

City of Sugar Land

2009 Community Survey

Prepared by:
Creative Consumer Research
www.ccrsurveys.com



Table of Contents

• Snapshot of Result Trends	3
• Objectives and Methodology	5
• Key Findings	10
• Research Findings	16
– Demographics	17
– City Overall	20
– City Services	30
– City Departments	38
– Street and Transportation Services	47
– Information and Communication Services	50
– Parks and Recreation	60
– Police Department	66
– Fire Department	75
– Comments and Suggestions	84

Snapshot of Result Trends

Since the research began in 2004, City of Sugar Land receives high ratings on almost all factors rated. There have been steady and significant increases in various scores since then seen in 2006 and again in 2009.

While this is an impressive performance by the City, it also raises the bar of expectations of the residents. In the next few years, it will be key to maintain the high quality currently in place as well as focus on those few areas with opportunities for improvements.

- Here are the factors which saw a positive shift in 2009:
 - Quality of life in Sugar Land
 - Quality of life in Neighborhood
 - Emergency Preparedness
 - Medical Facilities
 - Public Safety
 - Enforcement of Noise Codes
 - Enforcement of Weeds and High Grass Codes
 - Overall City Services
 - Mobility
 - Condition of Major Streets
 - Traffic Management Overall
 - Traffic Mobility Overall
 - Traffic Mobility During Peak Hours
 - Turf Maintenance in Parks
 - Sugar Land Police Department:
 - Traffic Enforcement
 - Reducing Juvenile Crime
 - Addressing Citizen's Safety Concerns
 - Police Visibility in Residential Areas
 - Crime Prevention Efforts
 - Courtesy and Professionalism
 - Feeling Safe in Neighborhood During the Day and Night
 - Feeling Safe in Sugar Land Parks
 - Sugar Land Fire Department:
 - Handling of Non-Emergency Calls
 - Fire Prevention and Education Programs
 - Competency of Agency Employees
 - Employee Attitude/Behavior Toward Citizen

Snapshot of Result Trends

	2006	2009
Quality of life in Sugar Land	+	+
Quality of life in Neighborhood	=	+
Emergency Preparedness	+	+
Public Safety	=	+
Mobility	-	+
Enforcement of Noise Codes	=	+
Enforcement of Weeds and High Grass Codes	=	+
Overall City Services	=	+
Medical Facilities	+	+
Condition of Major Streets	=	+
Traffic Management Overall	=	+
Traffic Mobility Overall	=	+
Traffic Mobility During Peak Hours	=	+
Beautification of City	+	=
Cultural Activities	+	=
Entertainment	+	=
Local Shopping	+	=
Local Job Opportunities	+	=
Parks and Recreation	+	=
Recreation	=	-
Agreement: "Sugar Land is a well-planned community"	+	=
Resident's Trash Collection	+	=
Condition/Safety of Park Equipment	+	=
Park Cleanliness	+	=
Turf Maintenance	=	+
Communication and Information		
City Calendar	+	=
City Web Site	+	=
E-News	+	=
Municipal Channel	+	-
City Community Newsletter	+	=
Community Newspapers	=	-
Web Site is User Friendly	+	-
Overall Usefulness of City Web Site	+	=
Information on Site	+	=
Sugar Land Police Department:		
Traffic Enforcement	=	+
Reducing juvenile crime	=	+
Addressing Citizen's Safety Concerns	=	+
Police Visibility in Residential Areas	=	+
Crime Prevention Efforts	=	+
Courtesy and Professionalism	=	+
Competency of Agency Employees	+	=
Feeling Safe in Neighborhood During the Day and Night	=	+
Feeling Safe in Sugar Land Parks	=	+
Sugar Land Fire Department:		
Handling of Non-Emergency Calls	=	+
Fire Prevention and Education Programs	=	+
Competency of Agency Employees	=	+
Employee Attitude/Behavior Toward Citizen	=	+
Effectiveness	+	=

This chart specifically shows which factors have increased or decreased in 2006 or 2009. Factors not listed here have stayed consistent since 2004.

+	Significantly higher than previous year
=	Statistically consistent with previous year
-	Significantly lower than previous year

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 2009 study is the third wave of this tracking study. Other waves were conducted in 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.
- In order to ensure its effectiveness in meeting the objectives as well as test the flow of the design changes, CCR pretests the survey prior to roll out.
- 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 2009 and 2006 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 19 minutes in length, on average.

Objectives and Methodology

- Dialing for this study occurred from October to November 2009 with a total of 509 interviews completed.

- Dialing Summary -

	2009		2006		2004	
No answer	6382	18%	58	0%	5268	22%
Busy	1379	4%	1405	6%	1532	6%
Answering machine	17879	50%	11177	47%	6551	27%
Wrong number	267	1%	126	1%	430	2%
Call back	3200	9%	3161	13%	2614	11%
Disconnect	1624	5%	1229	5%	2810	12%
Initial refusal	2592	7%	3893	16%	3062	13%
Terminate in middle	12	0%	26	0%	30	0%
Language barrier	198	1%	275	1%	183	1%
Fax/modem	662	2%	624	3%	523	2%
Qualified refusal	148	0%	94	0%	11	0%
Over quota	292	1%	631	3%	439	2%
Not a resident of Sugar Land	155	1%	302	1%	100	0%
Resident less than 3 months	17	0%	31	0%	14	0%
Live in Missouri City	3	0%	3	0%	35	0%
Wrong neighborhood	302	1%	433	2%	155	1%
Complete	509	1%	501	2%	500	2%
<i>Total dialings</i>	<i>37,630</i>	<i>74:1</i>	<i>23,969</i>	<i>48:1</i>	<i>24,257</i>	<i>48:1</i>

Objectives and Methodology

- Note base changes throughout the report
 - Bases: The number of people who were asked that particular question. For 2009, in most cases, it is N=509. 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=509).

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 2009 and 2006 are marked on the appropriate chart throughout the report with:
 - Meaning 2009 is statistically **higher** than 2006
 - Meaning 2009 is **lower** than 2006
 - 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 2009, 2006, and 2004 total sample results.
- Detailed statistical tables are available under a separate cover.

Key Findings

Key Findings

- The City of Sugar Land continues to be highly rated by citizens, with almost all scores either remaining high or significantly increasing from 2004.
 - With the exception of the Municipal Channel which shows a significant decrease in usefulness.
- 97% rate the quality of life in Sugar Land *Good* (39%) or *Excellent* (58%; a significant increase from 2006's 49% *Excellent* rating).
 - Similar to previous waves, Local Shopping, Beautification of the City, Appearance of the Neighborhoods, and Medical Facilities receive the highest ratings (at least 90% "Good" and "Excellent").
 - In 2009, Emergency Preparedness also rates among the highest.
 - Although still high, Cultural Activities, Entertainment, Mobility, and Local Job Opportunities receive the lowest percentage of *Good* and *Excellent* ratings (79%, 78%, 77%, and 71%, respectively).
 - However, in 2009, Mobility significantly increased overall rating from 2006 (63% to 77%).

Key Findings

- 93% 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 2006 at 91%).
- At least 79% agree that the City adequately enforces Weeds and High Grass, Zoning, and Noise Codes.
 - Overall, Noise Code Enforcement and Weeds and High Grass Enforcement significantly increased *Excellent* scores (22% to 29% and 25% to 32%).
- Other than Traffic Mobility During Peak Hours (51%) all of Street and Transportation services receive at least 71% *Good* and *Excellent* ratings.
 - Condition of major streets (95%)
 - Condition of neighborhood streets (88%)
 - Adequacy of street lights (79%)
 - Condition of sidewalks (71%)
 - Traffic Mobility Overall (75%)
- Traffic and Mobility show increases across various factors throughout the study. The positive shifts are primarily from Fair to Good ratings, which is a positive improvement as it shows respondents moving from a negative to a positive rating.

Key Findings

- All city communication medias are considered useful, each receiving at least 74% *Very Useful/Useful* ratings.
 - With the exception of the Municipal Channel which significantly decreased from 70% to 60% (which is similar to the 2004 wave, 58%).
 - There appears to be a trend in respondents relying less on traditional news sources (newspapers, Municipal Channel), while showing a consistent use of other City sources.
- Consistent with previous years, in 2009 91% of residents surveyed are satisfied with the City Services in return for dollars paid.
- City parks and facilities receive at least 88% *Good* and *Excellent* ratings on all factors:
 - Accessibility (97%)
 - Convenience of location (95%)
 - Cleanliness (94%)
 - Personal safety (93%)
 - Condition/safety of equipment (92%)
 - Turf Maintenance (90%)
 - Reservation Process (88%)

Key Findings

- Consistent with 2004 and 2006 citizens report feeling safe in Sugar Land in 2009. All areas rated receive over 90% "Safe" and "Very safe" ratings.
 - In neighborhood during the day (99%)
 - In Sugar Land shopping areas during the day (99%)
 - In neighborhood at night (95%)
 - In Sugar Land parks (95%)
 - In Sugar Land shopping areas at night (91%)
 - At least 81% are satisfied with almost all factors of the Sugar Land Police Department (*Excellent* + *Good* ratings shown).
 - Overall competency of police employees (91%)
 - Addressing citizen's safety/concerns (90%)
 - Significant increase in 'Excellent' ratings 26% to 40%
 - Courtesy and professionalism (90%)
 - Significant increase in 'Excellent' ratings 57% to 65%
 - Speed in responding to calls (88%)
 - Employee attitude towards citizen (87%)
 - Crime prevention efforts (87%)
 - Significant increase in 'Excellent' ratings 26% to 36%
 - Traffic Enforcement (87%)
 - Effectiveness in handling the situation (83%)
 - Police visibility in residential areas (81%)
 - Significant increase in 'Excellent' ratings 26% to 33%
 - Although still high, consistent with previous years, Police Visibility in Parks (74%) and Reducing Juvenile Crime (76%) receive slightly lower ratings. Additionally in 2009, Police Visibility in Shopping Areas (76%) is among the lower ratings.
-

Key Findings

- Similar to 2006 (83%), in 2009 at least 82% are satisfied with all factors of the Sugar Land Fire Department.
 - Those who had contact with the Fire Department rate specific factors:
 - Handling of a medical call (100%)
 - Response time to fire call (100%)
 - Response time to EMS call (98%)
 - Handling of fire call (100%)
 - Handling of non-emergency call (98%)
 - All respondents rate other 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 (91%)
 - Effectiveness (90%)
 - Employee attitude toward citizen (88%)
 - Overall competency of employee (88%)
 - Addressing citizen's fire safety (86%)
 - Responsiveness to non-emergency situations (85%)
 - Fire prevention and education programs (82%)

Research Findings

Demographics

	2009	2006	2004
Gender[^]			
Male	45%	48%	47%
Female	55%	52%	53%
Age[^]			
18 to 25	11%	7%	9%
26 to 35	12%	11%	12%
36 to 45	19%	28%	28%
46 to 60	39%	40%	38%
61 to 70	13%	10%	9%
71 and over	6%	4%	4%
<i>Mean Age:</i>	<i>48</i>	<i>47</i>	<i>46</i>
Ethnicity[^]			
White	59%	66%	64%
Asian	26%	21%	20%
Hispanic	6%	7%	8%
African American	4%	5%	6%
Other	1%	1%	2%
	509	501	500

[^] Quotas implemented

Demographics

	2009	2006	2004
Income			
Under \$15,000	2%	3%	2%
\$15,001 to \$30,000	4%	5%	4%
\$30,001 to \$50,000	8%	14%	15%
\$50,001 to \$75,000	12%	22%	22%
\$75,001 to \$100,000	17%	17%	21%
Over \$100,000	44%	38%	37%
<i>Mean Income:</i>	<i>\$86,886</i>	<i>\$84,030</i>	<i>\$84,870</i>
Education			
High school or less	7%	10%	14%
Some college	21%	24%	22%
Technical school	2%	2%	1%
College graduate	44%	43%	43%
Some grad school/degree	26%	21%	20%
Employment status			
Full-time	54%	60%	54%
Retired	15%	13%	11%
Part-time	8%	11%	13%
Homemaker	11%	10%	13%
Unemployed	4%	3%	5%
Student	7%	3%	4%
	509	501	500

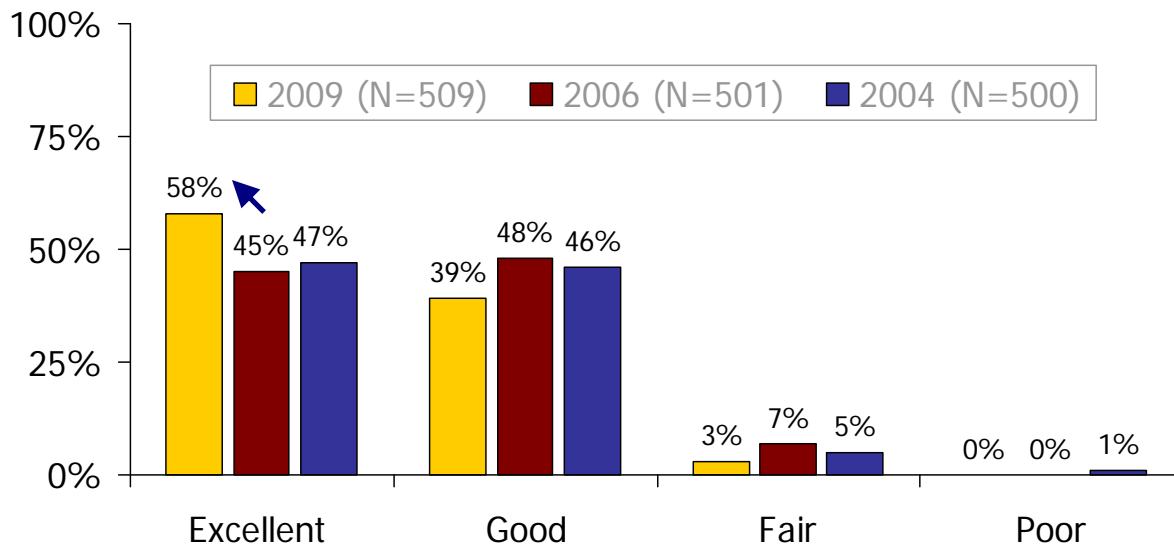
Demographics

	2009	2006	2004
Length of residence			
3 months to 1 year	2%	3%	2%
1 to 5 years	14%	27%	23%
6 to 10 years	23%	20%	20%
More than 10 years	62%	49%	55%
Own or Rent Home			
Own	95%	91%	91%
Rent	4%	9%	9%
Area ^			
North/West of Highway 59	38%	32%	36%
South/East of Highway 59	62%	68%	64%
Children in Household			
Yes	40%	52%	54%
	509	501	500

^ Quotas implemented

The City Overall

Quality of Life in Your Neighborhood

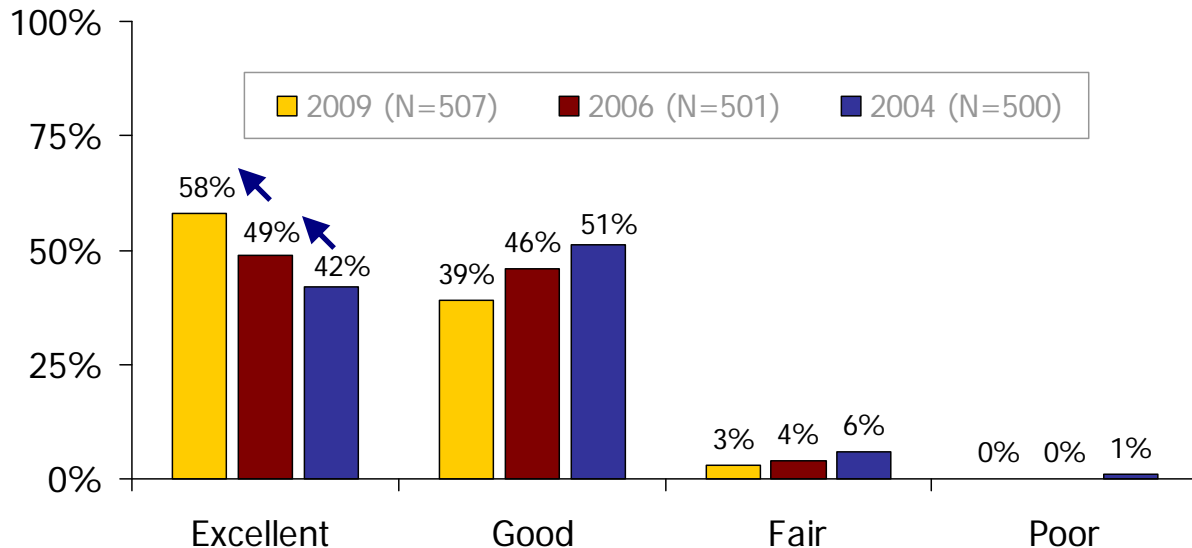


- The ratings are high overall, with almost all respondents (97%) rating the Quality of Life in Their Neighborhood “*Good*” (39%) or “*Excellent*” (58%).
- In 2009, there is a significant increase from *Good* to *Excellent*.

↗ Significantly higher than previous year's results
↘ Significantly lower than previous year's results



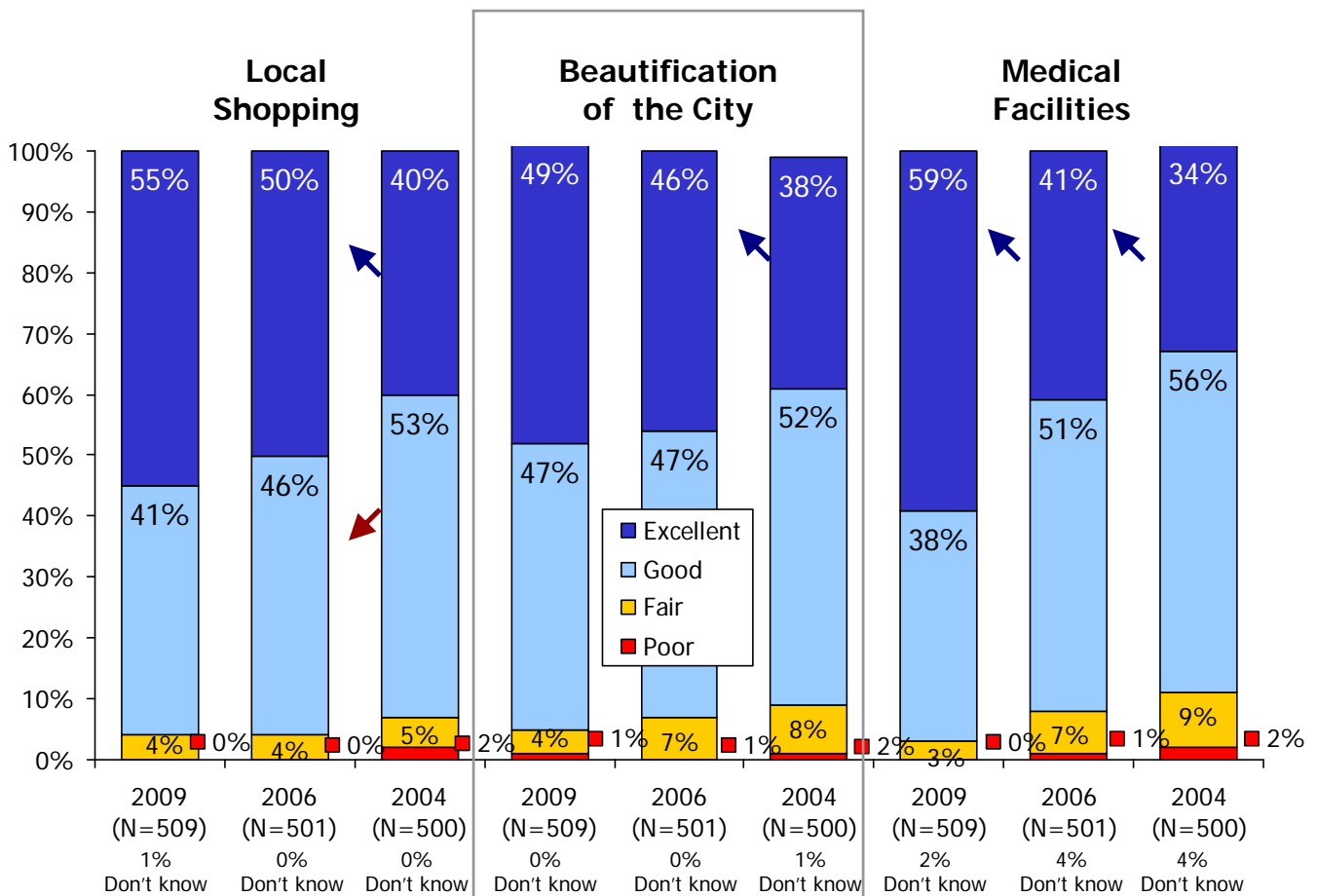
Quality of Life in Sugar Land as a Whole



- Again, almost all respondents (97%) rate the quality of life in Sugar Land "Good" (39%) or "Excellent" (58%).
- In 2009, the number of *Excellent* ratings significantly increased for Quality of Life in Sugar Land as a whole.

↗ Significantly higher than previous year's results
↘ Significantly lower than previous year's results

Rating Factors of Quality of Life in Sugar Land



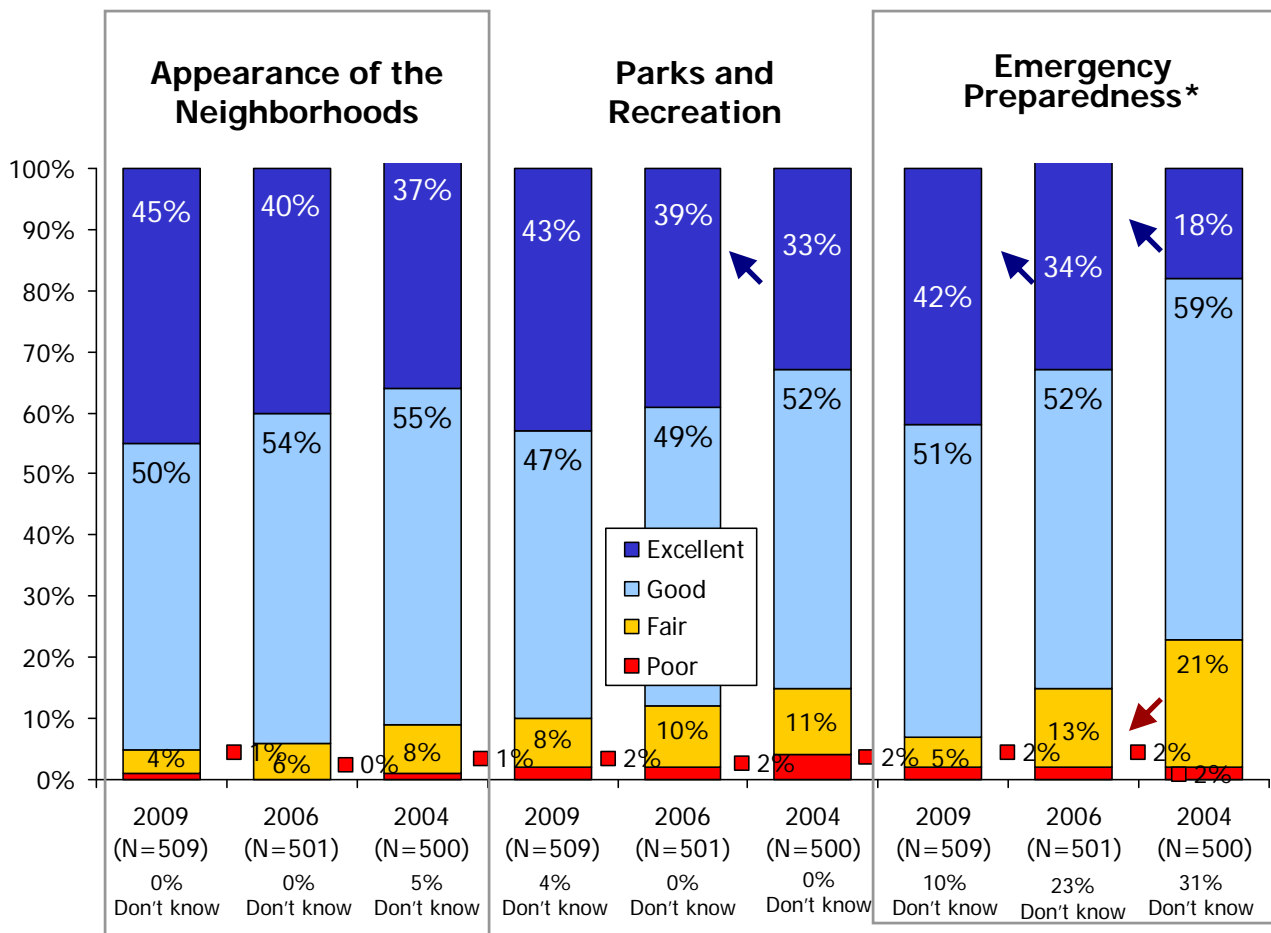
Slide 1 of 4

- 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
 - In 2009, there is a significant increase in *Excellent* ratings (41% to 59%)
 - Appearance of the neighborhoods
 - Parks and recreation
 - Emergency preparedness
 - Public safety

↗ Significantly higher than previous year's results
↘ Significantly lower than previous year's results



Rating Factors of Quality of Life in Sugar Land



Slide 2 of 4

- Emergency Preparedness has significantly and consistently increased from 2004.
 - 77% (2004 Excellent and Good ratings)
 - 86% (2006 Excellent and Good ratings)
 - 93% (2009 Excellent and Good ratings)

▲ Significantly higher than previous year's results

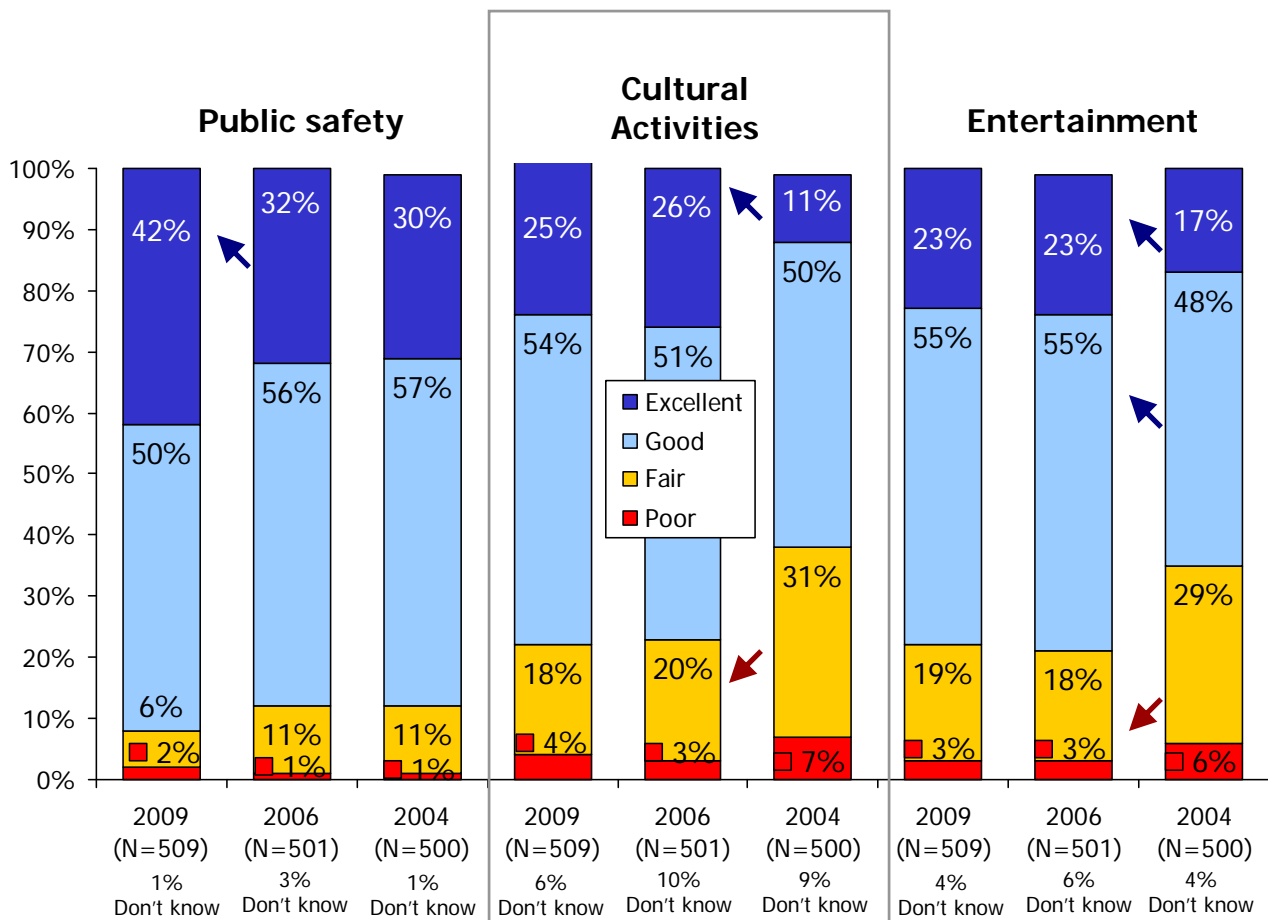
▼ Significantly lower than previous year's results

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

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



Rating Factors of Quality of Life in Sugar Land



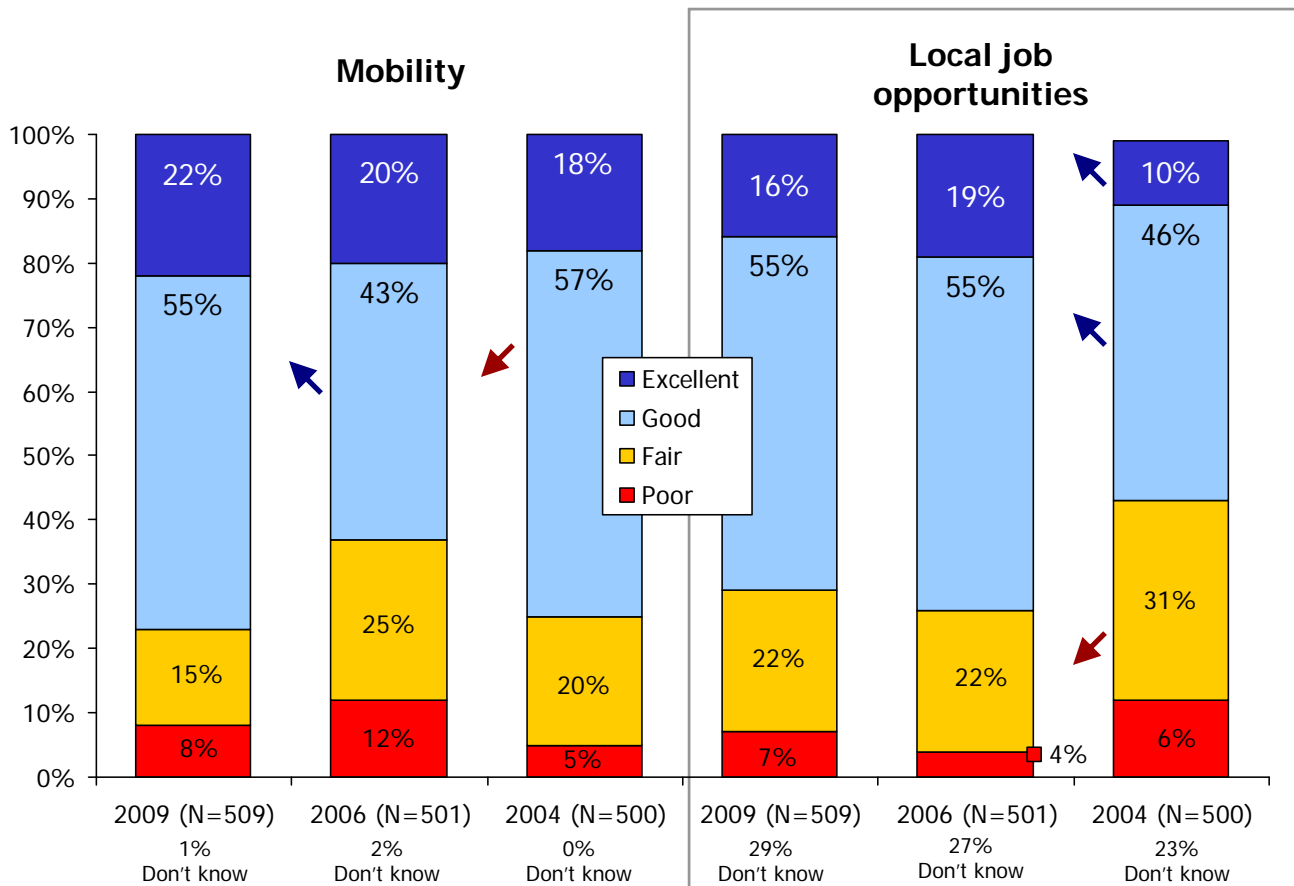
Slide 3 of 4

- Public Safety receive significantly higher *Excellent* ratings in 2009 than in 2006 (32% to 42%).
- Cultural Activities and Entertainment have remained stagnant through the years.

Significantly higher than previous year's results
 Significantly lower than previous year's results



Rating Factors of Quality of Life in Sugar Land



Slide 4 of 4

- Mobility receives significantly higher percentage of *Good* ratings in 2009 (43% to 55%).

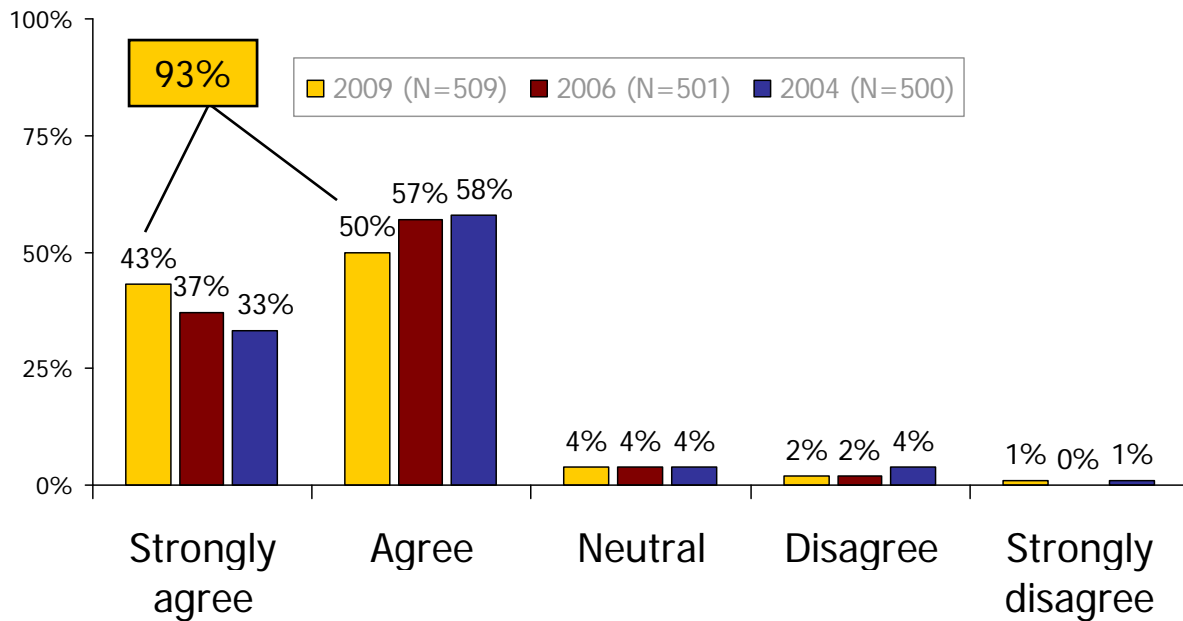
Significantly higher than previous year's results
 Significantly lower than previous year's results

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



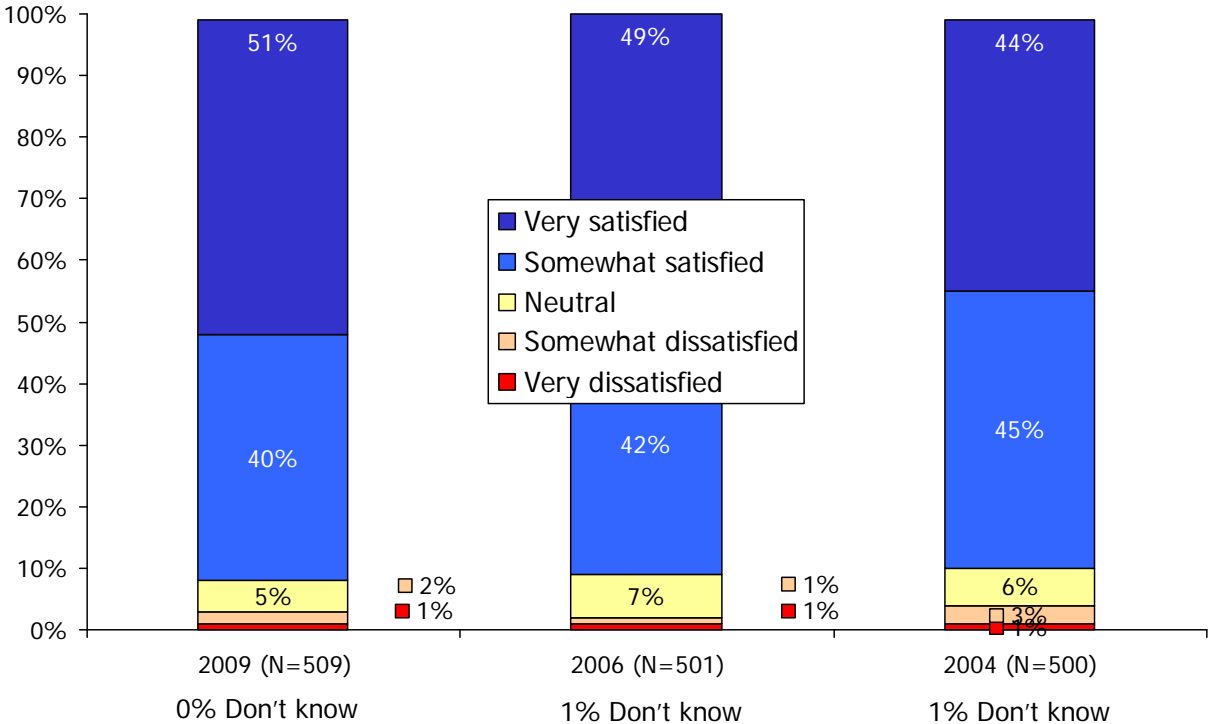
Agreement with statement:

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



- 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

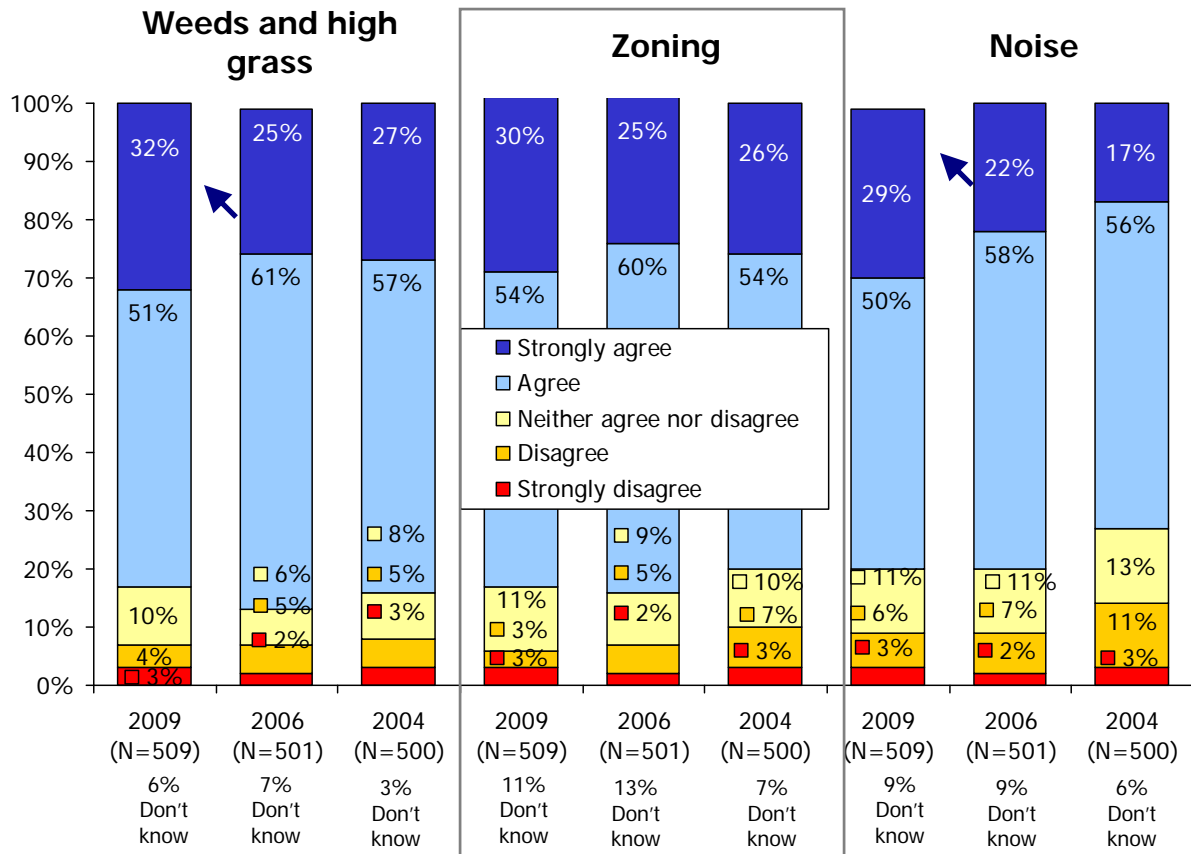


- The satisfaction ratings for *“Services for dollars paid”* remains very high, with 91% saying they are Somewhat (40%) or Very (51%) satisfied.



14. 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?



Enforcement of Codes

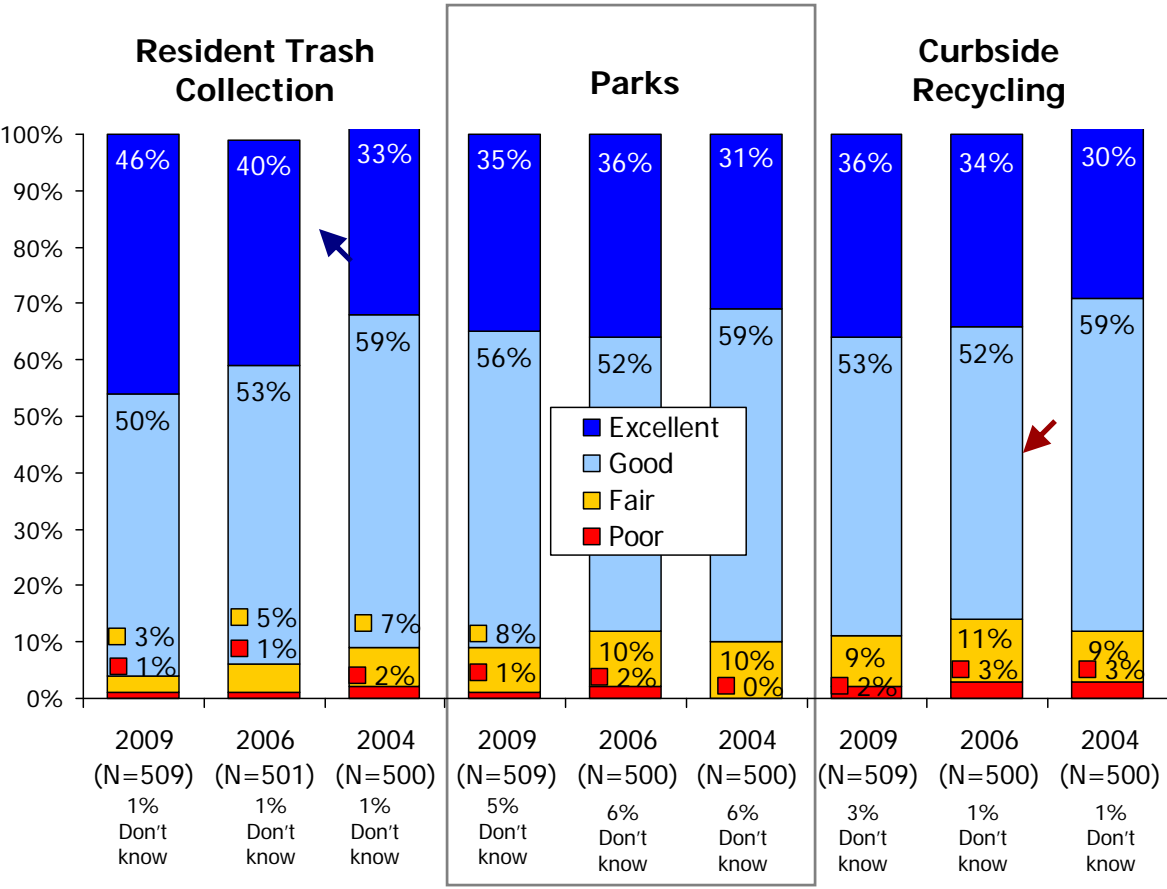


- At least 79% of respondents agree that the City adequately enforces all three codes mentioned (Weeds and high grass, Zoning, and Noise).
- Significantly more respondents Strongly Agree that Noise Codes and Weeds and High Grass Codes are adequately enforced in 2009 than 2006.

 Significantly higher than previous year's results
 Significantly lower than previous year's results



City Services

Rating of City Services



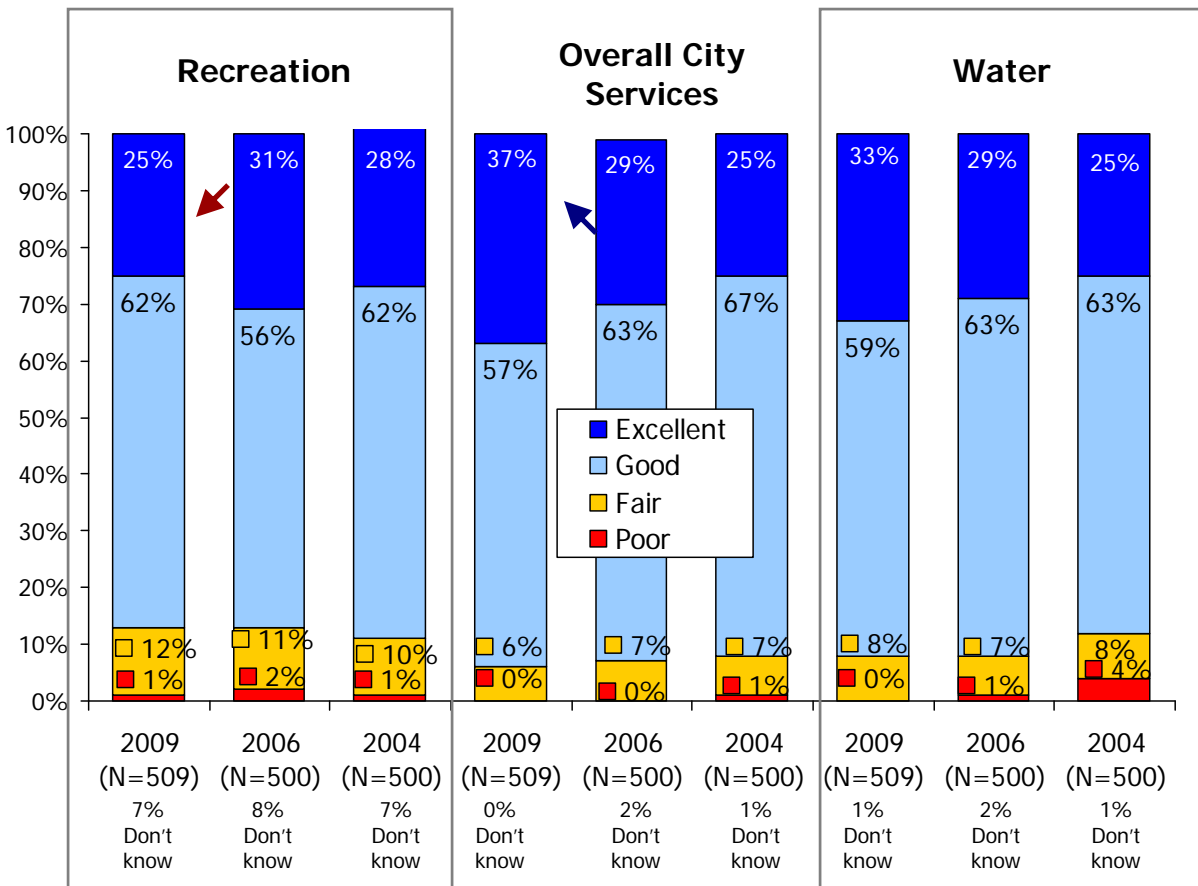
- Services receive very high ratings with only 2 of the 18 services receiving below an 80% top box score (*Good* or *Excellent* ratings):
 - Traffic Management (77%)
 - Sidewalk Maintenance (71%)

Slide 1 of 6

 Significantly higher than previous year's results
 Significantly lower than previous year's results



Rating of City Services



- Although staying similar between *Good* and *Excellent* scores combined, Recreation receives significantly fewer *Excellent* ratings in 2009 and Overall City Services receives significantly more.

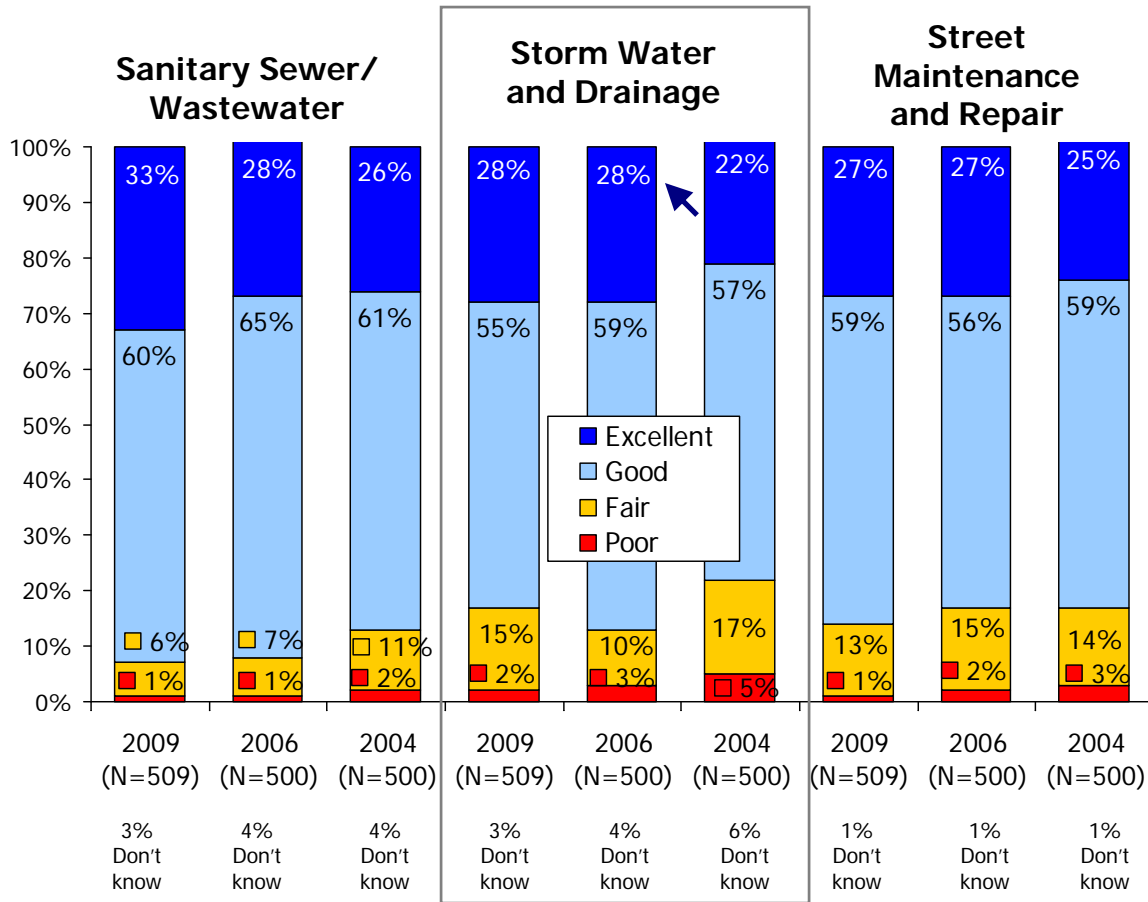
Slide 2 of 6

- Significantly higher than previous year's results
- Significantly lower than previous year's results

13. How would you rate...?



Rating of City Services



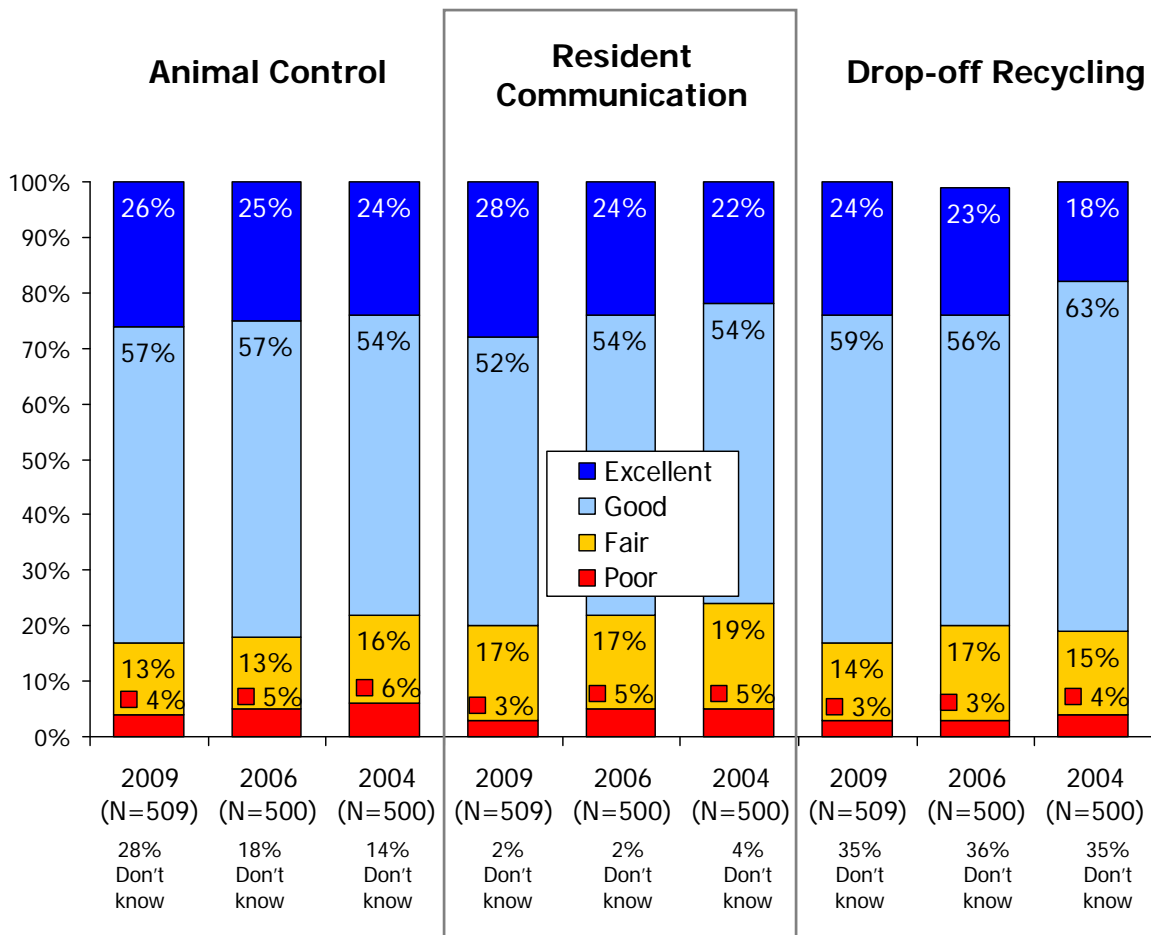
Slide 3 of 6

- Significantly higher than previous year's results
- Significantly lower than previous year's results

13. How would you rate...?



Rating of City Services

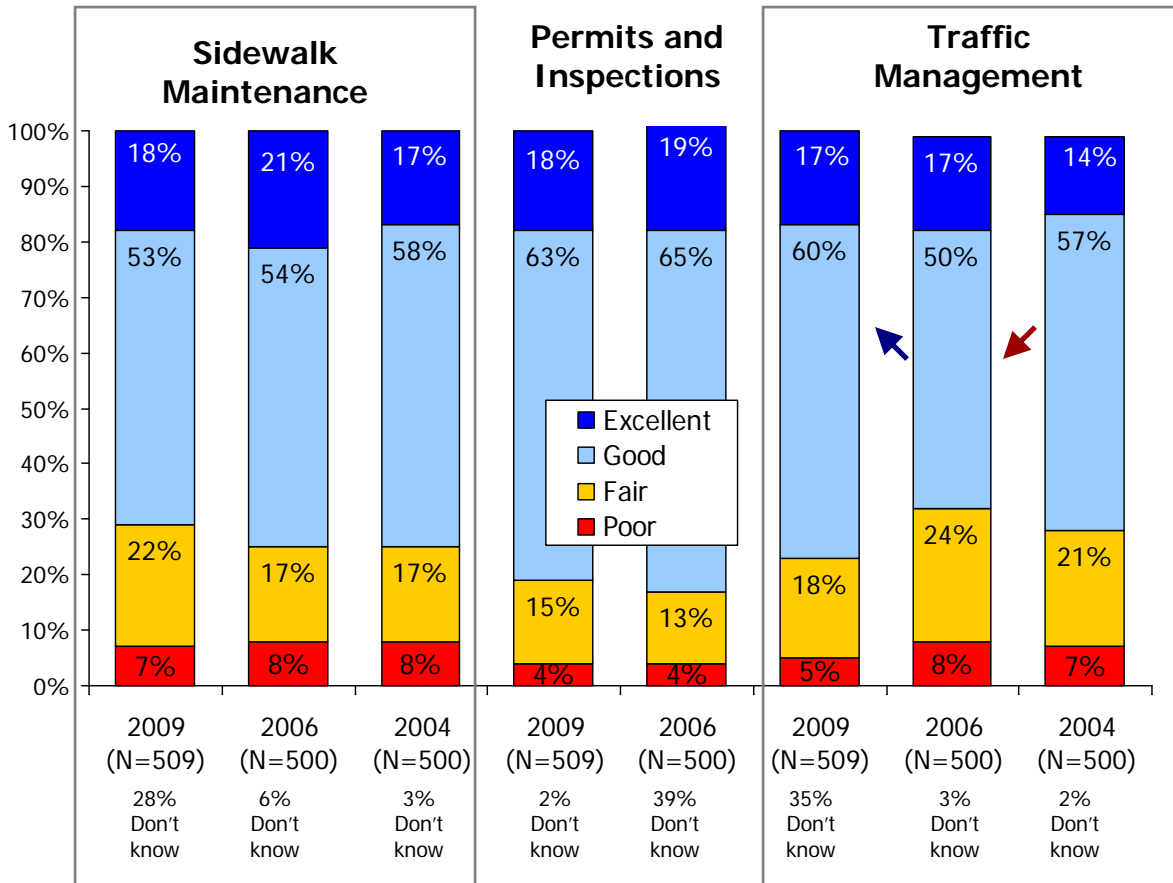


- Animal Control, Resident Communication, and Drop-off Recycling have kept consistent and high ratings since 2004 with no significant increase or decrease.

Slide 4 of 6

Significantly higher than previous year's results
 Significantly lower than previous year's results
 * New question in 2006
 13. How would you rate...?

Rating of City Services

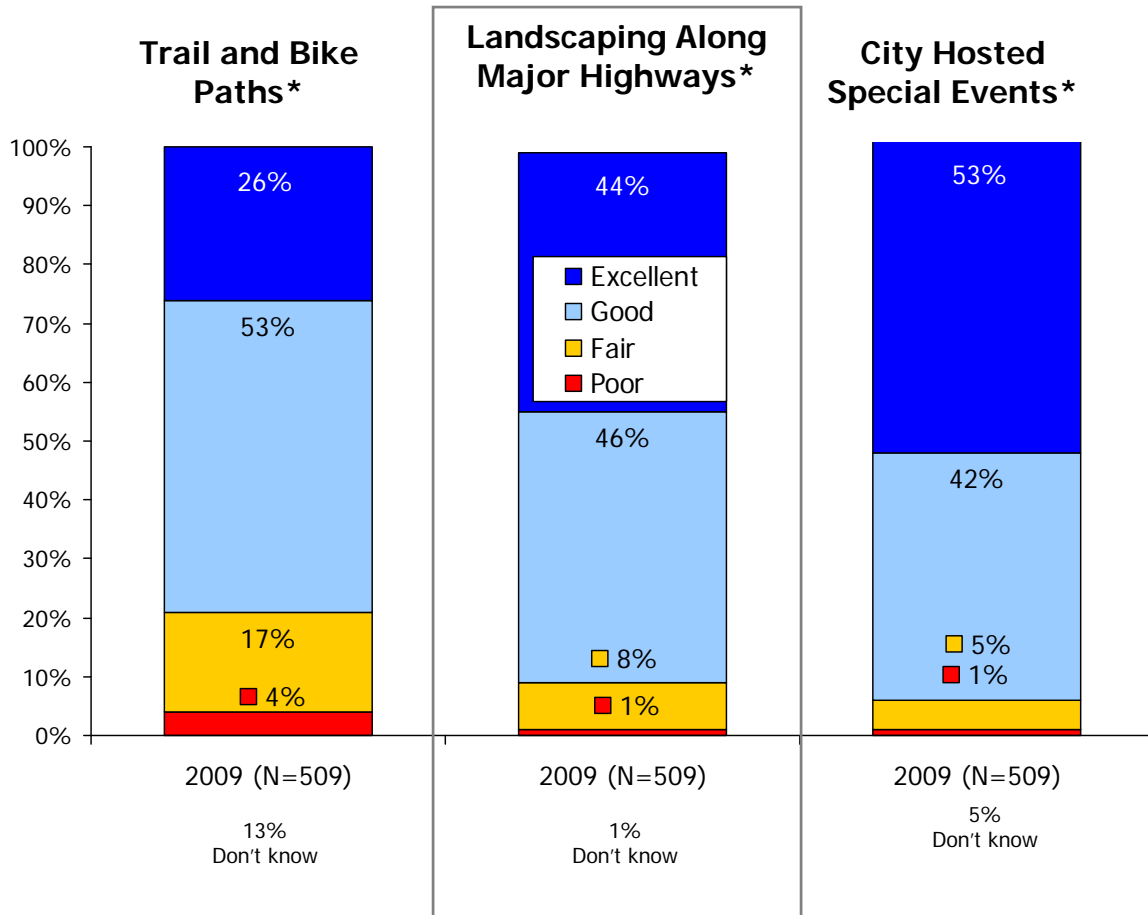


- Significantly more *Good* ratings are given to Traffic Management in 2009 showing that respondents are increasing their Fair ratings to Good ratings. This is important to note as it means they moved from negative to positive on this issue.

Slide 5 of 6

- Significantly higher than previous year's results
- Significantly lower than previous year's results

Rating of City Services

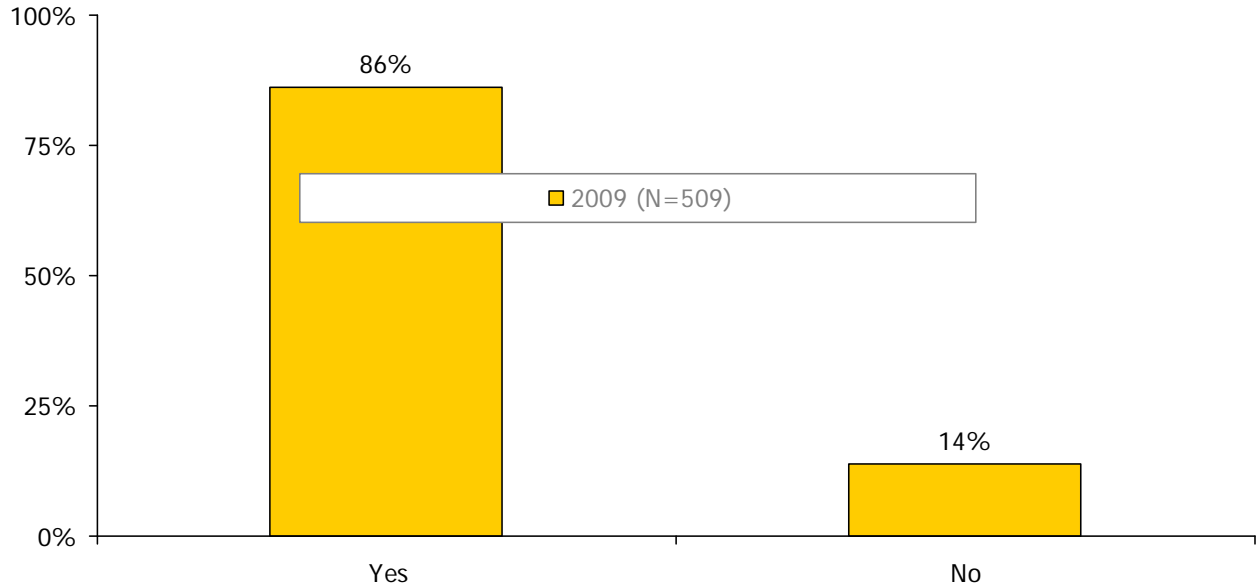


Slide 6 of 6

* New question in 2009



Currently Participate in Curbside or Drop-off Recycling



- The majority of residents participate in some sort of recycling.
 - Those who do not participate say it is because they are unfamiliar with it or just are not in the habit.

Why not participate?	
Not aware/not familiar with how it works	18%
No reason/just don't/not in the habit	15%
Do not have time	12%
Too lazy to separate trash	12%
Recycling is not cost effective	8%
Do not have container	8%
Base: 73	

Other mentions by 7% or less of respondents

15. Do you currently participate in the curbside recycling program or at the City's drop-off recycling center?

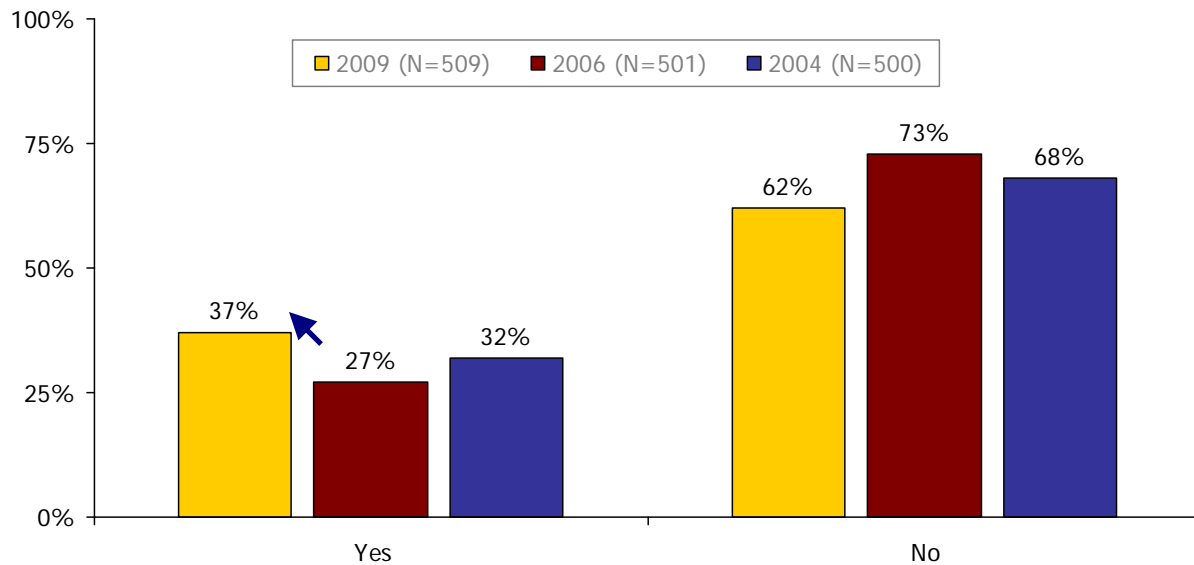
16. Why don't you participate in the curbside recycling?



City Departments

Contacted City of Sugar Land

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



- There has been a significant increase from 2006 in residents contacting the City for a complaint, request, or information in the past 12 months

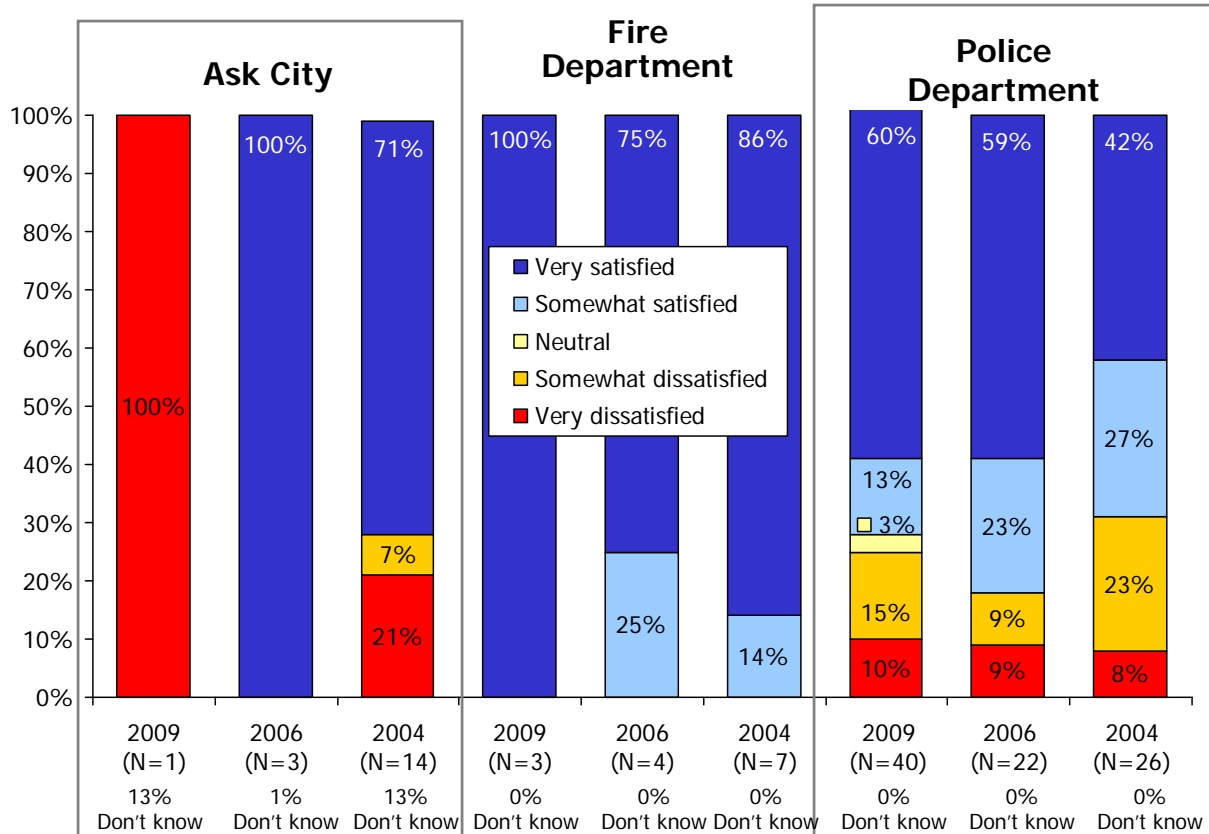
↗ Significantly higher than previous year's results

↘ Significantly lower than previous year's results

21. 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?

Satisfaction With Contact Results

Note: Small Base Size



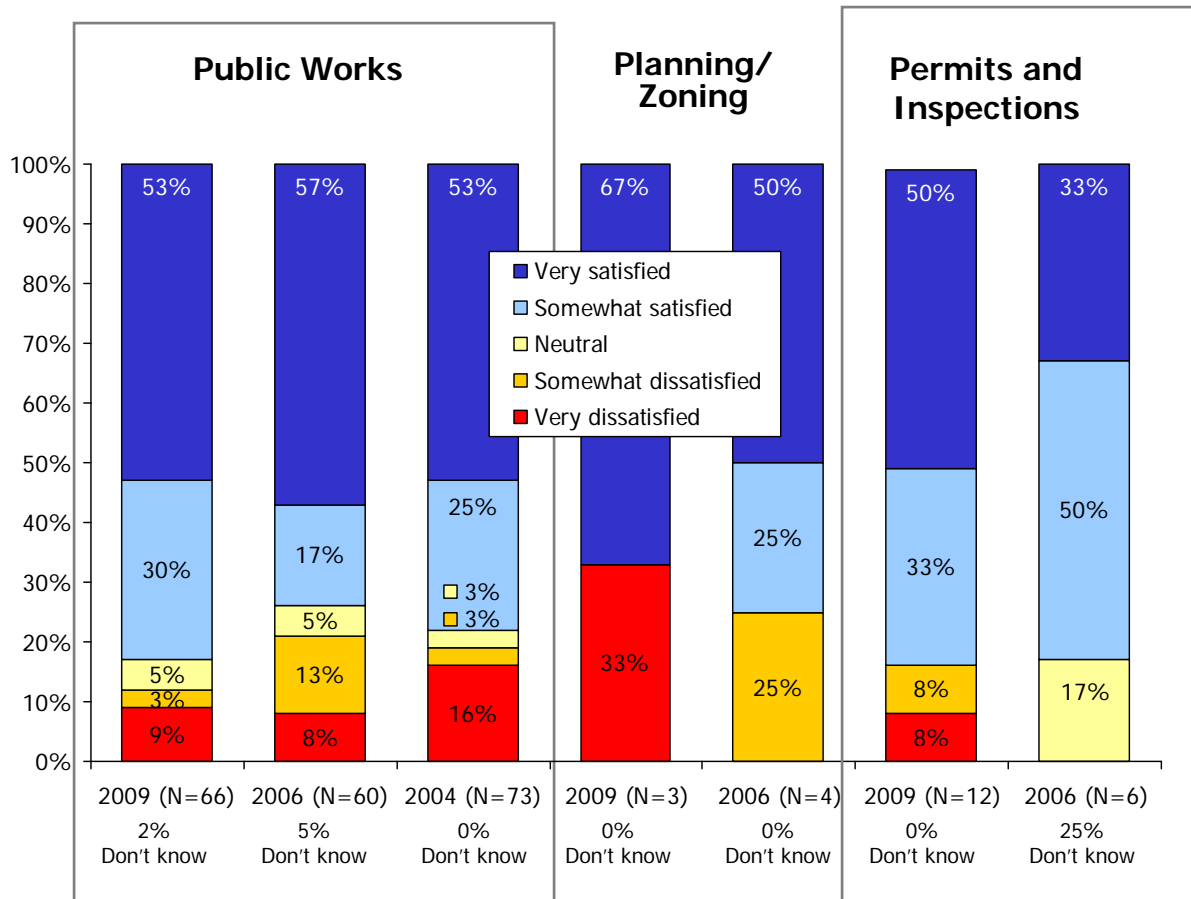
- While base sizes for most are too small to measure changes, all departments appear to be providing residents with satisfactory results.
 - It should be noted that satisfaction scores remain high even with the increase in number of contacts to City Departments.

Slide 1 of 4



Satisfaction With Contact Results

Note: Small Base Size

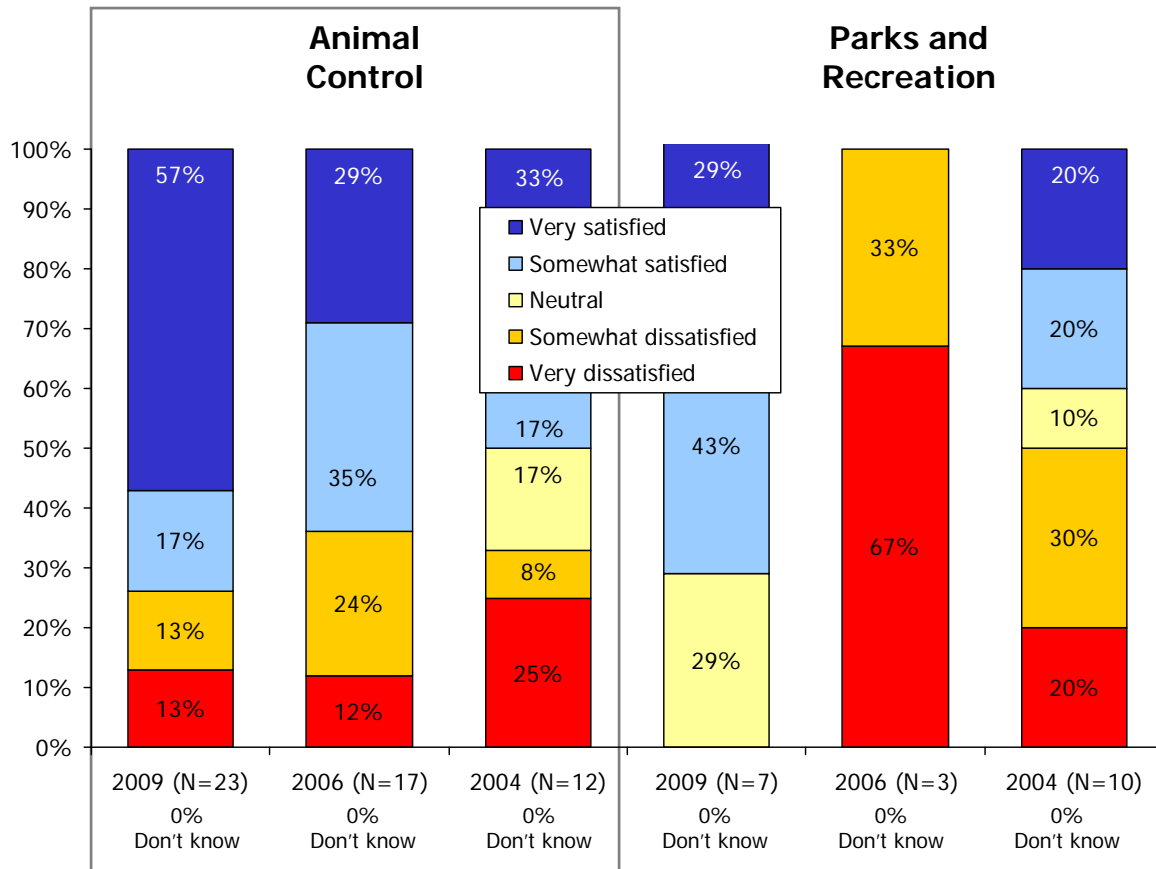


Slide 2 of 4



Satisfaction With Contact Results

Note: Small Base Size

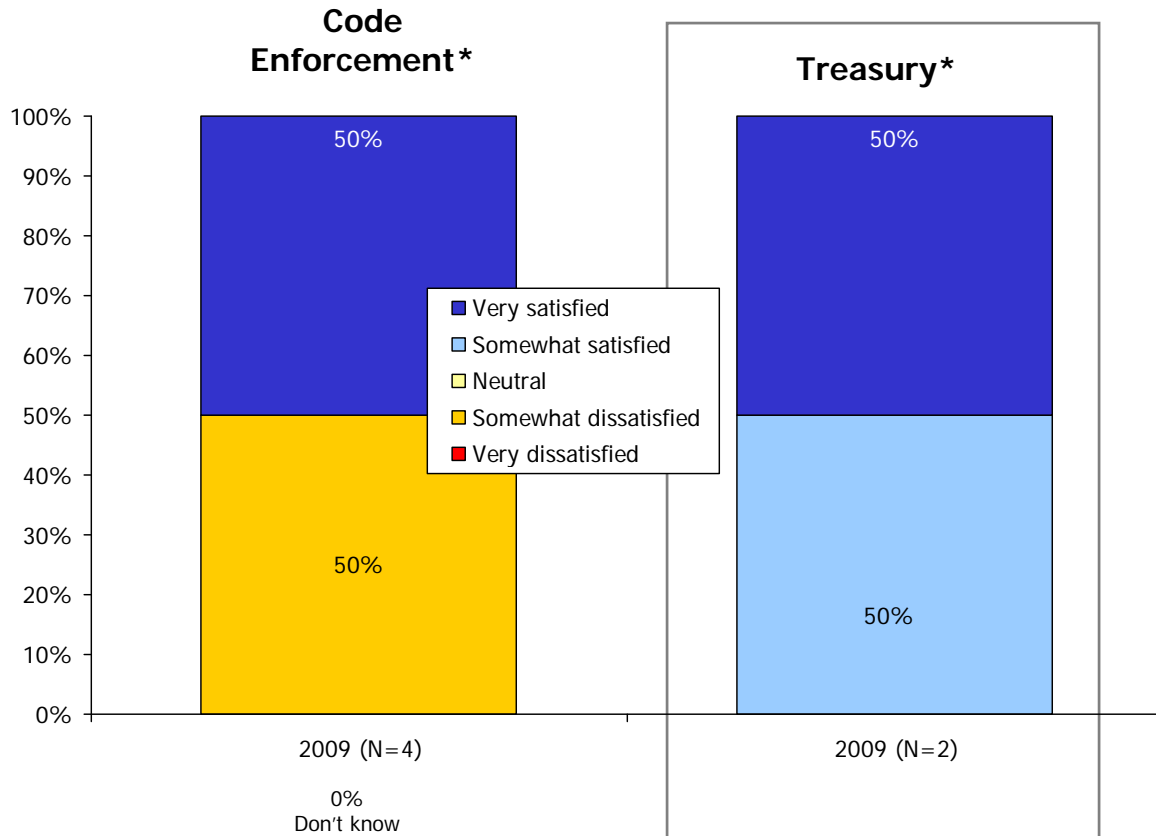


Slide 3 of 4



Satisfaction With Contact Results

Note: Small Base Size



Slide 4 of 4

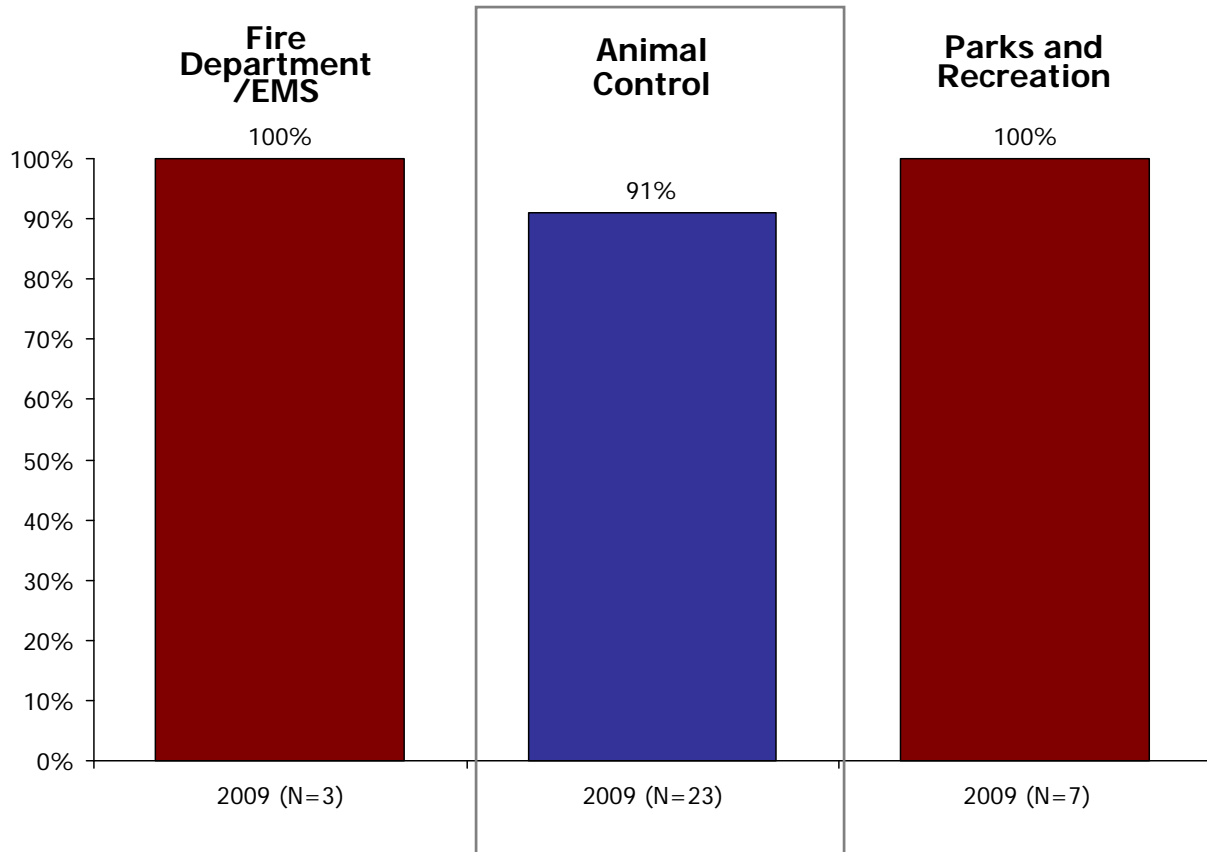
* New question in 2009

23. How satisfied are you with the results you got?



City Officials Were Helpful and Courteous

Note: Small Base Size

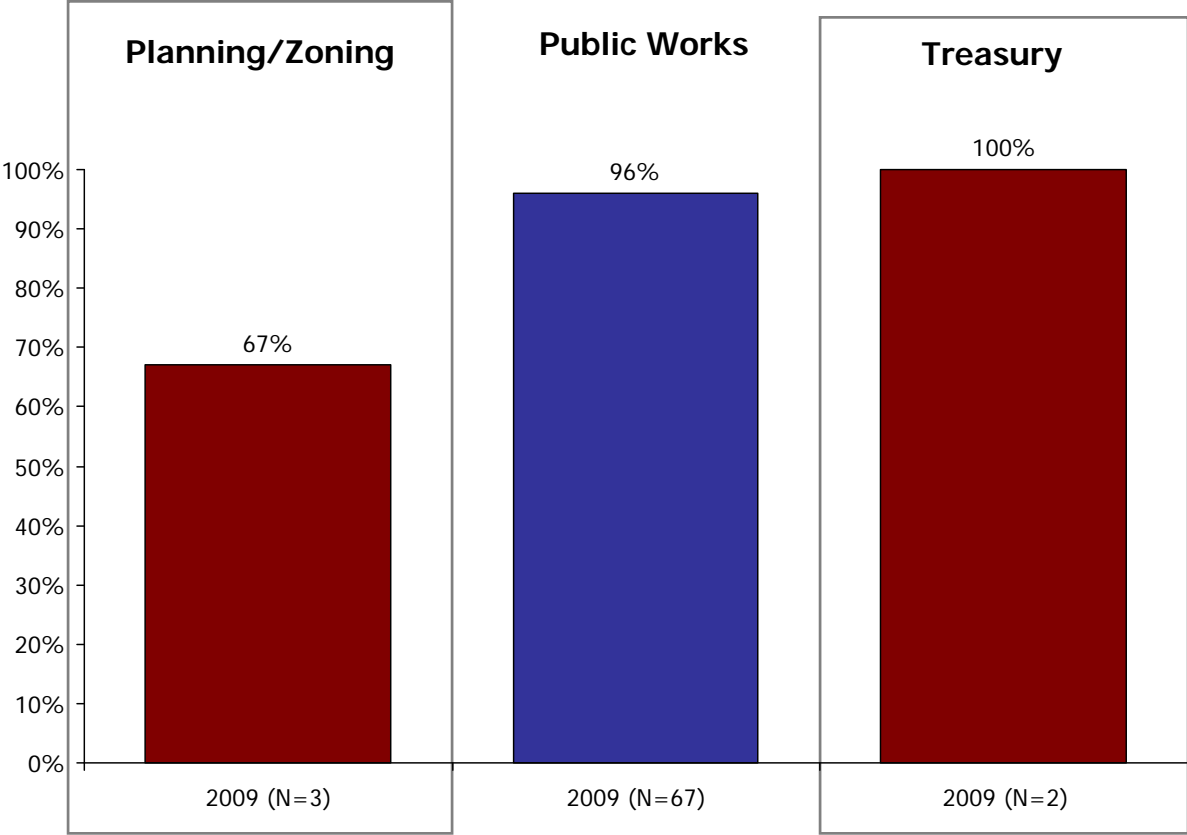


- Almost all respondents (at least 87%) report the offices contacted were *"Courteous and helpful"*
 - Ask City and Planning/Zoning receive lower ratings, but have an extremely small base size (3 or less respondents)

Slide 1 of 3

City Officials Were Helpful and Courteous

Note: Small Base Size

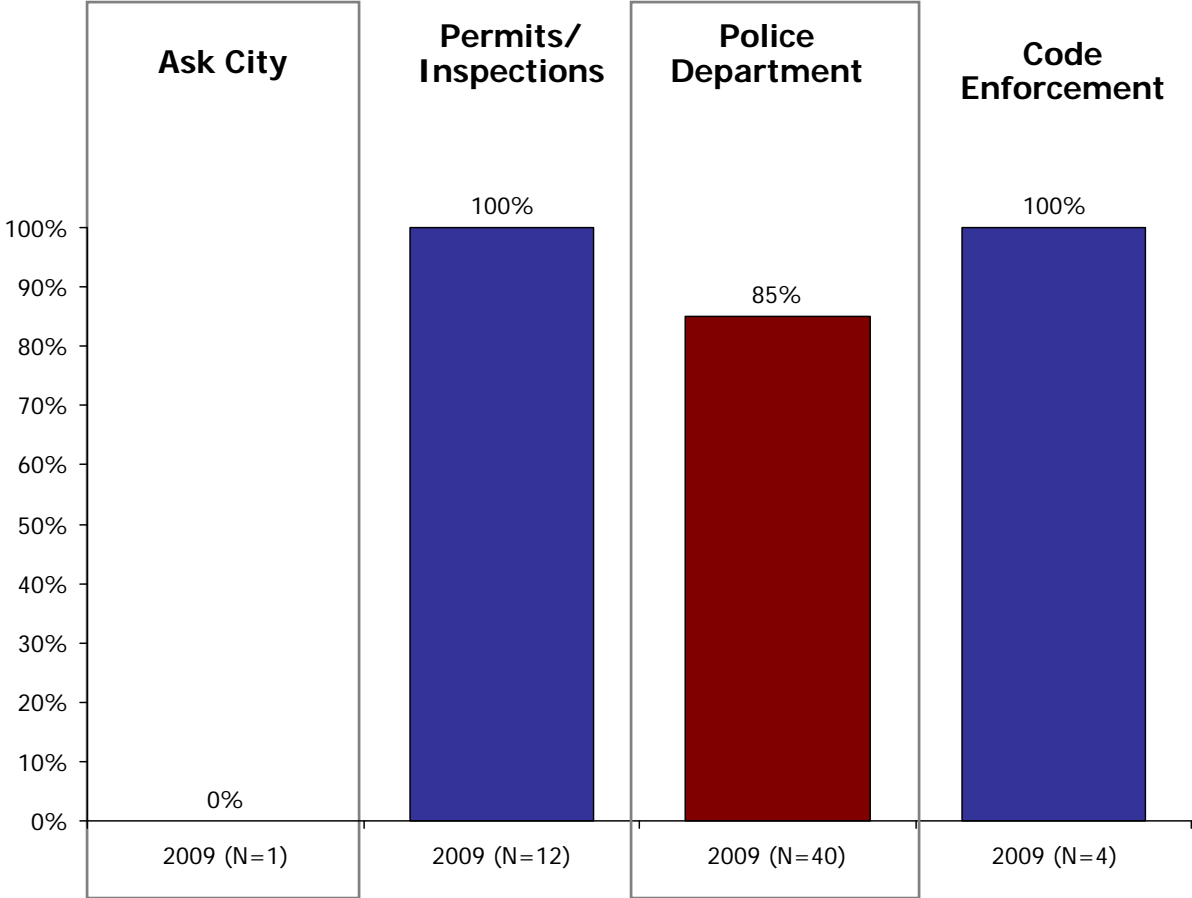


Slide 2 of 3



City Officials Were Helpful and Courteous

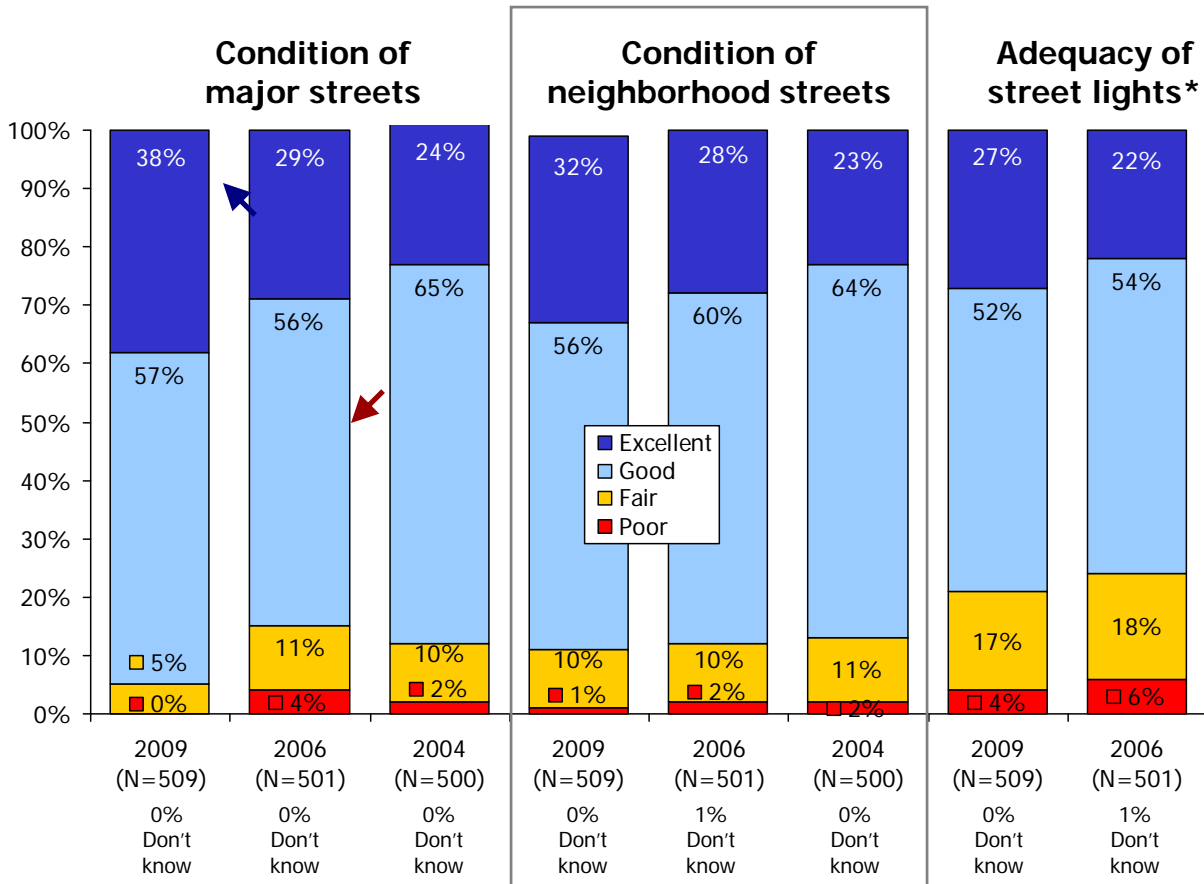
Note: Small Base Size



Slide 3 of 3

Street and Transportation Services

Ratings of Street and Transportation Services



- Other than "Traffic mobility during peak hours" all factors of Street and transportation services continue to be rated high (at least 71% of respondents giving a *Good* or *Excellent* rating).
- Condition of Major Streets significantly increased Excellent scores from 29% in 2006 to 38% in 2009.

Slide 1 of 2

↗ Significantly higher than previous year's results

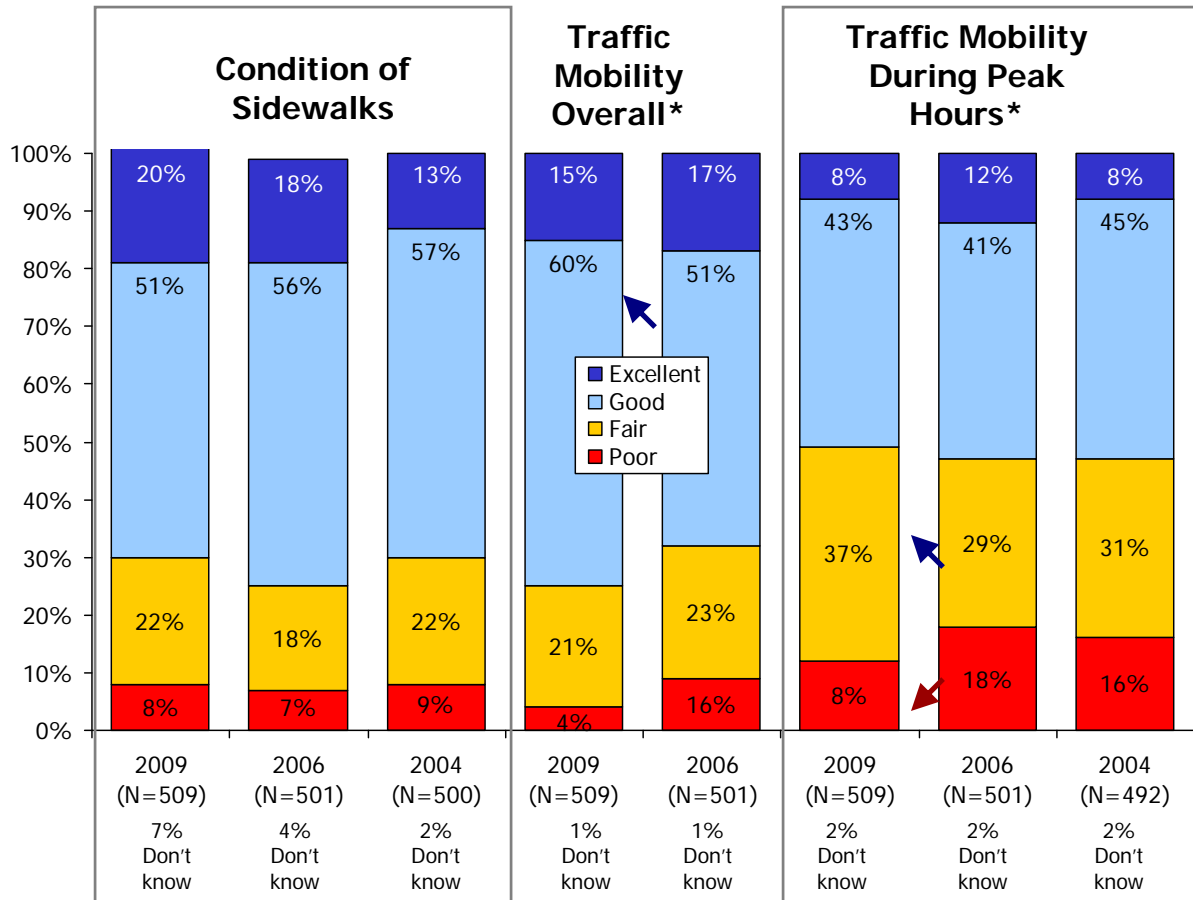
↘ Significantly lower than previous year's results

* New question in 2006

13. How would you rate...?



Ratings of Street and Transportation Services



- While “Traffic mobility during peak hours” continued to receive the lowest percent of *Good* and *Excellent* ratings (51%), a positive shift occurred from *Poor* to *Fair* ratings.
 - The percent of residents rating this factor *Poor* declined significantly from 2006 while the percent of *Fair* ratings increased.

Slide 2 of 2

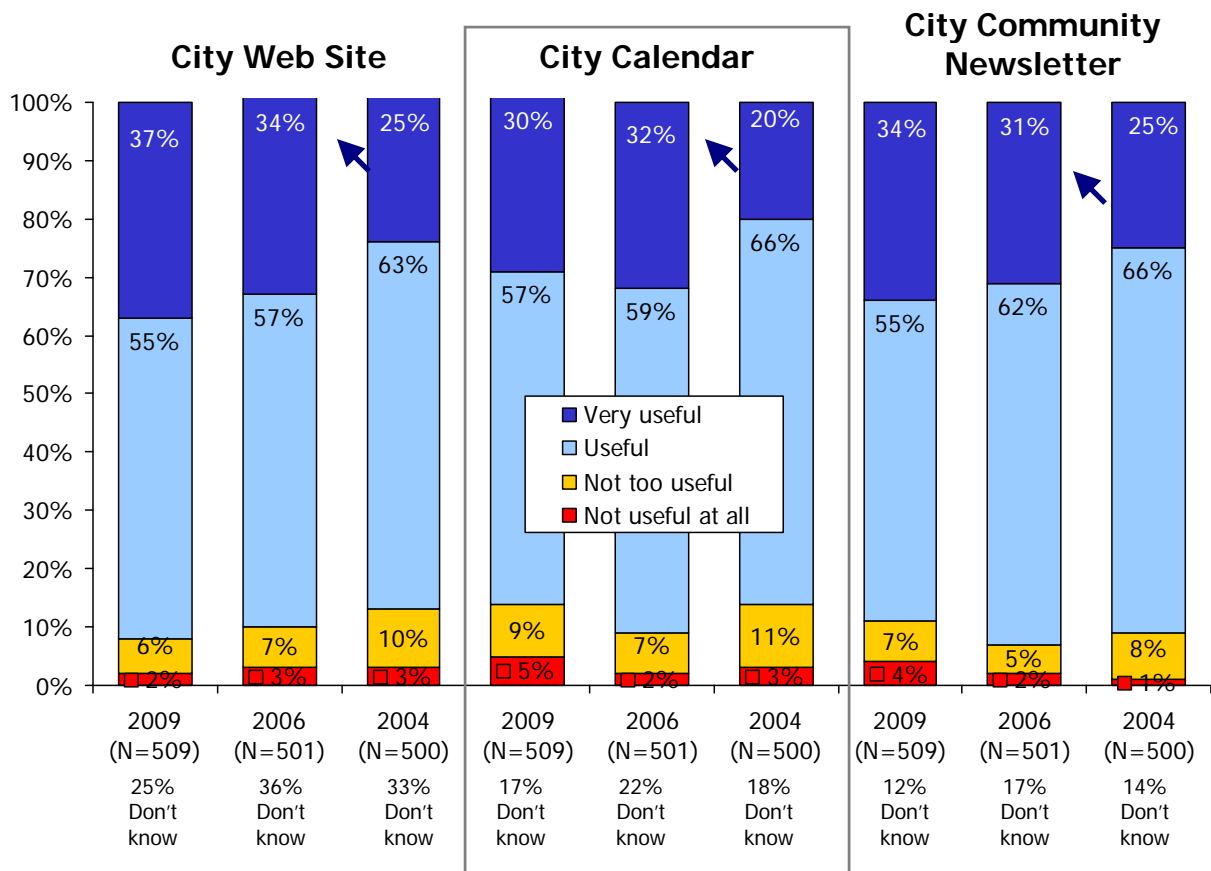
Significantly higher than previous year's results
 Significantly lower than previous year's results

* Wording change from 2006, 'Traffic Mobility' was read 'Traffic Management'





Information and Communication Sources

Usefulness of Information Sources



- Over 80% of respondents rate all city information sources useful with the exception of the Municipal Channel.

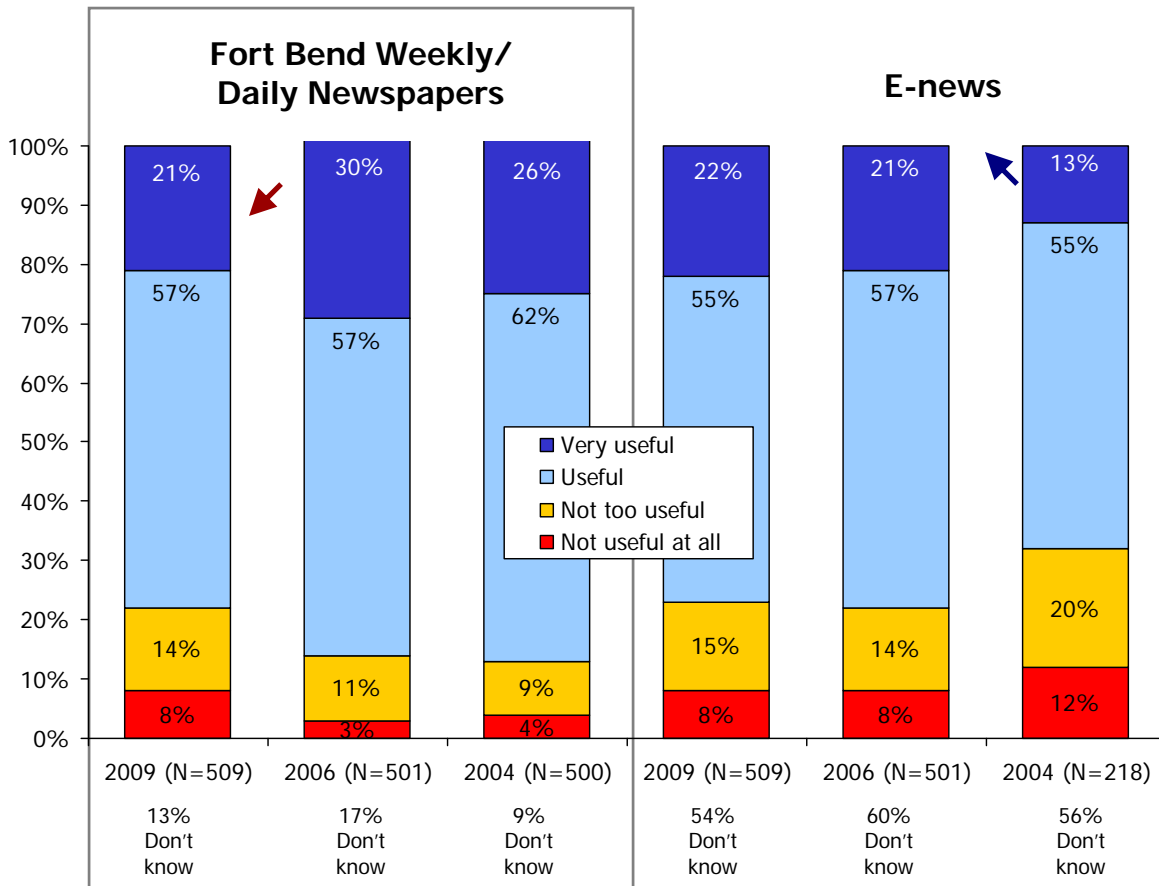
Slide 1 of 3

 Significantly higher than previous year's results
 Significantly lower than previous year's results

38. How would you rate the ... ?





Usefulness of Information Sources

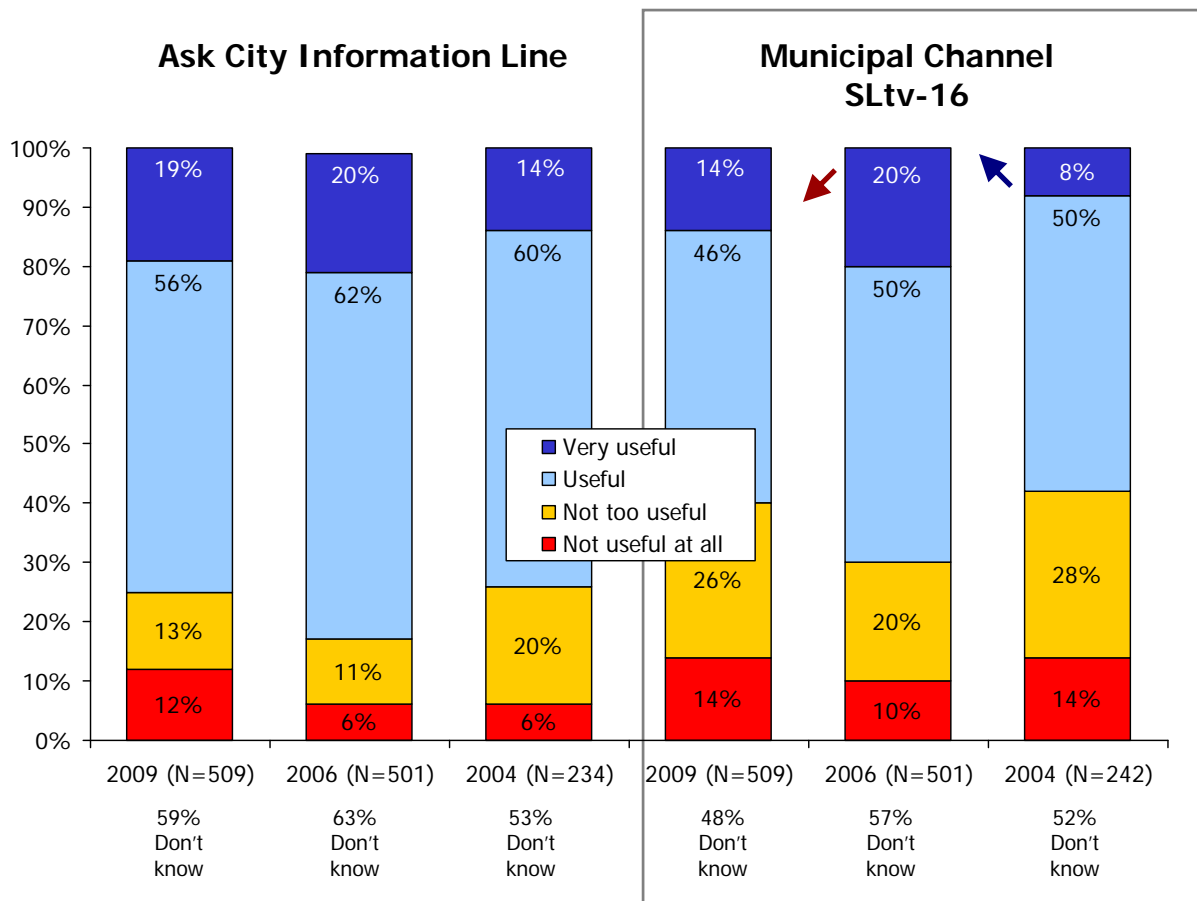


- Fort Bend Newspapers decreased its *Very Useful* scores in 2009 from 30% to 21%.

Slide 2 of 3

 Significantly higher than previous year's results
 Significantly lower than previous year's results
 38. How would you rate the ... ?

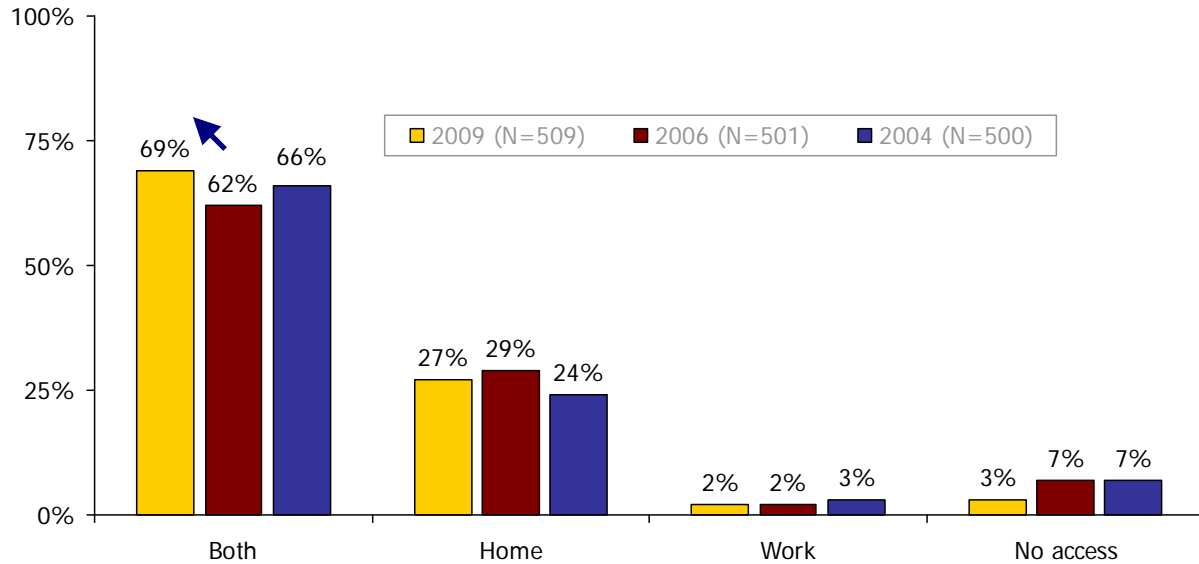
Usefulness of Information Sources



- The Municipal Channel significantly decreased its ratings from 70% to 60% of respondents considering it useful (this is back in line with 2004's 58%).

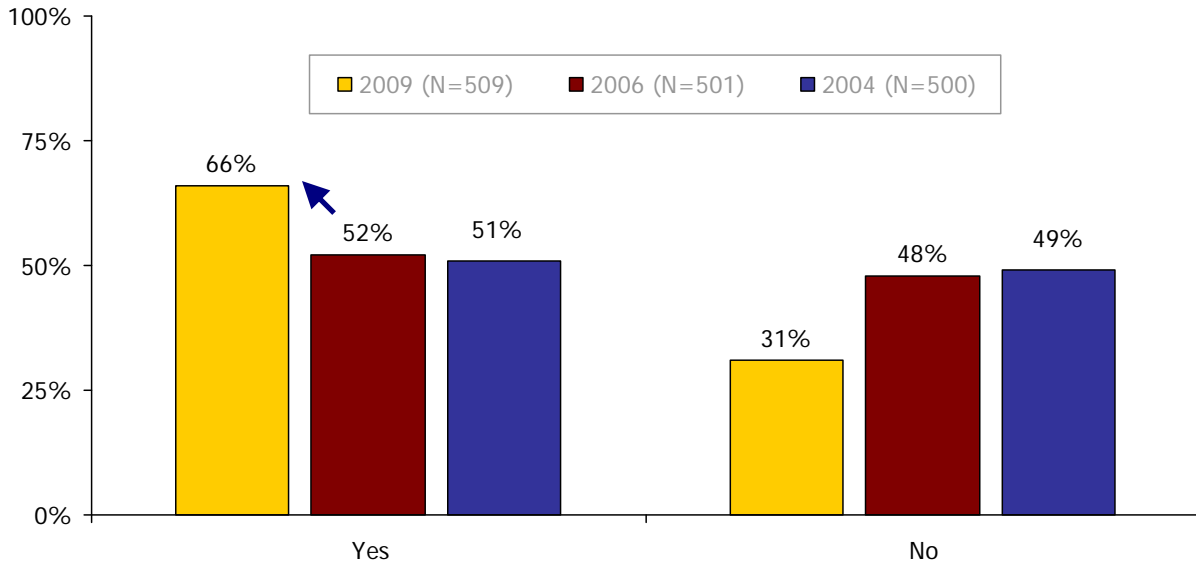
Slide 3 of 3

Internet Access Locations



- The majority (69%) have Internet access at both home and work which has increased significantly since 2006.
 - Only 3% of respondents do not have any access to the Internet.

Visited City Web Site



- About three-fifths have visited the City web site, a significant increase from 2006

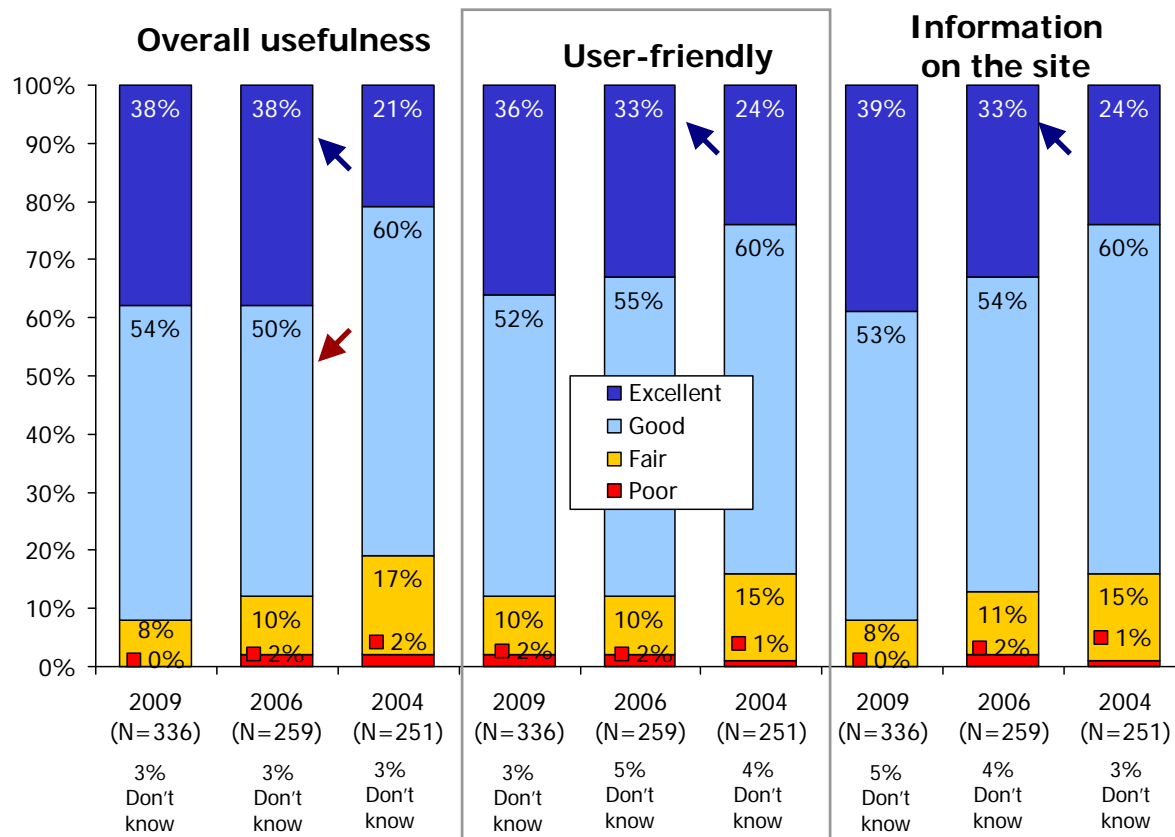
▲ Significantly higher than previous year's results

▼ Significantly lower than previous year's results



40. 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

Base = Those who used the web site



- The web site receives at least 88% of respondents' *Good* or *Excellent* ratings for:
 - Being user-friendly (*Good*: 52%; *Excellent*: 36%)
 - Information on the site (*Good*: 53%; *Excellent*: 39%)
 - Overall usefulness (*Good*: 54%; *Excellent*: 38%)
- Although not significant, Information on the Site continues to trend to higher ratings each year.

 Significantly higher than previous year's results
 Significantly lower than previous year's results

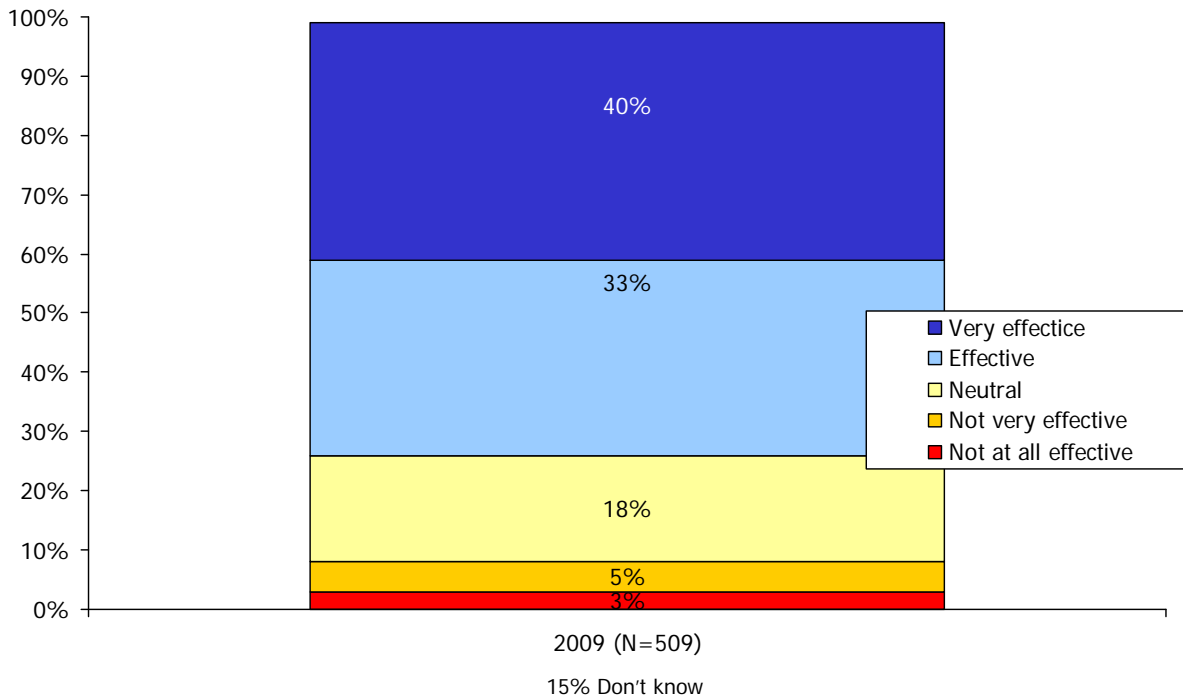
Preferred Method to Hear About City Events

First Mention	
Direct mail	35%
Email	24%
City web site - information, news and alerts	10%
Community signage - billboards, signs, banners	10%
Print publications	8%
Online publications	6%
Base: 509	

Other mentions by 2% or less

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

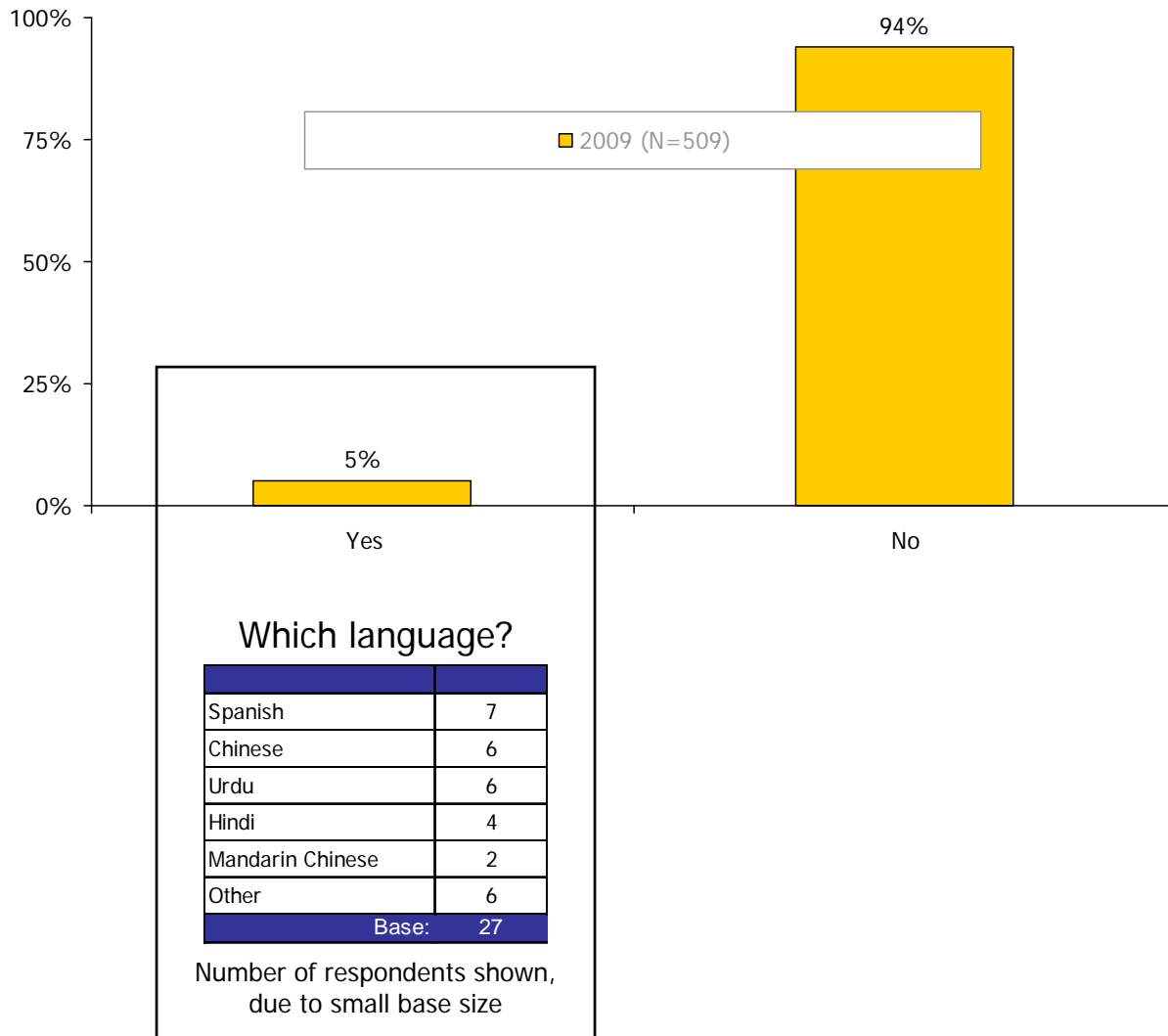
Effectiveness of Emergency Communication



- 73% of respondents feel the Emergency Communication from the City is *Effective* or *Very Effective*. Only 8% say it is *Not very* or *Not at All* effective.

Slide 3 of 3

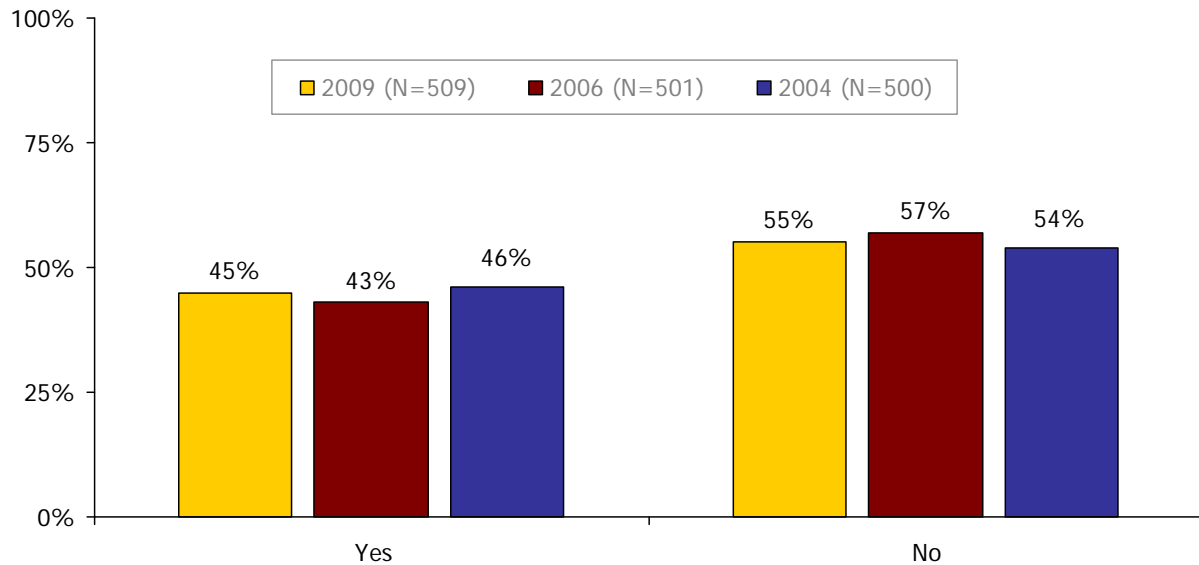
Need for City Communications to Be in Another Language



- Only 5% of respondents request the City's information be offered in a language other than English. Among those respondents, Spanish, Chinese and Urdu are the top mentions.

Parks and Recreation

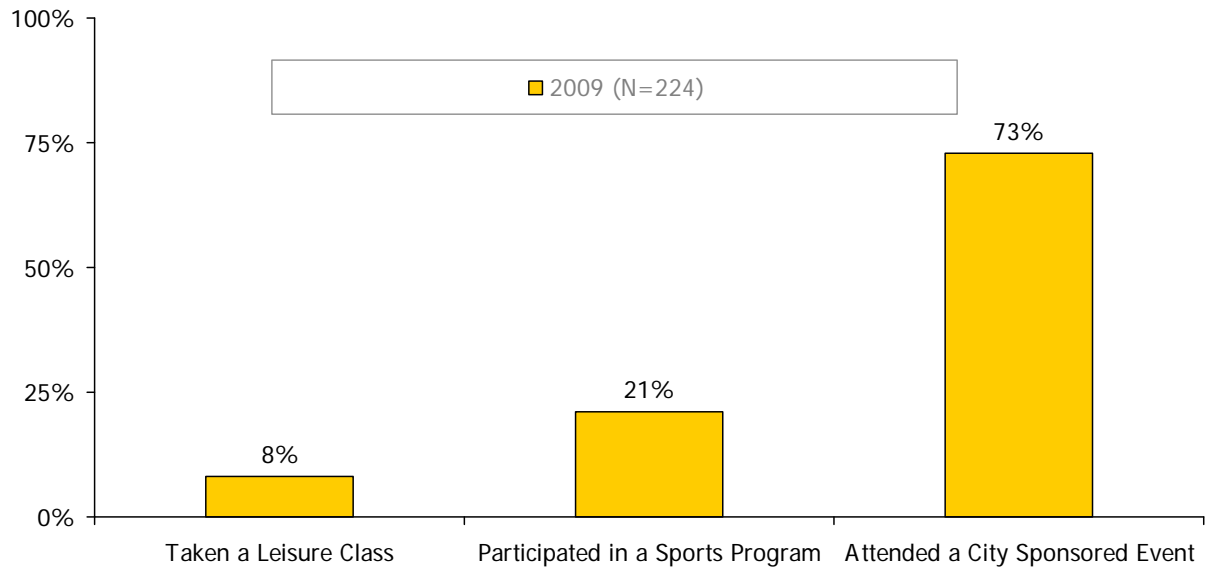
Used a City Park or Recreational City Facility



- 45% of respondents have visited a City park or recreational facility.

Activities Participated In

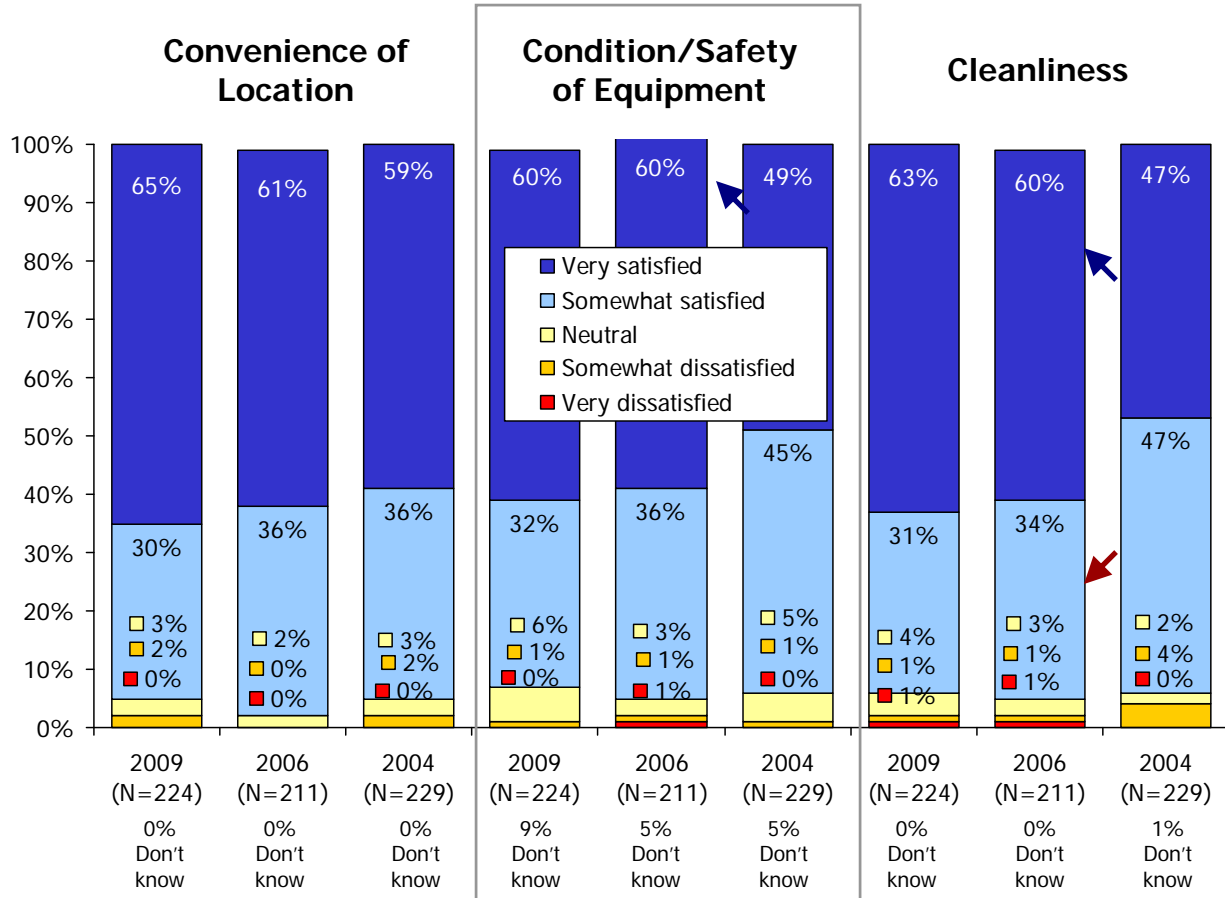
Base: Those who have used a City Park or Facility



- Most of those who have visited a City's recreational facility have done so for a City Sponsored Event



User Satisfaction With City Parks/Facilities

Base = Those who used a city park or facility



- Overall, the satisfaction ratings for the factors of the park/facility are high. All factors of the City parks/facilities received at least 90% satisfied ratings with the exception of the reservation process (84%).

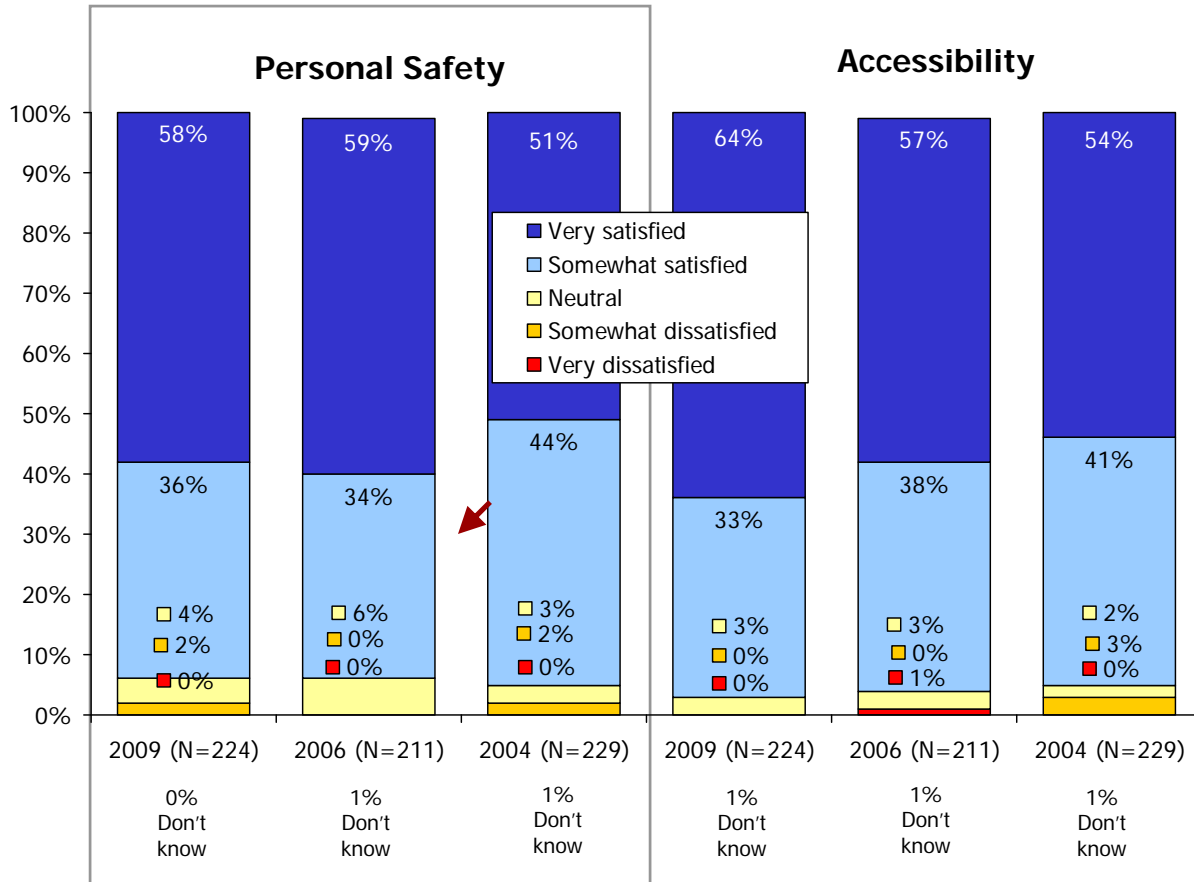
Slide 1 of 3

 Significantly higher than previous year's results
 Significantly lower than previous year's results



User Satisfaction With City Parks/Facilities

Base = Those who used a city park or facility



Slide 2 of 3

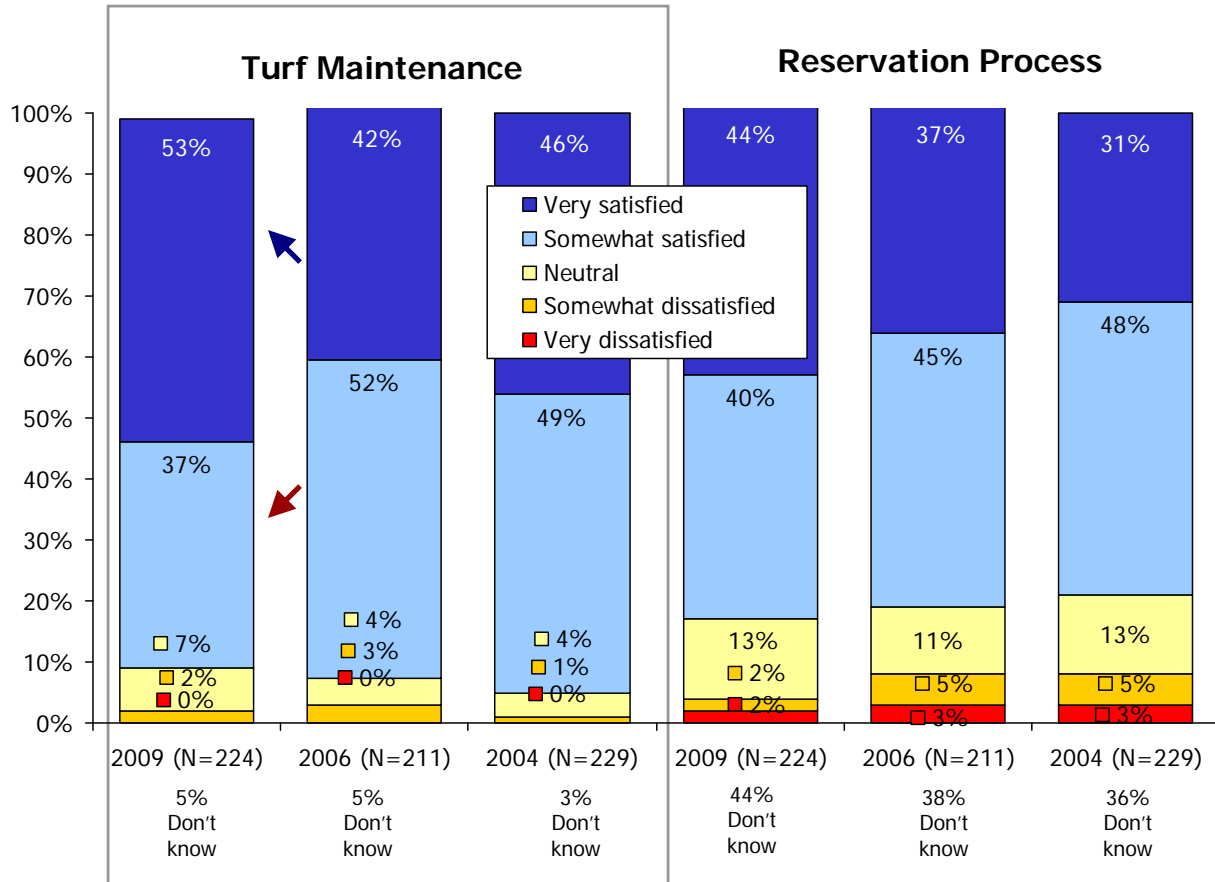
- Significantly higher than previous year's results
- Significantly lower than previous year's results

18. How would you rate ... ?



User Satisfaction With City Parks/Facilities

Base = Those who used a city park or facility



Slide 3 of 3

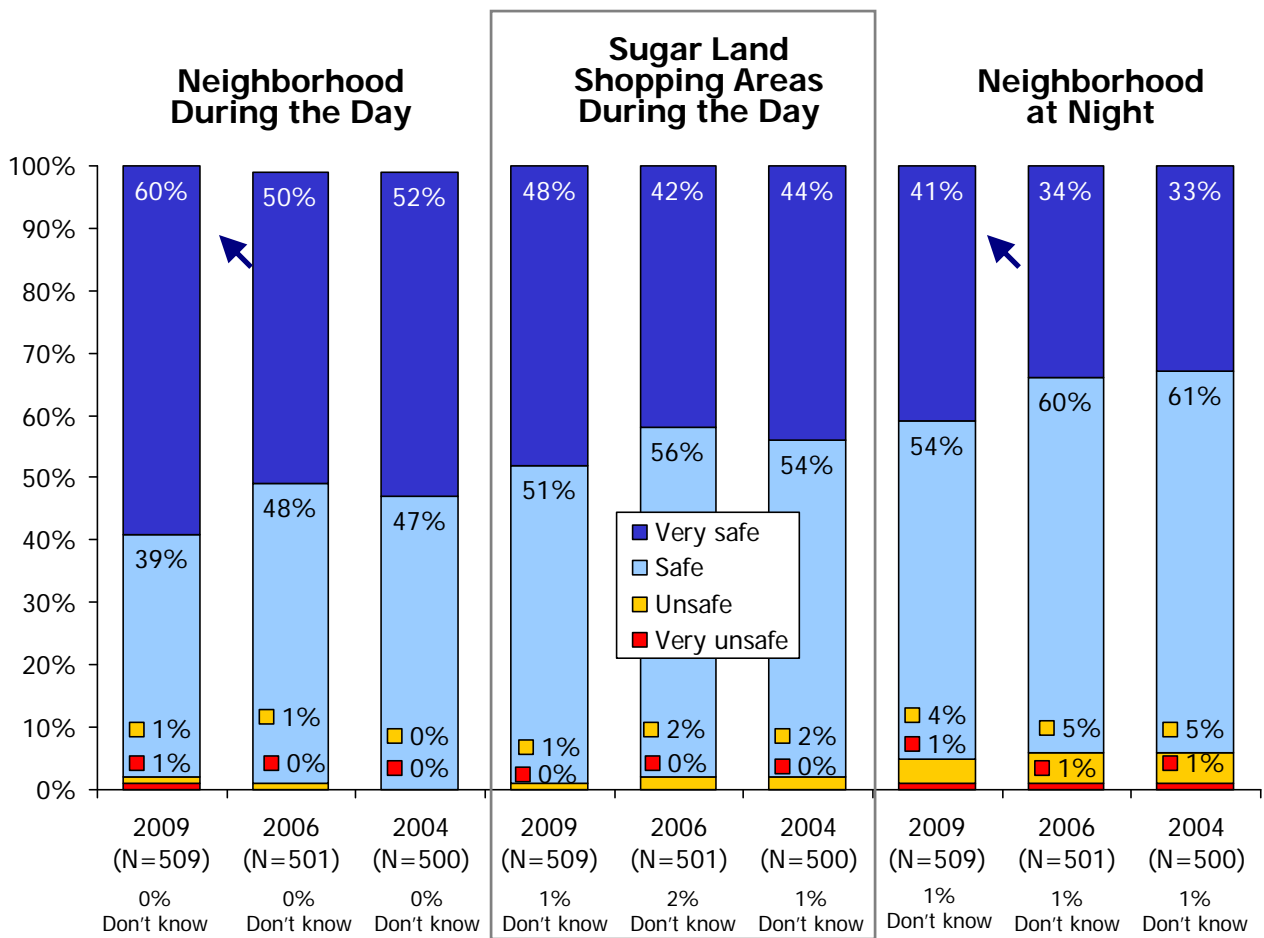
- Significantly higher than previous year's results
- Significantly lower than previous year's results

18. How would you rate ... ?





Police Department

Rating of Safety



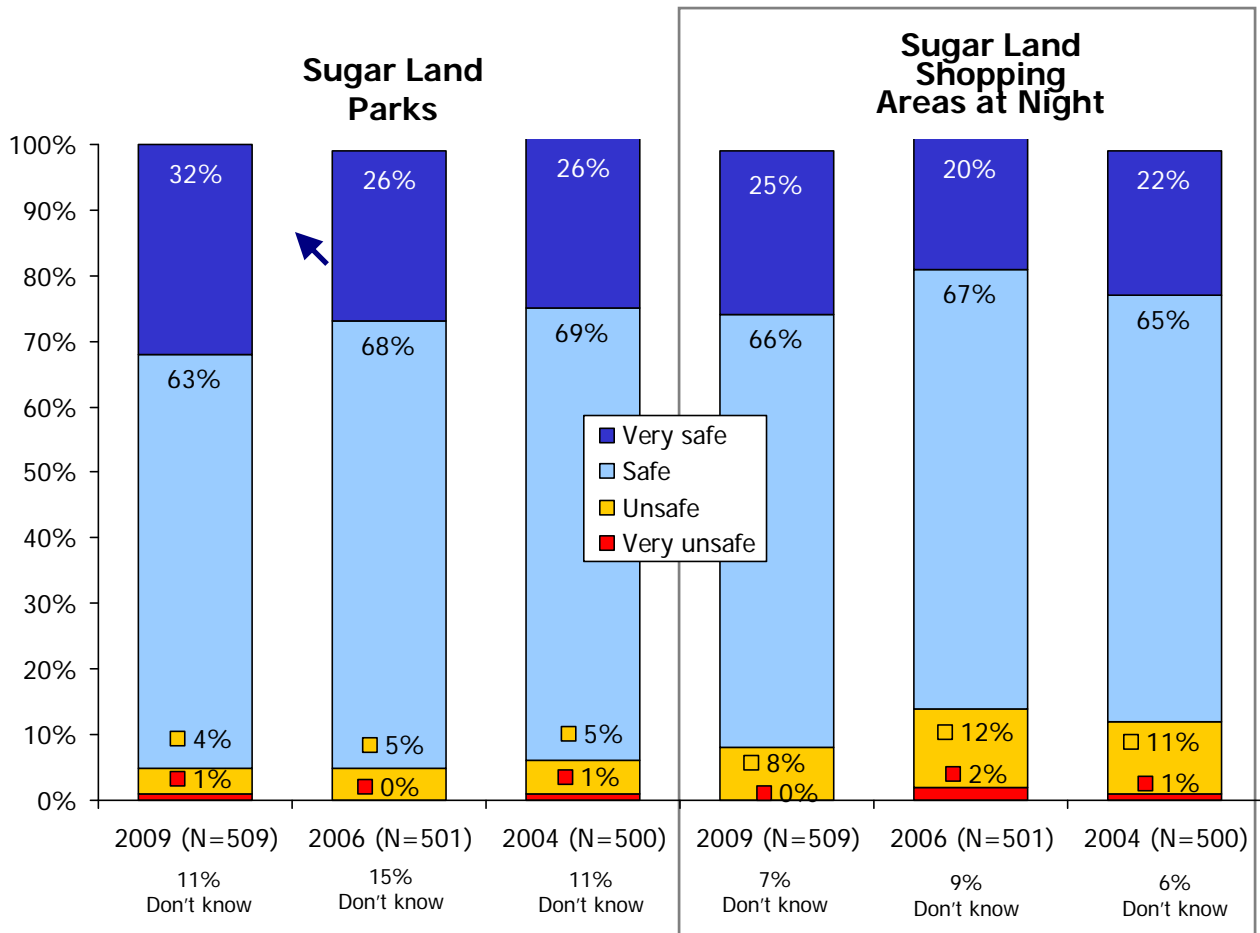
- Similar to previous years, all areas of Sugar Land which are rated receive above 85% *Safe* or *Very Safe* ratings.
 - There is a significant increase among *Very Safe* ratings for Neighborhood During the Day and Evening, as well as Parks.

Slide 1 of 2

 Significantly higher than previous year's results
 Significantly lower than previous year's results



Rating of Safety



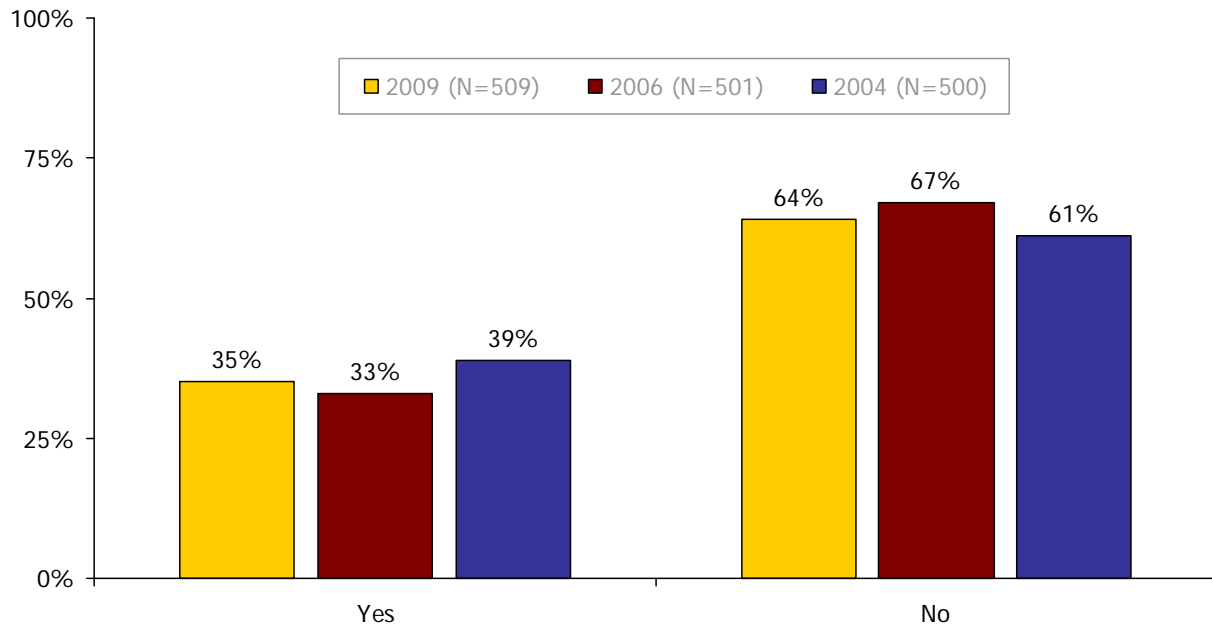
Slide 2 of 2

- Significantly higher than previous year's results
- Significantly lower than previous year's results

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



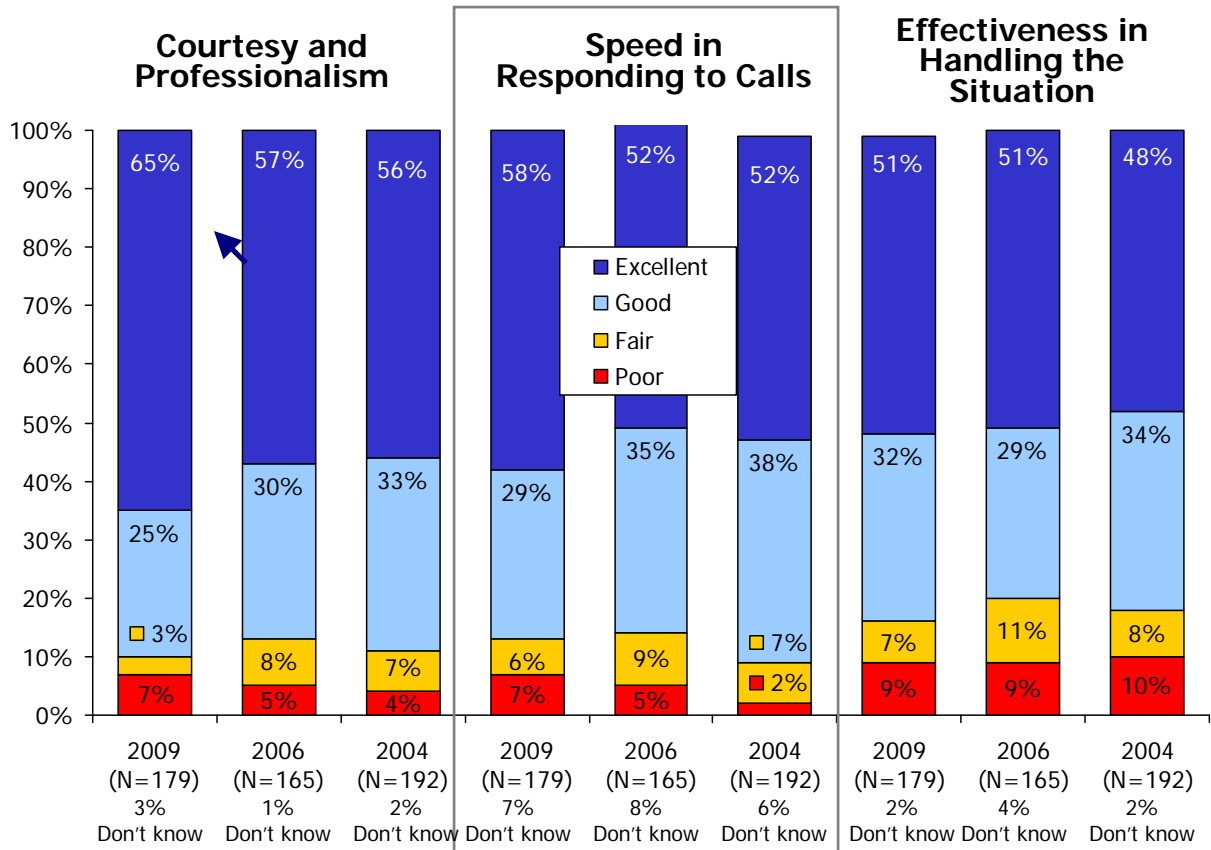
Contact With Police Services in Past Two Years





- 35% 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

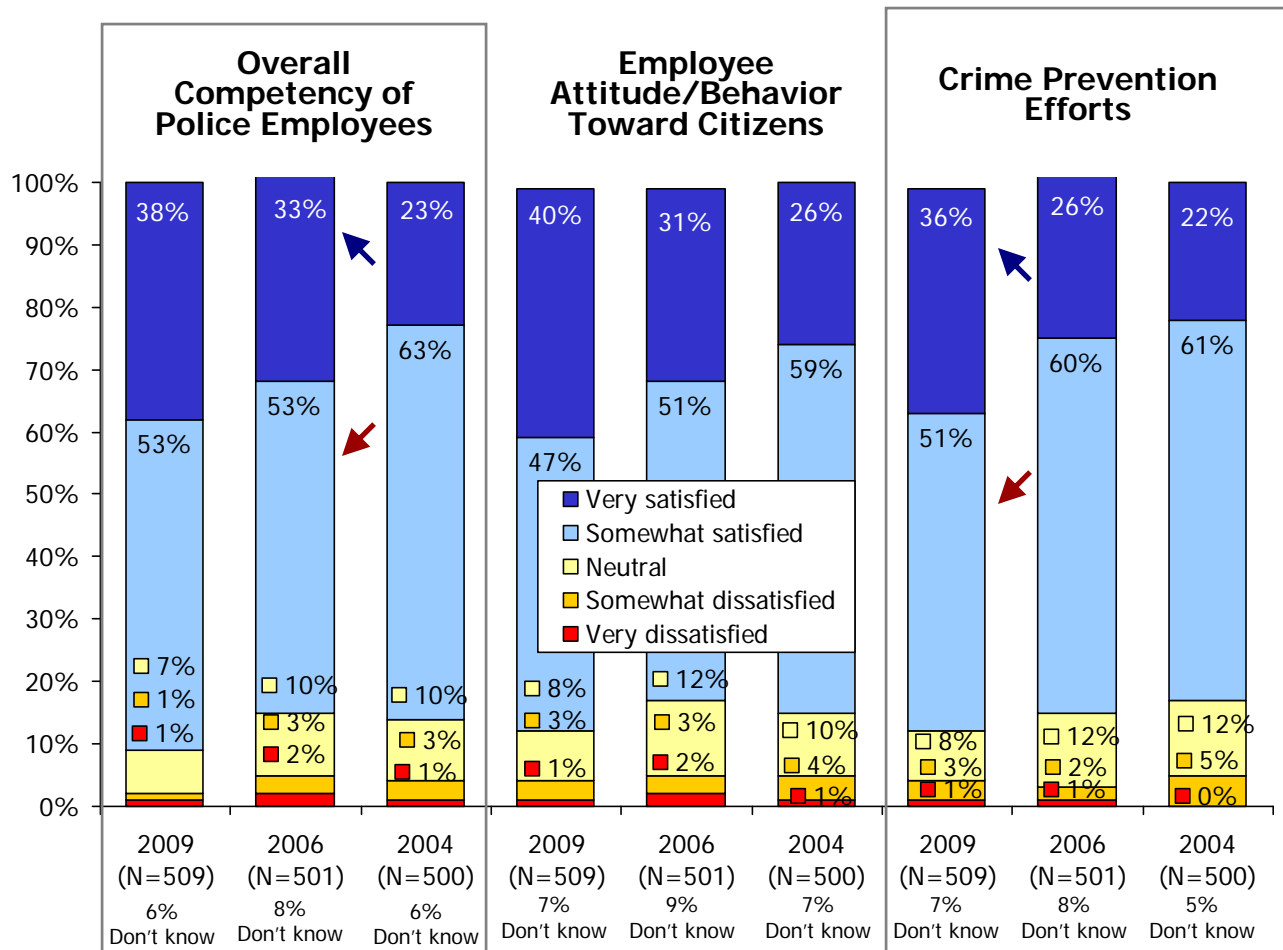


- At least 80% of respondents give police performance *Good* or *Excellent* ratings for Speed in Responding to Calls, Courtesy and Professionalism, and Effectiveness in Handling the Situation.
 - There is a significant increase in 2009 of *Excellent* ratings for Courtesy and Professionalism.

 Significantly higher than previous year's results
 Significantly lower than previous year's results

30. 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.
 - In 2009, there is a significant increase in *Very satisfied* ratings of Crime Prevention Efforts, Addressing Citizen’s Safety/Security, Police Visibility in Residential Areas, Reducing Juvenile Crime, and Traffic Enforcement.

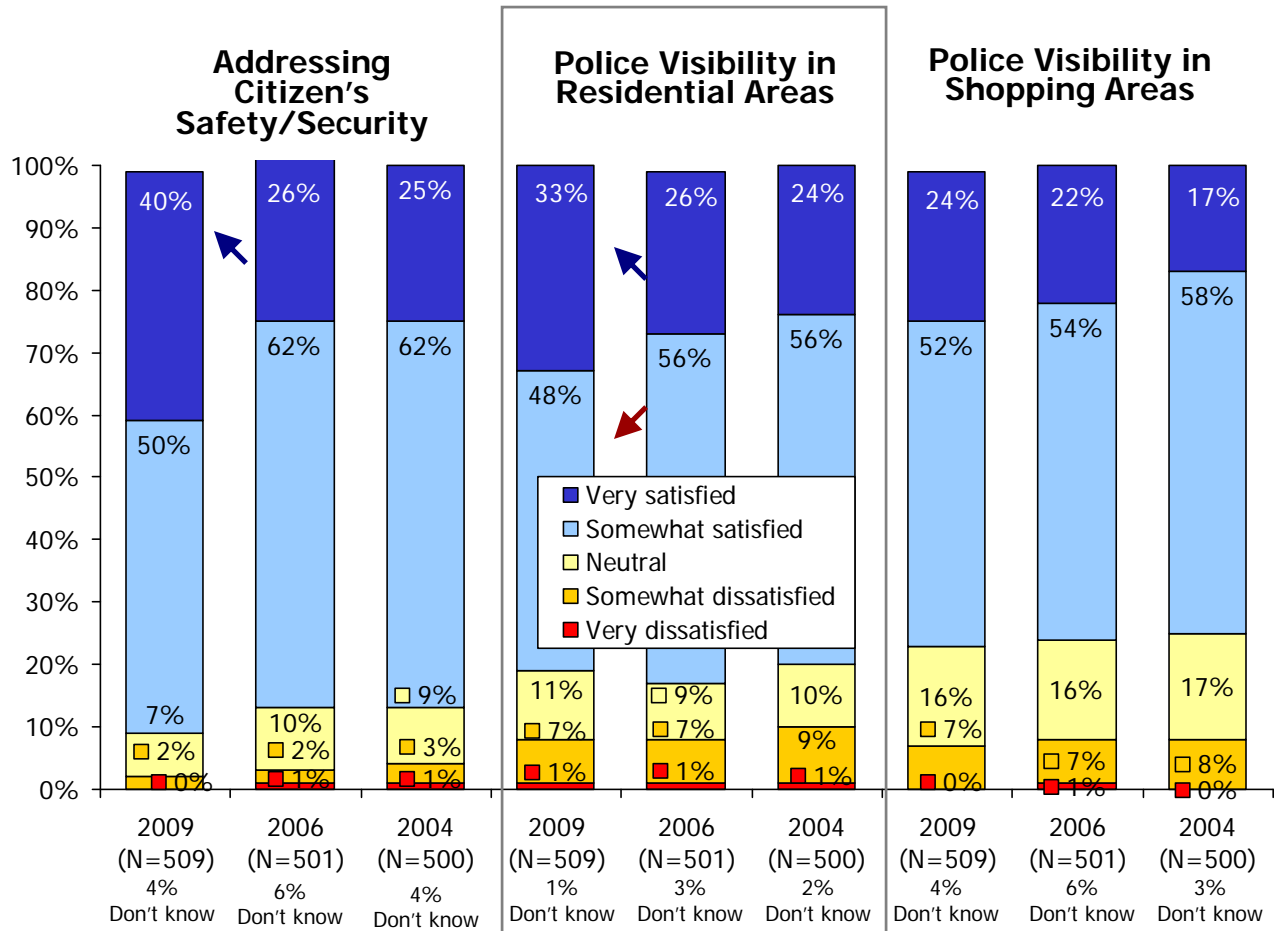
Slide 1 of 3

Significantly higher than previous year's results
 Significantly lower than previous year's results

31. 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



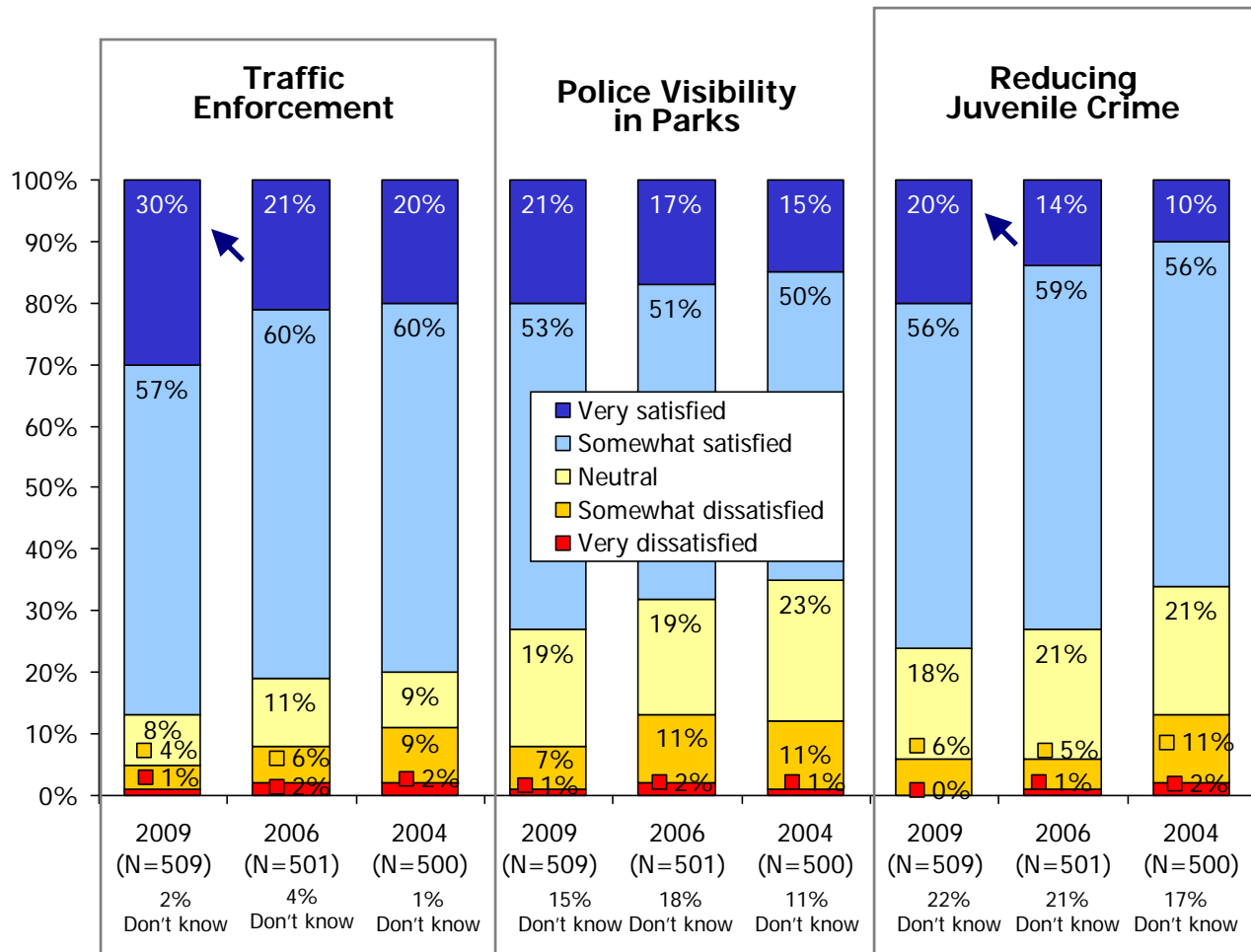
Slide 2 of 3

- Significantly higher than previous year's results
- Significantly lower than previous year's results

31. 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



Slide 3 of 3

- Significantly higher than previous year's results
- Significantly lower than previous year's results

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



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	16%
More visibility in neighborhoods	10% *
Enforce traffic violations	5%
More visibility during peak hours	5% *
More visibility in shopping areas	4% *
More visibility overall	4% *
Treat citizens with more respect	4%
Base:	509

* 23% mention some form of visibility

Other responses by 2% or less of total sample

"More police officers patrolling neighborhood at night. The visibility is poor at night."

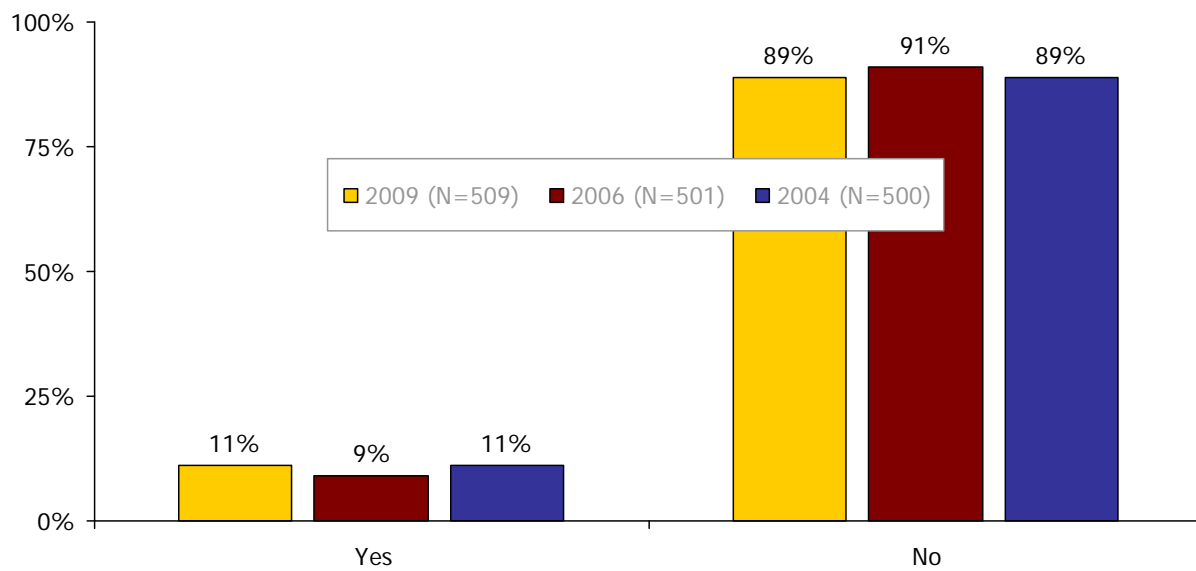
"Visibility in public streets and residential streets. There are not many police vehicles out and about."

"I think they really need to do a better job patrolling to catch people who are speeding."

"I would say just to continue to do the best and be more visible where people congregate, like at the AMC theatres."

Fire Department

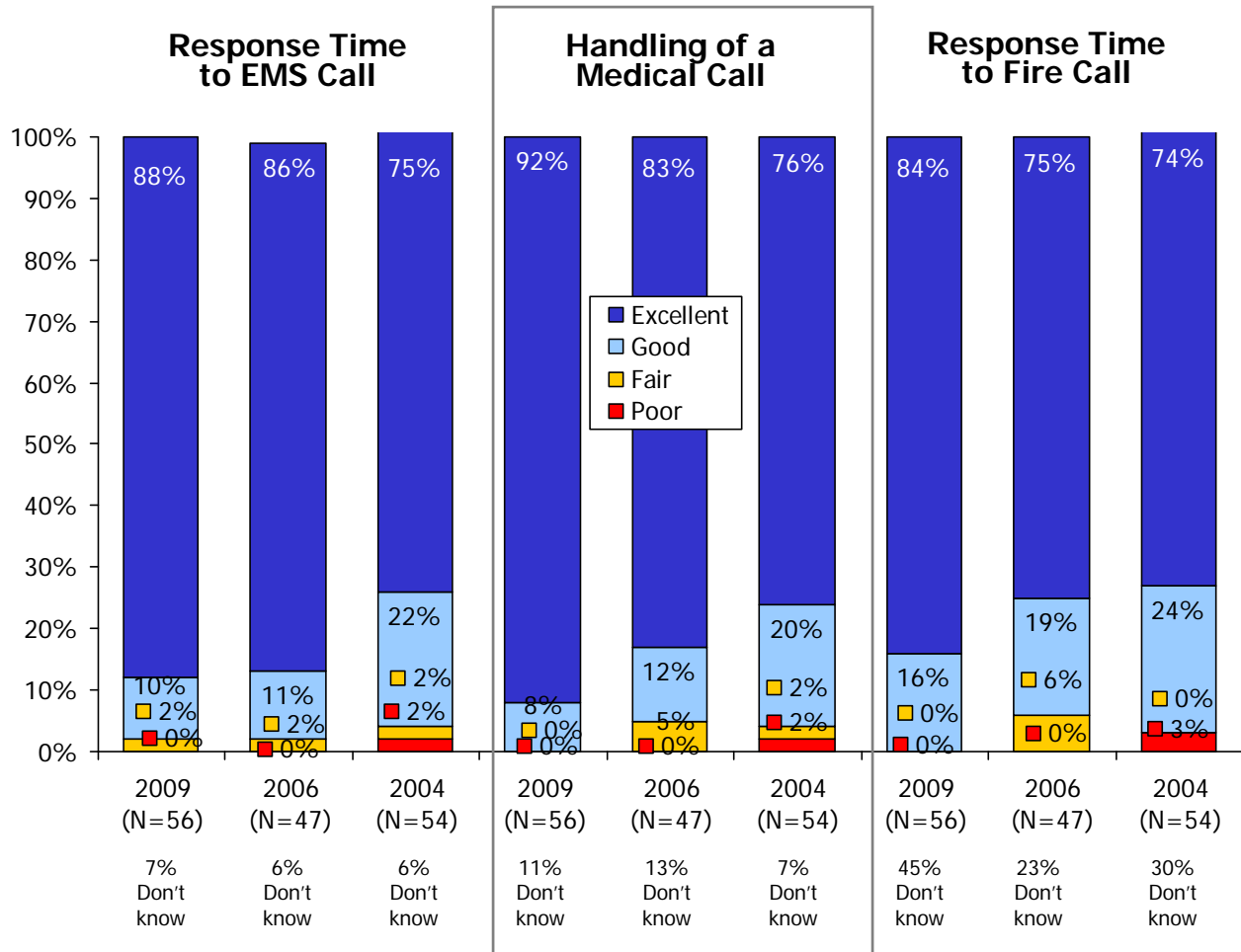
Called Sugar Land Fire Department in the Past Two Years



- 11% of respondents report having contacted the Fire Department.

Rating of Fire Department Performance

Base = Those who called Sugar Land Fire Department



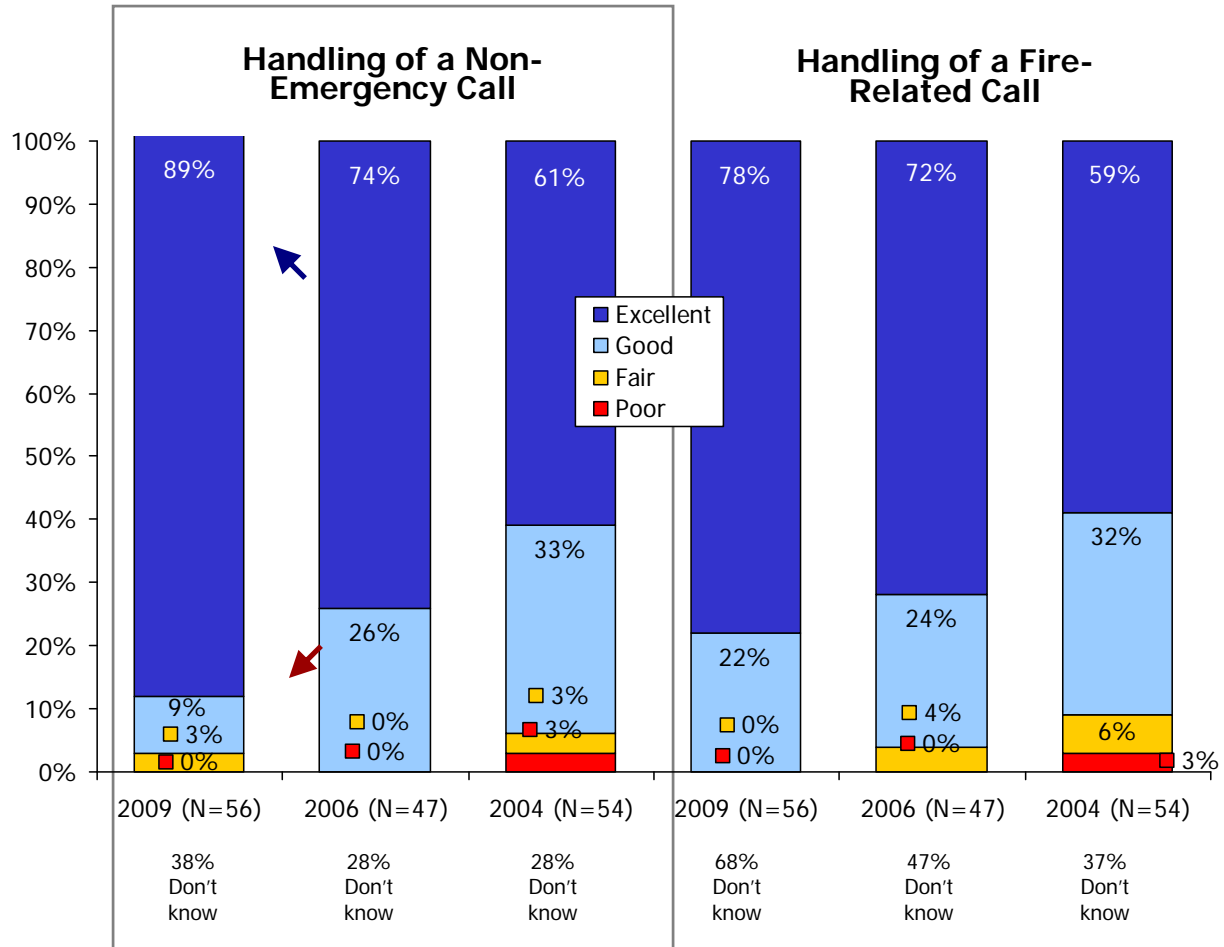
- Of the 11% who contacted the Fire Department, at least 98% rate all factors *Good* or *Excellent* (Handling of a medical call, Response time to EMS call, Response time to fire call, Handling of a non-emergency call, and Handling of a fire call).

Slide 1 of 2



Rating of Fire Department Performance

Base = Those who called Sugar Land Fire Department



- Handling of a Non-Emergency Call receives more *Excellent* ratings and fewer *Good* ratings in 2009.

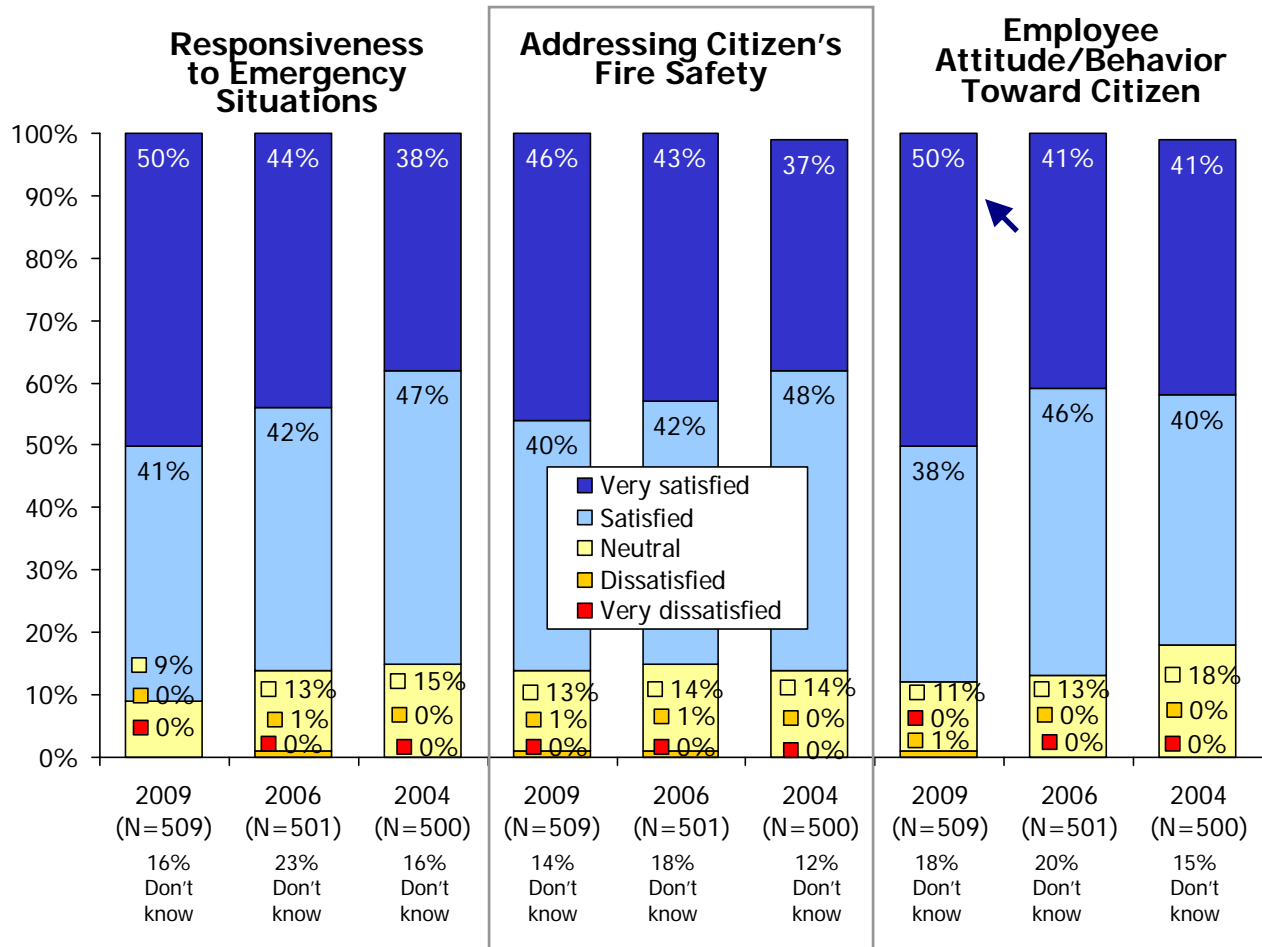
Slide 2 of 2

- ↗ Significantly higher than previous year's results
- ↘ Significantly lower than previous year's results

34. 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



- 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 rated each factor of the Fire Department at least 82% or more on satisfaction.

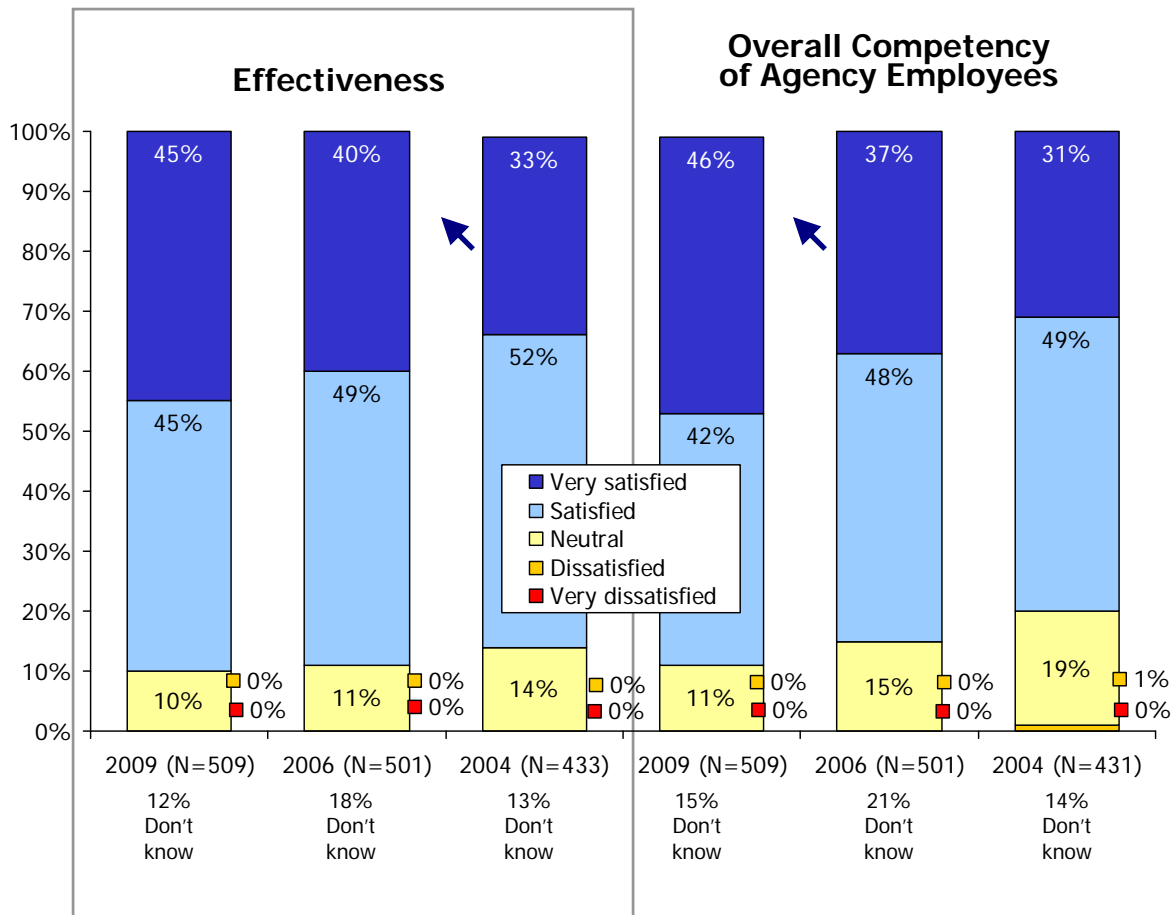
Slide 1 of 3

 Significantly higher than previous year's results
 Significantly lower than previous year's results

37. How would you rate the Sugar Land Fire Department on...



Satisfaction With Sugar Land Fire Department



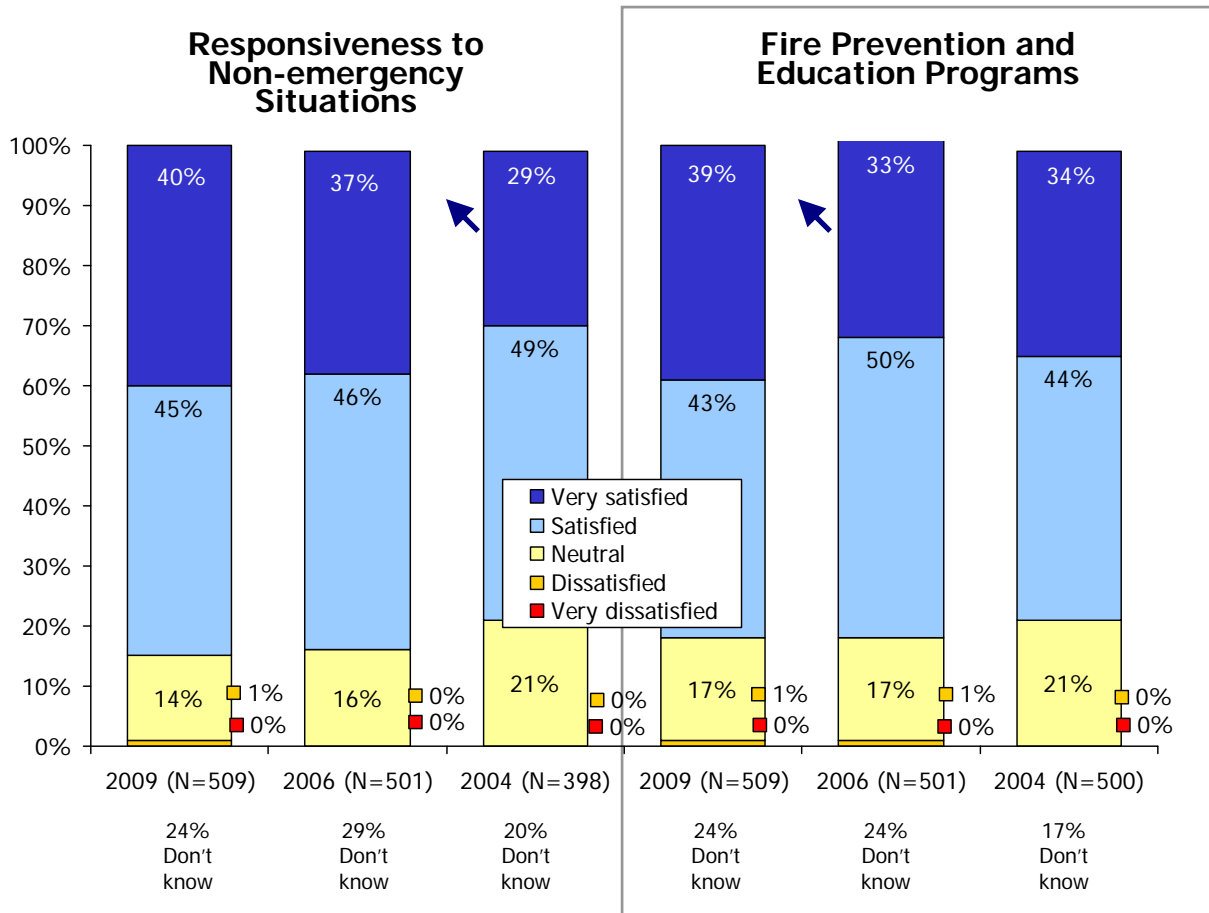
- Overall Competency of Agency Employees receives more *Very Satisfied* ratings in 2009.

Slide 2 of 3

- ▲ Significantly higher than previous year's results
- ▼ Significantly lower than previous year's results



Satisfaction With Sugar Land Fire Department



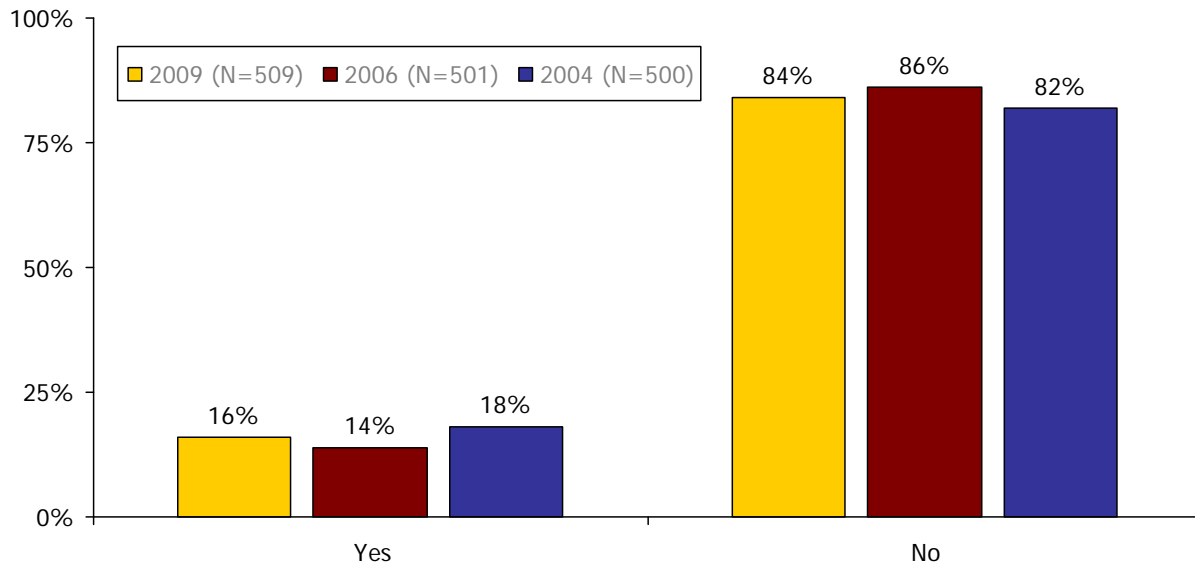
- Fire Prevention and Education Programs receives more *Very Satisfied* ratings in 2009, although the top box ratings remained consistent with 2006.

Slide 3 of 3

Significantly higher than previous year's results
 Significantly lower than previous year's results



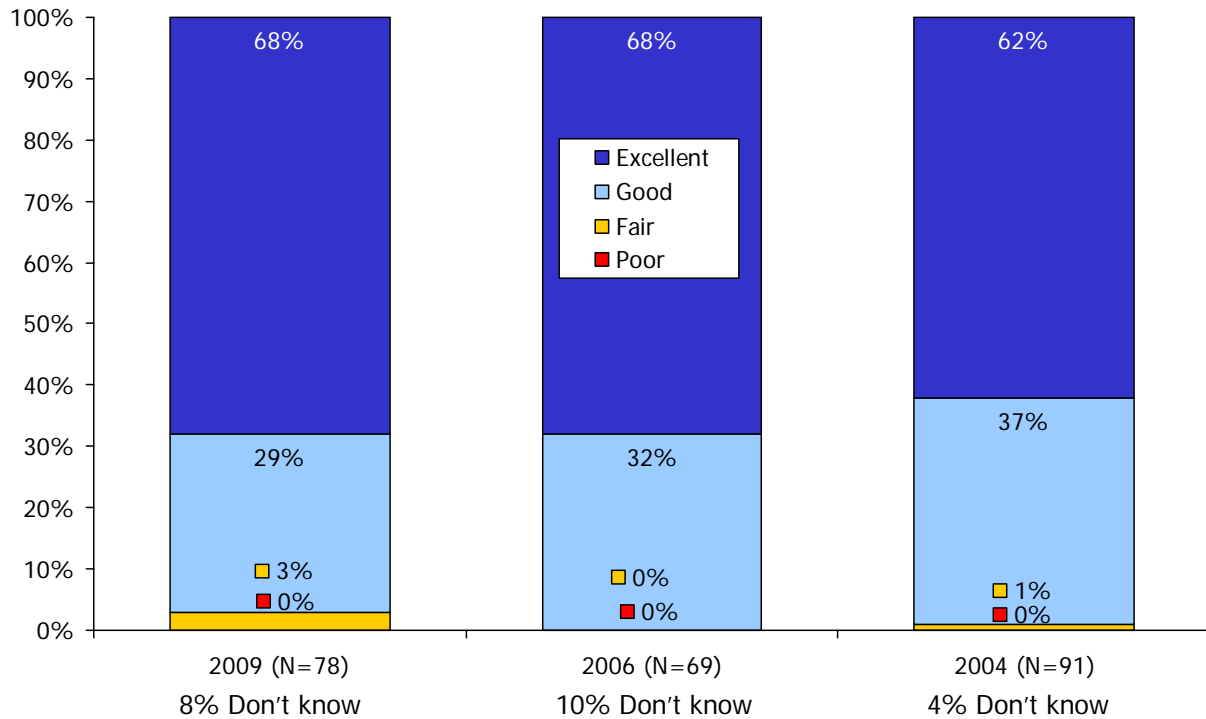
Participation in Fire Department Prevention Education Program, Event, or Tour



- Only 16% participated in a program, event, or tour.

Rating of Prevention Education Program, Event, or Tour

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



- Of this 16% that participated, 97% gave a *Good* (29%) or *Excellent* (68%) 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	17%
Better traffic control	6%
Improve/maintain sidewalks	4%
Sugar Land is a great place to live	3%
Police - more visibility	3%
Improve communication (during Ike, on the web site, etc.)	3%
Regular trash collection	3%
Nothing	42%
Base: 509	

Other responses by 2% or less of total sample

"Just keep doing the great job they are doing. I think overall, all of the departments do an excellent job."

"I think that they are doing a great job. I like the appearance of the city as a whole, landscaping on the roads, and a good variety of shopping."

"I feel very fortunate that we live here. I think they handle the growth of the city very well. They have plenty of activities for families and adults, as a whole community."