

2018 Community Survey

City of Mesquite, Texas



Presented by

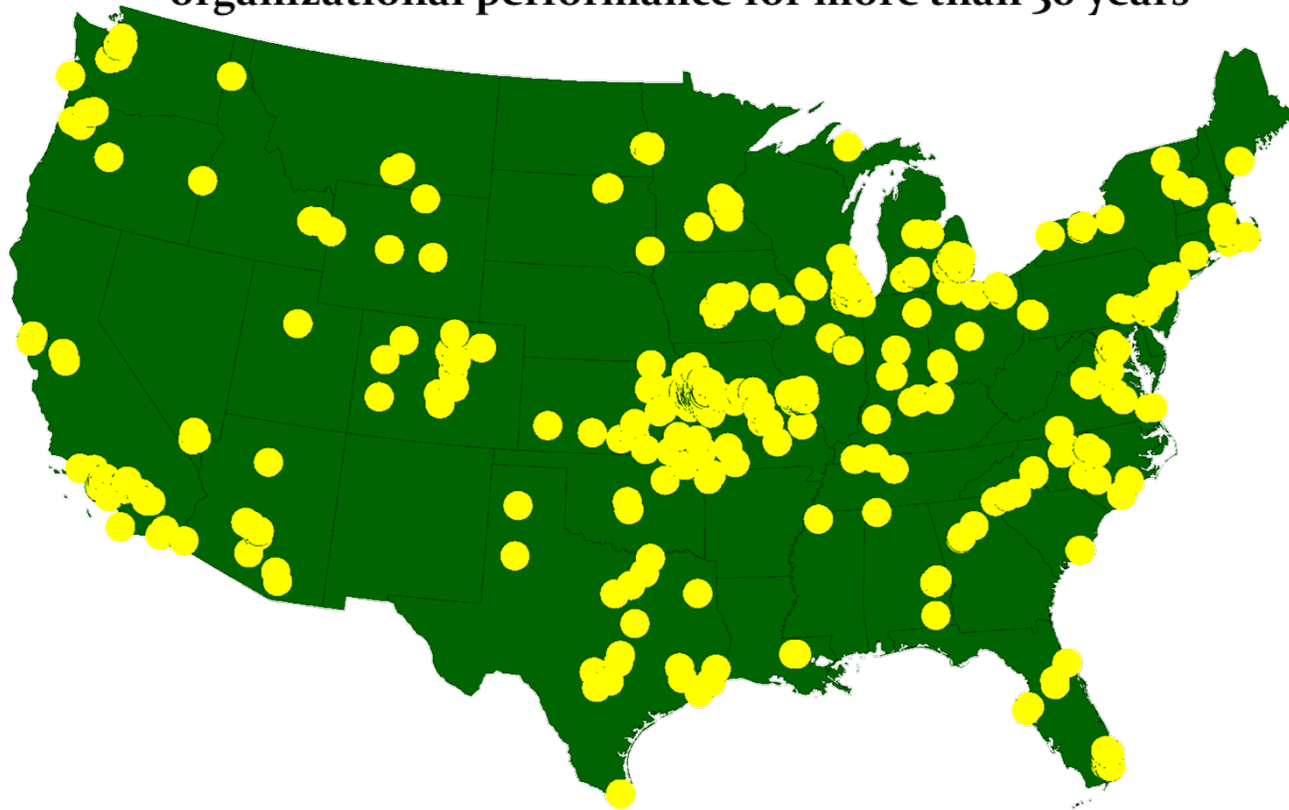


November 2018

ETC Institute

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Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
 - Perceptions of the City
 - Trend Analysis
 - Comparisons to Other Communities
 - Priorities for the City
 - Other Findings
- **Summary**
- **Questions**

Purpose

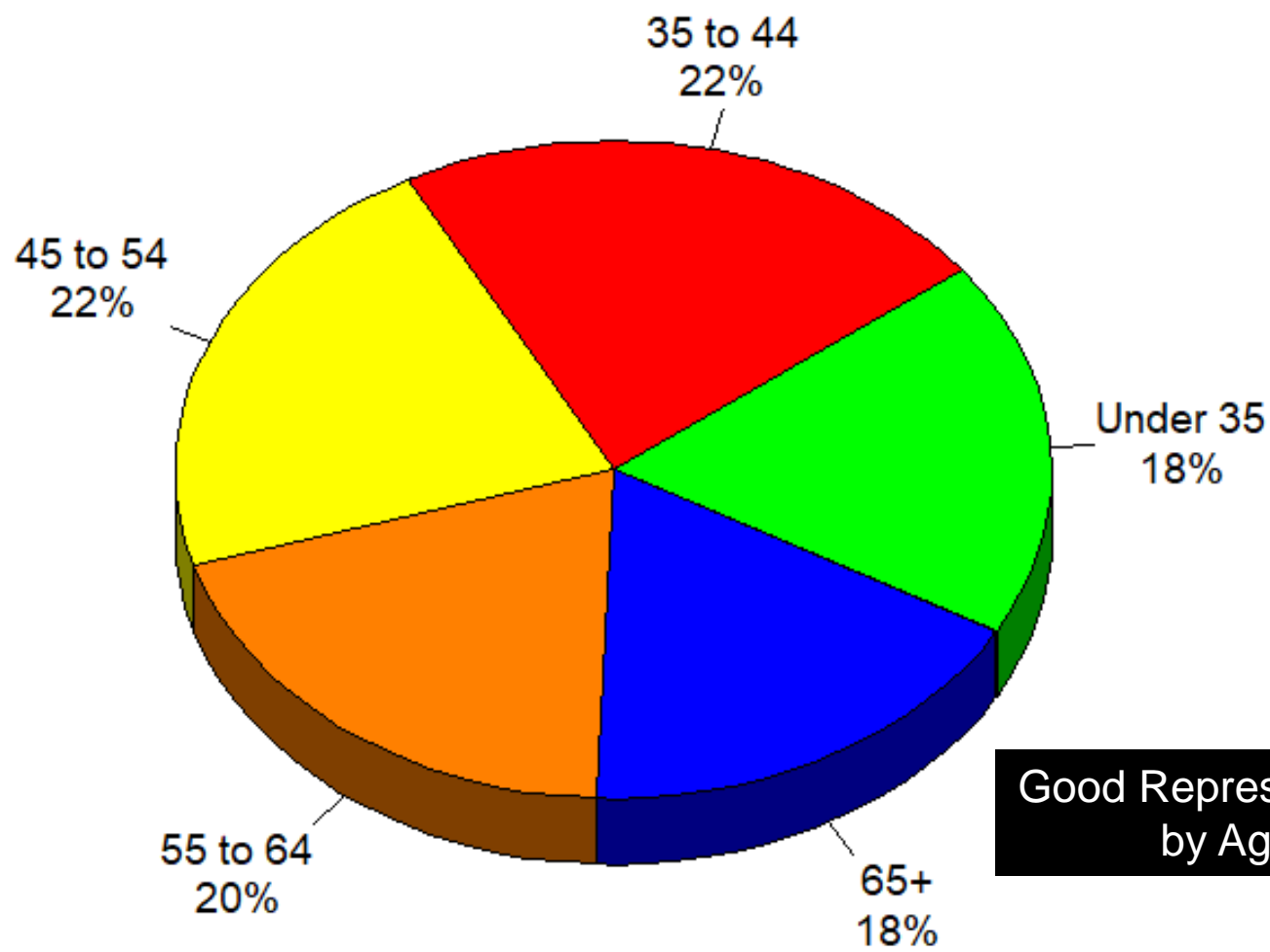
- **To objectively assess citizen satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from 2017 survey**
- **To compare Mesquite's performance with other communities regionally and nationally**

Methodology

- **Survey Description**
 - ❑ seven-page survey; included many of the same questions that were asked in 2017
 - ❑ 2nd Community Survey conducted for the City
- **Method of Administration**
 - ❑ by mail, online, phone to a random sample of City residents
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ 866 completed surveys
 - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 3.3% overall

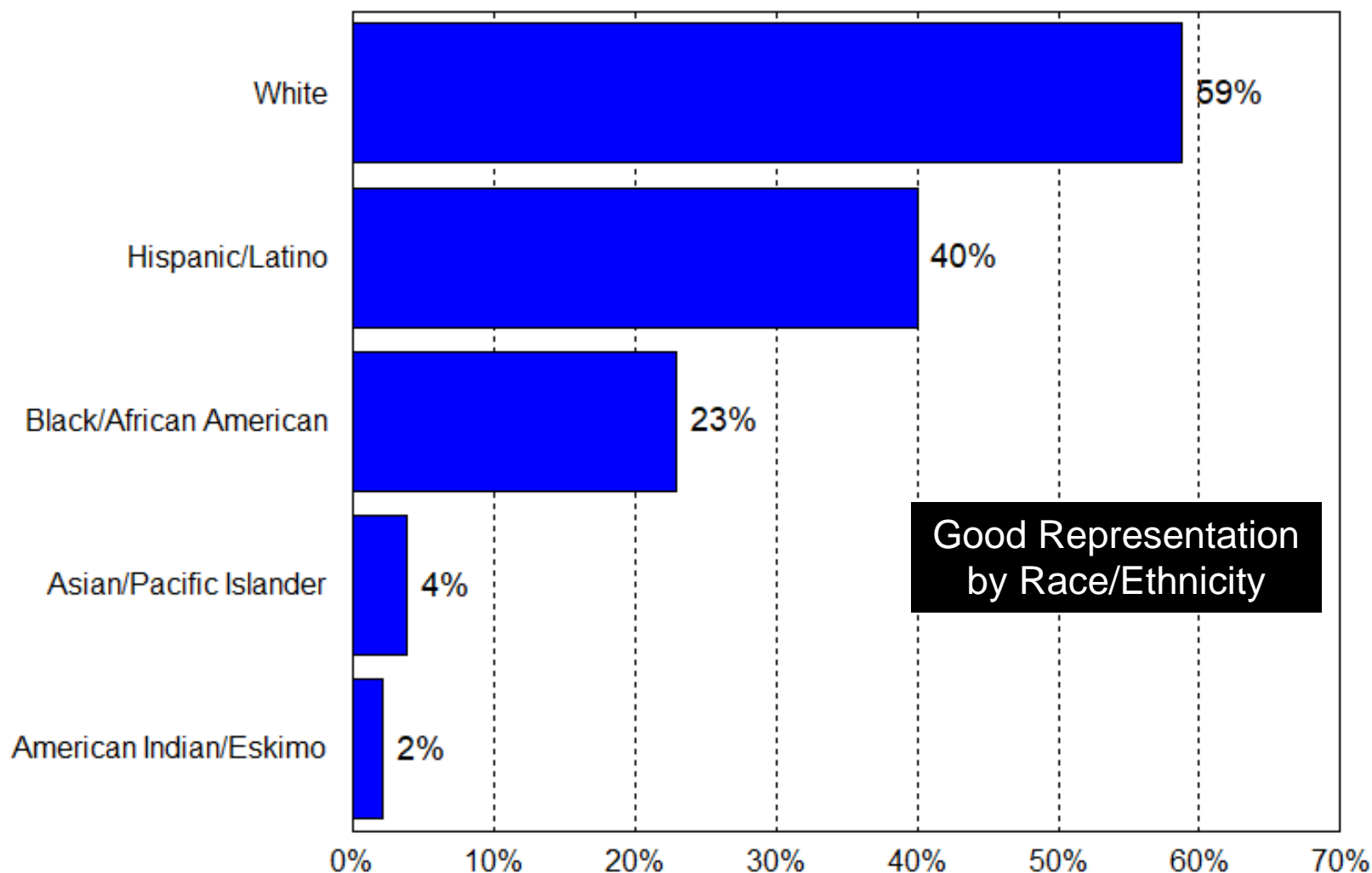
Q40. Demographics: What is your age?

by percentage of respondents (excluding not provided)



Q46. Demographics: Which of the following best describes your race/ethnicity?

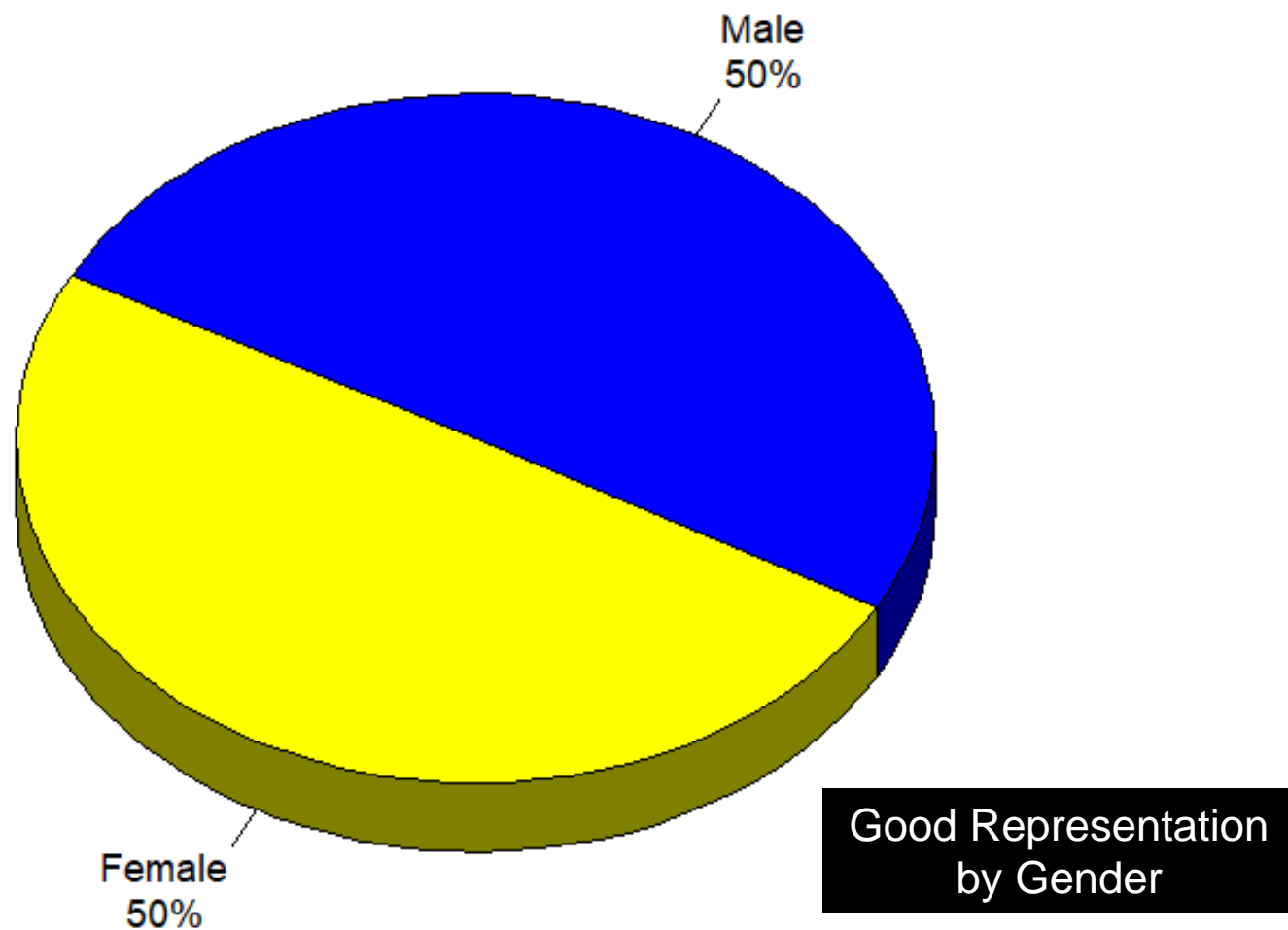
by percentage of respondents (multiple choices could be made)



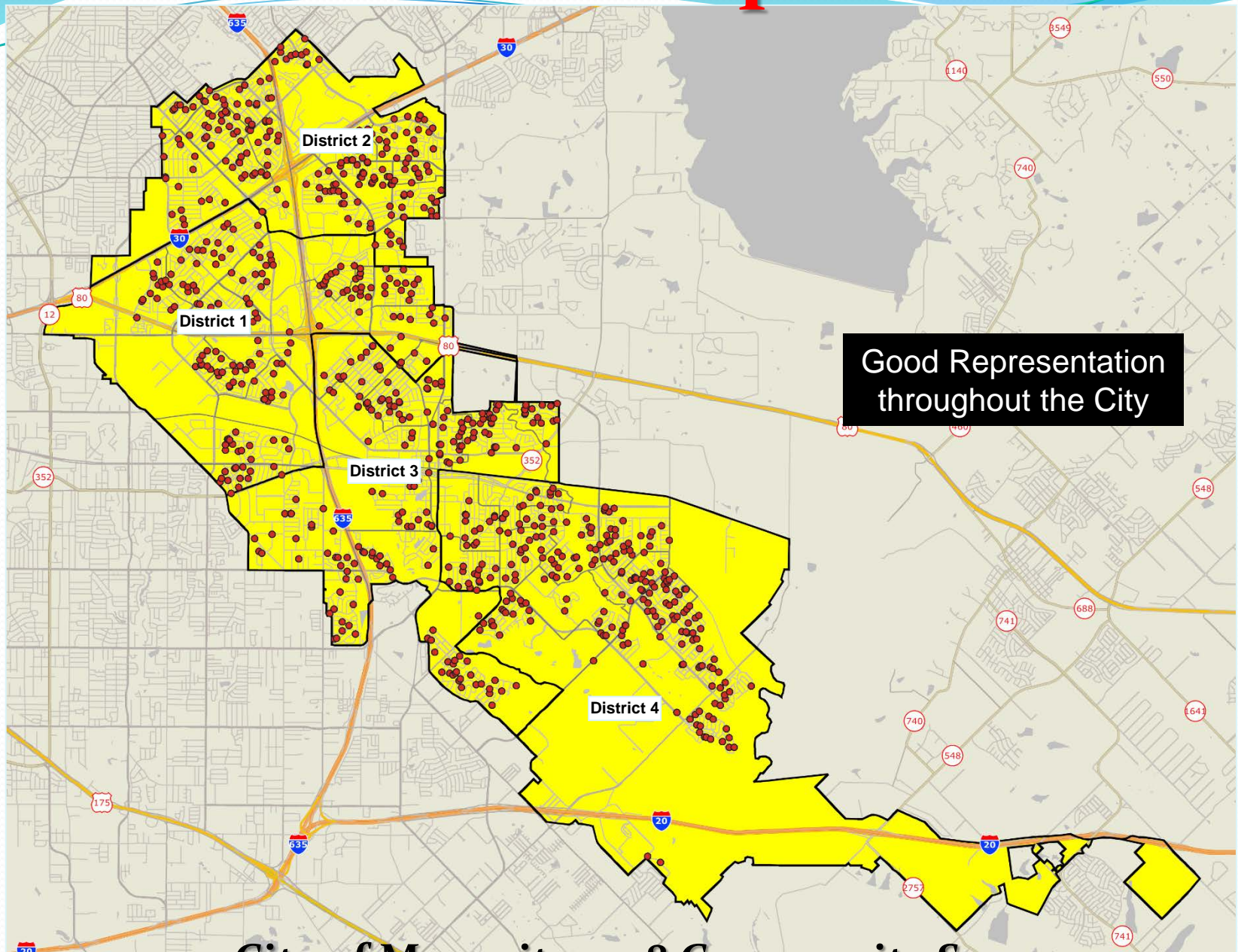
Source: ETC Institute (2018)

Q48. Demographics: Gender

by percentage of respondents (excluding not provided)



Location of Respondents



City of Mesquite 2018 Community Survey

Bottom Line Up Front

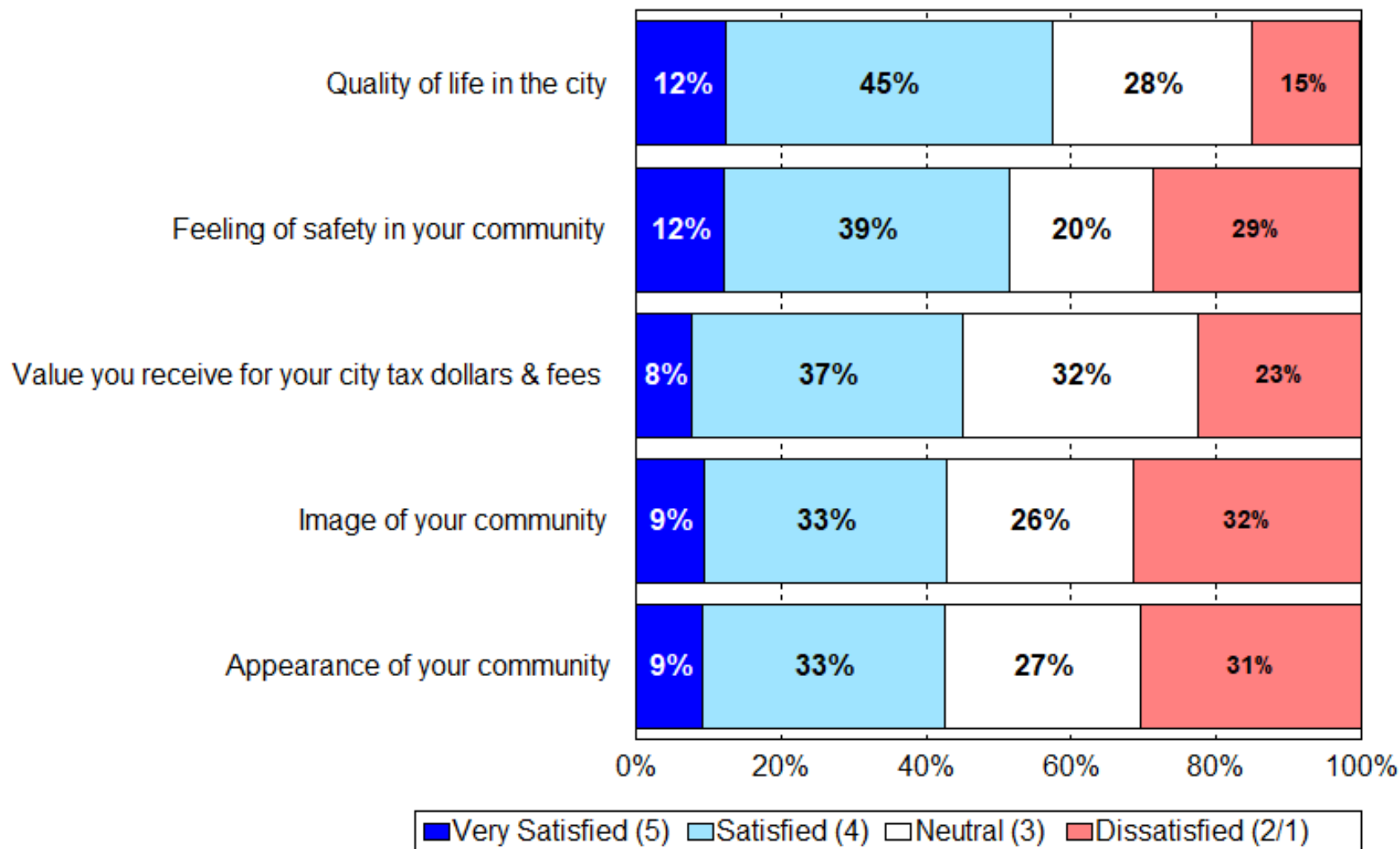
- **The City Is Moving in the Right Direction**
- **Mesquite Rates Higher Than Other Communities in the Value Residents Receive for City Tax Dollars and Fees**
 - ❑ Mesquite rates 12% above the Texas Average and 7% above the U.S. Average in the value residents receive for City taxes and fees
- **Mesquite Rates Higher Than Other Communities in Providing Customer Service**
 - ❑ Mesquite rates 23% above the Texas Average and 20% above the U.S. Average in customer service provided by City employees
- **Top Priorities for City Services:**
 - ❑ Maintenance of City Streets/Sidewalks
 - ❑ Enforcement of Codes/Ordinances
 - ❑ Public Safety Services (Police, Fire, Ambulance)
- **Top Issues Facing the City Over the Next 5 Years:**
 - ❑ Public Safety
 - ❑ Street Maintenance
 - ❑ Neighborhood Vitality

Topic #1

Perceptions of the City

Q1. Satisfaction with Items That Influence Perceptions of the City

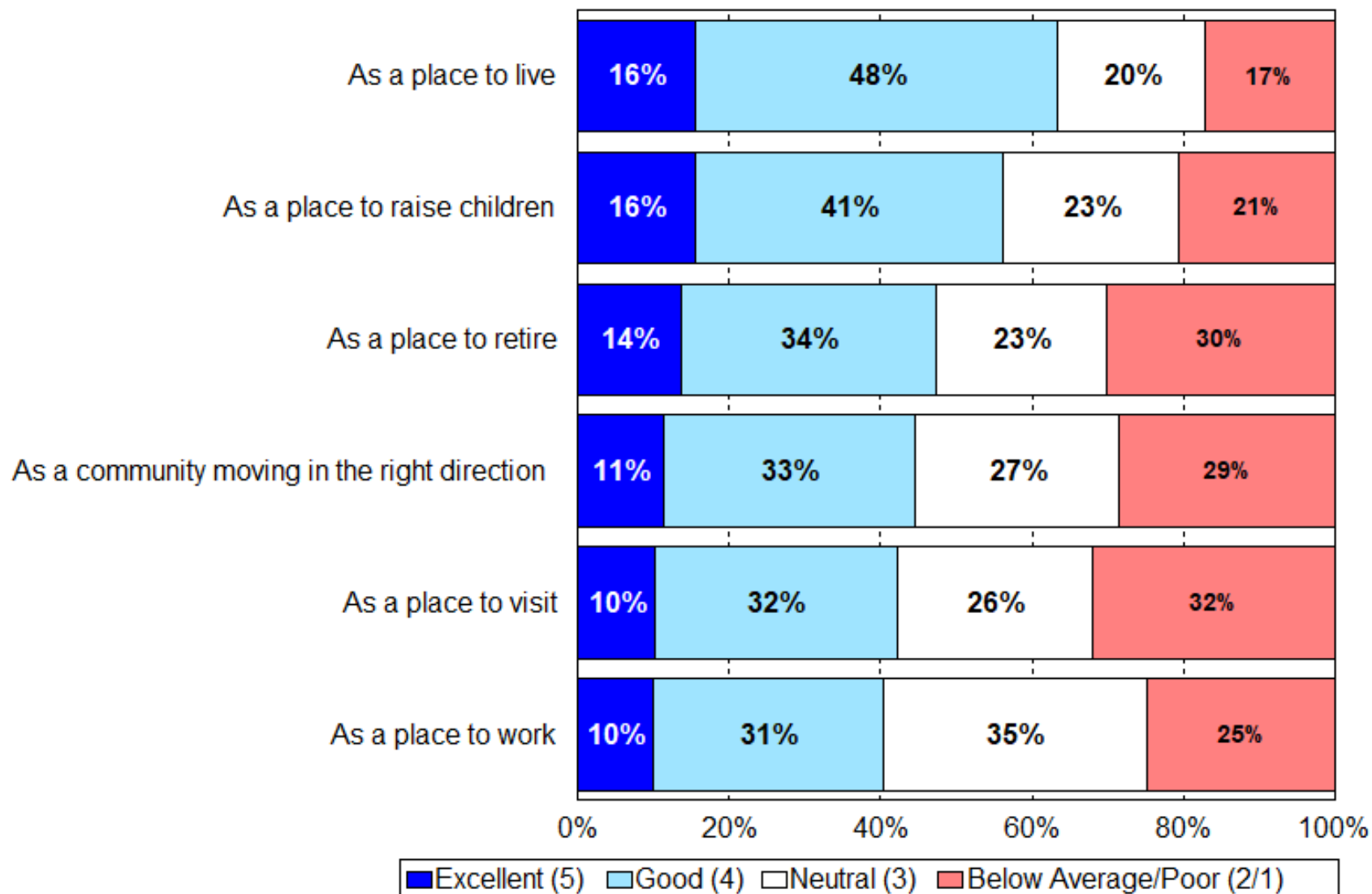
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Nearly a 2-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (45% vs. 23%) with the Value They Receive for City Taxes and Fees

Q2. Quality of Life in Mesquite

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

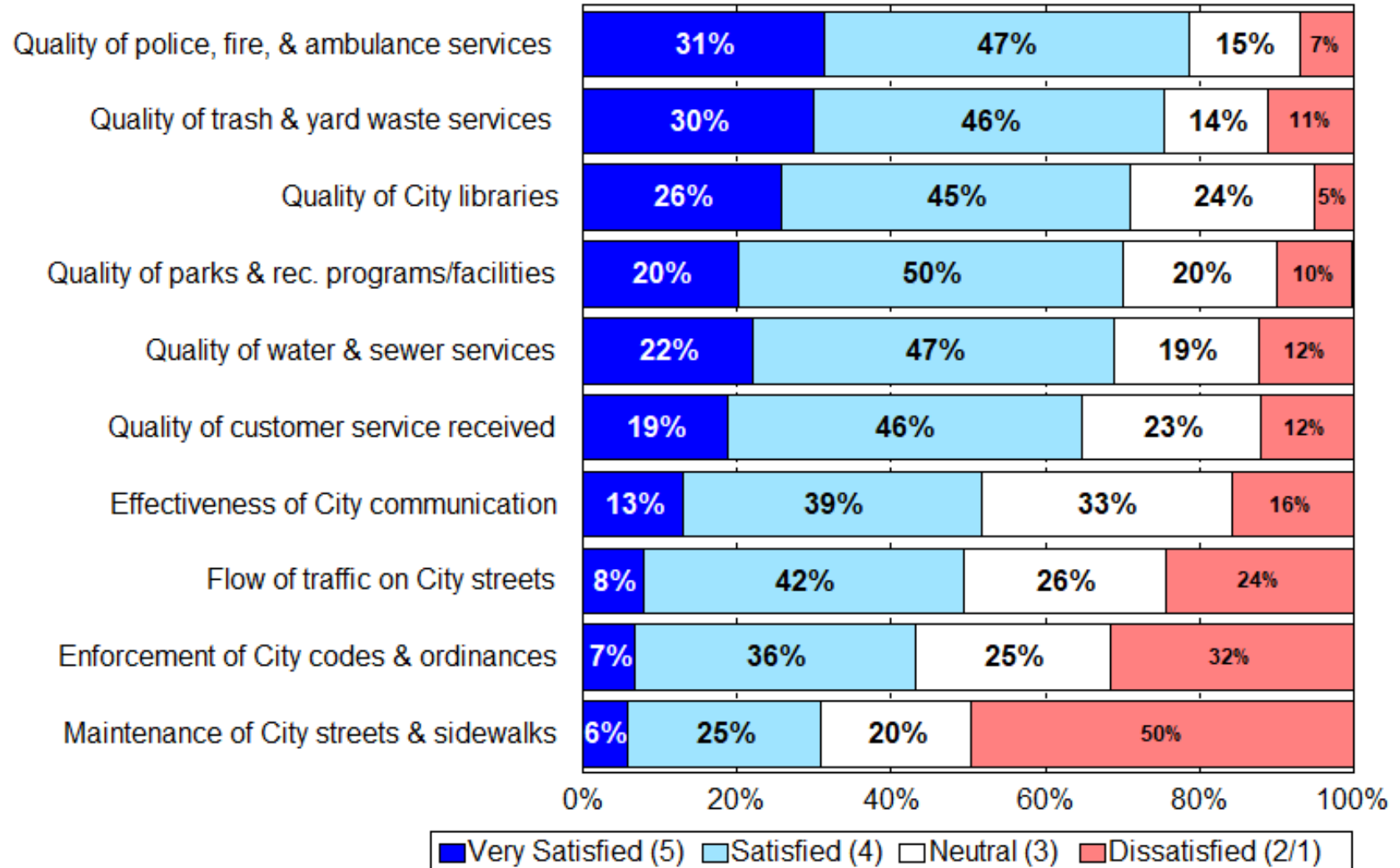


Source: FTG Institute (2018)

63% of Residents Feel the City Is an Excellent or Good Place to Live; 17% Gave a Rating of Below Average or Poor

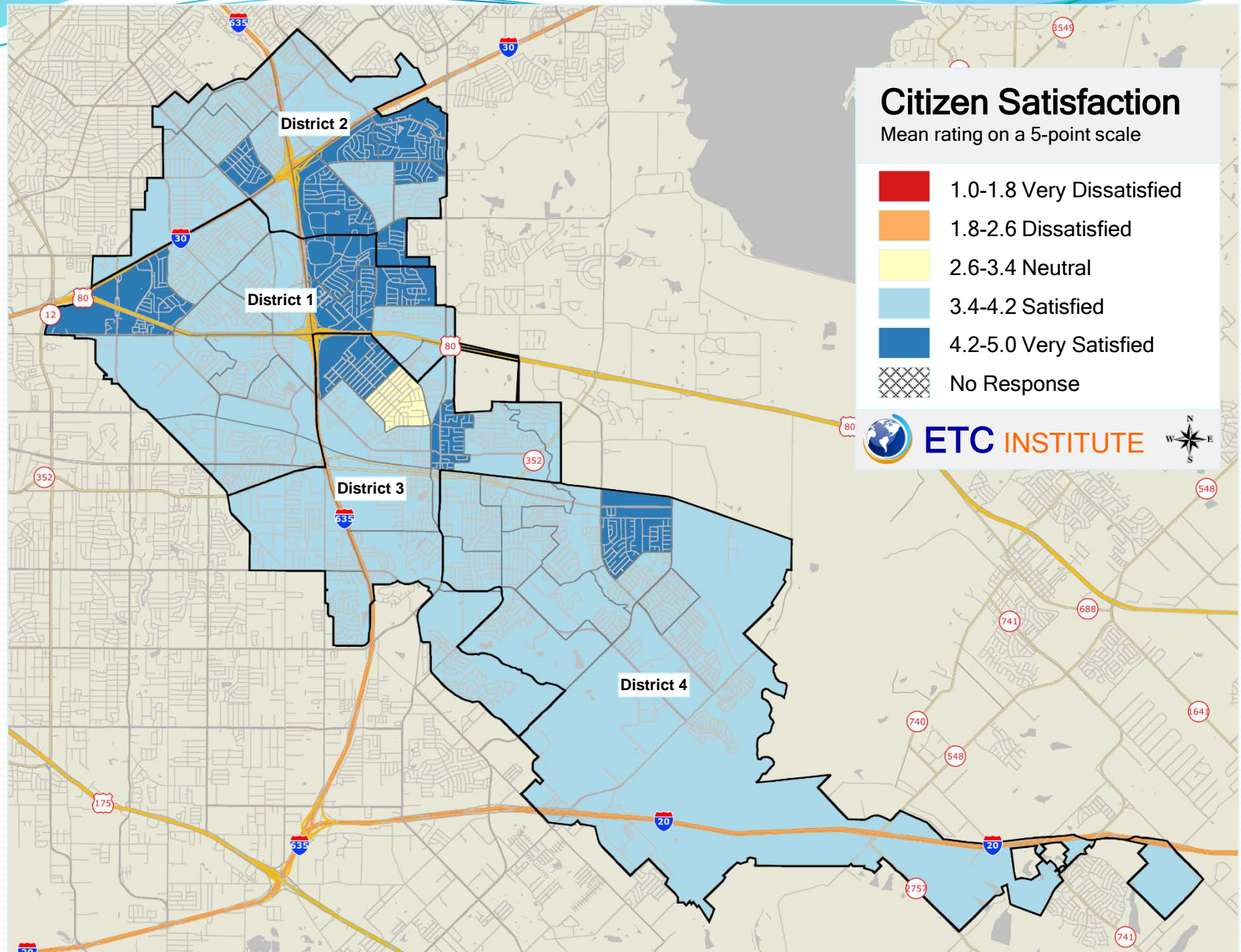
Q3. Overall Satisfaction with City Services by Major Category

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

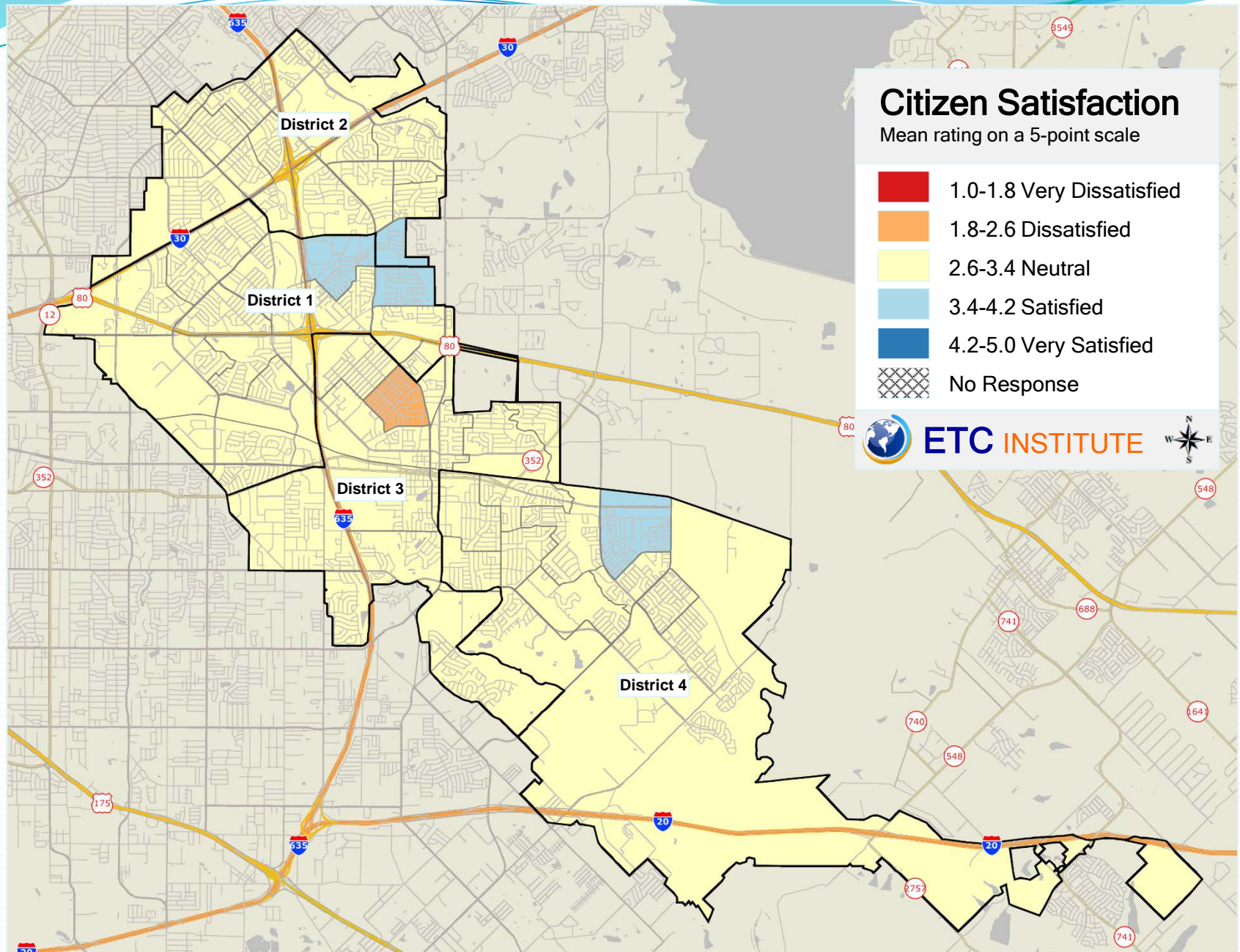


Maintenance of City Streets/Sidewalks and Enforcing Codes/Ordinances Are the Only Areas with Dissatisfaction Levels Above 25%

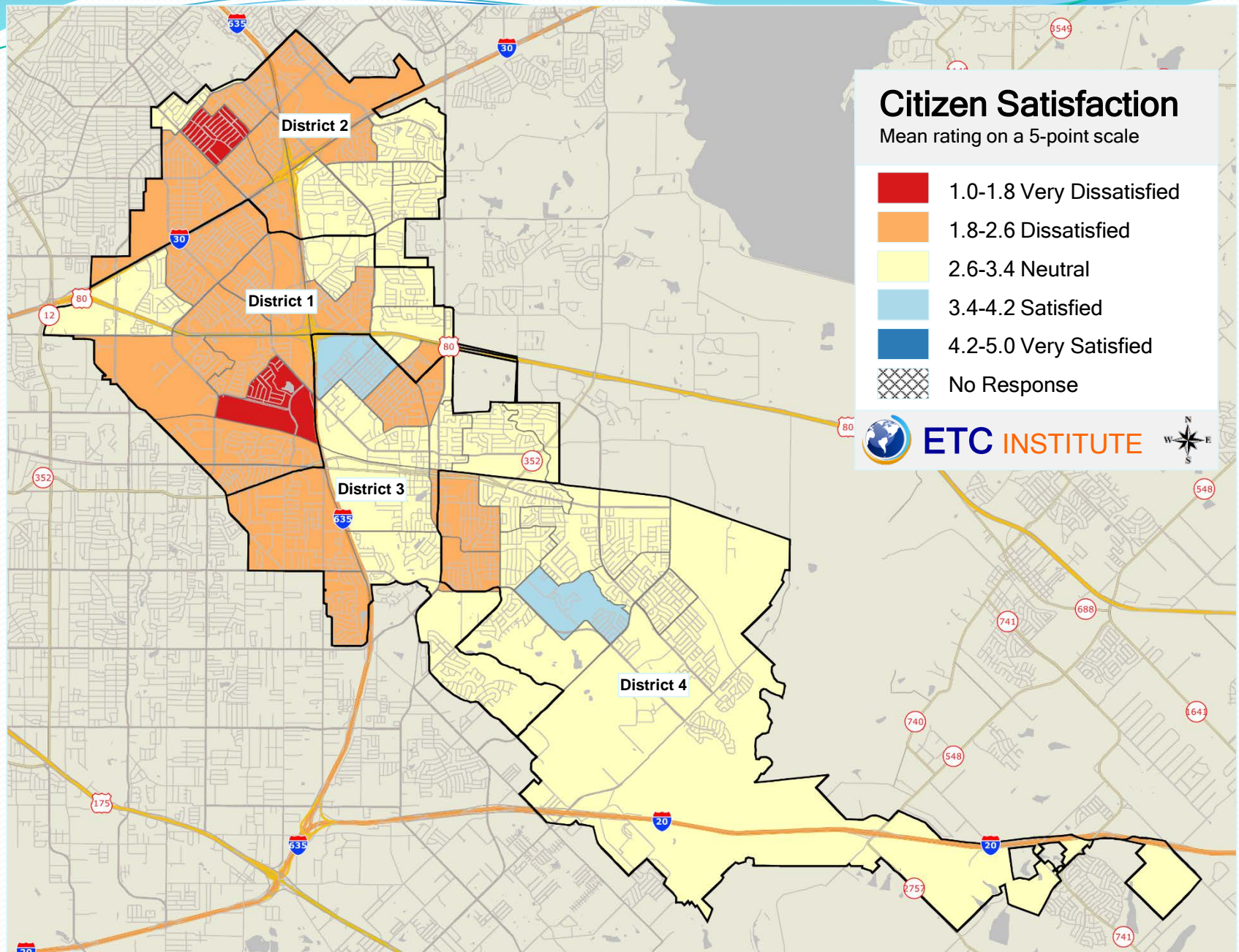
Overall Quality of Police, Fire, and Ambulance Services



Overall Enforcement of Codes and Ordinances



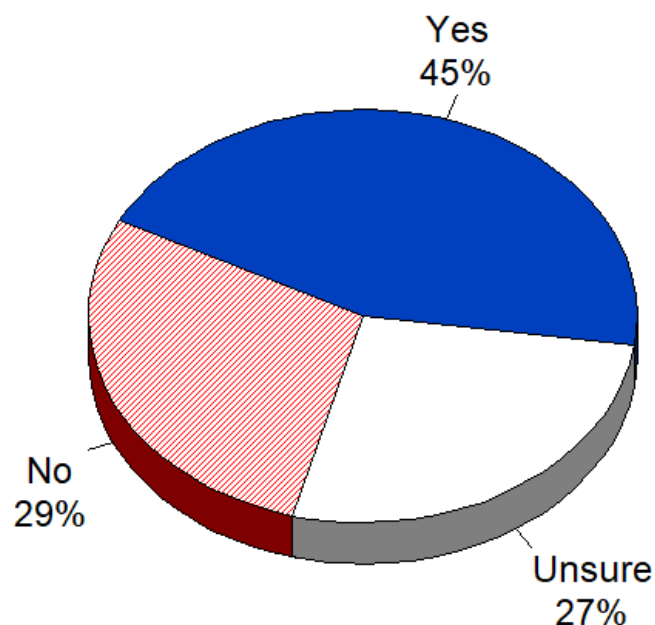
Overall Maintenance of City Streets/Sidewalks



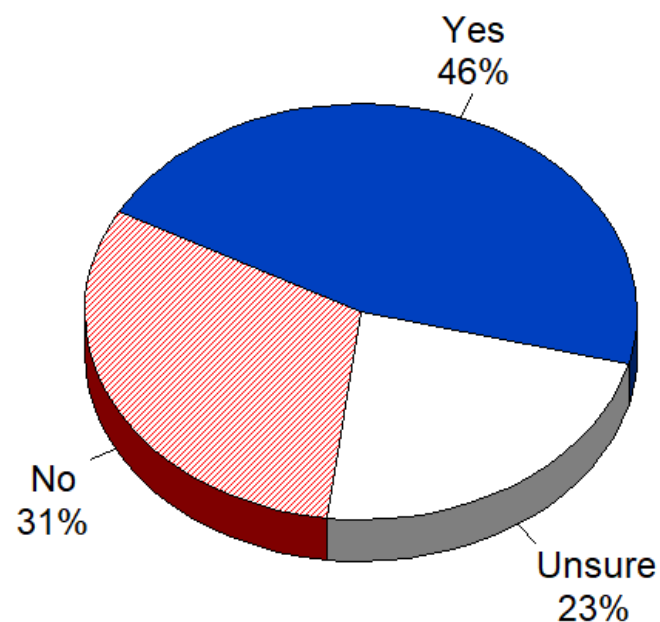
Q35. Do you think the City of Mesquite is continually improving as a place to live?

by percentage of respondents

2018



2017



Source: ETC Institute (2018)

**45% of Residents Feel the City Is Continually Improving as a Place to Live,
Compared to 29% Who Don't Feel That Way**

Topic #2

Trend Analysis

Changes in Satisfaction Since 2017

Increases of 5% or More Since 2017

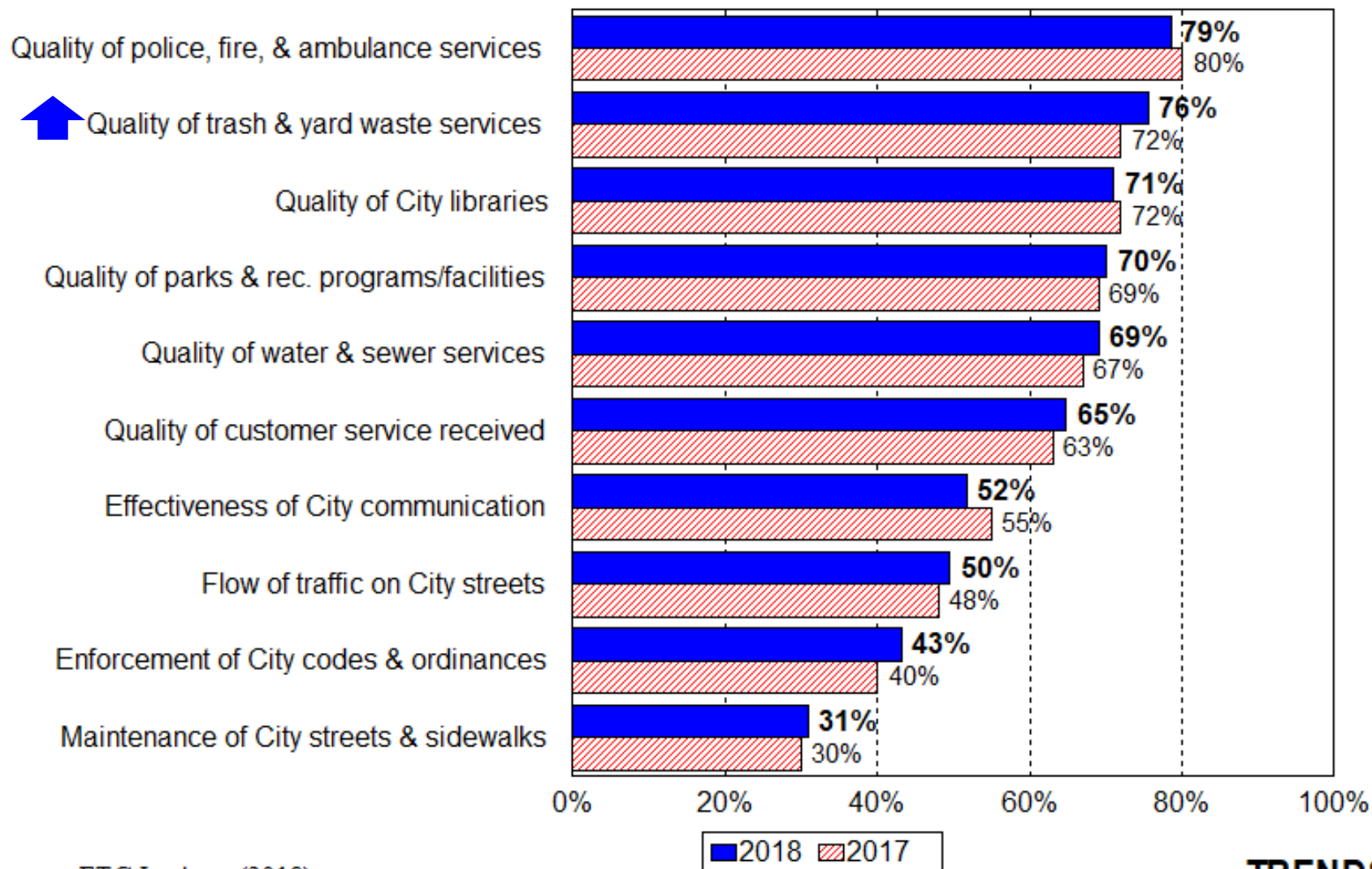
- ☐ Adequacy of street lighting (+8%)
- ☐ Quality of computers/other electronic devices (+6%)
- ☐ Customer service provided by parks & rec staff (+6%)
- ☐ Amount of quiet space at libraries (+6%)
- ☐ Usefulness of info available on City's website (+5%)
- ☐ Quality of library staff customer service (+5%)
- ☐ Availability of meeting space (+5%)
- ☐ Availability of public safety messages (+5%)

Decreases of 5% or More Since 2017

- ☐ Neighborhood and crime watch groups (-6%)
- ☐ How quickly police officers respond to emergencies (-5%)
- ☐ Accuracy of information and assistance (-5%)
- ☐ The City as a place to work (-5%)

Q3. Overall Satisfaction with City Services by Major Category

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



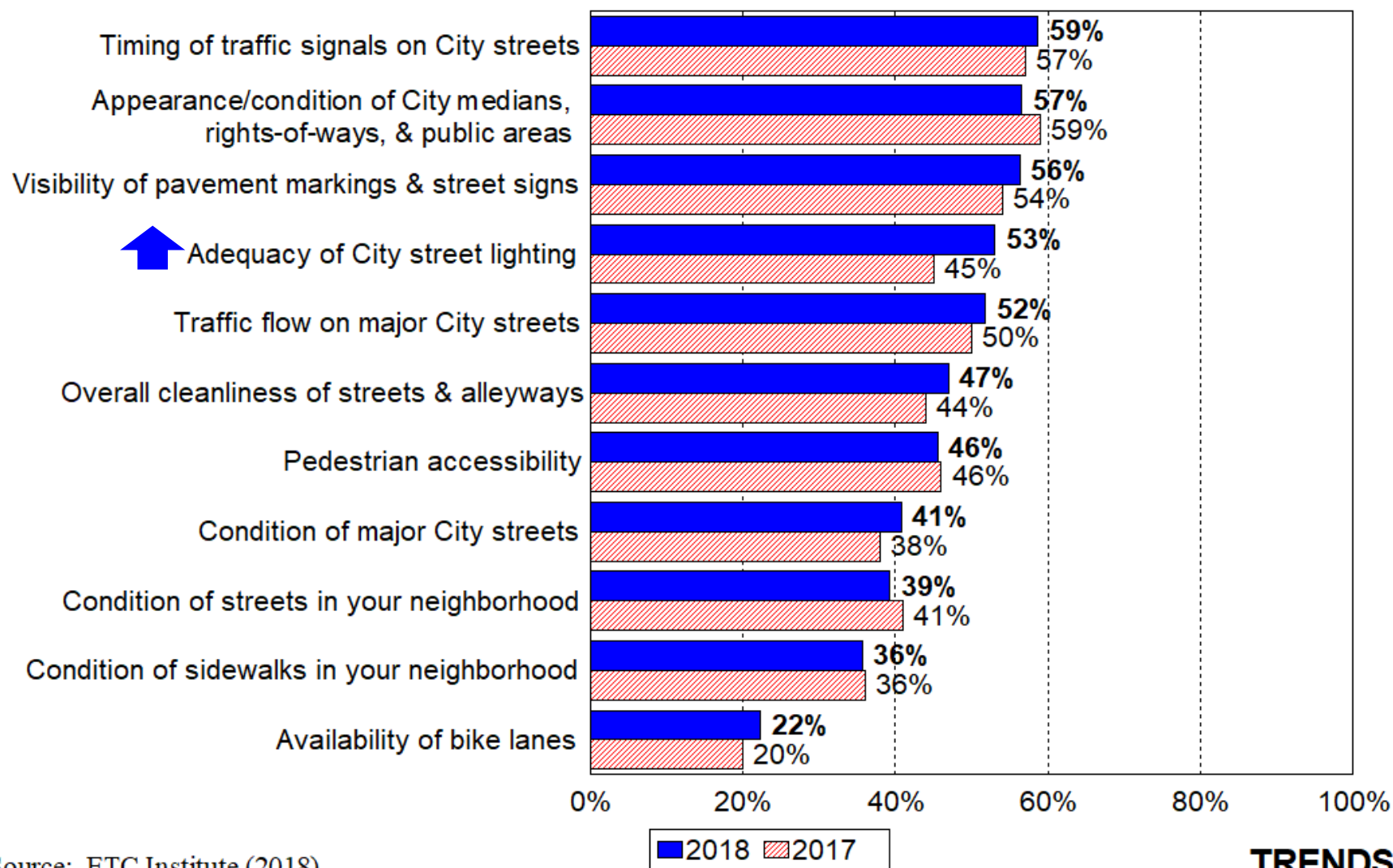
Source: ETC Institute (2018)

TRENDS

Significant Increases From 2017:  **Significant Decreases From 2017:** 

Q21. Satisfaction with Maintenance and Appearance of the City

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



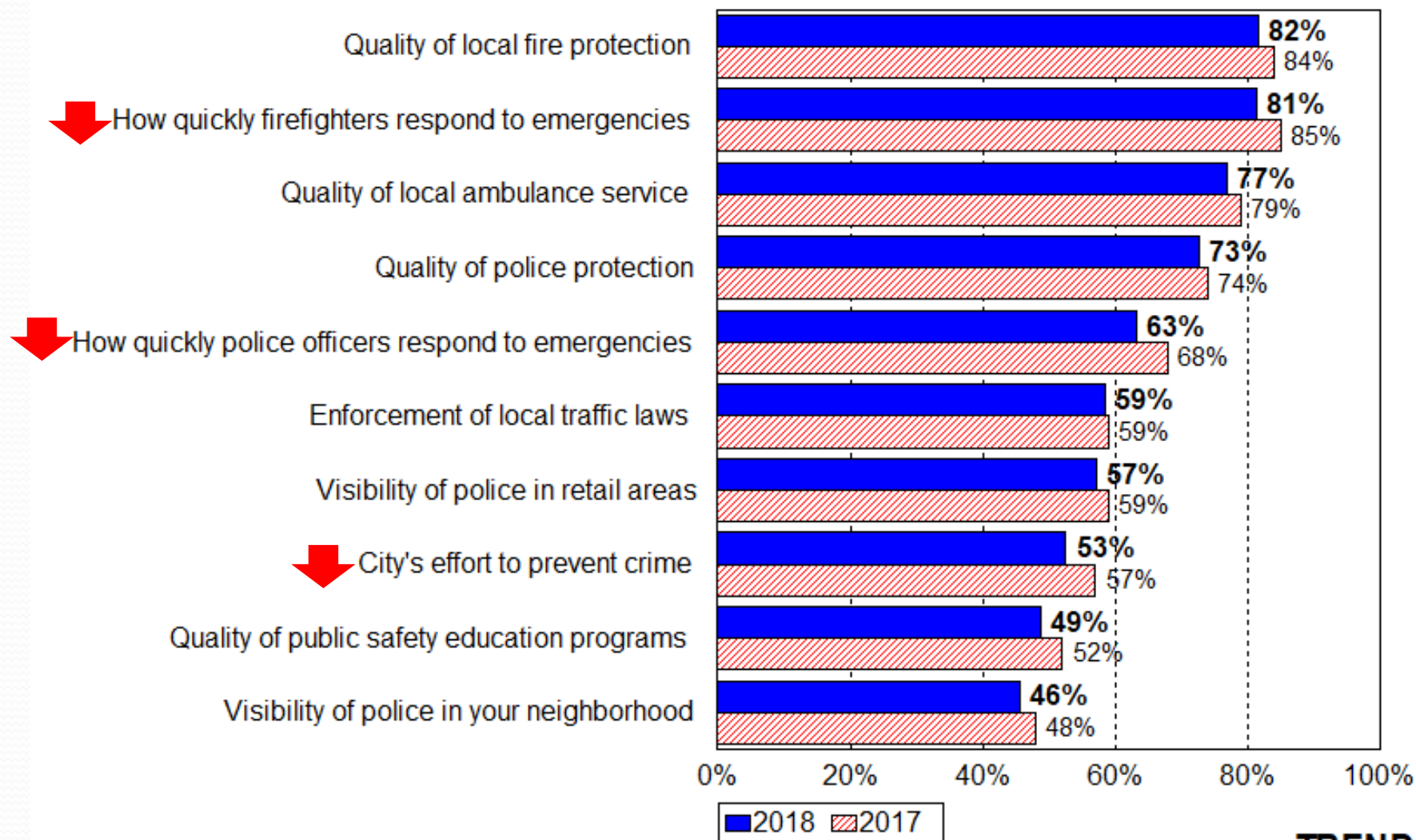
Source: ETC Institute (2018)

TRENDS

Significant Increases From 2017: ↑ **Significant Decreases From 2017:** ↓

Q10. Satisfaction with Various Aspects of Public Safety Services

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



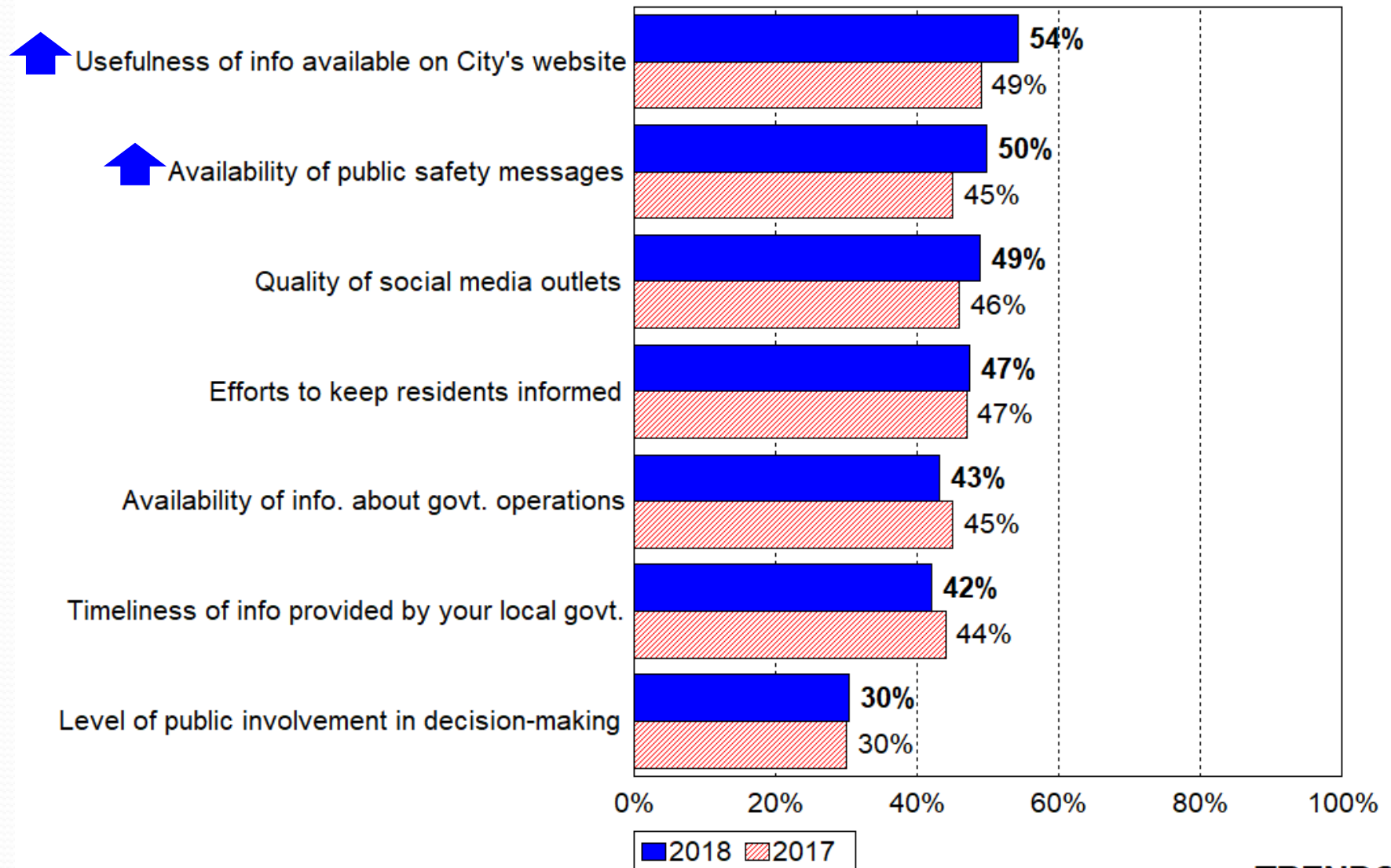
Source: ETC Institute (2018)

TRENDS

Significant Increases From 2017:  **Significant Decreases From 2017:** 

Q36. Satisfaction with City Communication

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



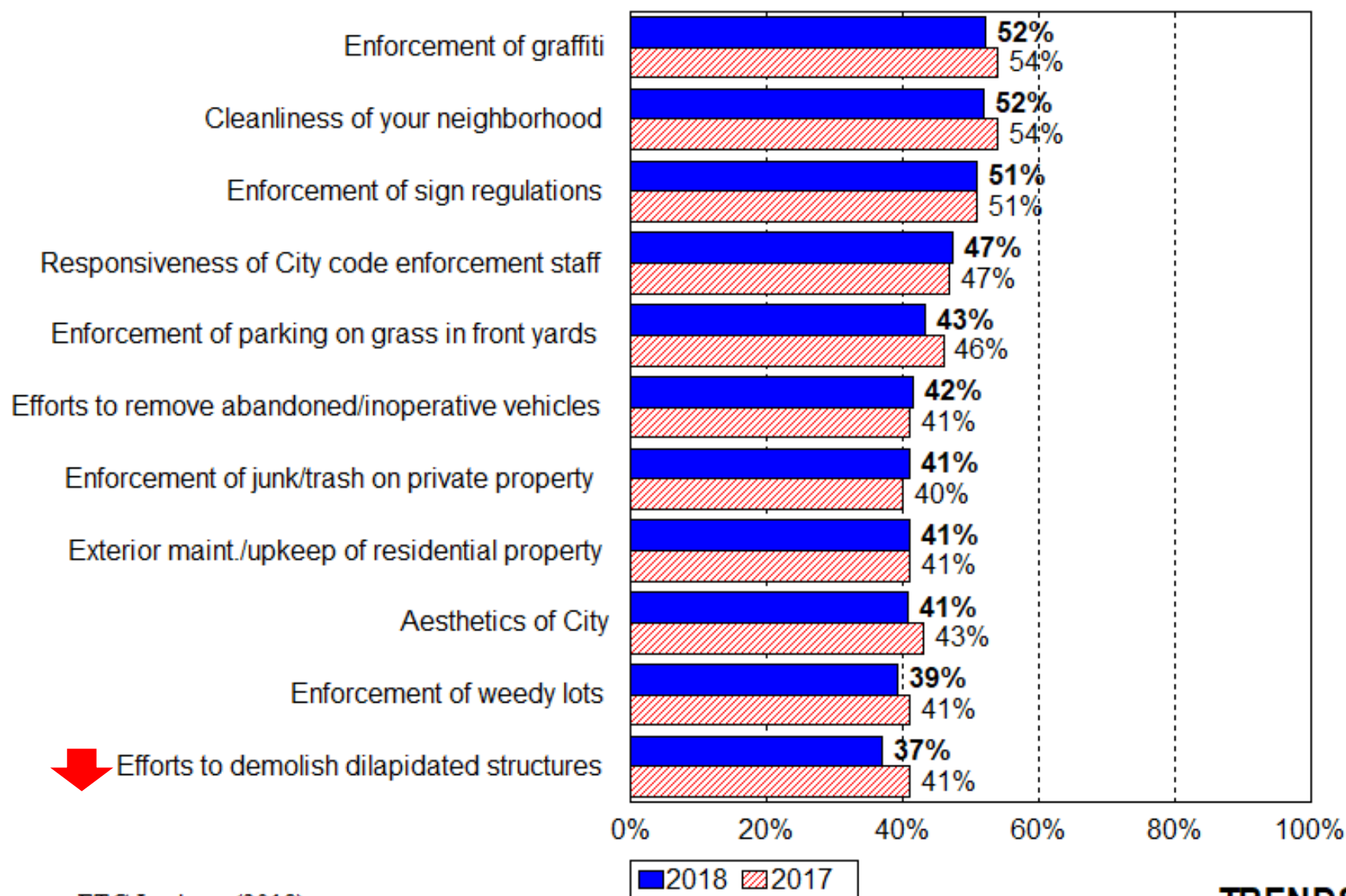
Source: ETC Institute (2018)

TRENDS

Significant Increases From 2017: ↑ **Significant Decreases From 2017:** ↓

Q12. Satisfaction with Code Enforcement

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



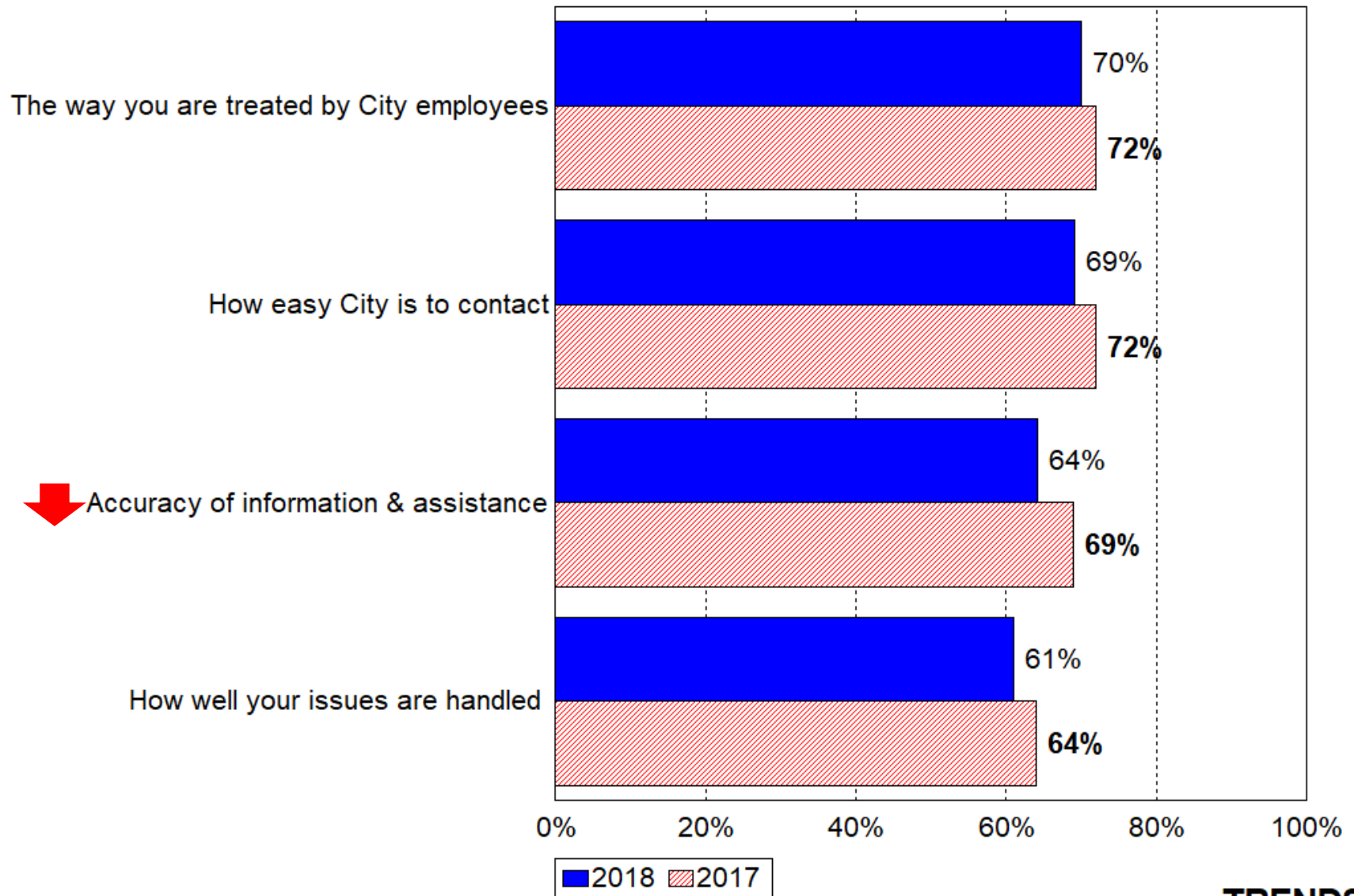
Source: ETC Institute (2018)

TRENDS

Significant Increases From 2017:  **Significant Decreases From 2017:** 

Q5. Satisfaction with Customer Service

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



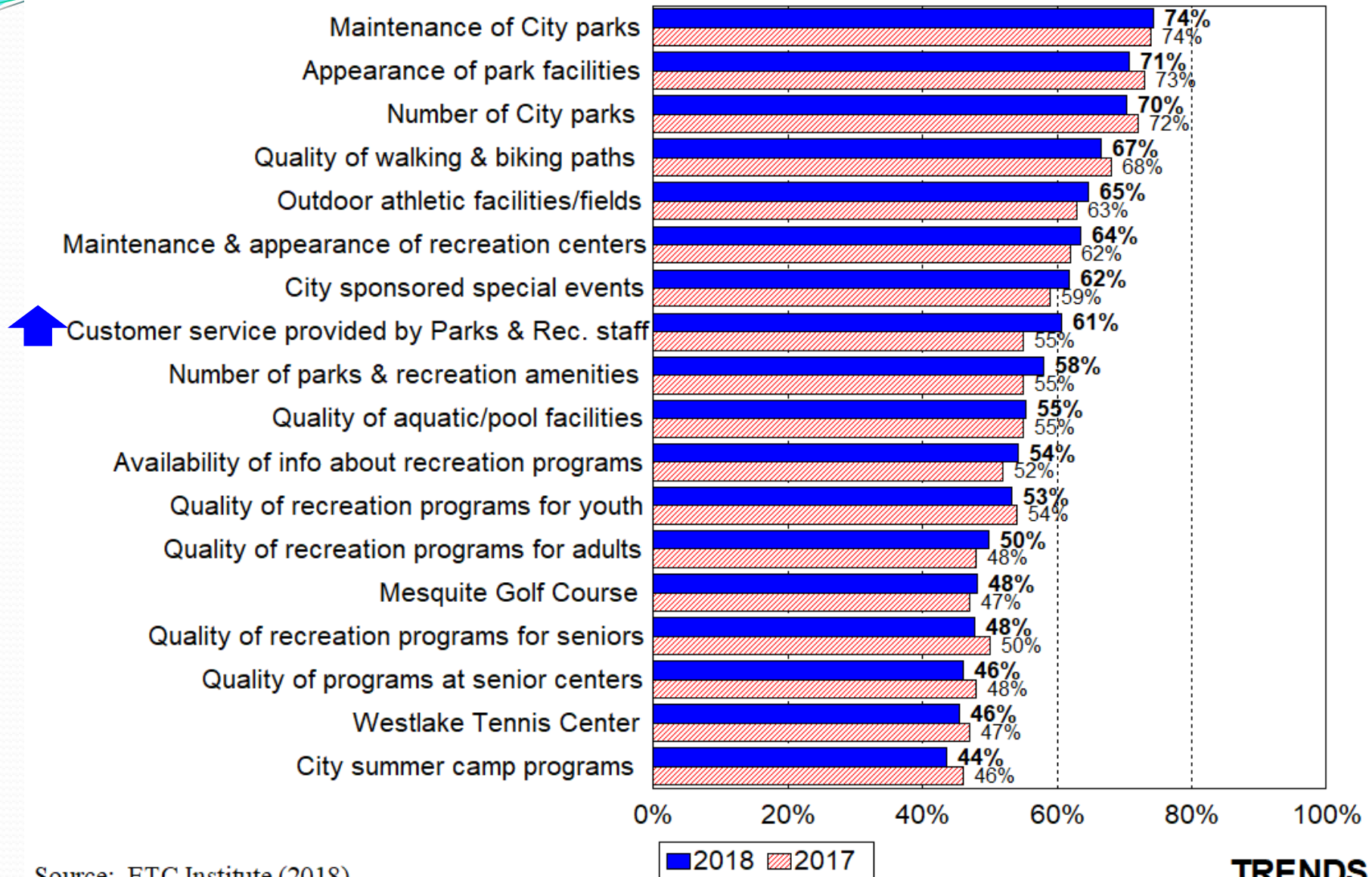
Source: ETC Institute (2018)

TRENDS

Significant Increases From 2017:  **Significant Decreases From 2017:** 

Q25. Satisfaction with Parks and Recreation Services

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



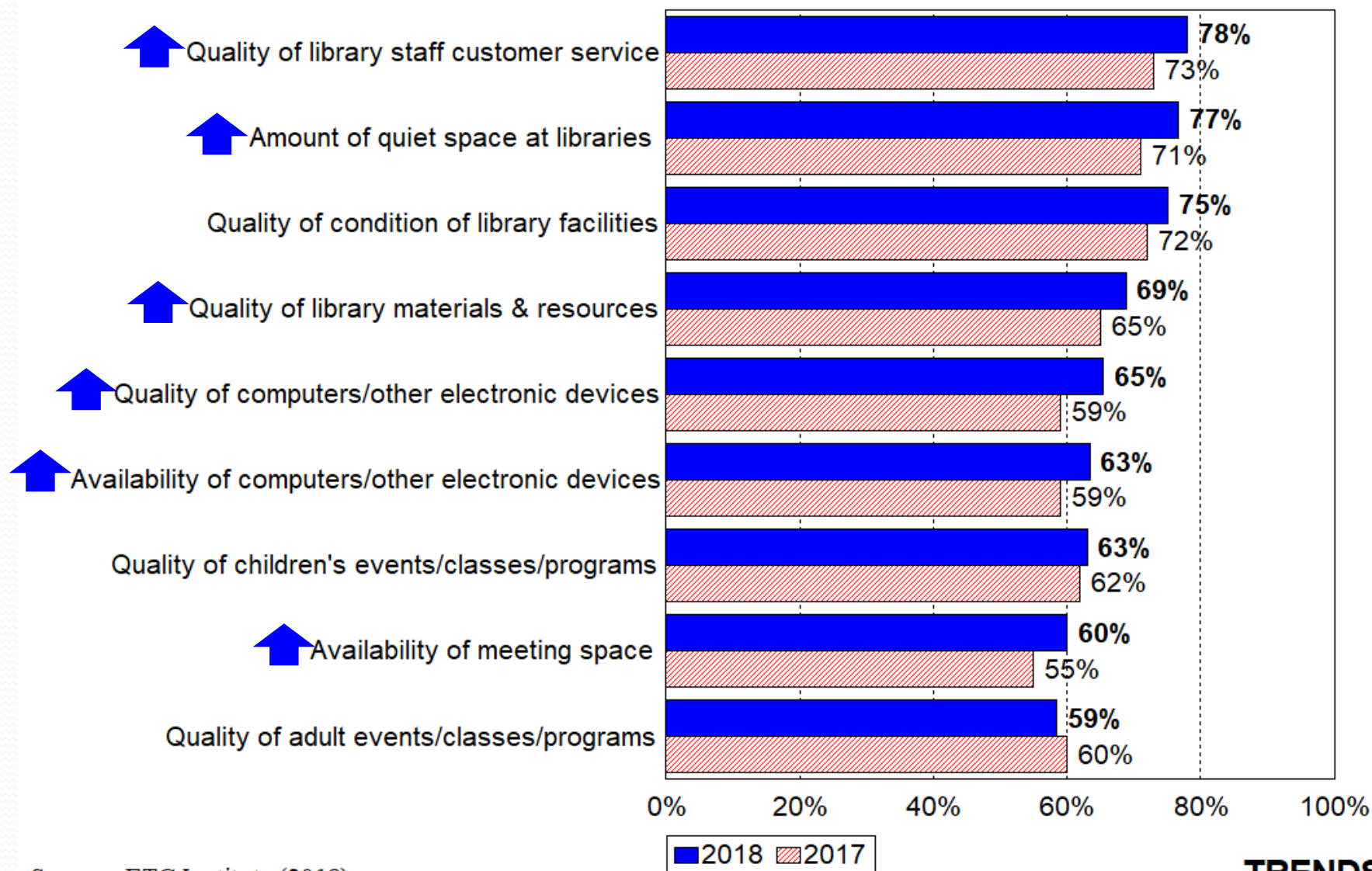
Source: ETC Institute (2018)

TRENDS

Significant Increases From 2017:  **Significant Decreases From 2017:** 

Q28. Satisfaction with Library Services

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



Source: ETC Institute (2018)

Significant Increases From 2017: ↑ **Significant Decreases From 2017:** ↓

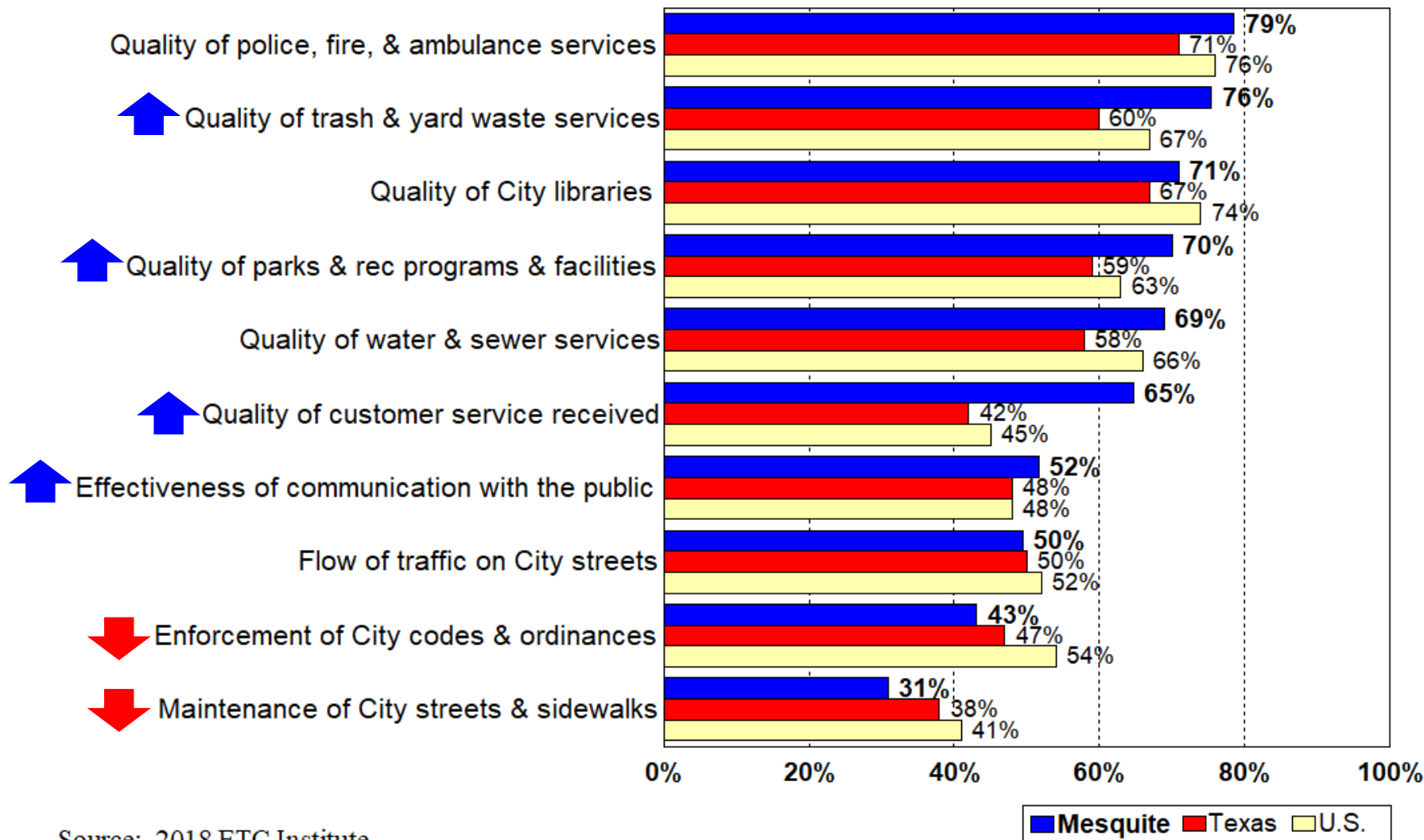
Topic #3

Comparisons to Other Communities

Overall Satisfaction with Major City Services

Mesquite vs. Texas vs. the U.S.

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



Source: 2018 ETC Institute

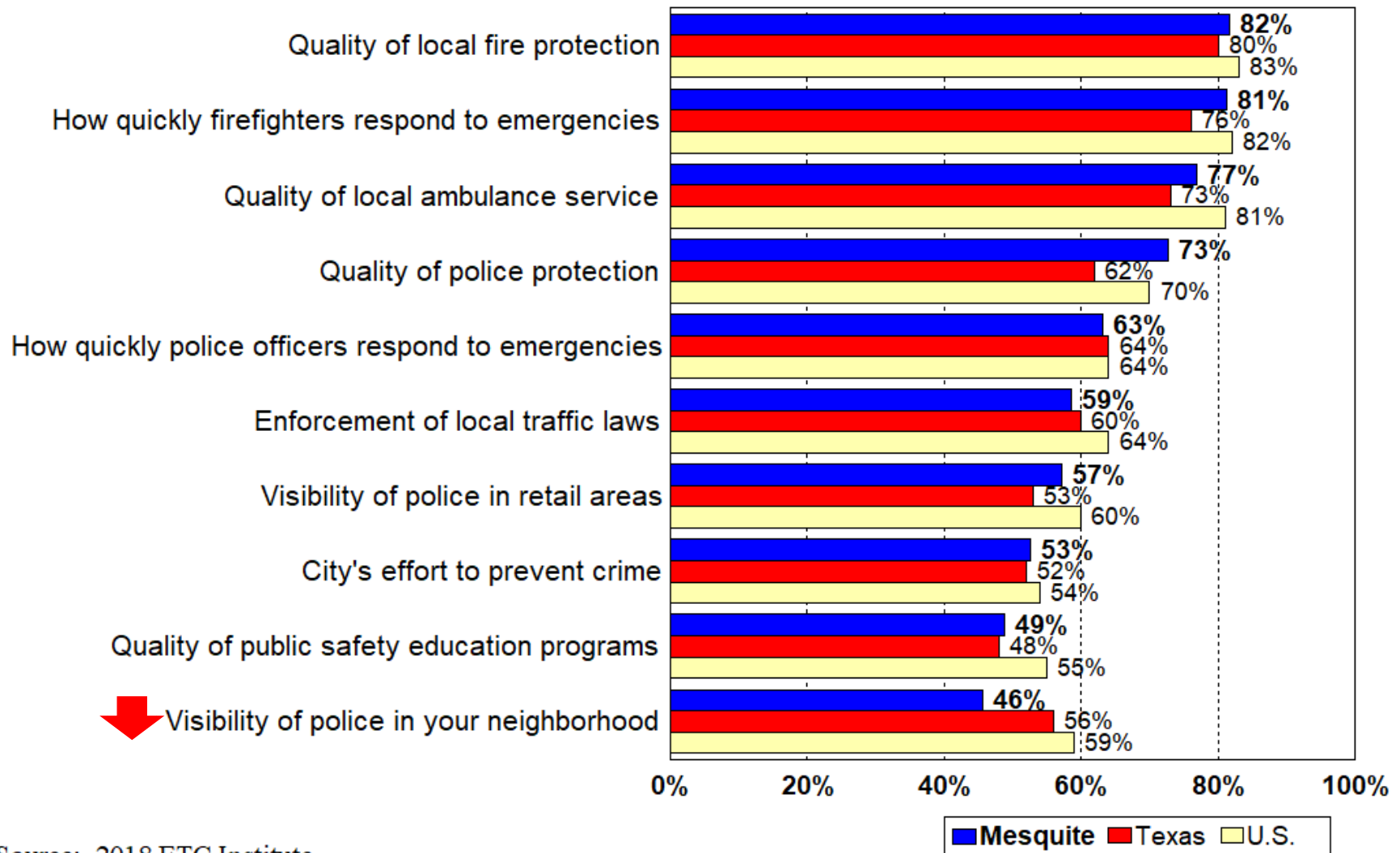
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Public Safety Services

Mesquite vs. Texas vs. the U.S.

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



Source: 2018 ETC Institute

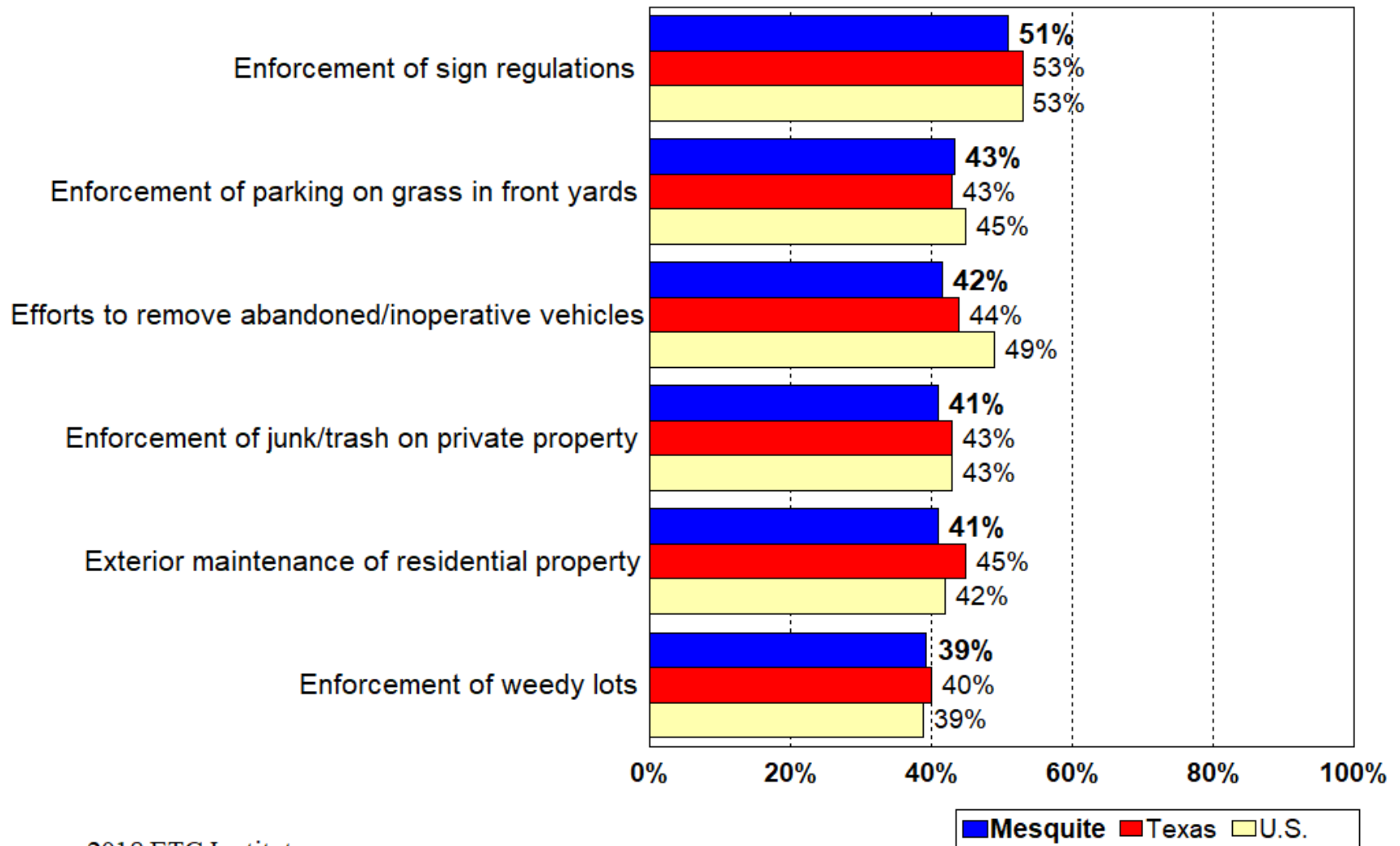
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Code Enforcement

Mesquite vs. Texas vs. the U.S.

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



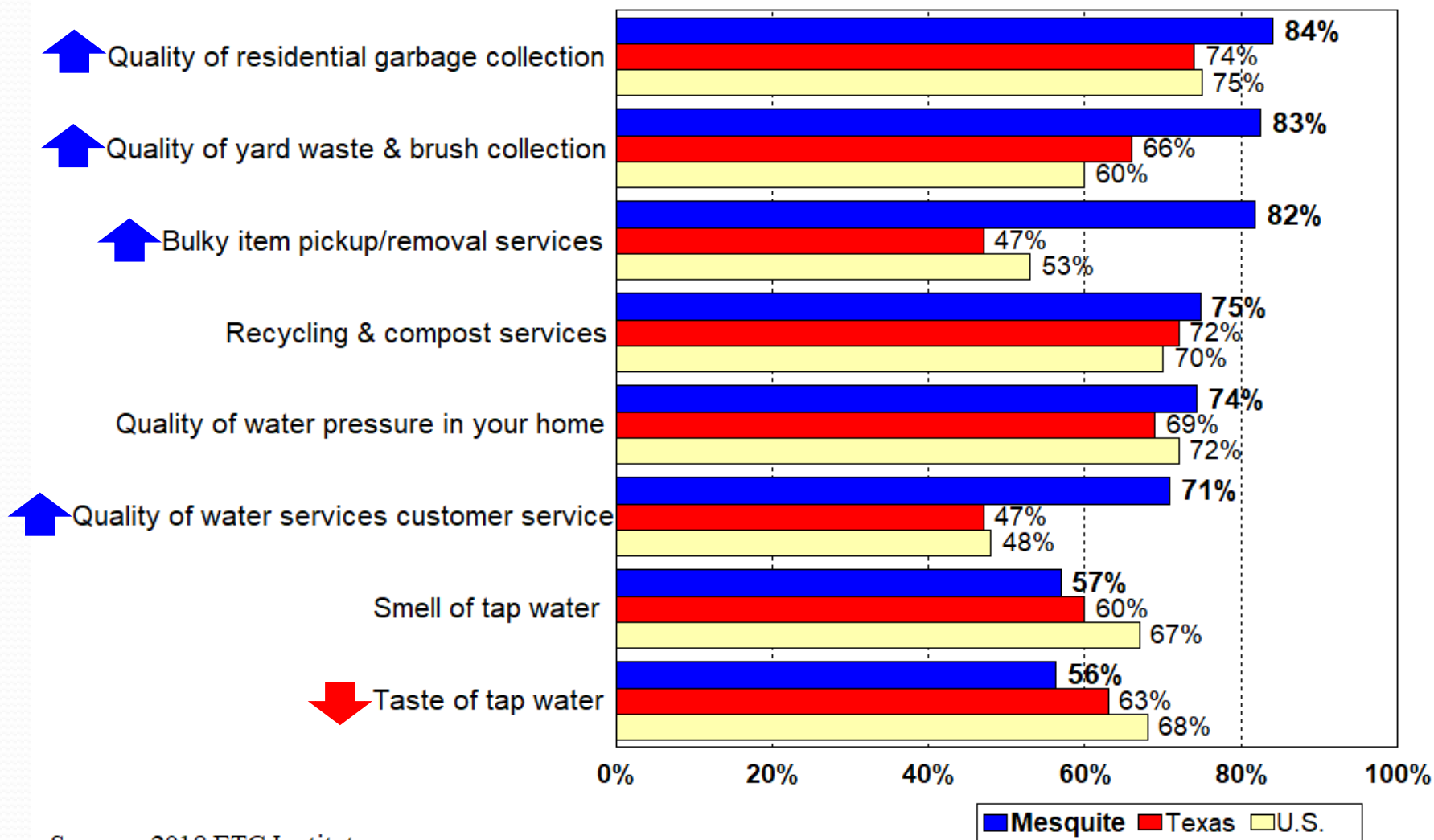
Source: 2018 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Utilities & Solid Waste Services Mesquite vs. Texas vs. the U.S.

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



Source: 2018 ETC Institute

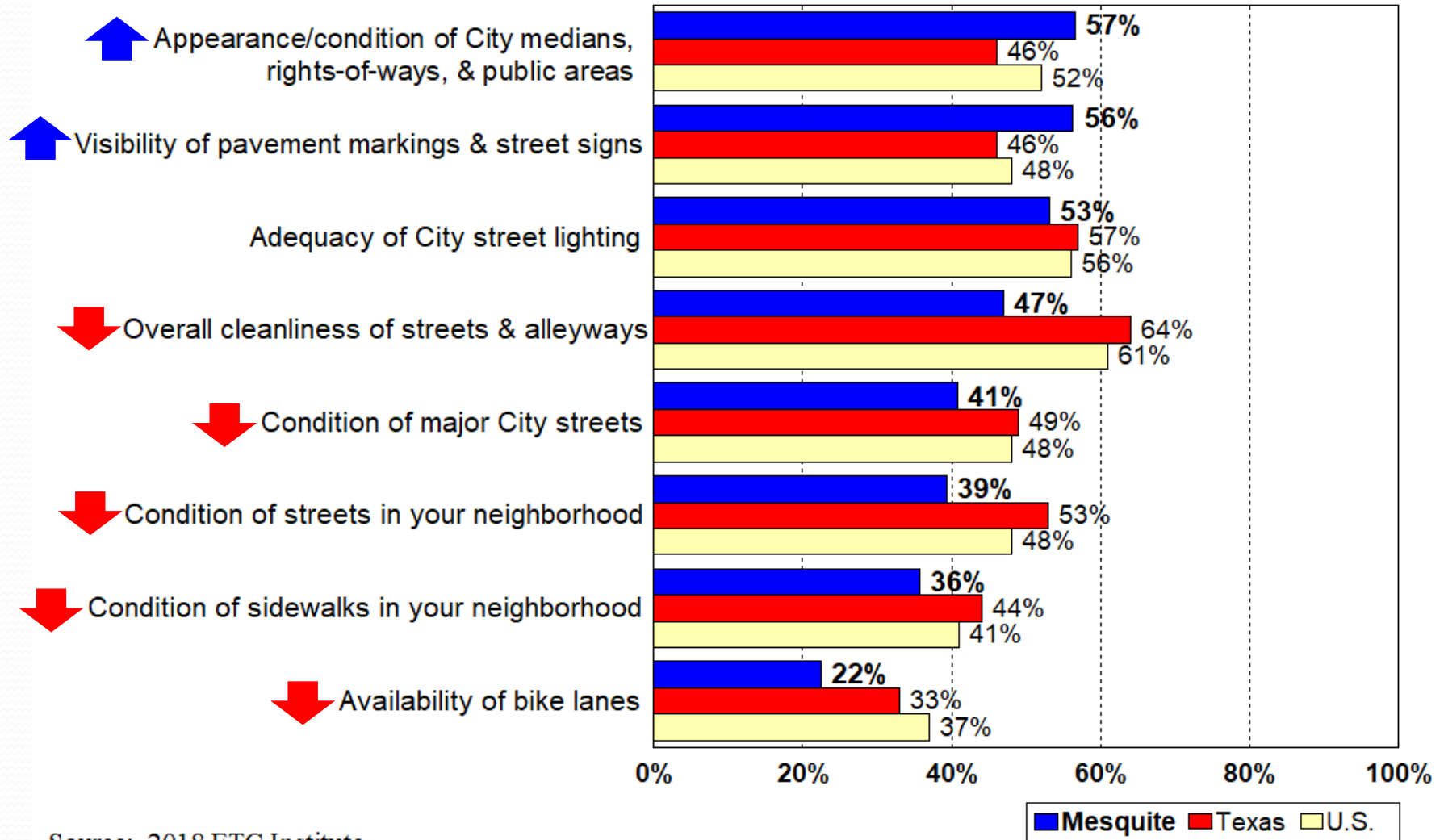
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Maintenance & Appearance of the City

Mesquite 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)



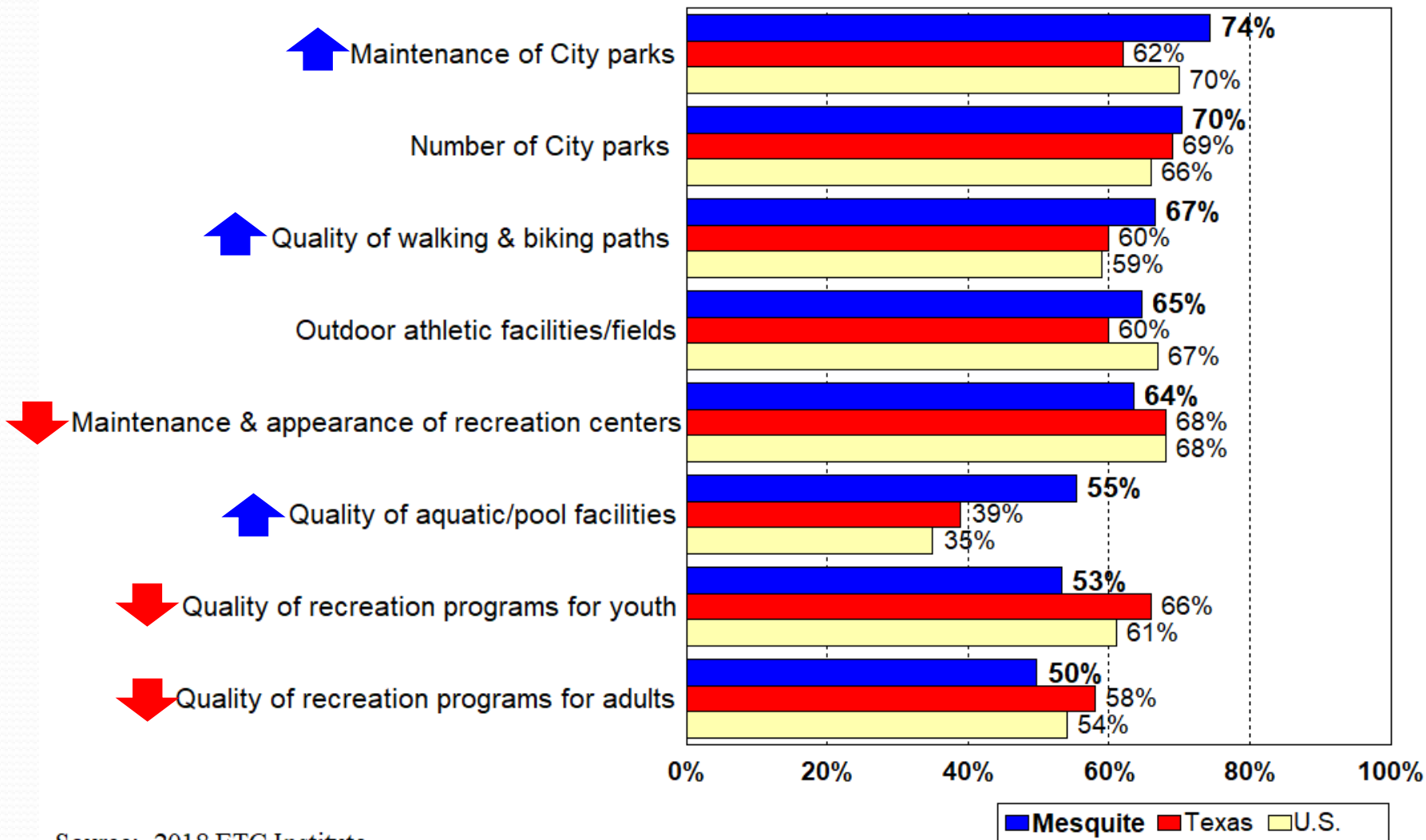
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Parks and Recreation Services

Mesquite vs. Texas vs. the U.S.

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



Source: 2018 ETC Institute

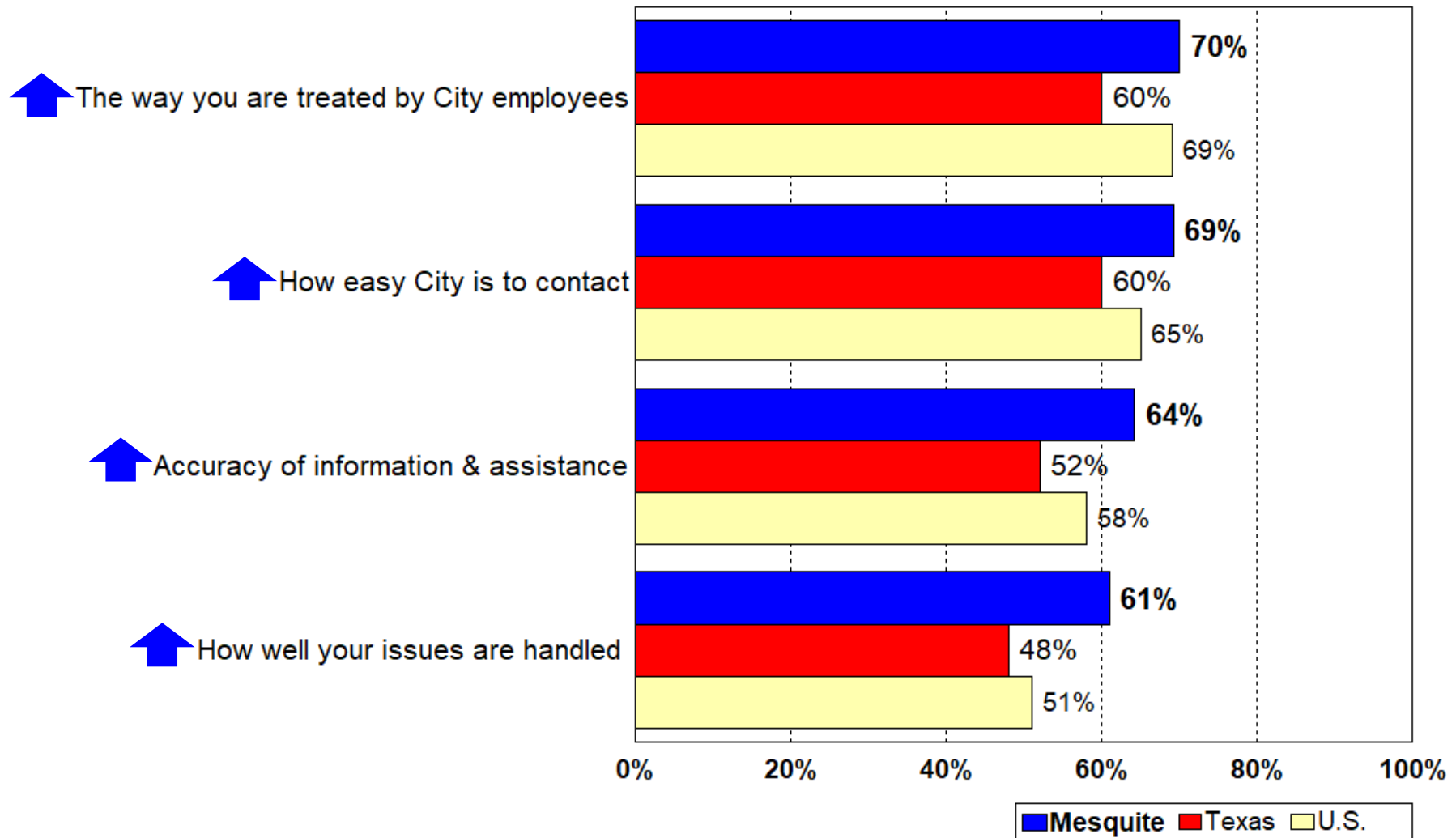
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Customer Service

Mesquite vs. Texas vs. the U.S.

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



Source: 2018 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

Topic #3

Top Priorities for the City

2018 Importance-Satisfaction Rating

Mesquite, Texas

Major Categories of City 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 City streets & sidewalks	62%	1	31%	10	0.4277	1
<u>High Priority (IS .10-.20)</u>						
Enforcement of City codes & ordinances	32%	3	43%	9	0.1792	2
Quality of police, fire, & ambulance services	58%	2	79%	1	0.1235	3
Flow of traffic on City streets	20%	5	50%	8	0.1010	4
<u>Medium Priority (IS <.10)</u>						
Quality of water & sewer services	26%	4	69%	5	0.0818	5
Effectiveness of City communication with the public	15%	8	52%	7	0.0705	6
Quality of parks & recreation programs & facilities	18%	6	70%	4	0.0541	7
Quality of trash & yard waste services	18%	7	76%	2	0.0439	8
Quality of customer service you receive	8%	9	65%	6	0.0282	9
Quality of City libraries	5%	10	71%	3	0.0133	10

Overall Priorities:

2018 Importance-Satisfaction Rating

Mesquite, Texas

Maintenance and Appearance of the City

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>						
Condition of major City streets	56%	1	41%	8	0.3315	1
Condition of streets in your neighborhood	51%	2	39%	9	0.3084	2
<u>High Priority (IS .10-.20)</u>						
Condition of sidewalks in your neighborhood	29%	3	36%	10	0.1890	3
Adequacy of City street lighting	28%	4	53%	4	0.1318	4
Overall cleanliness of streets & alleyways	24%	5	47%	6	0.1293	5
Traffic flow on major City streets	22%	6	52%	5	0.1080	6
<u>Medium Priority (IS <.10)</u>						
Pedestrian accessibility	13%	7	46%	7	0.0729	7
Availability of bike lanes	9%	10	22%	11	0.0714	8
Timing of traffic signals on City streets	13%	8	59%	1	0.0537	9
Appearance of City medians/public areas	11%	9	57%	2	0.0464	10
Visibility of pavement markings/street signs	7%	11	56%	3	0.0302	11

Maintenance and Appearance Priorities:

2018 Importance-Satisfaction Rating

Mesquite, Texas

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 junk/trash on private property	39%	2	41%	7	0.2321	1
Overall aesthetics of City	34%	3	41%	9	0.2004	2
<u>High Priority (IS .10-.20)</u>						
Exterior maintenance & upkeep of residential property	34%	4	41%	8	0.1988	3
Cleanliness of your neighborhood	40%	1	52%	2	0.1915	4
Responsiveness of City code enforcement staff	27%	5	47%	4	0.1404	5
Efforts to remove abandoned or inoperative vehicles	18%	6	42%	6	0.1051	6
<u>Medium Priority (IS <.10)</u>						
Enforcement of weedy lots	15%	7	39%	10	0.0921	7
Efforts to demolish dilapidated structures	14%	8	37%	11	0.0899	8
Enforcement of parking on grass in front yards	12%	9	43%	5	0.0675	9
Enforcement of graffiti	11%	10	52%	1	0.0501	10
Enforcement of sign regulations	8%	11	51%	3	0.0387	11

Code Enforcement Priorities:

2018 Importance-Satisfaction Rating

Mesquite, Texas

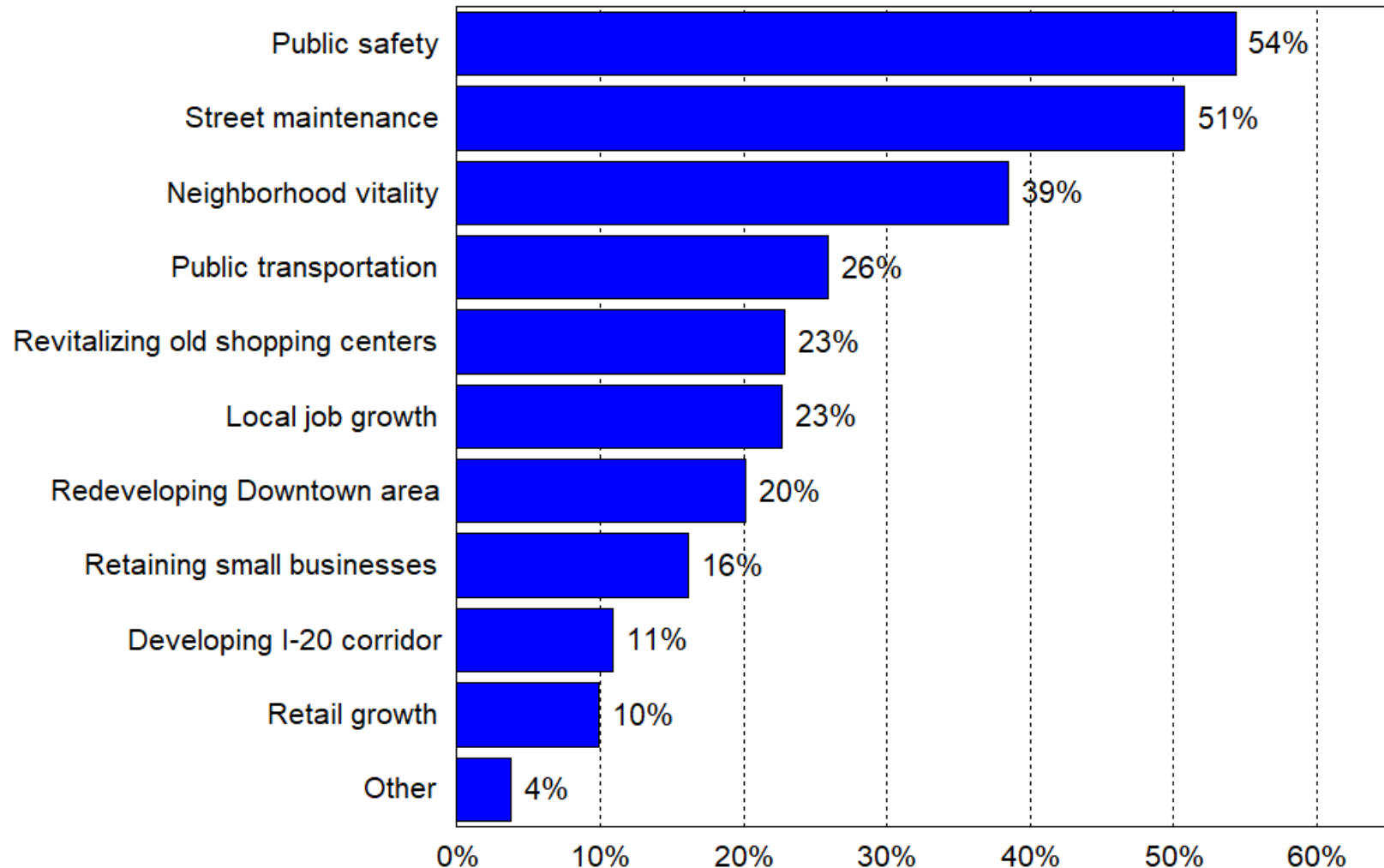
Public Safety Services

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>						
Visibility of police in your neighborhood	38%	4	46%	10	0.2073	1
<u>High Priority (IS .10-.20)</u>						
City's effort to prevent crime	41%	2	53%	8	0.1943	2
How quickly police officers respond to emergencies	38%	3	63%	5	0.1406	3
Quality of police protection	51%	1	73%	4	0.1389	4
<u>Medium Priority (IS <.10)</u>						
Visibility of police in retail areas	14%	8	57%	7	0.0608	5
How quickly firefighters respond to emergencies	28%	5	81%	2	0.0529	6
Quality of local ambulance service	20%	6	77%	3	0.0452	7
Enforcement of local traffic laws	9%	9	59%	6	0.0369	8
Quality of public safety education programs	7%	10	49%	9	0.0333	9
Quality of local fire protection	15%	7	82%	1	0.0274	10

Public Safety Priorities:

Q38. Biggest Issues Mesquite Will Face within the Next Five Years

by percentage of respondents (multiple choices could be made)



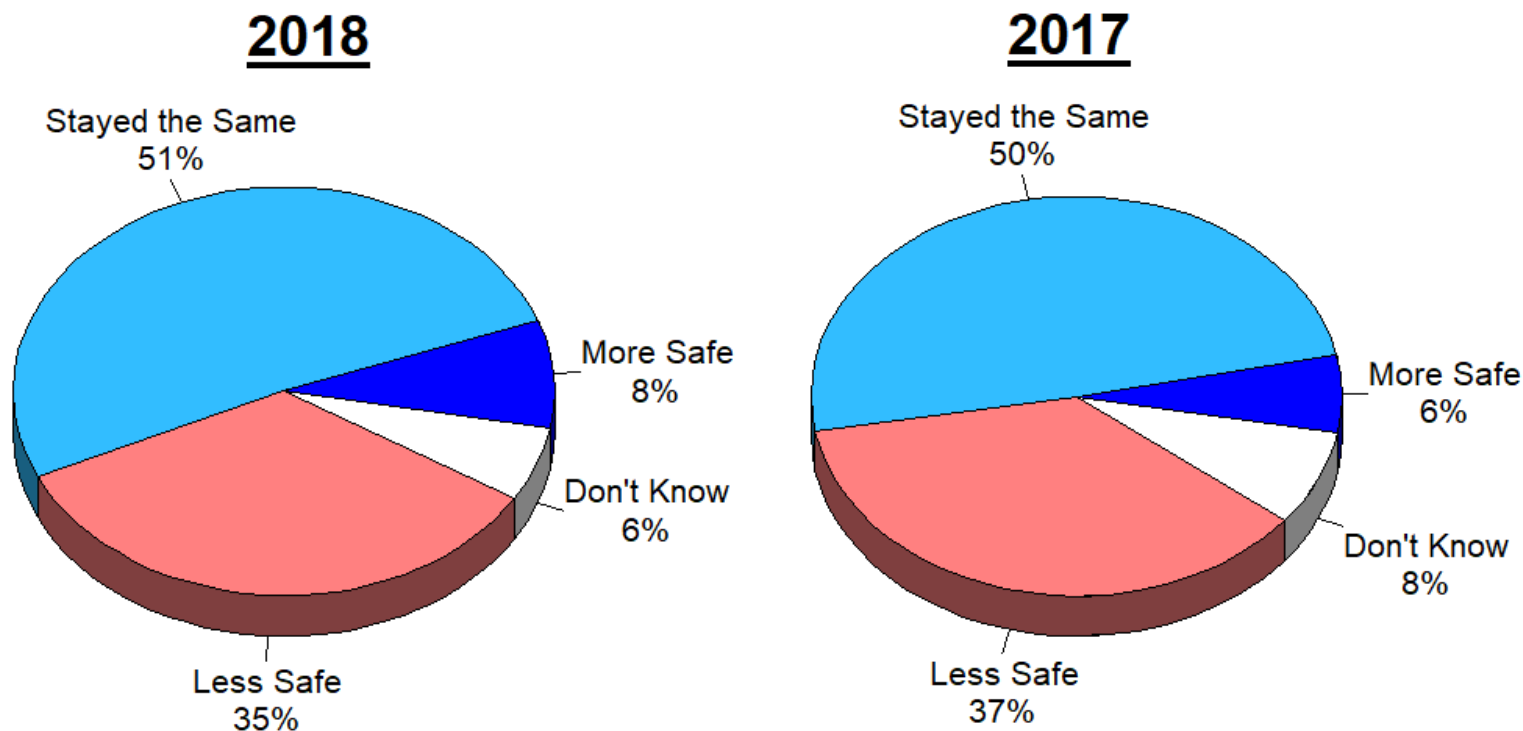
Source: ETC Institute (2018)

Residents Feel the Biggest Issues Facing the City in the Next 5 Years Are: 1) Public Safety, 2) Street Maintenance and 3) Neighborhood Vitality

Other Findings

Q8. In the past 12 months, do you think Mesquite has become more, less, or stayed the same as far as being a safe place to live, work, and raise a family?

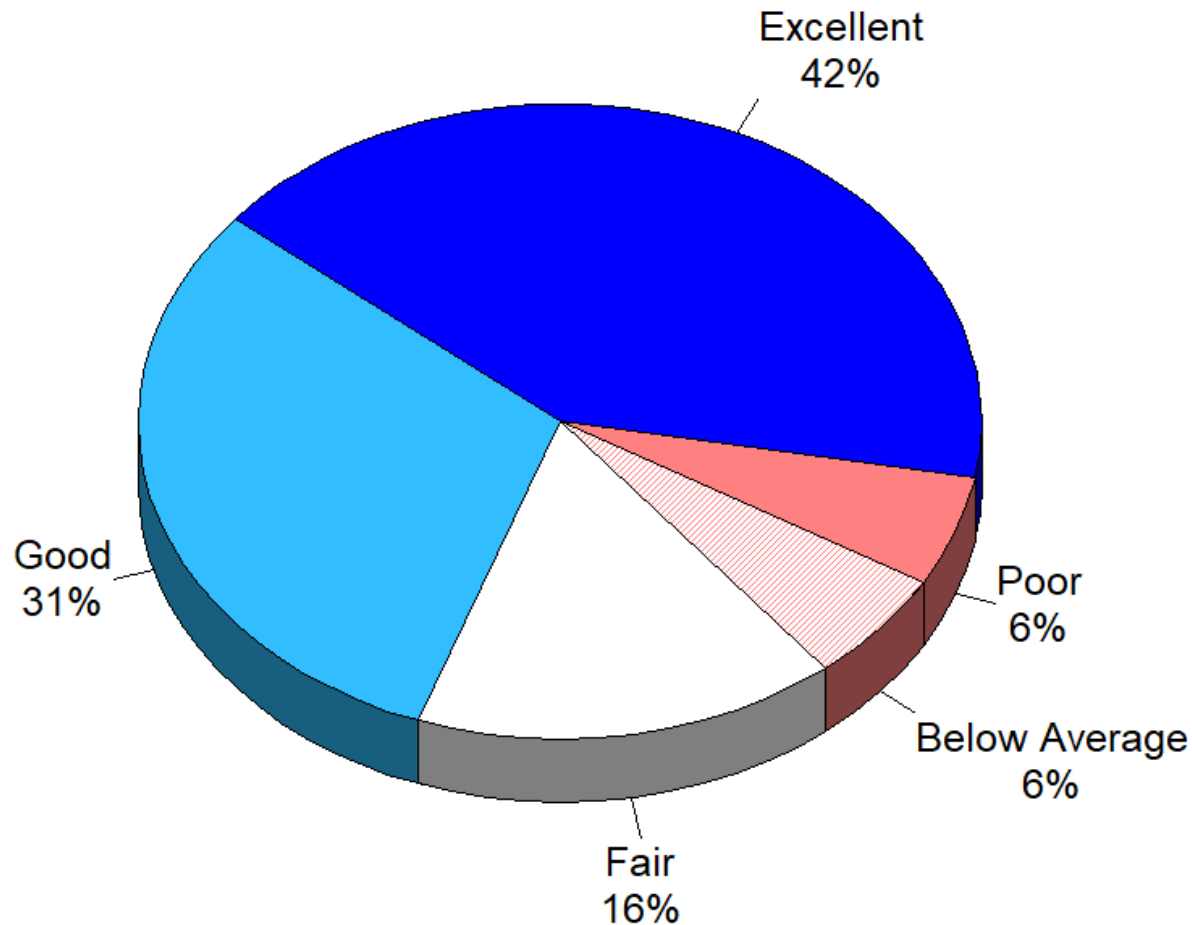
by percentage of respondents



Source: ETC Institute (2018)

Q9a. If you've had contact with a Mesquite police officer in the past 12 months, how would you rate your experience?

by percentage of respondents who have had contact with a police officer in the past year
(excluding don't knows)

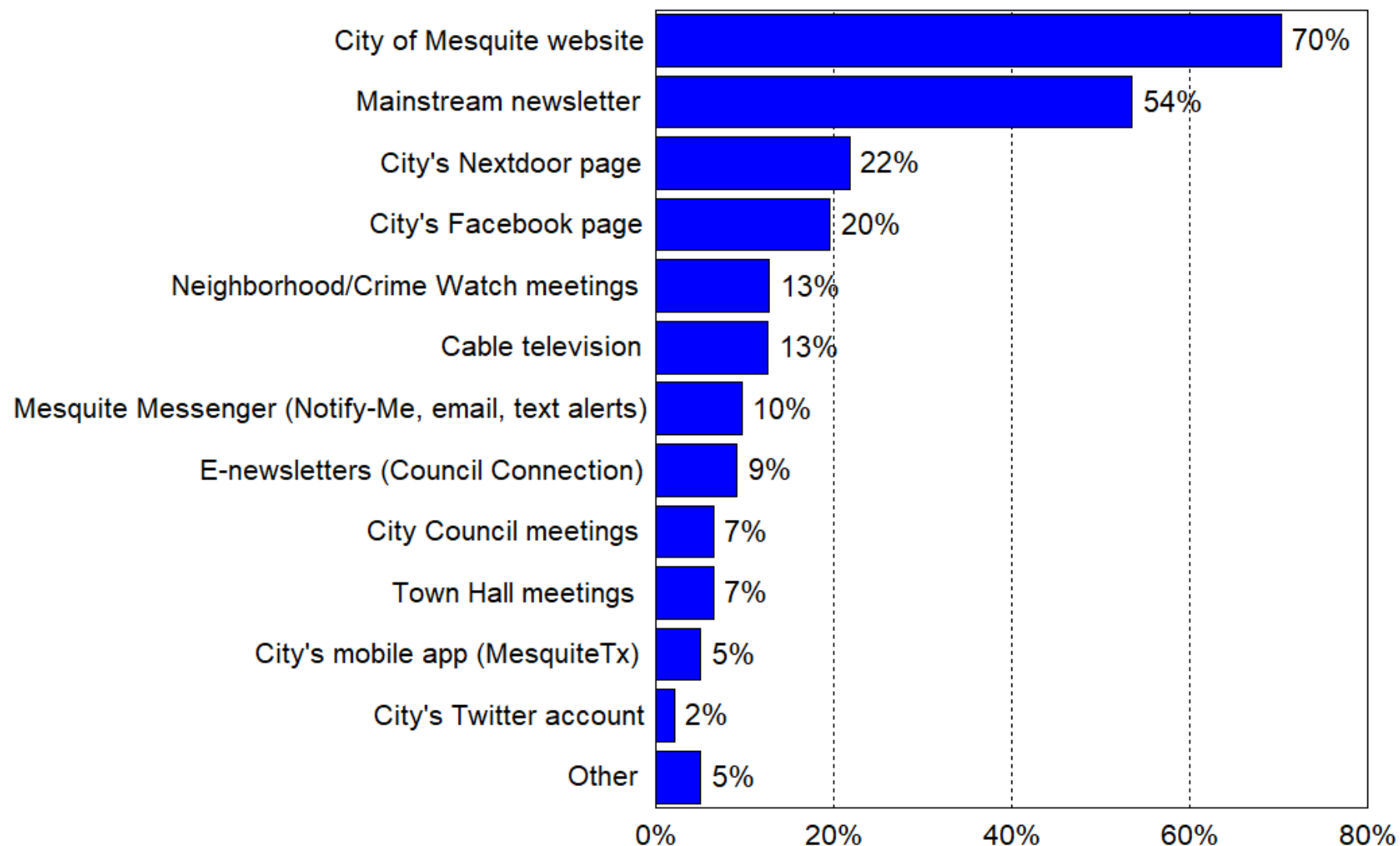


Source: ETC Institute (2018)

**Most Residents Who Have Had Contact with a Mesquite Police Officer
Have Had a Positive Experience**

Q31. Sources Currently Used to Obtain/Receive Information About the City of Mesquite

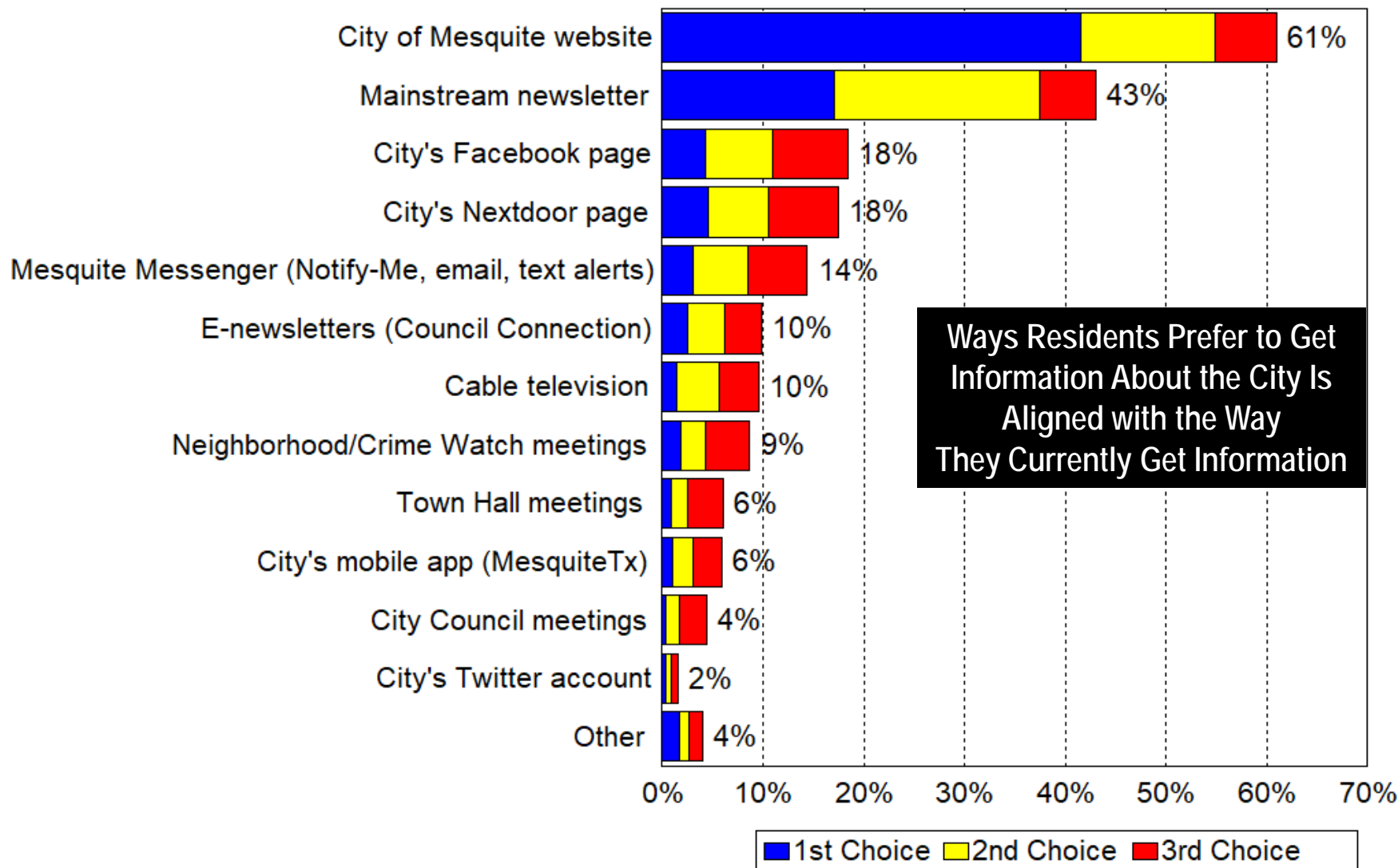
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

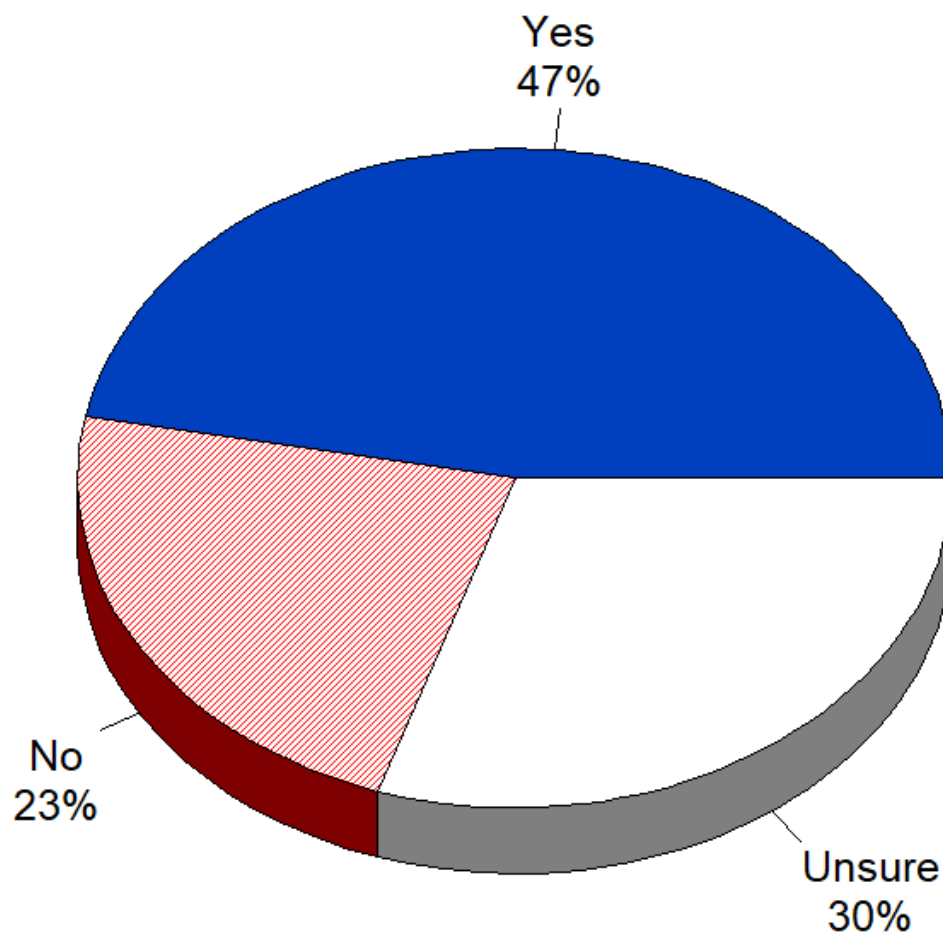
Q32. Sources Residents Most Prefer to Use to Obtain/Receive Information About the City of Mesquite

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



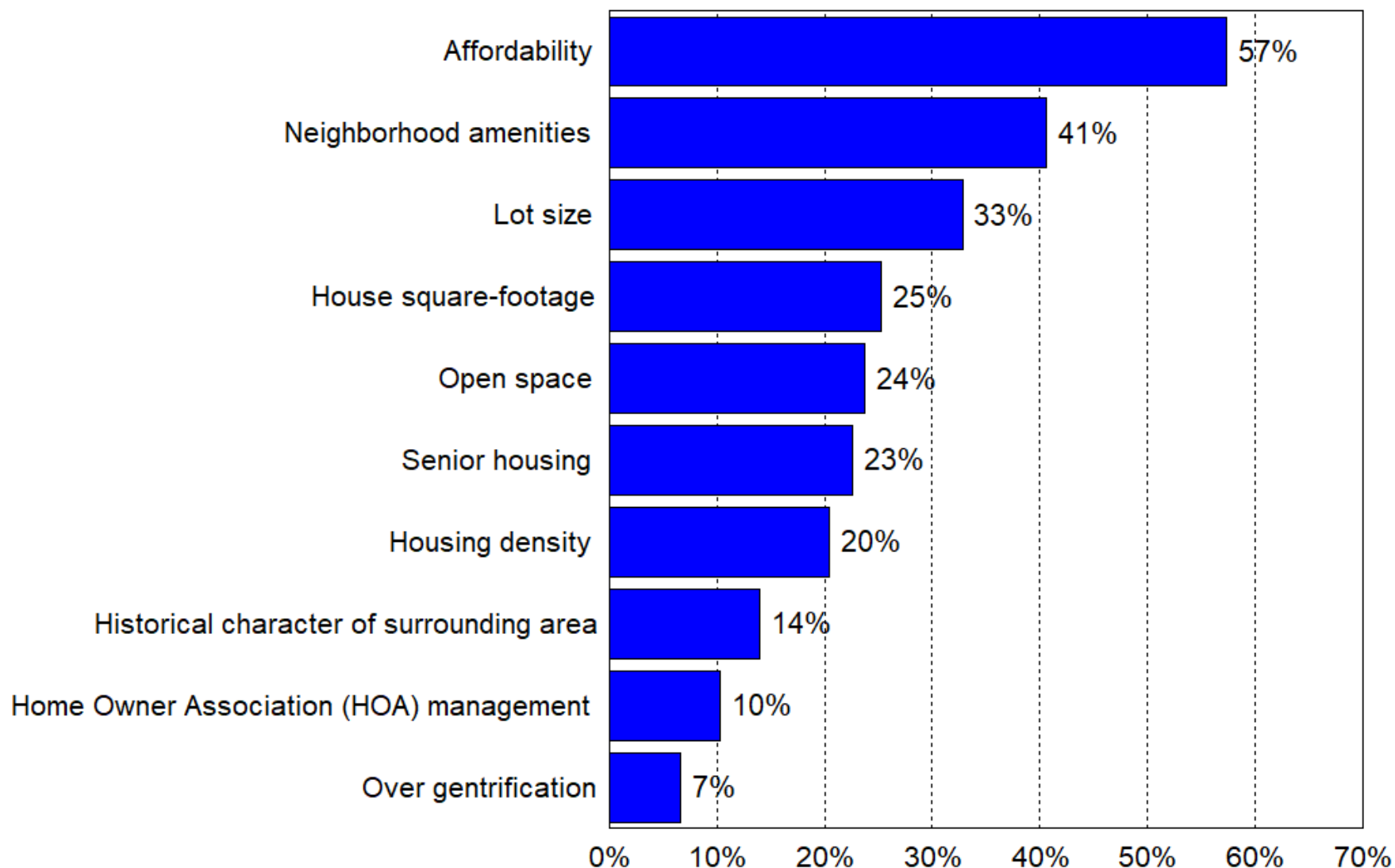
Q33. Are you satisfied with the quality and affordability of housing in Mesquite?

by percentage of respondents



Q34. Which three factors are most important for the City Council to consider regarding new housing development?

by percentage of respondents (up to 3 choices could be made)



Source: ETC Institute (2018)

Summary

Summary

- **The City Is Moving in the Right Direction**
- **Mesquite Rates Higher Than Other Communities in the Value Residents Receive for City Tax Dollars and Fees**
 - ❑ Mesquite rates 12% above the Texas Average and 7% above the U.S. Average in the value residents receive for City taxes and fees
- **Mesquite Rates Higher Than Other Communities in Providing Customer Service**
 - ❑ Mesquite rates 23% above the Texas Average and 20% above the U.S. Average in customer service provided by City employees
- **Top Priorities for City Services:**
 - ❑ Maintenance of City Streets/Sidewalks
 - ❑ Enforcement of Codes/Ordinances
 - ❑ Public Safety Services (Police, Fire, Ambulance)
- **Top Issues Facing the City Over the Next 5 Years:**
 - ❑ Public Safety
 - ❑ Street Maintenance
 - ❑ Neighborhood Vitality

Questions?

THANK YOU!!