

City of Baytown 2014 Community Survey

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Final Report

Submitted to the City of Baytown, Texas by:

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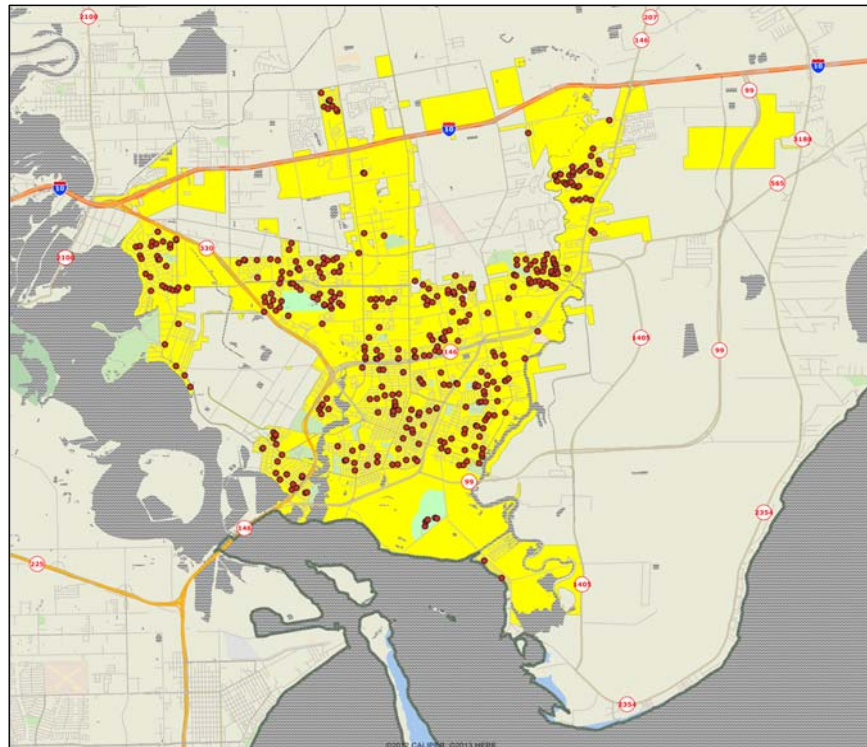
2014 City of Baytown Executive Summary Report

Overview and Methodology

ETC Institute administered its second community survey for the City of Baytown during January through March of 2014. The survey is part of the City's ongoing efforts to involve citizens in long-range planning and improving the quality of city services provided.

A seven-page survey was mailed to a random sample of households in the City of Baytown. The mailed version of the survey included a postage-paid return envelope, a cover letter explaining the purpose of the survey and a link to the online version of the survey (baytownsurvey.org). Approximately two weeks after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 154 completed the survey by phone, 198 returned it by mail, and 57 completed the survey online, for a total of 409 completed surveys. The results for the random sample of 409 households have a precision of at least $\pm 4.8\%$ at the 95% level of confidence. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail vs. online).

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons between city services. 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.” The percentage of “don’t know” responses has been included in the tabular data in Section 4 of this report.

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey along with comparisons to the 2013 survey
- benchmarking analysis that shows how the results for Baytown compare to other cities
- importance-satisfaction analysis that identifies potential opportunities for improvement
- tables that show the results for all questions on the survey
- a copy of the survey instrument
- a Composite Satisfaction Index showing changes in overall satisfaction since 2013

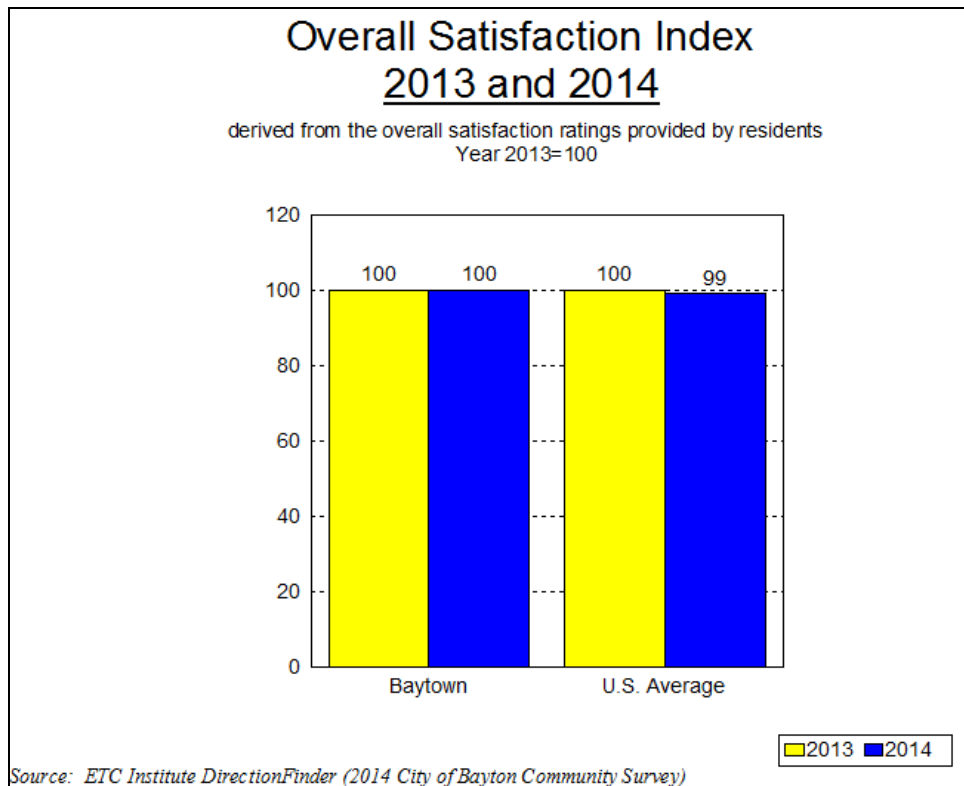
Ratings of Baytown as a Place to Work and Live

Seventy-one percent (71%) of the residents surveyed who had an opinion rated the City as an “excellent” or “good” place to work; 19% were neutral and 9% felt the City was a “below average” or “poor” place to work. Sixty-eight percent (68%) of the residents who had an opinion rated the City as an “excellent” or “good” place to live; 20% were neutral and 13% rated Baytown as a “below average” or “poor” place to live.

Trends

To objectively assess the change in satisfaction with city services from 2013, ETC Institute developed a Composite Customer Satisfaction Index for the City. The Composite Satisfaction Index is derived from the mean rating given for all major categories of city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2013) and then multiplying the result by 100. The Composite Customer Satisfaction Index for the City of Baytown stayed the same from 2013 to 2014.

The chart on the next page shows how the Composite Satisfaction Index for the City of Baytown and the United States has changed since 2013. While the results for the City of Baytown stayed the same, the U.S. average declined by 1 point.



Overall Satisfaction

Seventy-four percent (74%) of the residents surveyed who had an opinion were “very satisfied” or “satisfied” with the overall quality of services provided by Baytown; 22% gave a neutral rating and only 4% were dissatisfied. The major categories of City services that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: police/fire/ambulance services (85%), solid waste services in Baytown (84%), parks/recreation programs/facilities (78%) and the customer service received from City employees (75%). Residents were least satisfied with the flow of traffic/congestion management in Baytown (35%).

Overall Priorities

The major categories of City services that residents felt were most important for the City to emphasize over the next two years, based upon the percentage of residents who selected the item as one of their top three choices, were:

- Flow of traffic/congestion management (59%)
- Maintenance of city streets/buildings/facilities (53%)
- City water and sewer utilities (25%)

Satisfaction with Specific City Services

- **Public Services.** Residents were generally satisfied with public services in Baytown. The public services with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: residential trash collection services (91%), curbside recycling (85%) and yardwaste removal services (79%). Among the public services that were assessed, there was **one significant increase**: solid waste services in Baytown (+6%). In this report, a “significant increase/decrease” is defined as a **change of 5% or more** since 2013. There was **one significant decrease** in satisfaction with regard to public services: flow of traffic and congestion management in Baytown (-6%).
- **Development and Redevelopment.** The areas of development and redevelopment with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: the quality of new business development (69%) and the quality of new retail development (65%). The service that residents were least satisfied with was the redevelopment of abandoned or under-utilized properties (24%). The development and redevelopment service that residents thought was most important for the City to emphasize over the next two years was the redevelopment of abandoned or under-utilized properties. Among the development and redevelopment issues that were assessed, there were **two significant decreases**: (1) redevelopment of the waterfront (-9%) and (2) redevelopment of downtown Baytown (-7%). There were **no significant increases**.
- **Maintenance Services.** The maintenance services with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: the maintenance of traffic signals (70%), the maintenance of street signs (68%) and the mowing/trimming along city streets/other public areas (65%); residents were least satisfied with the overall maintenance of city streets (52%). The areas of maintenance that residents thought were most important for the City to emphasize over the next two years were: (1) the overall maintenance of city streets and (2) cleanliness of city streets and other public areas. Among the maintenance services that were assessed, there was **one significant increase**: maintenance of sidewalks in Baytown (+8%). There were **no significant decreases**.
- **Transportation.** The areas of transportation with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: the ease of east/west travel in Baytown (52%) and the availability of public transportation (46%). Residents were least satisfied with the availability of bicycle lanes (22%). Among the transportation issues that were assessed, there were **two significant decreases**: (1) ease of north/south travel in Baytown (-10%) and (2) availability of bicycle lanes (-5%). There were **no significant increases**.

- **Code Enforcement.** The areas of code enforcement with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: enforcing sign regulations (46%) and enforcing the exterior maintenance of business property (45%). Among the code enforcement issues that were assessed, there were **significant decreases in all but one area**: mowing/cutting of weeds on private property. The areas with significant decreases include: enforcing sign regulations (-7%), exterior maintenance of business property (-7%), enforcing clean-up of debris on private property (-6%), and exterior maintenance of residential property (-8%).
- **Public Safety Services.** The public safety services with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: how quickly ambulance personnel respond to emergencies (86%), how quickly fire personnel respond to emergencies (85%), overall quality of local ambulance service (83%) and overall quality of local fire protection (80%). The public safety services that residents thought were most important for the City to emphasize over the next two years were: (1) the visibility of police in neighborhoods, (2) the City’s efforts to prevent crime, (3) the visibility of police in retail areas and (4) the overall quality of animal control. Among the public safety services that were assessed, there were **two significant increases**: (1) how quickly ambulance personnel respond to emergencies (+5%) and (2) overall quality of local ambulance service (+5%). There were **no significant decreases**.
- **Parks and Recreation Services.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: maintenance of city parks (76%), special events sponsored by the city (72%), number of city parks (69%) and the quality of outdoor athletic fields (67%). The parks and recreation services that residents thought were most important for the City to emphasize over the next two years were: (1) the number of walking/biking trails, (2) teen recreation opportunities and (3) the maintenance of city parks. Among the parks and recreation issues that were assessed, there were **four significant decreases**: (1) the City’s youth athletic programs (-5%), (2) the quality of the City’s indoor recreation facilities (-11%), (3) other City recreation programs (-12%) and (4) teen recreation opportunities (-6%). There were **no significant increases**.
- **Library Services.** Residents were generally satisfied with the quality of library services in Baytown. The library services with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were the overall helpfulness of library staff (86%), the overall quality of available materials (84%) and the overall size of the library (82%). The library services that residents thought were most important for the City to emphasize over the next two years were: (1) the overall quality of available materials and (2) the overall quality/quantity of programs for teens. There were **no significant increases or decreases**.

- **City Communications.** The communication services with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: the City’s citizen newsletter, The Bridge (66%) and the quality of the City’s web page (57%); residents were least satisfied with the level of public involvement in the budget process (36%). Among the communications issues that were assessed, there was **one significant increase**: the City’s citizen newsletter, The Bridge (+8%). There were **three significant decreases** in satisfaction with regard to city communications: (1) the availability of information about City programs/services (-6%), (2) programming on the City’s cable TV channel, BTV 16 (-7%) and (3) the level of public involvement in decision making (-7%).
- **Water Service.** The water services with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: water pressure on a typical day (81%), City efforts to keep drinking water safe (66%), and the clarity of tap water (66%); residents were least satisfied with the amount paid for the City’s water (35%). **The question regarding satisfaction with water service was new to the 2014 survey.**

Other Major Findings

- **Customer Service.** Of the residents who had interacted with the City during the past year, most (85%) felt it was “very easy” or “somewhat easy” to contact the person they needed to reach; 13% felt it was “difficult” or “very difficult” and 1% did not know. When asked to indicate the frequency that City employees displayed various behaviors, 88% of residents reported City employees were “always” or “usually” courteous and polite; 81% of residents reported the City employees they interacted with “always” or “usually” gave prompt, accurate and complete answers.
- **The City’s “Ask Baytown” Citizen Request System.** Eighty percent (80%) of the residents surveyed were not aware of the City’s “Ask Baytown” citizen request system; 19% of residents were aware of the system and 1% did not know. Approximately four percent (4%) of the residents surveyed indicated they had utilized the City’s “Ask Baytown” request system to make a service request or report an issue.
- **Perceptions of Safety in the City.** Seventy-eight percent (78%) of the residents surveyed who had an opinion felt “very safe” or “safe” in their neighborhood during the day; 17% gave a neutral rating and only 5% felt unsafe in their neighborhood during the day. Fifty-seven percent (57%) of the residents surveyed who had an opinion felt “very safe” or “safe” in their neighborhood at night; 23% gave a neutral rating and 20% felt unsafe in their neighborhood at night.

- **Parks/Recreation Amenities and City Event Participation.** The Parks and Recreation amenities that residents had used or visited most often during the past year were: Any Baytown Park (55%), Baytown Nature Center (31%) and Pirates Bay (29%). The City events that residents had attended most often during the past year were: the 4th of July Fireworks (42%), the Christmas Parade (27%) and the 3rd and 4th of July Concerts (24%).
- **Library Usage.** Sixty-three percent (63%) of residents reported they currently have a Baytown library card; more than one-third (35%) did not and 2% did not know. Thirteen percent (13%) of residents reported they typically visit the library daily or weekly; 31% reported they typically visit the library monthly, 49% typically visit the library less than monthly and 7% never visit the library.
- **Other Communication Findings.** The primary sources where residents received information about City issues, services and events were: the Baytown Sun (61%), television news (43%), and The Bridge newsletter (33%). The types of information residents were most interested in seeing in city publications were: information about City events (41%) and information about City services (34%).

Opportunities for Improvement

In order to help the City identify opportunities for improvement, ETC Institute conducted an Importance-Satisfaction (I-S) Priorities 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 improvements 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) Priorities Analysis, ETC Institute recommends the following:

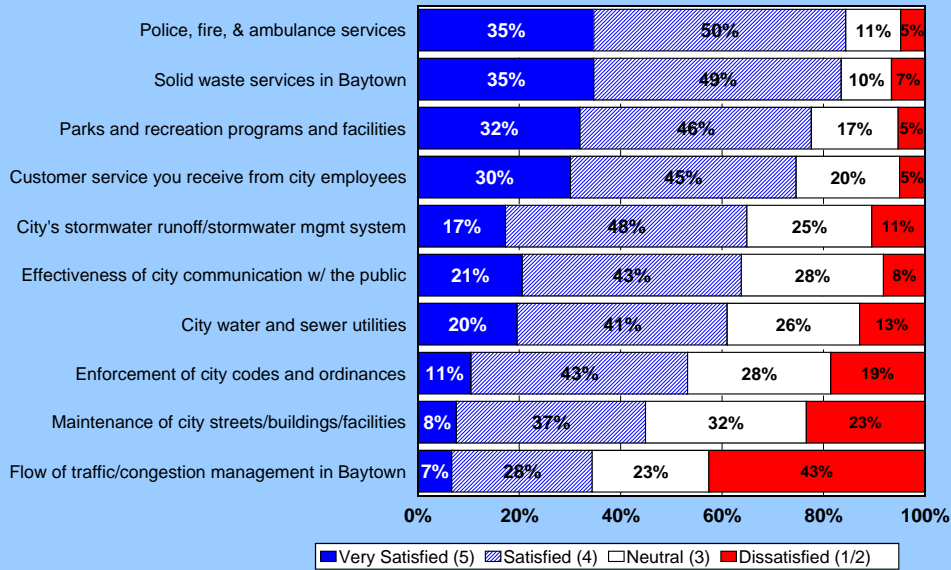
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services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

- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Development and Redevelopment:** redevelopment of abandoned or underutilized properties, redevelopment of downtown Baytown and how well the city is planning for growth.
 - **Maintenance:** overall maintenance of city streets, cleanliness of city streets/other public areas and the adequacy of city street lighting.
 - **Public Safety:** the city’s efforts to prevent crime, the visibility of police in neighborhoods, the visibility of police in retail areas and the overall quality of animal control.
 - **Parks and Recreation:** the number of walking and biking trails in the City and teen recreation opportunities.
 - **Library Services:** none of the library services were identified as “very high” or “high” priorities.

Section 1:
Charts and Graphs

Q1. Satisfaction With Major Categories of City Services

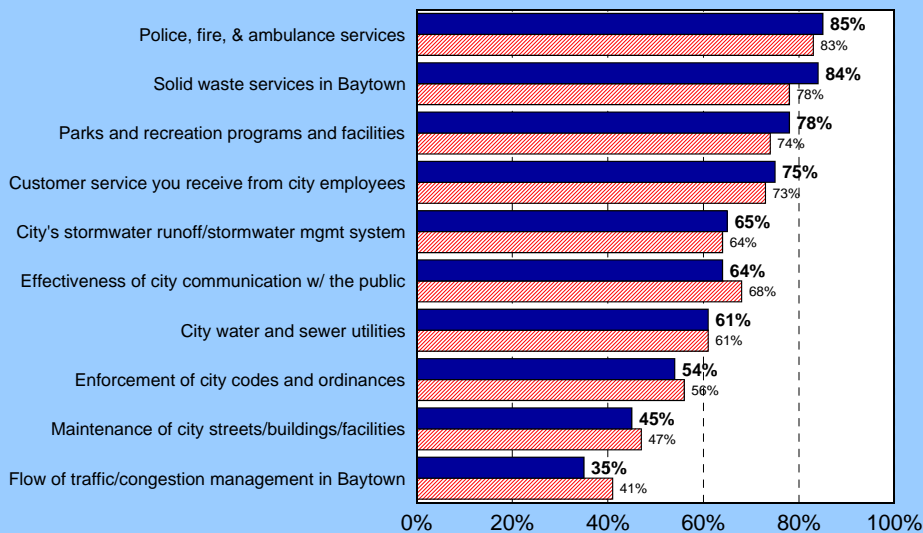
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2014 City of Baytown Community Survey)

Satisfaction With Major Categories of City Services - 2013 vs. 2014

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



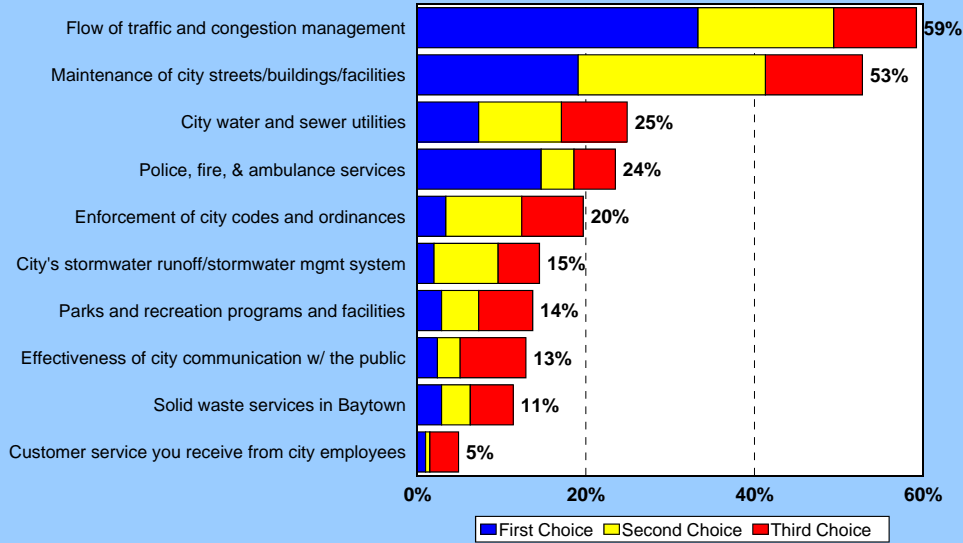
*Changes of +/- 5% from 2013 are statistically significant

Source: ETC Institute (2014 City of Baytown Community Survey)

Trends

Q2. Major Categories of City Services That Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

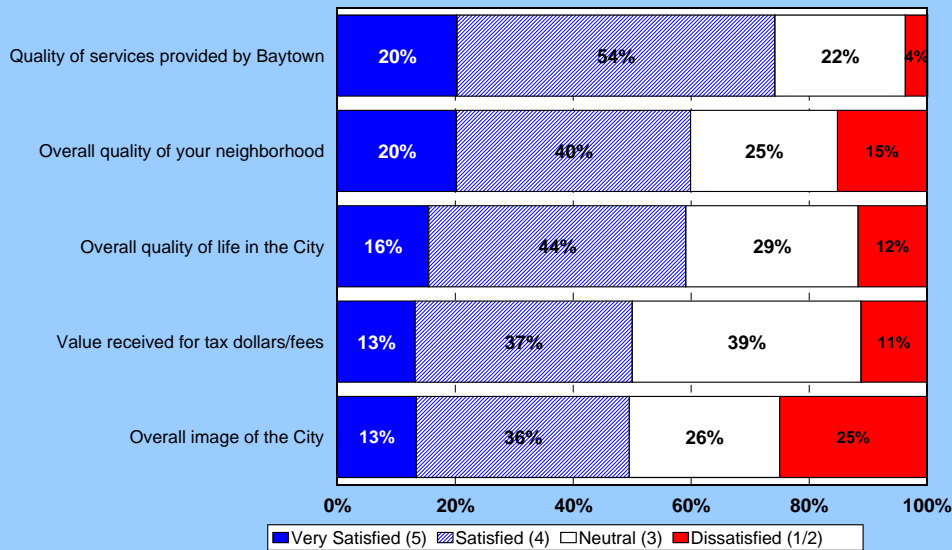
by percentage of respondents surveyed who selected the item as one of their top three choices



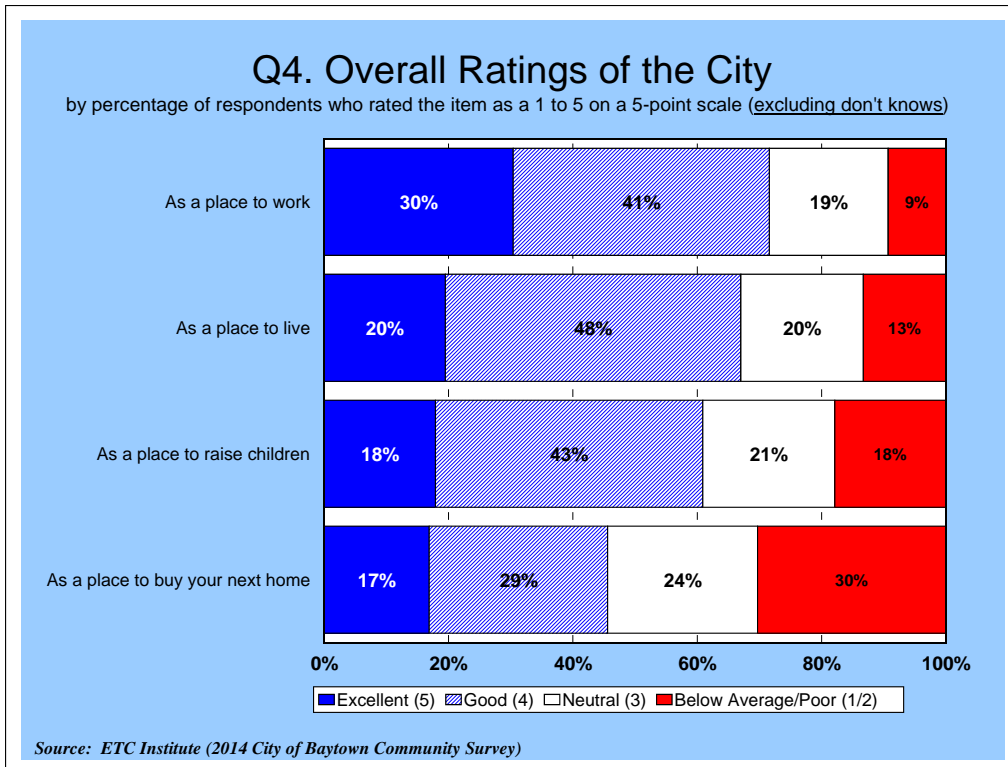
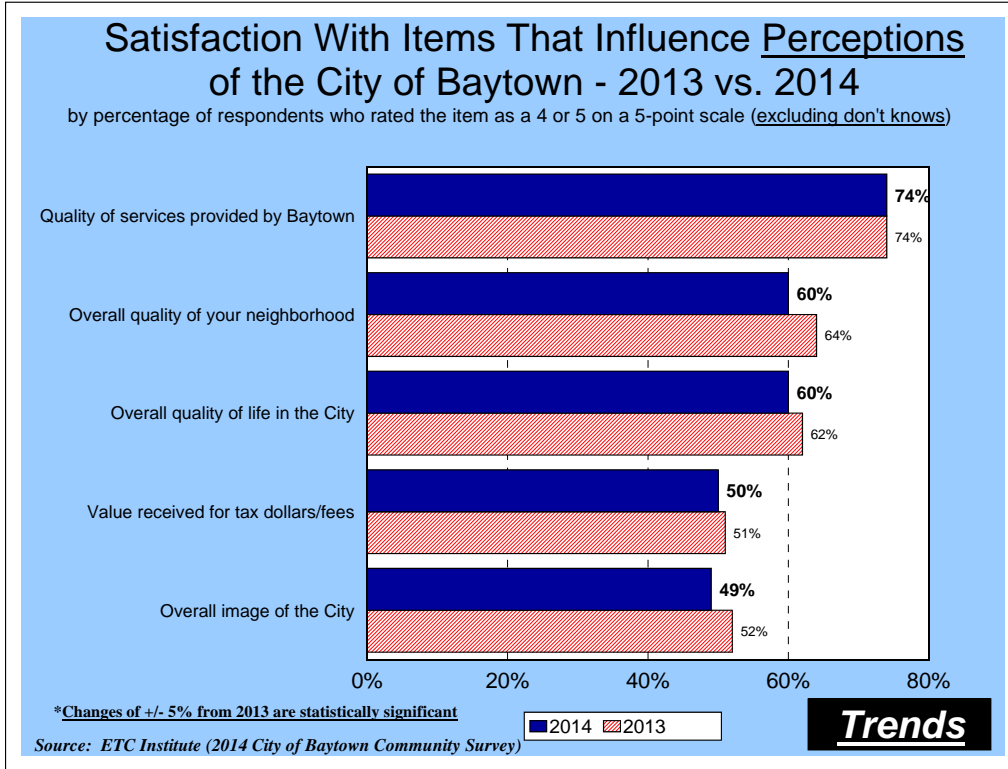
Source: ETC Institute (2014 City of Baytown Community Survey)

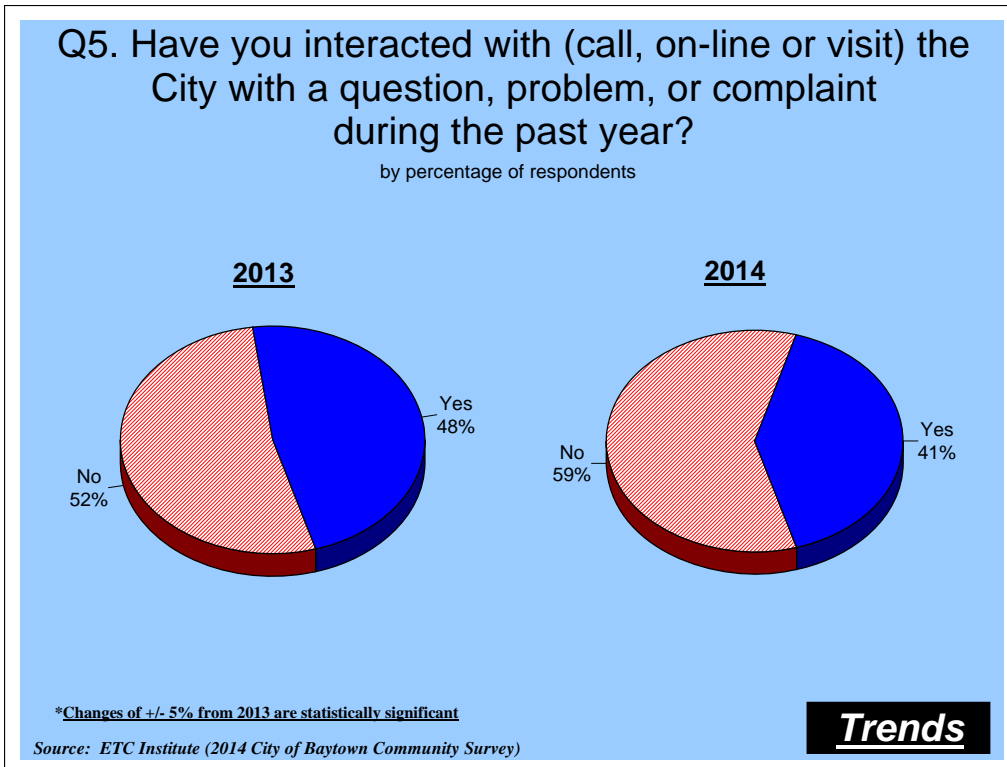
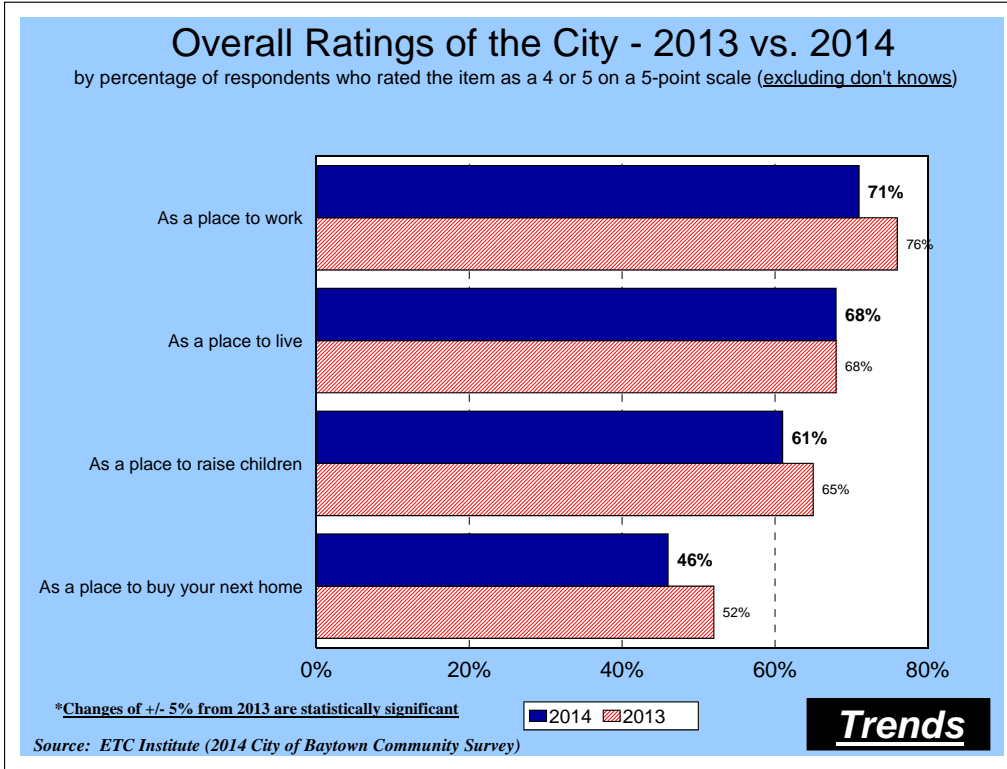
Q3. Satisfaction With Items That Influence Perceptions of the City of Baytown

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



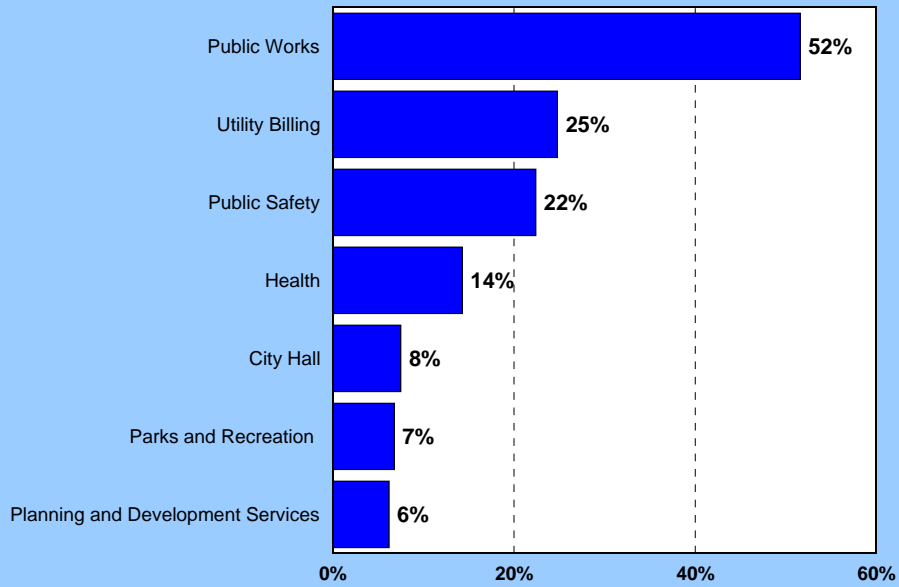
Source: ETC Institute (2014 City of Baytown Community Survey)





Q5a. Which department did you contact most recently?

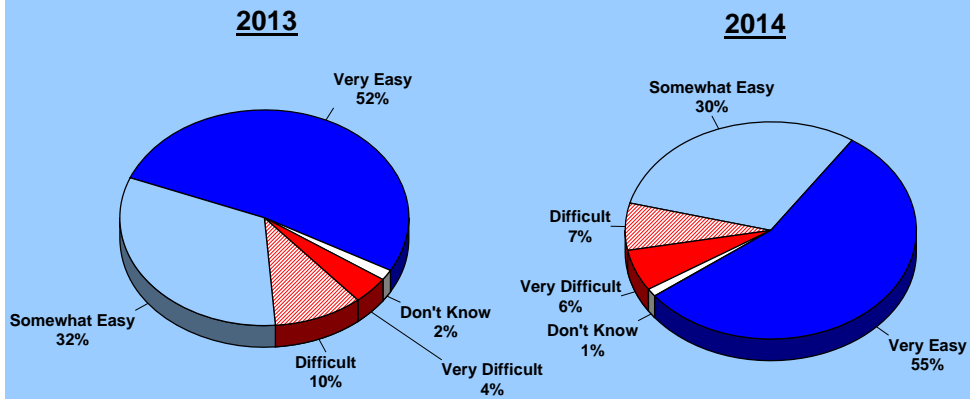
by percentage of respondents who indicated they had interacted with the City during the past year (multiple selections were allowed)



Source: ETC Institute (2014 City of Baytown Community Survey)

Q5b. How easy was it to contact the person you needed to reach in the Department you listed in Q5a?

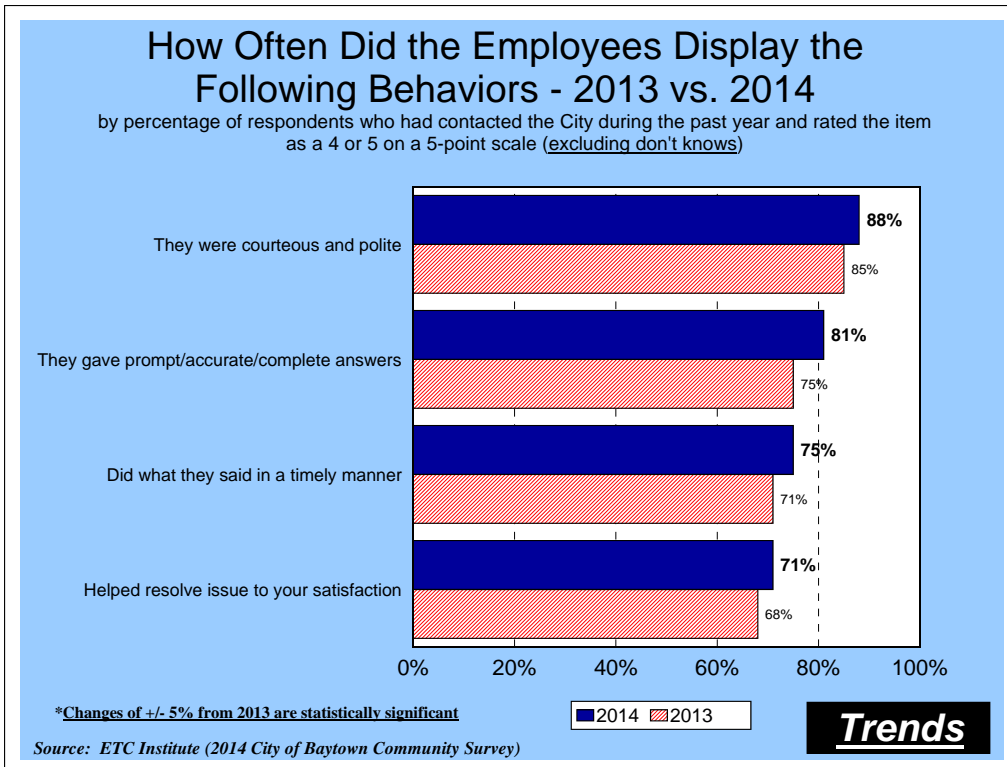
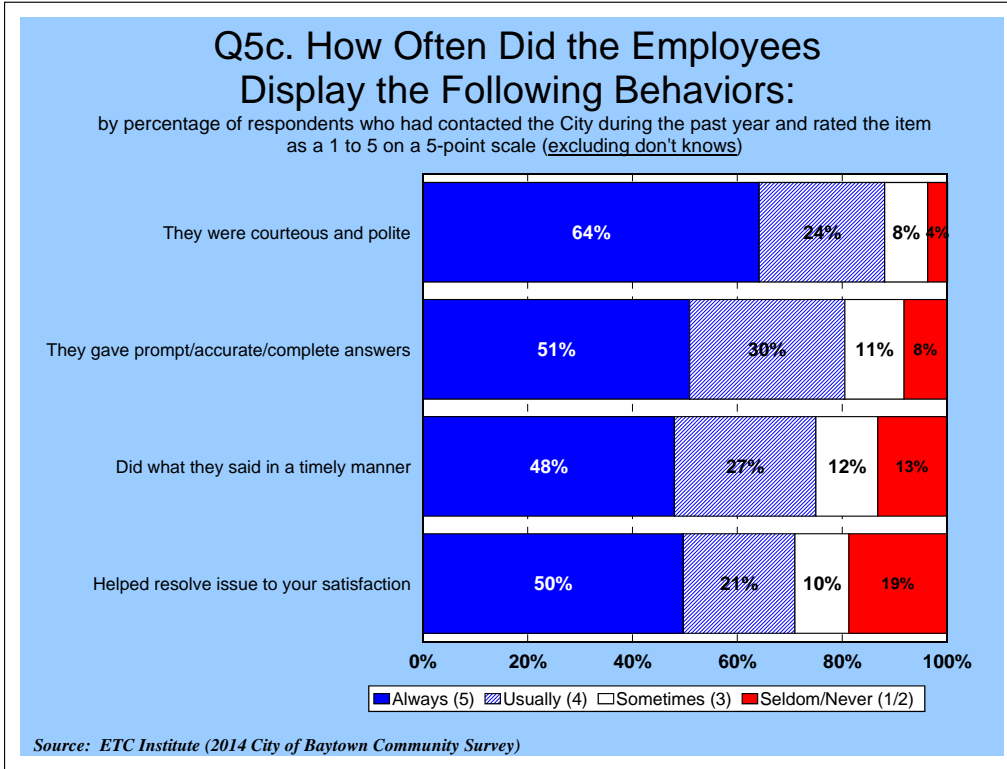
by percentage of respondents who indicated they had interacted with the City during the past year



*Changes of +/- 5% from 2013 are statistically significant

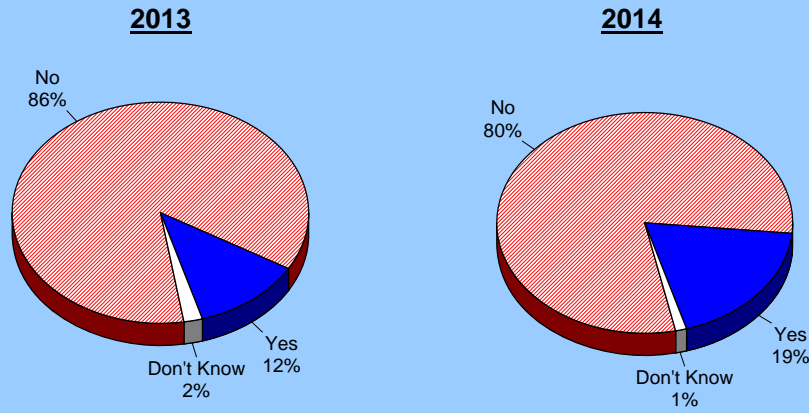
Source: ETC Institute (2014 City of Baytown Community Survey)





Q6. Are you aware of the City's "Ask Baytown" citizen request system?

by percentage of respondents



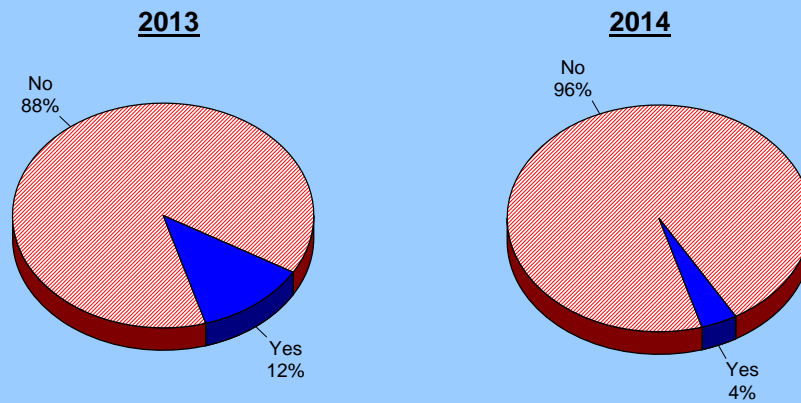
*Changes of +/- 5% from 2013 are statistically significant

Source: ETC Institute (2014 City of Baytown Community Survey)

Trends

Q7. Have you utilized the "Ask Baytown" system to make a service request or report an issue?

by percentage of respondents



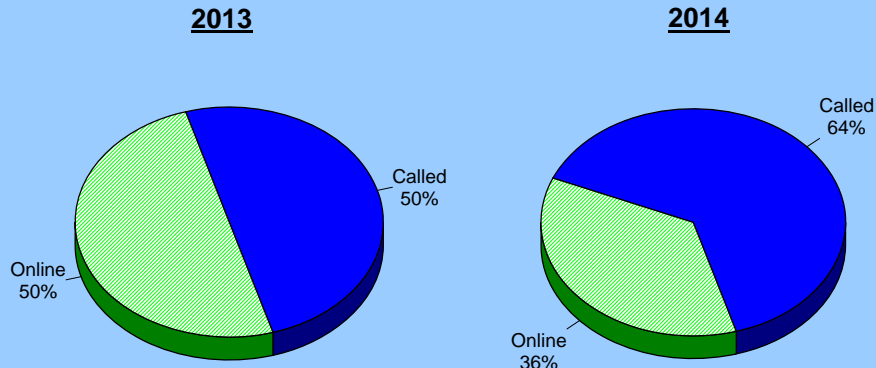
*Changes of +/- 5% from 2013 are statistically significant

Source: ETC Institute (2014 City of Baytown Community Survey)

Trends

Q7a. Did you call (281-420-5311) to make the request or go online (www.baytown.org) to make the request?

by percentage of respondents who indicated they had utilized the "Ask Baytown" system



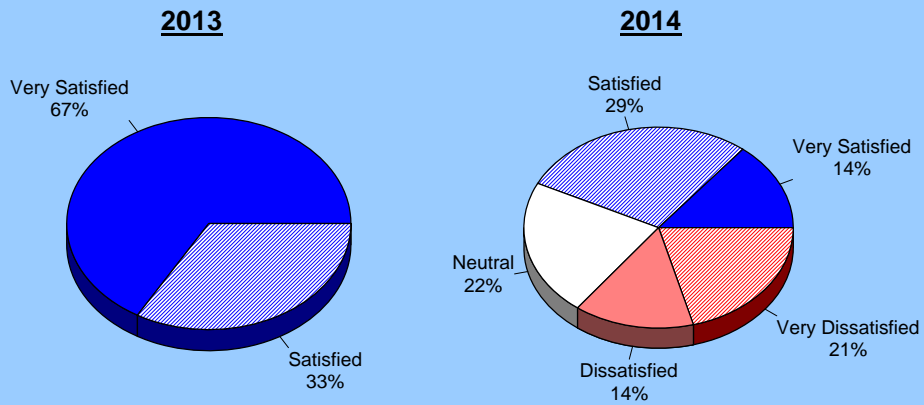
*Changes of +/- 5% from 2013 are statistically significant

Source: ETC Institute (2014 City of Baytown Community Survey)

Trends

Q7b. Please rate your satisfaction with the "Ask Baytown" system

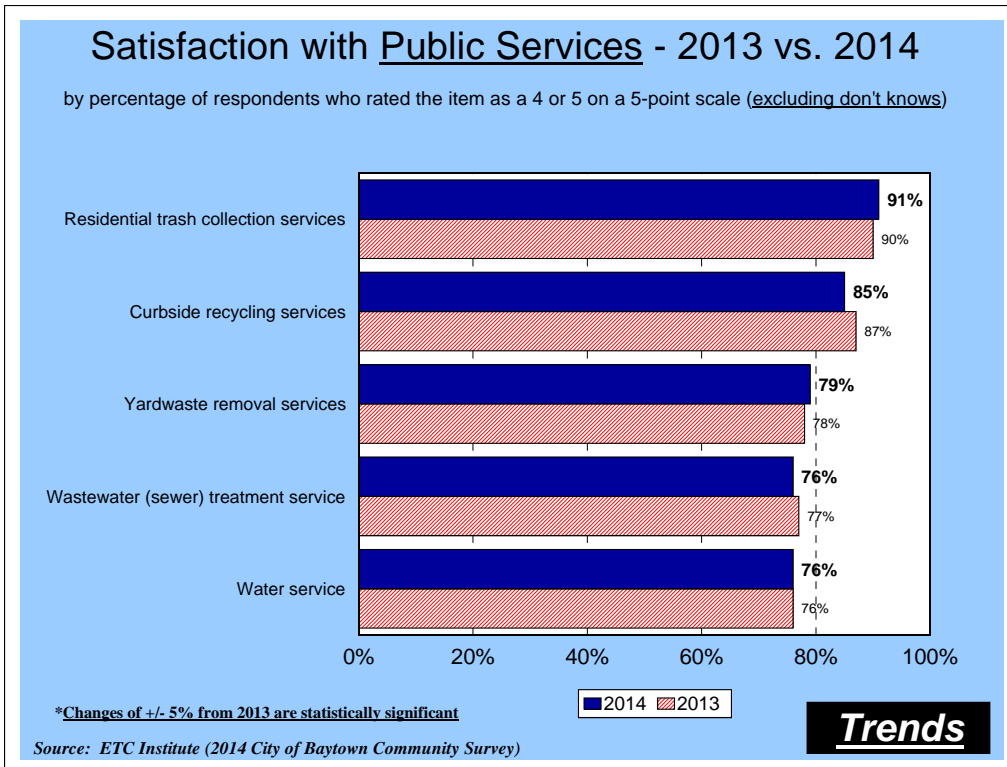
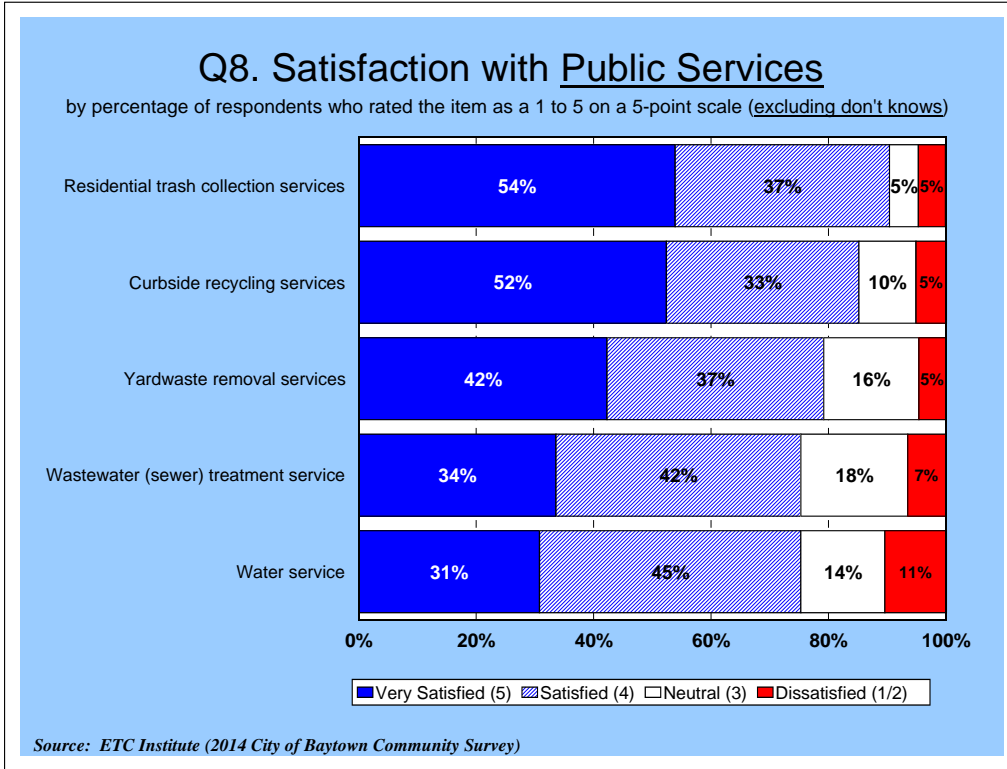
by percentage of respondents who indicated they had utilized the "Ask Baytown" system



*Changes of +/- 5% from 2013 are statistically significant

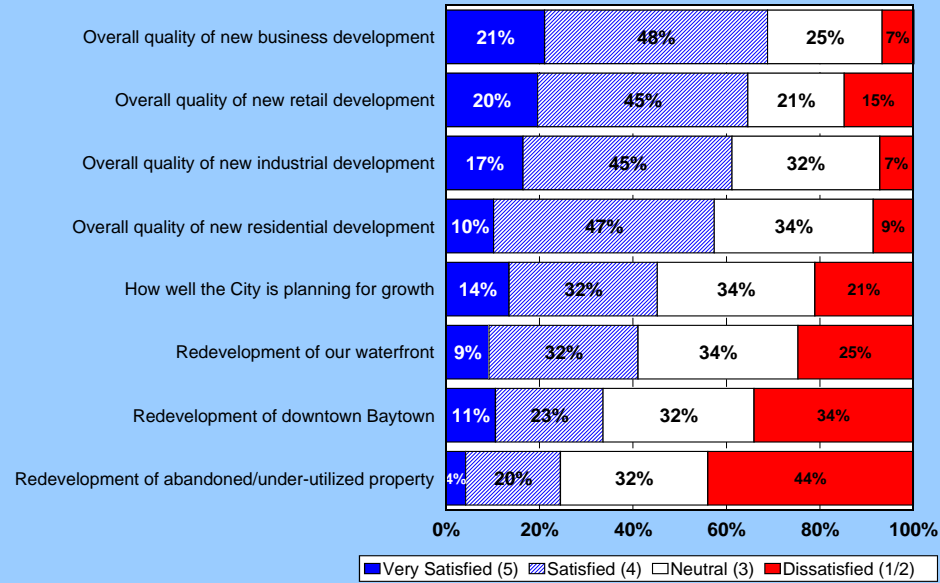
Source: ETC Institute (2014 City of Baytown Community Survey)

Trends



Q9. Satisfaction with Development and Redevelopment

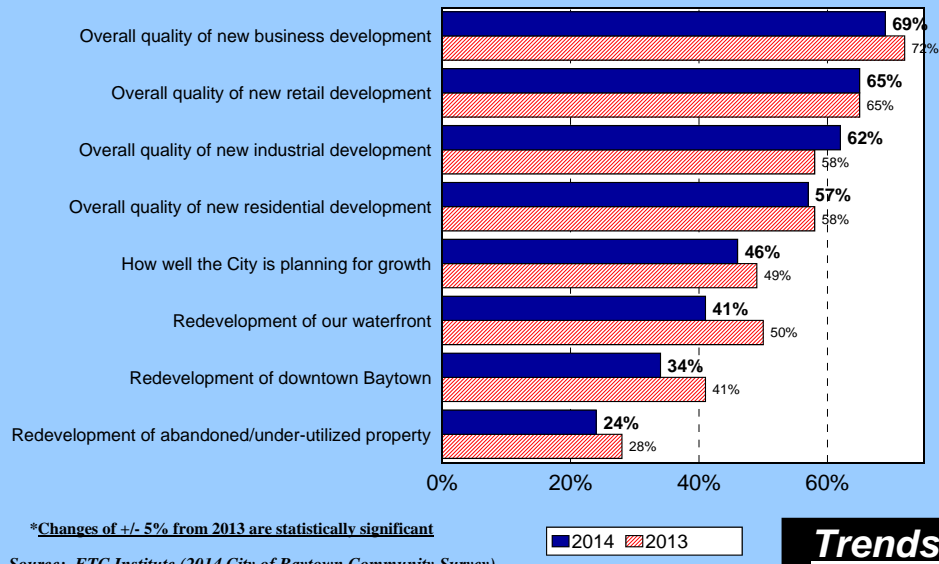
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2014 City of Baytown Community Survey)

Satisfaction with Development and Redevelopment - 2013 vs. 2014

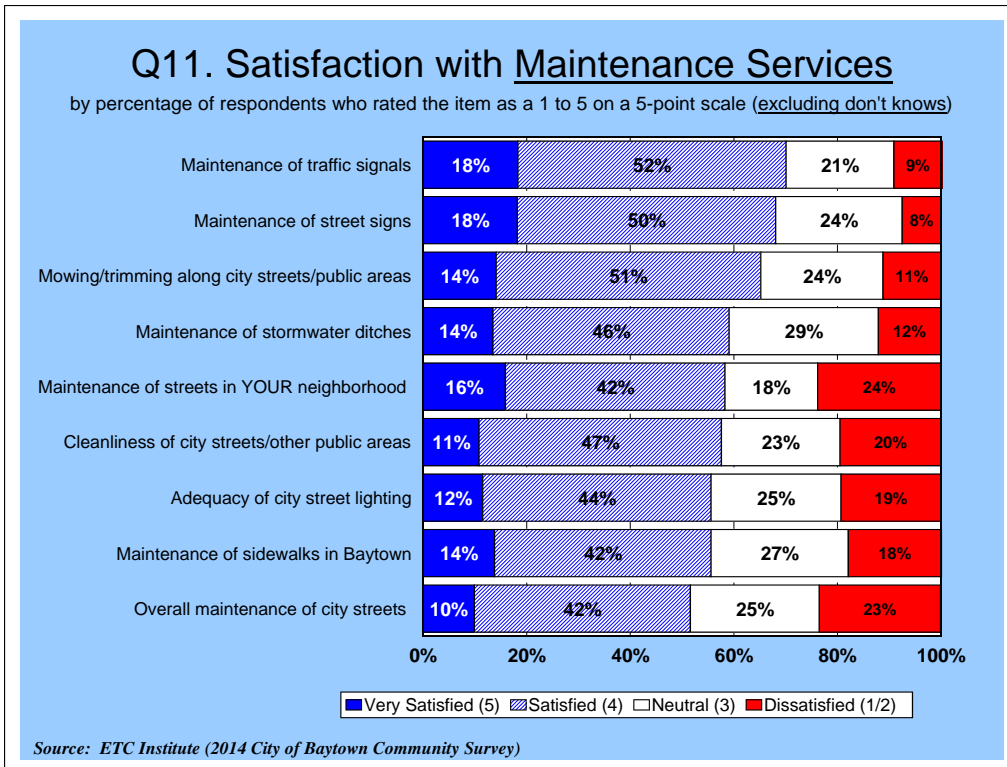
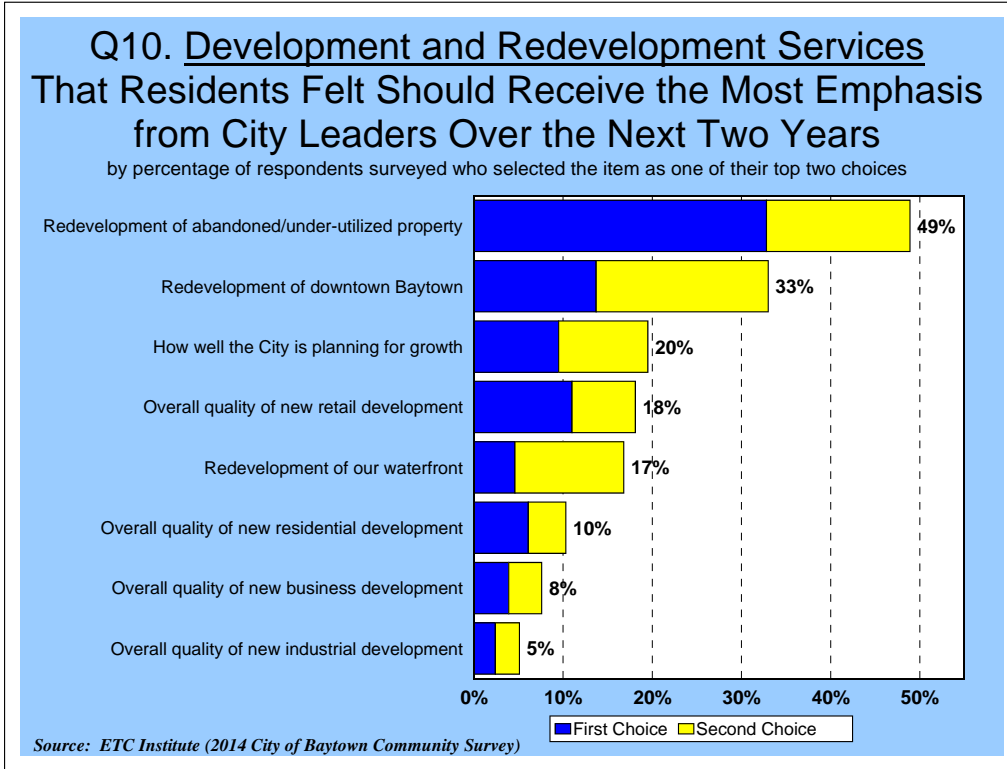
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

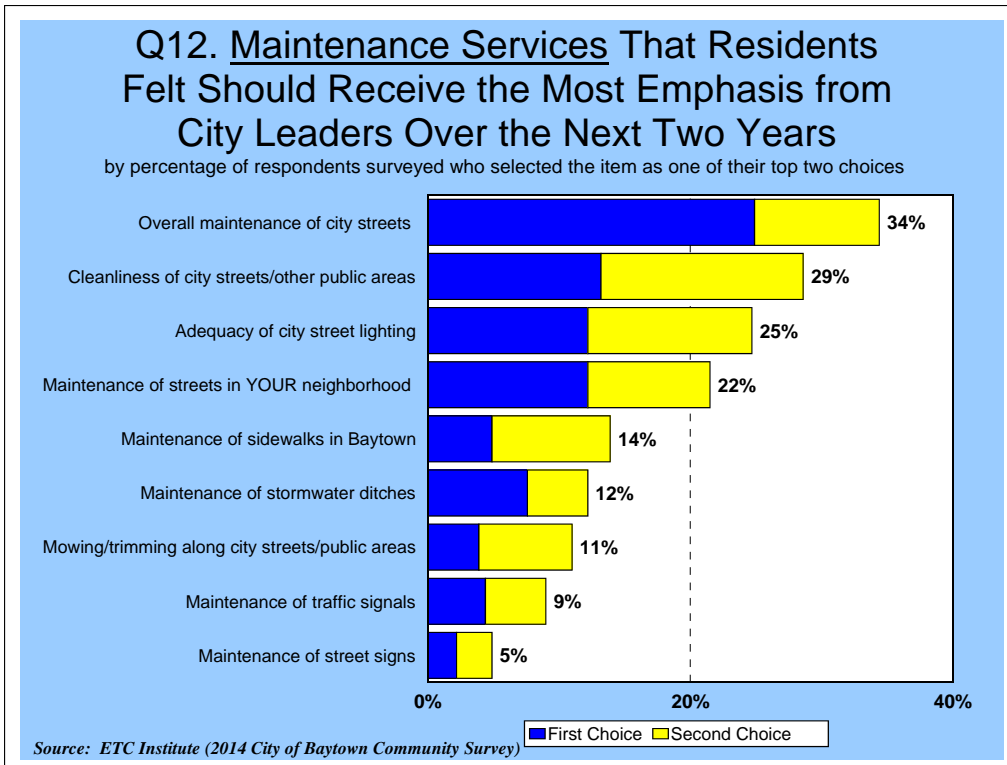
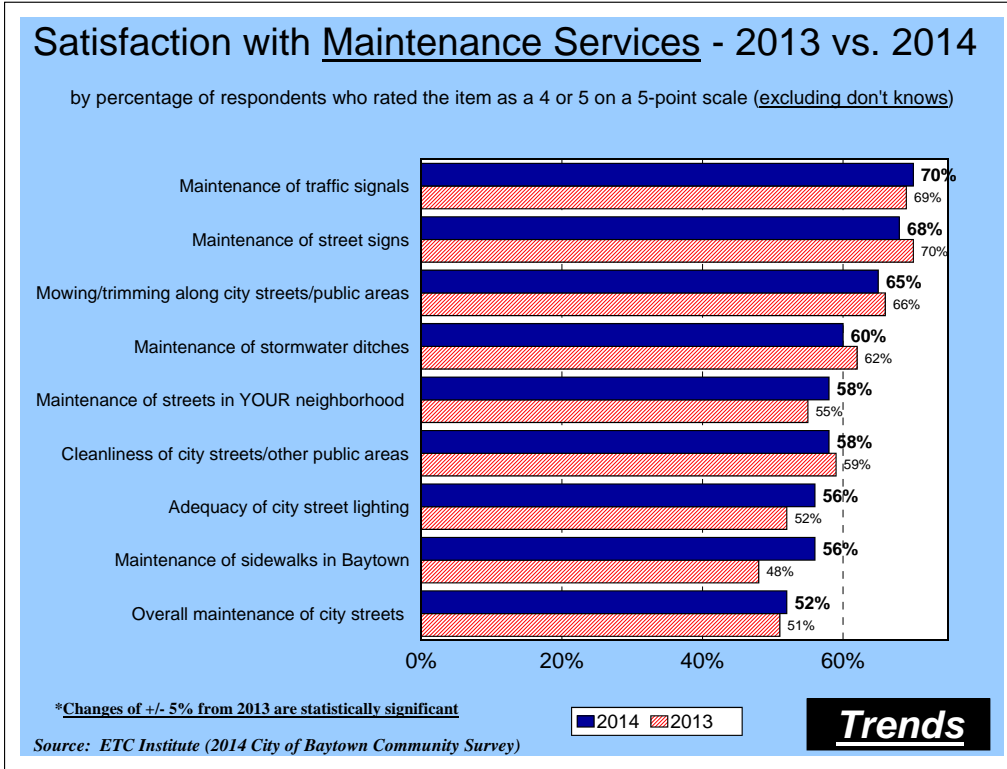


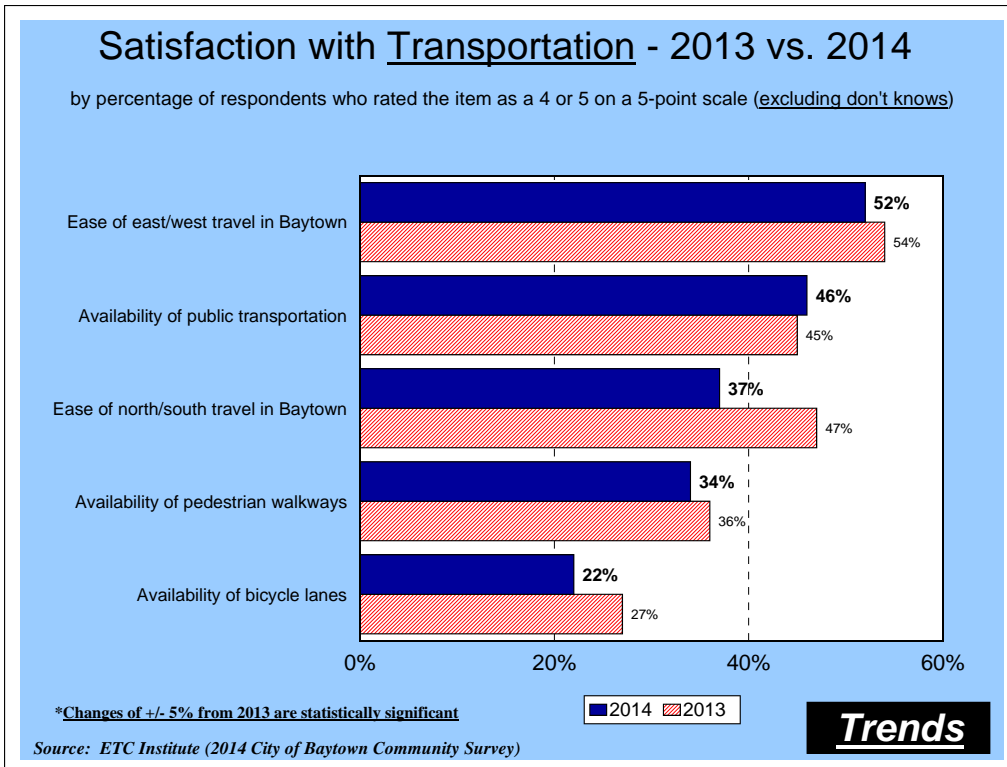
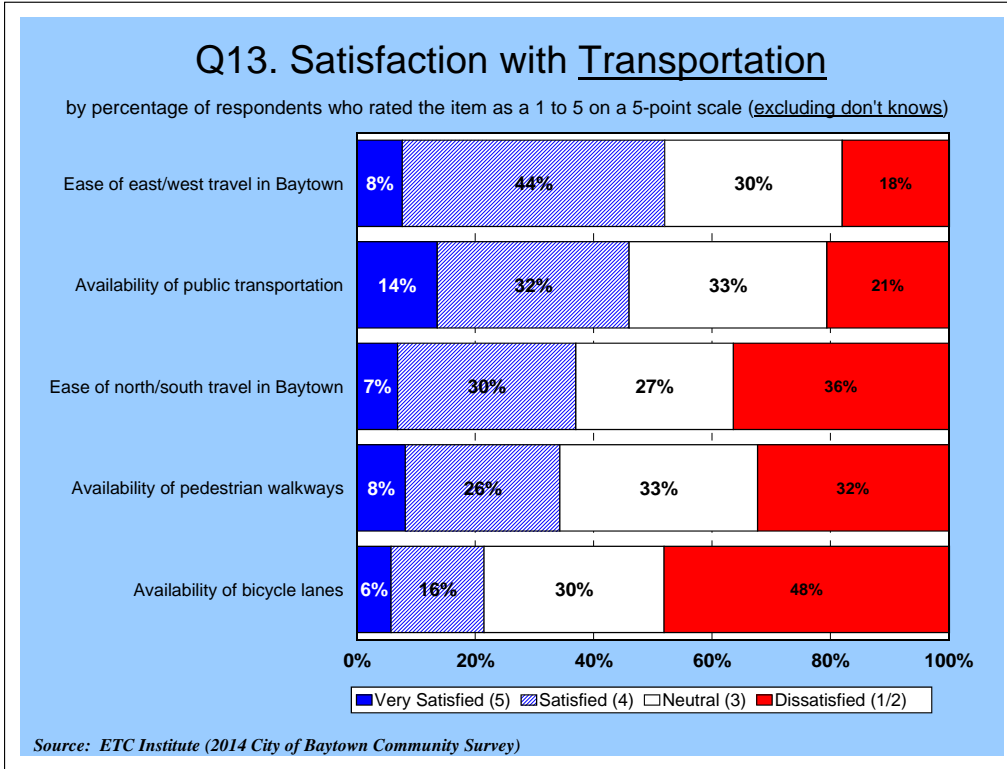
*Changes of +/- 5% from 2013 are statistically significant

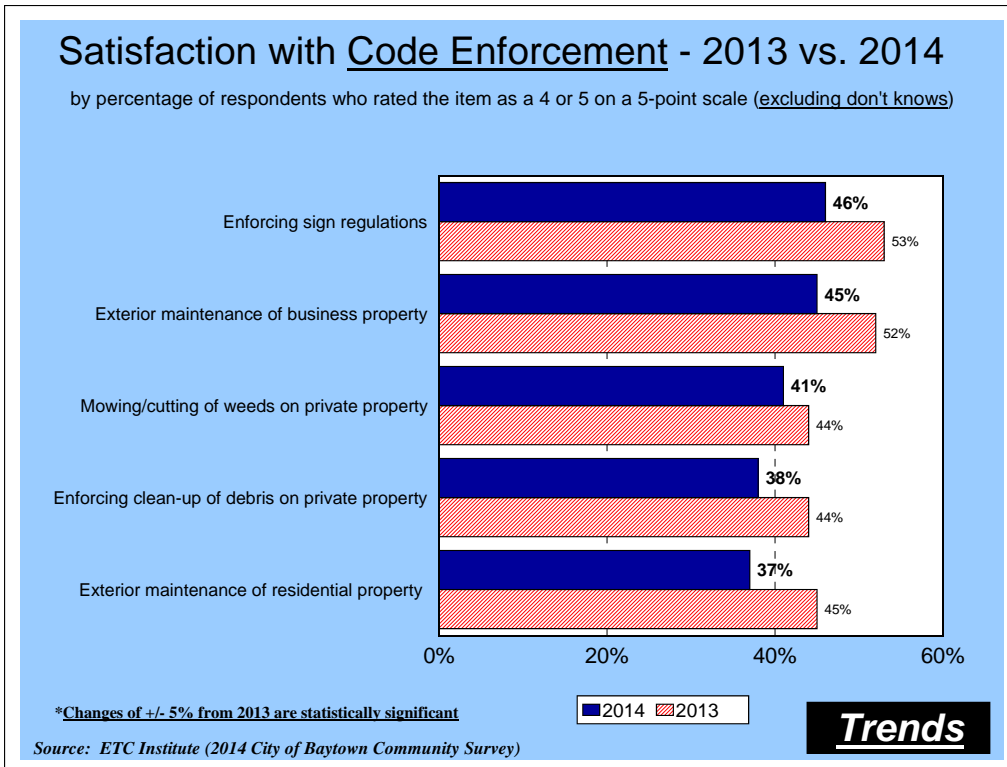
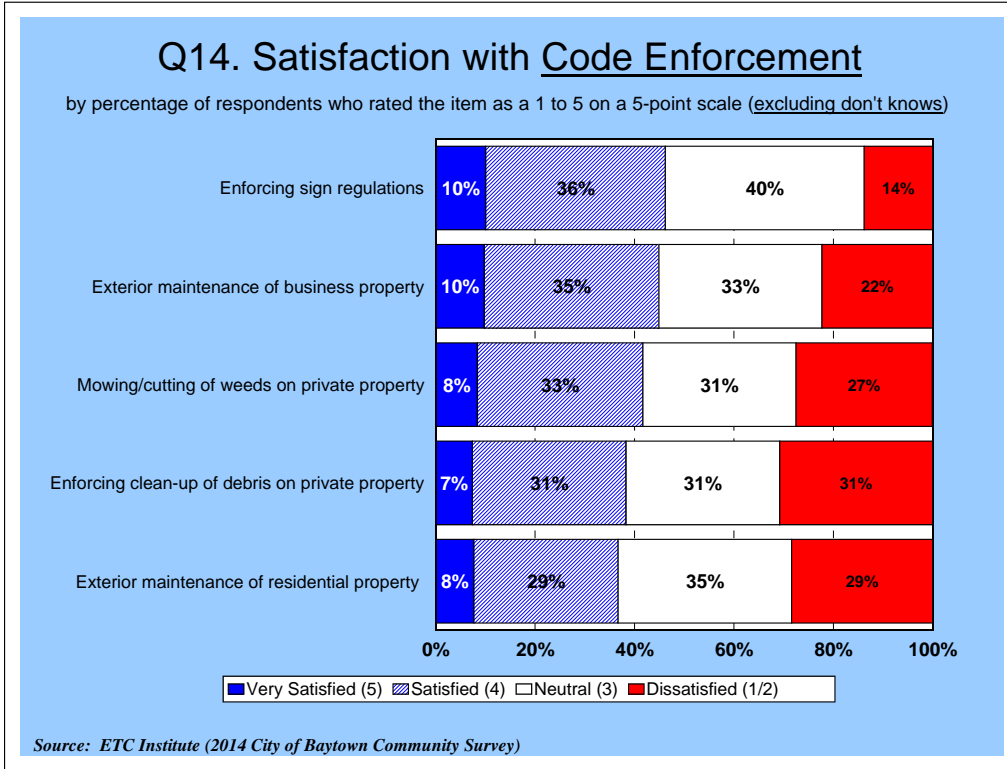
Source: ETC Institute (2014 City of Baytown Community Survey)

Trends



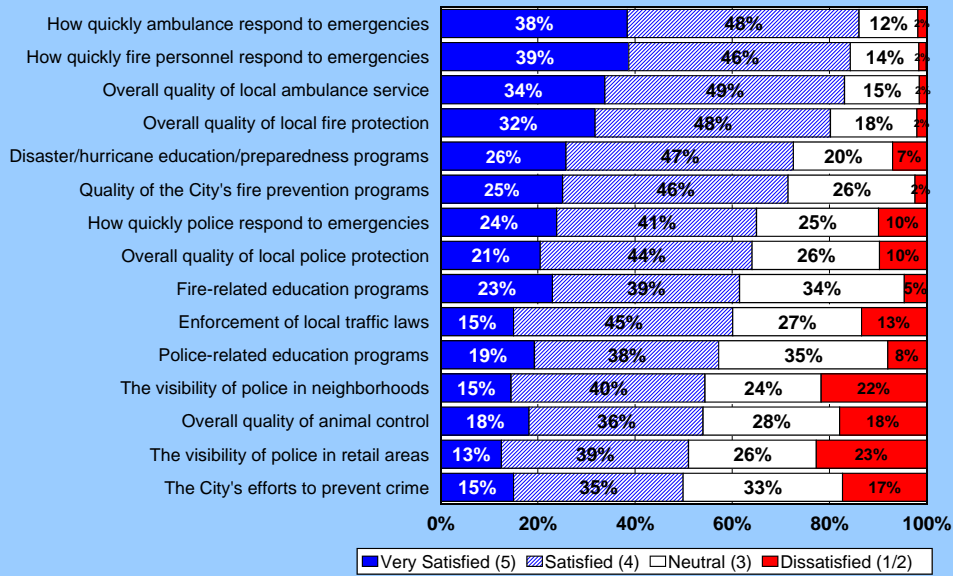






Q15. Satisfaction With Public Safety Services

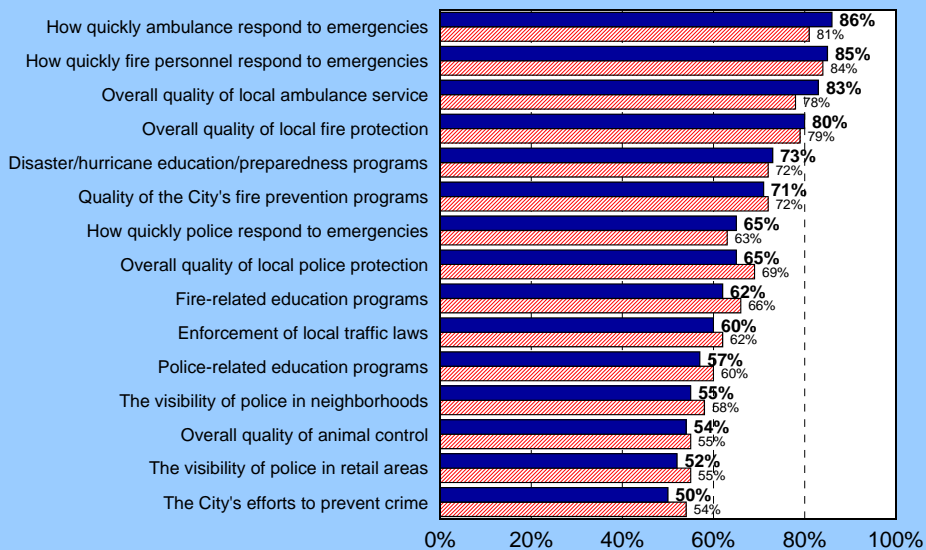
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2014 City of Baytown Community Survey)

Satisfaction With Public Safety Services - 2013 vs. 2014

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



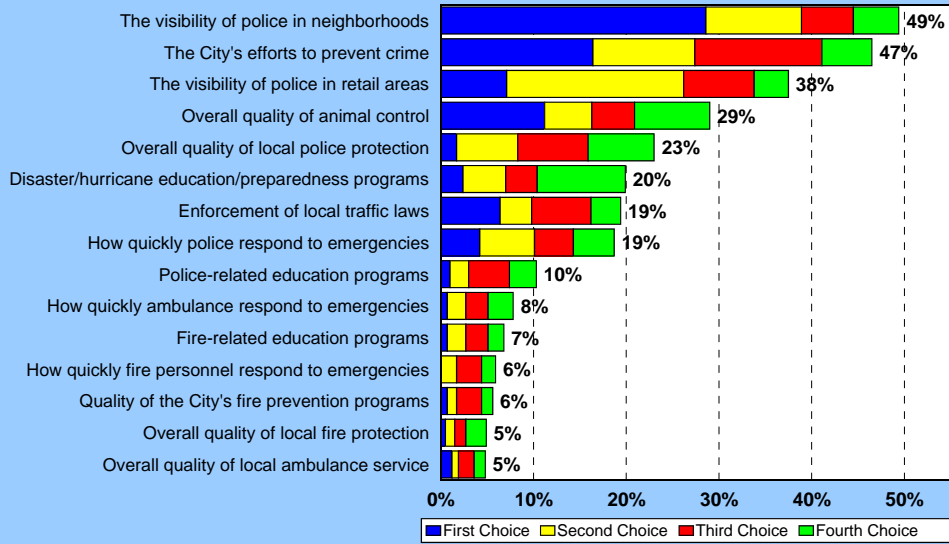
*Changes of +/- 5% from 2013 are statistically significant

Source: ETC Institute (2014 City of Baytown Community Survey)



Q16. Public Safety Services That Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

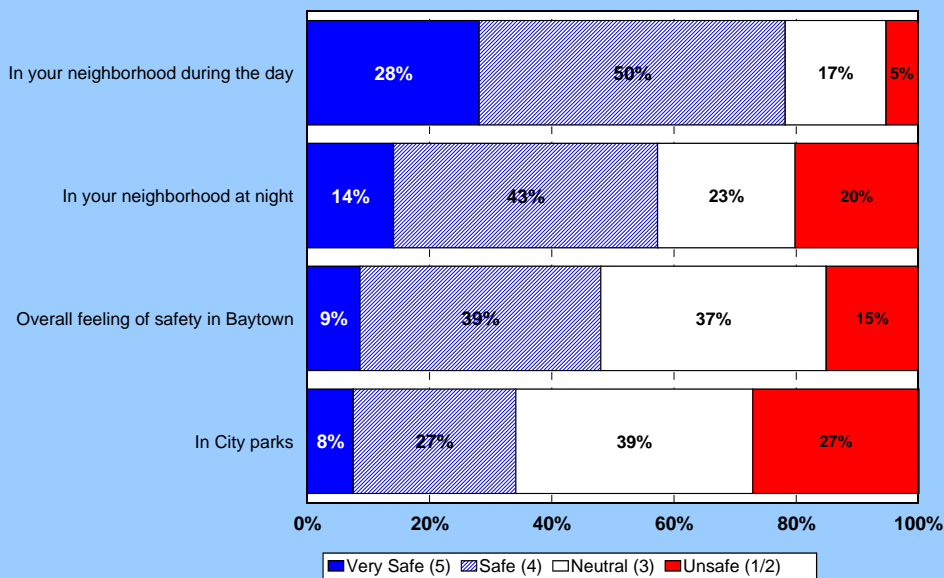
by percentage of respondents surveyed who selected the item as one of their top four choices



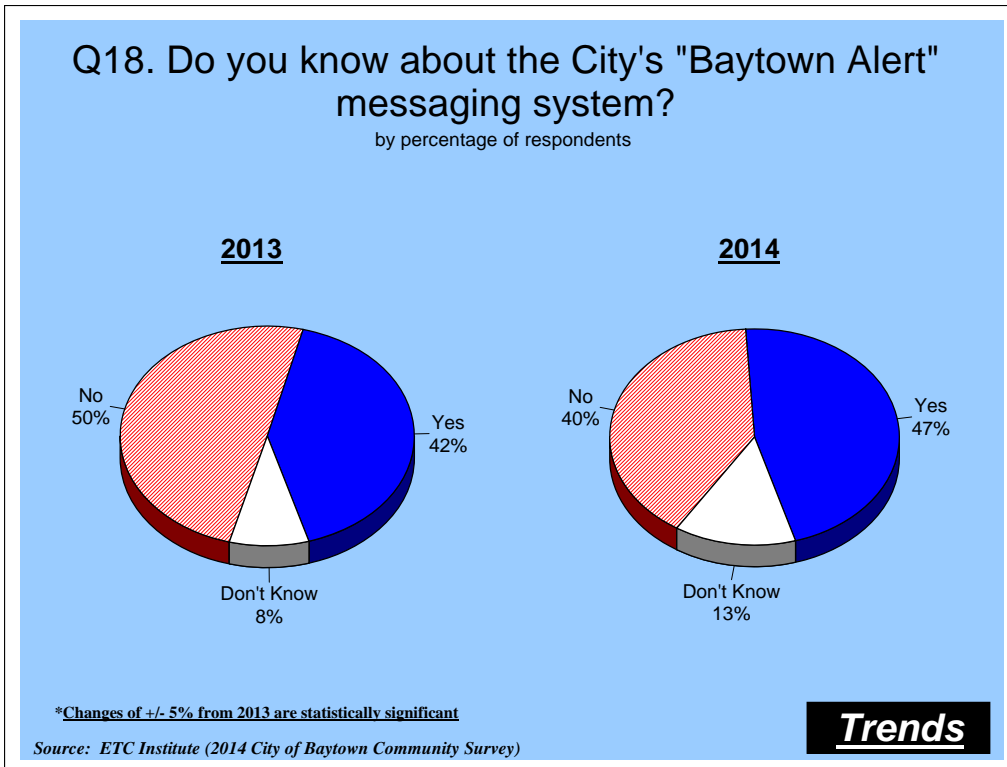
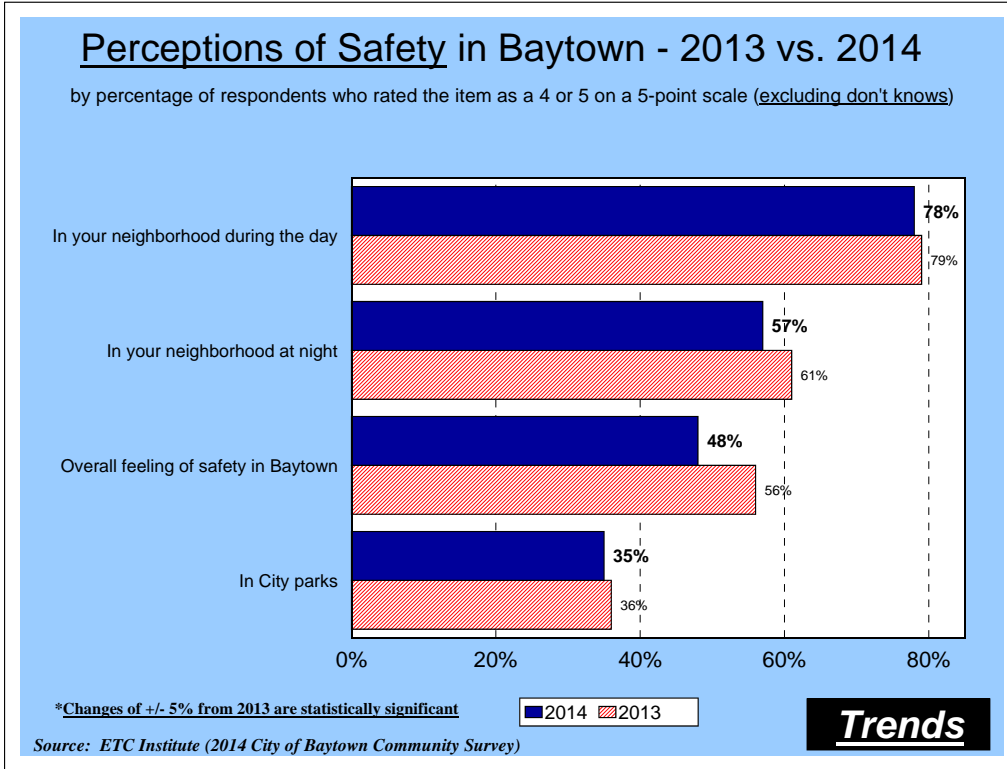
Source: ETC Institute (2014 City of Baytown Community Survey)

Q17. Perceptions of Safety in Baytown

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

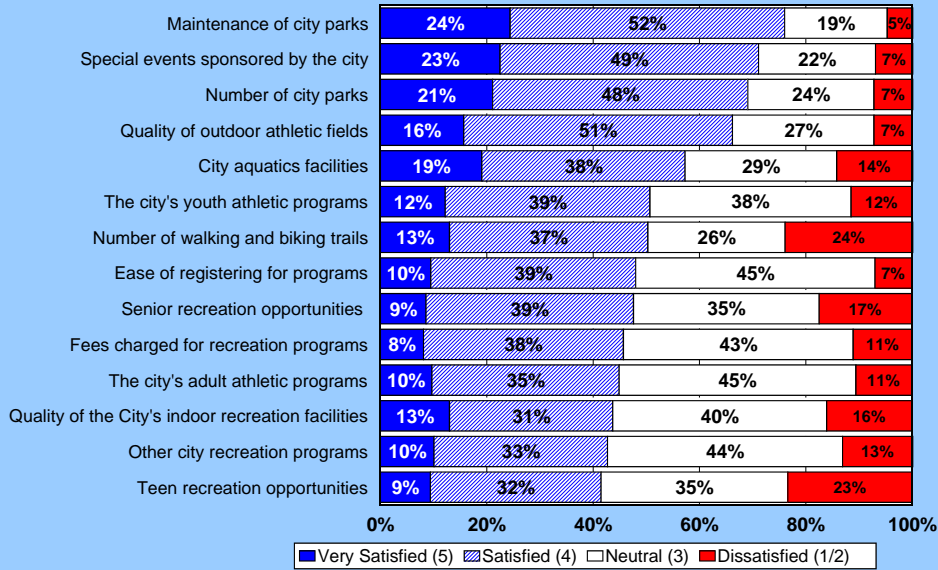


Source: ETC Institute (2014 City of Baytown Community Survey)



Q19. Satisfaction with Various Aspects of Parks and Recreation

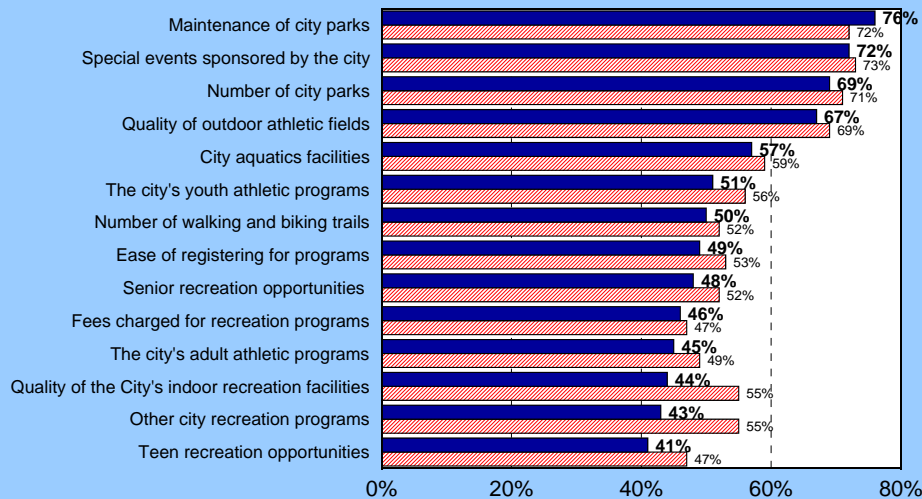
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2014 City of Baytown Community Survey)

Satisfaction with Various Aspects of Parks and Recreation - 2013 vs. 2014

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



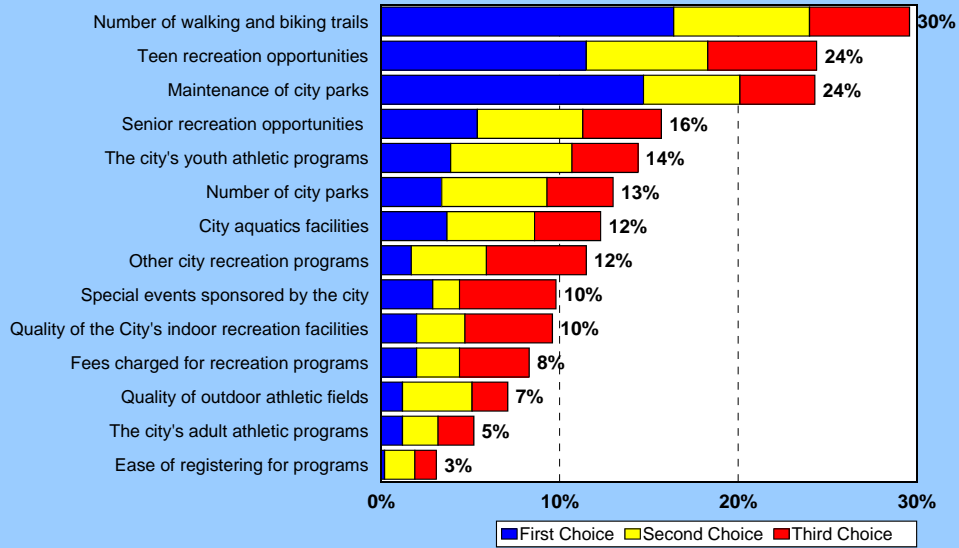
*Changes of +/- 5% from 2013 are statistically significant

Source: ETC Institute (2014 City of Baytown Community Survey)



Q20. Parks and Recreation Services That Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

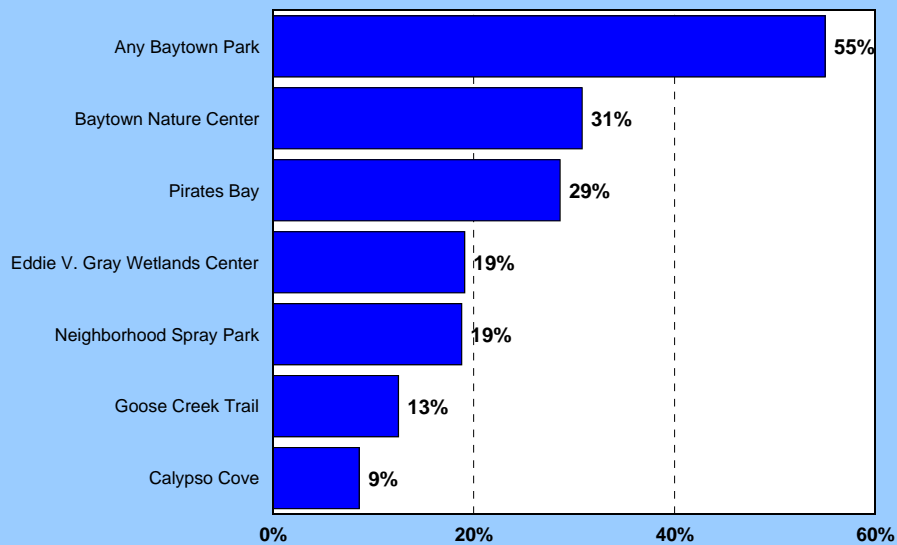
by percentage of respondents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2014 City of Baytown Community Survey)

Q21. Which of the following Parks & Recreation amenities have you used or visited in the past year?

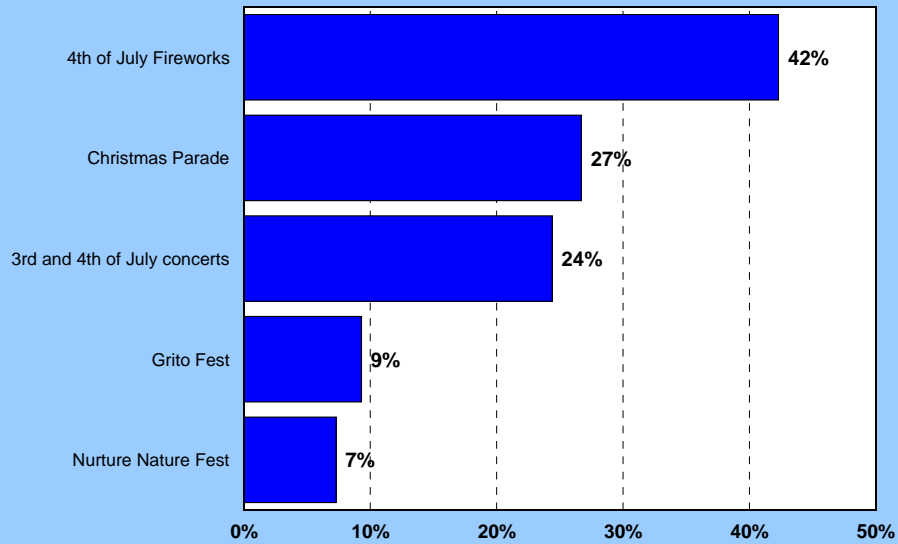
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2014 City of Baytown Community Survey)

Q22. Which of the following City events did you attend last year?

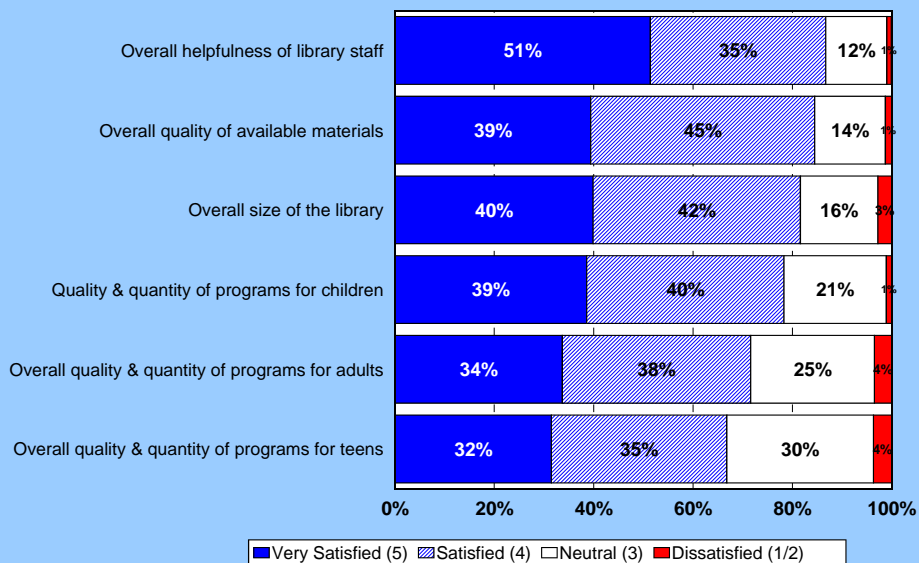
by percentage of respondents (multiple selections were allowed)



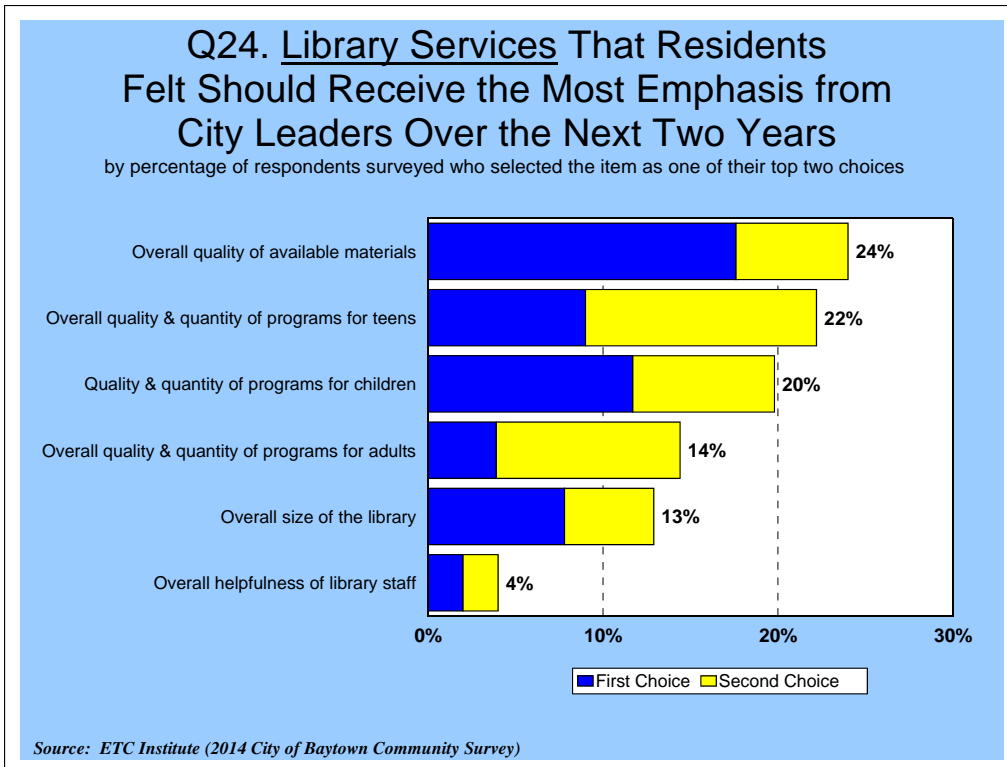
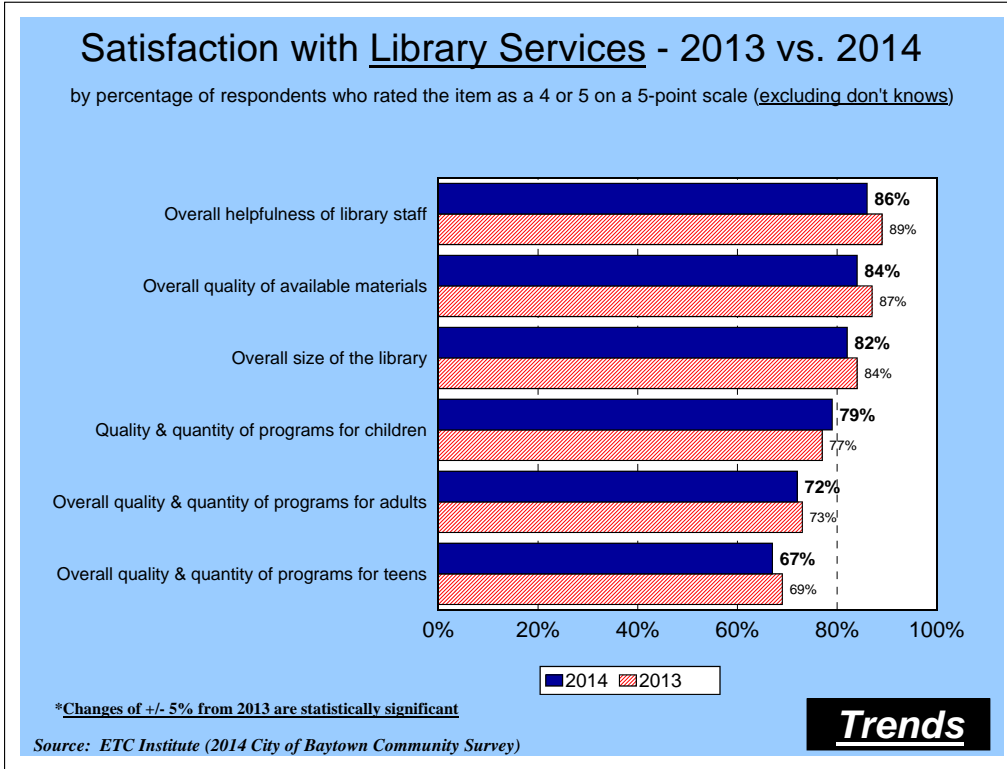
Source: ETC Institute (2014 City of Baytown Community Survey)

Q23. Satisfaction with Library Services

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

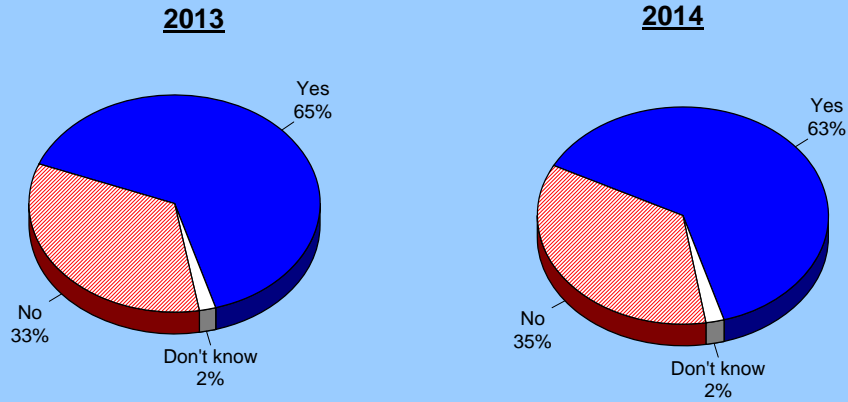


Source: ETC Institute (2014 City of Baytown Community Survey)



Q25. Do you currently have a Baytown library card?

by percentage of respondents



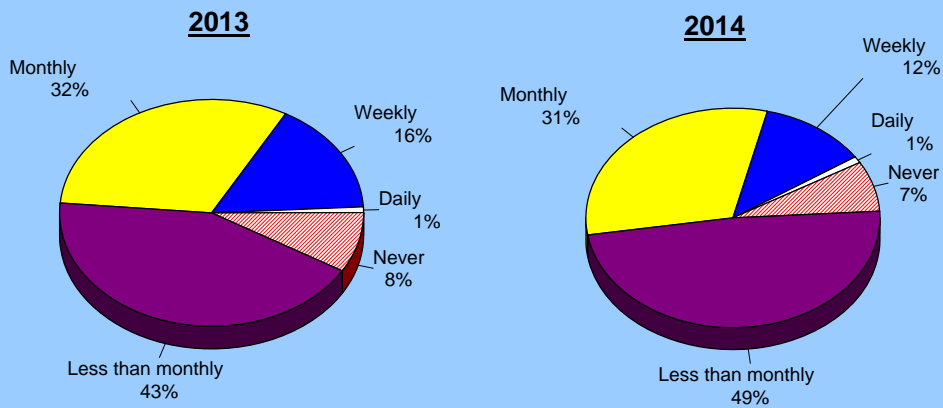
*Changes of +/- 5% from 2013 are statistically significant

Source: ETC Institute (2014 City of Baytown Community Survey)

Trends

Q26. On average, how often do you visit the Baytown library in a typical year?

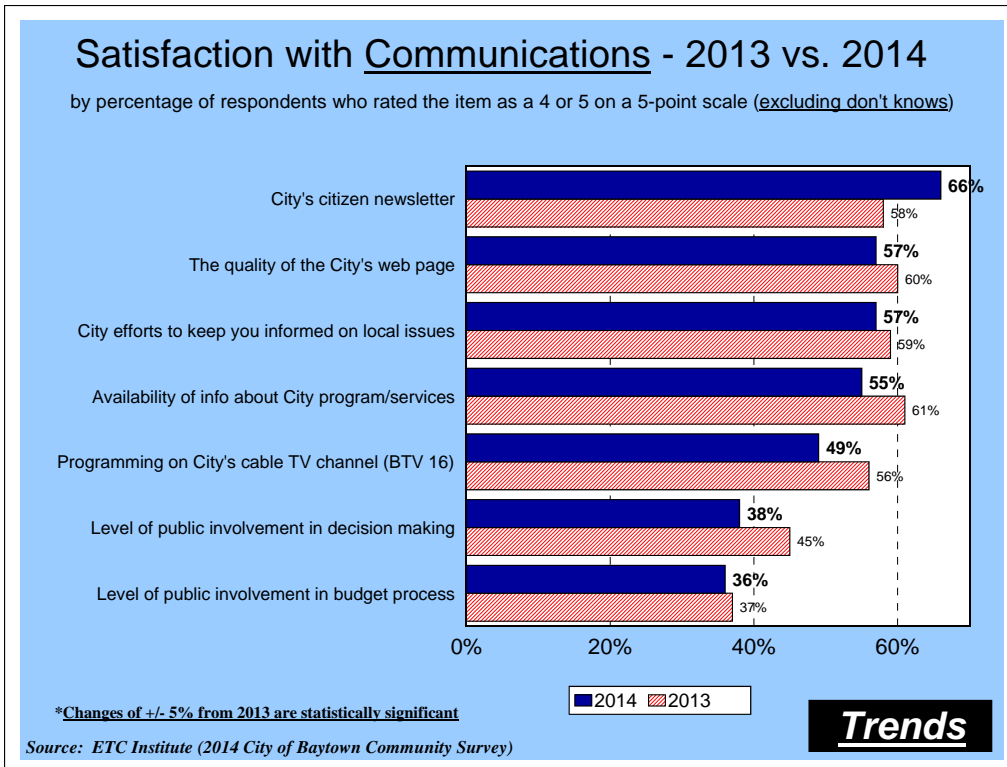
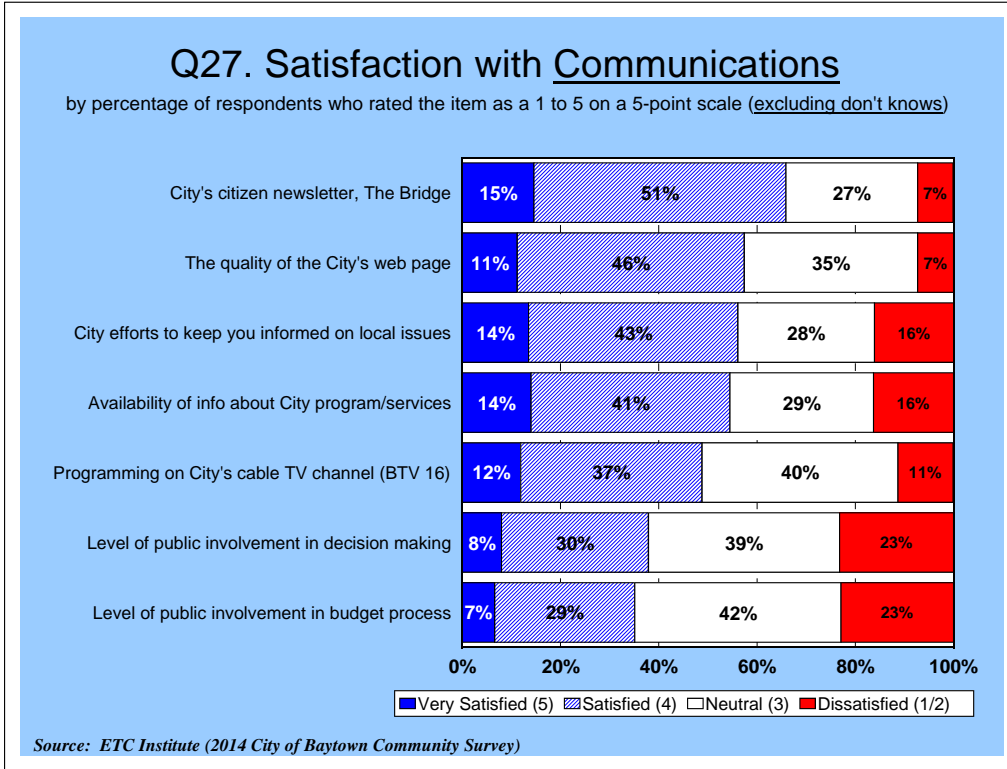
by percentage of respondents



*Changes of +/- 5% from 2013 are statistically significant

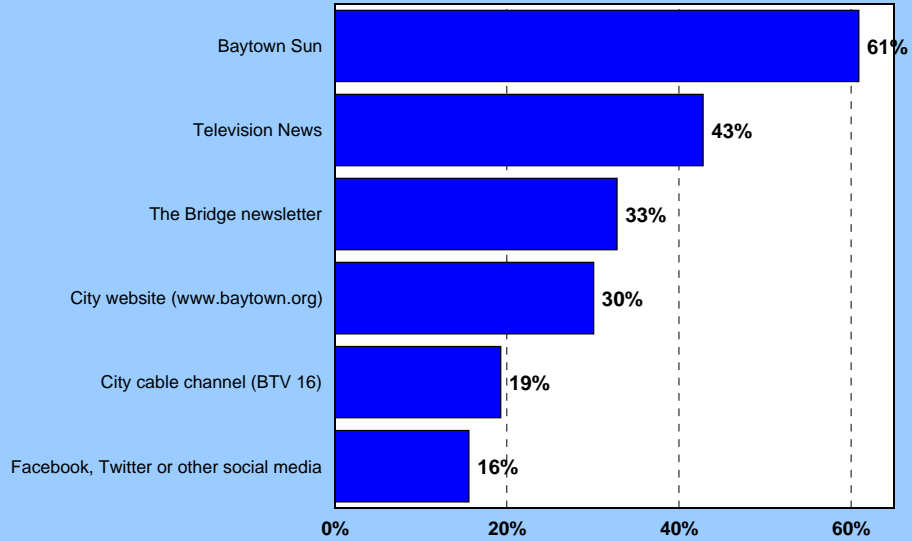
Source: ETC Institute (2014 City of Baytown Community Survey)

Trends



Q28. Which of the following are your primary sources of information about City issues, services, and events?

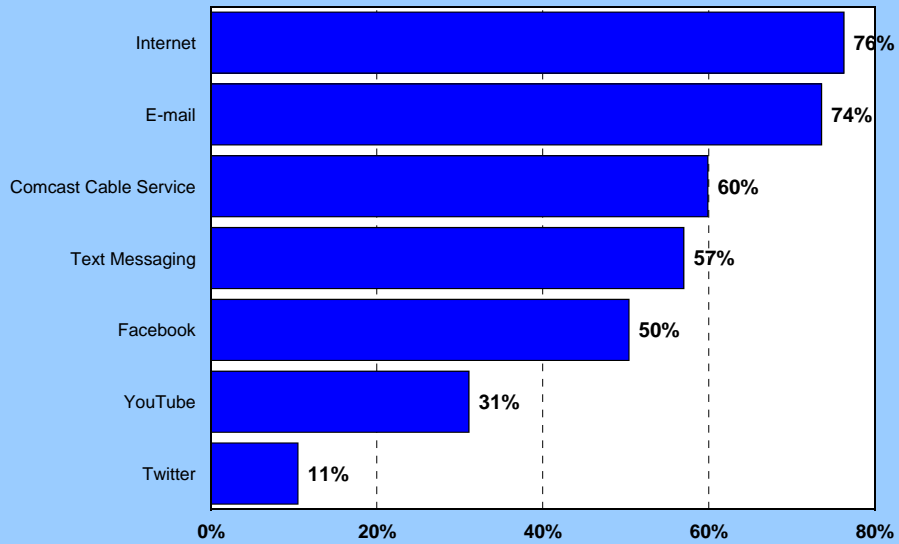
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2014 City of Baytown Community Survey)

Q29. Which of the following do you currently use at home?

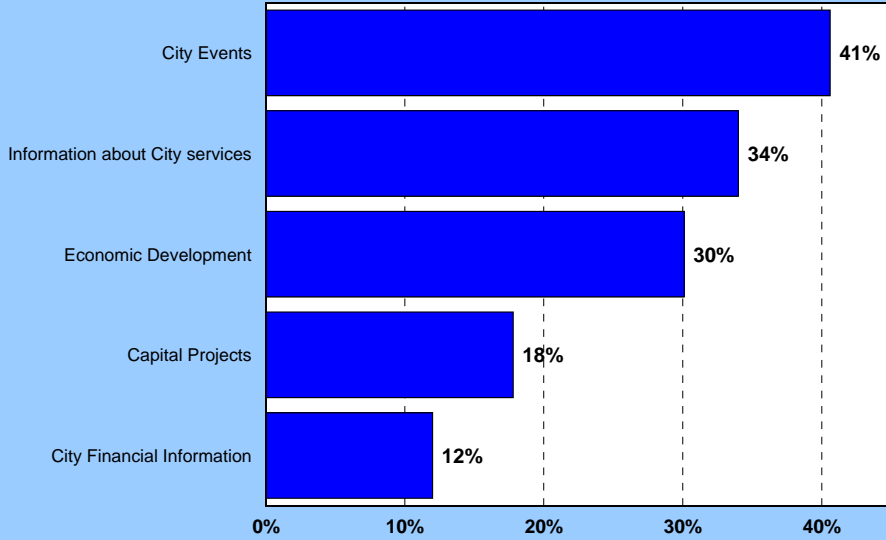
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2014 City of Baytown Community Survey)

Q30. Which ONE of the following types of information would you be MOST interested in seeing in city publications?

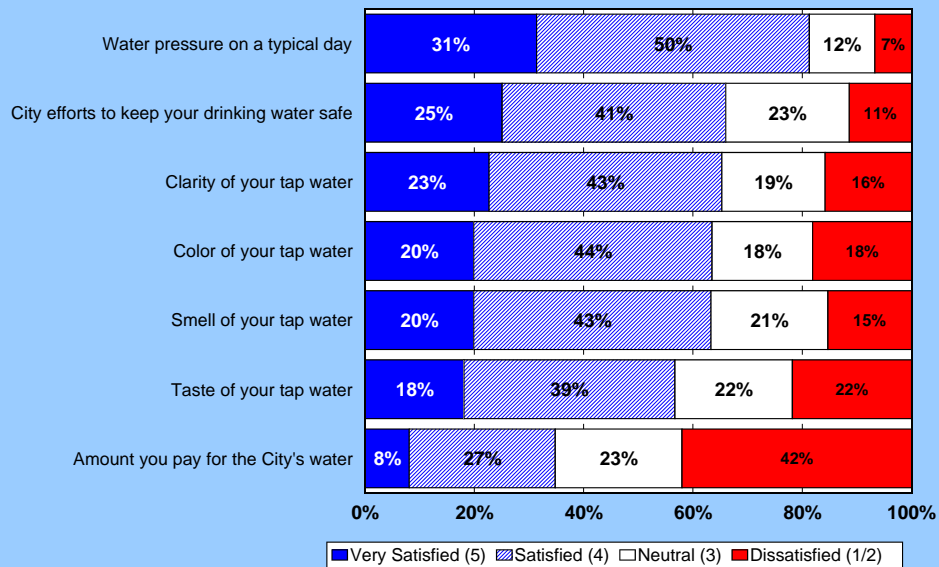
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2014 City of Baytown Community Survey)

Q31. Satisfaction with Water Service

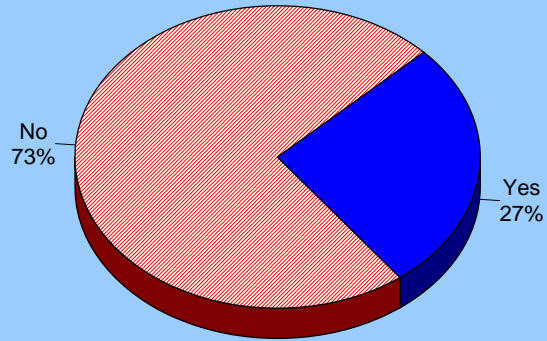
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2014 City of Baytown Community Survey)

Q32. Would you be interested in serving on a City Board or Commission in the future?

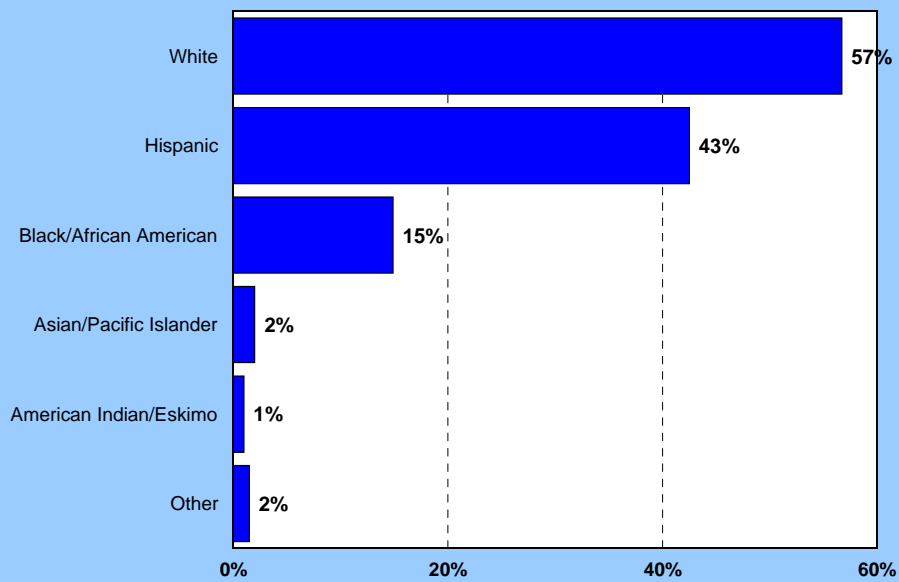
by percentage of respondents



Source: ETC Institute (2014 City of Baytown Community Survey)

Q33. Race/Ethnicity of Respondents

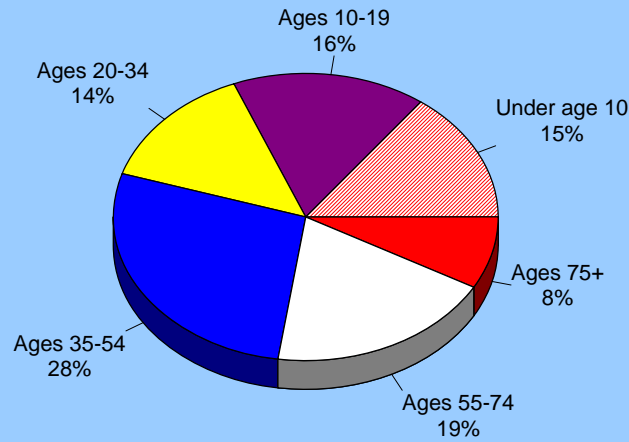
by percentage of respondents (multiple responses allowed)



Source: ETC Institute (2014 City of Baytown Community Survey)

Q34. Counting yourself, how many people in your household are:

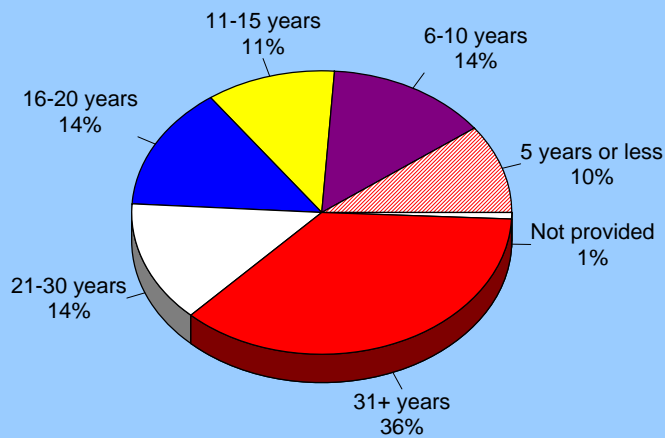
by percentage of respondents



Source: ETC Institute (2014 City of Baytown Community Survey)

Q35. Number of Years Residents Have Lived in Baytown

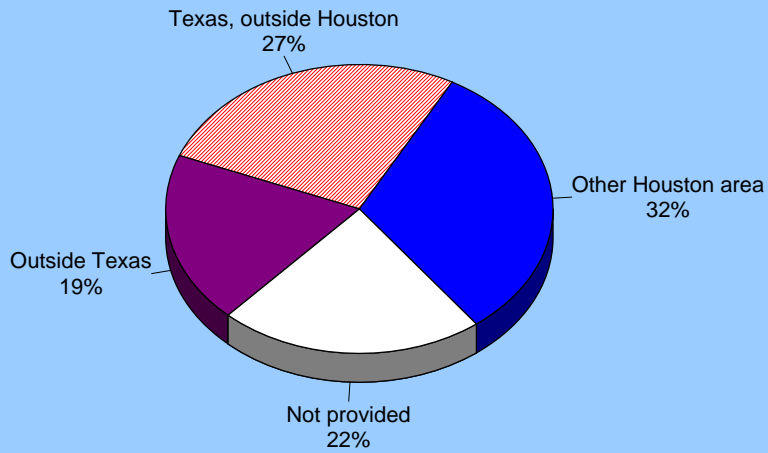
by percentage of respondents



Source: ETC Institute (2014 City of Baytown Community Survey)

Q35a. Where did you live prior to moving to Baytown?

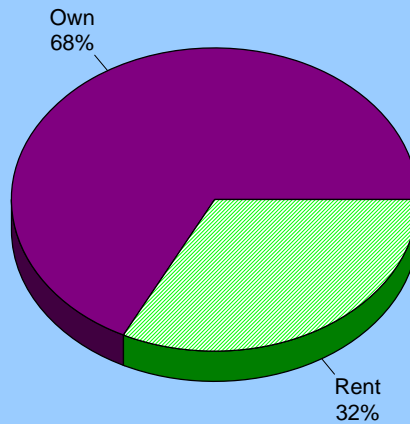
by percentage of respondents who have lived in Baytown 5 years or less



Source: ETC Institute (2014 City of Baytown Community Survey)

Q36. Do you own or rent your current residence?

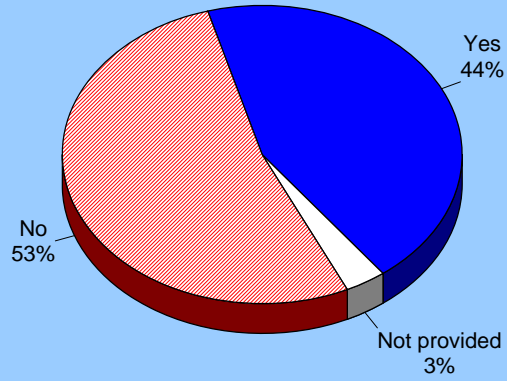
by percentage of respondents



Source: ETC Institute (2014 City of Baytown Community Survey)

Q37. Do you work in the Baytown area?

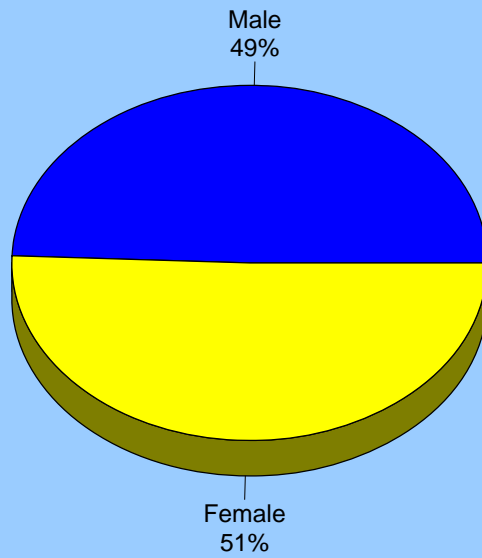
by percentage of respondents



Source: ETC Institute (2014 City of Baytown Community Survey)

Q38. Gender of Respondents

by percentage of respondents



Source: ETC Institute (2014 City of Baytown Community Survey)

Section 2:
Benchmarking Analysis



DirectionFinder® Survey

Year 2014 Benchmarking Summary Report

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2012 to a random sample of more than 3,500 residents in the continental United States, (2) a regional survey that was administered to 448 residents living in the Southwestern portion of the United States during the summer of 2012 and (3) survey results from 42 medium sized cities (population of 20,000 to 275,000) where the DirectionFinder® survey was administered between January 2010 and March 2014. The Southwest region of the United States includes the states of Texas, Arizona and New Mexico. The 42 communities included in the performance ranges that are shown in this report are listed below:

- Abilene, Texas
- Arlington County, Virginia
- Auburn, Alabama
- Casper, Wyoming
- Chapel Hill, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Davenport, Iowa
- Des Moines, Iowa
- Durham, North Carolina
- Fayetteville, North Carolina
- Fort Lauderdale, Florida
- Hallandale Beach, Florida
- Henderson, Nevada
- High Point, North Carolina
- Independence, Missouri
- Indio, California
- Kansas City, Missouri
- Lawrence, Kansas
- Mesa County, Colorado
- Naperville, Illinois
- Newport Beach, California
- Norman, Oklahoma
- Olathe, Kansas
- Overland Park, Kansas
- Panama City, Florida
- Peoria, Arizona
- Plano, Texas
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Marcos, Texas
- Shoreline, Washington
- St. Joseph, Missouri
- Tamarac, Florida
- Tempe Arizona
- Topeka, Kansas
- Vancouver, Washington
- West Des Moines, Iowa
- Wilmington, North Carolina
- Winchester, Virginia
- Yuma, Arizona

Interpreting the Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding “don’t knows.” The two sets of charts are briefly described below:

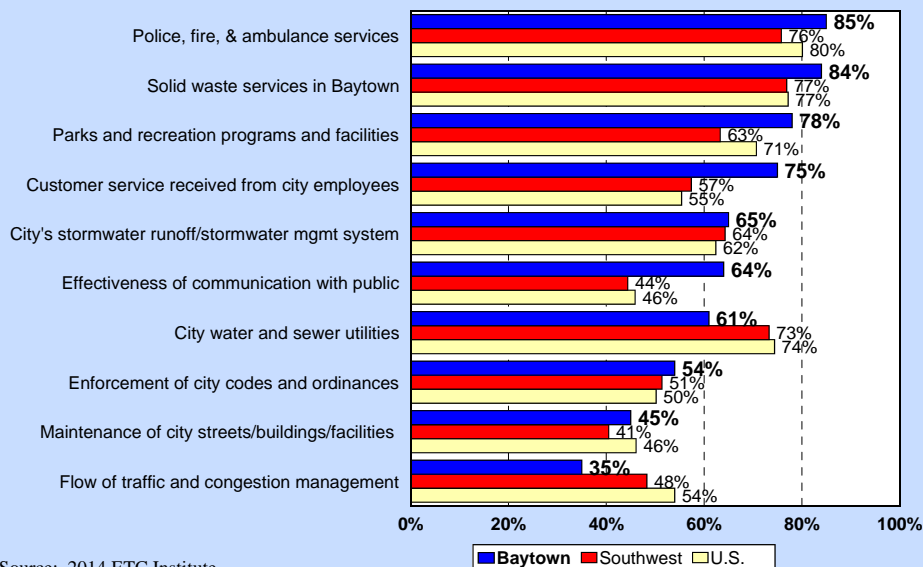
- On the first set of charts, the blue bars show the results for Baytown, the red bars show the results for the Southwest regional data and the tan bar shows the results of the national survey.
- On the second set of charts, the horizontal bar shows the range of performance among medium size communities in ETC Institute’s DirectionFinder® database with a population between 20,000 and 275,000. The yellow dot on each chart shows the rating for Baytown. The vertical green line shows the average rating for the medium size communities.

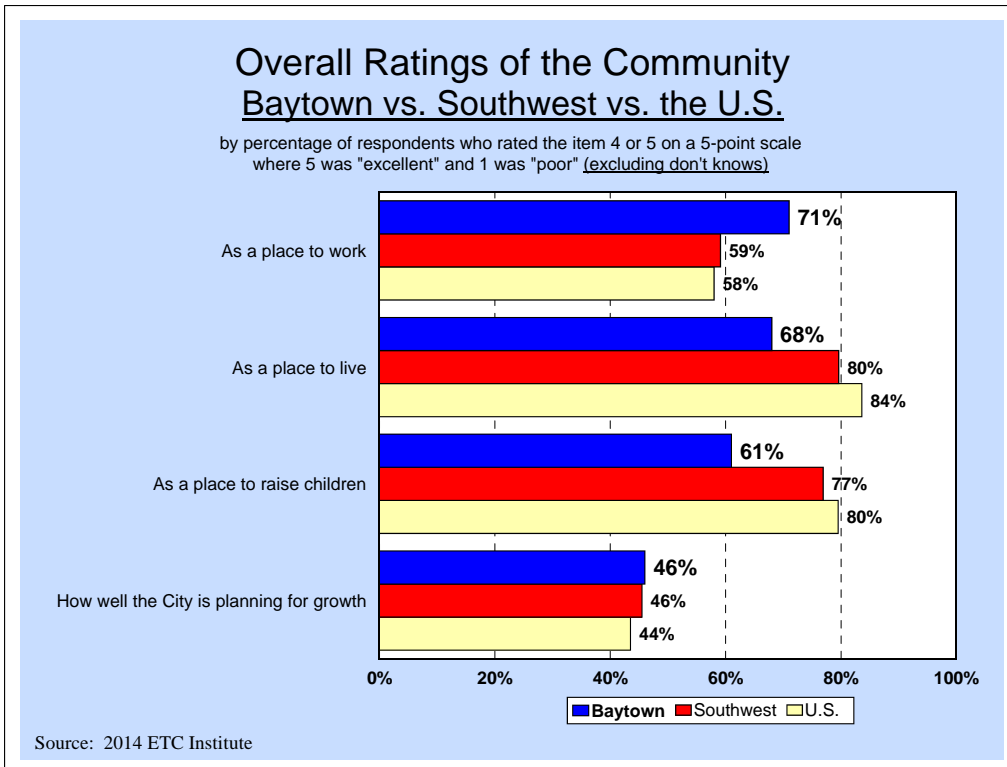
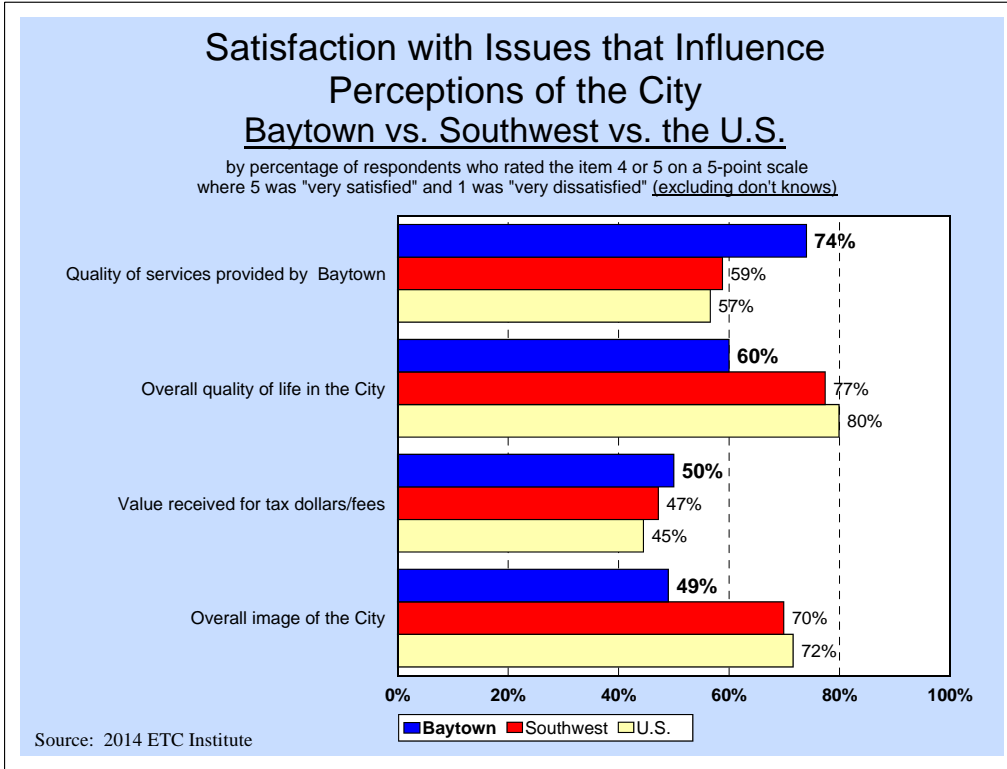
National Benchmarks

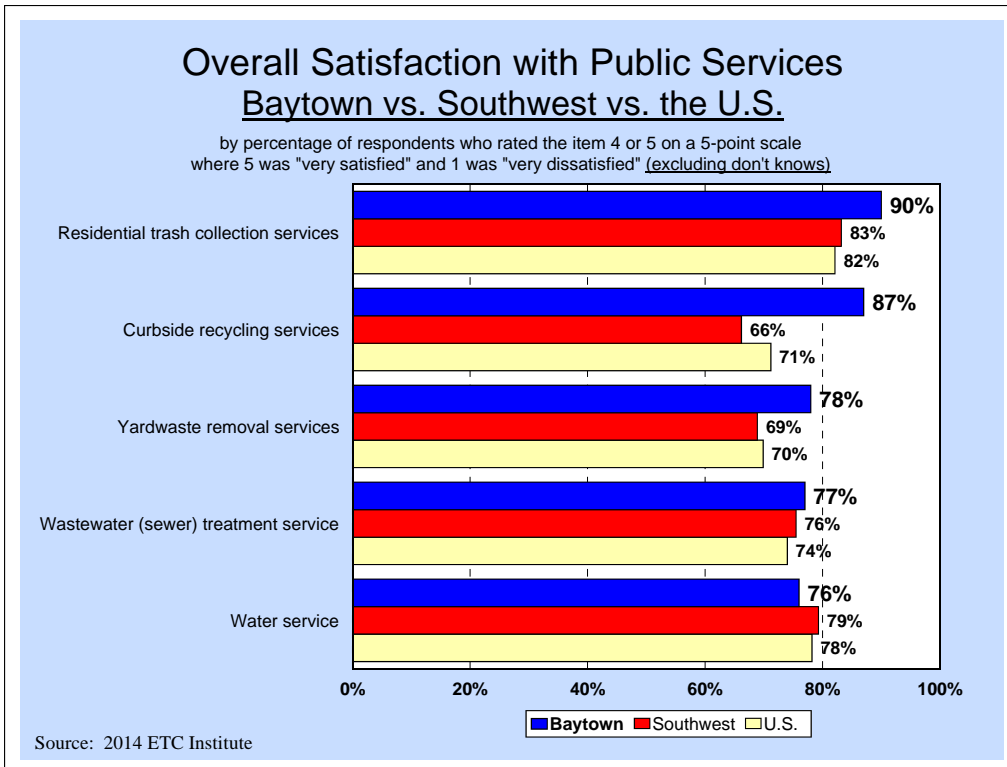
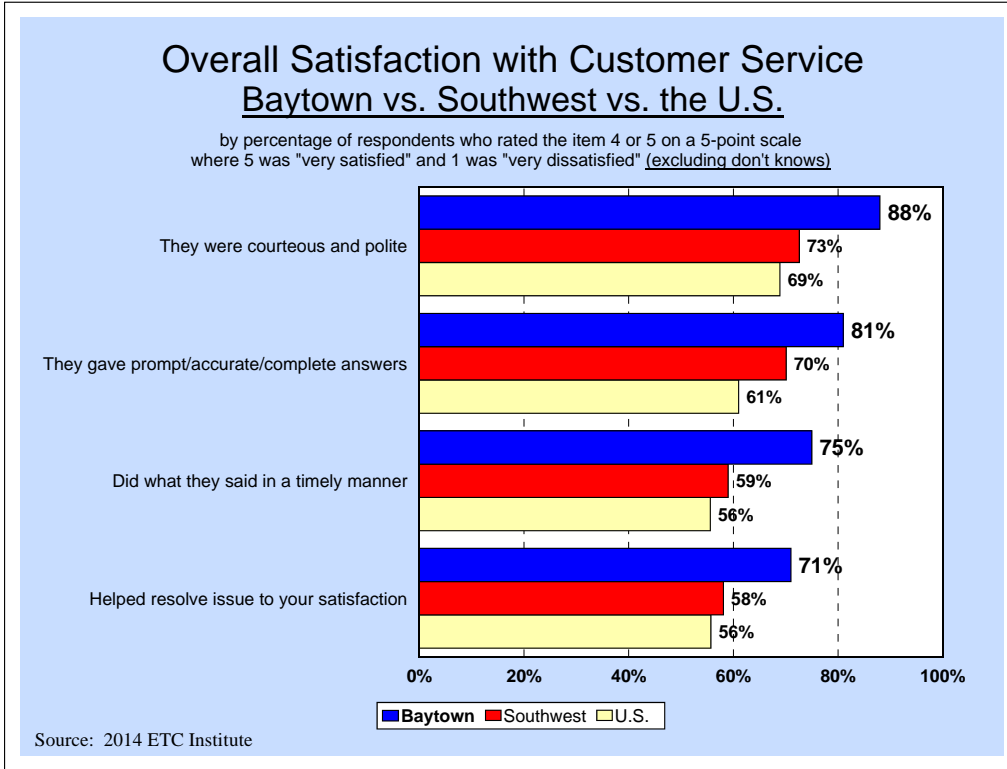
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Baytown is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services Baytown vs. Southwest vs. the U.S.

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

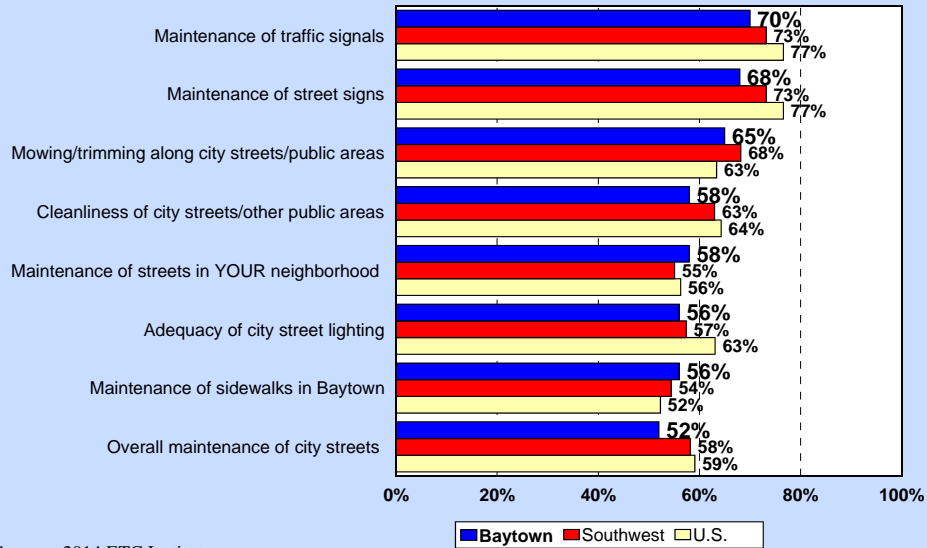






Overall Satisfaction with City Maintenance Baytown vs. Southwest vs. the U.S.

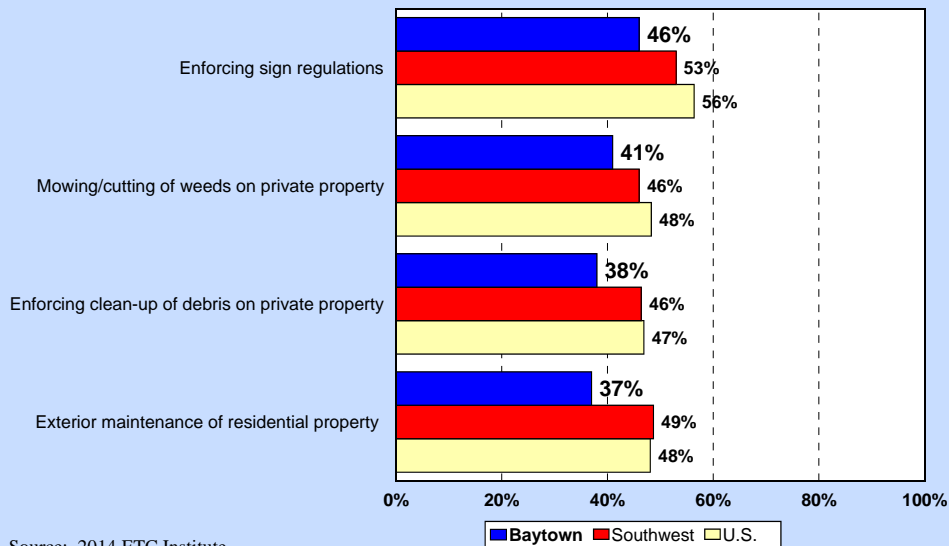
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Code Enforcement Baytown vs. Southwest vs. the U.S.

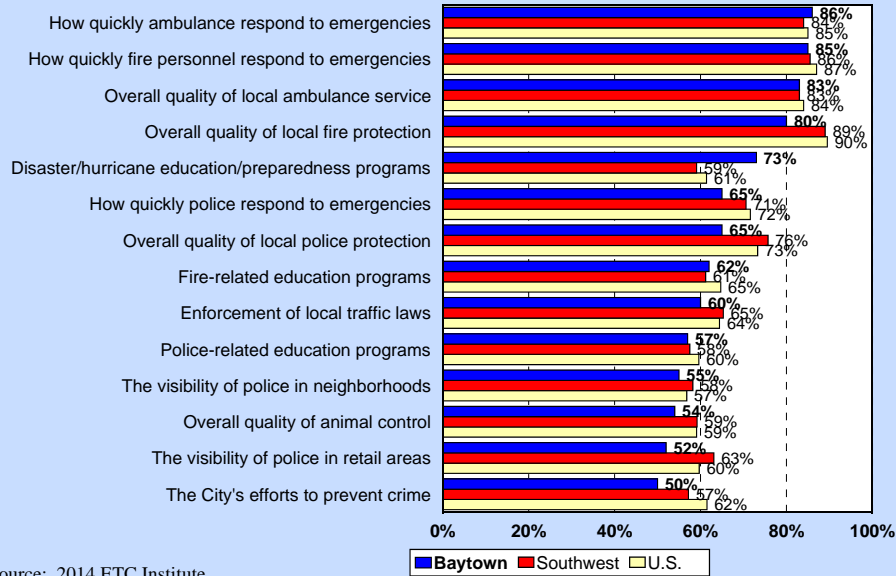
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Public Safety Services Baytown vs. Southwest vs. the U.S.

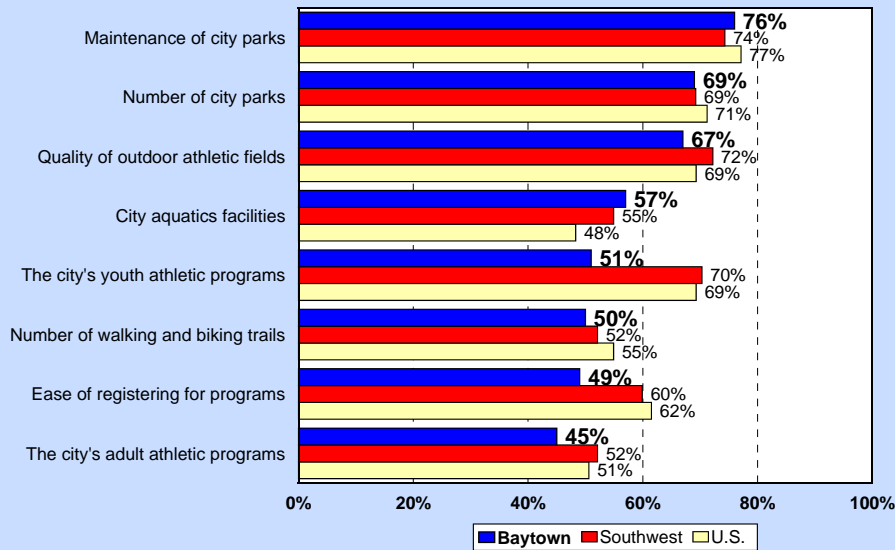
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Parks and Recreation Baytown vs. Southwest vs. the U.S.

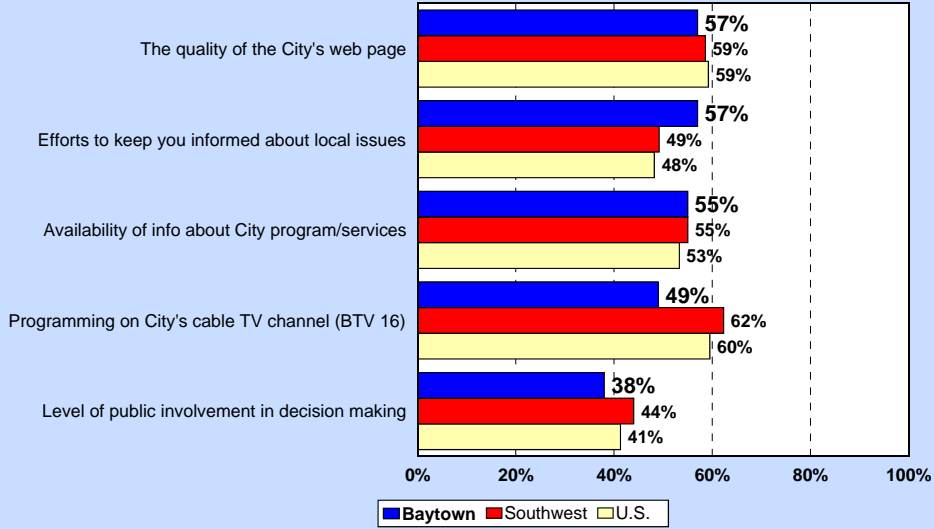
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

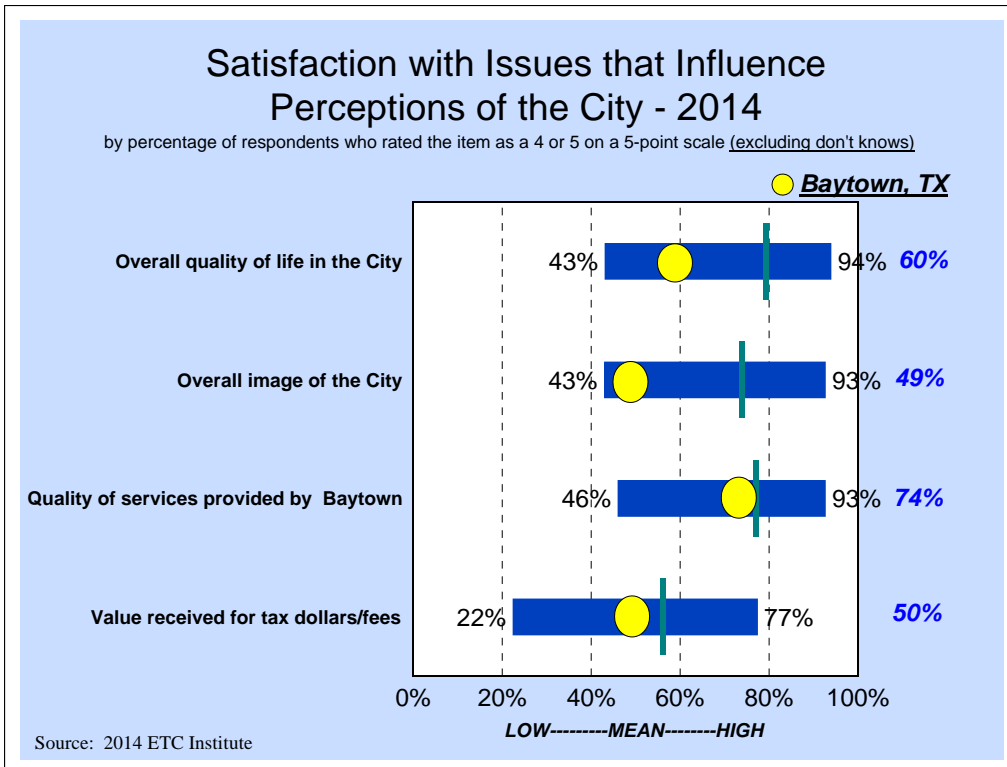
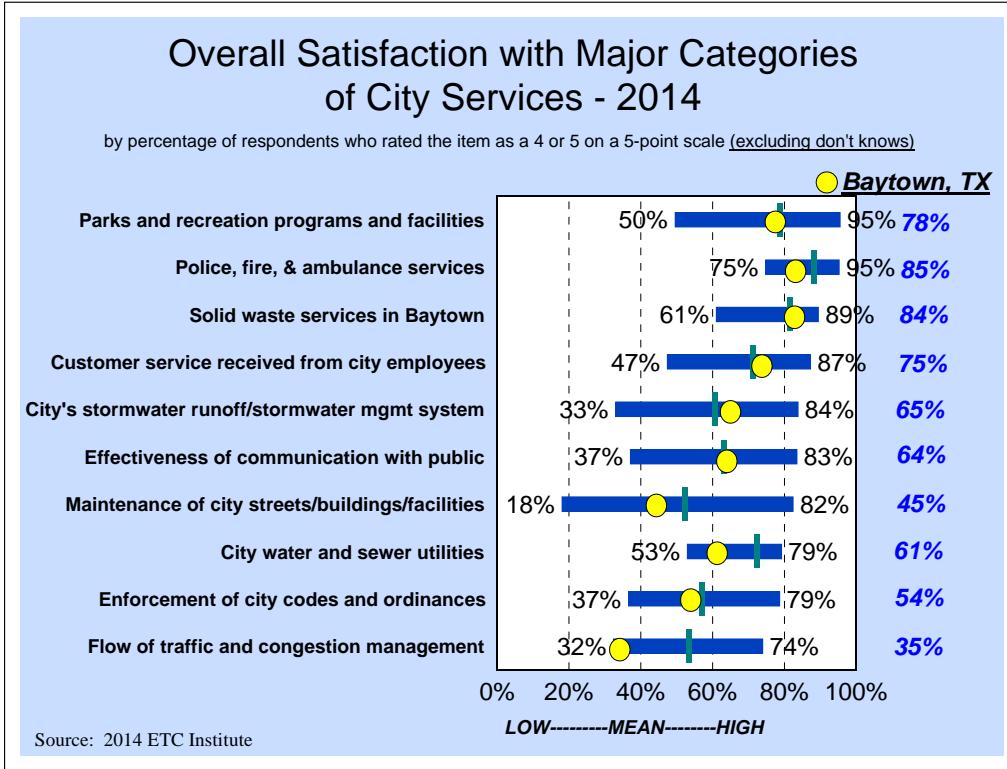
Overall Satisfaction with Communication Baytown vs. Southwest vs. the U.S.

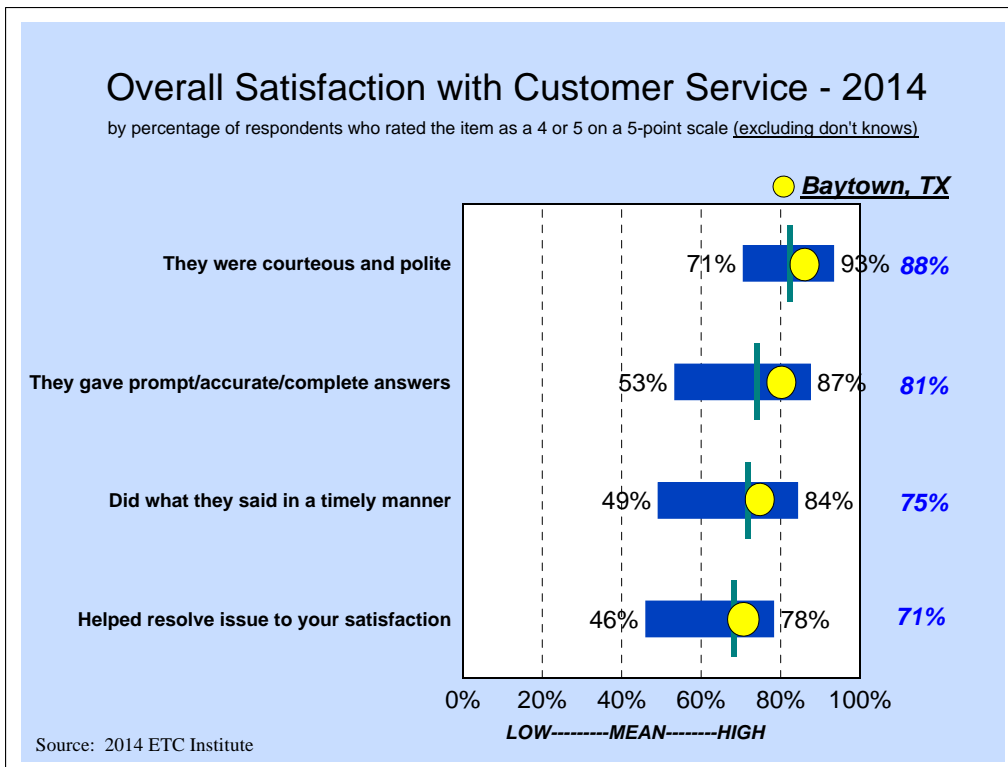
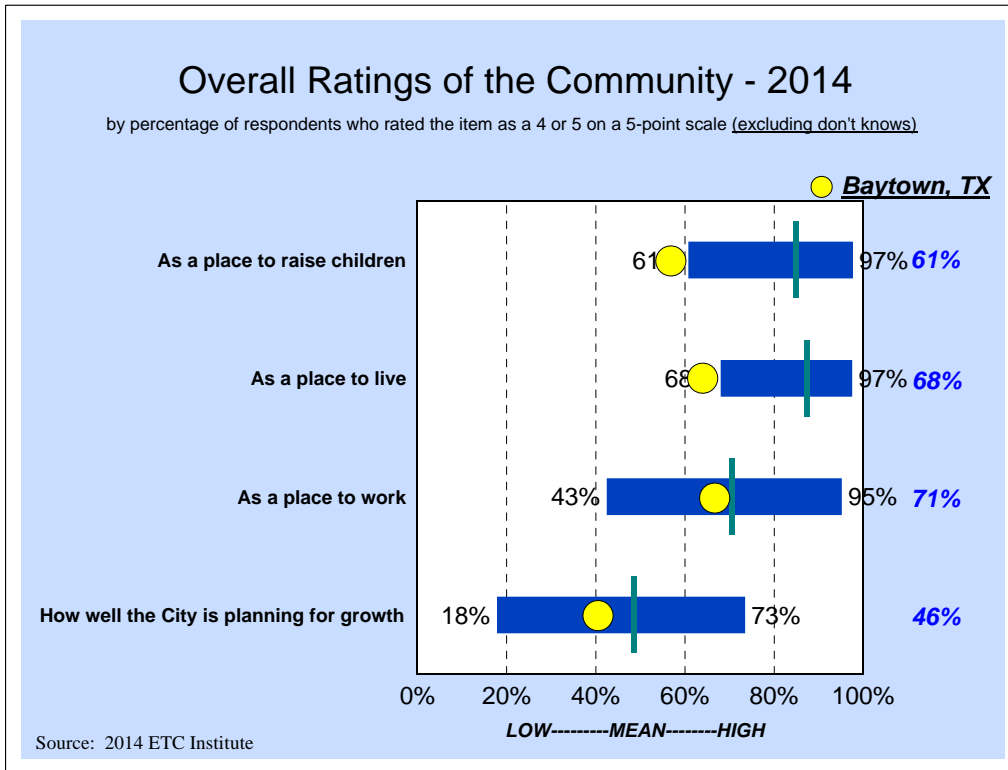
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

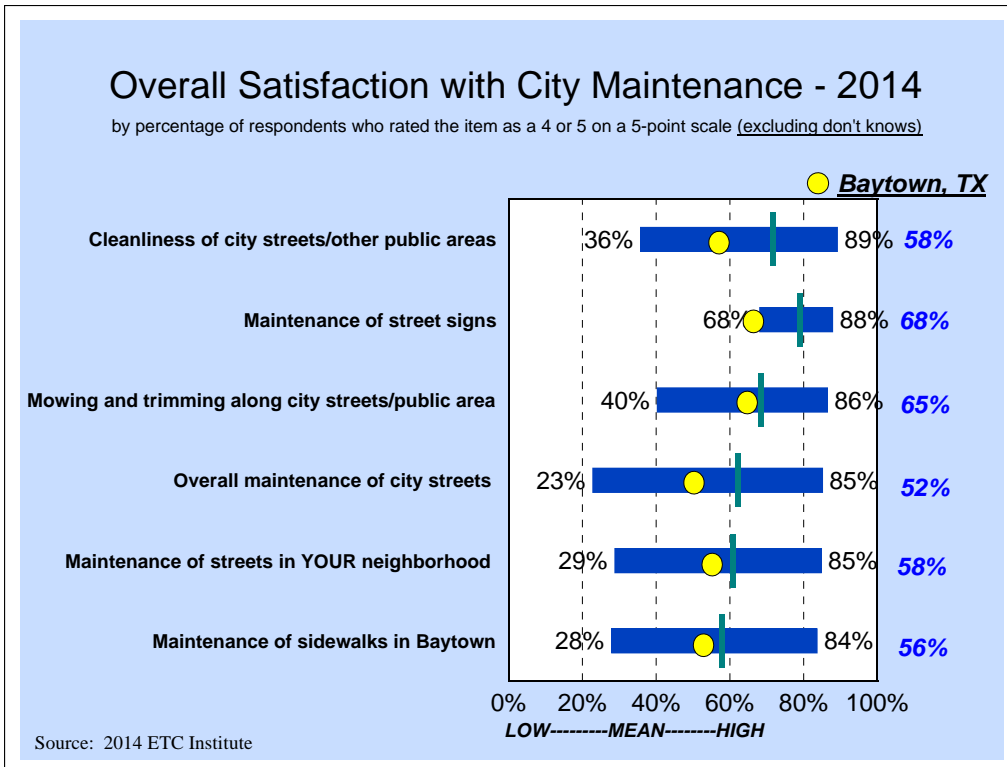
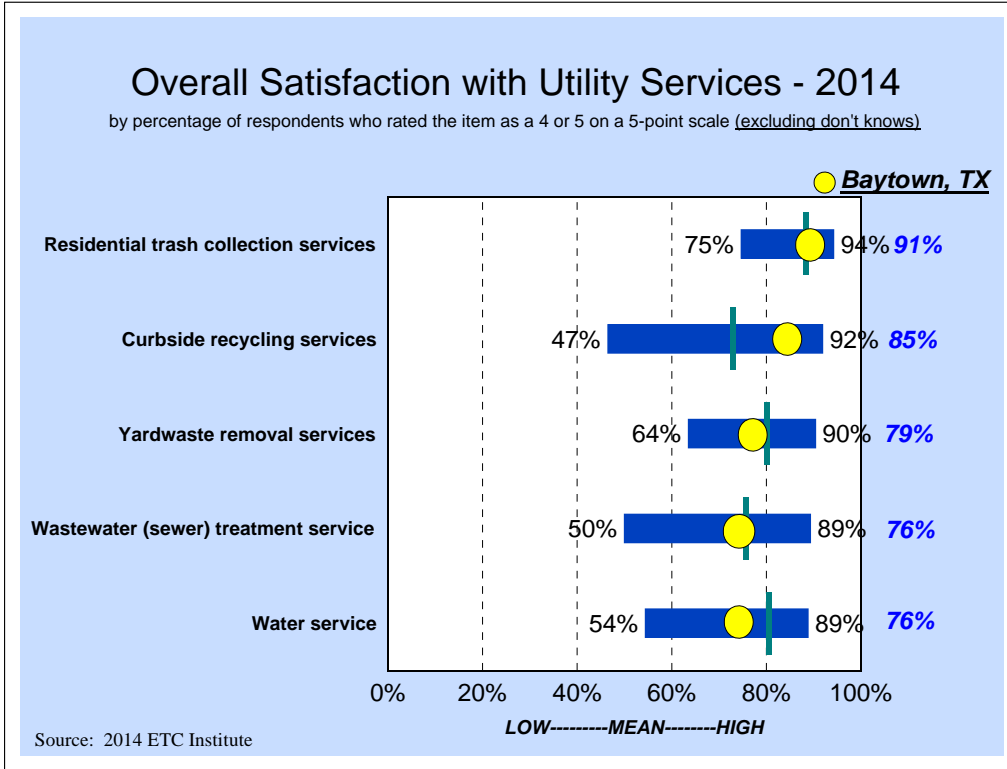


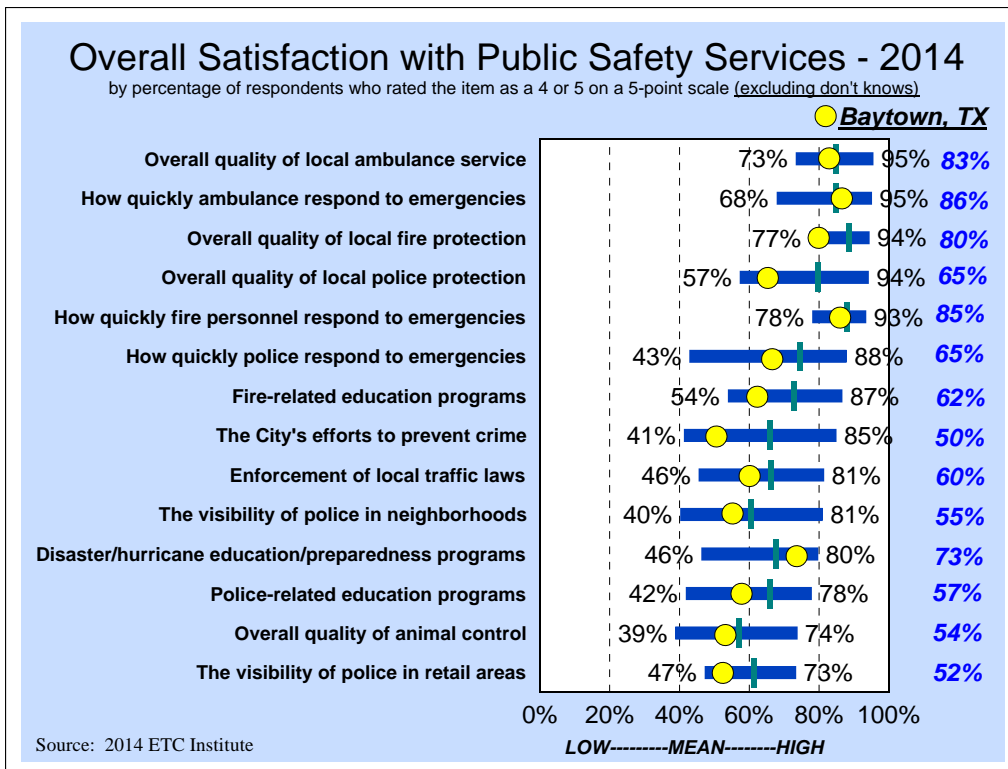
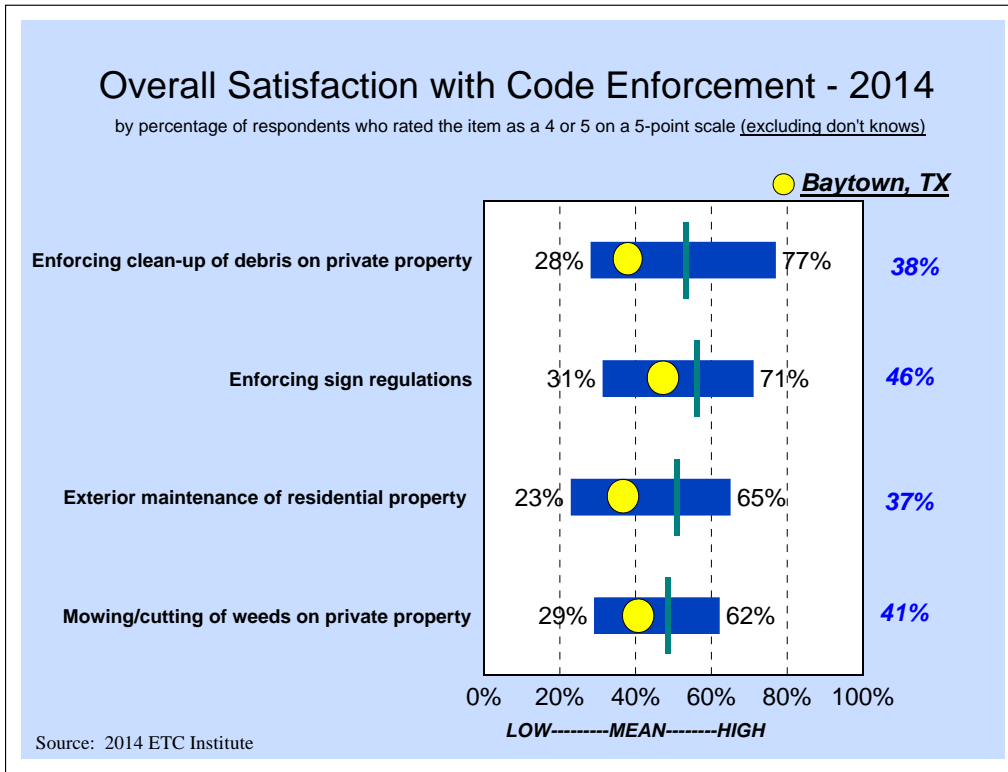
Source: 2014 ETC Institute

Comparison to a Range of Performance



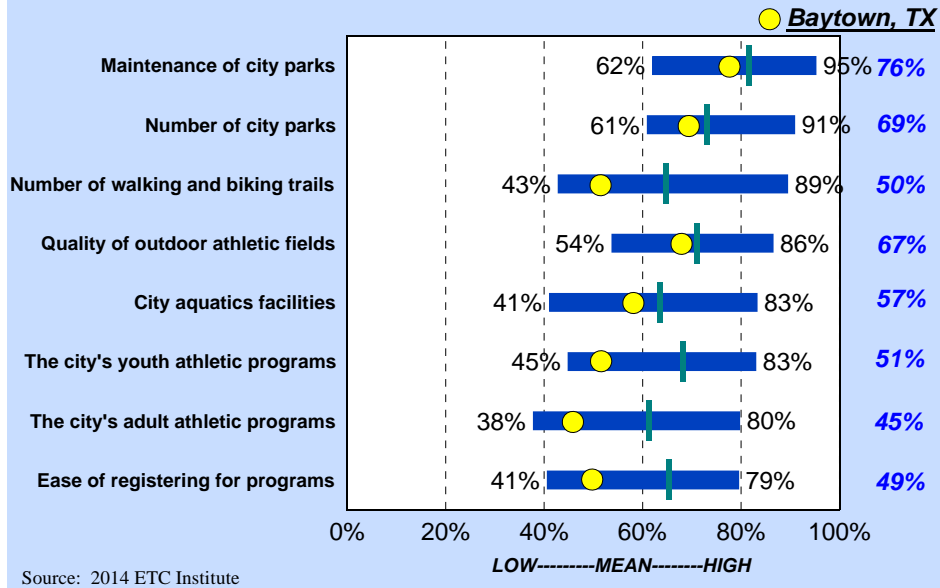






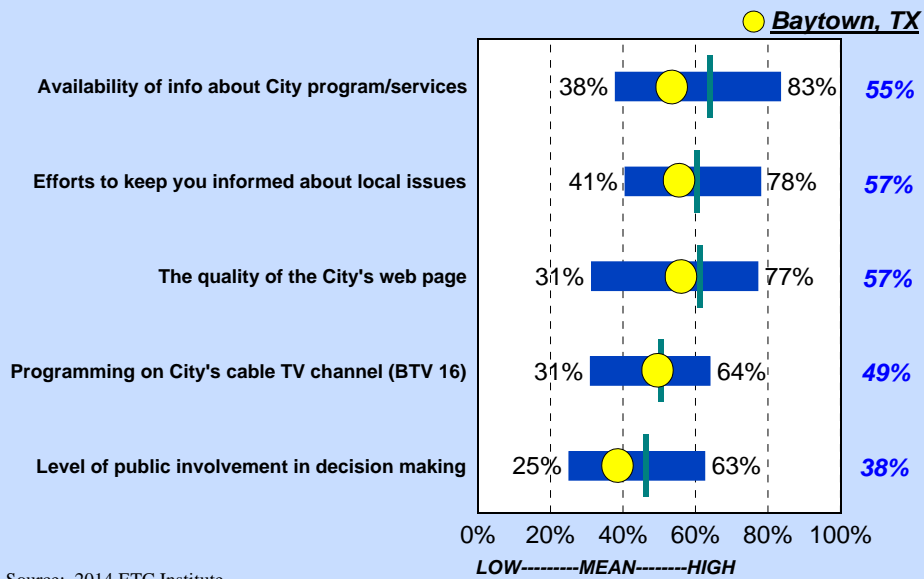
Overall Satisfaction with Parks and Recreation - 2014

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

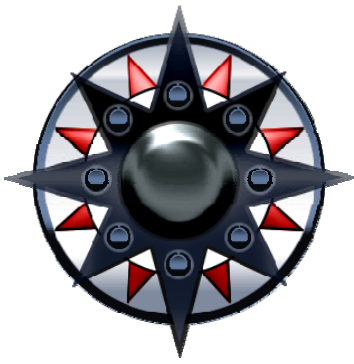


Overall Satisfaction with Communication - 2014

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



Section 3:
***Importance-Satisfaction
Analysis***



Importance-Satisfaction Analysis

Baytown, Texas

Overview

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

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

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the Major Categories of City services they thought were the most important for City leaders to emphasize over the next two years. Approximately fifty-nine percent (59.2%) selected the "flow of traffic and congestion management in Baytown" as one of the most important Major City services for the City to emphasize over the next two years.

With regard to satisfaction, approximately thirty-five percent (35%) of the residents surveyed rated their overall satisfaction with the “flow of traffic and congestion management in Baytown” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “flow of traffic and congestion management in Baytown” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 59.2% was multiplied by 65% (1-0.35). This calculation yielded an I-S rating of 0.3848, which ranked first out of ten Major City Services.

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

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

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

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

The results for Baytown are provided on the following page.

Importance-Satisfaction Rating 2014 City of Baytown Community Survey 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>						
Flow of traffic/congestion management in Baytown	59%	1	35%	10	0.3848	1
Maintenance of city streets/buildings/facilities	53%	2	45%	9	0.2909	2
<u>Medium Priority (IS <.10)</u>						
City water and sewer utilities	25%	3	61%	7	0.0971	3
Enforcement of city codes and ordinances	20%	5	54%	8	0.0906	4
City's stormwater runoff/stormwater mgmt system	15%	6	65%	5	0.0509	5
Effectiveness of city communication w/ the public	13%	8	64%	6	0.0467	6
Police, fire, & ambulance services	24%	4	85%	1	0.0353	7
Parks and recreation programs and facilities	14%	7	78%	3	0.0307	8
Solid waste services in Baytown	11%	9	84%	2	0.0188	9
Customer service you receive from city employees	5%	10	75%	4	0.0124	10

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating 2014 City of Baytown Community Survey Development and Redevelopment

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>						
Redevelopment of abandoned/under-utilized property	49%	1	24%	8	0.3716	1
Redevelopment of downtown Baytown	33%	2	34%	7	0.2191	2
<u>High Priority (IS .10-.20)</u>						
How well the City is planning for growth	20%	3	46%	5	0.1053	3
<u>Medium Priority (IS <.10)</u>						
Redevelopment of our waterfront	17%	5	41%	6	0.0990	4
Overall quality of new retail development	18%	4	65%	2	0.0641	5
Overall quality of new residential development	10%	6	57%	4	0.0439	6
Overall quality of new business development	8%	7	69%	1	0.0237	7
Overall quality of new industrial development	5%	8	62%	3	0.0194	8

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 receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating 2014 City of Baytown Community Survey Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Overall maintenance of city streets	34%	1	52%	9	0.1665	1
Cleanliness of city streets/other public areas	29%	2	58%	6	0.1213	2
Adequacy of city street lighting	25%	3	56%	7	0.1097	3
<u>Medium Priority (IS <.10)</u>						
Maintenance of streets in YOUR neighborhood	22%	4	58%	5	0.0897	4
Maintenance of sidewalks in Baytown	14%	5	56%	8	0.0617	5
Maintenance of stormwater ditches	12%	6	60%	4	0.0488	6
Mowing/trimming along city streets/public areas	11%	7	65%	3	0.0383	7
Maintenance of traffic signals	9%	8	70%	1	0.0269	8
Maintenance of street signs	5%	9	68%	2	0.0156	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating
2014 City of Baytown Community Survey
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>						
The City's efforts to prevent crime	47%	2	50%	15	0.2330	1
The visibility of police in neighborhoods	49%	1	55%	12	0.2223	2
<u>High Priority (IS .10-.20)</u>						
The visibility of police in retail areas	38%	3	52%	14	0.1800	3
Overall quality of animal control	29%	4	54%	13	0.1334	4
<u>Medium Priority (IS <.10)</u>						
Overall quality of local police protection	23%	5	65%	8	0.0805	5
Enforcement of local traffic laws	19%	7	60%	10	0.0774	6
How quickly police respond to emergencies	19%	8	65%	7	0.0655	7
Disaster/hurricane education/preparedness programs	20%	6	73%	5	0.0545	8
Police-related education programs	10%	9	57%	11	0.0441	9
Fire-related education programs	7%	11	62%	9	0.0262	10
Quality of the City's fire prevention programs	6%	13	71%	6	0.0162	11
How quickly ambulance respond to emergencies	8%	10	86%	1	0.0108	12
Overall quality of local fire protection	5%	14	80%	4	0.0097	13
How quickly fire personnel respond to emergencies	6%	12	85%	2	0.0089	14
Overall quality of local ambulance service	5%	15	83%	3	0.0081	15

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating 2014 City of Baytown Community Survey Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Number of walking and biking trails	30%	1	50%	7	0.1471	1
Teen recreation opportunities	24%	2	41%	14	0.1440	2
<u>Medium Priority (IS <.10)</u>						
Senior recreation opportunities	16%	4	48%	9	0.0823	3
The city's youth athletic programs	14%	5	51%	6	0.0710	4
Other city recreation programs	12%	8	43%	13	0.0659	5
Maintenance of city parks	24%	3	76%	1	0.0583	6
Quality of the City's indoor recreation facilities	10%	10	44%	12	0.0540	7
City aquatics facilities	12%	7	57%	5	0.0525	8
Fees charged for recreation programs	8%	11	46%	10	0.0451	9
Number of city parks	13%	6	69%	3	0.0402	10
The city's adult athletic programs	5%	13	45%	11	0.0287	11
Special events sponsored by the city	10%	9	72%	2	0.0274	12
Quality of outdoor athletic fields	7%	12	67%	4	0.0234	13
Ease of registering for programs	3%	14	49%	8	0.0158	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 and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating 2014 City of Baytown Community Survey Library Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS <.10)</i>						
Overall quality & quantity of programs for teens	22%	2	67%	6	0.0737	1
Quality & quantity of programs for children	20%	3	79%	4	0.0416	2
Overall quality & quantity of programs for adults	14%	4	72%	5	0.0409	3
Overall quality of available materials	24%	1	84%	2	0.0384	4
Overall size of the library	13%	5	82%	3	0.0237	5
Overall helpfulness of library staff	4%	6	86%	1	0.0056	6

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 receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

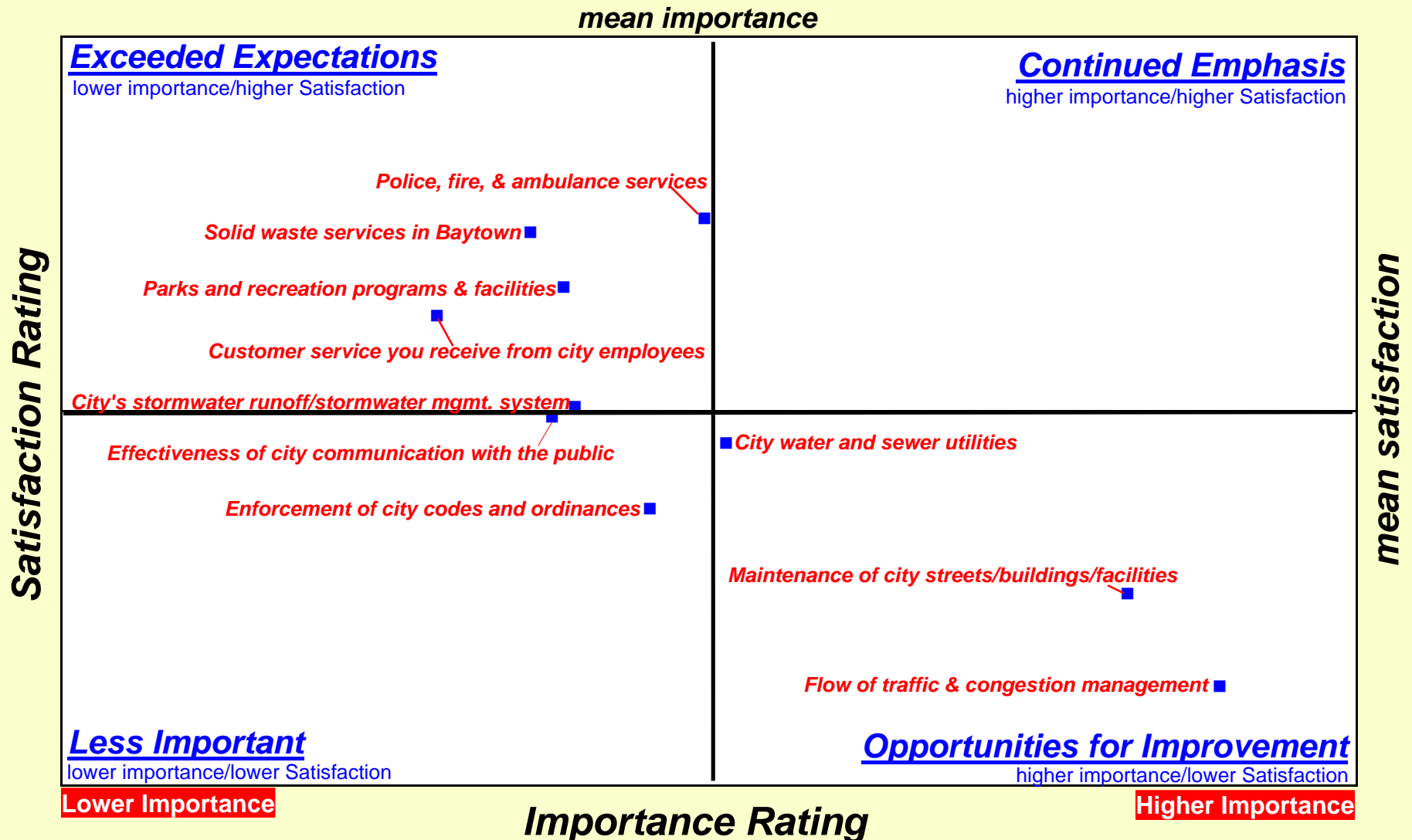
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

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

City of Baytown Community Survey Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

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

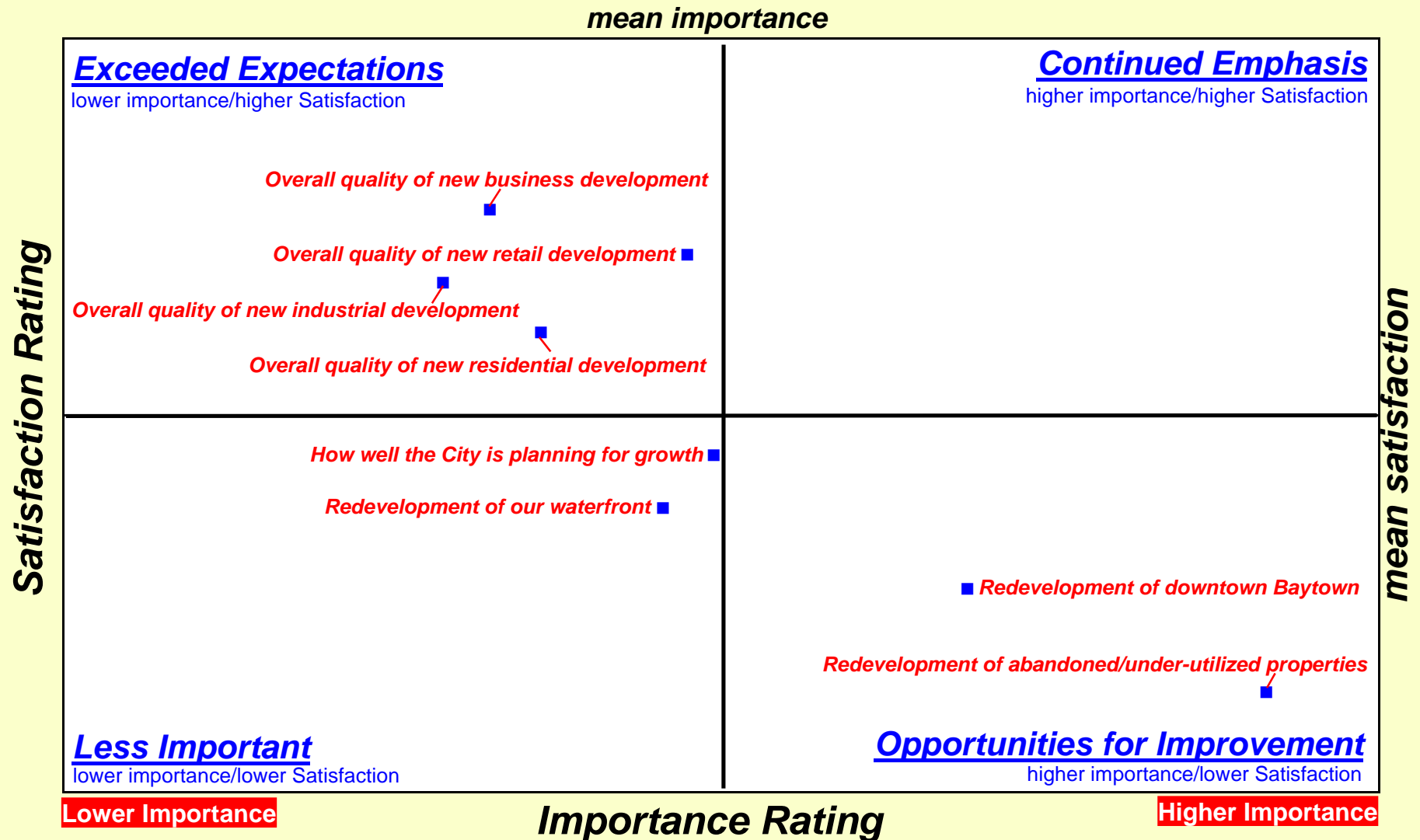


Source: ETC Institute (2014)

City of Baytown Community Survey Importance-Satisfaction Assessment Matrix

-Development and Redevelopment-

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



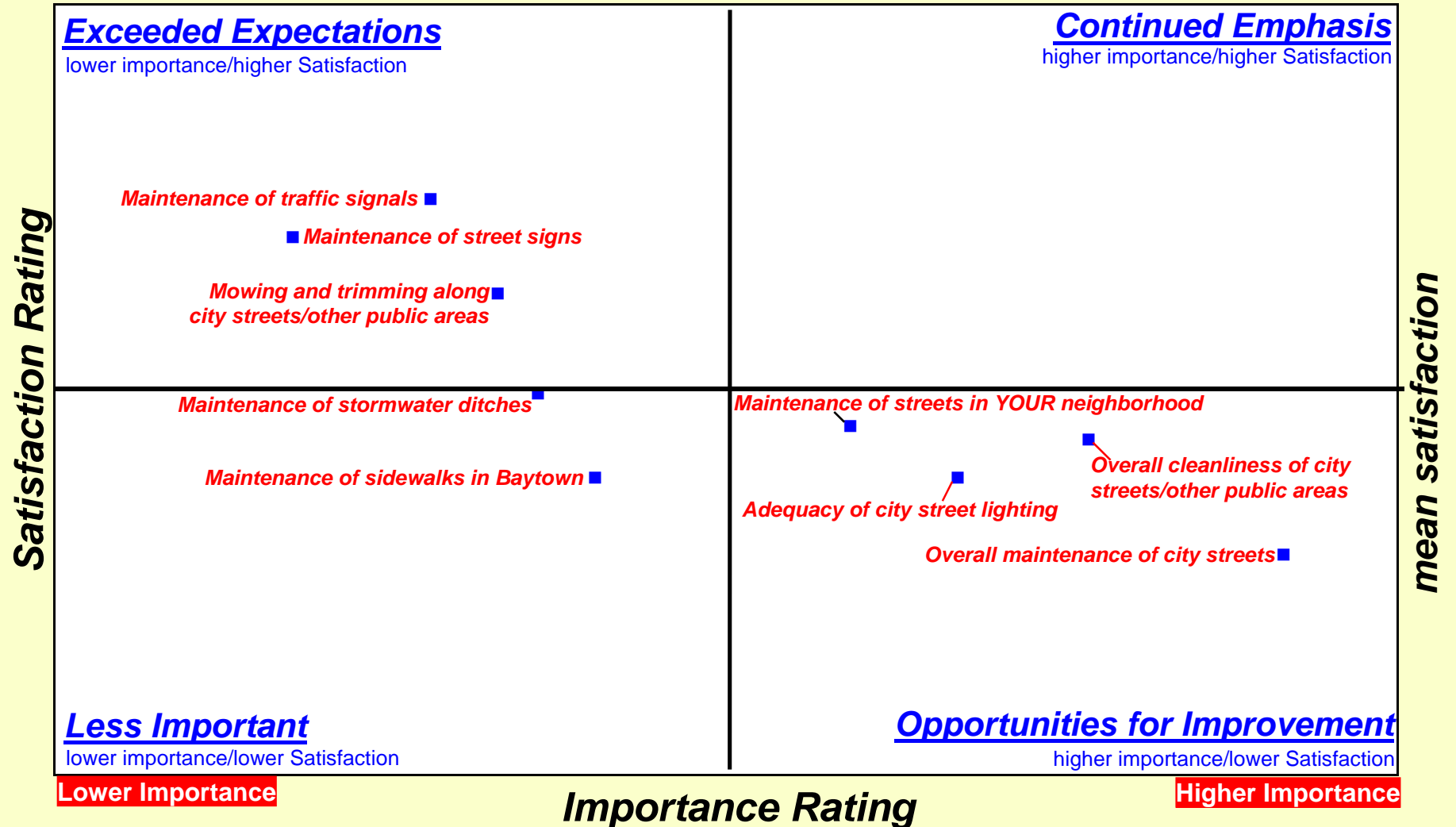
Source: ETC Institute (2014)

City of Baytown Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance Services-

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

mean importance



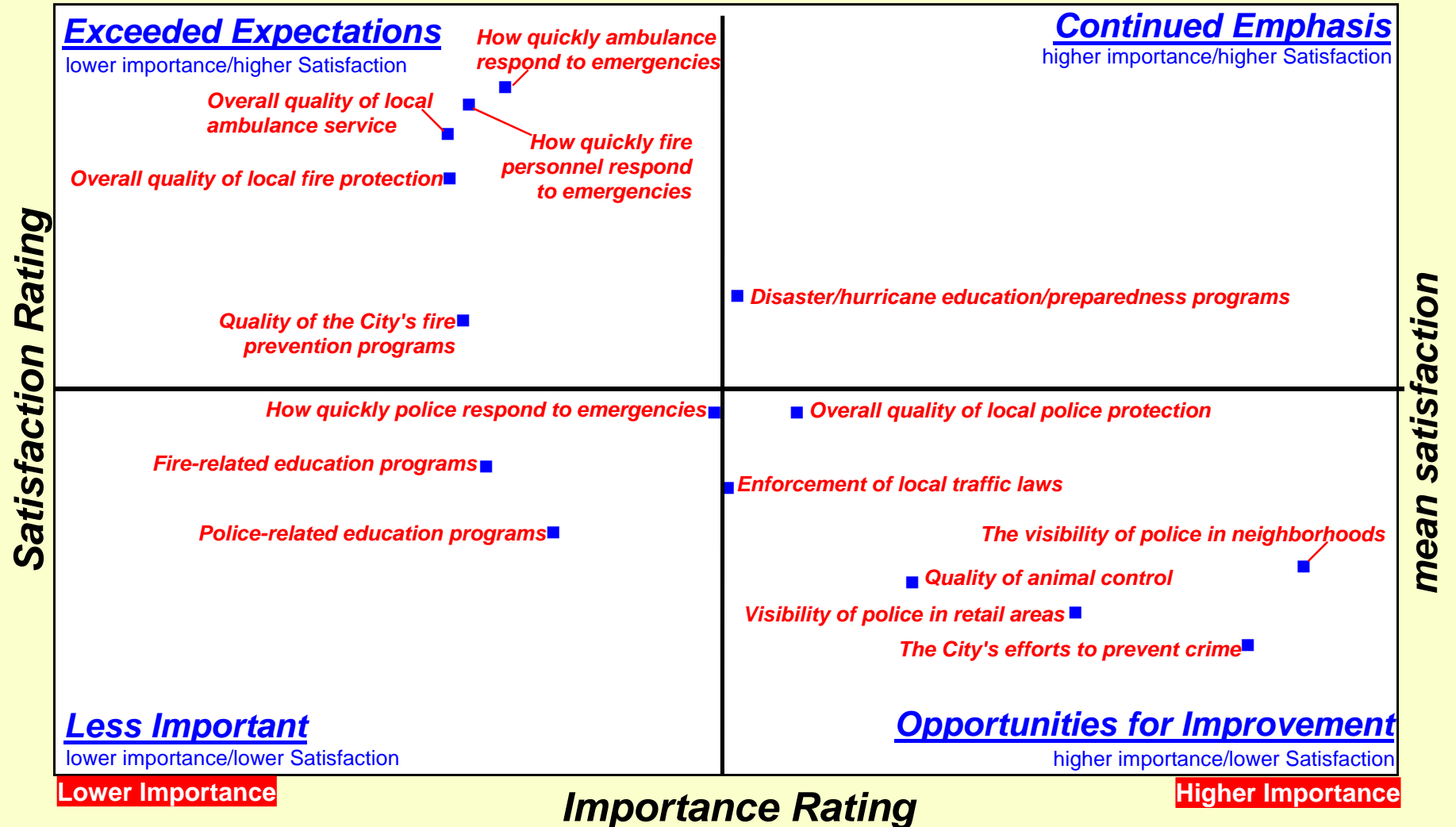
Source: ETC Institute (2014)

City of Baytown Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety Services-

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

mean importance



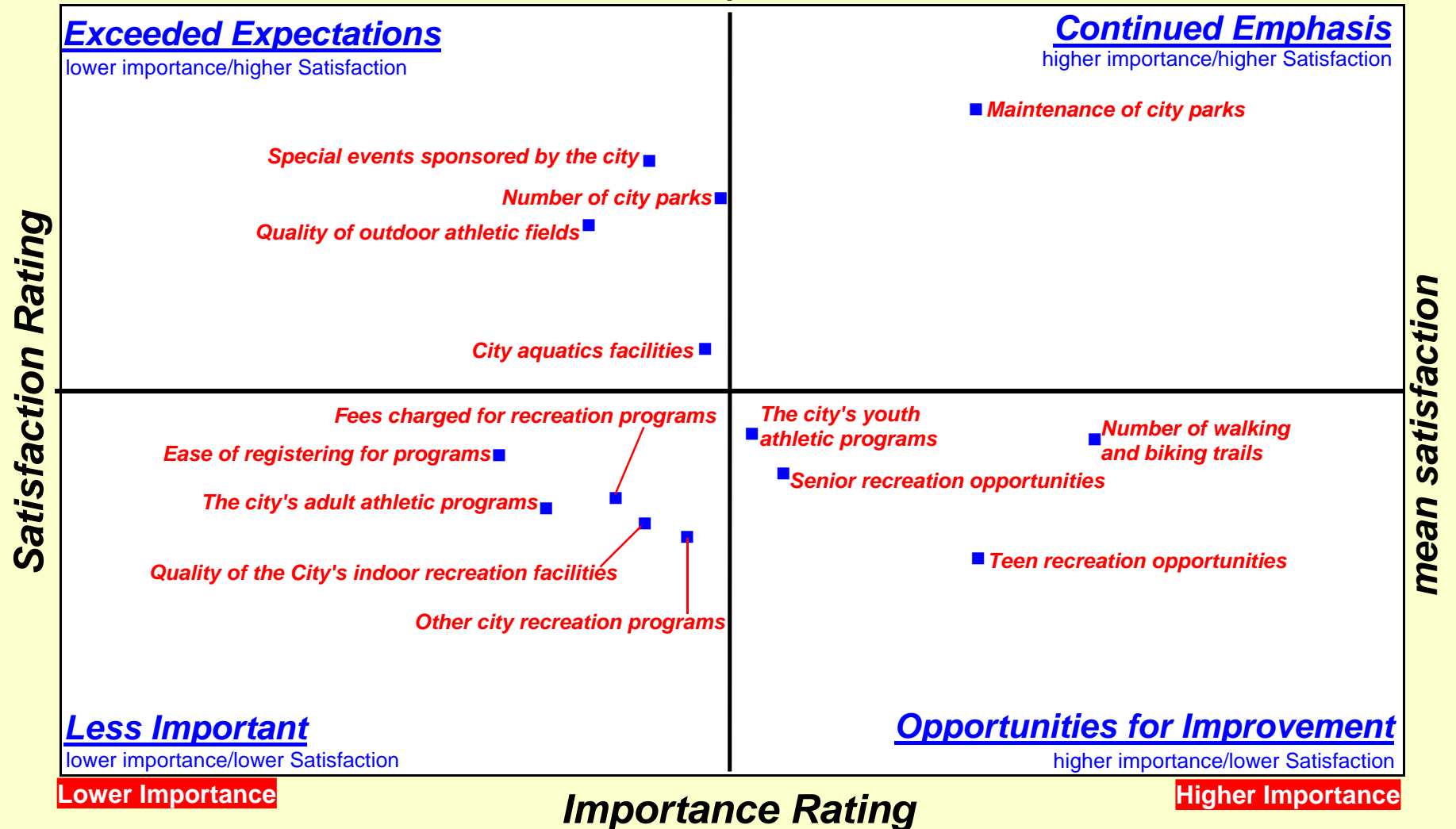
Source: ETC Institute (2014)

City of Baytown Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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

mean importance



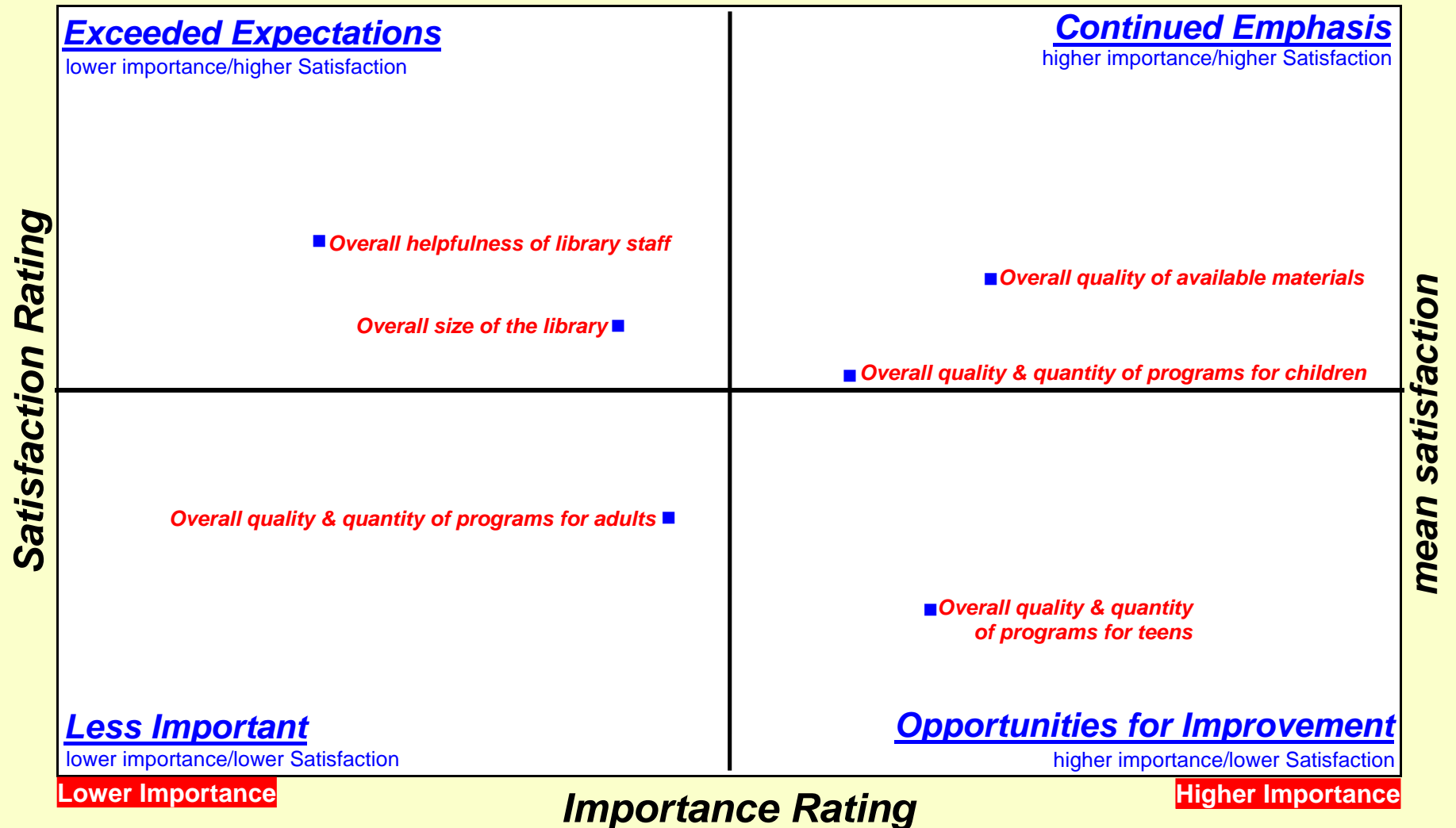
Source: ETC Institute (2014)

City of Baytown Community Survey Importance-Satisfaction Assessment Matrix

-Library Services-

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

mean importance



Source: ETC Institute (2014)

Section 4:
Tabular Data

Q1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services provided by the City of Baytown on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of police, fire, & ambulance services	32.3%	46.2%	10.0%	2.4%	2.0%	7.1%
Q1b. Overall quality of city parks and recreation programs and facilities	29.3%	41.8%	15.6%	2.9%	2.0%	8.3%
Q1c. Overall maintenance of city streets, buildings & facilities	7.6%	37.2%	31.5%	17.6%	5.6%	0.5%
Q1d. Overall quality of city water and sewer utilities	19.3%	40.8%	25.7%	8.8%	3.9%	1.5%
Q1e. Overall enforcement of city codes and ordinances	9.0%	36.9%	24.4%	10.8%	5.4%	13.4%
Q1f. Overall quality of customer service you receive from city employees	28.1%	41.6%	19.1%	2.2%	2.4%	6.6%
Q1g. Overall effectiveness of city communication with the public	19.6%	41.1%	26.7%	5.4%	2.4%	4.9%
Q1h. Overall quality of the city's stormwater runoff/stormwater management system	15.6%	43.0%	22.2%	7.1%	2.4%	9.5%
Q1i. Overall flow of traffic and congestion management in Baytown	6.6%	27.4%	22.7%	31.3%	10.8%	1.2%
Q1j. Overall quality of solid waste services (trash, recycling, yard waste) in Baytown	34.3%	48.3%	9.8%	4.7%	2.0%	1.0%

WITHOUT DON'T KNOW**Q1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services provided by the City of Baytown on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")**

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police, fire, & ambulance services	34.7%	49.7%	10.8%	2.6%	2.1%
Q1b. Overall quality of city parks and recreation programs and facilities	32.0%	45.6%	17.1%	3.2%	2.1%
Q1c. Overall maintenance of city streets, buildings & facilities	7.6%	37.3%	31.7%	17.7%	5.7%
Q1d. Overall quality of city water and sewer utilities	19.6%	41.4%	26.1%	8.9%	4.0%
Q1e. Overall enforcement of city codes and ordinances	10.5%	42.7%	28.2%	12.4%	6.2%
Q1f. Overall quality of customer service you receive from city employees	30.1%	44.5%	20.4%	2.4%	2.6%
Q1g. Overall effectiveness of city communication with the public	20.6%	43.2%	28.0%	5.7%	2.6%
Q1h. Overall quality of the city's stormwater runoff/stormwater management system	17.3%	47.6%	24.6%	7.8%	2.7%
Q1i. Overall flow of traffic and congestion management in Baytown	6.7%	27.7%	23.0%	31.7%	10.9%
Q1j. Overall quality of solid waste services (trash, recycling, yard waste) in Baytown	34.7%	48.8%	9.9%	4.7%	2.0%

Q2. Which THREE of the Major Categories of City Services do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q2. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & ambulance services	60	14.7 %
Overall quality of city parks and recreation programs and facilities	12	2.9 %
Overall maintenance of city streets, buildings & facilities	78	19.1 %
Overall quality of city water and sewer utilities	30	7.3 %
Overall enforcement of city codes and ordinances	14	3.4 %
Overall quality of customer service you receive from city employees	4	1.0 %
Overall effectiveness of city communication with the public	10	2.4 %
Overall quality of the city's stormwater runoff/stormwater management system	8	2.0 %
Overall flow of traffic and congestion management in Baytown	136	33.3 %
Overall quality of solid waste services (trash, recycling, yard waste) in Baytown	12	2.9 %
None chosen	45	11.0 %
Total	409	100.0 %

Q2. Which THREE of the Major Categories of City Services do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q2. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & ambulance services	16	3.9 %
Overall quality of city parks and recreation programs and facilities	18	4.4 %
Overall maintenance of city streets, buildings & facilities	91	22.2 %
Overall quality of city water and sewer utilities	40	9.8 %
Overall enforcement of city codes and ordinances	37	9.0 %
Overall quality of customer service you receive from city employees	2	0.5 %
Overall effectiveness of city communication with the public	11	2.7 %
Overall quality of the city's stormwater runoff/stormwater management system	31	7.6 %
Overall flow of traffic and congestion management in Baytown	66	16.1 %
Overall quality of solid waste services (trash, recycling, yard waste) in Baytown	14	3.4 %
None chosen	83	20.3 %
Total	409	100.0 %

Q2. Which THREE of the Major Categories of City Services do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q2. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & ambulance services	20	4.9 %
Overall quality of city parks and recreation programs and facilities	26	6.4 %
Overall maintenance of city streets, buildings & facilities	47	11.5 %
Overall quality of city water and sewer utilities	32	7.8 %
Overall enforcement of city codes and ordinances	30	7.3 %
Overall quality of customer service you receive from city employees	14	3.4 %
Overall effectiveness of city communication with the public	32	7.8 %
Overall quality of the city's stormwater runoff/stormwater management system	20	4.9 %
Overall flow of traffic and congestion management in Baytown	40	9.8 %
Overall quality of solid waste services (trash, recycling, yard waste) in Baytown	21	5.1 %
None chosen	127	31.1 %
Total	409	100.0 %

Q2. Which THREE of the Major Categories of City Services do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of Top 3 Choices)

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & ambulance services	96	23.5 %
Overall quality of city parks and recreation programs and facilities	56	13.7 %
Overall maintenance of city streets, buildings & facilities	216	52.8 %
Overall quality of city water and sewer utilities	102	24.9 %
Overall enforcement of city codes and ordinances	81	19.8 %
Overall quality of customer service you receive from city employees	20	4.9 %
Overall effectiveness of city communication with the public	53	13.0 %
Overall quality of the city's stormwater runoff/stormwater management system	59	14.4 %
Overall flow of traffic and congestion management in Baytown	242	59.2 %
Overall quality of solid waste services (trash, recycling, yard waste) in Baytown	47	11.5 %
None chosen	76	18.6 %
Total	1048	

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

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of services provided by the City of Baytown	19.8%	52.6%	21.5%	2.7%	1.0%	2.4%
Q3b. Overall image of the City	13.2%	35.7%	25.2%	20.5%	4.2%	1.2%
Q3c. Overall quality of life in the City	15.2%	42.8%	28.6%	9.0%	2.4%	2.0%
Q3d. Overall quality of your neighborhood	19.8%	38.9%	24.4%	11.7%	3.2%	2.0%
Q3e. The overall value that you receive for your city tax dollars and fees	12.7%	35.5%	37.4%	8.1%	2.7%	3.7%

WITHOUT DON'T KNOW

Q3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Baytown are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by the City of Baytown	20.3%	53.9%	22.1%	2.8%	1.0%
Q3b. Overall image of the City	13.4%	36.1%	25.5%	20.8%	4.2%
Q3c. Overall quality of life in the City	15.5%	43.6%	29.2%	9.2%	2.5%
Q3d. Overall quality of your neighborhood	20.2%	39.7%	24.9%	12.0%	3.2%
Q3e. The overall value that you receive for your city tax dollars and fees	13.2%	36.8%	38.8%	8.4%	2.8%

Q4. Please rate Baytown on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following:

(N=409)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a. As a place to live	19.3%	47.2%	19.6%	10.5%	2.7%	0.7%
Q4b. As a place to raise children	17.1%	41.1%	20.3%	13.7%	3.4%	4.4%
Q4c. As a place to work	28.9%	39.1%	18.1%	6.4%	2.4%	5.1%
Q4d. As a place where you would buy your next home	16.1%	27.4%	23.0%	16.4%	12.5%	4.6%

WITHOUT DON'T KNOW

Q4. Please rate Baytown on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following: (Without "Don't Know")

(N=409)

	Excellent	Good	Neutral	Below Average	Poor
Q4a. As a place to live	19.5%	47.5%	19.7%	10.6%	2.7%
Q4b. As a place to raise children	17.9%	43.0%	21.2%	14.3%	3.6%
Q4c. As a place to work	30.4%	41.2%	19.1%	6.7%	2.6%
Q4d. As a place where you would buy your next home	16.9%	28.7%	24.1%	17.2%	13.1%

Q5. CUSTOMER SERVICE. Have you interacted with (call, online or visit) the City with a question, problem, or complaint during the past year?

Q5. Have you interacted with (call, online or visit) the City the past year?	Number	Percent
Yes	161	39.4 %
No	230	56.2 %
Don't Know	18	4.4 %
Total	409	100.0 %

Q5a. Which Department did you contact most recently?

Q5a. Which Department did you contact most recently?	Number	Percent
Public Works (street maintenance, trash, water, recycling, yard waste, wastewater)	83	51.6 %
Public Safety (Police, Fire, EMS)	36	22.4 %
Parks and Recreation	11	6.8 %
City Hall (Mayor, City Council, City Manager, City Clerk)	12	7.5 %
Utility Billing	40	24.8 %
Planning and Development Services	10	6.2 %
Health (Code Enforcement, Animal Control, or Stormwater)	23	14.3 %
Other	16	9.9 %
Not provided	12	7.5 %
Total	243	

ALL RESPONDENTS**Q5b. How easy was it to contact the person you needed to reach in the Department you listed in Question #5a? (ALL RESPONDENTS)**

Q5b. How easy was it to contact the person you needed to reach?	Number	Percent
Very Easy	89	55.3 %
Somewhat Easy	49	30.4 %
Difficult	11	6.8 %
Very Difficult	10	6.2 %
Don't Know	2	1.2 %
Total	161	100.0 %

PUBLIC WORKS ONLY**Q5b. How easy was it to contact the person you needed to reach in the Department you listed in Question #5a? (PUBLIC WORKS ONLY)**

Q5b. How easy was it to contact the person you needed to reach?	Number	Percent
Very Easy	43	51.8 %
Somewhat Easy	31	37.3 %
Difficult	4	4.8 %
Very Difficult	3	3.6 %
Don't Know	2	2.4 %
Total	83	100.0 %

PUBLIC SAFETY ONLY**Q5b. How easy was it to contact the person you needed to reach in the Department you listed in Question #5a? (PUBLIC SAFETY ONLY)**

Q5b. How easy was it to contact the person you needed to reach?	Number	Percent
Very Easy	20	55.6 %
Somewhat Easy	12	33.3 %
Difficult	2	5.6 %
Very Difficult	1	2.8 %
Don't Know	1	2.8 %
Total	36	100.0 %

UTILITY BILLING ONLY**Q5b. How easy was it to contact the person you needed to reach in the Department you listed in Question #5a? (UTILITY BILLING ONLY)**

Q5b. How easy was it to contact the person you needed to reach?	Number	Percent
Very Easy	20	50.0 %
Somewhat Easy	13	32.5 %
Difficult	4	10.0 %
Very Difficult	2	5.0 %
Don't Know	1	2.5 %
Total	40	100.0 %

ALL RESPONDENTS – WITHOUT DON'T KNOW

Q5c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (ALL RESPONDENTS – Without "Don't Know")

(N=161)

	Always	Usually	Sometimes	Seldom	Never
Q5c(1). They were courteous and polite	64.2%	23.9%	8.2%	2.5%	1.3%
Q5c(2). They gave prompt, accurate, and complete answers to questions	50.9%	29.6%	11.3%	4.4%	3.8%
Q5c(3). They did what they said they would do in a timely manner	48.0%	27.0%	11.8%	5.9%	7.2%
Q5c(4). They helped you resolve an issue to your satisfaction	49.7%	21.3%	10.3%	7.1%	11.6%

PUBLIC WORKS ONLY – WITHOUT DON'T KNOW

Q5c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (PUBLIC WORKS ONLY – Without "Don't Know")

(N=83)

	Always	Usually	Sometimes	Seldom	Never
Q5c(1). They were courteous and polite	64.6%	22.0%	8.5%	2.4%	2.4%
Q5c(2). They gave prompt, accurate, and complete answers to questions	48.8%	29.3%	14.6%	2.4%	4.9%
Q5c(3). They did what they said they would do in a timely manner	45.7%	25.9%	12.3%	4.9%	11.1%
Q5c(4). They helped you resolve an issue to your satisfaction	48.8%	21.3%	11.3%	3.8%	15.0%

PUBLIC SAFETY ONLY – WITHOUT DON'T KNOW

Q5c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (PUBLIC SAFETY ONLY – Without "Don't Know")

(N=36)

	Always	Usually	Sometimes	Seldom	Never
Q5c(1). They were courteous and polite	61.1%	25.0%	8.3%	2.8%	2.8%
Q5c(2). They gave prompt, accurate, and complete answers to questions	50.0%	25.0%	19.4%	2.8%	2.8%
Q5c(3). They did what they said they would do in a timely manner	47.1%	20.6%	17.6%	8.8%	5.9%
Q5c(4). They helped you resolve an issue to your satisfaction	40.0%	25.7%	17.1%	5.7%	11.4%

UTILITY BILLING ONLY – WITHOUT DON'T KNOW

Q5c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (UTILITY BILLING ONLY – Without "Don't Know")

(N=40)

	Always	Usually	Sometimes	Seldom	Never
Q5c(1). They were courteous and polite	50.0%	25.0%	12.5%	7.5%	5.0%
Q5c(2). They gave prompt, accurate, and complete answers to questions	42.5%	27.5%	15.0%	7.5%	7.5%
Q5c(3). They did what they said they would do in a timely manner	43.6%	23.1%	17.9%	10.3%	5.1%
Q5c(4). They helped you resolve an issue to your satisfaction	43.6%	17.9%	7.7%	12.8%	17.9%

Q6. Are you aware of the City's "Ask Baytown" citizen request system?

Q6. Are you aware of the City's "Ask Baytown" citizen request system?	Number	Percent
Yes	78	19.1 %
No	326	79.7 %
Don't know	5	1.2 %
Total	409	100.0 %

Q7. Have you utilized the "Ask Baytown" system to make a service request or report an issue?

Q7. Have you utilized the "Ask Baytown" system to make a service request or report an issue?	Number	Percent
Yes	15	3.7 %
No	372	91.0 %
Don't Know	22	5.4 %
Total	409	100.0 %

Q7a. Did you call (281-420-5311) to make the request or go online (www.baytown.org) to make the request?

Q7a. Did you call (281-420-5311) to make the request or go online (www.baytown.org)?	Number	Percent
Called	9	60.0 %
Online	5	33.3 %
Don't Know	1	6.7 %
Total	15	100.0 %

Q7b. Please rate your satisfaction with the "Ask Baytown" system.

Q7b. Please rate your satisfaction with the "Ask Baytown" system.	Number	Percent
Very Satisfied	2	13.3 %
Satisfied	4	26.7 %
Neutral	3	20.0 %
Dissatisfied	2	13.3 %
Very Dissatisfied	3	20.0 %
Don't Know	1	6.7 %
Total	15	100.0 %

Q8. PUBLIC SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Residential trash collection services	53.8%	36.4%	4.9%	3.9%	0.7%	0.2%
Q8b. Curbside recycling services	51.6%	32.3%	9.5%	3.2%	2.0%	1.5%
Q8c. Yardwaste removal services	40.3%	35.2%	15.4%	2.7%	1.7%	4.6%
Q8d. Wastewater (sewer) treatment service	30.3%	37.7%	16.4%	4.2%	1.7%	9.8%
Q8e. Water service	30.1%	43.6%	14.0%	6.9%	3.4%	2.0%

WITHOUT DON'T KNOW

Q8. PUBLIC SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Residential trash collection services	53.9%	36.5%	4.9%	3.9%	0.7%
Q8b. Curbside recycling services	52.4%	32.8%	9.7%	3.2%	2.0%
Q8c. Yardwaste removal services	42.3%	36.9%	16.2%	2.8%	1.8%
Q8d. Wastewater (sewer) treatment service	33.6%	41.7%	18.2%	4.6%	1.9%
Q8e. Water service	30.8%	44.5%	14.3%	7.0%	3.5%

Q9. DEVELOPMENT AND REDEVELOPMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Baytown:

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Overall quality of new residential development	9.0%	41.8%	30.1%	7.1%	0.5%	11.5%
Q9b. Overall quality of new retail development (stores, restaurants, etc.)	18.8%	43.3%	19.8%	10.5%	3.7%	3.9%
Q9c. Overall quality of new business development (offices, medical facilities, banks, etc.)	19.8%	44.7%	23.0%	5.1%	1.2%	6.1%
Q9d. Overall quality of new industrial development (warehouses, plants, etc.)	14.2%	38.4%	27.1%	3.9%	2.2%	14.2%
Q9e. Redevelopment of abandoned or under-utilized properties	3.7%	17.8%	27.6%	28.1%	10.5%	12.2%
Q9f. Redevelopment of downtown Baytown	9.8%	21.3%	29.8%	19.8%	11.7%	7.6%
Q9g. Redevelopment of our waterfront (creeks, bayous, bays)	8.1%	27.9%	29.8%	16.1%	5.4%	12.7%
Q9h. How well the City is planning for growth	11.4%	26.7%	28.4%	12.8%	4.9%	15.8%

WITHOUT DON'T KNOW**Q9. DEVELOPMENT AND REDEVELOPMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Baytown: (Without "Don't Know")**

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Overall quality of new residential development	10.2%	47.2%	34.0%	8.0%	0.6%
Q9b. Overall quality of new retail development (stores, restaurants, etc.)	19.6%	45.0%	20.6%	10.9%	3.8%
Q9c. Overall quality of new business development (offices, medical facilities, banks, etc.)	21.1%	47.7%	24.5%	5.5%	1.3%
Q9d. Overall quality of new industrial development (warehouses, plants, etc.)	16.5%	44.7%	31.6%	4.6%	2.6%
Q9e. Redevelopment of abandoned or under-utilized properties	4.2%	20.3%	31.5%	32.0%	12.0%
Q9f. Redevelopment of downtown Baytown	10.6%	23.0%	32.3%	21.4%	12.7%
Q9g. Redevelopment of our waterfront (creeks, bayous, bays)	9.2%	31.9%	34.2%	18.5%	6.2%
Q9h. How well the City is planning for growth	13.5%	31.7%	33.7%	15.2%	5.9%

Q10. Which TWO of the Development and Redevelopment items listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q10. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of new residential development	25	6.1 %
Overall quality of new retail development (stores, restaurants, etc.)	45	11.0 %
Overall quality of new business development (offices, medical facilities, banks, etc.)	16	3.9 %
Overall quality of new industrial development (warehouses, plants, etc.)	10	2.4 %
Redevelopment of abandoned or under-utilized properties	134	32.8 %
Redevelopment of downtown Baytown	56	13.7 %
Redevelopment of our waterfront (creeks, bayous, bays)	19	4.6 %
How well the City is planning for growth	39	9.5 %
None chosen	65	15.9 %
Total	409	100.0 %

Q10. Which TWO of the Development and Redevelopment items listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q10. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of new residential development	17	4.2 %
Overall quality of new retail development (stores, restaurants, etc.)	29	7.1 %
Overall quality of new business development (offices, medical facilities, banks, etc.)	15	3.7 %
Overall quality of new industrial development (warehouses, plants, etc.)	11	2.7 %
Redevelopment of abandoned or under-utilized properties	66	16.1 %
Redevelopment of downtown Baytown	79	19.3 %
Redevelopment of our waterfront (creeks, bayous, bays)	50	12.2 %
How well the City is planning for growth	41	10.0 %
None chosen	101	24.7 %
Total	409	100.0 %

Q10. Which TWO of the Development and Redevelopment items listed above do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of Top 2 Choices)

<u>Q10. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of new residential development	42	10.3 %
Overall quality of new retail development (stores, restaurants, etc.)	74	18.1 %
Overall quality of new business development (offices, medical facilities, banks, etc.)	31	7.6 %
Overall quality of new industrial development (warehouses, plants, etc.)	21	5.1 %
Redevelopment of abandoned or under-utilized properties	200	48.9 %
Redevelopment of downtown Baytown	135	33.0 %
Redevelopment of our waterfront (creeks, bayous, bays)	69	16.9 %
How well the City is planning for growth	80	19.6 %
None chosen	78	19.1 %
Total	730	

Q11. MAINTENANCE SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City:

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Overall maintenance of city streets	9.8%	41.3%	24.7%	16.4%	6.8%	1.0%
Q11b. Maintenance of streets in YOUR neighborhood	15.6%	41.8%	17.6%	16.4%	7.1%	1.5%
Q11c. Maintenance of sidewalks in Baytown	12.7%	38.6%	24.4%	11.2%	5.4%	7.6%
Q11d. Maintenance of street signs	17.9%	49.0%	24.0%	4.4%	2.9%	1.7%
Q11e. Maintenance of traffic signals	17.8%	50.6%	20.3%	6.1%	2.9%	2.2%
Q11f. Maintenance of stormwater ditches	12.5%	42.4%	26.7%	8.1%	3.2%	7.1%
Q11g. Mowing and trimming along city streets and other public areas	13.9%	50.4%	23.2%	8.1%	2.9%	1.5%
Q11h. Overall cleanliness of city streets and other public areas	10.8%	46.5%	22.7%	14.7%	4.6%	0.7%
Q11i. Adequacy of city street lighting	11.3%	43.2%	24.6%	14.0%	4.9%	2.0%

WITHOUT DON'T KNOW

Q11. MAINTENANCE SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City: (Without "Don't Know")

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Overall maintenance of city streets	9.9%	41.7%	24.9%	16.5%	6.9%
Q11b. Maintenance of streets in YOUR neighborhood	15.9%	42.4%	17.9%	16.6%	7.2%
Q11c. Maintenance of sidewalks in Baytown	13.8%	41.8%	26.5%	12.2%	5.8%
Q11d. Maintenance of street signs	18.2%	49.9%	24.4%	4.5%	3.0%
Q11e. Maintenance of traffic signals	18.3%	51.8%	20.8%	6.3%	3.0%
Q11f. Maintenance of stormwater ditches	13.5%	45.6%	28.8%	8.7%	3.4%
Q11g. Mowing and trimming along city streets and other public areas	14.1%	51.1%	23.6%	8.2%	3.0%
Q11h. Overall cleanliness of city streets and other public areas	10.8%	46.8%	22.9%	14.8%	4.7%
Q11i. Adequacy of city street lighting	11.5%	44.1%	25.1%	14.3%	5.0%

Q12. Which TWO of the City Maintenance services listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q12. 1 st Choice	Number	Percent
Overall maintenance of city streets	102	24.9 %
Maintenance of streets in YOUR neighborhood	50	12.2 %
Maintenance of sidewalks in Baytown	20	4.9 %
Maintenance of street signs	9	2.2 %
Maintenance of traffic signals	18	4.4 %
Maintenance of stormwater ditches	31	7.6 %
Mowing and trimming along city streets and other public areas	16	3.9 %
Overall cleanliness of city streets and other public areas	54	13.2 %
Adequacy of city street lighting	50	12.2 %
None chosen	59	14.4 %
Total	409	100.0 %

Q12. Which TWO of the City Maintenance services listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q12. 2 nd Choice	Number	Percent
Overall maintenance of city streets	39	9.5 %
Maintenance of streets in YOUR neighborhood	38	9.3 %
Maintenance of sidewalks in Baytown	37	9.0 %
Maintenance of street signs	11	2.7 %
Maintenance of traffic signals	19	4.6 %
Maintenance of stormwater ditches	19	4.6 %
Mowing and trimming along city streets and other public areas	29	7.1 %
Overall cleanliness of city streets and other public areas	63	15.4 %
Adequacy of city street lighting	51	12.5 %
None chosen	103	25.2 %
Total	409	100.0 %

Q12. Which TWO of the City Maintenance services listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top 2 Choices)

Q12. Sum of Top 2 Choices	Number	Percent
Overall maintenance of city streets	141	34.5 %
Maintenance of streets in YOUR neighborhood	88	21.5 %
Maintenance of sidewalks in Baytown	57	13.9 %
Maintenance of street signs	20	4.9 %
Maintenance of traffic signals	37	9.0 %
Maintenance of stormwater ditches	50	12.2 %
Mowing and trimming along city streets and other public areas	45	11.0 %
Overall cleanliness of city streets and other public areas	117	28.6 %
Adequacy of city street lighting	101	24.7 %
None chosen	74	18.1 %
Total	730	

Q13. TRANSPORTATION. How satisfied are you with the following aspects of transportation in the City of Baytown:

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Ease of north/south travel in Baytown	6.4%	27.6%	24.4%	23.5%	10.0%	8.1%
Q13b. Ease of east/west travel in Baytown	7.1%	40.8%	27.6%	12.2%	4.4%	7.8%
Q13c. Availability of public transportation	9.5%	22.7%	23.5%	8.1%	6.4%	29.8%
Q13d. Availability of bicycle lanes	4.4%	12.0%	23.2%	22.5%	14.4%	23.5%
Q13e. Availability of pedestrian walkways	6.9%	21.9%	28.0%	17.9%	9.1%	16.2%

WITHOUT DON'T KNOW**Q13. TRANSPORTATION. How satisfied are you with the following aspects of transportation in the City of Baytown: (Without "Don't Know")**

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Ease of north/south travel in Baytown	6.9%	30.1%	26.6%	25.5%	10.9%
Q13b. Ease of east/west travel in Baytown	7.7%	44.3%	30.0%	13.3%	4.8%
Q13c. Availability of public transportation	13.6%	32.4%	33.4%	11.5%	9.1%
Q13d. Availability of bicycle lanes	5.8%	15.7%	30.4%	29.4%	18.8%
Q13e. Availability of pedestrian walkways	8.2%	26.1%	33.4%	21.4%	10.9%

Q14. CODE ENFORCEMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Enforcing the clean-up of debris on private property	6.4%	26.4%	26.4%	20.0%	6.4%	14.4%
Q14b. Enforcing the mowing and cutting of weeds on private property	7.3%	29.1%	26.9%	19.1%	4.9%	12.7%
Q14c. Enforcing the exterior maintenance of residential property	6.6%	24.9%	30.1%	17.6%	6.8%	13.9%
Q14d. Enforcing the exterior maintenance of business property	8.3%	29.8%	27.9%	13.9%	5.1%	14.9%
Q14e. Enforcing sign regulations	8.3%	29.6%	32.8%	7.6%	3.7%	18.1%

WITHOUT DON'T KNOW**Q14. CODE ENFORCEMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (Without "Don't Know")**

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Enforcing the clean-up of debris on private property	7.4%	30.9%	30.9%	23.4%	7.4%
Q14b. Enforcing the mowing and cutting of weeds on private property	8.4%	33.3%	30.8%	21.8%	5.6%
Q14c. Enforcing the exterior maintenance of residential property	7.7%	29.0%	34.9%	20.5%	8.0%
Q14d. Enforcing the exterior maintenance of business property	9.8%	35.1%	32.8%	16.4%	6.0%
Q14e. Enforcing sign regulations	10.1%	36.1%	40.0%	9.3%	4.5%

Q15. PUBLIC SAFETY SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Baytown:

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. The visibility of police in neighborhoods	14.2%	39.1%	23.5%	15.9%	5.4%	2.0%
Q15b. The visibility of police in retail areas	12.0%	36.9%	25.2%	18.1%	3.7%	4.2%
Q15c. The City's efforts to prevent crime	14.2%	33.0%	31.1%	12.0%	4.4%	5.4%
Q15d. How quickly police respond to emergencies	19.3%	33.3%	20.3%	3.9%	4.2%	19.1%
Q15e. Enforcement of local traffic laws	13.9%	42.1%	24.7%	9.0%	3.4%	6.8%
Q15f. Police-related education programs	13.7%	27.0%	24.8%	4.2%	1.5%	28.9%
Q15g. Overall quality of local police protection	19.1%	40.6%	24.4%	5.6%	3.4%	6.8%
Q15h. How quickly fire personnel respond to emergencies	31.6%	37.3%	11.5%	0.7%	0.5%	18.4%
Q15i. Quality of the City's fire prevention programs	17.8%	33.0%	18.6%	1.5%	0.2%	28.9%
Q15j. Fire-related education programs	14.5%	24.3%	21.3%	2.5%	0.5%	37.0%
Q15k. Overall quality of local fire protection	26.7%	40.6%	14.9%	1.5%	0.2%	16.1%
Q15l. How quickly ambulance personnel respond to emergencies	31.1%	38.6%	9.8%	1.0%	0.5%	19.1%
Q15m. Overall quality of local ambulance service	27.9%	40.7%	12.7%	1.0%	0.2%	17.4%
Q15n. Disaster and hurricane-related education and preparedness programs	22.5%	40.8%	17.8%	5.1%	1.0%	12.7%
Q15o. Overall quality of animal control	16.2%	31.9%	25.0%	9.3%	6.6%	11.0%

WITHOUT DON'T KNOW**Q15. PUBLIC SAFETY SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Baytown: (Without "Don't Know")**

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. The visibility of police in neighborhoods	14.5%	39.9%	23.9%	16.2%	5.5%
Q15b. The visibility of police in retail areas	12.5%	38.5%	26.3%	18.9%	3.8%
Q15c. The City's efforts to prevent crime	15.0%	34.9%	32.8%	12.7%	4.7%
Q15d. How quickly police respond to emergencies	23.9%	41.1%	25.1%	4.8%	5.1%
Q15e. Enforcement of local traffic laws	15.0%	45.1%	26.5%	9.7%	3.7%
Q15f. Police-related education programs	19.3%	37.9%	34.8%	5.9%	2.1%
Q15g. Overall quality of local police protection	20.5%	43.6%	26.2%	6.0%	3.7%
Q15h. How quickly fire personnel respond to emergencies	38.7%	45.6%	14.1%	0.9%	0.6%
Q15i. Quality of the City's fire prevention programs	25.1%	46.4%	26.1%	2.1%	0.3%
Q15j. Fire-related education programs	23.0%	38.5%	33.9%	3.9%	0.8%
Q15k. Overall quality of local fire protection	31.8%	48.4%	17.8%	1.7%	0.3%
Q15l. How quickly ambulance personnel respond to emergencies	38.4%	47.7%	12.1%	1.2%	0.6%
Q15m. Overall quality of local ambulance service	33.8%	49.3%	15.4%	1.2%	0.3%
Q15n. Disaster and hurricane-related education and preparedness programs	25.8%	46.8%	20.4%	5.9%	1.1%
Q15o. Overall quality of animal control	18.2%	35.8%	28.1%	10.5%	7.4%

Q16. Which FOUR of the Public Safety items listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q16. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	117	28.6 %
The visibility of police in retail areas	29	7.1 %
The City's efforts to prevent crime	67	16.4 %
How quickly police respond to emergencies	17	4.2 %
Enforcement of local traffic laws	26	6.4 %
Police-related education programs	4	1.0 %
Overall quality of local police protection	7	1.7 %
Quality of the City's fire prevention programs	3	0.7 %
Fire-related education programs	3	0.7 %
Overall quality of local fire protection	2	0.5 %
How quickly ambulance personnel respond to emergencies	3	0.7 %
Overall quality of local ambulance service	5	1.2 %
Disaster and hurricane-related education and preparedness programs	10	2.4 %
Overall quality of animal control	46	11.2 %
<u>None chosen</u>	<u>70</u>	<u>17.1 %</u>
Total	409	100.0 %

Q16. Which FOUR of the Public Safety items listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q16. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	42	10.3 %
The visibility of police in retail areas	78	19.1 %
The City's efforts to prevent crime	45	11.0 %
How quickly police respond to emergencies	24	5.9 %
Enforcement of local traffic laws	14	3.4 %
Police-related education programs	8	2.0 %
Overall quality of local police protection	27	6.6 %
How quickly fire personnel respond to emergencies	7	1.7 %
Quality of the City's fire prevention programs	4	1.0 %
Fire-related education programs	8	2.0 %
Overall quality of local fire protection	4	1.0 %
How quickly ambulance personnel respond to emergencies	8	2.0 %
Overall quality of local ambulance service	3	0.7 %
Disaster and hurricane-related education and preparedness programs	19	4.6 %
Overall quality of animal control	21	5.1 %
<u>None chosen</u>	<u>97</u>	<u>23.7 %</u>
Total	409	100.0 %

Q16. Which FOUR of the Public Safety items listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q16. 3 rd Choice	Number	Percent
The visibility of police in neighborhoods	23	5.6 %
The visibility of police in retail areas	31	7.6 %
The City's efforts to prevent crime	56	13.7 %
How quickly police respond to emergencies	17	4.2 %
Enforcement of local traffic laws	26	6.4 %
Police-related education programs	18	4.4 %
Overall quality of local police protection	31	7.6 %
How quickly fire personnel respond to emergencies	11	2.7 %
Quality of the City's fire prevention programs	11	2.7 %
Fire-related education programs	10	2.4 %
Overall quality of local fire protection	5	1.2 %
How quickly ambulance personnel respond to emergencies	10	2.4 %
Overall quality of local ambulance service	7	1.7 %
Disaster and hurricane-related education and preparedness programs	14	3.4 %
Overall quality of animal control	19	4.6 %
None chosen	120	29.3 %
Total	409	100.0 %

Q16. Which FOUR of the Public Safety items listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q16. 4 th Choice	Number	Percent
The visibility of police in neighborhoods	20	4.9 %
The visibility of police in retail areas	15	3.7 %
The City's efforts to prevent crime	22	5.4 %
How quickly police respond to emergencies	18	4.4 %
Enforcement of local traffic laws	13	3.2 %
Police-related education programs	12	2.9 %
Overall quality of local police protection	29	7.1 %
How quickly fire personnel respond to emergencies	6	1.5 %
Quality of the City's fire prevention programs	5	1.2 %
Fire-related education programs	7	1.7 %
Overall quality of local fire protection	9	2.2 %
How quickly ambulance personnel respond to emergencies	11	2.7 %
Overall quality of local ambulance service	5	1.2 %
Disaster and hurricane-related education and preparedness programs	39	9.5 %
Overall quality of animal control	33	8.1 %
None chosen	165	40.3 %
Total	409	100.0 %

Q16. Which FOUR of the Public Safety items listed above do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of Top 4 Choices)

<u>Q16. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	202	49.4 %
The visibility of police in retail areas	153	37.4 %
The City's efforts to prevent crime	190	46.5 %
How quickly police respond to emergencies	76	18.6 %
Enforcement of local traffic laws	79	19.3 %
Police-related education programs	42	10.3 %
Overall quality of local police protection	94	23.0 %
How quickly fire personnel respond to emergencies	24	5.9 %
Quality of the City's fire prevention programs	23	5.6 %
Fire-related education programs	28	6.8 %
Overall quality of local fire protection	20	4.9 %
How quickly ambulance personnel respond to emergencies	32	7.8 %
Overall quality of local ambulance service	20	4.9 %
Disaster and hurricane-related education and preparedness programs	82	20.0 %
Overall quality of animal control	119	29.1 %
None chosen	130	31.8 %
Total	1314	

Q17. PERCEPTIONS OF SAFETY. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:

(N=409)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q17a. In your neighborhood during the day	27.9%	49.6%	16.4%	3.7%	1.5%	1.0%
Q17b. In your neighborhood at night	13.9%	42.8%	22.2%	16.4%	3.7%	1.0%
Q17c. In City parks	6.1%	21.8%	31.8%	17.8%	4.4%	18.1%
Q17d. Overall feeling of safety in Baytown	8.6%	39.1%	36.7%	12.5%	2.4%	0.7%

WITHOUT DON'T KNOW

Q17. PERCEPTIONS OF SAFETY. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations: (Without "Don't Know")

(N=409)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q17a. In your neighborhood during the day	28.1%	50.1%	16.5%	3.7%	1.5%
Q17b. In your neighborhood at night	14.1%	43.2%	22.5%	16.5%	3.7%
Q17c. In City parks	7.5%	26.6%	38.8%	21.8%	5.4%
Q17d. Overall feeling of safety in Baytown	8.6%	39.4%	36.9%	12.6%	2.5%

Q18. Do you know about the City's "Baytown Alert" messaging system?

Q18. Do you know about the City's "Baytown Alert" messaging system?

	Number	Percent
Yes	190	46.5 %
No	164	40.1 %
Don't Know	55	13.4 %
Total	409	100.0 %

Q19. PARKS AND RECREATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of parks and recreation in the City of Baytown:

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a. Maintenance of city parks	21.0%	44.5%	16.6%	3.2%	1.0%	13.7%
Q19b. Number of city parks	17.8%	40.6%	20.0%	5.1%	1.0%	15.4%
Q19c. Number of walking and biking trails	10.5%	30.1%	20.8%	14.9%	4.4%	19.3%
Q19d. City aquatics facilities	14.4%	28.9%	21.5%	7.1%	3.7%	24.4%
Q19e. Quality of outdoor athletic fields	12.2%	39.4%	20.8%	3.9%	1.7%	22.0%
Q19f. Teen recreation opportunities	6.1%	20.8%	22.7%	10.8%	4.4%	35.2%
Q19g. Senior recreation opportunities	5.6%	25.7%	23.0%	7.6%	3.9%	34.2%
Q19h. The city's youth athletic programs	8.1%	25.4%	24.9%	5.6%	2.0%	34.0%
Q19i. The city's adult athletic programs	5.9%	21.3%	26.9%	3.9%	2.4%	39.6%
Q19j. Other city recreation programs, such as classes, special population trips, and special events	6.4%	20.5%	27.9%	5.4%	2.9%	36.9%
Q19k. Ease of registering for programs	5.4%	21.8%	25.4%	2.4%	1.5%	43.5%
Q19l. Fees charged for recreation programs	4.6%	21.5%	24.7%	3.7%	2.7%	42.8%
Q19m. Special events sponsored by the city, i.e., 3rd and 4th of July, Grito Fest, Nurture Nature Fest	19.1%	41.2%	18.6%	5.1%	0.7%	15.2%
Q19n. Quality of the City's indoor recreation facilities	8.1%	19.1%	24.9%	6.8%	3.2%	37.9%

WITHOUT DON'T KNOW**Q19. PARKS AND RECREATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of parks and recreation in the City of Baytown: (Without "Don't Know")**

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a. Maintenance of city parks	24.4%	51.6%	19.3%	3.7%	1.1%
Q19b. Number of city parks	21.1%	48.0%	23.7%	6.1%	1.2%
Q19c. Number of walking and biking trails	13.0%	37.3%	25.8%	18.5%	5.5%
Q19d. City aquatics facilities	19.1%	38.2%	28.5%	9.4%	4.9%
Q19e. Quality of outdoor athletic fields	15.7%	50.5%	26.6%	5.0%	2.2%
Q19f. Teen recreation opportunities	9.4%	32.1%	35.1%	16.6%	6.8%
Q19g. Senior recreation opportunities	8.6%	39.0%	34.9%	11.5%	5.9%
Q19h. The city's youth athletic programs	12.2%	38.5%	37.8%	8.5%	3.0%
Q19i. The city's adult athletic programs	9.7%	35.2%	44.5%	6.5%	4.0%
Q19j. Other city recreation programs, such as classes, special population trips, and special events	10.1%	32.6%	44.2%	8.5%	4.7%
Q19k. Ease of registering for programs	9.5%	38.5%	45.0%	4.3%	2.6%
Q19l. Fees charged for recreation programs	8.1%	37.6%	43.2%	6.4%	4.7%
Q19m. Special events sponsored by the city, i.e. 3rd and 4th of July, Grito Fest, Nurture Nature Fest	22.5%	48.6%	22.0%	6.1%	0.9%
Q19n. Quality of the City's indoor recreation facilities	13.0%	30.7%	40.2%	11.0%	5.1%

Q20. Which THREE of the Parks and Recreation services listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q20. 1 st Choice	Number	Percent
Maintenance of city parks	60	14.7 %
Number of city parks	14	3.4 %
Number of walking and biking trails	67	16.4 %
City aquatics facilities	15	3.7 %
Quality of outdoor athletic fields	5	1.2 %
Teen recreation opportunities	47	11.5 %
Senior recreation opportunities	22	5.4 %
The city's youth athletic programs	16	3.9 %
The city's adult athletic programs	5	1.2 %
Other city recreation programs, such as classes, special population trips, and special events	7	1.7 %
Ease of registering for programs	1	0.2 %
Fees charged for recreation programs	8	2.0 %
Special events sponsored by the city, i.e.,3rd and 4th of July, Grito Fest, Nurture Nature Fest	12	2.9 %
Quality of the City's indoor recreation facilities	8	2.0 %
None chosen	122	29.8 %
Total	409	100.0 %

Q20. Which THREE of the Parks and Recreation services listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q20. 2 nd Choice	Number	Percent
Maintenance of city parks	22	5.4 %
Number of city parks	24	5.9 %
Number of walking and biking trails	31	7.6 %
City aquatics facilities	20	4.9 %
Quality of outdoor athletic fields	16	3.9 %
Teen recreation opportunities	28	6.8 %
Senior recreation opportunities	24	5.9 %
The city's youth athletic programs	28	6.8 %
The city's adult athletic programs	8	2.0 %
Other city recreation programs, such as classes, special population trips, and special events	17	4.2 %
Ease of registering for programs	7	1.7 %
Fees charged for recreation programs	10	2.4 %
Special events sponsored by the city, i.e.,3rd and 4th of July, Grito Fest, Nurture Nature Fest	6	1.5 %
Quality of the City's indoor recreation facilities	11	2.7 %
None chosen	157	38.4 %
Total	409	100.0 %

Q20. Which THREE of the Parks and Recreation services listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q20. 3 rd Choice	Number	Percent
Maintenance of city parks	17	4.2 %
Number of city parks	15	3.7 %
Number of walking and biking trails	23	5.6 %
City aquatics facilities	15	3.7 %
Quality of outdoor athletic fields	8	2.0 %
Teen recreation opportunities	25	6.1 %
Senior recreation opportunities	18	4.4 %
The city's youth athletic programs	15	3.7 %
The city's adult athletic programs	8	2.0 %
Other city recreation programs, such as classes, special population trips, and special events	23	5.6 %
Ease of registering for programs	5	1.2 %
Fees charged for recreation programs	16	3.9 %
Special events sponsored by the city, i.e.,3rd and 4th of July, Grito Fest, Nurture Nature Fest	22	5.4 %
Quality of the City's indoor recreation facilities	20	4.9 %
None chosen	179	43.8 %
Total	409	100.0 %

Q20. Which THREE of the Parks and Recreation services listed above do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of Top 3 Choices)

Q20. Sum of Top 3 Choices	Number	Percent
Maintenance of city parks	99	24.2 %
Number of city parks	53	13.0 %
Number of walking and biking trails	121	29.6 %
City aquatics facilities	50	12.2 %
Quality of outdoor athletic fields	29	7.1 %
Teen recreation opportunities	100	24.4 %
Senior recreation opportunities	64	15.6 %
The city's youth athletic programs	59	14.4 %
The city's adult athletic programs	21	5.1 %
Other city recreation programs, such as classes, special population trips, and special events	47	11.5 %
Ease of registering for programs	13	3.2 %
Fees charged for recreation programs	34	8.3 %
Special events sponsored by the city, i.e.,3rd and 4th of July, Grito Fest, Nurture Nature Fest	40	9.8 %
Quality of the City's indoor recreation facilities	39	9.5 %
None chosen	164	40.1 %
Total	933	

Q21. Which of the following Parks & Recreation amenities have you used or visited in the past year? (check all that apply)

Q21. Which of the following Parks & Recreation amenities have you used or visited in the past year?	Number	Percent
Pirates Bay	117	28.6 %
Calypso Cove	35	8.6 %
Neighborhood Spray Park	77	18.8 %
Baytown Nature Center	126	30.8 %
Eddie V. Gray Wetlands Center	78	19.1 %
Goose Creek Trail	51	12.5 %
Any Baytown Park	225	55.0 %
None chosen	147	35.9 %
Total	856	

Q22. Which of the following City events did you attend last year? (check all that apply)

Q22. Which of the following City events did you attend last year?	Number	Percent
3rd and 4th of July concerts	100	24.4 %
4th of July Fireworks	173	42.3 %
Grito Fest	38	9.3 %
Christmas Parade	109	26.7 %
Nurture Nature Fest	30	7.3 %
None chosen	219	53.5 %
Total	669	

Q23. LIBRARY SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q23a. Overall quality of available materials	30.6%	35.0%	11.0%	1.0%	0.0%	22.5%
Q23b. Overall quality & quantity of programs for children	25.7%	26.4%	13.7%	0.7%	0.0%	33.5%
Q23c. Overall quality & quantity of programs for teens	18.6%	20.8%	17.4%	2.0%	0.2%	41.1%
Q23d. Overall quality & quantity of programs for adults	21.5%	24.2%	15.9%	1.7%	0.5%	36.2%
Q23e. Overall helpfulness of library staff	39.9%	27.4%	9.5%	0.5%	0.2%	22.5%
Q23f. Overall size of the library	31.3%	32.8%	12.2%	2.0%	0.2%	21.5%

WITHOUT DON'T KNOW**Q23. LIBRARY SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q23a. Overall quality of available materials	39.4%	45.1%	14.2%	1.3%	0.0%
Q23b. Overall quality & quantity of programs for children	38.6%	39.7%	20.6%	1.1%	0.0%
Q23c. Overall quality & quantity of programs for teens	31.5%	35.3%	29.5%	3.3%	0.4%
Q23d. Overall quality & quantity of programs for adults	33.7%	37.9%	24.9%	2.7%	0.8%
Q23e. Overall helpfulness of library staff	51.4%	35.3%	12.3%	0.6%	0.3%
Q23f. Overall size of the library	39.9%	41.7%	15.6%	2.5%	0.3%

Q24. Which TWO of the Library services listed in Question 23 above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q24. 1 st Choice	Number	Percent
Overall quality of available materials	72	17.6 %
Overall quality & quantity of programs for children	48	11.7 %
Overall quality & quantity of programs for teens	37	9.0 %
Overall quality & quantity of programs for adults	16	3.9 %
Overall helpfulness of library staff	8	2.0 %
Overall size of the library	32	7.8 %
None chosen	196	47.9 %
Total	409	100.0 %

Q24. Which TWO of the Library services listed in Question 23 above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q24. 2 nd Choice	Number	Percent
Overall quality of available materials	26	6.4 %
Overall quality & quantity of programs for children	33	8.1 %
Overall quality & quantity of programs for teens	54	13.2 %
Overall quality & quantity of programs for adults	43	10.5 %
Overall helpfulness of library staff	8	2.0 %
Overall size of the library	21	5.1 %
None chosen	224	54.8 %
Total	409	100.0 %

Q24. Which TWO of the Library services listed in Question 23 above do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top 2 Choices)

Q24. Sum of Top 2 Choices	Number	Percent
Overall quality of available materials	98	24.0 %
Overall quality & quantity of programs for children	81	19.8 %
Overall quality & quantity of programs for teens	91	22.2 %
Overall quality & quantity of programs for adults	59	14.4 %
Overall helpfulness of library staff	16	3.9 %
Overall size of the library	53	13.0 %
None chosen	224	54.8 %
Total	622	

Q25. Do you currently have a Baytown library card?

Q25. Do you currently have a Baytown library card?	Number	Percent
Yes	258	63.1 %
No	143	35.0 %
Don't know	8	2.0 %
Total	409	100.0 %

Q26. On average, how often do you visit the Baytown library in a typical year?

Q26. On average, how often do you visit the Baytown library in a typical year?	Number	Percent
Daily	1	0.4 %
Weekly	32	12.4 %
Monthly	80	31.0 %
Less monthly	125	48.4 %
Never	19	7.4 %
Don't Know	1	0.4 %
Total	258	100.0 %

Q27. COMMUNICATIONS. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of Baytown:

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q27a. The availability of information about City programs and services	12.5%	35.9%	25.9%	11.2%	3.2%	11.2%
Q27b. City efforts to keep you informed about local issues	12.2%	38.6%	25.2%	11.2%	3.4%	9.3%
Q27c. The level of public involvement in local decision making	6.4%	23.7%	30.8%	13.9%	4.4%	20.8%
Q27d. The level of public involvement in the City's budget process	4.6%	20.0%	29.6%	12.5%	3.7%	29.6%
Q27e. The quality of programming on the City's cable television channel (BTV 16)	7.8%	24.2%	26.2%	4.2%	3.2%	34.5%
Q27f. The quality of the City's web page	7.8%	32.3%	24.7%	3.2%	2.0%	30.1%
Q27g. The quality of the City's citizen newsletter, The Bridge	10.8%	38.1%	19.9%	3.4%	2.0%	25.8%

WITHOUT DON'T KNOW

Q27. COMMUNICATIONS. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of Baytown: (Without "Don't Know")

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q27a. The availability of information about City programs and services	14.0%	40.5%	29.2%	12.7%	3.6%
Q27b. City efforts to keep you informed about local issues	13.5%	42.6%	27.8%	12.4%	3.8%
Q27c. The level of public involvement in local decision making	8.0%	29.9%	38.9%	17.6%	5.6%
Q27d. The level of public involvement in the City's budget process	6.6%	28.5%	42.0%	17.7%	5.2%
Q27e. The quality of programming on the City's cable television channel (BTV 16)	11.9%	36.9%	39.9%	6.3%	4.9%
Q27f. The quality of the City's web page	11.2%	46.2%	35.3%	4.5%	2.8%
Q27g. The quality of the City's citizen newsletter, The Bridge	14.6%	51.3%	26.8%	4.6%	2.6%

Q28. Which of the following are your primary sources of information about City issues, services, and events? (check all that apply)

Q28. Which of the following are your primary sources of information?	Number	Percent
The Bridge newsletter	134	32.8 %
Baytown Sun	249	60.9 %
Television News	175	42.8 %
Facebook, Twitter or other social Media	64	15.6 %
City cable channel (BTV16)	79	19.3 %
City website (www.baytown.org)	123	30.1 %
Other	18	4.4 %
None chosen	86	21.0 %
Total	928	

28. Other

Q28. Other	Number	Percent
BACK OF WATER BILL	1	3.0 %
CALL CIVIC CENTER	1	3.0 %
COUNCIL	1	3.0 %
EMPLOYEE	1	3.0 %
FRIENDS	1	3.0 %
FRIENDS, FAMILY	1	3.0 %
INTERNET	2	6.1 %
MAIL	1	3.0 %
MAILINGS	1	3.0 %
MEMBER OF COAC	1	3.0 %
NEIGHBORS	1	3.0 %
OTHER PEOPLE	1	3.0 %
STOP TALKING TO CITY	1	3.0 %
WATER BILL	3	9.1 %
WHEN THEY CALL	1	3.0 %
WORD OF MOUTH	15	45.5 %
Total	33	100.0 %

Q29. Which of the following do you currently use at home? (check all that apply)

Q29. Which of the following do you currently use at home?	Number	Percent
Facebook	206	50.4 %
YouTube	127	31.1 %
Twitter	43	10.5 %
Text messaging	233	57.0 %
Email	301	73.6 %
Internet	312	76.3 %
Comcast Cable service	245	59.9 %
Other	31	7.6 %
None	69	16.9 %
Total	1567	

29. Other

Q29. Other	Number	Percent
BAYTOWN SUN	1	2.8 %
DIRECT TV	16	44.4 %
DISH	9	25.0 %
INSTAGRAM	1	2.8 %
NEWSPAPERS	2	5.6 %
PHONE	1	2.8 %
PHONE/MAIL	1	2.8 %
SAT	1	2.8 %
SUDDEN LINK	1	2.8 %
VERIZON	3	8.3 %
Total	36	100.0 %

Q30. Which ONE of the following types of information would you be MOST interested in seeing in city publications? (Check ONE)

Q30. Which ONE of the following types of information would you be MOST interested?	Number	Percent
Economic Development	123	30.1 %
Information about City services	139	34.0 %
Capital projects	73	17.8 %
City events	166	40.6 %
City Financial information	49	12.0 %
Other	12	2.9 %
None chosen	36	8.8 %
Total	598	

30. Other

Q30. Other	Number	Percent
ALL	2	16.6 %
CITY COUNCIL AGENDA	1	8.3 %
CRIME PREVENTION	1	8.3 %
CRIME REPORT	1	8.3 %
EVENT INFO	1	8.3 %
FOR SHUT INS OR DISABILITY	1	8.3 %
JOBS	1	8.3 %
PERMITS PUBLIZED	1	8.3 %
PLANNING AND ZONING	1	8.3 %
SENIOR SERVICES	1	8.3 %
WATER SHUT-OFF SCHEDULE	1	8.3 %
Total	12	100.0 %

Q31. WATER SERVICE. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of water service provided by the City of Baytown:

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q31a. Water pressure on a typical day	30.8%	48.9%	11.7%	4.4%	2.2%	2.0%
Q31b. Taste of your tap water	16.9%	35.9%	20.0%	11.2%	9.0%	6.8%
Q31c. Color of your tap water	19.4%	42.4%	17.9%	10.8%	6.9%	2.7%
Q31d. Smell of your tap water	19.1%	41.6%	20.5%	8.8%	5.9%	4.2%
Q31e. Clarity of your tap water (free of particles, not cloudy)	22.0%	41.3%	18.3%	10.0%	5.4%	2.9%
Q31f. The amount you pay for the City's water	7.8%	25.9%	22.5%	25.4%	15.4%	2.9%
Q31g. City efforts to keep your drinking water safe	22.0%	35.9%	19.8%	4.9%	5.1%	12.2%

WITHOUT DON'T KNOW

Q31. WATER SERVICE. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of water service provided by the City of Baytown: (Without "Don't Know")

(N=409)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q31a. Water pressure on a typical day	31.4%	49.9%	12.0%	4.5%	2.2%
Q31b. Taste of your tap water	18.1%	38.6%	21.5%	12.1%	9.7%
Q31c. Color of your tap water	19.9%	43.6%	18.4%	11.1%	7.1%
Q31d. Smell of your tap water	19.9%	43.4%	21.4%	9.2%	6.1%
Q31e. Clarity of your tap water (free of particles, not cloudy)	22.7%	42.6%	18.9%	10.3%	5.5%
Q31f. The amount you pay for the City's water	8.1%	26.7%	23.2%	26.2%	15.9%
Q31g. City efforts to keep your drinking water safe	25.1%	40.9%	22.6%	5.6%	5.8%

Q32. Would you be interested in serving on a City Board or Commission (Library, Parks, Planning and Zoning, Crime Control and Prevention, Fire Control and EMS, etc.) in the future?

Q32. Would you be interested in serving on a City Board?	Number	Percent
Yes	104	25.4 %
No	283	69.2 %
Don't Know	22	5.4 %
Total	409	100.0 %

Q33. Which of the following best describes your race/ethnicity (check all that apply)?

Q33. Which of the following best describes your race/ethnicity?	Number	Percent
Asian/Pacific Islander	8	2.0 %
Black/African American	61	14.9 %
White	232	56.7 %
Hispanic	174	42.5 %
American Indian/Eskimo	4	1.0 %
Other	6	1.5 %
Not provided	4	1.0 %
Total	489	

Q34. How many (counting yourself) people in your household are?

	Mean	Sum
number	3.22	1318
Under age 10	0.48	195
Ages 10-19	0.52	213
Ages 20-34	0.46	187
Ages 35-54	0.89	362
Ages 55-74	0.62	255
Ages 75+	0.26	106

Q35. Approximately how many years have you lived in the City of Baytown?

Q35. Approximately how many years have you lived in the City of Baytown?	Number	Percent
0-5 years	41	10.0 %
6-10 years	56	13.7 %
11-15 years	44	10.8 %
16-20 years	59	14.4 %
21-30 years	56	13.7 %
31+ years	150	36.7 %
Not provided	3	0.7 %
Total	409	100.0 %

Q35a. [If you have lived in Baytown less than 5 years]: Where did you live prior to moving to Baytown?

Q35a. [If you have lived in Baytown less than 5 years] Where did you live prior to moving to Baytown?	Number	Percent
Another part of the metro Houston area	13	31.7 %
Texas but outside of the metro Houston area	11	26.8 %
Outside Texas	8	19.5 %
Not provided	9	22.0 %
Total	41	100.0 %

Q36. Do you own or rent your current residence?

Q36. Do you own or rent your current residence?	Number	Percent
Own	277	67.7 %
Rent	132	32.3 %
Total	409	100.0 %

Q37. Do you work in the Baytown area?

<u>Q37. Do you work in the Baytown area?</u>	<u>Number</u>	<u>Percent</u>
Yes	180	44.0 %
No	215	52.6 %
Not provided	14	3.4 %
Total	409	100.0 %

Q38. Your gender:

<u>Q38. Your gender:</u>	<u>Number</u>	<u>Percent</u>
Male	202	49.4 %
Female	207	50.6 %
Total	409	100.0 %

Section 5:
Survey Instrument



CITY OF BAYTOWN

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Baytown, Texas 77522-0424
(281) 420-6500

RE: 2014 DIRECTIONFINDER CITIZEN SURVEY

Dear Baytown Resident,

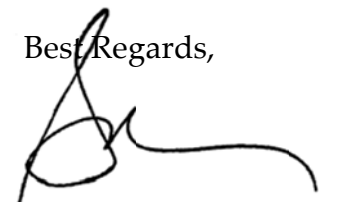
As your Mayor, I'd like to thank you for your continued involvement in and support of the Baytown community. This letter is to request your assistance in helping build an even better Baytown. It's critical that the City continue to get better and improve the level of services provided to our residents. To make this happen, **we need your input!**

Enclosed is a survey that asks you to rate your satisfaction with the major services provided by the City of Baytown. In some cases, the survey will also ask you what areas should receive the highest priority by City leaders over the next two years. The survey is seven pages and every question is important. I hope you will take 10-15 minutes to sit down and complete this survey. The time you invest in the survey will influence many of the decisions that will be made about the future of the City. Your responses will allow the City Council and City staff to identify and address many of the opportunities and challenges facing our community.

Please return your completed survey sometime during the next week. You may return it in the enclosed postage-paid envelope. Your responses will remain confidential and results will be calculated by an independent survey company, ETC Institute. ETC Institute was also responsible for randomly selecting the Baytown households that received this survey.

Should you have any questions about the survey, please contact Assistant to the City Manager, Nick Woolery, at 281-420-6690, or e-mail survey@baytown.org. City staff will be pleased to answer any questions you may have. You can look for survey results to be presented to the City Council in March and the results will also be posted on the City's website. **Thank you again for helping to make Baytown a better place to live, work and visit!**

Best Regards,



Stephen H. DonCarlos
Mayor



2014 City of Baytown Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to involve citizens in long-range planning and improve the quality of city services. If you have questions, please call Nick Woolery at 281-420-6690. **THANK YOU!**

1. **MAJOR CATEGORIES OF CITY SERVICES.** Please rate your overall satisfaction with major categories of services provided by the City of Baytown on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

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

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

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

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

Quality of Life	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of services provided by the City of Baytown	5	4	3	2	1	9
B. Overall image of the City	5	4	3	2	1	9
C. Overall quality of life in the City	5	4	3	2	1	9
D. Overall quality of your neighborhood	5	4	3	2	1	9
E. The overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9

4. Please rate Baytown on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following:

Ratings of the City	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. As a place to live	5	4	3	2	1	9
B. As a place to raise children	5	4	3	2	1	9
C. As a place to work	5	4	3	2	1	9
D. As a place where you would buy your next home	5	4	3	2	1	9

5. **CUSTOMER SERVICE.** Have you interacted with (call, online or visit) the City with a question, problem, or

complaint during the past year?

___(1) Yes [answer Q5a-c] ___(2) No [go to Q6]

5a. [If YES to Q#5] Which Department did you contact most recently?

- ___(1) Public Works (street maintenance, trash, water, recycling, yard waste, wastewater)
- ___(2) Public Safety (Police, Fire, EMS)
- ___(3) Parks and Recreation
- ___(4) City Hall (Mayor, City Council, City Manager, City Clerk)
- ___(5) Utility Billing
- ___(6) Planning and Development Services
- ___(7) Health (Code Enforcement, Animal Control, or Stormwater)
- ___(8) Other: _____

5b. [If YES to Q#5] How easy was it to contact the person you needed to reach in the Department you listed in Question #5a?

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

5c. [If YES to Q#5] Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

	Always	Usually	Sometimes	Seldom	Never	Don't Know
(1) They were courteous and polite.....	5	4	3	2	1	9
(2) They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
(3) They did what they said they would do in a timely manner	5	4	3	2	1	9
(4) They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

6. Are you aware of the City's "Ask Baytown" citizen request system? ___(1) Yes ___(2) No

7. Have you utilized the "Ask Baytown" system to make a service request or report an issue? ___(1) Yes ___(2) No

7a. If YES to #7: Did you call (281-420-5311) to make the request or go online (www.baytown.org) to make the request?

___(1) Called 281-420-5311 ___(2) Online at www.baytown.org

7b. If YES to #7: Please rate your satisfaction with the "Ask Baytown" system.

- ___(5) Very Satisfied ___(2) Dissatisfied
- ___(4) Satisfied ___(1) Very Dissatisfied
- ___(3) Neutral ___(9) Don't know

8. PUBLIC SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Public Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Residential trash collection services	5	4	3	2	1	9
B. Curbside recycling services	5	4	3	2	1	9
C. Yard waste removal services	5	4	3	2	1	9
D. Wastewater (sewer) treatment service	5	4	3	2	1	9
E. Water service	5	4	3	2	1	9

9. **DEVELOPMENT AND REDEVELOPMENT.** Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following areas of development and redevelopment in Baytown:

Ratings of the Development and Redevelopment	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of new residential development	5	4	3	2	1	9
B. Overall quality of new retail development (stores, restaurants, etc.)	5	4	3	2	1	9
C. Overall quality of new business development (offices, medical facilities, banks, etc.)	5	4	3	2	1	9
D. Overall quality of new industrial development (warehouses, plants, etc.)	5	4	3	2	1	9
E. Redevelopment of abandoned or under-utilized properties	5	4	3	2	1	9
F. Redevelopment of downtown Baytown	5	4	3	2	1	9
G. Redevelopment of our waterfront (creeks, bayous, bays)	5	4	3	2	1	9
H. How well the City is planning for growth	5	4	3	2	1	9

10. Which TWO of the Development and Redevelopment items listed above do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 9 above].

1st: ____ 2nd: ____

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

City Maintenance	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall maintenance of city streets	5	4	3	2	1	9
B. Maintenance of streets in YOUR neighborhood	5	4	3	2	1	9
C. Maintenance of sidewalks in Baytown	5	4	3	2	1	9
D. Maintenance of street signs	5	4	3	2	1	9
E. Maintenance of traffic signals	5	4	3	2	1	9
F. Maintenance of stormwater ditches	5	4	3	2	1	9
G. Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
H. Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
I. Adequacy of city street lighting	5	4	3	2	1	9

12. Which TWO of the City Maintenance services listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 11 above].

1st: ____ 2nd: ____

13. **TRANSPORTATION.** How satisfied are you with the following aspects of transportation in the City of Baytown:

Transportation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Ease of north/south travel in Baytown	5	4	3	2	1	9
B. Ease of east/west travel in Baytown	5	4	3	2	1	9
C. Availability of public transportation	5	4	3	2	1	9
D. Availability of bicycle lanes	5	4	3	2	1	9
E. Availability of pedestrian walkways	5	4	3	2	1	9

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

Enforcement of City Codes and Ordinances	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Enforcing the clean-up of debris on private property	5	4	3	2	1	9
B. Enforcing the mowing and cutting of weeds on private property	5	4	3	2	1	9
C. Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
D. Enforcing the exterior maintenance of business property	5	4	3	2	1	9
E. Enforcing sign regulations	5	4	3	2	1	9

15. **PUBLIC SAFETY SERVICES.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Baytown:

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The visibility of police in neighborhoods	5	4	3	2	1	9
B. The visibility of police in retail areas	5	4	3	2	1	9
C. The City's efforts to prevent crime	5	4	3	2	1	9
D. How quickly police respond to emergencies	5	4	3	2	1	9
E. Enforcement of local traffic laws	5	4	3	2	1	9
F. Police-related education programs	5	4	3	2	1	9
G. Overall quality of local police protection	5	4	3	2	1	9
H. How quickly fire personnel respond to emergencies	5	4	3	2	1	9
I. Quality of the City's fire prevention programs	5	4	3	2	1	9
J. Fire-related education programs	5	4	3	2	1	9
K. Overall quality of local fire protection	5	4	3	2	1	9
L. How quickly ambulance personnel respond to emergencies	5	4	3	2	1	9
M. Overall quality of local ambulance service	5	4	3	2	1	9
N. Disaster and hurricane-related education and preparedness programs	5	4	3	2	1	9
O. Overall quality of animal control	5	4	3	2	1	9

16. Which **FOUR** of the Public Safety items listed above do you think should receive the most emphasis from city leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Q15 above].

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

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

Feeling of Safety	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. In your neighborhood during the day	5	4	3	2	1	9
B. In your neighborhood at night	5	4	3	2	1	9
C. In City parks	5	4	3	2	1	9
D. Overall feeling of safety in Baytown	5	4	3	2	1	9

18. Do you know about the City's "Baytown Alert" messaging system? ____ (1) Yes ____ (2) No

19. **PARKS AND RECREATION.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of parks and recreation in the City of Baytown:

Parks and Recreation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of city parks	5	4	3	2	1	9
B. Number of city parks	5	4	3	2	1	9
C. Number of walking and biking trails	5	4	3	2	1	9
D. City aquatics facilities	5	4	3	2	1	9
E. Quality of outdoor athletic fields	5	4	3	2	1	9
F. Teen recreation opportunities	5	4	3	2	1	9
G. Senior recreation opportunities	5	4	3	2	1	9
H. The city's youth athletic programs	5	4	3	2	1	9
I. The city's adult athletic programs	5	4	3	2	1	9
J. Other city recreation programs, such as classes, special population trips, and special events	5	4	3	2	1	9
K. Ease of registering for programs	5	4	3	2	1	9
L. Fees charged for recreation programs	5	4	3	2	1	9
M. Special events sponsored by the city, i.e., 3 rd and 4 th of July, Grito Fest, Nurture Nature Fest	5	4	3	2	1	9
N. Quality of the City's indoor recreation facilities	5	4	3	2	1	9

20. Which THREE of the Parks and Recreation services listed above do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from Q19 above].

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

21. Which of the following Parks & Recreation amenities have you used or visited in the past year? (check all that apply)

- ____ (1) Pirates Bay
- ____ (2) Calypso Cove
- ____ (3) Neighborhood Spray Park
- ____ (4) Baytown Nature Center
- ____ (5) Eddie V. Gray Wetlands Center
- ____ (6) Goose Creek Trail
- ____ (7) Any Baytown Park

22. Which of the following City events did you attend last year? (check all that apply)

- ____ (1) 3rd and 4th of July concerts
- ____ (2) 4th of July Fireworks
- ____ (3) Grito Fest
- ____ (4) Christmas Parade
- ____ (5) Nurture Nature Fest

23. **LIBRARY SERVICES.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

City Library	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of available materials	5	4	3	2	1	9
B. Overall quality & quantity of programs for children	5	4	3	2	1	9
C. Overall quality & quantity of programs for teens	5	4	3	2	1	9
D. Overall quality & quantity of programs for adults	5	4	3	2	1	9
E. Overall helpfulness of library staff	5	4	3	2	1	9
F. Overall size of the library	5	4	3	2	1	9

24. Which TWO of the Library services listed in Question 23 above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 23 above].

1st: ____ 2nd: ____

25. Do you currently have a Baytown library card?

- ____ (1) Yes
- ____ (2) No (Skip to Q27)

26. On average, how often do you visit the Baytown library in a typical year?

- (1) Daily
- (2) Weekly
- (3) Monthly
- (4) Less than monthly
- (5) Never

27. **COMMUNICATIONS.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of Baytown:

City Communications	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The availability of information about City programs and services	5	4	3	2	1	9
B. City efforts to keep you informed about local issues	5	4	3	2	1	9
C. The level of public involvement in local decision making	5	4	3	2	1	9
D. The level of public involvement in the City's budget process	5	4	3	2	1	9
E. The quality of programming on the City's cable television channel (BTV 16)	5	4	3	2	1	9
F. The quality of the City's web page	5	4	3	2	1	9
G. The quality of the City's citizen newsletter, The Bridge	5	4	3	2	1	9

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

(check all that apply)

- (1) The Bridge newsletter
- (2) Baytown Sun
- (3) Television news
- (4) Facebook, Twitter or other social media
- (5) City cable channel (BTV 16)
- (6) City website (www.baytown.org)
- (7) Other: _____

29. Which of the following do you currently use at home? (check all that apply)

- (1) Facebook
- (2) YouTube
- (3) Twitter
- (4) Text Messaging
- (5) E-mail
- (6) Internet
- (7) Comcast Cable Service
- (8) Other: _____
- (9) None

30. Which ONE of the following types of information would you be MOST interested in seeing in city publications?

(Check ONE)

- (1) Economic Development
- (2) Information about City services
- (3) Capital Projects
- (4) City Events
- (5) City Financial Information
- (6) Other (please explain): _____

31. **WATER SERVICE.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of water service provided by the City of Baytown:

Water Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Water pressure on a typical day	5	4	3	2	1	9
B. Taste of your tap water	5	4	3	2	1	9
C. Color of your tap water	5	4	3	2	1	9
D. Smell of your tap water	5	4	3	2	1	9
E. Clarity of your tap water (free of particles, not cloudy)	5	4	3	2	1	9
F. The amount you pay for the City's water	5	4	3	2	1	9
G. City efforts to keep your drinking water safe	5	4	3	2	1	9

DEMOGRAPHICS

32. Would you be interested in serving on a City Board or Commission (Library, Parks, Planning and Zoning, Crime Control and Prevention, Fire Control and EMS, etc.) in the future?

___(1) Yes ___(2) No

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

- ___(1) Asian/Pacific Islander
- ___(2) Black/African American
- ___(3) White
- ___(4) Hispanic
- ___(5) American Indian/Eskimo
- ___(6) Other: _____

34. How many (counting yourself) people in your household are?

Under age 10 ___ Ages 20-34 ___ Ages 55-74 ___
 Ages 10-19 ___ Ages 35-54 ___ Ages 75+ ___

35. Approximately how many years have you lived in the City of Baytown? _____ years

35a. [If you have lived in Baytown less than 5 years] Where did you live prior to moving to Baytown?

- ___(1) Another part of the metro Houston area
- ___(2) Texas, but outside of the metro Houston area
- ___(3) Outside Texas

36. Do you own or rent your current residence? ___(1) Own ___(2) Rent

37. Do you work in the Baytown area? ___(1) Yes ___(2) No

38. Your gender: ___(1) Male ___(2) Female

OPTIONAL: If you would like to participate in future on-line surveys or would be willing to attend focus groups that are sponsored by the City of Baytown, please provide your contact information below:

Your Name: _____ Phone: _____

Your Email Address: _____

This concludes the survey. Thank you for your time!

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

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

City of Baytown 2014 Community Survey *Appendix A: Composite Satisfaction Index*

...helping organizations make better decisions since 1982

Final Report

Submitted to the City of Baytown, Texas by:

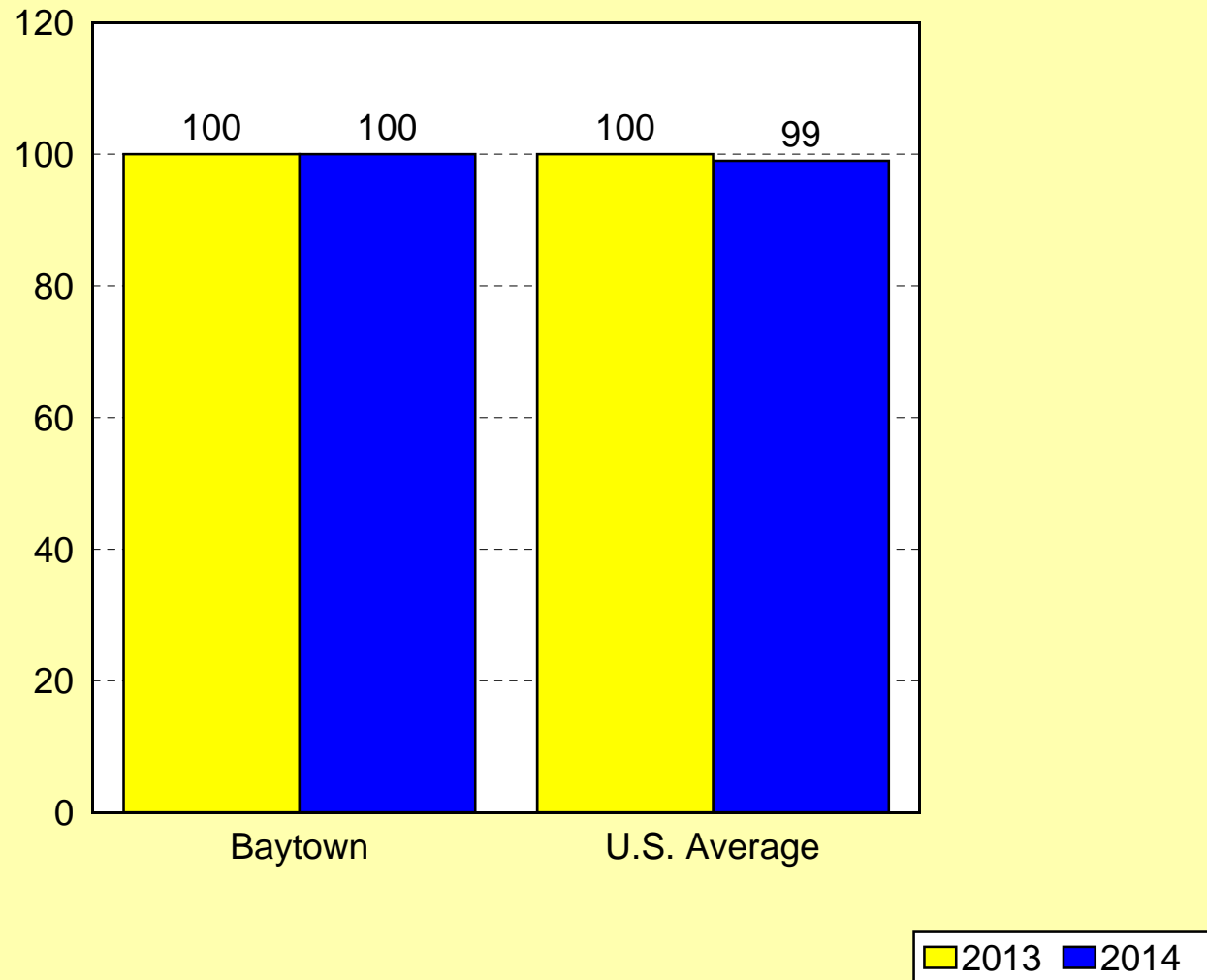
ETC Institute
725 W. Frontier Circle
Olathe, Kansas
66061

April 2014



Overall Satisfaction Index 2013 and 2014

derived from the overall satisfaction ratings provided by residents
Year 2013=100



Source: ETC Institute DirectionFinder (2014 City of Baytown Community Survey)