



THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

Results for
McKinney, TX
2023 National
Community SurveyTM





Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Questions about our product?

Visit www.polco.us to learn more



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Exclusive partners of:



Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**

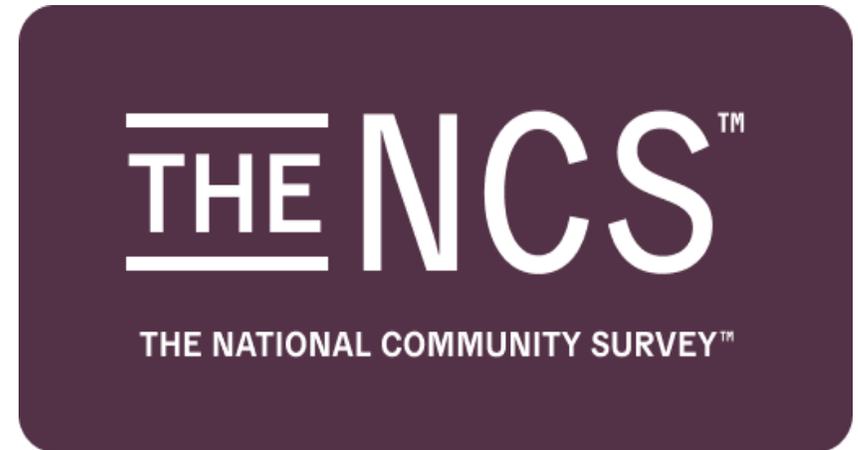


**Inform budget,
land use, strategic
planning decisions**



**Benchmarking
to other
communities**

Facets of Community Livability



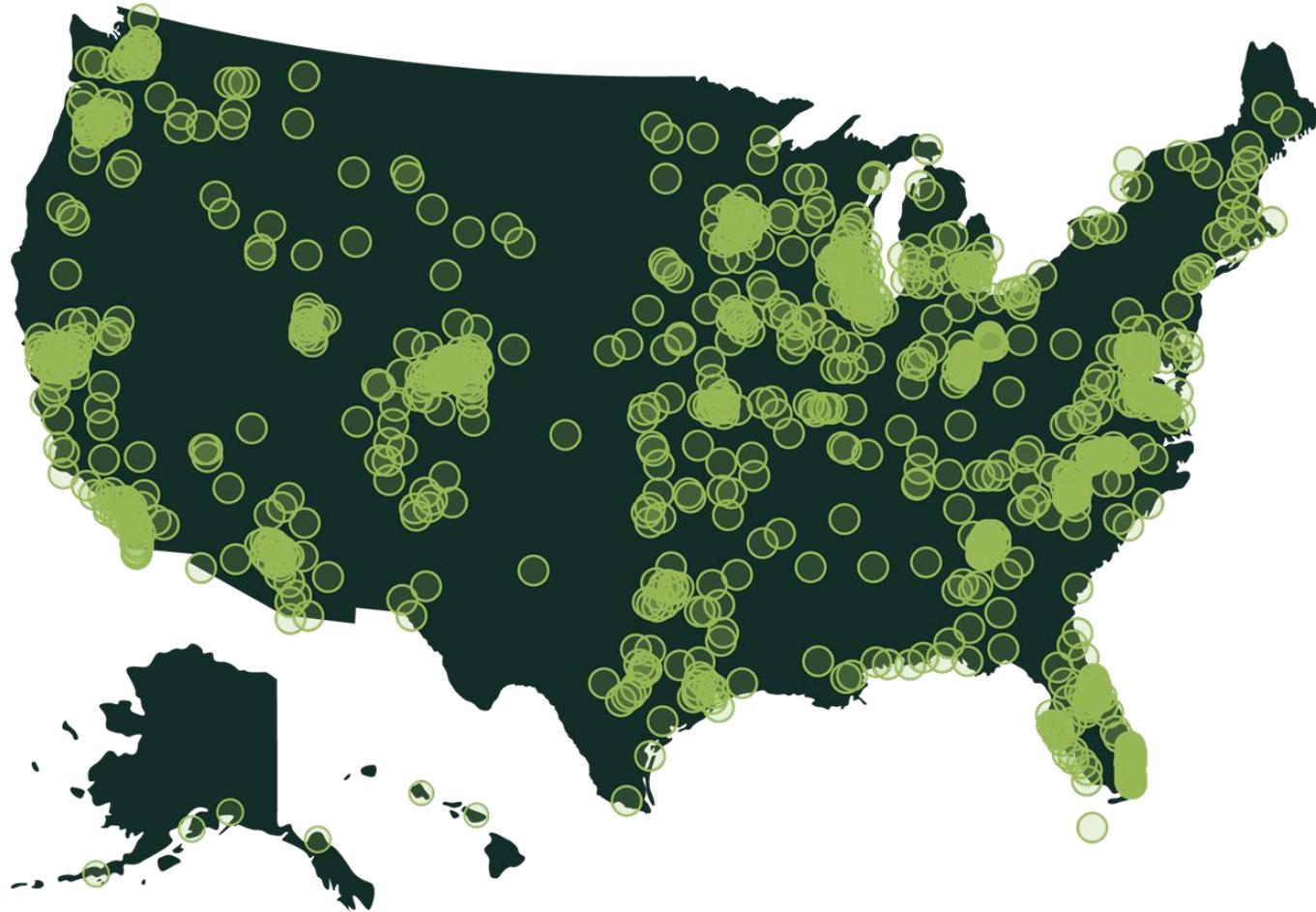
The National Community Survey™ in McKinney



The NCS™ for McKinney, ST

- Fourth time conducting The NCS (previous surveys in 2021, 2019, and 2017)
- Survey conducted from January 20, 2023 – March 3, 2023
- Mailing approach employed:
 - Probability-based sample of 4,500 randomly selected households
 - 466 total responses received
 - 11% overall response rate
- Non-probability, open-participation survey: 966 responses
- Results statistically weighted to reflect McKinney overall
- 95% confidence interval with a +/- 4% margin of error

Polco's Benchmarking Database



More than **500**
comparison communities
across the nation.

Representing the opinions
of more than **50 million**
residents.





Overview of Survey Results



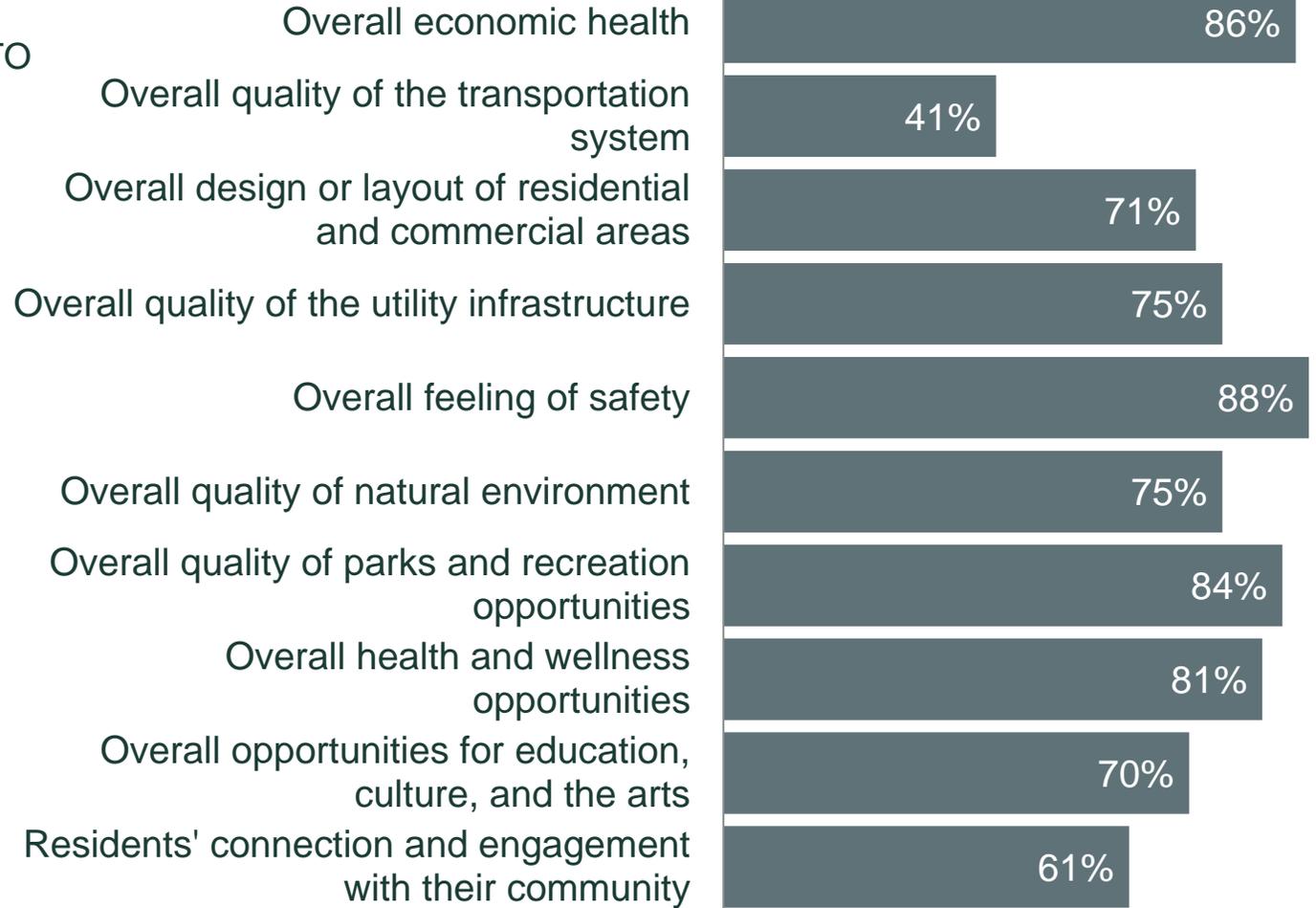


Facets of Community Livability: Quality

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT or GOOD





Facets of Community Livability: Importance

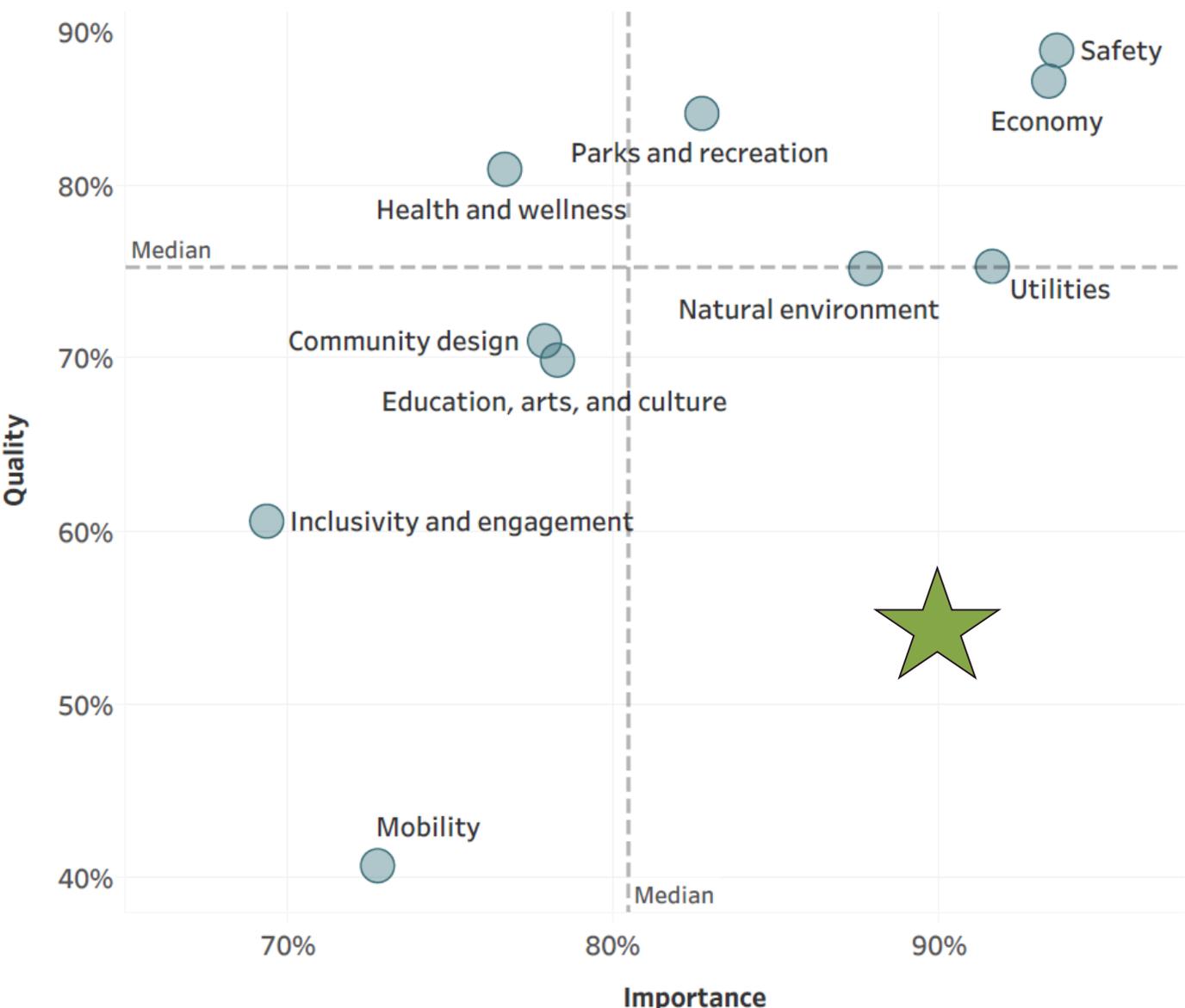
COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

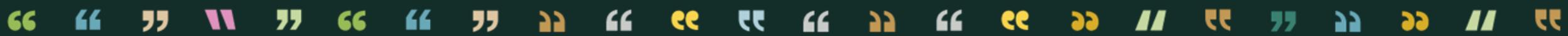
PERCENT ESSENTIAL OR VERY IMPORTANT



Balancing Quality and Importance



Comparisons to National Benchmarks





Key Finding #1

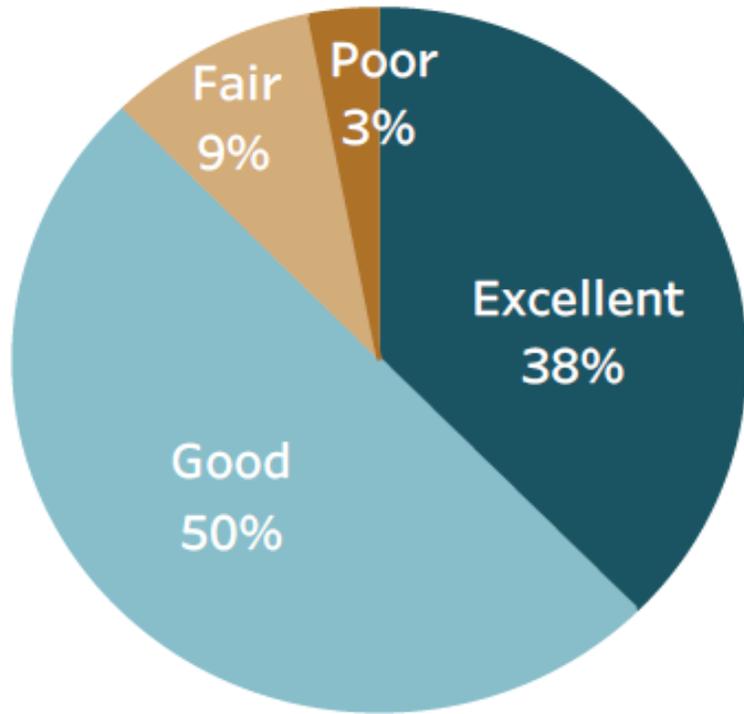
Safety is a community strength and a top priority for McKinney residents.



Safety in McKinney



Overall feeling of safety in McKinney, 2023

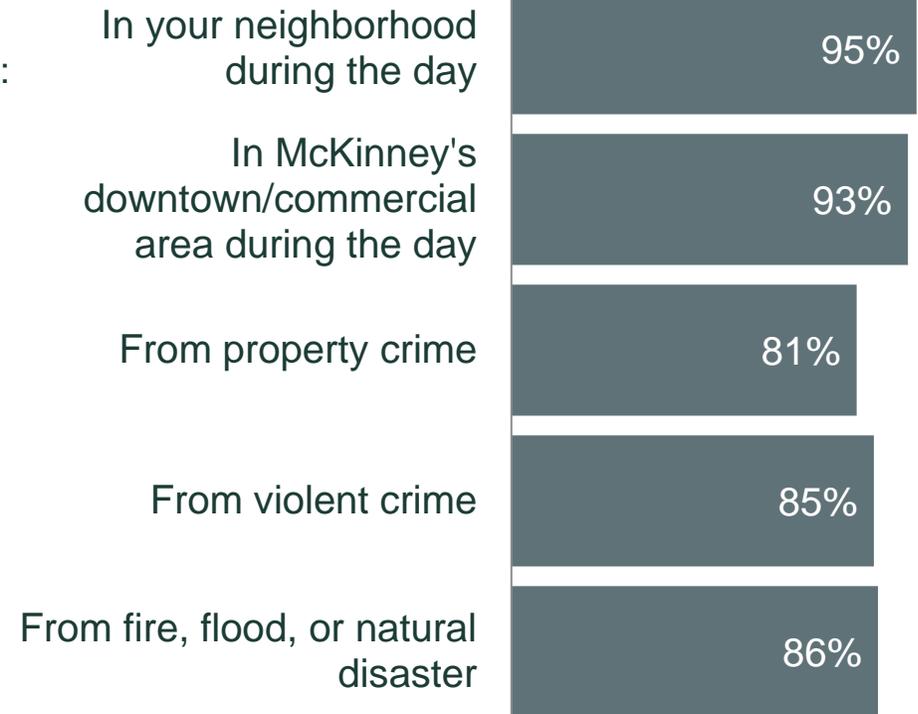


Please rate how safe or unsafe you feel:

PERCENT VERY OR SOMEWHAT SAFE

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower



Safety Services in McKinney



94%

Fire services



88%

Ambulance/
Emergency
medical
services



82%

Police services



81%

Fire prevention/
education

Percent excellent or good
All similar to national benchmarks



Key Finding #2

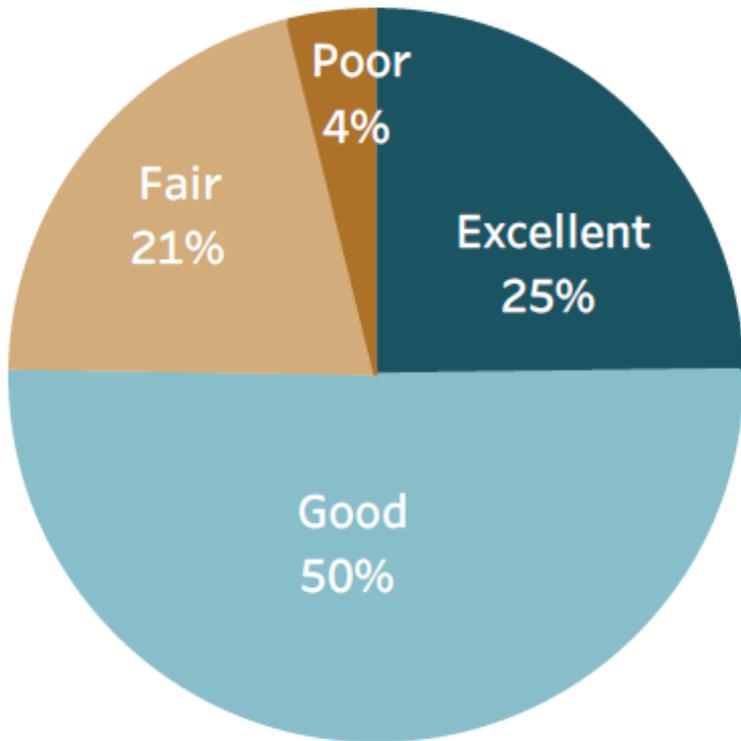
Residents value the City's utility infrastructure.



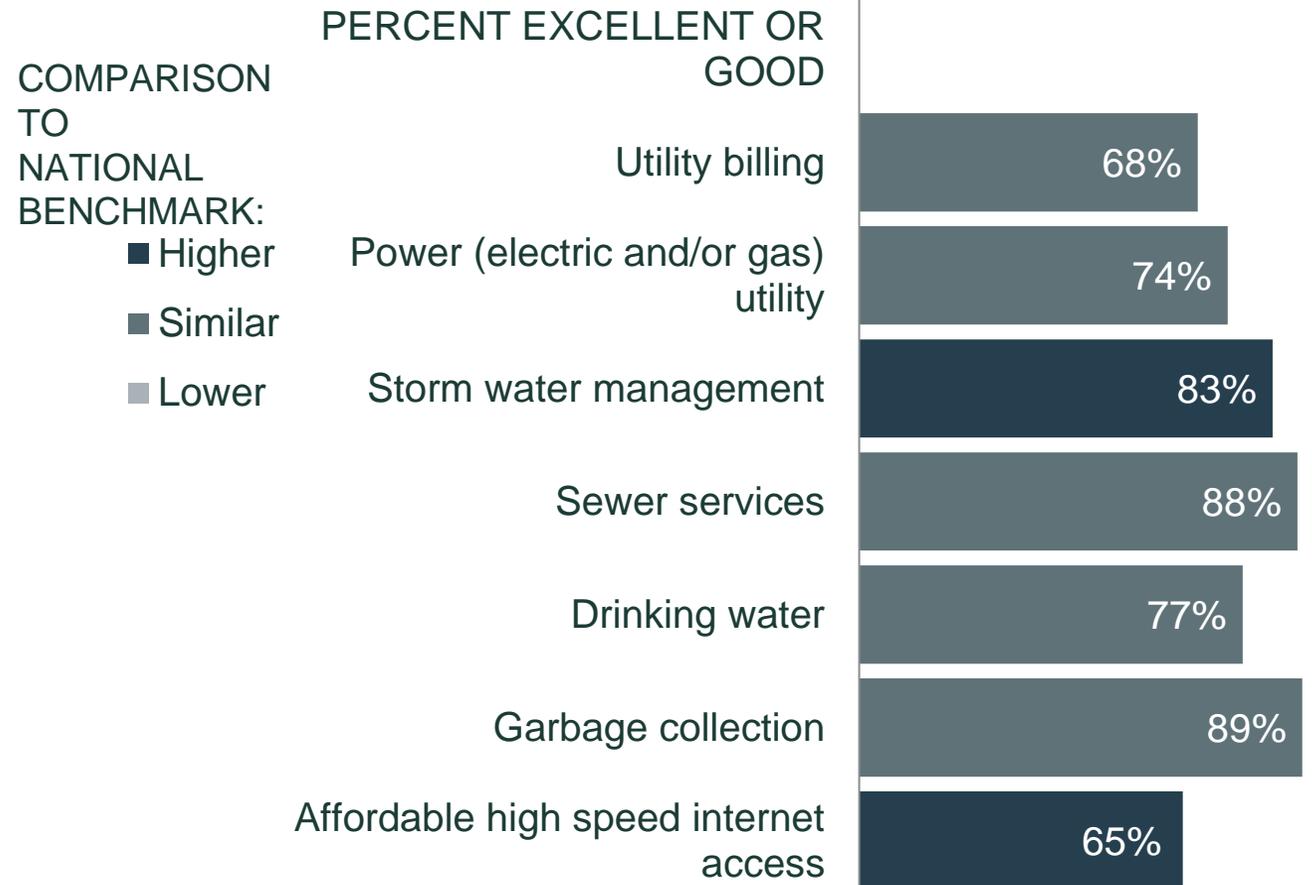
Utilities in McKinney



Overall quality of the utility infrastructure in McKinney, 2023



Please rate the quality of each of the following services in McKinney:





Key Finding #3

McKinney's community design may be a potential area of opportunity for the city.

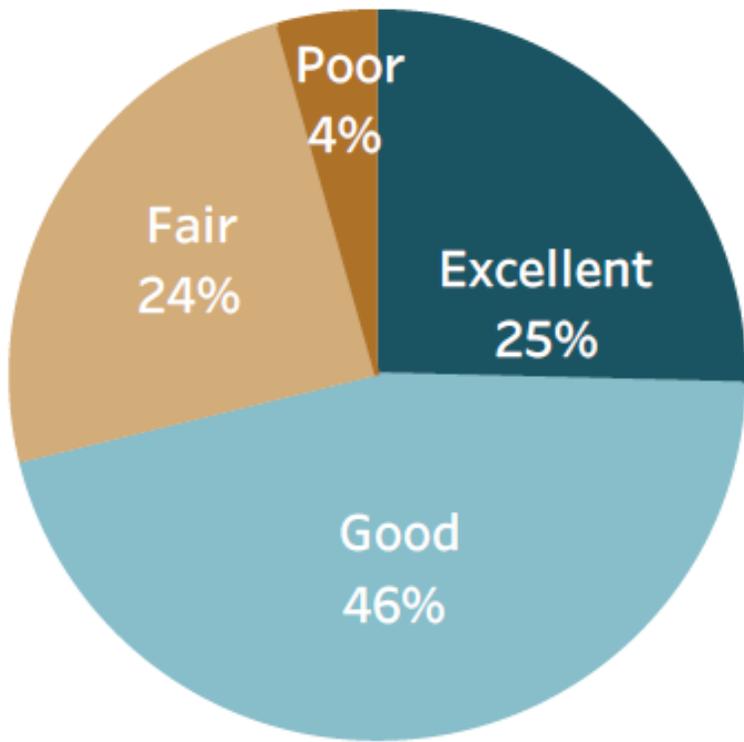


Community Design in McKinney



Please rate each of the following in the McKinney community:

Overall design or layout of McKinney's residential and commercial areas, 2023



COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower



Additional Special Topics

13. 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:

| | Major source | Minor source | Not a source |
|---|--------------|--------------|--------------|
| City website (www.mckinneytexas.org)..... | 1 | 2 | 3 |
| Local newspapers | 1 | 2 | 3 |
| City electronic newsletter | 1 | 2 | 3 |
| City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextdoor) .. | 1 | 2 | 3 |
| City Council meetings and other public meetings (in person or watching on TV or online) ... | 1 | 2 | 3 |
| City online annual report..... | 1 | 2 | 3 |
| Talking with City officials..... | 1 | 2 | 3 |
| Water bill inserts..... | 1 | 2 | 3 |
| Word-of-mouth..... | 1 | 2 | 3 |
| Homeowner’s Association communications..... | 1 | 2 | 3 |

14. 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:

| | High priority | Medium priority | Not a priority |
|---|---------------|-----------------|----------------|
| Expanded and connected hike and bike trail system..... | 1 | 2 | 3 |
| Investment in updating existing parks and sports complexes..... | 1 | 2 | 3 |
| Outdoor entertainment venue | 1 | 2 | 3 |
| Retail, restaurant and entertainment options..... | 1 | 2 | 3 |
| Outdoor/adventure activities (e.g., zip line, wake boarding) | 1 | 2 | 3 |
| Creating/preserving open lands | 1 | 2 | 3 |
| Investment in building new parks and sports complexes..... | 1 | 2 | 3 |
| Recreational tourism projects (e.g., water park, wave pool, whitewater rafting, dedicated triathlon course)..... | 1 | 2 | 3 |
| Tournament-grade destination sports complex (e.g., outdoor and indoor competition fields, training facilities, on-site hotels)..... | 1 | 2 | 3 |
| Municipal golf course | 1 | 2 | 3 |
| Community culture and arts center..... | 1 | 2 | 3 |

15. How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?

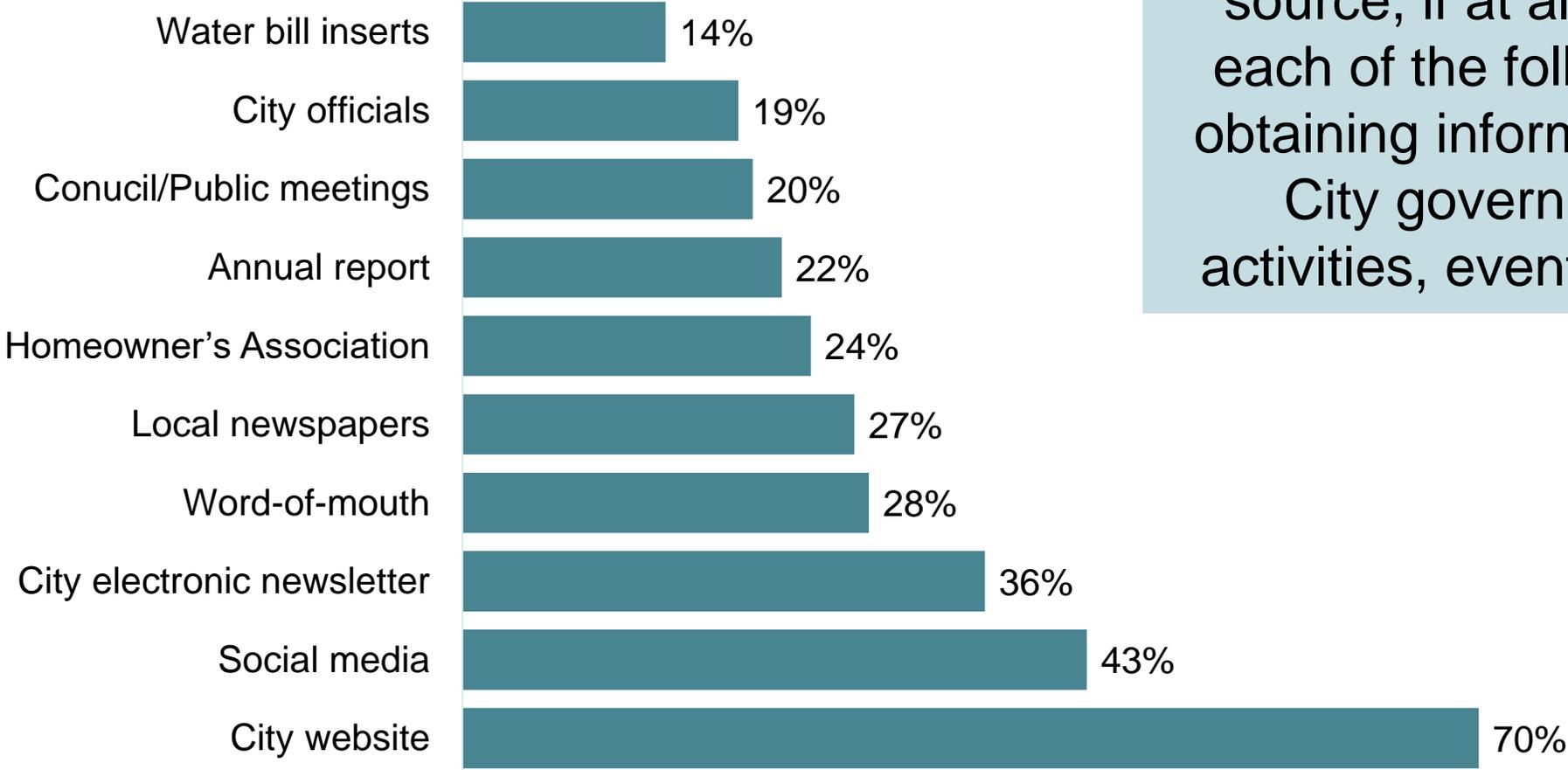
- Very visible
- Somewhat visible
- Not at all visible
- Don't know



Special Topic: City Government Communications



(Major Source of Information)

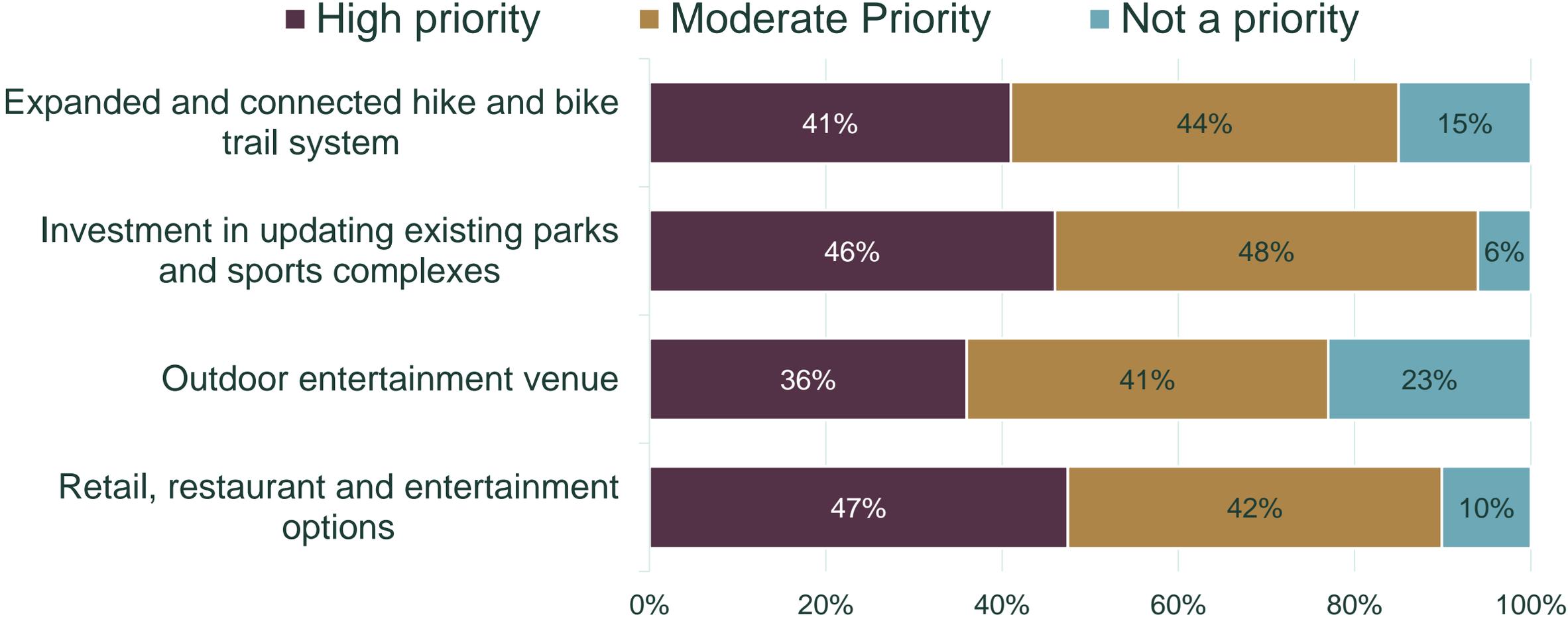


Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:

Special Topic: McKinney Amenities



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:

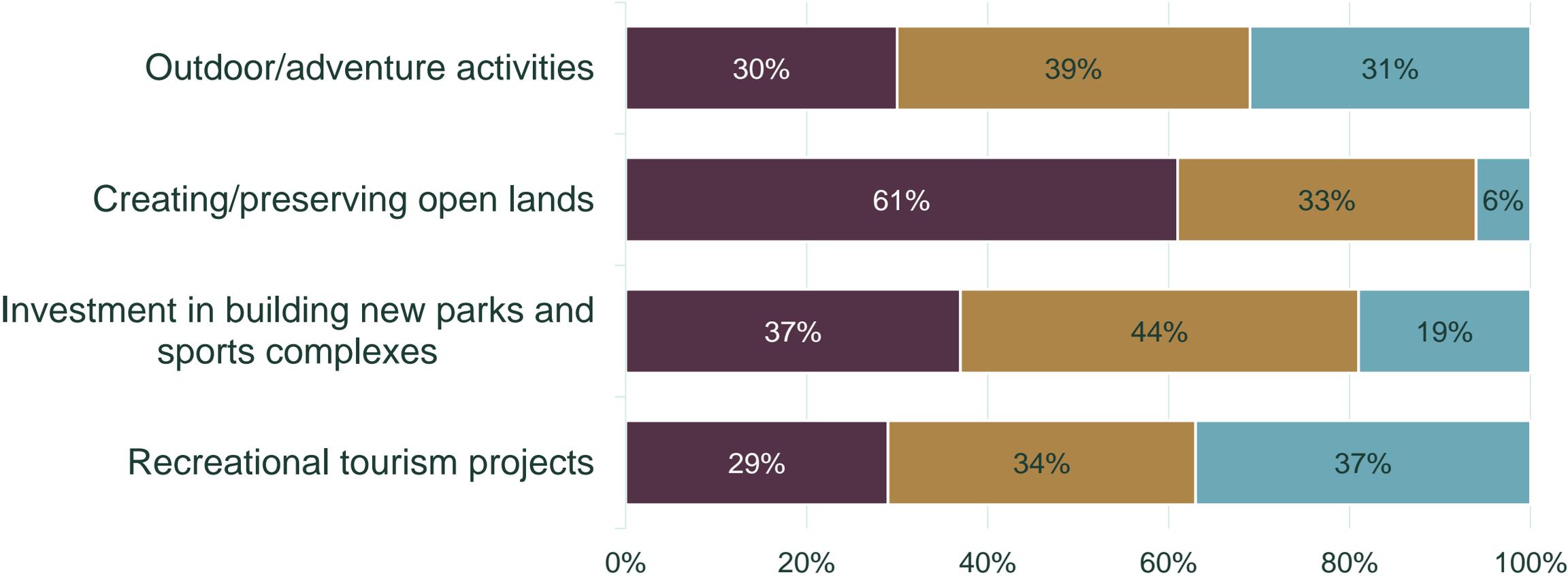


Special Topic: McKinney Amenities



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:

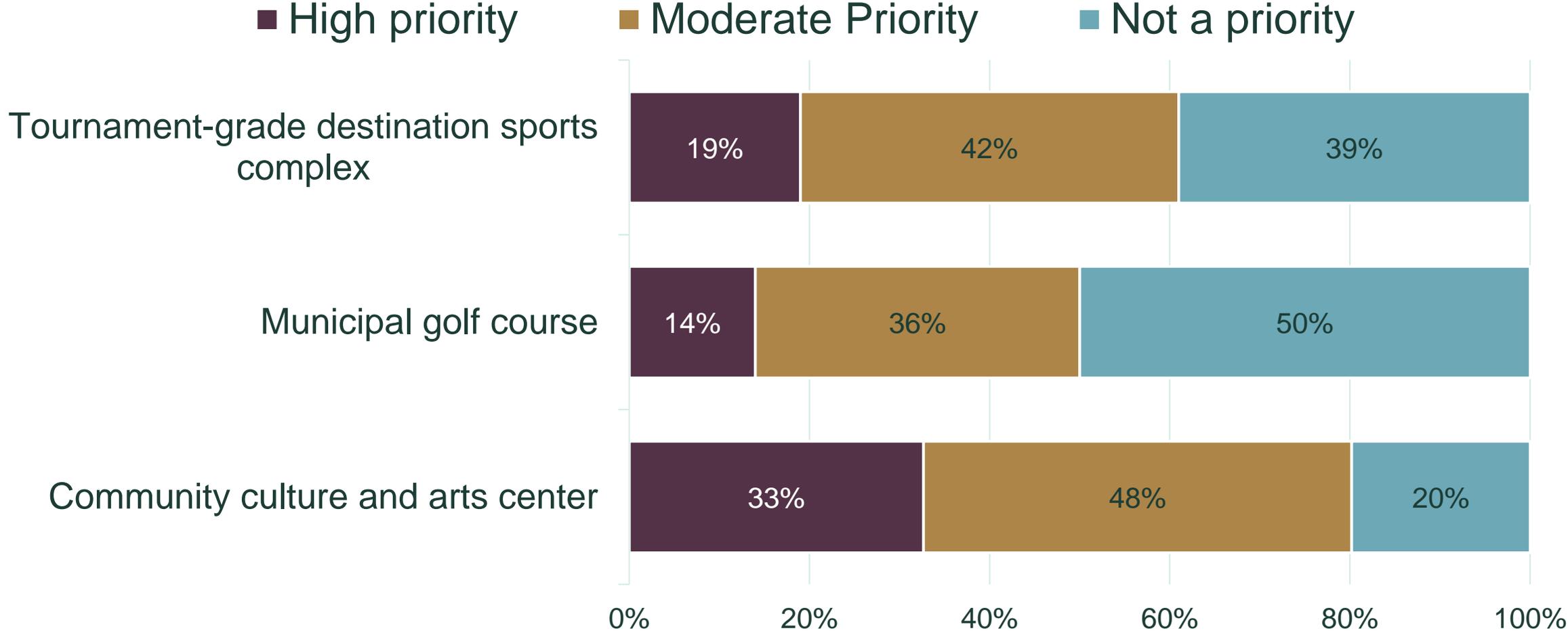
■ High priority ■ Moderate Priority ■ Not a priority



Special Topic: McKinney Amenities



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:





Summary of Conclusions

- Safety is a community strength and a top priority for McKinney residents.
- Residents value the City's utility infrastructure.
- McKinney's community design may be a potential area of opportunity for the city.



Debriefing The Survey Results

What findings did you expect?

What findings were surprising?

Are there areas where you need to dig deeper?

In what areas should you focus?

Polco Performance Dashboards



More participation



Good government



More informed participation



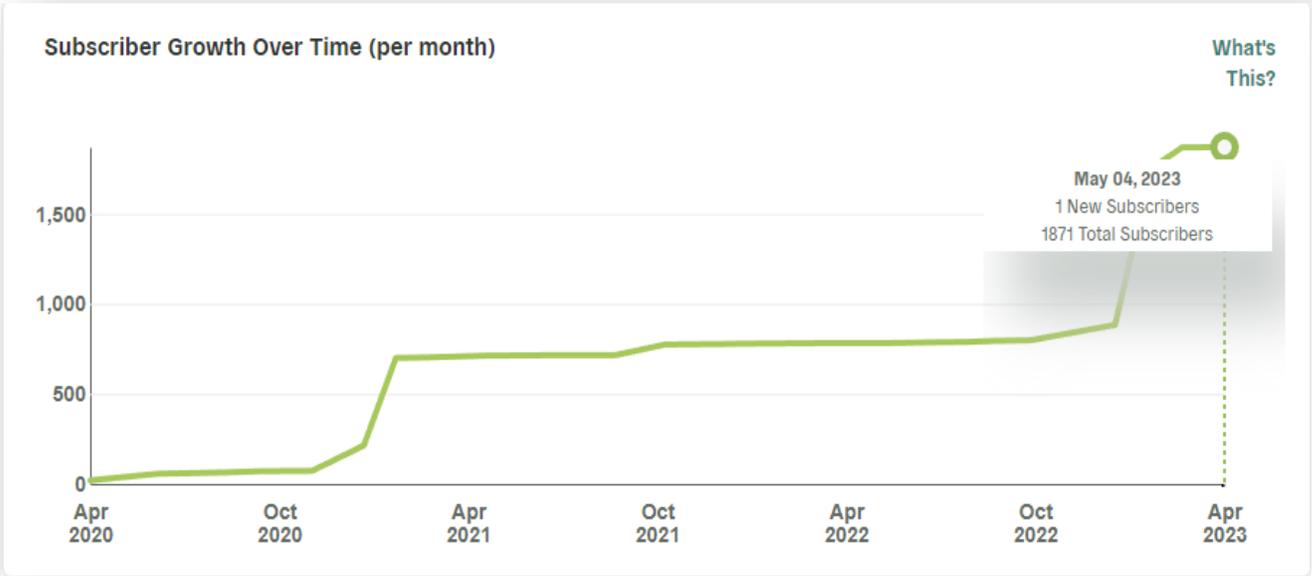
Data driven performance management



Better balanced participation



Save staff time and effort



Polco

- ENGAGEMENT
- Participants**
- Content
- Outreach
- Polco Library

- ACCOUNT
- Profile
- Settings
- Superadmin
- Configuration
- Benchmark Request

Participants

Residence of verified subscribers as reported by

Total Responses

What's This?

1,975

UNCHANGED in the last 30 days

Thank you!

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Polco/National Research Center
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NRC