

Appendix B - Participation Survey Results

The following survey was conducted from October 1 to December 31, 2009. Most participants answered the online survey, which was publicized on the City's main web page and on the City's Participation website. Many also received the survey via email although there were a handful of paper copies filled out and turned in to the Planning Department. The survey was intended only to be a helpful guide into some of the communication and participation methods that people currently utilize and may not be an accurate indicator of broad citizen preferences.

1. How often do you typically receive news/information from the following sources?					
Answer Options	Very Often	Often	Sometimes	Never	Response Count
Internet	81.4 % (57)	10.0% (7)	5.7% (4)	2.9% (2)	70
Newspaper	33.3% (23)	26.1% (18)	26.1% (18)	14.5% (10)	69
Television	47.1% (33)	27.1% (19)	21.4% (15)	4.3% (3)	70
Email	55.1% (38)	26.1% (18)	17.4% (12)	1.4% (1)	69
Social Networking Sites	13.4% (9)	23.9% (16)	19.4% (13)	43.3% (29)	67
Community Organization	9.5% (6)	19.0% (12)	54.0% (34)	17.5% (11)	63
Other (please specify)					2
<i>answered question</i>					70
Number	Other (please specify)				
1	Magazines				
2	Hear other people talking about things and driving around town.				

2. How often do you typically receive news/information from the City of Georgetown? May choose more than one.					
Answer Options	Very Often	Often	Less Often	Never	Response Count
City Website	18.8% (13)	27.5 % (19)	34.8% (24)	18.8% (13)	69
Newspaper	26.9% (18)	28.4% (19)	25.4% (17)	19.4% (13)	67
City Newsletter	29.0% (20)	29.0 % (20)	21.7% (15)	20.3% (14)	69
Television	6.0% (4)	10.4% (7)	55.2% (37)	28.4% (19)	67
Email	10.4% (7)	13.4% (9)	41.8% (28)	34.3% (23)	67
Social Networking Sites	10.6% (7)	7.6% (5)	22.7% (15)	59.1% (39)	66
Community Organization	1.5% (1)	18.5% (12)	53.8% (35)	26.2% (17)	65
Other (please specify)					5
<i>answered question</i>					70
Number	Other (please specify)				
1	Library				
2	word of mouth				
3	Hear other people talking about things and driving around town.				
4	Georgetown Chamber of Commerce				
5	word of mouth				

3. Would you be interested in receiving alerts from the City for news/important information/new City policies or plans through email, texts, or social networking sites?		
Answer Options	Response Percent	Response Count
Yes	59.4%	41
No	10.1%	7
Depends on the issue	30.4%	21
No access	0.0%	0
<i>answered question</i>		69

4. What is your satisfaction level of the City's communication efforts?		
Answer Options	Response Percent	Response Count
Very satisfied	15.4%	10
Satisfied	63.1%	41
Not satisfied	21.5%	14
If not satisfied, please explain		10
<i>answered question</i>		65
Number	If not satisfied, please explain	
1	I think Georgetown is way better than a lot of places, but I believe in direct citizen involvement so strongly and I see where G'twn could do better.	
2	I have to be aware of an issue/item in order to investigate and learn more. There is very little "heads up" on items that affect me and the city.	
3	What are the new rules for parking on the square and why are the curio shop owners given priority over professionals?	
4	I don't really seek information.	
5	I really haven't tried any of the above sources	
6	Need more information!	
7	What do you want to communicate????	
8	limited or no access to public meetings by webcast or podcast	
9	Website, which is main source of information, is not easy to use. Information is buried three or four clicks deep and if you don't know the right terminology, you're usually out of luck.	
10	It's always after the fact. As with this news blub about the meeting tonight	

5. What methods could the City utilize to further improve its communication and outreach efforts to the public?		
Answer Options	Response Percent	Response Count
Website	63.5%	40
Instant news flashes (phone texts, emails, social networking sites (Facebook, Twitter, etc.))	55.6%	35
Newsletters/pamphlets	30.2%	19
Television (local channel programming)	33.3%	21
Other (please specify)		11
<i>answered question</i>		63
Number	Other (please specify)	
1	I think the City is doing a fine job using the 4 listed media	
2	I think you have to get the info out in variety of ways.	
3	a more organized and efficient city council and city Gov. staff!	
4	The website is the best source for me to get information regarding what's happening in and around Georgetown. I don't own a TV, so the Internet is my window to the world.	
5	Messages don't have to be "instant" but offering of choice of on-arrival/daily/weekly/etc. notification of news/updates on a choice of topics would be helpful....with brief descriptor and link to the detail posted on web site or other web-based source.	
6	Post highlights up in local stores.	
7	I find the city website hard to negotiate. Need to add more key words to search capabilities.	
8	Make people aware of information availability by doing a blitz on where it will be. (website, tv, etc) If you don't communicate where something is, even if it is easily accessible, people won't know to look there.	
9	webcast public meetings of high interest or when issue based by city council, planning and zoning, georgetown utilities, etc.	
10	Local TV except we have no local TV nor is there a local radio station. But one is being planned as we speak.	
11	I really like the facebook updates on goings on and city news!	

6. Rate your awareness of long-range City plans or recent policy adoptions?					
Answer Options	Very Aware	Generally Aware	Vaguely	Never Heard of Them	Response Count
2030 Comprehensive Plan	9.2 % (6)	30.8% (20)	36.9% (24)	24.6% (16)	65
Parks Master Plan	3.1% (2)	43.1% (28)	41.5% (27)	12.3% (8)	65
2010 Budget	9.2 % (6)	32.3% (21)	40.0% (26)	18.5% (12)	65
Transportation Plan	10.9% (7)	34.4% (22)	42.2% (27)	14.1% (9)	64
<i>answered question</i>					65

7. When do you generally hear of new policies or other City Council issues?		
Answer Options	Response Percent	Response Count
Before Council approval	21.5%	14
After Council approval	64.6%	42
Don't hear about them at all	13.8%	9
<i>answered question</i>		65

8. What kind of public hearing/public meeting announcements are you aware of?					
Answer Options	Yes	No	Sometimes	Not sure	Response Count
Newspaper Ads	42.2% (27)	14.1% (9)	32.8% (21)	10.9% (7)	64
Direct Mail Notification	29.0% (18)	30.6% (19)	19.4% (12)	21.0% (13)	62
Yellow Road Signs	34.4% (21)	31.1% (19)	19.7% (12)	14.8% (9)	61
Postings at City Hall	15.3% (9)	49.2% (29)	11.9% (7)	23.7% (14)	59
<i>answered question</i>					65

9. In your opinion, what methods other than those listed in the previous question might be effective for the City to alert the public to these events?

		Response Count
<i>answered question</i>		32

Number	Response Text
1	Facebook
2	Within the limits allowed by the Local Government Code and Texas Open Meetings Act, provide e-mail notification to a resident when such address has been provided within the City's notification database. (If the LGC and TOMA do not specify that a City cannot, why not?) However, I understand this might not be feasible if the City relies upon Tax Appraisal records for public notifications.
3	be more transparent - don't keep everything a secret 'til it's too late
4	Websites, Email, Facebook. I read the Sun but don't remember reading public hearing announcements there. I set the City of Georgetown as my homepage on my computer and get most of my local city info there.
5	e-mail alerts, and/or direct contact with our Sun City channel 79 operators
6	email, website.
7	Emails sent to people who have requested them would be the best way to inform me of public hearings, meeting announcements, etc.
8	Parks and Recs sends out an email every week with news and events. Maybe the City should do the same for public meetings and items that are going to appear before council.
9	An email subscription/distribution where I can select topics and frequency to receive notification of items.
10	Postings at other locations in the city
11	Email and social networking sites.
12	e-mail
13	How about a sign at Austin Ave and 7th
14	I guess that people could sign up to receive emails associated with different things.. they can opt for the departments that they are interested in getting info from
15	city website
16	email blast
17	Email blasts to citizens that choose to receive them. Or blasts on Social Networking sites that send you to a website for more information.
18	More visibility in the newspaper and repeated in newspaper more often.
19	The "Reporter" newsletter
20	email
21	I haven't ever received direct mail, but this seems like it would be effective.
22	email
23	Email.
24	Email
25	Mass email to city subscribers (those who choose to subscribe to the city's email distribution list)
26	Perhaps post at local gathering places? Really not sure how to do this. Always some folks will be out of the loop.
27	Email
28	Channel 10 and/or greater web presence
29	email, with information about where to find background info on the specific issue
30	On a local radio station if there was one which there is none. But one is in the works.
31	Targeted e-mails to community associations
32	Again, I like facebook etc....not really sure, but an intro of what city council is all about, why it can matter if we show up, protocol of how we should act at a council meeting etc. would be helpful to those of us uninvolved in city procedures.

10. At which physical location in the City would you be most likely to notice public notices or other announcements?		
Answer Options	Response Percent	Response Count
City Hall	9.1%	5
Recreation Center	18.2%	10
Library	56.4%	31
Utility/Planning Office	5.5%	3
Council Chambers	10.9%	6
Other (please specify)		14
		<i>answered question</i>
		55

Number	Other (please specify)
1	Rec Center - I go there too sometimes
2	I don't visit any of these physical locations frequently.
3	I'm not in any city facility that frequently. Electronic notification or source is preferable. A place in the grocery store albeit a private entity is frequented by most residents.
4	in the Sun
5	How about schools?
6	Courthouse Annex
7	local stores
8	none
9	Chamber of Commerce offices
10	I am not in those places it would have to be in restaurants.
11	town square
12	schools
13	Southwestern University
14	Recreation Center, Cianfranni's too.

11. How would you describe your level of involvement in City-sponsored activities, events or development and implementation of City policies?				
Answer Options	Very involved	Somewhat involved	Not at all involved	Response Count
City Boards and Commissions	16.4% (10)	23.0% (14)	60.7% (37)	61
Attending Public meetings and hearings	6.6% (4)	42.6% (26)	50.8% (31)	61
Volunteering for events such as Poppy Festival, etc.	6.6% (4)	32.8% (20)	60.7% (37)	61
Serving on Task Force/Working Group	3.3% (2)	15.0% (9)	81.7% (49)	60
Other (please specify)				3
				<i>answered question</i>
				61

Number	Other (please specify)
1	GUS Advisory Board
2	I am the Administrator of the GPD Park Ranger Program
3	i should say past involvement in Main Street Board, but not current

12. In what capacity would you be interested in becoming more involved in public policy development and				
Answer Options	Very interested	Somewhat interested	Not interested	Response Count
Member of Board or Commission	27.6% (16)	32.8% (19)	39.7% (23)	58
Task Force/Working Group Member	32.2% (19)	35.6% (21)	32.2% (19)	59
Speaker at Public Hearings/Forums)	12.7% (7)	27.3% (15)	60.0% (33)	55
Other (please specify)				4
				<i>answered question</i>
				59

Number	Other (please specify)
1	I am not aware of the specific task force/working groups that may align with my skills/interests where I could contribute.
2	Would need more info about each one to make decision
3	Have applied for a Board position but realize that the chance of being appointed is zero since I am not an oldtime resident
4	i like the idea of being involved in projects, but not long term every week/month commitment

13. Which of the following would encourage you to become more involved with the City in one of the above capacities?		
Answer Options	Response Percent	Response Count
Expanded opportunities	30.5%	18
Increased communication about opportunities	61.0%	36
More available time	52.5%	31
Not interested	8.5%	5
Other (please specify)		4
<i>answered question</i>		59
Number	Other (please specify)	
1	The meeting times are not favorable to those who work 8-5	
2	I don't know for sure if expanded opportunities are necessary since I don't know which ones are available now.	
3	applied for a board last year--received no answer	
4	Don't really know much about the process.	

14. How often do you post web comments or send emails to City staff or City Council members with questions or comments?		
Answer Options	Response Percent	Response Count
Often	10.0%	6
Once or twice	36.7%	22
Never	53.3%	32
No access to internet	0.0%	0
<i>answered question</i>		60

15. How would you prefer to find the information or an answer to a question about a City-related issue?		
Answer Options	Response Percent	Response Count
Speak with staff	42.4%	25
Find on website	54.2%	32
Other means (please specify)	3.4%	2
<i>answered question</i>		59
Number	Other means (please specify)	
1	web-site/email first with option to follow up via phone if necessary.	
2	e-mail	

16. Rate your social, professional or neighborhood organization's two-way communication with the City.		
Answer Options	Response Percent	Response Count
Great	31.5%	17
Could be Better	53.7%	29
Poor	14.8%	8
<i>answered question</i>		54

17. In your capacity as a citizen/professional/member of a particular organization, do you see other new opportunities for communication, outreach and participation that the City should take advantage of? Please describe.

Answer Options		Response Count
		17
<i>answered question</i>		17
Number	Response Text	
1	Parks and Rec, expand the parks for more outdoor activities	
2	There is a Police Chief search underway with zero information being put out. Would like to see how it's progressing before a Chief is selected.	
3	I would like to see students reached out to and included, the college students here and the high school students	
4	Some departments are very open and are glad to provide information. Other departments seem to be very secretive or want to know why you want to know the information request. When this happens the perception is one of avoidance instead of transparency.	
5	maybe have a somewhat formalized roll for citizens who are very connected in the community syphon feedback back to those in Managment rolls at the city or city council. Some way to make it easy for people who are not on the internet to easily tell a person in their neighborhood who they know has the ear of the city government and staff.	
6	I would say it is very difficult to get correct information about plans and development for the City of Georgetown b/c it seems to change with the wind. I don't have sound confidence in the city council and city staff to make the best decisions for the city or the future development, every time a proposal is either changed or not implemented on any time schedule. It must be \$costing the city a tremendous amount in inefficiency. Plus it is almost impossible to get a correspondence from any G.t. public office holder.	
7	more of the same	
8	Not sure.	
9	More utilization of the communication opportunities in Sun City. There are 8000 residents here, who bring a mriad of talent and experience to our great city of Georgetown!	
10	more time to review new ordinances, etc	
11	I think the City could take more advantage of the Chamber of Commerce communications w/ members for communication opportunities.	
12	Attend random events such as PTA meetings, marketing networking meetings, etc. to increase exposure and increase volunteering.	
13	Do you publish the City Council Meeting agendas in the Sun? That would be my first place to look for local news.	
14	The Georgetown Soccer Association is an example of an organization which does a lot for this community, and whose mission could be furthered with help from the City. Having a City official attend GSA board meetings and having someone serve as a GSA/City liaison would be examples of ways the two entities could help each other to better serve Georgetown.	
15	Personally, I prefer not to receive an automated response when I phone a business, including the city. Customer service is key in any organization and that means person to person, not machine to person.	
16	I believe that in addition to adding more webcasts and/or podcasts of public meetings, increasing the detail and scope of minutes taken at public meeting are a great tool. Jessica Hamiliton has done a tremendous job in enhancing the detail of City Council minutes.	
17	Forwarding of key information from the City to others (pyramid scheme of communications)	