

City of Georgetown 2008 Citizen Quality of Life Survey

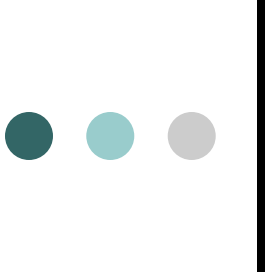
Survey Highlights

February 25, 2008



Survey Highlights

- Purpose
- Survey History
- Process
- Results
- Conclusions



Purpose – Why do we survey?

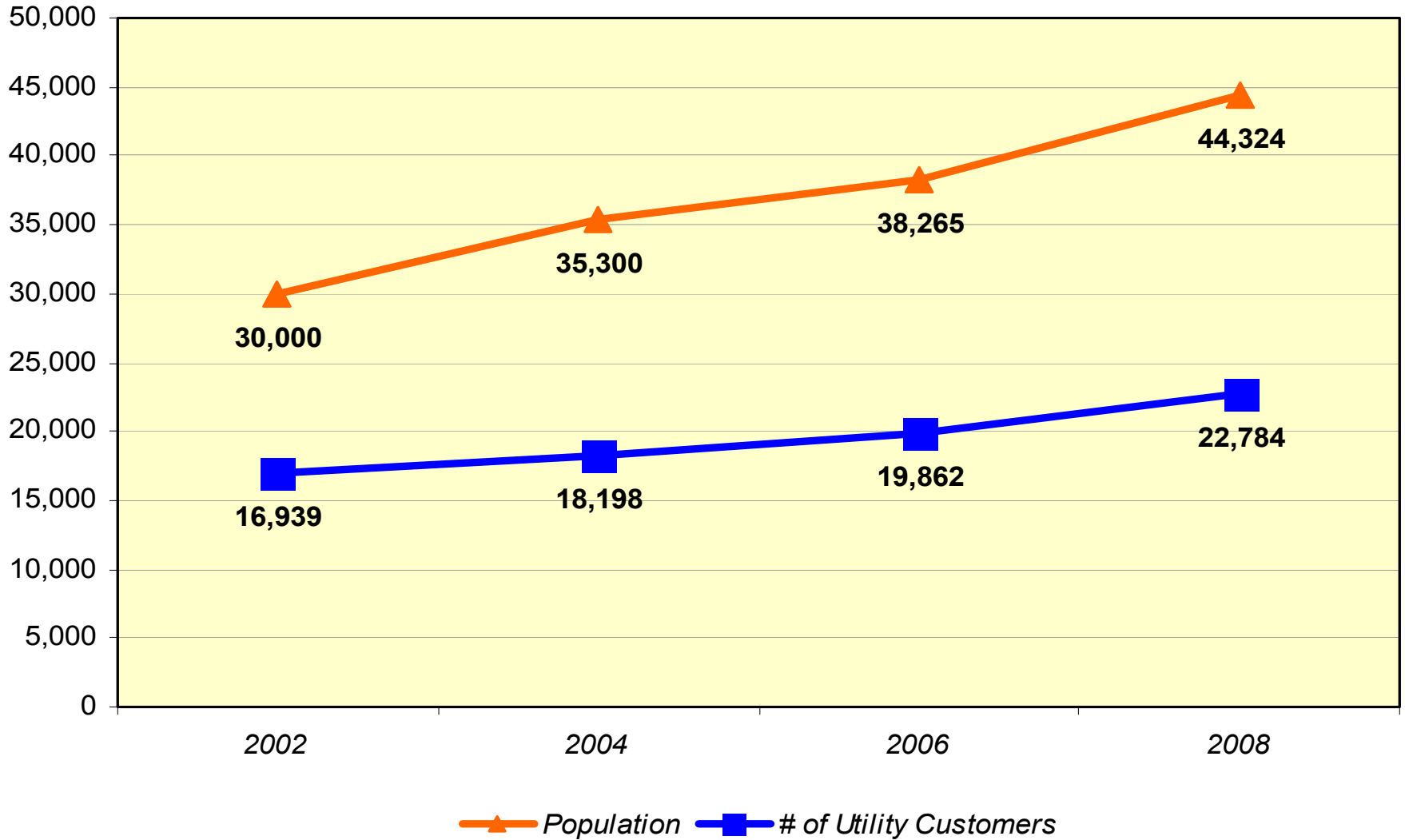
- Provides feedback to Council
- Acts as “Report Card” on how well the City has managed community resources
- Helps identify community needs and wants
 - Identifies trends
- Assists Council in allocating future budget resources



Georgetown's Quality of Life Survey

- First conducted in Dec 2001
 - Development focused
 - Feedback used in creating UDC
- Has been conducted bi-annually
 - Maintained primary focus
- 2008 focus adjusted to:
 - Measure quality of services
 - Performance measures
 - Areas for service improvement
 - Willingness to pay for improvements
 - Didn't focus on Parks due to Park & Rec Survey
 - Master Plan update

Community Growth





Process – How did we survey?

- Bi-annual process
 - Last conducted in Feb/March 2006
- Ampersand Agency conducted survey
 - January 2008
- Approximately 65 questions
 - Updated to identify community focus
 - Determine success of recent projects
 - Determine community satisfaction levels



Process – How did we survey?

- Approximately 400 responses
- Divided into 4 approximate quadrants
- I35 & San Gabriel River natural divides
 - 37% NW
 - 13% NE
 - 26% SW
 - 24% SE



Key Demographics

- 48.5% Male – 51.5% Female
- Over 52.5% older than 55
 - Compared to 49% over 55 in 2006
- Of survey participants 70% had no children
 - 69% in 2006
- 32.8% have lived in Georgetown < 5 years
 - 28.9% in 2006
- 43.5% are unemployed/retired



Results – What is #1 Issue?

TRAFFIC continues to be one of the highest concerns and priorities of the community

- Top 3 Issues in 2008
- Managing Growth – Traffic - Education
 - Same top 3 issues in 2006
 - Compared to 2004 - Traffic - Managing Growth – Taxes
 - Compared to 2002 - Greater retail selection – Traffic – Managed Growth



What do people like about living in Georgetown?

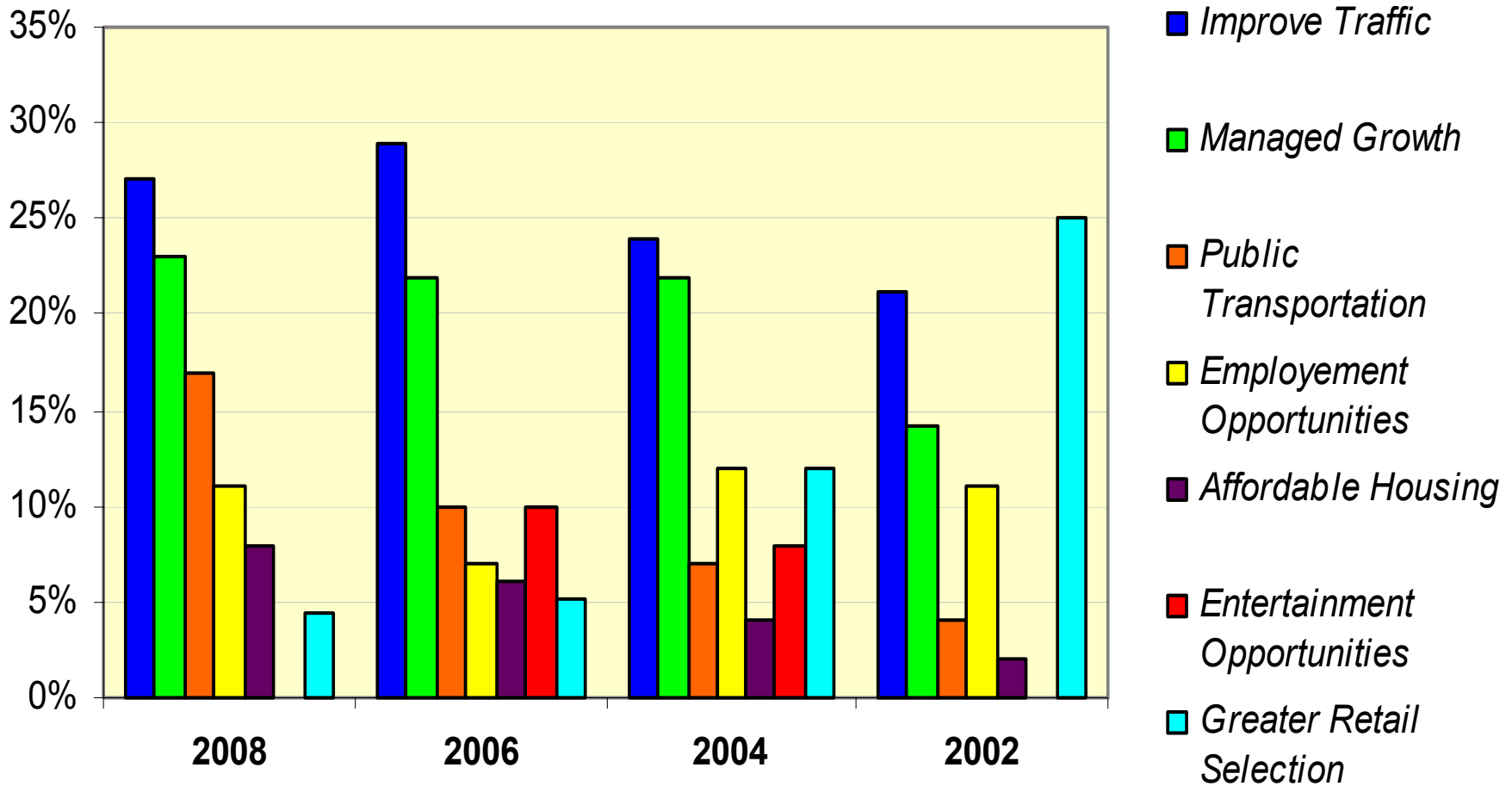
○ 2008 & 2006

- Location
- Good Caring People
- Community Spirit
- Beauty & Natural Environment

○ 2004

- Location
- Good Caring People
- Beauty & Natural Environment
- Community Spirit

What changes would make Georgetown better place to live?



What changes would make Georgetown better place to live?





Traffic & Transportation

- Improvement with most positive impact
 - 21.3% - IH35 Frontage Rd between SH29 & Leander Road
 - 19.8% - Completion of Inner Loop
 - 19.5% - Wolf Ranch Parkway
- 61.8% - Oppose tolling existing roads to improve traffic
- Ranking of transportation options
 - 34.5% Commuter rail service
 - 26.3% HOV lanes to Austin
 - 16.3% Fixed route bus system within Georgetown
 - 16.3% Bus service to Austin



Willingness to raise taxes to fund improvements

- When asked would you.....
 - Increase taxes \$50 annually for new & expanded roads?
 - 48.5% support / 44.1% oppose
 - Increase taxes or fees \$25 annually for public transportation?
 - 58.5% support / 38.3% oppose
 - Increase taxes or fees \$25 annually to expand sidewalks & bike paths
 - 55.1% support / 42.8% oppose



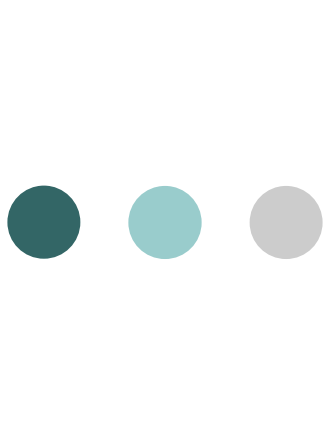
Street Maintenance

- Condition of local streets
 - 77.3% Good/Excellent – 2008
 - 2006 - 74.8% Good/Excellent
- Has maintenance condition improved or gotten worse in last 2 years?
 - 34.5% Improved in 2008
 - 2006 49.6% Improved
 - Only 10.5% Gotten Worse
 - Was 13.5% in 2006



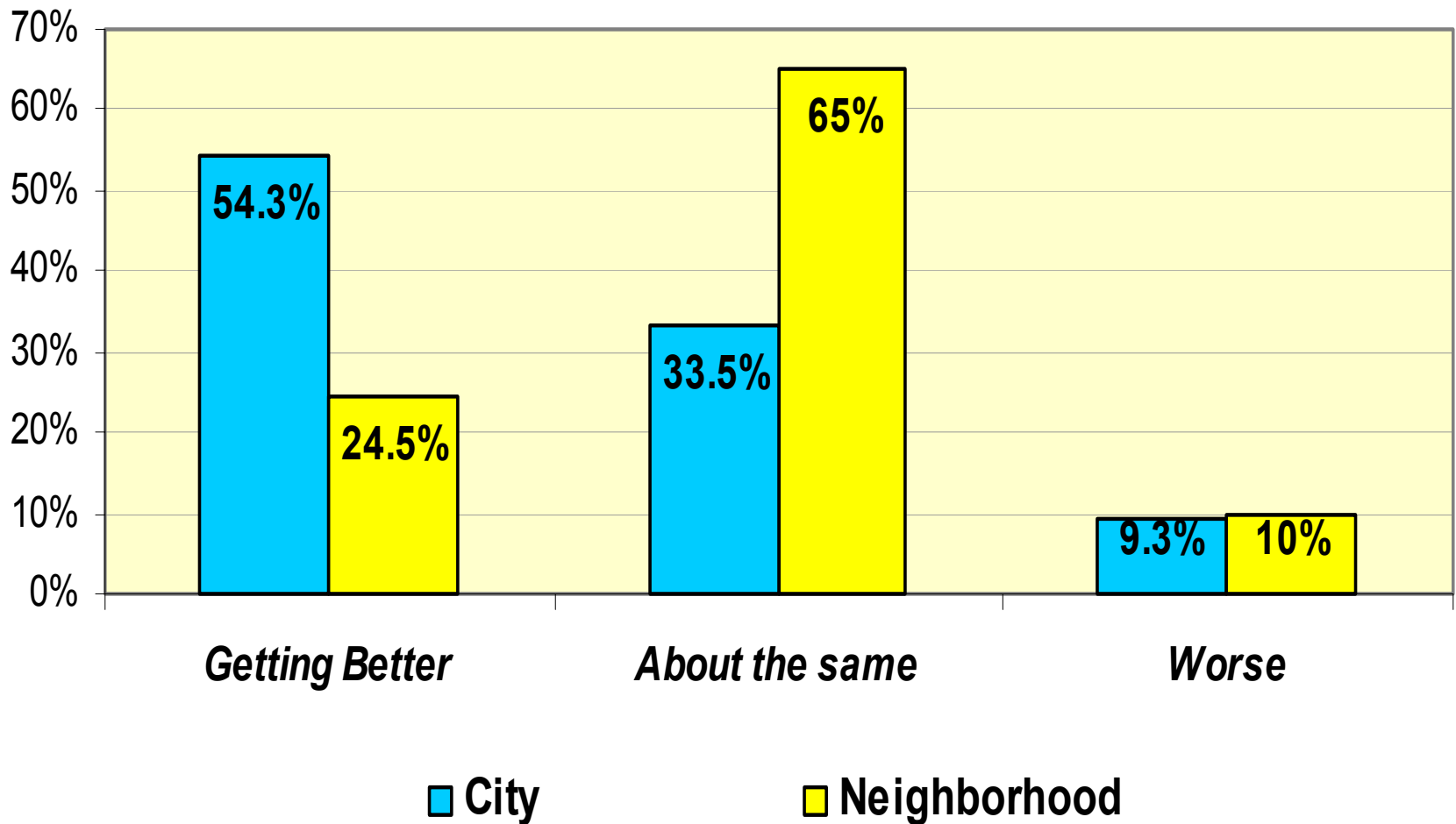
Support of Economic Development Incentives

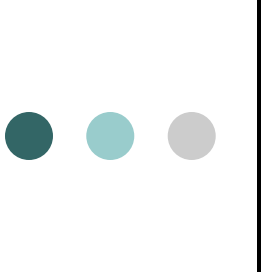
- 22.5 % - Property tax abatements
 - 19.5% in 2006
- 21% Discounted utility service
 - 23.4% in 2006
- 21% Don't know
 - 21.4% in 2006
- 19% Sales tax sharing agreements
 - 21.2% in 2006
- 16.5% Fee Waivers
 - 14.5% in 2006



Focus on
Quality of Life

Is Quality of Life getting better in Georgetown?





Most serious public safety issues effecting.....

- your neighborhood

- 32.8% Traffic violations
- 29.3% Don't know
- 18.7% Pedestrian Safety
- 15.2% Animals running at large

- the City

- 39.8% Traffic violations
- 32.5% Driving under the influence
- 27% Drug abuse
- 26.3% Underage drinking

72.8% Citizens feel "Very Safe"

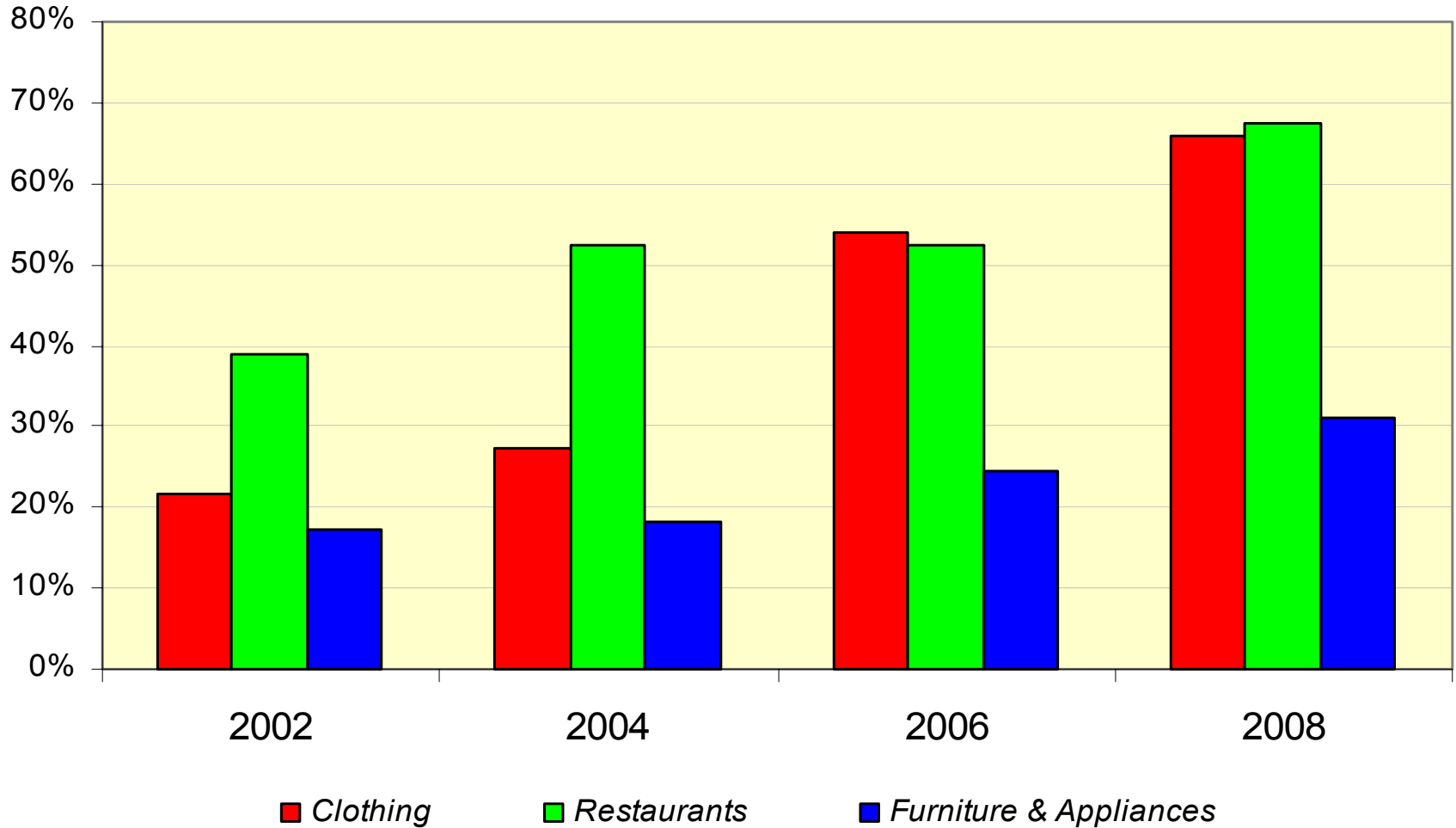
27.3% feel "Safe"



Conservation Efforts

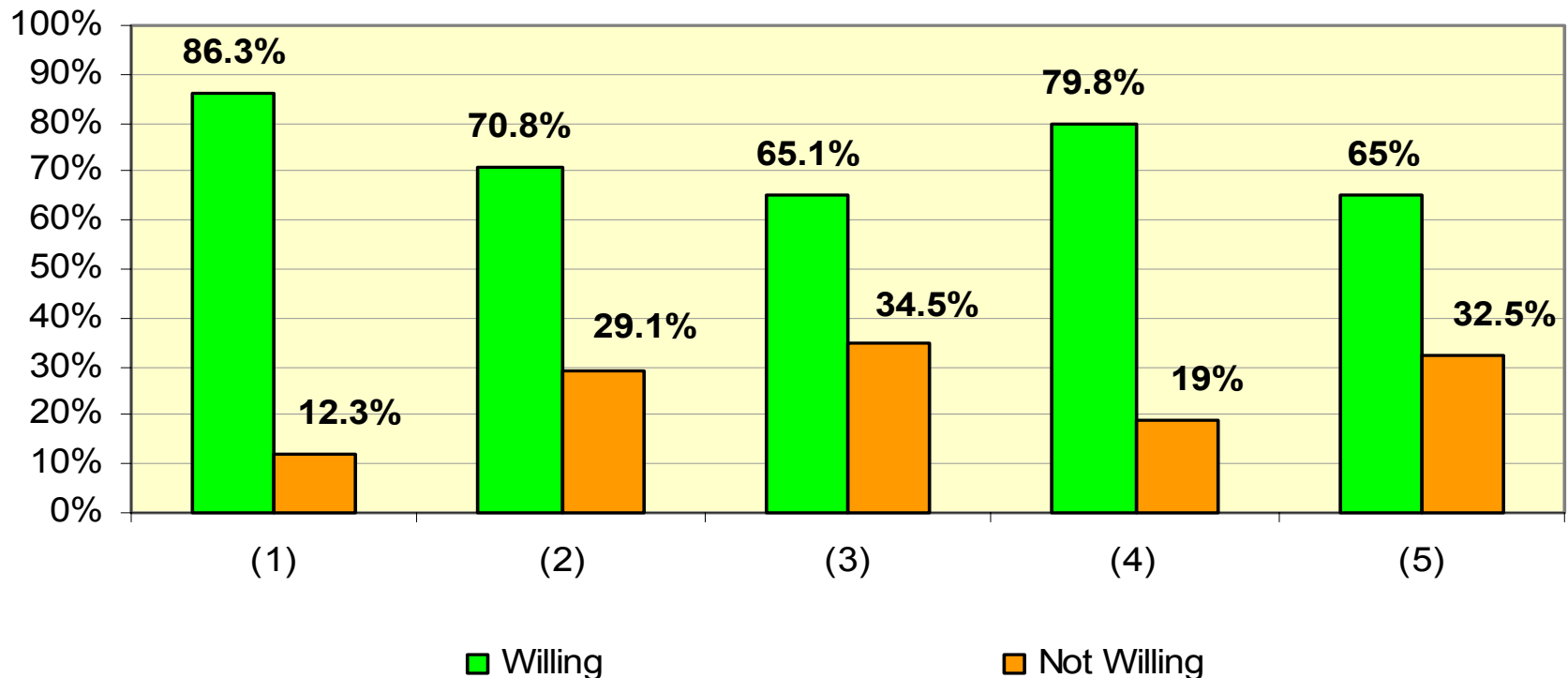
- Expand energy & water efficiency standards for new and renovated housing construction
 - 90.1% Very/Somewhat Important
- Use of curbside recycling
 - 62.5% - Always (66.3% in 2006)
 - 17.5% - Occasionally (14.7% in 2006)

Georgetown Retail Preferences



Willingness to pay \$5 monthly to fund....

- (1) New or improved roads
- (2) New City parks or recreational opportunities
- (3) More green & open spaces
- (4) Added public safety personnel & equipment
- (5) Affordable Housing





How well do we do?

Performance Measures &
Benchmarking



Where do citizens get information about the City?

○ 2008

- 42.8% SUN
- 16.55 City Reporter
- 15.8% City's website
- 14.5% Statesman
- 7% Community Impact Newspaper

○ 2006

- 58.6% SUN
- 13% City's website
- 11.7% Statesman
- 5% Cable access
- 4.2% City Reporter

○ 62.1% say City does excellent/good job of keeping public informed

○ Over 50% access City Website at least monthly

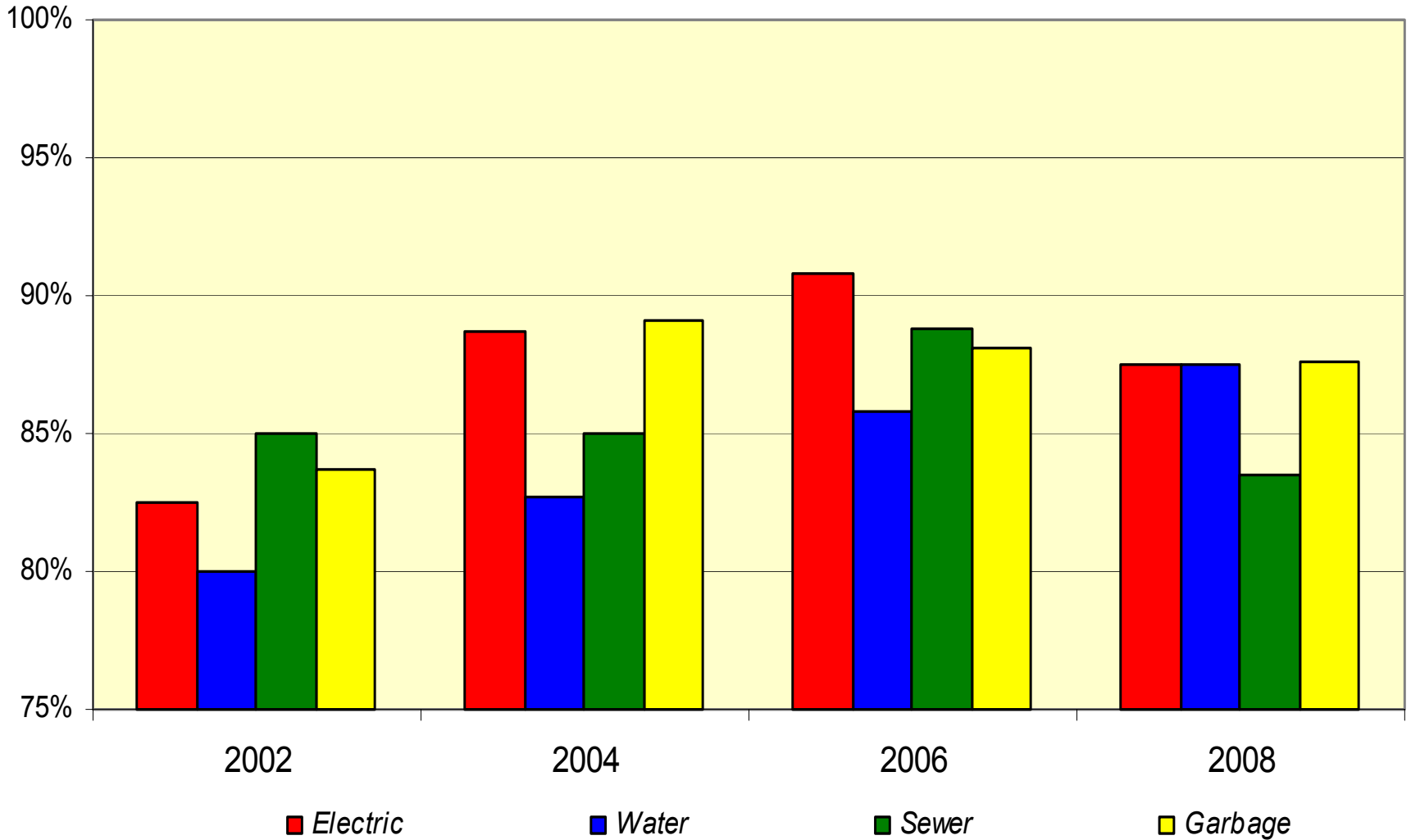


Utility Quality & Reliability

- Results show slight decrease in overall service impacted by
 - Higher electric fuel costs
 - Implementation of Flat Rate Sewer
 - Changes to solid waste cost and services
- Water is highest rated
 - 87.5% 2008 up from 85.8% 2006
- Other utilities slightly lower
 - Electric - 87.5% (from 90.5%)
 - Wastewater – 83.5% (from 88.8%)
 - Garbage – 87.6% (from 88.1%)

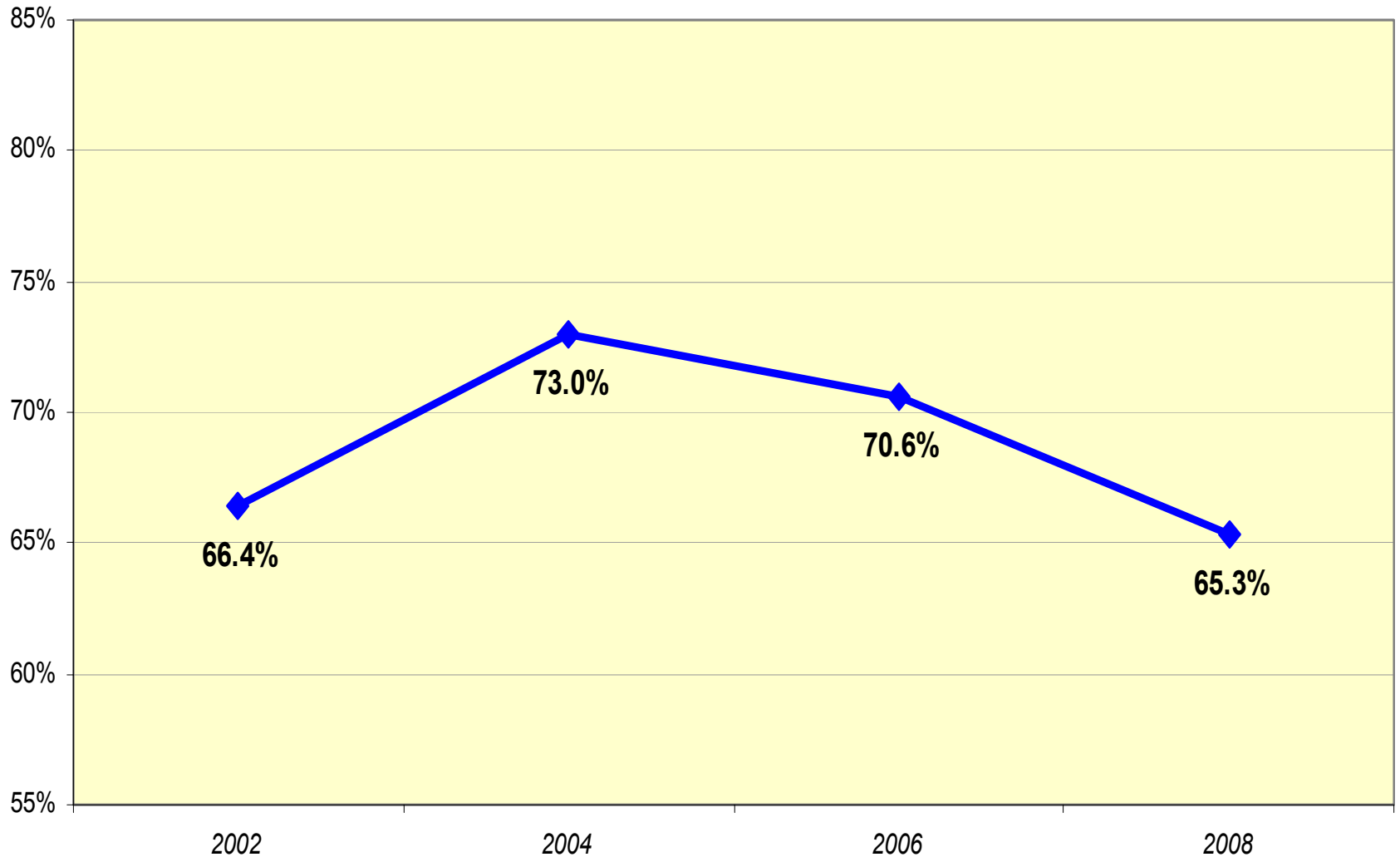
Utilities Quality & Reliability

% Excellent/Good



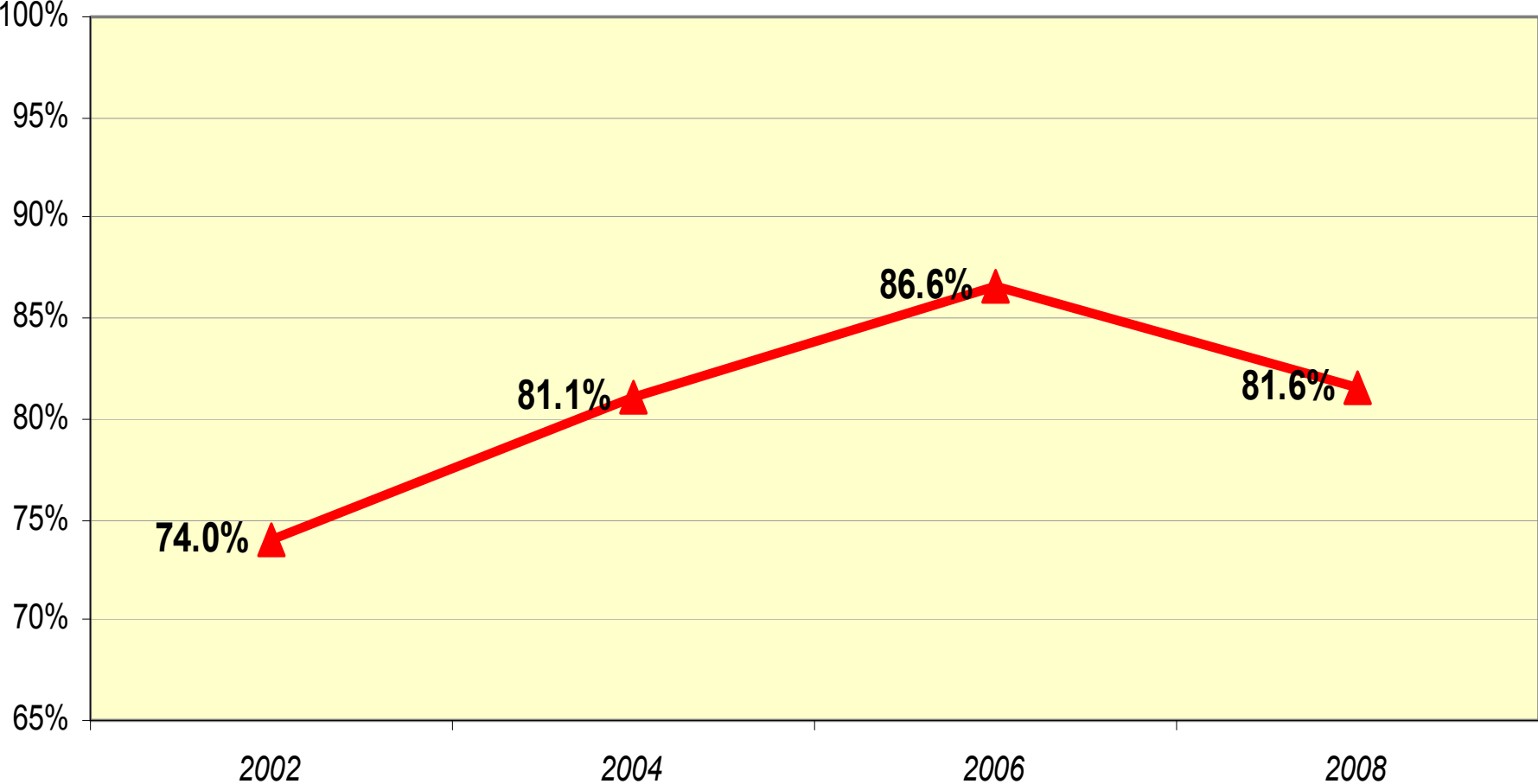
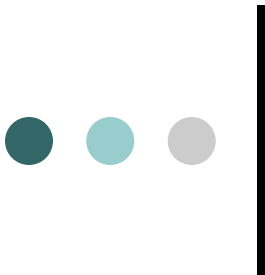
Value for Utility Dollars

% Excellent/Good



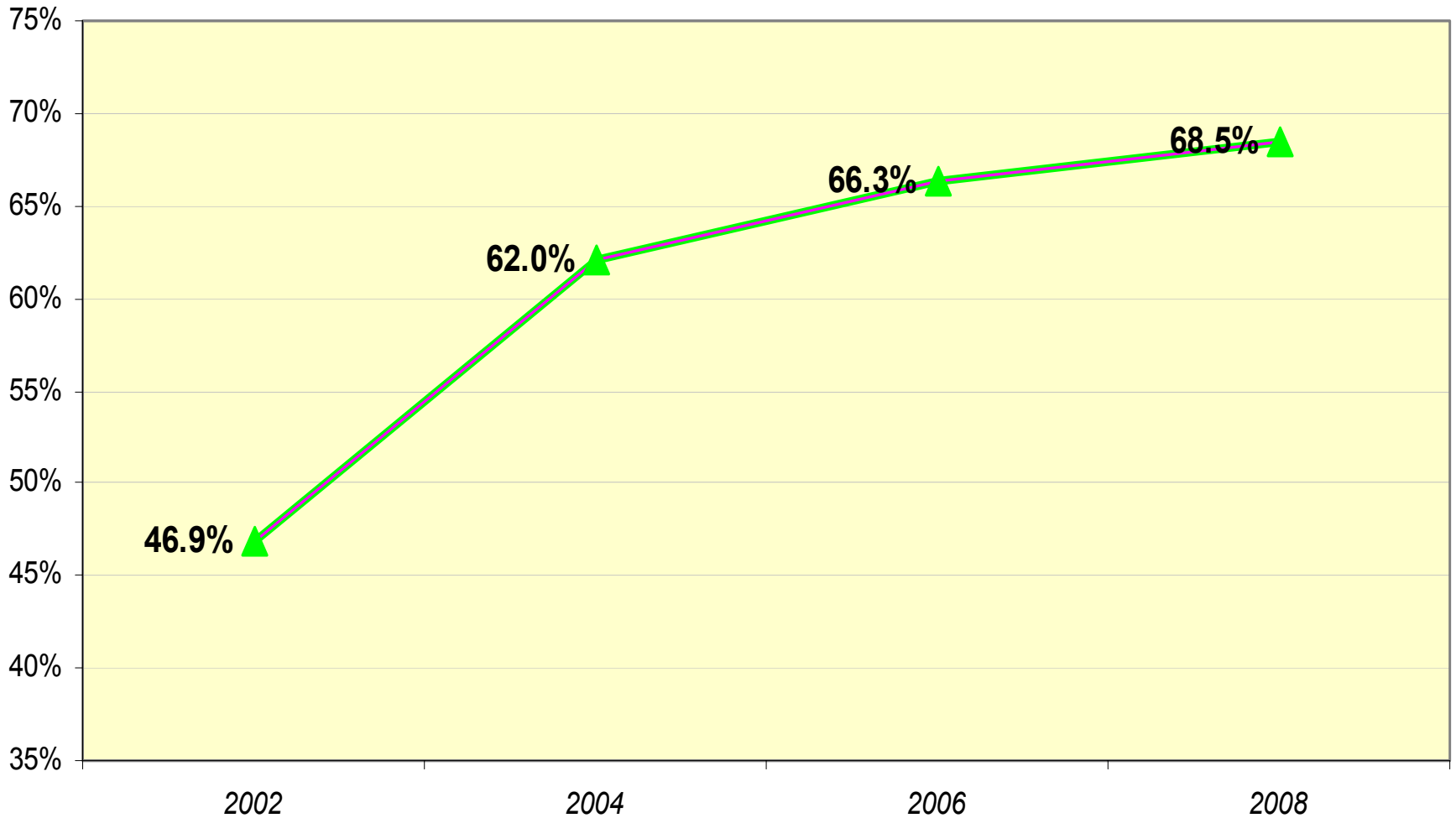
Customer Service

% Excellent/Good



Value for Tax Dollars

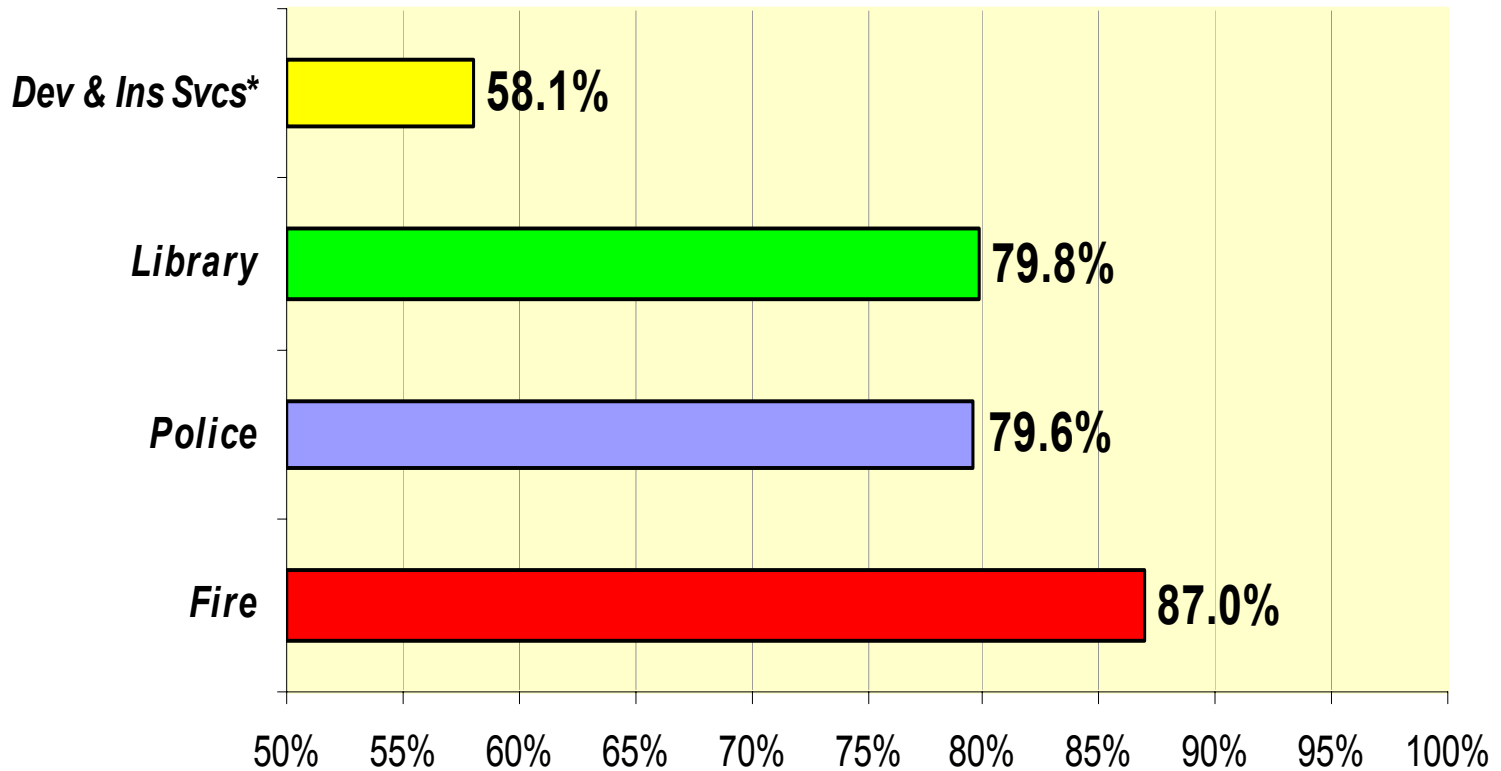
% Excellent/Good



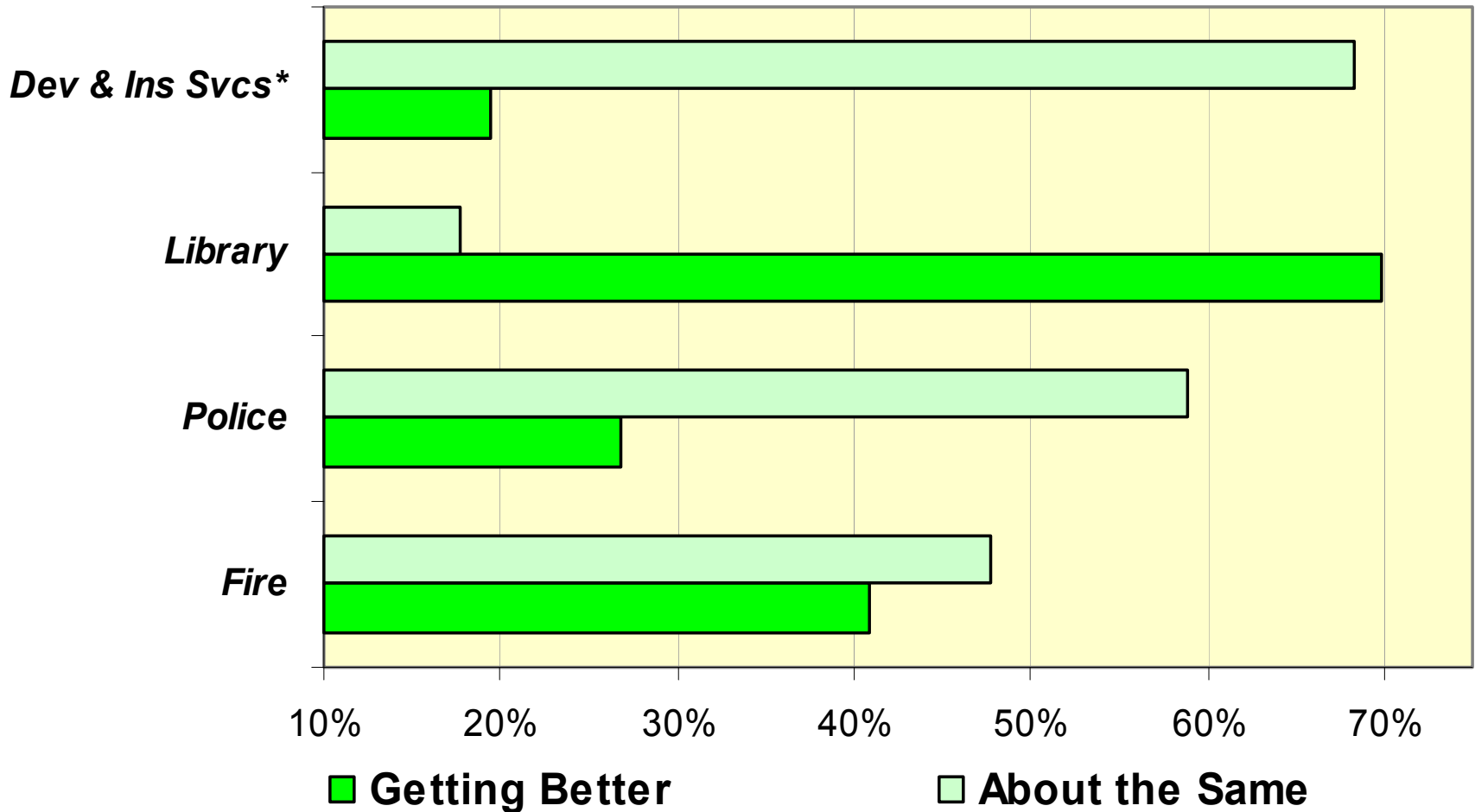


City Services

% Excellent/Good



Is City Service getting better or about the same?





Conclusions

- Traffic continues as biggest quality of life issue
- Concerned about managing growth
- Value & quality of services are within acceptable levels – although lower than 2006
 - Growth has impacted service abilities
 - Support raising taxes to improve services
- Citizens generally pleased with City services and efforts



Questions?