

Schertz Community Survey Report

...helping organizations make better decisions since 1982

Findings
Report

Submitted to the City of Schertz, Texas:

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

January 2017





Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Analysis	22
Section 3: Importance-Satisfaction Analysis.....	28
Section 4: Tabular Data.....	35
Section 5: Survey Instrument	74
Appendix A: GIS Maps	

City of Schertz 2016 Community Survey Executive Summary Report

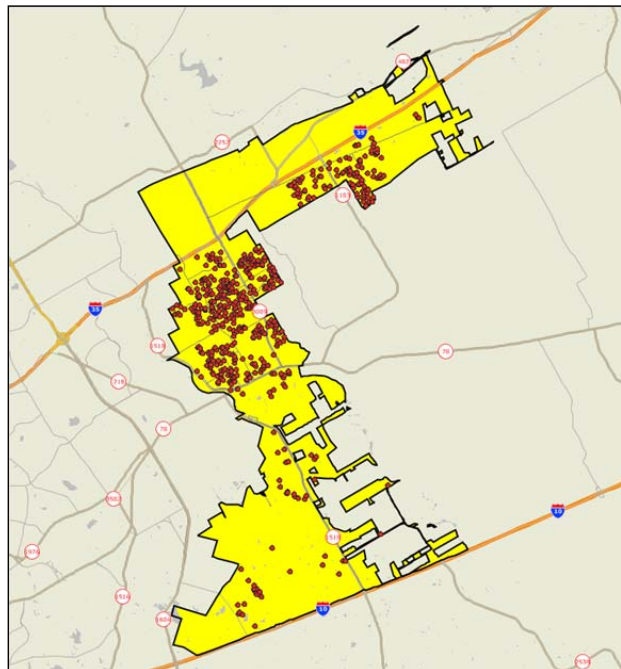
Overview and Methodology

ETC Institute administered a community survey for the City of Schertz during the fall of 2016. 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 exceeded, with a total of 601 households completing a survey. The results for the random sample of 601 households have a 95% level of confidence with a precision of at least +/- 4%. 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 (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 (84%) 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-two percent (82%) 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 73% and the regional average of 76%.

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: the overall quality of fire services (86%), overall quality of library services (84%), overall quality of emergency medical services (83%), and the overall quality of City water and sewer services (81%). For all of the 14 major categories of City services that were rated, 65% or more of residents *who had an opinion* were “very satisfied” or “satisfied”, City leaders have done a great job of ensuring overall satisfaction among residents is very high.

Overall Feelings of Safety

Most residents (94%) *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-nine percent

(89%) 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. The City of Schertz performed very well compared to national averages, and exceptionally well compared to regional averages when analyzing respondent’s overall feelings of safety.

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 City parks (76%), the mowing and trimming in City parks (74%), and the number of City parks (61%). 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 number of City parks. City parks and recreation programs were also the highest priority for the City when ETC Institute analyzed the priority investment ratings of overall City services.
 - Over one-third (37%) of respondents indicated someone in their household attended the 4th of July Jubilee.
 - Twenty-eight percent (28%) of respondents indicated someone in their household attended Schertzfest.
- **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 (71%) and the enforcement of sign regulations (59%). 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. Overall, the City of Schertz performed very well when compared to both the national and regional averages concerning the enforcement of city codes and ordinances.
- **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 (70%), mowing and trimming along City streets (63%), and the condition of sidewalks in the City (61%). 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. When compared to national averages the City of Schertz performed significantly better than the national average regarding the overall cleanliness of streets and other public areas and the condition of sidewalks.

- **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 (85%), the usefulness of information on the City’s website (52%), and City efforts to keep residents informed (51%). Sixty-five percent of respondents indicated they were either “very satisfied” or “satisfied” with the effectiveness of City communication with the public. When compared to the national average the City of Schertz performed 15% better, and 21% better than the regional average. Eighty-three percent (83%) of respondents indicated Schertz Magazine is their primary source of information about the City, 47% indicated they primarily use the City website.
 - Respondents were also asked to indicate how familiar they are with three different items. Based upon the combined percentage of “very familiar” and “familiar” responses among residents *who had an opinion*, respondents were not overall familiar with any of the three items. In fact, a majority of respondents were either “unfamiliar” or “very unfamiliar” with all three items.
- **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 (83%) water services (82%), sewer services (82%), utility billing (78%), and recycling services (73%). Respondents were least satisfied with the bulky item pick up and removal services (52%).
- **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 (75%) I have confidence in the City’s finances (67%), the City is doing a good job of beautification within the community (65%), and the City is committed to the health and wellness of its citizens (65%). One item, the City is doing a good job planning for current and future transportation and infrastructure needs (41%), saw considerably less agreement than all of the other items. The City would benefit in considering more extensive planning and research on this topic, and conducting a public outreach program to inform residents of their plan of action.

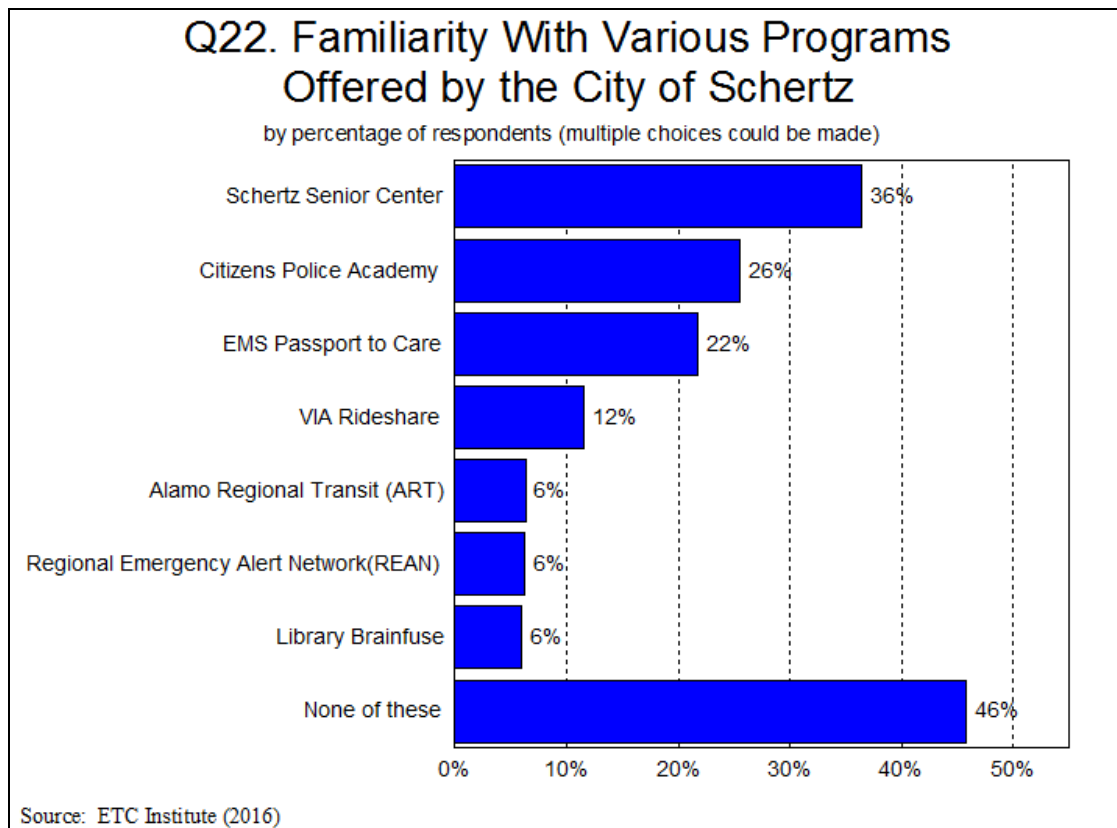
Additional Findings and Recommendations

- 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, 74% use the internet, and 65% use text messages. Although Schertz Magazine is the primary source of City information for most respondents (83%) nearly half (47%) use the City website. Because a majority of respondents use e-mail, the internet, and text messages as electronic sources of information the City should continue to explore electronic communication methods. Based on respondent’s feedback, the City should

promote the Schertz Magazine website as a means of communication with residents.

- A large portion of respondents (64%) also indicated they use Facebook as an electronic source of information. Knowing this, the City should continue to maintain and regularly update their Facebook page with vital and valuable City information.
- Nearly half (48%) of respondents indicated they have contacted the City of Schertz during the past year. When asked to describe the service they received a three-quarters (75%) of respondents indicated the service received was either “excellent” (41%) or “good” (34%). Only 10% 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 (83%), the way they were treated (82%), and the accuracy of information and assistance they were given (77%).
- 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 (73%), parks and open space (58%), and recreation activities (57%). It is important for City leaders to note that the Importance-Satisfaction analysis concluded City parks and recreation programs is the City service that should receive the most emphasis over the next two years, additionally respondents also emphasized parks and recreation activities as a service that should see increased levels. The City of Schertz should feel confident that increased attention to parks and recreation programs within the City would have the greatest benefit for the most number of residents within the City.
- Seventy-eight percent (78%) 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 (53%) and planning for rapid growth (47%).
- When asked to indicate the primary reasons respondents choose to live in Schertz a majority of respondents indicated it was the location (71%), 60% indicated it was the quality of life, and 56% indicated that the City of Schertz is a safe community. City leaders should continue to emphasize safety within the City. The City of Schertz saw significantly higher safety ratings compared to national and regional averages.

- Respondents were asked to indicate if they had attended a City Council Meeting or other local public meeting, volunteered with the City of Schertz, or attended a City social event. Nearly half (49%) of respondents indicated they had not participated in any of these events. Public outreach and further communication initiatives could improve these numbers. Continuing to explore electronic communication methods and utilizing the communication methods respondents most prefer could help the City garner more interest and participation in City events and meetings.
- Overall, the City saw low levels of familiarity with various programs offered by the City. Nearly half (46%) of respondents indicated they had no familiarity with any of the seven programs offered by the City of Schertz. As mentioned previously, the City has the ability to be successful by utilizing more electronic outreach. Knowing what means of communication respondents already utilize (i.e. Schertz Magazine and the City Website), the City can develop more outreach initiatives to promote the City run programs.



How the City of Schertz Compares to Other Communities Nationally

Satisfaction ratings for The City of Schertz **rated above the U.S. average in 26 of the 46 areas** that were assessed. The City of Schertz rated significantly higher than the U.S. average (difference of 5% or more) in 19 of these areas. Listed below are the comparisons between the City of Schertz and the U.S. average:

Service	Schertz	US	Difference	Category
Overall quality of services provided by the City	84%	56%	28%	Perceptions
Customer service received from City employees	74%	54%	20%	Overall Services
Enforcement of city codes & ordinances	67%	49%	18%	Overall Services
In your neighborhood at night	84%	67%	17%	Feeling of Safety
How easy they were to contact	83%	67%	16%	Customer Service
Accuracy of the information/assistance given	77%	62%	15%	Customer Service
Effectiveness of city communication w/the public	65%	50%	15%	Overall Services
Quality of animal control services	74%	59%	15%	Overall Services
How well your issue was handled	70%	56%	14%	Customer Service
The way you were treated	82%	68%	14%	Customer Service
Overall feeling of safety in the City	89%	76%	13%	Feeling of Safety
How quickly staff responded	72%	60%	12%	Customer Service
Overall appearance of Schertz	79%	67%	12%	Perceptions
Overall value received from City taxes/fees	59%	47%	12%	Perceptions
Overall quality of life in Schertz	82%	73%	9%	Perceptions
Overall cleanliness of streets and public areas	70%	63%	7%	Public Works/Maintenance
Quality of police services	81%	74%	7%	Overall Services
Quality of the city's stormwater management system	69%	62%	7%	Overall Services
Condition of sidewalks in your neighborhood	61%	56%	5%	Public Works/Maintenance
City parks & recreation programs & facilities	73%	69%	4%	Overall Services
Quality of city water and sewer utilities	81%	77%	4%	Overall Services
Quality of trash & yard waste services	80%	76%	4%	Overall Services
City efforts to keep residents informed	51%	48%	3%	Communication
In your neighborhood during the day	94%	91%	3%	Feeling of Safety
Quality of residential garbage collection	86%	84%	2%	Utility Services
Water services	82%	80%	2%	Utility Services
Clean-up of debris/litter on private property	54%	54%	0%	Code Enforcement
Level of public involvement in decision-making	40%	41%	-1%	Communication
Condition of streets in your neighborhood	57%	59%	-2%	Public Works/Maintenance
How well the City is keeping up with growth	61%	63%	-2%	Perceptions
Quality of emergency medical services	83%	85%	-2%	Overall Services
Quality of fire services	86%	88%	-2%	Overall Services
City swimming pools	48%	52%	-4%	Parks and Recreation
Enforcing mowing weeds/grass on private property	49%	53%	-4%	Code Enforcement
Enforcing sign regulations	59%	63%	-4%	Code Enforcement
Quality of residential curbside recycling services	73%	77%	-4%	Utility Services
Availability of info about government operations	47%	52%	-5%	Communication
Walking and biking trails	50%	56%	-6%	Parks and Recreation
Adult sports programs	43%	50%	-7%	Parks and Recreation
Quality of the City's website	52%	59%	-7%	Communication
Youth sports programs	52%	59%	-7%	Parks and Recreation
Quality of outdoor athletic fields	59%	67%	-8%	Parks and Recreation
Number of city parks	61%	71%	-10%	Parks and Recreation
Condition of major city streets	46%	57%	-11%	Public Works/Maintenance
Bulky item pick-up/removal	52%	66%	-14%	Utility Services
Adequacy of city street lighting	47%	64%	-17%	Public Works/Maintenance

How the City of Schertz Compares to Other Communities Regionally

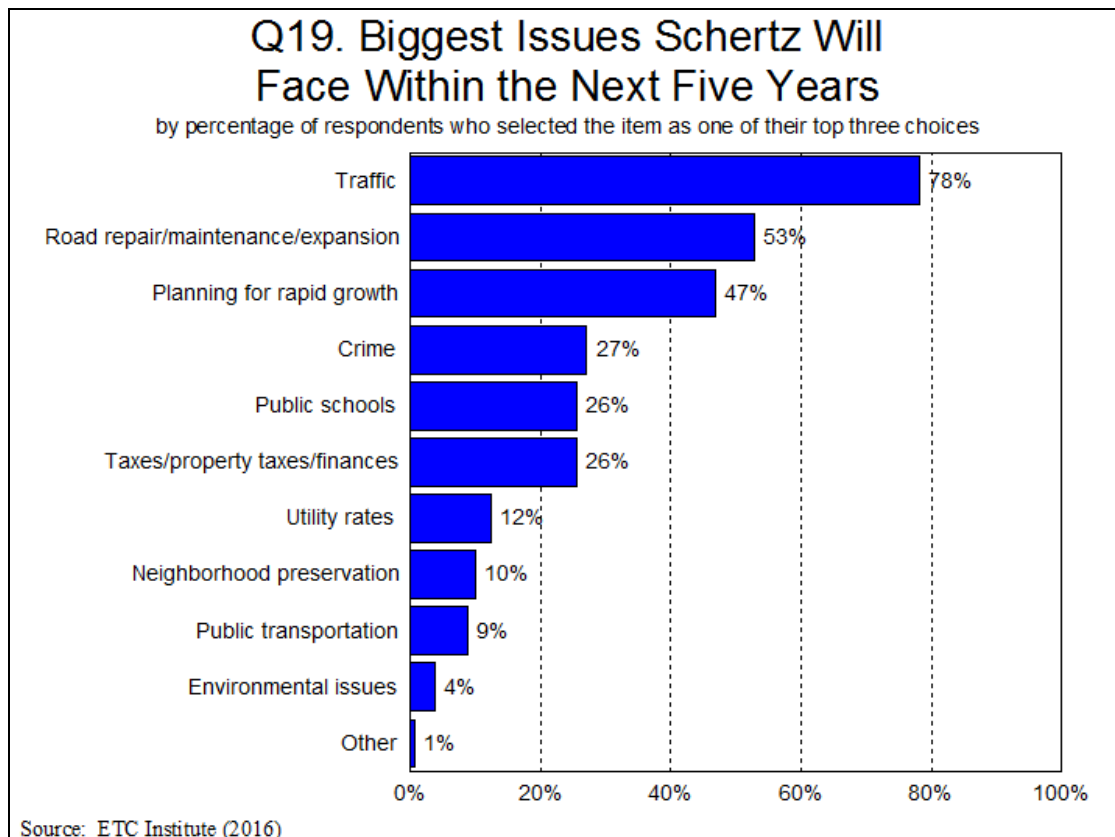
Satisfaction ratings for The City of Schertz **rated above the Southwest regional average in 31 of the 46 areas** that were assessed. The City of Schertz rated significantly higher than the Southwest regional average (difference of 5% or more) in 21 of these areas. Listed below are the comparisons between The City of Schertz and the Southwest regional average:

Service	Schertz	Southwest	Difference	Category
Overall quality of services provided by the City	84%	57%	27%	Perceptions
Effectiveness of city communication w/the public	65%	44%	21%	Overall Services
How easy they were to contact	83%	63%	20%	Customer Service
In your neighborhood at night	84%	64%	20%	Feeling of Safety
Accuracy of the information/assistance given	77%	58%	19%	Customer Service
Customer service received from City employees	74%	55%	19%	Overall Services
How well your issue was handled	70%	51%	19%	Customer Service
The way you were treated	82%	63%	19%	Customer Service
Enforcement of city codes & ordinances	67%	50%	17%	Overall Services
How quickly staff responded	72%	55%	17%	Customer Service
Overall appearance of Schertz	79%	64%	15%	Perceptions
Overall feeling of safety in the City	89%	75%	14%	Feeling of Safety
Quality of animal control services	74%	62%	12%	Overall Services
Overall value received from City taxes/fees	59%	50%	9%	Perceptions
Quality of the city's stormwater management system	69%	61%	8%	Overall Services
In your neighborhood during the day	94%	88%	6%	Feeling of Safety
Overall quality of life in Schertz	82%	76%	6%	Perceptions
Quality of city water and sewer utilities	81%	75%	6%	Overall Services
Quality of police services	81%	75%	6%	Overall Services
Quality of trash & yard waste services	80%	75%	5%	Overall Services
Walking and biking trails	50%	45%	5%	Parks and Recreation
How well the City is keeping up with growth	61%	57%	4%	Perceptions
Overall cleanliness of streets and public areas	70%	66%	4%	Public Works/Maintenance
Condition of sidewalks in your neighborhood	61%	58%	3%	Public Works/Maintenance
Youth sports programs	52%	49%	3%	Parks and Recreation
City efforts to keep residents informed	51%	49%	2%	Communication
City parks & recreation programs & facilities	73%	71%	2%	Overall Services
Quality of residential garbage collection	86%	84%	2%	Utility Services
Water services	82%	80%	2%	Utility Services
Adult sports programs	43%	42%	1%	Parks and Recreation
Enforcing sign regulations	59%	58%	1%	Code Enforcement
Clean-up of debris/litter on private property	54%	56%	-2%	Code Enforcement
Level of public involvement in decision-making	40%	42%	-2%	Communication
Quality of fire services	86%	89%	-3%	Overall Services
Quality of residential curbside recycling services	73%	76%	-3%	Utility Services
City swimming pools	48%	52%	-4%	Parks and Recreation
Enforcing mowing weeds/grass on private property	49%	53%	-4%	Code Enforcement
Quality of emergency medical services	83%	87%	-4%	Overall Services
Quality of the City's website	52%	56%	-4%	Communication
Quality of outdoor athletic fields	59%	64%	-5%	Parks and Recreation
Availability of info about government operations	47%	53%	-6%	Communication
Condition of streets in your neighborhood	57%	65%	-8%	Public Works/Maintenance
Number of city parks	61%	69%	-8%	Parks and Recreation
Condition of major city streets	46%	56%	-10%	Public Works/Maintenance
Bulky item pick-up/removal	52%	70%	-18%	Utility Services
Adequacy of city street lighting	47%	73%	-26%	Public Works/Maintenance

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute 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.

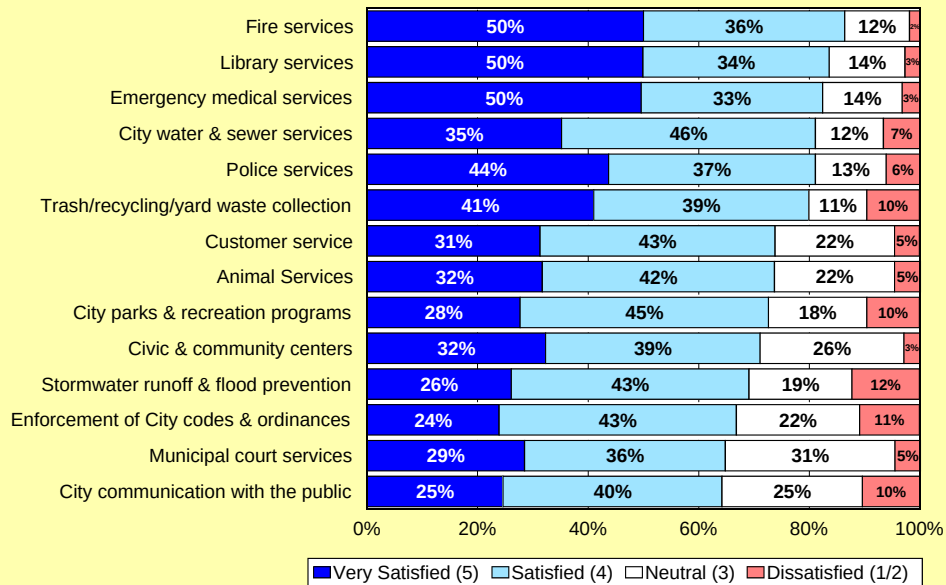


Section 1:

Charts and Graphs

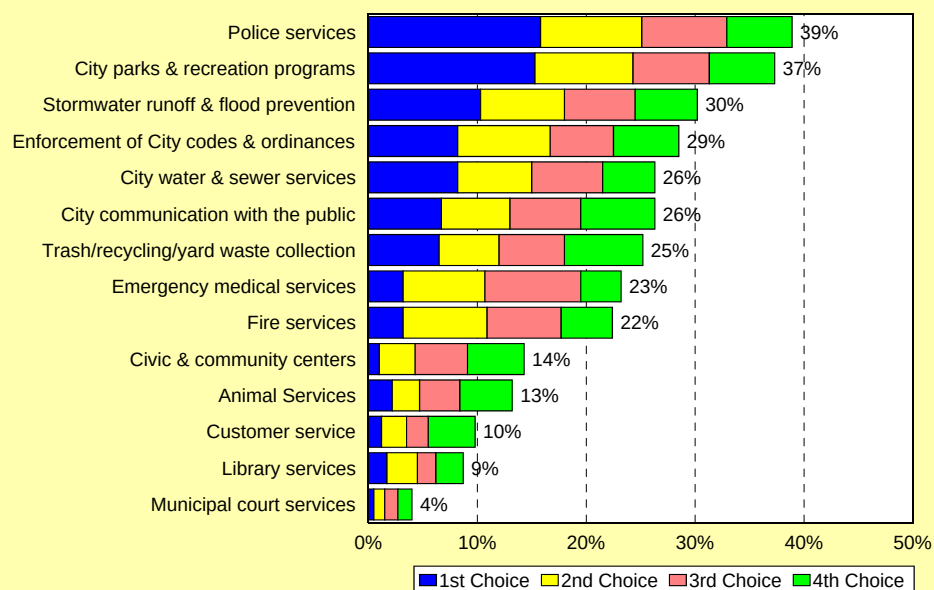
Q1. Overall Satisfaction with City Services by Major Category

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



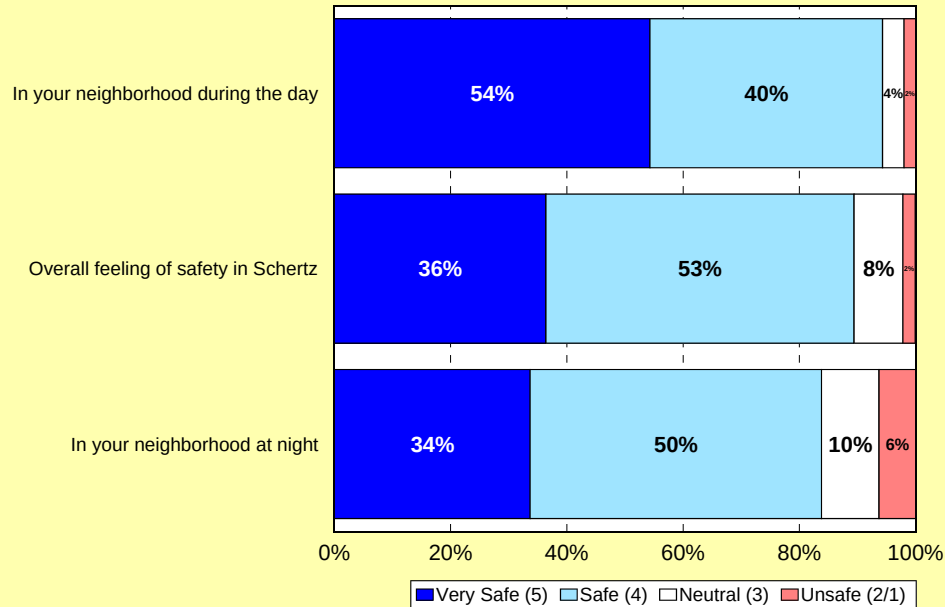
Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

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



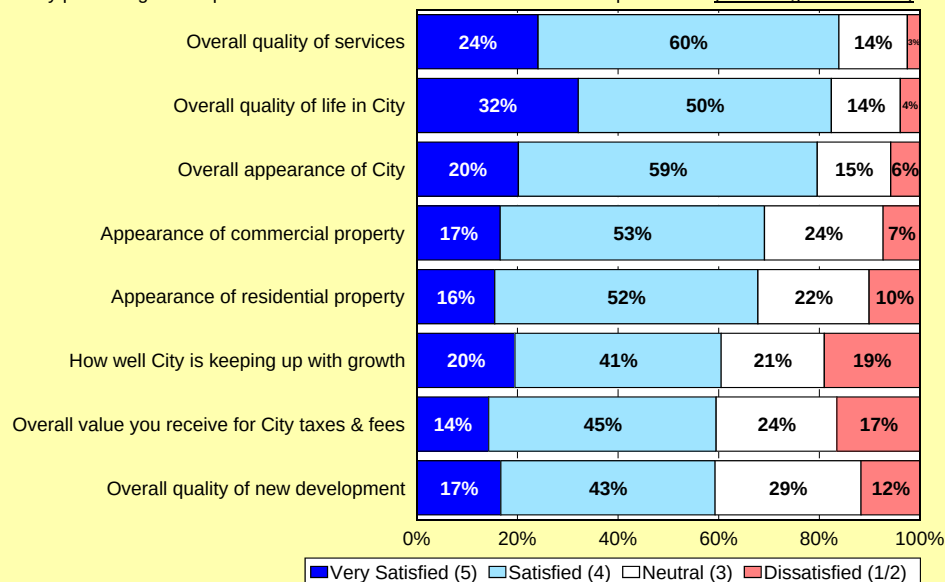
Q3. Feeling of Safety in Various Situations

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



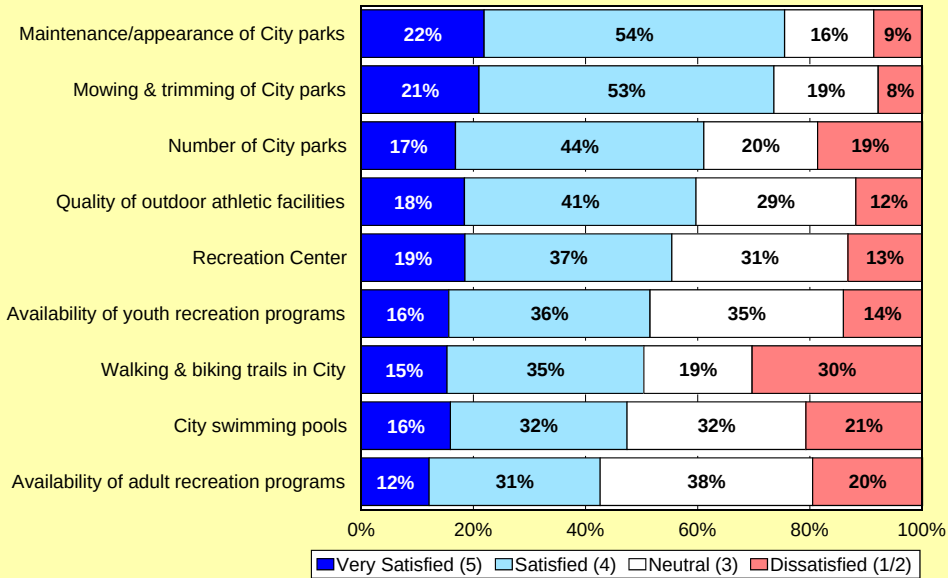
Q4. Satisfaction with Items That Influence Perceptions of the City

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



Q5. Satisfaction with Various Aspects of Parks and Recreation Services

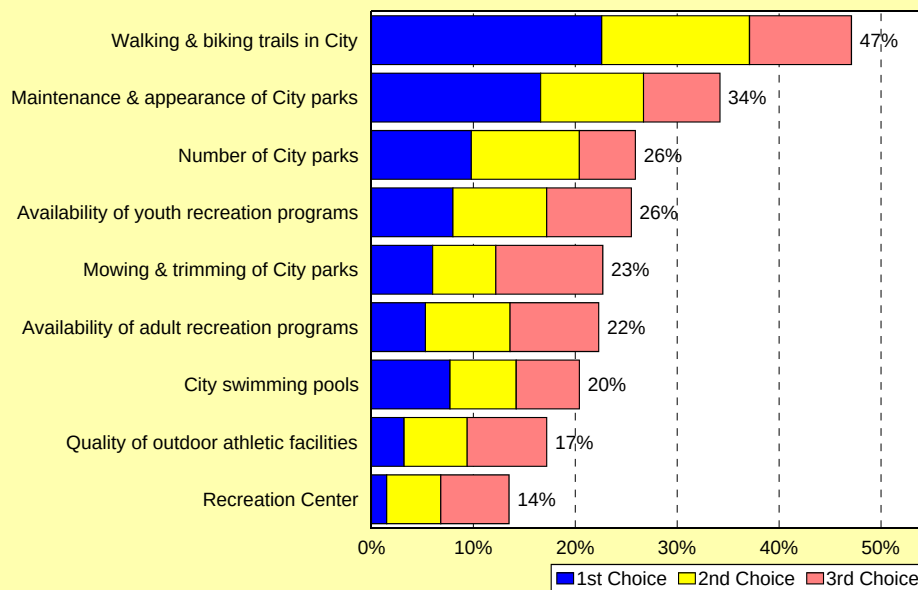
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

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

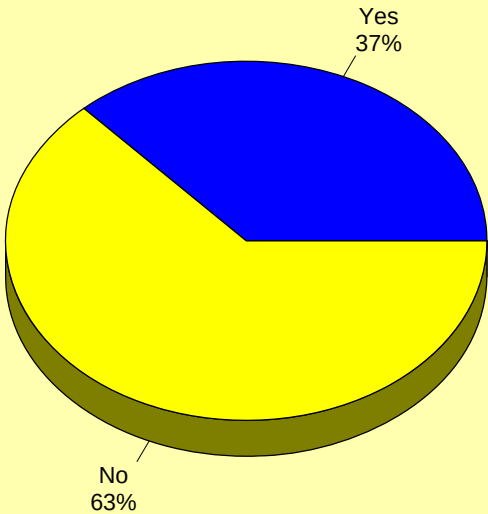
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q7. In 2016, Did You or Someone in Your Household Attend the 4th of July Jubilee?

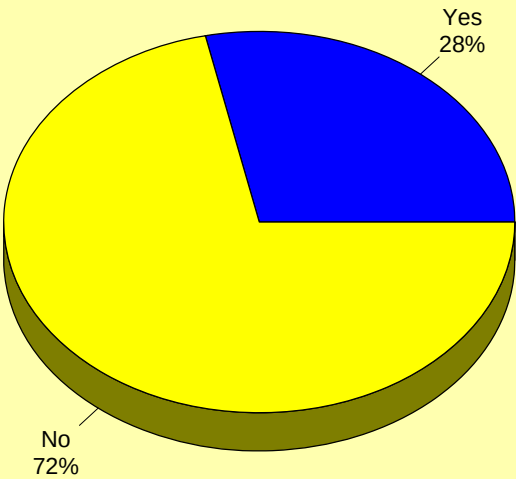
by percentage of respondents



Source: ETC Institute (2016)

Q8. In 2016, Did You or Someone in Your Household Attend Schertzfest?

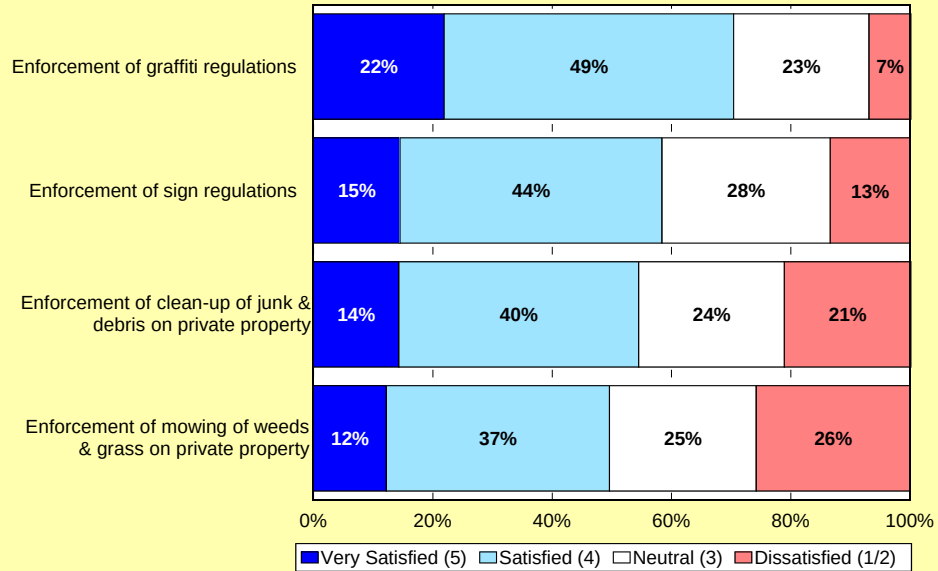
by percentage of respondents



Source: ETC Institute (2016)

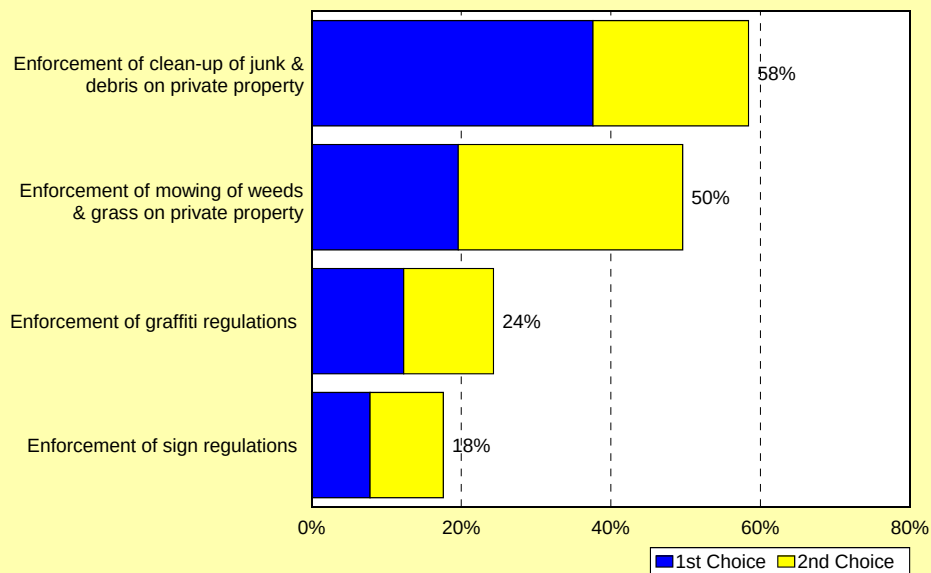
Q9. Satisfaction with Various Aspects of Code Enforcement

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



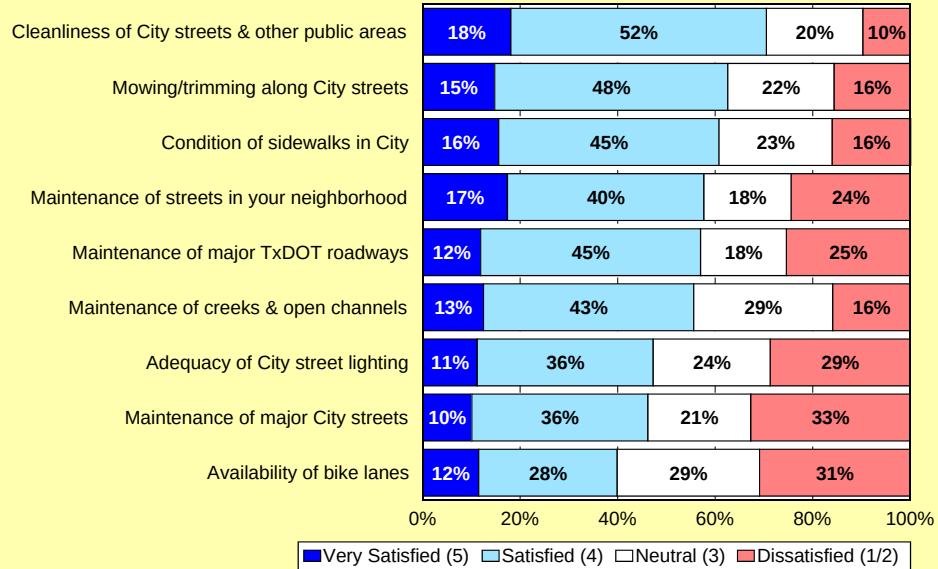
Q10. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q11. Satisfaction with Various Aspects of Public Works Services

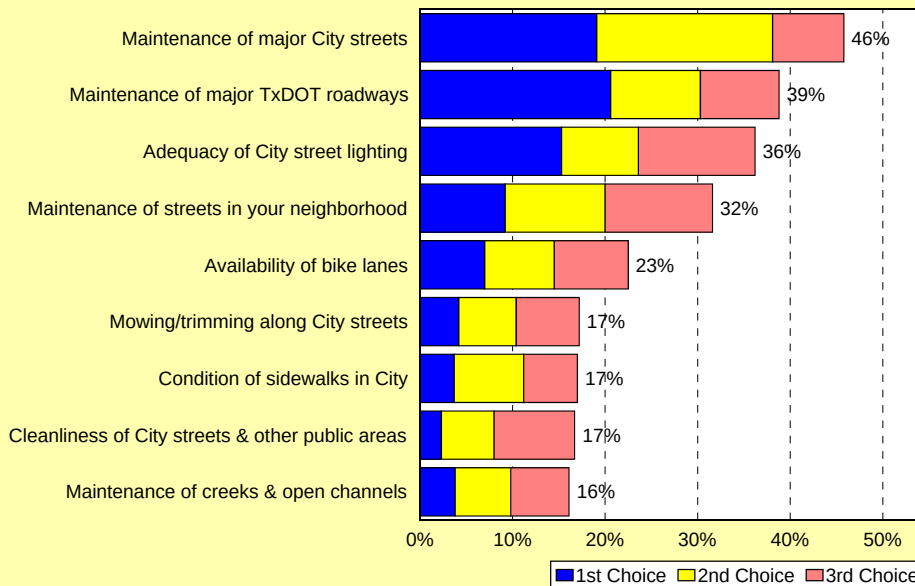
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q12. Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

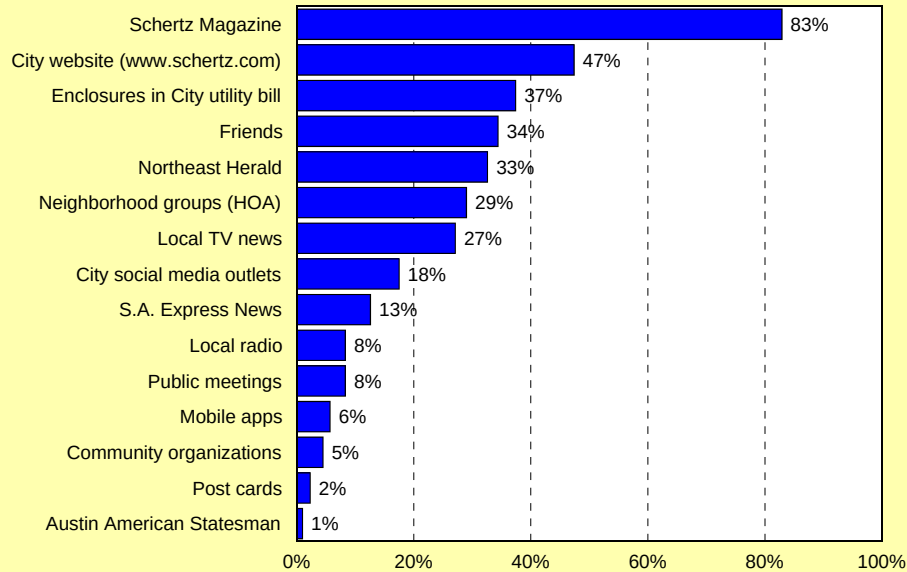
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q13. Which of the following are your primary sources of information about the City of Schertz?

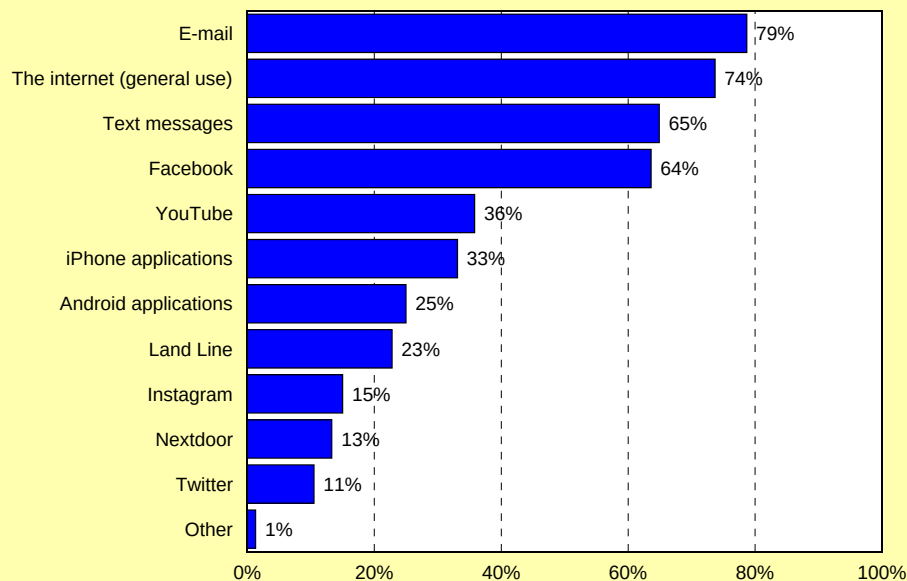
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q14. Which of the following are your primary electronic sources of information?

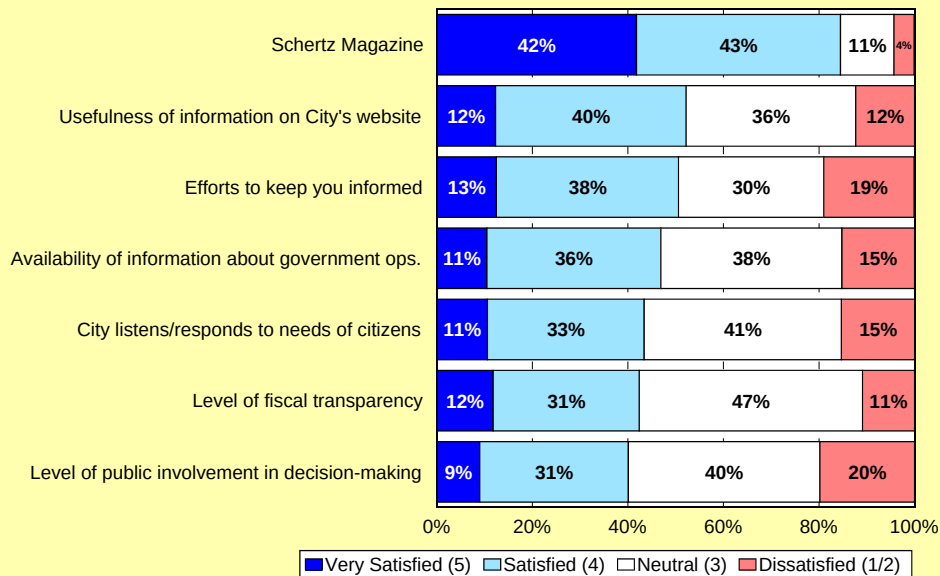
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

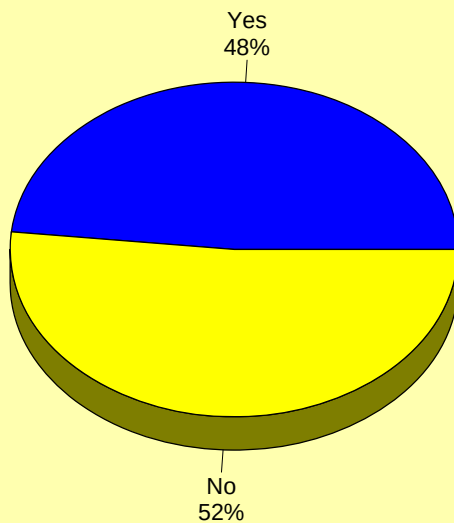
Q15. Satisfaction with Various Aspects of Communication

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



Q16. Have you contacted the City of Schertz during the past year?

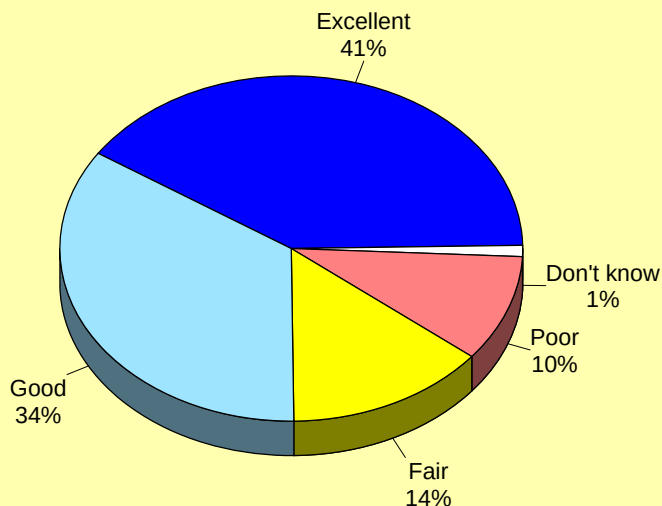
by percentage of respondents



Source: ETC Institute (2016)

Q16a. How Would You Describe the Service You Received?

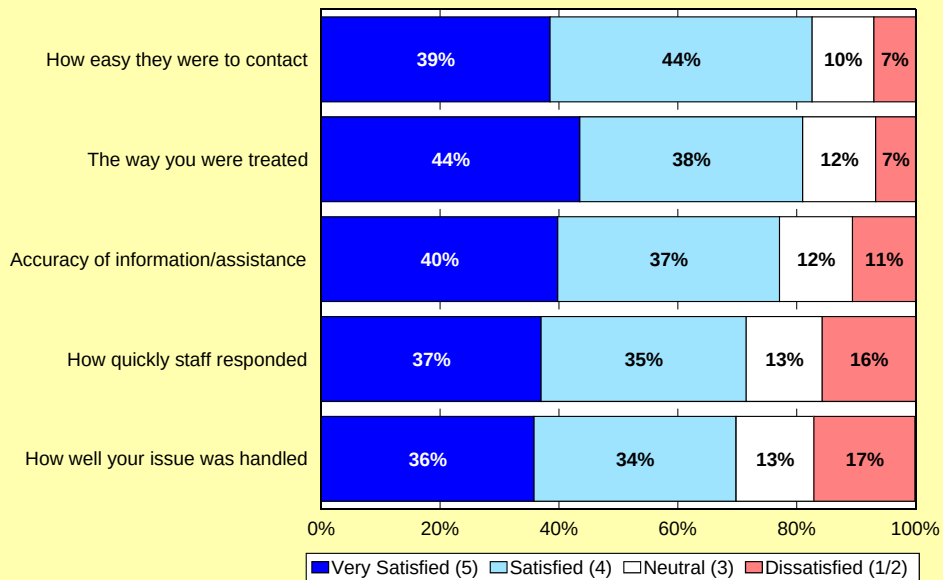
by percentage of respondents who have contacted the City



Source: ETC Institute (2016)

Q16b. Satisfaction with Various Aspects of City Employees in Department Contacted Most Recently

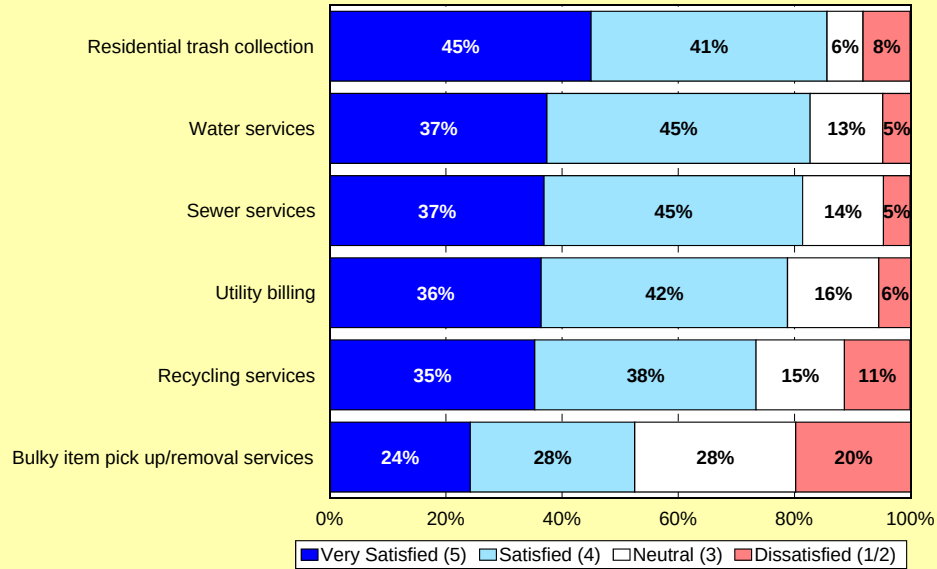
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

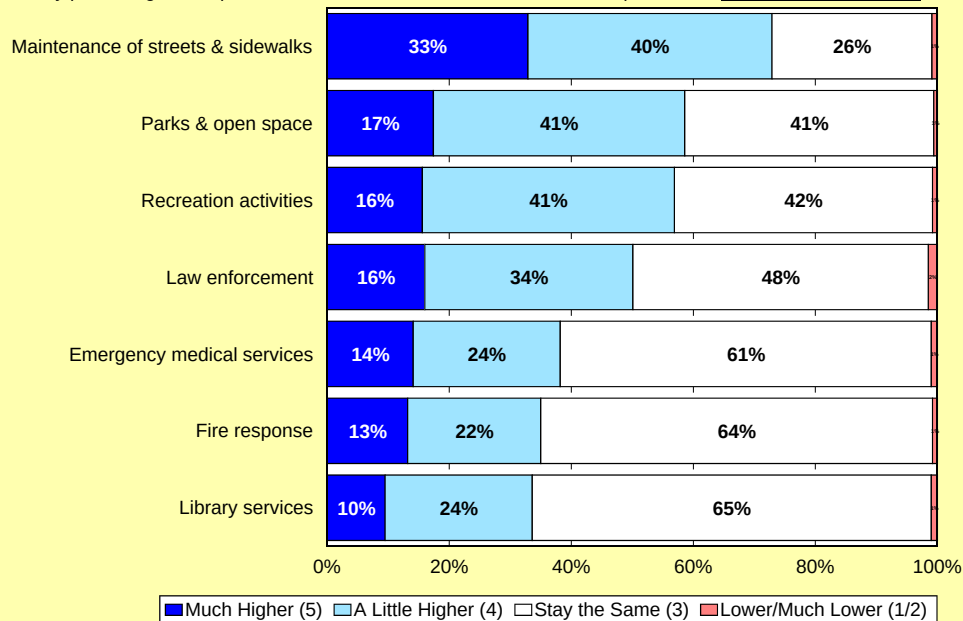
Q17. Satisfaction with Various Aspects of Solid Waste/Utility Services

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



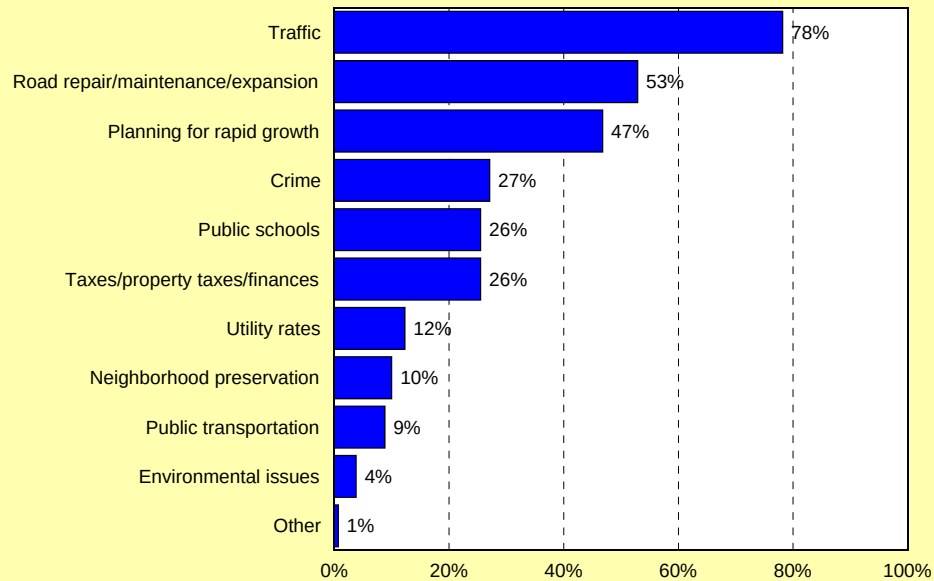
Q18. Expectations for City Services

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



Q19. Biggest Issues Schertz Will Face Within the Next Five Years

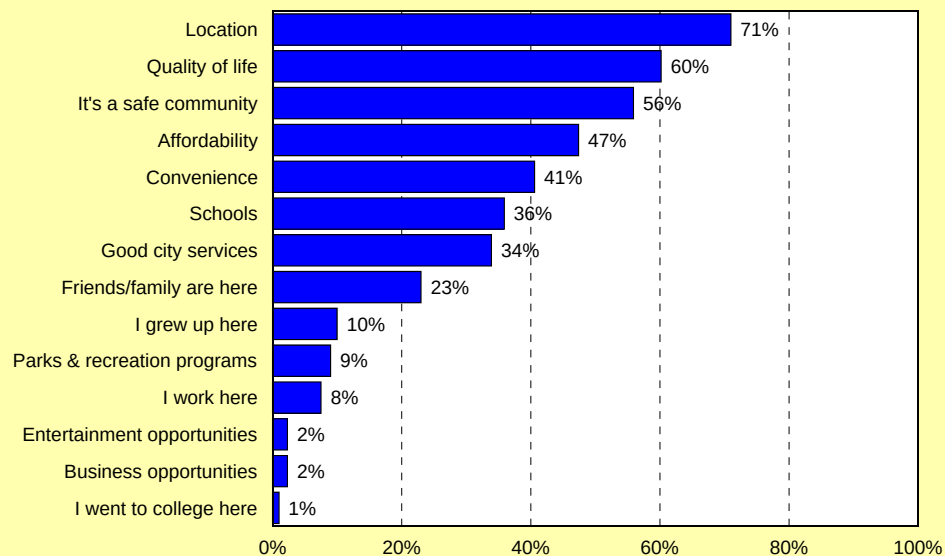
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q20. Primary Reasons Respondents Choose to Live in Schertz

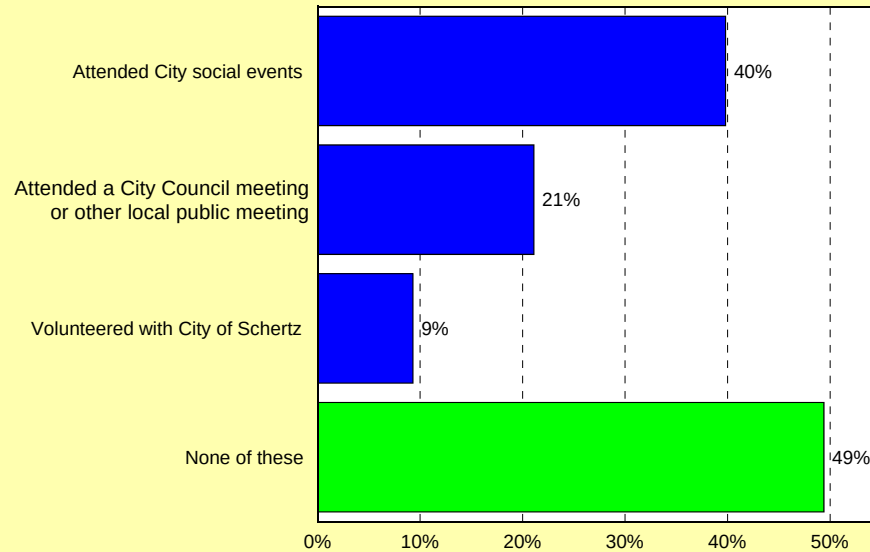
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q21. Have You Done Any of the Following During the Past Year?

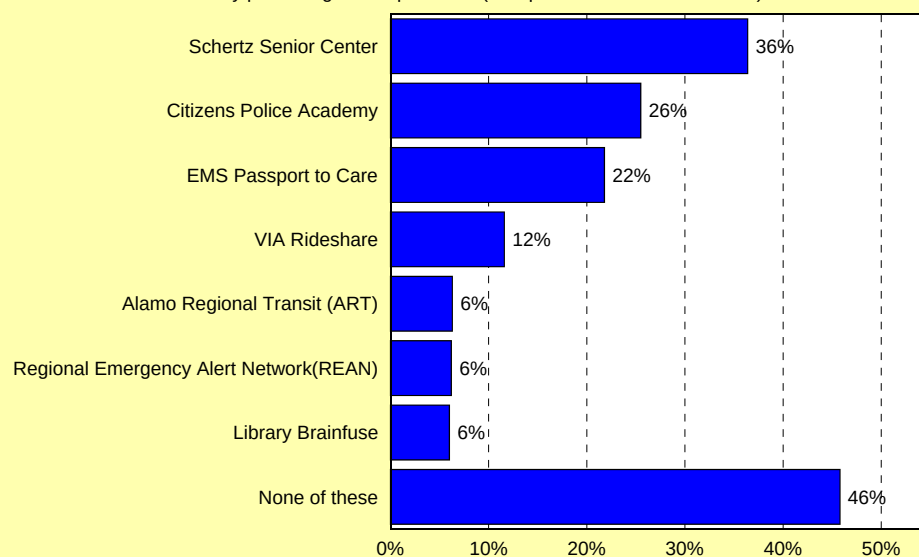
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

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

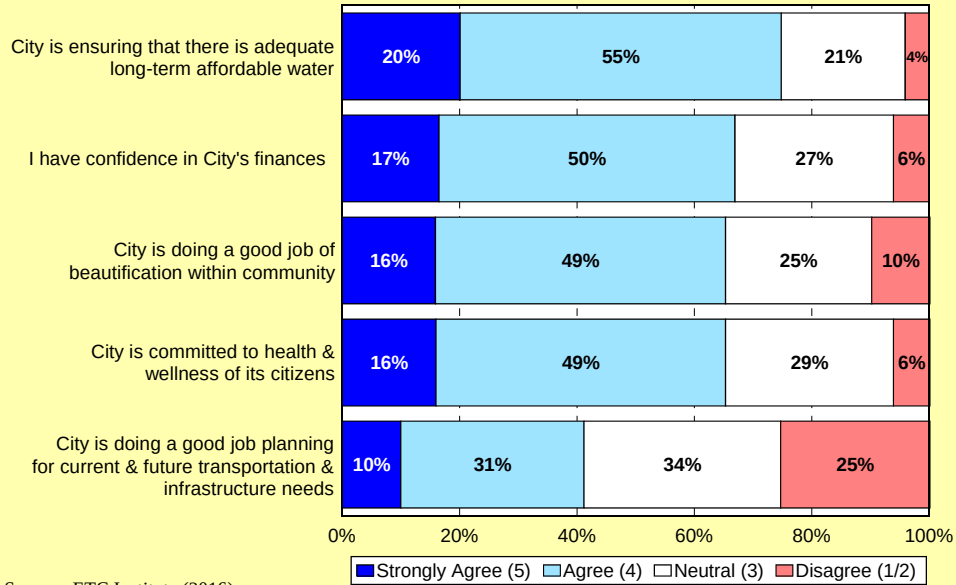
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

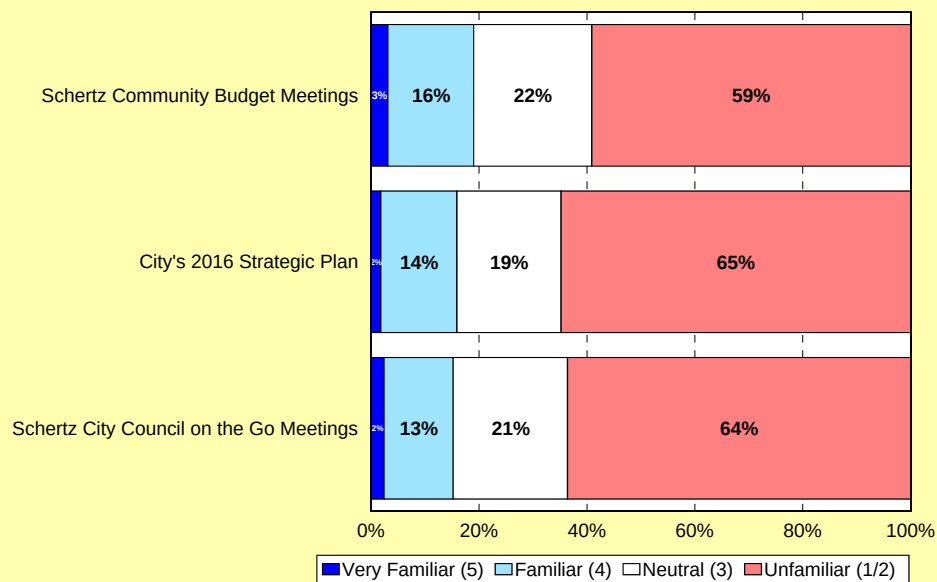
Q23. Agreement With Various Statements Regarding Strategic Initiatives

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



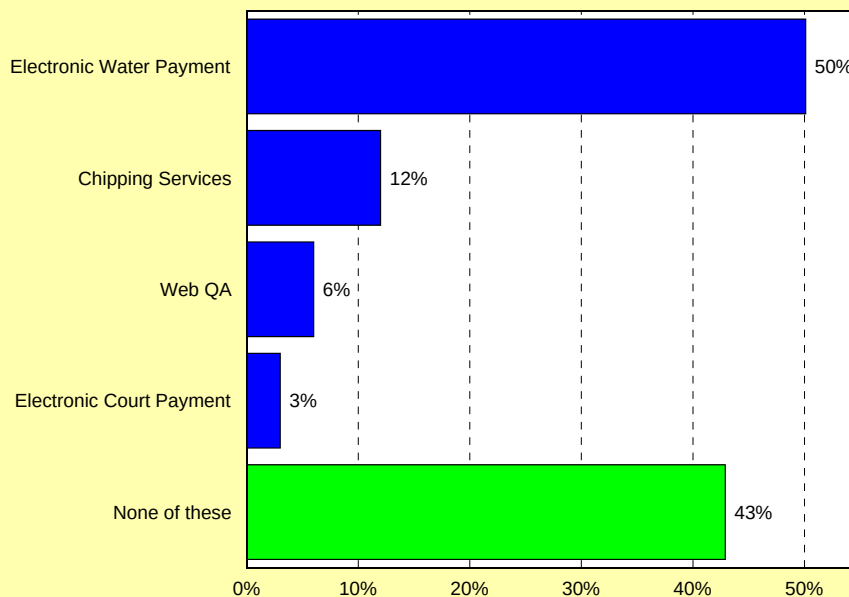
Q24. Familiarity with Various Aspects of City Communication

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



Q25. E-Services Have Used During the Past Year

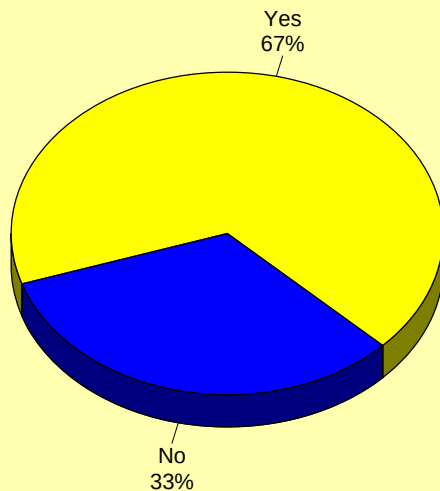
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q26. Interest in Receiving City News/Information, E-newsletter, etc. Through an E-mail Subscription

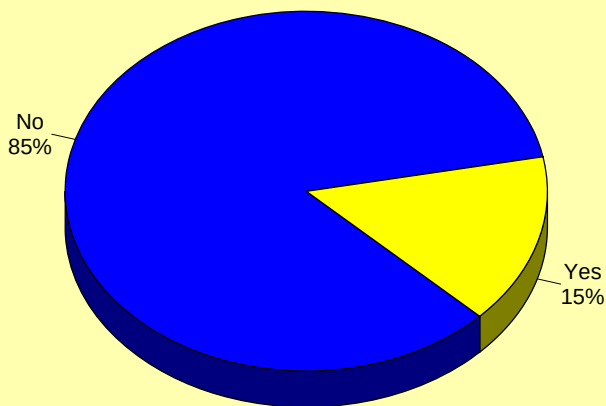
by percentage of respondents



Source: ETC Institute (2016)

Q27. Do you work in Schertz?

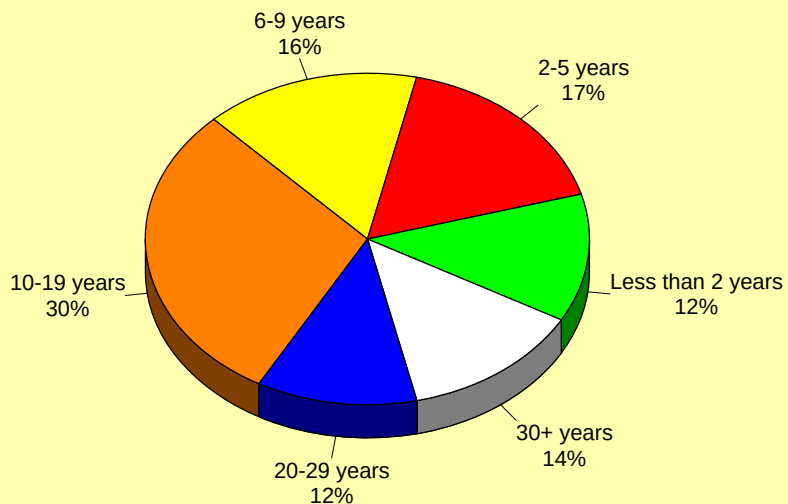
by percentage of respondents



Source: ETC Institute (2016)

Q28. Approximately how many years have you lived in Schertz?

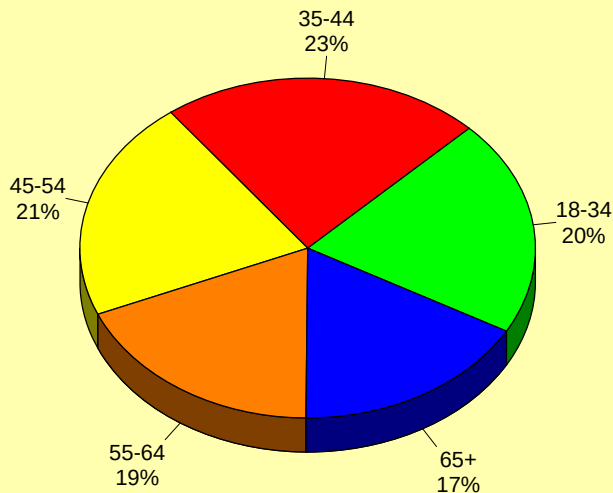
by percentage of respondents



Source: ETC Institute (2016)

Q29. What is your age?

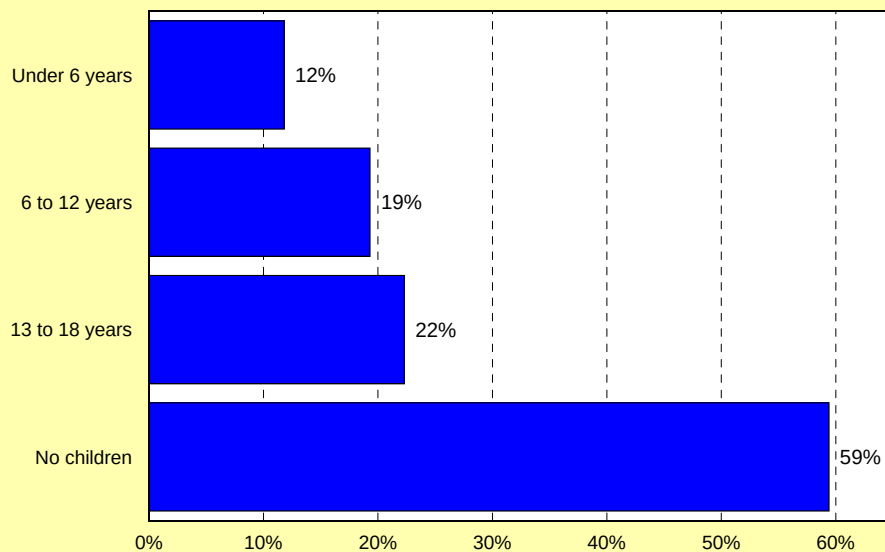
by percentage of respondents



Source: ETC Institute (2016)

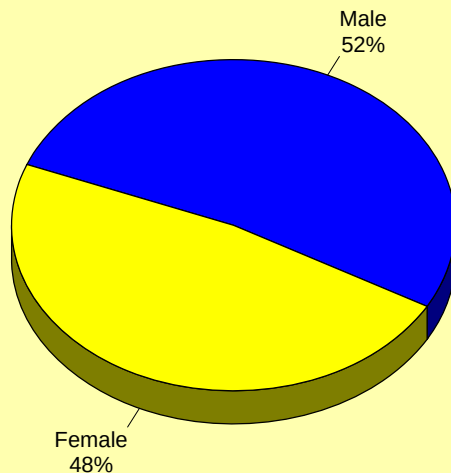
Q30. Do you have children living at home in the following age ranges?

by percentage of respondents (multiple choices could be made)



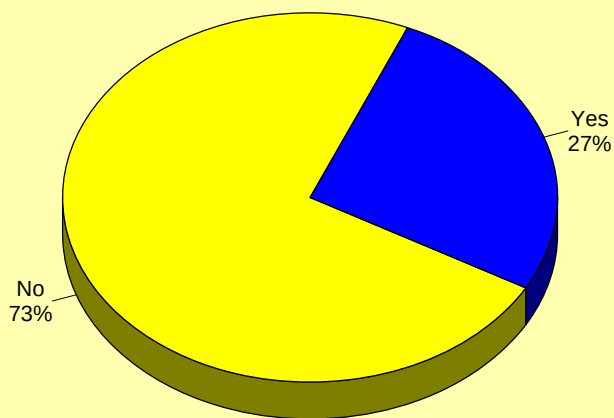
Source: ETC Institute (2016)

Q31. What is your gender? by percentage of respondents



Source: ETC Institute (2016)

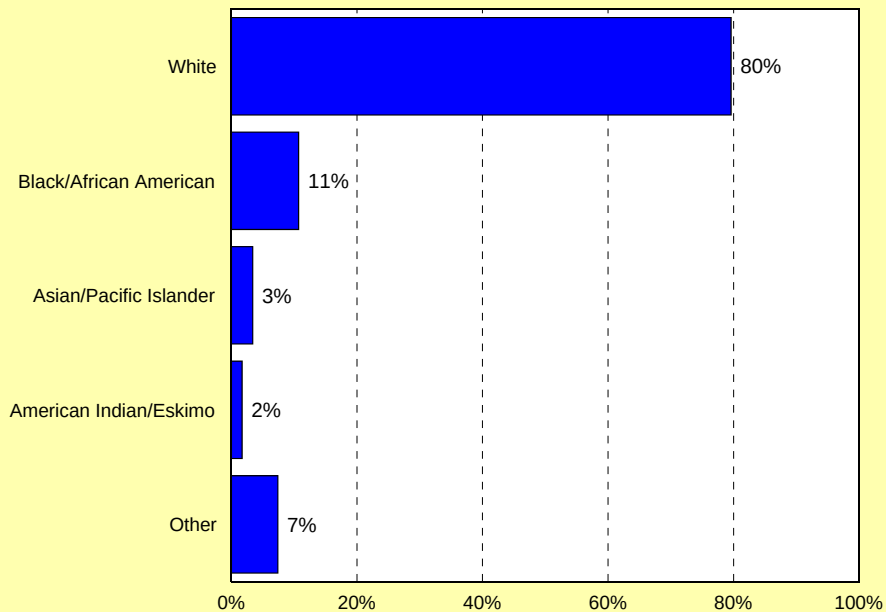
Q32. Are you of Hispanic, Latino or other Spanish origin? by percentage of respondents



Source: ETC Institute (2016)

Q33. Which of the following best describes your race?

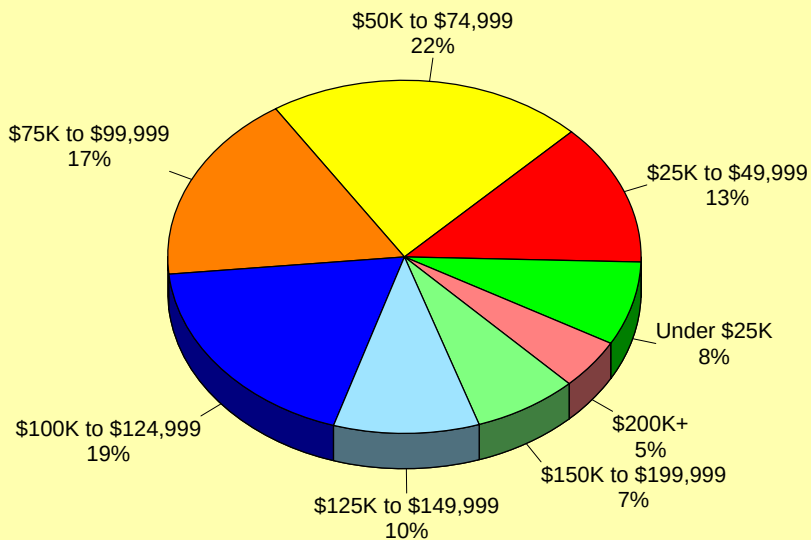
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q34. What is your total annual household income?

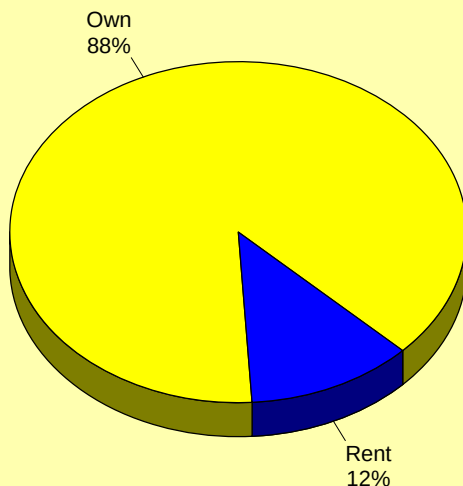
by percentage of respondents



Source: ETC Institute (2016)

Q35. Do you own or rent your home?

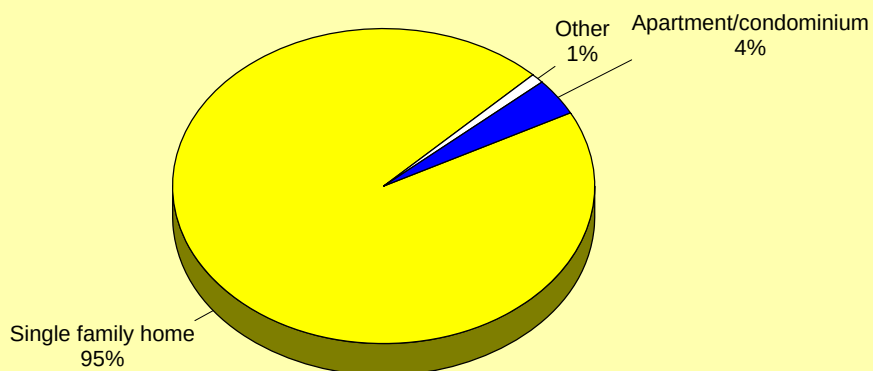
by percentage of respondents



Source: ETC Institute (2016)

Q36. Do you live in a single family home or an apartment/condominium?

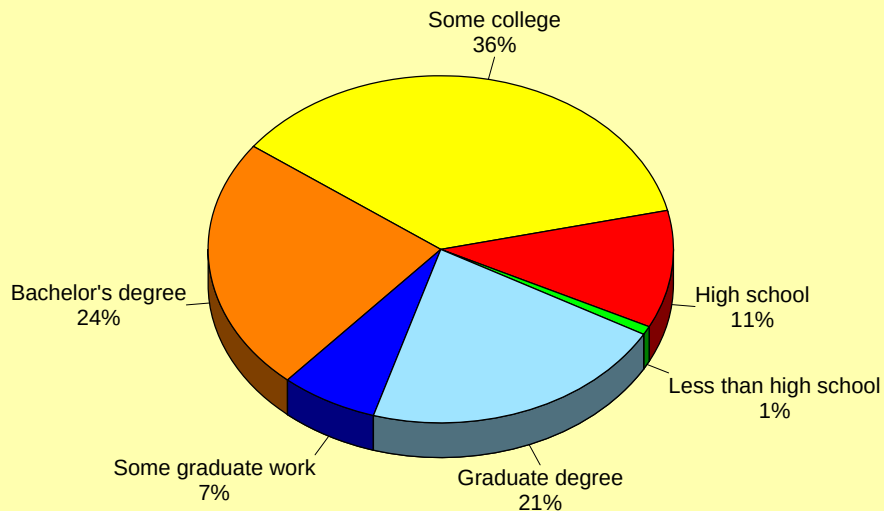
by percentage of respondents



Source: ETC Institute (2016)

Q37. What is the highest level of formal education you completed?

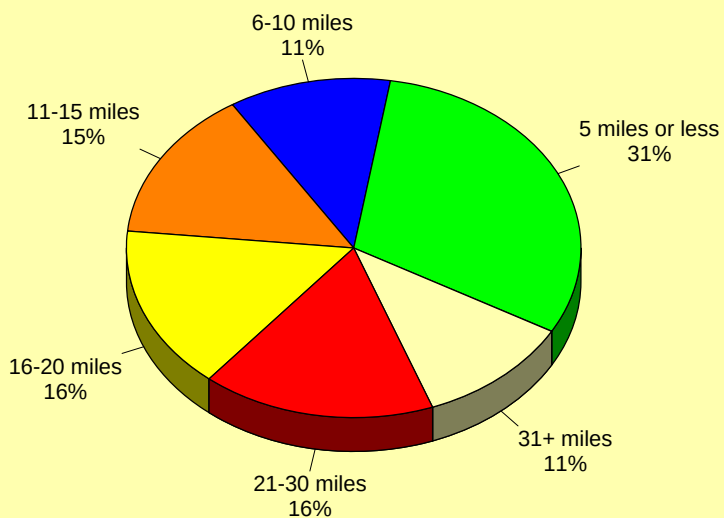
by percentage of respondents



Source: ETC Institute (2016)

Q38. How far do you commute for work?

by percentage of respondents



Source: ETC Institute (2016)

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

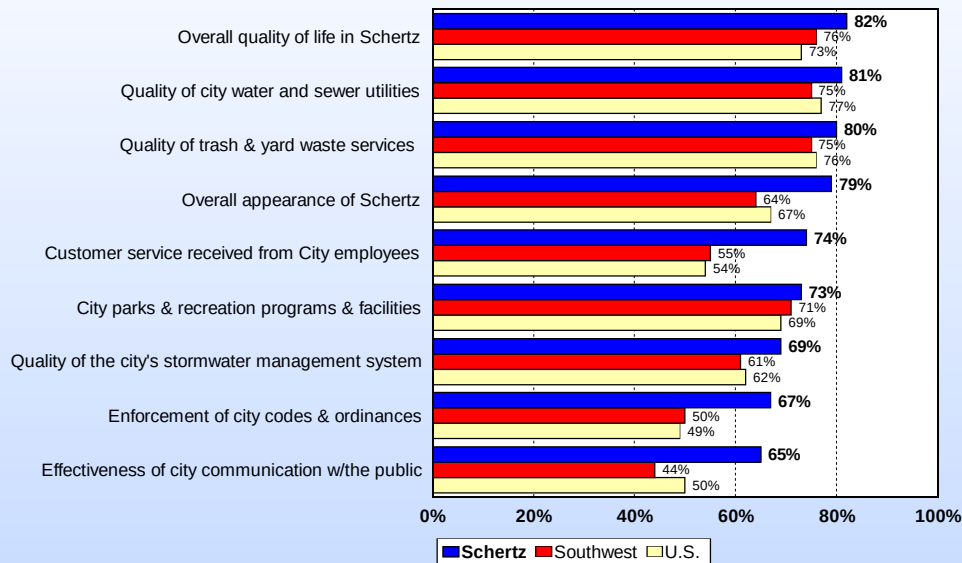
The charts on the following pages show how the overall results for Schertz compare to the United States national and regional averages based on the results of the 2014 survey that was administered by ETC institute to a random sample of over 4,000 residents across the United States, and the regional survey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

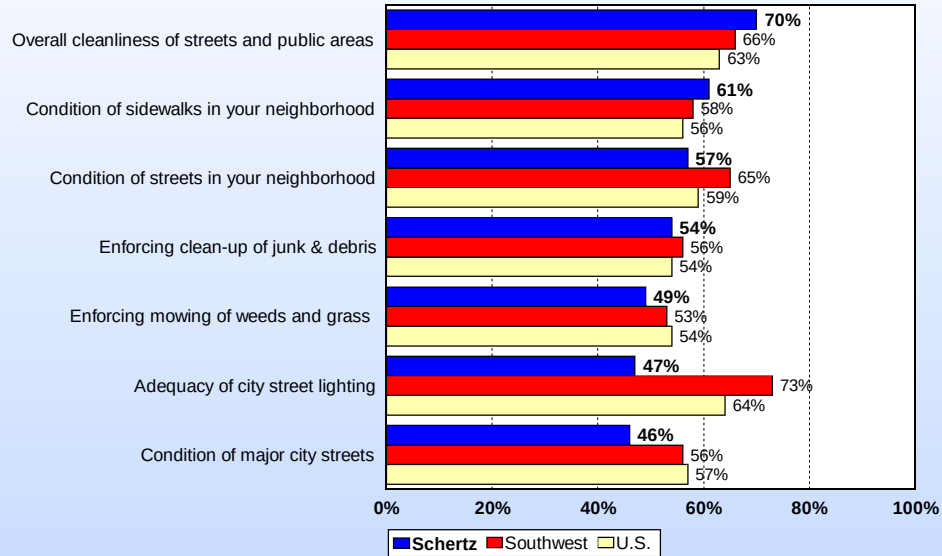
Overall Satisfaction with Major City Services Schertz vs. Southwest vs. the U.S

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



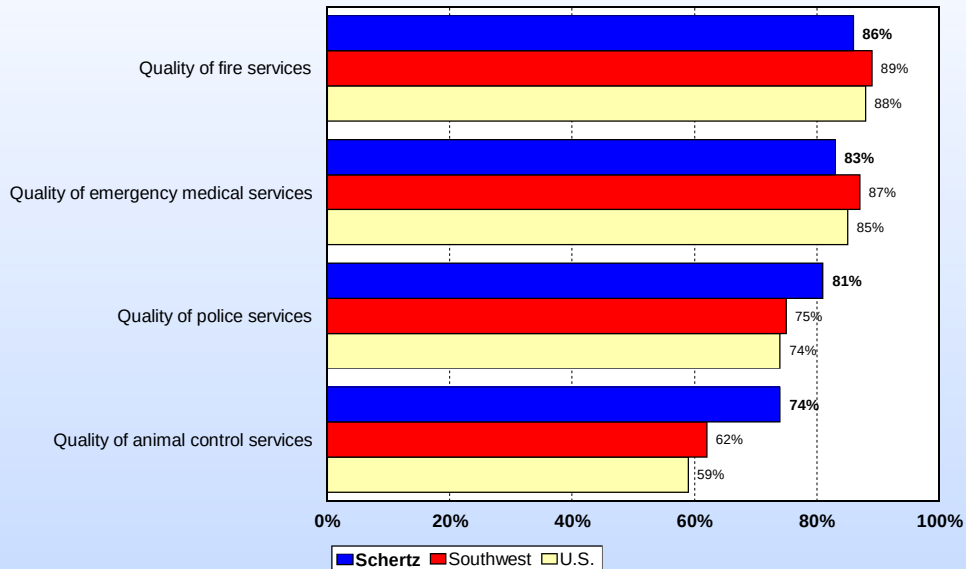
Satisfaction with Maintenance Services Schertz vs. Southwest vs. the U.S

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



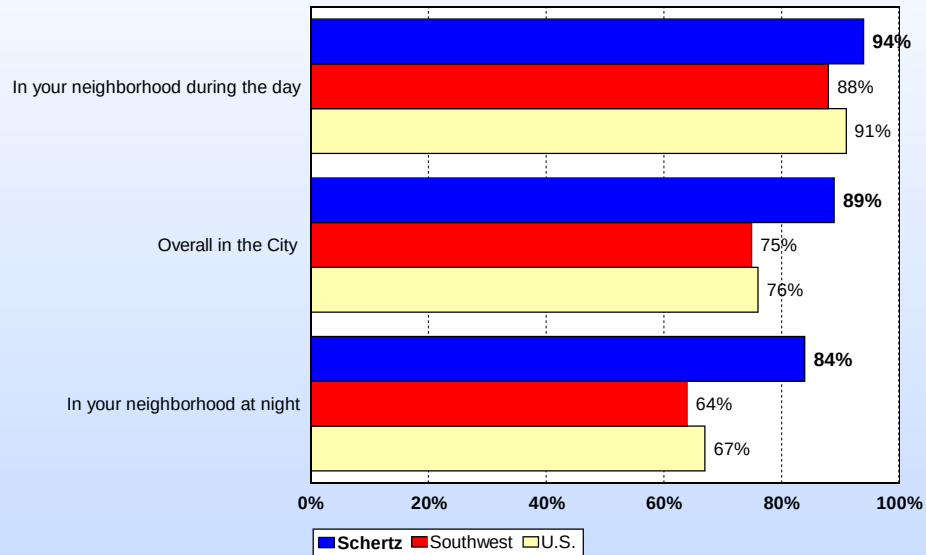
Satisfaction with Police, Fire and Emergency Services Schertz vs. Southwest vs. the U.S

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



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

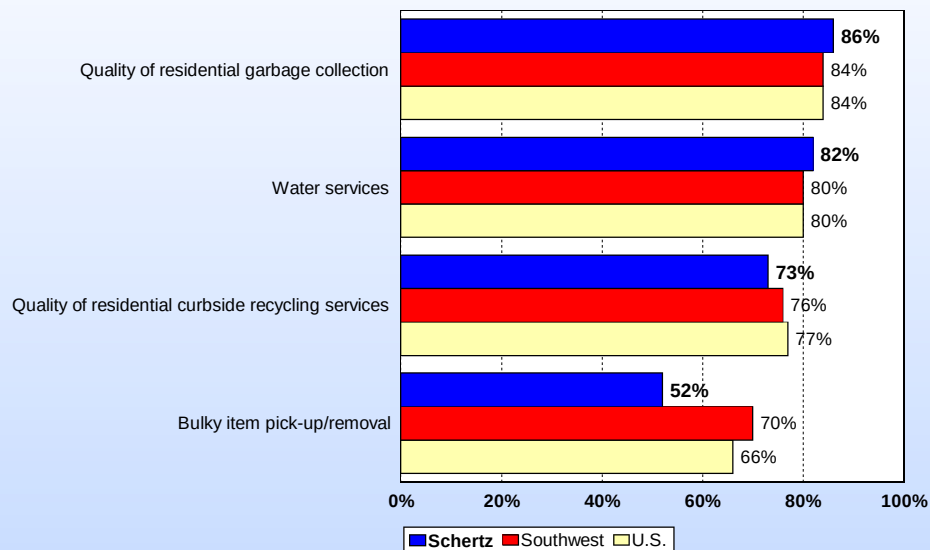
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (Excluding "Don't Know")



Source: 2016 ETC Institute

Satisfaction with Utility Services Schertz vs. Southwest vs. the U.S

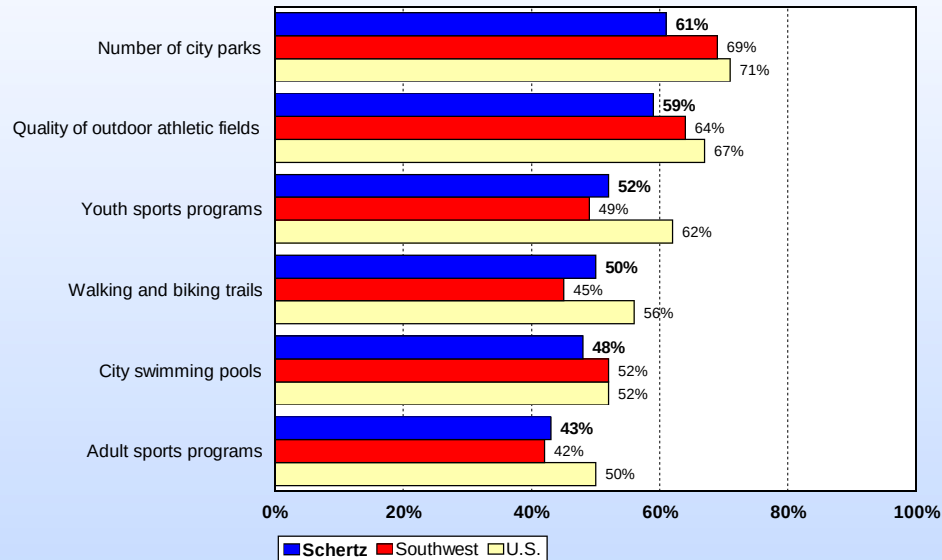
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (Excluding "Don't Know")



Source: 2016 ETC Institute

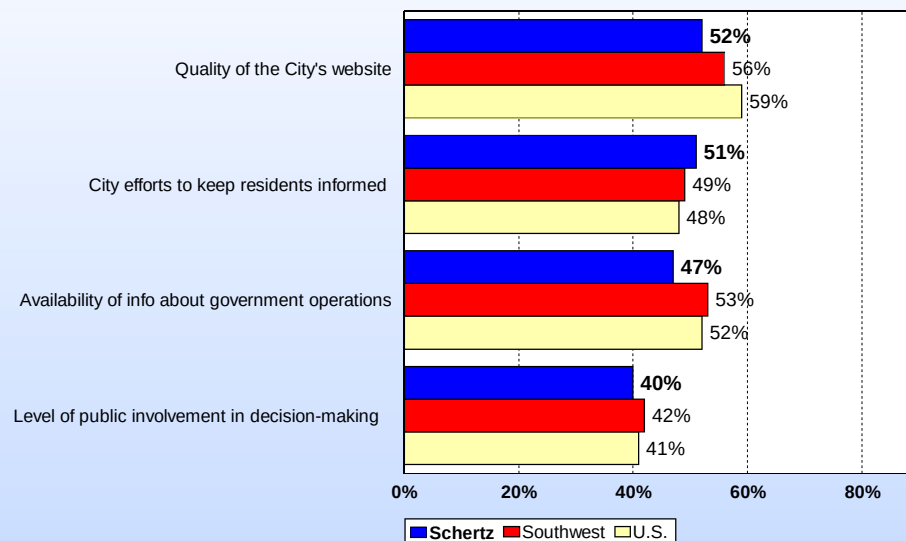
Satisfaction with Parks and Recreation Services Schertz vs. Southwest vs. the U.S

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



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

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



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. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Forty-two percent (37%) of respondents selected *City parks and recreation programs* as one of the most important services for the City to provide.

With regard to satisfaction, 73% of respondents surveyed rated the City's overall performance in the *City parks and recreation programs* 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 *City parks and recreation programs* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 37% was multiplied by 27% (1-0.73). This calculation yielded an I-S rating of 0.1022 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.

2016 Importance-Satisfaction Rating

City of Schertz

Major Categories of City Services

Category of Service	Most Important		Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	
	Most Important %	Rank			Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
City parks & recreation programs	37%	2	73%	9	0.1022	1
<u>Medium Priority (IS <.10)</u>						
Enforcement of City codes & ordinances	29%	4	67%	12	0.0946	2
City communication with the public	26%	6	64%	14	0.0942	3
Management of stormwater runoff & flood prevention	30%	3	69%	11	0.0933	4
Police services	39%	1	81%	5	0.0735	5
Trash, recycling, & yard waste collection services	25%	7	80%	6	0.0507	6
City water & sewer services	26%	5	81%	4	0.0497	7
Civic & community centers	14%	10	71%	10	0.0413	8
Emergency medical services	23%	8	82%	3	0.0408	9
Animal Services (Animal Control, Adoption Center)	13%	11	74%	8	0.0347	10
Fire services	22%	9	86%	1	0.0305	11
Customer service provided by City employees	10%	12	74%	7	0.0257	12
Library services	9%	13	84%	2	0.0143	13
Municipal court services	4%	14	65%	13	0.0141	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.

© 2016 DirectionFinder by ETC Institute

2016 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
Very High Priority (IS > .20)						
Walking & biking trails in City	47%	1	50%	7	0.2336	1
High Priority (IS .10-.20)						
Availability of adult recreation programs	22%	6	43%	9	0.1280	2
Availability of youth recreation programs	26%	4	52%	6	0.1237	3
City swimming pools	20%	7	47%	8	0.1073	4
Number of City parks	26%	3	61%	3	0.1008	5
Medium Priority (IS < .10)						
Maintenance & appearance of existing City parks	34%	2	76%	1	0.0838	6
Quality of outdoor athletic facilities	17%	8	60%	4	0.0693	7
Recreation Center	14%	9	55%	5	0.0602	8
Mowing & trimming of City parks	23%	5	74%	2	0.0599	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.

© 2016 DirectionFinder by ETC Institute

2016 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 clean-up of junk & debris on private property	58%	1	55%	3	0.2657	1
Enforcement of mowing of weeds & grass on private property	50%	2	50%	4	0.2500	2
High Priority (IS .10-.20)						
None						
Medium Priority (IS < .10)						
Enforcement of sign regulations	18%	4	58%	2	0.0732	3
Enforcement of graffiti regulations	24%	3	70%	1	0.0719	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.

© 2016 DirectionFinder by ETC Institute

2016 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 (non-TxDOT roadways)	46%	1	46%	8	0.2464	1
High Priority (IS .10-.20)						
Adequacy of City street lighting	36%	3	47%	7	0.1908	2
Maintenance of major TxDOT roadways	39%	2	57%	5	0.1668	3
Availability of bike lanes	23%	5	40%	9	0.1352	4
Maintenance of streets in your neighborhood	32%	4	58%	4	0.1337	5
Medium Priority (IS < .10)						
Maintenance of creeks & open channels	16%	9	56%	6	0.0715	6
Condition of sidewalks in City	17%	7	61%	3	0.0666	7
Mowing/trimming along City streets	17%	6	63%	2	0.0643	8
Cleanliness of City streets & other public areas	17%	8	71%	1	0.0493	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.

© 2016 DirectionFinder by ETC Institute

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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. City parks & recreation programs	24.1%	39.1%	15.5%	6.8%	1.5%	13.0%
Q1-2. City water & sewer services	34.3%	44.8%	12.0%	5.0%	1.5%	2.5%
Q1-3. Emergency medical services	38.4%	25.5%	11.1%	1.7%	0.8%	22.5%
Q1-4. Enforcement of City codes & ordinances	20.1%	36.1%	18.8%	5.5%	3.7%	15.8%
Q1-5. Fire services	39.1%	28.5%	9.2%	0.5%	1.0%	21.8%
Q1-6. Library services	42.4%	28.6%	11.6%	2.0%	0.3%	15.0%
Q1-7. Management of stormwater runoff & flood prevention	23.1%	38.1%	16.5%	7.8%	3.0%	11.5%
Q1-8. Municipal court services	19.5%	24.8%	21.0%	2.0%	1.2%	31.6%
Q1-9. Police services	39.3%	33.6%	11.5%	4.0%	1.5%	10.1%
Q1-10. Trash, recycling, & yard waste collection services	40.1%	38.1%	10.3%	7.0%	2.3%	2.2%
Q1-11. City communication with the public	22.8%	36.6%	23.5%	7.2%	2.5%	7.5%
Q1-12. Customer service provided by City employees	28.0%	37.9%	19.3%	2.5%	1.5%	10.8%
Q1-13. Animal Services (Animal Control, Adoption Center)	23.6%	31.3%	16.1%	2.0%	1.5%	25.5%
Q1-14. Civic & community centers	25.8%	30.9%	20.8%	1.8%	0.5%	20.1%

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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. City parks & recreation programs	27.7%	44.9%	17.8%	7.8%	1.7%
Q1-2. City water & sewer services	35.2%	45.9%	12.3%	5.1%	1.5%
Q1-3. Emergency medical services	49.6%	32.8%	14.4%	2.1%	1.1%
Q1-4. Enforcement of City codes & ordinances	23.9%	42.9%	22.3%	6.5%	4.3%
Q1-5. Fire services	50.0%	36.4%	11.7%	0.6%	1.3%
Q1-6. Library services	49.9%	33.7%	13.7%	2.3%	0.4%
Q1-7. Management of stormwater runoff & flood prevention	26.1%	43.0%	18.6%	8.8%	3.4%
Q1-8. Municipal court services	28.5%	36.3%	30.7%	2.9%	1.7%
Q1-9. Police services	43.7%	37.4%	12.8%	4.4%	1.7%
Q1-10. Trash, recycling, & yard waste collection services	41.0%	38.9%	10.5%	7.1%	2.4%
Q1-11. City communication with the public	24.6%	39.6%	25.4%	7.7%	2.7%
Q1-12. Customer service provided by City employees	31.3%	42.5%	21.6%	2.8%	1.7%
Q1-13. Animal Services (Animal Control, Adoption Center)	31.7%	42.0%	21.7%	2.7%	2.0%
Q1-14. Civic & community centers	32.3%	38.8%	26.0%	2.3%	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?

Q2. Top choice	Number	Percent
City parks & recreation programs	92	15.3 %
City water & sewer services	49	8.2 %
Emergency medical services	19	3.2 %
Enforcement of City codes & ordinances	49	8.2 %
Fire services	19	3.2 %
Library services	10	1.7 %
Management of stormwater runoff & flood prevention	62	10.3 %
Municipal court services	3	0.5 %
Police services	95	15.8 %
Trash, recycling, & yard waste collection services	39	6.5 %
City communication with the public	40	6.7 %
Customer service provided by City employees	7	1.2 %
Animal Services (Animal Control, Adoption Center)	13	2.2 %
Civic & community centers	6	1.0 %
None chosen	98	16.3 %
Total	601	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?

Q2. 2nd choice	Number	Percent
City parks & recreation programs	54	9.0 %
City water & sewer services	41	6.8 %
Emergency medical services	45	7.5 %
Enforcement of City codes & ordinances	51	8.5 %
Fire services	46	7.7 %
Library services	17	2.8 %
Management of stormwater runoff & flood prevention	46	7.7 %
Municipal court services	6	1.0 %
Police services	56	9.3 %
Trash, recycling, & yard waste collection services	33	5.5 %
City communication with the public	38	6.3 %
Customer service provided by City employees	14	2.3 %
Animal Services (Animal Control, Adoption Center)	15	2.5 %
Civic & community centers	20	3.3 %
None chosen	119	19.8 %
Total	601	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?

Q2. 3rd choice	Number	Percent
City parks & recreation programs	42	7.0 %
City water & sewer services	39	6.5 %
Emergency medical services	53	8.8 %
Enforcement of City codes & ordinances	35	5.8 %
Fire services	41	6.8 %
Library services	10	1.7 %
Management of stormwater runoff & flood prevention	39	6.5 %
Municipal court services	7	1.2 %
Police services	47	7.8 %
Trash, recycling, & yard waste collection services	36	6.0 %
City communication with the public	39	6.5 %
Customer service provided by City employees	12	2.0 %
Animal Services (Animal Control, Adoption Center)	22	3.7 %
Civic & community centers	29	4.8 %
None chosen	150	25.0 %
Total	601	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?

Q2. 4th choice	Number	Percent
City parks & recreation programs	36	6.0 %
City water & sewer services	29	4.8 %
Emergency medical services	22	3.7 %
Enforcement of City codes & ordinances	36	6.0 %
Fire services	28	4.7 %
Library services	15	2.5 %
Management of stormwater runoff & flood prevention	34	5.7 %
Municipal court services	8	1.3 %
Police services	36	6.0 %
Trash, recycling, & yard waste collection services	43	7.2 %
City communication with the public	41	6.8 %
Customer service provided by City employees	26	4.3 %
Animal Services (Animal Control, Adoption Center)	29	4.8 %
Civic & community centers	31	5.2 %
None chosen	187	31.1 %
Total	601	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	224	37.3 %
City water & sewer services	158	26.3 %
Emergency medical services	139	23.1 %
Enforcement of City codes & ordinances	171	28.5 %
Fire services	134	22.3 %
Library services	52	8.7 %
Management of stormwater runoff & flood prevention	181	30.1 %
Municipal court services	24	4.0 %
Police services	234	38.9 %
Trash, recycling, & yard waste collection services	151	25.1 %
City communication with the public	158	26.3 %
Customer service provided by City employees	59	9.8 %
Animal Services (Animal Control, Adoption Center)	79	13.1 %
Civic & community centers	86	14.3 %
None chosen	98	16.3 %
Total	1948	

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=601)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q3-1. In your neighborhood during the day	54.1%	39.8%	3.7%	1.5%	0.5%	0.5%
Q3-2. In your neighborhood at night	33.4%	49.8%	9.8%	4.7%	1.7%	0.7%
Q3-3. Overall feeling of safety in Schertz	35.9%	52.2%	8.3%	1.3%	0.8%	1.3%

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=601)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q3-1. In your neighborhood during the day	54.3%	40.0%	3.7%	1.5%	0.5%
Q3-2. In your neighborhood at night	33.7%	50.1%	9.9%	4.7%	1.7%
Q3-3. Overall feeling of safety in Schertz	36.4%	53.0%	8.4%	1.3%	0.8%

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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4-1. Overall quality of services provided by City	23.3%	57.9%	13.1%	1.8%	0.7%	3.2%
Q4-2. How well City is keeping up with growth	18.8%	39.6%	19.8%	14.1%	4.2%	3.5%
Q4-3. Overall quality of life in City	31.3%	48.9%	13.3%	2.5%	1.3%	2.7%
Q4-4. Overall value you receive for City taxes & fees	13.6%	43.3%	23.0%	11.8%	4.0%	4.3%
Q4-5. Overall quality of new development	15.5%	39.4%	26.8%	7.5%	3.3%	7.5%
Q4-6. Appearance of residential property in City	15.1%	51.1%	21.6%	8.0%	1.8%	2.3%
Q4-7. Appearance of commercial property in City	16.3%	51.6%	23.1%	6.7%	0.5%	1.8%
Q4-8. Overall appearance of City	20.0%	58.7%	14.5%	5.2%	0.5%	1.2%

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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4-1. Overall quality of services provided by City	24.1%	59.8%	13.6%	1.9%	0.7%
Q4-2. How well City is keeping up with growth	19.5%	41.0%	20.5%	14.7%	4.3%
Q4-3. Overall quality of life in City	32.1%	50.3%	13.7%	2.6%	1.4%
Q4-4. Overall value you receive for City taxes & fees	14.3%	45.2%	24.0%	12.3%	4.2%
Q4-5. Overall quality of new development	16.7%	42.6%	29.0%	8.1%	3.6%
Q4-6. Appearance of residential property in City	15.5%	52.3%	22.1%	8.2%	1.9%
Q4-7. Appearance of commercial property in City	16.6%	52.5%	23.6%	6.8%	0.5%
Q4-8. Overall appearance of City	20.2%	59.4%	14.6%	5.2%	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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5-1. Maintenance & appearance of existing City parks	20.1%	49.3%	14.6%	5.8%	2.0%	8.2%
Q5-2. Number of City parks	15.0%	39.6%	18.1%	13.8%	2.8%	10.6%
Q5-3. Walking & biking trails in City	13.3%	30.4%	16.8%	18.6%	7.7%	13.1%
Q5-4. Recreation Center	14.0%	28.0%	23.8%	7.5%	2.5%	24.3%
Q5-5. City swimming pools	12.0%	23.8%	24.1%	11.3%	4.3%	24.5%
Q5-6. Availability of youth recreation programs	11.1%	25.6%	24.6%	7.3%	2.7%	28.6%
Q5-7. Availability of adult recreation programs	8.5%	21.3%	26.5%	10.3%	3.3%	30.1%
Q5-8. Quality of outdoor athletic facilities (e.g., baseball, soccer, etc.)	14.8%	33.3%	23.0%	7.0%	2.5%	19.5%
Q5-9. Mowing & trimming of City parks	19.0%	47.6%	16.8%	5.2%	2.0%	9.5%

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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5-1. Maintenance & appearance of existing City parks	21.9%	53.6%	15.9%	6.3%	2.2%
Q5-2. Number of City parks	16.8%	44.3%	20.3%	15.5%	3.2%
Q5-3. Walking & biking trails in City	15.3%	35.1%	19.3%	21.5%	8.8%
Q5-4. Recreation Center	18.5%	36.9%	31.4%	9.9%	3.3%
Q5-5. City swimming pools	15.9%	31.5%	31.9%	15.0%	5.7%
Q5-6. Availability of youth recreation programs	15.6%	35.9%	34.5%	10.3%	3.7%
Q5-7. Availability of adult recreation programs	12.1%	30.5%	37.9%	14.8%	4.8%
Q5-8. Quality of outdoor athletic facilities (e.g., baseball, soccer, etc.)	18.4%	41.3%	28.5%	8.7%	3.1%
Q5-9. Mowing & trimming of City parks	21.0%	52.6%	18.6%	5.7%	2.2%

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?

Q6. Top choice	Number	Percent
Maintenance & appearance of existing City parks	100	16.6 %
Number of City parks	59	9.8 %
Walking & biking trails in City	136	22.6 %
Recreation Center	9	1.5 %
City swimming pools	46	7.7 %
Availability of youth recreation programs	48	8.0 %
Availability of adult recreation programs	32	5.3 %
Quality of outdoor athletic facilities (e.g., baseball, soccer, etc.)	19	3.2 %
Mowing & trimming of City parks	36	6.0 %
None chosen	116	19.3 %
Total	601	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?

Q6. 2nd choice	Number	Percent
Maintenance & appearance of existing City parks	61	10.1 %
Number of City parks	64	10.6 %
Walking & biking trails in City	87	14.5 %
Recreation Center	32	5.3 %
City swimming pools	39	6.5 %
Availability of youth recreation programs	55	9.2 %
Availability of adult recreation programs	50	8.3 %
Quality of outdoor athletic facilities (e.g., baseball, soccer, etc.)	37	6.2 %
Mowing & trimming of City parks	37	6.2 %
None chosen	139	23.1 %
Total	601	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?

Q6. 3rd choice	Number	Percent
Maintenance & appearance of existing City parks	45	7.5 %
Number of City parks	33	5.5 %
Walking & biking trails in City	60	10.0 %
Recreation Center	40	6.7 %
City swimming pools	37	6.2 %
Availability of youth recreation programs	50	8.3 %
Availability of adult recreation programs	52	8.7 %
Quality of outdoor athletic facilities (e.g., baseball, soccer, etc.)	47	7.8 %
Mowing & trimming of City parks	63	10.5 %
None chosen	174	29.0 %
Total	601	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)

Q6. Sum of Top 3 Choices	Number	Percent
Maintenance & appearance of existing City parks	206	34.3 %
Number of City parks	156	26.0 %
Walking & biking trails in City	283	47.1 %
Recreation Center	81	13.5 %
City swimming pools	122	20.3 %
Availability of youth recreation programs	153	25.5 %
Availability of adult recreation programs	134	22.3 %
Quality of outdoor athletic facilities (e.g., baseball, soccer, etc.)	103	17.1 %
Mowing & trimming of City parks	136	22.6 %
None chosen	116	19.3 %
Total	1490	

Q7. In 2016, did you or someone in your household attend the 4th of July Jubilee?

<u>Q7. Did you attend 4th of July Jubilee in 2016</u>	<u>Number</u>	<u>Percent</u>
Yes	219	36.4 %
No	376	62.6 %
Not provided	6	1.0 %
Total	601	100.0 %

Q8. In 2016, did you or someone in your household attend Schertzfest?

<u>Q8. Did you attend Schertzfest in 2016</u>	<u>Number</u>	<u>Percent</u>
Yes	168	28.0 %
No	427	71.0 %
Not provided	6	1.0 %
Total	601	100.0 %

Q9. 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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9-1. Enforcement of clean-up of junk & debris on private property	12.6%	35.6%	21.6%	14.3%	4.5%	11.3%
Q9-2. Enforcement of mowing of weeds & grass on private property	11.1%	34.1%	22.5%	18.5%	5.0%	8.8%
Q9-3. Enforcement of sign regulations	12.6%	38.3%	24.6%	8.5%	3.2%	12.8%
Q9-4. Enforcement of graffiti regulations	18.3%	40.6%	19.0%	4.2%	1.7%	16.3%

WITHOUT DON'T KNOW

Q9. 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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9-1. Enforcement of clean-up of junk & debris on private property	14.3%	40.2%	24.4%	16.1%	5.1%
Q9-2. Enforcement of mowing of weeds & grass on private property	12.2%	37.4%	24.6%	20.3%	5.5%
Q9-3. Enforcement of sign regulations	14.5%	43.9%	28.2%	9.7%	3.6%
Q9-4. Enforcement of graffiti regulations	21.9%	48.5%	22.7%	5.0%	2.0%

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

Q10. Top choice	Number	Percent
Enforcement of clean-up of junk & debris on private property	226	37.6 %
Enforcement of mowing of weeds & grass on private property	118	19.6 %
Enforcement of sign regulations	47	7.8 %
Enforcement of graffiti regulations	74	12.3 %
None chosen	136	22.6 %
Total	601	100.0 %

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

Q10. 2nd choice	Number	Percent
Enforcement of clean-up of junk & debris on private property	125	20.8 %
Enforcement of mowing of weeds & grass on private property	180	30.0 %
Enforcement of sign regulations	59	9.8 %
Enforcement of graffiti regulations	72	12.0 %
None chosen	165	27.5 %
Total	601	100.0 %

SUM OF TOP 2 CHOICES

Q10. Which TWO of the code enforcement services listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 2)

Q10. Sum of Top 2 Choices	Number	Percent
Enforcement of clean-up of junk & debris on private property	351	58.4 %
Enforcement of mowing of weeds & grass on private property	298	49.6 %
Enforcement of sign regulations	106	17.6 %
Enforcement of graffiti regulations	146	24.3 %
None chosen	136	22.6 %
Total	1037	

Q11. 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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11-1. Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009)	11.6%	43.9%	17.1%	17.0%	7.8%	2.5%
Q11-2. Maintenance of major City streets (non-TxDOT roadways)	10.0%	35.6%	20.8%	22.5%	9.8%	1.3%
Q11-3. Maintenance of streets in your neighborhood	17.0%	39.3%	17.5%	14.1%	9.7%	2.5%
Q11-4. Mowing/trimming along City streets	14.5%	46.8%	21.3%	10.3%	5.0%	2.2%
Q11-5. Cleanliness of City streets & other public areas	17.8%	51.4%	19.5%	6.7%	2.8%	1.8%
Q11-6. Maintenance of creeks & open channels	11.3%	38.9%	25.8%	10.6%	3.7%	9.7%
Q11-7. Condition of sidewalks in City	15.0%	43.4%	22.3%	10.5%	5.0%	3.8%
Q11-8. Availability of bike lanes	10.0%	24.6%	25.3%	19.6%	7.2%	13.3%
Q11-9. Adequacy of City street lighting	11.0%	35.3%	23.5%	18.1%	10.0%	2.2%

WITHOUT DON'T KNOW

Q11. 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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11-1. Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009)	11.9%	45.1%	17.6%	17.4%	8.0%
Q11-2. Maintenance of major City streets (non-TxDOT roadways)	10.1%	36.1%	21.1%	22.8%	9.9%
Q11-3. Maintenance of streets in your neighborhood	17.4%	40.3%	17.9%	14.5%	9.9%
Q11-4. Mowing/trimming along City streets	14.8%	47.8%	21.8%	10.5%	5.1%
Q11-5. Cleanliness of City streets & other public areas	18.1%	52.4%	19.8%	6.8%	2.9%
Q11-6. Maintenance of creeks & open channels	12.5%	43.1%	28.5%	11.8%	4.1%
Q11-7. Condition of sidewalks in City	15.6%	45.2%	23.2%	10.9%	5.2%
Q11-8. Availability of bike lanes	11.5%	28.4%	29.2%	22.6%	8.3%
Q11-9. Adequacy of City street lighting	11.2%	36.1%	24.0%	18.5%	10.2%

Q12. Which THREE of the public works services listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q12. Top choice	Number	Percent
Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009)	124	20.6 %
Maintenance of major City streets (non-TxDOT roadways)	115	19.1 %
Maintenance of streets in your neighborhood	55	9.2 %
Mowing/trimming along City streets	25	4.2 %
Cleanliness of City streets & other public areas	14	2.3 %
Maintenance of creeks & open channels	23	3.8 %
Condition of sidewalks in City	22	3.7 %
Availability of bike lanes	42	7.0 %
Adequacy of City street lighting	92	15.3 %
None chosen	89	14.8 %
Total	601	100.0 %

Q12. Which THREE of the public works services listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q12. 2nd choice	Number	Percent
Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009)	58	9.7 %
Maintenance of major City streets (non-TxDOT roadways)	114	19.0 %
Maintenance of streets in your neighborhood	65	10.8 %
Mowing/trimming along City streets	37	6.2 %
Cleanliness of City streets & other public areas	34	5.7 %
Maintenance of creeks & open channels	36	6.0 %
Condition of sidewalks in City	45	7.5 %
Availability of bike lanes	45	7.5 %
Adequacy of City street lighting	50	8.3 %
None chosen	117	19.5 %
Total	601	100.0 %

Q12. Which THREE of the public works services listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q12. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009)	51	8.5 %
Maintenance of major City streets (non-TxDOT roadways)	46	7.7 %
Maintenance of streets in your neighborhood	70	11.6 %
Mowing/trimming along City streets	41	6.8 %
Cleanliness of City streets & other public areas	52	8.7 %
Maintenance of creeks & open channels	38	6.3 %
Condition of sidewalks in City	35	5.8 %
Availability of bike lanes	48	8.0 %
Adequacy of City street lighting	76	12.6 %
None chosen	144	24.0 %
Total	601	100.0 %

SUM OF TOP 3 CHOICES

Q12. Which THREE of the public works services listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

<u>Q12. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009)	233	38.8 %
Maintenance of major City streets (non-TxDOT roadways)	275	45.8 %
Maintenance of streets in your neighborhood	190	31.6 %
Mowing/trimming along City streets	103	17.1 %
Cleanliness of City streets & other public areas	100	16.6 %
Maintenance of creeks & open channels	97	16.1 %
Condition of sidewalks in City	102	17.0 %
Availability of bike lanes	135	22.5 %
Adequacy of City street lighting	218	36.3 %
None chosen	89	14.8 %
Total	1542	

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

Q13. What sources do you currently get
information about City of Schertz

	Number	Percent
City website (www.schertz.com)	285	47.4 %
Enclosures in City utility bill	225	37.4 %
Local TV news	163	27.1 %
Neighborhood groups (HOA)	174	29.0 %
Friends	207	34.4 %
Northeast Herald	196	32.6 %
S.A. Express News	76	12.6 %
Local radio	50	8.3 %
City social media outlets	105	17.5 %
Public meetings	50	8.3 %
Austin American Statesman	6	1.0 %
Schertz Magazine	498	82.9 %
Community organizations	27	4.5 %
Mobile apps	34	5.7 %
Post cards	14	2.3 %
Other	21	3.5 %
Total	2131	

Q13. Other

Q13. Other	Number	Percent
BANNER AND SIGNS	1	4.8 %
CIBOLO COMMUNITY WEBSITE	1	4.8 %
DRIVING AROUND	2	9.5 %
ELECTED LEADERSHIP	1	4.8 %
FACEBOOK/SOCIAL MEDIA	1	4.8 %
FACEBOOK	2	9.5 %
MESSAGE BOARD	1	4.8 %
MONTHLY NEWSLETTER	2	9.5 %
NEIGHBORHOOD E-MAIL	1	4.8 %
SIGN	1	4.8 %
BILLBOARDS	1	4.8 %
FLIERS	1	4.8 %
LOCAL NEWSPAPERS	1	4.8 %
NOT ENOUGH INFO SHARED THROUGH SIGNS & PUBLIC ANNOUNCEMENTS	1	4.8 %
SWEETHEART COURT	1	4.8 %
TALK AT SCHOOLS	1	4.8 %
WORD OF MOUTH	1	4.8 %
WORK	1	4.8 %
Total	21	100.0 %

Q14. Which of the following electronic sources of information are you currently using?

Q14. What electronic sources of information are
you currently using

	Number	Percent
Facebook	382	63.6 %
Twitter	63	10.5 %
YouTube	215	35.8 %
iPhone applications	199	33.1 %
Android applications	150	25.0 %
Instagram	90	15.0 %
Nextdoor	80	13.3 %
Land Line	137	22.8 %
Text messages	390	64.9 %
The internet (general use)	443	73.7 %
E-mail	473	78.7 %
Other	8	1.3 %
None of the above	25	4.2 %
Total	2655	

Q14. Other

Q14. Other	Number	Percent
HIGH SPEED FIBER INTERNET SERVICE	1	12.5 %
HOA WEBSITE	1	12.5 %
SCHERTZ MAGAZINE	1	12.5 %
TV AND RADIO	1	12.5 %
CELLPHONE	2	25.0 %
MEETING	1	12.5 %
TEXT	1	12.5 %
Total	8	100.0 %

Q15. 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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15-1. Availability of information about government operations	9.3%	32.3%	33.6%	10.3%	3.2%	11.3%
Q15-2. City efforts to keep residents informed about local issues	11.6%	35.4%	28.3%	14.6%	3.0%	7.0%
Q15-3. Level of public involvement in City decision-making	7.7%	26.5%	34.1%	13.5%	3.3%	15.0%
Q15-4. Usefulness of information that is available on City's website	9.8%	31.8%	28.3%	7.3%	2.5%	20.3%
Q15-5. How well City listens & responds to needs of citizens	8.3%	25.6%	32.3%	8.7%	3.3%	21.8%
Q15-6. Level of fiscal transparency	8.7%	22.5%	34.3%	5.2%	2.8%	26.6%
Q15-7. Schertz Magazine	39.6%	40.4%	10.6%	1.8%	2.2%	5.3%

WITHOUT DON'T KNOW

Q15. 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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15-1. Availability of information about government operations	10.5%	36.4%	37.9%	11.6%	3.6%
Q15-2. City efforts to keep residents informed about local issues	12.5%	38.1%	30.4%	15.7%	3.2%
Q15-3. Level of public involvement in City decision-making	9.0%	31.1%	40.1%	15.9%	3.9%
Q15-4. Usefulness of information that is available on City's website	12.3%	39.9%	35.5%	9.2%	3.1%
Q15-5. How well City listens & responds to needs of citizens	10.6%	32.8%	41.3%	11.1%	4.3%
Q15-6. Level of fiscal transparency	11.8%	30.6%	46.7%	7.0%	3.9%
Q15-7. Schertz Magazine	41.8%	42.7%	11.2%	1.9%	2.3%

Q16. Have you contacted the City of Schertz during the past year?

Q16. Have you contacted City of Schertz during past year	Number	Percent
Yes	291	48.4 %
No	310	51.6 %
Total	601	100.0 %

Q16a. (If YES to Question 16) How would you describe the service you received?

Q16a. How would you describe the service you received	Number	Percent
Excellent	118	40.5 %
Good	100	34.4 %
Fair	41	14.1 %
Poor	29	10.0 %
Don't know	3	1.0 %
Total	291	100.0 %

Q16b. (If YES to Question 16) 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=291)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16b-1. How easy they were to contact	38.1%	43.6%	10.3%	5.5%	1.4%	1.0%
Q16b-2. The way you were treated	42.6%	36.8%	12.0%	3.4%	3.1%	2.1%
Q16b-3. Accuracy of information & assistance you were given	38.8%	36.4%	12.0%	6.5%	3.8%	2.4%
Q16b-4. How quickly City staff responded to your request	35.7%	33.3%	12.4%	9.6%	5.5%	3.4%
Q16b-5. How well your issue was handled	34.7%	33.0%	12.7%	10.0%	6.5%	3.1%

WITHOUT DON'T KNOW

Q16b. (If YES to Question 16) 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=291)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16b-1. How easy they were to contact	38.5%	44.1%	10.4%	5.6%	1.4%
Q16b-2. The way you were treated	43.5%	37.5%	12.3%	3.5%	3.2%
Q16b-3. Accuracy of information & assistance you were given	39.8%	37.3%	12.3%	6.7%	3.9%
Q16b-4. How quickly City staff responded to your request	37.0%	34.5%	12.8%	10.0%	5.7%
Q16b-5. How well your issue was handled	35.8%	34.0%	13.1%	10.3%	6.7%

Q17. 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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17-1. Residential trash (garbage) collection services	44.4%	40.1%	6.2%	5.8%	2.2%	1.3%
Q17-2. Bulky item pick up/removal services (old furniture, appliances)	19.6%	23.0%	22.5%	12.8%	3.3%	18.8%
Q17-3. Recycling services	34.1%	36.8%	14.6%	8.2%	2.8%	3.5%
Q17-4. Water services	36.9%	44.8%	12.3%	4.0%	0.8%	1.2%
Q17-5. Sewer services	35.8%	43.1%	13.5%	3.3%	1.2%	3.2%
Q17-6. Utility billing	35.9%	41.9%	15.5%	3.8%	1.7%	1.2%

WITHOUT DON'T KNOW

Q17. 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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17-1. Residential trash (garbage) collection services	45.0%	40.6%	6.2%	5.9%	2.2%
Q17-2. Bulky item pick up/removal services (old furniture, appliances)	24.2%	28.3%	27.7%	15.8%	4.1%
Q17-3. Recycling services	35.3%	38.1%	15.2%	8.4%	2.9%
Q17-4. Water services	37.4%	45.3%	12.5%	4.0%	0.8%
Q17-5. Sewer services	36.9%	44.5%	13.9%	3.4%	1.2%
Q17-6. Utility billing	36.4%	42.4%	15.7%	3.9%	1.7%

Q18. 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=601)

	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
Q18-1. Library services	7.7%	19.3%	52.4%	0.5%	0.3%	19.8%
Q18-2. Law enforcement	14.0%	29.8%	42.3%	1.0%	0.3%	12.6%
Q18-3. Fire response	10.5%	17.3%	50.9%	0.0%	0.7%	20.6%
Q18-4. Emergency medical services	11.1%	19.0%	47.9%	0.5%	0.3%	21.1%
Q18-5. Parks & open space	15.3%	36.3%	35.9%	0.5%	0.0%	12.0%
Q18-6. Recreation activities	13.0%	34.4%	35.3%	0.2%	0.5%	16.6%
Q18-7. Maintenance of streets & sidewalks	30.8%	37.4%	24.5%	0.3%	0.5%	6.5%

WITHOUT DON'T KNOW

Q18. 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=601)

	Should be much higher	Should be a little higher	Should stay the same	Should be a little lower	Should be much lower
Q18-1. Library services	9.5%	24.1%	65.4%	0.6%	0.4%
Q18-2. Law enforcement	16.0%	34.1%	48.4%	1.1%	0.4%
Q18-3. Fire response	13.2%	21.8%	64.2%	0.0%	0.8%
Q18-4. Emergency medical services	14.1%	24.1%	60.8%	0.6%	0.4%
Q18-5. Parks & open space	17.4%	41.2%	40.8%	0.6%	0.0%
Q18-6. Recreation activities	15.6%	41.3%	42.3%	0.2%	0.6%
Q18-7. Maintenance of streets & sidewalks	32.9%	40.0%	26.2%	0.4%	0.5%

Q19. What do you think are the THREE biggest issues Schertz will face within the next FIVE years?

Q19. What are the biggest issues Schertz will face
within next five years

	Number	Percent
Traffic	470	78.2 %
Planning for rapid growth	281	46.8 %
Public schools	153	25.5 %
Road repair/maintenance/expansion	318	52.9 %
Taxes/property taxes/finances	153	25.5 %
Public transportation	53	8.8 %
Crime	163	27.1 %
Environmental issues	23	3.8 %
Utility rates	74	12.3 %
Neighborhood preservation	60	10.0 %
Other	4	0.7 %
Don't know	6	1.0 %
Total	1758	

Q19. Other

Q19. Other	Number	Percent
CROWDED/TOO MANY PEOPLE	1	25.0 %
FIRE PROTECTION	1	25.0 %
FIRE RESPONSE AND LOWERED ISO RATINGS	1	25.0 %
FLOODING ISSUES FM1518 NEAR WARE SEQUIN RD	1	25.0 %
Total	4	100.0 %

Q20. Which of the following are the primary reasons you choose to live in Schertz?

Q20. What are the primary reasons you choose to live in Schertz

	Number	Percent
Location	427	71.0 %
Convenience	244	40.6 %
Affordability	285	47.4 %
Quality of life	362	60.2 %
I grew up here	60	10.0 %
I went to college here	6	1.0 %
Schools	216	35.9 %
It's a safe community	336	55.9 %
Good city services, such as police & fire	204	33.9 %
Parks & recreation programs	54	9.0 %
Friends/family are here	138	23.0 %
Entertainment opportunities	14	2.3 %
Business opportunities	14	2.3 %
I work here	45	7.5 %
I don't know	6	1.0 %
Total	2411	

Q21. Have you done any of the following during the past year?

Q21. Have you done any of following during past year	Number	Percent
Attended a City Council meeting or other local public meeting	127	21.1 %
Volunteered with City of Schertz	56	9.3 %
Attended City social events (movie in the park, concert in the park, library or parks classes)	239	39.8 %
None of these	297	49.4 %
Total	719	

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

Q22. Are you familiar with following programs offered by City of Schertz	Number	Percent
Citizens Police Academy	153	25.5 %
Schertz Senior Center	219	36.4 %
EMS Passport to Care	131	21.8 %
Regional Emergency Alert Network(REAN)	37	6.2 %
VIA Rideshare	70	11.6 %
Alamo Regional Transit (ART)	38	6.3 %
Library Brainfuse	36	6.0 %
None of these	275	45.8 %
Total	959	

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=601)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q23-1. I have confidence in City's finances	14.0%	42.6%	22.8%	3.8%	1.3%	15.5%
Q23-2. City is ensuring that there is adequate long-term affordable water	16.1%	43.9%	17.0%	2.7%	0.7%	19.6%
Q23-3. City is doing a good job of beautification within community	15.0%	46.6%	23.5%	7.8%	1.5%	5.7%
Q23-4. City is doing a good job planning for current & future transportation & infrastructure needs	8.0%	25.0%	26.8%	14.0%	6.3%	20.0%
Q23-5. City is committed to health & wellness of its citizens	13.5%	41.6%	24.1%	2.8%	2.3%	15.6%

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=601)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q23-1. I have confidence in City's finances	16.5%	50.4%	27.0%	4.5%	1.6%
Q23-2. City is ensuring that there is adequate long-term affordable water	20.1%	54.7%	21.1%	3.3%	0.8%
Q23-3. City is doing a good job of beautification within community	15.9%	49.4%	24.9%	8.3%	1.6%
Q23-4. City is doing a good job planning for current & future transportation & infrastructure needs	10.0%	31.2%	33.5%	17.5%	7.9%
Q23-5. City is committed to health & wellness of its citizens	16.0%	49.3%	28.6%	3.4%	2.8%

Q24. City Communication: Using a scale of 1 to 5, where 5 means "Very Familiar" and 1 means "Very Unfamiliar," please rate your familiarity with each of the following:

(N=601)

	Very familiar	Familiar	Neutral	Unfamiliar	Very unfamiliar	Don't know
Q24-1. City's 2016 Strategic Plan	1.3%	10.5%	14.3%	27.0%	21.1%	25.8%
Q24-2. Schertz City Council on the Go Meetings	1.8%	9.7%	16.0%	28.6%	19.3%	24.6%
Q24-3. Schertz Community Budget Meetings	2.3%	12.0%	16.5%	26.8%	17.8%	24.6%

WITHOUT DON'T KNOW

Q24. City Communication: Using a scale of 1 to 5, where 5 means "Very Familiar" and 1 means "Very Unfamiliar," please rate your familiarity with each of the following: (without "don't know")

(N=601)

	Very familiar	Familiar	Neutral	Unfamiliar	Very unfamiliar
Q24-1. City's 2016 Strategic Plan	1.8%	14.1%	19.3%	36.3%	28.5%
Q24-2. Schertz City Council on the Go Meetings	2.4%	12.8%	21.2%	38.0%	25.6%
Q24-3. Schertz Community Budget Meetings	3.1%	15.9%	21.9%	35.5%	23.6%

Q25. Have you used any of the following City e-services during the past year?

Q25. Have you used any City e-services during
past year

	Number	Percent
Electronic Water Payment	301	50.1 %
Electronic Court Payment	18	3.0 %
Web QA	36	6.0 %
Chipping Services	72	12.0 %
None of these	258	42.9 %
Total	685	

Q26. Would you be interested in receiving City News/information, e-newsletter, etc. through an e-mail subscription from the City?

Q26. Would you be interested in receiving City
News/information, e-newsletter, etc. through an e-
mail subscription from City

	Number	Percent
Yes	397	66.1 %
No	194	32.3 %
Not provided	10	1.7 %
Total	601	100.0 %

Q27. Do you work in Schertz?

Q27. Do you work in Schertz	Number	Percent
Yes	90	15.0 %
No	503	83.7 %
Not provided	8	1.3 %
Total	601	100.0 %

Q28. Approximately how many years have you lived in Schertz?

Q28. How many years have you lived in Schertz	Number	Percent
Less than 2 years	74	12.3 %
2-5 years	104	17.3 %
6-9 years	94	15.6 %
10-19 years	179	29.8 %
20-29 years	69	11.5 %
30+ years	81	13.5 %
Total	601	100.0 %

Q29. What is your age?

Q29. Your age	Number	Percent
18-34	119	19.8 %
35-44	132	22.0 %
45-54	122	20.3 %
55-64	108	18.0 %
65+	99	16.5 %
Not provided	21	3.5 %
Total	601	100.0 %

Q30. Do you have children living at home in the following age ranges?

Q30. Do you have children living at home in the following age ranges	Number	Percent
Under 6 years	71	11.8 %
6 to 12 years	116	19.3 %
13 to 18 years	134	22.3 %
No children	357	59.4 %
Total	678	

Q31. What is your gender?

Q31. Your gender	Number	Percent
Male	314	52.2 %
Female	287	47.8 %
Total	601	100.0 %

Q32. Are you of Hispanic, Latino, or other Spanish origin?

Q32. Are you of Hispanic, Latino, or other Spanish origin	Number	Percent
Yes	159	26.5 %
No	437	72.7 %
Not provided	5	0.8 %
Total	601	100.0 %

Q33. Which of the following best describes your race?

Q33. Your race	Number	Percent
Asian/Pacific Islander	20	3.4 %
American Indian/Eskimo	10	1.7 %
Black/African American	62	10.7 %
White	463	79.6 %
Other	43	7.4 %
Total	598	

Q33. Other

Q33. Other	Number	Percent
American	1	2.3 %
Arabic	1	2.3 %
Chicano	1	2.3 %
German	1	2.3 %
Hispanic	23	53.5 %
Italian	1	2.3 %
Latino	4	9.3 %
Mexican	7	16.3 %
Mixed	2	4.7 %
Native American/Mexican	1	2.3 %
Puerto Rican	1	2.3 %
Total	43	100.0 %

Q34. What is your total annual household income?

Q34. Your total annual household income	Number	Percent
Under \$25K	41	6.8 %
\$25K to \$49,999	70	11.6 %
\$50K to \$74,999	116	19.3 %
\$75K to \$99,999	94	15.6 %
\$100K to \$124,999	101	16.8 %
\$125K to \$149,999	52	8.7 %
\$150K to \$199,999	39	6.5 %
\$200K+	25	4.2 %
Not provided	63	10.5 %
Total	601	100.0 %

Q35. Do you own or rent your home?

<u>Q35. Do you own or rent your home</u>	<u>Number</u>	<u>Percent</u>
Own	518	86.2 %
Rent	70	11.6 %
Not provided	13	2.2 %
Total	601	100.0 %

Q36. Do you live in a single family home or an apartment/condominium?

<u>Q36. Do you live in a single family home or an apartment/condominium</u>	<u>Number</u>	<u>Percent</u>
Single family home	561	93.3 %
Apartment/condominium	23	3.8 %
Other	6	1.0 %
Not provided	11	1.8 %
Total	601	100.0 %

Q36. Other

<u>Q36. Other</u>	<u>Number</u>	<u>Percent</u>
MOBILE HOME	1	50.0 %
SENIOR LIVING	1	50.0 %
Total	2	100.0 %

Q37. What is the highest level of formal education you completed?

Q37. Highest level of formal education you completed	Number	Percent
Less than high school	5	0.8 %
High school	63	10.5 %
Some college	214	35.6 %
Bachelor's degree (4 years of college)	139	23.1 %
Some graduate work	40	6.7 %
Graduate degree	126	21.0 %
Not provided	14	2.3 %
Total	601	100.0 %

Q38. How far do you commute for work?

Q38. How far do you commute for work	Number	Percent
5 miles or less	145	30.6 %
6-10 miles	54	11.4 %
11-15 miles	69	14.6 %
16-20 miles	74	15.6 %
21-30 miles	78	16.5 %
31+ miles	54	11.4 %
Total	474	100.0 %

Section 5:

Survey Instrument



November 9, 2016

Dear Schertz City Resident:

You have been **randomly** selected to participate in the 2016 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 the 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 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,

A handwritten signature in blue ink, appearing to read "Michael R. Carpenter".

Michael R. Carpenter
Mayor



2016 Schertz Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to improve the quality of city services. If you have questions, please contact Linda Klepper at (210) 619-1630.

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 above.]

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
01.	In your neighborhood during the day	5	4	3	2	1	9
02.	In your neighborhood at night	5	4	3	2	1	9
03.	Overall feeling of safety in Schertz	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
01.	Overall quality of services provided by the City	5	4	3	2	1	9
02.	How well the City is keeping up with growth	5	4	3	2	1	9
03.	Overall quality of life in the City	5	4	3	2	1	9
04.	Overall value you receive for City taxes and fees	5	4	3	2	1	9
05.	Overall quality of new development	5	4	3	2	1	9
06.	Appearance of residential property in the City	5	4	3	2	1	9
07.	Appearance of commercial property in the City	5	4	3	2	1	9
08.	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
01.	Maintenance and appearance of existing City parks	5	4	3	2	1	9
02.	Number of City parks	5	4	3	2	1	9
03.	Walking and biking trails in the City	5	4	3	2	1	9
04.	Recreation Center	5	4	3	2	1	9
05.	City swimming pools	5	4	3	2	1	9
06.	Availability of youth recreation programs	5	4	3	2	1	9
07.	Availability of adult recreation programs	5	4	3	2	1	9
08.	Quality of outdoor athletic facilities (e.g., baseball, soccer, etc.)	5	4	3	2	1	9
09.	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 above.]

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

7. In 2016, did you or someone in your household attend the 4th of July Jubilee?

____ (1) Yes ____ (2) No

8. In 2016, did you or someone in your household attend Schertzfest?

____ (1) Yes ____ (2) No

9. **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
01.	Enforcement of the clean-up of junk and debris on private property	5	4	3	2	1	9
02.	Enforcement of mowing of weeds and grass on private property	5	4	3	2	1	9
03.	Enforcement of sign regulations	5	4	3	2	1	9
04.	Enforcement of graffiti regulations	5	4	3	2	1	9

10. 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 9 above.]

1st: _____ 2nd: _____

11. **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
01.	Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009)	5	4	3	2	1	9
02.	Maintenance of major City streets (non-TxDOT roadways)	5	4	3	2	1	9
03.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
04.	Mowing/trimming along City streets	5	4	3	2	1	9
05.	Cleanliness of City streets and other public areas	5	4	3	2	1	9
06.	Maintenance of creeks and open channels	5	4	3	2	1	9
07.	Condition of sidewalks in the City	5	4	3	2	1	9
08.	Availability of bike lanes	5	4	3	2	1	9
09.	Adequacy of City street lighting	5	4	3	2	1	9

12. 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 11 above.]

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

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) | ☐ (09) City social media outlets |
| ☐ (02) Enclosures in City utility bill | ☐ (10) Public meetings |
| ☐ (03) Local TV news | ☐ (11) Austin American Statesman |
| ☐ (04) Neighborhood groups (HOA) | ☐ (12) Schertz Magazine |
| ☐ (05) Friends | ☐ (13) Community organizations |
| ☐ (06) Northeast Herald | ☐ (14) Mobile apps |
| ☐ (07) S.A. Express News | ☐ (15) Post cards |
| ☐ (08) Local radio | ☐ (99) Other: _____ |

14. Which of the following electronic sources of information are you currently using? (Check all that apply.)

- | | |
|--|--|
| ☐ (01) Facebook | ☐ (08) Land Line |
| ☐ (02) Twitter | ☐ (09) Text messages |
| ☐ (03) YouTube | ☐ (10) The Internet (general use) |
| ☐ (04) iPhone applications | ☐ (11) E-mail |
| ☐ (05) Android Applications | ☐ (12) Other: _____ |
| ☐ (06) Instagram | ☐ (13) None of the above |
| ☐ (07) Nextdoor | |

15. 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
01.	The availability of information about government operations	5	4	3	2	1	9
02.	City efforts to keep residents informed about local issues	5	4	3	2	1	9
03.	The level of public involvement in City decision-making	5	4	3	2	1	9
04.	Usefulness of the information that is available on the City's Web site	5	4	3	2	1	9
05.	How well the City listens and responds to the needs of citizens	5	4	3	2	1	9
06.	The level of fiscal transparency	5	4	3	2	1	9
07.	Schertz Magazine	5	4	3	2	1	9

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

- ☐ (1) Yes [Answer Question 16a-b.] ☐ (2) No [Go to Question 17.]

16a. [Only if “YES” to Question 16.] How would you describe the service you received?

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

16b. [Only if “YES” to Question 16.] 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
01.	How easy they were to contact	5	4	3	2	1	9
02.	The way you were treated	5	4	3	2	1	9
03.	The accuracy of the information and the assistance you were given	5	4	3	2	1	9
04.	How quickly City staff responded to your request	5	4	3	2	1	9
05.	How well your issue was handled	5	4	3	2	1	9

17. 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
01.	Residential trash (garbage) collection services	5	4	3	2	1	9
02.	Bulky item pick up/removal services (old furniture, appliances)	5	4	3	2	1	9
03.	Recycling services	5	4	3	2	1	9
04.	Water services	5	4	3	2	1	9
05.	Sewer services	5	4	3	2	1	9
06.	Utility Billing	5	4	3	2	1	9

18. 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
01.	Library services	5	4	3	2	1	9
02.	Law enforcement	5	4	3	2	1	9
03.	Fire response	5	4	3	2	1	9
04.	Emergency medical services	5	4	3	2	1	9
05.	Parks and open space	5	4	3	2	1	9
06.	Recreation activities	5	4	3	2	1	9
07.	Maintenance of streets and sidewalks	5	4	3	2	1	9

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

(Check up to three.)

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

20. Which of the following are the primary reasons you choose to live in Schertz? (Check all that apply.)

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

21. Have you done any of the following during the past year? (Check all that apply.)

- ☐ (1) Attended a City Council Meeting or other local public meeting
- ☐ (2) Volunteered with the City of Schertz
- ☐ (3) Attended City social events (movie in the park, concert in the park, library or parks classes)
- ☐ (4) None of these

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

- ☐ (1) Citizens Police Academy
 ☐ (5) VIA Rideshare
☐ (2) Schertz Senior Center
 ☐ (6) Alamo Regional Transit (ART)
☐ (3) EMS Passport to Care
 ☐ (7) Library Brainfuse
☐ (4) Regional Emergency Alert Network(REAN)
 ☐ (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
01.	I have confidence in the City's finances	5	4	3	2	1	9
02.	The City is ensuring that there is adequate long-term affordable water	5	4	3	2	1	9
03.	The City is doing a good job of beautification within the community	5	4	3	2	1	9
04.	The City is doing a good job planning for current and future transportation and infrastructure needs	5	4	3	2	1	9
05.	The City is committed to the health and wellness of its citizens	5	4	3	2	1	9

24. City Communication: Using a scale of 1 to 5, where “5” means “Very Familiar” and “1” means “Very Unfamiliar,” please rate your familiarity with each of the following:

How Familiar are you with:		Very Familiar	Familiar	Neutral	Unfamiliar	Very Unfamiliar	Don't Know
01.	The City's 2016 Strategic Plan	5	4	3	2	1	9
02.	Schertz City Council on the Go Meetings	5	4	3	2	1	9
03.	Schertz Community Budget Meetings	5	4	3	2	1	9

25. Have you used any of the following City e-services during the past year? (Check all that apply.)

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

26. Would you be interested in receiving City News/information, e-newsletter, etc. through an e-mail subscription from the City?

- ☐ (1) Yes
 ☐ (2) No

27. Do you work in Schertz?

- ☐ (1) Yes
 ☐ (2) No

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

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

29. What is your age? _____ years**30. Do you have children living at home in the following age ranges?** (Check all age ranges that apply.)

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

31. What is your gender? ____ (1) Male ____ (2) Female
32. Are you of Hispanic, Latino, or other Spanish origin? ____ (1) Yes ____ (2) No
33. Which of the following best describes your race? (Check all that apply.)
 ____ (1) Asian/Pacific Islander ____ (4) White
 ____ (2) American Indian/Eskimo ____ (5) Other: _____
 ____ (3) Black/African American
34. What is your total annual household income?
 ____ (1) Under \$25,000 ____ (5) \$100,000 to \$124,999
 ____ (2) \$25,000 to \$49,999 ____ (6) \$125,000 to \$149,999
 ____ (3) \$50,000 to \$74,999 ____ (7) \$150,000 to \$199,999
 ____ (4) \$75,000 to \$99,999 ____ (8) \$200,000 or more
35. Do you own or rent your home? ____ (1) Own ____ (2) Rent
36. Do you live in a single family home or an apartment/condominium?
 ____ (1) Single family home
 ____ (2) Apartment/condominium
 ____ (3) Other: _____
37. 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
38. 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.