



ZENCITY PULSE BASIC REPORT

City Services

Prepared for Commerce, TX

Introduction

The following report reviews residents' feedback and input regarding resident satisfaction with City services by analyzing resident responses to a survey designed by Zencity and deployed by Commerce. The survey was conducted between April 4, 2022, and April 24, 2022, and received 128 responses.

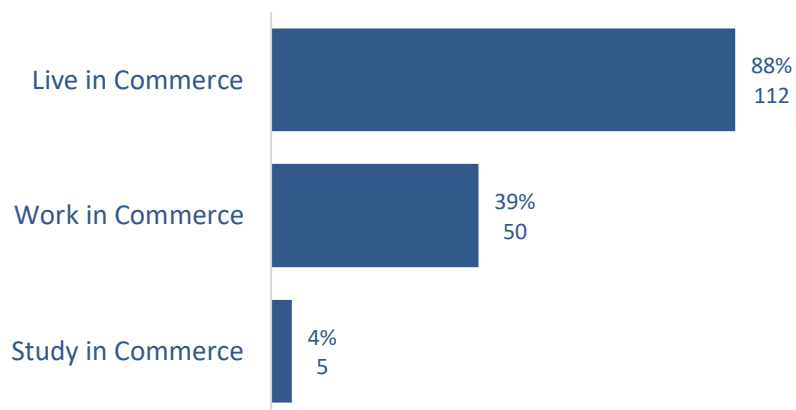
The survey included 1 open-ended and 6 closed-ended questions. The following analysis includes: Results of each closed-ended question; Results of the open-ended question; Related social media discourse analysis; Main takeaways and recommendations.

Executive Summary

- Road Maintenance received the lowest satisfaction rates and the highest ranking in importance of City investment. In addition, it emerged organically as the residents' main pain point in the open-ended question.
- Similarly, Parks and Recreation received relatively low satisfaction rates, was ranked relatively high in importance of investment, and was prominent in the open-ended questions. Residents focused on the need to invest in youth sports groups and facilities.
- Fire Department, Sanitation, and Police Department received the highest satisfaction rates. While the first two were ranked relatively low in the importance of investment, the last was ranked second to most important.

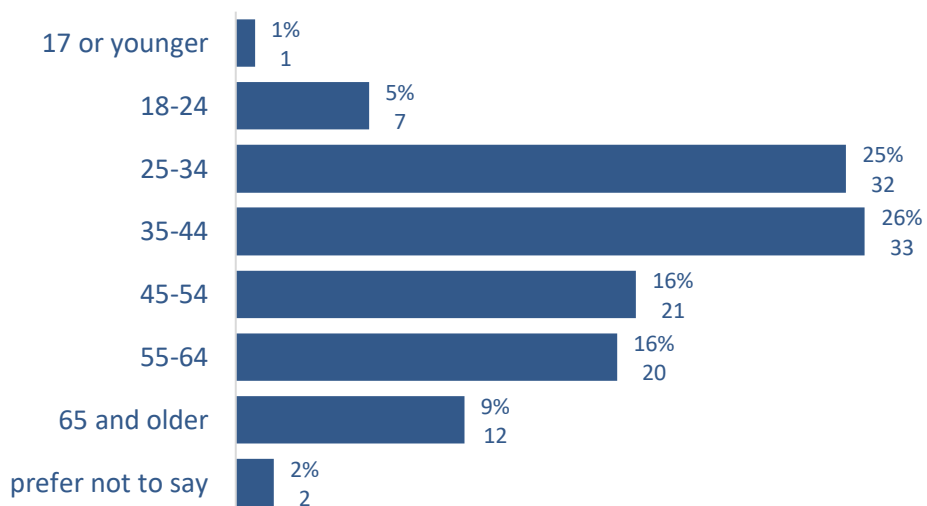
Demographics

RESIDENCY



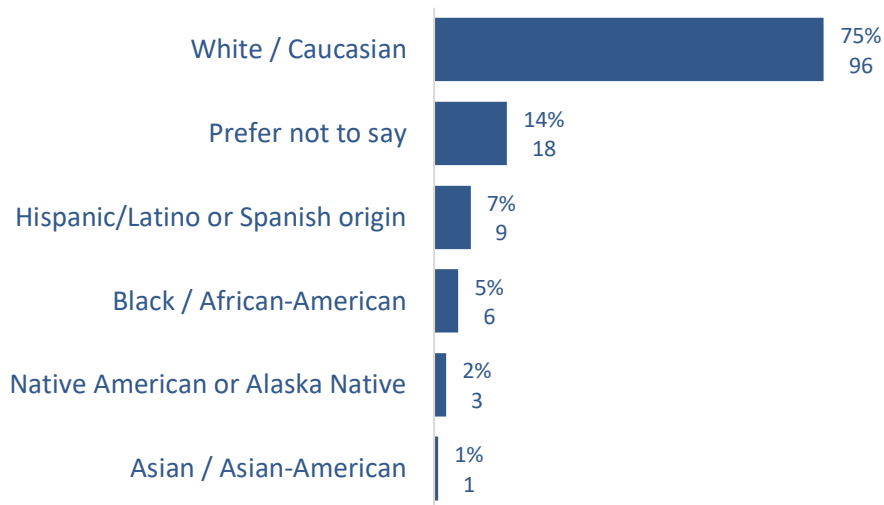
A vast majority (88%) of all respondents were residents of Commerce. In addition, **over one-third work in the city (39%),** while only a **minority (4%) study in the city.**

AGE

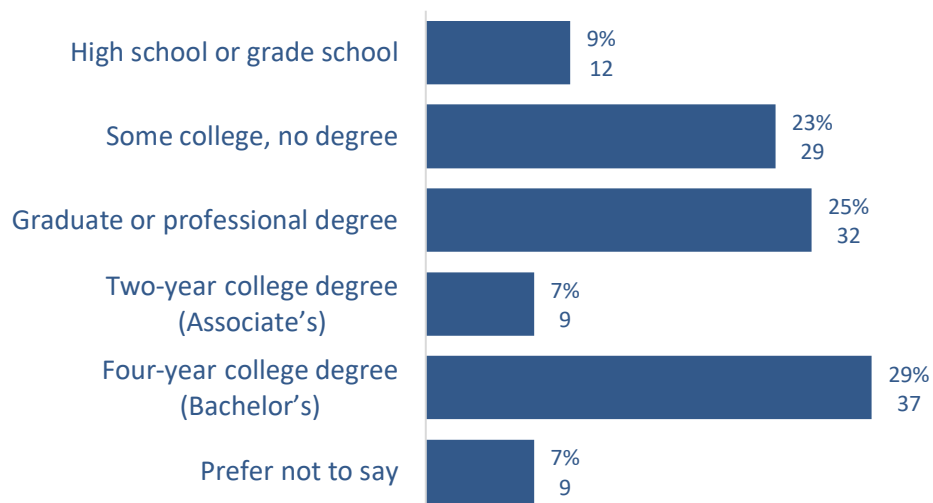


Nearly one-third (31%) of respondents were 34 or younger, and **one-quarter (25%) were 55 or older.**

ETHNICITY



EDUCATION

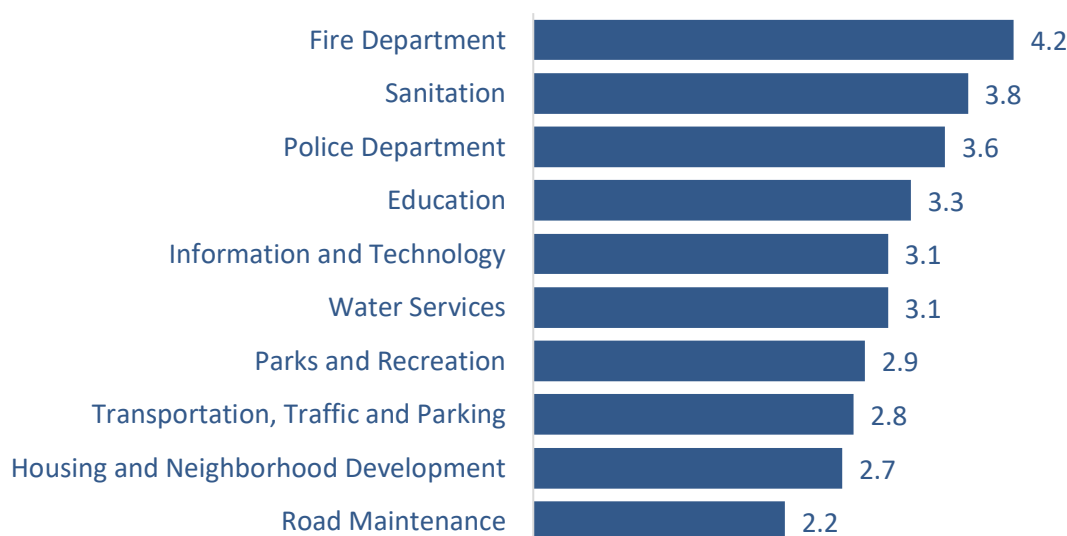


RESULTS ANALYSIS

Closed-Ended Questions Analysis

1

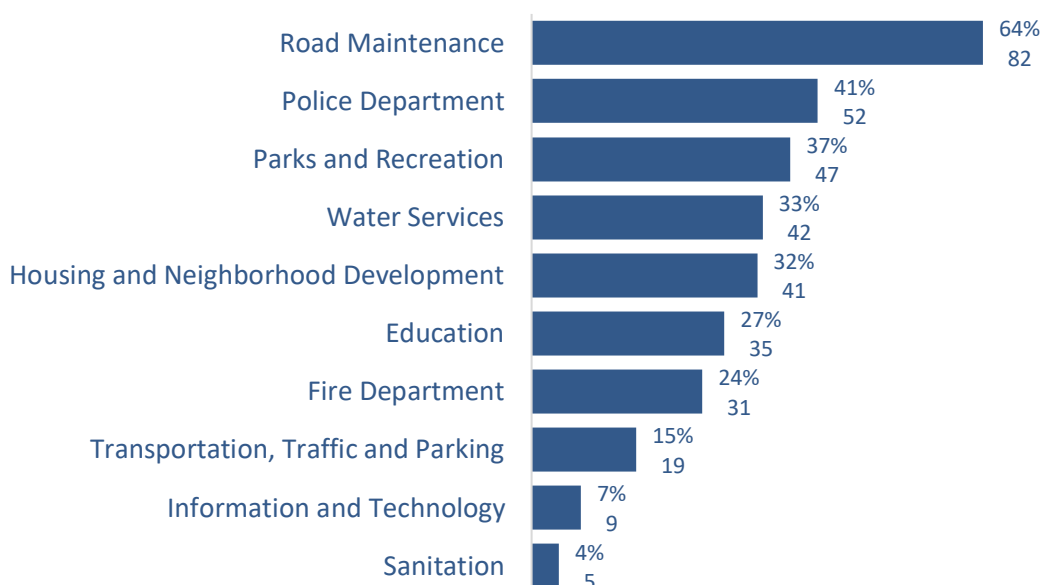
1. Please rank your level of satisfaction with the following city services
(1- Very Dissatisfied, 3 - Neutral, 5- Very Satisfied)



- The **average level of satisfaction** was **3.2** out of 5 (5= Very satisfied).
- Respondents were **most satisfied with the Fire Department**, the only service that received an average rate of over 4.
- Residents were also **relatively satisfied with Sanitation and the Police Department** (rating of over 3.5).
- Issues that received **below-neutral ratings included**: Parks and Recreation, Transportation, Traffic and Parking, Housing and Neighborhood Development, and Road Maintenance

2

Choose the top three areas that you think it's most important for the City to invest in



- **Road Maintenance**, which received the lowest satisfaction rate, is ranked by residents as **the most important service for City to invest in**.
- **Police Department** is **ranked high both in satisfaction and importance for investment**.
- Although residents are somewhat dissatisfied with Transportation, Traffic, and Parking, they **do not think they are the most important services in need of investment**.
- **Sanitation** is ranked second to highest in satisfaction rates and the **lowest in importance of investment**.
- Similarly, **Fire Department** services were the **most satisfactory** among residents and ranked relatively **low in importance of investment**.

RESULTS ANALYSIS

Open-Ended Question Analysis

When asked *what is the one thing you would like to improve about city services in Commerce*, 110 respondents **(86% of all respondents) provided their input through free-text responses**. Some of the main themes identified among the responses include:

- **Road Maintenance (50 responses)**: The most prominent response was that the **city's roads require repairs**. Resident specifically mentioned potholes as a recurring problem as well as the need for better and more sidewalks.

"Roads are pot hole mazes. City fills with black top and when it rains they wash back out."

- **Parks and Recreational Activities (22 responses)**: Others mentioned the need for **improved facilities and recreational activities**. Requests focused mainly on youth and kids' activities, specifically regarding sports.

"Parks & Rec - fields aren't great and restroom facility is deplorable. We need to do away with Boys & Girls club. Any money profit needs to go back into youth sports."

- **Cleanliness, Waste Management, and Recycling (13 responses)**: Another recurring complaint pointed out by residents was the city's **cleanliness and waste management**. Residents mentioned bulk trash pickup, enhanced recycling services, and additional trash cans.

"Better recycling options- curbside pickup, & extra pickup of old electronics, appliances, etc."

- **Police and Fire Department (13 responses)**: An additional theme in the open-ended responses were public safety-related, mainly the need for **more police officers and firefighters per shift**.

"More police and firefighters on shift!"

- **Water Quality and Drainage (11 responses):** Finally, some specifically requested addressing **water quality, drainage, and timing of water notices**.

"Notice of water cutoff. I know many (including myself) that have had their water shutoff for non or partial payment, but were never notified of the problem before water was cutoff."

In addition to the main themes outlined above, other free-text responses came from those who called for **housing affordability, code enforcement, and community engagement**.

COMPLEMENTARY ANALYSIS

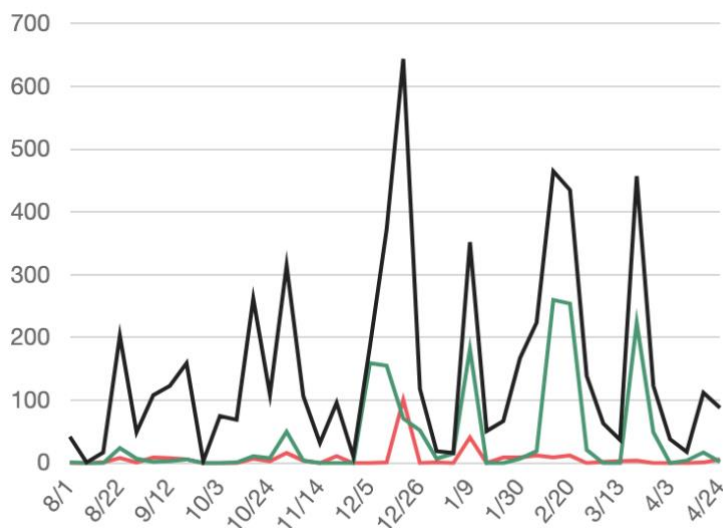
Social Media Discourse Analysis

Zencity also analyzed resident discourse on social media over the past nine months (since August 1st, 2021) on the top three issues that stood out most in the survey responses and discussed on social media*:

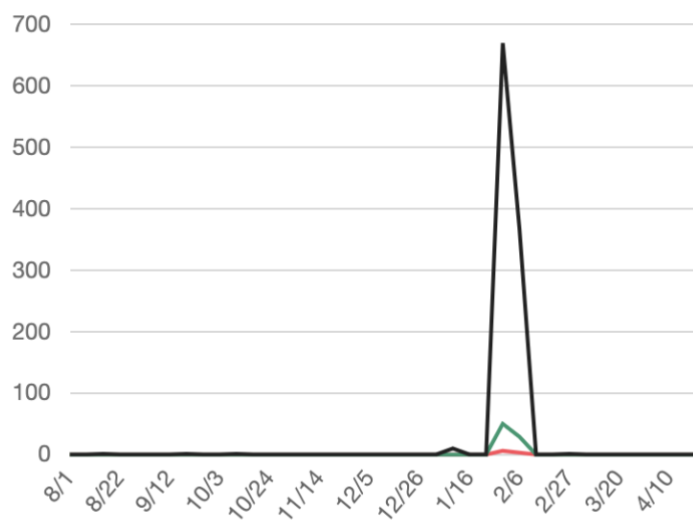
1. Public Safety
2. Parks and Recreation
3. Water and Pipeline

An analysis of the social media discourse on these issues reveals the following:

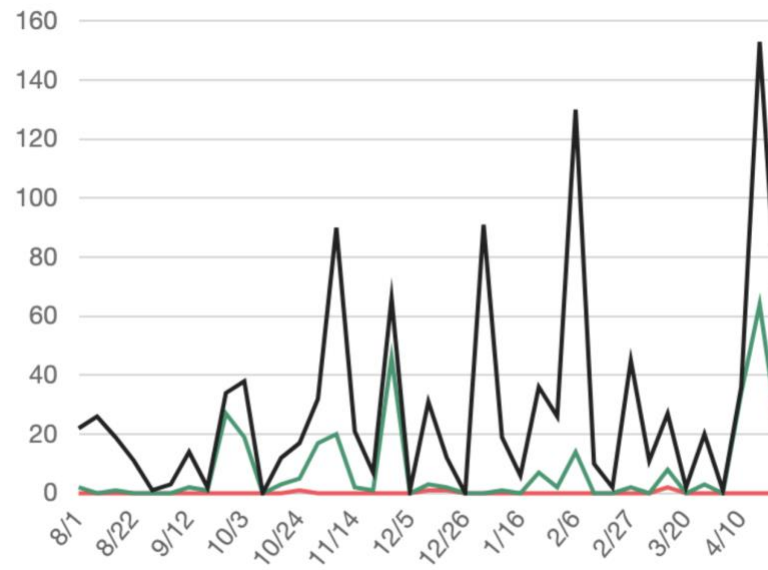
1. **Public Safety (5,972 interactions):** Public safety accounted for 11% of citywide discourse since August 1st. Conversations split between official and unofficial channels (50% each), with the City's primary Facebook page as the leading source (24%). **Fire Department-related stories led the discourse (58%)**, driven by posts about various fire incidents and employee highlights. Responses to all Public Safety-related stories consisted mostly of **'likes,' 'loves,' and shares**, indicating residents' interest, appreciation for the departments' efforts, and desire to assist in disseminating information. Notably, **no complaints about the departments were raised in the comments.**



2. **Water and Pipelines (1,052 interactions)**: Conversations peaked on the week of February 6th in response to a boil water advisory and low water pressure. The City's primary Facebook page dominated the discourse (86%), indicating it is a key source for such information. **Nearly half of interactions (46%) consisted of shares, reflecting residents' desire to inform others, and commenters primarily thanked the City for the updates.** Nevertheless, complaints about late notices raised in the open-ended question, which were absent from social media discourse, might indicate that residents who don't frequent social media may be missing City notices.



3. **Parks and Recreation (938 interactions)**: Discourse about Parks and Recreation on social media made up 2% of all citywide discourse since August 1st, with Commerce ISD's Facebook page leading the discussions (21%), followed by the parks and recreation department's (16%) and the City's primary (16%) Facebook pages. Conversations focused on CISD Tigers, registrations for youth sports, and the dog park. **Discussions consisted of 27% positive sentiment and 1% negative sentiment;** however, the **Parks and Recreation Facebook page elicited the lowest positivity rates** out of the three leading sources (6% compared to 51% and 36%).



**Although Road Maintenance and Sanitation stood out in the survey, they were not prominent in online discourse*

Conclusions

The survey results outlined above provide a few key takeaways:

'Fire Department,' 'Sanitation,' and 'Police Department' received the highest satisfaction scores. While the first two were ranked relatively low in importance of investment by the City, the latter was ranked fairly high.

These three services also appeared in the open-ended question (mentioned almost 26 times combined), with residents requesting they be given more attention. Discourse on **social media concerning Sanitation was limited**, while Public Safety related issues were more prominent.

These evaluations might suggest that residents are overall content with the performance of Sanitation and the Fire Department, as well as the amount of current investment in these fields. The high ranking of importance of investment in the Police Department regardless of the satisfaction rate might indicate that residents hold public safety issues as a constant high priority.

'Road Maintenance' received the lowest satisfaction rate and the highest ranking for importance of investment by the City. In addition, complaints about this service **dominated answers in the open-ended question**. Nonetheless, this issue was not discussed in high volume on social media.

Resident feedback reflects that this issue is a top concern for residents, which perhaps should be considered in the city's resource allocation.

Similarly, **Parks and Recreation received a relatively low satisfaction rate and ranked high in importance of investment**, with residents focusing on the need for investing in youth sports groups and facilities in the open-ended question. Nonetheless, **discourse on social media was much more positive than negative** (27% compared to 1%), with the City's primary Facebook page eliciting 6X higher rates of positive sentiment compared to the Parks and Recreation Facebook page (36% and 6%, respectively).

Responses highlight residents' desire for more activities, specifically concerning youth sports, and the potential positive engagement with residents through this topic.