

# 2016 Georgetown Community Survey

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# Project Background

- City staff reviewed past surveys and selected common survey questions and added questions of interest to city staff and the researchers.
- City Council reviewed the survey instrument
- The project is a collaboration between the City of Georgetown and Texas State faculty and students for educational and research purposes.
- 31 questions
  - Some with prompts organized by categories
  - Other questions open-ended responses
  - A total of 113 items included in the survey

# Survey Methodology

- Survey based on a random sample of 2500 housing units from 4500 utility accounts.
- Online and Spanish language surveys were made available to attempt to increase response rate
- The response rate is 20%, and 506 surveys were completed and is in line with typical mail surveys

# Understanding the Results

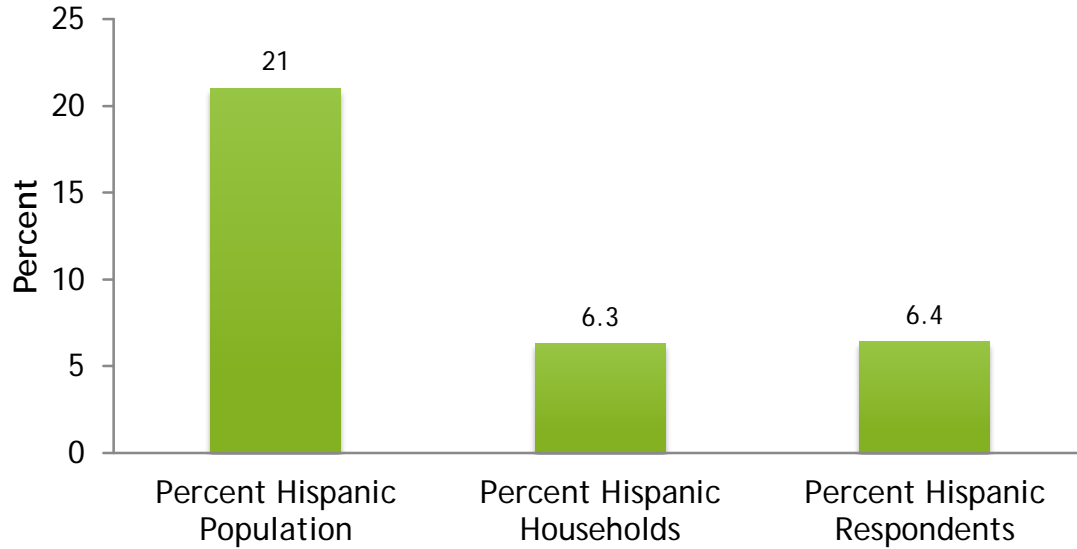
- ❑ Margin of Error
  - ❑ The Survey Contains a Margin of Error of +/- 5.5%
- ❑ Common Benchmarks
  - ❑ 80% or higher benchmark for high quality
  - ❑ 60% or lower benchmark for needs improvement
- ❑ The interpretation takes into the margin of error
  - ❑ 75% or higher for high quality (shaded in green)
  - ❑ 65% or lower for needs improvement (shaded in red)
  - ❑ Items that fall between that range are shaded in yellow

# Representativeness of the Sample

- ▶ Because the sample is drawn from utility accounts, the characteristics of the respondents should be compared to household, not individual, data
- ▶ The US Census collects data for households defined as “an occupied unit” and the person who fills out the survey is defined as the “householder.”
- ▶ The characteristics of the respondents closely match the US Census household data in several areas:
  - ▶ 6.3% of households in Georgetown have a Hispanic householder, compared to 6.4% of the sample
  - ▶ The median household income in Georgetown is \$62,219, and the household income of the sample falls between \$50,000 and \$75,000
  - ▶ 25% of householders are a person living alone according to the US Census compared to 28% of the sample

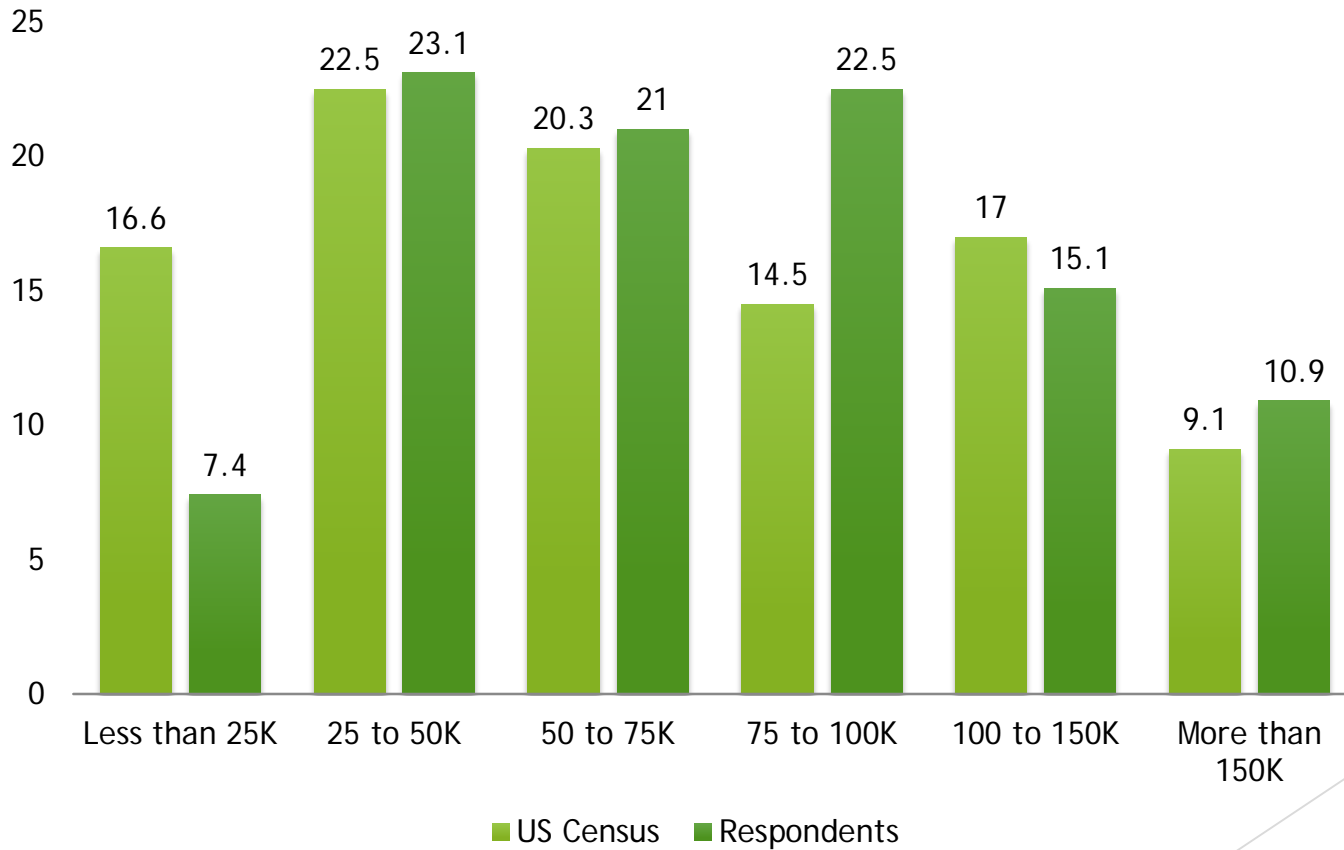
# Hispanic Origin

Percent Hispanic Household and Population Comparison

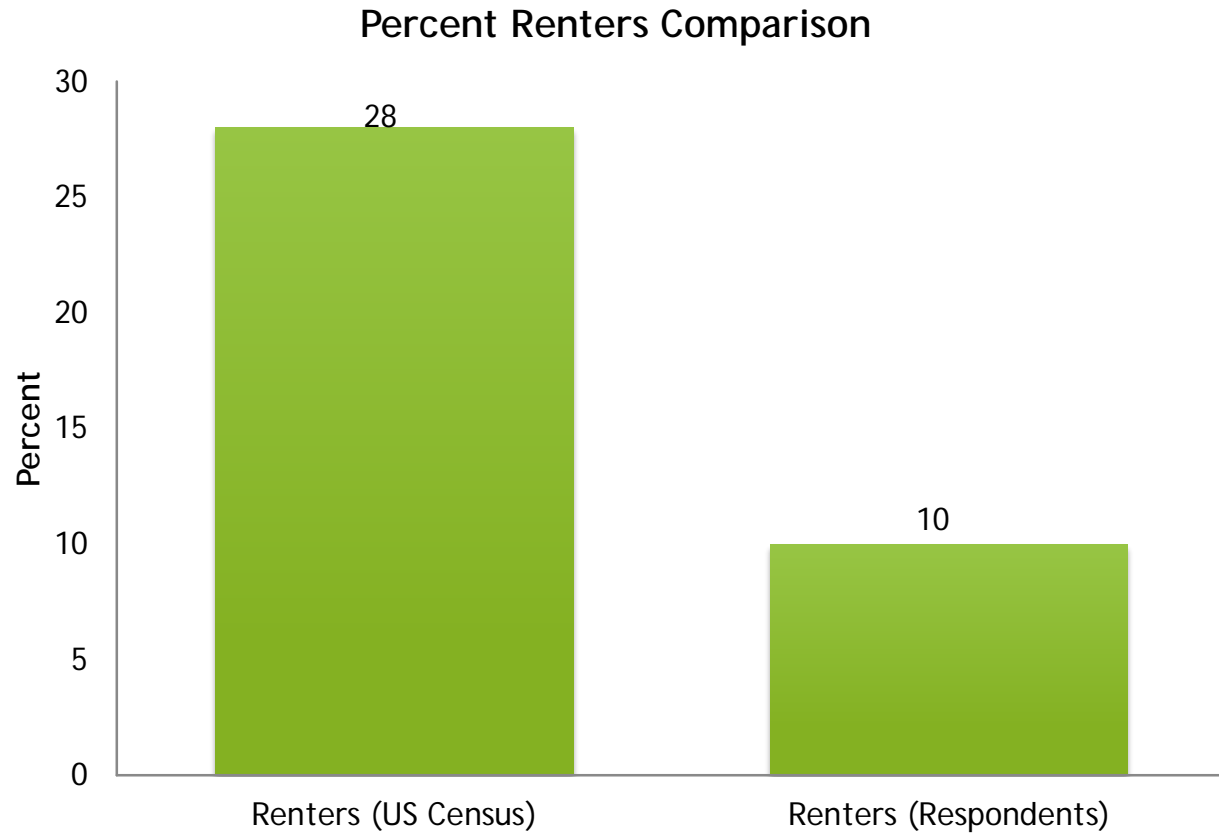


# Income

## Household Income Comparison



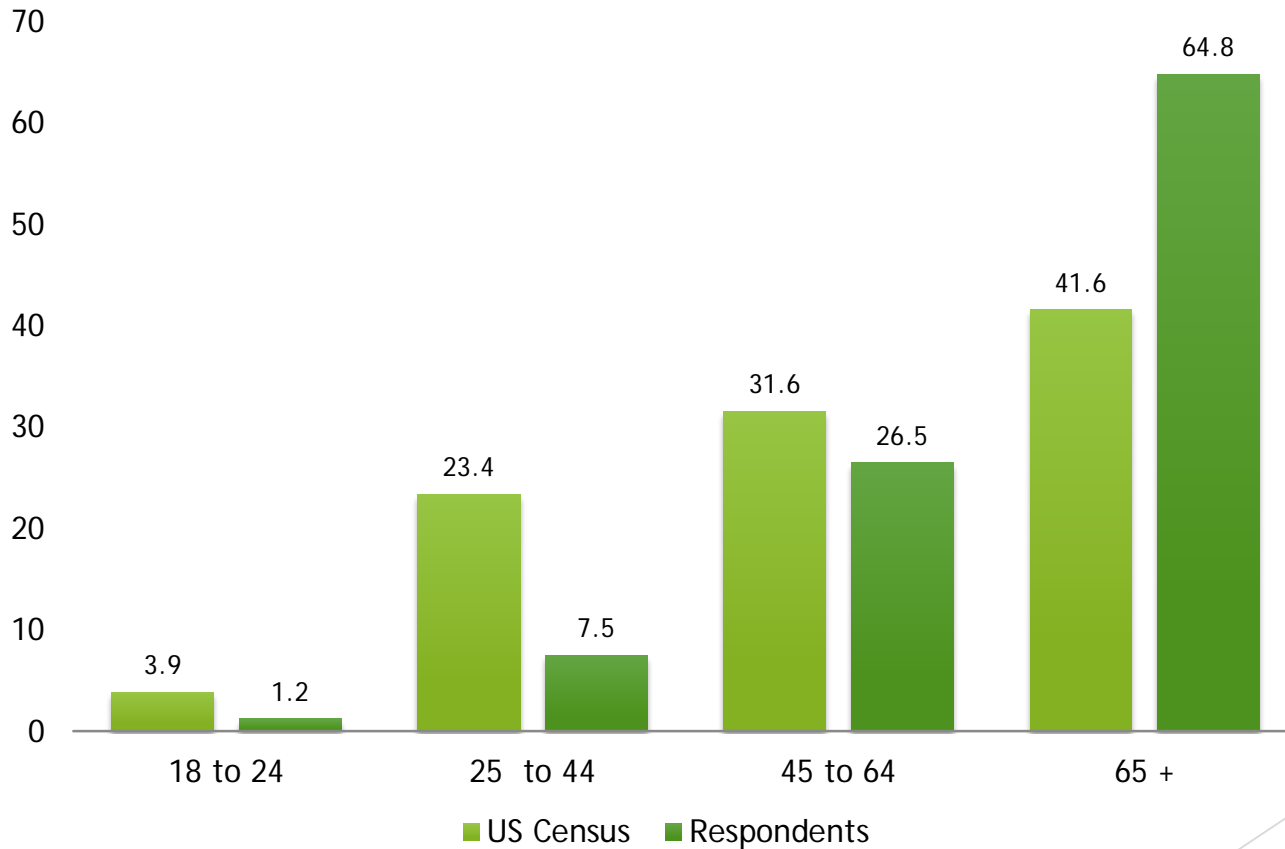
# Renters





# Age of Householder Comparison

## Age of Householder Comparison



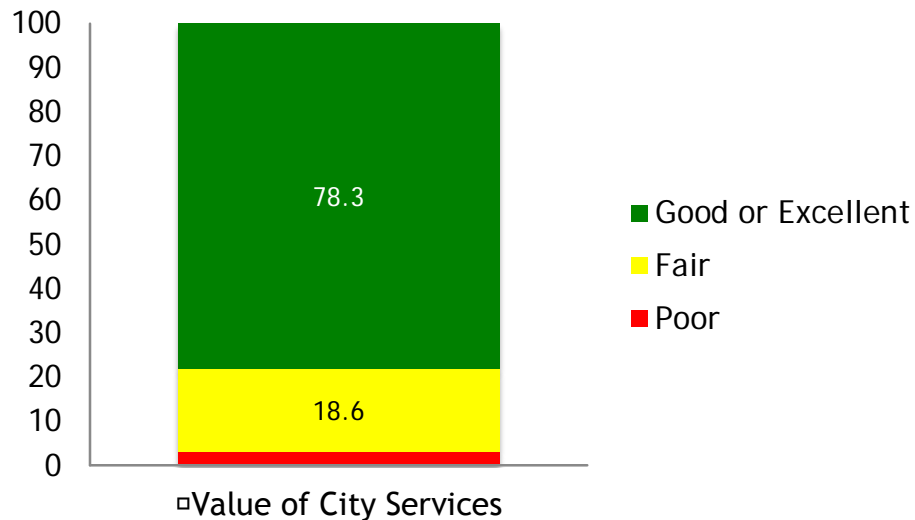
# Efforts to improve response rate among renters

- ▶ Some renters do not receive the utility bills
- ▶ Phone calls and emails were sent to the property managers of large complexes.
- ▶ A link to an online survey was also sent.
- ▶ Additional efforts (door-to-door, more reminders, etc.) might introduce more bias
- ▶ Efforts to reach college students will be made in a future project due to challenges with university approvals and buy-in

# Value of City Services

- ▶ Value of city services for the city taxes paid
  - ▶ (78%) generally value from the city as either good or excellent (55% good and 23% excellent)
  - ▶ Only 3% rate the value of city services as poor.

**Value of City Services for Taxes Paid**



# Living in Georgetown

	Good or Excellent	Total Responses
Overall quality of life	97.6	506
Place to live	97.8	502
Your neighborhood	95.7	488
Place to raise children	94.9	276
Place to work	74.3	276
Place to retire	94.7	474
The downtown square	92.1	496

# Living in Georgetown

## Living in Georgetown

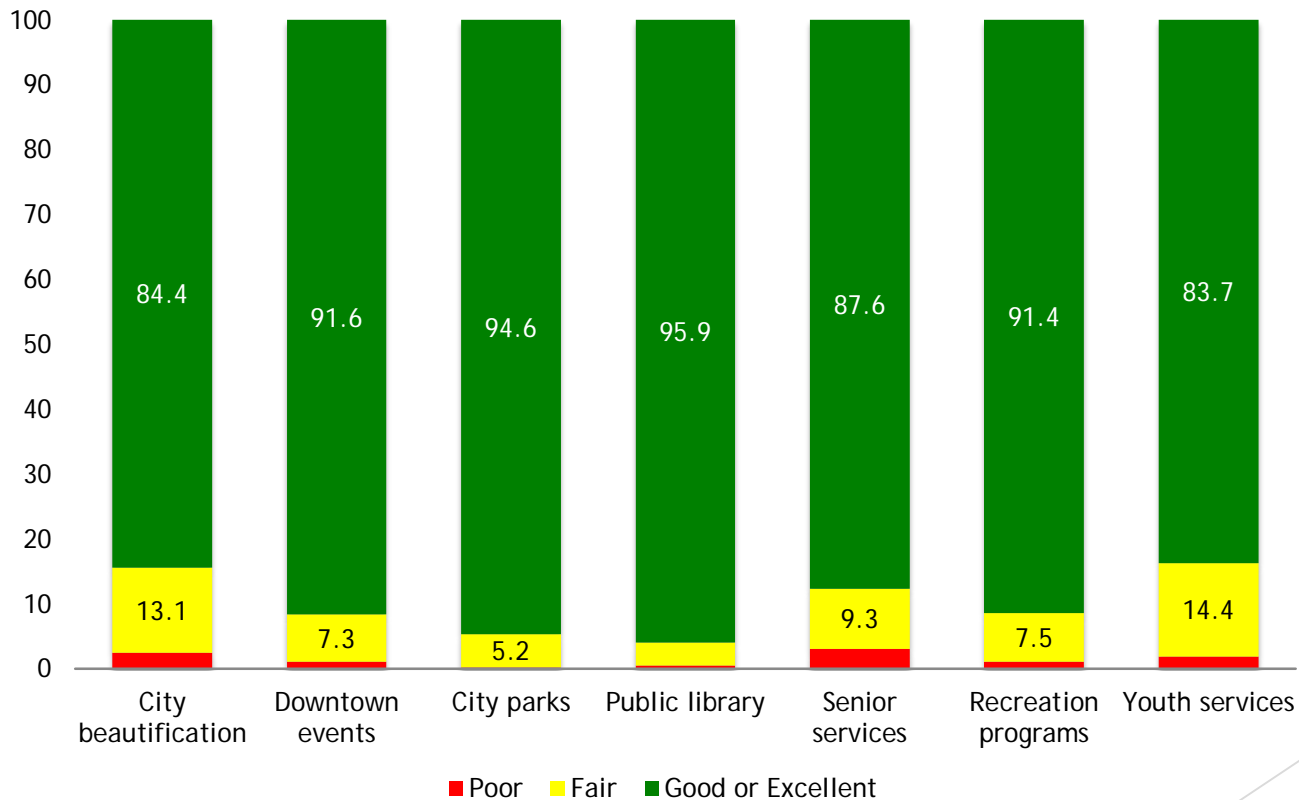


# Quality of Life Services

	Good or Excellent	Total Responses
City beautification	84.4	474
Downtown events	91.6	464
City parks	94.6	462
Public library	95.9	434
Senior services	87.6	389
Recreation programs	91.4	359
Youth services	83.7	269

# Quality of Life Services

## Quality of Life Services



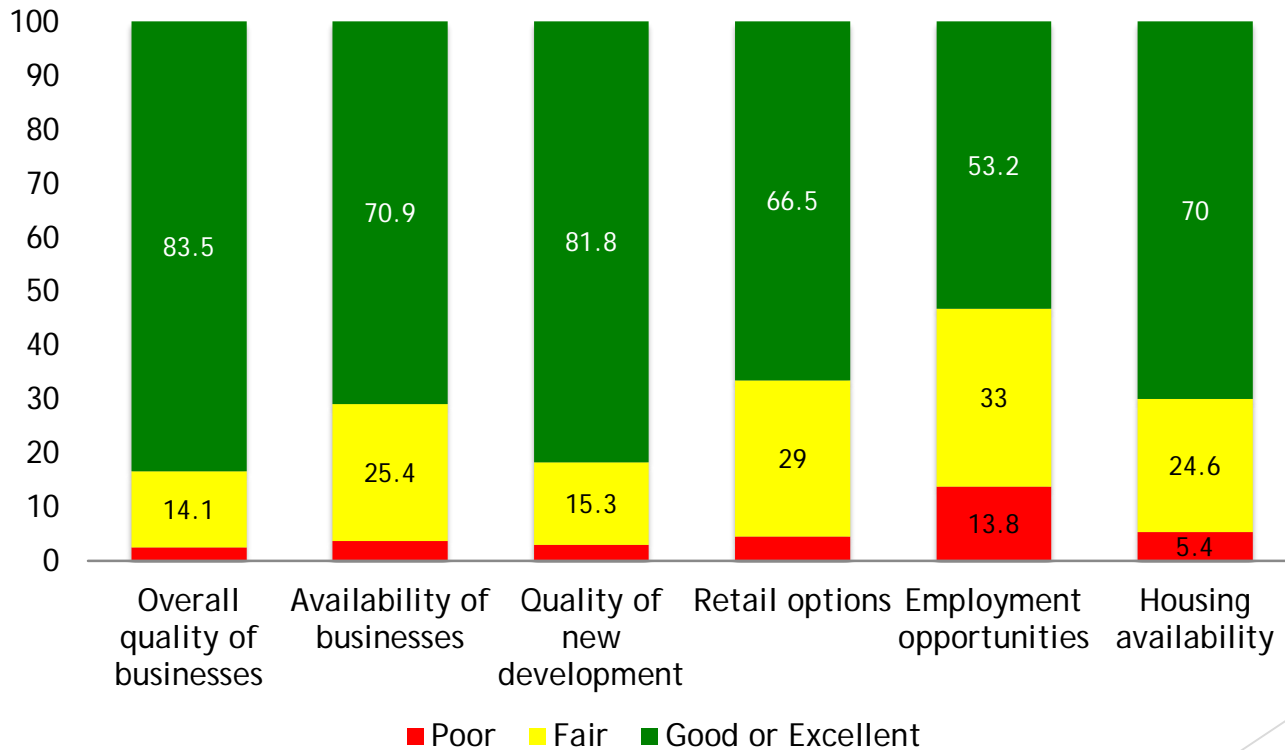
# Businesses, Employment, and Housing

	Good or Excellent	Total Responses
Overall quality of businesses	83.5	489
Availability of businesses	70.9	484
Quality of new development	81.8	471
Retail options	66.5	465
Employment opportunities	53.2	261
Housing availability	70.0	406



# Businesses, Employment, and Housing

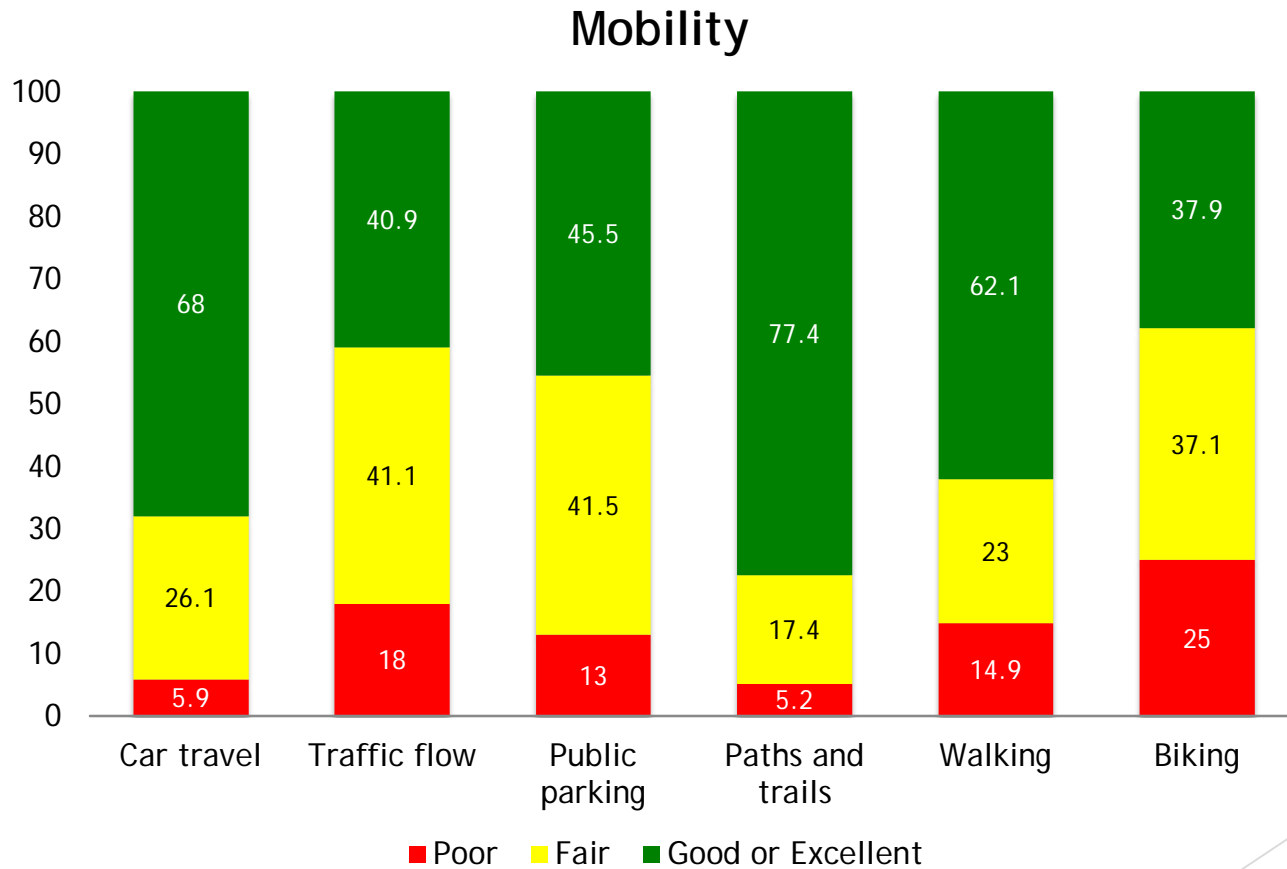
## Business, Employment, and Housing



# Mobility

	Good or Excellent	Total Responses
Car travel	68.0	505
Traffic flow	40.9	504
Public parking	45.5	492
Paths and trails	77.4	460
Walking	62.1	444
Biking	37.9	280

# Mobility

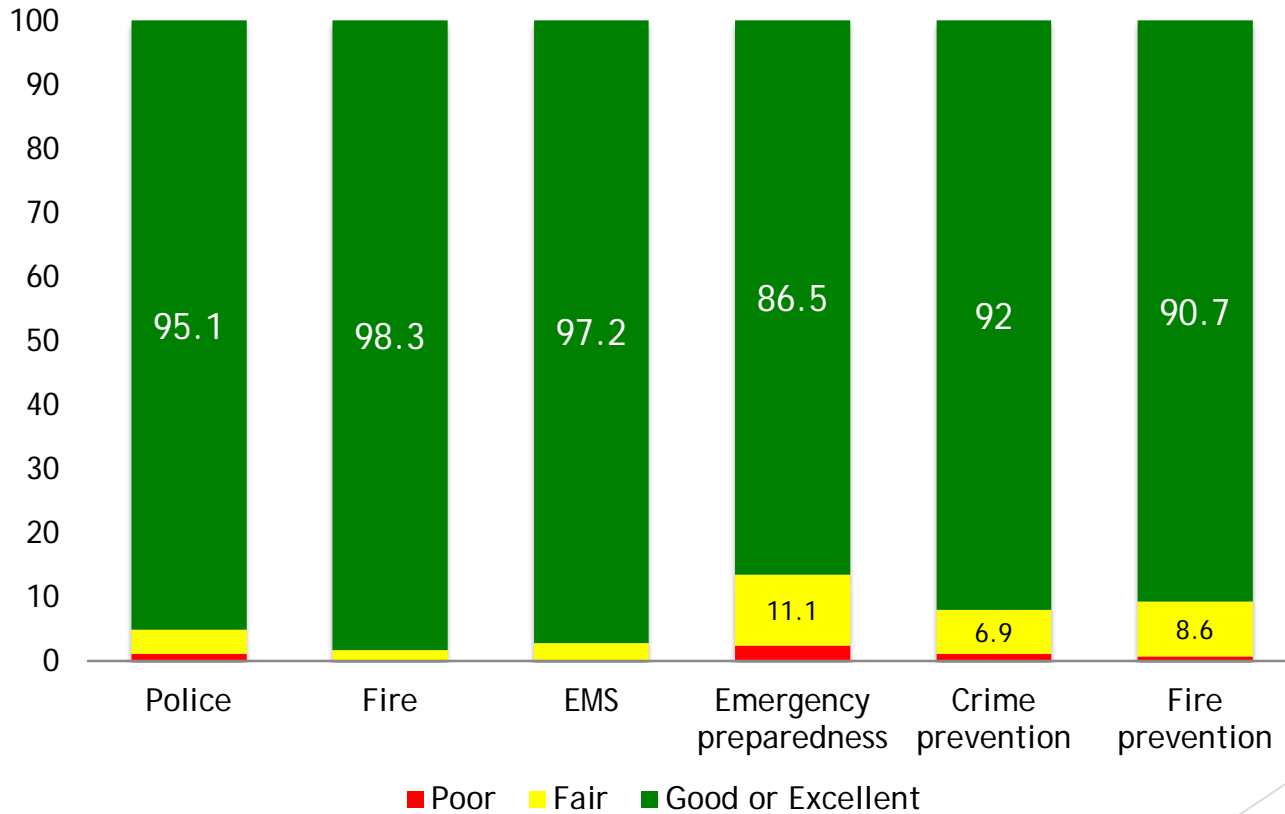


# Protective Services

	Good or Excellent	Total Responses
Police	95.1	420
Fire	98.3	406
EMS	97.3	388
Emergency preparedness	86.5	333
Crime prevention	92.0	397
Fire prevention	90.7	361

# Protective Services

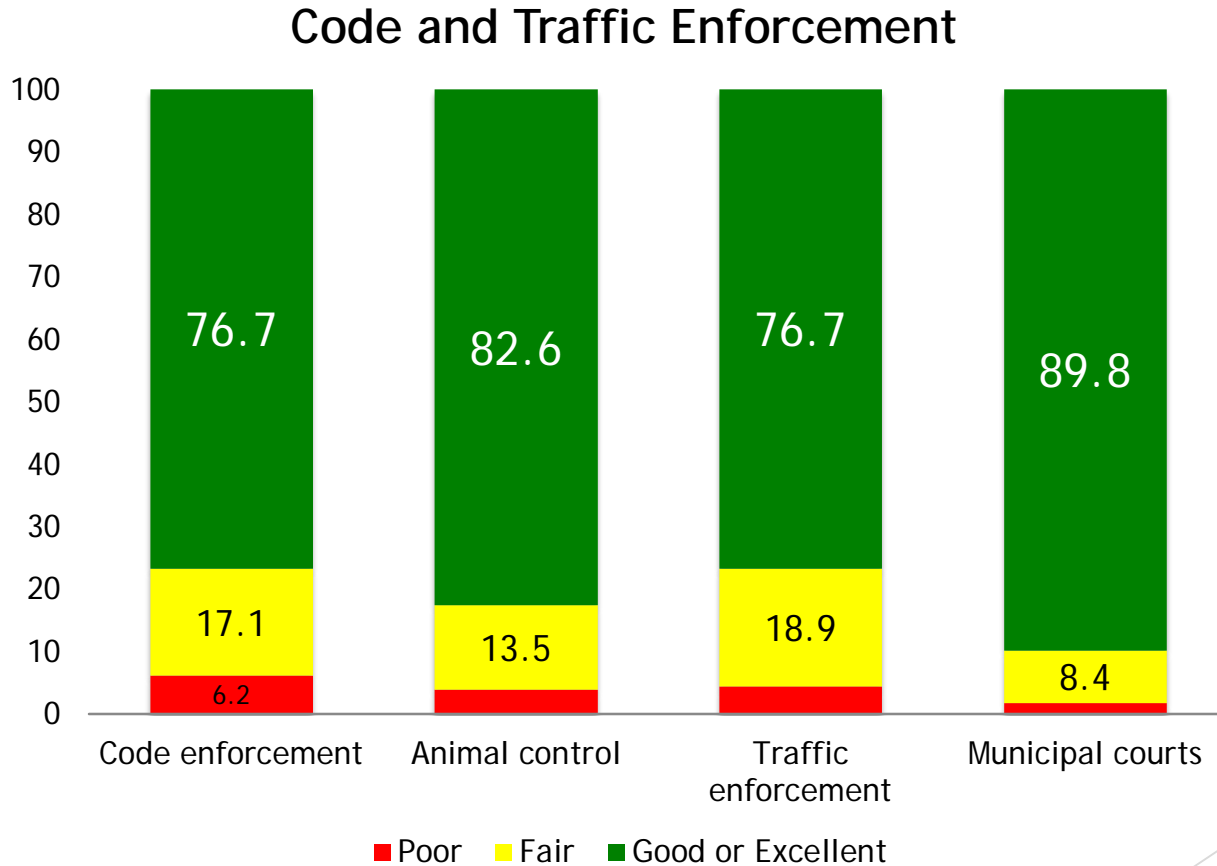
## Protective Services



# Code and Traffic Enforcement

	Good or Excellent	Total Responses
Code enforcement	76.7	309
Animal control	82.6	340
Traffic Enforcement	76.7	386
Municipal courts	89.8	243

# Code and Traffic Enforcement

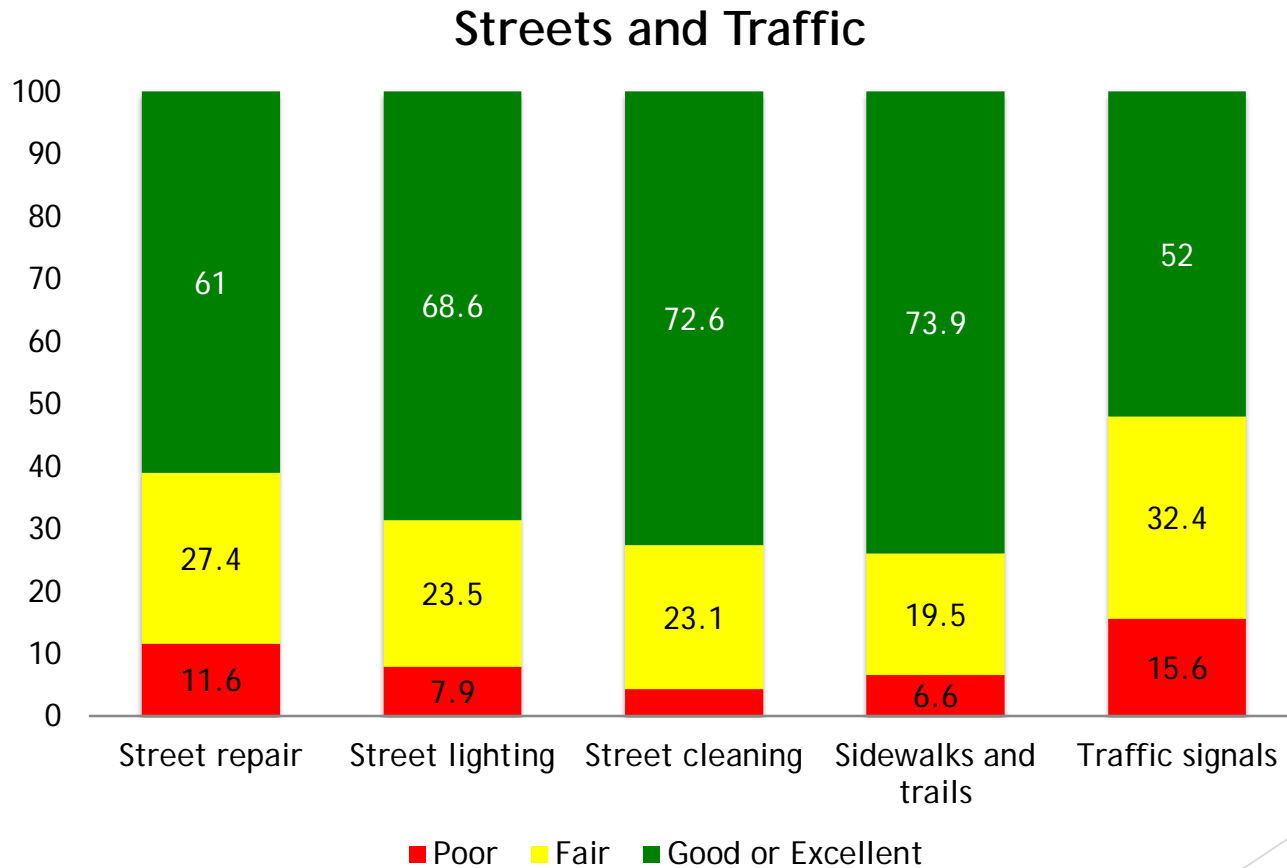


# Streets and Traffic

	Good or Excellent	Total Responses
Street repair	61.0	425
Street lighting	68.6	425
Street cleaning	72.6	414
Sidewalks and trails	73.9	389
Traffic signals	52.0	430



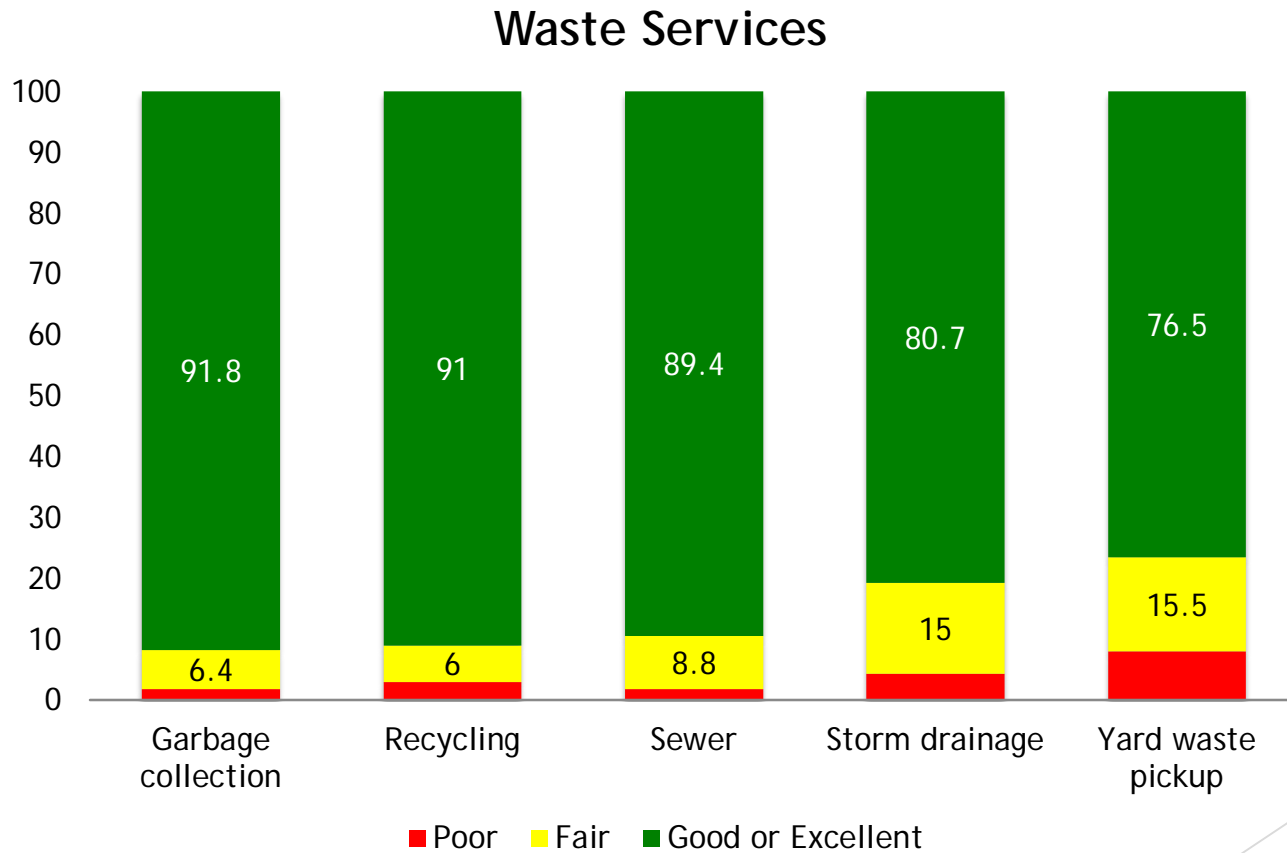
# Streets and Traffic



# Waste Services

	Good or Excellent	Total Responses
Garbage collection	91.8	433
Recycling	91.0	417
Sewer	89.4	384
Storm drainage	80.7	391
Yard waste pickup	76.5	390

# Waste Services



# Citizen contact with city employees

- ▶ Contact with a city employee: 64.2%
  - ▶ Most frequent contacts
    - ▶ Utilities (20%)
    - ▶ Police (11%)
    - ▶ Water services (16%)
    - ▶ Other (63%)
- ▶ 91% rate the overall impression of city employee as good or excellent

# Citizens' experience at city events

- ▶ Attended a city-sponsored events: 51.2%
  - ▶ Most common events
    - ▶ Red poppy festival (35%)
    - ▶ Christmas stroll (6%)
    - ▶ Other events (59%)
- ▶ 95% rate the overall impression of the event as good or excellent

# Items without clear benchmarks

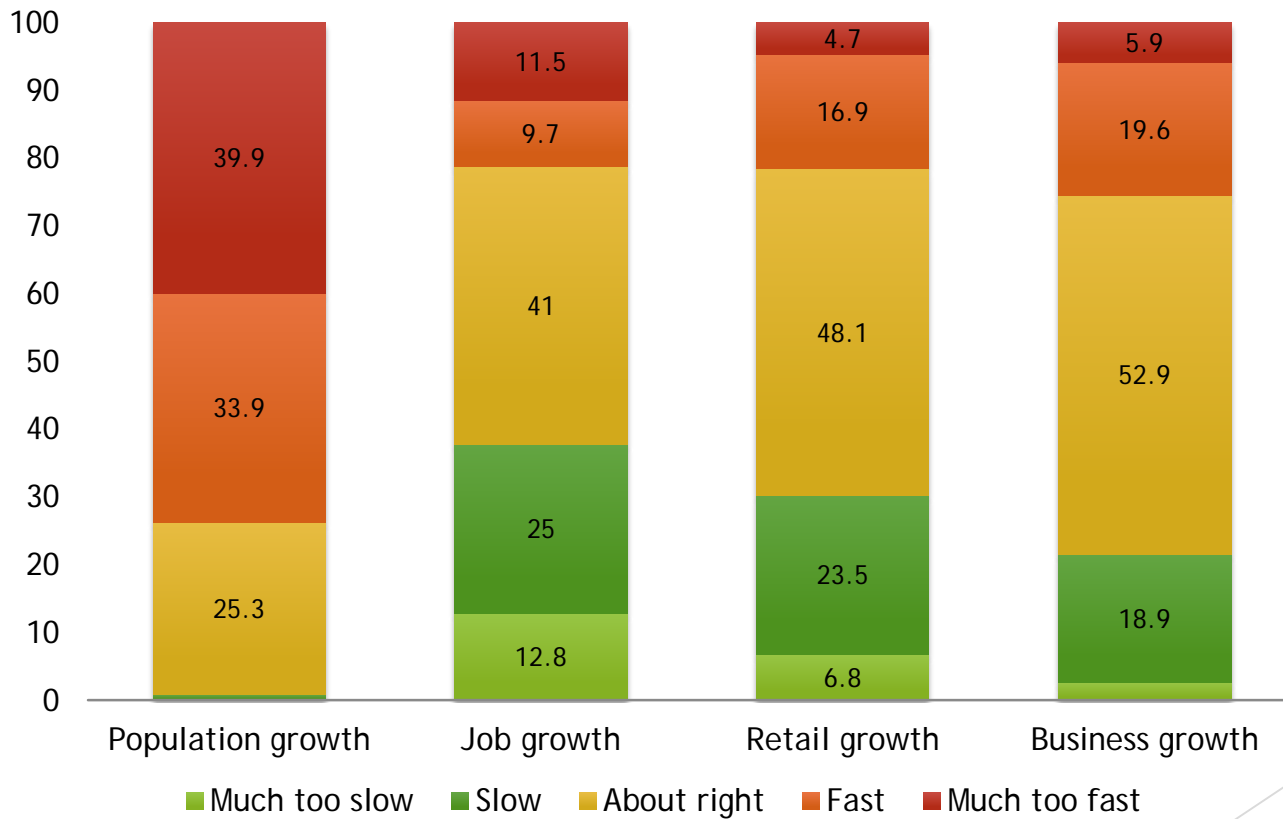
- ▶ Pace of growth
- ▶ Service use
- ▶ Support for tax increases
- ▶ Perceptions of safety

# Pace of Growth

	Percent about right	Total responses
Business growth	52.9	408
Retail growth	48.1	426
Job growth	41.0	288
Population growth	25.3	439

# Pace of Growth

## Pace of Growth



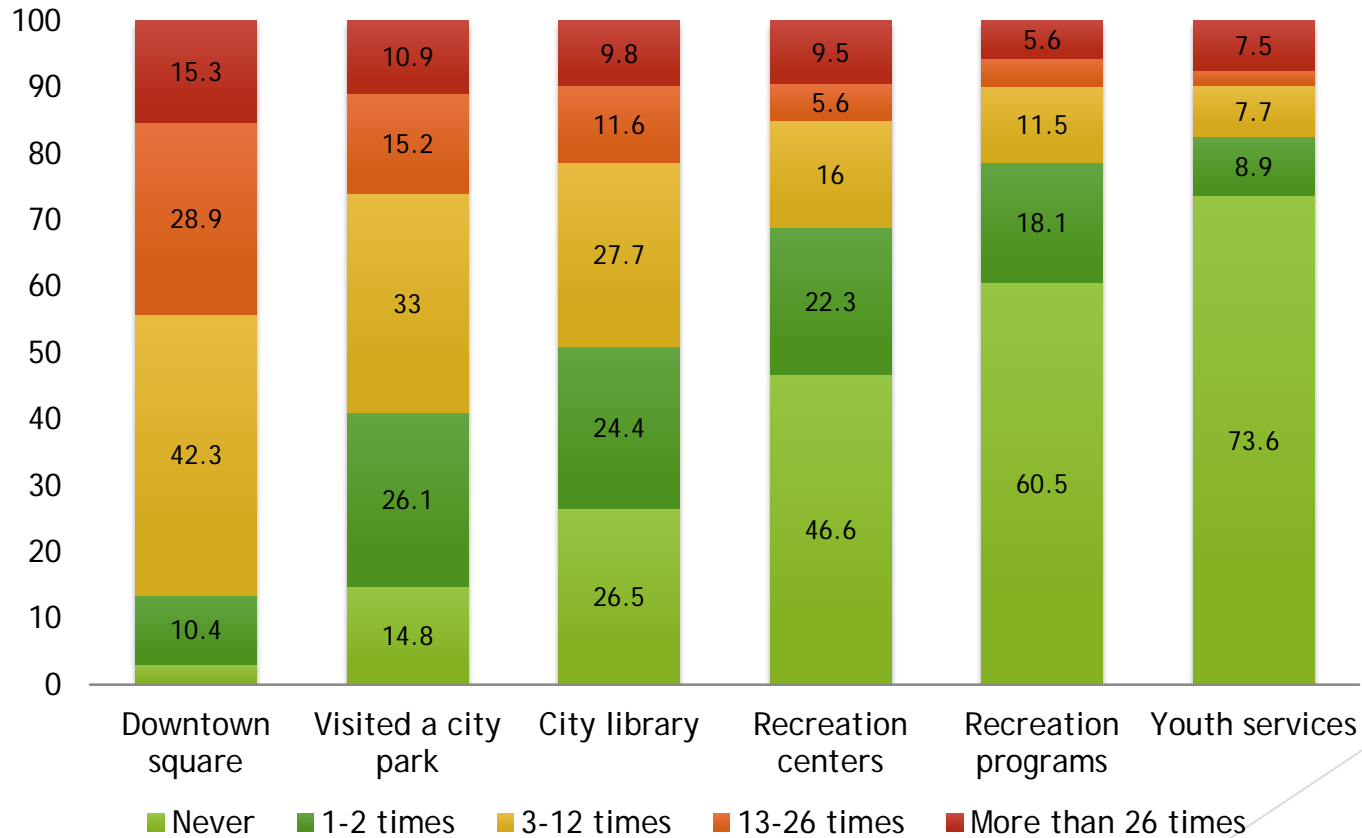


# Service Use Over the Last Year

	More than 12 times	Total Responses
Downtown square	44.2	491
Visited a city park	26.1	488
City library	21.4	491
Recreation centers	15.1	485
Recreation programs	9.9	486
Youth services	9.8	481

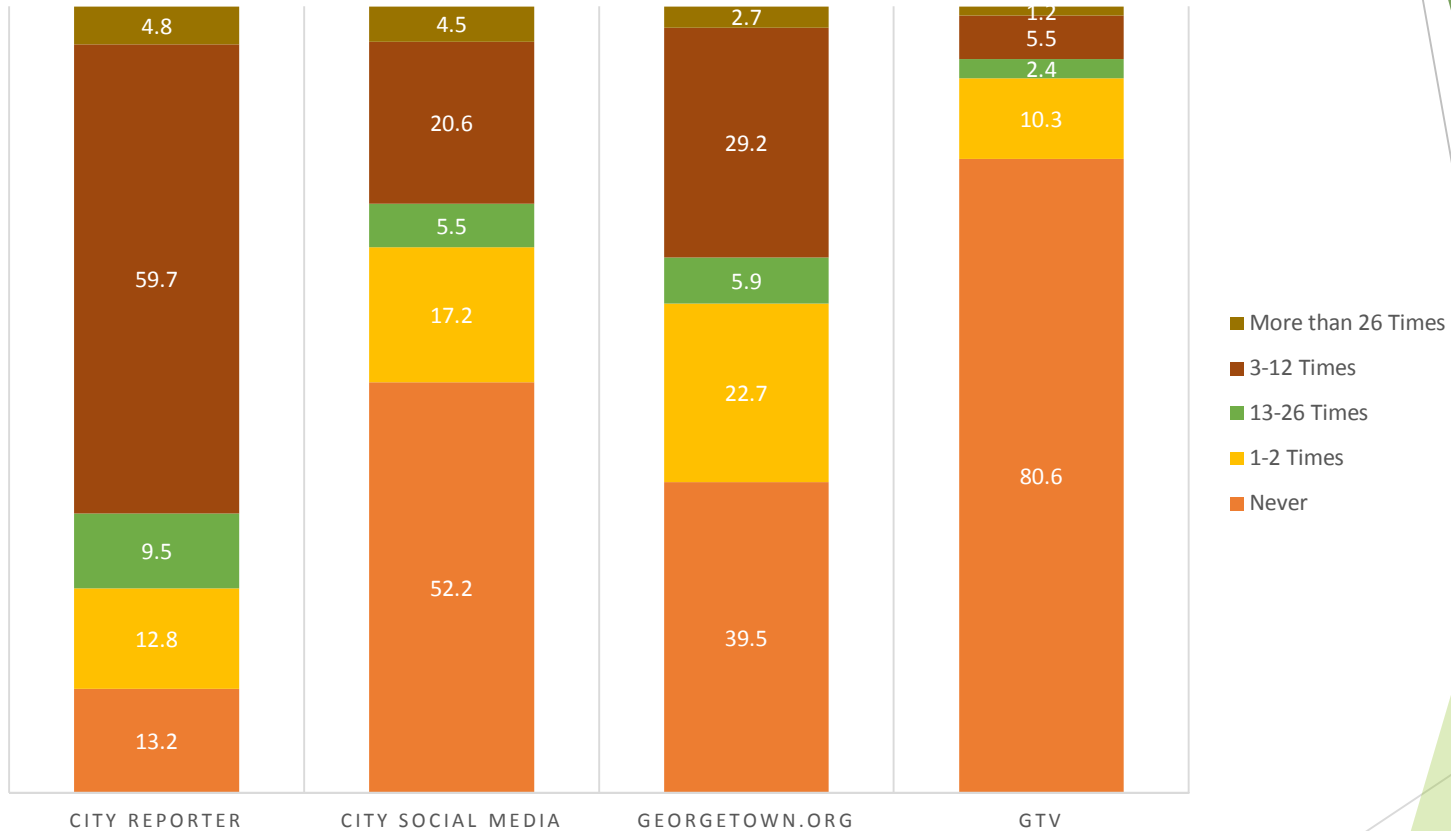
# Service Use Over the Last Year

## Service Use Over the Last Year



# Sources for Local News

## SOURCES OF CITY NEWS

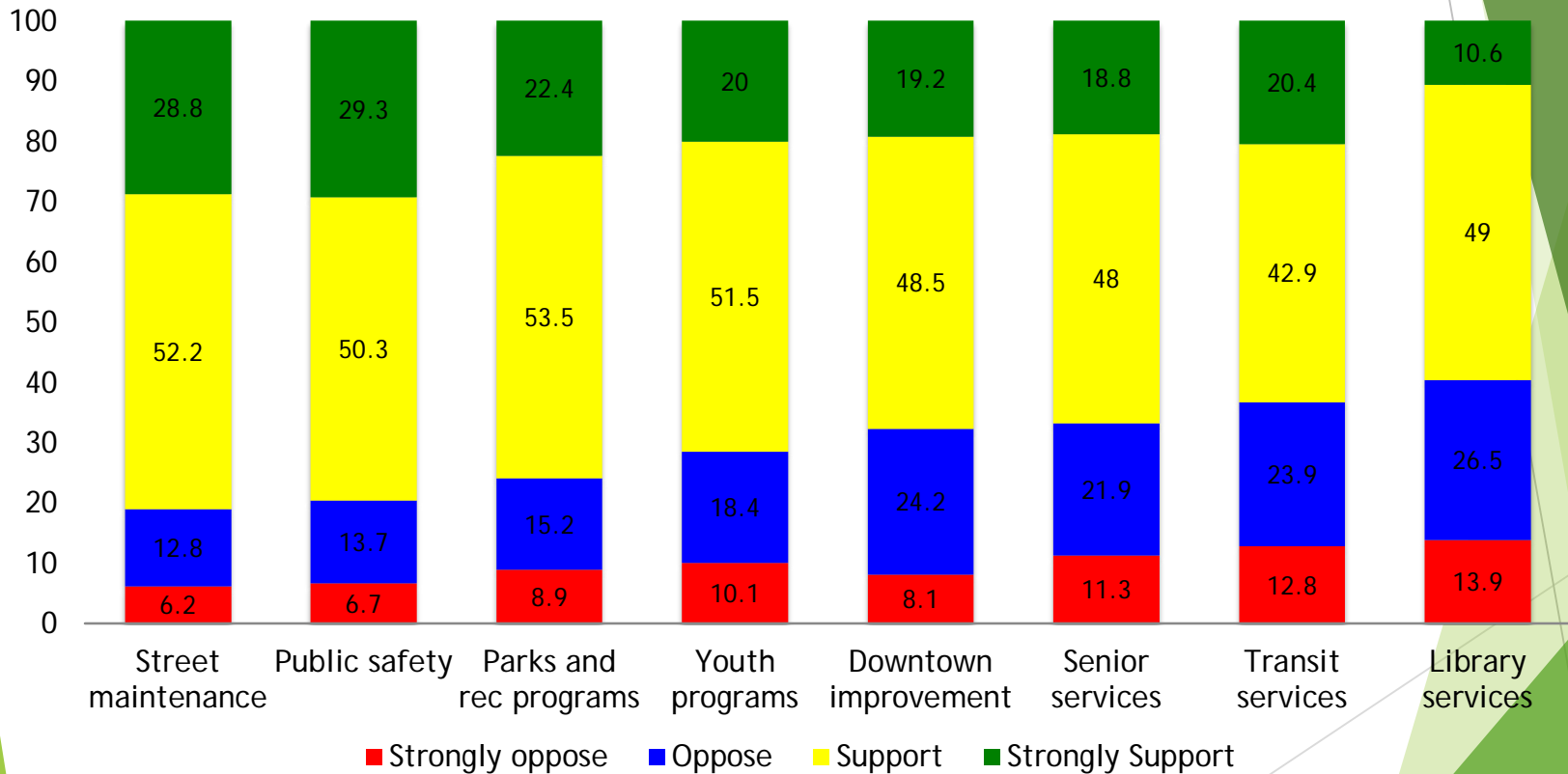


# Support for Dedicated Tax Increases

	Mean Support	Percent support or strongly support	Total Responses
Street maintenance	3.0	81.3	429
Public safety	3.0	80.3	421
Parks and rec programs	2.9	75.6	406
Youth programs	2.8	72.4	377
Downtown improvement	2.8	68.7	405
Senior services	2.8	67.9	402
Transit services	2.7	63.8	400
Library services	2.6	60.3	393

# Support for Dedicated Tax Increases

## Support for Dedicated Tax Increases

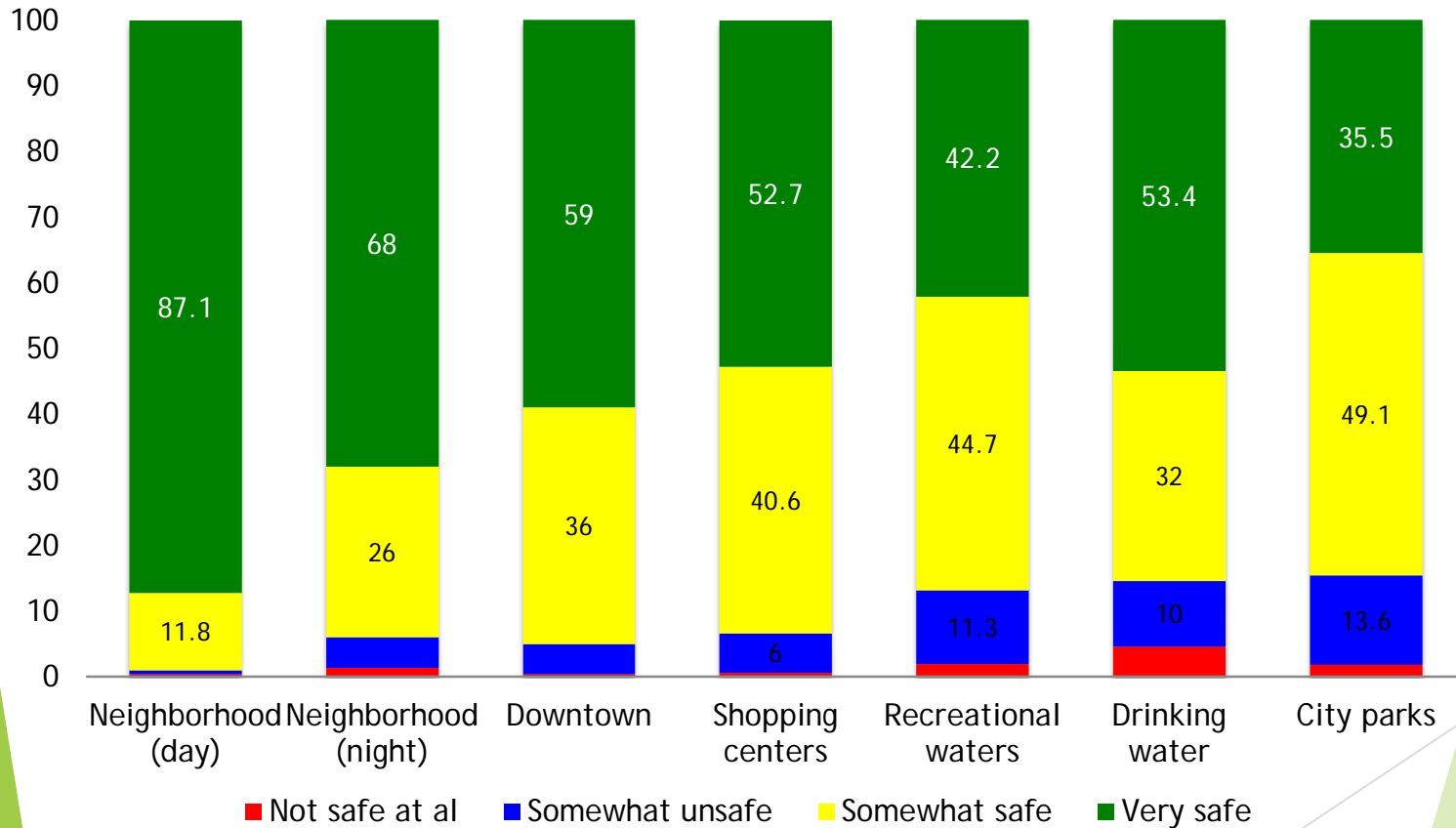


# Perceptions of Safety

	Mean	Percent very safe or somewhat safe	Total responses
Neighborhood (day)	3.9	98.9	442
Neighborhood (night)	3.6	93.6	441
Downtown	3.5	94.5	405
Shopping centers	3.4	92.9	410
Recreational waters	3.3	86.4	286
Drinking water	3.3	84.4	425
City parks	3.2	83.4	338

# Perceptions of Safety

## Perceptions of Safety



# Overview of the Findings: High Quality Areas

- ❑ Quality of New Development
- ❑ Quality of New Businesses
- ❑ All Protective Services
- ❑ All Quality of Life Services
- ❑ All Dimensions of Customer Services for Citizen-initiated Contacts
- ❑ Overall Value Based on Taxes Paid



# Overview of the Findings: Areas for Improvement

- ❑ Employment opportunities
- ❑ Bike Travel
- ❑ Walking
- ❑ Traffic Flow
- ❑ Traffic Signals
- ❑ Parking
- ❑ Street Repair

# Considerations for Next Survey

- ▶ Reduce number of questions to increase response rate
  - ▶ Cases when multiple items can be captured with a single “overall” question.
- ▶ Online survey of students in collaboration with Southwestern
- ▶ Identify ways to increase renter response rate
- ▶ Continue to build capacity of the CRPT and provide pro bono services to the city
  - ▶ MS4 Permit Survey currently underway

# Aligning Survey Results: Transportation

- ▶ \$105 Million Road Bond Passed in FY2015
  - ▶ Largest Capital Improvement Bond in the history of the City
  - ▶ Southwest Bypass
  - ▶ \$10 Million in Sidewalk Improvements
- ▶ Public Works Reorganization in FY2017
  - ▶ Hiring process for Public Work Director underway
- ▶ Williams Drive Corridor Study underway
- ▶ Laying the foundation for a Bike Plan Analysis

# Aligning Survey Results: Economic Development

- ▶ FY2017 budget continues efforts related to the Retail Study and Recruitment Strategy
- ▶ Business Retention Program
- ▶ Targeted Industry Sector Recruitment
- ▶ Workforce Analysis
- ▶ Inaugural Georgetown Economic Development Symposium

# Aligning Survey Results: Quality Development

- ▶ Updating the MUD Policy
- ▶ FY2017 Budget featured funds for a Cost to Serve Study
  - ▶ Helps understand the fiscal impacts of new development and annexation.
- ▶ Planning is currently working on the 2030 Comp Plan
- ▶ Review and updates to the Unified Development Code

# For more information

- For more information please contact Thomas Longoria  
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