

2019 Schertz Community Survey

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Findings
Report

Submitted to the City of Schertz, Texas:

ETC Institute
725 W. Frontier Lane,
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July 2019





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City of Schertz 2019 Community Survey Executive Summary Report

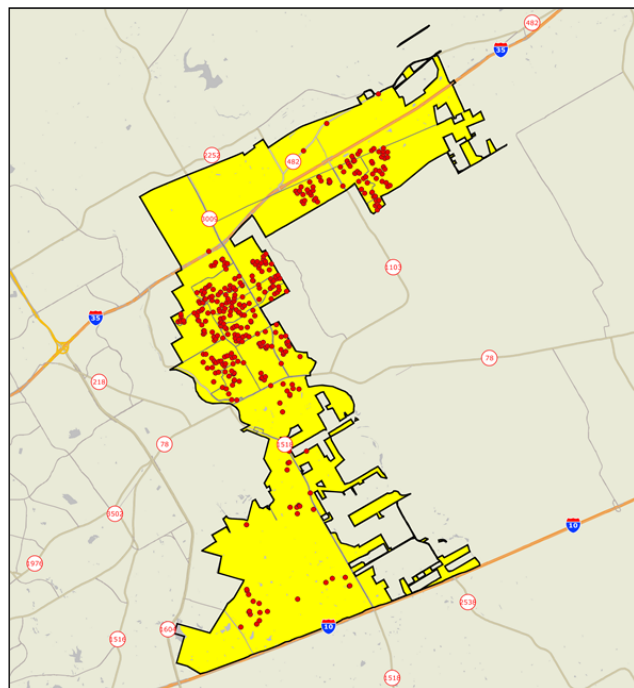
Overview and Methodology

ETC Institute administered a community survey for the City of Schertz during June and July of 2019. The survey was designed to gather resident input and produce feedback on City programs and services. The City wanted to provide residents the opportunity to give City leaders valuable feedback regarding city services and overall satisfaction with service delivery. The information collected will be used help shape future decisions and ensure they are aligned with the needs of residents.

A seven-page survey was mailed to a random sample of households throughout the City of Schertz. The mailed survey included a postage paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail.

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

The goal was to receive at least 400 completed surveys. This goal was met, with a total of 409 households completing a survey. The results for the random sample of 409 households have a 95% level of confidence with a precision of at least +/- 4.8%. In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the location of each survey respondent.



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 of the survey, including comparison to 2016 results (Section 1)
- benchmarking data that shows how the results for The City of Schertz compare to residents in other communities (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)

Overall Perceptions of the City

Most (86%) of the residents surveyed *who had an opinion* indicated they were “very satisfied” or “satisfied” with the overall quality of services provided by the City. Eighty-six percent (86%) of those surveyed *who had an opinion* indicated they were “very satisfied” or “satisfied” with the overall quality of life in the City of Schertz which is significantly higher than the national average of 75% and the Texas average of 66%.

Overall Satisfaction with 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: library services (89%), fire services (88%), emergency medical services (86%), and city parks and recreation programs (83%).

Overall Feelings of Safety

Most residents (93%) *who had an opinion* felt either “very safe” or “somewhat safe” when rating their overall feeling of safety in their neighborhood during the day. Eighty-eight percent (88%) of residents *who had an opinion* indicated they felt “very safe” or “somewhat safe” in the City of Schertz, and 84% of residents *who had an opinion* indicated they felt “very safe” or “somewhat safe” in their neighborhood at night.

Satisfaction with Specific City Services

- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance and appearance of existing City parks (81%), the mowing and trimming of City parks (77%), and the number of City parks (67%).

The three parks and recreation services respondents indicated should receive the most emphasis over the next two years include: walking and biking trails in the City, the maintenance and appearance of City parks, and the availability of adult recreation programs.

- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of graffiti regulations (70%) and the enforcement of sign regulations (55%).

The two code enforcement services respondents indicated should receive the most emphasis over the next two years were the enforcement of clean-up junk and debris and the mowing of weeds and grass on private property.

- **Public Works Services.** The highest levels of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: cleanliness of City streets and other public areas (75%), mowing and trimming along City streets (68%), and the condition of sidewalks in the City (63%).

The maintenance of major City streets and major TxDOT roadways were the two public works services that respondents indicated should receive the most emphasis over the next two years.

- **City Communication.** The highest levels of satisfaction with City communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: Schertz Magazine (84%), City efforts to keep residents informed (61%), and the usefulness of information available on the City’s web site (58%).
 - Eighty-five percent (85%) of respondents indicated Schertz Magazine is their primary source of information about the City; 54% indicated they primarily use the City website. These two were also respondents’ most preferred sources to get information about the City.

- **Solid Waste and Utility Services.** The highest levels of satisfaction with solid waste and utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential trash collection services (86%), sewer services (81%), and water services (80%).
- **Strategic Initiatives.** The highest levels of agreement with statements regarding the City’s strategic initiatives, based upon the combined percentage of “strongly agree” and “agree” responses among residents *who had an opinion*, were: the City is ensuring that there is adequate long-term affordable water (72%), the City is doing a good job of beautification within the community (65%), and confidence in the City’s finances (66%).

Additional Findings

- Respondents were asked to indicate what electronic sources of information they are currently using. Seventy-nine percent (79%) of respondents indicated they use e-mail, 76% use the Internet, 65% use Facebook, and 63% use text messages. Although Schertz Magazine is the primary source of City information for most respondents (85%), more than half (54%) use the City website. Because a majority of respondents use e-mail, the Internet, Facebook, and text messages as electronic sources of information, the City should continue to explore electronic communication methods.
- More than half (52%) of respondents indicated they have contacted the City of Schertz during the past year. When asked to describe the service they received, 74% of respondents indicated the service received was either “excellent” (39%) or “good” (35%). Thirteen percent (13%) of respondents who contacted the City during the past year indicated the service they received was “poor”.
 - The highest levels of satisfaction with City employees, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion and who contacted the City within the past year*, were: how easy they were to contact (81%), the way they were treated (80%), and the accuracy of information and assistance they were given (76%).
- The City of Schertz asked respondents to indicate their expectations for various services provided by the City. Respondents were asked to indicate whether the level services should higher or lower on a 5-point scale. The services respondents believe should see the most increase in the level of service provided, based upon the combined percentage of “should be much higher” and “should be a little higher” responses among residents *who had an opinion*, were: the maintenance of streets and sidewalks (79%), recreation activities (59%), parks and open space (58%).

- Eighty percent (80%) of respondents indicated that traffic will be the biggest issue that the City of Schertz will face within the next five years. Other issues that respondents indicated will be issues the City will face within the next five years include: road repair, maintenance, and expansion (52%) and planning for rapid growth (51%).
- When asked to indicate the primary reasons respondents choose to live in Schertz, a majority of respondents indicated it was the location (76%), 56% indicated it was the quality of life, and 49% indicated that the City of Schertz is a safe community.



How the City of Schertz Compares to Other Communities Nationally

Satisfaction ratings for the City of Schertz **rated above the U.S. average in 42 of the 49 areas** that were assessed. The City rated significantly higher than the U.S. average (difference of 5% or more) in 38 of these areas. Listed below are the comparisons between the City of Schertz and the U.S. average:

Service	Schertz	U.S.	Difference	Category
Overall quality of services provided by the City	86%	50%	36%	Perceptions
Customer service provided by City employees	78%	45%	33%	Overall Services
City communication with the public	72%	48%	24%	Overall Services
City swimming pools	56%	35%	21%	Parks and Recreation
City parks and recreation programs	83%	63%	20%	Overall Services
Management of stormwater runoff & flood prevention	75%	56%	19%	Overall Services
Overall value you receive for City taxes and fees	56%	38%	18%	Perceptions
Accuracy of information & assistance given	76%	58%	18%	Customer Service
City water and sewer services	81%	64%	17%	Overall Services
How well the City is keeping up with growth	64%	47%	17%	Perceptions
How well your issue was handled	68%	51%	17%	Customer Service
Condition of sidewalks in the City	63%	46%	17%	Public Works/Maintenance
Mowing/trimming along City streets	68%	52%	16%	Public Works/Maintenance
How easy they were to contact	81%	65%	16%	Customer Service
Efforts to keep residents informed about issues	61%	45%	16%	Communication
Library services	89%	74%	15%	Overall Services
Animal Services	73%	58%	15%	Overall Services
Overall appearance of the City	78%	63%	15%	Perceptions
Trash, recycling, & yard waste collection services	81%	67%	14%	Overall Services
Cleanliness of City streets and other public areas	75%	61%	14%	Public Works/Maintenance
Police services	82%	70%	12%	Overall Services
Level of public involvement in decision-making	44%	32%	12%	Communication
How quickly staff responded to your request	72%	60%	12%	Customer Service
Maintenance and appearance of existing City parks	81%	70%	11%	Parks and Recreation
The way you were treated	80%	69%	11%	Customer Service
Sewer services	81%	70%	11%	Solid Waste/Utility Services
Water services	80%	69%	11%	Solid Waste/Utility Services
Availability of information about operations	56%	45%	11%	Communication
Overall quality of life in the City	86%	75%	11%	Perceptions
Residential trash collection services	86%	75%	11%	Solid Waste/Utility Services
Maintenance of streets in your neighborhood	58%	48%	10%	Public Works/Maintenance
Enforcement of the clean-up of junk & debris	52%	43%	9%	Code Enforcement
Enforcement of mowing of weeds & grass	48%	39%	9%	Code Enforcement
City's social media pages	62%	55%	7%	Communication
Recycling services	76%	70%	6%	Solid Waste/Utility Services
Bulky item pick up/removal services	59%	53%	6%	Solid Waste/Utility Services
Fire services	88%	83%	5%	Overall Services
Emergency medical services	86%	81%	5%	Overall Services
Enforcement of city codes and ordinances	58%	54%	4%	Overall Services
Enforcement of sign regulations	55%	53%	2%	Code Enforcement
Number of City parks	67%	66%	1%	Parks and Recreation
Maintenance of major City streets	49%	48%	1%	Public Works/Maintenance
Availability of bike lanes	35%	37%	-2%	Public Works/Maintenance
Usefulness of information available on web site	58%	60%	-2%	Communication
Quality of outdoor athletic facilities	62%	67%	-5%	Parks and Recreation
Adequacy of City street lighting	51%	56%	-5%	Public Works/Maintenance
Availability of adult recreation programs	48%	54%	-6%	Parks and Recreation
Availability of youth recreation programs	54%	61%	-7%	Parks and Recreation
Walking and biking trails in the City	52%	59%	-7%	Parks and Recreation



How the City of Schertz Compares to Other Communities in Texas

Satisfaction ratings for the City of Schertz **rated above the Texas average in 41 of the 49 areas** that were assessed. The City rated significantly higher than the Texas average (difference of 5% or more) in 37 of these areas. Listed below are the comparisons between The City of Schertz and the Texas average:

Service	Schertz	Texas	Difference	Category
Overall quality of services provided by the City	86%	48%	38%	Perceptions
Customer service provided by City employees	78%	42%	36%	Overall Services
Management of stormwater runoff & flood prevention	75%	46%	29%	Overall Services
How easy they were to contact	81%	53%	28%	Customer Service
City water and sewer services	81%	54%	27%	Overall Services
Mowing/trimming along City streets	68%	43%	25%	Public Works/Maintenance
City parks and recreation programs	83%	59%	24%	Overall Services
City communication with the public	72%	48%	24%	Overall Services
Condition of sidewalks in the City	63%	39%	24%	Public Works/Maintenance
Overall value you receive for City taxes and fees	56%	33%	23%	Perceptions
Library services	89%	67%	22%	Overall Services
Trash, recycling, & yard waste collection services	81%	60%	21%	Overall Services
Overall appearance of the City	78%	58%	20%	Perceptions
Availability of information about operations	56%	36%	20%	Communication
Police services	82%	62%	20%	Overall Services
Overall quality of life in the City	86%	66%	20%	Perceptions
Level of public involvement in decision-making	44%	26%	18%	Communication
Sewer services	81%	65%	16%	Solid Waste/Utility Services
Water services	80%	64%	16%	Solid Waste/Utility Services
Efforts to keep residents informed about issues	61%	45%	16%	Communication
How quickly staff responded to your request	72%	56%	16%	Customer Service
Animal Services	73%	58%	15%	Overall Services
How well the City is keeping up with growth	64%	49%	15%	Perceptions
The way you were treated	80%	65%	15%	Customer Service
Emergency medical services	86%	73%	13%	Overall Services
City's social media pages	62%	50%	12%	Communication
Residential trash collection services	86%	74%	12%	Solid Waste/Utility Services
Bulky item pick up/removal services	59%	47%	12%	Solid Waste/Utility Services
City swimming pools	56%	45%	11%	Parks and Recreation
Enforcement of city codes and ordinances	58%	47%	11%	Overall Services
Cleanliness of City streets and other public areas	75%	64%	11%	Public Works/Maintenance
Enforcement of the clean-up of junk & debris	52%	43%	9%	Code Enforcement
Fire services	88%	80%	8%	Overall Services
Enforcement of mowing of weeds & grass	48%	40%	8%	Code Enforcement
Accuracy of information & assistance given	76%	69%	7%	Customer Service
Maintenance and appearance of existing City parks	81%	75%	6%	Parks and Recreation
Maintenance of streets in your neighborhood	58%	53%	5%	Public Works/Maintenance
Recycling services	76%	72%	4%	Solid Waste/Utility Services
Enforcement of sign regulations	55%	53%	2%	Code Enforcement
Availability of bike lanes	35%	33%	2%	Public Works/Maintenance
Usefulness of information available on web site	58%	57%	1%	Communication
Maintenance of major City streets	49%	49%	0%	Public Works/Maintenance
How well your issue was handled	68%	70%	-2%	Customer Service
Availability of youth recreation programs	54%	57%	-3%	Parks and Recreation
Adequacy of City street lighting	51%	57%	-6%	Public Works/Maintenance
Number of City parks	67%	75%	-8%	Parks and Recreation
Availability of adult recreation programs	48%	58%	-10%	Parks and Recreation
Quality of outdoor athletic facilities	62%	75%	-13%	Parks and Recreation
Walking and biking trails in the City	52%	66%	-14%	Parks and Recreation

Trends

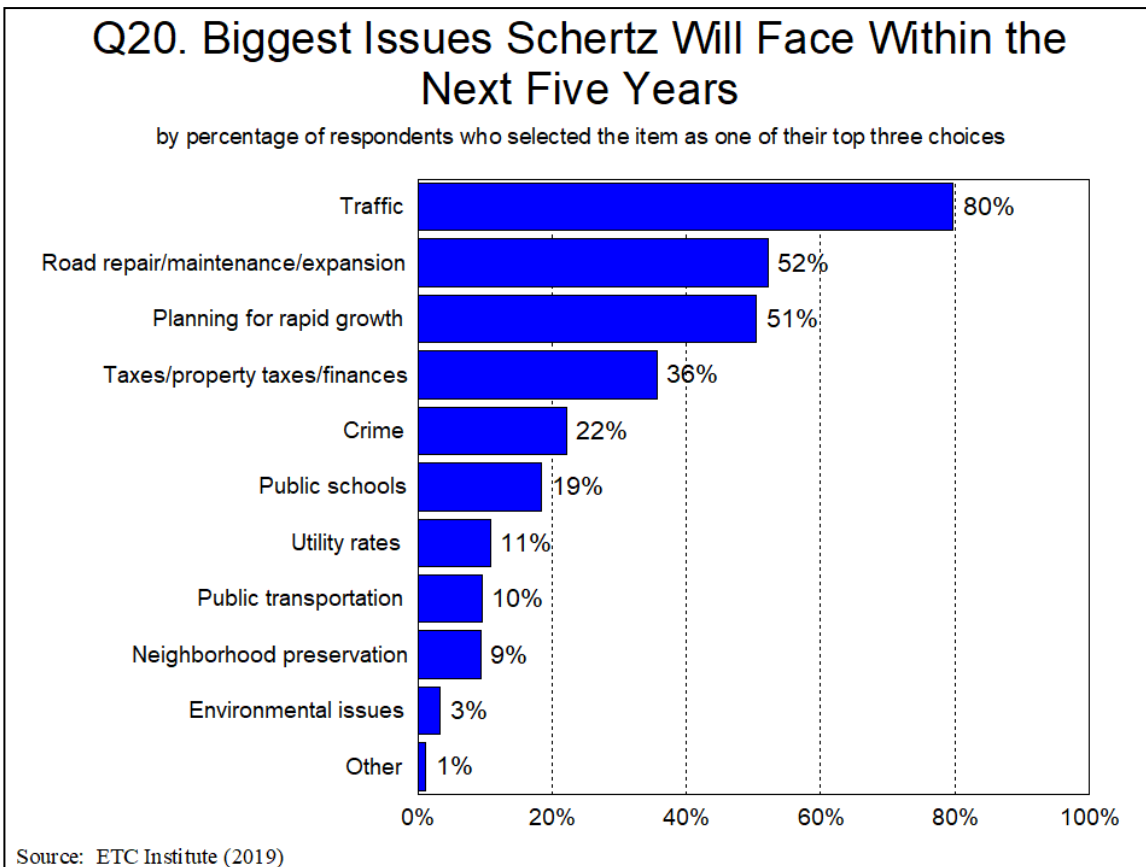
Satisfaction ratings for the City of Schertz **stayed the same or improved in 43 of the 65 areas** that were assessed in 2016 and 2019. The City showed significant increases (difference of 5% or more) in 16 of these areas. Listed below are the comparisons between the 2016 and 2019 results:

Service	2016	2019	Difference	Category
Civic and community centers	71%	81%	10%	Overall Services
City parks and recreation programs	73%	83%	10%	Overall Services
Efforts to keep residents informed about issues	51%	61%	10%	Communication
Availability of information about operations	47%	56%	9%	Communication
City swimming pools	48%	56%	8%	Parks and Recreation
Recreation Center	56%	64%	8%	Parks and Recreation
City communication with the public	65%	72%	7%	Overall Services
Bulky item pick up/removal services	52%	59%	7%	Solid Waste/Utility Services
Management of stormwater runoff & flood prevention	69%	75%	6%	Overall Services
Number of City parks	61%	67%	6%	Parks and Recreation
Usefulness of information available on web site	52%	58%	6%	Communication
Library services	84%	89%	5%	Overall Services
Maintenance and appearance of existing City parks	76%	81%	5%	Parks and Recreation
Cleanliness of City streets and other public areas	70%	75%	5%	Public Works/Maintenance
Mowing/trimming along City streets	63%	68%	5%	Public Works/Maintenance
Availability of adult recreation programs	43%	48%	5%	Parks and Recreation
Customer service provided by City employees	74%	78%	4%	Overall Services
Overall quality of life in the City	82%	86%	4%	Perceptions
Adequacy of City street lighting	47%	51%	4%	Public Works/Maintenance
Level of public involvement in decision-making	40%	44%	4%	Communication
Emergency medical services	83%	86%	3%	Overall Services
How well the City is keeping up with growth	61%	64%	3%	Perceptions
Mowing and trimming of City parks	74%	77%	3%	Parks and Recreation
Quality of outdoor athletic facilities	59%	62%	3%	Parks and Recreation
Level of fiscal transparency	43%	46%	3%	Communication
Recycling services	73%	76%	3%	Solid Waste/Utility Services
Maintenance of major City streets	46%	49%	3%	Public Works/Maintenance
Fire services	86%	88%	2%	Overall Services
Overall quality of services provided by the City	84%	86%	2%	Perceptions
Availability of youth recreation programs	52%	54%	2%	Parks and Recreation
Walking and biking trails in the City	50%	52%	2%	Parks and Recreation
Condition of sidewalks in the City	61%	63%	2%	Public Works/Maintenance
Appearance of residential property in the City	68%	70%	2%	Perceptions
Maintenance of creeks and open channels	56%	58%	2%	Public Works/Maintenance
Trash, recycling, & yard waste collection services	80%	81%	1%	Overall Services
Maintenance of streets in your neighborhood	57%	58%	1%	Public Works/Maintenance
Police services	81%	82%	1%	Overall Services
City water and sewer services	81%	81%	0%	Overall Services
Appearance of commercial property in the City	70%	70%	0%	Perceptions
How well City listens and responds to needs	44%	44%	0%	Communication
How quickly staff responded to your request	72%	72%	0%	Customer Service
Residential trash collection services	86%	86%	0%	Solid Waste/Utility Services
Utility Billing	78%	78%	0%	Solid Waste/Utility Services
In your neighborhood during the day	94%	93%	-1%	Feeling of Safety
Sewer services	82%	81%	-1%	Solid Waste/Utility Services
Animal Services	74%	73%	-1%	Overall Services
Municipal court services	65%	64%	-1%	Overall Services
Overall feeling of safety in Schertz	89%	88%	-1%	Feeling of Safety
In your neighborhood at night	84%	83%	-1%	Feeling of Safety
Overall appearance of the City	79%	78%	-1%	Perceptions
Enforcement of graffiti regulations	71%	70%	-1%	Code Enforcement
Enforcement of mowing of weeds & grass	49%	48%	-1%	Code Enforcement
Schertz Magazine	85%	84%	-1%	Communication
Accuracy of information & assistance given	77%	76%	-1%	Customer Service
How easy they were to contact	83%	81%	-2%	Customer Service
The way you were treated	82%	80%	-2%	Customer Service
How well your issue was handled	70%	68%	-2%	Customer Service
Water services	82%	80%	-2%	Solid Waste/Utility Services
Enforcement of the clean-up of junk & debris	54%	52%	-2%	Code Enforcement
Overall value you receive for City taxes and fees	59%	56%	-3%	Perceptions
Enforcement of sign regulations	59%	55%	-4%	Code Enforcement
Overall quality of new development	60%	55%	-5%	Perceptions
Availability of bike lanes	40%	35%	-5%	Public Works/Maintenance
Maintenance of major TxDOT roadways	57%	49%	-8%	Public Works/Maintenance
Enforcement of city codes and ordinances	67%	58%	-9%	Overall Services

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 analyzed respondent’s responses regarding their expectations for City services and the issues respondents believed would be the biggest concern in Schertz within the next five years.

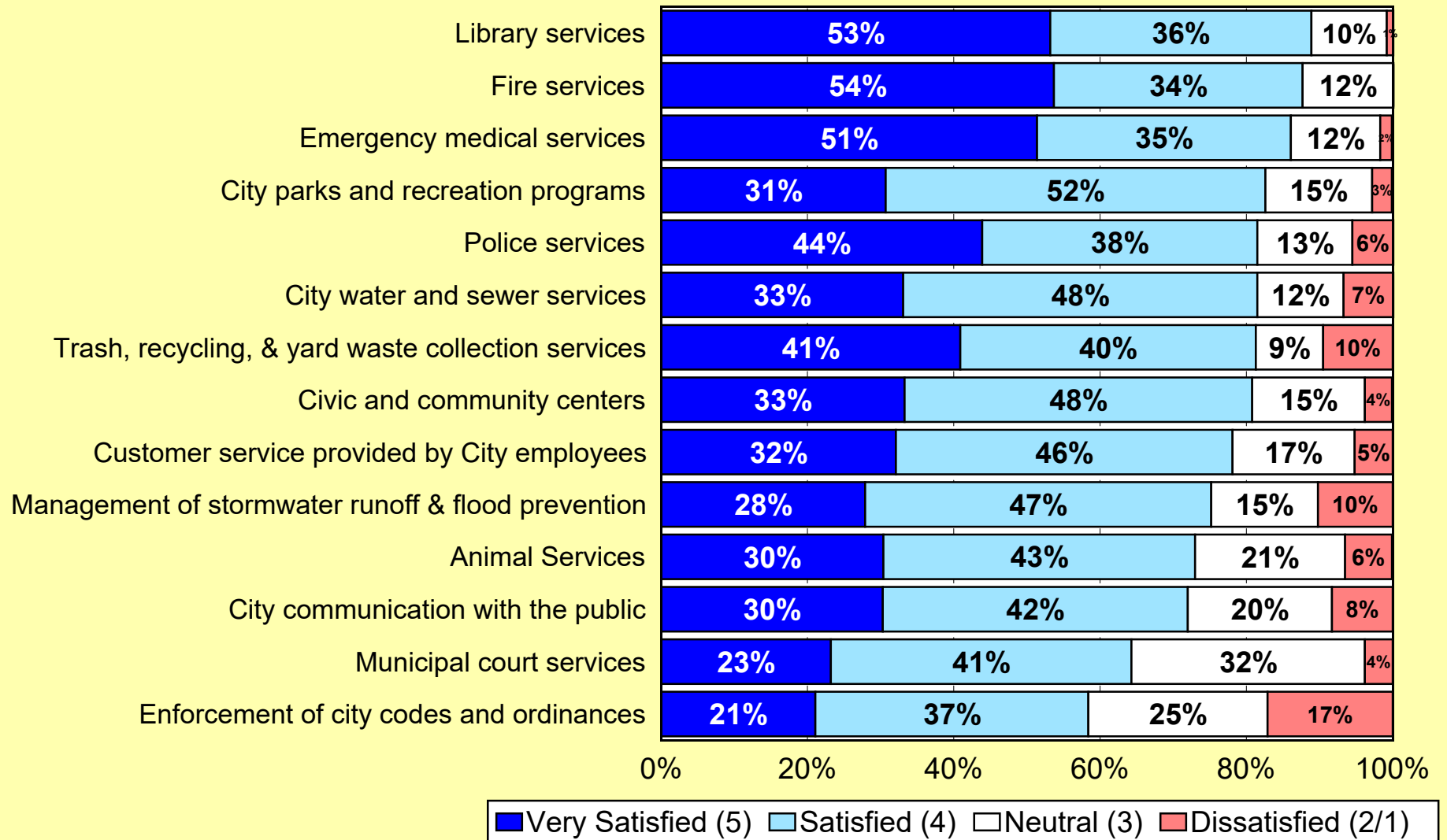
Based on our analysis, the City should begin planning for future investments in three (3) main areas. When respondents were asked to indicate their expectations for services within the City the (1) *maintenance of streets and sidewalks* received the most “much higher” and “a little higher” responses from all seven items. A large number of respondents then indicated that (2) *traffic* and (3) *road repair, maintenance, and expansion* would be the biggest issues the City will face within the next five years. Because of the rapid growth the City of Schertz is experiencing, City leaders should begin preparing for the future now. Strategic initiatives regarding the management of traffic flow will help the City be better prepared moving forward. The City should begin targeting streets with current surface issues and continue to monitor their quality. Developing a City-wide initiative of monitoring the surface quality of all streets throughout the City will better prepare Schertz for the increased use that is expected over the next five years.



Section 1:
Charts and Graphs

Q1. Overall Satisfaction with City Services by Major Category

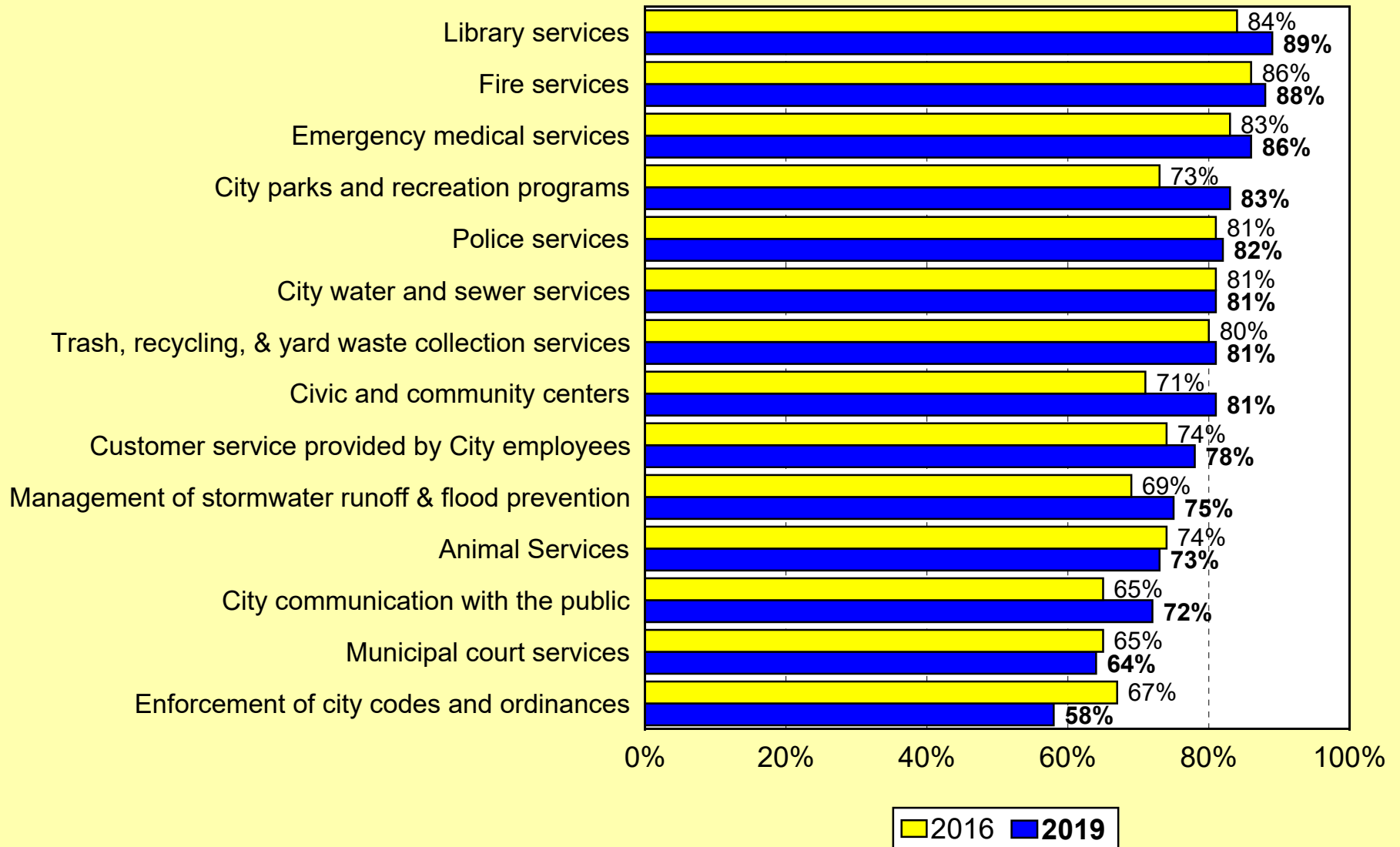
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

TRENDS: Overall Satisfaction with City Services by Major Category - 2016 vs. 2019

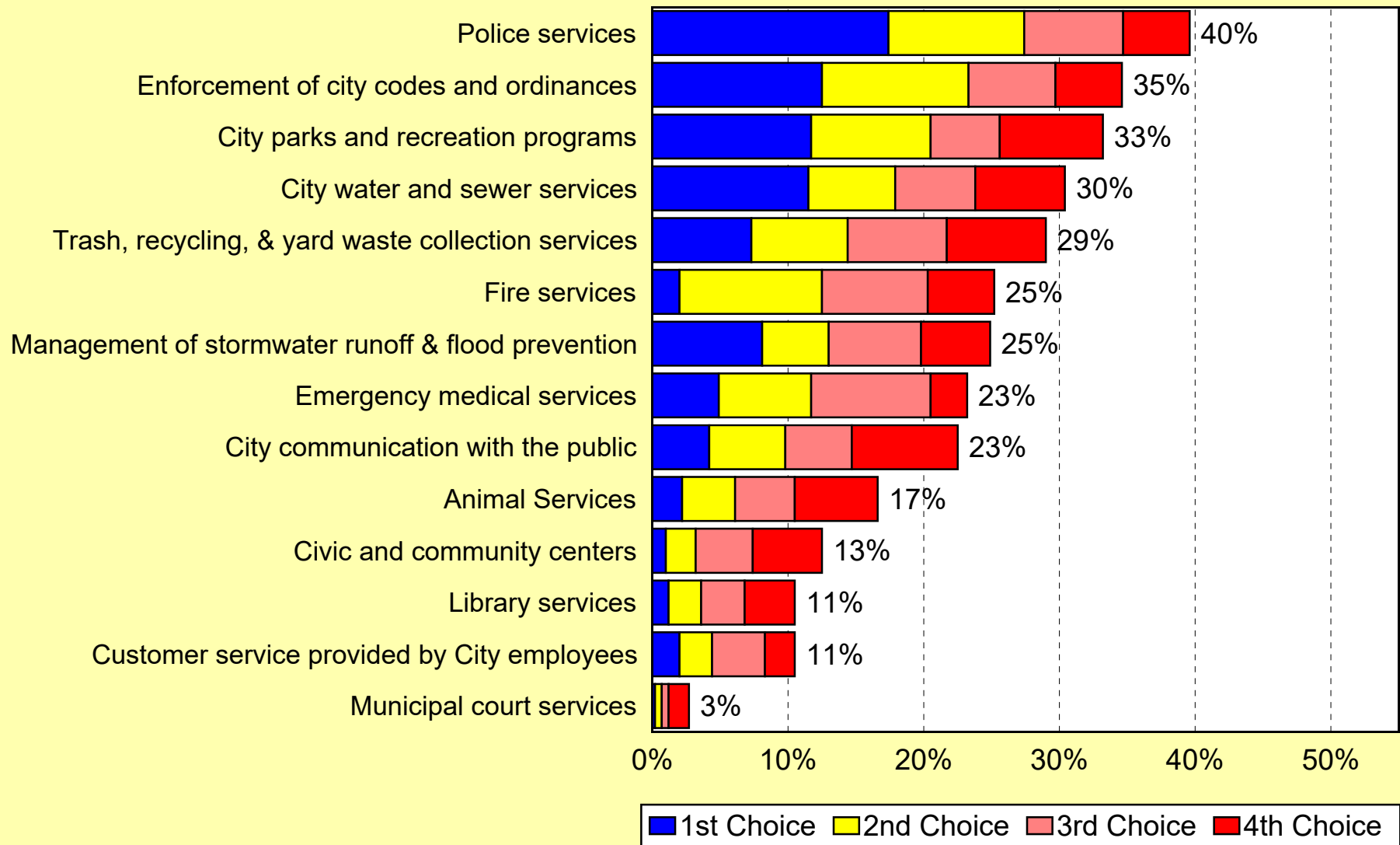
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

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

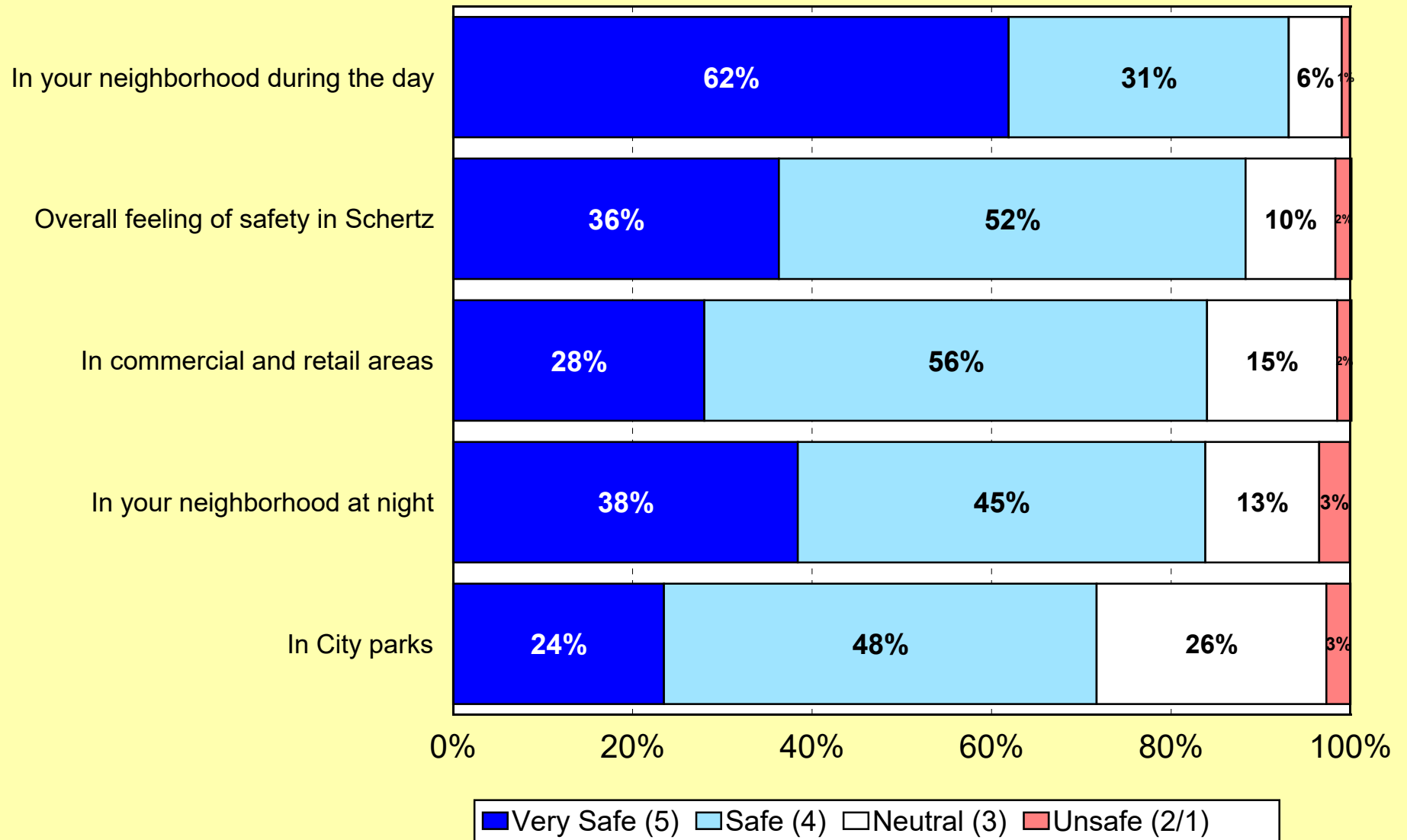
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2019)

Q3. Feeling of Safety in Various Situations

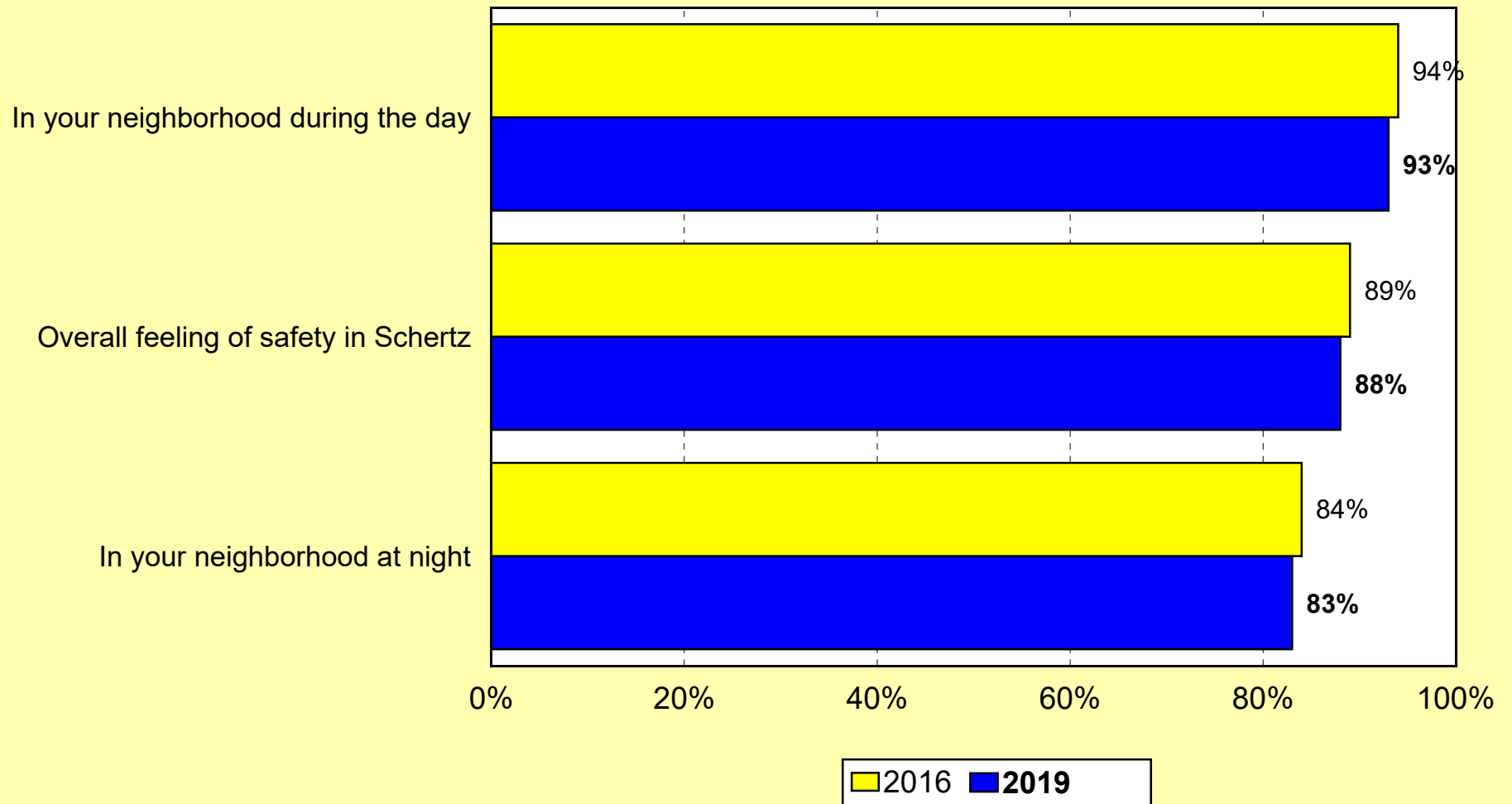
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

TRENDS: Feeling of Safety in Various Situations 2016 vs. 2019

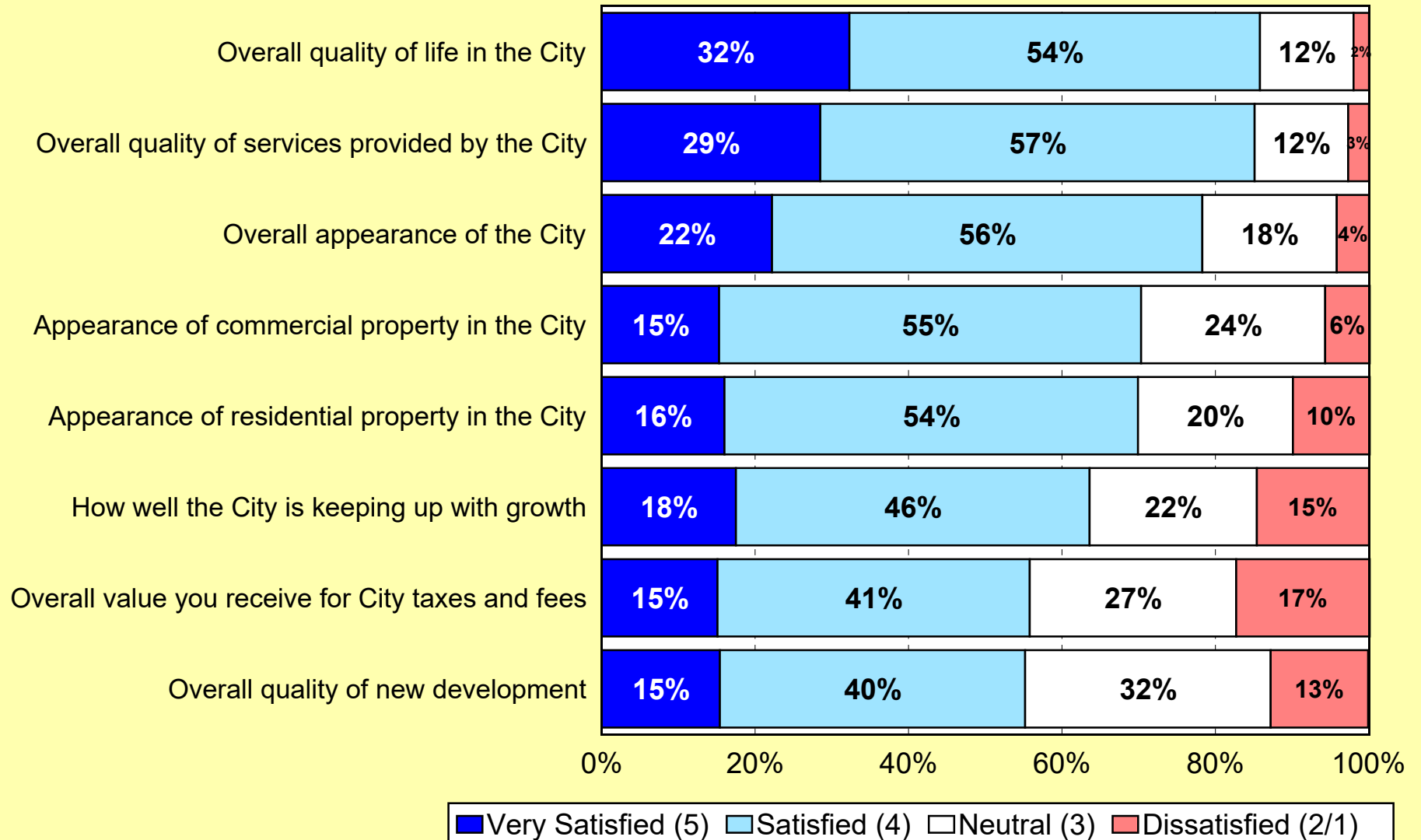
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

Q4. Satisfaction with Items That Influence Perceptions of the City

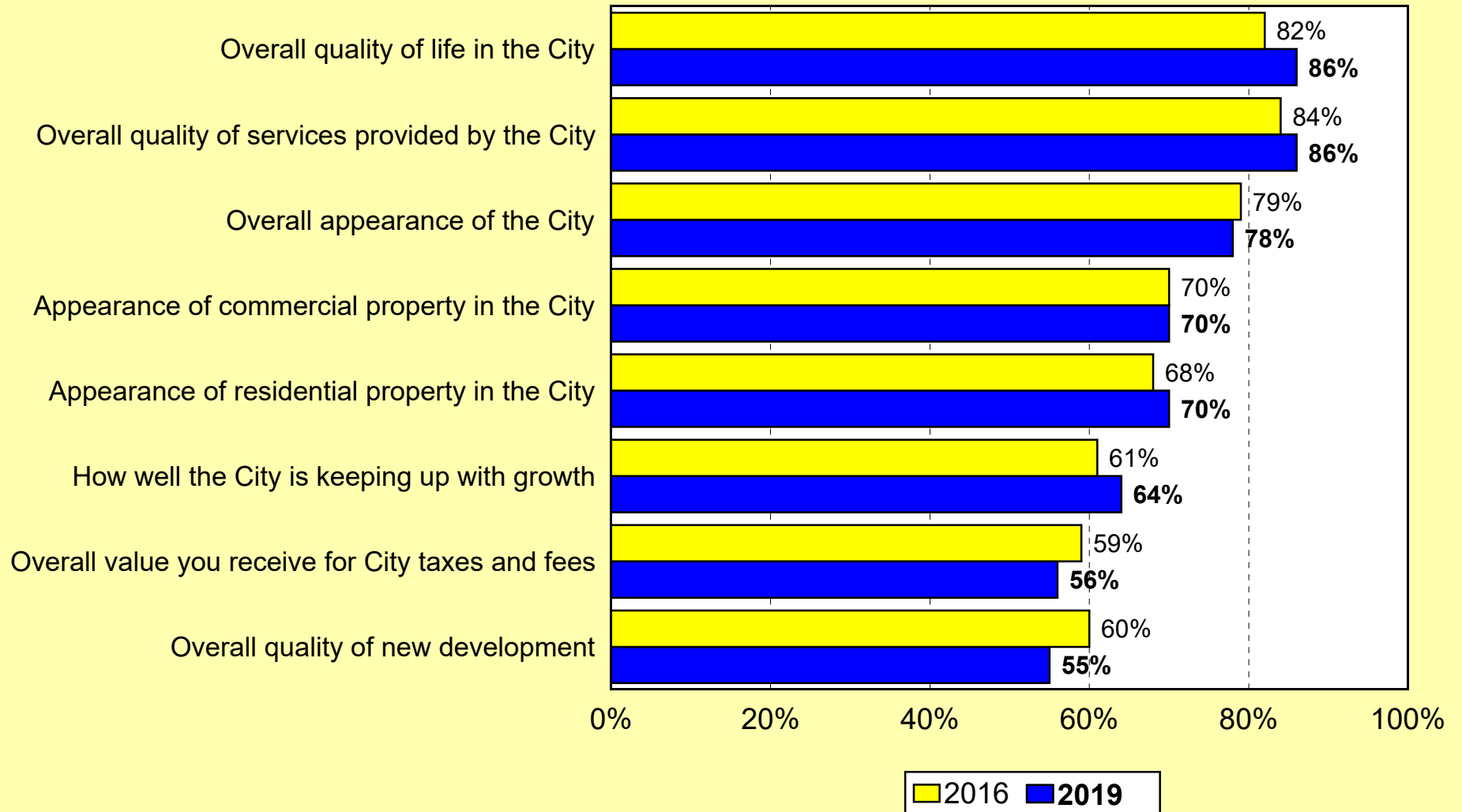
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

TRENDS: Satisfaction with Items That Influence Perceptions of the City - 2016 vs. 2019

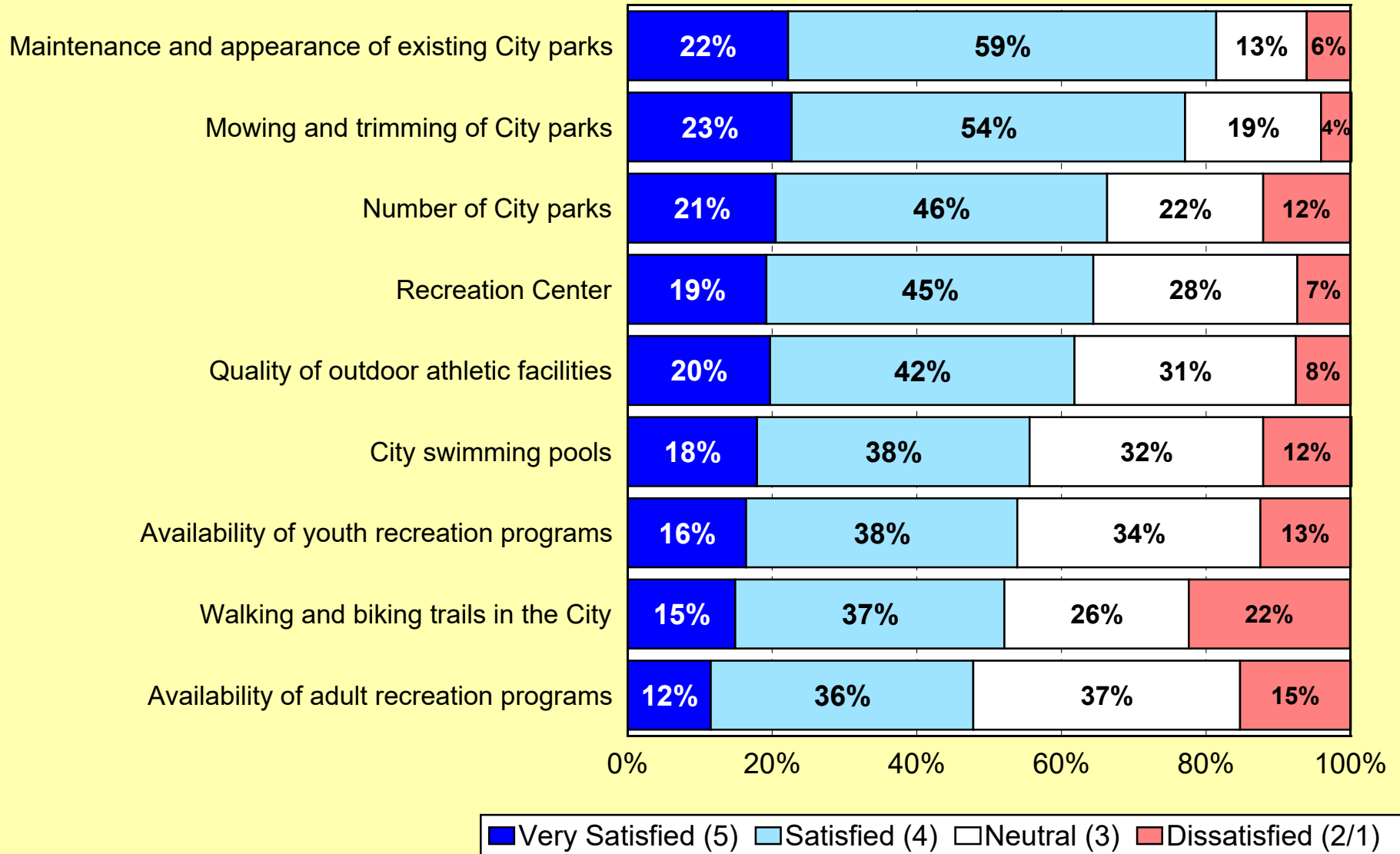
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

Q5. Satisfaction with Parks and Recreation Services

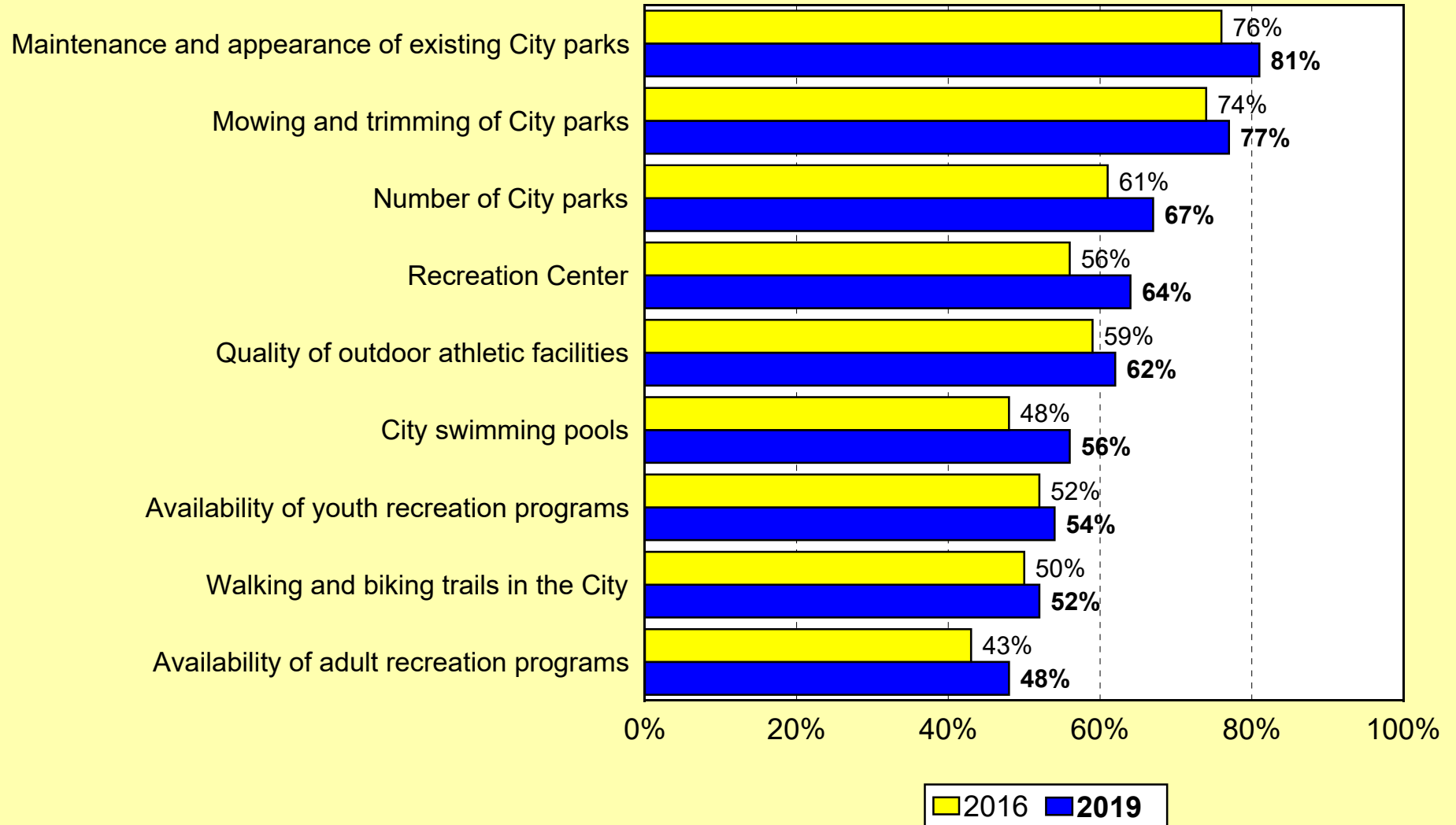
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

TRENDS: Satisfaction with Parks and Recreation 2016 vs. 2019

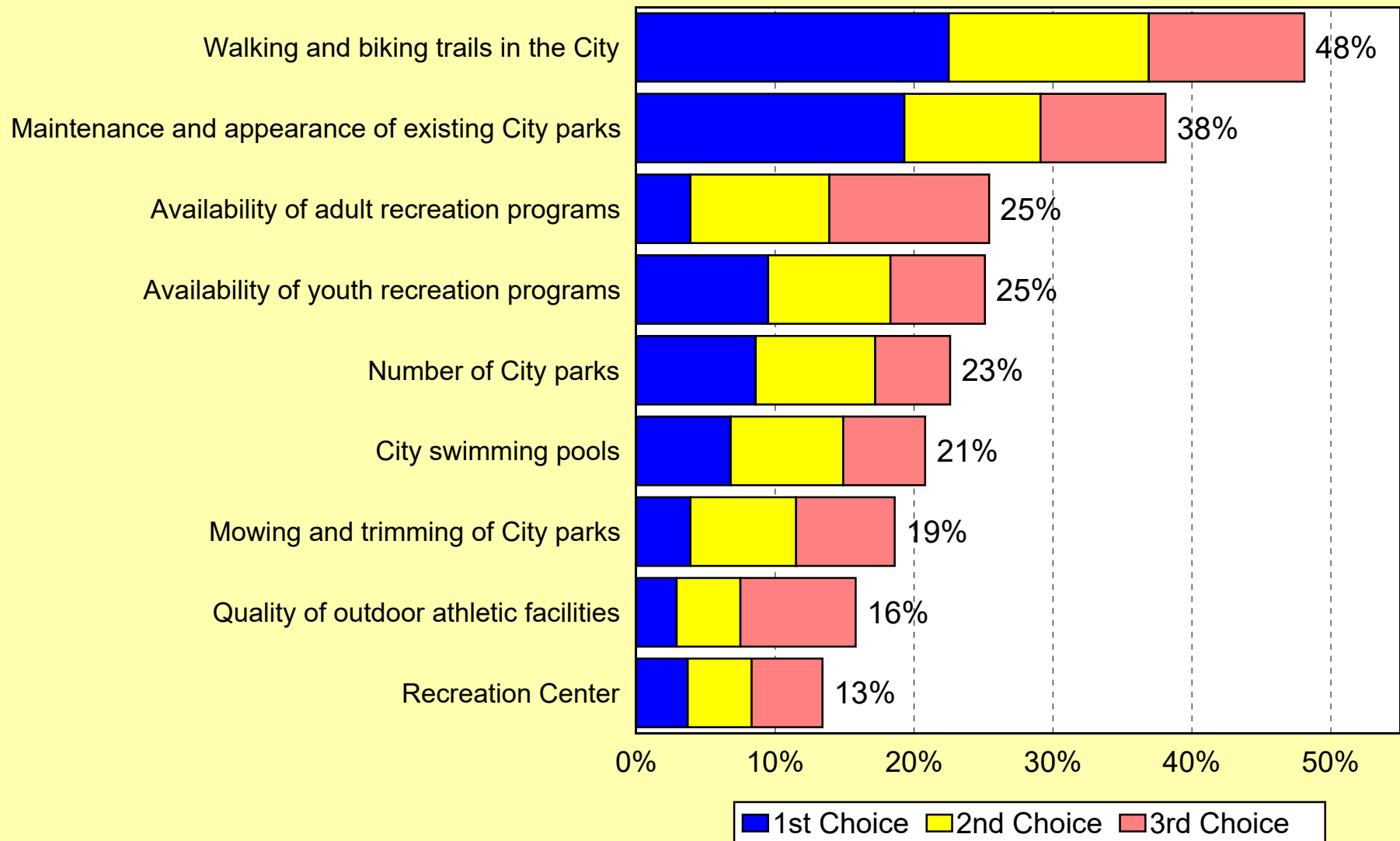
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

Q6. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

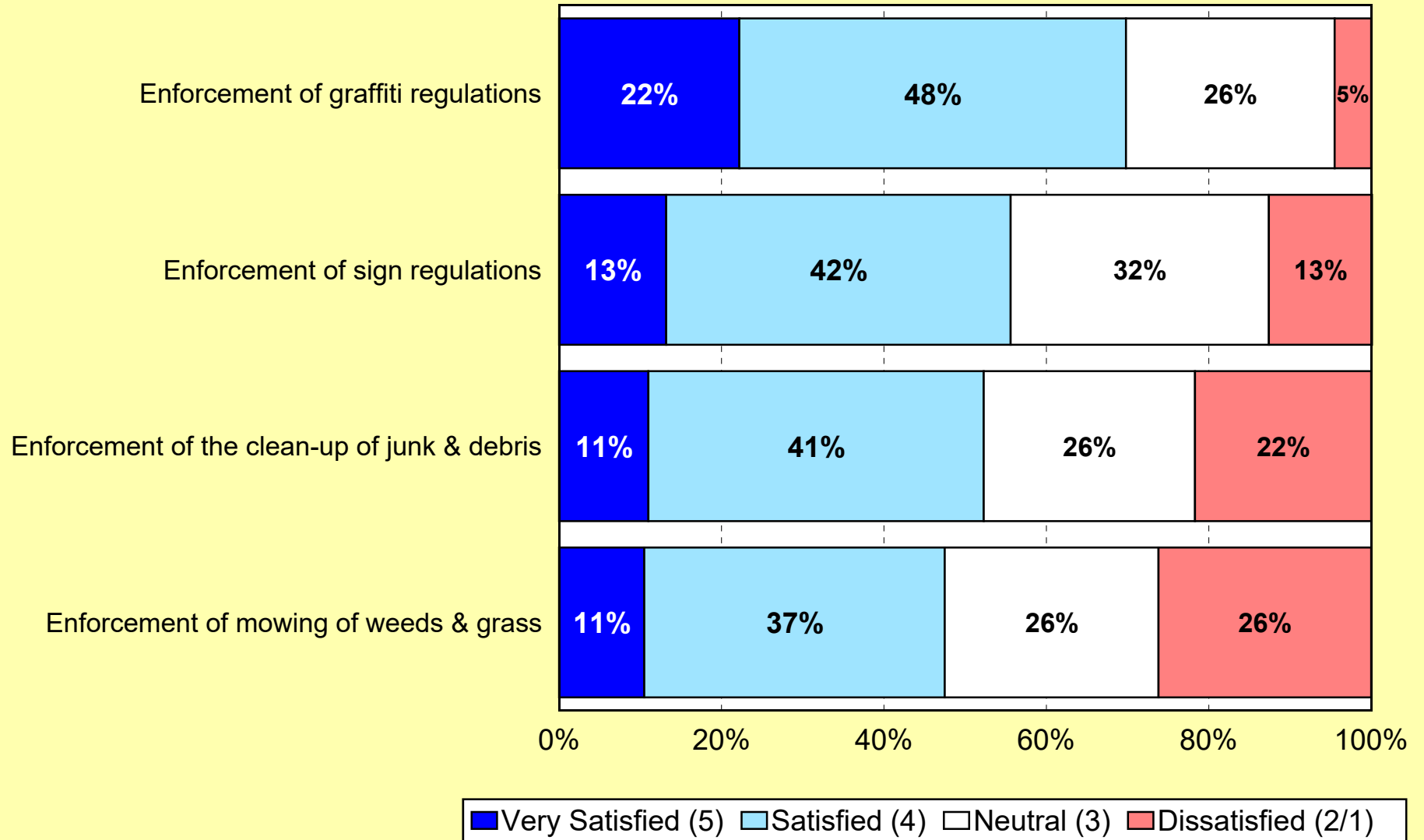
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

Q7. Satisfaction with Code Enforcement

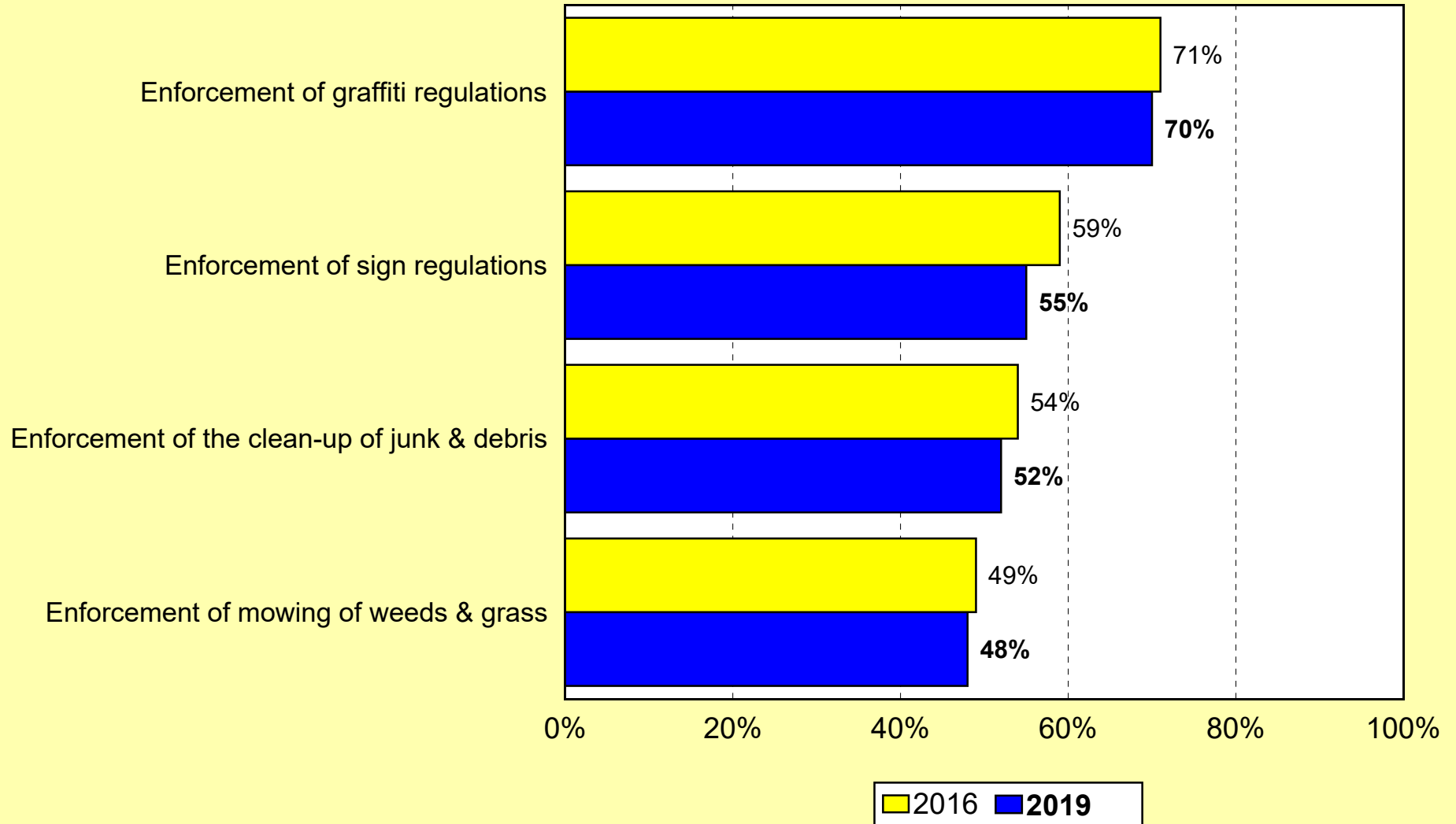
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

TRENDS: Satisfaction with Code Enforcement 2016 vs. 2019

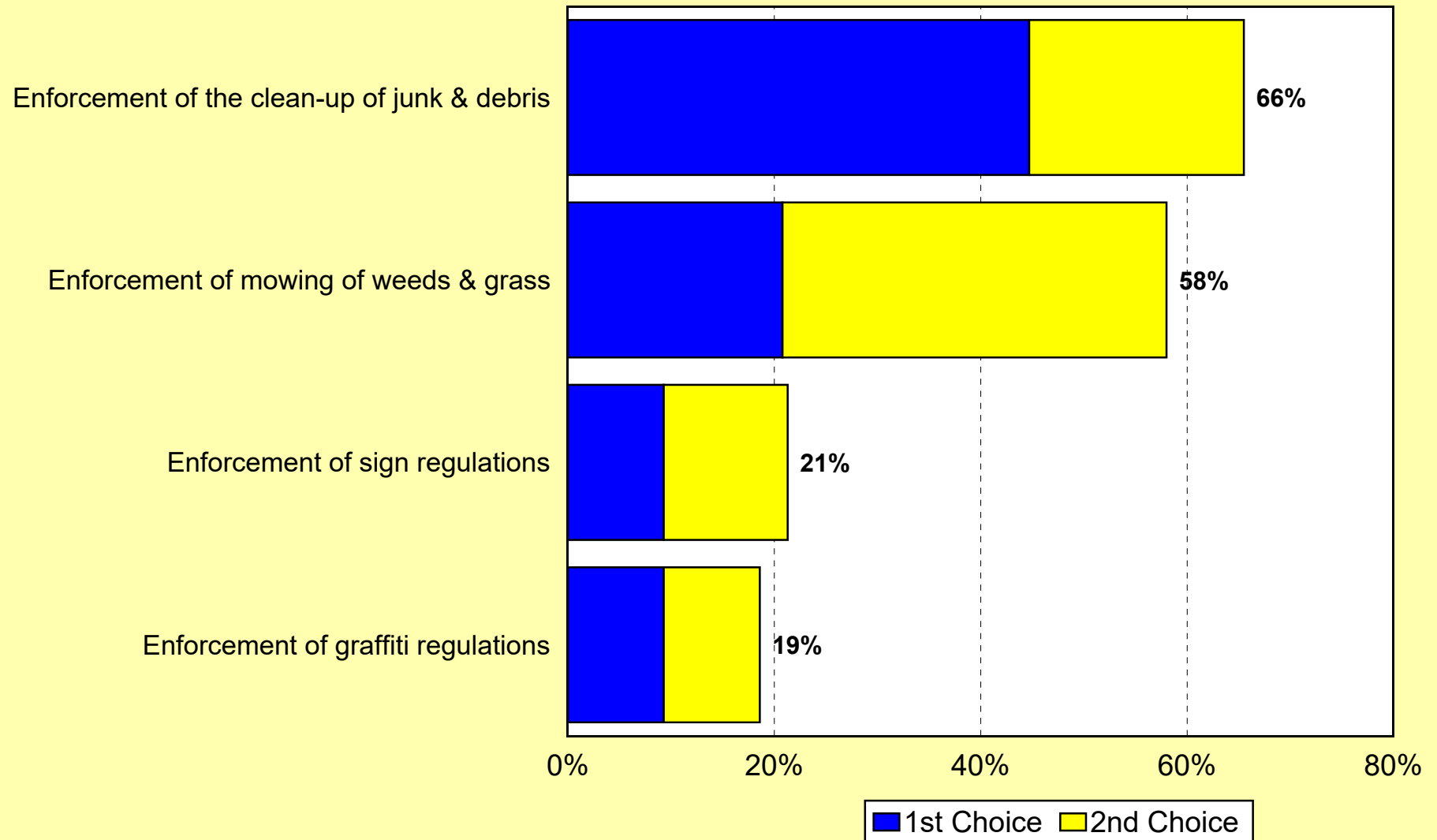
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

Q8. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

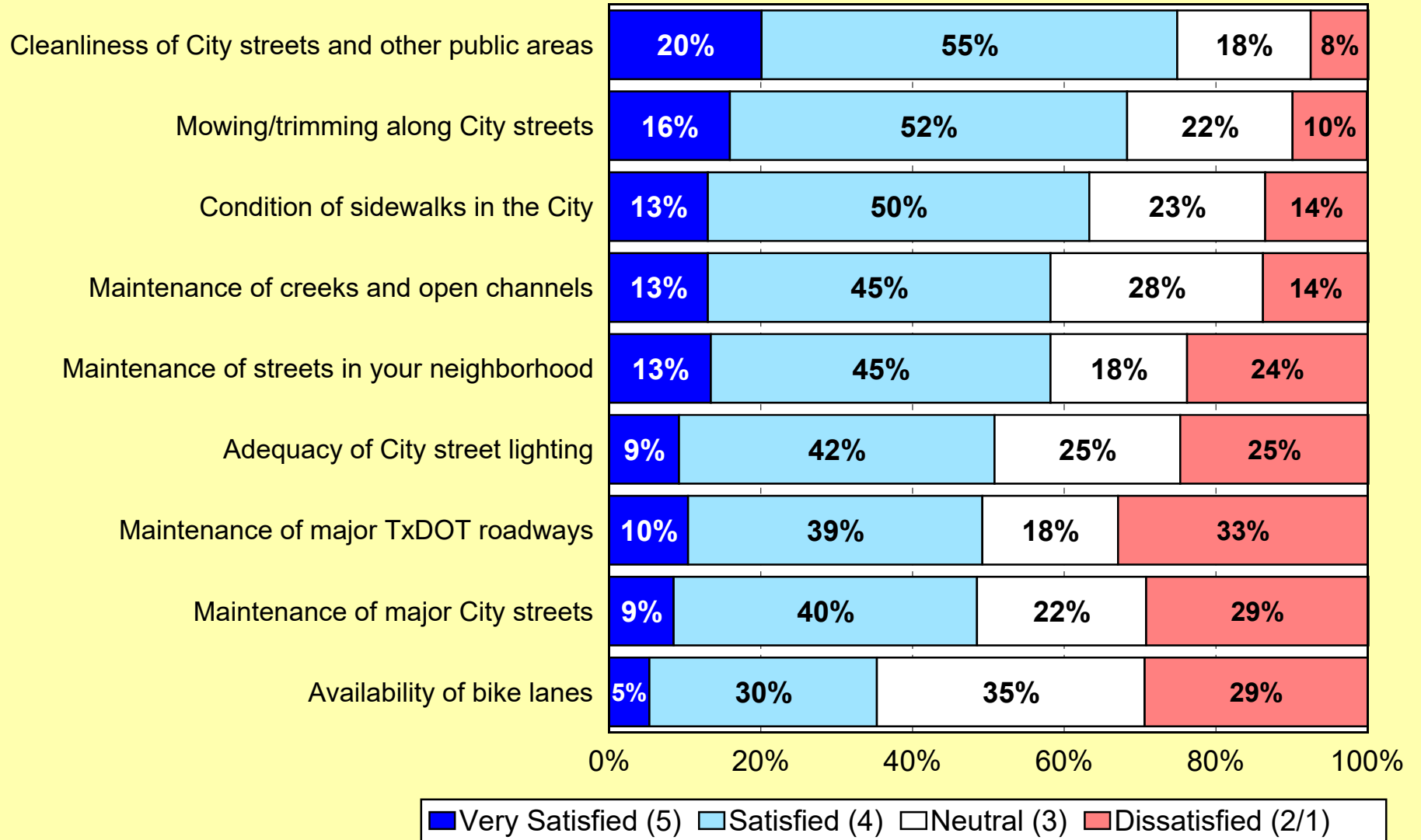
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2019)

Q9. Satisfaction with Public Works Services

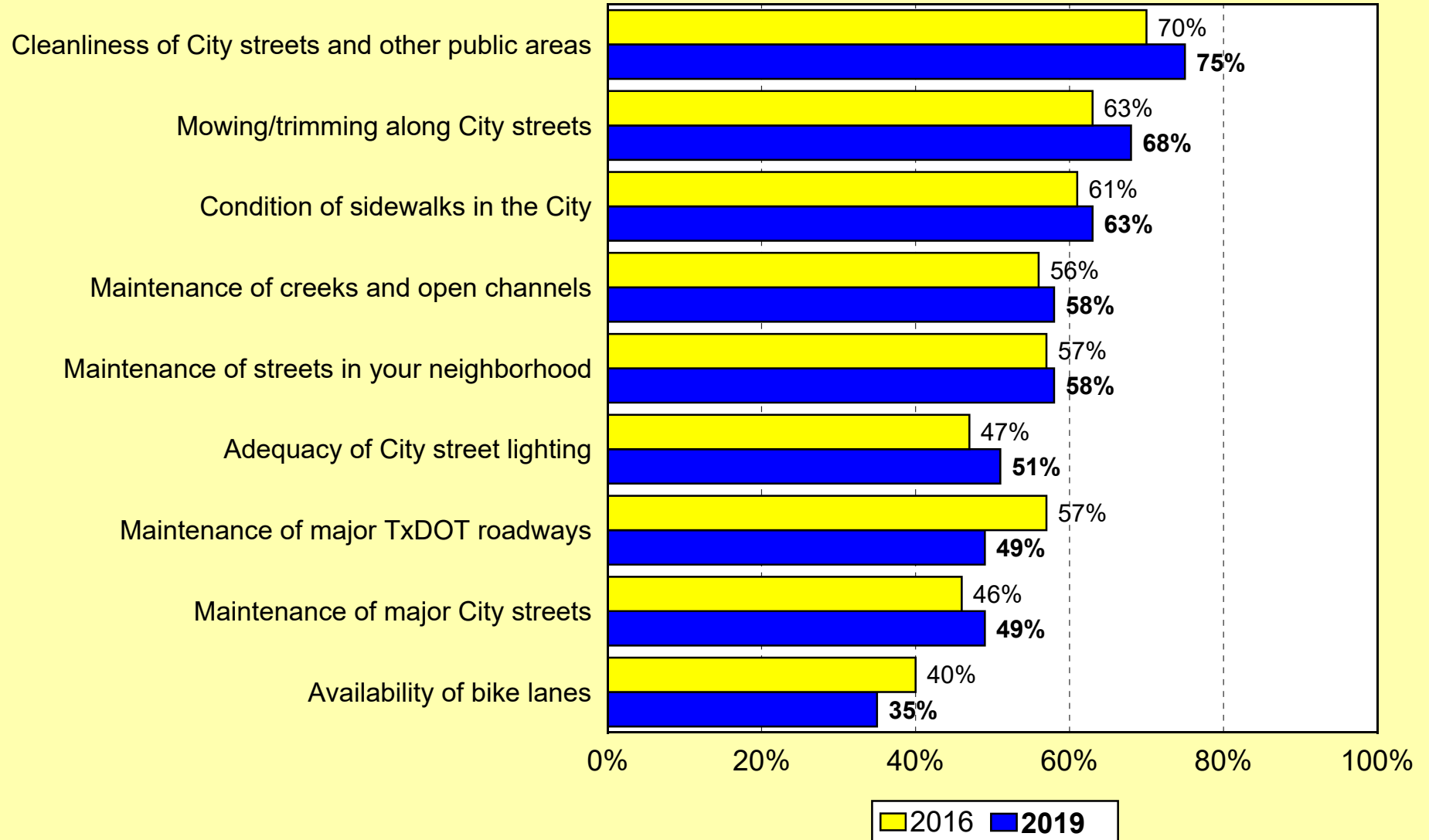
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

TRENDS: Satisfaction with Public Works Services 2016 vs. 2019

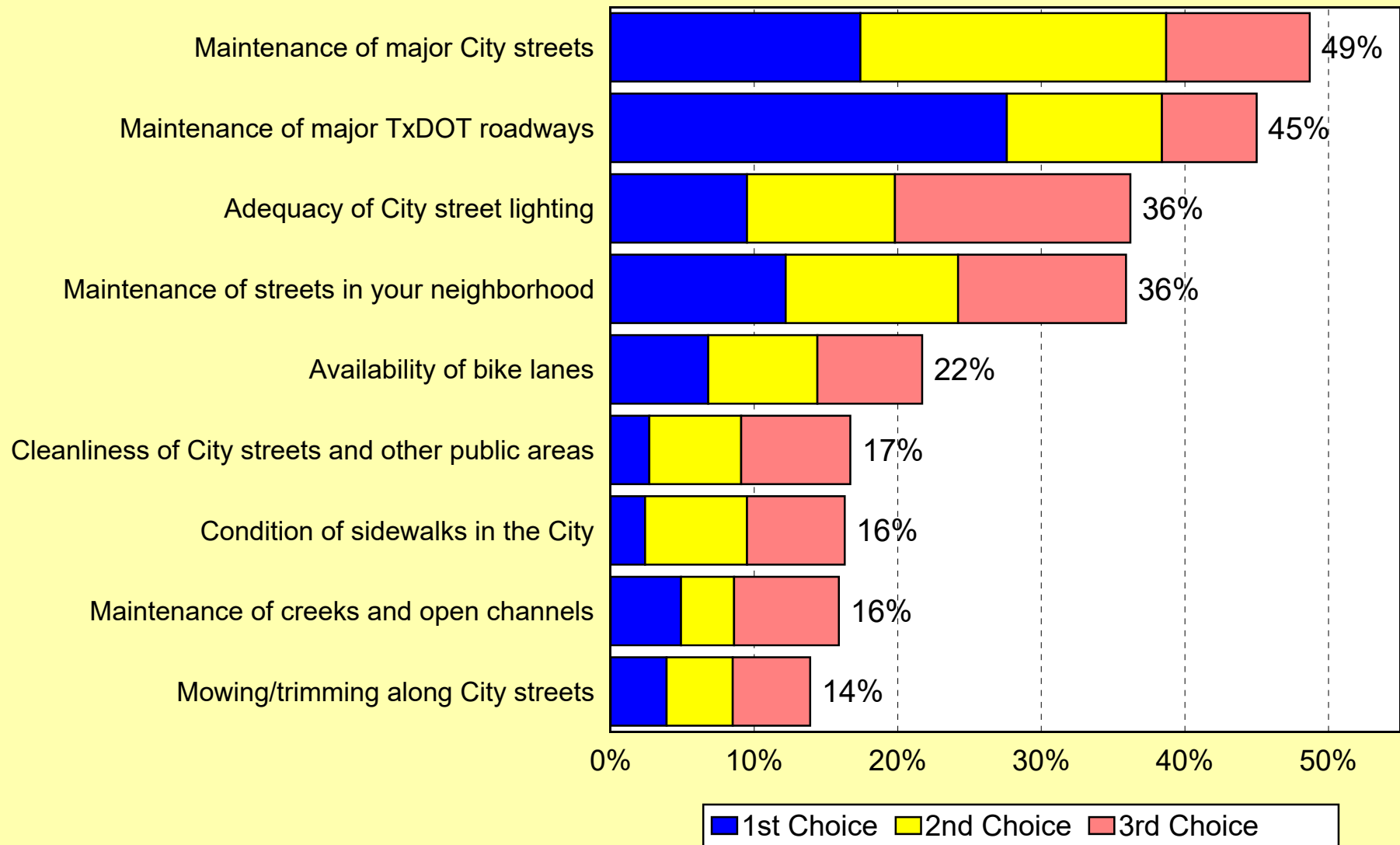
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

Q10. Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

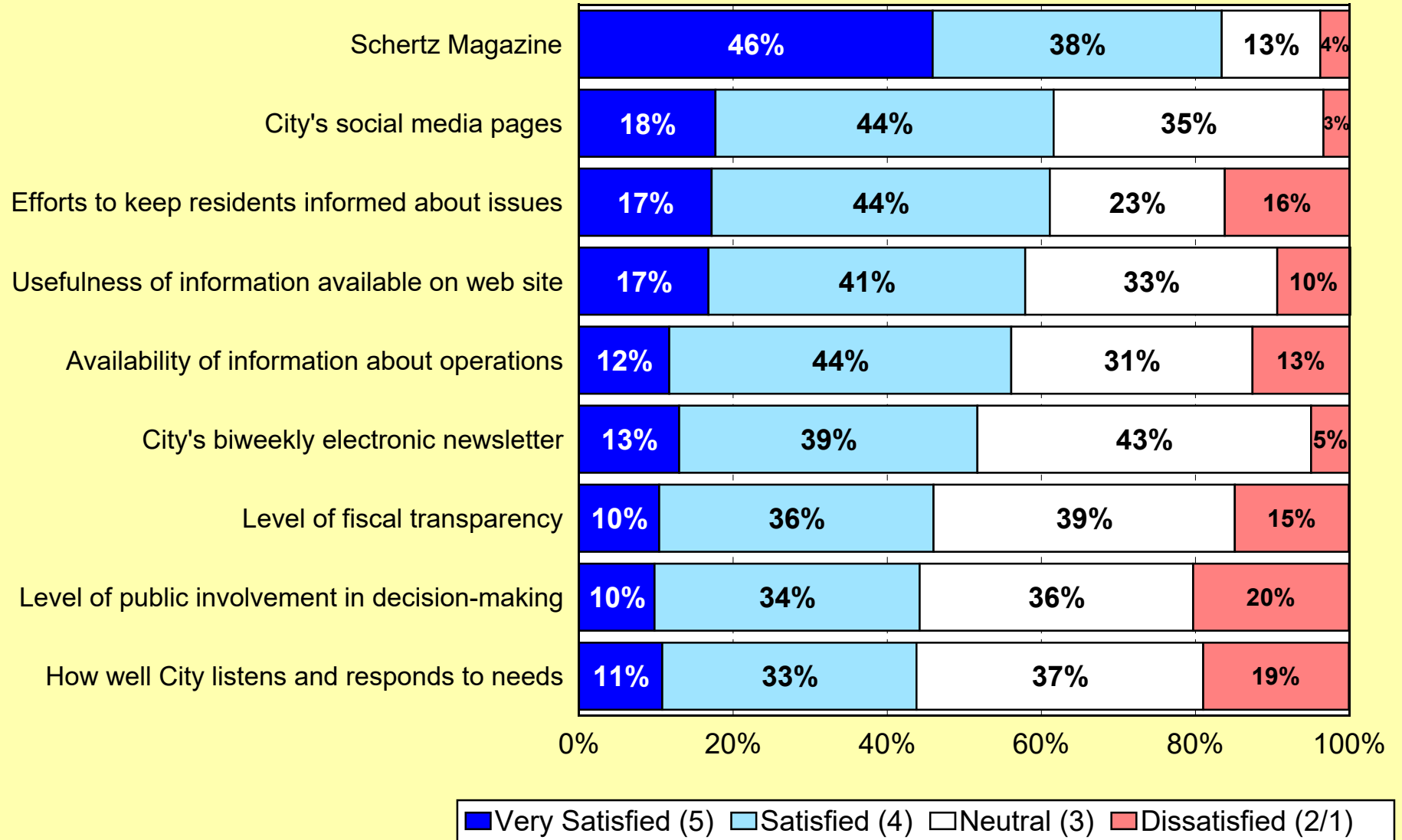
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

Q11. Satisfaction with Communication

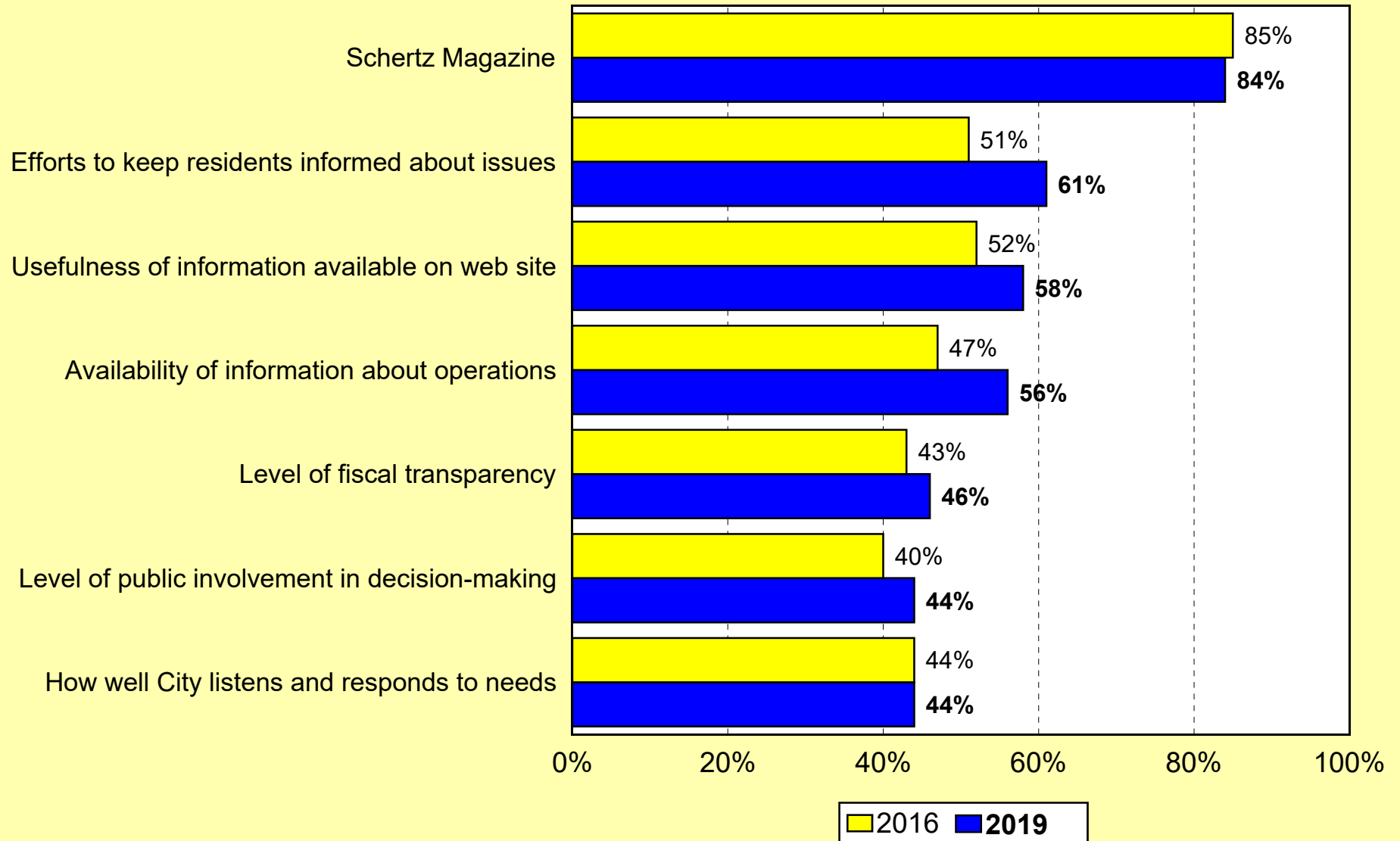
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

TRENDS: Satisfaction with Communication 2016 vs. 2019

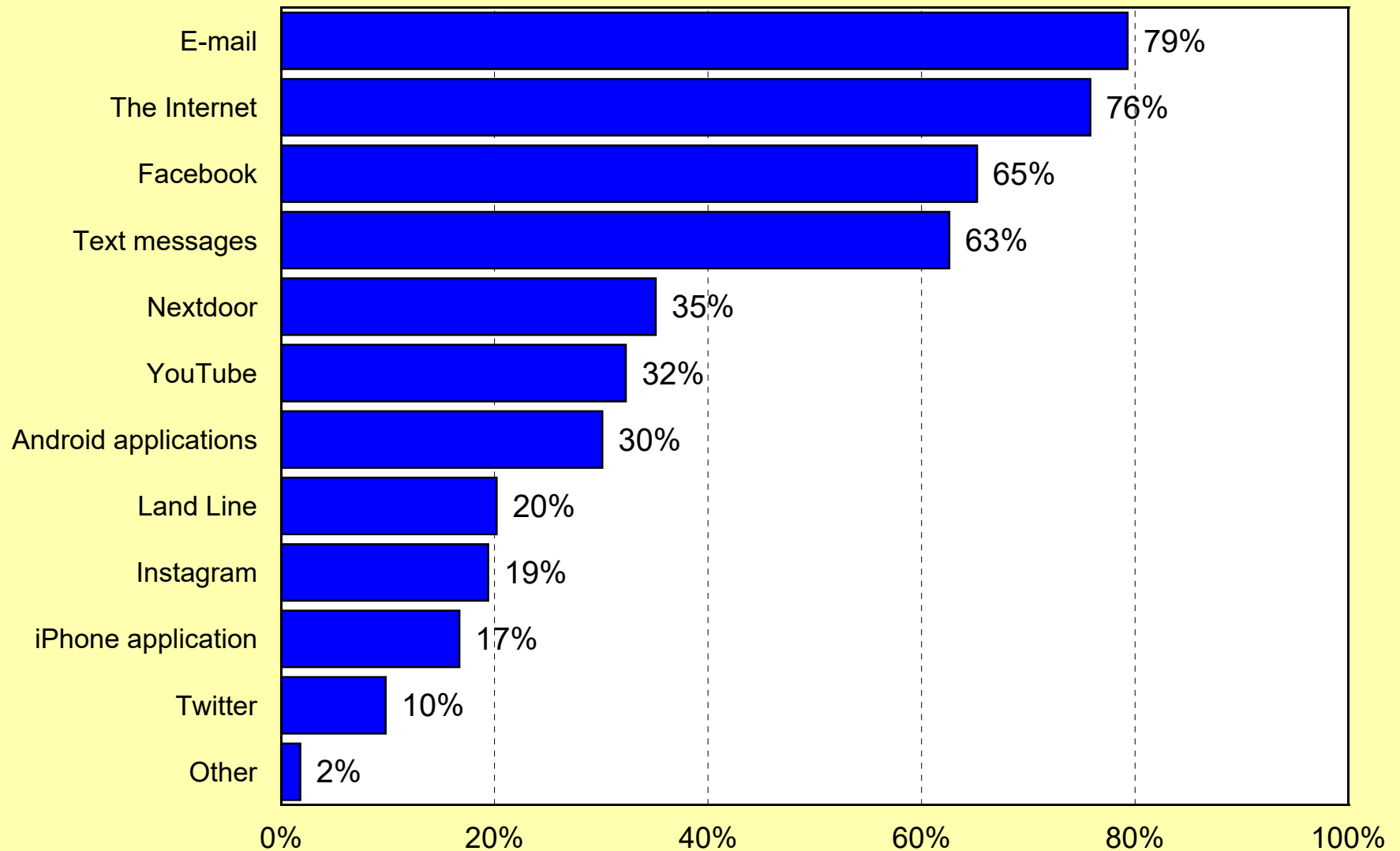
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

Q12. Which of the following electronic sources of information are you currently using?

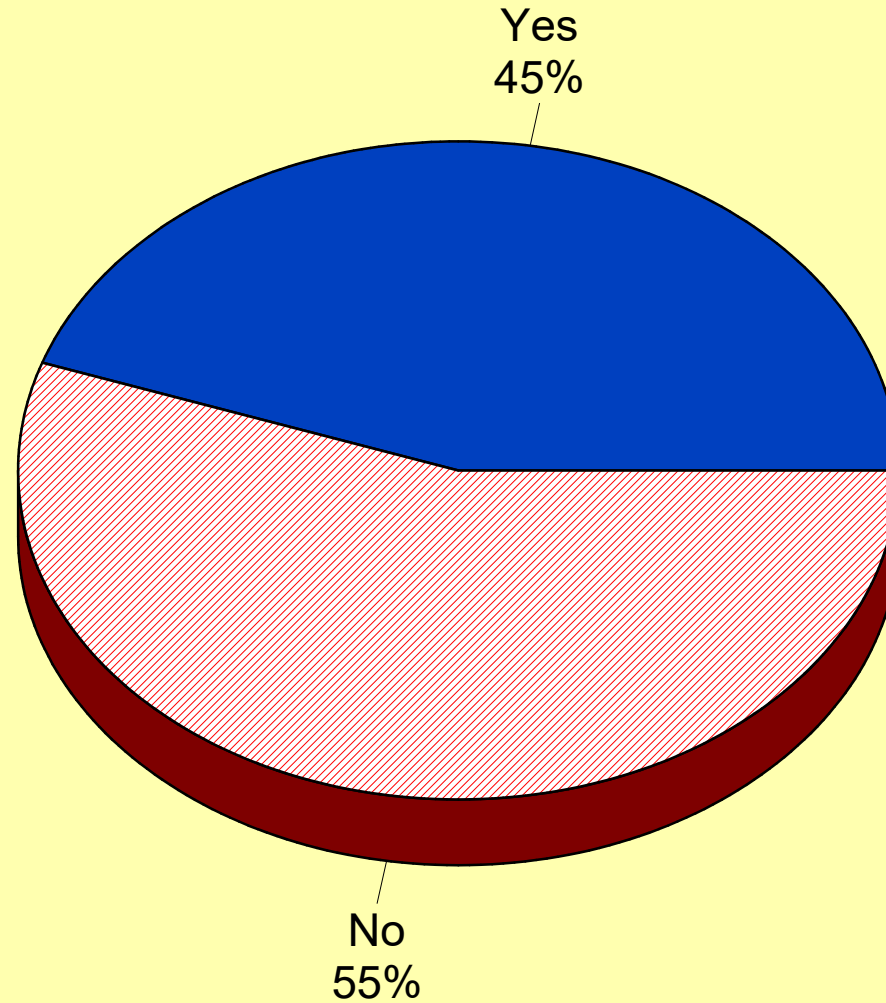
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q12a. Do you follow any of the City's accounts on social media outlets?

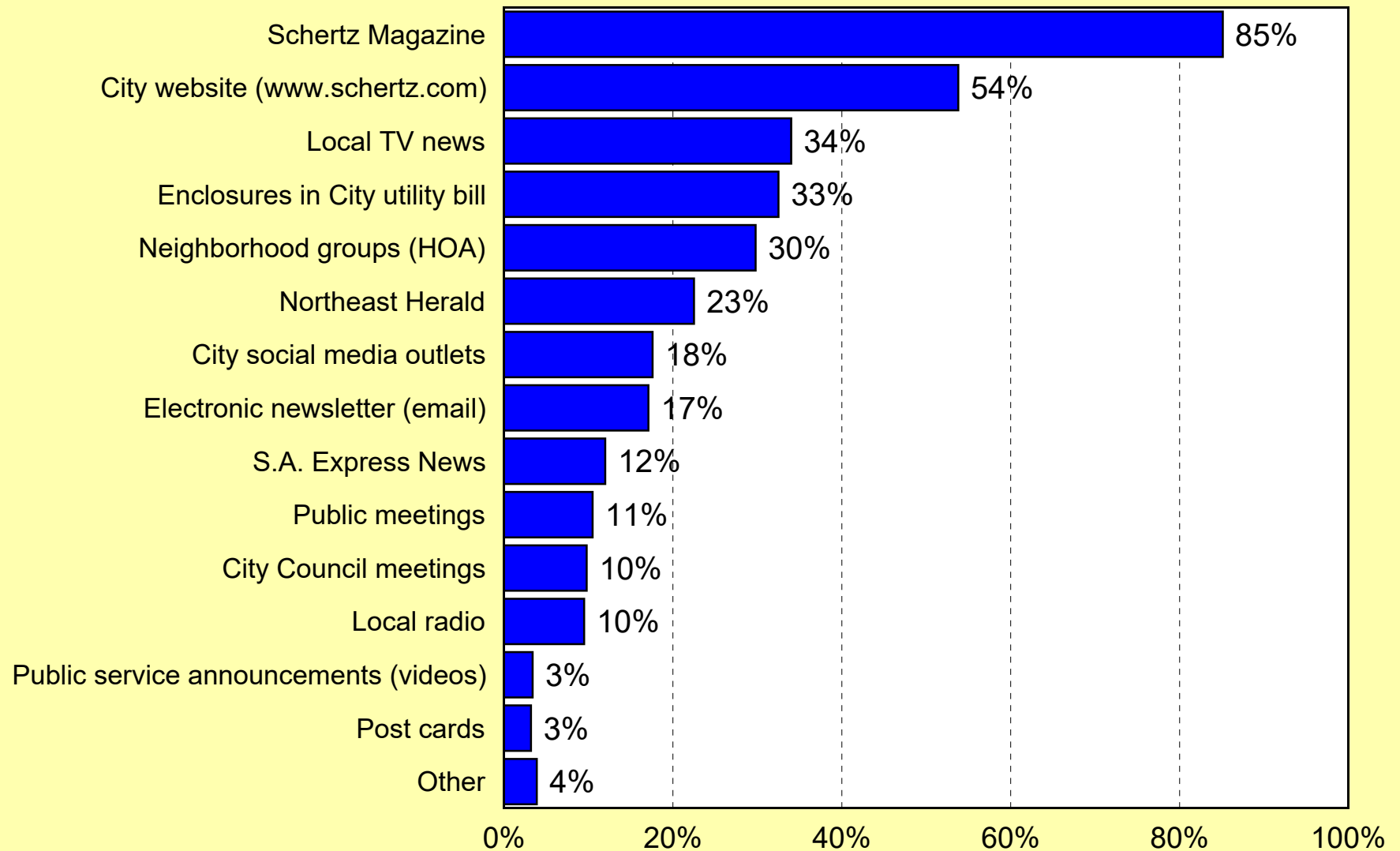
by percentage of respondents who answered "Facebook," "Twitter," "YouTube" or "Instagram" on Question 12
(excluding "not provided")



Source: ETC Institute (2019)

Q13. From which of the following sources do you currently get information about the City of Schertz?

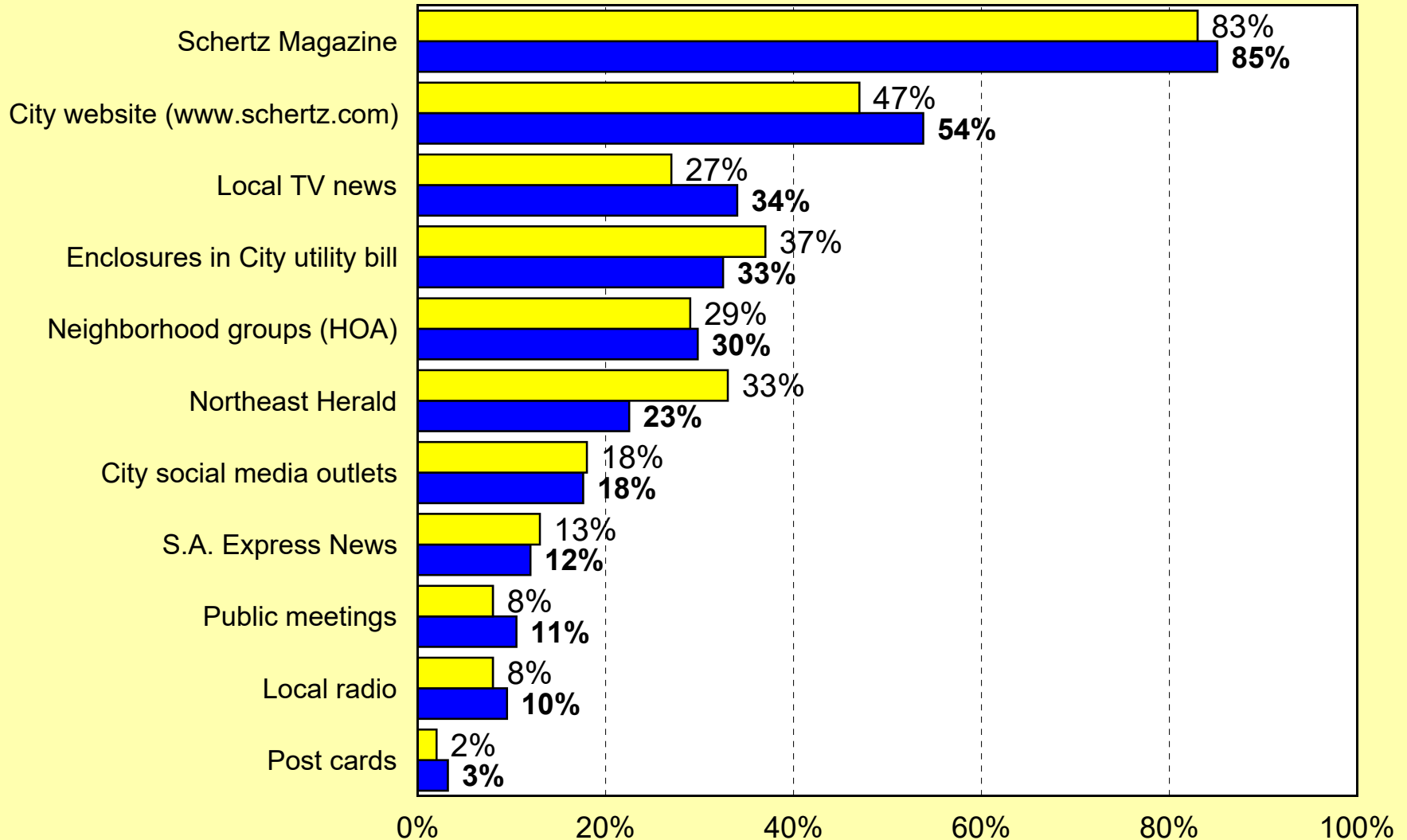
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

TRENDS: From which of the following sources do you currently get information about the City of Schertz? 2016 vs. 2019

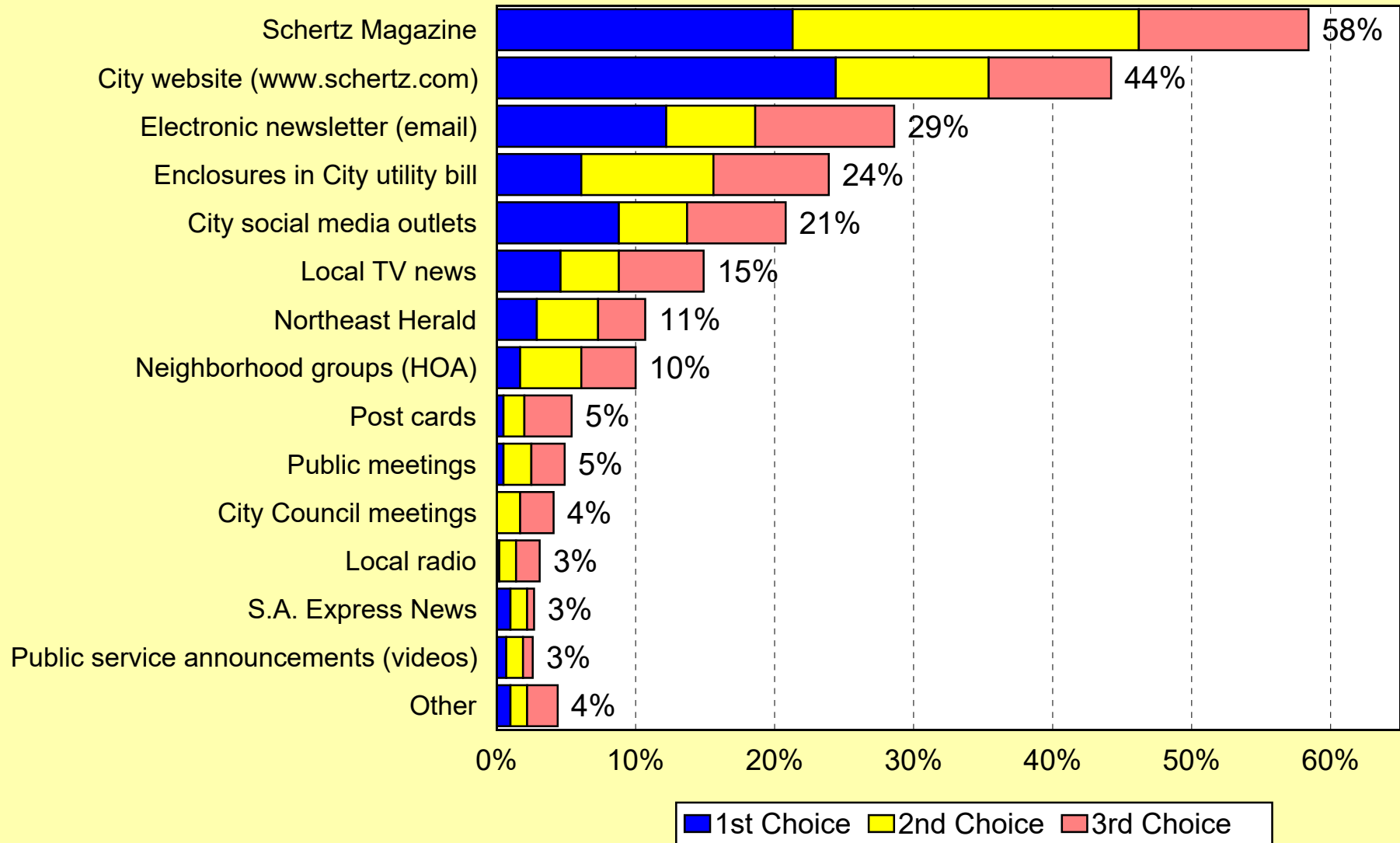
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q14. Sources From Which Residents Would Most Prefer to Get Information About the City

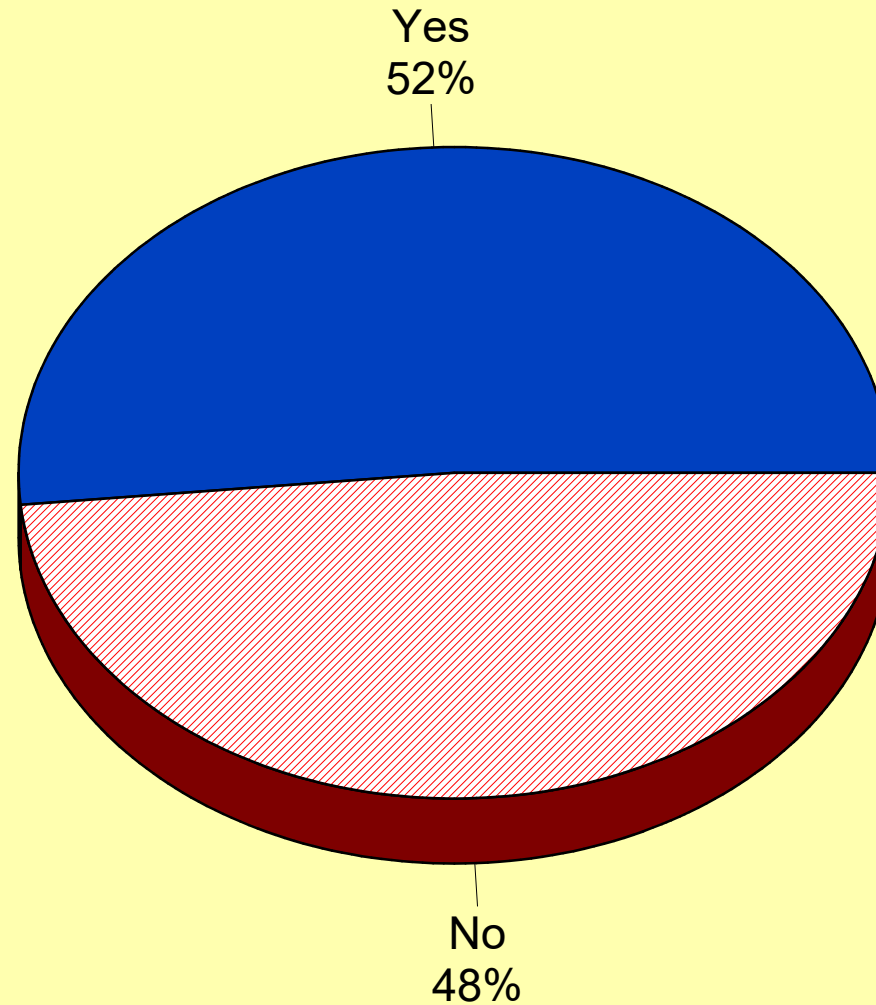
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

Q15. Have you contacted the City of Schertz during the past year?

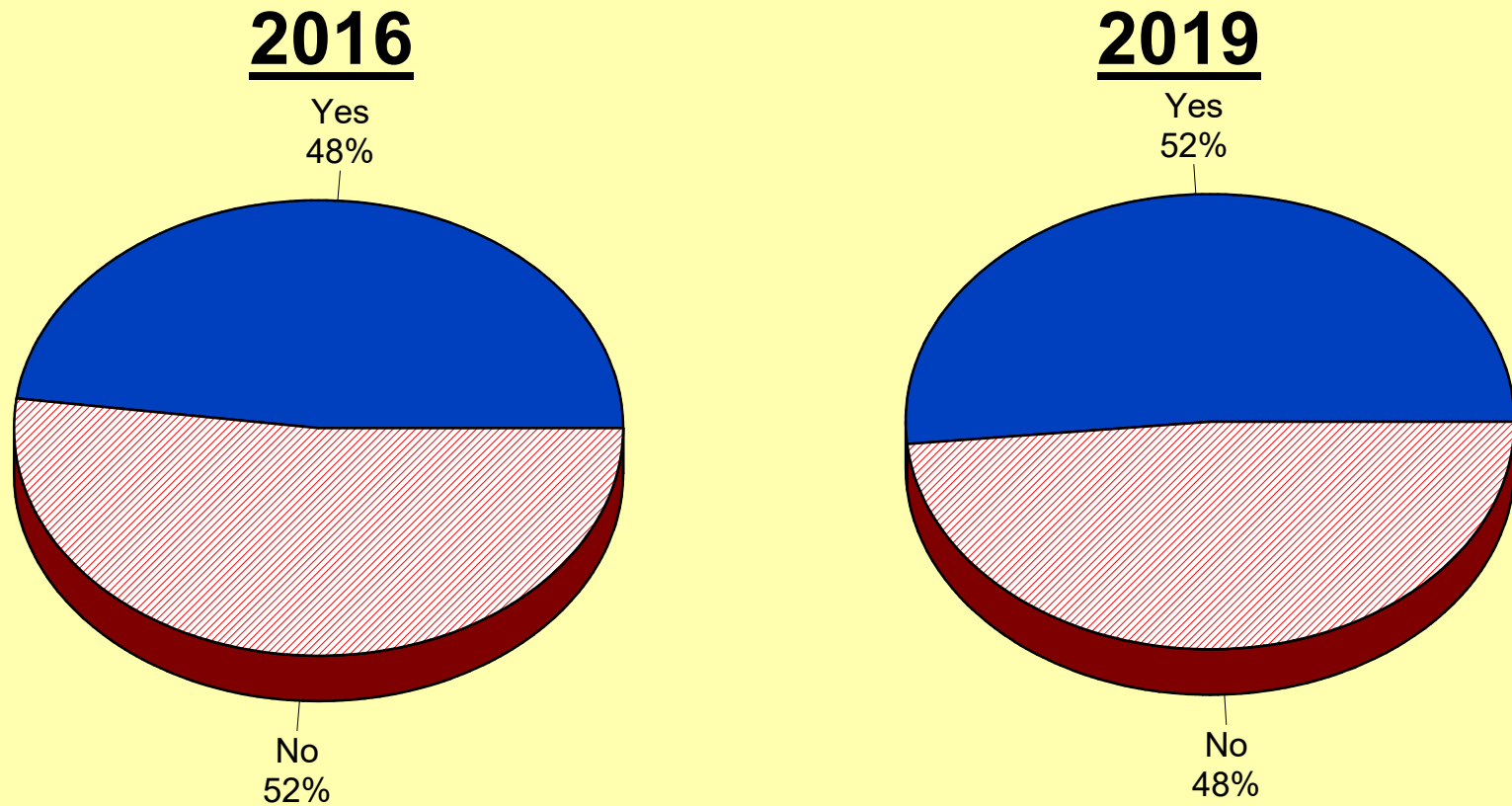
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

TRENDS: Have you contacted the City of Schertz during the past year? 2016 vs. 2019

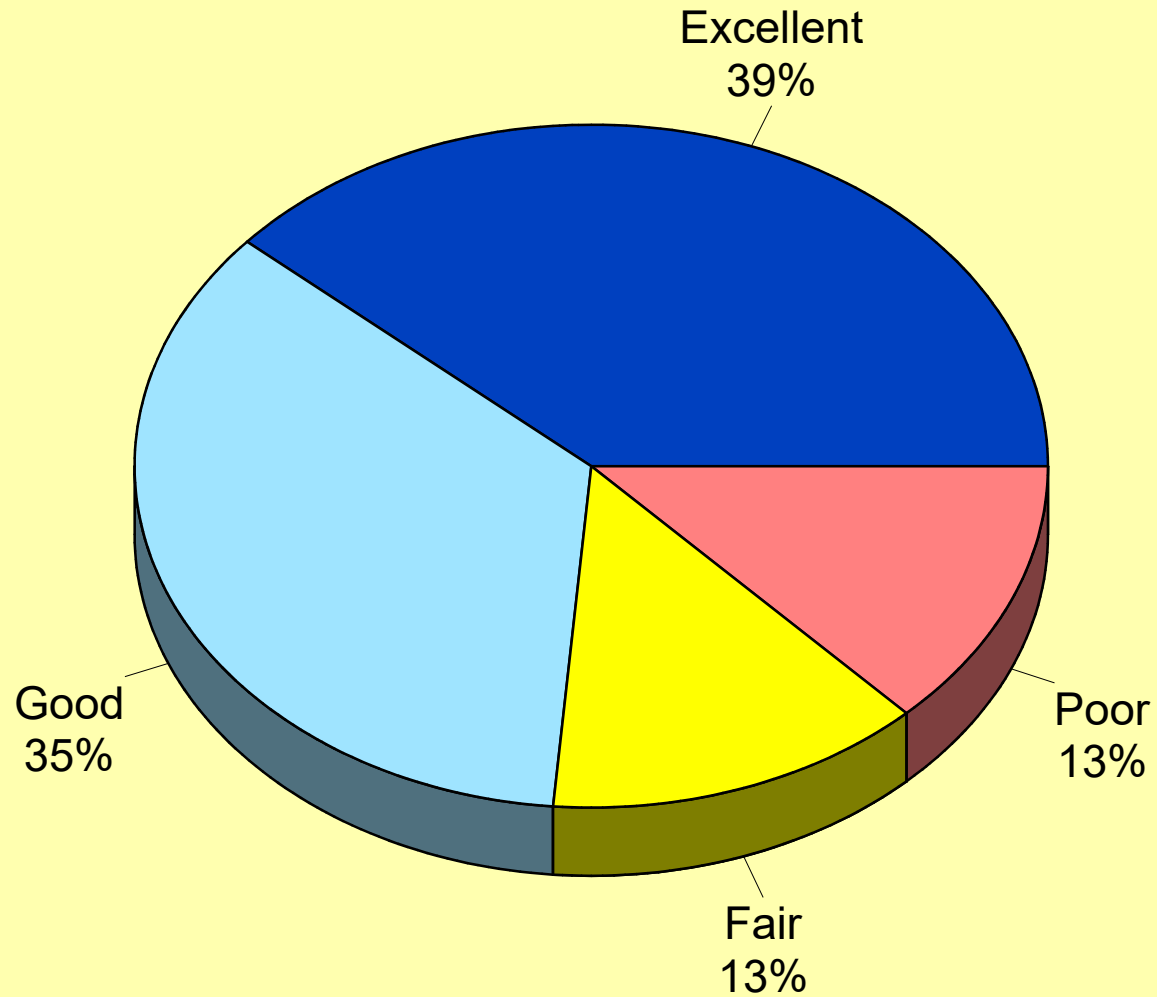
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

Q15a. How would you describe the service you received?

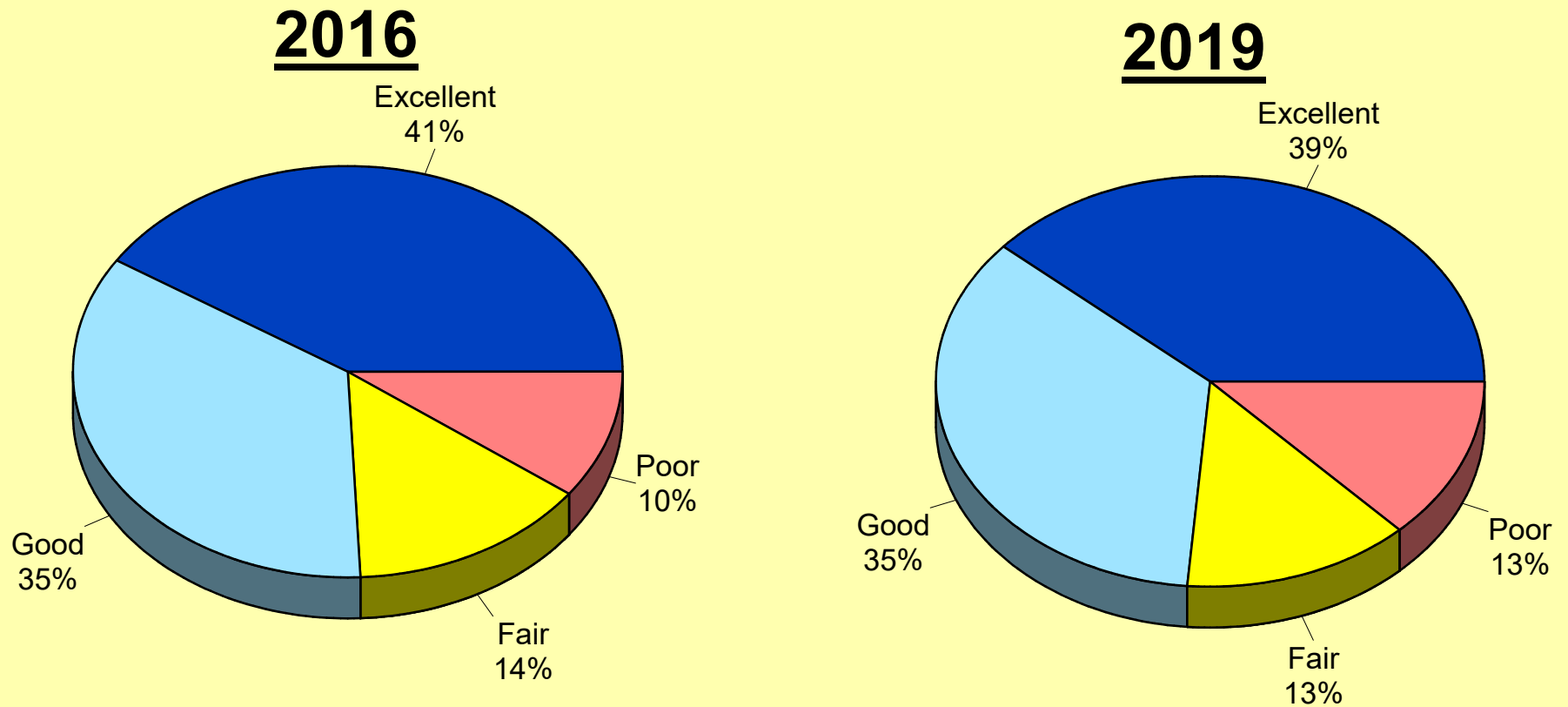
by percentage of respondents who had contacted the City during the past year (excluding don't knows)



Source: ETC Institute (2019)

TRENDS: How would you describe the service you received? 2016 vs. 2019

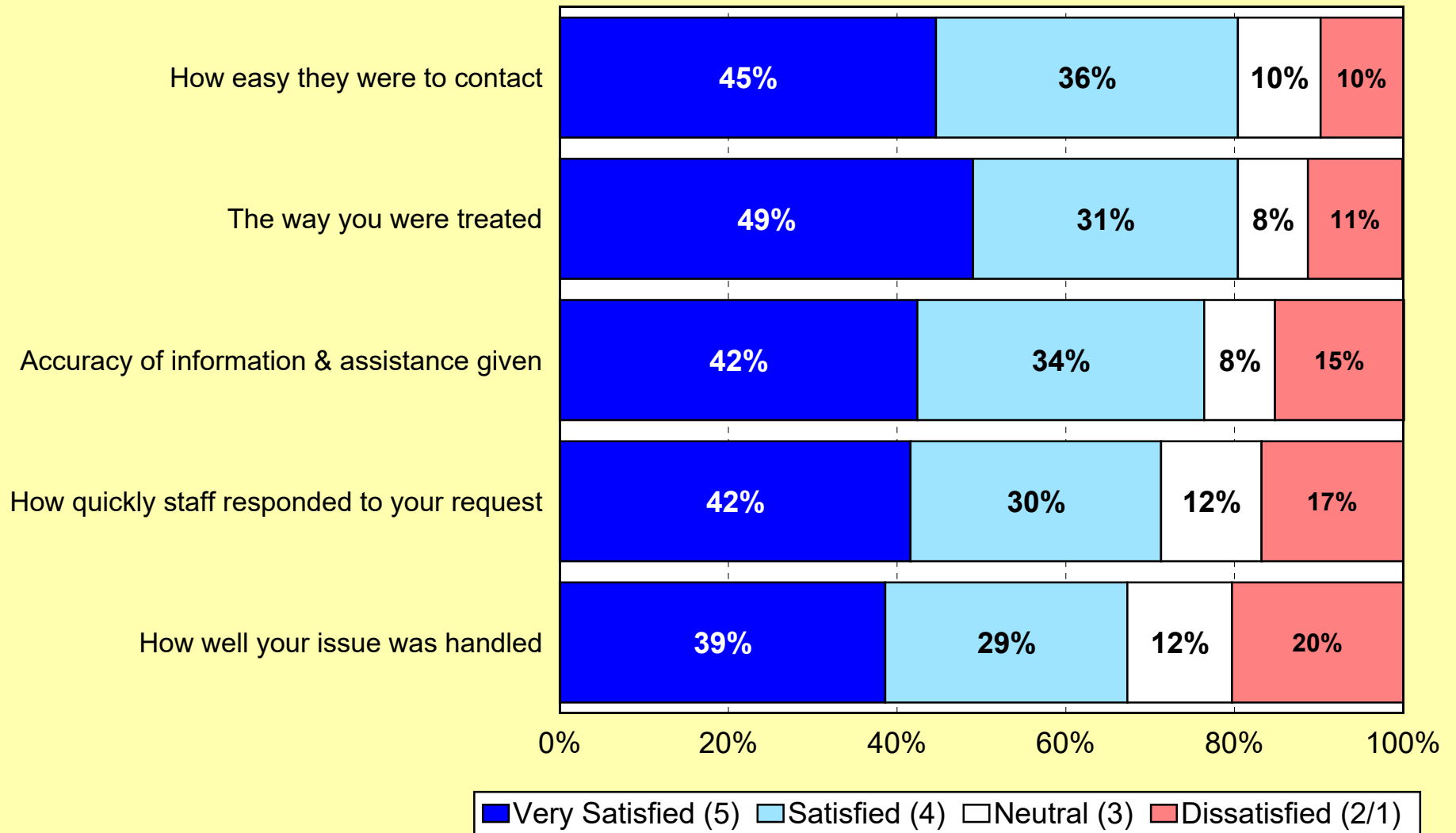
by percentage of respondents who had contacted the City during the past year (excluding don't knows)



Source: ETC Institute (2019)

Q15b. Satisfaction with City Employees in Department Contacted Most Recently

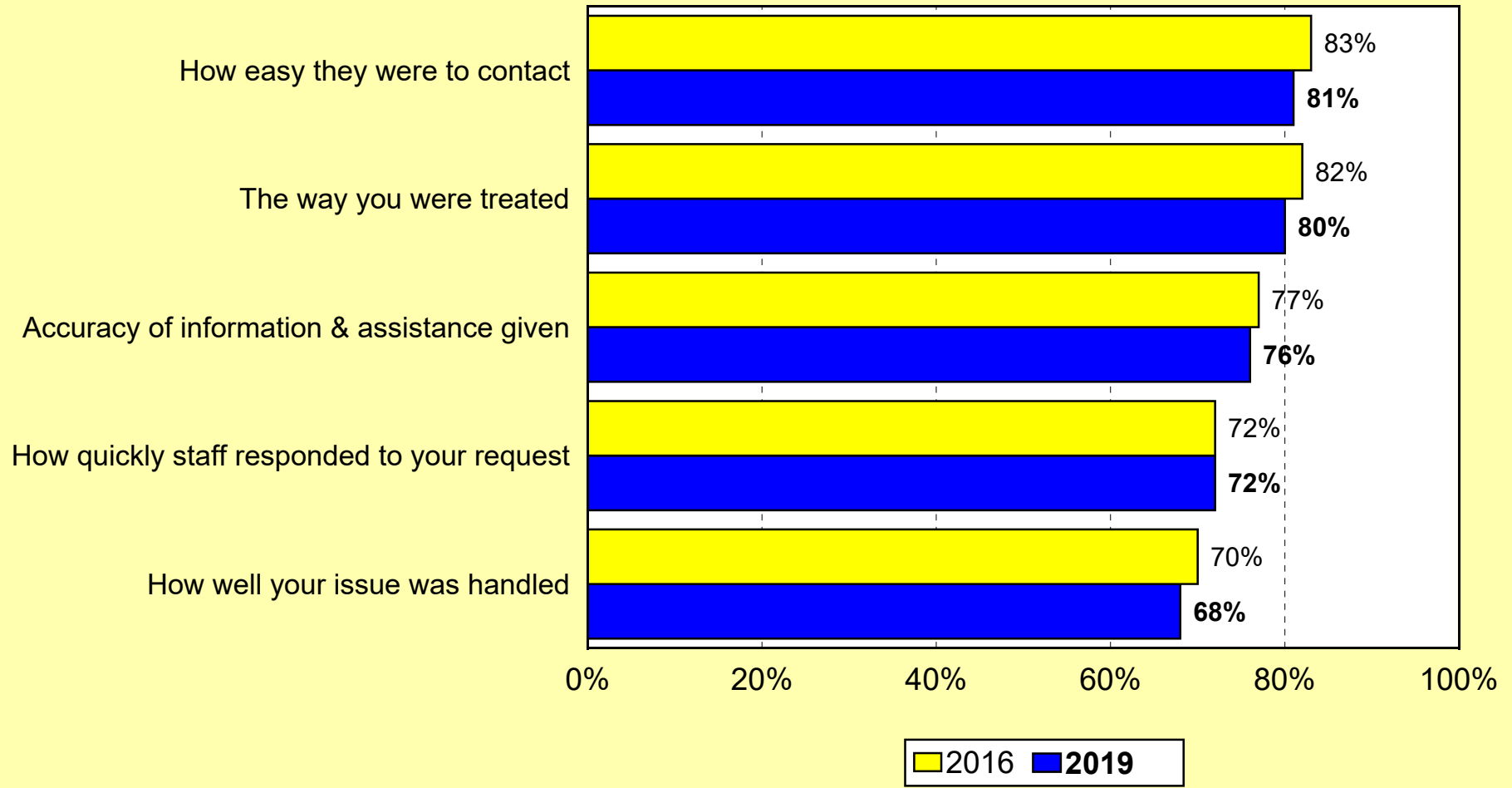
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

TRENDS: Satisfaction with City Employees in Department Contacted Most Recently 2016 vs. 2019

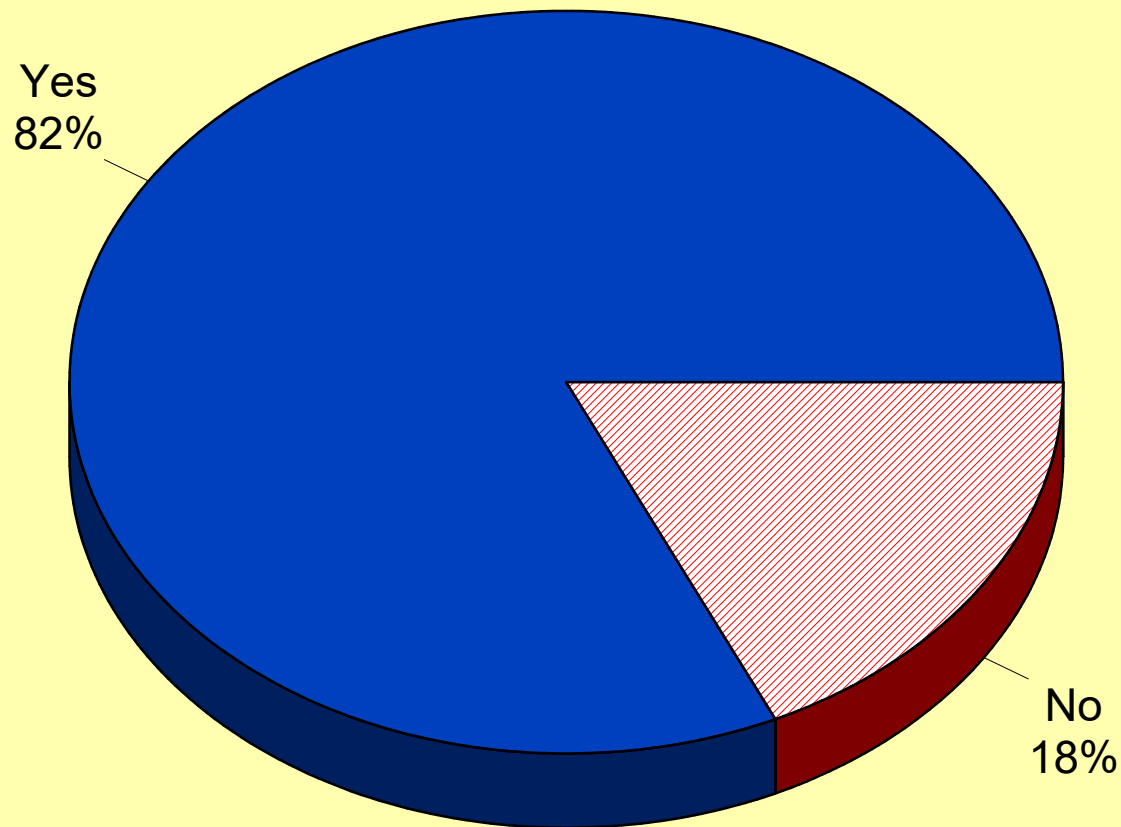
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

Q16. Do you know the City has an Animal Adoption Center?

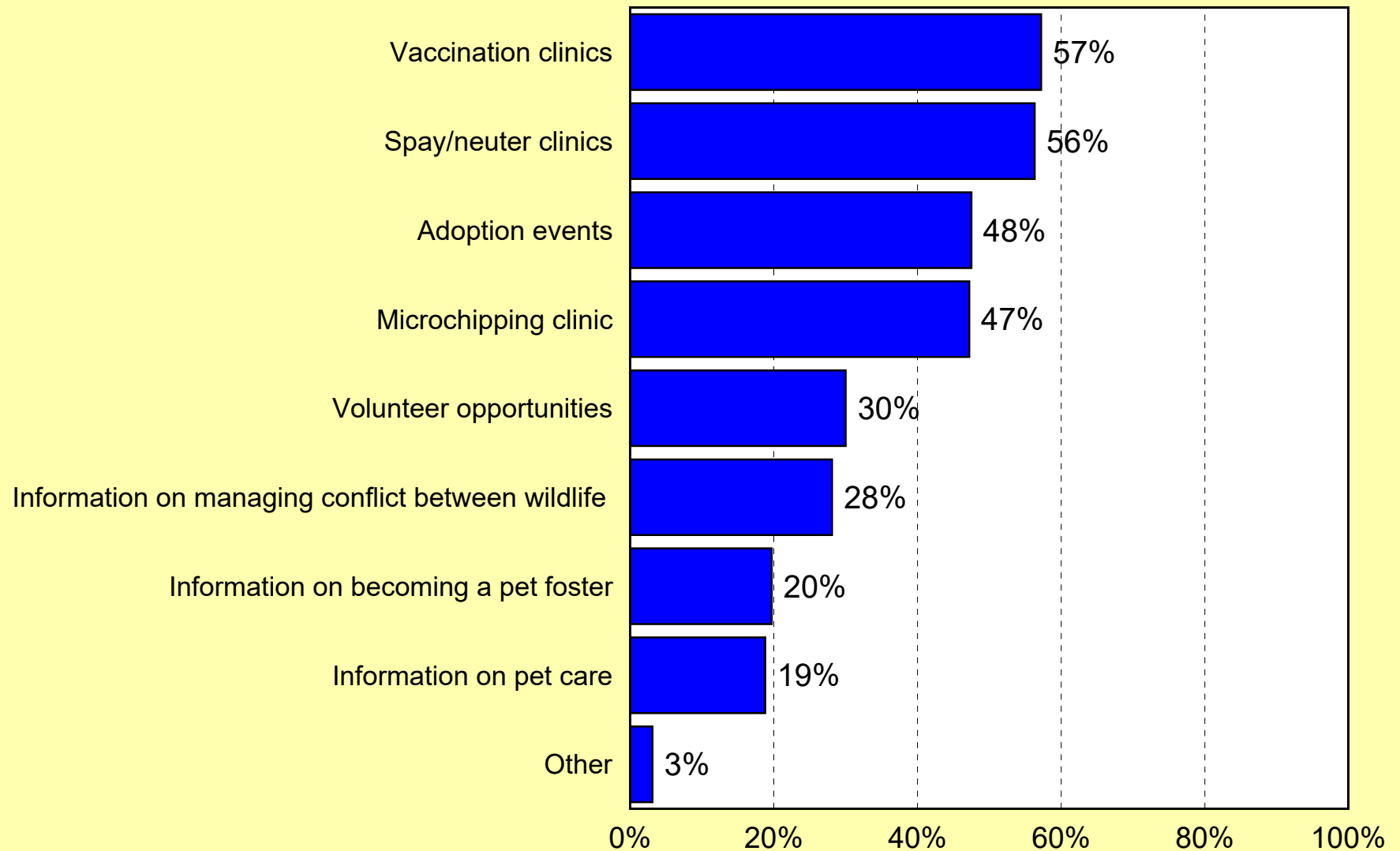
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

Q17. What services would you like to see the Animal Adoption Center provide/provide more of?

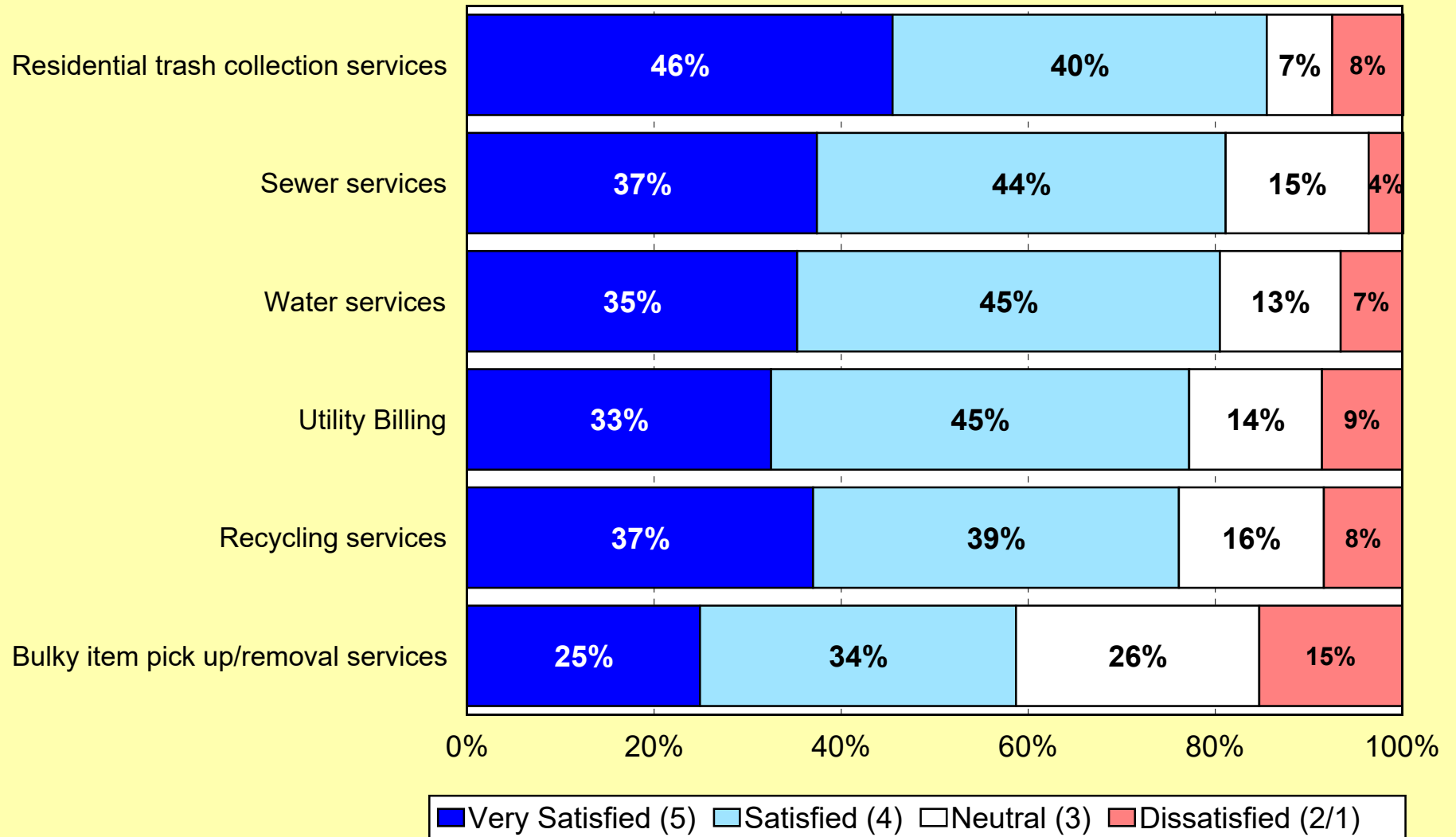
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q18. Satisfaction with Solid Waste/Utility Services

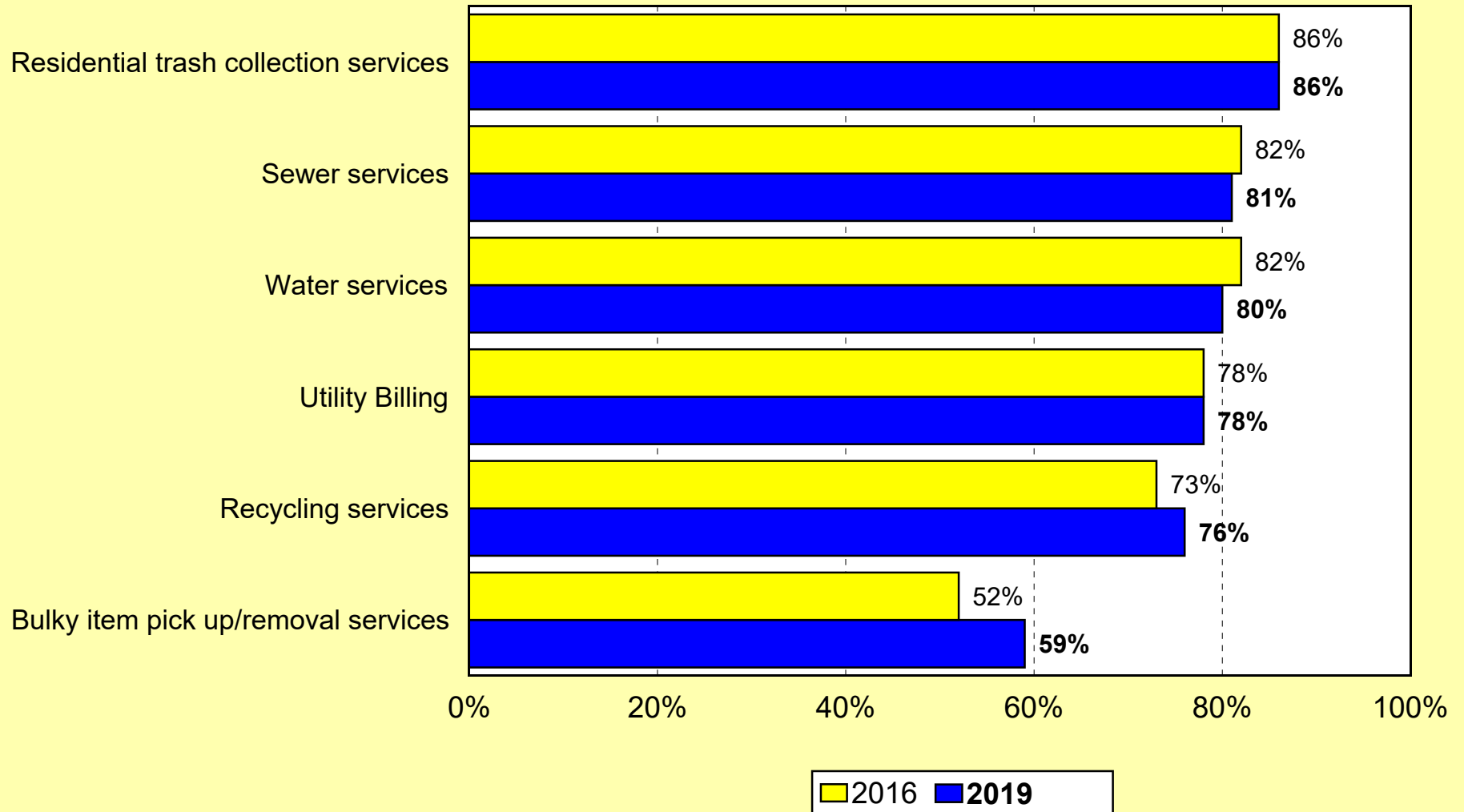
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

TRENDS: Satisfaction with Solid Waste/Utility Services 2016 vs. 2019

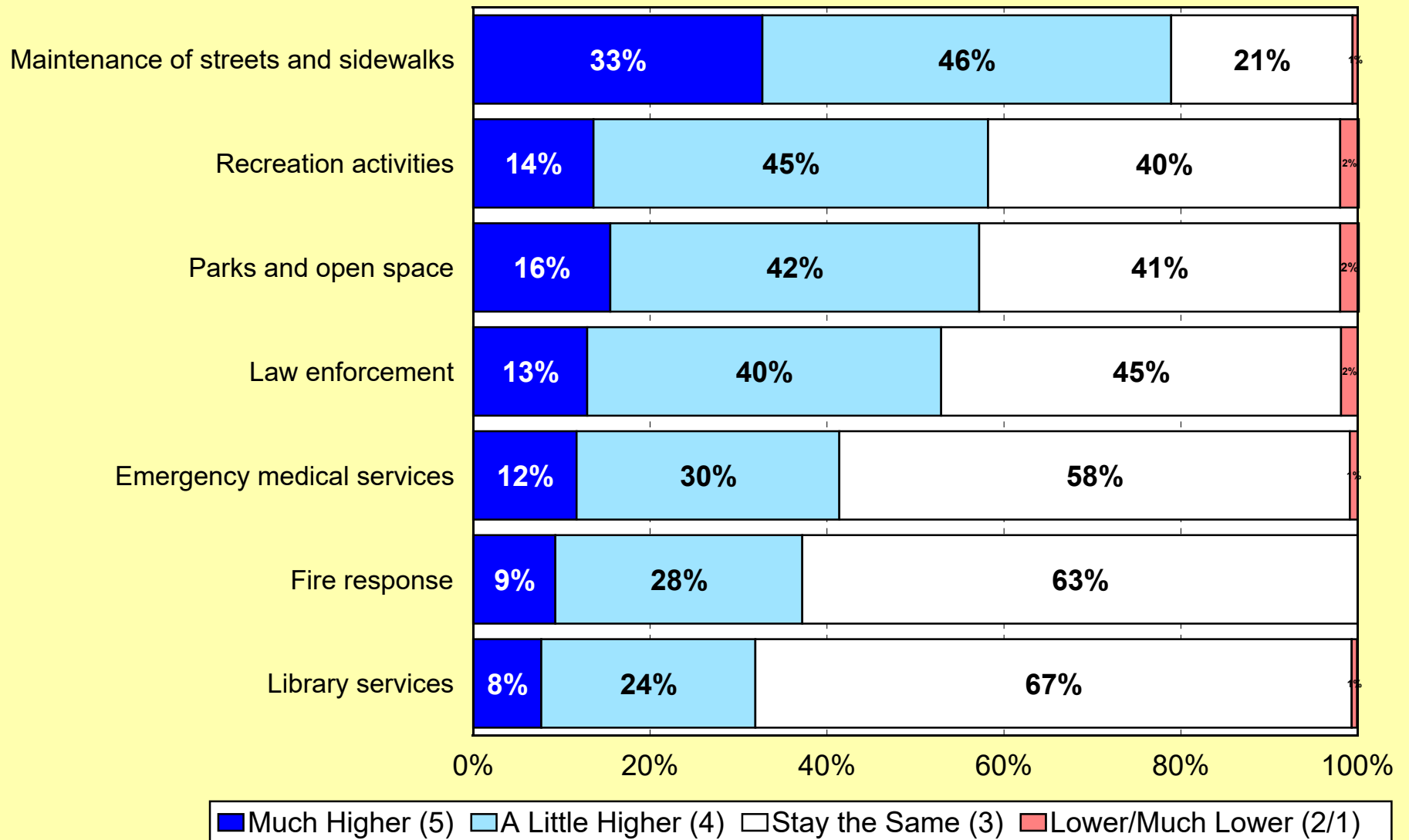
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

Q19. How Respondents Feel the Level of Various Services Meet Expectations

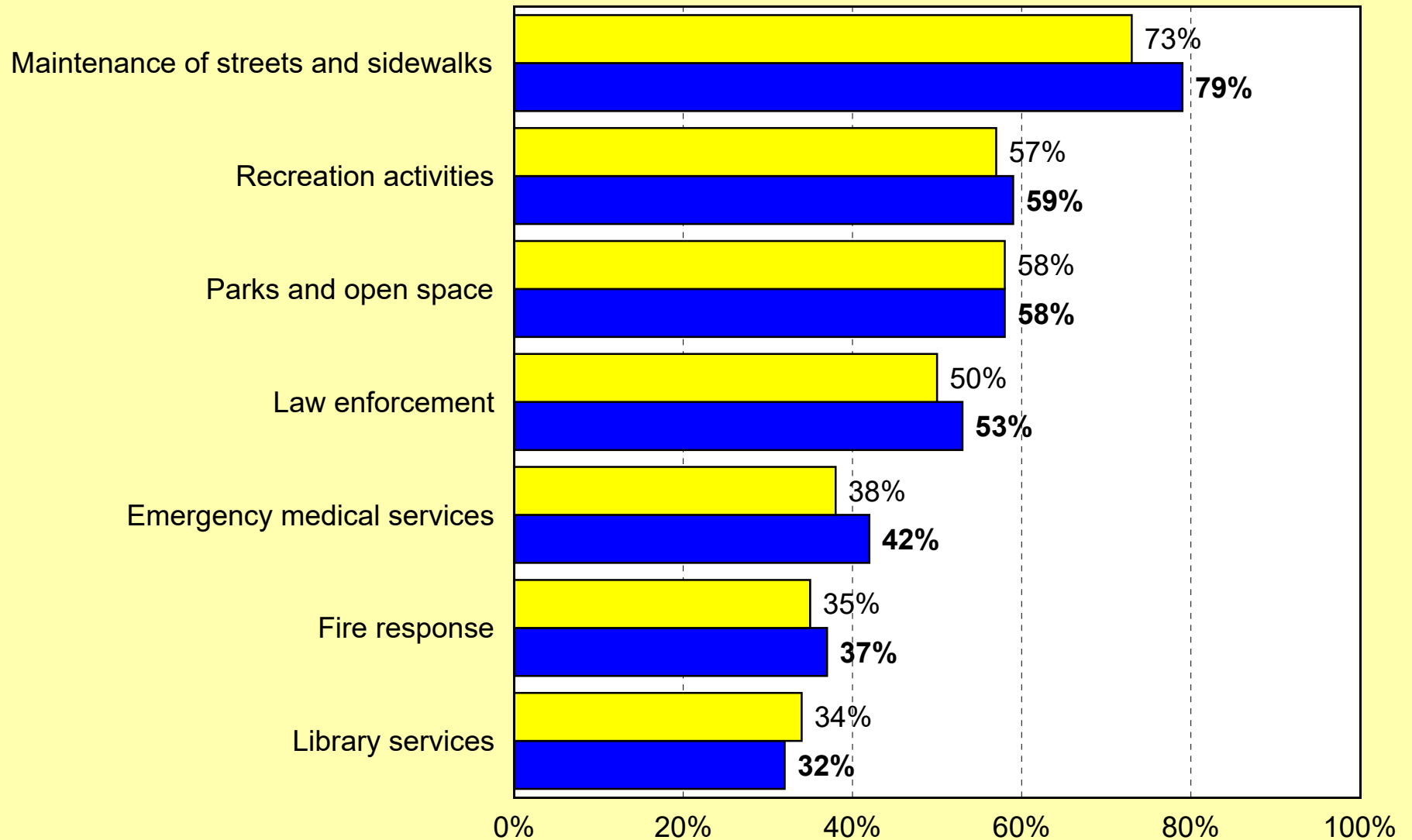
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

TRENDS: How Respondents Feel the Level of Various Services Meet Expectations - 2016 vs. 2019

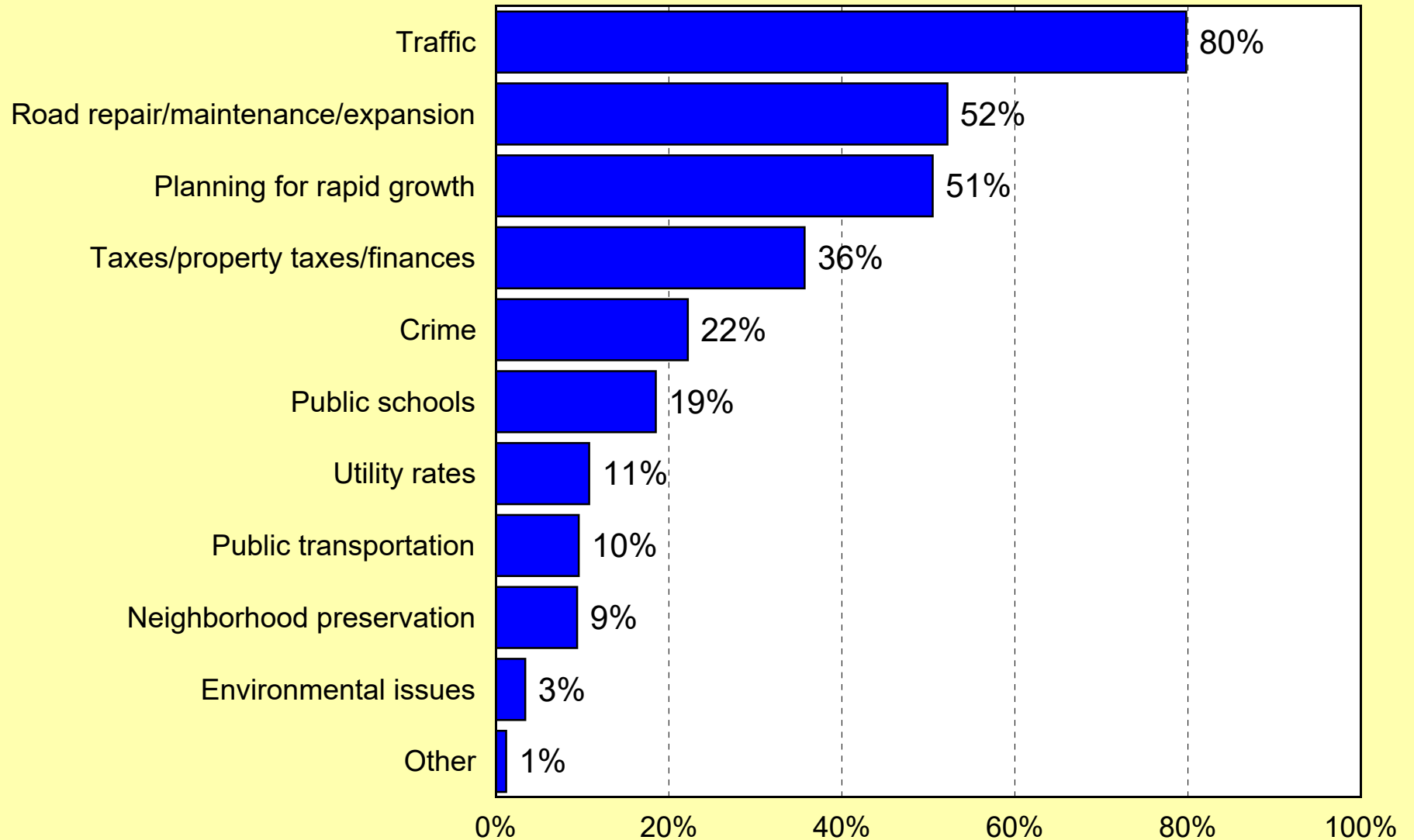
by percentage of respondents who felt the level of service should be “much higher” or “a little higher”



Source: ETC Institute (2019)

Q20. Biggest Issues Schertz Will Face Within the Next Five Years

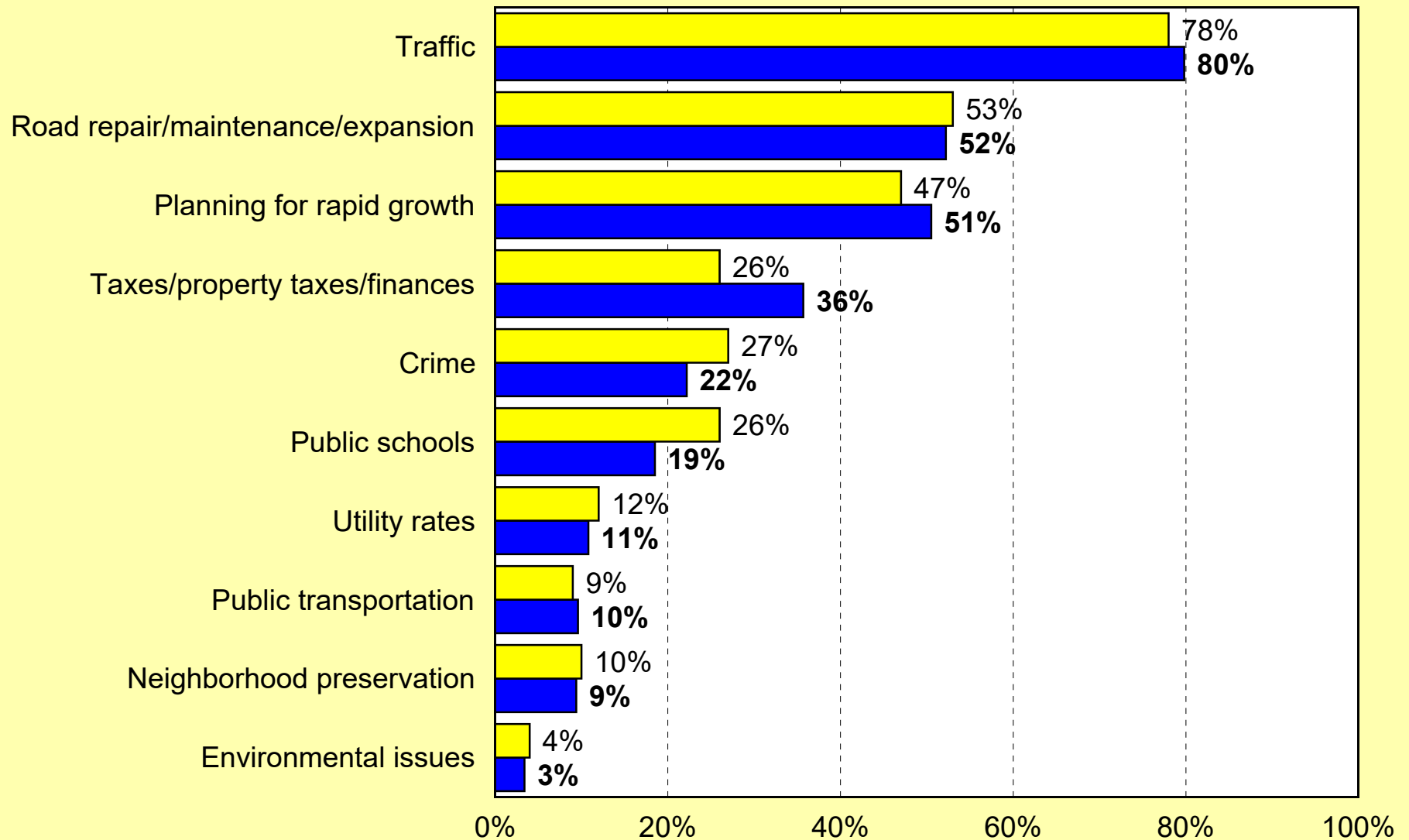
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

TRENDS: Biggest Issues Schertz Will Face Within the Next Five Years - 2016 vs. 2019

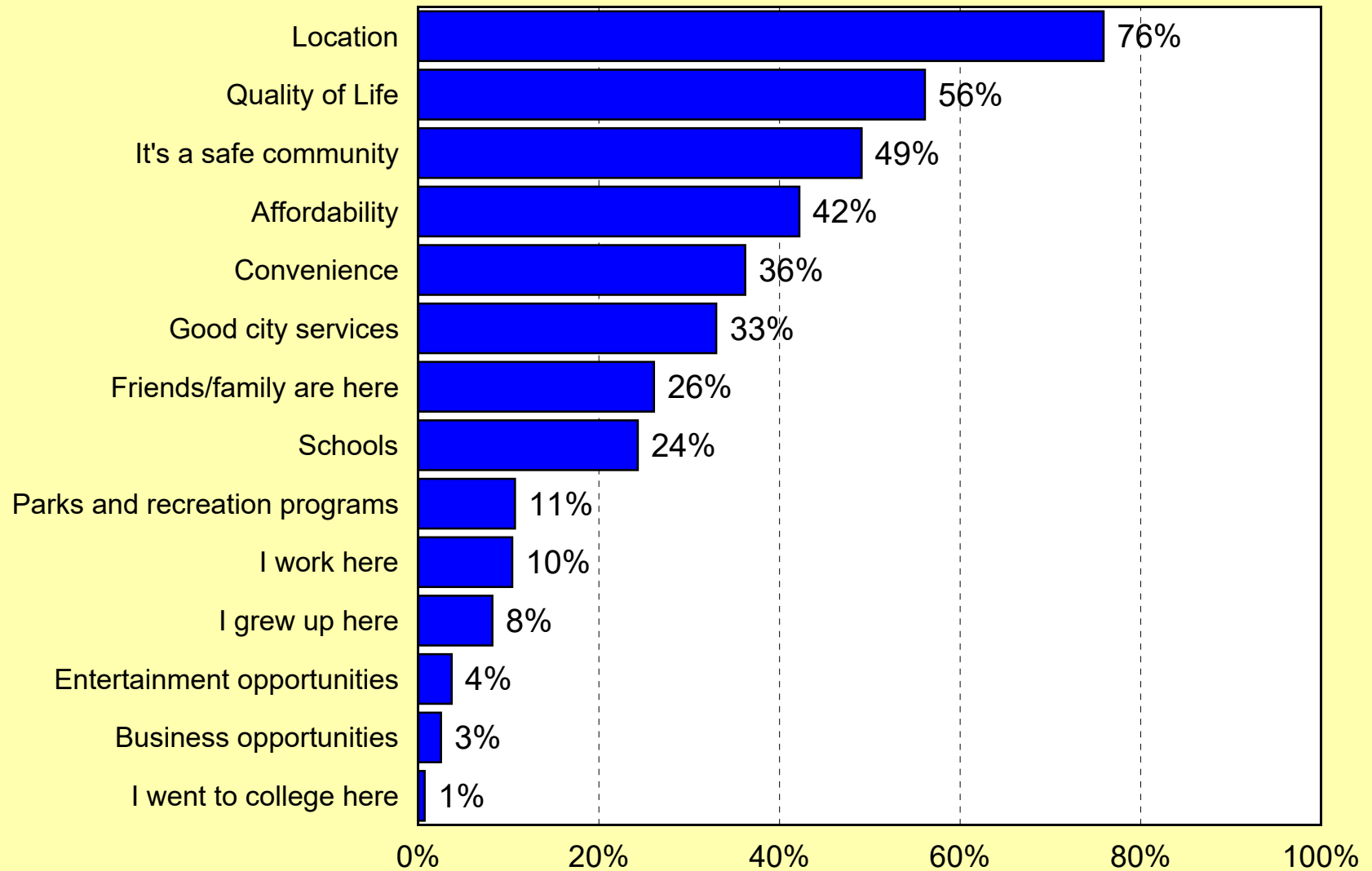
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

Q21. Primary Reasons Respondents Choose to Live in Schertz

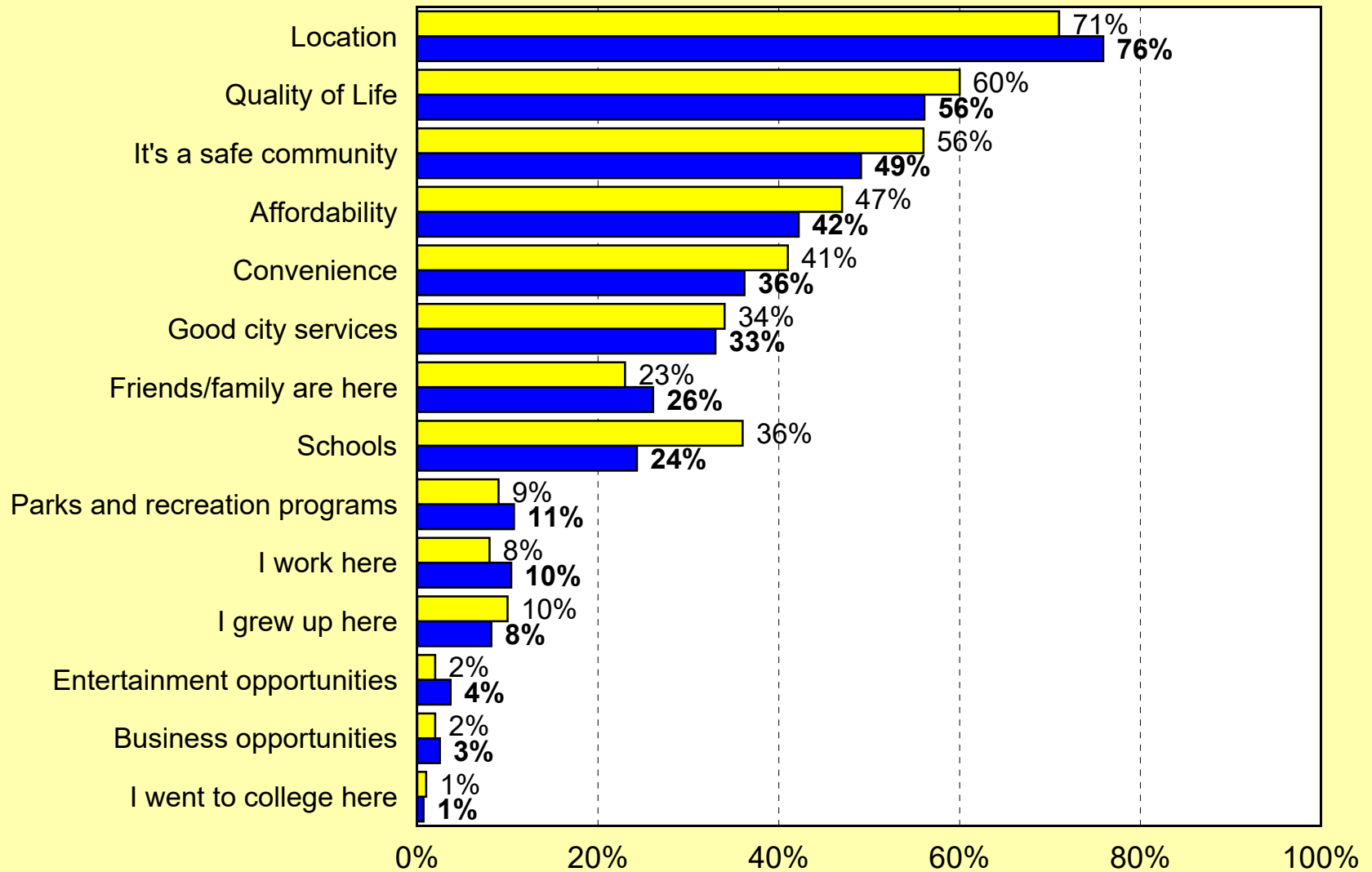
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

TRENDS: Primary Reasons Respondents Choose to Live in Schertz - 2016 vs. 2019

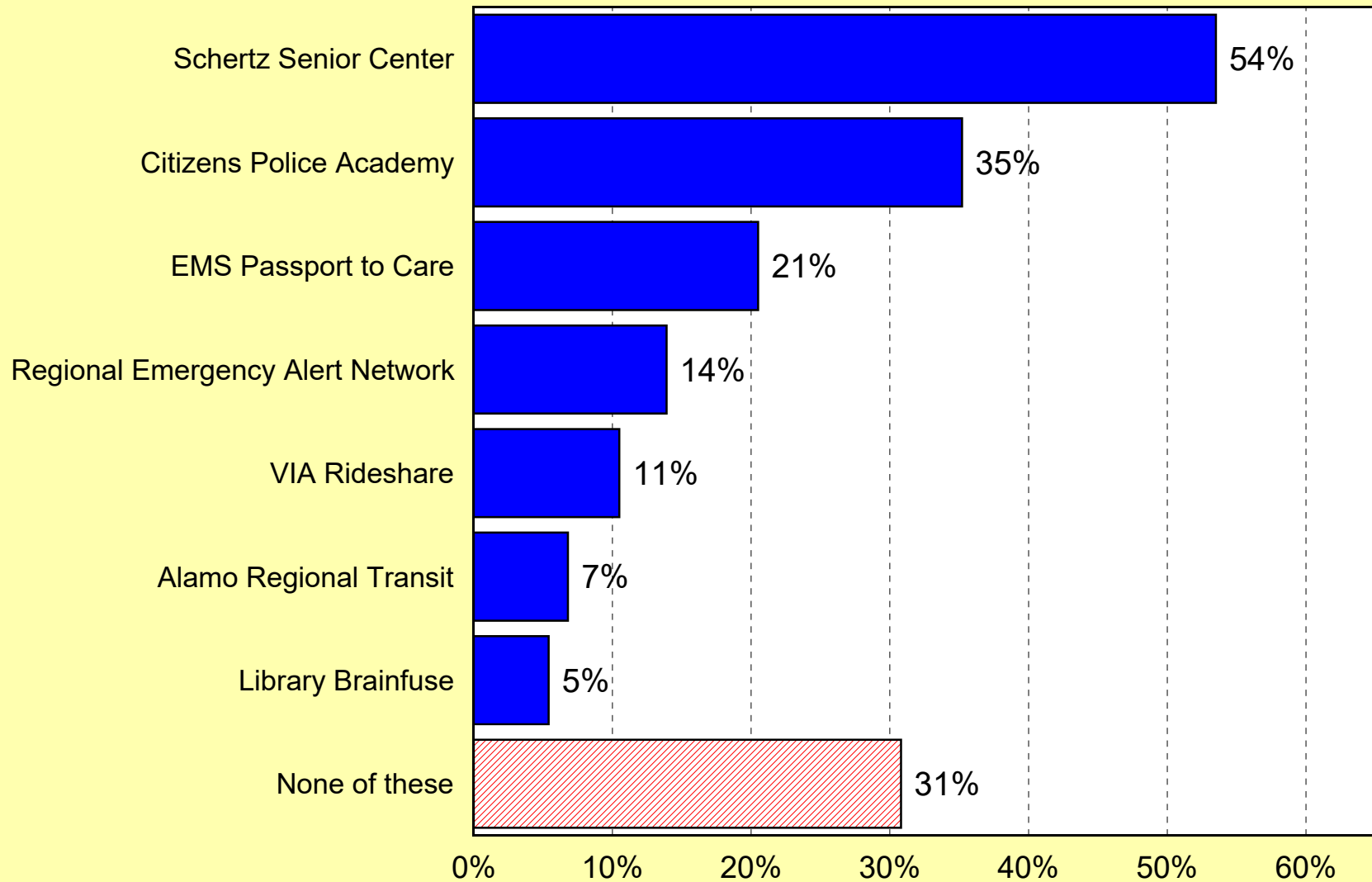
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q22. Familiarity With Various Programs Offered by the City of Schertz

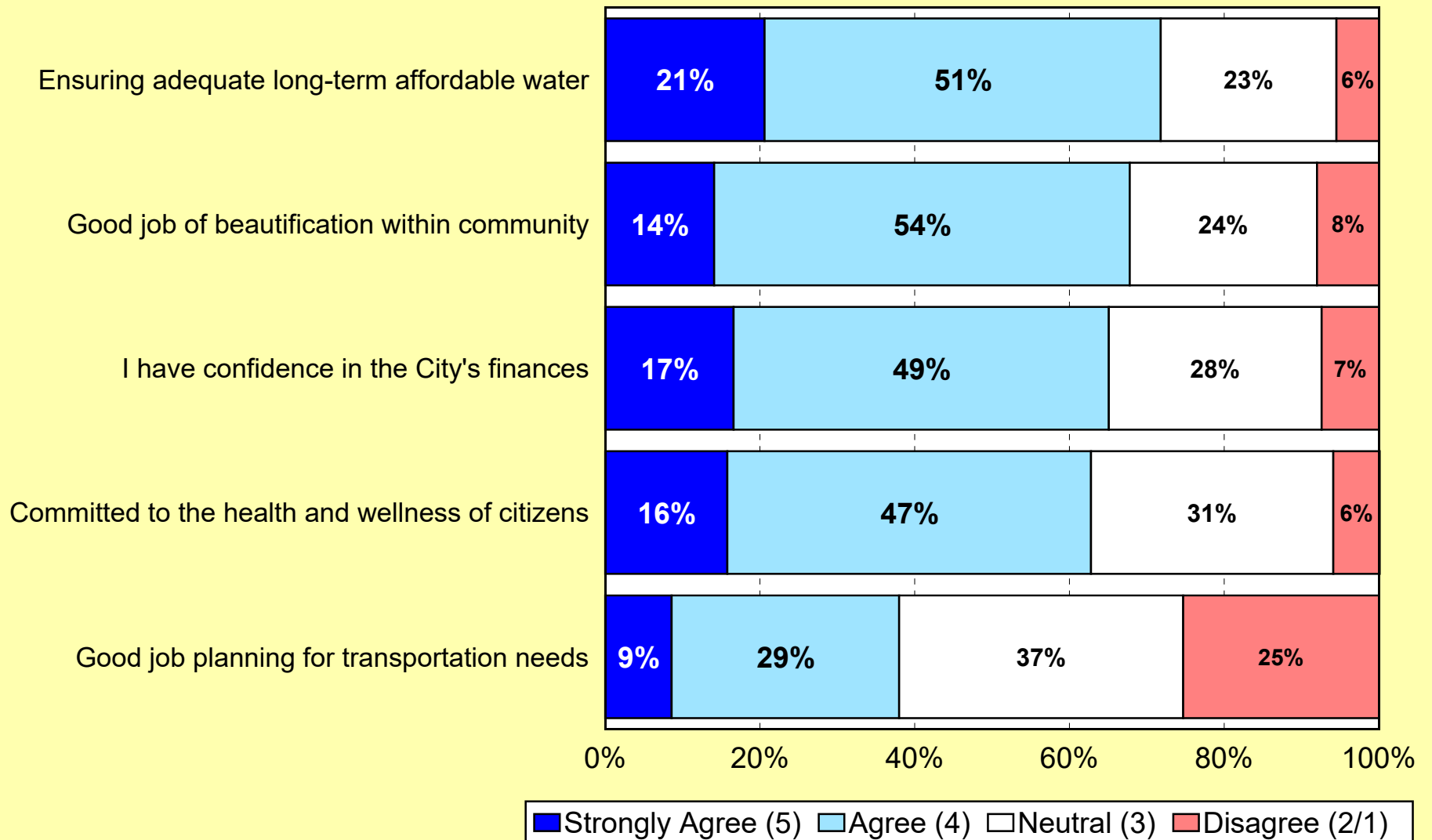
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q23. Agreement With Various Statements Regarding Strategic Initiatives

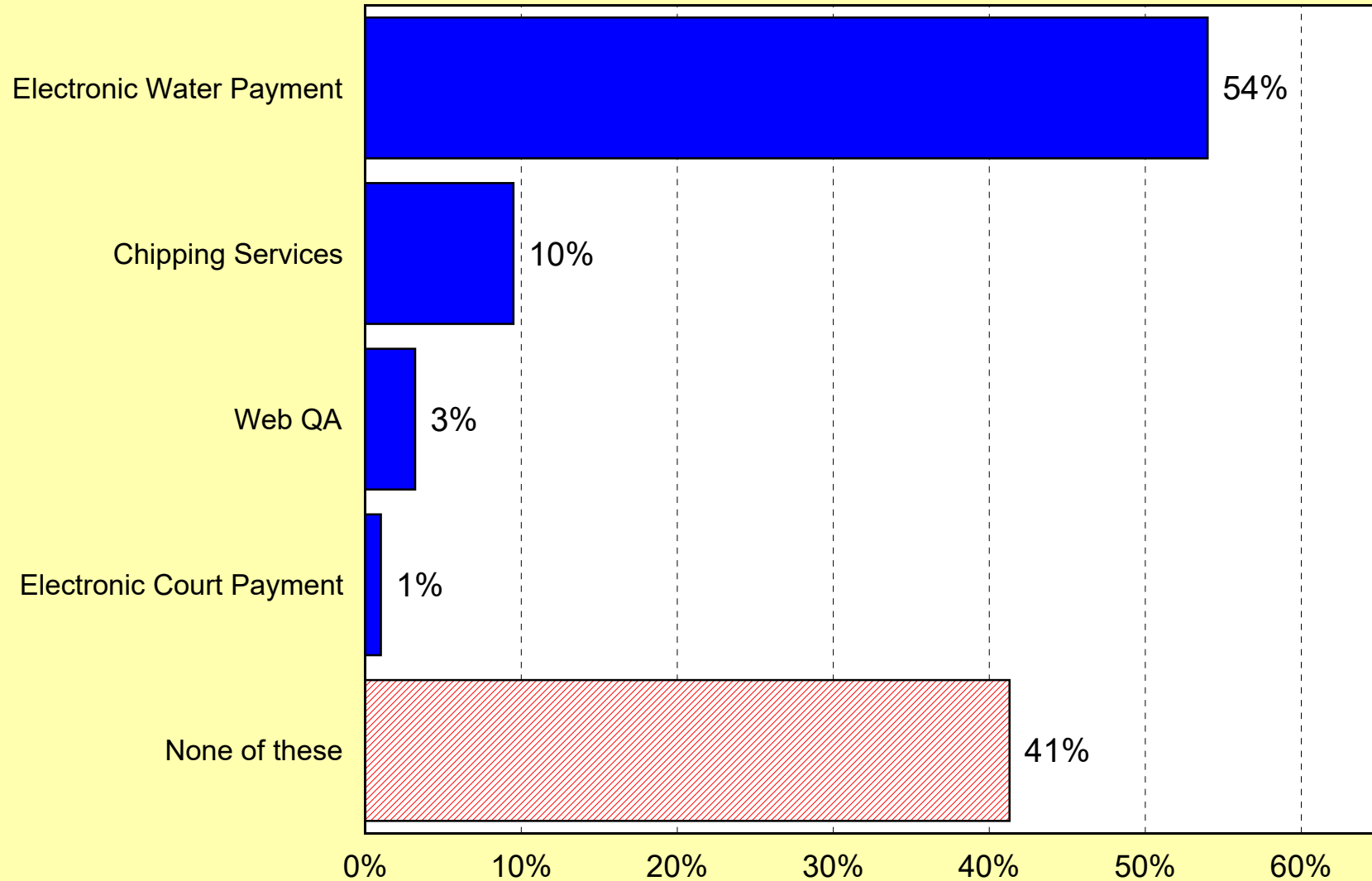
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

Q24. City E-Services Used During the Past Year

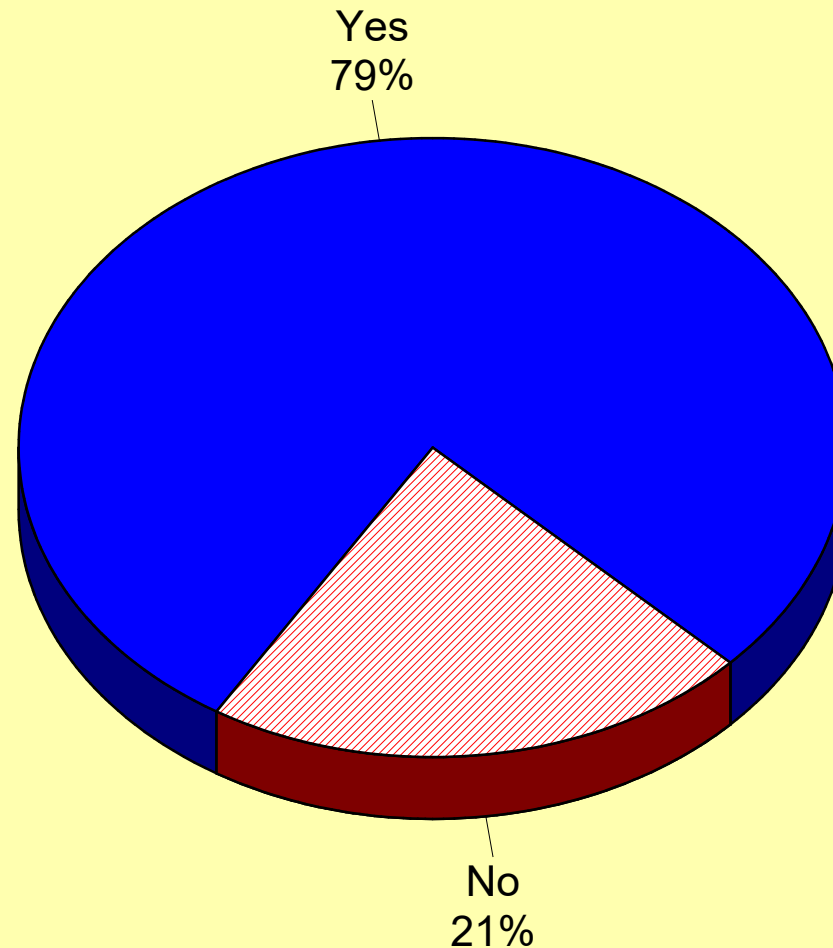
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q25. If the City offered an app that you could download to your mobile device which would allow you to have access to basic online services, would you use it?

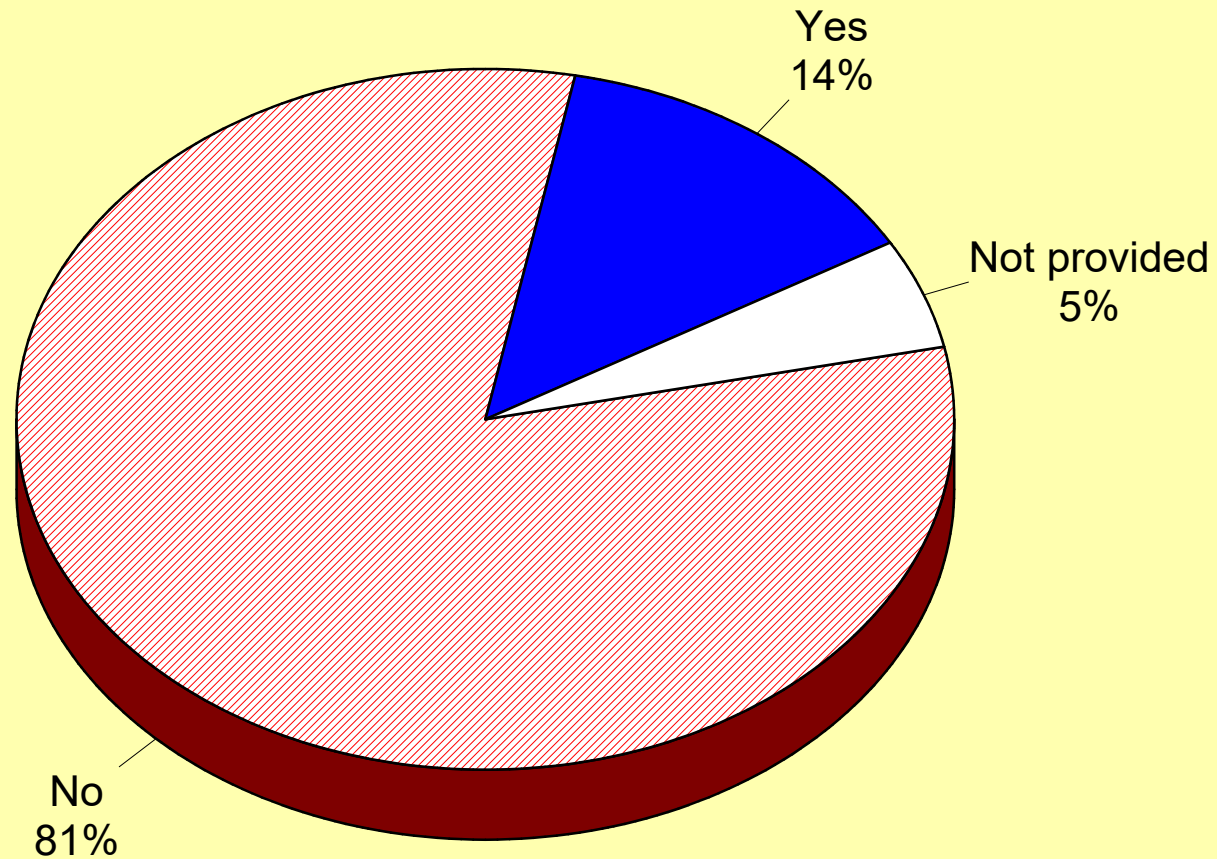
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

Q26. Do you work in Schertz?

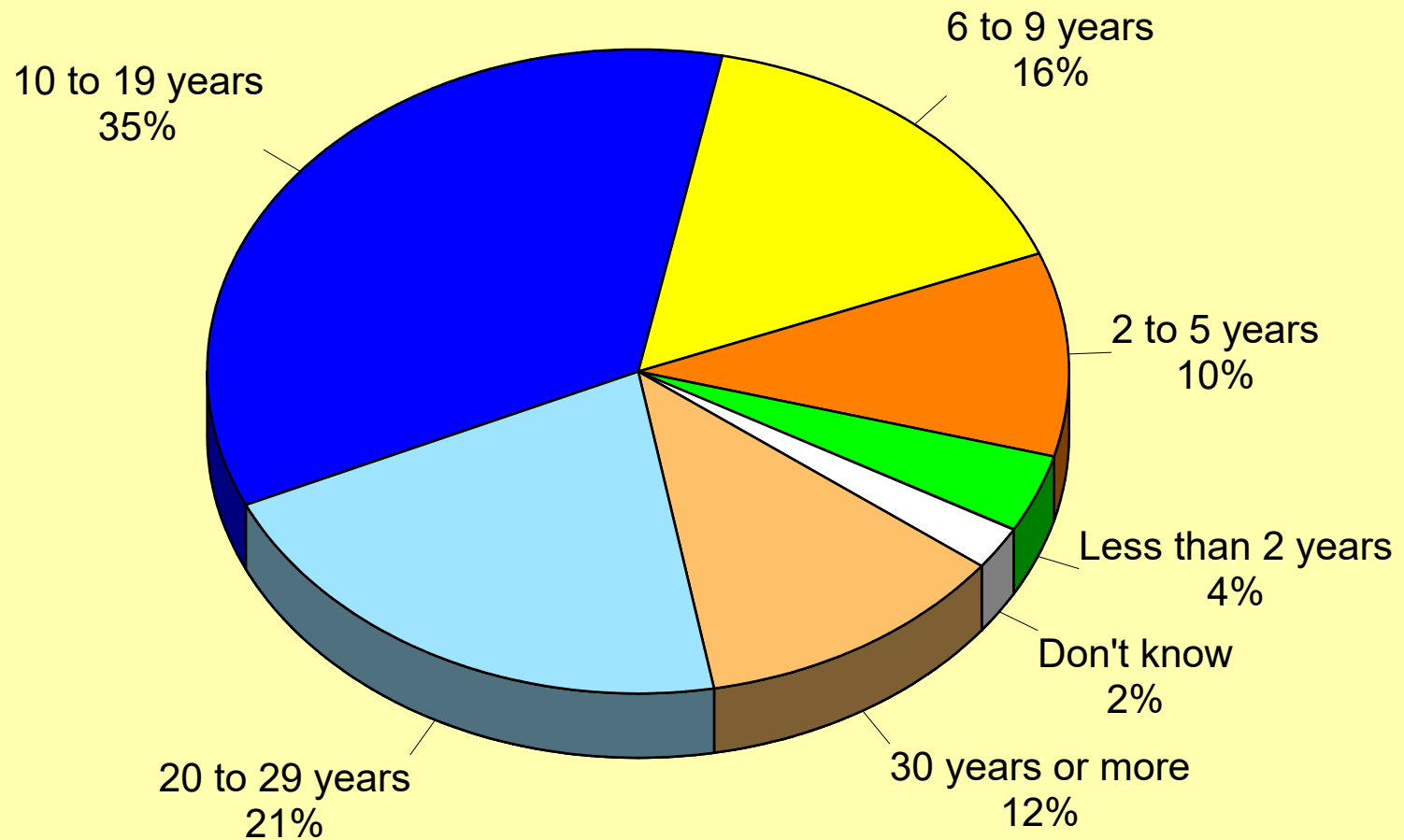
by percentage of respondents



Source: ETC Institute (2019)

Q27. Approximately how many years have you lived in Schertz?

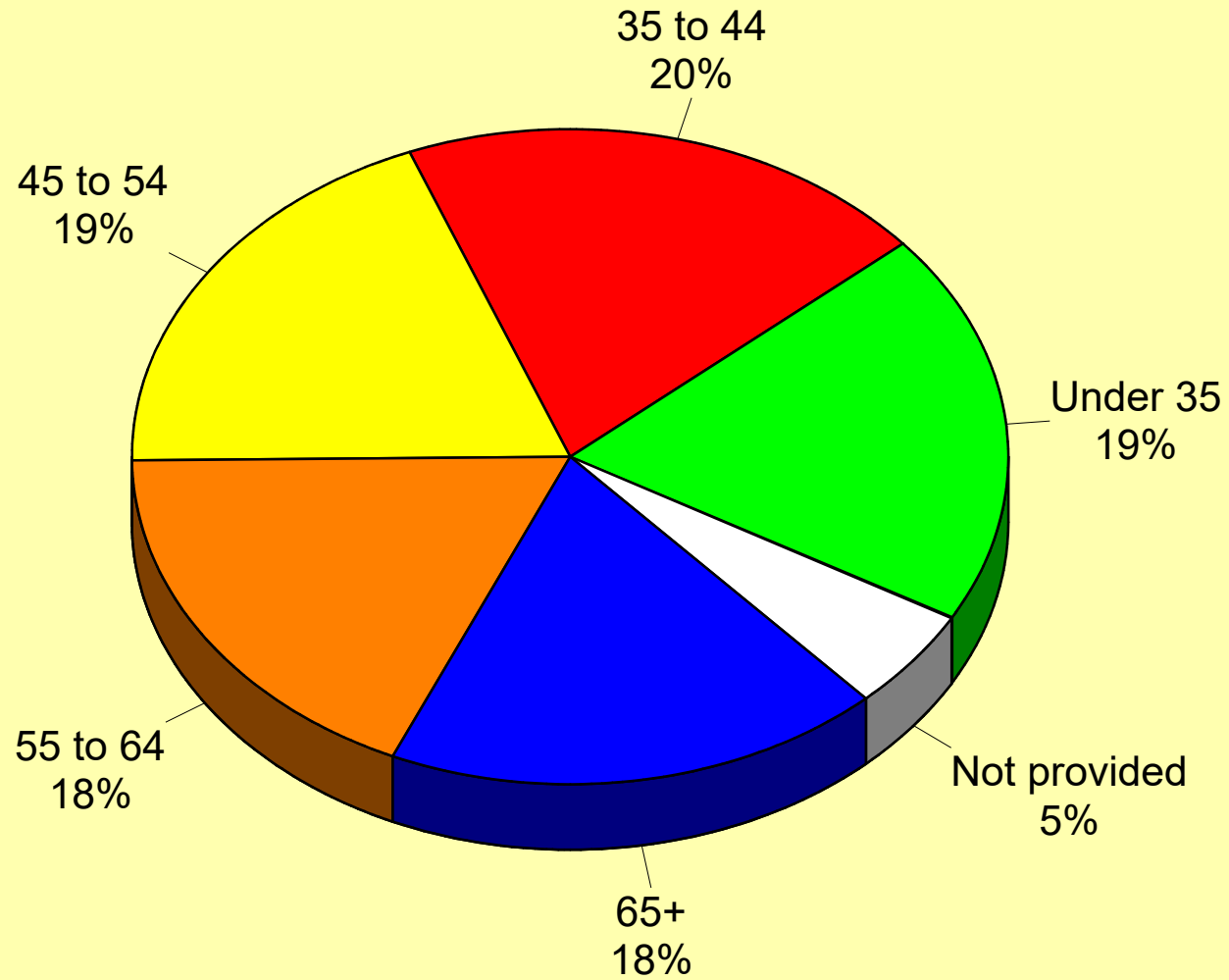
by percentage of respondents



Source: ETC Institute (2019)

Q28. What is your age?

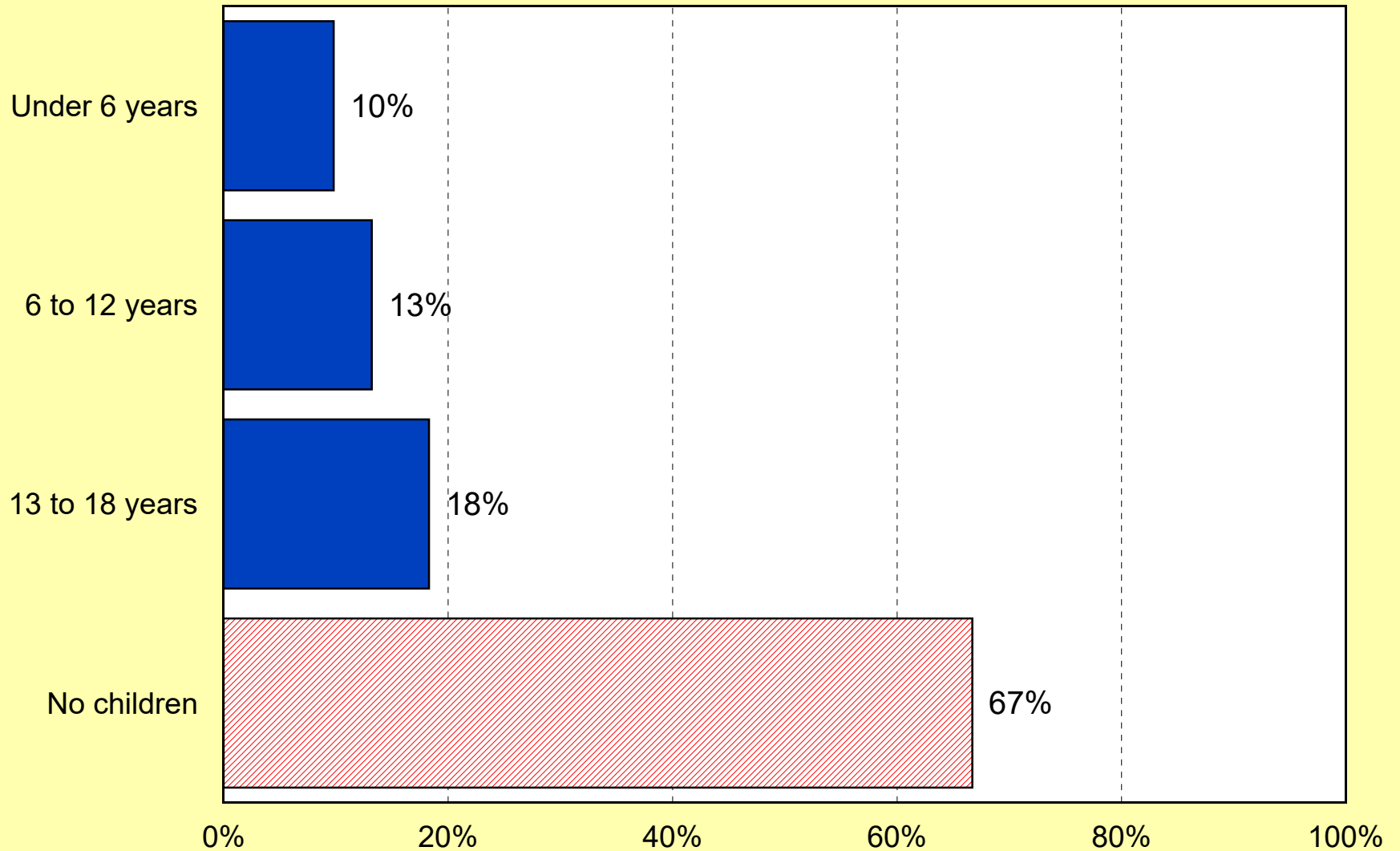
by percentage of respondents



Source: ETC Institute (2019)

Q29. Do you have children living at home in the following age ranges?

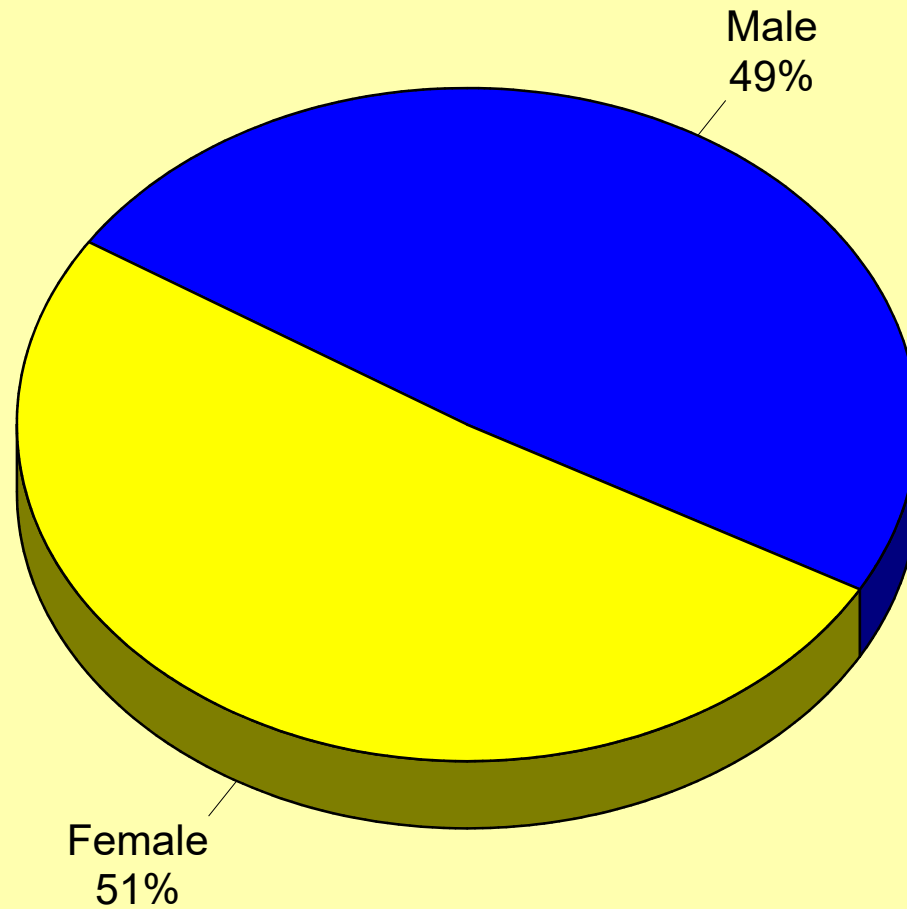
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q30. What is your gender?

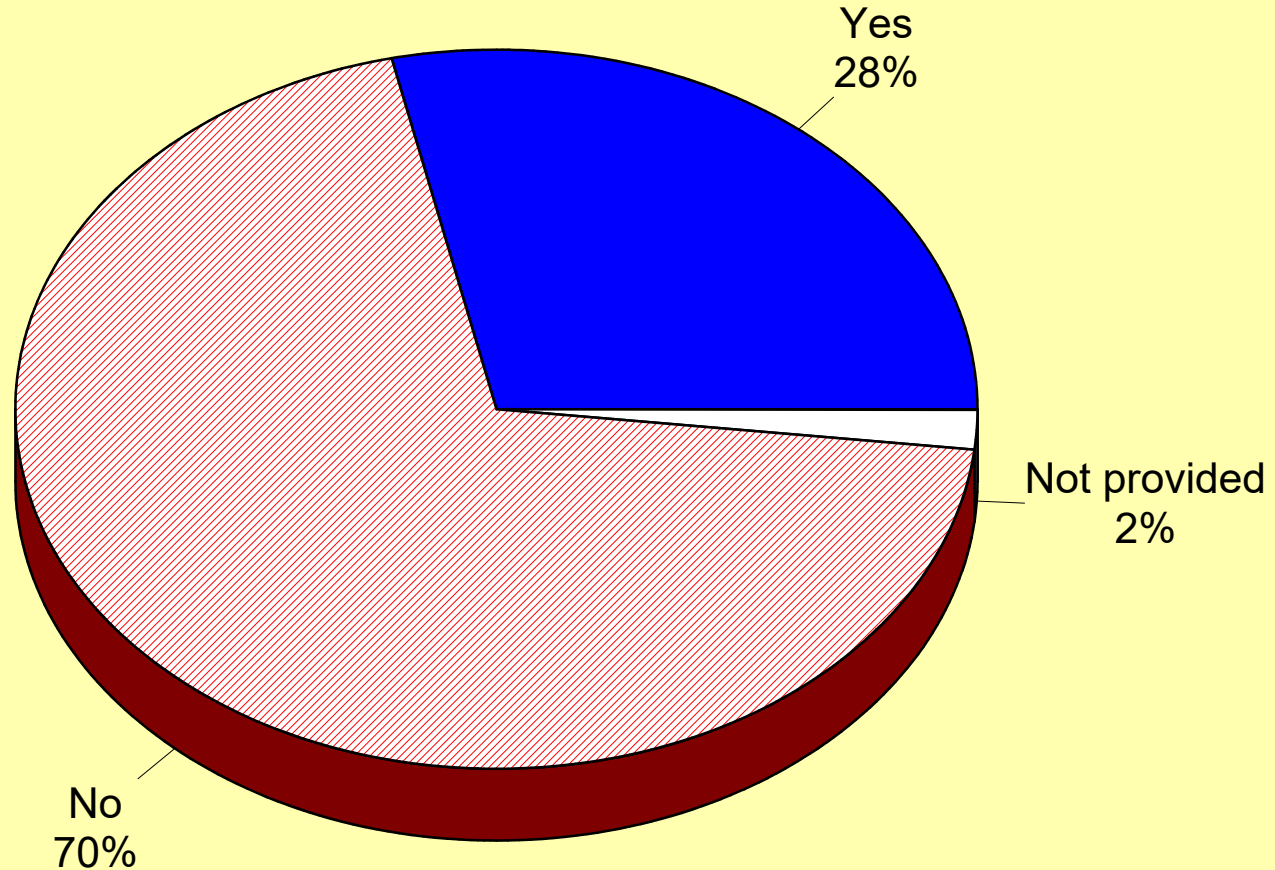
by percentage of respondents



Source: ETC Institute (2019)

Q31. Are you of Hispanic, Latino or other Spanish origin?

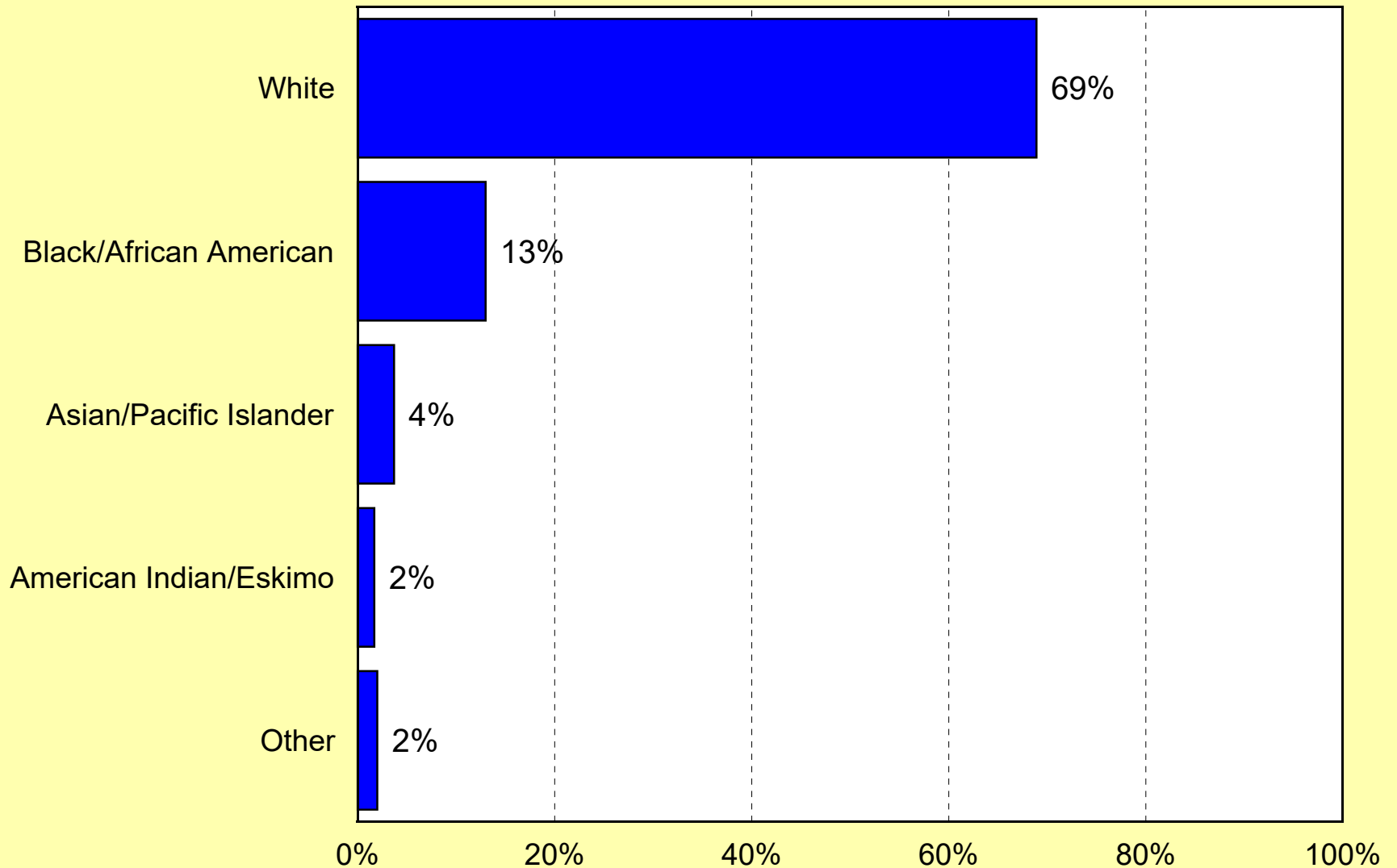
by percentage of respondents



Source: ETC Institute (2019)

Q32. Which of the following best describes your race?

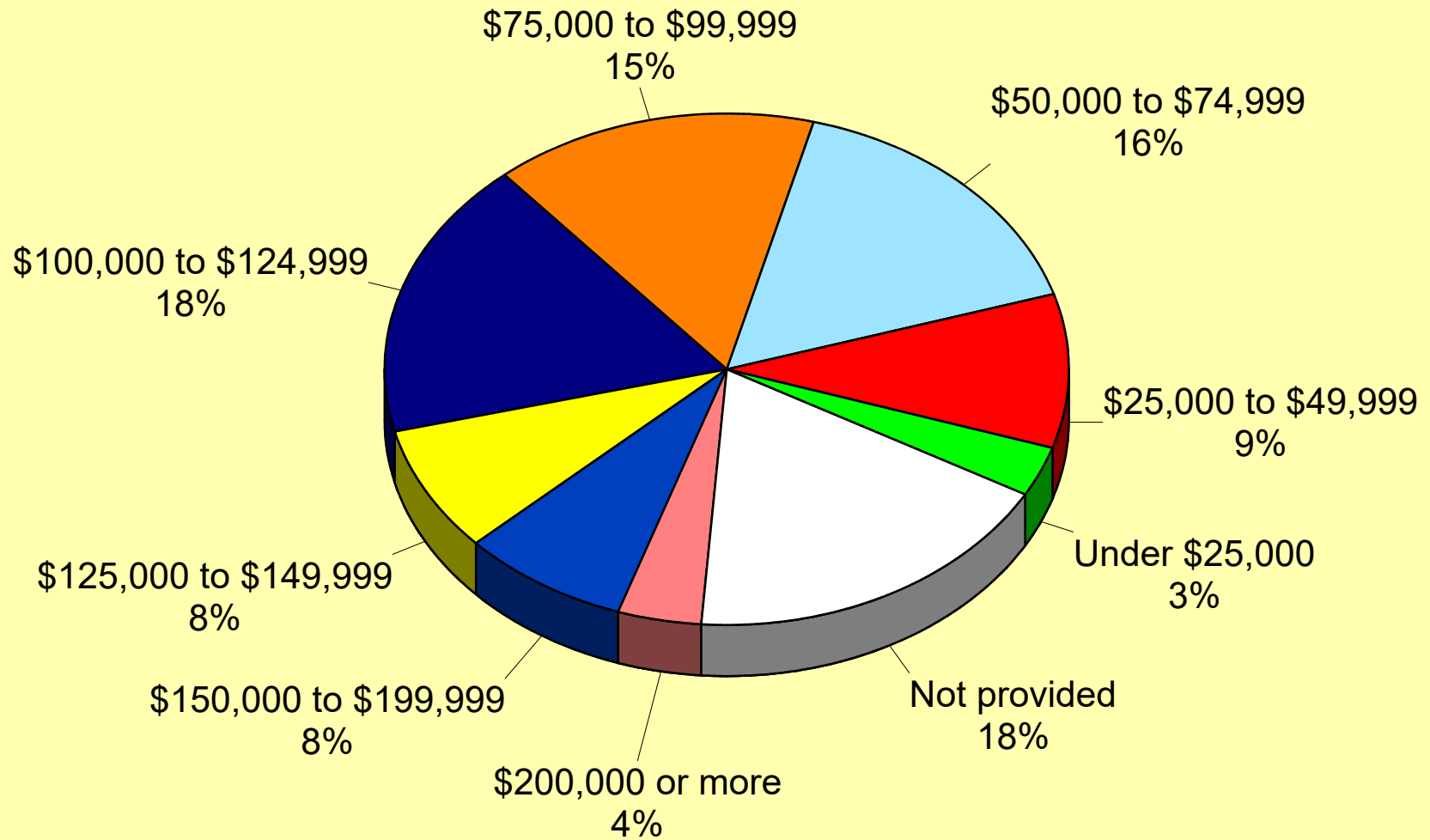
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q33. What is your total annual household income?

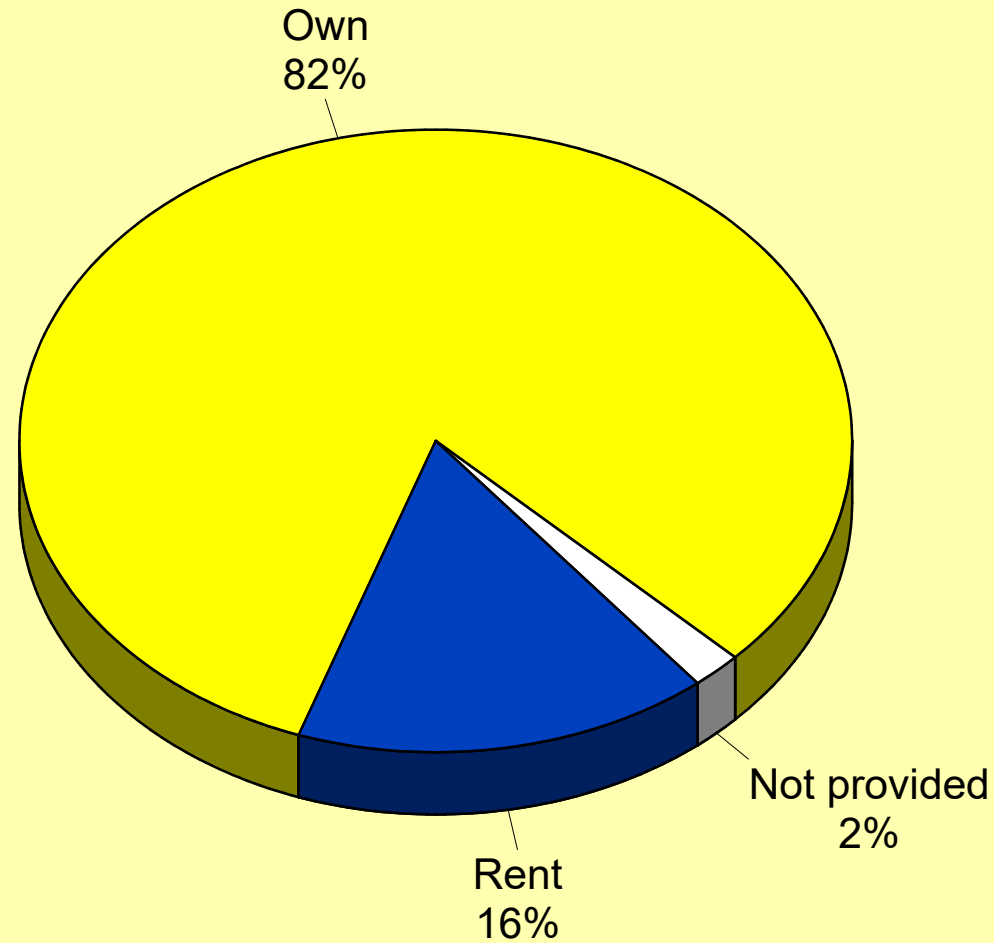
by percentage of respondents



Source: ETC Institute (2019)

Q34. Do you own or rent your home?

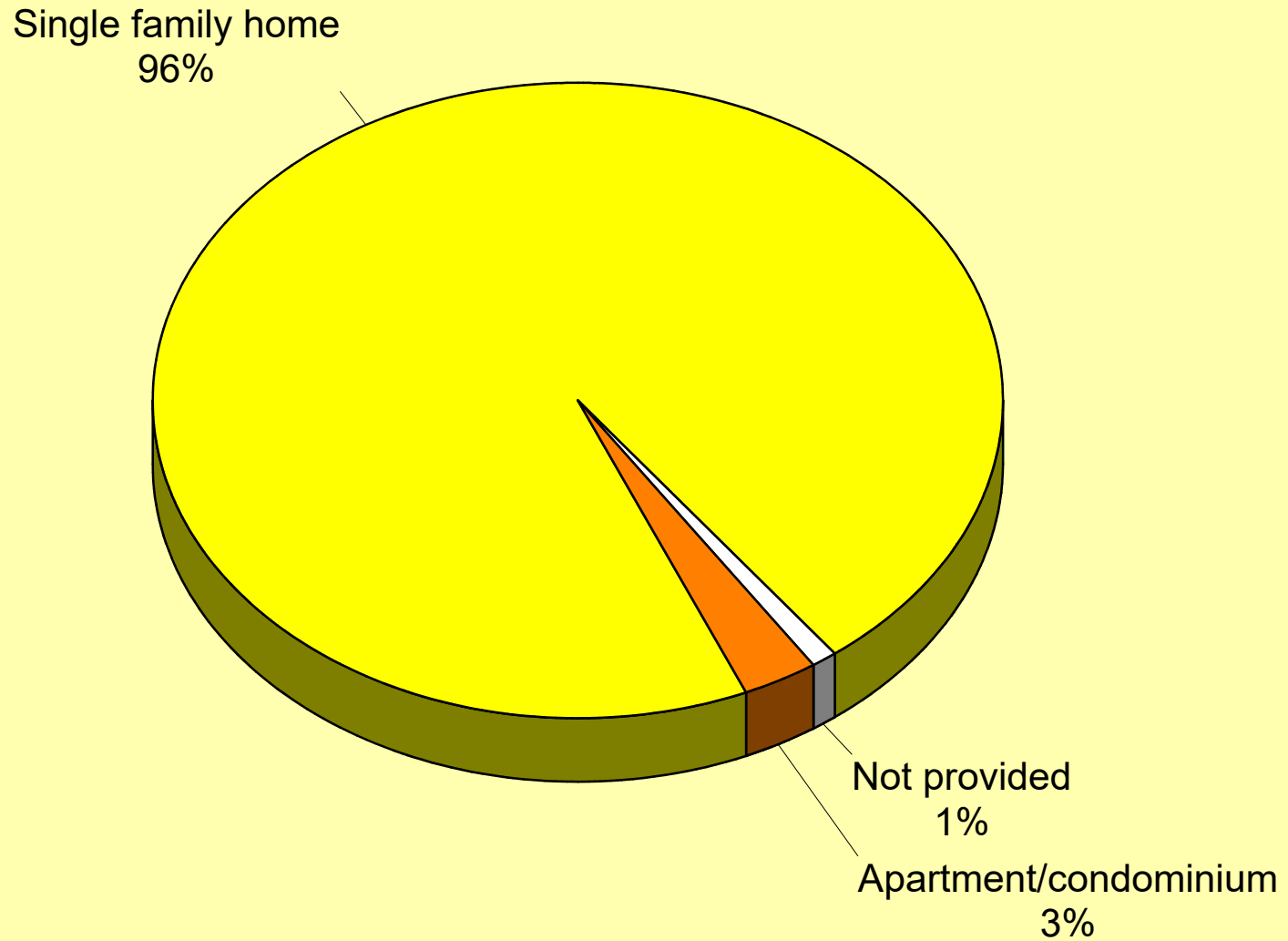
by percentage of respondents



Source: ETC Institute (2019)

Q35. Do you live in a single family home or an apartment/condominium?

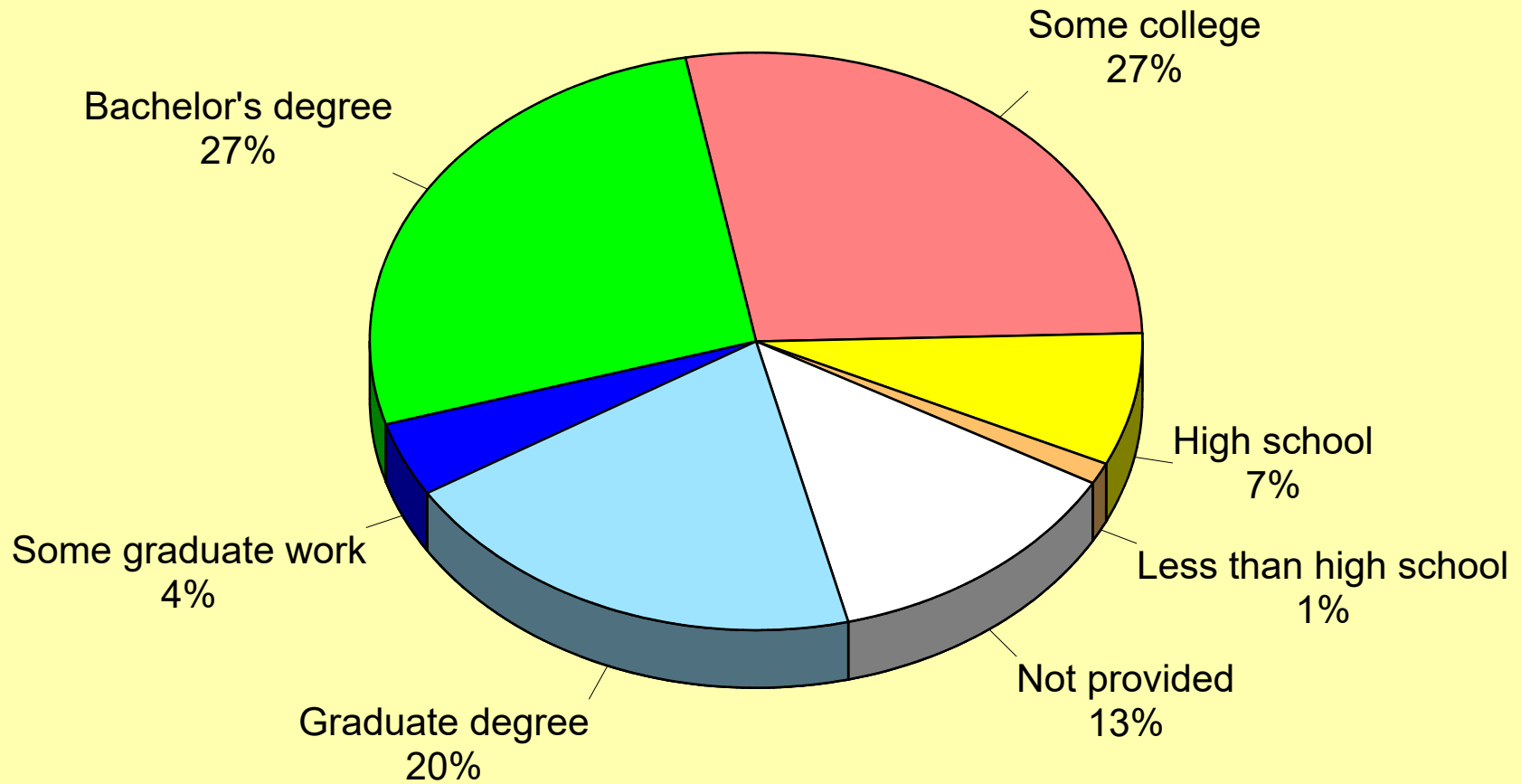
by percentage of respondents



Source: ETC Institute (2019)

Q36. What is the highest level of formal education you completed?

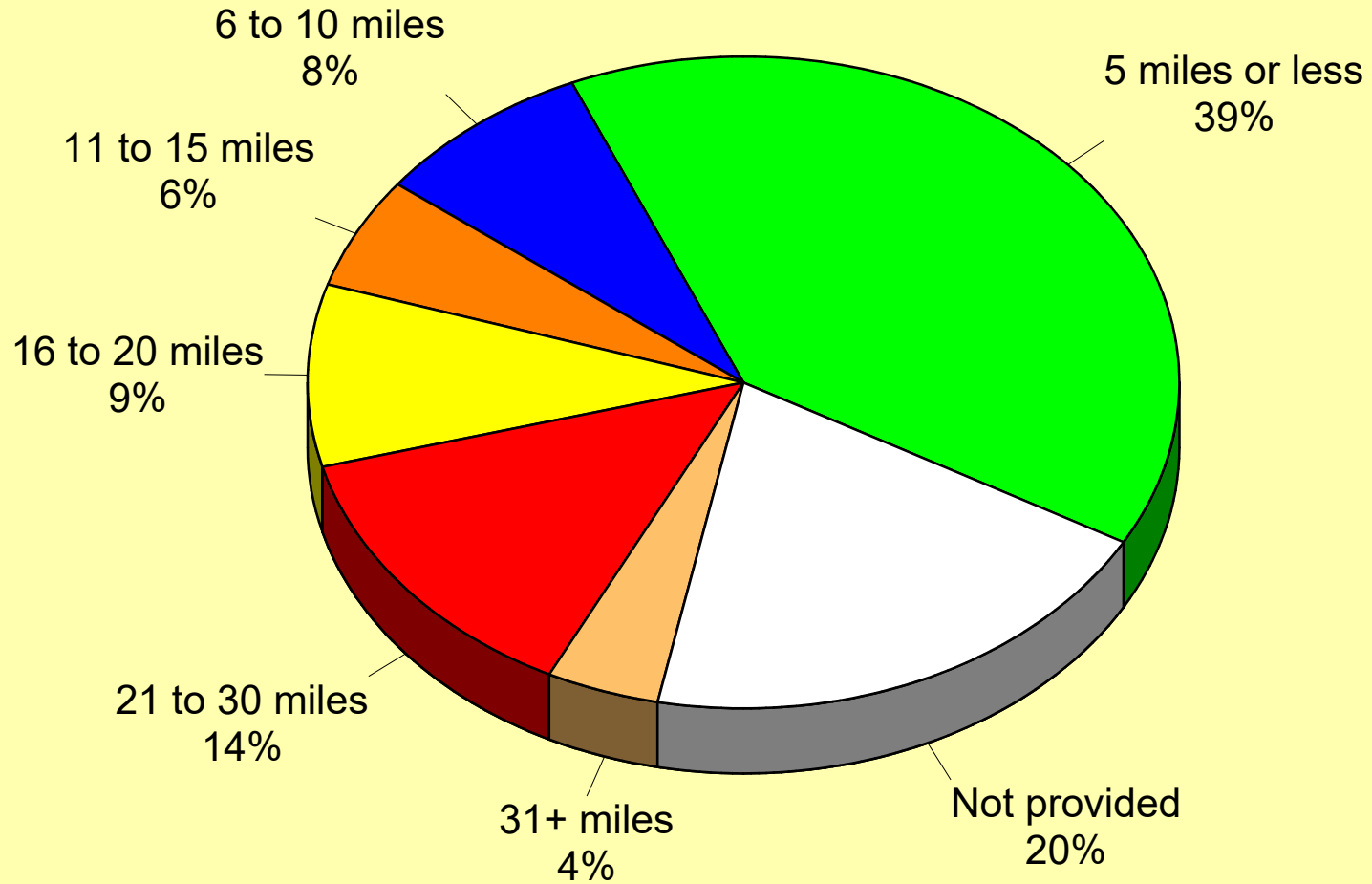
by percentage of respondents



Source: ETC Institute (2019)

Q37. How far do you commute for work?

by percentage of respondents



Source: ETC Institute (2019)

Section 2:
Benchmarking Analysis



Benchmarking Summary Report

City of Schertz, 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 summer of 2018 to a random sample of more than 4,000 residents across the United States, and (2) a regional survey administered to 343 residents living in the state of Texas during the summer of 2018.

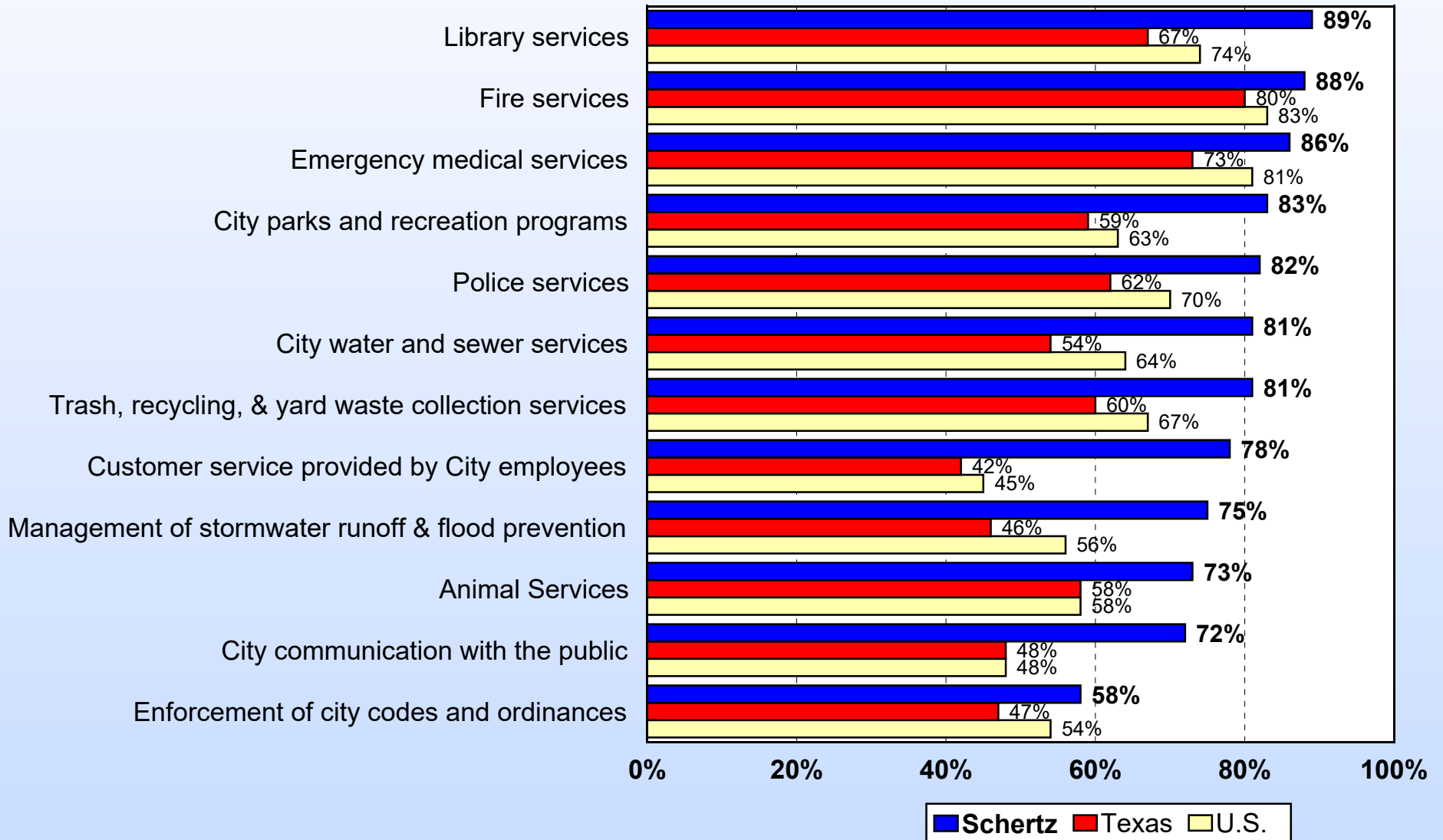
The charts on the following pages show how the overall results for Schertz compare to the United States national and regional averages based on the results of the 2018 survey that was administered by ETC institute to a random sample of over 4,000 residents across the United States, and the regional survey administered to 343 residents living in the state of Texas. Schertz's results are shown in blue, the Texas averages are shown in red, and the National averages are shown in yellow.

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 Schertz, Texas is not authorized without written consent from ETC Institute.

Overall Satisfaction with Major City Services Schertz vs. Texas vs. the U.S.

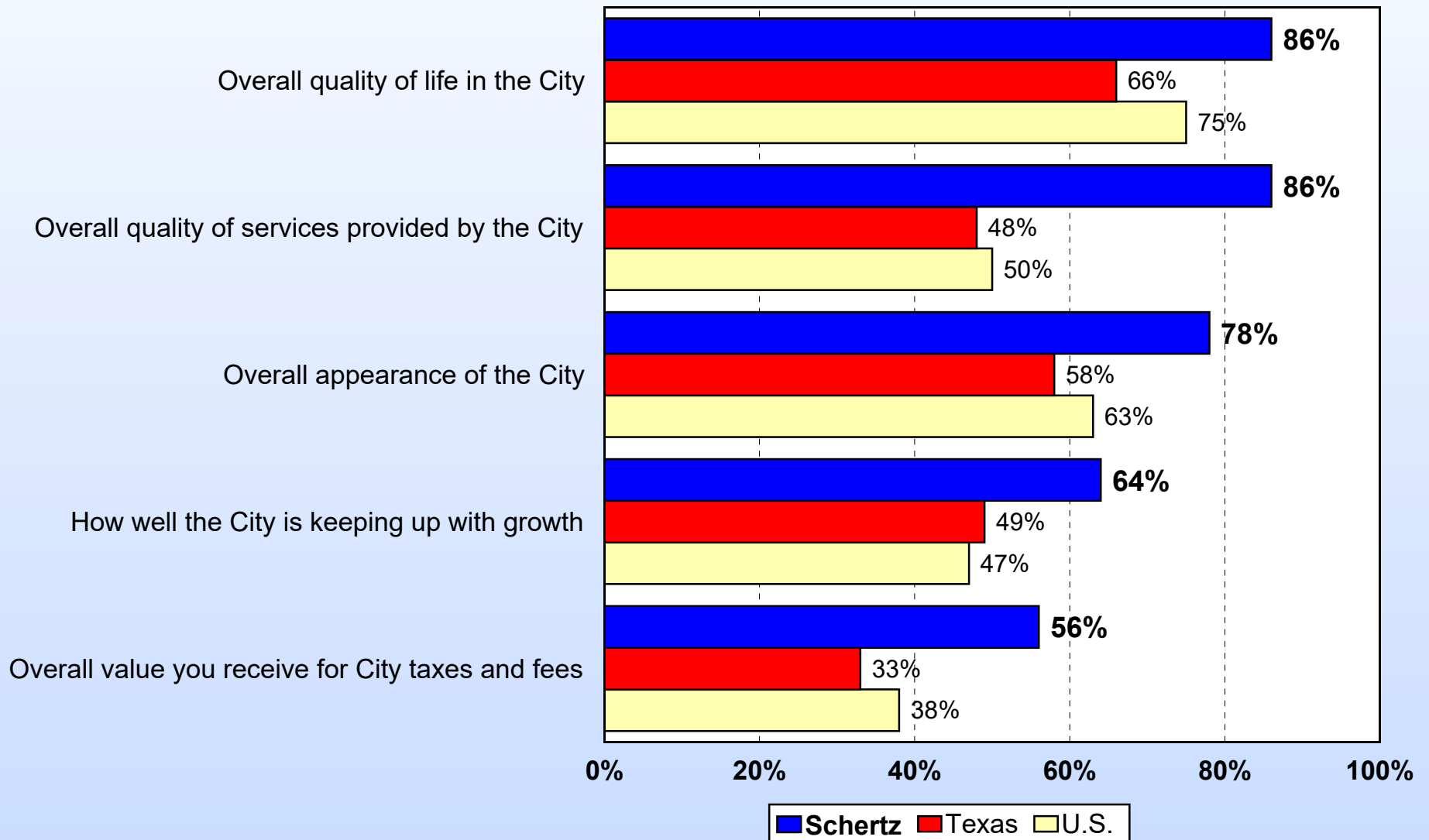
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2019 ETC Institute

Satisfaction with Perceptions of the City Schertz vs. Texas 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 Know")

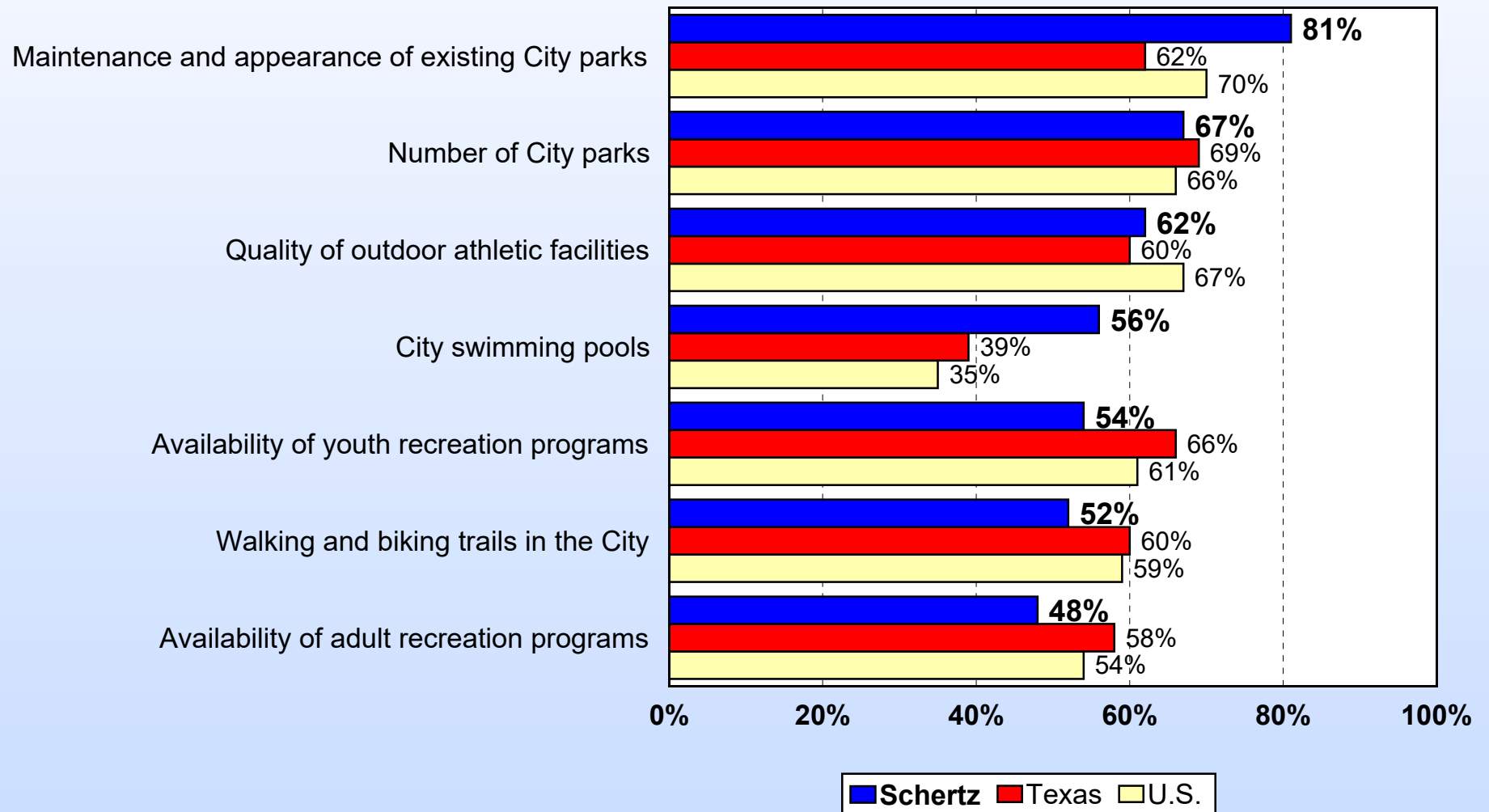


Source: 2019 ETC Institute

Satisfaction with Parks and Recreation Services

Schertz vs. Texas vs. the U.S.

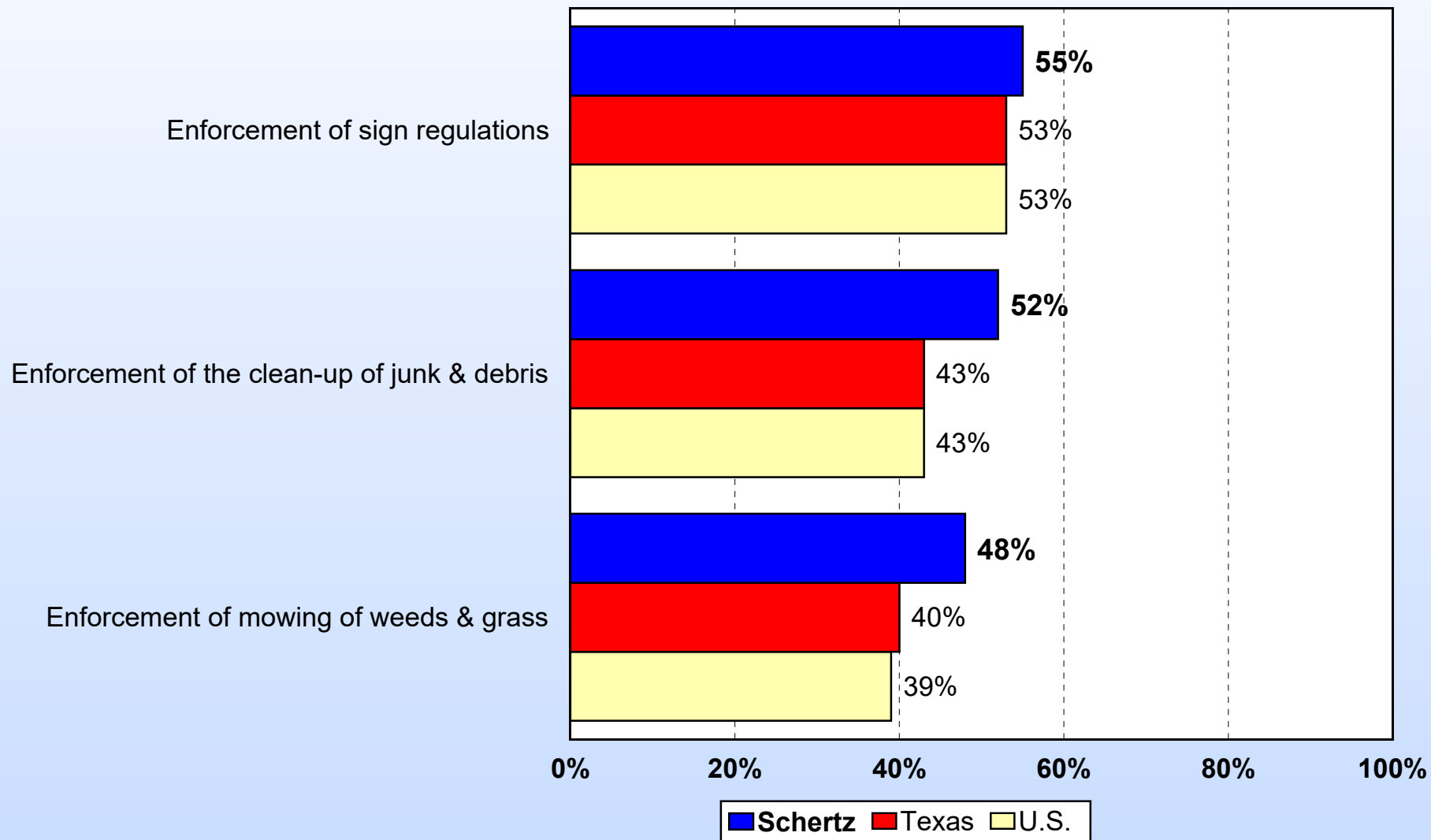
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2019 ETC Institute

Satisfaction with Code Enforcement Schertz vs. Texas vs. the U.S.

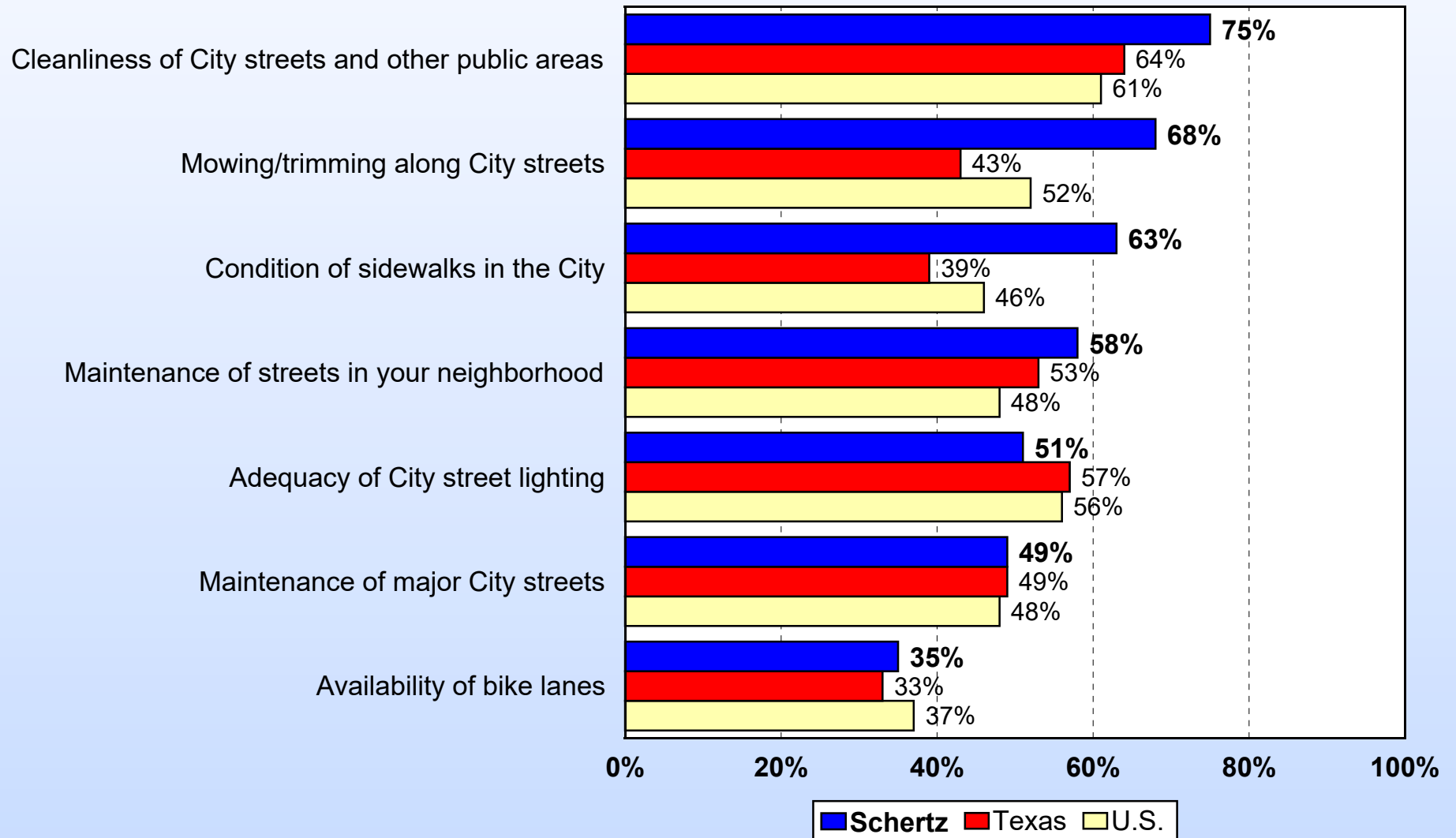
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2019 ETC Institute

Satisfaction with Public Works/Maintenance Services Schertz vs. Texas vs. the U.S.

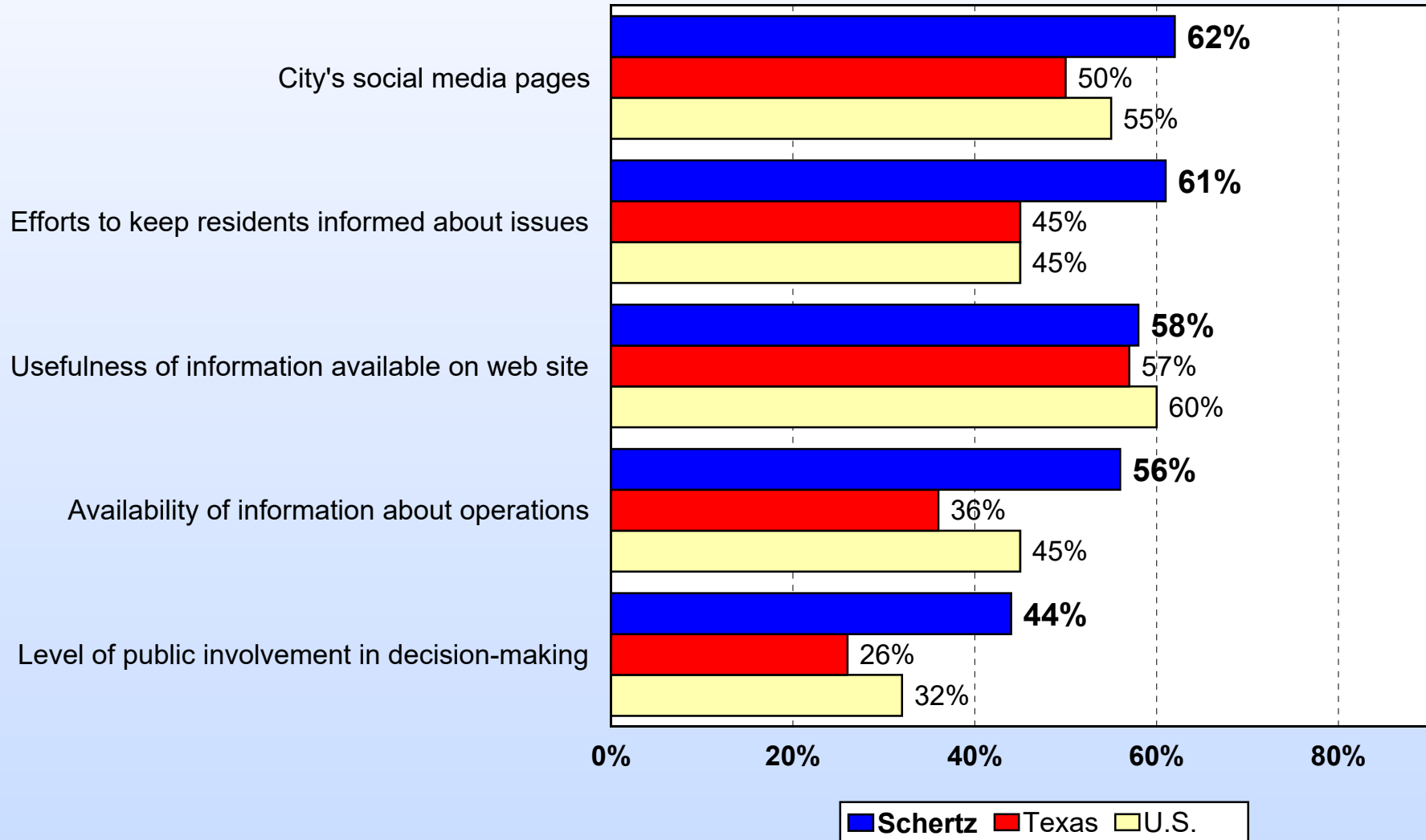
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2019 ETC Institute

Overall Satisfaction with Communication Schertz vs. Texas vs. the U.S.

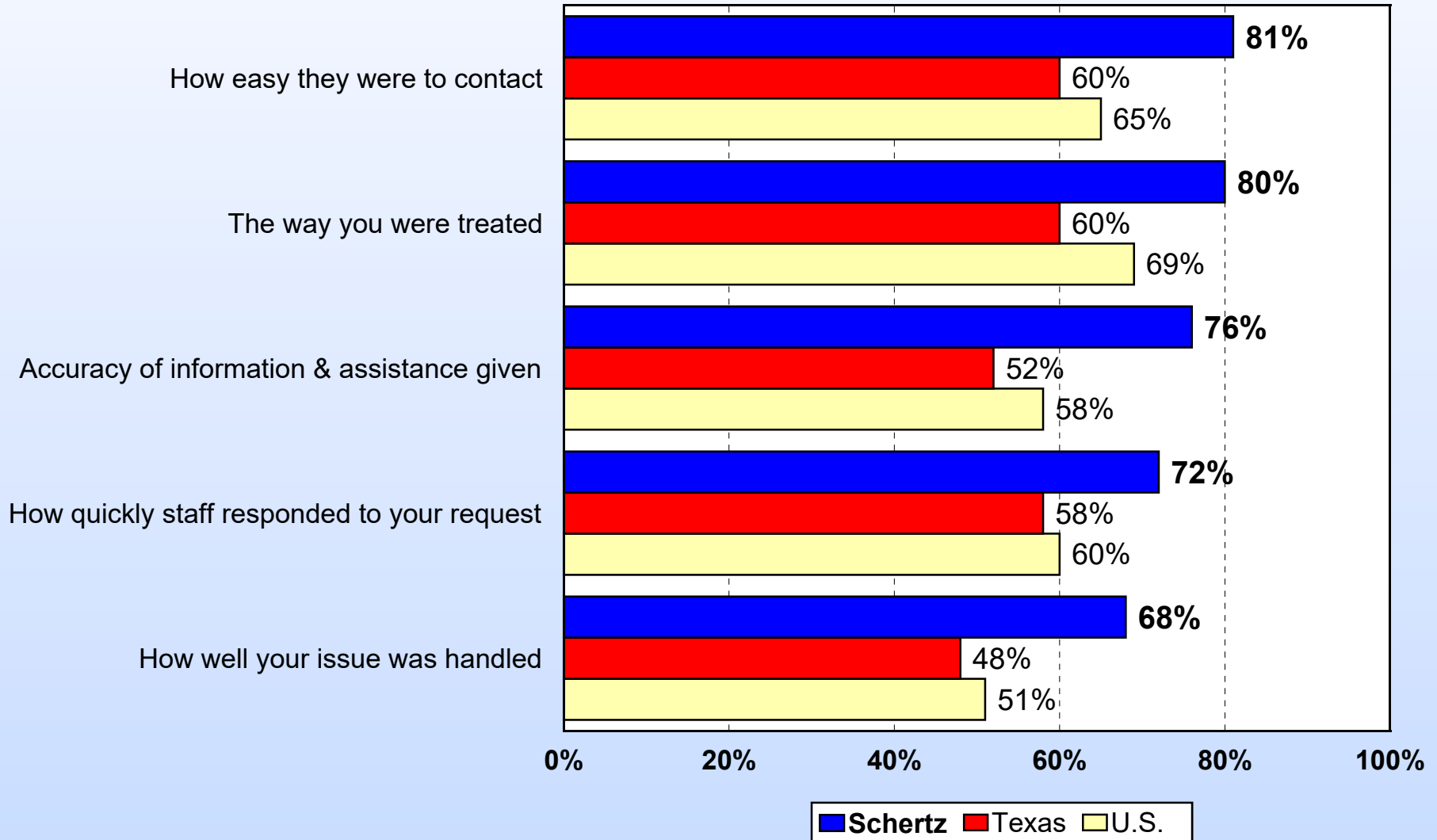
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2019 ETC Institute

Overall Satisfaction with Customer Service Schertz vs. Texas vs. the U.S.

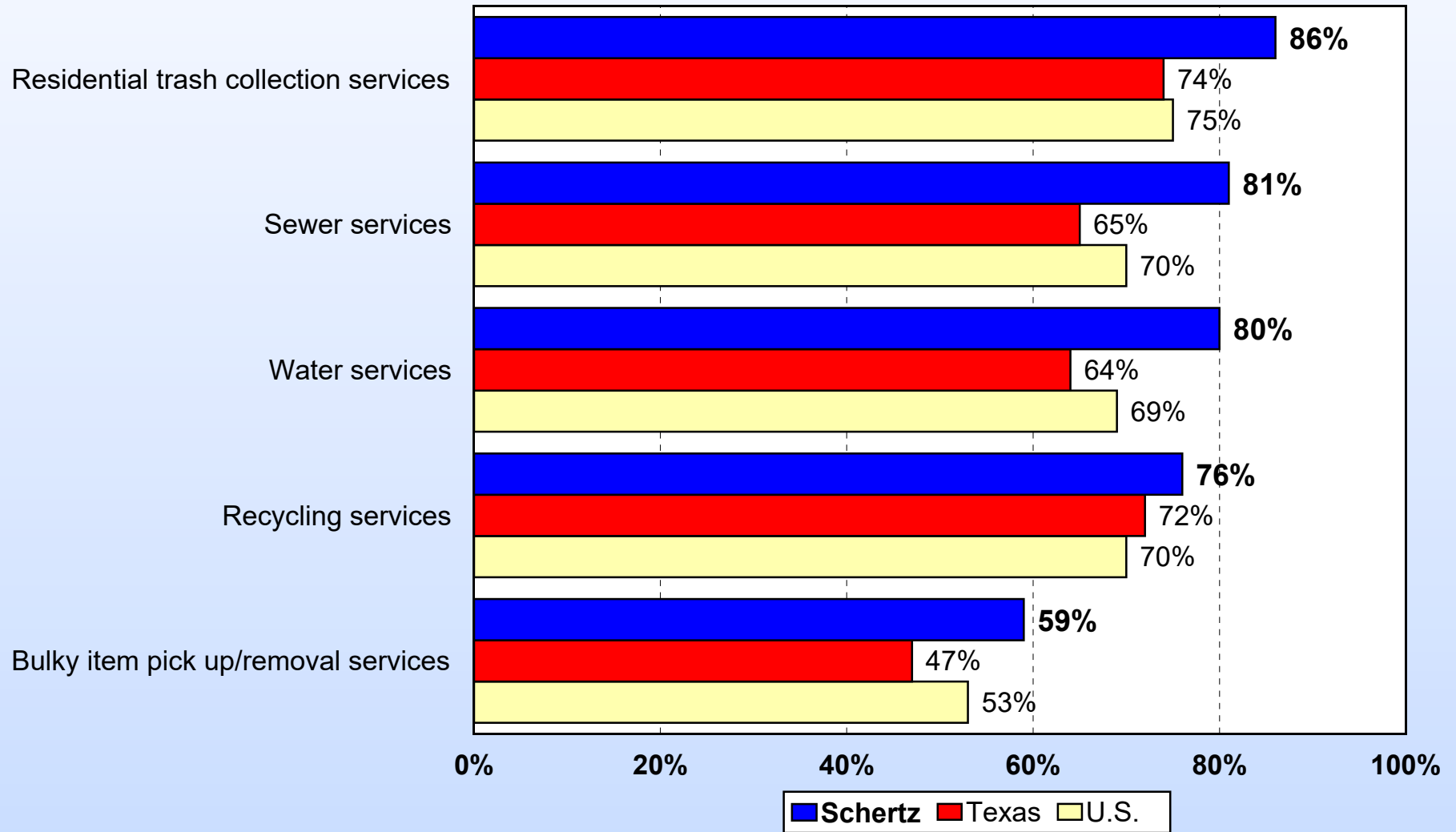
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2019 ETC Institute

Satisfaction with Solid Waste/Utility Services Schertz vs. Texas 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 Know")



Source: 2019 ETC Institute

Section 3:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

City of Schertz, 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 public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [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. Approximately thirty-five percent (34.6%) of respondents selected *enforcement of city codes and ordinances* as one of the most important services for the City to provide.

With regard to satisfaction, 58% of respondents surveyed rated the City's overall performance in the *enforcement of city codes and ordinances* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating for *enforcement of city codes and ordinances* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 34.6% was multiplied by 42% (1-0.58). This calculation yielded an I-S rating of 0.1453 which ranked first out of 14 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 they are positively satisfied with the delivery of the service.

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

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

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

The results for the City of Schertz are provided on the following pages.

2019 Importance-Satisfaction Rating City of Schertz Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcement of city codes and ordinances	35%	2	58%	14	0.1453	1
Medium Priority (IS <.10)						
Police services	40%	1	82%	5	0.0713	2
City communication with the public	23%	9	72%	12	0.0630	3
Management of stormwater runoff & flood prevention	25%	7	75%	10	0.0623	4
City water and sewer services	30%	4	81%	6	0.0578	5
City parks and recreation programs	33%	3	83%	4	0.0564	6
Trash, recycling, & yard waste collection services	29%	5	81%	7	0.0551	7
Animal Services	17%	10	73%	11	0.0448	8
Emergency medical services	23%	8	86%	3	0.0325	9
Fire services	25%	6	88%	2	0.0302	10
Civic and community centers	13%	11	81%	8	0.0238	11
Customer service provided by City employees	11%	13	78%	9	0.0231	12
Library services	11%	12	89%	1	0.0116	13
Municipal court services	3%	14	64%	13	0.0097	14

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 be the City's top priorities.

Satisfaction %:

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

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2019 Importance-Satisfaction Rating City of Schertz Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Walking and biking trails in the City	48%	1	52%	8	0.2309	1
<u>High Priority (IS .10-.20)</u>						
Availability of adult recreation programs	25%	3	48%	9	0.1321	2
Availability of youth recreation programs	25%	4	54%	7	0.1155	3
<u>Medium Priority (IS <.10)</u>						
City swimming pools	21%	6	56%	6	0.0915	4
Number of City parks	23%	5	67%	3	0.0746	5
Maintenance and appearance of existing City parks	38%	2	81%	1	0.0724	6
Quality of outdoor athletic facilities	16%	8	62%	5	0.0600	7
Recreation Center	13%	9	64%	4	0.0482	8
Mowing and trimming of City parks	19%	7	77%	2	0.0428	9

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

Most Important %:

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

Satisfaction %:

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

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2019 Importance-Satisfaction Rating City of Schertz Code Enforcement Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Enforcement of the clean-up of junk & debris	66%	1	52%	3	0.3144	1
Enforcement of mowing of weeds & grass	58%	2	48%	4	0.3016	2
High Priority (IS .10-.20)						
None						
Medium Priority (IS <.10)						
Enforcement of sign regulations	21%	3	55%	2	0.0959	3
Enforcement of graffiti regulations	19%	4	70%	1	0.0558	4

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

Most Important %:

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

Satisfaction %:

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

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2019 Importance-Satisfaction Rating City of Schertz Public Works Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Maintenance of major City streets	49%	1	49%	8	0.2484	1
Maintenance of major TxDOT roadways	45%	2	49%	7	0.2295	2
High Priority (IS .10-.20)						
Adequacy of City street lighting	36%	3	51%	6	0.1774	3
Maintenance of streets in your neighborhood	36%	4	58%	5	0.1508	4
Availability of bike lanes	22%	5	35%	9	0.1411	5
Medium Priority (IS < .10)						
Maintenance of creeks and open channels	16%	8	58%	4	0.0668	6
Condition of sidewalks in the City	16%	7	63%	3	0.0603	7
Mowing/trimming along City streets	14%	9	68%	2	0.0445	8
Cleanliness of City streets and other public areas	17%	6	75%	1	0.0418	9

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 be the City's top priorities.

Satisfaction %:

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

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Section 4:
Tabular Data

Q1. Overall Quality of City Services: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the overall quality of the following services provided by the City of Schertz.

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. City parks & recreation programs	27.1%	46.0%	13.0%	1.7%	0.7%	11.5%
Q1-2. City water & sewer services	32.3%	47.2%	11.5%	4.2%	2.4%	2.4%
Q1-3. Emergency medical services	39.1%	26.4%	9.3%	0.7%	0.5%	24.0%
Q1-4. Enforcement of City codes & ordinances	18.1%	32.0%	21.0%	9.0%	5.6%	14.2%
Q1-5. Fire services	41.3%	26.2%	9.5%	0.0%	0.0%	23.0%
Q1-6. Library services	46.7%	31.3%	9.0%	0.5%	0.2%	12.2%
Q1-7. Management of stormwater runoff & flood prevention	24.2%	41.1%	12.7%	6.8%	2.0%	13.2%
Q1-8. Municipal court services	14.9%	26.4%	20.5%	2.0%	0.5%	35.7%
Q1-9. Police services	40.6%	34.7%	12.0%	3.4%	1.7%	7.6%
Q1-10. Trash, recycling, & yard waste collection services	40.3%	39.9%	9.0%	6.4%	2.9%	1.5%
Q1-11. City communication with the public	28.6%	39.4%	18.6%	5.6%	2.2%	5.6%
Q1-12. Customer service provided by City employees	28.6%	41.1%	14.9%	3.4%	1.2%	10.8%
Q1-13. Animal services (animal control, adoption center)	23.2%	32.5%	15.6%	3.4%	1.5%	23.7%
Q1-14. Civic & community centers	25.9%	36.9%	12.0%	2.4%	0.5%	22.2%

WITHOUT "DON'T KNOW"

Q1. Overall Quality of City Services: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the overall quality of the following services provided by the City of Schertz. (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. City parks & recreation programs	30.7%	51.9%	14.6%	1.9%	0.8%
Q1-2. City water & sewer services	33.1%	48.4%	11.8%	4.3%	2.5%
Q1-3. Emergency medical services	51.4%	34.7%	12.2%	1.0%	0.6%
Q1-4. Enforcement of City codes & ordinances	21.1%	37.3%	24.5%	10.5%	6.6%
Q1-5. Fire services	53.7%	34.0%	12.4%	0.0%	0.0%
Q1-6. Library services	53.2%	35.7%	10.3%	0.6%	0.3%
Q1-7. Management of stormwater runoff & flood prevention	27.9%	47.3%	14.6%	7.9%	2.3%
Q1-8. Municipal court services	23.2%	41.1%	31.9%	3.0%	0.8%
Q1-9. Police services	43.9%	37.6%	13.0%	3.7%	1.9%
Q1-10. Trash, recycling, & yard waste collection services	40.9%	40.4%	9.2%	6.5%	3.0%
Q1-11. City communication with the public	30.3%	41.7%	19.7%	6.0%	2.3%
Q1-12. Customer service provided by City employees	32.1%	46.0%	16.7%	3.8%	1.4%
Q1-13. Animal services (animal control, adoption center)	30.4%	42.6%	20.5%	4.5%	1.9%
Q1-14. Civic & community centers	33.3%	47.5%	15.4%	3.1%	0.6%

Q2. Which FOUR of the major categories of 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>
City parks & recreation programs	48	11.7 %
City water & sewer services	47	11.5 %
Emergency medical services	20	4.9 %
Enforcement of City codes & ordinances	51	12.5 %
Fire services	8	2.0 %
Library services	5	1.2 %
Management of stormwater runoff & flood prevention	33	8.1 %
Municipal court services	1	0.2 %
Police services	71	17.4 %
Trash, recycling, & yard waste collection services	30	7.3 %
City communication with the public	17	4.2 %
Customer service provided by City employees	8	2.0 %
Animal services (animal control, adoption center)	9	2.2 %
Civic & community centers	4	1.0 %
None chosen	57	13.9 %
Total	409	100.0 %

Q2. Which FOUR of the major categories of 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>
City parks & recreation programs	36	8.8 %
City water & sewer services	26	6.4 %
Emergency medical services	28	6.8 %
Enforcement of City codes & ordinances	44	10.8 %
Fire services	43	10.5 %
Library services	10	2.4 %
Management of stormwater runoff & flood prevention	20	4.9 %
Municipal court services	2	0.5 %
Police services	41	10.0 %
Trash, recycling, & yard waste collection services	29	7.1 %
City communication with the public	23	5.6 %
Customer service provided by City employees	10	2.4 %
Animal services (animal control, adoption center)	16	3.9 %
Civic & community centers	9	2.2 %
None chosen	72	17.6 %
Total	409	100.0 %

Q2. Which FOUR of the major categories of 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>
City parks & recreation programs	21	5.1 %
City water & sewer services	24	5.9 %
Emergency medical services	36	8.8 %
Enforcement of City codes & ordinances	26	6.4 %
Fire services	32	7.8 %
Library services	13	3.2 %
Management of stormwater runoff & flood prevention	28	6.8 %
Municipal court services	2	0.5 %
Police services	30	7.3 %
Trash, recycling, & yard waste collection services	30	7.3 %
City communication with the public	20	4.9 %
Customer service provided by City employees	16	3.9 %
Animal services (animal control, adoption center)	18	4.4 %
Civic & community centers	17	4.2 %
None chosen	96	23.5 %
Total	409	100.0 %

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q2. 4th choice</u>	<u>Number</u>	<u>Percent</u>
City parks & recreation programs	31	7.6 %
City water & sewer services	27	6.6 %
Emergency medical services	11	2.7 %
Enforcement of City codes & ordinances	20	4.9 %
Fire services	20	4.9 %
Library services	15	3.7 %
Management of stormwater runoff & flood prevention	21	5.1 %
Municipal court services	6	1.5 %
Police services	20	4.9 %
Trash, recycling, & yard waste collection services	30	7.3 %
City communication with the public	32	7.8 %
Customer service provided by City employees	9	2.2 %
Animal services (animal control, adoption center)	25	6.1 %
Civic & community centers	21	5.1 %
None chosen	121	29.6 %
Total	409	100.0 %

SUM OF TOP 4 CHOICES**Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 4)**

<u>Q2. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
City parks & recreation programs	136	33.3 %
City water & sewer services	124	30.3 %
Emergency medical services	95	23.2 %
Enforcement of City codes & ordinances	141	34.5 %
Fire services	103	25.2 %
Library services	43	10.5 %
Management of stormwater runoff & flood prevention	102	24.9 %
Municipal court services	11	2.7 %
Police services	162	39.6 %
Trash, recycling, & yard waste collection services	119	29.1 %
City communication with the public	92	22.5 %
Customer service provided by City employees	43	10.5 %
Animal services (animal control, adoption center)	68	16.6 %
Civic & community centers	51	12.5 %
None chosen	57	13.9 %
Total	1347	

Q3. Public Safety: Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please indicate how safe you feel in the following situations.

(N=409)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q3-1. In your neighborhood during the day	61.1%	30.8%	5.9%	0.7%	0.2%	1.2%
Q3-2. In your neighborhood at night	37.7%	44.5%	12.5%	3.2%	0.2%	2.0%
Q3-3. Overall feeling of safety in Schertz	35.5%	50.9%	9.8%	1.7%	0.0%	2.2%
Q3-4. In City parks	18.8%	38.6%	20.5%	1.7%	0.5%	19.8%
Q3-5. In commercial & retail areas	26.9%	53.8%	13.9%	1.2%	0.2%	3.9%

WITHOUT "DON'T KNOW"

Q3. Public Safety: Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please indicate how safe you feel in the following situations. (without "don't know")

(N=409)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q3-1. In your neighborhood during the day	61.9%	31.2%	5.9%	0.7%	0.2%
Q3-2. In your neighborhood at night	38.4%	45.4%	12.7%	3.2%	0.2%
Q3-3. Overall feeling of safety in Schertz	36.3%	52.0%	10.0%	1.8%	0.0%
Q3-4. In City parks	23.5%	48.2%	25.6%	2.1%	0.6%
Q3-5. In commercial & retail areas	28.0%	56.0%	14.5%	1.3%	0.3%

Q4. Perceptions of the City: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following.

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of services provided by City	28.1%	55.7%	12.0%	1.7%	1.0%	1.5%
Q4-2. How well City is keeping up with growth	16.9%	44.5%	21.0%	10.8%	3.4%	3.4%
Q4-3. Overall quality of life in City	31.8%	52.6%	12.0%	1.5%	0.5%	1.7%
Q4-4. Overall value you receive for City taxes & fees	14.4%	38.9%	25.7%	13.4%	3.2%	4.4%
Q4-5. Overall quality of new development	14.4%	37.4%	30.1%	9.8%	2.2%	6.1%
Q4-6. Appearance of residential property in City	15.6%	52.8%	19.8%	7.3%	2.4%	2.0%
Q4-7. Appearance of commercial property in City	14.9%	53.8%	23.5%	4.6%	1.0%	2.2%
Q4-8. Overall appearance of City	21.8%	55.0%	17.1%	3.7%	0.5%	2.0%

WITHOUT "DON'T KNOW"**Q4. Perceptions of the City: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following. (without "don't know")**

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of services provided by City	28.5%	56.6%	12.2%	1.7%	1.0%
Q4-2. How well City is keeping up with growth	17.5%	46.1%	21.8%	11.1%	3.5%
Q4-3. Overall quality of life in City	32.3%	53.5%	12.2%	1.5%	0.5%
Q4-4. Overall value you receive for City taxes & fees	15.1%	40.7%	26.9%	14.1%	3.3%
Q4-5. Overall quality of new development	15.4%	39.8%	32.0%	10.4%	2.3%
Q4-6. Appearance of residential property in City	16.0%	53.9%	20.2%	7.5%	2.5%
Q4-7. Appearance of commercial property in City	15.3%	55.0%	24.0%	4.8%	1.0%
Q4-8. Overall appearance of City	22.2%	56.1%	17.5%	3.7%	0.5%

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

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Maintenance & appearance of existing City parks	19.6%	52.1%	11.0%	5.1%	0.2%	12.0%
Q5-2. Number of City parks	18.3%	40.8%	19.3%	10.0%	0.7%	10.8%
Q5-3. Walking & biking trails in City	12.7%	31.8%	21.8%	13.7%	5.4%	14.7%
Q5-4. Recreation center	14.7%	34.5%	21.5%	4.2%	1.5%	23.7%
Q5-5. City swimming pools	13.7%	28.9%	24.7%	7.3%	2.0%	23.5%
Q5-6. Availability of youth recreation programs	11.2%	25.7%	23.0%	6.8%	1.7%	31.5%
Q5-7. Availability of adult recreation programs	8.3%	26.2%	26.7%	9.3%	1.7%	27.9%
Q5-8. Quality of outdoor athletic facilities (e.g., baseball, soccer)	14.7%	31.3%	22.7%	4.2%	1.5%	25.7%
Q5-9. Mowing & trimming of City parks	20.0%	48.2%	16.6%	2.4%	1.2%	11.5%

WITHOUT "DON'T KNOW"

Q5. Parks and Recreation: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following. (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Maintenance & appearance of existing City parks	22.2%	59.2%	12.5%	5.8%	0.3%
Q5-2. Number of City parks	20.5%	45.8%	21.6%	11.2%	0.8%
Q5-3. Walking & biking trails in City	14.9%	37.2%	25.5%	16.0%	6.3%
Q5-4. Recreation center	19.2%	45.2%	28.2%	5.4%	1.9%
Q5-5. City swimming pools	17.9%	37.7%	32.3%	9.6%	2.6%
Q5-6. Availability of youth recreation programs	16.4%	37.5%	33.6%	10.0%	2.5%
Q5-7. Availability of adult recreation programs	11.5%	36.3%	36.9%	12.9%	2.4%
Q5-8. Quality of outdoor athletic facilities (e.g. , baseball, soccer)	19.7%	42.1%	30.6%	5.6%	2.0%
Q5-9. Mowing & trimming of City parks	22.7%	54.4%	18.8%	2.8%	1.4%

Q6. Which THREE of the parks and recreation services listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing City parks	79	19.3 %
Number of City parks	35	8.6 %
Walking & biking trails in City	92	22.5 %
Recreation center	15	3.7 %
City swimming pools	28	6.8 %
Availability of youth recreation programs	39	9.5 %
Availability of adult recreation programs	16	3.9 %
Quality of outdoor athletic facilities (e.g., baseball, soccer)	12	2.9 %
Mowing & trimming of City parks	16	3.9 %
None chosen	77	18.8 %
Total	409	100.0 %

Q6. Which THREE of the parks and recreation services listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing City parks	40	9.8 %
Number of City parks	35	8.6 %
Walking & biking trails in City	59	14.4 %
Recreation center	19	4.6 %
City swimming pools	33	8.1 %
Availability of youth recreation programs	36	8.8 %
Availability of adult recreation programs	41	10.0 %
Quality of outdoor athletic facilities (e.g., baseball, soccer)	19	4.6 %
Mowing & trimming of City parks	31	7.6 %
None chosen	96	23.5 %
Total	409	100.0 %

Q6. Which THREE of the parks and recreation services listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing City parks	37	9.0 %
Number of City parks	22	5.4 %
Walking & biking trails in City	46	11.2 %
Recreation center	21	5.1 %
City swimming pools	24	5.9 %
Availability of youth recreation programs	28	6.8 %
Availability of adult recreation programs	47	11.5 %
Quality of outdoor athletic facilities (e.g., baseball, soccer)	34	8.3 %
Mowing & trimming of City parks	29	7.1 %
None chosen	121	29.6 %
Total	409	100.0 %

SUM OF TOP 3 CHOICES

Q6. Which THREE of the parks and recreation services listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

<u>Q6. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing City parks	156	38.1 %
Number of City parks	92	22.5 %
Walking & biking trails in City	197	48.2 %
Recreation center	55	13.4 %
City swimming pools	85	20.8 %
Availability of youth recreation programs	103	25.2 %
Availability of adult recreation programs	104	25.4 %
Quality of outdoor athletic facilities (e.g., baseball, soccer)	65	15.9 %
Mowing & trimming of City parks	76	18.6 %
None chosen	77	18.8 %
Total	1010	

Q7. Code Enforcement: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items.

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Enforcement of clean-up of junk & debris on private property	10.0%	37.7%	23.7%	15.2%	4.6%	8.8%
Q7-2. Enforcement of mowing of weeds & grass on private property	9.5%	33.7%	24.0%	18.8%	5.1%	8.8%
Q7-3. Enforcement of sign regulations	11.2%	36.2%	27.1%	8.1%	2.7%	14.7%
Q7-4. Enforcement of graffiti regulations	18.1%	38.9%	21.0%	3.2%	0.5%	18.3%

WITHOUT "DON'T KNOW"

Q7. Code Enforcement: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items. (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Enforcement of clean-up of junk & debris on private property	11.0%	41.3%	26.0%	16.6%	5.1%
Q7-2. Enforcement of mowing of weeds & grass on private property	10.5%	37.0%	26.3%	20.6%	5.6%
Q7-3. Enforcement of sign regulations	13.2%	42.4%	31.8%	9.5%	3.2%
Q7-4. Enforcement of graffiti regulations	22.2%	47.6%	25.7%	3.9%	0.6%

Q8. Which TWO of the code enforcement services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q8. Top choice	Number	Percent
Enforcement of clean-up of junk & debris on private property	183	44.7 %
Enforcement of mowing of weeds & grass on private property	85	20.8 %
Enforcement of sign regulations	38	9.3 %
Enforcement of graffiti regulations	38	9.3 %
None chosen	65	15.9 %
Total	409	100.0 %

Q8. Which TWO of the code enforcement services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q8. 2nd choice	Number	Percent
Enforcement of clean-up of junk & debris on private property	85	20.8 %
Enforcement of mowing of weeds & grass on private property	152	37.2 %
Enforcement of sign regulations	49	12.0 %
Enforcement of graffiti regulations	38	9.3 %
None chosen	85	20.8 %
Total	409	100.0 %

SUM OF TOP 2 CHOICES

Q8. Which TWO of the code enforcement services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 2)

Q8. Sum of top 2 choices	Number	Percent
Enforcement of clean-up of junk & debris on private property	268	65.5 %
Enforcement of mowing of weeds & grass on private property	237	57.9 %
Enforcement of sign regulations	87	21.3 %
Enforcement of graffiti regulations	76	18.6 %
None chosen	65	15.9 %
Total	733	

Q9. Public Works: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following.

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	10.3%	38.1%	17.6%	24.9%	7.3%	1.7%
Q9-2. Maintenance of major City streets (non-TxDOT roadways)	8.3%	39.1%	21.8%	22.2%	6.4%	2.2%
Q9-3. Maintenance of streets in your neighborhood	13.0%	43.3%	17.4%	15.6%	7.3%	3.4%
Q9-4. Mowing/trimming along City streets	15.4%	50.6%	21.0%	7.6%	2.0%	3.4%
Q9-5. Cleanliness of City streets & other public areas	19.6%	53.3%	17.1%	6.1%	1.2%	2.7%
Q9-6. Maintenance of creeks & open channels	11.0%	38.4%	23.7%	9.0%	2.7%	15.2%
Q9-7. Condition of sidewalks in City	12.2%	47.2%	21.8%	8.6%	4.2%	6.1%
Q9-8. Availability of bike lanes	4.4%	24.9%	29.3%	17.1%	7.3%	16.9%
Q9-9. Adequacy of City street lighting	8.8%	39.9%	23.5%	19.8%	3.9%	4.2%

WITHOUT "DON'T KNOW"

Q9. Public Works: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following. (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	10.4%	38.8%	17.9%	25.4%	7.5%
Q9-2. Maintenance of major City streets (non-TxDOT roadways)	8.5%	40.0%	22.3%	22.8%	6.5%
Q9-3. Maintenance of streets in your neighborhood	13.4%	44.8%	18.0%	16.2%	7.6%
Q9-4. Mowing/trimming along City streets	15.9%	52.4%	21.8%	7.8%	2.0%
Q9-5. Cleanliness of City streets & other public areas	20.1%	54.8%	17.6%	6.3%	1.3%
Q9-6. Maintenance of creeks & open channels	13.0%	45.2%	28.0%	10.7%	3.2%
Q9-7. Condition of sidewalks in City	13.0%	50.3%	23.2%	9.1%	4.4%
Q9-8. Availability of bike lanes	5.3%	30.0%	35.3%	20.6%	8.8%
Q9-9. Adequacy of City street lighting	9.2%	41.6%	24.5%	20.7%	4.1%

Q10. Which THREE of the public works services listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	113	27.6 %
Maintenance of major City streets (non-TxDOT roadways)	71	17.4 %
Maintenance of streets in your neighborhood	50	12.2 %
Mowing/trimming along City streets	16	3.9 %
Cleanliness of City streets & other public areas	11	2.7 %
Maintenance of creeks & open channels	20	4.9 %
Condition of sidewalks in City	10	2.4 %
Availability of bike lanes	28	6.8 %
Adequacy of City street lighting	39	9.5 %
None chosen	51	12.5 %
Total	409	100.0 %

Q10. Which THREE of the public works services listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	44	10.8 %
Maintenance of major City streets (non-TxDOT roadways)	87	21.3 %
Maintenance of streets in your neighborhood	49	12.0 %
Mowing/trimming along City streets	19	4.6 %
Cleanliness of City streets & other public areas	26	6.4 %
Maintenance of creeks & open channels	15	3.7 %
Condition of sidewalks in City	29	7.1 %
Availability of bike lanes	31	7.6 %
Adequacy of City street lighting	42	10.3 %
None chosen	67	16.4 %
Total	409	100.0 %

Q10. Which THREE of the public works services listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q10. 3rd choice	Number	Percent
Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	27	6.6 %
Maintenance of major City streets (non-TxDOT roadways)	41	10.0 %
Maintenance of streets in your neighborhood	48	11.7 %
Mowing/trimming along City streets	22	5.4 %
Cleanliness of City streets & other public areas	31	7.6 %
Maintenance of creeks & open channels	30	7.3 %
Condition of sidewalks in City	28	6.8 %
Availability of bike lanes	30	7.3 %
Adequacy of City street lighting	67	16.4 %
None chosen	85	20.8 %
Total	409	100.0 %

SUM OF TOP 3 CHOICES

Q10. Which THREE of the public works services listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

Q10. Sum of top 3 choices	Number	Percent
Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	184	45.0 %
Maintenance of major City streets (non-TxDOT roadways)	199	48.7 %
Maintenance of streets in your neighborhood	147	35.9 %
Mowing/trimming along City streets	57	13.9 %
Cleanliness of City streets & other public areas	68	16.6 %
Maintenance of creeks & open channels	65	15.9 %
Condition of sidewalks in City	67	16.4 %
Availability of bike lanes	89	21.8 %
Adequacy of City street lighting	148	36.2 %
None chosen	51	12.5 %
Total	1075	

Q11. Communication: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following.

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Availability of information about government operations	10.5%	39.9%	28.1%	9.3%	2.0%	10.3%
Q11-2. City efforts to keep residents informed about local issues	16.1%	41.1%	21.3%	12.2%	2.9%	6.4%
Q11-3. Level of public involvement in City decision-making	8.3%	29.1%	30.1%	13.4%	3.7%	15.4%
Q11-4. Usefulness of information that is available on City's website	14.7%	35.9%	28.6%	5.9%	2.4%	12.5%
Q11-5. How well City listens & responds to needs of citizens	8.8%	26.9%	30.3%	12.0%	3.4%	18.6%
Q11-6. Level of fiscal transparency	8.1%	27.6%	30.3%	9.5%	2.0%	22.5%
Q11-7. Schertz Magazine	44.0%	35.9%	12.2%	1.7%	2.0%	4.2%
Q11-8. City's social media pages	12.7%	31.5%	25.2%	1.7%	0.7%	28.1%
Q11-9. City's biweekly electronic newsletter	8.3%	24.7%	27.6%	1.7%	1.5%	36.2%

WITHOUT "DON'T KNOW"

Q11. Communication: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following. (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Availability of information about government operations	11.7%	44.4%	31.3%	10.4%	2.2%
Q11-2. City efforts to keep residents informed about local issues	17.2%	43.9%	22.7%	13.1%	3.1%
Q11-3. Level of public involvement in City decision-making	9.8%	34.4%	35.5%	15.9%	4.3%
Q11-4. Usefulness of information that is available on City's website	16.8%	41.1%	32.7%	6.7%	2.8%
Q11-5. How well City listens & responds to needs of citizens	10.8%	33.0%	37.2%	14.7%	4.2%
Q11-6. Level of fiscal transparency	10.4%	35.6%	39.1%	12.3%	2.5%
Q11-7. Schertz Magazine	45.9%	37.5%	12.8%	1.8%	2.0%
Q11-8. City's social media pages	17.7%	43.9%	35.0%	2.4%	1.0%
Q11-9. City's biweekly electronic newsletter	13.0%	38.7%	43.3%	2.7%	2.3%

Q12. Which of the following electronic sources of information are you currently using?

Q12. What electronic sources of information are you currently using	Number	Percent
Facebook	258	63.1 %
Twitter	39	9.5 %
YouTube	128	31.3 %
Instagram	66	16.1 %
iPhone application	119	29.1 %
Android applications	77	18.8 %
Nextdoor	139	34.0 %
Land line	80	19.6 %
Text messages	248	60.6 %
Internet (general use)	300	73.3 %
Email	314	76.8 %
Other	7	1.7 %
None of above	13	3.2 %
Total	1788	

WITHOUT "NONE OF ABOVE"**Q12. Which of the following electronic sources of information are you currently using? (without "none of above")**

Q12. What electronic sources of information are you currently using	Number	Percent
Facebook	258	65.2 %
Twitter	39	9.8 %
YouTube	128	32.3 %
Instagram	66	16.7 %
iPhone application	119	30.1 %
Android applications	77	19.4 %
Nextdoor	139	35.1 %
Land line	80	20.2 %
Text messages	248	62.6 %
Internet (general use)	300	75.8 %
Email	314	79.3 %
Other	7	1.8 %
Total	1775	

Q12-12. Other

Q12-13. Other	Number	Percent
Schertz Magazine	2	28.6 %
HOA NEWSLETTER/HERALD	1	14.3 %
LOCAL MEETINGS, MAILERS, SIGNS	1	14.3 %
SCHERTZ MAGAZINE AND REGIONAL NEWSPAPER	1	14.3 %
ONLINE BILL PAY	1	14.3 %
Friends, veterans, meetings, rumors	1	14.3 %
Total	7	100.0 %

Q12a. If you use Facebook, Twitter, YouTube, or Instagram, do you follow any of the City's accounts on these social media outlets?

Q12a. Do you follow any City's accounts on social media outlets	Number	Percent
Yes	121	43.1 %
No	149	53.0 %
Not provided	11	3.9 %
Total	281	100.0 %

WITHOUT "NOT PROVIDED"**Q12a. If you use Facebook, Twitter, YouTube, or Instagram, do you follow any of the City's accounts on these social media outlets? (without "not provided")**

Q12a. Do you follow any City's accounts on social media outlets	Number	Percent
Yes	121	44.8 %
No	149	55.2 %
Total	270	100.0 %

Q13. From which of the following sources do you currently get information about the City of Schertz?

Q13. From what sources do you currently get City information	Number	Percent
City website (www.schertz.com)	220	53.8 %
Enclosures in City utility bill	133	32.5 %
Local TV news	139	34.0 %
Neighborhood groups (HOA)	122	29.8 %
Northeast Herald	92	22.5 %
S.A. Express News	49	12.0 %
Local radio	39	9.5 %
City social media outlets	72	17.6 %
Public meetings	43	10.5 %
Schertz Magazine	348	85.1 %
Post cards	13	3.2 %
Public service announcements (videos)	14	3.4 %
Electronic newsletter (email)	70	17.1 %
City Council meetings	40	9.8 %
Other	16	3.9 %
Total	1410	

Q13-15. Other

<u>Q13-15. Other</u>	<u>Number</u>	<u>Percent</u>
MAIL	2	14.3 %
Police Facebook	1	7.1 %
Citizens	1	7.1 %
GVEC AND LOCAL	1	7.1 %
Banner and electronic sign	1	7.1 %
CIBOLO/SCHERTZ FACEBOOK PAGE	1	7.1 %
COMMUNITY FACEBOOK PAGE	1	7.1 %
Schertz Chatterbox Facebook page	1	7.1 %
Facebook/Twitter	1	7.1 %
WORD OF MOUTH	1	7.1 %
GVEC MAGAZINE	1	7.1 %
City billboard	1	7.1 %
<u>Friends involved in City issues</u>	<u>1</u>	<u>7.1 %</u>
Total	14	100.0 %

Q14. From which THREE of the sources listed in Question 13 would you most prefer to get information about the City?

Q14. Top choice	Number	Percent
City website (www.schertz.com)	100	24.4 %
Enclosures in City utility bill	25	6.1 %
Local TV news	19	4.6 %
Neighborhood groups (HOA)	7	1.7 %
Northeast Herald	12	2.9 %
S.A. Express News	4	1.0 %
Local radio	1	0.2 %
City social media outlets	36	8.8 %
Public meetings	2	0.5 %
Schertz Magazine	87	21.3 %
Post cards	2	0.5 %
Public service announcements (videos)	3	0.7 %
Electronic newsletter (email)	50	12.2 %
Other	4	1.0 %
None chosen	57	13.9 %
Total	409	100.0 %

Q14. From which THREE of the sources listed in Question 13 would you most prefer to get information about the City?

Q14. 2nd choice	Number	Percent
City website (www.schertz.com)	45	11.0 %
Enclosures in City utility bill	39	9.5 %
Local TV news	17	4.2 %
Neighborhood groups (HOA)	18	4.4 %
Northeast Herald	18	4.4 %
S.A. Express News	5	1.2 %
Local radio	5	1.2 %
City social media outlets	20	4.9 %
Public meetings	8	2.0 %
Schertz Magazine	102	24.9 %
Post cards	6	1.5 %
Public service announcements (videos)	5	1.2 %
Electronic newsletter (email)	26	6.4 %
City Council meetings	7	1.7 %
Other	5	1.2 %
None chosen	83	20.3 %
Total	409	100.0 %

Q14. From which THREE of the sources listed in Question 13 would you most prefer to get information about the City?

Q14. 3rd choice	Number	Percent
City website (www.schertz.com)	36	8.8 %
Enclosures in City utility bill	34	8.3 %
Local TV news	25	6.1 %
Neighborhood groups (HOA)	16	3.9 %
Northeast Herald	14	3.4 %
S.A. Express News	2	0.5 %
Local radio	7	1.7 %
City social media outlets	29	7.1 %
Public meetings	10	2.4 %
Schertz Magazine	50	12.2 %
Post cards	14	3.4 %
Public service announcements (videos)	3	0.7 %
Electronic newsletter (email)	41	10.0 %
City Council meetings	10	2.4 %
Other	9	2.2 %
<u>None chosen</u>	<u>109</u>	<u>26.7 %</u>
Total	409	100.0 %

SUM OF TOP 3 CHOICES**Q14. From which THREE of the sources listed in Question 13 would you most prefer to get information about the City? (top 3)**

Q14. Sum of top 3 choices	Number	Percent
City website (www.schertz.com)	181	44.3 %
Enclosures in City utility bill	98	24.0 %
Local TV news	61	14.9 %
Neighborhood groups (HOA)	41	10.0 %
Northeast Herald	44	10.8 %
S.A. Express News	11	2.7 %
Local radio	13	3.2 %
City social media outlets	85	20.8 %
Public meetings	20	4.9 %
Schertz Magazine	239	58.4 %
Post cards	22	5.4 %
Public service announcements (videos)	11	2.7 %
Electronic newsletter (email)	117	28.6 %
City Council meetings	17	4.2 %
Other	18	4.4 %
<u>None chosen</u>	<u>57</u>	<u>13.9 %</u>
Total	1035	

Q15. Have you contacted the City of Schertz during the past year?

Q15. Have you contacted City of Schertz during past year	Number	Percent
Yes	205	50.1 %
No	193	47.2 %
Not provided	11	2.7 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q15. Have you contacted the City of Schertz during the past year? (without "not provided")**

Q15. Have you contacted City of Schertz during past year	Number	Percent
Yes	205	51.5 %
No	193	48.5 %
Total	398	100.0 %

Q15a. (Only if "YES" to Question 15) How would you describe the service you received?

Q15a. How would you describe the service you received	Number	Percent
Excellent	78	38.0 %
Good	71	34.6 %
Fair	27	13.2 %
Poor	26	12.7 %
Don't know	3	1.5 %
Total	205	100.0 %

WITHOUT "DON'T KNOW"**Q15a. (Only if "YES" to Question 15) How would you describe the service you received? (without "don't know")**

Q15a. How would you describe the service you received	Number	Percent
Excellent	78	38.6 %
Good	71	35.1 %
Fair	27	13.4 %
Poor	26	12.9 %
Total	202	100.0 %

Q15b. (Only if "YES" to Question 15) Using a 5-point scale, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees in the Department you contacted most recently with regard to the following.

(N=205)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15b-1. How easy they were to contact	44.4%	35.6%	9.8%	5.4%	4.4%	0.5%
Q15b-2. The way you were treated	48.8%	31.2%	8.3%	7.8%	3.4%	0.5%
Q15b-3. Accuracy of information & assistance you were given	42.0%	33.7%	8.3%	9.8%	5.4%	1.0%
Q15b-4. How quickly City staff responded to your request	41.0%	29.3%	11.7%	11.2%	5.4%	1.5%
Q15b-5. How well your issue was handled	38.0%	28.3%	12.2%	11.2%	8.8%	1.5%

WITHOUT "DON'T KNOW"

Q15b. (Only if "YES" to Question 15) Using a 5-point scale, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees in the Department you contacted most recently with regard to the following. (without "don't know")

(N=205)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15b-1. How easy they were to contact	44.6%	35.8%	9.8%	5.4%	4.4%
Q15b-2. The way you were treated	49.0%	31.4%	8.3%	7.8%	3.4%
Q15b-3. Accuracy of information & assistance you were given	42.4%	34.0%	8.4%	9.9%	5.4%
Q15b-4. How quickly City staff responded to your request	41.6%	29.7%	11.9%	11.4%	5.4%
Q15b-5. How well your issue was handled	38.6%	28.7%	12.4%	11.4%	8.9%

Q16. Do you know the City has an Animal Adoption Center?

Q16. Do you know City has an Animal Adoption Center	Number	Percent
Yes	320	78.2 %
No	71	17.4 %
Not provided	18	4.4 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q16. Do you know the City has an Animal Adoption Center? (without "not provided")**

Q16. Do you know City has an Animal Adoption Center	Number	Percent
Yes	320	81.8 %
No	71	18.2 %
Total	391	100.0 %

Q17. What services would you like to see the Animal Adoption Center provide/provide more of?

Q17. What services would you like to see Animal Adoption Center provide/provide more of	Number	Percent
Spay/neuter clinics	180	56.3 %
Microchipping clinic	151	47.2 %
Adoption events	152	47.5 %
Vaccination clinics	183	57.2 %
Information on pet care	60	18.8 %
Information on becoming a pet foster	63	19.7 %
Volunteer opportunities	96	30.0 %
Information on managing conflict between wildlife & people/pets	90	28.1 %
Other	10	3.1 %
Total	985	

Q17-9. Other

Q17-9. Other	Number	Percent
AVAILABILITY OF SERVICES AT NIGHT	1	11.1 %
RABIES PREVENTION EDUCATION, OPEN ADOPTION CENTER AGAIN	1	11.1 %
PRIVATIZED IT	1	11.1 %
UPDATED/BETTER PICTURES	1	11.1 %
Customer service needs a little work	1	11.1 %
MORE INFORMATION ON CURRENT SERVICES. HELP WITH ERADICATING COYOTES	1	11.1 %
INFO ON QUALITY KENNELING OF PETS WHEN NEEDED	1	11.1 %
WILDLIFE CONTROL IN GENERAL	1	11.1 %
No kill	1	11.1 %
Total	9	100.0 %

Q18. Solid Waste/Utility Services: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 Means "very dissatisfied," please rate your satisfaction with each of the following.

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Residential trash (garbage) collection services	44.5%	39.1%	6.8%	5.1%	2.2%	2.2%
Q18-2. Bulky item pick up/removal services (old furniture, appliances)	20.3%	27.6%	21.3%	9.3%	3.2%	18.3%
Q18-3. Recycling services	34.5%	36.4%	14.4%	4.6%	3.2%	6.8%
Q18-4. Water services	34.0%	43.5%	12.5%	3.9%	2.4%	3.7%
Q18-5. Sewer services	34.7%	40.6%	14.2%	2.2%	1.2%	7.1%
Q18-6. Utility billing	31.3%	43.0%	13.7%	5.9%	2.4%	3.7%

WITHOUT "DON'T KNOW"

Q18. Solid Waste/Utility Services: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 Means "very dissatisfied," please rate your satisfaction with each of the following. (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Residential trash (garbage) collection services	45.5%	40.0%	7.0%	5.3%	2.3%
Q18-2. Bulky item pick up/removal services (old furniture, appliances)	24.9%	33.8%	26.0%	11.4%	3.9%
Q18-3. Recycling services	37.0%	39.1%	15.5%	5.0%	3.4%
Q18-4. Water services	35.3%	45.2%	12.9%	4.1%	2.5%
Q18-5. Sewer services	37.4%	43.7%	15.3%	2.4%	1.3%
Q18-6. Utility billing	32.5%	44.7%	14.2%	6.1%	2.5%

Q19. Expectations for Services: Using a scale from 1 to 5, where 5 means the level of service provided by the City "should be much higher" than it is now and 1 means it "should be much lower," please indicate how the level of service provided by the City should change in each of the areas listed below.

(N=409)

	Should be much higher	Should be a little higher	Should stay the same	Should be a little lower	Should be much lower	Don't know
Q19-1. Library services	5.9%	18.3%	51.1%	0.2%	0.2%	24.2%
Q19-2. Law enforcement	11.5%	35.7%	40.3%	1.2%	0.5%	10.8%
Q19-3. Fire response	7.3%	22.0%	49.6%	0.0%	0.0%	21.0%
Q19-4. Emergency medical services	9.5%	24.2%	46.9%	0.5%	0.2%	18.6%
Q19-5. Parks & open space	12.7%	34.2%	33.5%	1.5%	0.2%	17.8%
Q19-6. Recreation activities	11.0%	36.2%	32.3%	0.7%	1.0%	18.8%
Q19-7. Maintenance of streets & sidewalks	30.8%	43.5%	19.3%	0.2%	0.2%	5.9%

WITHOUT "DON'T KNOW"

Q19. Expectations for Services: Using a scale from 1 to 5, where 5 means the level of service provided by the City "should be much higher" than it is now and 1 means it "should be much lower," please indicate how the level of service provided by the City should change in each of the areas listed below. (without "don't know")

(N=409)

	Should be much higher	Should be a little higher	Should stay the same	Should be a little lower	Should be much lower
Q19-1. Library services	7.7%	24.2%	67.4%	0.3%	0.3%
Q19-2. Law enforcement	12.9%	40.0%	45.2%	1.4%	0.5%
Q19-3. Fire response	9.3%	27.9%	62.8%	0.0%	0.0%
Q19-4. Emergency medical services	11.7%	29.7%	57.7%	0.6%	0.3%
Q19-5. Parks & open space	15.5%	41.7%	40.8%	1.8%	0.3%
Q19-6. Recreation activities	13.6%	44.6%	39.8%	0.9%	1.2%
Q19-7. Maintenance of streets & sidewalks	32.7%	46.2%	20.5%	0.3%	0.3%

Q20. What do you think are the THREE biggest issues Schertz will face within the next FIVE years?

Q20. Biggest issues Schertz will face within next five years	Number	Percent
Traffic	324	79.2 %
Planning for rapid growth	205	50.1 %
Public schools	75	18.3 %
Road repair/maintenance/expansion	212	51.8 %
Taxes/property taxes/finances	145	35.5 %
Public transportation	39	9.5 %
Crime	90	22.0 %
Environmental issues	14	3.4 %
Utility rates	44	10.8 %
Neighborhood preservation	38	9.3 %
Other	5	1.2 %
Don't know	3	0.7 %
Total	1194	

WITHOUT "DON'T KNOW"

Q20. What do you think are the THREE biggest issues Schertz will face within the next FIVE years? (without "don't know")

Q20. Biggest issues Schertz will face within next five years	Number	Percent
Traffic	324	79.8 %
Planning for rapid growth	205	50.5 %
Public schools	75	18.5 %
Road repair/maintenance/expansion	212	52.2 %
Taxes/property taxes/finances	145	35.7 %
Public transportation	39	9.6 %
Crime	90	22.2 %
Environmental issues	14	3.4 %
Utility rates	44	10.8 %
Neighborhood preservation	38	9.4 %
Other	5	1.2 %
Total	1191	

Q20-11. Other

Q20-11. Other	Number	Percent
Cibolo Creek floods	1	20.0 %
Permitting department	1	20.0 %
RE-EVALUATE FEMA FLOOD ZONES	1	20.0 %
SCHOOL BUS TRANSPORTATION	1	20.0 %
1518 EXPANSION	1	20.0 %
Total	5	100.0 %

Q21. Which of the following are the primary reasons you choose to live in Schertz?

<u>Q21. Primary reasons you choose to live in Schertz</u>	<u>Number</u>	<u>Percent</u>
Location	307	75.1 %
Convenience	146	35.7 %
Affordability	171	41.8 %
Quality of life	227	55.5 %
I grew up here	33	8.1 %
I went to college here	3	0.7 %
Schools	98	24.0 %
It's a safe community	199	48.7 %
Good City services, such as police & fire	133	32.5 %
Parks & recreation programs	43	10.5 %
Friends/family are here	105	25.7 %
Entertainment opportunities	15	3.7 %
Business opportunities	10	2.4 %
I work here	42	10.3 %
I don't know	6	1.5 %
Total	1538	

WITHOUT "DON'T KNOW"**Q21. Which of the following are the primary reasons you choose to live in Schertz? (without "I don't know")**

<u>Q21. Primary reasons you choose to live in Schertz</u>	<u>Number</u>	<u>Percent</u>
Location	306	75.9 %
Convenience	146	36.2 %
Affordability	170	42.2 %
Quality of life	226	56.1 %
I grew up here	33	8.2 %
I went to college here	3	0.7 %
Schools	98	24.3 %
It's a safe community	198	49.1 %
Good City services, such as police & fire	133	33.0 %
Parks & recreation programs	43	10.7 %
Friends/family are here	105	26.1 %
Entertainment opportunities	15	3.7 %
Business opportunities	10	2.5 %
I work here	42	10.4 %
Total	1528	

Q22. Are you familiar with the following programs offered by the City of Schertz?

<u>Q22. Are you familiar with following City programs</u>	<u>Number</u>	<u>Percent</u>
Citizens Police Academy	144	35.2 %
Schertz Senior Center	219	53.5 %
EMS Passport to Care	84	20.5 %
Regional Emergency Alert Network(REAN)	57	13.9 %
VIA Rideshare	43	10.5 %
Alamo Regional Transit (ART)	28	6.8 %
Library Brainfuse	22	5.4 %
None of these	126	30.8 %
Total	723	

WITHOUT "NONE OF THESE"

Q22. Are you familiar with the following programs offered by the City of Schertz? (without "none of these")

<u>Q22. Are you familiar with following City programs</u>	<u>Number</u>	<u>Percent</u>
Citizens Police Academy	144	50.9 %
Schertz Senior Center	219	77.4 %
EMS Passport to Care	84	29.7 %
Regional Emergency Alert Network(REAN)	57	20.1 %
VIA Rideshare	43	15.2 %
Alamo Regional Transit (ART)	28	9.9 %
Library Brainfuse	22	7.8 %
Total	597	

Q23. Strategic Initiatives: Using a scale from 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree", please rate your level of agreement with the following statements.

(N=409)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q23-1. I have confidence in City's finances	13.7%	40.1%	22.7%	4.6%	1.5%	17.4%
Q23-2. City is ensuring that there is adequate long term affordable water	16.4%	40.8%	18.1%	2.9%	1.5%	20.3%
Q23-3. City is doing a good job of beautification within the community	13.0%	49.4%	22.2%	4.6%	2.7%	8.1%
Q23-4. City is doing a good job planning for current & future transportation & infrastructure needs	6.8%	23.5%	29.3%	14.2%	6.1%	20.0%
Q23-5. City is committed to health & wellness of its citizens	13.0%	38.6%	25.7%	3.7%	1.2%	17.8%

WITHOUT "DON'T KNOW"

Q23. Strategic Initiatives: Using a scale from 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree", please rate your level of agreement with the following statements. (without "don't know")

(N=409)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q23-1. I have confidence in City's finances	16.6%	48.5%	27.5%	5.6%	1.8%
Q23-2. City is ensuring that there is adequate long term affordable water	20.6%	51.2%	22.7%	3.7%	1.8%
Q23-3. City is doing a good job of beautification within the community	14.1%	53.7%	24.2%	5.1%	2.9%
Q23-4. City is doing a good job planning for current & future transportation & infrastructure needs	8.6%	29.4%	36.7%	17.7%	7.6%
Q23-5. City is committed to health & wellness of its citizens	15.8%	47.0%	31.3%	4.5%	1.5%

Q24. Have you used any of the following City e-services during the past year?

Q24. City e-services you have used during past year	Number	Percent
Electronic water payment	221	54.0 %
Electronic court payment	4	1.0 %
Web QA	13	3.2 %
Chipping services	39	9.5 %
None of these	169	41.3 %
Total	446	

WITHOUT “NONE OF THESE”

Q24. Have you used any of the following City e-services during the past year? (without "none of these")

Q24. City e-services you have used during past year	Number	Percent
Electronic water payment	221	92.1 %
Electronic court payment	4	1.7 %
Web QA	13	5.4 %
Chipping services	39	16.3 %
Total	277	

Q25. If the City offered an App that you could download to your mobile device which would allow you to have access to basic online services (report a pothole, pay your water bill, etc.), would you use it?

Q25. Would you use basic online services	Number	Percent
Yes	305	74.6 %
No	84	20.5 %
Not provided	20	4.9 %
Total	409	100.0 %

WITHOUT “NOT PROVIDED”

Q25. If the City offered an App that you could download to your mobile device which would allow you to have access to basic online services (report a pothole, pay your water bill, etc.), would you use it? (without "not provided")

Q25. Would you use basic online services	Number	Percent
Yes	305	78.4 %
No	84	21.6 %
Total	389	100.0 %

Q26. Do you work in Schertz?

<u>Q26. Do you work in Schertz</u>	<u>Number</u>	<u>Percent</u>
Yes	56	13.7 %
No	332	81.2 %
Not provided	21	5.1 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q26. Do you work in Schertz? (without "not provided")**

<u>Q26. Do you work in Schertz</u>	<u>Number</u>	<u>Percent</u>
Yes	56	14.4 %
No	332	85.6 %
Total	388	100.0 %

Q27. Approximately how many years have you lived in Schertz?

<u>Q27. How many years have you lived in Schertz</u>	<u>Number</u>	<u>Percent</u>
Less than 2 years	16	3.9 %
2-5 years	41	10.0 %
6-9 years	66	16.1 %
10-19 years	142	34.7 %
20-29 years	86	21.0 %
30+ years	49	12.0 %
Don't know	9	2.2 %
Total	409	100.0 %

WITHOUT "DON'T KNOW"**Q27. Approximately how many years have you lived in Schertz? (without "don't know")**

<u>Q27. How many years have you lived in Schertz</u>	<u>Number</u>	<u>Percent</u>
Less than 2 years	16	4.0 %
2-5 years	41	10.3 %
6-9 years	66	16.5 %
10-19 years	142	35.5 %
20-29 years	86	21.5 %
30+ years	49	12.3 %
Total	400	100.0 %

Q28. What is your age?

Q28. Your age	Number	Percent
18-34	79	19.3 %
35-44	80	19.6 %
45-54	79	19.3 %
55-64	75	18.3 %
65+	75	18.3 %
Not provided	21	5.1 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q28. What is your age? (without "not provided")**

Q28. Your age	Number	Percent
18-34	79	20.4 %
35-44	80	20.6 %
45-54	79	20.4 %
55-64	75	19.3 %
65+	75	19.3 %
Total	388	100.0 %

Q29. Do you have children living at home in the following age ranges?

Q29. What age group children do you have living at home	Number	Percent
Under 6 years	40	9.8 %
6 to 12 years	54	13.2 %
13 to 18 years	75	18.3 %
No children	273	66.7 %
Total	442	

Q30. What is your gender?

Q30. Your gender	Number	Percent
Male	199	48.7 %
Female	207	50.6 %
Not provided	3	0.7 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q30. What is your gender? (without "not provided")**

Q30. Your gender	Number	Percent
Male	199	49.0 %
Female	207	51.0 %
Total	406	100.0 %

Q31. Are you of Hispanic, Latino, or other Spanish origin?

Q31. Are you of Hispanic, Latino, or other Spanish origin	Number	Percent
Yes	116	28.4 %
No	286	69.9 %
Not provided	7	1.7 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q31. Are you of Hispanic, Latino, or other Spanish origin? (without "not provided")**

Q31. Are you of Hispanic, Latino, or other Spanish origin	Number	Percent
Yes	116	28.9 %
No	286	71.1 %
Total	402	100.0 %

Q32. Which of the following best describes your race?

Q32. What best describes your race	Number	Percent
Asian/Pacific Islander	15	3.7 %
American Indian/Eskimo	7	1.7 %
Black/African American	53	13.0 %
White	282	68.9 %
Other	8	2.0 %
Total	365	

Q32-5. Other

Q32-5. Other	Number	Percent
Mixed race	3	37.5 %
Hispanic	3	37.5 %
ANGLO AMERICAN	1	12.5 %
Half Asian and half White	1	12.5 %
Total	8	100.0 %

Q33. What is your total annual household income?

Q33. Your total annual household income	Number	Percent
Under \$25K	13	3.2 %
\$25K to \$49,999	39	9.5 %
\$50K to \$74,999	67	16.4 %
\$75K to \$99,999	62	15.2 %
\$100K to \$124,999	72	17.6 %
\$125K to \$149,999	33	8.1 %
\$150K to \$199,999	33	8.1 %
\$200K+	16	3.9 %
Not provided	74	18.1 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q33. What is your total annual household income? (without "not provided")**

Q33. Your total annual household income	Number	Percent
Under \$25K	13	3.9 %
\$25K to \$49,999	39	11.6 %
\$50K to \$74,999	67	20.0 %
\$75K to \$99,999	62	18.5 %
\$100K to \$124,999	72	21.5 %
\$125K to \$149,999	33	9.9 %
\$150K to \$199,999	33	9.9 %
\$200K+	16	4.8 %
Total	335	100.0 %

Q34. Do you own or rent your home?

Q34. Do you own or rent your home	Number	Percent
Own	336	82.2 %
Rent	67	16.4 %
Not provided	6	1.5 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q34. Do you own or rent your home? (without "not provided")**

Q34. Do you own or rent your home	Number	Percent
Own	336	83.4 %
Rent	67	16.6 %
Total	403	100.0 %

Q35. Do you live in a single family home or an apartment/condominium?

Q35. What type of home do you live in	Number	Percent
Single family home	392	95.8 %
Apartment/condominium	12	2.9 %
Other	1	0.2 %
Not provided	4	1.0 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Do you live in a single family home or an apartment/condominium? (without "not provided")**

Q35. What type of home do you live in	Number	Percent
Single family home	392	96.8 %
Apartment/condominium	12	3.0 %
Other	1	0.2 %
Total	405	100.0 %

Q35-3. Other

Q35-3. Other	Number	Percent
Duplex that I own both sides	1	100.0 %
Total	1	100.0 %

Q36. What is the highest level of formal education you completed?

Q36. Highest level of formal education you completed	Number	Percent
Less than high school	5	1.2 %
High school	30	7.3 %
Some college	112	27.4 %
Bachelor's degree (4 years of college)	109	26.7 %
Some graduate work	17	4.2 %
Graduate degree	82	20.0 %
Not provided	54	13.2 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q36. What is the highest level of formal education you completed? (without "not provided")**

Q36. Highest level of formal education you completed	Number	Percent
Less than high school	5	1.4 %
High school	30	8.5 %
Some college	112	31.5 %
Bachelor's degree (4 years of college)	109	30.7 %
Some graduate work	17	4.8 %
Graduate degree	82	23.1 %
Total	355	100.0 %

Q37. How far do you commute for work?

<u>Q37. How far do you commute for work</u>	<u>Number</u>	<u>Percent</u>
0-5 miles	161	39.4 %
6-10 miles	34	8.3 %
11-15 miles	23	5.6 %
16-20 miles	36	8.8 %
21-30 miles	56	13.7 %
31-40 miles	11	2.7 %
41+ miles	6	1.5 %
Not provided	82	20.0 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q37. How far do you commute for work? (without "not provided")**

<u>Q37. How far do you commute for work</u>	<u>Number</u>	<u>Percent</u>
0-5 miles	161	49.2 %
6-10 miles	34	10.4 %
11-15 miles	23	7.0 %
16-20 miles	36	11.0 %
21-30 miles	56	17.1 %
31-40 miles	11	3.4 %
41+ miles	6	1.8 %
Total	327	100.0 %

Section 5:
Survey Instrument

June 2019

Dear Schertz City Resident:

You have been **randomly** selected to participate in the 2019 Schertz Community Survey.

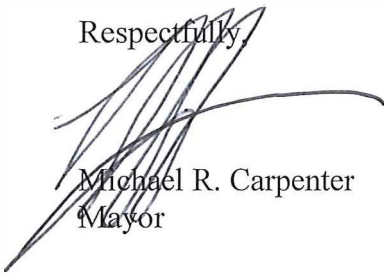
Your input on the enclosed survey is extremely important. This is an opportunity for you to provide City leaders with valuable feedback regarding city services and your overall satisfaction with service delivery. The information collected from this survey will help shape future decisions as we continue to grow and improve our community. To ensure the City's priorities are aligned with the needs of our residents, we need to hear from you.

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence many decisions regarding the City's future.

Please return your survey sometime during the next week to ETC Institute using the enclosed postage-paid envelope. Your responses will remain completely confidential and will be analyzed in conjunction with other Schertz residents. If you prefer, you can take the survey online at www.schertzsurvey.org.

If you have any questions, please feel free to call my office at 210.619.1000. Thank you again for taking the time to make Schertz a place known for Community, Service and Opportunity.

Respectfully,



Michael R. Carpenter
Mayor

1. **Overall Quality of City Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the overall quality of the following services provided by the City of Schertz.**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. City parks and recreation programs	5	4	3	2	1	9
02. City water and sewer services	5	4	3	2	1	9
03. Emergency medical services	5	4	3	2	1	9
04. Enforcement of city codes and ordinances	5	4	3	2	1	9
05. Fire services	5	4	3	2	1	9
06. Library services	5	4	3	2	1	9
07. Management of stormwater runoff and flood prevention	5	4	3	2	1	9
08. Municipal court services	5	4	3	2	1	9
09. Police services	5	4	3	2	1	9
10. Trash, recycling, and yard waste collection services	5	4	3	2	1	9
11. City communication with the public	5	4	3	2	1	9
12. Customer service provided by City employees	5	4	3	2	1	9
13. Animal Services (Animal Control, Adoption Center)	5	4	3	2	1	9
14. Civic and community centers	5	4	3	2	1	9

2. **Which FOUR of the major categories of city services do you think should receive the MOST EMPHASIS from city leaders over the next two years?** *[Write in your answers below using the numbers from the list in Question 1.]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

3. **Public Safety: Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please indicate how safe you feel in the following situations.**

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. Overall feeling of safety in Schertz	5	4	3	2	1	9
4. In City parks	5	4	3	2	1	9
5. In commercial and retail areas	5	4	3	2	1	9

4. Perceptions of the City: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City	5	4	3	2	1	9
2. How well the City is keeping up with growth	5	4	3	2	1	9
3. Overall quality of life in the City	5	4	3	2	1	9
4. Overall value you receive for City taxes and fees	5	4	3	2	1	9
5. Overall quality of new development	5	4	3	2	1	9
6. Appearance of residential property in the City	5	4	3	2	1	9
7. Appearance of commercial property in the City	5	4	3	2	1	9
8. Overall appearance of the City	5	4	3	2	1	9

5. Parks and Recreation: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance and appearance of existing City parks	5	4	3	2	1	9
2. Number of City parks	5	4	3	2	1	9
3. Walking and biking trails in the City	5	4	3	2	1	9
4. Recreation Center	5	4	3	2	1	9
5. City swimming pools	5	4	3	2	1	9
6. Availability of youth recreation programs	5	4	3	2	1	9
7. Availability of adult recreation programs	5	4	3	2	1	9
8. Quality of outdoor athletic facilities (e.g., baseball, soccer)	5	4	3	2	1	9
9. Mowing and trimming of City parks	5	4	3	2	1	9

6. Which THREE of the parks and recreation services do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in your answers below using the numbers from the list in Question 5.]

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

7. Code Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcement of the clean-up of junk and debris on private property	5	4	3	2	1	9
2. Enforcement of mowing of weeds and grass on private property	5	4	3	2	1	9
3. Enforcement of sign regulations	5	4	3	2	1	9
4. Enforcement of graffiti regulations	5	4	3	2	1	9

8. Which TWO of the code enforcement services do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____

9. **Public Works:** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	5	4	3	2	1	9
2. Maintenance of major City streets (non-TxDOT roadways)	5	4	3	2	1	9
3. Maintenance of streets in your neighborhood	5	4	3	2	1	9
4. Mowing/trimming along City streets	5	4	3	2	1	9
5. Cleanliness of City streets and other public areas	5	4	3	2	1	9
6. Maintenance of creeks and open channels	5	4	3	2	1	9
7. Condition of sidewalks in the City	5	4	3	2	1	9
8. Availability of bike lanes	5	4	3	2	1	9
9. Adequacy of City street lighting	5	4	3	2	1	9

10. Which THREE of the public works services do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in your answers below using the numbers from the list in Question 9.]

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

11. **Communication:** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about government operations	5	4	3	2	1	9
2. City efforts to keep residents informed about local issues	5	4	3	2	1	9
3. The level of public involvement in City decision-making	5	4	3	2	1	9
4. Usefulness of the information that is available on the City's website	5	4	3	2	1	9
5. How well the City listens and responds to the needs of citizens	5	4	3	2	1	9
6. The level of fiscal transparency	5	4	3	2	1	9
7. Schertz Magazine	5	4	3	2	1	9
8. The City's social media pages	5	4	3	2	1	9
9. The City's biweekly electronic newsletter	5	4	3	2	1	9

12. Which of the following electronic sources of information are you currently using? [Check all that apply.]

____(01) Facebook [Answer Q12a.]

____(08) Land Line

____(02) Twitter [Answer Q12a.]

____(09) Text messages

____(03) YouTube [Answer Q12a.]

____(10) The Internet (general use)

____(04) Instagram [Answer Q12a.]

____(11) E-mail

____(05) iPhone application

____(12) Other: _____

____(06) Android Applications

____(13) None of the above

____(07) Nextdoor

- 12a. If you use Facebook, Twitter, YouTube, or Instagram, do you follow any of the City's accounts on these social media outlets?

____(1) Yes ____ (2) No

13. From which of the following sources do you currently get information about the City of Schertz?
[Check all that apply.]

- (01) City website (www.schertz.com)
- (02) Enclosures in City utility bill
- (03) Local TV news
- (04) Neighborhood groups (HOA)
- (05) Northeast Herald
- (06) S.A. Express News
- (07) Local radio
- (08) City social media outlets
- (09) Public meetings
- (10) Schertz Magazine
- (11) Post cards
- (12) Public service announcements (videos)
- (13) Electronic newsletter (e-mail)
- (14) City Council meetings
- (15) Other: _____

14. From which THREE of the sources listed above in Q13 would you most prefer to get information about the City? *[Write in your answers below using the numbers from the list in Question 13.]*

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

15. Have you contacted the City of Schertz during the past year?

- (1) Yes *[Answer Question 15a-b.]* (2) No *[Skip to Question 16.]*

15a. [Only if "YES" to Question 15.] How would you describe the service you received?

- (1) Excellent (2) Good (3) Fair (4) Poor (9) Don't Know

15b. [Only if "YES" to Question 15.] Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees in the Department you contacted most recently with regard to the following.

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

16. Do you know the City has an Animal Adoption Center? (1) Yes (2) No

17. What services would you like to see the Animal Adoption Center provide/provide more of?
[Check all that apply.]

- (1) Spay/neuter clinics
- (2) Microchipping clinic
- (3) Adoption events
- (4) Vaccination clinics
- (5) Information on pet care
- (6) Information on becoming a pet foster
- (7) Volunteer opportunities
- (8) Information on managing conflict between wildlife and people/pets
- (9) Other: _____

18. Solid Waste/Utility Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 Means "Very Dissatisfied," please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential trash (garbage) collection services	5	4	3	2	1	9
2. Bulky item pick up/removal services (old furniture, appliances)	5	4	3	2	1	9
3. Recycling services	5	4	3	2	1	9
4. Water services	5	4	3	2	1	9
5. Sewer services	5	4	3	2	1	9
6. Utility Billing	5	4	3	2	1	9

19. Expectations for Services: Using a scale from 1 to 5, where 5 means the level of service provided by the City "Should Be Much Higher" than it is now and 1 means it "Should Be Much Lower", please indicate how the level of service provided by the City should change in each of the areas listed below.

How should the level of service provided by the City in the following areas change:	Should Be Much Higher	Should Be A Little Higher	Should Stay the Same	Should Be A Little Lower	Should Be Much Lower	Don't Know
1. Library services	5	4	3	2	1	9
2. Law enforcement	5	4	3	2	1	9
3. Fire response	5	4	3	2	1	9
4. Emergency medical services	5	4	3	2	1	9
5. Parks and open space	5	4	3	2	1	9
6. Recreation activities	5	4	3	2	1	9
7. Maintenance of streets and sidewalks	5	4	3	2	1	9

20. What do you think are the THREE biggest issues Schertz will face within the next FIVE years? [Check up to three.]

- | | |
|---|---|
| <input type="checkbox"/> (01) Traffic | <input type="checkbox"/> (07) Crime |
| <input type="checkbox"/> (02) Planning for rapid growth | <input type="checkbox"/> (08) Environmental Issues |
| <input type="checkbox"/> (03) Public Schools | <input type="checkbox"/> (09) Utility Rates |
| <input type="checkbox"/> (04) Road repair/maintenance/expansion | <input type="checkbox"/> (10) Neighborhood Preservation |
| <input type="checkbox"/> (05) Taxes/property taxes/finances | <input type="checkbox"/> (11) Other: _____ |
| <input type="checkbox"/> (06) Public transportation | <input type="checkbox"/> (99) Don't know |

21. Which of the following are the primary reasons you choose to live in Schertz? [Check all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (01) Location | <input type="checkbox"/> (09) Good city services, such as police and fire |
| <input type="checkbox"/> (02) Convenience | <input type="checkbox"/> (10) Parks and recreation programs |
| <input type="checkbox"/> (03) Affordability | <input type="checkbox"/> (11) Friends/family are here |
| <input type="checkbox"/> (04) Quality of Life | <input type="checkbox"/> (12) Entertainment opportunities |
| <input type="checkbox"/> (05) I grew up here | <input type="checkbox"/> (13) Business opportunities |
| <input type="checkbox"/> (06) I went to college here | <input type="checkbox"/> (14) I work here |
| <input type="checkbox"/> (07) Schools | <input type="checkbox"/> (99) I don't know |
| <input type="checkbox"/> (08) It's a safe community | |

22. Are you familiar with the following programs offered by the City of Schertz? [Check all that apply.]

- | | |
|---|---|
| <input type="checkbox"/> (1) Citizens Police Academy | <input type="checkbox"/> (5) VIA Rideshare |
| <input type="checkbox"/> (2) Schertz Senior Center | <input type="checkbox"/> (6) Alamo Regional Transit (ART) |
| <input type="checkbox"/> (3) EMS Passport to Care | <input type="checkbox"/> (7) Library Brainfuse |
| <input type="checkbox"/> (4) Regional Emergency Alert Network(REAN) | <input type="checkbox"/> (8) None of these |

23. **Strategic Initiatives:** Using a scale from 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements.

Rate your agreement with the following statements		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	I have confidence in the City's finances	5	4	3	2	1	9
2.	The City is ensuring that there is adequate long-term affordable water	5	4	3	2	1	9
3.	The City is doing a good job of beautification within the community	5	4	3	2	1	9
4.	The City is doing a good job planning for current and future transportation and infrastructure needs	5	4	3	2	1	9
5.	The City is committed to the health and wellness of its citizens	5	4	3	2	1	9

24. **Have you used any of the following City e-services during the past year? [Check all that apply.]**

(1) Electronic Water Payment
 (3) Web QA
 (5) None of these
 (2) Electronic Court Payment
 (4) Chipping Services

25. **If the City offered an App that you could download to your mobile device which would allow you to have access to basic online services (report a pothole, pay your water bill, etc.), would you use it?**

(1) Yes (2) No

26. **Do you work in Schertz?** (1) Yes (2) No

27. **Approximately how many years have you lived in Schertz?**

(1) Less than 2 years
 (4) 10-19 years
 (9) Don't know
 (2) 2-5 years
 (5) 20-29 years
 (3) 6-9 years
 (6) 30 years or more

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

29. **Do you have children living at home in the following age ranges? [Check all age ranges that apply.]**

(1) Under 6 years
 (2) 6 to 12 years
 (3) 13 to 18 years
 (4) No children

30. **What is your gender?** (1) Male (2) Female

31. **Are you of Hispanic, Latino, or other Spanish origin?** (1) Yes (2) No

32. **Which of the following best describes your race? [Check all that apply.]**

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

33. **What is your total annual household income?**

(1) Under \$25,000
 (4) \$75,000 to \$99,999
 (7) \$150,000 to \$199,999
 (2) \$25,000 to \$49,999
 (5) \$100,000 to \$124,999
 (8) \$200,000 or more
 (3) \$50,000 to \$74,999
 (6) \$125,000 to \$149,999

34. **Do you own or rent your home?** (1) Own (2) Rent

35. Do you live in a single family home or an apartment/condominium?

____(1) Single family home ____ (2) Apartment/condominium ____ (3) Other: _____

36. What is the highest level of formal education you completed?

____(1) Less than high school ____ (4) Bachelor's degree (4 years of college)
____(2) High school ____ (5) Some graduate work
____(3) Some college ____ (6) Graduate degree

37. How far do you commute for work? _____ miles

OPTIONAL: If you have any specific suggestions to improve the quality of city services, please write them in the space provided below.

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 difficulties with City services. If your address is not correct, please provide the correct information.
Thank You.