

# *2012 City of Pflugerville DirectionFinder Survey Findings*

Presented by  
*ETC Institute*

January 8, 2013

# Agenda

- Purpose
- Methodology
- Bottom Line Up Front
- Major Findings
- Summary
- Questions

# Purpose

- To objectively assess resident satisfaction with the delivery of City services (“resident” including silent majority)
- Establish base-line data to be able to measure trends over time
- To gather input from residents to help set priorities
- To compare Pflugerville’s performance with other communities
- To have defensible data

# Methodology

## Survey Description

- The survey was 7 pages long
- Each survey took 15-20 minutes to complete

## Method of Administration

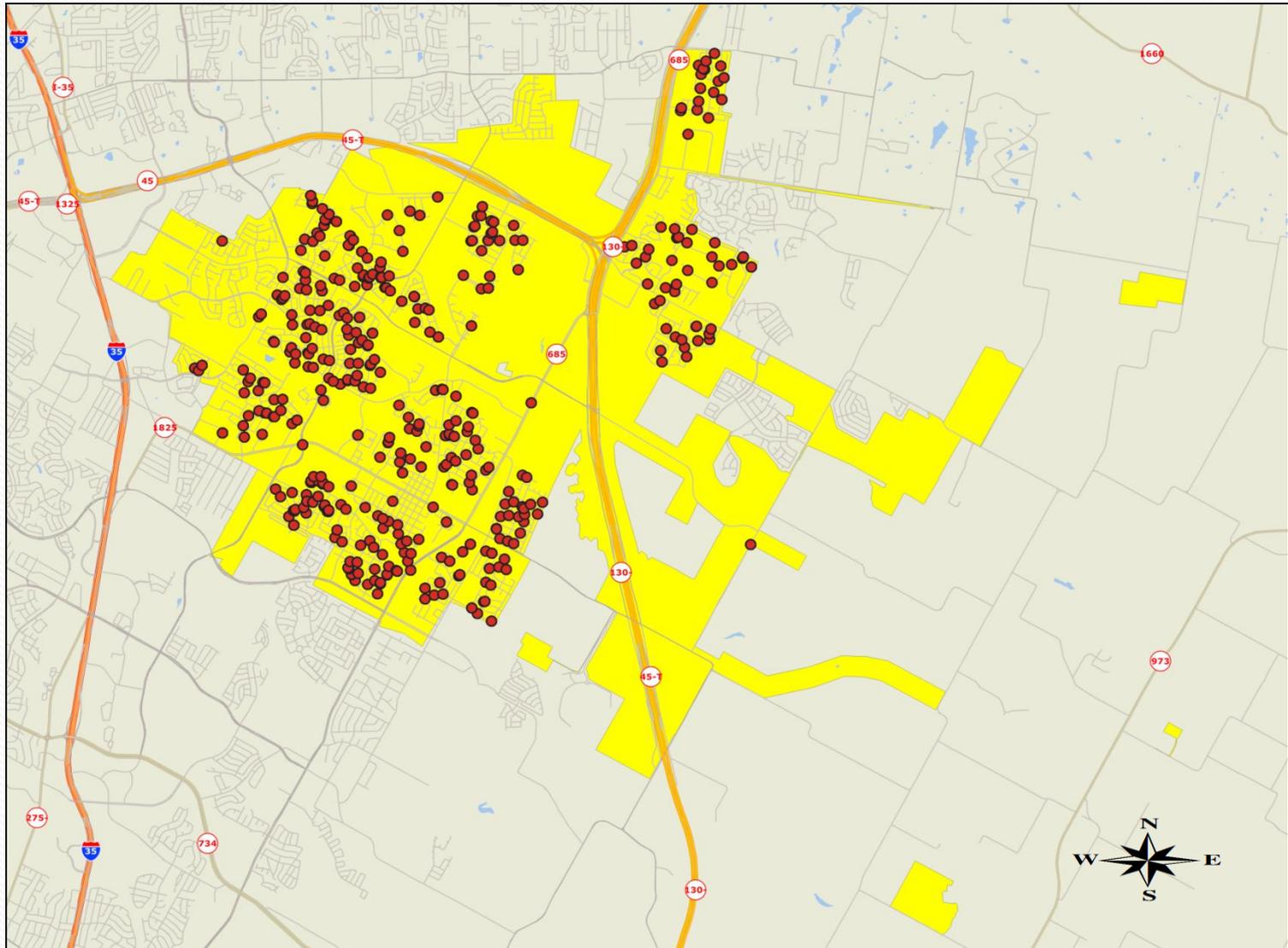
- mailed to a sample of 2,000 households in the City
- could be completed by mail, phone, or on-line

A total of 432 residents completed the survey

Confidence level: 95%, Margin of error: +/- 5%

Home address was geocoded to allow GIS Mapping

# Location of Survey Respondents



**2012 Pflugerville Community Survey**

# **Bottom Line Up Front**

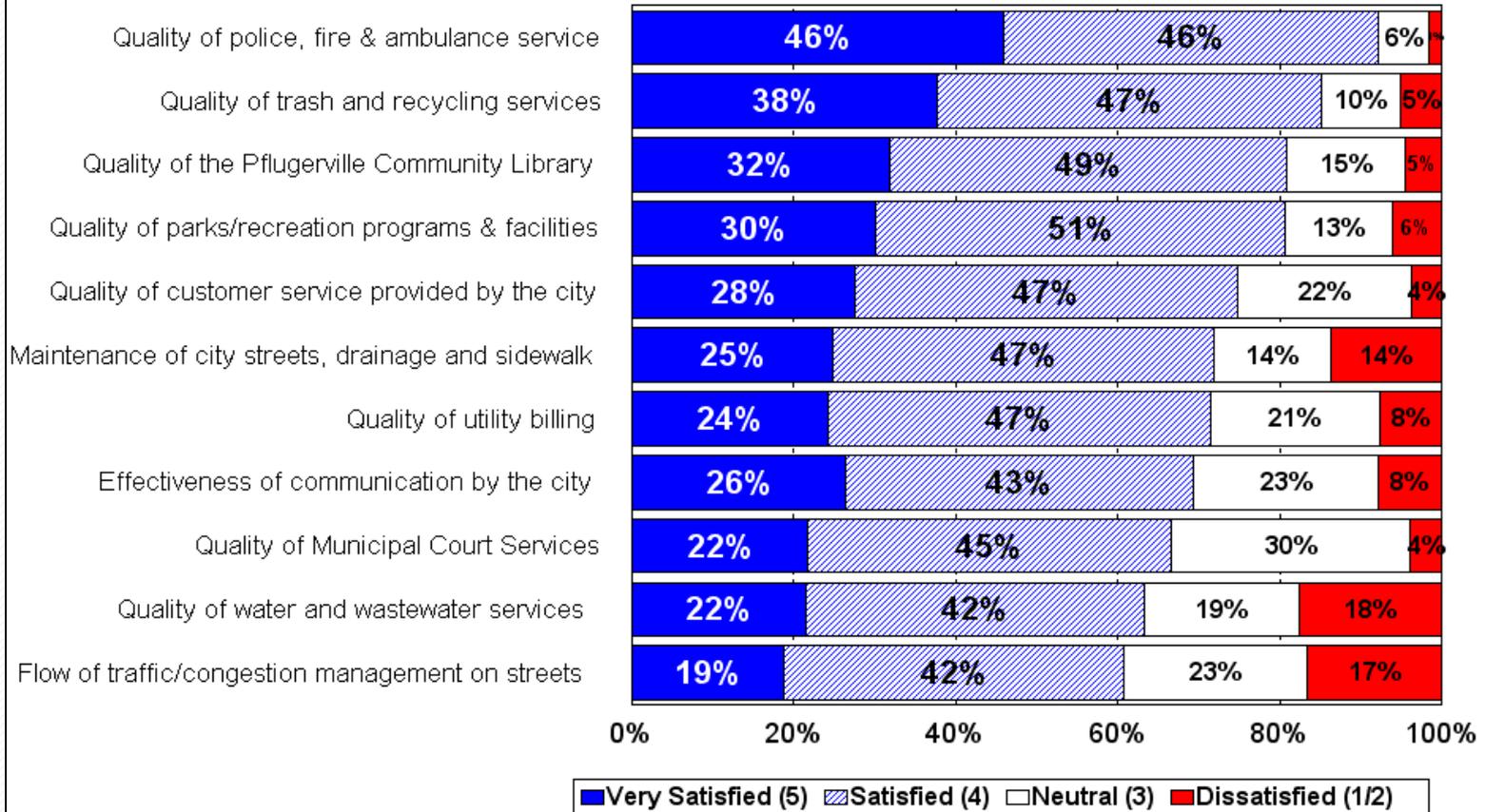
- ❑ Police, Fire and Ambulance services ranked highly overall.**
- ❑ A new high benchmark was set by the Police Department in the Visibility of Police in Neighborhoods**
- ❑ Emphasis for Pflugerville over the next 2 years:**
  - Flow of traffic and congestion management**
  - Overall efforts to prevent crime**
  - Adequacy of City street lighting**
  - Clean-up of trash and debris on private property**



# **OVERALL RESULTS**

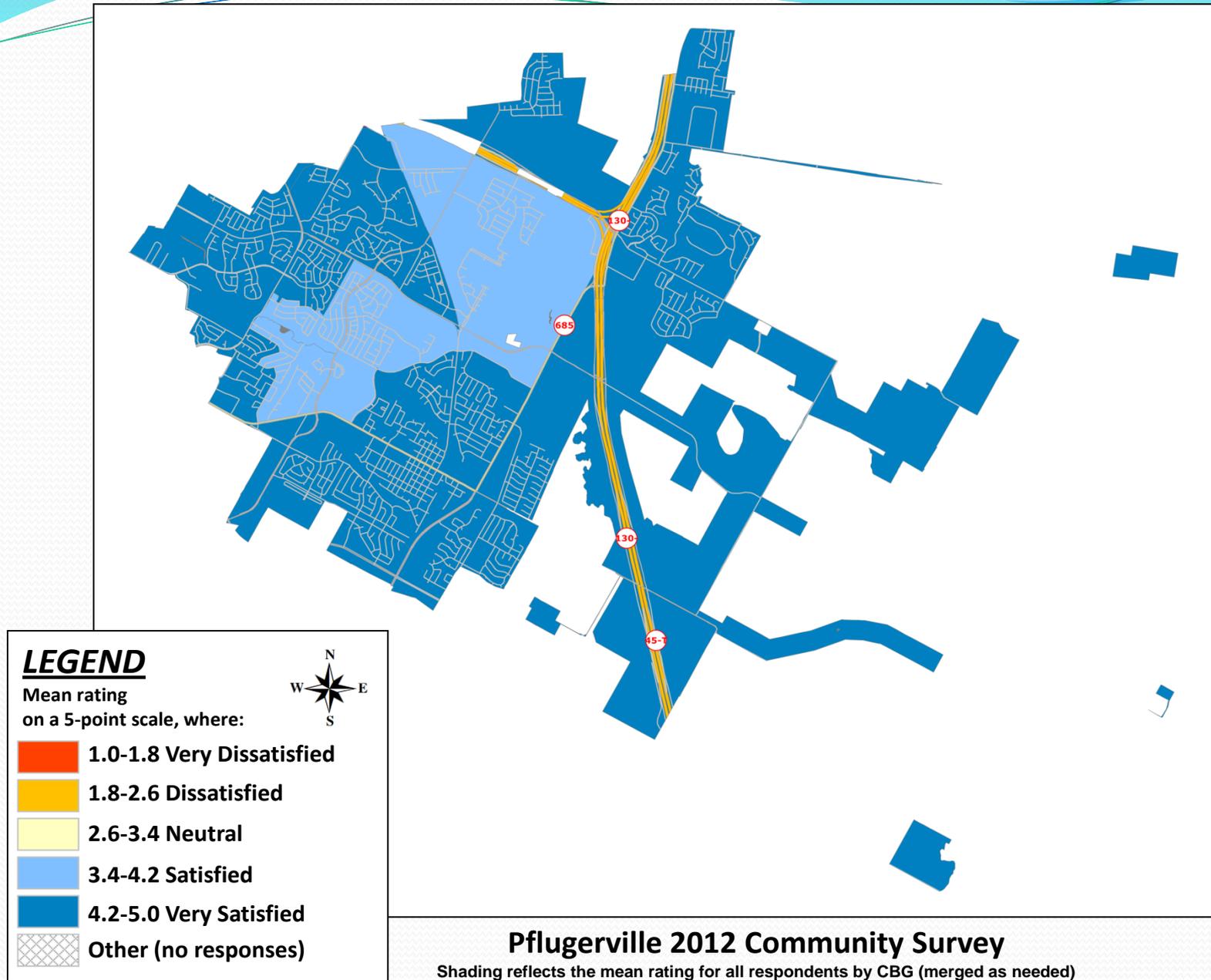
## Q2. Satisfaction with Various Aspects of Services provided by the City of Pflugerville

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

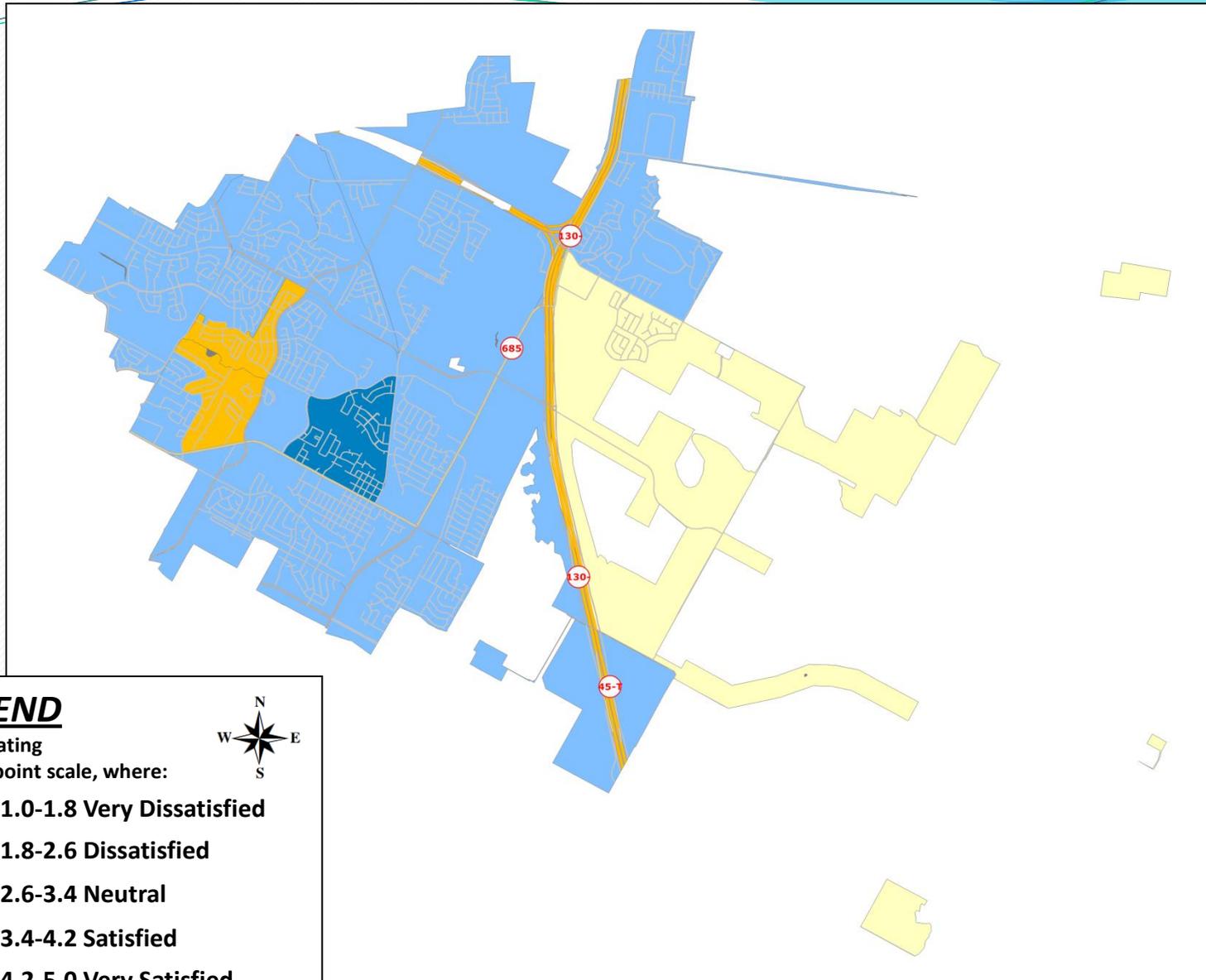


Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

# Q2a. Quality of police, fire & ambulance service.



# Q2b. Maintenance of city streets, drainage and sidewalks.



## **LEGEND**

Mean rating  
on a 5-point scale, where:

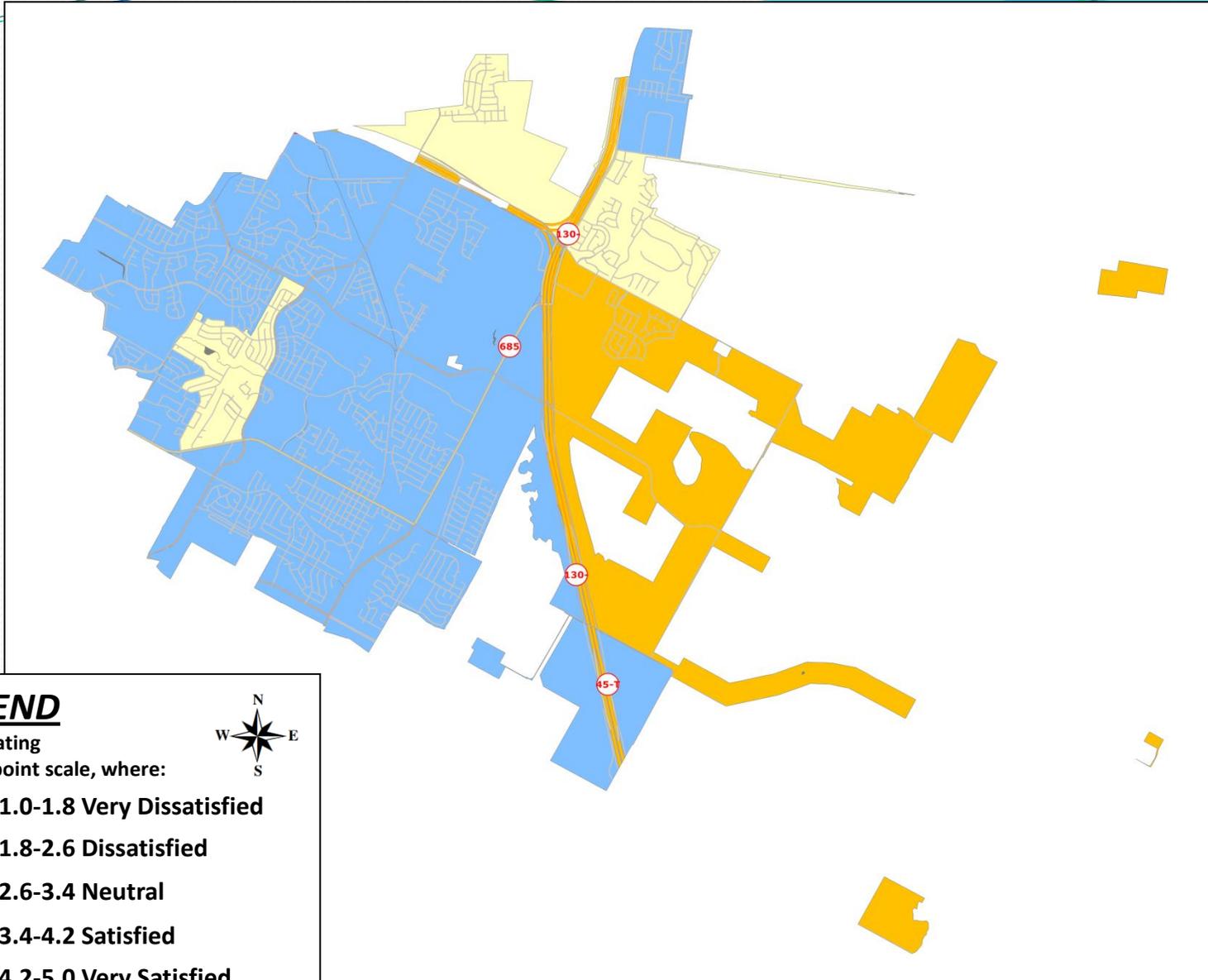


-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)

## **Pflugerville 2012 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q2d. Flow of traffic and congestion management on streets.



## **LEGEND**

Mean rating  
on a 5-point scale, where:



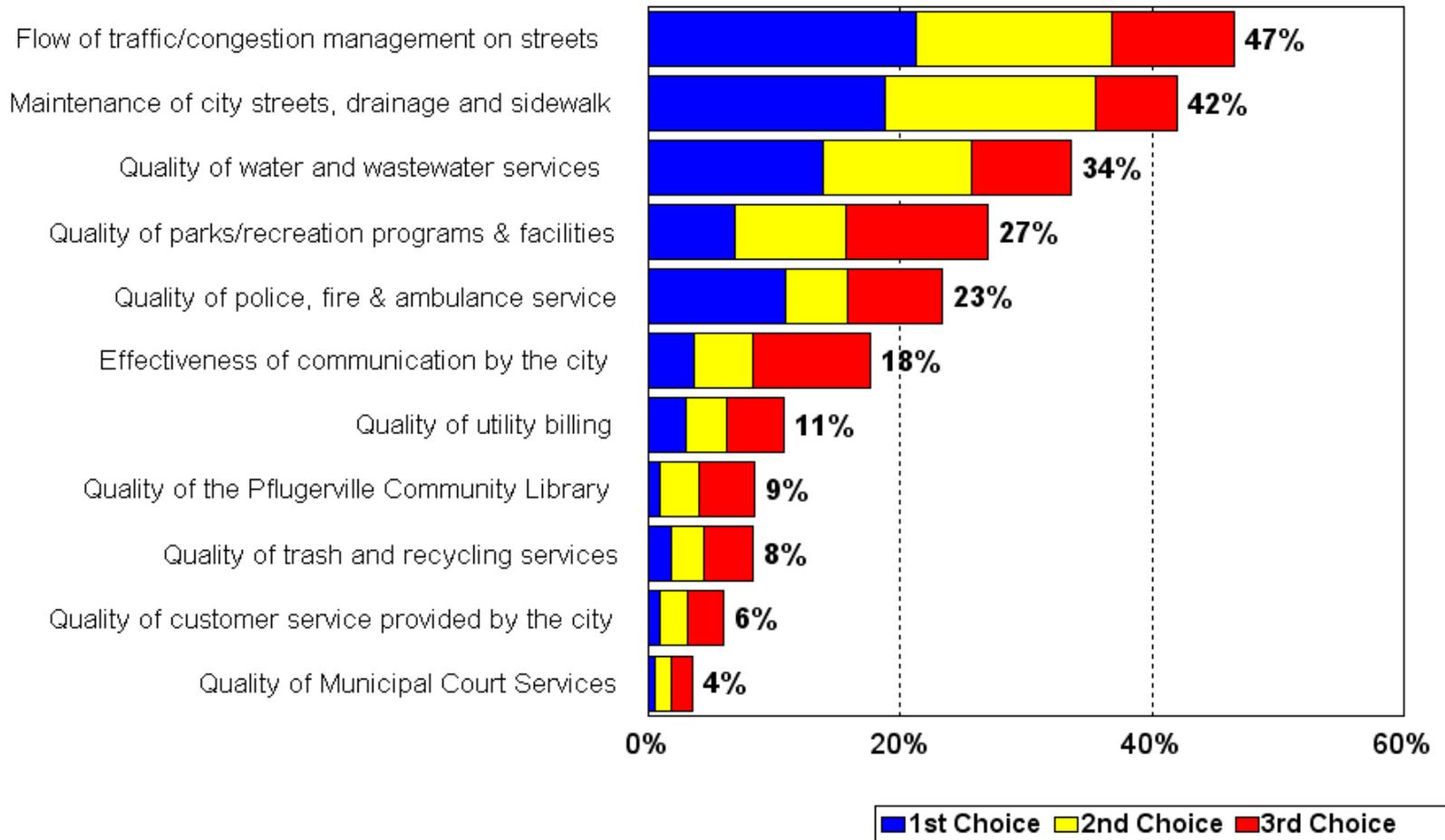
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)

## **Pflugerville 2012 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q3. Which THREE of City services should receive the most emphasis from City leaders over the next two years

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



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

# Importance-Satisfaction Rating

## City of Pflugerville, TX

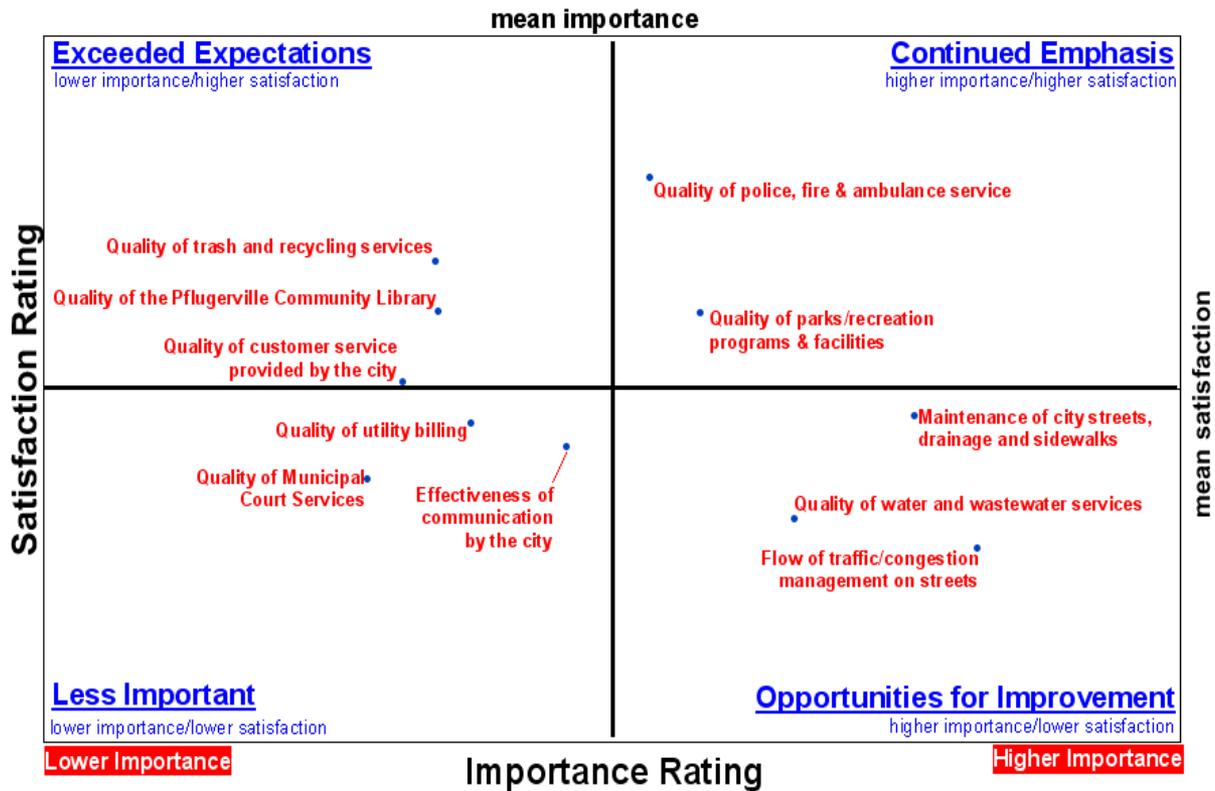
### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Flow of traffic/congestion management on streets	47%	1	61%	11	0.1833	1
Quality of water and wastewater services	34%	3	63%	10	0.1251	2
Maintenance of city streets, drainage and sidewalks	42%	2	72%	6	0.1176	3
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Effectiveness of communication by the city	18%	6	69%	8	0.0558	4
Quality of parks/recreation programs & facilities	27%	4	81%	4	0.0513	5
Quality of utility billing	11%	7	71%	7	0.0319	6
Quality of police, fire & ambulance service	23%	5	92%	1	0.0184	7
Quality of the Pflugerville Community Library	9%	8	81%	3	0.0171	8
Quality of customer service provided by the city	6%	10	75%	5	0.0151	9
Quality of trash and recycling services	8%	9	85%	2	0.0120	10
Quality of Municipal Court Services	4%	11	67%	9	0.0132	11

# 2012 City of Pflugerville DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

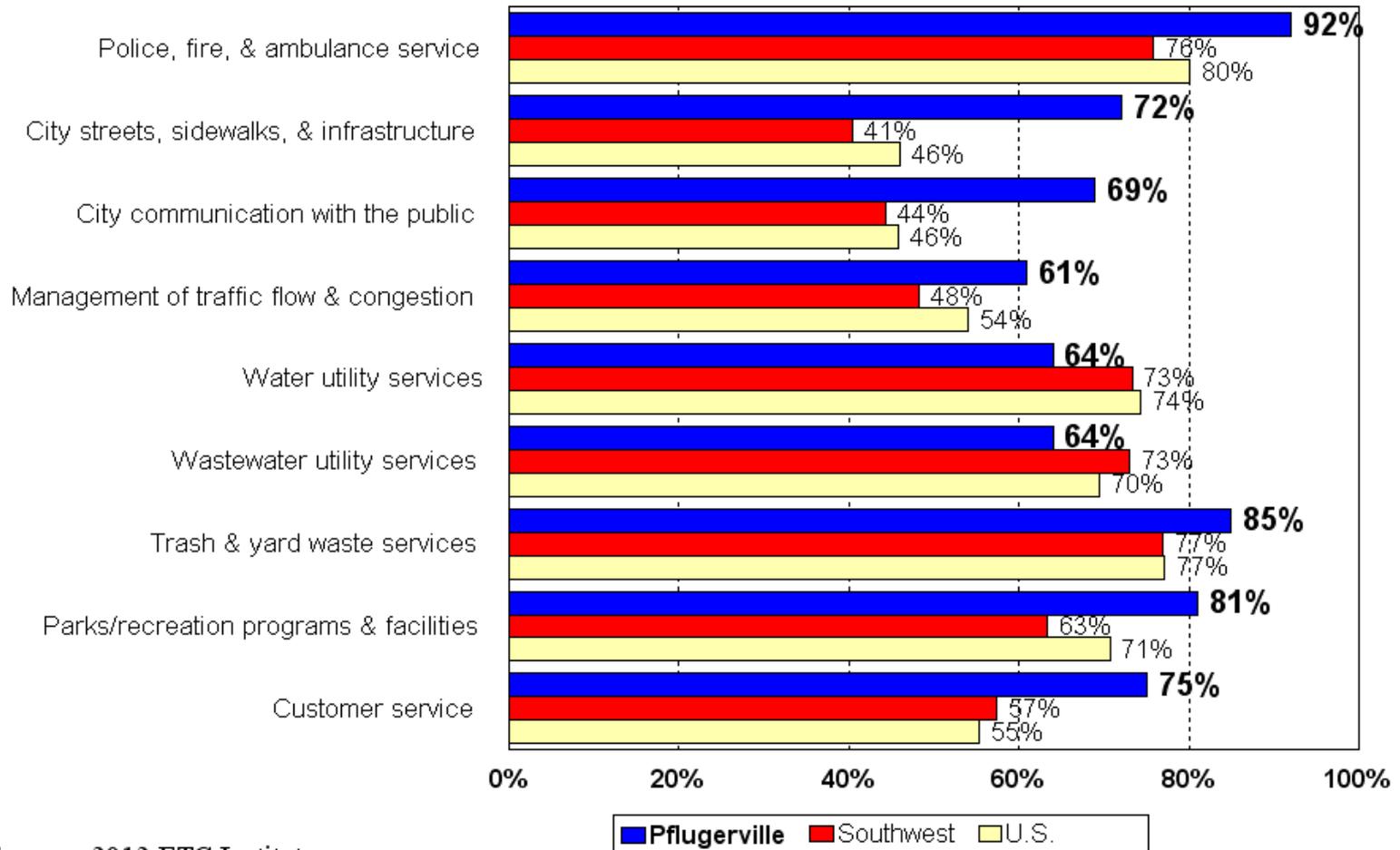
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2012)

# Overall Satisfaction with Various City Services Pflugerville 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)



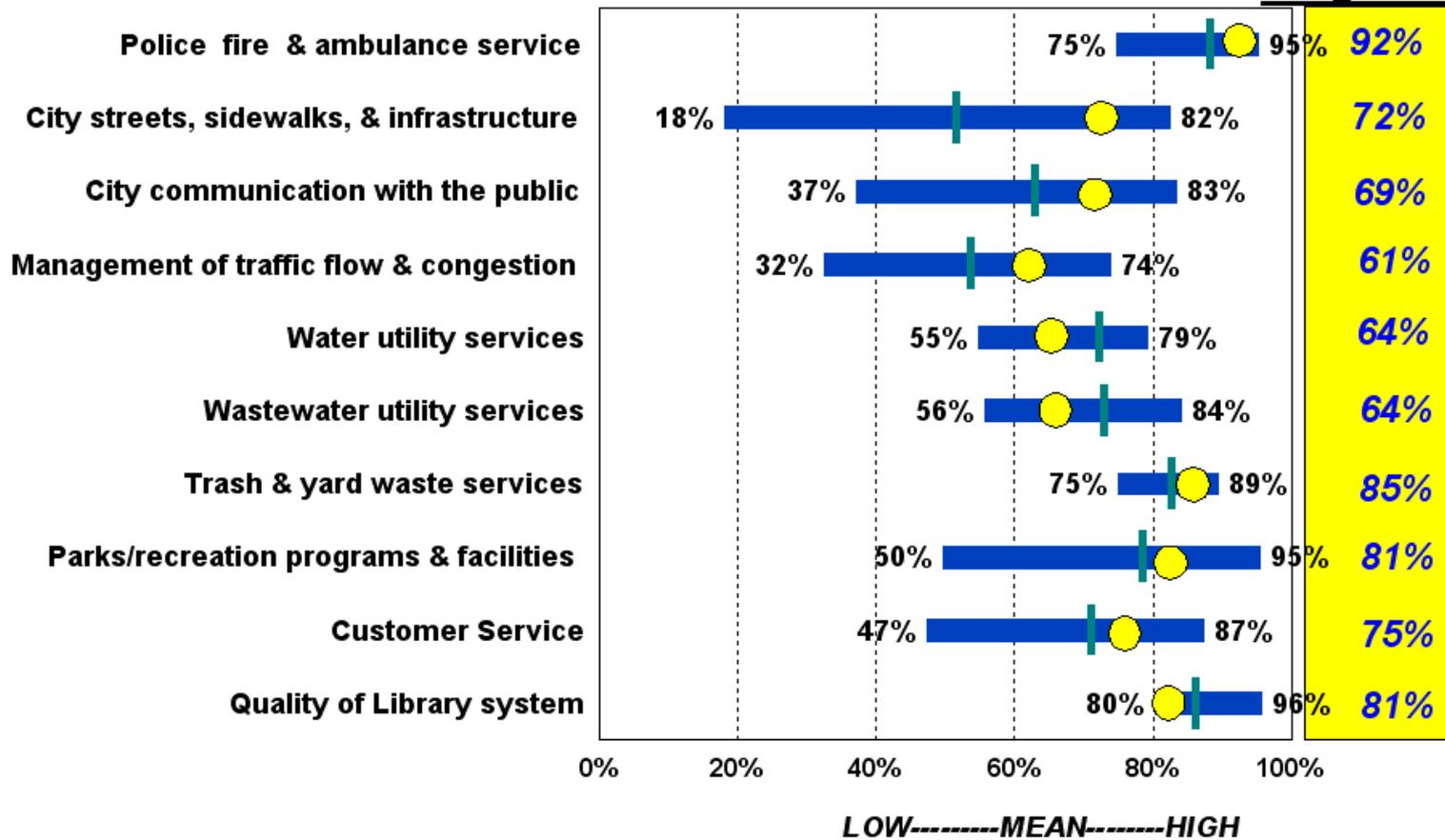
Source: 2012 ETC Institute

# Overall Satisfaction With Various City Services 2012

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

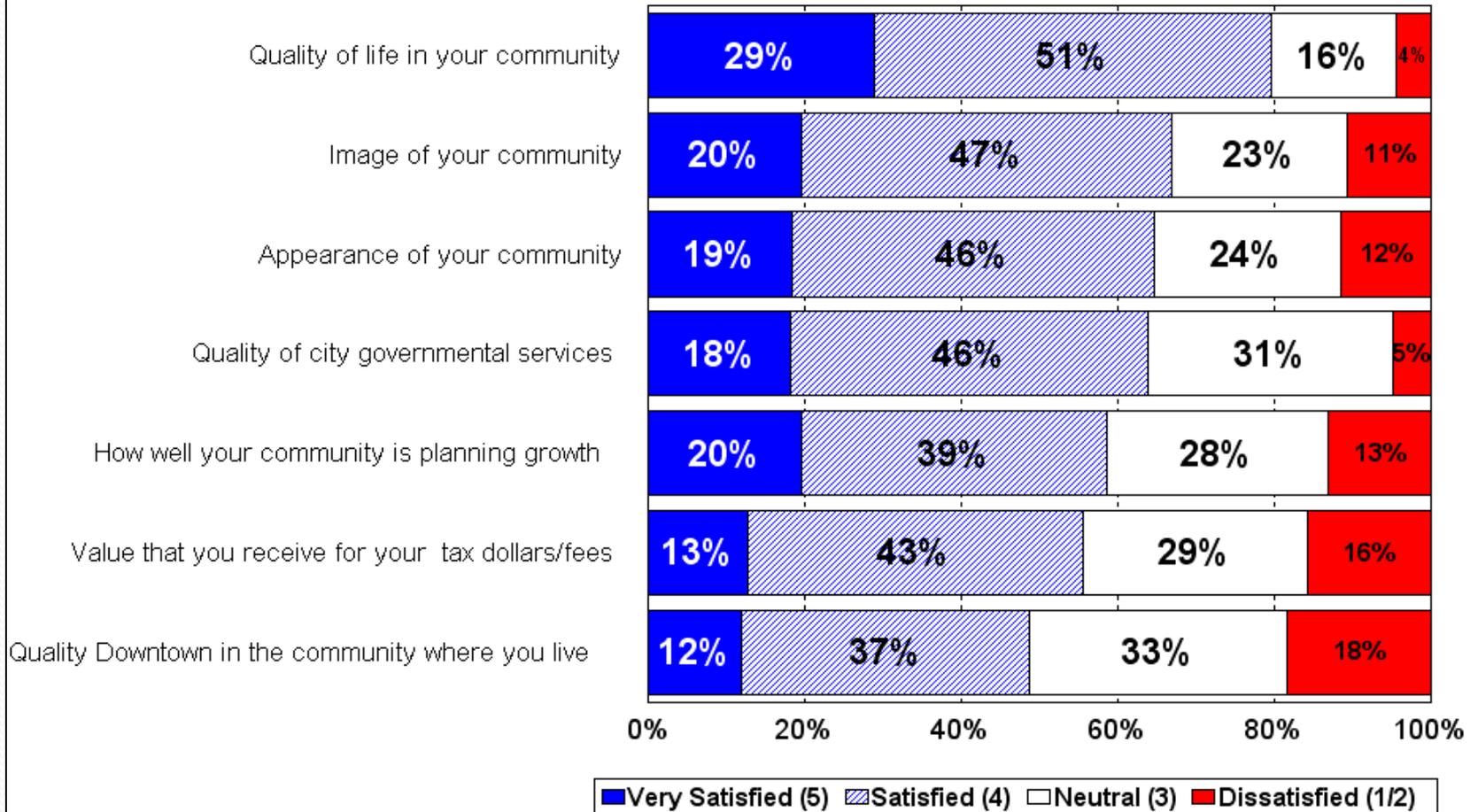
Medium DirectionFinder Communities - Population 20,000-199,999

**Pflugerville**



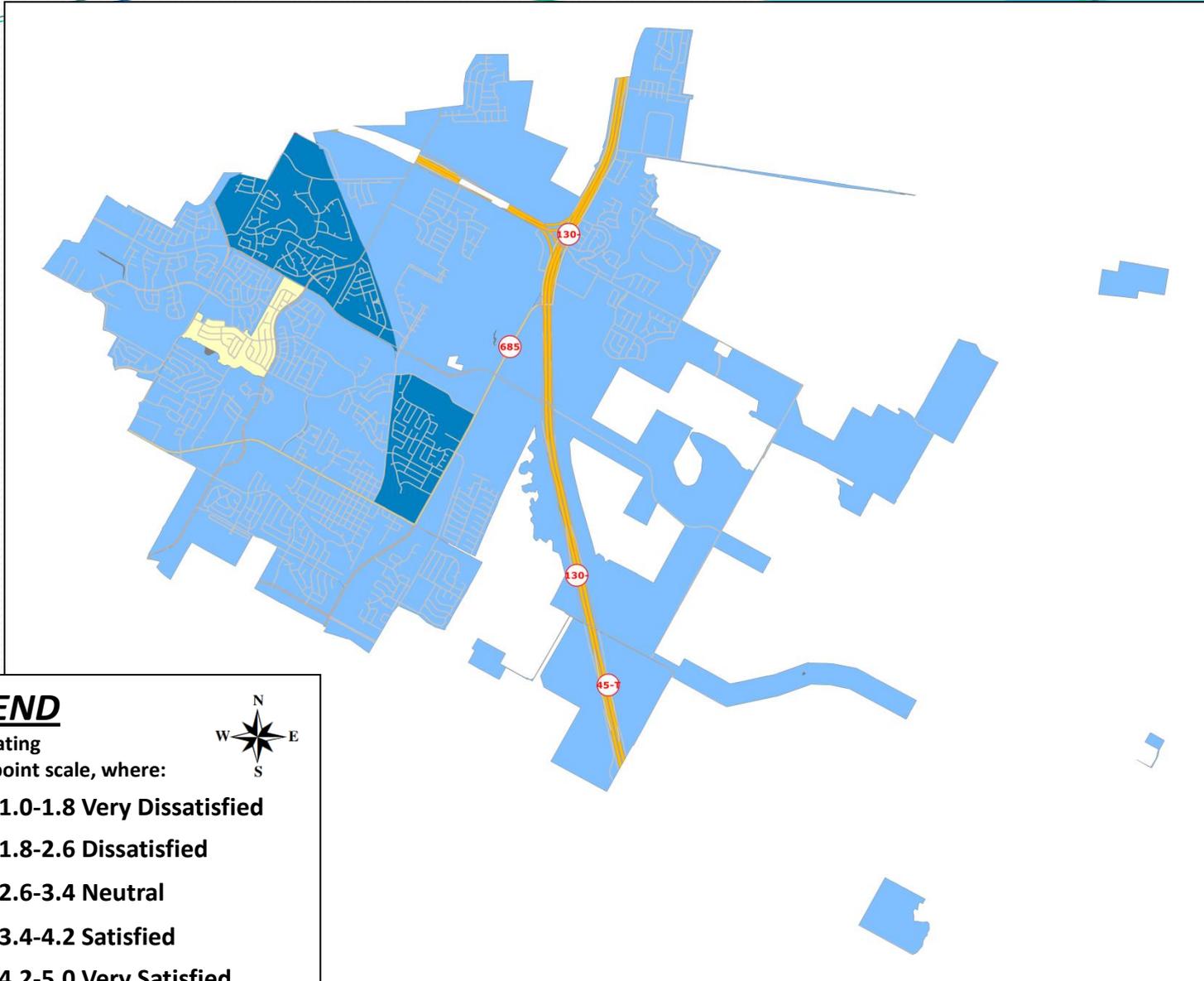
## Q4. Satisfaction with Various Aspects of Items that Influence the Perception of the City of Pflugerville

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 DirectionFinder (2012 - Pflugerville, TX Survey)

# Q4d. Quality of life in your community.



## **LEGEND**

Mean rating  
on a 5-point scale, where:

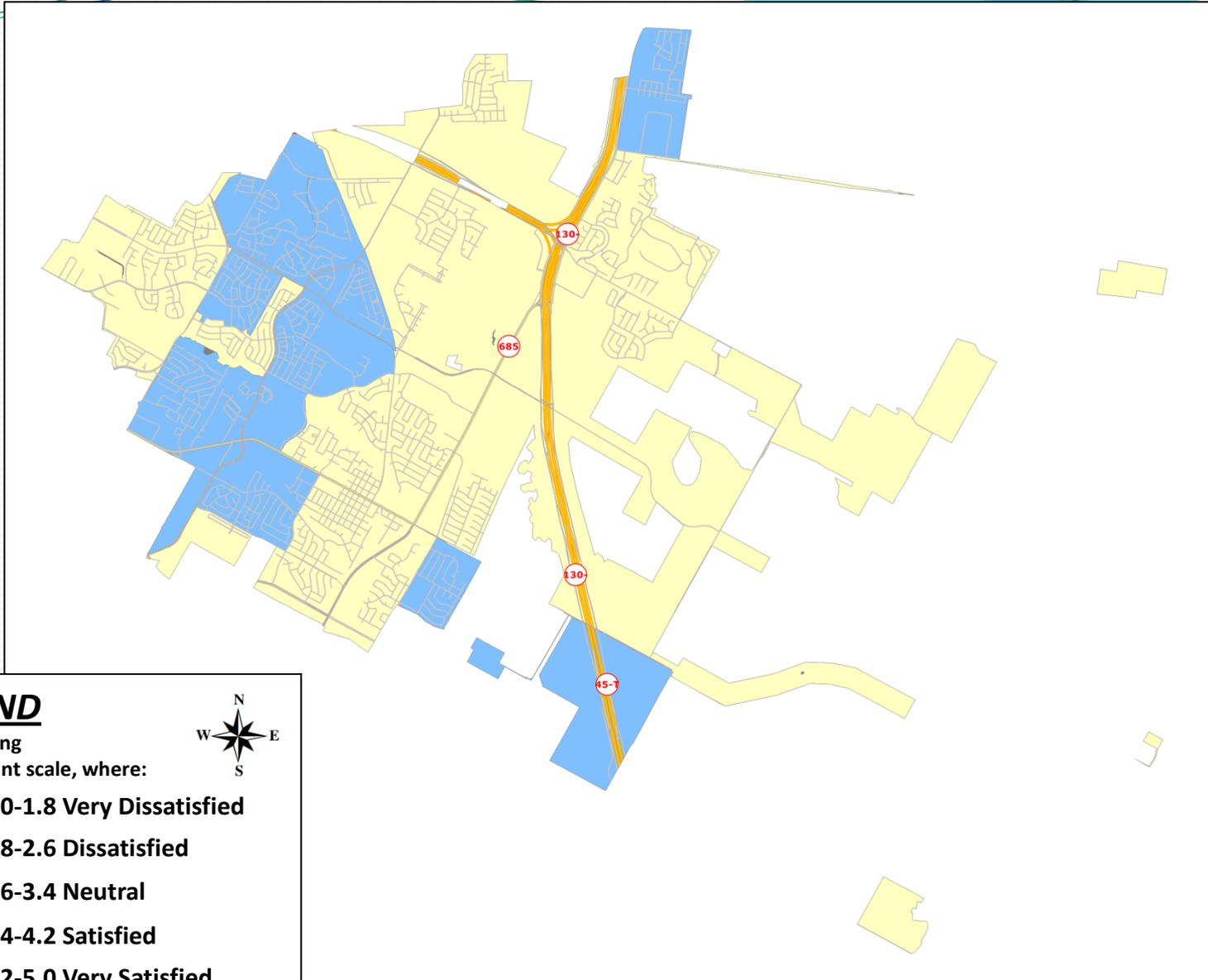


-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)

## **Pflugerville 2012 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q4g. Quality of the Downtown in the community where you live .



**LEGEND**

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

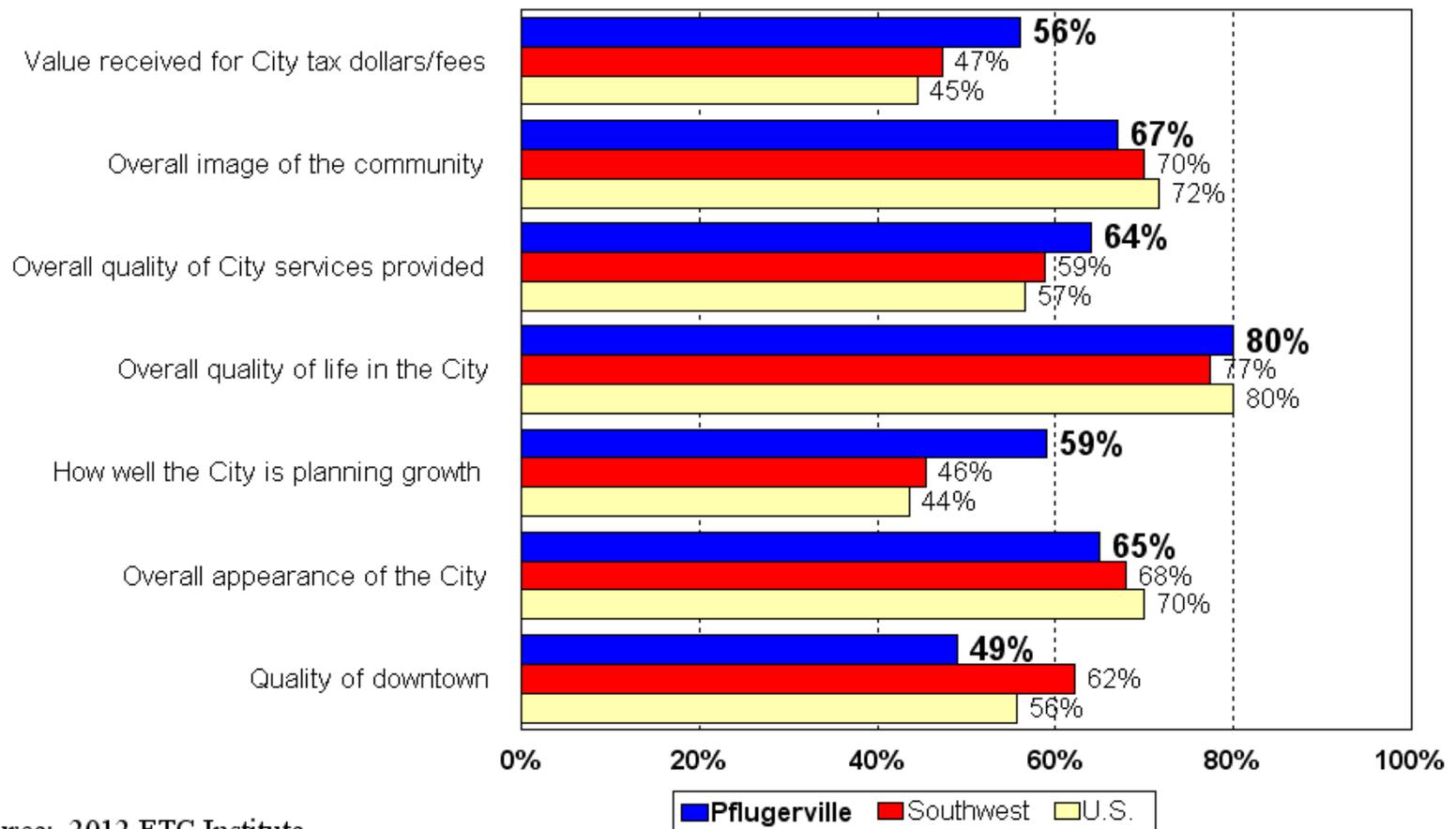


**Pflugerville 2012 Community Survey**  
Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Satisfaction with Issues that Influence Perceptions of the City

## Pflugerville 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)



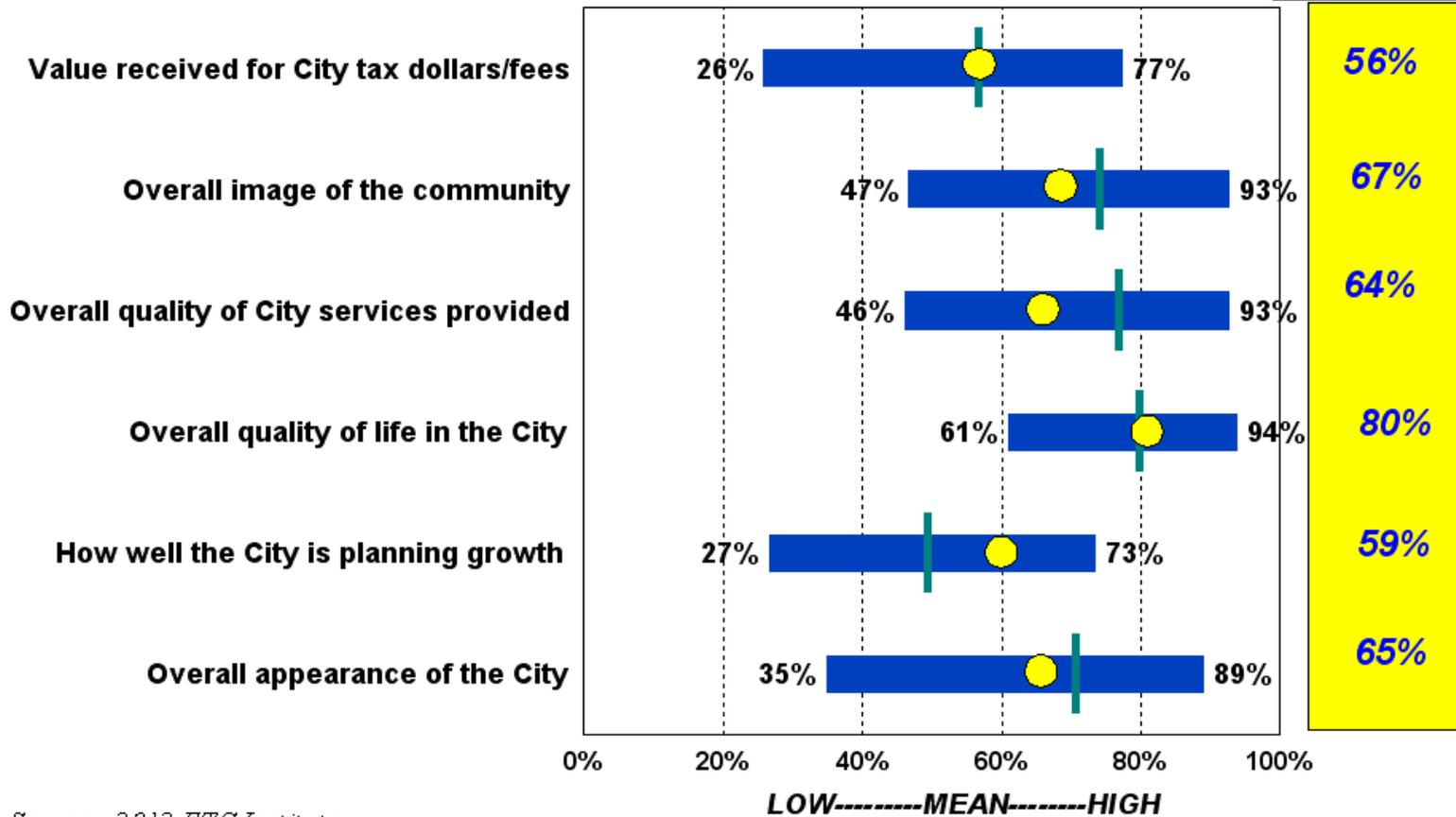
Source: 2012 ETC Institute

# Perceptions Residents Have of the City in Which They Live - 2012

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

Medium DirectionFinder Communities - Population 20,000-199,999

**Pflugerville**



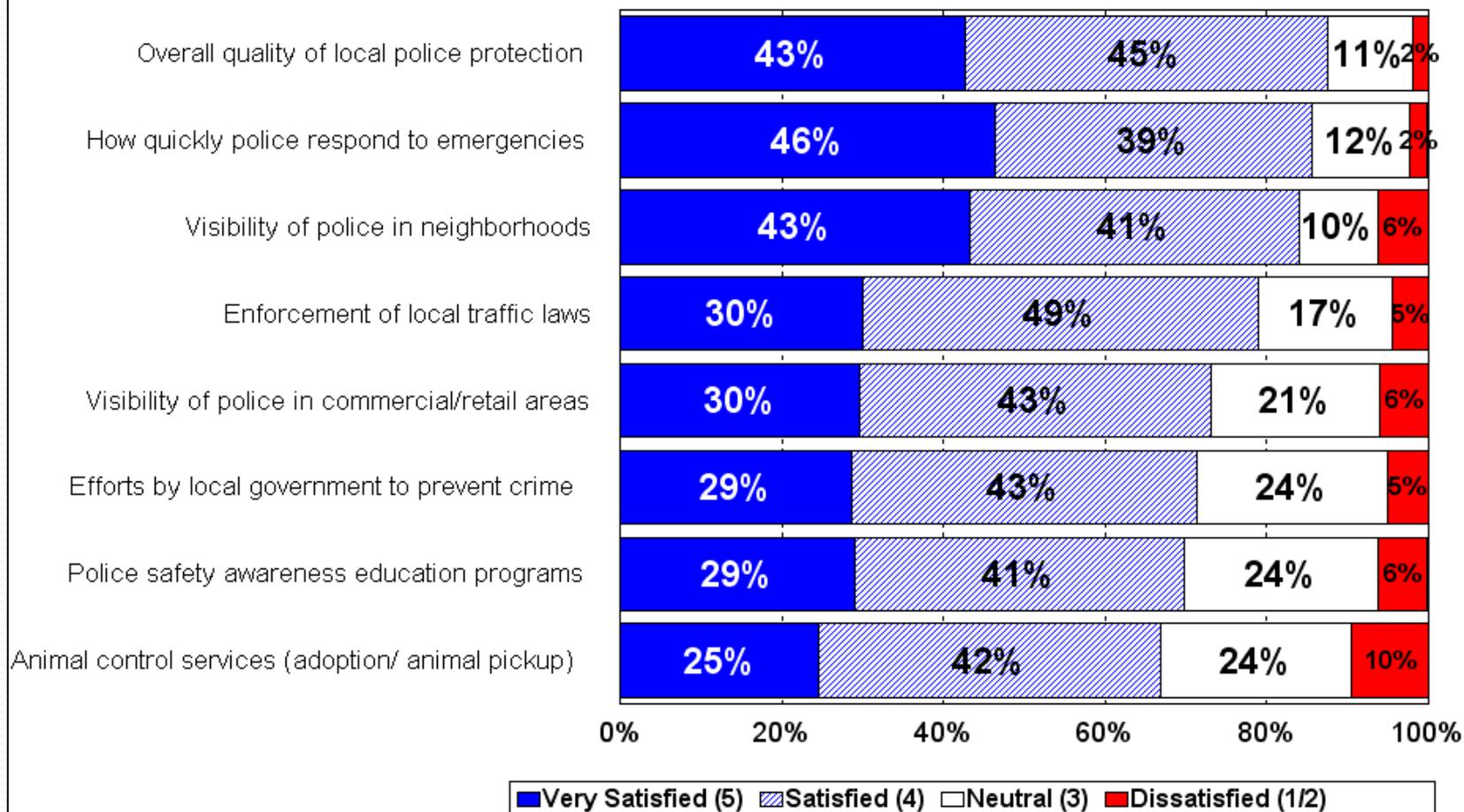
Source: 2012 ETC Institute



# **PUBLIC SAFETY**

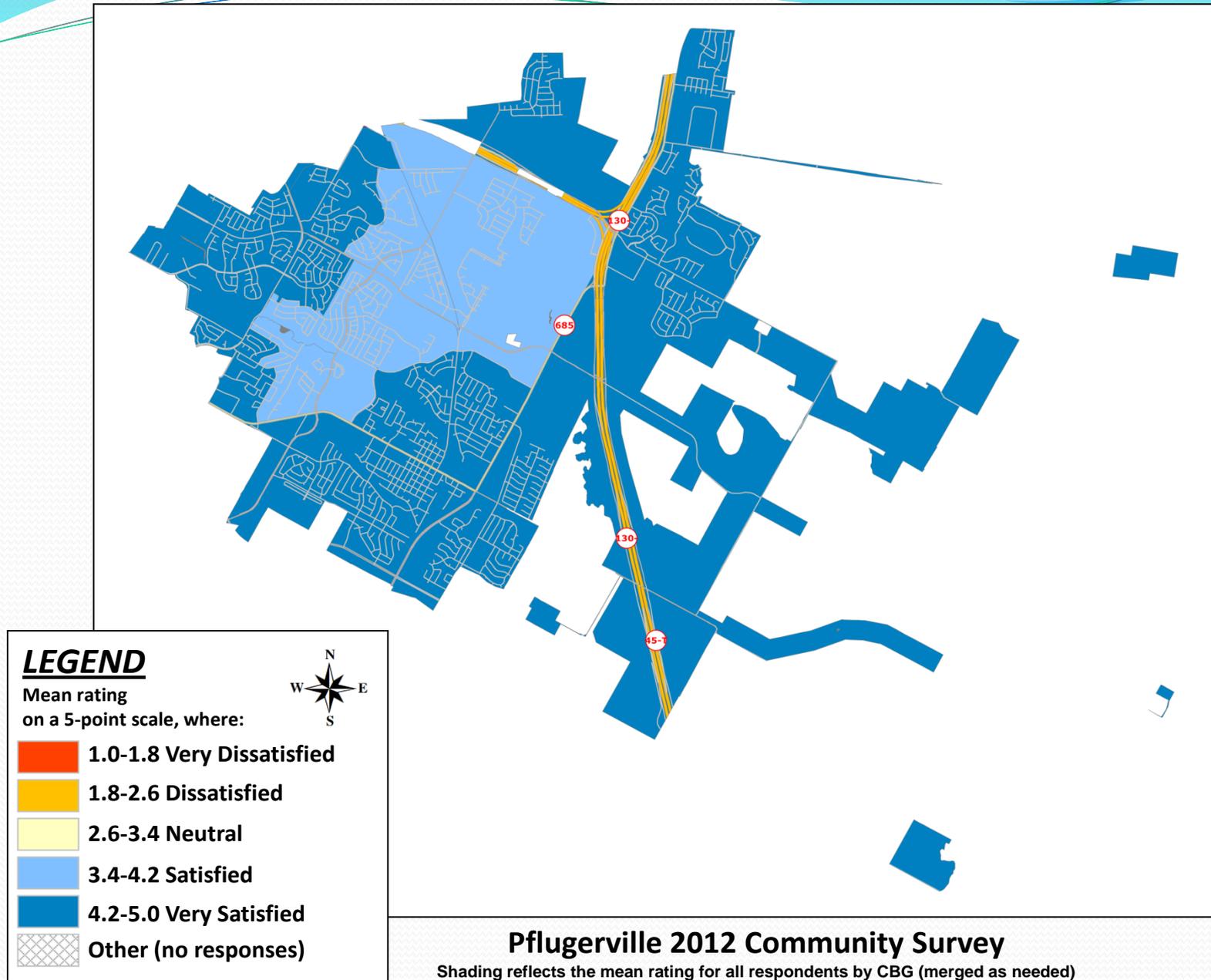
## Q5. Satisfaction with Various Aspects of Police Services

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

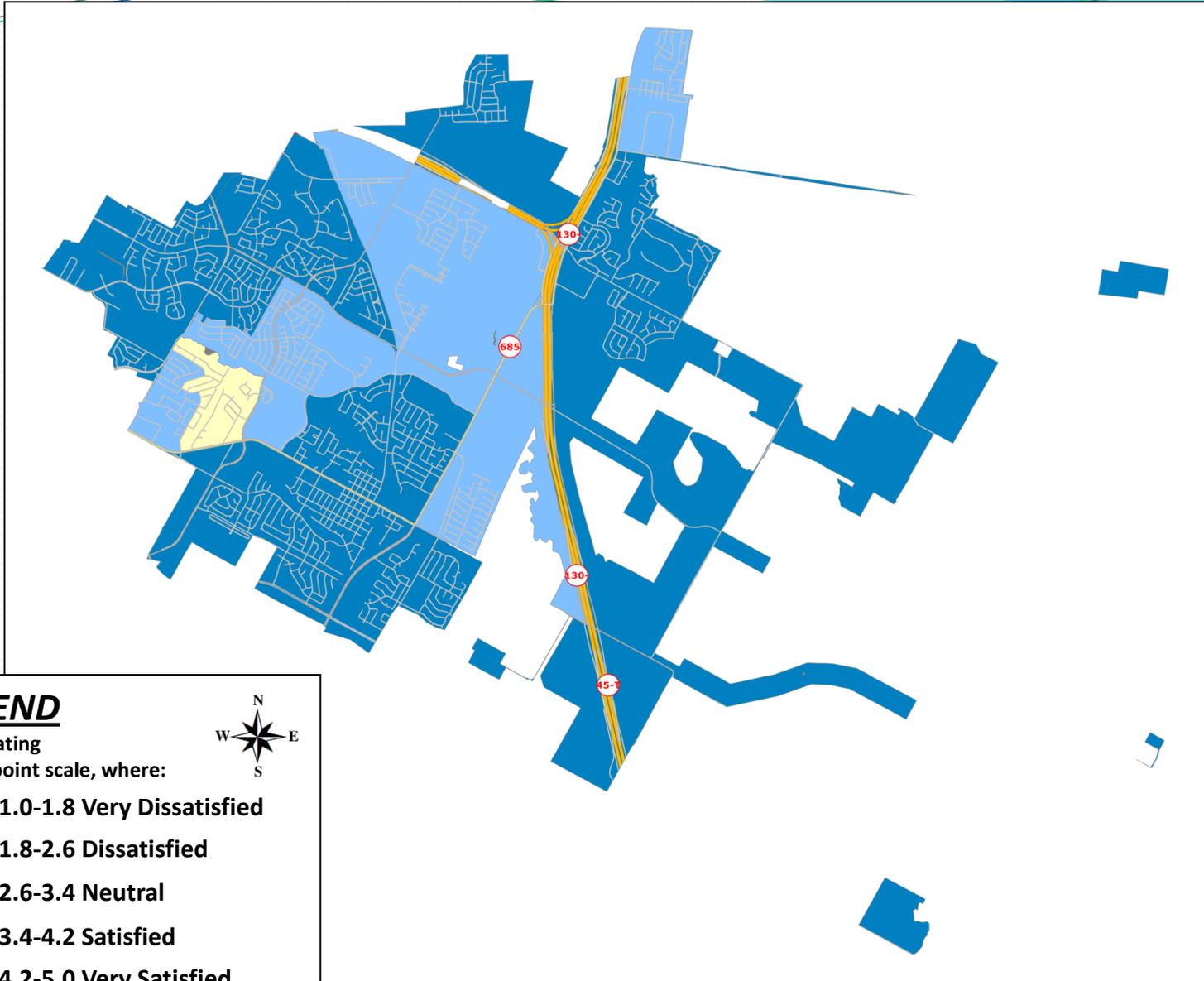


Source: ETC Institute Direction Finder (2012 - Pflugerville, TX Survey)

# Q5a. Overall quality of local police protection.



# Q5b. Visibility of police in neighborhoods.



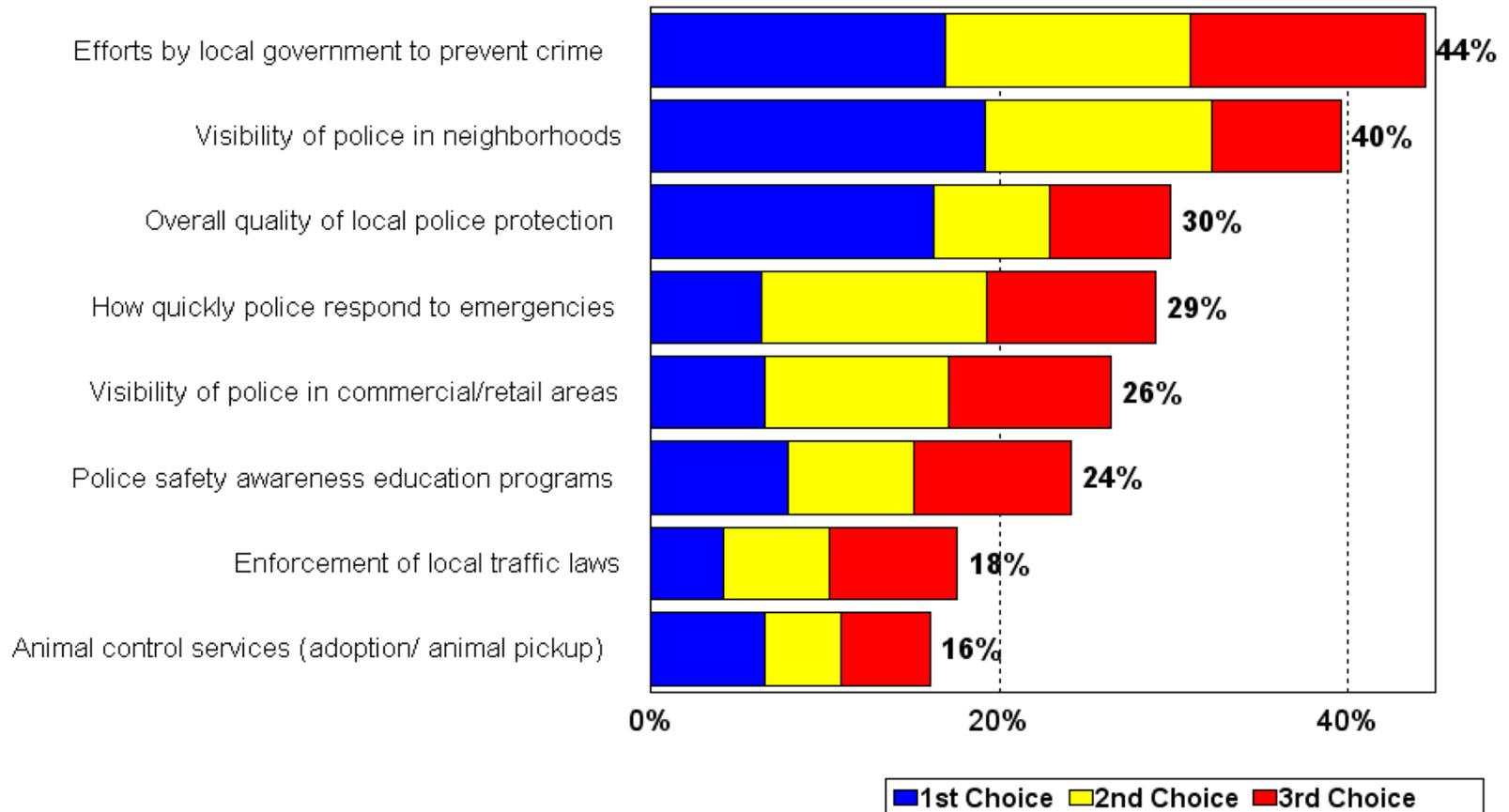
**LEGEND**  
Mean rating on a 5-point scale, where:

1.0-1.8 Very Dissatisfied  
1.8-2.6 Dissatisfied  
2.6-3.4 Neutral  
3.4-4.2 Satisfied  
4.2-5.0 Very Satisfied  
Other (no responses)

**Pflugerville 2012 Community Survey**  
Shading reflects the mean rating for all respondents by CBG (merged as needed)

## Q6. Which **THREE** of Police Services should receive the most emphasis from City leaders over the next two years?

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



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

# Importance-Satisfaction Rating

## City of Pflugerville, TX

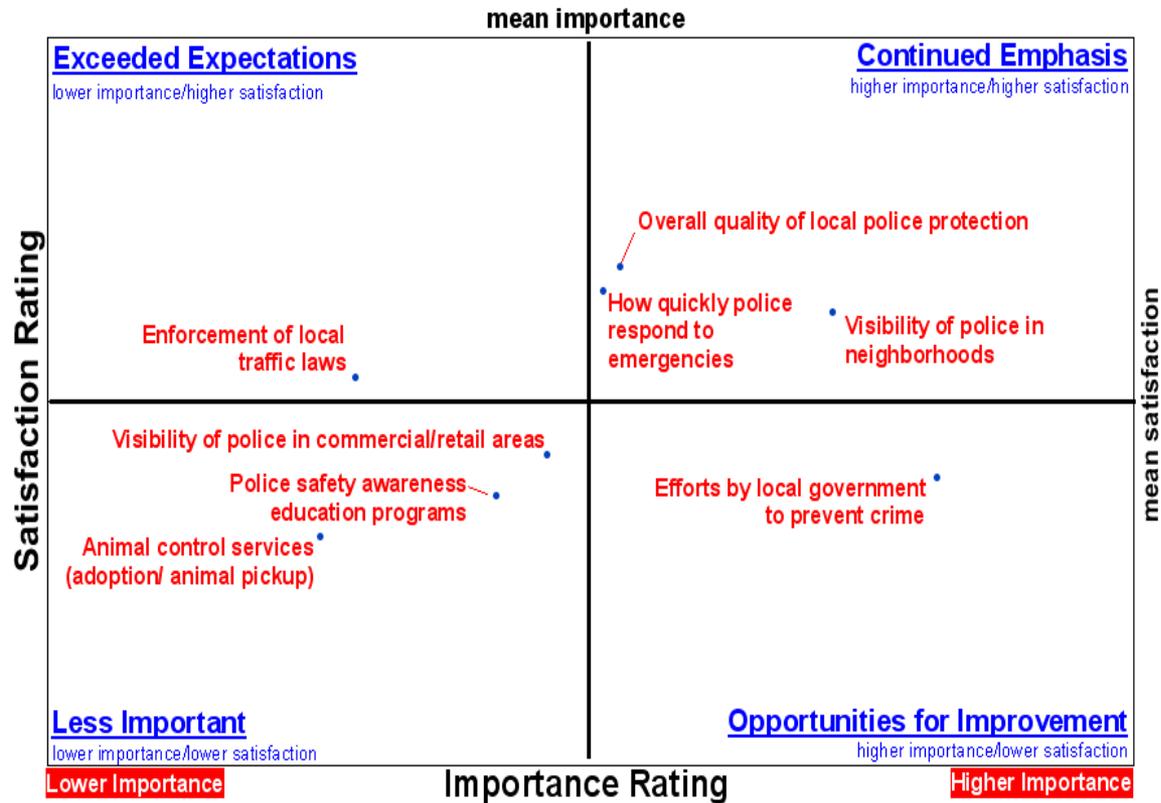
### Police Services

<u>Category of Service</u>	<u>Most Important %</u>	<u>Most Important Rank</u>	<u>Satisfaction %</u>	<u>Satisfaction Rank</u>	<u>Importance-Satisfaction Rating</u>	<u>I-S Rating Rank</u>
<b><u>High Priority (IS .10-.20)</u></b>						
Efforts by local government to prevent crime	44%	1	71%	6	0.1276	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Police safety awareness education programs	24%	6	70%	7	0.0720	2
Visibility of police in commercial/retail areas	26%	5	73%	5	0.0702	3
Visibility of police in neighborhoods	40%	2	84%	3	0.0640	4
Animal control services (adoption/ animal pickup)	16%	8	67%	8	0.0528	5
How quickly police respond to emergencies	29%	4	86%	2	0.0406	6
Overall quality of local police protection	30%	3	88%	1	0.0360	7
Enforcement of local traffic laws	18%	7	79%	4	0.0378	8

# 2012 City of Pflugerville DirectionFinder Importance-Satisfaction Assessment Matrix

## -Police Services-

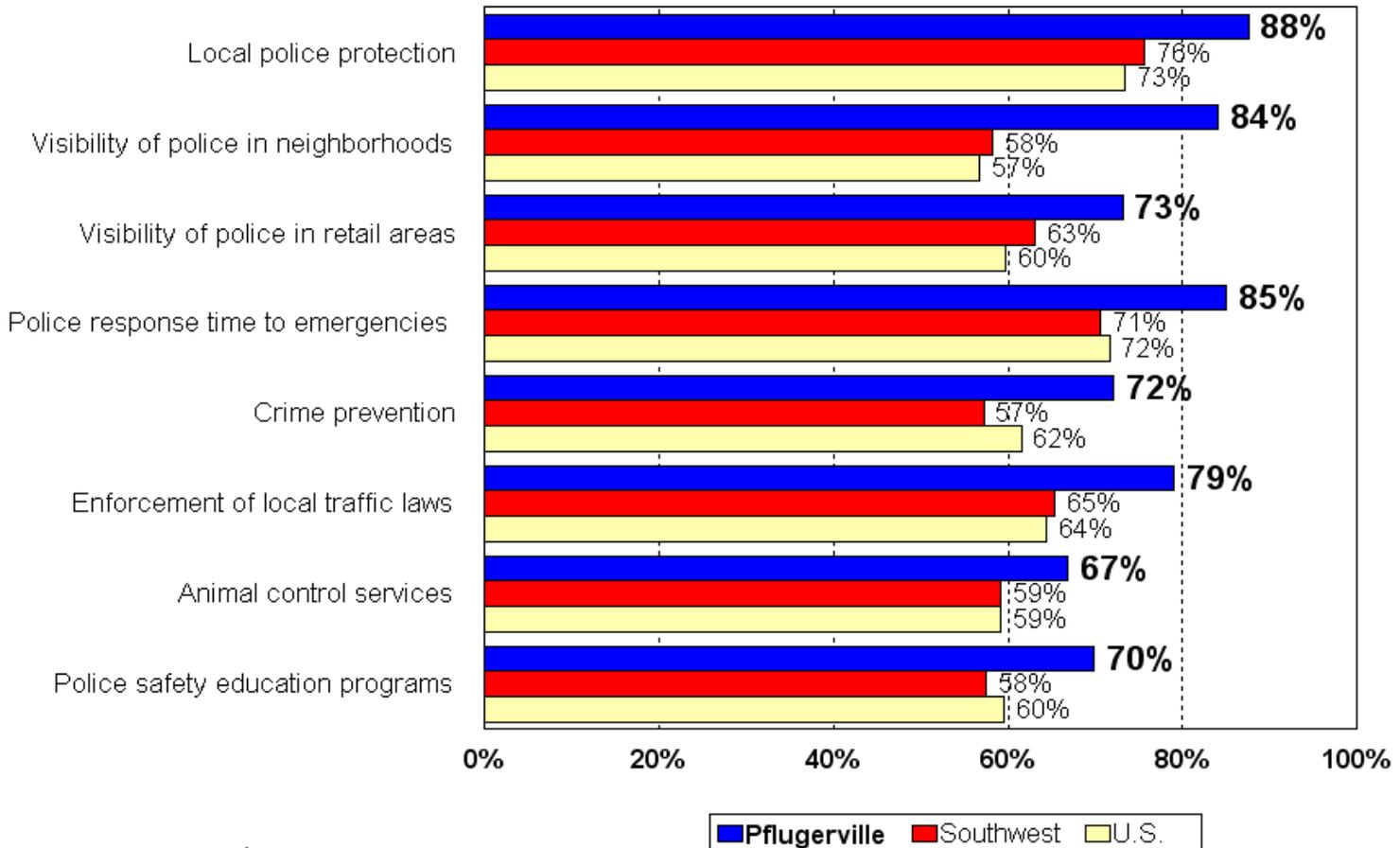
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2012)

# Overall Satisfaction with Police Services Pflugerville 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)



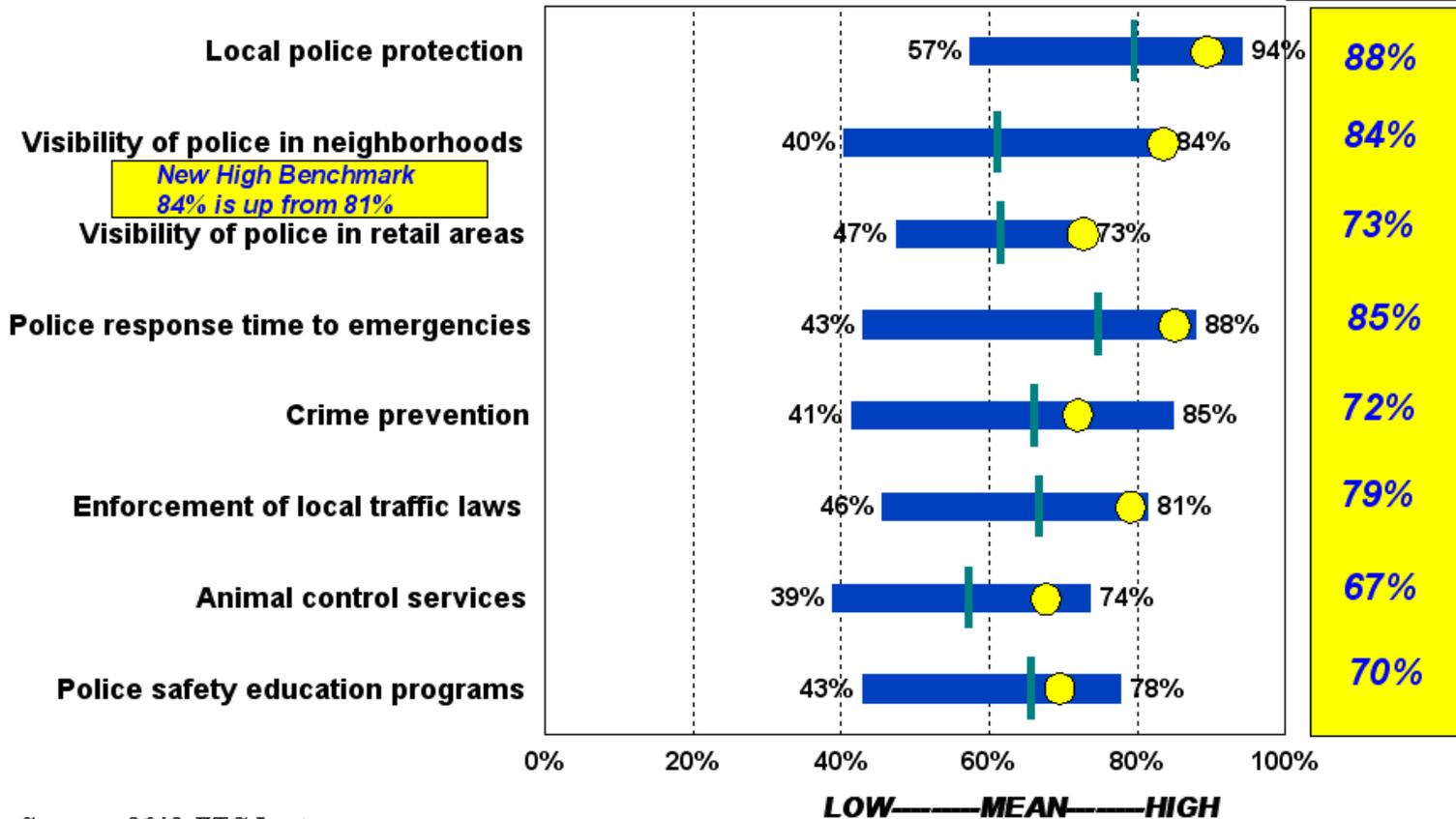
Source: 2012 ETC Institute

# Satisfaction with Public Safety 2012

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

Medium DirectionFinder Communities - Population 20,000-199,999

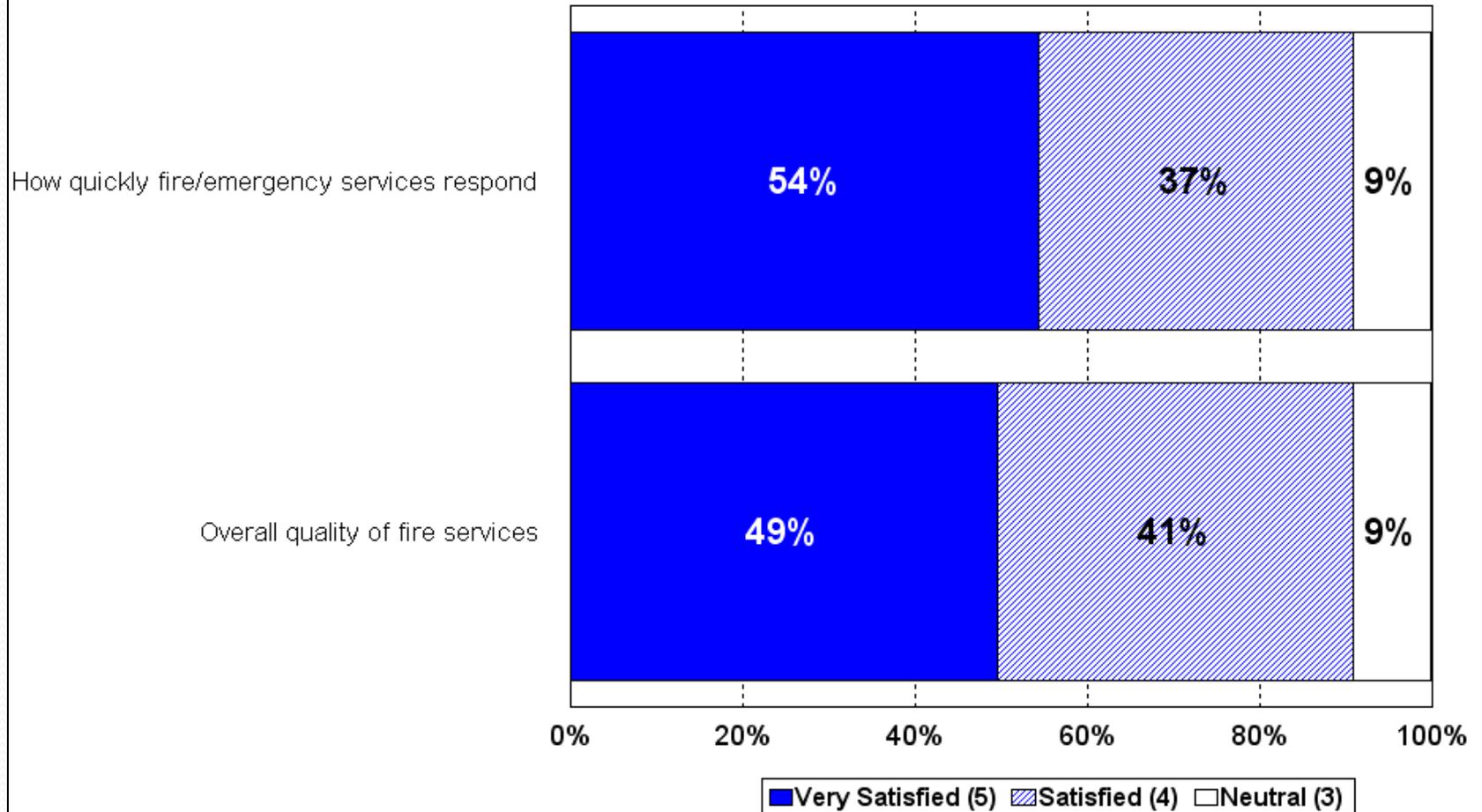
 **Pflugerville**



Source: 2012 ETC Institute

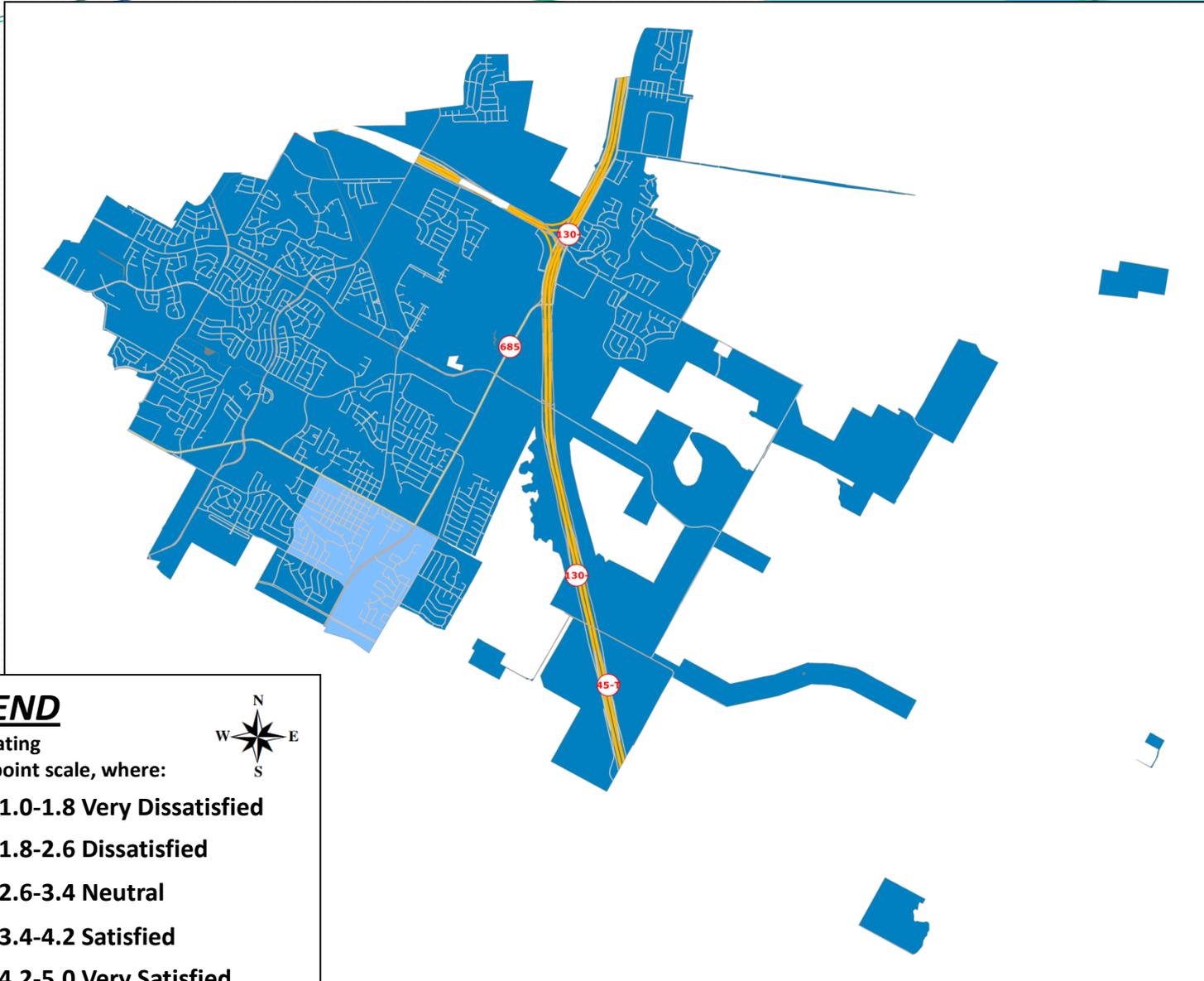
## Q8. Satisfaction with Various Aspects of Fire Services

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 DirectionFinder (2012 - Pflugerville, TX Survey)

# Q8a. Quality of fire services.



## **LEGEND**

Mean rating  
on a 5-point scale, where:



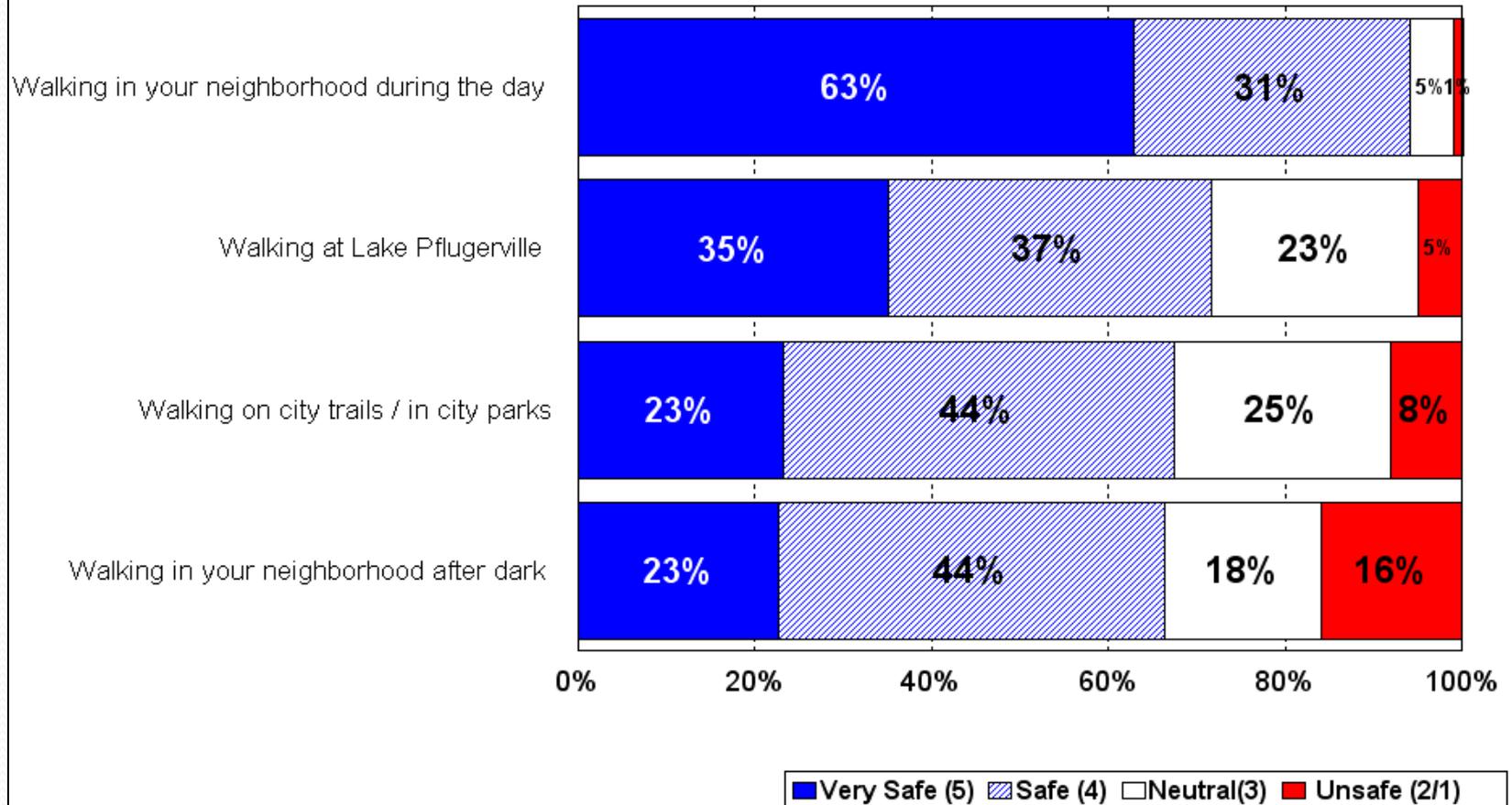
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)

## **Pflugerville 2012 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

## Q7. Please rate how safe you feel in the following situations:

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 DirectionFinder (2012 - Pflugerville, TX Survey)

# Q7a. Walking in neighborhood during day.



## **LEGEND**

Mean rating  
on a 5-point scale, where:

 1.0-1.8 Very Unsafe

 1.8-2.6 Unsafe

 2.6-3.4 Neutral

 3.4-4.2 Safe

 4.2-5.0 Very Safe

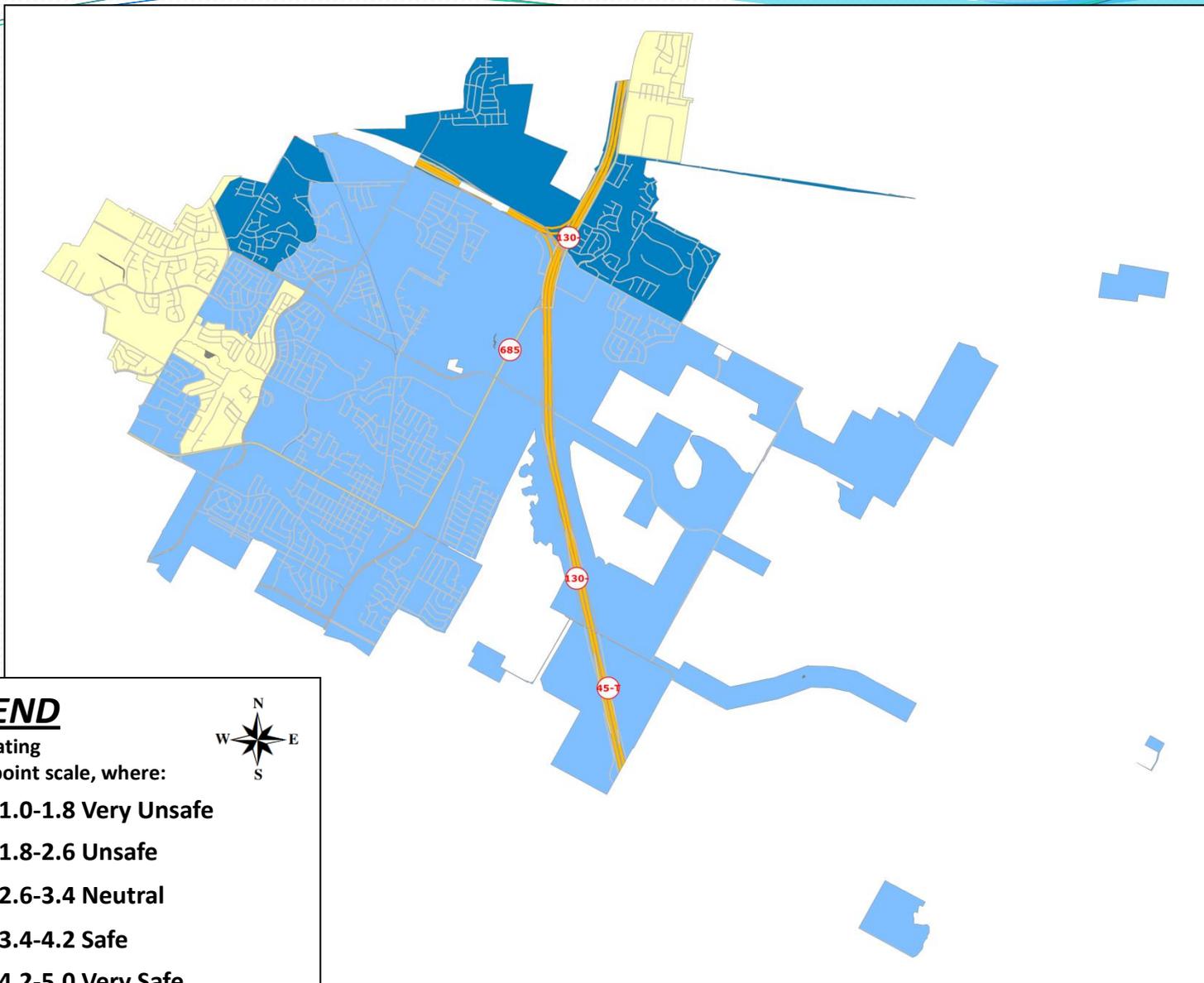
 Other (no responses)



## **Pflugerville 2012 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q7b. Walking in your neighborhood after dark.



## **LEGEND**

Mean rating  
on a 5-point scale, where:



 1.0-1.8 Very Unsafe

 1.8-2.6 Unsafe

 2.6-3.4 Neutral

 3.4-4.2 Safe

 4.2-5.0 Very Safe

 Other (no responses)

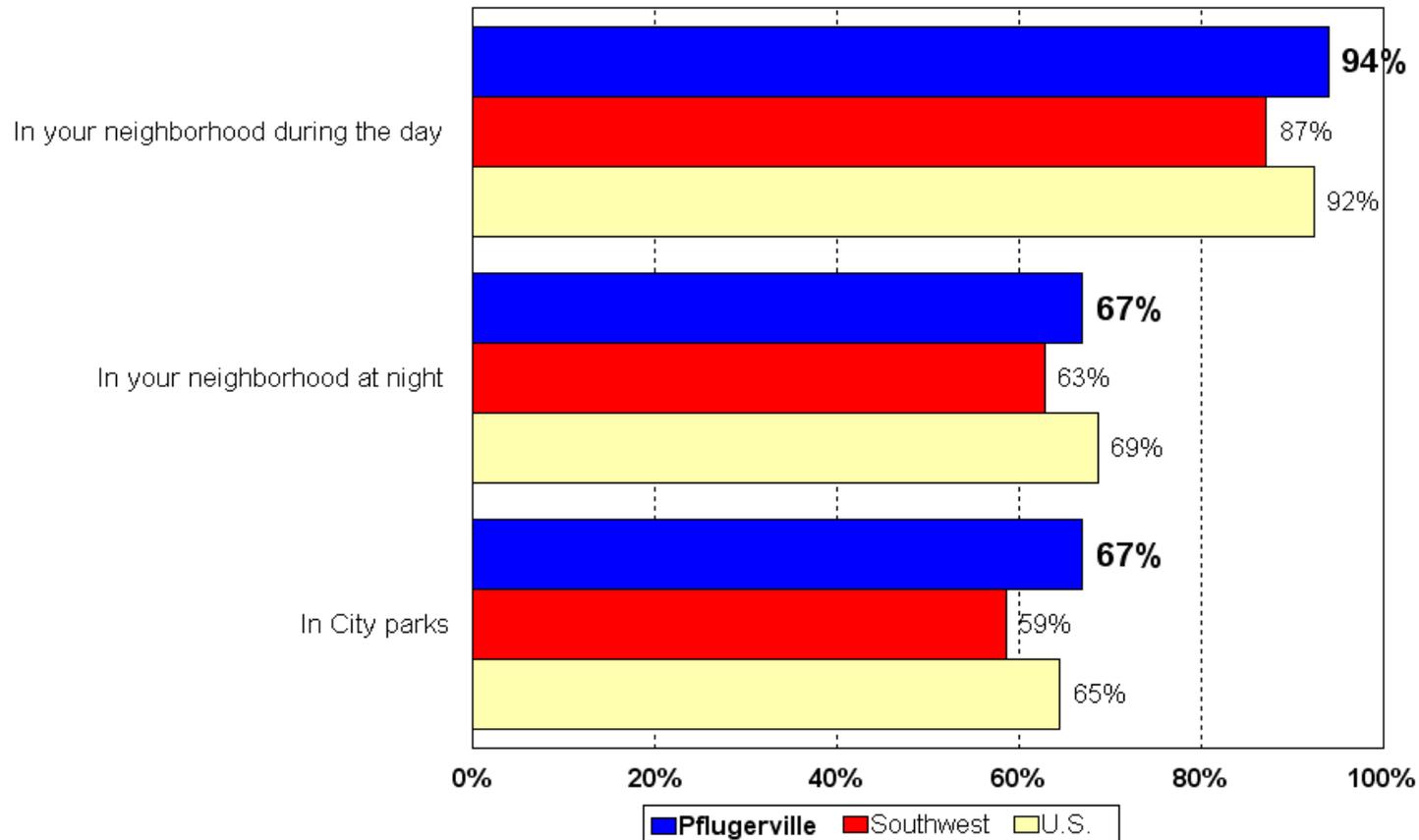
## **Pflugerville 2012 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# How Safe Residents Feel in Their Community

## Pflugerville 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 safe" and 1 was "very unsafe" (excluding don't knows)



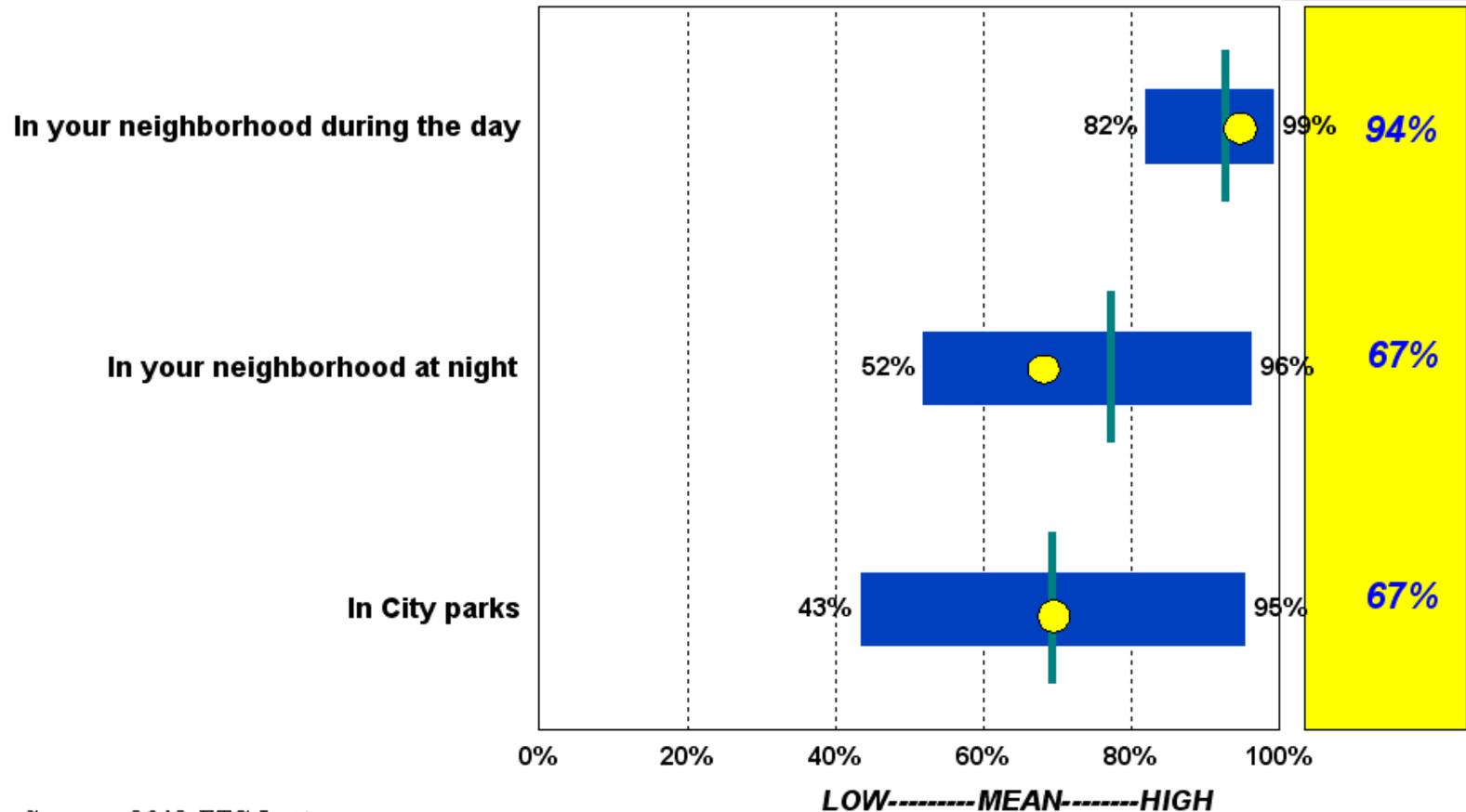
Source: 2012 ETC Institute

# Feelings of Safety 2012

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

Medium DirectionFinder Communities - Population 20,000-199,999

● Pflugerville



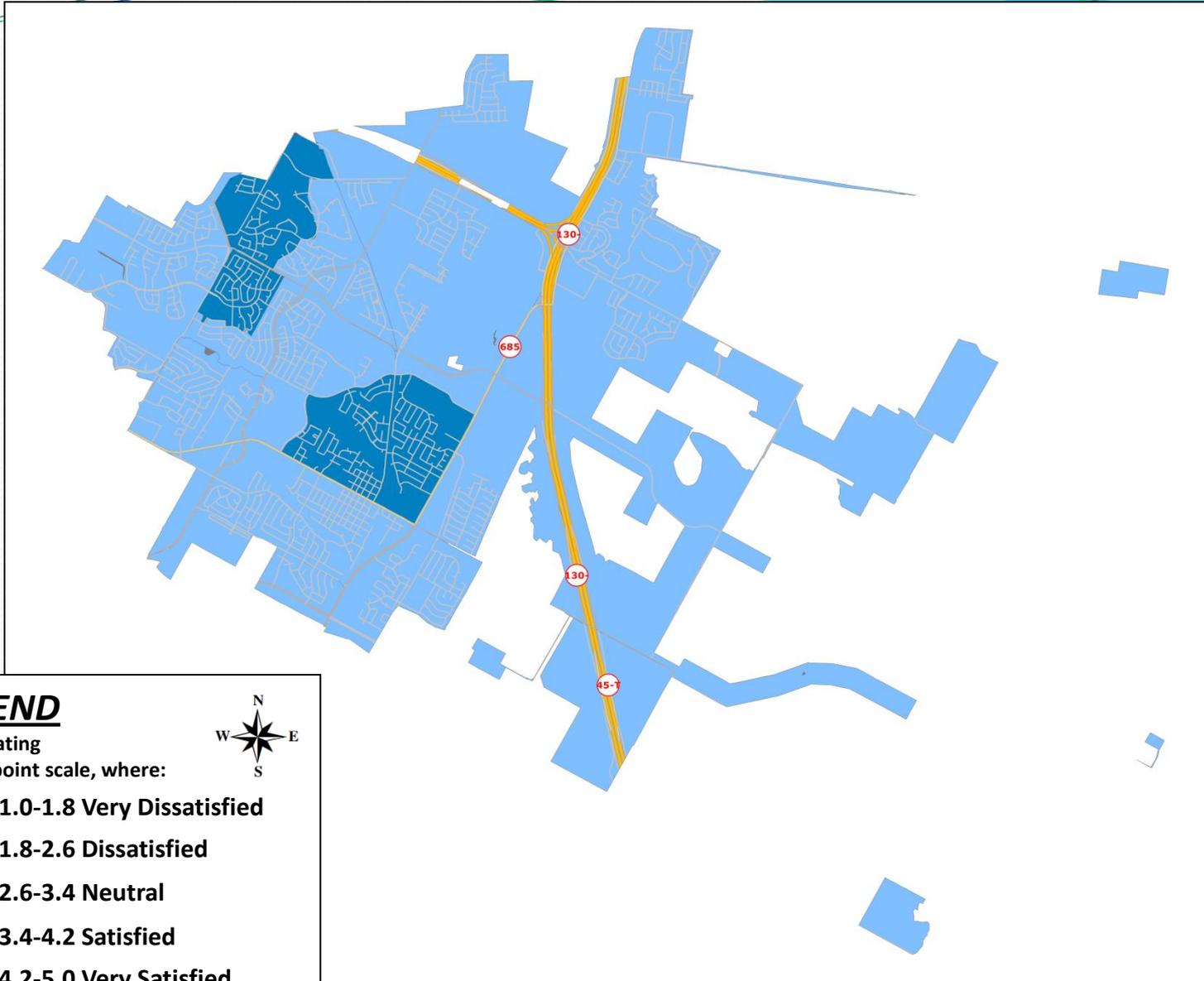
Source: 2012 ETC Institute



# **Parks and Recreation**



# Q9a. Maintenance of local parks.



## **LEGEND**

Mean rating  
on a 5-point scale, where:



-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)

## **Pflugerville 2012 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q9j Adult athletic programs in area



## **LEGEND**

Mean rating  
on a 5-point scale, where:



 1.0-1.8 Very Dissatisfied

 1.8-2.6 Dissatisfied

 2.6-3.4 Neutral

 3.4-4.2 Satisfied

 4.2-5.0 Very Satisfied

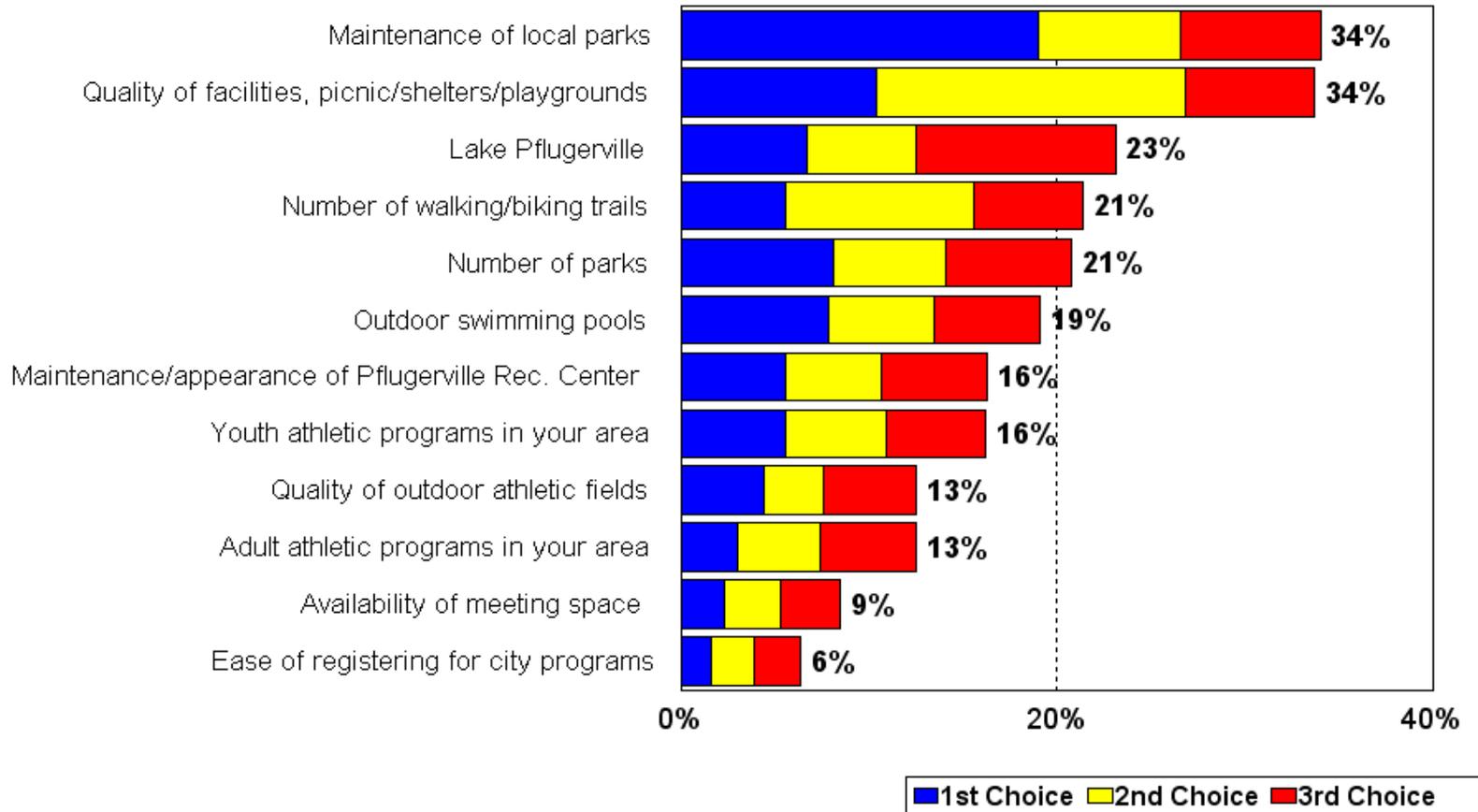
 Other (no responses)

## **Pflugerville 2012 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q10. Which THREE of Parks and Recreation services should receive the most emphasis from City leaders over the next two years

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



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

# Importance-Satisfaction Rating

## City of Pflugerville, TX

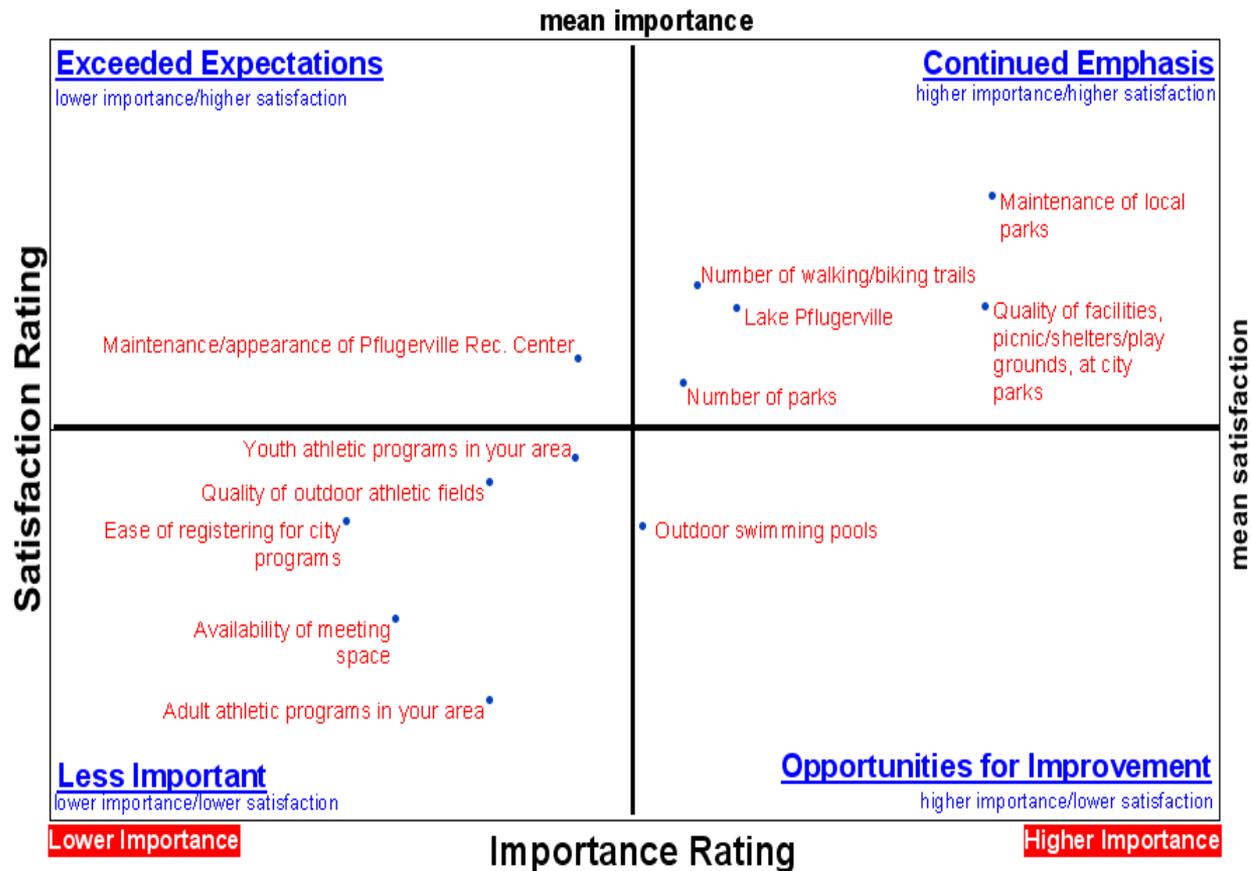
### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Quality of facilities, picnic/shelters/playgrounds, at city	34%	2	75%	3	0.0850	1
Outdoor swimming pools	19%	6	60%	10	0.0760	2
Adult athletic programs in your area	13%	10	49%	12	0.0663	3
Number of parks	21%	5	70%	6	0.0630	4
Maintenance of local parks	34%	1	82%	1	0.0612	5
Lake Pflugerville	23%	3	75%	4	0.0575	6
Youth athletic programs in your area	16%	8	65%	7	0.0560	7
Number of walking/biking trails	21%	4	76%	2	0.0504	8
Maintenance/appearance of Pflugerville Rec. Center	16%	7	72%	5	0.0448	9
Quality of outdoor athletic fields	13%	9	63%	8	0.0481	10
Availability of meeting space	9%	11	55%	11	0.0405	11
Ease of registering for city programs	6%	12	61%	9	0.0234	12

# 2012 City of Pflugerville DirectionFinder Importance-Satisfaction Assessment Matrix

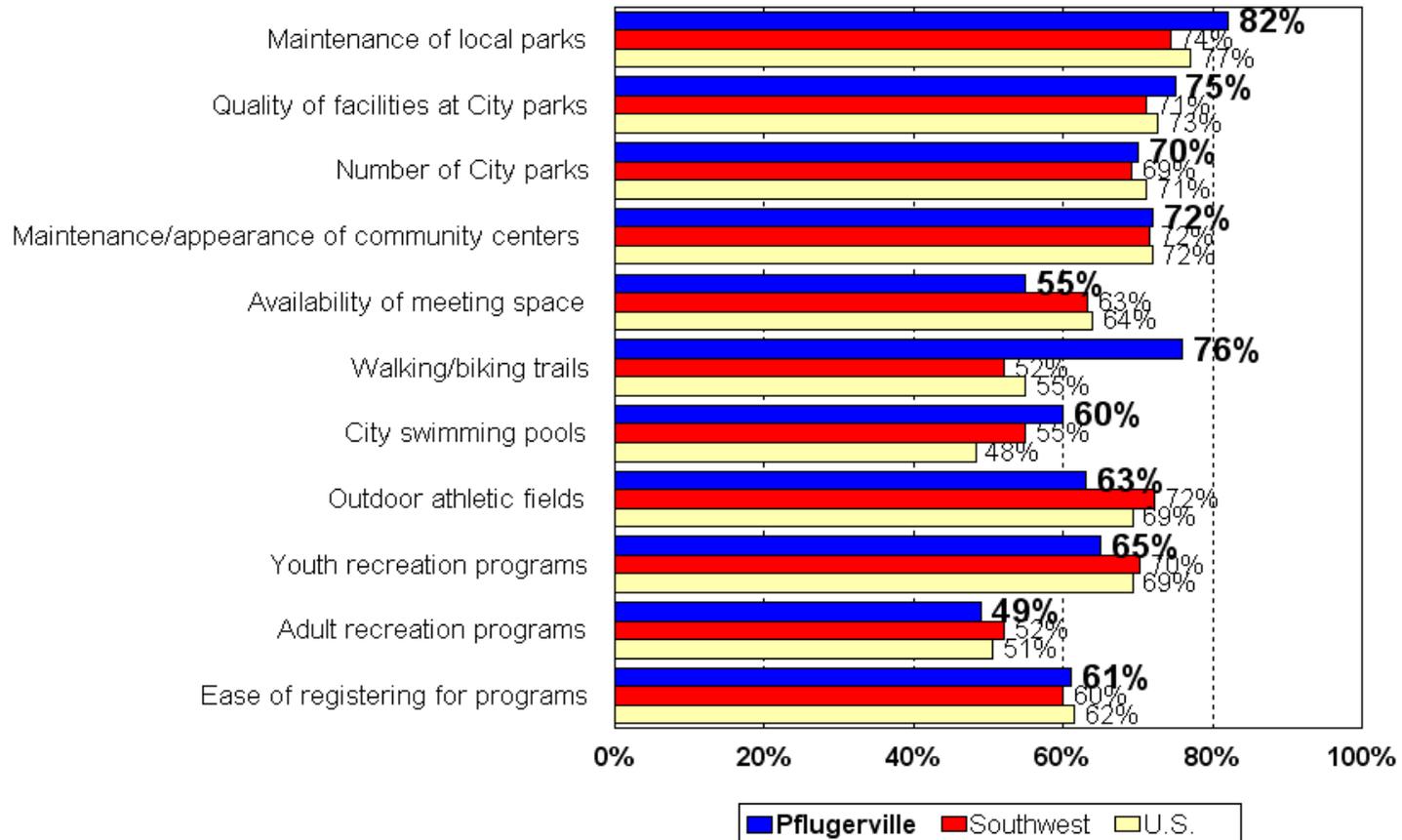
## -Parks and Recreation-

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



# Overall Satisfaction with Parks and Recreation Pflugerville 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)



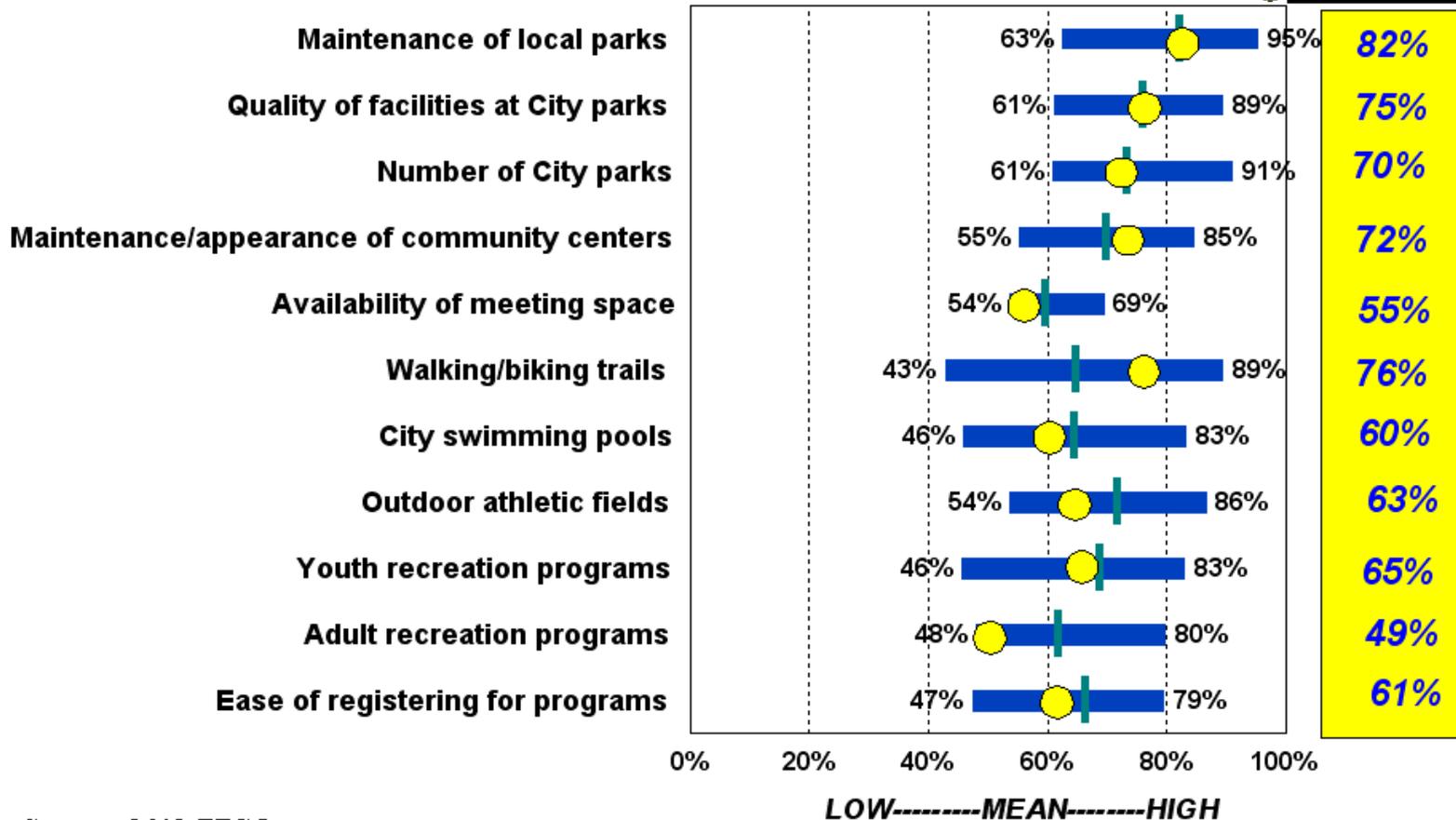
Source: 2012 ETC Institute

# Satisfaction with Parks and Recreation 2012

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

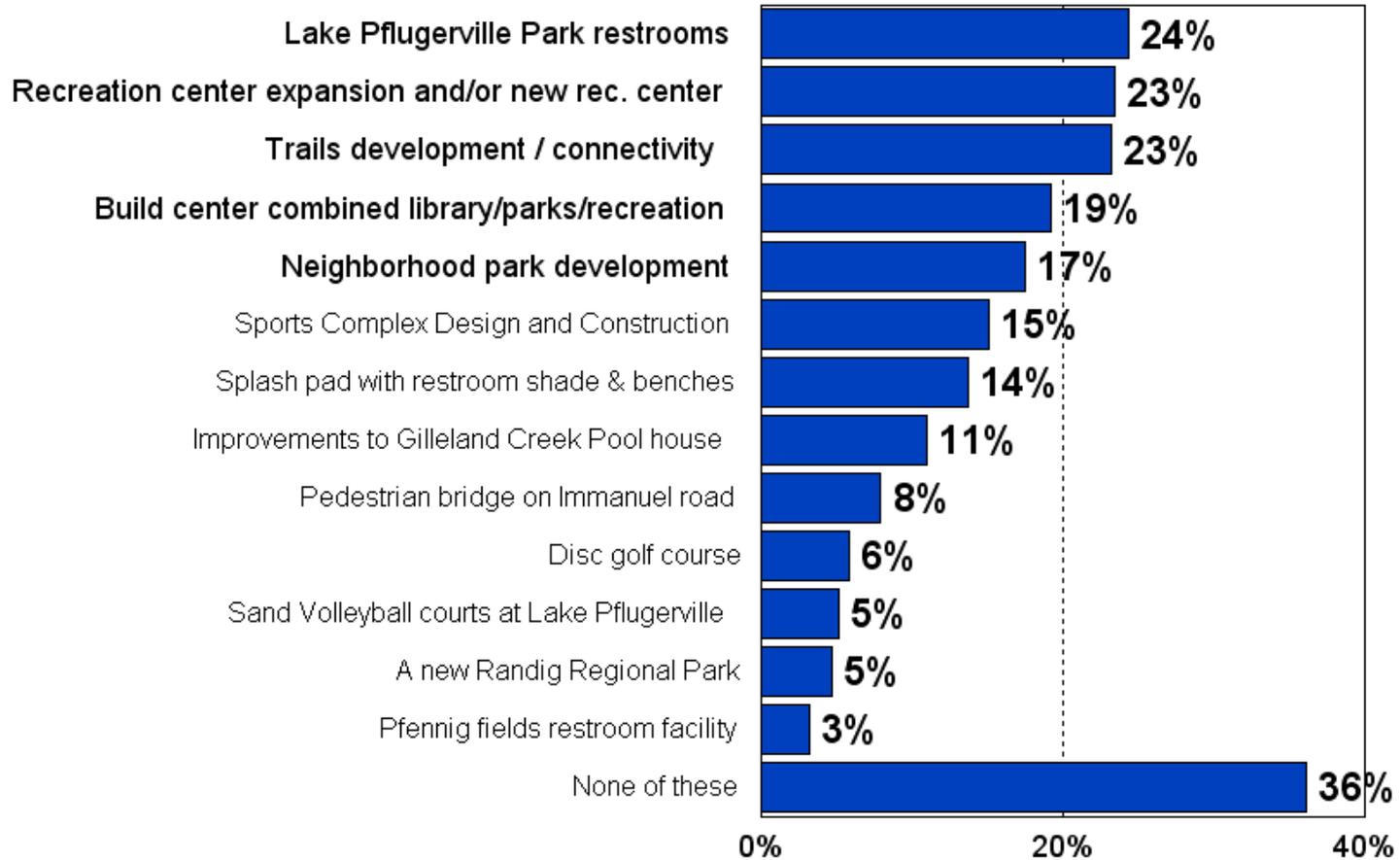
Medium DirectionFinder Communities - Population 20,000-199,999

**Pflugerville**



# Q11. From the list of parks and recreation commission goals, please identify the TWO that are of most interest to your household?

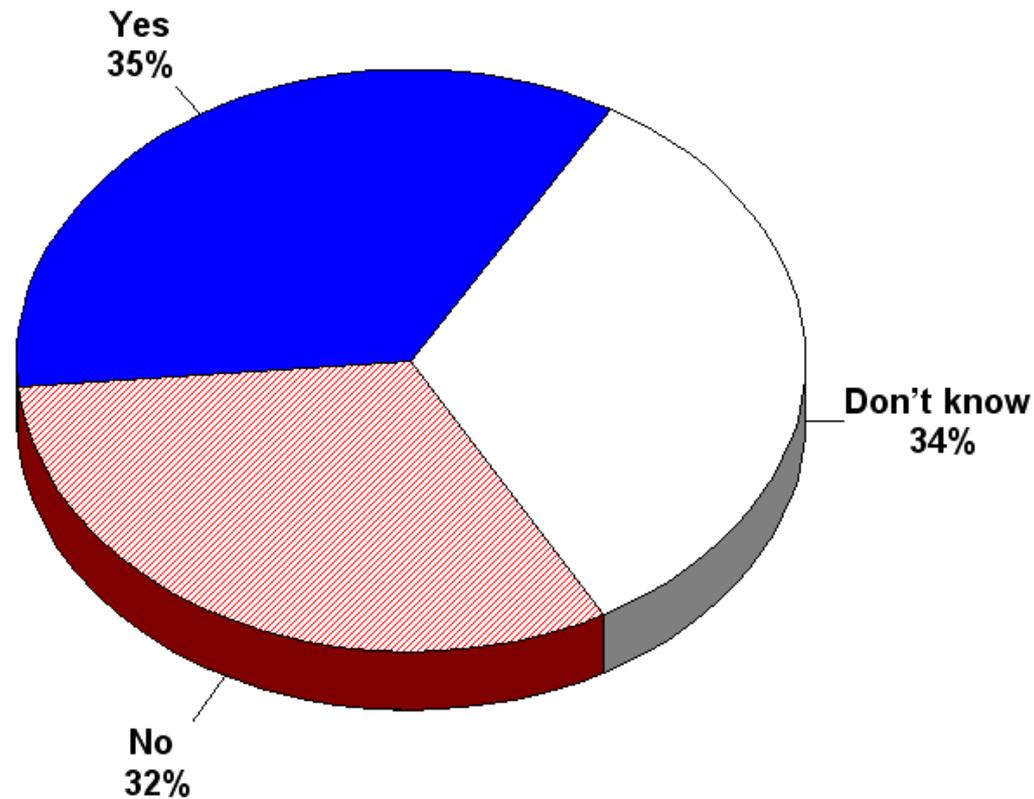
by percentage of respondents



Source: ETC Institute Direction Finder (2012 - Pflugerville, TX Survey)

**Q12. If the parks department expanded in the way you indicated, would you be willing to pay a slight tax increase to support the project?**

by percentage of respondents



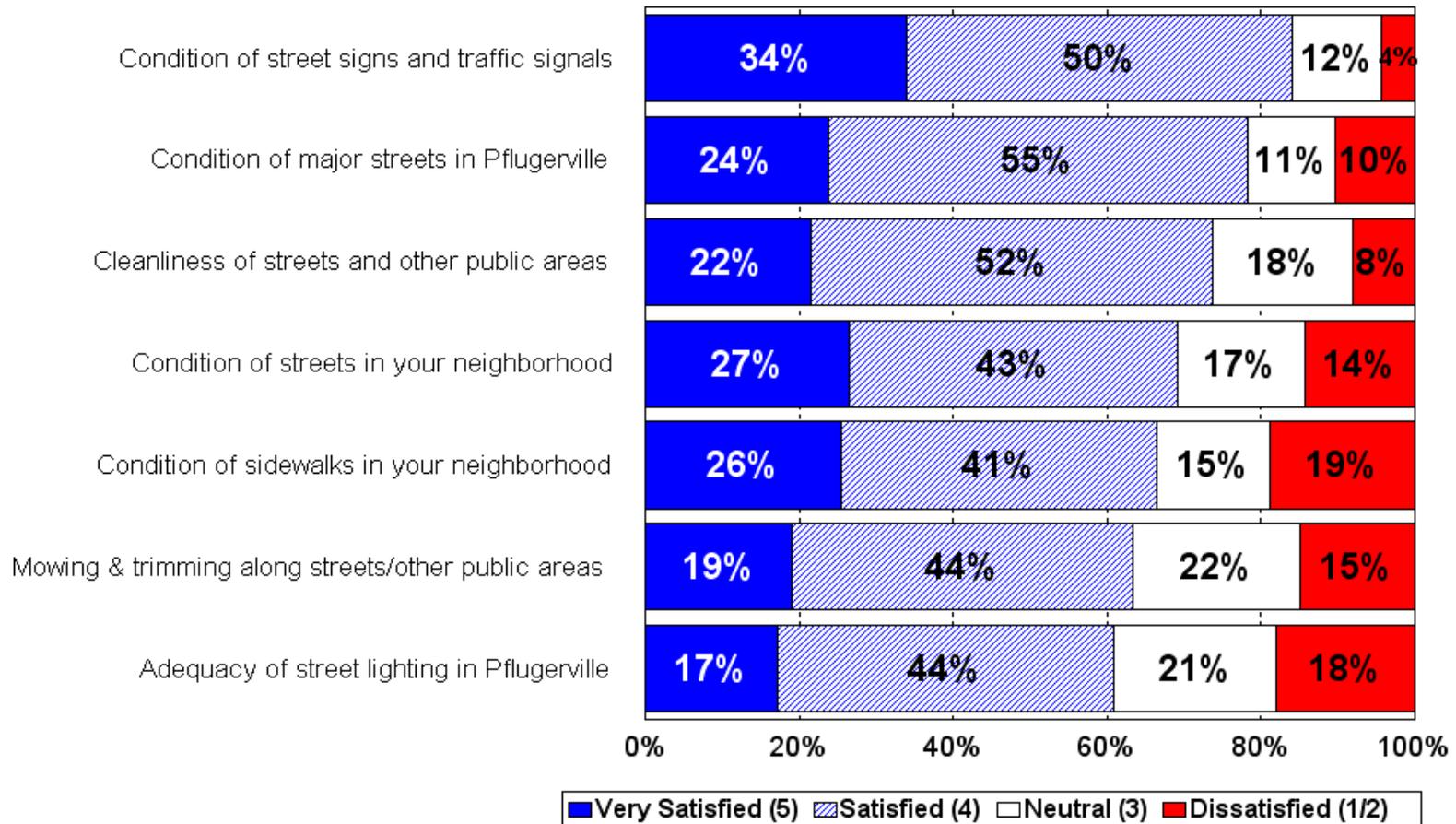
Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)



# **Maintenance**

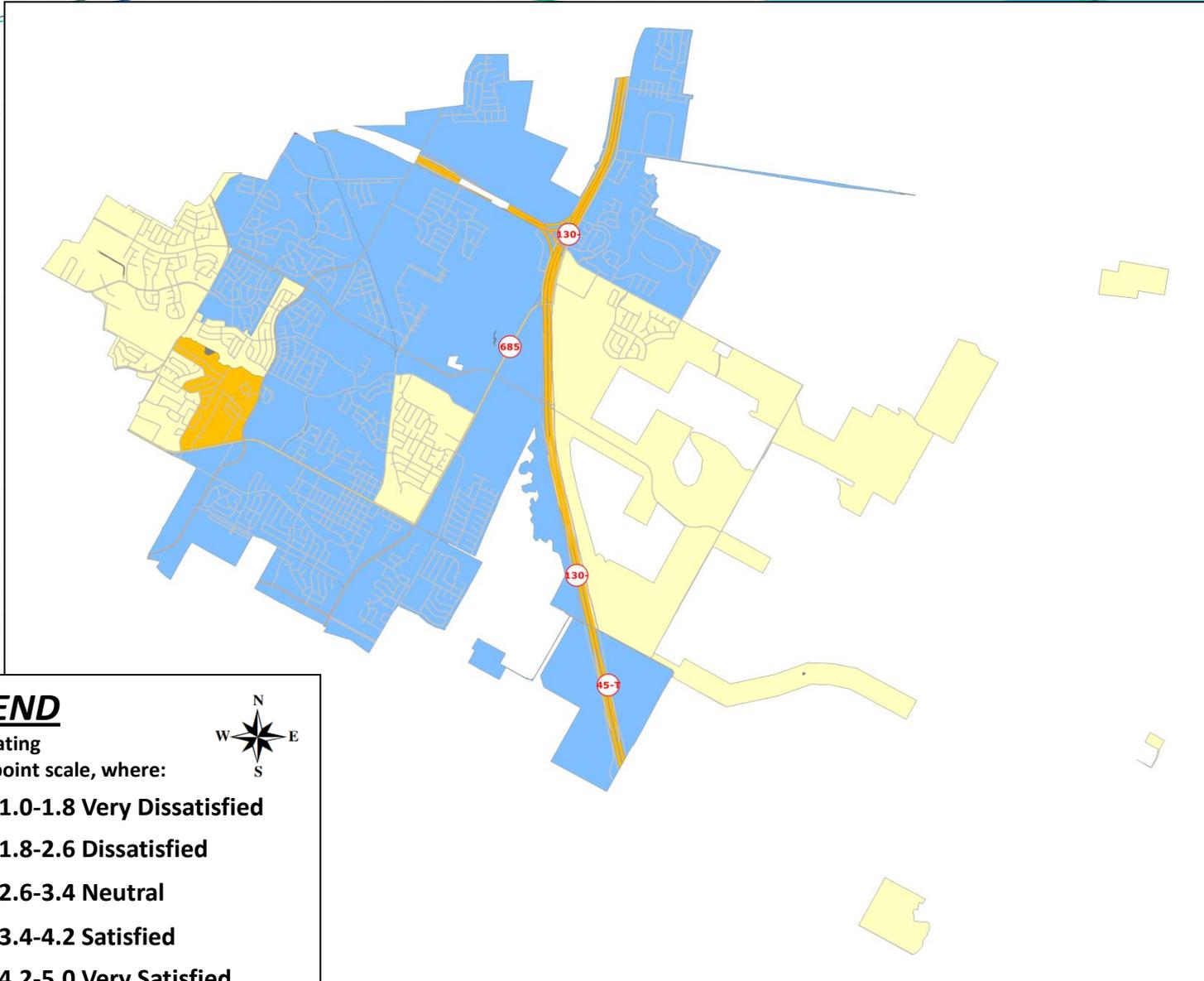
## Q13. Satisfaction with Various Aspects of City Maintenance Services

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 DirectionFinder (2012 - Pflugerville, TX Survey)

# Q13e. Adequacy of street lighting in Pflugerville.



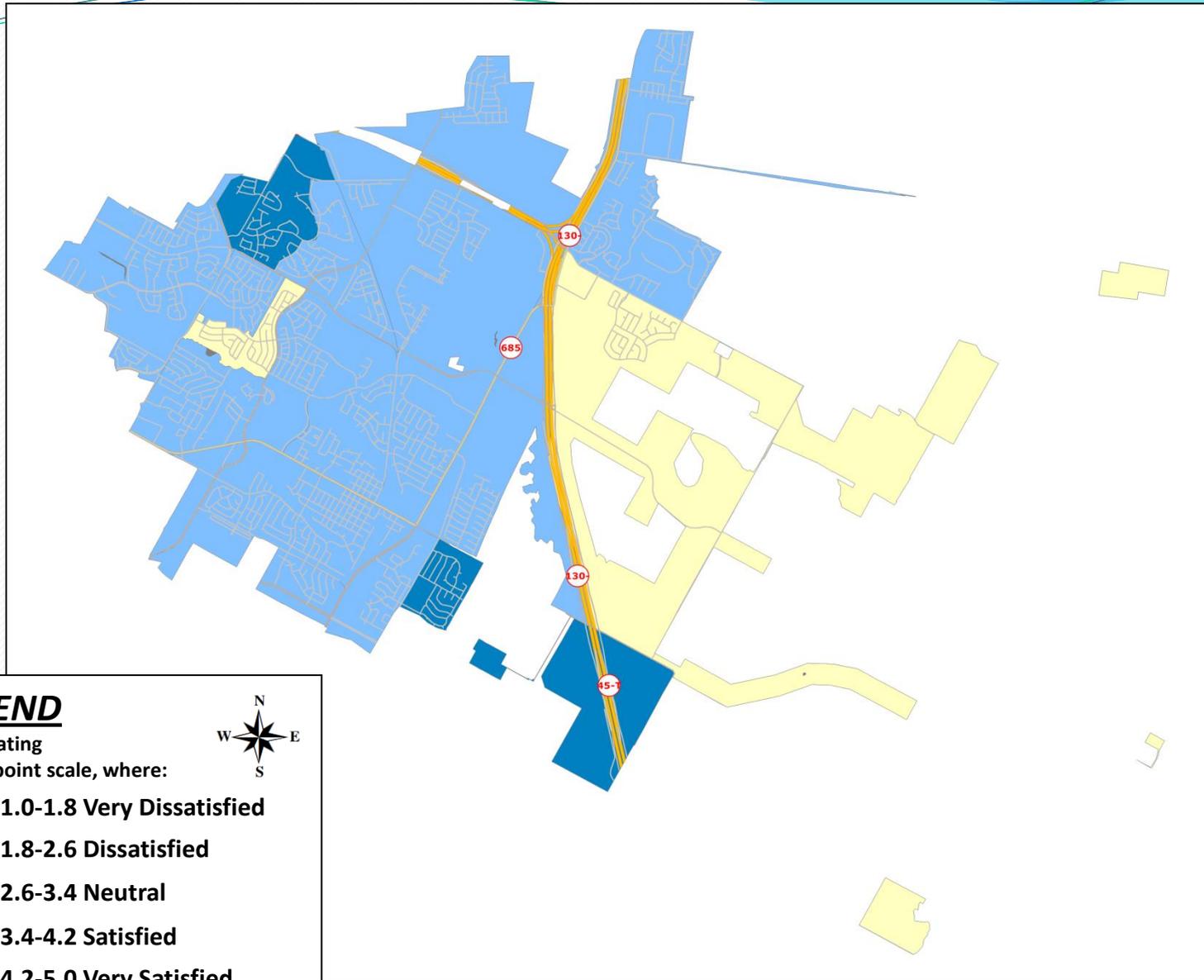
**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Very Dissatisfied
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

W  N  
S E

**Pflugerville 2012 Community Survey**  
Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q13a. Condition of major streets in Pflugerville.



## **LEGEND**

Mean rating  
on a 5-point scale, where:

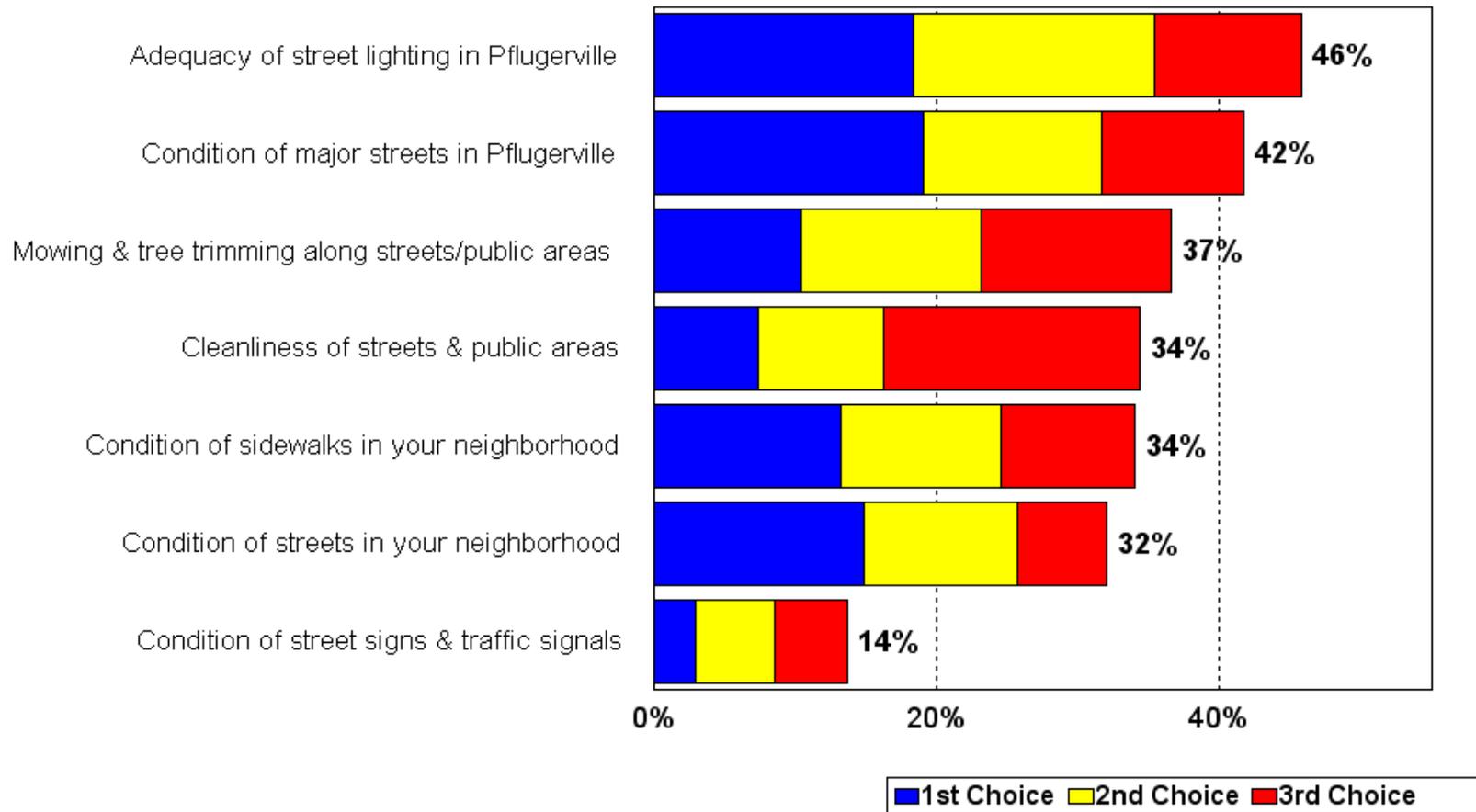
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)

## **Pflugerville 2012 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q14. Which **THREE** of Maintenance Services should receive the most emphasis from City leaders over the next two years

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



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

# Importance-Satisfaction Rating

## City of Pflugerville, TX

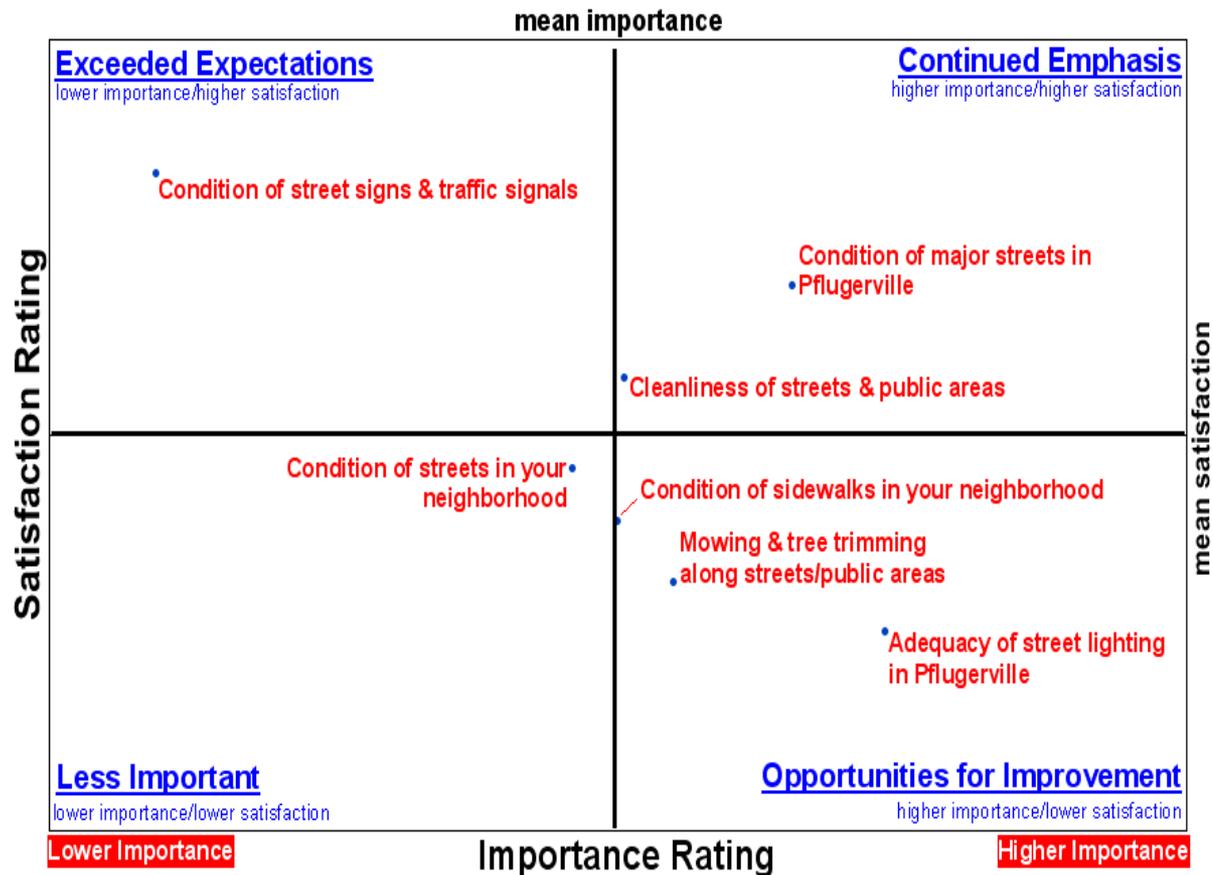
### Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Adequacy of street lighting in Pflugerville	46%	1	61%	7	0.1794	1
Mowing & tree trimming along streets/public areas	37%	3	63%	6	0.1369	2
Condition of sidewalks in your neighborhood	34%	5	67%	5	0.1122	3
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Condition of streets in your neighborhood	32%	6	70%	4	0.0960	4
Condition of major streets in Pflugerville	42%	2	79%	2	0.0882	5
Cleanliness of streets & public areas	34%	4	74%	3	0.0884	6
Condition of street signs & traffic signals	14%	7	84%	1	0.0224	7

# 2012 City of Pflugerville DirectionFinder 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)

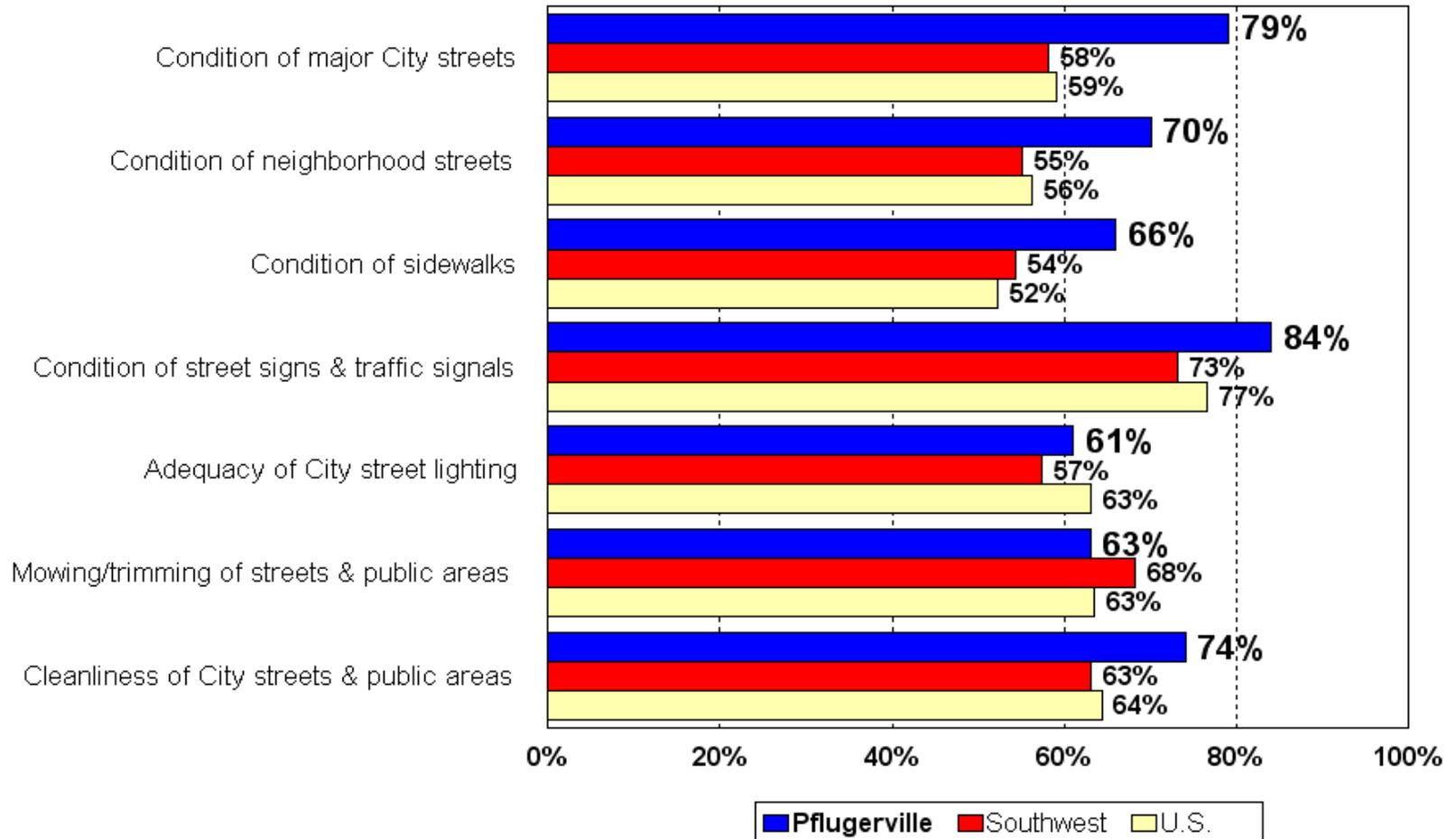


Source: ETC Institute (2012)

# Overall Satisfaction with City Maintenance

## Pflugerville 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)



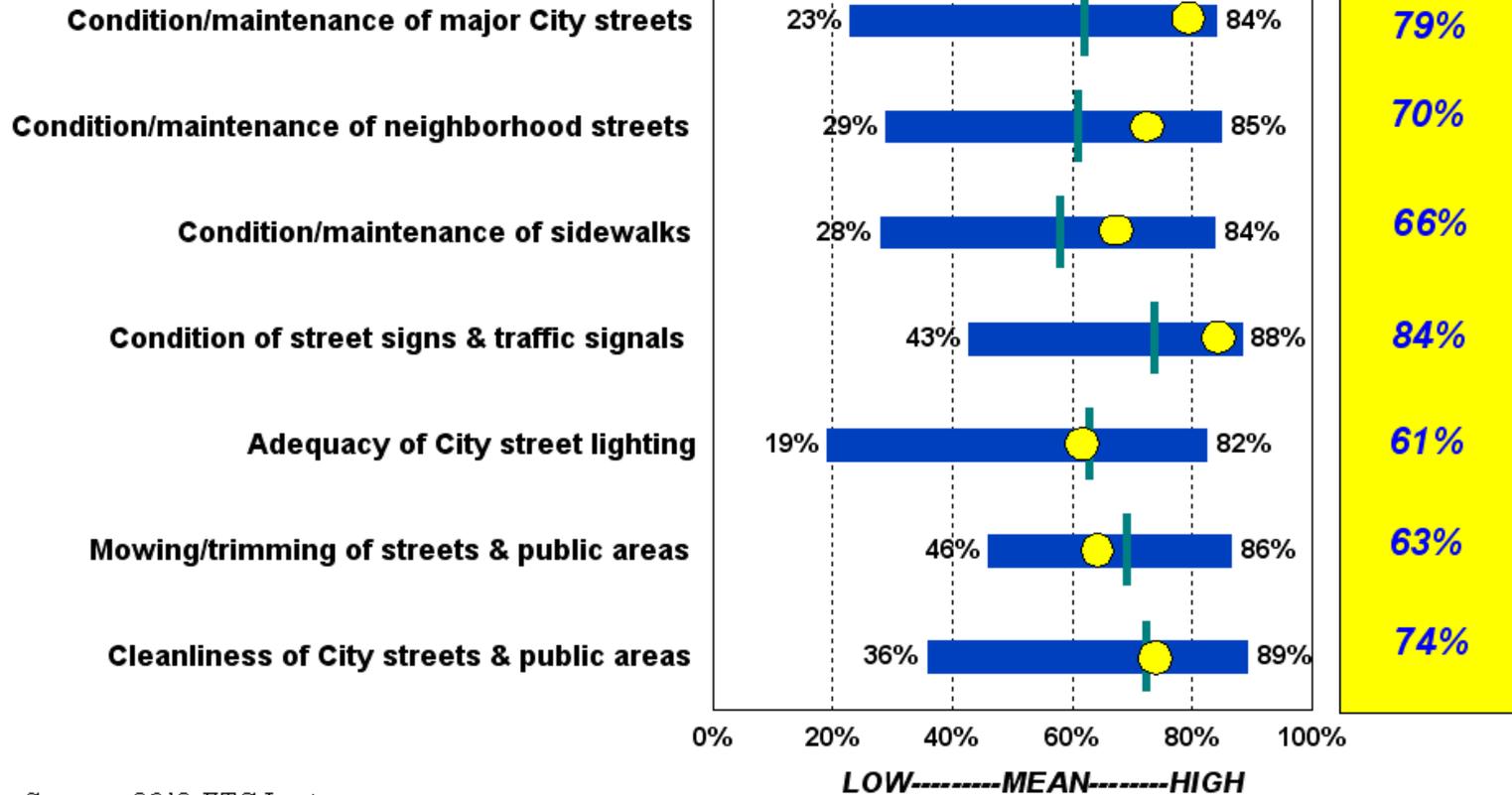
Source: 2012 ETC Institute

# Satisfaction with Maintenance Services 2012

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

Medium DirectionFinder Communities - Population 20,000-199,999

**Pflugerville**



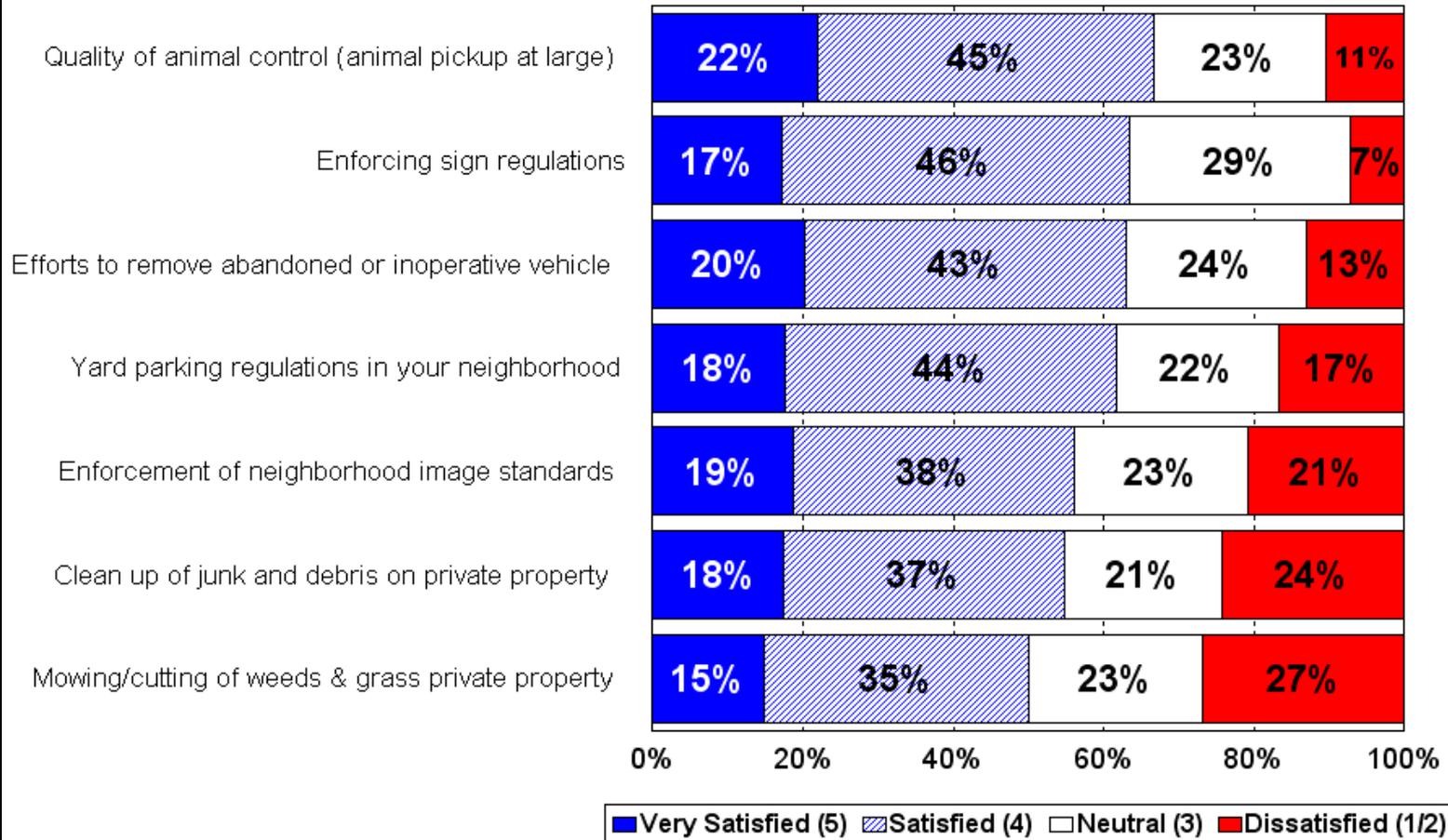
Source: 2012 ETC Institute



# **Codes and Ordinances**

## Q15. Satisfaction with Various Aspects of Code Enforcement 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 DirectionFinder (2012 - Pflugerville, TX Survey)

# Q15a. Enforcing the cleanup of junk and debris on private property in your community.



**LEGEND**  
Mean rating on a 5-point scale, where:

1.0-1.8 Very Dissatisfied  
1.8-2.6 Dissatisfied  
2.6-3.4 Neutral  
3.4-4.2 Satisfied  
4.2-5.0 Very Satisfied  
Other (no responses)

**Pflugerville 2012 Community Survey**  
Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q15b. Enforcing the mowing and cutting of weeds and grass on private property.



**LEGEND**

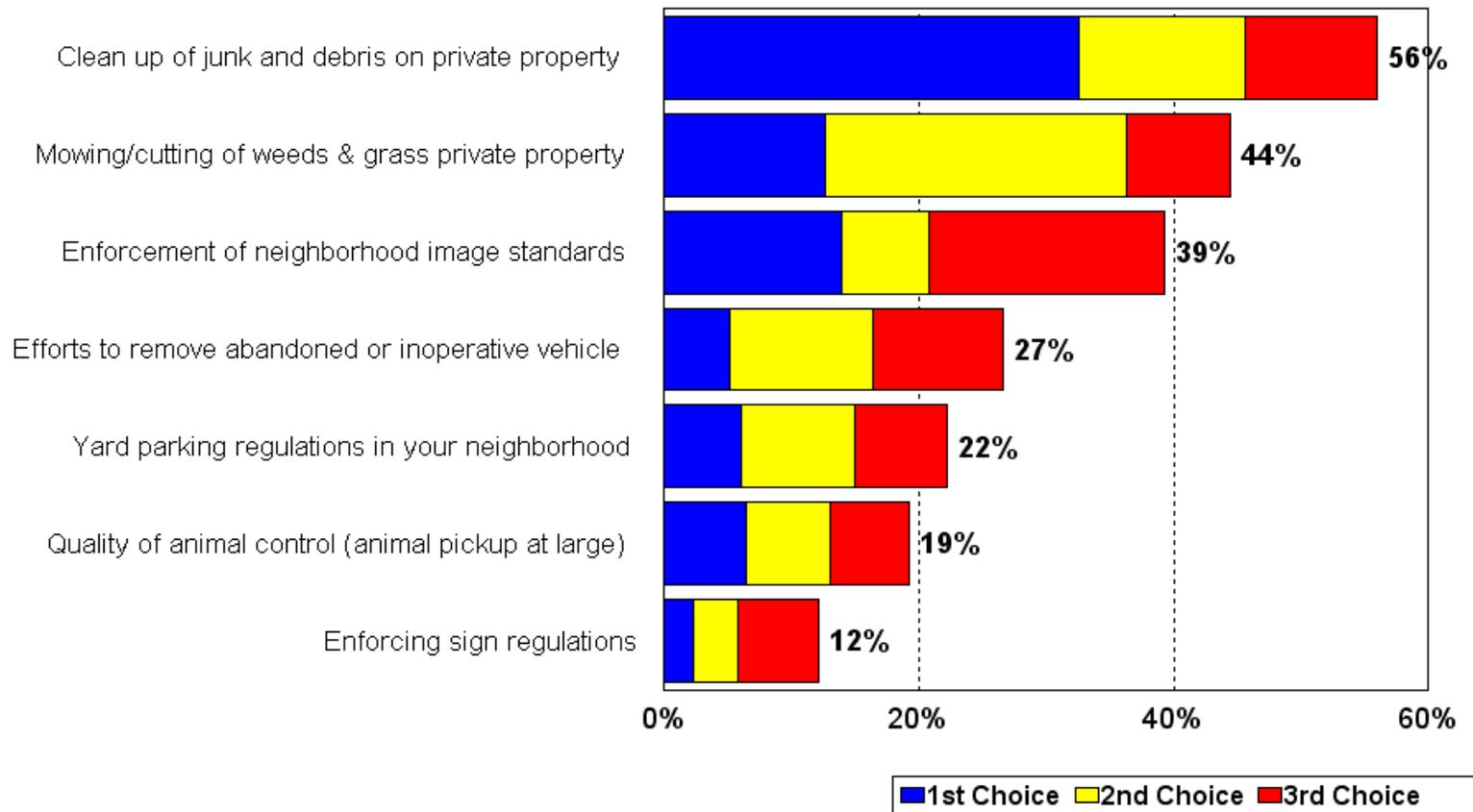
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**Pflugerville 2012 Community Survey**  
Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q16. Which **THREE** of Code Enforcement Services should receive the most emphasis from City leaders over the next two years

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



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

# Importance-Satisfaction Rating

## City of Pflugerville, TX

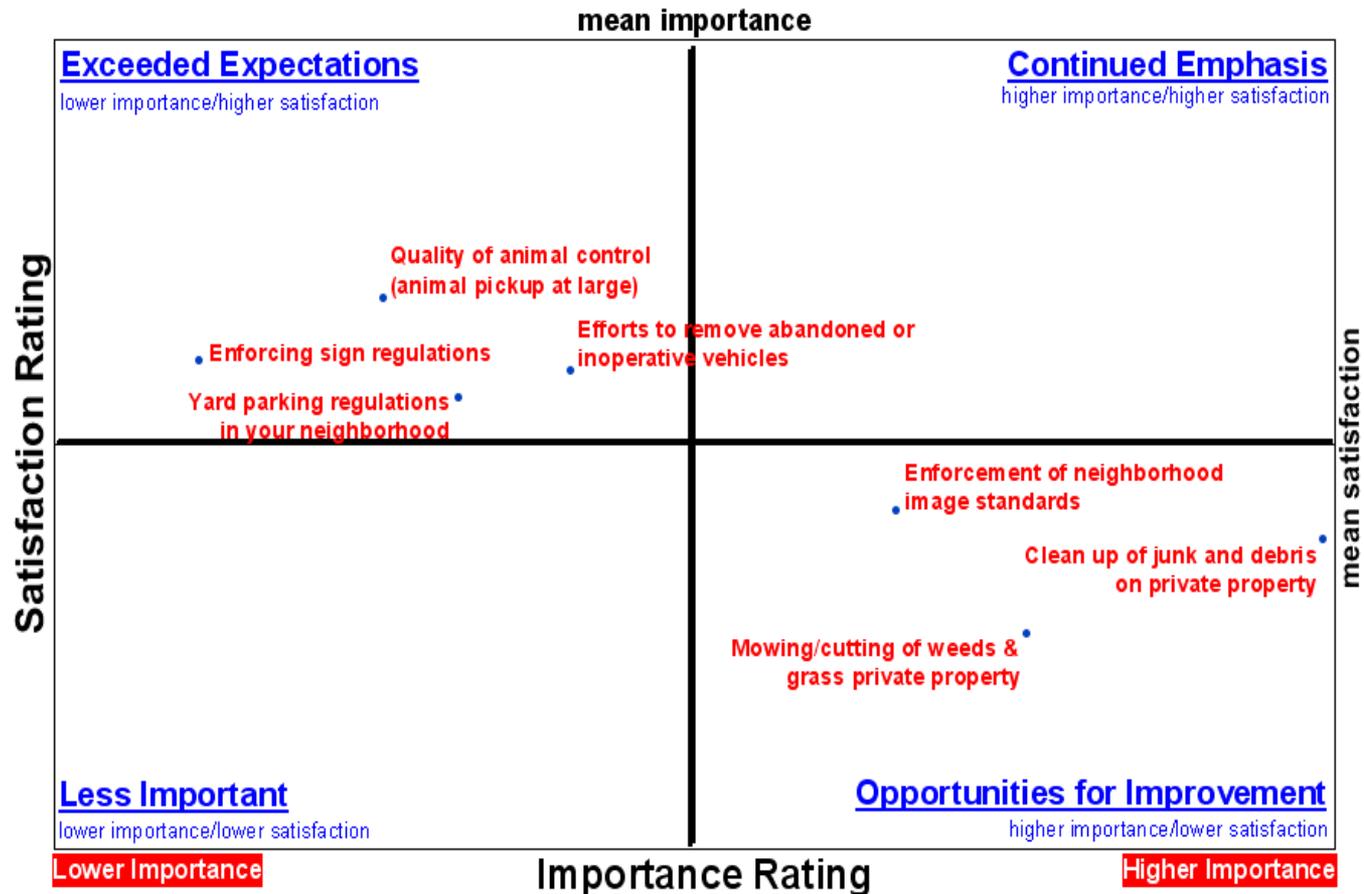
### Code Enforcement

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>						
Clean up of junk and debris on private property	56%	1	55%	6	0.2520	1
Mowing/cutting of weeds & grass private property	44%	2	50%	7	0.2200	2
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcement of neighborhood image standards	39%	3	57%	5	0.1677	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Efforts to remove abandoned or inoperative vehicles	27%	4	63%	3	0.0999	4
Yard parking regulations in your neighborhood	22%	5	62%	4	0.0836	5
Quality of animal control (animal pickup at large)	19%	6	67%	1	0.0627	6
Enforcing sign regulations	12%	7	63%	2	0.0444	7

# 2012 City of Pflugerville DirectionFinder Importance-Satisfaction Assessment Matrix

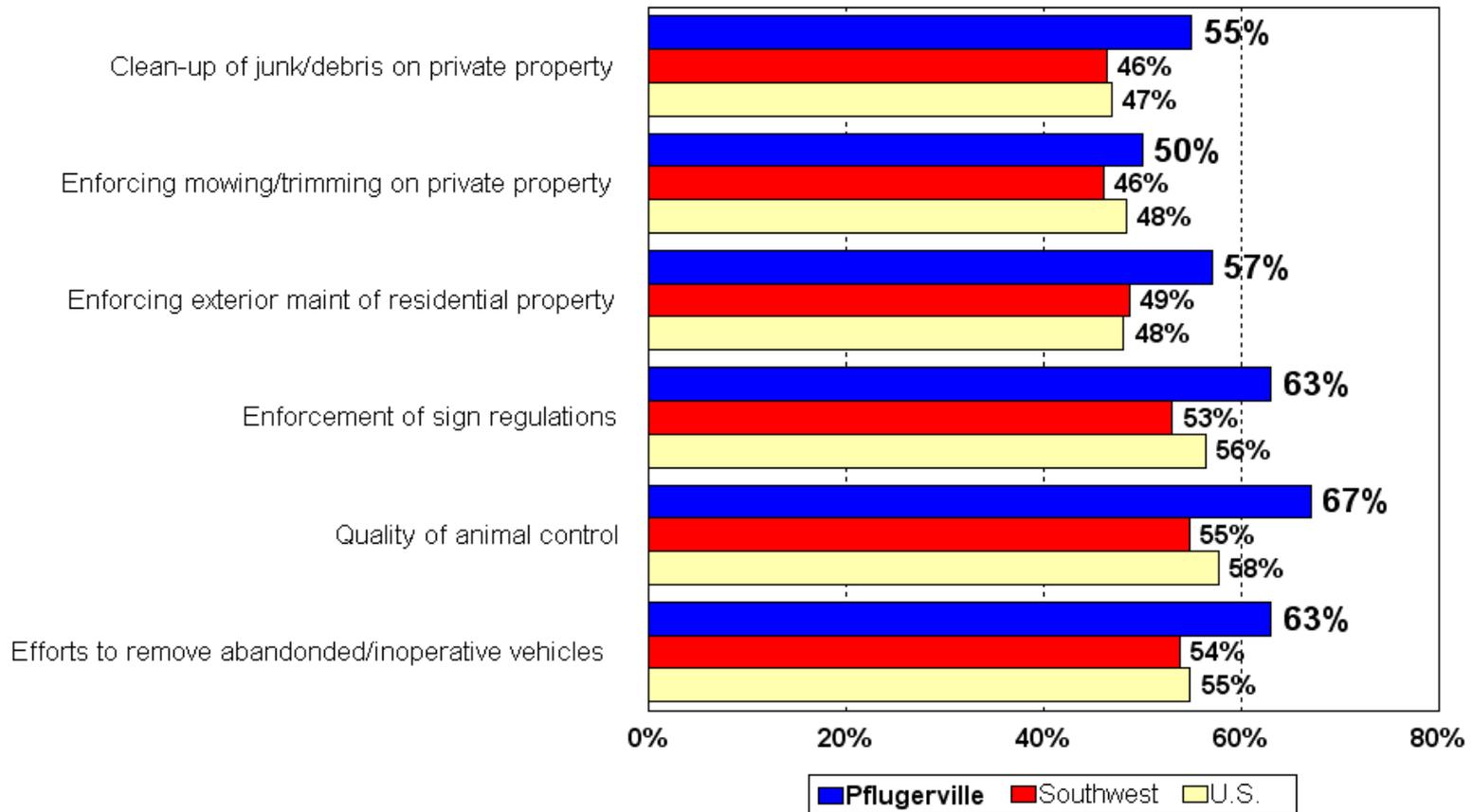
## -Code Enforcement-

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



# Overall Satisfaction with Code Enforcement Pflugerville 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)



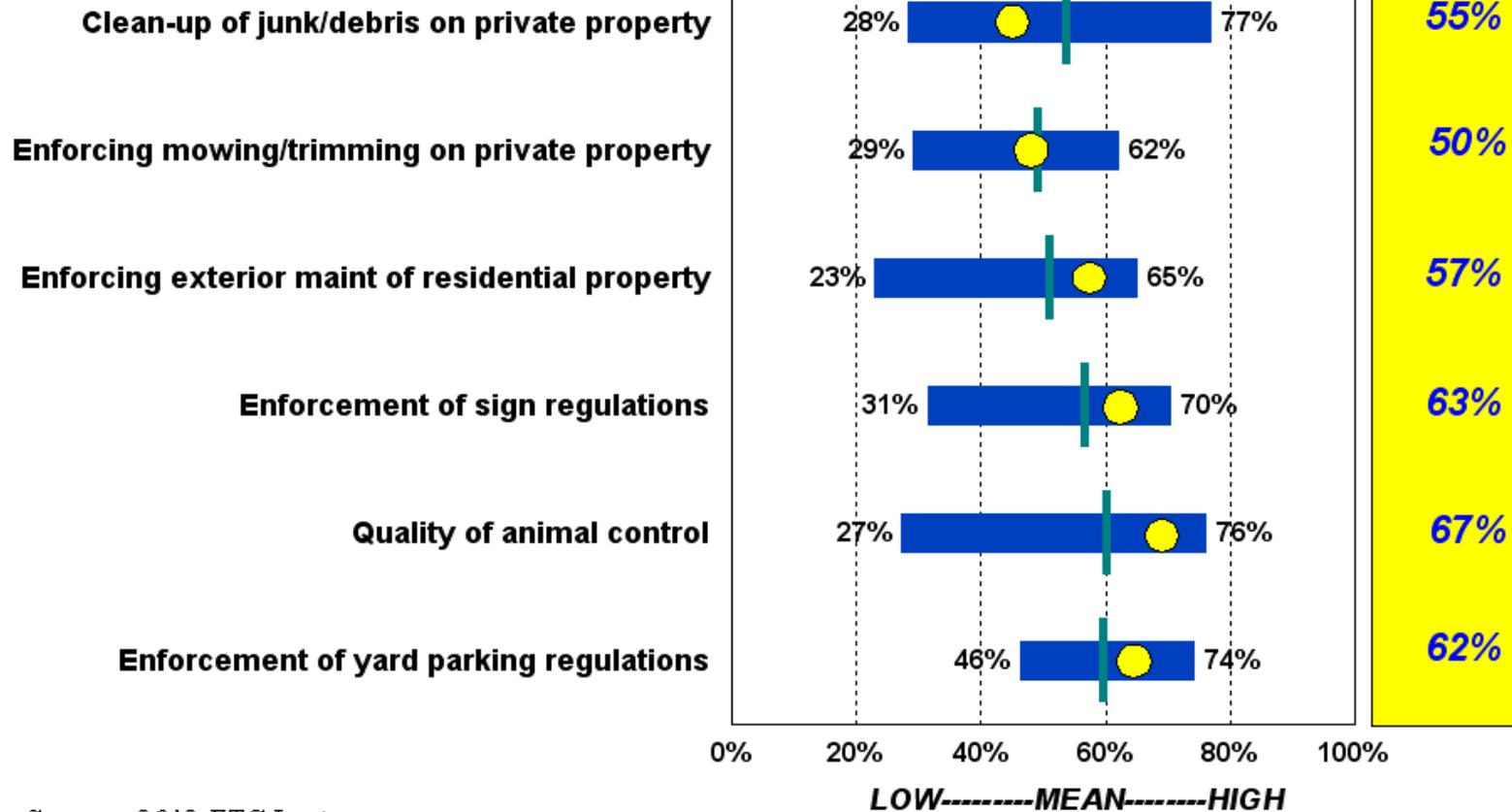
Source: 2012 ETC Institute

# Satisfaction with Code Enforcement Services 2012

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

Medium DirectionFinder Communities - Population 20,000-199,999

 **Pflugerville**



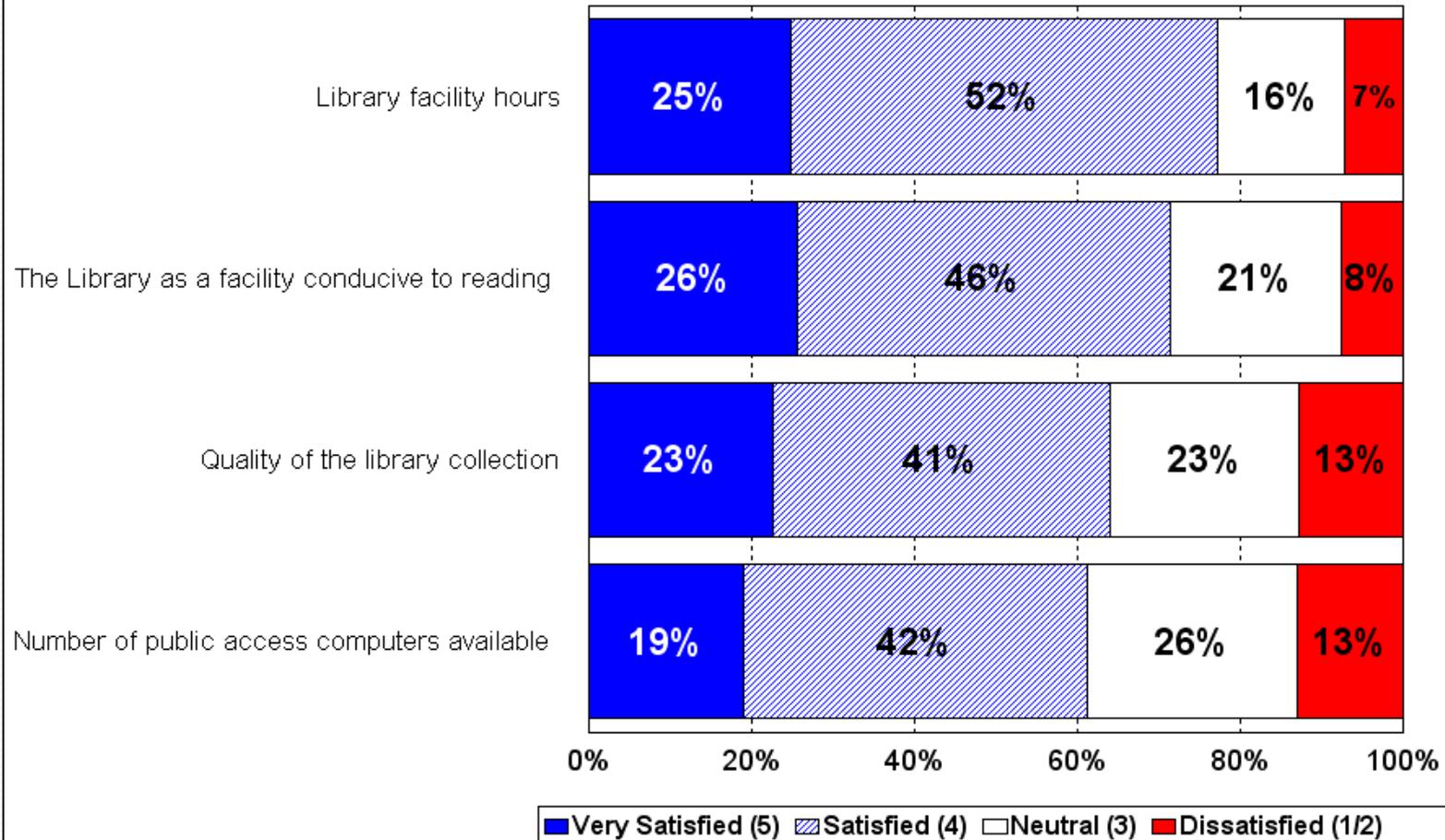
Source: 2012 ETC Institute



**Other**

## Q17. Satisfaction with Various Aspects of LIBRARY SERVICES

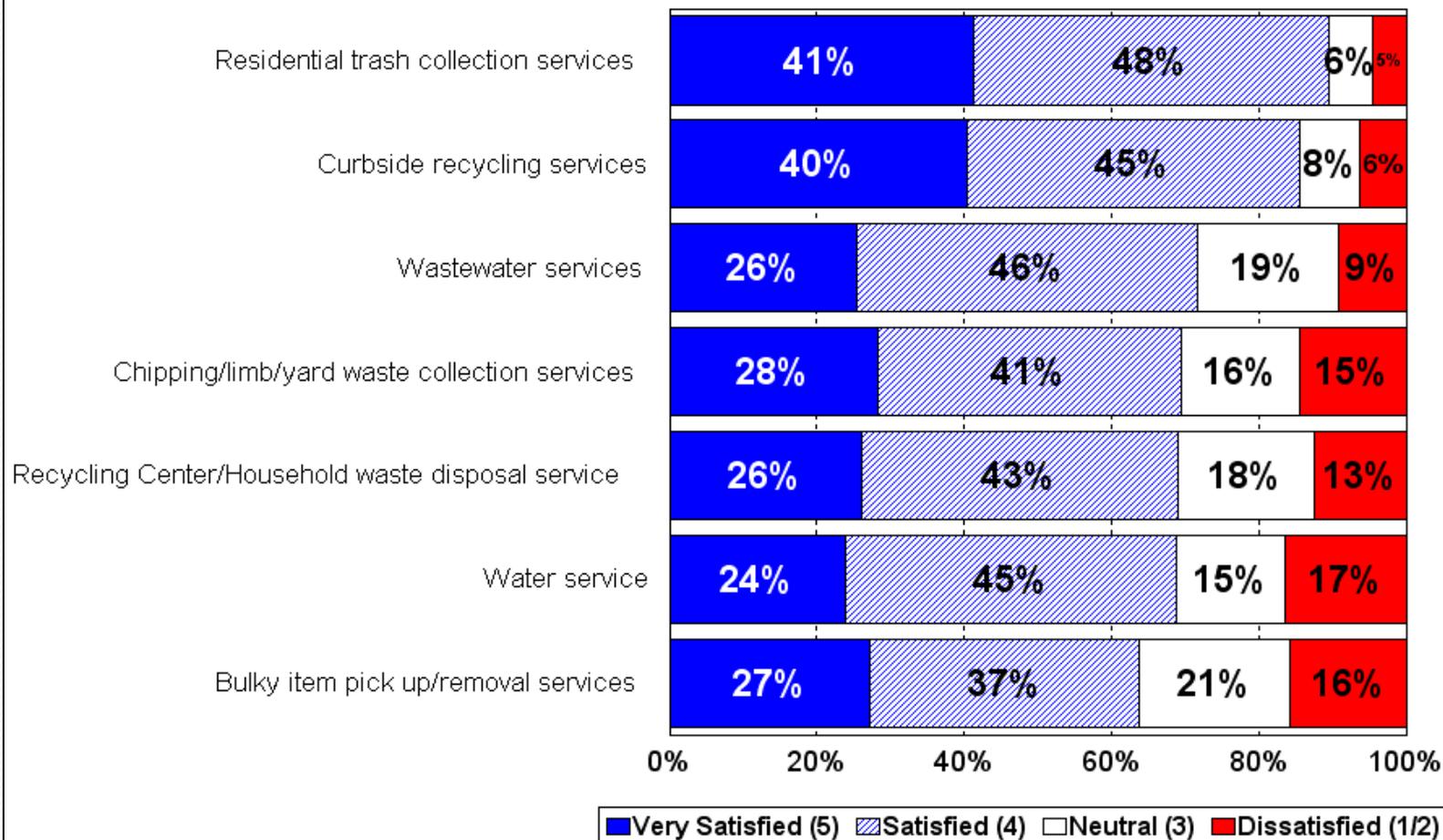
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

## Q18. Satisfaction with Various Aspects of Utility Services

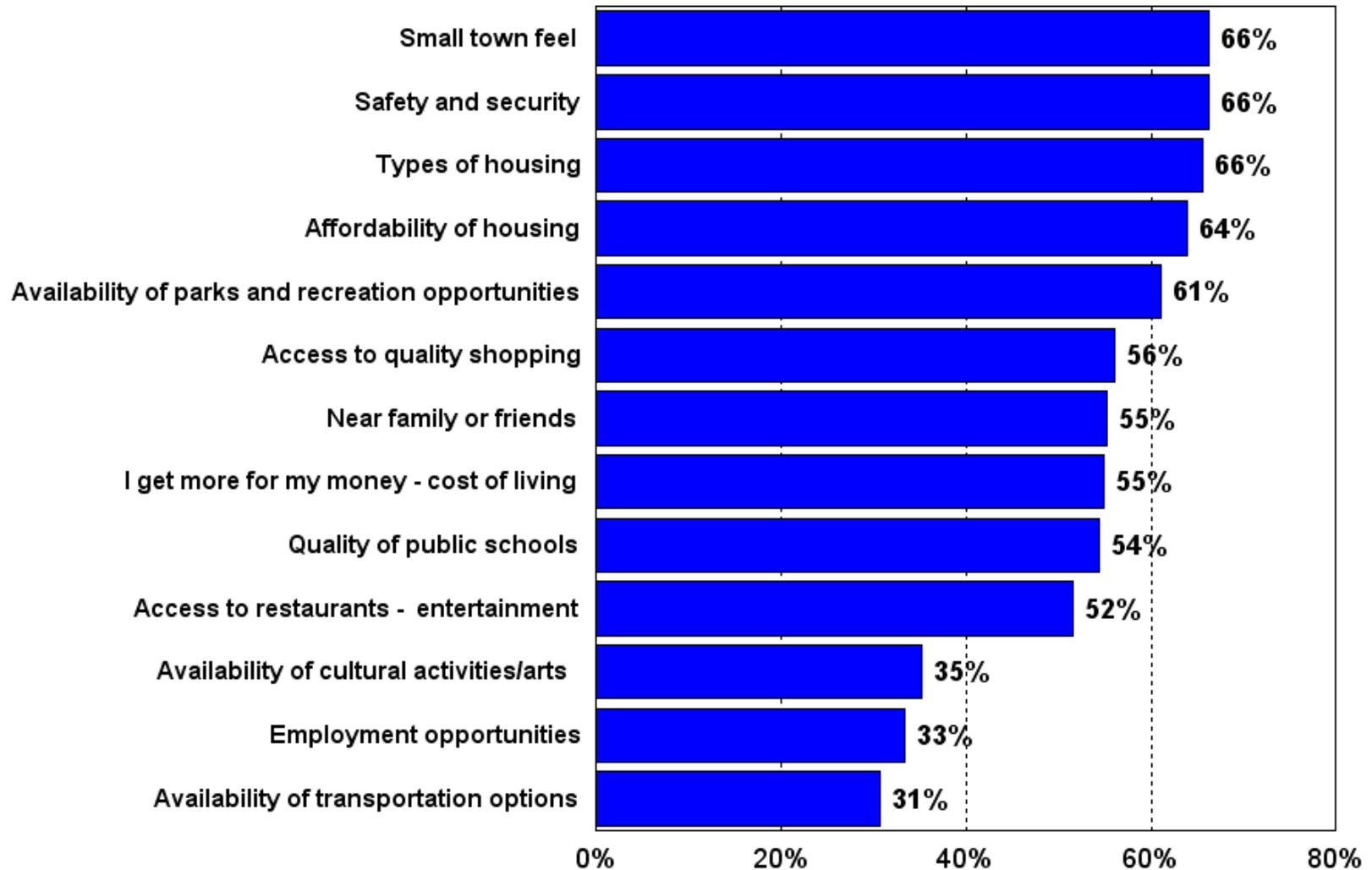
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

# Q19. Are your needs being met in about Pflugerville?

by percentage of respondents who responded "yes"

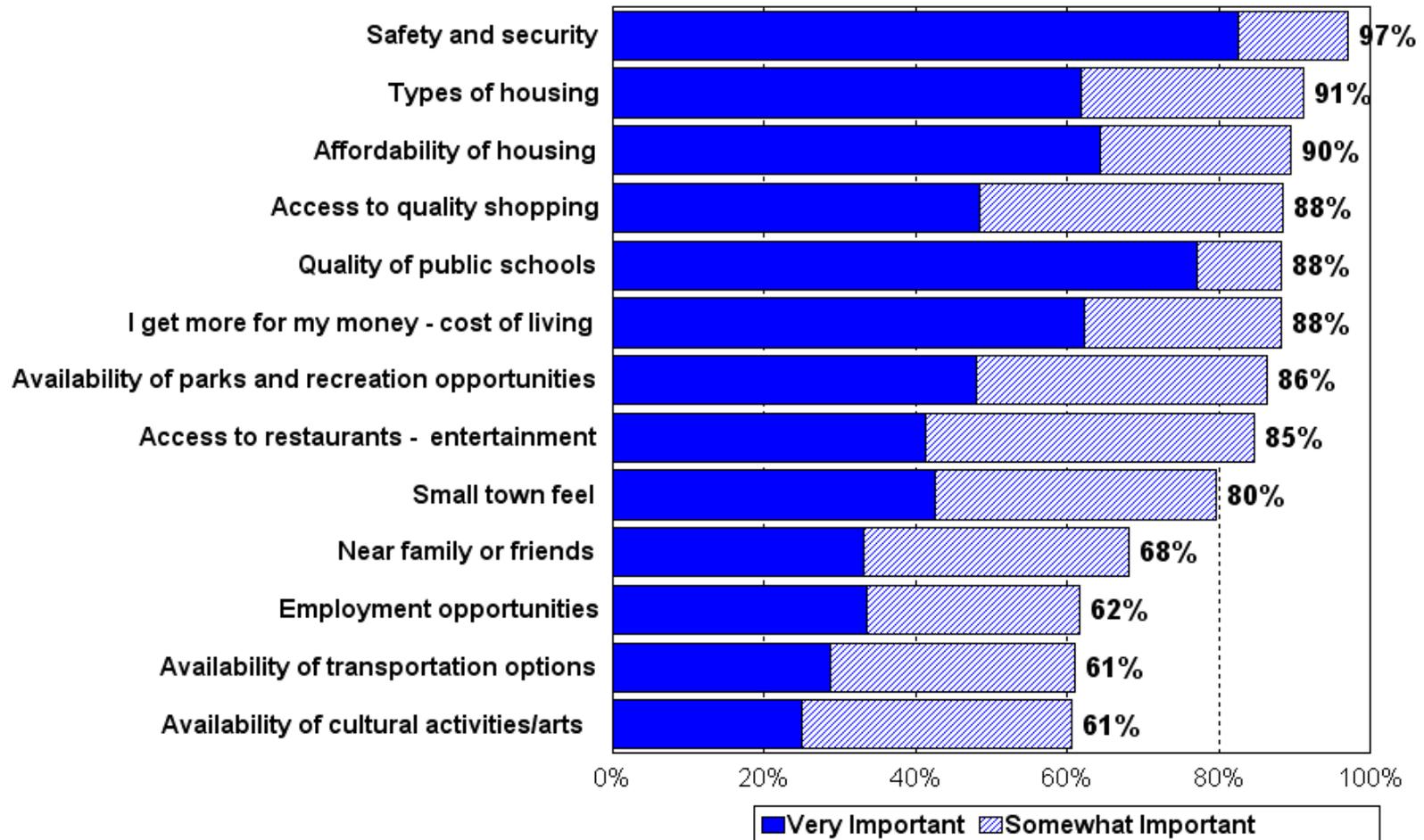


■ Yes

Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

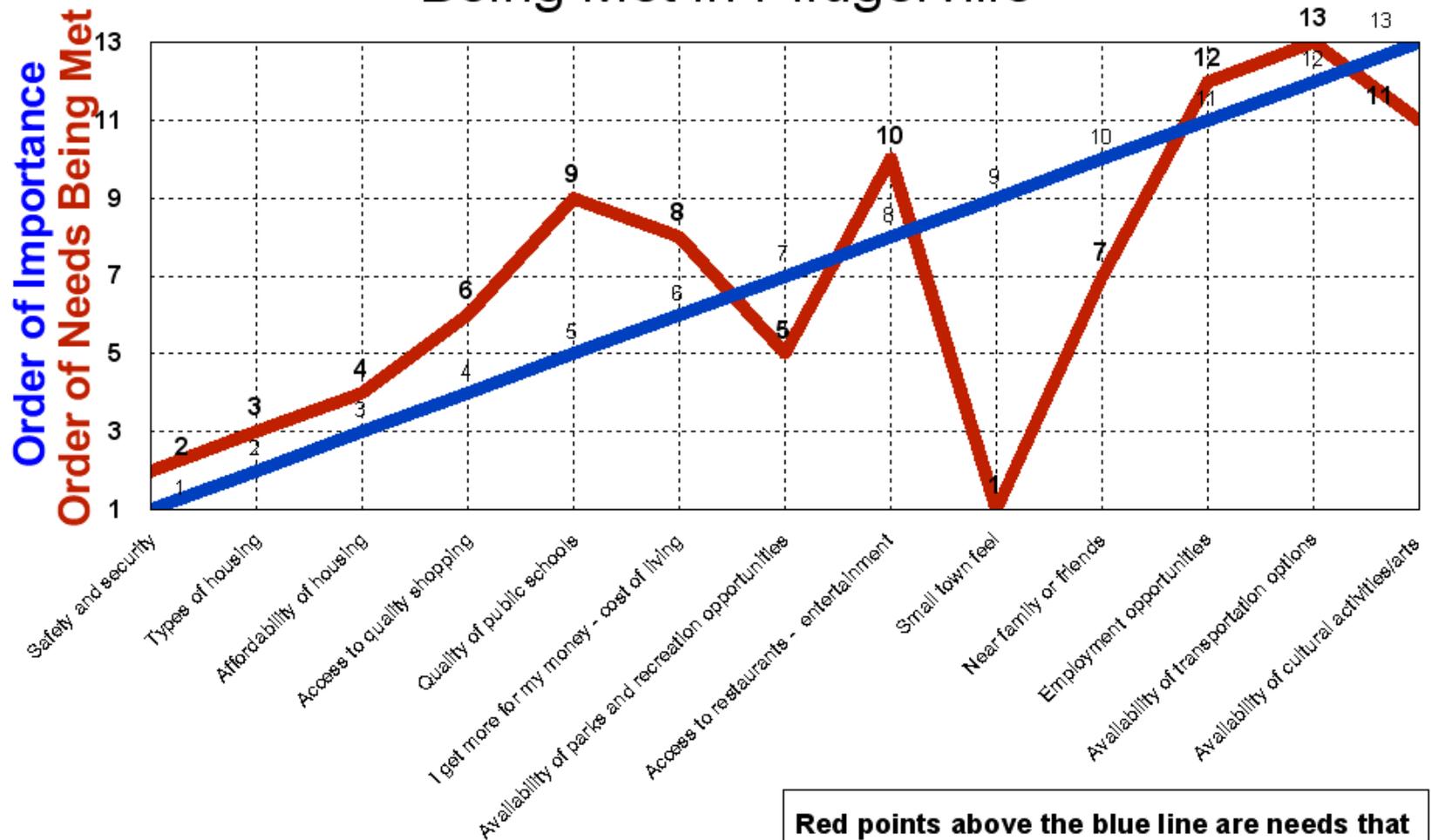
# Q19. How important was each reason in your decision to live in Pflugerville?

On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant,"



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

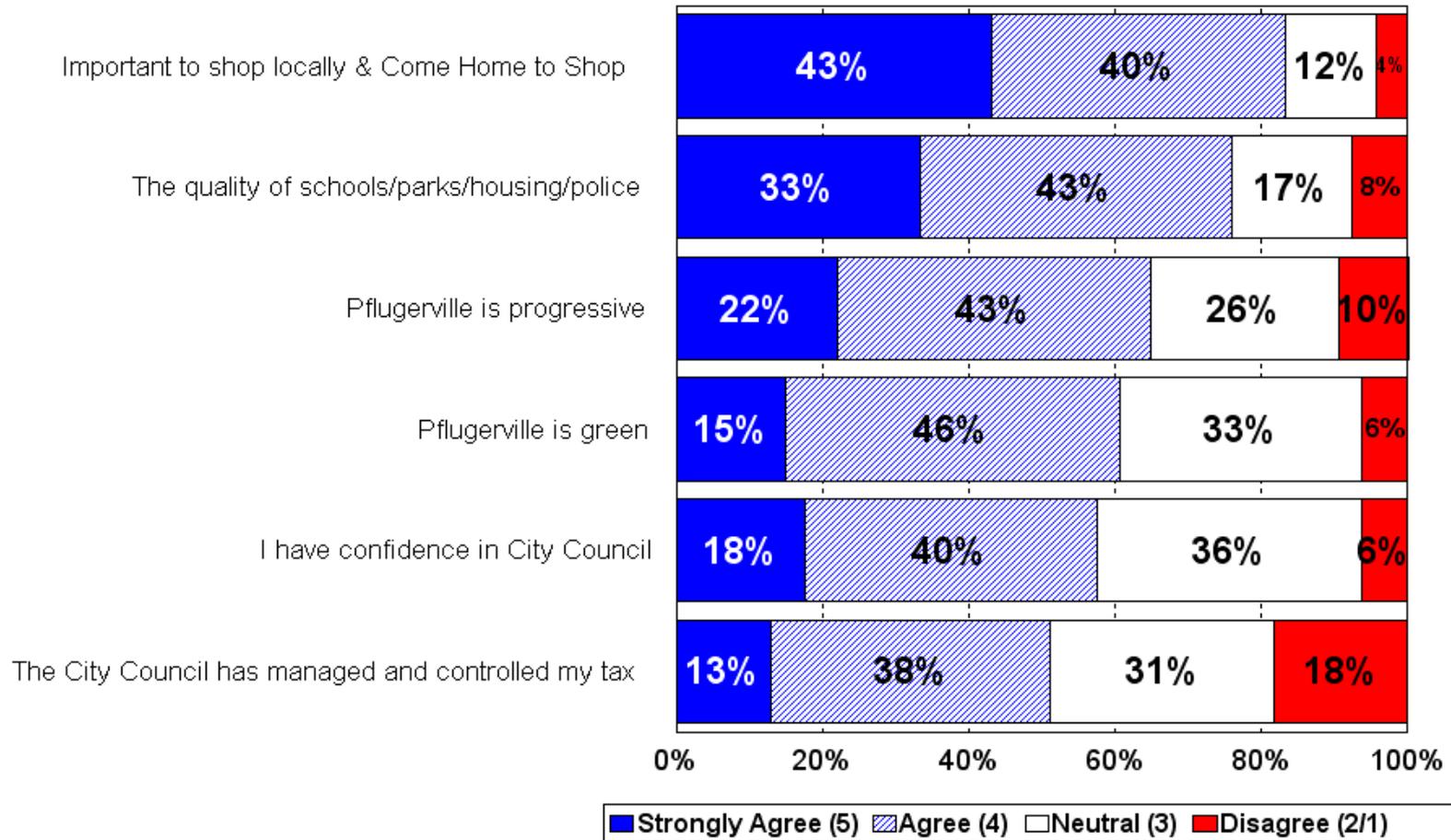
# The Importance of Various Reasons for Choosing to Live in Pflugerville vs. Needs Being Met in Pflugerville



**Red points above the blue line are needs that are not being met relative to their importance.**

## Q20. What is your level of agreement with the following statements about Pflugerville

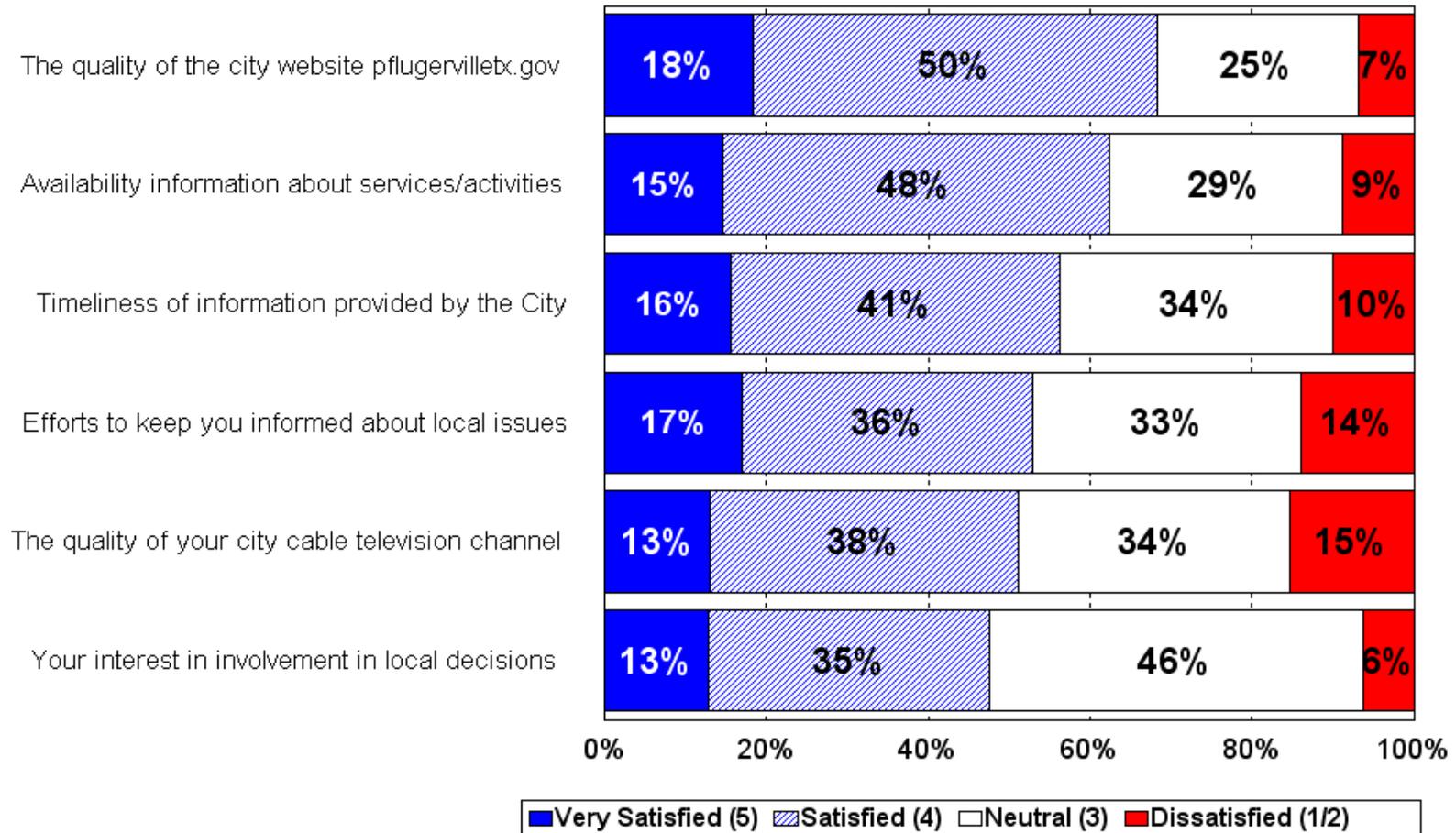
with 5 being strongly agree and 1 being strongly disagree. (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

## Q21. Satisfaction with Various Aspects of Public Information Services

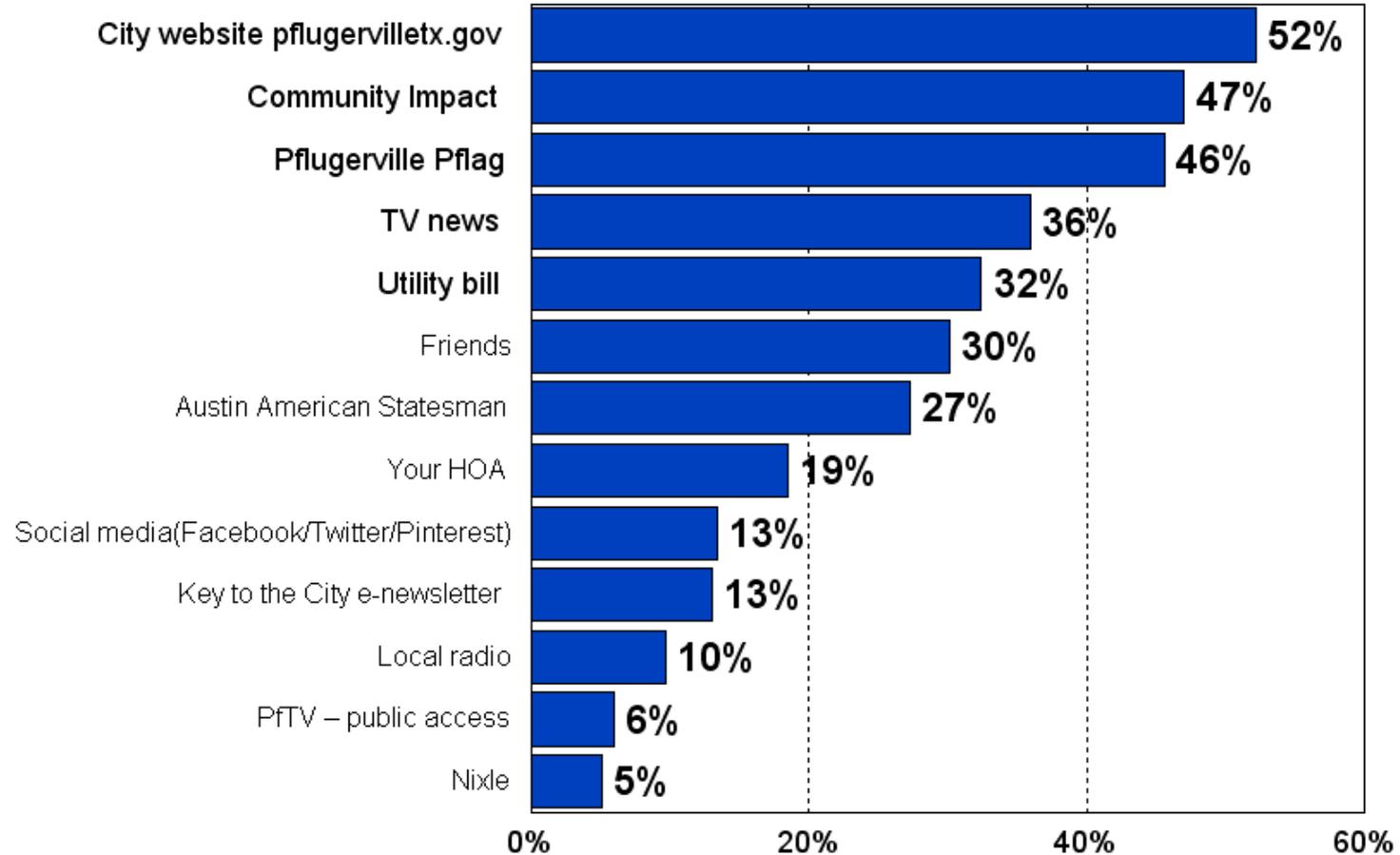
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

## Q22. From which of the following sources do you currently get information about the City of Pflugerville?

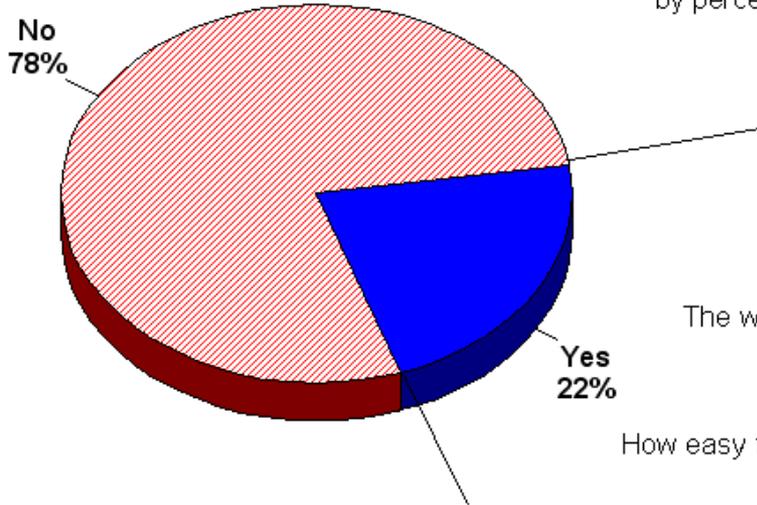
by percentage of respondents



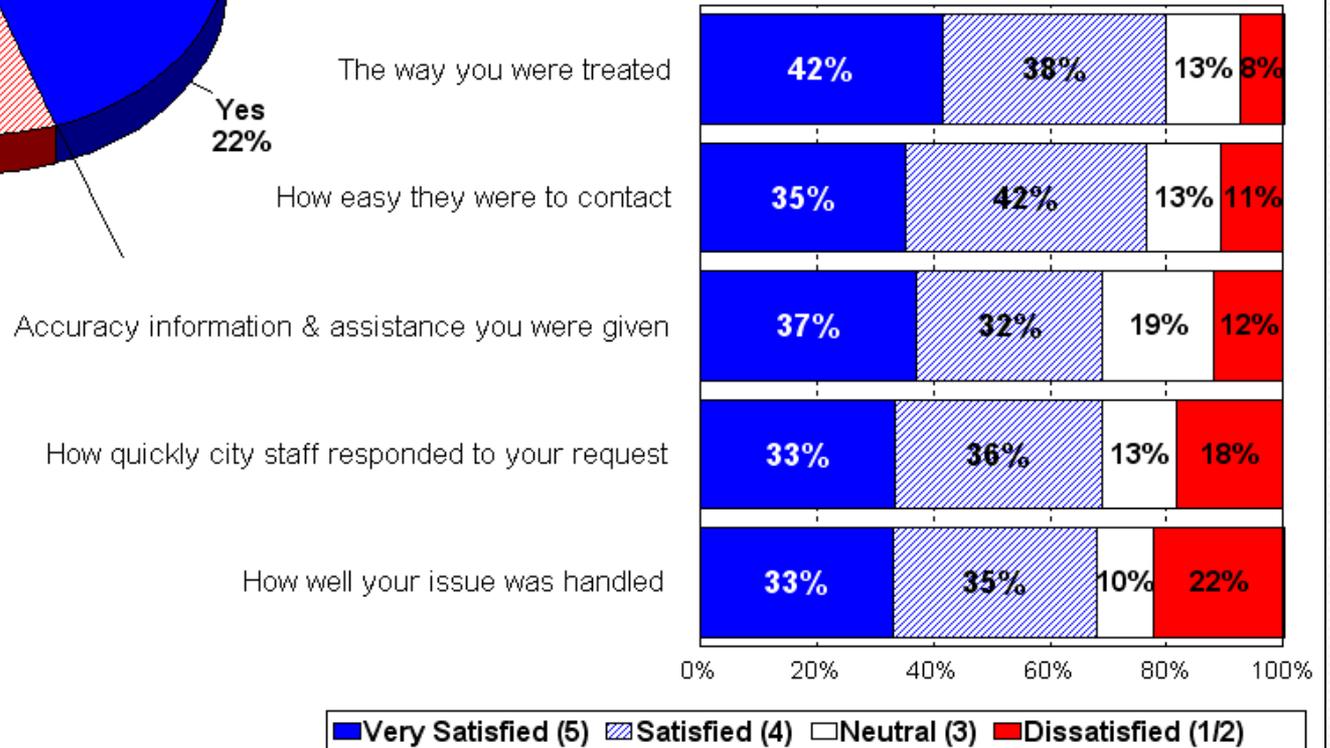
Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

# Q23. Have you called your local government with a question, problem, or complaint during the past year?

by percentage of respondents



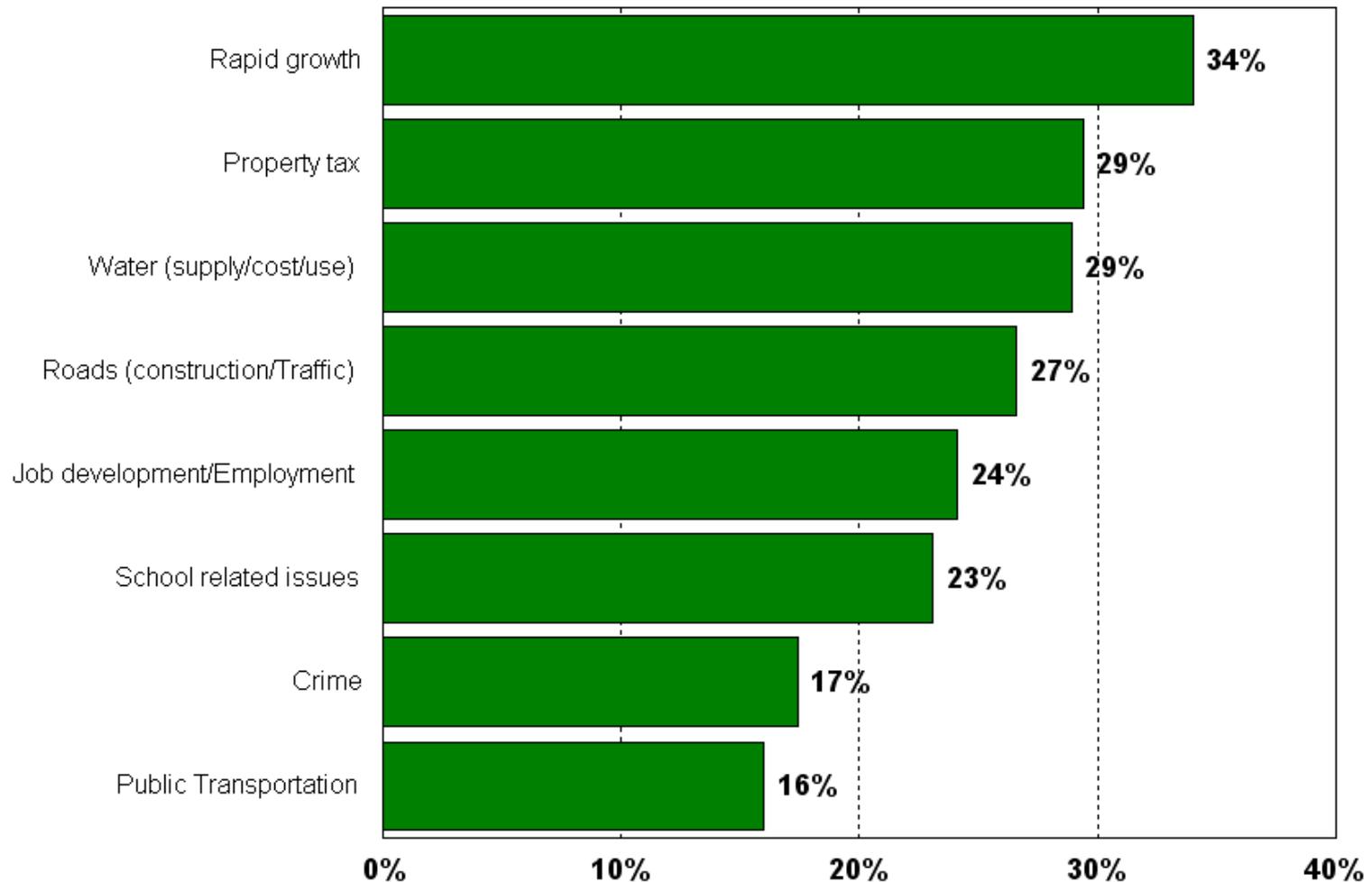
## Q23[a-e]. Please rate your satisfaction with the Government employees you have contacted



Source: ETC Institute Direction Finder (2012 - Pflugerville, TX Survey)

# Q24. What are the TWO most significant issues facing Pflugerville in the next 5 years.

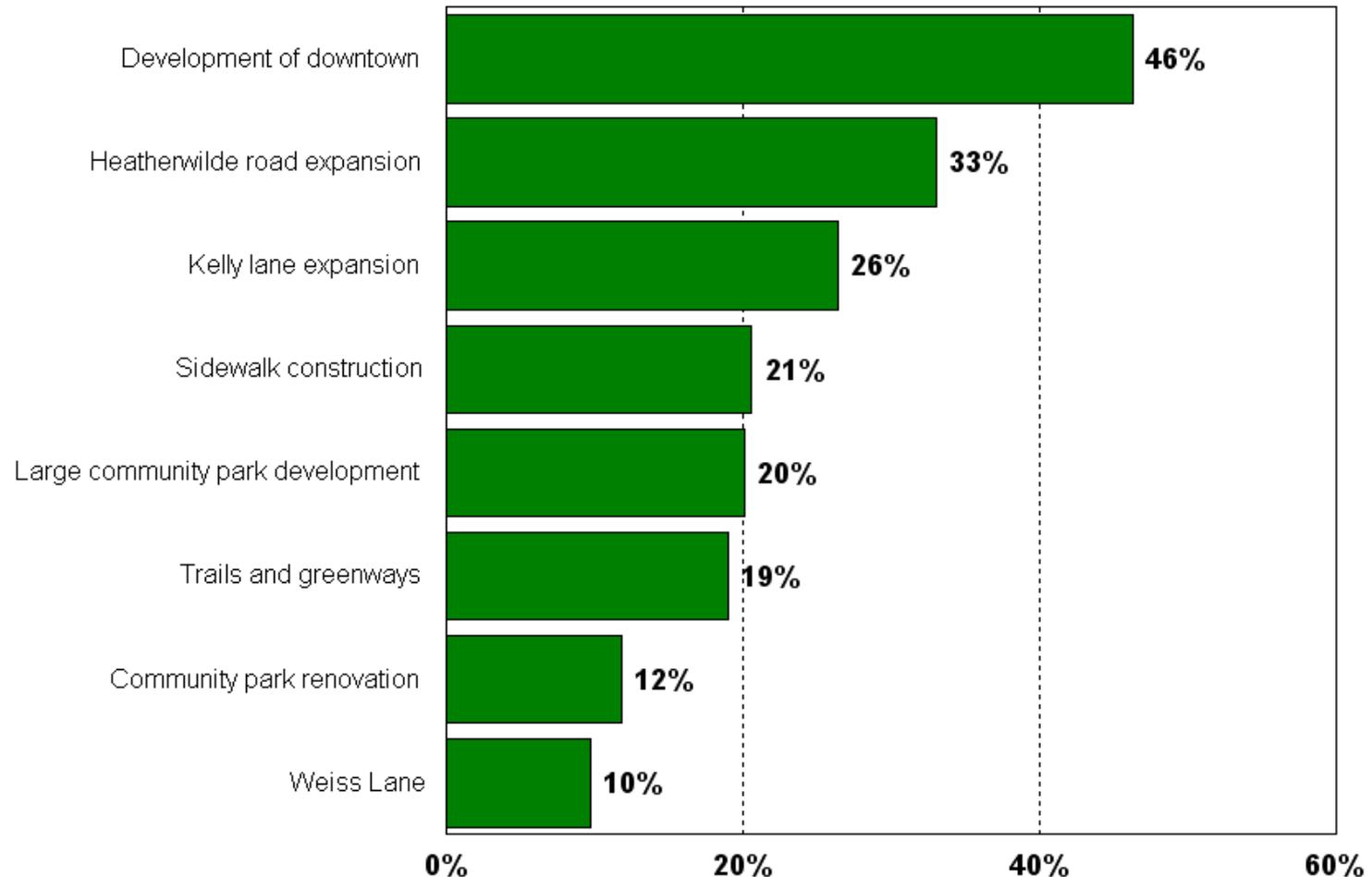
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

## Q25. Which TWO of these Capital Improvement options would you select as most important?

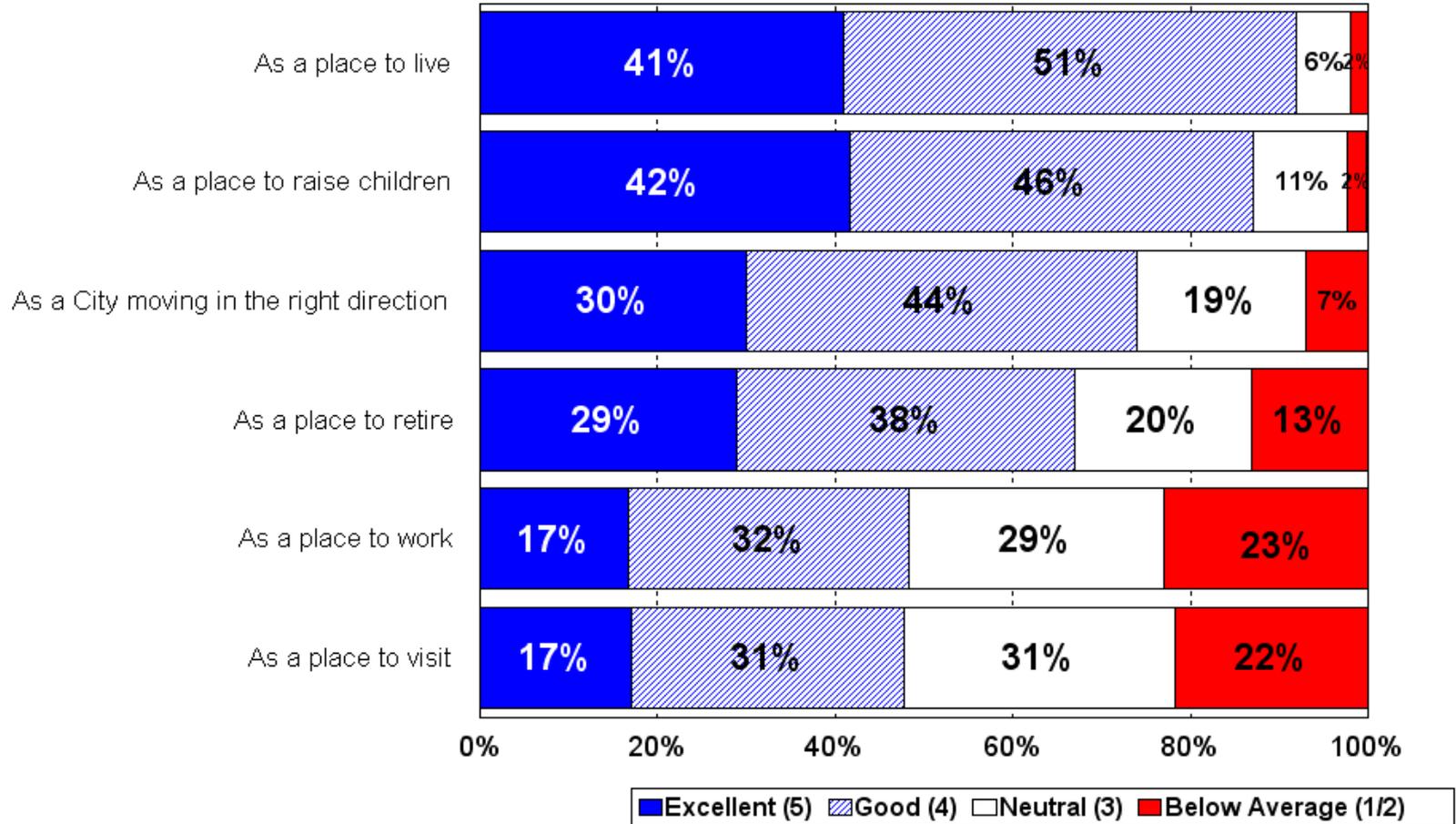
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Pflugerville, TX Survey)

# Q1. Please rate City of Pflugerville with regard to the following:

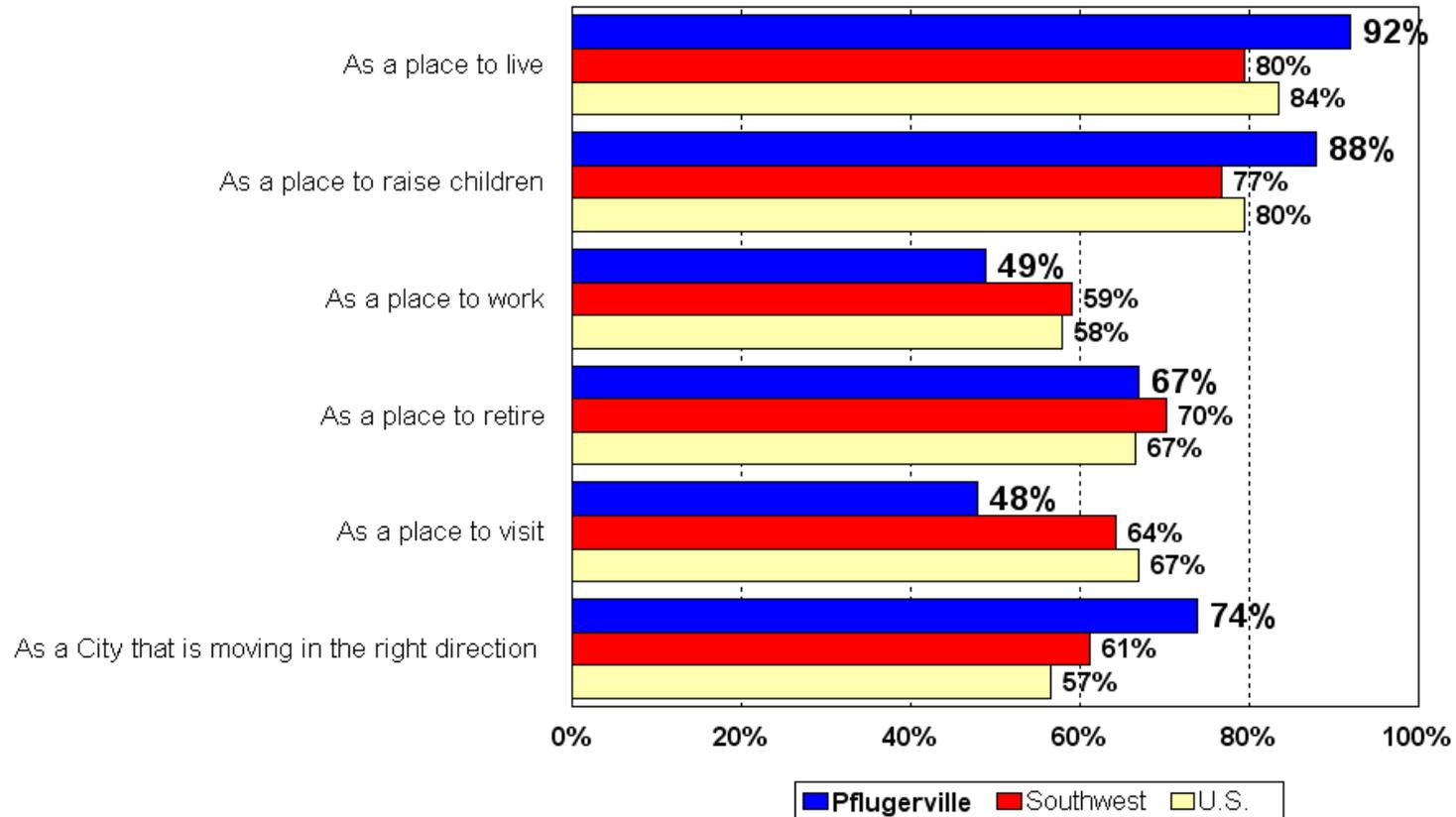
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute Direction Finder (2012 - Pflugerville, TX Survey)

# Overall Ratings of the Community Pflugerville 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 "excellent" and 1 was "poor" (excluding don't knows)



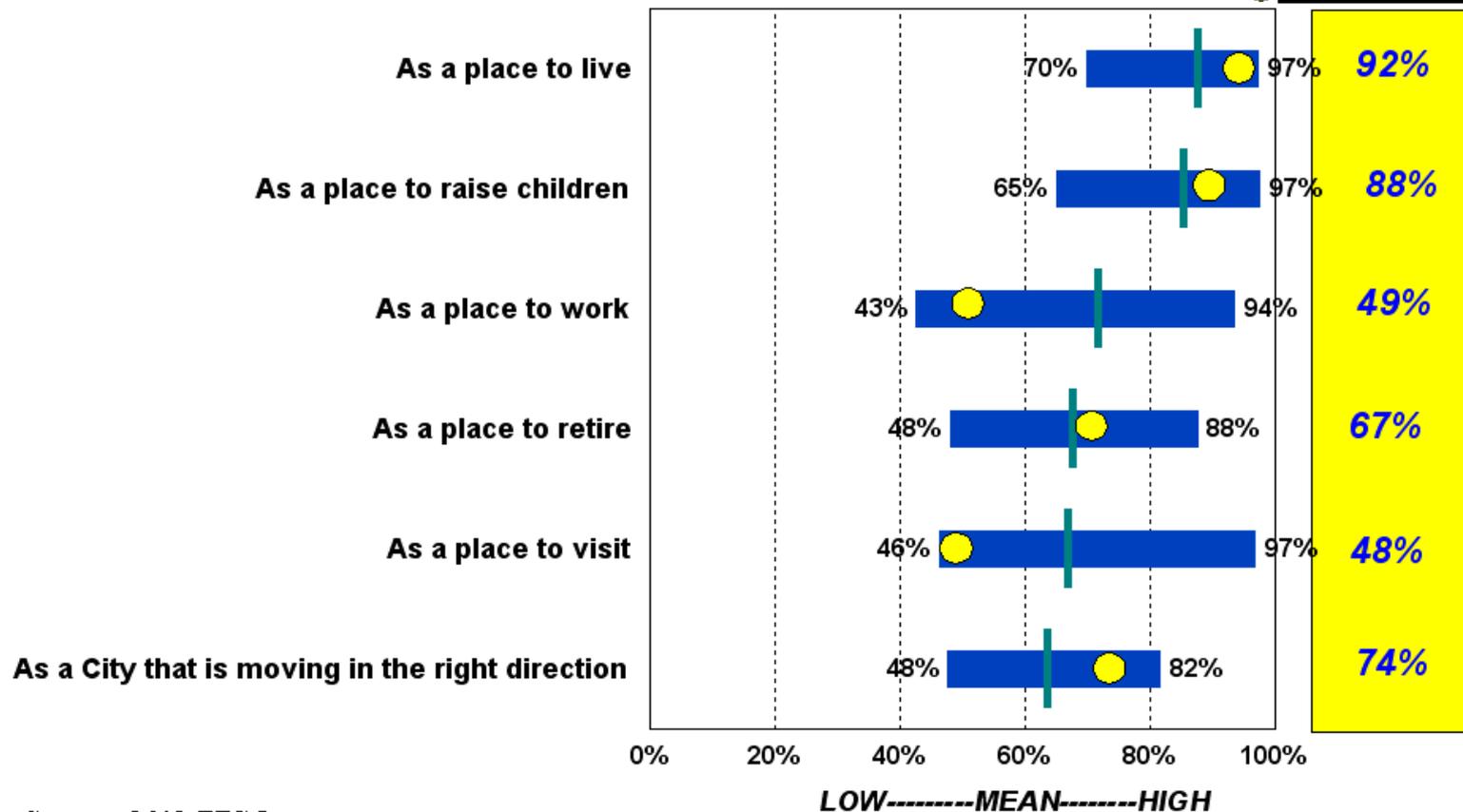
Source: 2012 ETC Institute

# Satisfaction with Overall Ratings of Community 2012

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

Medium DirectionFinder Communities - Population 20,000-199,999

**Pflugerville**



Source: 2012 ETC Institute

# Summary of Major Findings

- ❑ **Police, Fire and Ambulance services ranked highly overall.**
- ❑ **A new high benchmark was set by the Police Department in the Visibility of Police in Neighborhoods**
- ❑ **Emphasis for Pflugerville over the next 2 years:**
  - **Flow of traffic and congestion management**
  - **Overall efforts to prevent crime**
  - **Adequacy of City street lighting**
  - **Clean-up of trash and debris on private property**



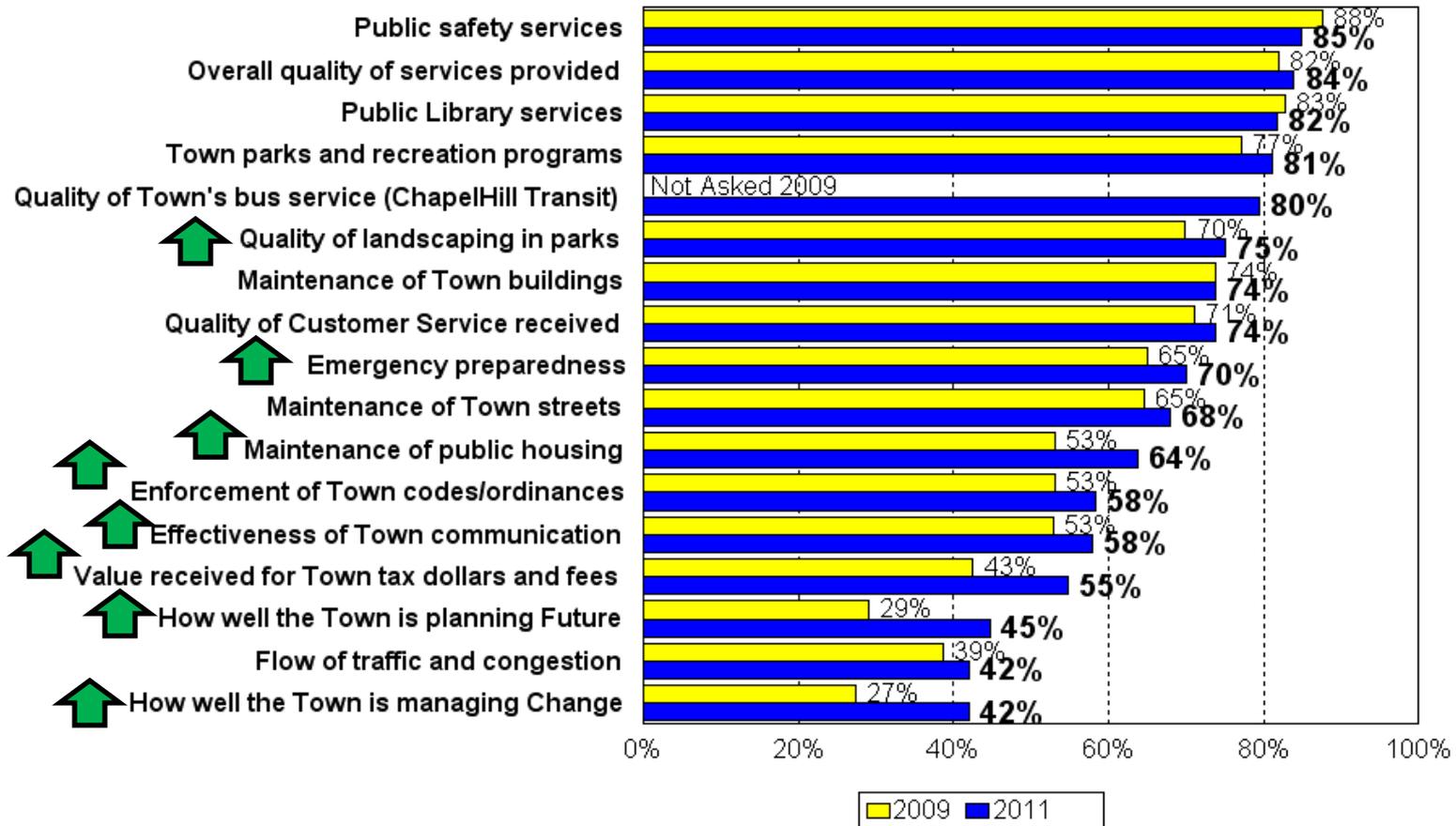
# Questions?

**THANK YOU**

**[www.pflugervilletx.gov/2012survey](http://www.pflugervilletx.gov/2012survey)**

# Overall Satisfaction with Town Services by Major Category - 2009 vs. 2011

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



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

**Trends**