



2024 Williamson County Community Survey Findings

Presented by ETC Institute

December 17, 2024

Who We Are

ETC Institute is the Nation's leading provider of market research for local governments

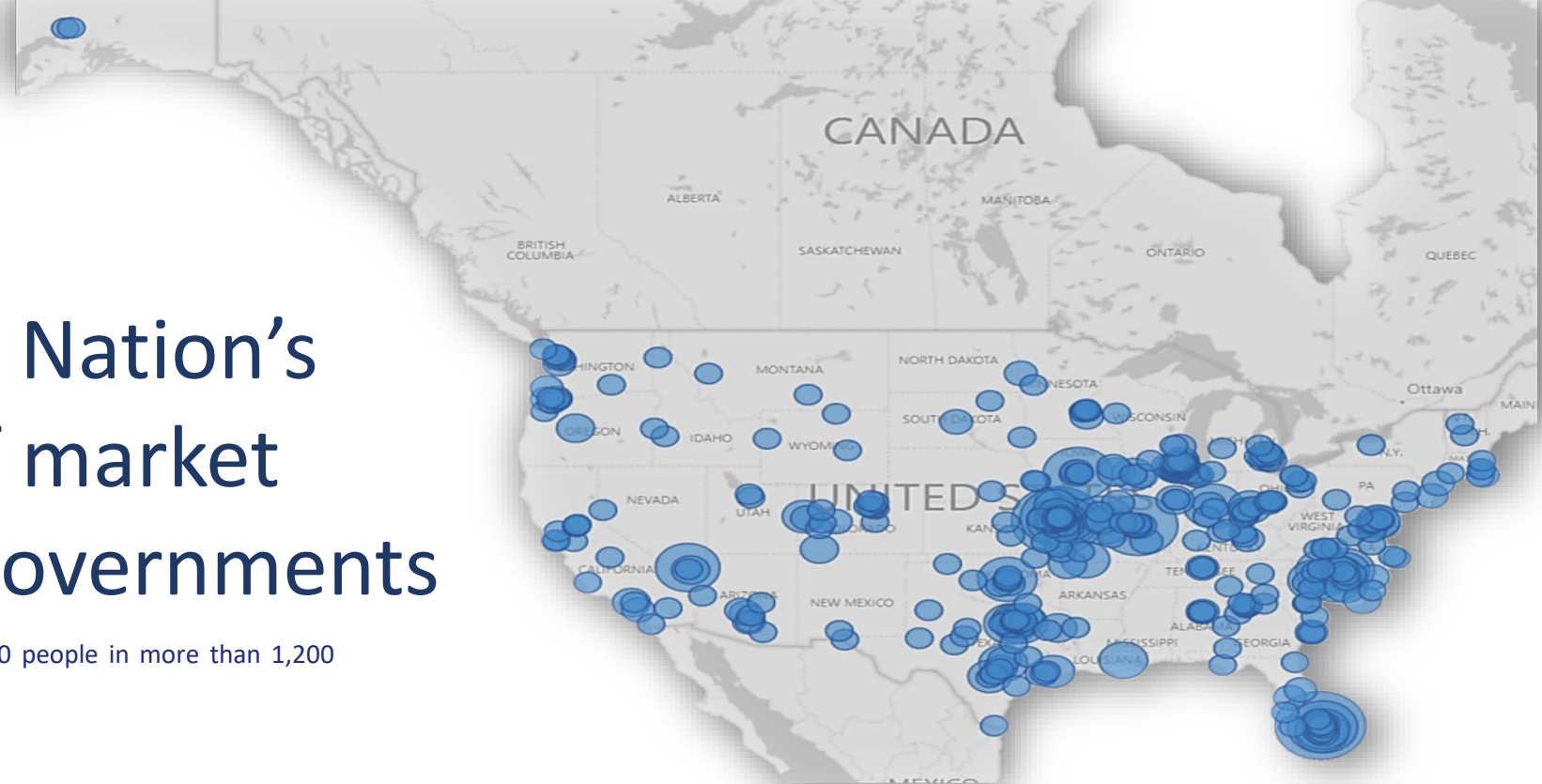
Since 2012, ETC Institute has surveyed more than 4,000,000 people in more than 1,200 communities around the world

Our Mission

For more than 40 years, our mission has been to help local governments gather and use survey data to make better decisions

Our Goal

To provide an objective assessment that community leaders can depend on to make data-driven decisions to improve the lives of residents





Agenda

- 01. Perceptions**
- 02. Benchmarks**
- 03. Opportunities**
- 04. Strategic Priorities**
- 05. Additional Findings**
- 06. Summary**
- 07. Questions**

2024 Community Survey

Purpose

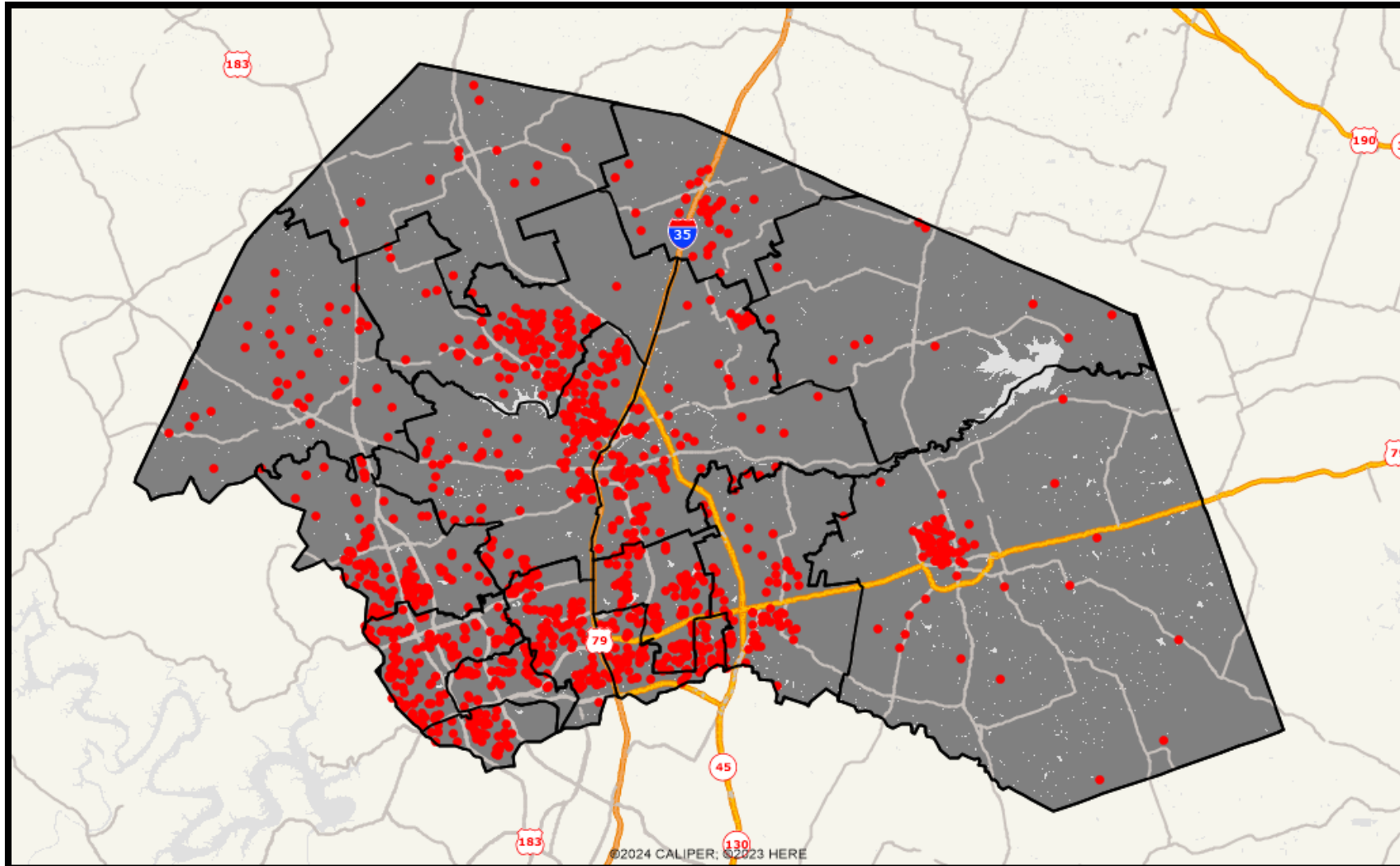
- To objectively assess satisfaction with the delivery of services and programs
- To gather input from residents to help County leaders set priorities
- To track the County's performance against other communities

Methodology

- Administered by mail, phone, and online with follow-ups by text, email, and social media to the random sample of residential addresses in Williamson County
- Sample designed to ensure results are statistically valid and representative
- 1,262 completed surveys were collected, MOE: +/-2.7 at 95% level of confidence

Location of Survey Respondents

(Boundaries by Zip Code)



What to Know



The County Received Top Marks in Public Safety

Benchmarking

Not only did overall feelings of safety top both US and Texas benchmarks, but public safety services such as EMS received top marks as well.

The County is adequately addressing the important role that public safety services play in the overall quality of life ratings



Perceptions of the County are High

Perceptions

Overall quality of life ratings are very high (82% combined positive satisfaction) and the County received exceptionally high ratings when assessing the County as a place to live, work, retire, and raise children which were all rated above US and Texas averages



Opportunities for Improvement

Priorities for Improvement

Opportunities for improvement exist, but the County is well poised to address them. New road construction and safety improvements along with County road maintenance were top priorities based on the Importance-Satisfaction Analysis

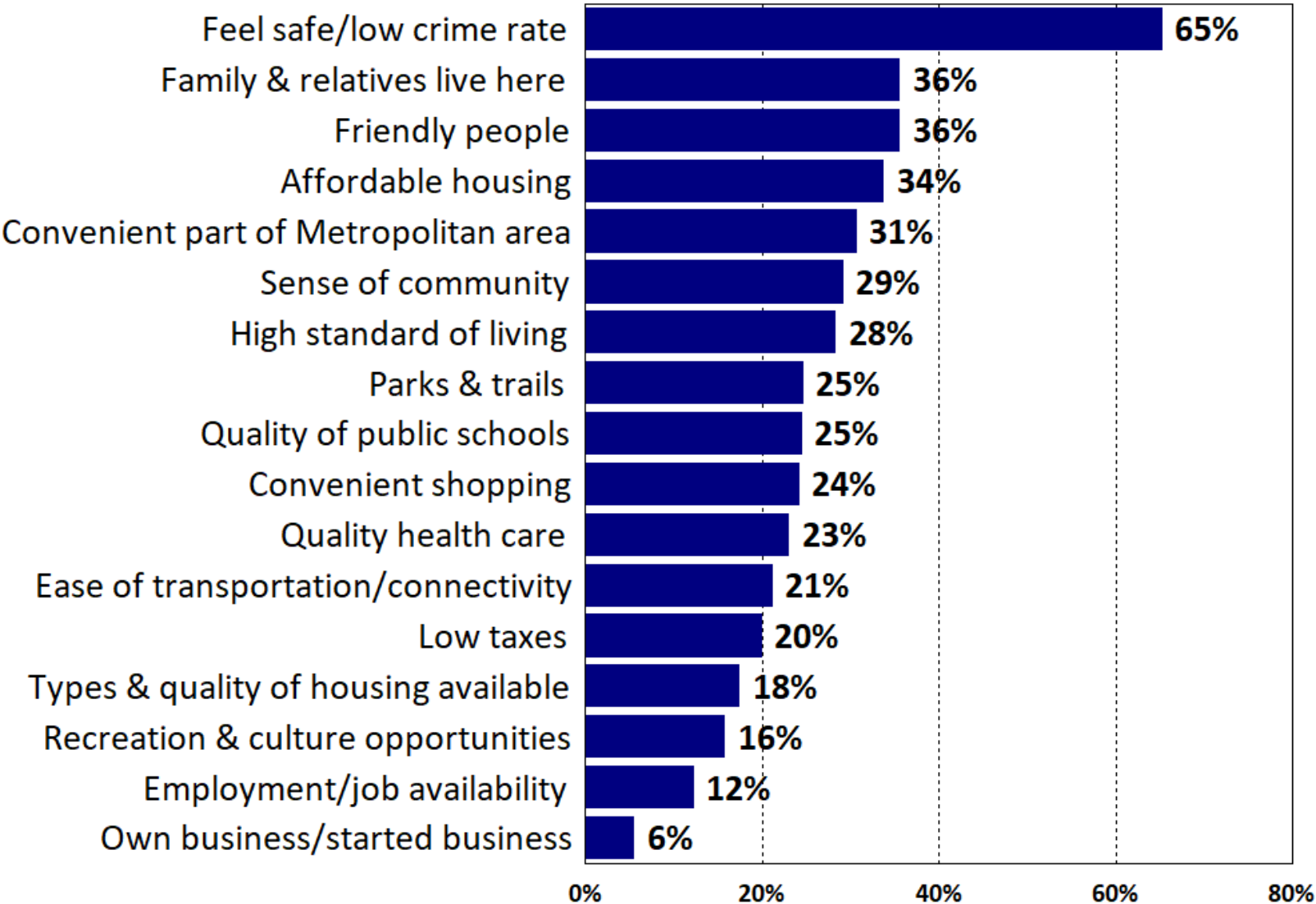
Perceptions

Residents in Williamson County have a positive perception of life and services in the County



Primary Reasons for Living in Williamson County Rather Than Elsewhere in the Austin Area

by percentage of respondents (multiple selections could be made)



Safety and Low Crime Rates Top the Reasons for Living in WilCo

63% of respondents also selected “feel safe/low crime rate” when asked which of these are the MOST IMPORTANT reasons they would stay in WilCo over the next 10 years

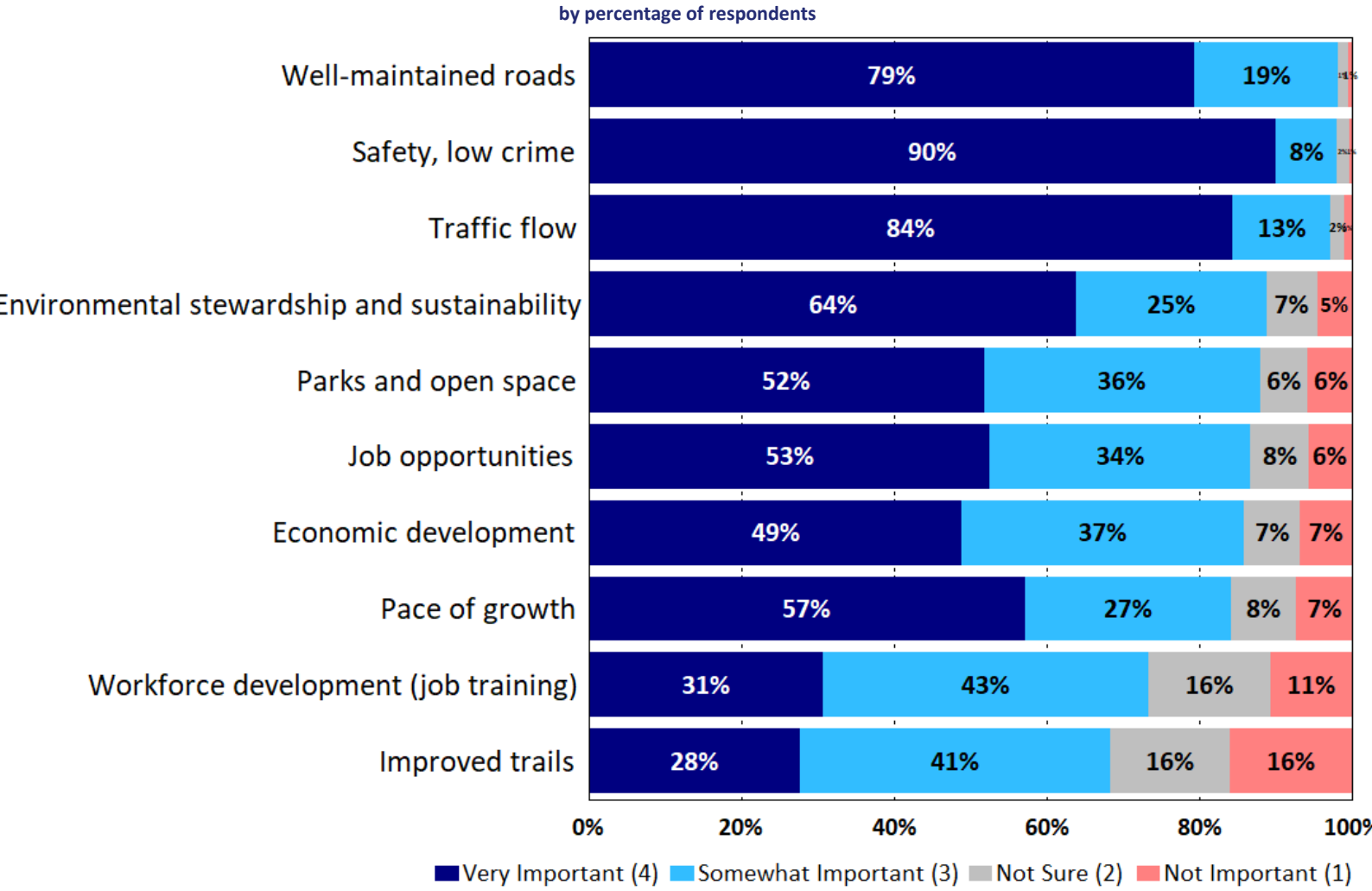


While Safety and Low Crime Is A Major Factor, Infrastructure Will Also Play a Role in Your Continued Success

Most respondents indicated “well-maintained roads,” “safety, low crime,” and “traffic flow” are the most important items to the overall quality of life in the County over the next 20 years

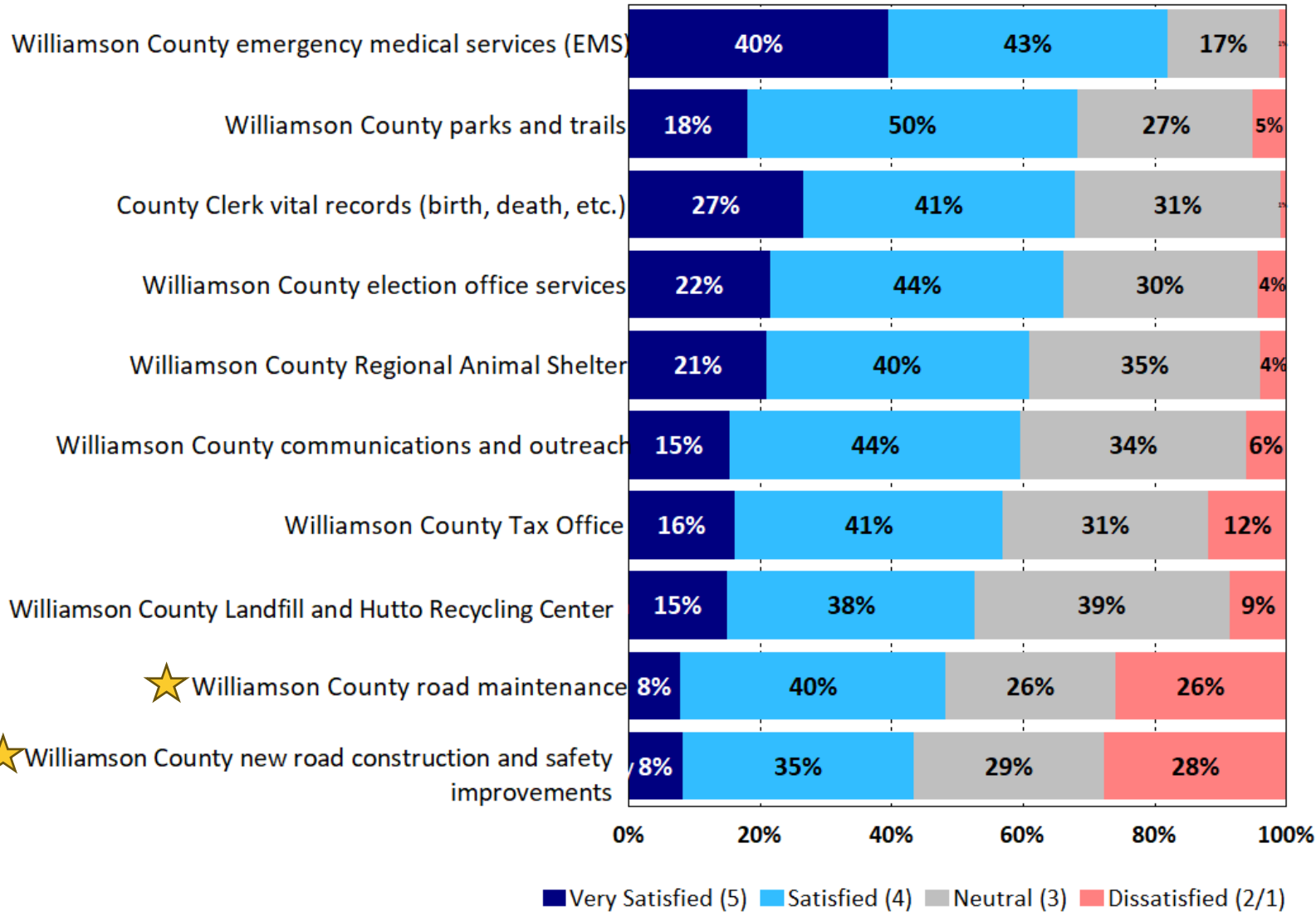
“Safety, low crime” and “traffic flow” were selected by respondents to be the County’s top priorities over the next 5 years

Importance of the Following to the Overall Quality of Life in Williamson County Over the Next 20 Years



Overall Satisfaction With County Services

by percentage of respondents (excluding don't knows)



Overall Satisfaction with Core Services is Strong

While core services like EMS, Parks, Vital Records all received top marks, infrastructure and road construction related items received higher levels of dissatisfaction

The County performed significantly above the US and Texas averages in all four of the areas that were comparable to ETC Institute's Benchmarking Database

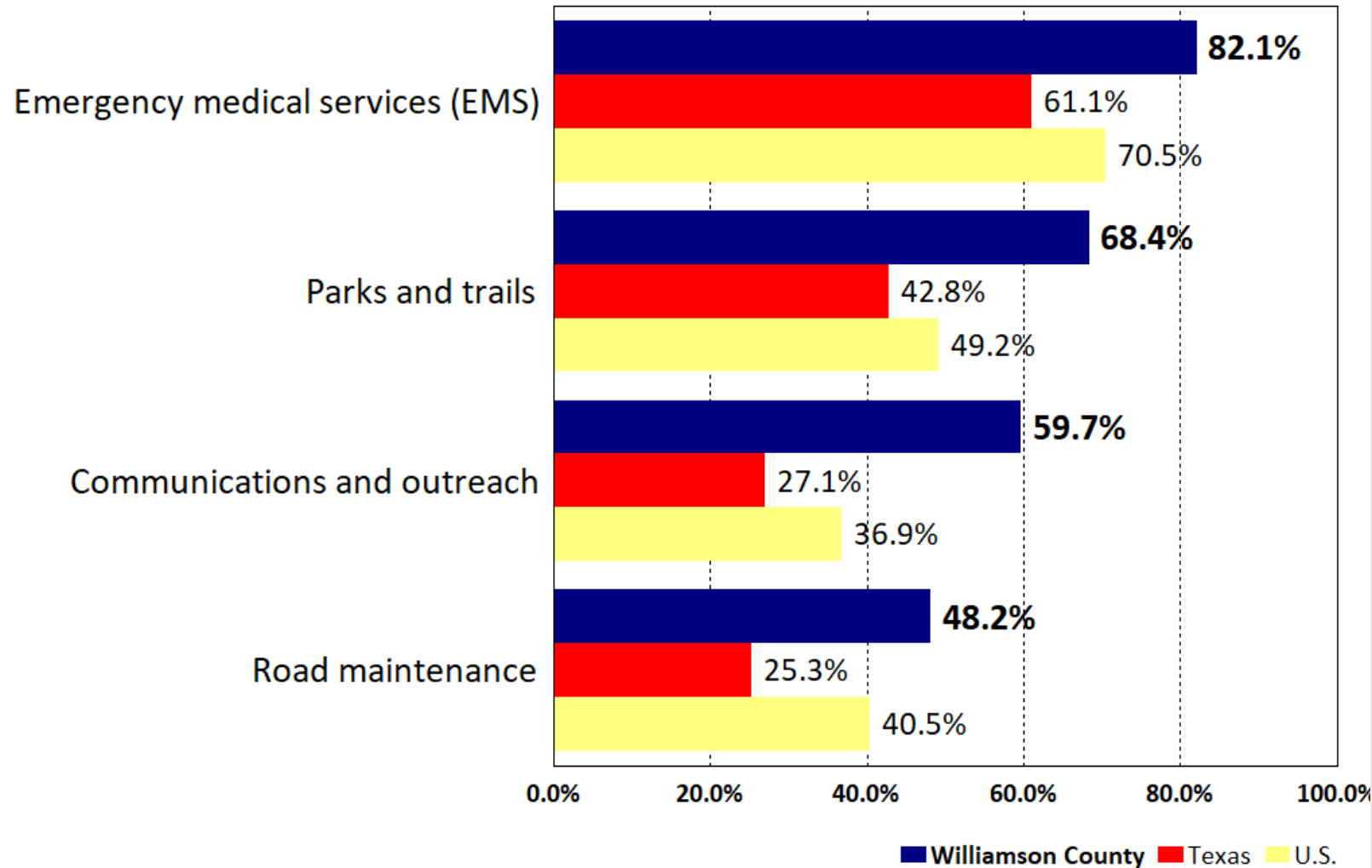
Benchmarks

How the County's results compare to US and Texas Averages



Satisfaction with County Services

by the sum percentage of respondents who gave a rating of either very satisfied or satisfied (excluding don't know responses)

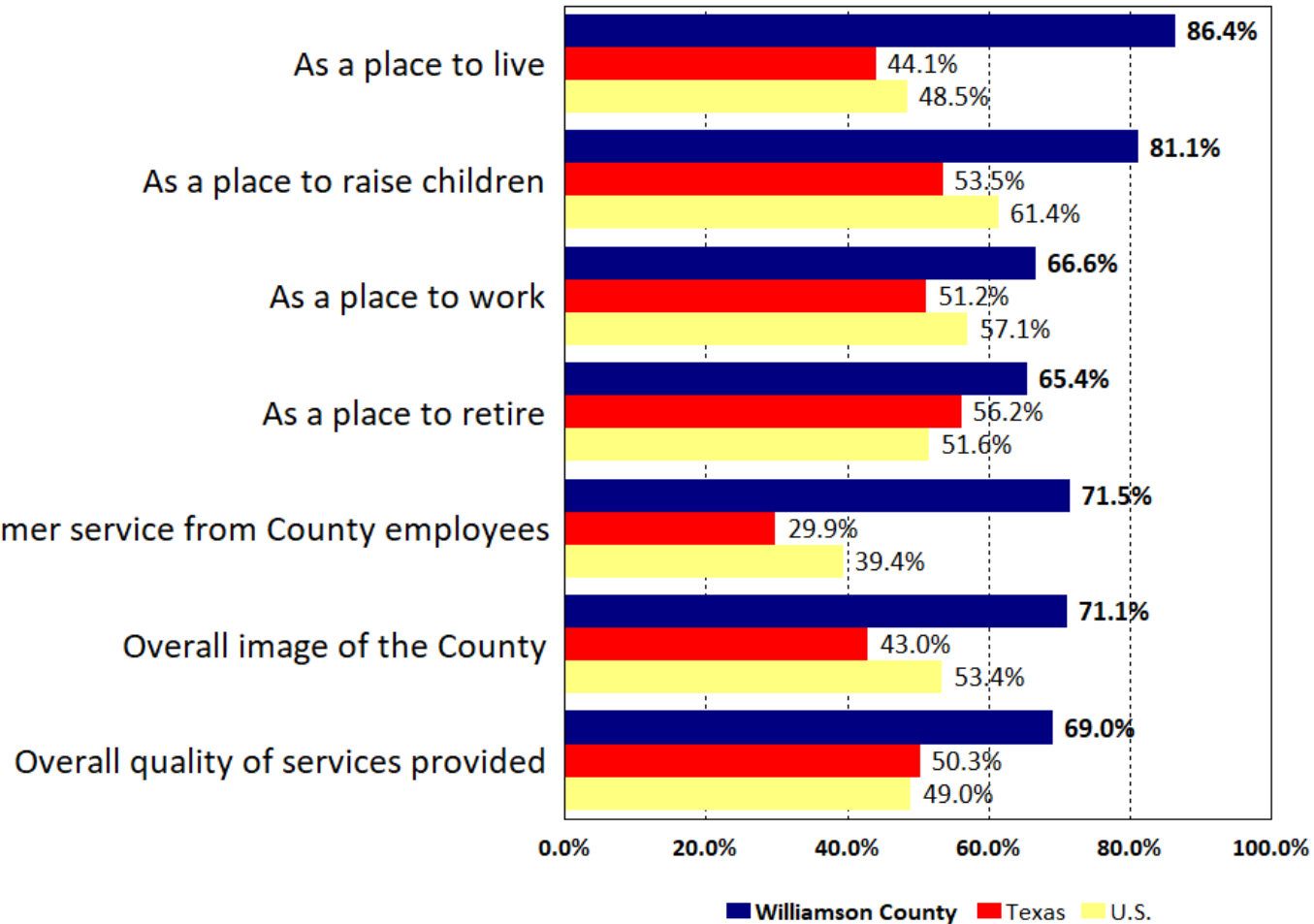


All Areas Assessed Were Significantly Higher Than US and Texas Averages

Significant differences are those that exceed the 2.7% margin of error

Satisfaction with Perceptions

by the sum percentage of respondents who gave a rating of either very satisfied or satisfied (excluding don't know responses)

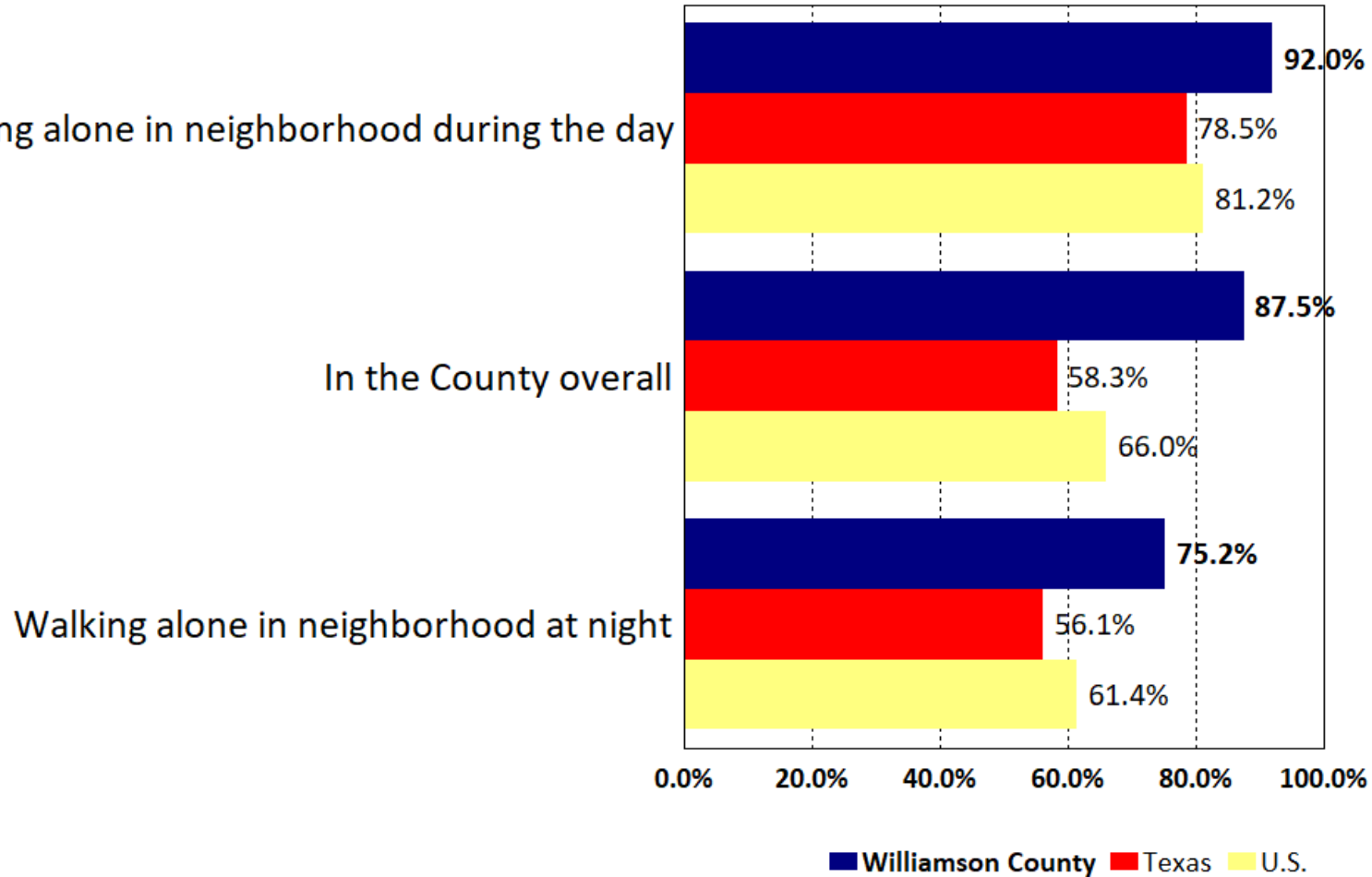


All Areas Assessed Were Significantly Higher Than US and Texas Averages

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Perceptions of Safety in the County

by the sum percentage of respondents who gave a rating of either very safe or safe (excluding don't know responses)

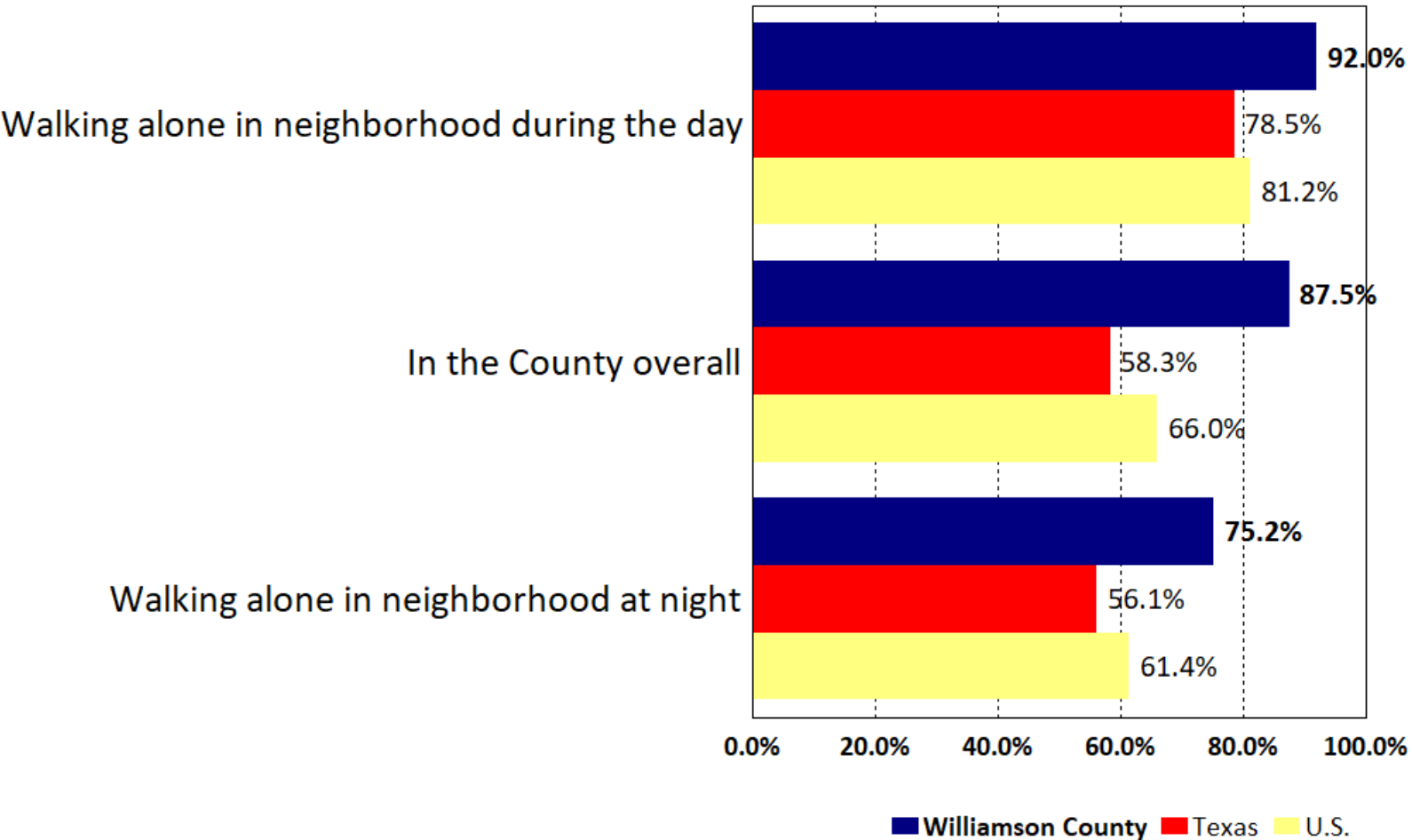


All Areas Assessed Were Significantly Higher Than US and Texas Averages

Significant differences are those that exceed the 2.7% margin of error

Satisfaction with Public Safety Services

by the sum percentage of respondents who gave a rating of either very satisfied or satisfied (excluding don't know responses)



**All Areas Assessed
Were Significantly
Higher Than US and
Texas Averages**

Significant differences are those that exceed the 2.7% margin of error

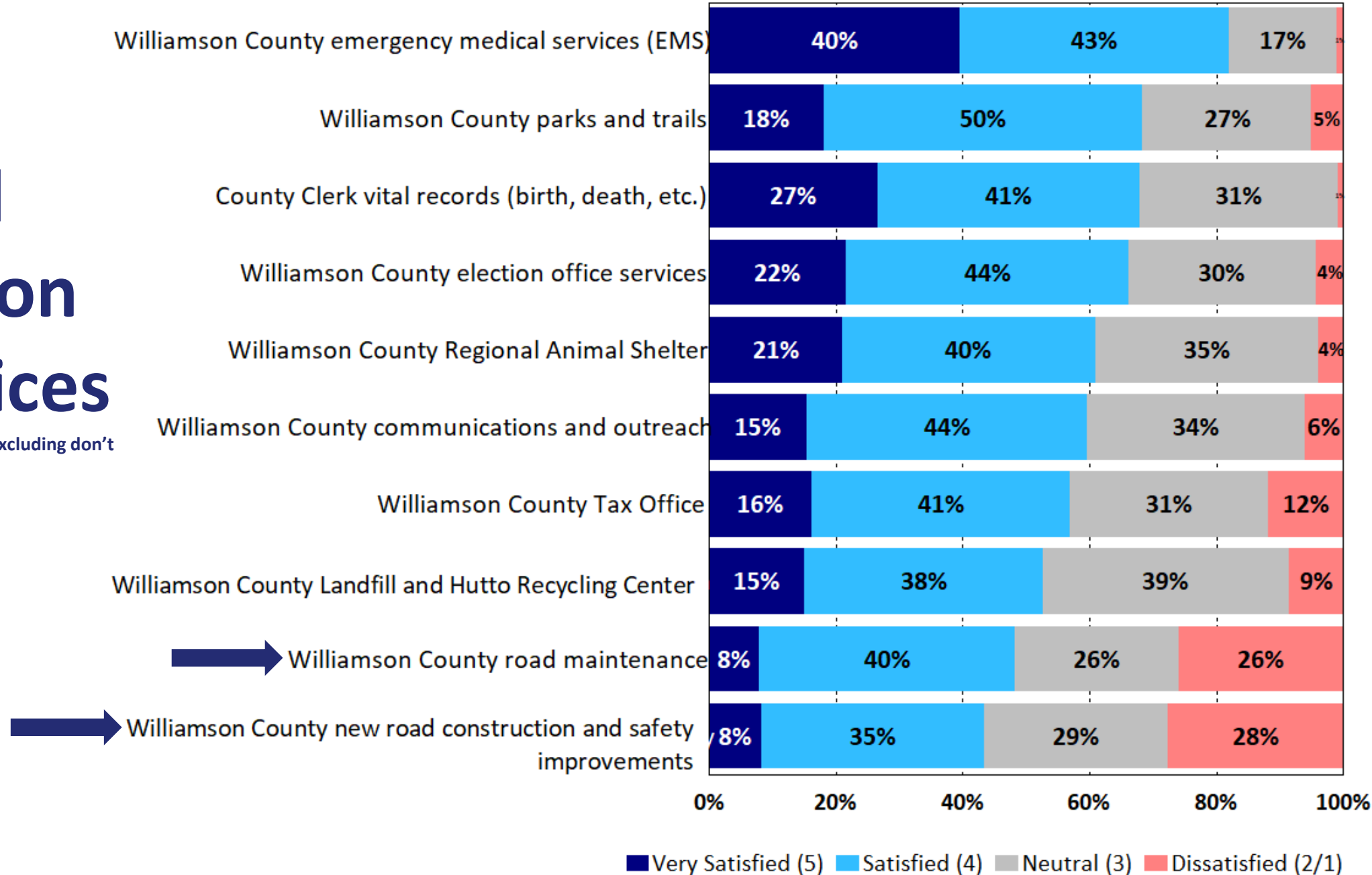
Opportunities

The survey is specifically designed to develop priorities for County leaders through the Importance-Satisfaction Analysis



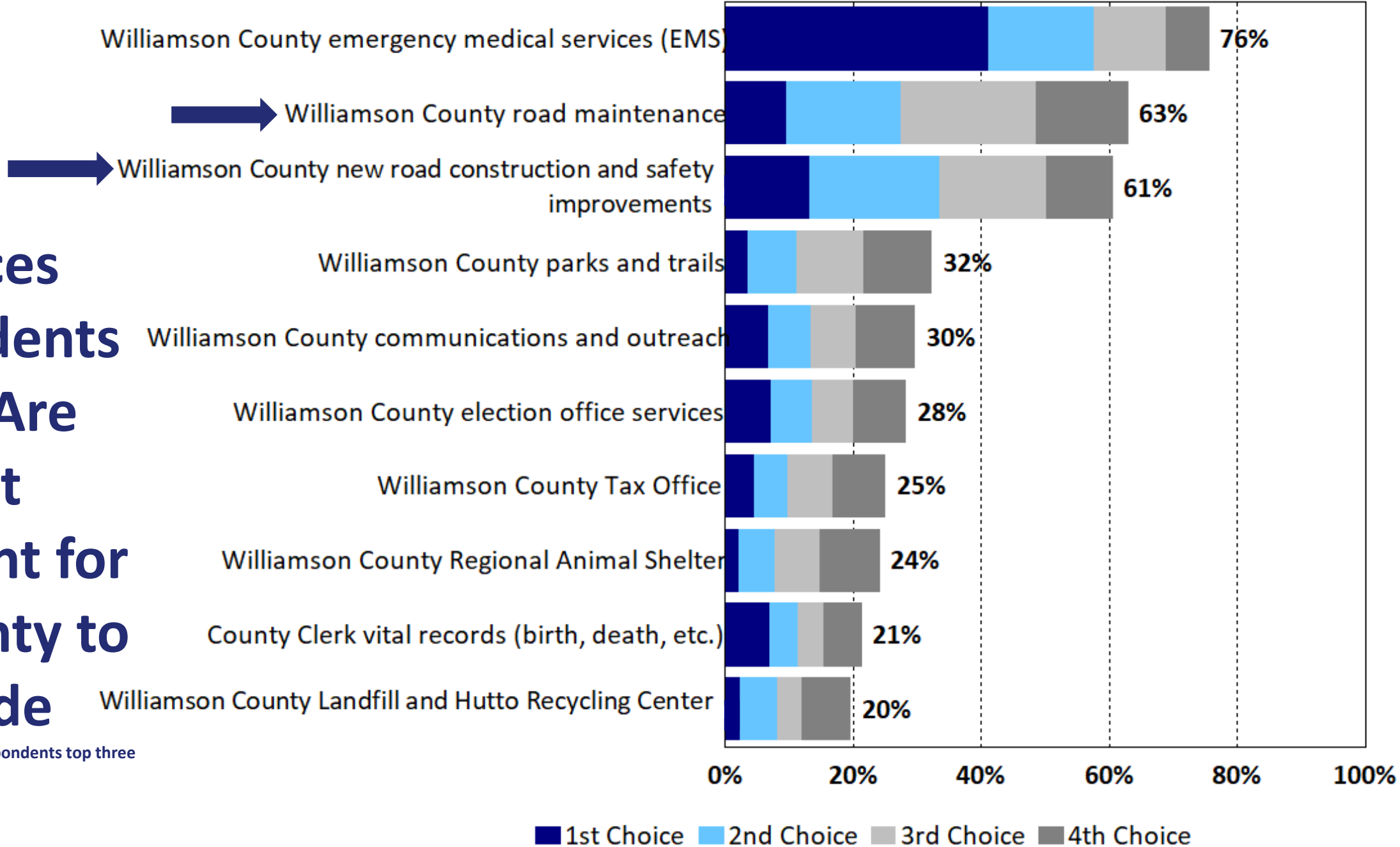
Overall Satisfaction With Services

by the sum percentage of respondents (excluding don't know responses)



Services Respondents Think Are Most Important for the County to Provide

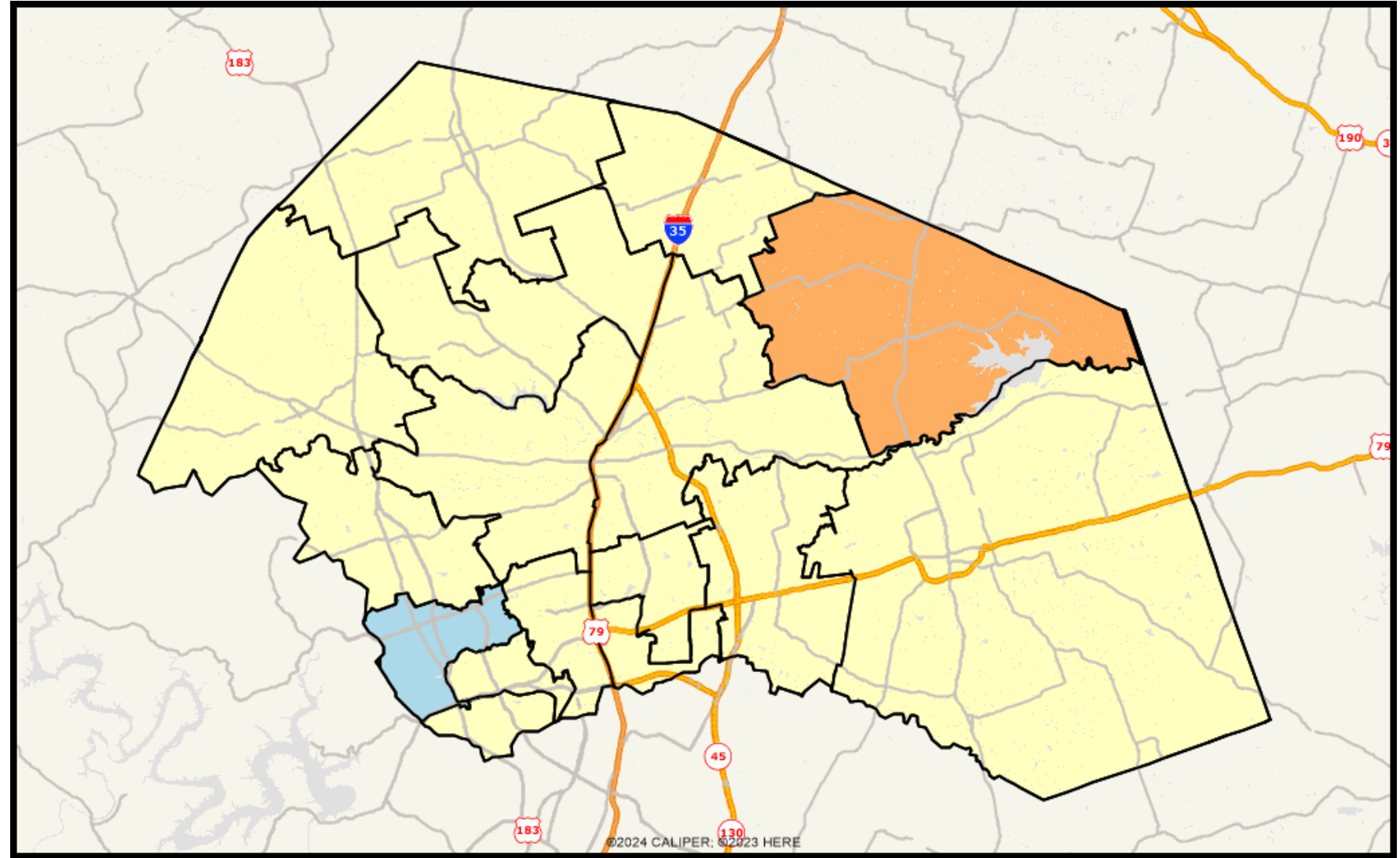
by the sum percentage of respondents top three choices



New Road Construction and Safety Improvements

This area was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

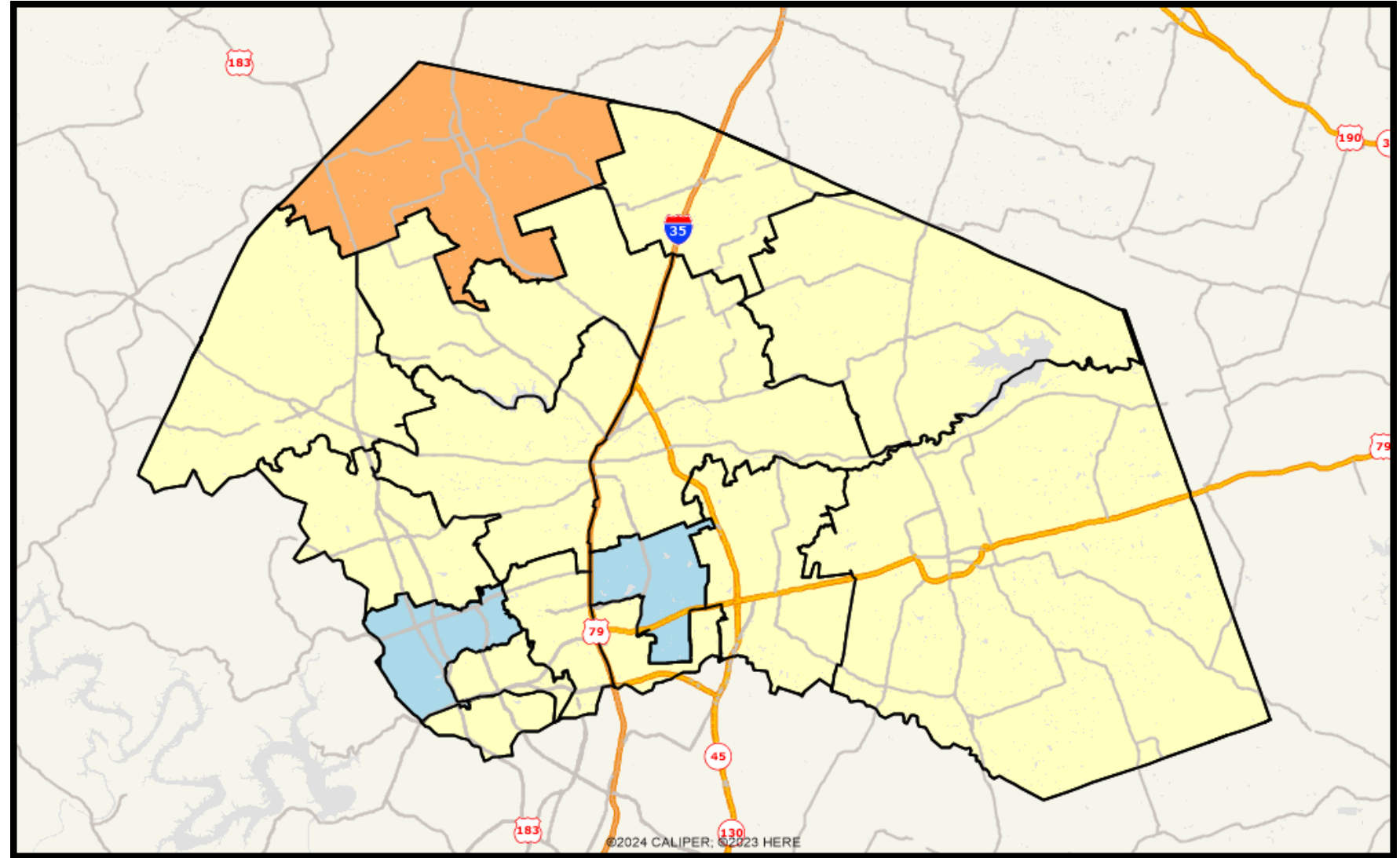
Areas shaded in orange show where residents are most dissatisfied, areas shaded in yellow are “neutral” ratings while blue areas show general levels of positive satisfaction



County Road Maintenance

This area was determined to be the second highest priority for improvement based on the Importance-Satisfaction Analysis

Areas shaded in orange show where residents are most dissatisfied, areas shaded in yellow are “neutral” ratings while blue areas show general levels of positive satisfaction



2024 Importance-Satisfaction Rating

Williamson County, TX

Overall County Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Williamson County new road construction and safety improvements	61%	3	43%	10	0.3430	1
Williamson County road maintenance	63%	2	48%	9	0.3263	2
Williamson County emergency medical services (EMS)	76%	1	82%	1	0.1355	3
Williamson County communications and outreach	30%	5	60%	6	0.1201	4
Williamson County Tax Office	25%	7	57%	7	0.1082	5
Williamson County parks and trails	32%	4	68%	2	0.1021	6
Williamson County election office services	28%	6	66%	4	0.0959	7
Williamson County Regional Animal Shelter	24%	8	61%	5	0.0946	8
Williamson County Landfill and Hutto Recycling Center	20%	10	53%	8	0.0934	9
County Clerk vital records (birth, death, etc.)	21%	9	68%	3	0.0685	10

2024 Importance-Satisfaction Rating

Williamson County, TX

Parks and Recreation

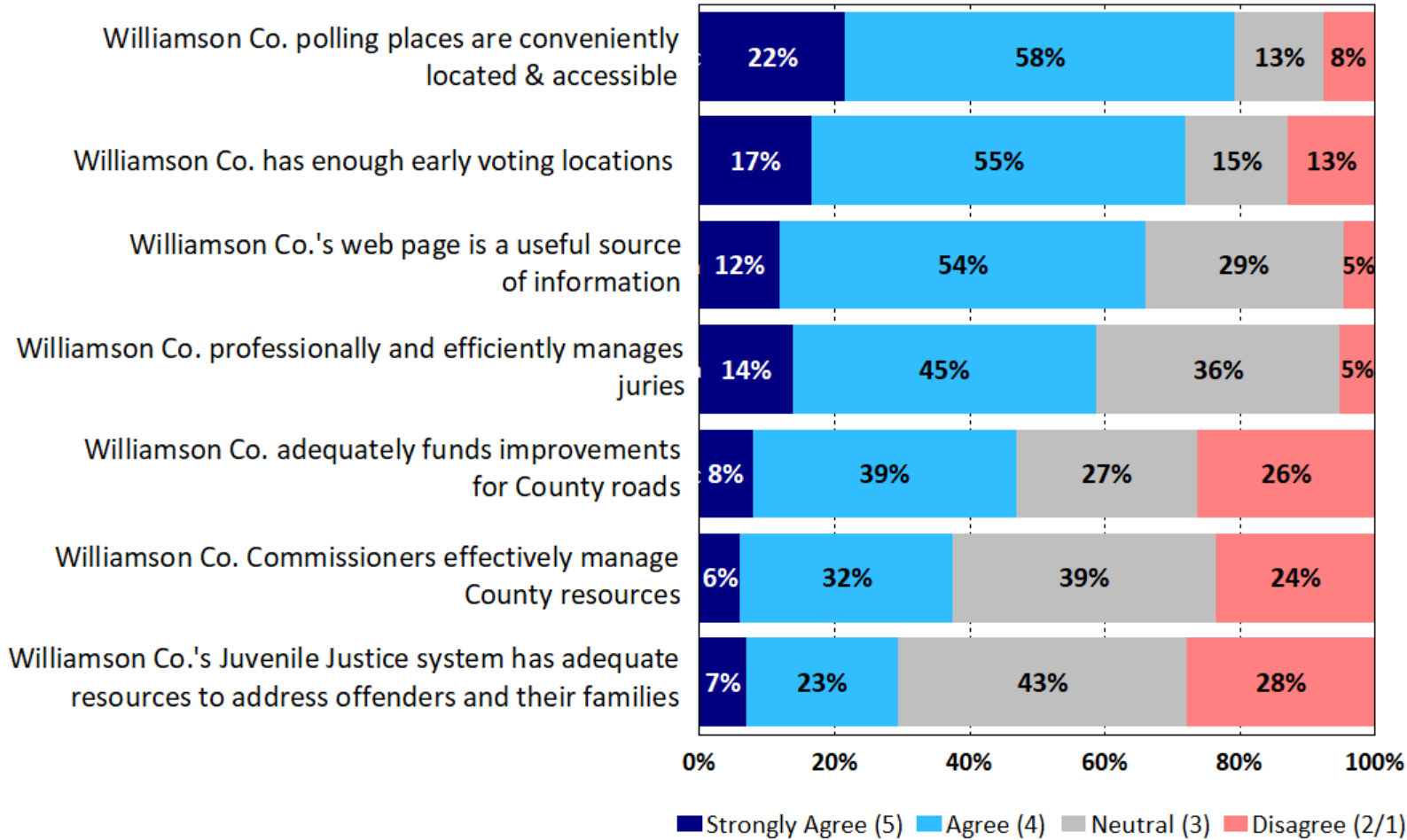
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Overall feeling of safety in WilCo parks	50%	1	71%	2	0.1452	1
Quality & availability of restrooms in WilCo parks	29%	4	57%	8	0.1260	2
Quality & availability of open space/natural areas	36%	2	71%	3	0.1056	3
Quality & availability of WilCo parks	29%	3	72%	1	0.0835	4
Quality & availability of WilCo trails	26%	5	70%	4	0.0767	5
Quality/availability of playgrounds in WilCo parks	19%	6	68%	5	0.0604	6
Quality & availability of overnight camping	6%	10	35%	12	0.0411	7
Quality & availability of group rental facilities	8%	8	55%	10	0.0375	8
Ease of use of on-line park facility reservation system, ActiveNet	8%	7	56%	9	0.0369	9
Quality of customer service with Parks Dept. staff	8%	9	62%	6	0.0312	10
Quality & availability of WilCo Exposition Center	5%	11	52%	11	0.0234	11
Quality & availability of the Quarry Splash Pad	3%	12	61%	7	0.0131	12

Strategic Priorities

*How do the County's Strategic Priorities Support
Opportunities for Improvement*

Agreement with the Following Statements Regarding County Government

by percentage of respondents (excluding don't know)



Resource Management and Road Improvements

Two of the items that received higher levels of 'disagree' responses from respondents are directly related to some of our top priorities identified by the Importance-Satisfaction Analysis

These are the two most important statements to respondents in a follow-up forced ranking question

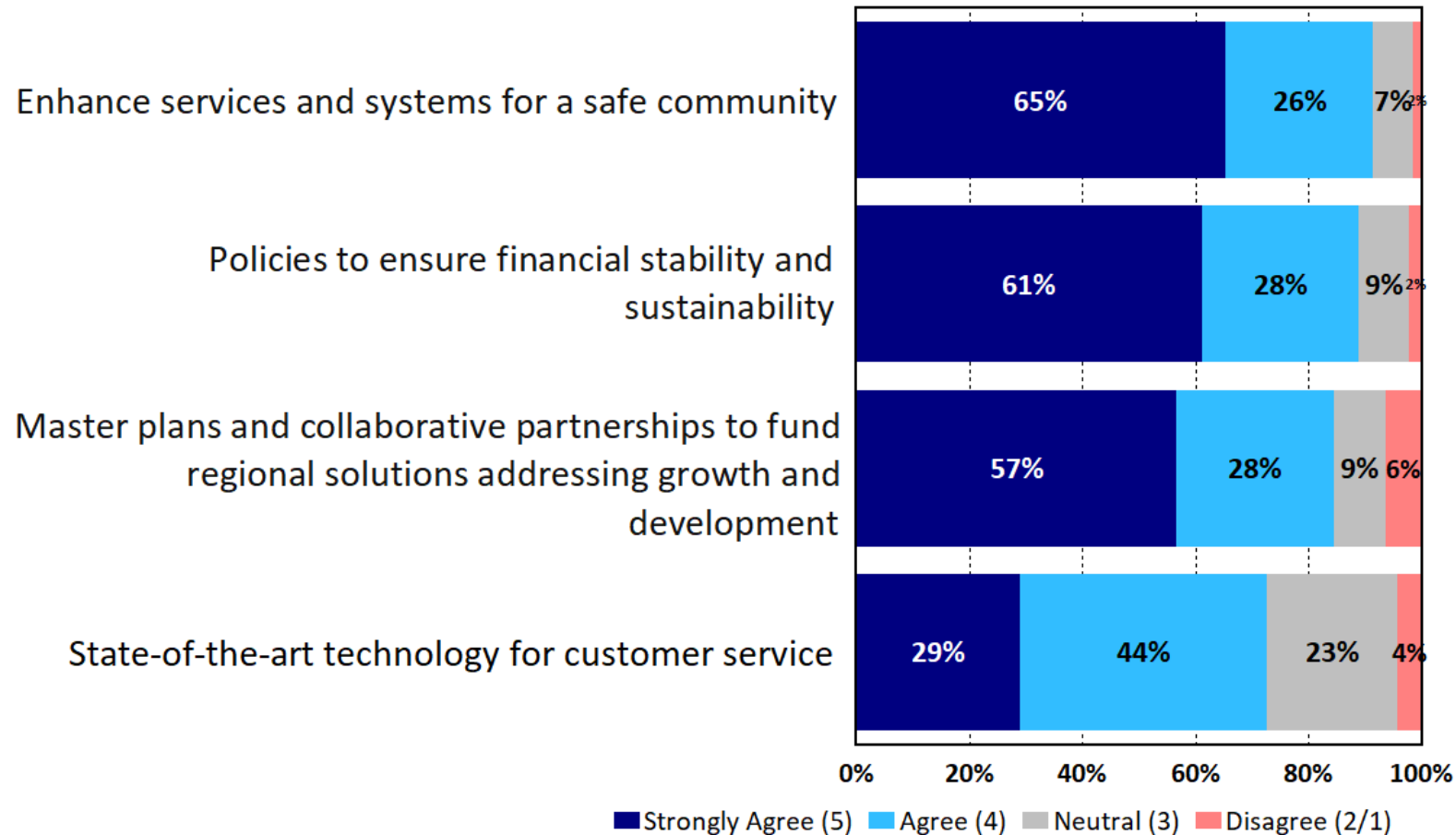


County Leaders Are On-Track and Are Aligned with Community Priorities

While safety is not a priority for improvement, but rather a strength of the county, respondents strongly believe that the County should explore policies to ensure financial stability and address growth and development which are related to some of our top opportunities for improvement

Agreement About Whether the Following Are Strategic Priorities

by percentage of respondents (excluding not provided)



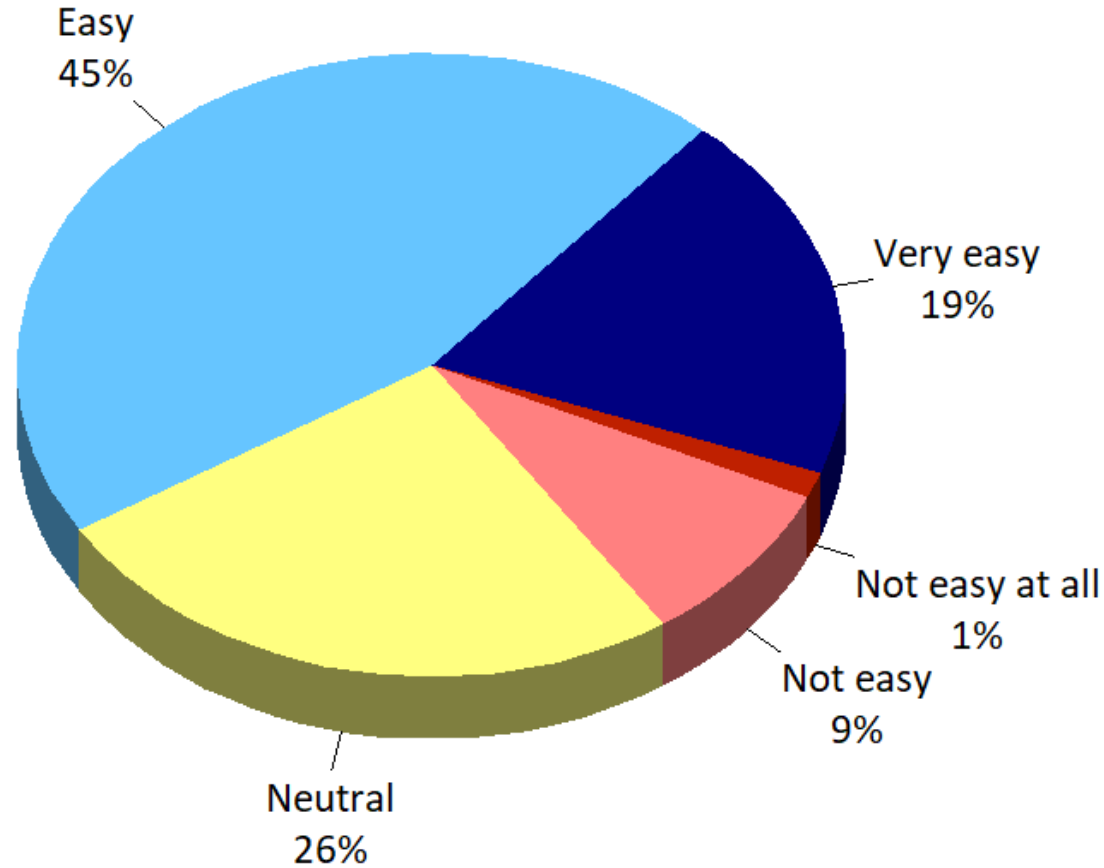
Additional Findings

Other findings from the 2024 survey results



How easy was it to find the information you were looking for on the County's website?

by percentage of respondents who visited the County's website during the past year (excluding not provided)

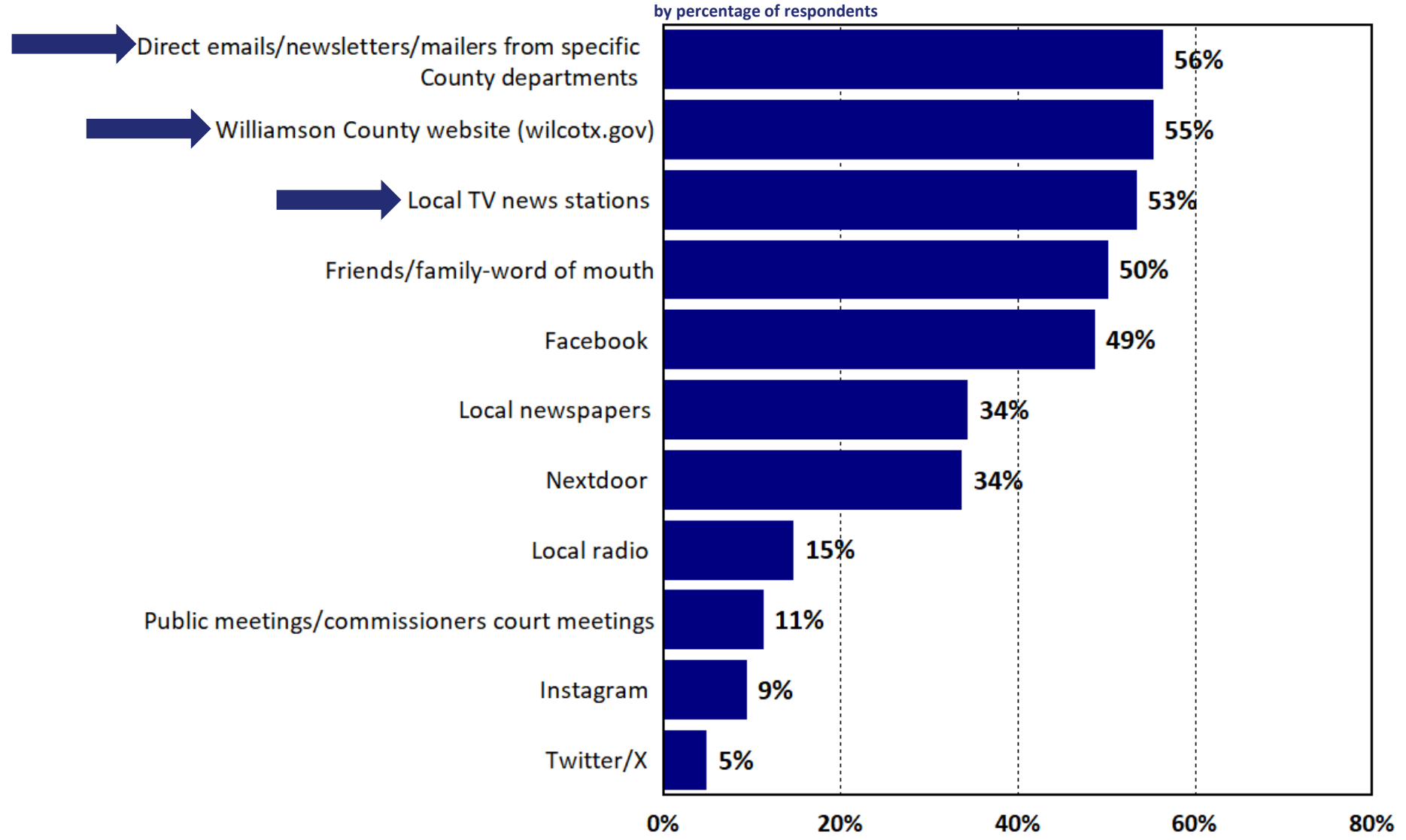


Most Respondents Rely on the County's Website

77% of respondents indicated they have visited the County's website during the past year

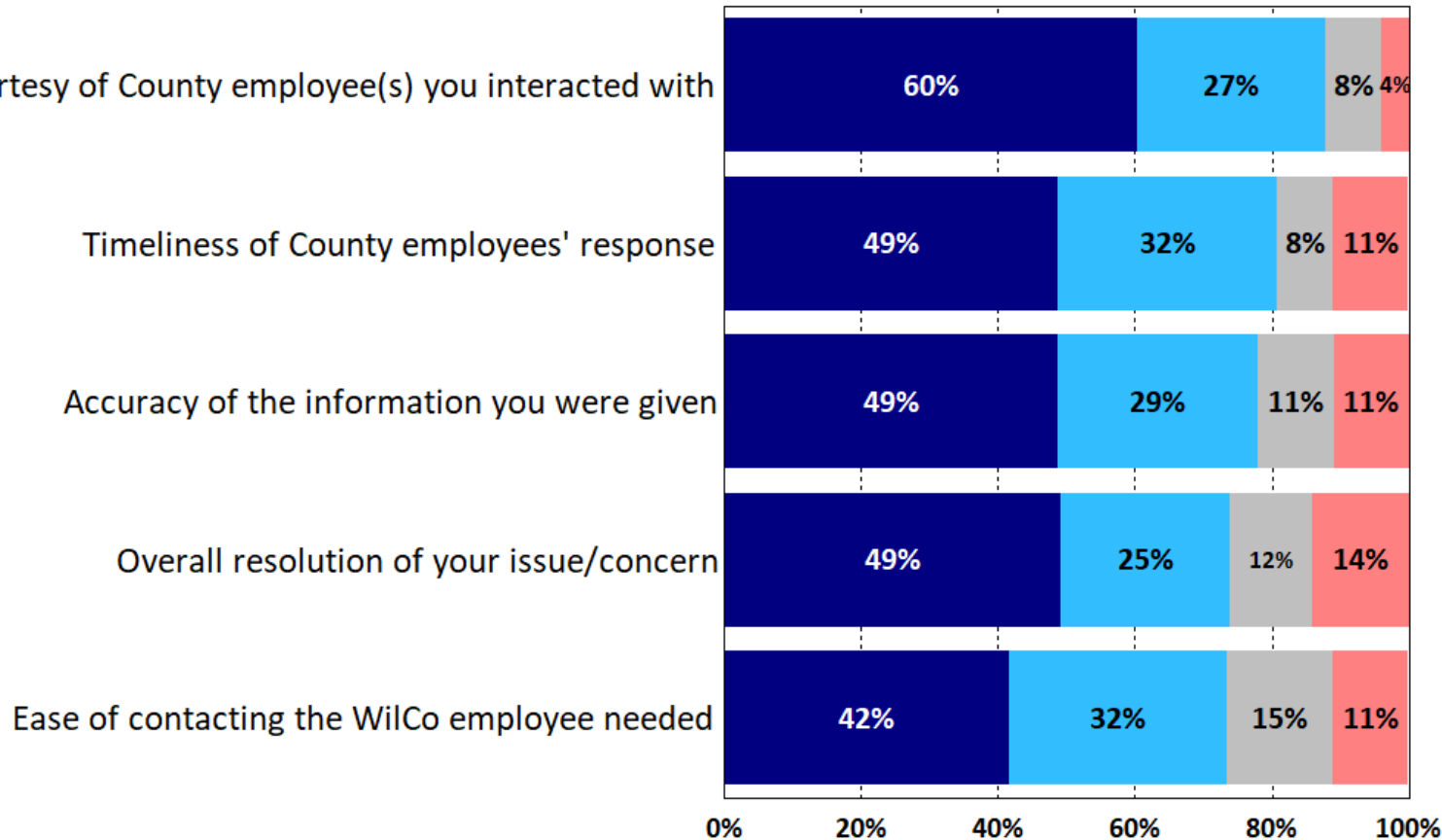
The website is also among the most used and preferred sources of information in the County

Sources Used to Learn About Williamson County News, Events, and to Get Other County Information



Satisfaction with Experience Interacting with County Departments

by percentage of respondents who have contacted the county during the past year (excluding don't know)

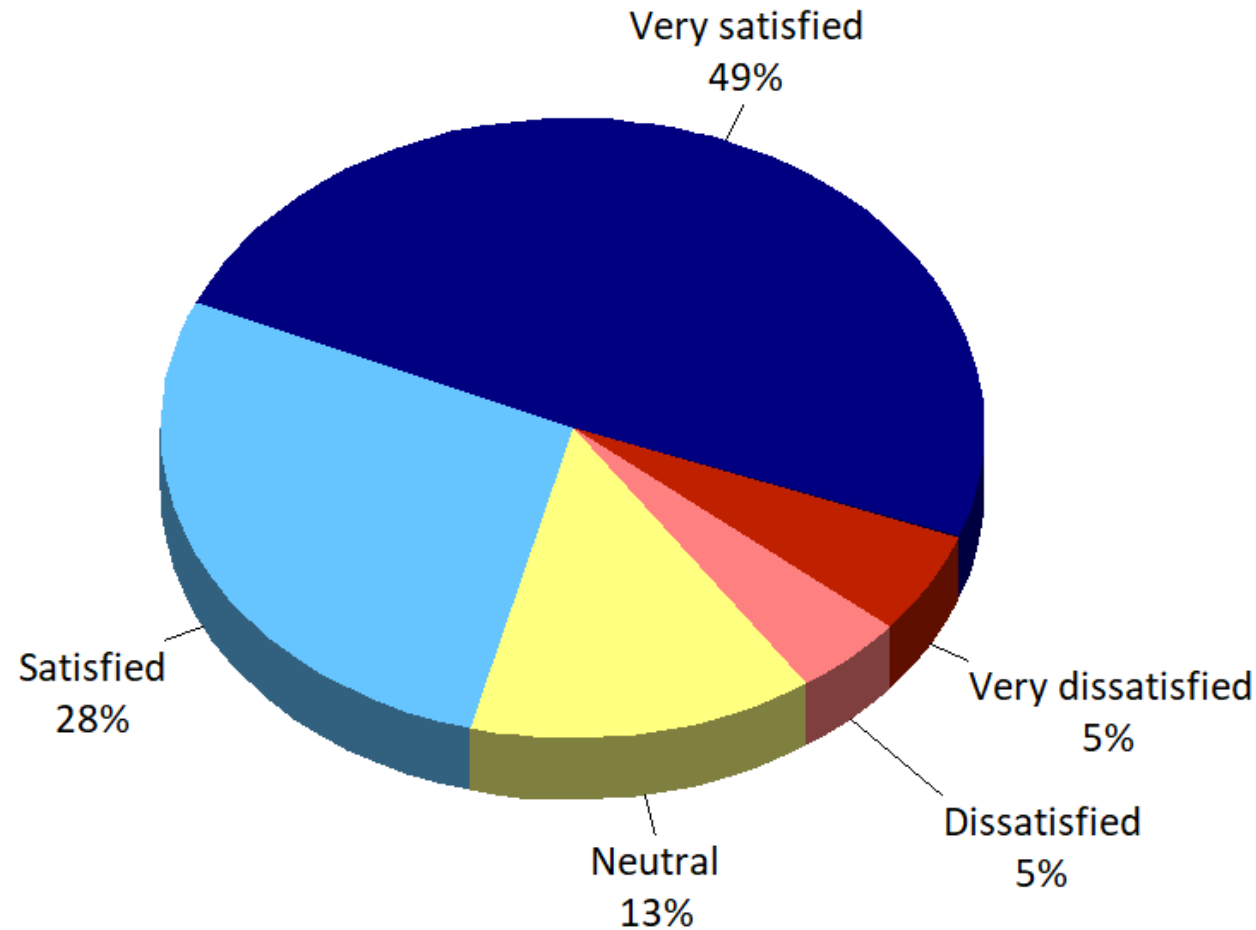


County Staff are Providing Exceptional Customer Service

Of the 37% of respondents who have contacted the County within the past year, 36% contacted the County in-person, 20% by email, and 43% contacted the County by Phone

Overall, how satisfied are you with your most recent interaction with the Williamson County Sheriff's Office?

by percentage of respondents who have contacted the Sheriff's Office during the past year (excluding don't know)



The County's Sheriff's Department is Also Providing Great Service

Of the 16% of respondents who have contacted the County's Sheriff's Office within the past year, 34% requested assistance, 32% reported a crime, 29% had an interaction at a community event, 22% interacted with Animal Control, 11% were part of a criminal investigation, and 9% were part of a traffic stop

Summary

- The County received top marks in core areas that have a major impact on overall quality of life ratings
- Perceptions of the community are positive, and respondents indicated that public safety and infrastructure will play a crucial role in your continued success
- Opportunities for improvement exist but the County is well poised to address areas that are already part of the County's strategic priorities

Questions?

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Thank you!

Get In Touch



725 W Frontier Lane, Olathe, KS



913-829-1215



ETCinstitute.com



Ryan.Murray@etcinstitute.com