



Citizen Survey Summary

In June 2018, the League City Communications Department created a “Citizen Survey” using the online tool SurveyMonkey. The electronic survey ran for a period of two weeks from Sunday, June 17 to Sunday, July 1 and was made available 24/7 at the link www.LeagueCity.com/survey. This link was prominently posted on the City’s website and shared daily over the two-week time period on the City’s social media channels, nextdoor.com, and channel 16. The survey link was also shared with the local media via a press release. Citizens could also take a paper version of the survey, which was distributed at the Town Hall meeting on June 20, 2018.

The survey contained four questions that gathered basic information about the respondent (name, address, email, age, and how long they have lived in League City) as well as nine questions related to the City’s growth, development, short-term and long term-goals, City services, and taxes.

The survey contained both open and closed-ended questions. Respondents were given up to 200 characters to provide their answers to open-ended questions. Closed-ended questions included a yes or no answer, a multiple-choice answer or a ranking in order of importance. See example below.

Please rank the following items in the order of importance, with one being the most important and eight being the least important.

- *Secure water supply for City’s development and growth*
- *Improve traffic flow and mobility in the City*
- *Develop a long-term financial plan to reduce debt burden on residential property owners*
- *Maintain emergency response times for police, fire, and EMS services*
- *Develop more parks and recreational facilities, recreational programming, and hike/bike trails*
- *Create opportunities for development along Clear Creek and enhance public access to the creek*
- *Implement enhanced development standards that address aesthetics, flood risk, site planning, and energy (LEED)*
- *Identify and target potential investors and partners to create entertainment venues for the City*

Closed-Ended Question Results

2,742 individuals took the survey, which amounts to slightly over **3 percent of the City’s total population** of residents who are 18 and above (approximately 83,000). Of those who took the survey, 83 percent completed all 13 questions. The average time spent on the survey was 7 minutes.

Closed-ended questions (either multiple choice, yes/no answers or rank in order) were tallied instantaneously using the SurveyMonkey analytics feature. The results are as follows:

44 percent of those individuals who took the survey were between the ages of 35-54. 30 percent of League City residents fall within this age range, with 35.4 being the League City median age. Of those residents taking the survey, **38 percent** were relatively “new” to League City, having lived here for **0-10 years**. **33 percent** have lived here for **10-20 years** and **33 percent** have lived in League City for **20 years or more**.

72 percent of survey respondents were **NOT aware** that the average homeowner in League City pays \$3.90 for the use of City services, facilities, and to support City programs and infrastructure.

Of those who took the survey, only **15 percent** would support **paying an increase in taxes** to support enhanced City services, programs, projects, and infrastructure. This compares to **49 percent** who answered **maybe** and **36 percent** who answered **no**.

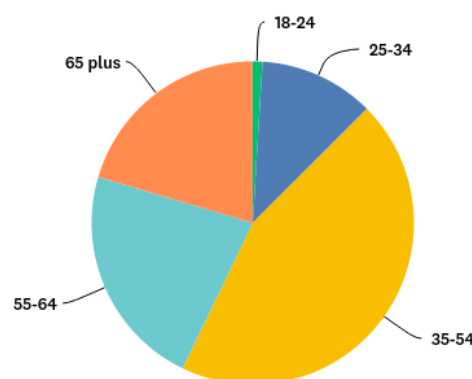
When asked about the value of **City services**, only **6 percent were not satisfied**. The remaining 94 percent were somewhat satisfied, satisfied, or very satisfied. **65 percent** of respondents said there was a City service that they **would like to see improved**.

When asked to rank **8 initiatives**, which were pulled from the City’s recently approved Strategic Action Plan, respondents ranked **“improving traffic flow and mobility in the City” as number 1**. The remaining initiatives ranked in order of importance are:

2. Secure water supply for City’s growth and development
3. Develop a long-term financial plan to reduced debt burden on residential property owners
4. Maintain emergency response times
5. Implement enhanced development standards that address aesthetics, flood risk, planning, LEED
6. Develop more parks and recreational facilities
7. Identify and target potential investors and partners to create entertainment venues in the City
8. Create opportunities for development along Clear Creek and enhance public access to the creek

Below are graphic representations of respondents’ answers to the open-ended questions.

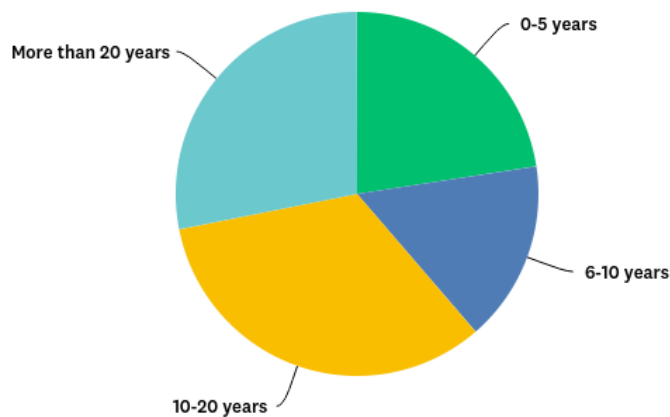
Q2 Age



44.62%	Age 35-54	(30% of League City’s population falls in this age range)
22.44%	Age 55-64	(11 % of League City’s population falls in this age range)
20.40%	Age 65 plus	(10 % of League City’s population falls in this age range)
11.57%	Age 25-34	(14% of League City’s population falls in this age range)
0.96%	Age 18-24	(12% of League City’s population falls in this age range)

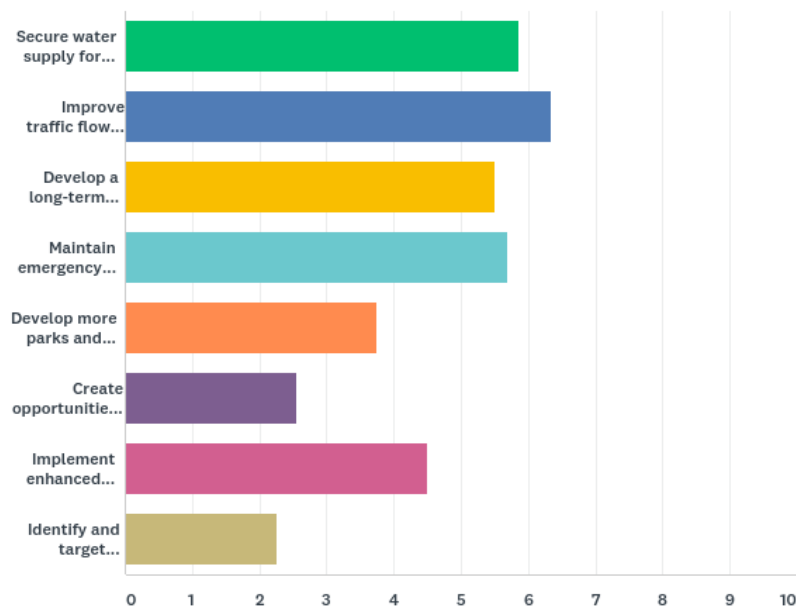
**Population numbers based on 2016 estimates*

Q3 How many years have you lived in League City?



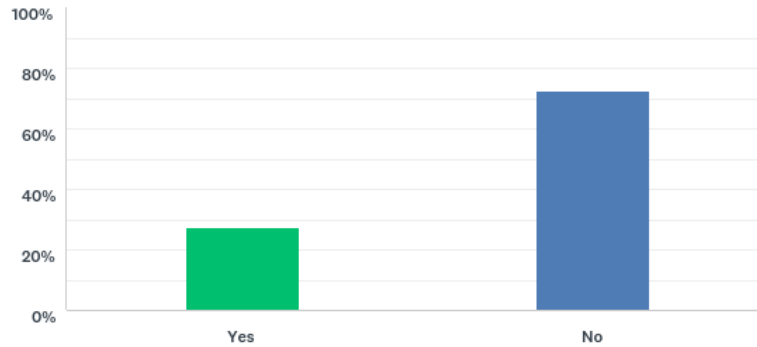
33.21% 10-20 years
 28.12% More than 20 years
 22.55% 0-5 years
 16.09% 6- 10 years

Q4 Please rank the following items in the order of importance, with 1 being the most important and 8 being the least important.



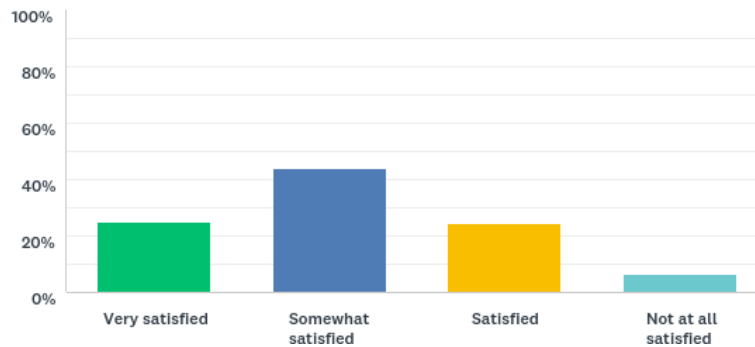
30.97% 1. Improve Traffic flow and mobility in the City
 23.12% 2. Secure water supply for City's growth and development
 17.45% 3. Develop a long-term financial plan to reduced debt burden on residential property owners
 14.42% 4. Maintain emergency response times
 11.87% 5. Implement enhanced development standards that address aesthetics, flood risk, planning, LEED
 4.02% 6. Develop more parks and recreational facilities
 1.55% 7. Identify and target potential investors and partners to create entertainment venues in the City
 0.69% 8. Create opportunities for development along Clear Creek and enhance public access to the creek

Q6 Are you aware that the average homeowner in League City pays \$3.90 a day for the use of City services, (police, fire, streets, wastewater, etc.) facilities (parks, library, etc.) and to support City programs and infrastructure?



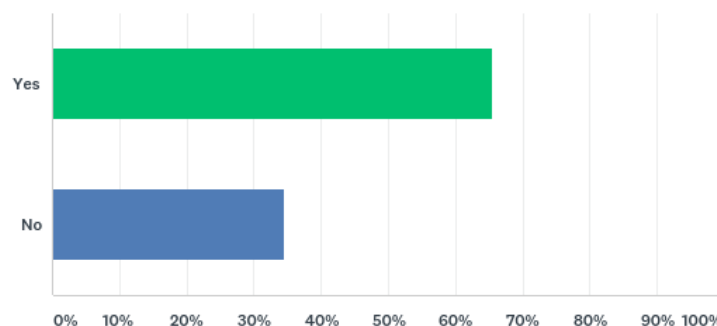
72.49% No
27.51% Yes

Q7 Overall, how satisfied are you with the value of City services you receive from your tax dollars?



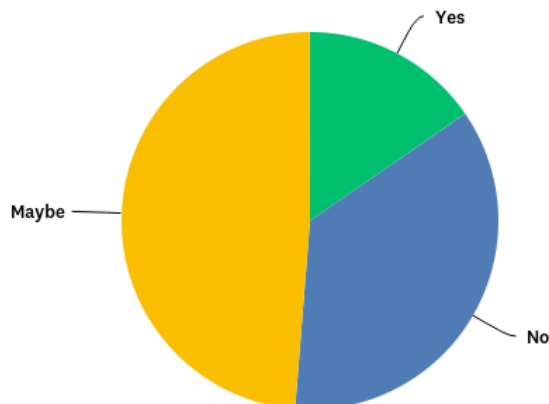
43.83% Somewhat satisfied
25.08% Very satisfied
24.71% Satisfied
6.38% Not at all satisfied

Q8 Is there a City service you would like to see improved?



65.59% Yes
34.41% No

Q10 Would you support paying an increase in taxes to support enhanced City services, programs, projects, and infrastructure?



48.72%	Maybe
35.88%	No
15.40%	Yes

Open-Ended Questions Results

There were four open-ended questions in the Citizen Survey.

1. Forty-eight percent of the City's land has yet to be developed. When planning for future development in League City, what would you like to see?
2. What is the key issue or issues you would like to see Council and City staff address or focus on in the coming year?
3. League City's current population is approaching 105,000 and is expected to continue to grow. What long-term goals (5 years+) should Council and City staff be focused on?
4. What City service needs to be improved?

Respondents had up to 200 characters to provide their responses. Many provided multiple responses to a single question. Staff members from the Communications Department and other City Departments spent over 80 hours during the month of July 2018 analyzing, categorizing, and calculating percentages for the answer(s) provided by survey respondents. The results are as follows.

When planning for future development in League City, what would you like to see?

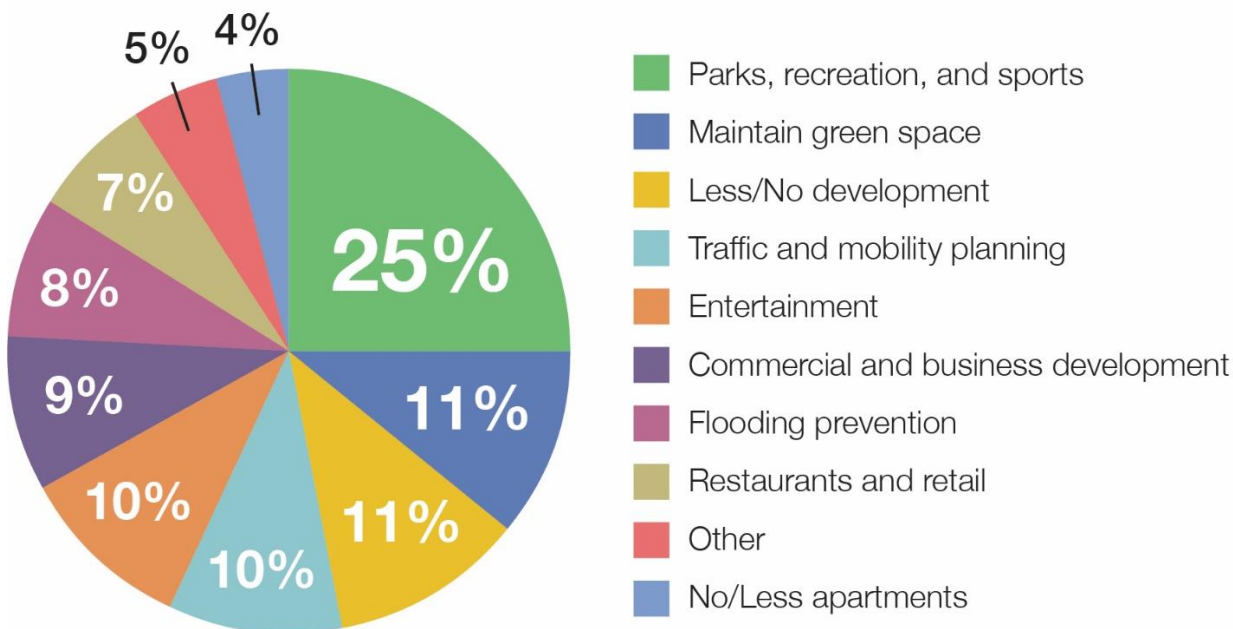
- **25 percent** of respondents said **parks, recreation and sports**. Responses included:
 - *"more softball fields"*
 - *"additional Sportsplex on the west side"*
 - *"more recreational facilities"*
 - *"more parks for the whole family"*
 - *"more hike and bike trails"*
- **11 percent** of respondent answers referenced **no or less development**. Direct responses included:
 - *"slow down development"*
 - *"no growth"*

- “no development”
- “no more housing, we are being overdeveloped”
- “no more growth until infrastructure in place”

(“No apartments” responses were included in a separate category because of high number of respondents that specifically mentioned this)

- **11 percent** of answers from respondents specifically included the words “**green space**” or “**maintain green space.**” While this is similar and essentially the same as no development, we thought it important to include as a separate response since the words were specifically mentioned.
- **10 percent** of respondents answered **traffic and mobility planning**. Responses included:
 - “construct roads before developing subdivisions”
 - “ensure there is adequate road infrastructure to handle increased traffic”
 - “traffic planning”
 - “more roads to reduce congestion.
- **10 percent** of respondents answered **entertainment**. Responses included:
 - “an attractive outdoor entertainment complex”
 - “concert venue”
 - “town square entertainment district”
 - “family entertainment options”
- **9 percent** commercial and business development
- **8 percent** flooding prevention
- **7 percent** restaurants and retail
- **5 percent** other
- **4 percent** less or no apartments

Question #5. When planning for future development in League City, what would you like to see?



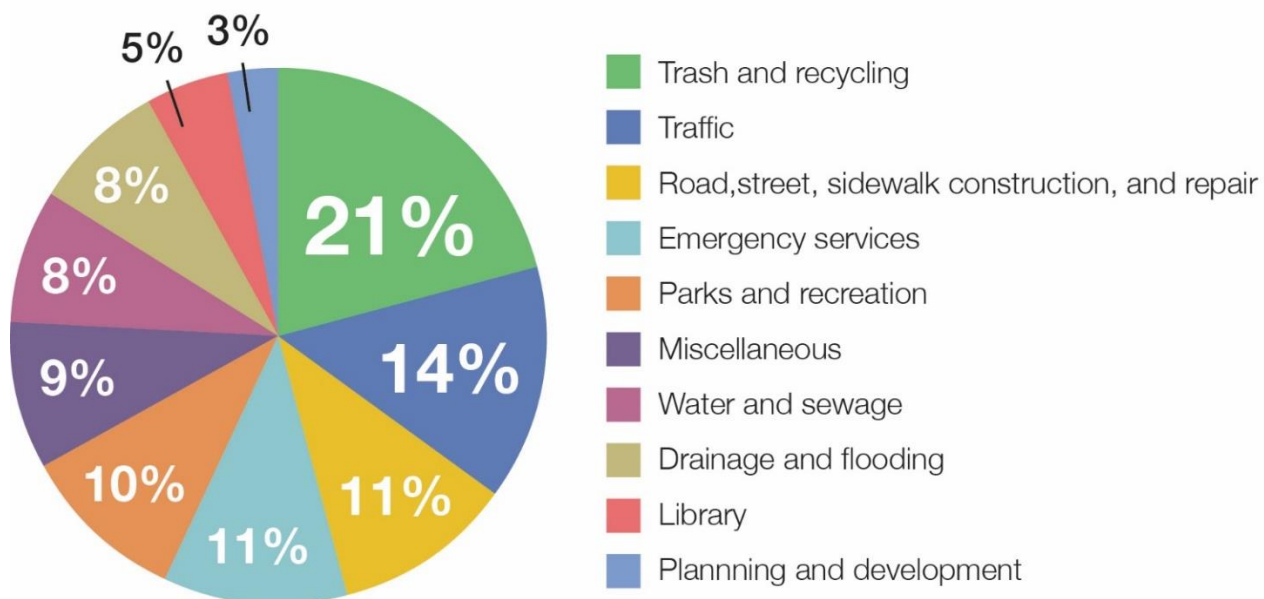
Is there a City service you would like to see improved?

- **21 percent** of respondents said **trash and recycling**. Responses included:
 - *“the transition of city trash collection subcontracting has not been smooth in our area”*
 - *“our previous trash service was far better”*
 - *“Saturday trash pick-up is a safety issue”*
 - *“return to old schedule for pickup”*

(It should be noted that the City switched to a new heavy trash and recycling provider in May 2018)

- **14 percent** of respondents said **traffic**. Responses included:
 - *“better traffic planning”*
 - *“traffic is out of control”*
 - *“signals need to be timed better”*
- **11 percent** of respondents said **road, street, sidewalk construction, and repair**. Responses included:
 - *“fix the sidewalks”*
 - *“road maintenance”*
 - *“better upkeep of residential streets”*
- **11 percent** of respondents said **emergency services**. Responses included:
 - *“more police for growing town”*
 - *“we need a paid fire department”*
 - *“more police presence in our neighborhoods”*
 - *“convert volunteer fire department to paid”*
- **10 percent** parks and recreation
- **9 percent** miscellaneous
- **8 percent** water and sewage
- **8 percent** drainage and flooding
- **5 percent** library
- **3 percent** planning and development

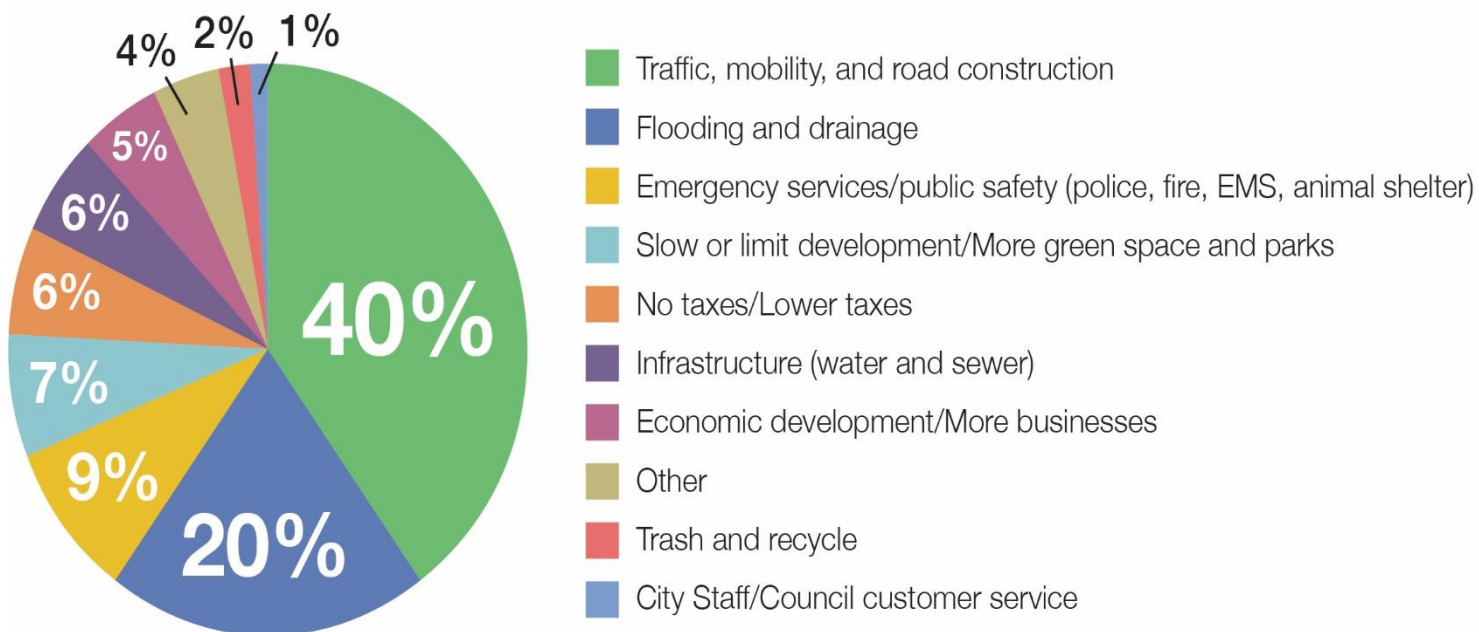
Question #9. Is there a city service you would like to see improved?



What is the key issue or issues you would like to see Council and City staff address or focus on in the coming year?

- **40 percent** of respondents said **traffic, mobility, and road construction**. Responses included:
 - *"improve traffic flow"*
 - *"complete road construction"*
 - *"addressing traffic issues"*
 - *"unfinished roads and traffic congestion"*
- **20 percent** of respondents said **flooding and drainage**. Responses included:
 - *"flooding mediation"*
 - *"flood mitigation and prevention"*
 - *"storm water drainage"*
 - *"local creek drainage improvements"*
- **9 percent** emergency services (police, fire, ems, animal shelter)
- **7 percent** slow or limit development/more green spaces and parks
- **6 percent** no taxes/lower taxes
- **6 percent** infrastructure
- **5 percent** economic development/more businesses
- **4 percent** other
- **2 percent** trash and recycling
- **1 percent** staff/council customer service

Question #11. What is the key issue or issues you would like to see Council and City staff address or focus on in the coming year?

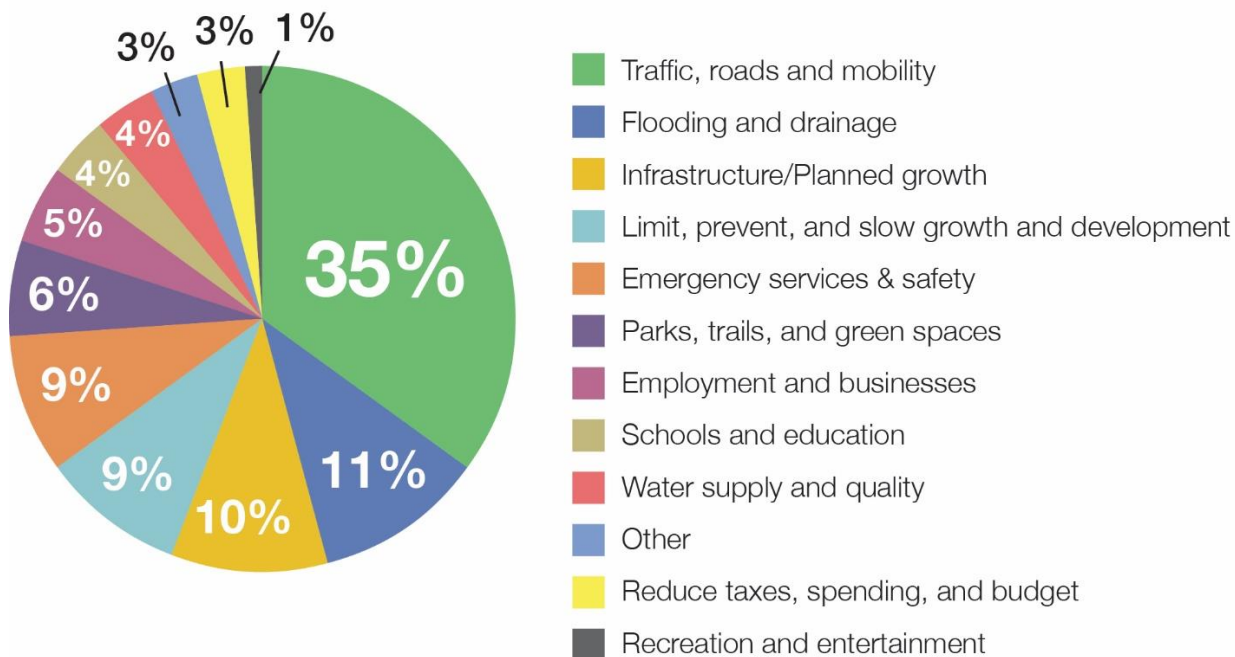


What long-term goals (5 + years) should Council and City staff be focused on?

- **35 percent** of respondents said **traffic, roads, and mobility**. Responses included:
 - *"roadways to accommodate that many people"*

- *“factoring traffic into new residential development”*
- *“traffic impact studies and preparing current road infrastructure for traffic increase”*
- *“improving traffic flow and mobility within the city”*
- **11 percent** of respondents said **flooding and drainage**. Responses included
 - *“impact of new development on flooding”*
 - *“long-term drainage”*
 - *“manage development to mitigate flood risk”*
 - *“downstream water and drainage improvements”*
- **10 percent** of respondents said **infrastructure/planned growth**. Responses included.
 - *“need to be implementing infrastructure now before the increase”*
 - *“stay ahead of the infrastructure”*
 - *“set up master plan to allow for managed growth”*
 - *“careful planning as we go”*
- **9 percent** of respondents said **limit, prevent, and slow growth and development**. Responses included:
 - *“limit residential buildings, maintain a smaller community”*
 - *“limit development and slow down the rate of growth”*
 - *“stop the house and apartment building”*
 - *“over development and excessive population growth, keep the small town feel we have”*
- **9 percent** emergency services and safety
- **6 percent** parks, trails, and green spaces
- **5 percent** employment and businesses
- **4 percent** schools and education
- **4 percent** water supply and quality
- **3 percent** other
- **3 percent** reduce taxes, spending, and budget
- **1 percent** recreation and entertainment

Question #12. What long-term goals (5+ years) should Council and City staff be focused on?



Executive Summary

As League City enters the 2019 Fiscal Year and charts its progress in completing the tasks and deadlines assigned to the 11 initiatives in the recently approved Strategic Action Plan, feedback and input from our residents will be essential to ensure we are addressing issues and priorities based on their needs and wants. Although this survey was not a true statistical survey with random samplings, the feedback and answers provided by respondents does give a clearer picture of the issues facing our City and the priorities that are of concern to residents.

Those who chose to respond to the survey mirrored the age range of City residents, and despite being in electronic form, 20 percent of survey respondents were over the age of 65. Both relatively new (0-10 years) and longtime residents (20+) responded to the survey, which also mirrors the makeup of City residents.

Data gathered from the open-ended questions clearly shows that “traffic and mobility” along with “flooding and drainage” are both areas of immediate concern and ones that residents want addressed in the long term. “Improve traffic flow and mobility” also was ranked number one, by 30 percent of respondents, in the list of initiatives taken directly from the Strategic Action Plan.

Results from the survey also show there is work that needs to be done to educate residents about the current use of their tax dollars, particularly if there is any upcoming effort to increase taxes to enhance City services, programs, projects, and initiatives.

When it comes to City services, plans are in the works for a more in-depth “Citizen Satisfaction Survey” that will gauge how residents feel about the services they receive from each City Department. This will be a statistical, random sampling of residents rather than an electronic survey that any resident of the City can elect to complete. As mentioned earlier in this report, it is important to note that in May of 2018 the City switched to a new trash provider. The timing of this survey (June 17-July 1) may have led to not only an increase in the number of respondents providing negative feedback on this City service, but it may have also led to an increase in the number of total survey respondents.