



2018 CORPUS CHRISTI COMMUNITY SURVEY

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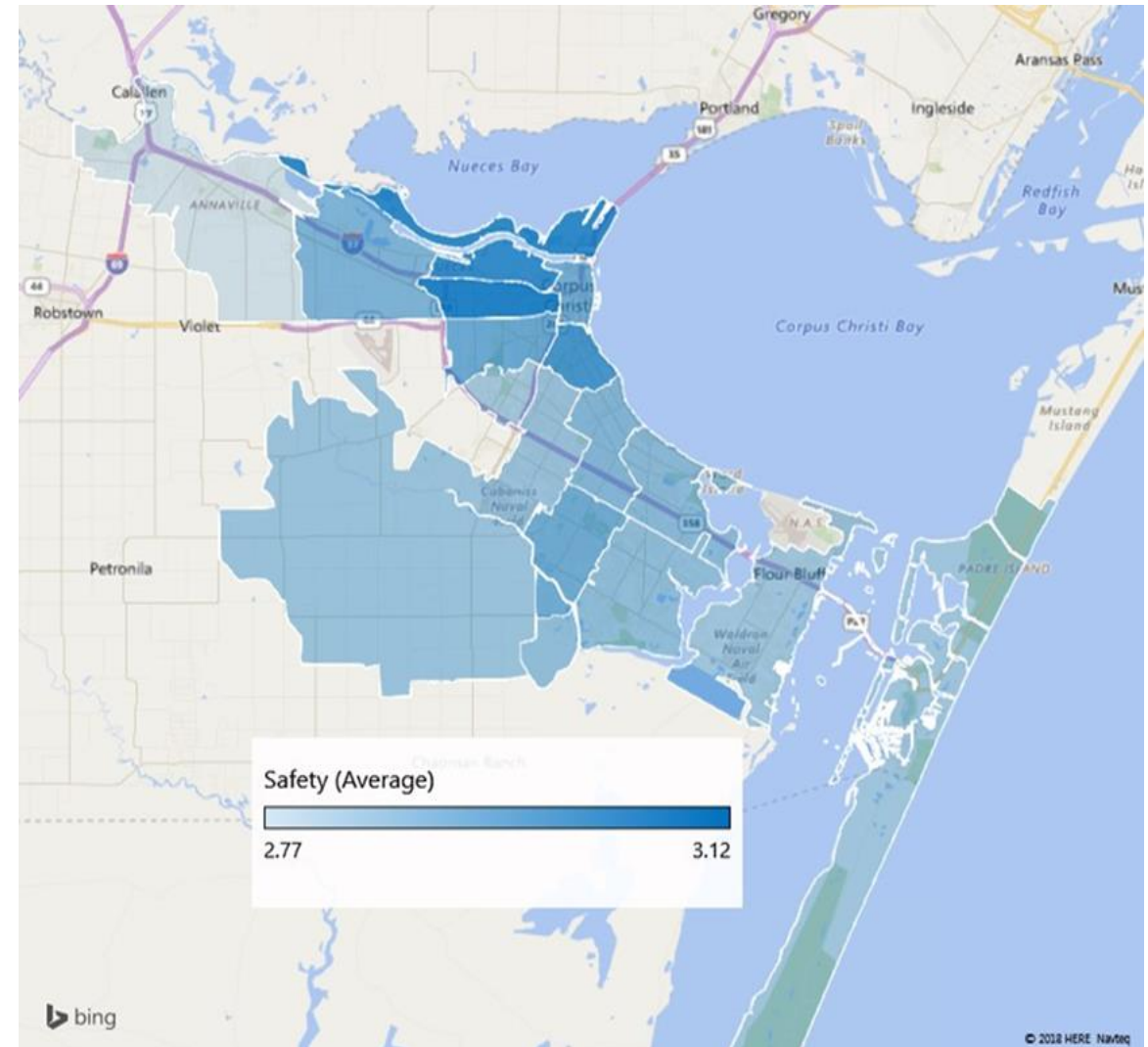
- Things to keep in mind as we review the data:
 - There are two reporting groups for the data
 - **QR Code Data (Probability Sample)**
 - Probability sample from a mailing of 10,000 postcards (155 returned to sender) to a random sample of street addresses within the City of Corpus Christi. The postcards invited recipients to complete the web-based survey instrument using a QR code or web link unique to the postcard recipients. This method of recruitment had 328 respondents (3.33% response rate), of which 275 (84%) were able to be used in this report.
 - There is a 95% probability that the actual value in the population is within +/-6 points of the data reported.
 - **Final Data Pool (Non-probability sample of convenience)**
 - In this data pool a majority of the respondents utilized a web link that posted on the City of Corpus Christi web page and other web pages to direct them to the survey. This method of recruitment had 1357 respondents, of which 734 (54%) were able to be used in this report. Responses from both distribution channels were aggregated and are reported as the “Final Data Pool.”
 - **While the collective opinions gained from respondents in the Final Data Pool may have value in pointing out areas of favorability or concern, those opinions are not necessarily representative of the entire resident population.**

HIGHEST IN FAVORABILITY HAD LITTLE TO NO CHANGE

- Three broad service areas continued to enjoy some of the highest levels of favorability with no statistically significant change in their favorability scores:
 1. Public Safety and Security, mean favorability score of 2.94.
 - a. Favorability scores for both the QR Code Data and the Final Data Pool matched the national benchmark high favorability score for:
 1. Ambulance response time in your neighborhood.
 2. City Utility Services, mean favorability score of 2.86.
 3. Parks and Libraries mean favorability score of 2.70.

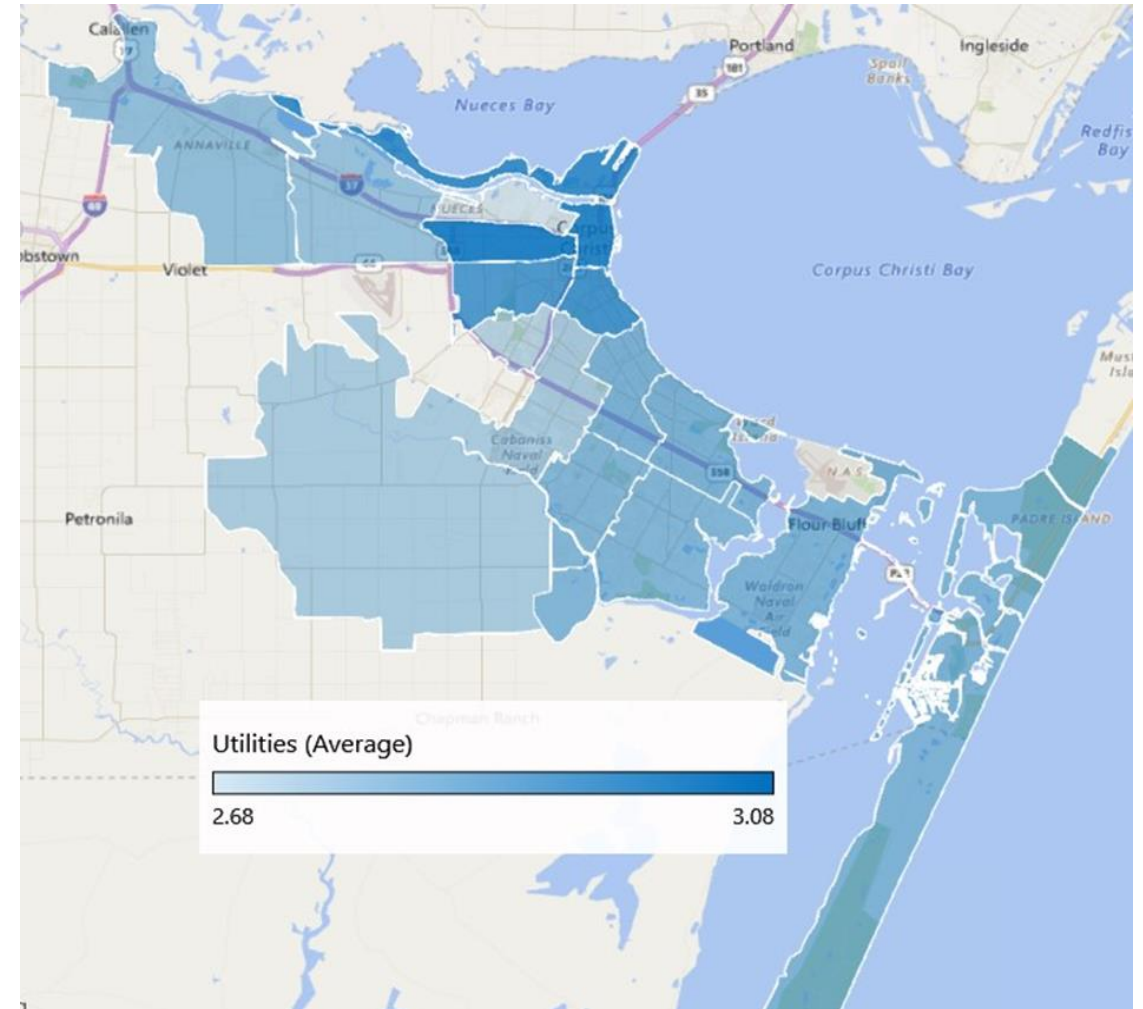
PUBLIC SAFETY AND SECURITY

Survey Question	2018 CC Survey % of Satisfied & Very Satisfied		2013 CC Survey % of Favorable Responses	2011 CC Survey % of Favorable Responses	2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k		
	Final Data Pool	QR Code Data			Low	Average	High
QR Code Data within the margin of error for one or both previous surveys							
QR Code Data exceeds the margin of error for both previous surveys		95% probability +/- 6.0%	95% probability +/- 4.5%		95% probability +/- 4.5%		
How safe I feel in my neighborhood in the daytime	80%	86%	72.2%	79.0%	72%	87%	98%
How safe I feel in my neighborhood in the evening/night	65%	84%	84%	79%	32%	66%	88%
Fire protection response time in your neighborhood	89%	86%	95%	96%	73%	82%	90%
Ambulance response time in your neighborhood	87%	87%	93%	88%	67%	76%	87%
Police emergency response time in my neighborhood	72%	84%	80%	84%	20%	67%	88%
Quality of traffic law enforcement	58%	79%	73%	79%	28%	56%	73%
Quality of crime prevention efforts	53%	88%	*	*	*	*	*
Overall quality of fire protection services	88%	85%	95%	92%	79%	86%	94%
Overall quality of emergency medical assistance	88%	87%	93%	94%	61%	82%	91%
Overall quality of police services	70%	83%	80%	84%	39%	72%	94%
* No comparable question	Lowest value over previous surveys			Highest value over previous surveys	At or below national low		At or above national high



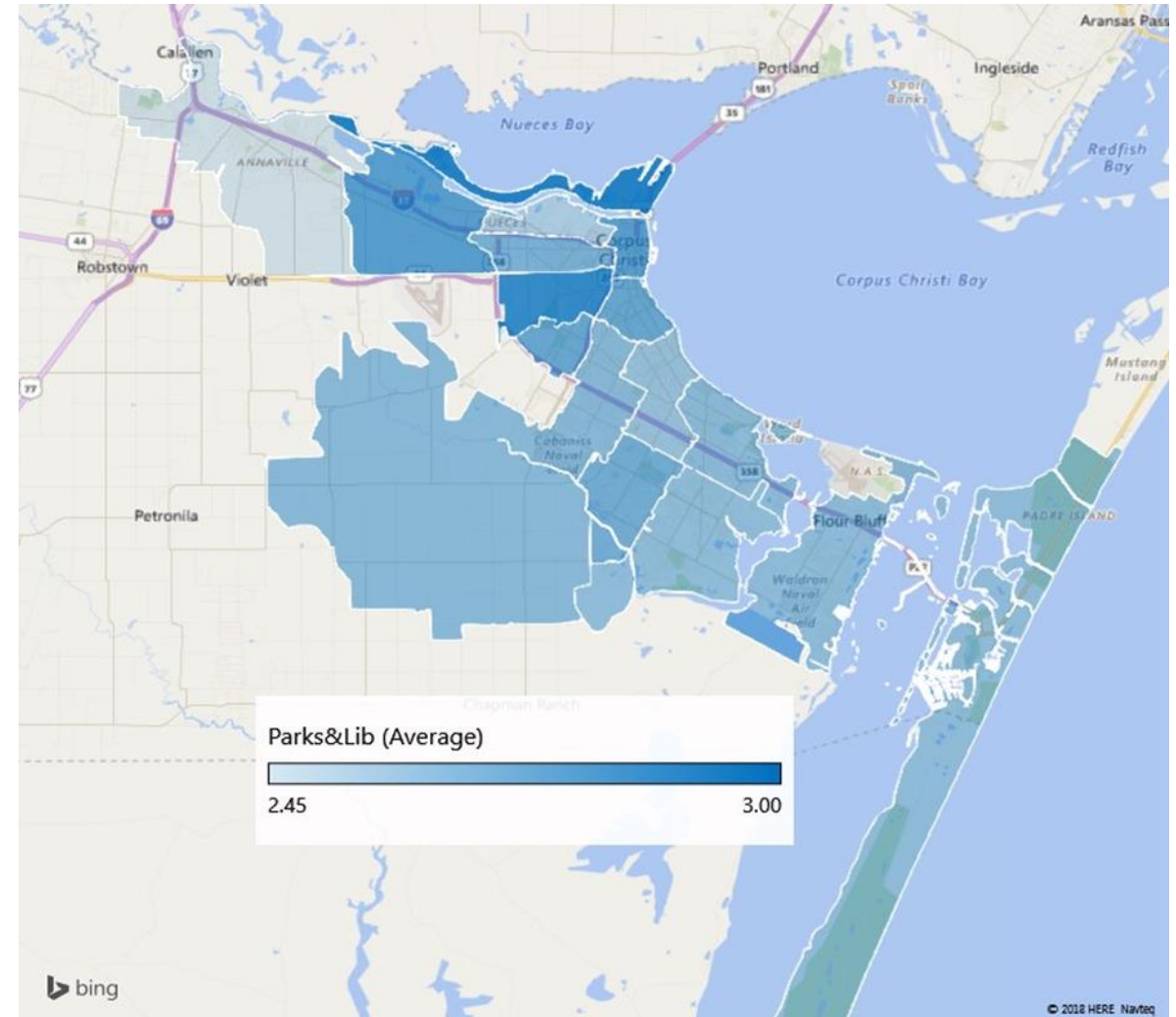
CITY UTILITY SERVICES

Survey Question	2018 CC Survey % of Satisfied & Very Satisfied		2013 CC Survey % of Favorable Responses	2011 CC Survey % of Favorable Responses	2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k		
	Final Data Pool	QR Code Data			Low	Average	High
QR Code Data within the margin of error for one or both previous surveys							
QR Code Data exceeds the margin of error for both previous surveys		95% probability +/- 6.0%	95% probability +/- 4.5%		95% probability +/- 4.5%		
The speed of responding to requests for utility service	73%	86%	85%	79%	*	*	*
Ease of making utility payments	82%	84%	88%	85%	*	*	*
Overall quality of waste water services (sanitary sewer) to your home	75%	85%	77%	86%	45%	68%	84%
Overall quality of gas service to your home	91%	87%	83%	91%	*	*	*
Overall quality of water service to your home	66%	85%	82%	81%	55%	77%	95%
* No comparable question	Lowest value over previous surveys			Highest value over previous surveys	At or below national low		At or above national high



PARKS AND LIBRARIES

Survey Question	2018 CC Survey % of Satisfied & Very Satisfied		2013 CC Survey % of Favorable Responses	2011 CC Survey % of Favorable Responses	2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k		
	Final Data Pool	QR Code Data			Low	Average	High
QR Code Data within the margin of error for one or both previous surveys							
QR Code Data exceeds the margin of error for both previous surveys		95% probability +/- 6.0%	95% probability +/- 4.5%		95% probability +/- 4.5%		
Number and location of city parks	66%	83%	83%	81%	39%	71%	86%
Overall appearance of city parks	54%	87%	61%	73%	49%	73%	93%
Overall quality of parks & recreation services	54%	84%	70%	79%	45%	73%	92%
Overall quality of city libraries	81%	85%	89%	92%	70%	80%	93%
* No comparable question	Lowest value over previous surveys			Highest value over previous surveys	At or below national low		At or above national high



STRIDES MADE

- Strides have been made in four of the eight broad service areas as a majority of the questions within each service area having favorability scores which exceeded favorability scores from previous surveys by the combined margin or error:

1. Community Identity and Leadership.

- a. The favorability score was significantly higher than the national benchmark high favorability score for:

1. How CC (the city) plans for and handles growth.

2. Citizen Involvement, Customer Service and Business Practices.

- a. Favorability scores from both the QR Code Data and the Final Data Pool exceeded the national benchmark high favorability score for:

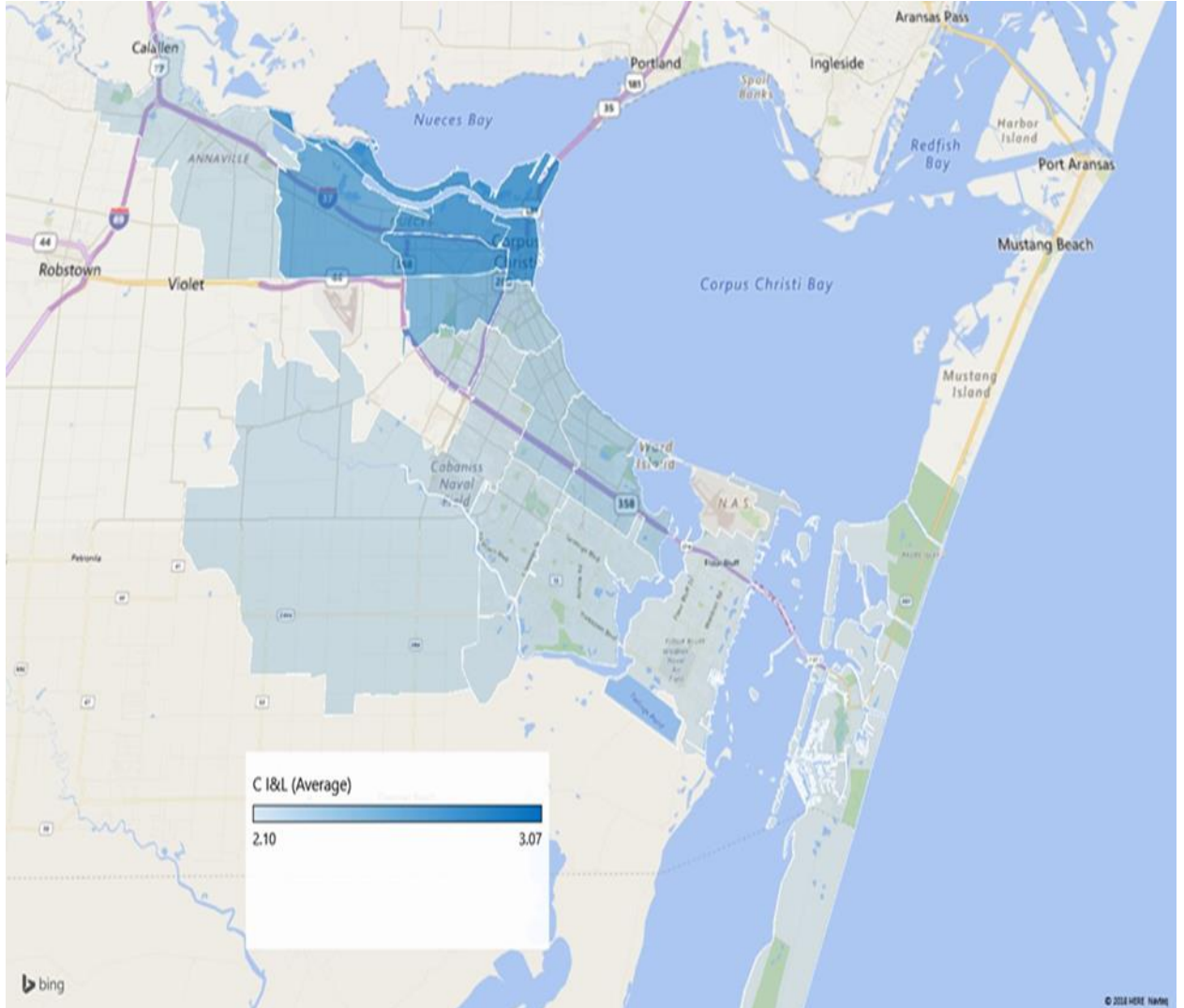
1. The City of Corpus Christi welcomes citizen involvement.

3. Neighborhood Services and Appearance.

4. Condition of City Streets.

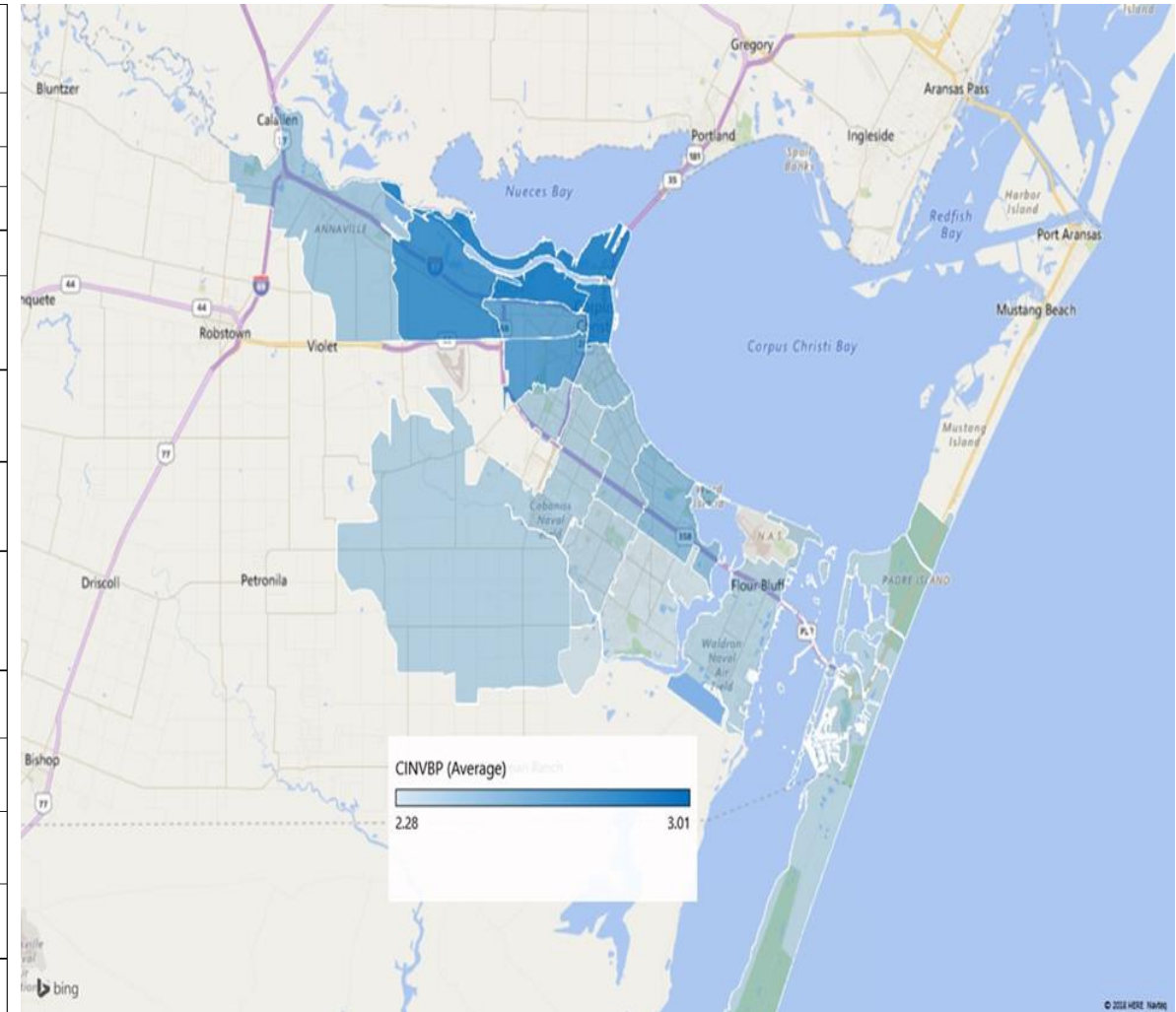
COMMUNITY IDENTITY AND LEADERSHIP

Survey Question	2018 CC Survey % of Satisfied & Very Satisfied		2013 CC Survey % of Favorable Responses	2011 CC Survey % of Favorable Responses	2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k		
QR Code Data within the margin of error for one or both previous surveys	Final Data Pool	QR Code Data			Low	Average	High
QR Code Data exceeds the margin of error for both previous surveys		95% probability +/- 6.0%	95% probability +/- 4.5%		95% probability +/- 4.5%		
Overall quality of life in the City	60%	92%	79%	85%	37%	72%	94%
Overall quality of services provided by the City	42%	85%	59%	72%	32%	67%	93%
Overall value you receive for your city tax dollars	32%	76%	50%	54%	16%	47%	73%
How CC plans for and handles growth	27%	75%	31%	45%	23%	40%	63%
City efforts to attract new employers to the community	39%	80%	37%	44%	*	*	*
City efforts to help existing employers grow	40%	83%	41%	46%	*	*	*
City efforts to create a vibrant downtown and bay front	48%	80%	44%	56%	*	*	*
The overall condition of city facilities	42%	80%	54%	70%	41%	73%	92%
* No comparable question	Lowest value over previous surveys			Highest value over previous surveys	At or below national low		At or above national high



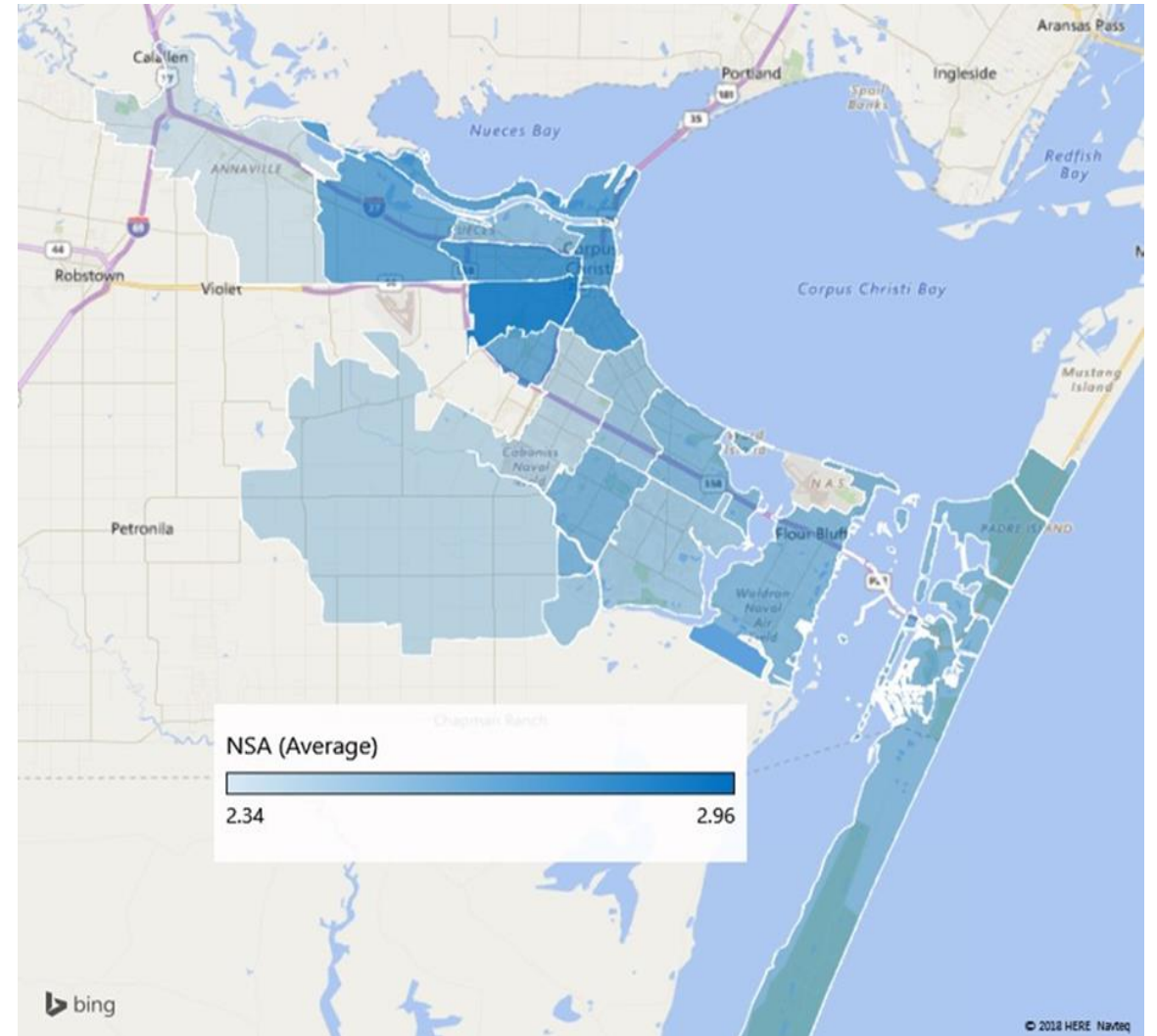
CITIZEN INVOLVEMENT, CUSTOMER SERVICE AND BUSINESS PRACTICES

Survey Question	2018 CC Survey % of Satisfied & Very Satisfied		2013 CC Survey % of Favorable Responses	2011 CC Survey % of Favorable Responses	2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k		
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The City of Corpus Christi welcomes citizen	54%	85%	66%	69%	20%	36%	51%
The City of Corpus Christi listens to citizens.	31%	74%	48%	45%	*	*	*
The City of Corpus Christi keeps its citizens informed about matters that affect them.	44%	77%	60%	57%	31%	54%	79%
The City of Corpus Christi resolves complaints & service problems in a timely manner.	37%	81%	55%	52%	*	*	*
Having the City of Corpus Christi Call Center is very helpful in conducting business with the City.	62%	84%	85%	89%	*	*	*
I am satisfied with the ability to do city business on-line, such as paying bills or filing service requests.	78%	91%	80%	69%	*	*	*
City employees are knowledgeable about their work.	59%	83%	84%	87%	32%	59%	77%
City employees are professional in conducting their work.	64%	94%	86%	89%	37%	75%	91%
City employees are prompt in getting their work completed.	45%	74%	84%	87%	31%	64%	79%
City employees show a customer service orientation when working.	52%	80%	*	*	*	*	*
* No comparable question	Lowest value over previous surveys			Highest value over previous surveys	At or below national low		At or above national high



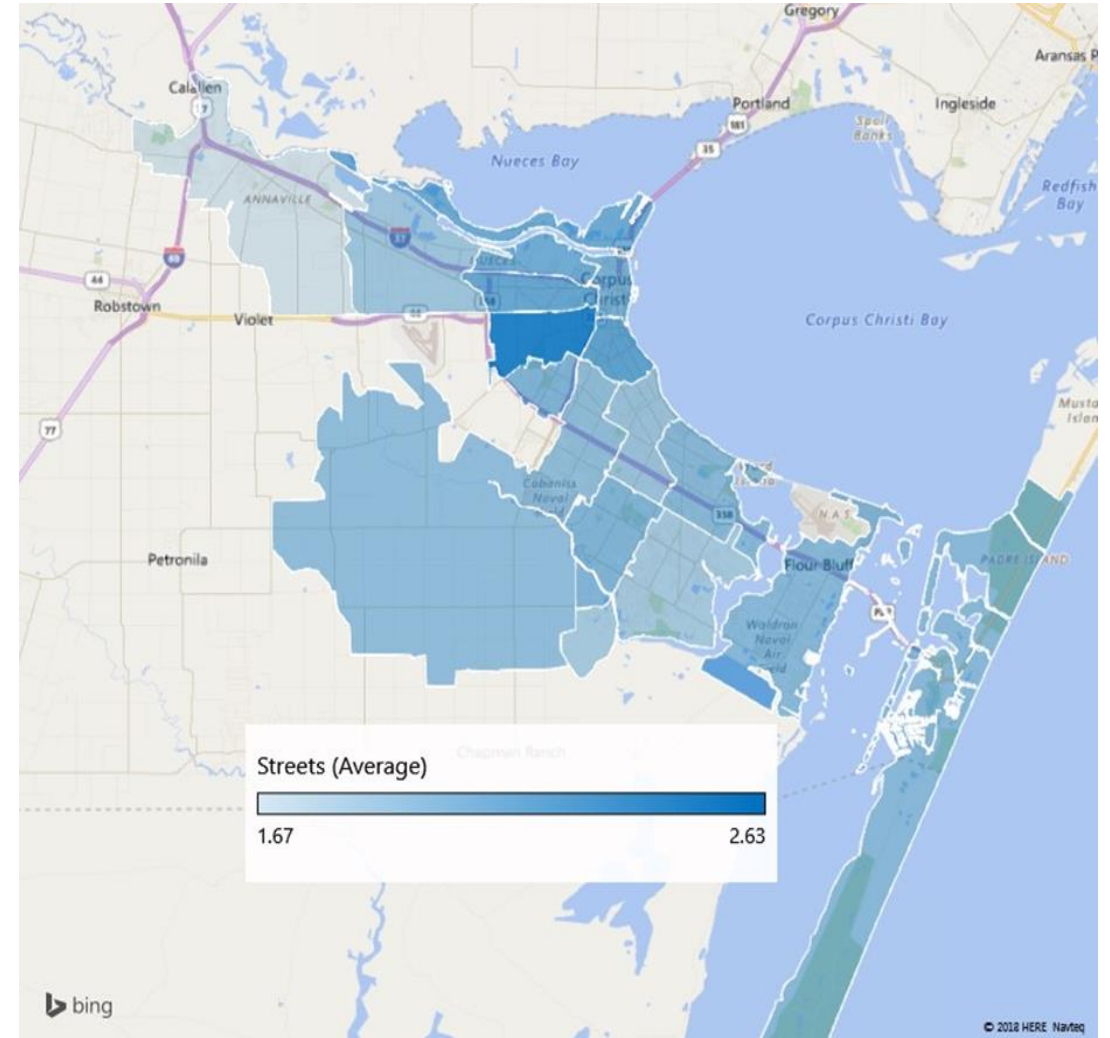
NEIGHBORHOOD SERVICES AND APPEARANCE

Survey Question	2018 CC Survey % of Satisfied & Very Satisfied		2013 CC Survey % of Favorable Responses	2011 CC Survey % of Favorable Responses	2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k		
QR Code Data within the margin of error for one or both previous surveys	Final Data Pool	QR Code Data			Low	Average	High
QR Code Data exceeds the margin of error for both previous surveys		95% probability +/- 6.0%	95% probability +/- 4.5%		95% probability +/- 4.5%		
Quality of residential garbage collection in your neighborhood	83%	91%	87%	77%	69%	85%	95%
Quality of residential curbside recycling services in your neighborhood	76%	85%	85%	86%	55%	79%	94%
Quality of brush & bulky collection services in your neighborhood	53%	71%	77%	73%	50%	71%	87%
Effectiveness of animal control services in your neighborhood	53%	83%	57%	50%	33%	55%	78%
Cleanliness of city streets & public areas in your neighborhood	46%	78%	47%	47%	31%	59%	87%
Code enforcement of high weeds in your neighborhood	49%	78%	45%	47%	14%	42%	62%
Code enforcement of dilapidated & vacant buildings in your neighborhood	49%	76%	41%	48%	14%	45%	66%
City efforts on litter prevention and clean up in your neighborhood	45%	79%	50%	50%	13%	43%	64%
* No comparable question	Lowest value over previous surveys			Highest value over previous surveys	At or below national low		At or above national high



CONDITION OF CITY STREETS

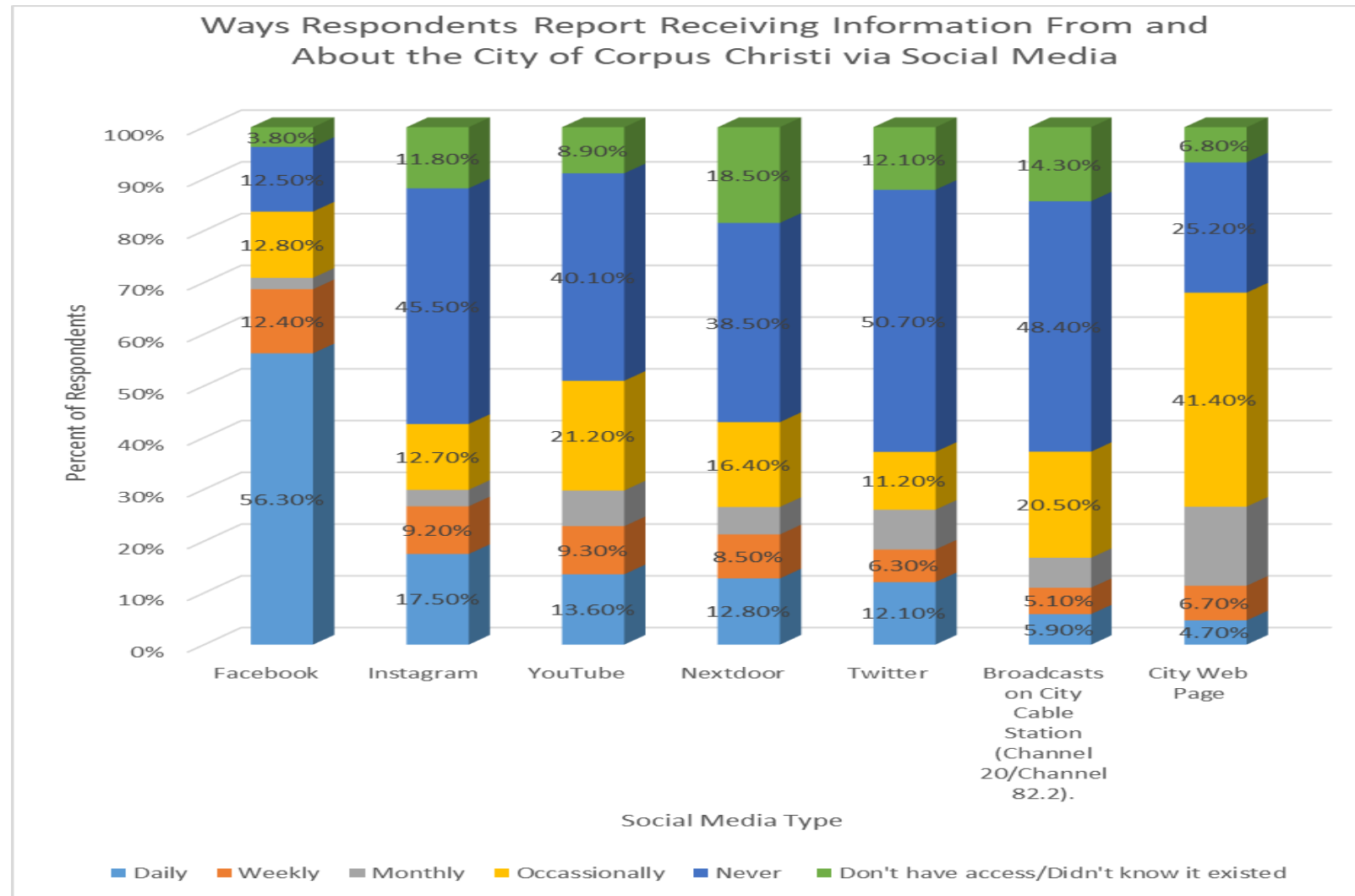
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Condition of neighborhood streets	30%	69%	40%	42%	30%	51%	75%
Condition of major city streets	29%	71%	48%	52%	24%	50%	83%
Overall road conditions within the City	24%	68%	27%	33%	*	*	*
* No comparable question	Lowest value over previous surveys			Highest value over previous surveys	At or below national low		At or above national high



CONDITION OF CITY STREETS

- Although the favorability scores are higher for the 2018 Community Survey, when compared to other broad service areas in the 2018 data, the condition of city streets has the mean aggregate score of 2.05.
- The intensity of this low favorability level was demonstrated with the Final Data Pool having extremely low favorability scores for all three questions in this area and matching the national benchmark low favorability score for:
 1. The condition of neighborhood streets.

SOCIAL MEDIA AND INFORMATION

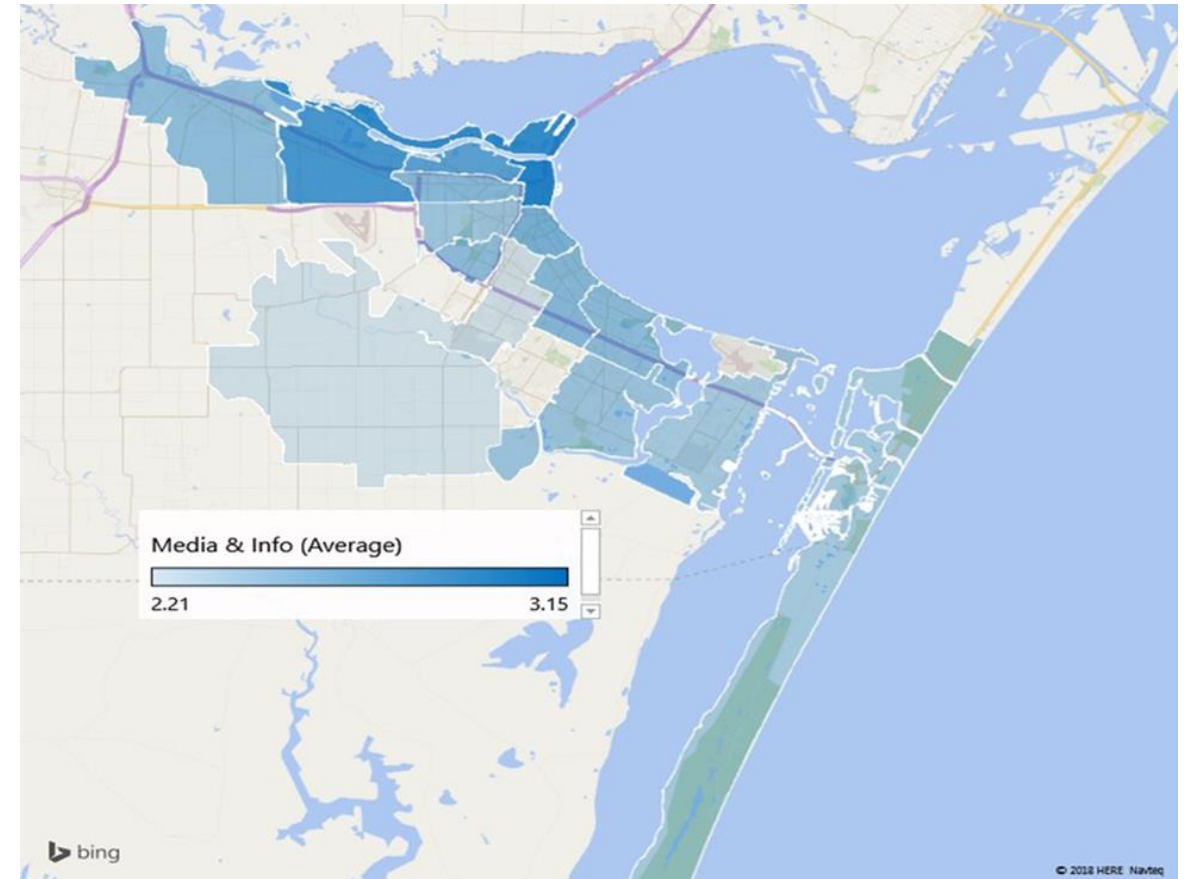


COMMUNICATION CHANNELS

- With 68% of respondents stating they use Facebook once a week or more to get information about the City of Corpus Christi, it is by far (2.5 times) the most common social network used to get information about the city.

SOCIAL MEDIA AND INFORMATION

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QR Code Data within the margin of error for one or both previous surveys							
QR Code Data exceeds the margin of error for both previous surveys		95% probability +/- 6.0%	95% probability +/- 4.5%		95% probability +/- 4.5%		
The quality of the information that you receive from the city.	53%	86%	76%	*	*	*	*
* No comparable question	Lowest value over previous surveys			Highest value over previous surveys	At or below national low		At or above national high



MEAN COMMUNITY SERVICE FAVORABILITY SCORE BY RANK ORDER

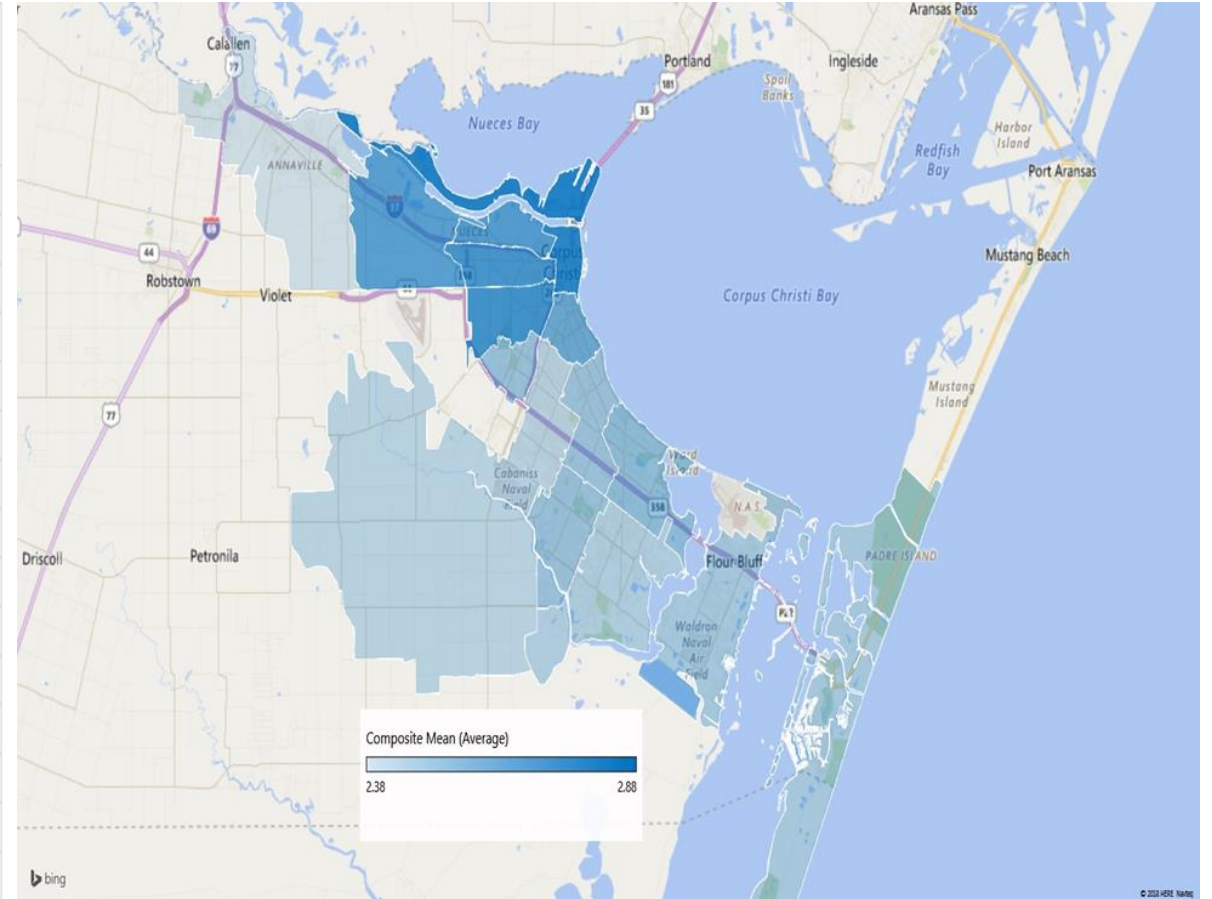
In rank order from highest to lowest city wide scores for the eight broad service areas are:

1.	Public Safety & Security	2.94
2.	City Utility Services	2.86
3.	Parks and Libraries	2.70
4.	Neighborhood Services & Appearance	2.62
5.	Social Media & Information	2.60
6.	Citizen Involvement, Customer Service & Business Practices	2.57
7.	Community Identity & Leadership	2.47
8.	Condition of City Streets	2.05

MEAN COMMUNITY SERVICE FAVORABILITY SCORES

COMPOSITE MEAN FAVORABILITY SCORES BY ZIP CODE AND

Zip code	Community Identity & Leadership	Citizen Involvement, Customer Service & Business Practices	Neighborhood Services & Appearance	Condition of City Streets	Parks & Libraries	City Utility Services	Public Safety & Security	Social Media & Information
78401	3.07	2.99	2.74	2.09	2.81	3.05	2.94	3.15
78402	3.04	2.97	2.73	2.17	3.00	3.02	3.09	3.05
78404	2.27	2.45	2.81	2.24	2.75	2.99	3.04	2.62
78405	2.63	2.75	2.96	2.63	2.94	2.96	2.96	2.41
78407	3.01	3.01	2.53	2.15	2.52	2.68	3.08	2.82
78408	3.02	2.69	2.80	2.21	2.69	3.08	3.12	2.54
78409	2.79	2.86	2.70	1.88	2.82	2.78	2.92	2.94
78410	2.10	2.40	2.34	1.67	2.45	2.79	2.77	2.50
78411	2.25	2.40	2.48	1.89	2.58	2.84	2.90	2.54
78412	2.29	2.49	2.57	2.00	2.63	2.84	2.89	2.51
78413	2.11	2.30	2.60	2.04	2.71	2.83	2.95	2.42
78414	2.11	2.28	2.46	1.83	2.61	2.83	2.88	2.42
78415	2.10	2.33	2.37	1.95	2.64	2.73	2.85	2.21
78416	2.11	2.34	2.67	2.06	2.75	2.70	2.83	2.50
78418	2.10	2.31	2.57	2.01	2.62	2.84	2.84	2.36



Composite mean data suggests that those respondents at furthest from the city center tend to have lower levels of overall favorability than those closer to the city center.

OTHER INFORMATION TO KEEP IN MIND

Favorability scores on the 2018 Corpus Christi Community Survey exceeded the national benchmark high favorability scores by the combined margin of error for:

- How the CC (the city) plans for and handles growth.
- The City of Corpus Christi (the city) welcomes citizen involvement.
- Code enforcement of high weeds in your neighborhood.
- City efforts on litter prevention and clean up in your neighborhood.

Although not representative of the community as a whole, the exceptionally low favorability scores in the Final Data Pool suggest that there is segment of the Corpus Christi community that have intensely negative perceptions and opinions towards a majority of community services they receive.

Community surveys to track changing community demographics; evaluate quality of life within a community and the quality of community services are best when done using a periodic schedule and a rigorous sampling methodology. It is highly recommended that the City adopt a periodic timetable and use rigorous probability sampling methods to assure the data gathered from those surveys is suitable for programing and budget decision-making.

- Questions?
- Comments?
- Concerns?