

City of Sugar Land

2012 Community Survey

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Snapshot of Result Trends

Since the research began in 2004, City of Sugar Land continues to receive high ratings on almost all factors rated. Although in 2009 the bar was raised and residents rated the City extremely high, the challenge for the City has been to maintain the high community expectations. In 2012, the ratings overall have returned to 2006 satisfaction levels in many areas; however, the 2012 ratings are still strong.

- Here are the factors which either maintained the 2009 levels or saw a positive shift in 2012:
 - Quality of Life in Neighborhood
 - Emergency Preparedness
 - Medical Facilities
 - Traffic Mobility Overall
 - Turf/Grounds Management
 - Sugar Land Police Department:
 - Employee Attitude/Behavior toward Citizens
 - Sugar Land Parks:
 - Used City Parks, Rented Recreational Facility, or Attended Event
 - Communication & Information:
 - City Calendar
 - City Community Newsletter
 - Fort Bend Newspapers

Objectives and Methodology

- Creative Consumer Research has conducted a Citizen Satisfaction Study for the City of Sugar Land since 2004. This is a telephone study used to obtain citizens' opinions about the city.
 - The 2012 study is the fourth wave of this tracking study. Other waves were conducted in 2009, 2006, and 2004.
- Each year the survey is revised to reflect the current issues facing the city, current questions of interest, and collect the most pertinent and actionable information. While modifications are made for each survey, a core group of questions are maintained to track the city's progress through the years.
- CCR obtained the sample for this study through a vendor which designated whether residents live north or south of Highway 59.
- Throughout the interviewing, CCR monitors specific quotas to represent the demographics of Sugar Land and mirror the respondent population from the previous studies so the results will be statistically comparable.
 - There is less than a 5% variance between the 2012 and 2009 demographic results which are quota controlled with the exception of ethnic background which was adjusted to reflect the population change.

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;
 - Ethnic background.
- At the beginning of the interview, The City of Sugar Land was identified as the research sponsor.
- The survey was 21 minutes in length, on average.

Objectives and Methodology

- Dialing for this study occurred from March to April 2012 with a total of 501 interviews completed.

- Dialing Summary -

	2012		2009		2006	
No answer	18209	31%	6382	18%	58	0%
Busy	977	2%	1379	4%	1405	6%
Answering machine	26198	45%	17879	50%	11177	47%
Wrong number	130	0%	267	1%	126	1%
Call back	3158	5%	3200	9%	3161	13%
Disconnect	3532	6%	1624	5%	1229	5%
Initial refusal	2688	5%	2592	7%	3893	16%
Terminate in middle	92	0%	12	0%	26	0%
Language barrier	388	1%	198	1%	275	1%
Fax/modem	1125	2%	662	2%	624	3%
Qualified refusal	550	1%	148	0%	94	0%
Over quota	248	0%	292	1%	631	3%
Not a resident of Sugar Land	174	0%	155	1%	302	1%
Resident less than 3 months	15	0%	17	0%	31	0%
Live in Missouri City	0	0%	3	0%	3	0%
Wrong neighborhood	158	0%	302	1%	433	2%
Complete	501	1%	509	1%	501	2%
<i>Total dialings</i>	<i>60,155</i>	120:1	<i>37,630</i>	74:1	<i>23,969</i>	48:1

Objectives and Methodology

- Note base changes throughout the report
 - Bases: The number of people who were asked that particular question. For 2012, in most cases, it is N=501. Certain questions have a smaller base because they are only asked of those respondents who gave a specific response to a previous question.
 - '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 2012 and 2009 are marked on the appropriate chart throughout the report with:
 - Meaning 2012 is statistically **higher** than 2009
 - Meaning 2012 is **lower** than 2009
 - 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.
- This document reports findings from the 2012, 2009, and 2006 total sample results.
- Detailed statistical tables are available under a separate cover.

Key Findings

Key Findings

- Even though many scores declined in 2012, The City of Sugar Land continues to be highly rated by citizens overall.
 - After achieving incredibly outstanding scores in 2009 it was apparent that The City would have a challenge to maintain such high scores. Most of the factors have declined to pre-2009 status, which is exceptional as well.
 - The curbside recycling program received increased *Excellent* ratings.
- 93% rate the quality of life in Sugar Land *Good* (41%) or *Excellent* (52%).
 - Similar to the 2009 wave, Local Shopping, Beautification of the City, Appearance of the Neighborhoods, Emergency Preparedness, and Medical Facilities receive the highest ratings (at least 90% “Good” and “Excellent”).
 - However, in 2012, Cultural Arts significantly decreased overall from 2009 (79% to 69%). Mobility declined from 77% to 61%, too.

Key Findings

- Consistent with previous waves, 93% agree with the statement: “Sugar Land is a well-planned community that ensures compatible land use for residential, office, and retail purposes”.
- 87% are satisfied with the return for the dollars they pay for City services. This is consistent with 2009 (91%); however, there was a shift from *Very satisfied* to *Satisfied*.
- Of all the Transportation services, the Condition of the major and neighborhood streets rates highest at 85% and 86%, respectively.
- Traffic and Mobility overall *Excellent* ratings are consistent with the previous wave, but Mobility during peak hours declined (shift from *Fair* ratings to *Poor*).
- A majority (85%) participate in the Curbside recycling program.
- The most useful City communication media are the web site, City calendar, City newsletter, and automated urgent message notifications; all received *Very useful/Useful* ratings above 80%.

Key Findings

- More have visited the City web site in 2012, 74% vs. 66% in 2009,
 - And of these who visited it, 21% used a mobile device.
 - Web site *Excellent* ratings declined for overall usefulness and being user-friendly.
 - Although other online sources such as Facebook and Twitter do not rate as highly as traditional methods on usefulness, these sources are methods the City has to consider using going forward.
- More residents are using City parks; 55% in 2012 compared to 45% in 2009. With the exception of the Reservation Process (83%), city parks and facilities receive at least 90% *Good* and *Excellent* ratings on all factors:
 - Accessibility (93%);
 - Convenience of location (94%);
 - Cleanliness (94%);
 - Personal safety (95%);
 - Condition/safety of equipment (93%);
 - Grounds Maintenance (96%).

Key Findings

- Overall citizens report feeling safe in 2012. All areas rated but one receive over 90% “Safe” and “Very safe” ratings.
 - In neighborhood during the day (97%);
 - In Sugar Land shopping areas during the day (97%);
 - In neighborhood at night (94%);
 - In Sugar Land parks (95%);
 - In Sugar Land shopping areas at night (84%).
- Residents’ *Excellent* ratings declined in 2012 for many factors related to the Police Department. However, *Excellent* and *Good* ratings are at least 80% for:
 - Courtesy and professionalism (85%);
 - Speed in responding to calls (84%).
- And *Very satisfied* and *Satisfied* ratings are high for:
 - Addressing citizens’ safety/concerns (87%);
 - Overall competency of police employees (86%);
 - Employee attitude towards citizen (83%);
 - Crime prevention efforts (82%).

Key Findings

- All respondents rate several factors based on what they have seen or heard, regardless of whether they have had direct contact with the Fire Department:
 - Responsiveness to emergency situations (86%);
 - Effectiveness (87%);
 - Employee attitude toward citizen (85%);
 - Overall competency of employee (86%);
 - Addressing citizen's fire safety (85%);
 - Responsiveness to non-emergency situations (83%);
 - Fire prevention and education programs (83%).

Research Findings

Demographics

	2012	2009	2006
Gender[^]			
Male	44%	45%	48%
Female	56%	55%	52%
Age[^]			
18 to 25	11%	11%	7%
26 to 35	10%	12%	11%
36 to 45	18%	19%	28%
46 to 60	41%	39%	40%
61 to 70	14%	13%	10%
71 and over	6%	6%	4%
<i>Mean Age:</i>	<i>48</i>	<i>48</i>	<i>47</i>
Ethnicity[^]			
White	47%	59%	66%
Asian	36%	26%	21%
Hispanic	9%	6%	7%
African American	6%	4%	5%
Other	3%	1%	1%
	501	509	501

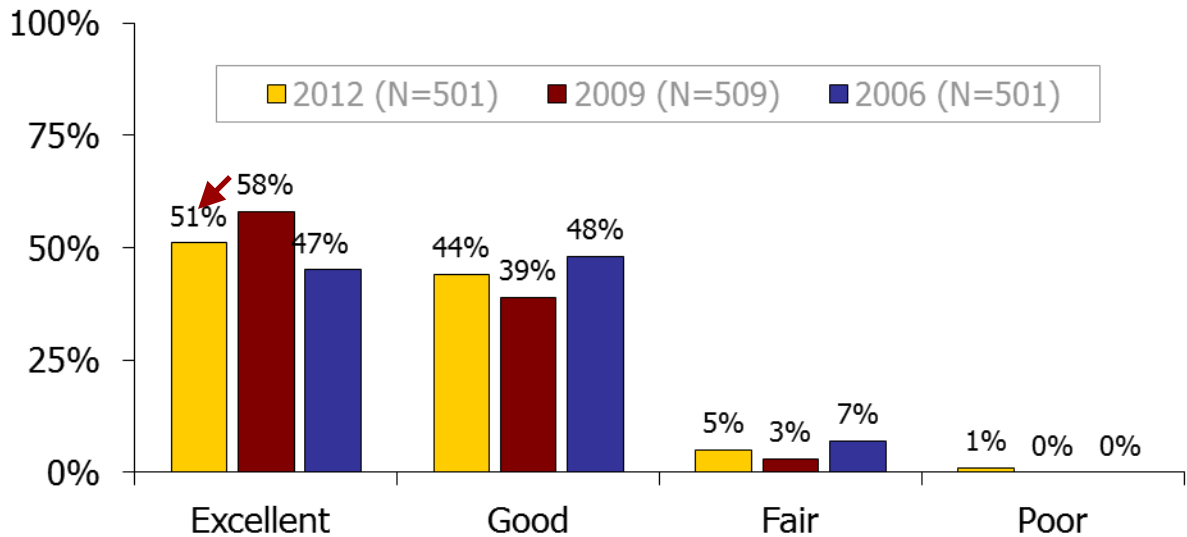
[^] Quotas implemented

Demographics

	2012	2009	2006
Length of residency			
3 months to 1 year	3%	2%	3%
1 to 5 years	15%	14%	27%
6 to 10 years	20%	23%	20%
More than 10 years	62%	62%	49%
Area[^]			
North/West of Highway 59	38%	38%	32%
South/East of Highway 59	62%	62%	68%
	501	509	501

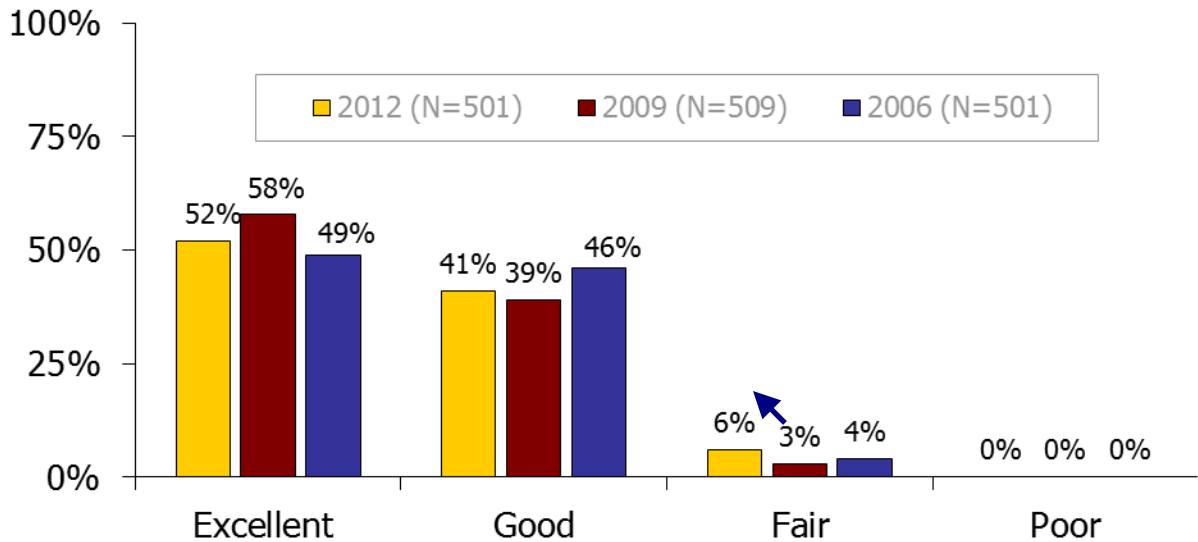
The City Overall

Quality of Life in Your Neighborhood



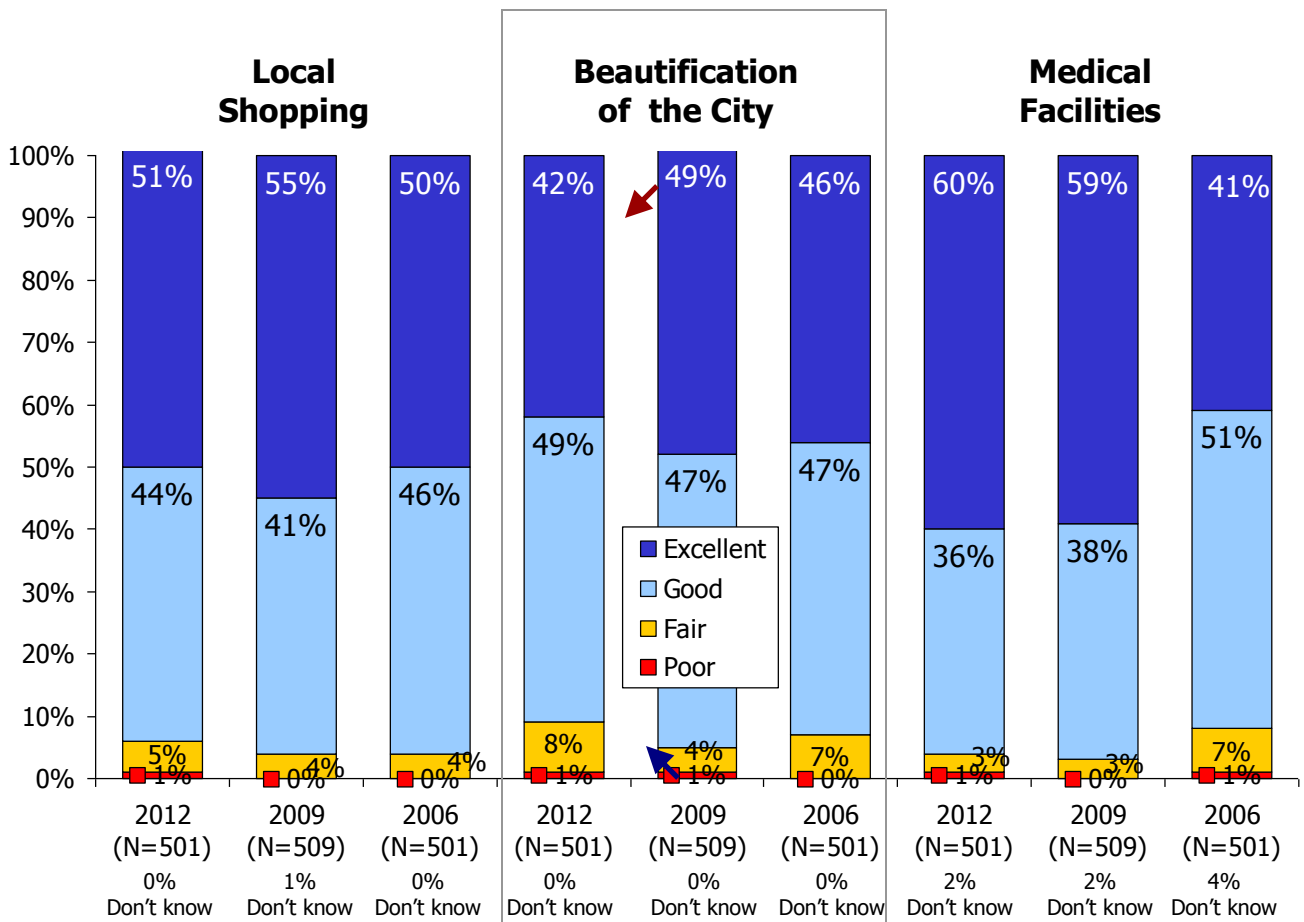
- Overall the ratings are high, with almost all respondents (95%) rating the Quality of Life in Their Neighborhood "Good" (44%) or "Excellent" (51%).
- In 2012, there is a significant decrease from *Excellent* to *Good*.

Quality of Life in Sugar Land as a Whole



- Almost all respondents (93%) rate the quality of life in Sugar Land "Good" (41%) or "Excellent" (52%).
- This wave the quality of life overall ratings remain consistently high.

Rating Factors of Quality of Life in Sugar Land

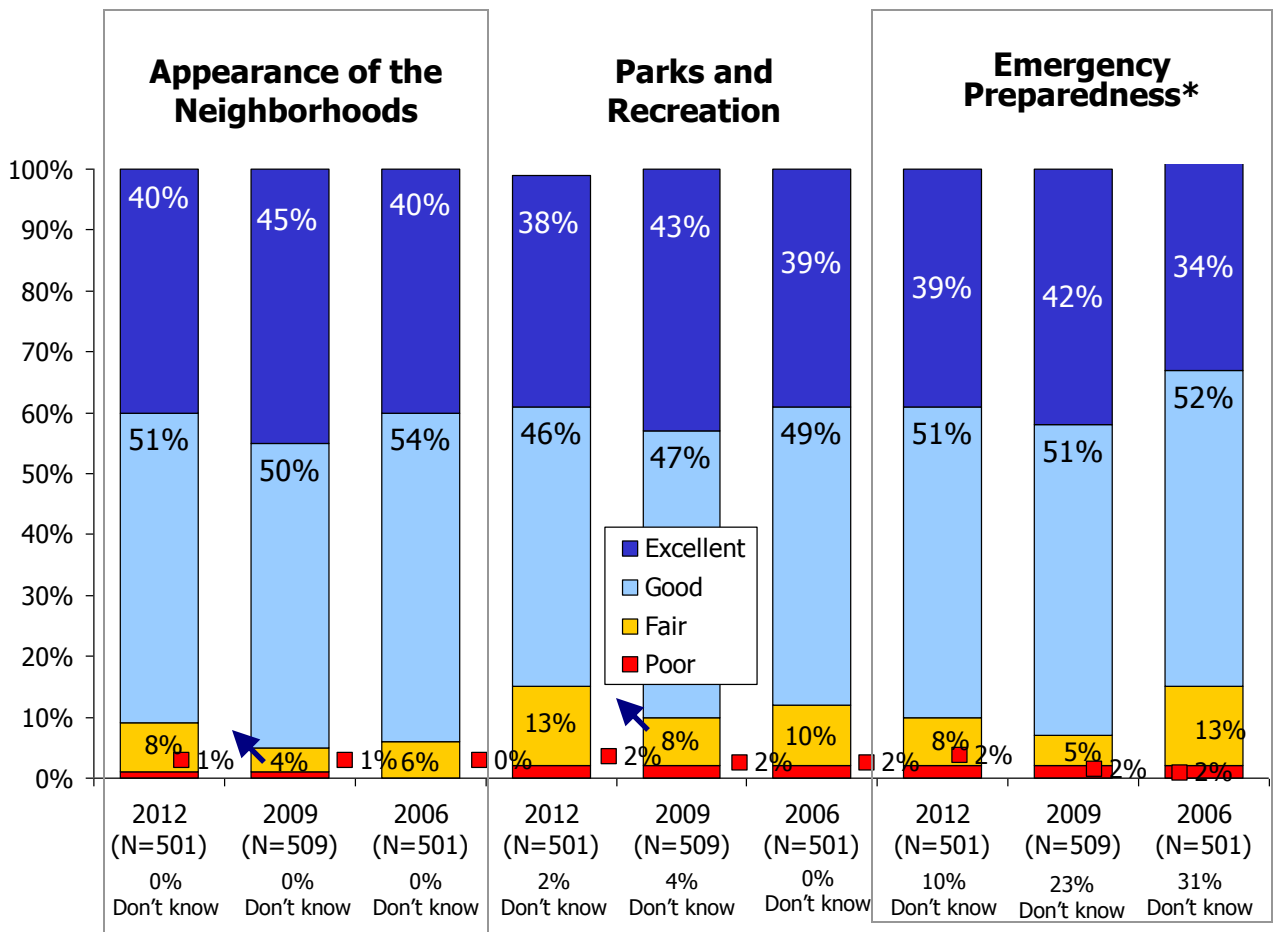


- The majority of respondents (80% or more) give "Good" or "Excellent" ratings to these factors of life in Sugar Land:

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- Local Shopping
- Beautification of the City
 - There is a significant decrease in 2012 of *Excellent* ratings although the ratings are still very positive
- Medical facilities
- Appearance of the neighborhoods
- Parks and recreation
- Emergency preparedness
- Public safety
- Infrastructure.

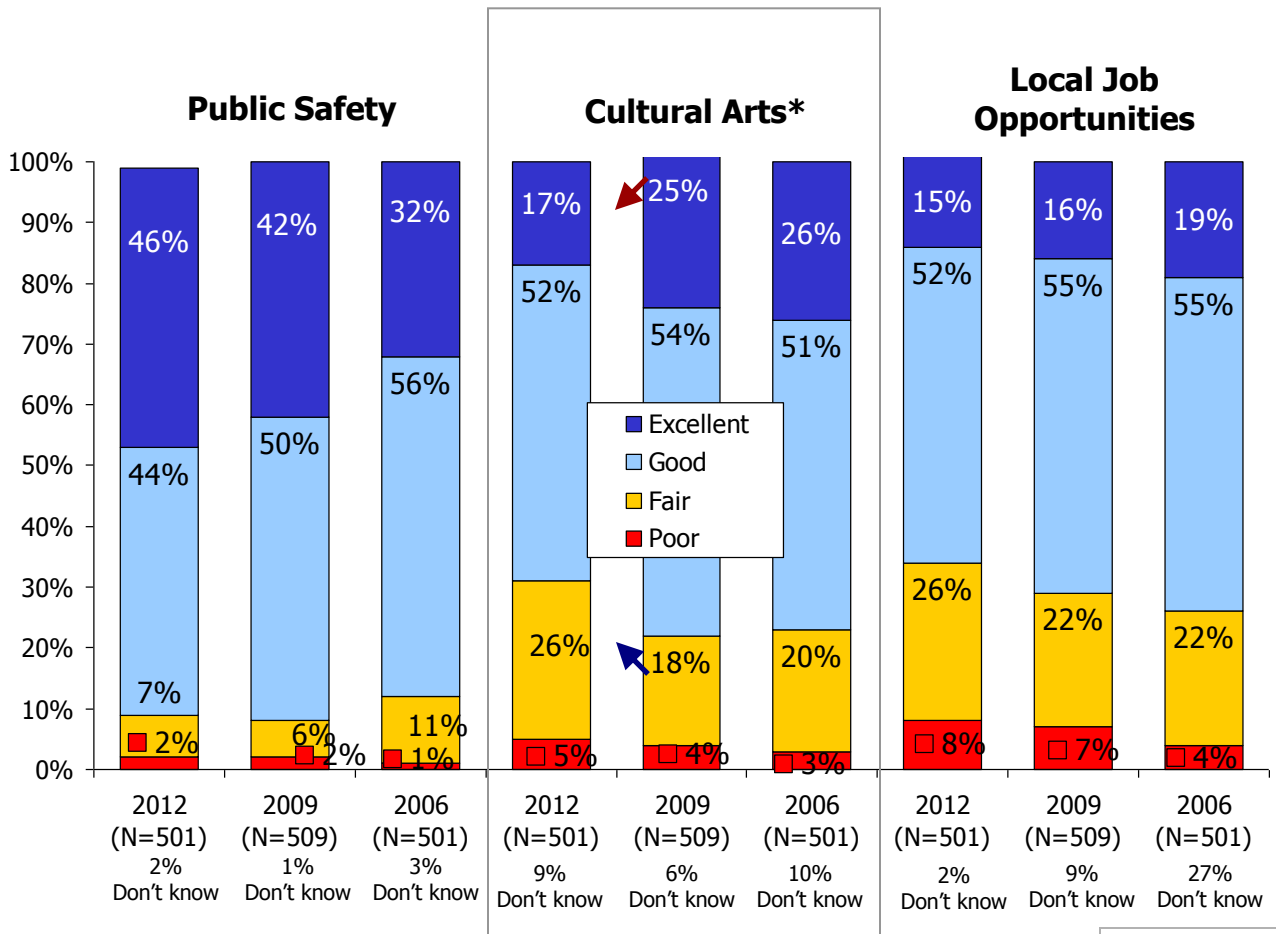
Rating Factors of Quality of Life in Sugar Land



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- Positive ratings have remained consistent for:
 - Appearance of the neighborhoods
 - Parks and recreation
 - Emergency preparedness
 - Public safety
 - Local job opportunities.

Rating Factors of Quality of Life in Sugar Land

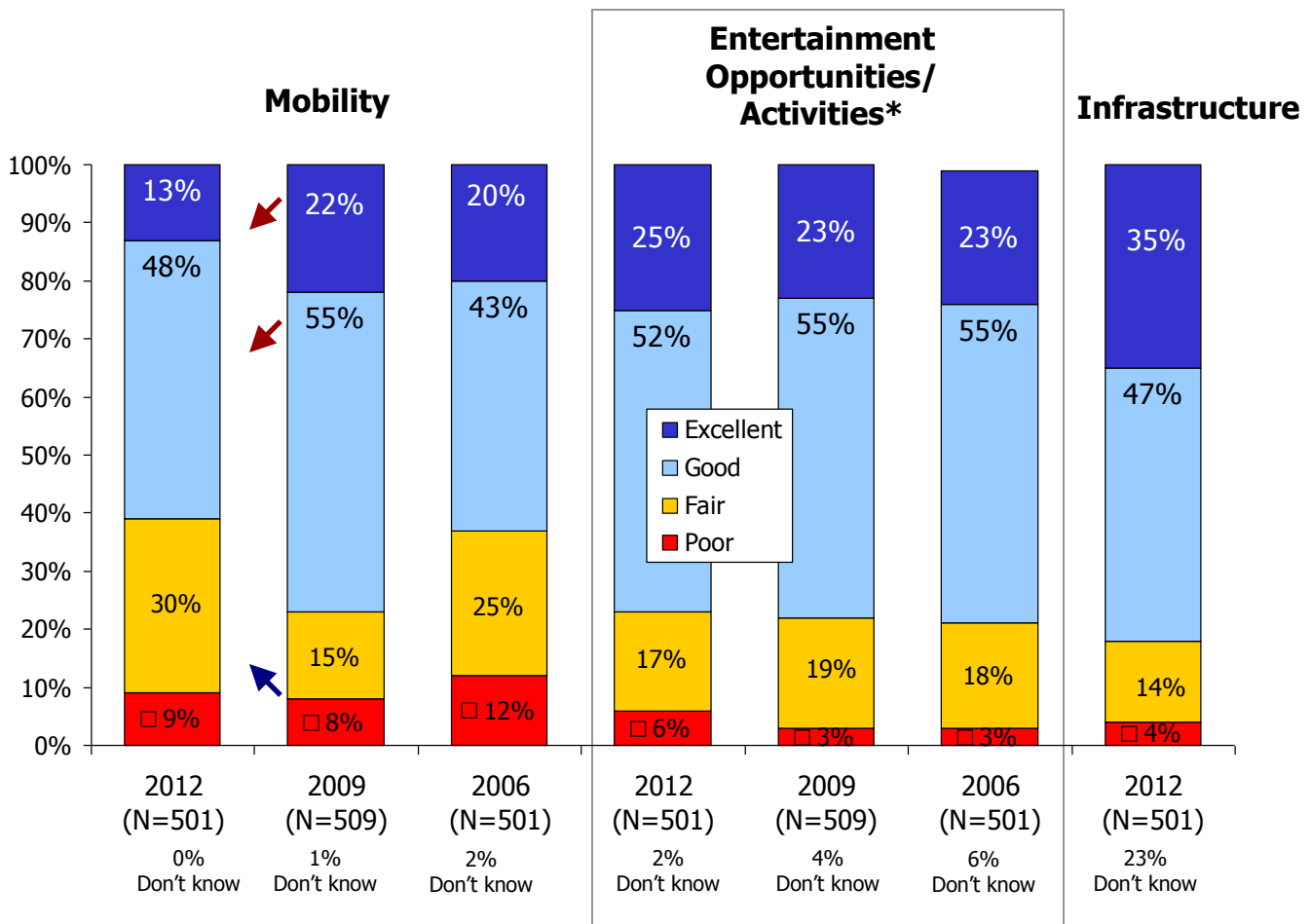


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- Cultural Arts received significantly lower *Excellent* ratings this wave.

* In 2009, was worded: Cultural Activities
12. How would you rate ... in Sugar Land?

Rating Factors of Quality of Life in Sugar Land

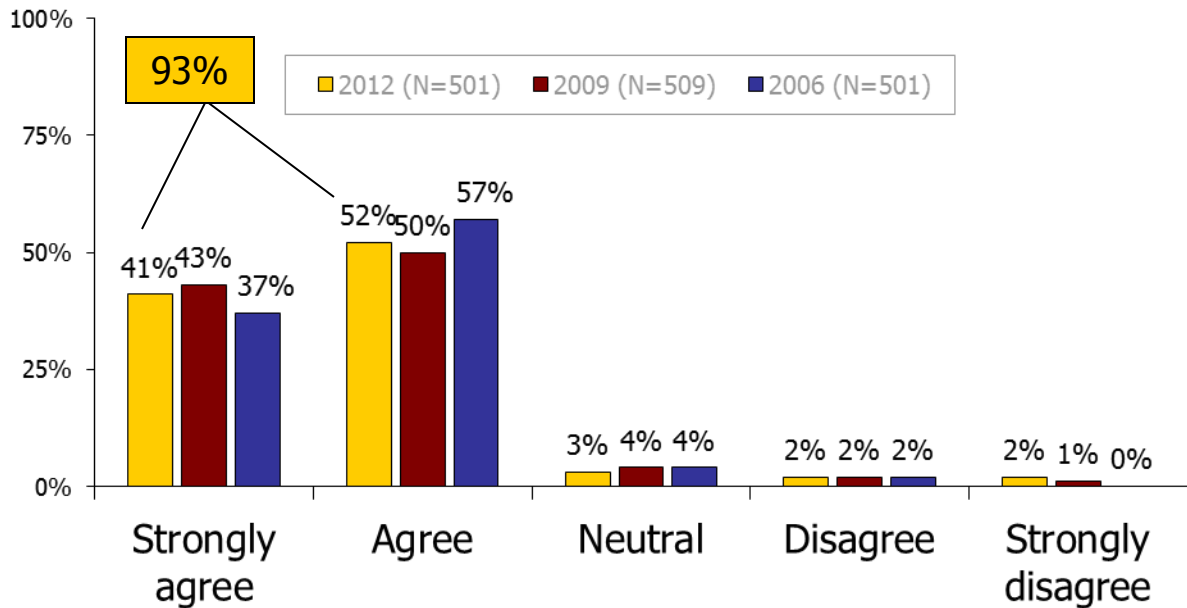


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- Mobility receives significantly lower percentage of *Good* and *Excellent* ratings in 2012.
 - The ratings shift from *Good* and *Excellent* to Fair.

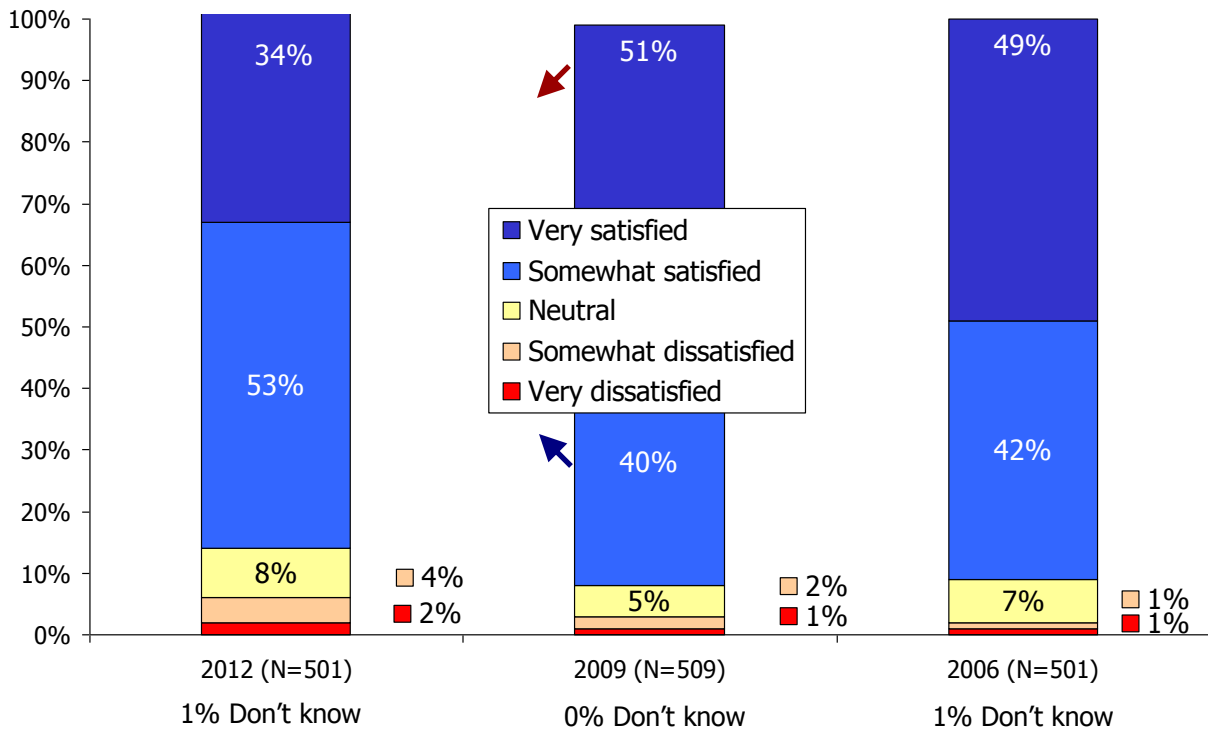
Agreement with Statement:

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



- As was the case in 2009, 93% of respondents agree with the statement: *Sugar Land is a well-planned community that ensures compatible land use for residential, office, and retail purposes.*

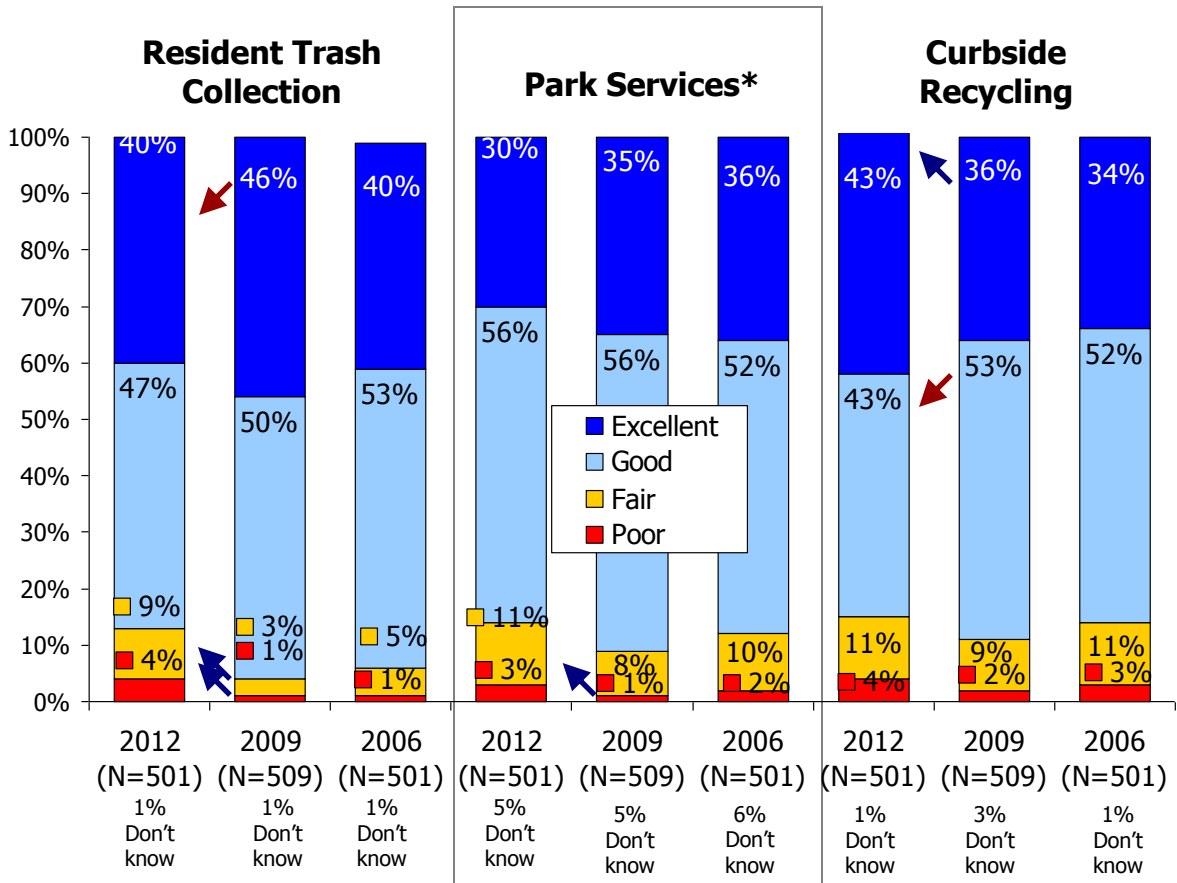
Satisfaction With City Services in Return for Dollars Paid



- The satisfaction ratings for "Services for dollars paid" remains high, with 87% saying they are *Somewhat* (53%) or *Very* (34%) satisfied.
 - However, there is a significant shift from *Very satisfied* to *Somewhat satisfied* in 2012.

City Services

Rating of City Services



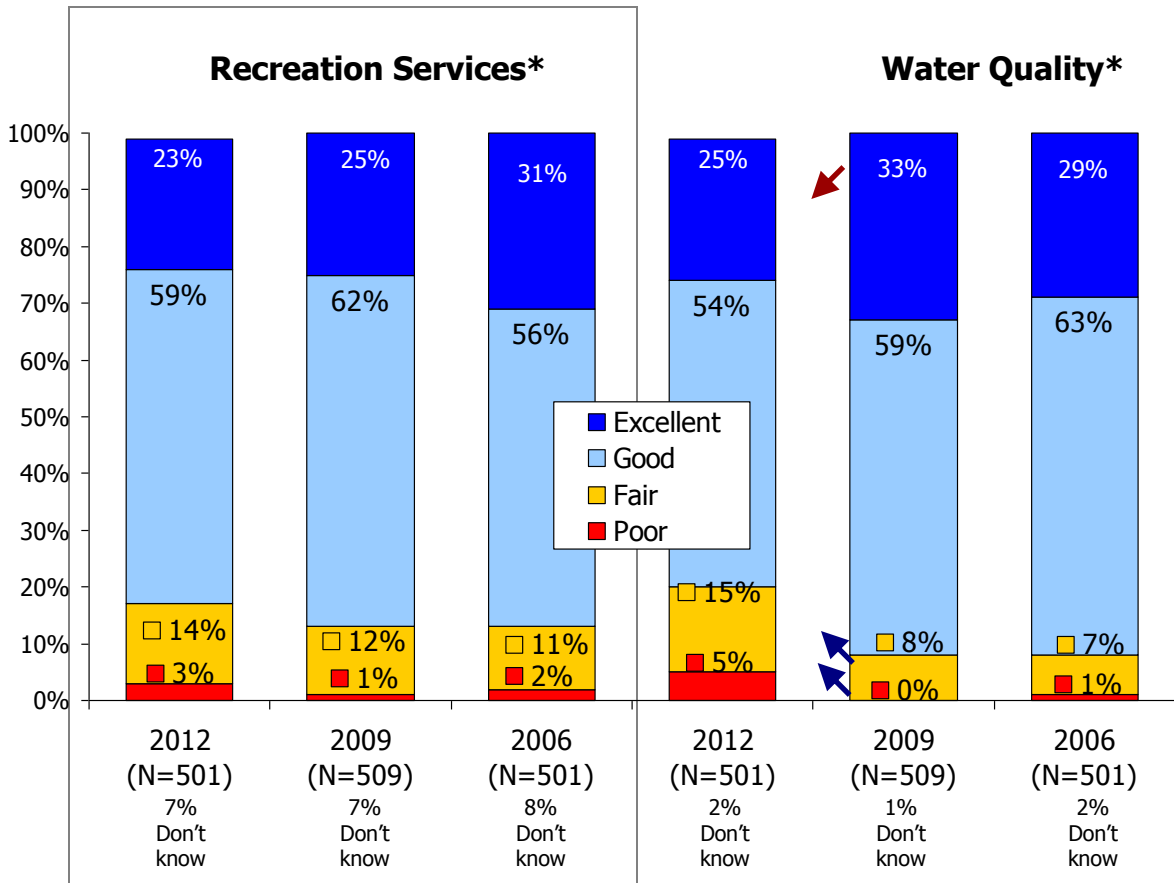
- Resident Trash Collection *Excellent* ratings decrease from 46% to 40%, but Curbside Recycling experienced a significant shift from *Good* to *Excellent* ratings.

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* In 2009, was worded: Parks
13. How would you rate...?



Rating of City Services

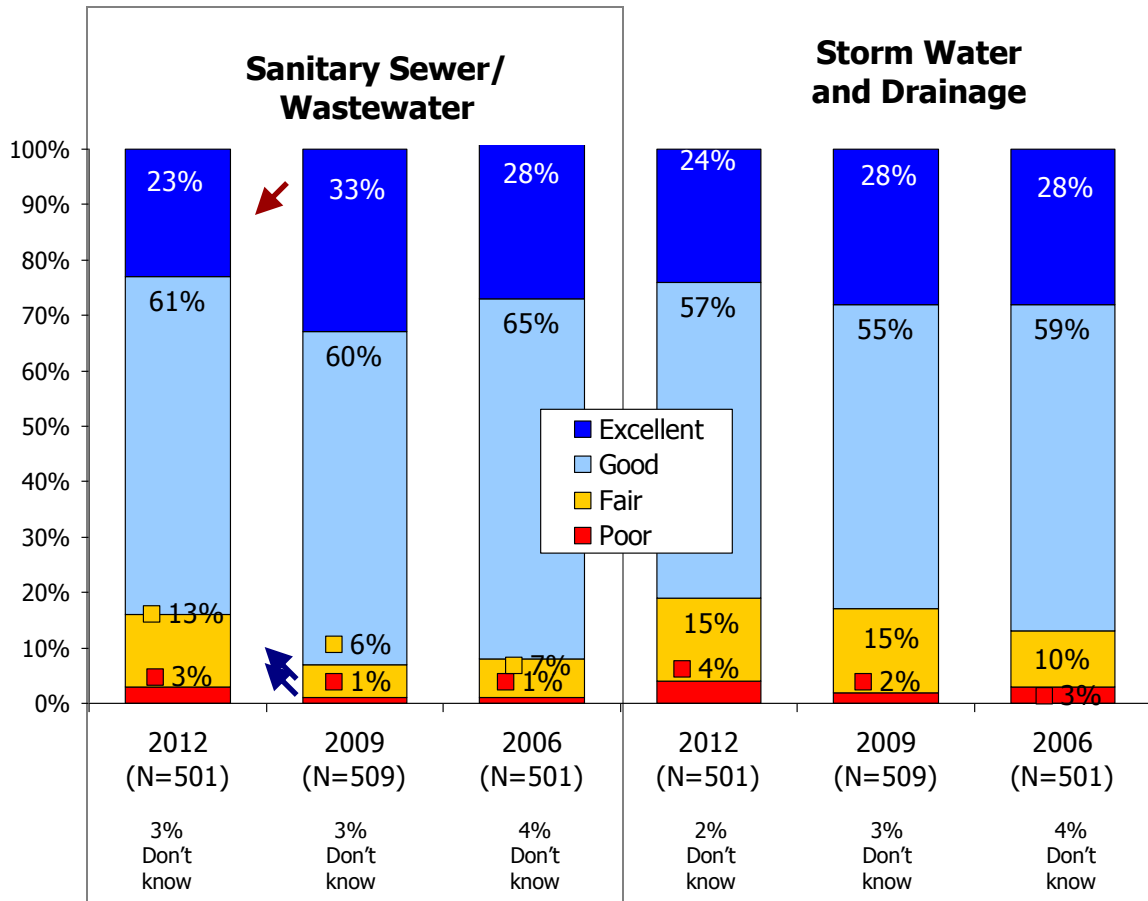


- Water Quality *Excellent* ratings decrease significantly from 33% to 25% in 2012.

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* In 2009, was worded: Recreation instead of Recreation Services and Water instead of Water Quality

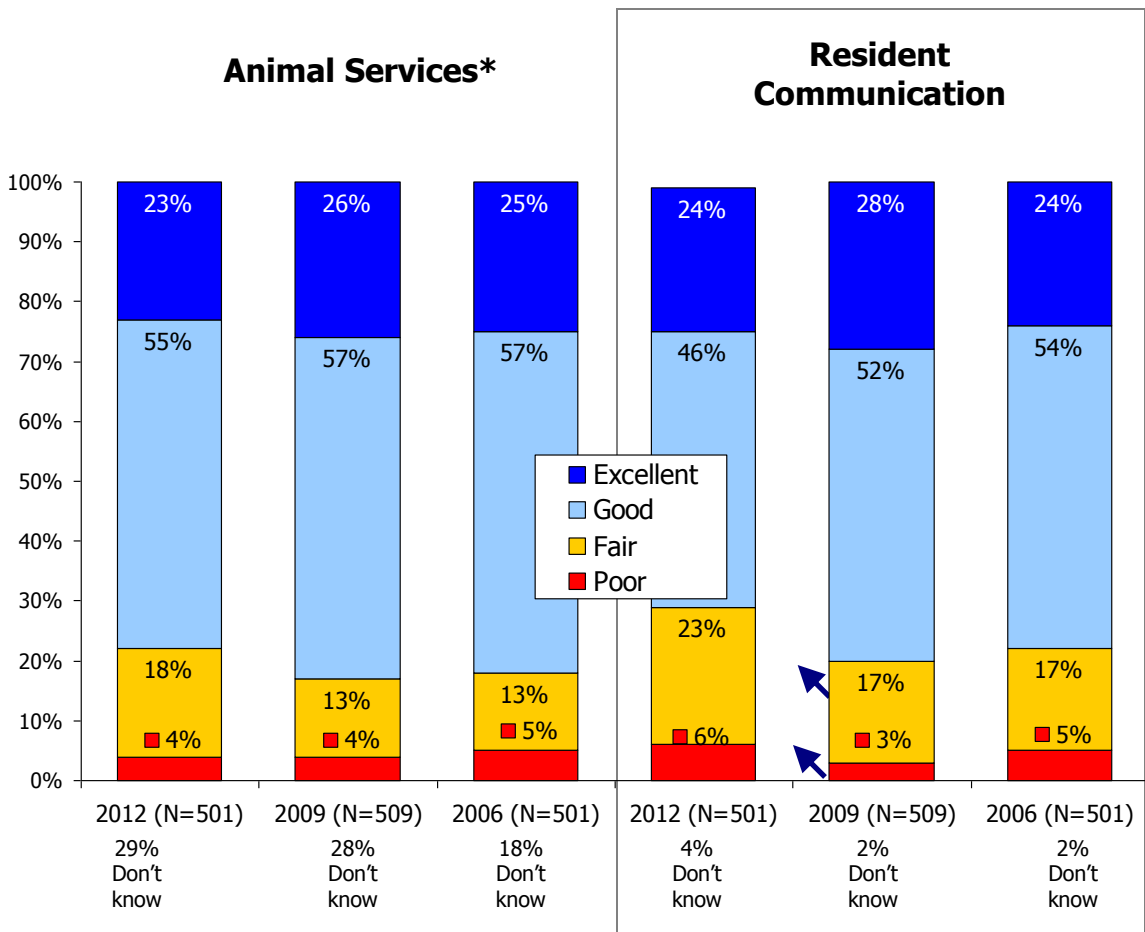
Rating of City Services



- Similar to Overall Water Quality *Excellent* ratings for Sanitary Sewer and Wastewater decrease significantly in 2012.

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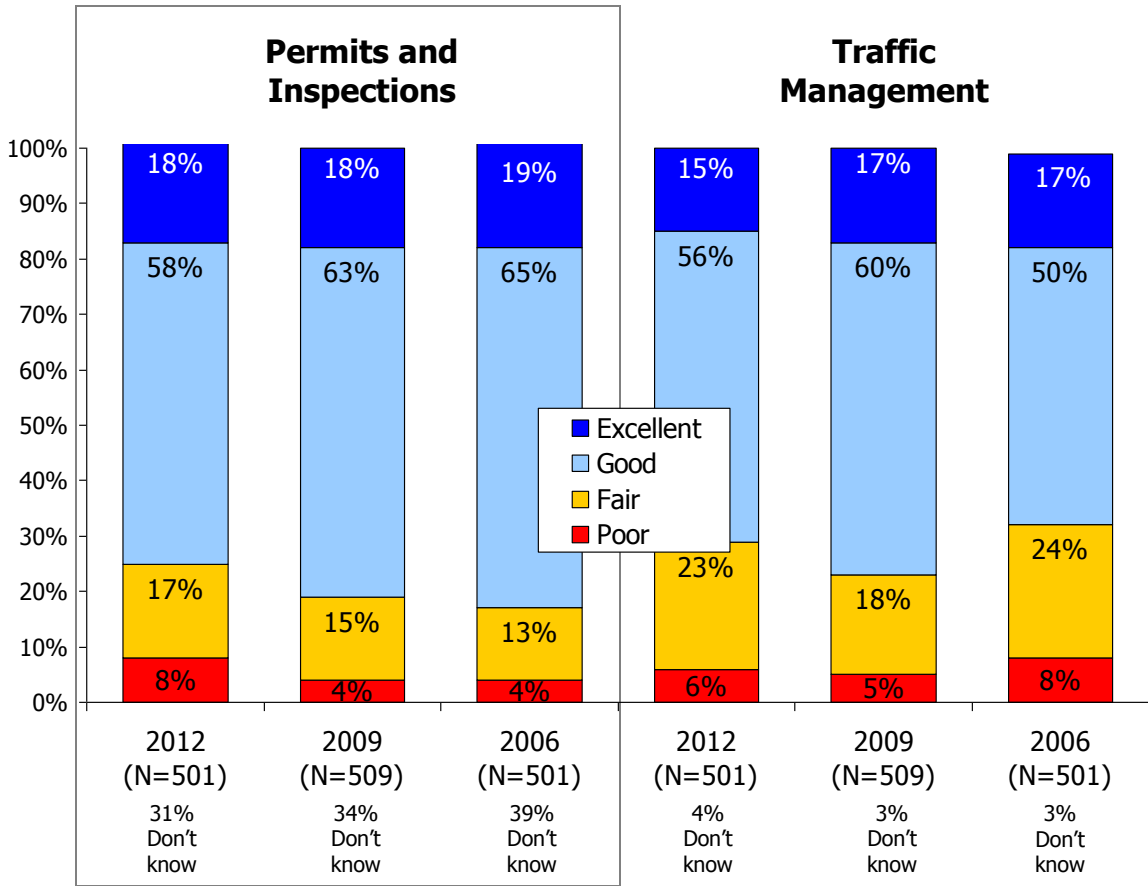
Rating of City Services



- Animal Services has kept consistently high ratings since 2006.
- Communication with Sugar Land residents increased in *Fair* and *Poor* ratings this wave; indicating residents want more interaction from the City.

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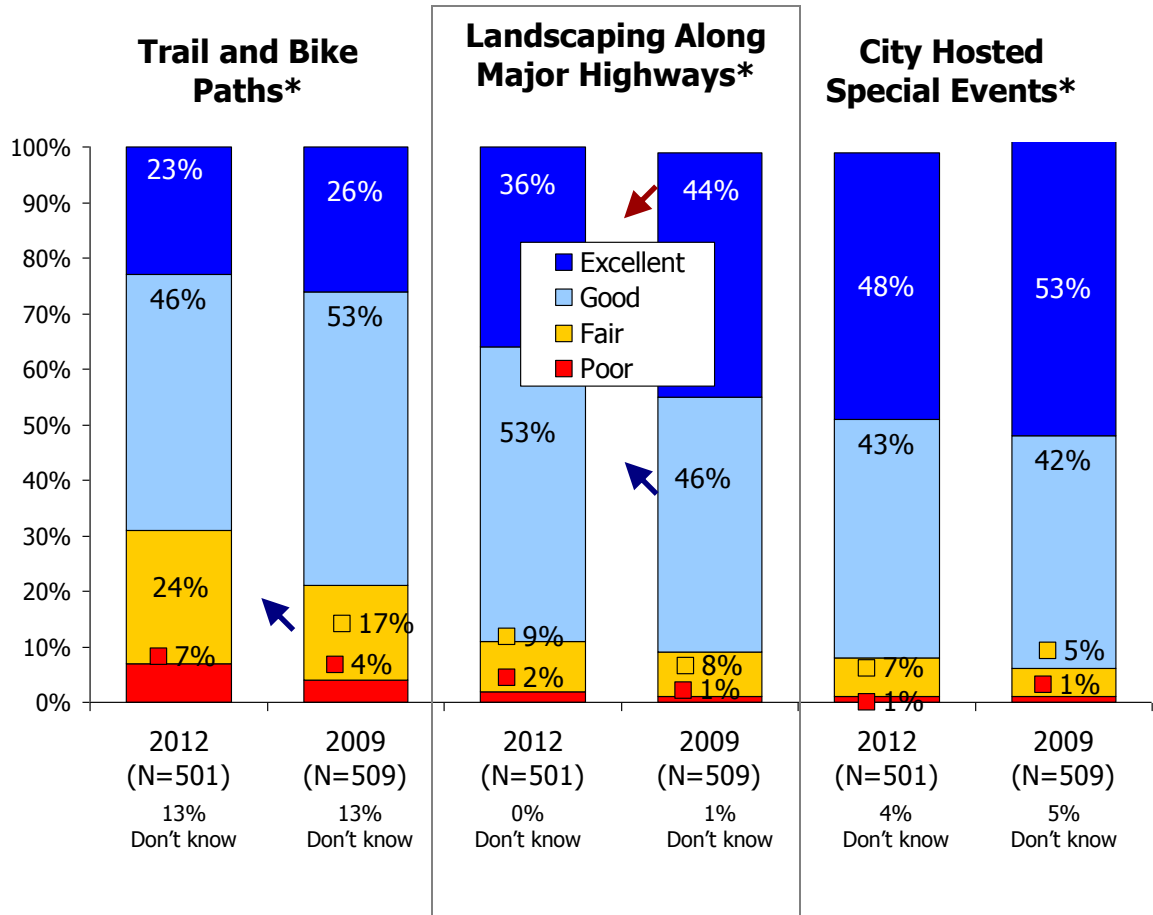
Rating of City Services



- Traffic management ratings remained consistent in 2012. The City retained its positive gain achieved in 2009.

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Rating of City Services



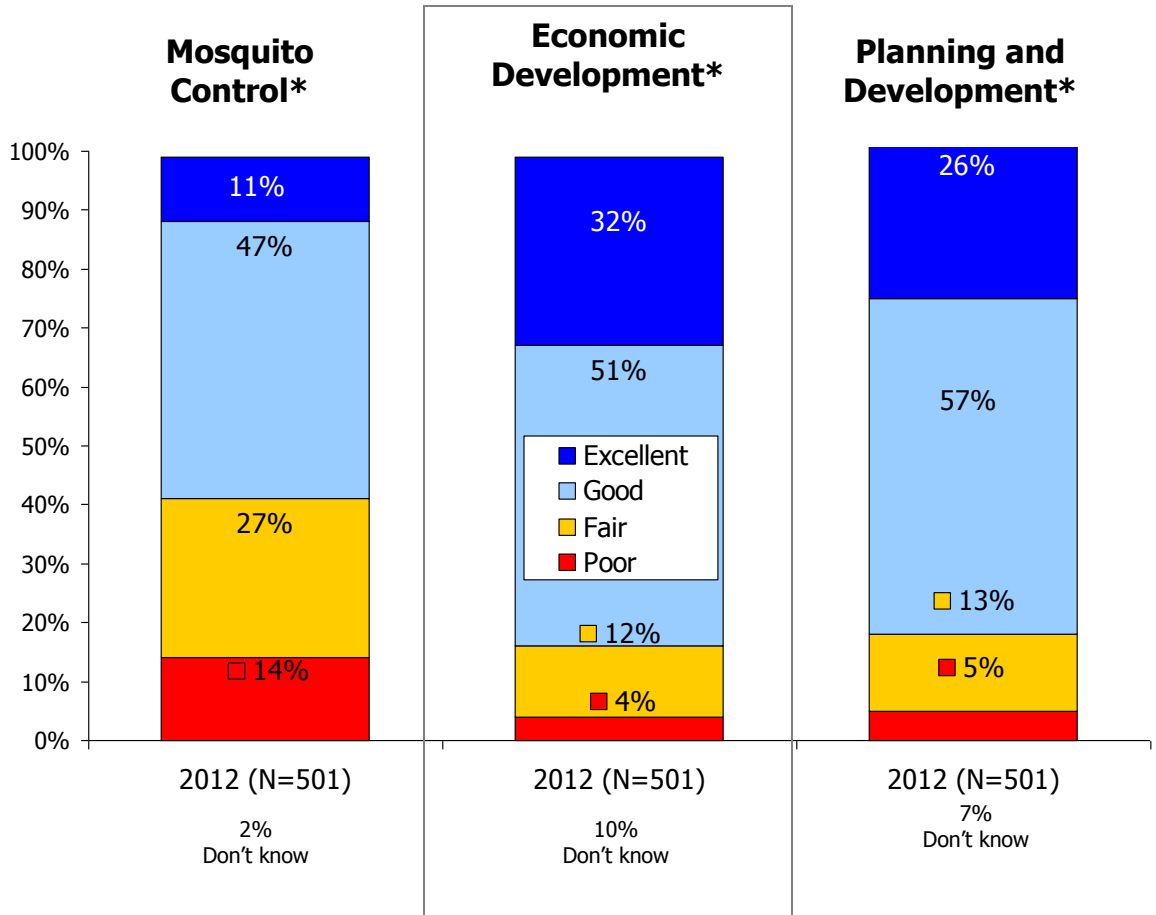
- Landscaping along Major Highways ratings shifted from *Excellent* to *Good* in 2012.

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* New question in 2009



Rating of City Services

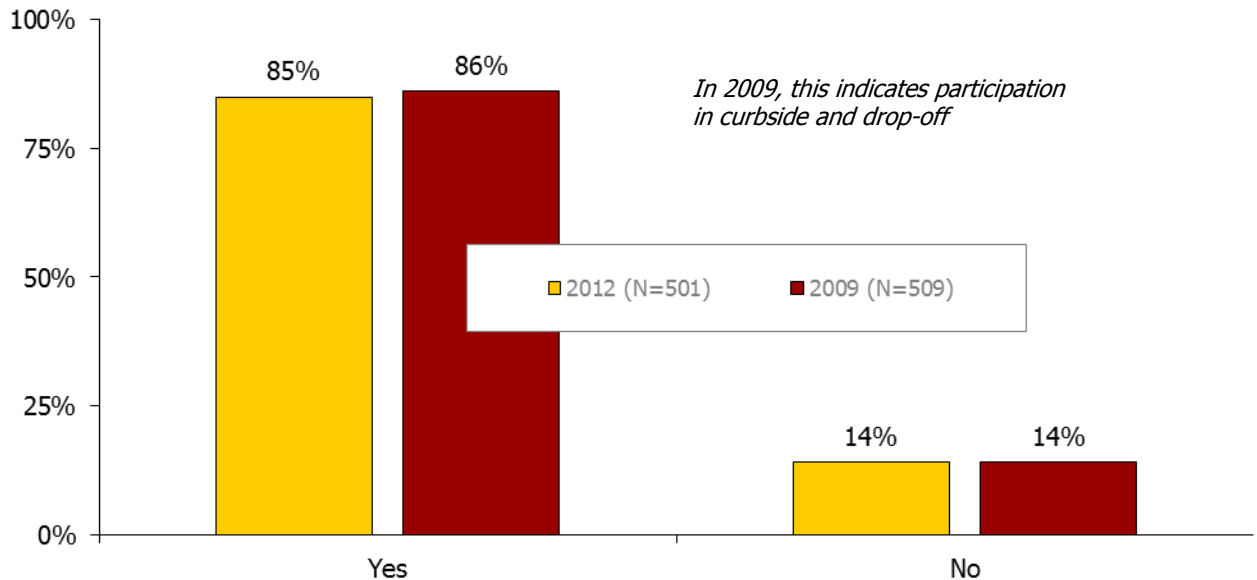


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* New question in 2012



Currently Participate in Curbside Recycling



- The majority of residents participate in recycling.
 - More than half (57%) of those who participate in 2012 report the curbside recycling has encouraged greater participation from them.

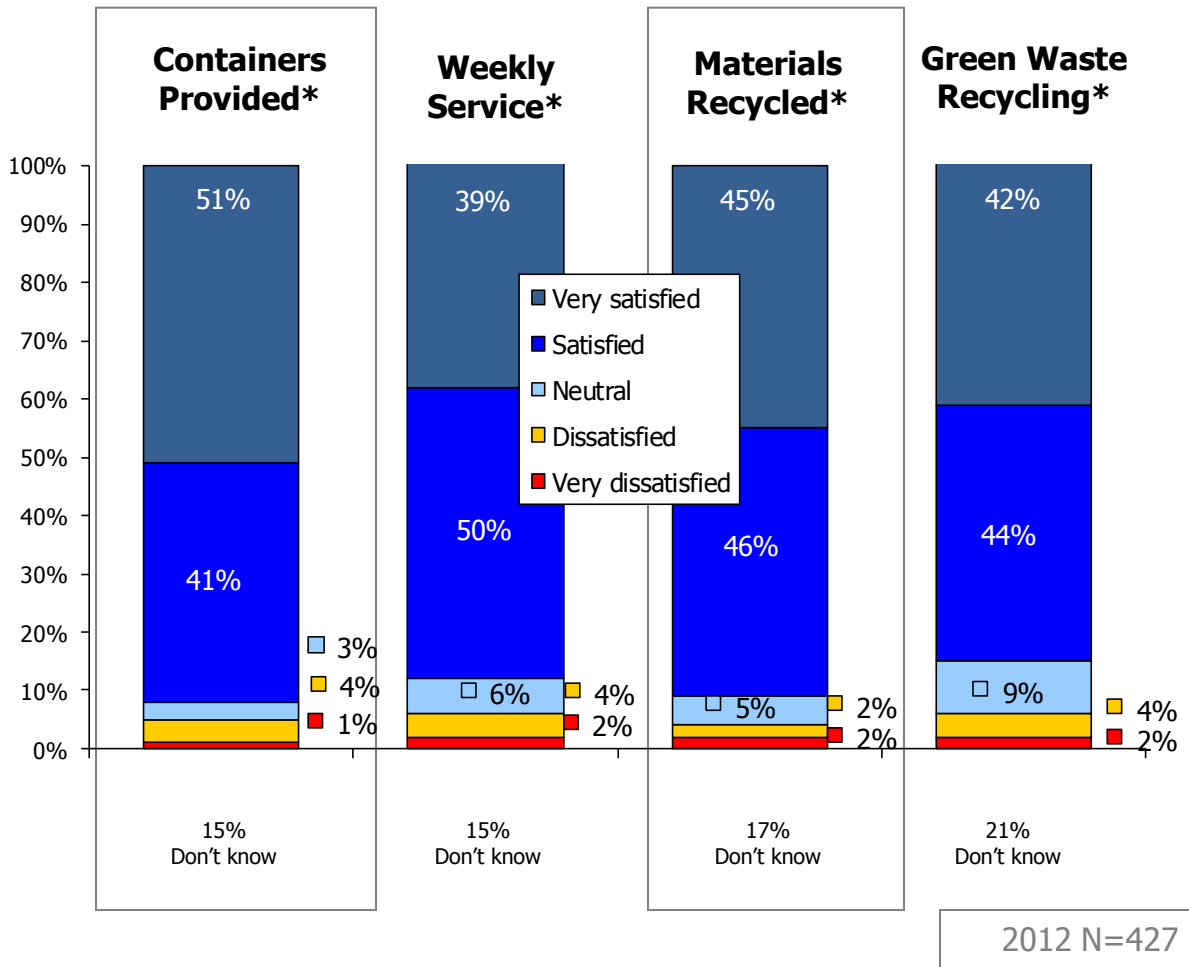
New Program Has Impacted Participation...	
Less participation	1%
Same	42%
Greater participation	57%
Base: 427	

Base: Those who currently participate in curbside recycling program

15. Do you currently participate in the curbside recycling program? (*Reword in 2012*)
16. How has the new recycling program impacted your participation? (*New question in 2012*)

Rating of City Services

Base = Those who participate in curbside recycling program



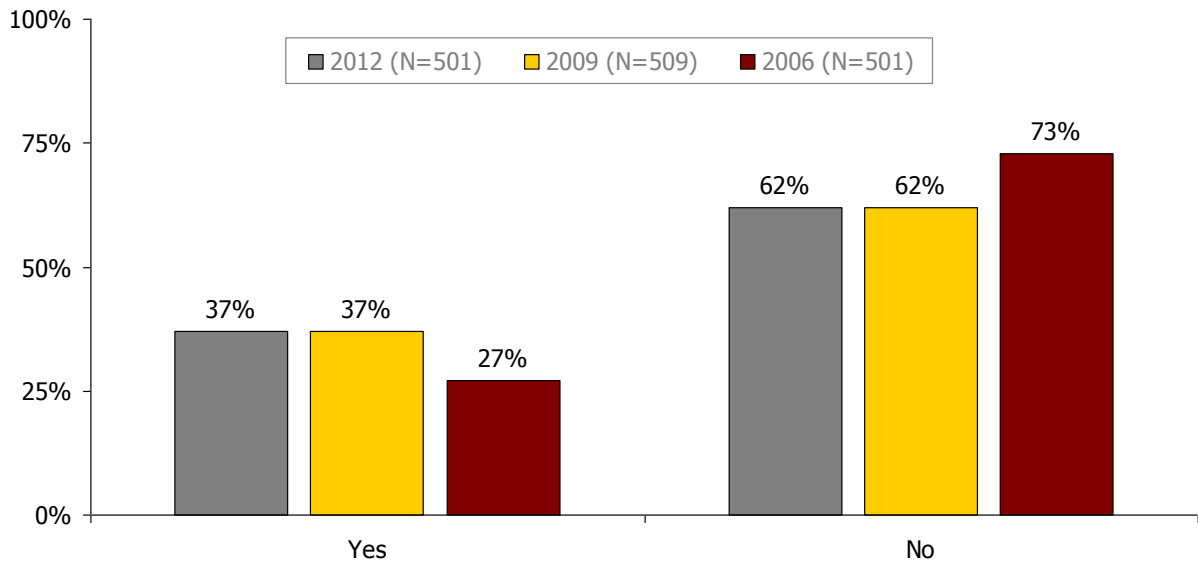
- Residents are supportive of the new curbside recycling program.

* New question in 2012

City Departments

Contacted City of Sugar Land

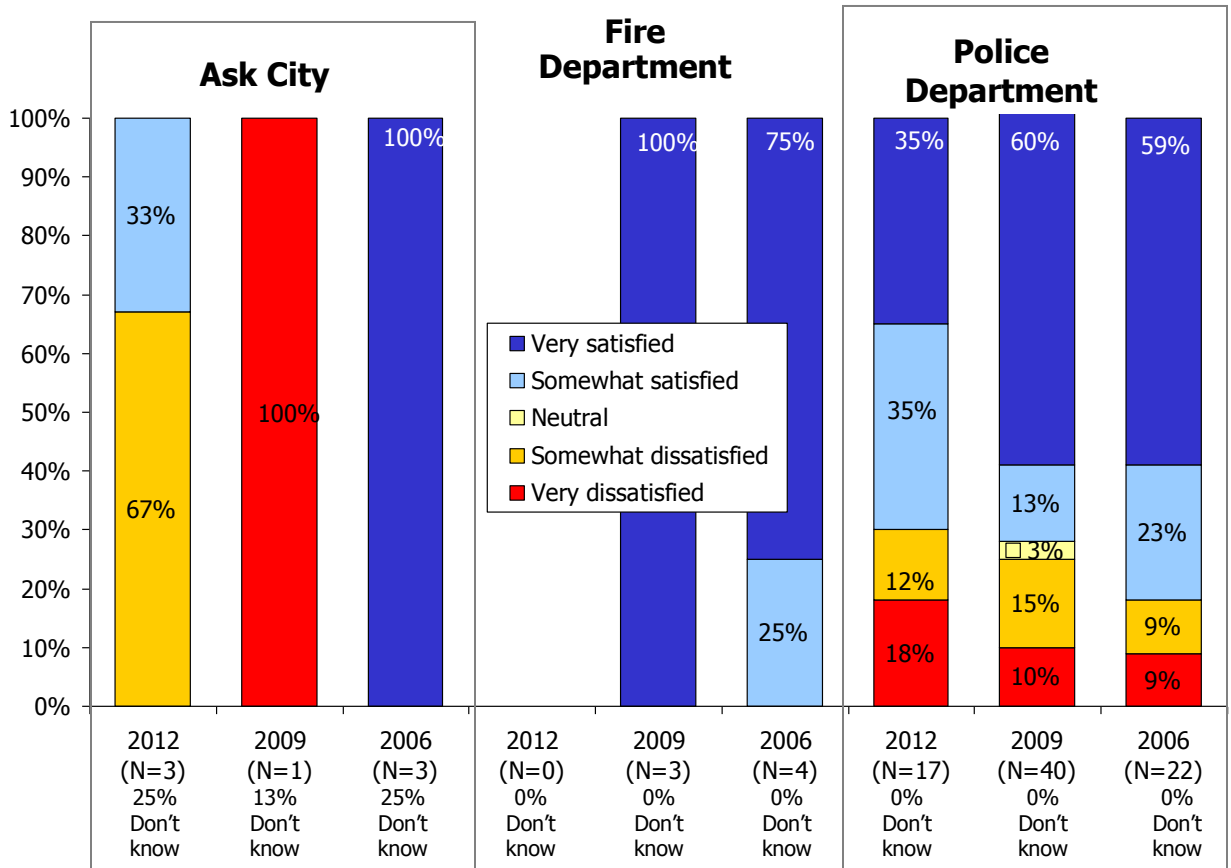
About a complaint, request for service, or information in the past 12 months



- There has been no significant change from 2009 in residents contacting the City for a complaint, request, or information in the past 12 months.

Satisfaction With Contact Results

Note: Small Base Size

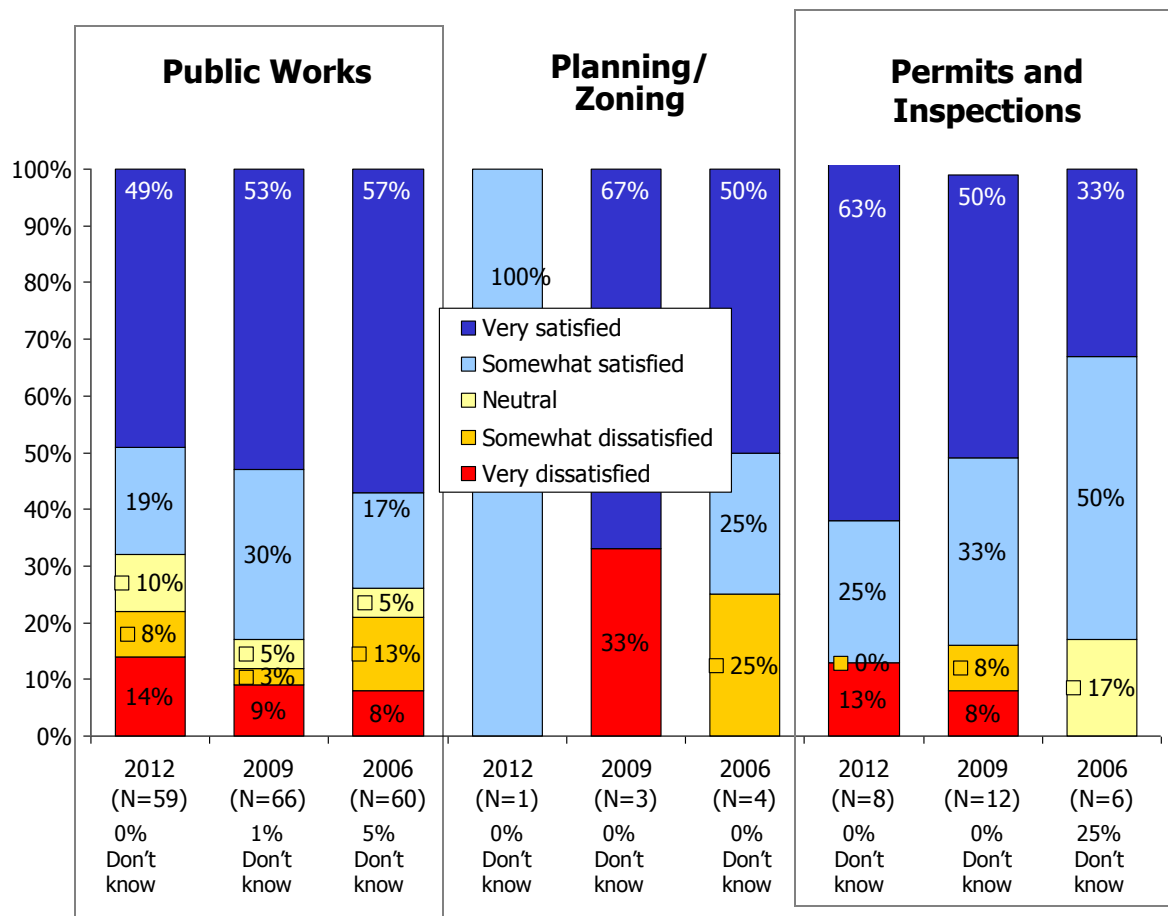


- While base sizes for most are too small to measure changes, residents satisfaction with the departments contacted is still high in 2012.

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Satisfaction With Contact Results

Note: Small Base Size

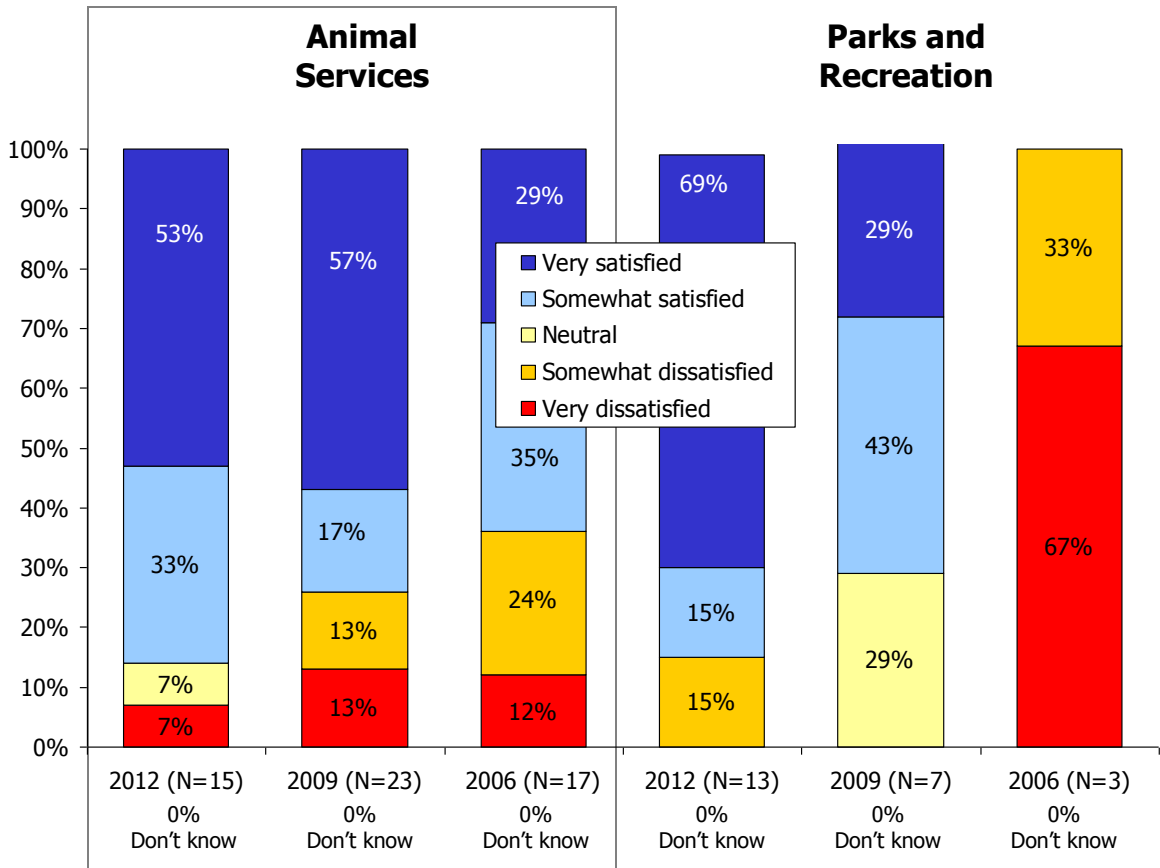


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Satisfaction With Contact Results

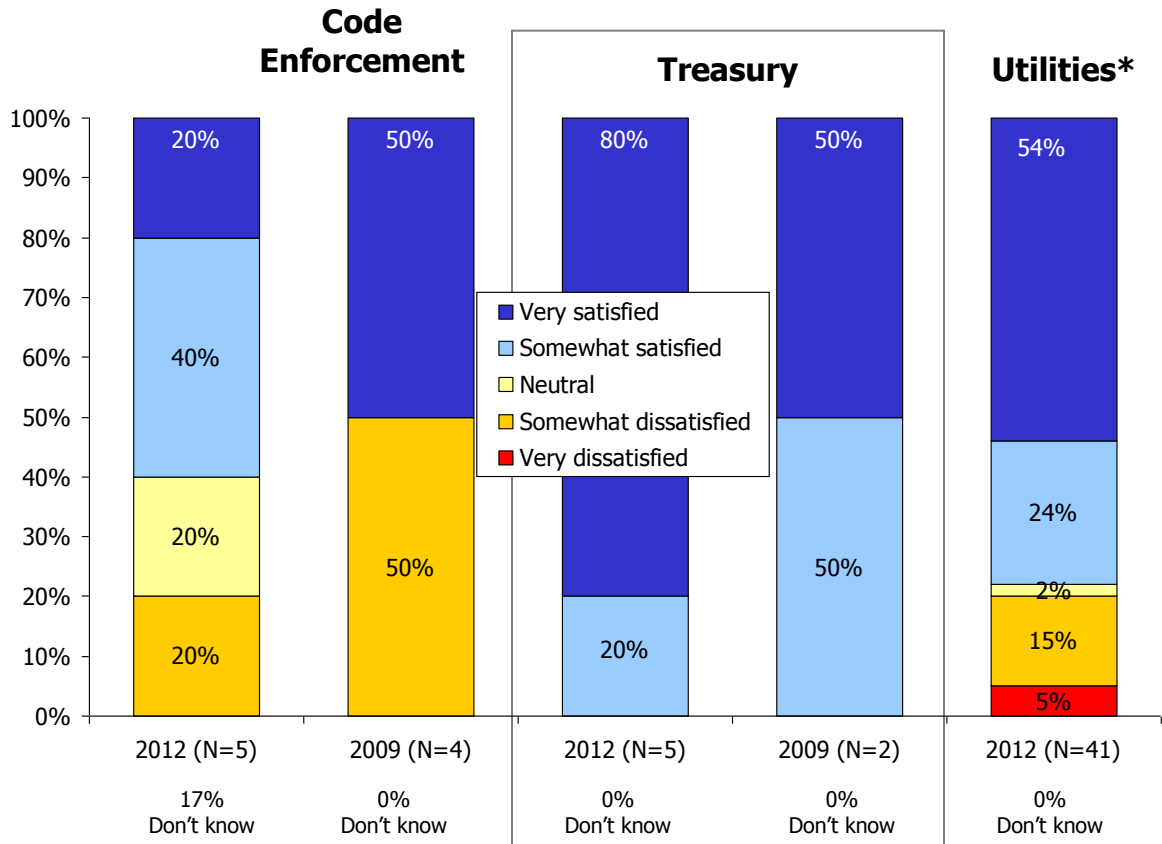
Note: Small Base Size



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Satisfaction With Contact Results

Note: Small Base Size



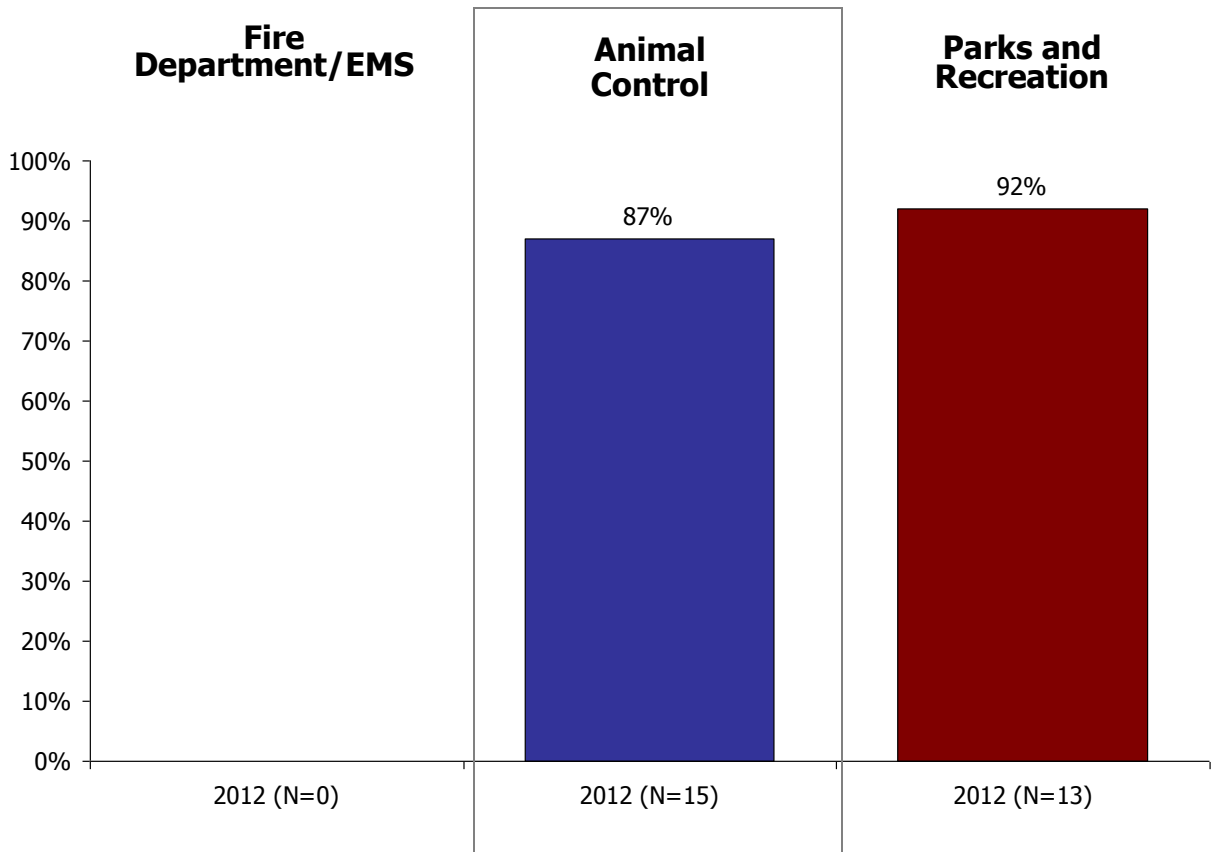
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* New question in 2012



City Officials Were Helpful and Courteous

Note: Small Base Size

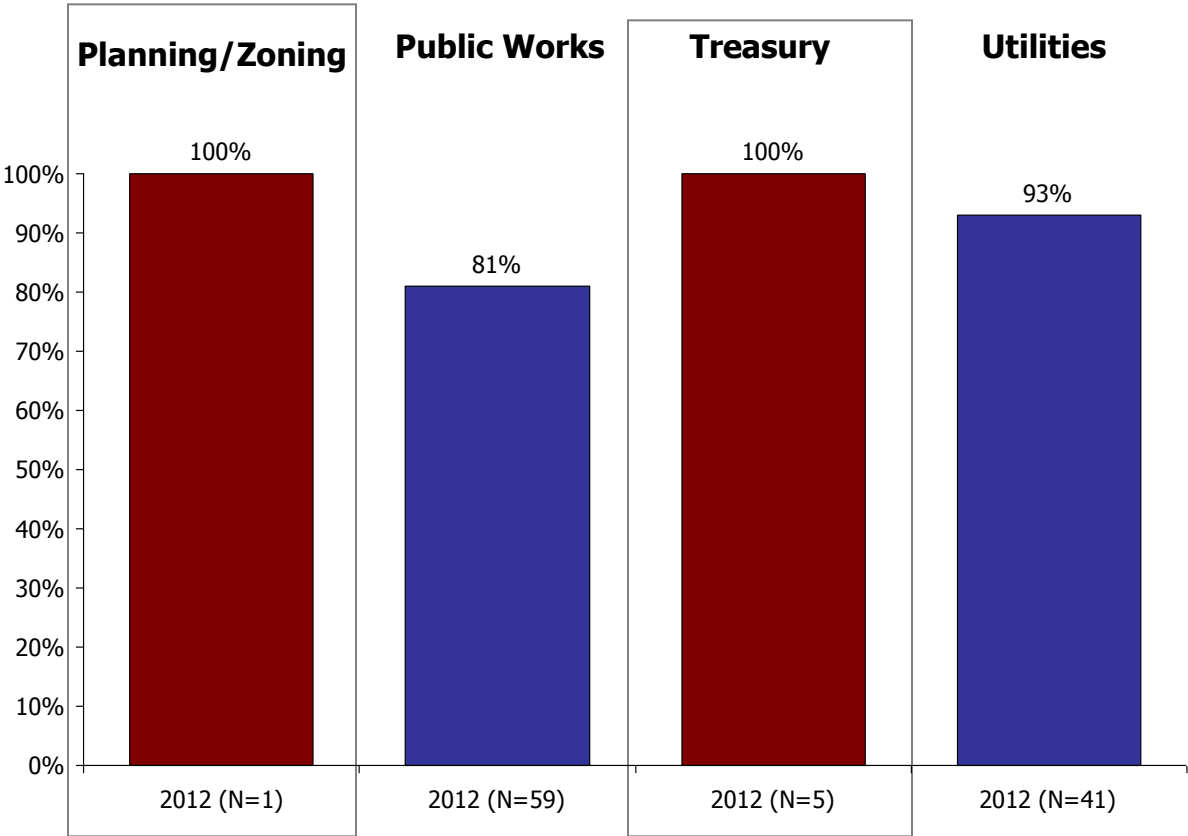


- According to the few who contacted a department, the office staff were courteous and helpful.

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City Officials Were Helpful and Courteous

Note: Small Base Size

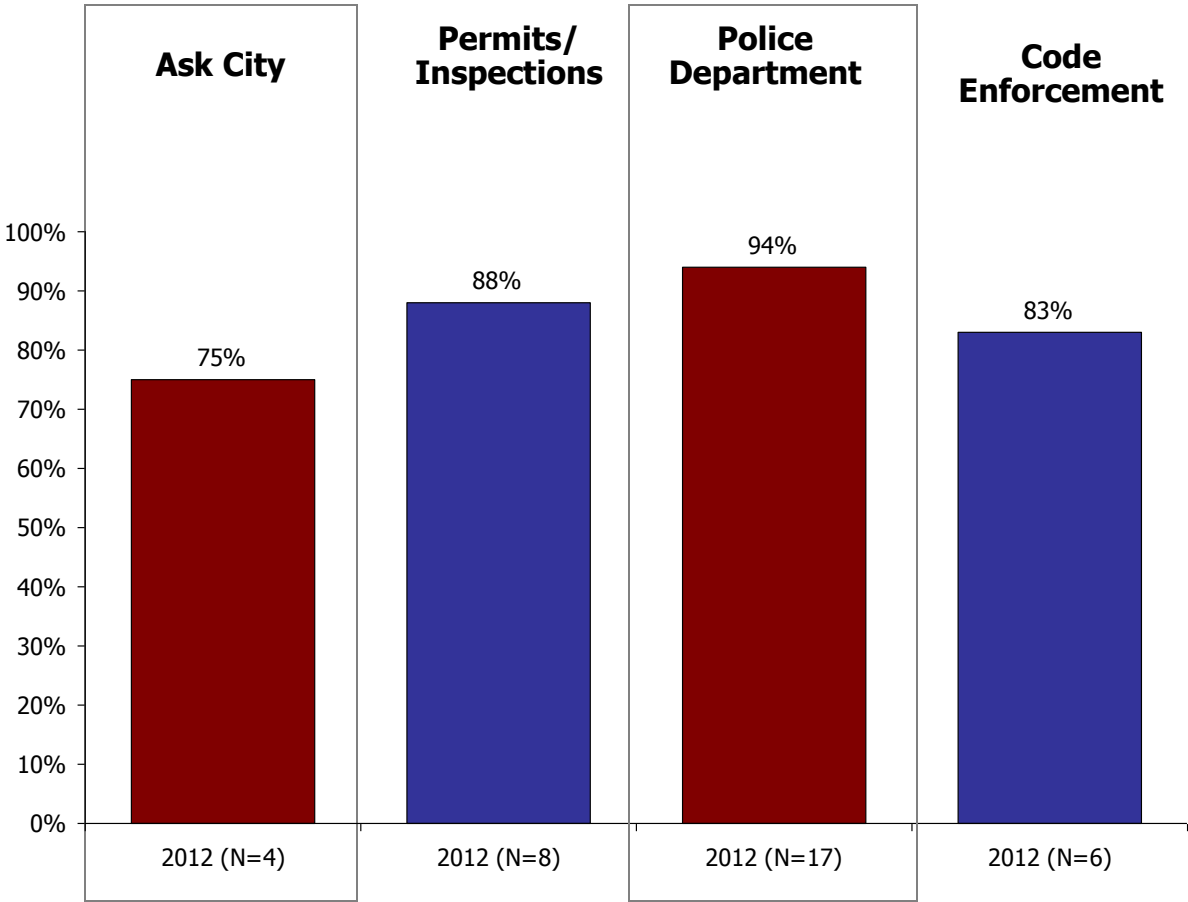


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City Officials Were Helpful and Courteous

Note: Small Base Size

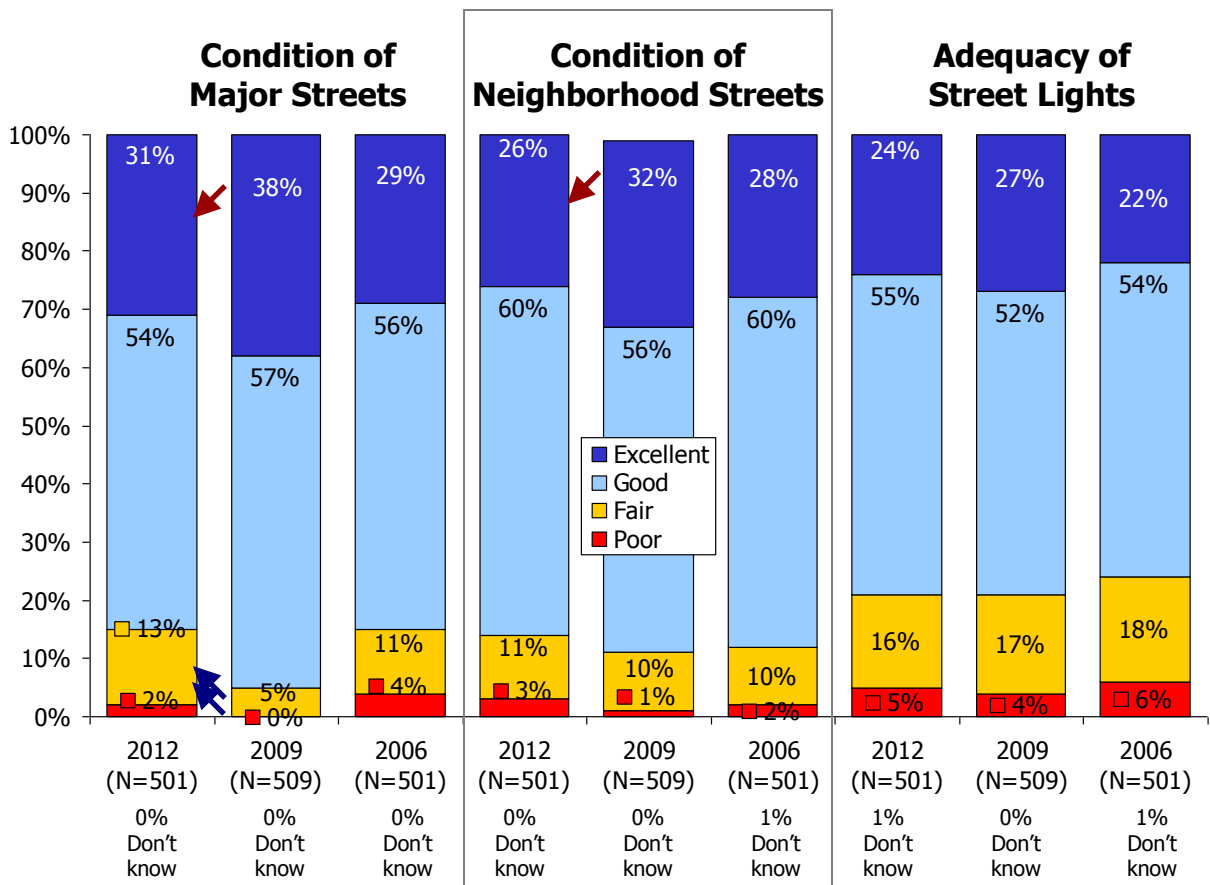


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Street and Transportation Services

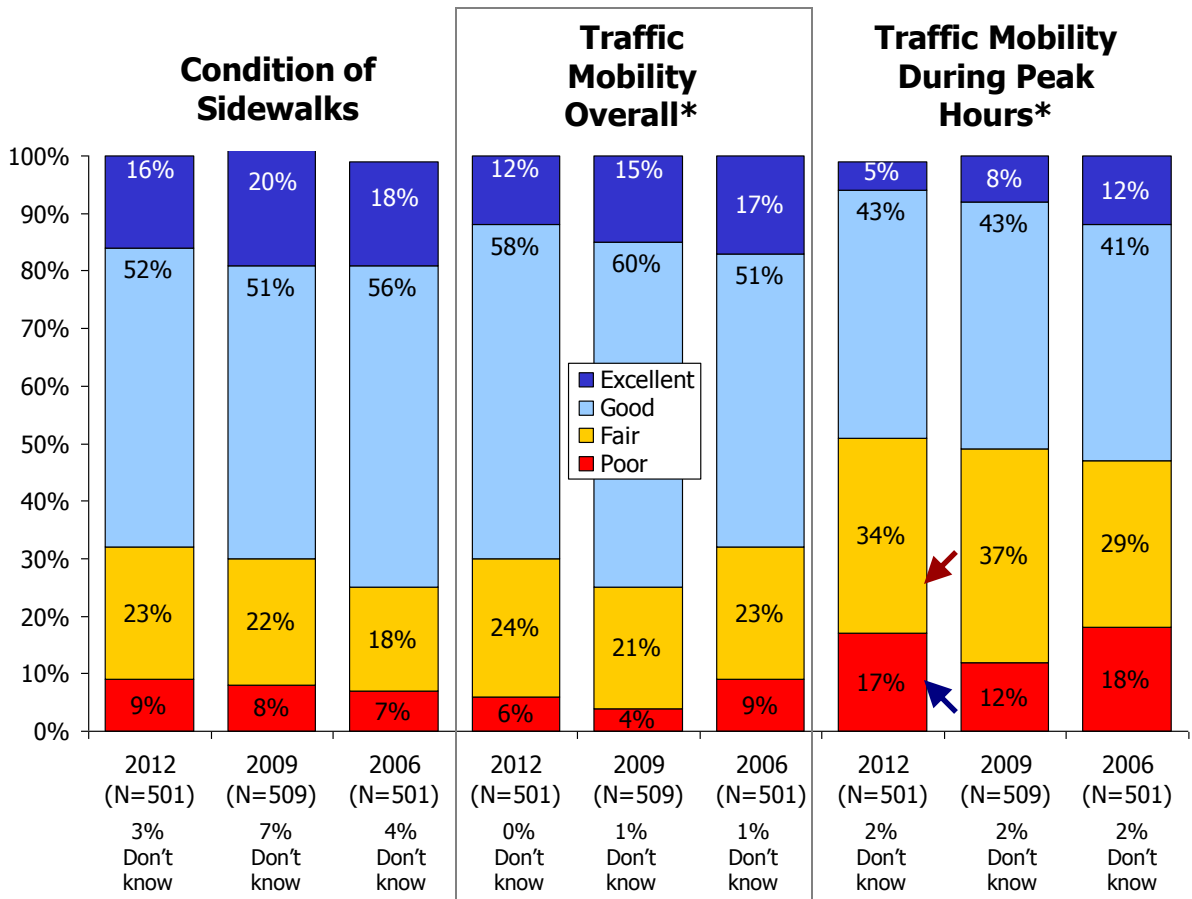
Ratings of Street and Transportation Services



- Although the *Excellent* ratings decreased, Condition of neighborhood and major streets continues to be rated high (above 80% *Excellent* and *Good*).

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Ratings of Street and Transportation Services

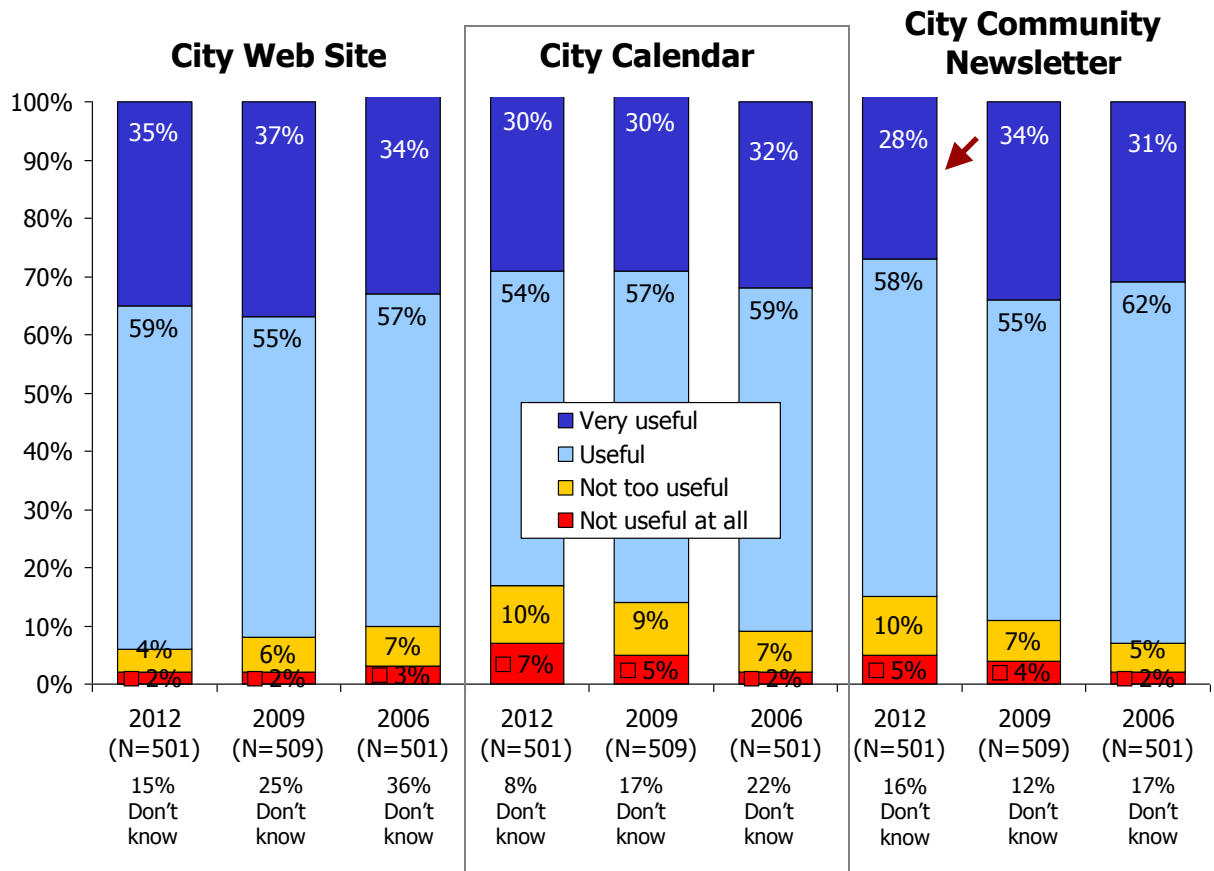


- “Traffic mobility during peak hours” continued to receive the lowest percent of *Good* and *Excellent* ratings (48%).
 - The percent of residents rating this factor *Poor* increased significantly from 2009 while the percent of *Fair* ratings declined.

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Information and Communication Sources

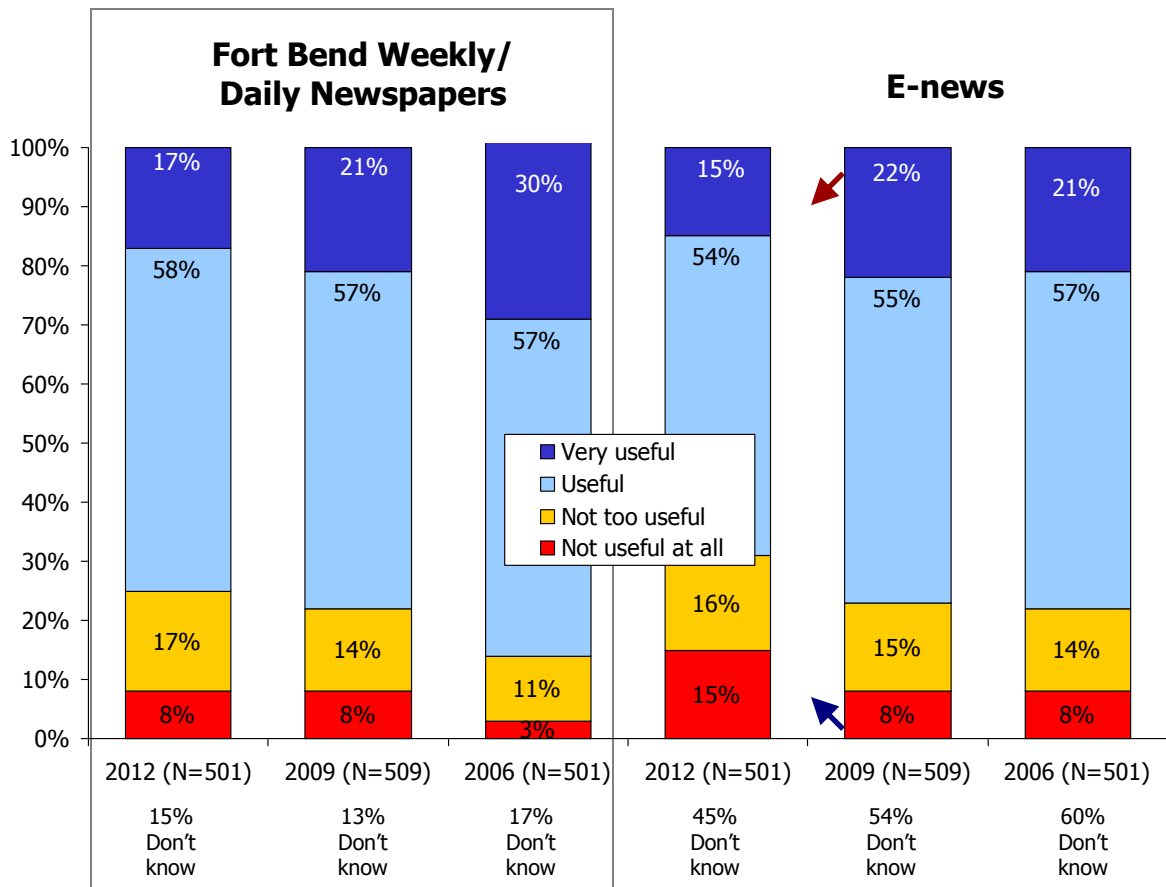
Usefulness of Information Sources



- The City Community Newsletter (Sugar Land Today) received fewer *Excellent* ratings, but still maintains high ratings overall.

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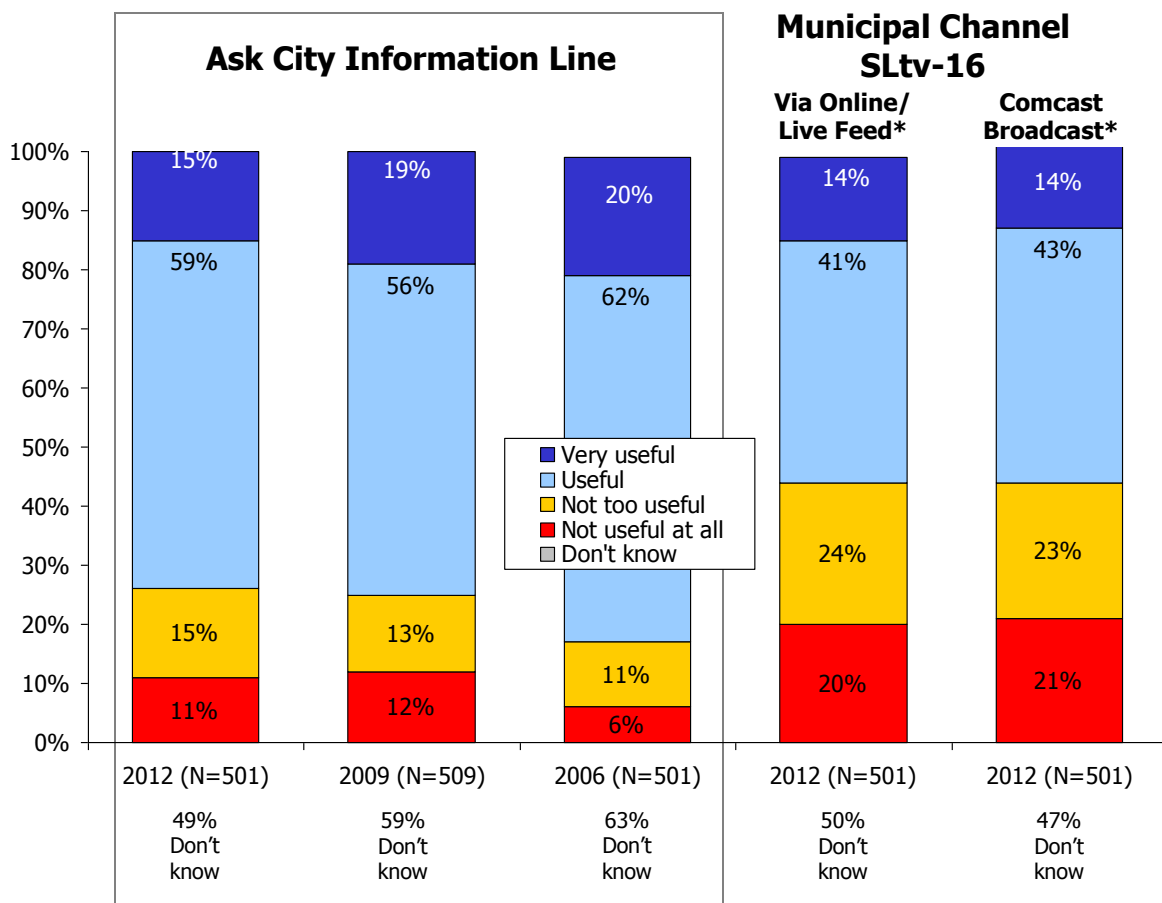
Usefulness of Information Sources



- The E-news declined in its usefulness scores with *Very Useful* decreasing from 22% to 15% and *Not useful at all* increasing from 8% to 15%.

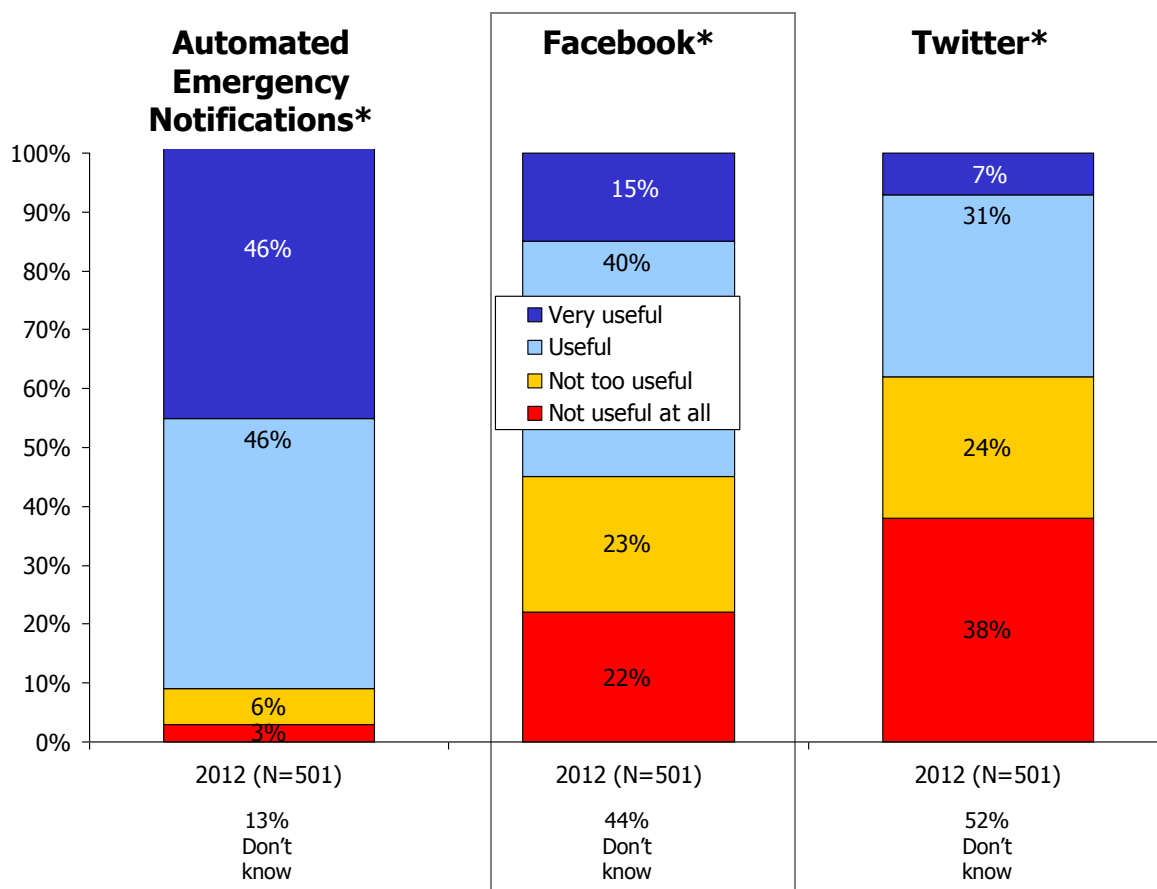
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Usefulness of Information Sources



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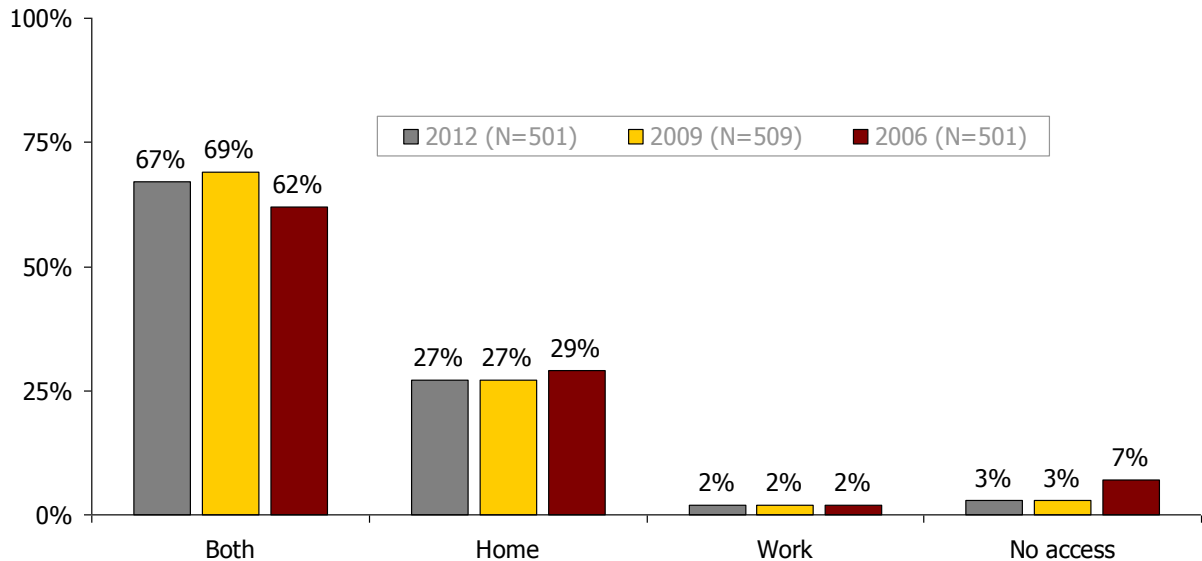
Usefulness of Information Sources



- 92% rate the Automated Emergency Notifications system as useful.
- Usefulness of social media sources is limited at this time.

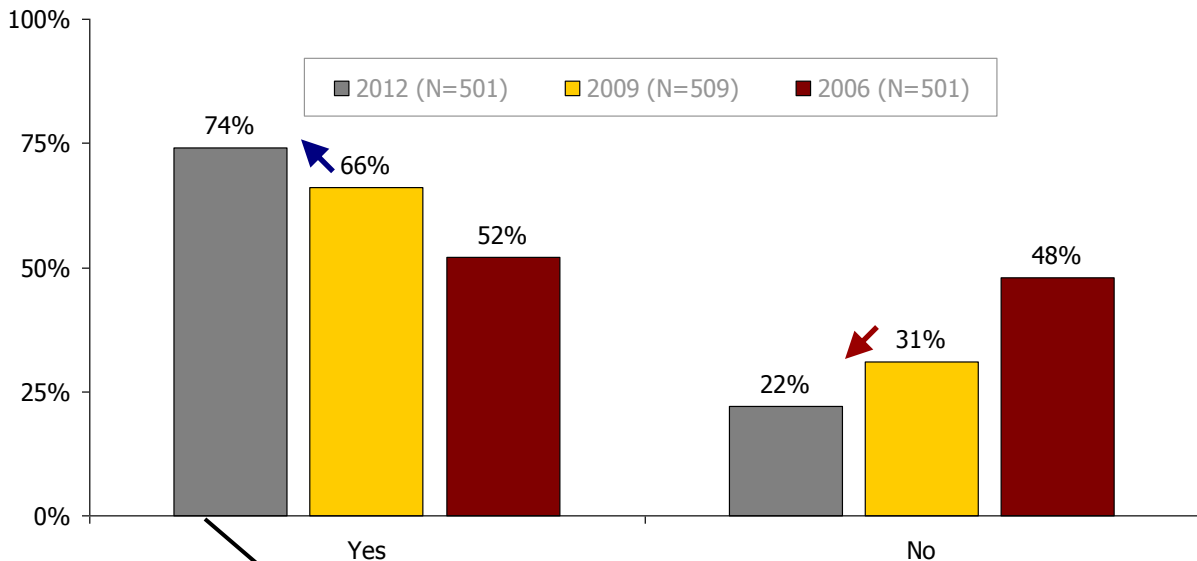
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Internet Access Locations



- Residents' Internet access is consistent with 2009 numbers with a majority having access at both work and home.
 - Only 3% of respondents do not have any access to the Internet.

Visited City Web Site



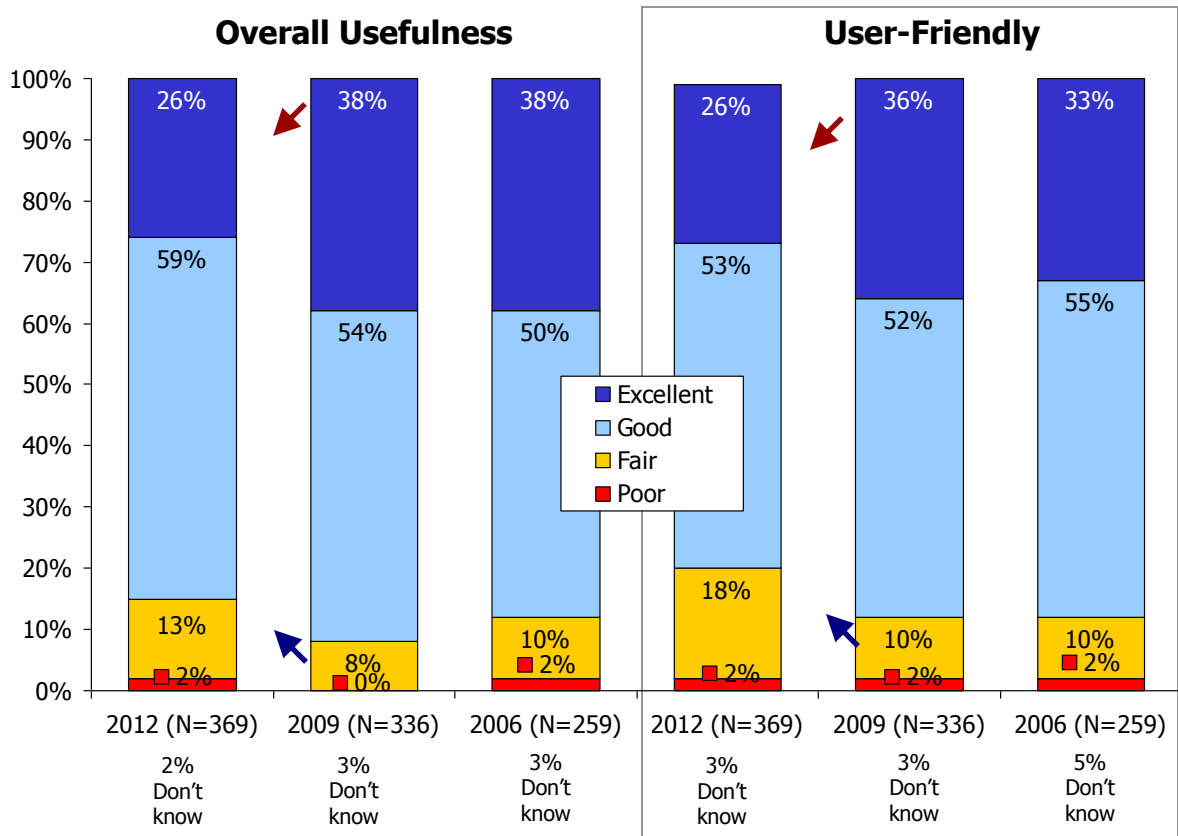
Ever visited web site using mobile device	
Yes	21%
No	78%
Don't know	1%
Base: 369	

Those who visited web site through mobile device

- The number of residents accessing the City web site continues to increase in 2012.
 - 74% have accessed the web site.
 - Of these, 21% accessed the web site using a smart phone or other mobile device.

Ratings of Web Site Attributes

Base = Those who used the web site

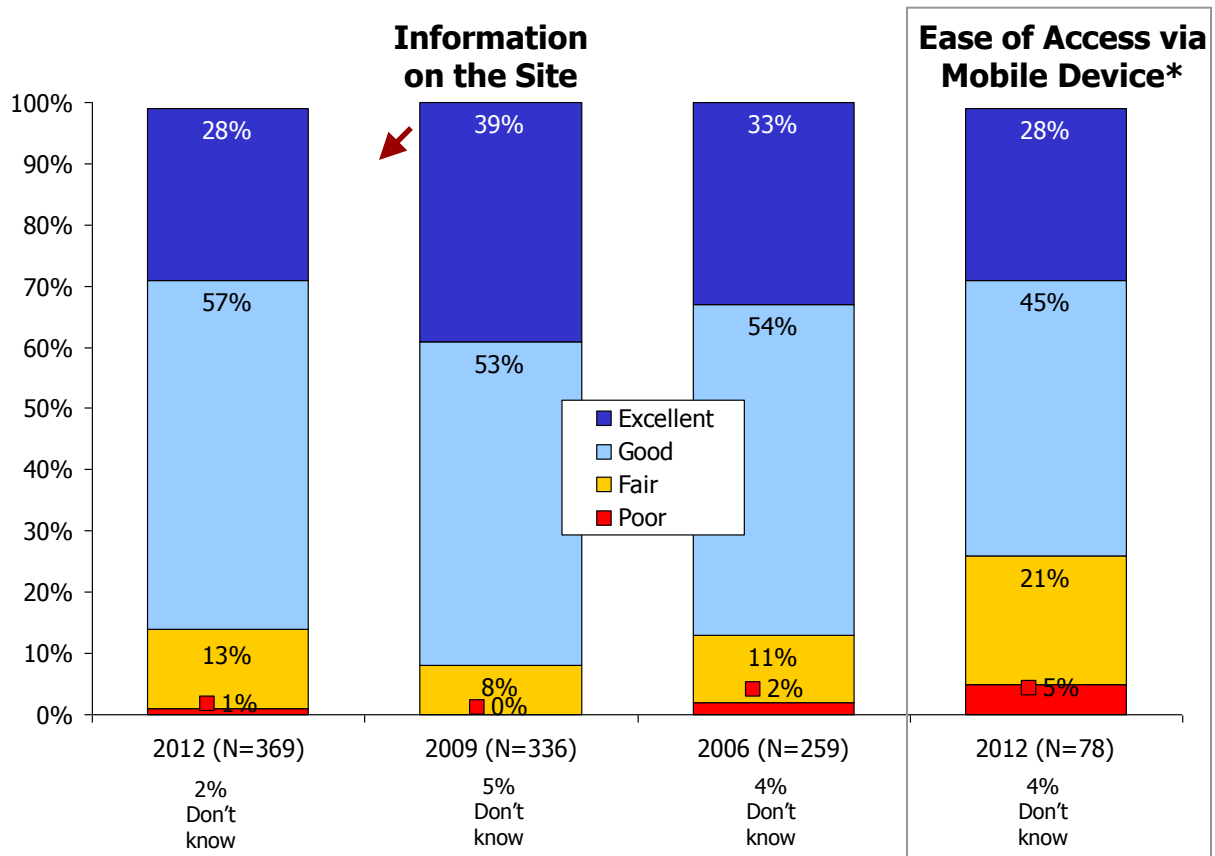


- Even though the *Excellent* ratings for Overall Usefulness, Information on the Site, and being User-Friendly declined, the web site receives at least 80% of respondents' *Good* or *Excellent* ratings for:
 - Information on the site (*Good*: 57%; *Excellent*: 28%)
 - Overall usefulness (*Good*: 59%; *Excellent*: 26%)
 - Being user-friendly (*Good*: 53%; *Excellent*: 26%)

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Ratings of Web Site Attributes

Base = Those who used the web site



- 73% of those using a mobile device rate the ease to access the web site through that device to be *Excellent* or *Good*.

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Preferred Method to Hear About City Events

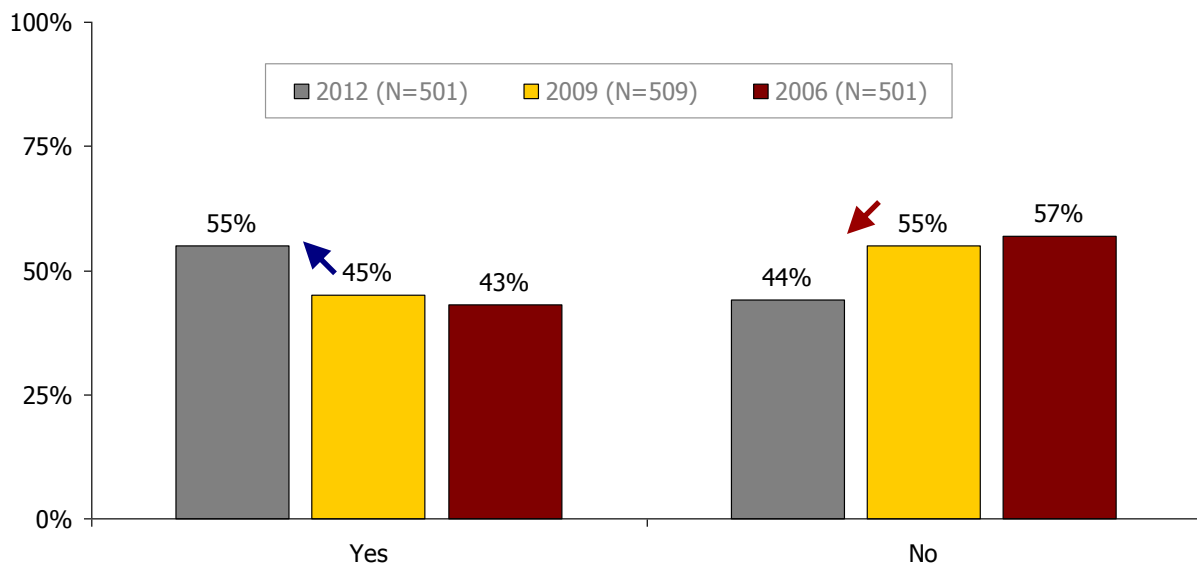
First Mention	
Direct mail	35%
Email	20%
City web site - information, news and alerts	10%
Online publications	9%
Community signage - billboards, signs, banners	6%
Social media	3%
Base: 501	

Other mentions by 2% or less

- The top two preferred methods are Direct Mail and Email, which tells the City it is important to continue both of these methods to reach the majority of residents.

Parks and Recreation

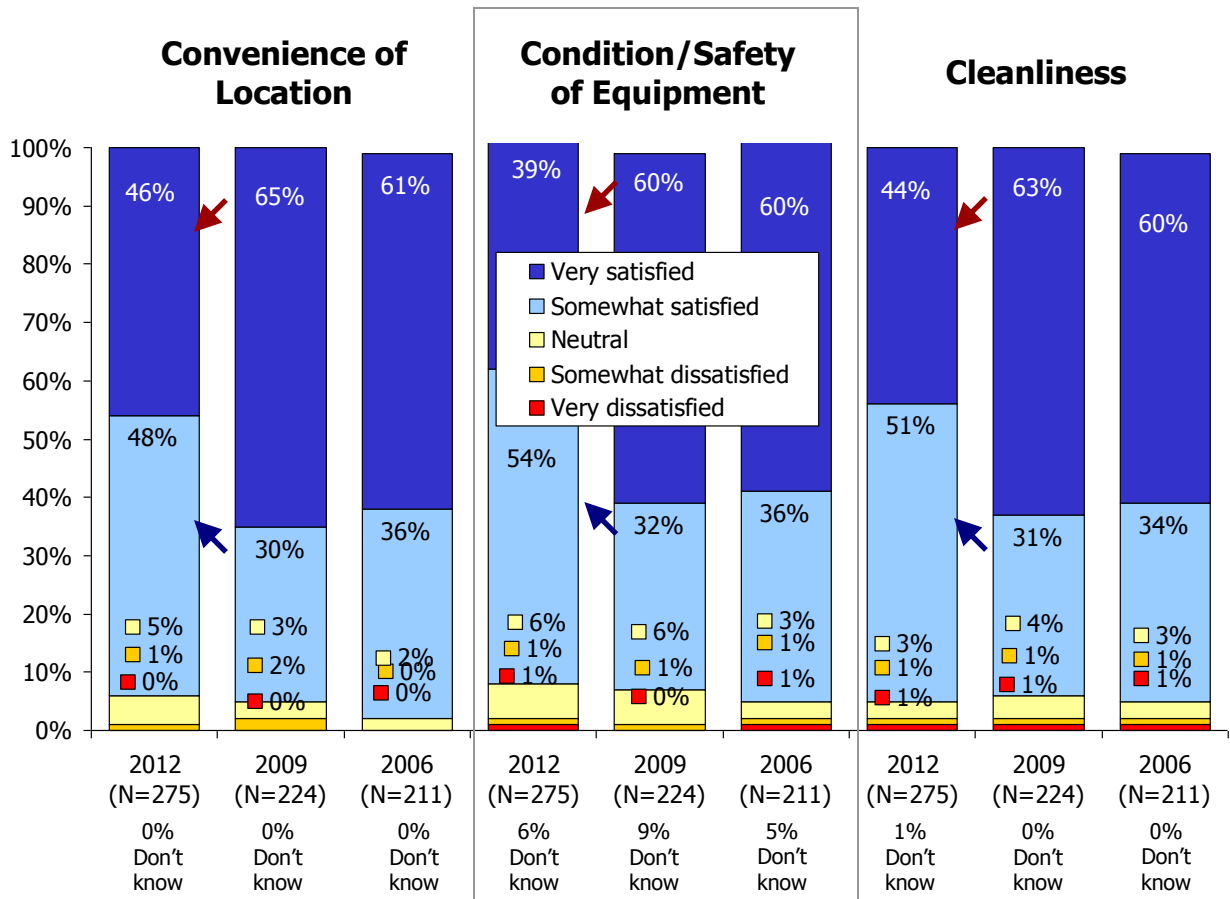
Used a City Park or Recreational City Facility



- More residents have visited a City park or recreational facility in 2012 compared to 2009.

User Satisfaction With City Parks/Facilities

Base = Those who used a city park or facility

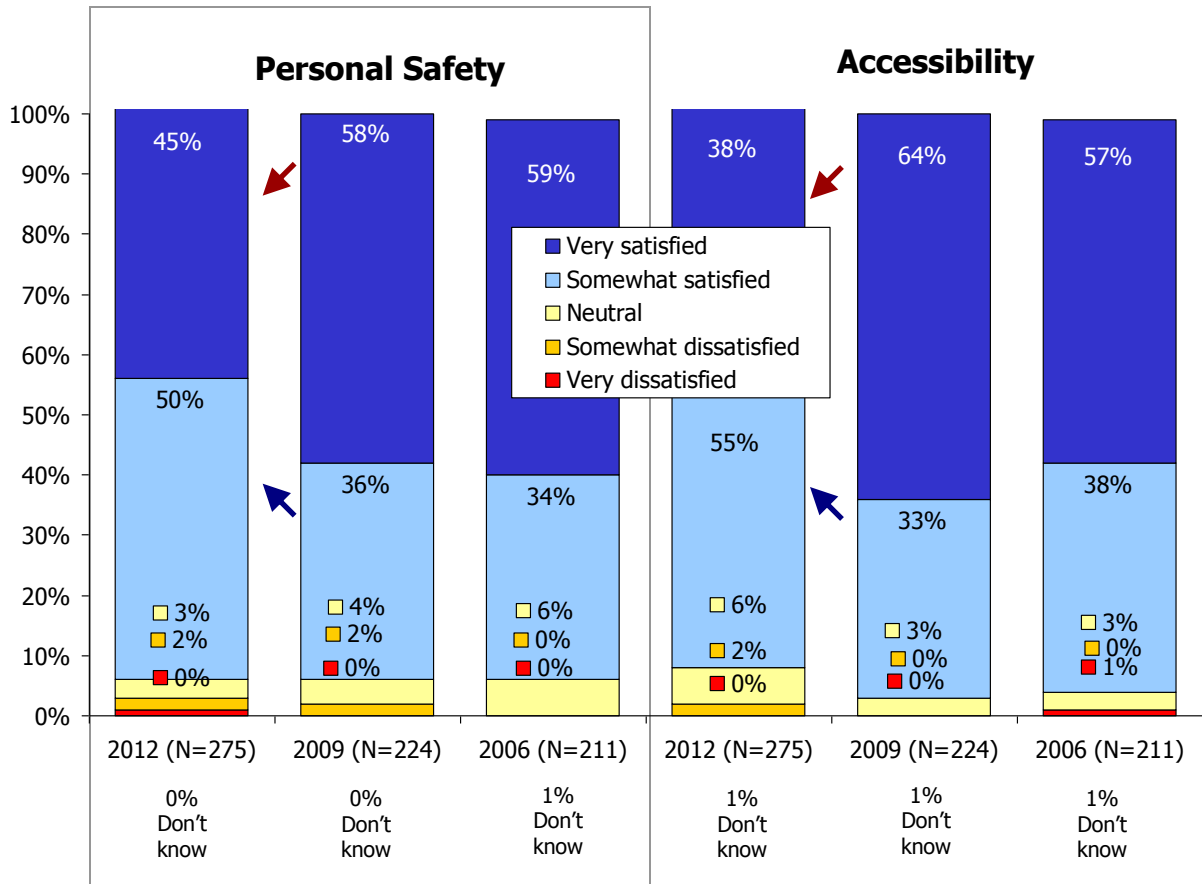


- Although the *Very satisfied* ratings declined in 2012 for all the factors, all factors of the City Parks/Facilities received at least 90% *Very/Somewhat satisfied* ratings with the exception of the reservation process (83%).
- The declines could be due to increased usage; possibly indicating the need for more resources to maintain the City parks.

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User Satisfaction With City Parks/Facilities

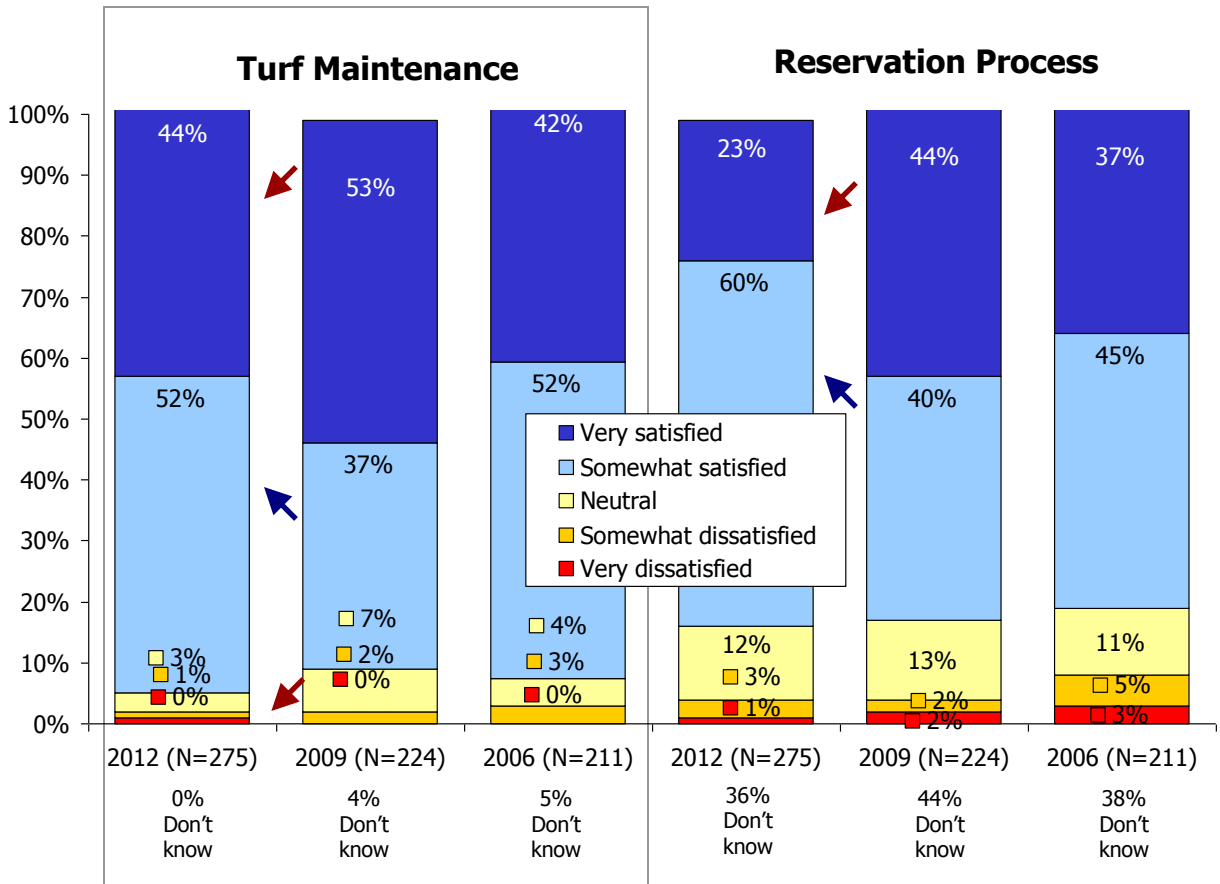
Base = Those who used a city park or facility



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User Satisfaction With City Parks/Facilities

Base = Those who used a city park or facility

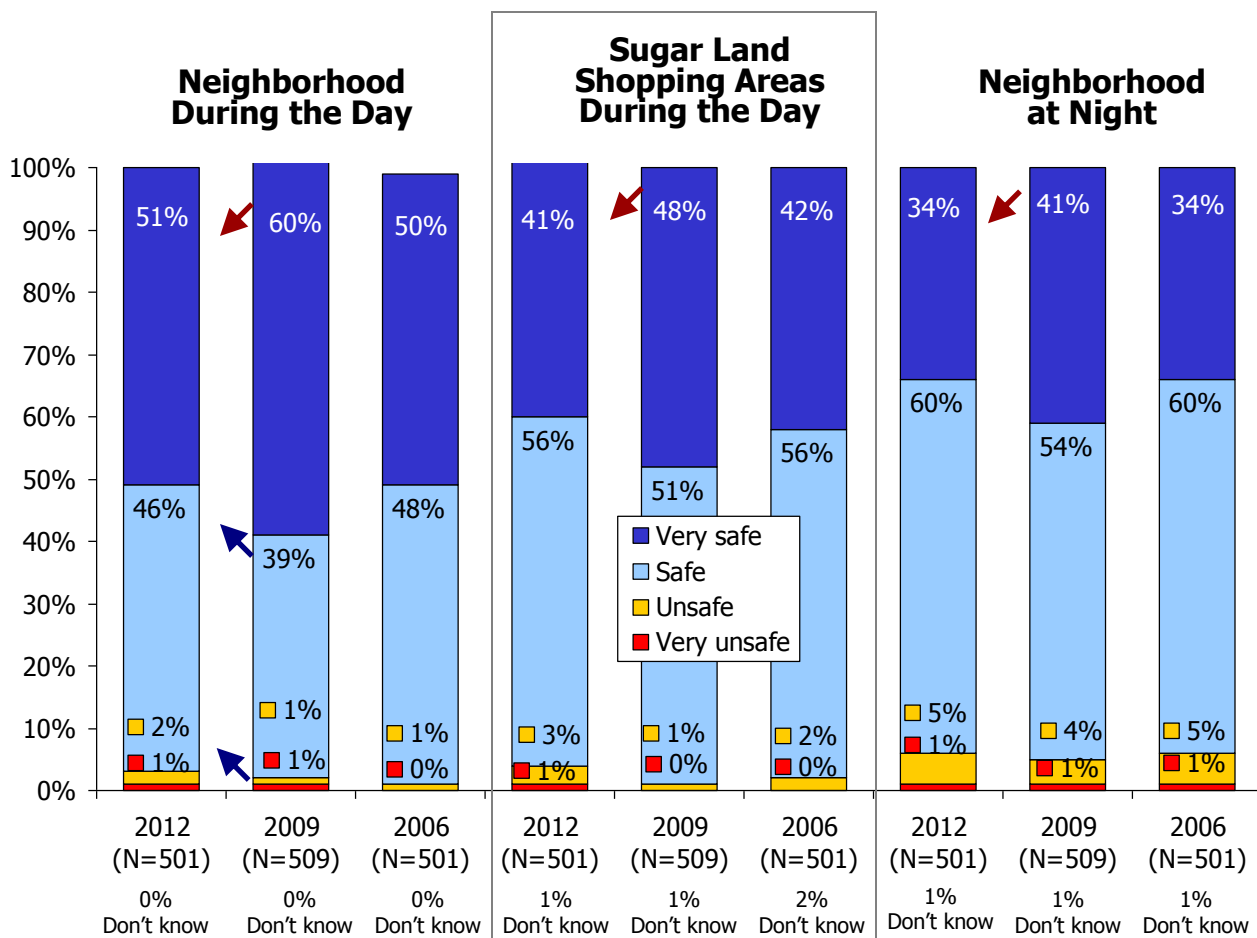


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Police Department

Rating of Safety

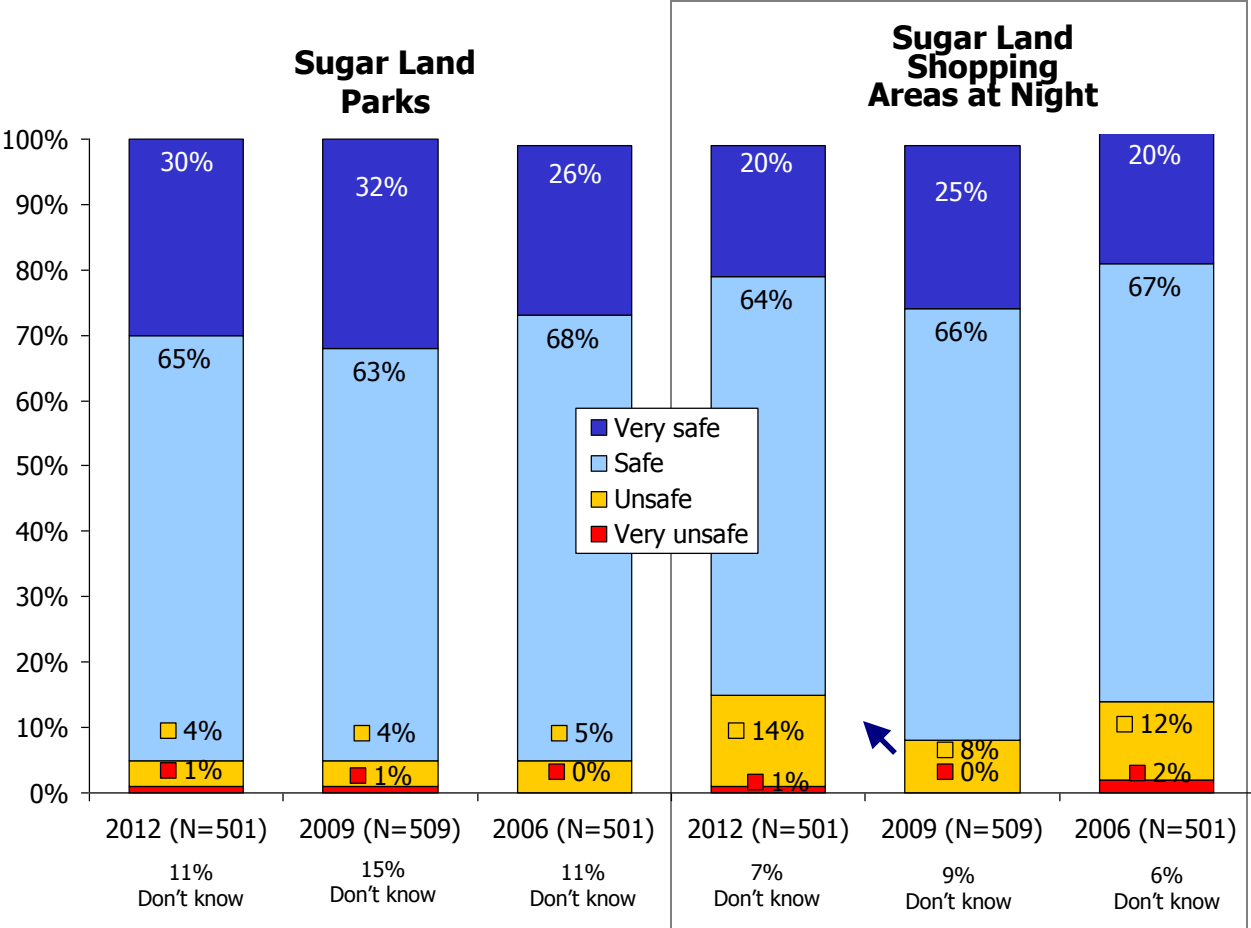


- There was a downward shift among safe ratings in 2012. *Very safe* declined while *Safe* ratings increased at:
 - Neighborhood during the day and night
 - Sugar Land shopping areas during the day.

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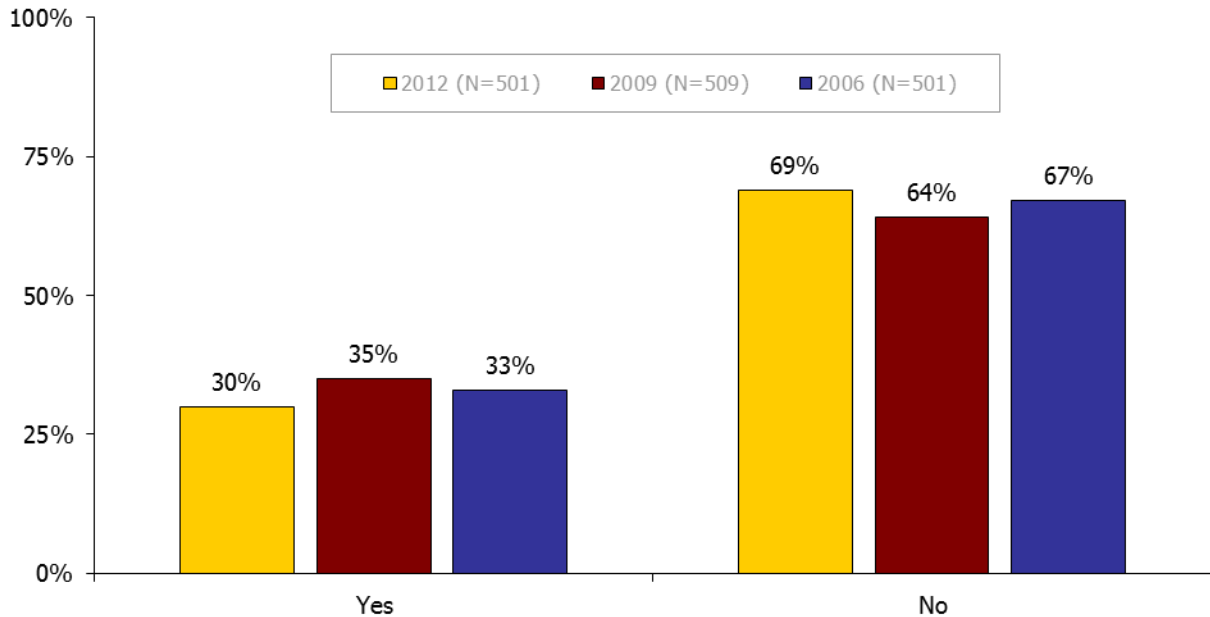
Rating of Safety



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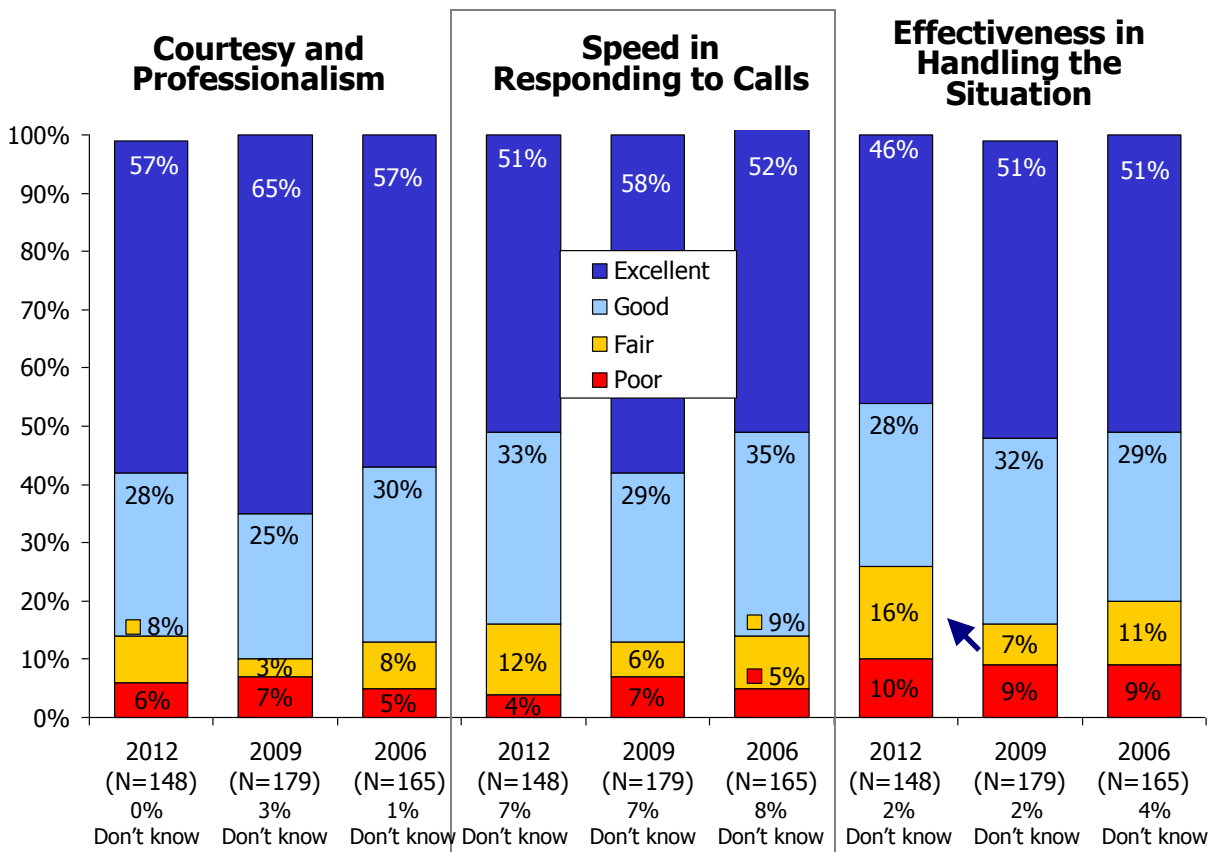
Contact With Police Services in Past Two Years



- 30% of respondents report having contact with police services in the past two years.

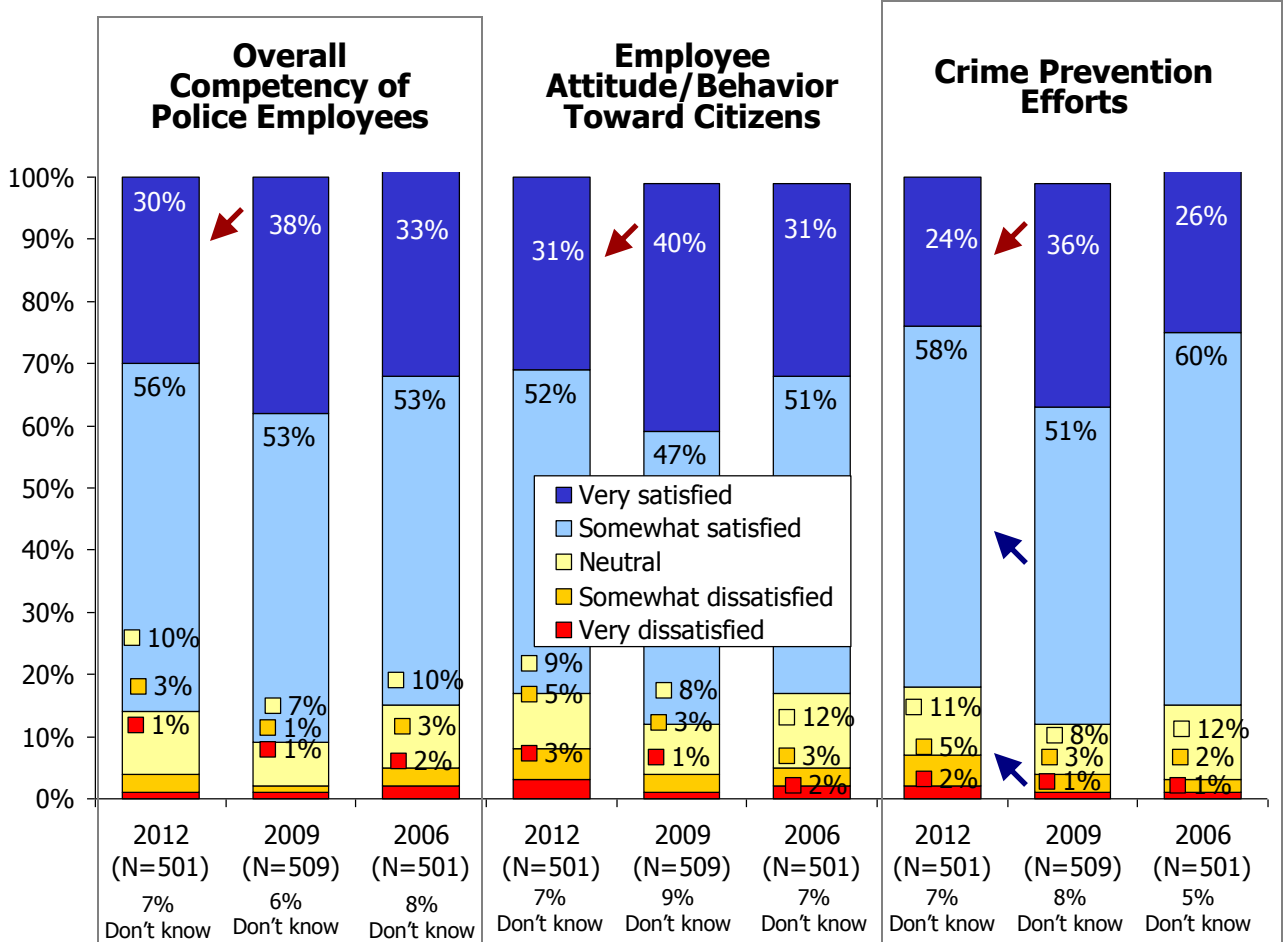
Ratings of Performance of the Sugar Land Police Department

Base = Those who had contact with the Sugar Land Police Department



- At least 80% of respondents give police performance *Good* or *Excellent* ratings for Speed in Responding to Calls and Courtesy and Professionalism.
 - The 2012 positive ratings remain consistent with past waves.

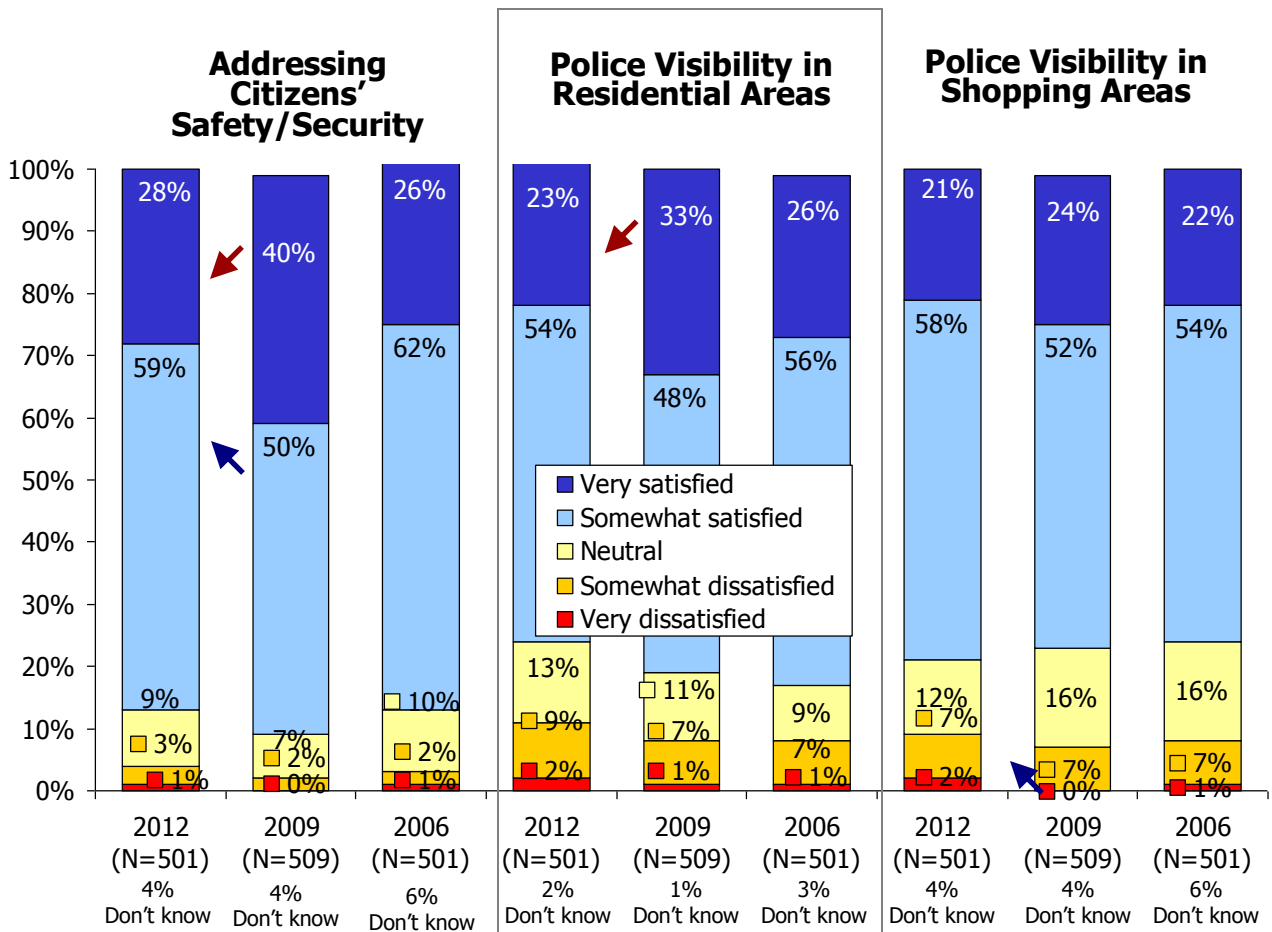
Satisfaction With Police Services



- In 2012 there is a significant decrease in *Very satisfied* ratings for Overall competency of Police employees, Employee attitude/behavior toward citizens, Crime Prevention efforts, Addressing Citizens' safety/security, Police visibility in residential areas, Traffic enforcement, and reducing juvenile crime.
 - Regardless of this downward shift, the overall ratings for all factors remain highly positive with at least 68% giving each factor a *Very satisfied* or *Somewhat satisfied* rating.

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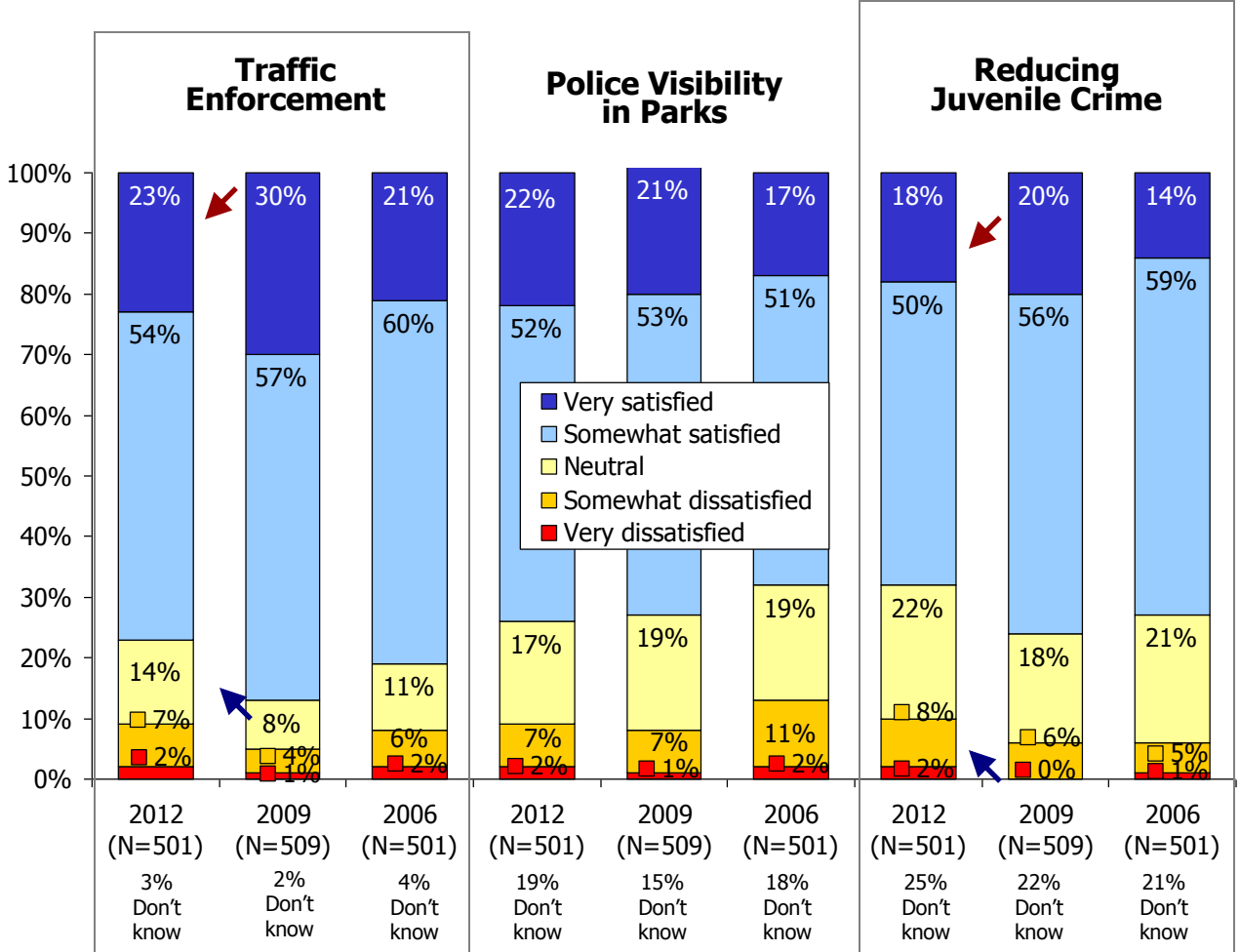
Satisfaction With Police Services



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Satisfaction With Police Services



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Top Responses From Open-ends

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

No comment/suggestions	45%
Satisfied/they are doing a good job	8%
More visibility in neighborhoods	13% *
More visibility in shopping areas	7% *
More visibility overall	4% *
More visibility during peak hours	3% *
Concentrate more on crime	3%
Treat citizens with more respect	4%
Base:	501

* 27% mention some form of visibility

Other responses by 2% or less of total sample

"More patrolling at night in residential areas."

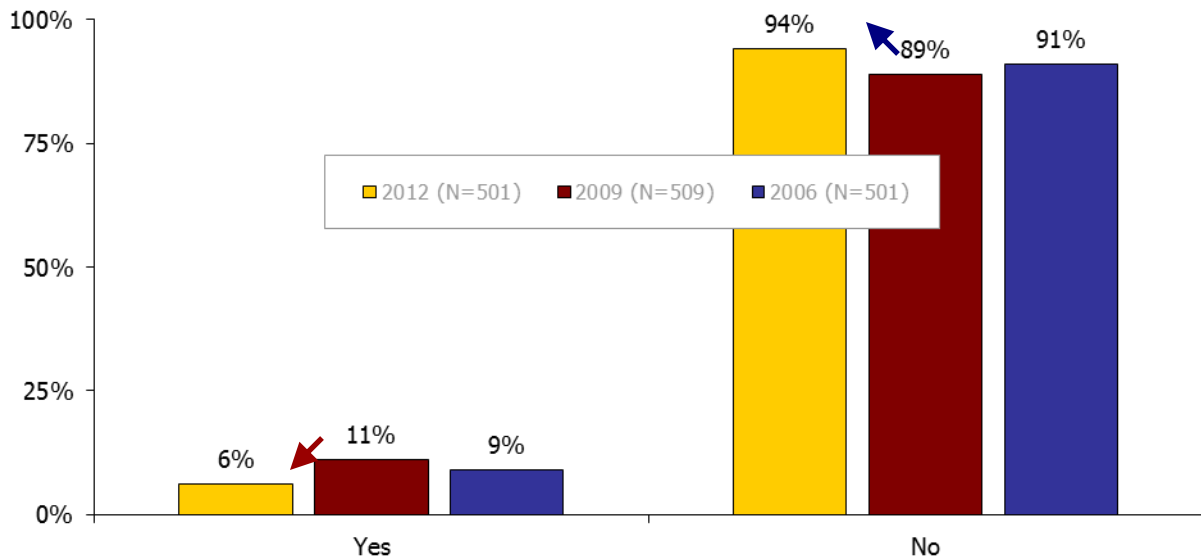
"They need more visibility in shopping areas."

"I would like to see more police in school areas during school. Some people are speeding through those areas and I don't see the police for that. Also we need more police in shopping areas during the day."

"Maybe they should hire more police officers."

Fire Department

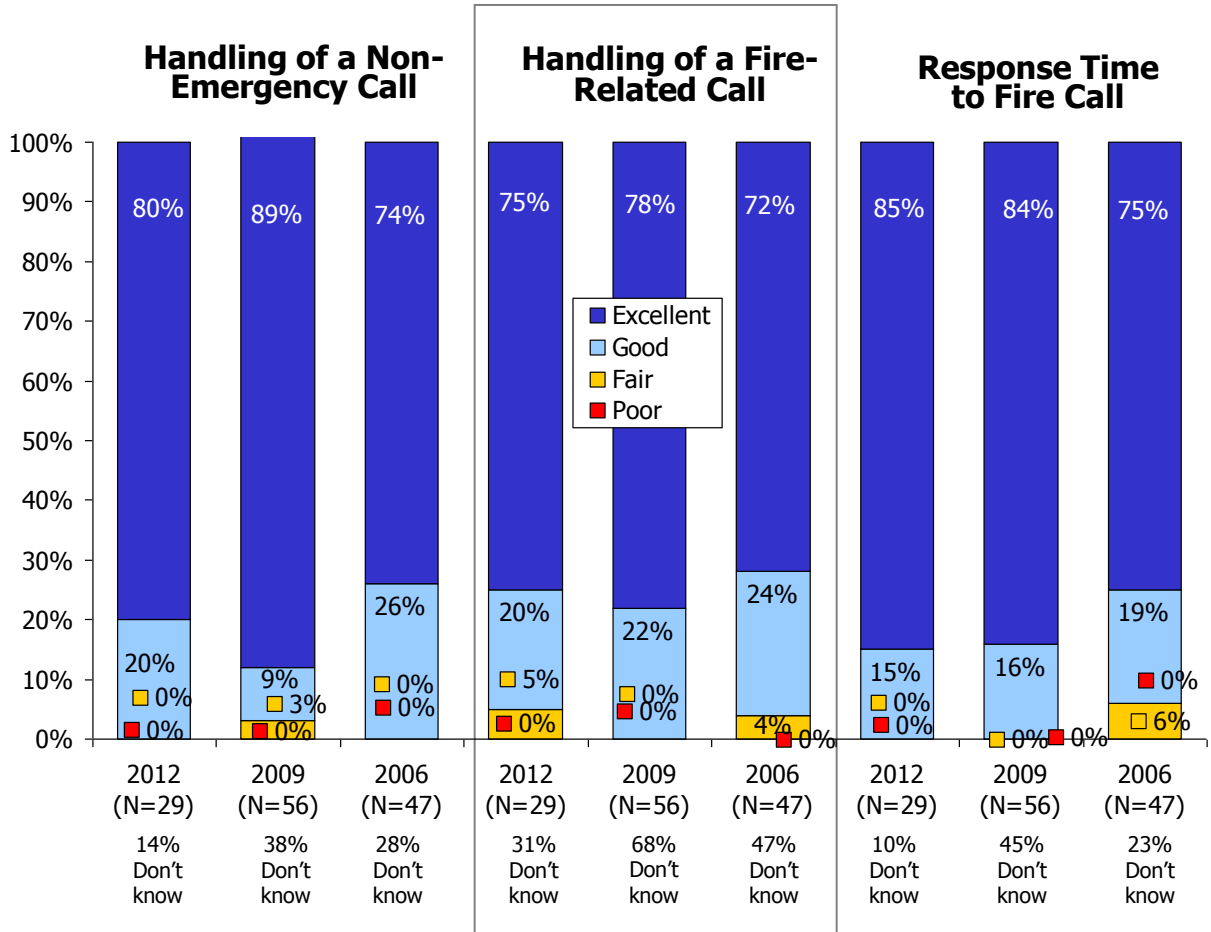
Called Sugar Land Fire Department in the Past Two Years



- Only 6% of respondents report having contacted the Fire Department. This is a decrease since 2009.

Rating of Fire Department Performance

Base = Those who called Sugar Land Fire Department for fire/non-emergency

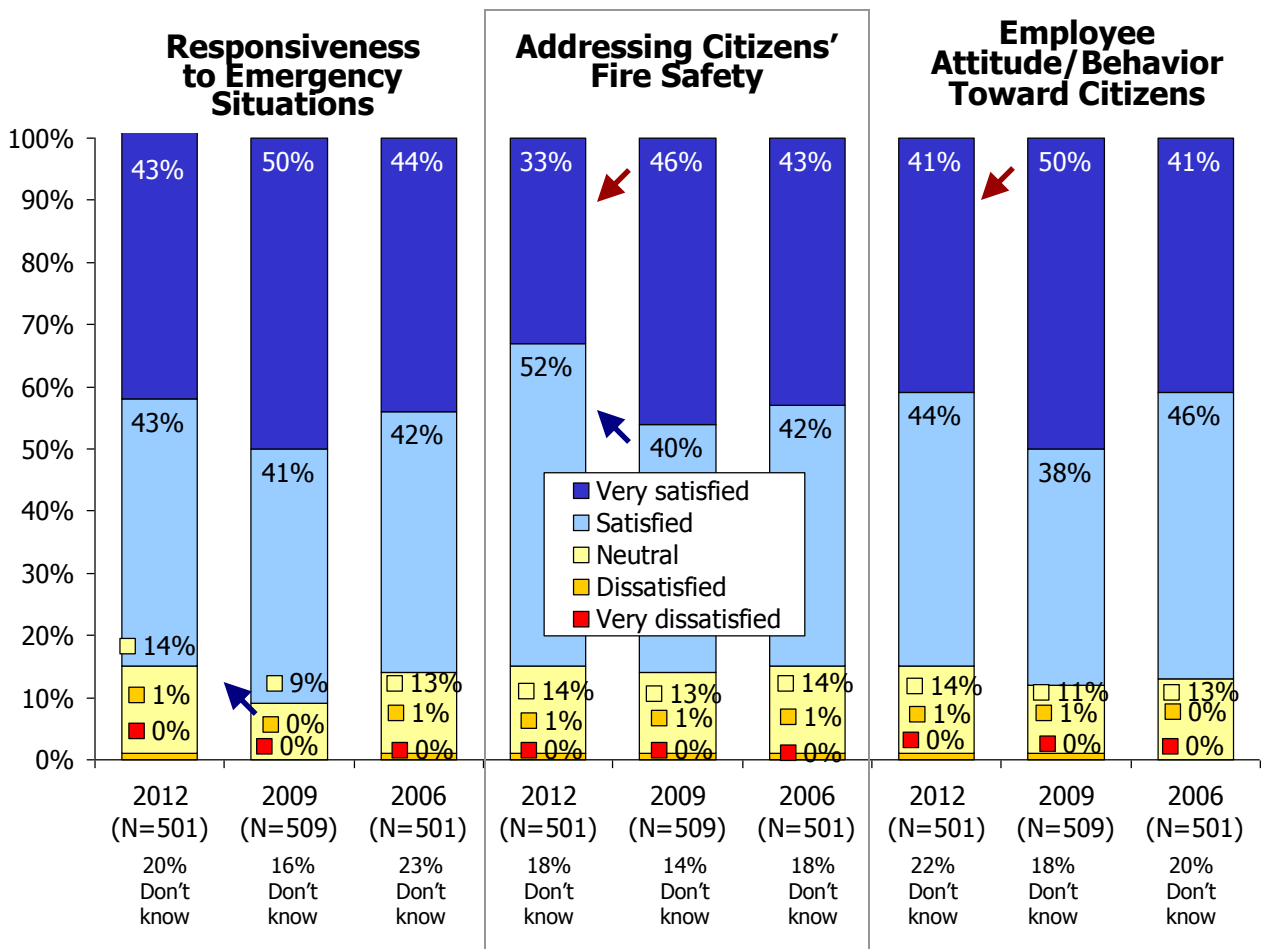


- Those who called the Fire Department continue to be very positive about how their call was handled regardless of the call type.

* Question reworded in 2012 from 'fire or medical call' to 'fire or non-emergency call'



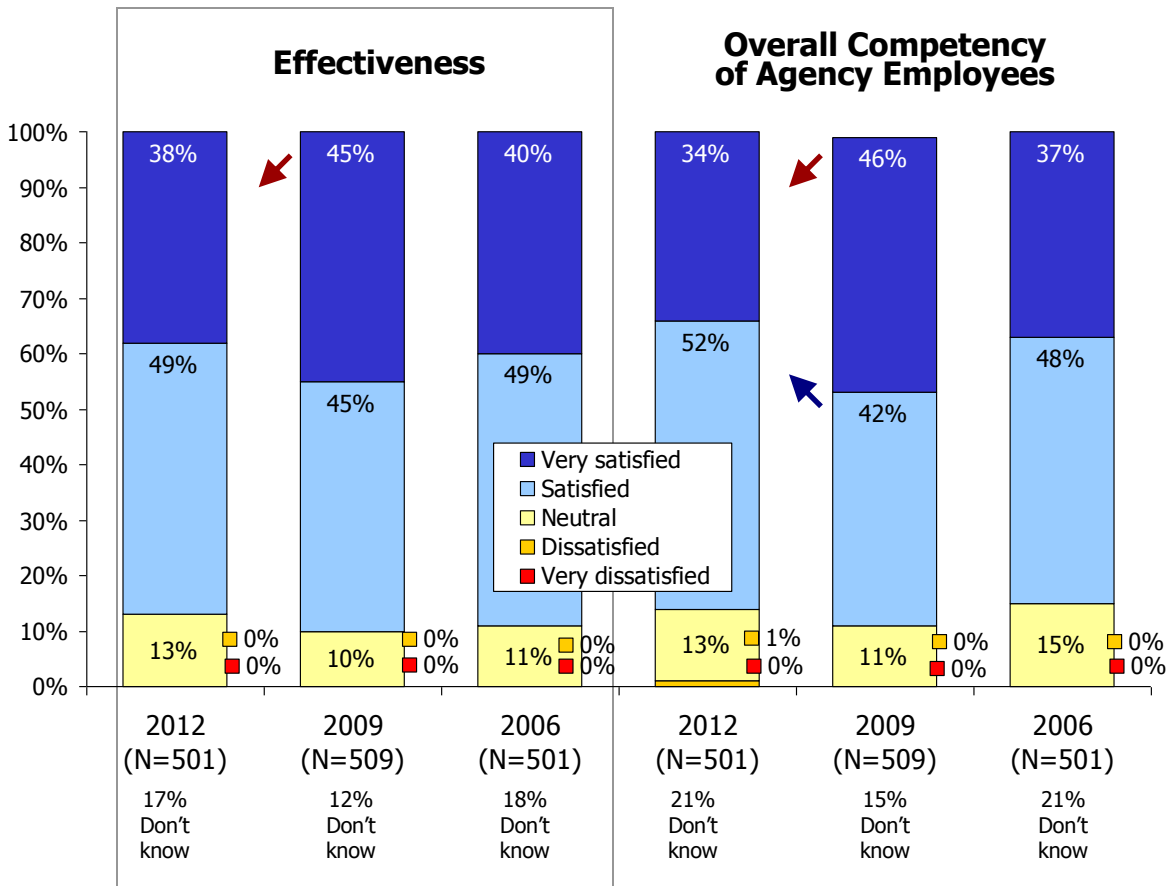
Satisfaction With Sugar Land Fire Department



- Regardless of whether or not they had contact with the Fire Department, all respondents were asked their satisfaction with different factors of the Fire Department (based on what they have seen or heard).
- Residents' *Very satisfied* ratings declined this wave for all factors except Responsiveness to emergency situations.

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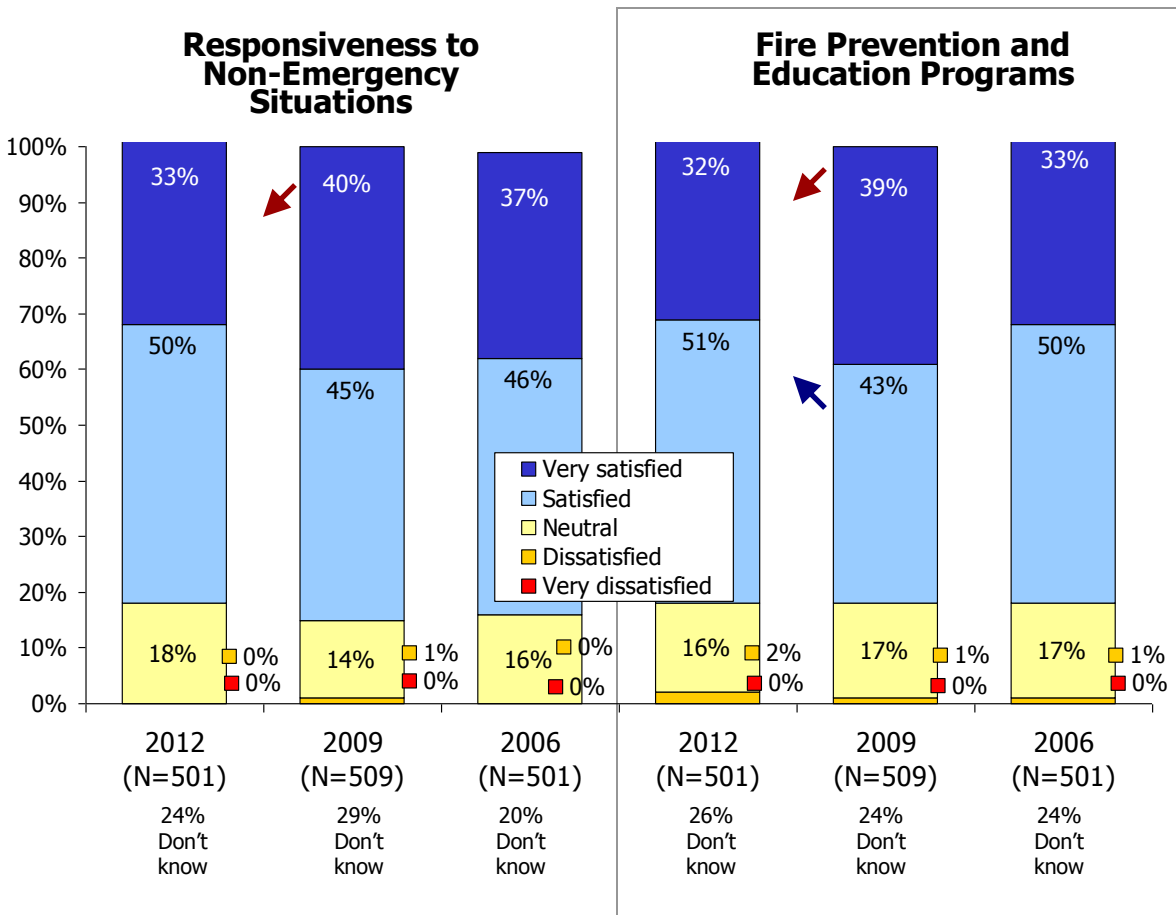
Satisfaction With Sugar Land Fire Department



- Effectiveness and Overall Competency of Agency Employees receive fewer *Very satisfied* ratings in 2012.

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Satisfaction With Sugar Land Fire Department

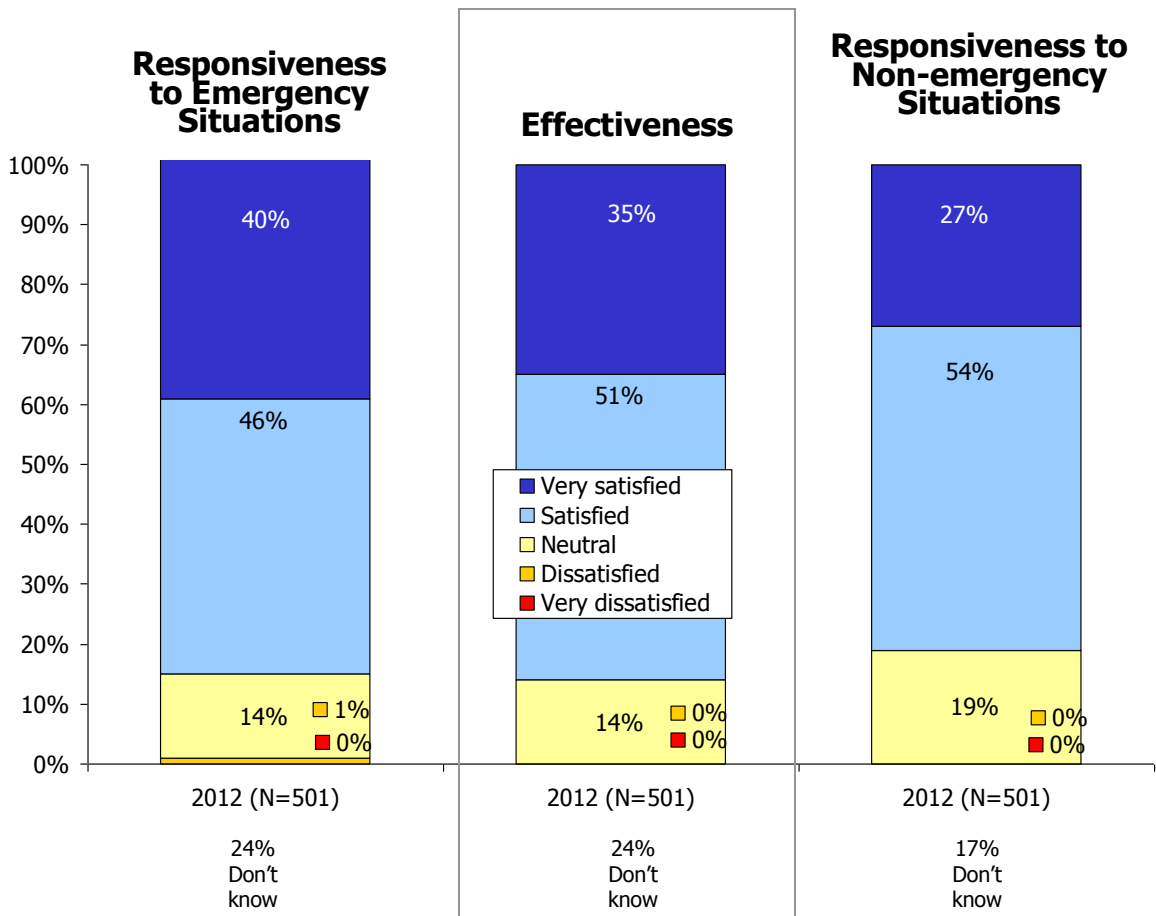


- Responsiveness to Non-Emergency Situations and Fire Prevention and Education Programs receives fewer *Very satisfied* ratings in 2012.

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Satisfaction With Sugar Land First Response

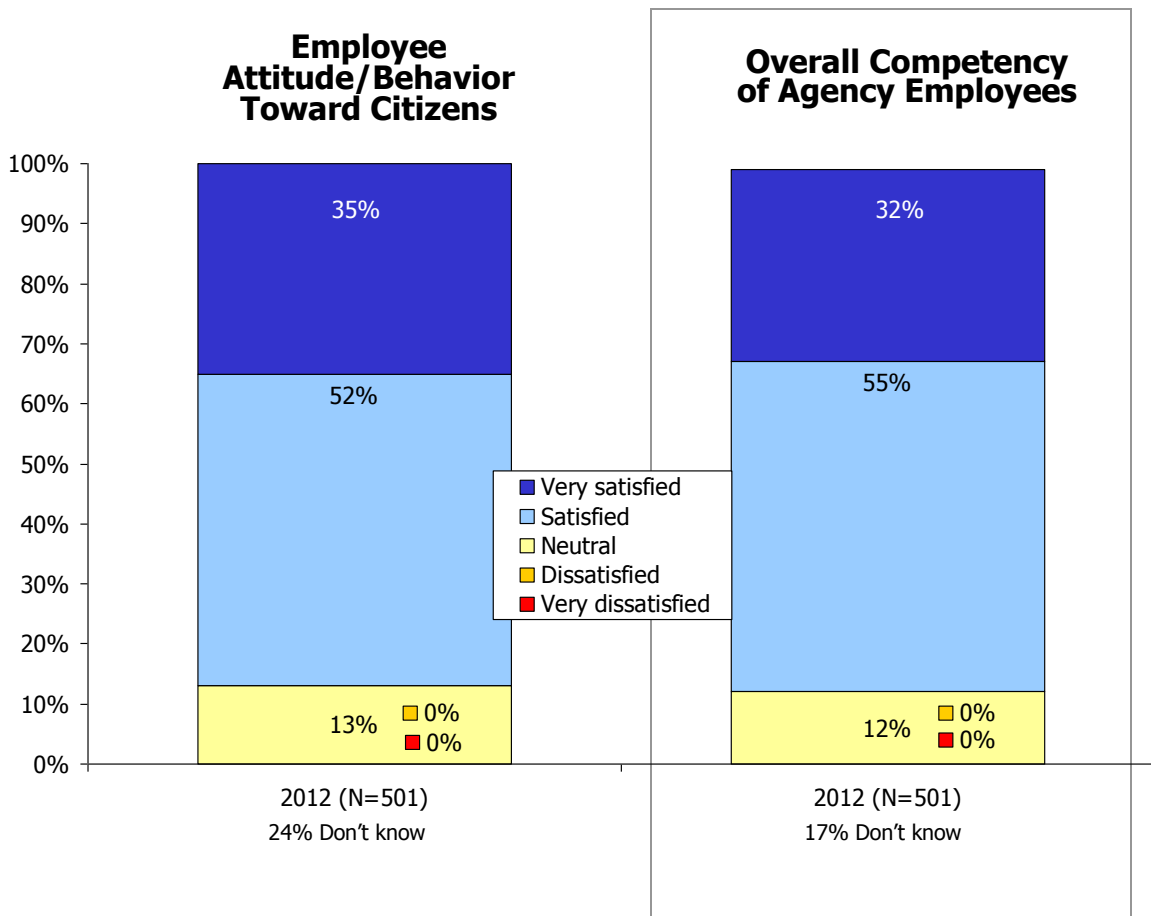


- In 2012, residents rate the City's First Response service separately from the Fire Department ratings. All of the factors related to first response received 80% or greater *Very satisfied* and *Satisfied* ratings.

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Satisfaction With Sugar Land First Response

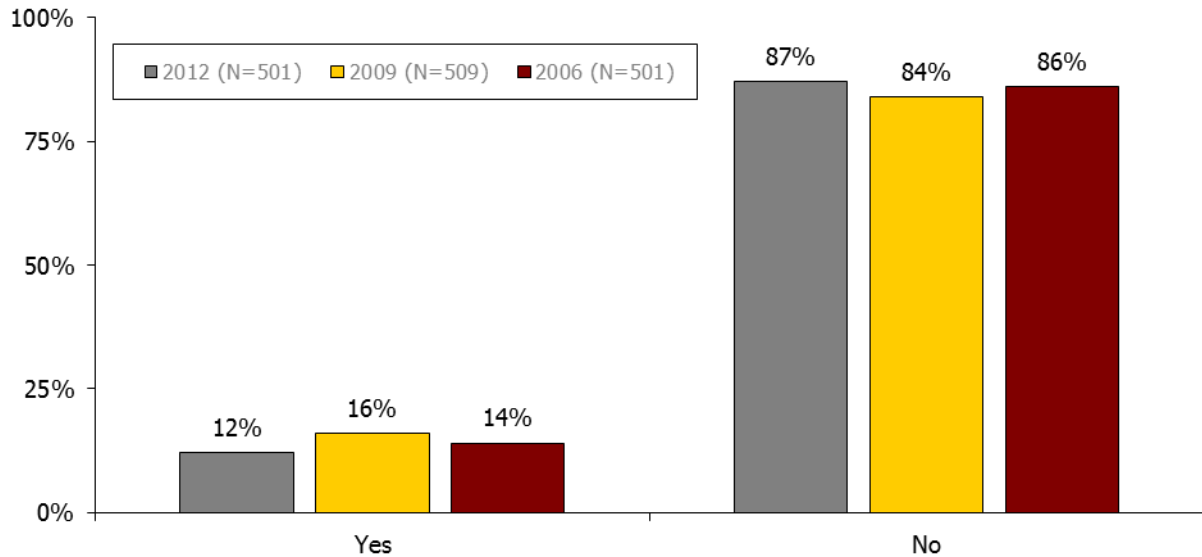


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* New question in 2012



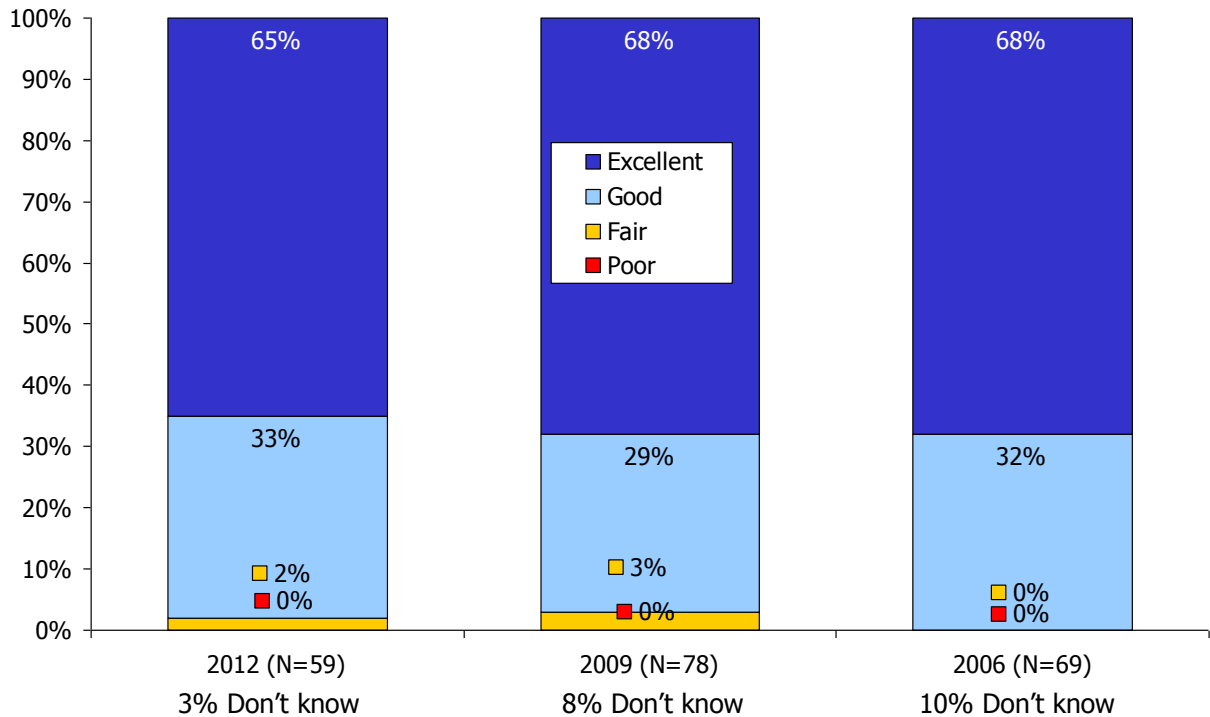
Participation in Fire Department Prevention Education Program, Event, or Tour



- Only 12% participated in a fire station program, event, or tour.

Rating of Prevention Education Program, Event, or Tour

Base = Those who participated in program, event, or tour



- Of this 12% that participated, most (98%) gave a *Good* (33%) or *Excellent* (65%) rating.

Comments and Suggestions

Top Responses From Open-ends

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

Happy - City is doing a good job	12%
Better traffic control	4%
Sugar Land is a great place to live	4%
Need more parks/running trails/recreation areas or facilities	4%
Better trash collection	4%
Improve/maintain sidewalks	3%
Police - more visibility or proactive	3%
More events or activities for residents	3%
Nothing	45%
Base:	501

Other responses by 2% or less of total sample

"Just keep doing what you are doing now, we have good management and planners."

"I am very impressed with the City, but they could have more cultural attractions, such as museums. Also, they should build more galleries. Overall, I'm extremely satisfied."

"Sugar Land is a great place to live, especially to raise a family. Great churches and recreational activities."

"Peak hours traffic is too congested. Perhaps add more lanes."