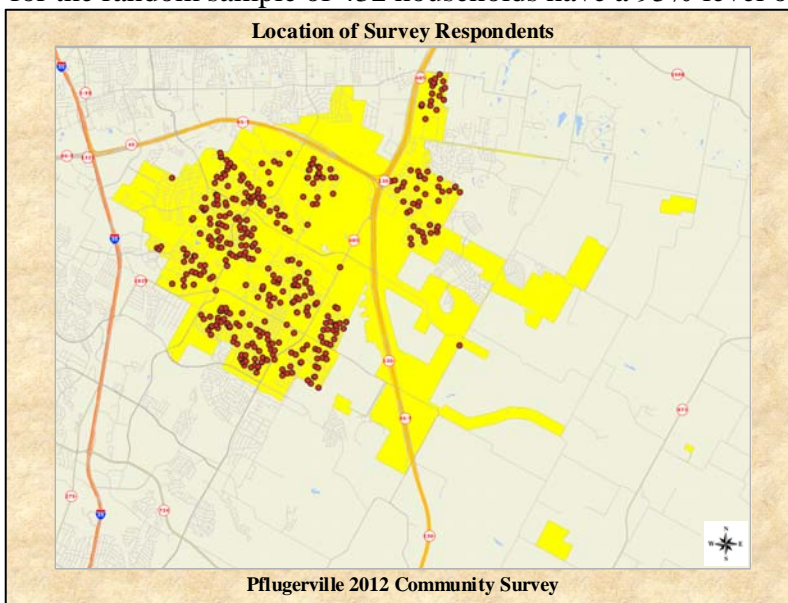
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Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Pflugerville during November and December of 2012. This is the first time that the survey was administered for the City. The survey was administered as part of the City’s effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will help the City establish budget priorities and refine policy decisions.

Resident Survey. A seven-page survey was mailed to a random sample of 2,000 households in the City of Pflugerville. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 321 returned it by mail, 73 completed it by phone, and 38 completed the survey on-line, for a total of 432 completed surveys. The results for the random sample of 432 households have a 95% level of confidence with a precision of at least +/- 5%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail vs. internet). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



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 the City of Pflugerville from other communities in the *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:

- a summary of the methodology for administering the survey and major findings
- GIS maps that show the results of selected questions as maps of the City
- benchmarking data that shows how the results for the City of Pflugerville compare to other cities
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument.

Major Findings

- **How Pflugerville Rates with Residents.** Ninety-two percent (92%) of the residents surveyed who had an opinion rated the City as an “excellent” or “good” place to live; 88% rated it highly as a place to raise children and 74% rated it highly as a City that was moving in the right direction.
- **Most of the residents surveyed were satisfied with City services.** Ninety-two percent (92%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of police, fire & ambulance service, 85% were satisfied with the quality of trash and recycling services, and 81% were satisfied with the quality of the Pflugerville Community Library.
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in 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 water and wastewater services.
- **Perceptions of the City.** Eighty percent (80%) 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 community, 67% were satisfied with the image of their community, and 65% were satisfied with the appearance of their community.
- **Public Safety.** Ninety percent of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of fire services, 88% were satisfied with the overall quality of local police protection, 85% were satisfied with how quickly police respond to emergencies, and 84% were satisfied with the overall visibility of police in neighborhoods.

- **Parks and Recreation Services.** Eighty-two percent (82%) 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, 76% were satisfied with the number of walking and biking trails, and 75% were satisfied with the quality of facilities, picnic shelters, and playgrounds.
- **City Maintenance Services.** Eighty-four percent (84%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential the condition of street signs and traffic signals, 79% were satisfied with the condition of major streets in Pflugerville and 74% were satisfied with cleanliness of streets and other public areas.
- **Code Enforcement Services** Sixty-seven percent (67%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of animal control, 63% were satisfied with enforcing sign regulations, and 63% were satisfied with efforts to remove abandoned or inoperative vehicles.
- **Utility Services.** Eighty-nine percent (89%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection services, 85% were satisfied with curbside recycling services, and 72% were satisfied with wastewater services.
- **Public Information Services.** Sixty-eight percent (68%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City’s website and 63% were satisfied the availability of information about City services and activities.

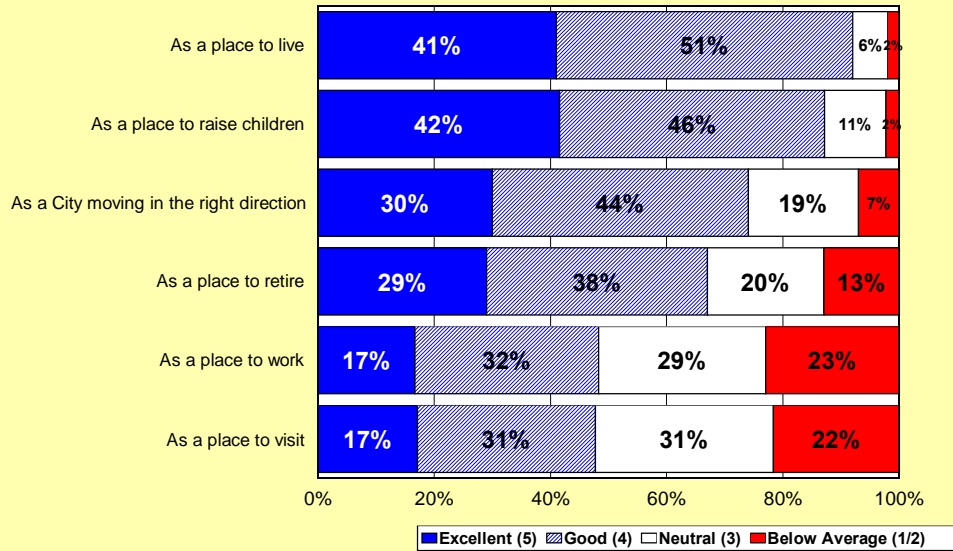
Other Findings.

- 83% felt it was important to shop locally.
- 65% of those surveyed felt that Pflugerville was progressive.
- When asked to identify the two most significant issues facing Pflugerville in the next five years, residents chose rapid growth and property tax and the top two issues.
- The top two capital improvement options selected by residents were the development of downtown and the Heatherwilde road expansion.

Section 1:
Charts and Graphs

Q1. Please rate City of Pflugerville with regard to the following:

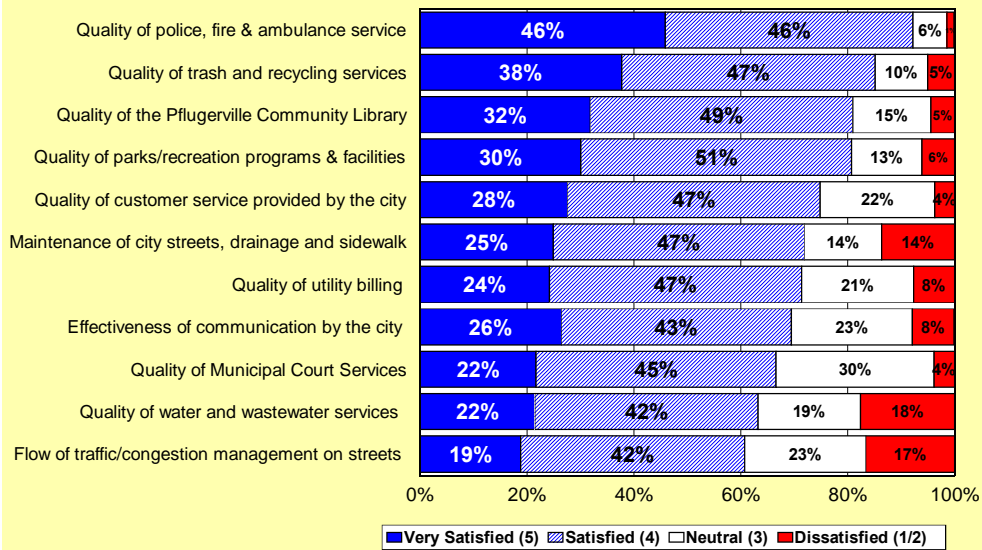
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q2. Satisfaction with Various Aspects of Services provided by the City of Pflugerville

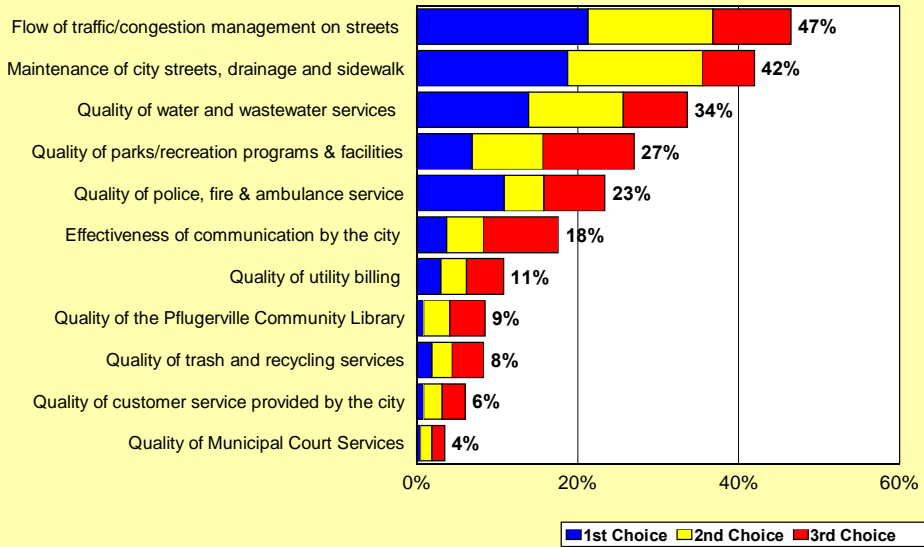
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q3. Which THREE of City services should receive the most emphasis from City leaders over the next two years

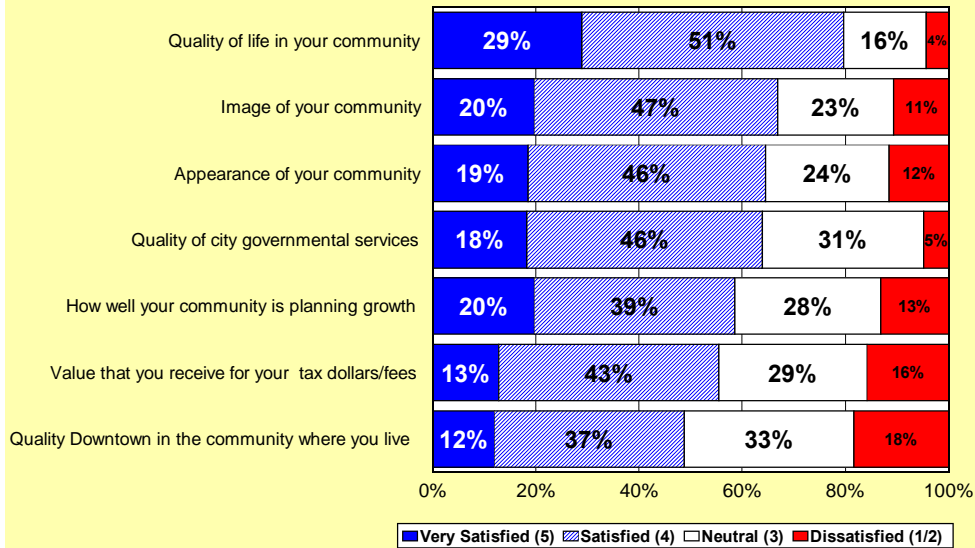
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q4. Satisfaction with Various Aspects of Items that Influence the Perception of the City of Pflugerville

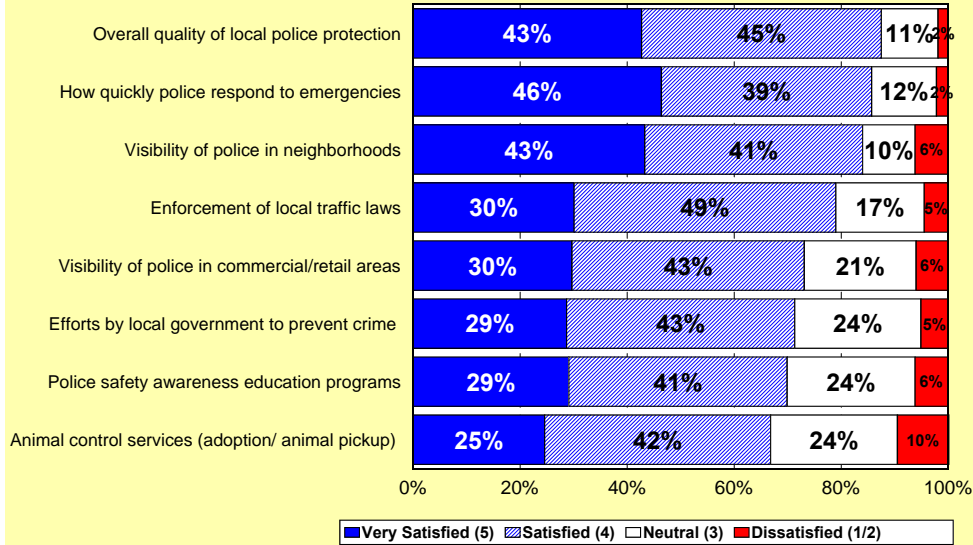
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q5. Satisfaction with Various Aspects of Police Services

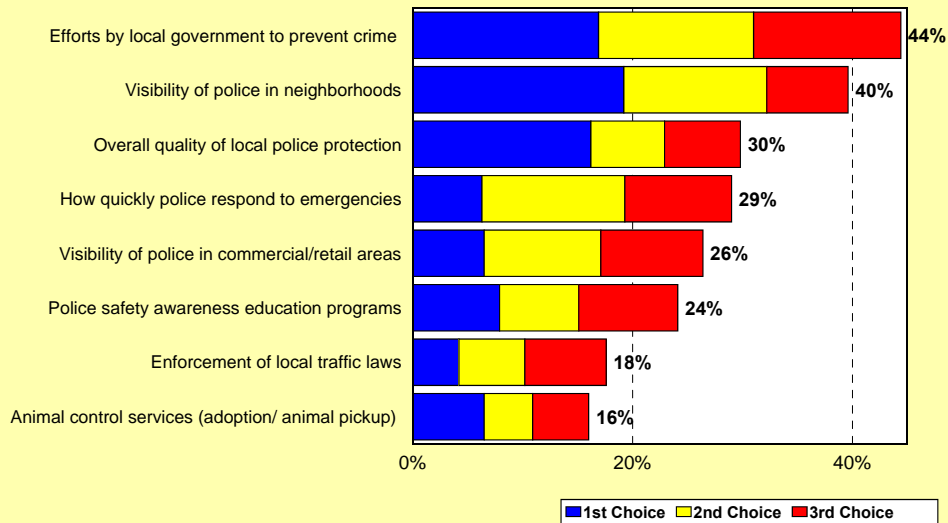
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q6. Which THREE of Police Services should receive the most emphasis from City leaders over the next two years?

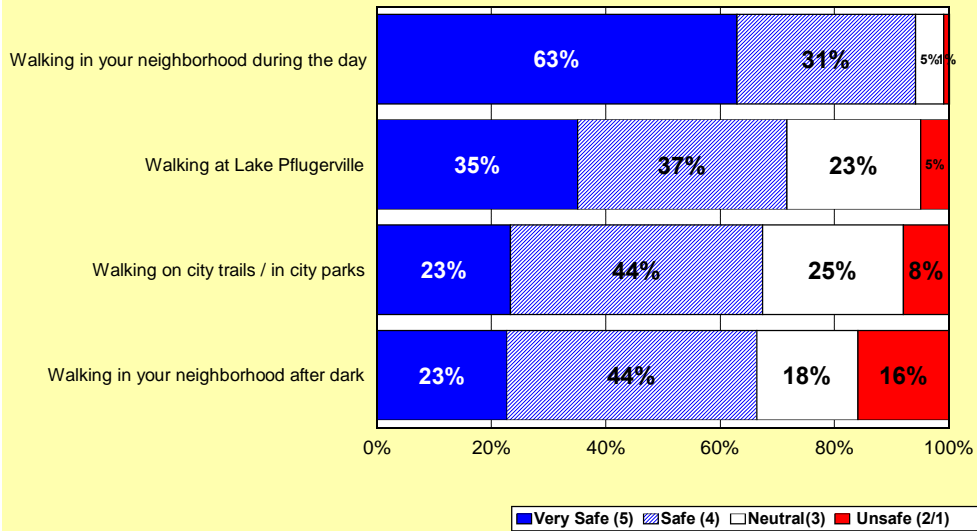
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q7. Please rate how safe you feel in the following situations:

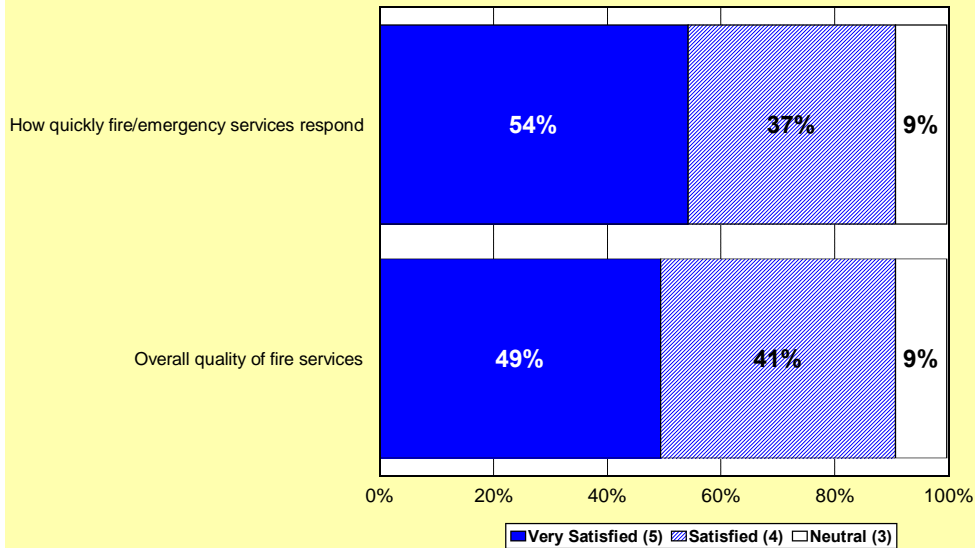
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q8. Satisfaction with Various Aspects of Fire Services

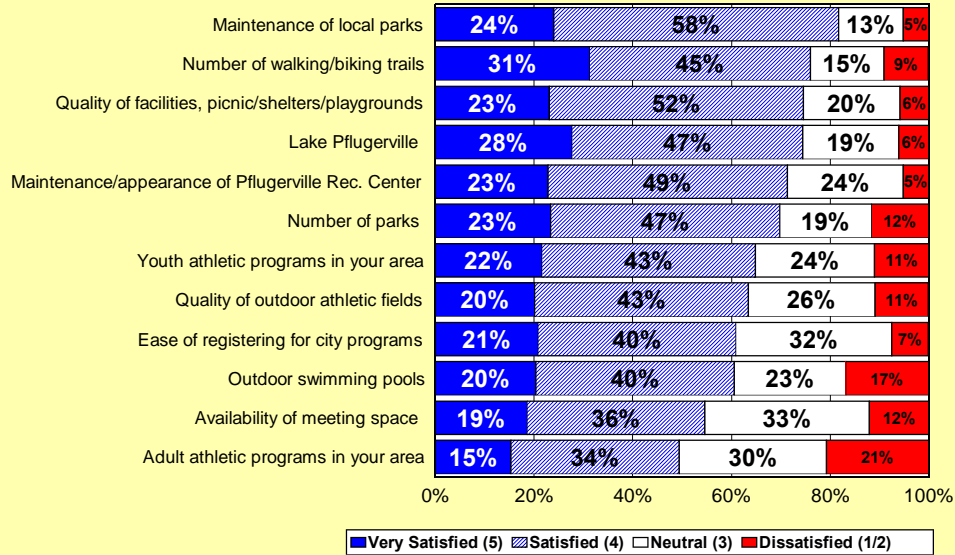
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q9. Satisfaction with Various Aspects of Parks and Recreation Services

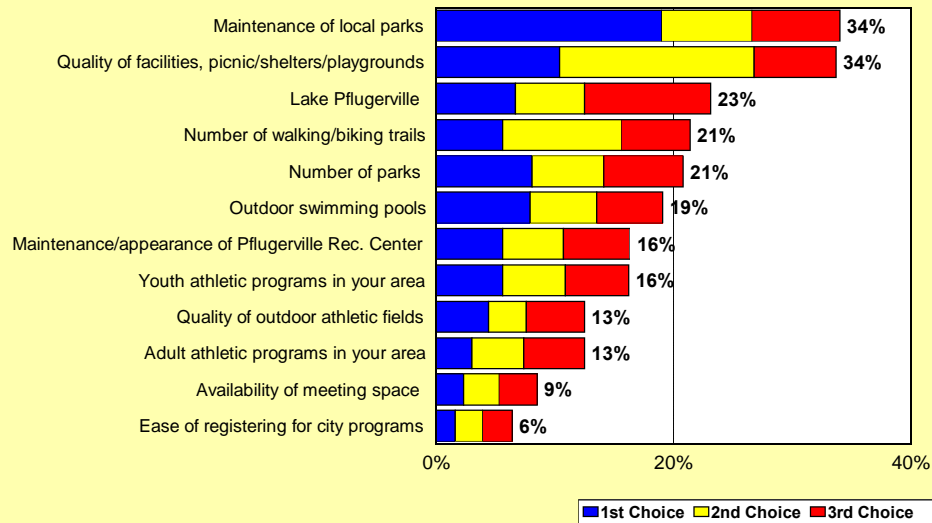
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q10. Which THREE of Parks and Recreation services should receive the most emphasis from City leaders over the next two years

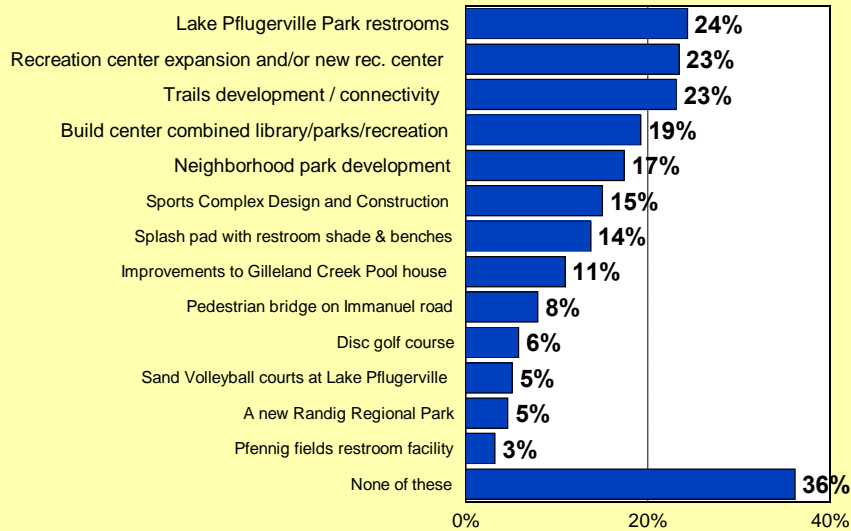
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q11. From the list of parks and recreation commission goals, please identify the TWO that are of most interest to your household?

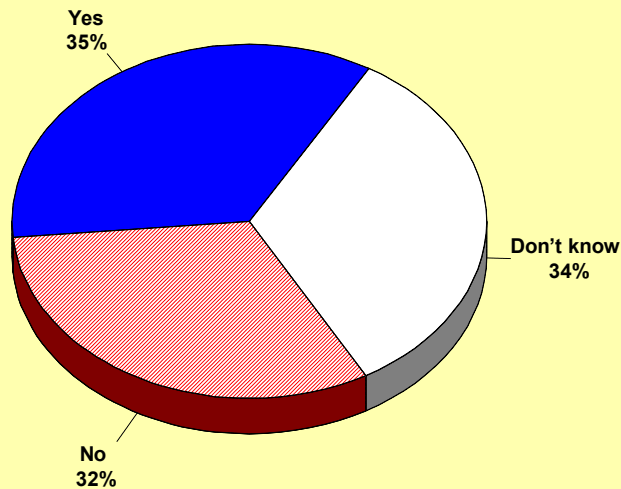
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q12. If the parks department expanded in the way you indicated, would you be willing to pay a slight tax increase to support the project?

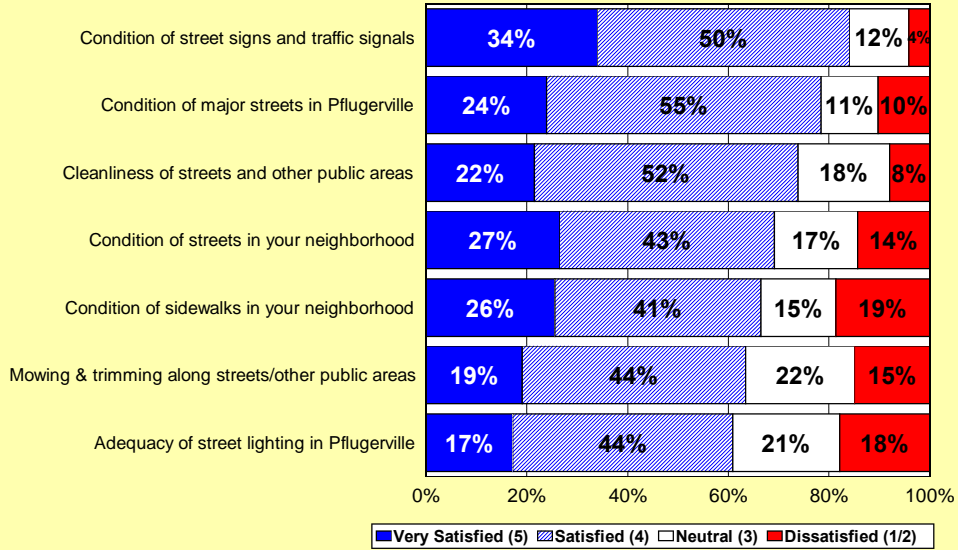
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q13. Satisfaction with Various Aspects of City Maintenance Services

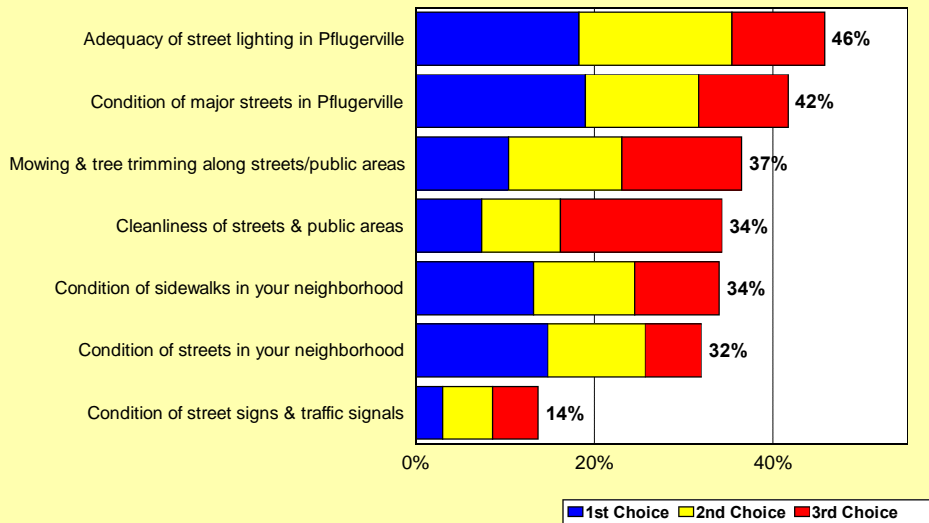
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q14. Which THREE of Maintenance Services should receive the most emphasis from City leaders over the next two years

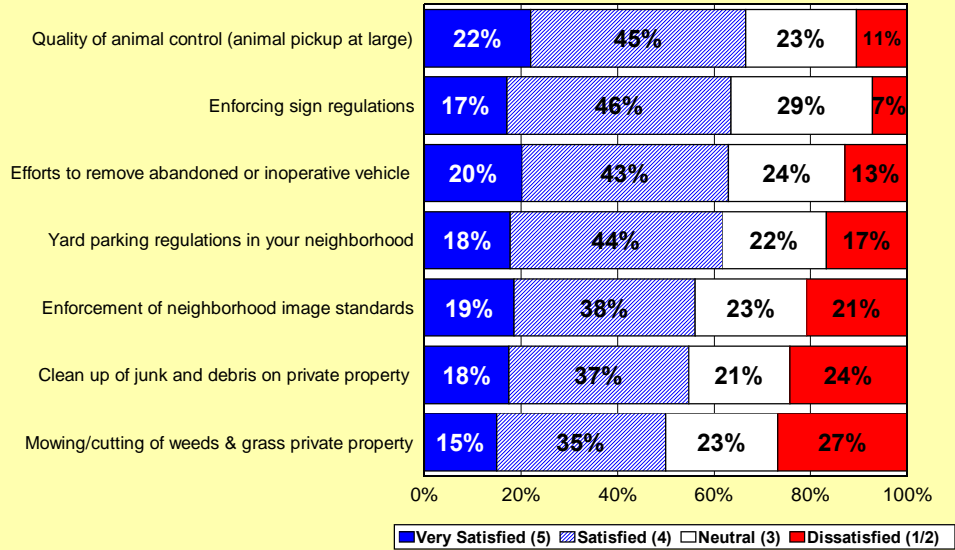
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q15. Satisfaction with Various Aspects of Code Enforcement Services

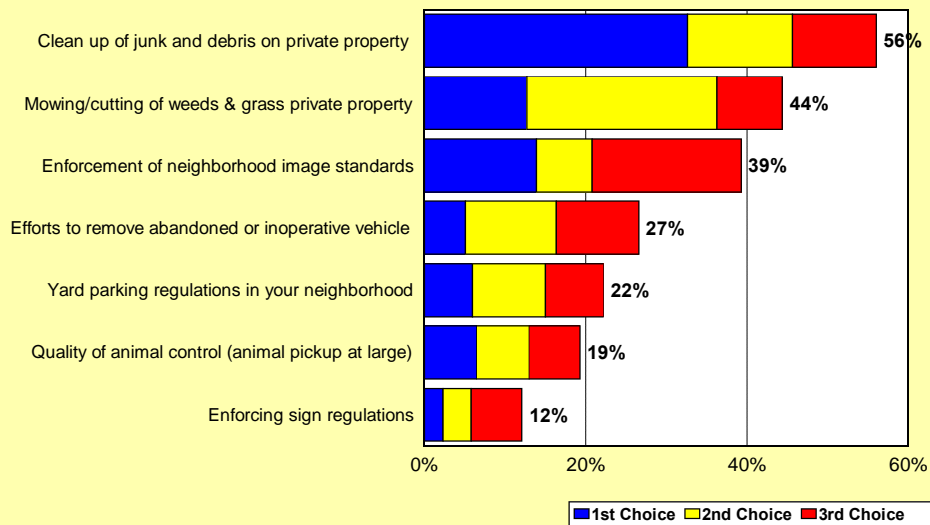
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



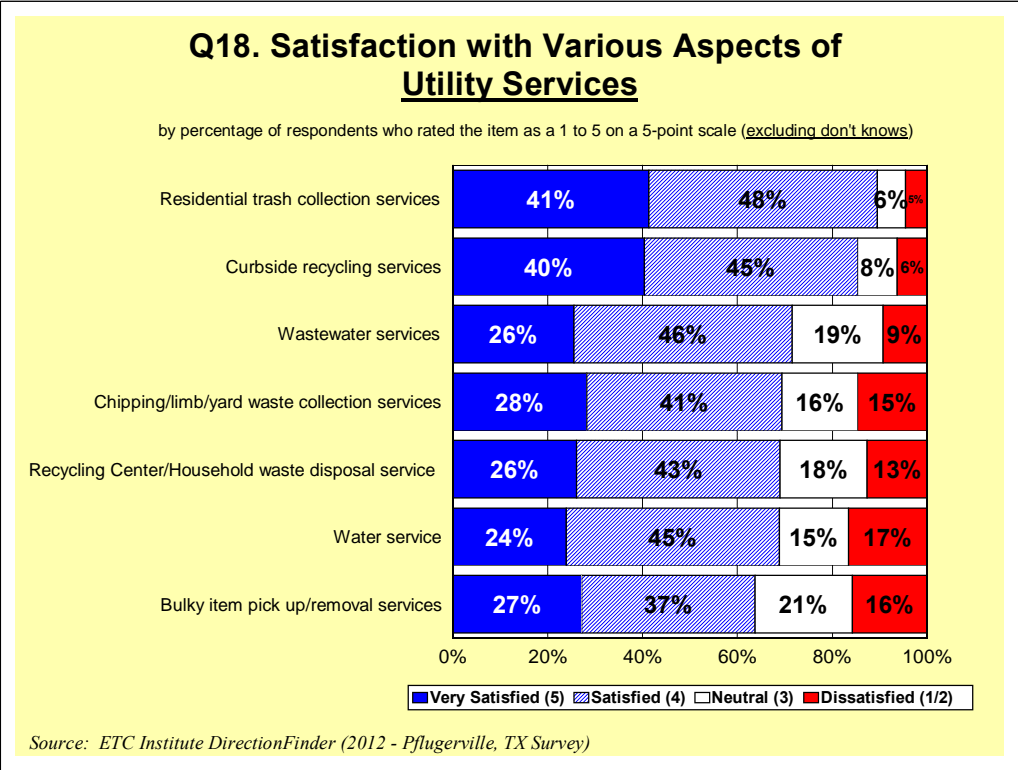
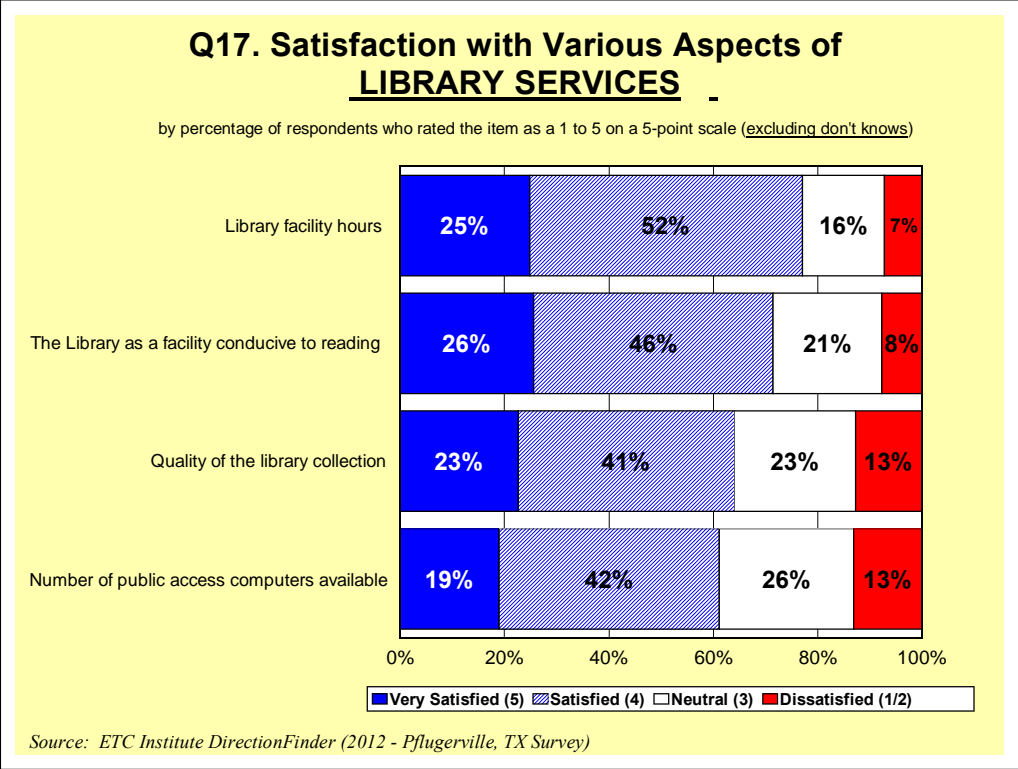
Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q16. Which THREE of Code Enforcement Services should receive the most emphasis from City leaders over the next two years

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

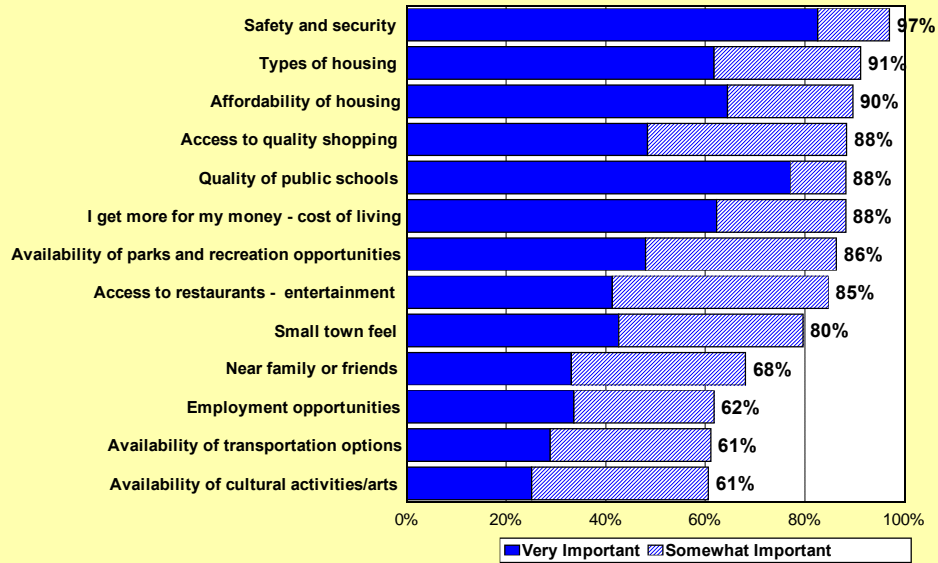


Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)



Q19. How important was each reason in your decision to live in Pflugerville?

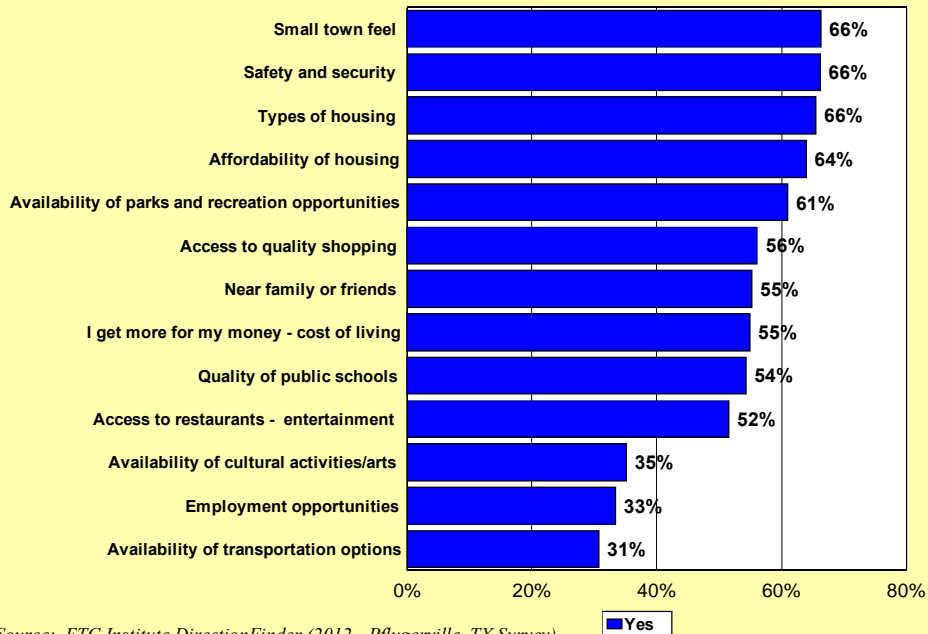
On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant,"



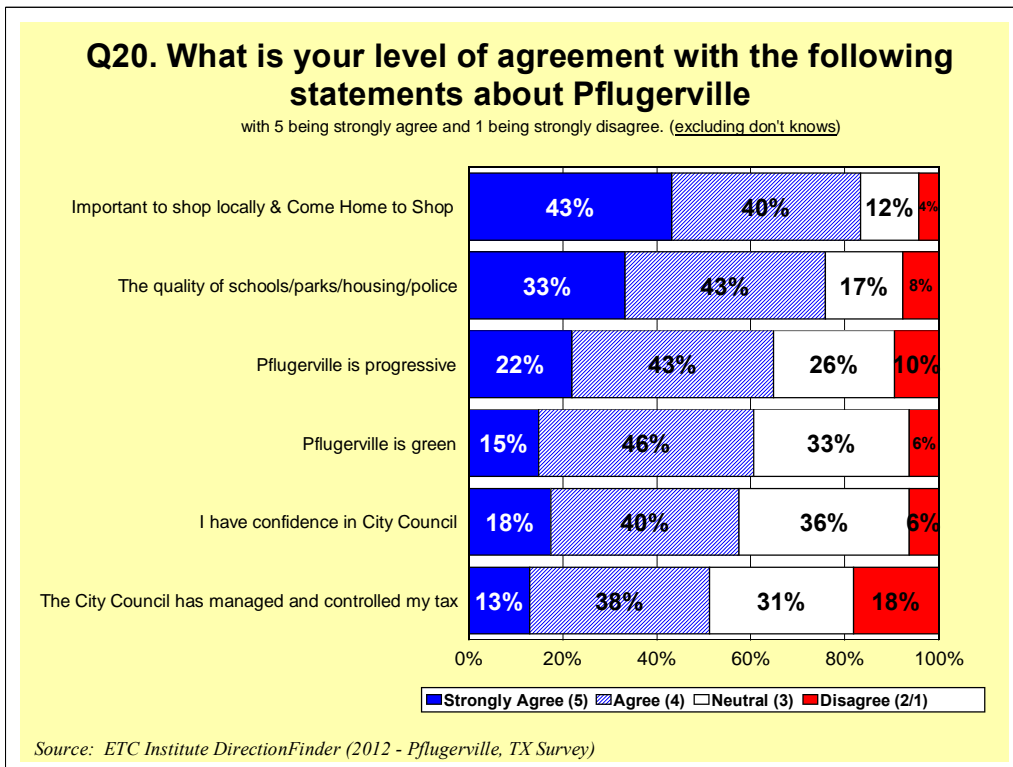
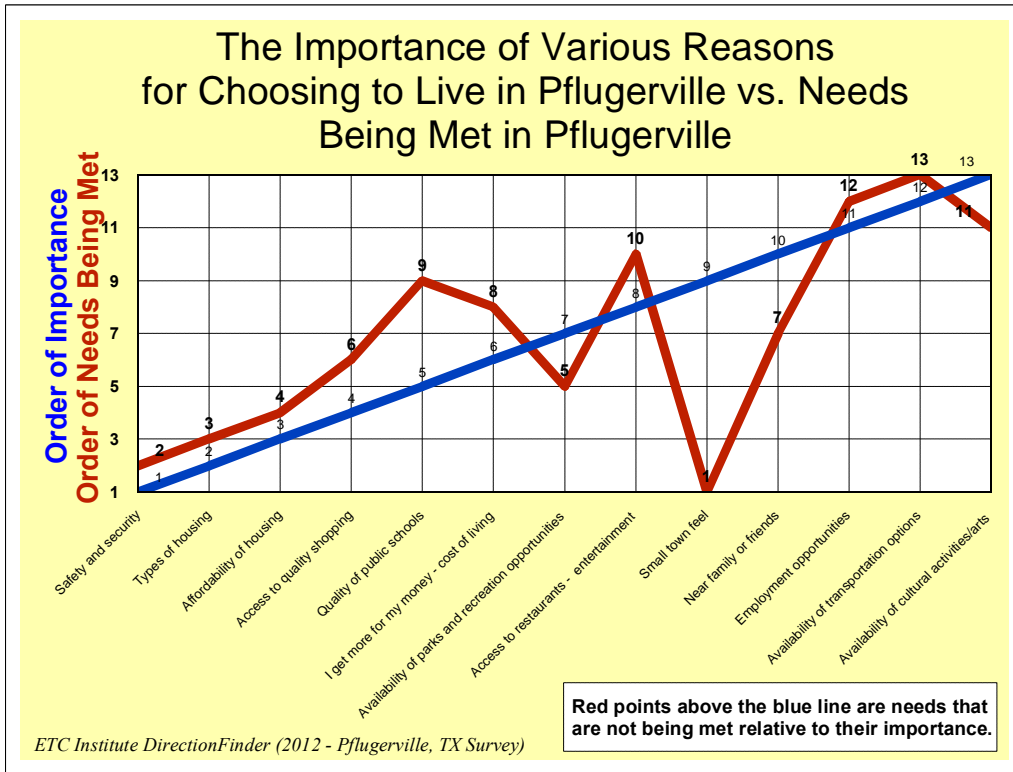
Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q19. Are your needs being met in about Pflugerville?

by percentage of respondents who responded %yes+

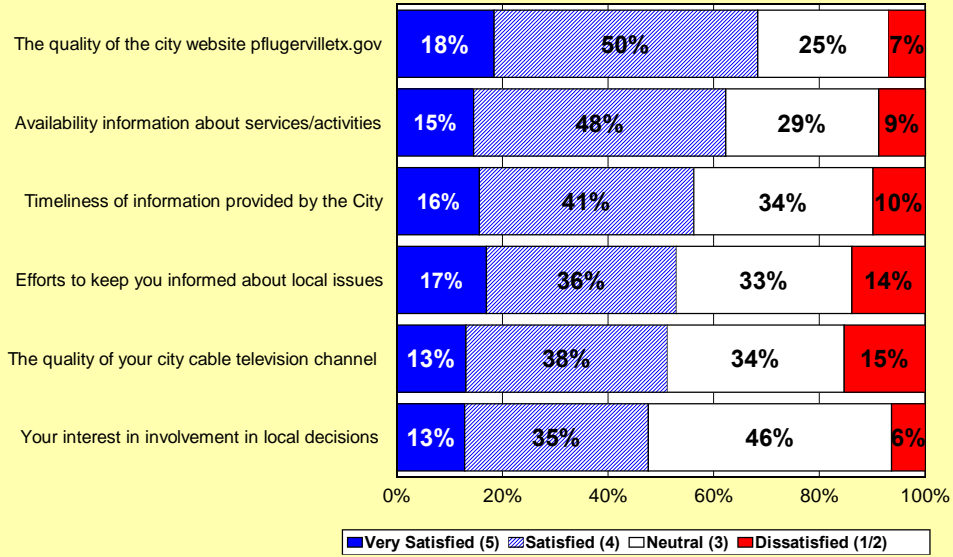


Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)



Q21. Satisfaction with Various Aspects of Public Information Services

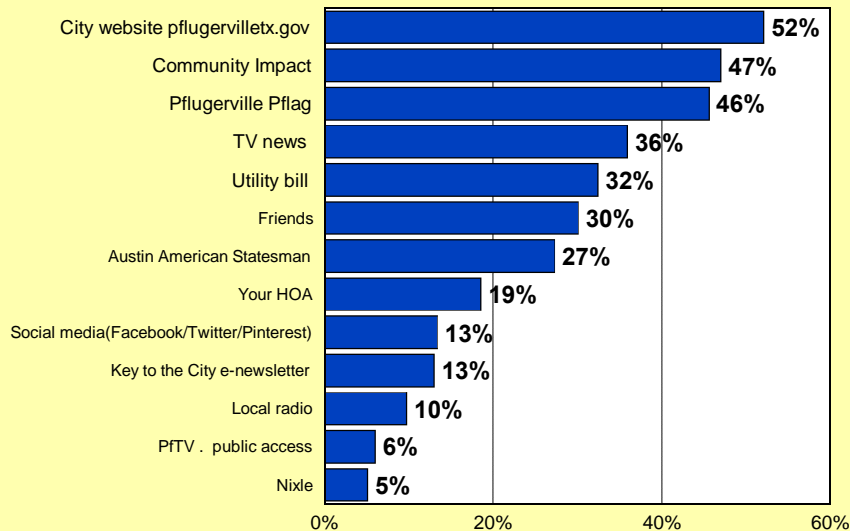
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



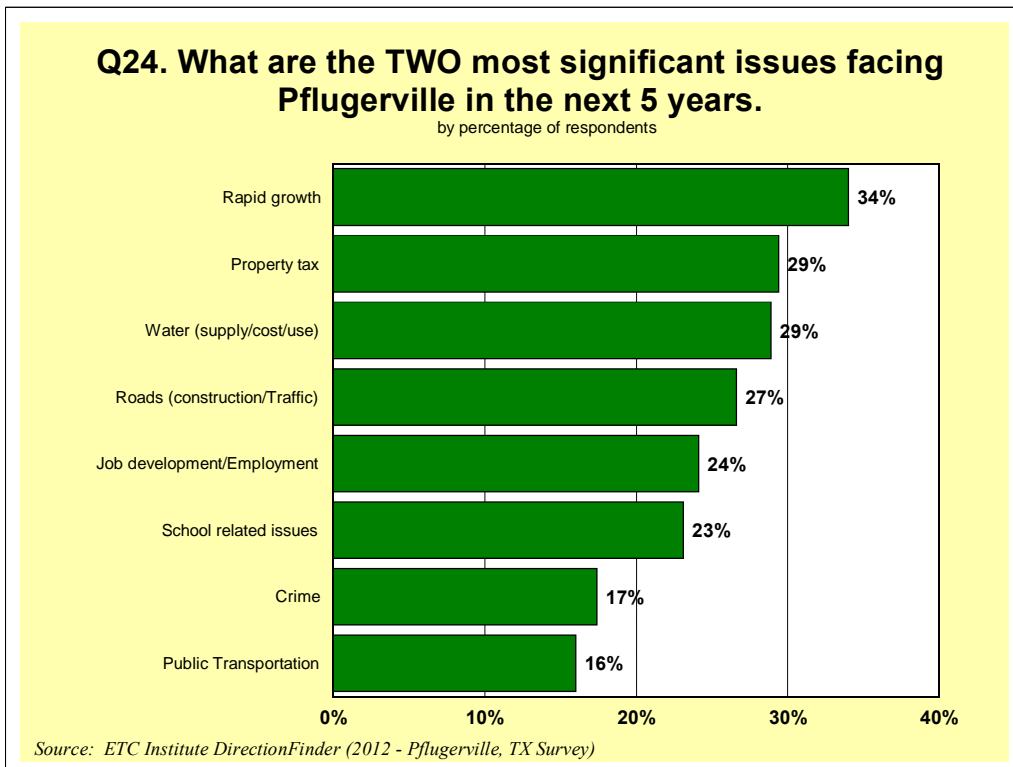
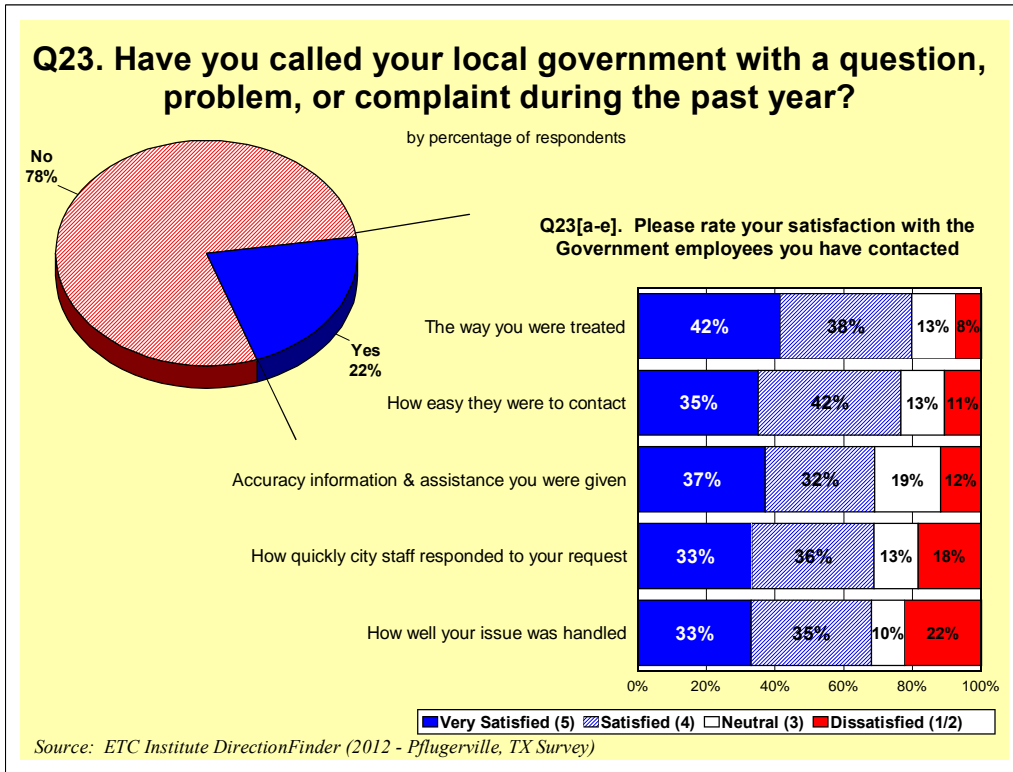
Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q22. From which of the following sources do you currently get information about the City of Pflugerville?

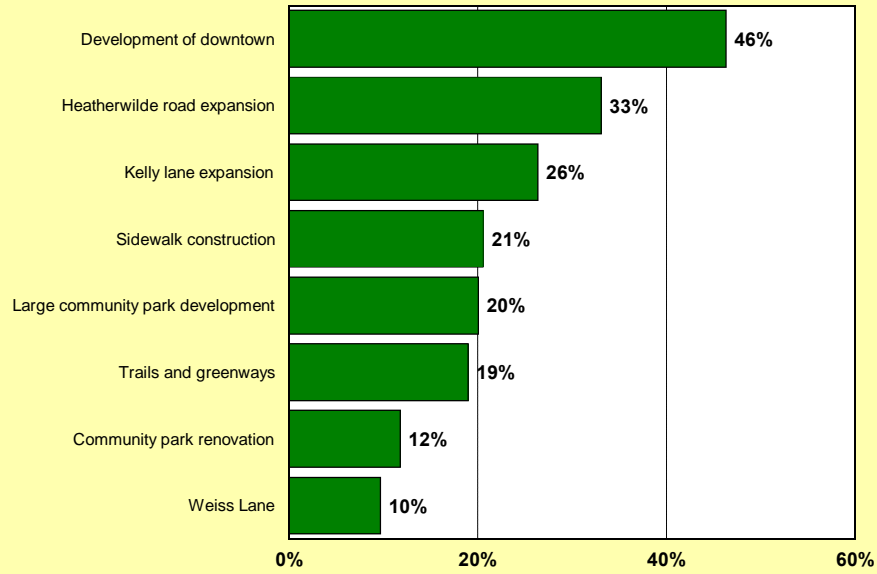
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

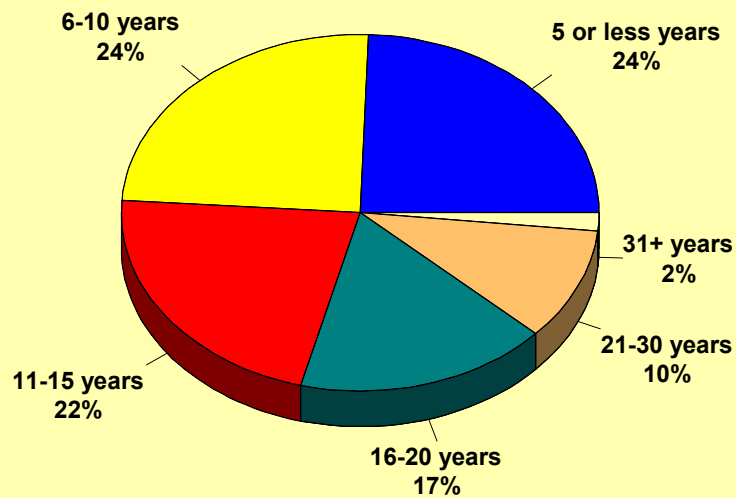


Q25. Which TWO of these Capital Improvement options would you select as most important?
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

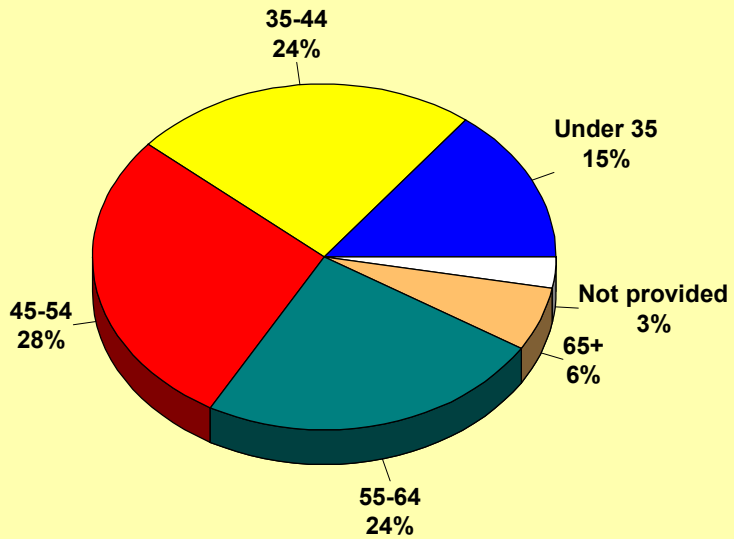
Q26. Demographics: Approximately how many years have you lived in Pflugerville?
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q27. Demographics: Age of Respondents

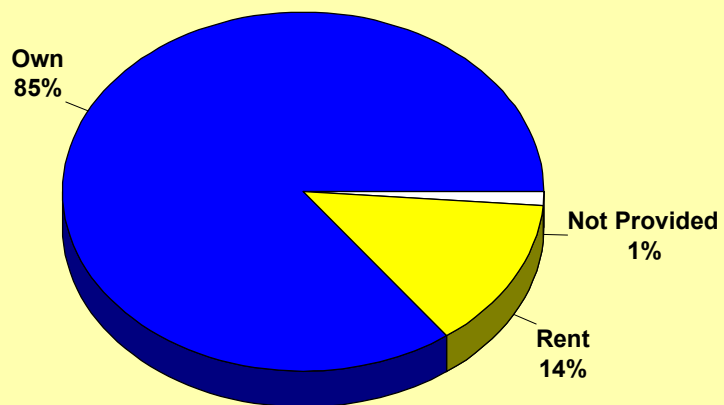
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q28. Do you own or rent your current residence?

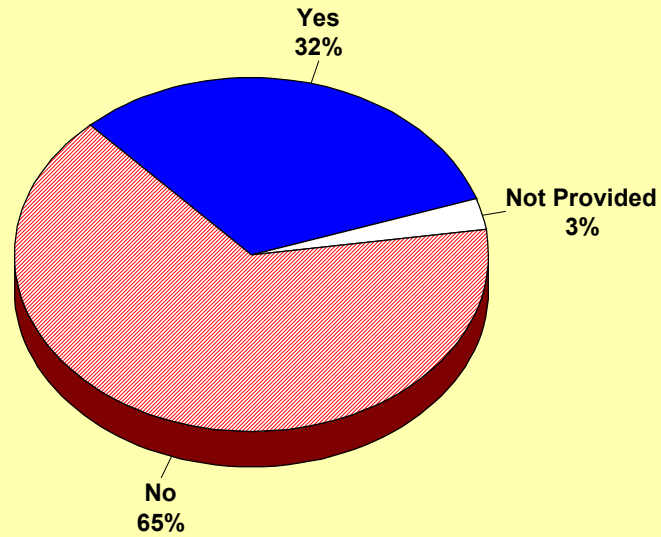
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q29. Are you or other members of your household of Hispanic or Latino ancestry

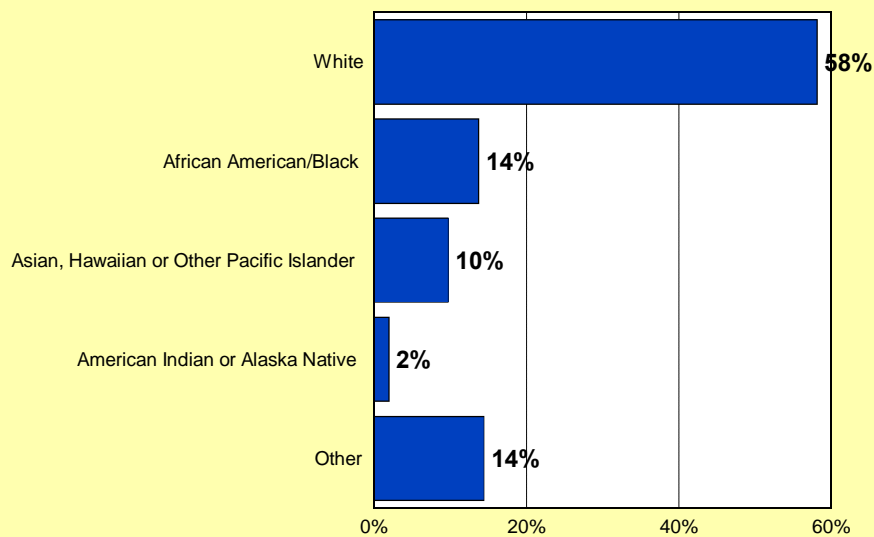
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q30. Demographics: Race/Ethnicity

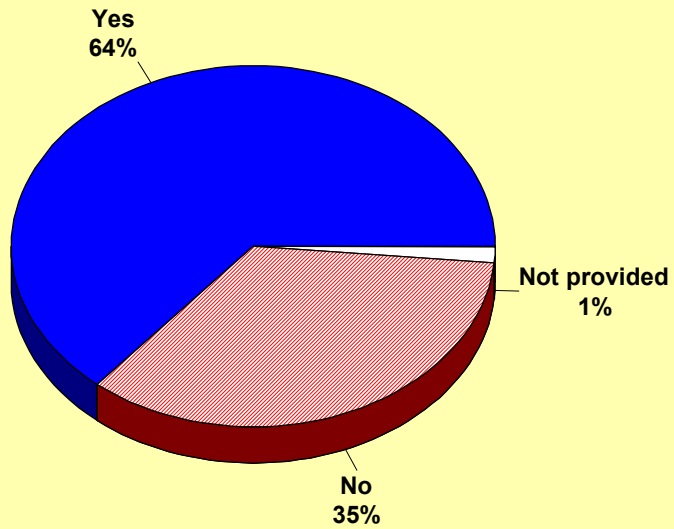
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q31. Do you have a smart phone (iPhone or android)?

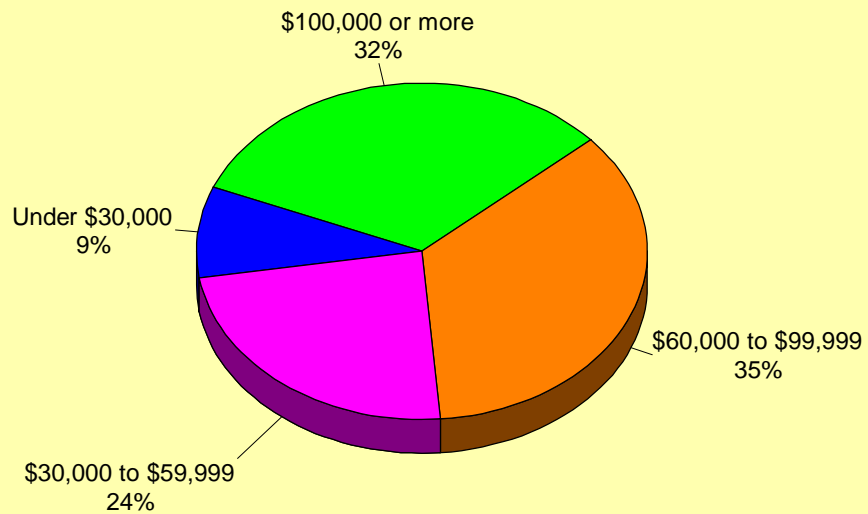
by percentage of respondents



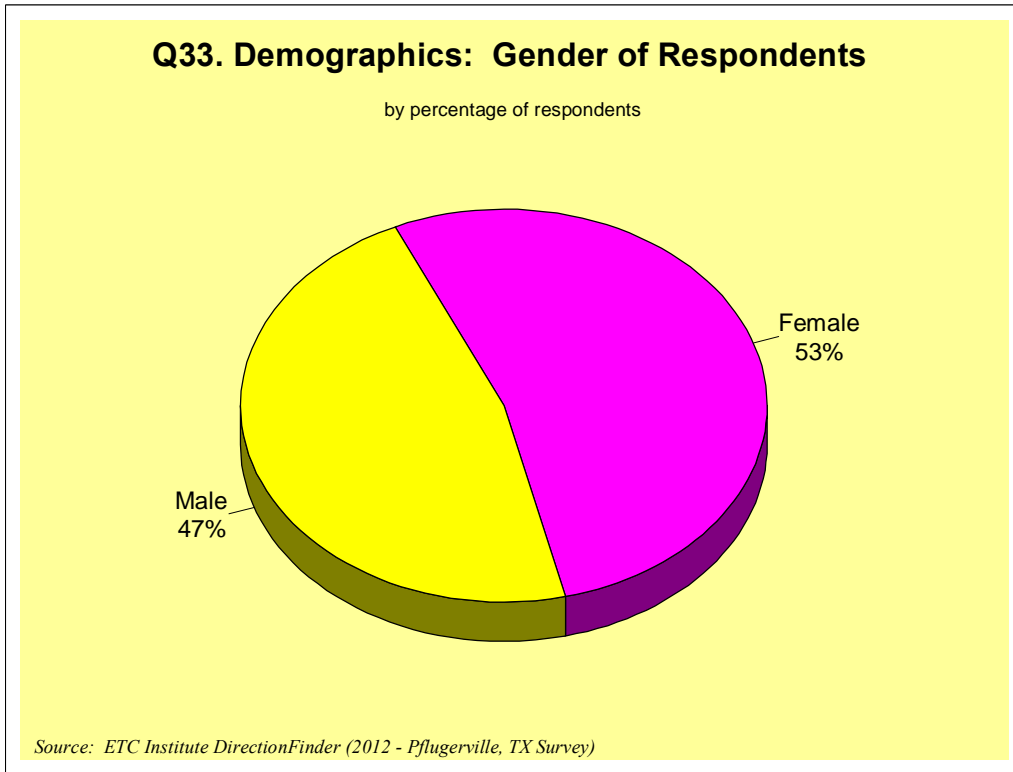
Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

Q32. Would you say your total household income is:

by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)



Section 2:
GIS Mapping



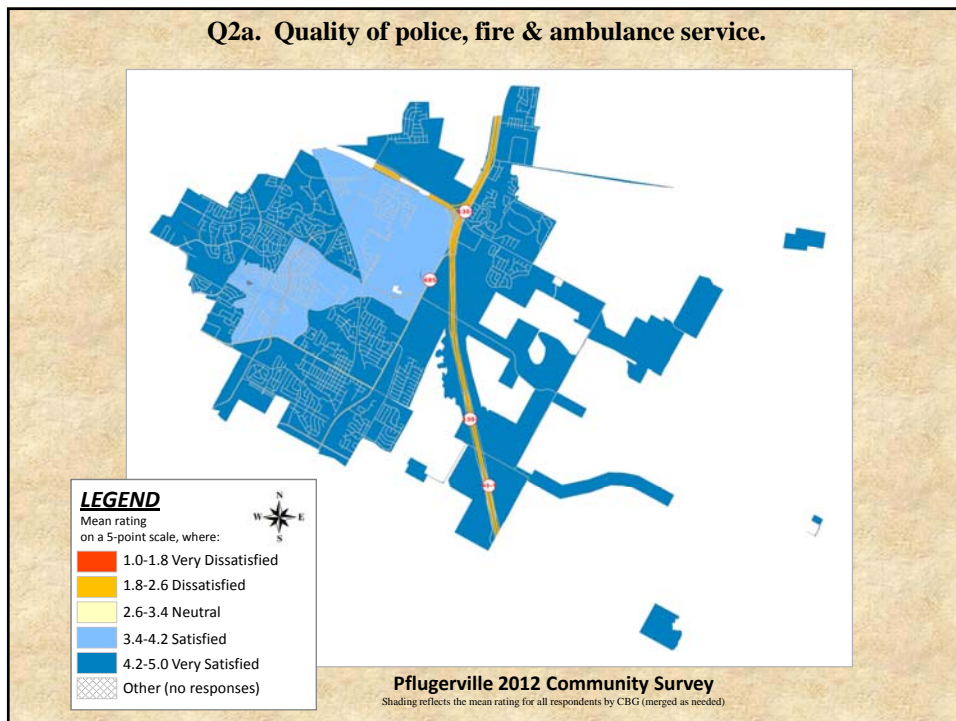
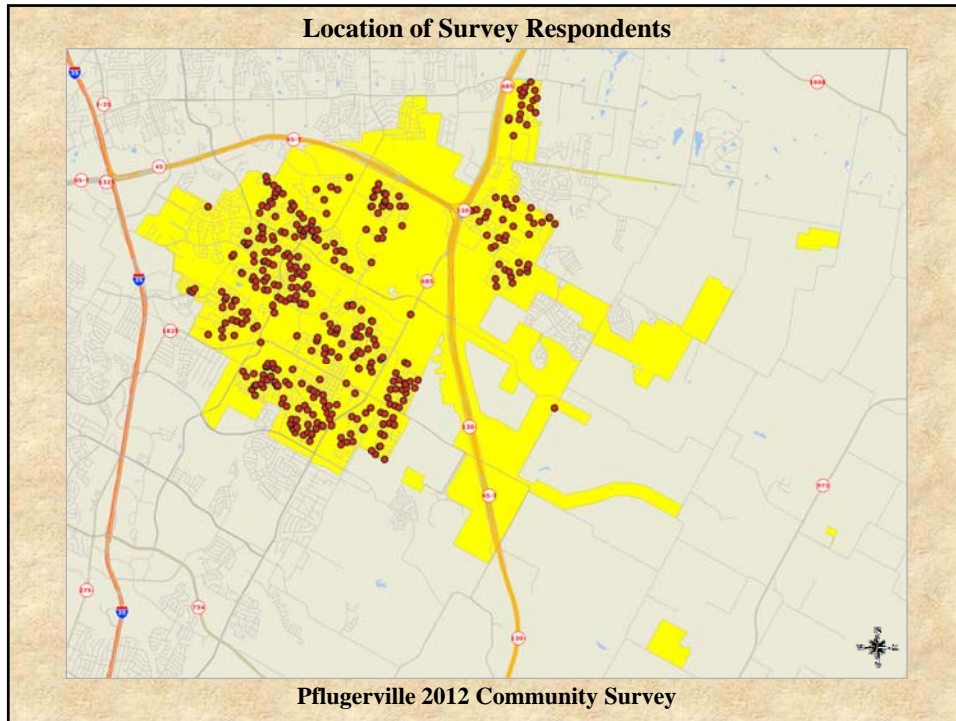
Interpreting the Maps

The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

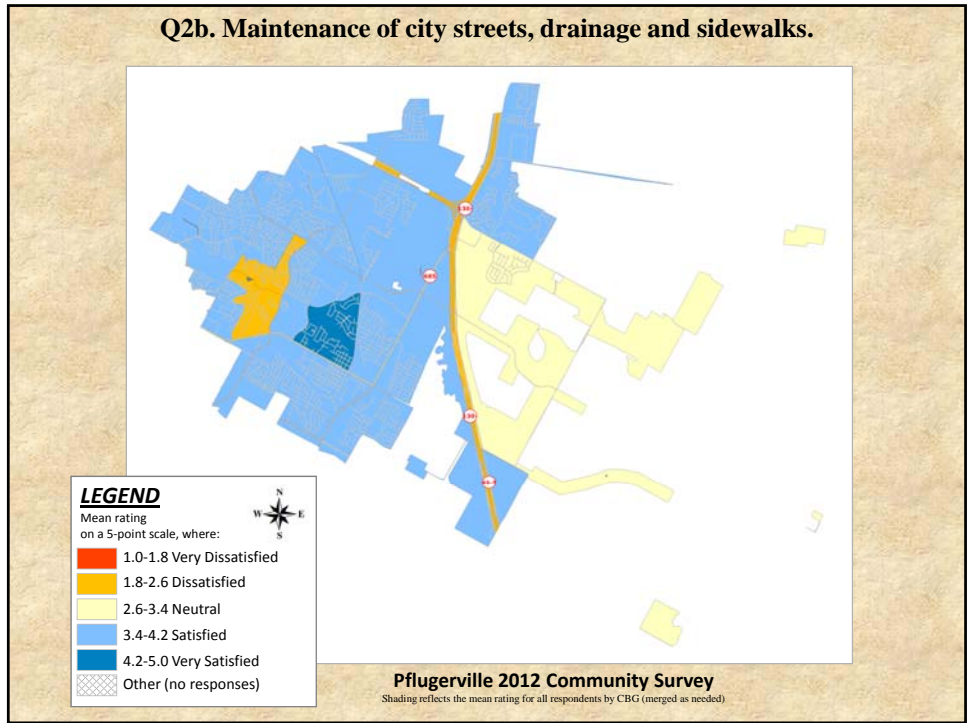
If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

When reading the maps, please use the following color scheme as a guide:

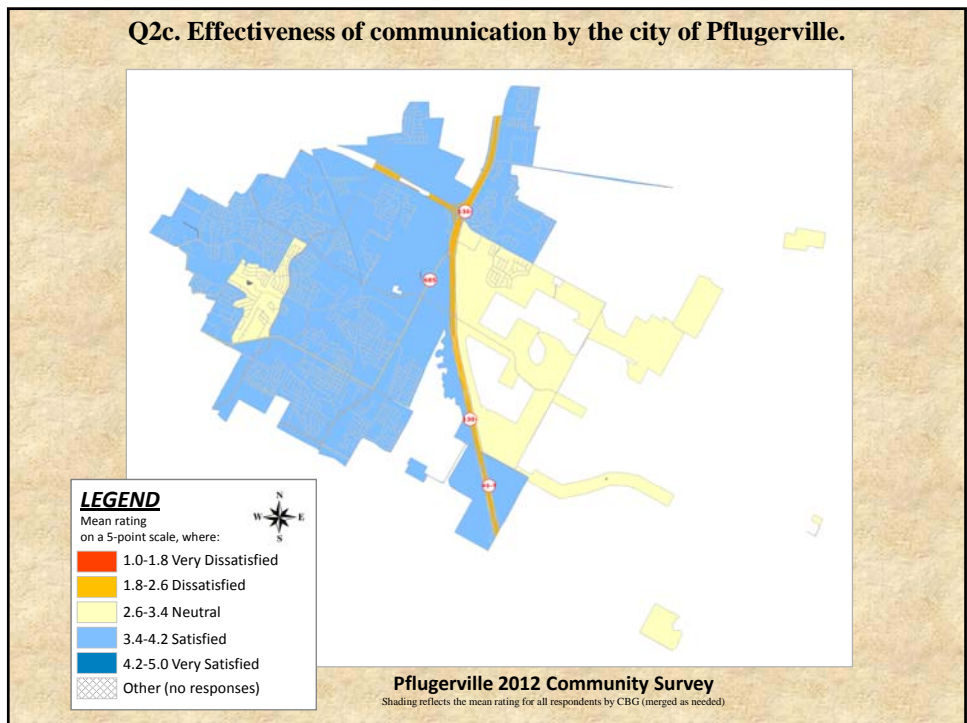
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.



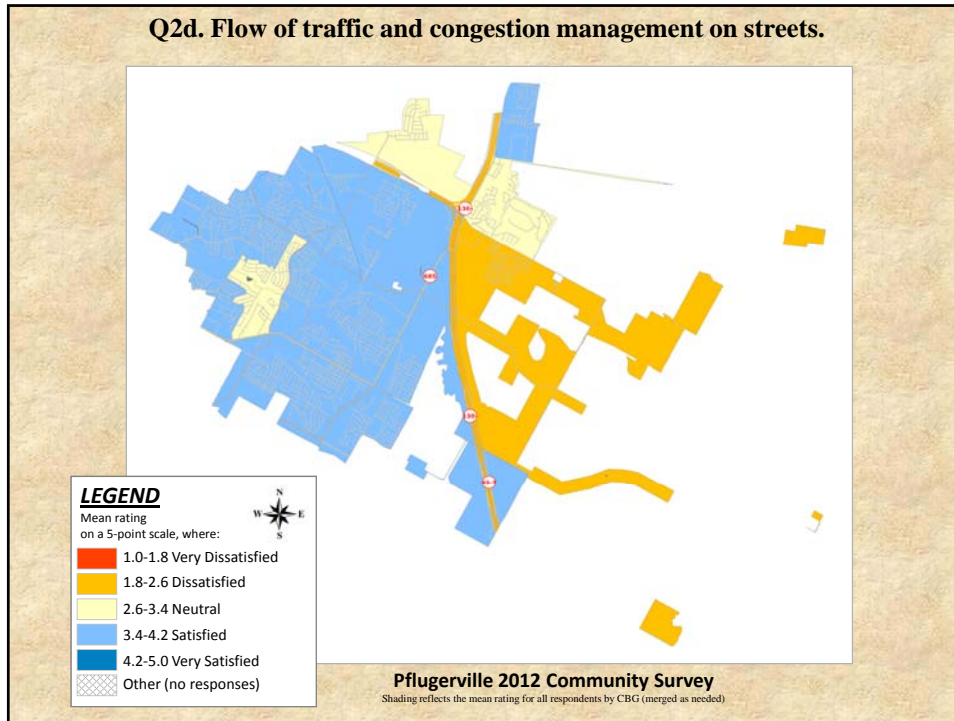
Q2b. Maintenance of city streets, drainage and sidewalks.



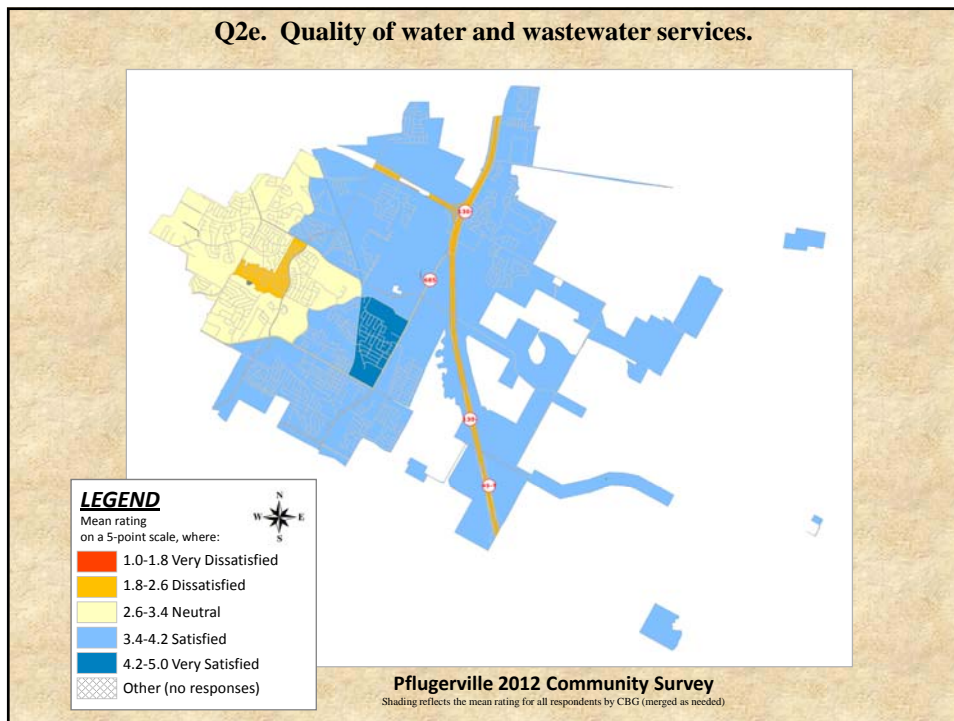
Q2c. Effectiveness of communication by the city of Pflugerville.

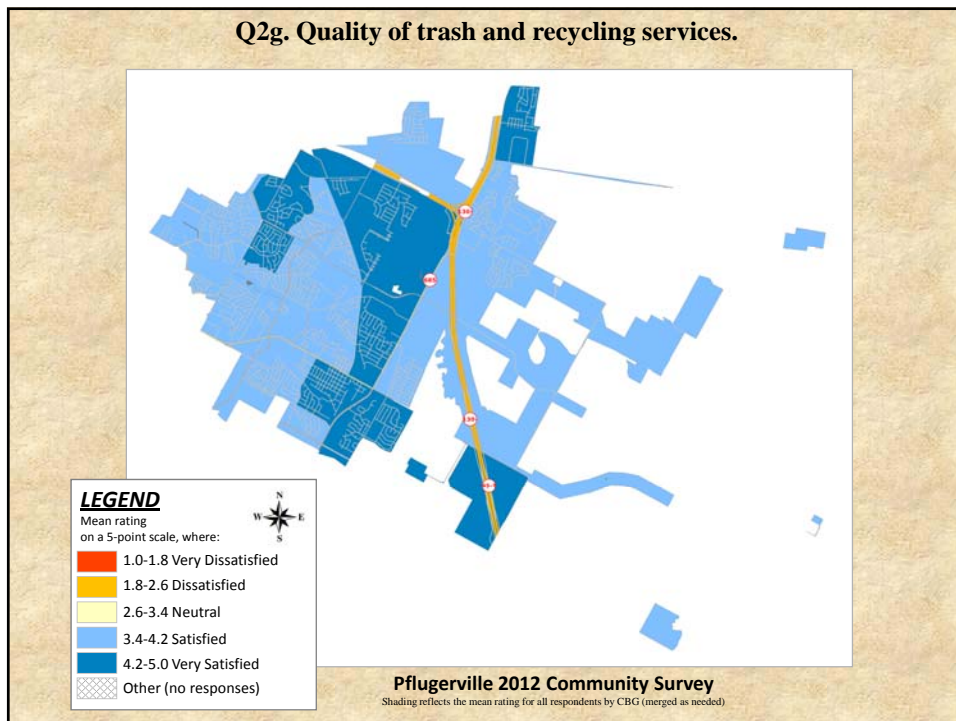
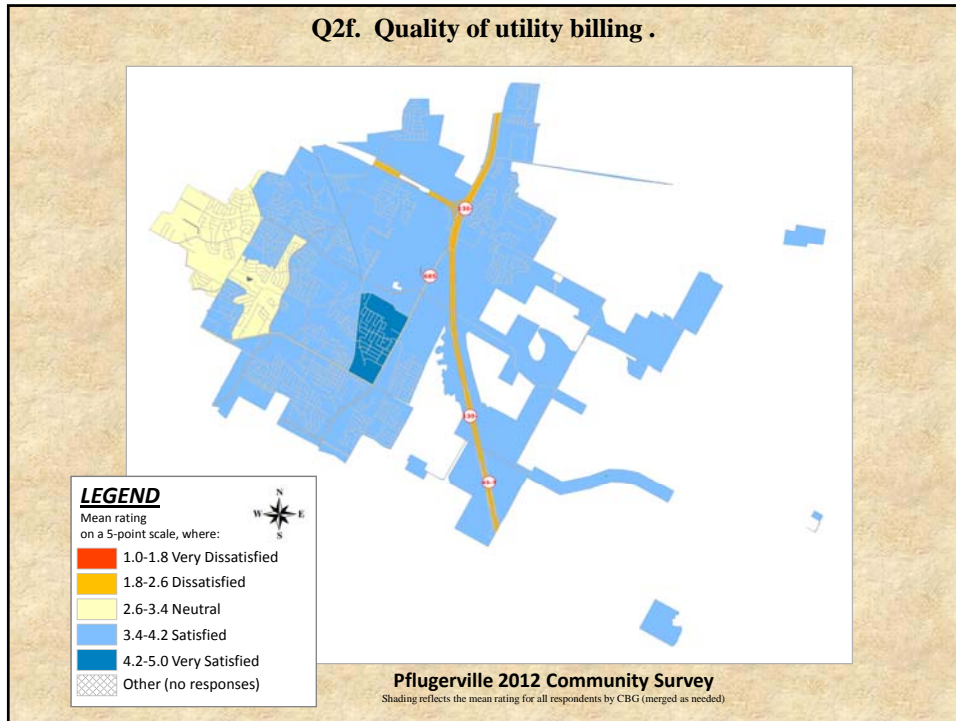


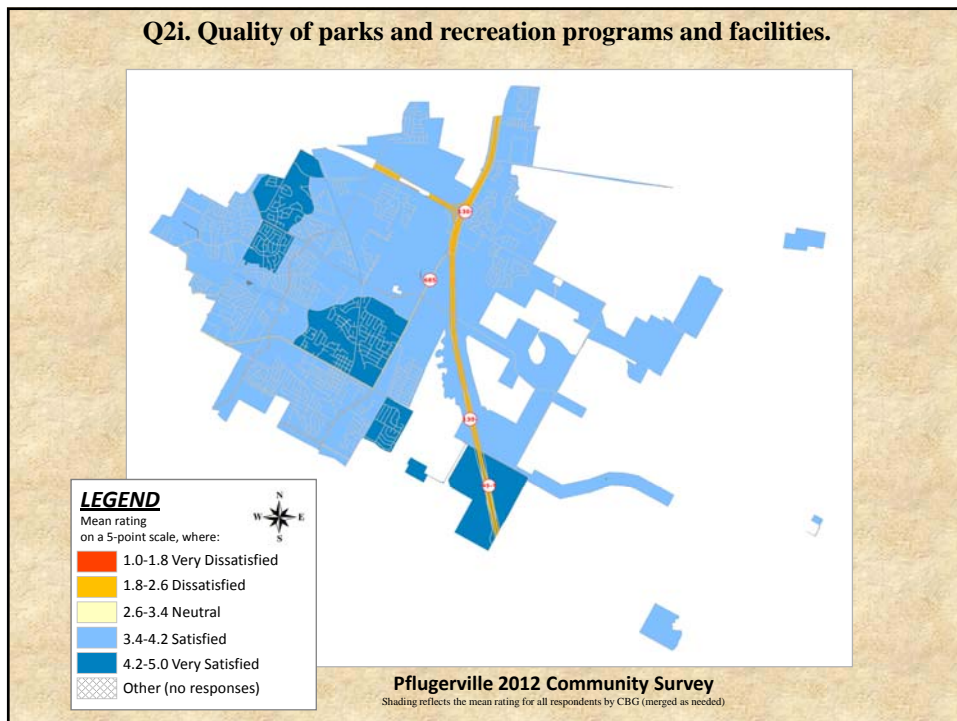
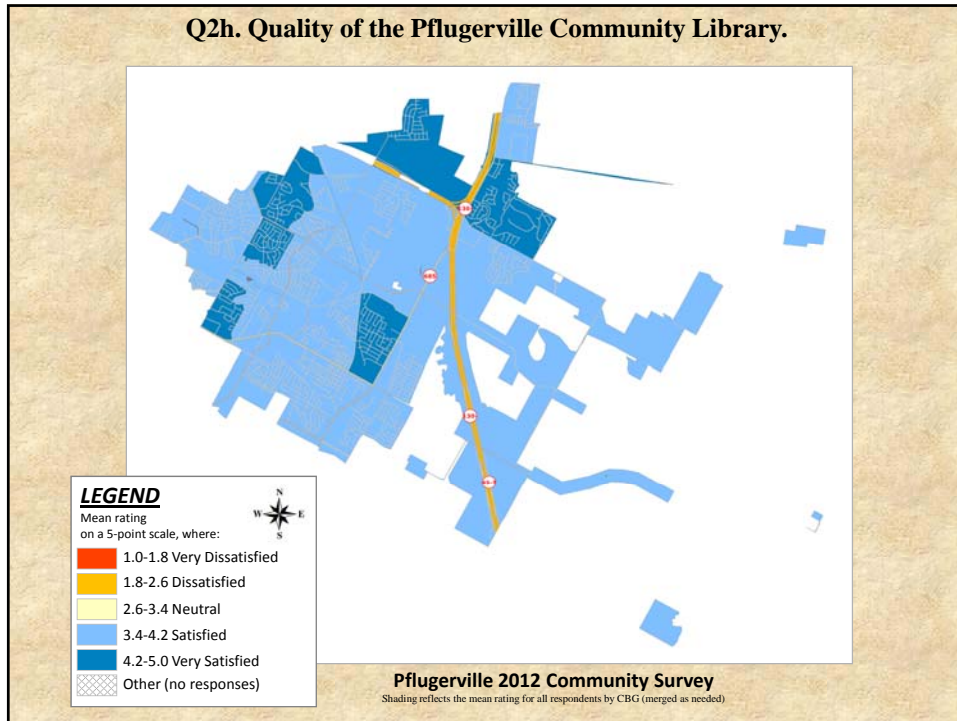
Q2d. Flow of traffic and congestion management on streets.



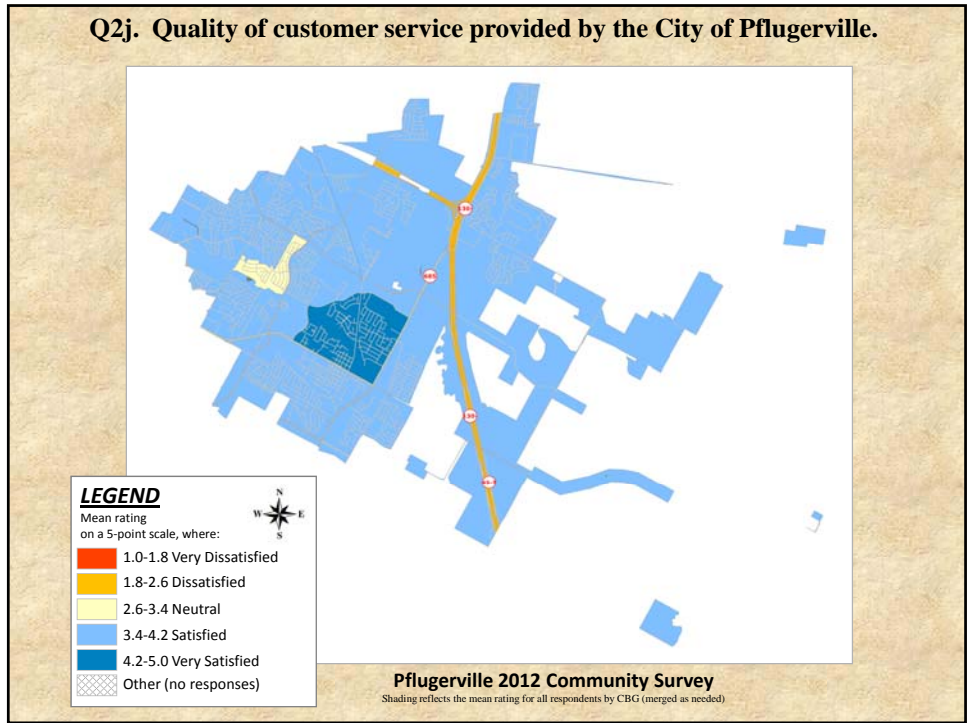
Q2e. Quality of water and wastewater services.



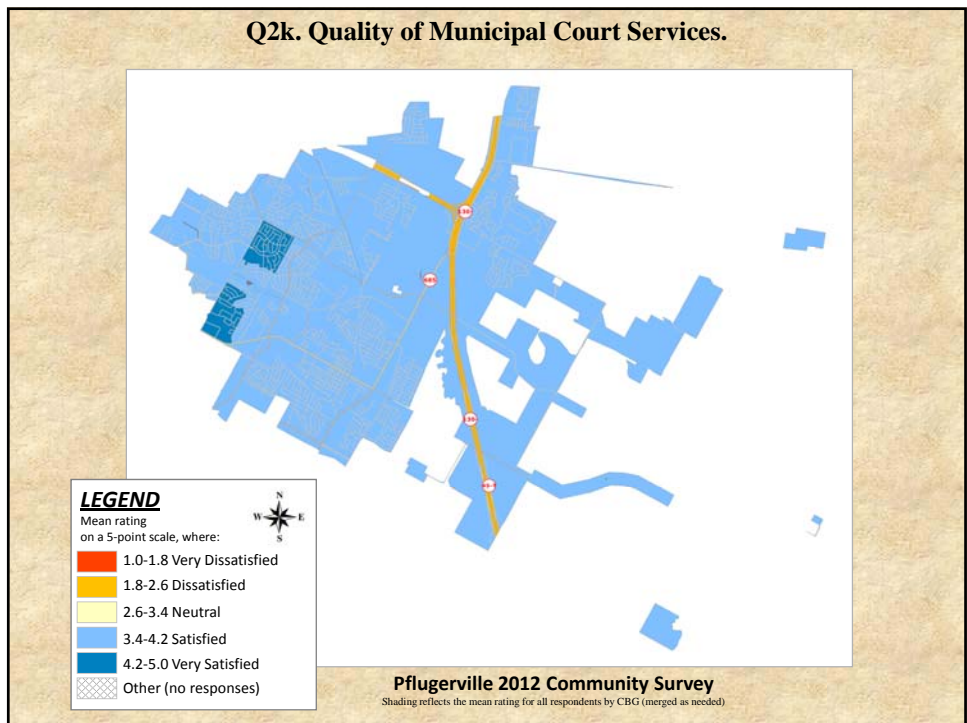




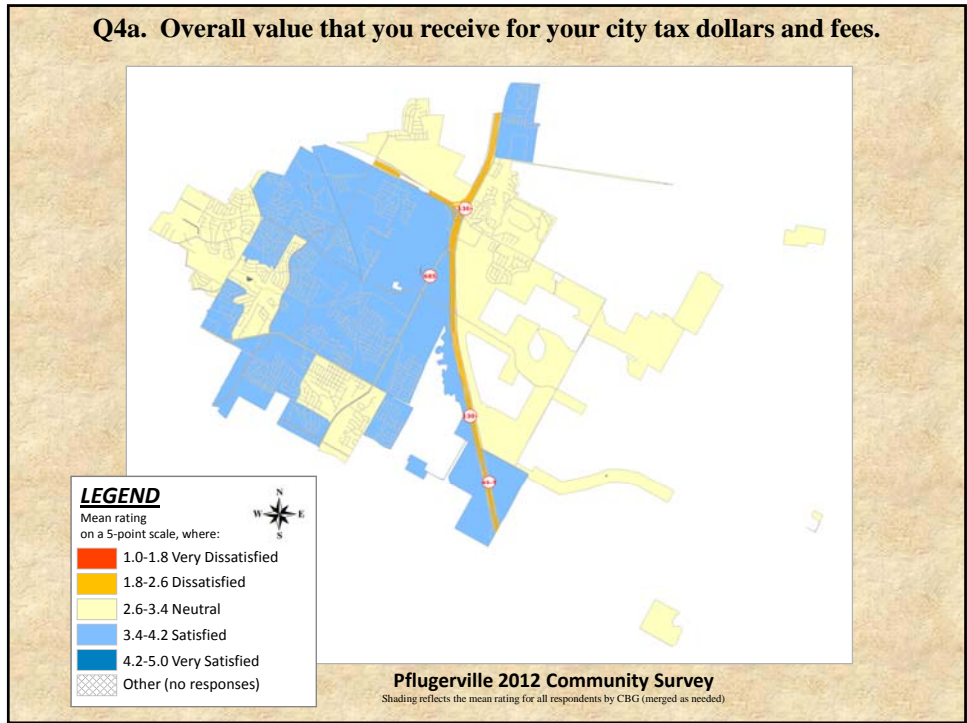
Q2j. Quality of customer service provided by the City of Pflugerville.



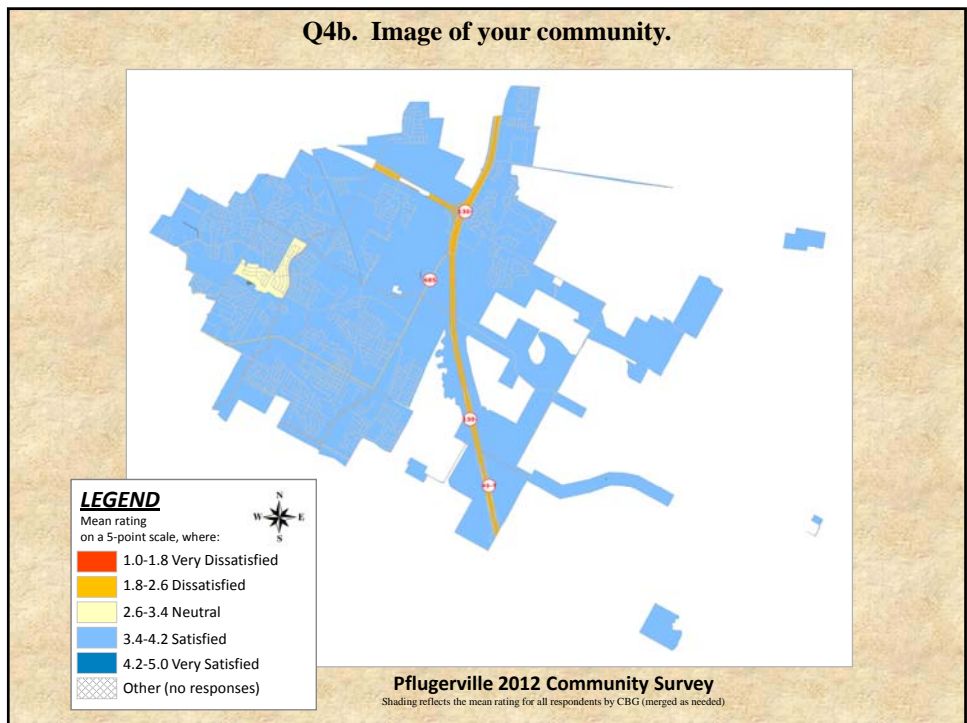
Q2k. Quality of Municipal Court Services.

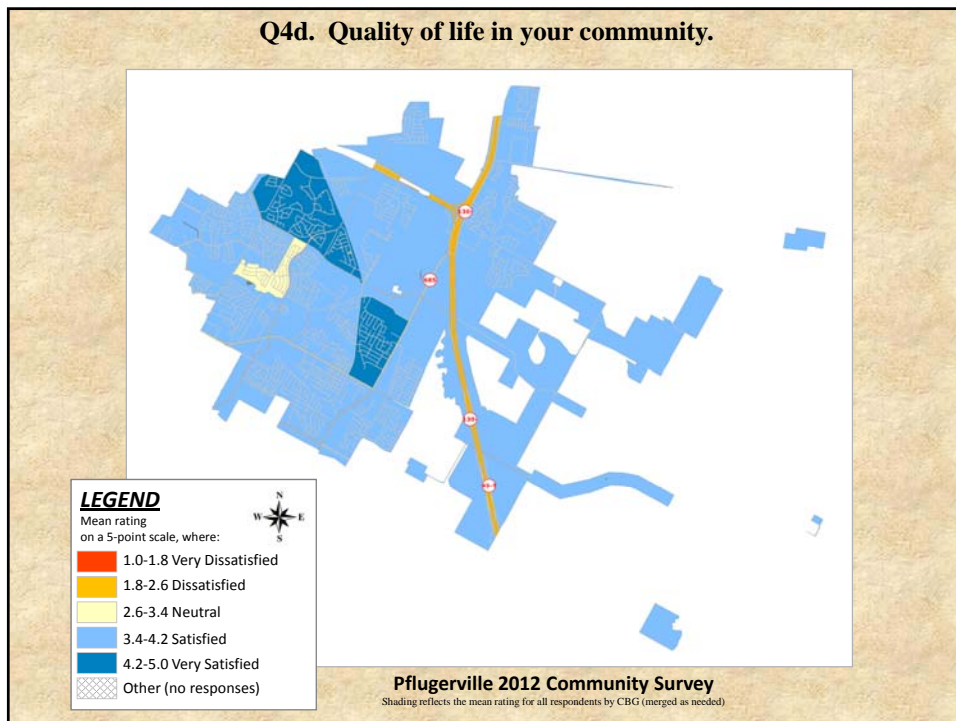
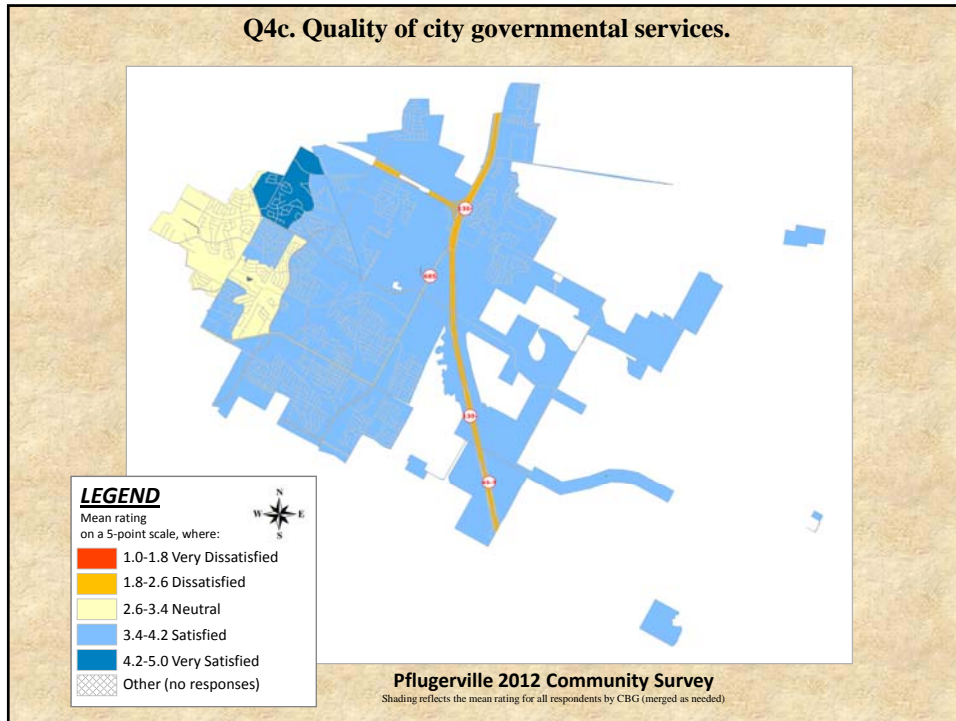


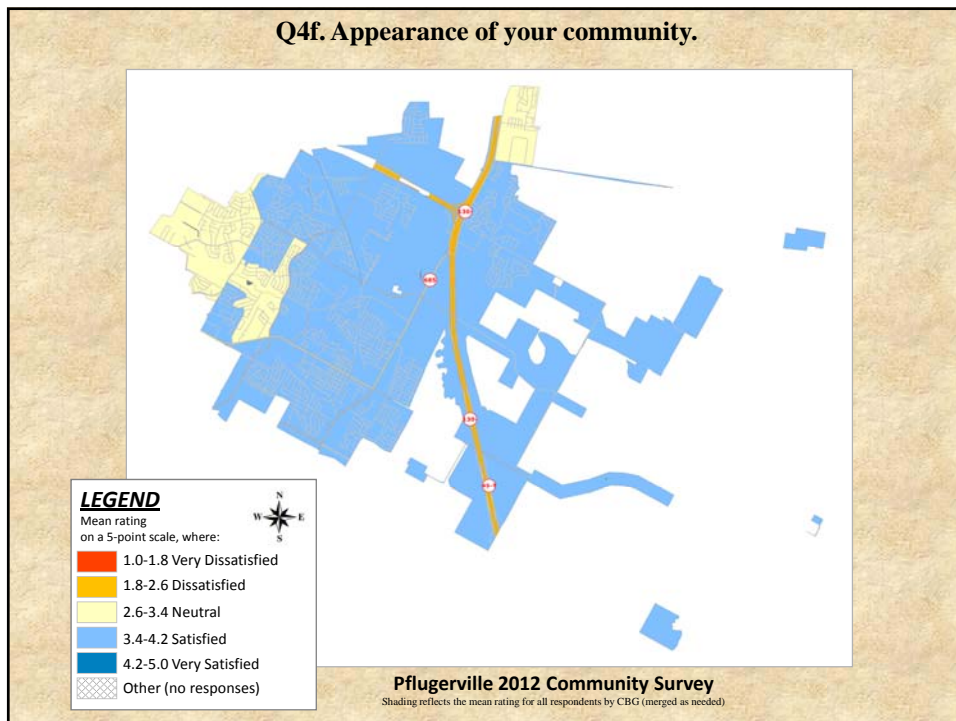
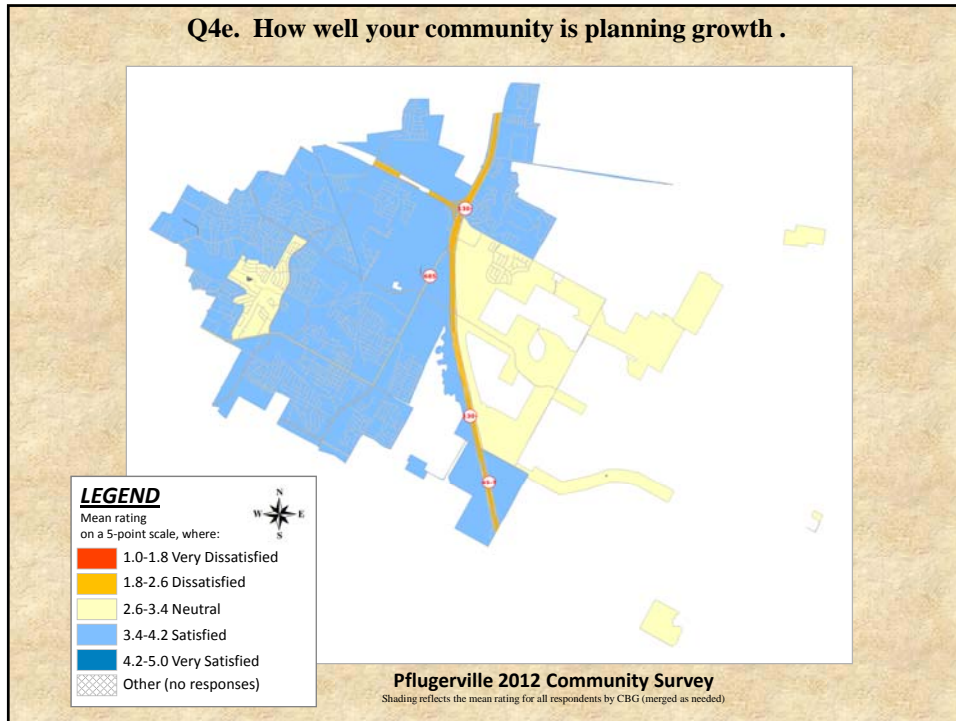
Q4a. Overall value that you receive for your city tax dollars and fees.



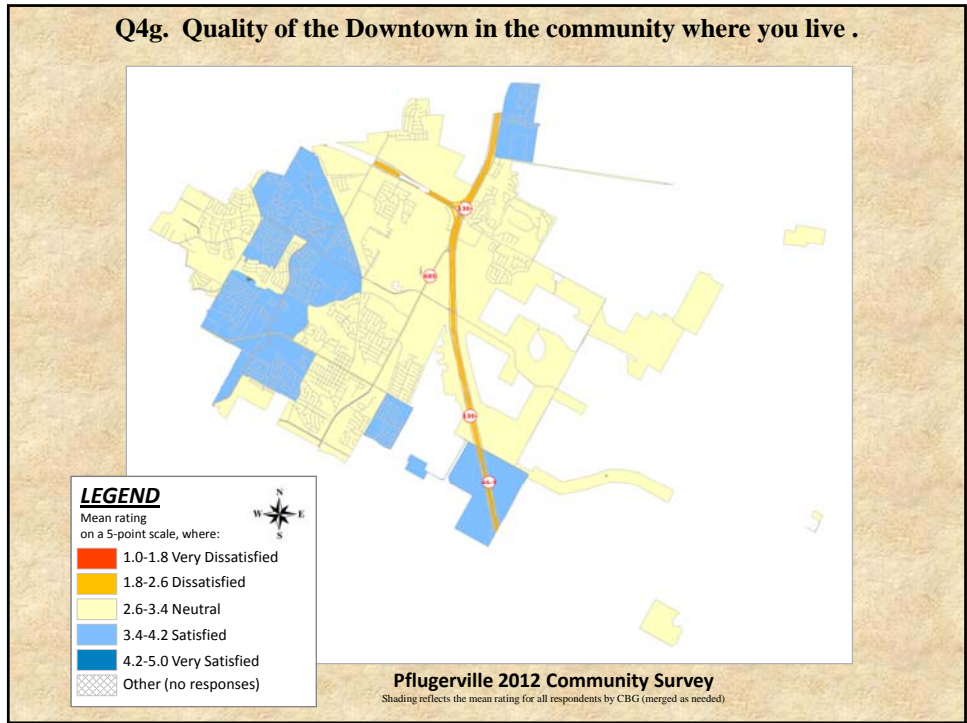
Q4b. Image of your community.



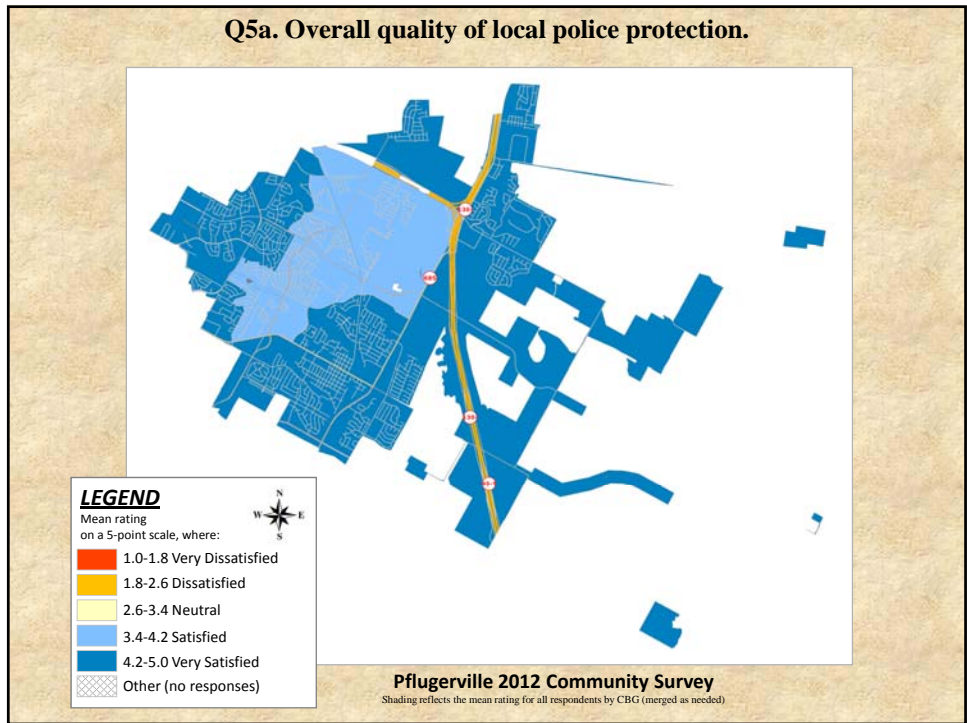


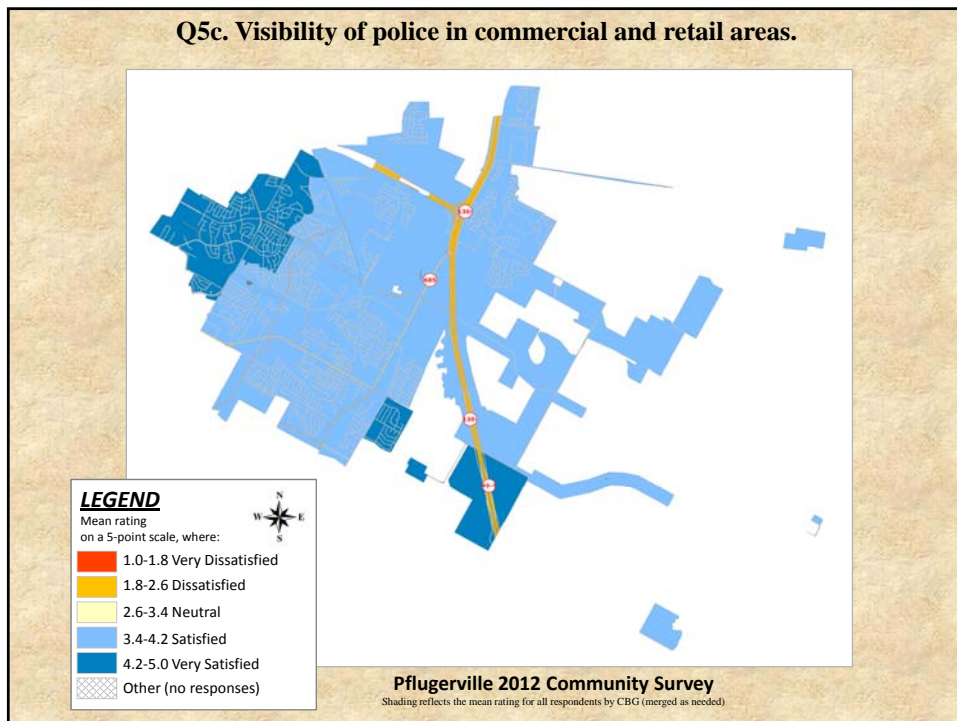
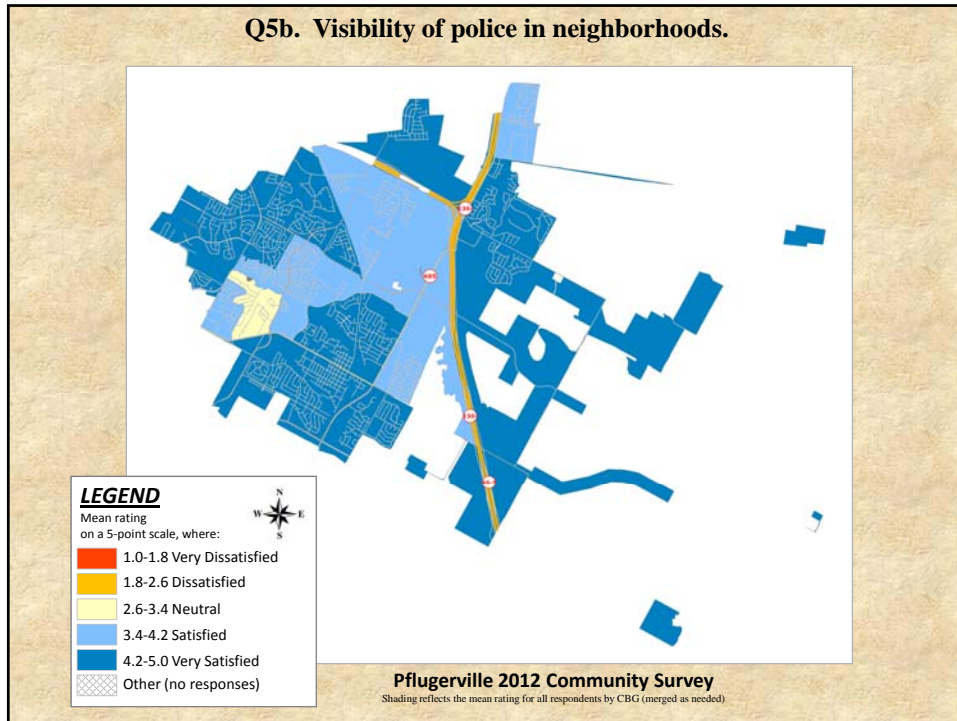


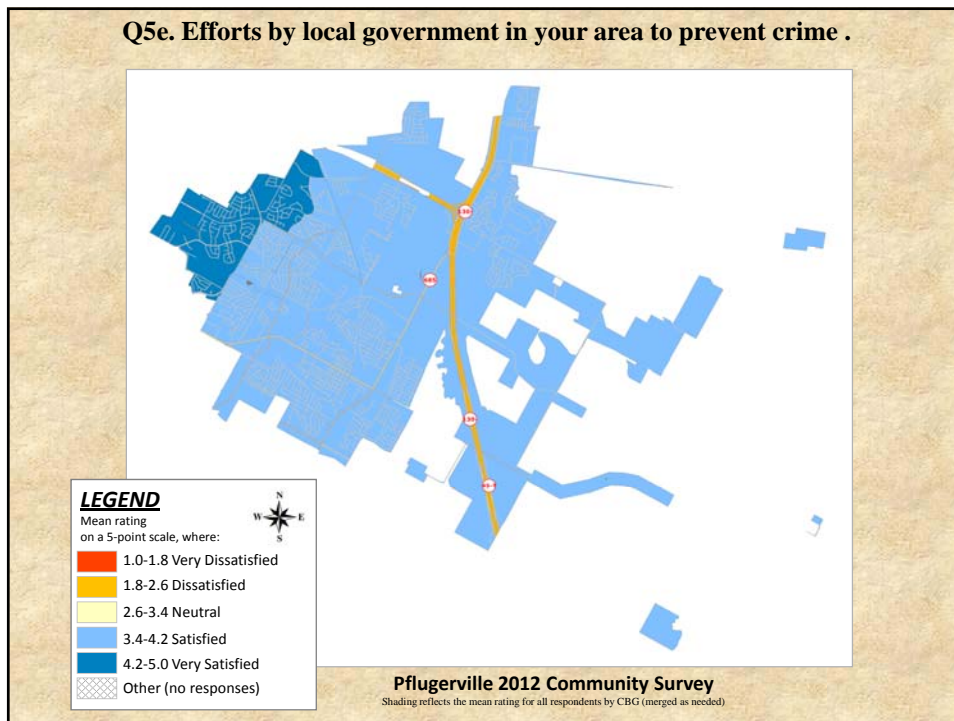
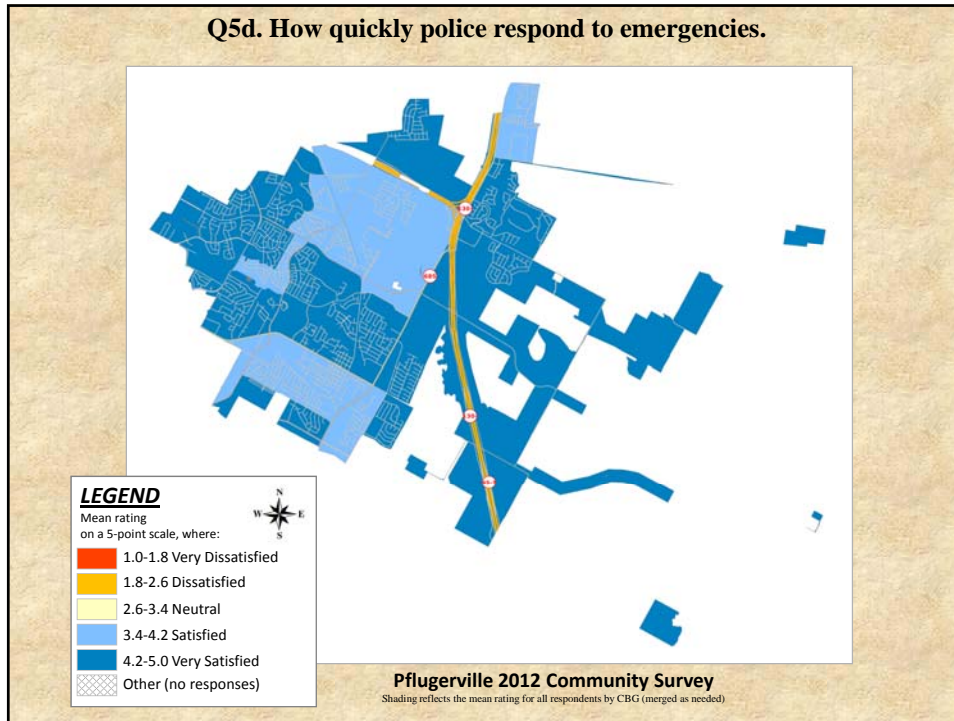
Q4g. Quality of the Downtown in the community where you live .

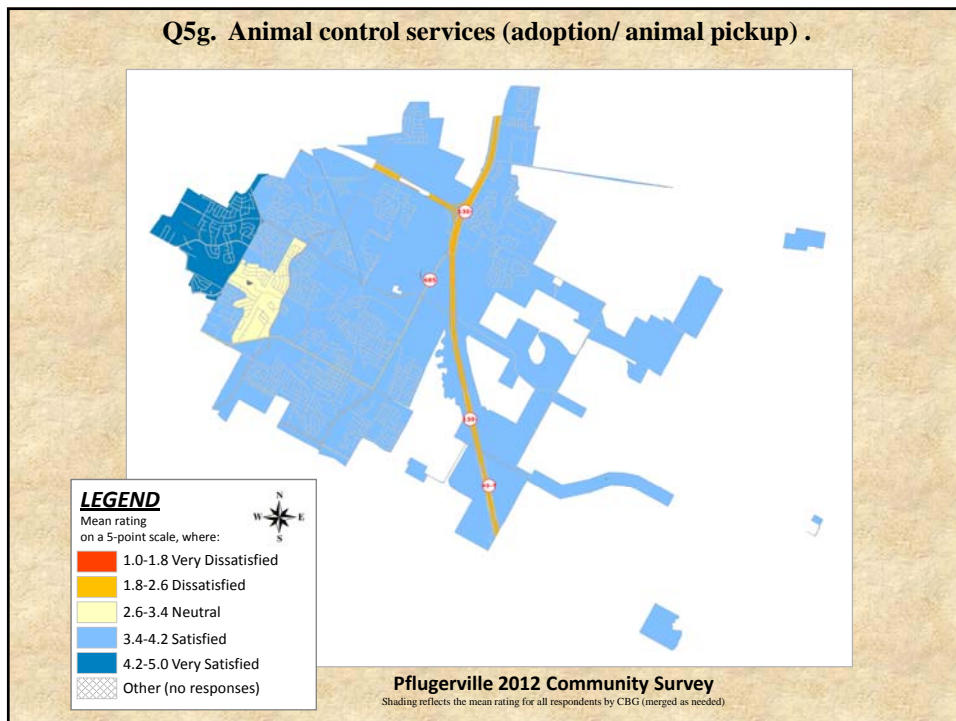
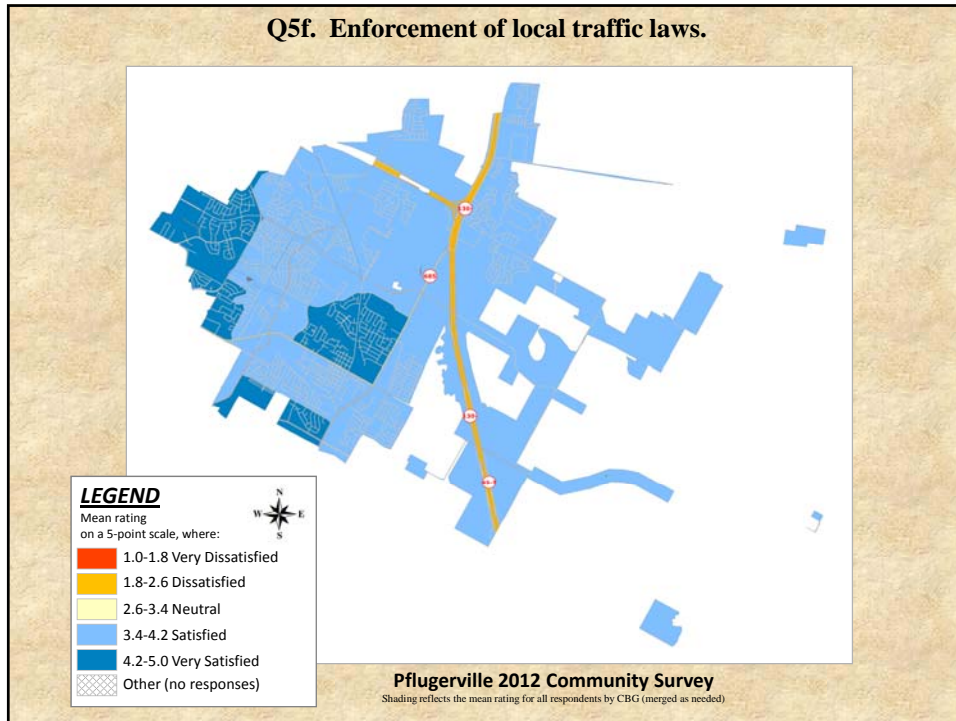


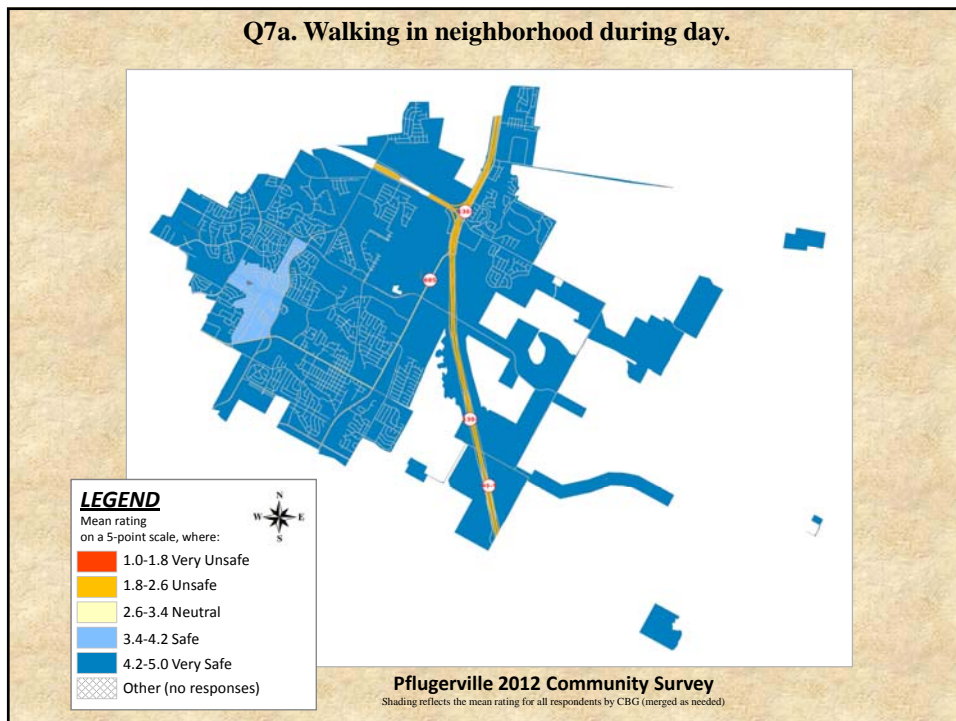
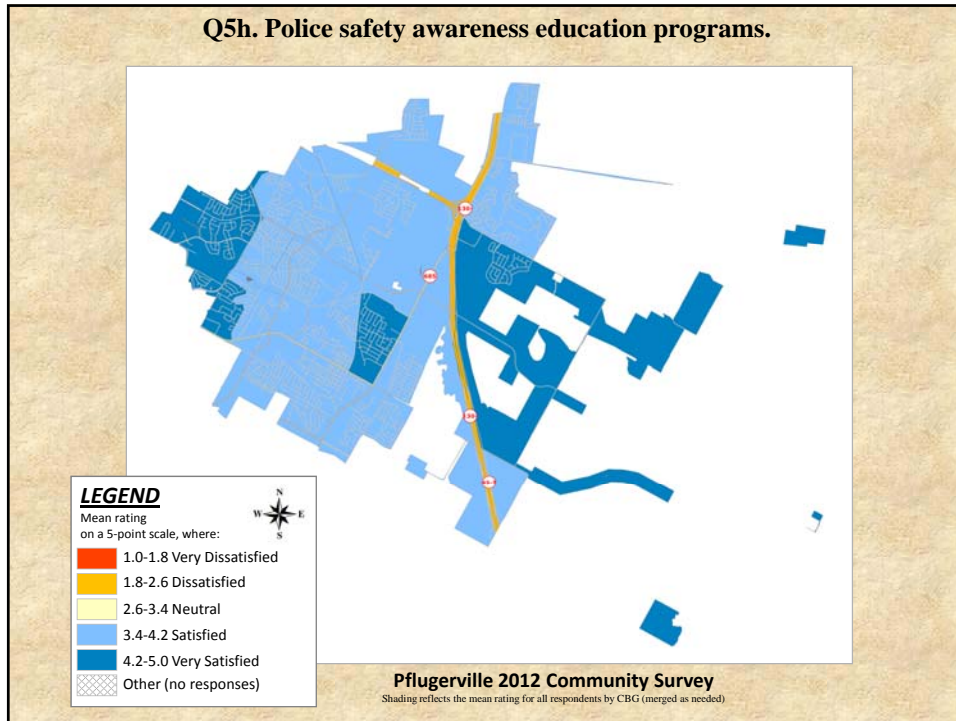
Q5a. Overall quality of local police protection.

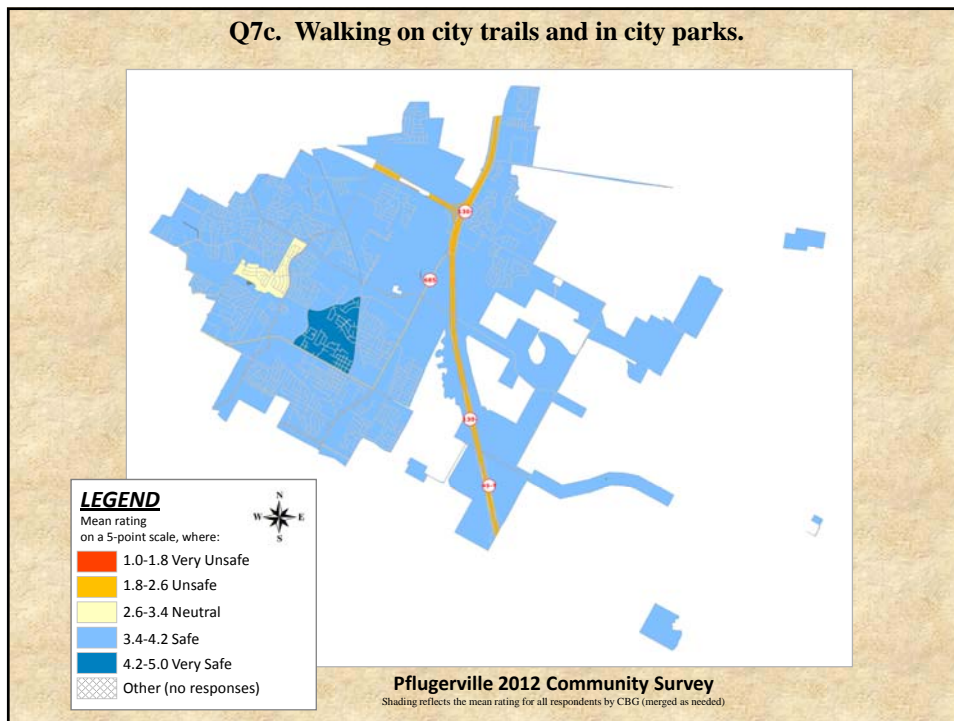
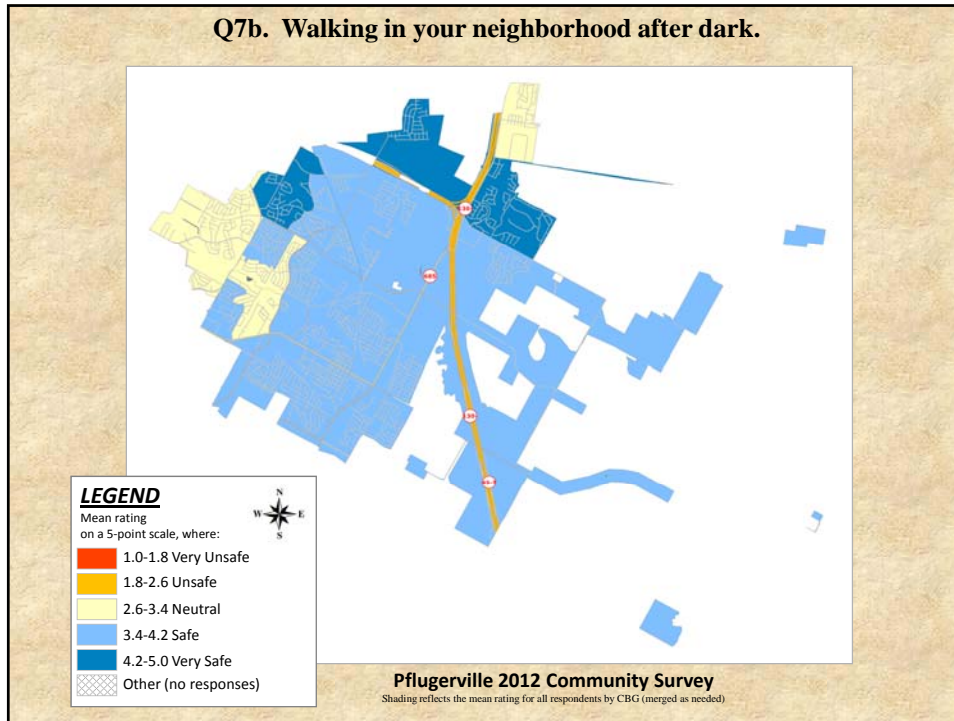


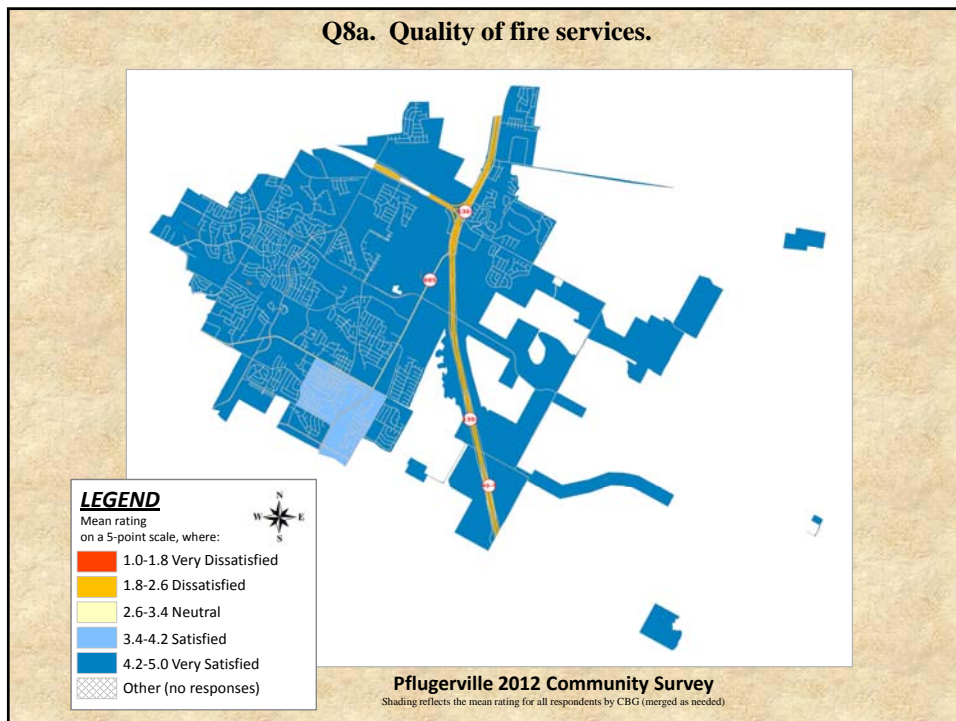
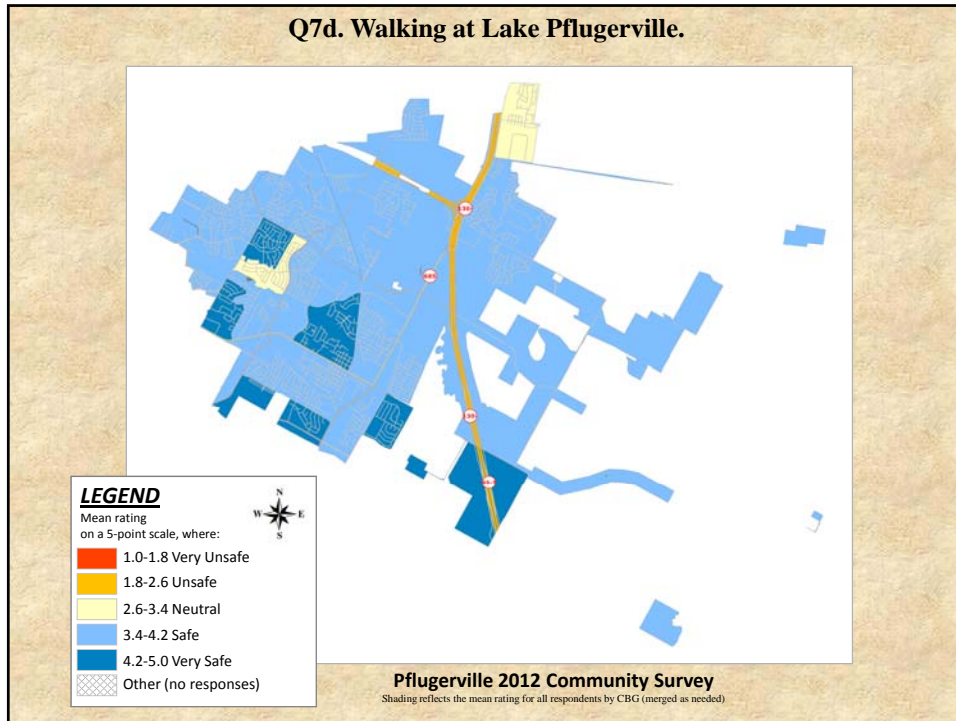


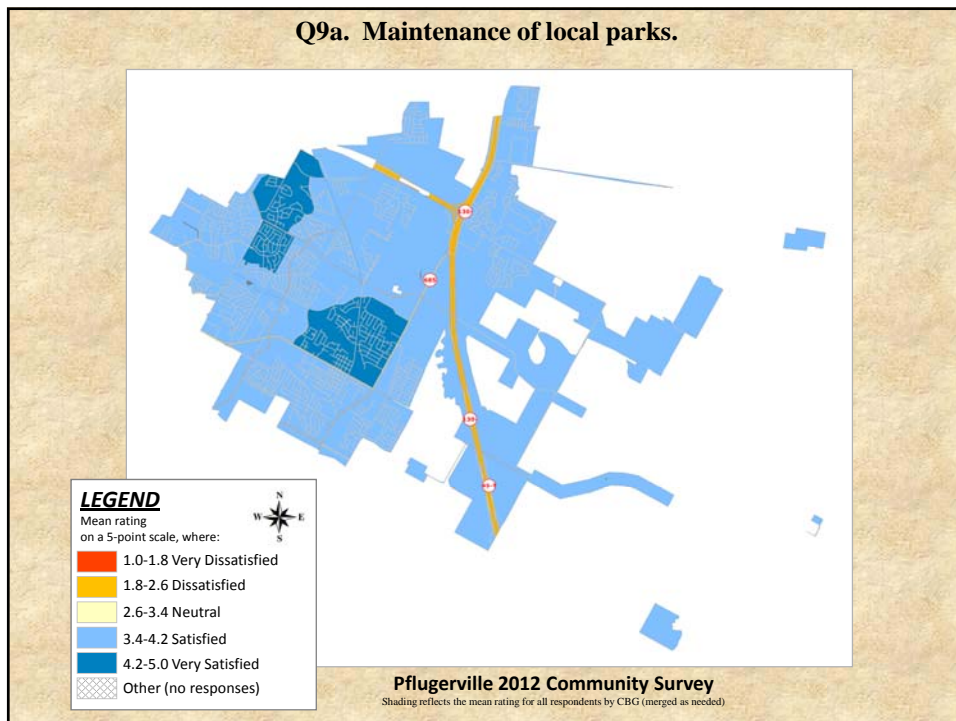
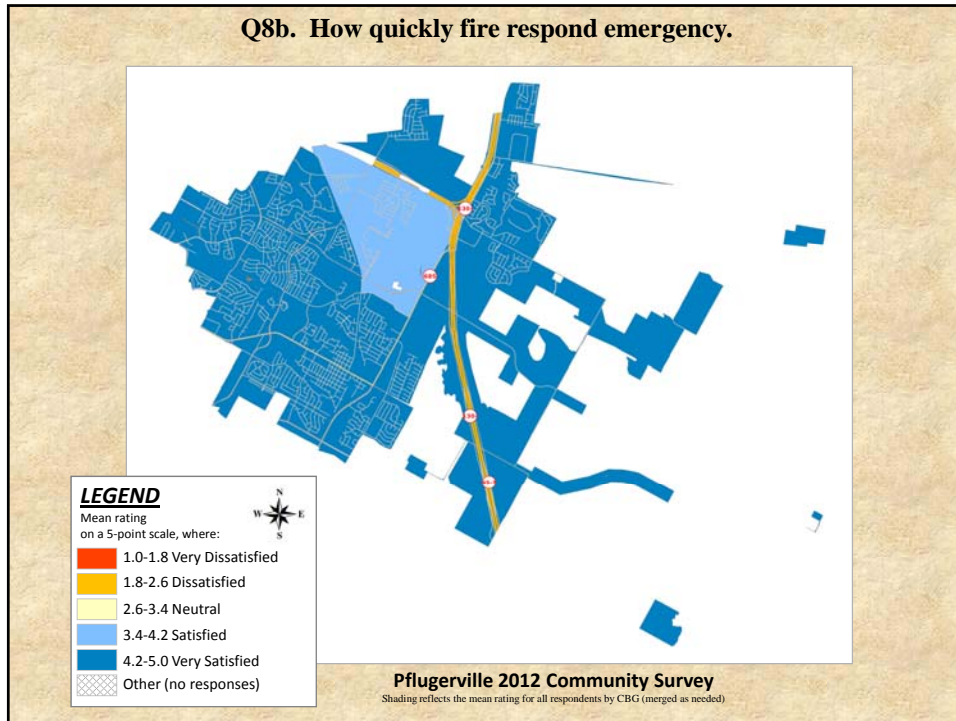












Q9b. Quality of facilities, such as picnic shelters and playgrounds, at city parks.

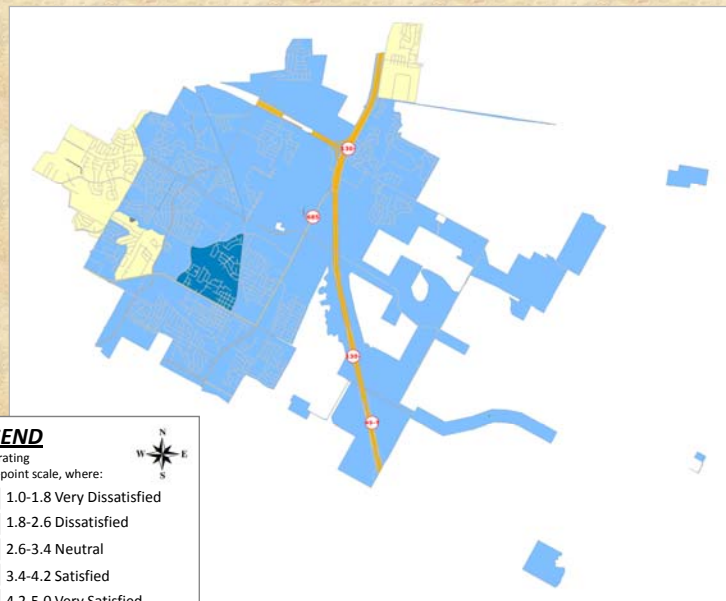


LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Pflugerville 2012 Community Survey
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9c. Number of parks.



LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Pflugerville 2012 Community Survey
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9d. Maintenance and appearance of Pflugerville Recreation Center.

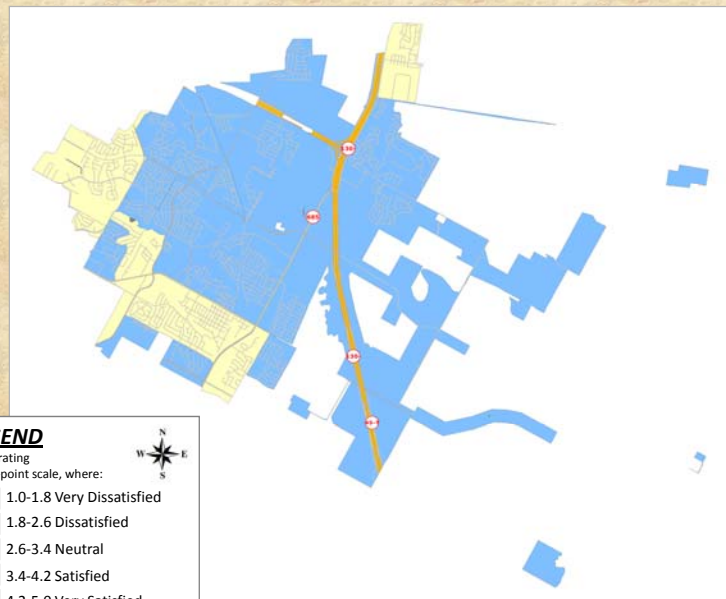


LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Pflugerville 2012 Community Survey
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

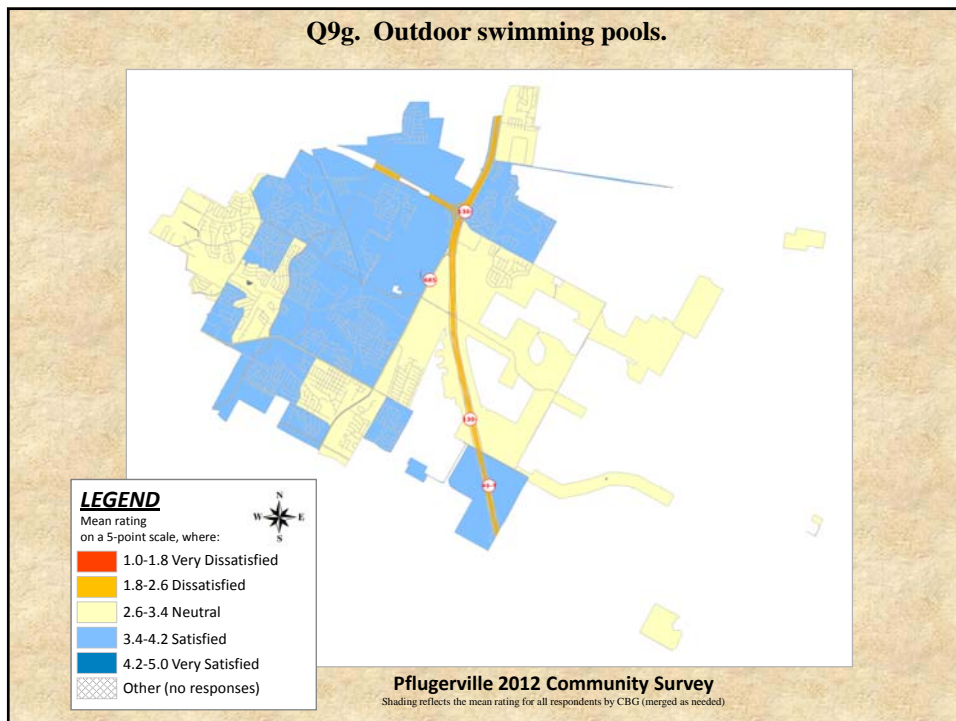
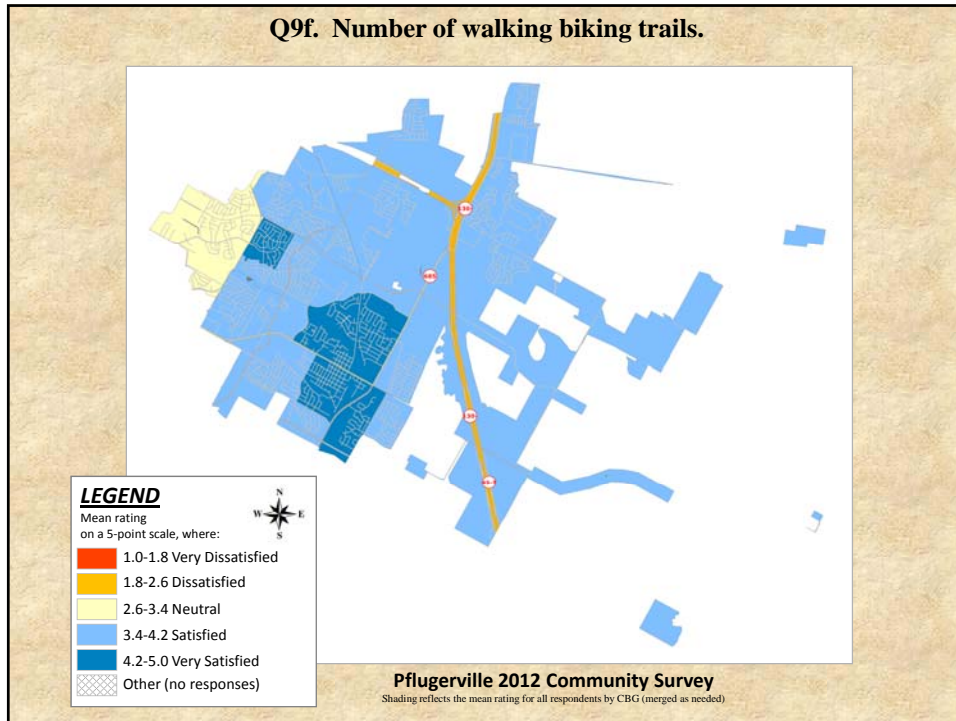
Q9e. Availability of meeting space.

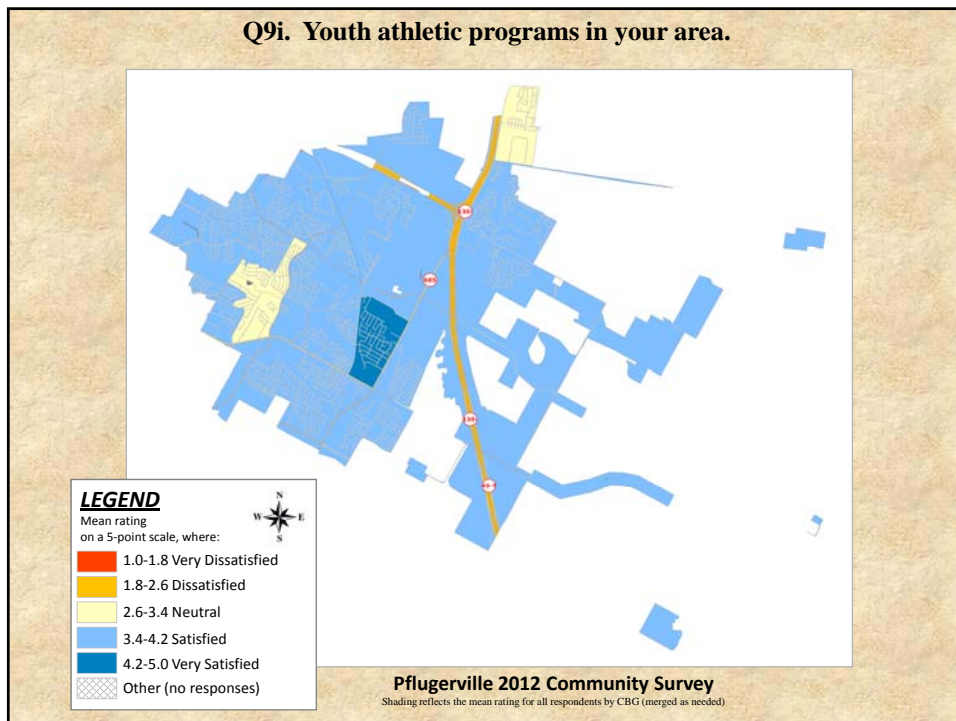
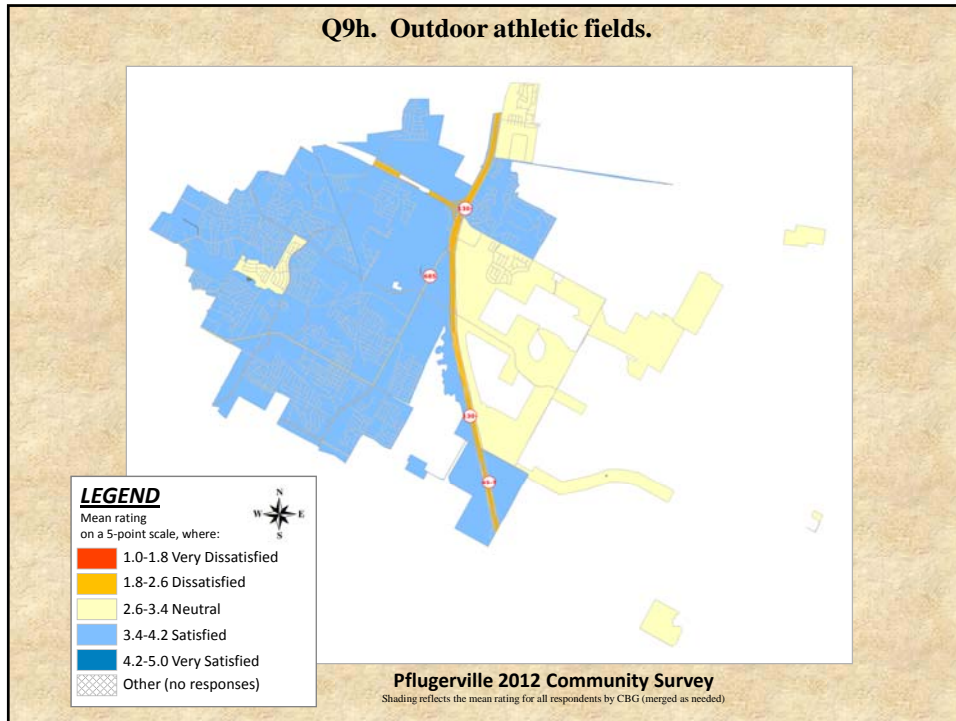


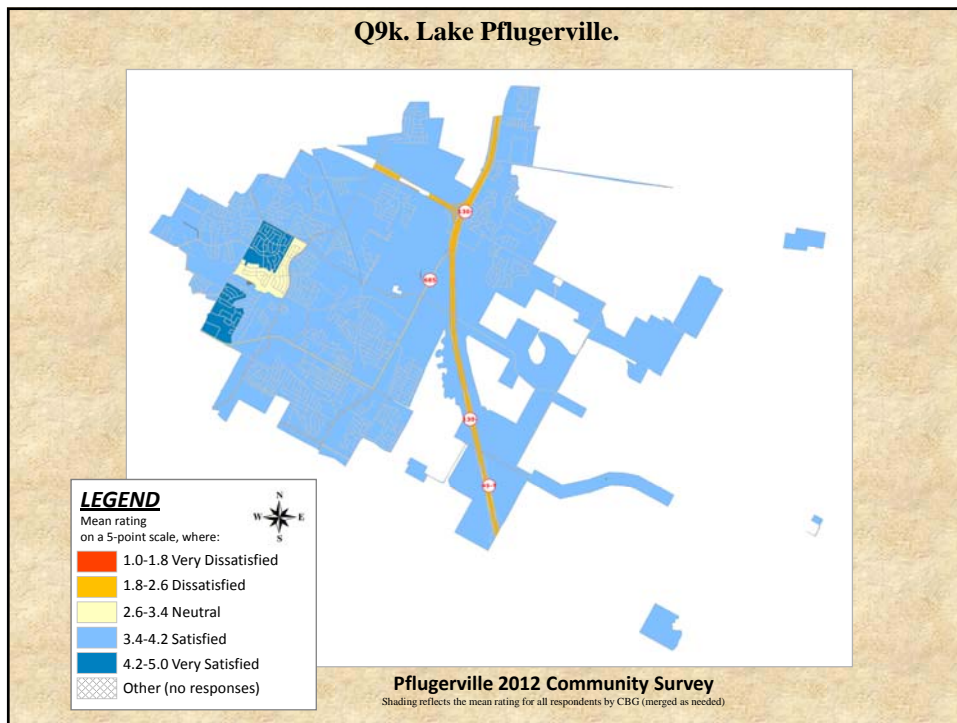
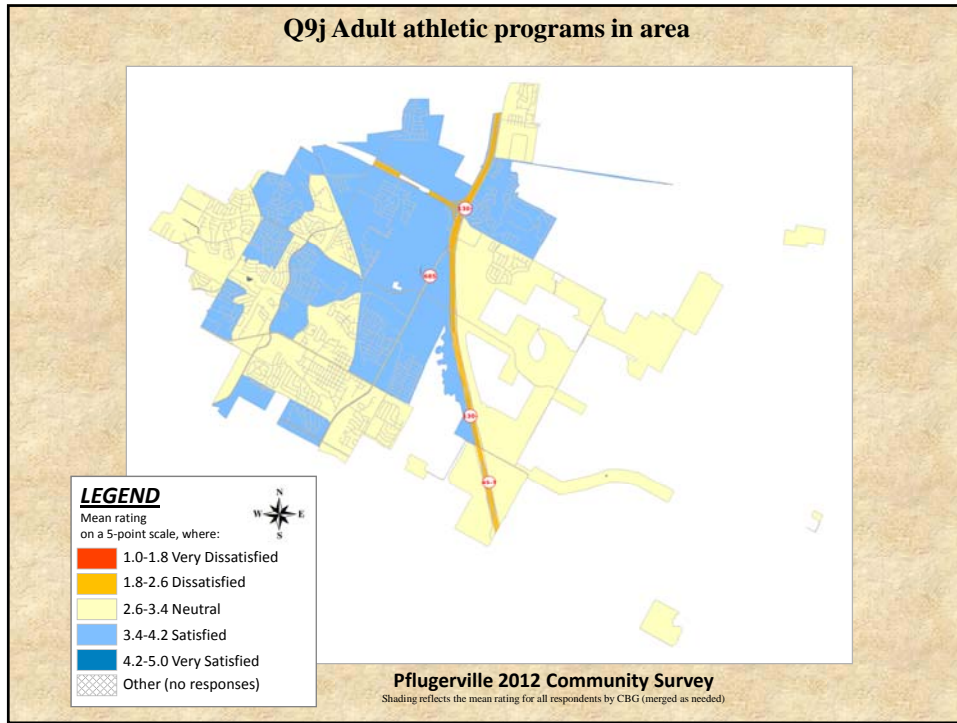
LEGEND
 Mean rating on a 5-point scale, where:

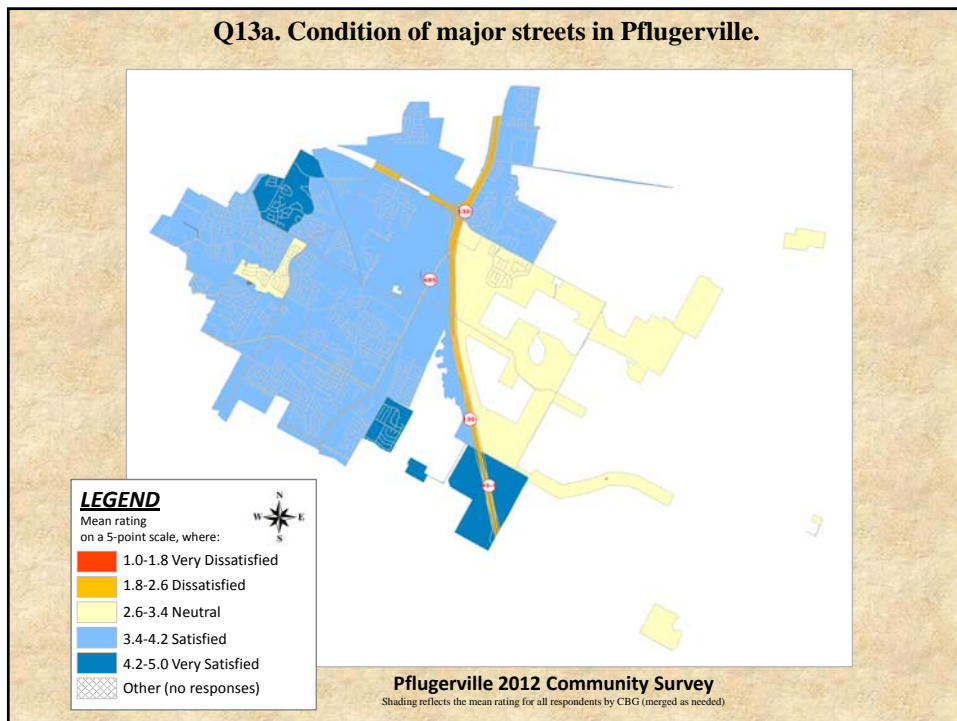
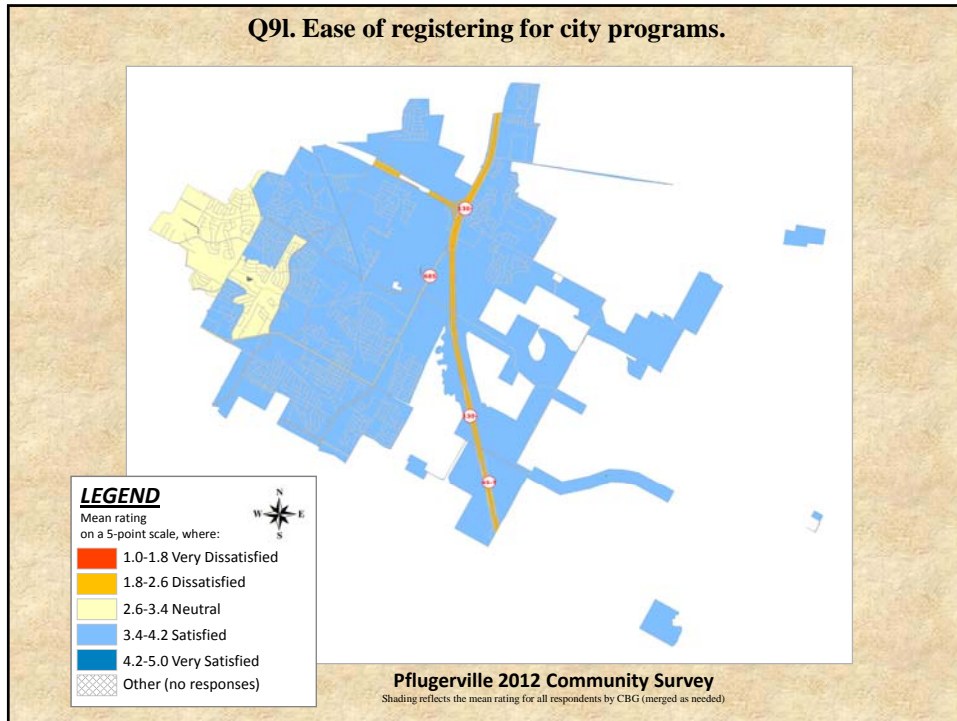
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

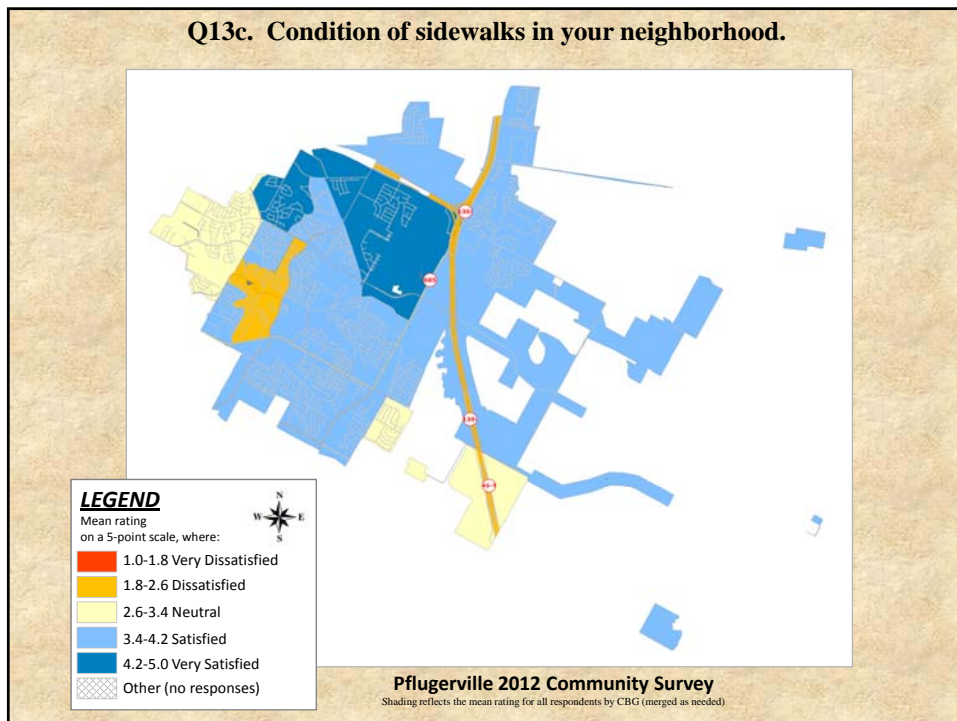
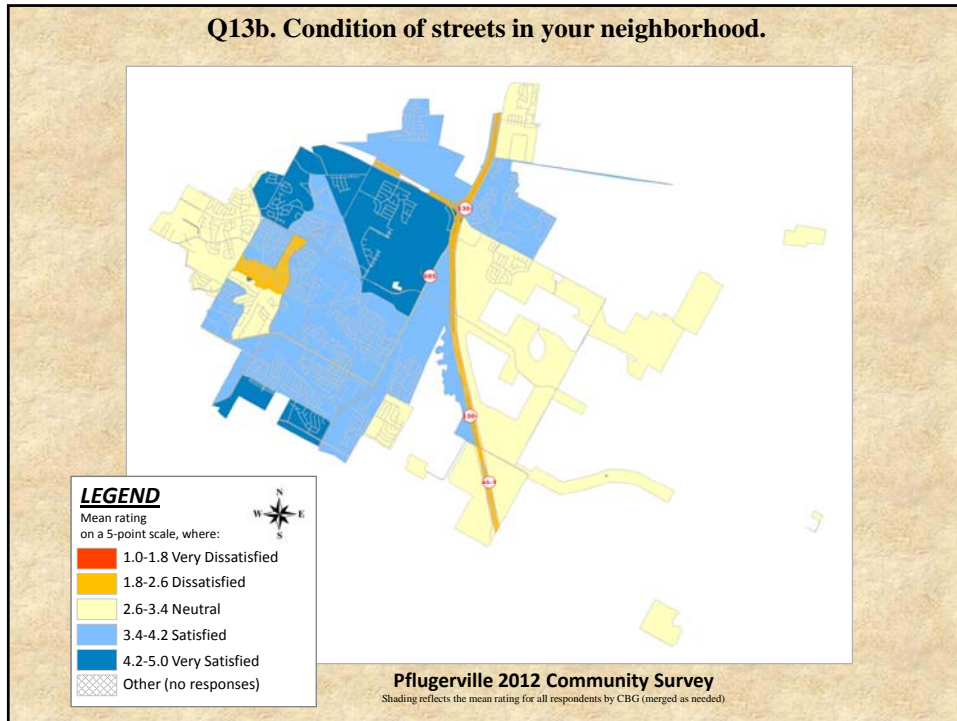
Pflugerville 2012 Community Survey
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

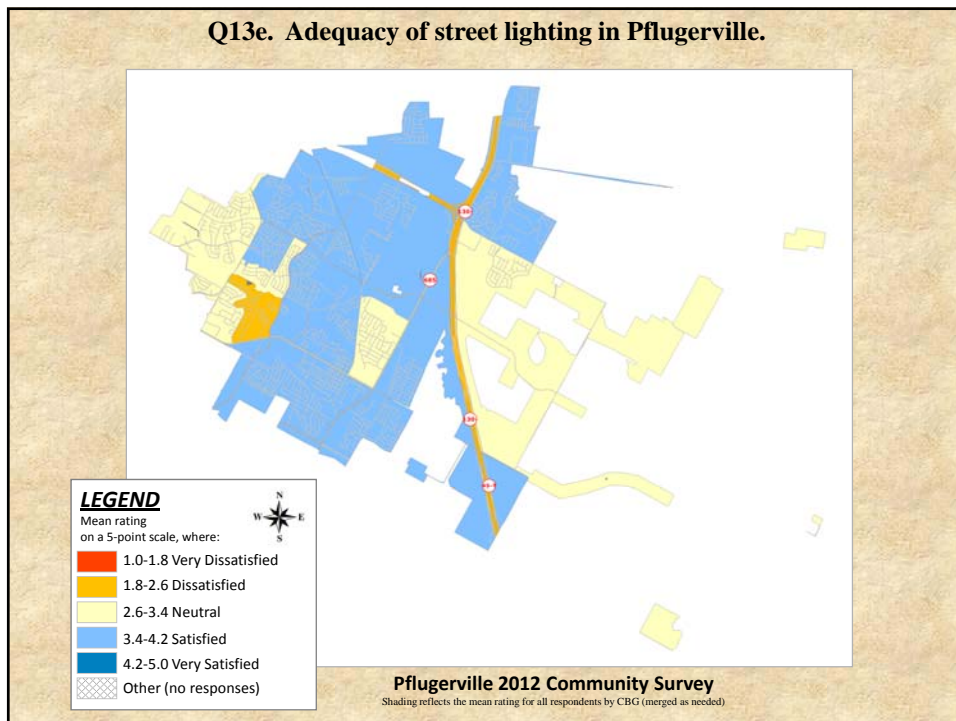
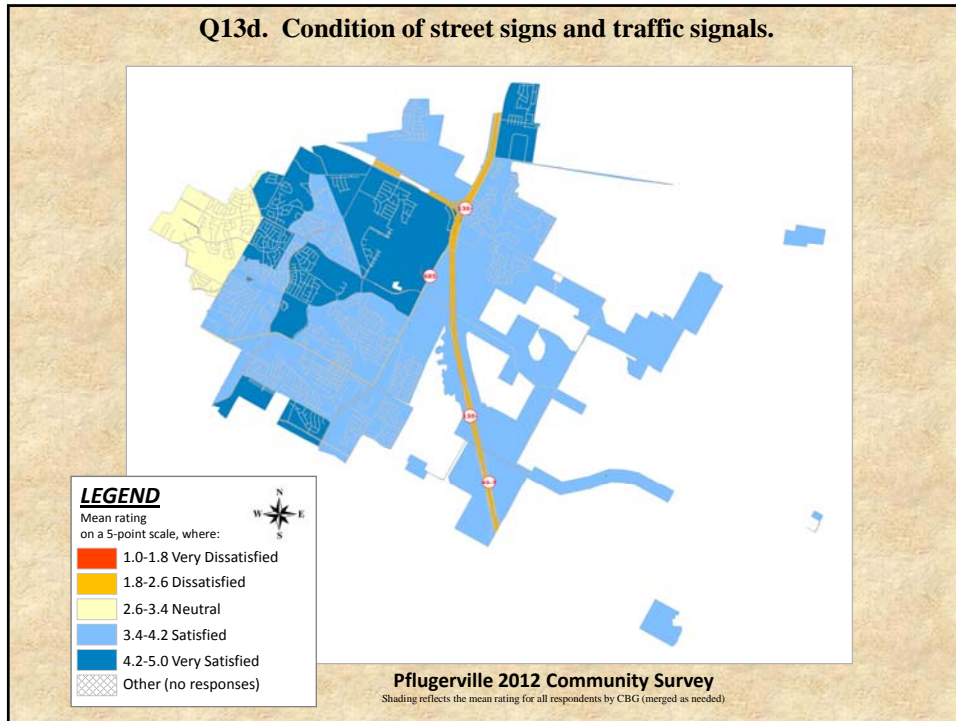


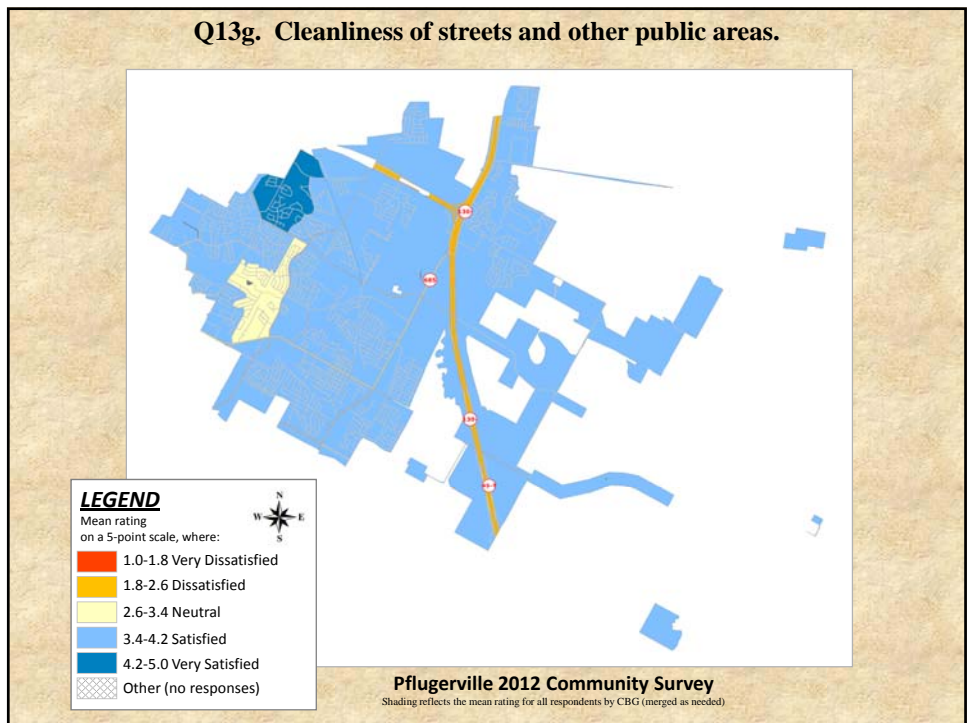
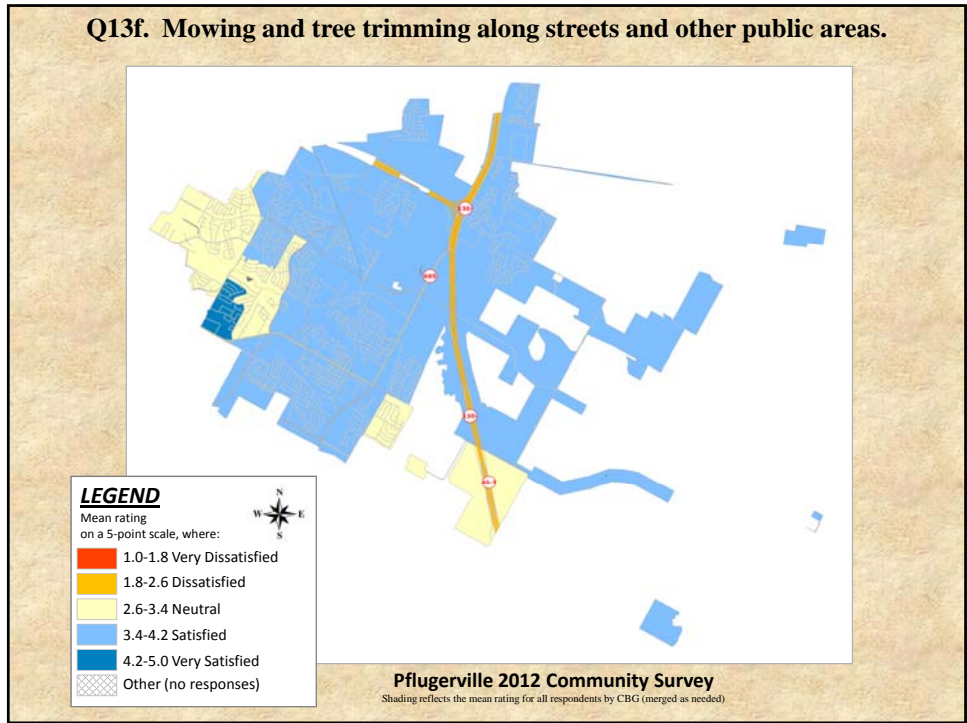


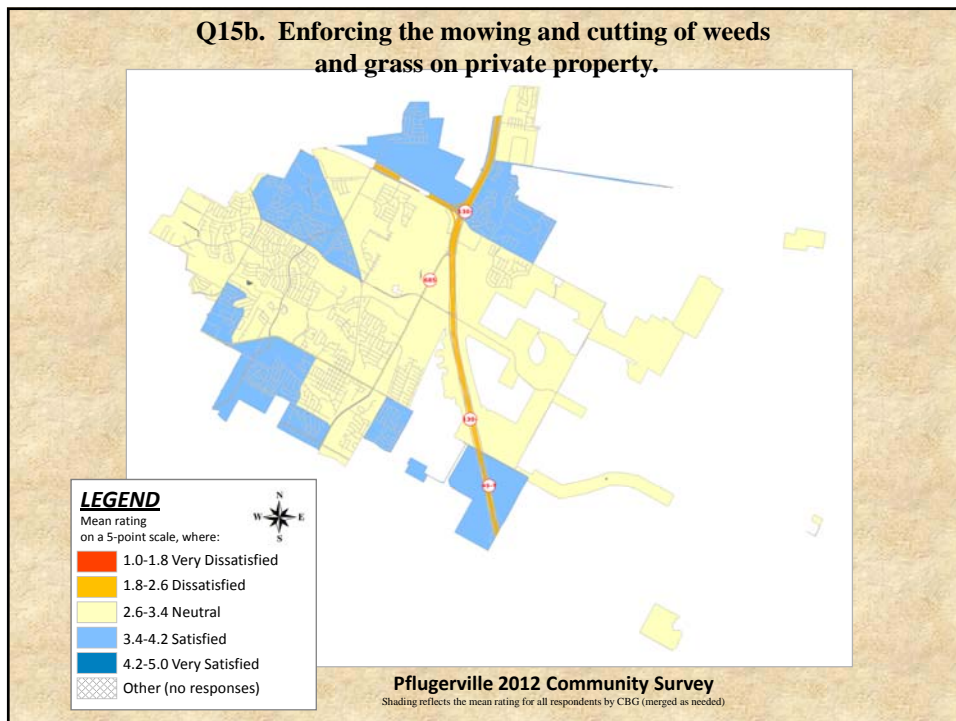
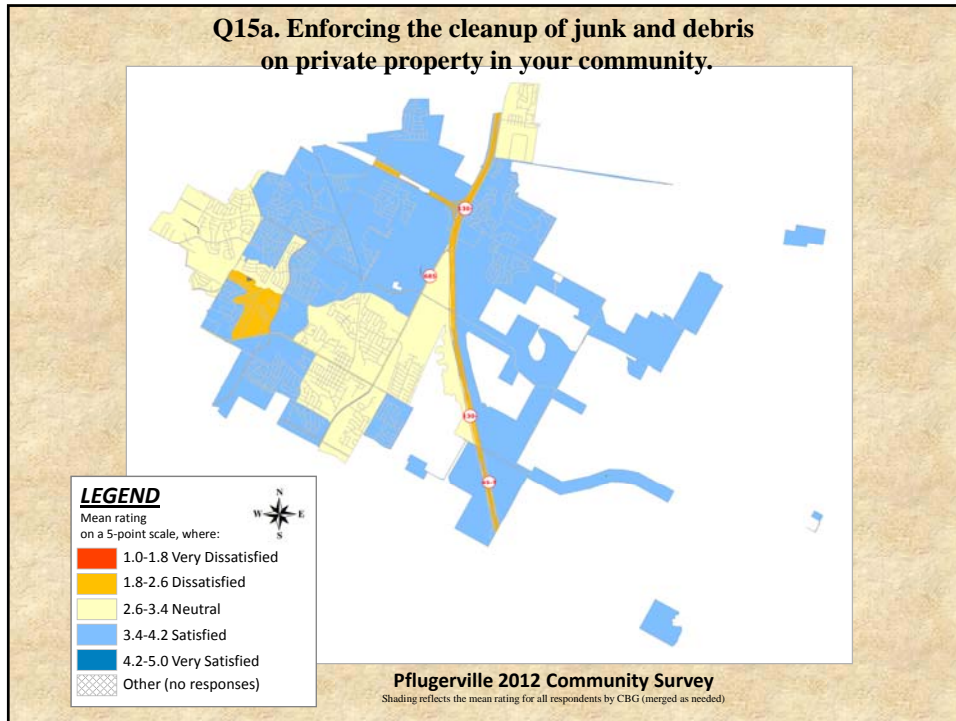


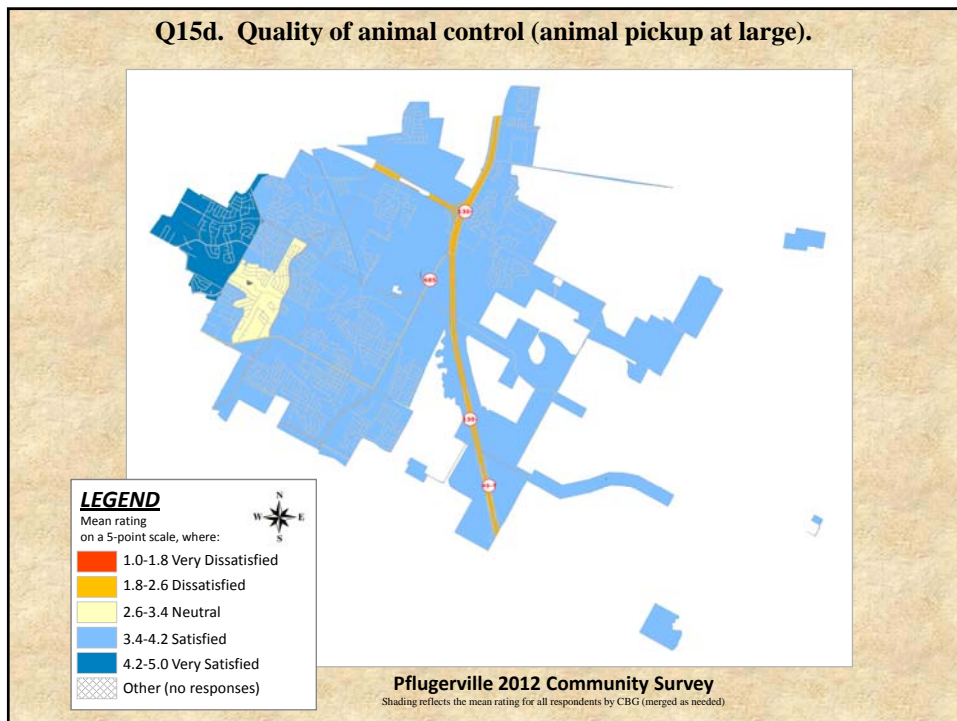
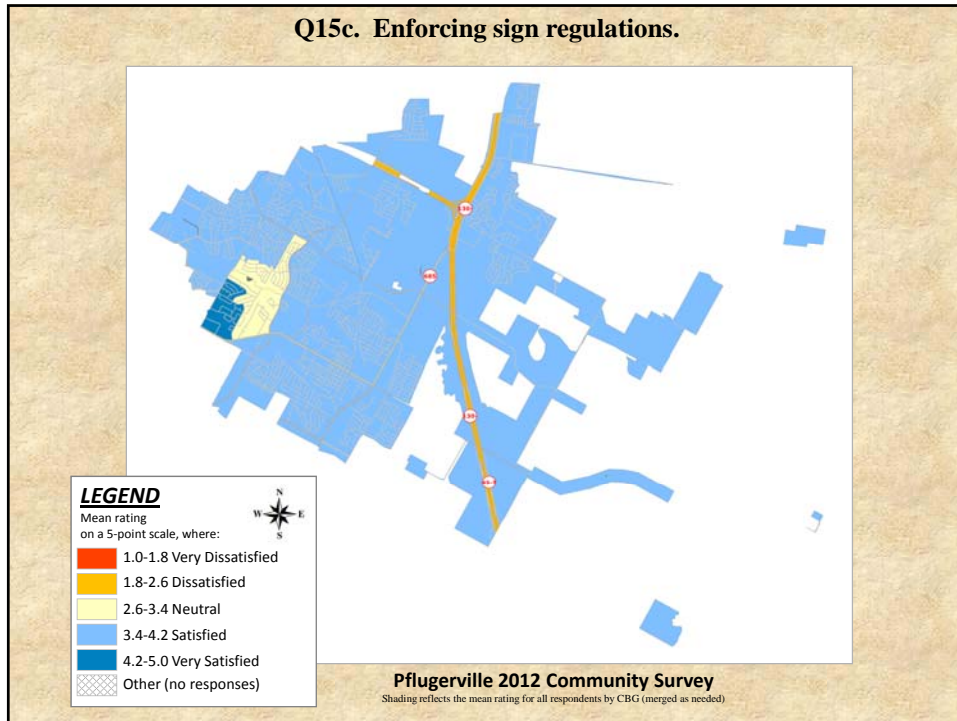












Q15e. Enforcement of yard parking regulations in your neighborhood.



LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Pflugerville 2012 Community Survey
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

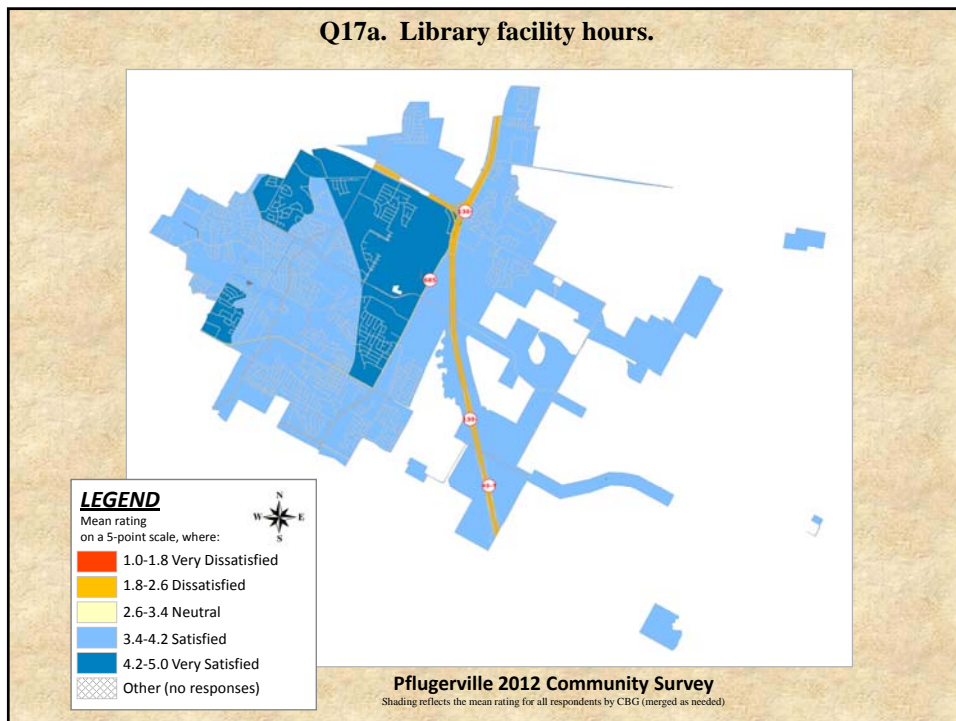
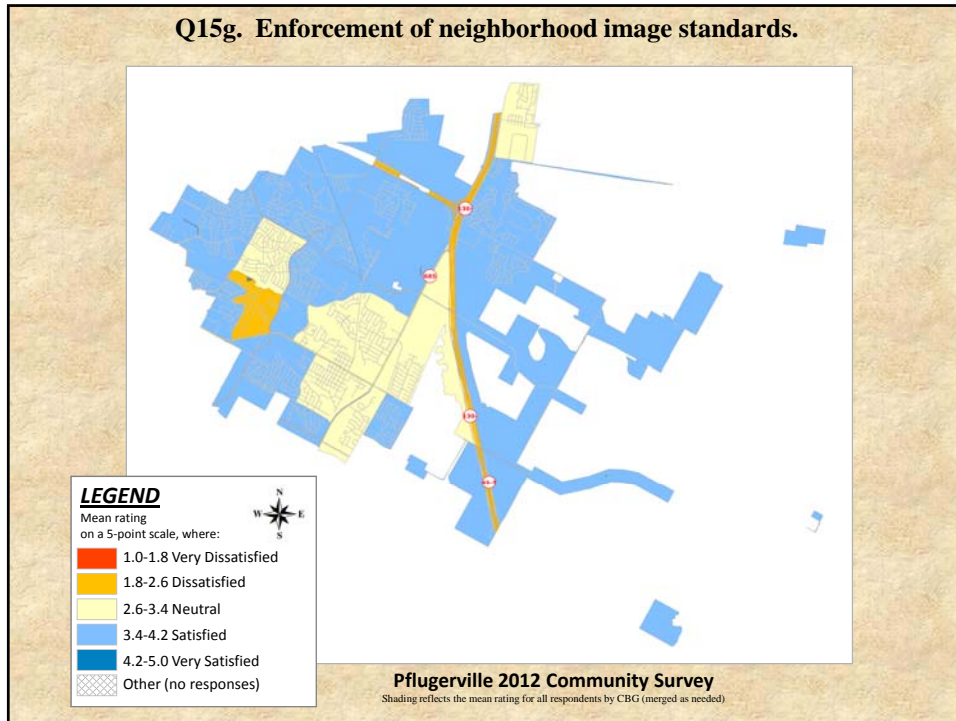
Q15f. City efforts to remove abandoned or inoperative vehicles.

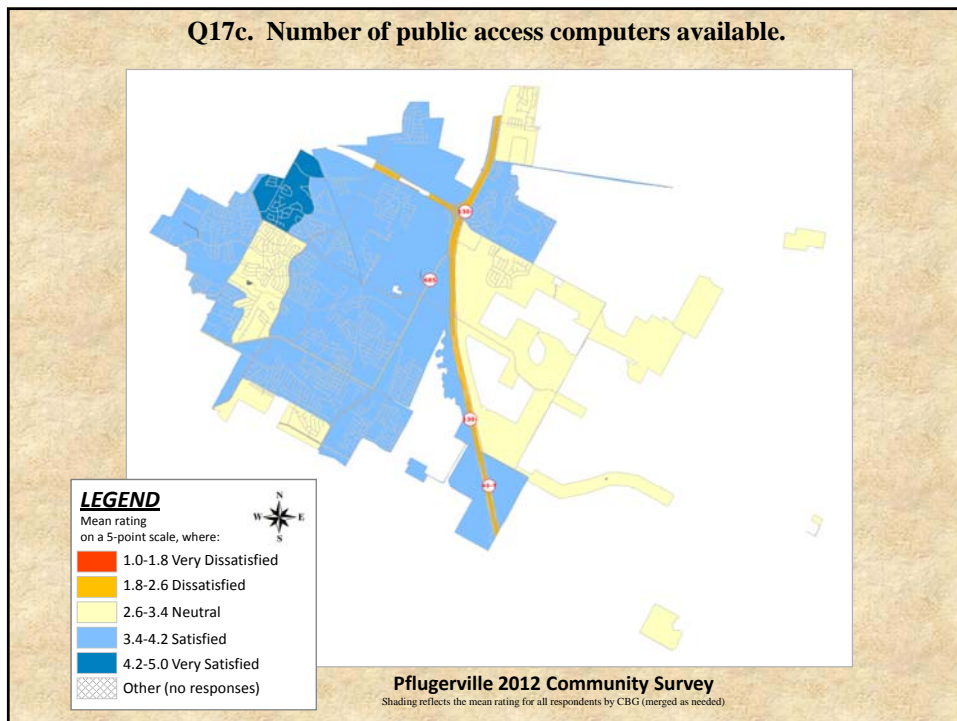
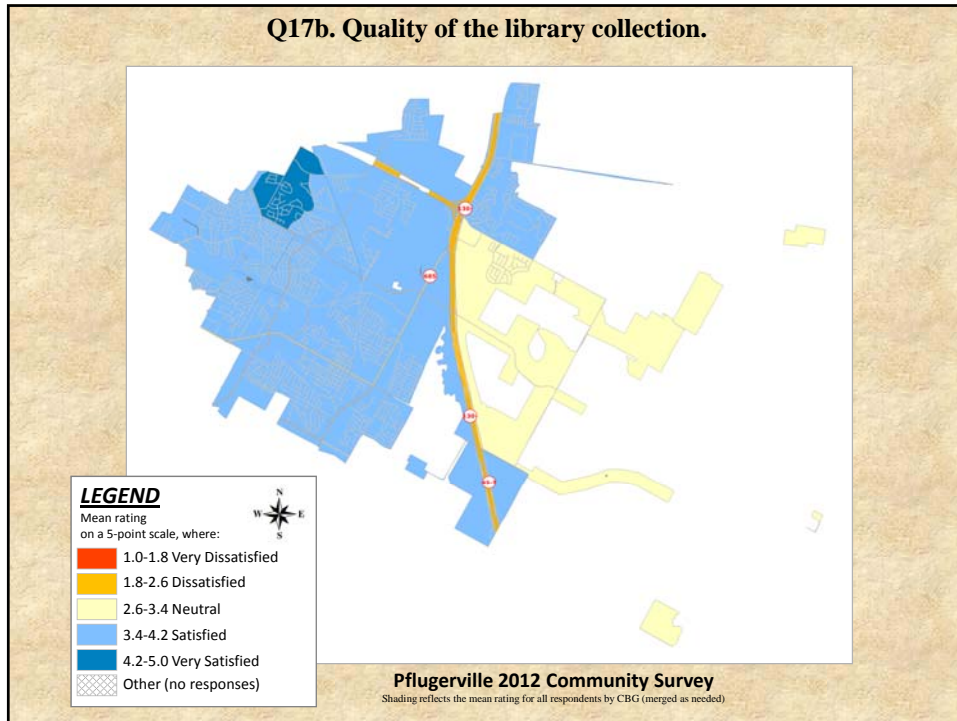


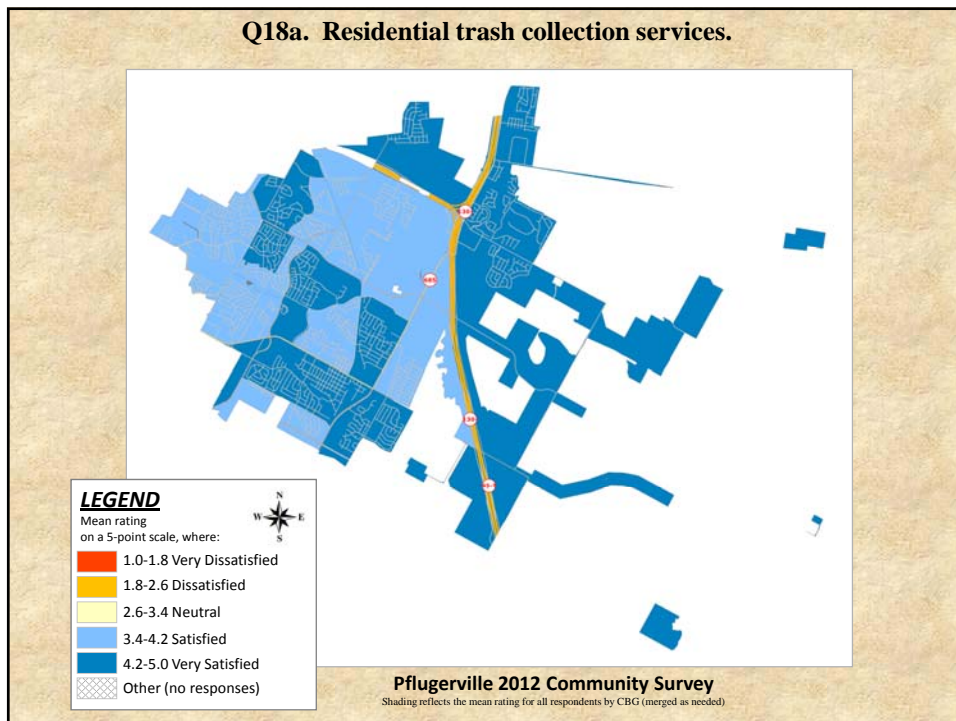
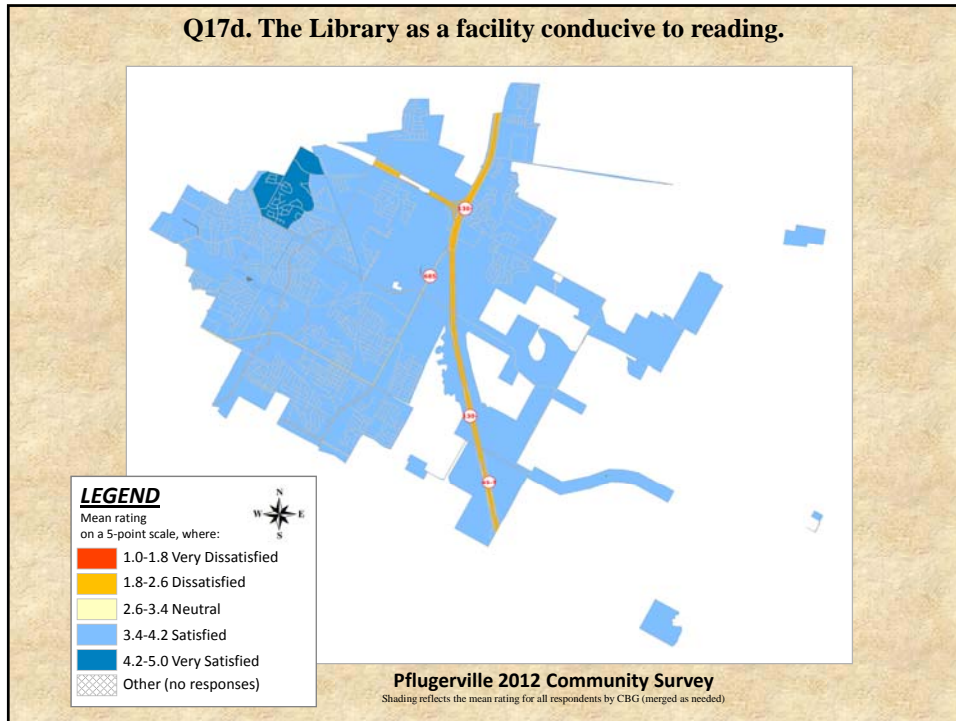
LEGEND
 Mean rating on a 5-point scale, where:

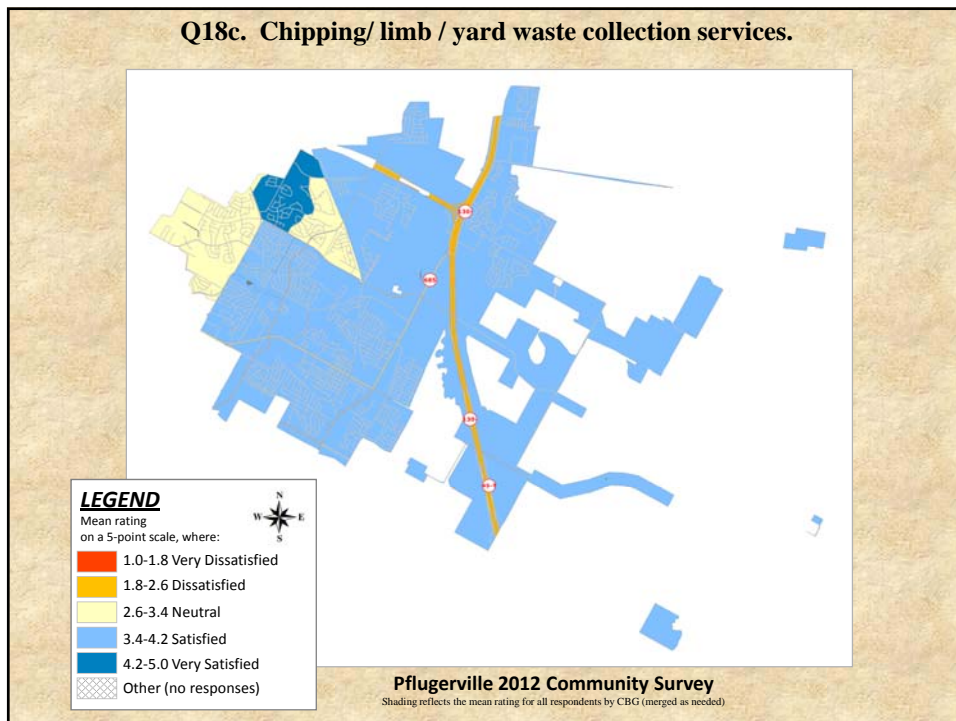
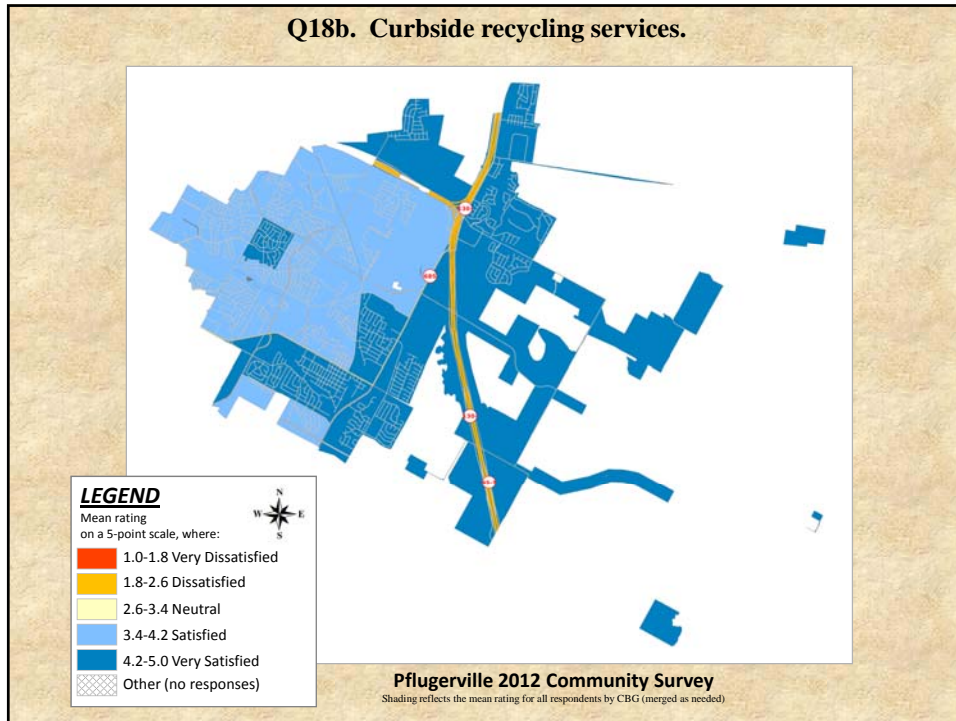
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

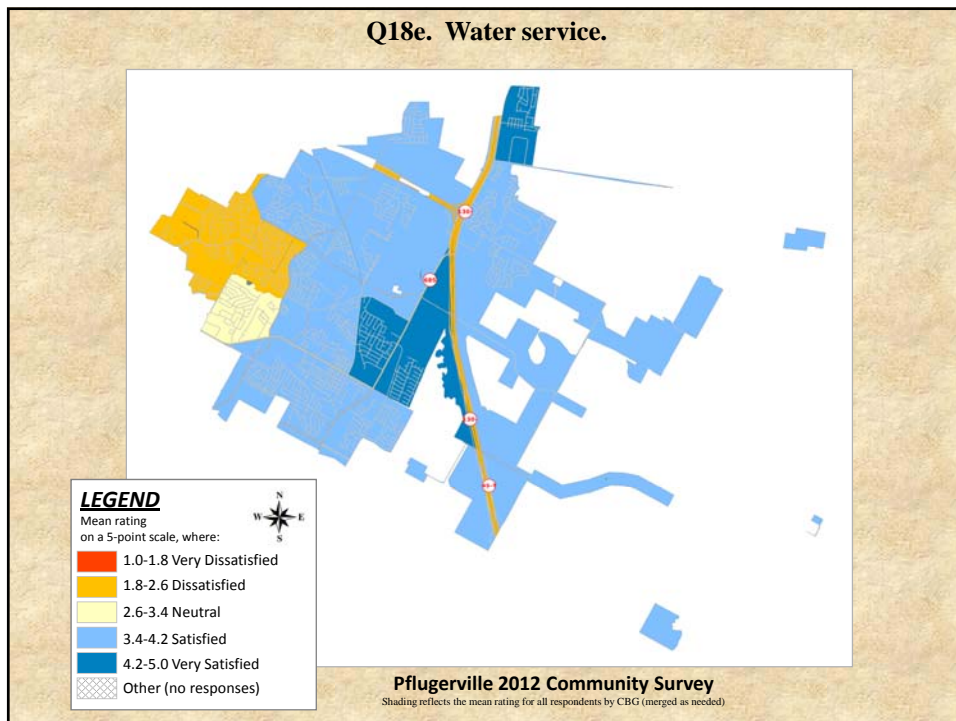
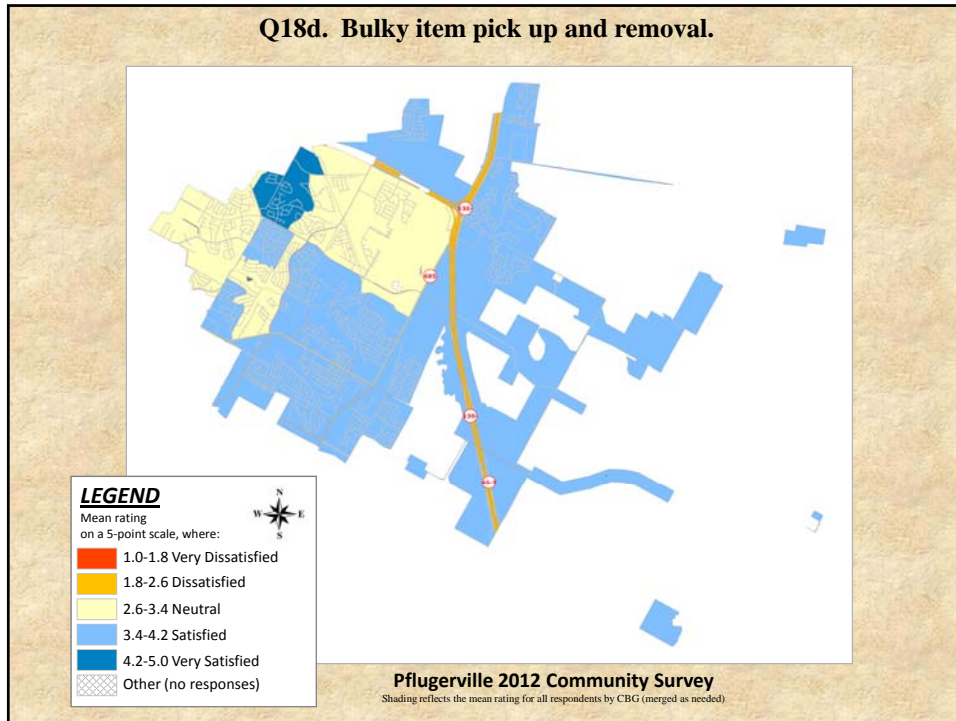
Pflugerville 2012 Community Survey
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

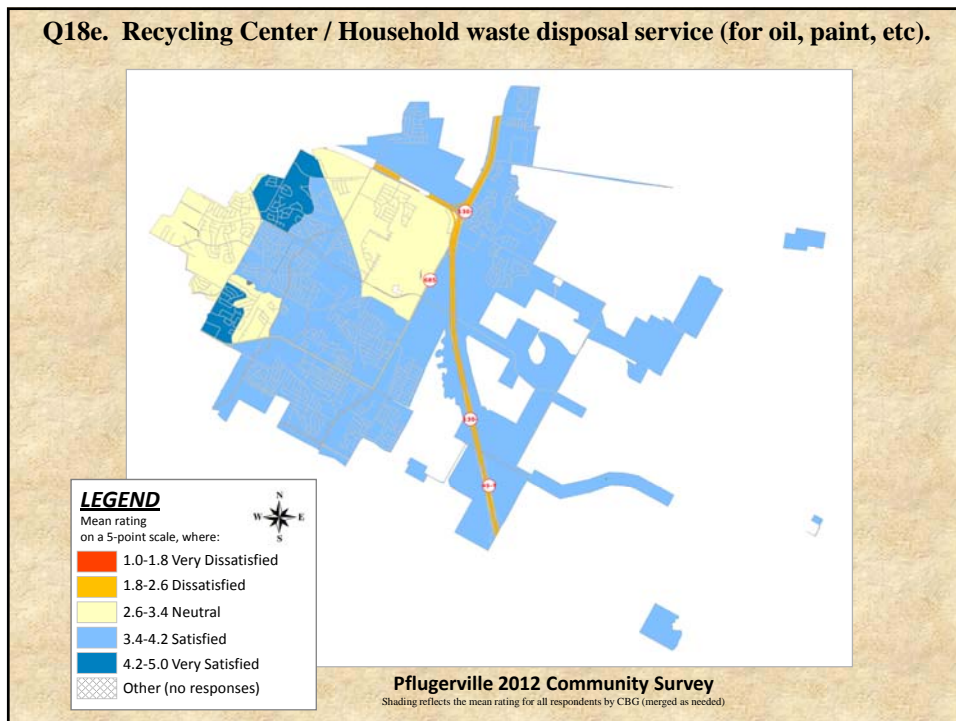
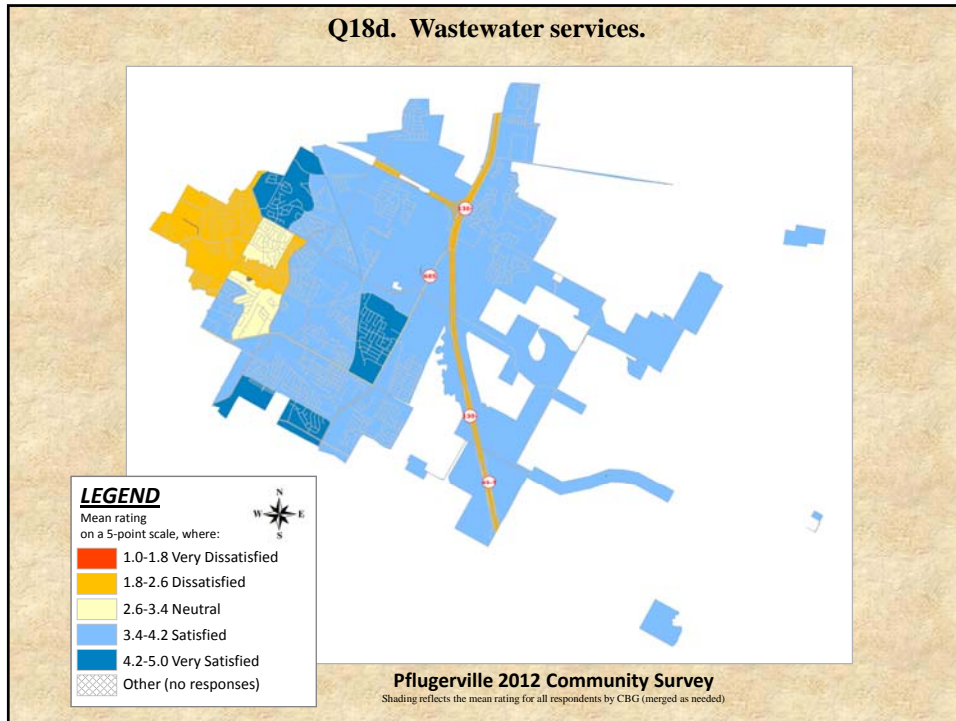












Section 3:
Benchmarking Data



DirectionFinder® Survey

Year 2012 Benchmarking Summary Report

Overview

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

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during September 2012 that is part of a random sample of more than 4,000 residents in the continental United States and (2) survey results from 34 medium sized cities (population of 20,000 to 200,000) where the DirectionFinder® survey was administered between January 2009 and December 2012. The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual cities were used as the basis for developing the range of performance that is shown in this report for specific types of services.

The 34 cities included in the performance comparisons that are shown in this report are listed below:

- Abilene, TX
- Auburn, AL
- Blue Springs, MO
- Bryan, TX
- Chapel Hill, NC
- Columbia, MO
- Coral Springs, FL
- Davenport, IA
- Dothan, AL
- Garden City, KS
- Hallendale Beach, Florida
- High Point, NC
- Independence, MO
- Lawrence, KS
- Lee's Summit, Missouri
- Mesa County, CO
- Newport Beach, CA
- Norman, OK
- Olathe, KS
- Overland Park, KS
- Pueblo, CO
- Round Rock, TX
- Saint Joseph, MO
- Shoreline, WA
- Springfield, MO
- Tamarac, FL
- Temple, AZ
- Vancouver, WA
- Vestavia Hills, AL
- Wentzville, MO
- West Des Moines, IA
- Wilmington, NC
- Winchester, VA
- Yuma County, AZ

Interpreting the Performance Range Charts

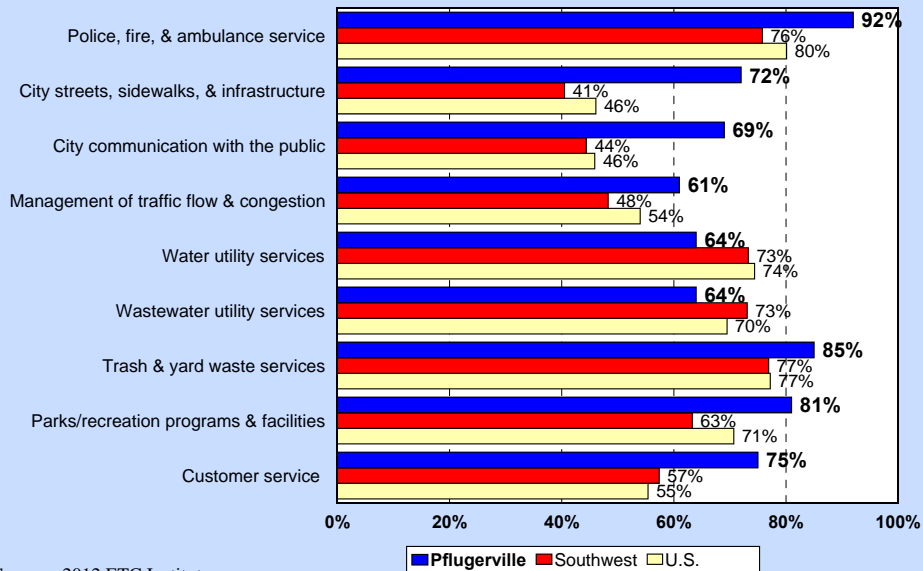
The charts on the following pages show the range of satisfaction among residents in the communities listed on the previous page. The charts show the highest, lowest, and average (mean) levels of satisfaction for a wide range of city services. The mean rating is shown as a vertical line and indicates the mean ratings from ETC Institute's national survey for residents who live in cities with a population of 20,000 to 200,000. The actual ratings for Pflugerville are listed to the right of each chart. The dot on each bar shows how the results for Pflugerville compare to the other communities where the DirectionFinder® survey has been administered.

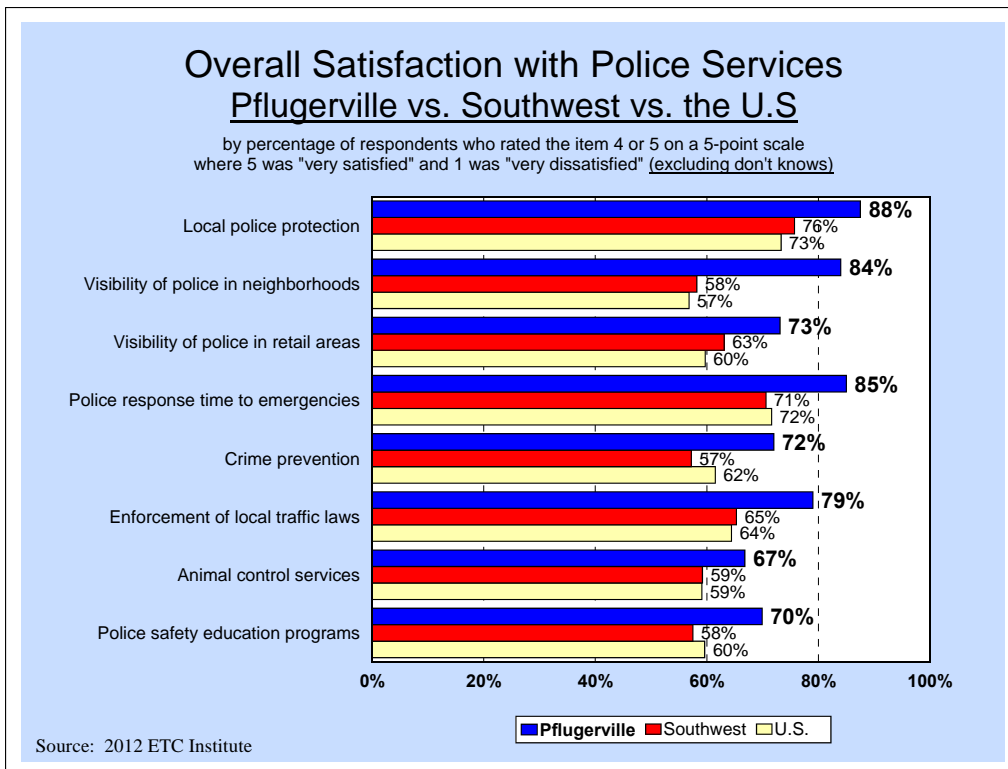
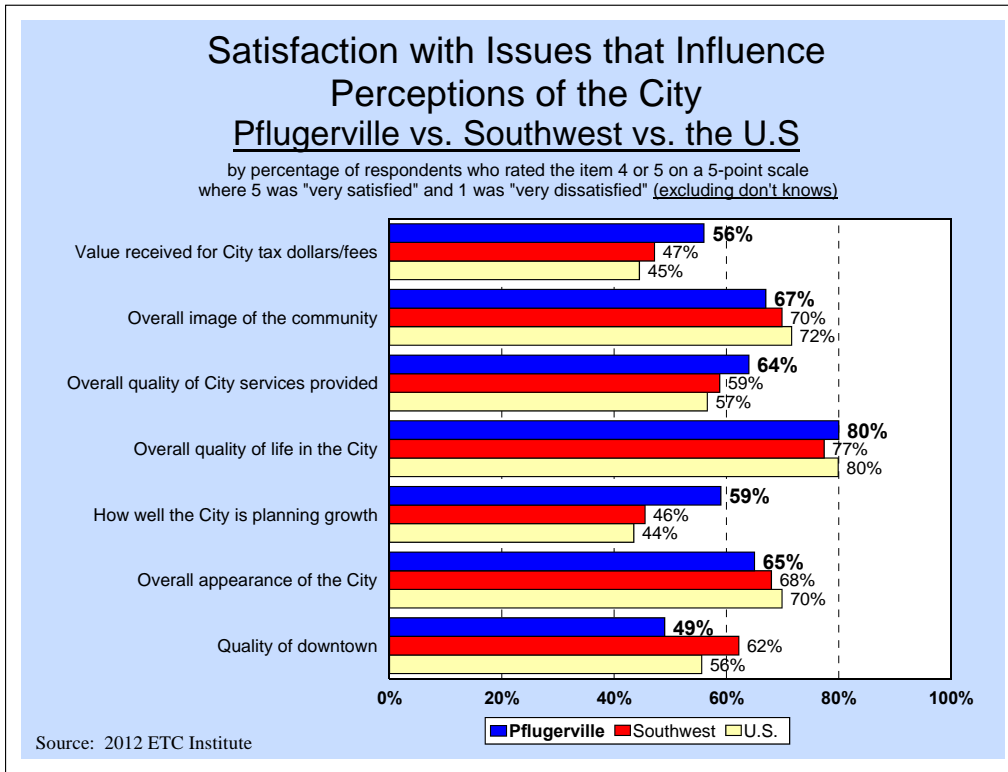
National Benchmarks

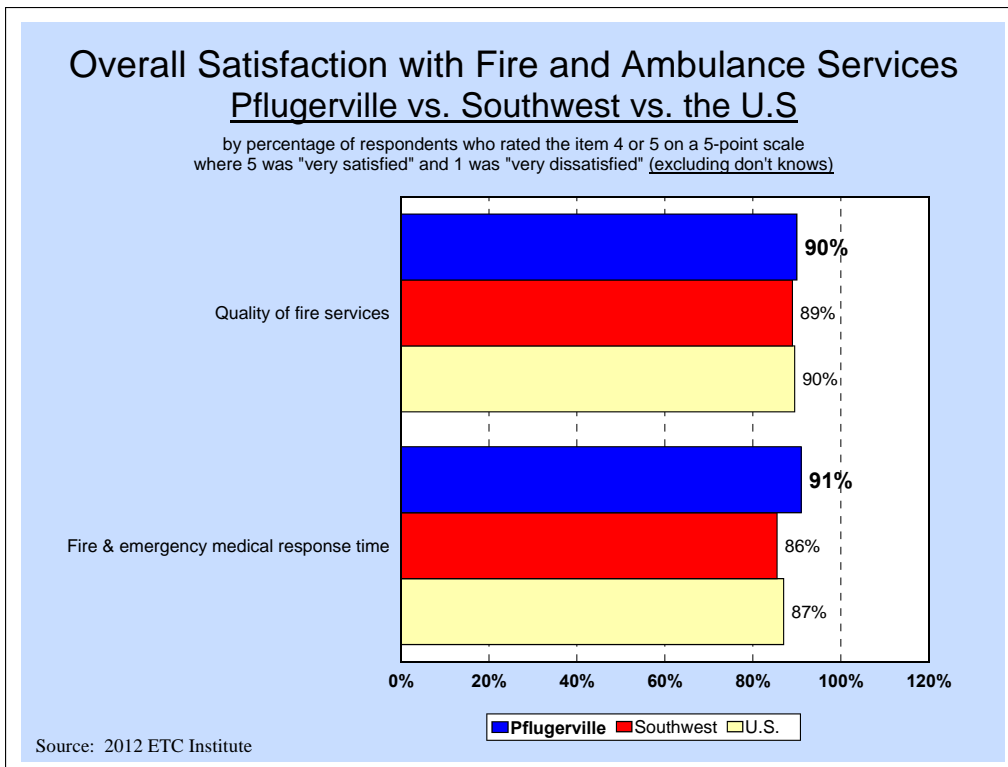
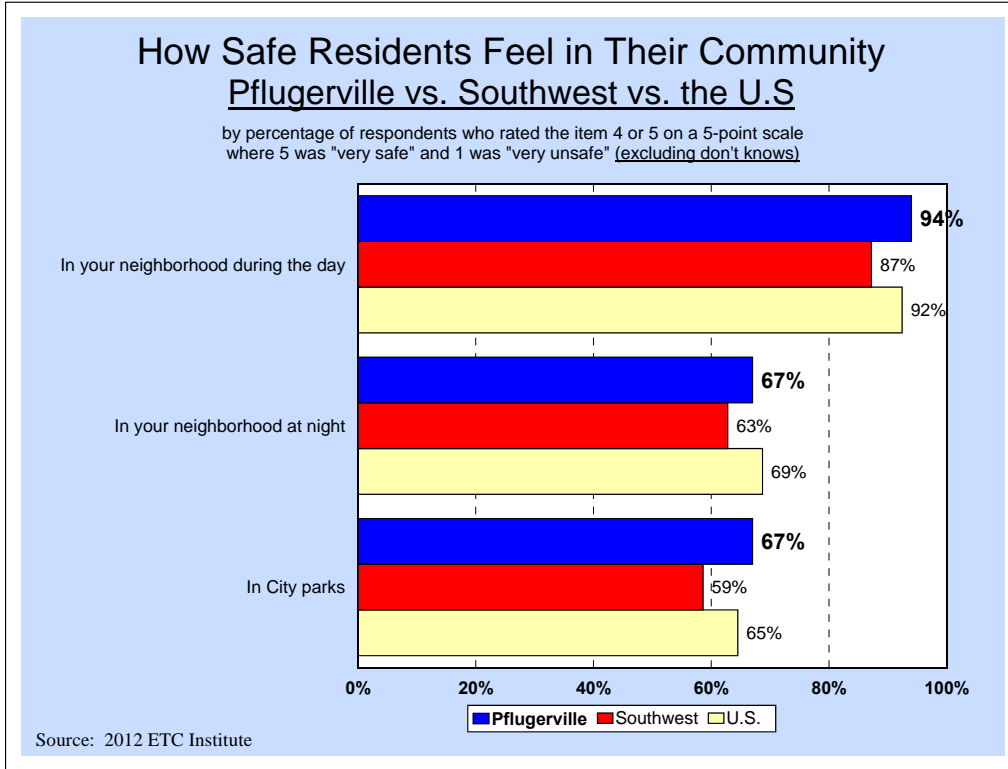
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Pflugerville is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services Pflugerville vs. Southwest vs. the U.S

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

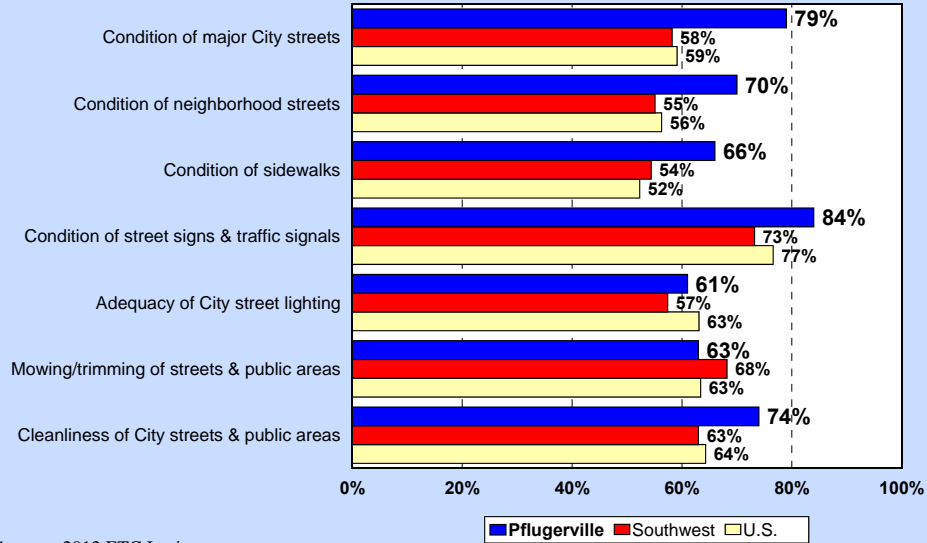






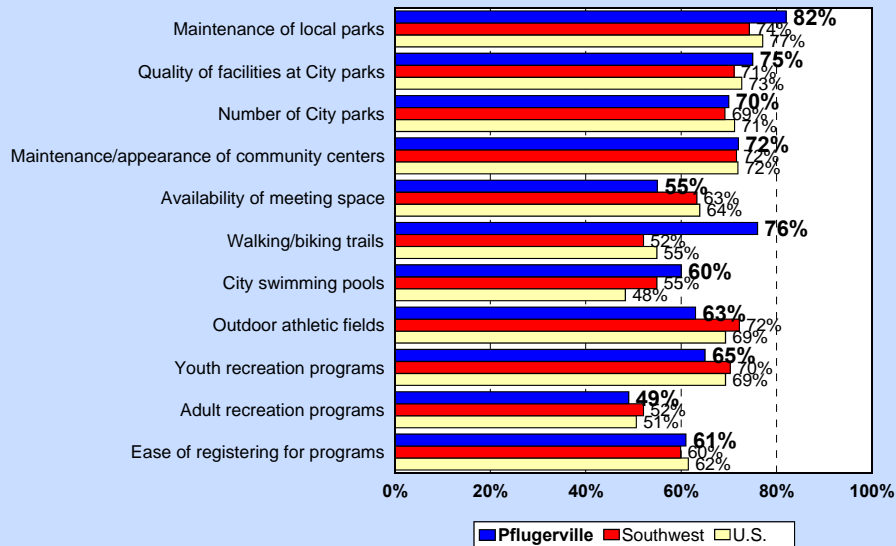
Overall Satisfaction with City Maintenance Pflugerville vs. Southwest vs. the U.S

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



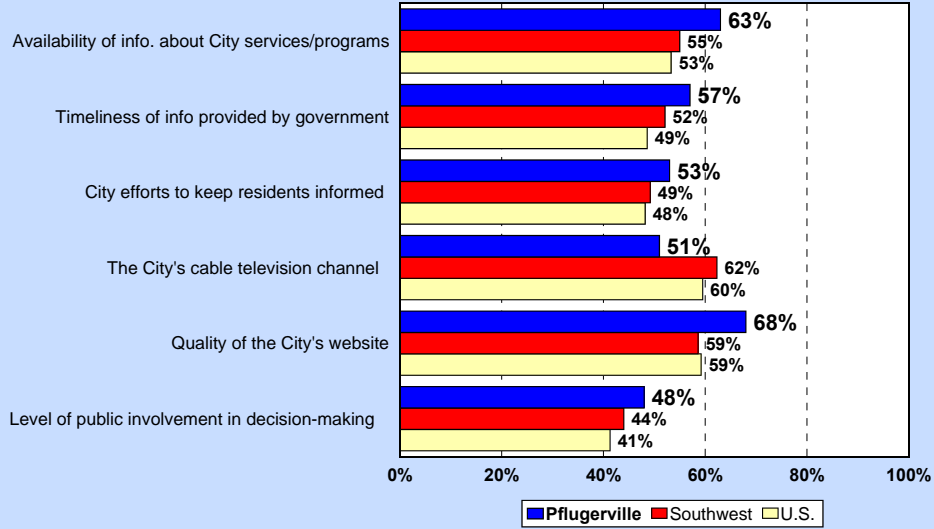
Overall Satisfaction with Parks and Recreation Pflugerville vs. Southwest vs. the U.S

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



Overall Satisfaction with Communication Pflugerville vs. Southwest vs. the U.S

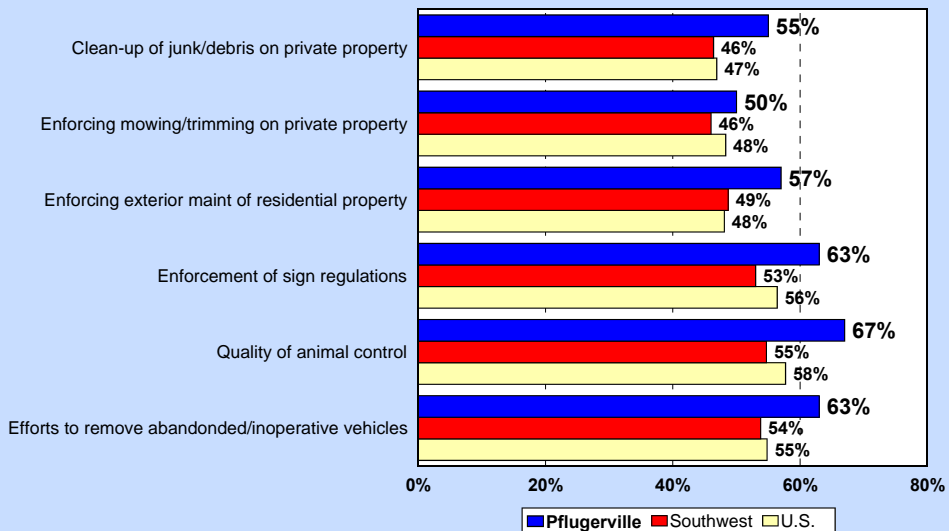
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



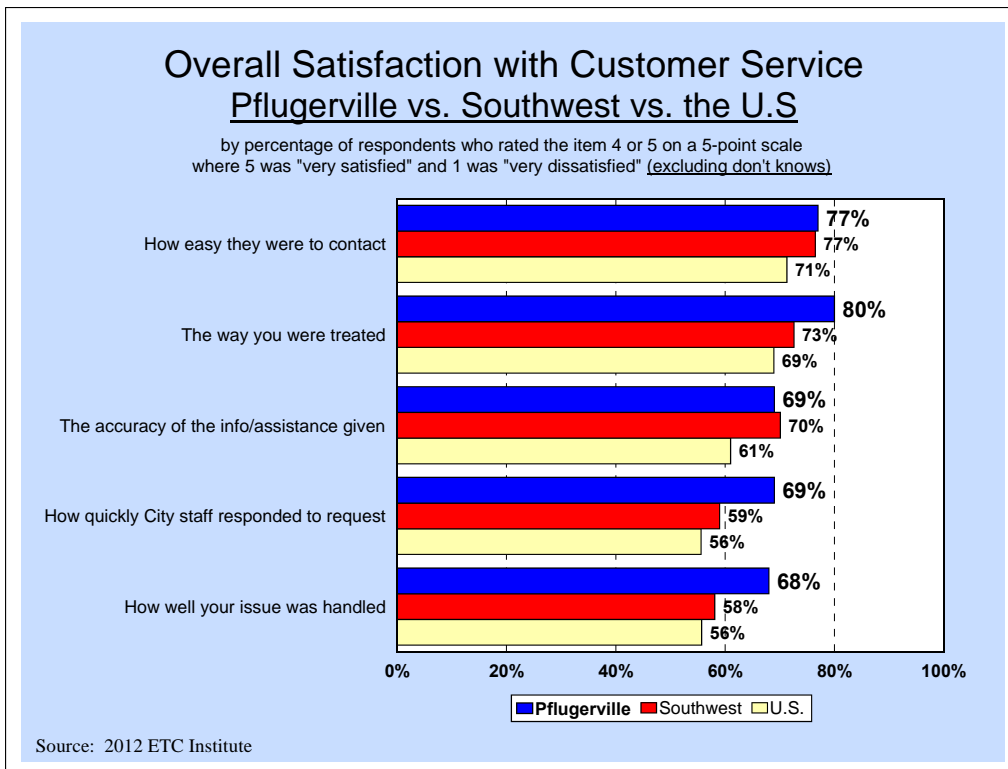
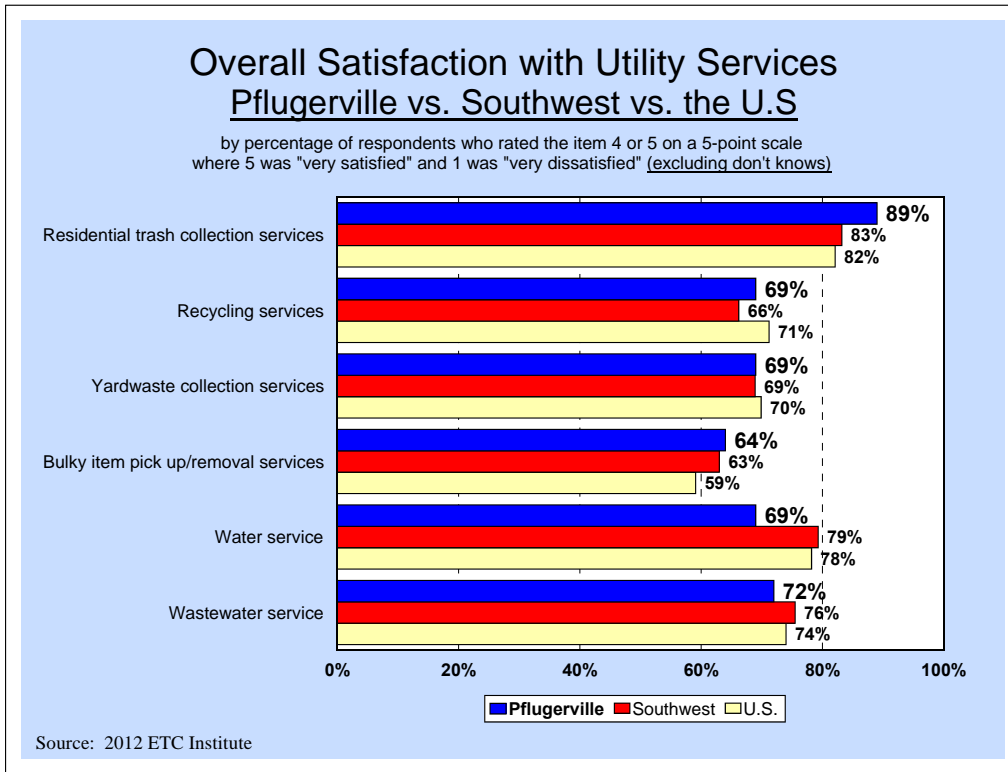
Source: 2012 ETC Institute

Overall Satisfaction with Code Enforcement Pflugerville vs. Southwest vs. the U.S

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

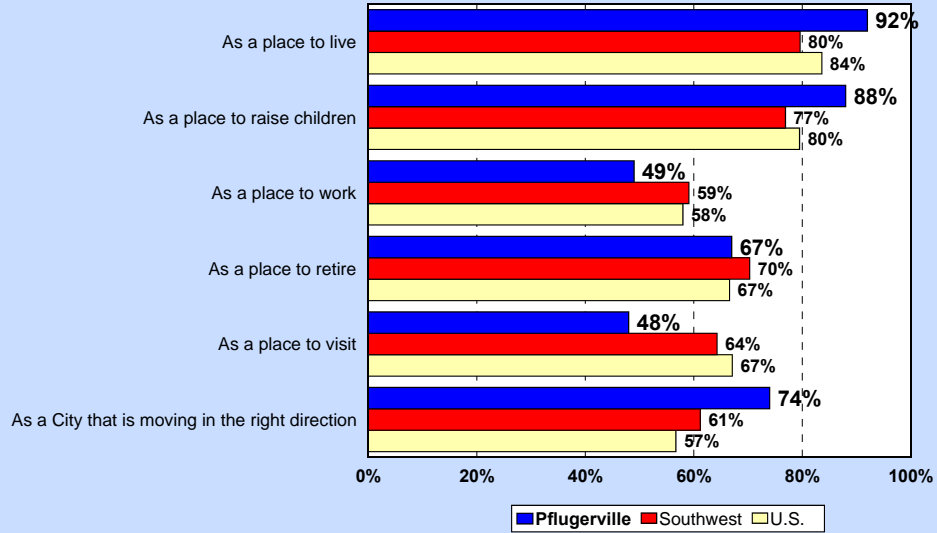


Source: 2012 ETC Institute



Overall Ratings of the Community Pflugerville vs. Southwest vs. the U.S

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



Source: 2012 ETC Institute

National Benchmarks

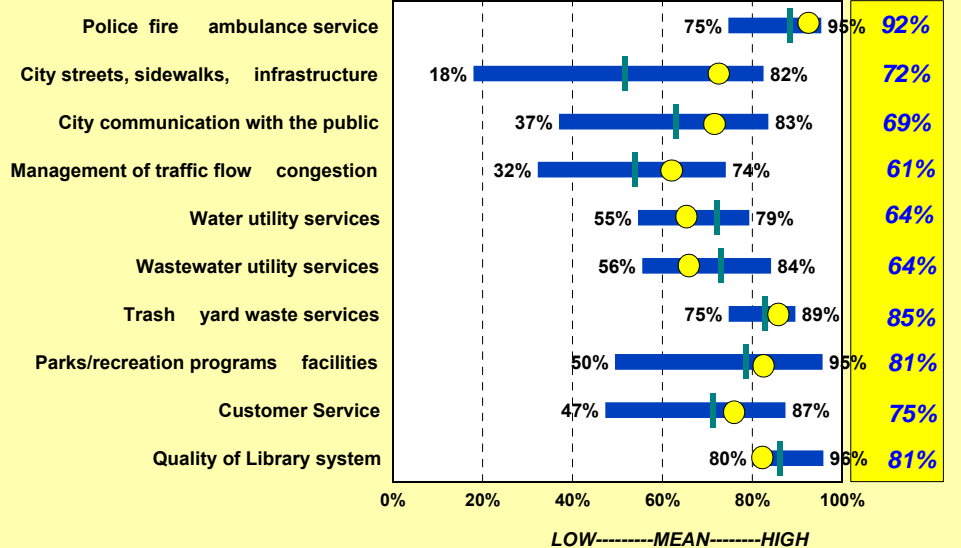
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Pflugerville, Texas is not authorized without written consent from ETC Institute.

Overall Satisfaction With Various City Services 2012

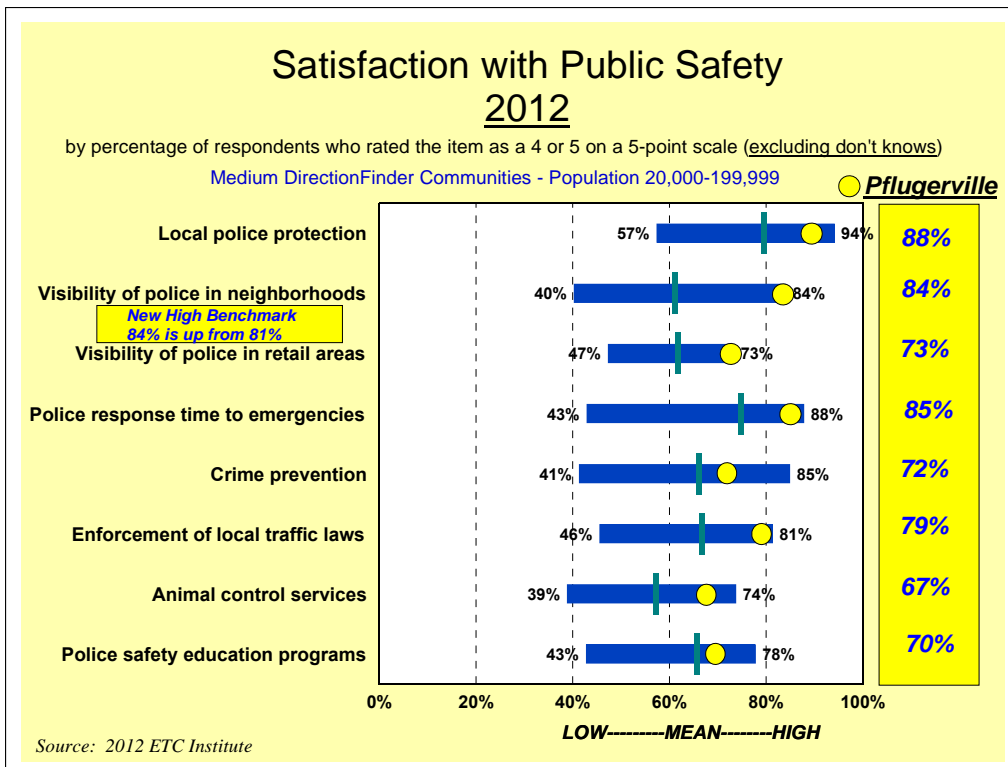
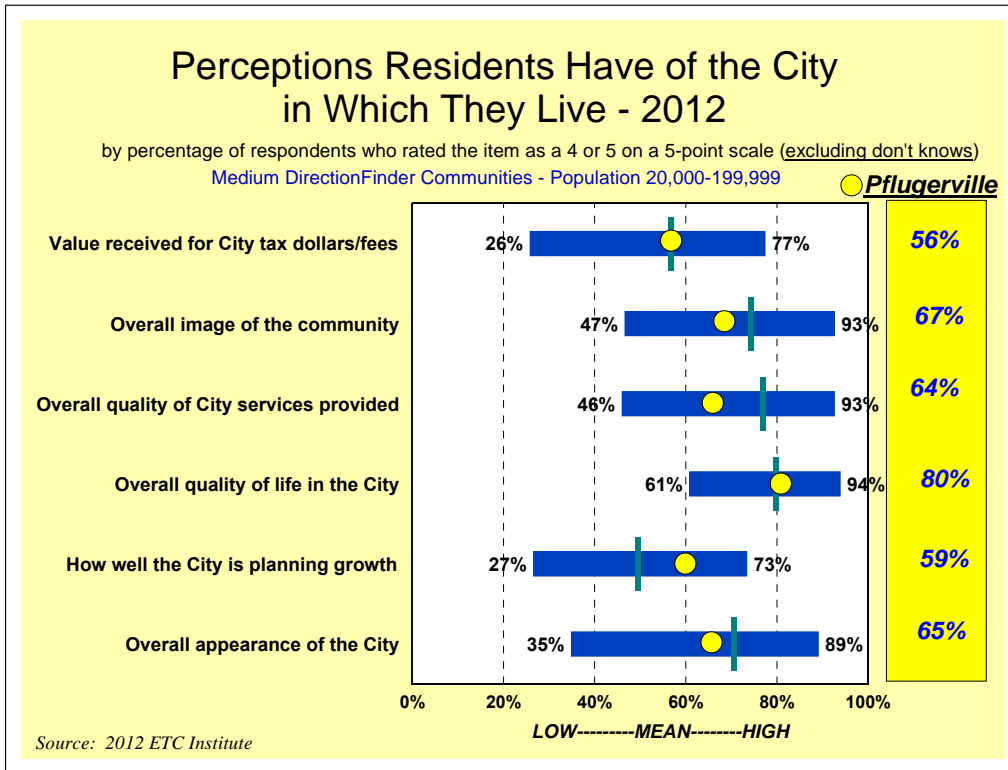
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

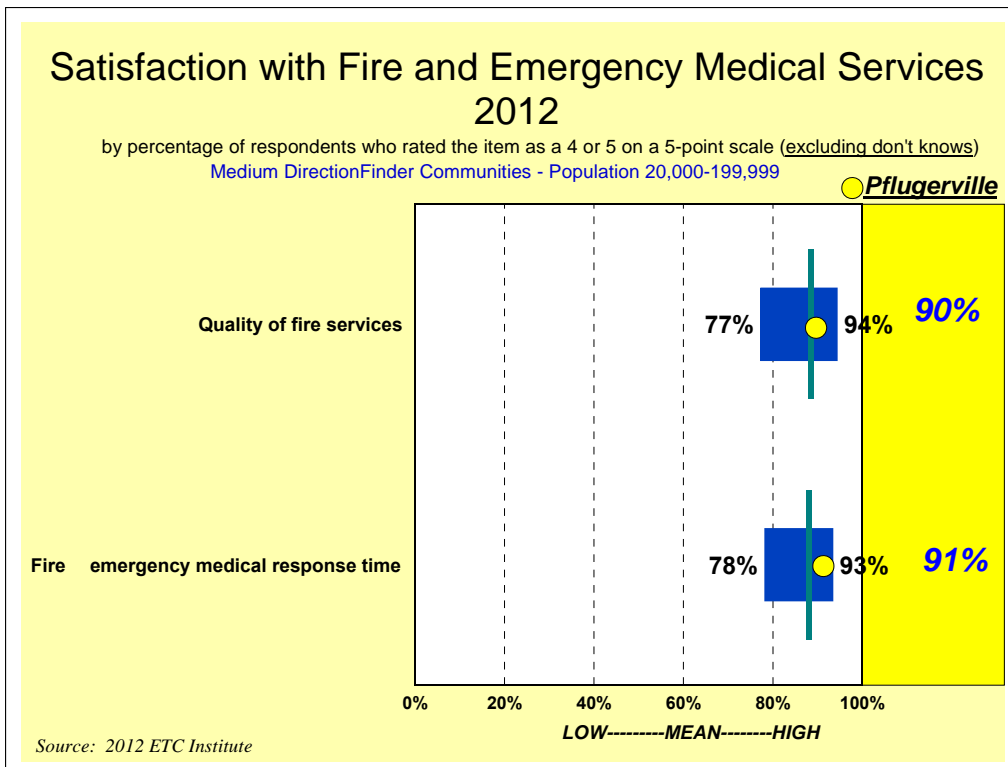
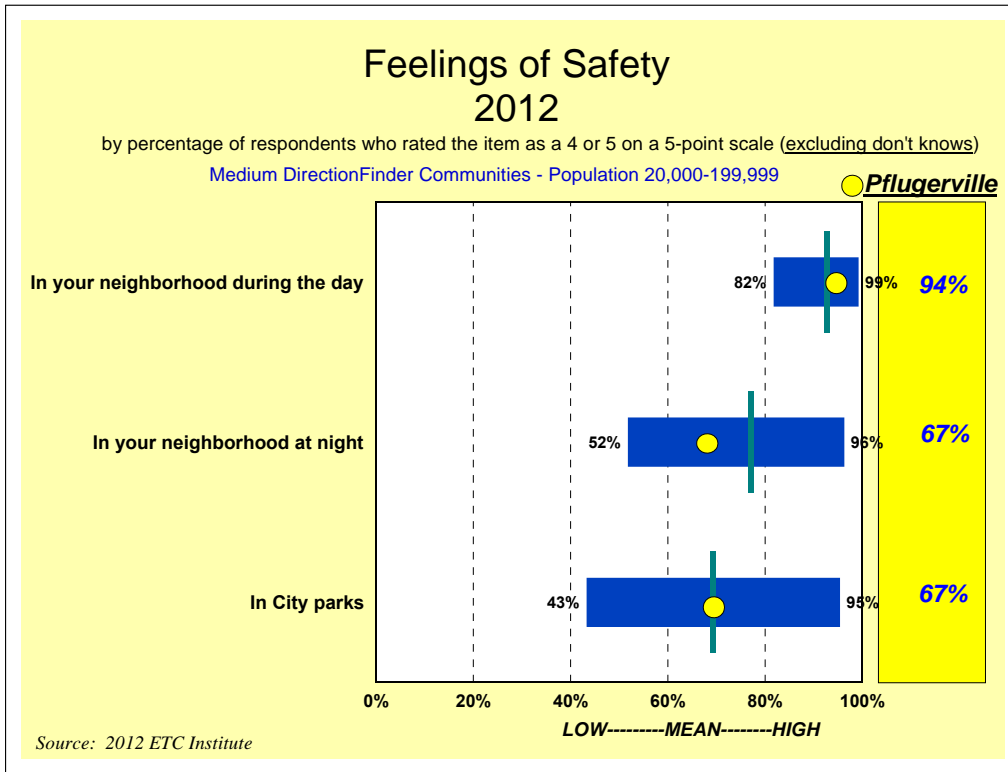
Medium DirectionFinder Communities - Population 20,000-199,999

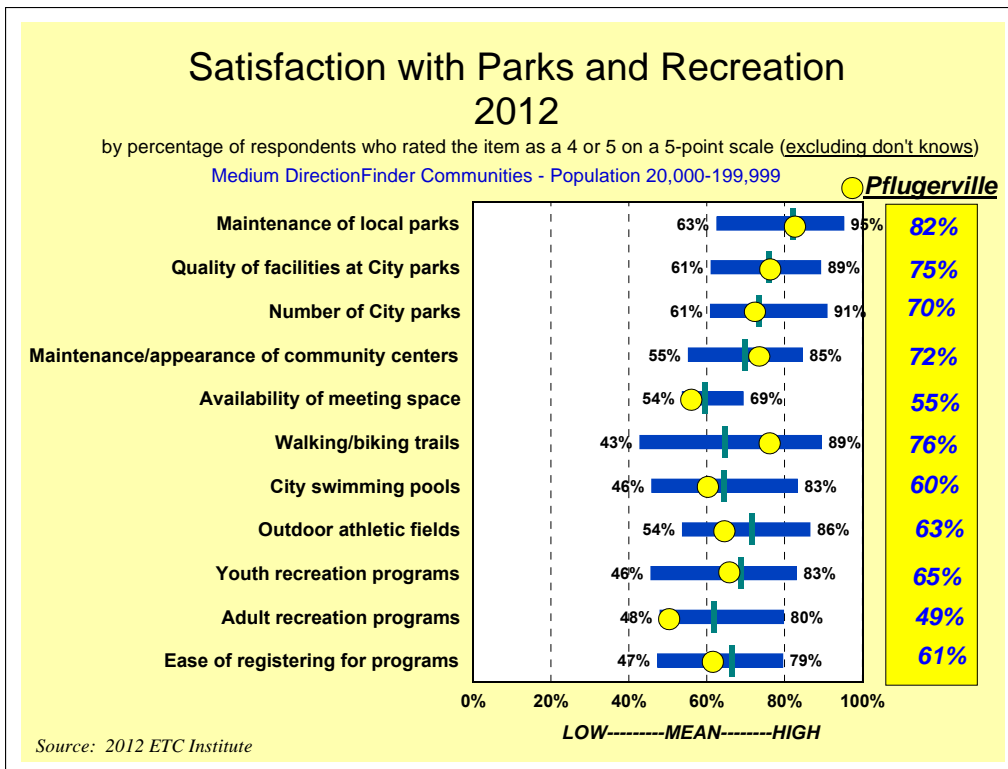
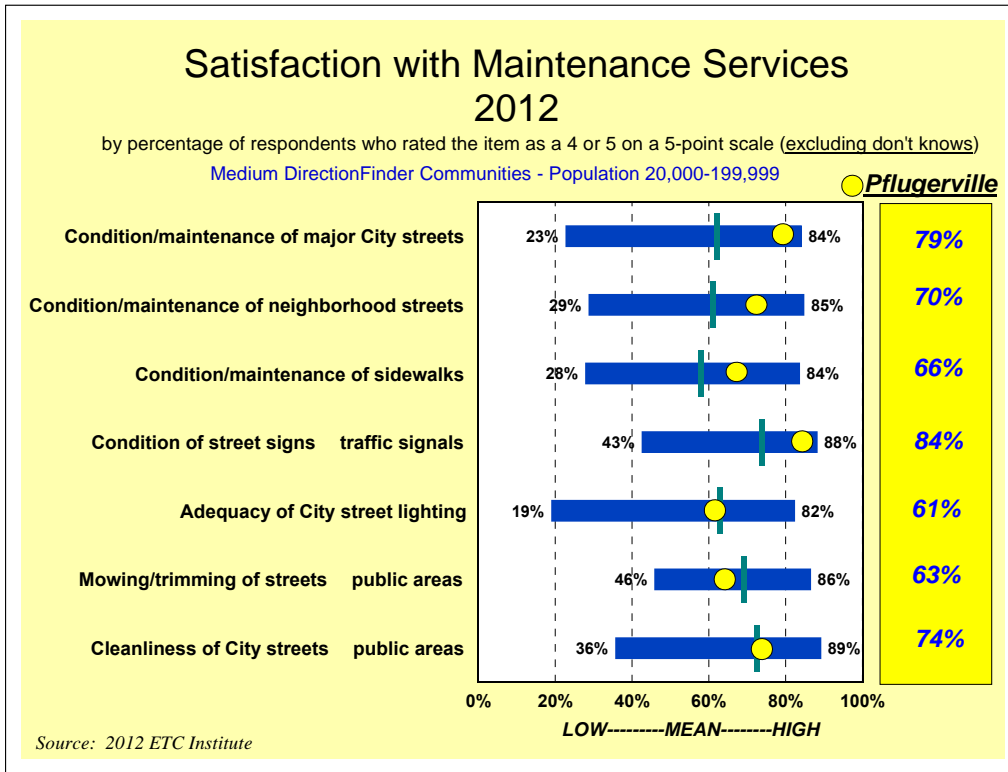
Pflugerville



Source: 2012 ETC Institute





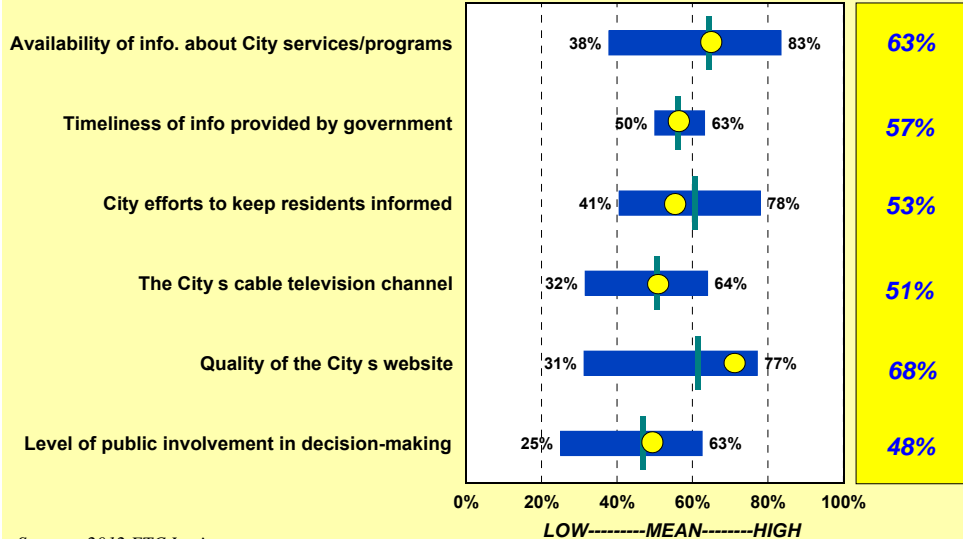


Satisfaction with Communication/Public Information 2012

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

Medium DirectionFinder Communities - Population 20,000-199,999

Pflugerville

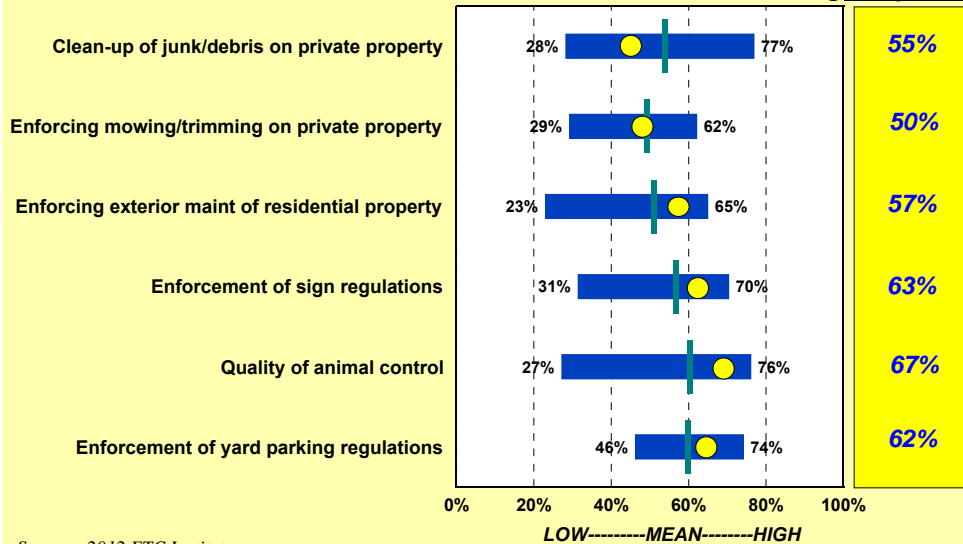


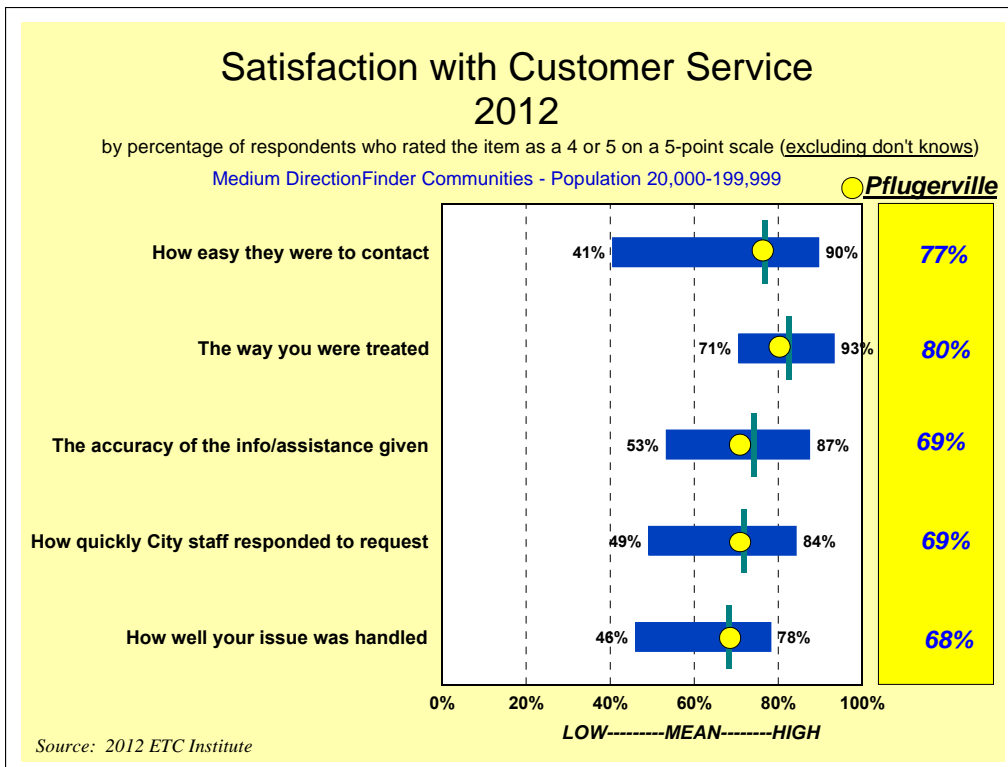
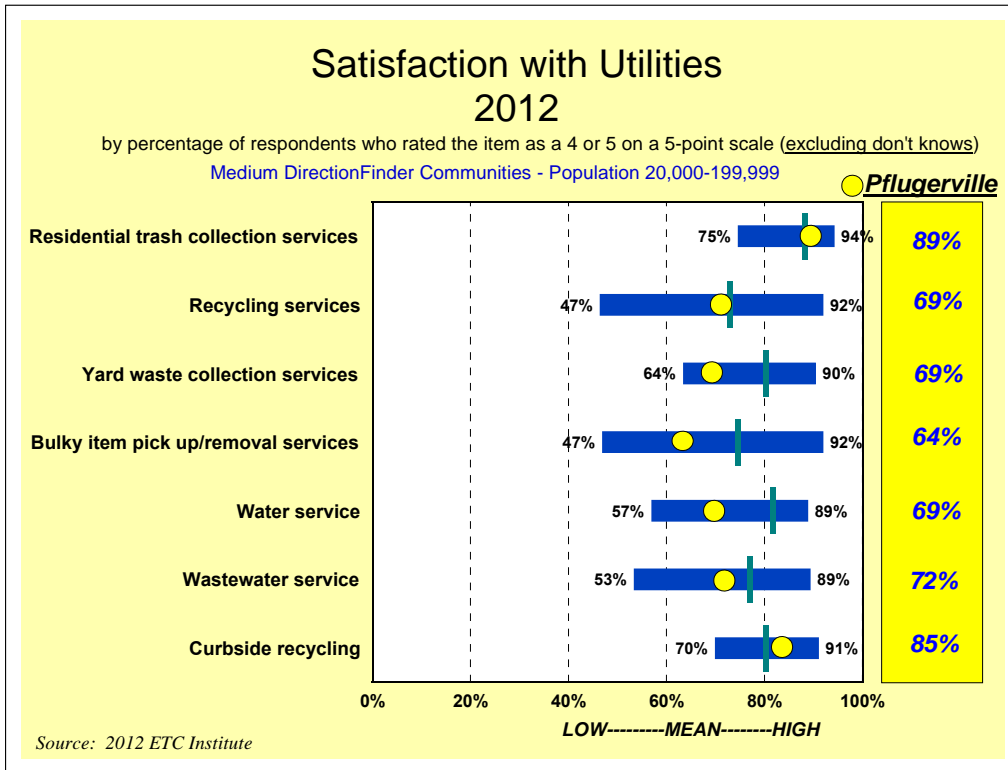
Satisfaction with Code Enforcement Services 2012

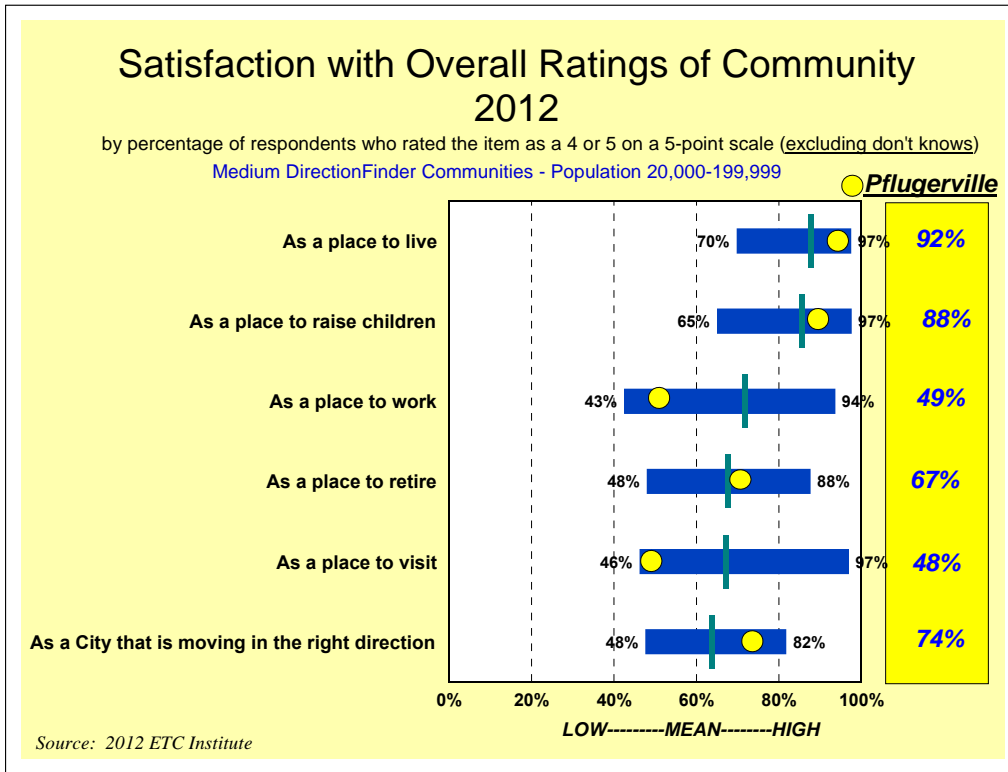
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Medium DirectionFinder Communities - Population 20,000-199,999

Pflugerville







Section 4:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

The City of Pflugerville, TX

Overview

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

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

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Village to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the Village'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 that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major categories of City services they thought should receive the most emphasis over the next two years. Twenty-seven percent (27%) ranked "Quality of parks and recreation programs and facilities" as one of the most important service to emphasize over the next two years.

With regard to satisfaction, “Quality of parks and recreation programs and facilities” was ranked fourth overall with 81% rating “Quality of parks and recreation programs and facilities” as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for “Quality of parks and recreation programs and facilities” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 27% was multiplied by 19% (1-0.81). This calculation yielded an I-S rating of **0.0513**, which was ranked fifth out of eleven major service categories.

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 to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

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

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

Interpreting the Ratings

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

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for the City of Pflugerville are provided on the following page.

Importance-Satisfaction Rating

City of Pflugerville, T

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Flow of traffic/congestion management on streets	47%	1	61%	11	0.1833	1
Quality of water and wastewater services	34%	3	63%	10	0.1251	2
Maintenance of city streets, drainage and sidewalks	42%	2	72%	6	0.1176	3
<u>Medium Priority (IS <.10)</u>						
Effectiveness of communication by the city	18%	6	69%	8	0.0558	4
Quality of parks/recreation programs & facilities	27%	4	81%	4	0.0513	5
Quality of utility billing	11%	7	71%	7	0.0319	6
Quality of police, fire & ambulance service	23%	5	92%	1	0.0184	7
Quality of the Pflugerville Community Library	9%	8	81%	3	0.0171	8
Quality of customer service provided by the city	6%	10	75%	5	0.0151	9
Quality of trash and recycling services	8%	9	85%	2	0.0120	10
Quality of Municipal Court Services	4%	11	67%	9	0.0132	11

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Pflugerville, T

Police Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Efforts by local government to prevent crime	44%	1	71%	6	0.1276	1
<i>Medium Priority (IS <.10)</i>						
Police safety awareness education programs	24%	6	70%	7	0.0720	2
Visibility of police in commercial/retail areas	26%	5	73%	5	0.0702	3
Visibility of police in neighborhoods	40%	2	84%	3	0.0640	4
Animal control services (adoption/ animal pickup)	16%	8	67%	8	0.0528	5
How quickly police respond to emergencies	29%	4	86%	2	0.0406	6
Overall quality of local police protection	30%	3	88%	1	0.0360	7
Enforcement of local traffic laws	18%	7	79%	4	0.0378	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 receive the most emphasis over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Pflugerville, T

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS <.10)</i>						
Quality of facilities, picnic/shelters/playgrounds, at city	34%	2	75%	3	0.0850	1
Outdoor swimming pools	19%	6	60%	10	0.0760	2
Adult athletic programs in your area	13%	10	49%	12	0.0663	3
Number of parks	21%	5	70%	6	0.0630	4
Maintenance of local parks	34%	1	82%	1	0.0612	5
Lake Pflugerville	23%	3	75%	4	0.0575	6
Youth athletic programs in your area	16%	8	65%	7	0.0560	7
Number of walking/biking trails	21%	4	76%	2	0.0504	8
Maintenance/appearance of Pflugerville Rec. Center	16%	7	72%	5	0.0448	9
Quality of outdoor athletic fields	13%	9	63%	8	0.0481	10
Availability of meeting space	9%	11	55%	11	0.0405	11
Ease of registering for city programs	6%	12	61%	9	0.0234	12

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 receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Pflugerville, T

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Adequacy of street lighting in Pflugerville	46%	1	61%	7	0.1794	1
Mowing & tree trimming along streets/public areas	37%	3	63%	6	0.1369	2
Condition of sidewalks in your neighborhood	34%	5	67%	5	0.1122	3
<i>Medium Priority (IS <.10)</i>						
Condition of streets in your neighborhood	32%	6	70%	4	0.0960	4
Condition of major streets in Pflugerville	42%	2	79%	2	0.0882	5
Cleanliness of streets & public areas	34%	4	74%	3	0.0884	6
Condition of street signs & traffic signals	14%	7	84%	1	0.0224	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 receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Pflugerville, T

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Clean up of junk and debris on private property	56%	1	55%	6	0.2520	1
Mowing/cutting of weeds & grass private property	44%	2	50%	7	0.2200	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of neighborhood image standards	39%	3	57%	5	0.1677	3
<u>Medium Priority (IS <.10)</u>						
Efforts to remove abandoned or inoperative vehicles	27%	4	63%	3	0.0999	4
Yard parking regulations in your neighborhood	22%	5	62%	4	0.0836	5
Quality of animal control (animal pickup at large)	19%	6	67%	1	0.0627	6
Enforcing sign regulations	12%	7	63%	2	0.0444	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 receive the most emphasis over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Matrix Analysis

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

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

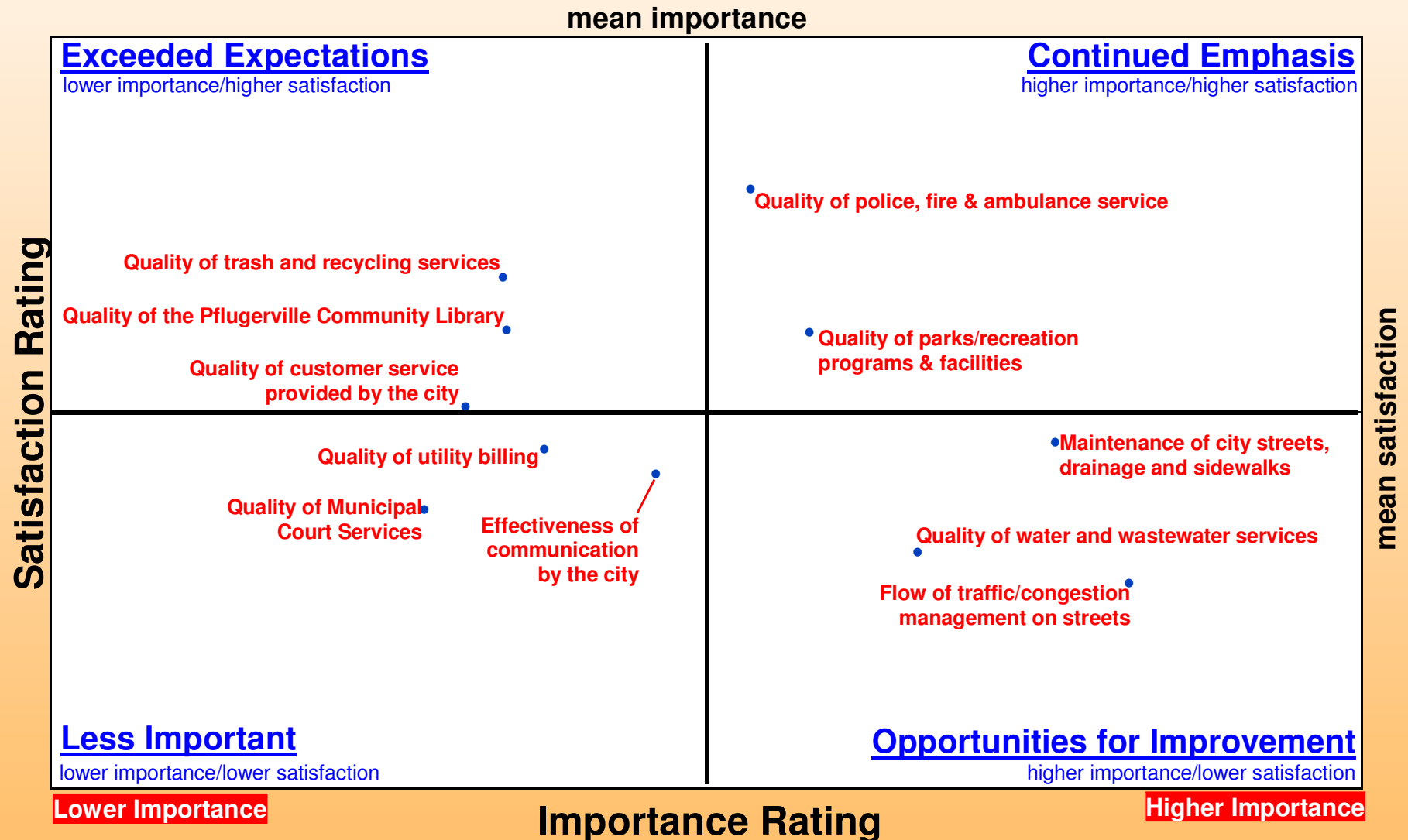
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

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

2012 City of Pflugerville DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

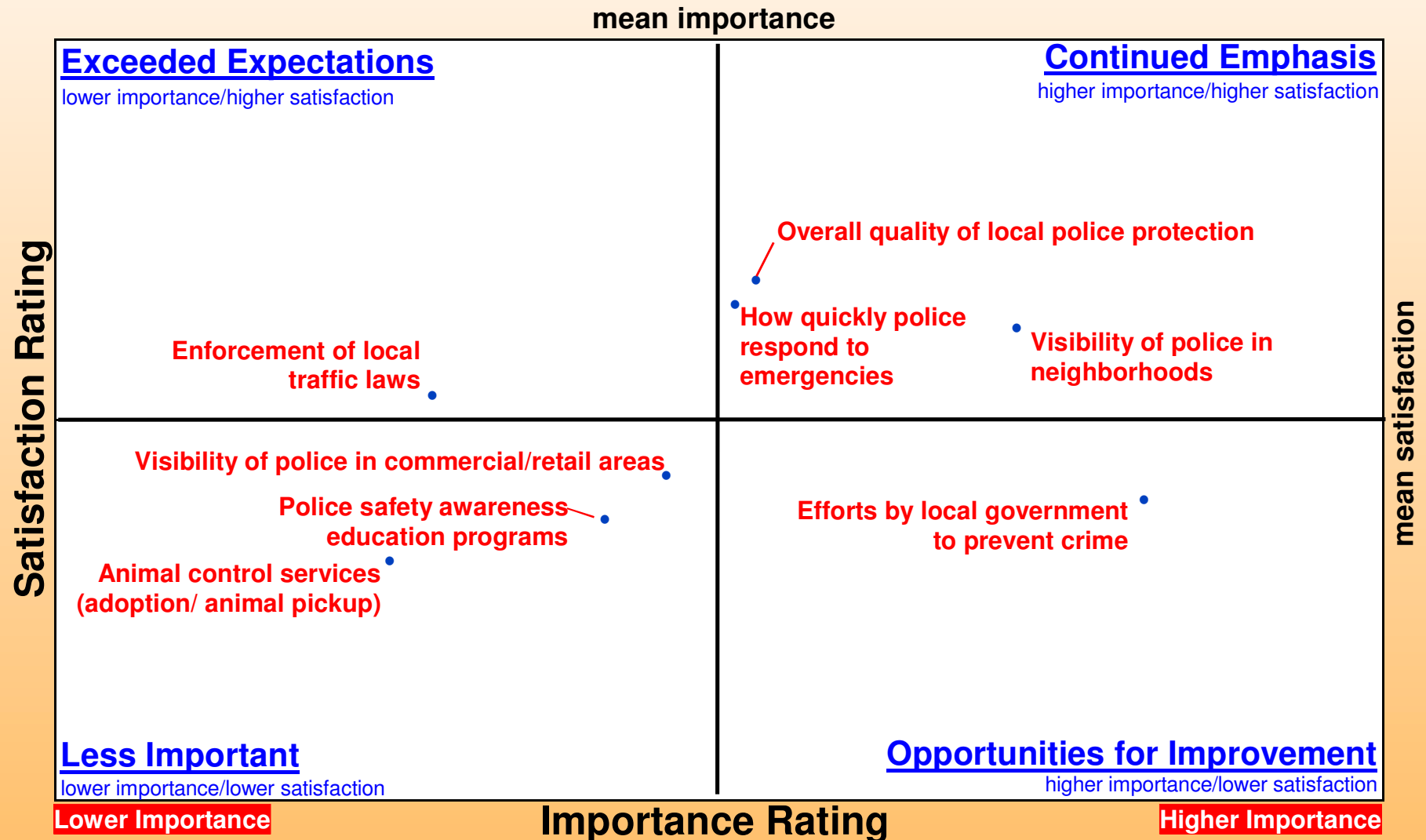
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 City of Pflugerville DirectionFinder Importance-Satisfaction Assessment Matrix

-Police Services-

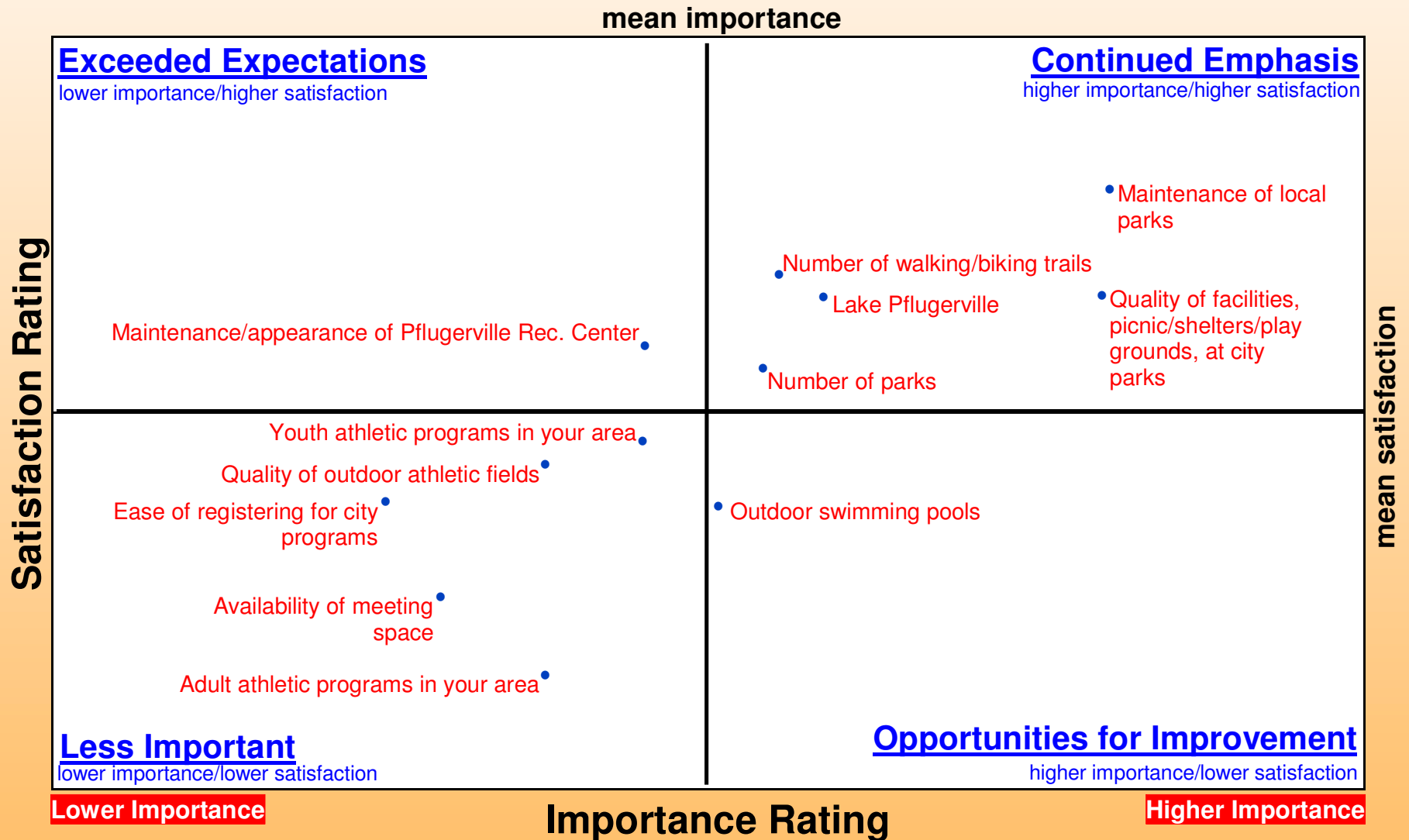
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 City of Pflugerville DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

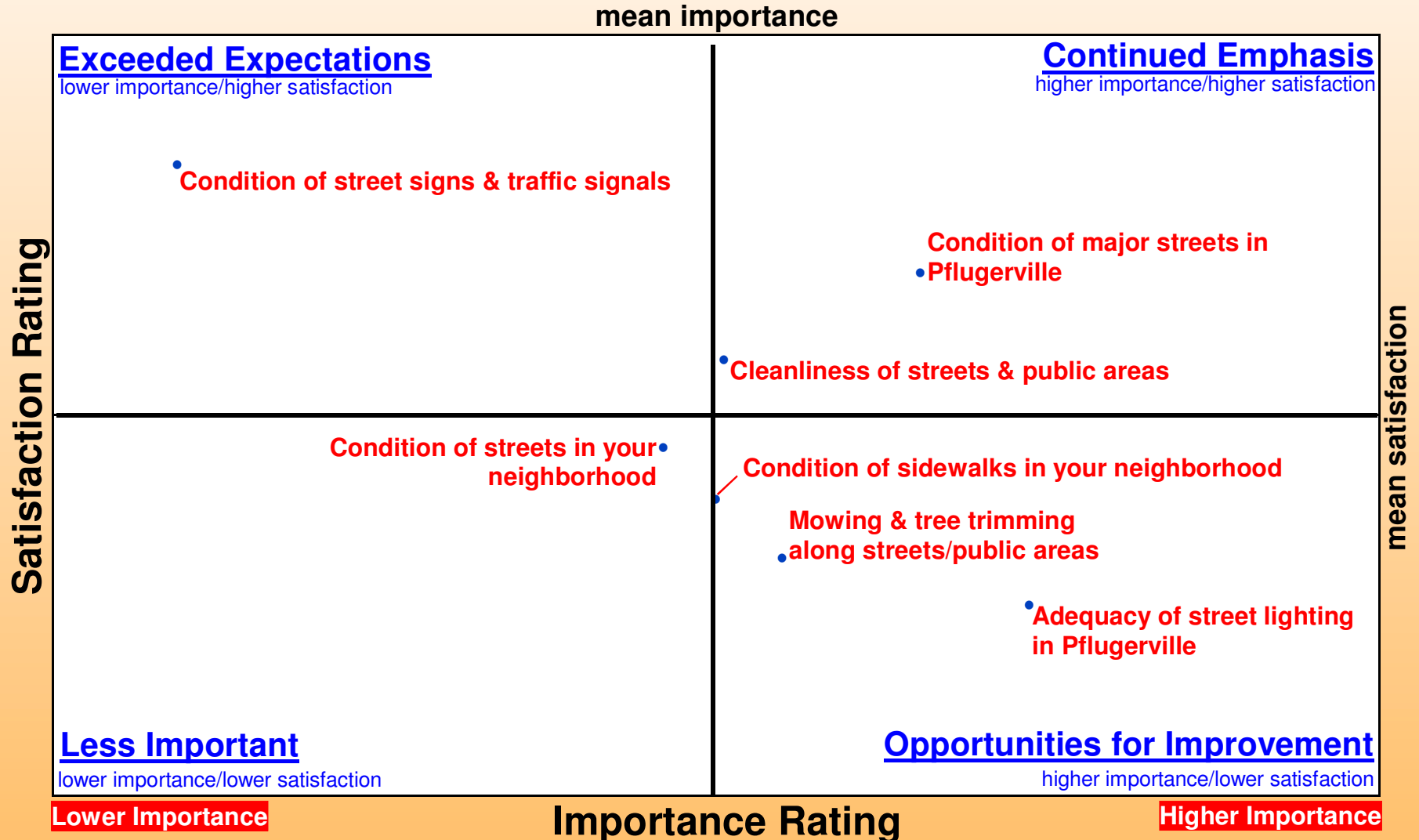
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 City of Pflugerville DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance Services-

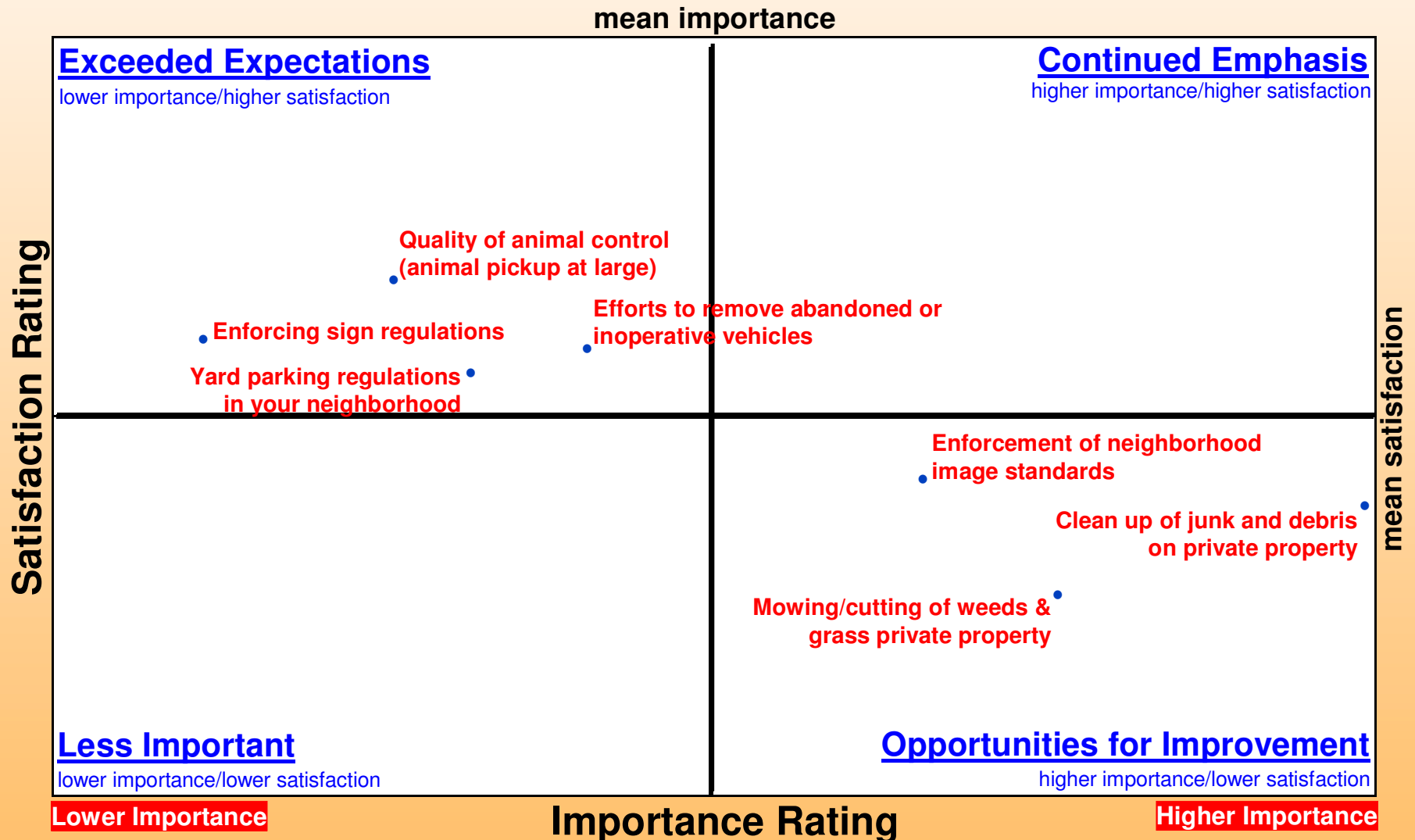
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 City of Pflugerville DirectionFinder Importance-Satisfaction Assessment Matrix

-Code Enforcement-

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



Section 5:
Tabular Data
Survey Instrument

2012 Pflugerville Citizen Survey Results

Q1. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Pflugerville:

(N=432)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q1a. As a place to live	40.3%	51.2%	6.0%	1.9%	0.2%	0.5%
Q1b. As a place to raise children	38.9%	42.6%	10.0%	1.6%	0.5%	6.5%
Q1c. As a place to work	13.2%	25.0%	22.7%	13.0%	5.3%	20.8%
Q1d. As a place to retire	25.5%	34.3%	18.1%	7.4%	4.2%	10.6%
Q1e. As a place to visit	16.4%	29.4%	29.4%	15.7%	5.1%	3.9%
Q1f. As a City moving in the right direction	28.8%	42.7%	17.9%	5.8%	1.4%	3.5%

Q1. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Pflugerville: (without "Don't Know")

(N=432)

	Excellent	Good	Neutral	Below Average	Poor
Q1a. As a place to live	40.5%	51.4%	6.0%	1.9%	0.2%
Q1b. As a place to raise children	41.6%	45.5%	10.6%	1.7%	0.5%
Q1c. As a place to work	16.7%	31.6%	28.7%	16.4%	6.7%
Q1d. As a place to retire	28.5%	38.3%	20.2%	8.3%	4.7%
Q1e. As a place to visit	17.1%	30.6%	30.6%	16.4%	5.3%
Q1f. As a City moving in the right direction	29.8%	44.2%	18.5%	6.0%	1.4%

2012 Pflugerville Citizen Survey Results

Q2. Please rate each category of service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q2a. Quality of police, fire & ambulance service	43.5%	44.0%	6.0%	1.2%	0.2%	5.1%
Q2b. Maintenance of city streets, drainage and sidewalks	24.8%	46.8%	14.4%	9.0%	4.6%	0.5%
Q2c. Effectiveness of communication by the City of Pflugerville	25.0%	40.7%	21.5%	5.1%	2.3%	5.3%
Q2d. Flow of traffic and congestion management on streets	18.8%	41.9%	22.7%	13.4%	3.2%	0.0%
Q2e. Quality of water and wastewater services	21.3%	41.2%	19.0%	9.5%	7.9%	1.2%
Q2f. Quality of utility billing	23.4%	45.6%	20.1%	3.2%	4.2%	3.5%
Q2g. Quality of trash and recycling services	37.5%	47.2%	9.7%	3.7%	1.4%	0.5%
Q2h. Quality of the Pflugerville Community Library	24.8%	38.2%	11.3%	3.0%	0.5%	22.2%
Q2i. Quality of parks and recreation programs and facilities	28.5%	47.9%	12.5%	5.8%	0.0%	5.3%
Q2j. Quality of customer service provided by the city of Pflugerville	24.3%	41.7%	19.0%	2.5%	0.7%	11.8%
Q2k. Quality of Municipal Court Services	12.7%	26.4%	17.4%	1.2%	1.2%	41.2%

2012 Pflugerville Citizen Survey Results

Q2. Please rate each category of service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "Don't Know")

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q2a. Quality of police, fire & ambulance service	45.9%	46.3%	6.3%	1.2%	0.2%
Q2b. Maintenance of city streets, drainage and sidewalks	24.9%	47.0%	14.4%	9.1%	4.7%
Q2c. Effectiveness of communication by the City of Pflugerville	26.4%	43.0%	22.7%	5.4%	2.4%
Q2d. Flow of traffic and congestion management on streets	18.8%	41.9%	22.7%	13.4%	3.2%
Q2e. Quality of water and wastewater services	21.5%	41.7%	19.2%	9.6%	8.0%
Q2f. Quality of utility billing	24.2%	47.2%	20.9%	3.4%	4.3%
Q2g. Quality of trash and recycling services	37.7%	47.4%	9.8%	3.7%	1.4%
Q2h. Quality of the Pflugerville Community Library	31.8%	49.1%	14.6%	3.9%	0.6%
Q2i. Quality of parks and recreation programs and facilities	30.1%	50.6%	13.2%	6.1%	0.0%
Q2j. Quality of customer service provided by the city of Pflugerville	27.6%	47.2%	21.5%	2.9%	0.8%
Q2k. Quality of Municipal Court Services	21.7%	44.9%	29.5%	2.0%	2.0%

2012 Pflugerville Citizen Survey Results

Q3. From the list of items in Question #2 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?

Q3. Most emphasis	Number	Percent
Quality of police, fire, & ambulance service	47	10.9 %
Maintenance of City streets, drainage & sidewalks	81	18.8 %
Effectiveness of communication by the City of Pflugerville	16	3.7 %
Flow of traffic & congestion management on City streets	92	21.3 %
Quality of water & wastewater services	60	13.9 %
Quality of utility billing	13	3.0 %
Quality of trash & recycling services	8	1.9 %
Quality of the Pflugerville Community Library	4	0.9 %
Quality of parks & recreation programs & facilities	30	6.9 %
Quality of customer service provided by the City of Pflugerville	4	0.9 %
Quality of Municipal Court Services	2	0.5 %
None Chosen	75	17.4 %
Total	432	100.0 %

Q3. From the list of items in Question #2 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?

Q3. 2nd choice	Number	Percent
Quality of police, fire, & ambulance service	21	4.9 %
Maintenance of City streets, drainage & sidewalks	72	16.7 %
Effectiveness of communication by the City of Pflugerville	20	4.6 %
Flow of traffic & congestion management on City streets	67	15.5 %
Quality of water & wastewater services	51	11.8 %
Quality of utility billing	14	3.2 %
Quality of trash & recycling services	11	2.5 %
Quality of the Pflugerville Community Library	14	3.2 %
Quality of parks & recreation programs & facilities	38	8.8 %
Quality of customer service provided by the City of Pflugerville	10	2.3 %
Quality of Municipal Court Services	6	1.4 %
None Chosen	108	25.0 %
Total	432	100.0 %

2012 Pflugerville Citizen Survey Results

Q3. From the list of items in Question #2 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?

Q3. 3rd choice	Number	Percent
Quality of police, fire, & ambulance service	33	7.6 %
Maintenance of City streets, drainage & sidewalks	28	6.5 %
Effectiveness of communication by the City of Pflugerville	40	9.3 %
Flow of traffic & congestion management on City streets	42	9.7 %
Quality of water & wastewater services	34	7.9 %
Quality of utility billing	20	4.6 %
Quality of trash & recycling services	17	3.9 %
Quality of the Pflugerville Community Library	19	4.4 %
Quality of parks & recreation programs & facilities	49	11.3 %
Quality of customer service provided by the City of Pflugerville	12	2.8 %
Quality of Municipal Court Services	7	1.6 %
None Chosen	131	30.3 %
Total	432	100.0 %

Q3. From the list of items in Question #2 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 three)

Q3. Most emphasis	Number	Percent
Quality of police, fire, & ambulance service	101	23.4 %
Maintenance of City streets, drainage & sidewalks	181	41.9 %
Effectiveness of communication by the City of Pflugerville	76	17.6 %
Flow of traffic & congestion management on City streets	201	46.5 %
Quality of water & wastewater services	145	33.6 %
Quality of utility billing	47	10.9 %
Quality of trash & recycling services	36	8.3 %
Quality of the Pflugerville Community Library	37	8.6 %
Quality of parks & recreation programs & facilities	117	27.1 %
Quality of customer service provided by the City of Plugerville	26	6.0 %
Quality of Municipal Court Services	15	3.5 %
None Chosen	75	17.4 %
Total	1057	

2012 Pflugerville Citizen Survey Results

Q4. Please rate several items that may influence your PERCEPTION of the community. Rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Overall value that you receive for your City tax dollars and fees	12.3%	41.0%	27.5%	11.3%	3.9%	3.9%
Q4b. Image of your community	19.2%	46.1%	22.0%	8.8%	1.6%	2.3%
Q4c. Quality of City governmental services	16.9%	42.1%	28.9%	3.0%	1.4%	7.6%
Q4d. Quality of life in your community	28.5%	50.0%	15.7%	3.2%	0.9%	1.6%
Q4e. How well your community is planning growth	18.5%	36.6%	26.6%	9.5%	2.8%	6.0%
Q4f. Appearance of your community	18.3%	45.6%	23.6%	10.2%	1.2%	1.2%
Q4g. Quality of the Downtown in the community where you live	11.6%	35.4%	31.7%	13.7%	3.9%	3.7%

2012 Pflugerville Citizen Survey Results

Q4. Please rate several items that may influence your PERCEPTION of the community. 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=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Overall value that you receive for your City tax dollars and fees	12.8%	42.7%	28.7%	11.8%	4.1%
Q4b. Image of your community	19.7%	47.2%	22.5%	9.0%	1.7%
Q4c. Quality of City governmental services	18.3%	45.6%	31.3%	3.3%	1.5%
Q4d. Quality of life in your community	28.9%	50.8%	16.0%	3.3%	0.9%
Q4e. How well your community is planning growth	19.7%	38.9%	28.3%	10.1%	3.0%
Q4f. Appearance of your community	18.5%	46.1%	23.9%	10.3%	1.2%
Q4g. Quality of the Downtown in the community where you live	12.0%	36.8%	32.9%	14.2%	4.1%

2012 Pflugerville Citizen Survey Results

Q5. Please rate each police services item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Overall quality of local police protection	41.2%	43.3%	10.2%	1.2%	0.7%	3.5%
Q5b. Visibility of police in neighborhoods	43.1%	40.5%	9.7%	5.3%	0.9%	0.5%
Q5c. Visibility of police in commercial and retail areas	28.7%	41.9%	20.1%	5.3%	0.5%	3.5%
Q5d. How quickly police respond to emergencies	36.3%	30.8%	9.5%	1.2%	0.5%	21.8%
Q5e. Efforts by local government in your area to prevent crime	24.8%	36.8%	20.4%	3.7%	0.7%	13.7%
Q5f. Enforcement of local traffic laws	29.2%	47.5%	16.0%	3.2%	1.2%	3.0%
Q5g. Animal control services (adoption / animal pickup)	18.5%	31.7%	17.8%	4.9%	2.3%	24.8%
Q5h. Police safety awareness education programs	22.0%	30.8%	18.1%	3.0%	1.6%	24.5%

2012 Pflugerville Citizen Survey Results

Q5. Please rate each police services item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "Don't Know")

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Overall quality of local police protection	42.7%	44.8%	10.6%	1.2%	0.7%
Q5b. Visibility of police in neighborhoods	43.3%	40.7%	9.8%	5.3%	0.9%
Q5c. Visibility of police in commercial and retail areas	29.7%	43.4%	20.9%	5.5%	0.5%
Q5d. How quickly police respond to emergencies	46.4%	39.3%	12.1%	1.5%	0.6%
Q5e. Efforts by local government in your area to prevent crime	28.7%	42.6%	23.6%	4.3%	0.8%
Q5f. Enforcement of local traffic laws	30.1%	48.9%	16.5%	3.3%	1.2%
Q5g. Animal control services (adoption / animal pickup)	24.6%	42.2%	23.7%	6.5%	3.1%
Q5h. Police safety awareness education programs	29.1%	40.8%	23.9%	4.0%	2.1%

2012 Pflugerville Citizen Survey Results

Q6. From the list of items in Question #5 which THREE of the major categories of police services do you think should receive the most emphasis from City leaders over the next two years?

<u>Q6. Most emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	70	16.2 %
Visibility of police in neighborhoods	83	19.2 %
Visibility of police in commercial and retail areas	28	6.5 %
How quickly police respond to emergencies	27	6.3 %
Efforts by local government in your area to prevent crime	73	16.9 %
Enforcement of local traffic laws	18	4.2 %
Animal control services (adoption / animal pickup)	28	6.5 %
Police safety awareness education programs	34	7.9 %
None Chosen	71	16.4 %
Total	432	100.0 %

Q6. From the list of items in Question #5 which THREE of the major categories of police services 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>
Overall quality of local police protection	29	6.7 %
Visibility of police in neighborhoods	56	13.0 %
Visibility of police in commercial and retail areas	46	10.6 %
How quickly police respond to emergencies	56	13.0 %
Efforts by local government in your area to prevent crime	61	14.1 %
Enforcement of local traffic laws	26	6.0 %
Animal control services (adoption / animal pickup)	19	4.4 %
Police safety awareness education programs	31	7.2 %
None Chosen	108	25.0 %
Total	432	100.0 %

2012 Pflugerville Citizen Survey Results

Q6. From the list of items in Question #5 which THREE of the major categories of police services 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>
Overall quality of local police protection	30	6.9 %
Visibility of police in neighborhoods	32	7.4 %
Visibility of police in commercial and retail areas	40	9.3 %
How quickly police respond to emergencies	42	9.7 %
Efforts by local government in your area to prevent crime	58	13.4 %
Enforcement of local traffic laws	32	7.4 %
Animal control services (adoption / animal pickup)	22	5.1 %
Police safety awareness education programs	39	9.0 %
None Chosen	137	31.7 %
Total	432	100.0 %

Q6. From the list of items in Question #5 which THREE of the major categories of police services do you think should receive the most emphasis from City leaders over the next two years? (Top three)

<u>Q6. Most emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	129	29.9 %
Visibility of police in neighborhoods	171	39.6 %
Visibility of police in commercial and retail areas	114	26.4 %
How quickly police respond to emergencies	125	28.9 %
Efforts by local government in your area to prevent crime	192	44.4 %
Enforcement of local traffic laws	76	17.6 %
Animal control services (adoption / animal pickup)	69	16.0 %
Police safety awareness education programs	104	24.1 %
None Chosen	71	16.4 %
Total	1051	

2012 Pflugerville Citizen Survey Results

Q7. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

(N=432)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q7a. Walking in your neighborhood during the day	62.7%	31.3%	4.9%	0.5%	0.5%	0.2%
Q7b. Walking in your neighborhood after dark	22.2%	42.8%	17.4%	13.0%	2.5%	2.1%
Q7c. Walking on City trails / in City parks	21.1%	39.8%	22.2%	6.0%	1.2%	9.7%
Q7d. Walking at Lake Pflugerville	27.1%	28.2%	18.1%	3.2%	0.5%	22.9%

Q7. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (without "Don't Know")

(N=432)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q7a. Walking in your neighborhood during the day	62.9%	31.3%	4.9%	0.5%	0.5%
Q7b. Walking in your neighborhood after dark	22.7%	43.7%	17.7%	13.2%	2.6%
Q7c. Walking on City trails / in City parks	23.3%	44.1%	24.6%	6.7%	1.3%
Q7d. Walking at Lake Pflugerville	35.1%	36.6%	23.4%	4.2%	0.6%

2012 Pflugerville Citizen Survey Results

Q8. Please rate each fire services item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Don't Know
Q8a. Overall quality of fire services	38.0%	31.7%	6.9%	0.2%	23.1%
Q8b. How quickly fire and emergency medical services personnel respond	37.7%	25.5%	6.3%	0.2%	30.3%

Q8. Please rate each fire services item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "Don't Know")

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied
Q8a. Overall quality of fire services	49.4%	41.3%	9.0%	0.3%
Q8b. How quickly fire and emergency medical services personnel respond	54.2%	36.5%	9.0%	0.3%

2012 Pflugerville Citizen Survey Results

Q9. Please rate each parks & recreation item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatis- fied	Very Dissatis- fied	Don't Know
Q9a. Maintenance of local parks	22.5%	53.9%	12.3%	3.5%	1.4%	6.5%
Q9b. Quality of facilities, such as picnic shelters and playgrounds, at City parks	21.3%	47.5%	18.1%	4.4%	0.9%	7.9%
Q9c. Number of parks	21.8%	43.5%	17.4%	8.6%	2.3%	6.5%
Q9d. Maintenance and appearance of Pflugerville Recreation Center	17.1%	36.3%	17.6%	3.5%	0.5%	25.0%
Q9e. Availability of meeting space	11.3%	22.0%	20.4%	6.0%	1.4%	38.9%
Q9f. Number of walking/biking trails	28.0%	40.3%	13.4%	7.4%	0.7%	10.2%
Q9g. Outdoor swimming pools	17.4%	34.3%	19.2%	10.2%	4.2%	14.8%
Q9h. Quality of outdoor athletic fields	15.1%	32.5%	19.3%	6.0%	2.1%	25.1%
Q9i. Youth athletic programs in your area	14.6%	29.2%	16.2%	5.8%	1.6%	32.6%
Q9j. Adult athletic programs in your area	9.3%	20.6%	18.1%	8.6%	3.9%	39.6%
Q9k. Lake Pflugerville	23.8%	40.3%	16.7%	3.9%	1.4%	13.9%
Q9l. Ease of registering for City programs	13.0%	25.0%	19.7%	2.5%	2.1%	37.7%

2012 Pflugerville Citizen Survey Results

Q9. Please rate each parks & recreation item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "Don't Know")

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Maintenance of local parks	24.0%	57.7%	13.1%	3.7%	1.5%
Q9b. Quality of facilities, such as picnic shelters and playgrounds, at City parks	23.1%	51.5%	19.6%	4.8%	1.0%
Q9c. Number of parks	23.3%	46.5%	18.6%	9.2%	2.5%
Q9d. Maintenance and appearance of Pflugerville Recreation Center	22.8%	48.5%	23.5%	4.6%	0.6%
Q9e. Availability of meeting space	18.6%	36.0%	33.3%	9.8%	2.3%
Q9f. Number of walking/biking trails	31.2%	44.8%	14.9%	8.2%	0.8%
Q9g. Outdoor swimming pools	20.4%	40.2%	22.6%	12.0%	4.9%
Q9h. Quality of outdoor athletic fields	20.1%	43.3%	25.7%	8.0%	2.8%
Q9i. Youth athletic programs in your area	21.6%	43.3%	24.1%	8.6%	2.4%
Q9j. Adult athletic programs in your area	15.3%	34.1%	29.9%	14.2%	6.5%
Q9k. Lake Pflugerville	27.7%	46.8%	19.4%	4.6%	1.6%
Q9l. Ease of registering for City programs	20.8%	40.1%	31.6%	4.1%	3.3%

2012 Pflugerville Citizen Survey Results

Q10. From the list of items in Question #9 which THREE of the major categories of Parks and Recreation services do you think should receive the most emphasis from City leaders over the next two years?

Q10. Most emphasis	Number	Percent
Maintenance of local parks	82	19.0 %
Quality of facilities at City parks	45	10.4 %
Number of parks	35	8.1 %
Maintenance & appearance of Pflugerville Recreation Center	24	5.6 %
Availability of meeting space	10	2.3 %
Number of walking/biking trails	24	5.6 %
Outdoor swimming pools	34	7.9 %
Quality of outdoor athletic fields	19	4.4 %
Youth athletic programs in your area	24	5.6 %
Adult athletic programs in your area	13	3.0 %
Lake Pflugerville	29	6.7 %
Ease of registering for City programs	7	1.6 %
<u>None Chosen</u>	86	19.9 %
Total	432	100.0 %

Q10. From the list of items in Question #9 which THREE of the major categories of Parks and Recreation services do you think should receive the most emphasis from City leaders over the next two years?

Q10. 2nd choice	Number	Percent
Maintenance of local parks	33	7.6 %
Quality of facilities at City parks	71	16.4 %
Number of parks	26	6.0 %
Maintenance & appearance of Pflugerville Recreation Center	22	5.1 %
Availability of meeting space	13	3.0 %
Number of walking/biking trails	43	10.0 %
Outdoor swimming pools	24	5.6 %
Quality of outdoor athletic fields	14	3.2 %
Youth athletic programs in your area	23	5.3 %
Adult athletic programs in your area	19	4.4 %
Lake Pflugerville	25	5.8 %
Ease of registering for City programs	10	2.3 %
<u>None Chosen</u>	109	25.2 %
Total	432	100.0 %

2012 Pflugerville Citizen Survey Results

Q10. From the list of items in Question #9 which THREE of the major categories of Parks and Recreation services do you think should receive the most emphasis from City leaders over the next two years?

Q10. 3rd choice	Number	Percent
Maintenance of local parks	32	7.4 %
Quality of facilities at City parks	30	6.9 %
Number of parks	29	6.7 %
Maintenance & appearance of Pflugerville Recreation Center	24	5.6 %
Availability of meeting space	14	3.2 %
Number of walking/biking trails	25	5.8 %
Outdoor swimming pools	24	5.6 %
Quality of outdoor athletic fields	21	4.9 %
Youth athletic programs in your area	23	5.3 %
Adult athletic programs in your area	22	5.1 %
Lake Pflugerville	46	10.6 %
Ease of registering for City programs	11	2.5 %
None Chosen	131	30.3 %
Total	432	100.0 %

Q10. From the list of items in Question #9 which THREE of the major categories of Parks and Recreation services do you think should receive the most emphasis from City leaders over the next two years? (Top three)

Q10. Most emphasis	Number	Percent
Maintenance of local parks	147	34.0 %
Quality of facilities at City parks	146	33.8 %
Number of parks	90	20.8 %
Maintenance & appearance of Pflugerville Recreation Center	70	16.2 %
Availability of meeting space	37	8.6 %
Number of walking/biking trails	92	21.3 %
Outdoor swimming pools	82	19.0 %
Quality of outdoor athletic fields	54	12.5 %
Youth athletic programs in your area	70	16.2 %
Adult athletic programs in your area	54	12.5 %
Lake Pflugerville	100	23.1 %
Ease of registering for City programs	28	6.5 %
None Chosen	86	19.9 %
Total	1056	

2012 Pflugerville Citizen Survey Results

Q11. Below is a list of parks and recreation commission goals, in no particular order. To help identify the goals most supported by our residents, please check the TWO that are of most interest to your household.

Q11. Most interested	Number	Percent
Improvements to the Gilleland Creek Pool house	47	10.9 %
A new Randig Regional Park	20	4.6 %
Sports complex design & construction	65	15.0 %
Build an activity center for a combined library, parks & rec	83	19.2 %
Recreation center expansion and/or new rec center	101	23.4 %
Splash pad with restroom, shade & benches	59	13.7 %
Trails development / connectivity	100	23.1 %
Neighborhood park development	75	17.4 %
Lake Pflugerville Park restrooms	105	24.3 %
Sand volleyball courts at Lake Pflugerville	22	5.1 %
Pfenning Fields restroom facility	14	3.2 %
Pedestrian bridge on Immanuel Road	34	7.9 %
Disc golf course	25	5.8 %
None of these	156	36.1 %
Total	906	

Q12. If the parks department expanded in the way you indicated in Question 11, would you be willing to pay a slight tax increase to support the project?

Q12. If the parks department expanded in the way you indicated in Question 11, would you be willing to pay a slight tax increase to support the project?	Number	Percent
Yes	150	34.7 %
No	137	31.7 %
Don't Know	145	33.6 %
Total	432	100.0 %

2012 Pflugerville Citizen Survey Results

Q13. Please rate each maintenance services item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Condition of major streets in Pflugerville	23.8%	54.4%	11.3%	7.9%	2.3%	0.2%
Q13b. Condition of streets in your neighborhood	26.4%	42.6%	16.4%	7.6%	6.7%	0.2%
Q13c. Condition of sidewalks in your neighborhood	25.2%	40.5%	14.6%	11.3%	7.2%	1.2%
Q13d. Condition of street signs and traffic signals	33.8%	49.8%	11.6%	2.3%	1.9%	0.7%
Q13e. Adequacy of street lighting in Pflugerville	17.1%	43.5%	21.1%	13.7%	4.2%	0.5%
Q13f. Mowing and tree trimming along streets and other public areas	19.0%	44.0%	21.5%	11.1%	3.7%	0.7%
Q13g. Cleanliness of streets and other public areas	21.3%	51.9%	18.1%	6.0%	1.9%	0.9%

2012 Pflugerville Citizen Survey Results

Q13. Please rate each maintenance services item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "Don't Know")

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Condition of major streets in Pflugerville	23.9%	54.5%	11.4%	7.9%	2.3%
Q13b. Condition of streets in your neighborhood	26.5%	42.7%	16.5%	7.7%	6.7%
Q13c. Condition of sidewalks in your neighborhood	25.5%	41.0%	14.8%	11.5%	7.3%
Q13d. Condition of street signs and traffic signals	34.0%	50.1%	11.7%	2.3%	1.9%
Q13e. Adequacy of street lighting in Pflugerville	17.2%	43.7%	21.2%	13.7%	4.2%
Q13f. Mowing and tree trimming along streets and other public areas	19.1%	44.3%	21.7%	11.2%	3.7%
Q13g. Cleanliness of streets and other public areas	21.5%	52.3%	18.2%	6.1%	1.9%

2012 Pflugerville Citizen Survey Results

Q14. From the list of items in Question #13 which THREE of the major categories of Maintenance Services do you think should receive the most emphasis from City leaders over the next two years?

Q14. Most emphasis	Number	Percent
Condition of major streets in Pflugerville	82	19.0 %
Condition of streets in your neighborhood	64	14.8 %
Condition of sidewalks in your neighborhood	57	13.2 %
Condition of street signs & traffic signals	13	3.0 %
Adequacy of street lighting in Pflugerville	79	18.3 %
Mowing & tree trimming along streets & other public areas	45	10.4 %
Cleanliness of streets & other public areas	32	7.4 %
<u>None Chosen</u>	60	13.9 %
Total	432	100.0 %

Q14. From the list of items in Question #13 which THREE of the major categories of Maintenance Services do you think should receive the most emphasis from City leaders over the next two years?

Q14. 2nd choice	Number	Percent
Condition of major streets in Pflugerville	55	12.7 %
Condition of streets in your neighborhood	47	10.9 %
Condition of sidewalks in your neighborhood	49	11.3 %
Condition of street signs & traffic signals	24	5.6 %
Adequacy of street lighting in Pflugerville	74	17.1 %
Mowing & tree trimming along streets & other public areas	55	12.7 %
Cleanliness of streets & other public areas	38	8.8 %
<u>None Chosen</u>	90	20.8 %
Total	432	100.0 %

2012 Pflugerville Citizen Survey Results

Q14. From the list of items in Question #13 which THREE of the major categories of Maintenance Services do you think should receive the most emphasis from City leaders over the next two years?

<u>Q14. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major streets in Pflugerville	43	10.0 %
Condition of streets in your neighborhood	27	6.3 %
Condition of sidewalks in your neighborhood	41	9.5 %
Condition of street signs & traffic signals	22	5.1 %
Adequacy of street lighting in Pflugerville	45	10.4 %
Mowing & tree trimming along streets & other public areas	58	13.4 %
Cleanliness of streets & other public areas	78	18.1 %
<u>None Chosen</u>	<u>118</u>	<u>27.3 %</u>
Total	432	100.0 %

Q14. From the list of items in Question #13 which THREE of the major categories of Maintenance Services do you think should receive the most emphasis from City leaders over the next two years? (Top three)

<u>Q14. Most emphasis</u>	<u>Number</u>	<u>Percent</u>
Condition of major streets in Pflugerville	180	41.7 %
Condition of streets in your neighborhood	138	31.9 %
Condition of sidewalks in your neighborhood	147	34.0 %
Condition of street signs & traffic signals	59	13.7 %
Adequacy of street lighting in Pflugerville	198	45.8 %
Mowing & tree trimming along streets & other public areas	158	36.6 %
Cleanliness of streets & other public areas	148	34.3 %
<u>None Chosen</u>	<u>60</u>	<u>13.9 %</u>
Total	1088	

2012 Pflugerville Citizen Survey Results

Q15. Please rate each code enforcement item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Enforcing the cleanup of junk and debris on private property in your community	16.0%	34.0%	19.2%	15.0%	7.2%	8.6%
Q15b. Enforcing the mowing and cutting of weeds and grass on private property	13.7%	32.2%	21.3%	16.4%	8.1%	8.3%
Q15c. Enforcing sign regulations	13.9%	37.7%	23.8%	3.2%	2.5%	18.8%
Q15d. Quality of animal control (animal pickup at large)	17.6%	35.6%	18.3%	5.1%	3.2%	20.1%
Q15e. Enforcement of yard parking regulations in your neighborhood	15.7%	39.1%	19.2%	9.5%	5.3%	11.1%
Q15f. City efforts to remove abandoned or inoperative vehicles	15.5%	32.9%	18.5%	5.8%	4.2%	23.1%
Q15g. Enforcement of neighborhood image standards	16.4%	33.1%	20.4%	11.3%	6.9%	11.8%

2012 Pflugerville Citizen Survey Results

Q15. Please rate each code enforcement item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "Don't Know")

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Enforcing the cleanup of junk and debris on private property in your community	17.5%	37.2%	21.0%	16.5%	7.8%
Q15b. Enforcing the mowing and cutting of weeds and grass on private property	14.9%	35.1%	23.2%	17.9%	8.8%
Q15c. Enforcing sign regulations	17.1%	46.4%	29.3%	4.0%	3.1%
Q15d. Quality of animal control (animal pickup at large)	22.0%	44.6%	22.9%	6.4%	4.1%
Q15e. Enforcement of yard parking regulations in your neighborhood	17.7%	44.0%	21.6%	10.7%	6.0%
Q15f. City efforts to remove abandoned or inoperative vehicles	20.2%	42.8%	24.1%	7.5%	5.4%
Q15g. Enforcement of neighborhood image standards	18.6%	37.5%	23.1%	12.9%	7.9%

2012 Pflugerville Citizen Survey Results

Q16. From the list of items in Question #15 which THREE of the major categories of Code Enforcement services do you think should receive the most emphasis from City leaders over the next two years?

Q16. Most emphasis	Number	Percent
Enforcing the cleanup of junk & debris on private property	141	32.6 %
Enforcing the mowing & cutting of weeds & grass	55	12.7 %
Enforcing sign regulations	10	2.3 %
Quality of animal control (animal pickup at large)	28	6.5 %
Enforcement of yard parking regulations in your neighborhood	26	6.0 %
City efforts to remove abandoned or inoperative vehicles	22	5.1 %
Enforcement of neighborhood image standards	60	13.9 %
None Chosen	90	20.8 %
Total	432	100.0 %

Q16. From the list of items in Question #15 which THREE of the major categories of Code Enforcement services do you think should receive the most emphasis from City leaders over the next two years?

Q16. 2nd choice	Number	Percent
Enforcing the cleanup of junk & debris on private property	56	13.0 %
Enforcing the mowing & cutting of weeds & grass	102	23.6 %
Enforcing sign regulations	15	3.5 %
Quality of animal control (animal pickup at large)	28	6.5 %
Enforcement of yard parking regulations in your neighborhood	39	9.0 %
City efforts to remove abandoned or inoperative vehicles	49	11.3 %
Enforcement of neighborhood image standards	30	6.9 %
None Chosen	113	26.2 %
Total	432	100.0 %

2012 Pflugerville Citizen Survey Results

Q16. From the list of items in Question #15 which THREE of the major categories of Code Enforcement services do you think should receive the most emphasis from City leaders over the next two years?

Q16. 3rd choice	Number	Percent
Enforcing the cleanup of junk & debris on private property	45	10.4 %
Enforcing the mowing & cutting of weeds & grass	35	8.1 %
Enforcing sign regulations	27	6.3 %
Quality of animal control (animal pickup at large)	27	6.3 %
Enforcement of yard parking regulations in your neighborhood	31	7.2 %
City efforts to remove abandoned or inoperative vehicles	44	10.2 %
Enforcement of neighborhood image standards	80	18.5 %
None Chosen	143	33.1 %
Total	432	100.0 %

Q16. From the list of items in Question #15 which THREE of the major categories of Code Enforcement services do you think should receive the most emphasis from City leaders over the next two years? (Top three)

Q16. Most emphasis	Number	Percent
Enforcing the cleanup of junk & debris on private property	242	56.0 %
Enforcing the mowing & cutting of weeds & grass	192	44.4 %
Enforcing sign regulations	52	12.0 %
Quality of animal control (animal pickup at large)	83	19.2 %
Enforcement of yard parking regulations in your neighborhood	96	22.2 %
City efforts to remove abandoned or inoperative vehicles	115	26.6 %
Enforcement of neighborhood image standards	170	39.4 %
None Chosen	90	20.8 %
Total	1040	

2012 Pflugerville Citizen Survey Results

Q17. Please rate each library services item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a. Library facility hours	17.6%	37.0%	11.1%	3.7%	1.4%	29.2%
Q17b. Quality of the library collection	15.5%	28.5%	16.0%	7.2%	1.6%	31.1%
Q17c. Number of public access computers available	11.1%	24.5%	15.0%	5.8%	1.9%	41.7%
Q17d. The library as a facility conducive to reading	17.6%	31.5%	14.4%	3.9%	1.4%	31.3%

Q17. Please rate each library services item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "Don't Know")

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Library facility hours	24.8%	52.3%	15.7%	5.2%	2.0%
Q17b. Quality of the library collection	22.6%	41.4%	23.2%	10.4%	2.4%
Q17c. Number of public access computers available	19.0%	42.1%	25.8%	9.9%	3.2%
Q17d. The library as a facility conducive to reading	25.6%	45.8%	20.9%	5.7%	2.0%

2012 Pflugerville Citizen Survey Results

Q18. Please rate each utility services item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Residential trash collection services	40.3%	47.0%	5.8%	3.9%	0.5%	2.5%
Q18b. Curbside recycling services	38.4%	42.8%	7.9%	4.6%	1.4%	4.9%
Q18c. Chipping / limb / yard waste collection services	24.5%	35.9%	13.9%	8.3%	4.4%	13.0%
Q18d. Bulky item pick up/removal services (old furniture, appliances curbside, etc.)	21.5%	28.9%	16.2%	9.3%	3.2%	20.8%
Q18e. Water service	22.7%	42.6%	13.9%	8.3%	7.4%	5.1%
Q18f. Wastewater services	24.1%	43.5%	18.1%	3.9%	4.9%	5.6%
Q18g. Recycling Center / Household waste disposal service (for oil, paint, etc.)	18.8%	30.8%	13.2%	6.9%	2.1%	28.2%

2012 Pflugerville Citizen Survey Results

Q18. Please rate each utility services item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "Don't Know")

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Residential trash collection services	41.3%	48.2%	5.9%	4.0%	0.5%
Q18b. Curbside recycling services	40.4%	45.0%	8.3%	4.9%	1.5%
Q18c. Chipping / limb / yard waste collection services	28.2%	41.2%	16.0%	9.6%	5.1%
Q18d. Bulky item pick up/removal services (old furniture, appliances curbside, etc.)	27.2%	36.5%	20.5%	11.7%	4.1%
Q18e. Water service	23.9%	44.9%	14.6%	8.8%	7.8%
Q18f. Wastewater services	25.5%	46.1%	19.1%	4.2%	5.1%
Q18g. Recycling Center / Household waste disposal service (for oil, paint, etc.)	26.1%	42.9%	18.4%	9.7%	2.9%

2012 Pflugerville Citizen Survey Results

Q19. On a scale from 1 to 4, where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Pflugerville, and are your needs being met?

(N=432)

	Very Important	Somewhat Important	Not sure	Unimportant
Q19a. Small town feel	42.6%	37.0%	5.8%	14.6%
Q19b. Quality of public schools	77.1%	11.1%	3.9%	7.9%
Q19c. Employment opportunities	33.6%	28.1%	14.2%	24.1%
Q19d. Types of housing	61.8%	29.4%	4.2%	4.6%
Q19e. Affordability of housing	64.4%	25.2%	4.9%	5.6%
Q19f. Access to quality shopping	48.4%	40.0%	3.9%	7.6%
Q19g. Availability of parks and recreation opportunities	48.0%	38.3%	4.4%	9.3%
Q19h. Near family and friends	33.1%	35.0%	6.9%	25.0%
Q19i. Safety and security	82.6%	14.4%	1.4%	1.6%
Q19j. Availability of transportation options	28.8%	32.3%	13.7%	25.3%
Q19k. Availability of cultural activities	25.1%	35.5%	15.8%	23.7%
Q19l. Access to restaurants and entertainment	41.3%	43.4%	5.1%	10.2%
Q19m. I get more for my money -- cost of living	62.2%	26.0%	8.6%	3.2%

2012 Pflugerville Citizen Survey Results

Q19-. Are your needs being met in Pflugerville?

(N=432)

	Yes	No	Not provided
Q19a-. Small town feel	66.3%	7.9%	25.8%
Q19b-. Quality of public schools	54.3%	16.7%	29.0%
Q19c-. Employment opportunities	33.4%	30.1%	36.5%
Q19d-. Types of housing	65.5%	6.8%	27.7%
Q19e-. Affordability of housing	63.9%	8.5%	27.6%
Q19f-. Access to quality shopping	56.1%	15.7%	28.3%
Q19g-. Availability of parks and recreation opportunities	61.0%	10.8%	28.2%
Q19h-. Near family and friends	55.2%	12.7%	32.1%
Q19i-. Safety and security	66.2%	6.0%	27.8%
Q19j-. Availability of transportation options	30.7%	35.4%	33.9%
Q19k-. Availability of cultural activities	35.1%	31.2%	33.8%
Q19l-. Access to restaurants and entertainment	51.5%	20.7%	27.8%
Q19m-. I get more for my money -- cost of living	54.9%	17.0%	28.2%

2012 Pflugerville Citizen Survey Results

Q20. What is your level of agreement with the following statements about Pflugerville, with 5 being strongly agree and 1 being strongly disagree:

(N=432)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q20a. I have confidence in City Council	14.8%	33.8%	30.6%	3.9%	1.4%	15.5%
Q20b. Pflugerville is green	13.7%	41.9%	30.3%	4.4%	1.4%	8.3%
Q20c. The City Council has managed and controlled my tax rate	11.1%	32.6%	26.2%	10.9%	4.6%	14.6%
Q20d. Pflugerville is progressive	20.4%	39.6%	23.8%	7.4%	1.4%	7.4%
Q20e. It is important to shop locally and Come Home to Shop!®	42.1%	39.1%	12.0%	3.2%	0.9%	2.5%
Q20f. Based on the quality of schools, parks, housing, police, Pflugerville is a high value community	32.6%	41.7%	16.2%	5.3%	2.1%	2.1%

2012 Pflugerville Citizen Survey Results

Q20. What is your level of agreement with the following statements about Pflugerville, with 5 being strongly agree and 1 being strongly disagree: (without "Don't Know")

(N=432)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q20a. I have confidence in City Council	17.5%	40.0%	36.2%	4.7%	1.6%
Q20b. Pflugerville is green	14.9%	45.7%	33.1%	4.8%	1.5%
Q20c. The City Council has managed and controlled my tax rate	13.0%	38.2%	30.6%	12.7%	5.4%
Q20d. Pflugerville is progressive	22.0%	42.8%	25.8%	8.0%	1.5%
Q20e. It is important to shop locally and Come Home to Shop! ®	43.2%	40.1%	12.4%	3.3%	1.0%
Q20f. Based on the quality of schools, parks, housing, police, Pflugerville is a high value community	33.3%	42.6%	16.5%	5.4%	2.1%

2012 Pflugerville Citizen Survey Results

Q21. Next, rate your satisfaction by using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q21a. Availability of information about local governmental services and activities	13.0%	42.4%	25.7%	4.9%	3.0%	11.1%
Q21b. Timeliness of information provided by your local government	13.7%	35.3%	29.5%	6.0%	2.6%	13.0%
Q21c. Efforts by local government to keep you informed about local issues	15.0%	31.7%	29.4%	10.2%	2.1%	11.6%
Q21d. The quality of your city cable television channel PFTV	7.2%	20.8%	18.3%	4.4%	3.9%	45.4%
Q21e. The quality of the city website pflugervilletx.gov	14.6%	39.6%	19.7%	3.9%	1.6%	20.6%
Q21f. Your interest in involvement in local decisions (open houses, public hearings)	10.4%	28.0%	37.3%	4.2%	0.9%	19.2%

2012 Pflugerville Citizen Survey Results

Q21. Next, rate your satisfaction by using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "Don't Know")

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q21a. Availability of information about local governmental services and activities	14.6%	47.7%	28.9%	5.5%	3.4%
Q21b. Timeliness of information provided by your local government	15.7%	40.5%	33.9%	6.9%	2.9%
Q21c. Efforts by local government to keep you informed about local issues	17.0%	35.9%	33.2%	11.5%	2.4%
Q21d. The quality of your city cable television channel PfTV	13.1%	38.1%	33.5%	8.1%	7.2%
Q21e. The quality of the city website pflugervilletx.gov	18.4%	49.9%	24.8%	5.0%	2.0%
Q21f. Your interest in involvement in local decisions (open houses, public hearings)	12.9%	34.7%	46.1%	5.2%	1.1%

2012 Pflugerville Citizen Survey Results

Q22. From which of the following sources do you currently get information about the City of Pflugerville?

Q22. From which of the following sources do you currently get information about the City of Pflugerville?

	Number	Percent
Austin American Statesman	118	27.3 %
City website pflugervilletx.gov	225	52.1 %
Local radio	42	9.7 %
Key to the City e-newsletter	56	13.0 %
Pflugerville Pflag	197	45.6 %
TV news	155	35.9 %
Utility bill	140	32.4 %
Social media (Facebook, Twitter, Pinterest)	58	13.4 %
Community Impact	203	47.0 %
PfTV -- public access	26	6.0 %
Friends	130	30.1 %
Nixle	22	5.1 %
Your HOA	80	18.5 %
None Chosen	91	21.1 %
Total	1543	

2012 Pflugerville Citizen Survey Results

Q23. Have you called your local government with a question, problem, or complaint during the past year?

Q23. Have you called your local government with a question, problem, or complaint during the past year?

	Number	Percent
Yes	95	22.0 %
No	337	78.0 %
Total	432	100.0 %

Q23a-e. Using a 5-point scale, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following:

(N=95)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q23a. How easy they were to contact	34.7%	41.1%	12.6%	7.4%	3.2%	1.1%
Q23b. The way you were treated	41.1%	37.9%	12.6%	1.1%	6.3%	1.1%
Q23c. The accuracy of the information and assistance you were given	36.8%	31.6%	18.9%	7.4%	4.2%	1.1%
Q23d. How quickly city staff responded to your request	32.6%	34.7%	12.6%	12.6%	5.3%	2.1%
Q23e. How well your issue was handled	32.6%	34.7%	9.5%	9.5%	12.6%	1.1%

2012 Pflugerville Citizen Survey Results

Q23a-e. Using a 5-point scale, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following: (Without "Don't Know")

(N=95)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q23a. How easy they were to contact	35.1%	41.5%	12.8%	7.4%	3.2%
Q23b. The way you were treated	41.5%	38.3%	12.8%	1.1%	6.4%
Q23c. The accuracy of the information and assistance you were given	37.2%	31.9%	19.1%	7.4%	4.3%
Q23d. How quickly city staff responded to your request	33.3%	35.5%	12.9%	12.9%	5.4%
Q23e. How well your issue was handled	33.0%	35.1%	9.6%	9.6%	12.8%

2012 Pflugerville Citizen Survey Results

Q24. What are the TWO most significant issues facing Pflugerville in the next 5 years? (Top two)

Q24. What are the TWO most significant issues facing Pflugerville in the next 5 years?	Number	Percent
Roads (construction/traffic)	115	26.6 %
Water (supply/cost/use)	125	28.9 %
Rapid Growth	147	34.0 %
Public Transportation	69	16.0 %
Job Development/Employment	104	24.1 %
Property Tax	127	29.4 %
School related issues	100	23.1 %
Crime	75	17.4 %
Not Provided	89	20.6 %
Total	951	

Q25. Which TWO of these Capital Improvement options would you select as most important? (Top two)

Q25. Which TWO of these Capital Improvement options would you select as most important?	Number	Percent
Kelly Lane expansion	114	26.4 %
Heatherwilde Road expansion	143	33.1 %
Trails & greenways	82	19.0 %
Community park renovation	51	11.8 %
Large community park development	87	20.1 %
Sidewalk construction	89	20.6 %
Development of downtown	200	46.3 %
Weiss Lane	42	9.7 %
Not provided	85	19.7 %
Total	893	

2012 Pflugerville Citizen Survey Results

Q26. Approximately how many years have you lived in Pflugerville?

Q26. Approximately how many years have you lived in Pflugerville?	Number	Percent
5 or less	105	24.3 %
6 to 10	107	24.8 %
11 to 15	95	22.0 %
16 to 20	73	16.9 %
21 to 30	44	10.2 %
31+	7	1.6 %
Not provided	1	0.2 %
Total	432	100.0 %

Q27. What is your age?

Q27. What is your age?	Number	Percent
Under 35	63	14.6 %
35 to 44	104	24.1 %
45 to 54	122	28.2 %
55 to 64	105	24.3 %
65+	26	6.0 %
Not provided	12	2.8 %
Total	432	100.0 %

Q28. Do you own or rent your current residence?

Q28. Do you own or rent your current residence?	Number	Percent
Own	368	85.2 %
Rent	59	13.7 %
Not provided	5	1.2 %
Total	432	100.0 %

2012 Pflugerville Citizen Survey Results

Q29. Are you or other members of your household of Hispanic or Latino ancestry?

Q29. Are you or other members of your household of Hispanic or Latino ancestry?	Number	Percent
Yes	138	31.9 %
No	282	65.3 %
Not provided	12	2.8 %
Total	432	100.0 %

Q30. Which of the following best describes your race?

Q30. Which of the following best describes your race?	Number	Percent
African American/Black	59	13.7 %
American Indian or Alaska Native	8	1.9 %
Asian, Hawaiian or Other Pacific Islander	42	9.7 %
White	251	58.1 %
Other	62	14.4 %
Not provided	21	4.9 %
Total	443	

Q30. Other

Q30. Other	Number	Percent
MIXED RACE	1	1.6 %
MEXICAN AMERICAN	4	6.5 %
LATIN	1	1.6 %
HISPANIC	33	53.2 %
NOT PROVIDED	12	19.4 %
LATINO	3	4.8 %
WELSH AMERICAN	1	1.6 %
LATINO/CUBAN AMERICAN	1	1.6 %
MEXICAN	2	3.2 %
TRINIDAD AND TOBAGO	1	1.6 %
MULTI-CULTURE	1	1.6 %
IRISH ITALIAN	1	1.6 %
INDIA	1	1.6 %
Total	62	100.0 %

2012 Pflugerville Citizen Survey Results

Q31. Do you have a smart phone (iPhone or android)?

Q31. Do you have a smart phone (iPhone or android)?	Number	Percent
Yes	276	63.9 %
No	150	34.7 %
Not provided	6	1.4 %
Total	432	100.0 %

Q32. Would you say your total household income is:

Q32. Would you say your total household income is:	Number	Percent
Under \$30,000	34	7.9 %
\$30,000 to \$59,999	95	22.0 %
\$60,000 to \$99,999	141	32.6 %
\$100,000 or more	129	29.9 %
Not provided	33	7.6 %
Total	432	100.0 %

Q33. Your gender:

Q33. Your gender:	Number	Percent
Male	203	47.0 %
Female	229	53.0 %
Total	432	100.0 %



Pflugerville Residential Survey 2012

Your city government wants to hear from you! The city of Pflugerville is seeking resident input on city services and programs. We hope that you will accept this survey opportunity to tell us how we are doing, rate our levels of service and provide input on upcoming key decisions for the city of Pflugerville.

This survey will tell City Council where you want to see your tax dollars invested while providing us with opinions from you, the residents, on how you want the city to proceed.

The city has chosen ETC Institute to implement this survey for us to help keep your individual responses anonymous and confidential. The sticker on your survey identifies responses from a broad geographic area and helps us know where we may need to improve our service delivery.

To thank you for taking the time to complete the survey, you will have an opportunity at the end of the survey to request a voucher to receive a complimentary "Pflugerville.... Between a Rock and a Weird Place" T-shirt! (a \$15 value). The T-shirt is available in all sizes from infant to 3XL and comes in maroon, gray, navy or burnt orange. You can redeem your voucher for your free T-shirt at the Pflugerville Recreation Center, 400 Immanuel Road, or at City Hall, 100 E. Main.

The survey results will be made available on the city's website www.pflugervilletx.gov and presented to Council in November.

Sincerely,

A handwritten signature in black ink, appearing to read "Brandon Wade", with a long horizontal line extending to the right.

Brandon Wade
City Manager
City of Pflugerville

Your city government wants to keep you informed. To sign up for regular city announcements and news, pick your way to Pf Connect at www.pflugervilletx.gov/connect.

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve citizens in long-range planning and investment decisions. If you have questions please call Terri Waggoner at 512-990-6115 or email at pio@pflugervilletx.gov.

1. Using a scale of 1 to 5 where 5 means excellent and 1 means poor, please rate Pflugerville:

How would you rate your City:		<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9
D.	As a place to retire	5	4	3	2	1	9
E.	As a place to visit	5	4	3	2	1	9
F.	As a City moving in the right direction	5	4	3	2	1	9

2. 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 and 1 means very dissatisfied.

1. How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of police, fire & ambulance service	5	4	3	2	1	9
B.	Maintenance of city streets, drainage and sidewalks	5	4	3	2	1	9
C.	Effectiveness of communication by the city of Pflugerville	5	4	3	2	1	9
D.	Flow of traffic and congestion management on streets	5	4	3	2	1	9
E.	Quality of water and wastewater services	5	4	3	2	1	9
F.	Quality of utility billing	5	4	3	2	1	9
G.	Quality of trash and recycling services	5	4	3	2	1	9
H.	Quality of the Pflugerville Community Library	5	4	3	2	1	9
I.	Quality of parks and recreation programs and facilities	5	4	3	2	1	9
J.	Quality of customer service provided by the city of Pflugerville	5	4	3	2	1	9
K.	Quality of Municipal Court Services	5	4	3	2	1	9

3. From the list of items in Question 2 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 the letters below using the letters from the list in Question 2 above].

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

4. Please rate several items that may influence your PERCEPTION of the community. Rate each item on a scale of 1 to 5 where 5 means very satisfied and 1 means very dissatisfied.

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
B.	Image of your community	5	4	3	2	1	9
C.	Quality of city governmental services	5	4	3	2	1	9
D.	Quality of life in your community	5	4	3	2	1	9
E.	How well your community is planning growth	5	4	3	2	1	9
F.	Appearance of your community	5	4	3	2	1	9
G.	Quality of the Downtown in the community where you live	5	4	3	2	1	9

5. **POLICE SERVICES:** Please rate each item on a scale of 1 to 5 where 5 means very satisfied and 1 means very dissatisfied.

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local police protection	5	4	3	2	1	9
B.	Visibility of police in neighborhoods	5	4	3	2	1	9
C.	Visibility of police in commercial and retail areas	5	4	3	2	1	9
D.	How quickly police respond to emergencies	5	4	3	2	1	9
E.	Efforts by local government in your area to prevent crime	5	4	3	2	1	9
F.	Enforcement of local traffic laws	5	4	3	2	1	9
G.	Animal control services (adoption/ animal pickup)	5	4	3	2	1	9
H.	Police safety awareness education programs	5	4	3	2	1	9

6. From the list of items in Question 5 which THREE of the major categories of Police services do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 5 above].

1st: _____ 2nd: _____ 3rd: _____

7. Using a scale of 1 to 5 where 5 means very safe and 1 means very unsafe, please rate how safe you feel in the following situations:

<i>How safe do you feel:</i>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	Walking in your neighborhood during the day	5	4	3	2	1	9
B.	Walking in your neighborhood after dark	5	4	3	2	1	9
C.	Walking on city trails / in city parks	5	4	3	2	1	9
D.	Walking at Lake 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 and 1 means very dissatisfied.

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of fire services	5	4	3	2	1	9
B.	How quickly fire and emergency medical services personnel respond	5	4	3	2	1	9

9. PAR S 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
A.	Maintenance of local parks	5	4	3	2	1	9
B.	Quality of facilities, such as picnic shelters and playgrounds, at city parks	5	4	3	2	1	9
C.	Number of parks	5	4	3	2	1	9
D.	Maintenance and appearance of Pflugerville Recreation Center	5	4	3	2	1	9
E.	Availability of meeting space	5	4	3	2	1	9
F.	Number of walking/biking trails	5	4	3	2	1	9
G.	Outdoor swimming pools	5	4	3	2	1	9
H.	Quality of outdoor athletic fields	5	4	3	2	1	9
I.	Youth athletic programs in your area	5	4	3	2	1	9
J.	Adult athletic programs in your area	5	4	3	2	1	9
K.	Lake Pflugerville	5	4	3	2	1	9
M.	Ease of registering for city programs	5	4	3	2	1	9

10. From the list of items in Question 9 which THREE of the major categories of Parks and Recreation services do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 9 above].

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

11. Below is a list of parks and recreation commission goals, in no particular order. To help identify the goals most supported by our residents, please check the TWO that are of most interest to your household.

- _____ (A) Improvements to the Gilleland Creek Pool house
- _____ (B) A new Randig Regional Park
- _____ (C) Sports Complex Design and Construction
- _____ (D) Build an activity center that would house a combined library, parks and recreation
- _____ (E) Recreation center expansion and/or new rec center;
- _____ (F) Splash pad with restroom shade & benches
- _____ (G) Trails development / connectivity
- _____ (H) Neighborhood park development
- _____ (I) Lake Pflugerville Park restrooms
- _____ (J) Sand Volleyball courts at Lake Pflugerville
- _____ (K) Pfennig fields restroom facility
- _____ (L) Pedestrian bridge on Immanuel road
- _____ (M) Disc golf course
- _____ (N) None of these

12. If the parks department expanded in the way you indicated in Question 11, would you be willing to pay a slight tax increase to support the project?

____(1) Yes ____ (2) No ____ (3) Don't know

13. MAINTENANCE SERVICES: Please rate each item on a scale of 1 to 5 where 5 means very satisfied and 1 means very dissatisfied.

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Condition of major streets in Pflugerville	5	4	3	2	1	9
B.	Condition of streets in your neighborhood	5	4	3	2	1	9
C.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
D.	Condition of street signs and traffic signals	5	4	3	2	1	9
E.	Adequacy of street lighting in Pflugerville	5	4	3	2	1	9
F.	Mowing and tree trimming along streets and other public areas	5	4	3	2	1	9
G.	Cleanliness of streets and other public areas	5	4	3	2	1	9

14. From the list of items in Question 13 which THREE of the major categories of Maintenance services do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 13 above].

1st: _____ 2nd: _____ 3rd: _____

15. CODE ENFORCEMENT: Please rate each item on a scale of 1 to 5 where 5 means very satisfied and 1 means very dissatisfied.

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcing the cleanup of junk and debris on private property in your community	5	4	3	2	1	9
B.	Enforcing the mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcing sign regulations	5	4	3	2	1	9
D.	Quality of animal control (animal pickup at large)	5	4	3	2	1	9
E.	Enforcement of yard parking regulations in your neighborhood	5	4	3	2	1	9
F.	City efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9
G.	Enforcement of neighborhood image standards	5	4	3	2	1	9

16. From the list of items in Question 15 which THREE of the major categories of Code Enforcement services do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 15 above].

1st: _____ 2nd: _____ 3rd: _____

17. LIBRARY SERVICES: Please rate each item on a scale of 1 to 5 where 5 means very satisfied and 1 means very dissatisfied.

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Library facility hours	5	4	3	2	1	9
B.	Quality of the library collection	5	4	3	2	1	9
C.	Number of public access computers available	5	4	3	2	1	9
D.	The Library as a facility conducive to reading	5	4	3	2	1	9

18. UTILITY SERVICES: 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:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Residential trash collection services	5	4	3	2	1	9
B.	Curbside recycling services	5	4	3	2	1	9
C.	Chipping/ limb / yard waste collection services	5	4	3	2	1	9
D.	Bulky item pick up/removal services (old furniture, appliances curbside. etc.)	5	4	3	2	1	9
E.	Water service	5	4	3	2	1	9
F.	Wastewater services	5	4	3	2	1	9
G.	Recycling Center / Household waste disposal service (for oil, paint, etc)	5	4	3	2	1	9

19. REASONS TO LIVE IN PFLUGERVILLE Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is very important and 1 is unimportant, how important was each reason in your decision to live in Pflugerville, and are your needs being met?

Indicators		<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not sure</i>	<i>Un-important</i>	<i>Are your needs being met in Pflugerville?</i>	
						<i>Yes</i>	<i>No</i>
A.	Small town feel	4	3	2	1	A	B
B.	Quality of public schools	4	3	2	1	A	B
C.	Employment opportunities	4	3	2	1	A	B
D.	Types of housing	4	3	2	1	A	B
E.	Affordability of housing	4	3	2	1	A	B
F.	Access to quality shopping	4	3	2	1	A	B
G.	Availability of parks and recreation opportunities	4	3	2	1	A	B
H.	Near family or friends	4	3	2	1	A	B
I.	Safety and security	4	3	2	1	A	B
J.	Availability of transportation options	4	3	2	1	A	B
K.	Availability of cultural activities and the arts	4	3	2	1	A	B
L.	Access to restaurants - entertainment	4	3	2	1	A	B
M.	I get more for my money – cost of living	4	3	2	1	A	B

20. What is your level of agreement with the following statements about Pflugerville with 5 being strongly agree and 1 being strongly disagree.

Statements about Pflugerville	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A. I have confidence in City Council	5	4	3	2	1	9
B. Pflugerville is green.	5	4	3	2	1	9
C. The City Council has managed and controlled my tax rate.	5	4	3	2	1	9
D. Pflugerville is progressive	5	4	3	2	1	9
E. It is important to shop locally and Come Home to Shop! ®	5	4	3	2	1	9
F. Based on the quality of schools, parks, housing, police, Pflugerville is a high value community.	5	4	3	2	1	9

21. PUBLIC INFORMATION SERVICES: Next, rate your satisfaction with 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
A. Availability of information about local governmental services and activities	5	4	3	2	1	9
B. Timeliness of information provided by your local government	5	4	3	2	1	9
C. Efforts by local government to keep you informed about local issues	5	4	3	2	1	9
D. The quality of your city cable television channel PFTV	5	4	3	2	1	9
E. The quality of the city website pflugervilletx.gov	5	4	3	2	1	9
F. Your interest in involvement in local decisions (open houses, public hearings)	5	4	3	2	1	9

22. From which of the following sources do you currently get information about the City of Pflugerville? (please check all that apply)

- | | | |
|--|--|---|
| <input type="checkbox"/> Austin American Statesman | <input type="checkbox"/> TV news | <input type="checkbox"/> Community Impact |
| <input type="checkbox"/> City website pflugervilletx.gov | <input type="checkbox"/> Utility bill | <input type="checkbox"/> PFTV – public access |
| <input type="checkbox"/> Local radio | <input type="checkbox"/> Social media | <input type="checkbox"/> Friends |
| <input type="checkbox"/> Key to the City e-newsletter | <input type="checkbox"/> (Facebook/Twitter | <input type="checkbox"/> Nixle |
| <input type="checkbox"/> Pflugerville Pflag | <input type="checkbox"/> /Pinterest) | <input type="checkbox"/> Your HOA |

23. Have you called your local government with a question, problem, or complaint during the past year? ___(1) Yes [answer Question a-e] ___(2) No

If Yes-Using a 5-point scale where 5 means very satisfied and 1 means very dissatisfied, please rate your satisfaction with the government employees you have contacted with regard to the following:

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

24. What are the TWO most significant issues facing Pflugerville in the next 5 years.

- Roads (construction/Traffic)
- Job development/Employment
- Water (supply/cost/use)
- Property tax
- Rapid growth
- School related issues
- Public Transportation
- Crime

25. Which TWO of these Capital Improvement options would you select as most important?

- Kelly lane expansion
- Large community park development
- Heatherwilde road expansion
- Sidewalk construction
- Trails and greenways
- Development of downtown
- Community park renovation
- Weiss Lane

DEMOGRAPHICS

26. Approximately how many years have you lived in Pflugerville? _____ years

27. What is your age?

34. Do you own or rent your current residence?

- (1) Own
- (2) Rent

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

- (1) Yes
- (2) No

36. Which of the following best describes your race?

- (1) African American/Black
- (2) American Indian or Alaska Native
- (3) Asian, Hawaiian or Other Pacific Islander
- (4) White
- (5) Other: _____

37. Do you have a smart phone (iphone or android)? _____(1) Yes _____(2) No

38. Would you say your total household income is:

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

39. Your gender: _____(1) Male _____(2) Female

If you would like a voucher for a complimentary Pflugerville .Between a Rock and a Weird Place T-shirt, please provide your

Address with ip code:

Phone number:

email:

THANK YOU.

*This concludes the survey; please return your survey in the postage-paid envelope provided addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.*

Your responses will remain Completely Confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.