



# City of Tomball: Citizen Satisfaction Survey

Prepared by:  
Creative Consumer Research  
281.240.9646  
Houston – San Antonio – Phoenix

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# Table of Contents

- Objectives
- Methodology
- Profile
- Research Conclusions
- Research Findings
  - Tomball Overall
  - Ordinance and Code Enforcement
  - Parks and Recreations
  - Traffic and Mobility
  - Police Department
  - Fire Department
  - Potential Capital Improvements

# Objectives

- The primary objective of this research is to determine the overall image of the City of Tomball among residents, including identifying aspects liked about living in Tomball and areas in which the City could be improved
- Secondary objectives include:
  - Identifying residents' primary concerns for the community
  - Gaining insight into Tomball residents' opinions regarding city services
  - Evaluating various City departments on selected factors

# CCR Responsibilities

- CCR was responsible for the following:
  - Creating and finalizing the survey, with City's approval;
  - Pretesting the survey to ensure the questions and length were appropriate;
  - Programming the survey for telephone interviewing;
  - Conducting the interviews;
  - Coding the open-ended responses;
  - Tabulating the data and running data tables with specified banner points;
  - Analyzing the data and presenting results.

# Methodology

- Interviews were conducted between January 9, 2008 and January 26, 2008
- The survey lasted approximately 17 minutes, on average
- The survey was unblinded
  - Respondents were told the City of Tomball was sponsoring the survey and they were offered a contact name and number to verify, if desired
- Sample was pulled from CCR's database of listed and unlisted numbers in the City of Tomball

# Methodology

- In order to participate in the study, respondents or their household members were required to not currently:
  - Work for the City of Tomball
  - Serve on City Council
  - Serve on any City Board, Commission or Committee for the City
  - Work in any of the following industries: Market research, advertising, city government
- In order to adequately represent the City of Tomball, quotas were implemented for the following areas:
  - Gender
  - Age
  - Ethnic background

# Research Conclusions

# Research Conclusions

- Respondents are satisfied with Tomball overall and with most factors of the City
  - 72% are satisfied with overall quality of life in Tomball
  - 83% are likely to be living in Tomball five years from now
- Traffic and mobility issues are, by far, the most important issue for the City to address to increase satisfaction levels
  - Traffic issues arise, unaided, as the number one issue for residents today
  - Specific traffic factors (street improvements, traffic management, etc.) receive low satisfaction ratings
  - Although respondents rate traffic issues low, very few express interest in a public transportation system with 62% saying they are not likely to use one



# Research Conclusions

- Because 18% of respondents feel the new developments will have a negative impact on Tomball, the City needs to promote the benefits and ensure residents the City is prepared and has resources to provide services for the new growth
- Respondents are satisfied to somewhat satisfied with city ordinances and neighborhood code enforcements
  - However, 60% feel the City could increase its standard for property maintenance requirements
  - The City might need to address 'Noise' and 'Vacant or dilapidated building' regulations within neighborhoods (only 19% and 16%, respectively, strongly agree the City adequately enforces these regulations)

# Research Conclusions

- In general, about half of residents use the Tomball parks and recreation amenities and feel they are important
  - Of those who use the facilities, the satisfaction levels are somewhat high
- Residents are satisfied with the Police Department overall and feel safe in Tomball (with the exception of shopping areas at night)
  - Satisfaction with police drops when specifically rating crime prevention efforts and visibility around areas of Tomball
  - The City needs to do a better job of promoting crime prevention efforts and police visibility
    - Perhaps changing patrol schedules or adding additional police officers

# Research Conclusions

- About half of respondents are satisfied with the fire department in general and on specific factors
  - A third of respondents give a 'don't know' response
  - Only 3% of the respondents say they have contacted the fire department in the past year
- There is a mid-level interest in the potential capital improvements, which drops slightly when asked if they are willing to pay a tax for these additions:

	Important	Willing to pay
Street improvements	72%	59%
Sidewalk improvements near schools	67%	61%
Sidewalk improvements in neighborhoods	57%	51%
Building new recreation facilities	54%	53%
Purchase of land for City parks	48%	49%

# Respondent Profile

# Respondent Profile

- The average respondent:
  - 47 years-old
  - Married
  - White, non-Hispanic
  - Owns home
  - Works full-time
  - Some college or a college graduate
  - 3 people in the home
  - Has lived in Tomball for 8 years
  - Annual household income: \$89,130
  - Assessed home value: \$171,840

# Demographic Profile

Gender*	
Male	46%
Female	54%
Age*	
18 - 24	3%
25 - 34	27%
35 - 44	20%
45 - 54	16%
55 - 64	18%
65 - 74	9%
Over 74	6%
Average	47 years old
Ethnic background*	
White, non-Hispanic	79%
Hispanic	12%
African American	5%
Asian	1%
Other	3%

Marital status	
Married	74%
Single, never married	8%
Widowed	7%
Divorced	7%
Separated	1%
Refused	2%
Employment status	
Full-time	59%
Part-time	7%
Retired	17%
Homemaker	10%
Unemployed	3%
Student	2%
Refused	3%
Homeownership	
Own	86%
Rent	12%
Refused	2%



\*Quotas implemented

# Demographic Profile

## Education

Primary (1-8)	2%
High School	19%
Some college	32%
College graduate	33%
Attended graduate school	1%
Completed graduate school	10%
Refused	2%

## Number of people in household

Average	3
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## Number of children in household

None	36%
Average (of those with children)	2
Average age of children	9 years-old

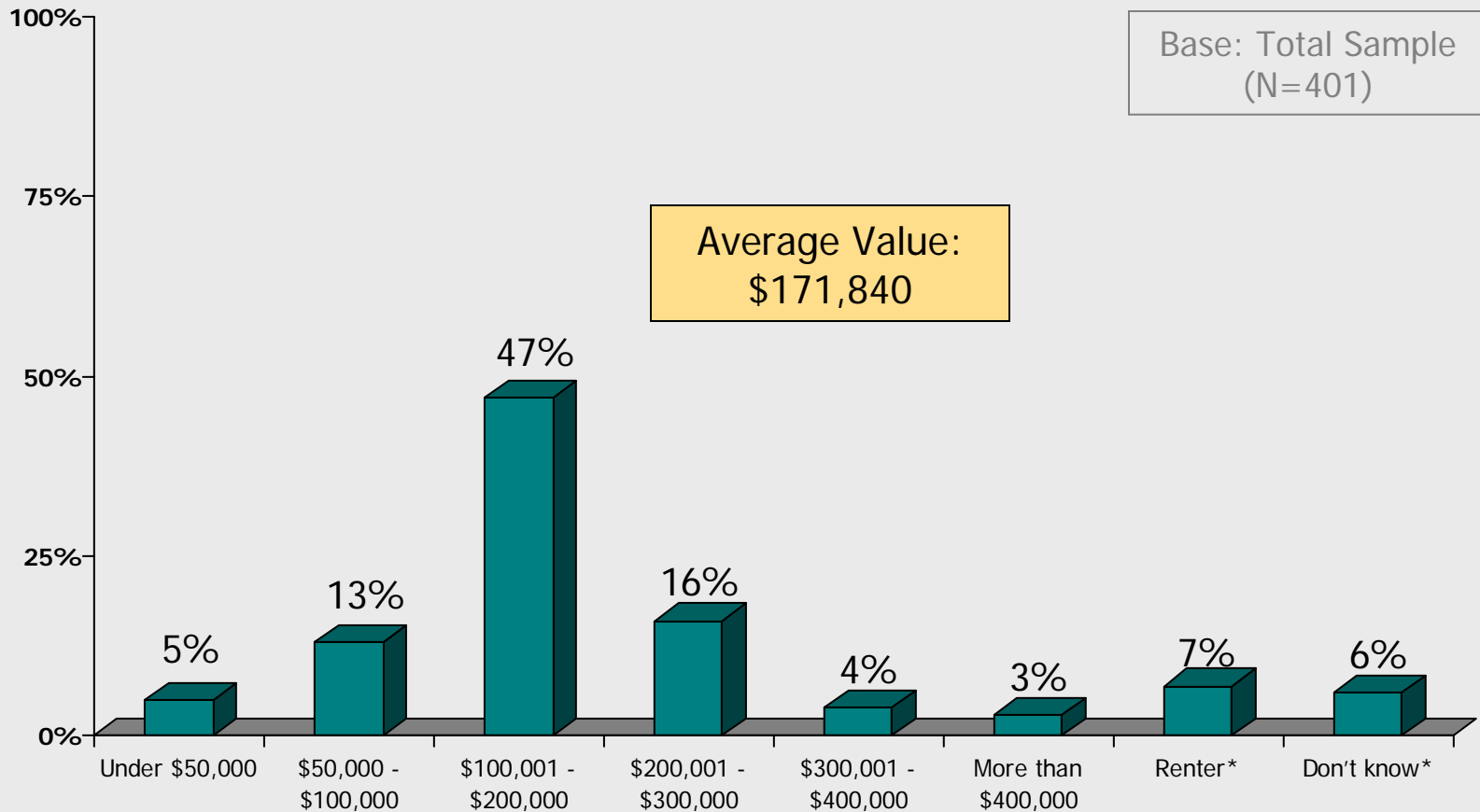
## Tenure in Tomball

Average	8
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## Household income

Under \$40,000	13%
\$40,000 - \$50,000	9%
\$50,001 - \$75,000	17%
\$75,001 - \$100,000	16%
\$100,001 - \$125,000	10%
\$125,001 - \$150,000	7%
Over \$150,000	8%
Refused	17%
Average	\$ 89,130

# Assessed Home Value



\*A quota was applied to renters and 'Don't know' responses as to accurately represent the City's demographics and to ensure the surveying of voting and tax-paying homeowners

S7. Now, I'd like you to think about the **assessed** value of your home if you own it. As I read the following list, please stop me when I read a category that best describes your home's value or if you rent from the owner. **(READ LIST.)**





# Research Findings

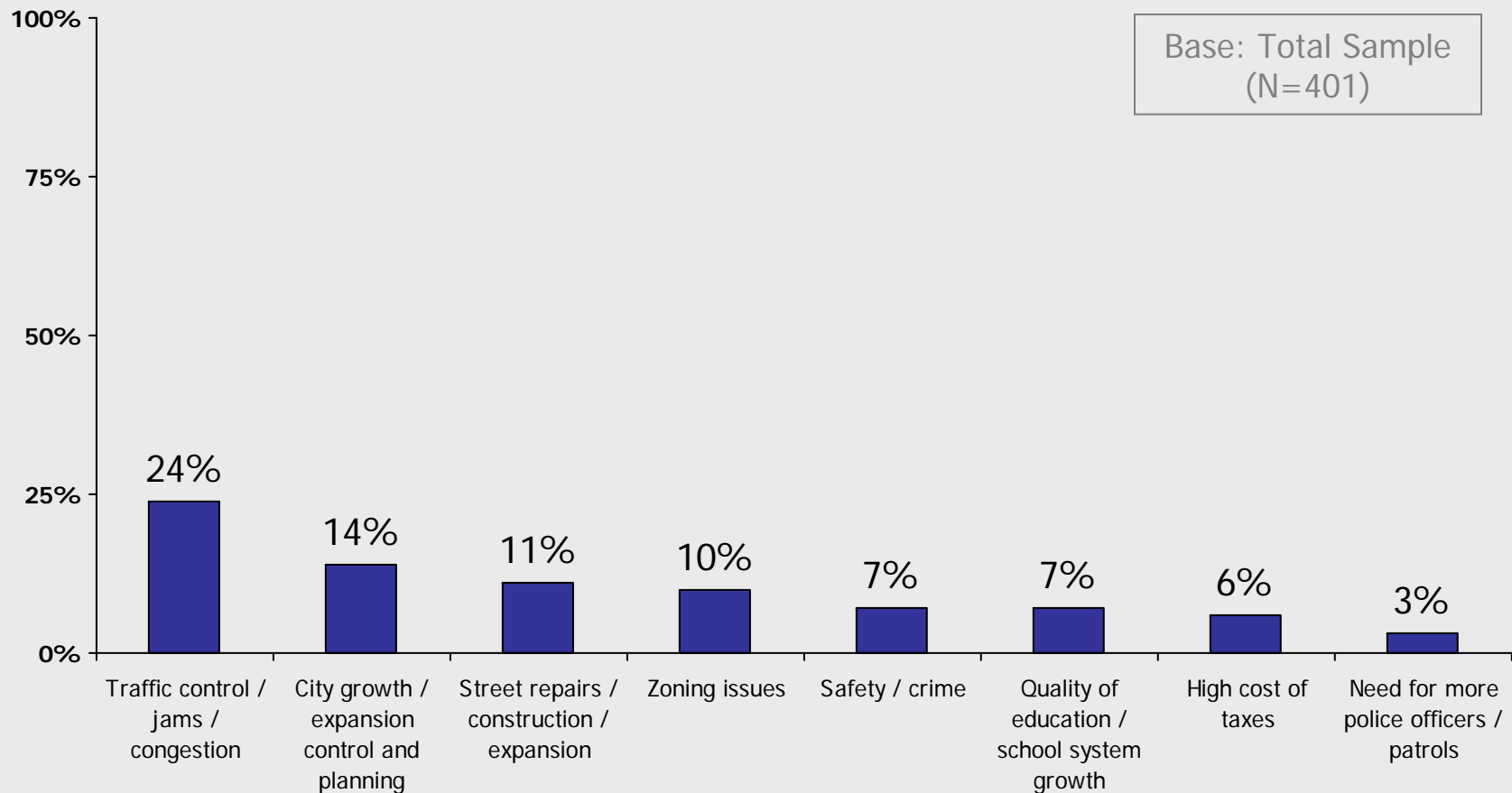
# Tomball Overall

# Summary

- Tomball residents mention, unaided, traffic issues as the number one concern for Tomball at this time
  - Secondary issues include city growth and expansion (as well as planning for this growth), street repairs, and zoning issues
- In rating various aspects of the City, Quality of life and Residential garbage collection services receive the highest ratings
- Only 22% of respondents say they are aware of the residential developments coming in to Tomball
  - 53% of all residents think the developments will have a positive impact while 18% believe it will have a negative impact
- The majority (83%) say they are likely to be living in Tomball five years from now

# Most Important Issues Facing Tomball Today

Open-ended question



1. What do you feel is the most important issue facing the **City of Tomball and its residents** today? What other issues are of most importance today to **Tomball** residents?



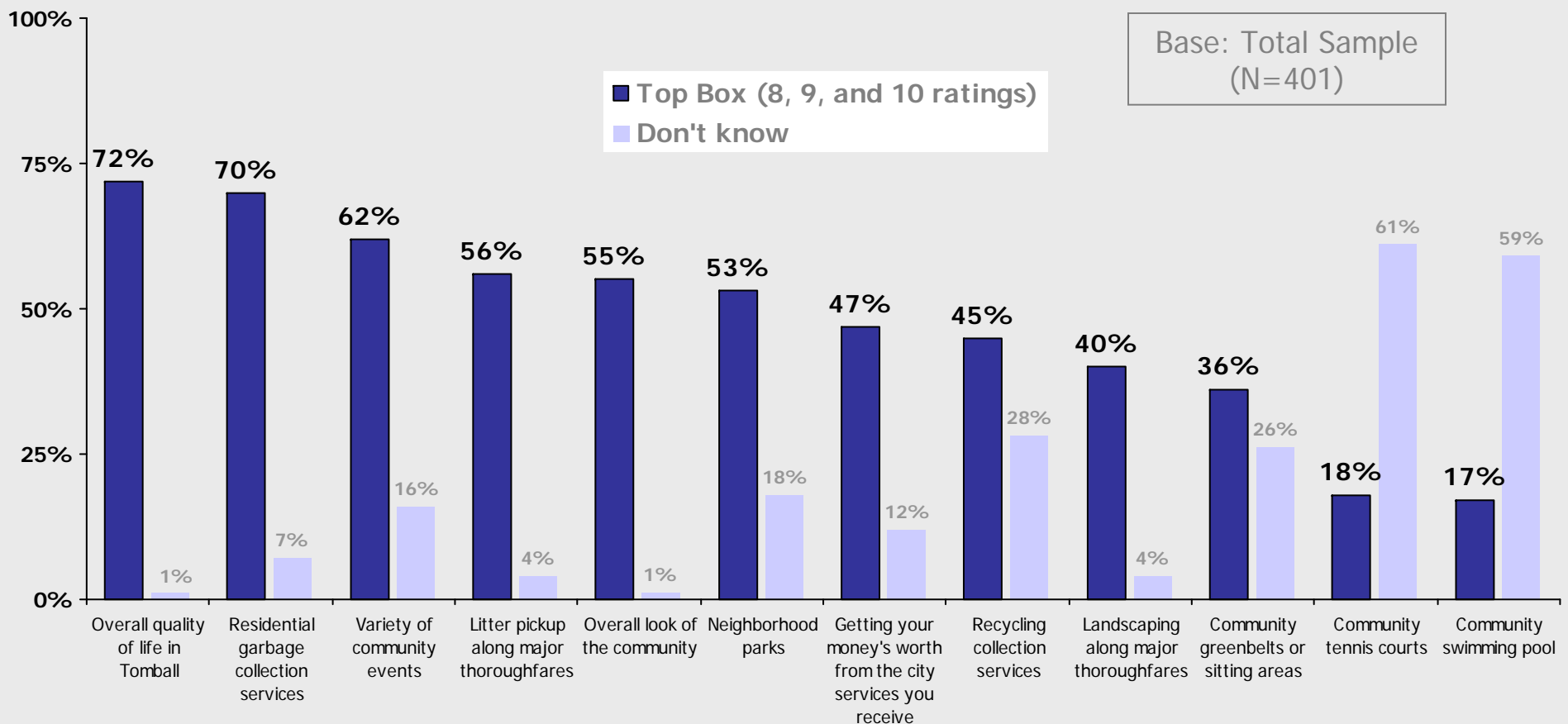
# Most Important Issues Facing Tomball Today

## Verbatims

- *"There's no zoning. There should be zoning to maintain the quality of residential areas."*
- *"Overdevelopment (too many homes and apartments) of the city, letting the developers clear-cut to build new homes, loss of the environment (trees & space), speeding in the neighborhood."*
- *"The residential taxes are too high. They seem to be more interested in the businesses in Tomball than the residents."*
- *"I think the security. I don't feel safe at home. Crime is growing."*
- *"Keep the schools' integrity and standard even though they are growing; academics are more important than numbers."*
- *"Construction of 249 - I feel as if they need to finish it because the construction is causing traffic problems."*
- *"I feel the most important issue would be traffic and congestion. Other issues include being able to accommodate the growth of the city, be able to accommodate housing in Tomball and school with the city's growth."*

# Satisfaction Ratings: Various Aspects of the City

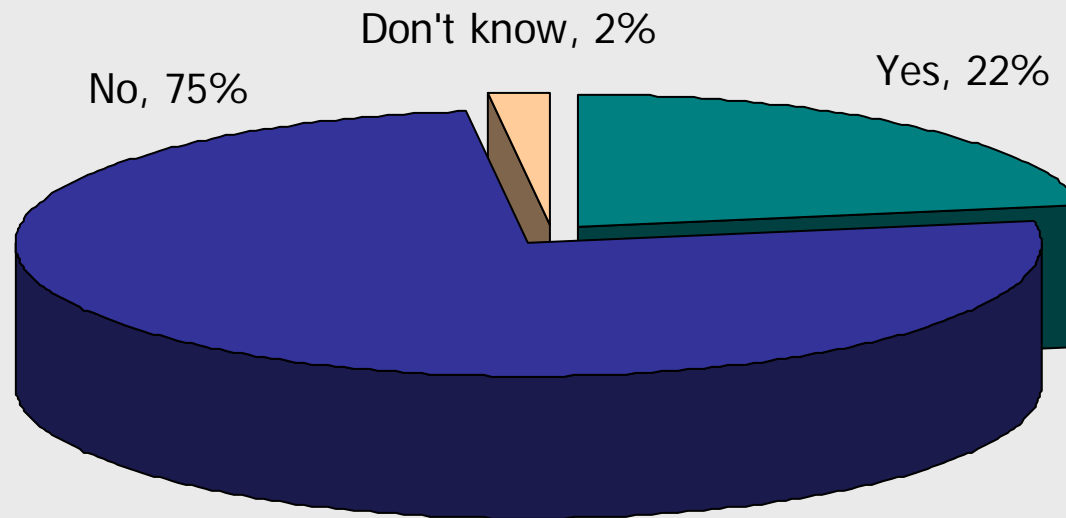
Scale: 1 (not at all satisfied) to 10 (extremely satisfied)



2. Now I'd like you to rate your overall satisfaction with various aspects of the City, using a scale of '1' (not at all satisfied) to '10' (extremely satisfied). You may choose any number from '1' to '10'. How would you rate your satisfaction with . . . ?  
(ROTATE FACTORS)



# Aware of Residential Developments

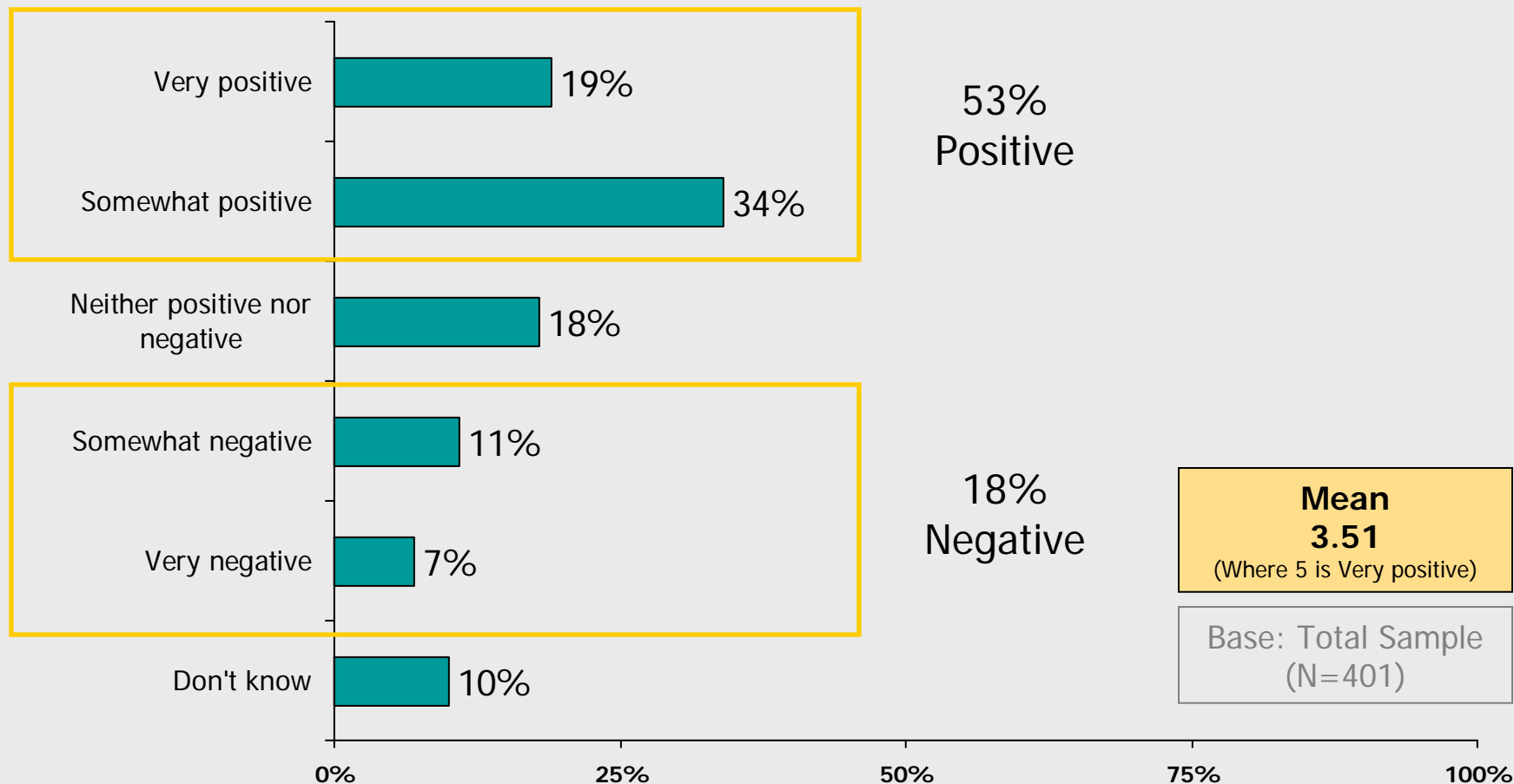


Base: Total Sample  
(N=401)



29. Are you aware of the new residential developments that are planned for the City of Tomball?

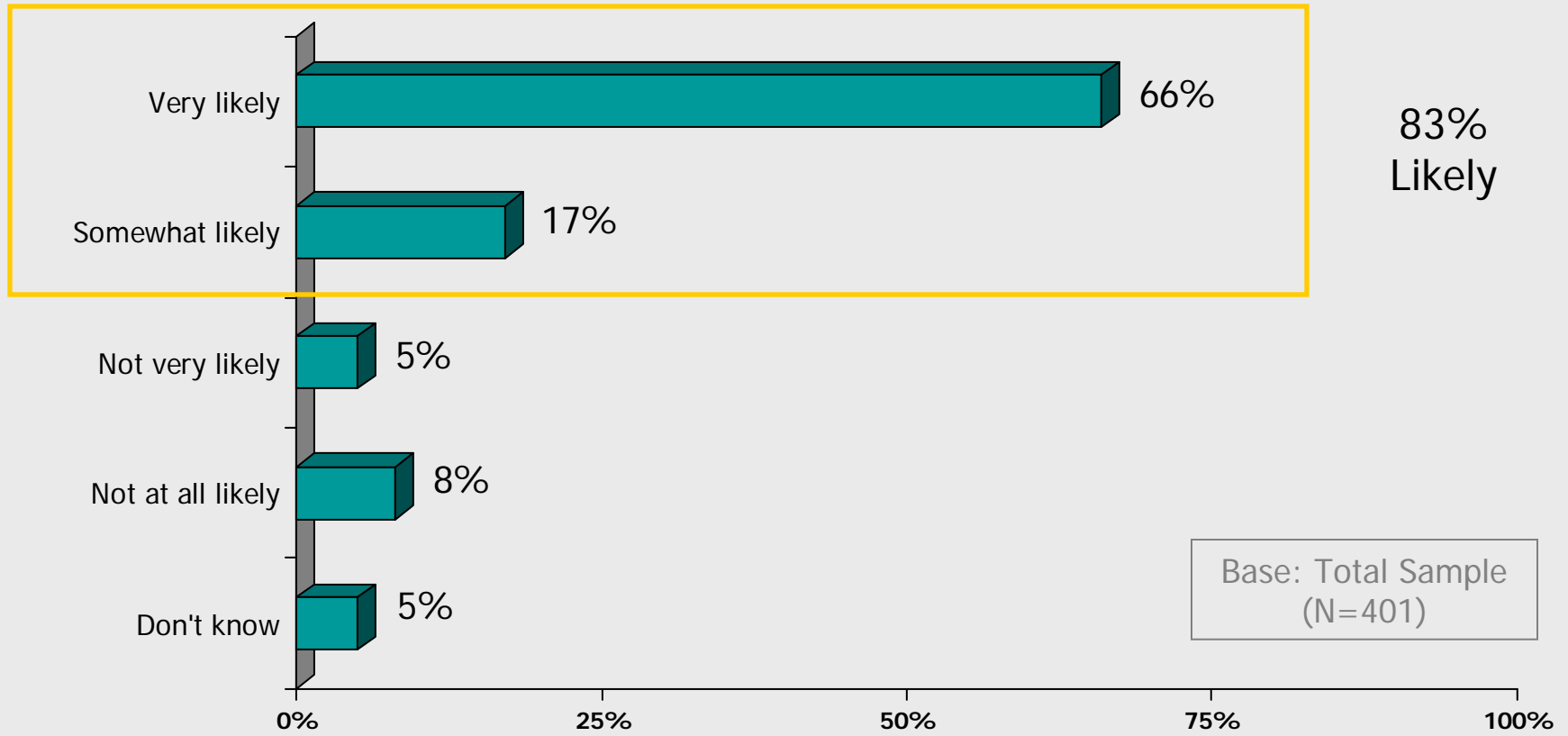
# Impact of Developments on Tomball



30. The City has approved plans for three master planned communities that will be within the City limits. Do you feel that these new developments will have a . . . **(READ LIST.)**



# Likelihood of Living in Tomball in Five Years



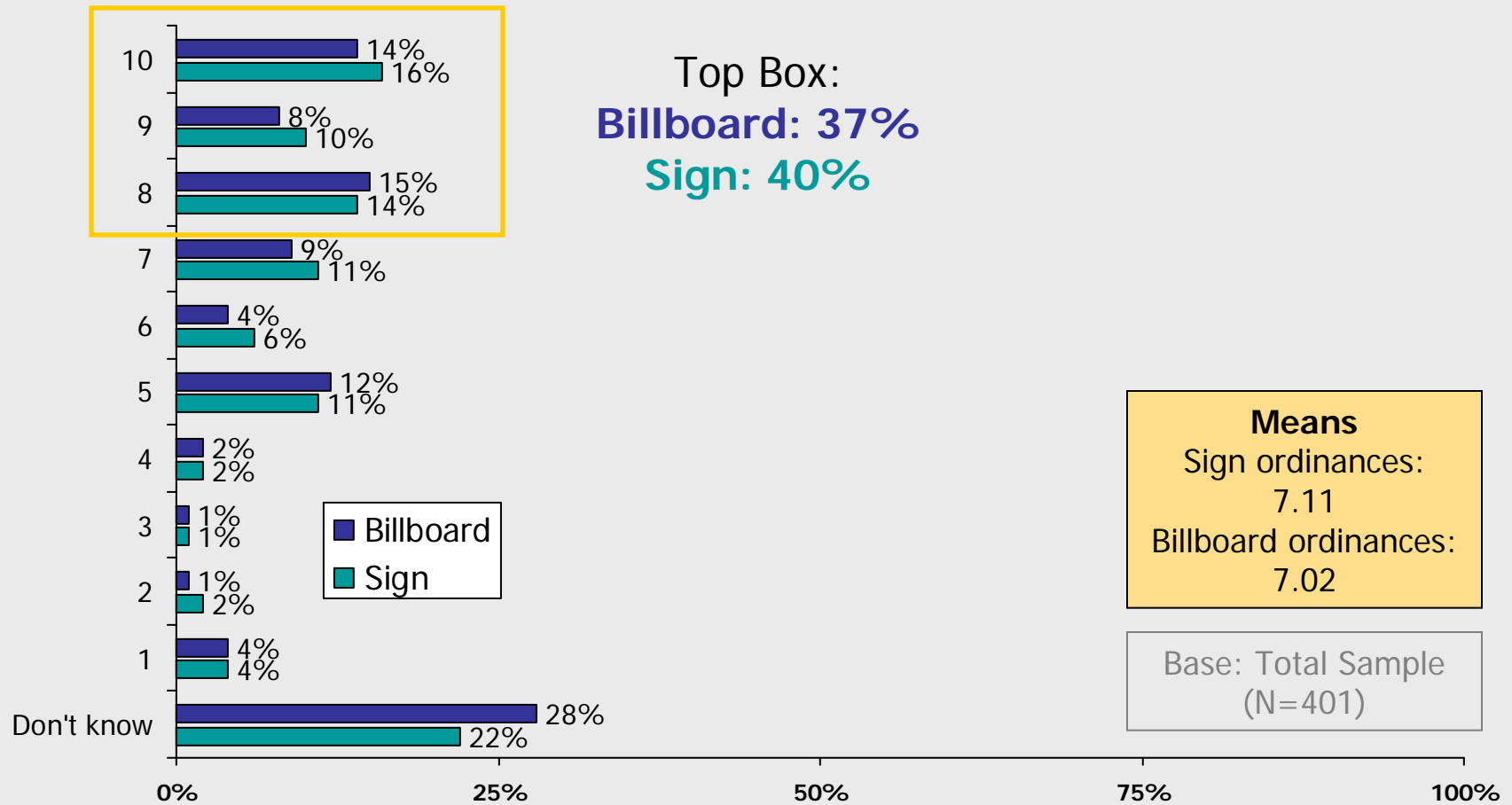
43. How likely do you think it is that you will be living in the City of Tomball **5 years from today**, either in your current home or in another home in the community? Would you say . . . (READ LIST.)

# Ordinance and Code Enforcement

# Summary

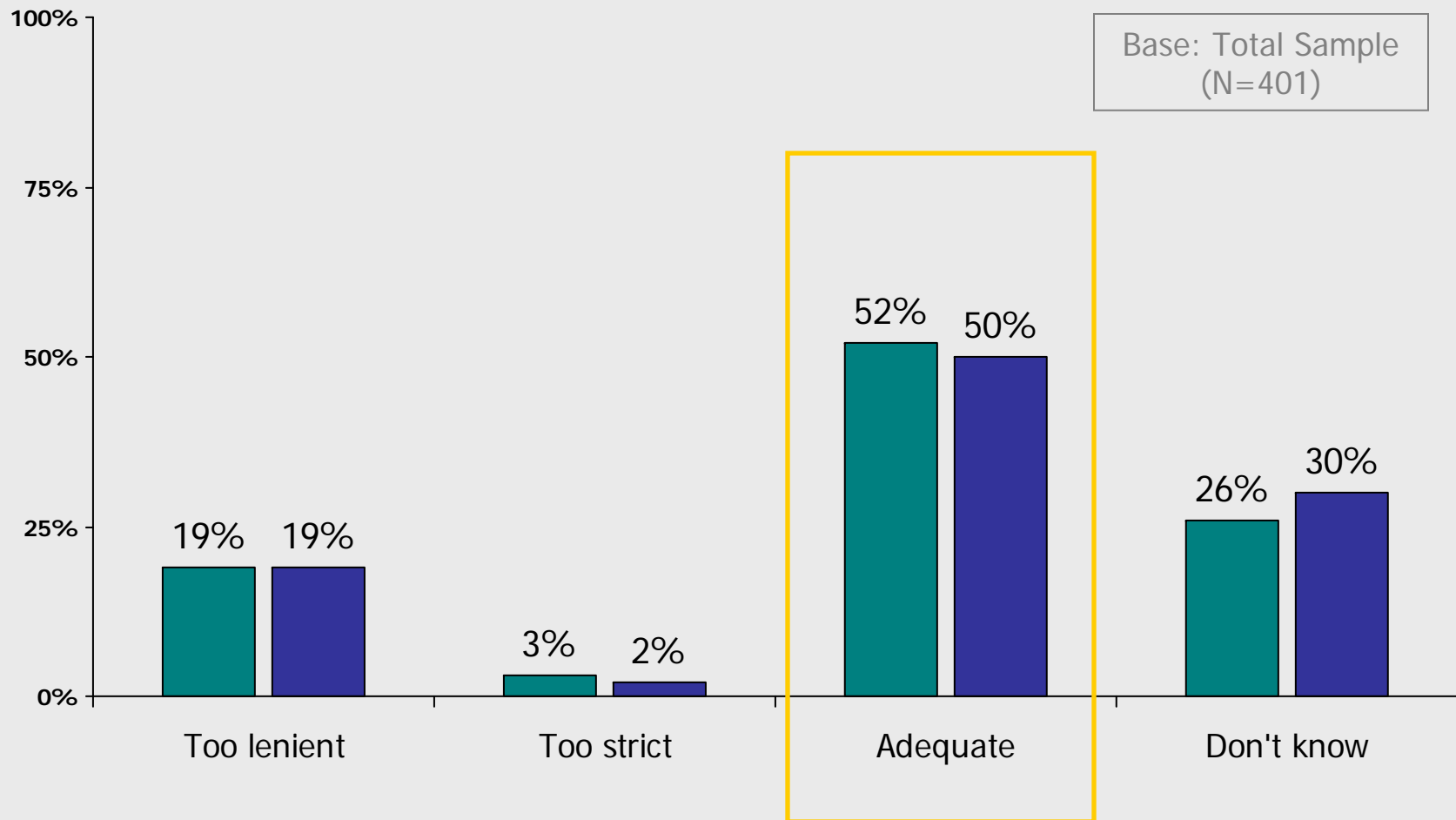
- Satisfaction with sign and billboard ordinances is somewhat low (40% and 37%, respectively, say they are satisfied)
  - About half of respondents say the ordinance strictness is adequate
  - 19% each say the ordinances are too lenient
- Respondents are, for the most part, satisfied with code regulations in their neighborhoods
  - However, 60% feel the City needs a higher standard for property maintenance

# Satisfaction with Sign and Billboard Ordinances



7a. / 7b. Using the 10-point scale where '1' is 'not at all satisfied' and '10' is 'extremely satisfied', how satisfied are you with. . .  
 (Enforcement of the City's sign / billboard ordinance .)

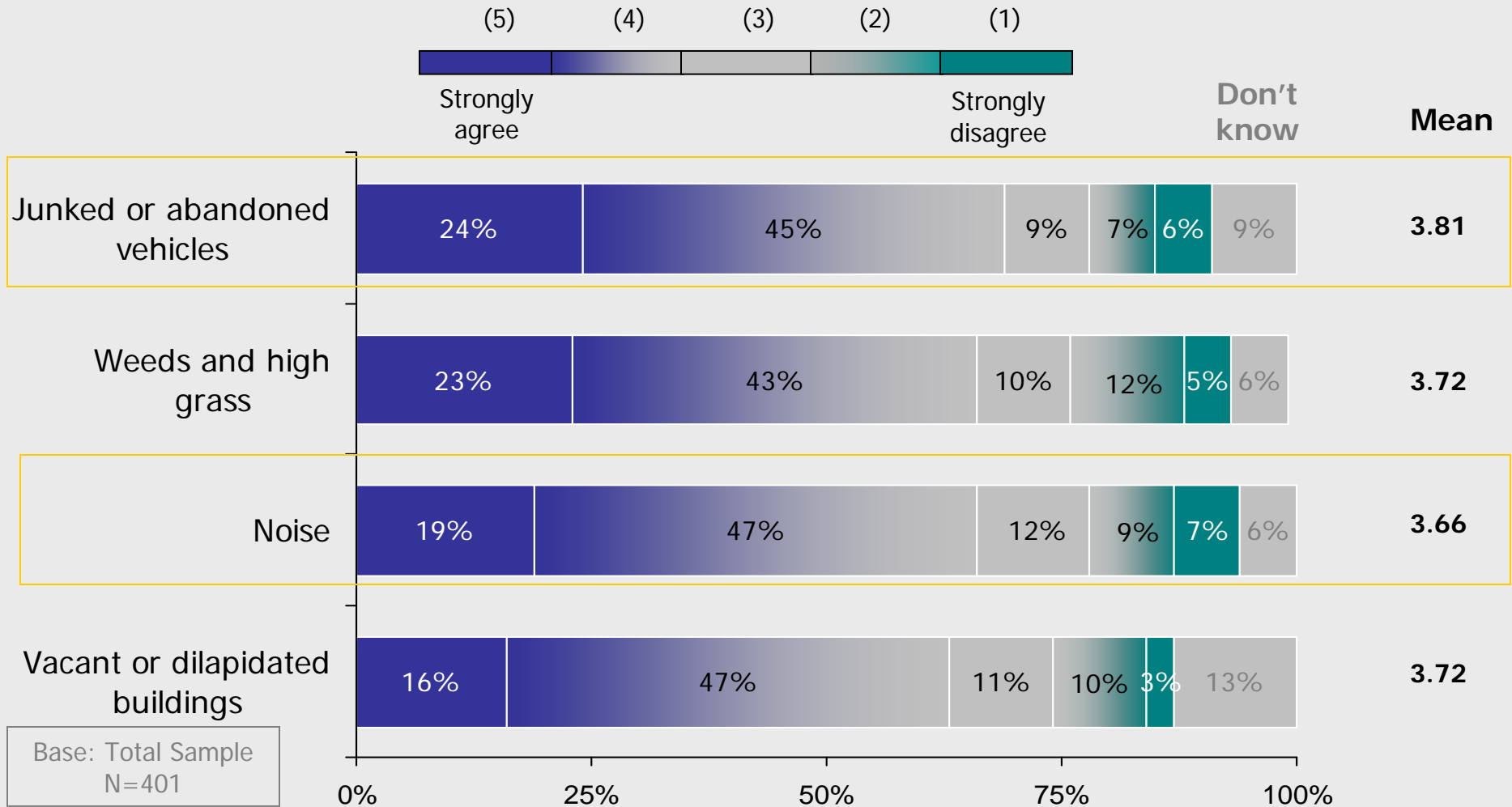
# Ordinances' Strictness Level



8. Do you believe the City's (sign ordinance / billboard ordinance) is/are too lenient, too strict, or adequate?

# Effectiveness of City Regulations Within Neighborhoods

Agreement with Statements: The City adequately regulates ... in my neighborhood

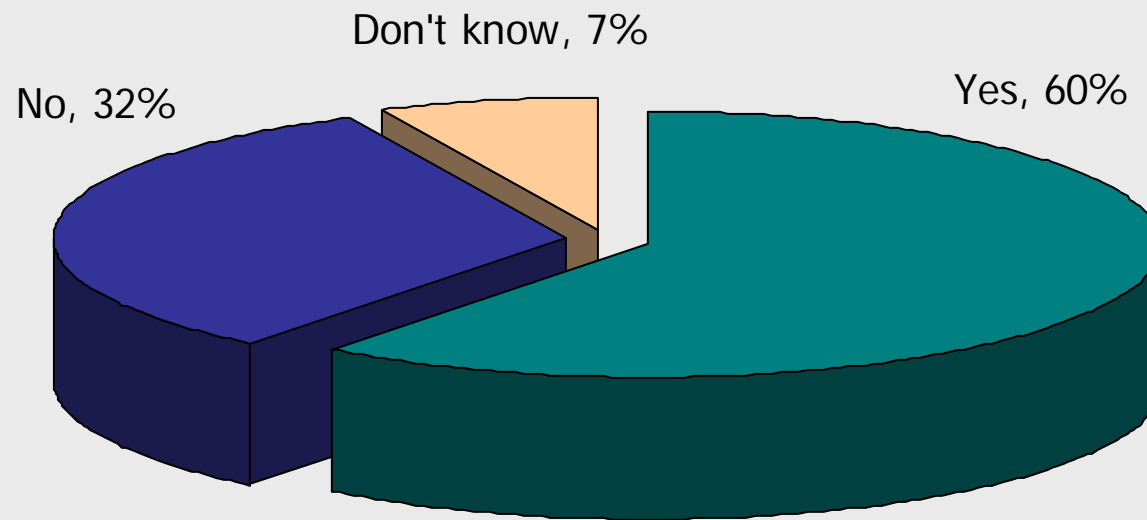


30



9. Would you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements about the code issues in your neighborhood? The City adequately regulates \_\_\_\_\_ in my neighborhood.

# City Needs Higher Standard for Property Maintenance



Base: Total Sample  
(N=401)



# Parks and Recreation

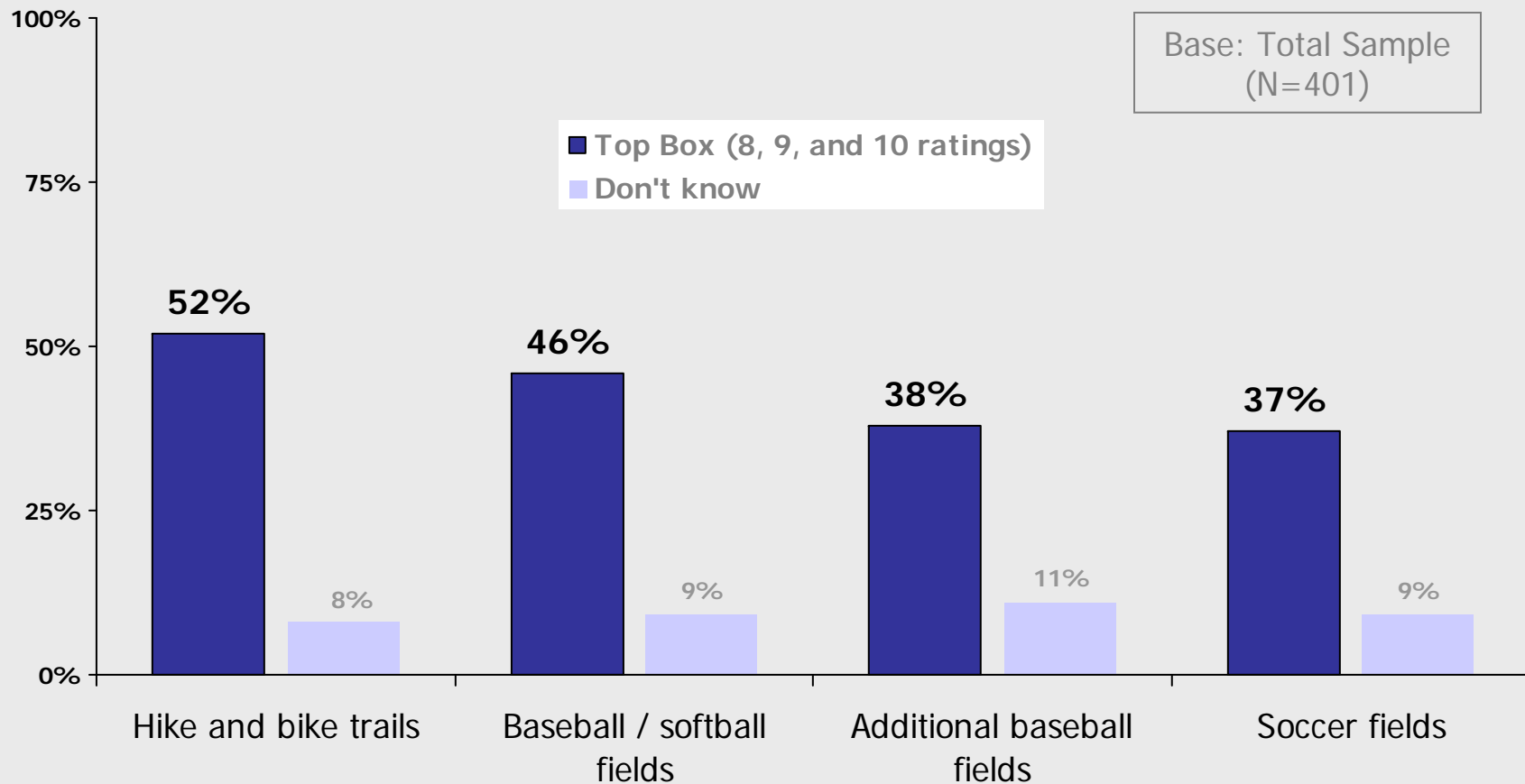


# Summary

- Respondents rate outdoor amenities as somewhat to low importance
- About half of residents have visited a City park in the past 12 months
  - Cleanliness, appearance, and safety receive somewhat high satisfaction ratings (69% - 79% give 8, 9, or 10 ratings)
  - Athletic fields receive somewhat lower satisfaction ratings (55% - 59%)
- Only 11% of respondents have used the Little League Fields in the past year

# Importance: Outdoor Amenities

Scale: 1 (not at all satisfied) to 10 (extremely satisfied)

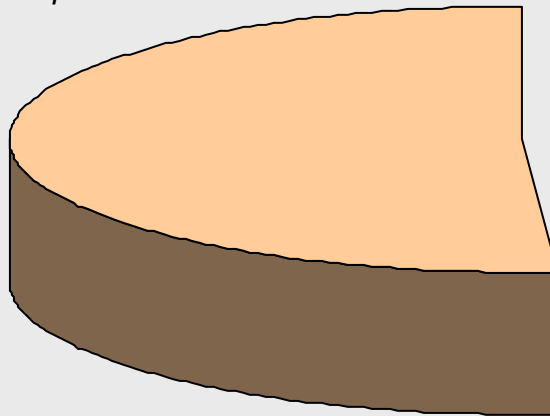


6. Using the 10-point scale where '1' is 'not at all important' and '10' is 'extremely important', how important is it to you that the City offers . . . (ROTATE FACTORS.)

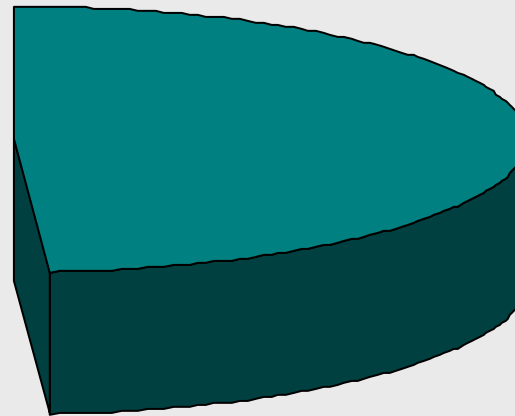
# Visited City Park in Tomball

In the past 12 months

No / Don't  
know, 51%



Yes, 49%



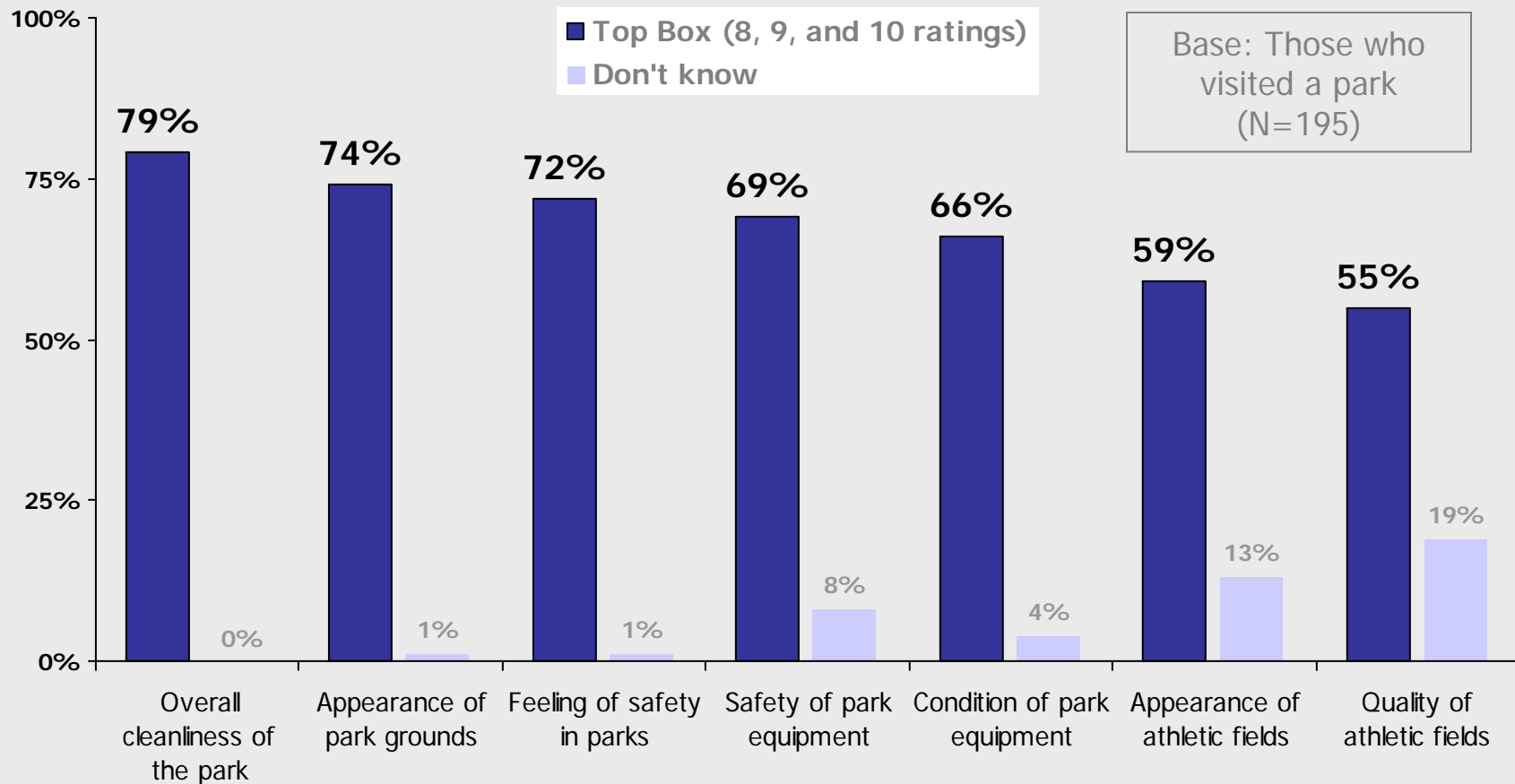
Base: Total Sample  
(N=401)



3. In the **past 12 months**, have you or a member of your household visited a city park in Tomball?

# Satisfaction Ratings: Parks Department

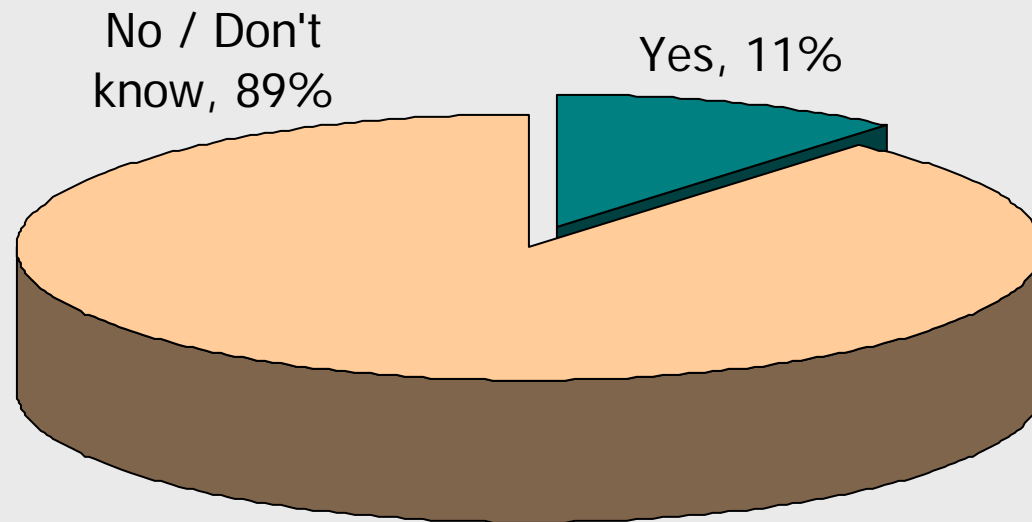
Scale: 1 (not at all satisfied) to 10 (extremely satisfied)



4. How satisfied are you with . . . (ROTATE FACTORS) using a scale of '1' (not at all satisfied) to '10' (extremely satisfied)?

# Used City's Little League Baseball Fields

In the past 12 months



Base: Total Sample  
(N=401)



5. In the **past 12 months**, have you or a member of your household used the City's Little League baseball fields?

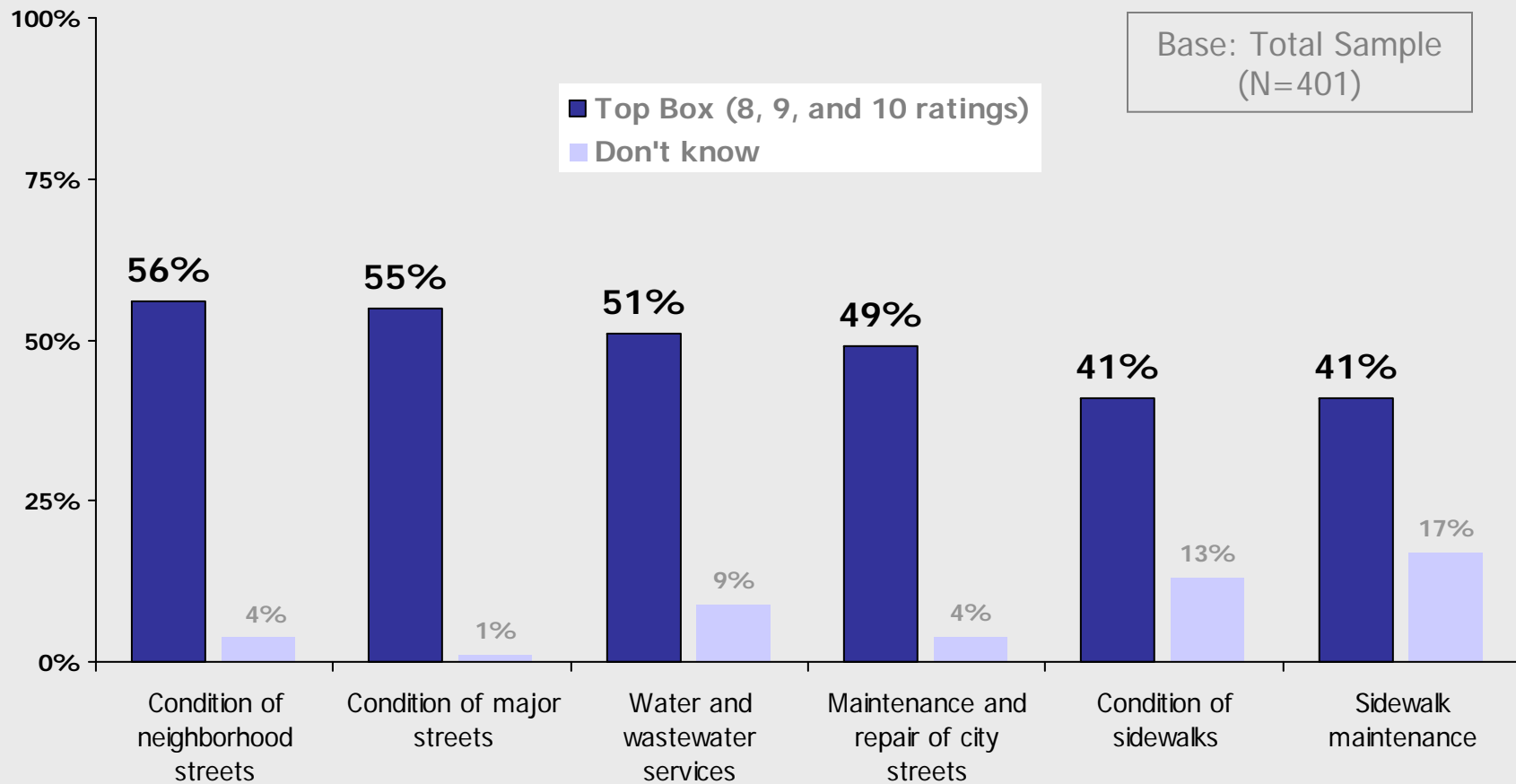
# Traffic and Mobility

# Summary

- Infrastructure issues such as streets, sidewalks, and water / wastewater receive neutral to somewhat low ratings (41% - 56% give an 8, 9, or 10 rating)
- Traffic management and mobility issues receive very low satisfaction ratings (18% - 32% give top box ratings)
  - Traffic in neighborhoods receives the highest rating, though still somewhat low, of traffic factors with a top box score of 56%
- Although traffic is a major concern, respondents do not seem interested in a public transportation system with 39% rating it as not important and 62% saying they are unlikely to use it

# Satisfaction Ratings: Streets and Sidewalks

Scale: 1 (not at all satisfied) to 10 (extremely satisfied)

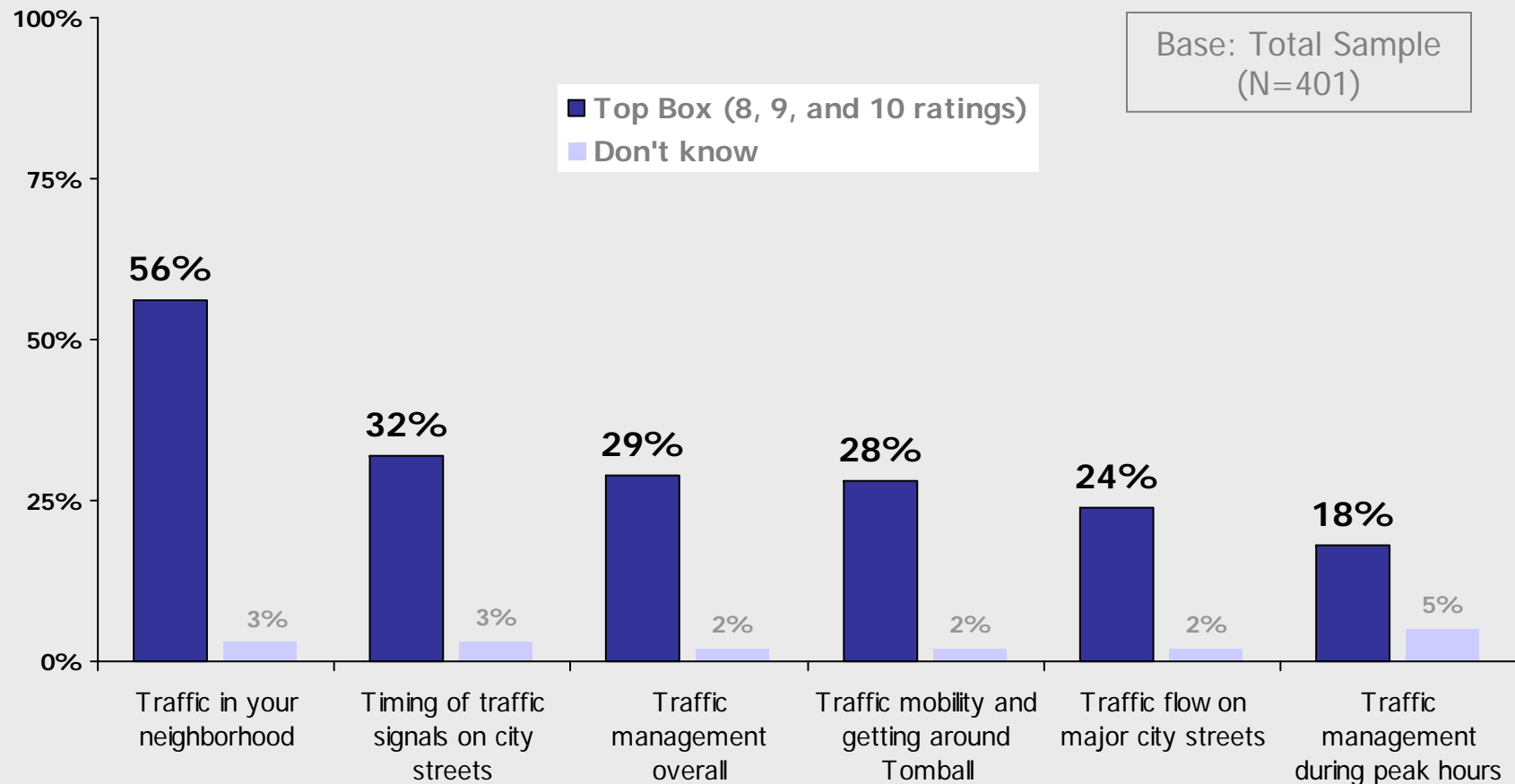


10. How satisfied are you with . . . (ROTATE FACTORS) using a scale of '1' (not at all satisfied) to '10' (extremely satisfied)?



# Satisfaction Ratings: Traffic Management

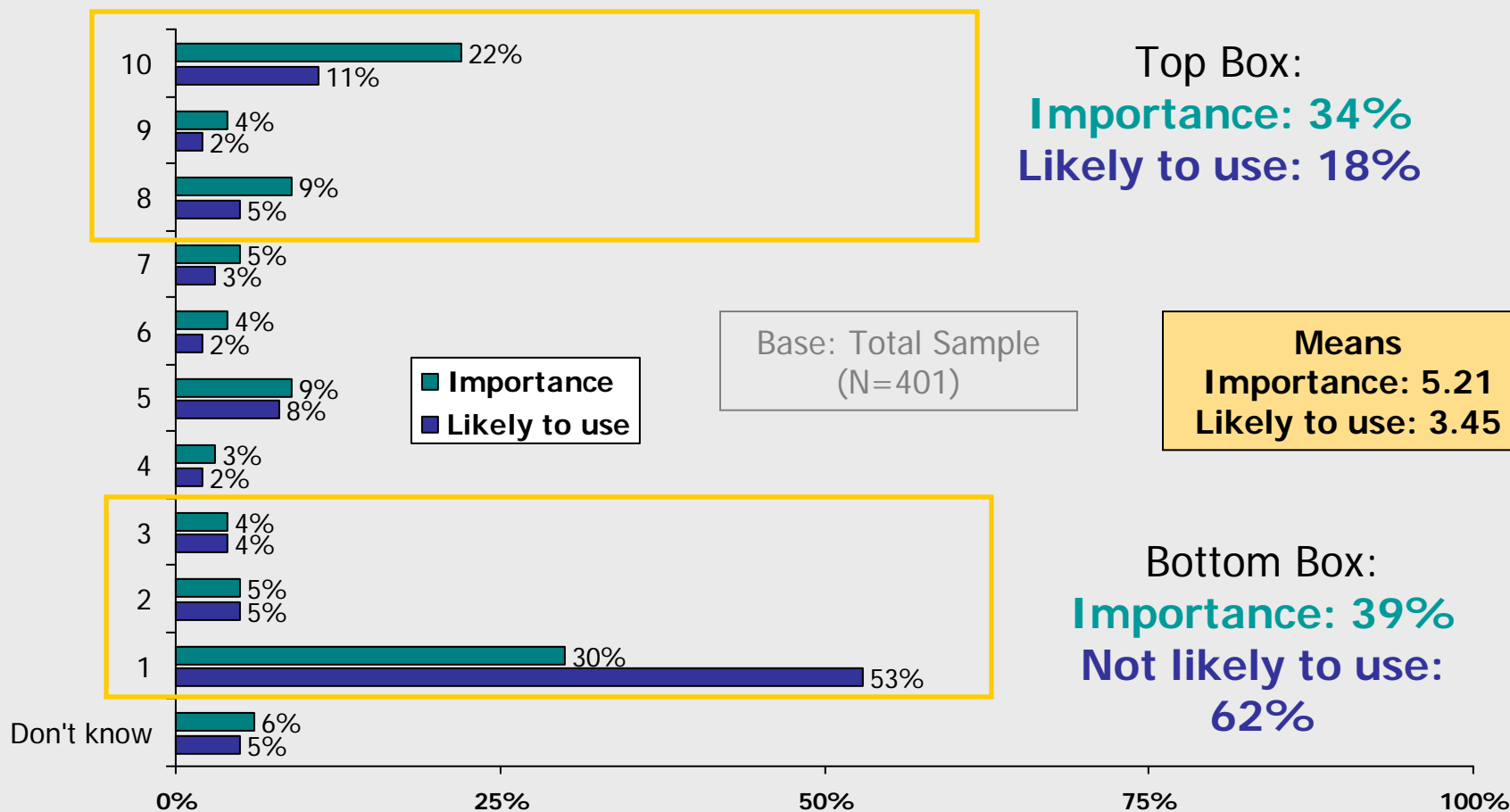
Scale: 1 (not at all satisfied) to 10 (extremely satisfied)



11. How satisfied are you with . . . (ROTATE FACTORS) using a scale of '1' (not at all satisfied) to '10' (extremely satisfied)?

# Public Transportation: Importance vs. Likelihood to Use

Scale: 1 (not at all important / not at all likely to use) to 10 (extremely important / extremely likely to use)



31a. How important is to you that the City of Tomball has a public transportation system? 1 being Not at all important and 10 being Extremely important.

31b. How likely are you to use a public transportation system? 1 being Not at all likely and 10 being Extremely likely.



# Police Department

# Summary

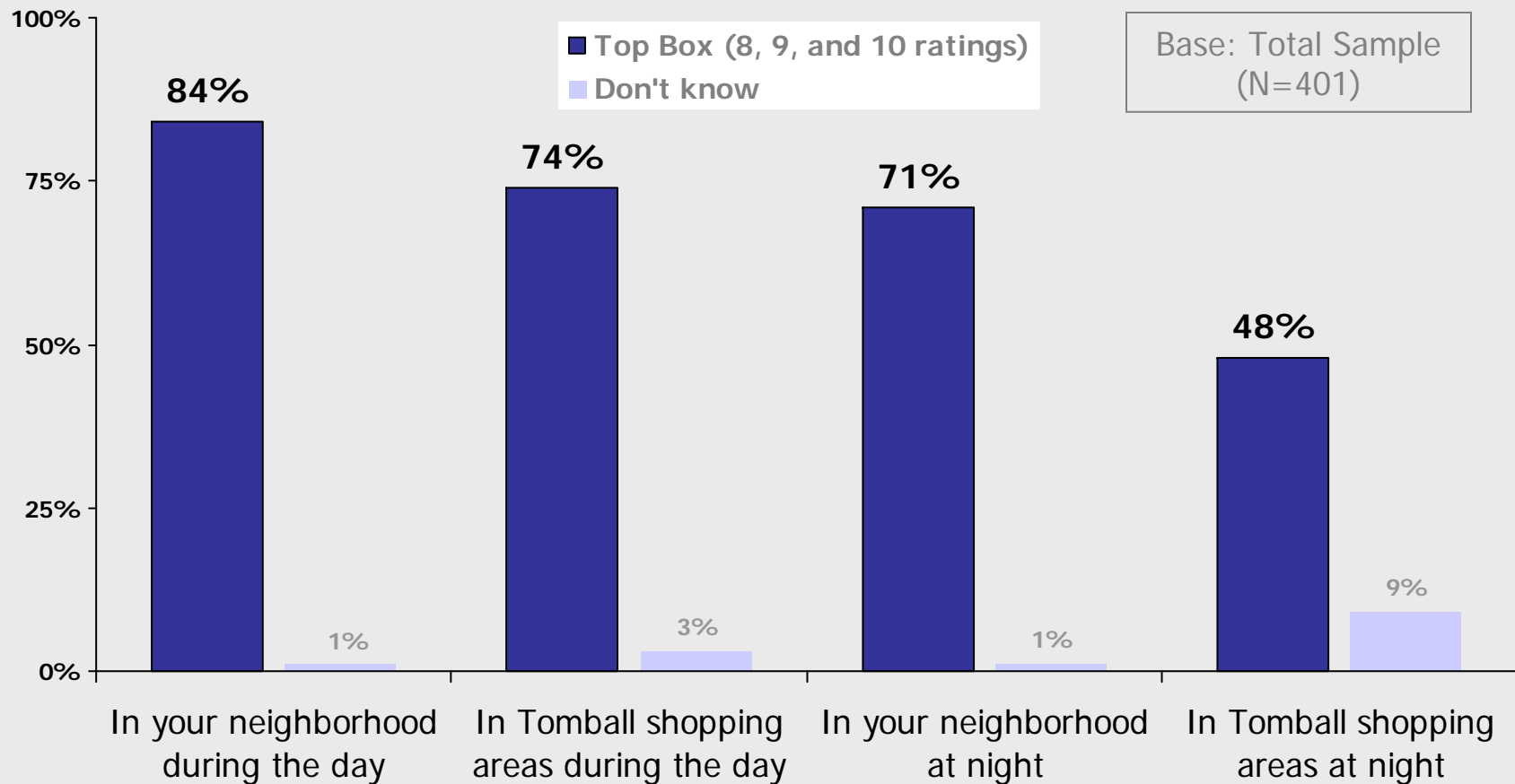
- Respondents give positive ratings to feeling safe in Tomball in various places and times. Shopping areas at night receives the lowest scores
  - 84% Neighborhood during the day
  - 74% Shopping areas during the day
  - 71% Neighborhood at night
  - 48% Shopping areas at night
- 62% of respondents are satisfied with the Police Department

# Summary

- A fourth (26%) of respondents have contacted the Police Department
  - 64% are satisfied with their contact overall
  - 73% are satisfied with the courtesy and professionalism of the staff member they dealt with
- Up to half of respondents (of both those who contacted and have not contacted the department) give top box ratings of their satisfaction with the Police Department on various factors
  - Many (8% to 30%) give a 'don't know' response

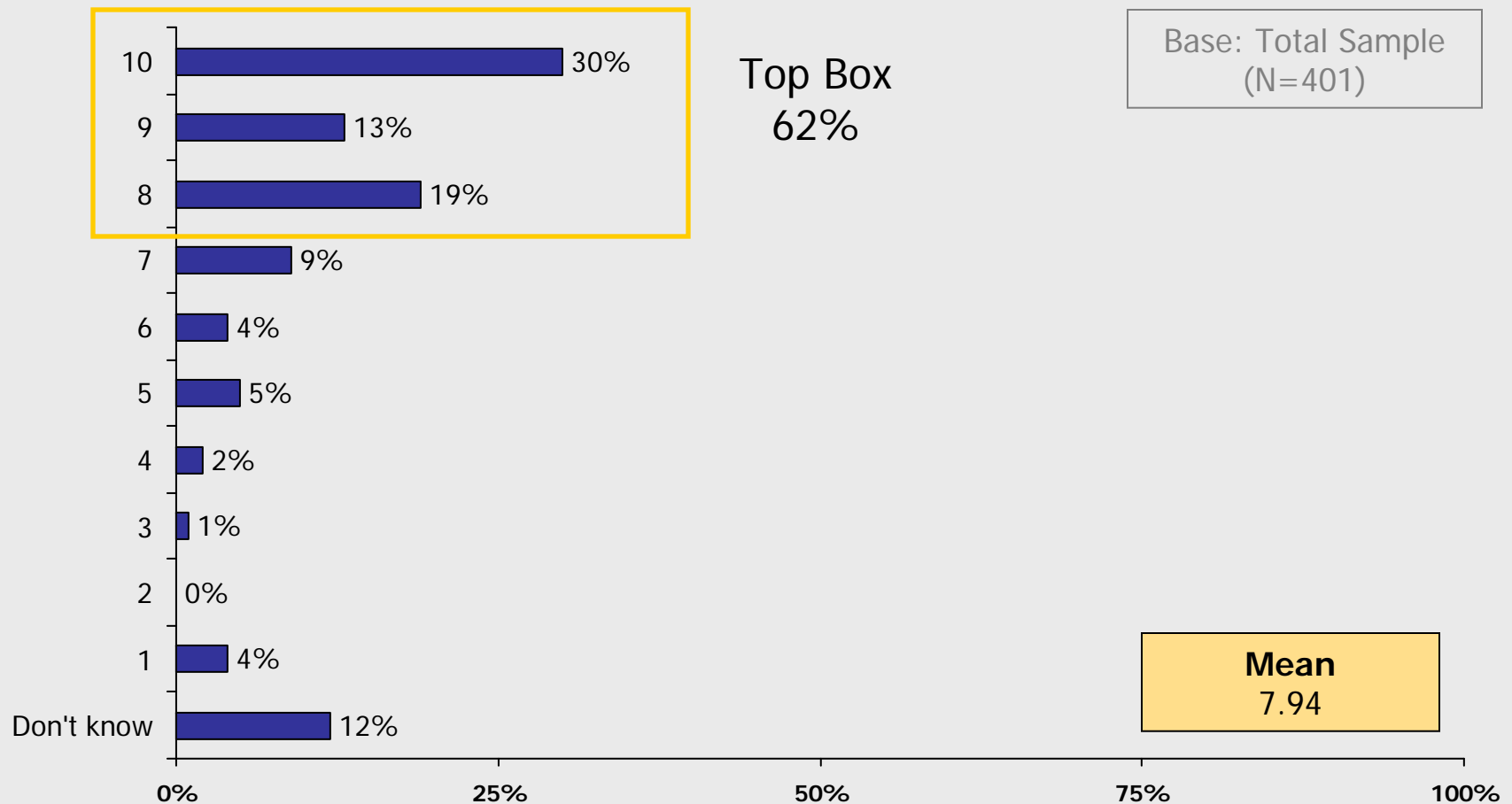
# Feeling of Safety in Various Parts of Tomball

Scale: 1 (not at all safe) to 10 (extremely safe)



# Satisfaction with Tomball Police Department

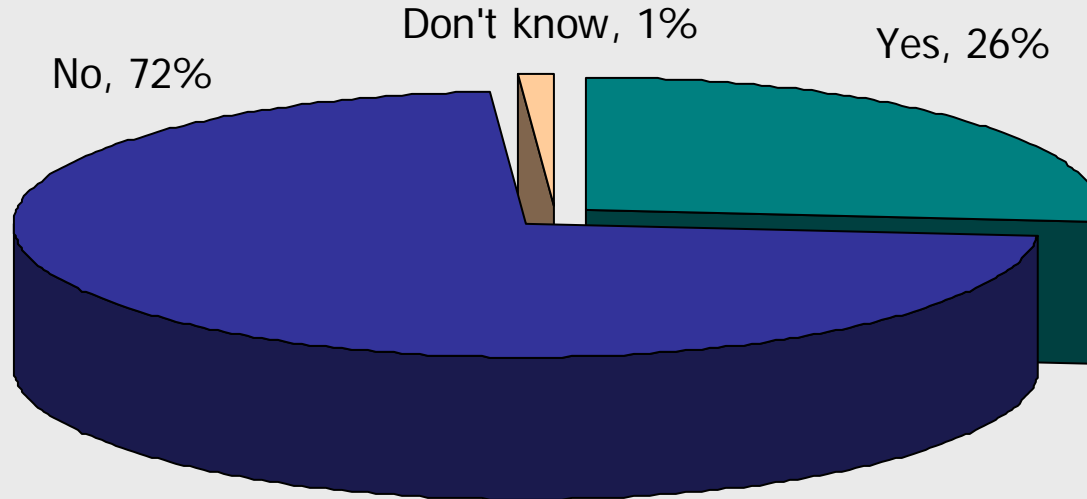
Scale: 1 (not at all satisfied) to 10 (extremely satisfied)



14. How would you rate your **overall satisfaction** with the Tomball Police Department, on a scale where '1' is 'not at all satisfied' and '10' is 'extremely satisfied'?

# Contact with Tomball Police Department

In the past year



Base: Total Sample  
(N=401)

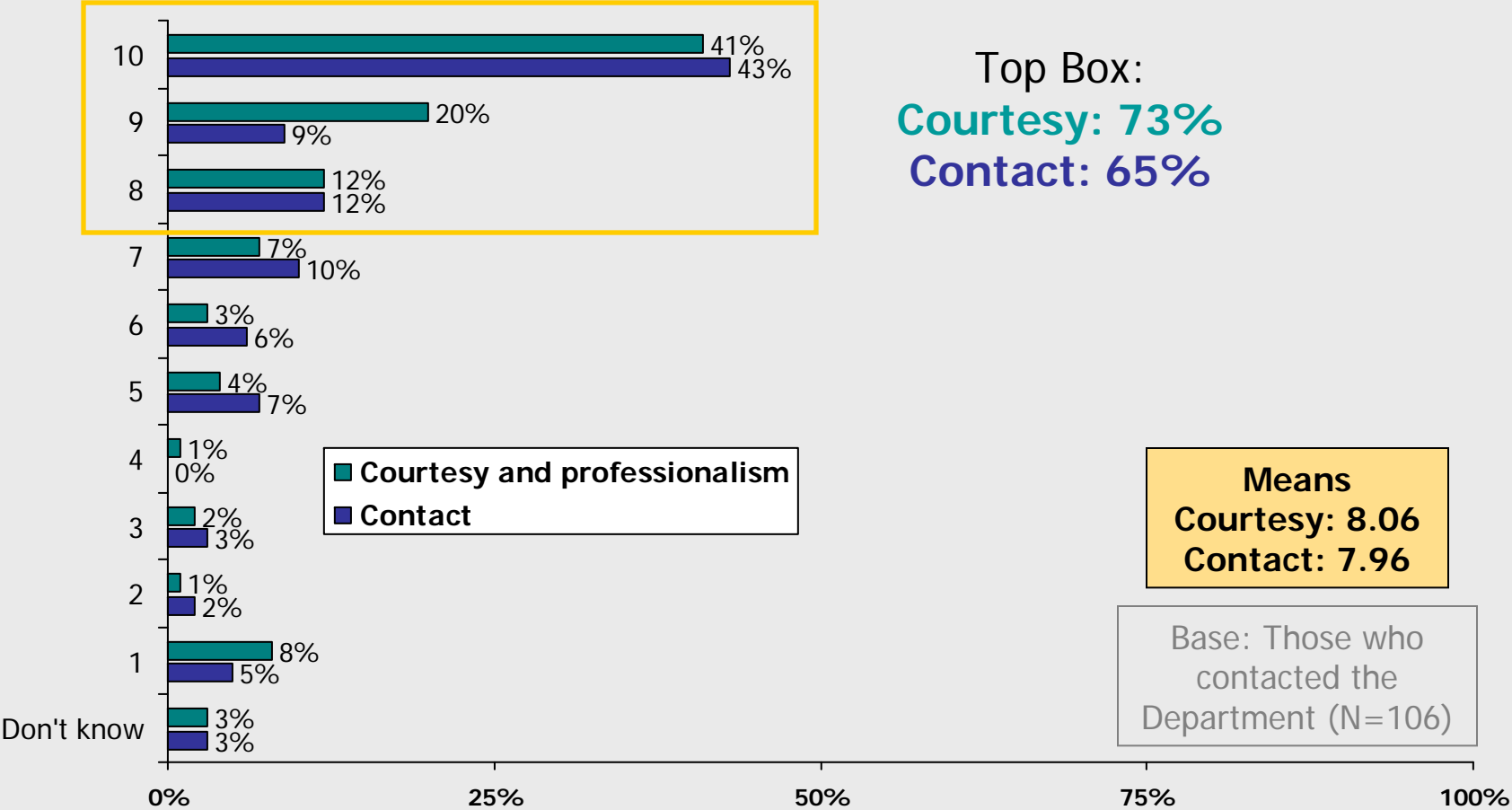


15. Have you had contact with the Tomball Police Department in the **last year**?



# Satisfaction with Contact with Tomball Police Department

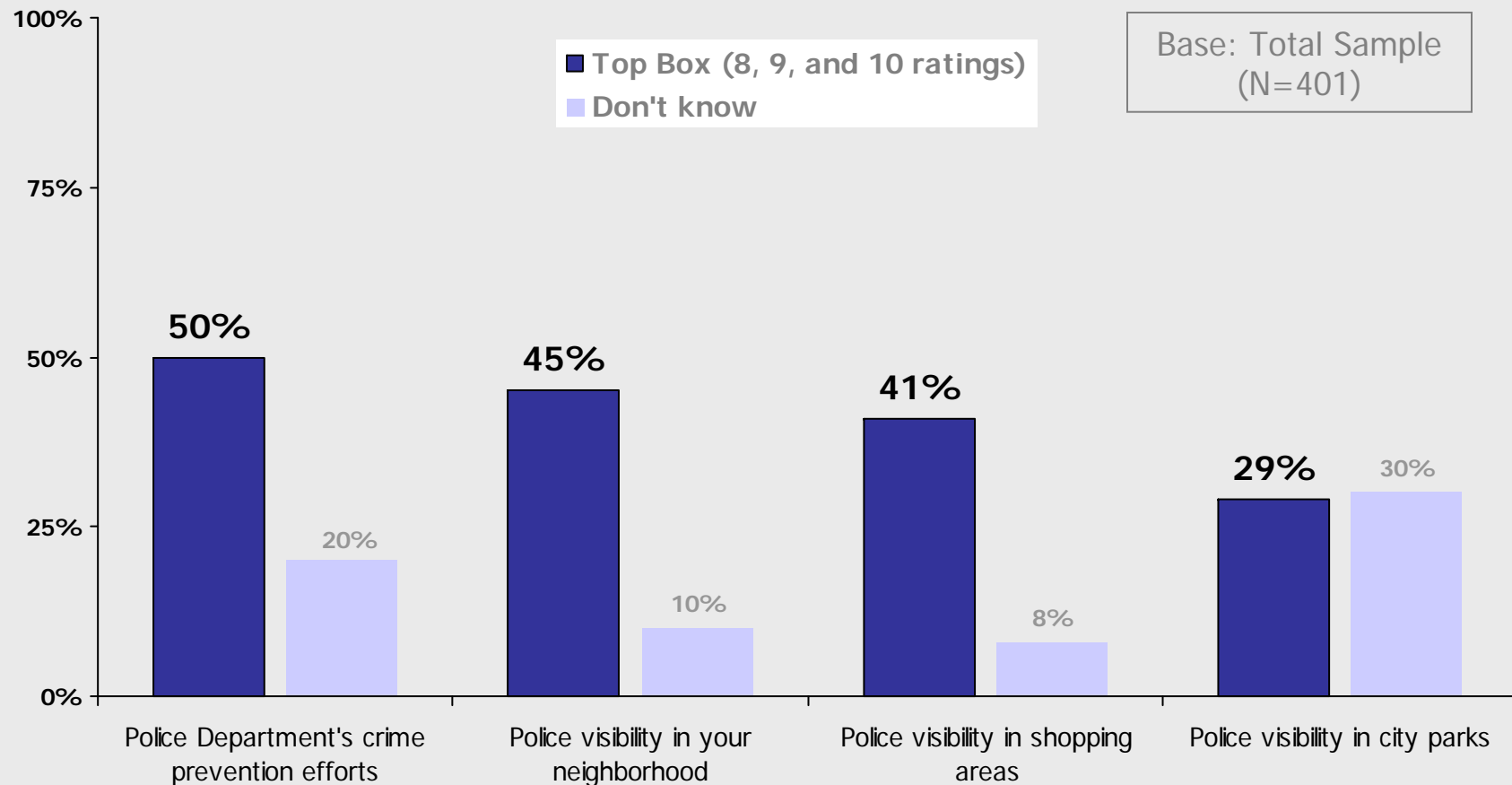
Scale: 1 (not at all satisfied) to 10 (extremely satisfied)



14. How would you rate your **overall satisfaction** with the Tomball Police Department, on a scale where '1' is 'not at all satisfied' and '10' is 'extremely satisfied'?

# Satisfaction Ratings: Police Department

Scale: 1 (not at all satisfied) to 10 (extremely satisfied)



17. And how satisfied are you with . . . (ROTATE FACTORS), on the '1' (not at all satisfied) to '10' (extremely satisfied) scale?

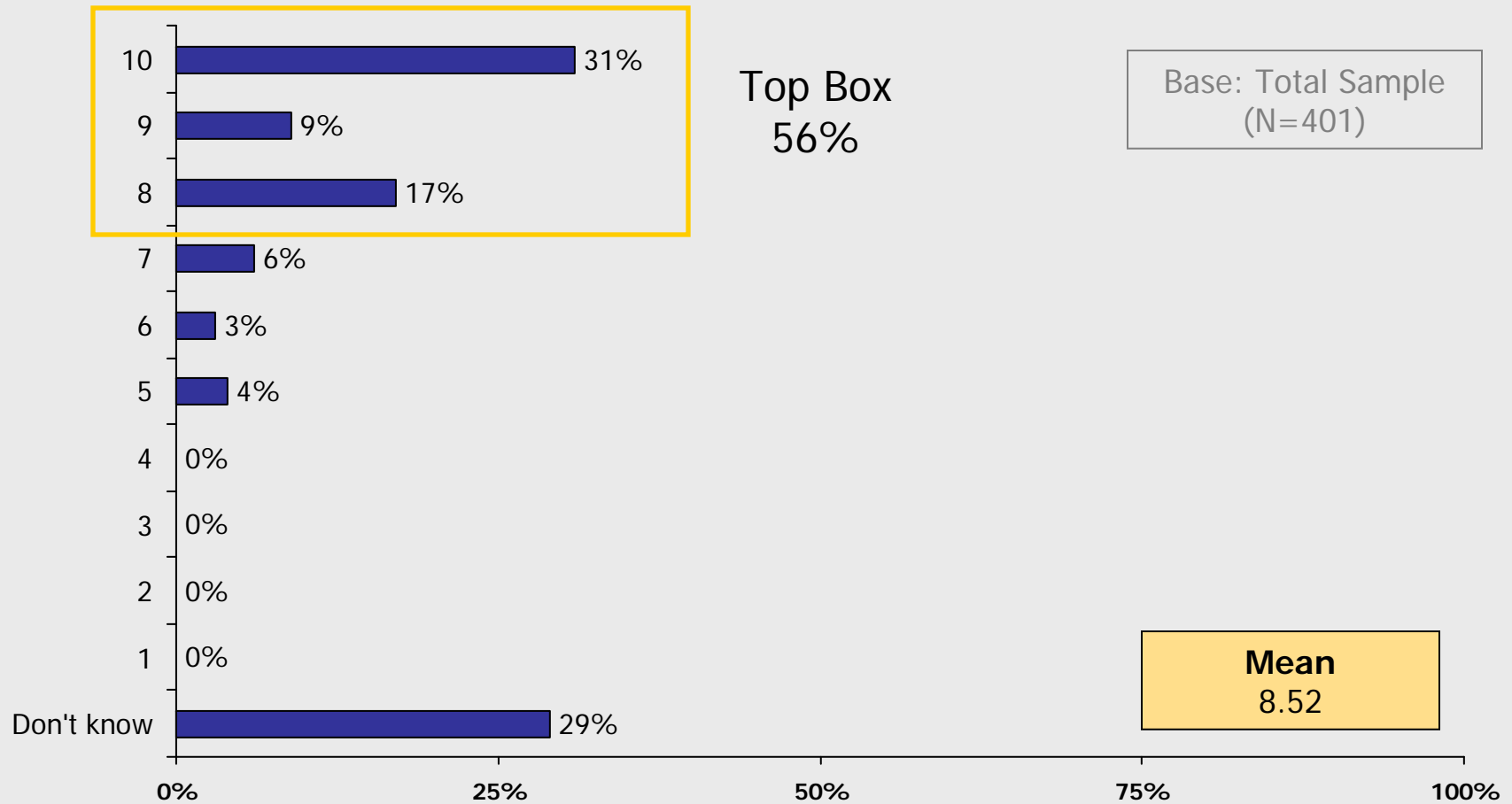
# Fire Department

# Summary

- A little over half (56%) of respondents are satisfied with the Fire Department
- Only 3% say they have contacted the Fire Department in the past year
  - 11 of these 13 respondents are satisfied with the response time to the call
- Well over a third of respondents give a don't know response to rating factors about the Fire Department (39% - 49%)
  - Almost half give top box ratings of satisfaction to protection offered (48%) and response to emergency (45%) and non-emergency situations (39%)

# Satisfaction with Tomball Fire Department

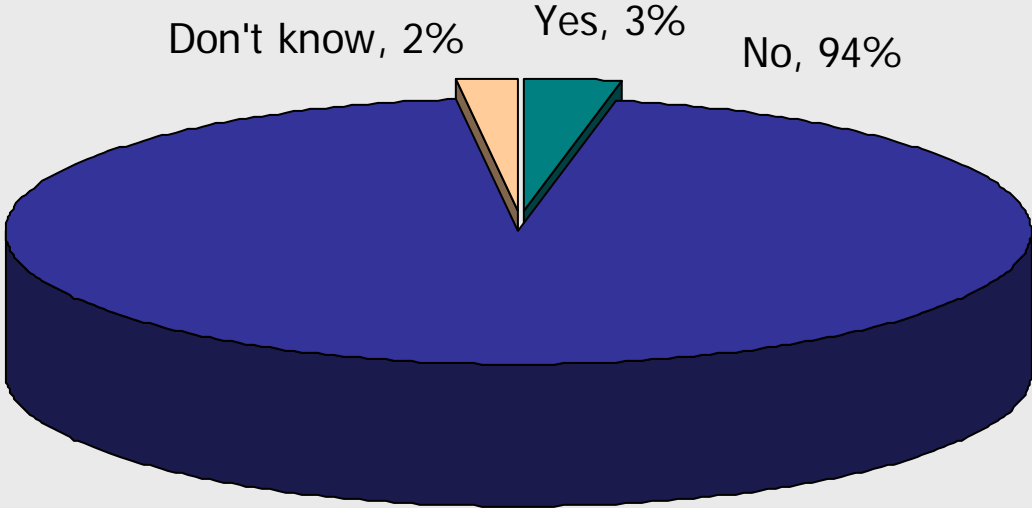
Scale: 1 (not at all satisfied) to 10 (extremely satisfied)



18. How would you rate your **overall satisfaction** with the Tomball Fire Department, on a scale where '1' is 'not at all satisfied' and '10' is 'extremely satisfied'?

# Contact with Tomball Fire Department

In the past year



Base: Total Sample  
(N=401)

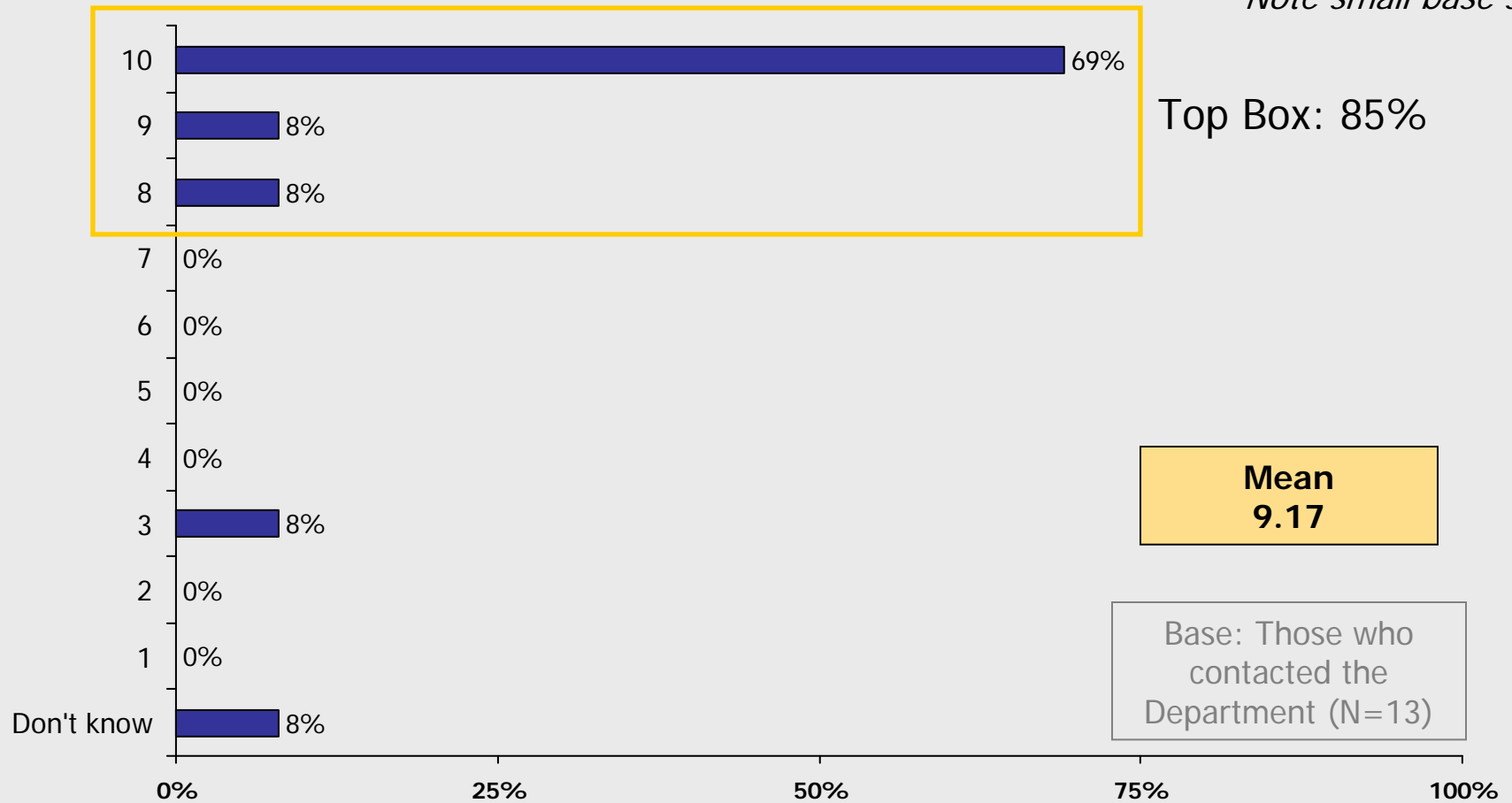


19. Have you or anyone in your household called the Tomball Fire Department for fire assistance in the **last year**?

# Satisfaction with Response to Call

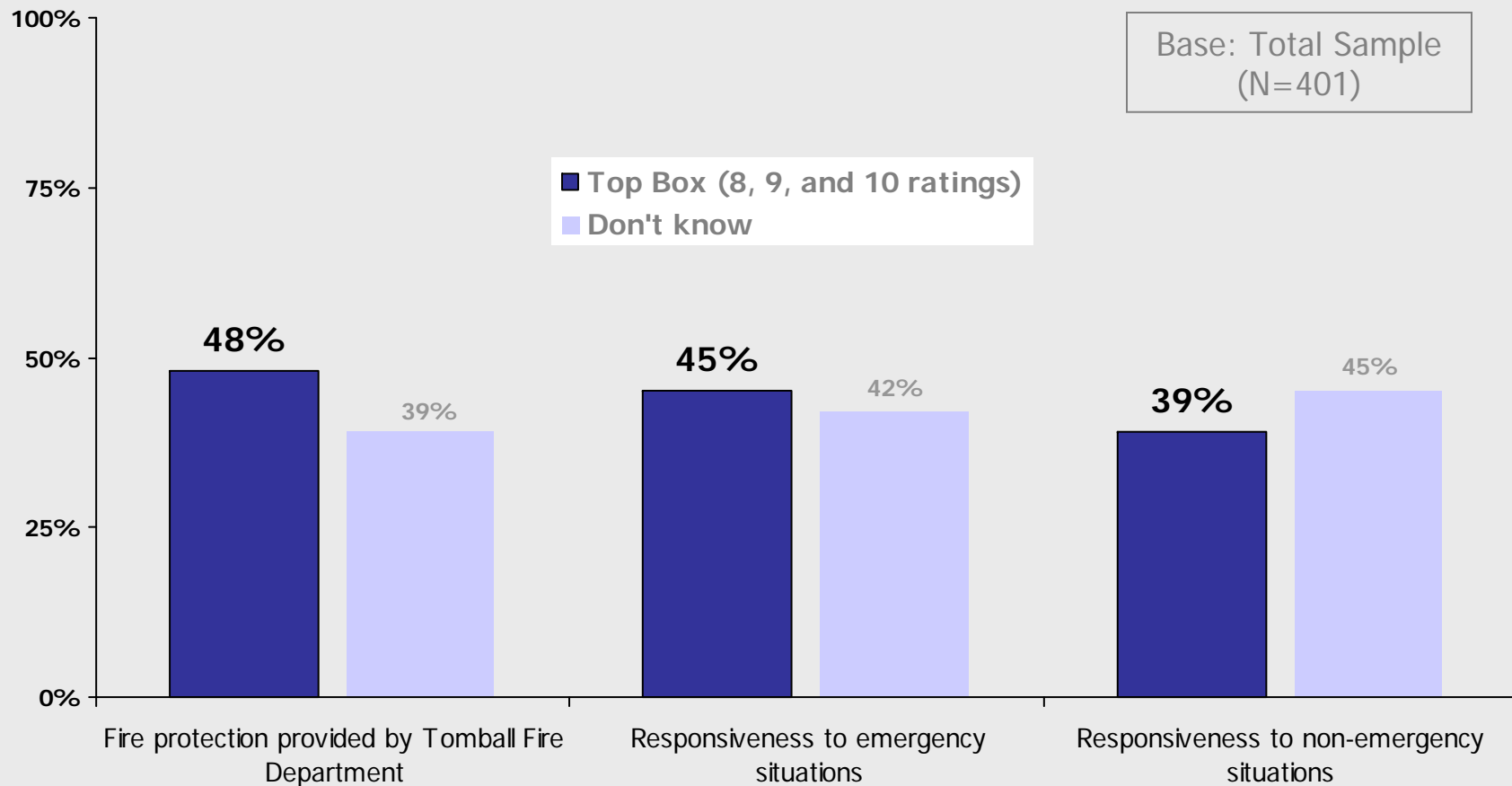
Scale: 1 (not at all satisfied) to 10 (extremely satisfied)

*Note small base size*



# Satisfaction Ratings: Fire Department

Scale: 1 (not at all satisfied) to 10 (extremely satisfied)



21. And how satisfied are you with . . . (ROTATE FACTORS), on the '1' (not at all satisfied) to '10' (extremely satisfied) scale?



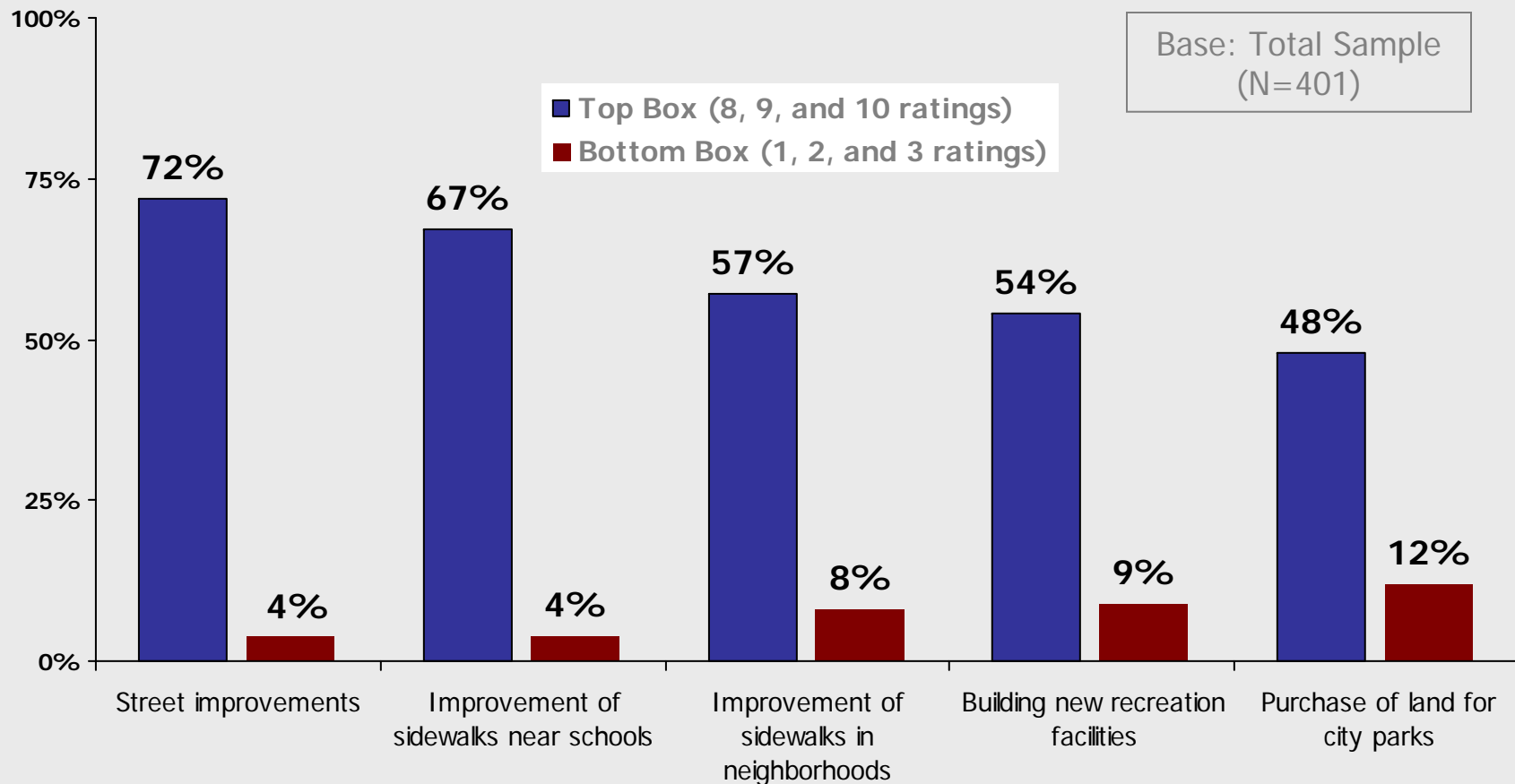
# Potential Capital Improvements

# Summary

- Respondents express an interest in street improvements and sidewalk improvements near schools (72% and 67%, respectively)
  - But fewer are willing to pay a tax increase for these upgrades (59% and 61%, respectively)

# Importance: Potential Capital Improvements

Scale: 1 (not at all important) to 10 (extremely important)

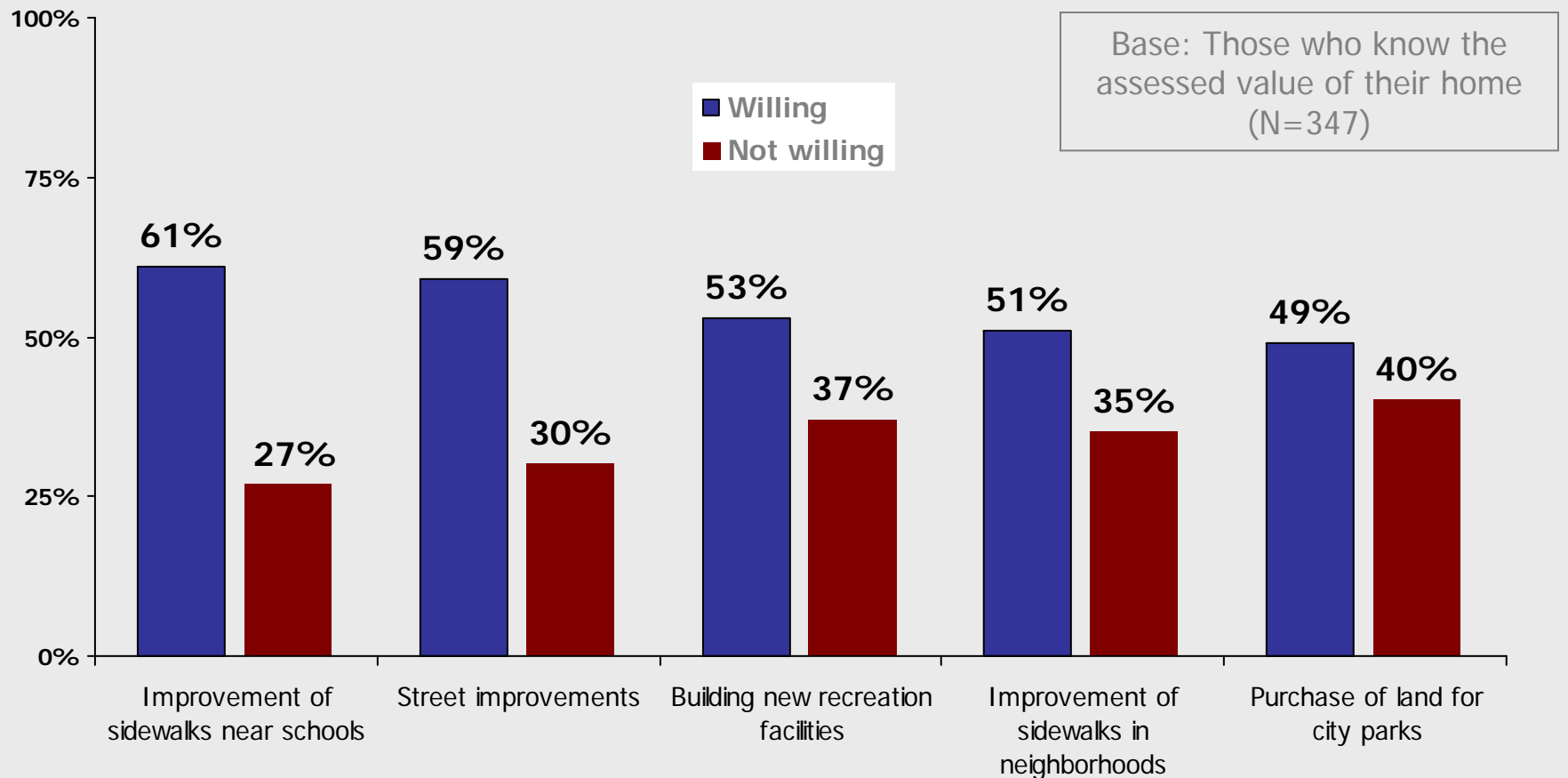


23. Using a scale of '1' (not at all important) to '10' (extremely important), how important are the following potential capital improvements for the City? You may choose any number from 1 to 10; the higher the number, the more important that the project be included in the City's Capital Improvement Program.



# Willingness to Pay for Potential Capital Improvements

Willing = (somewhat willing + very willing) - - Not willing = (not at all willing + not very willing)

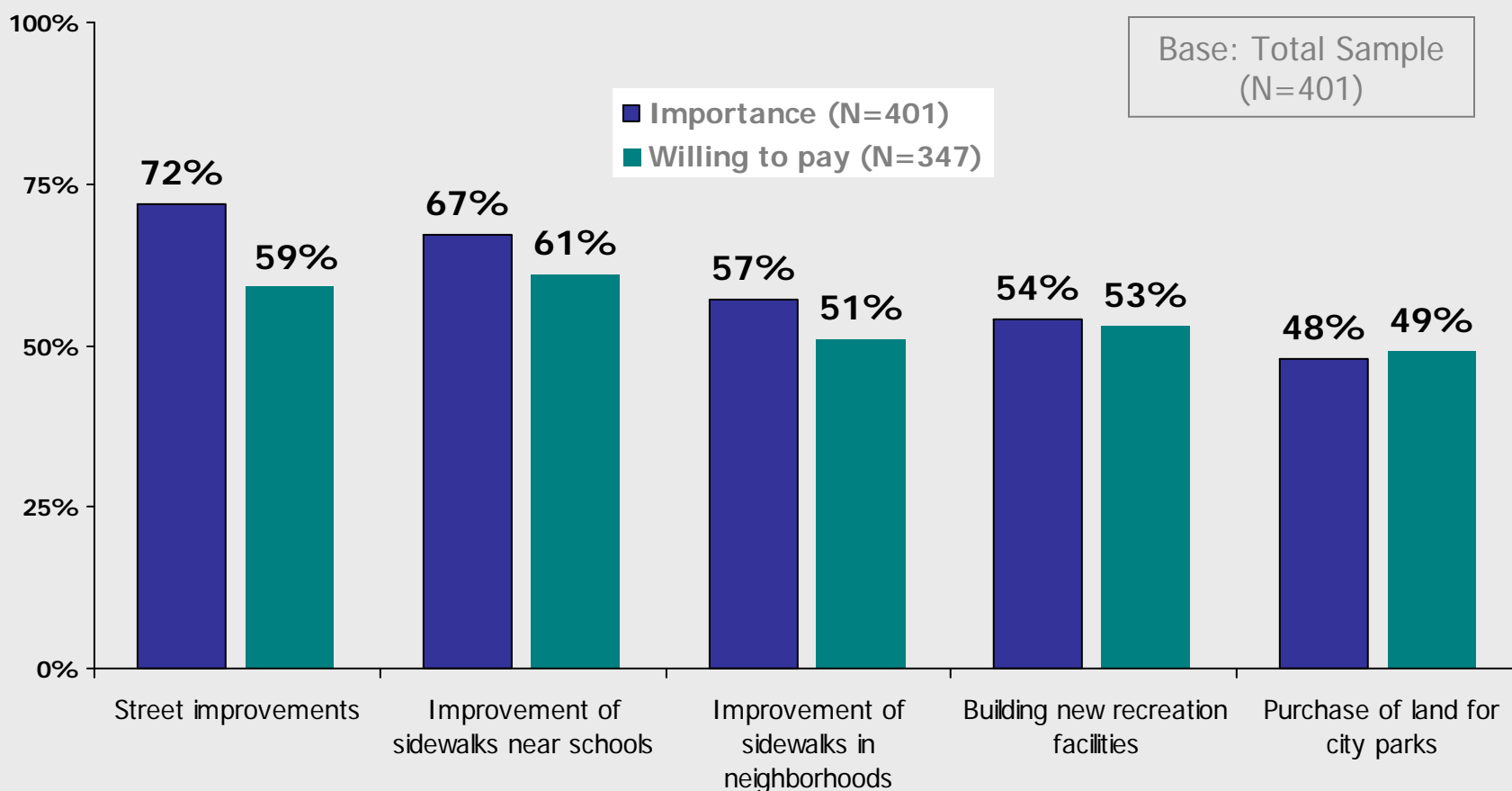


24-28. If the City funded **street improvements** and **IF** the project required a tax increase, your annual City Tax payment could increase by up to (2 CENTS x ASSESSED HOME VALUE) based on your assessed home value. How willing would you be to pay this tax increase to residents? (READ LIST.)



# Importance vs. Willingness to Pay

Importance = Top Box (8, 9, and 10 ratings) - - Willing = (somewhat willing + very willing)



24-28. If the City funded **street improvements** and **IF the project required a tax increase**, your annual City Tax payment could increase by up to **(2 CENTS x ASSESSED HOME VALUE)** based on your assessed home value. How willing would you be to pay this tax increase to residents? (READ LIST.)

