



# City of San Antonio

## Agenda Memorandum

**File Number:**

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**Agenda Item Number:** 1

**Agenda Date:** June 20, 2024

**In Control:** City Council Special Meeting

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**DEPARTMENT:** Communications and Engagement

**DEPARTMENT HEAD:** Alanna Reed

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Community Input Report on Trial Budget

**SUMMARY:**

The City of San Antonio contracted vendor, ETC Institute, Inc. (ETC), to conduct a citywide, statistically valid community satisfaction and budget survey. The survey was designed to gauge residents' satisfaction with City services and understand what service areas residents would like to see prioritized in the budget. Simultaneously, the City hosted a survey opportunity through SASpeakUp.com to allow any resident to share their budget priorities. The SASpeakUp survey was made available both online, through print survey cards distributed to City Council Offices and at City facilities or by phone through 311.

**BACKGROUND INFORMATION:**

ETC Institute, Inc. conducted the City's 2024 Budget Priority Survey. Since its founding in 1982, the firm has completed research projects for clients in more than 1,000 cities in all 50 states. In Texas, ETC Institute has conducted community surveys for the cities of Dallas, Fort Worth, Houston, Austin and more than 20 other communities.

The City's survey was administered to a stratified random sample of 1,141 San Antonio residents

city-wide by mail, internet, and phone (mobile and landlines) and email in both English and Spanish. At least 100 surveys were completed in each of the City's 10 council districts. The results for the random sample of residents have a 95% level of confidence with a precision of at least +/- 2.9%.

The statistical validity of the results is based on the random sampling methodology and the demographic questions asked at the end of the survey. Random sampling ensures all residential addresses within the City's boundaries have an equal opportunity of being selected to participate. ETC Institute purchased a list of all residential addresses within the City based on a master USPS mailing list and selected a random sample of those to be invited to participate in the survey. The demographic questions were tracked and ETC Institute followed up with residents to ensure the demographics of the respondents mirror the Census estimates for the City. ETC Institute guarantees the results closely mirror the Census estimates for the City based on age, gender, race/ethnicity and other factors.

In addition to the statistically valid survey, the City conducted a survey opportunity through SASpeakUp.com. The survey asked residents to share their top four City service priorities. Surveys were completed on SASpeakUp.com, by submitting a paper version of the survey at City facilities or by calling 311.

**ISSUE:**

City staff and ETC Institute, Inc. will provide City Council with the findings of both the statistically valid survey and SASpeakUp survey. The findings will highlight residents' satisfaction with City services and priority investment areas, which are based on the level of community need and residents' recommendations for funding priorities.

**ALTERNATIVES:**

This item is for briefing purposes only.

**FISCAL IMPACT:**

This item is for briefing purposes only.

**RECOMMENDATION:**

This item is for briefing purposes only.