



THE NCSTM
The National Citizen SurveyTM

McKinney, TX

Comparisons by Geographic Subgroups

DRAFT
2017



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by Council Districts.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Council Districts are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (296 completed surveys). For each Council District (District 1, District 2, District 3 and District 4), the margin of error rises to approximately plus or minus 15 percentage points since sample sizes were approximately 43 for District 1, 80 for District 2, 83 for District 3 and 90 for District 4. Notable differences between Council Districts included the following:

- Within the pillar of Community Characteristics, respondents who lived in District 1 were less likely to positively rate the overall appearance of McKinney and the cleanliness of the City than respondents who lived in other areas of the City. Shopping opportunities received lower ratings from residents of Districts 3 and 4 than from residents of other Council Districts.
- Respondents from District 4 tended to give higher ratings than their counterparts to several aspects within the pillar of Governance, including the value of services for the taxes paid to McKinney, the overall direction that McKinney is taking and the job the City does at acting in the best interest of the community. Residents of Districts 1 and 3 were less positive about their overall confidence in the McKinney government than their counterparts.
- Several differences were noted between Districts for residents’ ratings of McKinney’s services and amenities. Within Safety, respondents from District 1 tended to give less favorable ratings to police services, but District 4 residents tended to give more positive ratings to crime prevention services than respondents from other City areas. District 4 residents gave higher ratings to recycling services than their counterparts, and respondents from District 1 tended to give lower ratings to utility billing.
- Residents’ reported levels of Participation were generally similar across McKinney’s four Council Districts; however, there were a few exceptions. Individuals from Districts 1 and 2 were less likely to have contacted the City of McKinney than respondents from other Council Districts. Additionally, survey participants from District 1 were more likely to have stocked supplies in preparation for an emergency than their counterparts.
- When asked about sources of information for obtaining information about the City, residents of District 4 were more likely than their counterparts to indicate that Homeowner’s Association communications were a major or minor source of information, but were somewhat less likely to indicate that word-of-mouth was a source of City information.
- Respondents from District 1 were significantly more likely than other District residents to indicate that the bike share program is a high or medium priority amenity for improving the overall quality of life in McKinney.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
The overall quality of life in McKinney	87%	85%	91%	94%	90%
Overall image or reputation of McKinney	83%	87%	90%	92%	88%
McKinney as a place to live	87%	87%	94%	95%	91%
Your neighborhood as a place to live	80%	81%	94%	91%	87%
McKinney as a place to raise children	81%	84%	94%	99%	91%
McKinney as a place to retire	77%	75%	76%	82%	78%
Overall appearance of McKinney	67%	87%	91%	95%	87%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Overall feeling of safety in McKinney	85%	94%	90%	98%	93%
In your neighborhood during the day	99%	92%	97%	97%	96%
In McKinney's downtown/commercial area during the day	96%	95%	97%	96%	96%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Overall ease of getting to the places you usually have to visit	85%	82%	82%	75%	80%
Traffic flow on major streets	49%	66%	60%	66%	62%
Ease of public parking	47%	61%	43%	47%	50%
Ease of travel by car in McKinney	85%	78%	86%	75%	80%
Ease of travel by public transportation in McKinney	25%	30%	10%	13%	19%
Ease of travel by bicycle in McKinney	43%	54%	36%	65%	51%
Ease of walking in McKinney	53%	62%	62%	72%	63%
Availability of paths and walking trails	43%	70%	68%	69%	65%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Quality of overall natural environment in McKinney	72%	83%	82%	84%	81%
Air quality	69%	79%	86%	93%	84%
Cleanliness of McKinney	65%	86%	86%	96%	85%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems)	54%	69%	61%	73%	66%
Public places where people want to spend time	70%	66%	70%	82%	72%
Variety of housing options	77%	62%	62%	81%	70%
Availability of affordable quality housing	66%	49%	49%	58%	54%
Overall quality of new development in McKinney	77%	69%	77%	86%	77%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Overall economic health of McKinney	72%	86%	76%	84%	80%
McKinney as a place to work	77%	77%	71%	61%	70%
McKinney as a place to visit	67%	75%	69%	68%	70%
Employment opportunities	66%	35%	44%	59%	50%
Shopping opportunities	67%	75%	52%	51%	61%
Cost of living in McKinney	53%	51%	60%	64%	58%
Overall quality of business and service establishments in McKinney	80%	66%	75%	83%	75%
Vibrant downtown/commercial area	82%	78%	84%	86%	82%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Health and wellness opportunities in McKinney	81%	87%	74%	90%	83%
Fitness opportunities (including exercise classes and paths or trails, etc.)	71%	73%	68%	79%	73%
Recreational opportunities	63%	73%	69%	85%	74%
Availability of affordable quality food	78%	76%	71%	71%	73%
Availability of affordable quality health care	77%	74%	79%	85%	79%
Availability of preventive health services	71%	72%	82%	87%	79%
Availability of affordable quality mental health care	77%	54%	68%	71%	67%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Overall opportunities for education and enrichment	82%	82%	68%	82%	79%
Availability of affordable quality child care/preschool	62%	54%	69%	74%	66%
K-12 education	94%	78%	78%	92%	86%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Adult educational opportunities	84%	66%	69%	75%	72%
Opportunities to attend cultural/arts/music activities	54%	58%	43%	64%	55%
Opportunities to participate in religious or spiritual events and activities	84%	80%	82%	90%	84%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Opportunities to participate in social events and activities	66%	64%	62%	69%	65%
Opportunities to volunteer	80%	80%	72%	71%	75%
Opportunities to participate in community matters	64%	78%	69%	79%	73%
Openness and acceptance of the community toward people of diverse backgrounds	70%	70%	63%	80%	71%
Neighborliness of residents in McKinney	56%	66%	58%	73%	65%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
The City of McKinney	76%	68%	76%	86%	77%
The value of services for the taxes paid to McKinney	50%	42%	45%	64%	50%
The overall direction that McKinney is taking	66%	69%	66%	89%	73%
The job McKinney government does at welcoming citizen involvement	44%	60%	60%	61%	57%
Overall confidence in McKinney government	51%	73%	51%	76%	64%
Generally acting in the best interest of the community	52%	69%	59%	82%	67%
Being honest	59%	68%	50%	77%	64%
Treating all residents fairly	61%	69%	58%	77%	67%
Overall customer service by McKinney employees (police, receptionists, planners, etc.)	75%	71%	78%	87%	78%
The Federal Government	61%	46%	41%	36%	44%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Police services	67%	94%	83%	93%	86%
Fire services	96%	90%	98%	100%	96%
Ambulance or emergency medical services	99%	98%	99%	99%	99%
Crime prevention	81%	83%	85%	100%	88%
Fire prevention and education	81%	91%	75%	93%	85%

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Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Animal control	69%	87%	79%	79%	79%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	72%	69%	67%	78%	72%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Traffic enforcement	81%	87%	84%	87%	85%
Street repair	49%	73%	68%	58%	63%
Street cleaning	68%	72%	71%	85%	75%
Street lighting	61%	71%	72%	70%	69%
Sidewalk maintenance	64%	70%	52%	72%	65%
Traffic signal timing	65%	56%	67%	66%	63%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Garbage collection	80%	86%	79%	92%	85%
Recycling	80%	81%	79%	96%	85%
Yard waste pick-up	73%	81%	79%	91%	82%
Drinking water	64%	69%	75%	70%	70%
Preservation of natural areas such as open space, farmlands and greenbelts	59%	53%	66%	74%	64%
McKinney open space	60%	52%	66%	79%	65%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Storm drainage	65%	80%	86%	80%	79%
Sewer services	79%	89%	85%	97%	88%
Power (electric and/or gas) utility	63%	77%	90%	90%	82%
Utility billing	55%	72%	81%	90%	77%
Land use, planning and zoning	63%	63%	58%	78%	66%
Code enforcement (weeds, abandoned buildings, etc.)	54%	73%	55%	78%	67%
Cable television	61%	63%	66%	52%	60%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Economic development	68%	69%	63%	82%	71%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
City parks	70%	75%	88%	96%	84%
Recreation programs or classes	72%	75%	71%	89%	78%
Recreation centers or facilities	67%	72%	64%	86%	73%
Health services	71%	84%	75%	95%	83%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Public library services	93%	82%	87%	93%	88%
City-sponsored special events	76%	65%	75%	79%	74%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Public information services	82%	73%	68%	90%	79%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Sense of community	66%	68%	72%	78%	72%
Recommend living in McKinney to someone who asks	78%	89%	89%	99%	90%
Remain in McKinney for the next five years	75%	84%	83%	94%	85%
Contacted the City of McKinney (in-person, phone, email or web) for help or information	36%	37%	58%	51%	47%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Was NOT the victim of a crime	91%	95%	79%	99%	91%
Did NOT report a crime	84%	85%	75%	80%	81%
Stocked supplies in preparation for an emergency	54%	21%	28%	28%	30%

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Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Walked or biked instead of driving	47%	45%	53%	51%	49%
Carpooled with other adults or children instead of driving alone	41%	47%	36%	44%	42%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Recycle at home	87%	76%	91%	92%	86%
Made efforts to make your home more energy efficient	76%	68%	70%	72%	71%
Made efforts to conserve water	91%	82%	91%	96%	90%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
NOT under housing cost stress	59%	76%	68%	76%	71%
Did NOT observe a code violation	63%	57%	51%	71%	60%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Purchase goods or services from a business located in McKinney	100%	99%	100%	96%	98%
Economy will have positive impact on income	43%	59%	48%	58%	53%
Work in McKinney	38%	39%	42%	47%	42%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Used McKinney recreation centers or their services	68%	41%	54%	62%	55%
Visited a neighborhood park or City park	88%	86%	82%	86%	85%
Eat at least 5 portions of fruits and vegetables a day	96%	93%	84%	95%	92%
Participate in moderate or vigorous physical activity	84%	90%	84%	92%	88%
Reported being in "very good" or "excellent" health	48%	69%	66%	67%	64%

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Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Used McKinney public libraries or their services	74%	58%	67%	56%	62%
Participated in religious or spiritual activities in McKinney	57%	54%	62%	59%	58%
Attended a City-sponsored event	55%	52%	52%	63%	56%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Campaigned or advocated for an issue, cause or candidate	35%	16%	25%	23%	24%
Contacted McKinney elected officials (in-person, phone, email or web) to express your opinion	14%	6%	16%	14%	12%
Volunteered your time to some group/activity in McKinney	28%	33%	41%	51%	40%
Participated in a club	19%	22%	29%	29%	25%
Talked to or visited with your immediate neighbors	89%	96%	98%	90%	94%
Done a favor for a neighbor	80%	82%	87%	82%	83%
Attended a local public meeting	18%	13%	17%	20%	17%
Watched (online or on television) a local public meeting	24%	12%	22%	17%	18%
Read or watch local news (via television, paper, computer, etc.)	96%	82%	89%	87%	87%
Vote in local elections	87%	88%	80%	80%	83%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Overall feeling of safety in McKinney	98%	94%	92%	91%	93%
Overall ease of getting to the places you usually have to visit	92%	71%	78%	89%	82%
Quality of overall natural environment in McKinney	93%	84%	89%	94%	90%
Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems)	72%	90%	79%	83%	82%
Health and wellness opportunities in McKinney	94%	78%	73%	81%	80%
Overall opportunities for education and enrichment	94%	77%	73%	83%	81%
Overall economic health of McKinney	89%	92%	93%	94%	92%
Sense of community	77%	88%	89%	84%	85%

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Table 29: City Priorities

How much of a priority, if at all, should it be for the City of McKinney to address each of the following? (Percent rating as "High priority" or "Medium priority").	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Public safety/fire rescue services	88%	97%	100%	91%	95%
Libraries	91%	85%	83%	81%	85%
Centralized City Hall/City offices in historic downtown	84%	70%	62%	72%	70%
Public transportation	95%	86%	76%	70%	80%
Open space and new parks	99%	93%	91%	82%	90%
Historic downtown parking	90%	87%	86%	91%	88%
New transportation infrastructure	98%	87%	93%	84%	90%

Table 30: Sources of Information about the City Government

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services. (Percent rating as "Major source" or "Minor source").	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
City website (www.mckinneytexas.org)	96%	97%	98%	93%	96%
Local newspapers	65%	63%	57%	62%	62%
City electronic newsletter	71%	80%	66%	75%	73%
City communications via social media (Facebook, Twitter, YouTube, Nextdoor)	69%	74%	63%	72%	70%
City Council meetings and other public meetings (in person or watching on TV or online)	62%	57%	58%	63%	60%
City online annual report	70%	67%	61%	62%	64%
Talking with City officials	67%	55%	56%	59%	58%
Water bill inserts	81%	64%	64%	62%	66%
Word-of-mouth	85%	75%	85%	65%	76%
Homeowner's Association communications	60%	58%	51%	88%	65%

Table 31: Support for Airport Development Options

The City is considering development options for the McKinney National Airport. Please indicate your level of preference for each of the following approaches: (Percent rating as "Prefer a lot" or "Somewhat prefer").	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Continue to develop as a general and corporate aviation airport	63%	74%	75%	58%	68%
Pursue future commercial aviation options in addition to corporate and general aviation	62%	67%	56%	60%	61%

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Table 32: Amenities Contributing to Quality of Life

Please indicate how much of a priority, if at all, each of the following amenities are to you for improving the quality of life in McKinney. (Percent rating as "High priority" or "Medium priority").	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
Expanded hike and bike trail system	86%	78%	88%	81%	83%
Bike share program	72%	41%	47%	45%	49%
Outdoor entertainment venue	95%	80%	80%	88%	85%
Retail, restaurant and entertainment options	89%	83%	94%	95%	90%
Outdoor/adventure activities (e.g., zip line, wake boarding)	71%	68%	81%	80%	75%
Creating/preserving open lands	90%	91%	92%	95%	92%
Performing arts centers	90%	76%	73%	89%	81%
Recreation centers	98%	82%	88%	90%	88%
Sports facilities	82%	71%	72%	75%	74%

Table 33: Visibility of Police Department

How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	88%	80%	85%	91%	86%