



Georgetown Community Survey 2018

Final Report

Thomas Longoria, Ph.D.

Professor and Director

Center for Public Policy, Research, and Training

Texas State University

Executive Summary

About the Survey

The questionnaire was mailed to a random sample of 2,300 households in May of 2018. There were 469 completed surveys. The response rate for the random sample survey was 20 percent. Based on the response rate we can be 95% certain that the results for the questions reflect the views of Georgetown households with a margin of error of +/- 4. In addition, a link to an open survey was also made available to the public and 873 residents completed the survey.

The survey is generally representative of households in Georgetown when the demographics of the survey respondents are compared to 2018 American Community Survey Data from the US Census. For example, in 2018, and estimated 16% of occupied housing units in Georgetown have a non-white head household according to the US Census and 17 % of the survey respondents indicated that they were non-white. The estimated percent of residents who have lived in Georgetown 5 years or less is 47% according to census estimates. Fifty-three percent of survey respondents indicated that they moved to Georgetown 5 years or less. There are two notable exceptions. The estimated percentage of renter-occupied housing in Georgetown is 27% compared to 10% of the respondents indicated that they rent. According to the US Census, 56% of Georgetown residents are 65 years old or younger compared to 25% of the respondents (see Figures 20 to 24). The survey results were statistically weighted to determine if these differences influenced the findings, they did not. In addition, when survey responses were examined by age and home ownership, few differences were found.

It is important to note that the responses reflect respondent perceptions. These perceptions should not be mistaken for objective “reality.” Perceptions are formed in the context of expectations that people have for the quality of public services in Georgetown. For example, waiting three minutes to get through an intersection may be perceived to be an excessive amount of time by people expecting small town traffic. The same three minutes may not be noticed by people expecting rush hour traffic for a growing community in a booming metro area.

Three contrasts are presented in the report below to provide additional insights including:

- Contrast #1: Comparison to a benchmarks
- Contrast #2: Comparison to the prior survey
- Contrast #3: Comparison across demographic categories

The major findings from these contracts are included in this executive summary.

Contrast #1: Comparison to Benchmarks

Greater than 75 percent of respondents who indicate that the service is good or excellent can be said to meet or exceed benchmark for quality provision. With a 4 percent margin of error, 76 percent is potentially 80 percent. Based on this criterion, Georgetown met or exceeded benchmark for quality provision in 32 of 39 service indicators (82%). Areas for improvement identified in the survey included: (1) traffic and parking; (2) employment opportunities; (3) housing opportunities; (4) retail options. The top three priorities volunteered by respondents in an open-ended question are: (1) traffic; (2) infrastructure and roads; (3) manage growth.

Contrast #2: Changes Over Time

There have been some changes in the percentage of respondents who say that the city is doing a good or excellent job. Given the margin of error, only changes greater than 4% are considered.

In 8 of 25 cases common questions in the 2016 and 2018 surveys there were improvements of more than four percent (32%). Improvements were observed in street repair, city beautification, the city as a place to work, and emergency preparedness.

In 1 of 25 cases, there was a decrease in the percent who rated the service area good or excellent (4%). The percent of respondents who rated traffic flow as good or excellent decreased by 16%.

Contrast #3: Comparisons Across Demographic Characteristics

Differences in responses were examined for seven different demographic characteristics including: income, age, race, gender, home ownership, children in the home, number of years living in Georgetown. In general, there are few statistically significant differences in the views of Georgetown residents when they are examined in terms of their demographic characteristics. Thirty statistically significant differences were found out of 231 statistical tests (33 indicators * 7 demographic characteristics). In other words, statistically significant differences were found in 13% of the possible cases.

The full results are presented in the report below. Highlights include:

- Lower income residents were less satisfied with employment and housing
- Residents under 65 were less satisfied with the city as place to work and walking for leisure
- Non-white residents were less satisfied with housing opportunities, animal control, and water services
- Women were less satisfied with the city as a place to work and biking for leisure
- Owners were less satisfied with traffic and parking. Renters are less satisfied with housing opportunities
- Households that include children were less satisfied with walking for leisure
- Residents for more than 10 years were less satisfied with housing opportunities, animal control, street repair and traffic signal timing

Results for Specific Items

The remainder of the report presents the frequencies for each of the indicators in the survey. The information is presented using bar charts to illustrate the range of responses. In each bar chart, the number of respondents in found in parenthesis next to the indicator. The percent for each response category is placed above the bars in the bar chart. Notable findings are presented with each bar chart.

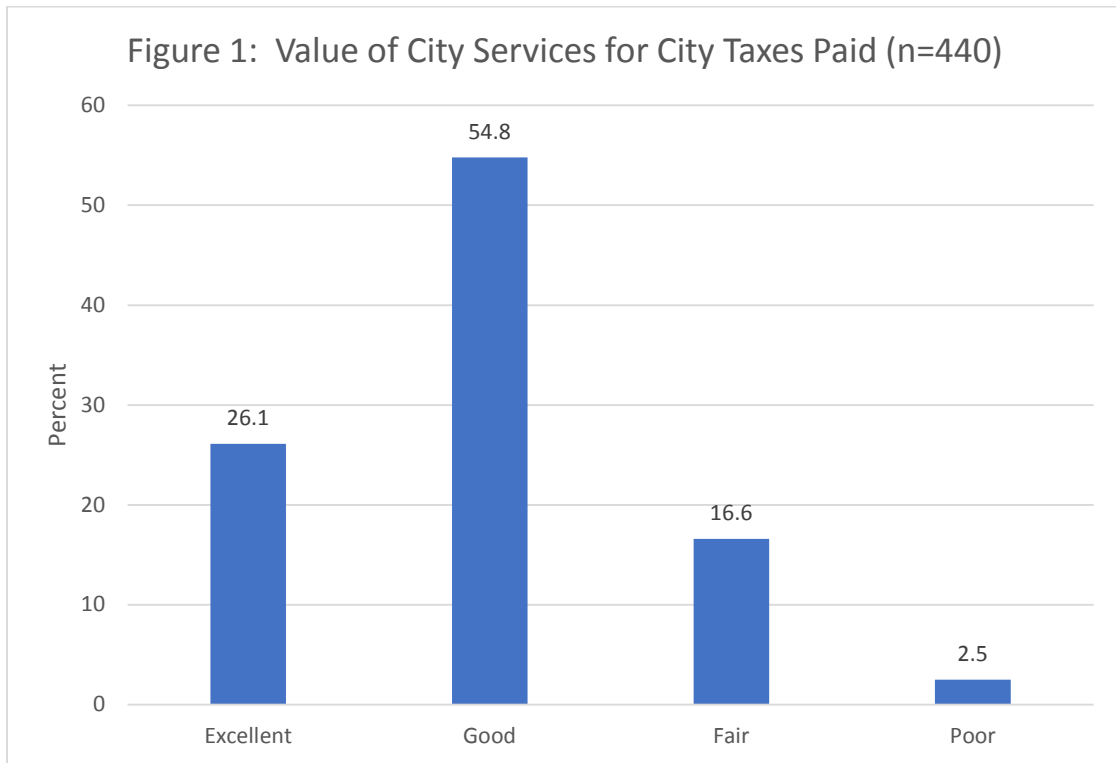
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Responses to Key Indicators

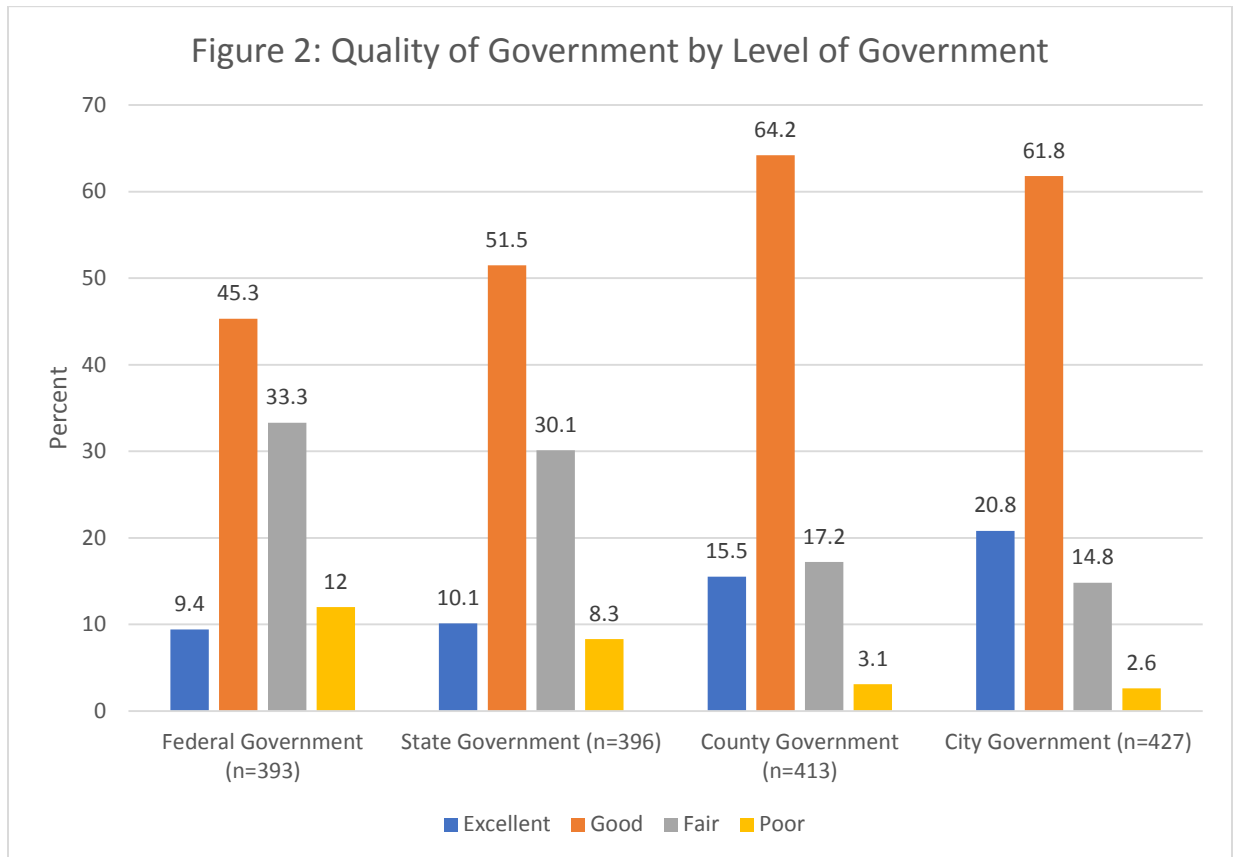
Value of City Services

In 2018, 81% of respondents indicated that the value of city services for city taxes paid was excellent or good. This represents a 3% increase compared to 78% in 2016.



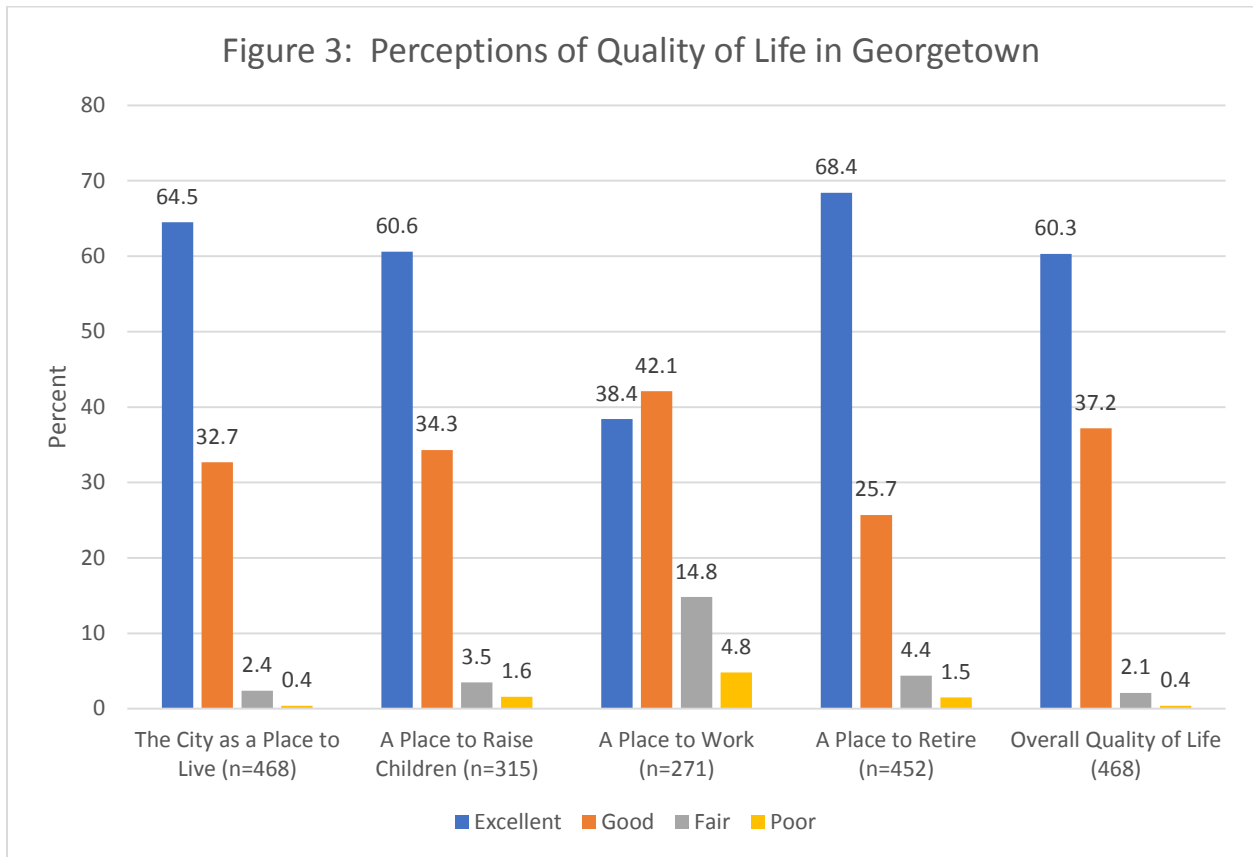
Quality of Government by Level of Government

83% of respondents rated the quality of local government as good or excellent in 2018 compared to 82% in 2016. 80% rate county government as good or excellent, 62% rate state government as good or excellent, and 55% rate the federal government as good or excellent.



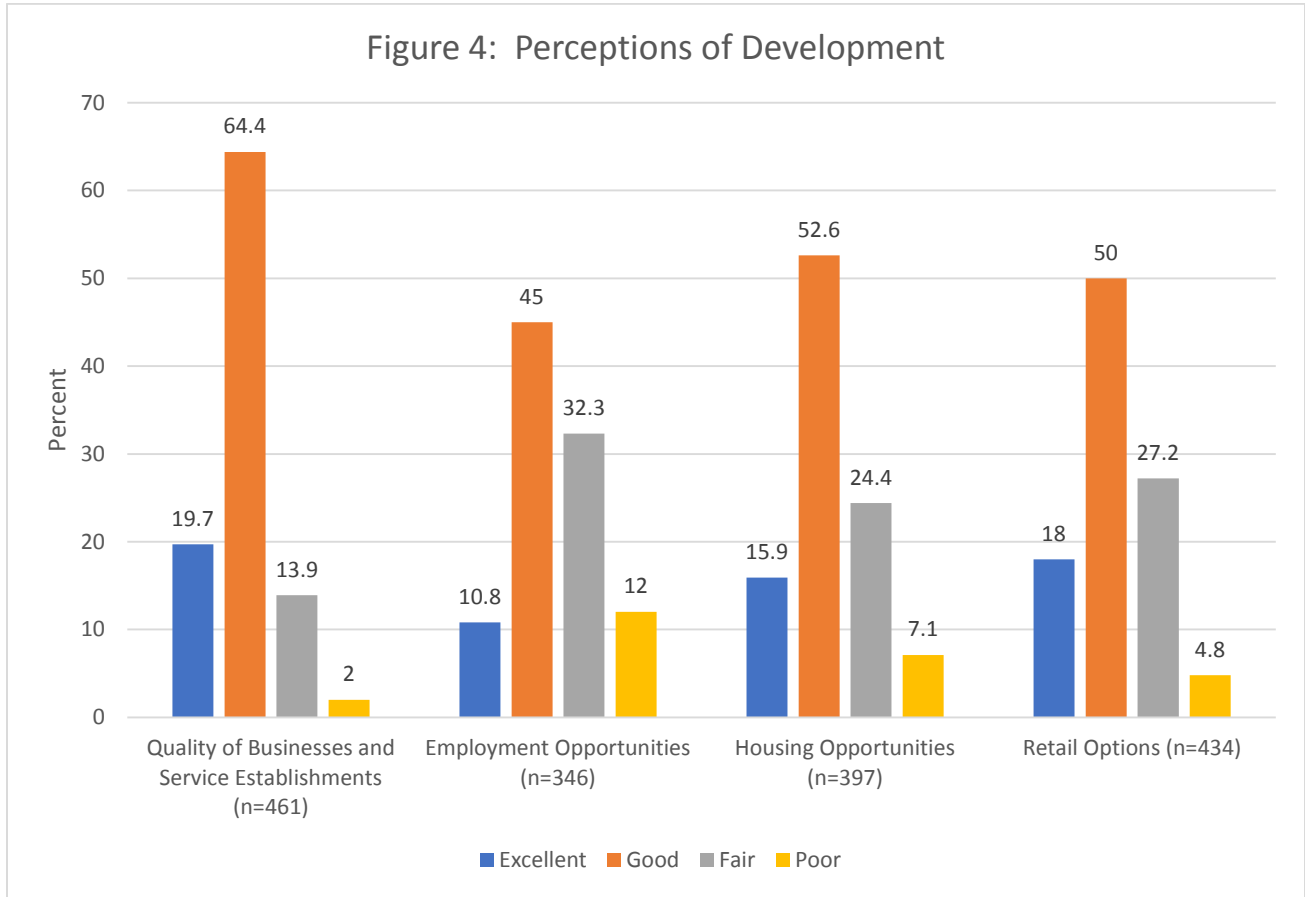
Quality of Life

98% of respondents rated the overall quality of life in Georgetown as good or excellent in 2018. The same percentage (98%) indicated that overall quality of life was good or excellent in 2016. The quality of life indicator rated the lowest was the city as a place to work. 81% of respondents indicated that the city was an excellent or good place to work. However, this is a 7% increase in the percentage who indicated that the city was a good or excellent place to work in 2016.



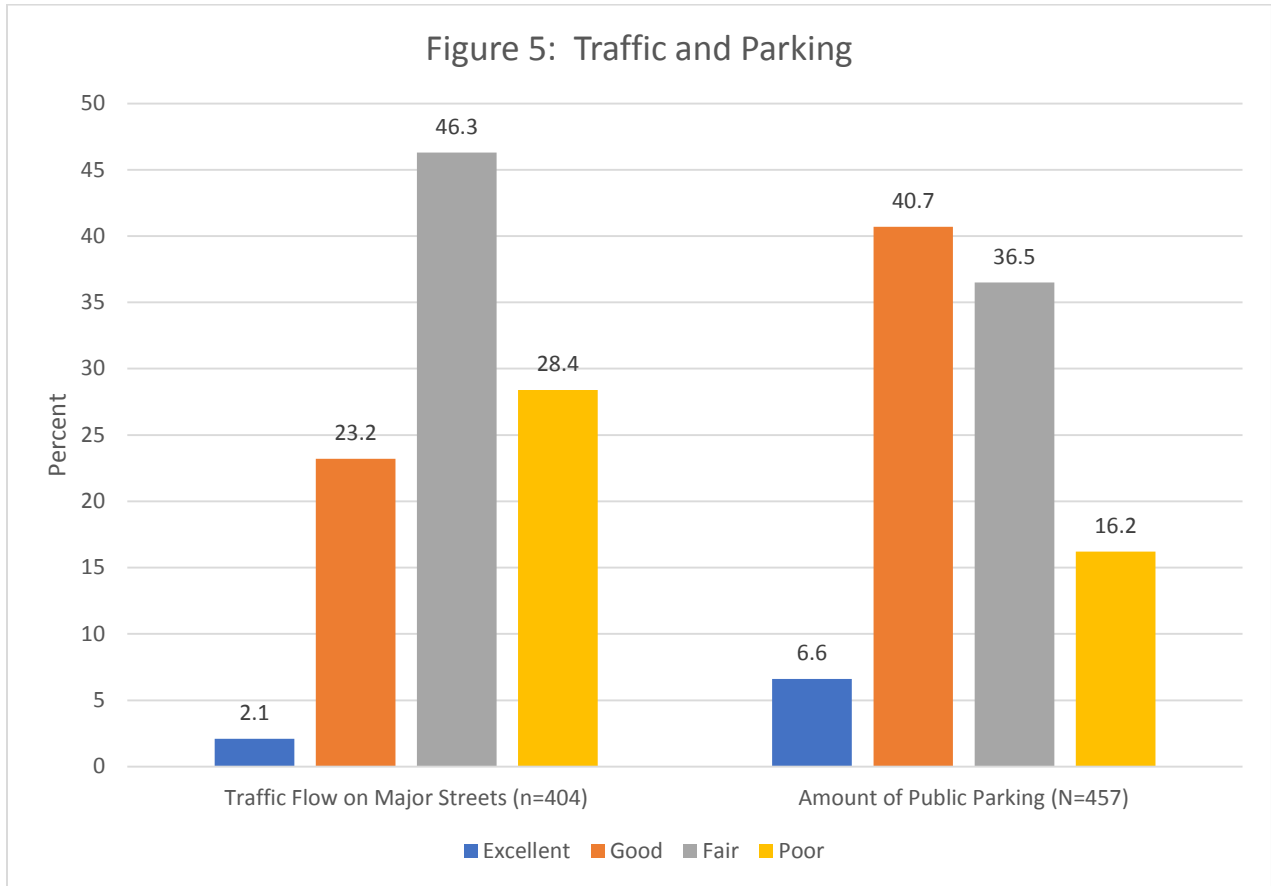
Perceptions of Development

84% rate the quality of businesses and services as good or excellent. 69% rate housing opportunities as good or excellent, and 68% rate retail options as good or excellent. For these three, there were no changes from 2016. In 2018, 56% of residents rate employment opportunities as good or excellent, a 3% increase compared to 2016 results.



Traffic and Parking

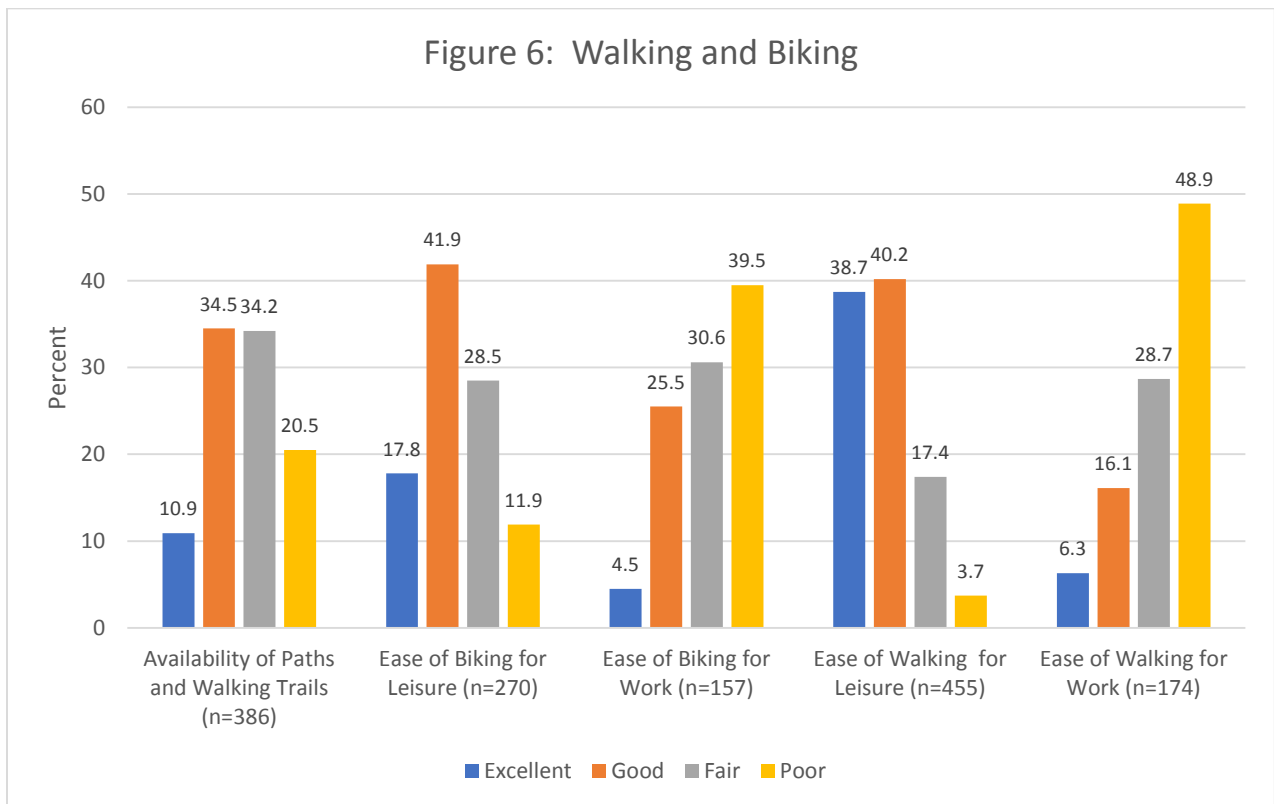
25% of respondents rate traffic flow as good or excellent. In 2016, 41% rated traffic flow as good or excellent. The percentage who rated traffic flow as poor increased from 18% to 28%



Alternative Transportation Modes

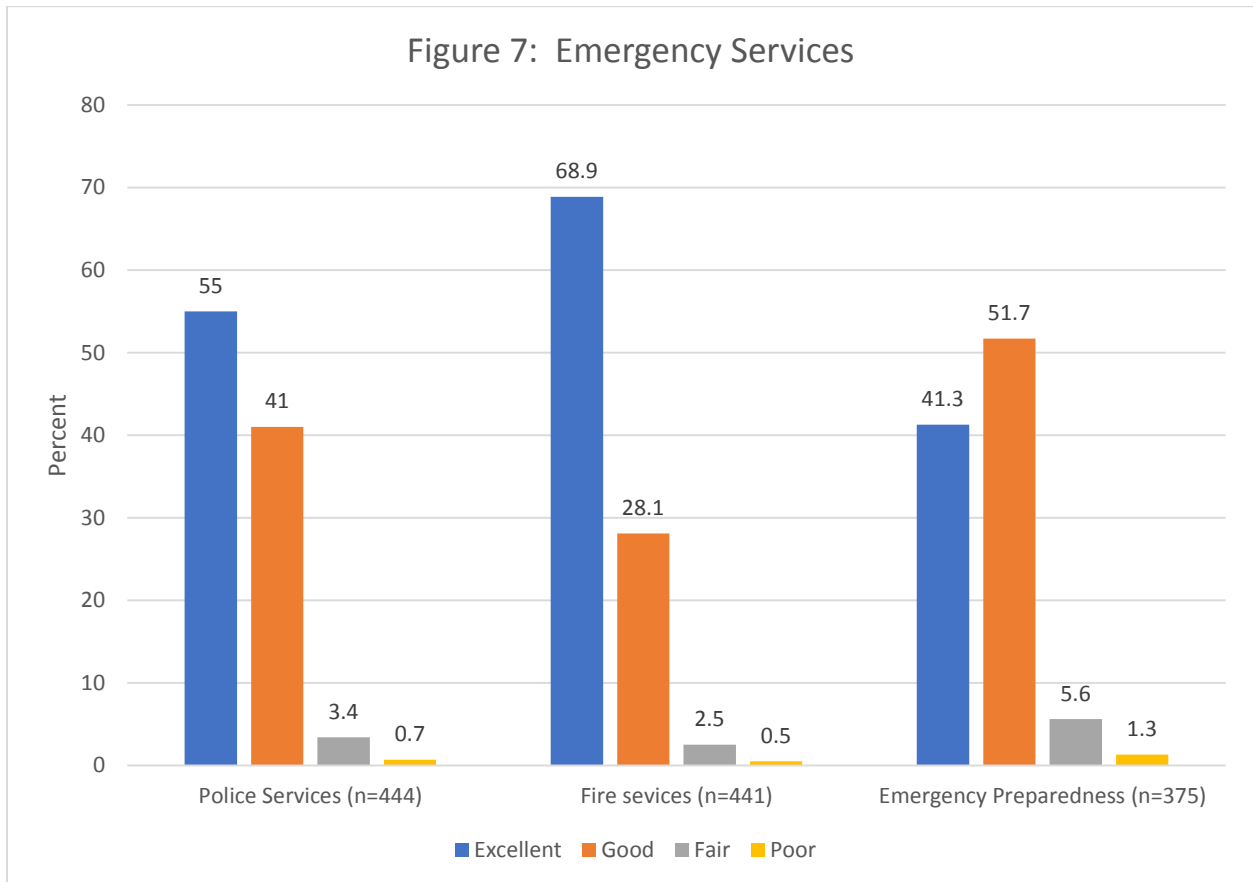
45% rate the availability of walking paths and trails as good or excellent. 30% of respondents rated the ease of biking to work as good or excellent. 22% rated the ease of walking to work as good or excellent. Note that the number of respondents for these cases is low, likely meaning that for most people walking or biking to work is not applicable or relevant. In other words, of those who might be able or interested in walking to work, only 22% rated the ability as good or excellent.

In 2016, 77% rated the availability of paths and walking trails as good or excellent. The decrease of 32% is likely a function of priming. After being asked about all the different walks that paths and walking trails might be used (for recreation and to get to work), people were primed to think about walking paths and trails and if they meet their perceived needs.



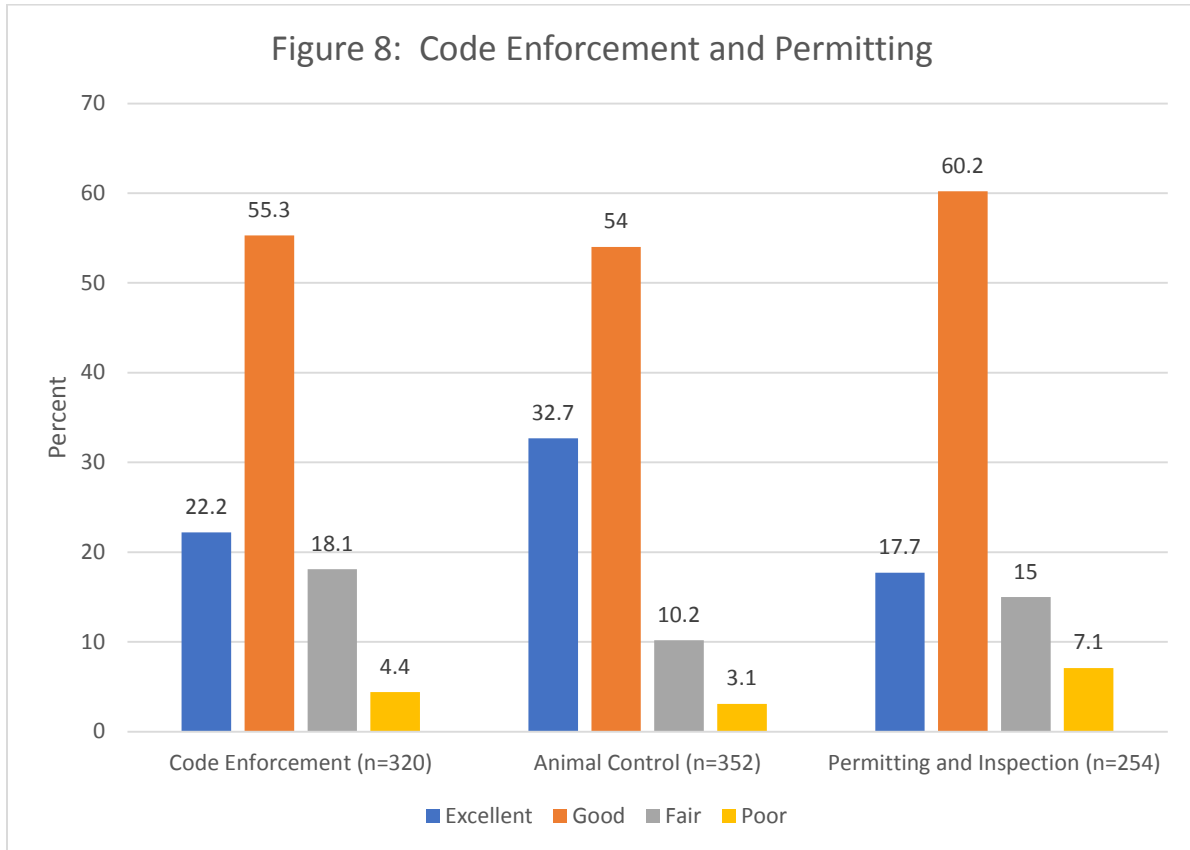
Emergency Services

96% of respondents rated police services as good or excellent and 97% rated fire services as good or excellent. 93% of respondents rated emergency preparedness as good or excellent, an increase of 6% compared to 2016.



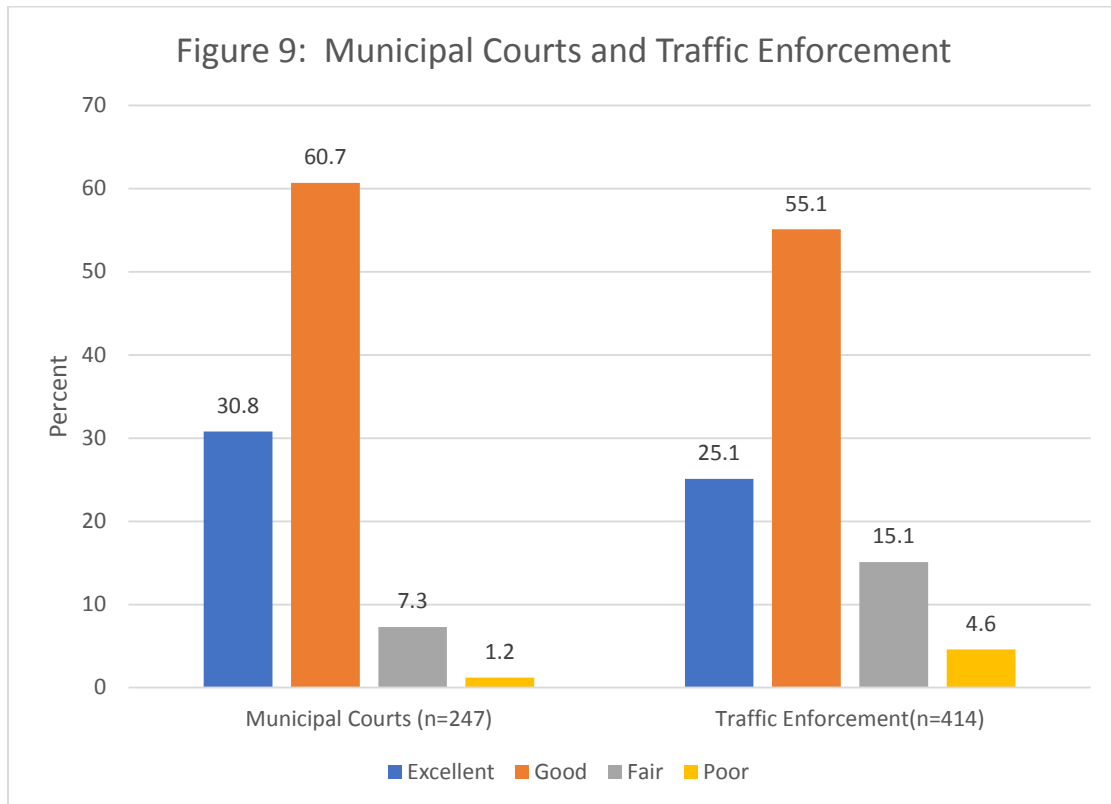
Code Enforcement and Permitting

78% of respondents rated permitting and inspections as good or excellent. 87% rated animal control as good or excellent. 78% rated code enforcement as good or excellent.



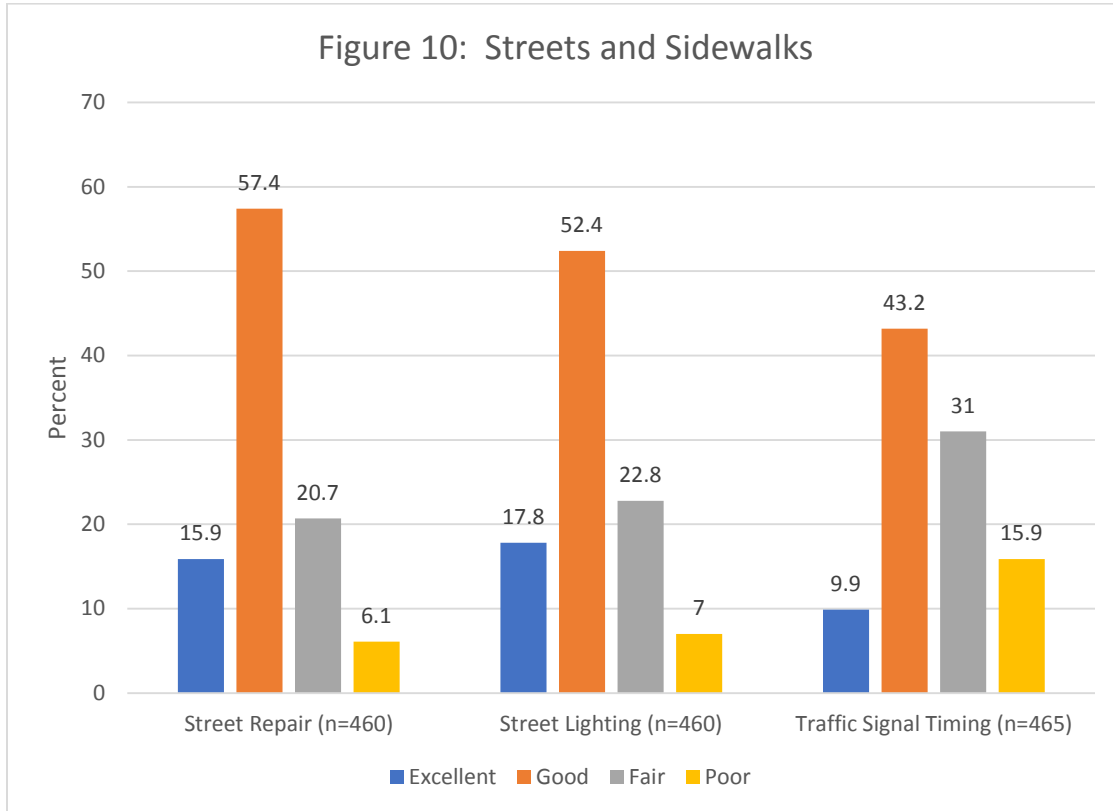
Municipal Courts and Traffic Enforcement

80% of respondents rated traffic enforcement as good or excellent. 92% rated municipal courts as good or excellent.



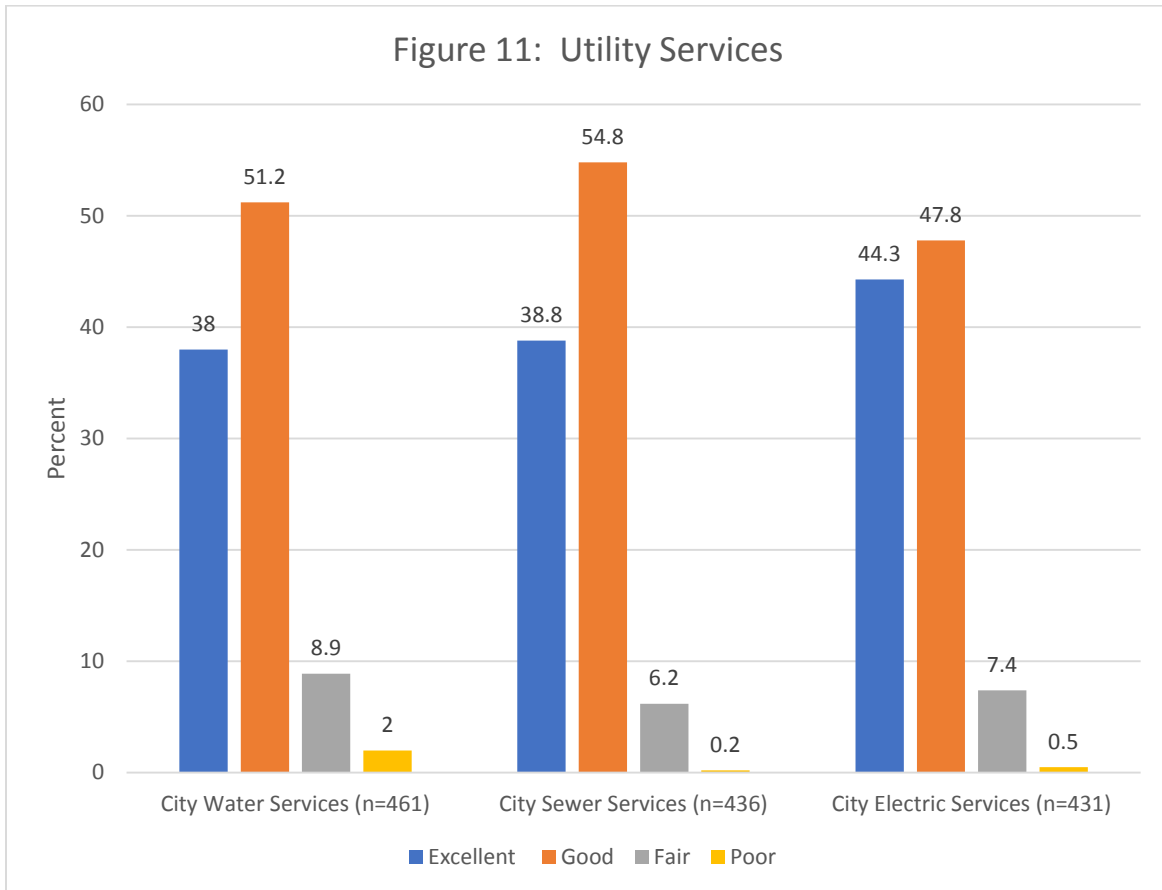
Streets and Sidewalks

73% rated street repair as good or excellent, a 12% increase since 2016. 72% rated street lighting as good or excellent. 53% rated traffic signal timing as good or excellent



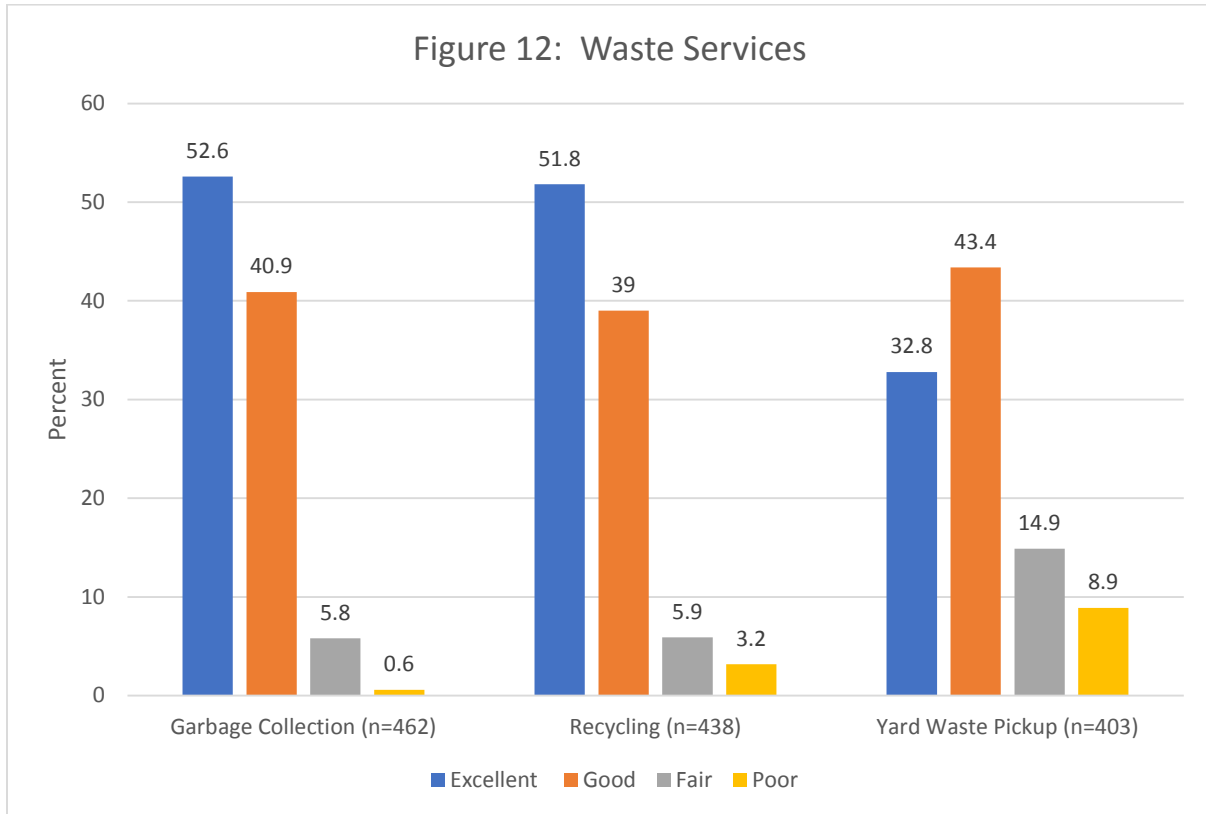
Utility Services

94% of respondents rated sewer services as good or excellent. 92% of respondents rated electric services as good or excellent. 90% rated city water services as good or excellent.



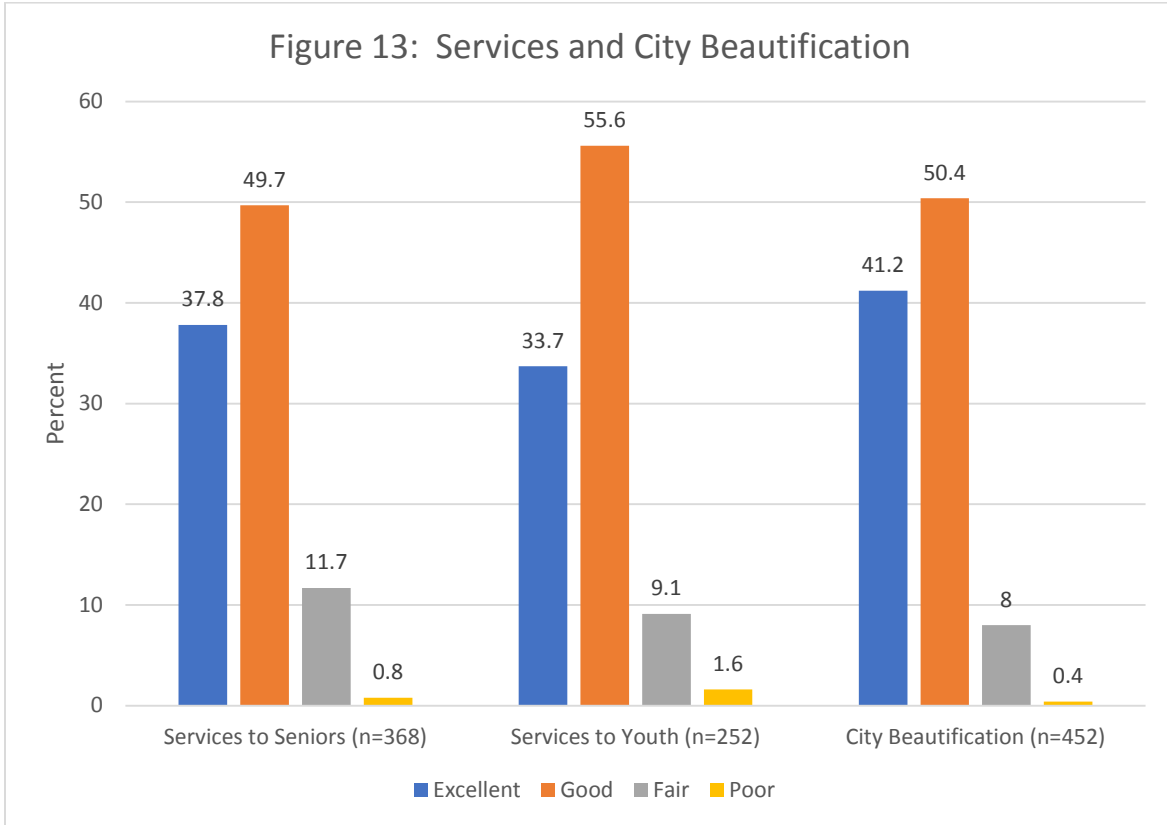
Waste Services

94% of respondents rated the quality of the garbage collection as good or excellent. 91% rated recycling as good or excellent. 76% rated yard waste pickup as good or excellent.



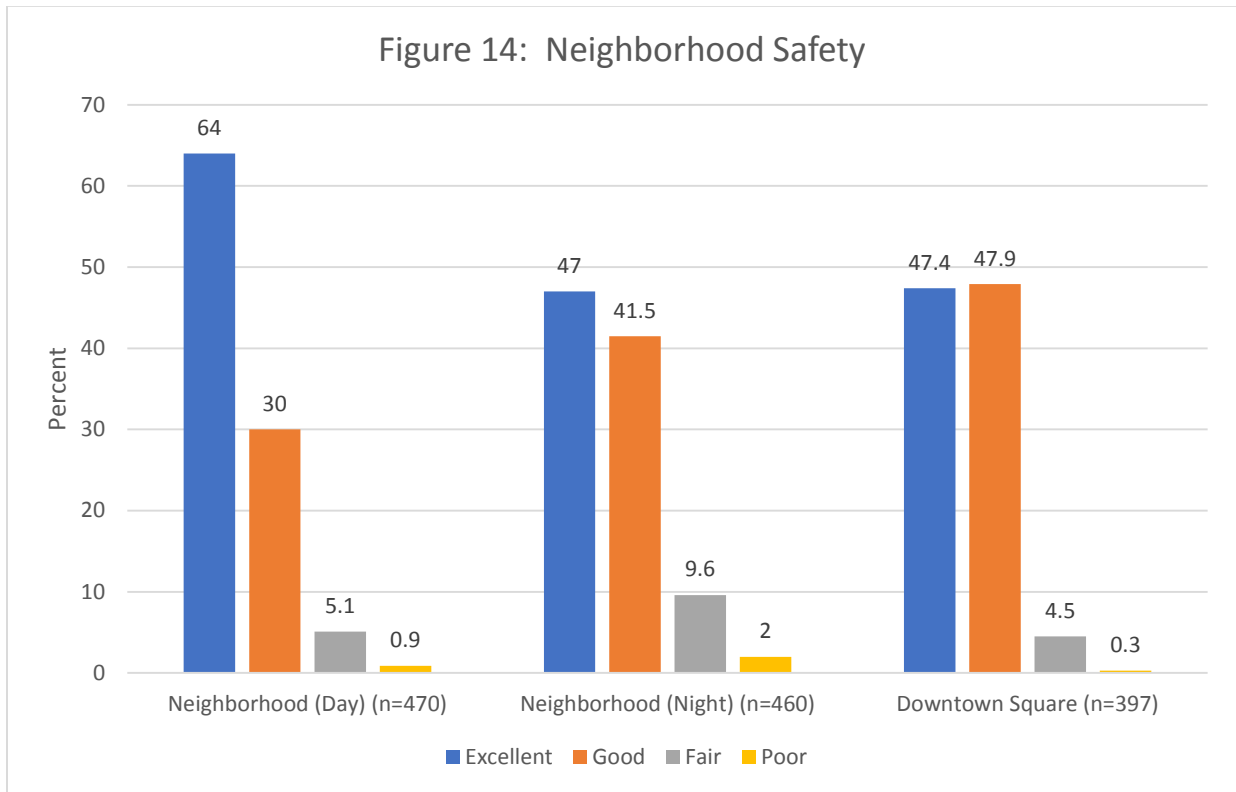
Services and City Beautification

89% of respondents rated services to youth as good or excellent. 88% of respondents rated services to seniors as good or excellent. 92% rated city beautification as good or excellent.



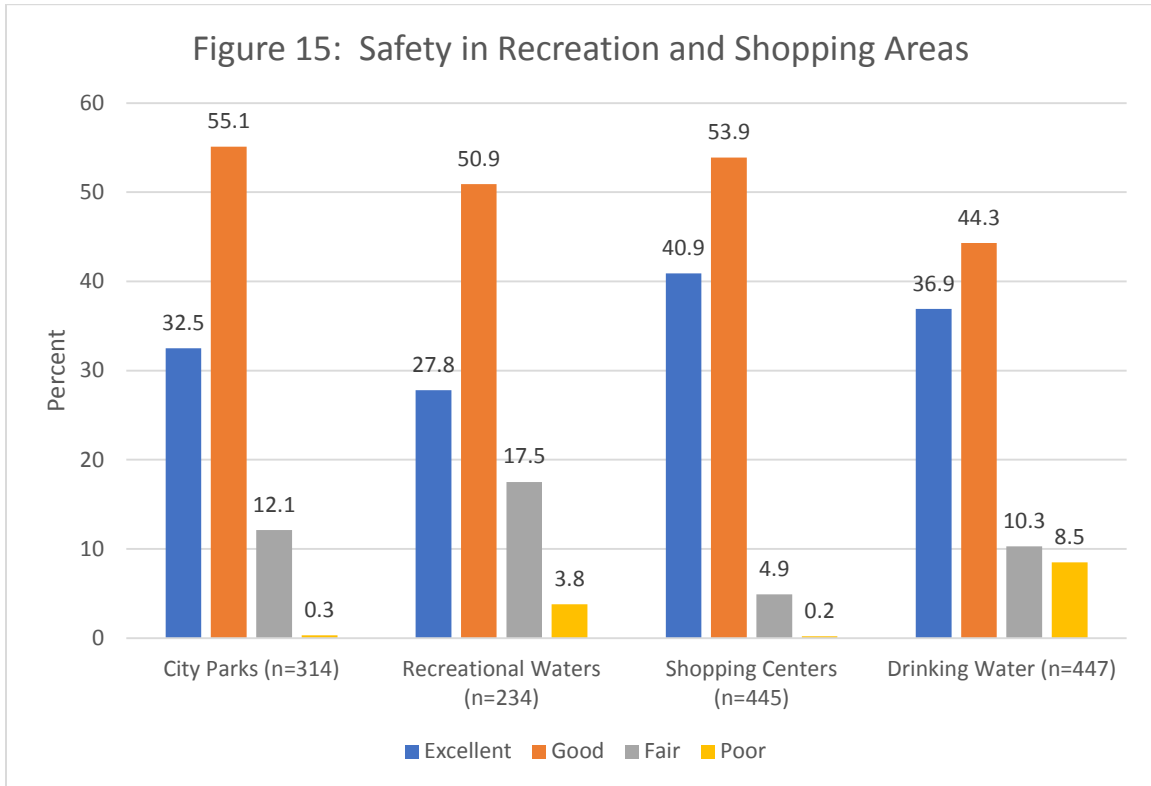
Neighborhood Safety

90% of respondents rated neighborhood safety at night as good or excellent. 89% feel safe in their neighborhood at night. 95% of respondents feel safe in the downtown square. Note how the percentage who rate safety as good is different across these three indicators. Respondents are less likely to rate safety in the downtown square and in their neighborhood at night as excellent.



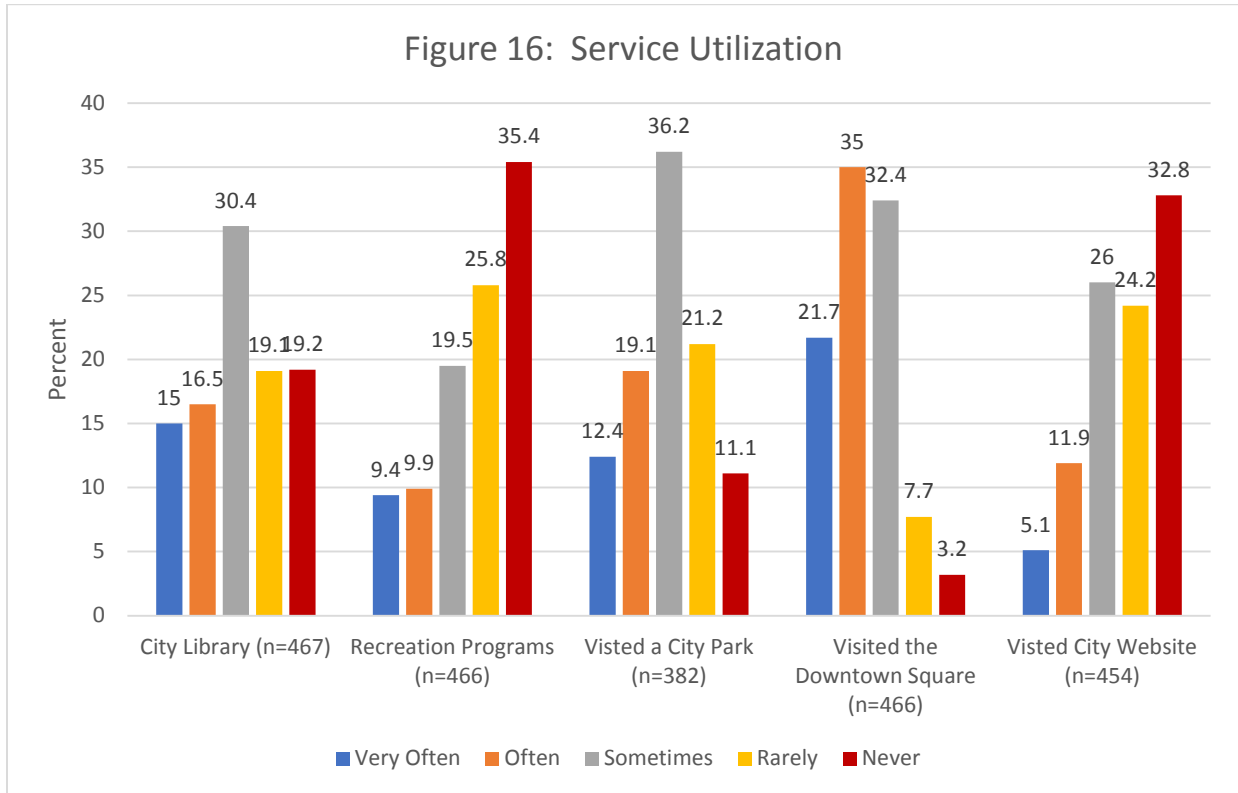
Safety in Recreation and Shopping Areas

88% of respondents rated safety in city parks as good or excellent. 79% rated safety in recreational waters as good or excellent. 95% rated safety in shopping centers as good or excellent. 81% rated the safety of city drinking water as good or excellent.



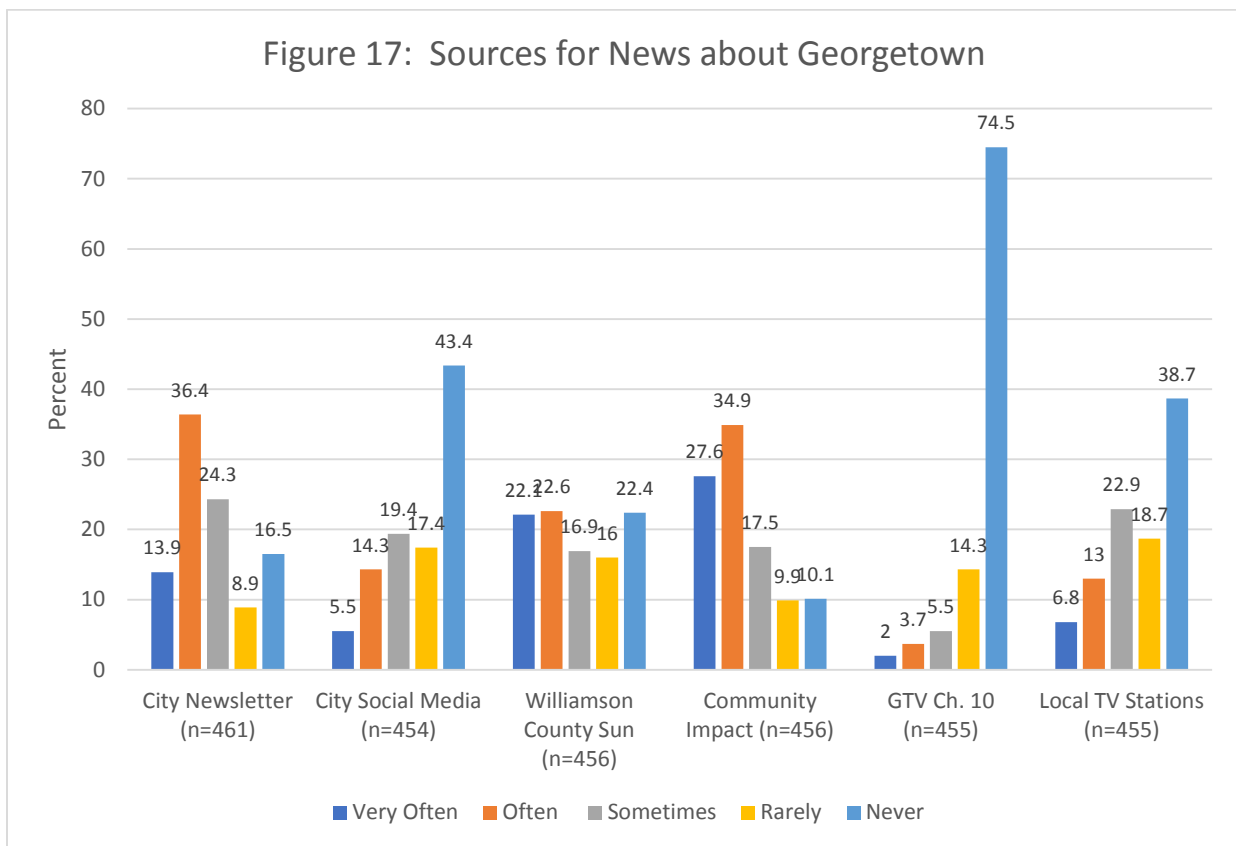
Service Utilization

57% of respondents visited the downtown square often or very often. 32% of respondents visited a city park often or very often. 32% visited the city library often or very often. 19% utilized a recreation program often or very often. 17% visited the city website often or very often.



Sources of News about Georgetown

20% of respondents used the city social media as a source for news. 63% of respondents used *Community Impact* as source for news often or very often. In 2018, top three sources for news based on the percentage who said they used the source very often, often, or sometimes: (1) *Community Impact* (80%); (2) *City Newsletter* (75%); (3) *Williamson County Sun* (62%). In 2016, top three sources for news based on the percentage who said they used the source more than 12 times in the past year: (1) *Williamson County Sun* (42%), (2) *Community Impact* (30%); *Local TV Stations* (20%). These different response categories may have influenced the results.



Resident-Initiated Contacting

54% percent of residents had contact with a city employee in the last year. 91% rated the service the employee provided as good or excellent overall.

Figure 18: Percent of Residents Who Had Contact with a City Employee

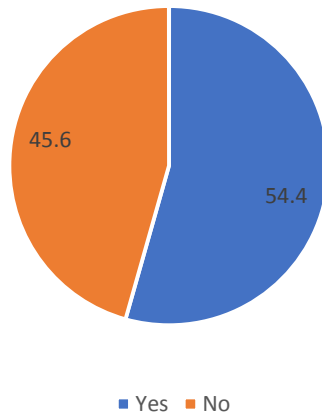


Figure 19: Rating City Employee Contact

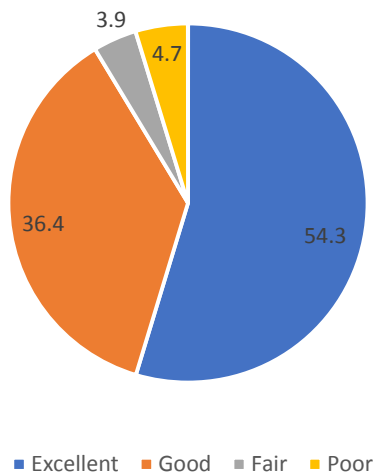


Table 1: Resident Quality of Life and Quality of Service Perceptions 2016-2018			
Indicators	2016	2018	Change
Value of City Services for Taxes Paid	78	81	+3
Perceptions of Overall Quality of Life			
<i>Overall Quality of Life</i>	98	98	0
<i>The City as a Place to Live</i>	98	97	-1
Life Choices and Quality of Life			
<i>A Place to Raise Children</i>	95	95	0
<i>A Place to Work</i>	74	81	+7
<i>A Place to Retire</i>	95	94	-1
Perceptions of Development			
Quality of New Development			
<i>Overall Quality of Businesses</i>	84	84	0
<i>Employment Opportunities</i>	53	56	+3
<i>Housing Opportunities</i>	70	69	-1
<i>Retail Options</i>		68	
Traffic and Parking			
<i>Traffic Flow on Major Streets</i>	41	25	-16
<i>Amount of Public Parking</i>	46	47	+1
Walking and Biking			
<i>Ease of Walking for Leisure [Availability of walking paths in 2016]</i>	77	79	
Emergency Services			
<i>Police Services</i>	95	96	+1
<i>Fire/EMS Services</i>	98	97	-1
<i>Emergency Preparedness</i>	87	93	+6
Municipal Courts and Traffic Enforcement			
<i>Municipal Courts</i>	90	92	+2
<i>Traffic Enforcement</i>	77	80	+3

Table 2: Resident Quality of Life and Quality of Services Perceptions 2016-2018			
Indicators	2016	2018	Change
Code Enforcement and Permitting			
<i>Code Enforcement</i>	77	78	-1
<i>Animal Control</i>	83	87	+5
Streets and Sidewalks			
<i>Street Repair</i>	61	73	+12
<i>Street Lighting</i>	69	70	+1
<i>Traffic Signal Timing</i>	52	53	+1
Garbage and Sewer			
<i>Garbage Collection</i>	92	94	+2
<i>Recycling</i>	91	91	0
<i>Yard Waste Pickup</i>	77	76	-1
<i>Sewer Services</i>	89	94	+5
Parks and Recreation and Public Library			
<i>City Parks</i>	95	95	0
<i>Recreation Programs</i>	91	93	+2
<i>Public Library</i>	96	98	+2
Services			
<i>Services to Seniors</i>	88	88	0
<i>Services to Youth</i>	84	89	+5
<i>City Beautification</i>	84	92	+8

Table 3: Perceptions of Quality of Government by Level of Government 2016-2018			
	2016	2018	Change
City Government	82	83	+1
County Government	75	80	+5
State Government	62	62	0
Federal Government	48	55	+7

Statistically Significant Differences

Income

	Percent Good or Excellent		N	Chi-Square	Sig.
	Less than 75K	More than 75K			
Traffic	33	22	406	6.18	.01
Employment Opportunities	46	63	221	5.98	.01
Housing Opportunities	60	77	350	11.84	.001
Traffic Enforcement	75	86	362	7.40	.007
Yard Waste Pickup	82	72	349	4.49	.03

Age

	Percent Good or Excellent		N	Chi-Square	Sig.
	Less than 65	More than 65			
Place to Work	69	83	216	5.54	.02
Walking for Leisure	68	81	331	6.57	.01
City Drinking Water	81	90	335	4.60	.03

Race

	Percent Good or Excellent		N	Chi-Square	Sig.
	Non-White	White			
Housing Opportunities	58	70	397	3.81	.05
Animal Control	77	89	352	5.88	.02
City Water Services	78	91	461	10.80	.001

Gender

	Percent Good or Excellent		N	Chi-Square	Sig.
	Male	Female			
A Place to Work	86	75	263	5.47	.02
Traffic	19	32	454	10.7	.001
Biking for Leisure	67	52	261	6.34	.01
Traffic Signal Timing	48	57	451	3.91	.05

Home Ownership

	Percent Good or Excellent		N	Chi-Square	Sig.
	Owner	Renter			
Traffic	24	38	458	4.10	.04
Parking	45	66	447	6.85	.009
Housing Opportunities	70	54	388	4.54	.03
Recycling	82	76	427	10.7	.001

Children in Home

	Percent Good or Excellent		N	Chi-Square	Sig.
	No Children	Children			
Walking for Leisure	82	65	455	10.7	.001
Street Lighting	68	80	460	3.86	.05

Years in Georgetown

Table 10: Statistically Significant Differences by Years in Georgetown					
	Percent Good or Excellent		N	Chi-Square	Sig.
	Less than 10 Years	More than 10 Years			
Place to Retire	96	91	443	4.81	.03
Housing Opportunities	75	61	390	9.02	.003
Police	98	94	435	5.11	.02
Traffic Enforcement	84	76	406	4.05	.04
Code Enforcement	84	70	313	7.96	.005
Animal Control	92	81	345	9.81	.002
Street Repair	80	65	451	11.75	.001
Traffic Signal Timing	57	48	456	3.96	.05
Permits	85	70	247	8.29	.004

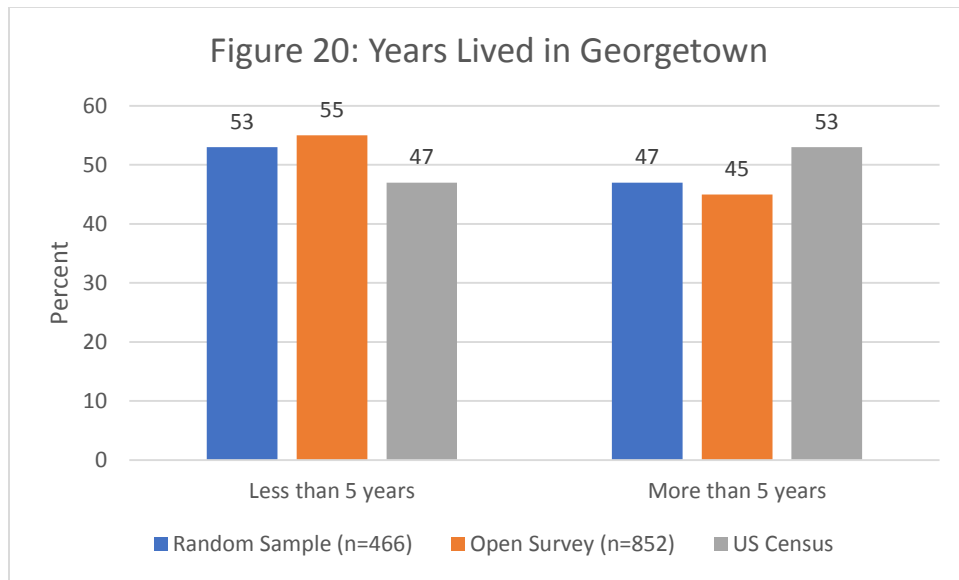
Table 11: Comparison of Resident Quality of Life and Quality of Service Perceptions for Open Survey and Random Sample Surveys 2018			
Indicators	Open Survey	Random Sample	Difference
Value of City Services for Taxes Paid	71	81	+10
Perceptions of Overall Quality of Life			
<i>Overall Quality of Life</i>	94	98	+4
<i>The City as a Place to Live</i>	95	97	+2
Life Choices and Quality of Life			
<i>A Place to Raise Children</i>	92	95	+3
<i>A Place to Work</i>	74	81	+7
<i>A Place to Retire</i>	91	94	+3
Perceptions of Development			
Quality of New Development	58	76	+18
<i>Overall Quality of Businesses</i>	75	84	+9
<i>Employment Opportunities</i>	52	56	+4
<i>Housing Opportunities</i>	61	69	+8
<i>Retail Options</i>	63	68	+5
Traffic and Parking			
<i>Traffic Flow on Major Streets</i>	20	25	+5
<i>Amount of Public Parking</i>	42	47	+5
Walking and Biking			
<i>Ease of Walking for Leisure</i>	69	79	+10
<i>Walking to Work</i>	17	22	+5
<i>Ease of Biking for Leisure</i>	48	60	+12
<i>Biking to Work</i>	24	30	+8
Emergency Services			
<i>Police Services</i>	94	96	+2
<i>Fire Services</i>	98	97	-1
<i>Ambulance/EMS</i>			
<i>Emergency Preparedness</i>	87	93	+6
Municipal Courts and Traffic Enforcement			
<i>Municipal Courts</i>	87	92	+5
<i>Traffic Enforcement</i>	77	80	+3

Table 12: Comparison of Resident Quality of Life and Quality of Services Perceptions for Open Survey and Random Sample 2018

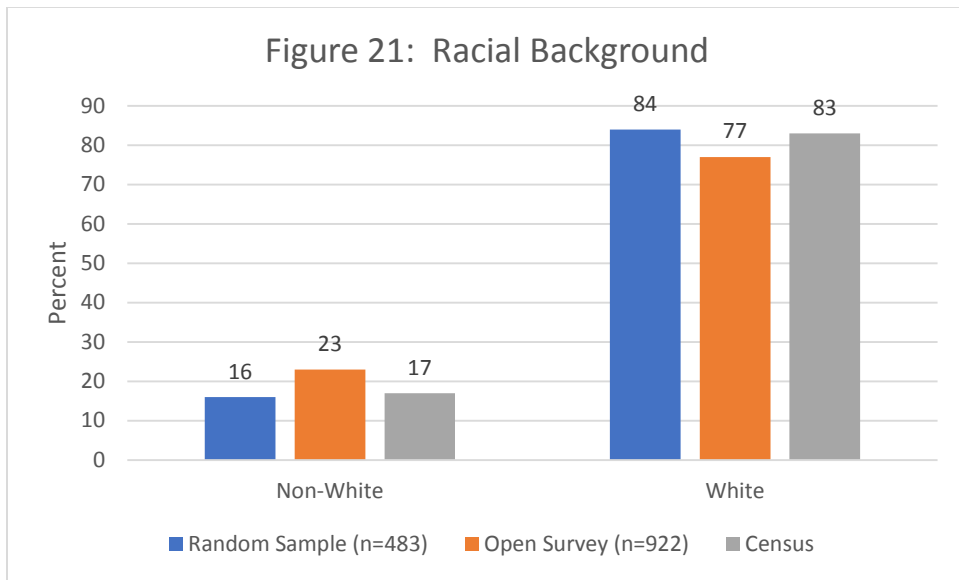
Indicators	Open Survey	Random Sample	Difference
Code Enforcement and Permitting			
<i>Code Enforcement</i>	71	78	+7
<i>Animal Control</i>	84	87	+3
<i>Permitting and Inspection</i>	64	78	+14
Streets and Sidewalks			
<i>Street Repair</i>	68	73	+5
<i>Street Lighting</i>	68	70	+2
<i>Traffic Signal Timing</i>	44	53	+9
Waste Services			
<i>Garbage Collection</i>	89	94	+5
<i>Recycling</i>	84	91	+7
<i>Yard Waste Pickup</i>	70	76	+6
Utilities			
<i>Electric Services</i>	86	92	+6
<i>Water Services</i>	83	89	+6
<i>Sewer Services</i>	89	94	+5
Parks and Recreation and Public Library			
<i>City Parks</i>	92	95	+3
<i>Recreation Programs</i>	90	93	+3
<i>Public Library</i>	96	98	+2
Services			
<i>Services to Seniors</i>	85	88	+3
<i>Services to Youth</i>	80	89	+9
<i>City Beautification</i>	86	92	+6

Table 13: Comparison of Respondents by Survey Method					
	Random Sample Mail	Random Sample Online	Open Survey	Chi Square	Sig.
Income					
<i>Less than 75K</i>	47	23	37	15.07	.001
<i>More than 75K</i>	53	77	63		
Children in Home					
<i>No</i>	83	57	66	45.93	.0001
<i>Yes</i>	17	43	34		
Years in Georgetown					
<i>Less than 10</i>	53	57	55	.62	.75
<i>10 or more</i>	47	43	45		
Age					
<i>Less than 65</i>	23	52	41	31.67	.0001
<i>65 or more</i>	77	48	59		
Gender					
<i>Male</i>	48	56	41	7.59	.02
<i>Female</i>	52	44	59		
Home Ownership					
<i>Owner</i>	90	92	90	.279	.87
<i>Renter</i>	10	8	10		
Race					
<i>Non-White</i>	16	18	23	8.80	.01
<i>White</i>	84	82	77		

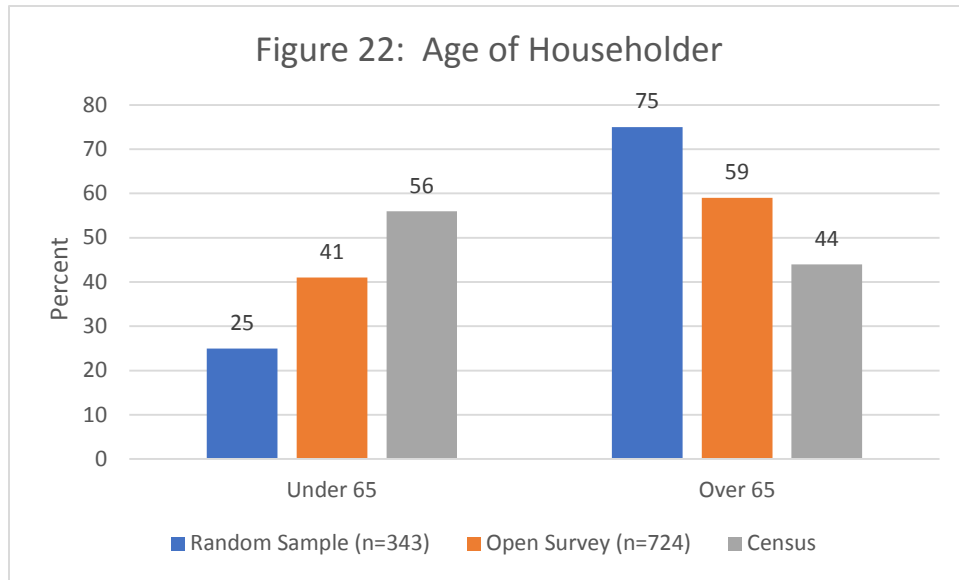
Years Lived in Georgetown



Racial Background



Age of Householder



Home Ownership

