

# *2012 City of Plano Citizen Survey*

## **Final Report**

*Submitted to*

*Plano, Texas*



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## 2012 City of Plano Citizen Survey Executive Summary Report

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### Overview and Methodology

ETC Institute administered a community survey for the City of Plano during the spring of 2012 as part of the City's ongoing effort to identify and respond to citizen concerns. The survey was mailed to a random sample of 2,000 households in the City of Plano. Approximately 10 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.

A total of 444 households completed the survey. The results for the sample of 444 households have a 95% level of confidence with a precision of at least +/- 4.6%. There were no statistically significant differences in the results of the survey based on the method of administration.

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

This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey
- benchmarking data that shows how the survey results compare to other cities
- importance-satisfaction analysis
- tabular data for all questions on the survey
- a copy of the survey instrument.

Also provided as appendices to this report are:

- Appendix A – GIS Mapping



## Major Findings

### PERCEPTIONS OF THE CITY

- Most (92%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of life in the City; 6% were neutral and only 2% were dissatisfied.
- Seventy-four percent (74%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the value they receive for City taxes and fees; 20% were neutral and 7% were dissatisfied.

### SATISFACTION WITH CITY SERVICES

- Most (91%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of services provided by the City; 8% were neutral and only 1% were dissatisfied.
- The major categories of City services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses, among residents who had an opinion, were fire services (92%), emergency medical services (89%), library services (87%), police services (85%) and the maintenance of City parks (86%). Residents were least satisfied with code enforcement (60%).

### OVERALL PRIORITIES

- The overall City services that residents thought were most important for the City to provide were: (1) police services, (2) fire services, (3) emergency medical services and (4) environmental waste services.

### COMMUNICATION

- The number one source that residents reported they used to obtain and/or receive information about the City was the City’s website (82%). Some of the other top sources resident used to obtain and/or receive City information were: the Live Green Plano Newsletter (46%) and email (30%).
- The communication services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the usefulness of the City’s website (75%) and availability of information about government operations (62%).



## POLICE SERVICES

- Most (94%) of the residents surveyed, who had an opinion, felt “very safe” or “safe” in their neighborhood during the day; 4% were neutral and only 2% felt unsafe in their neighborhood during the day.
- Ninety-two percent (92%) of the residents surveyed, who had an opinion, reported they felt “very safe” or “safe” overall in the City of Plano; 6% were neutral and only 2% felt unsafe.

## SUSTAINABILITY AND ENVIRONMENTAL SERVICES

- Forty percent (40%) of the residents surveyed reported they used the City’s weekly yard trimming collection service monthly, 33% used this service 3-4 times a year and 10% used this service once a year. Eight percent (8%) of the residents surveyed reported using the City’s monthly bulky waste collection service monthly, 32% used this service 3-4 times a year and 38% used it once a year. Two percent (2%) of the residents surveyed reported they used the City’s household chemical collection service at least once a month, 10% reported they used this service 3-4 times a year and 39% used this service once a year.
- Seventy-two percent (72%) of the residents surveyed were aware of Live Green in Plano education and outreach programs and 28% were not. Twenty-one percent (21%) of the residents surveyed reported they participate in Live Green in Plano education and outreach programs and 79% did not; when asked what prevented residents from using these education and outreach programs, the number one reported reason was resident just felt they were too busy (48%). When asked how residents would like to receive information about education and outreach programming, the top two preferred ways were: on-line self-guided training (44%) and email (40%).
- Two-thirds (66%) of the residents surveyed knew that the City of Plano produced Texas Pure compost products from yard trimmings and 34% did not. Twenty-six percent (26%) of residents reported they used Texas Pure products and 74% did not. Of the residents who reported they used Texas Pure products, the products that residents used most often (percent of residents who used the product at least once a year) were: mulch (82%), compost (62%) and soil blend (55%).

## PUBLIC LIBRARY SYSTEM

- Seventy-one percent (71%) of the residents surveyed reported they had a library card and 29% did not.



- Residents were generally satisfied with the overall quality of libraries in Plano. Of the residents who indicated they had used a public library at least once during the past year, the libraries that were rated highest, based upon “excellent” ratings, were: Davis (85%), Parr (81%), and Haggard (80%).
- Forty-four percent (44%) of the residents surveyed used Plano libraries at least once a month, 28% used Plano libraries once or twice a year and 28% never used Plano libraries or did not remember if they had used a Plano library.
- The most preferred way that residents would like to receive information about library programs and/or services was the library’s website (78%). Some of the other preferred ways residents would like to receive library information were: local media (53%) and the library brochure (47%).
- The library services that residents used most often, based upon the combined percent of “1” and “2” ratings on a 5-point scale, where a rating of “1” meant “most used,” were: borrow books (94%), borrow DVDs (65%) and borrow audio books or Playaways (51%). The library services that residents used least often were: the interlibrary loan (25%) and downloadable books, EBOOKS (30%).
- Seventy-one percent (71%) of the residents surveyed had NOT attended a library program during the past year and 29% had attended at least one library program during the past year.

## **PARKS AND RECREATION**

- The top two ways that residents reported they received information about parks and recreation programs/services were: the Leisure Catalog (48%) and the Parks and Recreation website (48%).
- Sixty-one percent (61%) of residents reported they visited City parks at least once a month, 17% visited City parks once or twice a year and 22% reported they seldom or never visited City parks.
- The park facilities and/or activities that residents reported they used most during the past year were: trails (63%), playgrounds (35%) and picnic tables (26%).
- The park facilities and/or activities that residents reported they would like to see added most were: outdoor special events in the parks (45%), water sports (34%) and an additional dog park (24%).



- When asked to rate how well the City is meeting expectations in regards to the appearance of green areas, forests, parks/creeks/ponds and landscaping throughout the City, residents' generally felt the City was meeting their expectations. The highest rated items, based upon the combined percent of residents who felt the City was "exceeding expectations" or "meeting expectations" were: the appearance of public building landscapes (97%), the appearance of City parks (94%) and the appearance of the urban forest (91%).

## **PUBLIC WORKS/ENGINEERING**

- Fifty-nine percent (59%) of the residents surveyed, who had an opinion, were "very satisfied" or "satisfied" with pedestrian safety in Plano, 27% were neutral and 14% were dissatisfied with pedestrian safety.
- Fifty-seven percent (57%) of the residents surveyed, who had an opinion, were "very satisfied" or "satisfied" with traffic signal timing; 22% were neutral and 22% were dissatisfied.

## **PROPERTY STANDARDS**

- More than three-fourths (78%) of the residents surveyed, who had an opinion, "strongly agreed" or "agreed" that code enforcement is necessary to maintain or improve neighborhoods; 18% were neutral and only 4% disagreed.
- Sixty percent (60%) of the residents surveyed, who had an opinion, "strongly agreed" or "agreed" that Property Standards staff provided courteous and timely service; 31% were neutral and 9% disagreed.
- Sixty percent (60%) of the residents surveyed, who had an opinion, "strongly agreed" or "agreed" that they were satisfied with the responsiveness and helpfulness of Property Standards.
- Sixty percent (60%) of the residents surveyed felt the appearance of their neighborhood had stayed the same over the past three years; 14% felt the appearance of their neighborhood had improved, 20% felt it had gotten worse and 6% did not know.

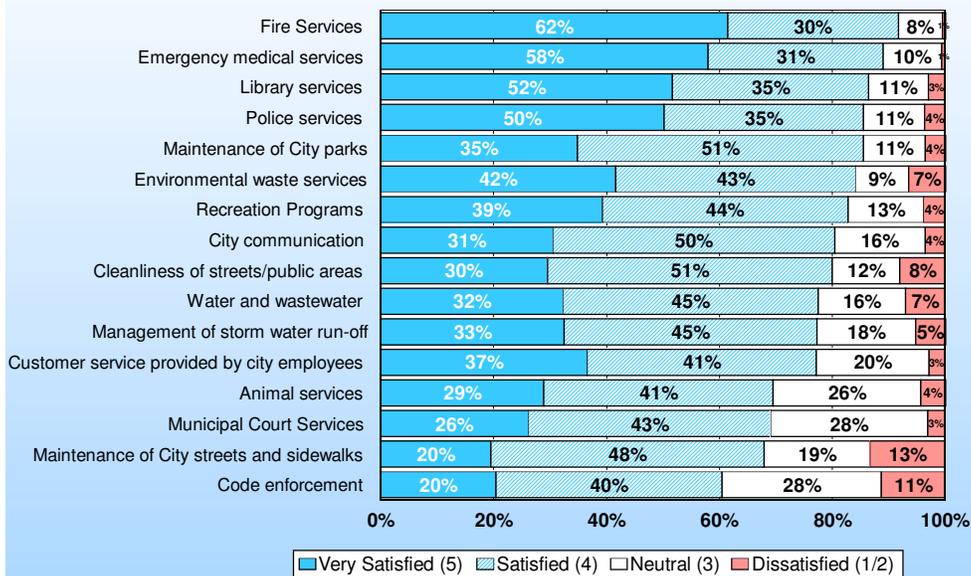
**Section 1:**  
**Charts and Graphs**

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# 2012 City of Plano Citizen Survey

## Q1. Satisfaction with Overall City Services

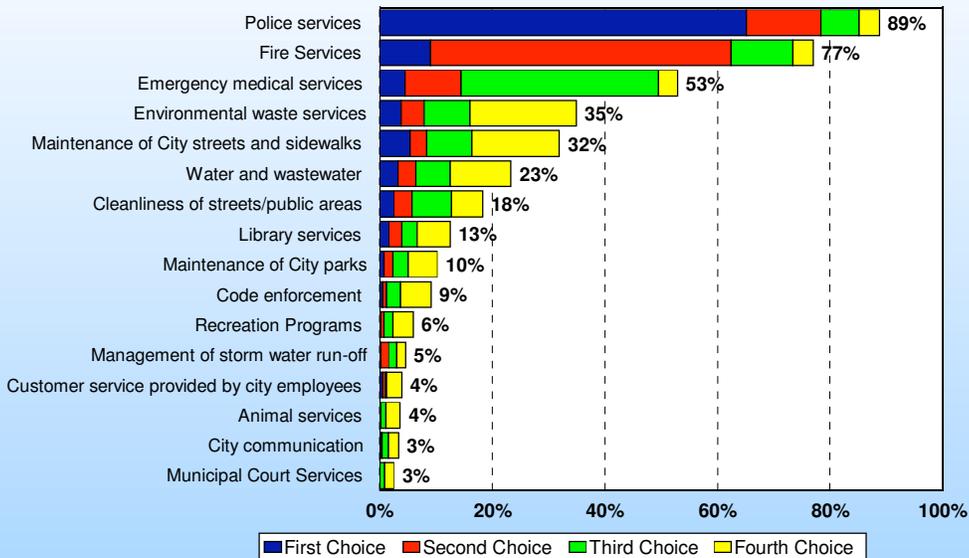
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q2. Overall City Services Most Important For the City to Provide

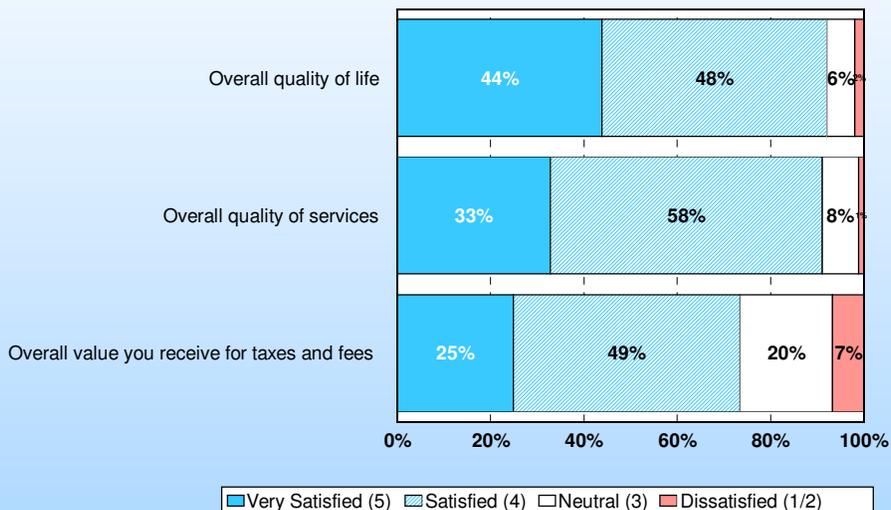
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q3. Satisfaction with Perceptions of the City

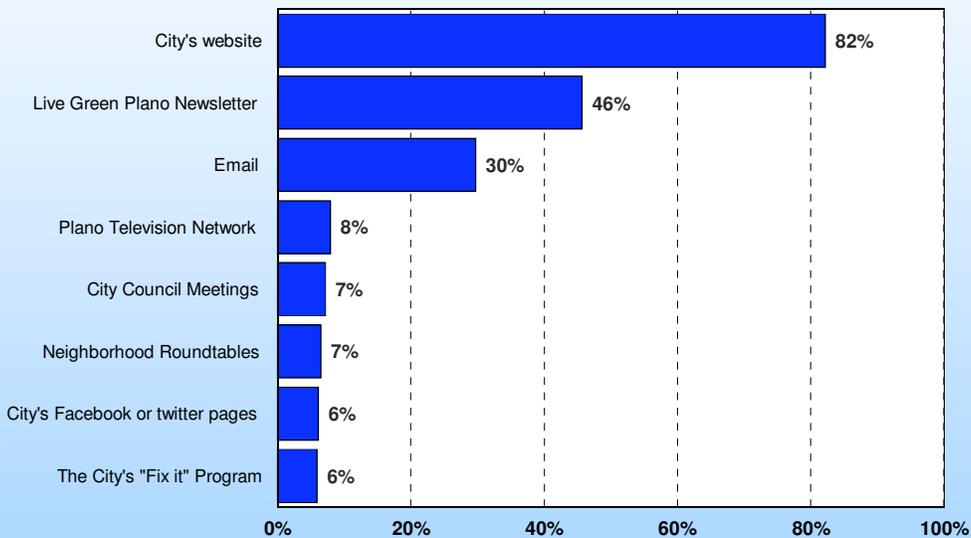
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q4. Which of the following sources do you currently use to obtain and/or receive information about the City?

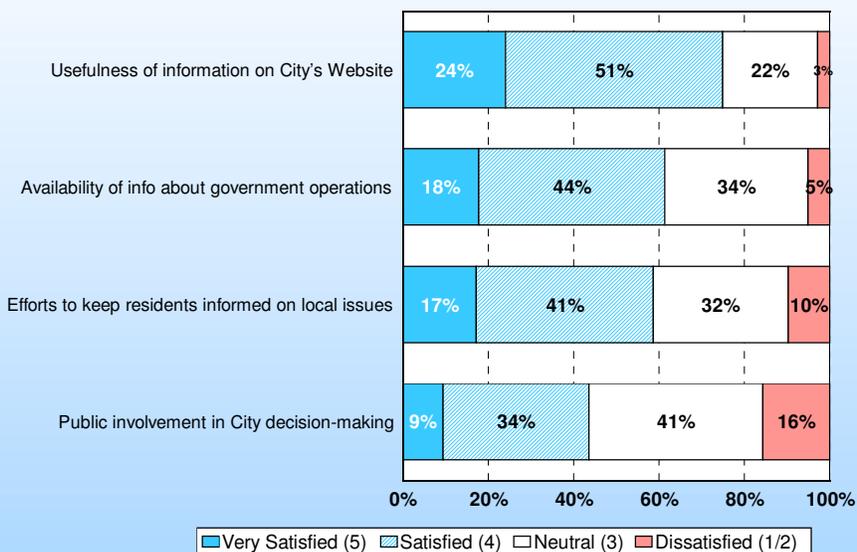
by percentage of respondents (Check all that apply)



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q5. Satisfaction with Communication Services

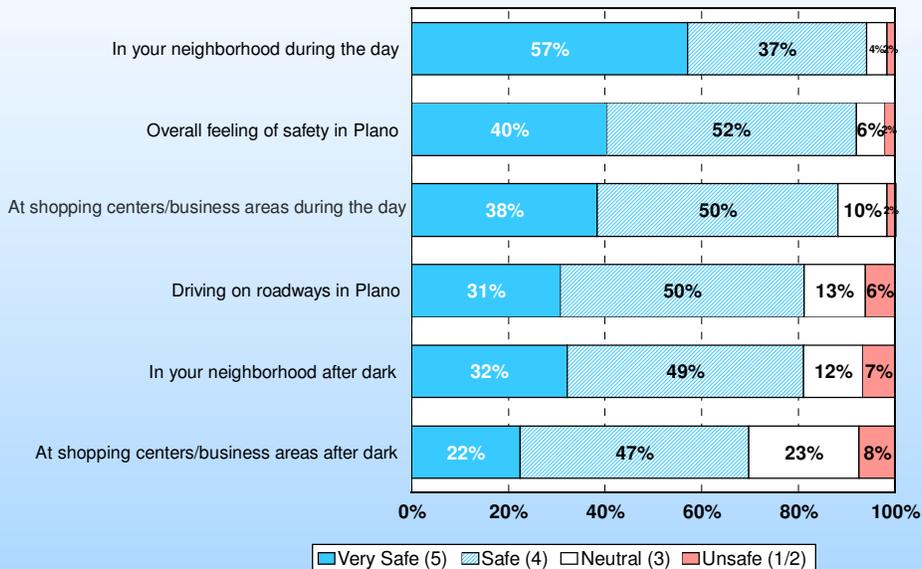
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q6. How Safe Do You Feel:

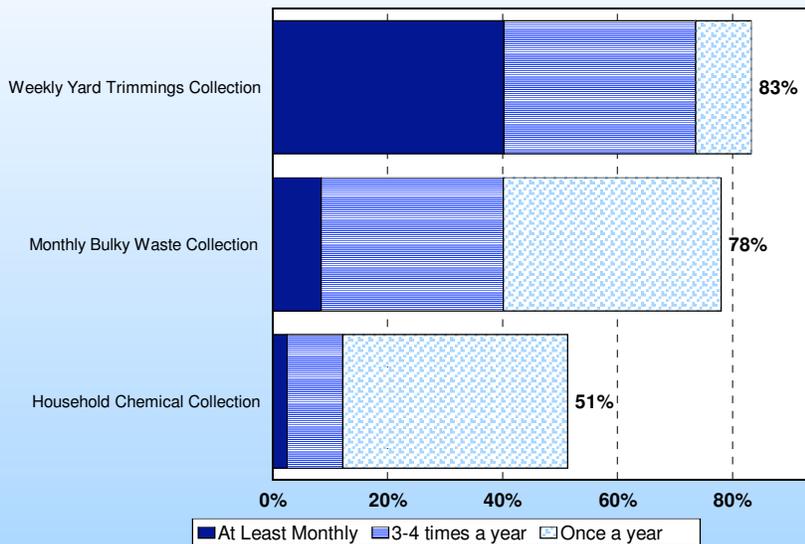
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q7. How Often Residents Utilize the City's Environmental Waste Services

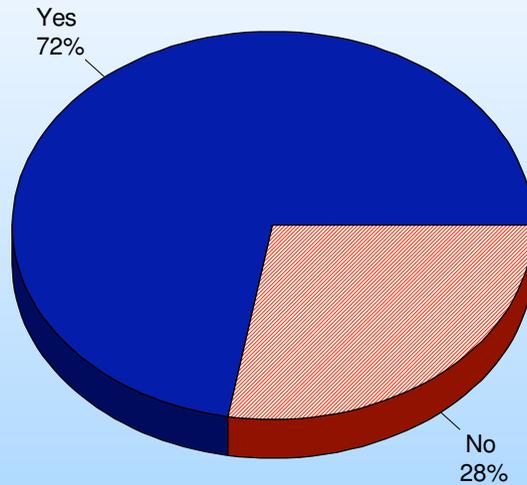
by percentage of respondents who use the service at least once a year (excluding don't knows)



Source: ETC Institute (2012 City of Plano Citizen Survey)

Q8. Are you aware of *Live Green* in Plano education and outreach programs?

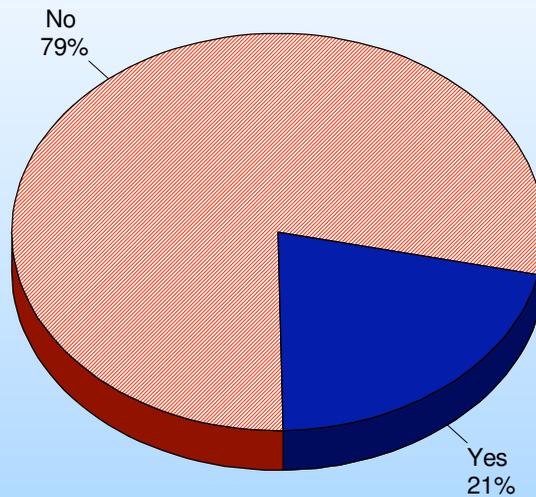
by percentage of respondents



Source: ETC Institute (2012 City of Plano Citizen Survey)

Q9. Do you participate in *Live Green* in Plano education outreach programs?

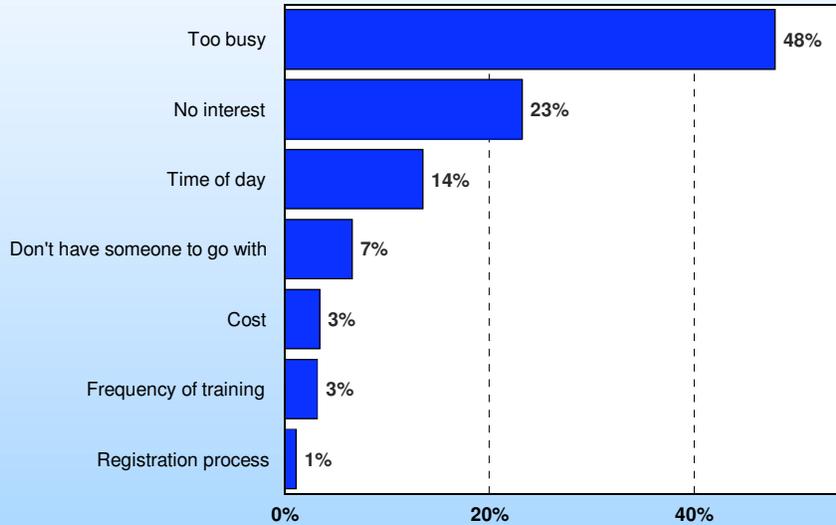
by percentage of respondents



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q9a. What prevents you from participating in these education and outreach programs?

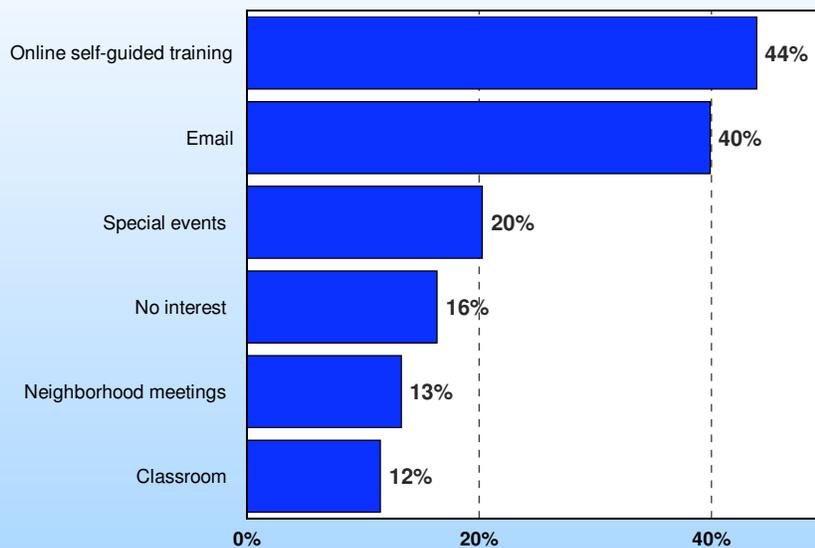
by percentage of respondents who indicated they did not participate in *Live Green in Plano*



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q10. How would you like to receive education and outreach programming?

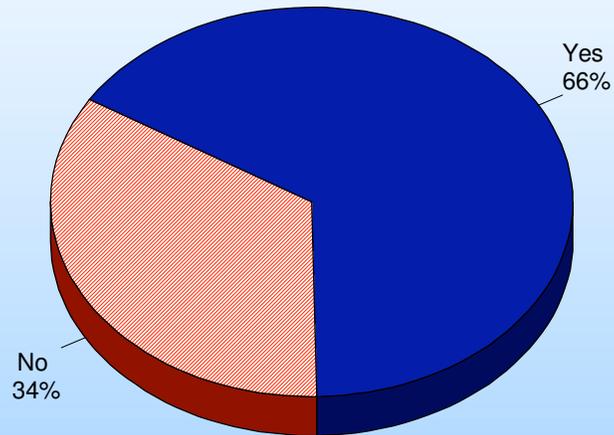
by percentage of respondents



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q11. Do you know the City of Plano produces Texas Pure compost products from yard trimmings?

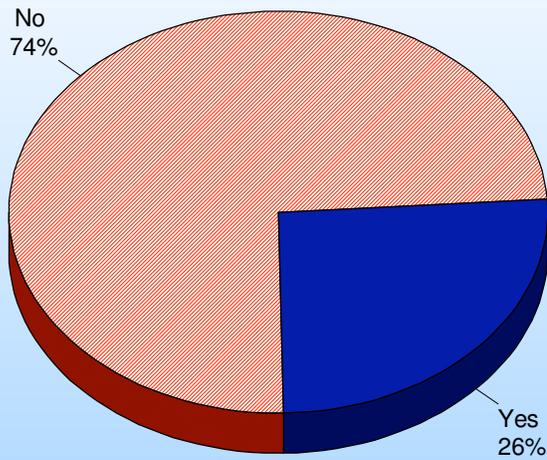
By percentage of respondents



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q12. Do you use Texas Pure products?

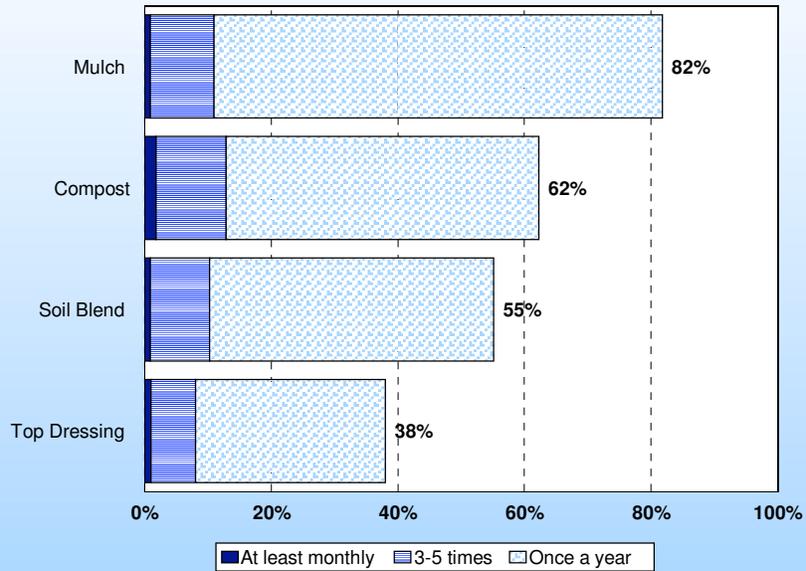
by percentage of respondents



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q12a. How often do you use Texas Pure Products?

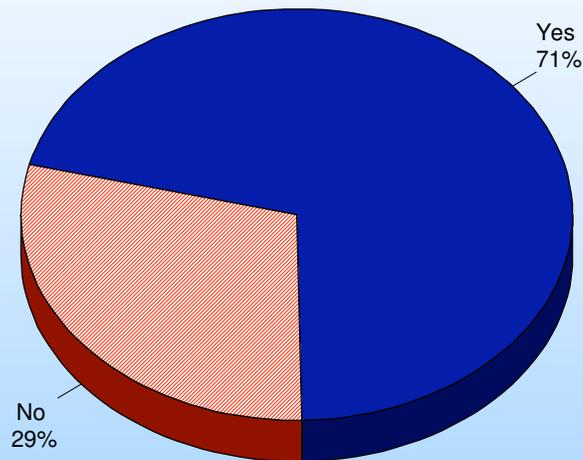
by percentage of respondents who indicated they use Texas Pure products



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q13. Do you currently have a Plano Library card?

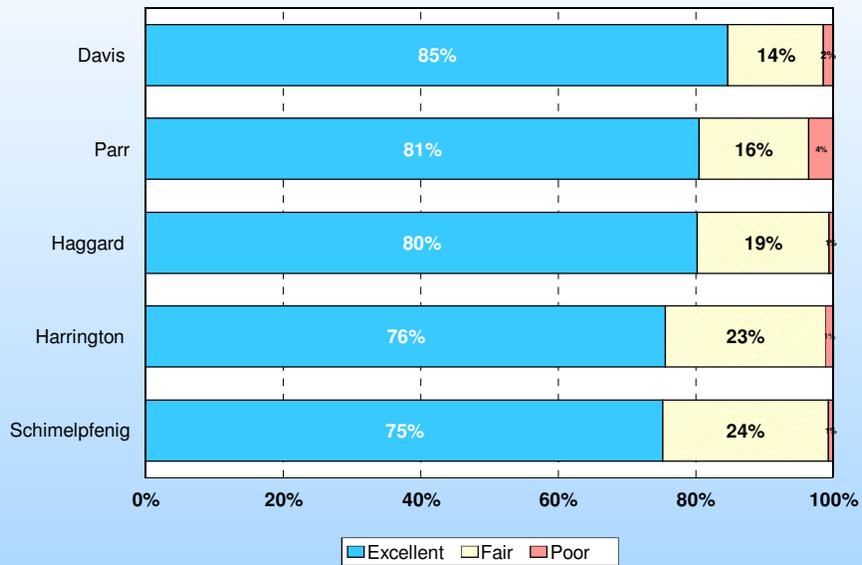
by percentage of respondents



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q14. Ratings of Library Services by Location

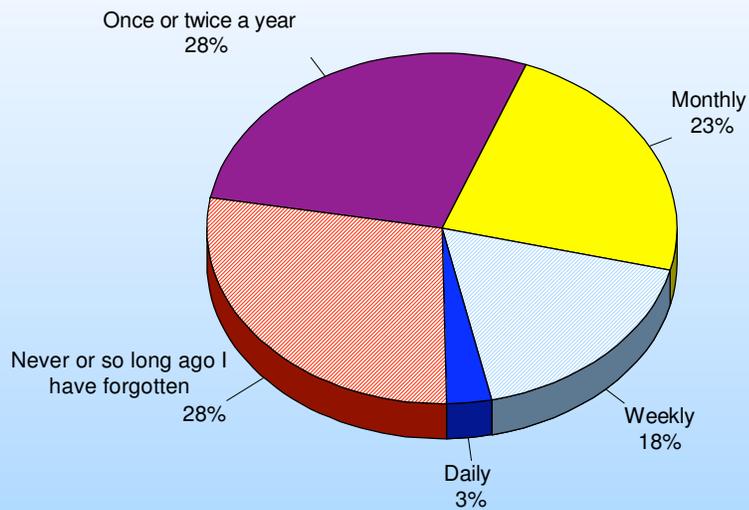
by percentage of respondents who had visited the library at least once during the past year



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q15. How often do you use the Plano Libraries?

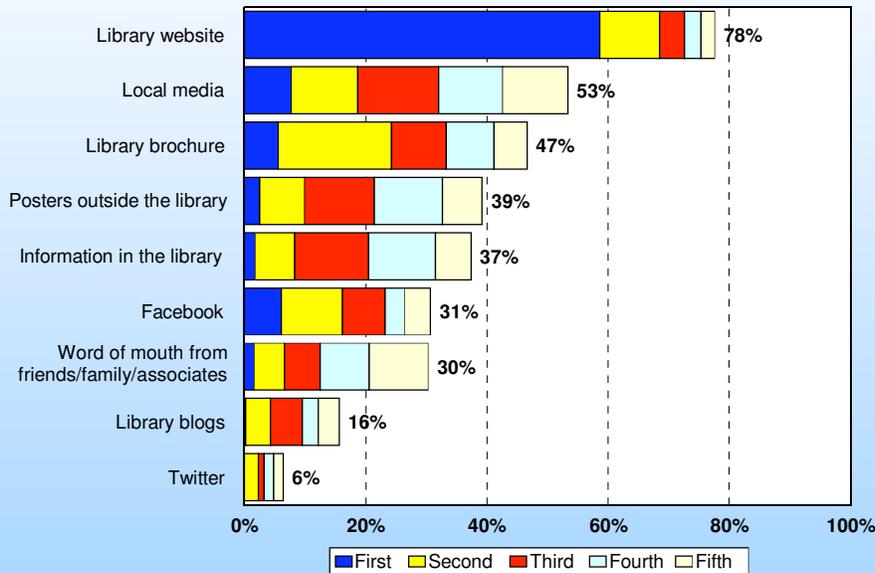
by percentage of respondents



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q16. Preferred Method of Receiving Information About Library Programs and Services

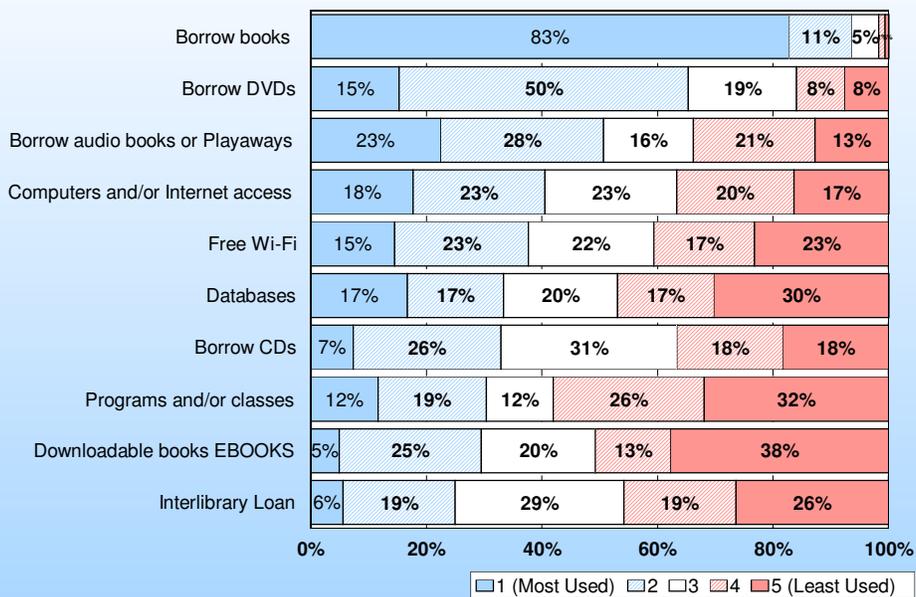
by percentage of respondents who selected the item as one of their top five choices



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q17. Library Services Residents Use Most Often

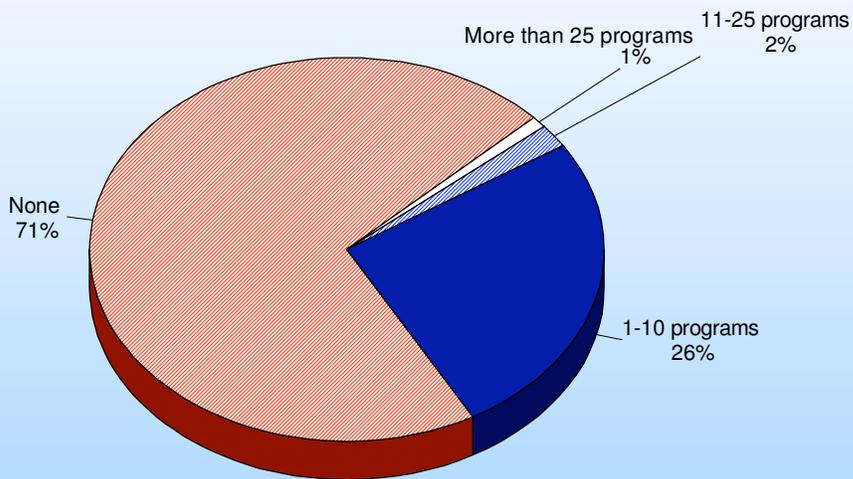
by percentage of respondents who their use of various library services with "1" meaning most used and "5" meaning least used



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q18. How many programs have you attended (or brought your children to) in the past year?

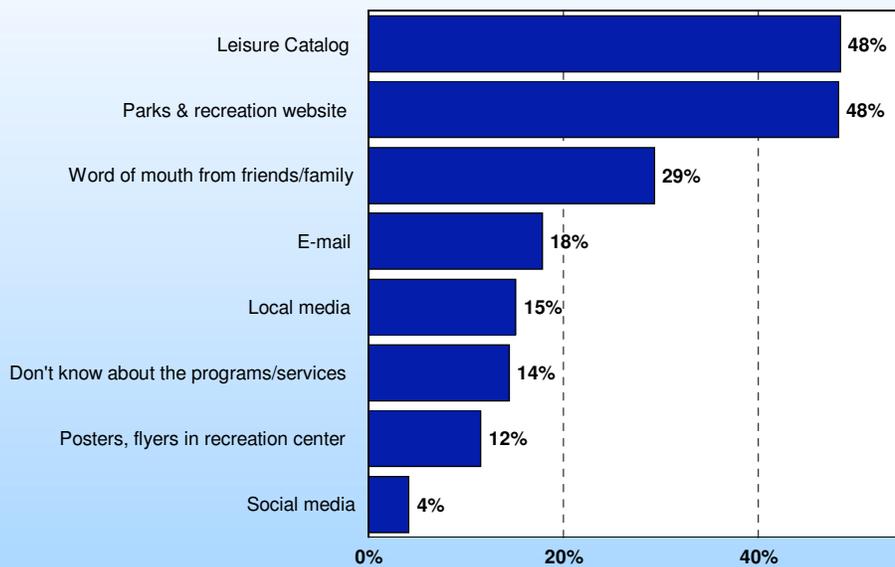
by percentage of respondents



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q19. Sources Where Residents Get Information About Parks and Recreation Programs/Services

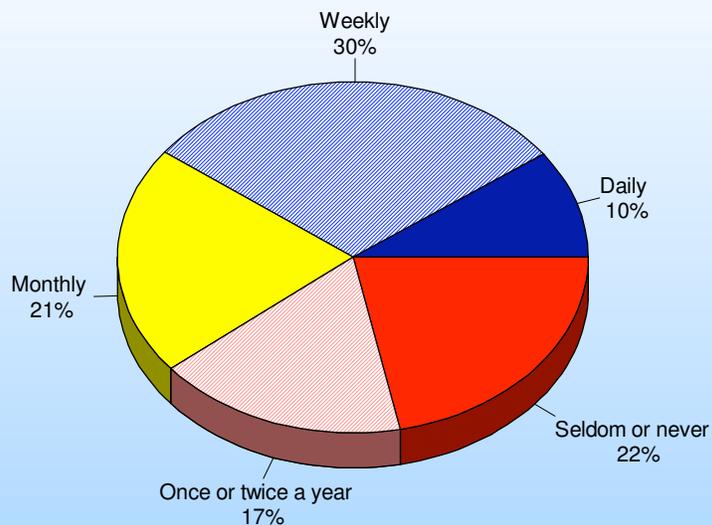
by percentage of respondents



Source: ETC Institute (2012 City of Plano Citizen Survey)

**Q21. On average, how often do you visit City parks?**

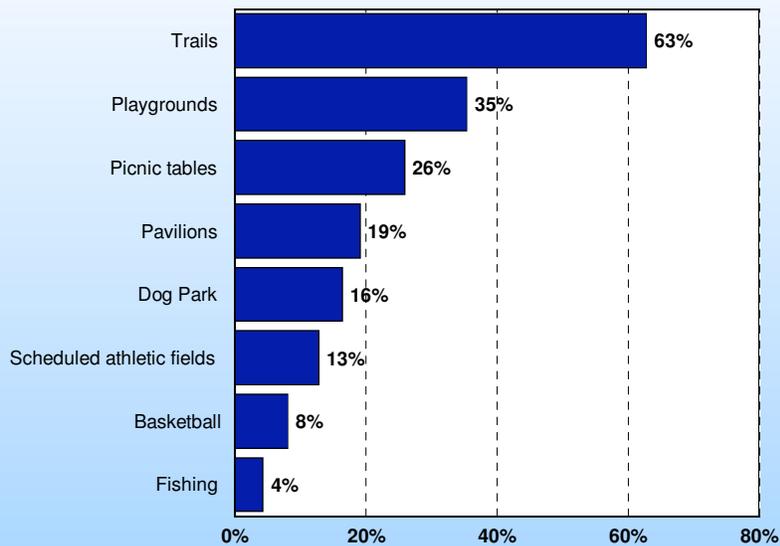
by percentage of respondents



Source: ETC Institute (2012 City of Plano Citizen Survey)

**Q22. Which of the following facilities/activities at City parks have you used during the past year?**

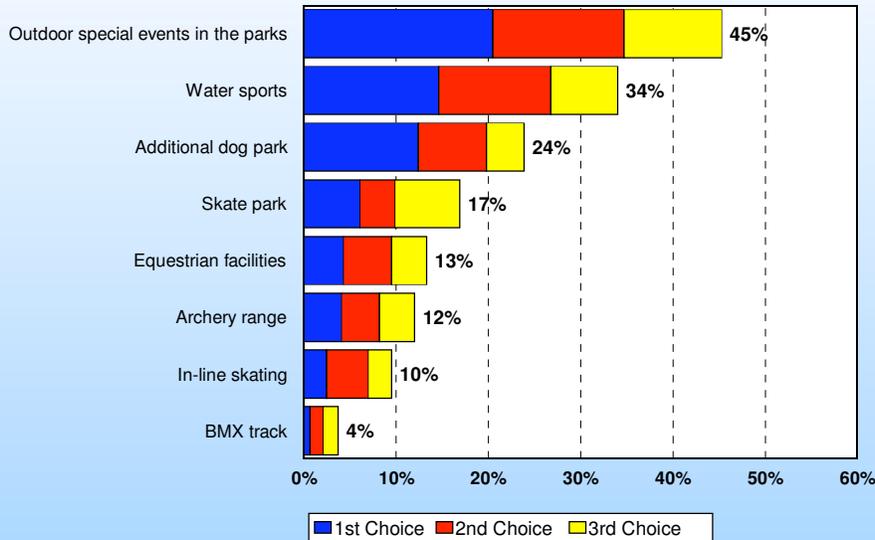
by percentage of respondents (multiple response)



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q23. Which three of the following facilities/activities would you like to see added most?

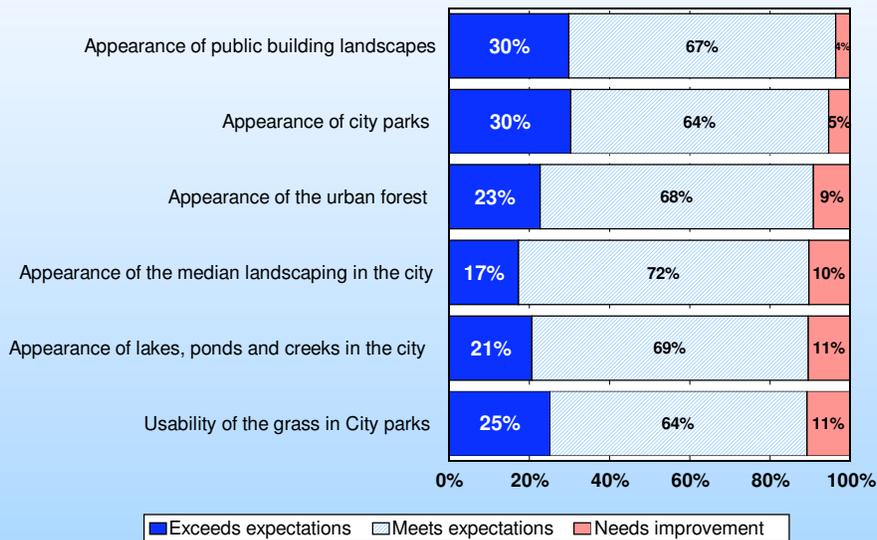
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q24. How Well is the City Meeting your Expectations for the Following Items:

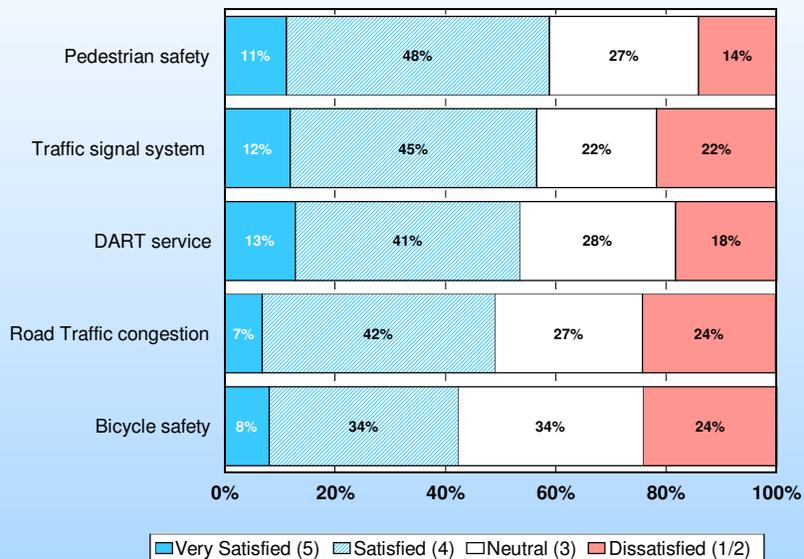
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q25. Satisfaction with Public Works/Engineering

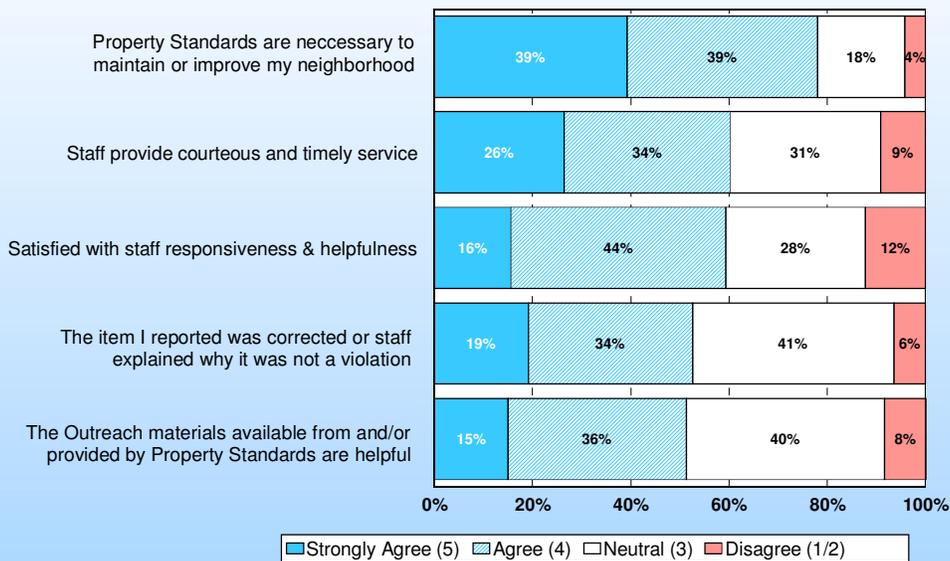
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q26. Agreement With Various Statements About Property Standards

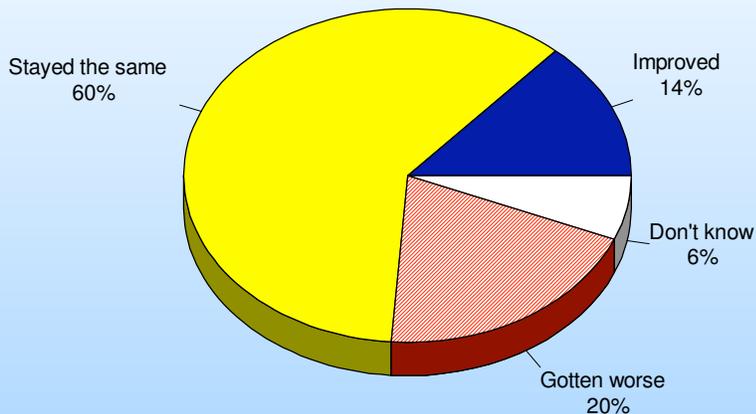
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q27. How do you feel the appearance of your neighborhood has changed over the past three years?

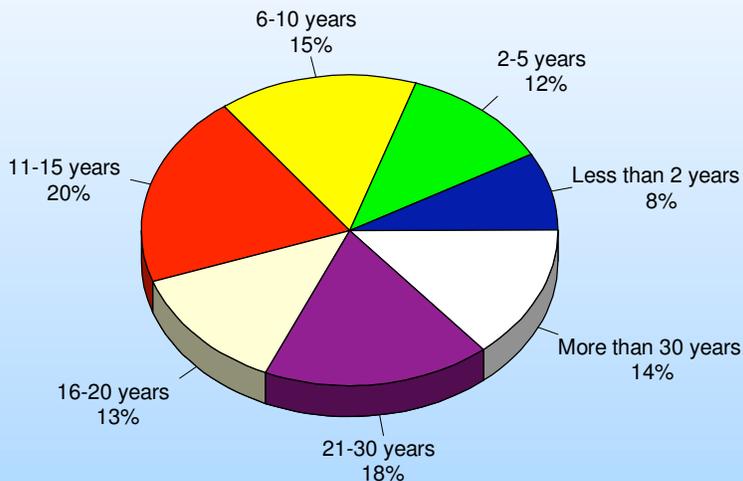
by percentage of respondents



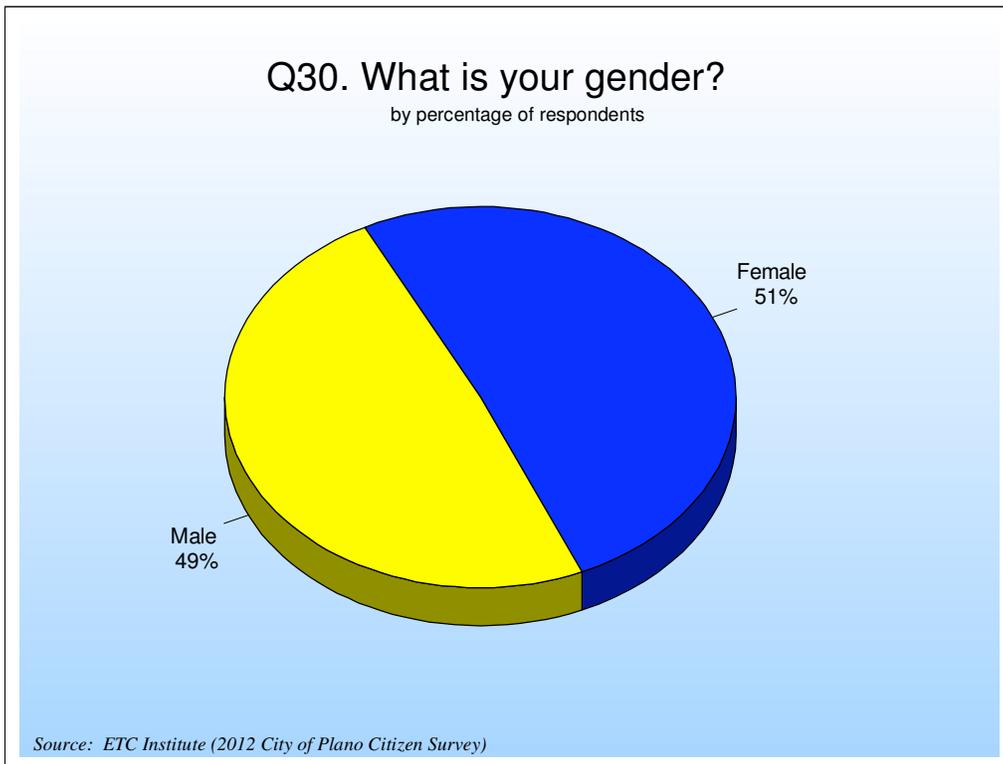
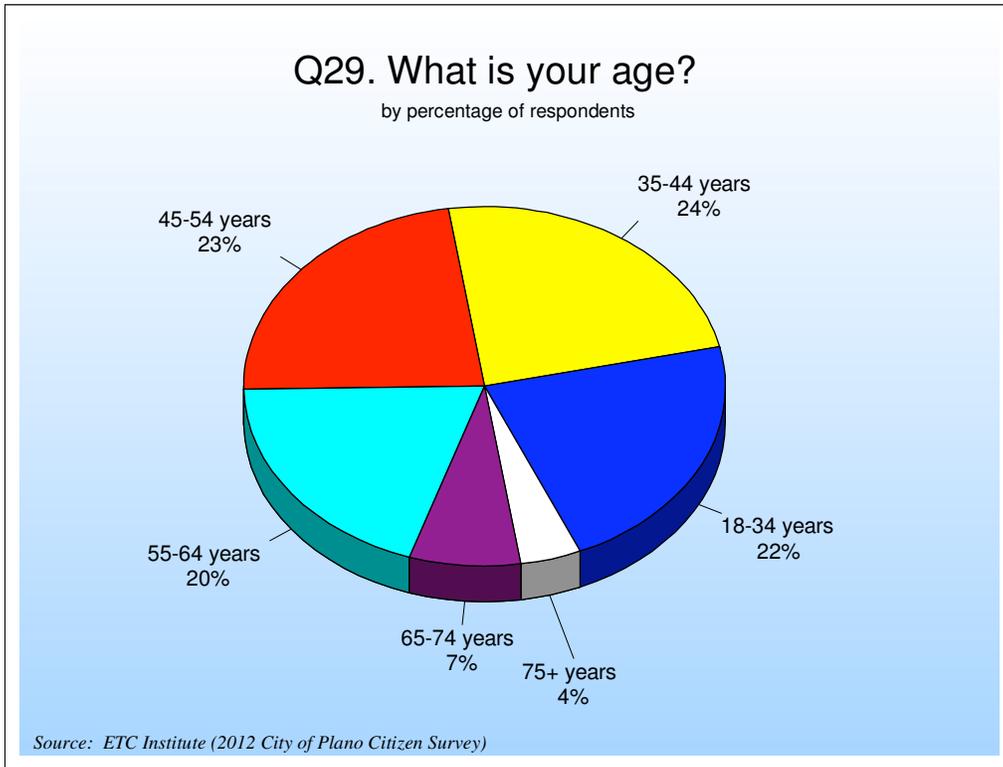
Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q28. Approximately how many years have you lived in Plano?

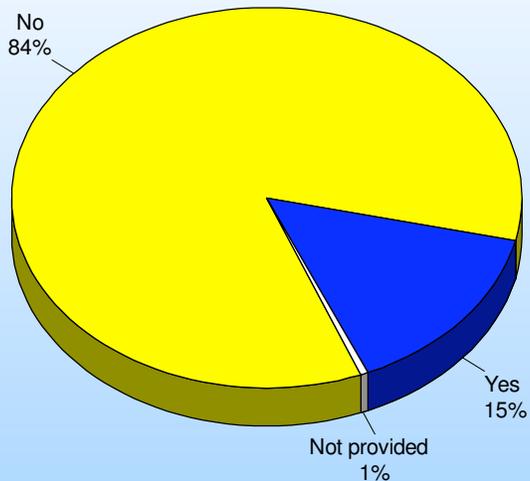
by percentage of respondents



Source: ETC Institute (2012 City of Plano Citizen Survey)

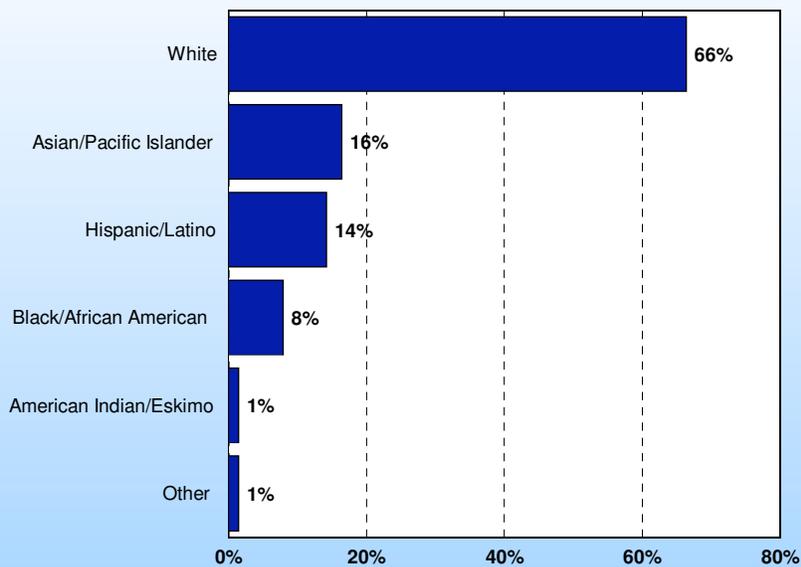


### Q31. Are you employed in the City of Plano? by percentage of respondents

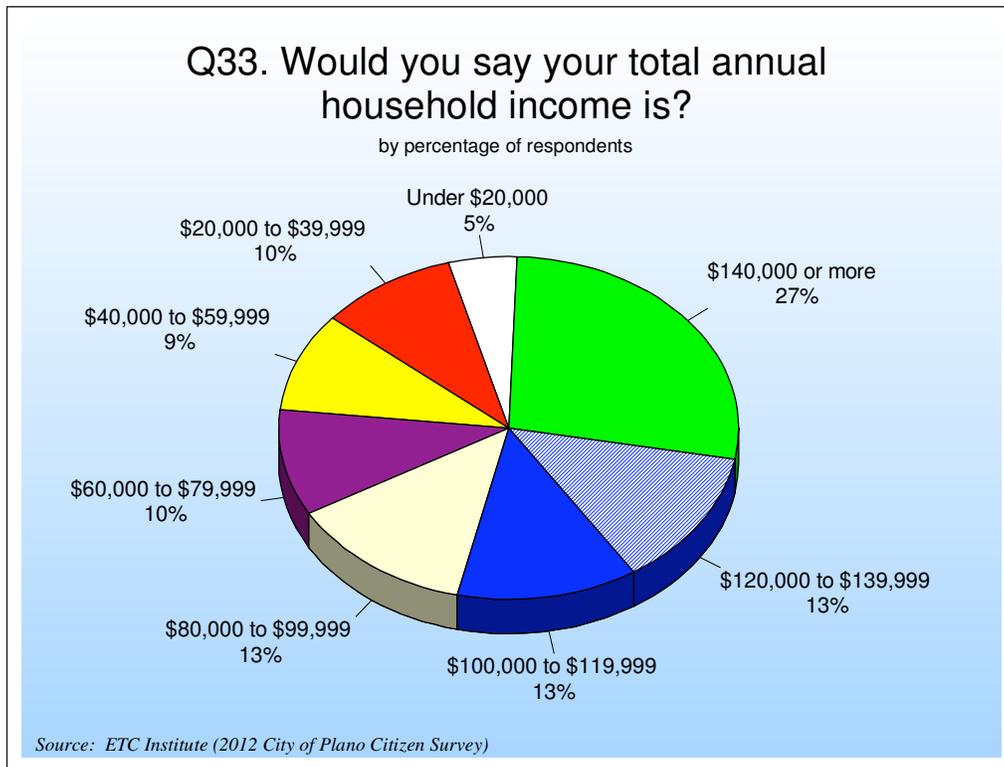


Source: ETC Institute (2012 City of Plano Citizen Survey)

### Q32. Which of the following best describes your race/ethnicity? by percentage of respondents

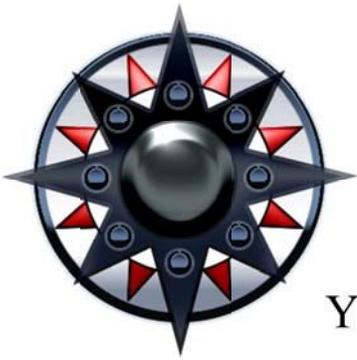


Source: ETC Institute (2012 City of Plano Citizen Survey)



**Section 2:**  
**Benchmarking Analysis**

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# 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 1999, the survey has been administered in more than 210 cities and counties in 38 states.

This report contains benchmarking data from three sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2011 to a random sample of 3,926 residents in the continental United States. The second source is from a regional survey that was administered to 448 residents living in the Southwestern portion of the United States during the summer of 2011; the southwestern region of the United States includes the states of Texas, Arizona and New Mexico. The third source is from individual community surveys that were administered in 25 large communities (population of 100,000 or more) between January 2009 and May 2012. The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey. The results from individual communities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services. The 25 communities included in the performance ranges that are shown in this report are listed below:

- Arlington County, VA
- Abilene, TX
- Austin, TX
- Columbia, MO
- Coral Springs, FL
- Dallas, TX
- Des Moines, IA
- Durham, NC
- Fort Worth, TX
- Henderson, NV
- High Point, NC
- Independence, MO
- Johnson County, KS
- Mesa County, CO
- Norman, OK
- Oklahoma City, OK
- Olathe, KS
- Overland Park, KS
- Plano, Texas
- Pueblo, CO
- San Francisco, CA
- Springfield, MO
- Tempe, AZ
- Vancouver, WA
- Yuma County, AZ

## Interpreting the Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding “don’t knows.”

The two sets of charts are briefly described below:

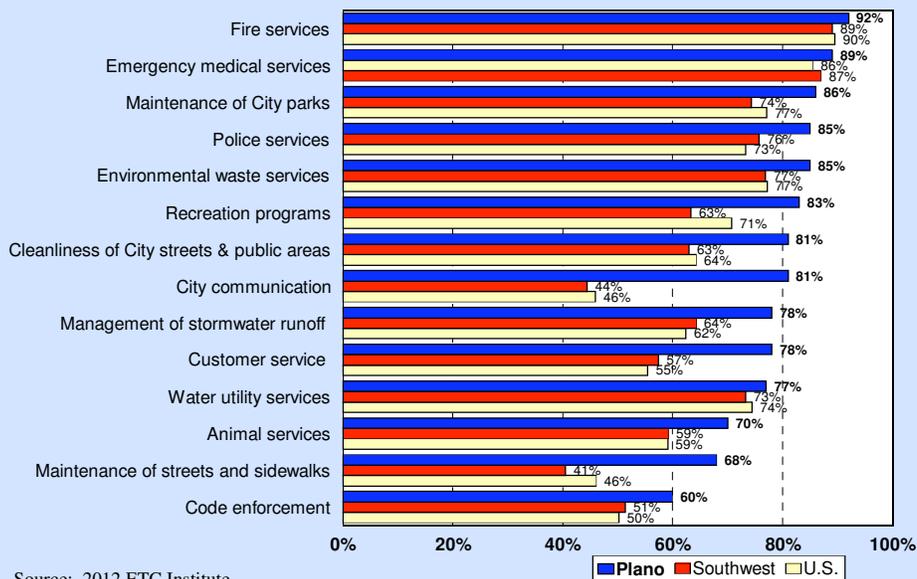
- On the first set of charts, the blue bars show the results for Plano, the red bars show the results for the regional survey administered to 448 residents in the Southwestern region of the U.S. and the tan bars show the results of a national survey that was conducted by ETC Institute to nearly 4,000 residents across the United States.
- On the second set of charts, the horizontal bar shows the range of performance among communities in ETC Institute’s DirectionFinder® database for communities with more than 100,000 residents. The yellow dot on each chart shows the rating for Plano. The vertical line shows the average rating for communities with more than 100,000 residents.

# National Benchmarks

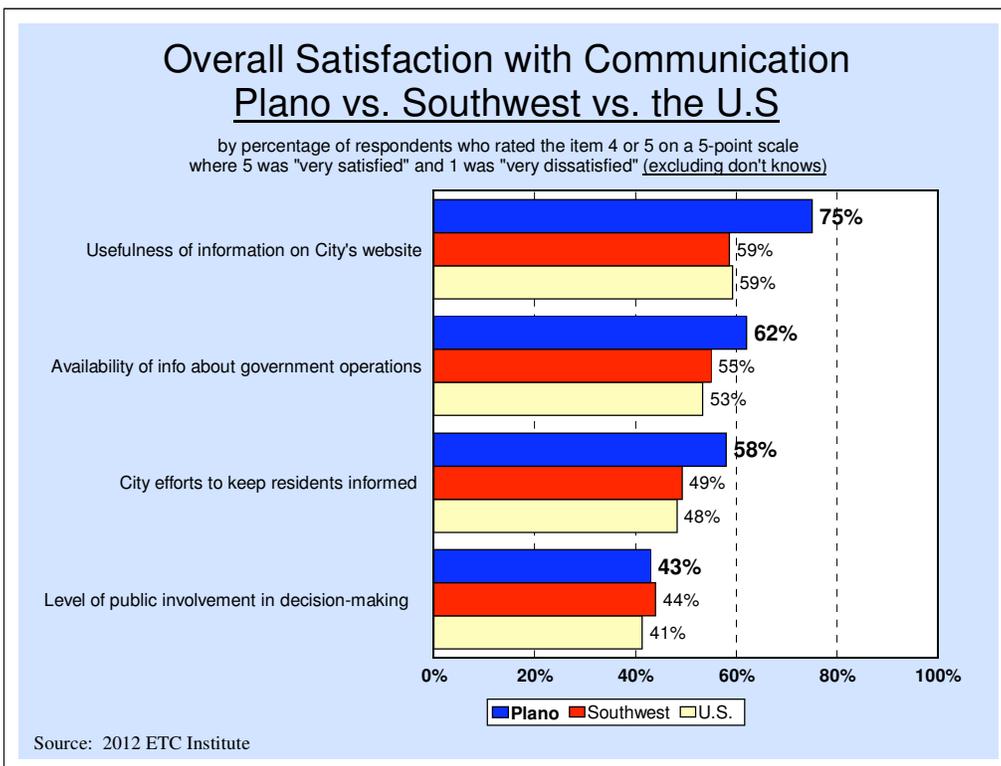
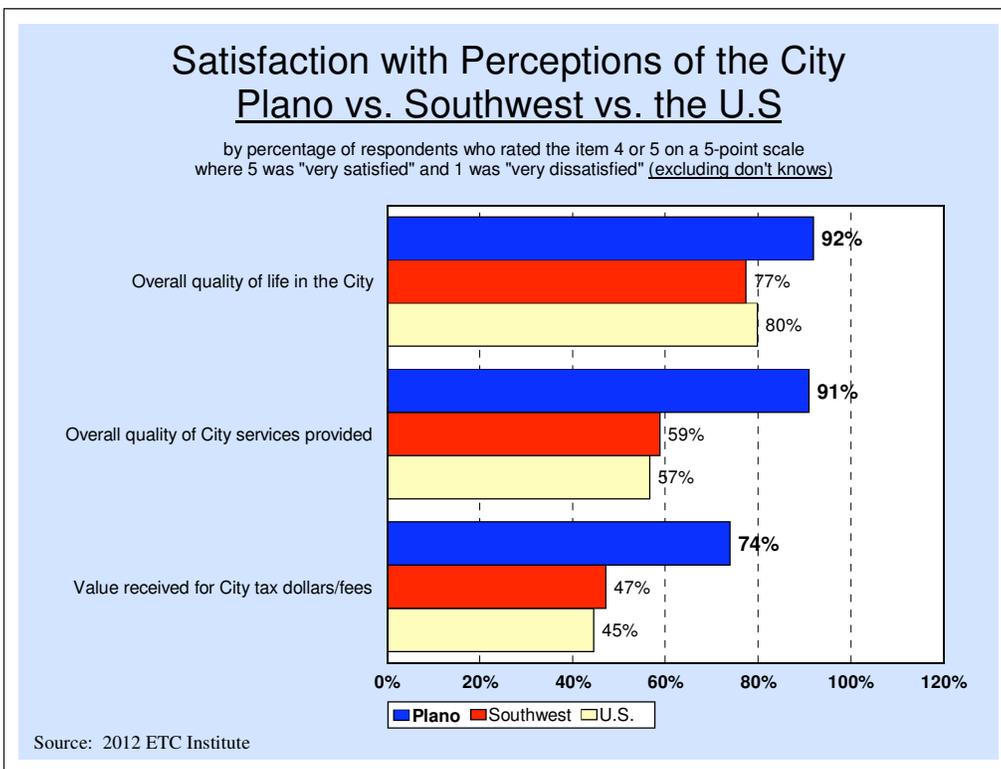
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Plano, Texas is not authorized without written consent from ETC Institute.**

## Overall Satisfaction with Major City Services Plano 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)

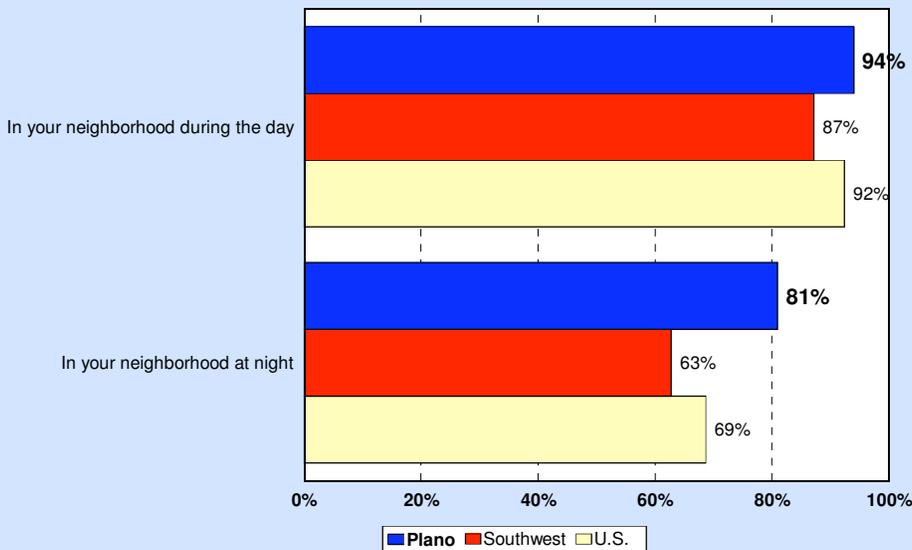


Source: 2012 ETC Institute



### How Safe Residents Feel in Their Community Plano vs. Southwest vs. the U.S

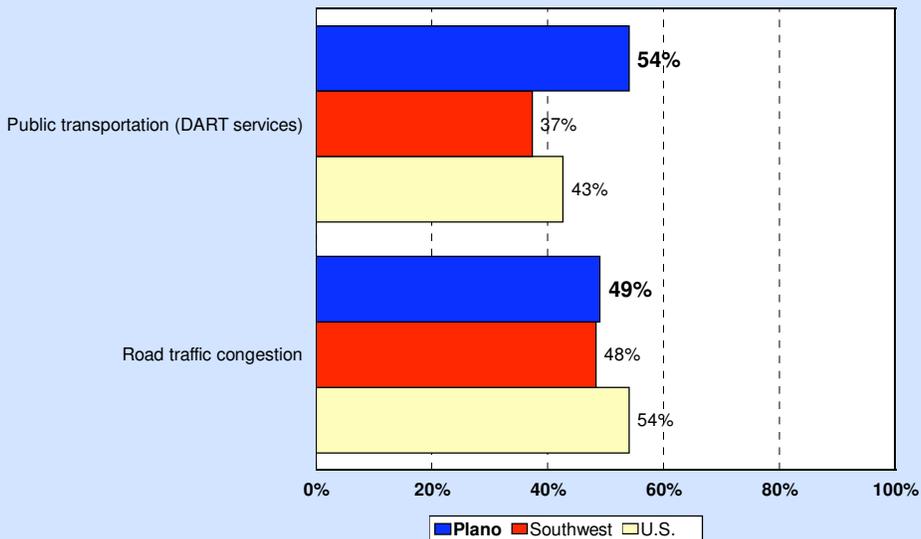
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2012 ETC Institute

### Overall Satisfaction with Public Works/Engineering Plano 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

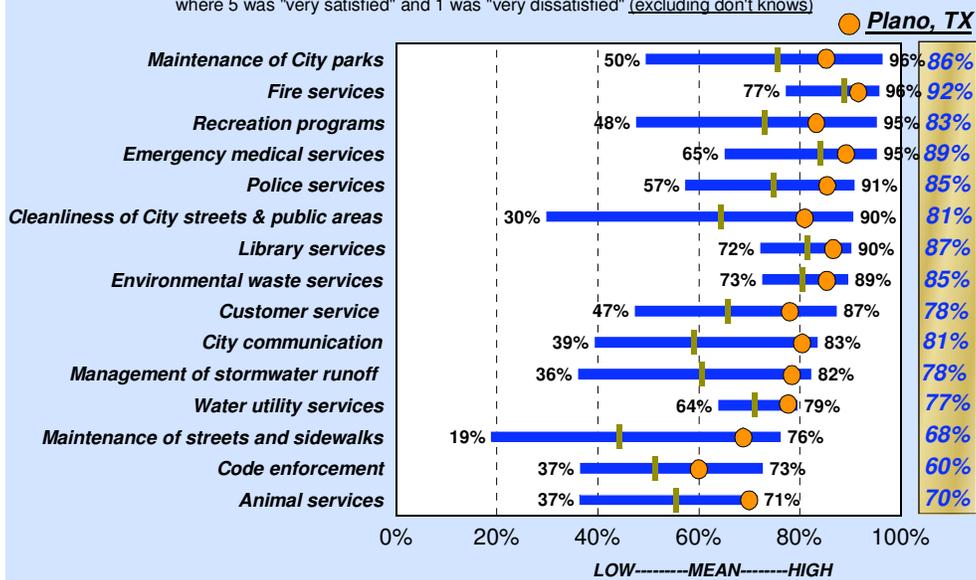
# Large Community Benchmarks

(populations of 100,000 or more only)

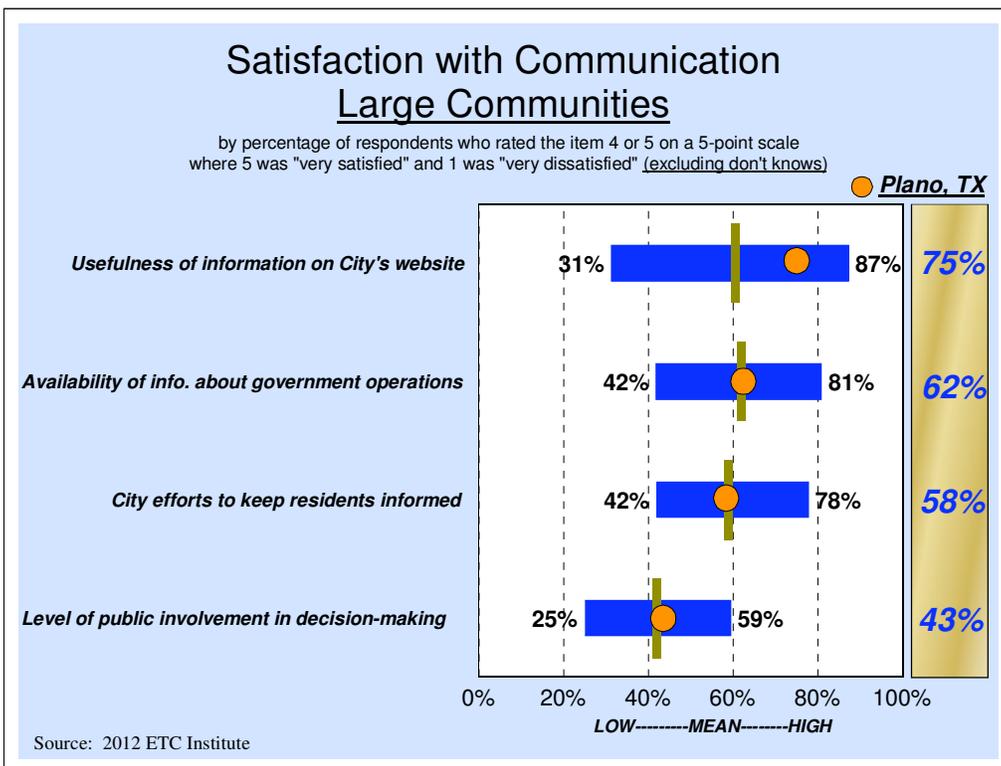
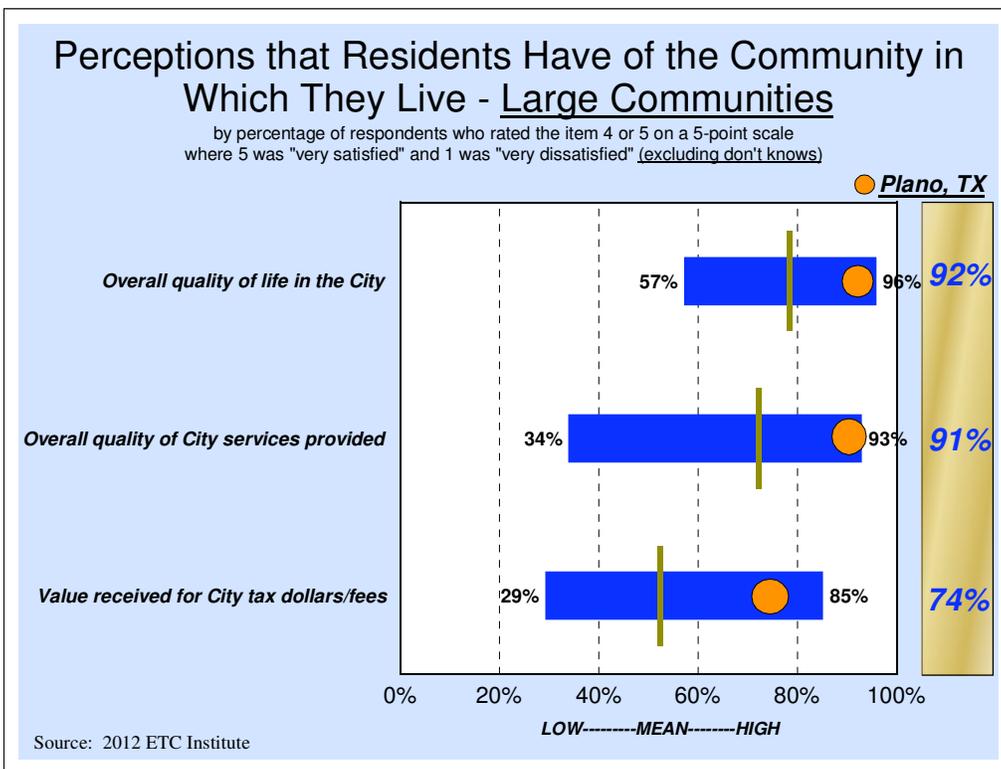
Source: 2012 ETC Institute

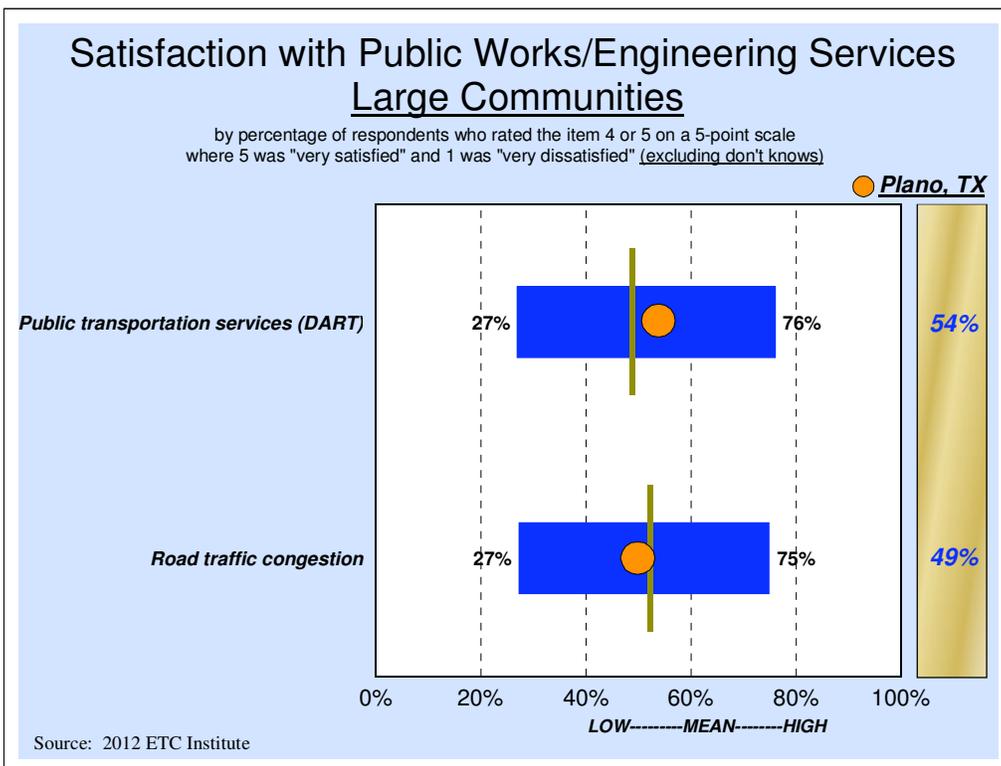
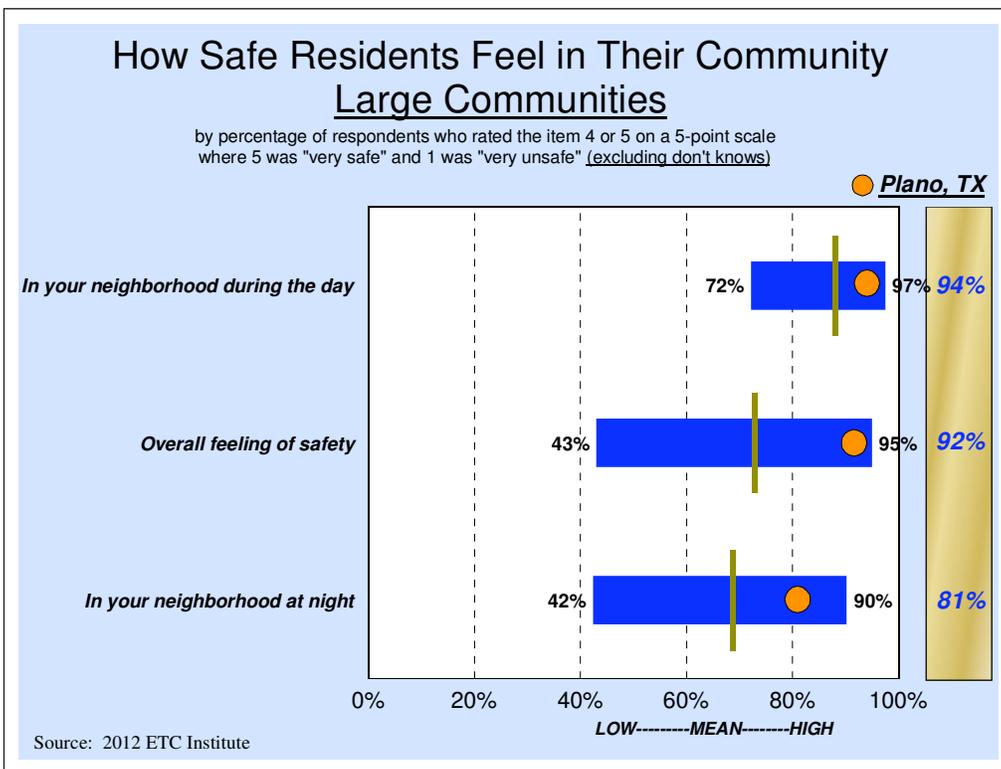
## Overall Satisfaction with Major City Service Large Communities

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)



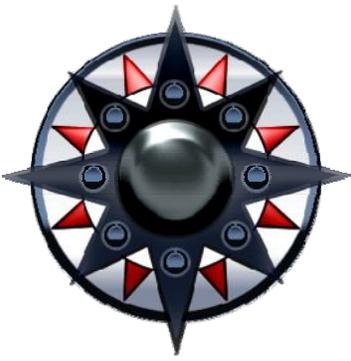
Source: 2012 ETC Institute





**Section 3:**  
**Importance-Satisfaction**  
**Analysis**

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# DirectionFinder Survey

## Year 2012 Importance-Satisfaction Analysis

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### Overview

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

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

### Methodology

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

**Example of the Calculation.** Respondents were asked to identify the City services they thought were most important for the City to provide. Eighty-nine percent (89%) selected "Police services" as one of the most important overall services for the City to provide.

With regard to satisfaction, eighty-five percent (85%) of the residents surveyed rated their satisfaction with the "Police services" as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied) excluding "don't know" responses. The I-S rating for "Police services" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 89% was multiplied by 15% (1-0.85). This calculation yielded an I-S rating of 0.1335, which ranked first out of sixteen overall City services.



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 City to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis 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 Plano are provided on the following page.

## Importance-Satisfaction Rating

### City of Plano, Texas

### Overall City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Police services	89%	1	85%	4	0.1335	1
Maintenance of City streets and sidewalks	32%	5	68%	15	0.1024	2
<b>Medium Priority (IS &lt;.10)</b>						
Fire Services	77%	2	92%	1	0.0616	3
Emergency medical services	53%	3	89%	2	0.0583	4
Water and wastewater	23%	6	77%	10	0.0529	5
Environmental waste services	35%	4	85%	6	0.0525	6
Code enforcement	9%	10	60%	16	0.0360	7
Cleanliness of streets/public areas	18%	7	81%	9	0.0342	8
Library services	13%	8	87%	3	0.0169	9
Maintenance of City parks	10%	9	86%	5	0.0140	10
Animal services	4%	14	70%	13	0.0120	11
Management of storm water run-off	5%	12	78%	11	0.0110	12
Recreation Programs	6%	11	83%	7	0.0102	13
Municipal Court Services	3%	16	69%	14	0.0093	14
Customer service provided by city employees	4%	13	78%	12	0.0088	15
City communication	3%	15	81%	8	0.0057	16

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought 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 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.

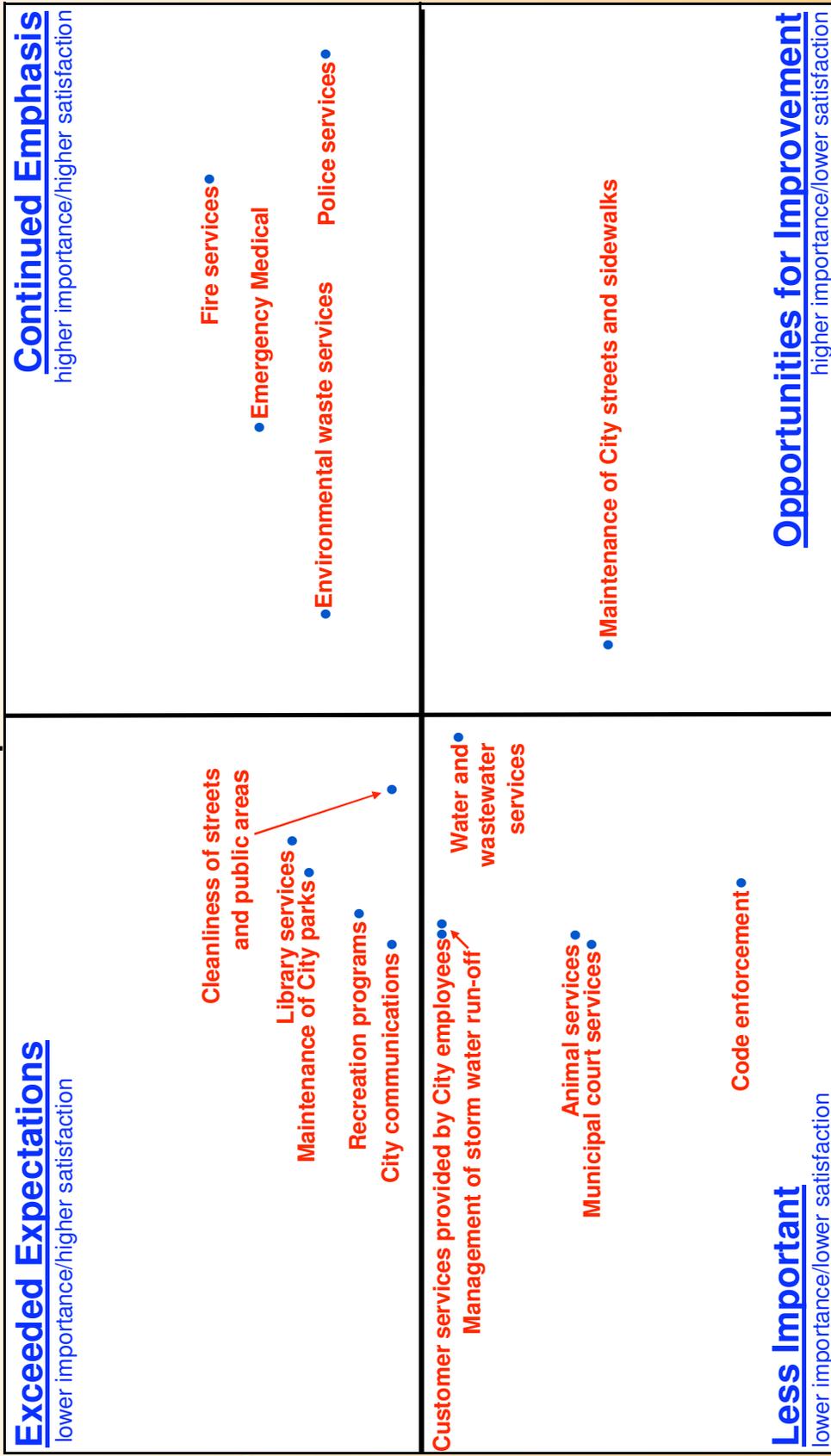
The results for Plano are provided on the following page.

# 2012 City of Plano Citizen Survey Importance-Satisfaction Assessment Matrix

## -Overall-

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

mean importance



**Lower Importance**

**Importance Rating**

**Higher Importance**

## Section 4: Tabular Data

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**Q1. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following services that are provided by the City of Plano:**

(N=444)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q1a. Police services	46.8%	32.9%	10.1%	1.6%	1.8%	6.8%
Q1b. Fire services	50.0%	24.5%	6.3%	0.0%	0.5%	18.7%
Q1c. Emergency medical services	42.7%	22.8%	7.7%	0.0%	0.5%	26.4%
Q1d. Maintenance of City streets & sidewalks	19.2%	47.6%	18.5%	11.1%	2.0%	1.6%
Q1e. Cleanliness of streets/ public areas	29.3%	50.0%	11.9%	6.3%	1.6%	0.9%
Q1f. City communication	29.1%	47.5%	15.3%	3.2%	0.2%	4.7%
Q1g. Environmental waste services	41.0%	41.9%	9.2%	5.6%	0.9%	1.4%
Q1h. Management of storm water run-off	29.3%	40.3%	15.8%	3.4%	1.4%	9.9%
Q1i. Water & wastewater services	31.1%	43.5%	14.9%	5.4%	1.4%	3.8%
Q1j. Customer service provided by City employees	31.1%	34.5%	16.9%	1.4%	1.1%	15.1%
Q1k. Code enforcement	17.1%	33.6%	23.6%	6.3%	3.2%	16.2%
Q1l. Maintenance of City parks	33.0%	48.1%	10.4%	2.7%	0.7%	5.2%
Q1m. Recreation programs	34.2%	38.1%	11.7%	2.5%	0.9%	12.6%
Q1n. Library services	47.3%	31.8%	9.7%	1.8%	0.9%	8.6%
Q1o. Municipal Court services	17.1%	28.2%	18.2%	1.4%	0.7%	34.5%
Q1p. Animal services	21.2%	29.7%	19.1%	1.6%	1.6%	26.8%

**Q1. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following services that are provided by the City of Plano:**

**Excluding "don't know"**

(N=444)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q1a. Police services	50.2%	35.3%	10.9%	1.7%	1.9%
Q1b. Fire services	61.5%	30.2%	7.8%	0.0%	0.6%
Q1c. Emergency medical services	58.0%	31.0%	10.4%	0.0%	0.6%
Q1d. Maintenance of City streets & sidewalks	19.5%	48.4%	18.8%	11.2%	2.1%
Q1e. Cleanliness of streets/public areas	29.5%	50.5%	12.0%	6.4%	1.6%
Q1f. City communication	30.5%	49.9%	16.1%	3.3%	0.2%
Q1g. Environmental waste services	41.6%	42.5%	9.4%	5.7%	0.9%
Q1h. Management of storm water run-off	32.5%	44.8%	17.5%	3.8%	1.5%
Q1i. Water & wastewater services	32.3%	45.2%	15.5%	5.6%	1.4%
Q1j. Customer service provided by City employees	36.6%	40.6%	19.9%	1.6%	1.3%
Q1k. Code enforcement	20.4%	40.1%	28.2%	7.5%	3.8%
Q1l. Maintenance of City parks	34.8%	50.7%	11.0%	2.9%	0.7%
Q1m. Recreation programs	39.2%	43.6%	13.4%	2.8%	1.0%
Q1n. Library services	51.7%	34.7%	10.6%	2.0%	1.0%
Q1o. Municipal Court services	26.1%	43.0%	27.8%	2.1%	1.0%
Q1p. Animal services	28.9%	40.6%	26.2%	2.2%	2.2%

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

Q2. 1st choice	Number	Percent
A=Police services	289	65.1 %
B=Fire services	40	9.0 %
C=Emergency medical services	20	4.5 %
D=Maintenance of City streets & sidewalks	24	5.4 %
E=Cleanliness of streets/public areas	11	2.5 %
F=City communication	1	0.2 %
G=Environmental waste services	17	3.8 %
H=Management of storm water run-off	1	0.2 %
I=Water & wastewater services	14	3.2 %
J=Customer service provided by City employees	2	0.5 %
K=Code enforcement	2	0.5 %
L=Maintenance of City parks	3	0.7 %
M=Recreation programs	1	0.2 %
N=Library services	7	1.6 %
Z=None chosen	12	2.7 %
Total	444	100.0 %

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

Q2. 2nd choice	Number	Percent
A=Police services	59	13.3 %
B=Fire services	237	53.4 %
C=Emergency medical services	44	9.9 %
D=Maintenance of City streets & sidewalks	13	2.9 %
E=Cleanliness of streets/public areas	14	3.2 %
F=City communication	1	0.2 %
G=Environmental waste services	18	4.1 %
H=Management of storm water run-off	6	1.4 %
I=Water & wastewater services	14	3.2 %
J=Customer service provided by City employees	2	0.5 %
K=Code enforcement	3	0.7 %
L=Maintenance of City parks	7	1.6 %
M=Recreation programs	2	0.5 %
N=Library services	10	2.3 %
P=Animal services	1	0.2 %
Z=None chosen	13	2.9 %
Total	444	100.0 %

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

Q2. 3rd choice	Number	Percent
A=Police services	30	6.8 %
B=Fire services	49	11.0 %
C=Emergency medical services	156	35.1 %
D=Maintenance of City streets & sidewalks	36	8.1 %
E=Cleanliness of streets/public areas	31	7.0 %
F=City communication	5	1.1 %
G=Environmental waste services	36	8.1 %
H=Management of storm water run-off	6	1.4 %
I=Water & wastewater services	27	6.1 %
J=Customer service provided by City employees	1	0.2 %
K=Code enforcement	11	2.5 %
L=Maintenance of City parks	12	2.7 %
M=Recreation programs	7	1.6 %
N=Library services	12	2.7 %
O=Municipal Court services	4	0.9 %
P=Animal services	4	0.9 %
Z=None chosen	17	3.8 %
Total	444	100.0 %

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

Q2. 4th choice	Number	Percent
A=Police services	16	3.6 %
B=Fire services	16	3.6 %
C=Emergency medical services	15	3.4 %
D=Maintenance of City streets & sidewalks	69	15.5 %
E=Cleanliness of streets/public areas	25	5.6 %
F=City communication	8	1.8 %
G=Environmental waste services	84	18.9 %
H=Management of storm water run-off	7	1.6 %
I=Water & wastewater services	48	10.8 %
J=Customer service provided by City employees	12	2.7 %
K=Code enforcement	24	5.4 %
L=Maintenance of City parks	23	5.2 %
M=Recreation programs	16	3.6 %
N=Library services	26	5.9 %
O=Municipal Court services	7	1.6 %
P=Animal services	11	2.5 %
Z=None chosen	36	8.1 %
Total	444	100.0 %

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

**Sum of top 4 choices**

Q2. Sum of top 4 choices	Number	Percent
A=Police services	394	88.7 %
B=Fire services	342	77.0 %
C=Emergency medical services	235	52.9 %
D=Maintenance of City streets & sidewalks	142	32.0 %
E=Cleanliness of streets/public areas	81	18.2 %
F=City communication	15	3.4 %
G=Environmental waste services	155	34.9 %
H=Management of storm water run-off	20	4.5 %
I=Water & wastewater services	103	23.2 %
J=Customer service provided by City employees	17	3.8 %
K=Code enforcement	40	9.0 %
L=Maintenance of City parks	45	10.1 %
M=Recreation programs	26	5.9 %
N=Library services	55	12.4 %
O=Municipal Court services	11	2.5 %
P=Animal services	16	3.6 %
Z=None chosen	12	2.7 %
Total	1710	

**Q3. Several items that may influence your perception of the City of Plano are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=444)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q3a. Overall quality of services provided by City of Plano	32.3%	57.3%	7.7%	0.2%	0.9%	1.6%
Q3b. Overall value that you receive for your City taxes & fees	24.3%	47.3%	19.4%	4.5%	2.0%	2.5%
Q3c. Overall quality of life in Plano	43.7%	48.0%	5.9%	1.6%	0.5%	0.5%

**Q3. Several items that may influence your perception of the City of Plano are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

**Excluding "don't know"**

(N=444)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q3a. Overall quality of services provided by City of Plano	32.8%	58.3%	7.8%	0.2%	0.9%
Q3b. Overall value that you receive for your City taxes & fees	24.9%	48.5%	19.9%	4.6%	2.1%
Q3c. Overall quality of life in Plano	43.9%	48.2%	5.9%	1.6%	0.5%

**Q4. Which of the following sources do you currently use to obtain and/or receive information about the City of Plano?**

Q4. Sources you use to obtain and/or receive information about City of Plano	Number	Percent
1=City of Plano website	365	82.2 %
2=City's "Fix It" Program	26	5.9 %
3=Email	132	29.7 %
4=Neighborhood Roundtables	29	6.5 %
5=City Council meetings	32	7.2 %
6=Plano Television Network (PTN)	35	7.9 %
7=City's Facebook or Twitter pages	27	6.1 %
8=Live Green in Plano newsletter	203	45.7 %
9=Other	46	10.4 %
0=None chosen	16	3.6 %
Total	911	

**Q4. Other**

Q4. Other	Number
CITY EMPLOYEES	1
DALLAS MORNING NEWS	3
HGA NEWSLETTER	1
HOA	1
LOCAL NEWS/TV	1
MAIL INSERTS	1
MAIL INSERTS WITH WATER/UTILITY BILL	5
MAILERS FROM CITY	1
NEIGHBORHOOD E-MAIL GROUP	1
NEIGHBORHOOD E-MAIL/WEB	1
NEWSPAPER	3
NEWSPAPER - DALLAS NEWS	1
NOTICES ON DOORS	1
PLANO PROFILE MAGAZINE	2
PLANO STAR	1
TELEPHONE	1

**Q5. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:**

(N=444)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q5a. Availability of information about government operations	15.8%	38.7%	29.9%	3.6%	0.9%	11.1%
Q5b. City efforts to keep residents informed about local issues	16.3%	39.1%	29.8%	7.4%	1.8%	5.6%
Q5c. Level of public involvement in City decision-making	7.9%	28.7%	34.1%	10.2%	2.9%	16.3%
Q5d. Usefulness of information available on City's Website	22.1%	47.0%	20.5%	2.0%	0.7%	7.7%

**Q5. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:**

**Excluding "don't know"**

(N=444)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q5a. Availability of information about government operations	17.8%	43.5%	33.6%	4.1%	1.0%
Q5b. City efforts to keep residents informed about local issues	17.2%	41.4%	31.6%	7.9%	1.9%
Q5c. Level of public involvement in City decision-making	9.4%	34.2%	40.7%	12.1%	3.5%
Q5d. Usefulness of information available on City's Website	24.0%	50.9%	22.2%	2.2%	0.7%

**Q6. Using a 5-point scale where 5 means "very safe" and 1 means "very unsafe", please rate how safe you feel in the following situations:**

(N=444)

	Very Safe 5	Safe 4	Neutral 3	Unsafe 2	Very Unsafe 1	Don't Know 9
Q6a. Overall feeling of safety in Plano	40.4%	51.5%	5.9%	2.0%	0.2%	0.0%
Q6b. In your neighborhood during the day	56.9%	37.0%	4.3%	1.6%	0.0%	0.2%
Q6c. In your neighborhood after dark	32.1%	48.5%	12.2%	5.6%	1.1%	0.5%
Q6d. At shopping centers/ business areas during the day	38.4%	49.7%	10.2%	1.8%	0.0%	0.0%
Q6e. At shopping centers/ business areas after dark	22.1%	46.7%	22.6%	6.8%	0.7%	1.1%
Q6f. Driving on roadways in Plano	30.8%	50.2%	12.7%	3.8%	2.3%	0.2%

**Q6. Using a 5-point scale where 5 means "very safe" and 1 means "very unsafe", please rate how safe you feel in the following situations:**

**Excluding "don't know"**

(N=444)

	Very Safe 5	Safe 4	Neutral 3	Unsafe 2	Very Unsafe 1
Q6a. Overall feeling of safety in Plano	40.4%	51.5%	5.9%	2.0%	0.2%
Q6b. In your neighborhood during the day	57.0%	37.0%	4.3%	1.6%	0.0%
Q6c. In your neighborhood after dark	32.2%	48.8%	12.2%	5.7%	1.1%
Q6d. At shopping centers/business areas during the day	38.4%	49.7%	10.2%	1.8%	0.0%
Q6e. At shopping centers/business areas after dark	22.4%	47.3%	22.8%	6.8%	0.7%
Q6f. Driving on roadways in Plano	30.8%	50.3%	12.7%	3.9%	2.3%

**Q7. How often do you utilize the following environmental waste services provided by the City of Plano:**

(N=444)

	At least monthly 4	3-4 times a year 3	Once a year 2	Never 1	Don't Know 9
Q7a. Weekly Yard Trimmings Collection	40.2%	33.4%	9.7%	11.3%	5.4%
Q7b. Household Chemical Collection	2.5%	9.7%	39.1%	39.3%	9.5%
Q7c. Monthly Bulky Waste Collection	8.4%	31.7%	37.9%	16.3%	5.7%

**Q8. Are you aware of Live Green in Plano education and outreach programs?**

Q8. Are you aware of Live Green in Plano education & outreach programs

	Number	Percent
1=Yes	299	67.3 %
2=No	114	25.7 %
9=Don't Know	31	7.0 %
Total	444	100.0 %

**Q9. Do you participate in Live Green in Plano education and outreach programs?**

Q9. Do you participate in Live Green in Plano education & outreach programs

	Number	Percent
1=Yes	95	21.4 %
2=No	349	78.6 %
Total	444	100.0 %

**Q9a. [Only if "NO" to Question 9] What prevents you from participating in these education and outreach programs?**

Q9a. What prevents you from participating in these education & outreach programs	Number	Percent
1=Cost	12	3.4 %
2=No interest	81	23.2 %
3=Time of day	47	13.5 %
4=Frequency of training	11	3.2 %
5=Too busy	167	47.9 %
6=Don't have someone to go with	23	6.6 %
7=Registration process	4	1.1 %
8=Other (Not aware was top "other" reason)	70	20.1 %
0=None chosen	3	0.9 %
Total	418	

**Q9a. Other**

Q9a. Other	Number
NOT AWARE OF THE PROGRAM	38
DISABLED AND CAN'T DRIVE	1
DON'T AGREE WITH METHODS	1
DON'T LIKE CROWDS	1
NOT ENOUGH INFORMATION ABOUT PROGRAMS	4
JUST MOVED HERE	1
NEED NEW MATERIAL/TOPICS	1
NO BENEFIT TO ME	1
NO REASON	2
NOT AVAILABLE	1
NOT ENOUGH ADVANCE NOTICE	1
POORLY RUN REBATE PROGRAM	1
TOO BUSY AT WORK	2
LACK OF TRANSPORTATION	1
UNINFORMED	1
UNKNOWN REASONS	1
WASTE OF TIME	1
WASTE OF TAXPAYER MONEY	1
WE STAYED ON WEEKENDS/EVENINGS	1
WORK TOO FAR AWAY	1
YOUNG CHILDREN AT HOME	1

**Q10. How would you like to receive education and outreach programming?**

Q10. How would you like to receive education & outreach programming	Number	Percent
1=Online self-guided training	195	43.9 %
2=Classroom	51	11.5 %
3=Special events	90	20.3 %
4=Neighborhood meetings	59	13.3 %
5=No interest	73	16.4 %
6=Email	177	39.9 %
7=Other	10	2.3 %
0=None chosen	21	4.7 %
Total	676	

**Q10. Other**

Q10. Other	Number
FACEBOOK	1
MAIL	3
PROGRAMS AT THE LIBRARIES	1
UTILITY INSERTS	1
VIDEO SEMINARS	1
WEBSITE	2

**Q11. Do you know that the City of Plano produces Texas Pure compost products from yard trimmings?**

Q11. Do you know that City of Plano produces Texas Pure compost products from yard trimmings	Number	Percent
1=Yes	293	66.0 %
2=No	151	34.0 %
Total	444	100.0 %

**Q12. Do you use Texas Pure products?**

Q12. Do you use Texas Pure products	Number	Percent
1=Yes	114	25.7 %
2=No	330	74.3 %
Total	444	100.0 %

**Q12a-d. [Only if "YES" to Question 12] How often do you use Texas Pure products?**

(N=114)

	At Least Monthly 5	3-5 Times a Year 4	Once a Year 3	Never 2	Don't Know 9
Q12a. Compost	1.8%	11.0%	49.5%	25.7%	11.9%
Q12b. Mulch	0.9%	10.0%	70.9%	10.9%	7.3%
Q12c. Soil Blend	0.9%	9.3%	44.9%	29.9%	15.0%
Q12d. Top Dressing	1.0%	7.0%	30.0%	40.0%	22.0%

**Q13. Do you currently have a Plano Library card?**

Q13. Do you currently have a Plano Library card	Number	Percent
1=Yes	315	70.9 %
2=No	129	29.1 %
Total	444	100.0 %

**Q14. In the table below, please rate the service at all libraries you have visited in the last year. If you have not visited the library, please give a "not applicable" rating.**

(N=444)

	Excellent 3	Fair 2	Poor 1	Not Applicable 9
Q14a. Davis	26.3%	4.3%	0.5%	68.9%
Q14b. Haggard	31.3%	7.5%	0.2%	61.0%
Q14c. Harrington	14.7%	4.5%	0.2%	80.5%
Q14d. Parr	14.9%	2.9%	0.7%	81.4%
Q14e. Schimelpfenig	23.4%	7.5%	0.2%	68.9%

**Q14. In the table below, please rate the service at all libraries you have visited in the last year. If you have not visited the library, please give a "not applicable" rating.**

**Excluding "not applicable"**

(N=444)

	Excellent 3	Fair 2	Poor 1
Q14a. Davis	84.7%	13.9%	1.5%
Q14b. Haggard	80.2%	19.2%	0.6%
Q14c. Harrington	75.6%	23.3%	1.2%
Q14d. Parr	80.5%	15.9%	3.7%
Q14e. Schimelpfenig	75.2%	24.1%	0.7%

**Q15. How often do you use the Plano Libraries (visiting the library or logging on through the website for information)?**

Q15. How often do you use Plano Libraries	Number	Percent
1=Daily	11	2.5 %
2=Weekly	78	17.6 %
3=Monthly	104	23.4 %
4=Once or twice a year	127	28.6 %
5=Never or so long ago I have forgotten	124	27.9 %
Total	444	100.0 %

**Q16. Which FIVE of the following sources of information would be your preferred method of receiving information about programs and services at the Plano library?**

Q16. 1st choice	Number	Percent
A=Library website	260	58.6 %
B=Library brochure	25	5.6 %
C=Library blogs	1	0.2 %
D=Facebook	27	6.1 %
F=Posters outside of library	11	2.5 %
G=Information in library	8	1.8 %
H=Word of mouth from friends/family/associates	7	1.6 %
I=Local media	34	7.7 %
Z=None chosen	71	16.0 %
Total	444	100.0 %

**Q16. Which FIVE of the following sources of information would be your preferred method of receiving information about programs and services at the Plano library?**

Q16. 2nd choice	Number	Percent
A=Library website	44	9.9 %
B=Library brochure	83	18.7 %
C=Library blogs	18	4.1 %
D=Facebook	45	10.1 %
E=Twitter	10	2.3 %
F=Posters outside of library	33	7.4 %
G=Information in library	29	6.5 %
H=Word of mouth from friends/family/associates	22	5.0 %
I=Local media	49	11.0 %
Z=None chosen	111	25.0 %
Total	444	100.0 %

**Q16. Which FIVE of the following sources of information would be your preferred method of receiving information about programs and services at the Plano library?**

Q16. 3rd choice	Number	Percent
A=Library website	18	4.1 %
B=Library brochure	40	9.0 %
C=Library blogs	23	5.2 %
D=Facebook	31	7.0 %
E=Twitter	4	0.9 %
F=Posters outside of library	51	11.5 %
G=Information in library	54	12.2 %
H=Word of mouth from friends/family/associates	26	5.9 %
I=Local media	59	13.3 %
Z=None chosen	138	31.1 %
Total	444	100.0 %

**Q16. Which FIVE of the following sources of information would be your preferred method of receiving information about programs and services at the Plano library?**

Q16. 4th choice	Number	Percent
A=Library website	12	2.7 %
B=Library brochure	35	7.9 %
C=Library blogs	12	2.7 %
D=Facebook	14	3.2 %
E=Twitter	7	1.6 %
F=Posters outside of library	50	11.3 %
G=Information in library	49	11.0 %
H=Word of mouth from friends/family/associates	36	8.1 %
I=Local media	47	10.6 %
Z=None chosen	182	41.0 %
Total	444	100.0 %

**Q16. Which FIVE of the following sources of information would be your preferred method of receiving information about programs and services at the Plano library?**

Q16. 5th choice	Number	Percent
A=Library website	10	2.3 %
B=Library brochure	24	5.4 %
C=Library blogs	15	3.4 %
D=Facebook	19	4.3 %
E=Twitter	7	1.6 %
F=Posters outside of library	29	6.5 %
G=Information in library	26	5.9 %
H=Word of mouth from friends/family/associates	43	9.7 %
I=Local media	48	10.8 %
Z=None chosen	223	50.2 %
Total	444	100.0 %

**Q16. Which FIVE of the following sources of information would be your preferred method of receiving information about programs and services at the Plano library?**

**Sum of top 5 choices**

Q16. Sum of top 5 choices	Number	Percent
A=Library website	344	77.5 %
B=Library brochure	207	46.6 %
C=Library blogs	69	15.5 %
D=Facebook	136	30.6 %
E=Twitter	28	6.3 %
F=Posters outside of library	174	39.2 %
G=Information in library	166	37.4 %
H=Word of mouth from friends/family/associates	134	30.2 %
I=Local media	237	53.4 %
Z=None chosen	71	16.0 %
Total	1566	

**Q17. Which service(s) do you use most? Rank up to five with 1 being most used and 5 being the least used:**

(N=444)

	Most Used 1	2	3	4	Least Used 5
Q17a. Borrow books	82.8%	10.8%	4.7%	1.1%	0.7%
Q17b. Borrow DVDs	15.3%	50.0%	18.8%	8.3%	7.6%
Q17c. Borrow CDs	7.3%	25.6%	30.5%	18.3%	18.3%
Q17d. Borrow audio books or Playaways	22.5%	28.2%	15.5%	21.1%	12.7%
Q17e. Computers and/or Internet access	17.7%	22.8%	22.8%	20.3%	16.5%
Q17f. Programs and/or classes	11.6%	18.8%	11.6%	26.1%	31.9%
Q17g. Free Wi-Fi	14.5%	23.2%	21.7%	17.4%	23.2%
Q17h. Databases	16.7%	16.7%	19.7%	16.7%	30.3%
Q17i. Interlibrary Loan	5.6%	19.4%	29.2%	19.4%	26.4%
Q17j. Downloadable books EBOOKS	4.9%	24.6%	19.7%	13.1%	37.7%
Q17k. Other	45.5%	9.1%	22.7%	4.5%	18.2%

**Q17. Other**

<u>Q17k. Other</u>	<u>Number</u>
ANNUAL BOOK SALE	1
IRS TAX FORMS	1
KID PROGRAMS & EVENTS	1
MAGAZINES	2
MAGAZINES, NEWSPAPERS	1
MEET FOR KIDS TO STUDY	1
MEETING ROOMS	1
MORE LIGHTS AT LIBRARY	1
ONLINE RESERVE ON BOOKS	1
PERIODICALS/NEWSPAPERS	1
PROGRAM ROOM	1
PURCHASE BOOKS/MAGAZINES	3
RESEARCH	1
SELF CHECK OUT	1
TAX FORMS	1
TUTORING SESSION	1
VOTING	1

**Q18. How many programs have you attended (or brought your children to) in the past year?**

<u>Q18. How many programs have you attended (or brought your children to) last year</u>	<u>Number</u>	<u>Percent</u>
1=1-10 programs	114	25.7 %
2=11-25 programs	9	2.0 %
3=25+ programs	2	0.5 %
4=None	319	71.8 %
Total	444	100.0 %

**Q19. From which of the following sources do you get information about Parks and Recreation programs and services?**

Q19. Sources you get information about Parks & Recreation programs & services	Number	Percent
1=Parks & Recreation website	214	48.2 %
2=Leisure Catalog	215	48.4 %
3=Email	79	17.8 %
4=Posters, flyers in recreation centers	51	11.5 %
5=Local media	67	15.1 %
6=Social media	18	4.1 %
7=Word of mouth from friends/family	130	29.3 %
8=Don't know about programs/services	64	14.4 %
9=Other	8	1.8 %
0=None chosen	19	4.3 %
Total	865	

**Q19. Other**

Q19. Other	Number
MAIL	1
NEIGHBORHOOD COMMITTEE	1
POSTERS ON 15TH STREET	1
SIGN IN FRONT OF HOFFMAN	1
UTILITY INSERTS	1

**Q20. What City park(s) do you visit most (list up to three; write NONE if you don't go to City parks)?**

<u>Q20. City park</u>	<u>Number</u>
ARBOR HILLS=	50
ARBOR HILLS - WEST PLANO=	1
ARBOR HILLS NATURE PRESERVE=	6
ARCHGATE=	2
ARROWHEAD=	3
BALLOON FESTIVAL PARK=	1
BEHIND SENIOR CENTER=	1
BLUE BONNET TRAIL=	7
BOB WOODRUFF=	43
BRADFIELD=	1
BRINKER=	1
BUCKHORN=	6
BUZZ RAZOR=	1
BIG LAKE PARK=	2
BIG LAKE BY CHRISTIE ELEMMENTARY=	1
BUCKHORN=	1
CADDO=	2
CAPSTONE=	1
CARPENTER=	30
CARPENTER RECYCLING CENTER=	1
CARTER=	2
CHEYENNE=	2
CHISHOLM TRAIL=	14
CHRISTIE=	1
CLEARVUEW=	1
COYOTE CREEK=	9
CROSSBEND LAKE=	1
CELEBRATION PARK IN ALLEN=	1
CHEYENNE=	4
CHRISTIE ELEMENTARY=	1
COTTONWOOD CREEK GREENBELT=	1
CUSTER AND SPRING CREEK=	1
DAFFRON=	1
DOG PARK=	11
DOWNTOWN PARK BY DART STATION=	1
DOWNTOWN PLANO=	1
EAST PLANO -DOWNTOWN=	1
ELDORADO=	2
EVANS PARK=	2
FRANK BEVERLY=	2
GLEN MEADOWS=	2
GREEN BELT=	1

**Q20. What City park(s) do you visit most (list up to three; write NONE if you don't go to City parks)?**

<u>Q20. 1st City park</u>	<u>Number</u>
HACKBERRY=	2
HAGGARD=	5
HARRINGTON=	5
HERITAGE FARM=	1
HERITAGE YARDS=	2
HIDDEN MEADOWS=	4
HIGH POINT=	7
HOBLITZELLE=	19
HORSESHOE=	3
HARWOOD=	1
HILLS OF PRESTONWOOD=	1
HUGHSTON ELEM. PARK=	1
INTERSECTION OF BALCONE & WAYFARER=	1
JACK CARTER=	16
JACK CARTER DOG PARK=	3
JACK CENTER=	1
JACKSON=	1
LEE & MISSION RDG N OF SPRING CREEK=	1
LIBERTY=	8
LONE STAR=	1
LONGHORN=	1
LT RUSSELL STEINDAM=	1
LIBERTY=	3
LONE STAR PARK=	1
LONGHORN=	2
MATTHEWS=	1
MUEHLENBECK=	3
MUHLNBECK CENTER=	1
MEMORIAL PARK=	5
MIRA VISTA AT PLANO PARKWAY=	1
NATURE PERSERVE=	2
NATURE PRESERVE ON MIDWAY & PARKER=	1
PARK NEAR DEFFON ELEM=	1
PARK NEAR JACKSON ELEM=	1
PARK NEAR PRESTON & OLD SHEPARD=	1
PARK NEAR TOM MULLENBACK=	1
OAK POINT=	29
OAK POINT PARK & NATURE PRESERVE=	3
OAKDALE NATURE PRESERVE=	1
OLD SHEPARD PLACE PARK=	2
PARK ON WOODRUFF=	1
PARK BY DAVIS LIBRARY=	1
PARK ON COMMUNICATION PKWY=	1

**Q20. What City park(s) do you visit most (list up to three; write NONE if you don't go to City parks)?**

<u>Q20. 1st City park</u>	<u>Number</u>
PARK BY MATHEWS ELEMENTARY=	1
PARK ON MIDWAY=	1
PARKWOOD GREEN=	1
PITTMAN CREEK=	1
PLANO SPRINGCREEK=	1
PLANO YMCA=	1
PRAIRIE MEADOW=	2
PRESTON MEADOW=	3
PARK AT SPRING CREEK AND JUPITER=	1
PARK BY ANDREWS ELEMENTARY=	1
PARK BY CHRISTIE ELEMENTARY=	1
PARK BY HOFFMAN SCHOOL=	1
PARK BY WELLS ELEMENTARY=	1
PARK INSIDE HILLS AT PRESTONWOOD=	1
PARK NEAR PARKER AND CUSTER=	1
PARK ON BAY HILL DRIVE=	1
PARKS ALONG BIKE TRAILS=	1
PARKWOOD=	1
PARR LIBRARY PLAYGROUND=	1
POND AREA BY SCHIMELPFENIG LIBRARY=	1
PRAIRIE MEADOW=	1
PRESTON HOLLOW=	1
PRESTON MEADOW - WEST PLANO=	1
QUINCY=	1
RAINIER=	1
RUSSELL CREEK=	48
RAINBOW=	1
ROCK TRAIL NEAR HUFFMAN ELEMENTARY=	1
RUNNING TRAILS BY SHIMELFENIG LIBRARY=	1
RUSTIC=	1
SCHELL=	3
SHAWNEE=	3
SUNCREEK=	1
SUNSET=	3
SANTA FE TRAIL=	2
SHADY BROOK TRAIL=	2
SHAWNEE=	1
SMALL PARK IN HILLS OF PRESTONWOOD=	1
SUNCREEK PARK=	1
TEJAS=	1
TIMBER BROOK/SPRING CREEK=	1
TMC=	2
TOM CARPENTER=	1
TOM MUEHLENBECK=	3

**Q20. What City park(s) do you visit most (list up to three; write NONE if you don't go to City parks)?**

<u>Q20. 1st City park</u>	<u>Number</u>
TRAIL AT THE WOODS=	1
TRAILS NEAR HARRINGTON DR=	1
TEJAS=	1
THE PRESERVE=	1
TOM M-C=	1
TRAILS=	2
WAGON WHEEL=	1
WEST OF MIDWAY=	1
WEST SIDE PRESERVE=	1
WESTWOOD=	1
WINDHAVEN=	1
WOODRUFF=	3
WESTRIDGE PARK=	1
WHITE ROCK PARK TRAIL=	2
WINDHAVEN=	3
YELLOW PARK ON QUINCY=	1

**Q21. On average, how often do you visit City parks?**

<u>Q21. How often do you visit City parks</u>	<u>Number</u>	<u>Percent</u>
1=Daily	45	10.1 %
2=Weekly	133	30.0 %
3=Monthly	94	21.2 %
4=Once or twice a year	77	17.3 %
5=Seldom or never	95	21.4 %
Total	444	100.0 %

**Q22. Which of the following facilities/activities at City parks have you used during the past year?**

<u>Q22. Which facilities/activities at City parks have you used last year</u>	<u>Number</u>	<u>Percent</u>
1=Trails	279	62.8 %
2=Playgrounds	157	35.4 %
3=Scheduled athletic fields	57	12.8 %
4=Pavilions	85	19.1 %
5=Dog park	73	16.4 %
6=Basketball	36	8.1 %
7=Picnic tables	115	25.9 %
8=Fishing	19	4.3 %
9=Other	26	5.9 %
0=None chosen	82	18.5 %
Total	929	

**Q22. Other**

<u>Q22. Other</u>	<u>Number</u>
ALL DOG FRIENDLY SPACES	1
BALLOON FESTIVAL	1
DISC GOLF	1
FESTIVALS	1
FILMING	1
FRISBEE GOLF	1
IMPORTANT TO HAVE RESTRMS	1
OAK POINT REC FACILITY	1
PAVILIONS	1
PING PONG	1
PLAYING FIELDS	1
POOL & REC CENTER	1
POOLS	1
RECREATION CENTER	2
REC CENTER/WALKING TRAILS	1
RED STUFF AT TMC	1
TENNIS	1
TRASH CANS/RESTOOMS	1
VOLLEYBALL	1
WALK MYSELF OR MY DOG	1
WALKING TRAILS	2
WATER FAUCETS	1

**Q23. Which THREE of the following facilities/activities would you like to see added most?**

Q23. 1st choice	Number	Percent
A=Skate park	27	6.1 %
B=In-line skating	11	2.5 %
C=Archery range	18	4.1 %
D=BMX track	3	0.7 %
E=Equestrian facilities	19	4.3 %
F=Additional dog park	55	12.4 %
G=Water sports	65	14.6 %
H=Outdoor special events in parks	91	20.5 %
I=Other	14	3.2 %
Z=None chosen	141	31.8 %
Total	444	100.0 %

**Q23. Which THREE of the following facilities/activities would you like to see added most?**

Q23. 2nd choice	Number	Percent
A=Skate park	17	3.8 %
B=In-line skating	20	4.5 %
C=Archery range	18	4.1 %
D=BMX track	6	1.4 %
E=Equestrian facilities	23	5.2 %
F=Additional dog park	33	7.4 %
G=Water sports	54	12.2 %
H=Outdoor special events in parks	63	14.2 %
I=Other	10	2.3 %
Z=None chosen	200	45.0 %
Total	444	100.0 %

**Q23. Which THREE of the following facilities/activities would you like to see added most?**

Q23. 3rd choice	Number	Percent
A=Skate park	31	7.0 %
B=In-line skating	11	2.5 %
C=Archery range	17	3.8 %
D=BMX track	7	1.6 %
E=Equestrian facilities	17	3.8 %
F=Additional dog park	18	4.1 %
G=Water sports	32	7.2 %
H=Outdoor special events in parks	47	10.6 %
I=Other	11	2.5 %
Z=None chosen	253	57.0 %
Total	444	100.0 %

**Q23. Which THREE of the following facilities/activities would you like to see added most? (top 3)**

**Sum of top 3 choices**

Q23. Sum of top 3 choices	Number	Percent
A=Skate park	75	16.9 %
B=In-line skating	42	9.5 %
C=Archery range	53	11.9 %
D=BMX track	16	3.6 %
E=Equestrian facilities	59	13.3 %
F=Additional dog park	106	23.9 %
G=Water sports	151	34.0 %
H=Outdoor special events in parks	201	45.3 %
I=Other	35	7.9 %
Z=None chosen	142	32.0 %
Total	880	

**Q23. Other**

<u>Q23. Other</u>	<u>Number</u>
BIKE LANES ON ROADS	1
BIKE TRAILS WITH NO ROAD CROSSINGS	1
BIKE TRAILS	2
CONCERTS	1
DISC GOLF COURSE	1
ICE RINK	1
INDOOR/OUTDOOR POOL	1
MOR PAVILLIONS FOR FAMILY	1
MORE FISHING	1
MORE FRISBEE GOLF	1
MORE NATURE TRAILS	1
MORE PLAYGROUNDS	1
MORE TRAILS	2
MORE WALKING TRAILS	1
MOUNTAIN BIKING TRAILS	1
PARKING LOT	1
PISTOL RANGE	1
RUNNING TRAILS	1
SMALL CHILDREN UNDER 4	1

**Q24. Please indicate how well you feel the City is meeting your expectations for the following items:**

(N=444)

	Exceeds Expectations 3	Meets Expectations 2	Needs Improvement 1	Don't Know 9
Q24a. Appearance of median landscaping along City streets	16.9%	70.9%	10.1%	2.0%
Q24b. Appearance of lakes, ponds & creeks in City	19.4%	64.6%	9.9%	6.1%
Q24c. Appearance of public building landscapes	29.1%	64.9%	3.6%	2.5%
Q24d. Appearance of City parks	29.1%	61.7%	5.2%	4.1%
Q24e. Appearance of urban forest	21.2%	63.5%	8.6%	6.8%
Q24f. Usability of grass in City parks	22.9%	58.4%	10.0%	8.8%

**Q24. Please indicate how well you feel the City is meeting your expectations for the following items:**

**Excluding "don't know"**

(N=444)

	Exceeds Expectations 3	Meets Expectations 2	Needs Improvement 1
Q24a. Appearance of median landscaping along City streets	17.2%	72.4%	10.3%
Q24b. Appearance of lakes, ponds & creeks in City	20.6%	68.8%	10.6%
Q24c. Appearance of public building landscapes	29.8%	66.5%	3.7%
Q24d. Appearance of City parks	30.3%	64.3%	5.4%
Q24e. Appearance of urban forest	22.7%	68.1%	9.2%
Q24f. Usability of grass in City parks	25.1%	64.0%	10.9%

**Q25. Please rate your satisfaction of each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=444)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q25a. Road traffic congestion	6.8%	41.7%	26.4%	19.6%	4.3%	1.4%
Q25b. Traffic signal system	11.7%	44.1%	21.4%	16.2%	5.2%	1.4%
Q25c. Bicycle safety	6.5%	27.7%	27.3%	15.3%	4.3%	18.9%
Q25d. Pedestrian safety	10.4%	44.2%	25.1%	9.0%	4.1%	7.2%
Q25e. DART service	8.9%	28.2%	19.5%	9.8%	3.0%	30.7%

**Q25. Please rate your satisfaction of each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

**Excluding "don't know"**

(N=444)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q25a. Road traffic congestion	6.8%	42.2%	26.7%	19.9%	4.3%
Q25b. Traffic signal system	11.9%	44.7%	21.7%	16.4%	5.3%
Q25c. Bicycle safety	8.1%	34.2%	33.6%	18.9%	5.3%
Q25d. Pedestrian safety	11.2%	47.7%	27.0%	9.7%	4.4%
Q25e. DART service	12.8%	40.7%	28.2%	14.1%	4.3%

**Q26. Please rate your agreement with the following statements regarding property standards:**

(N=444)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1	Don't Know 9
Q26a. I am generally satisfied with responsiveness & helpfulness of Property Standards (code enforcement)	11.3%	31.5%	20.5%	6.1%	2.7%	27.9%
Q26b. Outreach materials available from and/or provided by Property Standards (code enforcement) are helpful	8.1%	19.6%	21.8%	2.3%	2.3%	45.9%
Q26c. Item I reported was corrected or Property Standards (code enforcement) explained why it was not a violation	8.1%	14.2%	17.3%	1.6%	1.1%	57.7%
Q26d. Property Standards (code enforcement) is necessary to maintain or improve my neighborhood	31.3%	30.9%	14.2%	2.7%	0.7%	20.3%
Q26e. Property Standards (code enforcement) staff provided courteous and timely service	13.8%	17.6%	16.0%	2.5%	2.3%	47.9%

**Q26. Please rate your agreement with the following statements regarding property standards:**

**Excluding "don't know"**

(N=444)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Q26a. I am generally satisfied with responsiveness & helpfulness of Property Standards (code enforcement)	15.6%	43.8%	28.4%	8.4%	3.8%
Q26b. Outreach materials available from and/or provided by Property Standards (code enforcement) are helpful	15.0%	36.3%	40.4%	4.2%	4.2%
Q26c. Item I reported was corrected or Property Standards (code enforcement) explained why it was not a violation	19.1%	33.5%	41.0%	3.7%	2.7%
Q26d. Property Standards (code enforcement) is necessary to maintain or improve my neighborhood	39.3%	38.7%	17.8%	3.4%	0.8%
Q26e. Property Standards (code enforcement) staff provided courteous and timely service	26.4%	33.8%	30.7%	4.8%	4.3%

**Q27. How do you feel the appearance of your neighborhood has changed over the past three years?**

Q27. How do you feel appearance of your neighborhood has changed over past three years	Number	Percent
1=Improved	60	13.5 %
2=Stayed the same	268	60.4 %
3=Gotten worse	89	20.0 %
9=Don't know	27	6.1 %
Total	444	100.0 %

**Q28. Approximately how many years have you lived in Plano?**

Q28. How many years have you lived in Plano	Number	Percent
1=Less than 2 years	36	8.1 %
2=2-5 years	53	11.9 %
3=6-10 years	68	15.3 %
4=11-15 years	89	20.0 %
5=16-20 years	59	13.3 %
6=21-30 years	78	17.6 %
7=30+ years	59	13.3 %
9=Not provided	2	0.5 %
Total	444	100.0 %

**Q29. What is your age?**

Q29. What is your age	Number	Percent
18-34 years	97	21.8 %
35-44 years	105	23.6 %
45-54 years	101	22.7 %
55-64 years	87	19.6 %
65-74 years	32	7.2 %
75+ years	20	4.5 %
Not provided	2	0.5 %
Total	444	100.0 %

**Q30. What is your gender?**

Q30. What is your gender	Number	Percent
1=Male	216	48.6 %
2=Female	228	51.4 %
Total	444	100.0 %

**Q31. Are you employed in the City of Plano?**

Q31. Are you employed in City of Plano	Number	Percent
1=Yes	69	15.5 %
2=No	373	84.0 %
9=Not provided	2	0.5 %
Total	444	100.0 %

**Q32. Which of the following best describes your race/ethnicity?**

Q32. Your race/ethnicity	Number	Percent
1=Asian/Pacific Islander	73	16.4 %
2=White	295	66.4 %
3=American Indian/Eskimo	6	1.4 %
4=Black/African American	35	7.9 %
5=Hispanic/Latino/Spanish	63	14.2 %
6=Other	6	1.4 %
9=Not provided	5	1.1 %
Total	483	

**Q33. Would you say your total annual household income is:**

Q33. Your total annual household income	Number	Percent
1=Under \$20K	18	4.1 %
2=\$20K-\$39,999	38	8.6 %
3=\$40K-\$59,999	37	8.3 %
4=\$60K-\$79,999	38	8.6 %
5=\$80K-\$99,999	52	11.7 %
6=\$100K-\$119,999	49	11.0 %
7=\$120K-\$139,999	51	11.5 %
8=\$140K+	106	23.9 %
9=Not provided	55	12.4 %
Total	444	100.0 %

**Section 5:**  
**Survey Instrument**

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Dear Plano Resident,

We appreciate your continued support and involvement in making Plano a wonderful community. This letter is a request for your assistance in continuing that legacy. Your input on the enclosed survey is extremely important. The City Council regularly makes decisions that affect a wide range of City services including public safety, parks and recreation, sustainability and environmental services, public works, code enforcement, libraries and others. To make sure that Plano's priorities are aligned with the needs of our residents we need to know what you think.

We realize the survey takes a little time to complete but every question is important. The time you invest in the survey will influence many of the decisions that will be made about the City's future. Your responses will also allow City leadership to identify and address many of the opportunities and challenges facing our community. Please return your completed survey sometime during the next week if possible, and return it in the enclosed postage-paid envelope. Your responses will remain confidential.

**If you prefer, you may complete the survey on-line at [www.planosurvey.org](http://www.planosurvey.org).**

If you have questions about this survey, please contact Karen Rhodes-Whitley, Director of Budget and Research at 972-941-7194. Thank you for taking the time to build a better Plano.

Sincerely,

Phil Dyer  
Mayor

# 2012 City of Plano Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to citizen concerns. If you have questions, please contact the City's Budget & Research Department at 972-941-7194.

## SATISFACTION WITH CITY SERVICES

1. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following services that are provided by the City of Plano:

How Satisfied are you with the following services that are provided by the City of Plano:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Police services	5	4	3	2	1	9
B.	Fire services	5	4	3	2	1	9
C.	Emergency medical services	5	4	3	2	1	9
D.	Maintenance of City streets and sidewalks	5	4	3	2	1	9
E.	Cleanliness of streets/public areas	5	4	3	2	1	9
F.	City communication (website, utility bill inserts, cable TV)	5	4	3	2	1	9
G.	Environmental waste services (trash pick-up, yardwaste and recycling)	5	4	3	2	1	9
H.	Management of storm water run-off (flood prevention)	5	4	3	2	1	9
I.	Water and wastewater (or sanitary sewer) services	5	4	3	2	1	9
J.	Customer service provided by City employees	5	4	3	2	1	9
K.	Code enforcement	5	4	3	2	1	9
L.	Maintenance of City parks	5	4	3	2	1	9
M.	Recreation programs	5	4	3	2	1	9
N.	Library services	5	4	3	2	1	9
O.	Municipal Court Services	5	4	3	2	1	9
P.	Animal Services	5	4	3	2	1	9

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

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_ 4<sup>th</sup>. \_\_\_\_\_

## PERCEPTIONS OF THE CITY

3. Several items that may influence your perception of the City of Plano are listed below. 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.	Overall quality of services provided by the City of Plano	5	4	3	2	1	9
B.	Overall value that you receive for your City taxes and fees	5	4	3	2	1	9
C.	Overall quality of life in Plano	5	4	3	2	1	9

## COMMUNICATION

4. Which of the following sources do you currently use to obtain and/or receive information about the City of Plano? (check all that apply)

- (1) City of Plano website  
 (2) The City's "Fix It" Program  
 (3) E-mail  
 (4) Neighborhood Roundtables  
 (5) City Council meetings  
 (6) Plano Television Network (PTN)  
 (7) City's Facebook or Twitter pages  
 (8) Live Green in Plano newsletter  
 (9) Other: \_\_\_\_\_

5. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following:

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The availability of information about government operations	5	4	3	2	1	9
B.	City efforts to keep residents informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in City decision-making	5	4	3	2	1	9
D.	Usefulness of the information that is available on the City's Website	5	4	3	2	1	9

## POLICE SERVICES

6. Using a 5-point scale 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.	Overall feeling of safety in Plano	5	4	3	2	1	9
B.	In your neighborhood during the day	5	4	3	2	1	9
C.	In your neighborhood after dark	5	4	3	2	1	9
D.	At shopping centers/business areas during the day	5	4	3	2	1	9
E.	At shopping centers/business areas after dark	5	4	3	2	1	9
F.	Driving on roadways in Plano	5	4	3	2	1	9

## SUSTAINABILITY AND ENVIRONMENTAL SERVICES

7. How often do you utilize the following environmental waste services provided by the City of Plano:

<i>Service:</i>		At Least Monthly	3-4 Times a Year	Once a Year	Never	Don't Know
A.	Weekly Yard Trimmings Collection	4	3	2	1	9
B.	Household Chemical Collection	4	3	2	1	9
C.	Monthly Bulky Waste Collection	4	3	2	1	9

8. Are you aware of *Live Green in Plano* education and outreach programs?

- (1) Yes  
 (2) No



16. Which FIVE of the following sources of information would be your preferred method of receiving information about programs and services at the Plano library? (Write the letter that corresponds to your top five choices in the space provided below.)

- (A) Library website
- (B) Library brochure
- (C) Library blogs
- (D) Facebook
- (E) Twitter
- (F) Posters outside of the library (in Plano schools or rec centers)
- (G) Information in the library (posters, flyers, etc.)
- (H) Word of mouth from friends/family/associates
- (I) Local media (newspaper, magazines, blogs)

**PREFERRED SOURCES OF INFORMATION**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ 5<sup>th</sup>: \_\_\_\_\_

17. Which service(s) do you use most? Rank up to five with #1 being most used and #5 being the least used:

- |                                          |                                   |
|------------------------------------------|-----------------------------------|
| ____(A) Borrow books                     | ____(G) Free Wi-Fi                |
| ____(B) Borrow DVDs                      | ____(H) Databases                 |
| ____(C) Borrow CDs                       | ____(I) Interlibrary Loan         |
| ____(D) Borrow audio books or Playaways  | ____(J) Downloadable books EBOOKS |
| ____(E) Computers and/or Internet access | ____(K) Other: _____              |
| ____(F) Programs and/or classes          | ____(L) None                      |

18. How many programs have you attended (or brought your children to) in the past year?

- |                        |                               |
|------------------------|-------------------------------|
| ____(1) 1-10 programs  | ____(3) More than 25 programs |
| ____(2) 11-25 programs | ____(4) None                  |

**PARKS AND RECREATION**

19. From which of the following sources do you get information about Parks and Recreation programs and services? (Check all that apply.)

- |                                                   |                                                   |
|---------------------------------------------------|---------------------------------------------------|
| ____(1) Parks and Recreation website              | ____(6) Social media (Facebook, Google+, Twitter) |
| ____(2) Leisure Catalog                           | ____(7) Word of mouth from friends/family         |
| ____(3) E-mail                                    | ____(8) Don't know about the programs/services    |
| ____(4) Posters, flyers in the recreation centers | ____(9) Other _____                               |
| ____(5) Local media                               |                                                   |

20. What City park(s) do you visit most (list up to three; write NONE if you don't go to City parks)?

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

21. On average, how often do you visit City parks?

- |                 |                              |
|-----------------|------------------------------|
| ____(1) Daily   | ____(4) Once or twice a year |
| ____(2) Weekly  | ____(5) Seldom or never      |
| ____(3) Monthly |                              |

22. Which of the following facilities/activities at City parks have you used during the past year? (Check all that apply.)

- |                                   |                       |
|-----------------------------------|-----------------------|
| ____(1) Trails                    | ____(6) Basketball    |
| ____(2) Playgrounds               | ____(7) Picnic tables |
| ____(3) Scheduled athletic fields | ____(8) Fishing       |
| ____(4) Pavilions                 | ____(9) Other: _____  |
| ____(5) Dog park                  |                       |

23. Which THREE of the following facilities/activities would you like to see added most? (Write the letter that corresponds to your top three choices in the space provided below. If you do not think any of these items are needed, write "NONE".)

- (A) Skate park
- (B) In-line skating
- (C) Archery range
- (D) BMX track
- (E) Equestrian facilities
- (F) Additional dog park
- (G) Water sports (kayaking, canoeing)
- (H) Outdoor special events in the parks
- (I) Other: \_\_\_\_\_

**TOP CHOICES**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

24. Please indicate how well you feel the City is meeting your expectations for the following items:

<i>Items:</i>		<i>Exceeds Expectations</i>	<i>Meets Expectations</i>	<i>Needs Improvement</i>	<i>Don't Know</i>
A.	Appearance of the median landscaping along city streets	3	2	1	9
B.	Appearance of lakes, ponds and creeks in the City	3	2	1	9
C.	Appearance of public building landscapes (libraries, fire stations, etc.)	3	2	1	9
D.	Appearance of City parks	3	2	1	9
E.	Appearance of the urban forest (public trees)	3	2	1	9
F.	Usability of the grass in City parks	3	2	1	9

**PUBLIC WORKS/ENGINEERING**

25. Please rate your satisfaction of each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Adequacy of Service:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Road traffic congestion	5	4	3	2	1	9
B.	Traffic signal system	5	4	3	2	1	9
C.	Bicycle safety	5	4	3	2	1	9
D.	Pedestrian safety	5	4	3	2	1	9
E.	DART service	5	4	3	2	1	9

**PROPERTY STANDARDS**

26. Please rate your agreement with the following statements regarding property standards:

<i>Statement:</i>		<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know</i>
A.	I am generally satisfied with the responsiveness and helpfulness of Property Standards (code enforcement)	5	4	3	2	1	9
B.	The Outreach materials available from and/or provided by Property Standards (code enforcement) are helpful	5	4	3	2	1	9
C.	The item I reported was corrected or Property Standards (code enforcement) explained why it was not a violation	5	4	3	2	1	9
D.	Property Standards (code enforcement) is necessary to maintain or improve my neighborhood	5	4	3	2	1	9
E.	Property Standards (code enforcement) staff provided courteous and timely service	5	4	3	2	1	9

27. How do you feel the appearance of your neighborhood has changed over the past three years?

- (1) Improved
- (2) Stayed the same
- (3) Gotten worse
- (9) Don't know

**DEMOGRAPHICS**

28. Approximately how many years have you lived in Plano?

- (1) Less than 2 years
- (2) 2-5 years
- (3) 6-10 years
- (4) 11-15 years
- (5) 16-20 years
- (6) 21-30 years
- (7) More than 30 years

29. What is your age?

- (1) Under 25 years
- (2) 25-34 years
- (3) 35-44 years
- (4) 45-54 years
- (5) 55-64 years
- (6) 65-74 years
- (7) 75+ years

30. What is your gender?

- (1) Male
- (2) Female

31. Are you employed in the City of Plano?

- (1) Yes
- (2) No

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

- (1) Asian/Pacific Islander
- (2) White
- (3) American Indian/Eskimo
- (4) Black/African American
- (5) Hispanic/Latino/Spanish
- (6) Other: \_\_\_\_\_

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

- (1) Under \$20,000
- (2) \$20,000 to \$39,999
- (3) \$40,000 to \$59,999
- (4) \$60,000 to \$79,999
- (5) \$80,000 to \$99,999
- (6) \$100,000 to \$119,999
- (7) \$120,000 to \$139,999
- (8) \$140,000 or more

**This concludes the survey. Thank you for your time!**

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thanks.

# *2012 City of Plano Citizen Survey*

## **Appendix A - GIS Mapping**

*Submitted to*

*Plano, Texas*



725 W. Frontier Circle

Olathe, KS 66061

(913) 829- 1215

May 2012

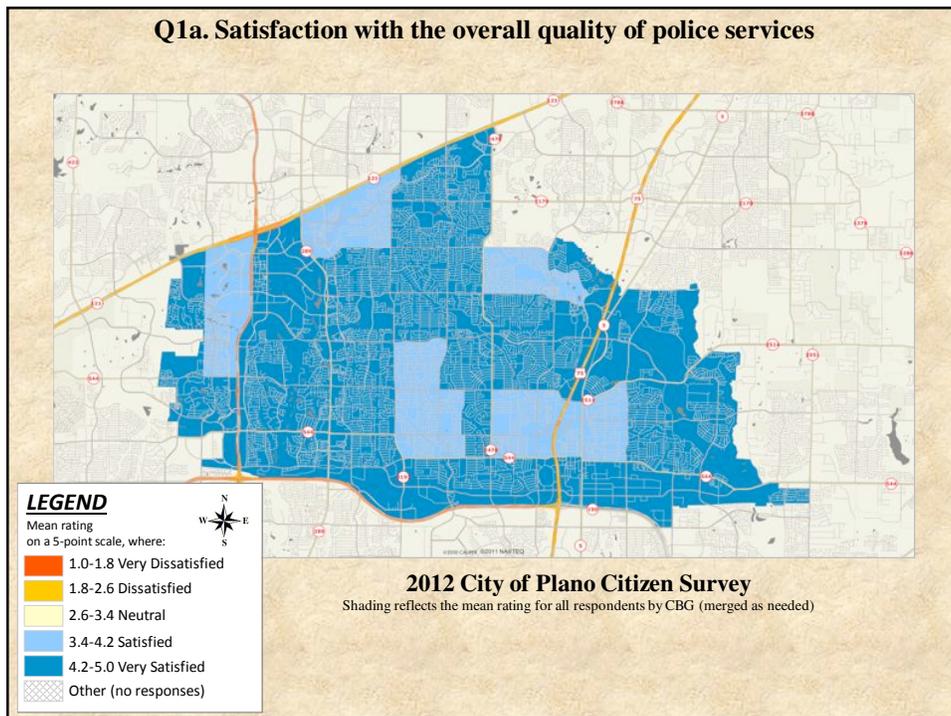
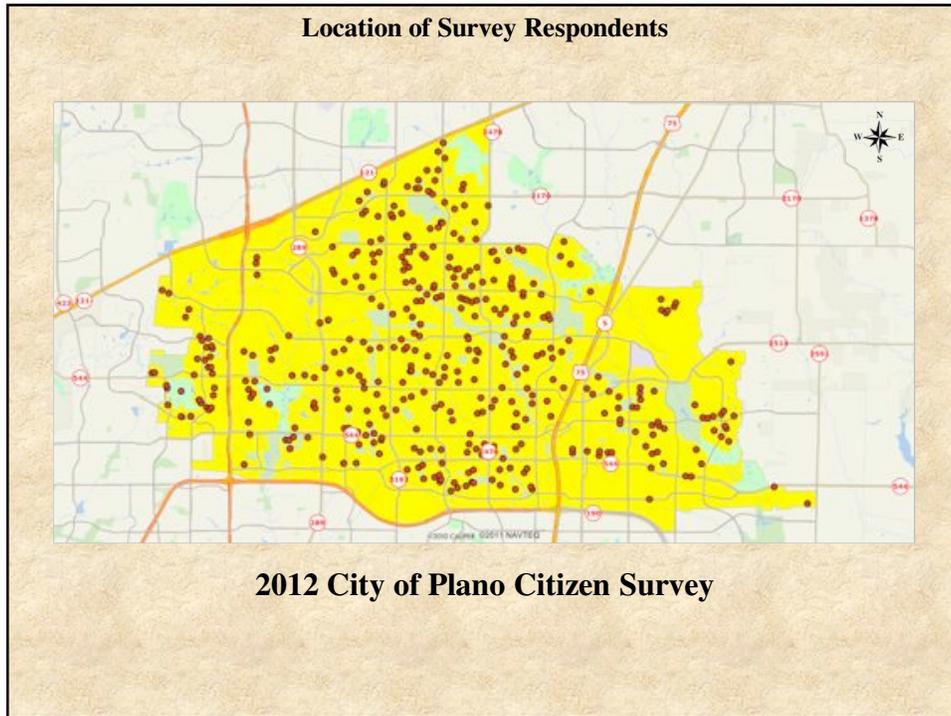
## Interpreting the Maps

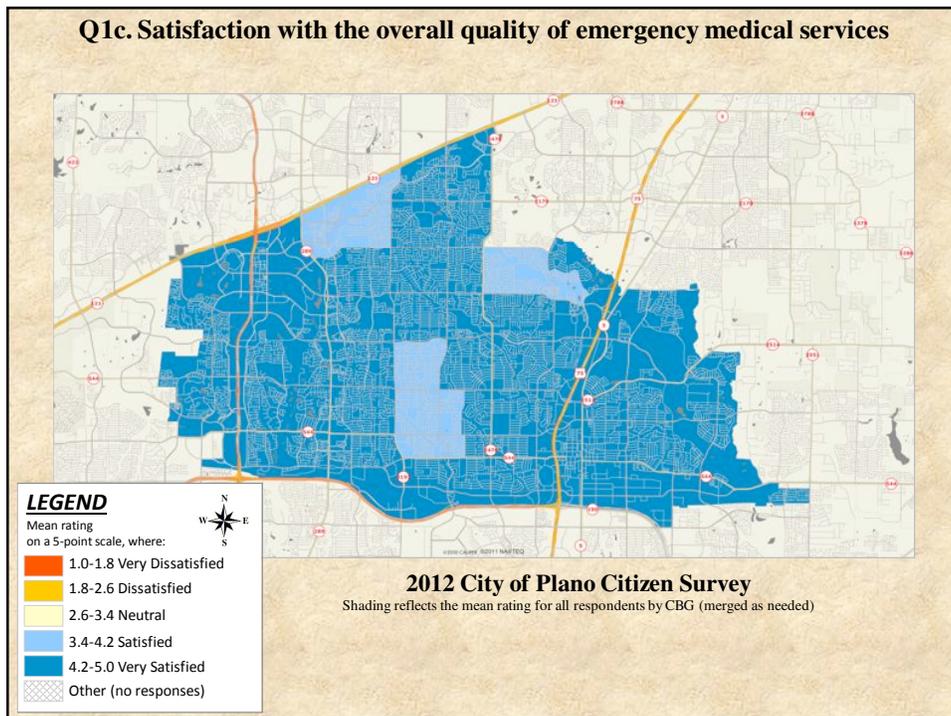
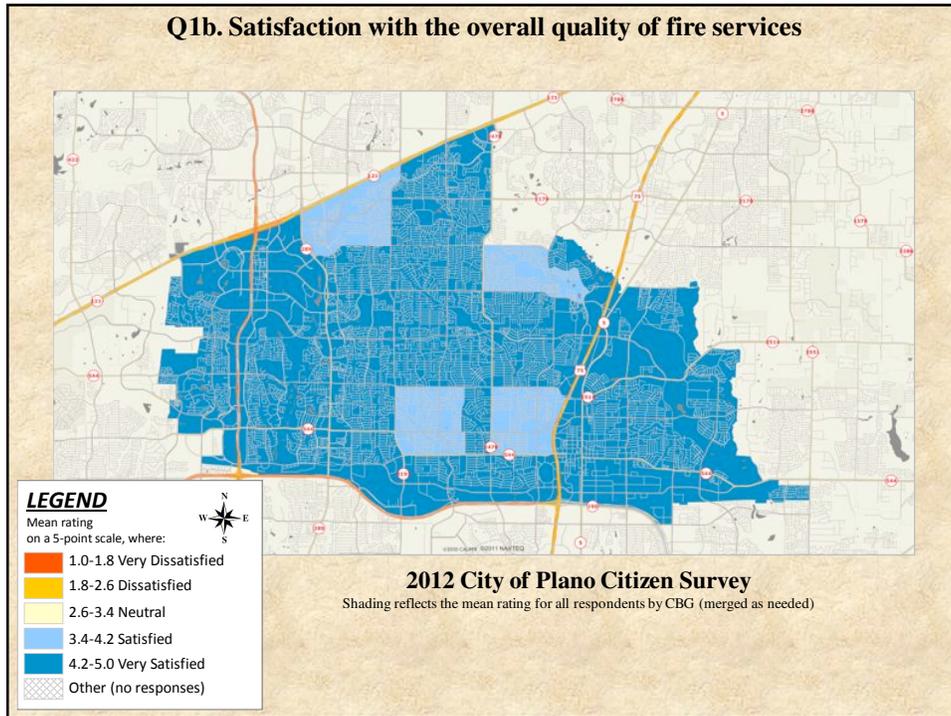
The maps on the following pages show the mean ratings for several questions by Census Block Group within the City of Plano.

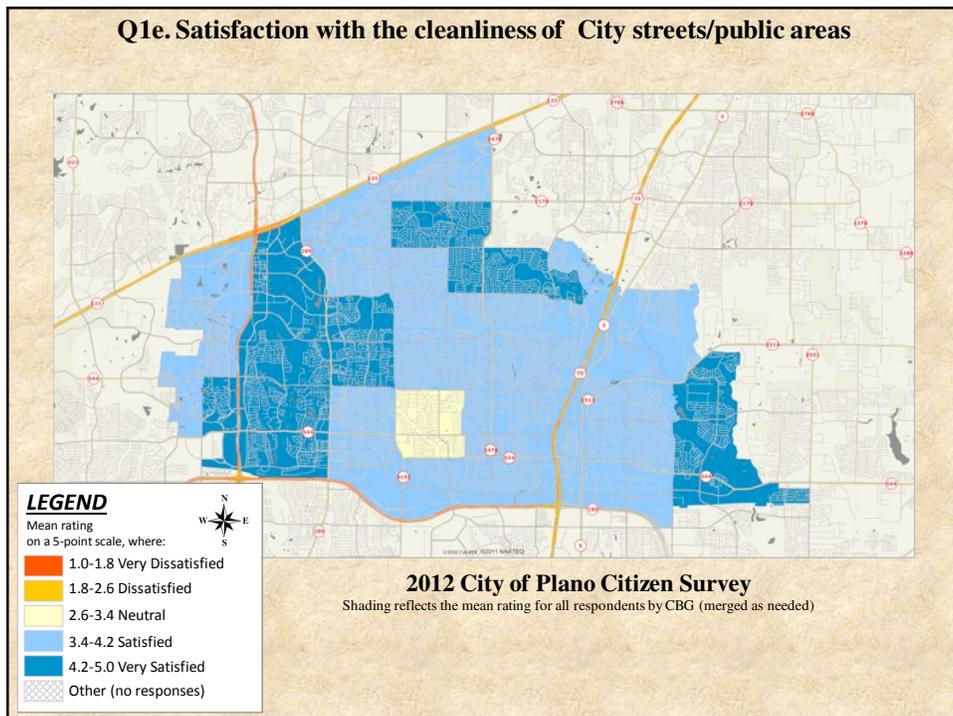
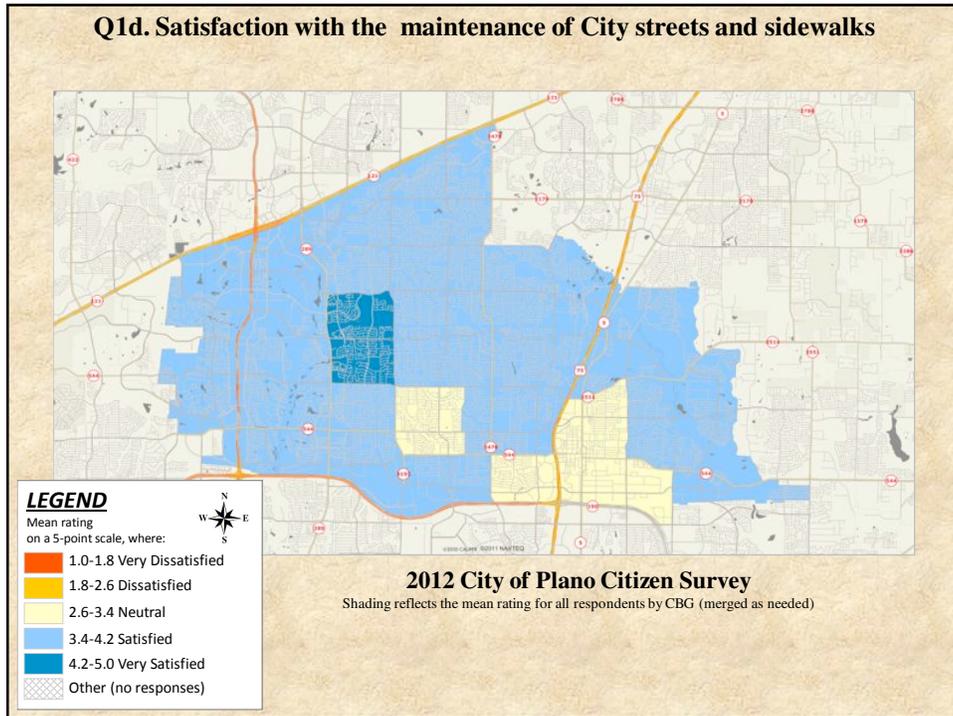
If all areas on a map are the same color, then most residents in the City generally feel the same about that issue.

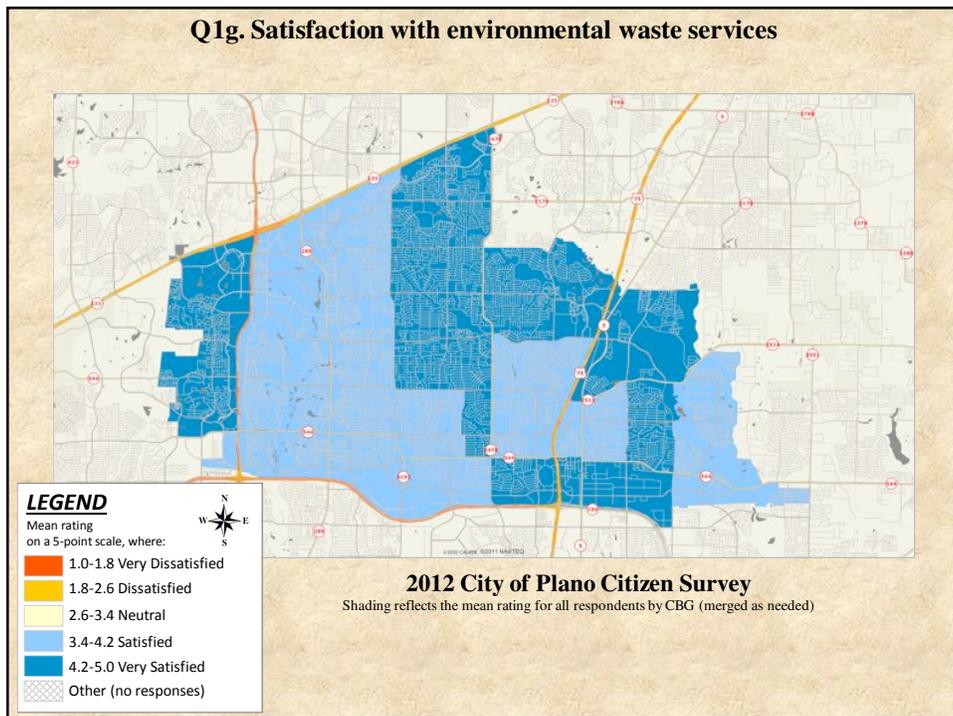
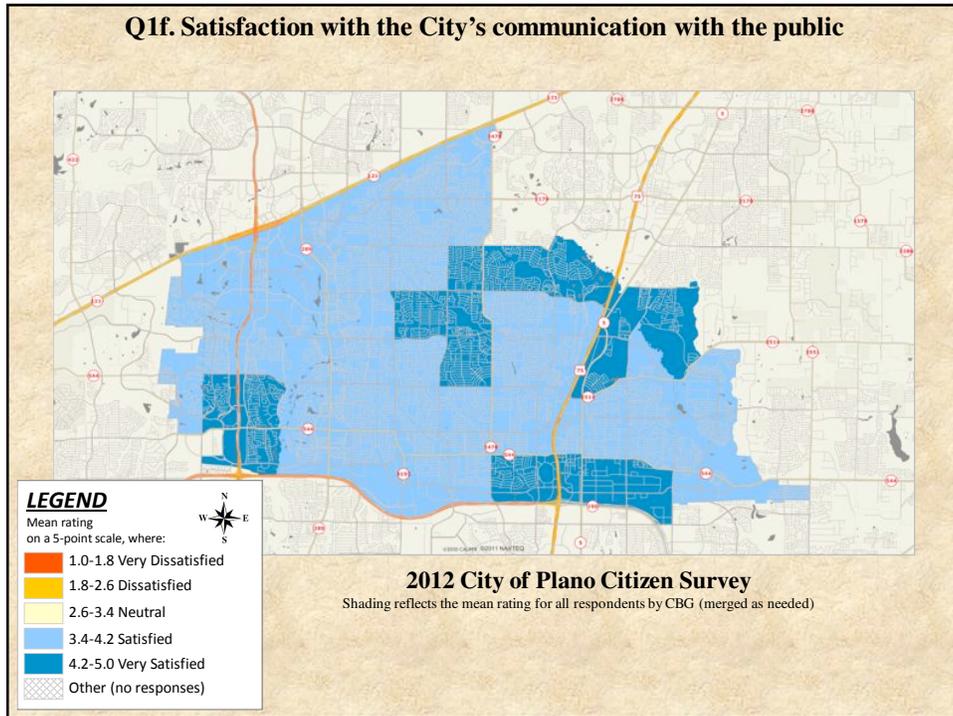
When reading the maps, please use the following color scheme as a guide:

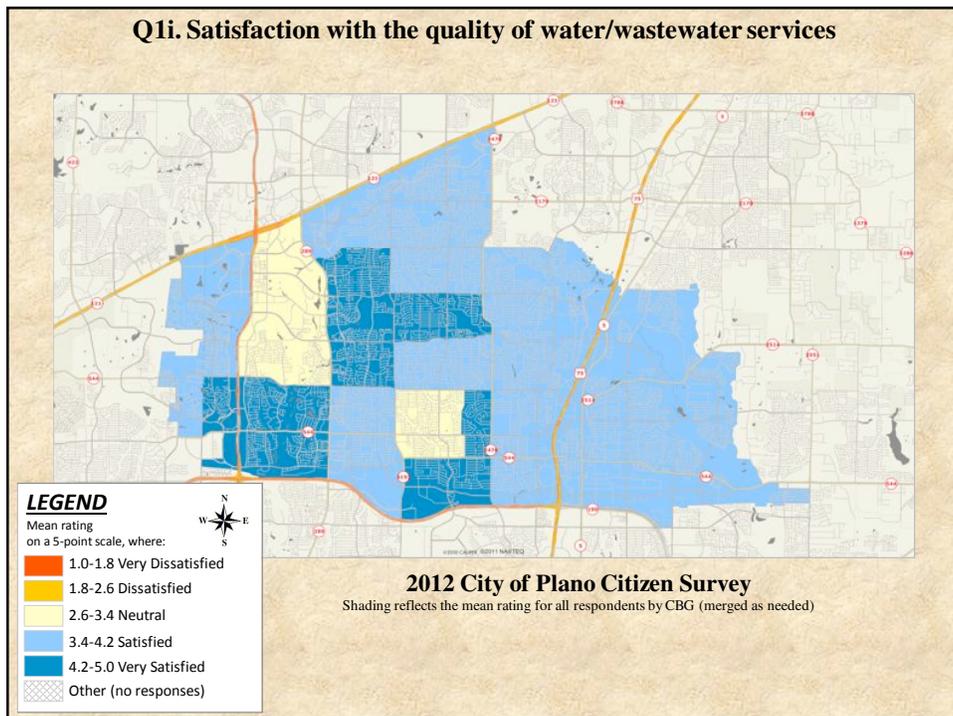
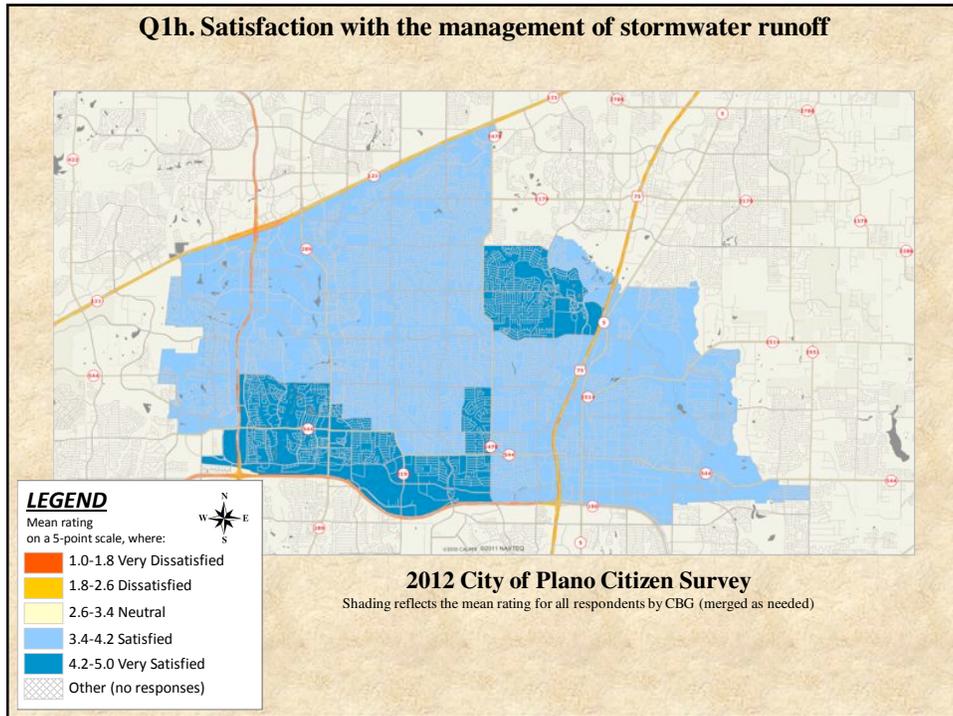
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate higher levels of satisfaction, “very safe” or “safe” responses, “excellent” ratings, higher levels of agreement or that the City is exceeding residents’ expectations regarding the issue being rated.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of off-white generally indicate that residents thought the quality of service delivery is adequate or that residents were neutral about the issue in question or that the City is meeting residents’ expectations regarding the issue being rated.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate higher levels dissatisfaction and “unsafe” or “very unsafe” responses, “poor” ratings, higher levels of disagreement or that City needs improvement in the area being rated.

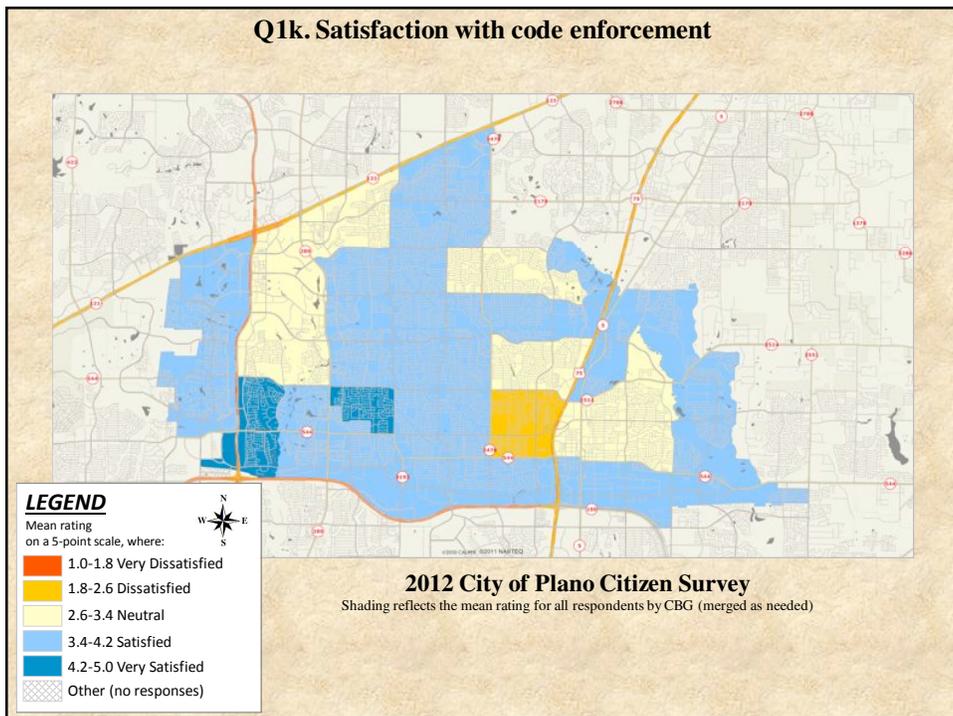
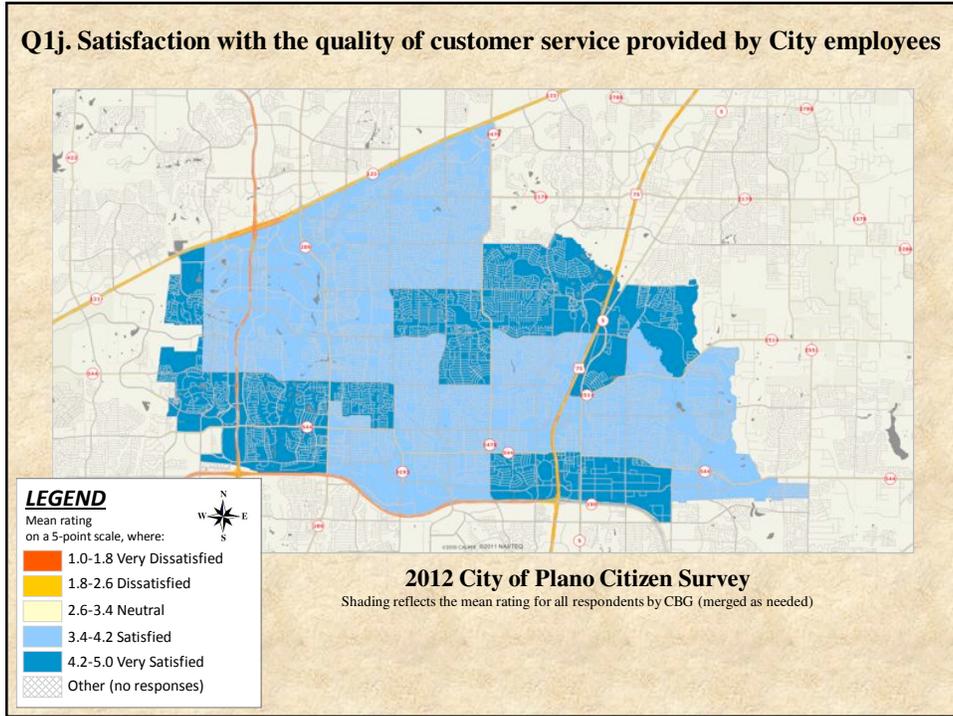


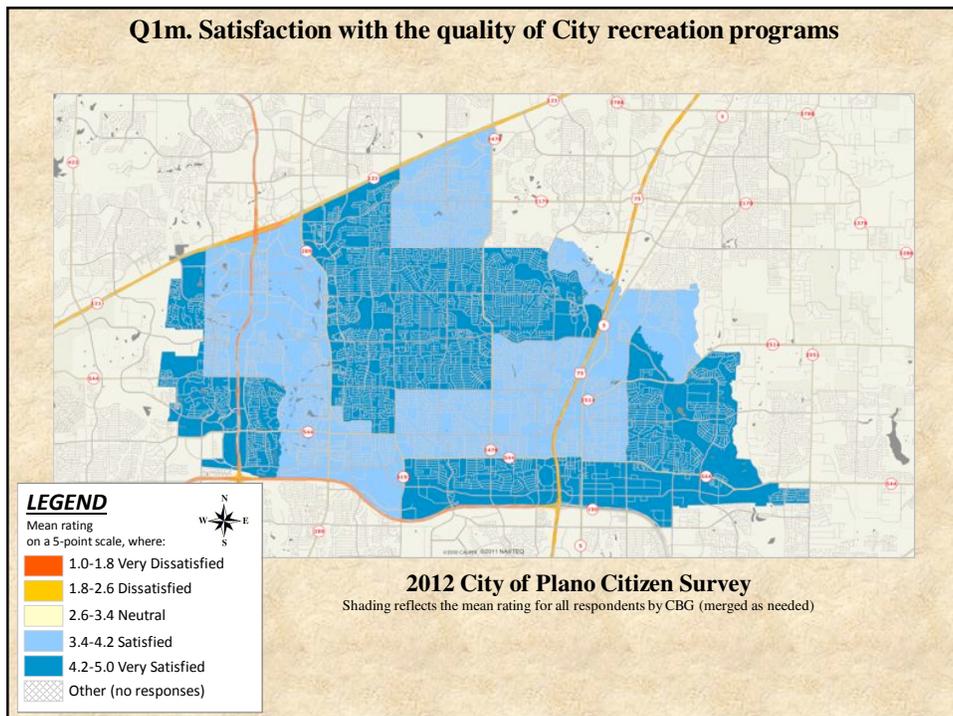
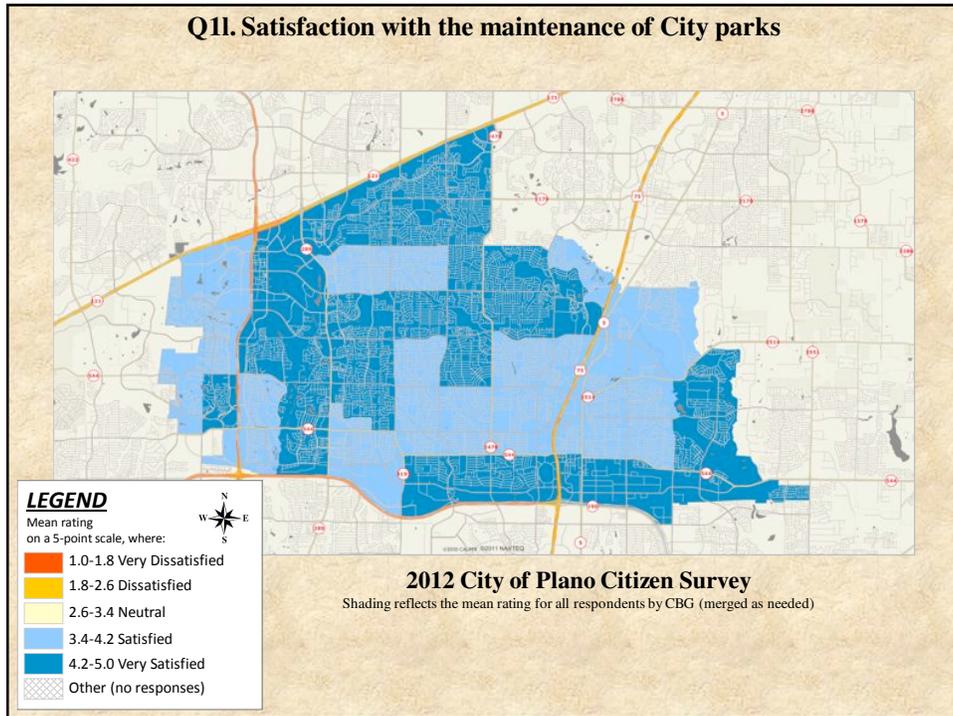


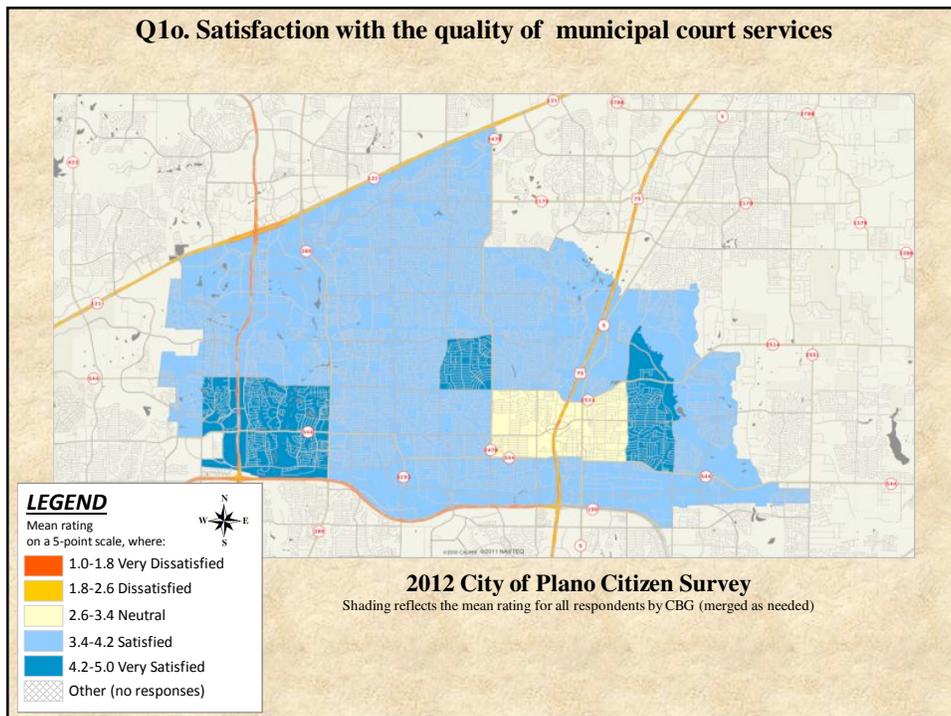
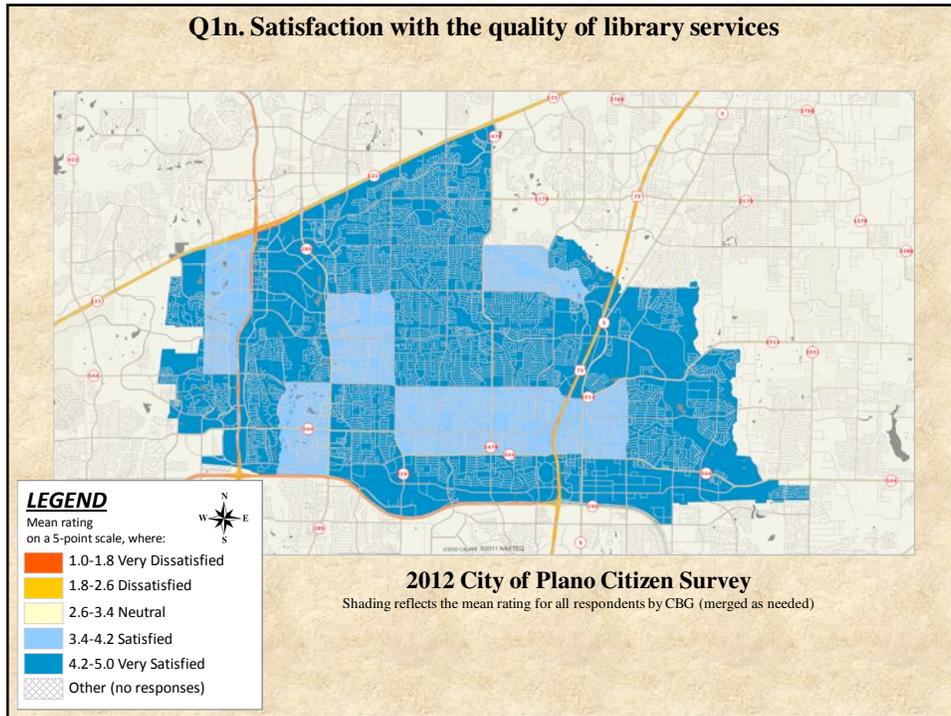


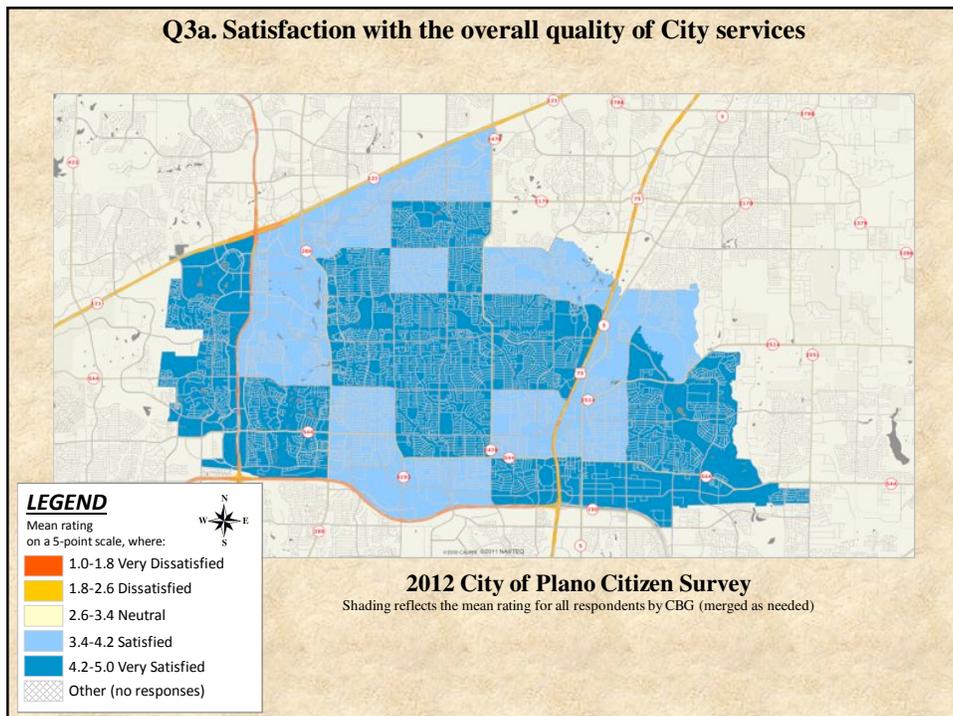
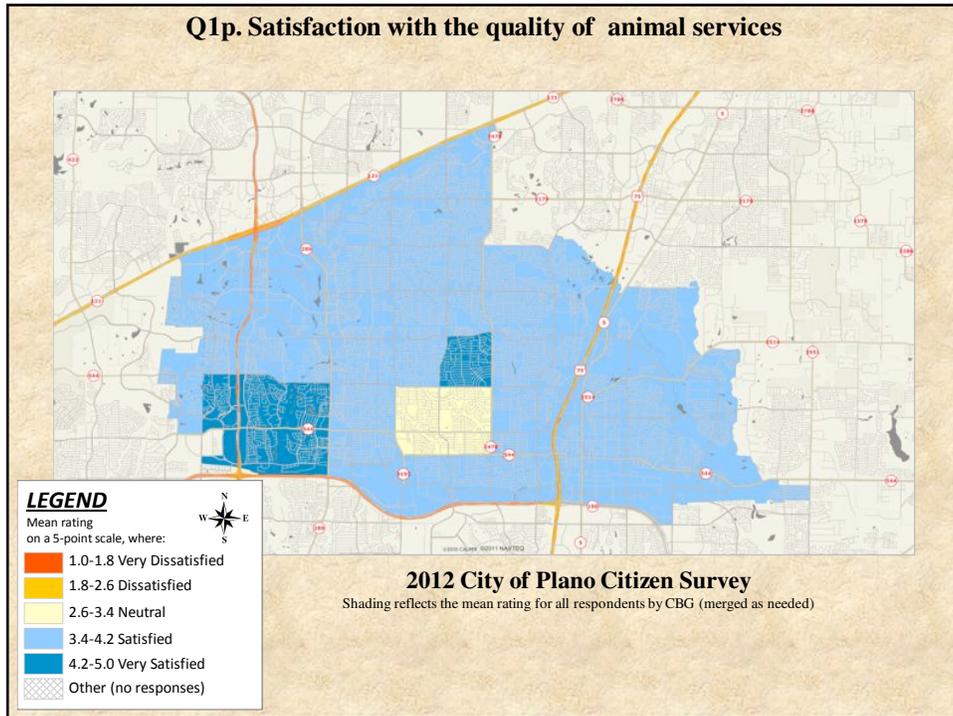


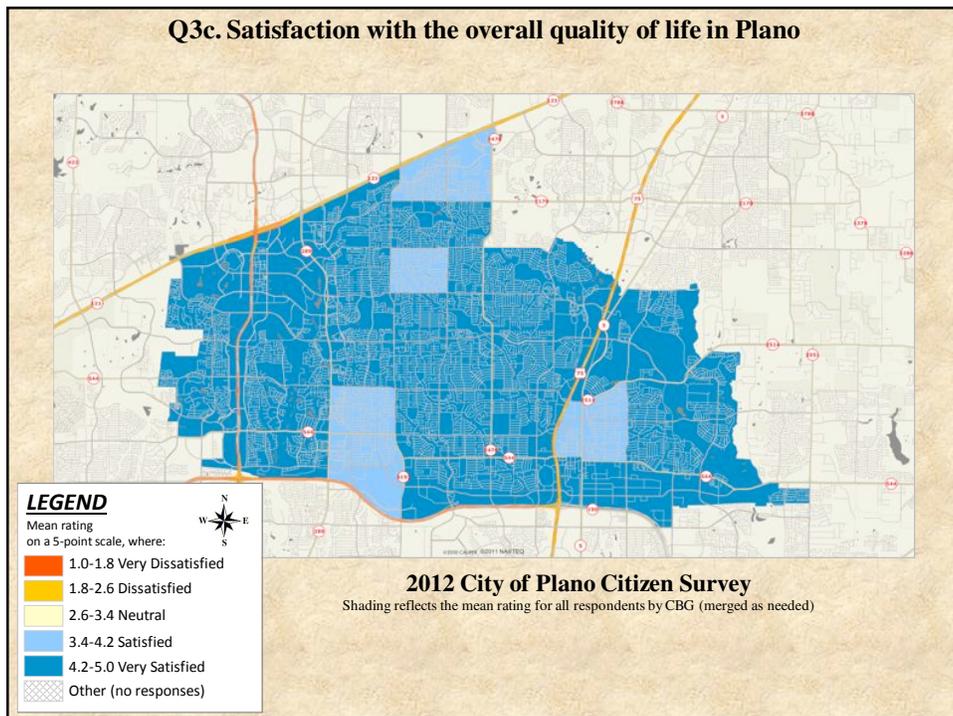
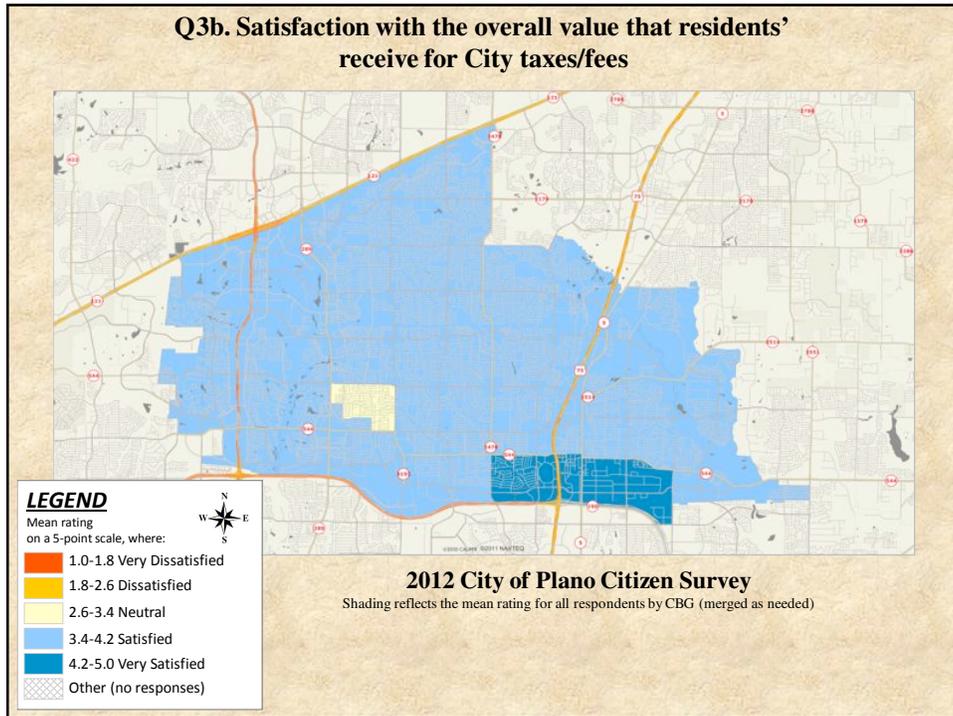




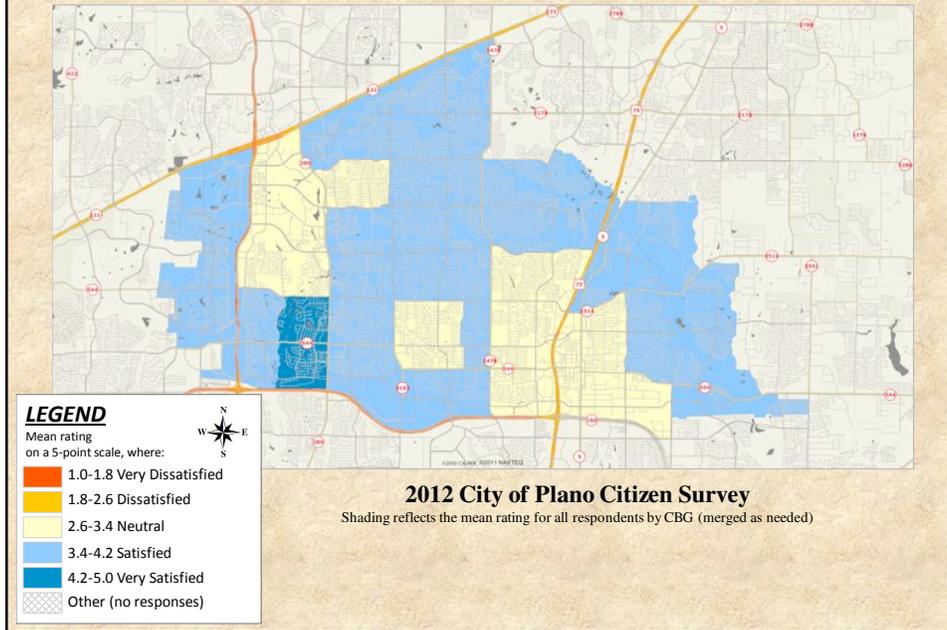




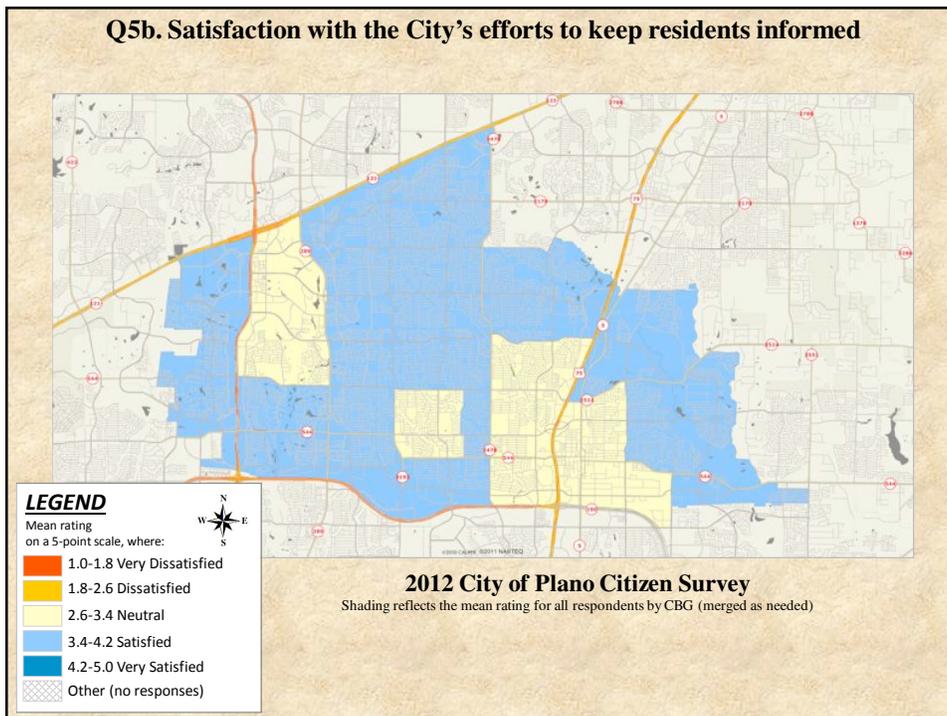




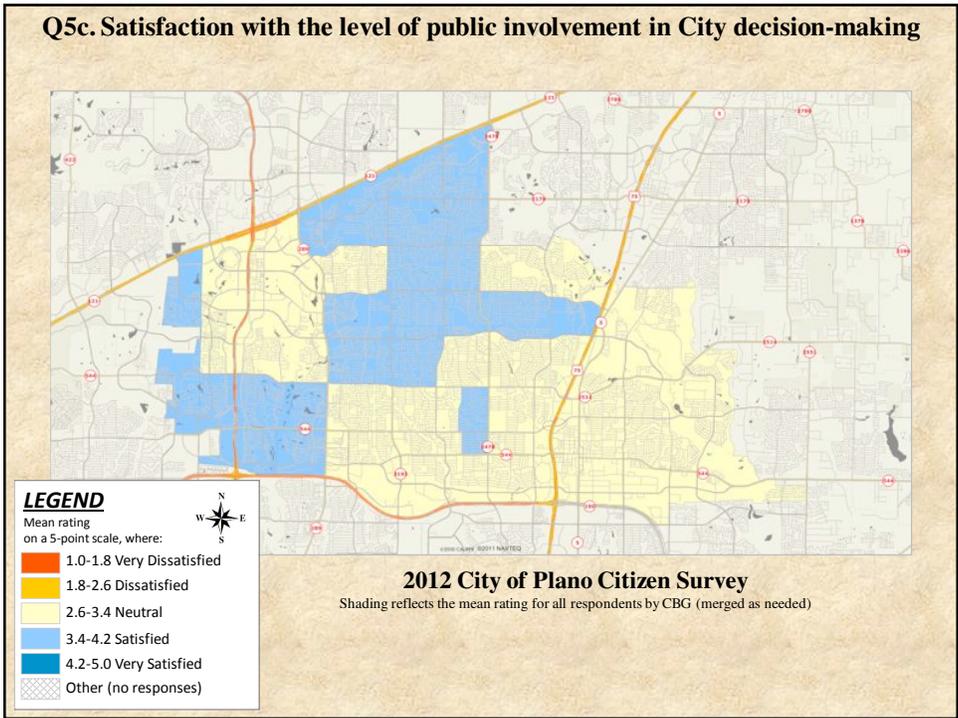
**Q5a. Satisfaction with the availability of information about government operations**



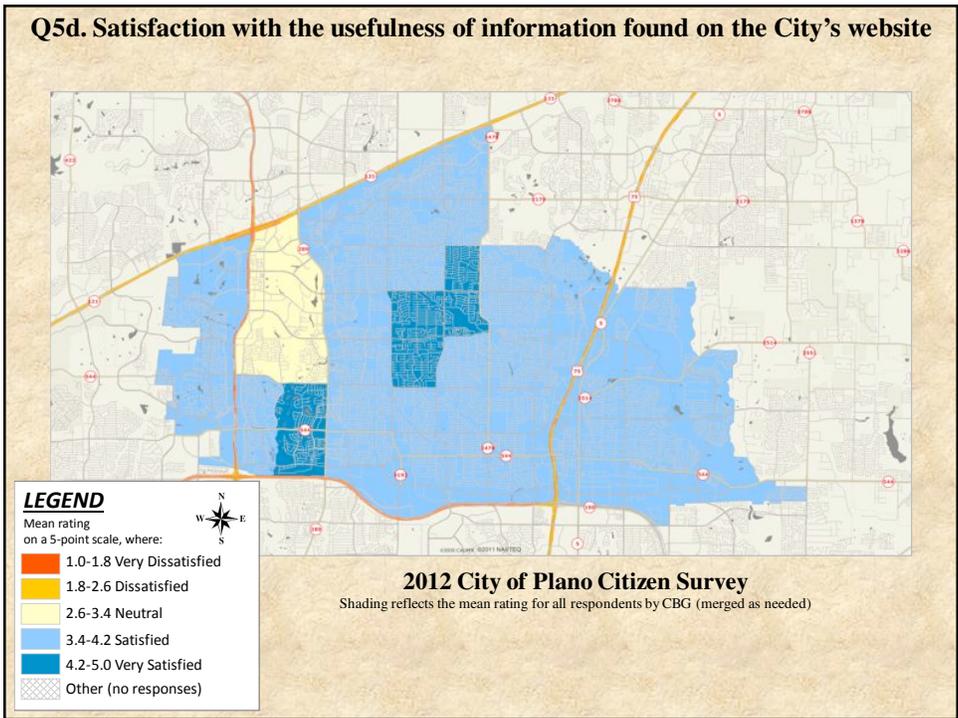
**Q5b. Satisfaction with the City's efforts to keep residents informed**

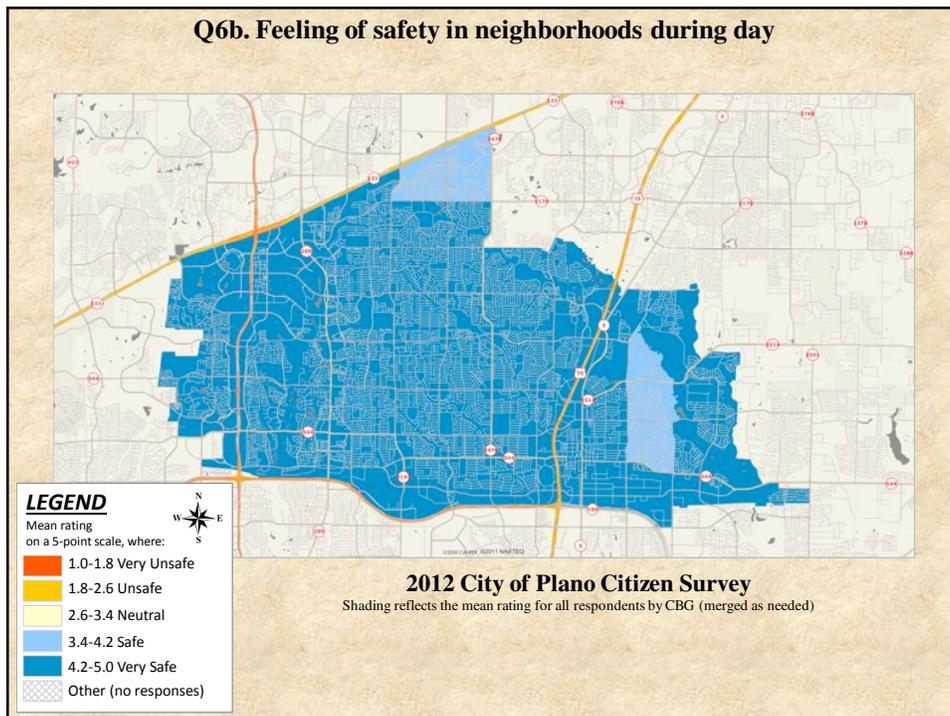
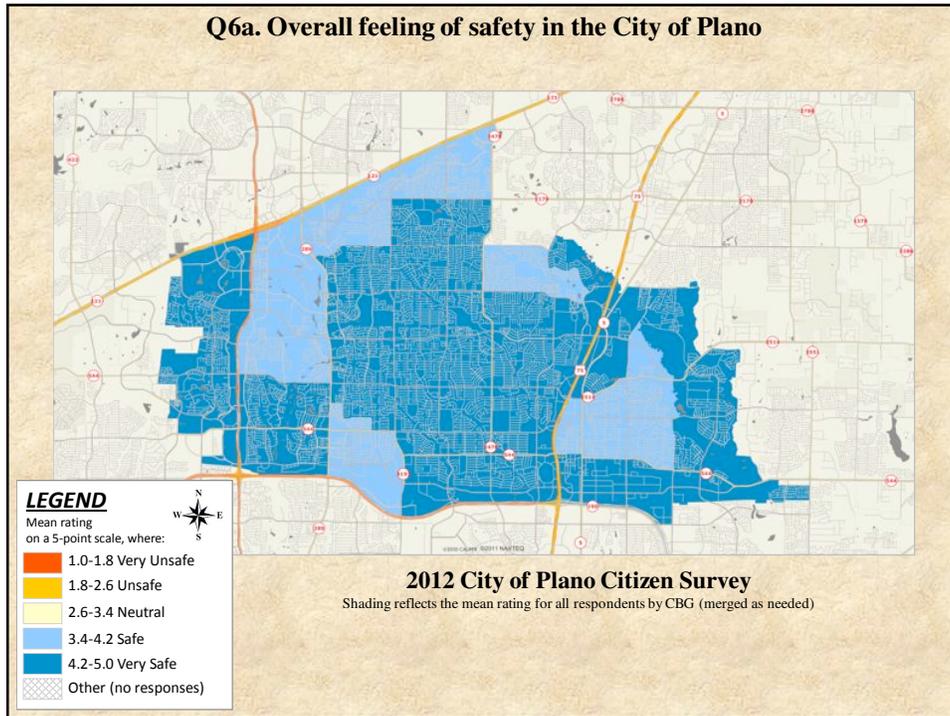


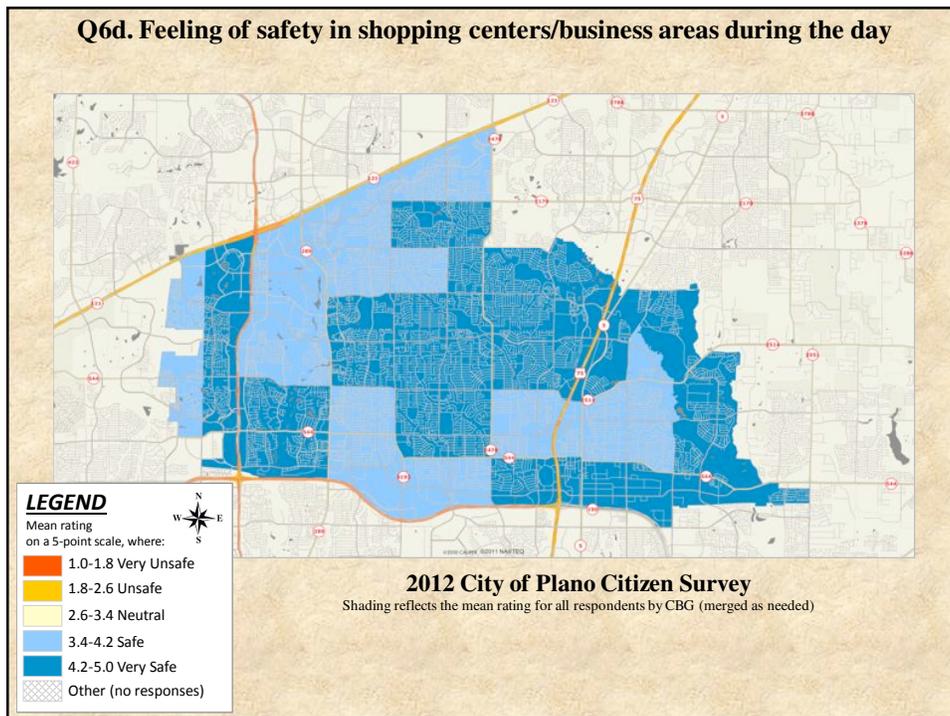
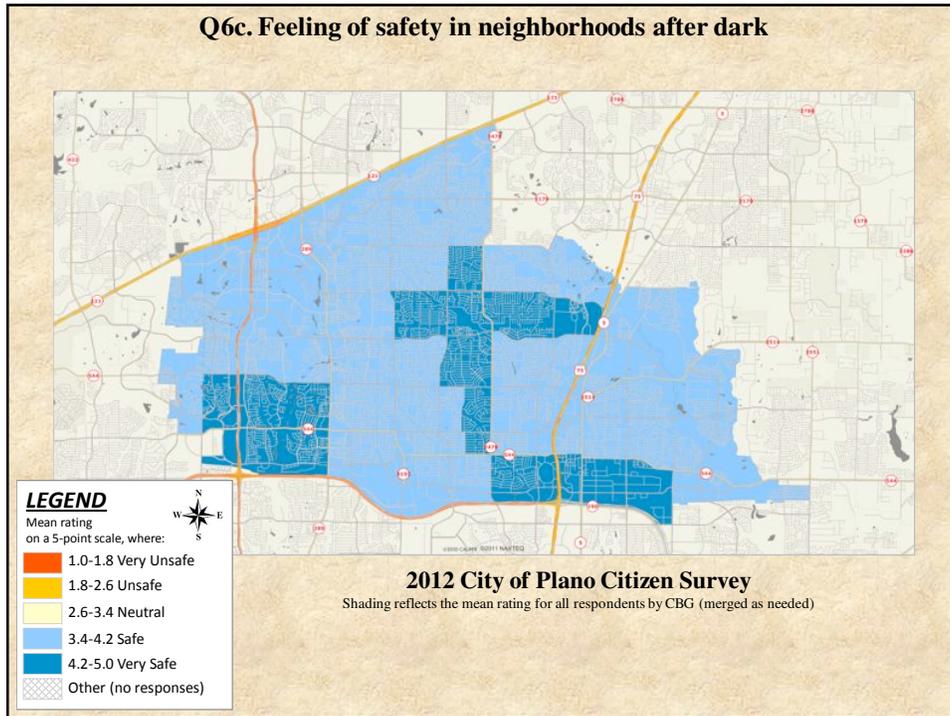
**Q5c. Satisfaction with the level of public involvement in City decision-making**

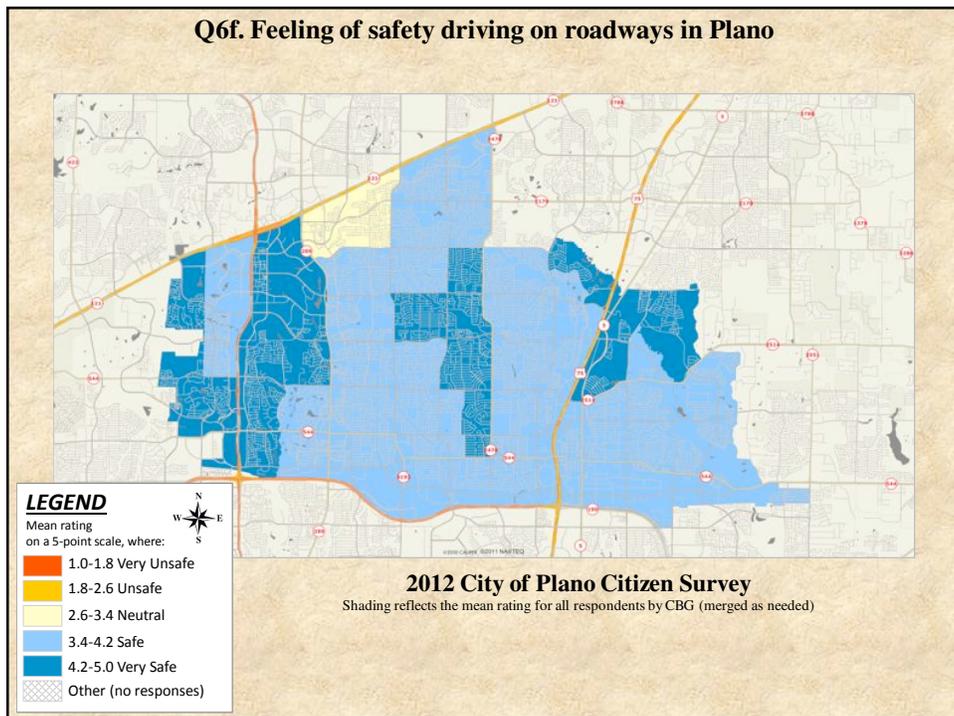
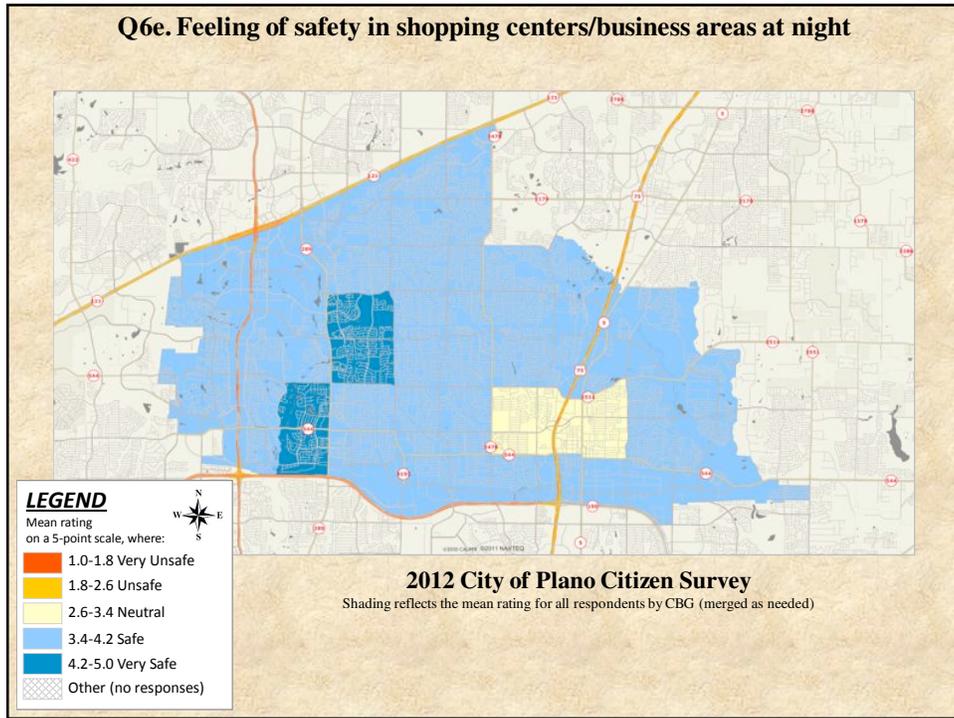


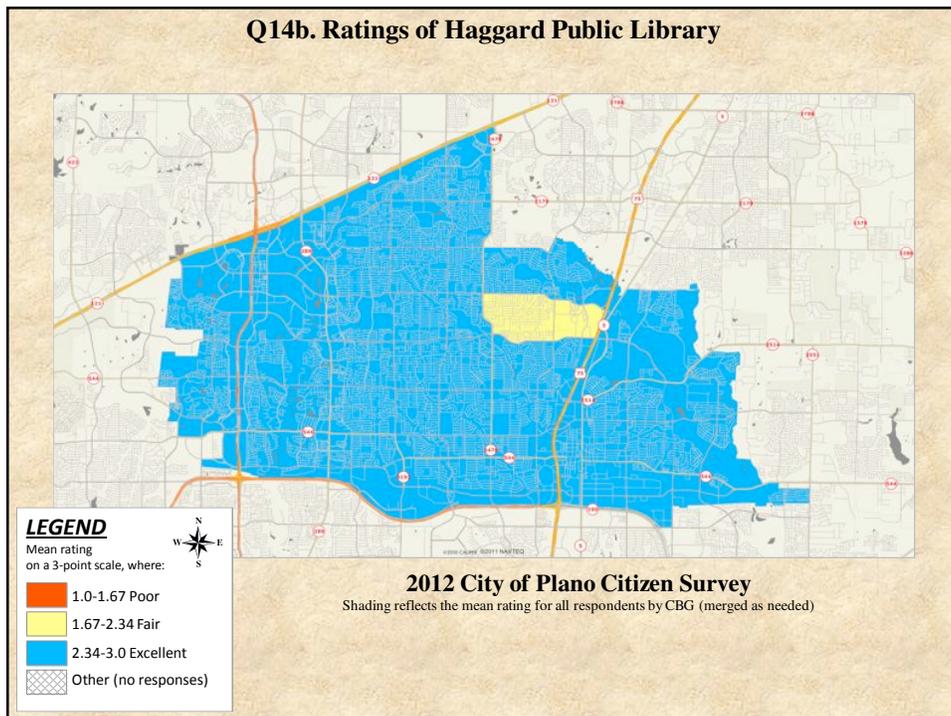
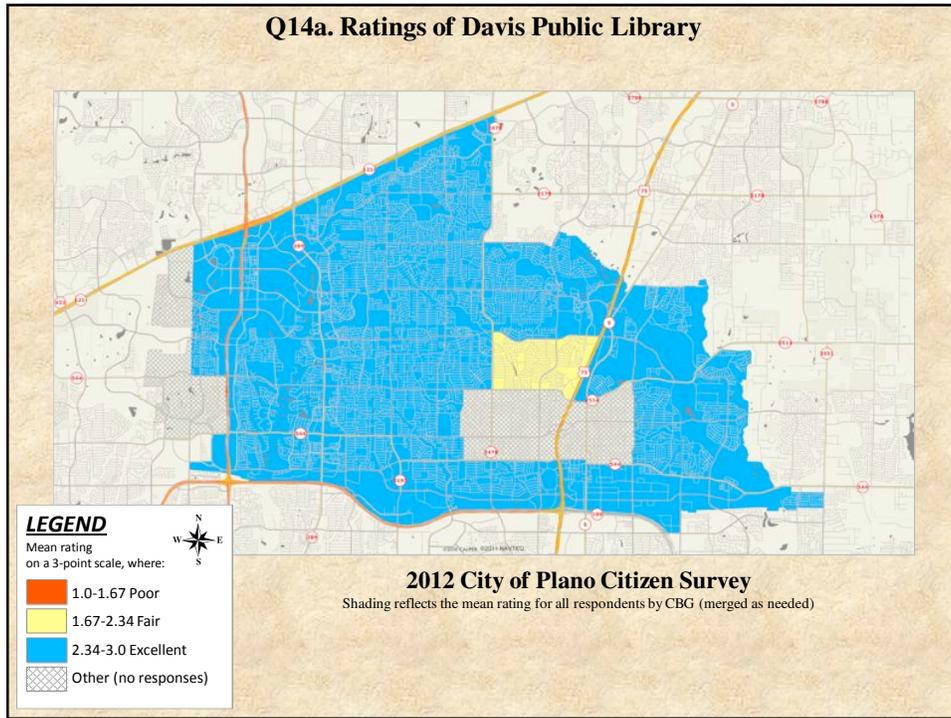
**Q5d. Satisfaction with the usefulness of information found on the City's website**

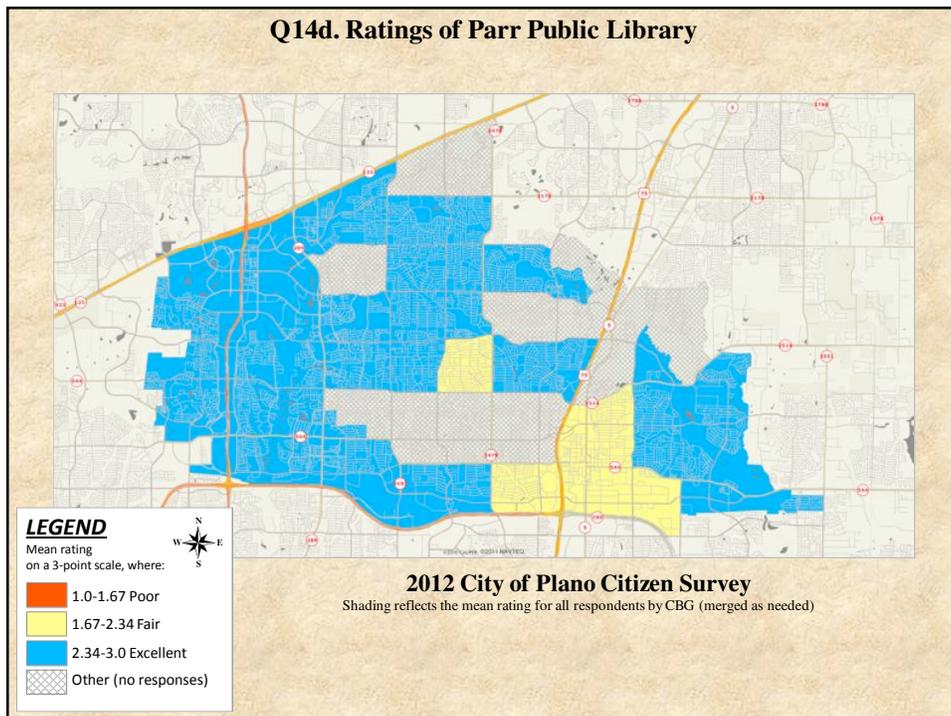
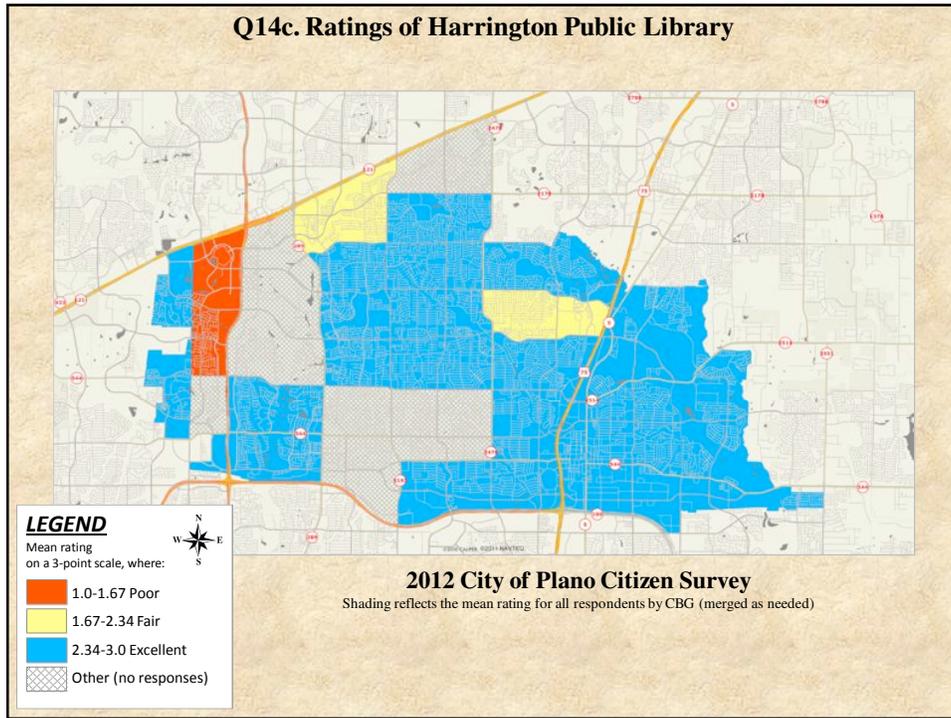




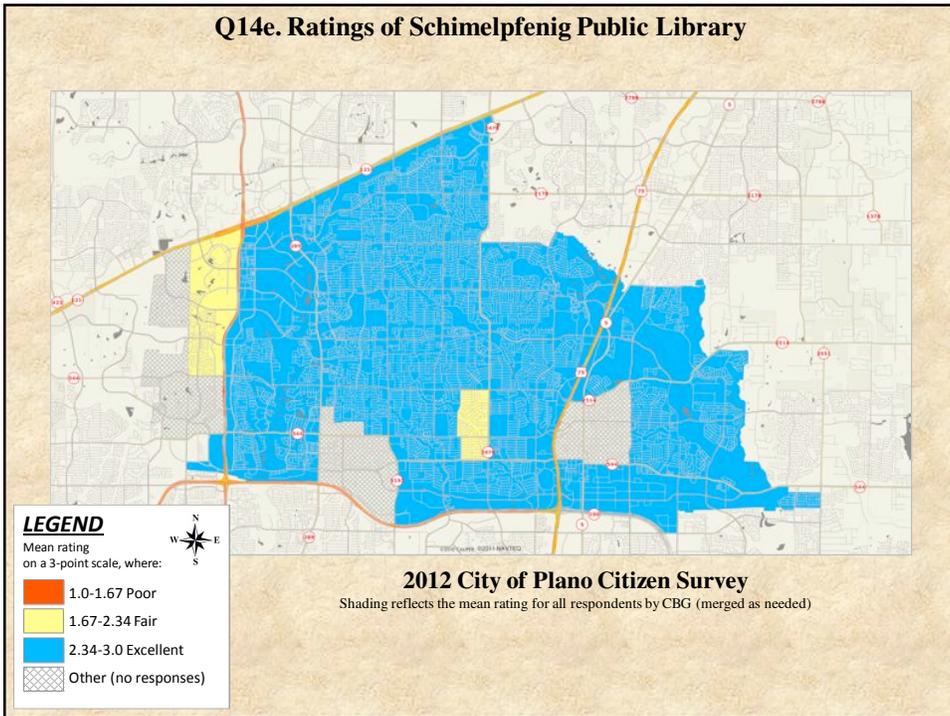








**Q14e. Ratings of Schimelpfenig Public Library**



**Q24a. How well the City is meeting residents' expectations regarding the appearance of median landscaping along City streets**

