

A tall, white, cylindrical water tower stands prominently in the foreground. The tower has a wide, flat top section with a metal railing. The words "SCHERTZ" and "TEXAS" are painted on the tower in a stylized font, with a small star between them. The background shows a landscape with dry grass, some trees, and a few buildings under a cloudy sky.

SCHERTZ
TEXAS

2023 Schertz Community Survey Findings Report

Presented to the City of Schertz,
Texas
January 2024



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Executive Summary

2023 Schertz Community Survey

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Purpose

ETC Institute administered a community survey for the City of Schertz during the fall of 2023. 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 to help shape future decisions and ensure they are aligned with the needs of residents. This is the fourth community survey ETC Institute has administered for the City of Schertz; the first was conducted in 2016.

Methodology

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

Ten days after the surveys were mailed, ETC Institute sent follow-up messages to the households that received the survey to encourage participation. The messages contained a link to the online 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 online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to receive at least 400 completed surveys. This goal was met, with a total of 403 households completing a survey. The results for the random sample of 403 households have a 95% level of confidence with a precision of at least +/- 4.9%.

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.*”

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This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey, including comparisons to the 2016 and 2021 survey results (Section 1)
- benchmarking data that show how the results for the City of Schertz compare to results 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

Eighty-one percent (81%) 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; 78% 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.

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: fire services (93%), emergency medical services (90%), library services (89%), and trash, recycling, and yard waste collection services (85%).

Based on the sum of their top four choices, the City services that residents indicated should receive the most emphasis over the next two years were: 1) police services, 2) enforcement of City codes and ordinances, 3) City parks and recreation programs, and 4) City communication with the public.

Overall Feelings of Safety

Most residents surveyed (92%), *who had an opinion*, felt either “very safe” or “somewhat safe” in their neighborhood during the day; 85% of residents, *who had an opinion*, indicated they felt “very safe” or “somewhat safe” overall in the City of Schertz, and 78% of residents, *who had an opinion*, indicated they felt “very safe” or “somewhat safe” in their neighborhood at night.

Satisfaction with Specific City Services

- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services,

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based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, *who had an opinion*, were: the maintenance and appearance of existing City parks (85%), the mowing and trimming of City parks (81%), and the number of City parks (72%).

The three parks and recreation services respondents indicated should receive the most emphasis over the next two years were: 1) walking and biking trails in the City, 2) the maintenance and appearance of City parks, and 3) the availability of adult recreation programs.

- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, *who had an opinion*, were: the enforcement of graffiti regulations (62%) and the enforcement of the clean-up of junk and debris (51%).

The two code enforcement services respondents indicated should receive the most emphasis over the next two years were: 1) the enforcement of the clean-up of junk and debris and 2) the mowing of weeds and grass on private property.

- **Public Works Services.** The highest levels of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, *who had an opinion*, were: cleanliness of City streets and other public areas (70%), mowing and trimming along City streets (66%), and the maintenance of creeks and open channels (56%).

The three public works services respondents indicated should receive the most emphasis over the next two years were: 1) the maintenance of major TXDOT roadways, 2) the maintenance of major City streets, and 3) the maintenance of neighborhood streets.

- **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 City’s social media pages (62%), and the City’s biweekly electronic newsletter (58%).

- Eighty percent (80%) of respondents indicated Schertz Magazine is their primary source of information about the City; 56% indicated they primarily use the City website. These were also respondents’ most preferred sources to get information about the City.

- **Solid Waste and Utility Services.** The highest levels of satisfaction with solid waste and utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, *who had an opinion*, were: residential trash collection services (88%) and sewer services (83%).

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- **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"* (62%), *"The City is doing a good job of beautification within the community"* (60%), and *"I have confidence in the City's finances"* (60%).

Additional Findings

- Three-fourths (75%) of the residents surveyed, *who had an opinion*, either "strongly agreed" (48%) or "somewhat agreed" (27%) with the statement, *"I trust City of Schertz police officers to do the right thing;"* 19% were neutral, 3% "somewhat disagreed," and 3% "strongly disagreed" with the statement.
- Nearly half (46%) of the respondents surveyed indicated they are aware the City has an Emergency Notification System (CivicReady). Of those who are aware of CivicReady, 70% are currently enrolled to receive notifications.
- Two-thirds (67%) of the respondents surveyed, *who had an opinion*, indicated they are "very prepared" (16%) or "somewhat prepared" (51%) to seek and obtain the necessary resources for their household and/or business if they were to experience a disaster; 15% were "neutral," 16% feel they are "unprepared," and 2% feel they are "very unprepared" for a disaster.

The areas in which respondents feel the least prepared for a disaster include: debris removal (53%), alternative sheltering options (52%), and securing the home (36%).

- Respondents were asked to indicate what electronic sources of information they are currently using. Seventy-four percent (74%) of respondents indicated they use Facebook, 68% use email, 64% use the Internet, and 64% use text messages.
- Half of the respondents (50%) indicated they have contacted the City of Schertz during the past year. When asked to describe the service they received, 75% of respondents indicated the service received was either "excellent" (44%) or "good" (31%); 15% described the service they received as "fair," and 11% 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: the way they were treated (87%), how easy they were to contact (85%), and the how quickly staff responded their request (79%).

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- The City 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 residents thought 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: maintenance of streets and sidewalks (83%), law enforcement (63%), and recreation activities (50%).
- 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 (52%) and planning for rapid growth (45%).
- When asked to indicate the primary reasons residents choose to live in Schertz, a majority of respondents indicated it was the location (74%); 60 indicated it was the quality of life, and 51% indicated that the City of Schertz is a safe community.

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How the City of Schertz Compares to Other Communities Nationally

Satisfaction ratings for the City of Schertz **rated above the U.S. average in 36 of the 41 areas** that were assessed. The City rated significantly higher than the U.S. average (difference of 5% or more) in 35 of these areas. Listed below are the comparisons between the City of Schertz and the U.S. average:

Service	Schertz	U.S.	Difference	Category
Customer service provided by City employees	81%	39%	42%	Major Categories of City Services
Overall quality of services provided by the City	81%	49%	32%	Perceptions of the City
City parks and recreation programs	80%	49%	31%	Major Categories of City Services
Water services	83%	52%	31%	Solid Waste/Utility Services
Trash, recycling, & yard waste collection services	85%	55%	30%	Major Categories of City Services
City water and sewer services	82%	52%	30%	Major Categories of City Services
Sewer services	83%	53%	30%	Solid Waste/Utility Services
Police services	82%	53%	29%	Major Categories of City Services
City communication with the public	64%	37%	27%	Major Categories of City Services
Bulky item pick up/removal services	74%	47%	27%	Solid Waste/Utility Services
Animal Services	75%	49%	26%	Major Categories of City Services
Library services	89%	64%	25%	Major Categories of City Services
City's social media pages	62%	39%	23%	Communication
Overall value you receive for City taxes and fees	55%	33%	22%	Perceptions of the City
Recycling services	78%	56%	22%	Solid Waste/Utility Services
Management of stormwater runoff & flood prevention	70%	50%	20%	Major Categories of City Services
Residential trash collection services	88%	68%	20%	Solid Waste/Utility Services
Emergency medical services	90%	71%	19%	Major Categories of City Services
Overall feeling of safety in the City	85%	66%	19%	Feeling of Safety in Various Situations
Enforcement of city codes and ordinances	58%	40%	18%	Major Categories of City Services
Overall appearance of the City	73%	55%	18%	Perceptions of the City
Fire services	93%	76%	17%	Major Categories of City Services
Feeling of safety in your neighborhood at night	78%	61%	17%	Feeling of Safety in Various Situations
Cleanliness of City streets and other public areas	70%	53%	17%	Public Works
Feeling of safety in City parks	71%	55%	16%	Feeling of Safety in Various Situations
Usefulness of information available on web site	57%	42%	15%	Communication
Efforts to keep residents informed about issues	56%	43%	13%	Communication
Feeling of safety in commercial and retail areas	77%	64%	13%	Feeling of Safety in Various Situations
Feeling of safety in your neighborhood during the day	92%	81%	11%	Feeling of Safety in Various Situations
Mowing/trimming along City streets	66%	55%	11%	Public Works
How well the City is keeping up with growth	49%	39%	10%	Perceptions of the City
Condition of sidewalks in the City	56%	47%	9%	Public Works
Availability of information about operations	54%	46%	8%	Communication
Enforcement of the clean-up of junk & debris	51%	45%	6%	Code Enforcement
Level of public involvement in decision-making	39%	34%	5%	Communication
Enforcement of sign regulations	49%	45%	4%	Code Enforcement
Availability of bike lanes	41%	42%	-1%	Public Works
Maintenance of streets in your neighborhood	47%	49%	-2%	Public Works
Enforcement of mowing of weeds & grass	43%	46%	-3%	Code Enforcement
Maintenance of major City streets	43%	50%	-7%	Public Works
Adequacy of City street lighting	50%	59%	-9%	Public Works

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How the City of Schertz Compares to Other Communities in Texas

Satisfaction ratings for the City of Schertz **rated above the Texas average in 32 of the 41 areas** that were assessed. The City rated significantly higher than the Texas average (difference of 5% or more) in all 32 of these areas. Listed below are the comparisons between the City of Schertz and the Texas average:

Service	Schertz	Texas	Difference	Category
City communication with the public	75%	28%	47%	Major Categories of City Services
Overall quality of services provided by the City	90%	43%	47%	Perceptions of the City
Water services	91%	45%	46%	Solid Waste/Utility Services
Customer service provided by City employees	79%	34%	45%	Major Categories of City Services
Police services	87%	44%	43%	Major Categories of City Services
City water and sewer services	86%	45%	41%	Major Categories of City Services
Feeling of safety in City parks	82%	42%	40%	Feeling of Safety
City parks and recreation programs	79%	40%	39%	Major Categories of City Services
Management of stormwater runoff & flood prevention	75%	36%	39%	Major Categories of City Services
Sewer services	89%	50%	39%	Solid Waste/Utility Services
Library services	89%	53%	36%	Major Categories of City Services
Overall appearance of the City	83%	47%	36%	Perceptions of the City
Trash, recycling, & yard waste collection services	87%	52%	35%	Major Categories of City Services
Overall value you receive for City taxes and fees	63%	29%	34%	Perceptions of the City
Overall feeling of safety in the City	94%	62%	33%	Feeling of Safety
Fire services	94%	63%	31%	Major Categories of City Services
Feeling of safety in your neighborhood at night	89%	60%	29%	Feeling of Safety
Emergency medical services	91%	63%	28%	Major Categories of City Services
Animal Services	79%	51%	28%	Major Categories of City Services
How well the City is keeping up with growth	68%	41%	27%	Perceptions of the City
Recreation Center	68%	41%	27%	Parks and Recreation
City's social media pages	68%	41%	27%	City Communication
Enforcement of city codes and ordinances	61%	38%	23%	Major Categories of City Services
Cleanliness of City streets and other public areas	76%	53%	23%	Public Works
Bulky item pick up/removal services	68%	49%	19%	Solid Waste/Utility Services
Feeling of safety in your neighborhood during the day	99%	81%	18%	Feeling of Safety
Residential trash collection services	90%	73%	17%	Solid Waste/Utility Services
Usefulness of information available on web site	67%	51%	16%	City Communication
Recycling services	80%	64%	16%	Solid Waste/Utility Services
Mowing/trimming along City streets	72%	58%	14%	Public Works
Condition of sidewalks in the City	60%	47%	13%	Public Works
Efforts to keep residents informed about issues	64%	51%	13%	City Communication
Availability of adult recreation programs	51%	39%	12%	Parks and Recreation
Availability of youth recreation programs	54%	45%	9%	Parks and Recreation
City swimming pools	61%	53%	8%	Parks and Recreation
Availability of information about operations	61%	55%	6%	City Communication
Quality of outdoor athletic facilities	65%	61%	4%	Parks and Recreation
Enforcement of the clean-up of junk & debris	53%	51%	2%	Code Enforcement
Enforcement of sign regulations	62%	60%	2%	Code Enforcement
Level of public involvement in decision-making	42%	41%	1%	City Communication
Maintenance of streets in your neighborhood	55%	55%	0%	Public Works
Enforcement of mowing of weeds & grass	50%	51%	-1%	Code Enforcement
Maintenance of major City streets	51%	53%	-2%	Public Works
Walking and biking trails in the City	58%	64%	-6%	Parks and Recreation
Adequacy of City street lighting	57%	65%	-8%	Public Works

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Investment Priorities

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

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

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major service that is recommended as the top priority for investment over the next two years in order to raise the City's overall satisfaction rating is listed below:
 - Enforcement of city codes and ordinances (I-S Rating = 0.1604)
 - City communication with the public (I-S Rating = 0.1170)

The table on the following page shows the Importance-Satisfaction rating for all 14 major categories of City services that were rated.

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2023 Importance-Satisfaction Rating

City of Schertz

Major Categories of City Services

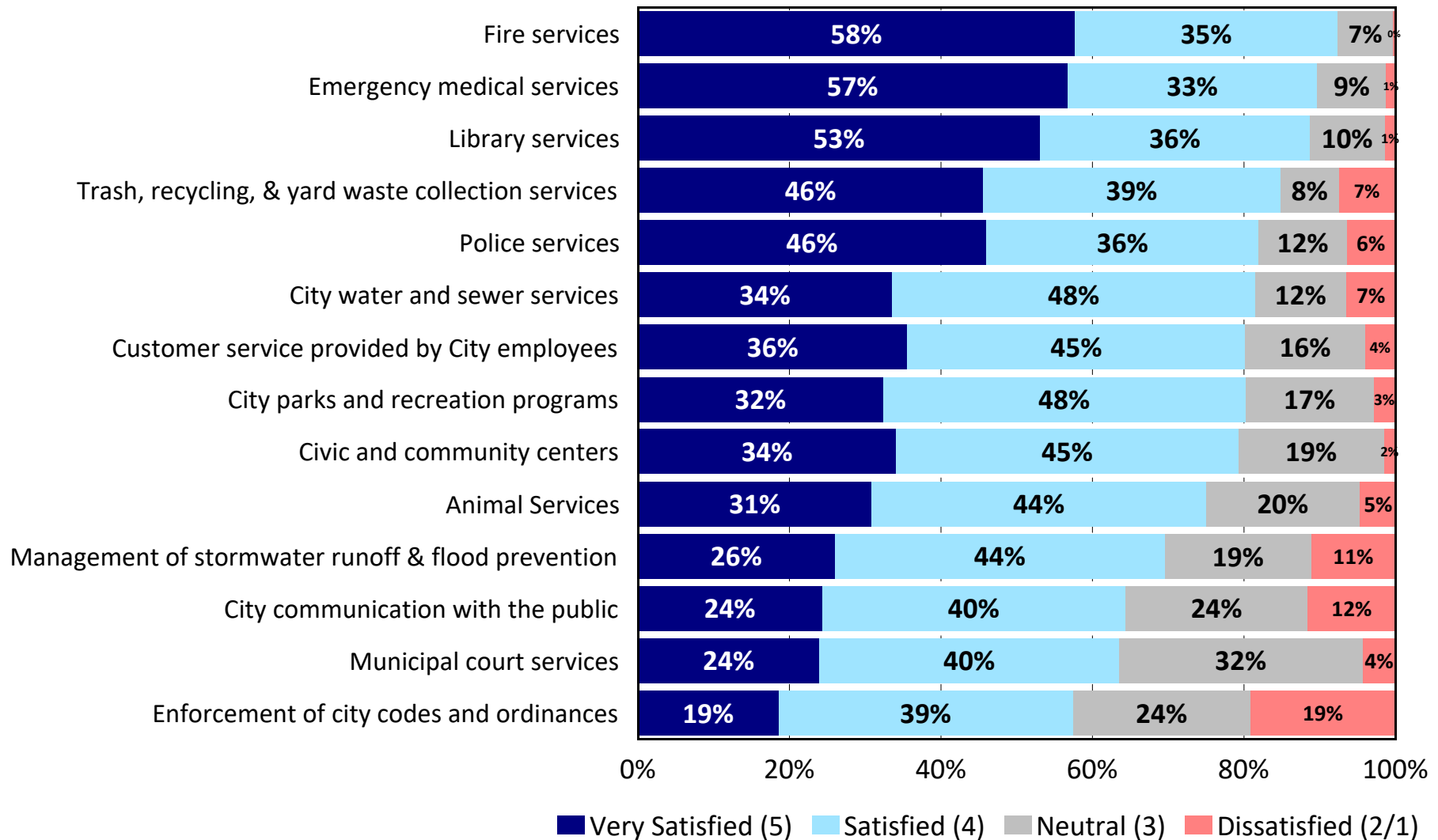
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcement of city codes and ordinances	38%	2	58%	14	0.1604	1
City communication with the public	33%	4	64%	12	0.1170	2
Medium Priority (IS <.10)						
Police services	49%	1	82%	5	0.0884	3
prevention	26%	7	70%	11	0.0783	4
City parks and recreation programs	33%	3	80%	8	0.0660	5
City water and sewer services	32%	5	82%	6	0.0583	6
Animal Services	18%	10	75%	10	0.0445	7
Trash, recycling, & yard waste collection services	21%	9	85%	4	0.0312	8
Civic and community centers	14%	11	79%	9	0.0294	9
Emergency medical services	29%	6	90%	2	0.0287	10
Customer service provided by City employees	12%	12	81%	7	0.0220	11
Fire services	26%	8	93%	1	0.0179	12
Library services	11%	13	89%	3	0.0123	13
Municipal court services	2%	14	64%	13	0.0068	14



Charts and Graphs

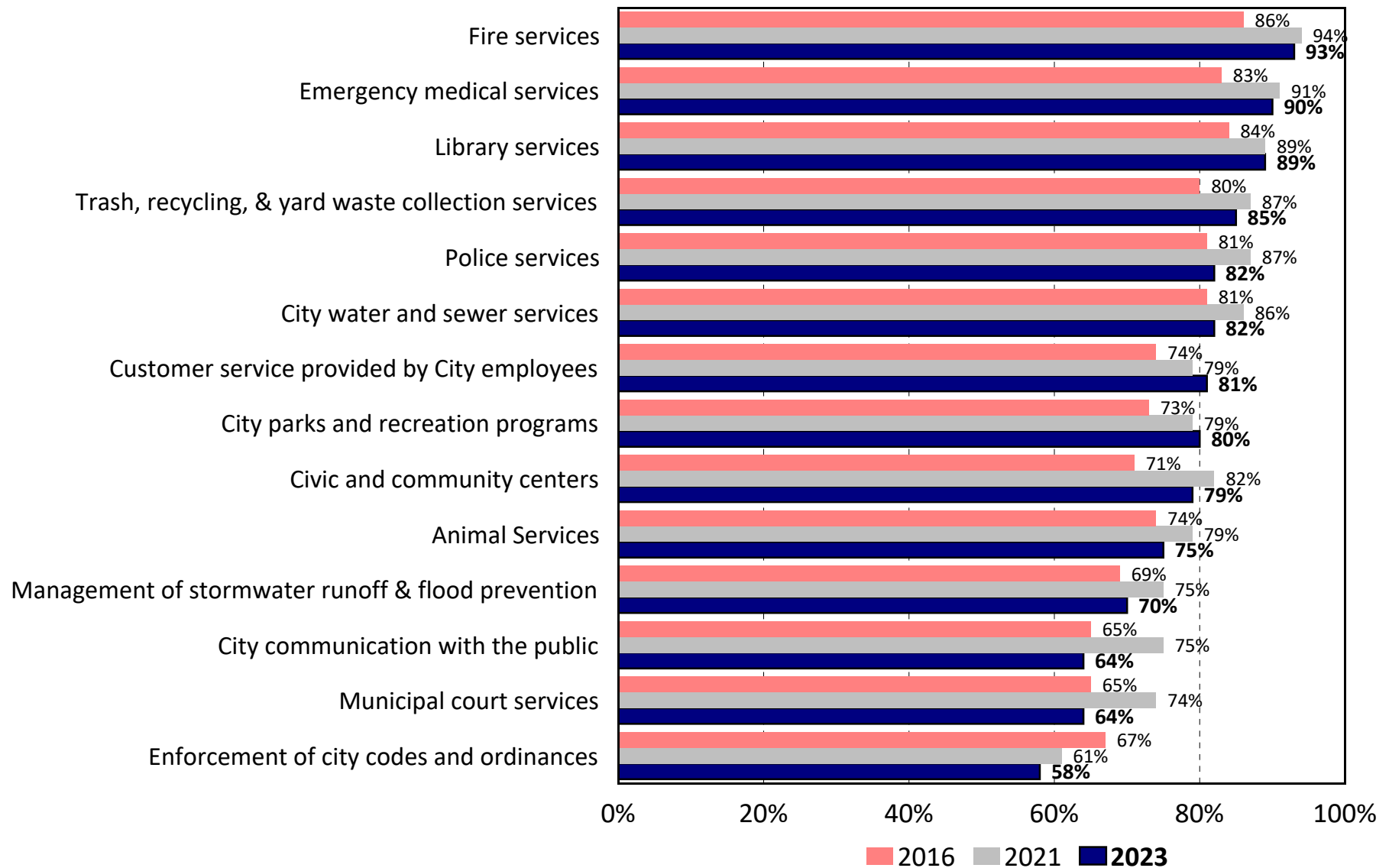
Q1. Overall Satisfaction with City Services by Major Category

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



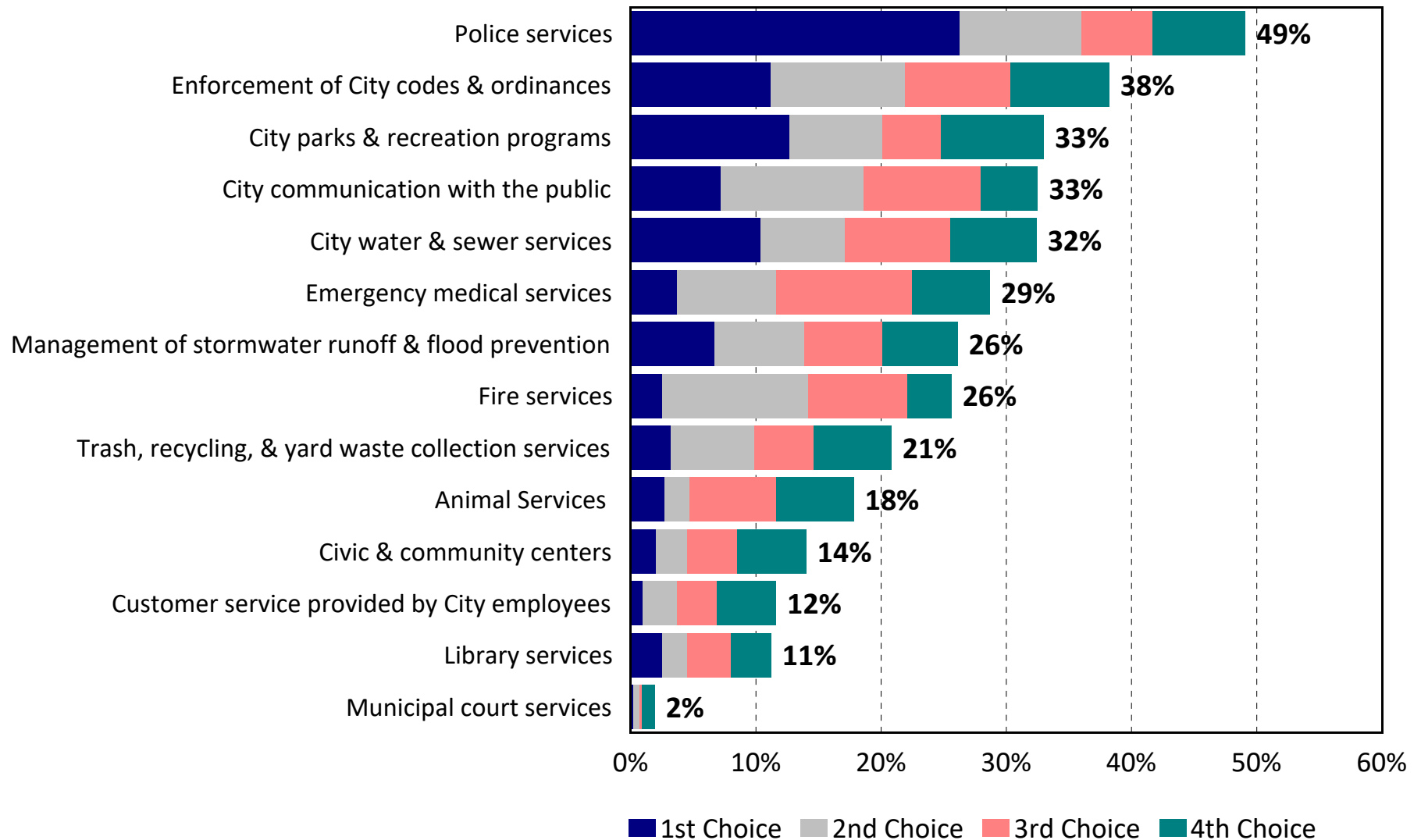
TRENDS: Overall Satisfaction with City Services by Major Category - 2016 to 2023

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



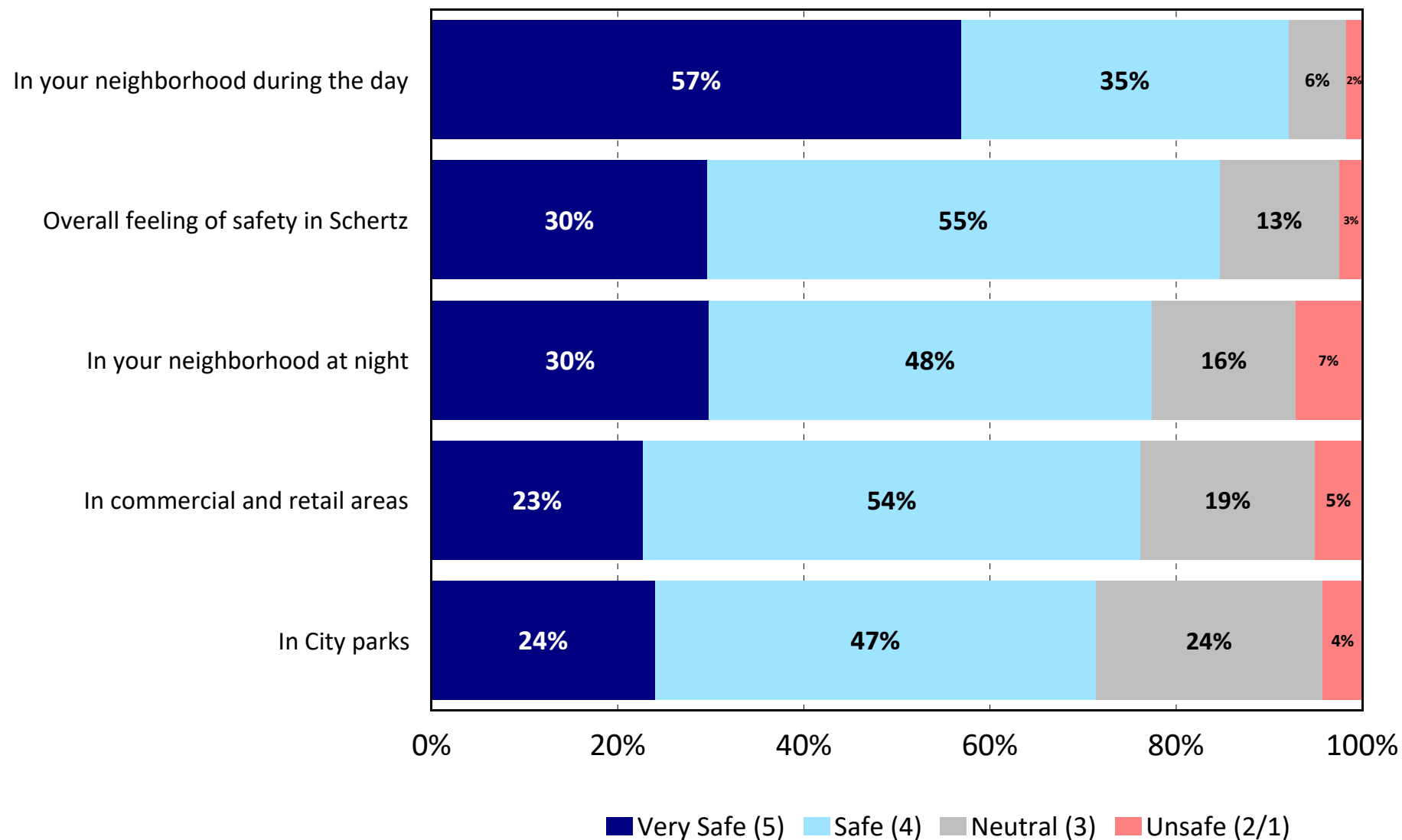
Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

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



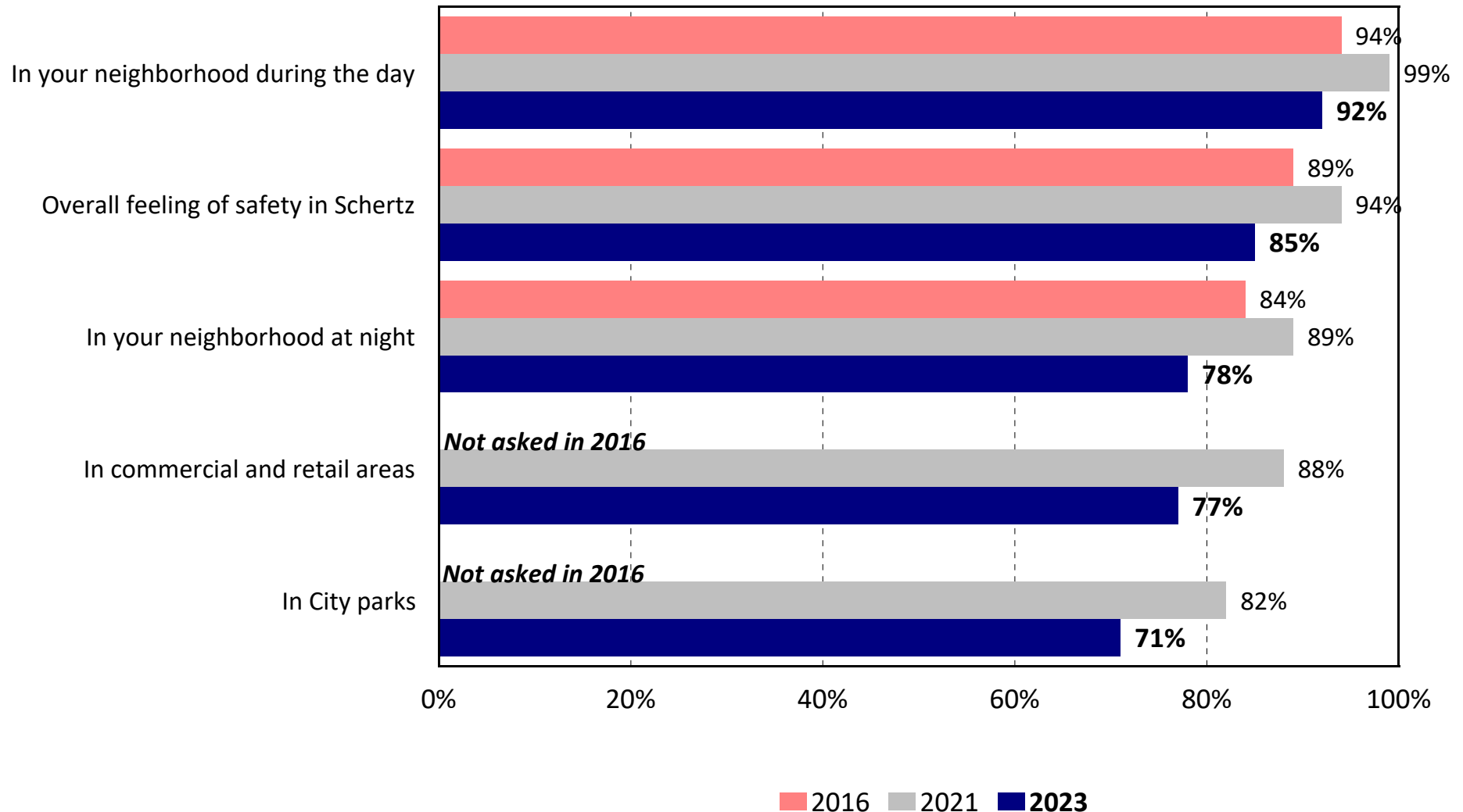
Q3. Feeling of Safety in Various Situations

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



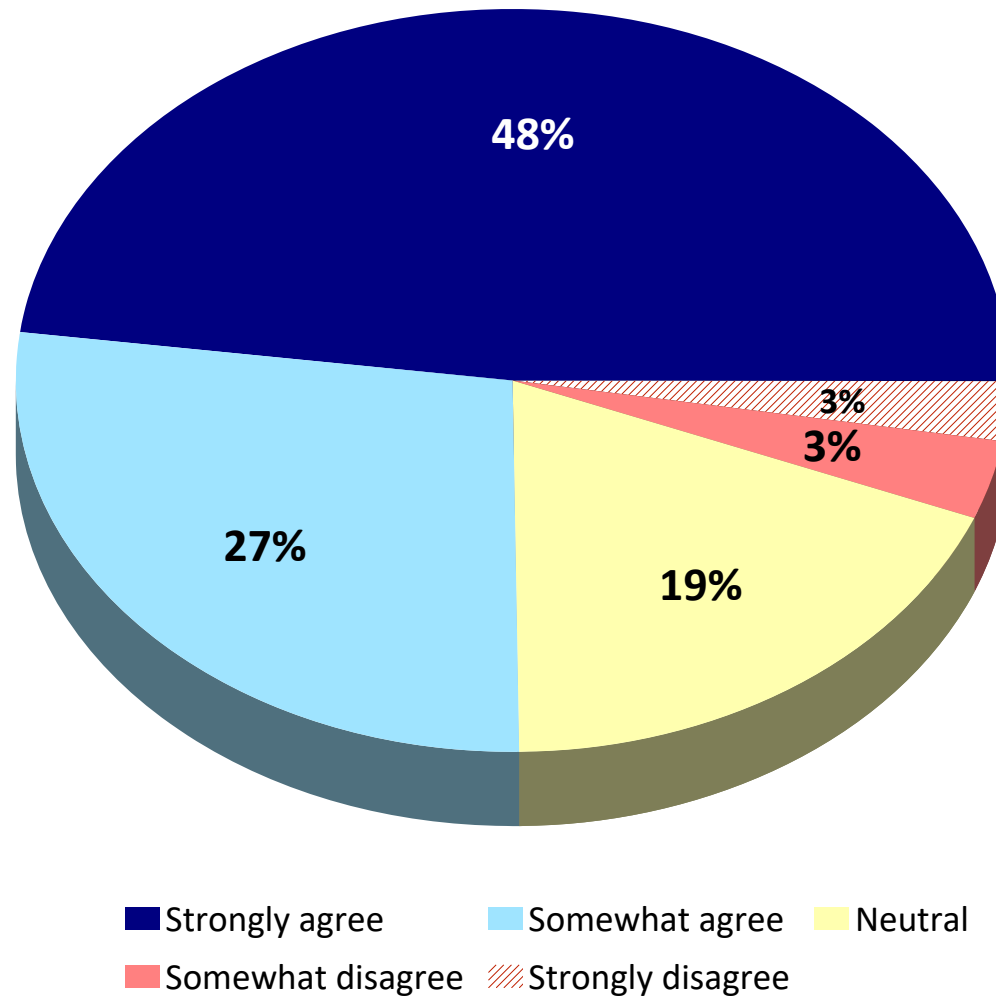
TRENDS: Feeling of Safety in Various Situations 2016 to 2023

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



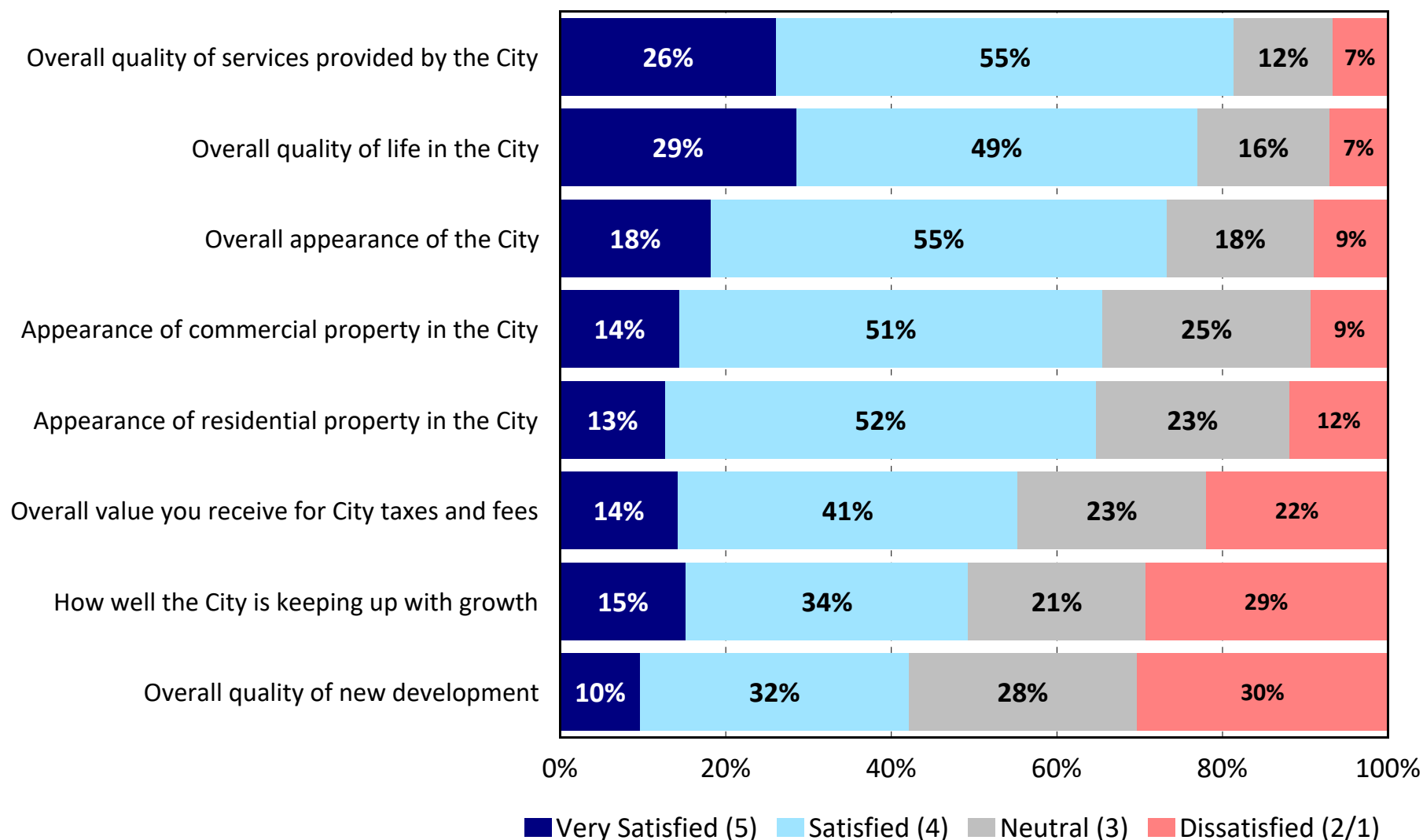
Q4. Level of Agreement With the Statement, “I trust City of Schertz police officers to do the right thing”

by percentage of respondents (excluding don't knows)



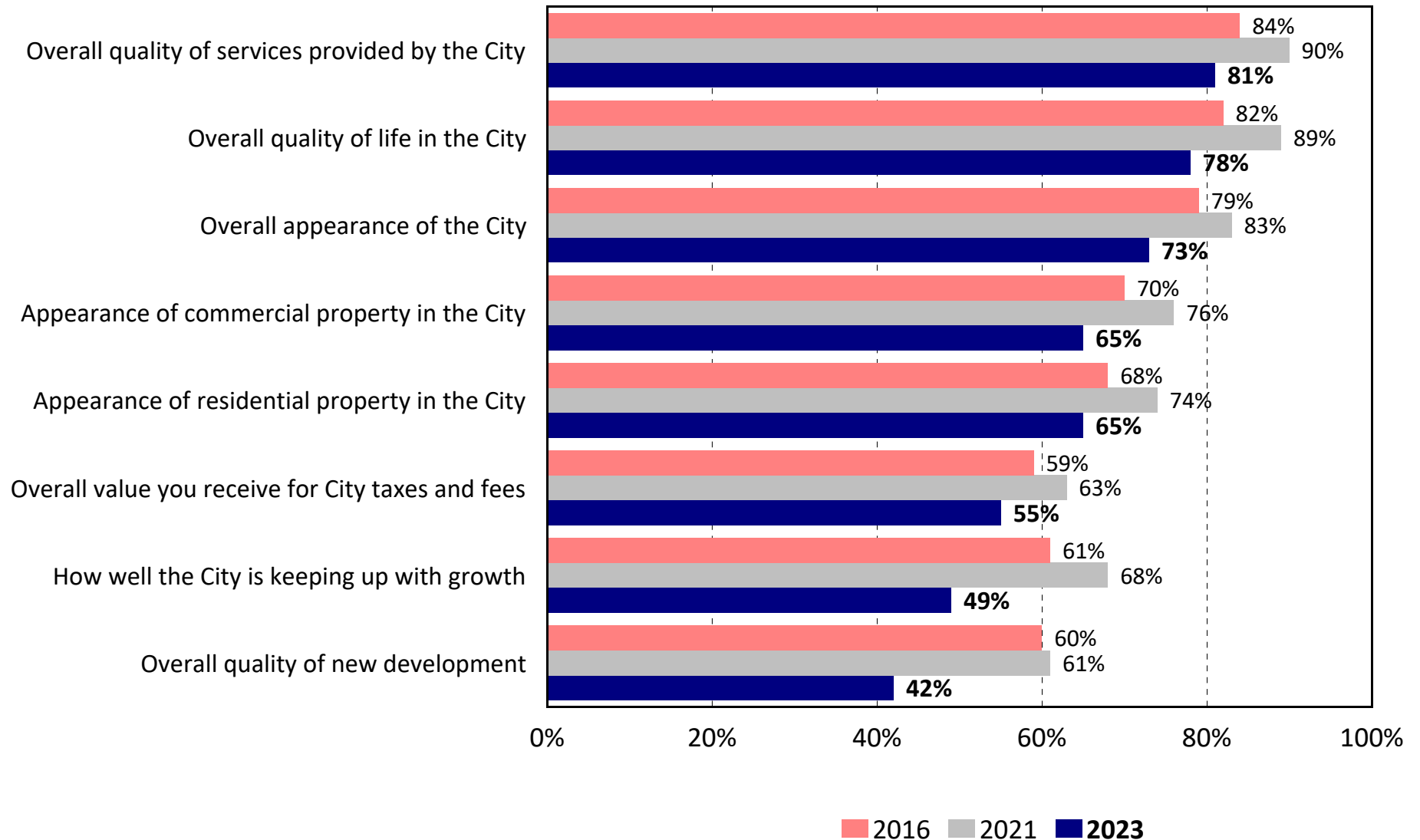
Q5. Satisfaction with Items That Influence Perceptions of the City

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



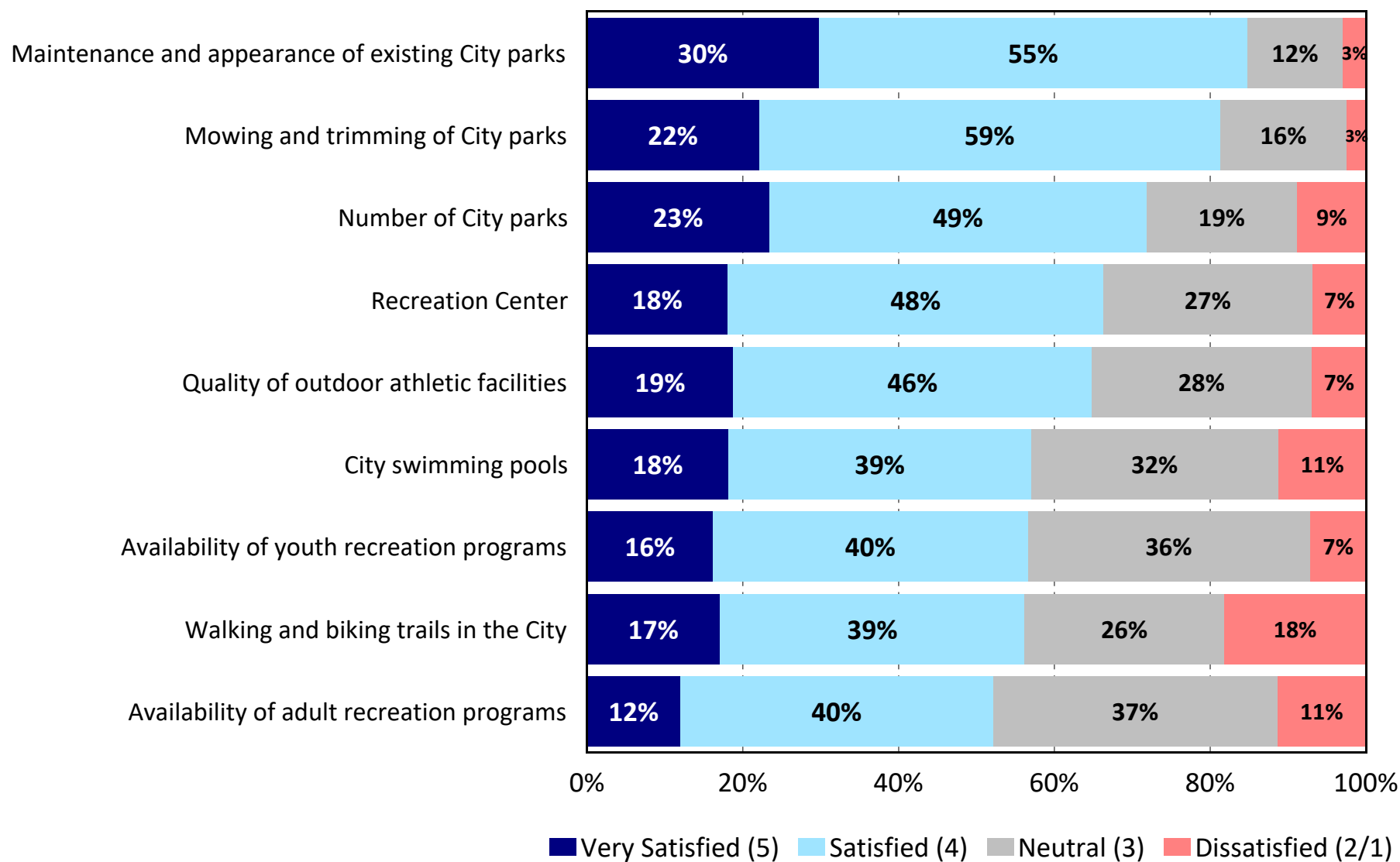
TRENDS: Satisfaction with Items That Influence Perceptions of the City - 2016 to 2023

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



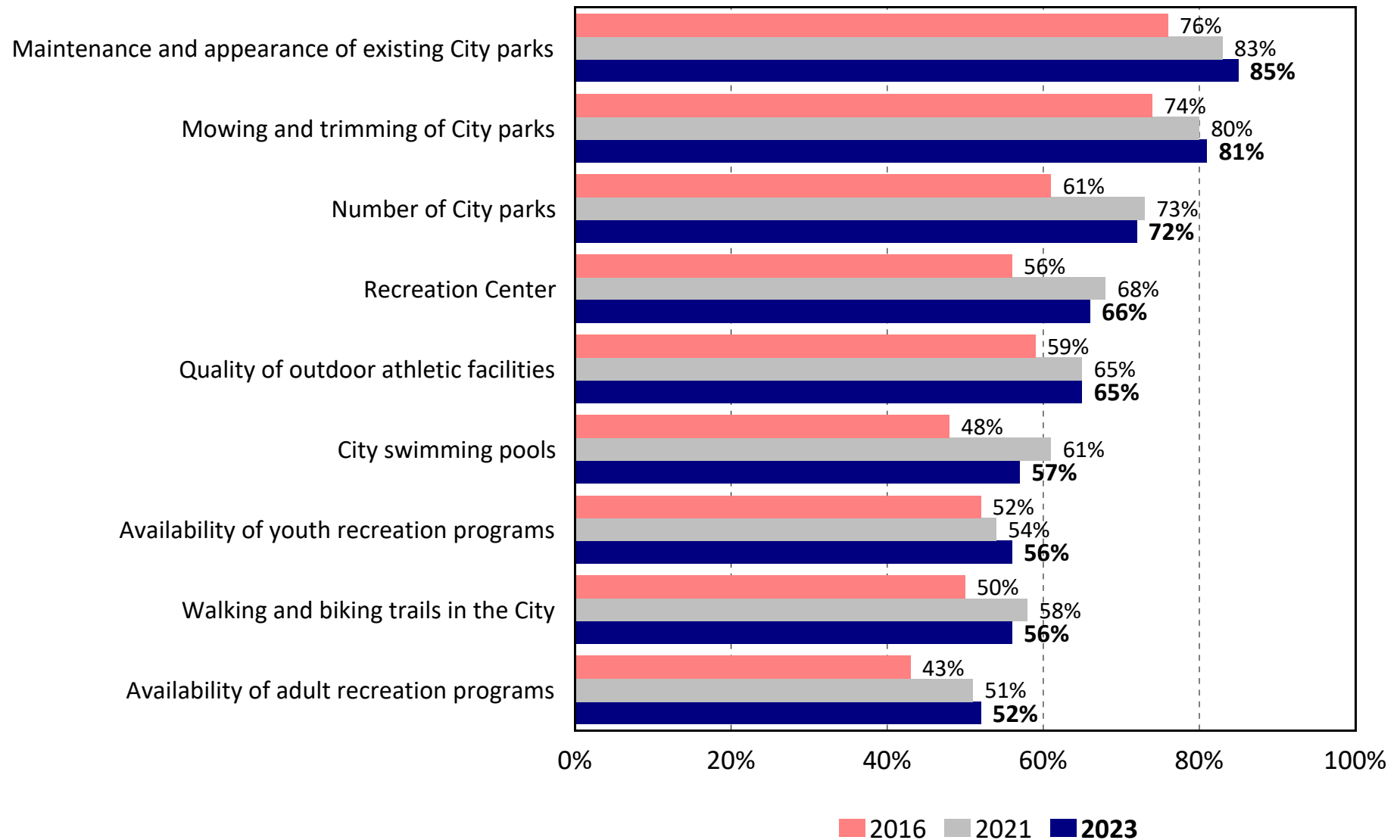
Q6. Satisfaction with Parks and Recreation Services

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



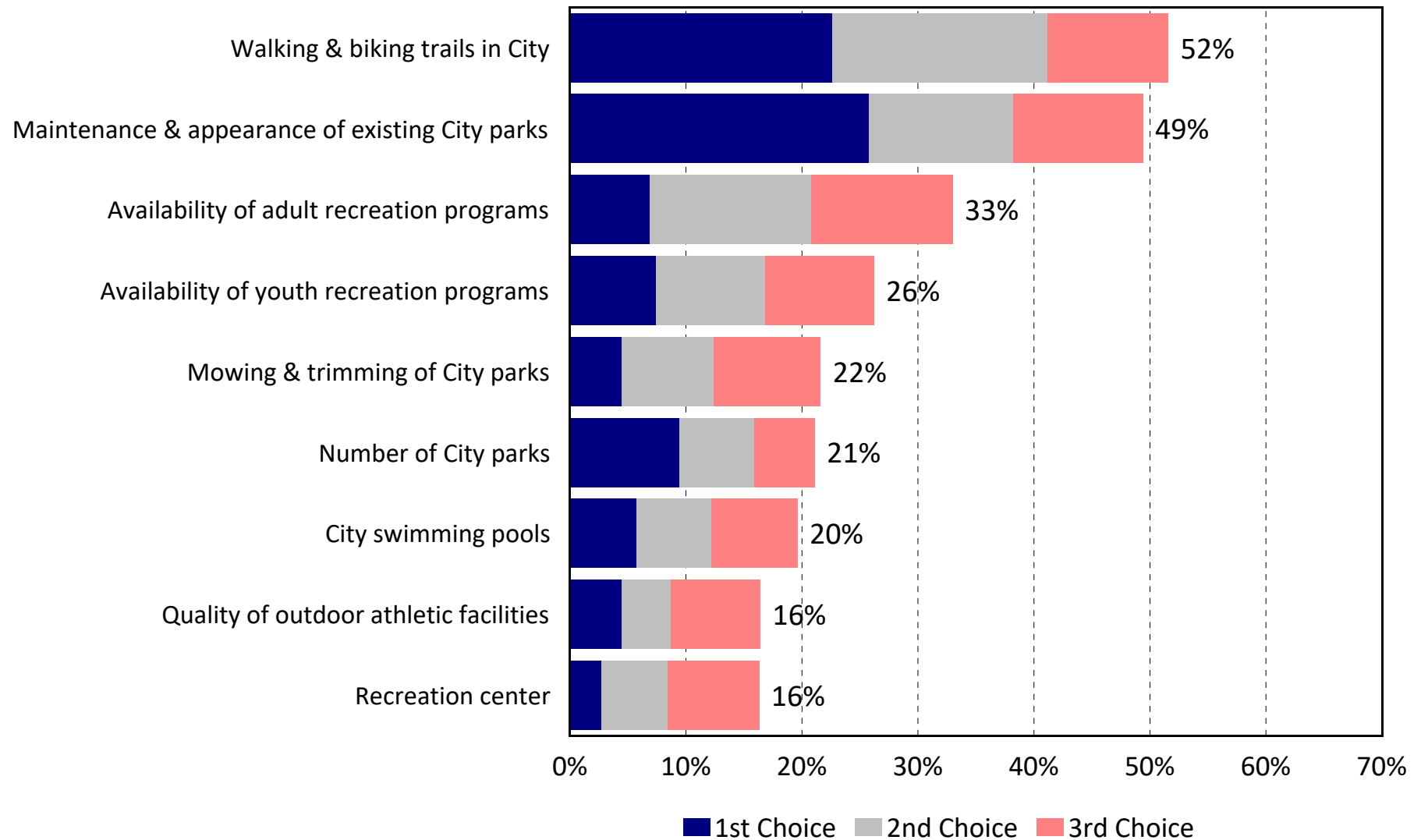
TRENDS: Satisfaction with Parks and Recreation 2016 to 2023

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



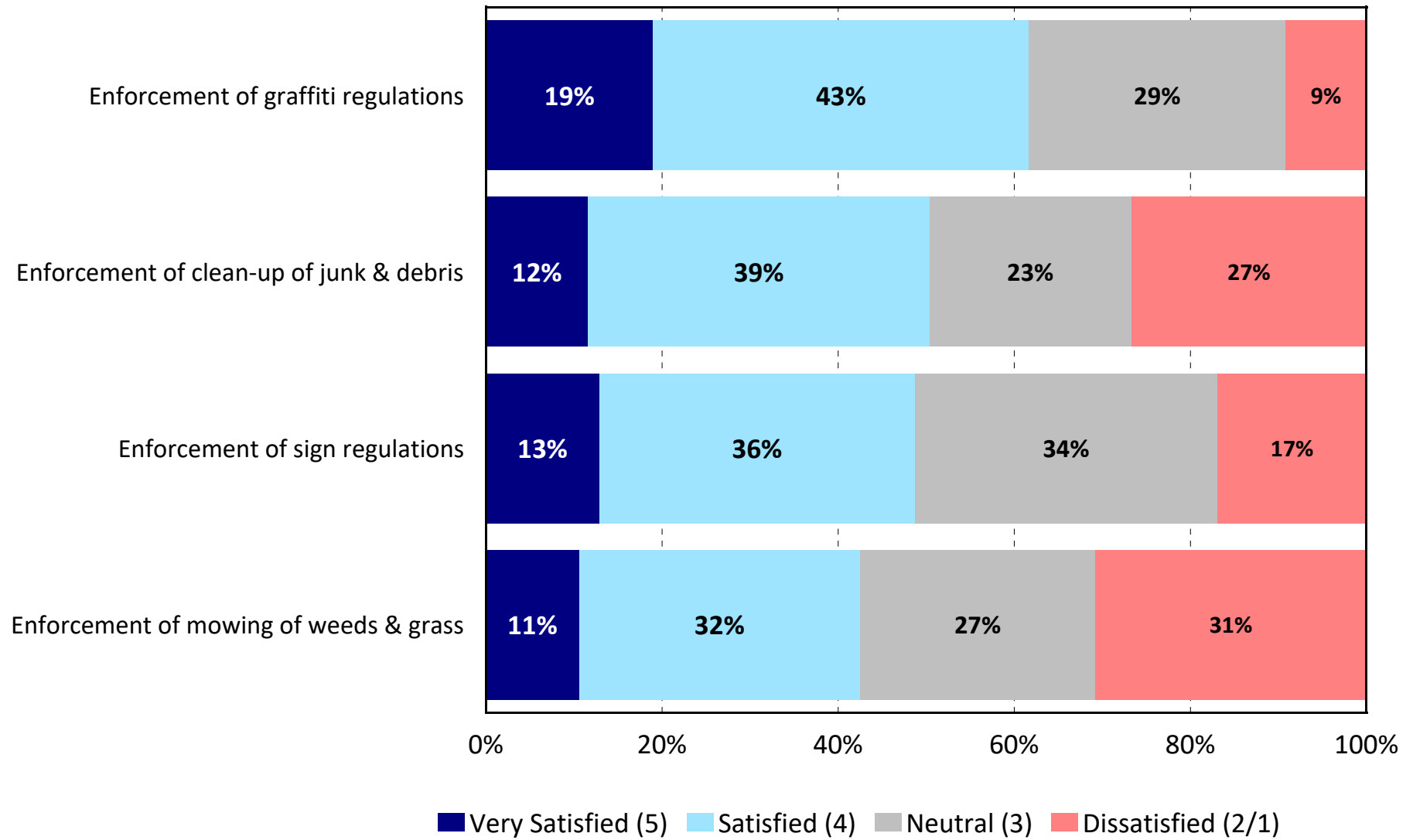
Q7. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

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



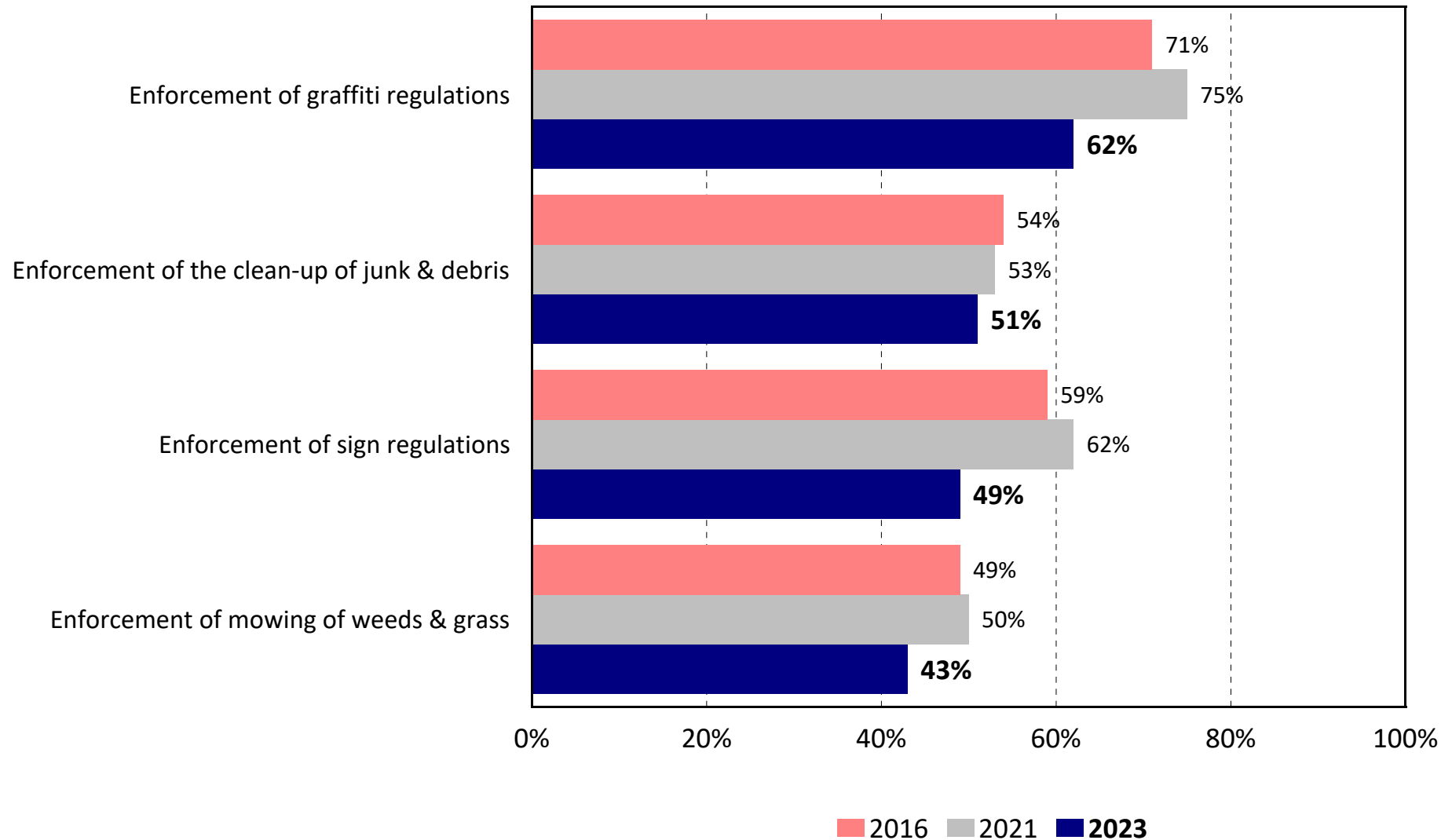
Q8. Satisfaction with Code Enforcement

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



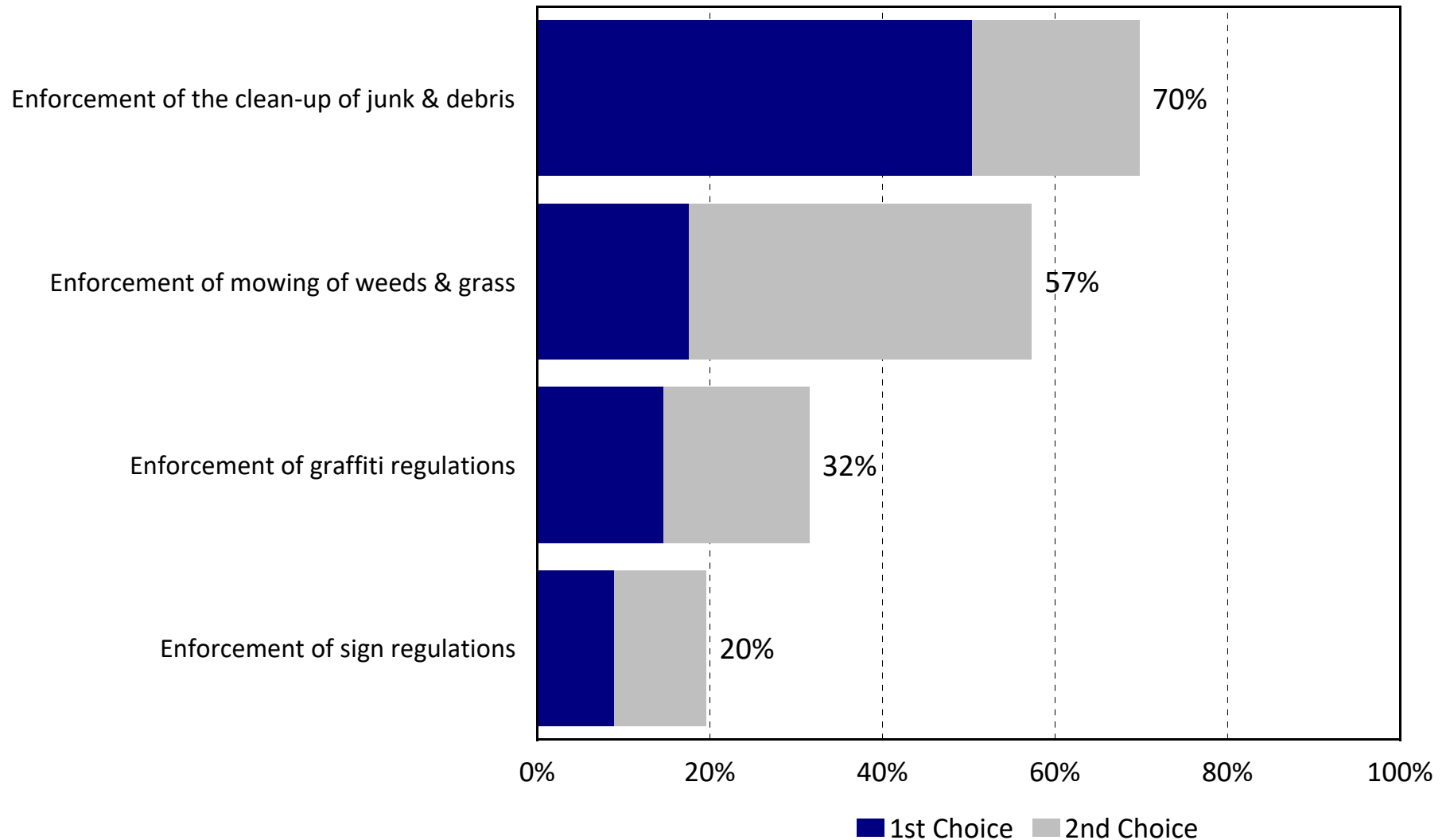
TRENDS: Satisfaction with Code Enforcement **2016 to 2023**

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



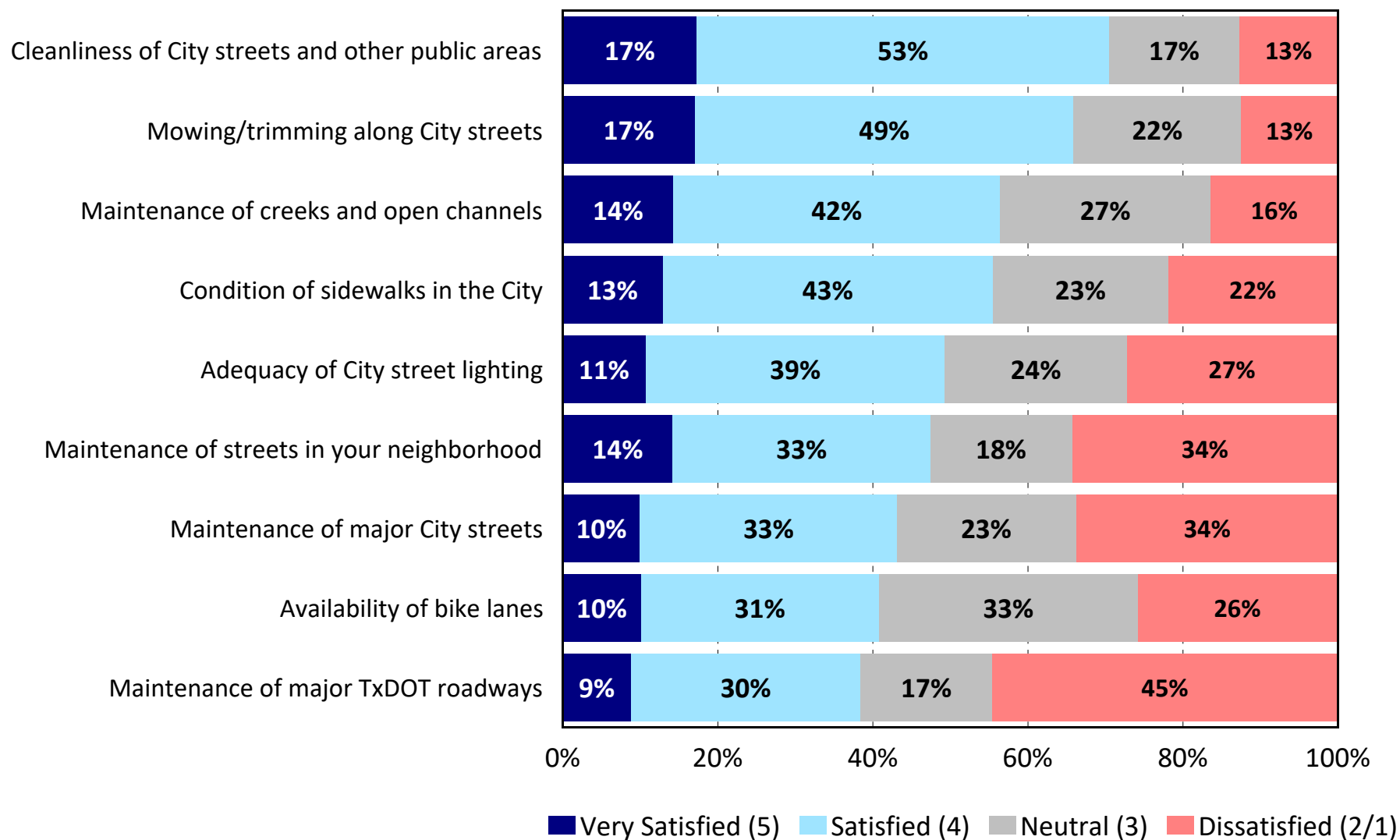
Q9. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

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



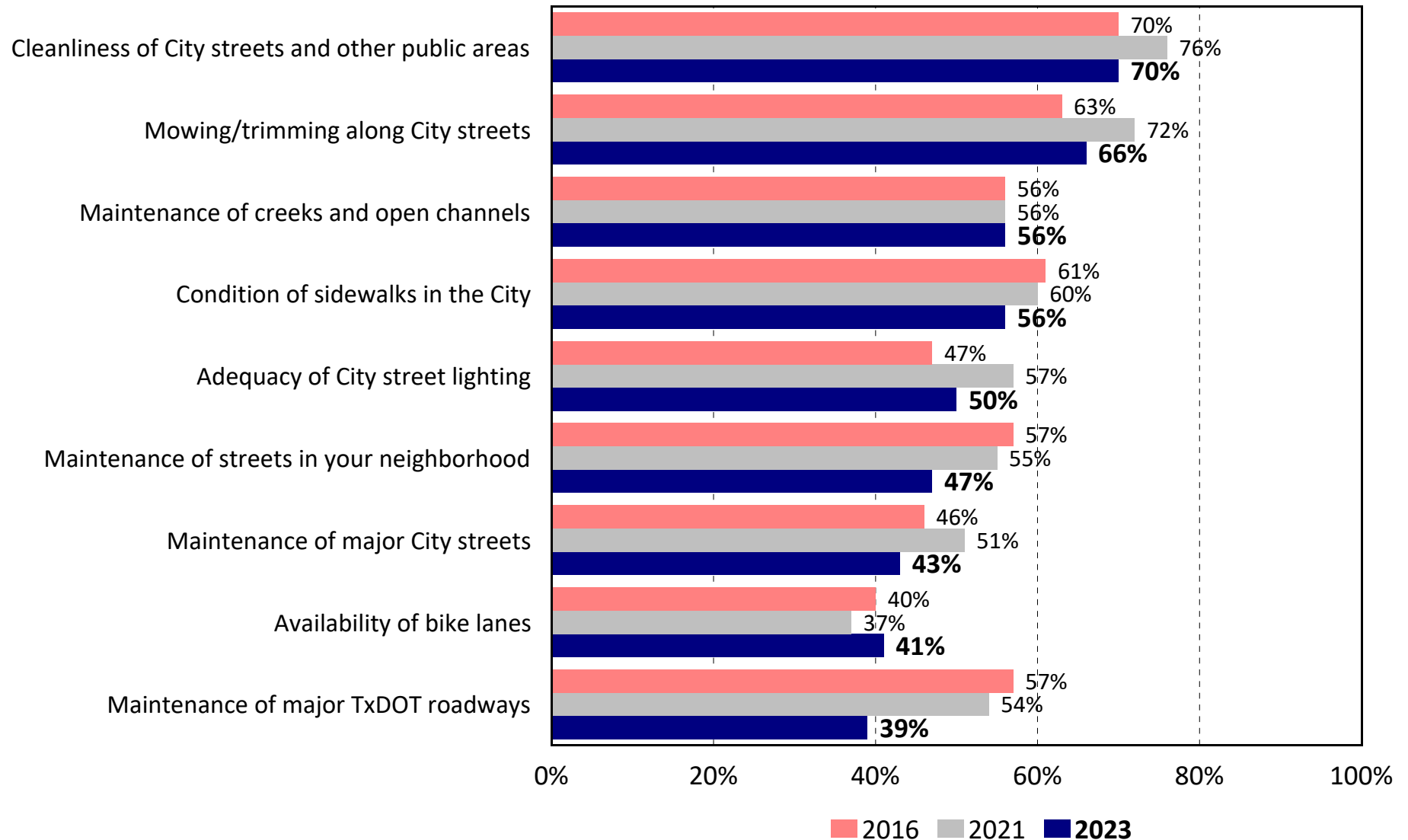
Q10. Satisfaction with Public Works Services

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



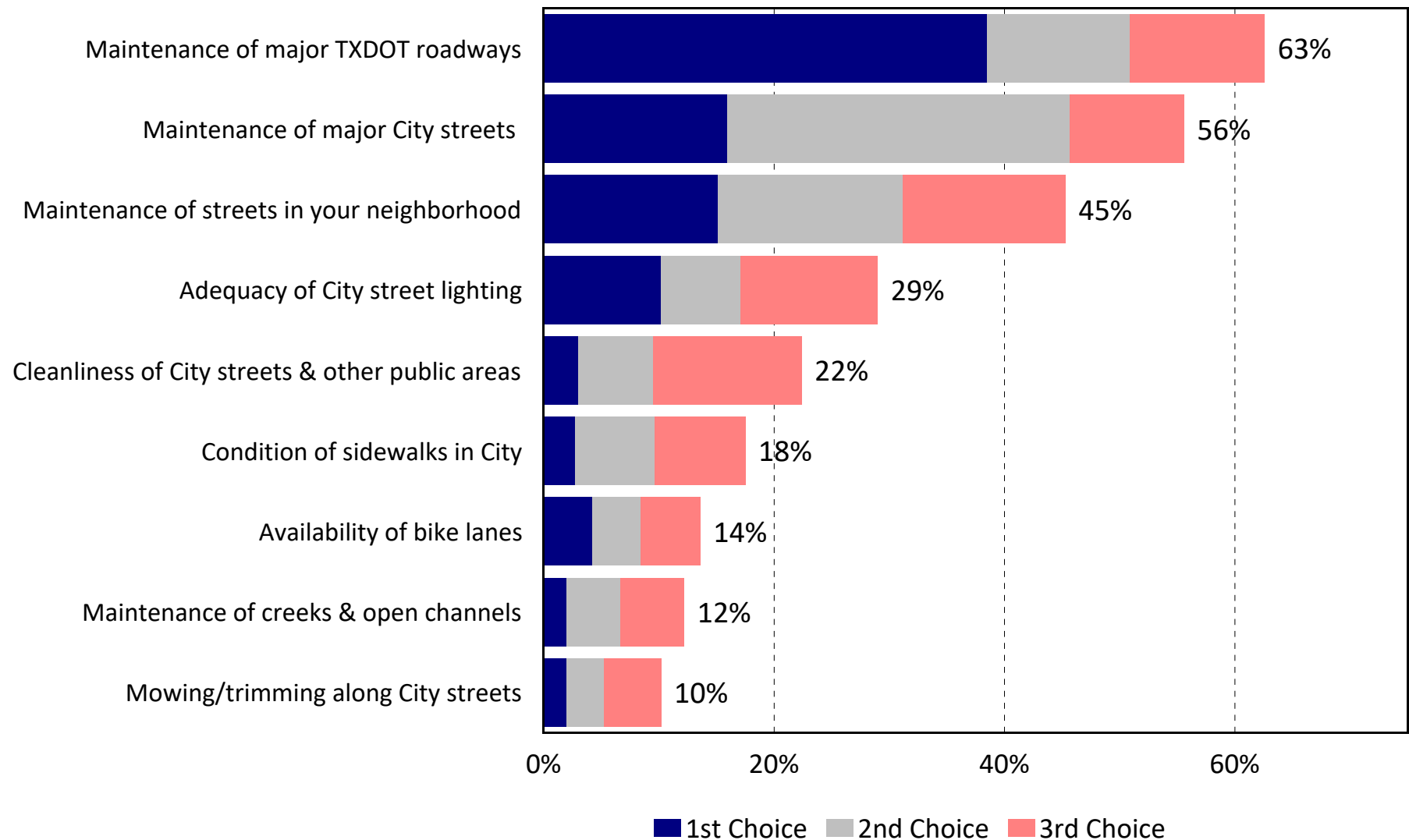
TRENDS: Satisfaction with Public Works Services 2016 to 2023

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



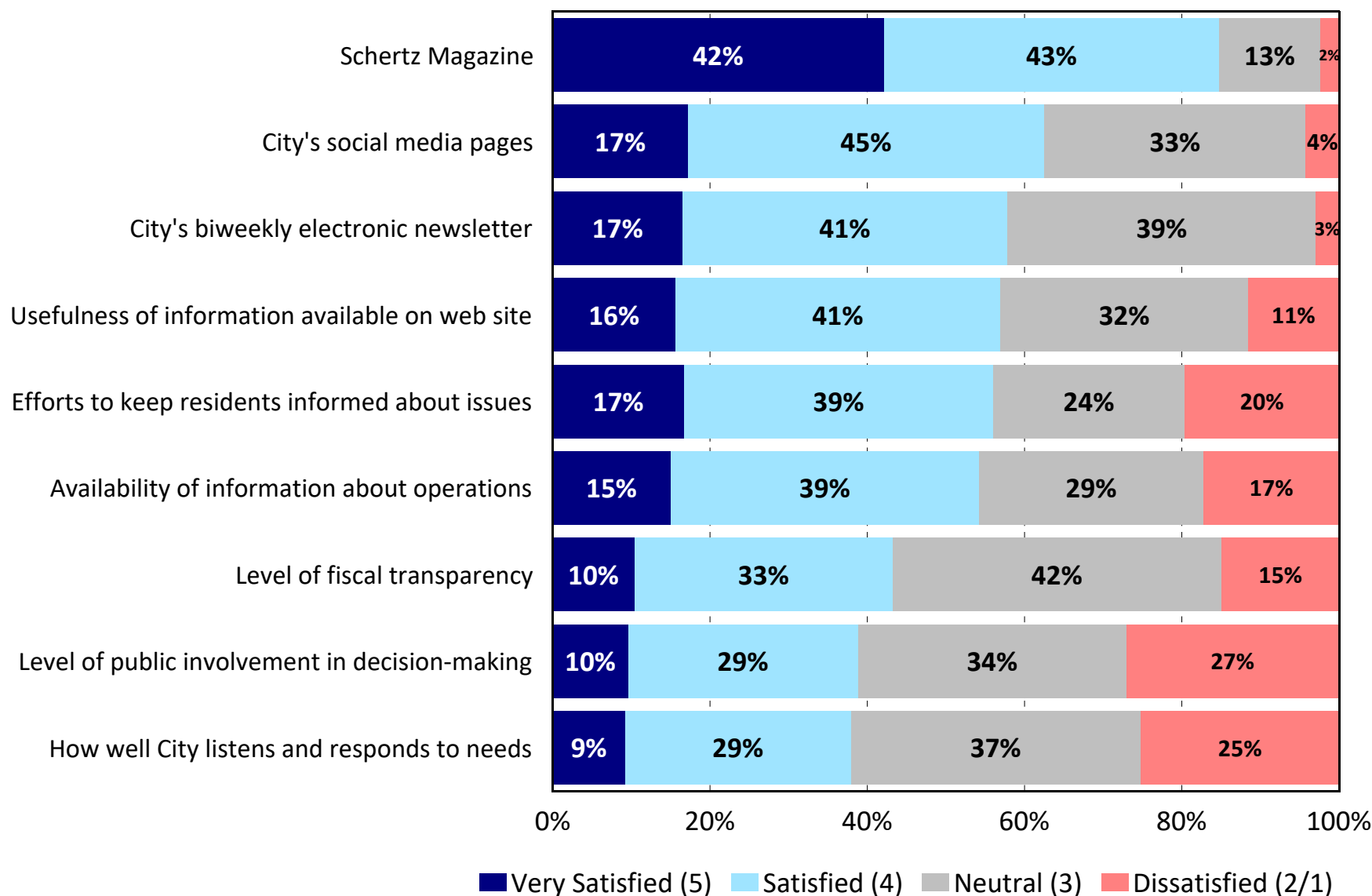
Q11. Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

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



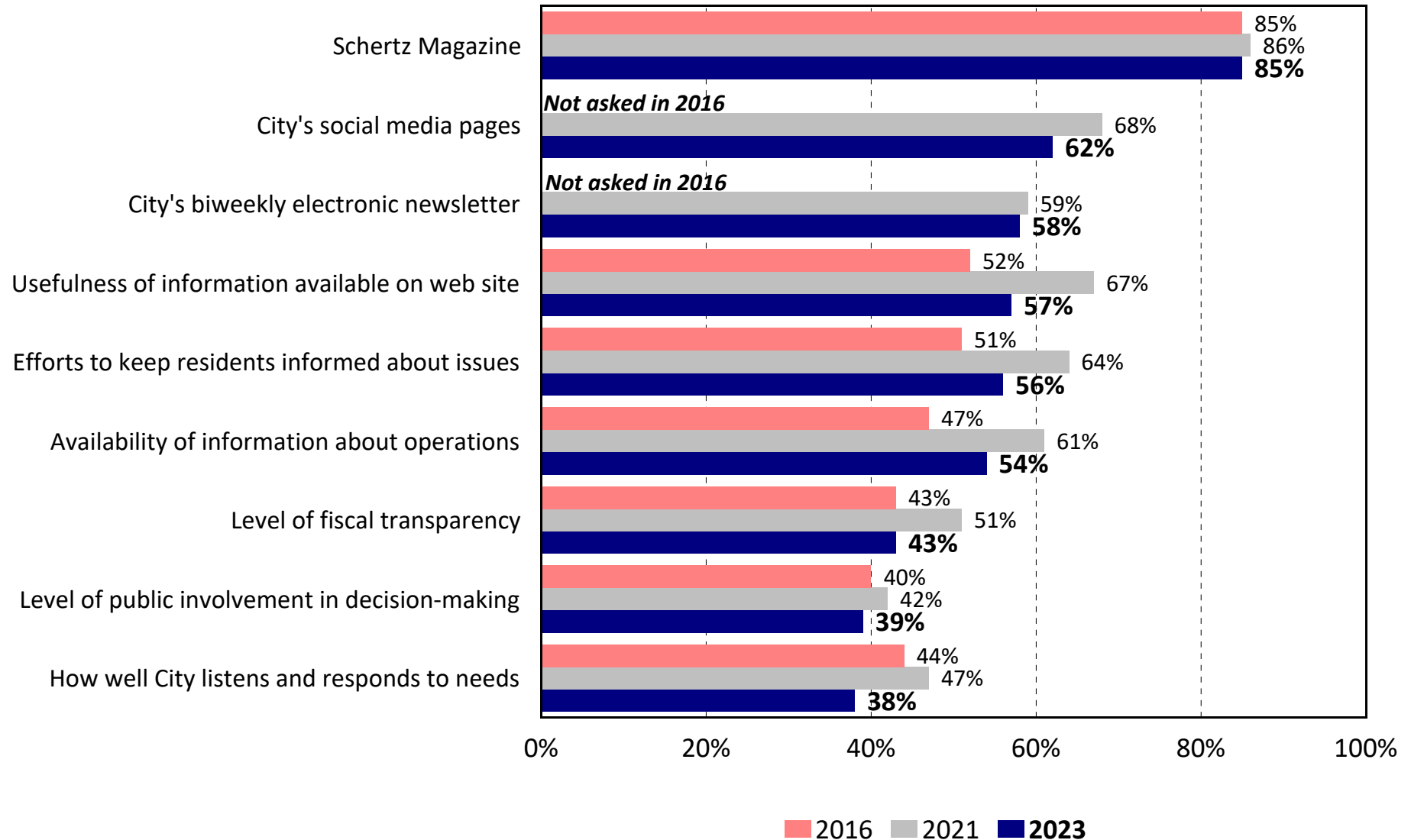
Q12. Satisfaction with Communication

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



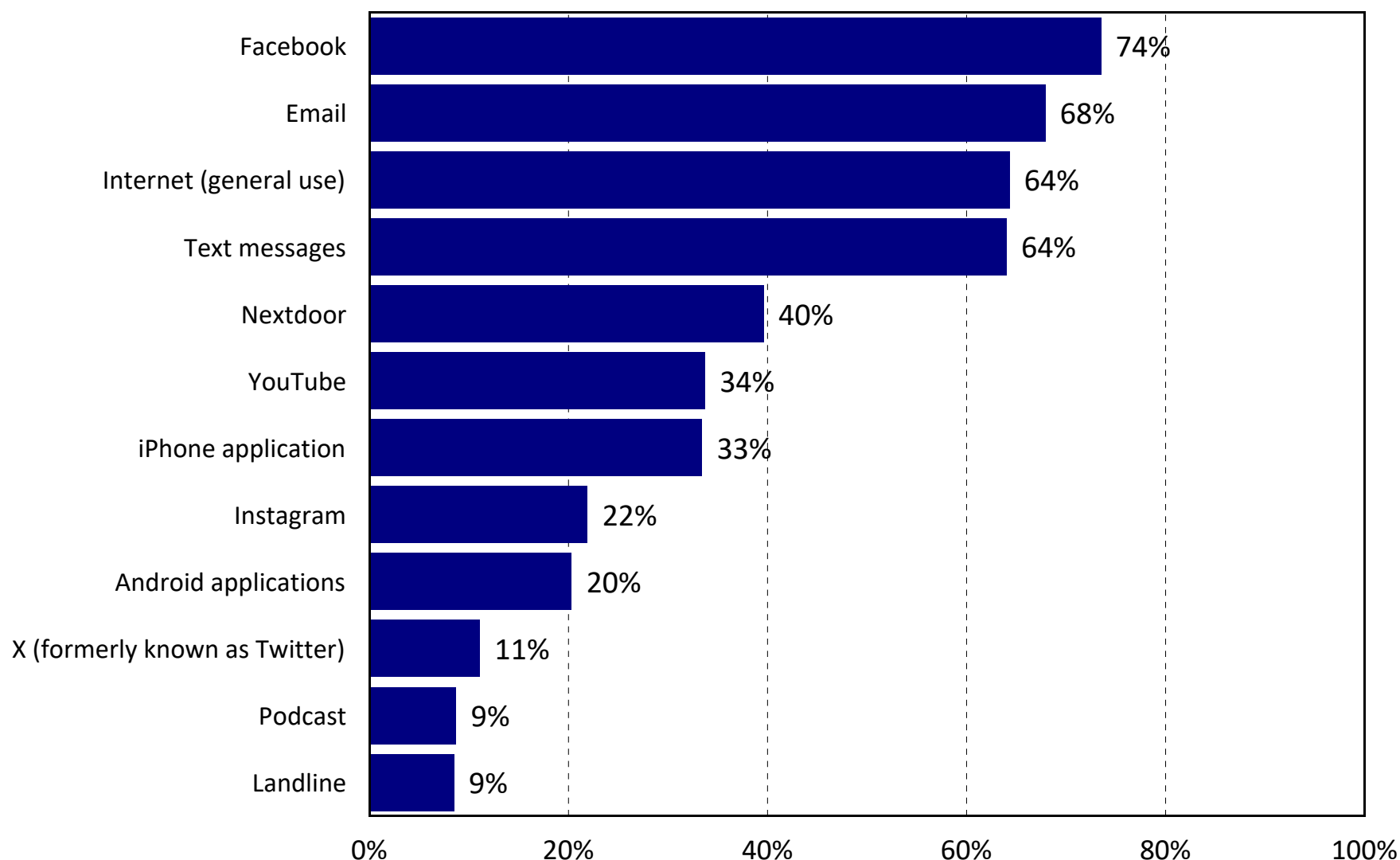
TRENDS: Satisfaction with Communication 2016 to 2023

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



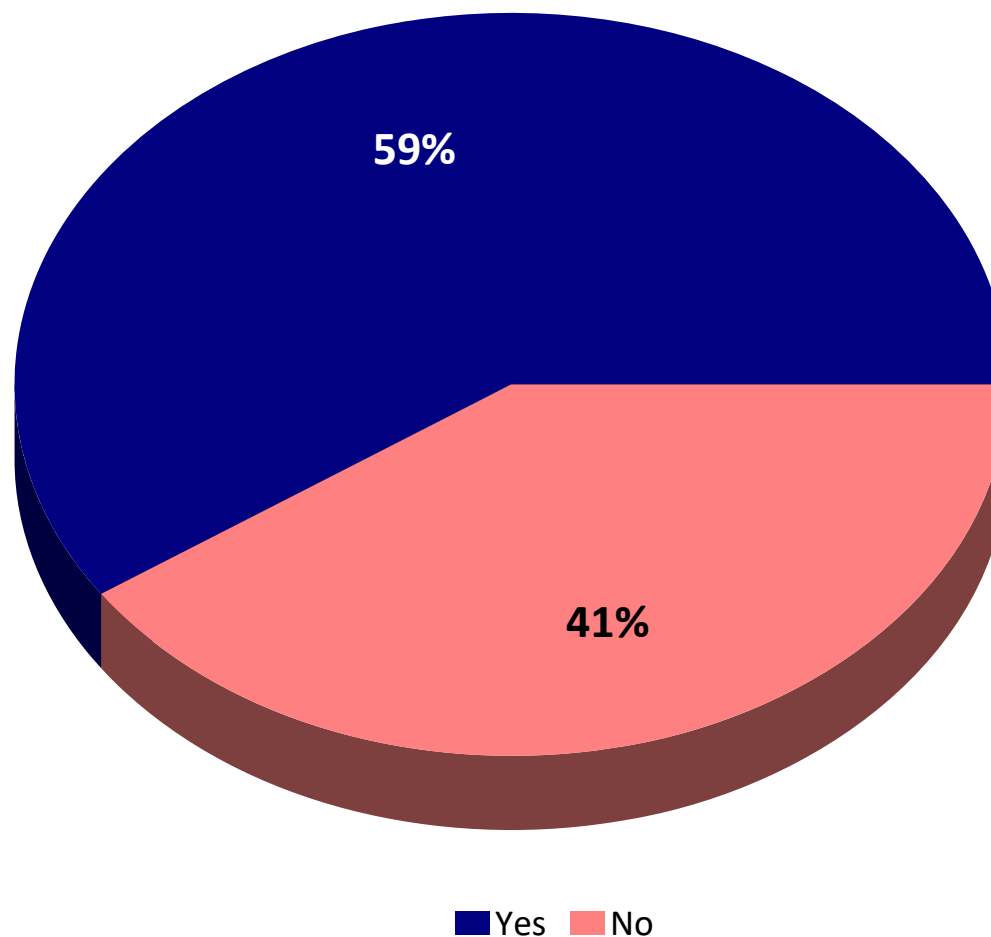
Q13. Which of the following electronic sources of information are you currently using?

by percentage of respondents (multiple choices could be made)



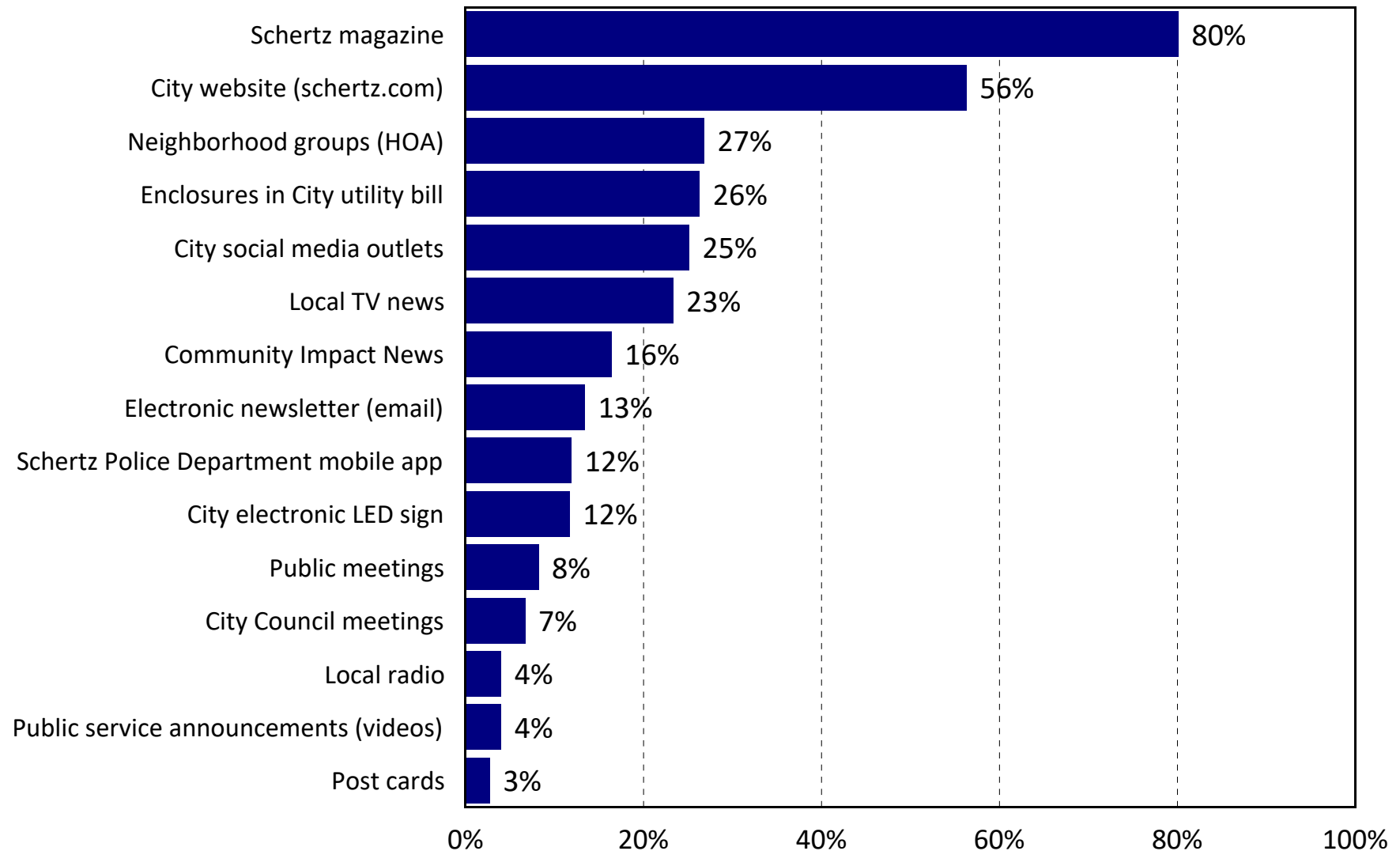
Q13a. Do you follow any of the City's accounts on social media outlets?

by percentage of respondents who answered "Facebook," "X/Twitter," "YouTube" or "Instagram" on Question 13
(excluding not provided)



Q14. From which of the following sources do you currently get information about the City of Schertz?

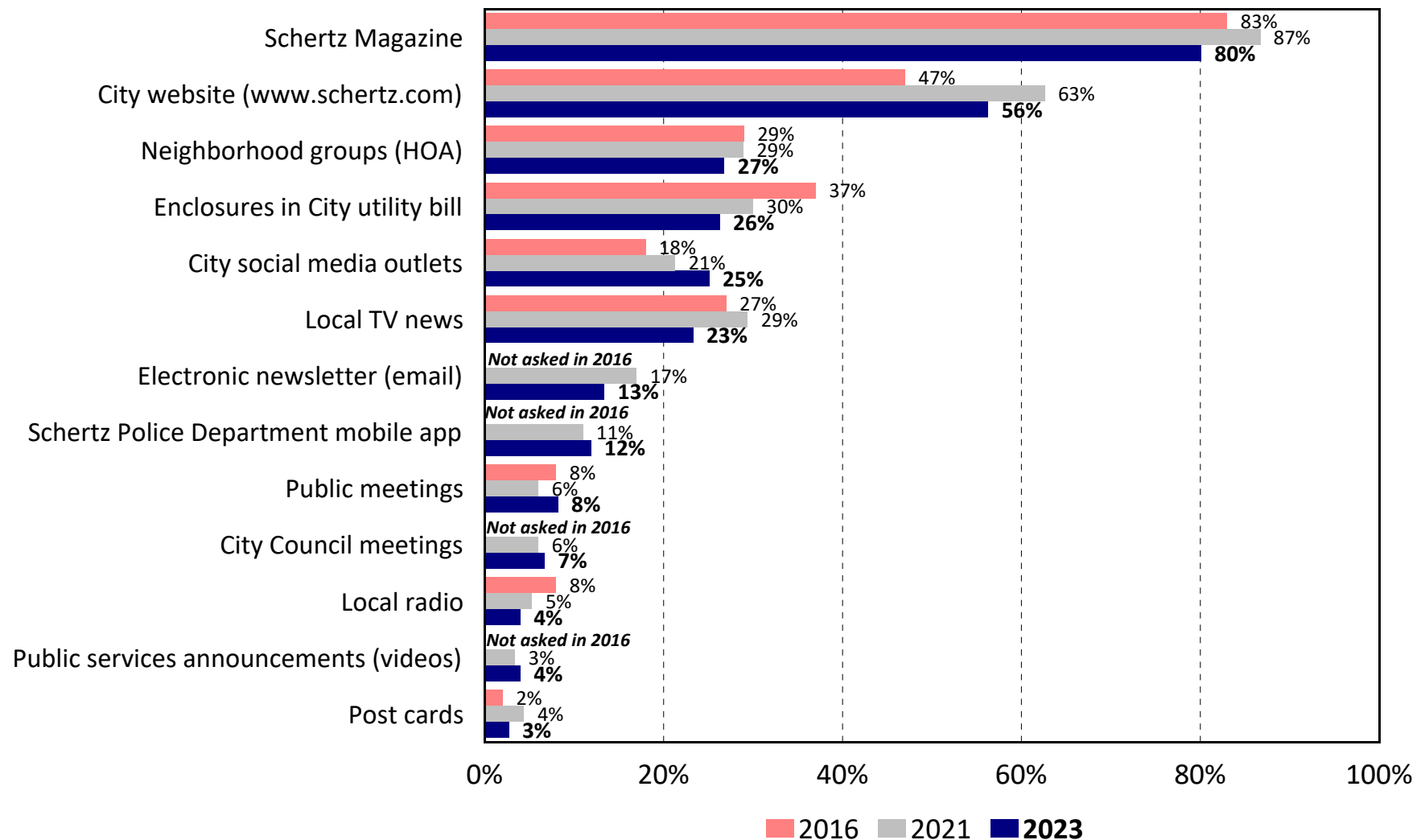
by percentage of respondents (multiple choices could be made)



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

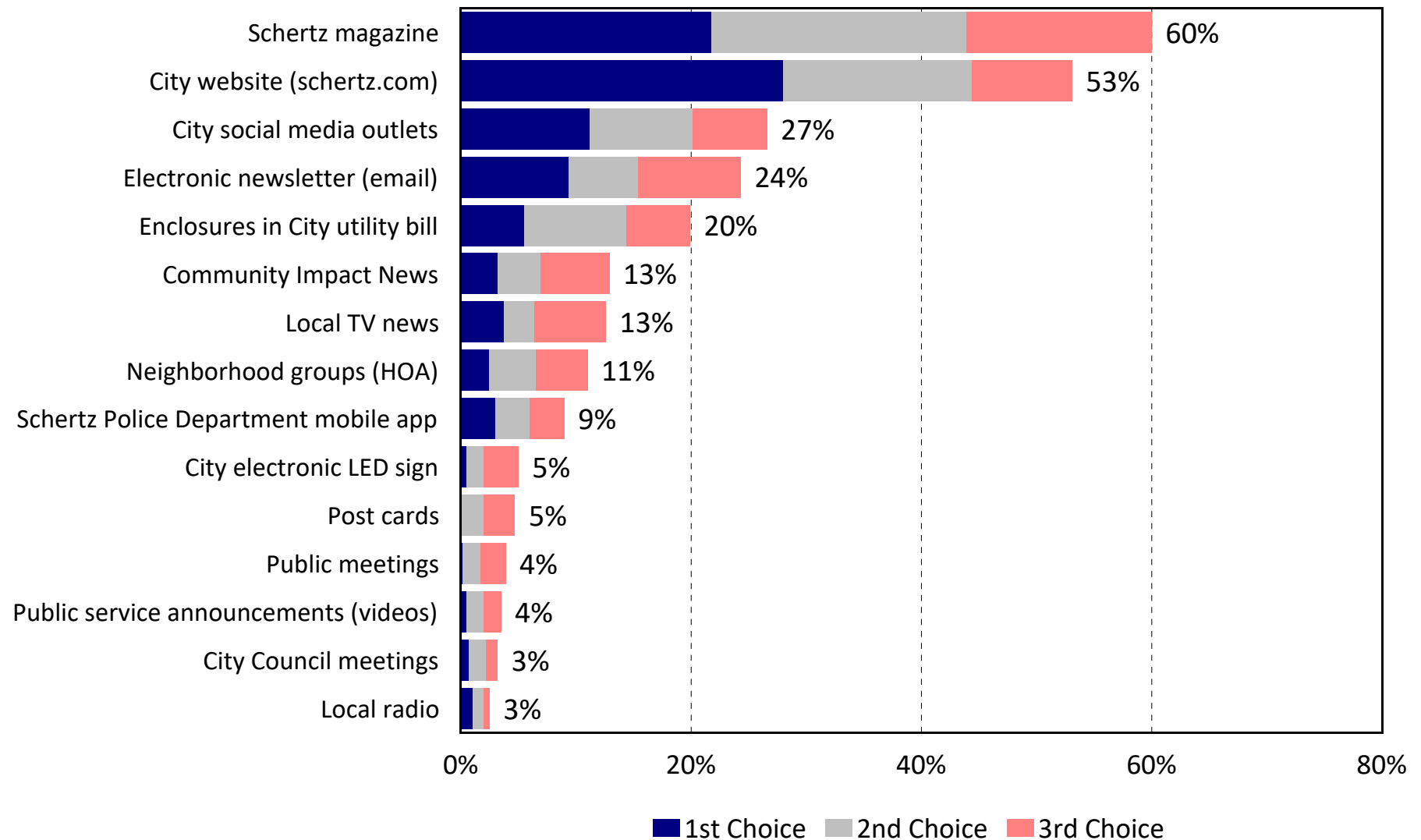
2016 to 2023

by percentage of respondents (multiple choices could be made)



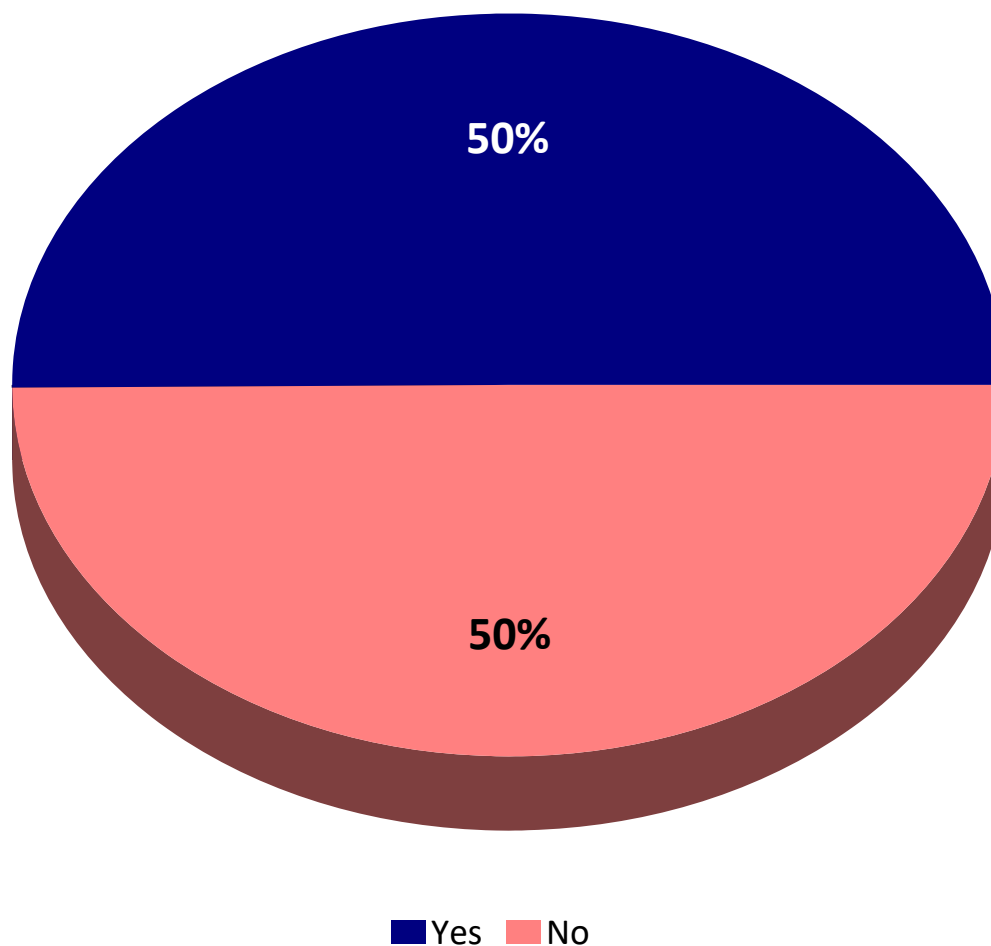
Q15. Sources From Which Residents Would Most Prefer to Get Information About the City

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



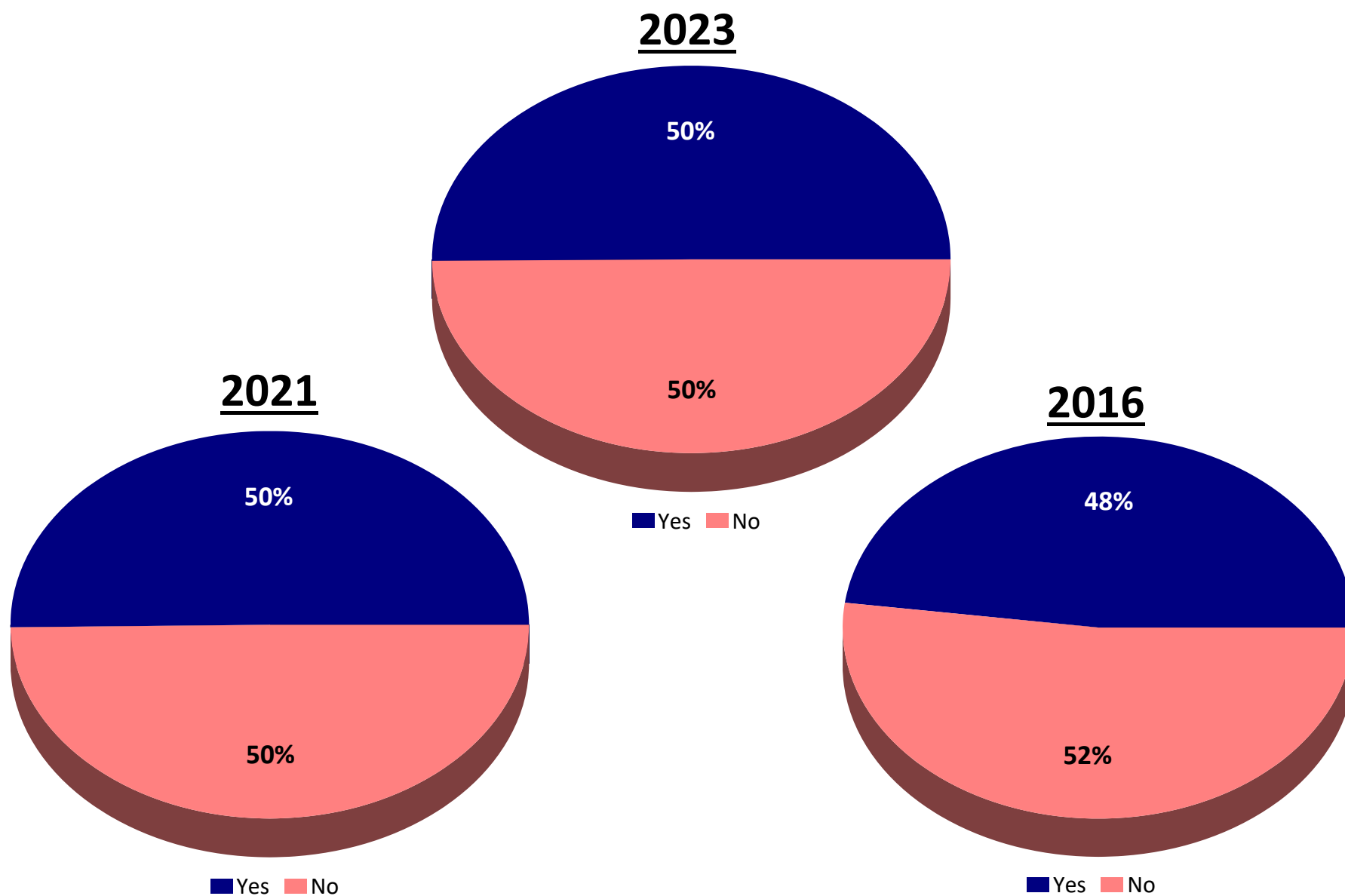
Q16. Have you contacted the City of Schertz during the past year?

by percentage of respondents



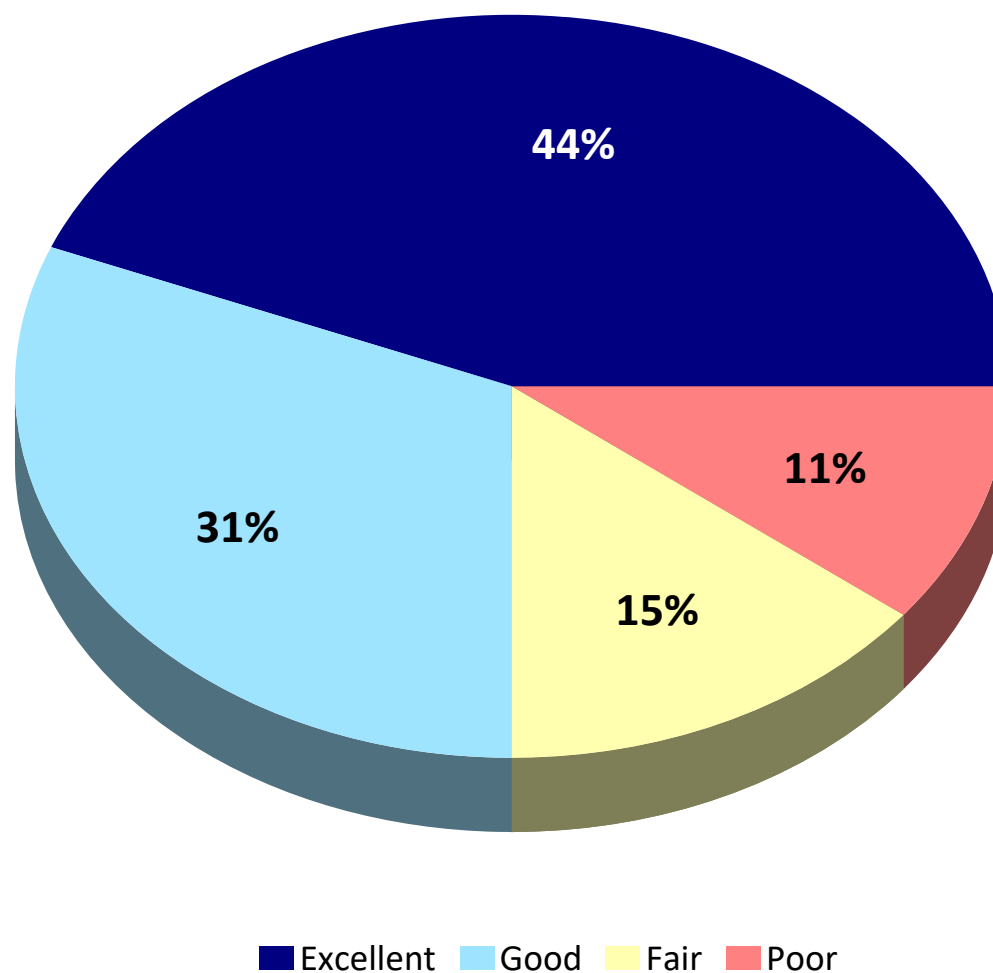
TRENDS: Have you contacted the City of Schertz during the past year? 2016 to 2023

by percentage of respondents



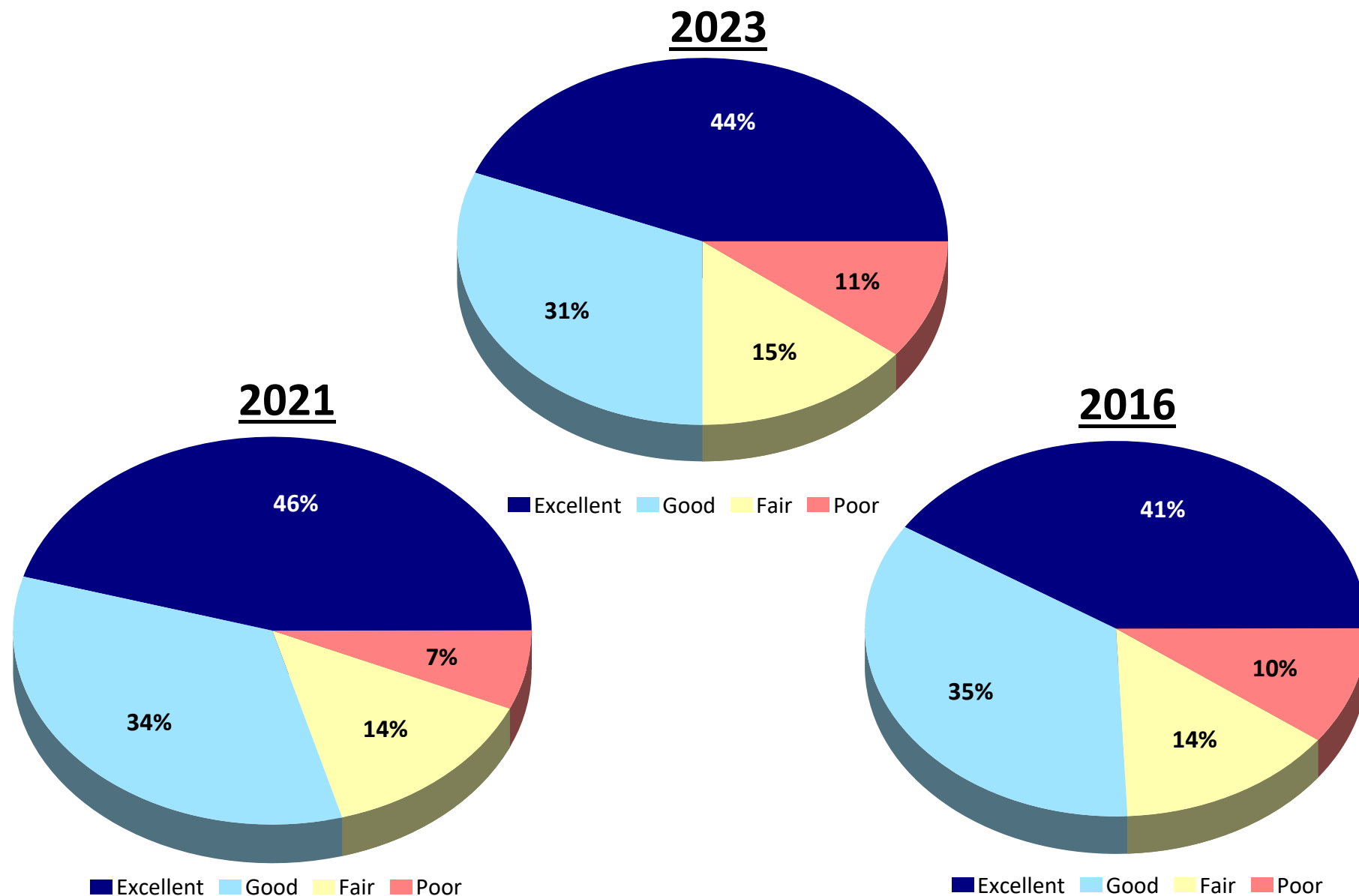
Q16a. How would you describe the service you received?

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



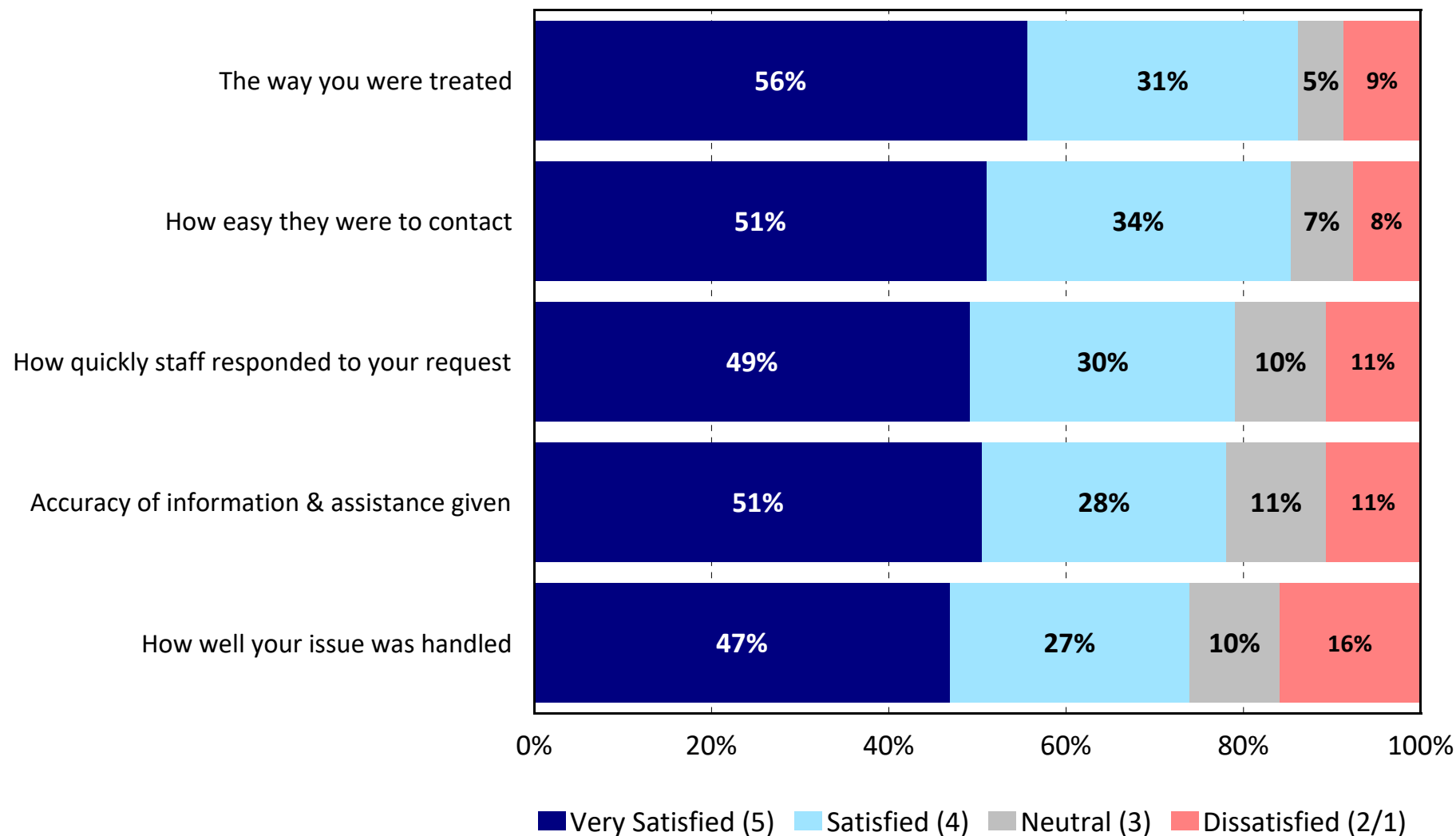
TRENDS: How would you describe the service you received? 2016 to 2021

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



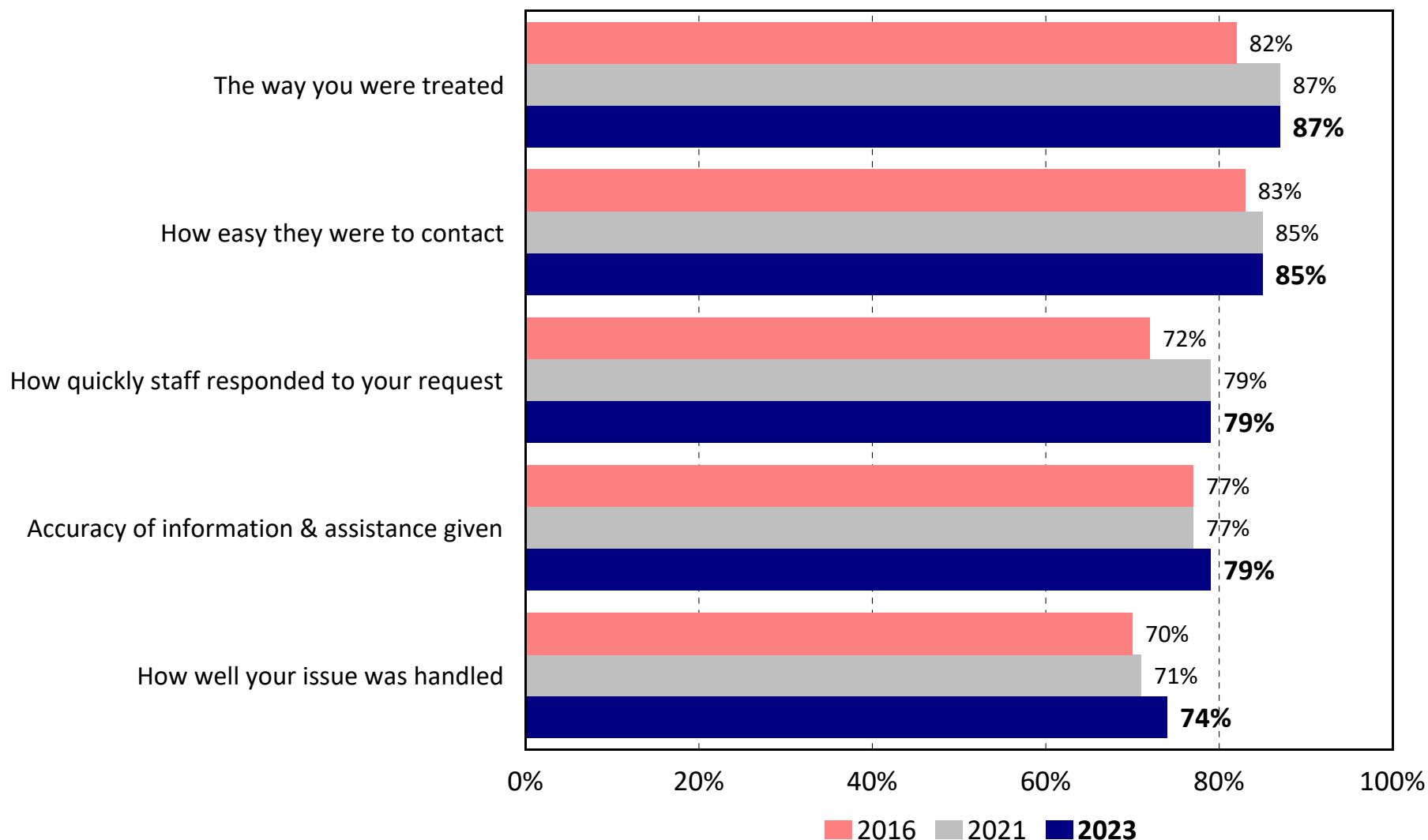
Q16b. Satisfaction with City Employees in Department Contacted Most Recently

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



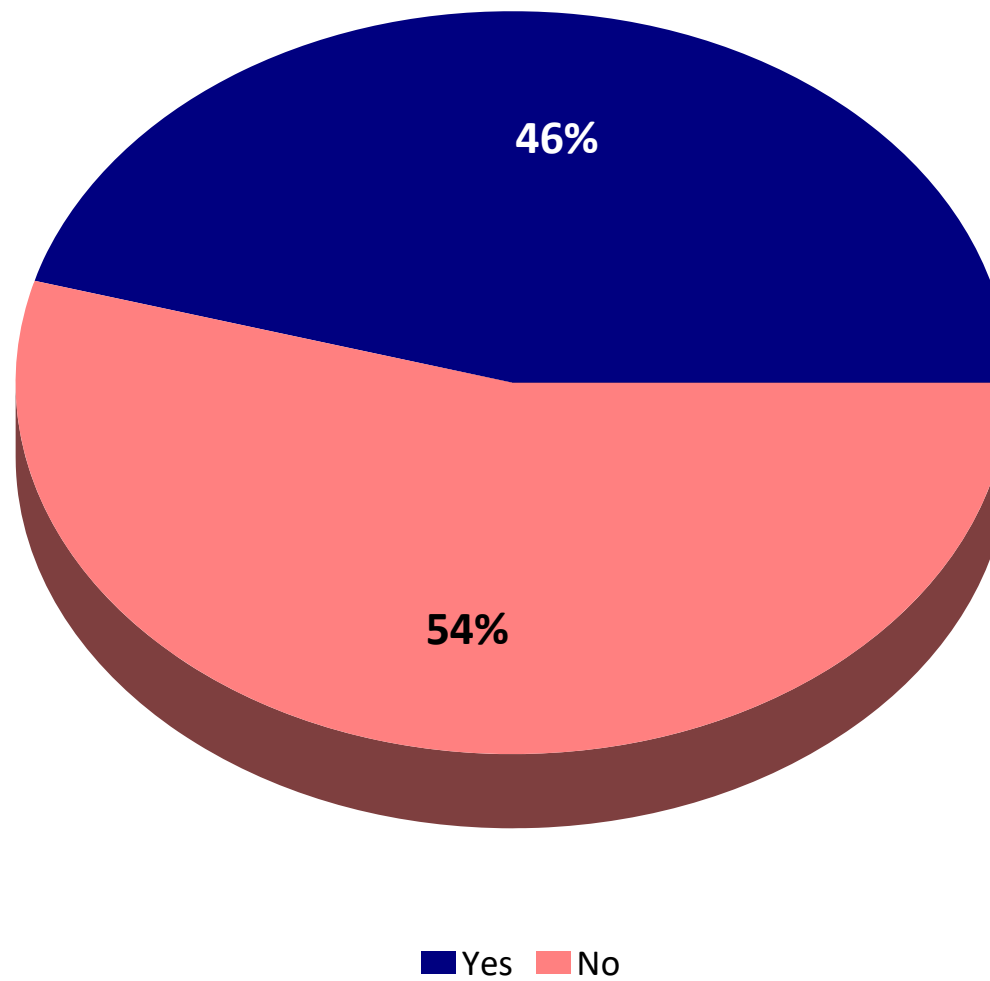
TRENDS: Satisfaction with City Employees in Department Contacted Most Recently 2016 to 2023

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



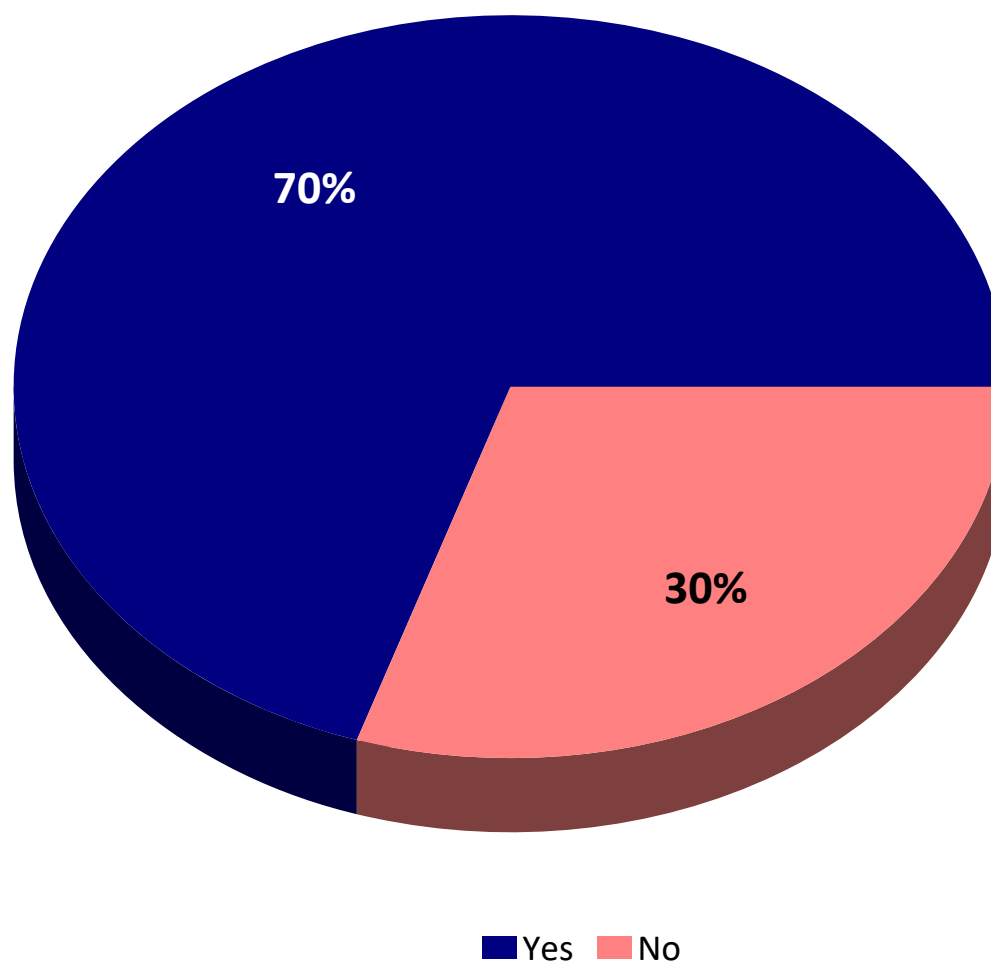
Q17. Are you aware the City has an Emergency Notification System (CivicReady)?

by percentage of respondents



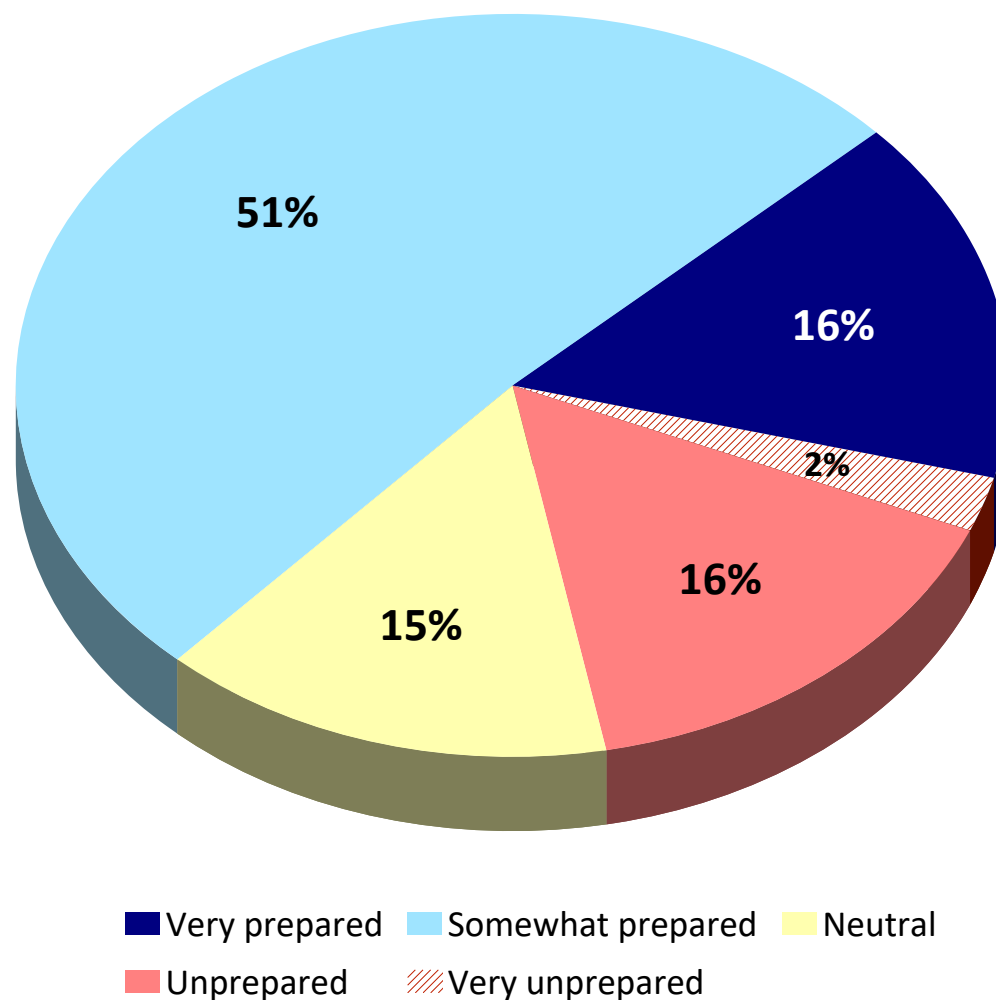
Q17a. Are you currently enrolled to receive notifications?

by percentage of respondents who are aware of CivicReady



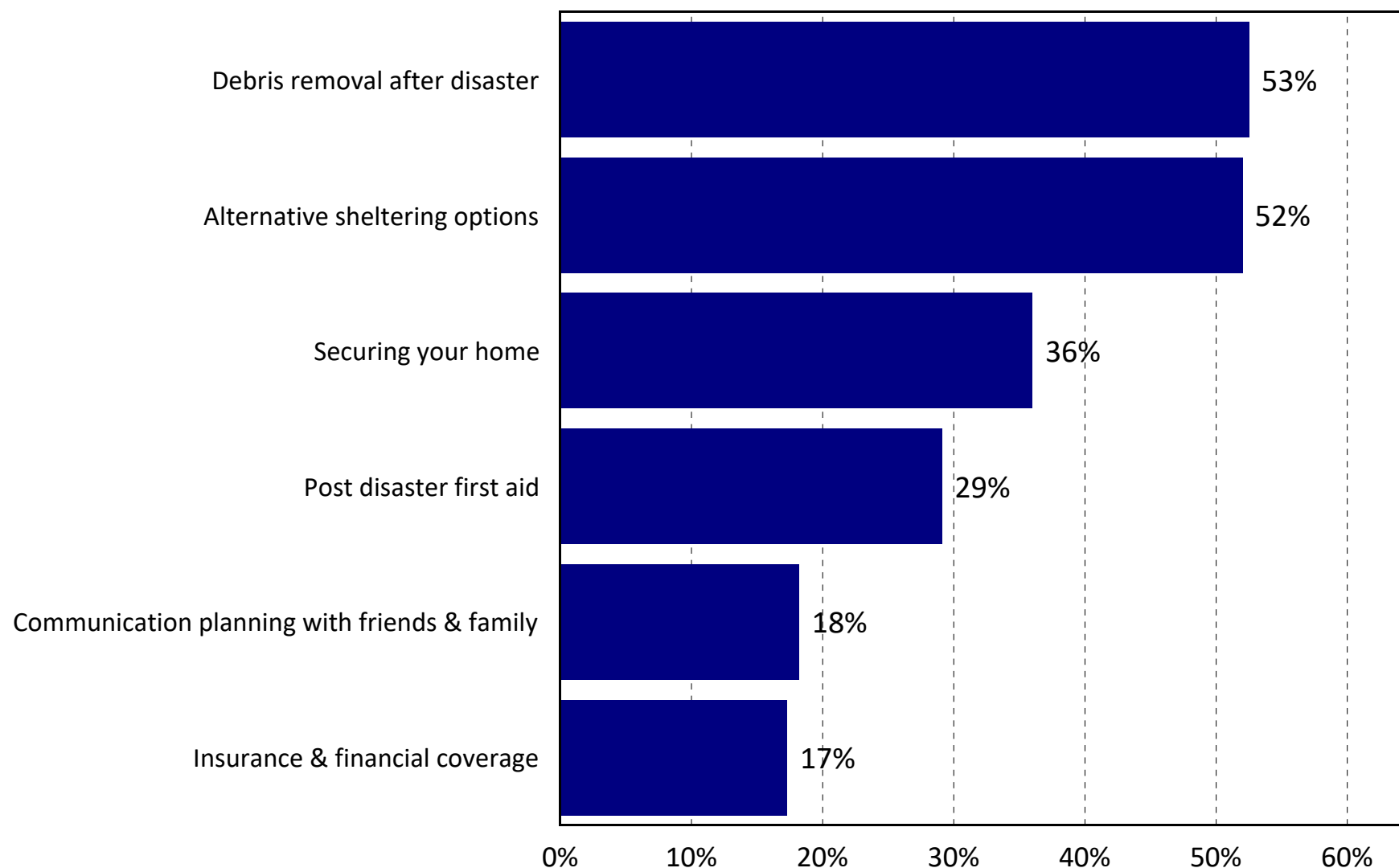
Q18. If you were to experience a disaster, how prepared are you to seek and obtain the necessary resources for your household and/or business?

by percentage of respondents (excluding don't knows)



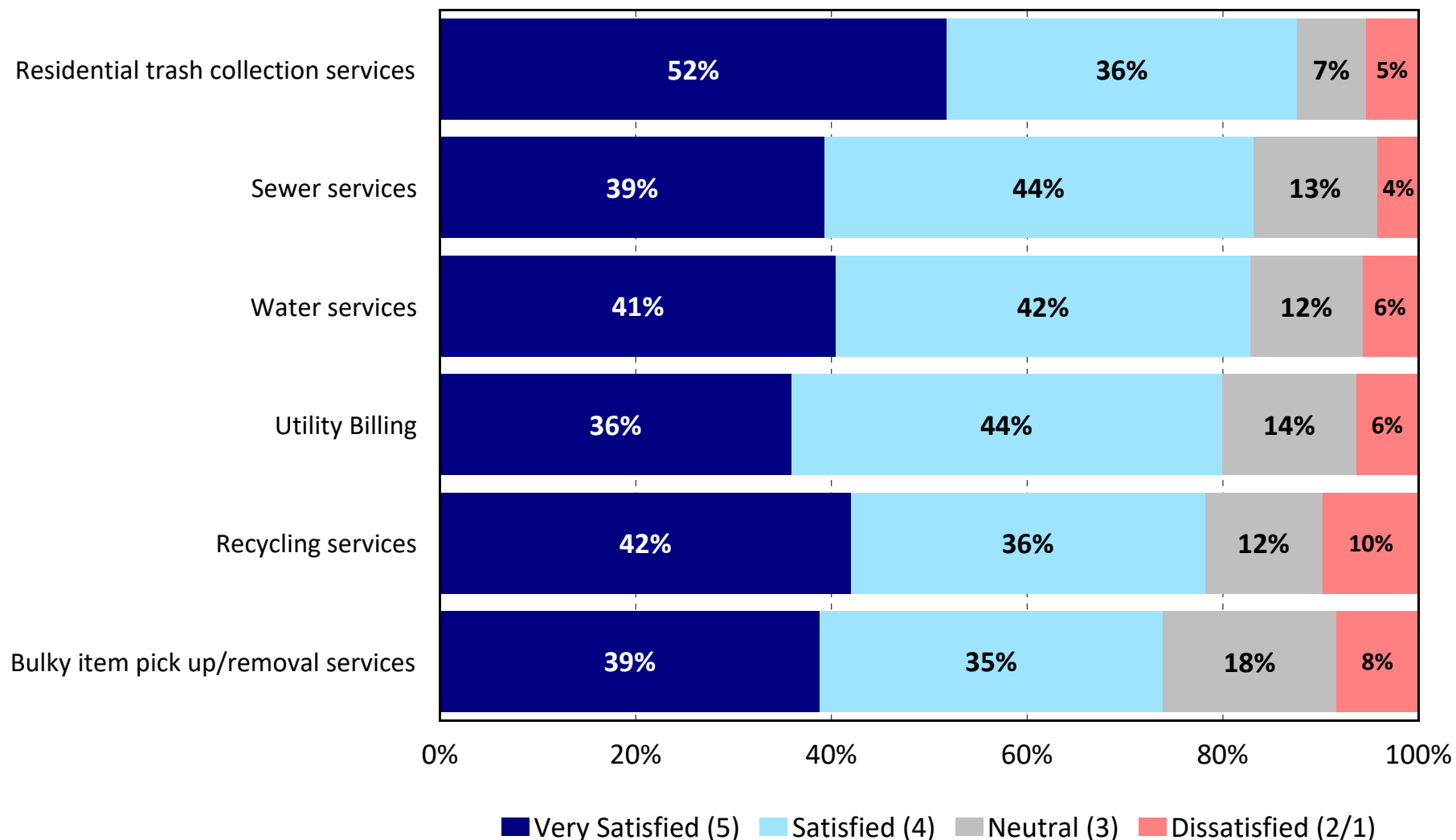
Q19. In what areas do you feel the least prepared for a disaster?

by percentage of respondents (excluding “none of these” - multiple choices could be made)



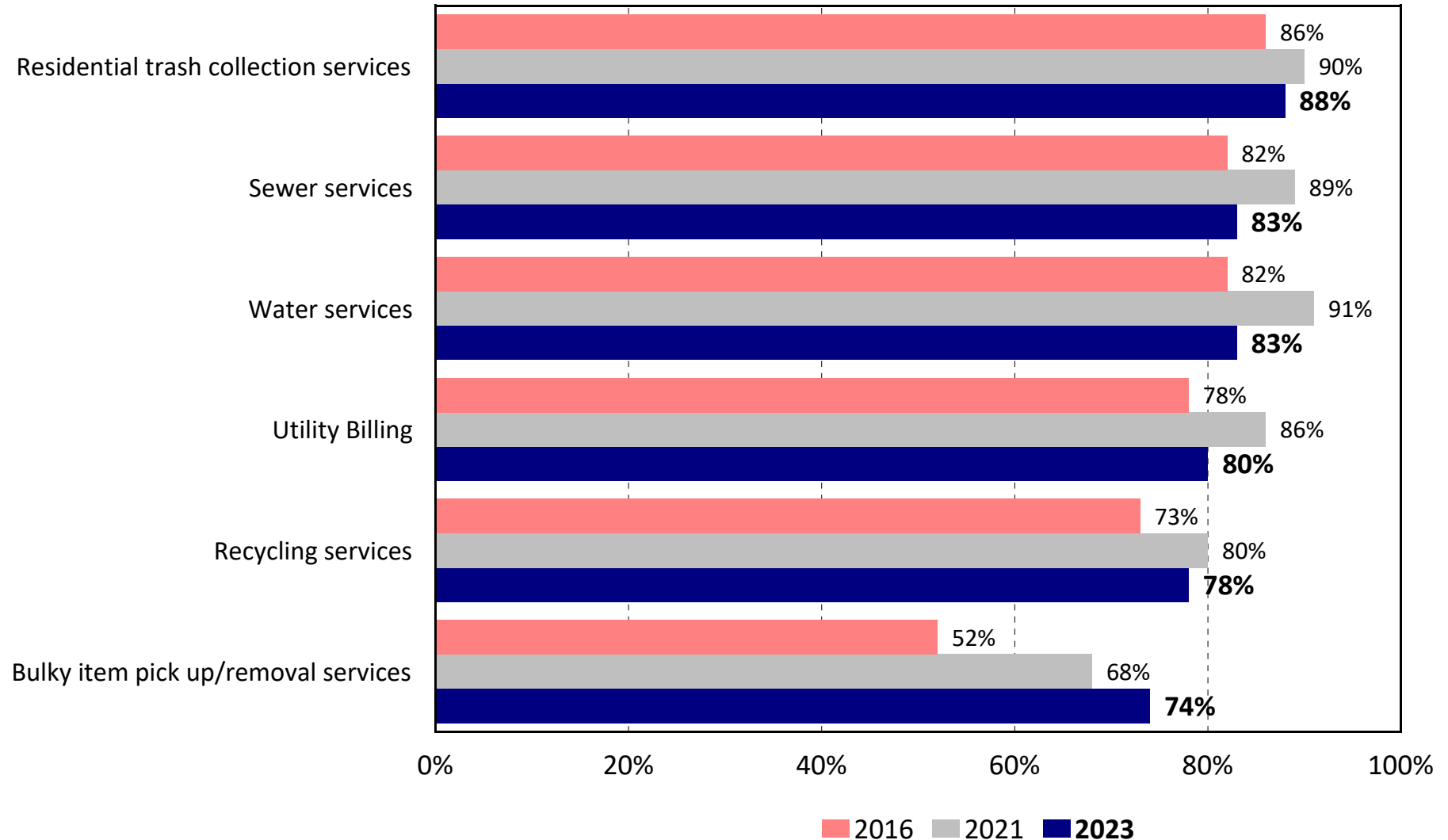
Q20. Satisfaction with Solid Waste/Utility Services

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



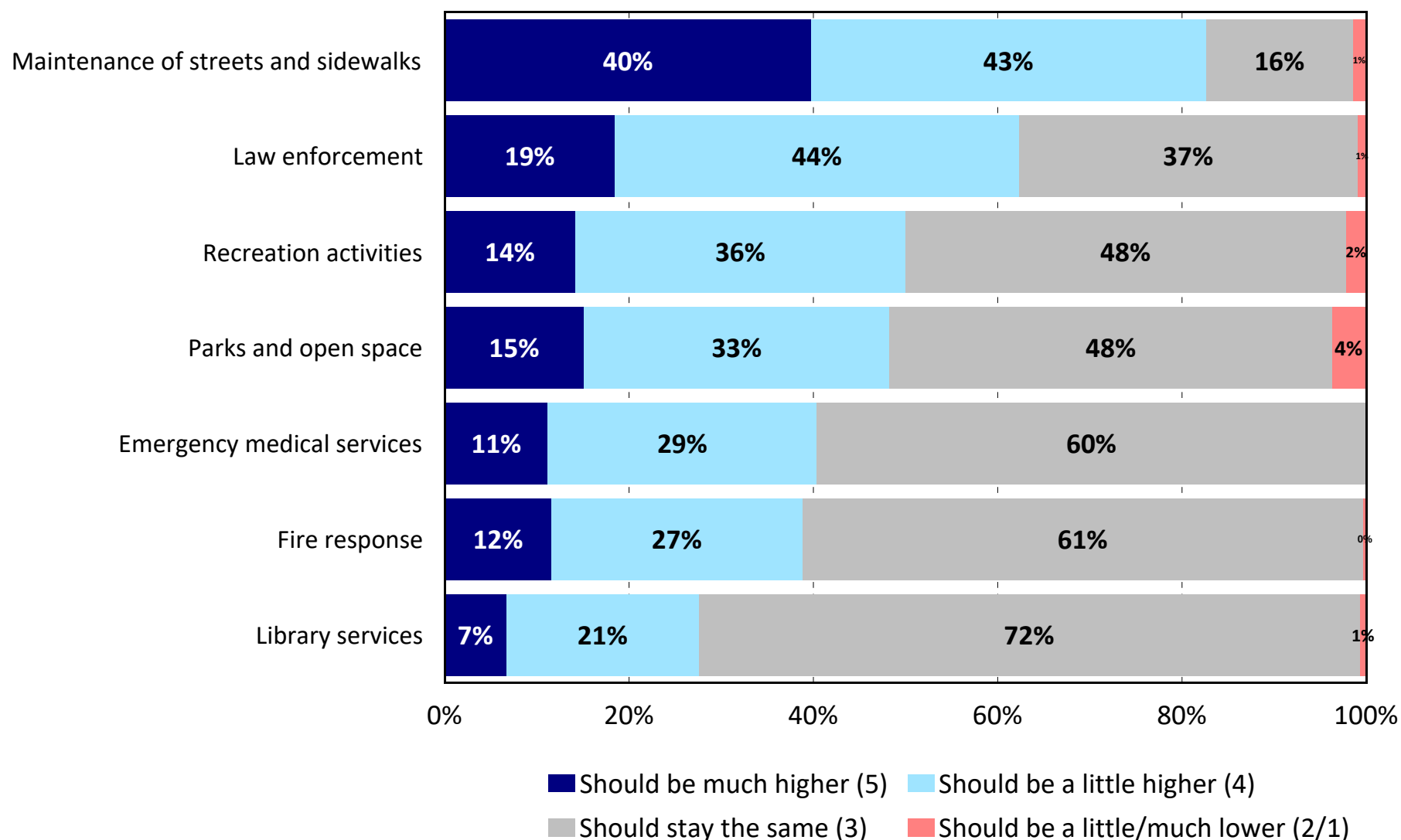
TRENDS: Satisfaction with Solid Waste/Utility Services **2016 to 2023**

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



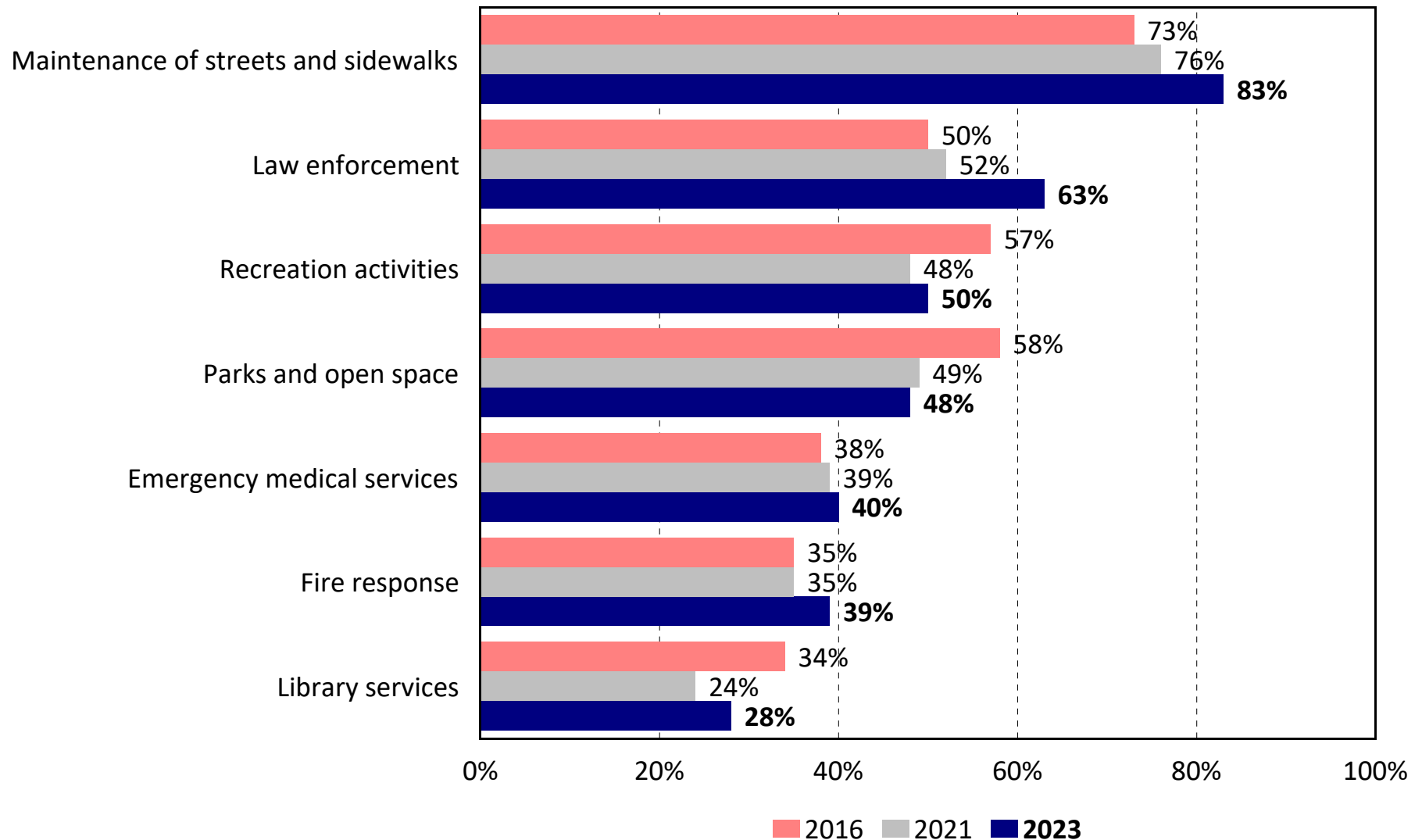
Q21. How Respondents Feel the Level of Various Services Meet Expectations

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



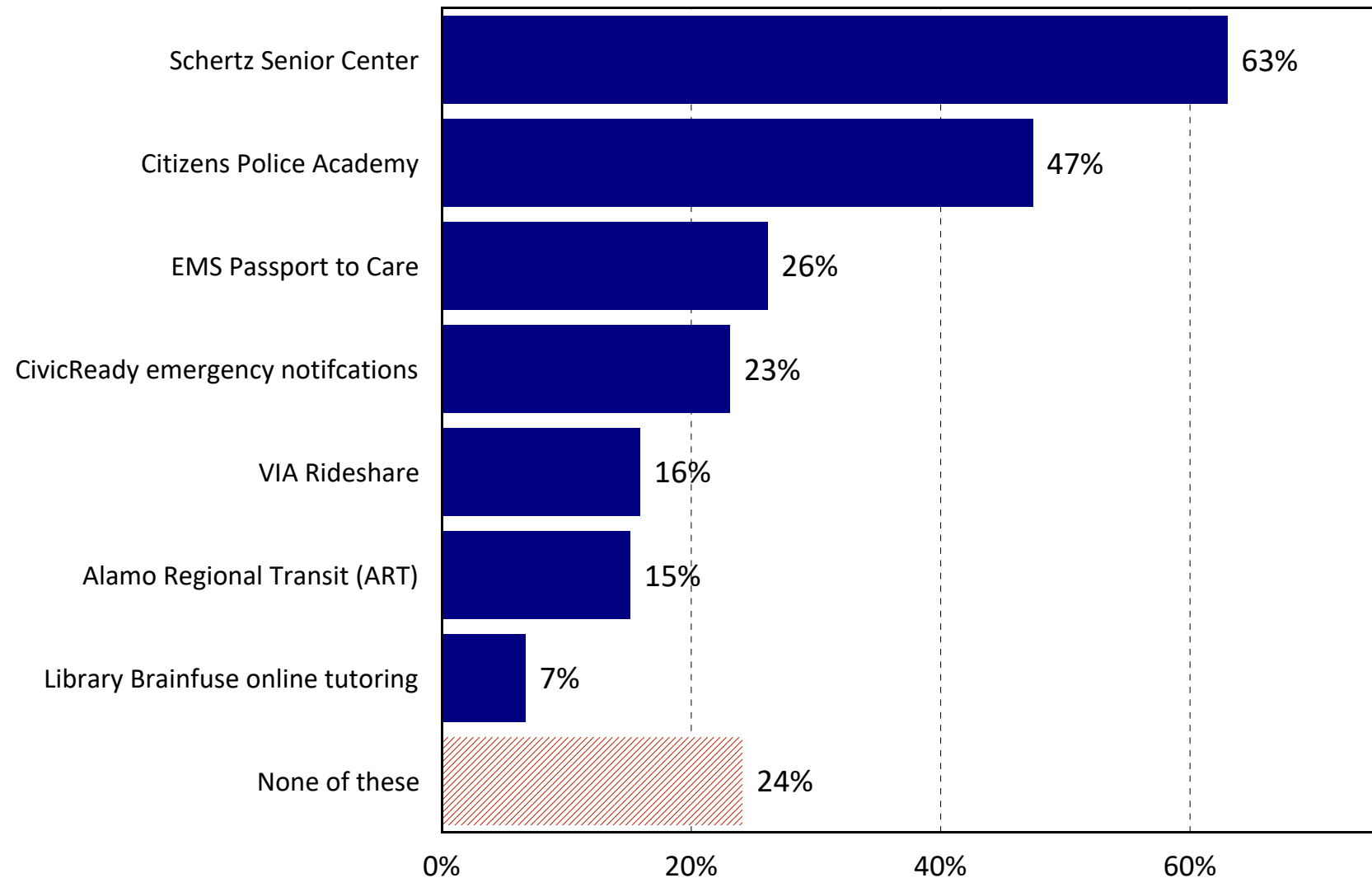
TRENDS: How Respondents Feel the Level of Various Services Meet Expectations - 2016 to 2023

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



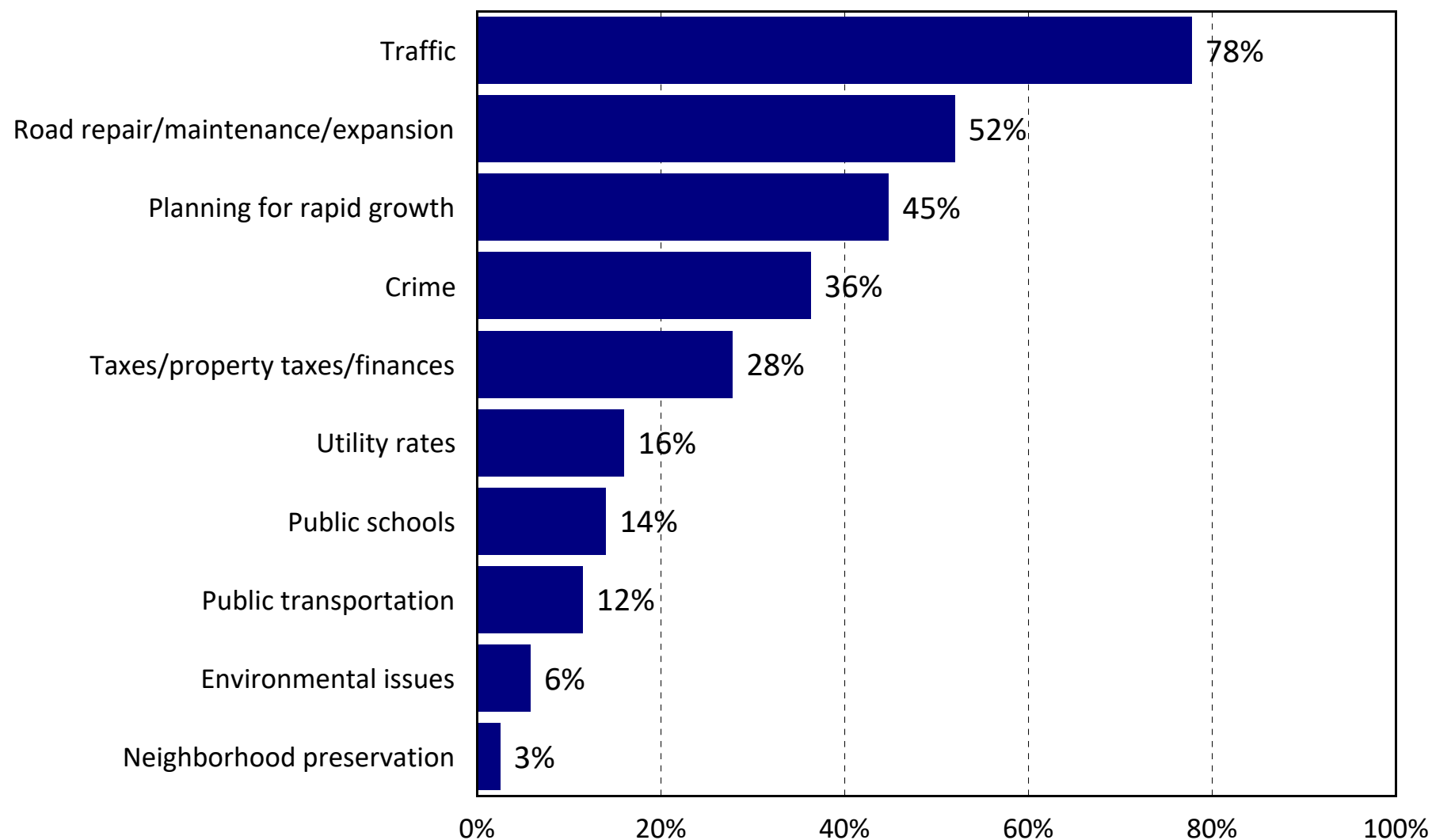
Q22. Familiarity With Various Programs Offered by the City of Schertz

by percentage of respondents (multiple choices could be made)



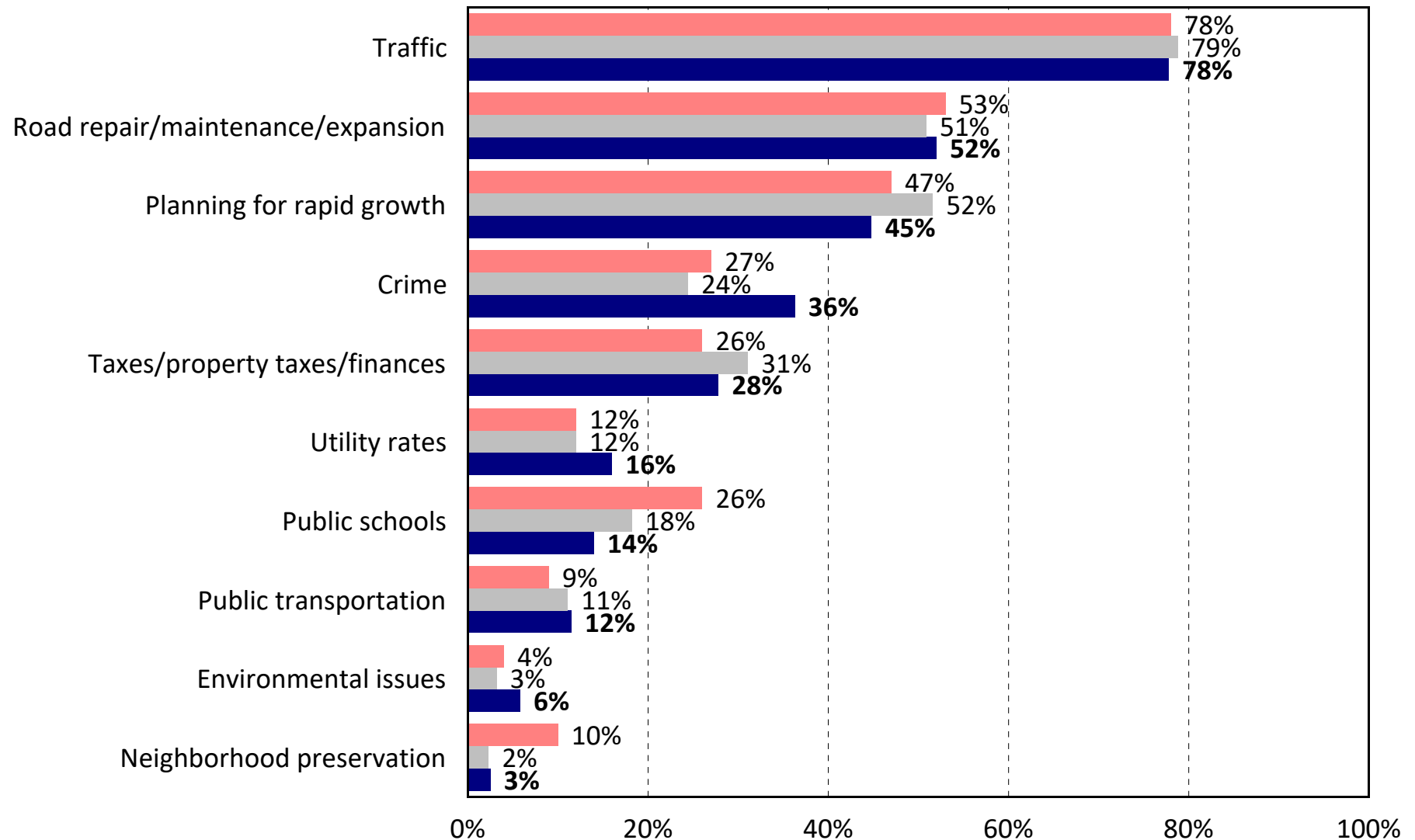
Q23. Biggest Issues Schertz Will Face Within the Next Five Years

by percentage of respondents who selected the item as one of their top three choices (excluding don't knows)



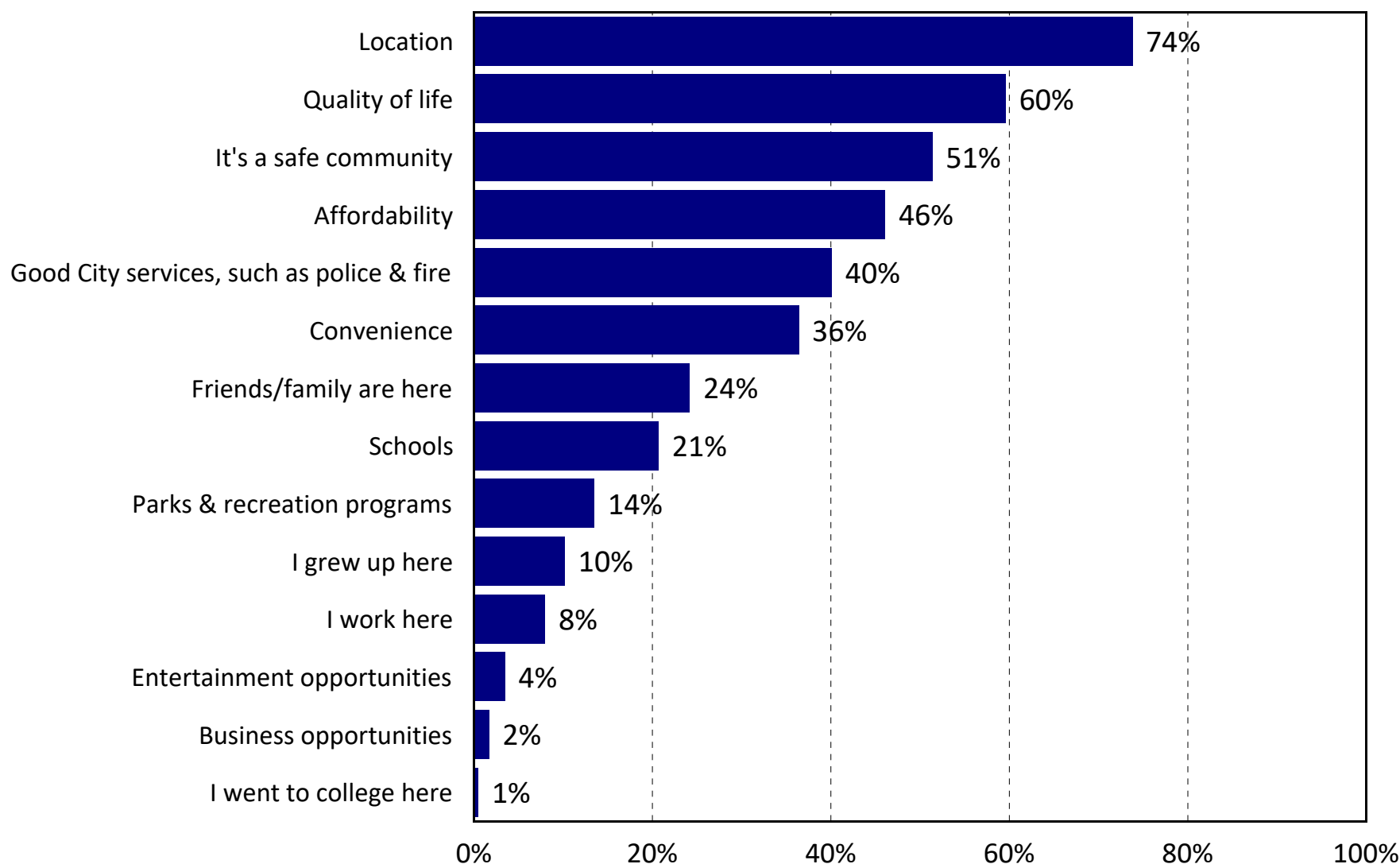
TRENDS: Biggest Issues Schertz Will Face Within the Next Five Years - 2016 to 2023

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



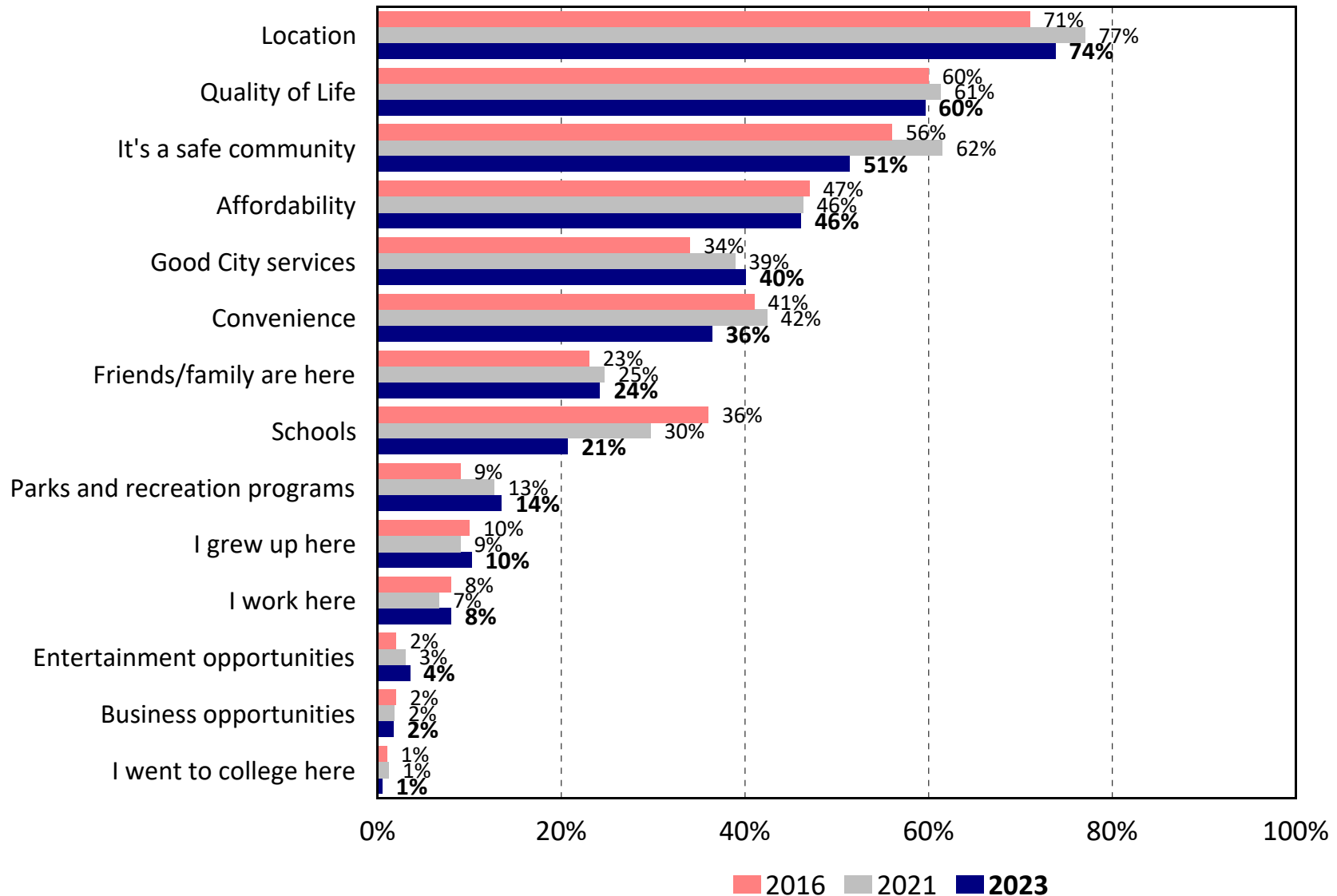
Q24. Primary Reasons Respondents Choose to Live in Schertz

by percentage of respondents (excluding don't knows - multiple choices could be made)



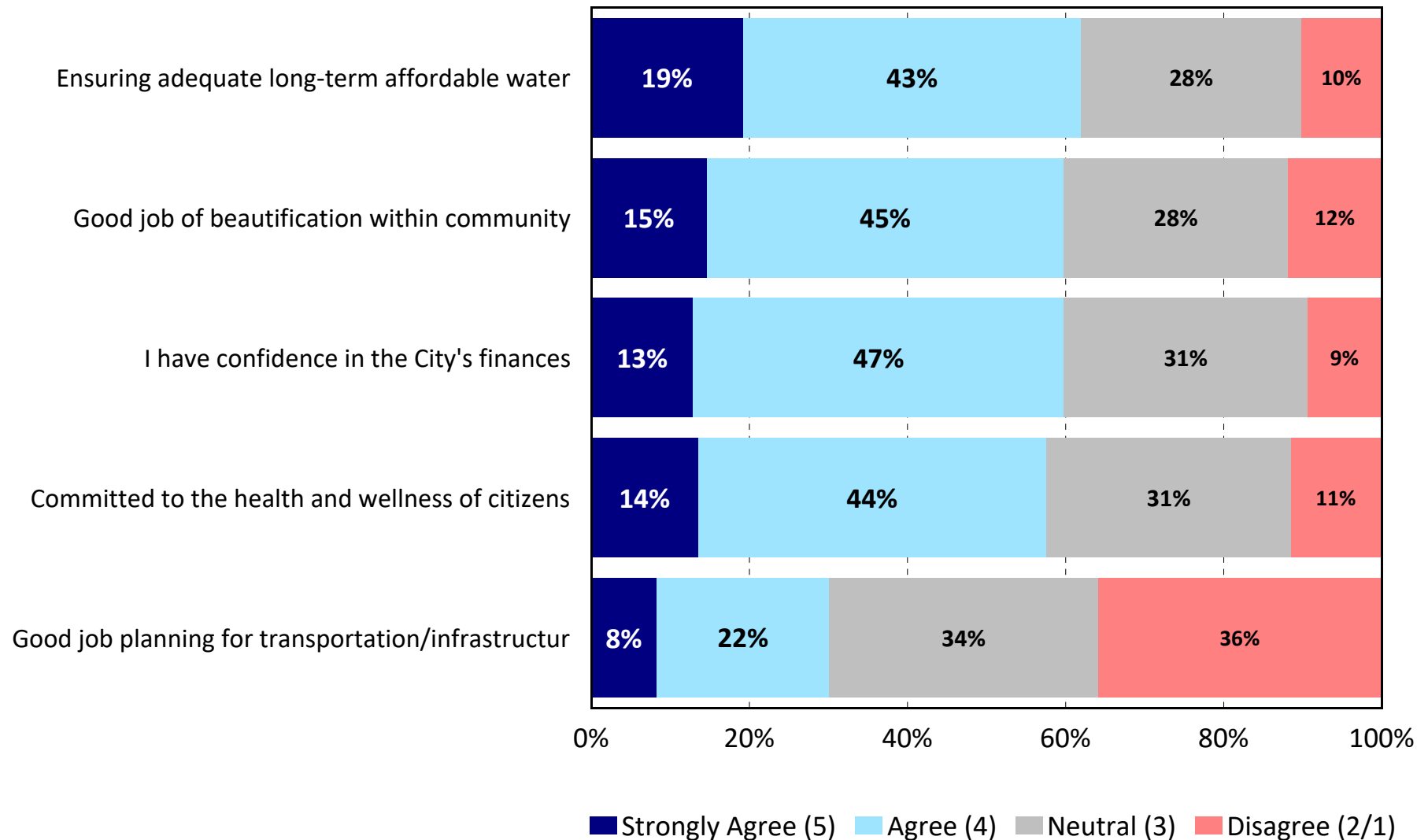
TRENDS: Primary Reasons Respondents Choose to Live in Schertz - 2016 to 2023

by percentage of respondents (excluding don't knows - multiple choices could be made)



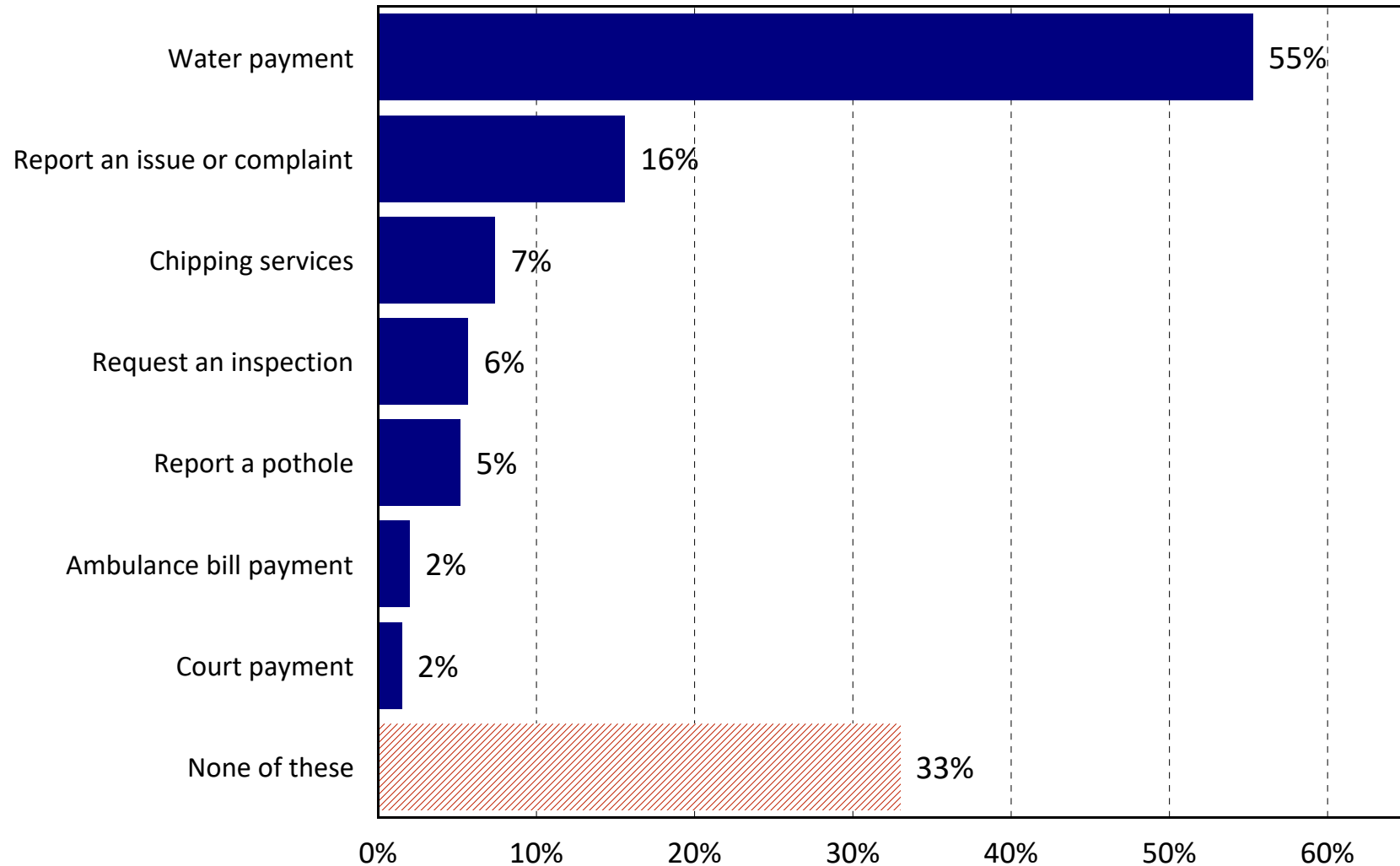
Q25. Agreement With Various Statements Regarding Strategic Initiatives

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



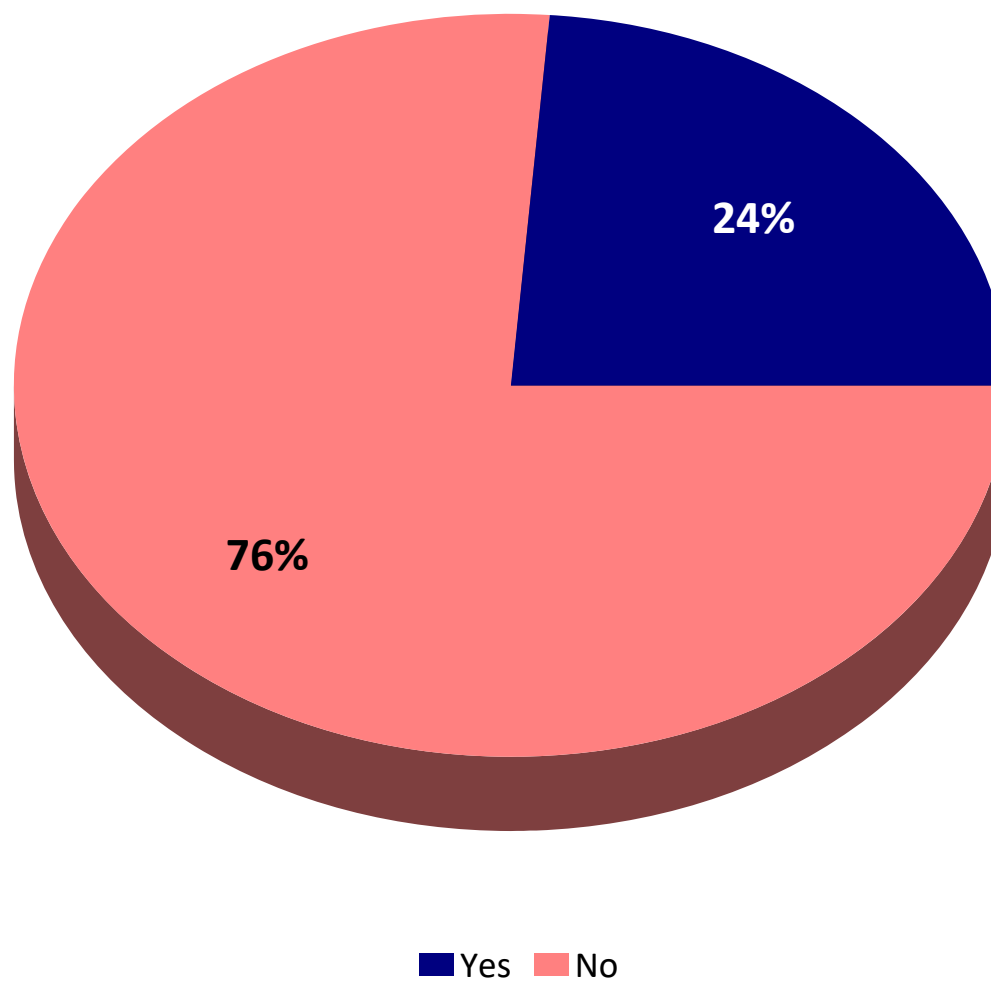
Q26. Online City Services Used on Schertz.com During the Past Year

by percentage of respondents (multiple choices could be made)



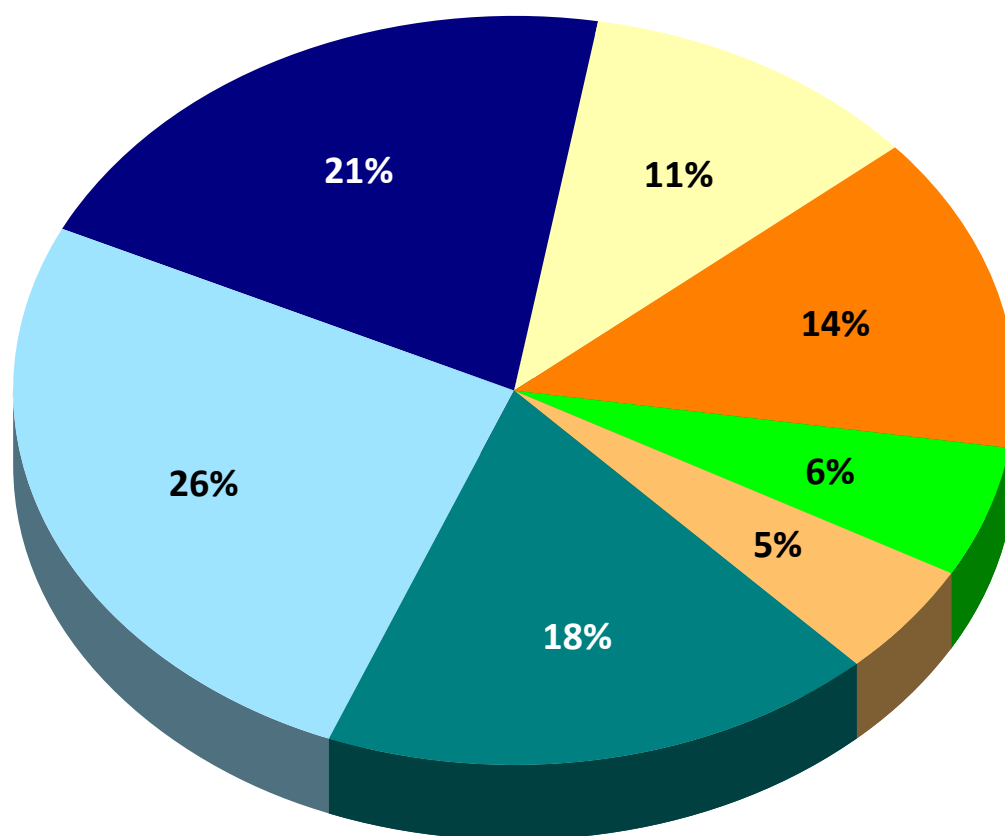
Q27. Do you work in Schertz?

by percentage of respondents



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

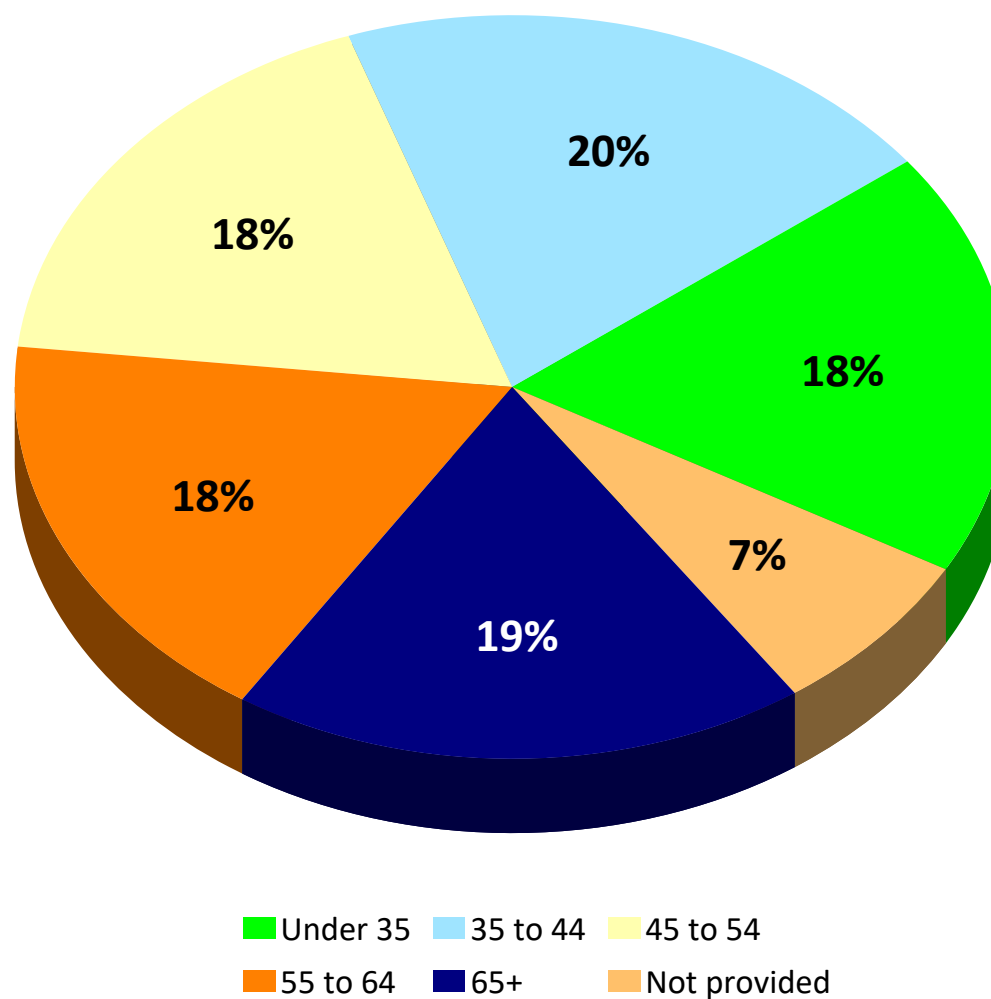
by percentage of respondents



■ Less than 2 years ■ 2 to 5 years ■ 6 to 9 years ■ 10 to 19 years
■ 20 to 29 years ■ 30+ years ■ Don't know

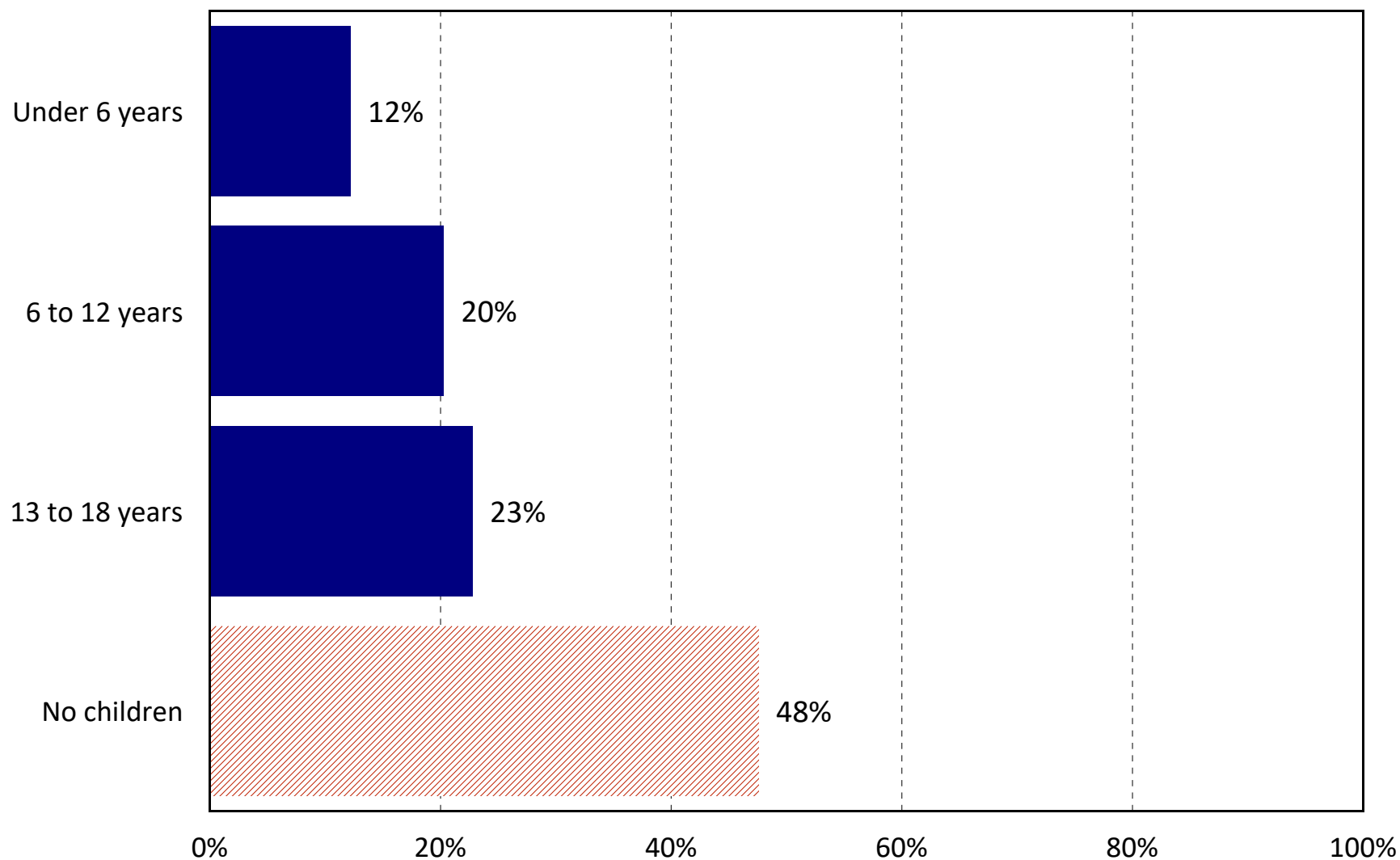
Q29. What is your age?

by percentage of respondents



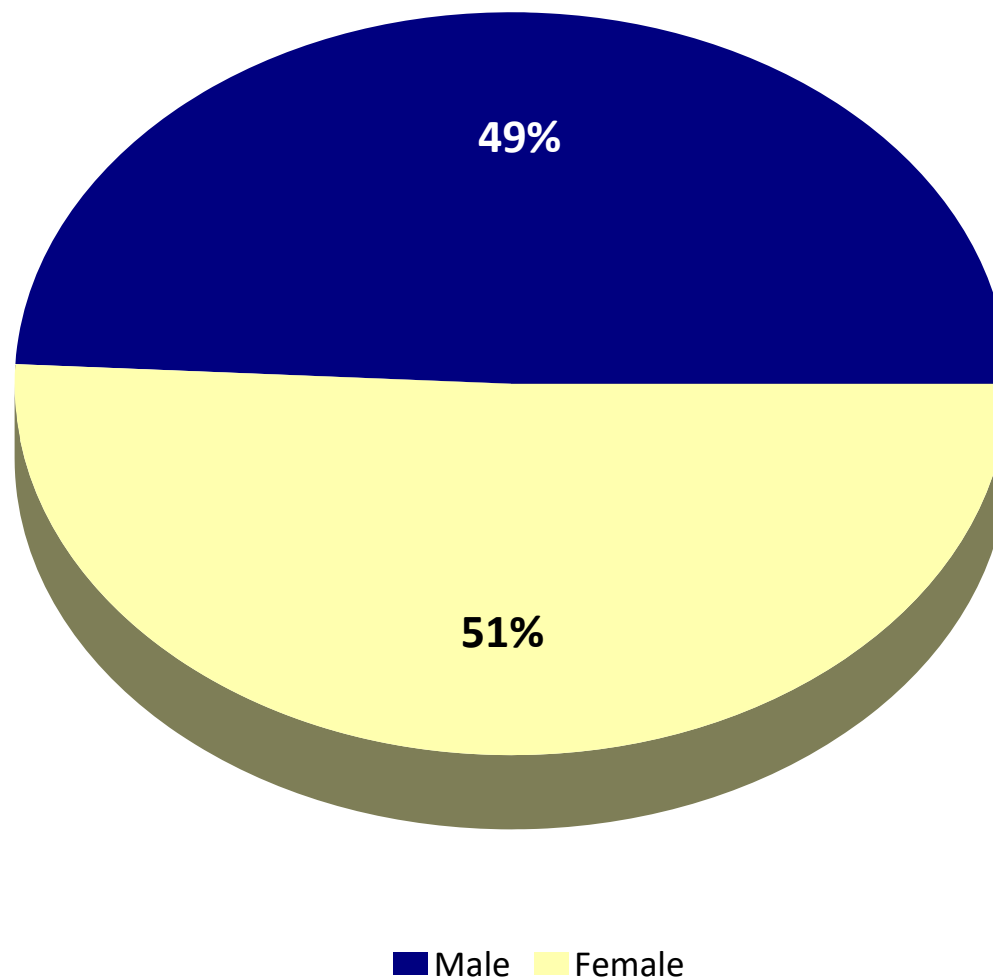
Q30. Do you have children living at home in the following age ranges?

by percentage of respondents (multiple choices could be made)



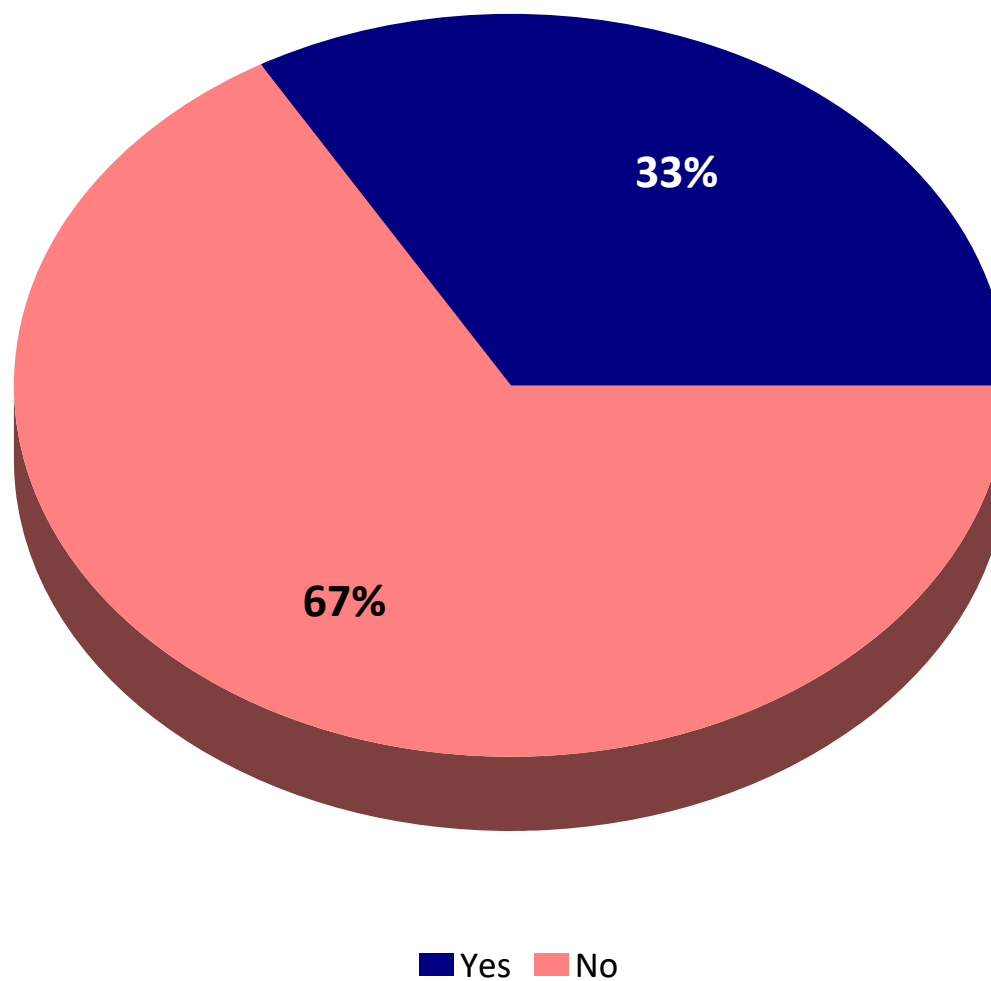
Q31. What is your gender?

by percentage of respondents



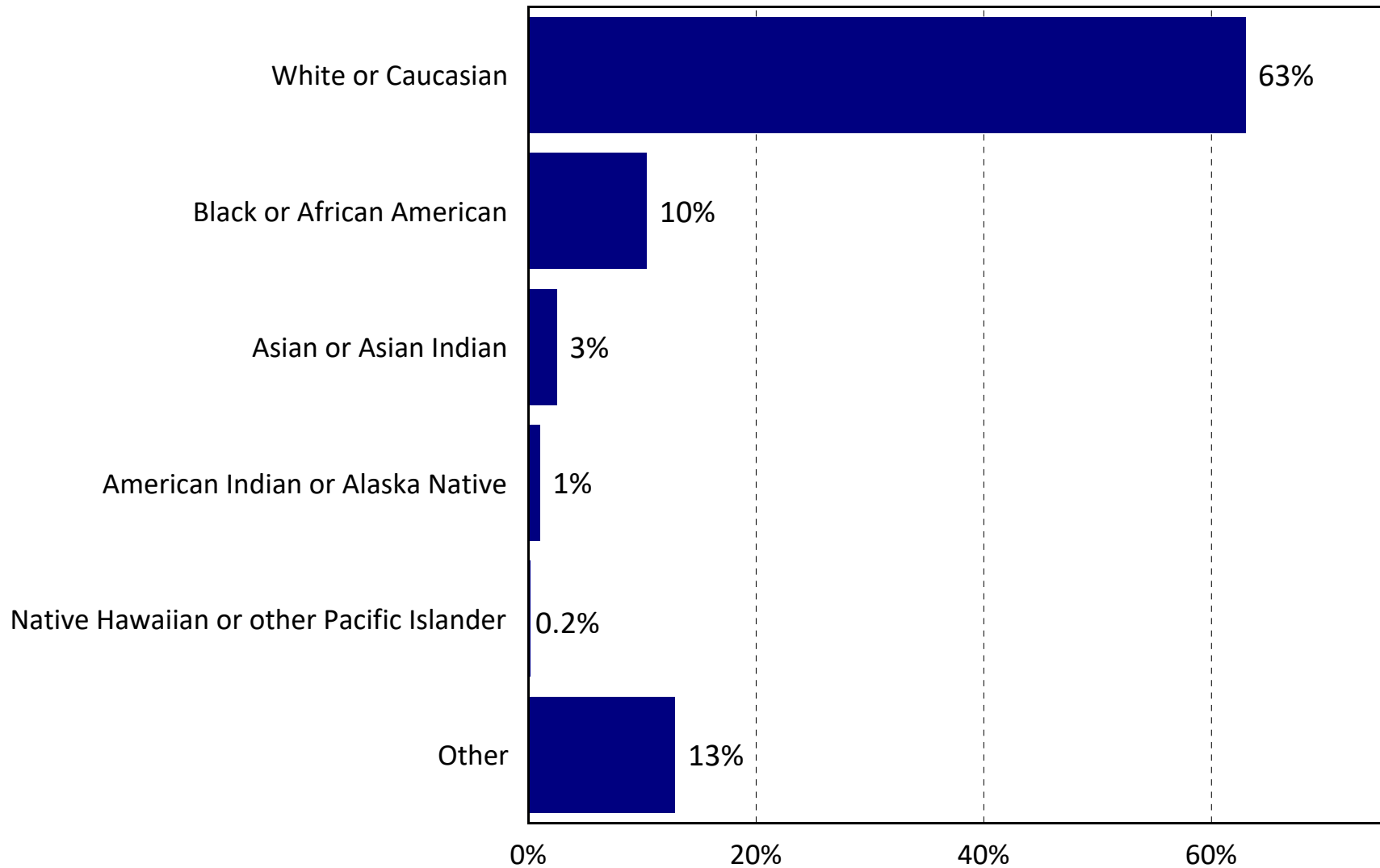
Q32. Are you of Hispanic, Latino, or other Spanish origin?

by percentage of respondents



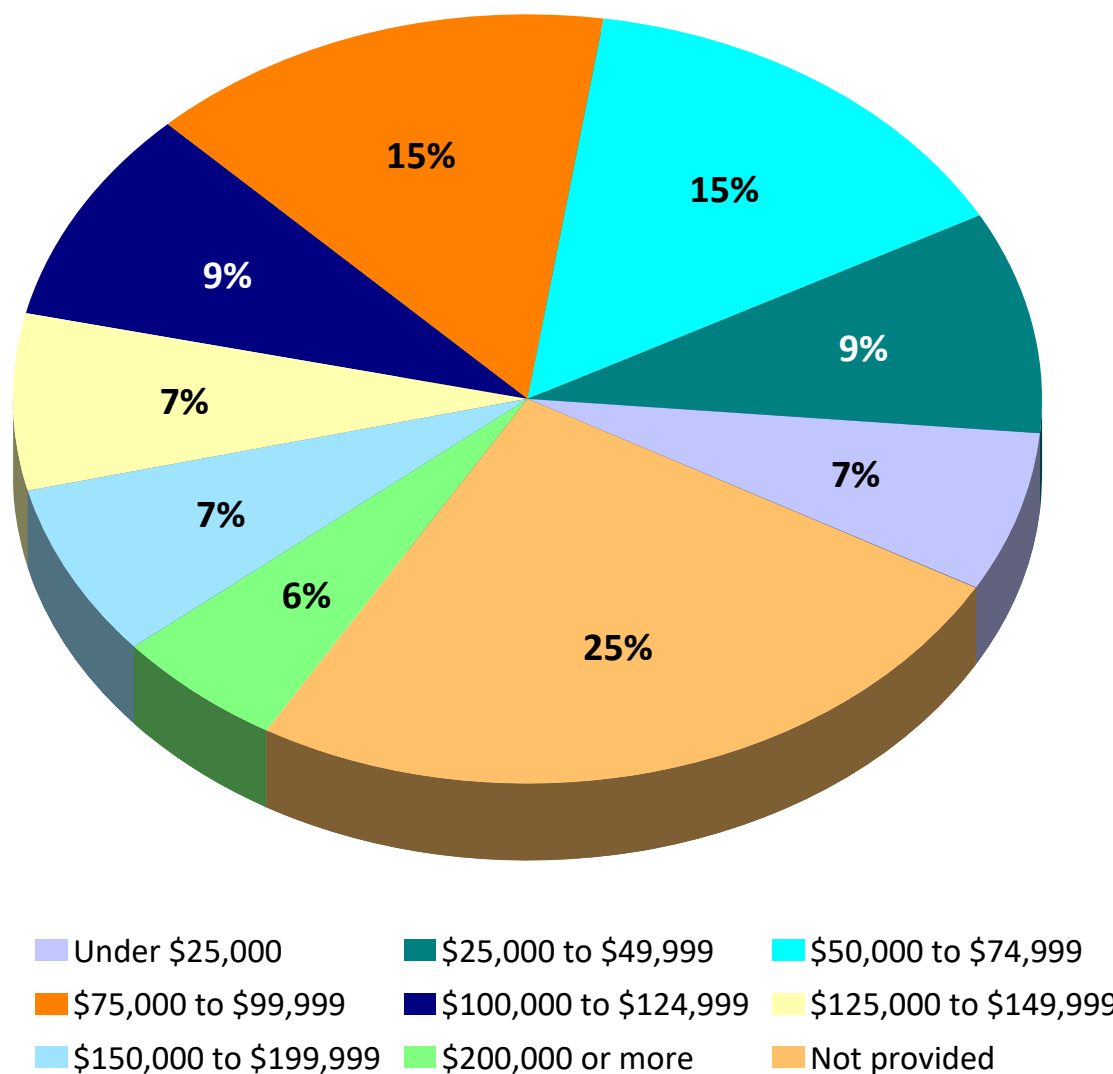
Q33. Which of the following best describes your race?

by percentage of respondents (multiple choices could be made)



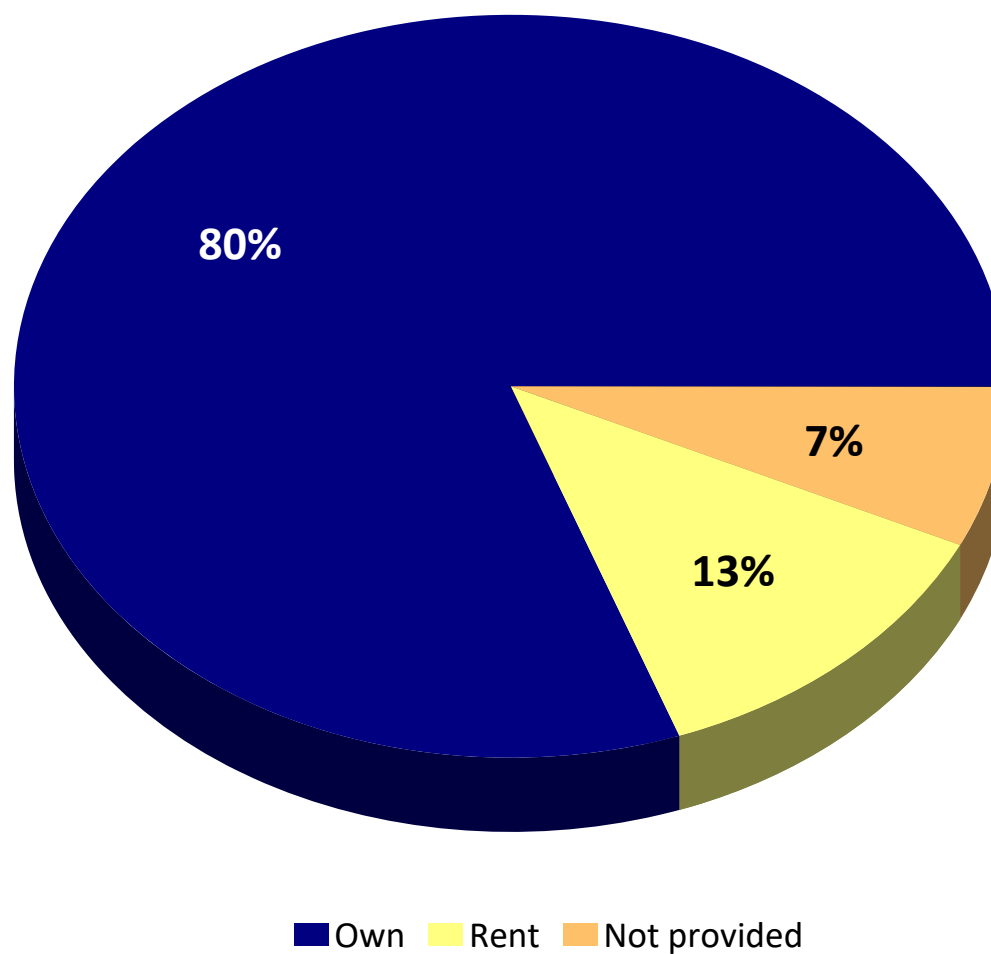
Q34. What is your total annual household income?

by percentage of respondents



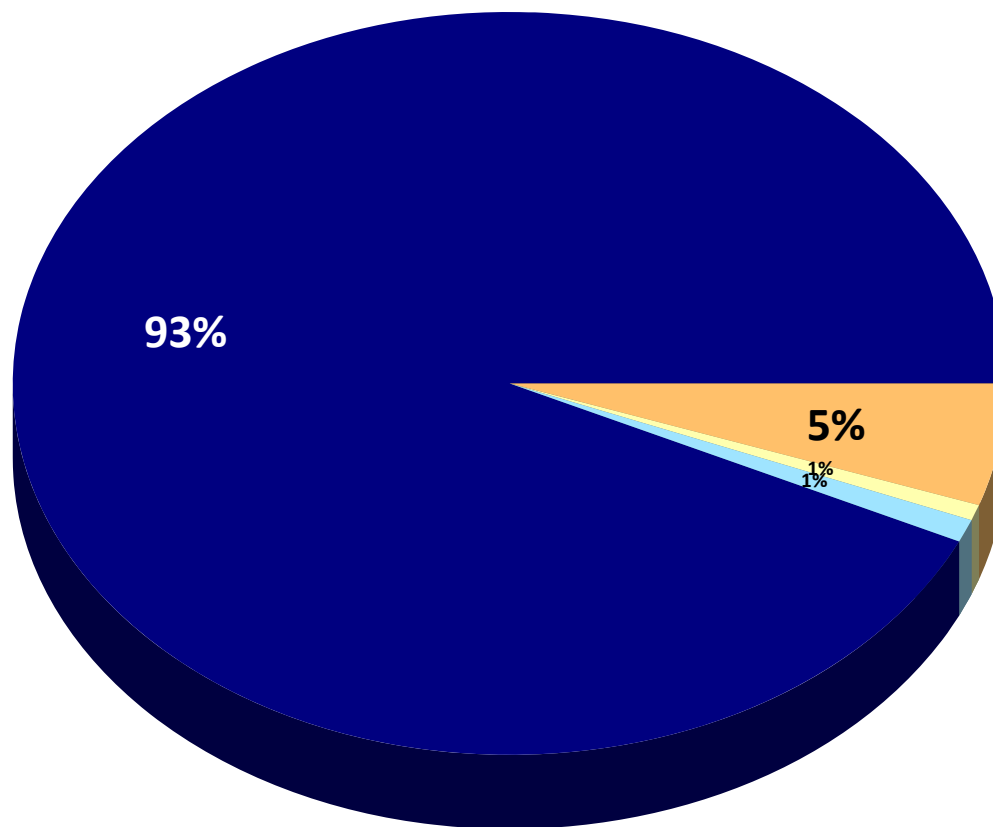
Q35. Do you own or rent your home?

by percentage of respondents



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

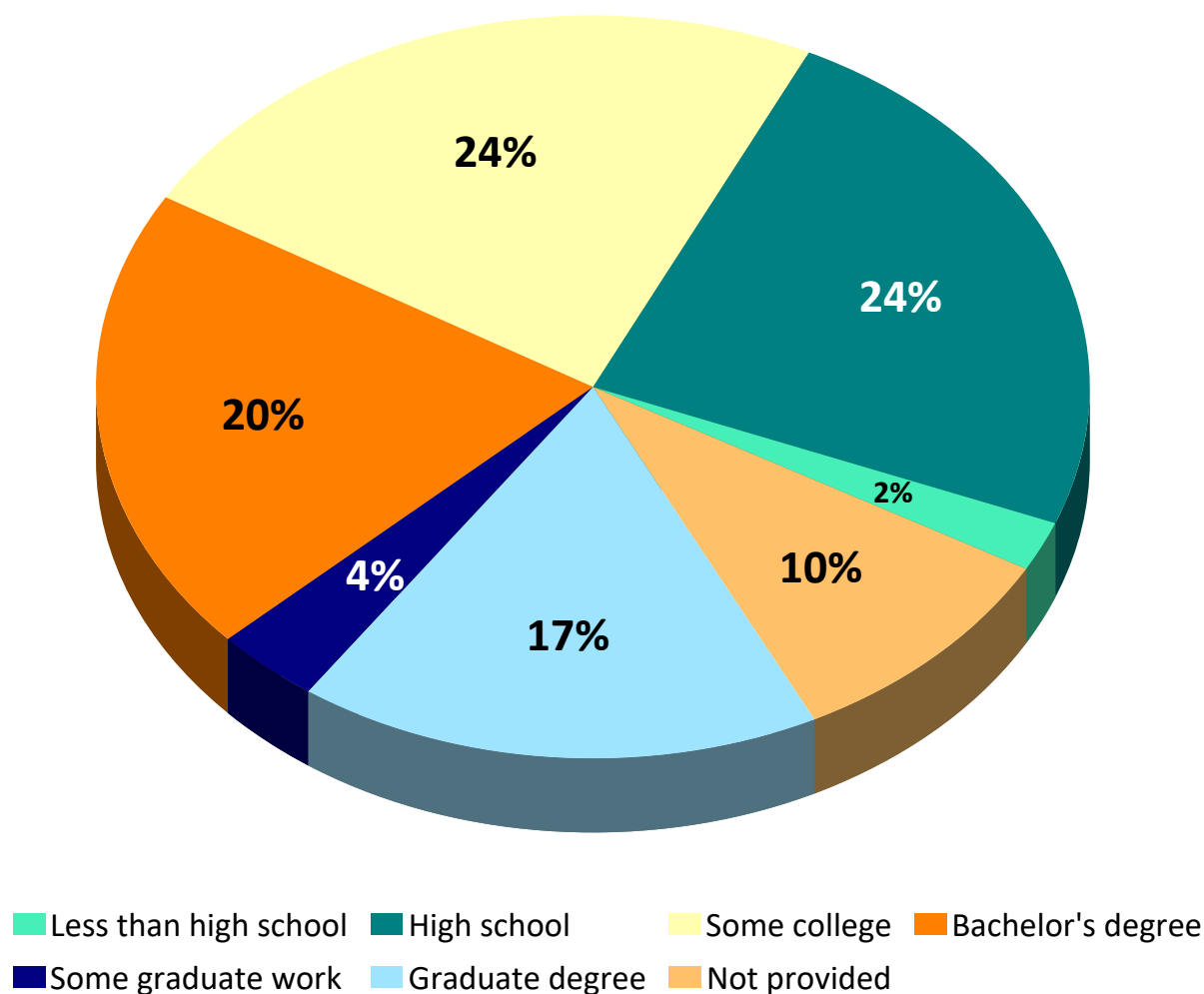
by percentage of respondents



■ Single family home ■ Apartment/condominium ■ Other ■ Not provided

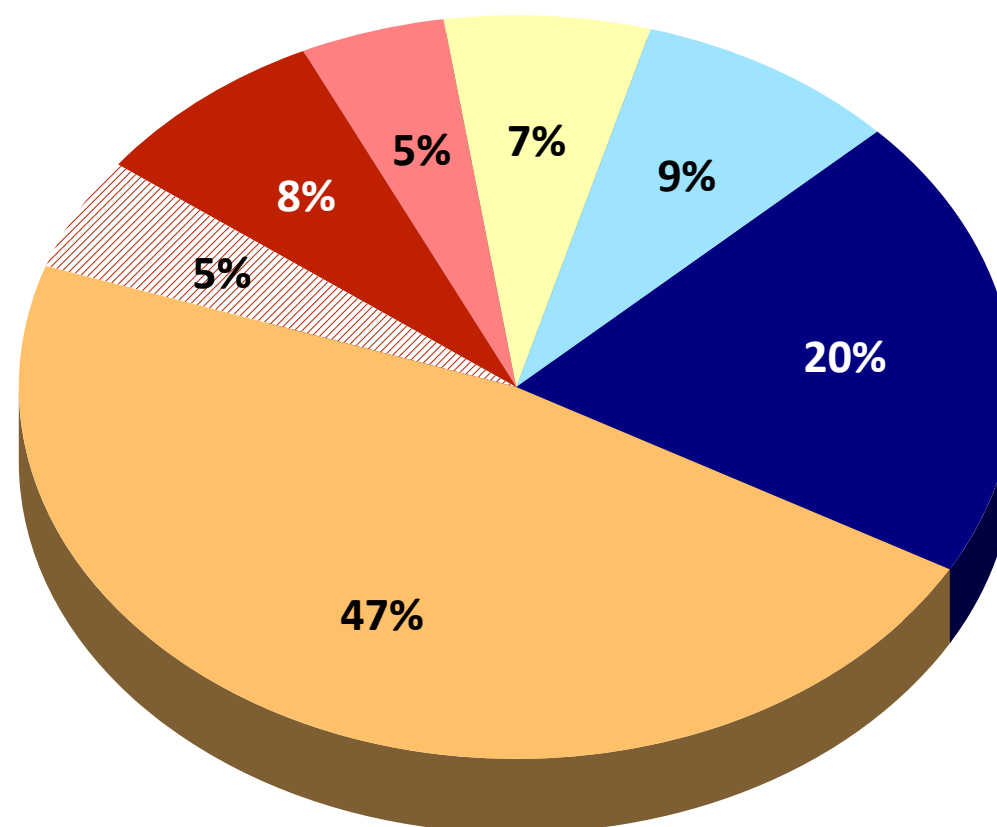
Q37. What is the highest level of formal education you completed?

by percentage of respondents



Q38. How far do you commute for work?

by percentage of respondents



■ 5 miles or less ■ 6 to 10 miles ■ 11 to 15 miles ■ 16 to 20 miles
■ 21 to 30 miles ▨ 31+ miles ■ Not provided



Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the state of Texas.

The charts on the following pages show how the results for the City of Schertz compare to the national average and the Texas regional average. The blue bar shows the results for the City of Schertz. The red bar shows the Texas regional average from communities that administered the *DirectionFinder*® survey during the summer of 2023. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

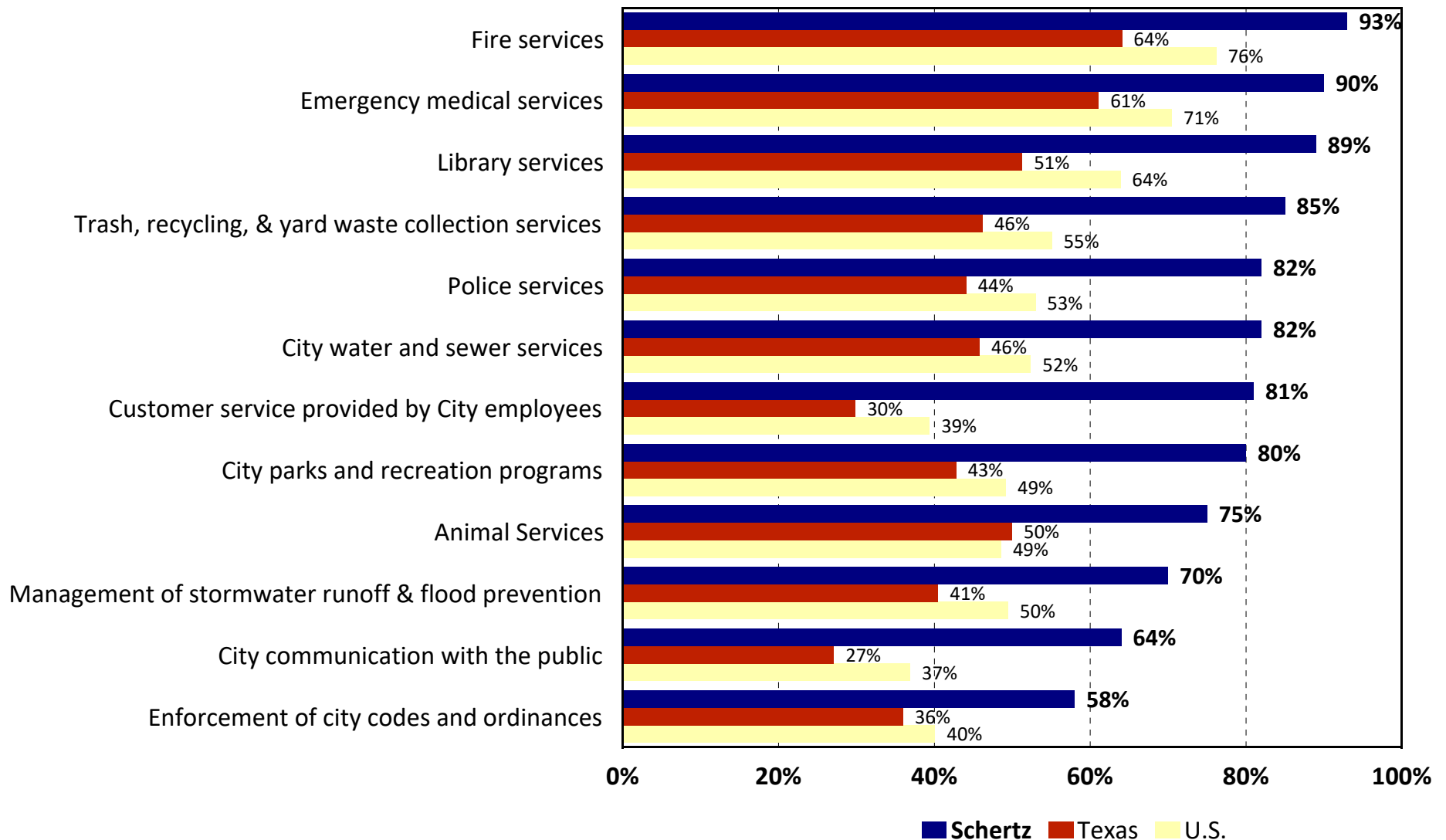
National Benchmarks

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

Overall Satisfaction with Major City Services

Schertz vs. Texas vs. the U.S.

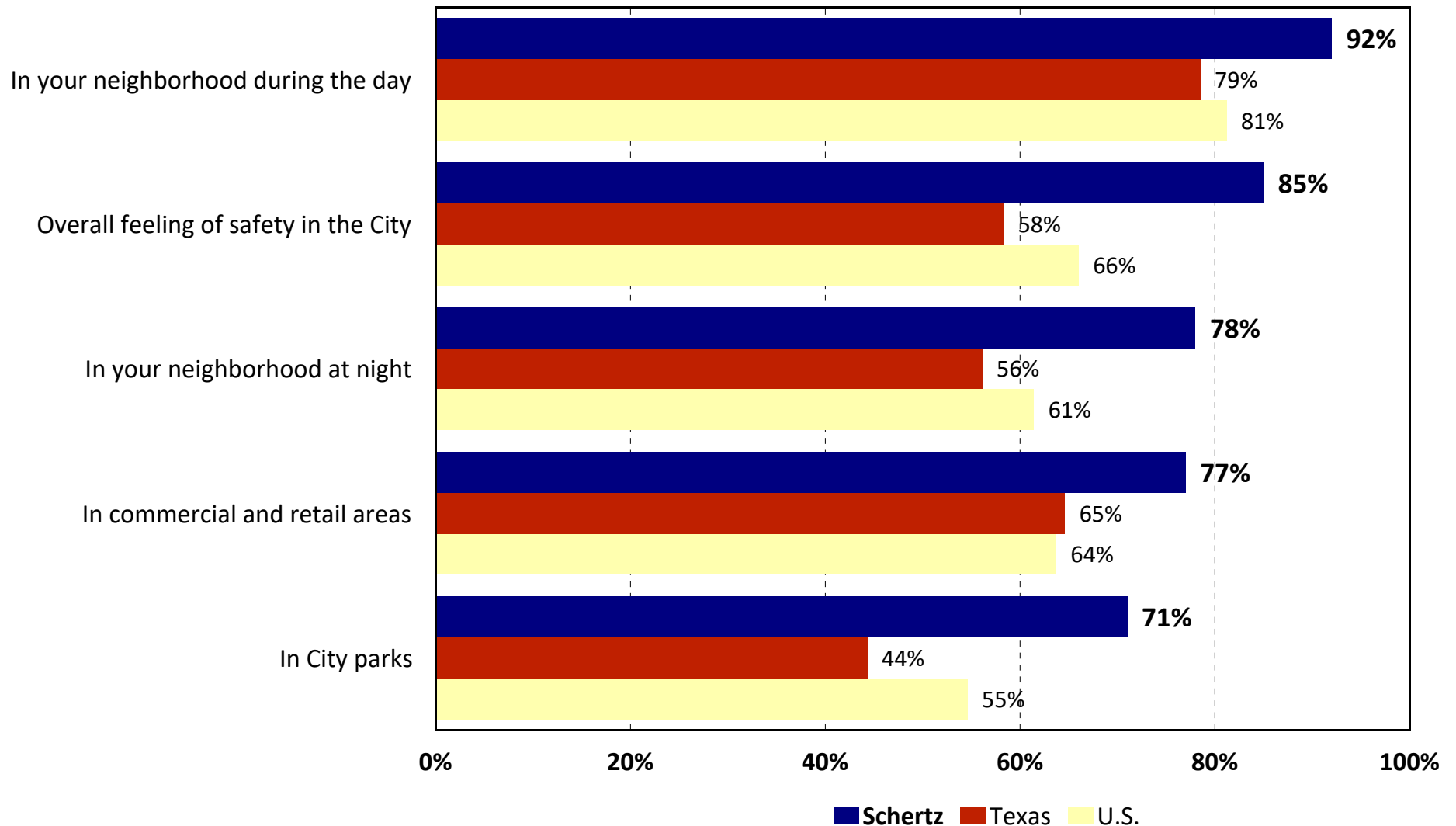
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Feeling of Safety in Various Situations

Schertz vs. Texas vs. the U.S.

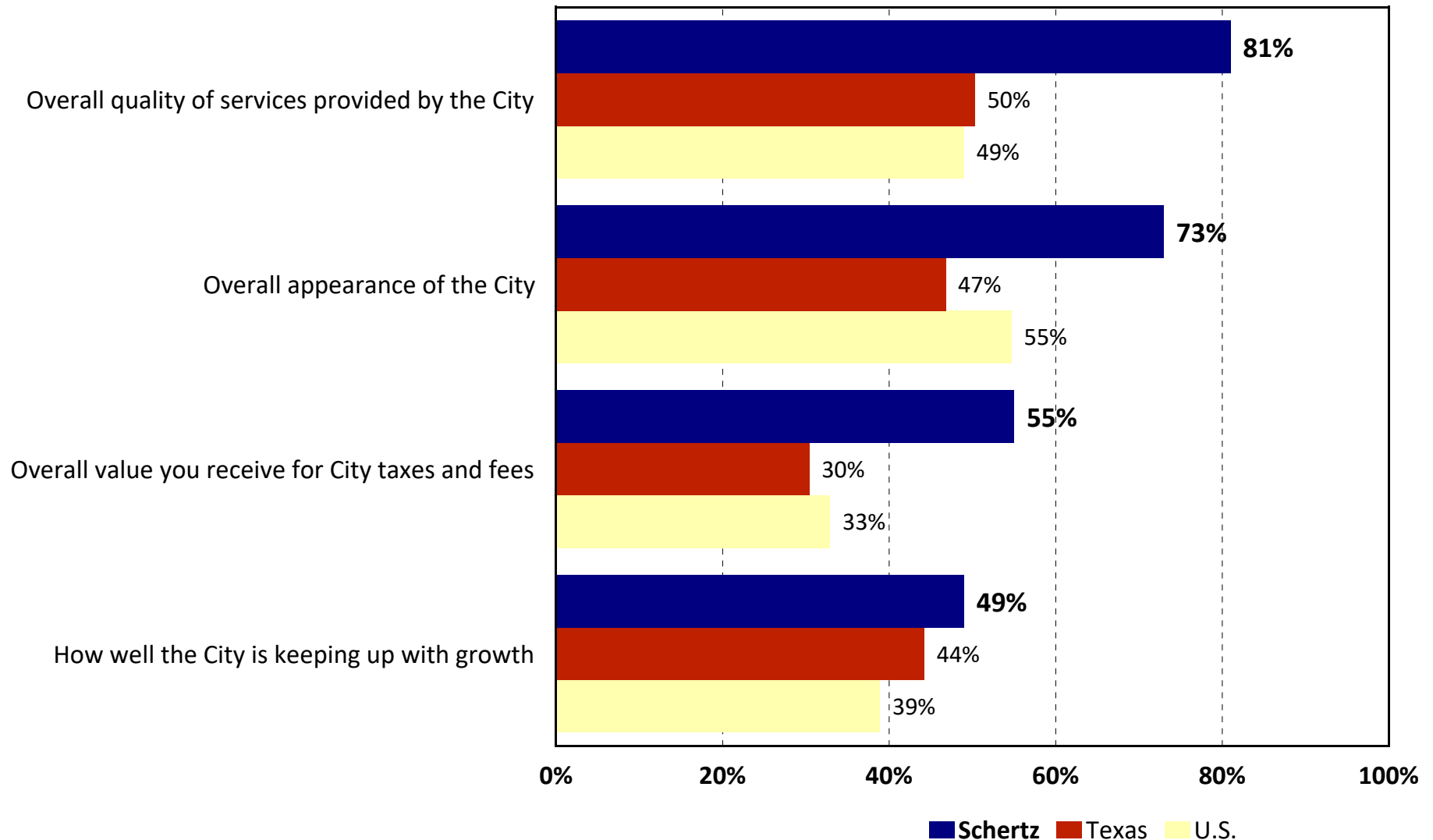
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Satisfaction with Perceptions of the City

Schertz vs. Texas vs. the U.S.

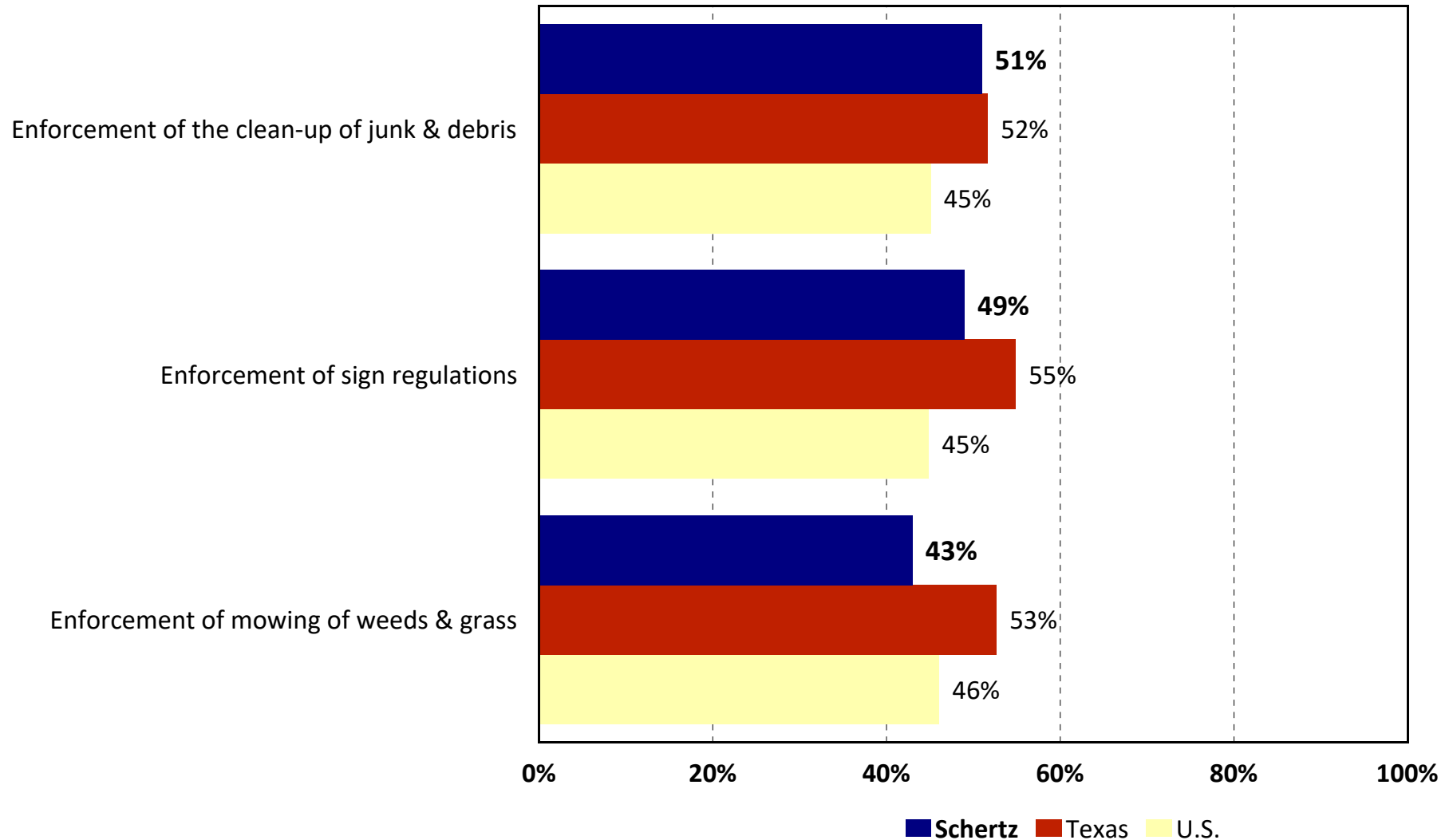
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Code Enforcement

Schertz vs. Texas vs. the U.S.

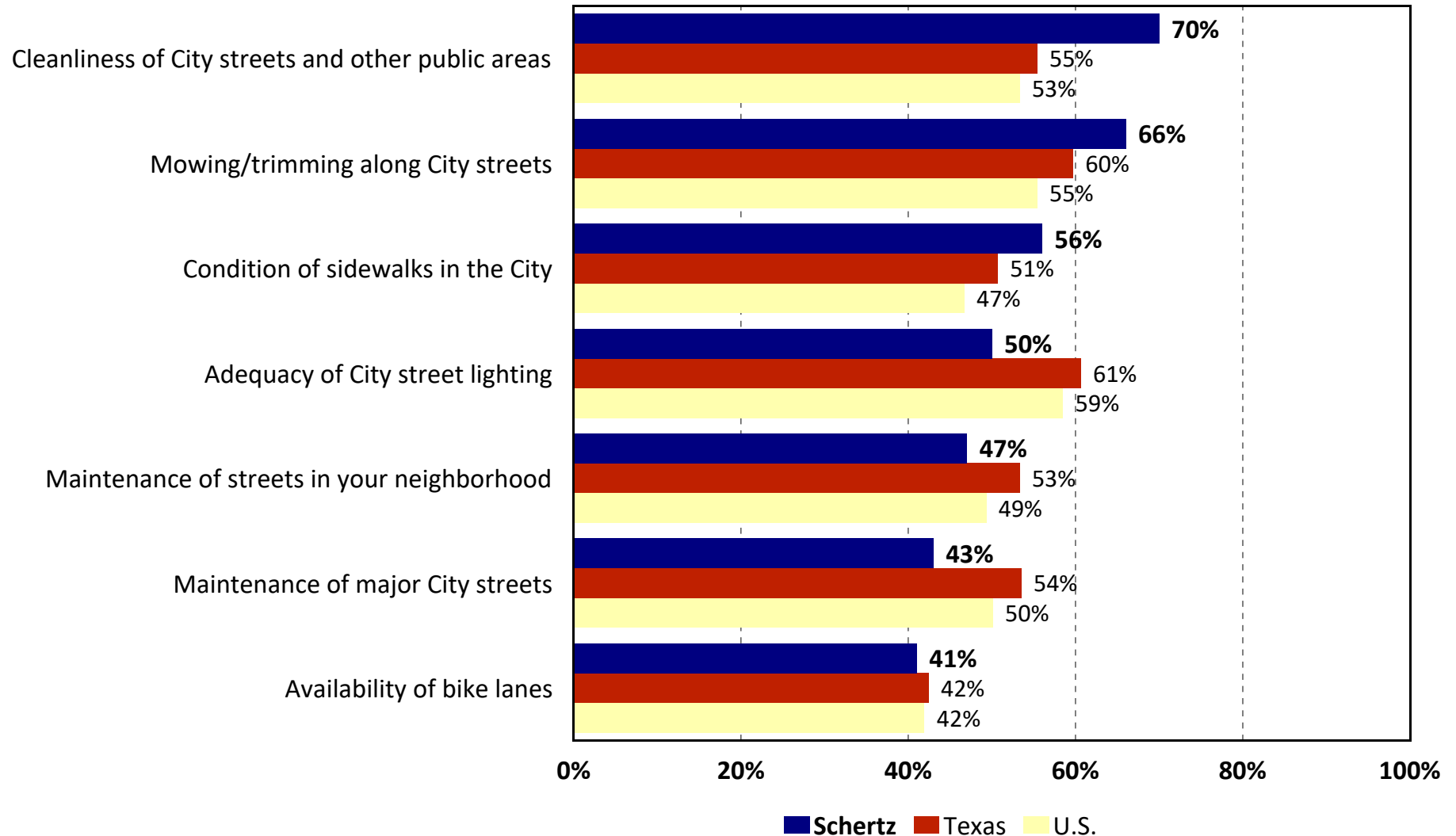
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Public Works Services

Schertz vs. Texas vs. the U.S.

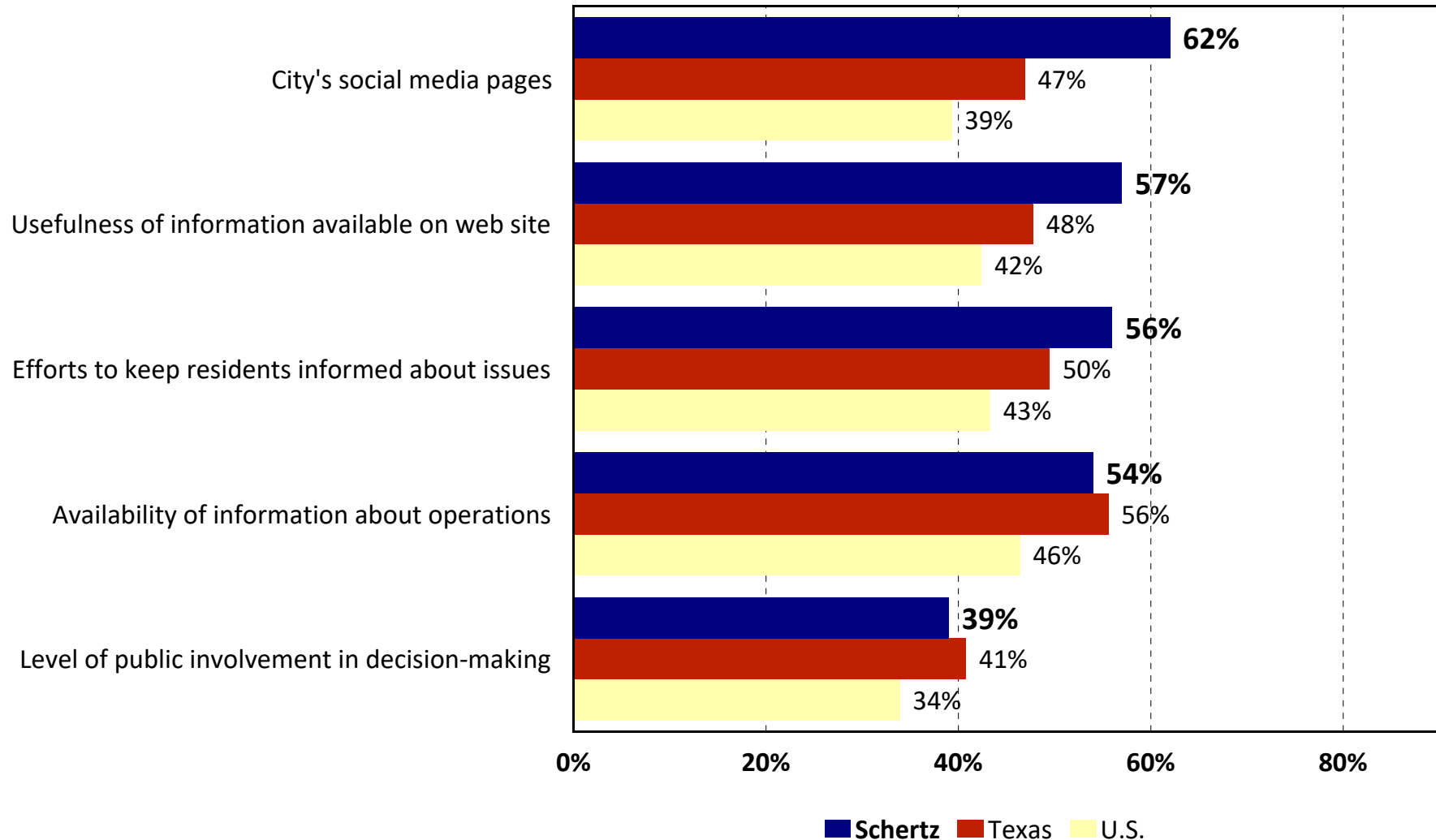
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Communication

Schertz vs. Texas vs. the U.S.

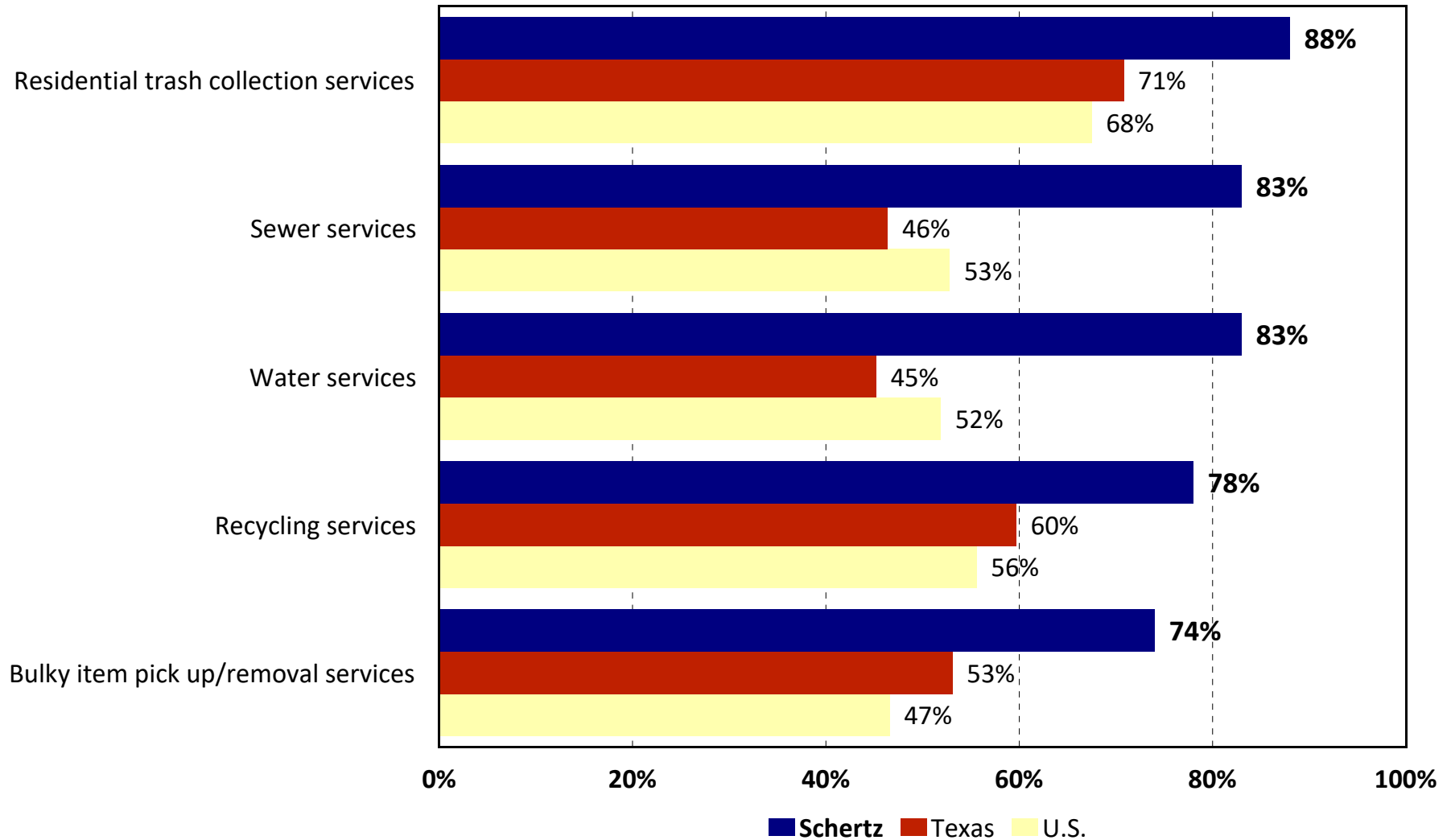
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Solid Waste/Utility Services

Schertz vs. Texas vs. the U.S.

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



3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders 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 (I-S) 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 (I-S) 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.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major City services that should receive the most emphasis over the next two years. Nearly one-third (32.5%) of households selected "*City communication with the public*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 64% of respondents surveyed rated "*City communication with the public*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 32.5% was multiplied by 36% (1-0.64). This calculation yielded an I-S rating of 0.1170, which ranked second out of fourteen categories of major City services analyzed.

Importance-Satisfaction Analysis



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 of importance 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 of the three most important areas.

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 (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

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

2023 Importance-Satisfaction Rating

City of Schertz

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcement of city codes and ordinances	38%	2	58%	14	0.1604	1
City communication with the public	33%	4	64%	12	0.1170	2
Medium Priority (IS <.10)						
Police services	49%	1	82%	5	0.0884	3
Management of stormwater runoff & flood prevention	26%	7	70%	11	0.0783	4
City parks and recreation programs	33%	3	80%	8	0.0660	5
City water and sewer services	32%	5	82%	6	0.0583	6
Animal Services	18%	10	75%	10	0.0445	7
Trash, recycling, & yard waste collection services	21%	9	85%	4	0.0312	8
Civic and community centers	14%	11	79%	9	0.0294	9
Emergency medical services	29%	6	90%	2	0.0287	10
Customer service provided by City employees	12%	12	81%	7	0.0220	11
Fire services	26%	8	93%	1	0.0179	12
Library services	11%	13	89%	3	0.0123	13
Municipal court services	2%	14	64%	13	0.0068	14

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

Most Important %:

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

Satisfaction %:

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

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2023 Importance-Satisfaction Rating

City of Schertz

Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Walking and biking trails in the City	52%	1	56%	8	0.2270	1
<u>High Priority (IS .10-.20)</u>						
Availability of adult recreation programs	33%	3	52%	9	0.1584	2
Availability of youth recreation programs	26%	4	56%	7	0.1153	3
<u>Medium Priority (IS <.10)</u>						
City swimming pools	20%	7	57%	6	0.0843	4
Maintenance and appearance of existing City parks	49%	2	85%	1	0.0741	5
Number of City parks	21%	6	72%	3	0.0591	6
Quality of outdoor athletic facilities	16%	8	65%	5	0.0574	7
Recreation Center	16%	9	66%	4	0.0554	8
Mowing and trimming of City parks	22%	5	81%	2	0.0410	9

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

Most Important %:

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

Satisfaction %:

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

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2023 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
<u>Very High Priority (IS >.20)</u>						
Enforcement of the clean-up of junk & debris	70%	1	51%	2	0.3420	1
Enforcement of mowing of weeds & grass	57%	2	43%	4	0.3266	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of graffiti regulations	32%	3	62%	1	0.1197	3
Enforcement of sign regulations	20%	4	49%	3	0.1000	4

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

Most Important %:

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

Satisfaction %:

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

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2023 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
<u>Very High Priority (IS >.20)</u>						
Maintenance of major TxDOT roadways	63%	7	39%	9	0.3819	1
Maintenance of major City streets	56%	8	43%	7	0.3169	2
Maintenance of streets in your neighborhood	45%	6	47%	6	0.2401	3
<u>High Priority (IS .10-.20)</u>						
Adequacy of City street lighting	29%	5	50%	5	0.1450	4
<u>Medium Priority (IS <.10)</u>						
Availability of bike lanes	14%	9	41%	8	0.0802	5
Condition of sidewalks in the City	18%	4	56%	4	0.0770	6
Cleanliness of City streets and other public areas	22%	1	70%	1	0.0672	7
Maintenance of creeks and open channels	12%	3	56%	3	0.0537	8
Mowing/trimming along City streets	10%	2	66%	2	0.0347	9

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

Most Important %:

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

Satisfaction %:

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

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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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. City parks & recreation programs	29.3%	43.2%	15.4%	2.0%	0.5%	9.7%
Q1-2. City water & sewer services	33.3%	47.4%	11.9%	4.2%	2.2%	1.0%
Q1-3. Emergency medical services	46.4%	27.0%	7.4%	1.0%	0.0%	18.1%
Q1-4. Enforcement of City codes & ordinances	16.6%	34.7%	21.1%	11.7%	5.5%	10.4%
Q1-5. Fire services	47.4%	28.5%	6.0%	0.2%	0.0%	17.9%
Q1-6. Library services	46.7%	31.3%	8.7%	0.2%	1.0%	12.2%
Q1-7. Management of stormwater runoff & flood prevention	23.3%	39.2%	17.4%	6.7%	3.2%	10.2%
Q1-8. Municipal court services	13.9%	22.8%	18.6%	1.5%	1.0%	42.2%
Q1-9. Police services	41.2%	32.3%	10.4%	3.5%	2.2%	10.4%
Q1-10. Trash, recycling, & yard waste collection services	44.7%	38.5%	7.7%	5.7%	1.5%	2.0%
Q1-11. City communication with the public	23.3%	38.5%	23.1%	7.9%	3.2%	4.0%
Q1-12. Customer service provided by City employees	31.3%	39.2%	13.9%	2.0%	1.5%	12.2%
Q1-13. Animal services (animal control, adoption center)	23.8%	34.0%	15.6%	2.0%	1.7%	22.8%
Q1-14. Civic & community centers	28.3%	37.5%	15.9%	1.0%	0.2%	17.1%

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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. City parks & recreation programs	32.4%	47.8%	17.0%	2.2%	0.5%
Q1-2. City water & sewer services	33.6%	47.9%	12.0%	4.3%	2.3%
Q1-3. Emergency medical services	56.7%	33.0%	9.1%	1.2%	0.0%
Q1-4. Enforcement of City codes & ordinances	18.6%	38.8%	23.5%	13.0%	6.1%
Q1-5. Fire services	57.7%	34.7%	7.3%	0.3%	0.0%
Q1-6. Library services	53.1%	35.6%	9.9%	0.3%	1.1%
Q1-7. Management of stormwater runoff & flood prevention	26.0%	43.6%	19.3%	7.5%	3.6%
Q1-8. Municipal court services	24.0%	39.5%	32.2%	2.6%	1.7%
Q1-9. Police services	46.0%	36.0%	11.6%	3.9%	2.5%
Q1-10. Trash, recycling, & yard waste collection services	45.6%	39.2%	7.8%	5.8%	1.5%
Q1-11. City communication with the public	24.3%	40.1%	24.0%	8.3%	3.4%
Q1-12. Customer service provided by City employees	35.6%	44.6%	15.8%	2.3%	1.7%
Q1-13. Animal services (animal control, adoption center)	30.9%	44.1%	20.3%	2.6%	2.3%
Q1-14. Civic & community centers	34.1%	45.2%	19.2%	1.2%	0.3%

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

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
City parks & recreation programs	51	12.7 %
City water & sewer services	42	10.4 %
Emergency medical services	15	3.7 %
Enforcement of City codes & ordinances	45	11.2 %
Fire services	10	2.5 %
Library services	10	2.5 %
Management of stormwater runoff & flood prevention	27	6.7 %
Municipal court services	1	0.2 %
Police services	106	26.3 %
Trash, recycling, & yard waste collection services	13	3.2 %
City communication with the public	29	7.2 %
Customer service provided by City employees	4	1.0 %
Animal services (animal control, adoption center)	11	2.7 %
Civic & community centers	8	2.0 %
None chosen	31	7.7 %
Total	403	100.0 %

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

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
City parks & recreation programs	30	7.4 %
City water & sewer services	27	6.7 %
Emergency medical services	32	7.9 %
Enforcement of City codes & ordinances	43	10.7 %
Fire services	47	11.7 %
Library services	8	2.0 %
Management of stormwater runoff & flood prevention	29	7.2 %
Municipal court services	2	0.5 %
Police services	39	9.7 %
Trash, recycling, & yard waste collection services	27	6.7 %
City communication with the public	46	11.4 %
Customer service provided by City employees	11	2.7 %
Animal services (animal control, adoption center)	8	2.0 %
Civic & community centers	10	2.5 %
None chosen	44	10.9 %
Total	403	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	19	4.7 %
City water & sewer services	34	8.4 %
Emergency medical services	44	10.9 %
Enforcement of City codes & ordinances	34	8.4 %
Fire services	32	7.9 %
Library services	14	3.5 %
Management of stormwater runoff & flood prevention	25	6.2 %
Municipal court services	1	0.2 %
Police services	23	5.7 %
Trash, recycling, & yard waste collection services	19	4.7 %
City communication with the public	38	9.4 %
Customer service provided by City employees	13	3.2 %
Animal services (animal control, adoption center)	28	6.9 %
Civic & community centers	16	4.0 %
None chosen	63	15.6 %
Total	403	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	33	8.2 %
City water & sewer services	28	6.9 %
Emergency medical services	25	6.2 %
Enforcement of City codes & ordinances	32	7.9 %
Fire services	14	3.5 %
Library services	13	3.2 %
Management of stormwater runoff & flood prevention	24	6.0 %
Municipal court services	4	1.0 %
Police services	30	7.4 %
Trash, recycling, & yard waste collection services	25	6.2 %
City communication with the public	18	4.5 %
Customer service provided by City employees	19	4.7 %
Animal services (animal control, adoption center)	25	6.2 %
Civic & community centers	22	5.5 %
None chosen	91	22.6 %
Total	403	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)

Q2. Top choice	Number	Percent
City parks & recreation programs	133	33.0 %
City water & sewer services	131	32.5 %
Emergency medical services	116	28.8 %
Enforcement of City codes & ordinances	154	38.2 %
Fire services	103	25.6 %
Library services	45	11.2 %
Management of stormwater runoff & flood prevention	105	26.1 %
Municipal court services	8	2.0 %
Police services	198	49.1 %
Trash, recycling, & yard waste collection services	84	20.8 %
City communication with the public	131	32.5 %
Customer service provided by City employees	47	11.7 %
Animal services (animal control, adoption center)	72	17.9 %
Civic & community centers	56	13.9 %
None chosen	31	7.7 %
Total	1414	

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=403)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q3-1. In your neighborhood during the day	56.6%	35.0%	6.2%	0.7%	1.0%	0.5%
Q3-2. In your neighborhood at night	29.5%	47.1%	15.4%	5.5%	1.5%	1.0%
Q3-3. Overall feeling of safety in Schertz	29.3%	54.6%	12.7%	2.2%	0.2%	1.0%
Q3-4. In City parks	20.3%	40.2%	20.6%	3.2%	0.5%	15.1%
Q3-5. In commercial & retail areas	22.3%	52.6%	18.4%	4.7%	0.2%	1.7%

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=403)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q3-1. In your neighborhood during the day	56.9%	35.2%	6.2%	0.7%	1.0%
Q3-2. In your neighborhood at night	29.8%	47.6%	15.5%	5.5%	1.5%
Q3-3. Overall feeling of safety in Schertz	29.6%	55.1%	12.8%	2.3%	0.3%
Q3-4. In City parks	24.0%	47.4%	24.3%	3.8%	0.6%
Q3-5. In commercial & retail areas	22.7%	53.5%	18.7%	4.8%	0.3%

Q4. Please rate your level of agreement with the following statement: "Schertz police officers work with transparency and accountability."

Q4. Schertz police officers work with transparency & accountability	Number	Percent
Strongly agree	155	38.5 %
Somewhat agree	88	21.8 %
Neutral	61	15.1 %
Somewhat disagree	11	2.7 %
Strongly disagree	8	2.0 %
Don't know	80	19.9 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"

Q4. Please rate your level of agreement with the following statement: "Schertz police officers work with transparency and accountability." (without "don't know")

Q4. Schertz police officers work with transparency & accountability	Number	Percent
Strongly agree	155	48.0 %
Somewhat agree	88	27.2 %
Neutral	61	18.9 %
Somewhat disagree	11	3.4 %
Strongly disagree	8	2.5 %
Total	323	100.0 %

Q5. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall quality of services provided by City	25.6%	54.1%	11.7%	6.0%	0.5%	2.2%
Q5-2. How well City is keeping up with growth	14.6%	32.8%	20.6%	19.9%	8.2%	4.0%
Q5-3. Overall quality of life in City	28.0%	47.6%	15.6%	6.5%	0.5%	1.7%
Q5-4. Overall value you receive for City taxes & fees	13.6%	39.5%	21.8%	14.4%	6.7%	4.0%
Q5-5. Overall quality of new development	8.9%	29.8%	25.3%	17.9%	9.9%	8.2%
Q5-6. Appearance of residential property in City	12.4%	50.9%	22.8%	10.2%	1.5%	2.2%
Q5-7. Appearance of commercial property in City	14.1%	50.4%	24.8%	8.2%	1.0%	1.5%
Q5-8. Overall appearance of City	17.9%	54.1%	17.4%	7.2%	1.7%	1.7%

WITHOUT "DON'T KNOW"

Q5. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall quality of services provided by City	26.1%	55.3%	11.9%	6.1%	0.5%
Q5-2. How well City is keeping up with growth	15.2%	34.1%	21.4%	20.7%	8.5%
Q5-3. Overall quality of life in City	28.5%	48.5%	15.9%	6.6%	0.5%
Q5-4. Overall value you receive for City taxes & fees	14.2%	41.1%	22.7%	15.0%	7.0%
Q5-5. Overall quality of new development	9.7%	32.4%	27.6%	19.5%	10.8%
Q5-6. Appearance of residential property in City	12.7%	52.0%	23.4%	10.4%	1.5%
Q5-7. Appearance of commercial property in City	14.4%	51.1%	25.2%	8.3%	1.0%
Q5-8. Overall appearance of City	18.2%	55.1%	17.7%	7.3%	1.8%

Q6. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Maintenance & appearance of existing City parks	26.8%	49.4%	10.9%	2.2%	0.5%	10.2%
Q6-2. Number of City parks	20.6%	42.7%	16.9%	6.7%	1.2%	11.9%
Q6-3. Walking & biking trails in City	14.4%	33.0%	21.6%	12.7%	2.7%	15.6%
Q6-4. Recreation center	13.4%	35.7%	19.9%	3.7%	1.5%	25.8%
Q6-5. City swimming pools	12.9%	27.5%	22.6%	6.5%	1.5%	29.0%
Q6-6. Availability of youth recreation programs	10.4%	26.1%	23.3%	3.5%	1.2%	35.5%
Q6-7. Availability of adult recreation programs	8.4%	28.3%	25.8%	5.5%	2.5%	29.5%
Q6-8. Quality of outdoor athletic facilities (e.g., baseball, soccer)	14.4%	35.2%	21.6%	5.2%	0.2%	23.3%
Q6-9. Mowing & trimming of City parks	19.6%	52.6%	14.4%	1.7%	0.5%	11.2%

WITHOUT "DON'T KNOW"

Q6. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Maintenance & appearance of existing City parks	29.8%	55.0%	12.2%	2.5%	0.6%
Q6-2. Number of City parks	23.4%	48.5%	19.2%	7.6%	1.4%
Q6-3. Walking & biking trails in City	17.1%	39.1%	25.6%	15.0%	3.2%
Q6-4. Recreation center	18.1%	48.2%	26.8%	5.0%	2.0%
Q6-5. City swimming pools	18.2%	38.8%	31.8%	9.1%	2.1%
Q6-6. Availability of youth recreation programs	16.2%	40.4%	36.2%	5.4%	1.9%
Q6-7. Availability of adult recreation programs	12.0%	40.1%	36.6%	7.7%	3.5%
Q6-8. Quality of outdoor athletic facilities (e.g., baseball, soccer)	18.8%	46.0%	28.2%	6.8%	0.3%
Q6-9. Mowing & trimming of City parks	22.1%	59.2%	16.2%	2.0%	0.6%

Q7. Which THREE of the parks and recreation services listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing City parks	104	25.8 %
Number of City parks	38	9.4 %
Walking & biking trails in City	91	22.6 %
Recreation center	11	2.7 %
City swimming pools	23	5.7 %
Availability of youth recreation programs	30	7.4 %
Availability of adult recreation programs	28	6.9 %
Quality of outdoor athletic facilities (e.g., baseball, soccer)	18	4.5 %
Mowing & trimming of City parks	18	4.5 %
None chosen	42	10.4 %
Total	403	100.0 %

Q7. Which THREE of the parks and recreation services listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing City parks	50	12.4 %
Number of City parks	26	6.5 %
Walking & biking trails in City	75	18.6 %
Recreation center	23	5.7 %
City swimming pools	26	6.5 %
Availability of youth recreation programs	38	9.4 %
Availability of adult recreation programs	56	13.9 %
Quality of outdoor athletic facilities (e.g., baseball, soccer)	17	4.2 %
Mowing & trimming of City parks	32	7.9 %
None chosen	60	14.9 %
Total	403	100.0 %

Q7. Which THREE of the parks and recreation services listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q7. 3rd choice	Number	Percent
Maintenance & appearance of existing City parks	45	11.2 %
Number of City parks	21	5.2 %
Walking & biking trails in City	42	10.4 %
Recreation center	32	7.9 %
City swimming pools	30	7.4 %
Availability of youth recreation programs	38	9.4 %
Availability of adult recreation programs	49	12.2 %
Quality of outdoor athletic facilities (e.g., baseball, soccer)	31	7.7 %
Mowing & trimming of City parks	37	9.2 %
None chosen	78	19.4 %
Total	403	100.0 %

SUM OF TOP 3 CHOICES

Q7. Which THREE of the parks and recreation services listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

Q7. Sum of top 3 choices	Number	Percent
Maintenance & appearance of existing City parks	199	49.4 %
Number of City parks	85	21.1 %
Walking & biking trails in City	208	51.6 %
Recreation center	66	16.4 %
City swimming pools	79	19.6 %
Availability of youth recreation programs	106	26.3 %
Availability of adult recreation programs	133	33.0 %
Quality of outdoor athletic facilities (e.g., baseball, soccer)	66	16.4 %
Mowing & trimming of City parks	87	21.6 %
None chosen	42	10.4 %
Total	1071	

Q8. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Enforcement of cleanup of junk & debris on private property	10.4%	35.0%	20.6%	17.9%	6.2%	9.9%
Q8-2. Enforcement of mowing of weeds & grass on private property	9.7%	29.0%	24.3%	22.1%	6.0%	8.9%
Q8-3. Enforcement of sign regulations	11.2%	31.0%	29.8%	10.9%	3.7%	13.4%
Q8-4. Enforcement of graffiti regulations	15.9%	35.7%	24.3%	5.7%	2.0%	16.4%

WITHOUT "DON'T KNOW"

Q8. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Enforcement of cleanup of junk & debris on private property	11.6%	38.8%	22.9%	19.8%	6.9%
Q8-2. Enforcement of mowing of weeds & grass on private property	10.6%	31.9%	26.7%	24.3%	6.5%
Q8-3. Enforcement of sign regulations	12.9%	35.8%	34.4%	12.6%	4.3%
Q8-4. Enforcement of graffiti regulations	19.0%	42.7%	29.1%	6.8%	2.4%

Q9. Which TWO of the code enforcement services listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q9. Top choice	Number	Percent
Enforcement of cleanup of junk & debris on private property	203	50.4 %
Enforcement of mowing of weeds & grass on private property	71	17.6 %
Enforcement of sign regulations	36	8.9 %
Enforcement of graffiti regulations	59	14.6 %
None chosen	34	8.4 %
Total	403	100.0 %

Q9. Which TWO of the code enforcement services listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q9. 2nd choice	Number	Percent
Enforcement of cleanup of junk & debris on private property	78	19.4 %
Enforcement of mowing of weeds & grass on private property	160	39.7 %
Enforcement of sign regulations	43	10.7 %
Enforcement of graffiti regulations	68	16.9 %
None chosen	54	13.4 %
Total	403	100.0 %

SUM OF TOP 2 CHOICES

Q9. Which TWO of the code enforcement services listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 2)

Q9. Sum of top 2 choices	Number	Percent
Enforcement of cleanup of junk & debris on private property	281	69.7 %
Enforcement of mowing of weeds & grass on private property	231	57.3 %
Enforcement of sign regulations	79	19.6 %
Enforcement of graffiti regulations	127	31.5 %
None chosen	34	8.4 %
Total	752	

Q10. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	8.4%	28.5%	16.4%	24.1%	18.9%	3.7%
Q10-2. Maintenance of major City streets (non-TxDOT roadways)	9.7%	32.0%	22.3%	21.1%	11.7%	3.2%
Q10-3. Maintenance of streets in your neighborhood	13.6%	32.0%	17.6%	22.6%	10.4%	3.7%
Q10-4. Mowing/trimming along City streets	16.4%	46.7%	20.6%	9.2%	2.7%	4.5%
Q10-5. Cleanliness of City streets & other public areas	16.6%	51.1%	16.1%	9.7%	2.5%	4.0%
Q10-6. Maintenance of creeks & open channels	11.9%	35.0%	22.6%	10.9%	2.7%	16.9%
Q10-7. Condition of sidewalks in City	11.9%	39.2%	20.8%	14.1%	6.0%	7.9%
Q10-8. Availability of bike lanes	8.4%	25.6%	27.8%	14.6%	6.7%	16.9%
Q10-9. Adequacy of City street lighting	10.2%	36.7%	22.3%	20.1%	5.7%	5.0%

WITHOUT "DON'T KNOW"

Q10. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of major TxDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	8.8%	29.6%	17.0%	25.0%	19.6%
Q10-2. Maintenance of major City streets (non-TxDOT roadways)	10.0%	33.1%	23.1%	21.8%	12.1%
Q10-3. Maintenance of streets in your neighborhood	14.2%	33.2%	18.3%	23.5%	10.8%
Q10-4. Mowing/trimming along City streets	17.1%	48.8%	21.6%	9.6%	2.9%
Q10-5. Cleanliness of City streets & other public areas	17.3%	53.2%	16.8%	10.1%	2.6%
Q10-6. Maintenance of creeks & open channels	14.3%	42.1%	27.2%	13.1%	3.3%
Q10-7. Condition of sidewalks in City	12.9%	42.6%	22.6%	15.4%	6.5%
Q10-8. Availability of bike lanes	10.1%	30.7%	33.4%	17.6%	8.1%
Q10-9. Adequacy of City street lighting	10.7%	38.6%	23.5%	21.1%	6.0%

Q11. Which THREE of the public works services listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major TXDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	155	38.5 %
Maintenance of major City streets (non-TXDOT roadways)	64	15.9 %
Maintenance of streets in your neighborhood	61	15.1 %
Mowing/trimming along City streets	8	2.0 %
Cleanliness of City streets & other public areas	12	3.0 %
Maintenance of creeks & open channels	8	2.0 %
Condition of sidewalks in City	11	2.7 %
Availability of bike lanes	17	4.2 %
Adequacy of City street lighting	41	10.2 %
None chosen	26	6.5 %
Total	403	100.0 %

Q11. Which THREE of the public works services listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major TXDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	50	12.4 %
Maintenance of major City streets (non-TXDOT roadways)	120	29.8 %
Maintenance of streets in your neighborhood	65	16.1 %
Mowing/trimming along City streets	13	3.2 %
Cleanliness of City streets & other public areas	26	6.5 %
Maintenance of creeks & open channels	19	4.7 %
Condition of sidewalks in City	28	6.9 %
Availability of bike lanes	17	4.2 %
Adequacy of City street lighting	28	6.9 %
None chosen	37	9.2 %
Total	403	100.0 %

Q11. Which THREE of the public works services listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major TXDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	47	11.7 %
Maintenance of major City streets (non-TXDOT roadways)	40	9.9 %
Maintenance of streets in your neighborhood	57	14.1 %
Mowing/trimming along City streets	20	5.0 %
Cleanliness of City streets & other public areas	52	12.9 %
Maintenance of creeks & open channels	22	5.5 %
Condition of sidewalks in City	32	7.9 %
Availability of bike lanes	21	5.2 %
Adequacy of City street lighting	48	11.9 %
None chosen	64	15.9 %
Total	403	100.0 %

SUM OF TOP 3 CHOICE

Q11. Which THREE of the public works services listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)

<u>Q11. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major TXDOT roadways (IH 35, FM78, FM 1518, FM 3009, FM 1103)	252	62.5 %
Maintenance of major City streets (non-TXDOT roadways)	224	55.6 %
Maintenance of streets in your neighborhood	183	45.4 %
Mowing/trimming along City streets	41	10.2 %
Cleanliness of City streets & other public areas	90	22.3 %
Maintenance of creeks & open channels	49	12.2 %
Condition of sidewalks in City	71	17.6 %
Availability of bike lanes	55	13.6 %
Adequacy of City street lighting	117	29.0 %
None chosen	26	6.5 %
Total	1108	

Q12. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Availability of information about government operations	13.4%	35.0%	25.6%	11.4%	4.0%	10.7%
Q12-2. City efforts to keep residents informed about local issues	15.6%	36.7%	22.8%	14.9%	3.5%	6.5%
Q12-3. Level of public involvement in City decision-making	8.2%	24.8%	29.0%	14.9%	7.9%	15.1%
Q12-4. Usefulness of information that is available on City's website	13.9%	36.7%	28.0%	7.9%	2.2%	11.2%
Q12-5. How well City listens & responds to needs of citizens	7.2%	22.3%	28.8%	12.2%	7.4%	22.1%
Q12-6. Level of fiscal transparency	7.9%	25.1%	32.0%	6.5%	5.0%	23.6%
Q12-7. Schertz magazine	39.2%	39.7%	11.9%	1.0%	1.2%	6.9%
Q12-8. City's social media pages	13.2%	34.7%	25.6%	2.5%	0.7%	23.3%
Q12-9. City's biweekly electronic newsletter	9.9%	24.8%	23.6%	1.0%	0.7%	40.0%

WITHOUT "DON'T KNOW"

Q12. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Availability of information about government operations	15.0%	39.2%	28.6%	12.8%	4.4%
Q12-2. City efforts to keep residents informed about local issues	16.7%	39.3%	24.4%	15.9%	3.7%
Q12-3. Level of public involvement in City decision-making	9.6%	29.2%	34.2%	17.5%	9.4%
Q12-4. Usefulness of information that is available on City's website	15.6%	41.3%	31.6%	8.9%	2.5%
Q12-5. How well City listens & responds to needs of citizens	9.2%	28.7%	36.9%	15.6%	9.6%
Q12-6. Level of fiscal transparency	10.4%	32.8%	41.9%	8.4%	6.5%
Q12-7. Schertz magazine	42.1%	42.7%	12.8%	1.1%	1.3%
Q12-8. City's social media pages	17.2%	45.3%	33.3%	3.2%	1.0%
Q12-9. City's biweekly electronic newsletter	16.5%	41.3%	39.3%	1.7%	1.2%

Q13. Which of the following electronic sources of information are you currently using?

Q13. Which following electronic sources of information
are you currently using

	Number	Percent
Facebook	286	71.0 %
X (formerly known as Twitter)	43	10.7 %
YouTube	131	32.5 %
Instagram	85	21.1 %
iPhone application	130	32.3 %
Android applications	79	19.6 %
Nextdoor	154	38.2 %
Landline	33	8.2 %
Text messages	249	61.8 %
Internet (general use)	250	62.0 %
Email	264	65.5 %
Podcast	34	8.4 %
Other	7	1.7 %
None of the above	14	3.5 %
Total	1759	

WITHOUT "NONE OF THE ABOVE"**Q13. Which of the following electronic sources of information are you currently using? (without "none of the above")**

Q13. Which following electronic sources of information
are you currently using

	Number	Percent
Facebook	286	73.5 %
Email	264	67.9 %
Internet (general use)	250	64.3 %
Text messages	249	64.0 %
Nextdoor	154	39.6 %
YouTube	131	33.7 %
iPhone application	130	33.4 %
Instagram	85	21.9 %
Android applications	79	20.3 %
X (formerly known as Twitter)	43	11.1 %
Podcast	34	8.7 %
Landline	33	8.5 %
Other	7	1.8 %
Total	1745	

Q13-13. Other

Q13-13. Other	Number	Percent
LinkedIn	1	14.3 %
Phone calls	1	14.3 %
Bluesky and Discord	1	14.3 %
Municipal online payment app	1	14.3 %
Schertz magazine	1	14.3 %
Word of mouth	1	14.3 %
Mail	1	14.3 %
Total	7	100.0 %

Q13a. If you use Facebook, X (formerly known as Twitter), YouTube, or Instagram, do you follow any of the City's accounts on these social media outlets?

Q13a. Do you follow any City's accounts on these social media outlets

	Number	Percent
Yes	182	57.8 %
No	124	39.4 %
Not provided	9	2.9 %
Total	315	100.0 %

WITHOUT "NOT PROVIDED"**Q13a. If you use Facebook, X (formerly known as Twitter), YouTube, or Instagram, do you follow any of the City's accounts on these social media outlets? (without "not provided")**

Q13a. Do you follow any City's accounts on these social media outlets

	Number	Percent
Yes	182	59.5 %
No	124	40.5 %
Total	306	100.0 %

Q14. From which of the following sources do you currently get information about the City of Schertz?

Q14. From which sources do you currently get
information about City of Schertz

	Number	Percent
City website (schertz.com)	227	56.3 %
Enclosures in City utility bill	106	26.3 %
Local TV news	94	23.3 %
Neighborhood groups (HOA)	108	26.8 %
Community Impact News	66	16.4 %
Local radio	16	4.0 %
City social media outlets	101	25.1 %
Public meetings	33	8.2 %
Schertz magazine	323	80.1 %
Post cards	11	2.7 %
Public service announcements (videos)	16	4.0 %
Electronic newsletter (email)	54	13.4 %
City Council meetings	27	6.7 %
Schertz Police Department mobile app	48	11.9 %
City electronic LED sign	47	11.7 %
Other	14	3.5 %
Total	1291	

Q14-16. Other

Q14-16. Other	Number	Percent
Word of mouth	2	16.7 %
Friends and family	1	8.3 %
Citizens here in the city	1	8.3 %
Metro	1	8.3 %
Social media	1	8.3 %
Friends and neighbors	1	8.3 %
Text	1	8.3 %
Facebook	1	8.3 %
Local paper	1	8.3 %
Mail	1	8.3 %
PEOPLE WHO POST INFORMATION	1	8.3 %
Total	12	100.0 %

Q15. From which THREE of the sources listed in Question 14 would you most prefer to get information about the City?

Q15. Top choice	Number	Percent
City website (schertz.com)	113	28.0 %
Enclosures in City utility bill	22	5.5 %
Local TV news	15	3.7 %
Neighborhood groups (HOA)	10	2.5 %
Community Impact News	13	3.2 %
Local radio	4	1.0 %
City social media outlets	45	11.2 %
Public meetings	1	0.2 %
Schertz magazine	88	21.8 %
Public service announcements (videos)	2	0.5 %
Electronic newsletter (email)	38	9.4 %
City Council meetings	3	0.7 %
Schertz Police Department mobile app	12	3.0 %
City electronic LED sign	2	0.5 %
None chosen	35	8.7 %
Total	403	100.0 %

Q15. From which THREE of the sources listed in Question 14 would you most prefer to get information about the City?

Q15. 2nd choice	Number	Percent
City website (schertz.com)	66	16.4 %
Enclosures in City utility bill	36	8.9 %
Local TV news	11	2.7 %
Neighborhood groups (HOA)	16	4.0 %
Community Impact News	15	3.7 %
Local radio	4	1.0 %
City social media outlets	36	8.9 %
Public meetings	6	1.5 %
Schertz magazine	89	22.1 %
Post cards	8	2.0 %
Public service announcements (videos)	6	1.5 %
Electronic newsletter (email)	24	6.0 %
City Council meetings	6	1.5 %
Schertz Police Department mobile app	12	3.0 %
City electronic LED sign	6	1.5 %
None chosen	62	15.4 %
Total	403	100.0 %

Q15. From which THREE of the sources listed in Question 14 would you most prefer to get information about the City?

Q15. 3rd choice	Number	Percent
City website (schertz.com)	35	8.7 %
Enclosures in City utility bill	22	5.5 %
Local TV news	25	6.2 %
Neighborhood groups (HOA)	18	4.5 %
Community Impact News	24	6.0 %
Local radio	2	0.5 %
City social media outlets	26	6.5 %
Public meetings	9	2.2 %
Schertz magazine	65	16.1 %
Post cards	11	2.7 %
Public service announcements (videos)	6	1.5 %
Electronic newsletter (email)	36	8.9 %
City Council meetings	4	1.0 %
Schertz Police Department mobile app	12	3.0 %
City electronic LED sign	12	3.0 %
None chosen	96	23.8 %
Total	403	100.0 %

SUM OF TOP 3 CHOICES

Q15. From which THREE of the sources listed in Question 14 would you most prefer to get information about the City? (top 3)

Q15. Sum of top 3 choices	Number	Percent
City website (schertz.com)	214	53.1 %
Enclosures in City utility bill	80	19.9 %
Local TV news	51	12.7 %
Neighborhood groups (HOA)	44	10.9 %
Community Impact News	52	12.9 %
Local radio	10	2.5 %
City social media outlets	107	26.6 %
Public meetings	16	4.0 %
Schertz magazine	242	60.0 %
Post cards	19	4.7 %
Public service announcements (videos)	14	3.5 %
Electronic newsletter (email)	98	24.3 %
City Council meetings	13	3.2 %
Schertz Police Department mobile app	36	8.9 %
City electronic LED sign	20	5.0 %
None chosen	35	8.7 %
Total	1051	

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	202	50.1 %
No	201	49.9 %
Total	403	100.0 %

Q16a. (Only 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	88	43.6 %
Good	62	30.7 %
Fair	29	14.4 %
Poor	21	10.4 %
Don't know	2	1.0 %
Total	202	100.0 %

WITHOUT "DON'T KNOW"**Q16a. (Only if "YES" to Question 16) How would you describe the service you received? (without "don't know")**

Q16a. How would you describe the service you received	Number	Percent
Excellent	88	44.0 %
Good	62	31.0 %
Fair	29	14.5 %
Poor	21	10.5 %
Total	200	100.0 %

Q16b. (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.

(N=202)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16b-1. How easy they were to contact	50.0%	33.7%	6.9%	4.5%	3.0%	2.0%
Q16b-2. The way you were treated	54.0%	29.7%	5.0%	4.5%	4.0%	3.0%
Q16b-3. Accuracy of information & assistance you were given	49.0%	26.7%	10.9%	6.9%	3.5%	3.0%
Q16b-4. How quickly City staff responded to your request	48.0%	29.2%	9.9%	3.0%	7.4%	2.5%
Q16b-5. How well your issue was handled	45.5%	26.2%	9.9%	8.9%	6.4%	3.0%

WITHOUT "DON'T KNOW"

Q16b. (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. (without "don't know")

(N=202)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16b-1. How easy they were to contact	51.0%	34.3%	7.1%	4.5%	3.0%
Q16b-2. The way you were treated	55.6%	30.6%	5.1%	4.6%	4.1%
Q16b-3. Accuracy of information & assistance you were given	50.5%	27.6%	11.2%	7.1%	3.6%
Q16b-4. How quickly City staff responded to your request	49.2%	29.9%	10.2%	3.0%	7.6%
Q16b-5. How well your issue was handled	46.9%	27.0%	10.2%	9.2%	6.6%

Q17. Are you aware the City has an Emergency Notification System (CivicReady)?

Q17. Are you aware City has an Emergency Notification System (CivicReady)	Number	Percent
Yes	184	45.7 %
No	219	54.3 %
Total	403	100.0 %

Q17a. Are you currently enrolled to receive notifications?

Q17a. Are you currently enrolled to receive notifications	Number	Percent
Yes	129	70.1 %
No	55	29.9 %
Total	184	100.0 %

Q18. If you were to experience a disaster (flood, tornado, fire, etc.), how prepared are you to seek and obtain the necessary resources for your household and/or business?

Q18. How prepared are you to seek & obtain necessary resources for your household and/or business	Number	Percent
Very prepared	60	14.9 %
Somewhat prepared	195	48.4 %
Neutral	56	13.9 %
Unprepared	60	14.9 %
Very unprepared	9	2.2 %
Don't know	23	5.7 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"**Q18. If you were to experience a disaster (flood, tornado, fire, etc.), how prepared are you to seek and obtain the necessary resources for your household and/or business? (without "don't know")**

Q18. How prepared are you to seek & obtain necessary resources for your household and/or business	Number	Percent
Very prepared	60	15.8 %
Somewhat prepared	195	51.3 %
Neutral	56	14.7 %
Unprepared	60	15.8 %
Very unprepared	9	2.4 %
Total	380	100.0 %

Q19. In what areas do you feel the least prepared for a disaster?

Q19. In what areas do you feel the least prepared for a disaster	Number	Percent
Post disaster first aid	104	25.8 %
Securing your home	129	32.0 %
Insurance & financial coverage	62	15.4 %
Alternative sheltering options	186	46.2 %
Communication planning with friends & family	65	16.1 %
Debris removal after disaster	188	46.7 %
Other	3	0.7 %
None of these	45	11.2 %
Total	782	

WITHOUT "NONE OF THESE"**Q19. In what areas do you feel the least prepared for a disaster? (without "none of these")**

Q19. In what areas do you feel the least prepared for a disaster	Number	Percent
Debris removal after disaster	188	52.5 %
Alternative sheltering options	186	52.0 %
Securing your home	129	36.0 %
Post disaster first aid	104	29.1 %
Communication planning with friends & family	65	18.2 %
Insurance & financial coverage	62	17.3 %
Other	3	0.8 %
Total	737	

Q19-7. Other

Q19-7. Other	Number	Percent
Clean water, food for family	1	33.3 %
Notice of tornado	1	33.3 %
Personal physical fitness	1	33.3 %
Total	3	100.0 %

Q20. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Residential trash (garbage) collection services	49.9%	34.5%	6.7%	4.0%	1.2%	3.7%
Q20-2. Bulky item pickup/ removal services (old furniture, appliances)	33.3%	30.0%	15.1%	6.0%	1.2%	14.4%
Q20-3. Recycling services	39.2%	33.7%	11.2%	5.2%	4.0%	6.7%
Q20-4. Water services	39.2%	40.9%	11.2%	3.2%	2.2%	3.2%
Q20-5. Sewer services	37.0%	41.2%	11.9%	3.0%	1.0%	6.0%
Q20-6. Utility billing	34.2%	41.9%	13.2%	3.7%	2.2%	4.7%

WITHOUT "DON'T KNOW"

Q20. 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=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Residential trash (garbage) collection services	51.8%	35.8%	7.0%	4.1%	1.3%
Q20-2. Bulky item pickup/ removal services (old furniture, appliances)	38.8%	35.1%	17.7%	7.0%	1.4%
Q20-3. Recycling services	42.0%	36.2%	12.0%	5.6%	4.3%
Q20-4. Water services	40.5%	42.3%	11.5%	3.3%	2.3%
Q20-5. Sewer services	39.3%	43.8%	12.7%	3.2%	1.1%
Q20-6. Utility billing	35.9%	44.0%	13.8%	3.9%	2.3%

Q21. 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=403)

	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
Q21-1. Library services	5.0%	15.4%	52.9%	0.0%	0.5%	26.3%
Q21-2. Law enforcement	15.6%	37.0%	31.0%	0.5%	0.2%	15.6%
Q21-3. Fire response	9.2%	21.6%	48.4%	0.2%	0.0%	20.6%
Q21-4. Emergency medical services	8.9%	23.3%	47.6%	0.0%	0.0%	20.1%
Q21-5. Parks & open space	12.4%	27.3%	39.5%	2.5%	0.5%	17.9%
Q21-6. Recreation activities	11.2%	28.3%	37.7%	1.2%	0.5%	21.1%
Q21-7. Maintenance of streets & sidewalks	37.0%	39.7%	14.9%	0.7%	0.5%	7.2%

WITHOUT "DON'T KNOW"

Q21. 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=403)

	Should be much higher	Should be a little higher	Should stay the same	Should be a little lower	Should be much lower
Q21-1. Library services	6.7%	20.9%	71.7%	0.0%	0.7%
Q21-2. Law enforcement	18.5%	43.8%	36.8%	0.6%	0.3%
Q21-3. Fire response	11.6%	27.2%	60.9%	0.3%	0.0%
Q21-4. Emergency medical services	11.2%	29.2%	59.6%	0.0%	0.0%
Q21-5. Parks & open space	15.1%	33.2%	48.0%	3.0%	0.6%
Q21-6. Recreation activities	14.2%	35.8%	47.8%	1.6%	0.6%
Q21-7. Maintenance of streets & sidewalks	39.8%	42.8%	16.0%	0.8%	0.5%

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

Q22. What following programs offered by City of

<u>Schertz are you familiar with</u>	<u>Number</u>	<u>Percent</u>
Citizens Police Academy	191	47.4 %
Schertz Senior Center	254	63.0 %
EMS Passport to Care	105	26.1 %
VIA Rideshare	64	15.9 %
Alamo Regional Transit (ART)	61	15.1 %
Library Brainfuse online tutoring	27	6.7 %
CivicReady emergency notifications	93	23.1 %
None of these	97	24.1 %
Total	892	

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

Q22. What following programs offered by City of

<u>Schertz are you familiar with</u>	<u>Number</u>	<u>Percent</u>
Schertz Senior Center	254	83.0 %
Citizens Police Academy	191	62.4 %
EMS Passport to Care	105	34.3 %
CivicReady emergency notifications	93	30.4 %
VIA Rideshare	64	20.9 %
Alamo Regional Transit (ART)	61	19.9 %
Library Brainfuse online tutoring	27	8.8 %
Total	795	

Q23. What do you think are the THREE biggest issues Schertz will face within the next FIVE years?

Q23. What are the biggest issues Schertz will face within next five years	Number	Percent
Traffic	311	77.2 %
Planning for rapid growth	179	44.4 %
Public schools	56	13.9 %
Road repair/maintenance/expansion	208	51.6 %
Taxes/property taxes/finances	111	27.5 %
Public transportation	46	11.4 %
Crime	145	36.0 %
Environmental issues	23	5.7 %
Utility rates	64	15.9 %
Neighborhood preservation	10	2.5 %
Other	7	1.7 %
Don't know	3	0.7 %
Total	1163	

WITHOUT "DON'T KNOW"**Q23. What do you think are the THREE biggest issues Schertz will face within the next FIVE years? (without "don't know")**

Q23. What are the biggest issues Schertz will face within next five years	Number	Percent
Traffic	311	77.8 %
Road repair/maintenance/expansion	208	52.0 %
Planning for rapid growth	179	44.8 %
Crime	145	36.3 %
Taxes/property taxes/finances	111	27.8 %
Utility rates	64	16.0 %
Public schools	56	14.0 %
Public transportation	46	11.5 %
Environmental issues	23	5.8 %
Neighborhood preservation	10	2.5 %
Other	7	1.8 %
Total	1160	

Q23-11. Other

- Cleanliness!! Too much trash everywhere
- flooding
- Limiting the growth
- Massive increase in apartments and section 8 type housing and duplexes which will bring increased crime
- Neighborhood street speeding
- Too much uncontrolled growth. No reasonable planning.

Q24. Which of the following are the primary reasons you choose to live in Schertz?

Q24. Which following are the primary reasons you
choose to live in Schertz

	Number	Percent
Location	296	73.4 %
Convenience	146	36.2 %
Affordability	185	45.9 %
Quality of life	239	59.3 %
I grew up here	41	10.2 %
I went to college here	2	0.5 %
Schools	83	20.6 %
It's a safe community	206	51.1 %
Good City services, such as police & fire	161	40.0 %
Parks & recreation programs	54	13.4 %
Friends/family are here	97	24.1 %
Entertainment opportunities	14	3.5 %
Business opportunities	7	1.7 %
I work here	32	7.9 %
Don't know	2	0.5 %
Total	1565	

WITHOUT "DON'T KNOW"**Q24. Which of the following are the primary reasons you choose to live in Schertz? (without "don't know")**

Q24. Which following are the primary reasons you
choose to live in Schertz

	Number	Percent
Location	296	73.8 %
Quality of life	239	59.6 %
It's a safe community	206	51.4 %
Affordability	185	46.1 %
Good City services, such as police & fire	161	40.1 %
Convenience	146	36.4 %
Friends/family are here	97	24.2 %
Schools	83	20.7 %
Parks & recreation programs	54	13.5 %
I grew up here	41	10.2 %
I work here	32	8.0 %
Entertainment opportunities	14	3.5 %
Business opportunities	7	1.7 %
I went to college here	2	0.5 %
Total	1563	

Q25. 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=403)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q25-1. I have confidence in City's finances	10.9%	39.7%	26.1%	5.5%	2.5%	15.4%
Q25-2. City is ensuring that there is adequate long-term affordable water	14.9%	33.3%	21.6%	5.7%	2.2%	22.3%
Q25-3. City is doing a good job of beautification within the community	13.6%	42.4%	26.6%	6.5%	4.7%	6.2%
Q25-4. City is doing a good job planning for current & future transportation & infrastructure needs	6.7%	17.6%	27.5%	18.6%	10.4%	19.1%
Q25-5. City is committed to health & wellness of its citizens	11.4%	37.2%	26.1%	6.7%	3.0%	15.6%

WITHOUT "DON'T KNOW"

Q25. 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=403)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q25-1. I have confidence in City's finances	12.9%	46.9%	30.8%	6.5%	2.9%
Q25-2. City is ensuring that there is adequate long-term affordable water	19.2%	42.8%	27.8%	7.3%	2.9%
Q25-3. City is doing a good job of beautification within the community	14.6%	45.2%	28.3%	6.9%	5.0%
Q25-4. City is doing a good job planning for current & future transportation & infrastructure needs	8.3%	21.8%	34.0%	23.0%	12.9%
Q25-5. City is committed to health & wellness of its citizens	13.5%	44.1%	30.9%	7.9%	3.5%

Q26. Have you used any of the following online City services on schertz.com during the past year?

Q26. Have you used any online City services on Schertz.
com during past year

	Number	Percent
Water payment	223	55.3 %
Court payment	6	1.5 %
Chipping services	30	7.4 %
Ambulance bill payment	8	2.0 %
Request an inspection	23	5.7 %
Report a pothole	21	5.2 %
Report an issue or complaint	63	15.6 %
None of these	133	33.0 %
Total	507	

WITHOUT "NONE OF THESE"**Q26. Have you used any of the following online City services on schertz.com during the past year?
(without "none of these")**

Q26. Have you used any online City services on Schertz.
com during past year

	Number	Percent
Water payment	223	82.6 %
Report an issue or complaint	63	23.3 %
Chipping services	30	11.1 %
Request an inspection	23	8.5 %
Report a pothole	21	7.8 %
Ambulance bill payment	8	3.0 %
Court payment	6	2.2 %
Total	374	

Q27. Do you work in Schertz?

Q27. Do you work in Schertz	Number	Percent
Yes	92	22.8 %
No	294	73.0 %
Not provided	17	4.2 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q27. Do you work in Schertz? (without "not provided")**

Q27. Do you work in Schertz	Number	Percent
Yes	92	23.8 %
No	294	76.2 %
Total	386	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	23	5.7 %
2-5 years	55	13.6 %
6-9 years	45	11.2 %
10-19 years	83	20.6 %
20-29 years	105	26.1 %
30+ years	72	17.9 %
Don't know	20	5.0 %
Total	403	100.0 %

WITHOUT "DON'T KNOW"**Q28. Approximately how many years have you lived in Schertz? (without "don't know")**

Q28. How many years have you lived in Schertz	Number	Percent
Less than 2 years	23	6.0 %
2-5 years	55	14.4 %
6-9 years	45	11.7 %
10-19 years	83	21.7 %
20-29 years	105	27.4 %
30+ years	72	18.8 %
Total	383	100.0 %

Q29. What is your age?

Q29. Your age	Number	Percent
18-34	74	18.4 %
35-44	80	19.9 %
45-54	73	18.1 %
55-64	71	17.6 %
65+	75	18.6 %
Not provided	30	7.4 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q29. What is your age? (without "not provided")**

Q29. Your age	Number	Percent
18-34	74	19.8 %
35-44	80	21.4 %
45-54	73	19.6 %
55-64	71	19.0 %
65+	75	20.1 %
Total	373	100.0 %

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

Q30. In what age ranges do you have children living at home	Number	Percent
Under 6 years	49	12.2 %
6 to 12 years	82	20.3 %
13 to 18 years	92	22.8 %
No children	192	47.6 %
Total	415	

Q31. What is your gender?

Q31. Your gender	Number	Percent
Male	189	46.9 %
Female	195	48.4 %
Not provided	19	4.7 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q31. What is your gender? (without "not provided")**

Q31. Your gender	Number	Percent
Male	189	49.2 %
Female	195	50.8 %
Total	384	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	133	33.0 %
No	266	66.0 %
Not provided	4	1.0 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q32. Are you of Hispanic, Latino, or other Spanish origin? (without "not provided")**

Q32. Are you of Hispanic, Latino, or other Spanish origin	Number	Percent
Yes	133	33.3 %
No	266	66.7 %
Total	399	100.0 %

Q33. Which of the following best describes your race?

<u>Q33. Your race</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	10	2.5 %
Black or African American	42	10.4 %
American Indian or Alaska Native	4	1.0 %
White or Caucasian	254	63.0 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Other	52	12.9 %
Total	363	

Q33-6. Self-describe your race:

<u>Q33-6. Self-describe your race</u>	<u>Number</u>	<u>Percent</u>
Hispanic/Latino	46	88.5 %
Mexican	2	3.8 %
German	1	1.9 %
Latino-Spanish	1	1.9 %
Puerto Rican	1	1.9 %
Mixed	1	1.9 %
Total	52	100.0 %

Q34. What is your total annual household income?

Q34. Your total annual household income	Number	Percent
Under \$25K	27	6.7 %
\$25K to \$49,999	37	9.2 %
\$50K to \$74,999	60	14.9 %
\$75K to \$99,999	59	14.6 %
\$100K to \$124,999	37	9.2 %
\$125K to \$149,999	29	7.2 %
\$150K to \$199,999	30	7.4 %
\$200K+	22	5.5 %
Not provided	102	25.3 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q34. What is your total annual household income? (without "not provided")**

Q34. Your total annual household income	Number	Percent
Under \$25K	27	9.0 %
\$25K to \$49,999	37	12.3 %
\$50K to \$74,999	60	19.9 %
\$75K to \$99,999	59	19.6 %
\$100K to \$124,999	37	12.3 %
\$125K to \$149,999	29	9.6 %
\$150K to \$199,999	30	10.0 %
\$200K+	22	7.3 %
Total	301	100.0 %

Q35. Do you own or rent your home?

Q35. Do you own or rent your home	Number	Percent
Own	324	80.4 %
Rent	51	12.7 %
Not provided	28	6.9 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Do you own or rent your home? (without "not provided")**

Q35. Do you own or rent your home	Number	Percent
Own	324	86.4 %
Rent	51	13.6 %
Total	375	100.0 %

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

Q36. Do you live in a single-family home or an apartment/condominium	Number	Percent
Single family home	375	93.1 %
Apartment/condominium	4	1.0 %
Other	3	0.7 %
Not provided	21	5.2 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q36. Do you live in a single family home or an apartment/condominium? (without "not provided")**

Q36. Do you live in a single-family home or an apartment/condominium	Number	Percent
Single family home	375	98.2 %
Apartment/condominium	4	1.0 %
Other	3	0.8 %
Total	382	100.0 %

Q36-3. Other:

Q36-3. Other	Number	Percent
Mobile home	2	100.0 %
Total	2	100.0 %

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

<u>Q37. Highest level of formal education you completed</u>	<u>Number</u>	<u>Percent</u>
Less than high school	9	2.2 %
High school	96	23.8 %
Some college	95	23.6 %
Bachelor's degree (4 years of college)	82	20.3 %
Some graduate work	14	3.5 %
Graduate degree	68	16.9 %
Not provided	39	9.7 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q37. What is the highest level of formal education you completed? (without "not provided")**

<u>Q37. Highest level of formal education you completed</u>	<u>Number</u>	<u>Percent</u>
Less than high school	9	2.5 %
High school	96	26.4 %
Some college	95	26.1 %
Bachelor's degree (4 years of college)	82	22.5 %
Some graduate work	14	3.8 %
Graduate degree	68	18.7 %
Total	364	100.0 %

Q38. How far do you commute for work?

Q38. How far do you commute for work	Number	Percent
0-5	81	20.1 %
6-10	35	8.7 %
11-15	26	6.5 %
16-20	19	4.7 %
21-30	32	7.9 %
31-40	12	3.0 %
41+	8	2.0 %
Not provided	190	47.1 %
Total	403	100.0 %

WITHOUT "NOT PROVIDED"**Q38. How far do you commute for work? (without "not provided")**

Q38. How far do you commute for work	Number	Percent
0-5	81	38.0 %
6-10	35	16.4 %
11-15	26	12.2 %
16-20	19	8.9 %
21-30	32	15.0 %
31-40	12	5.6 %
41+	8	3.8 %
Total	213	100.0 %



Survey Instrument

November 2023

Dear Schertz City Resident:

It's that time again! **You have been chosen at random to participate in the bi-annual 2023 Schertz Resident Satisfaction Survey.** Your feedback and participation will directly influence the decisions our city leaders will make to improve our services and facilities and further enhance our community. **Make your voice count—let us hear from you!**

The survey will cover various aspects of community life, including, but not limited to public service, infrastructure, recreational activities, and quality of life services.

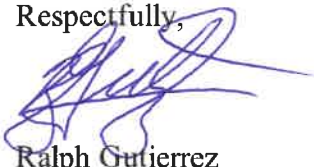
This year the City has selected ETC Institute to conduct the survey. The address printed on your survey identifies responses from a broad geographic area which helps ETC Institute ensure responses are representative of all areas of Schertz.

Your voice matters, we encourage you to please return your completed survey sometime in the next week, by enclosing in the provided postage-paid envelope addressed to ETC Institute. For added convenience, you may also take the survey online at www.schertzsurvey.org.

Your survey responses will remain completely confidential and will be analyzed in conjunction with other Schertz residents. Once, all data is collected, a consolidated survey report will be presented to City Council and posted on the City's website, Schertz.com

I appreciate your support in helping the City of Schertz successfully navigate and complete this year's Resident Satisfaction Survey. If additional information is required to complete the survey, please contact City Hall at (210)619-1000 or by emailing customercare@schertz.com. Thank you in advance for your assistance and collaboration in making Schertz a place known for Community, Service and Opportunity.

Respectfully,



Ralph Gutierrez
Mayor

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 Devan Christensen at (210) 619-1634.

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

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

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

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

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

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

4. Please rate your level of agreement with the following statement: **"Schertz Police Officers work with transparency and accountability."**

____ (5) Strongly agree ____ (3) Neutral ____ (1) Strongly disagree
____ (4) Somewhat agree ____ (2) Somewhat disagree ____ (9) Don't know

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

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

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

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

7. 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 6.]*

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

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

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

9. 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 8.]*

1st: _____ 2nd: _____

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

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

11. 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 10.]*

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

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

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

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

____(01) Facebook <i>[Answer Q13a.]</i>	____(08) Landline
____(02) X (formerly known as Twitter) <i>[Answer Q13a.]</i>	____(09) Text messages
____(03) YouTube <i>[Answer Q13a.]</i>	____(10) The internet (general use)
____(04) Instagram <i>[Answer Q13a.]</i>	____(11) Email
____(05) iPhone applications	____(12) Podcast
____(06) Android applications	____(13) Other: _____
____(07) Nextdoor	____(14) None of the above

- 13a. If you use Facebook, X (formerly known as Twitter), YouTube, or Instagram, do you follow any of the City's accounts on these social media outlets?

____(1) Yes ____ (2) No

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

- | | |
|---|---|
| ☐ (01) City website (schertz.com) | ☐ (09) Schertz Magazine |
| ☐ (02) Enclosures in City utility bill | ☐ (10) Post cards |
| ☐ (03) Local TV news | ☐ (11) Public service announcements (videos) |
| ☐ (04) Neighborhood groups (HOA) | ☐ (12) Electronic newsletter (email) |
| ☐ (05) Community Impact News | ☐ (13) City Council meetings |
| ☐ (06) Local radio | ☐ (14) Schertz Police Department mobile app |
| ☐ (07) City social media outlets | ☐ (15) City electronic LED sign |
| ☐ (08) Public meetings | ☐ (16) Other: _____ |

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

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

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

☐ (1) Yes *[Answer Q16a-b.]* ☐ (2) No *[Skip to Q17.]*

16a. How would you describe the service you received?

☐ (4) Excellent ☐ (3) Good ☐ (2) Fair ☐ (1) 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
1. How easy they were to contact	5	4	3	2	1	9
2. The way you were treated	5	4	3	2	1	9
3. The accuracy of the information and the assistance you were given	5	4	3	2	1	9
4. How quickly City staff responded to your request	5	4	3	2	1	9
5. How well your issue was handled	5	4	3	2	1	9

17. Are you aware the City has an Emergency Notification System (CivicReady)?

☐ (1) Yes *[Answer Q17a.]* ☐ (2) No *[Skip to Q18.]*

17a. Are you currently enrolled to receive notifications? ☐ (1) Yes ☐ (2) No

18. If you were to experience a disaster (flood, tornado, fire, etc.), how prepared are you to seek and obtain the necessary resources for your household and/or business?

☐ (5) Very prepared ☐ (3) Neutral ☐ (1) Very unprepared
☐ (4) Somewhat prepared ☐ (2) Unprepared ☐ (9) Don't know

19. In what areas do you feel the least prepared for a disaster? *[Check all that apply.]*

- | | |
|---|---|
| ☐ (1) Post disaster first aid | ☐ (5) Communication planning with friends and family |
| ☐ (2) Securing your home | ☐ (6) Debris removal after disaster |
| ☐ (3) Insurance and financial coverage | ☐ (7) Other: _____ |
| ☐ (4) Alternative sheltering options | ☐ (8) None of these |

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

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

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

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

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

☐ (1) Citizens Police Academy
 ☐ (5) Alamo Regional Transit (ART)
 ☐ (2) Schertz Senior Center
 ☐ (6) Library Brainfuse online tutoring
 ☐ (3) EMS Passport to Care
 ☐ (7) CivicReady emergency notifications
 ☐ (4) VIA Rideshare
 ☐ (8) None of these

23. **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 reservation
 ☐ (05) Taxes/property taxes/finances
 ☐ (11) Other: _____
 ☐ (06) Public transportation
 ☐ (99) Don't Know

24. **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) Don't know
 ☐ (08) It's a safe community

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

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

26. **Have you used any of the following online City services on Schertz.com during the past year?**
[Check all that apply.]

☐ (1) Water payment ☐ (4) Ambulance bill payment ☐ (7) Report an issue or complaint
☐ (2) Court payment ☐ (5) Request an inspection ☐ (8) None of these
☐ (3) Chipping services ☐ (6) Report a pothole

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

Demographics

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

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

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

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

☐ (1) Under 6 years ☐ (2) 6 to 12 years ☐ (3) 13 to 18 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.]

☐ (01) Asian or Asian Indian ☐ (04) White or Caucasian
☐ (02) Black or African American ☐ (05) Native Hawaiian or other Pacific Islander
☐ (03) American Indian or Alaska Native ☐ (99) Other: _____

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

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

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 ☐ (3) Some college ☐ (5) Some graduate work
☐ (2) High school ☐ (4) Bachelor's degree (4 years of 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.

If you would be willing to participate in a survey or focus group sponsored by the City of Schertz to discuss some of the items addressed in this survey, please provide your contact information.

Email: _____ Phone: _____

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.