

City of Copperas Cove Citizen Engagement and Priority Assessment

September 2018

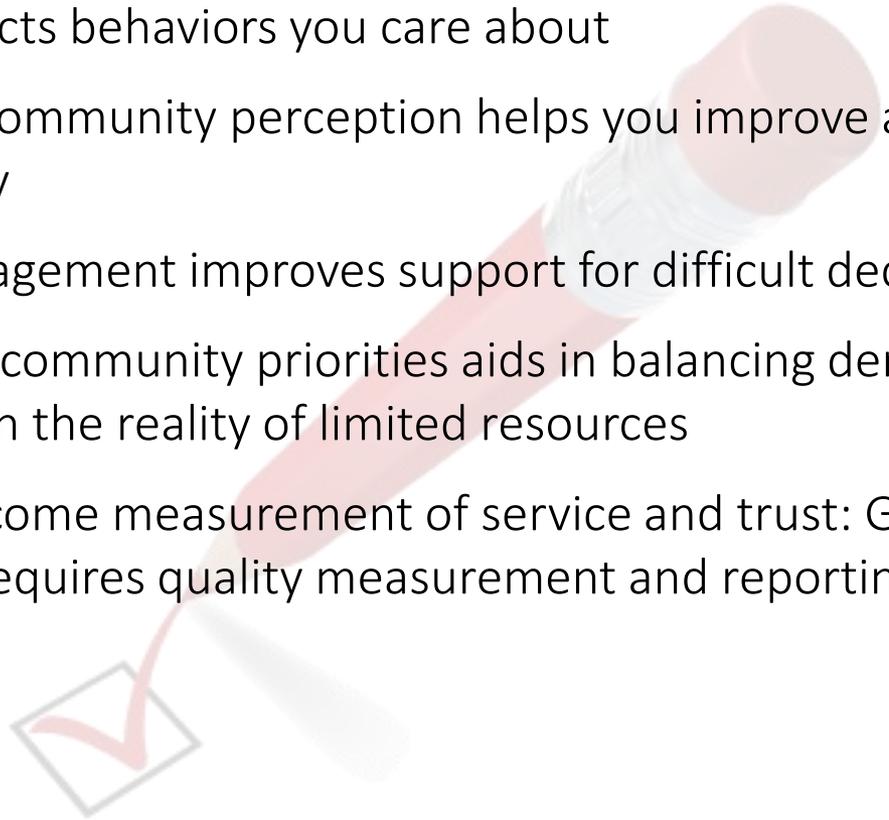


Background on Cobalt Community Research

- 501c3 not for profit research coalition
- Mission to provide research and education
- Developed to meet the research needs of schools, local governments and nonprofit organizations

Measuring Where You Are: Why Research Matters

- Understanding community values and priorities helps you plan and communicate more effectively about City decisions
- Perception impacts behaviors you care about
- Understanding community perception helps you improve and promote the City
- Community engagement improves support for difficult decisions
- Reliable data on community priorities aids in balancing demands of vocal groups with the reality of limited resources
- Bottom line outcome measurement of service and trust: Good administration requires quality measurement and reporting



Study Goals

- Support budget and strategic planning decisions
- Identify which aspects of community provide the greatest leverage on citizens' overall satisfaction – and how satisfaction, in turn, influences the community's image and citizen behaviors such as volunteering, remaining in the community, recommending it to others and encouraging businesses to start up in the community
- Measure improvements by tracking performance over time
- Benchmark performance against a standardized performance index statewide, regionally and nationally

Bottom Line

- The City’s scores softened across most areas compared to the last wave, and the ACSI score also dipped
 - 2018 = 50
 - 2015 = 56
- There are several areas where improvement can have significant impact on

2018 Drivers	2015 Drivers
City Government Management	City Government Management
Parks & Recreation	Parks & Recreation
Community Events	Shopping Opportunities
Economic Health	Economic Health
Transportation Infrastructure	Transportation Infrastructure

- Top future projects the City should consider:
 - Upgrades to City parks
 - Animal shelter
- Hesitancy to fund these two projects
- 13% attended a park planning meeting
- Very limited use and support for Hills of Cove

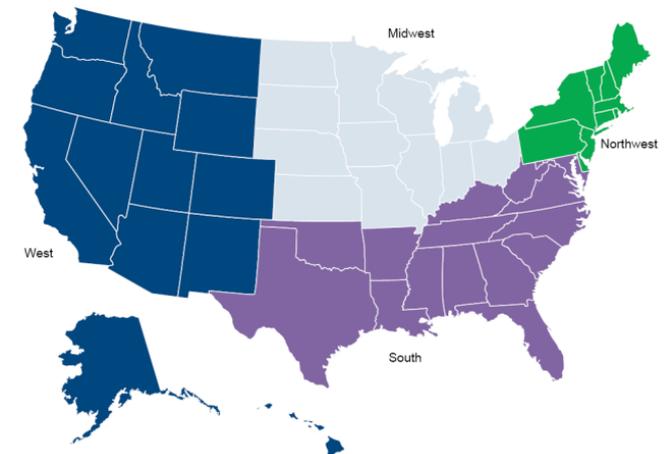
Bottom Line (cont.)

- Top funding priorities AND willing to fund:
 - Firefighting/rescue/EMS
 - Crime control/police services
 - Street maintenance
 - Street lighting
 - Utility problems
- Only 8% of respondents oppose funding City development planning and required infrastructure projects
- Effort for residents to know or meet their assigned patrol sector officer very effective
 - Strong interest/support of the effort
 - Strong correlation with higher public safety scores
- 72% say the City Logo does NOT need to be updated
- 52% of respondents say the City Motto should not be updated

Available Tools

- Detailed questions and responses broken by demographic group and “thermal mapped” so lower scores are red and higher scores are blue
- Online portal of core benchmarking questions to allow side-by-side comparisons of groups and subgroups (for example, breaking down the scores of individuals divided by age, gender, etc.)
- Online portal allowing download of core data into MS Excel
- Comparison scores with local governments in Texas, the South and across the nation
- Comparison scores with non-local government comparables (industries, companies, federal agencies)

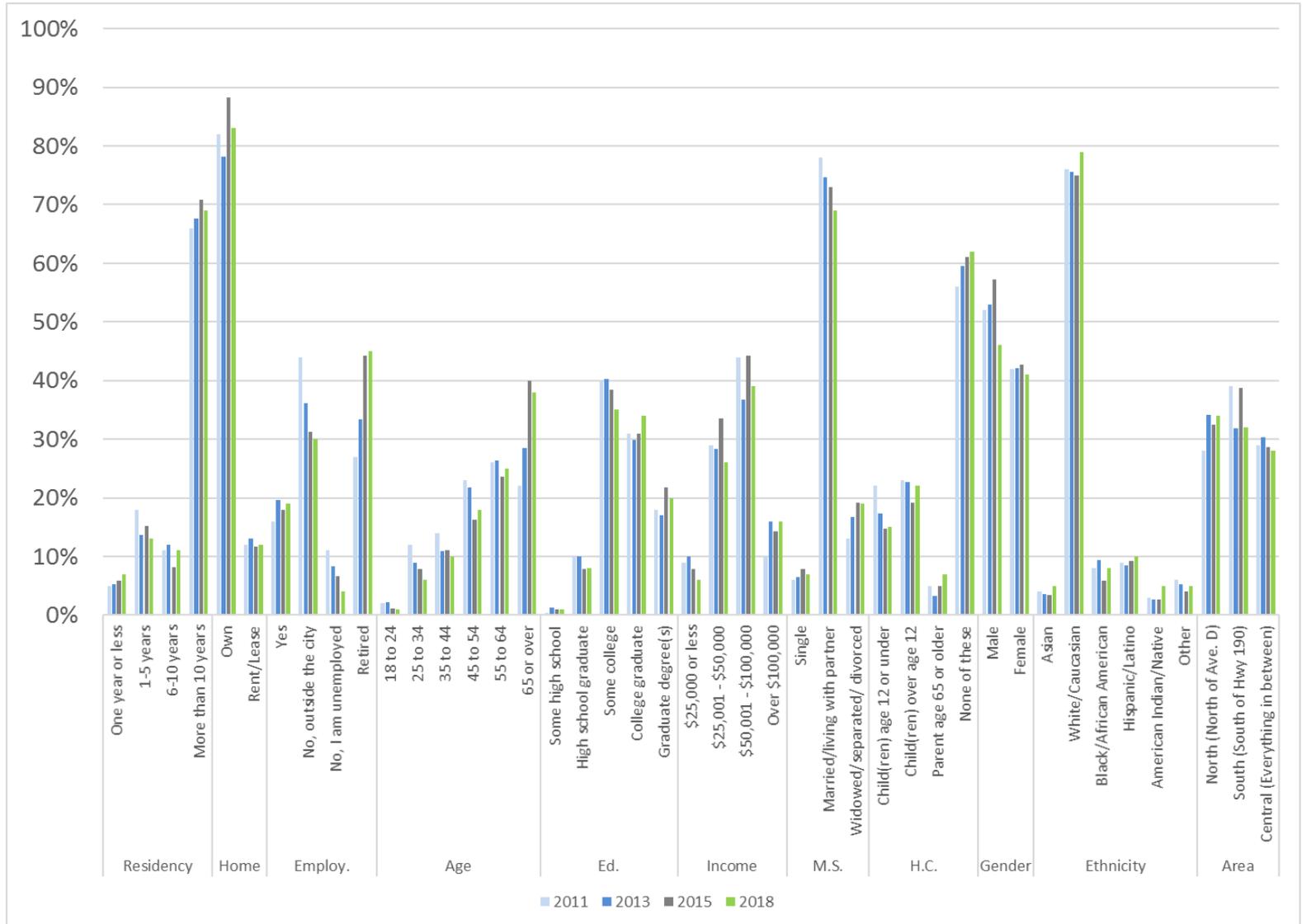
Census Bureau Regions



Methodology

- Distributed surveys to all residents through the utility bills in July and August of 2018
- Valid response from 385 residents, providing a conventional margin of error of +/- 5.0 percent in the raw data and an ACSI margin of error of +/- 2.1 percent
 - 2015 – 427 responses, +/- 4.7 percent in raw data, +/- 2.0% for ACSI
- Note: National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000

Respondent Profile – Similar to Prior Years



Preserving Voice: Looking Into Detail

Sample:		City Service Hours/Response					City Services						
		Hours of Operation for City Parks and Recreation	Hours of Operation for City Hall	Hours of Operation for Animal Control	Hours of Operation for Utility Customer Service	Responsiveness of City Staff Regarding Utility Problems	Household Recycling Service	Street Lighting	Library Services	New Business Development	Variety of City-Sponsored Activities for Youth	Hills of Cove Golf Course	Senior Center
2011 Overall Satisfaction		7.3	7.2	6.5	7.2	6.6	5.9	5.7	8.0	4.9	5.0	-	-
2013 Overall Satisfaction		7.2	7.3	6.7	7.4	7.0	5.8	6.1	7.5	5.8	4.9	-	-
2015 Overall Satisfaction		7.3	7.6	6.7	7.5	6.9	6.7	6.4	7.7	5.5	5.6	5.8	6.0
2018 Overall Satisfaction		7.8	7.5	7.4	6.2	5.1	7.2	6.0	7.8	5.4	5.1	5.8	5.9
Residency	One year or less	7.5	8.4	9.0	7.2	7.1	7.0	5.8	8.5	6.7	5.8	8.5	6.8
	1-5 years	7.6	7.2	8.1	5.4	4.5	6.5	6.0	7.5	5.3	5.3	4.9	4.3
	6-10 years	7.7	7.4	7.3	5.8	4.6	6.9	5.7	7.8	5.3	5.2	6.3	6.5
	More than 10 years	7.8	7.4	7.2	6.3	5.1	7.3	6.0	7.8	5.3	5.1	5.7	5.8
Do you own or rent/lease your residence?	Own	7.7	7.4	7.3	6.2	5.0	7.1	5.8	7.8	5.2	4.9	5.7	5.8
	Rent/Lease	8.0	7.7	7.8	5.9	5.0	7.0	6.4	7.9	6.1	6.2	5.8	6.5
Currently work inside City?	Yes	7.7	7.6	7.5	5.6	4.1	6.9	5.8	7.8	4.9	4.8	5.5	6.2
	No, outside the city	7.7	7.1	7.1	5.6	4.7	6.7	5.6	7.5	5.1	4.8	5.6	5.6
	No, I am unemployed	7.4	7.4	6.5	6.5	5.2	7.5	6.6	8.0	5.9	5.9	3.5	5.8
	Retired	7.9	7.7	7.6	7.0	5.8	7.6	6.3	8.0	5.8	5.6	6.2	5.9
Age	18 to 24	9.0	8.5	9.0	9.0	9.0	9.0	8.0	9.0	8.7	8.5	8.5	8.5
	25 to 34	7.6	7.2	7.5	4.6	3.5	4.7	5.2	7.1	5.2	4.4	3.0	3.2
	35 to 44	7.5	6.8	7.4	5.4	4.5	6.6	5.9	7.8	5.1	5.5	5.1	6.7
	45 to 54	7.7	7.2	7.0	4.9	3.6	6.7	5.2	7.5	4.9	4.3	5.6	5.9
	55 to 64	7.5	7.4	7.0	6.3	4.8	7.2	5.7	7.8	5.0	4.8	5.7	5.0
	65 or over	8.0	7.9	7.8	7.2	6.1	7.9	6.6	7.9	5.7	5.8	6.5	6.3

Results



Comparing to 2011 to 2018

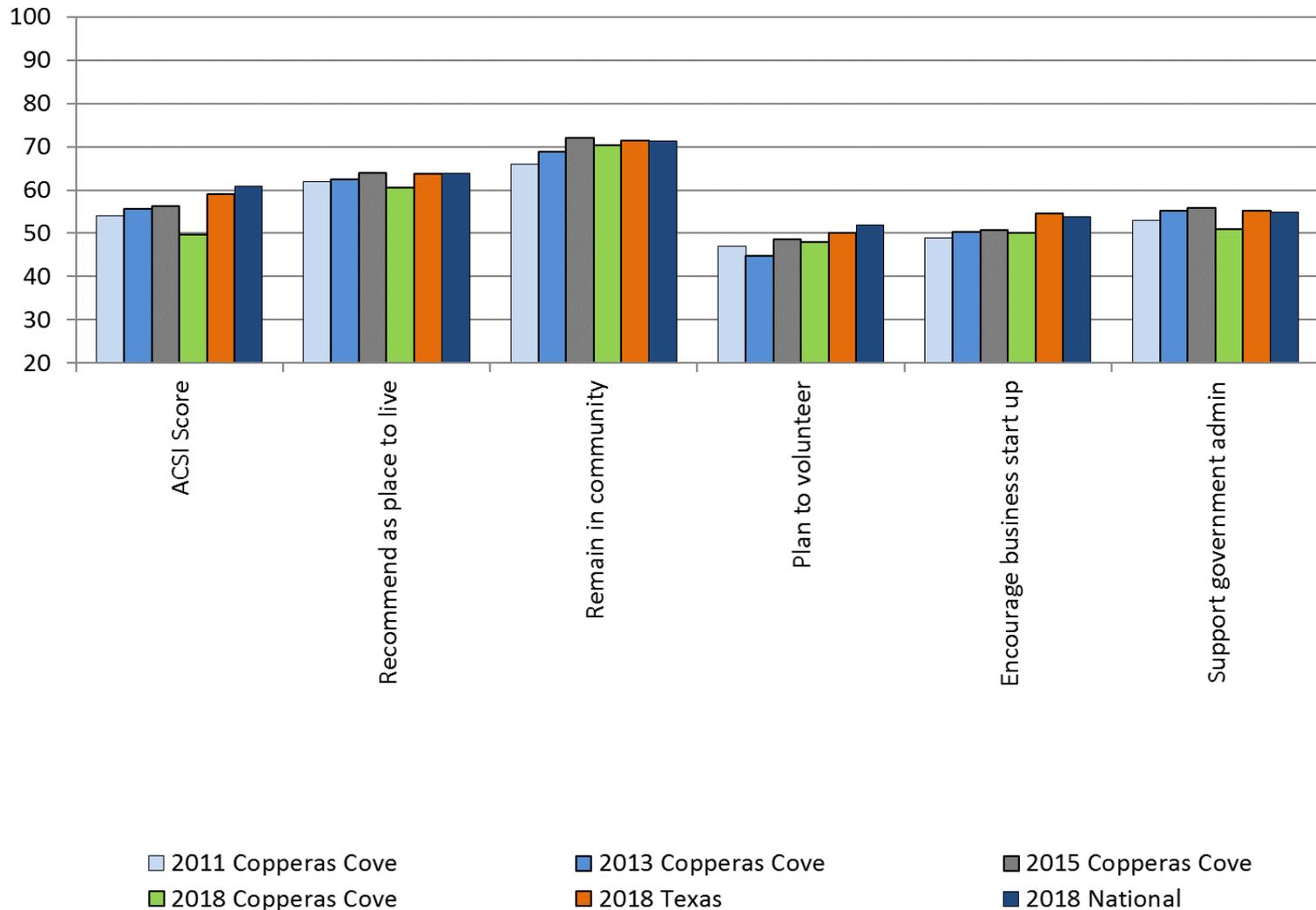
Areas with strong impact on overall engagement

(Note: Last Column Calculation Looks Off Because of Rounding)

	2011 Copperas Cove	2013 Copperas Cove	2015 Copperas Cove	2018 Copperas Cove	Change 2015 to 2018
Fire/Emergency Medical Services	79	79	80	80	→ -1
Transportation	44	45	52	52	→ 0
Utility Services	68	68	73	70	↓ -3
Police Department	73	71	78	74	↓ -4
Property Taxes	47	50	52	47	↓ -6
Shopping Opportunities	54	56	56	55	→ -1
Local Government	50	57	59	44	↓ -15
Community Events	55	55	56	45	↓ -11
Economic Health	51	54	58	54	↓ -4
Parks and Recreation	59	56	57	52	↓ -5
Library	80	68	66	72	↑ 6
ACSI Score	54	56	56	50	↓ -7
Community Image	58	57	59	55	↓ -4
Recommend as place to live	62	62	64	61	↓ -3
Remain in community	66	69	72	70	→ -2
Plan to volunteer	47	45	49	48	→ -1
Encourage business start up	49	50	51	50	→ -1
Support government admin	53	55	56	51	↓ -5

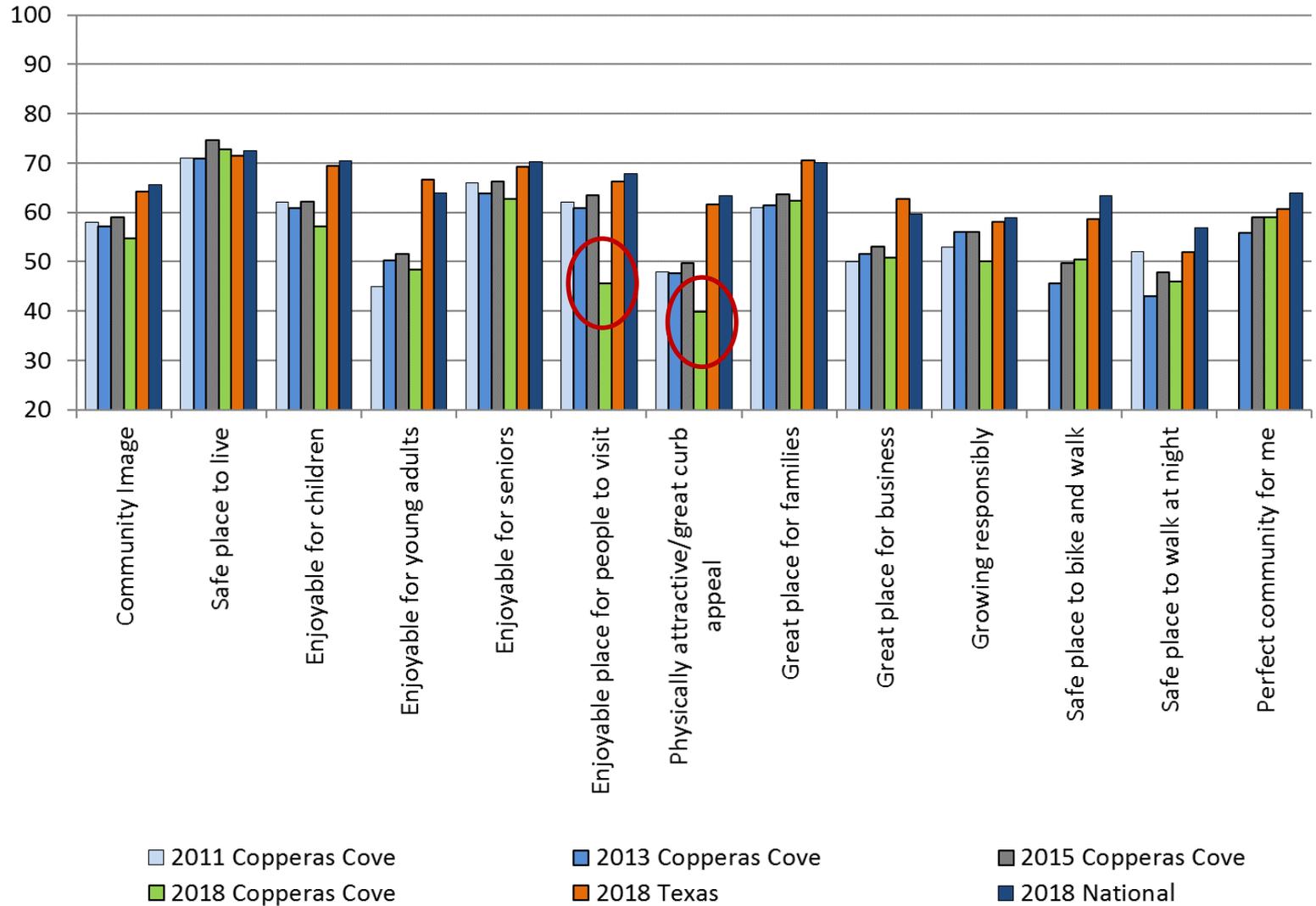
Outcome Behaviors to Benchmarks

(High score = 100)



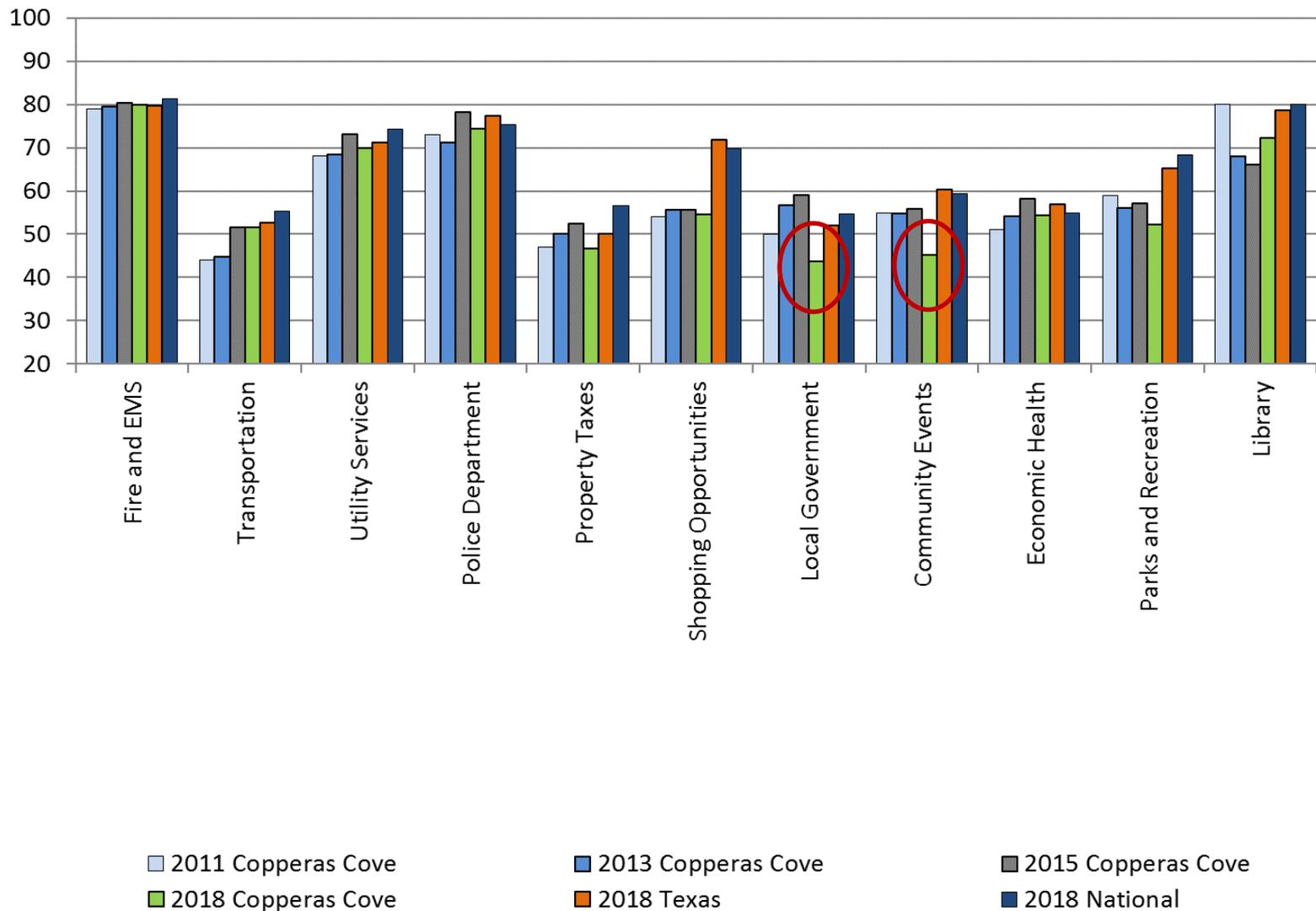
Community Image to Benchmarks

(High score = 100)



Quality of Life Components to Benchmarks

(High score = 100)



Community Questions – Long-term Drivers



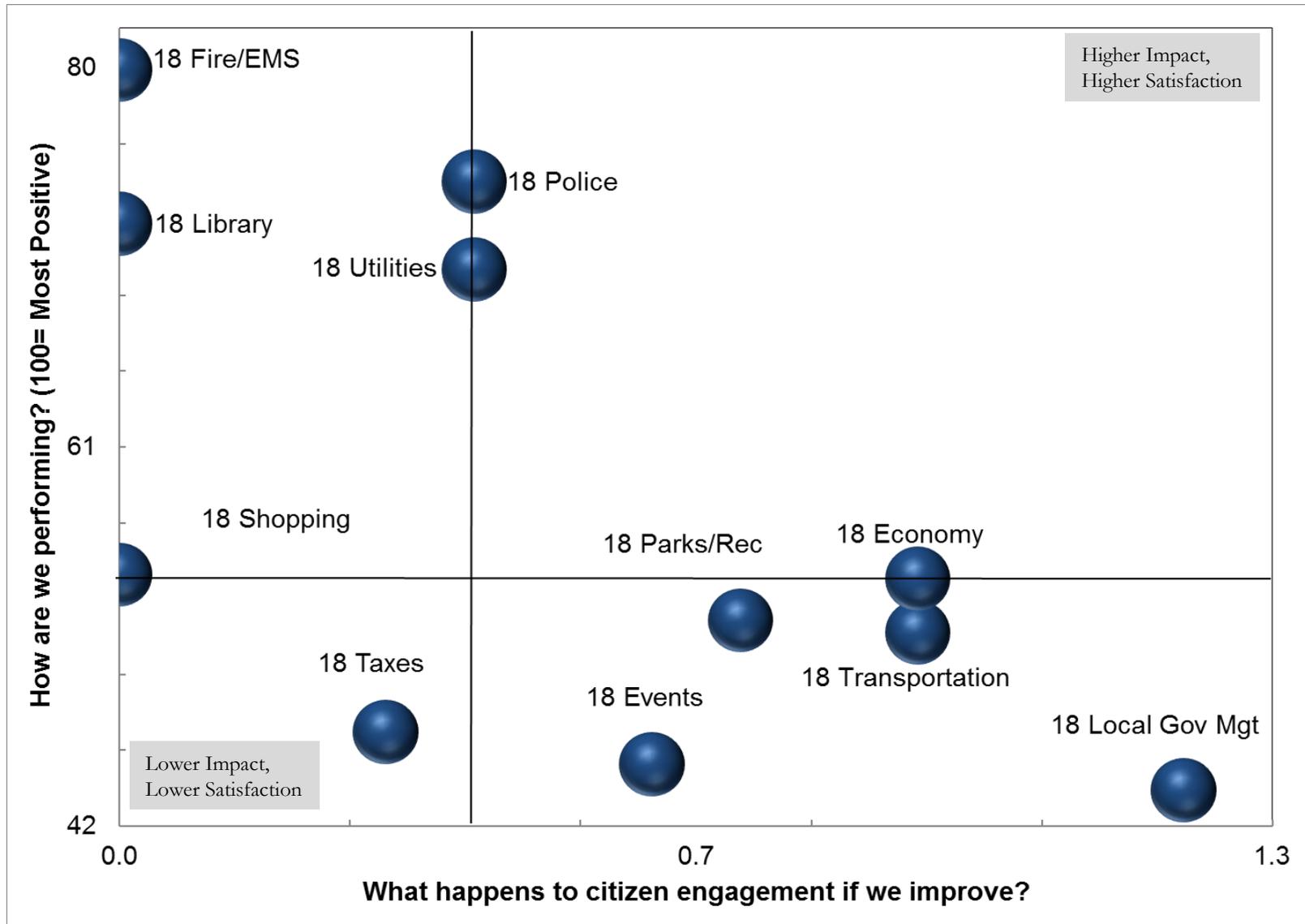
Perceived Performance

<p>High scoring areas that do not currently have a large impact on engagement relative to the other areas. Action: May show over investment or under communication.</p>	<p>High impact areas where the City received high scores from citizens. They have a high impact on engagement if improved. Action: Continue investment</p>
<p>Low scoring areas relative to the other areas with low impact on engagement. Action: Limit investment unless pressing safety or regulatory consideration.</p>	<p>High impact on engagement and a relatively low score. Action: Prioritize investment to drive positive changes in outcomes.</p>

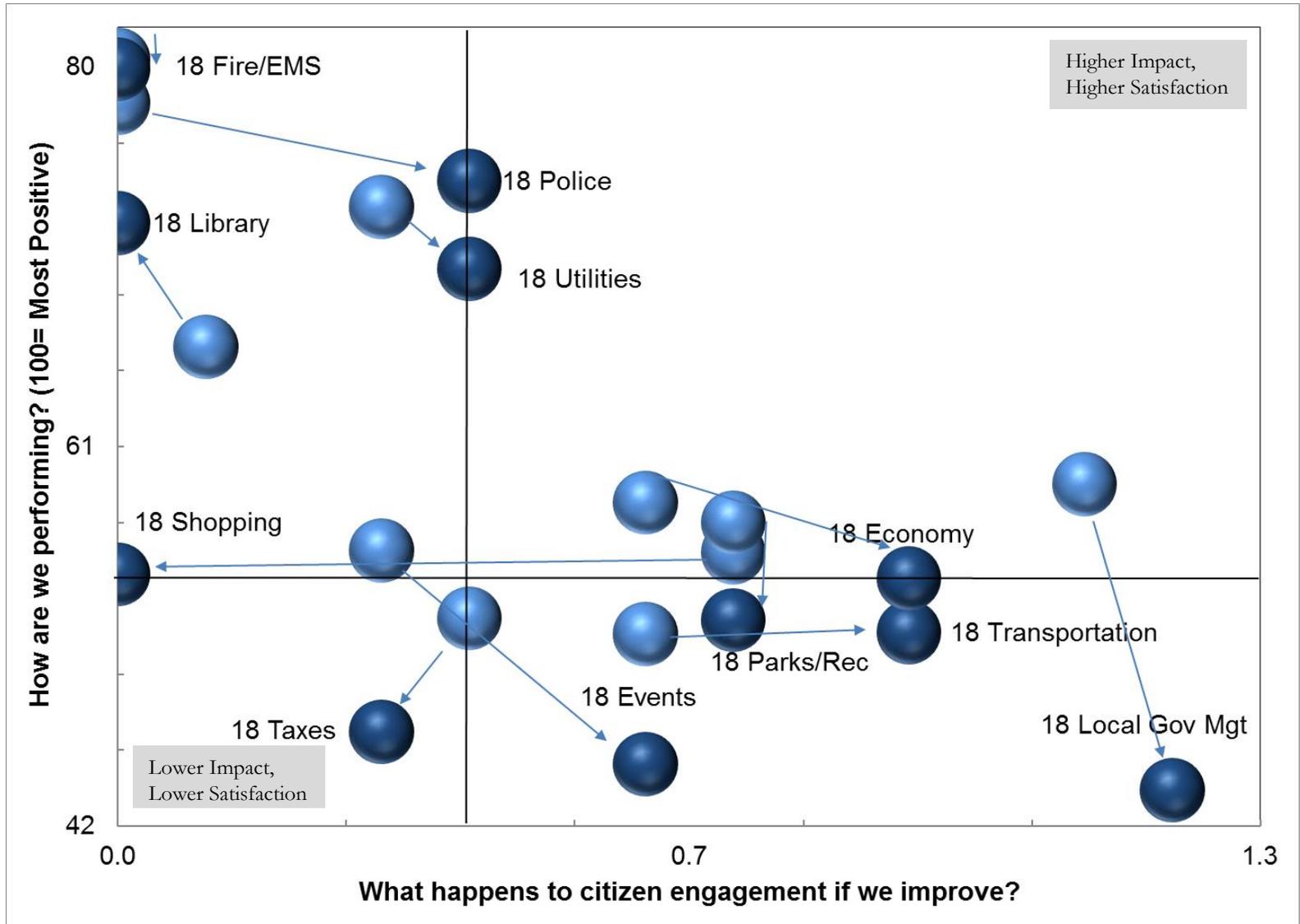


Impact

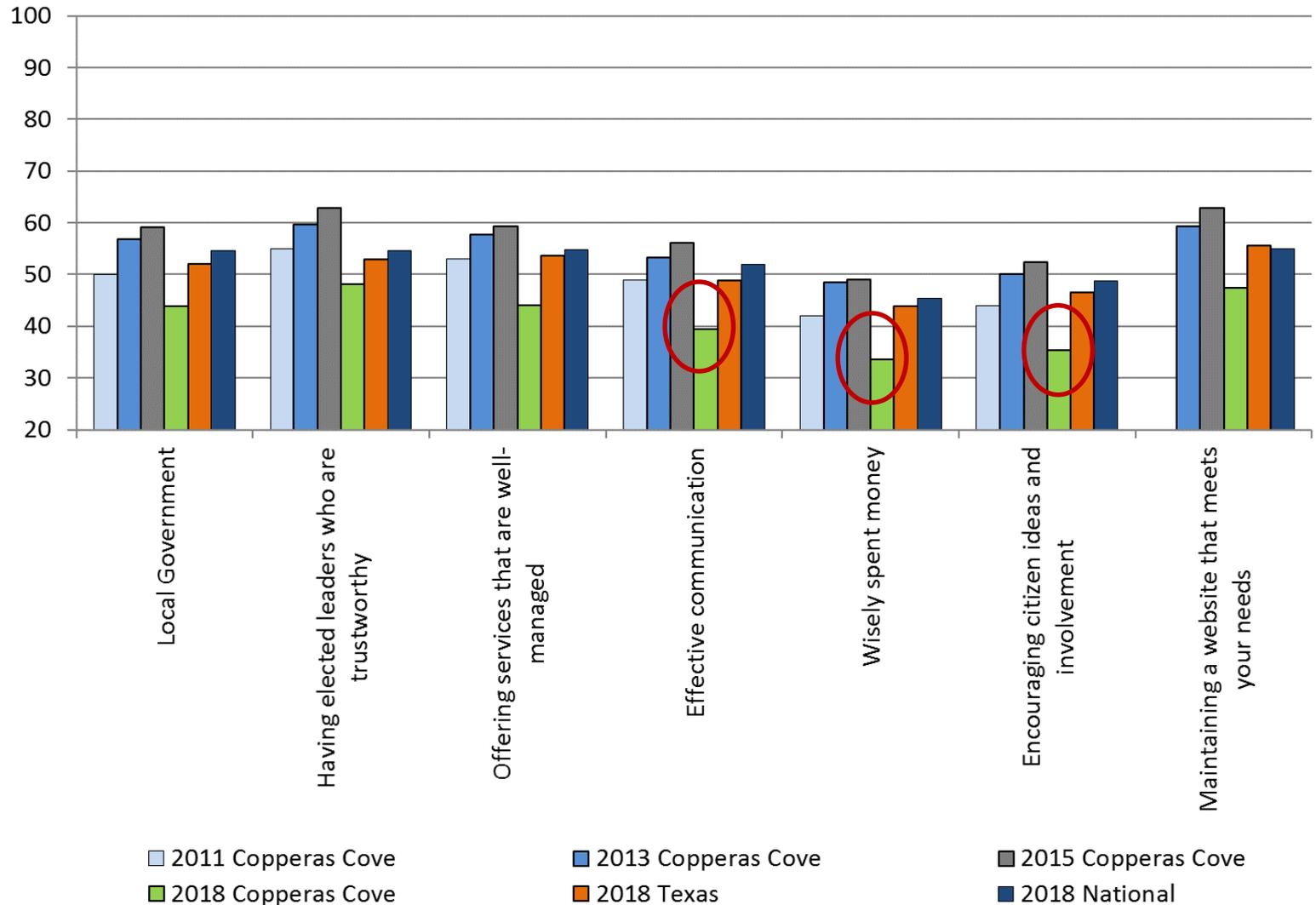
Drivers of Satisfaction and Behavior: Strategic Priorities



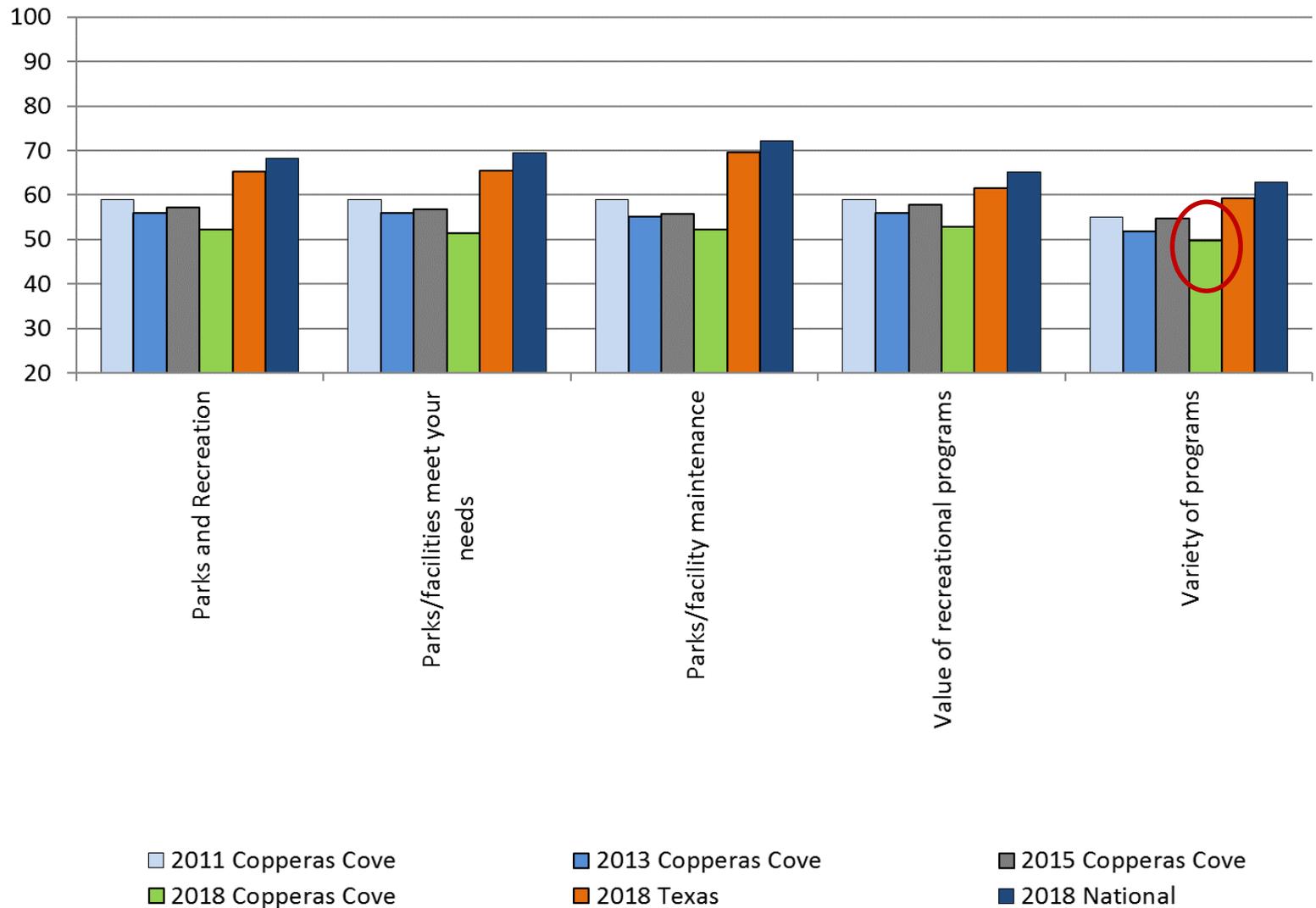
Drivers of Satisfaction and Behavior: Strategic Priorities – Comparison to 2013



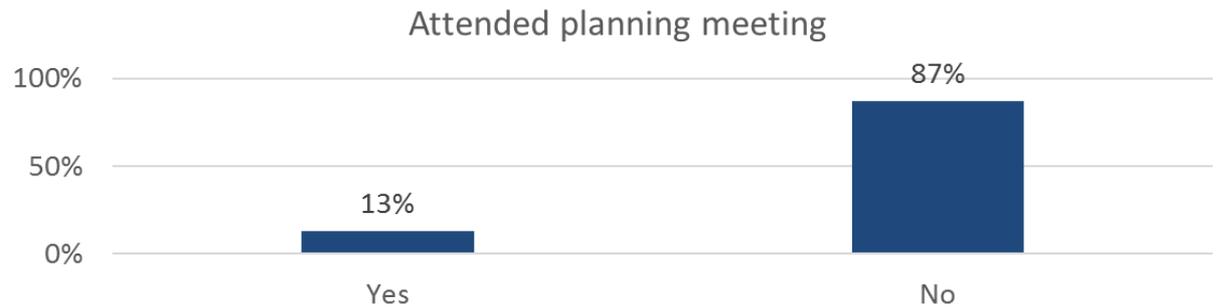
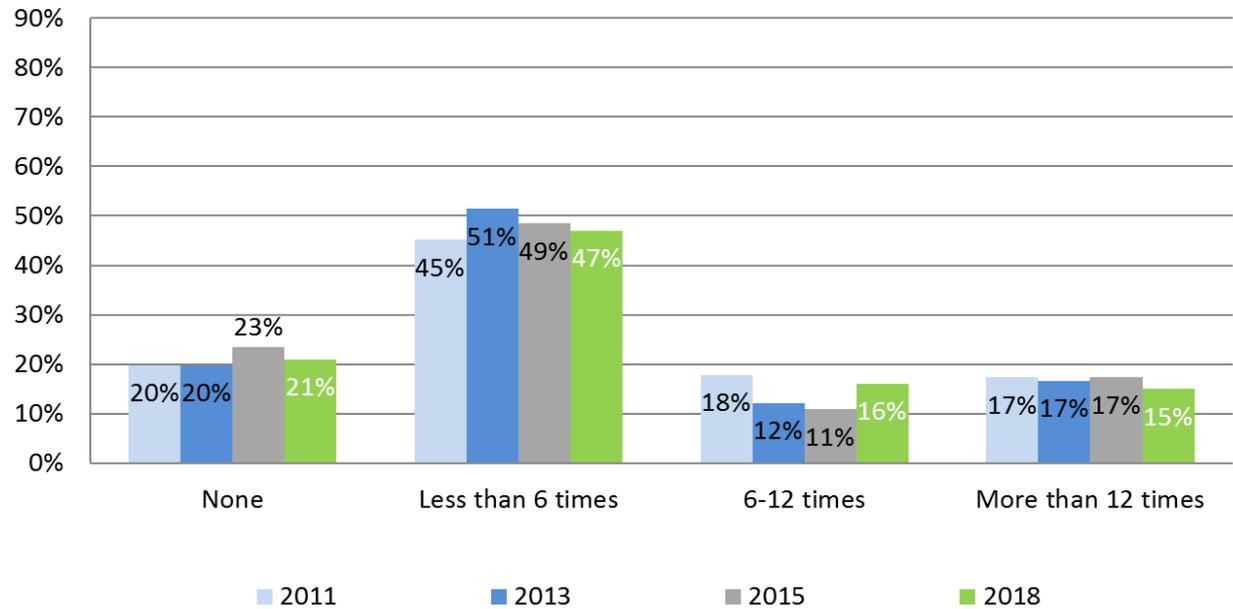
Drivers of Satisfaction and Behavior: Government Management



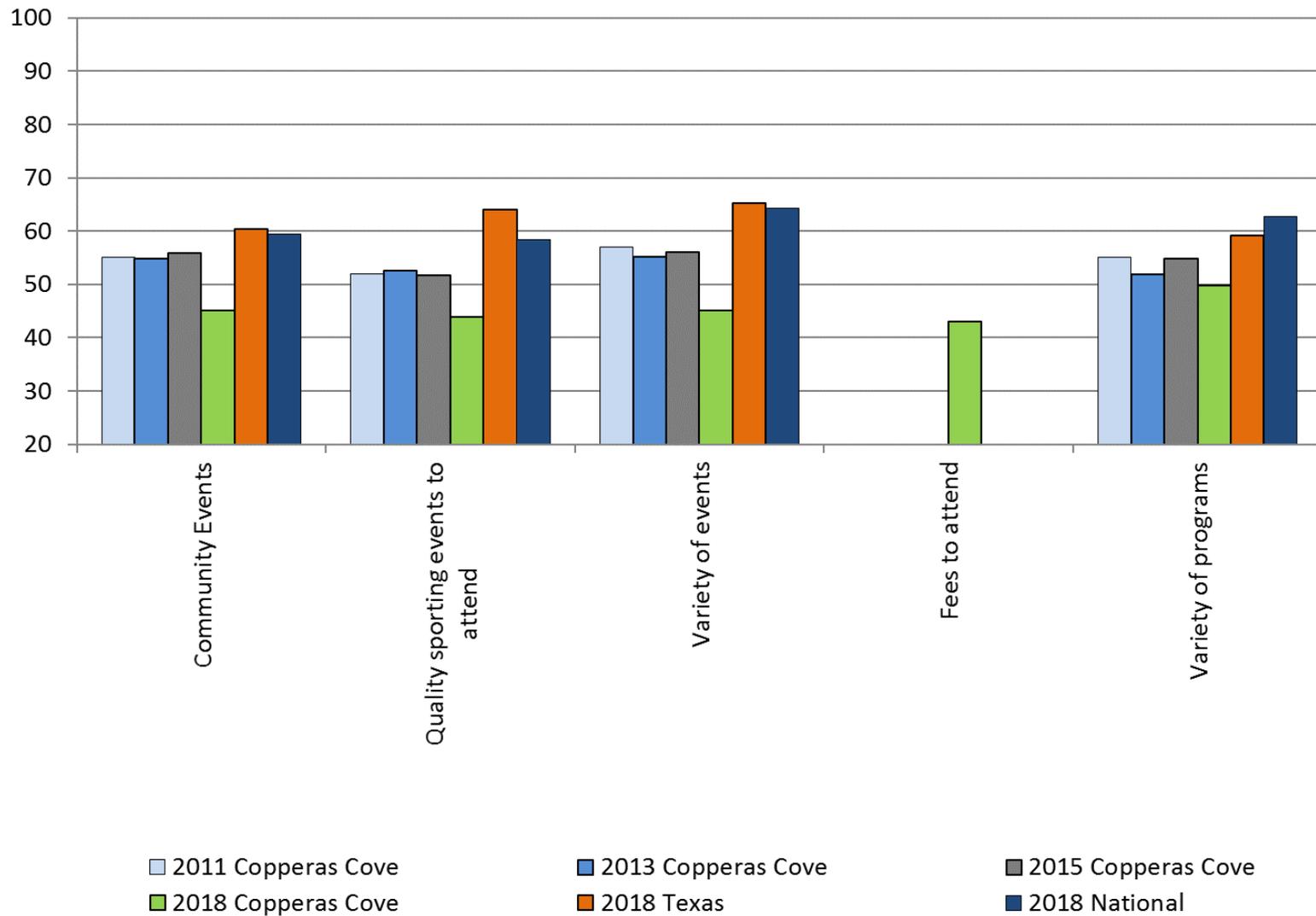
Drivers of Satisfaction and Behavior: Parks and Recreation



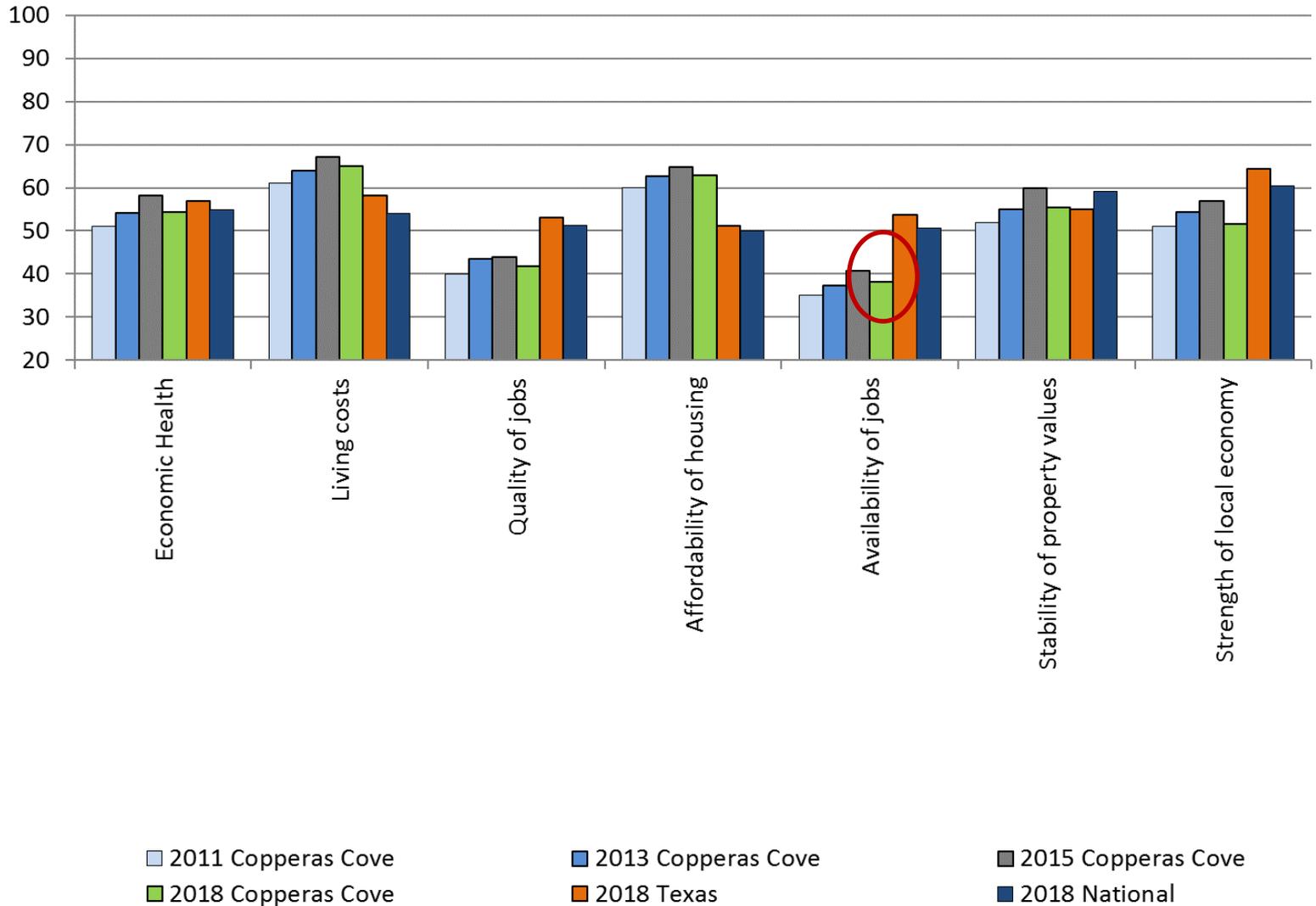
Parks and Recreation Use



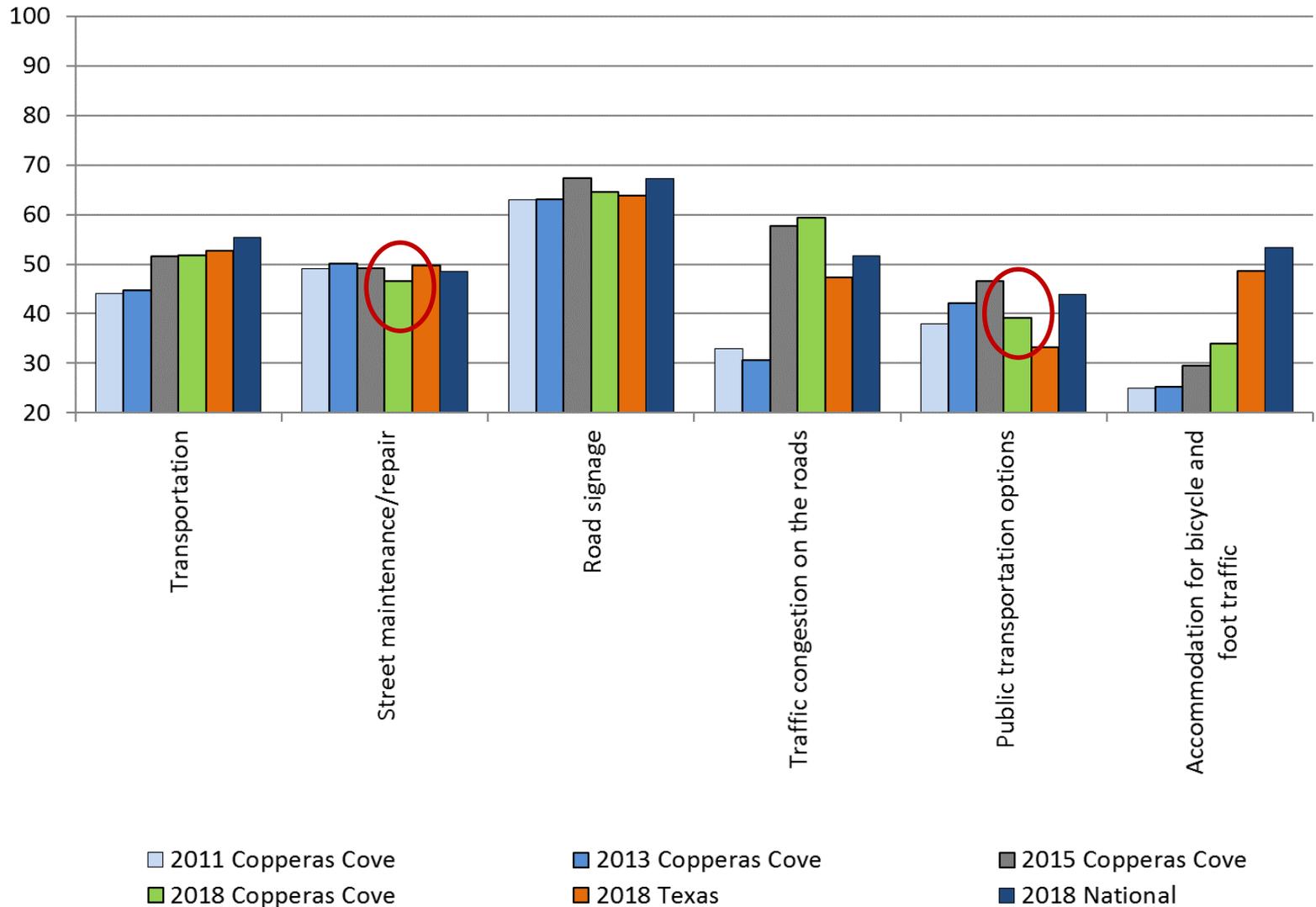
Drivers of Satisfaction and Behavior: Events



Drivers of Satisfaction and Behavior: Economic Health

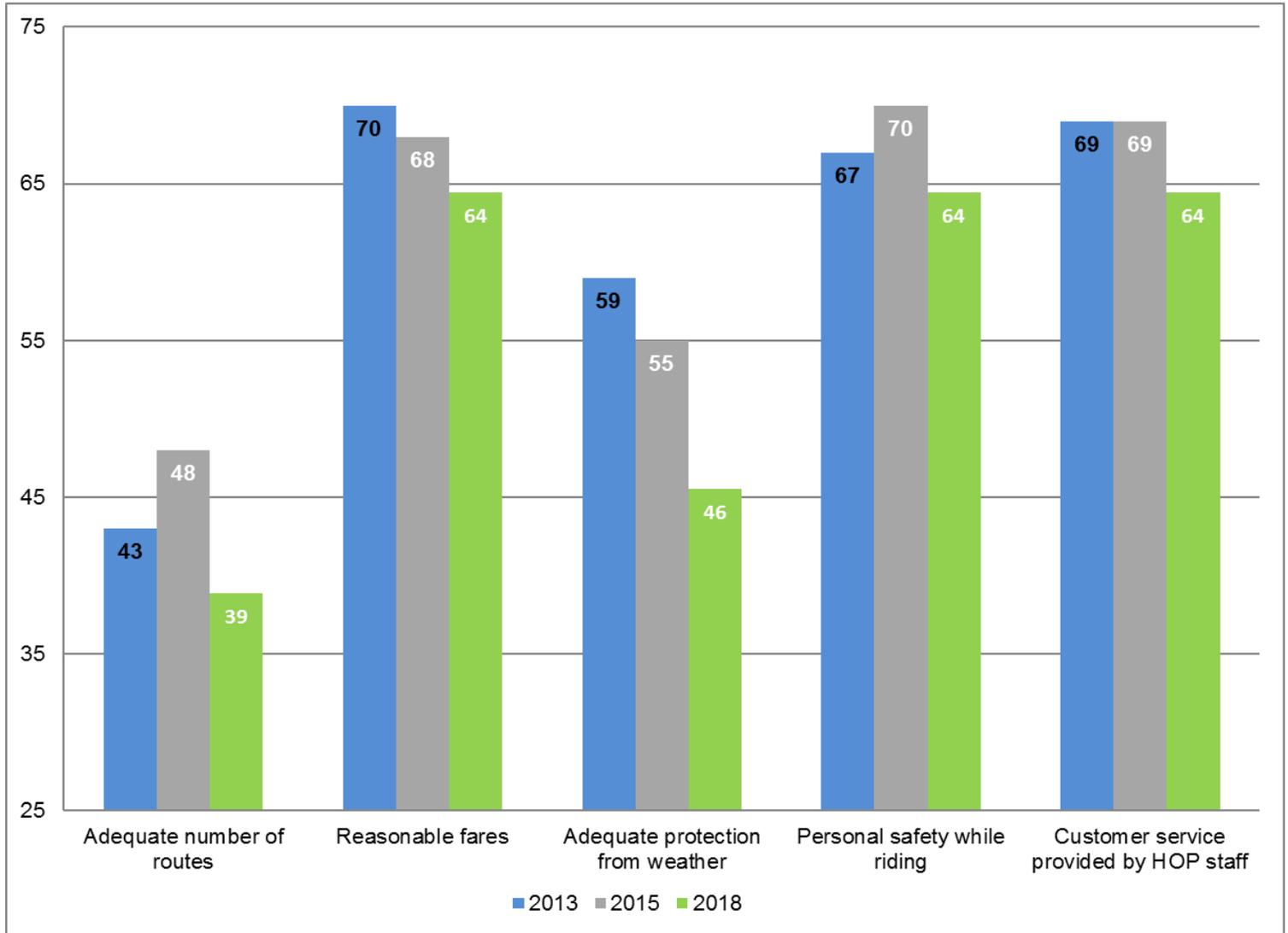


Drivers of Satisfaction and Behavior: Transportation Infrastructure

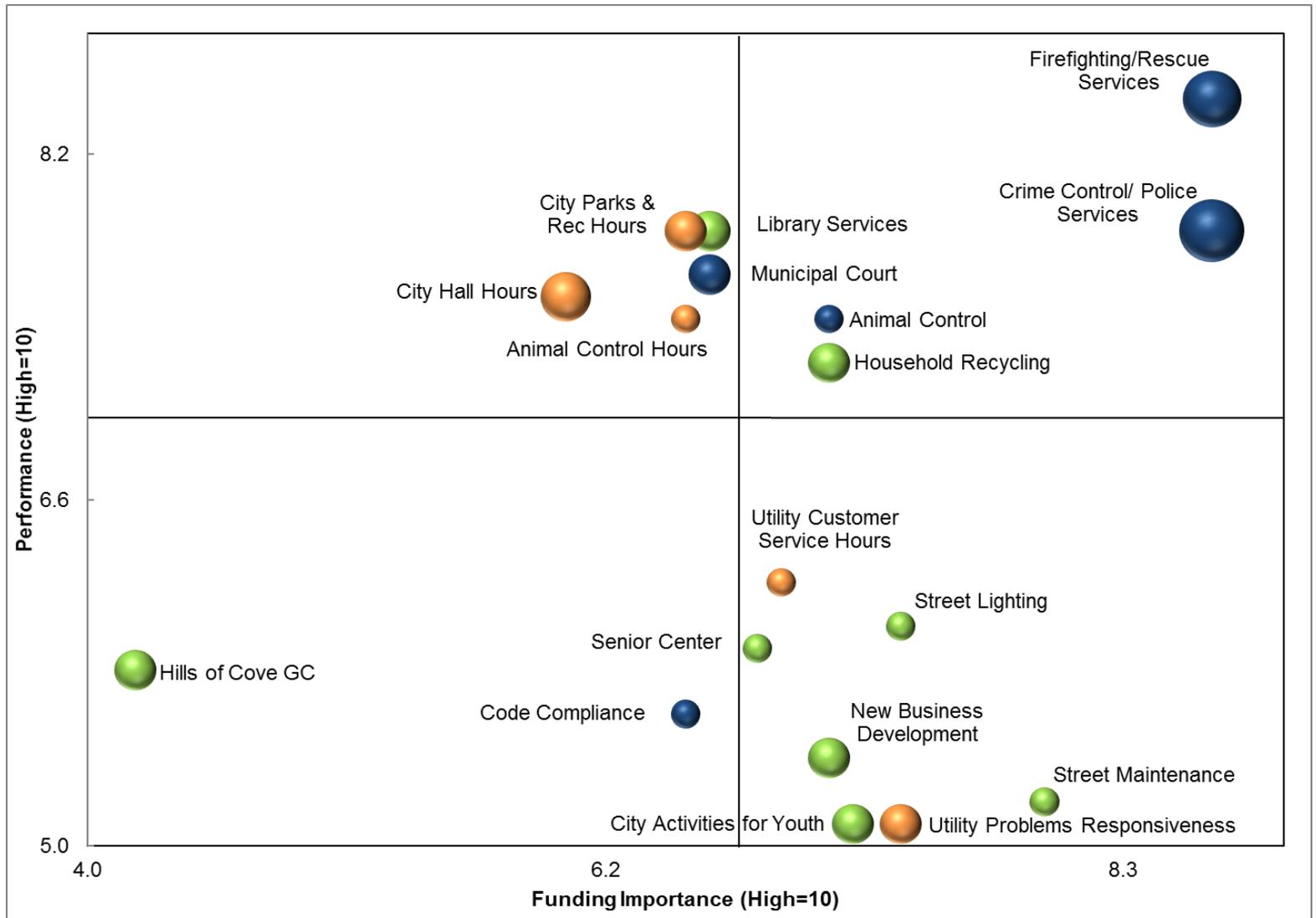


Public Transportation (The HOP)

(High score = 100)

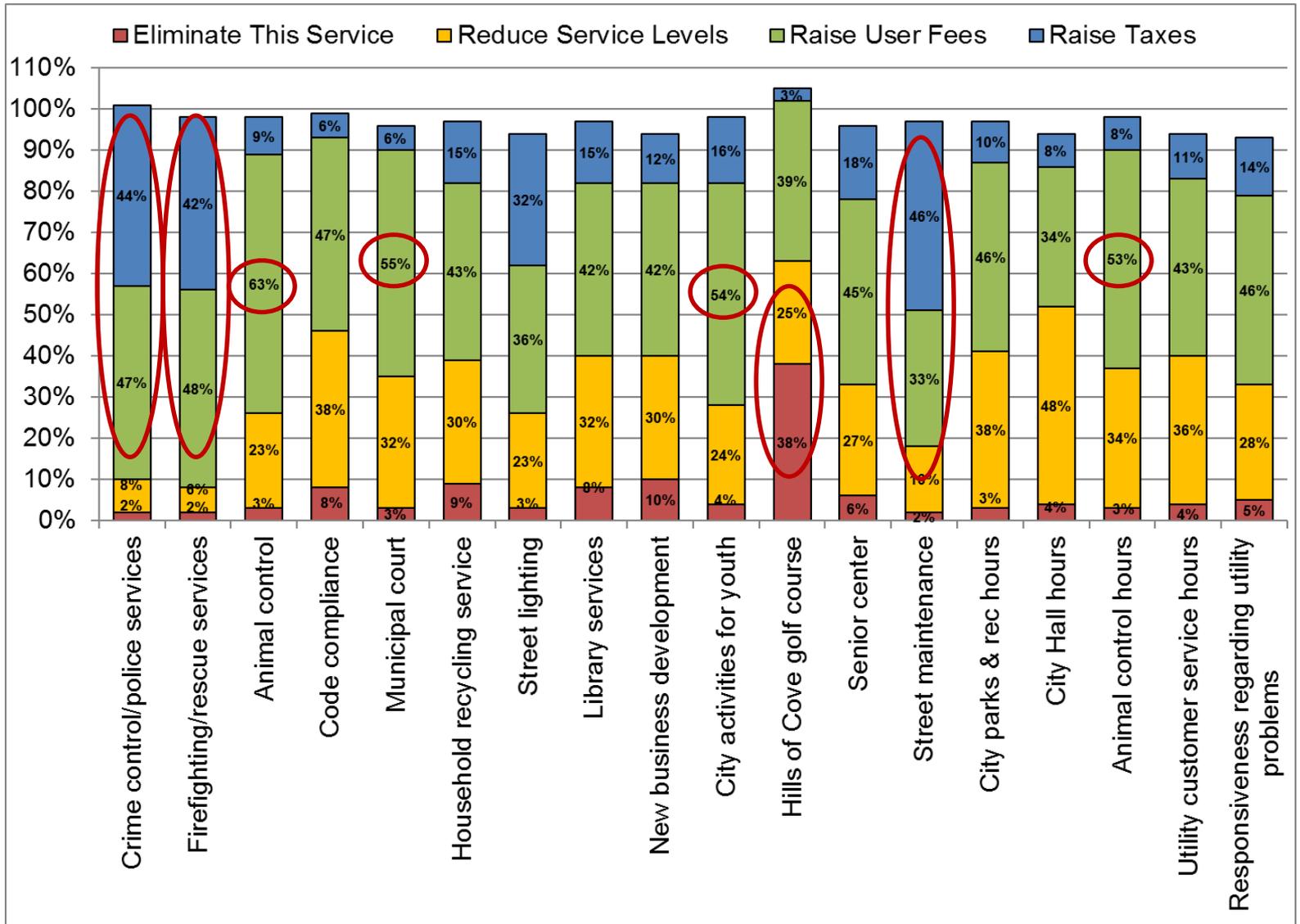


City Services & Programs Bubble Chart



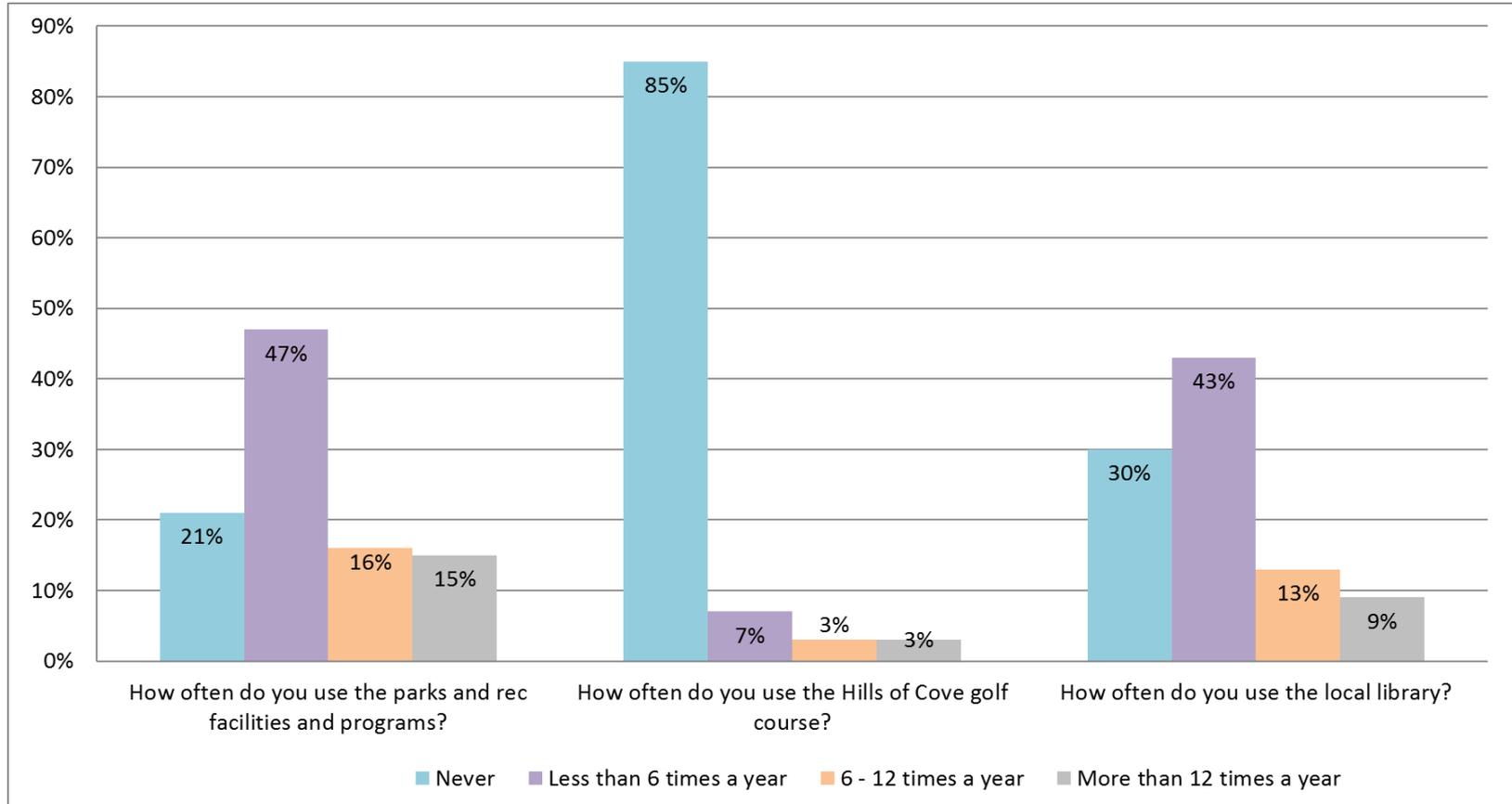
Support for budgetary actions if there is not adequate funding

Preferred Actions for Services & Programs

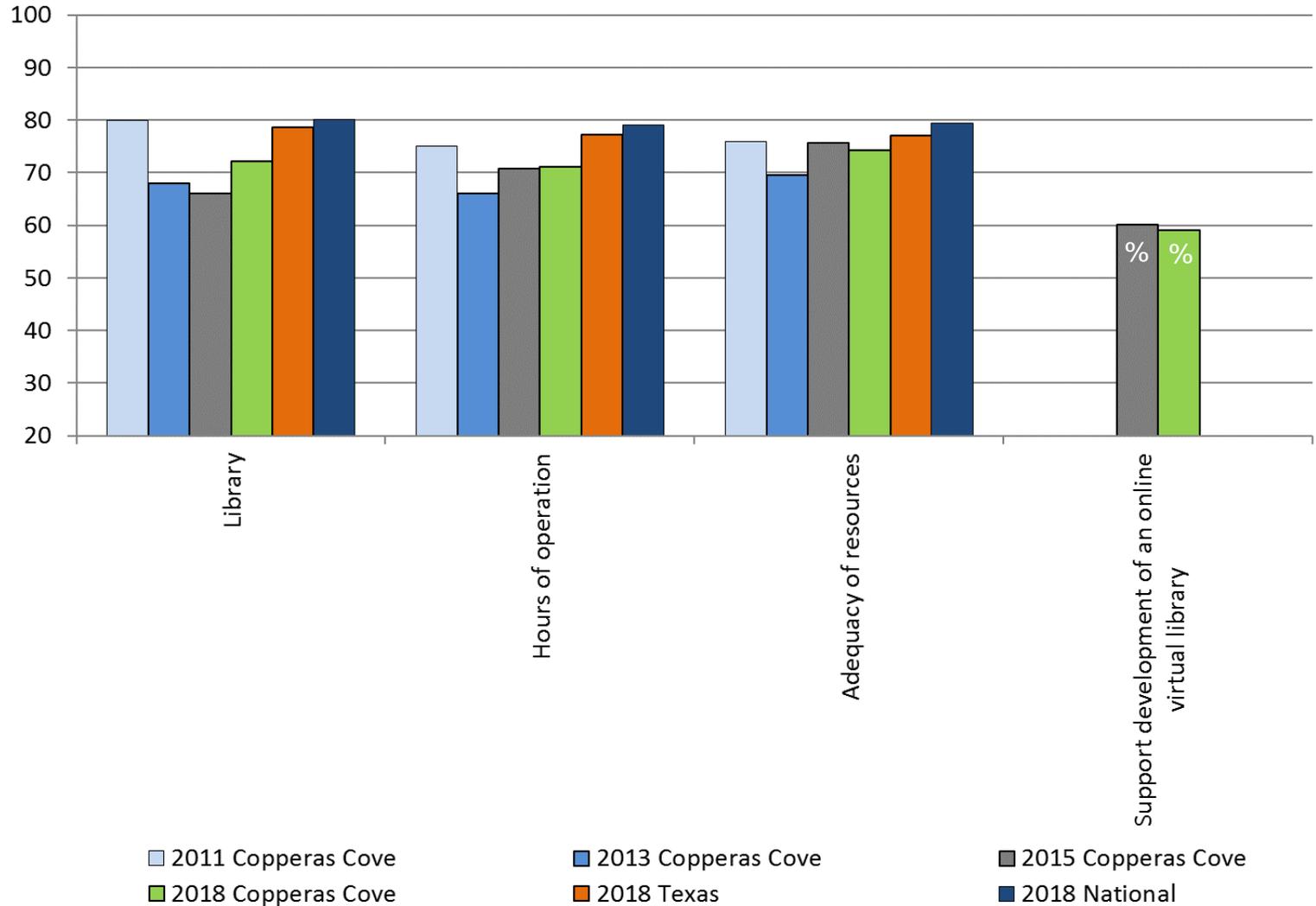


Community Resource Usage

(Percentage specifying)

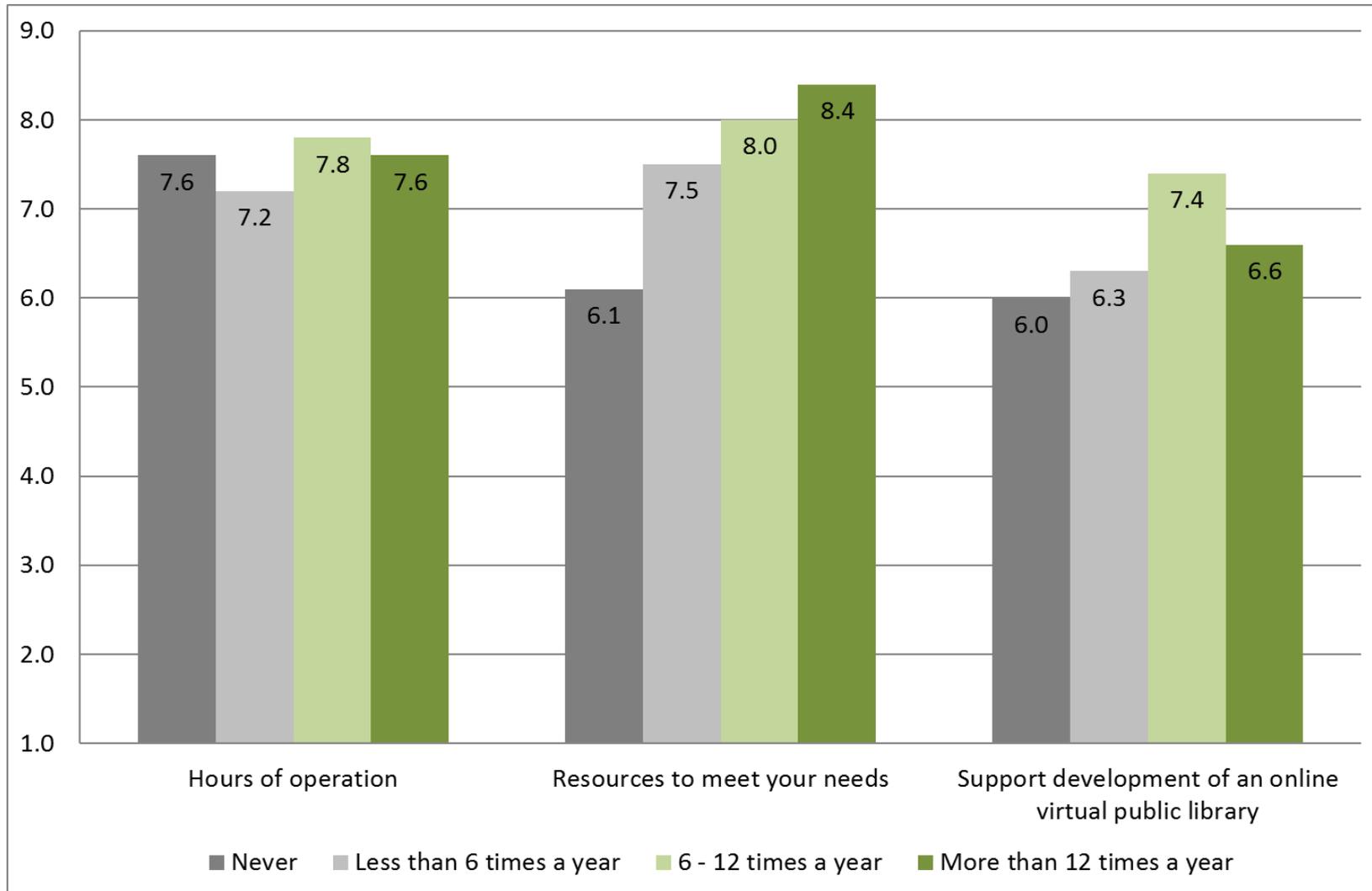


Library



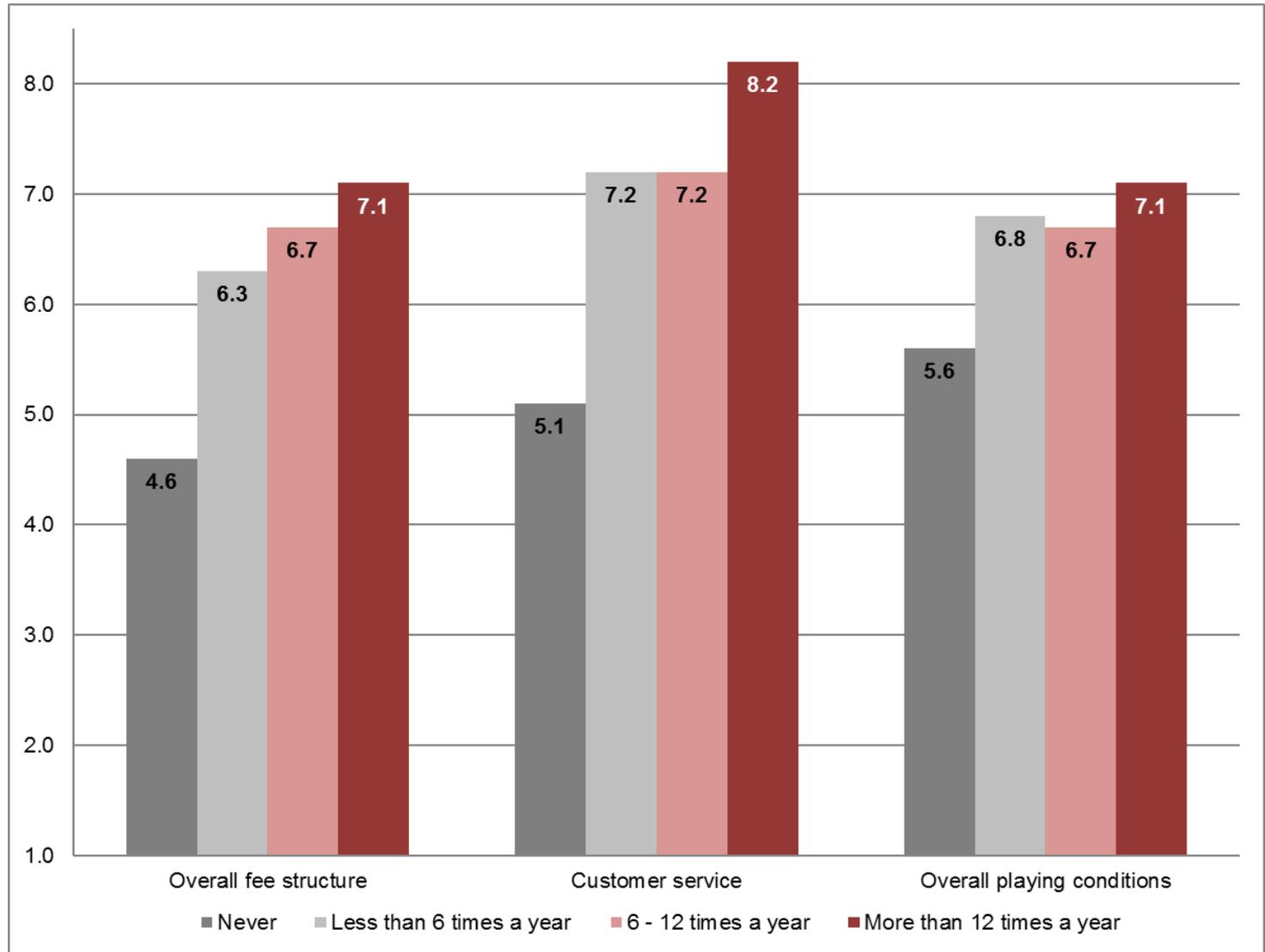
Library by Usage

(High score = 10)



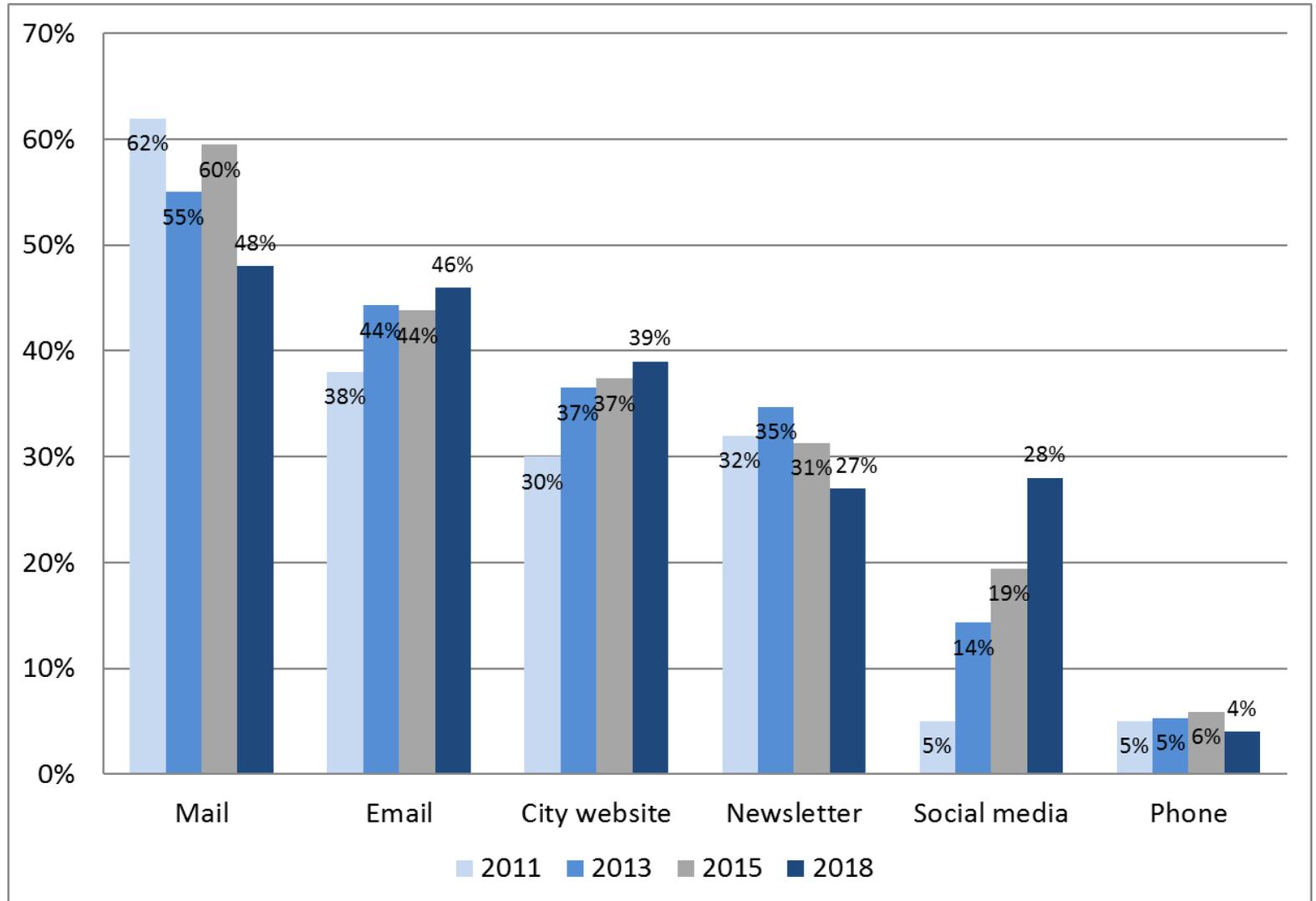
Hills of Cove Golf Course by Usage

(High score = 10)



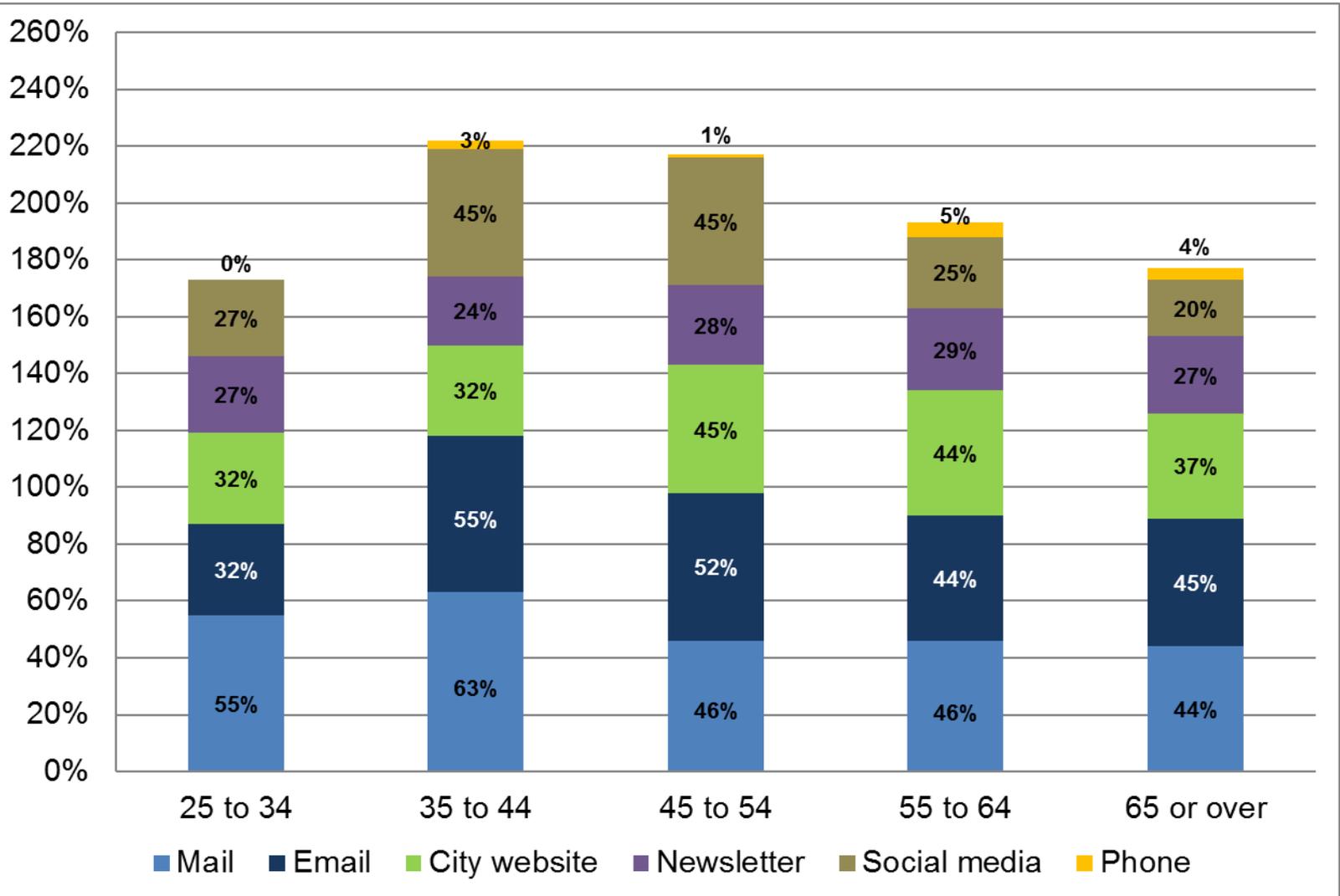
Communication Preference

(Percentage specifying)



Communication Preference by Age

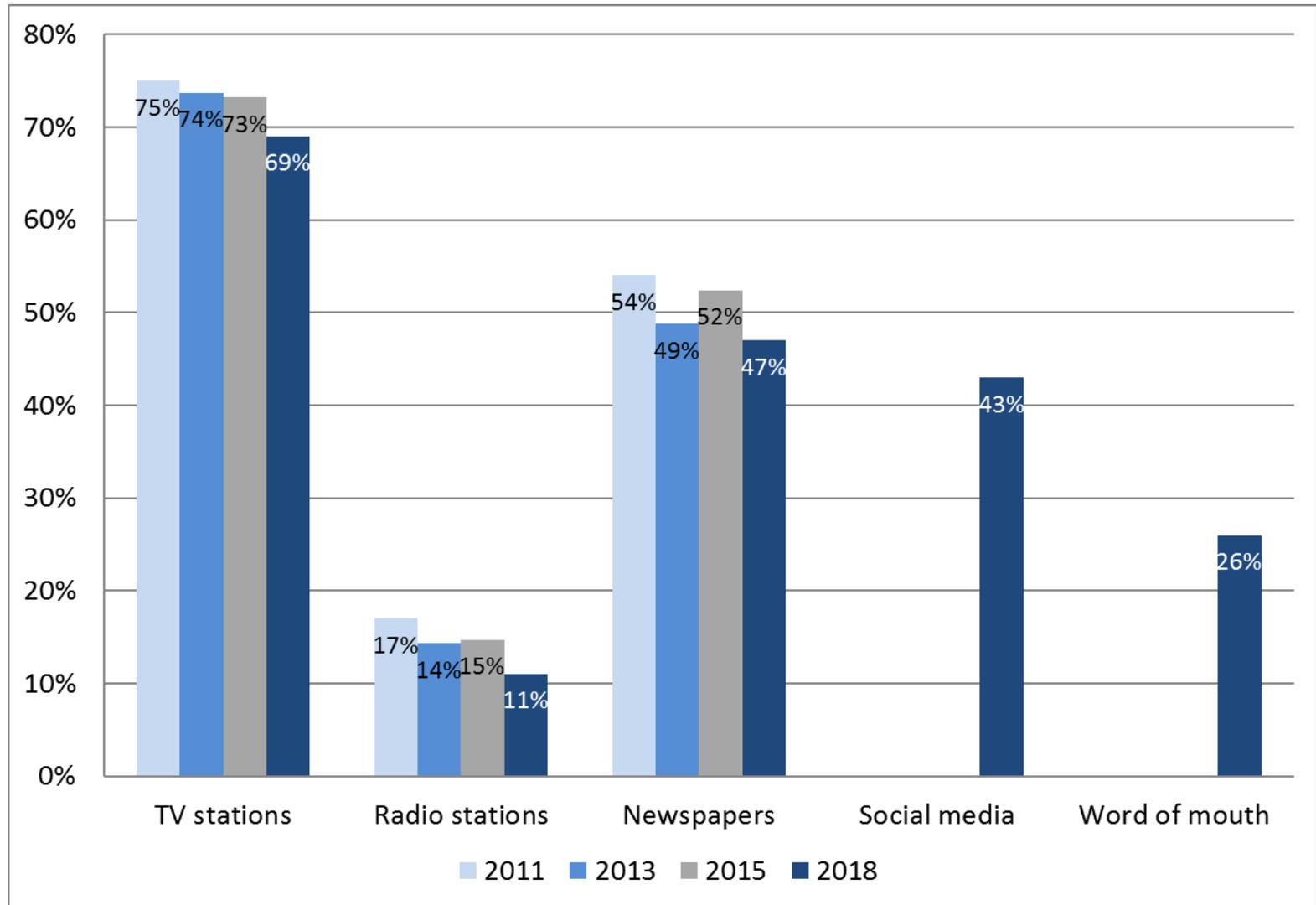
(Percentage specifying)



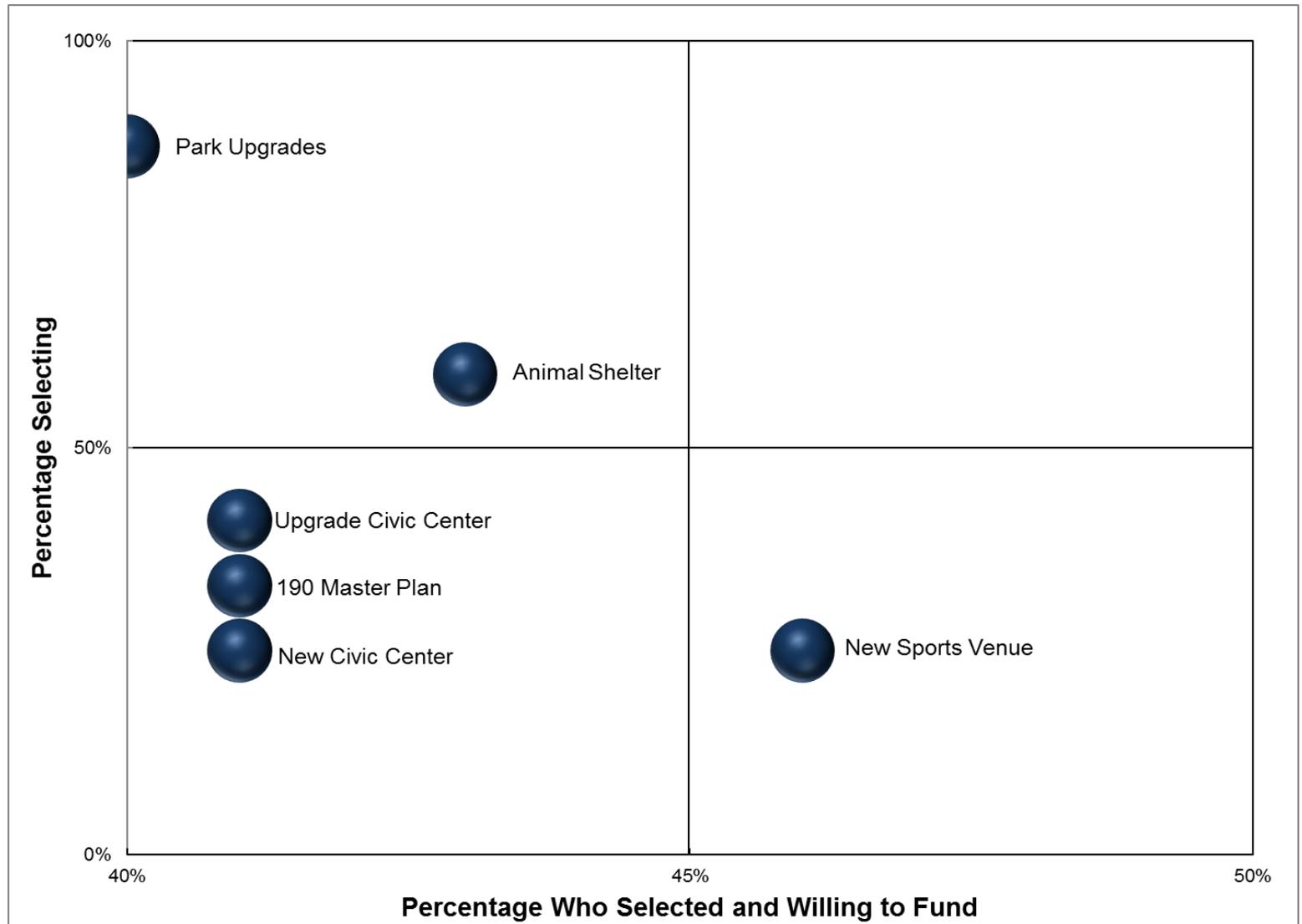
Note: Young people are moving away from social media and are using private messaging platforms such as WhatsApp, Facebook Messenger, Snapchat, Instagram.

Where do you go most for local news?

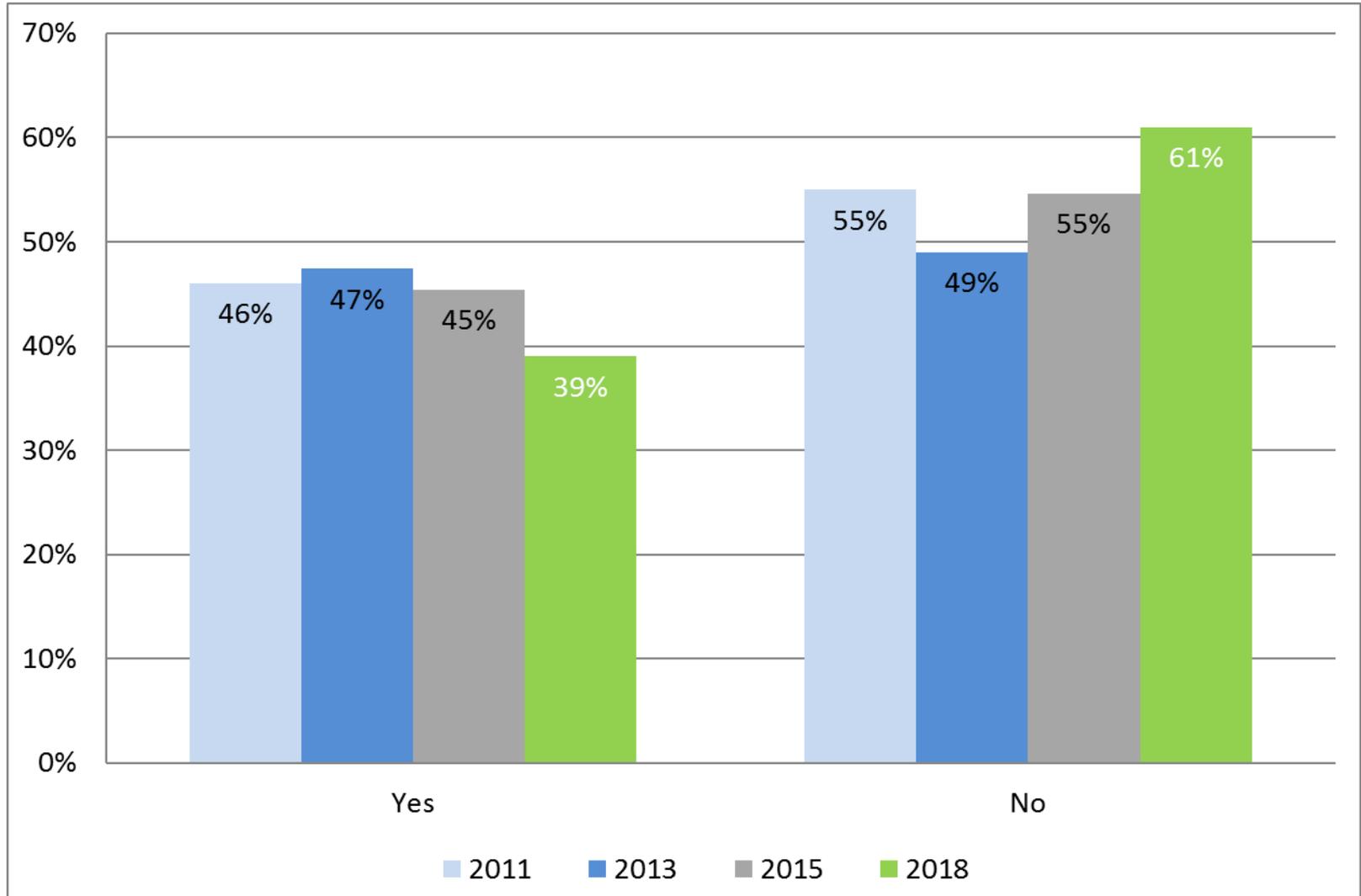
(Percentage specifying)



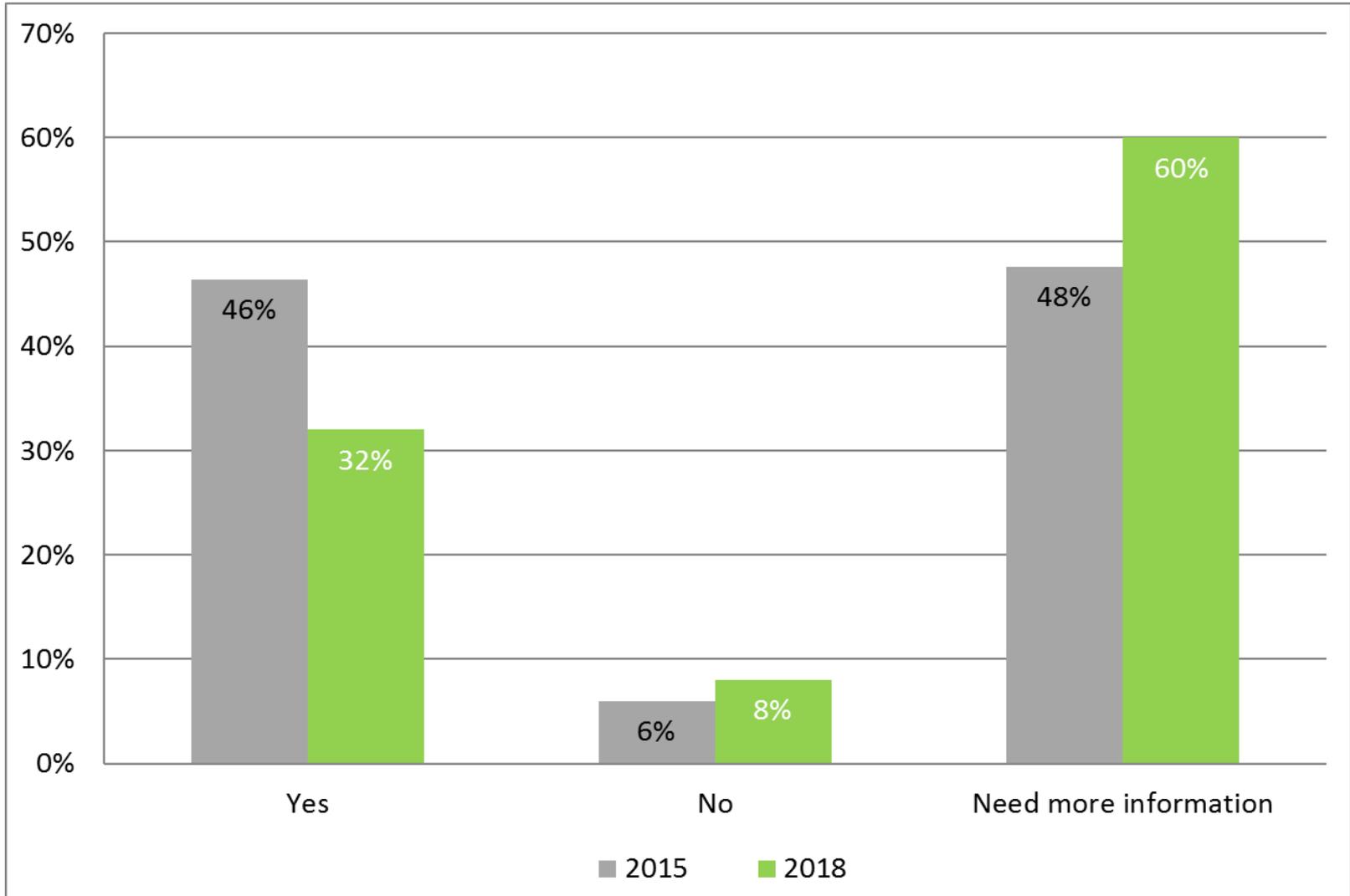
Future Projects Bubble Chart



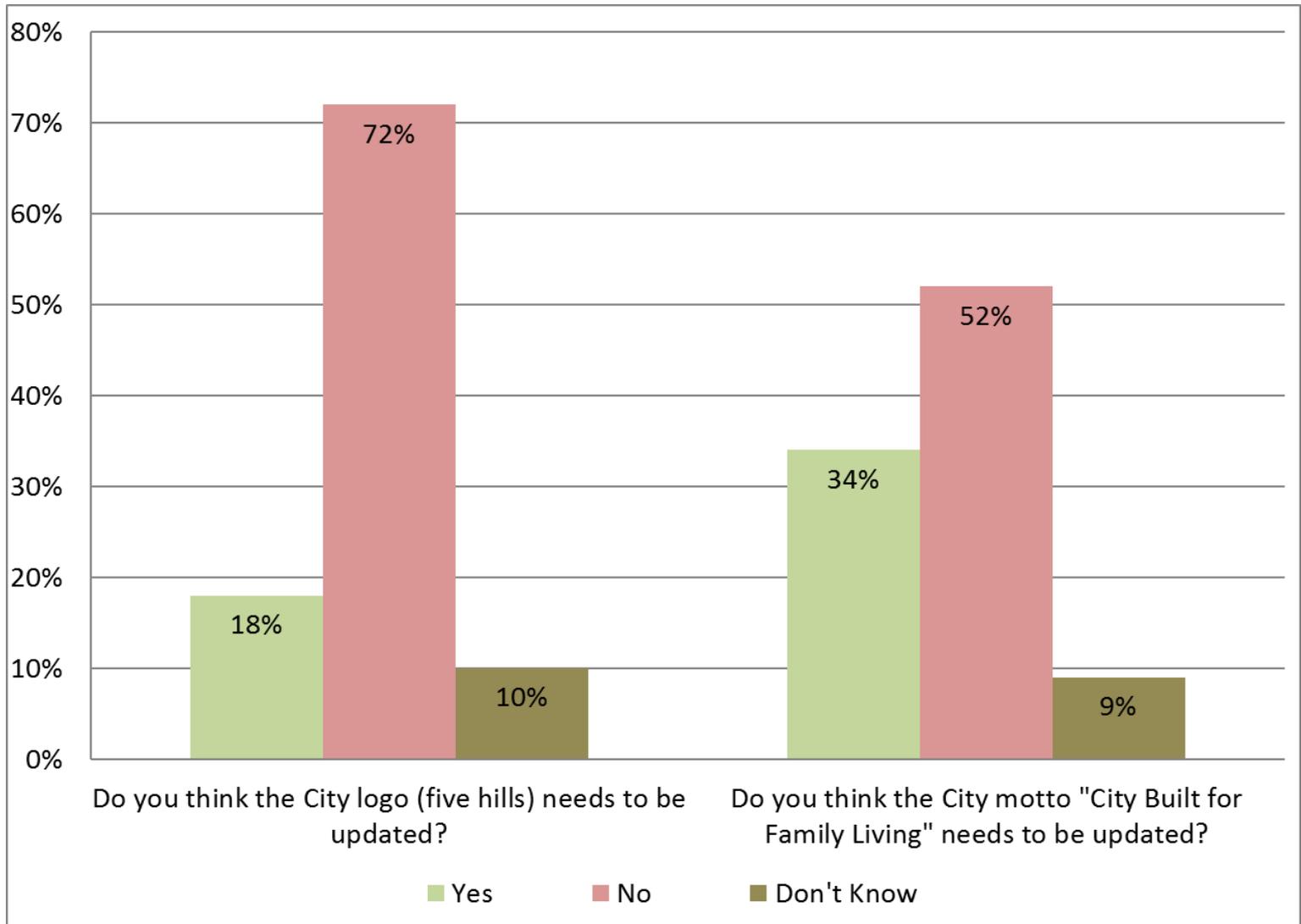
Support additional taxes and fees to pay for potential future projects?



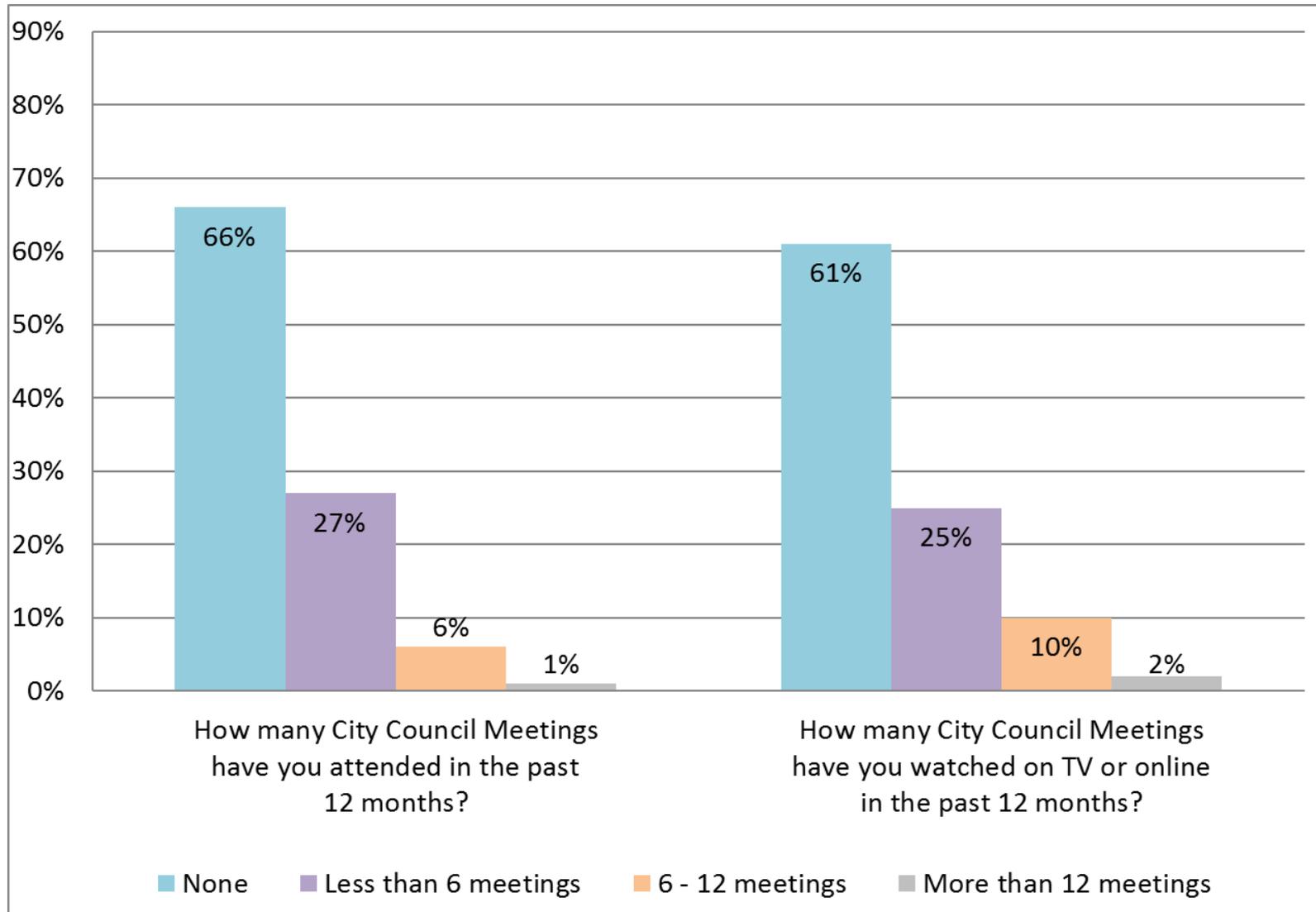
Support development planning and required infrastructure projects that improve economic development in the City?



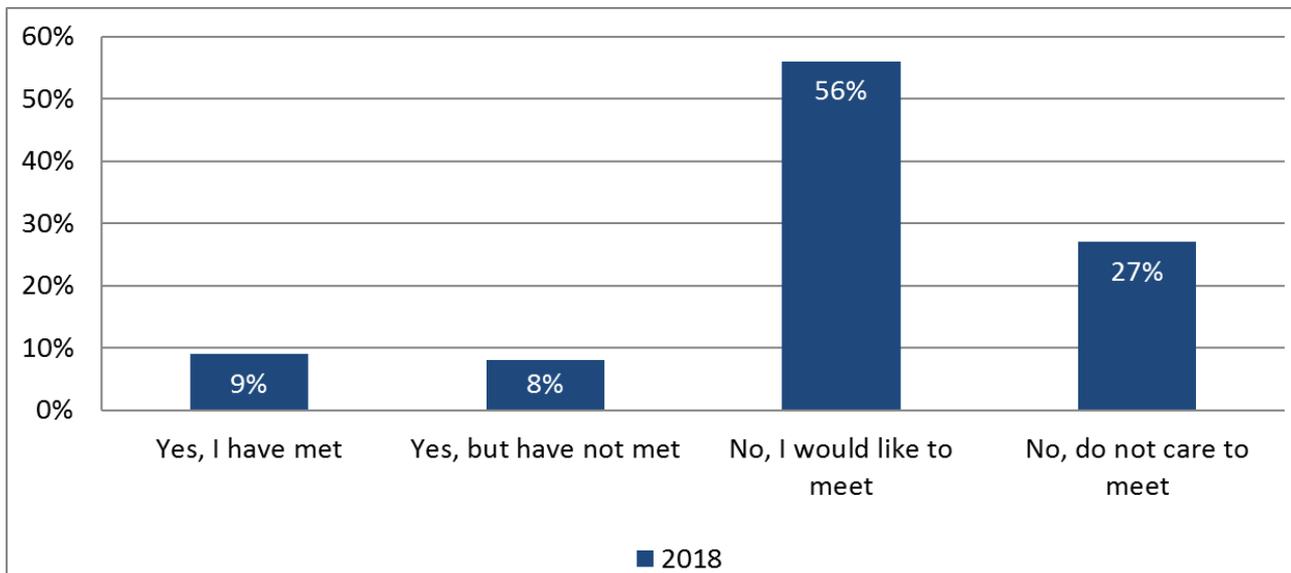
Logo and Motto Change



City Council Meetings



Know or Met Assigned Patrol Sector Officer



Strategy is About Action: Improve Performance to Improve Outcomes

The diagram at the right provides a framework for following up on this survey.

- The first step (measurement) is complete. This measurement helps prioritize resources and create a baseline against which progress can be measured.
- The second step is to use internal teams to further analyze the results and form ideas about why respondents answered as they did and potential actions in response.
- The third step is to validate ideas and potential actions through conversations with residents and line staff – do the ideas and actions make sense. Focus groups, short special-topic surveys and benchmarking are helpful.
- The fourth step is to provide staff with the skills and tools to effectively implement the actions.
- The fifth step is to execute the actions.
- The final step is to re-measure to ensure progress was made and track changes in resident needs.

