



2018 CORPUS CHRISTI COMMUNITY SURVEY

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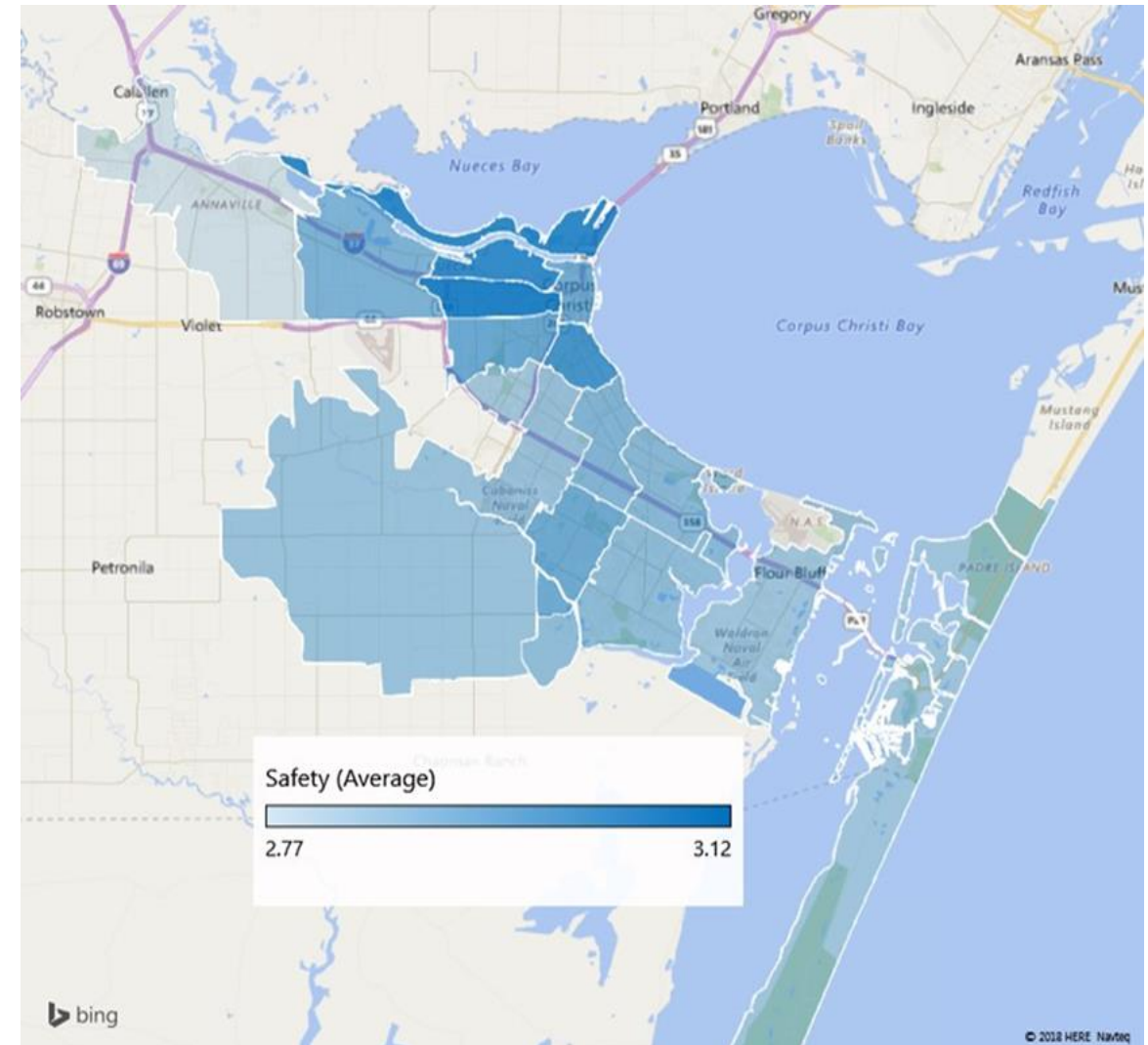
- Things to keep in mind as we review the data:
 - There are two reporting groups for the data
 - **QR Code Data (Probability Sample)**
 - Probability sample from a mailing of 10,000 postcards (155 returned to sender) to a random sample of street addresses within the City of Corpus Christi. The postcards 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.

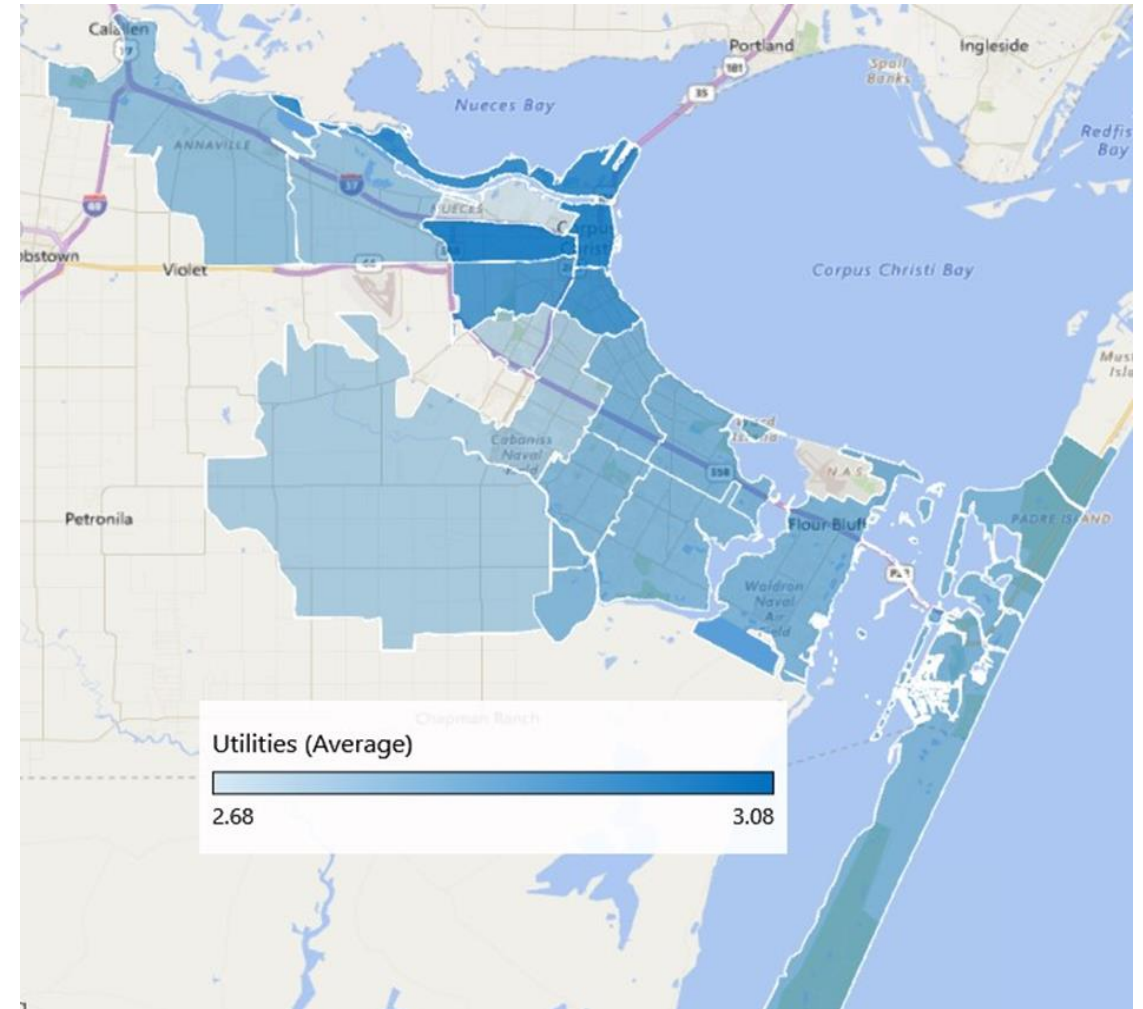
PUBLIC SAFETY AND SECURITY

| 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 |



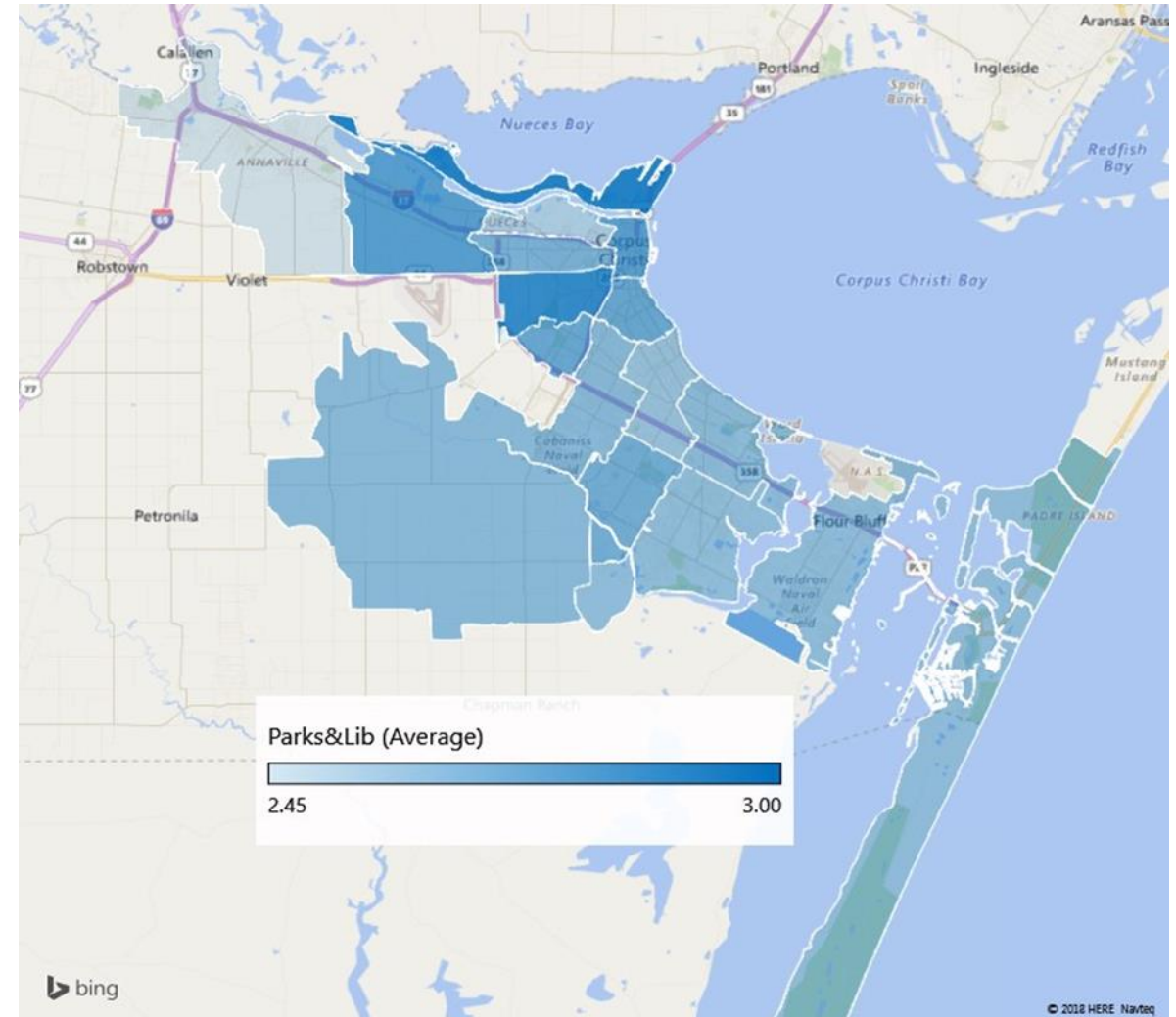
CITY UTILITY SERVICES

| 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 | | |
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| 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 | | |
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| | 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:

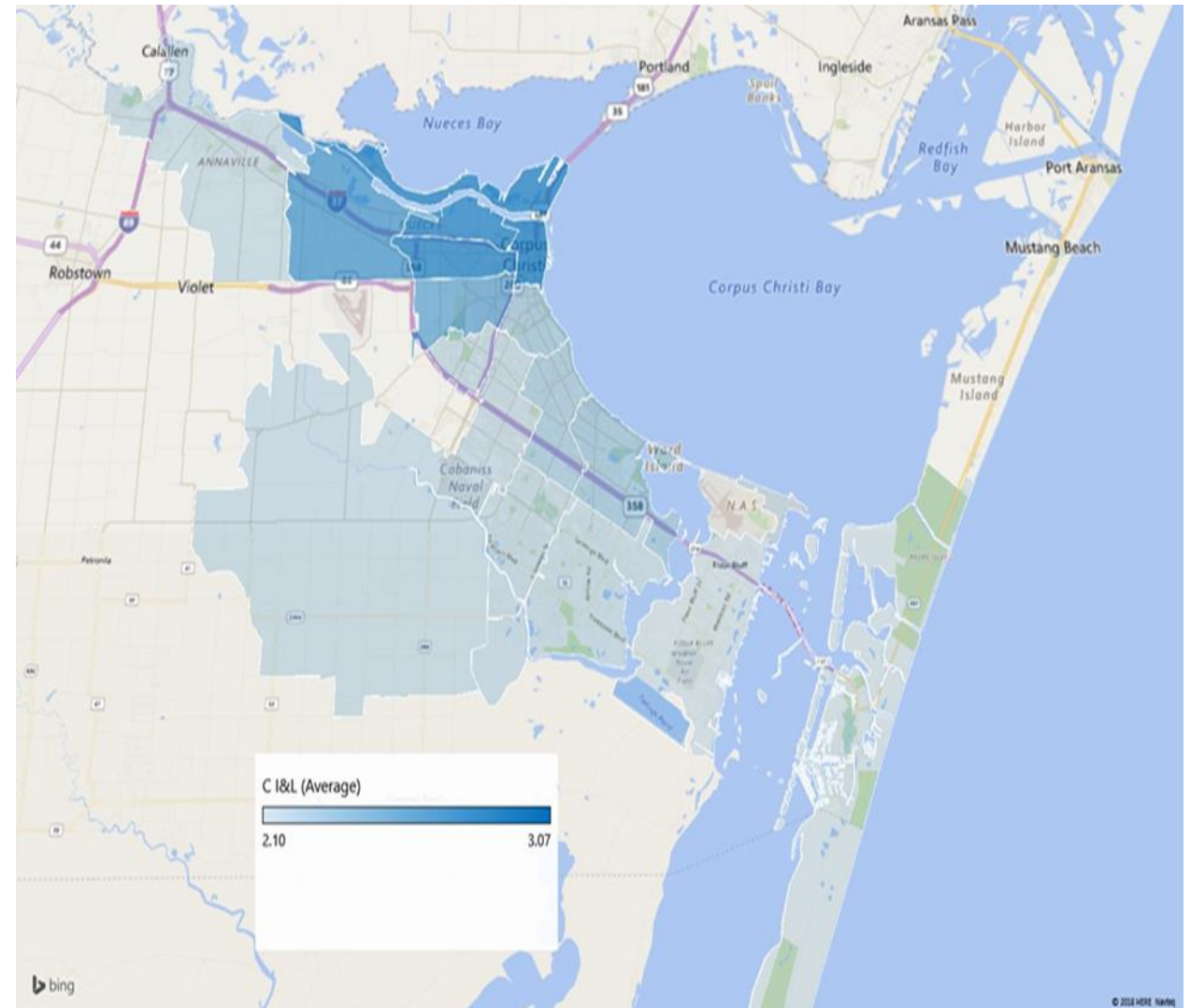
1. The City of Corpus Christi welcomes citizen involvement.

3. Neighborhood Services and Appearance.

4. Condition of City Streets.

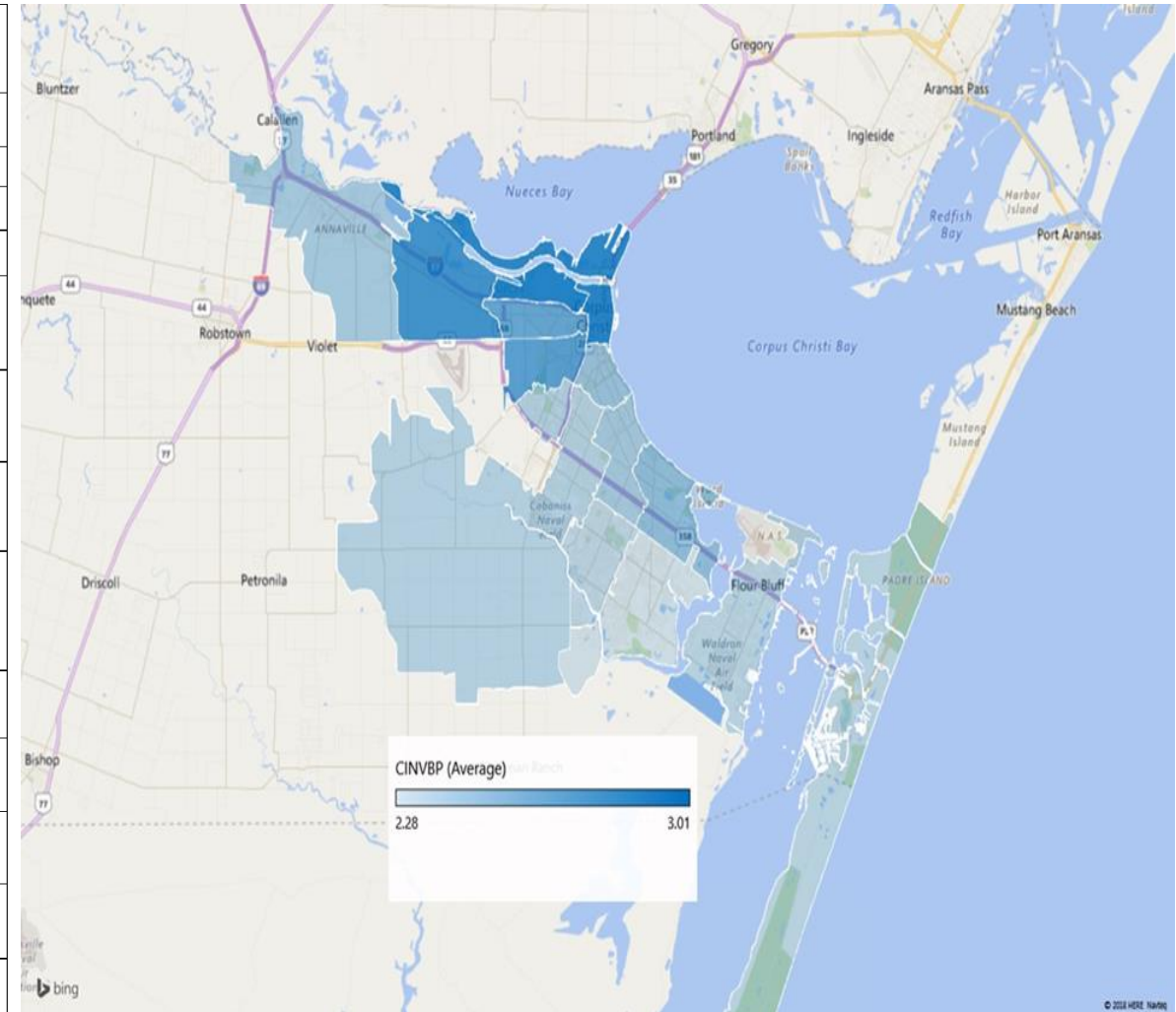
COMMUNITY IDENTITY AND LEADERSHIP

| 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 | | |
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| 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 |



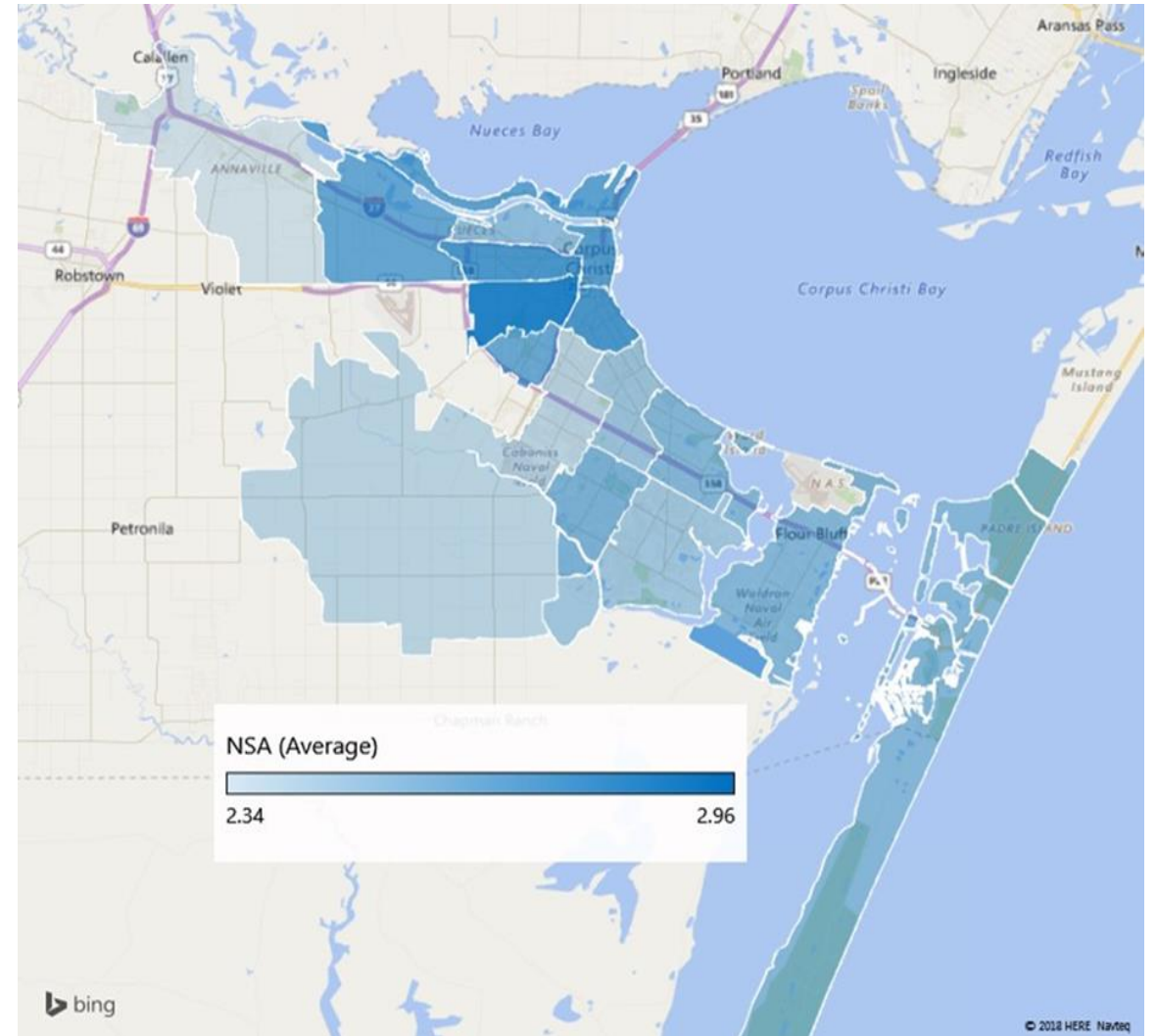
CITIZEN INVOLVEMENT, CUSTOMER SERVICE AND BUSINESS PRACTICES

| 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 |



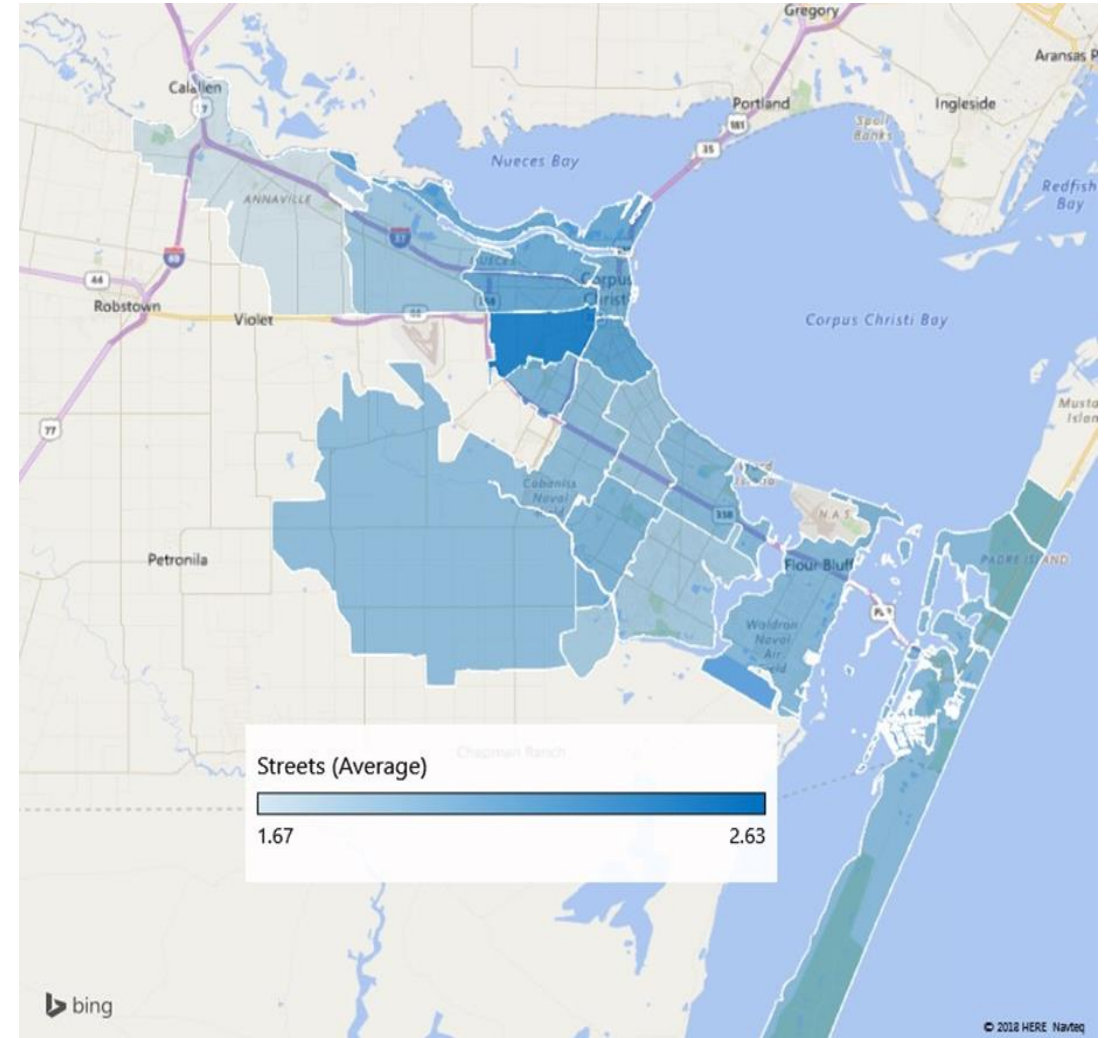
NEIGHBORHOOD SERVICES AND APPEARANCE

| 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% |
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CONDITION OF CITY STREETS

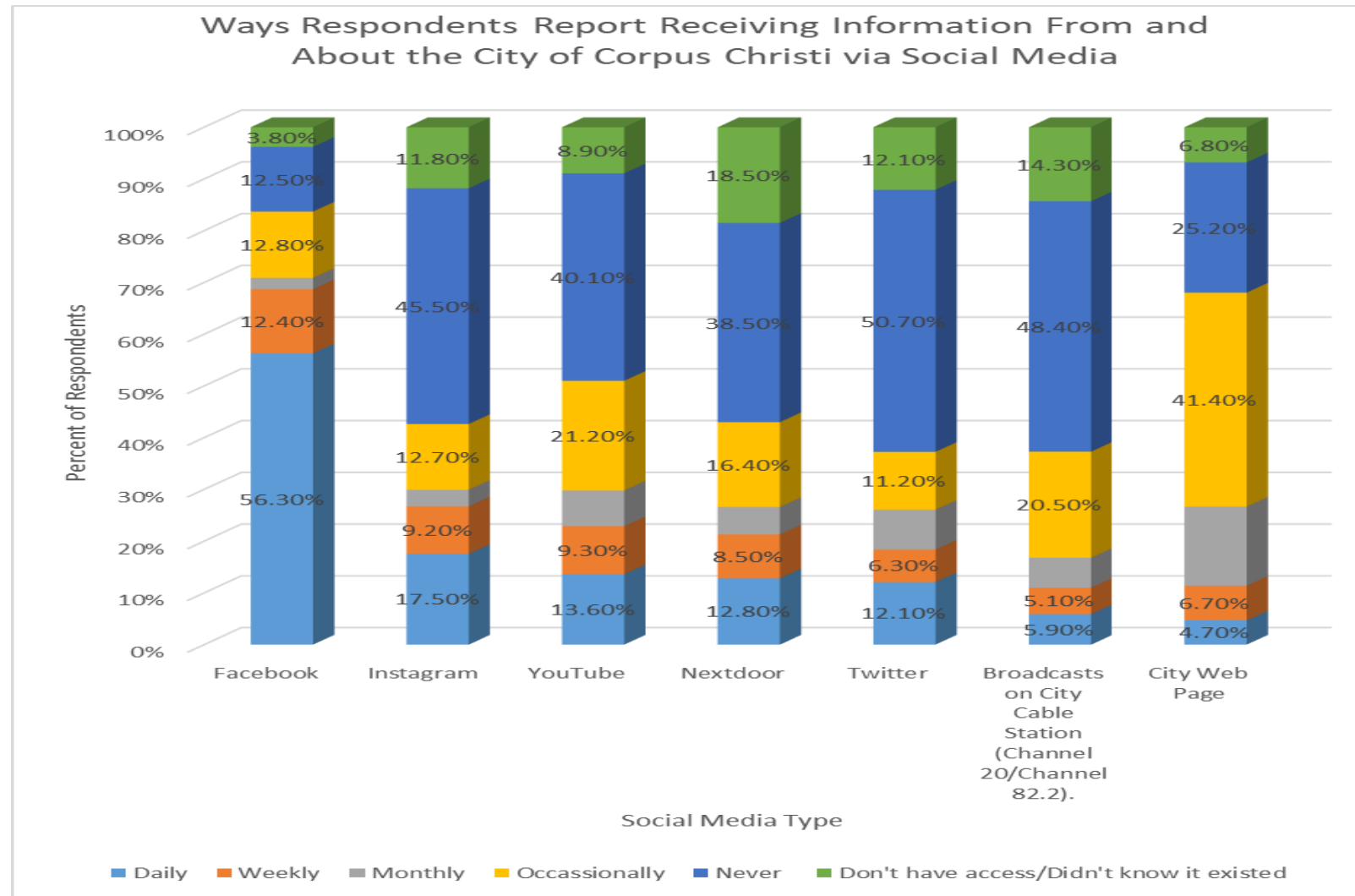
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| QR Code Data exceeds the margin of error for both previous surveys | | 95% probability +/- 6.0% | 95% probability +/- 4.5% | | 95% probability +/- 4.5% | | |
| Condition of neighborhood streets | 30% | 69% | 40% | 42% | 30% | 51% | 75% |
| Condition 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

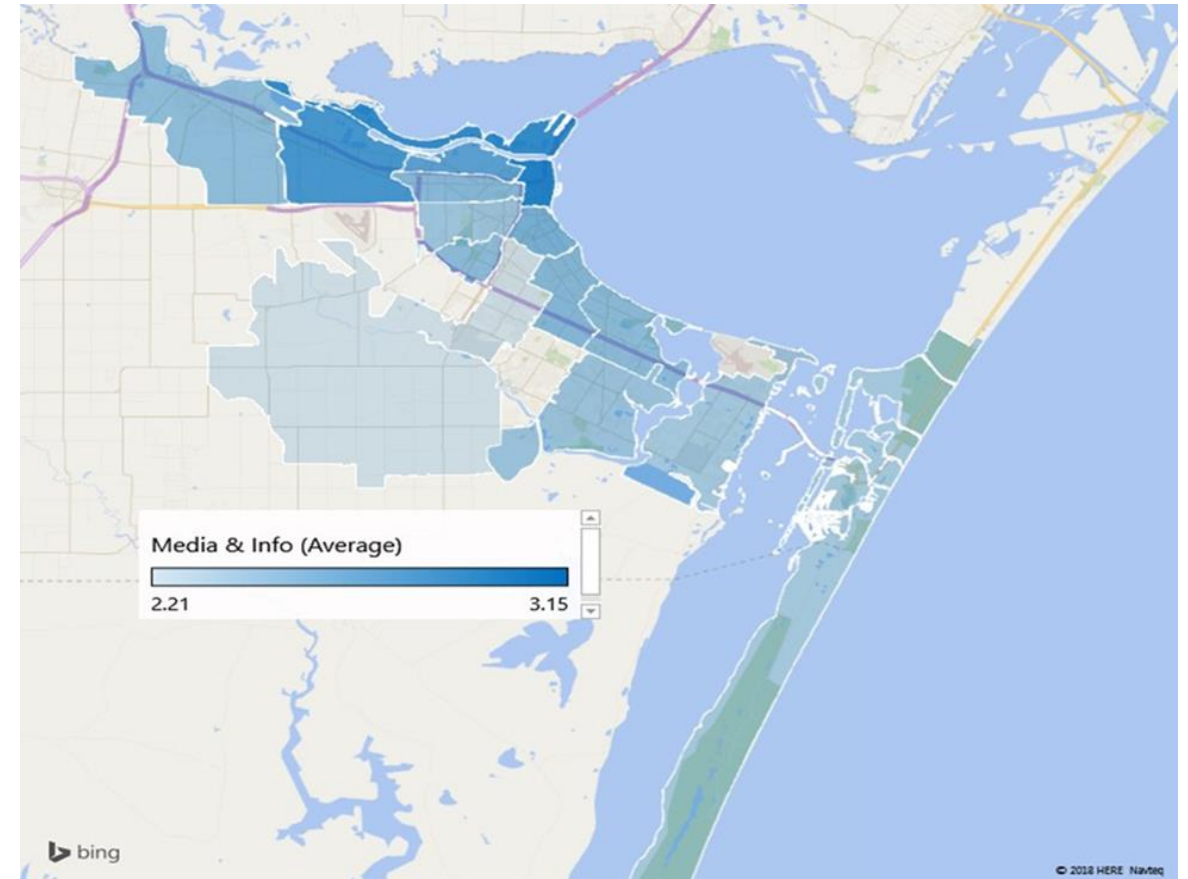


COMMUNICATION CHANNELS

- 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

| 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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| | 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 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

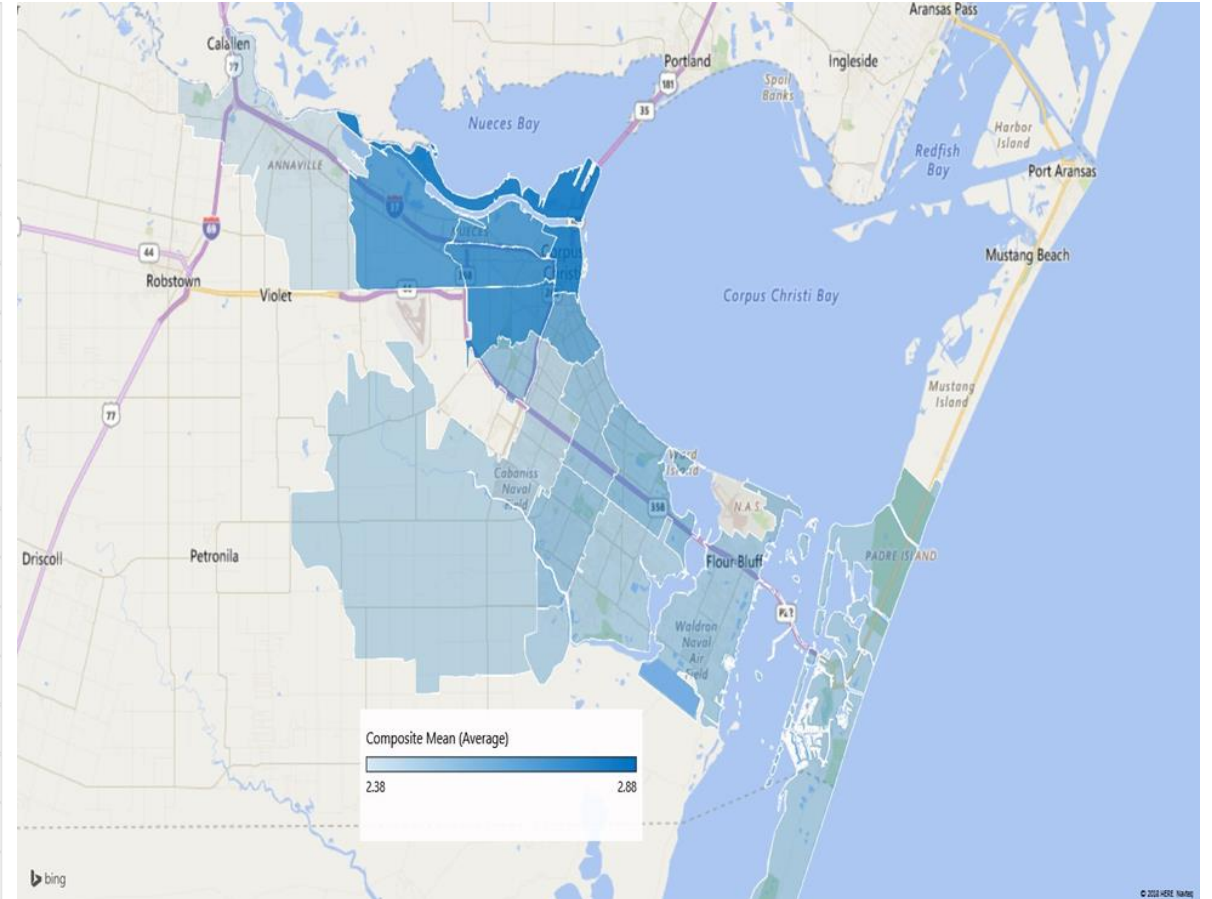
In rank order from highest to lowest city wide scores for the eight broad service areas are:

| | | |
|----|---|------|
| 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?