City of Sugar Land
2006 Community Survey

Prepared by:
Creative Consumer Research
www.ccrsurveys.com

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Key Finding

- In 2004, City of Sugar Land scored high on almost all factors surveyed. In 2006, the City achieved significantly higher scores on:

  - Quality of life in Sugar Land
  - Beautification of the city
  - Cultural activities
  - Entertainment
  - Medical facilities
  - Local shopping
  - Local job opportunities
  - Parks and recreation
  - Agree with the statement: "*Sugar Land is a well-planned community that ensures compatible land use for residential, office, and retail purposes*"
  - Fire services
  - Police
  - Resident's trash collection
  - Water services
  - Storm drainage services

  - Sanitary sewer/ wastewater
  - Cleanliness
  - City enforces noise codes
  - Reducing juvenile crime
  - Crime prevention
  - Sugar Land Fire Department:
  - Effectiveness
  - Responsiveness to non-emergency situations
  - Competency of agency employees
  - City calendar
  - City web site
  - E-news
  - Municipal channel
  - Web site is user-friendly
  - Overall usefulness of web site

Objectives and Methodology

- City of Sugar Land hired Creative Consumer Research to conduct the 2006 wave of a telephone study in order to obtain citizens' opinions about the City of Sugar Land.
    - The previous wave was conducted in 2004 by CCR.
- The survey instrument used in 2006 was changed slightly from the 2004 version by City of Sugar Land.
- Prior to rollout of the project, CCR pretested the survey to ensure its effectiveness in meeting the objectives as well as test the flow of the slight design change.
- CCR obtained the sample for this study through their database of Random Digit Dialing (RDD).
- Throughout the interviewing, CCR monitored specific quotas to represent the demographics of Sugar Land and mirror the respondent population from the 2004 study so the results would be statistically comparable.
    - There less than a 5% variance between the 2006 demographic results and the population as well as the results from 2004.

Objectives and Methodology

- In order to participate in the study respondents were required to:
    - Be a resident of Sugar Land for at least 3 months;
    - Not be a member of the Sugar Land City Council or be employed (nor any member of their household) by the City.
- Quotas were implemented for the following categories:
    - West (North of 59) and East (South of 59);
    - Gender;
    - Age;
    - Ethnicity;
    - Income.
- At the beginning of the interview, The City of Sugar Land was identified as the research sponsor.
- The survey was 17 minutes in length, on average.

Objectives and Methodology

- Dialing for this study occurred between November 9th, 2006 and December 12th, 2006 with a total of 501 completes.

- Dialing Summary -

	2006		2004	
No answer	58	0%	5268	22%
Busy	1405	6%	1532	6%
Answering machine	11177	47%	6551	27%
Wrong number	126	1%	430	2%
Call back	3161	13%	2614	11%
Disconnect	1229	5%	2810	12%
Initial refusal	3893	16%	3062	13%
Terminate in middle	26	0%	30	0%
Language barrier	275	1%	183	1%
Fax/modem	624	3%	523	2%
Qualified refusal	94	0%	11	0%
Over quota	631	3%	439	2%
Not a resident of Sugar Land	302	1%	100	0%
Resident less than 3 months	31	0%	14	0%
Live in Missouri City	3	0%	35	0%
Wrong neighborhood	433	2%	155	1%
Complete	*501*	2%	*500*	2%

Objectives and Methodology

- Note base changes throughout the report
  - <u>Bases:</u> The number of people who were asked that particular question. For 2006, in most cases, it is N=501. A lower number is reported where there is a skip pattern in the survey.
  - 'Don't knows' are reported beneath the appropriate bar chart, if applicable, and are based on total number of people who were asked the question (for the most part, N=501).

Objectives and Methodology

- Statistical testing is done at the 95% confidence level and marked where applicable throughout the report.
  - Meaning there is a 5% or less possibility that the difference occurred by chance alone.
  - In other words, if the study was to be recreated exactly, there is a 95% chance the difference would occur again.
  - All significant differences between 2006 and 2004 are marked on the appropriate chart throughout the report with:
    - "**+**" Meaning 2006 is statistically *higher* than 2004
    - "**–**" Meaning 2006 is *lower* than 2004
  - While there might be a difference in percentages, if it is not marked, it is not statistically significant and therefore can be considered consistent with previous findings.
- The first section of the report includes findings from the 2006 total sample results compared to the 2004 results.
- Detailed statistical tables are available under a separate cover.

Key Findings

Key Findings

- The City of Sugar Land continues to be rated well by citizens, with almost all scores either remaining high or significantly increasing from 2004

  - With the exception of traffic and mobility which shows some decrease in certain questions

- 95% rate the quality of life in Sugar Land "Good" (46%) or "Excellent" (49%; a significant increase from 2004's 42% "Excellent" rating)

  - Similar to 2004, Local Shopping, Beautification of the City, Appearance of the Neighborhoods, and Medical Facilities receive the highest ratings (at least 90% "Good" and "Excellent")

  - Cultural Activities, Entertainment, Mobility, and Local Job Opportunities receive the lowest ratings (77%, 78%, 63%, and 74% "Good" and "Excellent" respectively)

    - However, in 2006, Cultural Activities and Entertainment significantly increased their overall ratings from 2004 (61% to 77% and 65% to 78%, respectively)

Key Findings

- 94% agree with the statement: "Sugar Land is a well-planned community that ensures compatible land use for residential, office, and retail purposes" (which is consistent with 2004 at 91%)

- At least 80% agree that the City adequately enforces Weeds and high grass, Zoning, and Noise codes
    - Overall, Noise Code Enforcement significantly increased its score from 73% in 2004 to 80% in 2006

- Other than Traffic Management During Peak Hours (53%) and Traffic Management Overall (68%), all of Street and Transportation services receive at least 70% "Good" and "Excellent" ratings
    - Condition of major streets (85%)
    - Condition of neighborhood streets (88%)
    - Adequacy of street lights (76%)
    - Condition of sidewalks (74%)

Key Findings

- All city communication medias are considered useful, each receiving at least 70% Very Useful/Useful ratings
  - The two lowest rated methods from 2004 both received significantly higher ratings in 2006
    - E-news: 68% to 78%
    - Municipal Channel: 58% to 70%

- Consistent with 2004 (89%), in 2006 91% are satisfied with the City Services in return for dollars paid

- City parks and facilities receive at least 90% "Good" and "Excellent" ratings on all factors except Reservation Process which receives 83%
  - Convenience of location (97%)
  - Condition/safety of equipment (96%)
  - Cleanliness (94%)
  - Personal safety (93%)
  - Accessibility (95%)

Key Findings

- Similar to 2004, in 2006 citizens report feeling safe in Sugar Land. All areas rated receive at least 87% "Safe" and "Very safe" ratings
  - In neighborhood during the day (98%)
  - In Sugar Land shopping areas during the day (98%)
  - In neighborhood at night (94%)
  - In Sugar Land parks (94%)
  - In Sugar Land shopping areas at night (87%)

- Other than Police visibility in Parks (68%) and Reducing Juvenile Crime (73%), at least 75% are satisfied with all factors of the Sugar Land Police Department
  - Courtesy and professionalism (87%)
  - Speed in responding to calls (87%)
  - Effectiveness in handling the situation (80%)
  - Overall competency of police employees (86%)
  - Employee attitude towards citizen (82%)
  - Crime prevention efforts (86%)
  - Addressing citizen's safety/concerns (86%)
  - Police visibility in residential areas (82%)
  - Police visibility in shopping areas (76%)
  - Traffic Enforcement (81%)

Key Findings

- Similar to 2004 (81%), in 2006 at least 83% are satisfied with all factors of the Sugar Land Fire Department
  - Response time to EMS call (97%)
  - Handling of a medical call (95%)
  - Response time to fire call (94%)
  - Handling of non-emergency call (100%)
  - Handling of fire call (96%)
  - Responsiveness to emergency situations (86%)
  - Addressing citizen's fire safety (85%)
  - Employee attitude toward citizen (87%)
  - Effectiveness (89%)
  - Overall competency of employee (85%)
  - Responsiveness to non-emergency situations (83%)
  - Fire prevention and education programs (83%)

Research Findings:
2006 vs. 2004

Demographics

	2006	2004
Gender^		
Male	48%	47%
Female	52%	53%
Age^		
18 to 25	7%	9%
26 to 35	11%	12%
36 to 45	28%	28%
46 to 60	40%	38%
61 to 70	10%	9%
71 and over	4%	4%
Mean Age:	*47*	*46*
Ethnicity^		
White	66%	64%
Asian	21%	20%
Hispanic	7%	8%
African American	5%	6%
Other	1%	2%
	501	**500**

^ Quotas implemented

Demographics

	2006	2004
Income^		
Under $15,000	3%	2%
$15,001 to $30,000	5%	4%
$30,001 to $50,000	14%	15%
$50,001 to $75,000	22%	22%
$75,001 to $100,000	17%	21%
Over $100,000	38%	37%
Mean Income:	*$84,030*	*$84,870*
Education		
High school or less	10%	14%
Some college	24%	22%
Technical school	2%	1%
College graduate	43%	43%
Some grad school/degree	21%	20%
Employment status		
Full-time	60%	54%
Retired	13%	11%
Part-time	11%	13%
Homemaker	10%	13%
Unemployed	3%	5%
Student	3%	4%
	501	**500**

^ Quotas implemented

Demographics

	2006	2004
Length of residence		
3 months to 1 year	3%	2%
1 to 5 years	27%	23%
6 to 10 years	20%	20%
More than 10 years	49%	55%
Own or Rent Home		
Own	91%	91%
Rent	9%	9%
Area^		
North of Highway 59	32%	36%
South of Highway 59	68%	64%
Children in Household		
Yes	52%	54%
Votes in City Elections		
Always	43%	41%
Often	26%	24%
Seldom	13%	15%
Never	19%	21%
	501	500

^ Quotas implemented

The City Overall

Quality of Life in Your Neighborhood
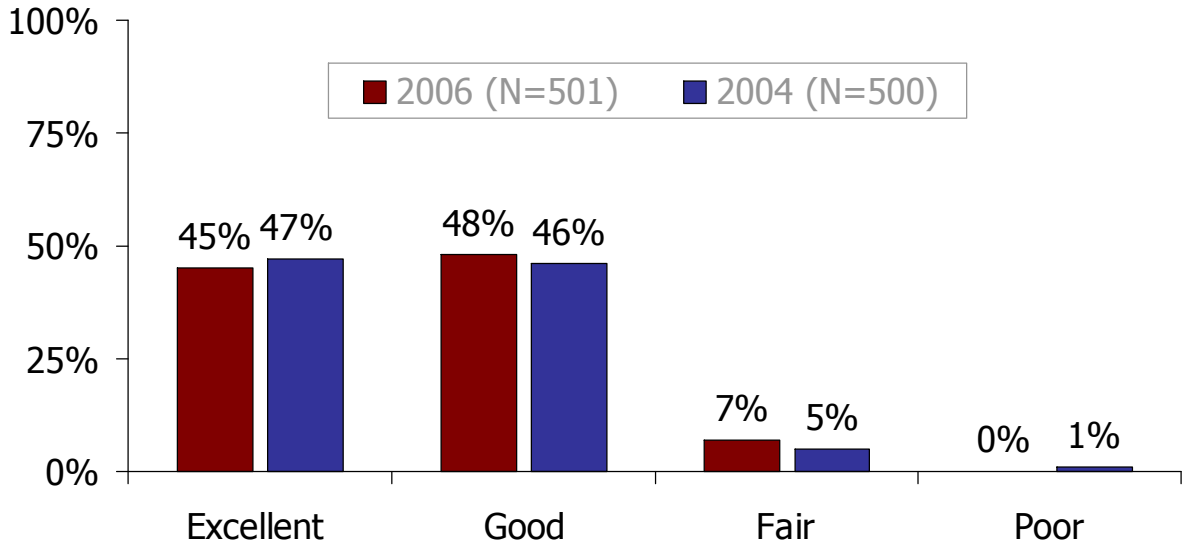
- The ratings are high overall, with almost all respondents (93%) rating the Quality of Life in Their Neighborhood *"Good"* (48%) or *"Excellent"* (45%)

12. On a scale of excellent, good, fair, or poor please rate the quality of life in your neighborhood.

Quality of Life in Sugar Land as a Whole

2006 (N=501) **2004 (N=500)**

	Excellent	Good	Fair	Poor
2006	49%+	46%	4%	0%
2004	42%	51%	6%	1%
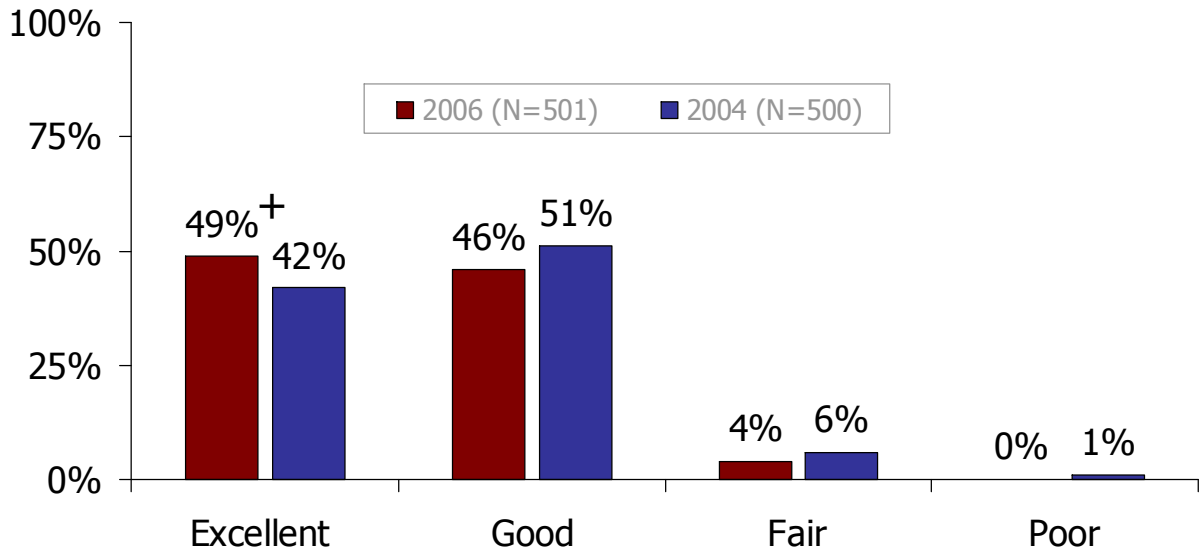
- Again, almost all respondents (95%) rate the quality of life in Sugar Land *"Good"* (46%) or *"Excellent"* (49%)
- In 2006, the number of "Excellent" ratings significantly increased for Quality of Life in Sugar Land as a Whole

+ Significantly higher than 2004 results

12. On a scale of excellent, good, fair, or poor please rate the quality of life in your city as a whole.

Rating Factors of Quality of Life in Sugar Land

Local Shopping
- 2006 (N=501): Excellent 50%, Good 46%, Fair 4%, Poor 0%
- 2004 (N=500): Excellent 40%, Good 53%, Fair 5%, Poor 2%

Beautification of the City
- 2006 (N=501): Excellent 46%, Good 47%, Fair 7%, Poor 0%
- 2004 (N=500): Excellent 38%, Good 52%, Fair 8%, Poor 1%, 1% Don't know

Medical Facilities
- 2006 (N=501): Excellent 41%, Good 51%, Fair 7%, Poor 1%, 4% Don't know
- 2004 (N=500): Excellent 34%, Good 56%, Fair 9%, Poor 2%, 4% Don't know

Legend: Excellent, Good, Fair, Poor

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- The majority of respondents (80% or more) give *"Good"* or *"Excellent"* ratings to these factors of life in Sugar Land:
  - Local Shopping
  - Beautification of the City
  - Medical facilities
  - Appearance of the neighborhoods
  - Parks and recreation
  - Emergency preparedness
  - Public safety

13. How would you rate ... in Sugar Land?

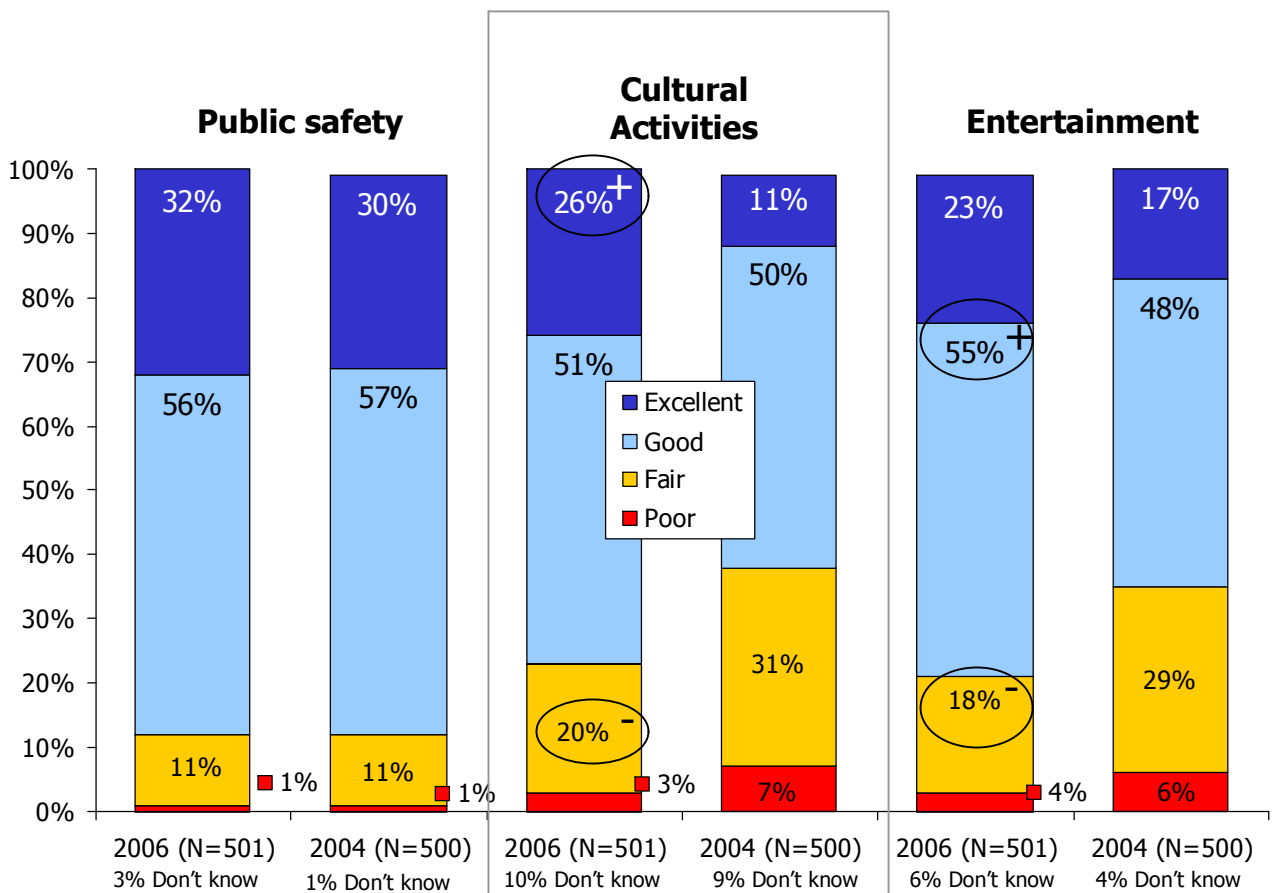# Rating Factors of
Quality of Life in Sugar Land
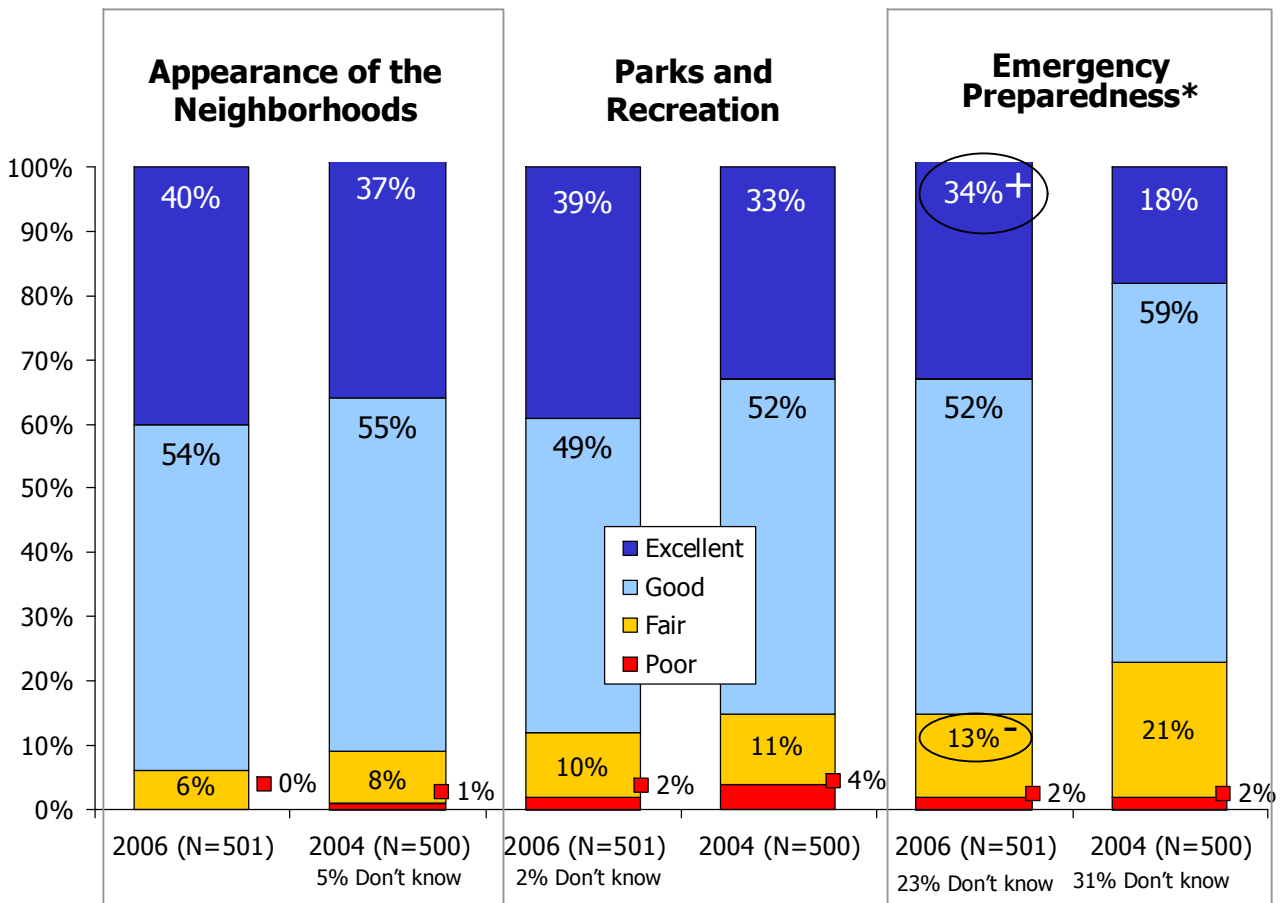
- Emergency Preparedness is rated higher in 2006 than 2004
    - 77% (2004 Excellent and Good ratings)
    - 86% (2006 Excellent and Good ratings)
    - NOTE: In 2004, question was worded 'Homeland Security and Emergency Preparedness'

* In 2004, was worded: Homeland Security and Emergency Preparedness

13. How would you rate … in Sugar Land?

Rating Factors of
Quality of Life in Sugar Land

Public safety

- 2006 (N=501): Excellent 32%, Good 56%, Fair 11%, Poor 1%
- 2004 (N=500): Excellent 30%, Good 57%, Fair 11%, Poor 1%

Cultural Activities

- 2006 (N=501): Excellent 26% (+), Good 51%, Fair 20% (-), Poor 3%
- 2004 (N=500): Excellent 11%, Good 50%, Fair 31%, Poor 7%

Entertainment

- 2006 (N=501): Excellent 23%, Good 55% (+), Fair 18% (-), Poor 4%
- 2004 (N=500): Excellent 17%, Good 48%, Fair 29%, Poor 6%

Legend: Excellent, Good, Fair, Poor

2006 (N=501) 3% Don't know | 2004 (N=500) 1% Don't know | 2006 (N=501) 10% Don't know | 2004 (N=500) 9% Don't know | 2006 (N=501) 6% Don't know | 2004 (N=500) 4% Don't know

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- Cultural activities and Entertainment both receive significantly higher ratings in 2006 than in 2004
  - Cultural Activities:
    - 61% (2004 Excellent and Good)
    - 77% (2006 Excellent and Good)
  - Entertainment:
    - 65% (2004 Excellent and Good)
    - 78% (2006 Excellent and Good)

+ Significantly higher than 2004 results
- Significantly lower than 2004 results

13. How would you rate … in Sugar Land?

Rating Factors of Quality of Life in Sugar Land
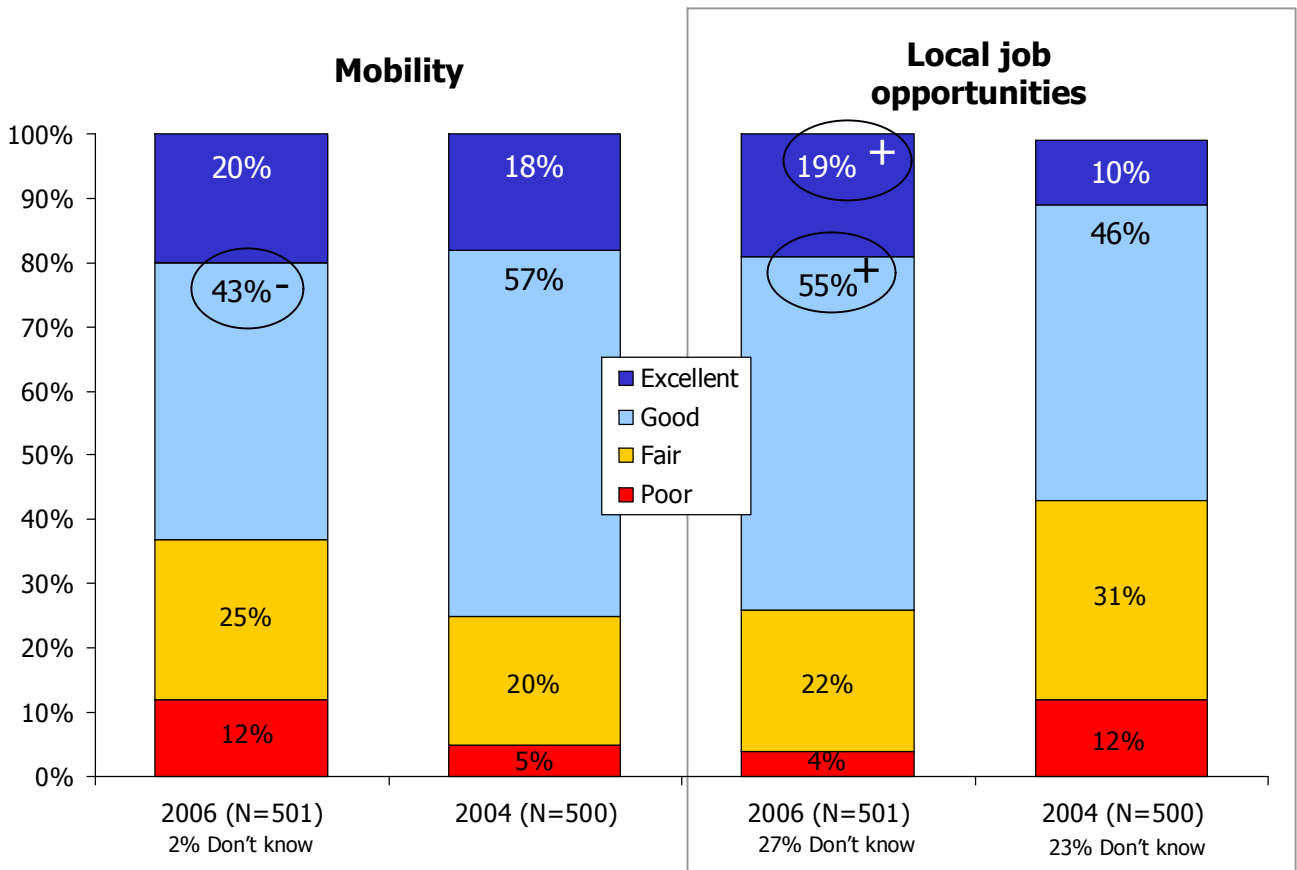
- Mobility receives significantly lower scores in 2006 than in 2004
  - 74% (2004 Good and Excellent)
  - 63% (2006 Good and Excellent)

- Local Job Opportunities receives significantly higher scores in 2006 than in 2004
  - 56% (2004 Excellent and Good)
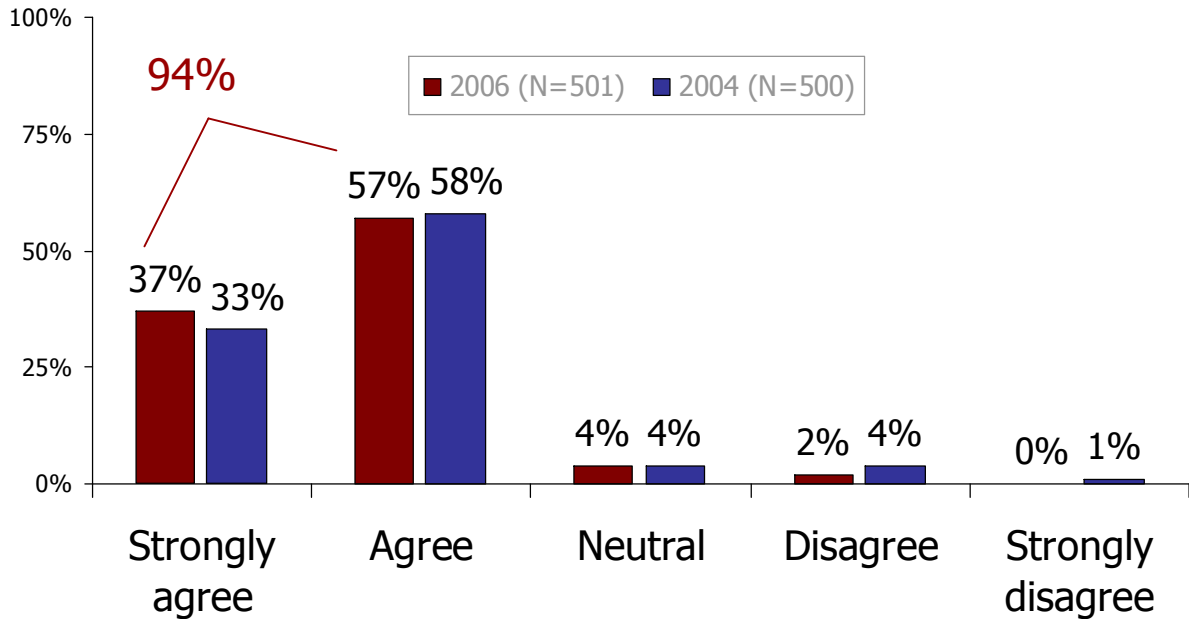 - 74% (2006 Excellent and Good)

+ Significantly higher than 2004 results
- Significantly lower than 2004 results

13. How would you rate … in Sugar Land?

Agreement with statement:

"Sugar Land is a well-planned community that ensures compatible land use for residential, office, and retail purposes"

94%

Legend: 2006 (N=501), 2004 (N=500)

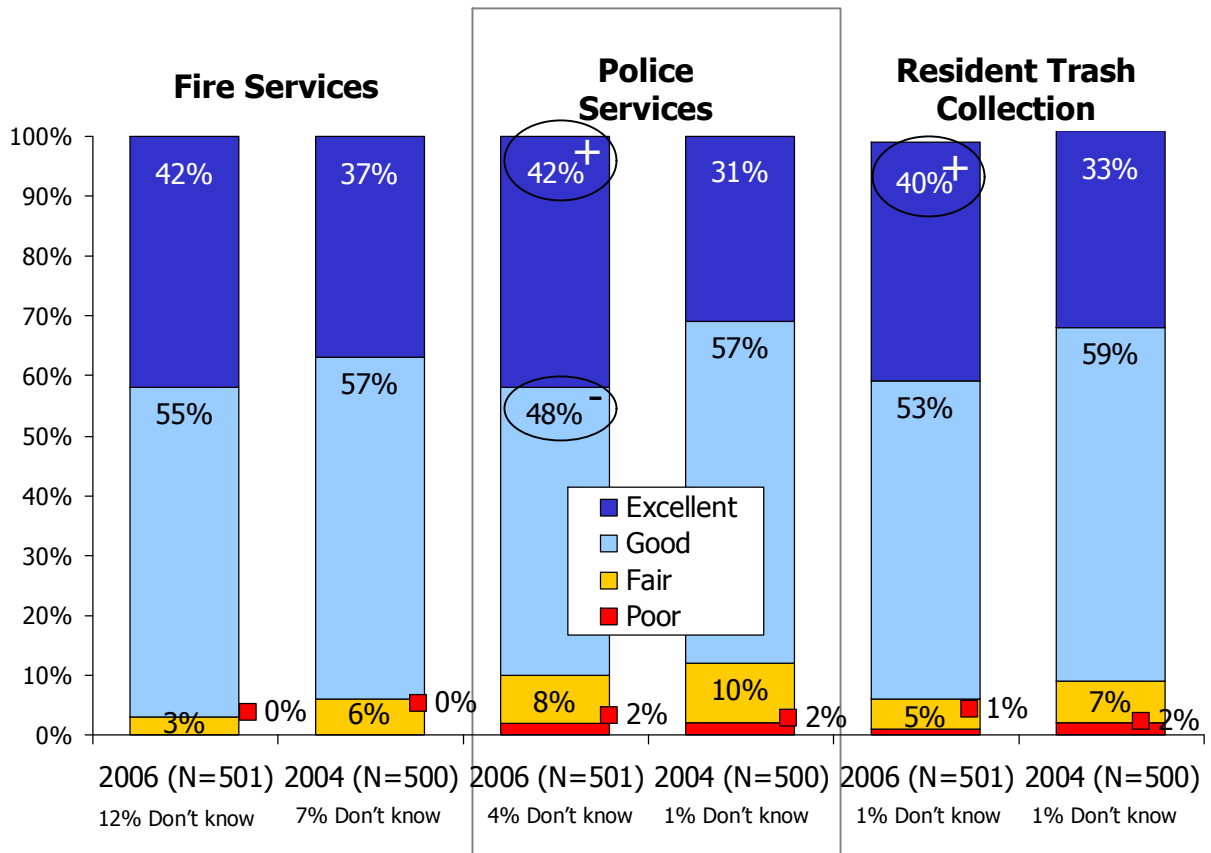| Category	2006	2004
Strongly agree	37%	33%
Agree	57%	58%
Neutral	4%	4%
Disagree	2%	4%
Strongly disagree	0%	1%

- 94% of respondents agree with the statement: *Sugar Land is a well-planned community that ensures compatible land use for residential, office, and retail purposes*

CCR

City Services
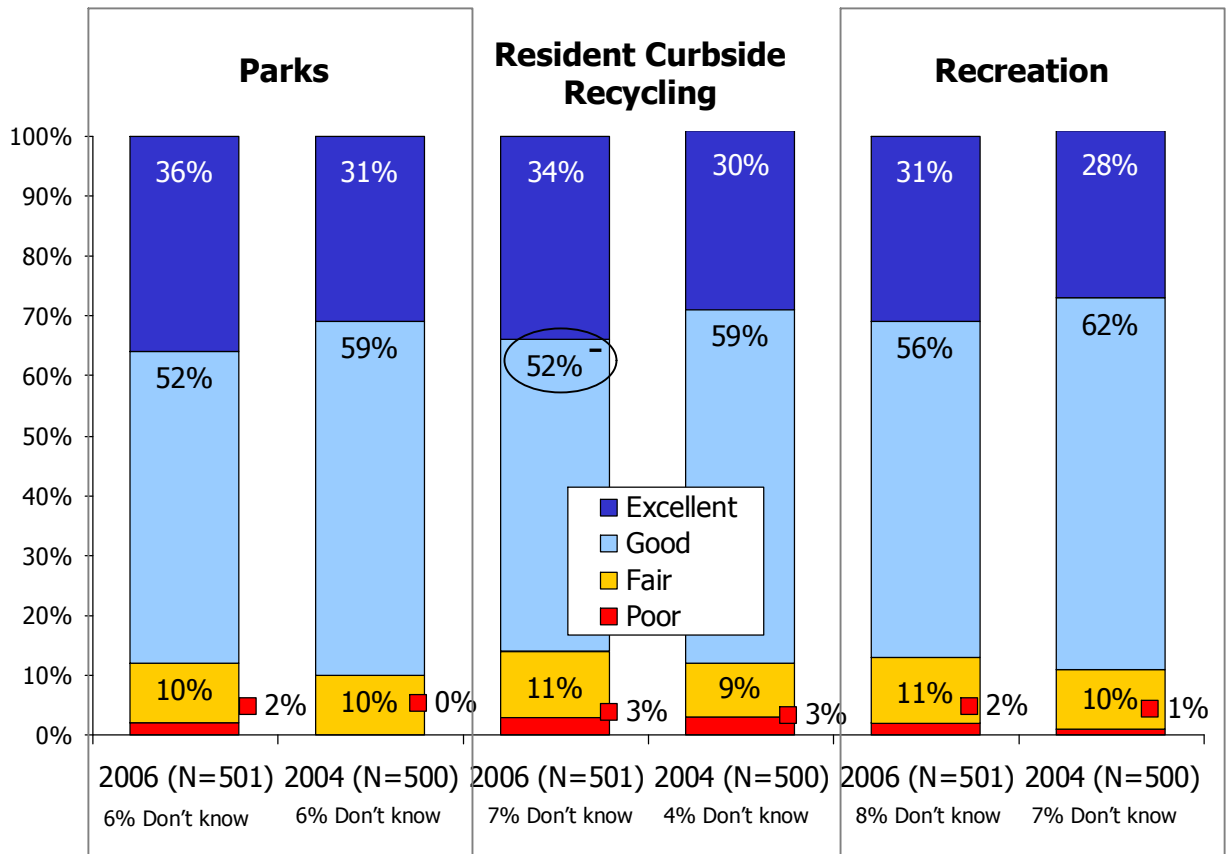
Rating of City Services

- Services receive very high ratings with only 4 of the 18 services receiving below an 80% top box score ("Good" or "Excellent" ratings):
  - Traffic Management (67%)
  - Sidewalk Maintenance (75%)
  - Drop-off Recycling (79%)
  - Resident Communications (79%)
- A high percentage of "Don't knows" is given for the "Permits and Inspections" (39%) and the "Drop-off recycling center" (36%) suggesting most do not use the services, or do not know much about them
- Although not significant in the top box rating, more "Excellent" ratings are given to Police Services and Resident Trash Collection

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+ Significantly higher than 2004 results
- Significantly lower than 2004 results

15. How would you rate…?

Rating of City Services

Parks

	2006 (N=501)	2004 (N=500)
Excellent	36%	31%
Good	52%	59%
Fair	10%	10%
Poor	2%	0%
Don't know	6% Don't know	6% Don't know

Resident Curbside Recycling

	2006 (N=501)	2004 (N=500)
Excellent	34%	30%
Good	52%	59%
Fair	11%	9%
Poor	3%	3%
Don't know	7% Don't know	4% Don't know

Recreation

	2006 (N=501)	2004 (N=500)
Excellent	31%	28%
Good	56%	62%
Fair	11%	10%
Poor	2%	1%
Don't know	8% Don't know	7% Don't know

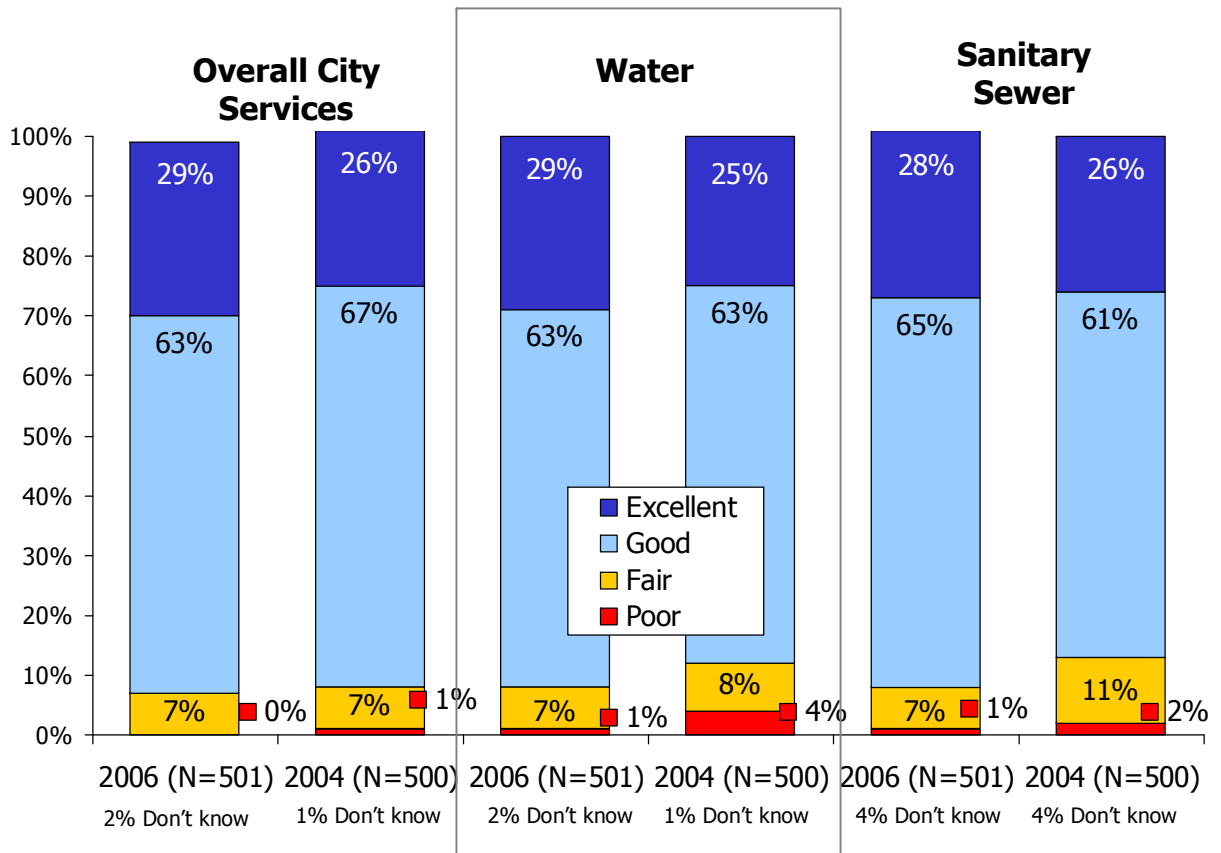Legend: ■ Excellent ■ Good ■ Fair ■ Poor

- Although the top box rating did not change significantly, fewer "Good" ratings are given to Resident Curbside Recycling

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+ Significantly higher than 2004 results
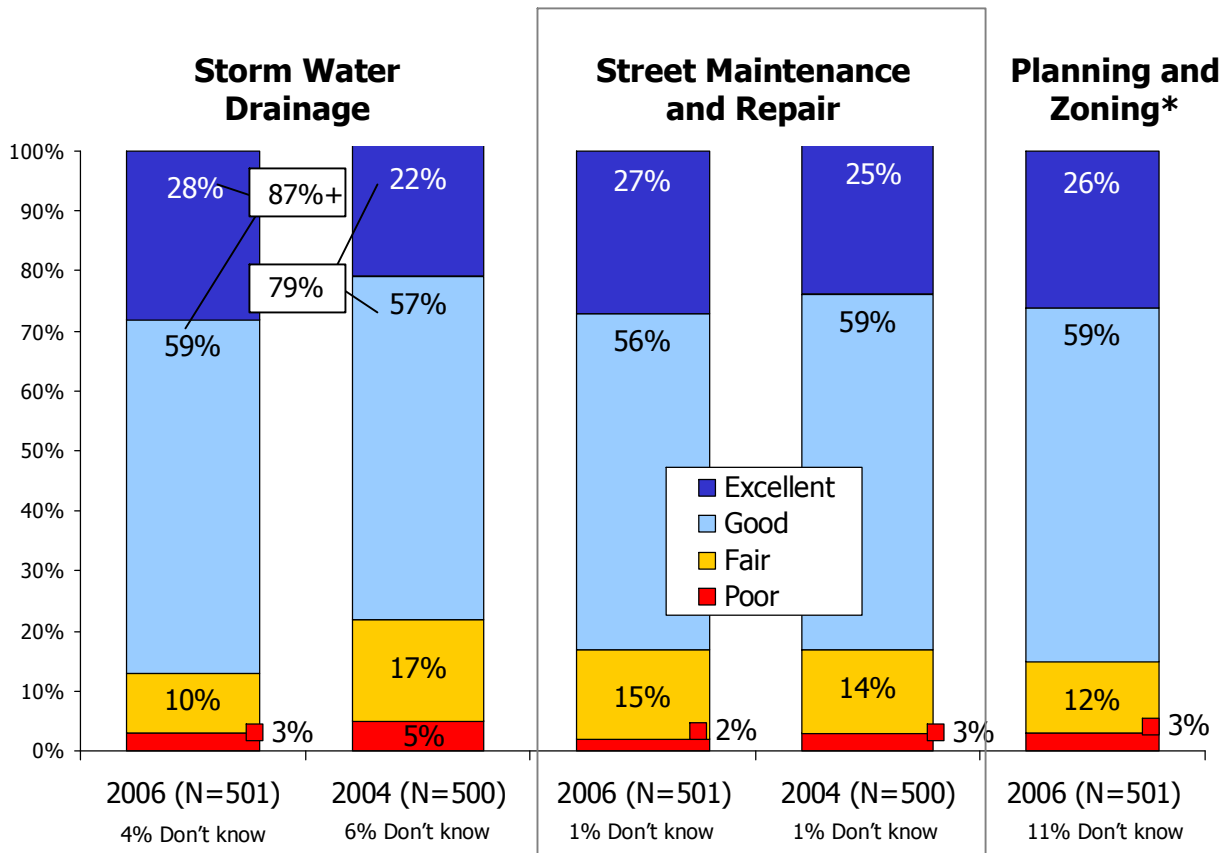- Significantly lower than 2004 results

15. How would you rate…?

Rating of City Services

Overall City Services | **Water** | **Sanitary Sewer**

Legend:
- Excellent
- Good
- Fair
- Poor

Overall City Services
- 2006 (N=501): 29% Excellent, 63% Good, 7% Fair, 0% Poor — 2% Don't know
- 2004 (N=500): 26% Excellent, 67% Good, 7% Fair, 1% Poor — 1% Don't know

Water
- 2006 (N=501): 29% Excellent, 63% Good, 7% Fair, 1% Poor — 2% Don't know
- 2004 (N=500): 25% Excellent, 63% Good, 8% Fair, 4% Poor — 1% Don't know

Sanitary Sewer
- 2006 (N=501): 28% Excellent, 65% Good, 7% Fair, 1% Poor — 4% Don't know
- 2004 (N=500): 26% Excellent, 61% Good, 11% Fair, 2% Poor — 4% Don't know

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15. How would you rate...?

Rating of City Services

Storm Water Drainage · **Street Maintenance and Repair** · **Planning and Zoning***

Storm Water Drainage:
- 2006 (N=501): Excellent 28%, Good 59%, Fair 10%, Poor 3%, 87%+, 4% Don't know
- 2004 (N=500): Excellent 22%, Good 57%, Fair 17%, Poor 5%, 79%, 6% Don't know

Street Maintenance and Repair:
- 2006 (N=501): Excellent 27%, Good 56%, Fair 15%, Poor 2%, 1% Don't know
- 2004 (N=500): Excellent 25%, Good 59%, Fair 14%, Poor 3%, 1% Don't know

Planning and Zoning*:
- 2006 (N=501): Excellent 26%, Good 59%, Fair 12%, Poor 3%, 11% Don't know

Legend: Excellent, Good, Fair, Poor

- In 2006, the top box score ("Good" and "Excellent" ratings) for Storm Water Drainage is significantly higher than 2004
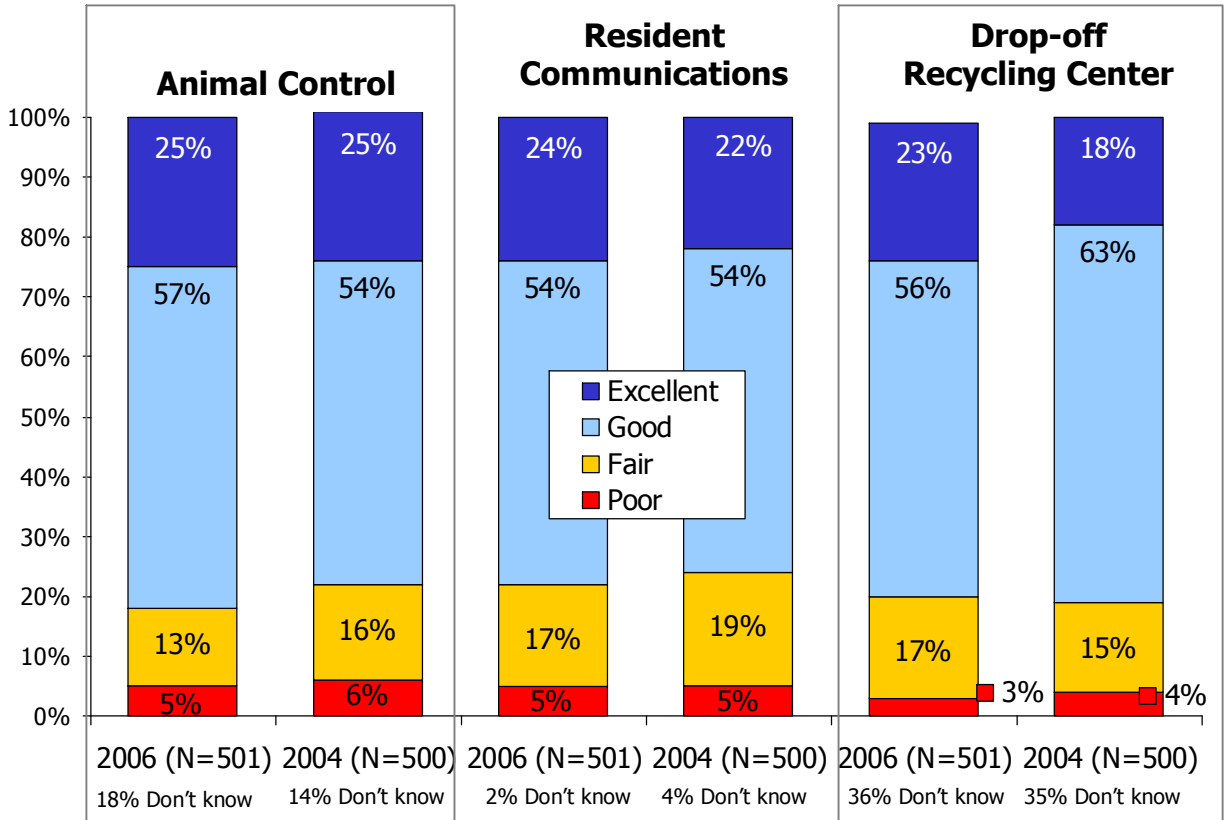 - 79% (2004)
  - 87% (2006)

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* New question in 2006
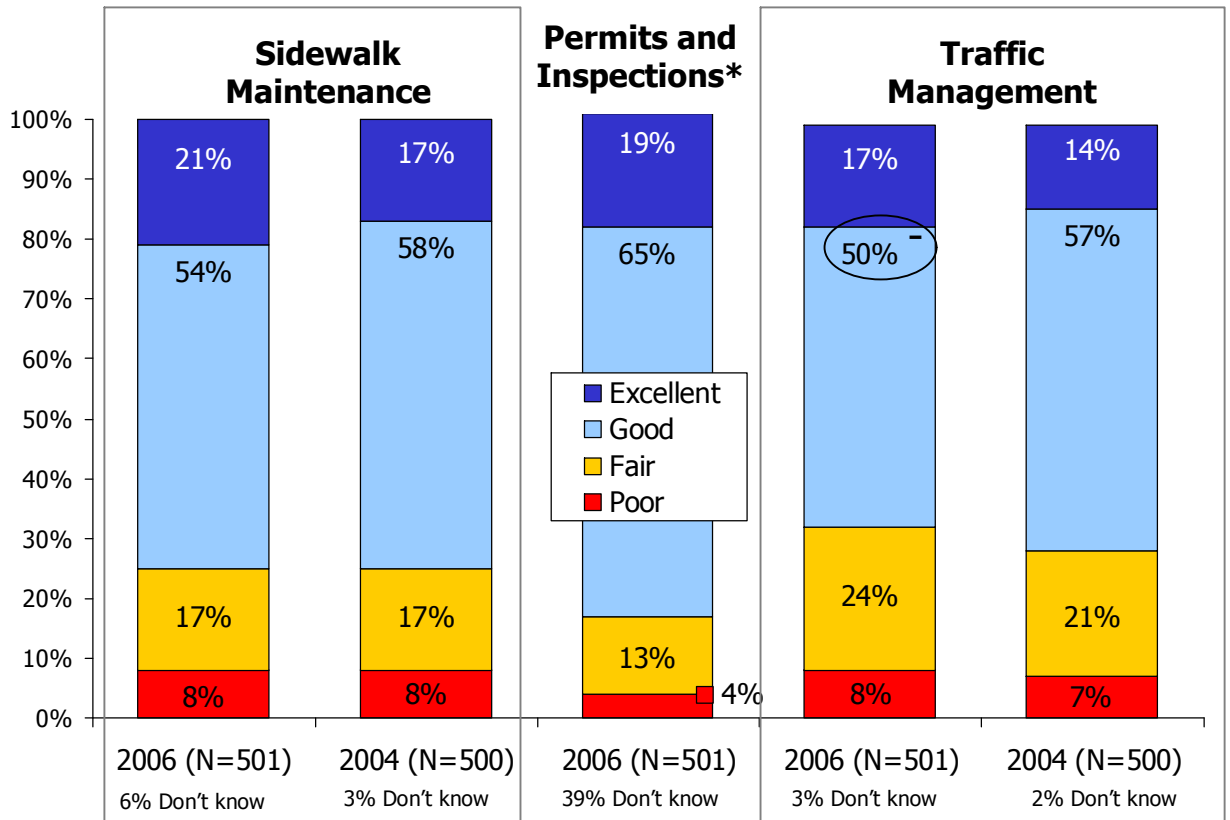
+ Significantly higher than 2004 results

15. How would you rate…?

Rating of City Services

15. How would you rate...?

Rating of City Services

- Although not significantly different in the top box score, there are significantly fewer "Good" ratings for Traffic Management in 2006
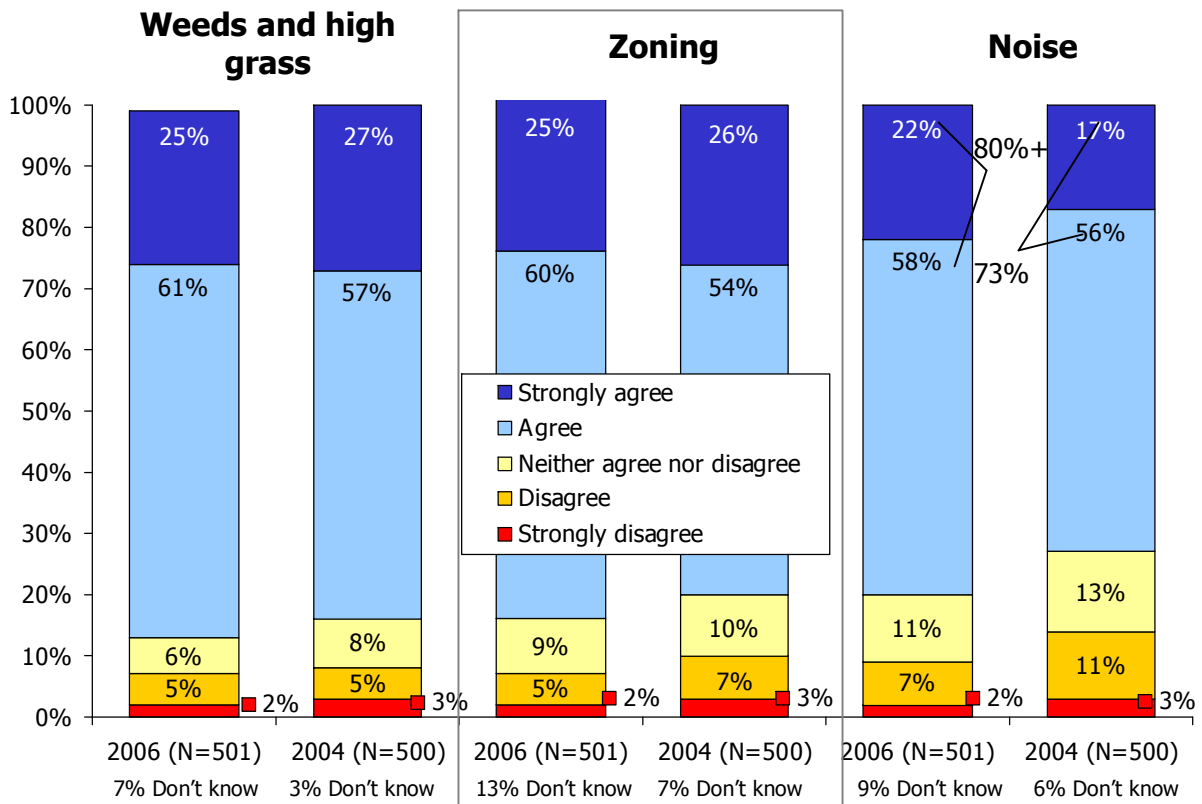
- Significantly lower than 2004 results

* New question in 2006

15. How would you rate…?

Enforcement of Codes

Weeds and high grass

- 2006 (N=501): Strongly agree 25%, Agree 61%, Neither agree nor disagree 6%, Disagree 5%, Strongly disagree 2%, 7% Don't know
- 2004 (N=500): Strongly agree 27%, Agree 57%, Neither agree nor disagree 8%, Disagree 5%, Strongly disagree 3%, 3% Don't know

Zoning

- 2006 (N=501): Strongly agree 25%, Agree 60%, Neither agree nor disagree 9%, Disagree 5%, Strongly disagree 2%, 13% Don't know
- 2004 (N=500): Strongly agree 26%, Agree 54%, Neither agree nor disagree 10%, Disagree 7%, Strongly disagree 3%, 7% Don't know

Noise

- 2006 (N=501): Strongly agree 22%, Agree 58%, 80%+, Neither agree nor disagree 11%, Disagree 7%, Strongly disagree 2%, 9% Don't know
- 2004 (N=500): Strongly agree 17%, Agree 56%, 73%, Neither agree nor disagree 13%, Disagree 11%, Strongly disagree 3%, 6% Don't know

Legend:
- Strongly agree
- Agree
- Neither agree nor disagree
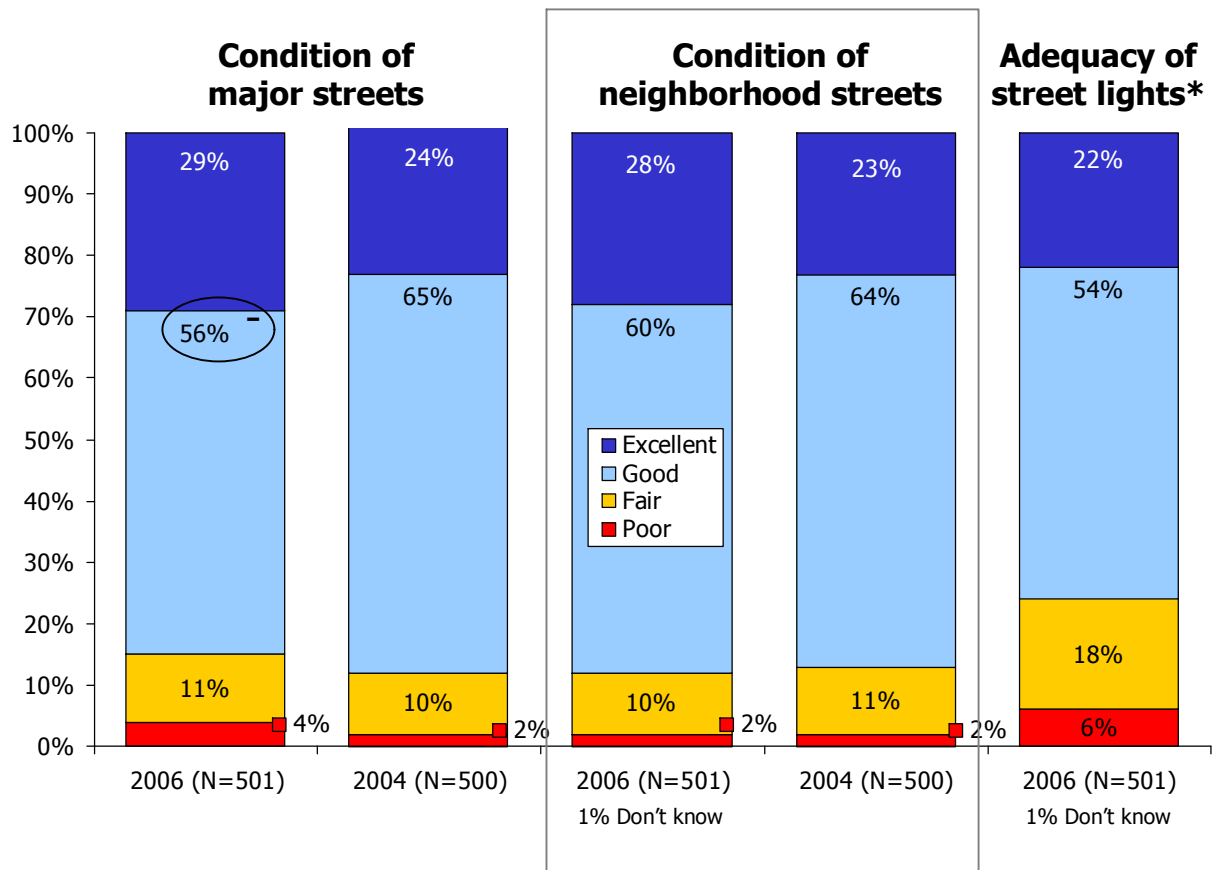- Disagree
- Strongly disagree

- At least 80% of respondents agree that the City adequately enforces all three codes mentioned (Weeds and high grass, Zoning, and Noise)

- Significantly more respondents Agree and Strongly Agree that Noise codes are adequately enforced in 2006 than 2004

+ Significantly higher than 2004 results

18. How satisfied are you with the city adequately enforcing … in your neighborhood?

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Ratings of Street and Transportation Services

Condition of major streets

	2006 (N=501)	2004 (N=500)
Excellent	29%	24%
Good	56%	65%
Fair	11%	10%
Poor	4%	2%

Condition of neighborhood streets

	2006 (N=501) 1% Don't know	2004 (N=500)
Excellent	28%	23%
Good	60%	64%
Fair	10%	11%
Poor	2%	2%

Adequacy of street lights*

	2006 (N=501) 1% Don't know
Excellent	22%
Good	54%
Fair	18%
Poor	6%

Legend: ■ Excellent ■ Good ■ Fair ■ Poor

- Other than "Traffic management during peak hours" and "Traffic management overall" all factors of Street and transportation services are rated high (at least 70% of respondents giving a *"Good"* or *"Excellent"* rating)

- Although not significantly different in the top box score ("Excellent" and "Good" ratings), Condition of Major Streets receives significantly lower "Good" ratings in 2006

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Ratings of Street and Transportation Services

Condition of sidewalks

	2006 (N=501)	2004 (N=500)
Excellent	18%	13%
Good	56%	57%
Fair	18%	22%
Poor	7%	8%
	4% Don't know	2% Don't know

Traffic management overall*

	2006 (N=501)
Excellent	17%
Good	51%
Fair	23%
Poor	9%
	1% Don't know

Traffic management during peak hours

	2006 (N=501)	2004 (N=492)
Excellent	12%	8%
Good	41%	45%
Fair	29%	31%
Poor	18%	16%
	2% Don't know	2% Don't know

Legend: Excellent, Good, Fair, Poor
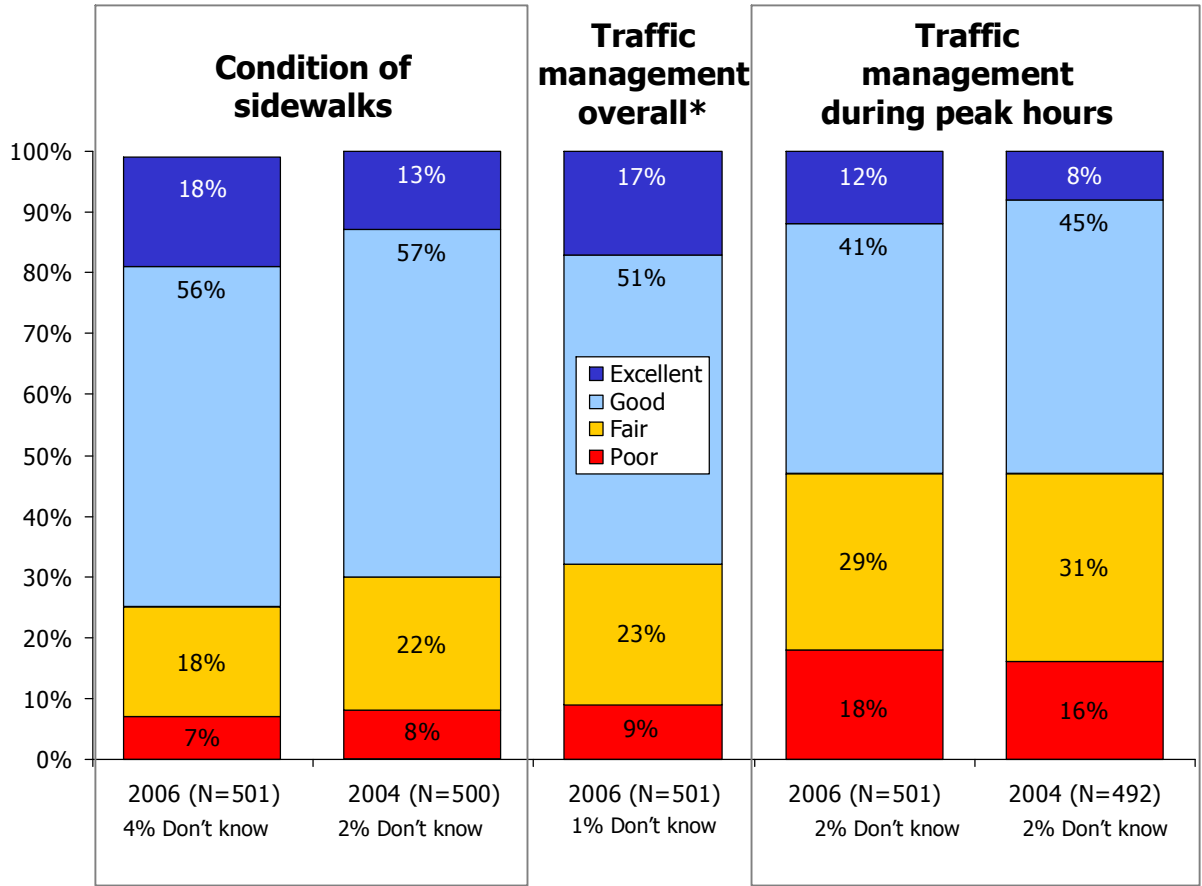
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* Asked new in 2006

19. How would you rate…?

Contacted City of Sugar Land

About a complaint, request for service, or information in the past 12 months
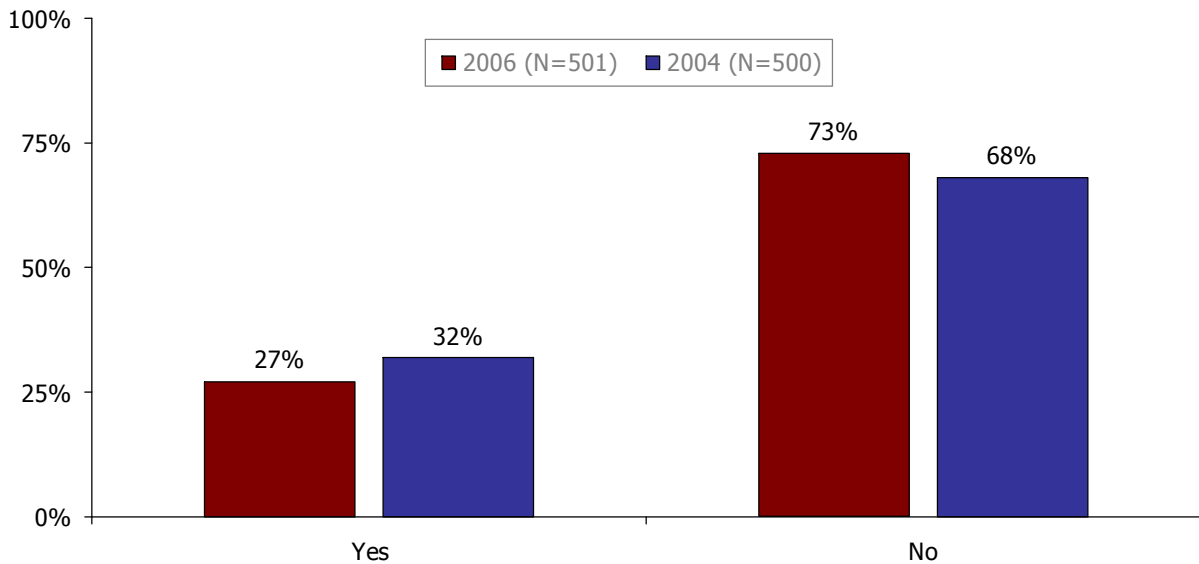
- Around one-third of respondents have contacted the City of Sugar Land for a complaint, request, or information in the past 12 months

20. Have you or a member of your household contacted the City of Sugar Land about a complaint, request, for service, or for information in the past 12 months?

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Satisfaction With Contact Results
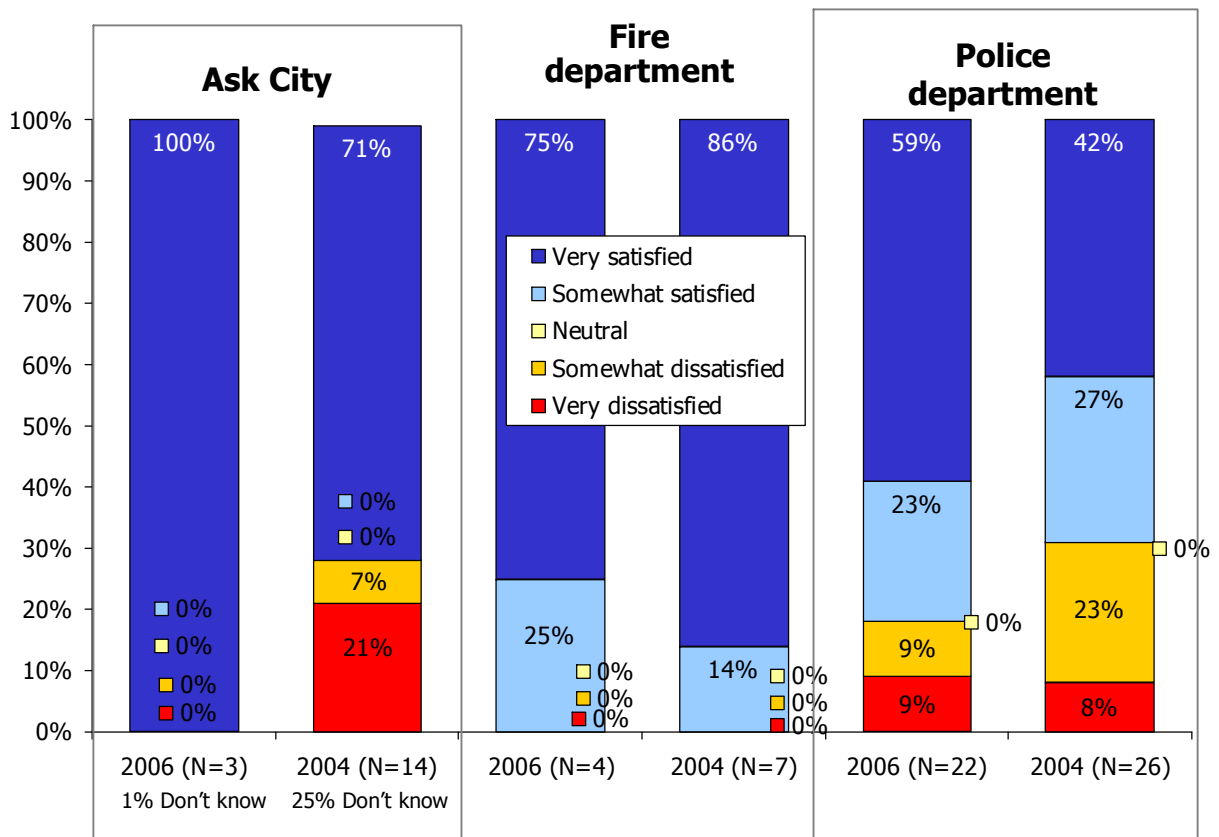
- While base sizes for most are too small to determine a trend, Parks and recreation seems to be the only department contacted with less than 50% "Very" and "Somewhat" Satisfied ratings

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Satisfaction With Contact Results

Base = Those who have contacted City of Sugar Land
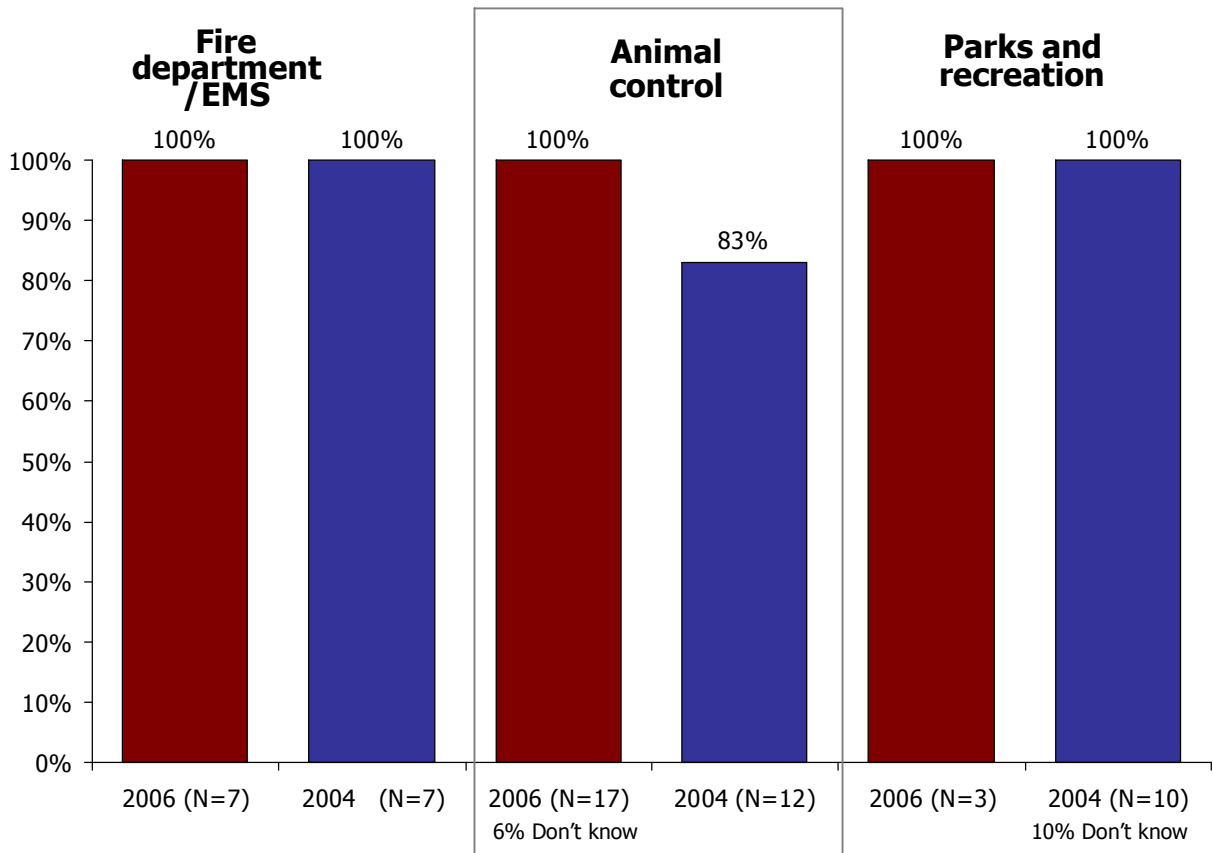NOTE: Small base size

20b. How satisfied are you with the results you got?

Satisfaction With Contact Results

Base = Those who have contacted City of Sugar Land
NOTE: Small base size

20b. How satisfied are you with the results you got?

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City Officials Were Courteous

	Fire department /EMS		Animal control		Parks and recreation	
	2006 (N=7)	2004 (N=7)	2006 (N=17)	2004 (N=12)	2006 (N=3)	2004 (N=10)
	100%	100%	100%	83%	100%	100%
			6% Don't know			10% Don't know
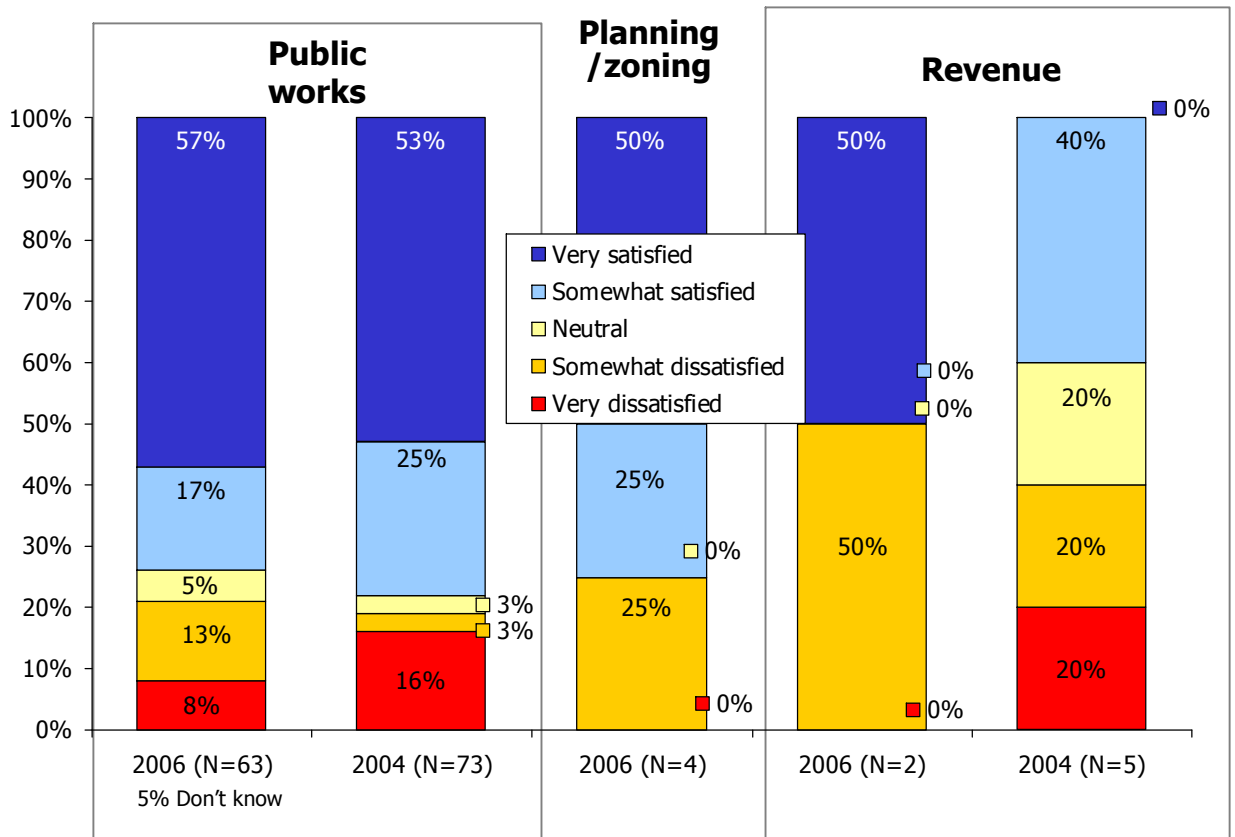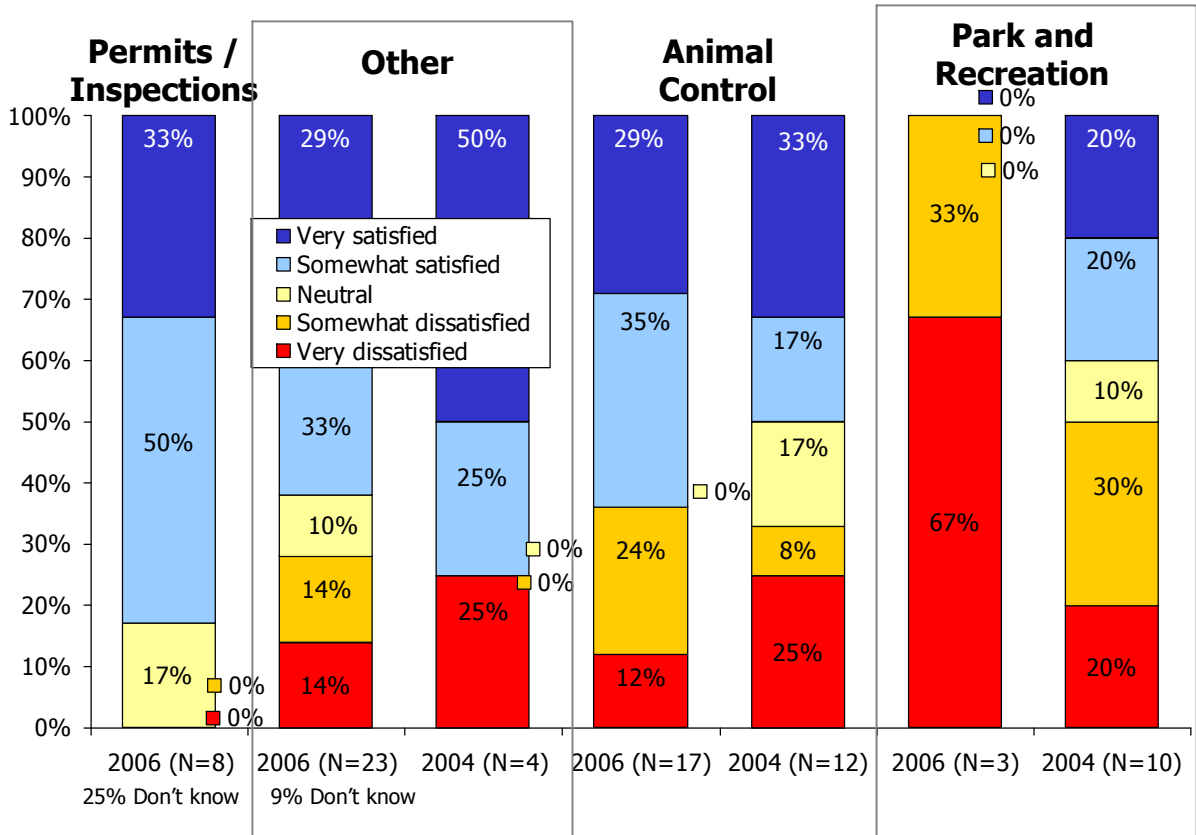
- Almost all respondents (at least 86%) report the offices contacted were *"Courteous"*
  - NOTE SAMLL BASE SIZES: Only a small number of respondents contacted each individual office/department making certain bases extremely small

Slide 1 of 4

City Officials Were Courteous

Planning / Zoning

	2006 (N=4)	2004 (N=15)
	100%	93%

Public Works

	2006 (N=63) 10% Don't know	2004 (N=73) 3% Don't know
	100%	97%

Revenue

	2006 (N=2)	2004 (N=5)
	100%	100%
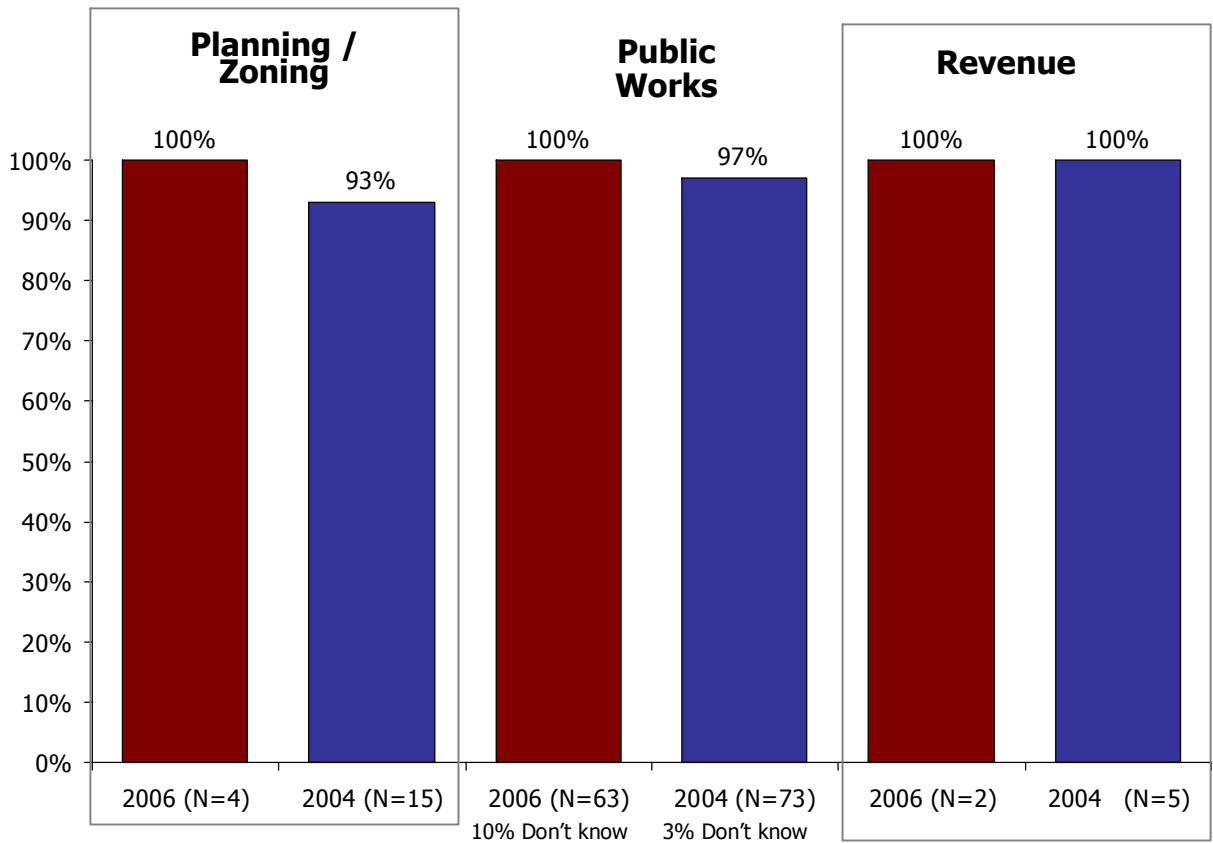
Slide 2 of 4

Base = Those who have contacted City of Sugar Land
NOTE: Small base size

20c. Were the people you contacted at … courteous?

City Officials Were Courteous

Ask City

Permits / Inspections

100%	93%	100%
2006 (N=4)	2004 (N=14)	2006 (N=8)
25% Don't know		25% Don't know
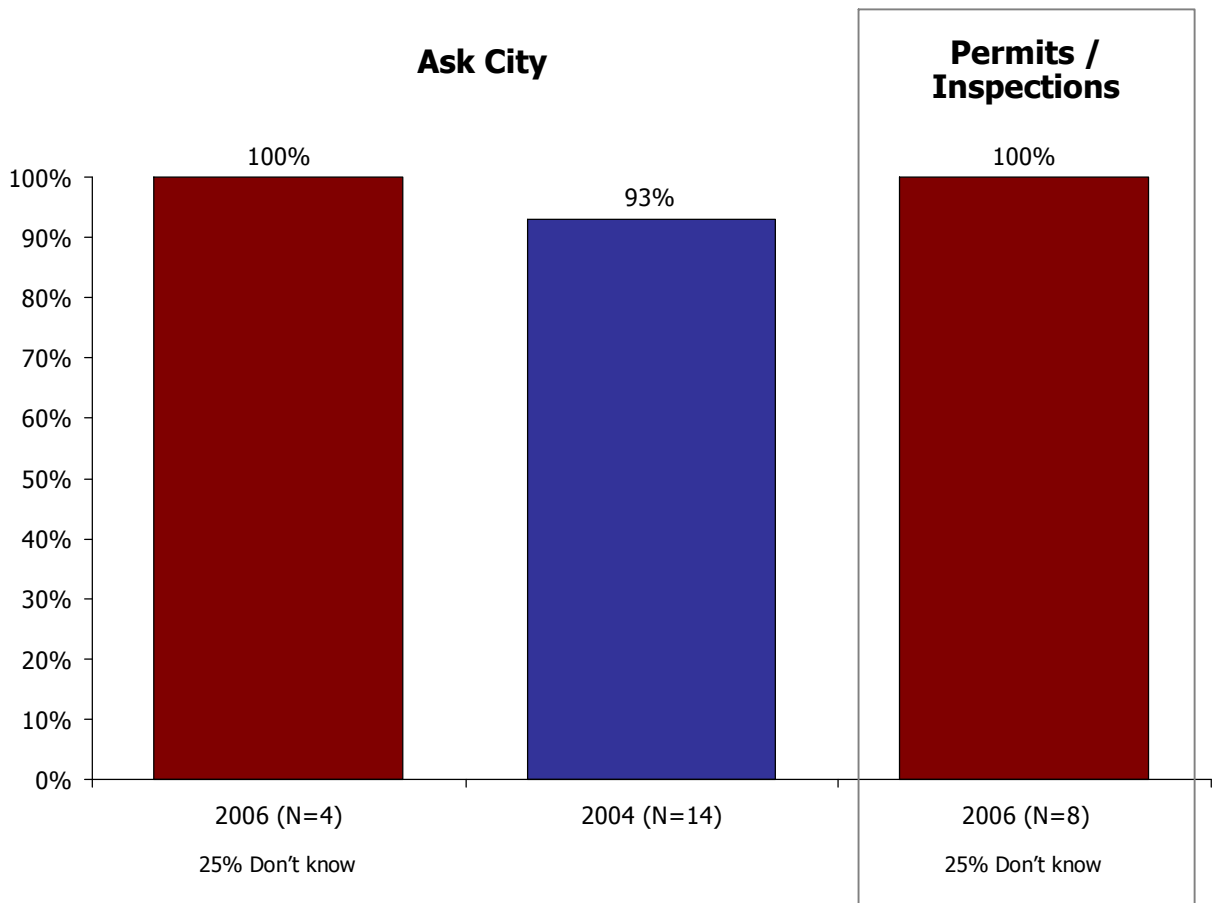
Slide 3 of 4

Base = Those who have contacted City of Sugar Land
NOTE: Small base size

20c. Were the people you contacted at … courteous?

City Officials Were Courteous

Police

Other

- 2006 (N=22): 95%
- 2004 (N=26): 92% — 4% Don't know
- 2006 (N=33): 86% — 9% Don't know
- 2004 (N=4): 100%
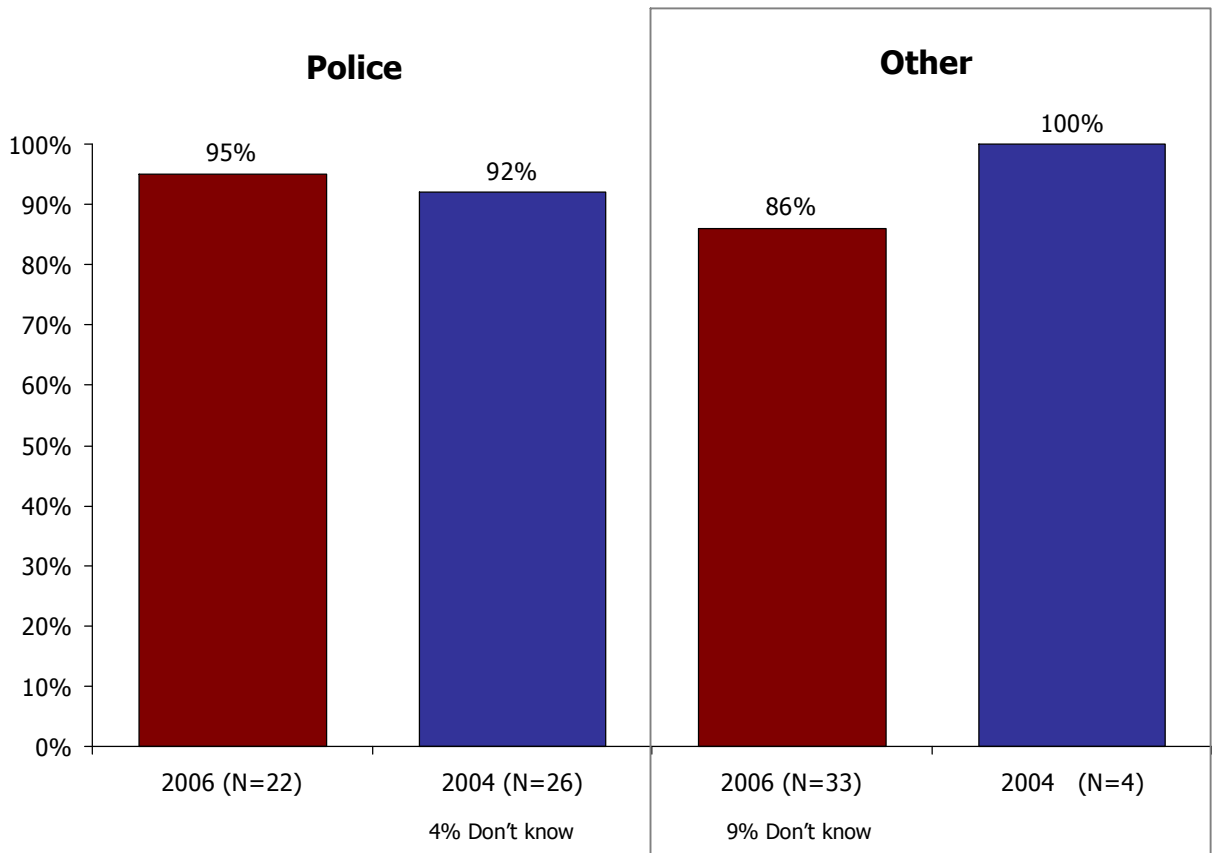
Slide 4 of 4

Base = Those who have contacted City of Sugar Land
NOTE: Small base size

20c. Were the people you contacted at ... courteous?

City Officials Were Helpful

	Fire Department / EMS		Revenue		Ask City	
	100%	100%	100%	60%	100%	79%
	2006 (N=7)	2004 (N=7)	2006 (N=2)	2004 (N=5)	2006 (N=4) 25% Don't know	2004 (N=14)
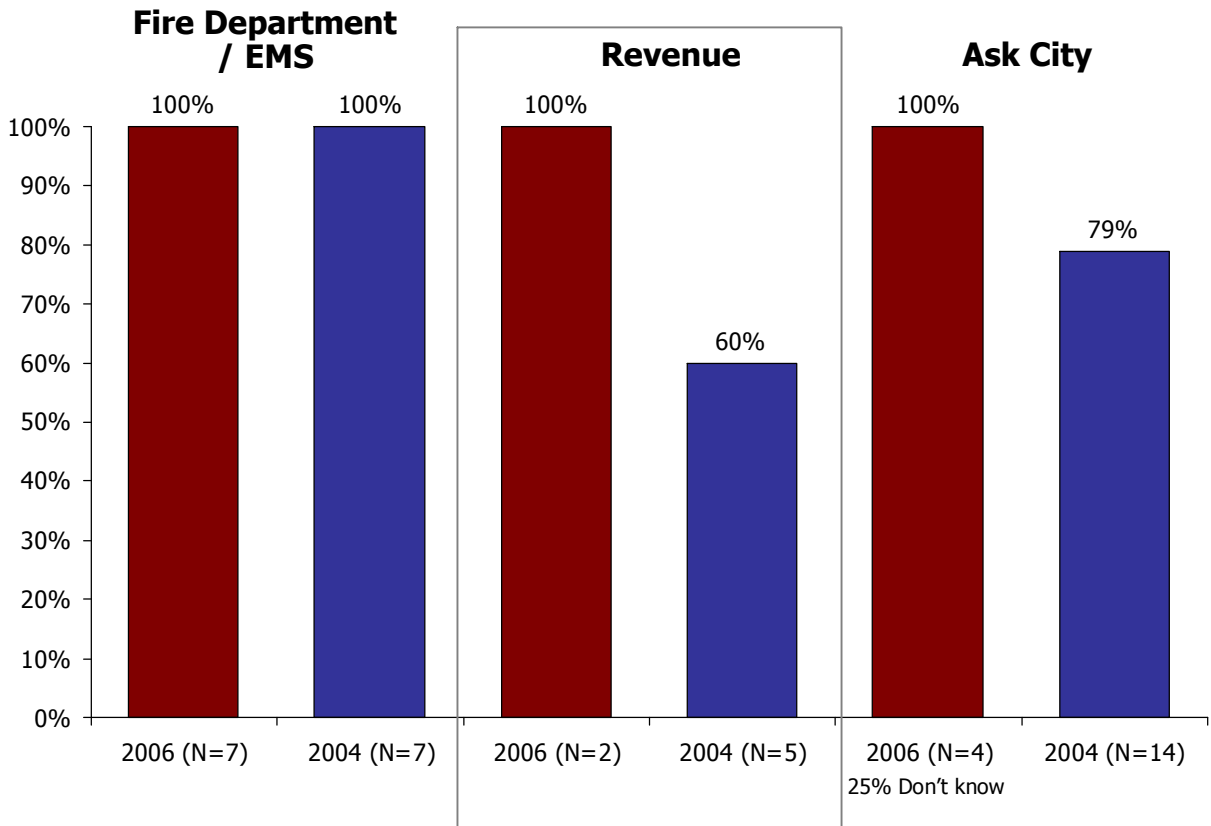
- Almost all respondents (at least 75%) report the offices contacted were *"Helpful"* with the exception of Parks and Recreation which all three respondents who contacted them report they were not "Helpful"

  – NOTE SAMLL BASE SIZES: Only a small number of respondents contacted each individual office/department making certain bases extremely small

Slide 1 of 3

City Officials Were Helpful

Bar chart with three panels:

Public Works
- 2006 (N=63): 95%
- 2004 (N=73): 88%
- 10% Don't know

Police Department
- 2006 (N=22): 86%
- 2004 (N=26): 85%

Permits / Inspections
- 2006 (N=8): 83%
- 25% Don't know
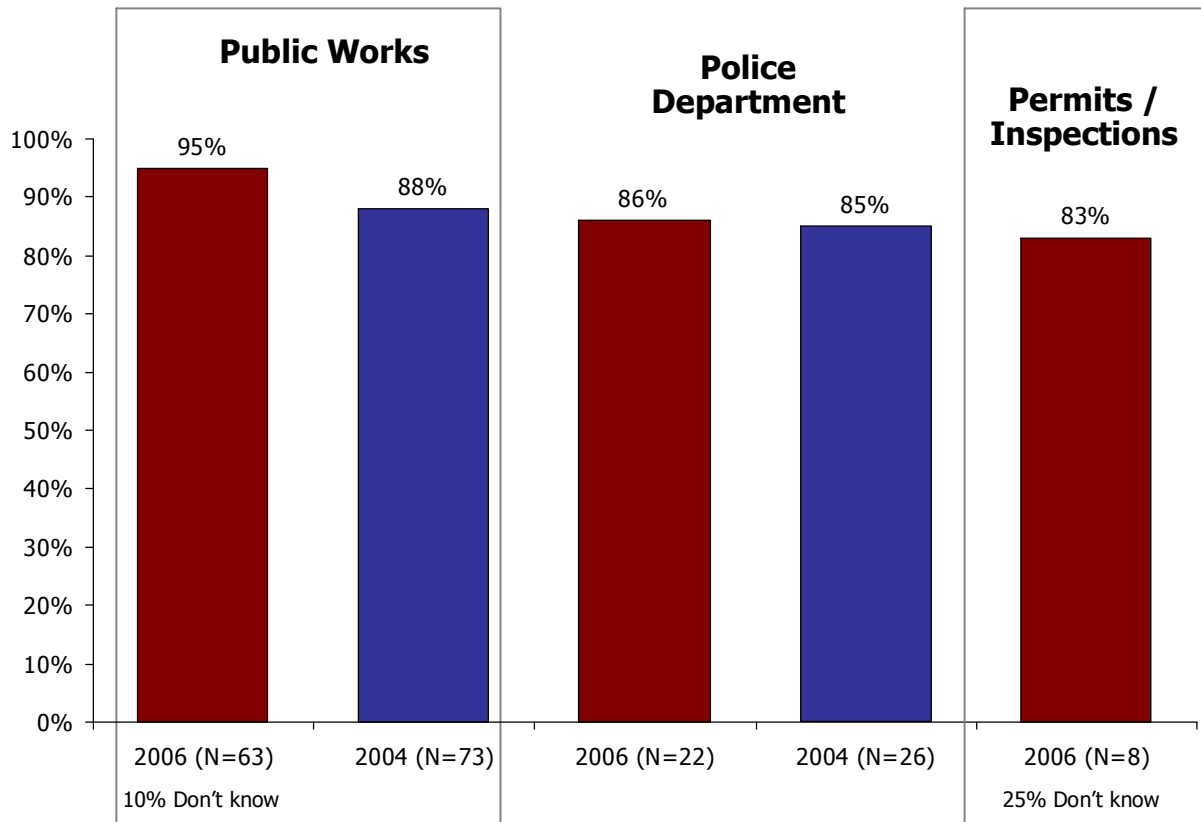
Slide 2 of 3

Base = Those who have contacted City of Sugar Land
NOTE: Small base size

20d. Were the people you contacted at … helpful?

City Officials Were Helpful

	Animal Control		Planning / Zoning	Other		Parks and Recreation	
	75%	67%	75%	73%	75%	0%	80%
	2006 (N=17)	2004 (N=12)	2006 (N=4)	2006 (N=23)	2004 (N=4)	2006 (N=3)	2004 (N=10)
	6% Don't know			4% Don't know			
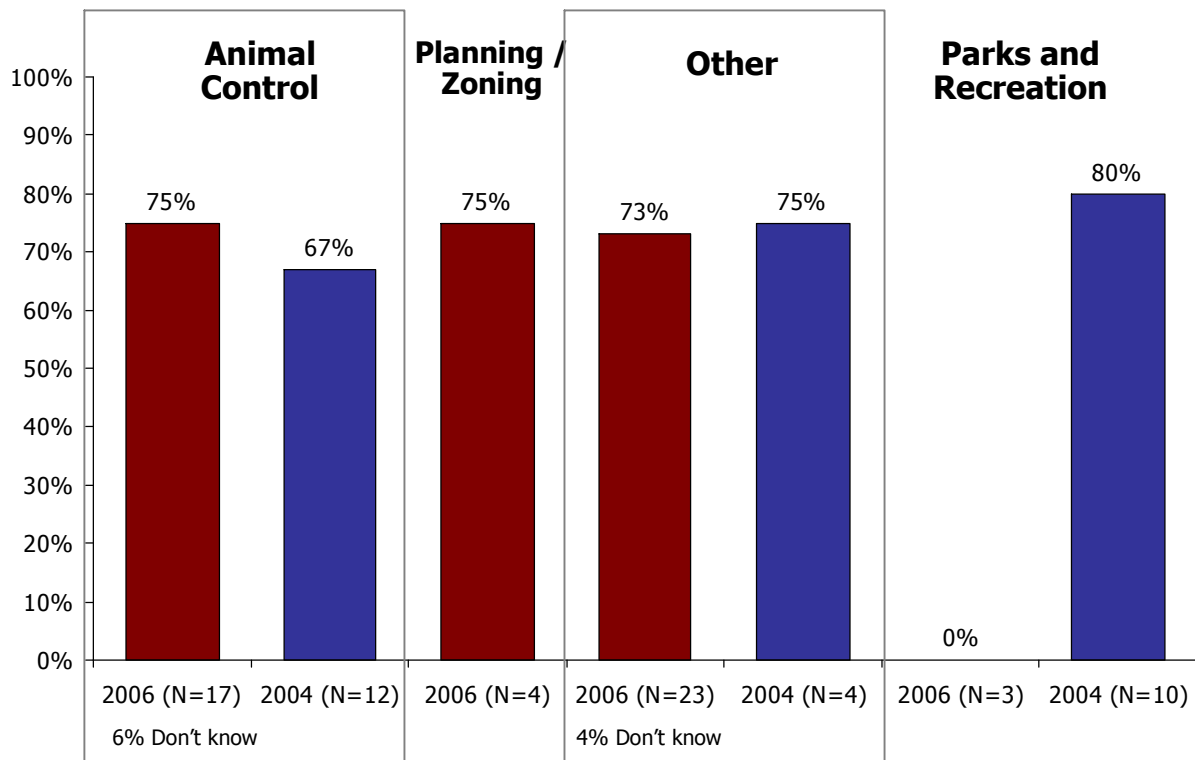
Slide 3 of 3

Base = Those who have contacted City of Sugar Land
NOTE: Small base size

20d. Were the people you contacted at … helpful?

Usefulness of Information Sources
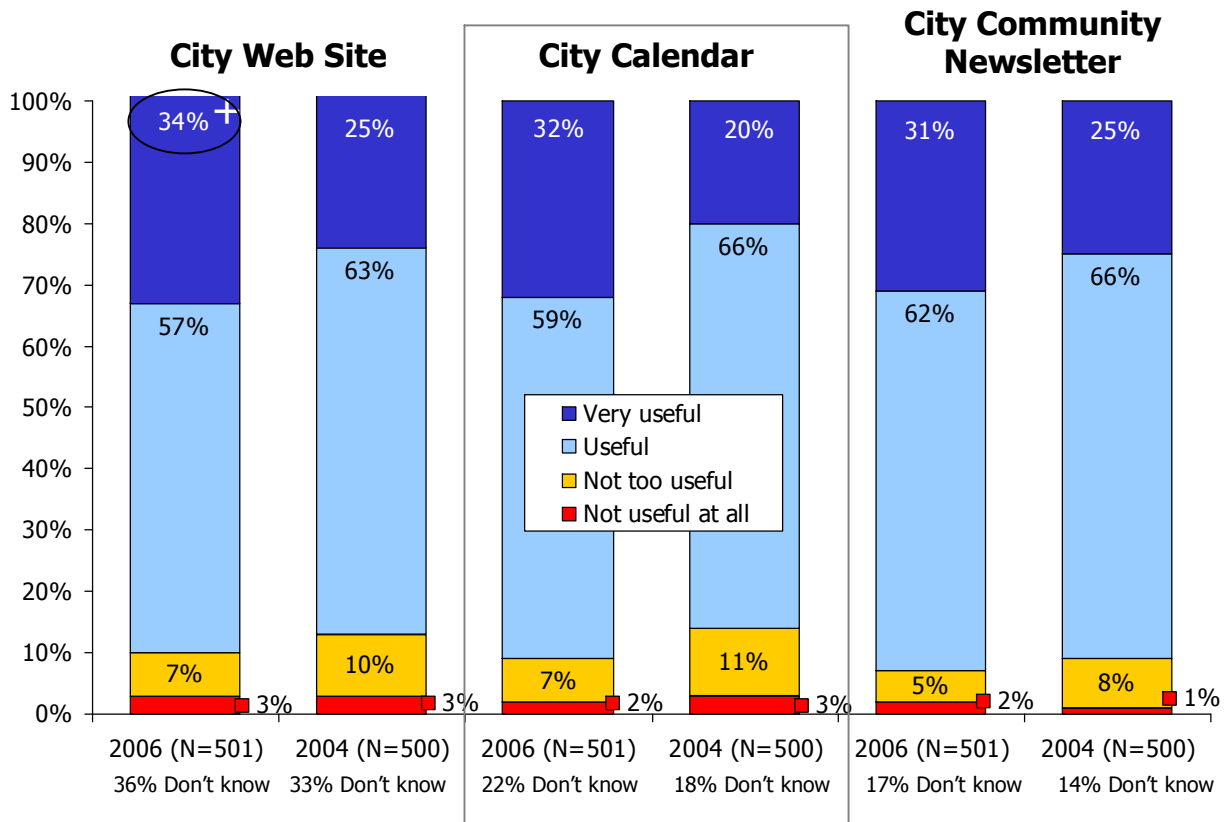
- Over 80% of respondents rate all city information sources useful with the exception of the Municipal Channel which 70% of respondents consider useful

- Although not significantly different in the top box score ("Useful" and "Very Useful"), the City Web Site receives significantly more "Very Useful" ratings in 2006

Slide 1 of 3

+ Significantly higher than 2004 results

29. How would you rate the … ?
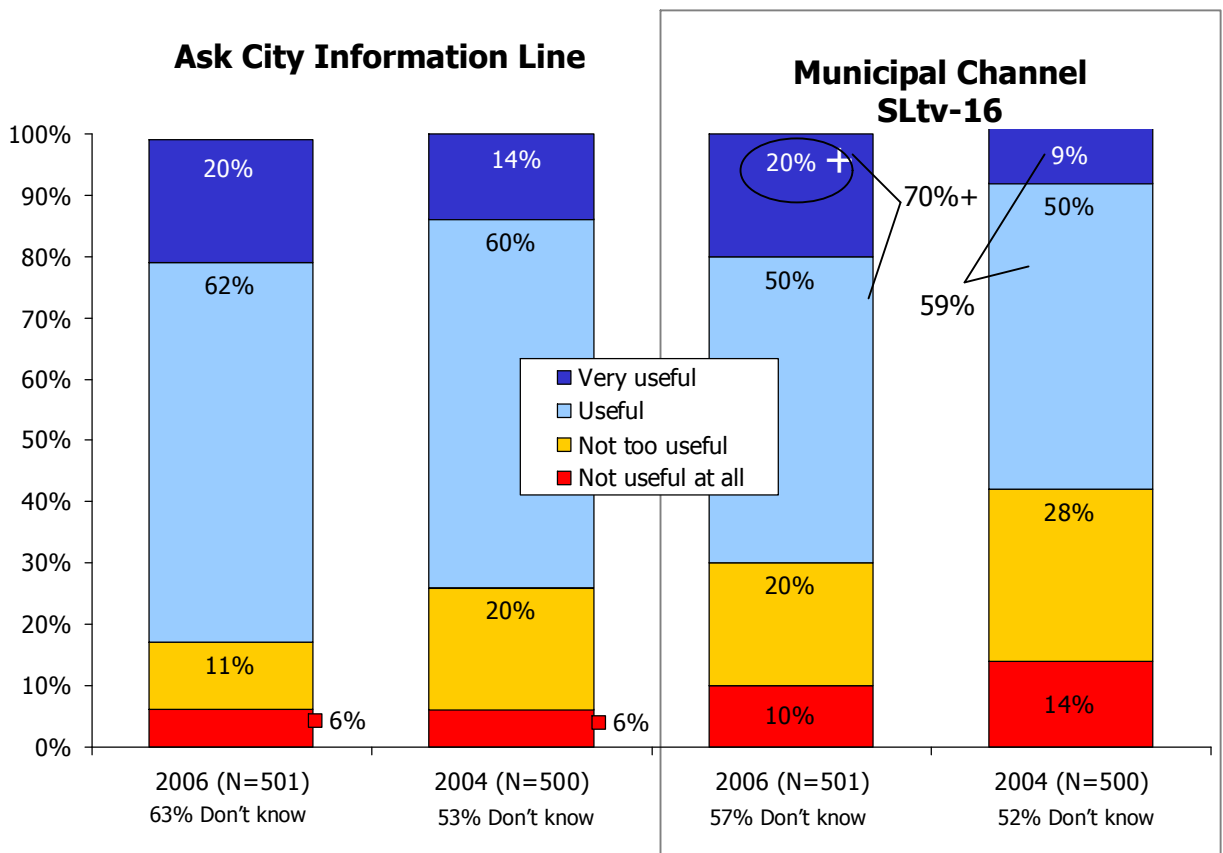
Usefulness of Information Sources
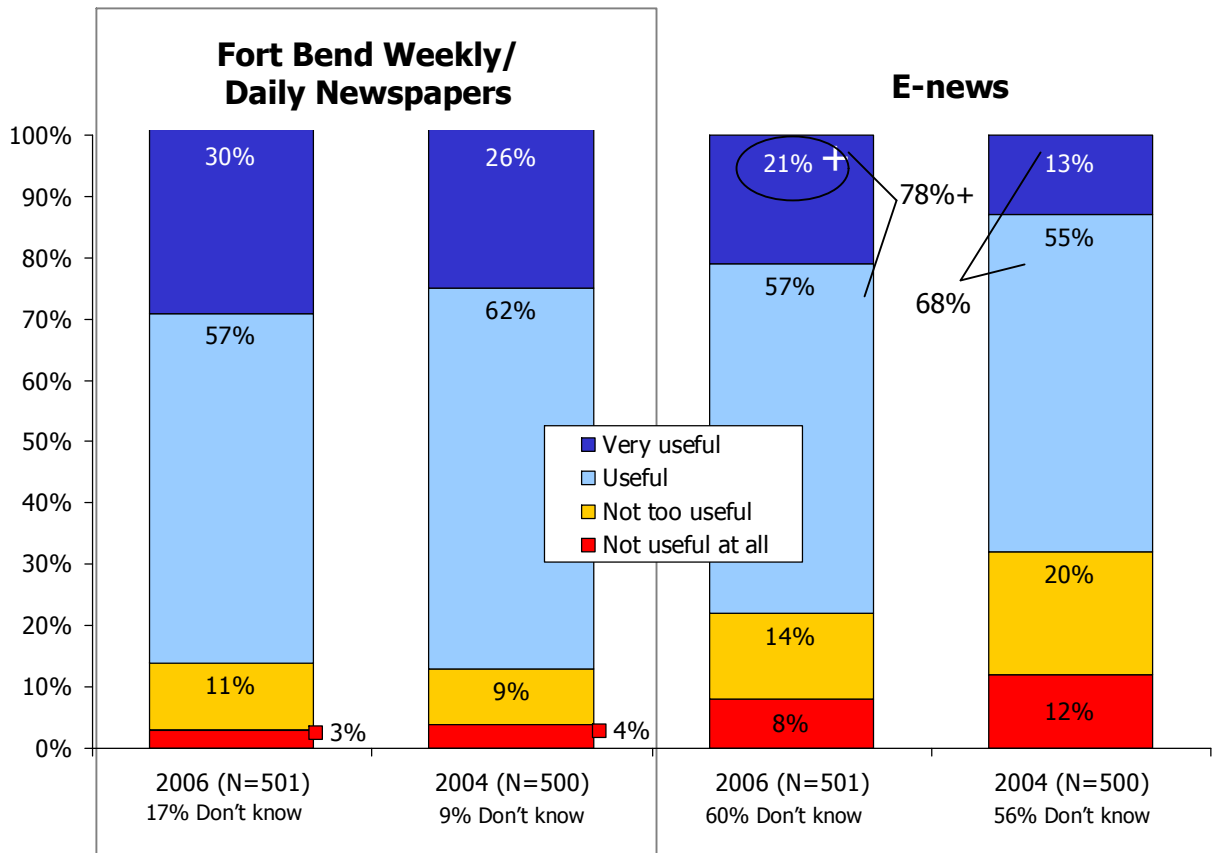
- E-news is rated more useful in 2006, receiving significantly more "Very Useful" ratings as well as a higher top box score ("Very Useful" and "Useful" combined)
    - 68% (2004)
    - 79% (2006)

Slide 2 of 3

+ Significantly higher than 2004 results

29. How would you rate the … ?

Usefulness of Information Sources

Ask City Information Line

Year	Very useful	Useful	Not too useful	Not useful at all
2006 (N=501)	20%	62%	11%	6%
2004 (N=500)	14%	60%	20%	6%

2006 (N=501) 63% Don't know
2004 (N=500) 53% Don't know

Municipal Channel SLtv-16

Year	Very useful	Useful	Not too useful	Not useful at all
2006 (N=501)	20% +	50%	20%	10%
2004 (N=500)	9%	50%	28%	14%

70%+
59%

2006 (N=501) 57% Don't know
2004 (N=500) 52% Don't know

- The Municipal Channel is rated more useful in 2006, receiving significantly more "Very Useful" ratings as well as a higher top box score ("Very Useful" and "Useful" combined)
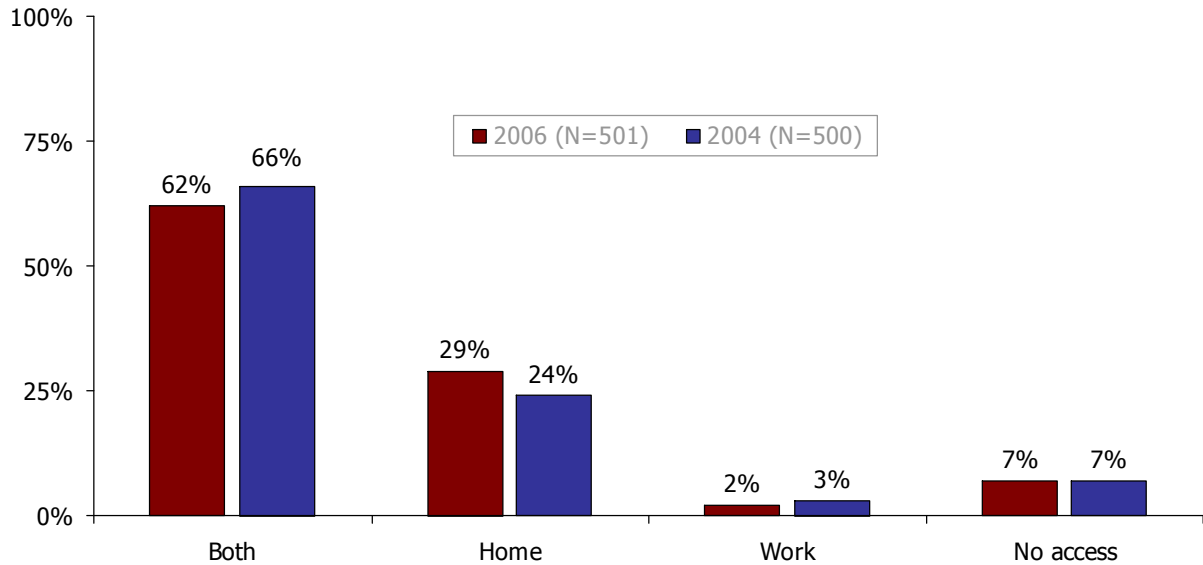 - 59% (2004)
  - 70% (2006)

Slide 3 of 3

+ Significantly higher than 2004 results
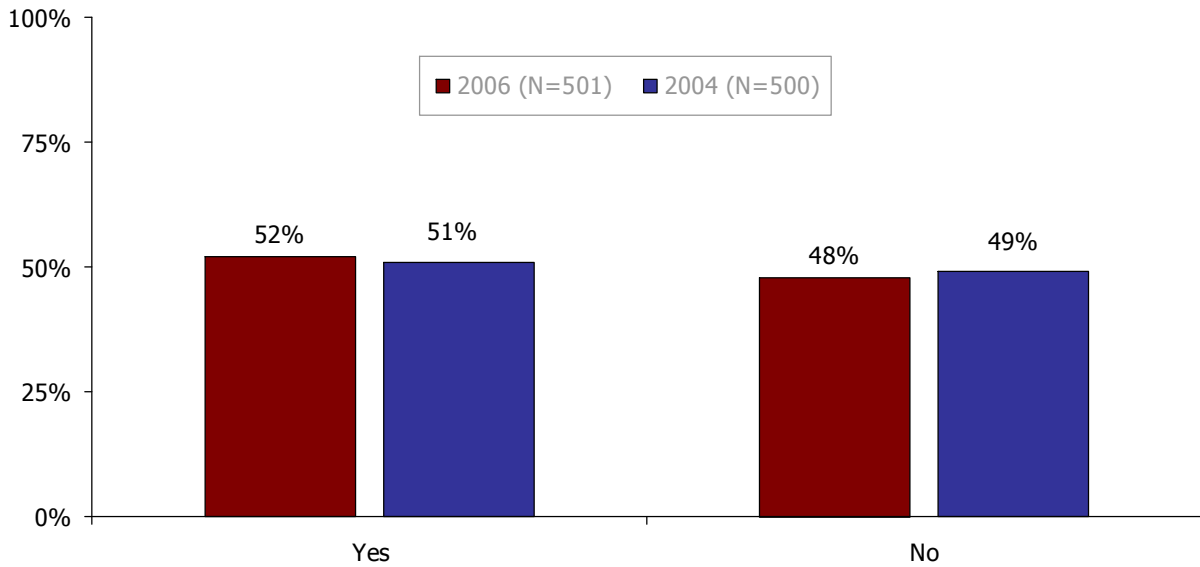
29. How would you rate the … ?
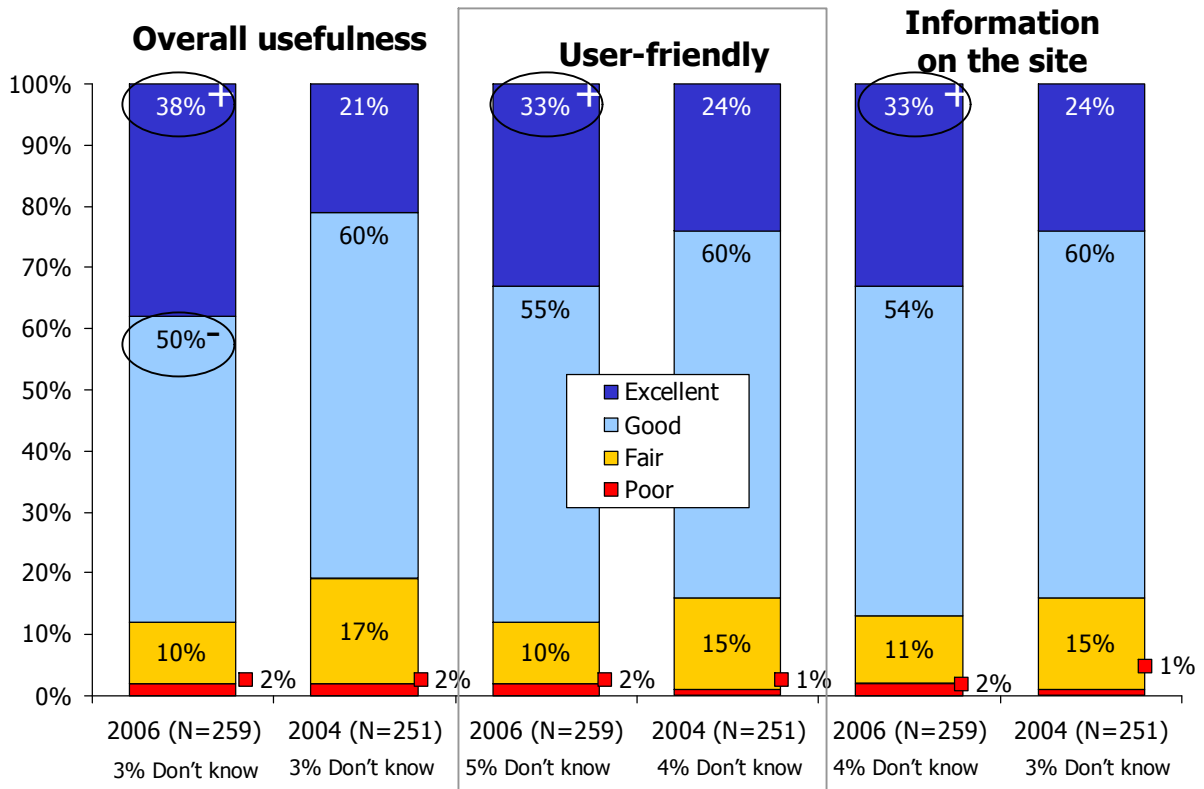
Internet Access Locations

- The majority (62%) have Internet access at both home and work
  - Only 7% of respondents do not have any access to the Internet

30. Do you have Internet / online access at home, work, or both?

Visited City Web Site

Chart legend: ■ 2006 (N=501)   ■ 2004 (N=500)

	Yes	No
2006	52%	48%
2004	51%	49%

- About half have visited the City web site

31. Have you or a member of your household visited Sugar Land's web site either from a home computer or some other computer?

Ratings of Web Site Attributes

- The web site receives at least 87% of respondents' "Good" "*Excellent*" or ratings for:
    - Being user-friendly (Good: 54%; Excellent: 33%)
    - Information on the site (Good: 55%; Excellent: 33%)
    - Overall usefulness (Good: 50%; Excellent: 38%)

- In 2006, the web site's overall usefulness is rated significantly higher than in 2004
    - 81% (2004)
    - 88% (2006)

- Although not significant in their top box scores (Excellent and Good ratings) the web site receives significantly more "Excellent" scores for User-friendly and Information

+ Significantly higher than 2004 results
- Significantly lower than 2004 results
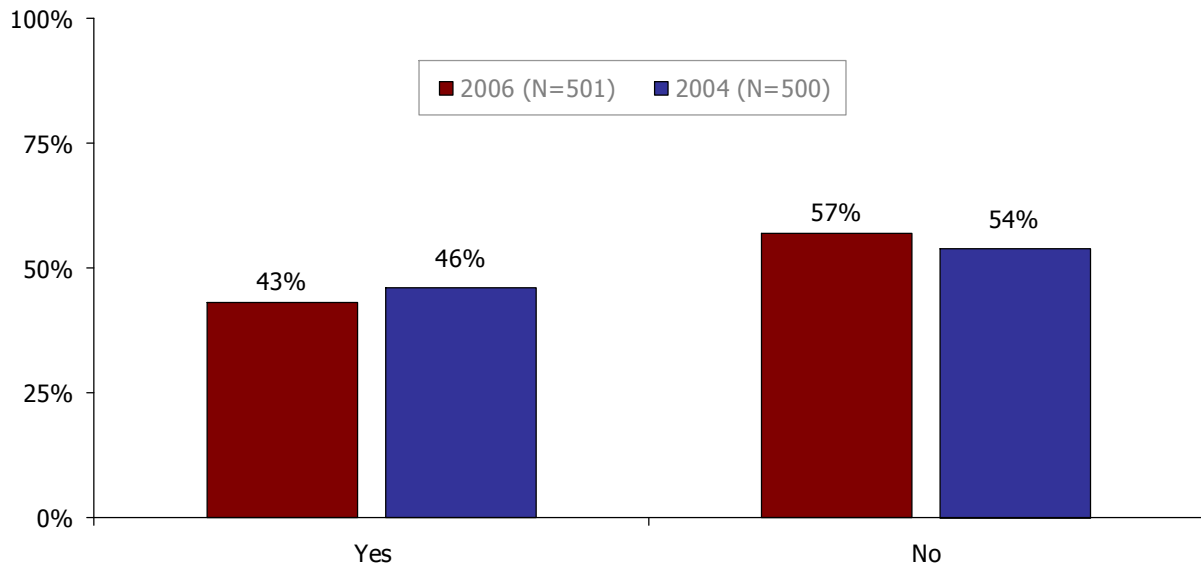
Base = Those who used the web site

31a. How would you rate the Sugar Land web site on being … ?

53

Satisfaction With City Services in Return for Dollars Paid
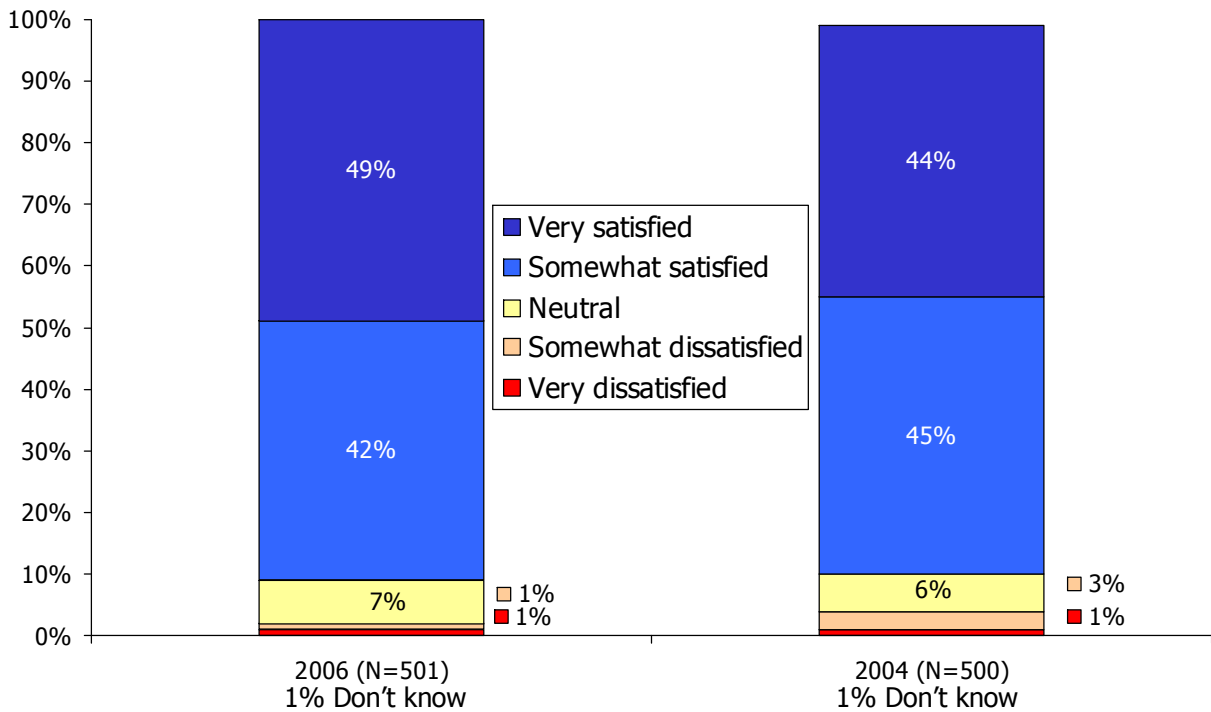
- The satisfaction ratings for *"Services for dollars paid"* are high, with 91% saying they are Somewhat (42%) or Very (49%) satisfied
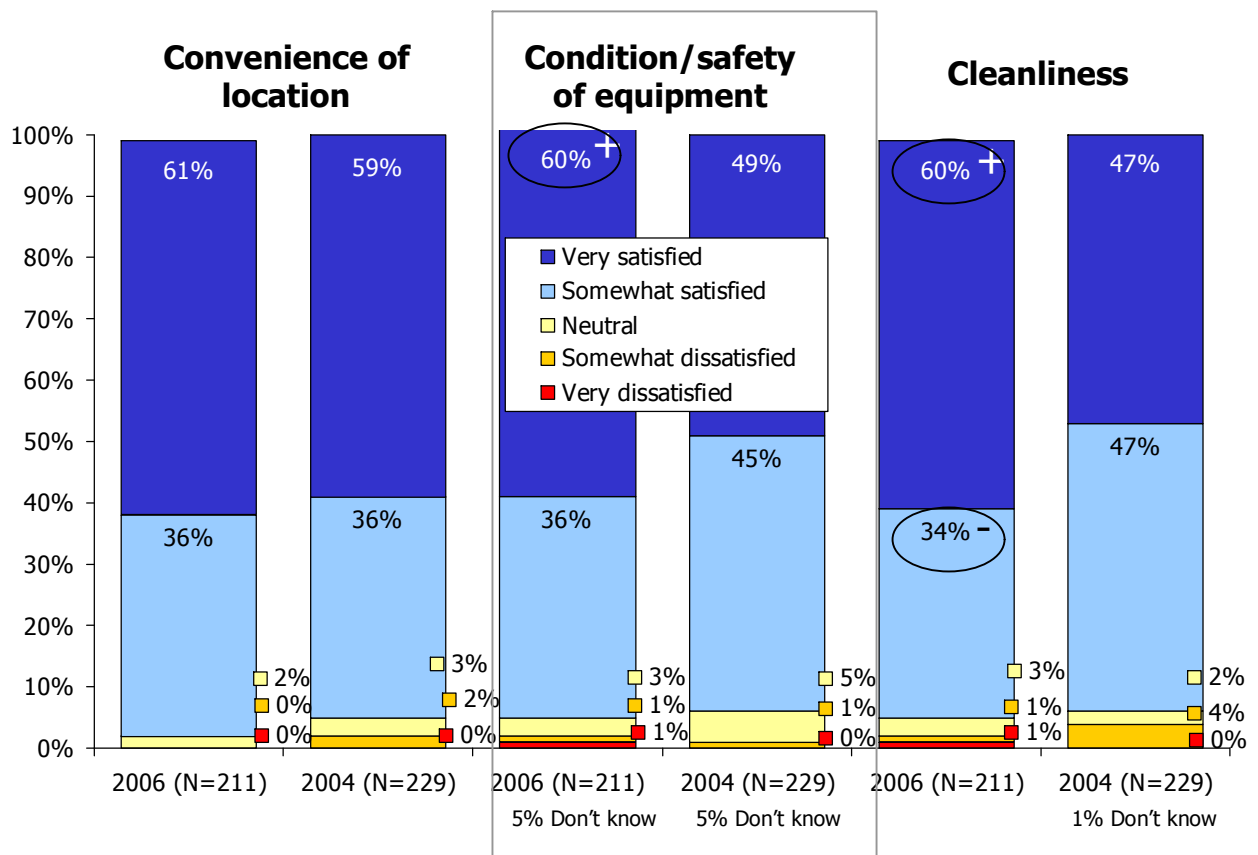
16. Considering all of the services mentioned in this survey, are very satisfied, somewhat satisfied, neutral, somewhat dissatisfied, or very dissatisfied with the level of city services you receive in return for the dollars you pay?

Parks and Recreation

Used a City Park or Recreational City Facility

- 43% of respondents have visited a City park or recreational facility

17. In the past year, have you or a member of your household used a city park, rented a recreational facility, or attended an event at a city facility?

# User Satisfaction With City Parks/Facilities

- Overall, the satisfaction ratings for the factors of the park/facility are high with all factors of the City parks/facilities receiving at least 95% satisfied ratings

- Condition / safety of the Equipment and Cleanliness both receive significantly more "Very Satisfied" ratings in 2006 although their overall satisfaction rating did not significantly change

Slide 1 of 2

User Satisfaction With City Parks/Facilities
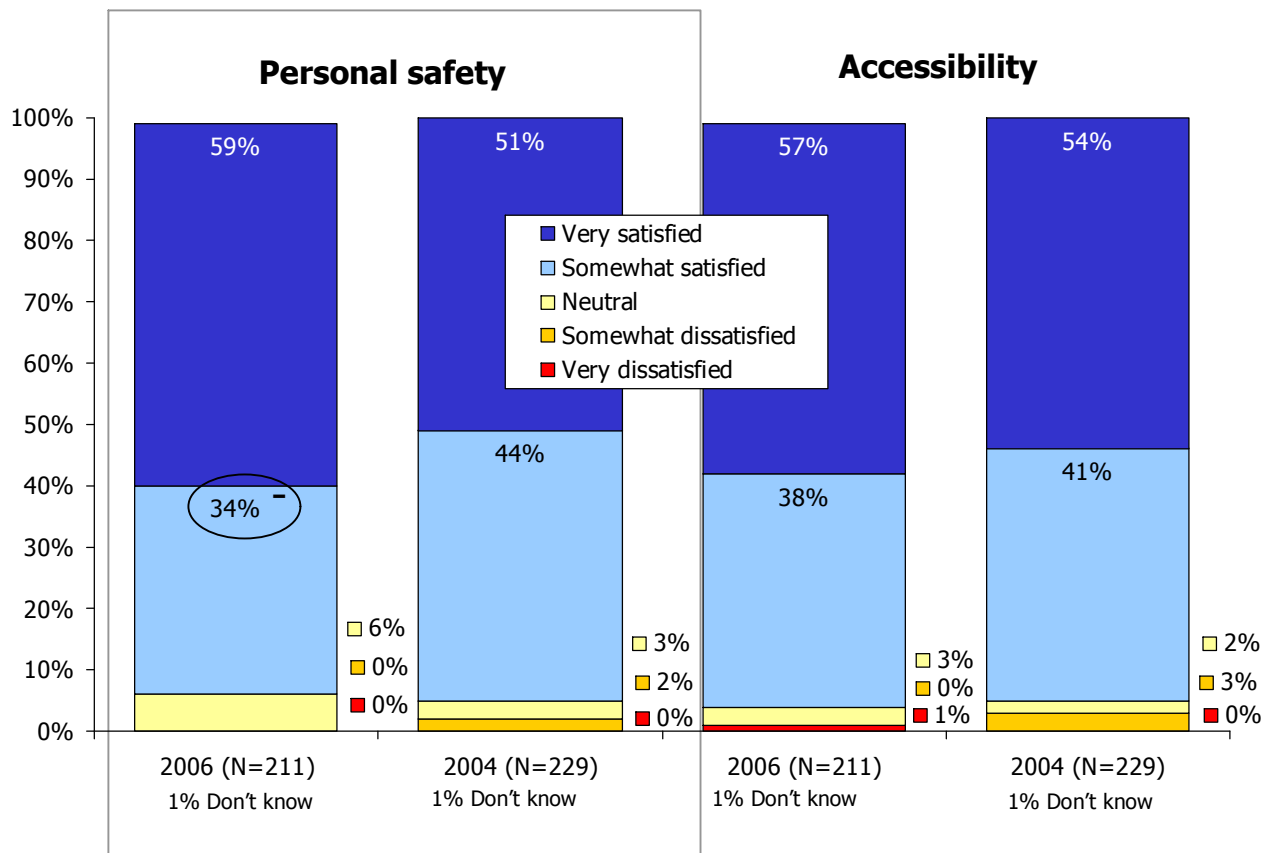
- Although not significantly different overall, Personal Safety receives significantly fewer Somewhat Satisfied ratings in 2006
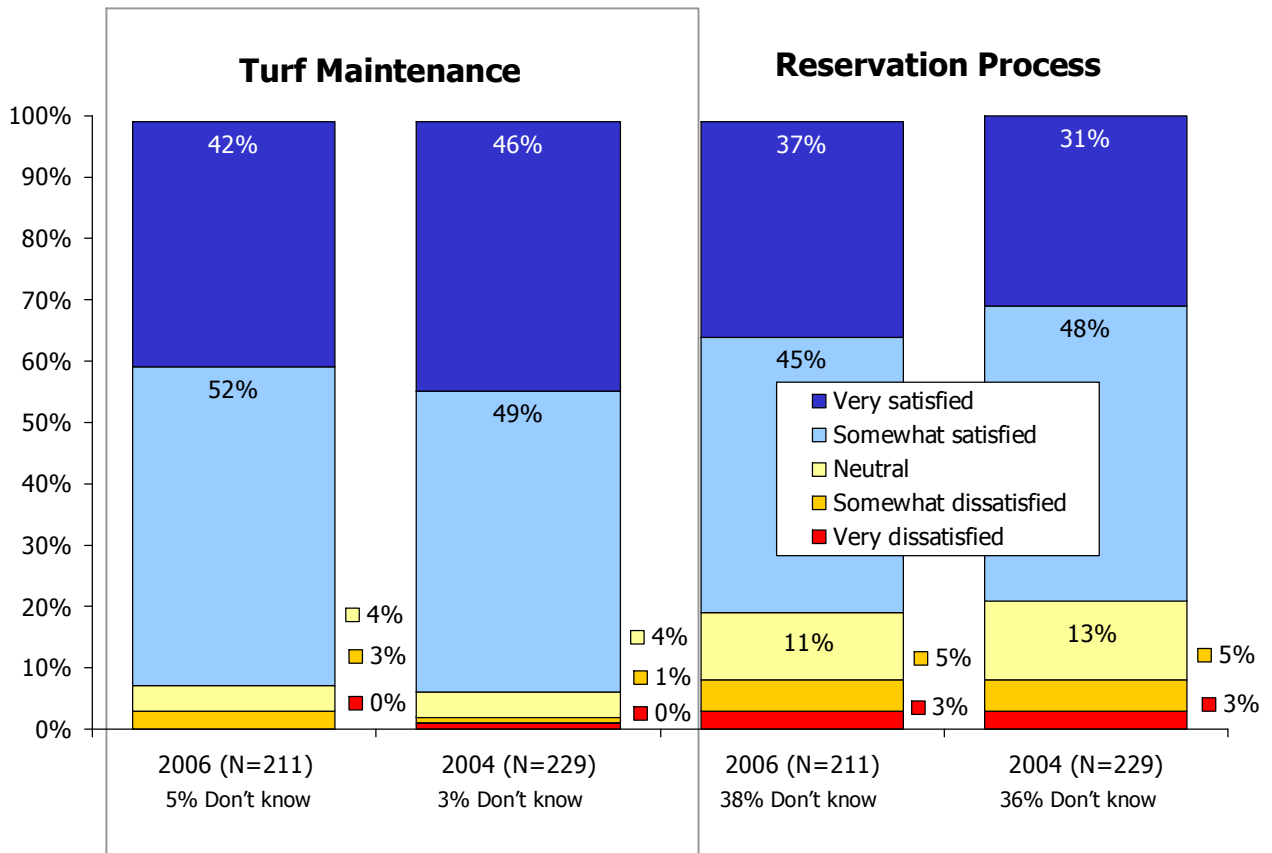
Slide 2 of 2

User Satisfaction With City Parks/Facilities

Slide 2 of 2

- Significantly lower than 2004 results

Base = Those who used a city park or facility

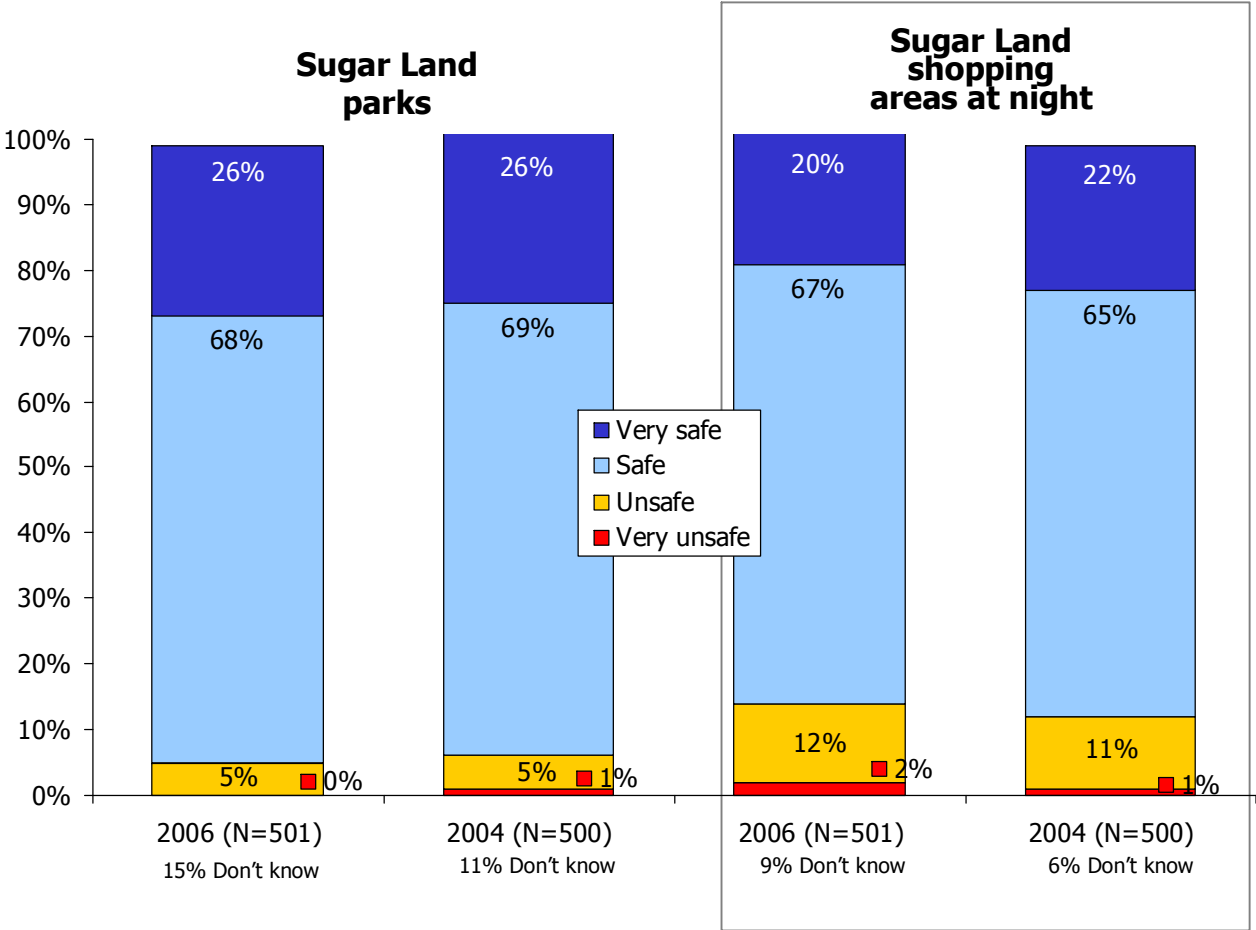17a. How would you rate … ?

Police Department

Rating of Safety

Chart: Rating of Safety

Neighborhood during the day
- 2006 (N=501): Very safe 50%, Safe 48%, Unsafe 1%, Very unsafe 0%
- 2004 (N=500): Very safe 52%, Safe 47%, Unsafe 0%, Very unsafe 0%

Sugar Land shopping areas during the day
- 2006 (N=501): Very safe 42%, Safe 56%, Unsafe 2%, Very unsafe 0% (2% Don't know)
- 2004 (N=500): Very safe 44%, Safe 54%, Unsafe 2%, Very unsafe 0% (1% Don't know)

Neighborhood at night
- 2006 (N=501): Very safe 34%, Safe 60%, Unsafe 5%, Very unsafe 1% (1% Don't know)
- 2004 (N=500): Very safe 33%, Safe 61%, Unsafe 5%, Very unsafe 1% (1% Don't know)

Legend:
- Very safe
- Safe
- Unsafe
- Very unsafe

- All areas surveyed receive above 85% safe ratings

Slide 1 of 2

21. On a scale of very safe, safe, unsafe, or very unsafe, please rate how safe you feel …

Rating of Safety

Sugar Land parks

	Very safe	Safe	Unsafe	Very unsafe
2006 (N=501)	26%	68%	5%	0%
2004 (N=500)	26%	69%	5%	1%

2006 (N=501) — 15% Don't know
2004 (N=500) — 11% Don't know

Sugar Land shopping areas at night

	Very safe	Safe	Unsafe	Very unsafe
2006 (N=501)	20%	67%	12%	2%
2004 (N=500)	22%	65%	11%	1%

2006 (N=501) — 9% Don't know
2004 (N=500) — 6% Don't know

Slide 2 of 2

21. On a scale of very safe, safe, unsafe, or very unsafe, please rate how safe you feel …
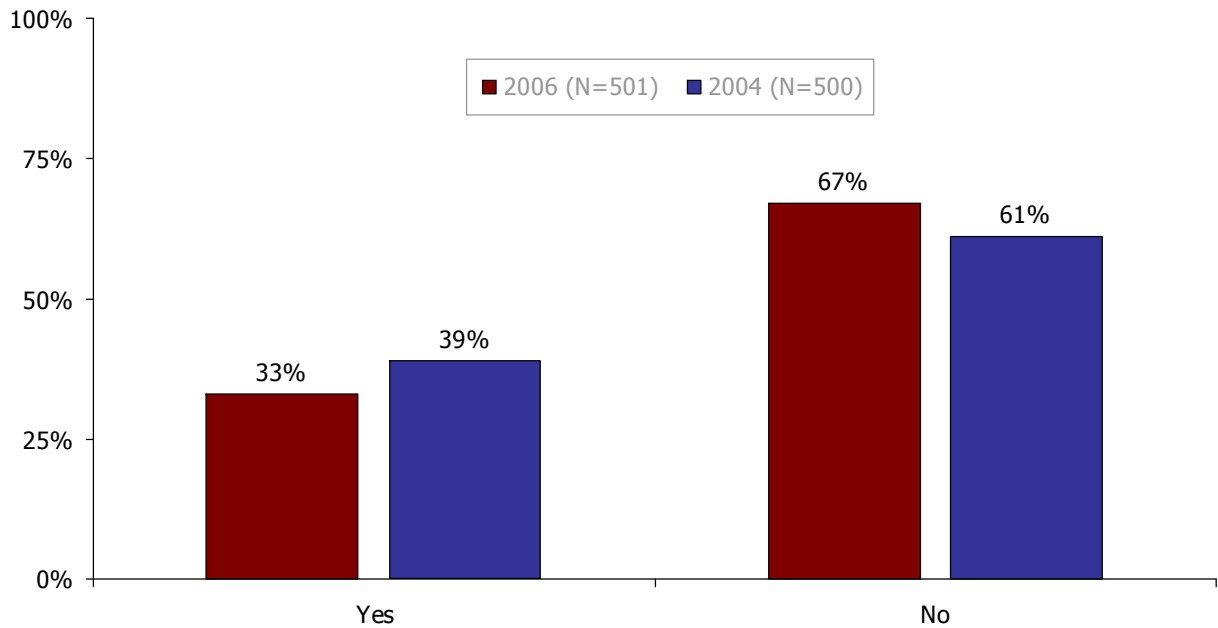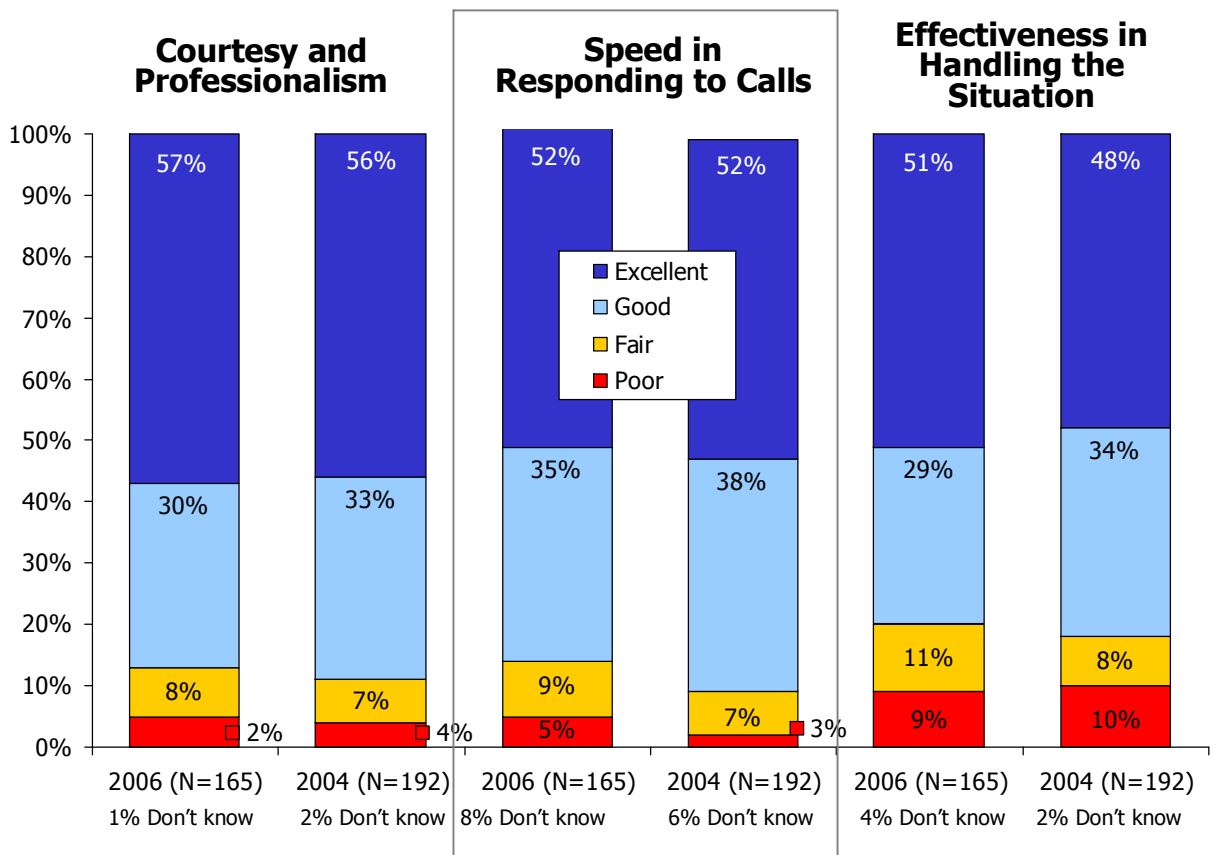
Contact With Police Services in Past Two Years

- 33% of respondents report having contact with police services in the past two years

22. Has anyone in your household had contact with City of Sugar Land police services within the past 2 years

Ratings of Performance of the Sugar Land Police Department

Courtesy and Professionalism

	2006 (N=165)	2004 (N=192)
Excellent	57%	56%
Good	30%	33%
Fair	8%	7%
Poor	2%	4%
	1% Don't know	2% Don't know

Speed in Responding to Calls

	2006 (N=165)	2004 (N=192)
Excellent	52%	52%
Good	35%	38%
Fair	9%	7%
Poor	5%	3%
	8% Don't know	6% Don't know

Effectiveness in Handling the Situation

|	2006 (N=165)	2004 (N=192)
Excellent	51%	48%
Good	29%	34%
Fair	11%	8%
Poor	9%	10%
	4% Don't know	2% Don't know

Legend: Excellent, Good, Fair, Poor

- At least 80% of respondents give police performance *"Good"* or *"Excellent"* or ratings for "Speed in responding to calls," "Courtesy and professionalism," and "Effectiveness in handling the situation"

Base = Those who had contact with the Sugar Land police department

22a. On a scale of excellent, good, fair, or poor, how would you rate the performance of the Sugar Land Police Department in the following areas
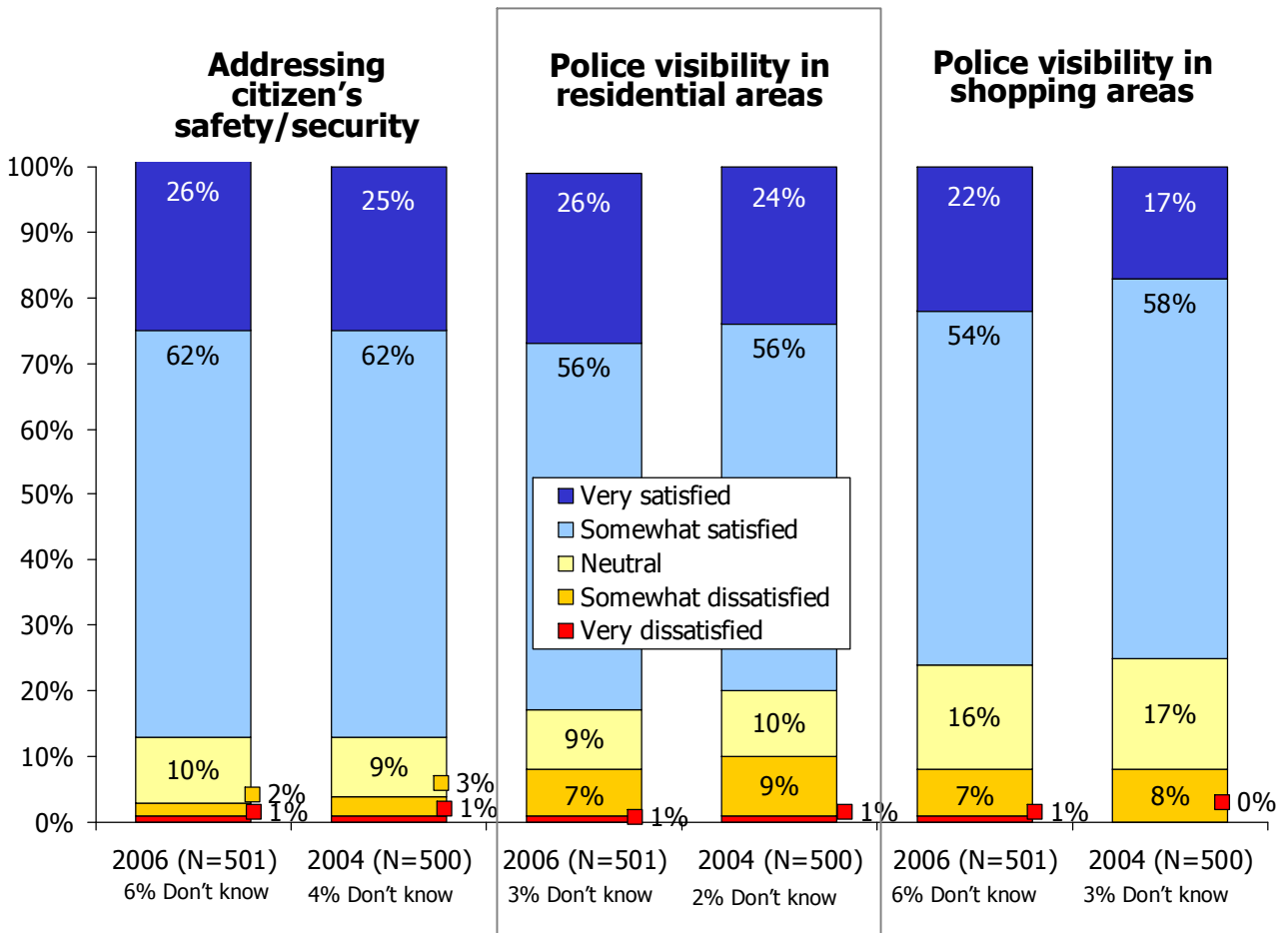
Satisfaction With Police Services
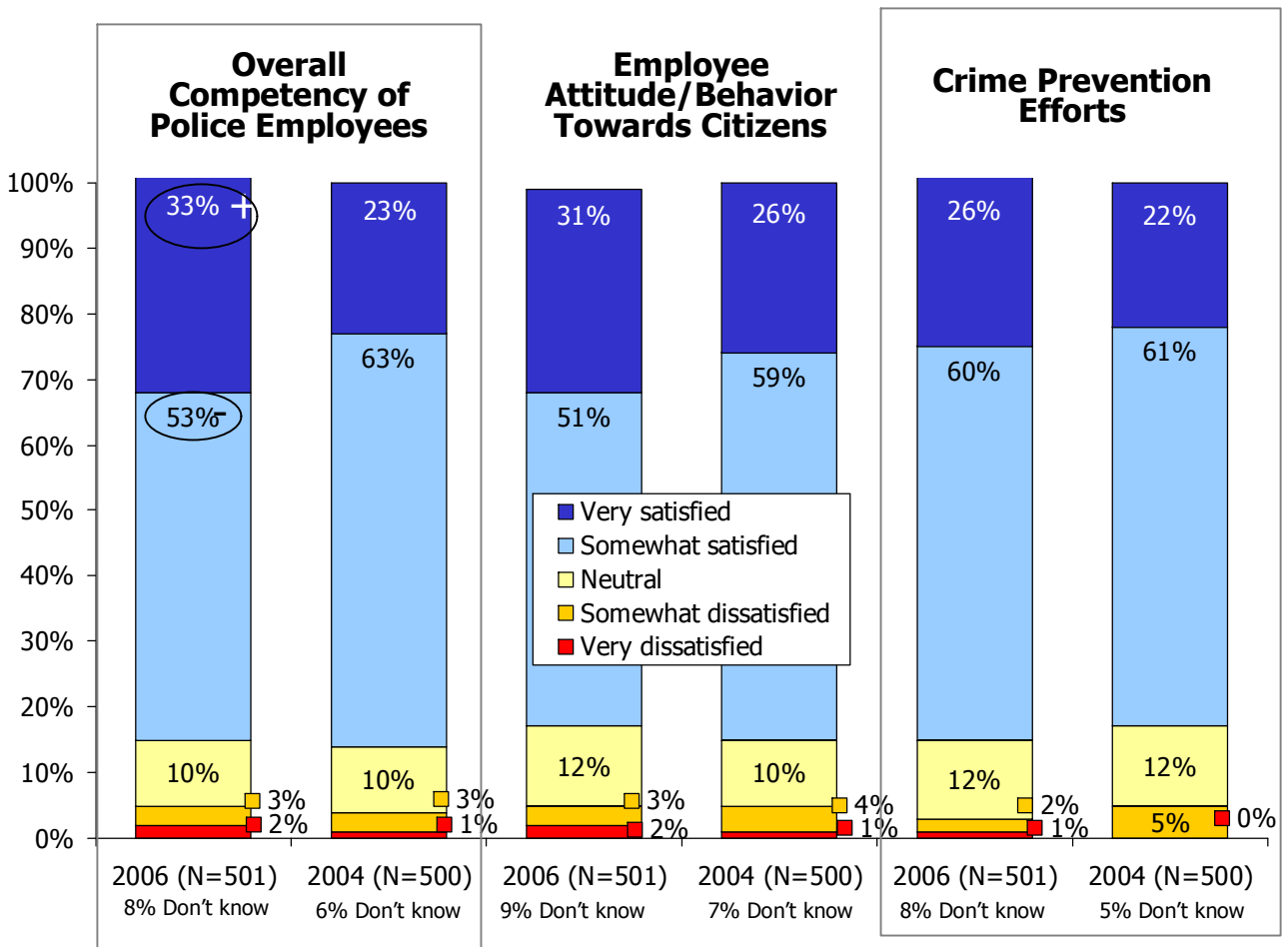
- All factors, other than police visibility in parks and reducing juvenile crime, receive 80% or more satisfied ratings

- Although not significantly different overall, Overall Competency of Police Employees receives more "Very Satisfied" ratings and fewer "Somewhat Satisfied" ratings in 2006

Slide 1 of 3

+ Significantly higher than 2004 results
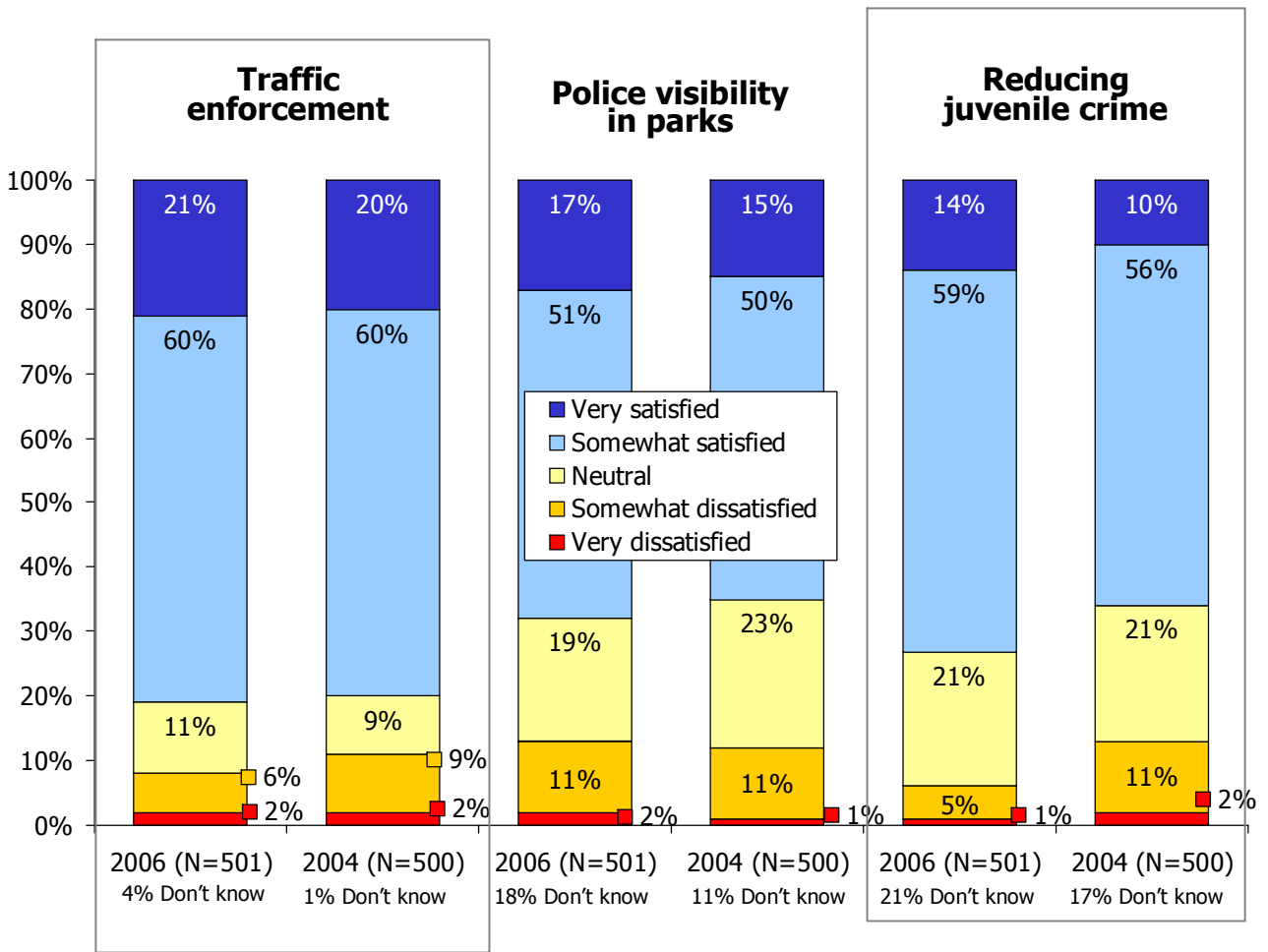- Significantly lower than 2004 results

23. Would you say you are very satisfied, satisfied, neutral, dissatisfied or very dissatisfied with City of Sugar Land police services in the following areas

Satisfaction With Police Services

23. Would you say you are very satisfied, satisfied, neutral, dissatisfied or very dissatisfied with City of Sugar Land police services in the following areas

Slide 2 of 2

Satisfaction With Police Services

23. Would you say you are very satisfied, satisfied, neutral, dissatisfied or very dissatisfied with City of Sugar Land police services in the following areas

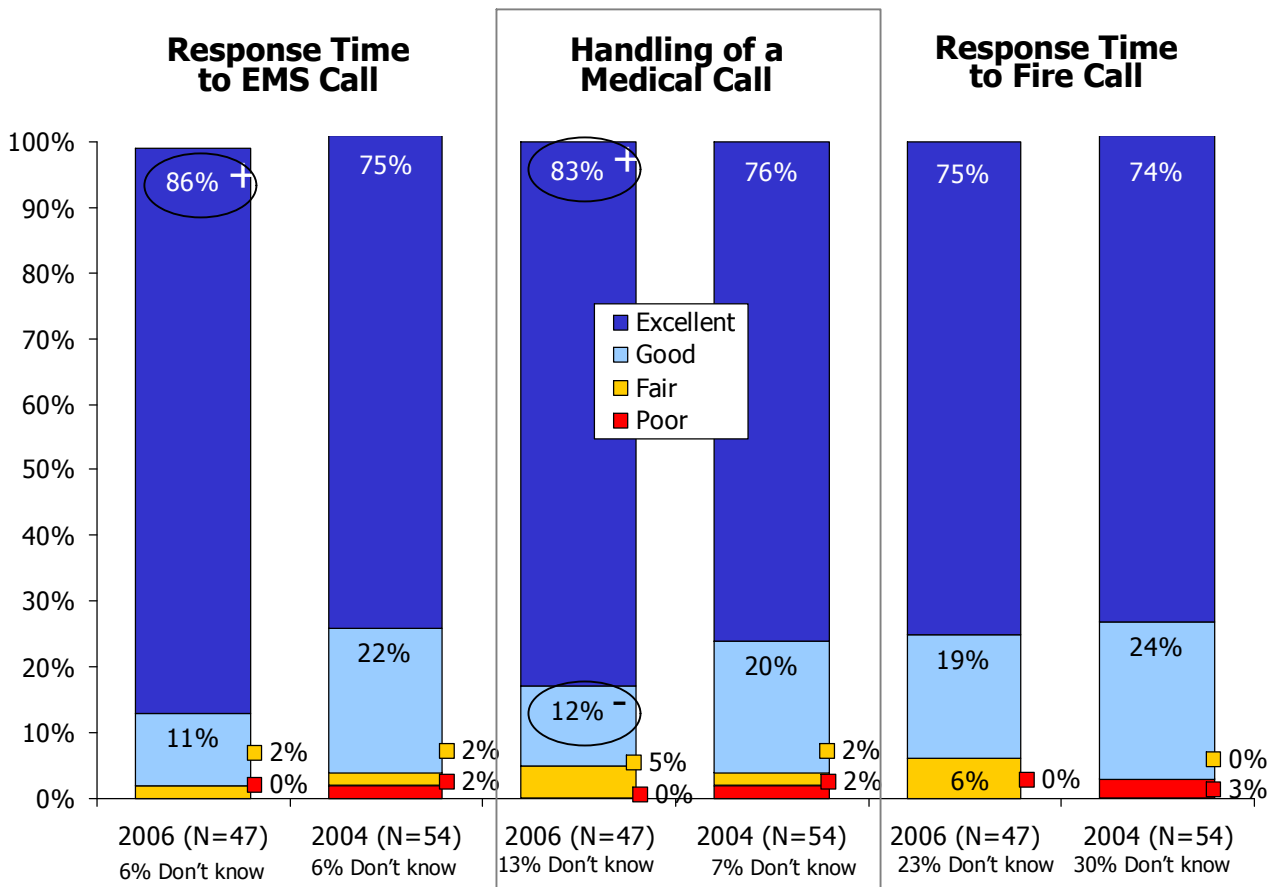# Fire Department

Called Sugar Land Fire Department in the Past Two Years
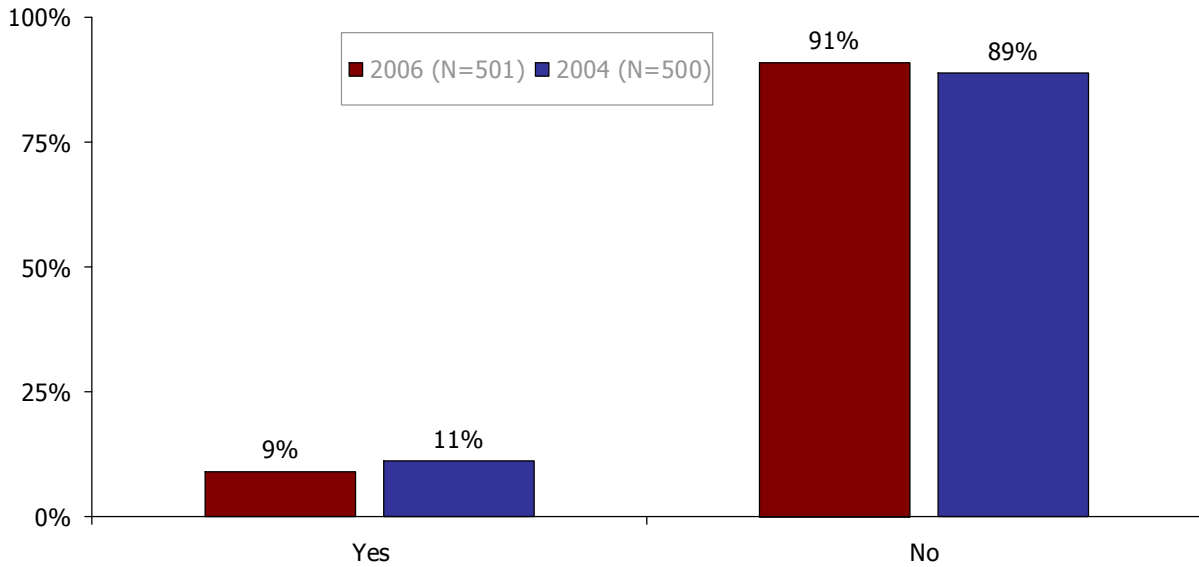
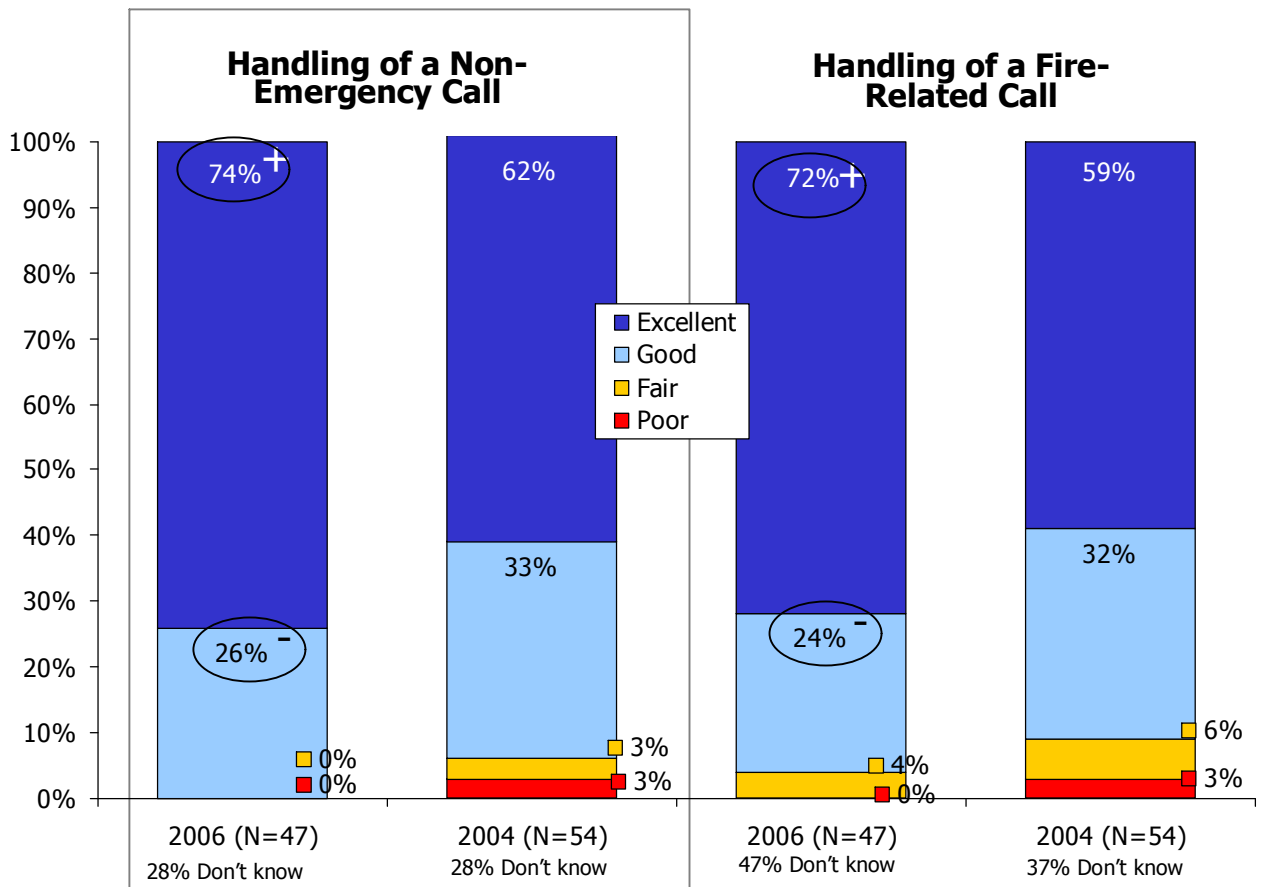- 9% of respondents report having contacted the Fire Department

25. Have you or anyone in your household called the Sugar Land Fire Department for fire or EMS assistance in the past 2 years?

69

Rating of Fire Department Performance

Response Time to EMS Call
- 86% + (circled)
- 11%
- 2%
- 0%
- 2006 (N=47) — 6% Don't know
- 75%
- 22%
- 2%
- 2%
- 2004 (N=54) — 6% Don't know

Handling of a Medical Call
- 83% + (circled)
- 12% − (circled)
- 5%
- 0%
- 2006 (N=47) — 13% Don't know
- 76%
- 20%
- 2%
- 2%
- 2004 (N=54) — 7% Don't know

Response Time to Fire Call
- 75%
- 19%
- 6%
- 0%
- 2006 (N=47) — 23% Don't know
- 74%
- 24%
- 0%
- 3%
- 2004 (N=54) — 30% Don't know

Legend:
- Excellent
- Good
- Fair
- Poor

- Of the 9% who contacted the Fire Department, at least 96% rate all factors *"Good"* or *"Excellent"* (Handling of a medical call, Response time to EMS call, Response time to fire call, Handling of a non-emergency call, and Handling of a fire call)

- Although not significantly different overall, Response Time to an EMS Call and Handling of a Medical Call both receive higher "Excellent" ratings in 2006
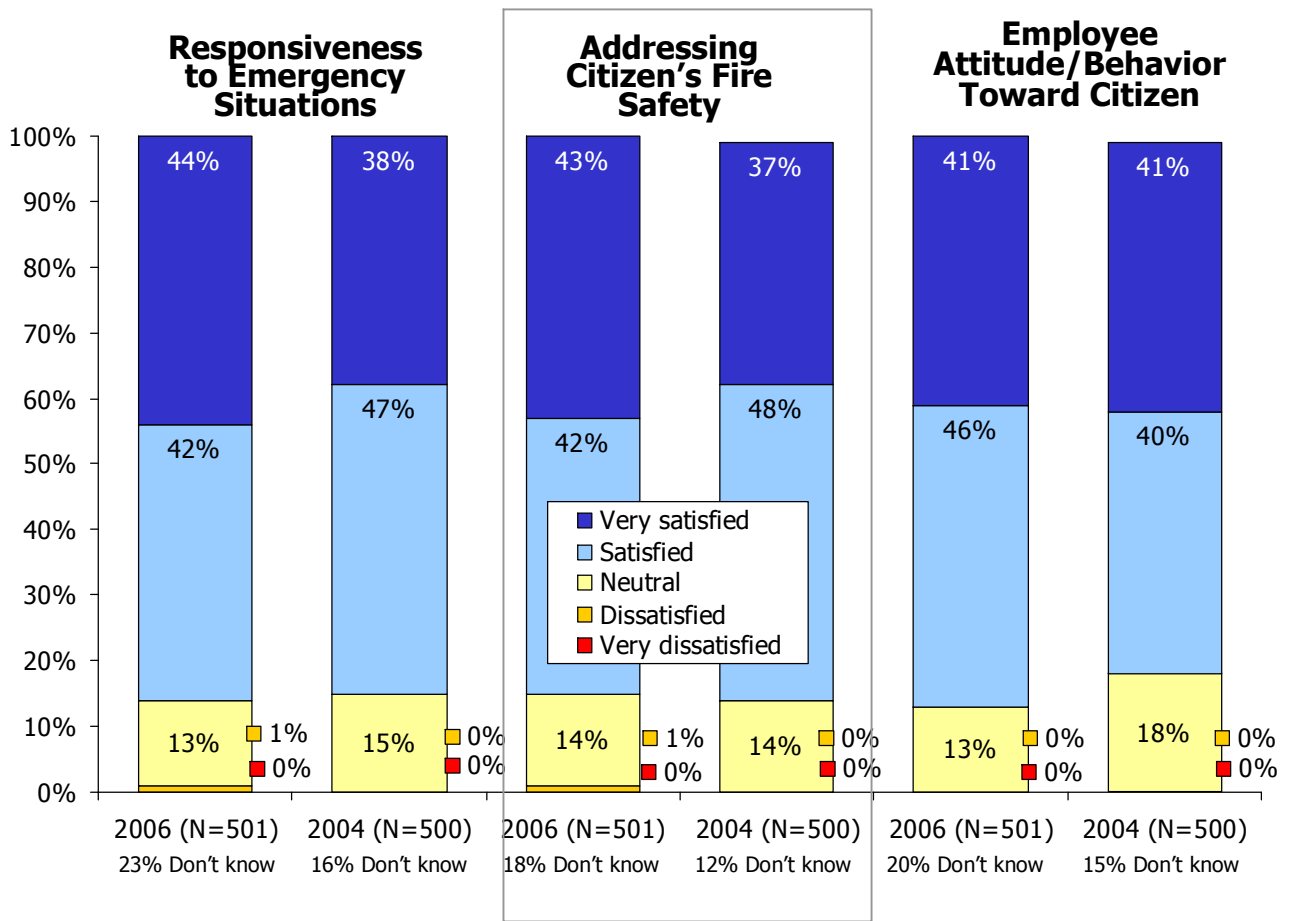
Slide 1 of 2

Base = Those who called Sugar Land Fire Department

+ Significantly higher than 2004 results
- Significantly lower than 2004 results

25a. Using a scale of excellent, good, fair, or poor, how would you rate the City of Sugar Land fire department's performance in the following areas?

Rating of Fire Department Performance

Handling of a Non-Emergency Call / Handling of a Fire-Related Call

Legend: Excellent, Good, Fair, Poor

Handling of a Non-Emergency Call:
- 2006 (N=47), 28% Don't know: 74% (+), 26% (-), 0% Fair, 0% Poor
- 2004 (N=54), 28% Don't know: 62%, 33%, 3% Fair, 3% Poor

Handling of a Fire-Related Call:
- 2006 (N=47), 47% Don't know: 72% (+), 24% (-), 4% Fair, 0% Poor
- 2004 (N=54), 37% Don't know: 59%, 32%, 6% Fair, 3% Poor

- Although not significantly different overall, Handling of a Non-Emergency Call and Handling of a Fire-Related Call both receive more "Excellent" ratings and fewer "Good" ratings in 2006

Slide 2 of 2

Base = Those who called Sugar Land Fire Department

+ Significantly higher than 2004 results
- Significantly lower than 2004 results
25a. Using a scale of excellent, good, fair, or poor, how would you rate the City of Sugar Land fire department's performance in the following areas?
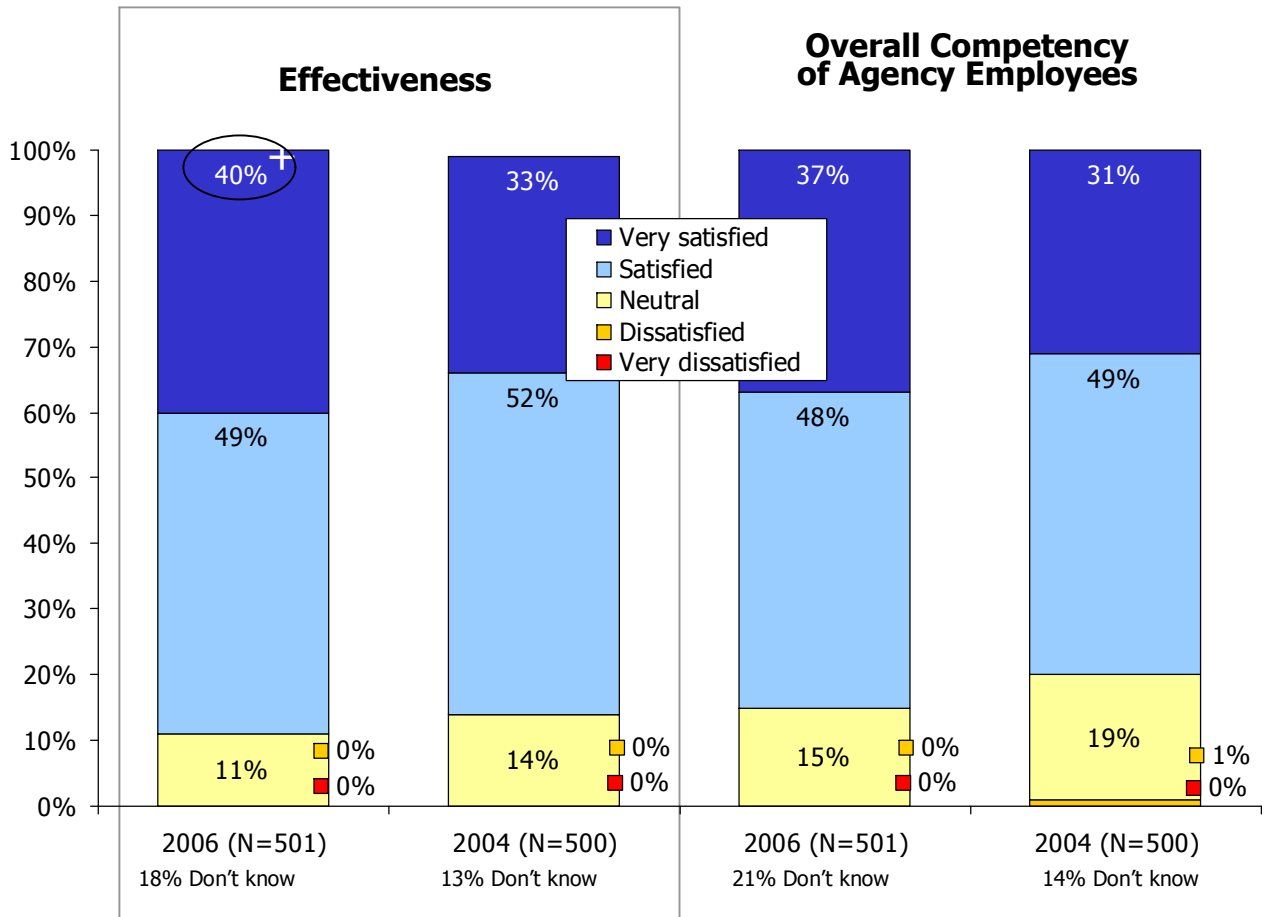
Satisfaction With Sugar Land Fire Department

- All respondents were asked their satisfaction with different factors of the Fire Department which all received 83% or more satisfied ratings

Slide 1 of 3

27. How would you rate the Sugar Land Fire Department on...
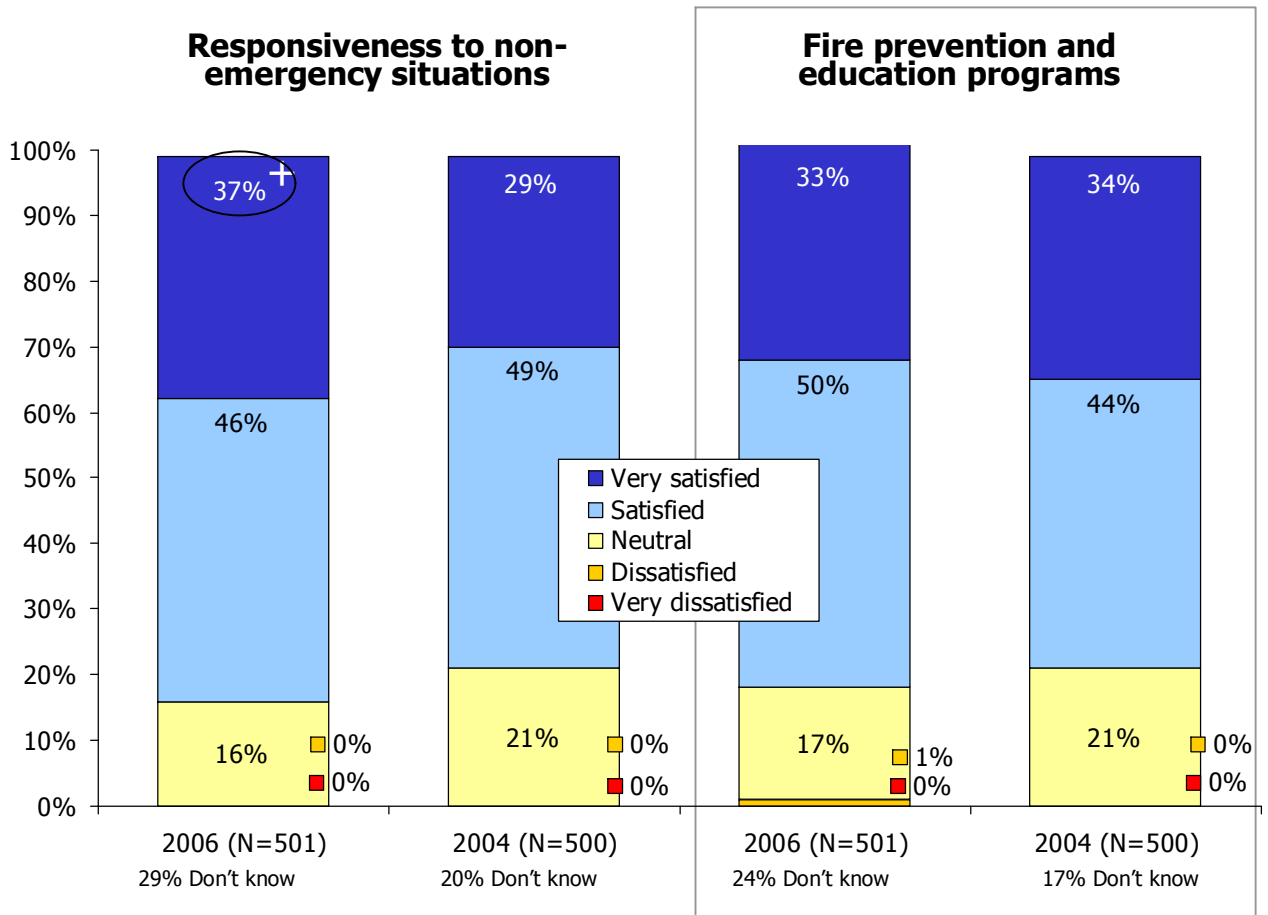
Satisfaction With Sugar Land Fire Department

- Effectiveness of the Fire Department receives more "Very Satisfied" ratings in 2006, although there is no difference in the overall top box ratings

Slide 2 of 3

+ Significantly higher than 2004 results

27. How would you rate the Sugar Land Fire Department on…

Satisfaction With Sugar Land Fire Department

- Responsiveness to Non-Emergency Situations receives more "Very Satisfied" ratings in 2006, although the top box ratings remained consistent with 2004
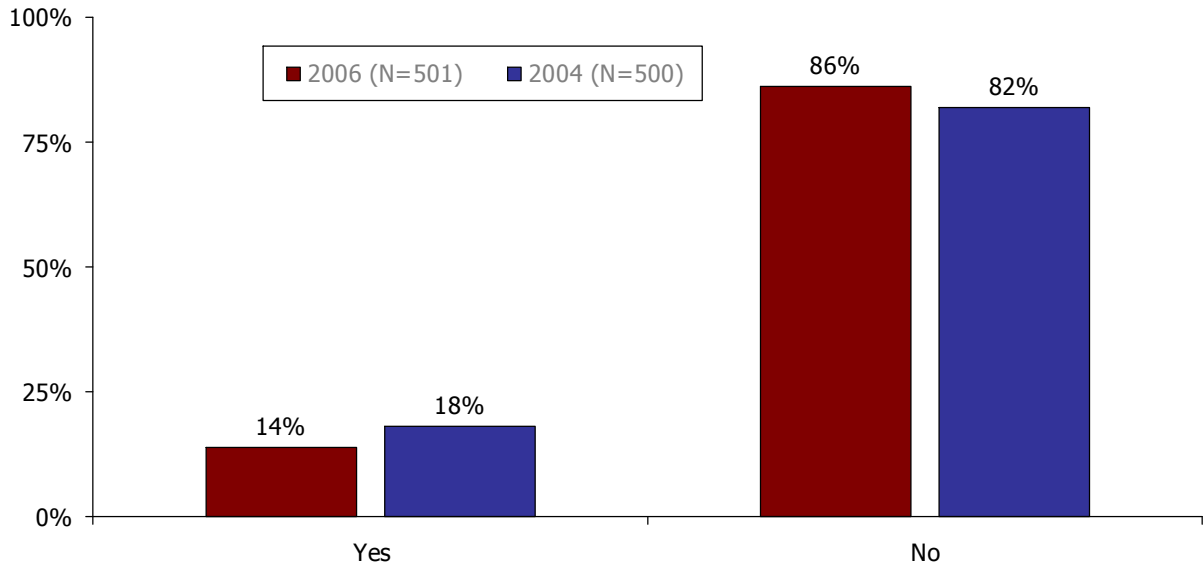
Slide 3 of 3

+ Significantly higher than 2004 results

27. How would you rate the Sugar Land Fire Department on…

Participation in Fire Department Prevention Education Program, Event, or Tour

- Only 14% participated in program, event, or tour

26. Have you or anyone in your household participated in a Sugar Land Fire Department prevention education program, event, or fire station tour?

Rating of Prevention Education Program, Event, or Tour
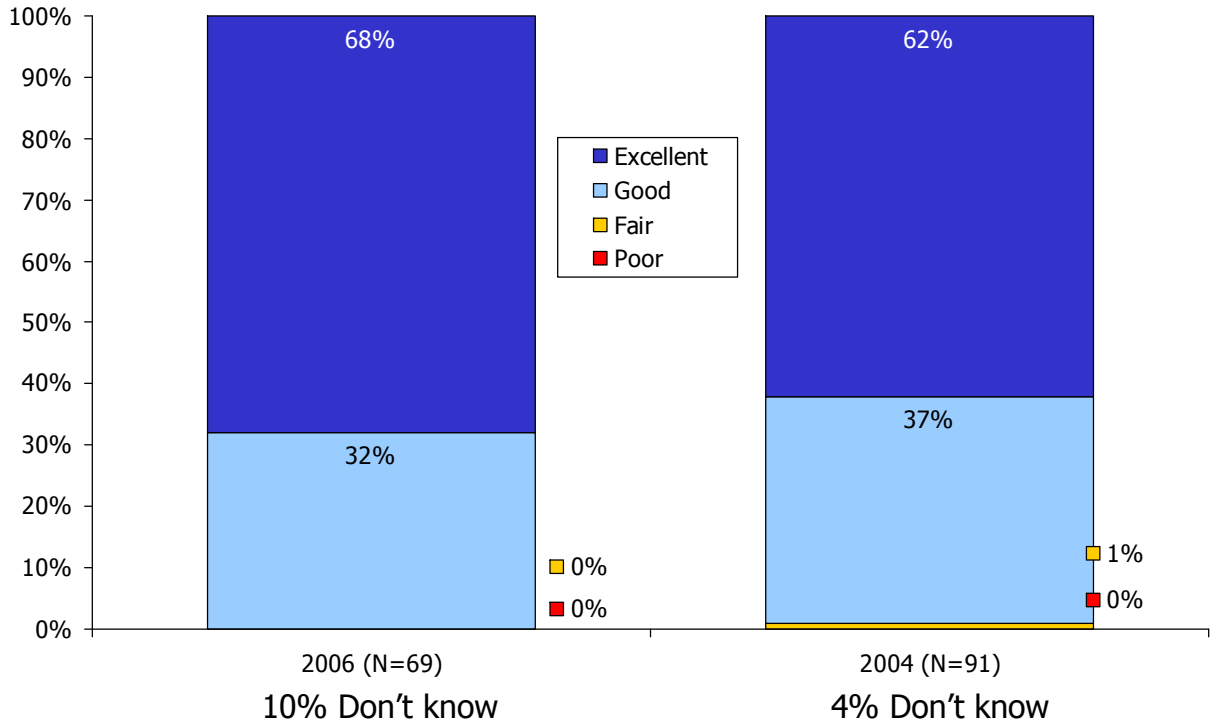
- Of this 14% that participated, 100% gave a *"Good"* (32%) or *"Excellent"* (68%) rating

Top Responses From Open-ends

What recommendations/suggestions do you have
for the City of Sugar Land Police Department?

No comment/suggestions	42%
Satisfied/they are doing a good job	22%
More visibility in neighborhoods	6%
More visibility overall	4%
Enforce traffic violations	3%
More visibility in shopping areas	3%

What recommendations/suggestions do you have
for the City of Sugar Land Fire Department?

No comment/suggestions	60%
Satisfied/they are doing a good job	29%
Continue/add school programs	2%
More interaction/community awarene	2%

What other comments, recommendations, or suggestions
do you have for the City of Sugar Land?

Positive comments

Satisfied/they are doing a good job	9%
Sugar Land is a great place to live	3%

Negative comments

Better traffic control	5%

N=501