

# *2019 Community Survey*

## *City of Mesquite, Texas*



Presented by

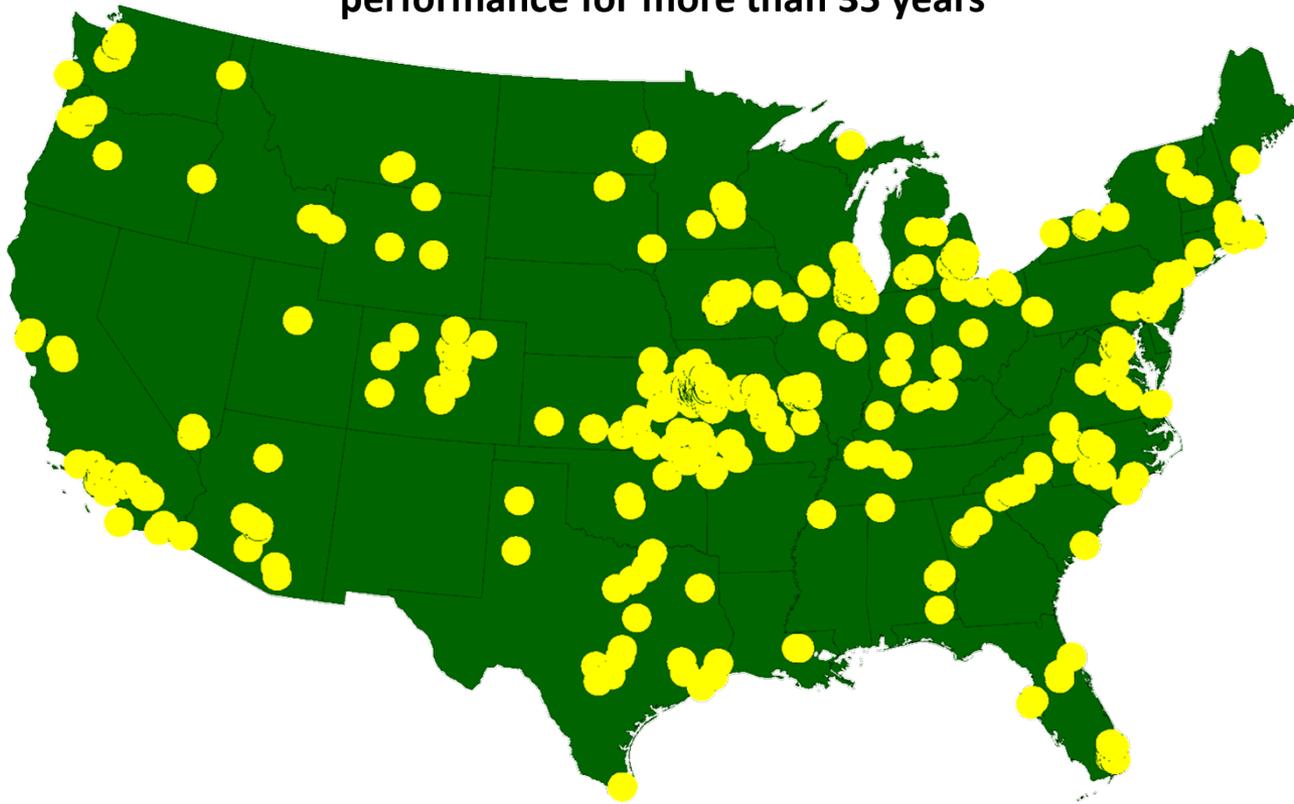


November 2019

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

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More than 2,200,000 Persons Surveyed Since 2009  
for more than 900 cities in 49 States

# Agenda

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

# Purpose

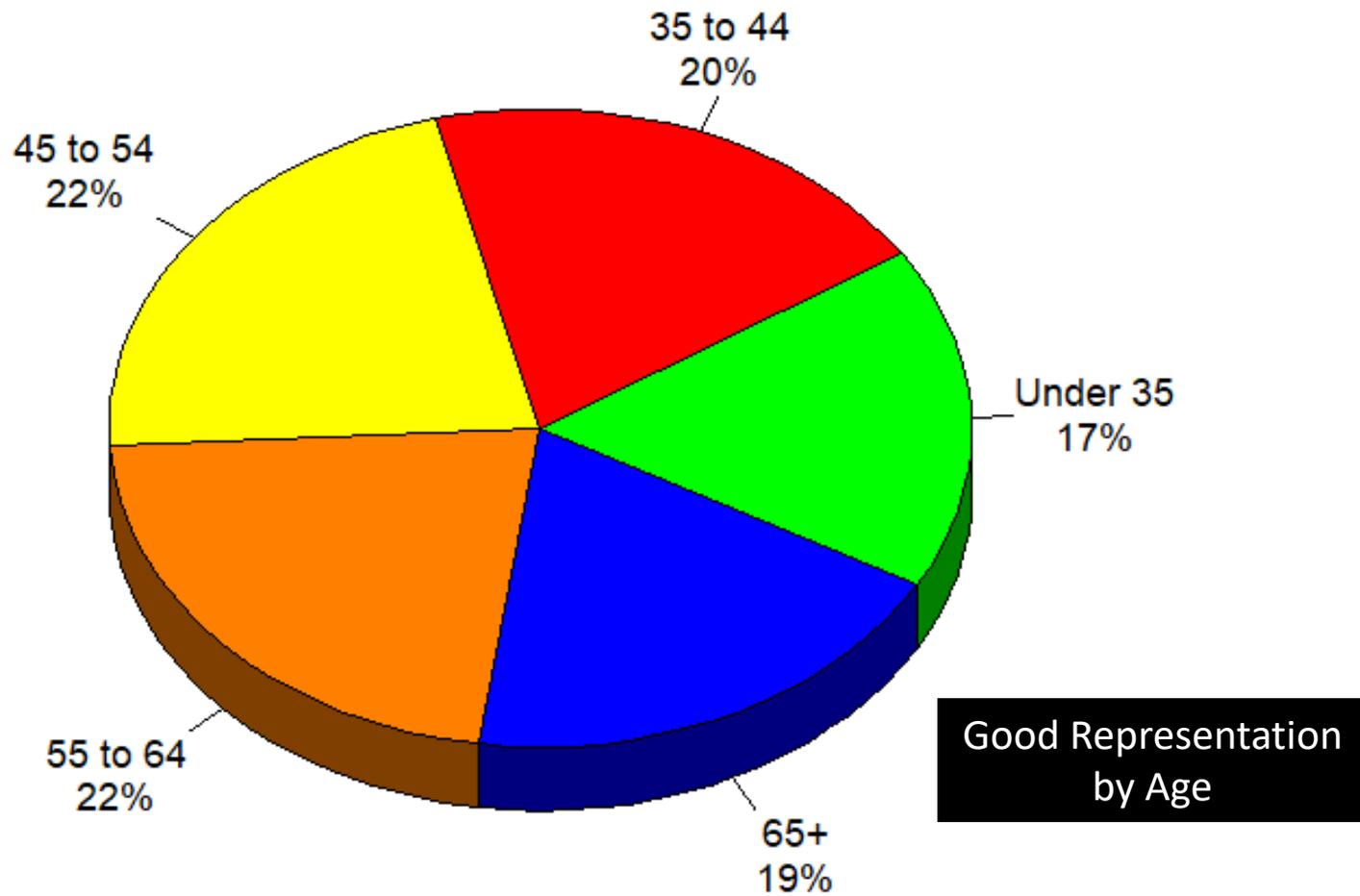
- **To objectively assess citizen satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare Mesquite's performance with other communities regionally and nationally**

# Methodology

- **Survey Description**
  - ❑ seven-page survey; included many of the same questions that were asked on previous surveys
  - ❑ 3<sup>rd</sup> Community Survey conducted for the City
- **Method of Administration**
  - ❑ by mail and online to a random sample of City residents
  - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
  - ❑ 851 completed surveys
  - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 3.3% overall

# Q40. Demographics: What is your age?

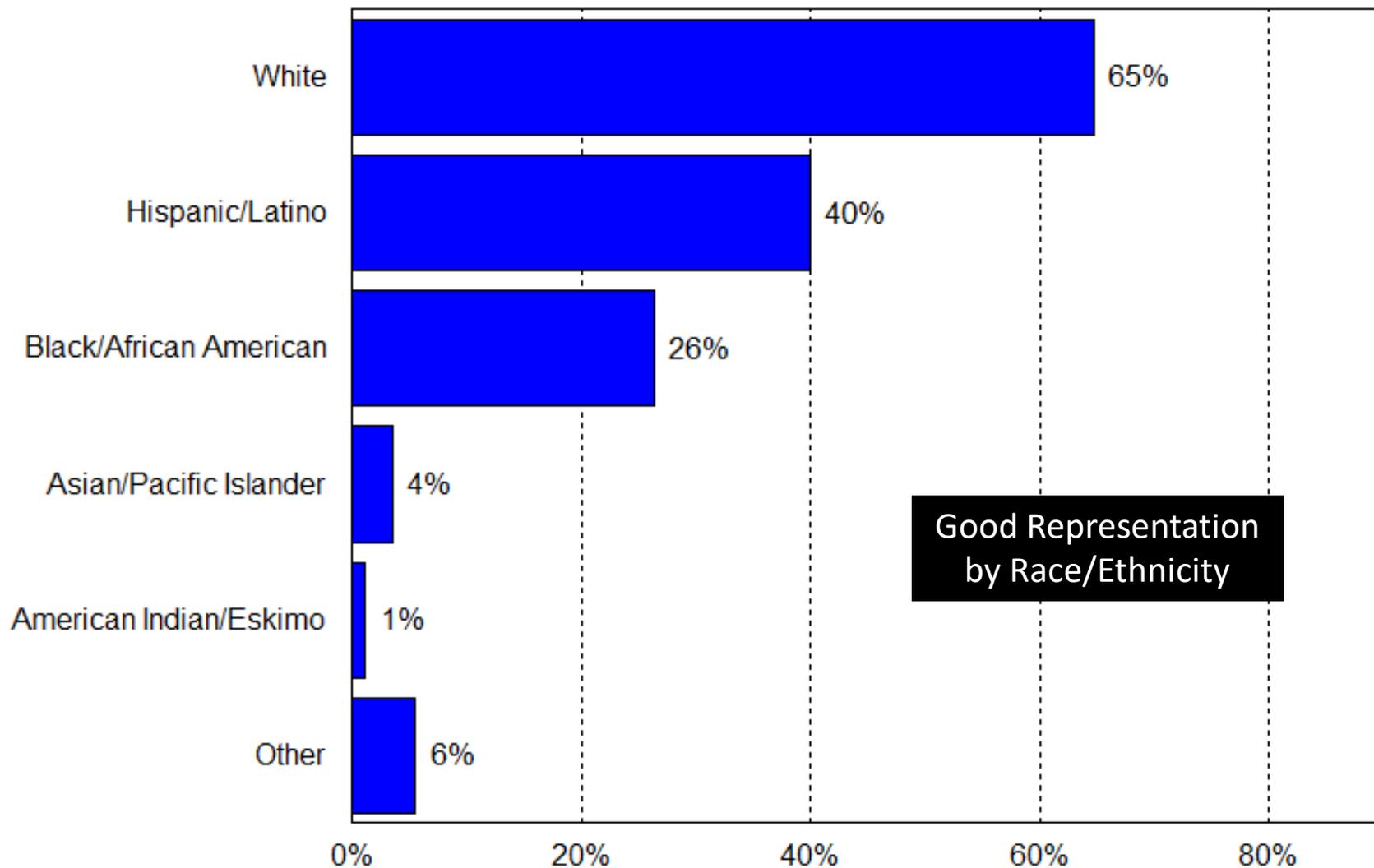
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

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

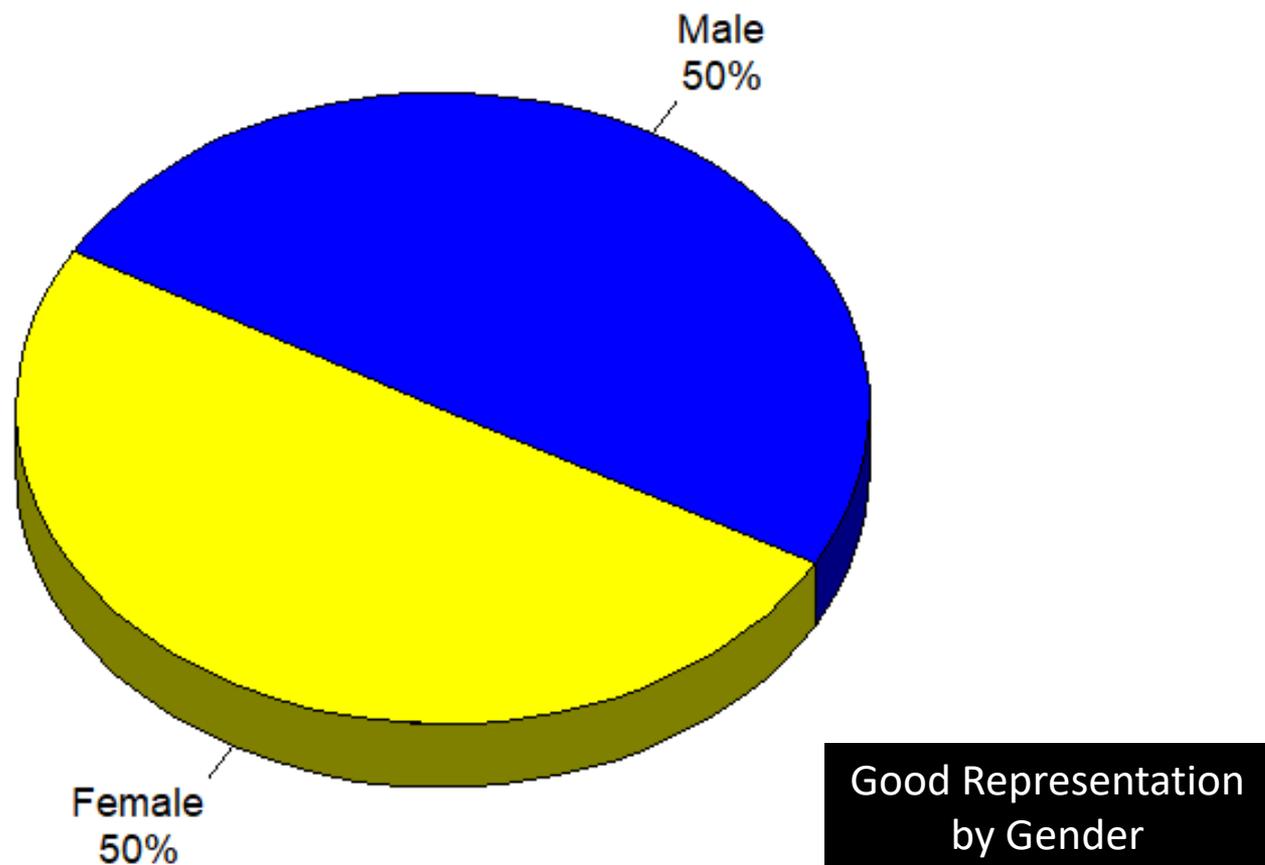
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

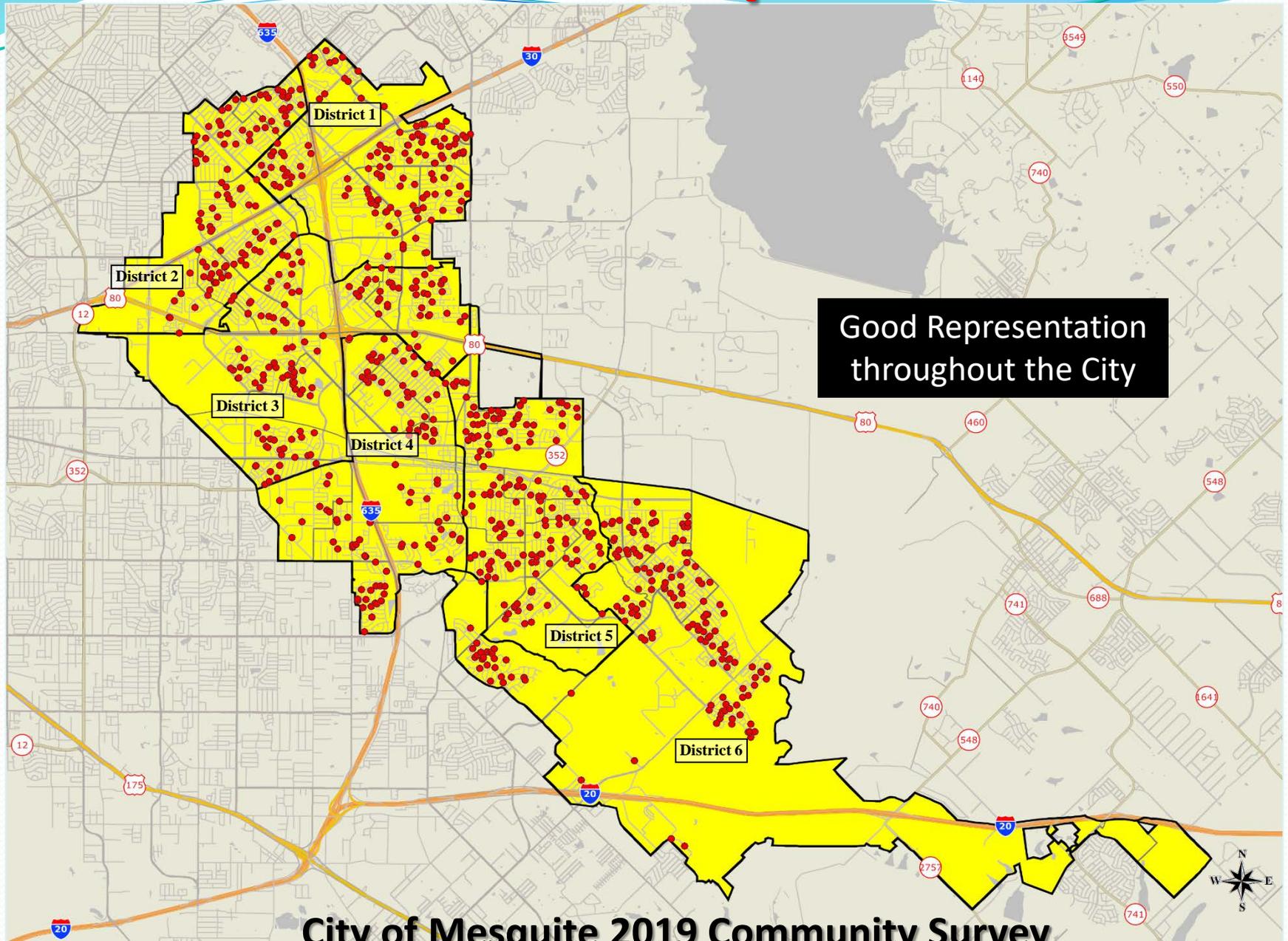
## Q48. Demographics: Gender

by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

# Location of Respondents



# Bottom Line Up Front

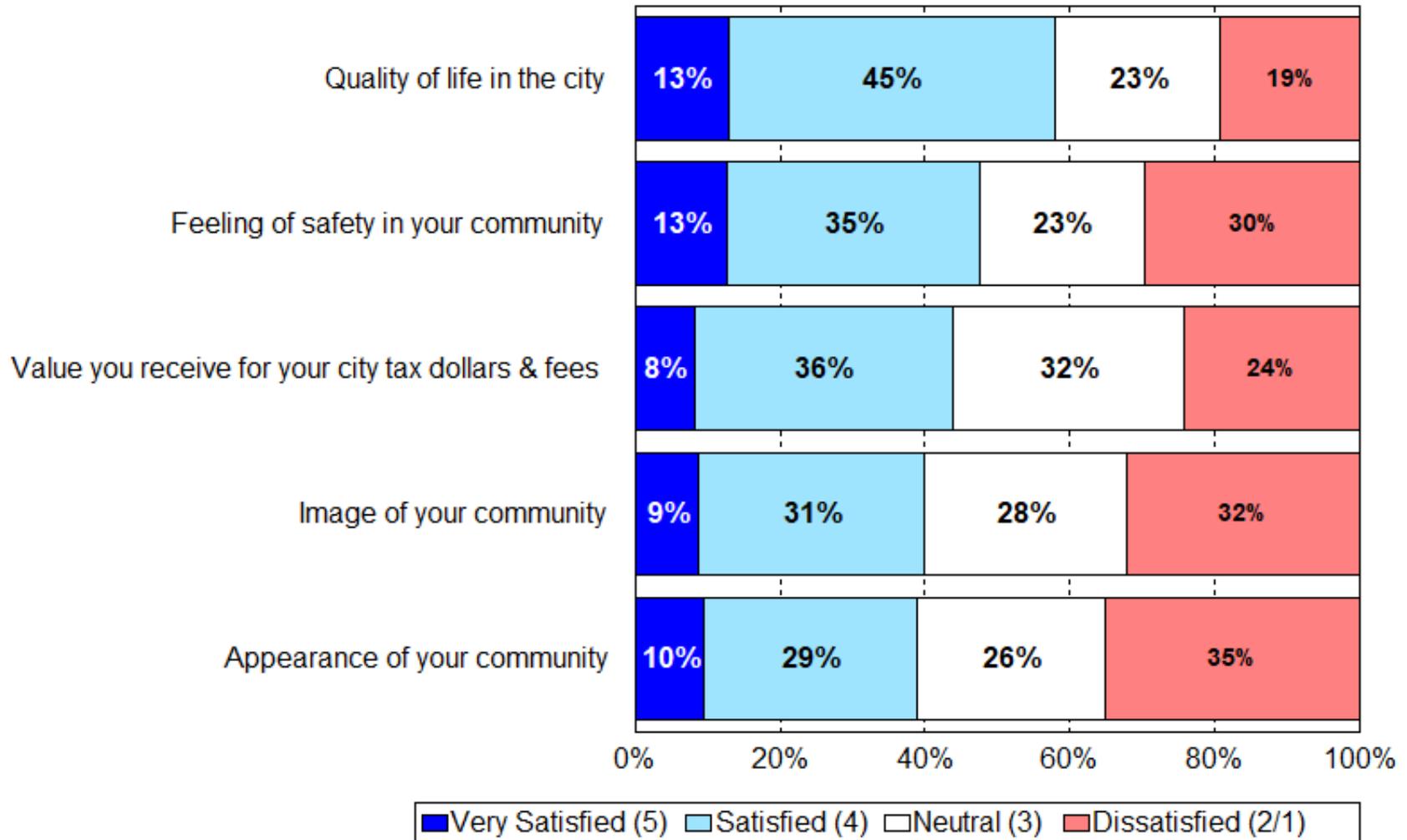
- **Mesquite Rates Higher Than Other Communities in the Value Residents Receive for City Tax Dollars and Fees**
  - ❑ Mesquite rates 14% above the Texas Average and 7% above the U.S. Average in the value residents receive for City taxes and fees
- **Mesquite Rates Higher Than Other Communities in Providing Customer Service**
  - ❑ Mesquite rates 23% above the Texas Average and 21% above the U.S. Average in customer service provided by City employees
- **Top Priorities for City Services:**
  - ❑ Maintenance of City Streets/Sidewalks
  - ❑ Enforcement of Codes/Ordinances
  - ❑ Public Safety Services (Police, Fire, Ambulance)
- **Top Issues Facing the City Over the Next 5 Years:**
  - ❑ Public Safety
  - ❑ Street Maintenance
  - ❑ Neighborhood Vitality

# *Topic #1*

## Perceptions of the City

# Q1. Satisfaction with Items That Influence Perceptions of the City

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

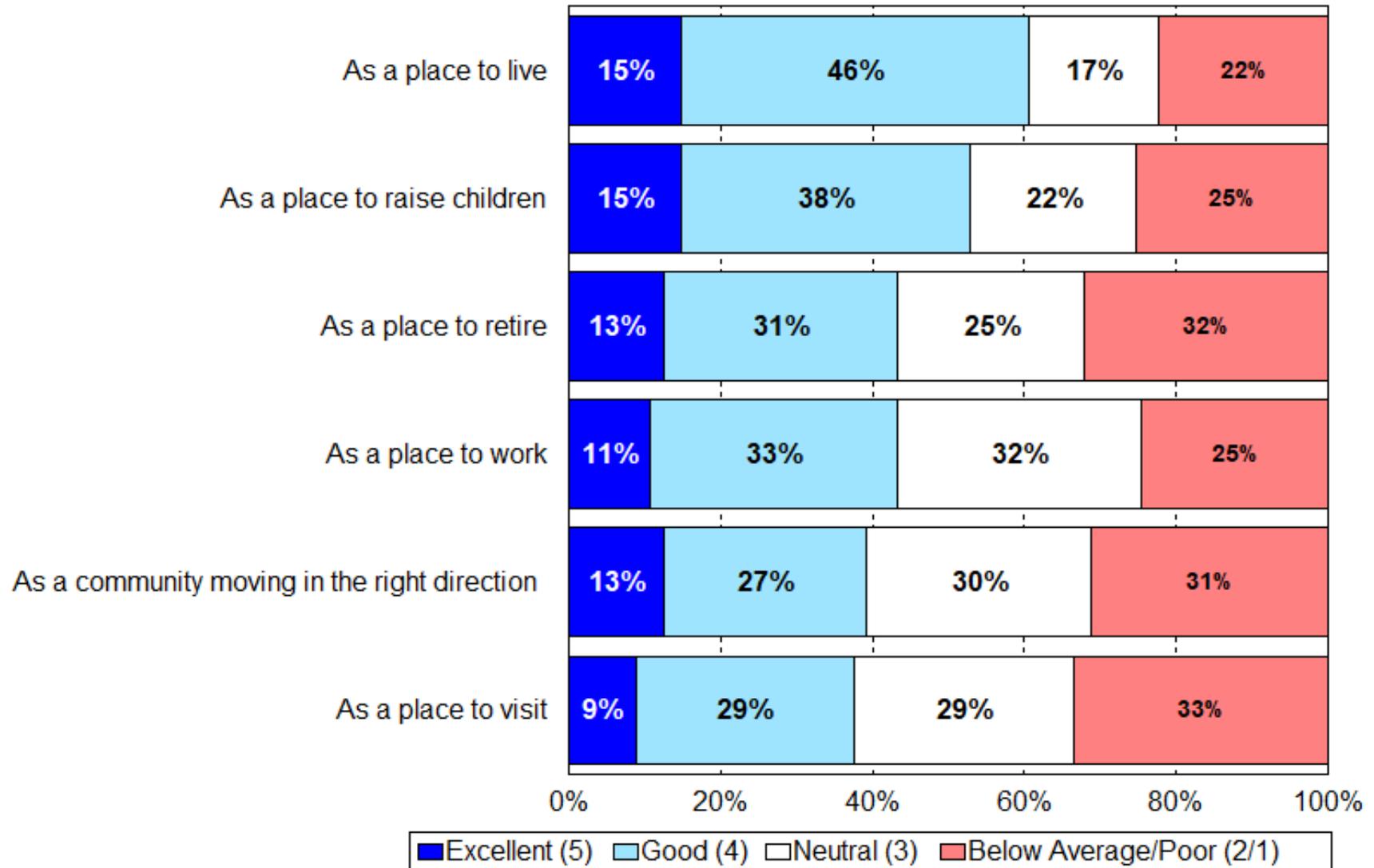


Source: ETC Institute (2019)

**Nearly a 2-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (44% vs. 24%) with the Value They Receive for City Taxes and Fees**

## Q2. Quality of Life in Mesquite

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

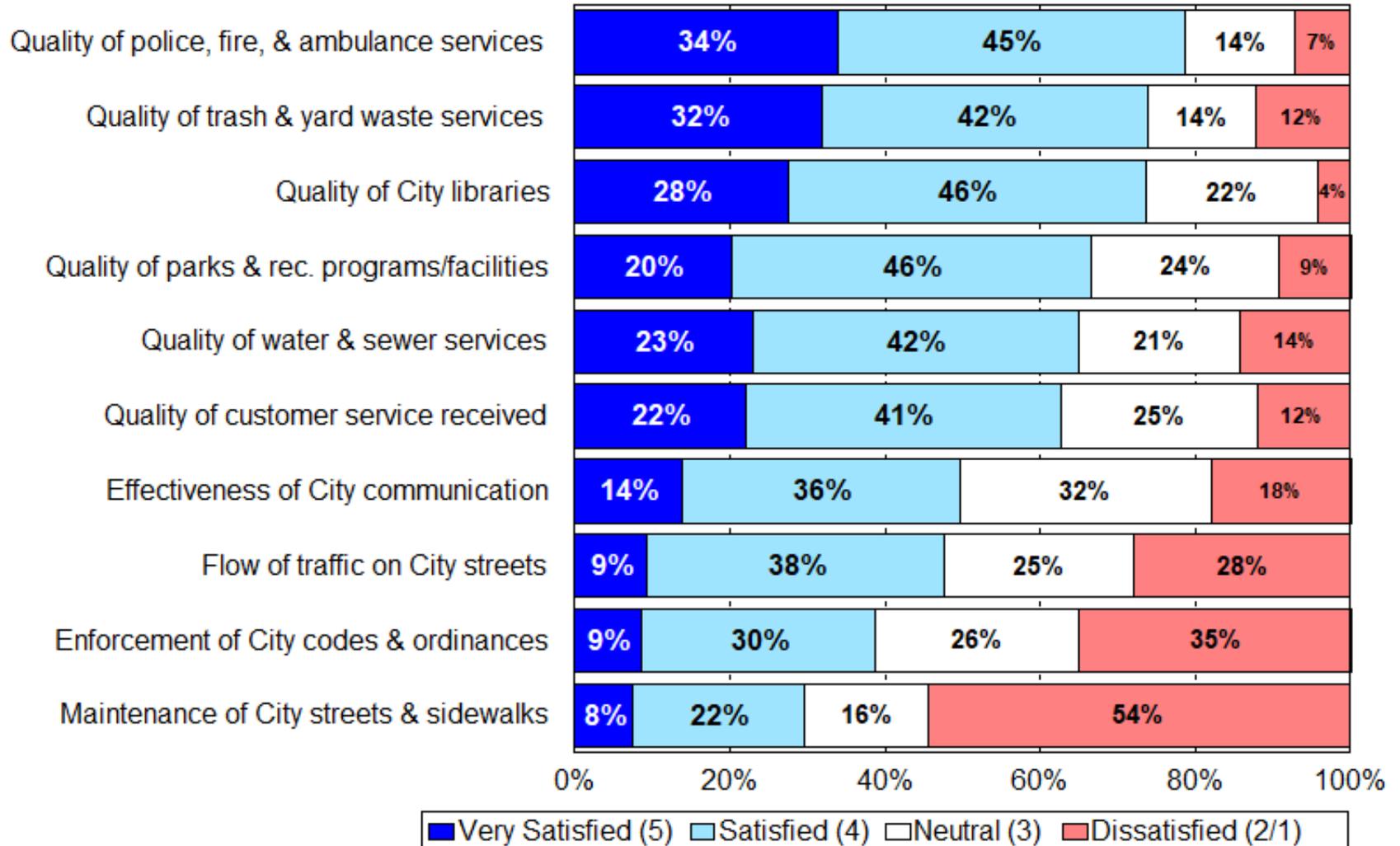


Source: ETC Institute (2019)

**61% of Residents Feel the City Is an Excellent or Good Place to Live;  
22% Gave a Rating of Below Average or Poor**

# Q3. Overall Satisfaction with City Services by Major Category

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



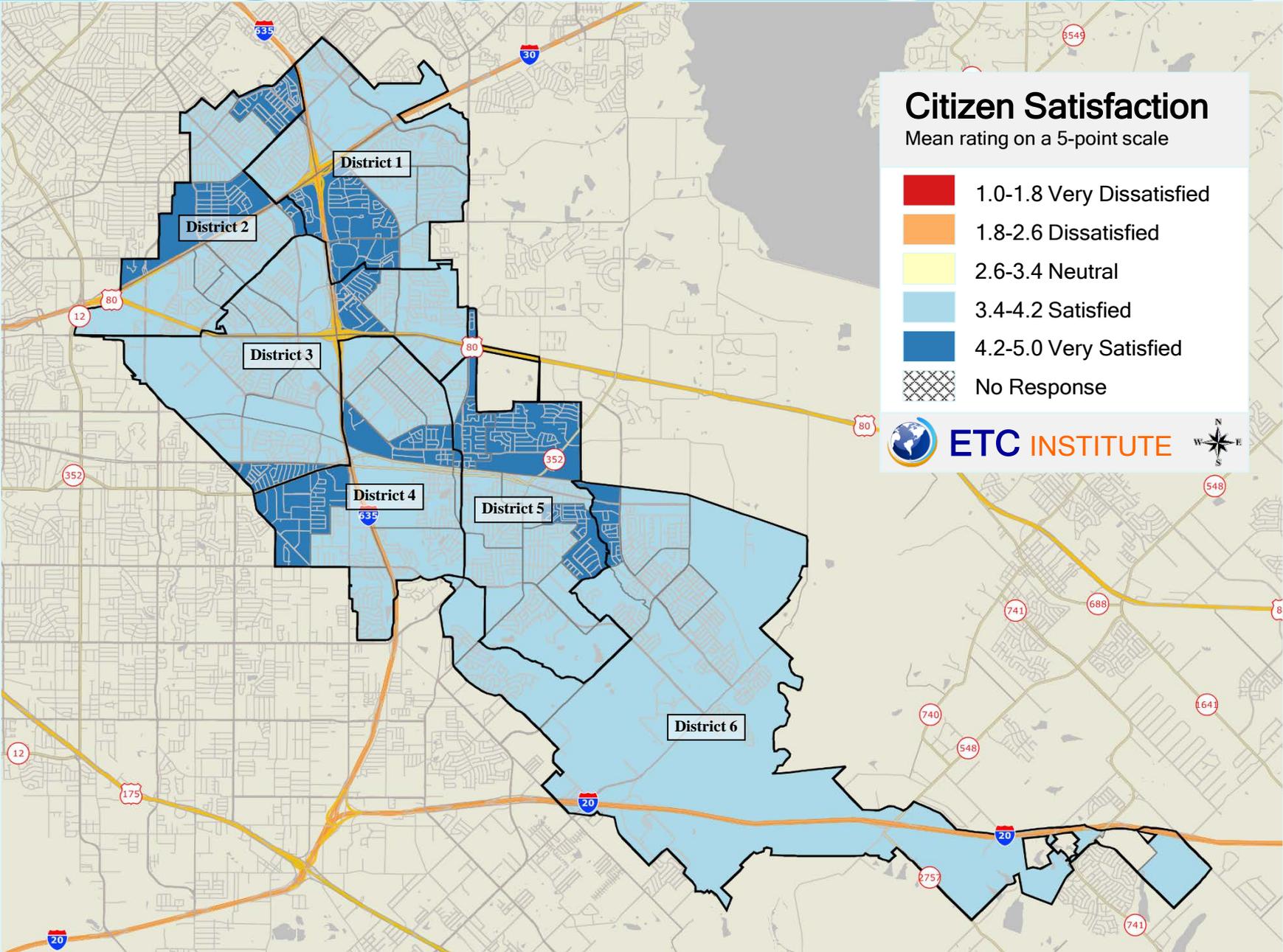
Source: ETC Institute (2019)

**Most Areas Received High Ratings, But There Are Concerns with Maintenance of City Streets/Sidewalks and Enforcing Codes/Ordinances**

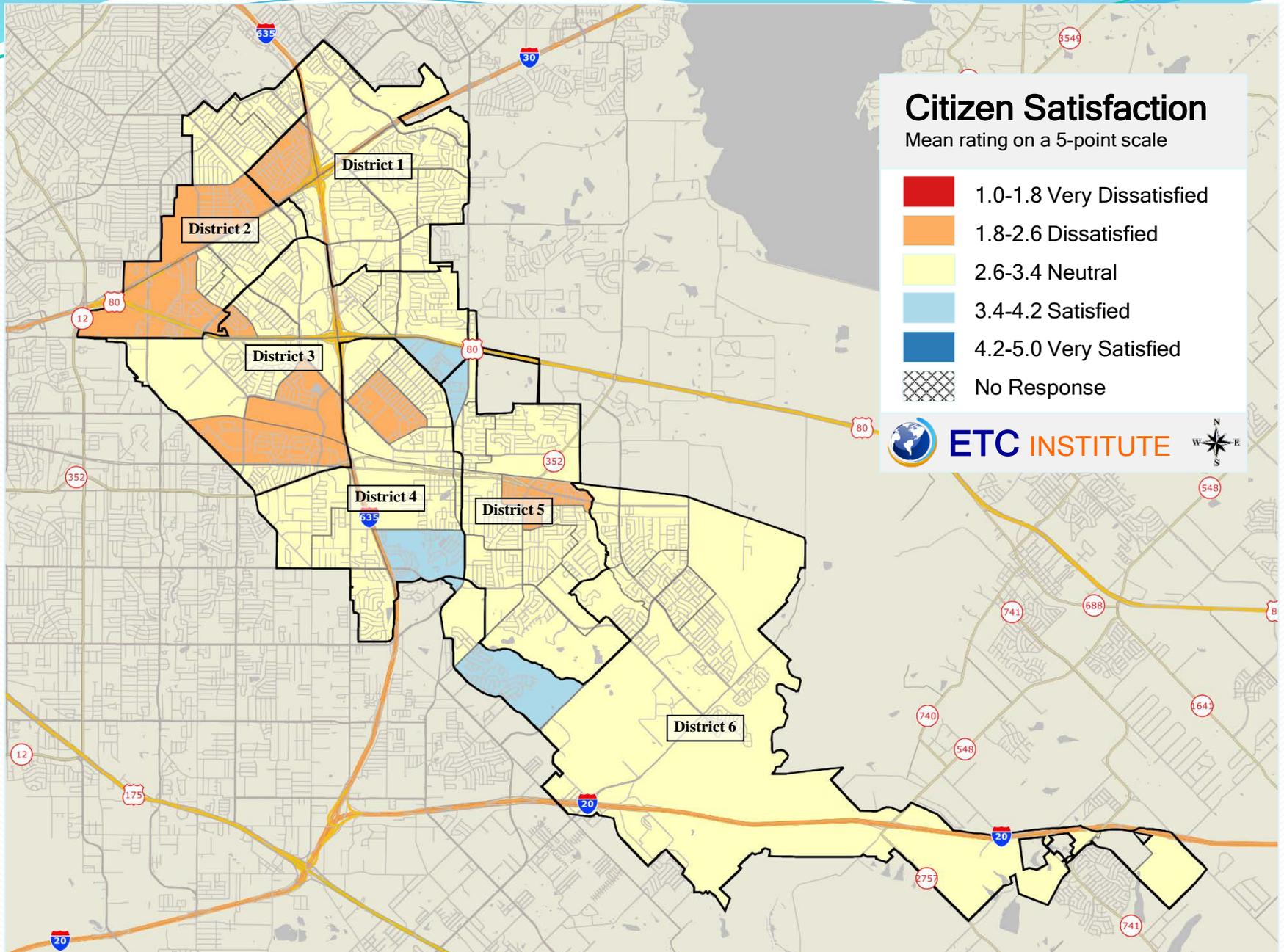
## **Topic #2**

# **Satisfaction Ratings by Geographic Area**

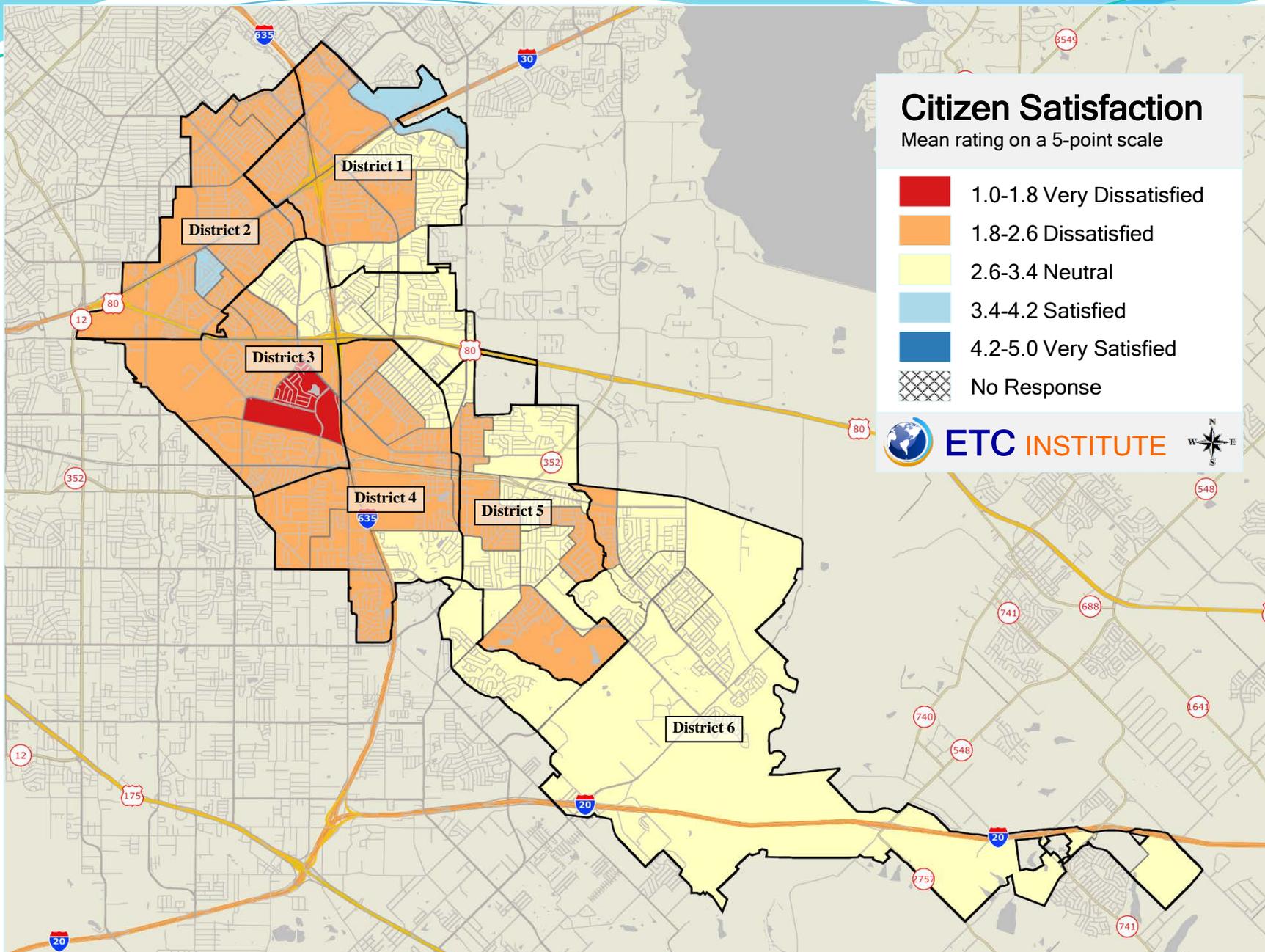
# Overall Quality of Police, Fire, and Ambulance Services



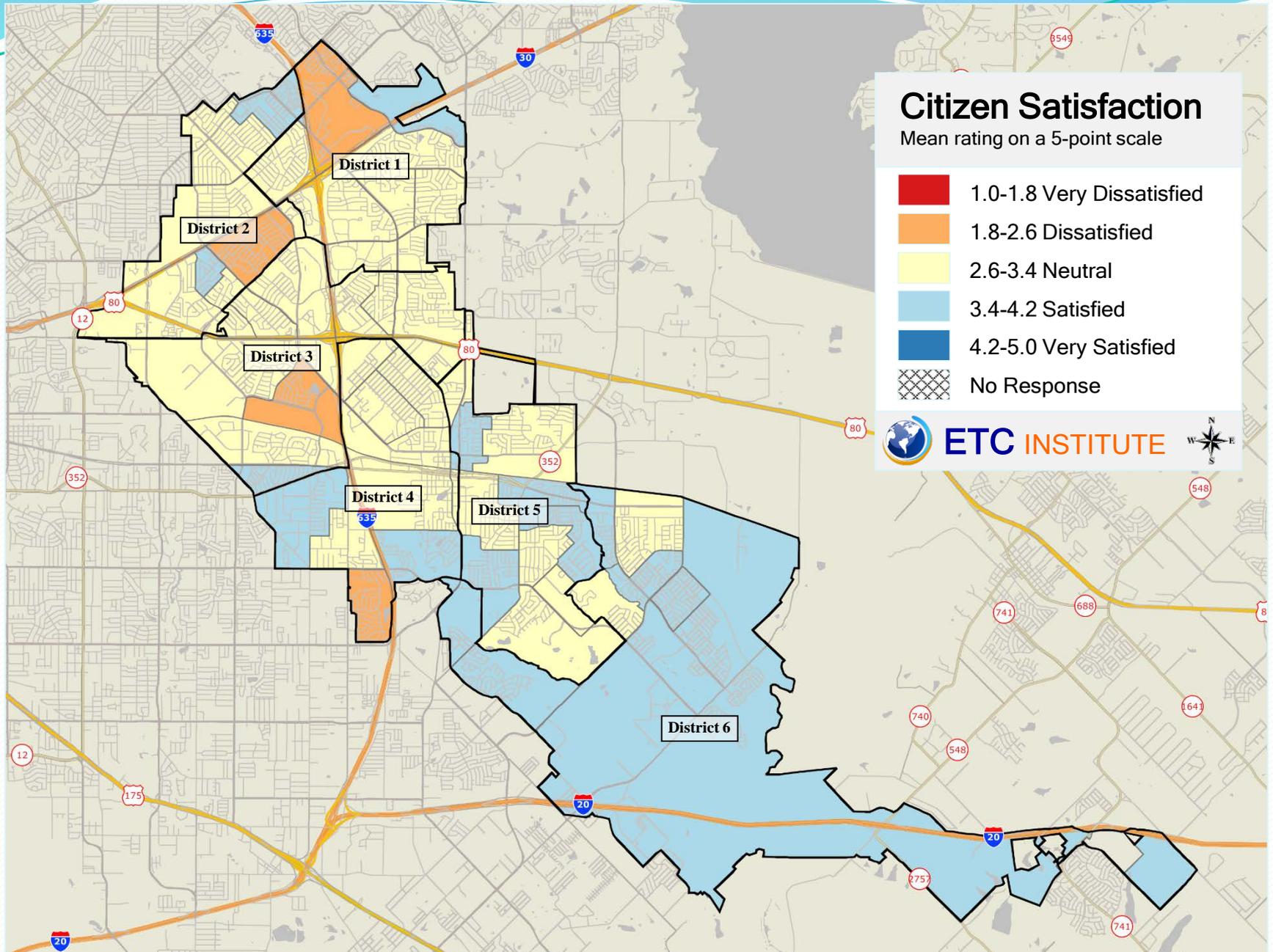
# Overall Enforcement of Codes and Ordinances



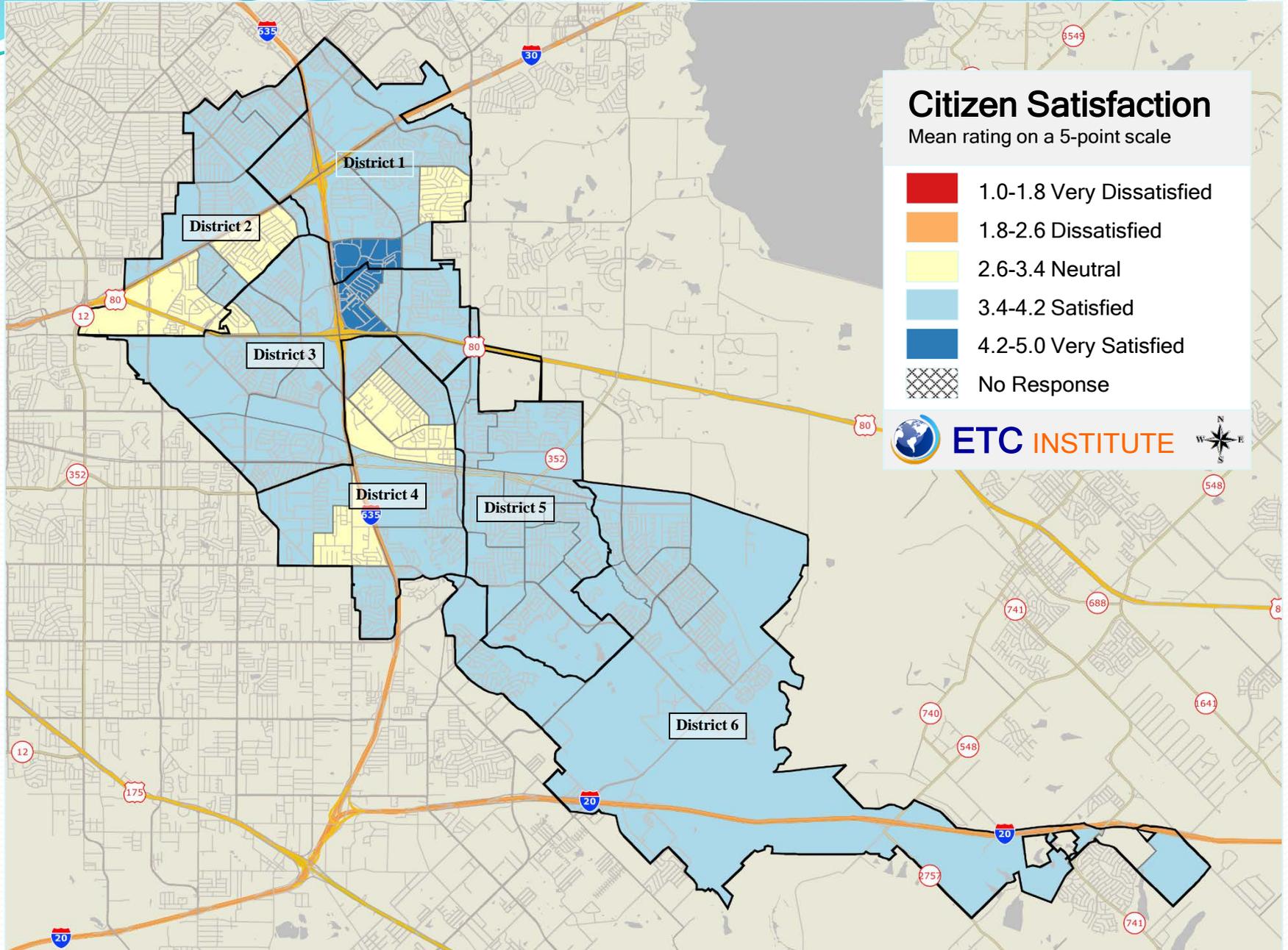
# Overall Maintenance of City Streets/Sidewalks



# Overall Flow of Traffic of City Streets



# Overall Quality of Customer Service Received from City Employees

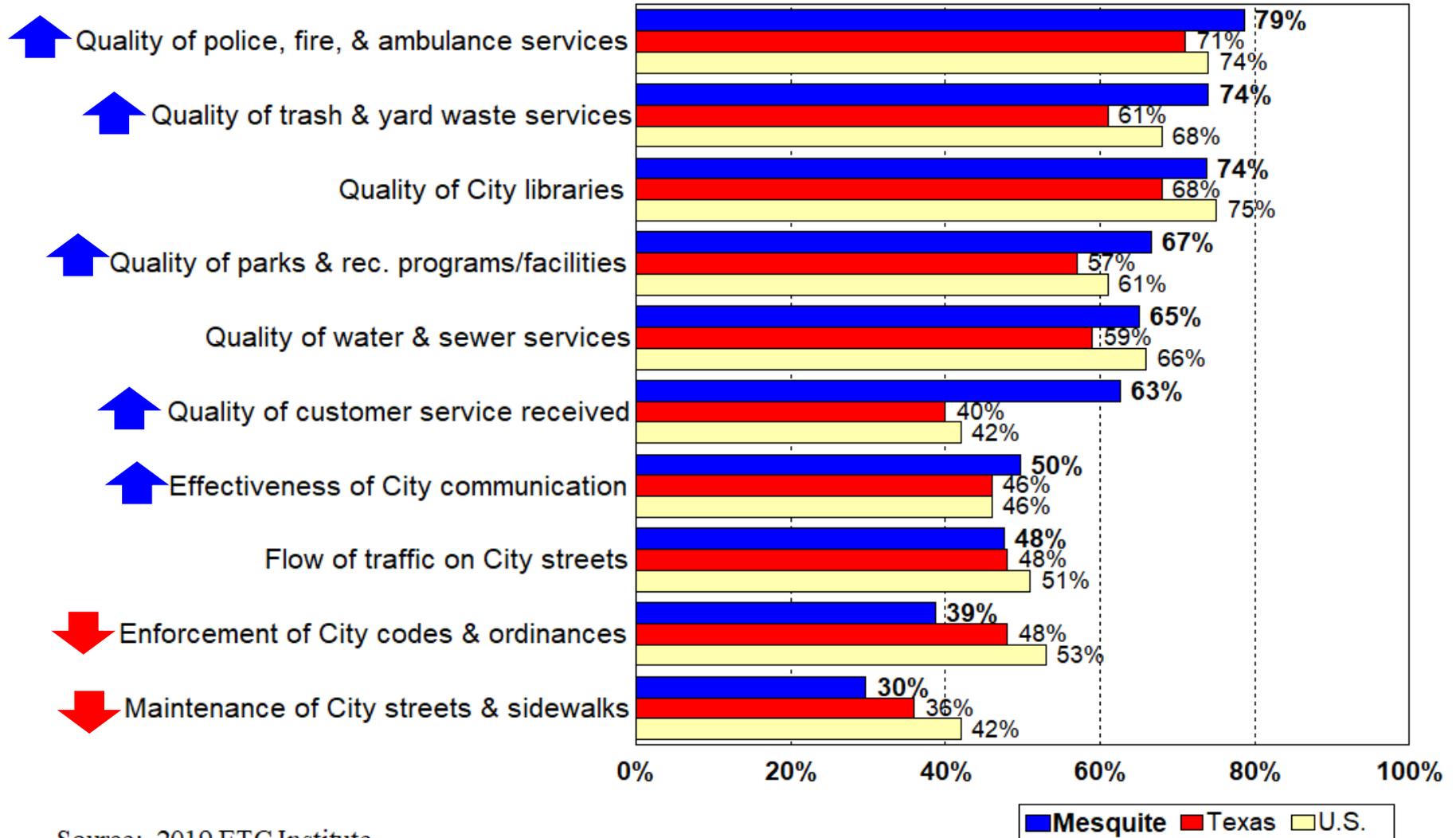


## **Topic #3**

# **Comparisons to Other Communities**

# Overall Satisfaction with Major City Services Mesquite vs. Texas vs. the U.S.

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



Source: 2019 ETC Institute

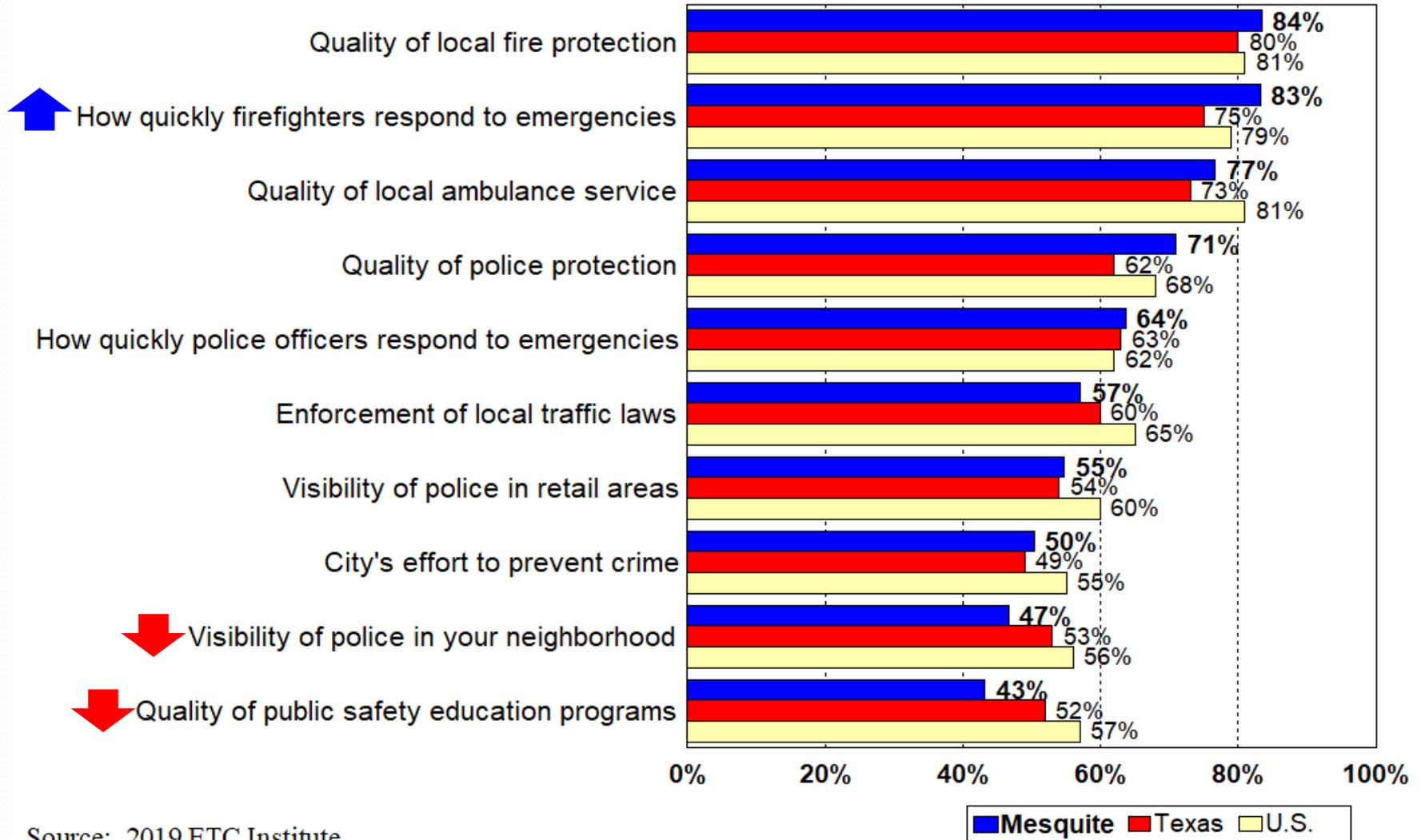
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Satisfaction with Public Safety Services

## Mesquite vs. Texas vs. the U.S.

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



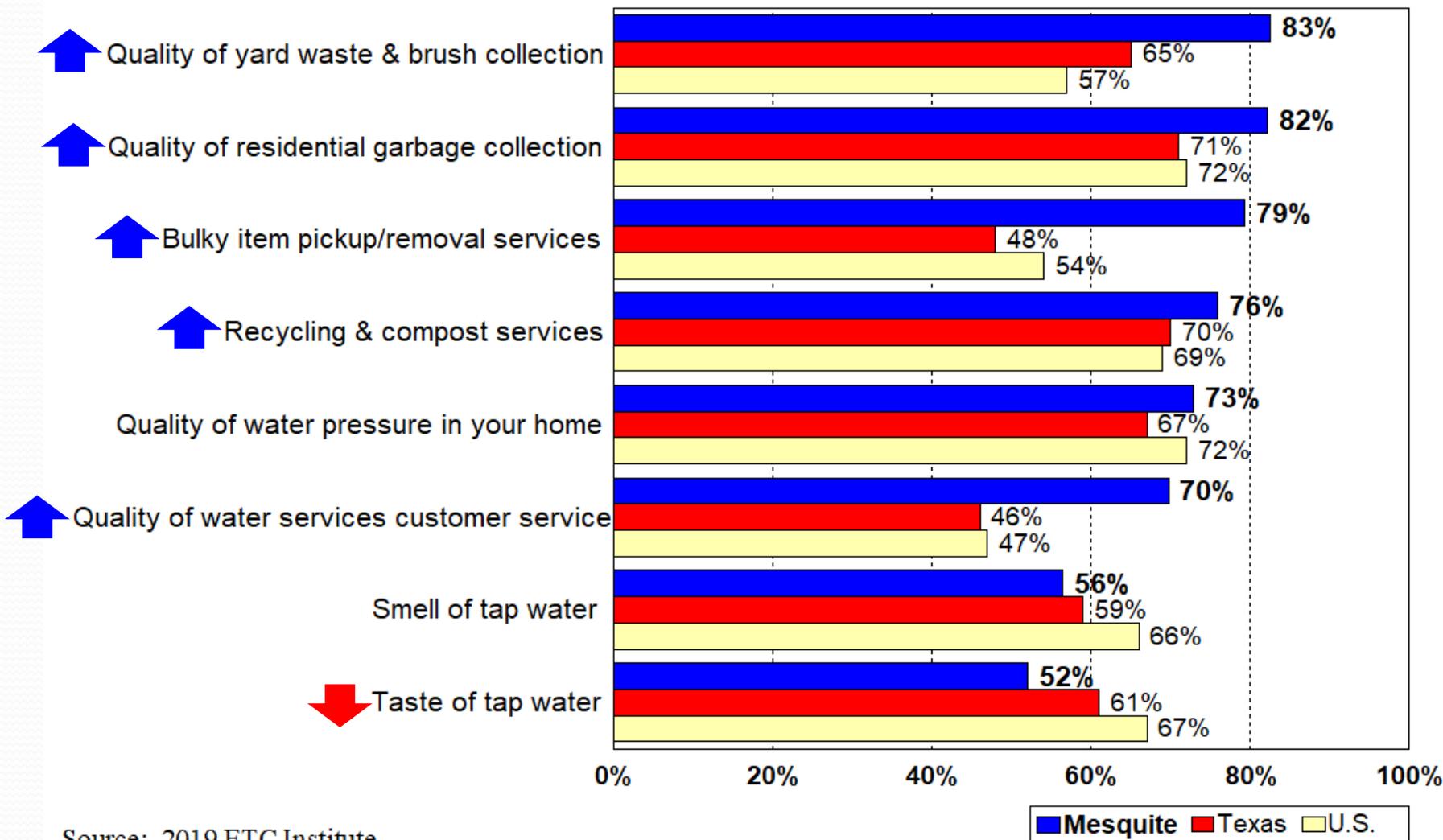
Source: 2019 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

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

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

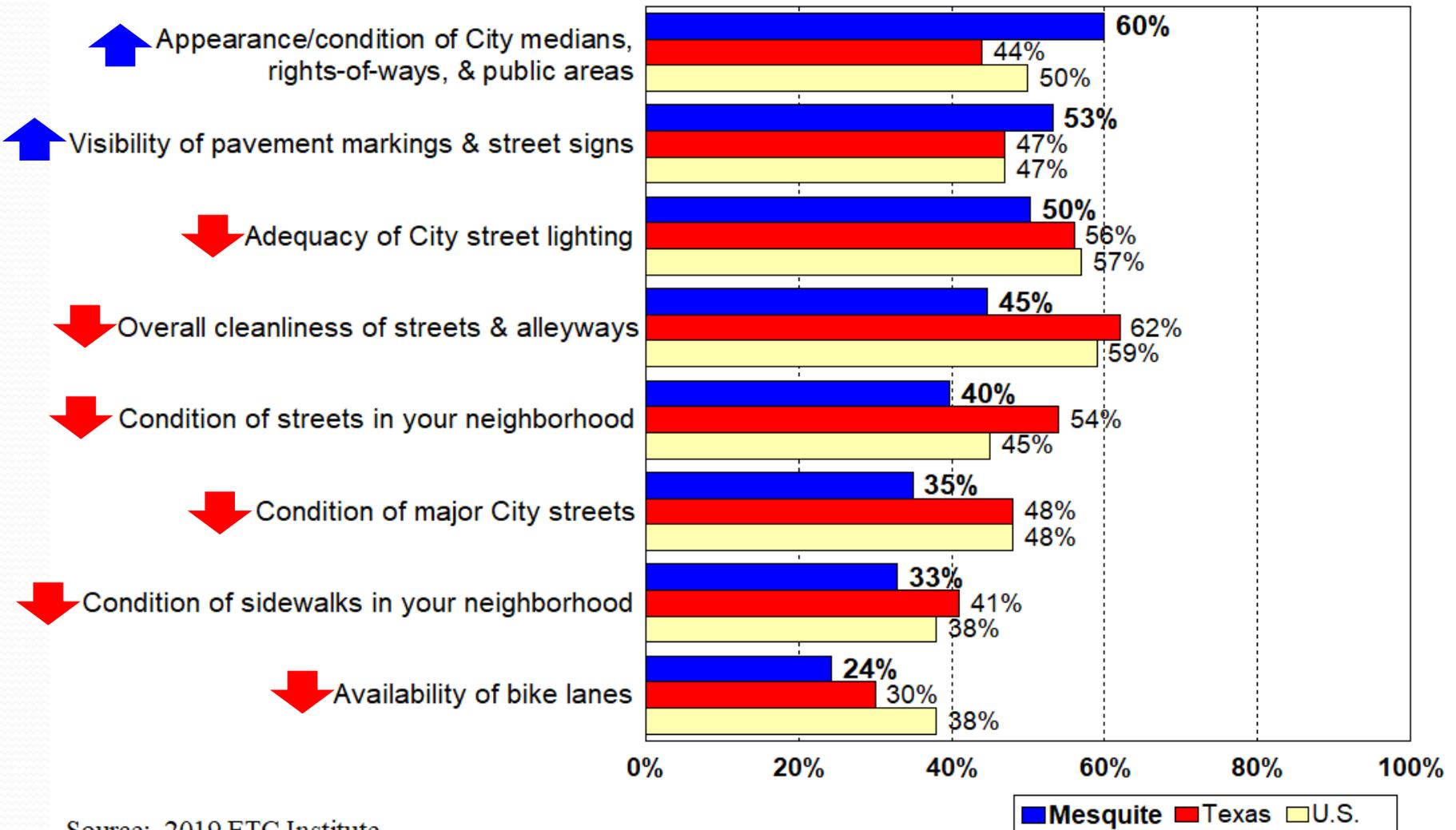


**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Satisfaction with Maintenance & Appearance of the City Mesquite vs. Texas vs. the U.S.

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



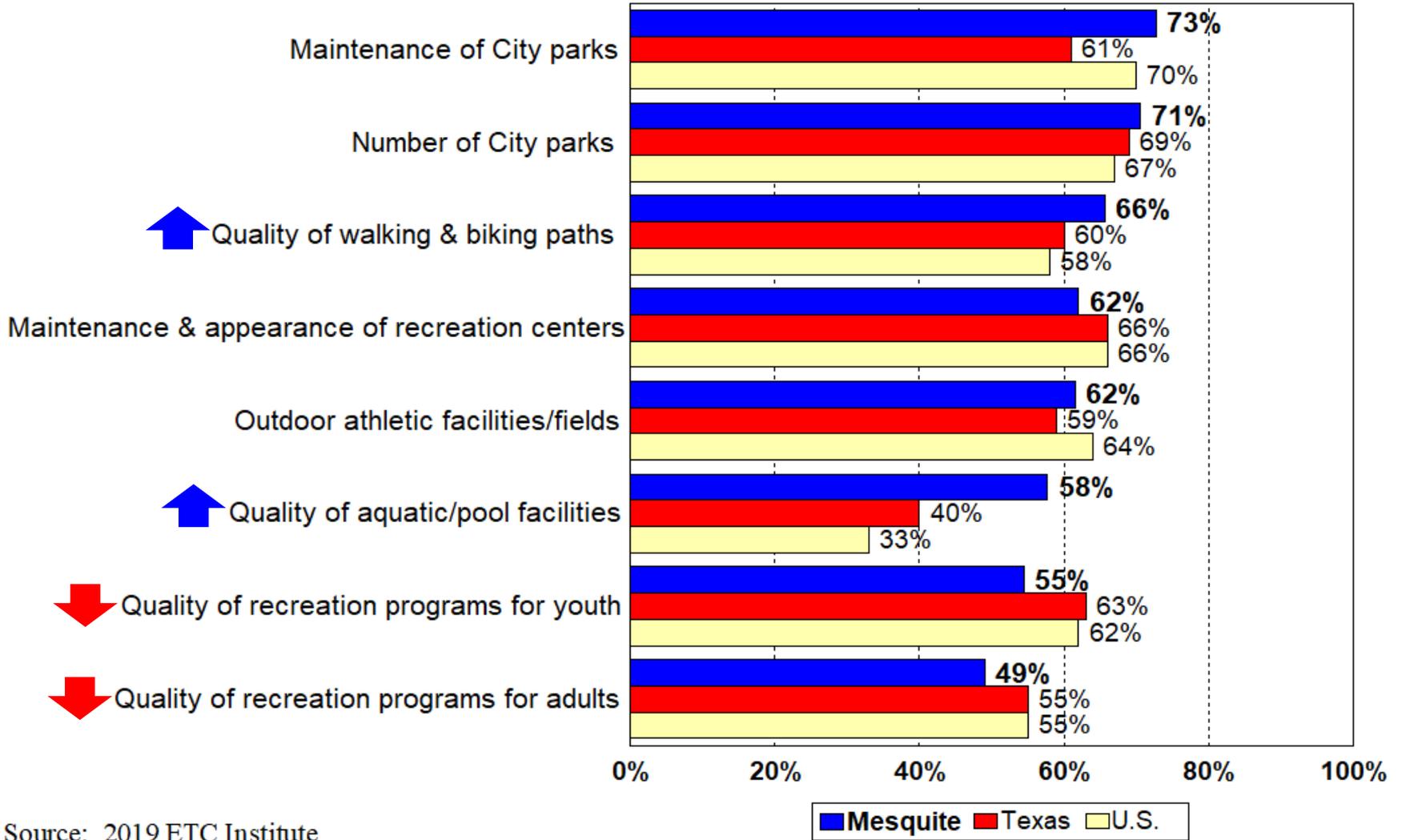
Source: 2019 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Satisfaction with Parks and Recreation Services Mesquite vs. Texas vs. the U.S.

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



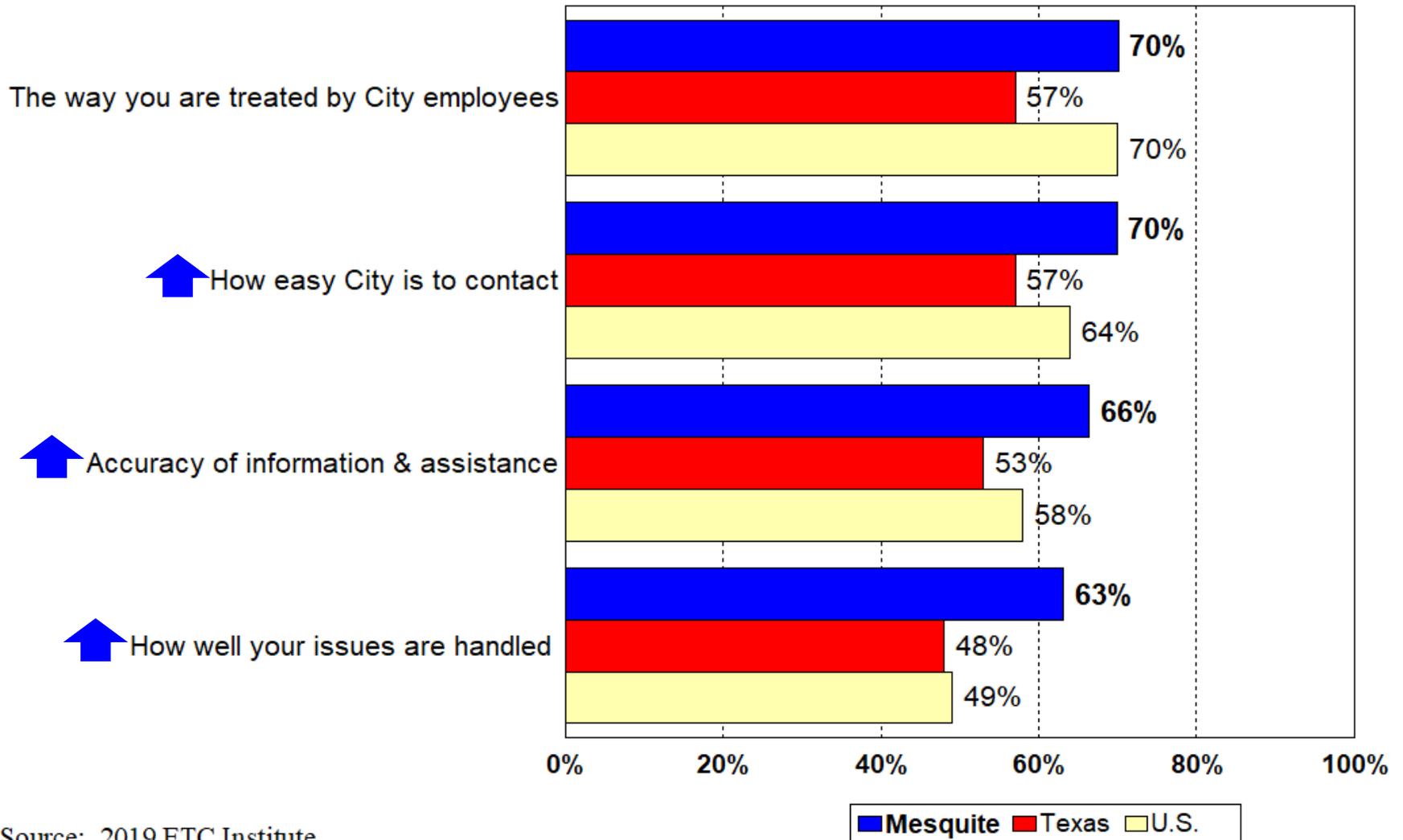
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Satisfaction with Customer Service

## Mesquite vs. Texas vs. the U.S.

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



Source: 2019 ETC Institute

**Significantly Higher:** ↑

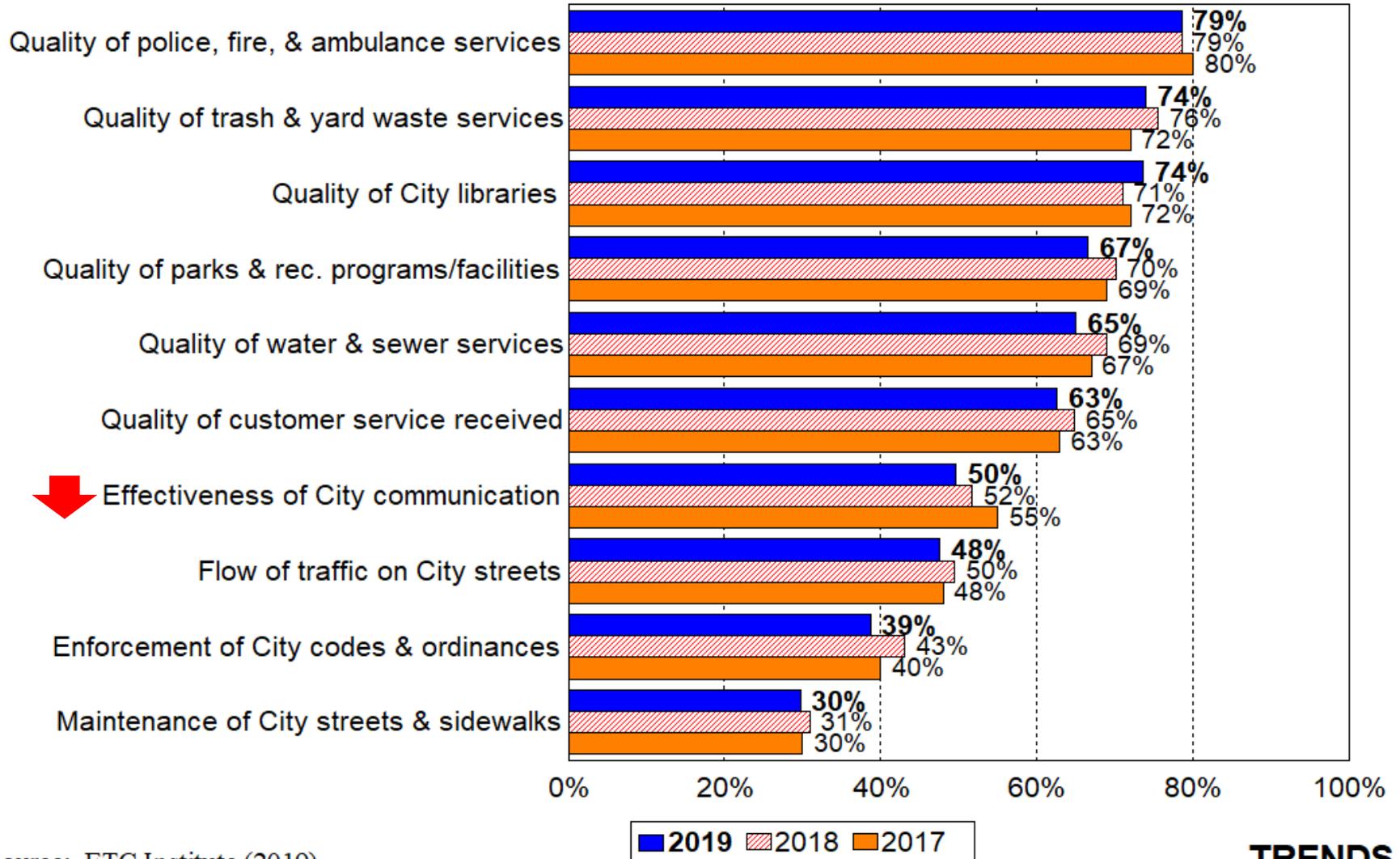
**Significantly Lower:** ↓

# *Topic #4*

## Trend Analysis

# Q3. Overall Satisfaction with City Services by Major Category

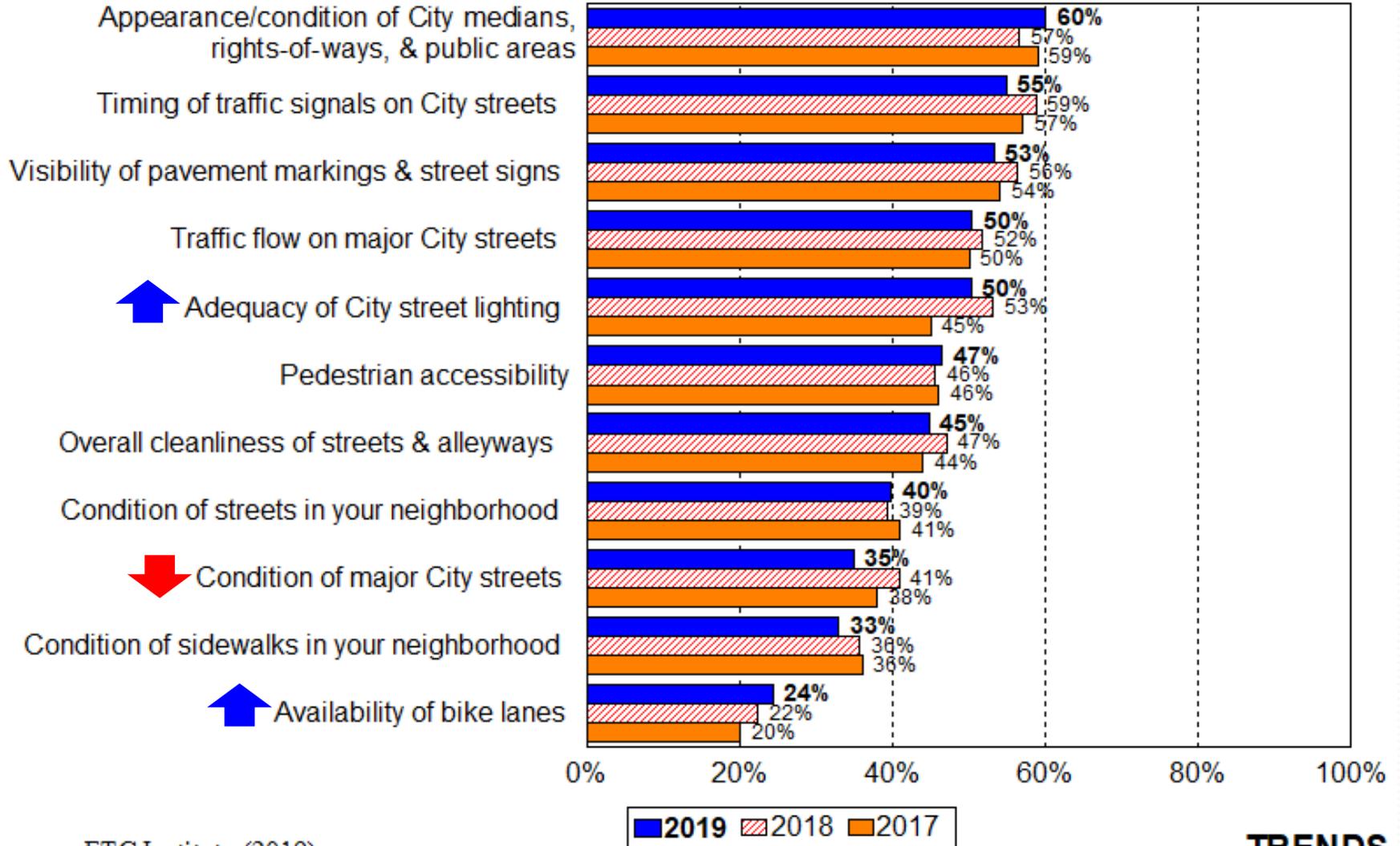
by percentage of respondents who rated the item as a 5 or 4 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

# Q21. Satisfaction with Maintenance and Appearance of the City

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



Source: ETC Institute (2019)

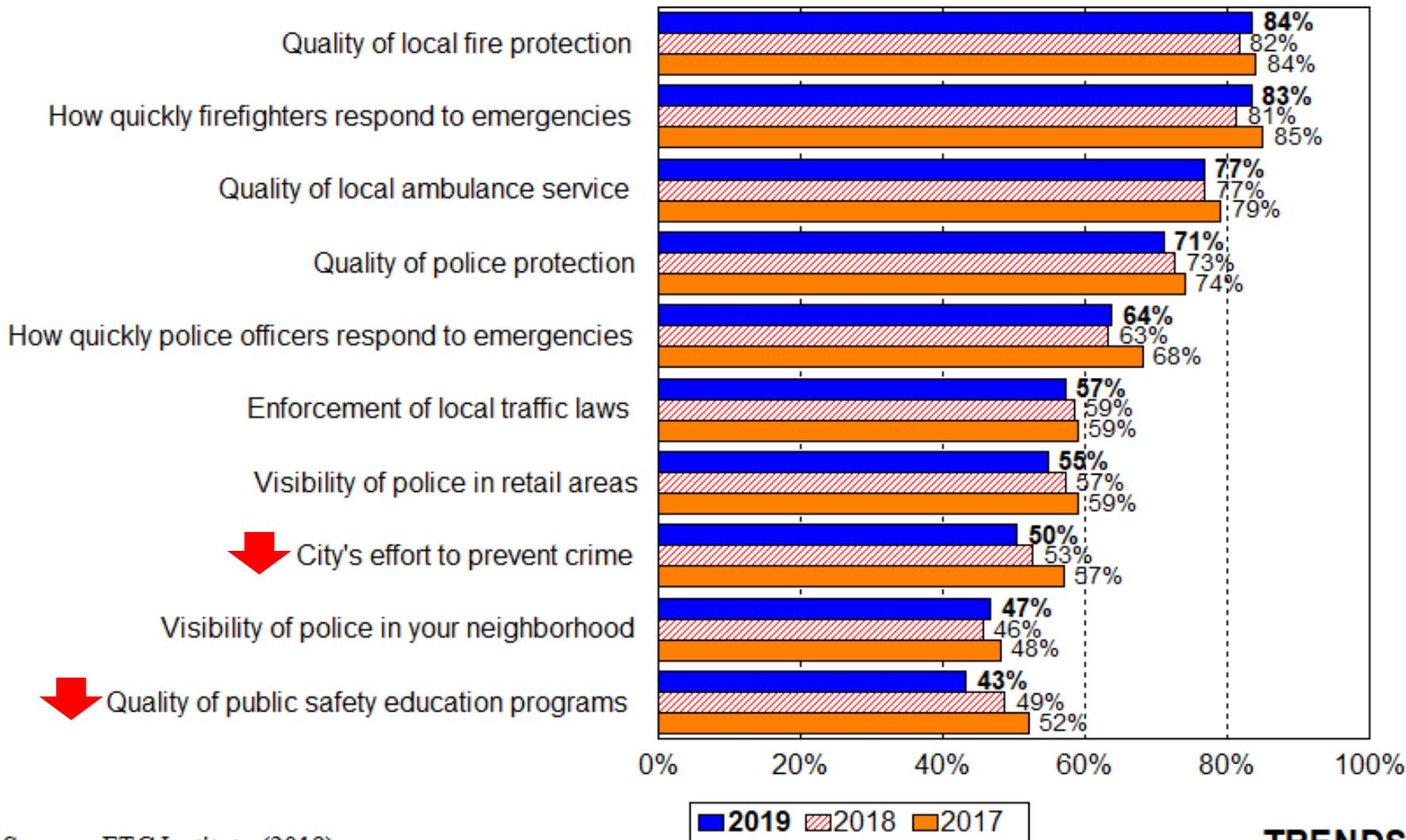
**TRENDS**

**Significant Increases From 2017:**

**Significant Decreases From 2017:**

# Q10. Satisfaction with Various Aspects of Public Safety Services

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



Source: ETC Institute (2019)

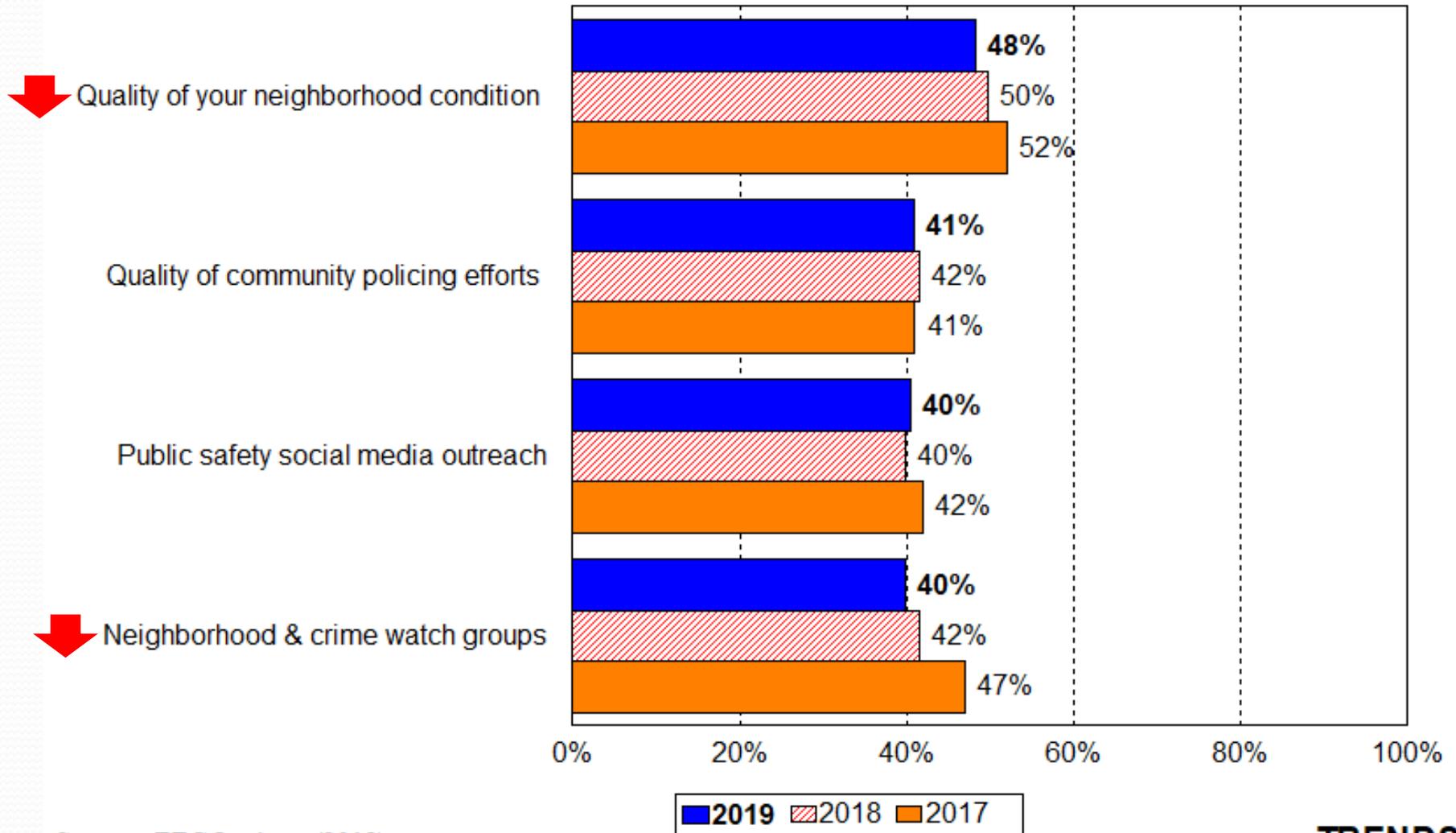
**TRENDS**

**Significant Increases From 2017:**

**Significant Decreases From 2017:**

# Q16. Satisfaction with Residential and Neighborhood Services

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



Source: ETC Institute (2019)

TRENDS

Significant Increases From 2017: 

Significant Decreases From 2017: 

# Q28. Satisfaction with Library Services

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

↑ Quality of library staff customer service

↑ Amount of quiet space at libraries

Quality of condition of library facilities

Quality of library materials & resources

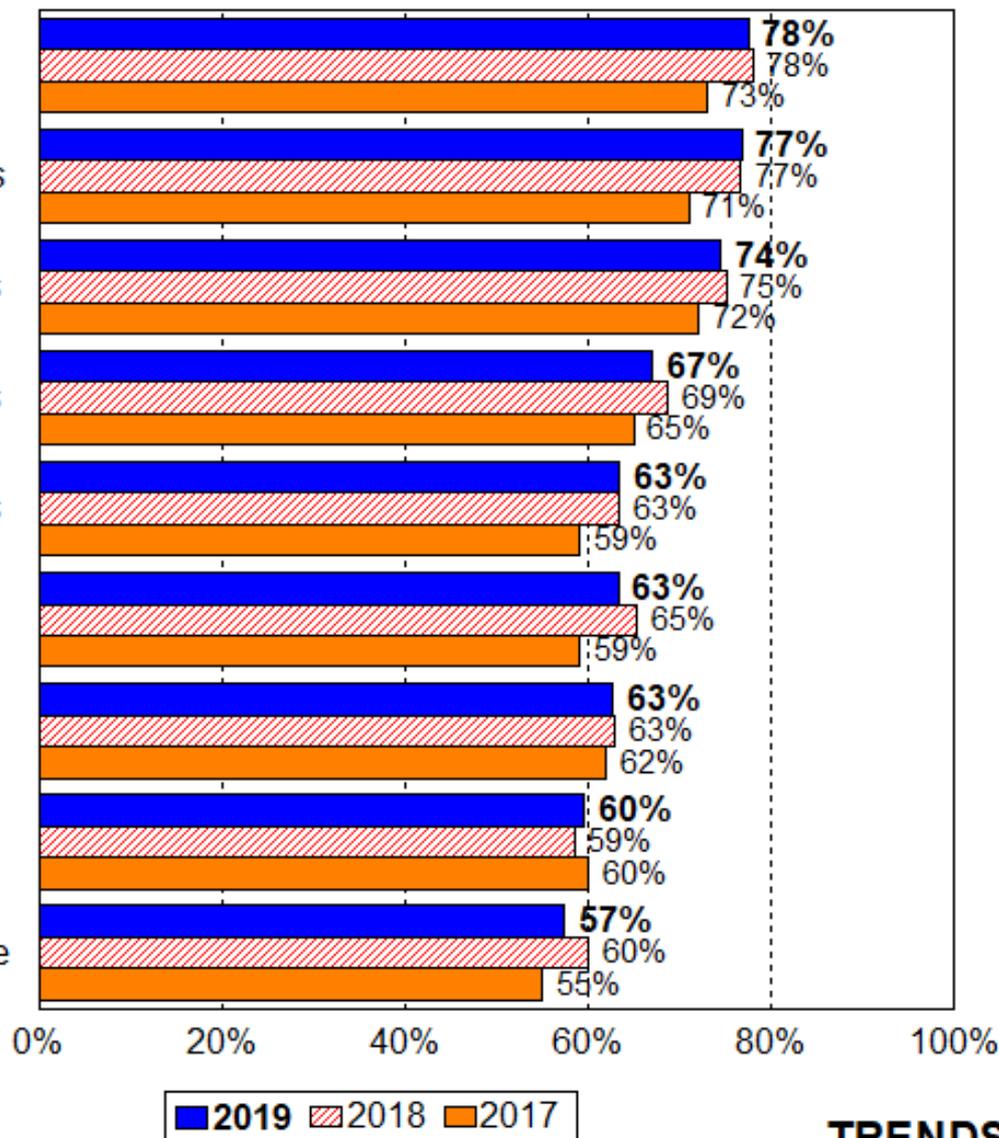
↑ Availability of computers/other electronic devices

↑ Quality of computers/other electronic devices

Quality of children's events/classes/programs

Quality of adult events/classes/programs

Availability of meeting space



Source: ETC Institute (2019)

**TRENDS**

**Significant Increases From 2017:** ↑

**Significant Decreases From 2017:** ↓

## *Topic #5*

# Top Priorities for the City

# 2019 Importance-Satisfaction Rating

## Mesquite, Texas

### Major Categories of City Services

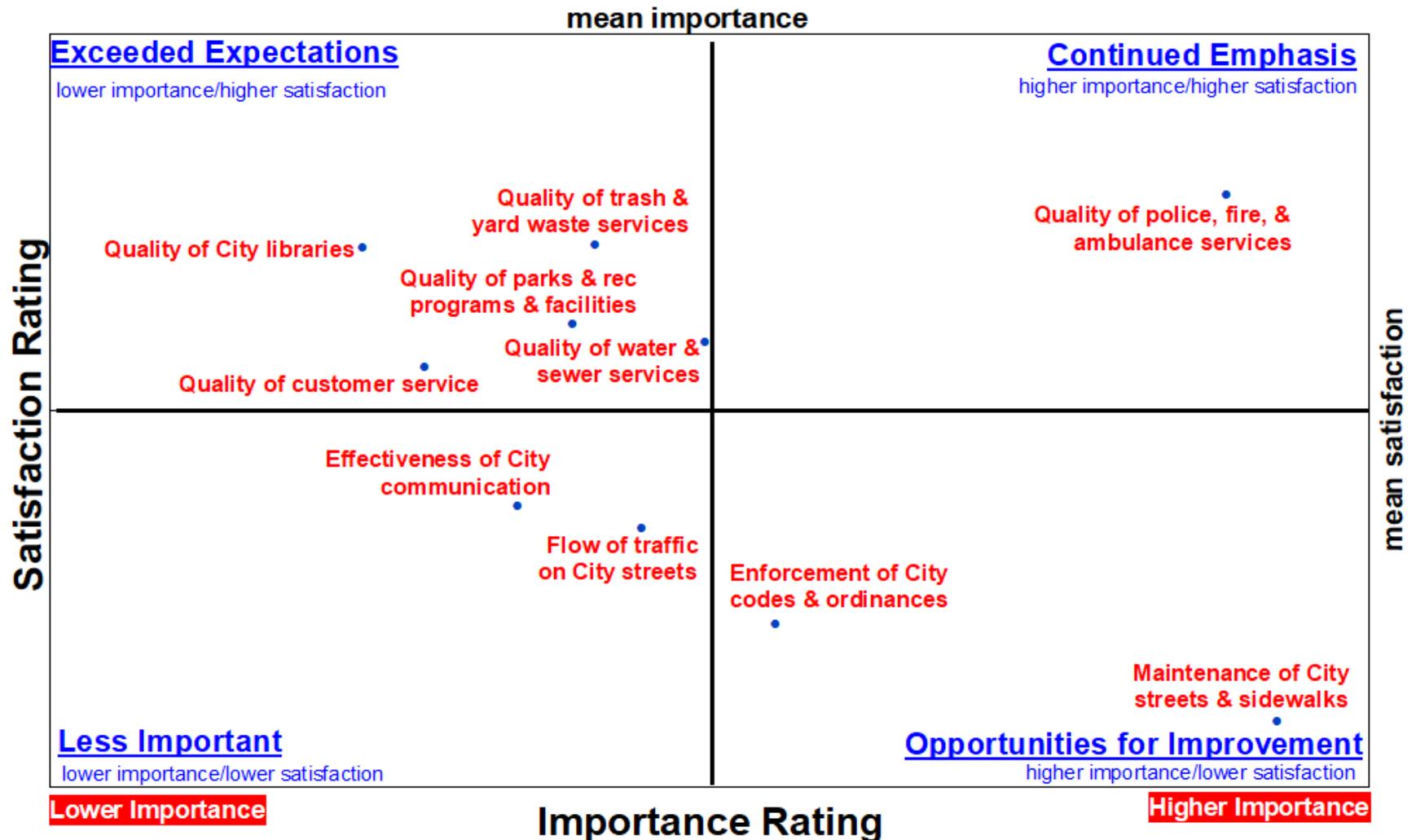
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of City streets & sidewalks	66%	1	30%	10	0.4619	1
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcement of City codes & ordinances	31%	3	39%	9	0.1925	2
Quality of police, fire, & ambulance services	62%	2	79%	1	0.1331	3
Flow of traffic on City streets	22%	5	48%	8	0.1169	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of water & sewer services	27%	4	65%	5	0.0931	5
Effectiveness of City communication	14%	8	50%	7	0.0694	6
Quality of parks & rec. programs/facilities	18%	7	67%	4	0.0588	7
Quality of trash & yard waste services	19%	6	74%	2	0.0497	8
Quality of customer service received	8%	9	63%	6	0.0281	9
Quality of City libraries	3%	10	74%	3	0.0084	10

**Overall Priorities:** 

# 2019 City of Mesquite Community Survey Importance-Satisfaction Assessment Matrix

## -Overall-

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



# 2019 Importance-Satisfaction Rating

## Mesquite, Texas

### Maintenance and Appearance of the City

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Condition of major City streets	64%	1	35%	9	0.4186	1
Condition of streets in your neighborhood	56%	2	40%	8	0.3341	2
Condition of sidewalks in your neighborhood	32%	3	33%	10	0.2114	3
<b><u>High Priority (IS .10-.20)</u></b>						
Overall cleanliness of streets & alleyways	24%	4	45%	7	0.1311	4
Traffic flow on major City streets	22%	5	50%	4	0.1066	5
Adequacy of City street lighting	21%	6	50%	5	0.1034	6
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Pedestrian accessibility	12%	8	47%	6	0.0642	7
Availability of bike lanes	8%	11	24%	11	0.0606	8
Timing of traffic signals on City streets	12%	7	55%	2	0.0542	9
Visibility of pavement markings & street signs	11%	9	53%	3	0.0501	10
Appearance/condition of medians/rights-of-way/public areas	11%	10	60%	1	0.0420	11

**Maintenance and Appearance Priorities:** 

# 2019 Importance-Satisfaction Rating

## Mesquite, Texas

### Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
City's effort to prevent crime	46%	2	50%	8	0.2272	1
Visibility of police in your neighborhood	42%	3	47%	9	0.2255	2
<b>High Priority (IS .10-.20)</b>						
Quality of police protection	56%	1	71%	4	0.1612	3
How quickly police officers respond to emergencies	37%	4	64%	5	0.1325	4
<b>Medium Priority (IS &lt;.10)</b>						
Visibility of police in retail areas	16%	8	55%	7	0.0701	5
Enforcement of local traffic laws	10%	9	57%	6	0.0429	6
Quality of local ambulance service	17%	6	77%	3	0.0396	7
How quickly firefighters respond to emergencies	21%	5	83%	2	0.0342	8
Quality of public safety education programs	5%	10	43%	10	0.0290	9
Quality of local fire protection	16%	7	84%	1	0.0267	10

**Public Safety Priorities:** 

# 2019 Importance-Satisfaction Rating

## Mesquite, Texas

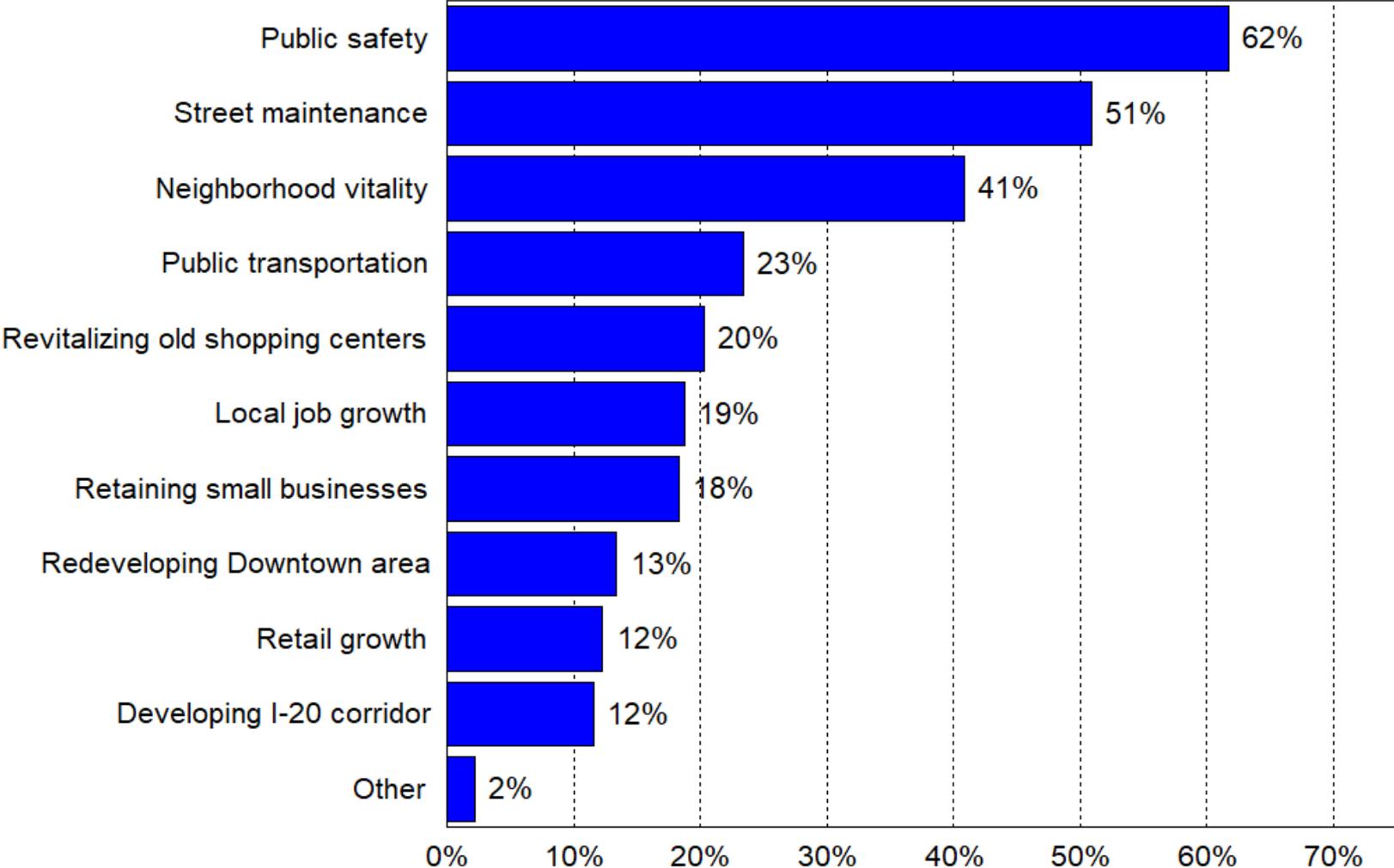
### Code Enforcement Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Enforcement of junk/trash on private property	40%	2	40%	9	0.2386	1
Exterior maintenance/upkeep of residential property	36%	4	41%	8	0.2156	2
Overall aesthetics of City	37%	3	43%	6	0.2128	3
Cleanliness of your neighborhood	43%	1	52%	1	0.2050	4
<b><u>High Priority (IS .10-.20)</u></b>						
Responsiveness of City code enforcement staff	28%	5	47%	4	0.1502	5
Efforts to remove abandoned/inoperative vehicles	19%	6	42%	7	0.1129	6
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Efforts to demolish dilapidated structures	16%	7	38%	11	0.0993	7
Enforcement of weedy lots	14%	8	40%	10	0.0858	8
Enforcement of graffiti	11%	9	49%	3	0.0541	9
Enforcement of parking on grass in front yards	9%	10	44%	5	0.0501	10
Enforcement of sign regulations	7%	11	51%	2	0.0328	11

**Code Enforcement Priorities:** 

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

by percentage of respondents (multiple choices could be made)



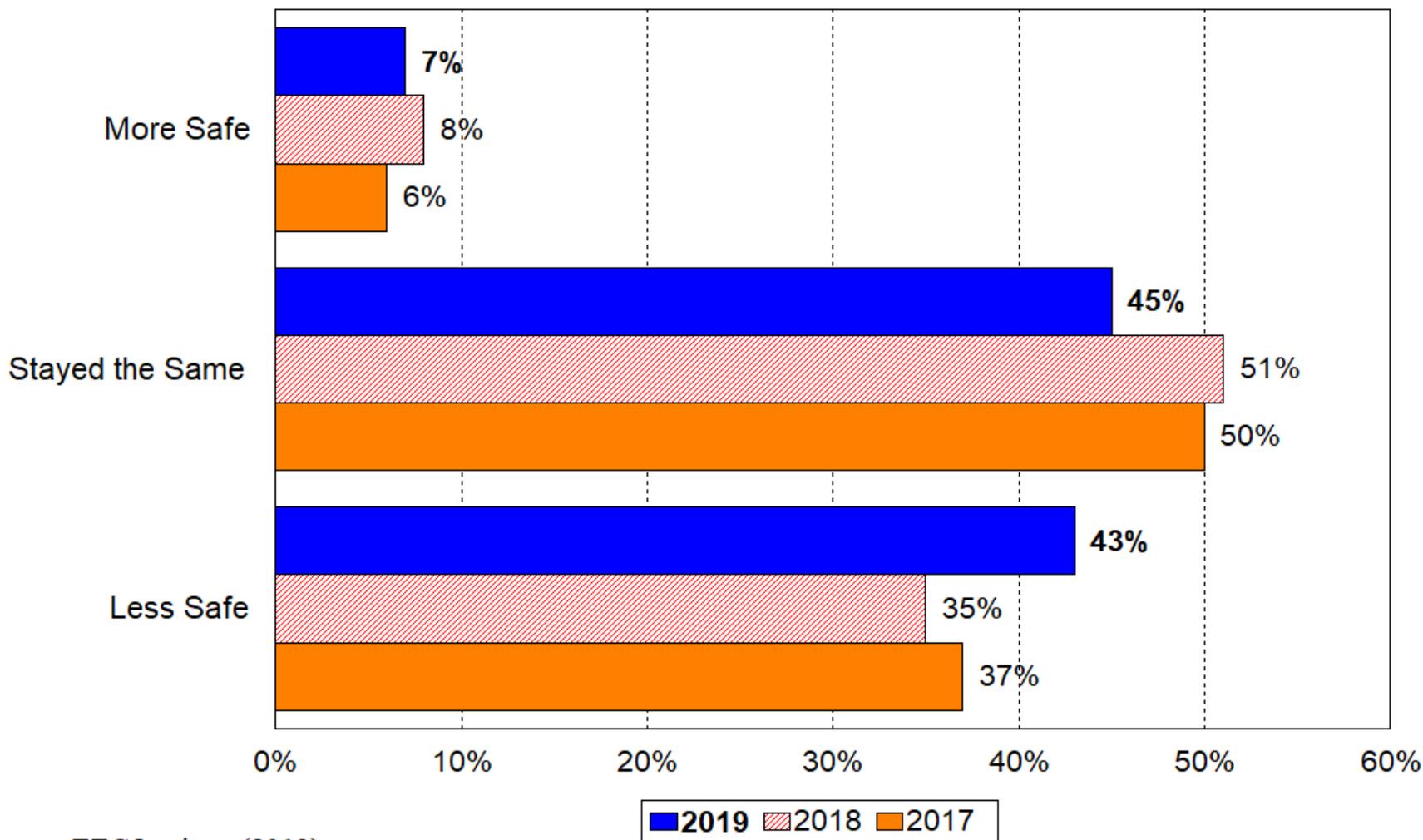
Source: ETC Institute (2019)

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

# *Other Findings*

# Q8. Do you think Mesquite has become more, less, or stayed the same as far as being a safe place to live, work, and raise a family?

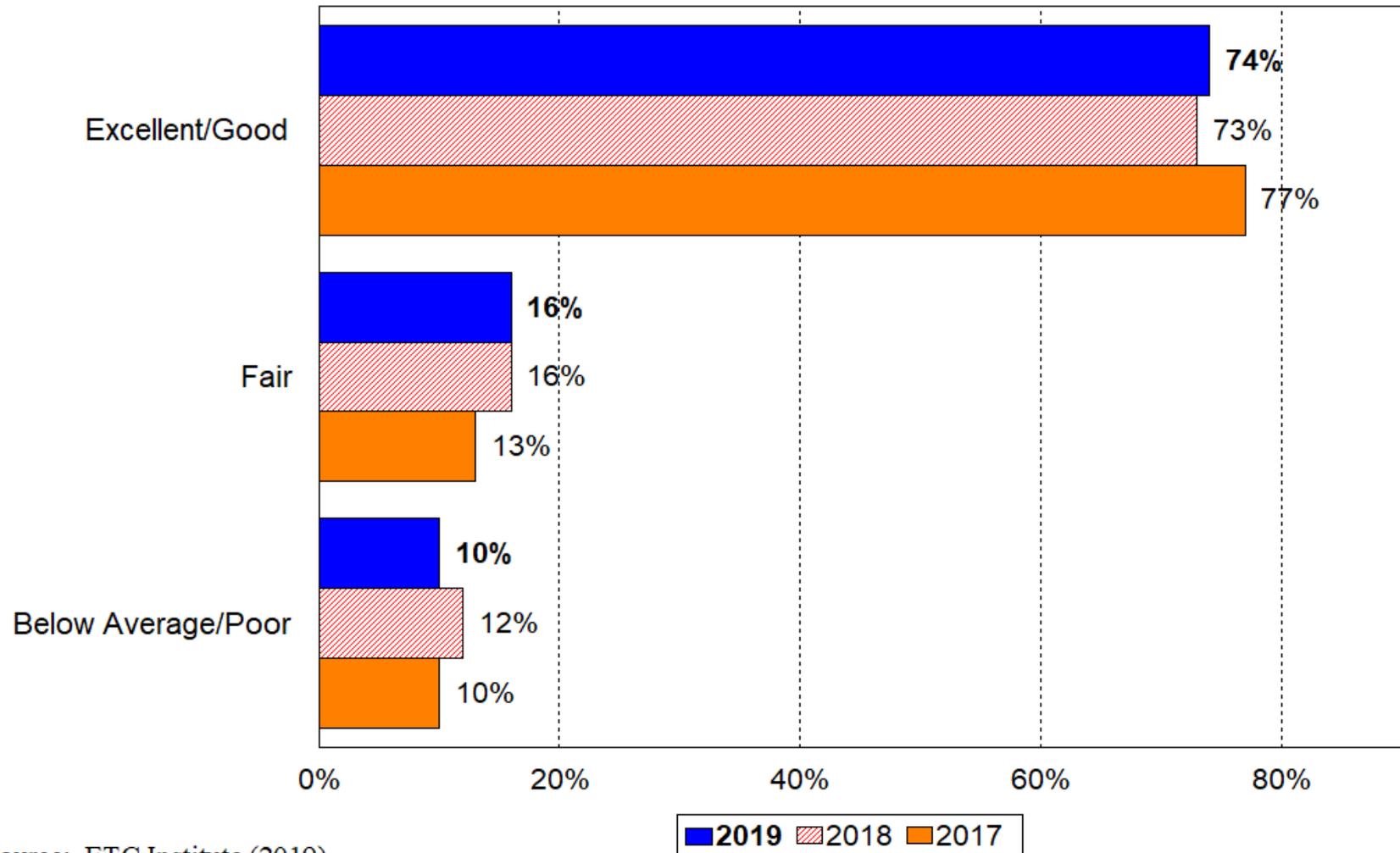
by percentage of respondents



Source: ETC Institute (2019)

# Q9a. How would you rate your experience with Mesquite police officers in the past 12 months?

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

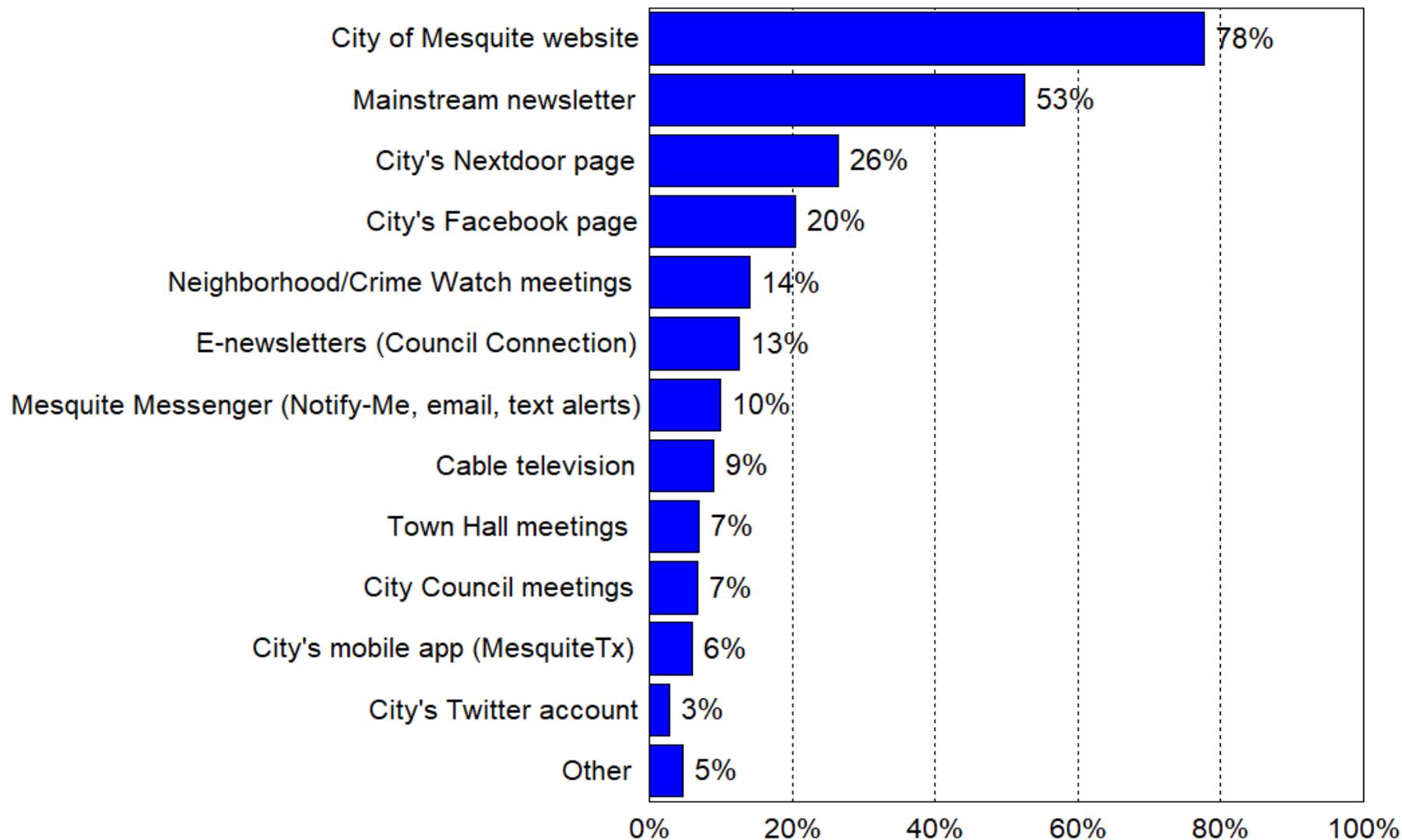


Source: ETC Institute (2019)

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

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

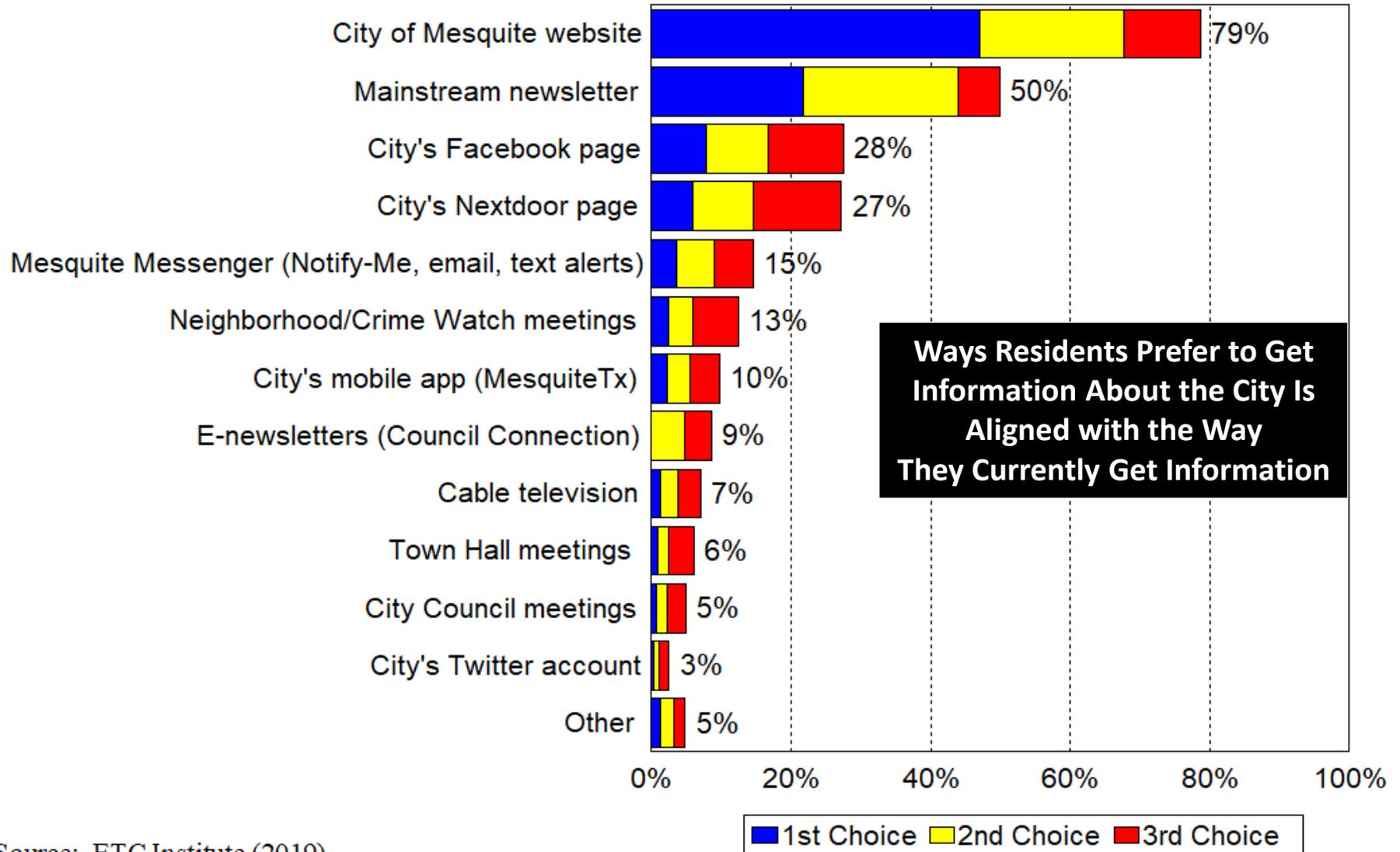
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

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

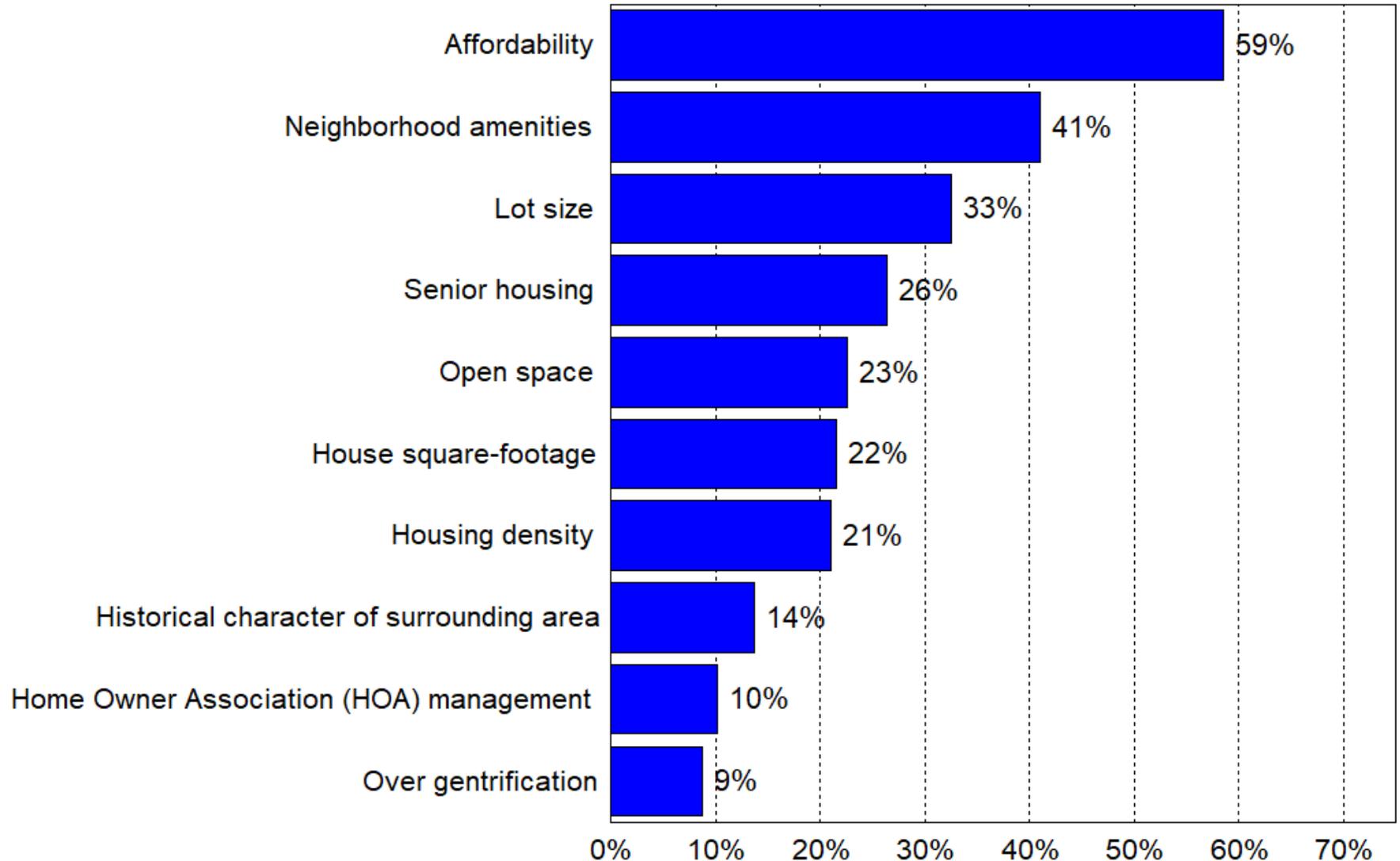
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

# Q34. Which THREE factors below are MOST IMPORTANT for the City Council to consider regarding new housing development?

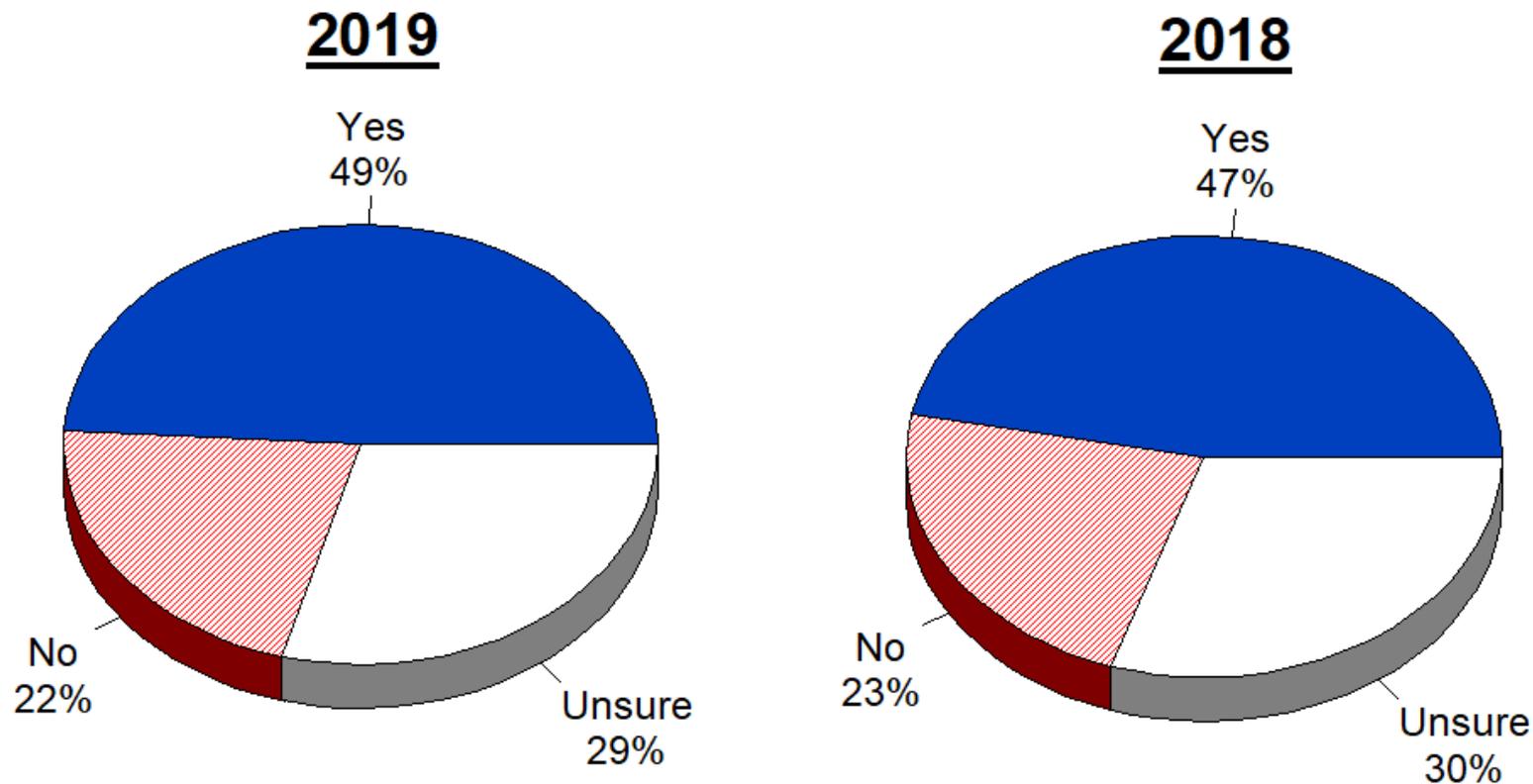
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

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

by percentage of respondents



Source: ETC Institute (2019)

# *Summary*

# Summary

- **Mesquite Rates Higher Than Other Communities in the Value Residents Receive for City Tax Dollars and Fees**
  - ❑ Mesquite rates 14% above the Texas Average and 7% above the U.S. Average in the value residents receive for City taxes and fees
- **Mesquite Rates Higher Than Other Communities in Providing Customer Service**
  - ❑ Mesquite rates 23% above the Texas Average and 21% above the U.S. Average in customer service provided by City employees
- **Top Priorities for City Services:**
  - ❑ Maintenance of City Streets/Sidewalks
  - ❑ Enforcement of Codes/Ordinances
  - ❑ Public Safety Services (Police, Fire, Ambulance)
- **Top Issues Facing the City Over the Next 5 Years:**
  - ❑ Public Safety
  - ❑ Street Maintenance
  - ❑ Neighborhood Vitality

# Questions?

THANK YOU!!