

City of McAllen 2015 Community Survey

...helping organizations make better decisions since 1982

Findings
Report

Submitted to McAllen, Texas by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061



September 2015



Contents

Executive Summary	i
Section 1: Charts and Graphs.....	1
Section 2: Benchmarking Analysis	19
Section 3: Importance-Satisfaction Analysis	26
Section 4: Tabular Data.....	36
Section 5: Survey Instrument.....	70

City of McAllen 2015 Community Survey Executive Summary Report

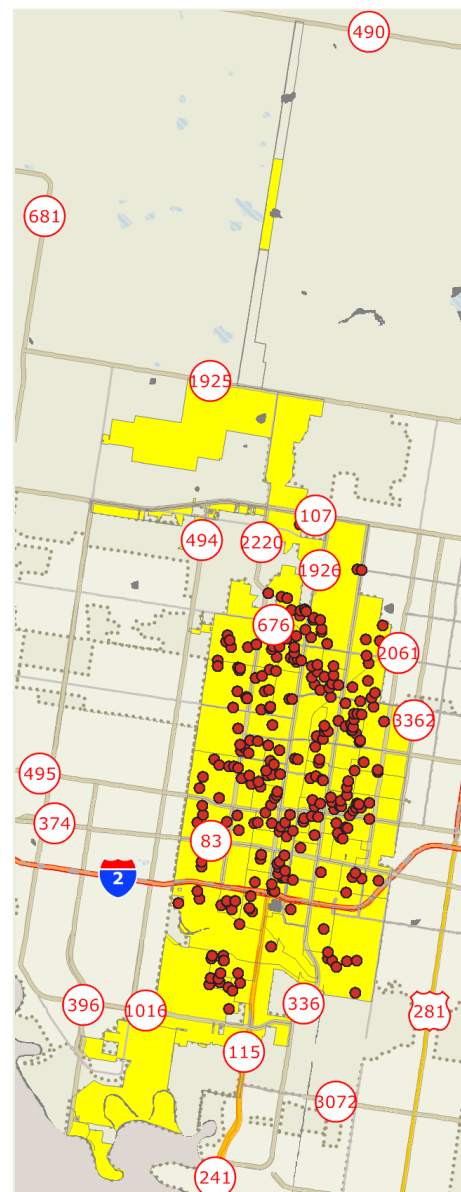
Overview and Methodology

Overview. During July and August of 2015, ETC Institute administered a community survey for the City of McAllen, Texas. The purpose of the survey was to gather resident input to assess satisfaction with the delivery of major City services, and help set community priorities so that tax dollars are spent wisely.

Methodology. A six-page survey was mailed to a random sample of 1,500 households throughout the City of McAllen. The mailed survey included a postage paid return envelope and a cover letter. The cover letter explained the purpose of the survey and encouraged residents to return their surveys in the mail. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey by mail or completed it online were given the option of completing it by phone.

The goal was to receive at least 300 completed surveys. This goal was far exceeded, with a total of 381 households completing a survey. The results for the random sample of 381 households have a 95% level of confidence with a precision of at least +/- 5.0%

In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.



Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey (Section 1)
- benchmarking data that shows how the results for the City of McAllen compare to residents in other communities on a regional and national basis (Section 2)
- importance-satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Major Findings

Major Categories of City Services

- The major categories of city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: police, fire and emergency medical services (86%), solid waste services (80%), water and sewer utilities (77%), and parks and recreation programs and facilities (76%).
- Based on the sum of their top three choices, the areas that residents feel should receive the most emphasis from City leaders over the next two years were: (1) the flow of traffic and congestion management, (2) the maintenance of city streets, buildings, and facilities, and (3) the storm water management system.

Perceptions of the City

- Most residents have a positive perception of the City of McAllen. Ninety percent (90%) of residents surveyed, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with McAllen as a place to live; 8% were neutral, and only 2% were dissatisfied. Eighty-two percent (82%) of residents surveyed, who had an opinion, were satisfied with McAllen as a place to raise children, 79% were satisfied with McAllen as a place to work, and 78% were satisfied with the overall quality of life in McAllen.

Maintenance Services

- The maintenance services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the condition of neighborhood streets (76%), the condition of major city streets (72%), and the overall cleanliness of streets and public areas (72%).
- Based on the sum of their top three choices, the maintenance services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) flow of traffic on major city streets, (2) timing of traffic signals on city streets, and (3) pedestrian accessibility.

Police, Fire and Emergency Medical Services

- The police, fire and emergency medical services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the quality of fire protection (85%), the quality of emergency medical services (85%), and fire personnel emergency response time (82%).
- Based on the sum of their top three choices, the police services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) visibility of police in neighborhoods, (2) efforts to prevent crime, and (3) disaster preparedness public education.

Code Enforcement

- The code enforcement areas that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: cleanliness in your neighborhood (67%), clean-up of debris/litter (56%), and City efforts to enforce code violations (54%).

Parks and Recreation Services

- The parks and recreation services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the quality of city parks (74%), the number and location of city parks (74%), and the quality of picnic, pavilion areas and playgrounds at City parks (69%).

Communication

- The aspects of communications that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the availability of information on city services and programs (69%), the quality of the City’s social media (68%), and the quality of the city’s website (68%).

Other Findings

- 83% of residents surveyed, who had an opinion, feel “very safe” or “safe” in their neighborhood during the day, and 72% overall feel “very safe” or “safe” in the City.
- 89% of residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the quality of residential garbage collection; 83% were “very satisfied” or “satisfied” with the quality of residential curbside recycling.
- 79% of residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the quality of wastewater services.
- 69% of residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of local schools.
- 42% of residents have called or visited the city with a question, problem or complaint during the past year; of the 38% that have contacted the city, 67% felt it was “very easy” or “easy” to contact the person they needed to reach.
- The top sources were residents get information about city issues, services, and events are: the television news (61%), the local newspaper (60%) and word of mouth (52%).
- 64% of residents indicated they “never” or “rarely” experience standing water or ponding in their neighborhood; 29% indicated “sometimes” and 10% indicated “every time it rains”.

McAllen Compared to the U.S. Average

McAllen rated at or above the U.S. average in 42 of the 59 areas that were assessed. McAllen rated significantly higher than the U.S. average (more than 5%) in 21 of these areas. Listed below are the comparisons between McAllen and the U.S. average:

City Service	McAllen	U.S.	Difference	Category
Maintenance of city streets, buildings & facilities	68%	47%	21%	Overall Satisfaction with City Services
City's efforts to keep you informed	67%	48%	19%	Communication
McAllen as a place to work	79%	60%	19%	Perceptions of the City
Overall effectiveness of city management	64%	45%	19%	Perceptions of the City
Quality of customer service you receive	71%	54%	17%	Overall Satisfaction with City Services
Condition of streets in your neighborhood	76%	59%	17%	Maintenance
Condition of major city streets	72%	57%	15%	Maintenance
Availability of information on services & programs	69%	55%	14%	Communication
Leadership provided by city's elected officials	59%	45%	14%	Perceptions of the City
Overall image of McAllen	77%	63%	14%	Perceptions of the City
Effectiveness of city communication w/the public	63%	50%	13%	Overall Satisfaction with City Services
McAllen as a place to live	90%	77%	13%	Perceptions of the City
Enforcement of city codes & ordinances	59%	49%	10%	Overall Satisfaction with City Services
Quality of the City's website	68%	59%	9%	Communication
Overall cleanliness of streets and public areas	72%	63%	9%	Maintenance
Overall appearance of McAllen	75%	67%	8%	Perceptions of the City
McAllen as a place to raise children	82%	74%	8%	Perceptions of the City
City parks & recreation programs & facilities	76%	69%	7%	Overall Satisfaction with City Services
Quality of residential curbside recycling services	83%	77%	6%	Neighborhood Services
Level of public involvement in decision-making	47%	41%	6%	Communication
McAllen as a place to retire	69%	63%	6%	Perceptions of the City
Quality of residential garbage collection	89%	84%	5%	Neighborhood Services
Quality of police, fire, and EMS	86%	81%	5%	Overall Satisfaction with City Services
Overall quality of life in McAllen	78%	73%	5%	Perceptions of the City
Quality of adult sports programs	54%	50%	4%	Parks and Recreation
Quality of the city's solid waste system	80%	76%	4%	Overall Satisfaction with City Services
Quality of the City's social media	68%	64%	4%	Communication
Quality of youth sports programs	65%	62%	3%	Parks and Recreation
Number of walking and biking trails	59%	56%	3%	Parks and Recreation
Number and location of city parks	74%	71%	3%	Parks and Recreation
Quality of the city's stormwater management system	65%	62%	3%	Overall Satisfaction with City Services
Condition of sidewalks in your neighborhood	59%	56%	3%	Maintenance
In your neighborhood at night	69%	67%	2%	Feeling of Safety
Amount, quality & condition of swimming pools & splash	54%	52%	2%	Parks and Recreation
Clean-up of debris/litter	56%	54%	2%	Code Enforcement
Quality of animal control services	61%	59%	2%	Police, Fire & Emergency
Quality of outdoor athletic fields	68%	67%	1%	Parks and Recreation
Visibility of police in retail areas	62%	62%	0%	Police, Fire & Emergency
Quality of city water and sewer utilities	77%	77%	0%	Overall Satisfaction with City Services
Cleanliness in your neighborhood	67%	67%	0%	Code Enforcement
Quality of fire emergency medical services	85%	85%	0%	Police, Fire & Emergency
Efforts to prevent crime	61%	61%	0%	Police, Fire & Emergency
Quality of wastewater services	79%	80%	-1%	Neighborhood Services
Quality of police protection	73%	74%	-1%	Police, Fire & Emergency
Enforcement of traffic laws	64%	65%	-1%	Police, Fire & Emergency
Visibility of police in neighborhood	57%	59%	-2%	Police, Fire & Emergency
Quality of fire protection	85%	88%	-3%	Police, Fire & Emergency
Quality of picnic, pavilion areas, playgrounds	69%	72%	-3%	Parks and Recreation
Quality of city parks	74%	77%	-3%	Parks and Recreation
Overall in the City	72%	76%	-4%	Feeling of Safety
Police safety education programs	55%	59%	-4%	Police, Fire & Emergency
Quality of fire safety education programs	66%	70%	-4%	Police, Fire & Emergency
Flow of traffic & congestion management	53%	58%	-5%	Overall Satisfaction with City Services
Enforcing exterior maint. of residential property	49%	54%	-5%	Code Enforcement
Fire personnel emergency response time	82%	87%	-5%	Police, Fire & Emergency
Adequacy of city street lighting	59%	64%	-5%	Maintenance
Police response time	62%	69%	-7%	Police, Fire & Emergency
In your neighborhood during the day	83%	91%	-8%	Feeling of Safety
In the City's parks, trails & recreational areas	51%	65%	-14%	Feeling of Safety

McAllen Compared to the Southwest Average

McAllen rated at or above the Southwest average in 38 of the 59 areas that were assessed. McAllen rated significantly higher than the Southwest average (more than 5%) in 20 of these areas. Listed below are the comparisons between McAllen and the Southwest average:

City Service	McAllen	Southwest	Difference	Category
Maintenance of city streets, buildings & facilities	68%	42%	26%	Overall Satisfaction with City Services
Availability of information on services & programs	69%	49%	20%	Communication
Effectiveness of city communication w/the public	63%	44%	19%	Overall Satisfaction with City Services
City's efforts to keep you informed	67%	49%	18%	Communication
Quality of customer service you receive	71%	55%	16%	Overall Satisfaction with City Services
Condition of major city streets	72%	56%	16%	Maintenance
Quality of youth sports programs	65%	49%	16%	Parks and Recreation
McAllen as a place to work	79%	64%	15%	Perceptions of the City
Overall effectiveness of city management	64%	49%	15%	Perceptions of the City
Number of walking and biking trails	59%	45%	14%	Parks and Recreation
McAllen as a place to live	90%	78%	12%	Perceptions of the City
Quality of adult sports programs	54%	42%	12%	Parks and Recreation
Quality of the City's website	68%	56%	12%	Communication
Overall appearance of McAllen	75%	64%	11%	Perceptions of the City
Leadership provided by city's elected officials	59%	48%	11%	Perceptions of the City
Condition of streets in your neighborhood	76%	65%	11%	Maintenance
Enforcement of city codes & ordinances	59%	50%	9%	Overall Satisfaction with City Services
Overall image of McAllen	77%	70%	7%	Perceptions of the City
Quality of residential curbside recycling services	83%	76%	7%	Neighborhood Services
Overall cleanliness of streets and public areas	72%	66%	6%	Maintenance
Quality of the city's solid waste system	80%	75%	5%	Overall Satisfaction with City Services
City parks & recreation programs & facilities	76%	71%	5%	Overall Satisfaction with City Services
In your neighborhood at night	69%	64%	5%	Feeling of Safety
Quality of residential garbage collection	89%	84%	5%	Neighborhood Services
Number and location of city parks	74%	69%	5%	Parks and Recreation
Level of public involvement in decision-making	47%	42%	5%	Communication
Quality of police, fire, and EMS	86%	82%	4%	Overall Satisfaction with City Services
Quality of the city's stormwater management system	65%	61%	4%	Overall Satisfaction with City Services
Visibility of police in retail areas	62%	58%	4%	Police, Fire & Emergency
Quality of outdoor athletic fields	68%	64%	4%	Parks and Recreation
Quality of city water and sewer utilities	77%	75%	2%	Overall Satisfaction with City Services
McAllen as a place to raise children	82%	80%	2%	Perceptions of the City
Overall quality of life in McAllen	78%	76%	2%	Perceptions of the City
Amount, quality & condition of swim pools/splash parks	54%	52%	2%	Parks and Recreation
Condition of sidewalks in your neighborhood	59%	58%	1%	Maintenance
Visibility of police in neighborhood	57%	56%	1%	Police, Fire & Emergency
Cleanliness in your neighborhood	67%	66%	1%	Code Enforcement
Clean-up of debris/litter	56%	56%	0%	Code Enforcement
Quality of animal control services	61%	62%	-1%	Police, Fire & Emergency
Quality of wastewater services	79%	80%	-1%	Neighborhood Services
Quality of fire emergency medical services	85%	87%	-2%	Police, Fire & Emergency
Quality of police protection	73%	75%	-2%	Police, Fire & Emergency
Flow of traffic & congestion management	53%	56%	-3%	Overall Satisfaction with City Services
McAllen as a place to retire	69%	72%	-3%	Perceptions of the City
Efforts to prevent crime	61%	64%	-3%	Police, Fire & Emergency
Overall in the City	72%	75%	-3%	Feeling of Safety
Quality of fire protection	85%	89%	-4%	Police, Fire & Emergency
Enforcing exterior maint. of residential property	49%	53%	-4%	Code Enforcement
Enforcement of traffic laws	64%	69%	-5%	Police, Fire & Emergency
In your neighborhood during the day	83%	88%	-5%	Feeling of Safety
Police safety education programs	55%	61%	-6%	Police, Fire & Emergency
Quality of picnic, pavilion areas, playgrounds	69%	75%	-6%	Parks and Recreation
Fire personnel emergency response time	82%	89%	-7%	Police, Fire & Emergency
Quality of fire safety education programs	66%	73%	-7%	Police, Fire & Emergency
Police response time	62%	69%	-7%	Police, Fire & Emergency
Quality of the City's social media	68%	76%	-8%	Communication
Quality of city parks	74%	83%	-9%	Parks and Recreation
In the City's parks, trails & recreational areas	51%	63%	-12%	Feeling of Safety
Adequacy of city street lighting	59%	73%	-14%	Maintenance

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

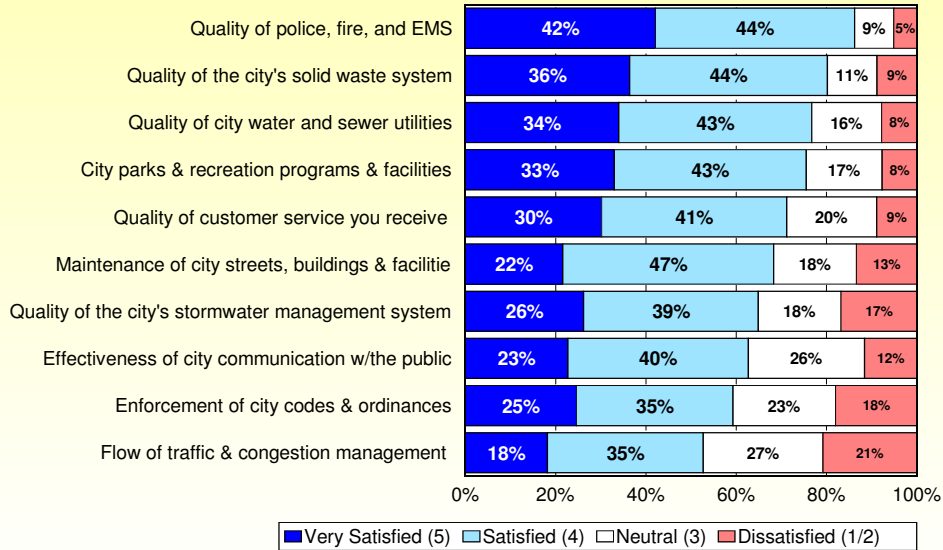
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top three priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Flow of traffic and congestion management (IS Rating=0.2021)
 - Maintenance of City streets, buildings, and facilities (IS Rating= 0.1152)
 - Enforcement of city codes and ordinances (IS Rating= 0.1025)

- **Priorities within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department/area over the next two years are listed below:
 - **Maintenance Services:** traffic flow on major city streets, timing of traffic signals on city streets, and pedestrian accessibility
 - **Police, Fire and Emergency Medical Services:** visibility of police in neighborhoods and efforts to prevent crimes

Section 1:
Charts and Graphs

Q1. Overall Satisfaction with City Services by Major Category

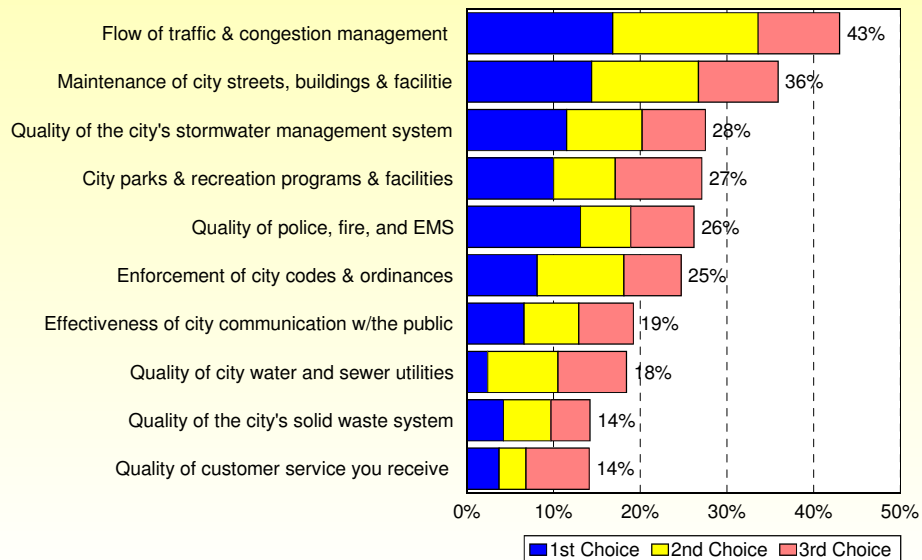
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

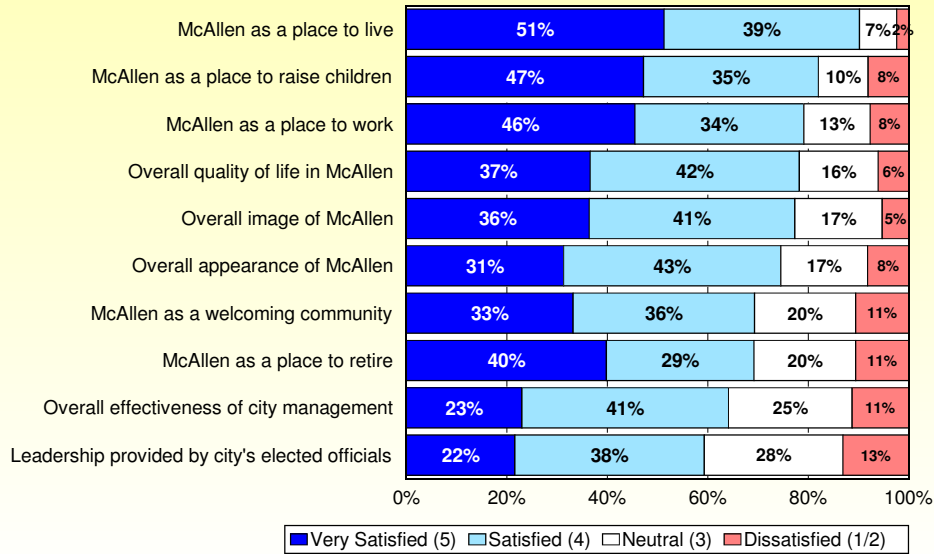
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2015)

Q3. Satisfaction with Items That Influence Perceptions of the City

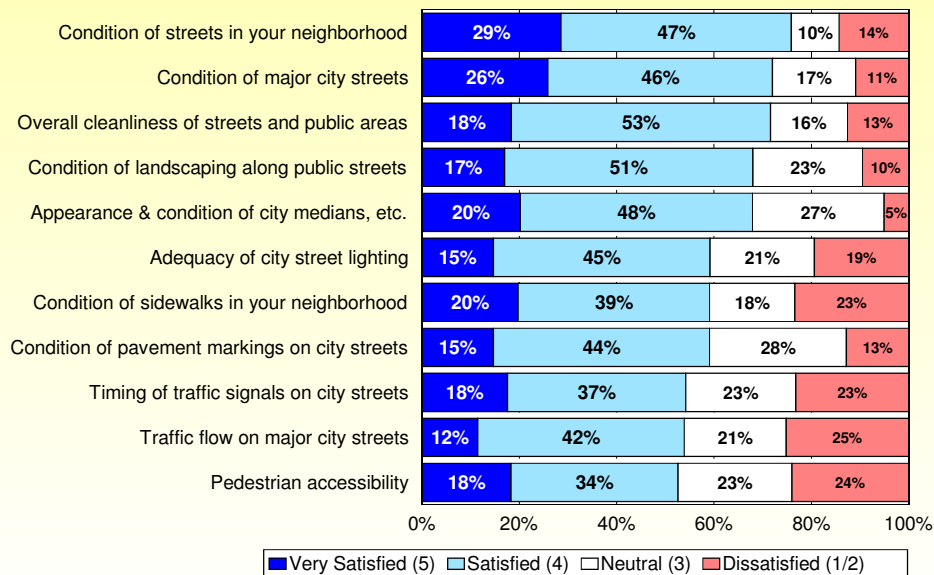
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q4. Satisfaction with Various Aspects of Maintenance

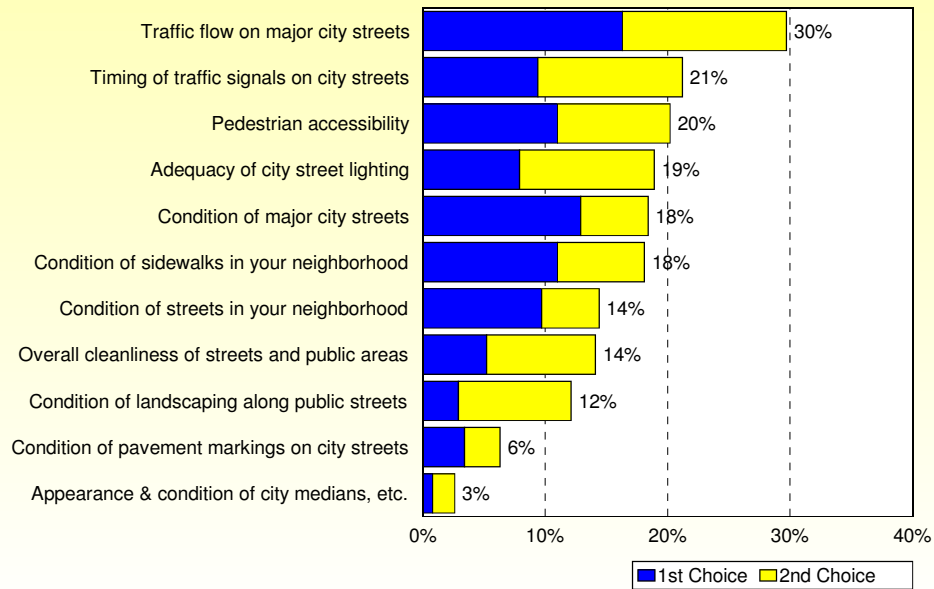
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q5. Top Maintenance Priorities Over the Next Two Years

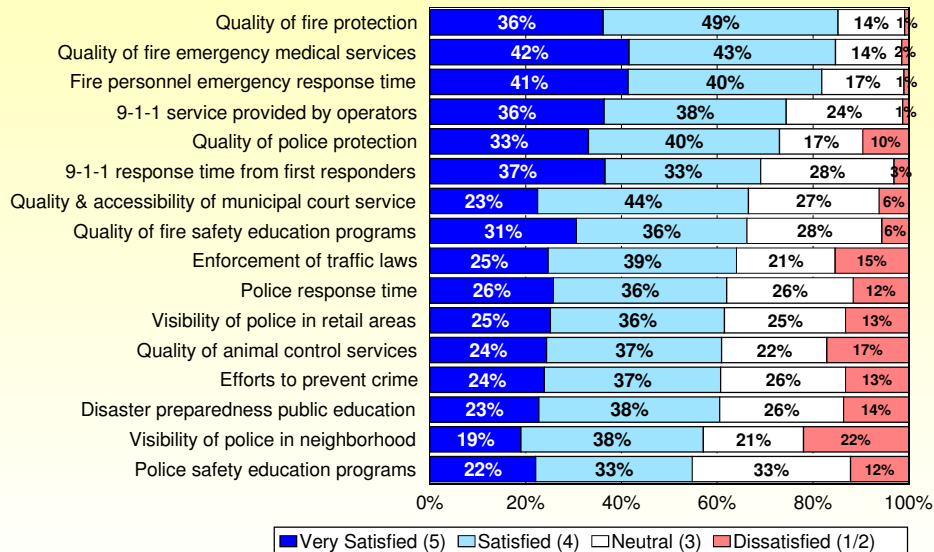
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2015)

Q6. Satisfaction with Various Aspects of Police, Fire & Emergency Services

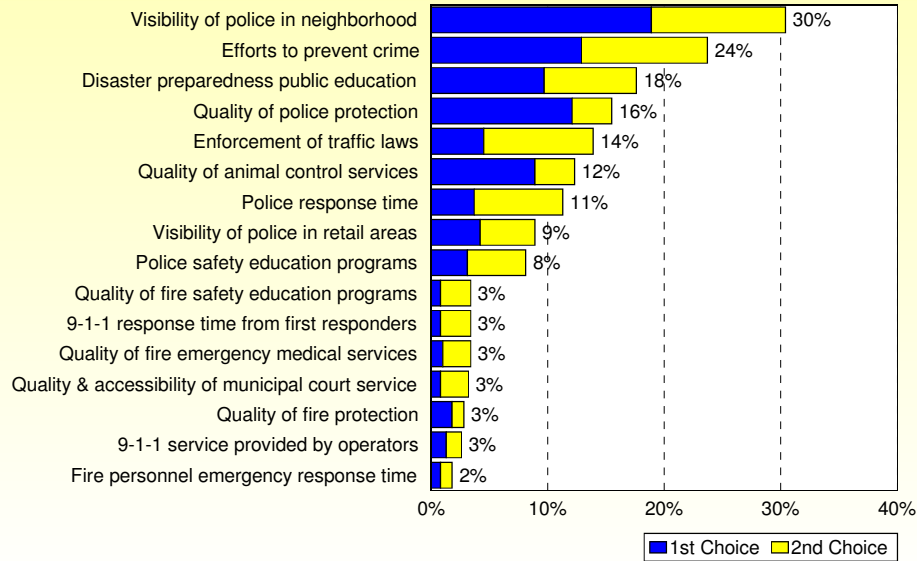
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q7. Top Police, Fire & Emergency Service Priorities Over the Next Two Years

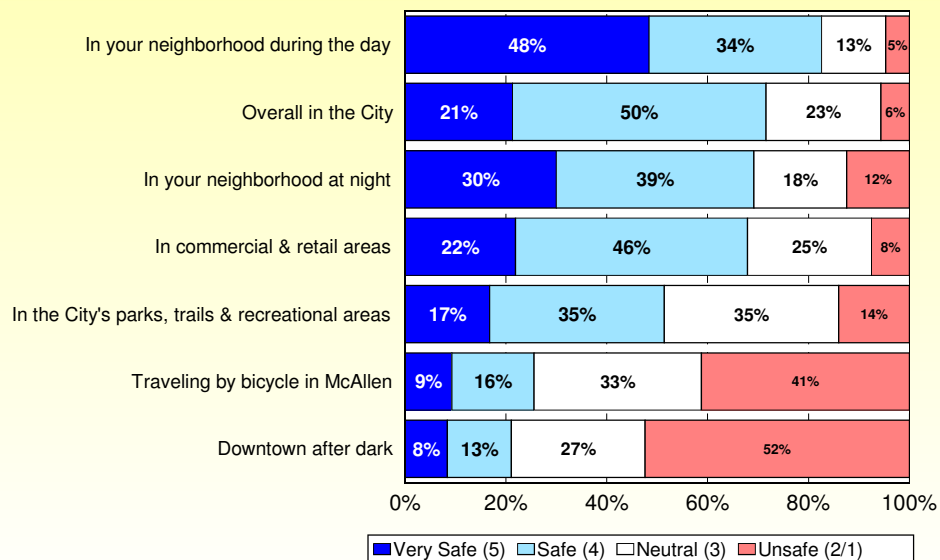
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2015)

Q8. Level of Safety Residents Feel in Various Situations

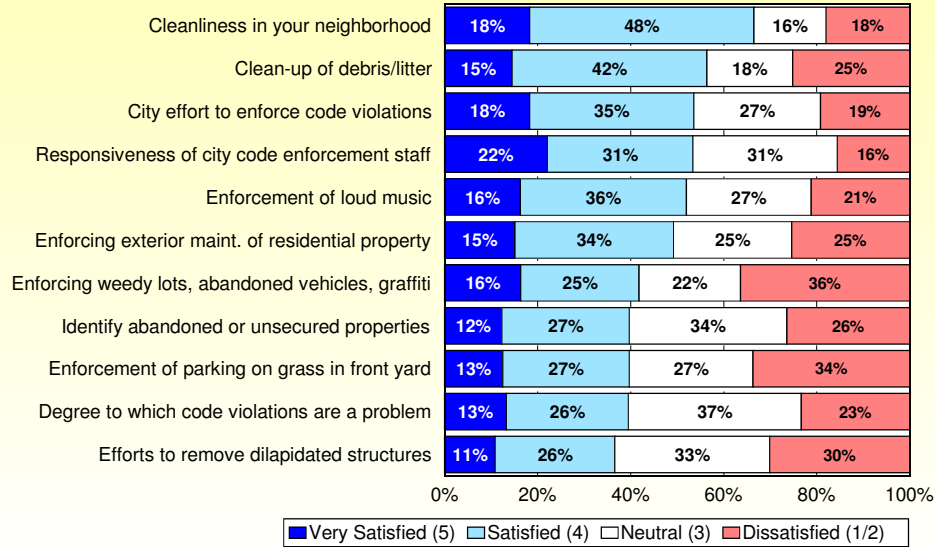
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q9. Satisfaction with Various Aspects of Code Enforcement

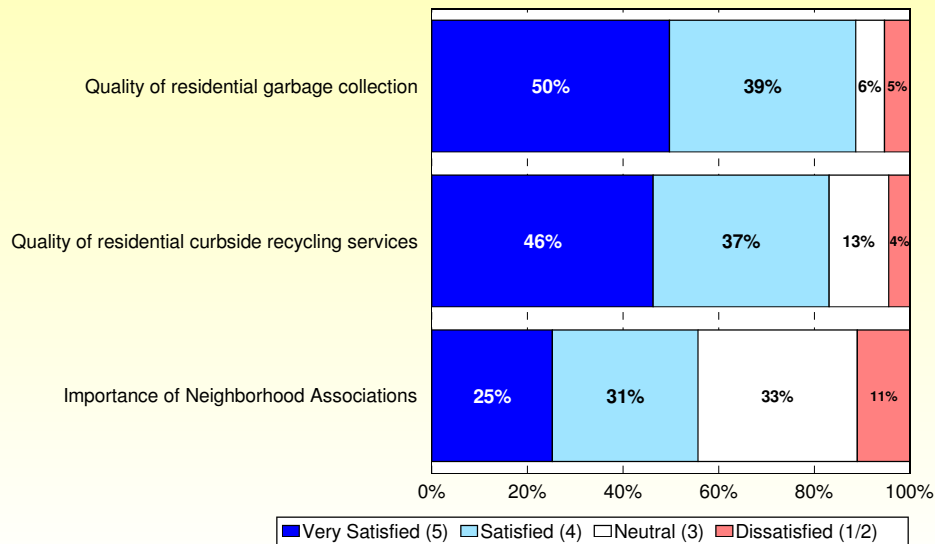
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q10. Satisfaction with Various Aspects of Residential and Neighborhood Services

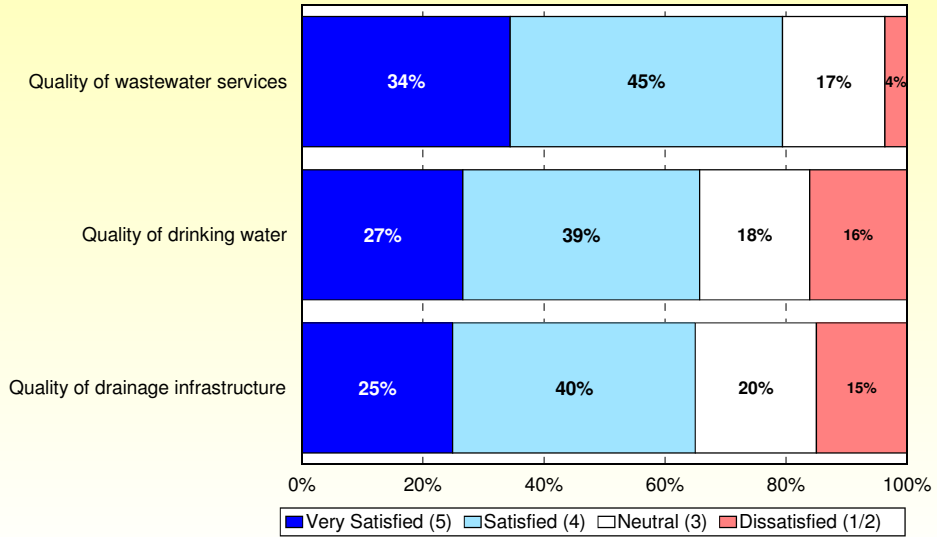
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q11. Satisfaction with Various Aspects of Public Works Services

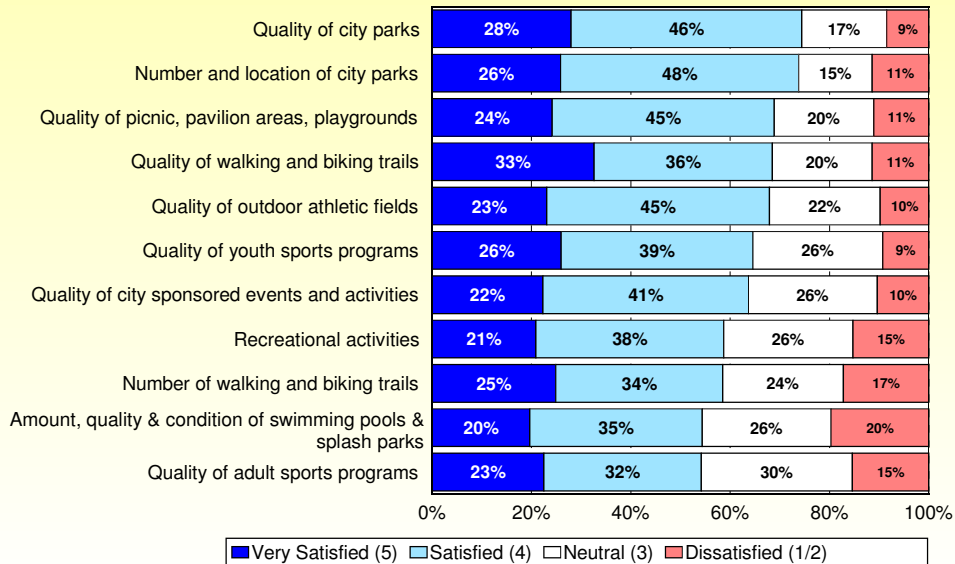
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q12. Satisfaction with Various Aspects of Parks and Recreation Services

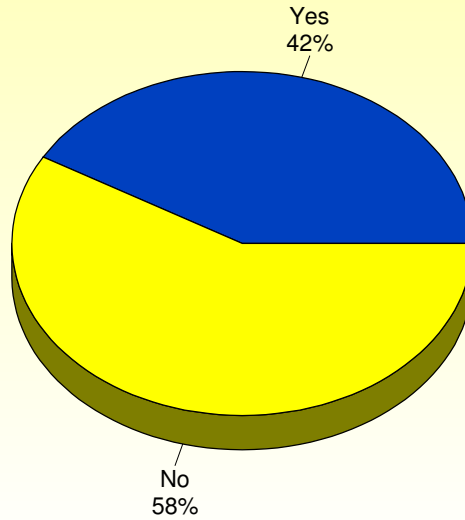
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q13. Have you called or visited the City with a question, problem, or complaint during the past year?

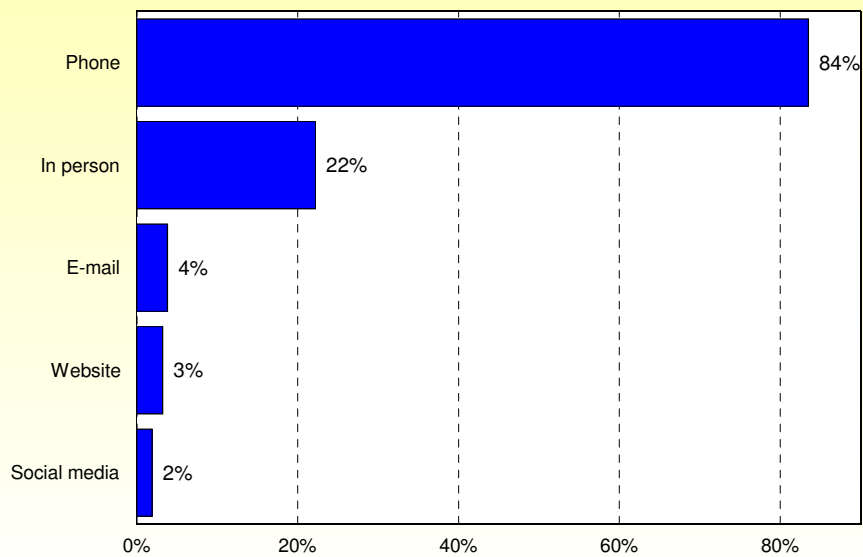
by percentage of respondents



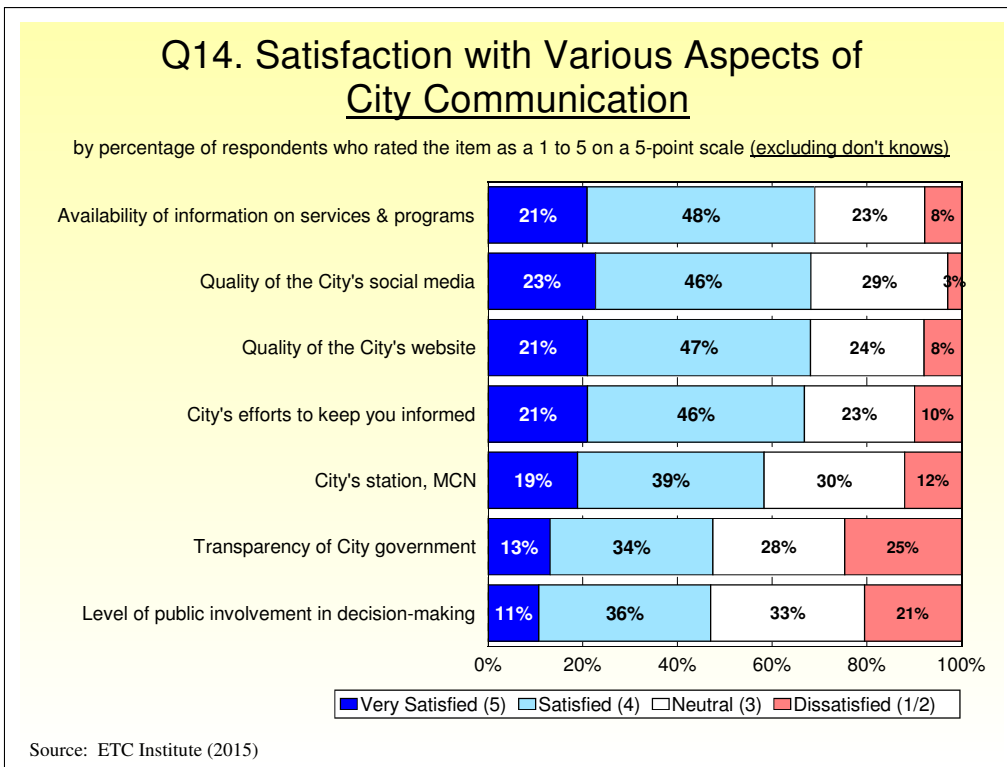
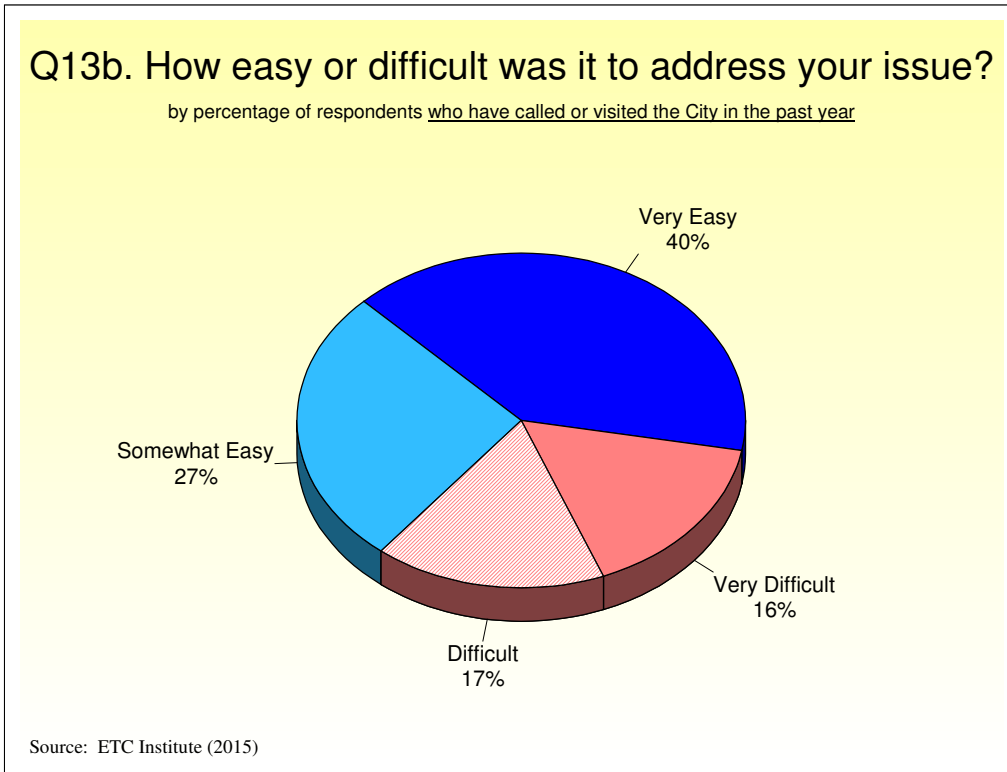
Source: ETC Institute (2015)

Q13a. How did you contact the City?

by percentage of respondents who have called or visited the City in the past year
(multiple choices could be made)

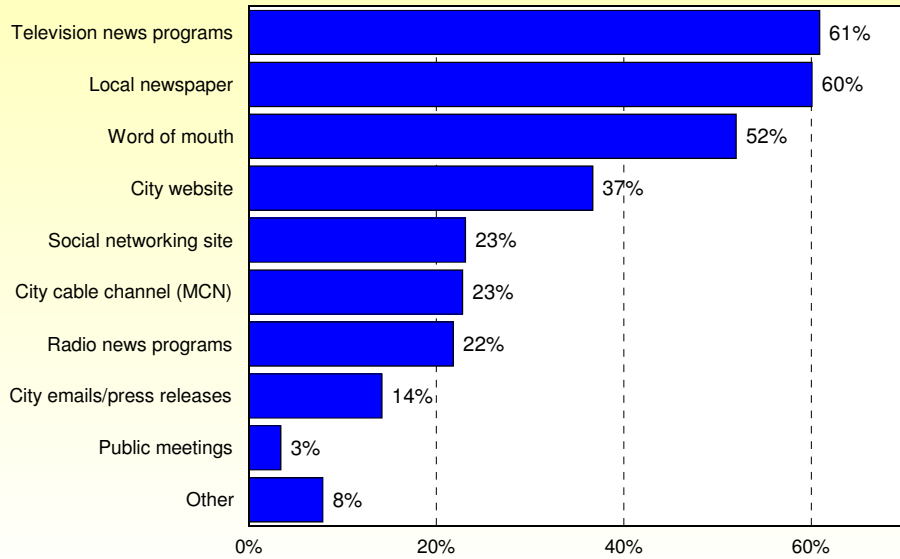


Source: ETC Institute (2015)



Q15. Which of the following are your primary sources of information about City issues, services, and events?

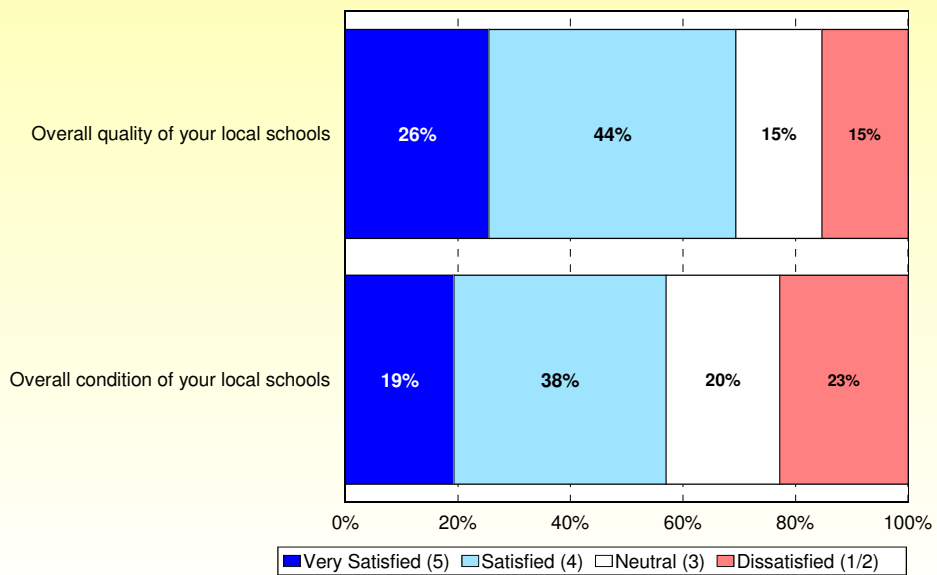
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2015)

Q16. Satisfaction with Various Aspects of Education

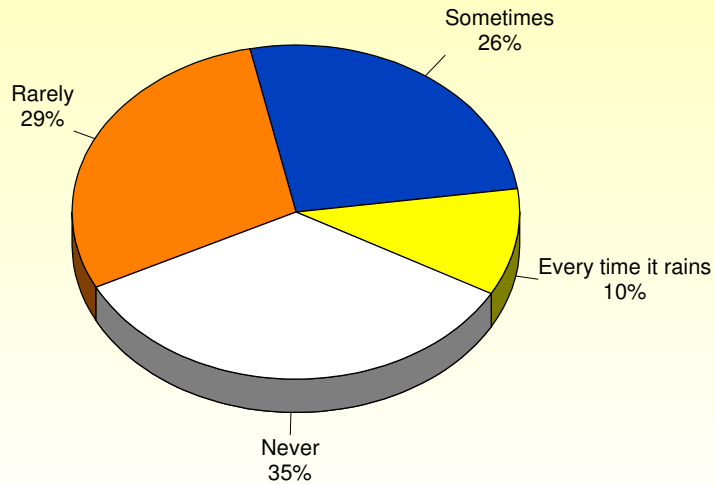
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q17. How Often do You Experience Standing Water or Ponding in Your Neighborhood?

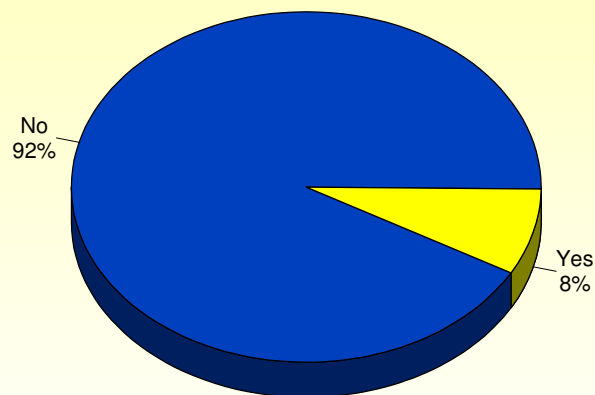
by percentage of respondents



Source: ETC Institute (2015)

Q18. Have You Ever Experienced Flooding in Your Home as a Result of a Weather Event?

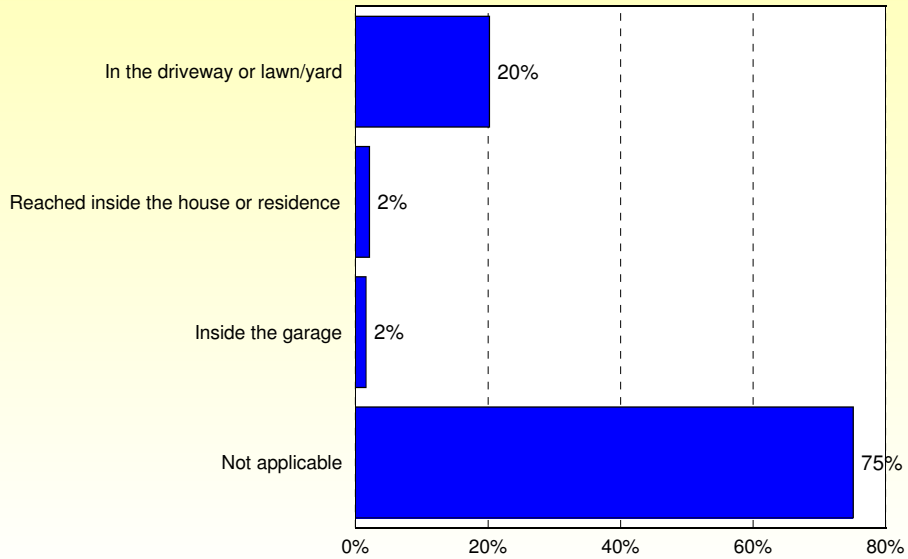
by percentage of respondents



Source: ETC Institute (2015)

Q19. Location of Flooding at Residence as a Result of a Weather Event

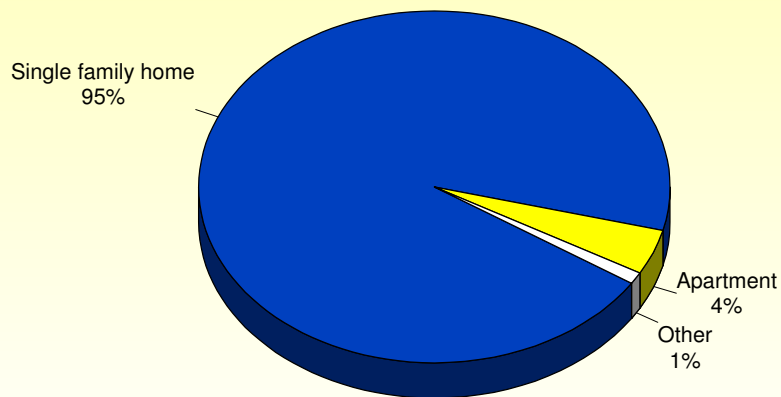
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2015)

Q20. Which of the following best describes where you reside?

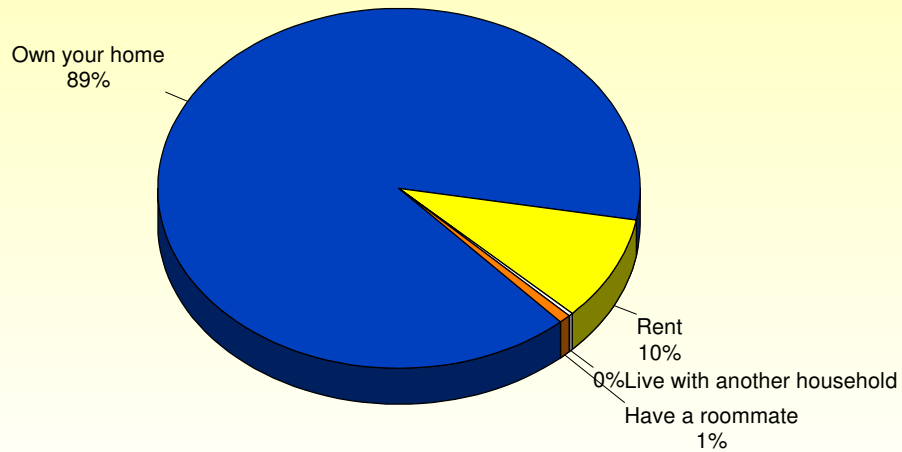
by percentage of respondents



Source: ETC Institute (2015)

Q21. Which of the following best describes your housing situation?

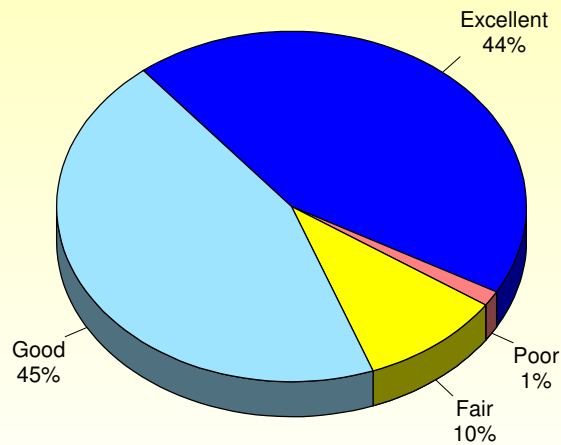
by percentage of respondents



Source: ETC Institute (2015)

Q22. How would you describe the general physical condition of your home?

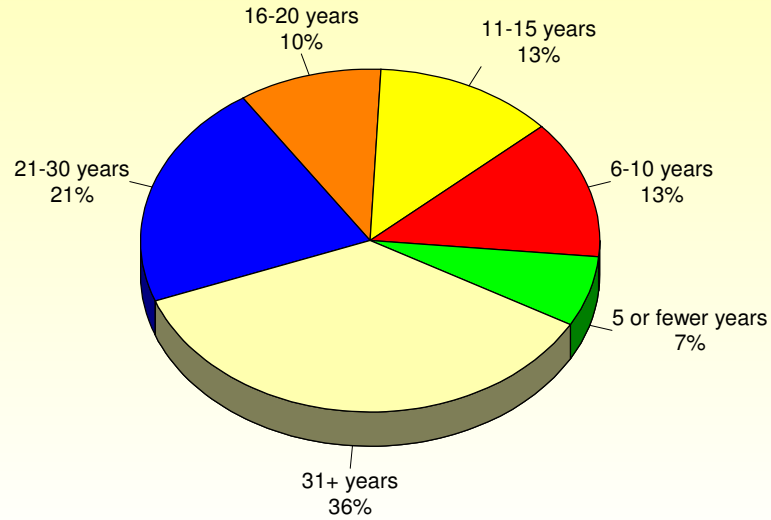
by percentage of respondents



Source: ETC Institute (2015)

Q23. Demographics: How many years have you lived in McAllen?

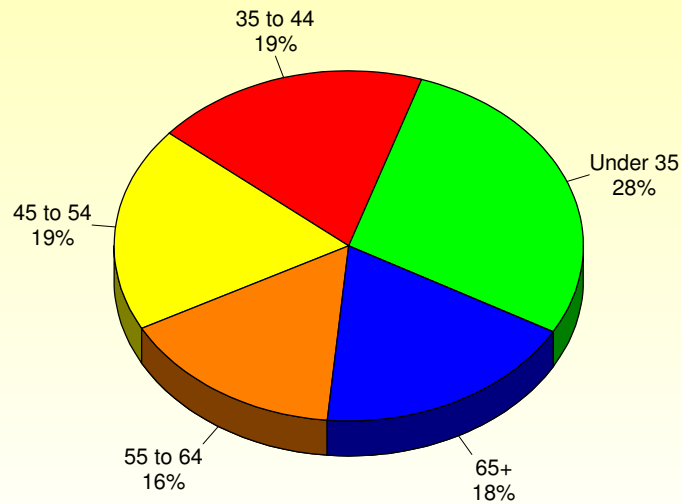
by percentage of respondents



Source: ETC Institute (2015)

Q24. Demographics: What is your age?

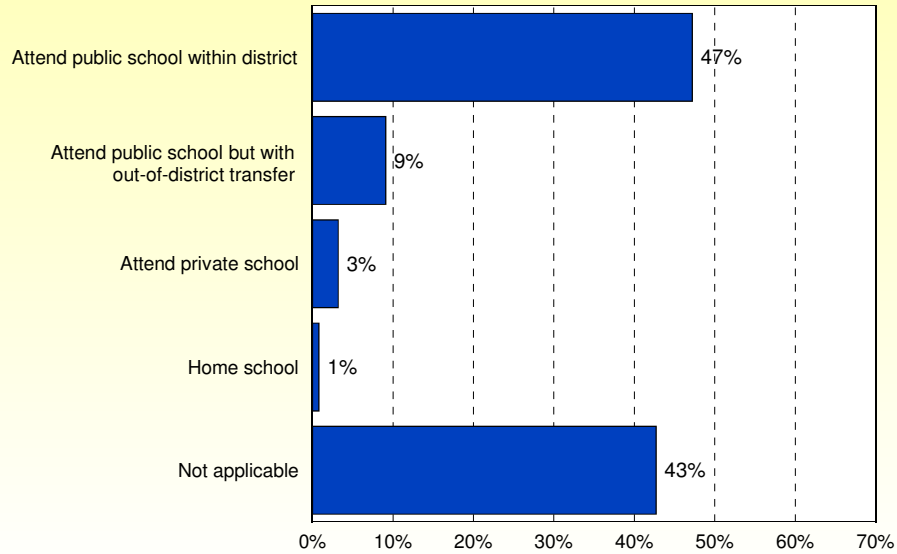
by percentage of respondents



Source: ETC Institute (2015)

Q25. Demographics: Statements That Best Apply to Household Members

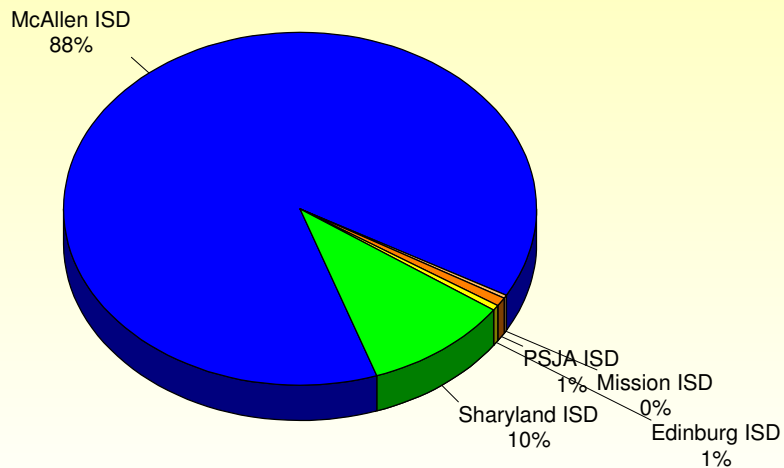
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2015)

Q26. Demographics: In what school district do you reside?

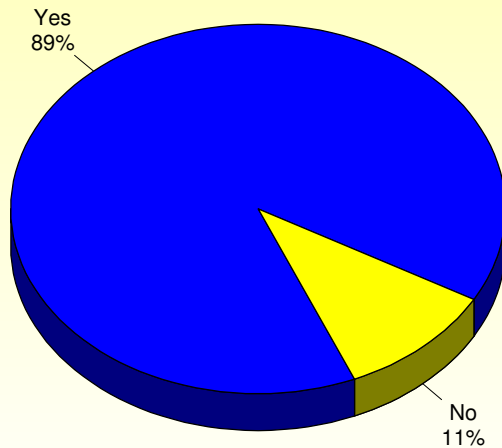
by percentage of respondents



Source: ETC Institute (2015)

Q27. Demographics: Are you or other members of your household of Hispanic or Latino ancestry?

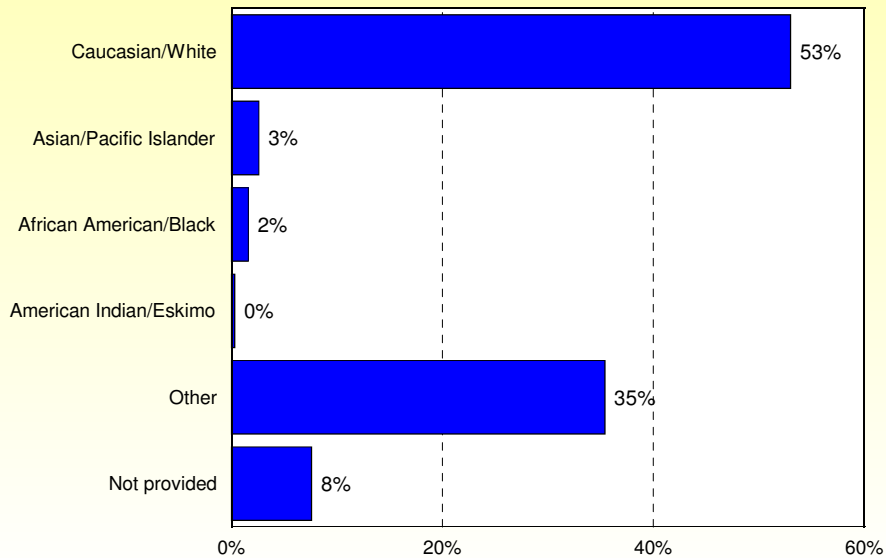
by percentage of respondents



Source: ETC Institute (2015)

Q28. Demographics: Which of the following best describes your race/ethnicity?

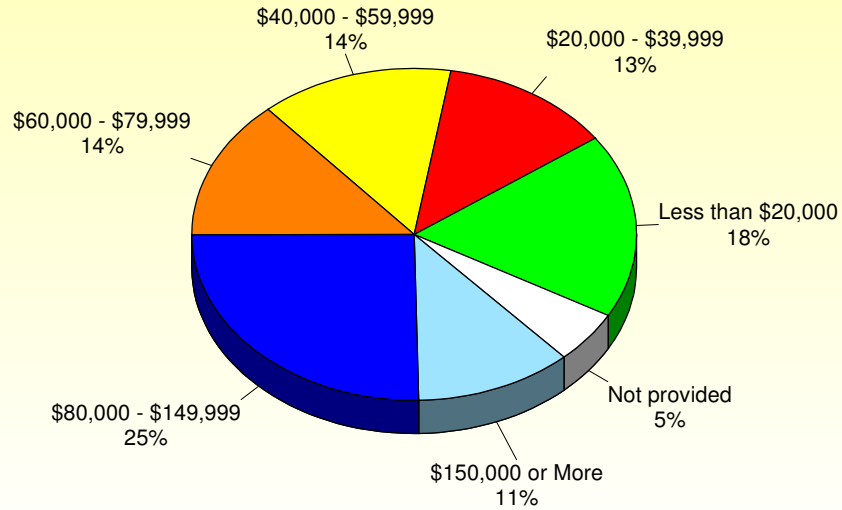
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2015)

Q29. Demographics: Which of the following best describes your household income?

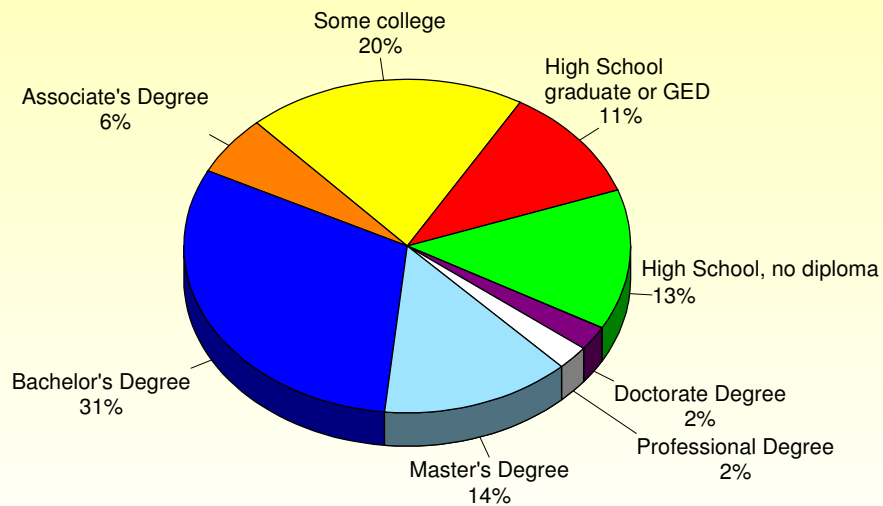
by percentage of respondents



Source: ETC Institute (2015)

Q30. Demographics: What is your highest level of education?

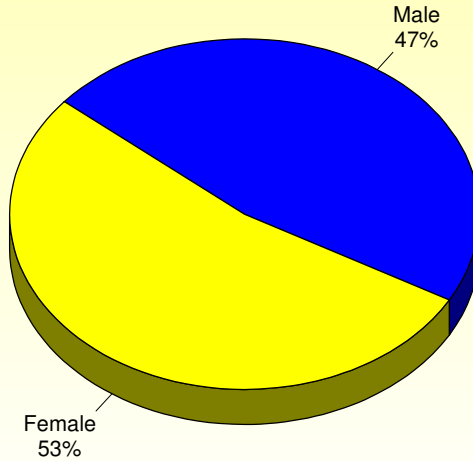
by percentage of respondents



Source: ETC Institute (2015)

Q31. Demographics: Gender

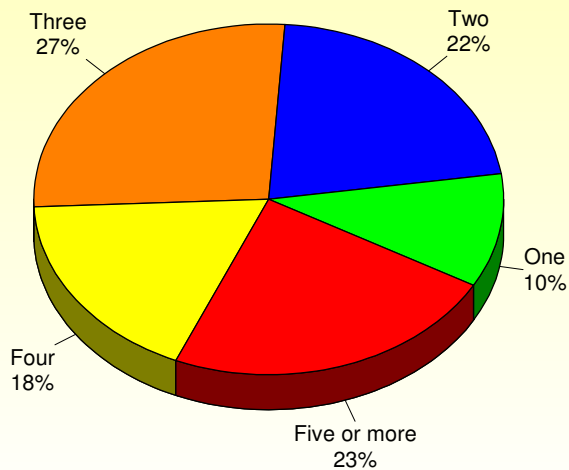
by percentage of respondents



Source: ETC Institute (2015)

Q32. Demographics: How many people are in your household?

by percentage of respondents



Source: ETC Institute (2015)

Section 2:
Benchmarking Analysis

Benchmarking Summary Report

McAllen, Texas

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2014 to a random sample of over 4,000 residents living across the United States and (2) a regional survey administered to over 450 residents living in the Southwest portion of the United States during the fall of 2014. The Southwest Region includes residents living in the following states: Texas, Oklahoma, Arizona and New Mexico.

Interpreting the Charts

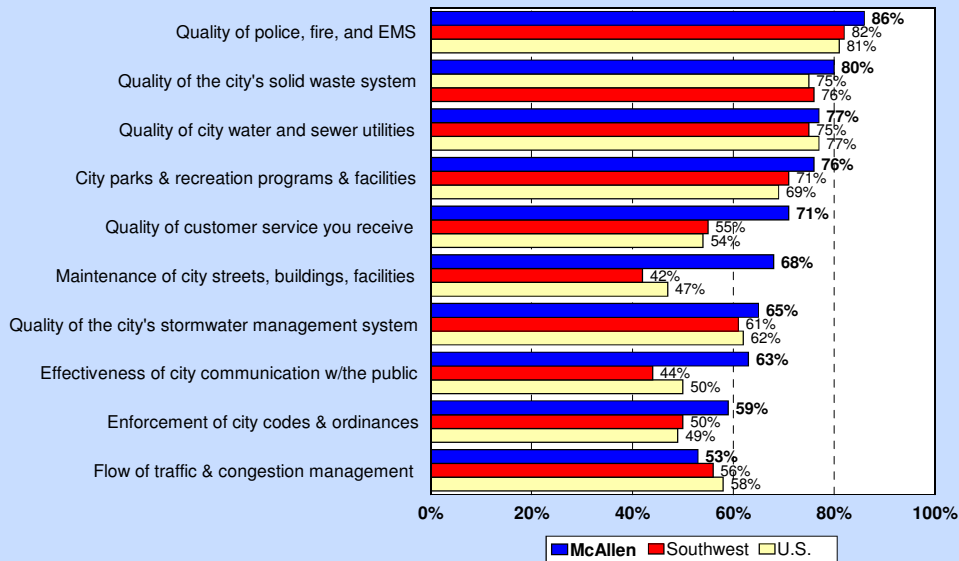
The charts on the following pages show how the overall results for McAllen compare to the United States national and regional averages based on the results of the 2014 survey that was administered by ETC Institute to a random sample of over 4,000 residents across the United States, and the regional survey administered to over 450 residents living in the Southwest region of the United States. The City of McAllen's results are shown in blue, the Southwest region averages are shown in red and the National averages are shown in yellow in the charts on the following pages.

National Benchmarks

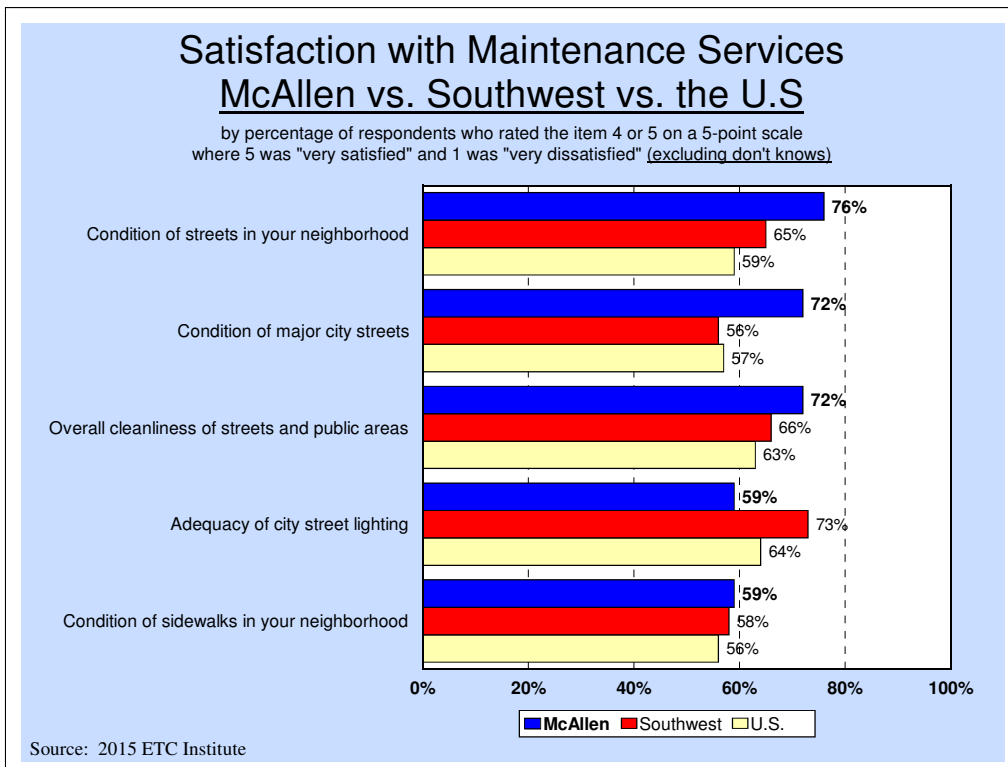
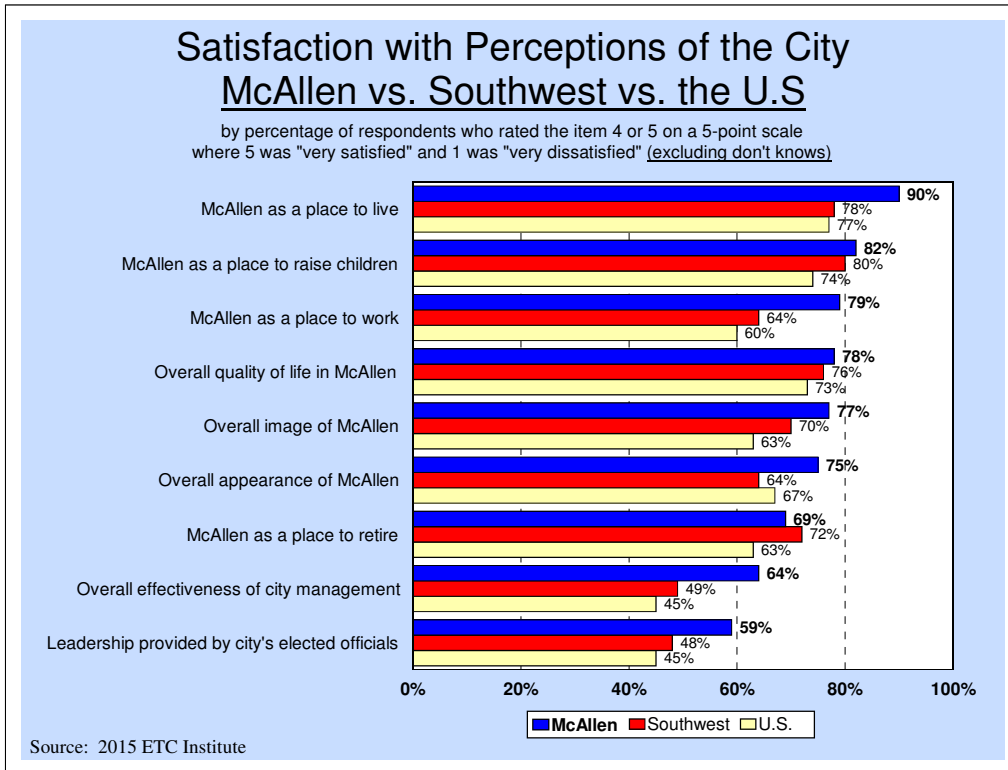
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of McAllen, Texas is not authorized without written consent from ETC Institute.

Overall Satisfaction with Major City Services McAllen 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)

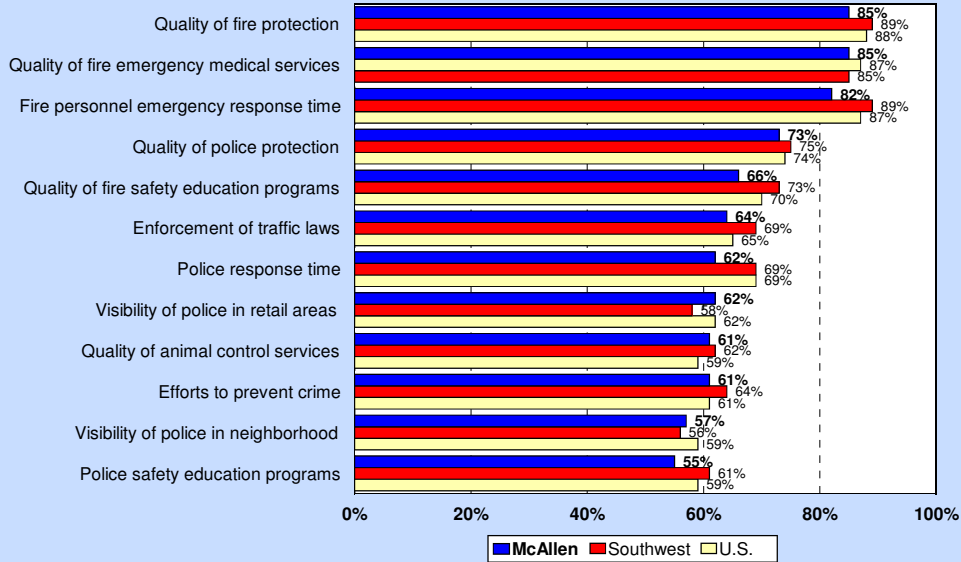


Source: 2015 ETC Institute



Satisfaction with Police, Fire and Emergency Services McAllen vs. Southwest vs. the U.S

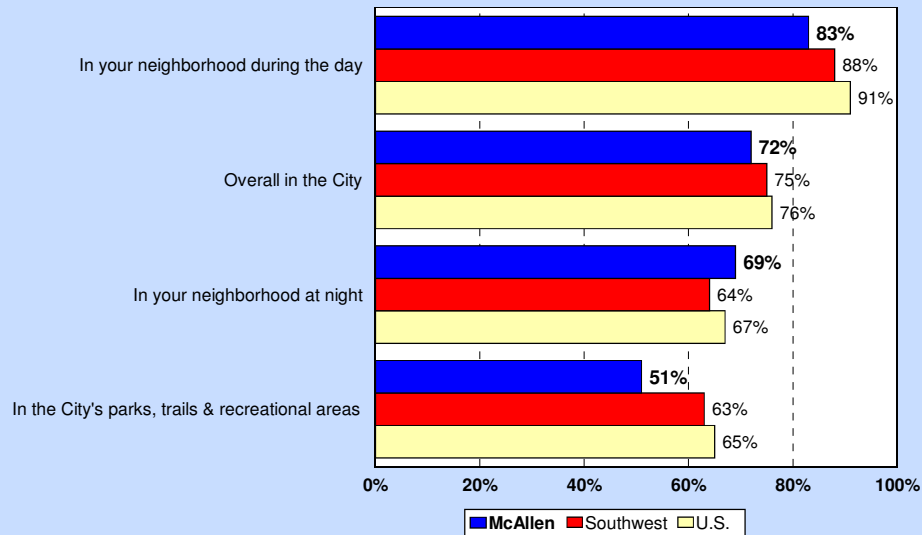
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



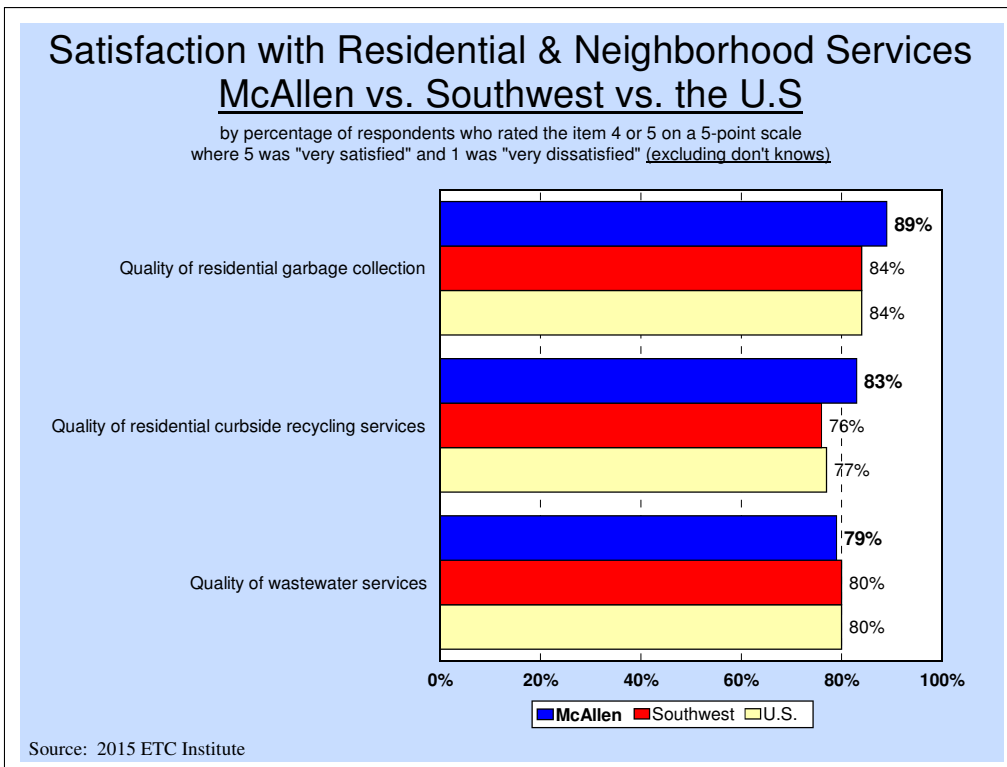
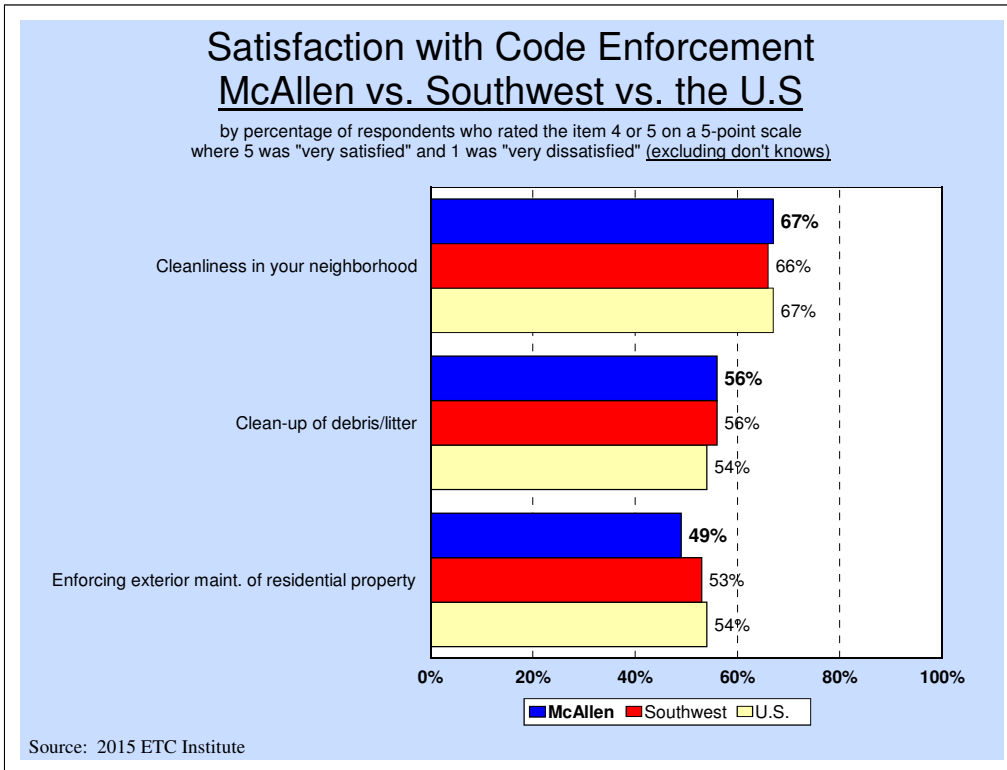
Source: 2015 ETC Institute

How Safe Residents Feel in Their Community McAllen 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)

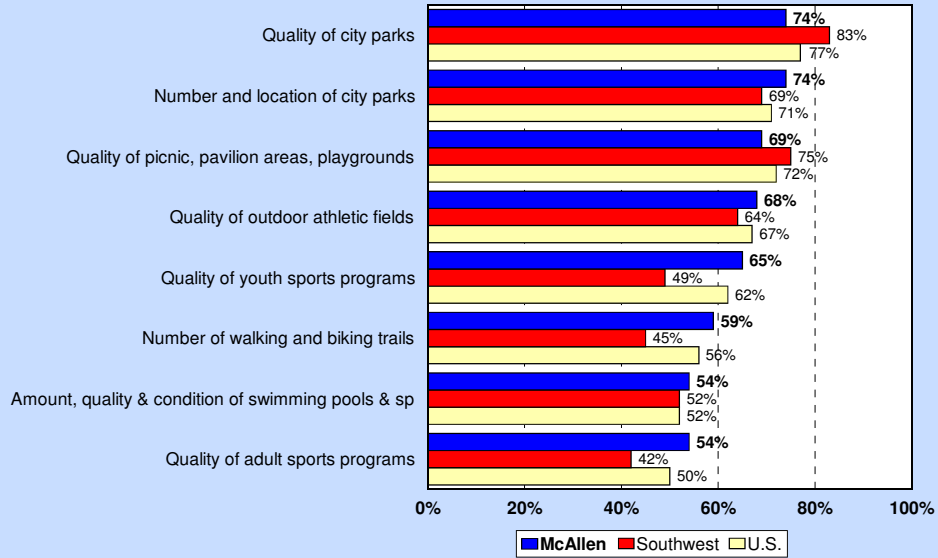


Source: 2015 ETC Institute



Satisfaction with Parks and Recreation Services McAllen vs. Southwest vs. the U.S

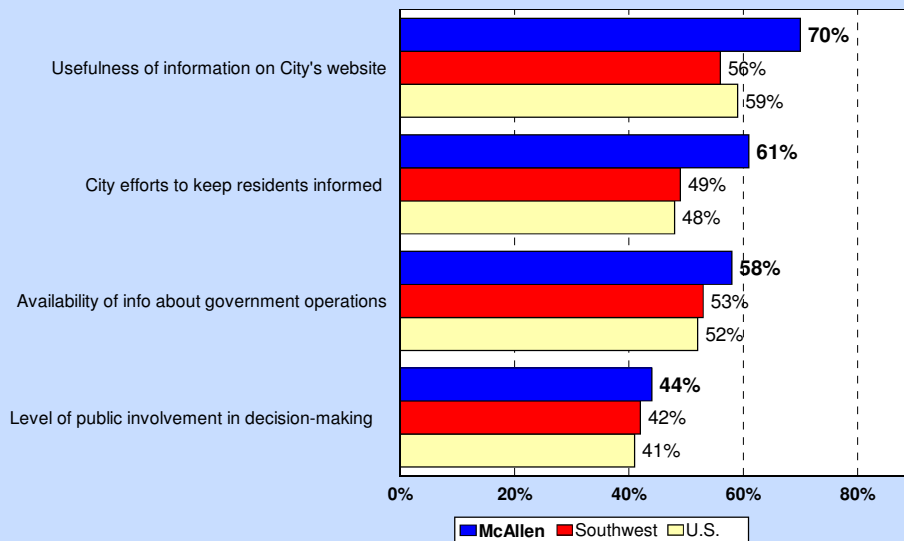
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2015 ETC Institute

Overall Satisfaction with Communication McAllen 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: 2015 ETC Institute

Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

McAllen, Texas

Overview

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

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

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, third and fourth 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 major categories of city services they thought should receive the most emphasis over the next two years. Forty-three percent (43%) selected *the flow of traffic and congestion management* as one of the most important services for the City to provide.

With regard to satisfaction, 53% of the residents surveyed rated the city's overall performance in *the flow of traffic and congestion management* 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 *the flow of traffic and congestion management* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 43% was multiplied by 47% (1-0.53). This calculation yielded an I-S rating of 0.2021, which was ranked first out of ten major service categories.



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

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

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the 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 McAllen are provided on the following pages.

Importance-Satisfaction Rating

City of McAllen, Texas

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Flow of traffic & congestion management	43%	1	53%	10	0.2021	1
High Priority (IS .10 - .20)						
Maintenance of city streets, buildings & facilities	36%	2	68%	6	0.1152	2
Enforcement of city codes & ordinances	25%	6	59%	9	0.1025	3
Medium Priority (IS <.10)						
Quality of the city's stormwater management system	28%	3	65%	7	0.0980	4
Effectiveness of city communication w/the public	19%	7	63%	8	0.0703	5
City parks & recreation programs & facilities	27%	4	76%	4	0.0648	6
Quality of city water and sewer utilities	18%	8	77%	3	0.0414	7
Quality of customer service you receive	14%	10	71%	5	0.0406	8
Quality of police, fire, and EMS	26%	5	86%	1	0.0364	9
Quality of the city's solid waste system	14%	9	80%	2	0.0280	10

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 Rating

City of McAllen, Texas

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Traffic flow on major city streets	30%	1	54%	10	0.1380	1
Medium Priority (IS <.10)						
Timing of traffic signals on city streets	21%	2	54%	9	0.0966	2
Pedestrian accessibility	20%	3	52%	11	0.0960	3
Adequacy of city street lighting	19%	4	59%	6	0.0779	4
Condition of sidewalks in your neighborhood	18%	6	59%	7	0.0738	5
Condition of major city streets	18%	5	72%	2	0.0504	6
Overall cleanliness of streets and public areas	14%	8	72%	3	0.0392	7
Condition of landscaping along public streets	12%	9	68%	4	0.0384	8
Condition of streets in your neighborhood	14%	7	76%	1	0.0336	9
Condition of pavement markings on city streets	6%	10	59%	8	0.0246	10
Appearance & condition of city medians, etc.	3%	11	68%	5	0.0096	11

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, 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 Rating City of McAllen, Texas Police, Fire & Emergency Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Visibility of police in neighborhood	30%	1	57%	15	0.1290	1
Medium Priority (IS <.10)						
Efforts to prevent crime	24%	2	61%	13	0.0936	2
Disaster preparedness public education	18%	3	61%	14	0.0702	3
Enforcement of traffic laws	14%	5	64%	9	0.0504	4
Quality of animal control services	12%	6	61%	12	0.0468	5
Quality of police protection	16%	4	73%	5	0.0432	6
Police response time	11%	7	62%	10	0.0418	7
Police safety education programs	8%	9	55%	16	0.0360	8
Visibility of police in retail areas	9%	8	62%	11	0.0342	9
Quality of fire safety education programs	3%	10	66%	8	0.0102	10
Quality & accessibility of municipal court services	3%	13	67%	7	0.0099	11
9-1-1 response time from first responders	3%	11	69%	6	0.0093	12
9-1-1 service provided by operators	3%	15	74%	4	0.0078	13
Quality of fire protection	3%	14	85%	1	0.0045	14
Quality of fire emergency medical services	3%	12	85%	2	0.0045	15
Fire personnel emergency response time	2%	16	82%	3	0.0036	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.

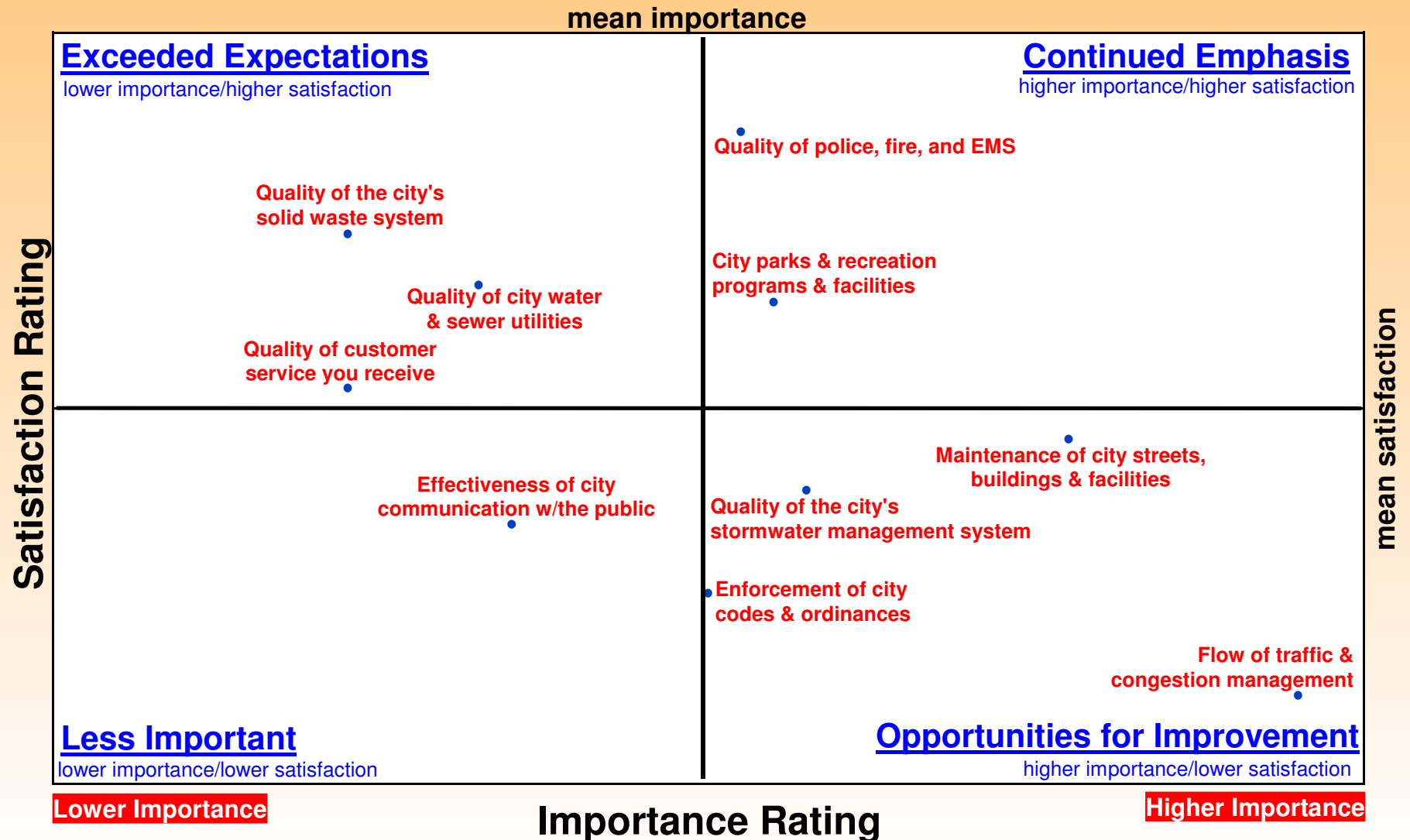
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

Matrices showing the results for McAllen are provided on the following pages.

City of McAllen 2015 DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

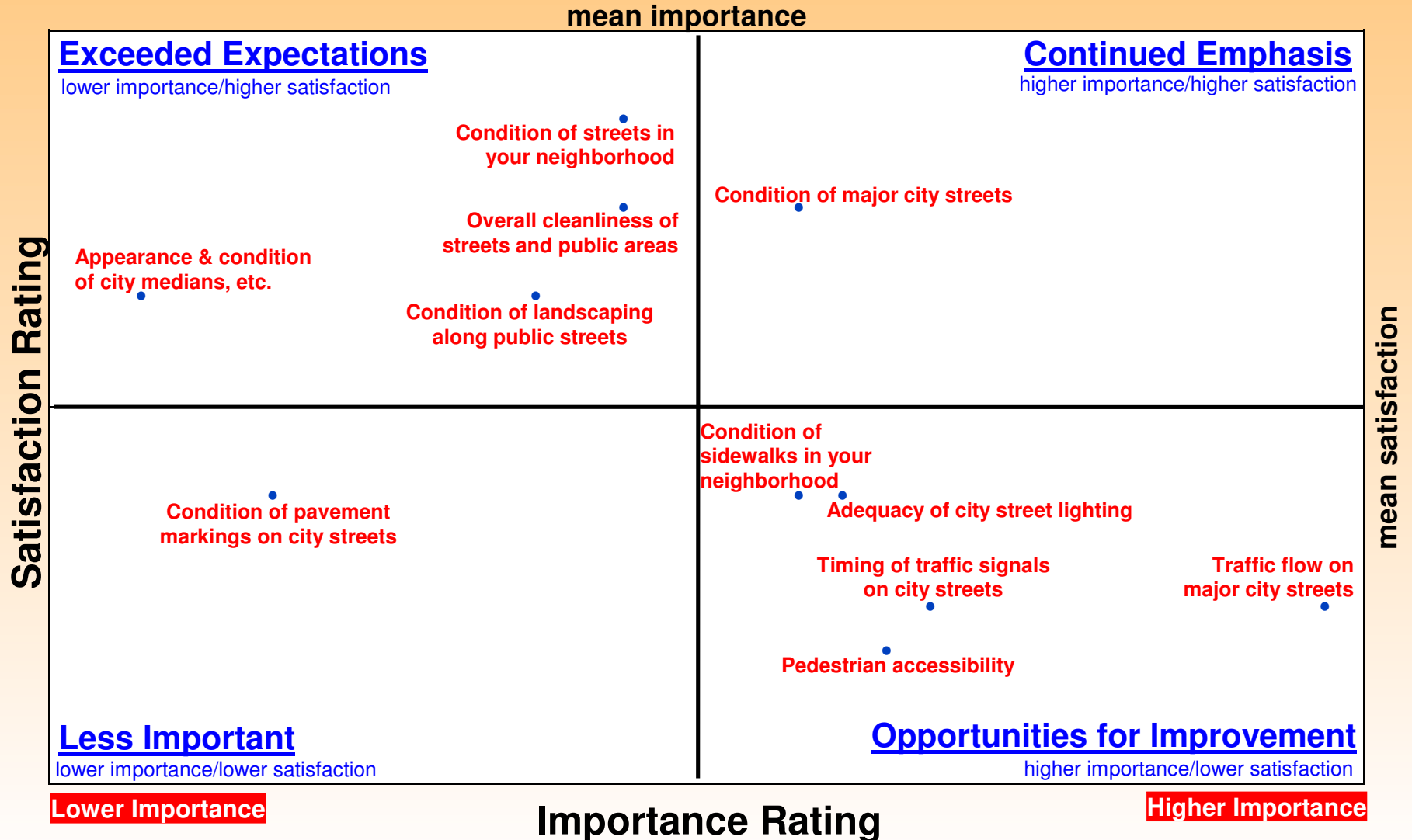
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



City of McAllen 2015 DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Maintenance Services-

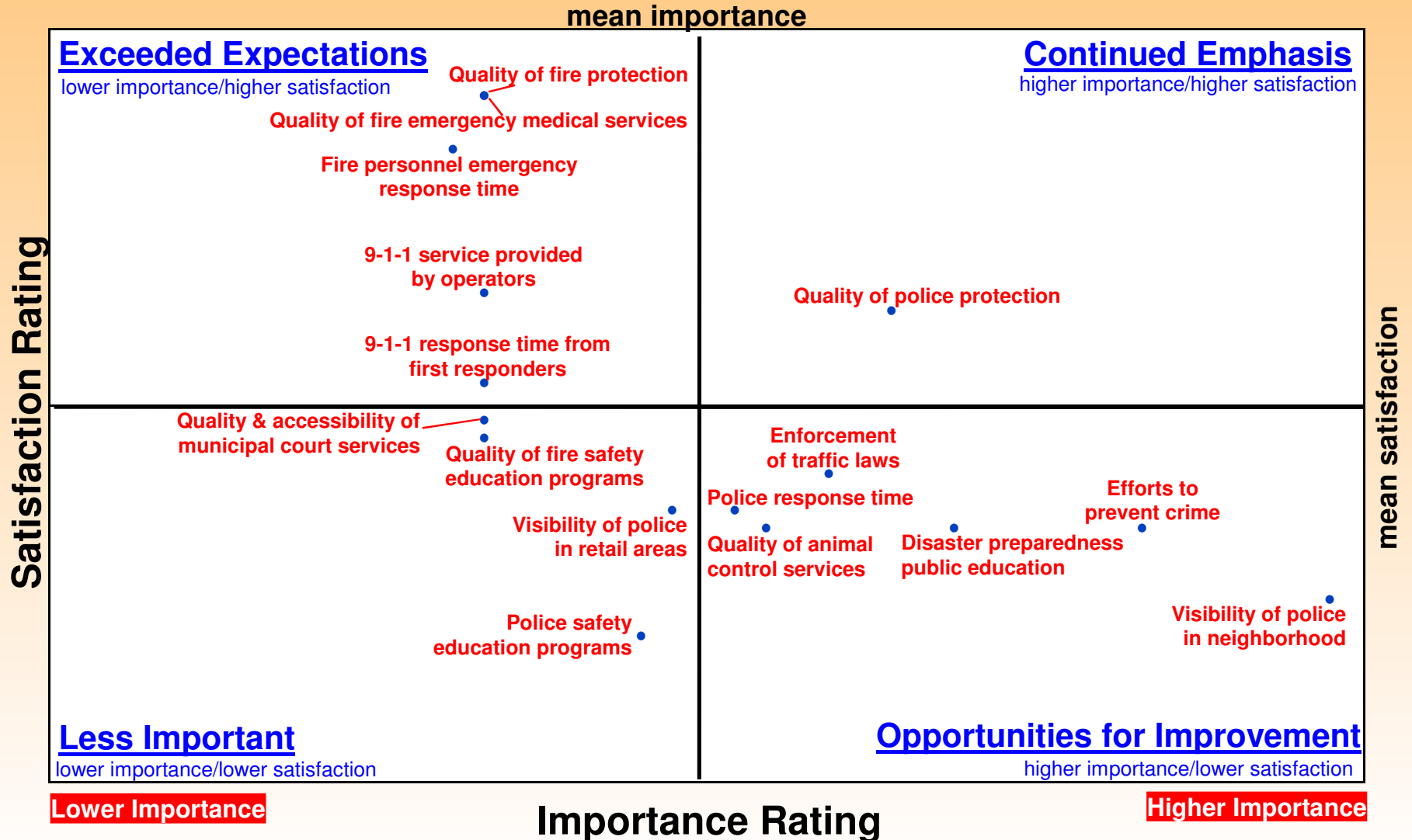
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



City of McAllen 2015 DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Police, Fire, Emergency Medical Services-

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



Section 4:
Tabular Data

Q1. CITY SERVICES: Please rate your overall satisfaction with major categories of services provided by McAllen on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of police, fire, & emergency medical services	39.1%	40.9%	8.1%	1.8%	2.9%	7.1%
Q1b. Overall quality of City parks & recreation programs & facilities	31.8%	40.9%	16.3%	6.0%	1.3%	3.7%
Q1c. Overall maintenance of City streets, buildings & facilities	21.3%	45.9%	18.1%	9.7%	3.4%	1.6%
Q1d. Overall quality of City water & sewer utilities	32.8%	41.2%	15.0%	5.8%	1.8%	3.4%
Q1e. Overall enforcement of City codes & ordinances	23.6%	33.3%	21.8%	12.3%	5.0%	3.9%
Q1f. Overall quality of customer service you receive from City employees	28.6%	38.8%	18.9%	4.5%	3.9%	5.2%
Q1g. Overall effectiveness of City communication with public	22.0%	38.8%	24.9%	8.4%	2.9%	2.9%
Q1h. Overall quality of City's storm water runoff/storm water management system	24.1%	35.7%	16.8%	11.5%	3.9%	7.9%
Q1i. Overall flow of traffic & congestion management in City	17.8%	33.9%	26.0%	15.5%	5.0%	1.8%
Q1j. Overall quality of City's solid waste system (trash, recycling, yard waste)	34.9%	42.0%	10.5%	6.3%	2.1%	4.2%

WITHOUT DON'T KNOW

Q1. CITY SERVICES: Please rate your overall satisfaction with Major categories of services provided by McAllen on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police, fire, & emergency medical services	42.1%	44.1%	8.8%	2.0%	3.1%
Q1b. Overall quality of City parks & recreation programs & facilities	33.0%	42.5%	16.9%	6.3%	1.4%
Q1c. Overall maintenance of City streets, buildings & facilities	21.6%	46.7%	18.4%	9.9%	3.5%
Q1d. Overall quality of City water & sewer utilities	34.0%	42.7%	15.5%	6.0%	1.9%
Q1e. Overall enforcement of City codes & ordinances	24.6%	34.7%	22.7%	12.8%	5.2%
Q1f. Overall quality of customer service you receive from City employees	30.2%	41.0%	19.9%	4.7%	4.2%
Q1g. Overall effectiveness of City communication with public	22.7%	40.0%	25.7%	8.6%	3.0%
Q1h. Overall quality of City's storm water runoff/storm water management system	26.2%	38.7%	18.2%	12.5%	4.3%
Q1i. Overall flow of traffic & congestion management in City	18.2%	34.5%	26.5%	15.8%	5.1%
Q1j. Overall quality of City's solid waste system (trash, recycling, yard waste)	36.4%	43.8%	11.0%	6.6%	2.2%

Q2. Which THREE of the City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police, fire, & emergency medical services	50	13.1 %
Quality of City parks & recreation programs & facilities	38	10.0 %
Maintenance of City streets, buildings & facilities	55	14.4 %
Quality of City water & sewer utilities	9	2.4 %
Enforcement of City codes & ordinances	31	8.1 %
Quality of customer service you receive from City employees	14	3.7 %
Effectiveness of City communication with public	25	6.6 %
Quality of City's storm water runoff/storm water management system	44	11.5 %
Flow of traffic & congestion management in City	64	16.8 %
Quality of City's solid waste system (trash, recycling, yard waste)	16	4.2 %
None chosen	35	9.2 %
Total	381	100.0 %

Q2. Which THREE of the City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police, fire, & emergency medical services	22	5.8 %
Quality of City parks & recreation programs & facilities	27	7.1 %
Maintenance of City streets, buildings & facilities	47	12.3 %
Quality of City water & sewer utilities	31	8.1 %
Enforcement of City codes & ordinances	38	10.0 %
Quality of customer service you receive from City employees	12	3.1 %
Effectiveness of City communication with public	24	6.3 %
Quality of City's storm water runoff/storm water management system	33	8.7 %
Flow of traffic & congestion management in City	64	16.8 %
Quality of City's solid waste system (trash, recycling, yard waste)	21	5.5 %
None chosen	62	16.3 %
Total	381	100.0 %

Q2. Which THREE of the City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police, fire, & emergency medical services	28	7.3 %
Quality of City parks & recreation programs & facilities	38	10.0 %
Maintenance of City streets, buildings & facilities	35	9.2 %
Quality of City water & sewer utilities	30	7.9 %
Enforcement of City codes & ordinances	25	6.6 %
Quality of customer service you receive from City employees	28	7.3 %
Effectiveness of City communication with public	24	6.3 %
Quality of City's storm water runoff/storm water management system	28	7.3 %
Flow of traffic & congestion management in City	36	9.4 %
Quality of City's solid waste system (trash, recycling, yard waste)	17	4.5 %
None chosen	92	24.1 %
Total	381	100.0 %

Q2. Which THREE of the City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 3)

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police, fire, & emergency medical services	100	26.2 %
Quality of City parks & recreation programs & facilities	103	27.0 %
Maintenance of City streets, buildings & facilities	137	36.0 %
Quality of City water & sewer utilities	70	18.4 %
Enforcement of City codes & ordinances	94	24.7 %
Quality of customer service you receive from City employees	54	14.2 %
Effectiveness of City communication with public	73	19.2 %
Quality of City's storm water runoff/storm water management system	105	27.6 %
Flow of traffic & congestion management in City	164	43.0 %
Quality of City's solid waste system (trash, recycling, yard waste)	54	14.2 %
None chosen	35	9.2 %
Total	989	

Q3. PERCEPTIONS: Several items that may influence your perception of McAllen are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. McAllen as a place to live	50.9%	38.6%	7.3%	1.3%	1.0%	0.8%
Q3b. McAllen as a place to raise children	47.0%	34.6%	9.7%	6.3%	1.8%	0.5%
Q3c. McAllen as a place to work	45.1%	33.3%	13.1%	4.7%	2.9%	0.8%
Q3d. McAllen as a place to retire	39.4%	29.1%	19.9%	7.3%	3.1%	1.0%
Q3e. Overall image of McAllen	36.2%	40.7%	17.3%	3.1%	2.1%	0.5%
Q3f. Overall quality of life in McAllen	36.2%	41.2%	15.5%	3.9%	2.1%	1.0%
Q3g. Overall appearance of McAllen	31.0%	42.8%	17.1%	8.1%	0.0%	1.0%
Q3h. McAllen as a welcoming community for people of diverse backgrounds	32.3%	35.2%	19.7%	8.1%	2.1%	2.6%
Q3i. Overall quality of leadership provided by McAllen's elected officials	20.7%	36.2%	26.5%	7.1%	5.5%	3.9%
Q3j. Overall effectiveness of City management	22.0%	39.4%	23.6%	7.3%	3.4%	4.2%

WITHOUT DON'T KNOW

Q3. PERCEPTIONS: Several items that may influence your perception of McAllen are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. McAllen as a place to live	51.3%	38.9%	7.4%	1.3%	1.1%
Q3b. McAllen as a place to raise children	47.2%	34.8%	9.8%	6.3%	1.8%
Q3c. McAllen as a place to work	45.5%	33.6%	13.2%	4.8%	2.9%
Q3d. McAllen as a place to retire	39.8%	29.4%	20.2%	7.4%	3.2%
Q3e. Overall image of McAllen	36.4%	40.9%	17.4%	3.2%	2.1%
Q3f. Overall quality of life in McAllen	36.6%	41.6%	15.6%	4.0%	2.1%
Q3g. Overall appearance of McAllen	31.3%	43.2%	17.2%	8.2%	0.0%
Q3h. McAllen as a welcoming community for people of diverse backgrounds	33.2%	36.1%	20.2%	8.4%	2.2%
Q3i. Overall quality of leadership provided by McAllen's elected officials	21.6%	37.7%	27.6%	7.4%	5.7%
Q3j. Overall effectiveness of City management	23.0%	41.1%	24.7%	7.7%	3.6%

Q4. MAINTENANCE: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied and 1 means "Very Dissatisfied," with the following services provided by the City:

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Condition of major City streets	25.5%	45.4%	16.8%	9.2%	1.6%	1.6%
Q4b. Condition of streets in your neighborhood	27.8%	45.9%	9.4%	8.7%	5.2%	2.9%
Q4c. Condition of sidewalks in your neighborhood	18.6%	37.0%	16.5%	13.1%	8.9%	5.8%
Q4d. Timing of traffic signals on City streets	17.3%	36.2%	22.3%	17.3%	5.5%	1.3%
Q4e. Traffic flow on major City streets	11.3%	41.5%	20.5%	17.6%	7.1%	2.1%
Q4f. Pedestrian accessibility	17.6%	33.1%	22.6%	16.3%	6.8%	3.7%
Q4g. Appearance & condition of City medians, right-of-ways & public areas	19.7%	46.5%	26.2%	3.9%	1.0%	2.6%
Q4h. Adequacy of City street lighting	14.4%	43.6%	21.0%	15.2%	3.7%	2.1%
Q4i. Condition of pavement markings on City streets	14.4%	43.6%	27.6%	9.7%	2.9%	1.8%
Q4j. Overall cleanliness of streets & public areas	18.4%	53.0%	15.7%	10.5%	2.1%	0.3%
Q4k. Condition of landscaping along public streets	16.8%	50.4%	22.3%	5.2%	4.2%	1.0%

WITHOUT DON'T KNOW

Q4. MAINTENANCE: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied and 1 means "Very Dissatisfied," with the following services provided by the City: (without "don't know")

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Condition of major City streets	25.9%	46.1%	17.1%	9.3%	1.6%
Q4b. Condition of streets in your neighborhood	28.6%	47.3%	9.7%	8.9%	5.4%
Q4c. Condition of sidewalks in your neighborhood	19.8%	39.3%	17.5%	13.9%	9.5%
Q4d. Timing of traffic signals on City streets	17.6%	36.7%	22.6%	17.6%	5.6%
Q4e. Traffic flow on major City streets	11.5%	42.4%	20.9%	18.0%	7.2%
Q4f. Pedestrian accessibility	18.3%	34.3%	23.4%	16.9%	7.1%
Q4g. Appearance & condition of City medians, right-of-ways & public areas	20.2%	47.7%	27.0%	4.0%	1.1%
Q4h. Adequacy of City street lighting	14.7%	44.5%	21.4%	15.5%	3.8%
Q4i. Condition of pavement markings on City streets	14.7%	44.4%	28.1%	9.9%	2.9%
Q4j. Overall cleanliness of streets & public areas	18.4%	53.2%	15.8%	10.5%	2.1%
Q4k. Condition of landscaping along public streets	17.0%	50.9%	22.5%	5.3%	4.2%

Q5. Which TWO of the City Maintenance services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q5. Top choice	Number	Percent
Condition of major City streets	49	12.9 %
Condition of streets in your neighborhood	37	9.7 %
Condition of sidewalks in your neighborhood	42	11.0 %
Timing of traffic signals on City streets	36	9.4 %
Traffic flow on major City streets	62	16.3 %
Pedestrian accessibility	42	11.0 %
Appearance & condition of City medians, right-of-ways & public areas	3	0.8 %
Adequacy of City street lighting	30	7.9 %
Condition of pavement markings on City streets	13	3.4 %
Overall cleanliness of streets & public areas	20	5.2 %
Condition of landscaping along public streets	11	2.9 %
None chosen	36	9.4 %
Total	381	100.0 %

Q5. Which TWO of the City Maintenance services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q5. 2nd choice	Number	Percent
Condition of major City streets	21	5.5 %
Condition of streets in your neighborhood	18	4.7 %
Condition of sidewalks in your neighborhood	27	7.1 %
Timing of traffic signals on City streets	45	11.8 %
Traffic flow on major City streets	51	13.4 %
Pedestrian accessibility	35	9.2 %
Appearance & condition of City medians, right-of-ways & public areas	7	1.8 %
Adequacy of City street lighting	42	11.0 %
Condition of pavement markings on City streets	11	2.9 %
Overall cleanliness of streets & public areas	34	8.9 %
Condition of landscaping along public streets	35	9.2 %
None chosen	55	14.4 %
Total	381	100.0 %

Q5. Which TWO of the City Maintenance services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 2)

<u>Q5. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	70	18.4 %
Condition of streets in your neighborhood	55	14.4 %
Condition of sidewalks in your neighborhood	69	18.1 %
Timing of traffic signals on City streets	81	21.3 %
Traffic flow on major City streets	113	29.7 %
Pedestrian accessibility	77	20.2 %
Appearance & condition of City medians, right-of-ways & public areas	10	2.6 %
Adequacy of City street lighting	72	18.9 %
Condition of pavement markings on City streets	24	6.3 %
Overall cleanliness of streets & public areas	54	14.2 %
Condition of landscaping along public streets	46	12.1 %
<u>None chosen</u>	<u>36</u>	<u>9.4 %</u>
Total	707	

Q6. POLICE, FIRE & EMERGENCY SERVICES: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of McAllen:

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Quality of police protection	31.1%	37.4%	16.3%	6.1%	2.9%	6.3%
Q6b. Visibility of police in neighborhoods	18.6%	37.3%	20.5%	17.1%	4.5%	2.1%
Q6c. Visibility of police in retail areas	23.9%	34.4%	23.9%	9.7%	2.9%	5.2%
Q6d. Police response time	22.8%	32.0%	23.4%	6.6%	3.7%	11.5%
Q6e. Efforts to prevent crime	21.8%	33.6%	23.9%	6.0%	6.0%	8.7%
Q6f. Police safety education programs	17.6%	26.0%	26.2%	4.7%	5.0%	20.5%
Q6g. Enforcement of traffic laws	23.6%	37.5%	19.7%	11.5%	3.1%	4.5%
Q6h. Quality of animal control services	22.8%	34.1%	20.5%	12.1%	3.9%	6.6%
Q6i. Quality & accessibility of municipal court services	17.8%	34.9%	21.5%	2.9%	2.1%	20.7%
Q6j. Quality of fire protection	32.0%	43.3%	12.3%	0.8%	0.0%	11.5%
Q6k. Quality of fire emergency medical services	34.9%	36.2%	11.5%	0.8%	0.5%	16.0%
Q6l. Fire personnel emergency response time	33.3%	32.5%	13.9%	0.5%	0.3%	19.4%
Q6m. Quality of fire safety education programs	22.8%	26.5%	21.0%	3.1%	1.0%	25.5%
Q6n. 9-1-1 service provided by operators	28.3%	29.7%	18.9%	0.8%	0.3%	22.0%
Q6o. 9-1-1 response time from first responders: ambulance, fire, police	28.1%	24.9%	21.3%	1.8%	0.5%	23.4%
Q6p. Disaster preparedness public education	18.9%	31.2%	21.5%	8.4%	2.9%	17.1%

WITHOUT DON'T KNOW

Q6. POLICE, FIRE & EMERGENCY SERVICES: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of McAllen: (without "don't know")

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Quality of police protection	33.1%	39.9%	17.4%	6.5%	3.1%
Q6b. Visibility of police in neighborhoods	19.0%	38.1%	20.9%	17.4%	4.6%
Q6c. Visibility of police in retail areas	25.2%	36.3%	25.2%	10.2%	3.0%
Q6d. Police response time	25.8%	36.2%	26.4%	7.4%	4.2%
Q6e. Efforts to prevent crime	23.9%	36.8%	26.1%	6.6%	6.6%
Q6f. Police safety education programs	22.1%	32.7%	33.0%	5.9%	6.3%
Q6g. Enforcement of traffic laws	24.7%	39.3%	20.6%	12.1%	3.3%
Q6h. Quality of animal control services	24.4%	36.5%	21.9%	12.9%	4.2%
Q6i. Quality & accessibility of municipal court services	22.5%	44.0%	27.2%	3.6%	2.6%
Q6j. Quality of fire protection	36.2%	49.0%	13.9%	0.9%	0.0%
Q6k. Quality of fire emergency medical services	41.6%	43.1%	13.8%	0.9%	0.6%
Q6l. Fire personnel emergency response time	41.4%	40.4%	17.3%	0.7%	0.3%
Q6m. Quality of fire safety education programs	30.6%	35.6%	28.2%	4.2%	1.4%
Q6n. 9-1-1 service provided by operators	36.4%	38.0%	24.2%	1.0%	0.3%
Q6o. 9-1-1 response time from first responders: ambulance, fire, police	36.6%	32.5%	27.7%	2.4%	0.7%
Q6p. Disaster preparedness public education	22.8%	37.7%	25.9%	10.1%	3.5%

Q7. Which TWO of the Public Safety Services items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	46	12.1 %
Visibility of police in neighborhoods	72	18.9 %
Visibility of police in retail areas	16	4.2 %
Police response time	14	3.7 %
Efforts to prevent crime	49	12.9 %
Police safety education programs	12	3.1 %
Enforcement of traffic laws	17	4.5 %
Quality of animal control services	34	8.9 %
Quality & accessibility of municipal court services	3	0.8 %
Quality of fire protection	7	1.8 %
Quality of fire emergency medical services	4	1.0 %
Fire personnel emergency response time	3	0.8 %
Quality of fire safety education programs	3	0.8 %
9-1-1 service provided by operators	5	1.3 %
9-1-1 response time from first responders: ambulance, fire, police	3	0.8 %
Disaster preparedness public education	37	9.7 %
None chosen	56	14.7 %
Total	381	100.0 %

Q7. Which TWO of the Public Safety Services items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	13	3.4 %
Visibility of police in neighborhoods	44	11.5 %
Visibility of police in retail areas	18	4.7 %
Police response time	29	7.6 %
Efforts to prevent crime	41	10.8 %
Police safety education programs	19	5.0 %
Enforcement of traffic laws	36	9.4 %
Quality of animal control services	13	3.4 %
Quality & accessibility of municipal court services	9	2.4 %
Quality of fire protection	4	1.0 %
Quality of fire emergency medical services	9	2.4 %
Fire personnel emergency response time	4	1.0 %
Quality of fire safety education programs	10	2.6 %
9-1-1 service provided by operators	5	1.3 %
9-1-1 response time from first responders: ambulance, fire, police	10	2.6 %
Disaster preparedness public education	30	7.9 %
None chosen	87	22.8 %
Total	381	100.0 %

Q7. Which TWO of the Public Safety Services items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 2)

<u>Q7. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	59	15.5 %
Visibility of police in neighborhoods	116	30.4 %
Visibility of police in retail areas	34	8.9 %
Police response time	43	11.3 %
Efforts to prevent crime	90	23.6 %
Police safety education programs	31	8.1 %
Enforcement of traffic laws	53	13.9 %
Quality of animal control services	47	12.3 %
Quality & accessibility of municipal court services	12	3.1 %
Quality of fire protection	11	2.9 %
Quality of fire emergency medical services	13	3.4 %
Fire personnel emergency response time	7	1.8 %
Quality of fire safety education programs	13	3.4 %
9-1-1 service provided by operators	10	2.6 %
9-1-1 response time from first responders: ambulance, fire, police	13	3.4 %
Disaster preparedness public education	67	17.6 %
None chosen	56	14.7 %
Total	675	

Q8. FEELING OF SAFETY: On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:

(N=381)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q8a. In your neighborhood during the day	48.3%	34.1%	12.6%	3.9%	0.8%	0.3%
Q8b. In your neighborhood at night	29.9%	39.1%	18.4%	9.4%	2.9%	0.3%
Q8c. In City's parks, trails, & recreational areas	16.0%	33.1%	33.1%	10.0%	3.4%	4.5%
Q8d. In commercial & retail areas	21.5%	45.1%	24.1%	7.1%	0.3%	1.8%
Q8e. Overall in City	21.0%	49.6%	22.6%	4.2%	1.3%	1.3%
Q8f. Downtown after dark	6.8%	10.2%	21.5%	25.5%	17.1%	18.9%
Q8g. Traveling by bicycle in McAllen	7.3%	12.9%	26.2%	22.3%	10.2%	21.0%

WITHOUT DON'T KNOW

Q8. FEELING OF SAFETY: On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations: (without "don't know")

(N=381)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q8a. In your neighborhood during the day	48.4%	34.2%	12.6%	3.9%	0.8%
Q8b. In your neighborhood at night	30.0%	39.2%	18.4%	9.5%	2.9%
Q8c. In City's parks, trails, & recreational areas	16.8%	34.6%	34.6%	10.4%	3.6%
Q8d. In commercial & retail areas	21.9%	46.0%	24.6%	7.2%	0.3%
Q8e. Overall in City	21.3%	50.3%	22.9%	4.3%	1.3%
Q8f. Downtown after dark	8.4%	12.6%	26.5%	31.4%	21.0%
Q8g. Traveling by bicycle in McAllen	9.3%	16.3%	33.2%	28.2%	13.0%

Q9. CODE ENFORCEMENT: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Overall responsiveness of City code enforcement staff	17.1%	24.1%	23.9%	5.5%	6.6%	22.8%
Q9b. City effort to enforce code violations	15.2%	29.4%	22.6%	9.2%	6.8%	16.8%
Q9c. Clean-up of debris/litter	13.9%	40.2%	17.6%	13.1%	11.0%	4.2%
Q9d. Efforts to enforce exterior maintenance & upkeep of residential property	13.9%	31.2%	23.4%	12.3%	11.0%	8.1%
Q9e. Efforts to identify abandoned or unsecured properties	10.2%	22.8%	28.3%	10.5%	11.5%	16.5%
Q9f. Efforts to remove dilapidated structures	8.7%	20.5%	26.5%	12.9%	11.0%	20.5%
Q9g. Enforcement of parking on grass in front yard	10.2%	22.3%	21.8%	17.3%	10.2%	18.1%
Q9h. Enforcement of weedy lots, abandoned vehicles, graffiti	14.4%	22.3%	19.2%	20.7%	11.3%	12.1%
Q9i. Cleanliness in your neighborhood	17.6%	46.5%	15.0%	8.9%	8.4%	3.7%
Q9j. Enforcement of loud music	13.9%	30.4%	22.8%	9.7%	8.4%	14.7%
Q9k. Degree to which code violations are a problem	10.5%	20.7%	29.4%	9.4%	8.9%	21.0%

WITHOUT DON'T KNOW

Q9. CODE ENFORCEMENT: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Overall responsiveness of City code enforcement staff	22.1%	31.3%	31.0%	7.1%	8.5%
Q9b. City effort to enforce code violations	18.3%	35.3%	27.1%	11.0%	8.2%
Q9c. Clean-up of debris/litter	14.5%	41.9%	18.4%	13.7%	11.5%
Q9d. Efforts to enforce exterior maintenance & upkeep of residential property	15.1%	34.0%	25.4%	13.4%	12.0%
Q9e. Efforts to identify abandoned or unsecured properties	12.3%	27.4%	34.0%	12.6%	13.8%
Q9f. Efforts to remove dilapidated structures	10.9%	25.7%	33.3%	16.2%	13.9%
Q9g. Enforcement of parking on grass in front yard	12.5%	27.2%	26.6%	21.2%	12.5%
Q9h. Enforcement of weedy lots, abandoned vehicles, graffiti	16.4%	25.4%	21.8%	23.6%	12.8%
Q9i. Cleanliness in your neighborhood	18.3%	48.2%	15.5%	9.3%	8.7%
Q9j. Enforcement of loud music	16.3%	35.7%	26.8%	11.4%	9.8%
Q9k. Degree to which code violations are a problem	13.3%	26.2%	37.2%	12.0%	11.3%

Q10. RESIDENTIAL AND NEIGHBORHOOD SERVICES: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Quality of residential garbage collection	48.8%	38.3%	5.8%	3.7%	1.6%	1.8%
Q10b. Quality of residential curbside recycling services	44.6%	35.4%	12.1%	3.1%	1.0%	3.7%
Q10c. Importance of neighborhood associations	18.6%	22.6%	24.7%	3.7%	4.5%	26.0%

WITHOUT DON'T KNOW

Q10. RESIDENTIAL AND NEIGHBORHOOD SERVICES: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Quality of residential garbage collection	49.7%	39.0%	5.9%	3.7%	1.6%
Q10b. Quality of residential curbside recycling services	46.3%	36.8%	12.5%	3.3%	1.1%
Q10c. Importance of neighborhood associations	25.2%	30.5%	33.3%	5.0%	6.0%

Q11. PUBLIC WORKS SERVICES: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Quality of drinking water	24.7%	36.2%	16.8%	7.3%	7.6%	7.3%
Q11b. Quality of wastewater services	32.3%	42.3%	16.0%	1.8%	1.6%	6.0%
Q11c. Quality of drainage infrastructure	23.1%	37.3%	18.6%	9.4%	4.5%	7.1%

WITHOUT DON'T KNOW

Q11. PUBLIC WORKS SERVICES: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Quality of drinking water	26.6%	39.1%	18.1%	7.9%	8.2%
Q11b. Quality of wastewater services	34.4%	45.0%	17.0%	2.0%	1.7%
Q11c. Quality of drainage infrastructure	24.9%	40.1%	20.1%	10.2%	4.8%

Q12. PARKS AND RECREATION: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Quality of City parks	26.8%	44.4%	16.3%	7.9%	0.3%	4.5%
Q12b. Number & location of City parks	23.9%	44.1%	13.6%	8.1%	2.4%	7.9%
Q12c. Quality of walking & biking trails	30.7%	33.9%	18.9%	8.4%	2.4%	5.8%
Q12d. Number of walking & biking trails	23.1%	31.2%	22.6%	13.4%	2.6%	7.1%
Q12e. Amount, quality & condition of swimming pools & splash parks	16.5%	29.1%	21.8%	12.3%	4.2%	16.0%
Q12f. Quality of City sponsored events & activities	20.2%	37.5%	23.4%	4.5%	5.0%	9.4%
Q12g. Quality of youth sports programs	21.3%	31.5%	21.3%	5.0%	2.6%	18.4%
Q12h. Quality of adult sports programs	17.3%	24.4%	23.4%	5.5%	6.3%	23.1%
Q12i. Quality of outdoor athletic fields	19.7%	38.1%	18.9%	4.2%	4.2%	15.0%
Q12j. Quality of picnic, pavilion areas, playgrounds at City parks	22.3%	41.2%	18.4%	7.3%	2.9%	7.9%
Q12k. Recreational opportunities	18.6%	33.6%	23.1%	9.7%	3.9%	11.0%

WITHOUT DON'T KNOW

Q12. PARKS AND RECREATION: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Quality of City parks	28.0%	46.4%	17.0%	8.2%	0.3%
Q12b. Number & location of City parks	25.9%	47.9%	14.8%	8.8%	2.6%
Q12c. Quality of walking & biking trails	32.6%	35.9%	20.1%	8.9%	2.5%
Q12d. Number of walking & biking trails	24.9%	33.6%	24.3%	14.4%	2.8%
Q12e. Amount, quality & condition of swimming pools & splash parks	19.7%	34.7%	25.9%	14.7%	5.0%
Q12f. Quality of City sponsored events & activities	22.3%	41.4%	25.8%	4.9%	5.5%
Q12g. Quality of youth sports programs	26.0%	38.6%	26.0%	6.1%	3.2%
Q12h. Quality of adult sports programs	22.5%	31.7%	30.4%	7.2%	8.2%
Q12i. Quality of outdoor athletic fields	23.1%	44.8%	22.2%	4.9%	4.9%
Q12j. Quality of picnic, pavilion areas, playgrounds at City parks	24.2%	44.7%	19.9%	8.0%	3.1%
Q12k. Recreational opportunities	20.9%	37.8%	26.0%	10.9%	4.4%

Q13. CUSTOMER SERVICE: Have you called or visited the City with a question, problem, or complaint during the past year?

Q13. Have you called or visited City during past year	Number	Percent
Yes	159	41.7 %
No	222	58.3 %
Total	381	100.0 %

Q13a. (If YES to Question 13) How did you contact the City?

Q13a. How did you contact City	Number	Percent
Phone (McAllen 311)	132	83.0 %
Email	6	3.8 %
Social media	3	1.9 %
Website	5	3.1 %
In person	35	22.0 %
Not provided	1	0.6 %
Total	182	

Q13b. (If YES to Question 13) How easy or difficult was it to address your issue?

Q13b. How easy or difficult was it to address your issue	Number	Percent
Very Easy	64	40.3 %
Somewhat Easy	43	27.0 %
Difficult	26	16.4 %
Very Difficult	26	16.4 %
Total	159	100.0 %

Q14. City Communication: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very

City of McAllen 2015 Community Survey: Findings Report

Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Quality of City's website	16.0%	36.0%	18.4%	3.7%	2.4%	23.6%
Q14b. Quality of City's social media	14.4%	28.9%	18.4%	1.6%	0.3%	36.5%
Q14c. Availability of information on City services & programs	17.6%	40.4%	19.4%	4.5%	2.1%	16.0%
Q14d. City's efforts to keep you informed	18.4%	40.2%	20.5%	6.3%	2.4%	12.3%
Q14e. Level of public involvement in local decision-making	8.9%	30.2%	27.0%	11.0%	6.0%	16.8%
Q14f. Transparency of City government	11.0%	28.9%	23.4%	10.5%	10.2%	16.0%
Q14g. City's station, MCN	12.3%	25.7%	19.4%	3.4%	4.5%	34.6%

WITHOUT DON'T KNOW

Q14. City Communication: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Quality of City's website	21.0%	47.1%	24.1%	4.8%	3.1%
Q14b. Quality of City's social media	22.7%	45.5%	28.9%	2.5%	0.4%
Q14c. Availability of information on City services & programs	20.9%	48.1%	23.1%	5.3%	2.5%
Q14d. City's efforts to keep you informed	21.0%	45.8%	23.4%	7.2%	2.7%
Q14e. Level of public involvement in local decision-making	10.7%	36.3%	32.5%	13.2%	7.3%
Q14f. Transparency of City government	13.1%	34.4%	27.8%	12.5%	12.2%
Q14g. City's station, MCN	18.9%	39.4%	29.7%	5.2%	6.8%

Q15. Which of the following are your primary sources of information about City issues, services, and events?

Q15. Your primary sources of information about City issues, services, & events	Number	Percent
City website	140	36.7 %
Local newspaper	229	60.1 %
City cable channel (MCN)	87	22.8 %
Radio news programs	83	21.8 %
Television news programs	232	60.9 %
Social networking site	88	23.1 %
Word of mouth	198	52.0 %
City emails/press releases	54	14.2 %
Public meetings	13	3.4 %
Other	30	7.9 %
None chosen	6	1.6 %
Total	1160	

Q16. EDUCATION: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Overall quality of your local schools	21.8%	37.5%	13.1%	8.9%	4.2%	14.4%
Q16b. Overall condition of your local schools	16.3%	31.8%	17.1%	10.5%	8.7%	15.7%

WITHOUT DON'T KNOW

Q16. EDUCATION: Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=381)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Overall quality of your local schools	25.5%	43.9%	15.3%	10.4%	4.9%
Q16b. Overall condition of your local schools	19.3%	37.7%	20.2%	12.5%	10.3%

Q17. How often do you experience standing water or ponding in your neighborhood?

Q17. How often do you experience standing water or ponding in your neighborhood	Number	Percent
Every time it rains	39	10.2 %
Sometimes, if it has been raining frequently	99	26.0 %
Rarely, only if it's a major storm event	111	29.1 %
Never, I do not experience standing water or ponding in my neighborhood	132	34.6 %
Total	381	100.0 %

Q18. Have you ever experienced flooding in your home as a result of a weather event?

Q18. Have you ever experienced flooding in your home as a result of a weather event	Number	Percent
Yes	30	7.9 %
No	350	91.9 %
Not provided	1	0.3 %
Total	381	100.0 %

Q19. Please indicate the location of flooding at your residence as a result of a weather event. If you have never experienced flooding in or around your property, please select Not Applicable.

Q19. Location of flooding at your residence as a result of a weather event	Number	Percent
Flooding in driveway or lawn/yard	77	20.2 %
Flooding inside garage	6	1.6 %
Flooding that reached inside house or residence	8	2.1 %
Not applicable	286	75.1 %
Not provided	10	2.6 %
Total	387	

Q20. Which of the following best describes where you reside?

Q20. Where do you reside	Number	Percent
Apartment	16	4.2 %
Duplex	2	0.5 %
Condo	1	0.3 %
Mobile home	1	0.3 %
Single family home	360	94.5 %
Not provided	1	0.3 %
Total	381	100.0 %

Q21. Which of the following best describes your housing situation?

<u>Q21. What is your housing situation</u>	<u>Number</u>	<u>Percent</u>
Rent	36	9.4 %
Own your home	338	88.7 %
Live with another household	1	0.3 %
Have a roommate	3	0.8 %
Not provided	3	0.8 %
Total	381	100.0 %

Q22. How would you describe the general physical condition of your home?

<u>Q22. General physical condition of your home</u>	<u>Number</u>	<u>Percent</u>
Excellent	166	43.6 %
Good	169	44.4 %
Fair	38	10.0 %
Poor	6	1.6 %
Not provided	2	0.5 %
Total	381	100.0 %

Q23. How many years have you lived in McAllen?

<u>Q23. How many years have you lived in McAllen</u>	<u>Number</u>	<u>Percent</u>
Not provided	20	5.2 %
5 or less	24	6.3 %
6 to 10	47	12.3 %
11 to 15	46	12.1 %
16 to 20	36	9.4 %
21 to 30	77	20.2 %
31+	131	34.4 %
Total	381	100.0 %

Q24. What is your age?

<u>Q24. Your age</u>	<u>Number</u>	<u>Percent</u>
Not provided	4	1.0 %
Under 35 years	106	27.8 %
35-44 years	71	18.6 %
45-54 years	71	18.6 %
55-64 years	60	15.7 %
65+ years	69	18.1 %
Total	381	100.0 %

Q25. Please check the statement(s) that applies to members of your household.

Q25. Members of your household	Number	Percent
Attend public school within district	177	46.5 %
Attend public school but with out-of-district transfer	34	8.9 %
Attend private school	12	3.1 %
Home school	3	0.8 %
Not applicable	160	42.0 %
Not provided	6	1.6 %
Total	392	

Q26. In what school district do you reside?

Q26. In what school district	Number	Percent
McAllen ISD	330	86.6 %
Sharyland ISD	38	10.0 %
Edinburg ISD	2	0.5 %
PSJA ISD	3	0.8 %
Mission ISD	1	0.3 %
Not provided	7	1.8 %
Total	381	100.0 %

Q27. Are you or other members of your household of Hispanic or Latino ancestry?

<u>Q27. Are you of Hispanic or Latino ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	333	87.4 %
No	40	10.5 %
Not provided	8	2.1 %
Total	381	100.0 %

Q28. Which of the following best describes your race/ethnicity?

<u>Q28. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
African American/Black	6	1.6 %
American Indian/Eskimo	1	0.3 %
Caucasian/White	202	53.0 %
Asian/Pacific Islander	10	2.6 %
Other	135	35.4 %
Not provided	29	7.6 %
Total	383	

Q28. Other

<u>Q28. Other</u>	<u>Number</u>
AMERICAN MEXICAN	1
ARMENIAN	1
HISPANIC	85
HISPANIC MEX AMERICA	1
LATIN	1
LATIN AMERICAN	1
LATINO	9
LATINO/HISPANIC	3
MEXICAN	25
MEXICAN AMERICAN	2

Q29. Which of the following best describes your household income?

<u>Q29. Your household income</u>	<u>Number</u>	<u>Percent</u>
Less than \$20K	68	17.8 %
\$20K-\$39,999	48	12.6 %
\$40K-\$59,999	53	13.9 %
\$60K-\$79,999	52	13.6 %
\$80K-\$149,999	96	25.2 %
\$150+	44	11.5 %
Not provided	20	5.2 %
Total	381	100.0 %

Q30. Please indicate your level of education.

<u>Q30. Your level of education</u>	<u>Number</u>	<u>Percent</u>
High school, no degree	50	13.1 %
High school graduate or GED	42	11.0 %
Some College	75	19.7 %
Associate's degree	22	5.8 %
Bachelor's degree	115	30.2 %
Master's degree	51	13.4 %
Professional degree (JD, MD, DDC, etc)	9	2.4 %
Doctorate degree (PH.D, Ed.D, etc)	9	2.4 %
Not provided	8	2.1 %
Total	381	100.0 %

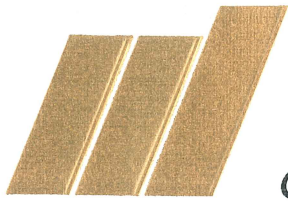
Q31. Your gender:

<u>Q31. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	179	47.0 %
Female	202	53.0 %
Total	381	100.0 %

Q32. How many people are in your household?

<u>Q32. How many people are in your household</u>	<u>Number</u>	<u>Percent</u>
Not provided	3	0.8 %
1	39	10.2 %
2	82	21.5 %
3	101	26.5 %
4	68	17.8 %
5+	88	23.1 %
Total	381	100.0 %

Section 5:
Survey Instrument



*City of McAllen
Office of the Mayor*

JAMES E. DARLING
MAYOR

July, 2015

Dear McAllen Resident:

The City of McAllen is requesting your assistance and a few minutes of your time. You have been selected to participate in a community survey designed to gather resident opinions and input on City programs and services.

I ask that you complete the survey and return it as soon as possible, in the provided postage-paid envelope to ETC Institute, one of the nation's leading governmental research firms. The names of participants will be known only to them and will not be given to the City.

We appreciate you taking the time to assist us with this survey. The time you invest in completing the survey will help the City Commission with decisions that will be made about McAllen's future.

If you have any questions, please contact Greg Townsend, McAllen City Manager's Office, at 956-681-1018 or email him at gtownsend@mcallen.net.

Thank you in advance for your participation!

Sincerely,

Jim Darling,
Mayor, City of McAllen



2015 City of McAllen Citizen Satisfaction Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve citizens in long-range planning and investment decisions. If you have questions, please call Greg Townsend at 956-681-1018. THANK YOU!

1. CITY SERVICES. Please rate your overall satisfaction with major categories of services provided by McAllen on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Major Categories of City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of police, fire, and emergency medical services	5	4	3	2	1	9
B. Overall quality of city parks and recreation programs and facilities	5	4	3	2	1	9
C. Overall maintenance of city streets, buildings & facilities	5	4	3	2	1	9
D. Overall quality of city water and sewer utilities	5	4	3	2	1	9
E. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
F. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
G. Overall effectiveness of city communication with the public	5	4	3	2	1	9
H. Overall quality of the city's storm water runoff/storm water management system	5	4	3	2	1	9
I. Overall flow of traffic and congestion management in the city	5	4	3	2	1	9
J. Overall quality of the city's solid waste system (trash, recycling, yard waste)	5	4	3	2	1	9

2. Which THREE of the Major Categories of City Services do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above.]

1st. _____ 2nd. _____ 3rd. _____

3. PERCEPTIONS. Several items that may influence your perception of McAllen are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Perceptions of the City	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. McAllen as a place to live	5	4	3	2	1	9
B. McAllen as a place to raise children	5	4	3	2	1	9
C. McAllen as a place to work	5	4	3	2	1	9
D. McAllen as a place to retire	5	4	3	2	1	9
E. Overall image of McAllen	5	4	3	2	1	9
F. Overall quality of life in McAllen	5	4	3	2	1	9
G. Overall appearance of McAllen	5	4	3	2	1	9
H. McAllen as a welcoming community for people of diverse backgrounds	5	4	3	2	1	9
I. The overall quality of leadership provided by McAllen's elected officials	5	4	3	2	1	9
J. The overall effectiveness of city management	5	4	3	2	1	9

4. MAINTENANCE. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied and 1 means “Very Dissatisfied,” with the following services provided by the City:

City Maintenance	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Condition of major city streets	5	4	3	2	1	9
B. Condition of streets in your neighborhood	5	4	3	2	1	9
C. Condition of sidewalks in your neighborhood	5	4	3	2	1	9
D. Timing of traffic signals on city streets	5	4	3	2	1	9
E. Traffic flow on major city streets	5	4	3	2	1	9
F. Pedestrian accessibility (The City's sidewalk system/network; number/availability of sidewalks)	5	4	3	2	1	9
G. Appearance and condition of city medians, right-of-ways and public areas	5	4	3	2	1	9
H. Adequacy of city street lighting	5	4	3	2	1	9
I. Condition of pavement markings on city streets	5	4	3	2	1	9
J. Overall cleanliness of streets and public areas	5	4	3	2	1	9
K. Condition of landscaping along public streets	5	4	3	2	1	9

5. Which TWO of the City Maintenance services listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 4 above.]

1st: _____ 2nd: _____

6. POLICE, FIRE & EMERGENCY SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following public safety services provided by the City of McAllen:

Public Safety Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of police protection	5	4	3	2	1	9
B. Visibility of police in neighborhoods	5	4	3	2	1	9
C. Visibility of police in retail areas	5	4	3	2	1	9
D. Police response time	5	4	3	2	1	9
E. Efforts to prevent crime	5	4	3	2	1	9
F. Police safety education programs	5	4	3	2	1	9
G. Enforcement of traffic laws	5	4	3	2	1	9
H. Quality of animal control services	5	4	3	2	1	9
I. Quality and accessibility of municipal court services (i.e. traffic, collection, fines)	5	4	3	2	1	9
J. Quality of fire protection	5	4	3	2	1	9
K. Quality of fire emergency medical services	5	4	3	2	1	9
L. Fire personnel emergency response time	5	4	3	2	1	9
M. Quality of fire safety education programs	5	4	3	2	1	9
N. 9-1-1 service provided by operators	5	4	3	2	1	9
O. 9-1-1 response time from first responders: ambulance, fire, police	5	4	3	2	1	9
P. Disaster preparedness public education	5	4	3	2	1	9

7. Which TWO of the Public Safety Services items listed above do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 6 above].

1st: _____ 2nd: _____

8. **FEELING OF SAFETY.** On a scale of 1 to 5, where 5 means “Very Safe” and 1 means “Very Unsafe,” please rate how safe you feel in the following situations:

Feeling of Safety	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. In your neighborhood during the day	5	4	3	2	1	9
B. In your neighborhood at night	5	4	3	2	1	9
C. In the City’s parks, trails, and recreational areas	5	4	3	2	1	9
D. In commercial and retail areas	5	4	3	2	1	9
E. Overall in the City	5	4	3	2	1	9
F. Downtown after dark	5	4	3	2	1	9
G. Traveling by bicycle in McAllen	5	4	3	2	1	9

9. **CODE ENFORCEMENT.** Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

Enforcement of City Codes and Ordinances	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall responsiveness of city code enforcement staff	5	4	3	2	1	9
B. City effort to enforce code violations	5	4	3	2	1	9
C. Clean-up of debris/litter	5	4	3	2	1	9
D. Efforts to enforce exterior maintenance and upkeep of residential property	5	4	3	2	1	9
E. Efforts to identify abandoned or unsecured properties	5	4	3	2	1	9
F. Efforts to remove dilapidated structures	5	4	3	2	1	9
G. Enforcement of parking on grass in front yard	5	4	3	2	1	9
H. Enforcement of weedy lots, abandoned vehicles, graffiti	5	4	3	2	1	9
I. Cleanliness in your neighborhood	5	4	3	2	1	9
J. Enforcement of loud music	5	4	3	2	1	9
K. Degree to which code violations are a problem	5	4	3	2	1	9

10. **RESIDENTIAL AND NEIGHBORHOOD SERVICES.** Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

Residential and Neighborhood Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of residential garbage collection	5	4	3	2	1	9
B. Quality of residential curbside recycling services	5	4	3	2	1	9
C. Importance of Neighborhood Associations	5	4	3	2	1	9

11. **PUBLIC WORKS SERVICES.** Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

Public Works Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of drinking water	5	4	3	2	1	9
B. Quality of wastewater services	5	4	3	2	1	9
C. Quality of drainage infrastructure	5	4	3	2	1	9

12. PARKS AND RECREATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

Parks and Recreation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of city parks	5	4	3	2	1	9
B. Number and location of city parks	5	4	3	2	1	9
C. Quality of walking and biking trails	5	4	3	2	1	9
D. Number of walking and biking trails	5	4	3	2	1	9
E. Amount, quality and condition of swimming pools and splash parks	5	4	3	2	1	9
F. Quality of city sponsored events and activities	5	4	3	2	1	9
G. Quality of youth sports programs	5	4	3	2	1	9
H. Quality of adult sports programs	5	4	3	2	1	9
I. Quality of outdoor athletic fields	5	4	3	2	1	9
J. Quality of picnic, pavilion areas, playgrounds at city parks	5	4	3	2	1	9
K. Recreational opportunities	5	4	3	2	1	9

13. CUSTOMER SERVICE. Have you called or visited the City with a question, problem, or complaint during the past year?

___(1) Yes [Answer Q13a-b.] ___(2) No [Go to Q14.]

13a. [If YES to Q13.] How did you contact the City?

- | | |
|----------------------------|------------------|
| ___(1) Phone (McAllen 311) | ___(4) Website |
| ___(2) E-mail | ___(5) In person |
| ___(3) Social media | |

13b. [If YES to Q13.] How easy or difficult was it to address your issue?

___(1) Very Easy ___(2) Somewhat Easy ___(3) Difficult ___(4) Very Difficult ___(9) Don't Know

14. City Communication. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

Communication	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of the City's website	5	4	3	2	1	9
B. Quality of the City's social media (Twitter, Facebook, etc.)	5	4	3	2	1	9
C. Availability of information on City services and programs	5	4	3	2	1	9
D. City's efforts to keep you informed	5	4	3	2	1	9
E. Level of public involvement in local decision-making	5	4	3	2	1	9
F. Transparency of City government	5	4	3	2	1	9
G. City's station, MCN	5	4	3	2	1	9

15. Which of the following are your primary sources of information about City issues, services, and events? (Check all that apply.)

- | | |
|----------------------------------|--|
| ___(01) City website | ___(06) Social networking site (Facebook, Twitter) |
| ___(02) Local newspaper | ___(07) Word of mouth (friends/neighbors) |
| ___(03) City cable channel (MCN) | ___(08) City emails/press releases |
| ___(04) Radio news programs | ___(09) Public meetings |
| ___(05) Television news programs | ___(10) Other: _____ |

16. **EDUCATION.** Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

Education	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of your local schools	5	4	3	2	1	9
B. Overall condition of your local schools	5	4	3	2	1	9

17. **How often do you experience standing water or ponding in your neighborhood?**

- (1) Every time it rains.
- (2) Sometimes, if it has been raining frequently.
- (3) Rarely, only if it's a major storm event.
- (4) Never, I do not experience standing water or ponding in my neighborhood.

18. **Have you ever experienced flooding in your home as a result of a weather event?**

- (1) Yes
- (2) No

19. **Please indicate the location of flooding at your residence as a result of a weather event. If you have never experienced flooding in or around your property, please select Not Applicable.** (check all that apply)

- (1) Flooding in the driveway or lawn/yard.
- (2) Flooding inside the garage.
- (3) Flooding that reached inside the house or residence.
- (4) Not Applicable.

20. **Which of the following best describes where you reside?**

- (1) Apartment
- (2) Duplex
- (3) Condo
- (4) Mobile home
- (5) Single family home

21. **Which of the following best describes your housing situation?**

- (1) Rent
- (2) Own your home
- (3) Live with another household
- (4) Have a roommate

22. **How would you describe the general physical condition of your home?**

- (1) Excellent
- (2) Good
- (3) Fair
- (4) Poor

DEMOGRAPHICS

23. **How many years have you lived in McAllen?** _____ years

24. **What is your age?** _____ years

25. **Please check the statement(s) that applies to members of your household.** (Check all that apply.)

- (1) Attend public school within district
- (2) Attend public school but with out-of-district transfer
- (3) Attend private school
- (4) Home school
- (5) Not applicable

26. **In what school district do you reside?**

- (1) McAllen I.S.D.
- (2) Sharyland I.S.D.
- (3) Edinburg I.S.D.
- (4) PSJA I.S.D.
- (5) Mission I.S.D.

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

(1) Yes (2) No

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

(1) African American/Black (4) Asian/Pacific Islander
 (2) American Indian/Eskimo (5) Other: _____
 (3) Caucasian/White

29. Which of the following best describes your household income?

(1) Less than \$20,000 (4) \$60,000 to \$79,999
 (2) \$20,000 to \$39,999 (5) \$80,000 to \$149,999
 (3) \$40,000 to \$59,999 (6) \$150,000 or more

30. Please indicate your level of education. (Please check the highest level of education you have obtained.)

(1) High School, no degree (5) Bachelor's Degree
 (2) High School graduate or GED (6) Master's Degree
 (3) Some college (7) Professional Degree (JD, MD, DDC, etc.)
 (4) Associate's Degree (8) Doctorate Degree (Phd, EdD, etc.)

31. Your gender:

(1) Male
 (2) Female

32. How many people are in your household? _____

33. Please list the top 3 things you would like to recommend or suggest to the City for future consideration.

- 1) _____

- 2) _____

- 3) _____

This concludes the survey. Thank you for your time!

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

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