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

- Population:
  - 2002: 30,000
  - 2004: 35,300
  - 2006: 38,265
  - 2008: 44,324

- # of Utility Customers:
  - 2002: 16,939
  - 2004: 18,198
  - 2006: 19,862
  - 2008: 22,784

Graph showing population and utility customers growth from 2002 to 2008.
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?

- Improve Traffic
- Managed Growth
- Public Transportation
- Employment Opportunities
- Affordable Housing
- Entertainment Opportunities
- Greater Retail Selection
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% of respondents:
- 2002
- 2004
- 2006
- 2008

Graph shows the percentage of respondents from 2002 to 2008 for each category.
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?

- **Getting Better**: 54.3% for City, 24.5% for Neighborhood
- **About the same**: 65% for City, 33.5% for Neighborhood
- **Worse**: 9.3% for City, 10% for Neighborhood
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)
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
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<tbody>
<tr>
<td>2002</td>
<td>66.4%</td>
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<tr>
<td>2004</td>
<td>73.0%</td>
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<tr>
<td>2006</td>
<td>70.6%</td>
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<tr>
<td>2008</td>
<td>65.3%</td>
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</tbody>
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Customer Service
% Excellent/Good

2002: 74.0%
2004: 81.1%
2006: 86.6%
2008: 81.6%
Value for Tax Dollars

% Excellent/Good

Year | Excellent/Good
--- | ---
2002 | 46.9%
2004 | 62.0%
2006 | 66.3%
2008 | 68.5%
City Services

% Excellent/Good

- Dev & Ins Svcs*: 58.1%
- Library: 79.8%
- Police: 79.6%
- Fire: 87.0%
Is City Service getting better or about the same?

- **Dev & Ins Svcs**
  - Getting Better: 20%
  - About the Same: 70%

- **Library**
  - Getting Better: 70%
  - About the Same: 10%

- **Police**
  - Getting Better: 30%
  - About the Same: 60%

- **Fire**
  - Getting Better: 40%
  - About the Same: 50%
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?