

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# McKinney, TX

Community Livability Report

2019



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# About

The National Citizen Survey™ (The NCS) report is about the “livability” of McKinney. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

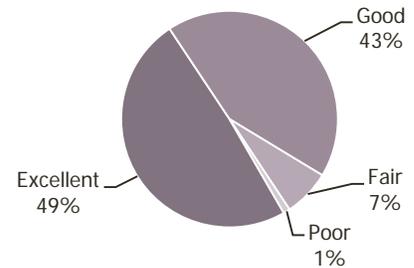
The Community Livability Report provides the opinions of a representative sample of 395 residents of the City of McKinney. The margin of error around any reported percentage is 5% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in McKinney

Most residents (92%) rated the quality of life in McKinney as excellent or good. This rating is higher than most communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).

Overall Quality of Life



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

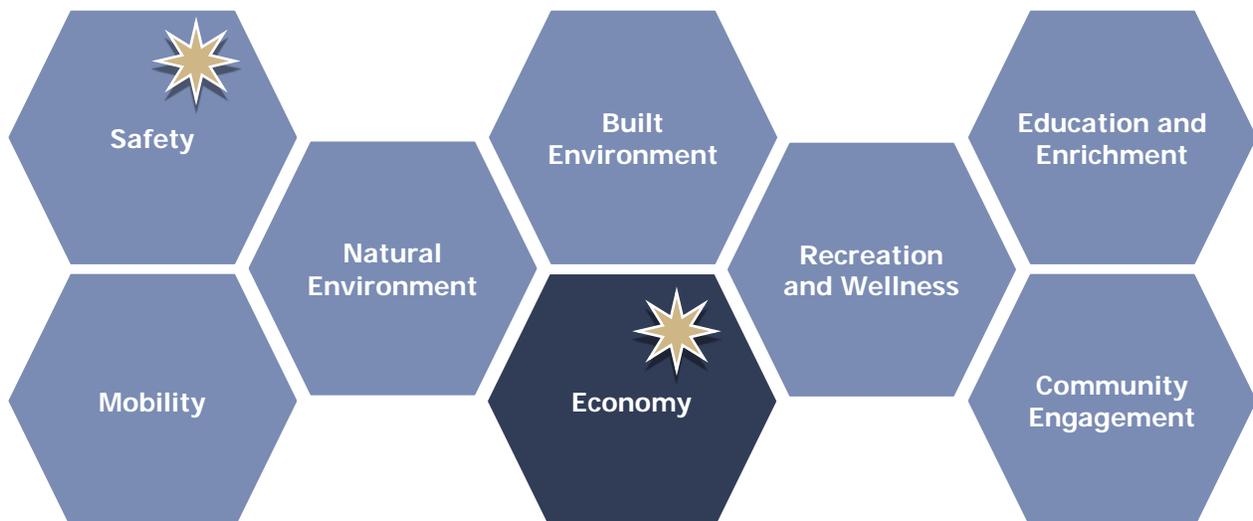
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. As in 2017, residents identified Safety and Economy as priorities for the McKinney community in the coming two years. Ratings within the facet of Economy were generally higher than the national benchmark. Ratings for the remaining facets were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for McKinney’s unique questions.

## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



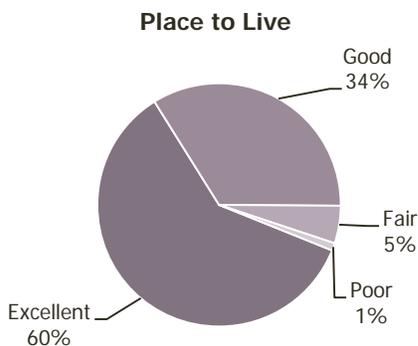
# Community Characteristics

*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of McKinney, 94% rated the City as an excellent or good place to live. Respondents' ratings of McKinney as a place to live were higher than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including McKinney as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of McKinney and its overall appearance. Ratings for residents' neighborhood and McKinney as a place to retire were similar to the national benchmark. The overall image, McKinney as a place to raise children, and the overall appearance were all rated more positively than the national averages.

Delving deeper, survey respondents rated over 40 additional features of the community within the eight facets of community livability. All but one of the characteristics were positively scored by at least half of residents and were similar to or higher than national benchmarks. Ratings within Safety were strong and tended to be similar to national averages. Aspects of mobility received ratings that were similar to the benchmark, with the exception of travel by public transportation which was lower.



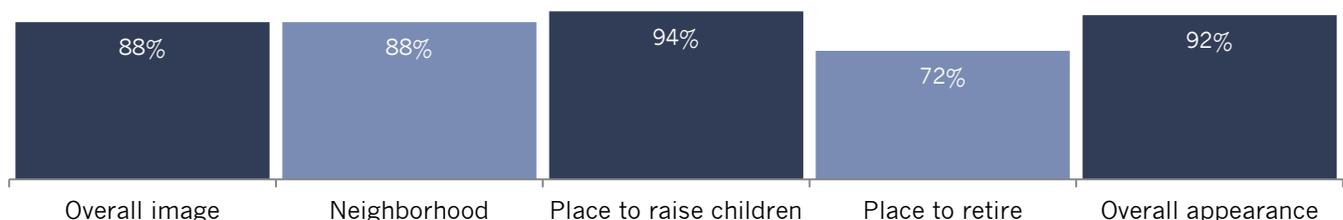
The facet of Natural Environment received excellent or good ratings from 80-90% of residents and the cleanliness of the city scored above the national average. Three items within the facet of Built Environment (new development, housing options and public places) had higher ratings than the national benchmarks and while only half of respondents gave positive ratings for affordable quality housing, this was similar to the benchmark. Additionally, ratings for overall built environment and public places increased from the 2017 iteration of the survey (for more information see the *Trends over Time* report under separate cover).

Many ratings within the facets of Economy and Recreation and Wellness were above the benchmark, while the remaining were similar to the national average. Economic health (as measured by having strong commercial areas, business and service establishments, shopping opportunities and employment opportunities) was better than the national average. Ratings of shopping opportunities increased since 2017. McKinney also exceeded benchmarks for health care provision, receiving high scores for health and wellness, mental health care, preventive health services and health care.

All aspects of Education and Enrichment and Community Engagement were rated positively by at least two-thirds of respondents, and all but one was similar to ratings in comparison communities. Education and enrichment opportunities were rated above the national benchmark and ratings for cultural/arts/music activities improved from 2017 to 2019. .

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark  
 ■ Higher   ■ Similar   ■ Lower



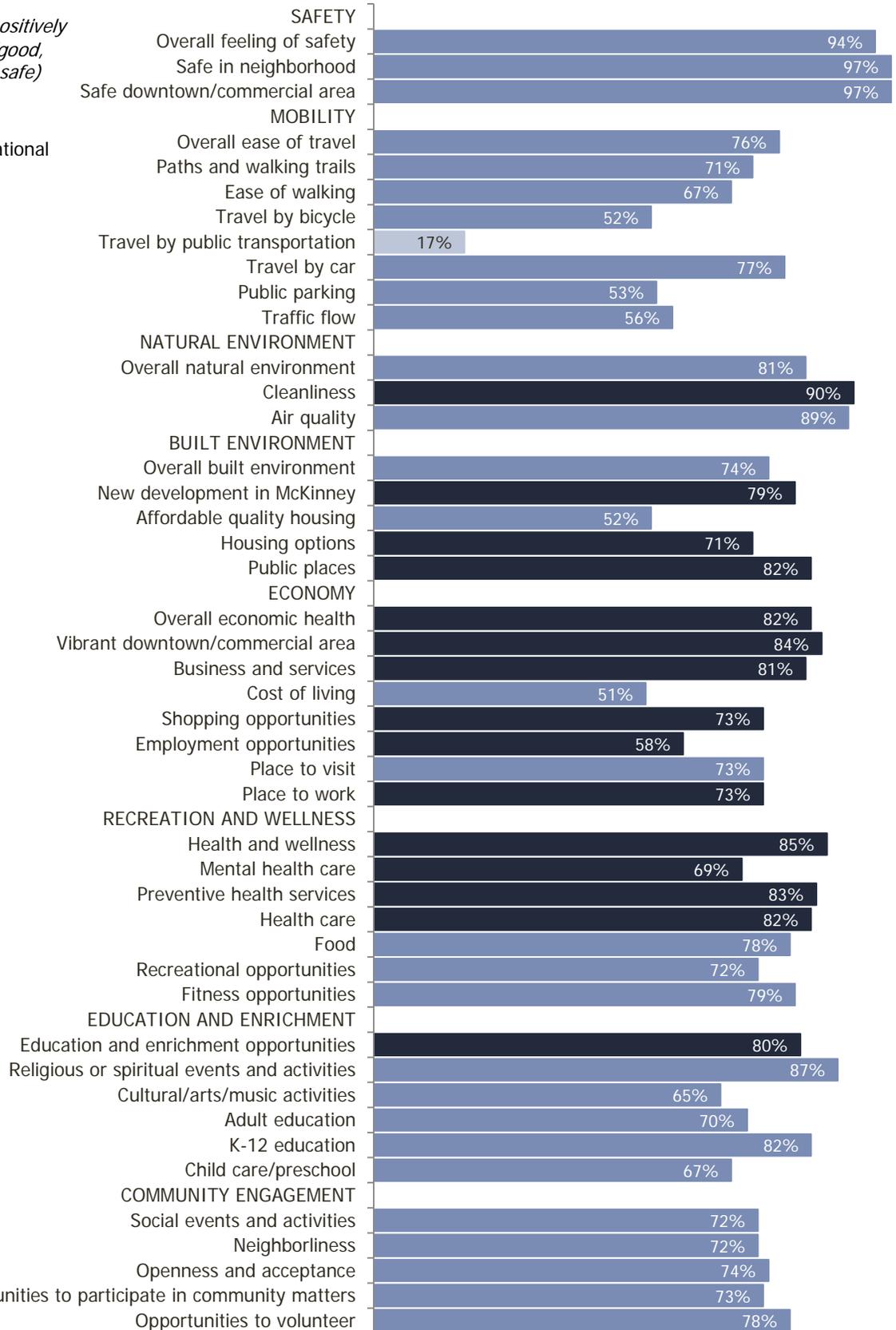
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)*

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

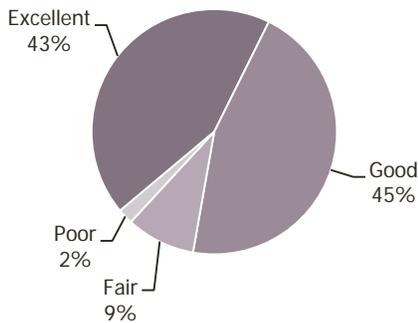
*How well does the government of McKinney meet the needs and expectations of its residents?*

The overall quality of the services provided by McKinney as well as the manner in which these services are provided is a key component of how residents rate their quality of life. Services provided by McKinney were rated positively by 88% of residents, a level that is higher than the national average, and showed an increase from the 2017 survey iteration. In comparison, and similar to other communities, only 43% of McKinney residents gave positive ratings to the services provided by the Federal Government.

Seven in ten or more residents rated most aspects of McKinney’s leadership and governance as excellent or good and most of these ratings were above average. While fewer (6 in 10) gave positive ratings to the value of McKinney services for taxes paid, this was similar to the national benchmark. The ratings for customer service and welcoming citizen involvement were both higher than the national benchmark and improved from 2017 to 2019.

Respondents evaluated over 30 individual services and amenities available in McKinney. All aspects of Governance were rated positively by a majority of residents and most were similar to the national benchmarks. Several items within the facet of Built Environment (storm drainage, land use, planning and zoning and code enforcement) received higher ratings than other communities. Economic development was also above the benchmark and recreation centers received higher ratings in 2019 than 2017.

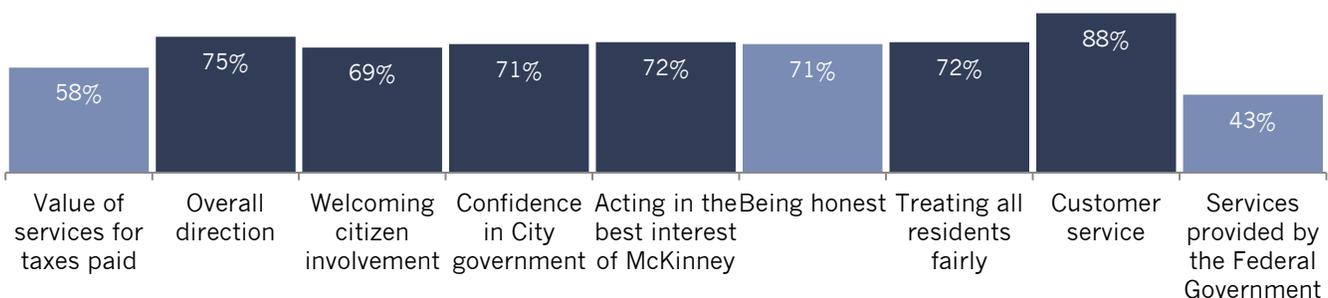
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



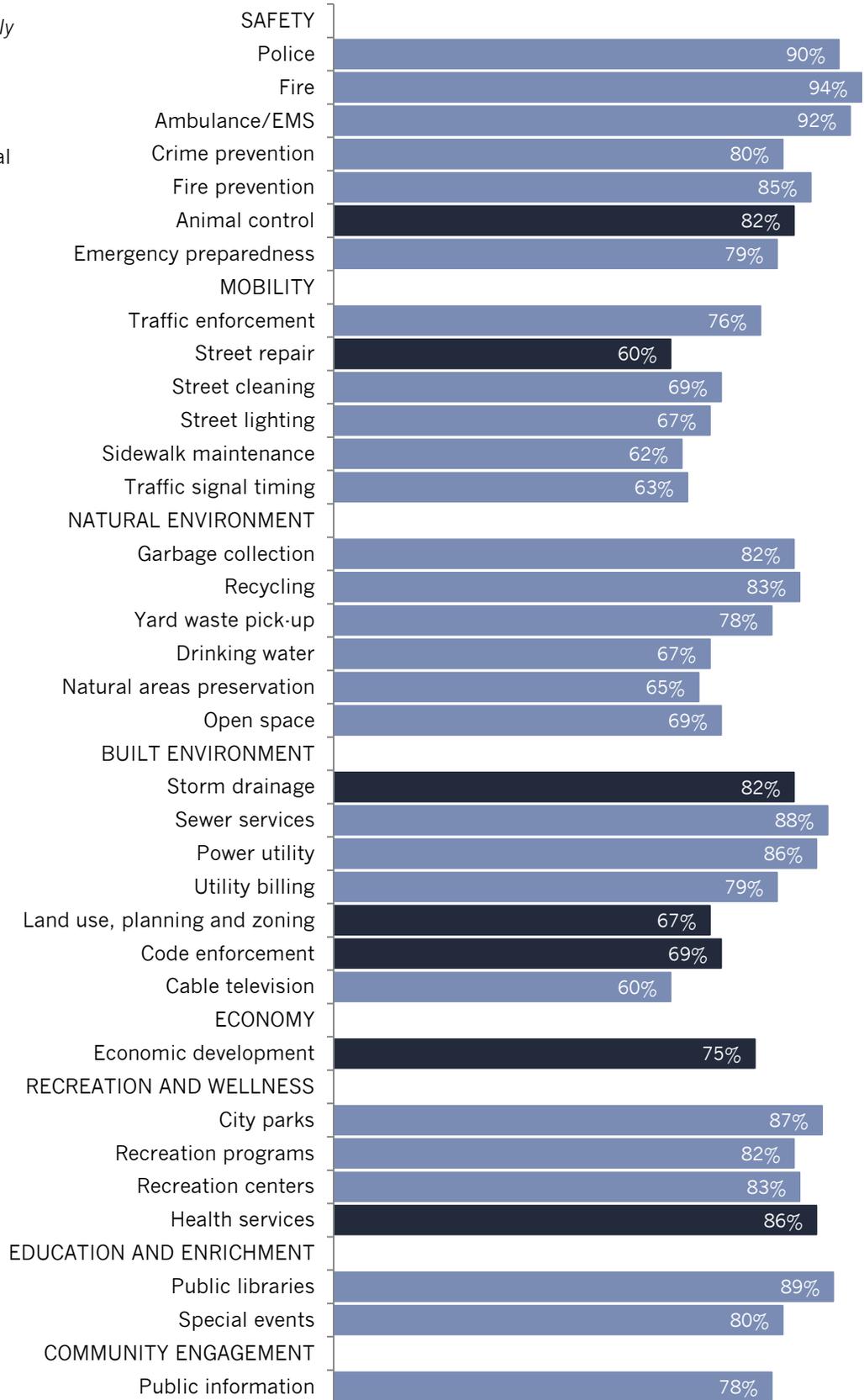
# The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower



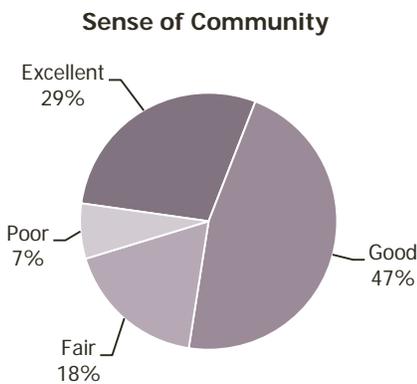
# Participation

*Are the residents of McKinney connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. Almost all residents (93%) would recommend McKinney as a place to live and most also plan to remain in McKinney (88%); both of these levels were similar to those observed elsewhere.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. While most levels of participation were similar to other communities, when compared to the national benchmark, fewer people in McKinney had stocked supplies for an emergency or walked or biked instead of driving. The proportion of residents reporting they had participated in religious or spiritual activities was higher than the national average.

Happily, a large majority of people had not been the victim of a crime, recycled at home, shopped in McKinney, exercised and ate healthy foods and connected with their neighbors. Additionally, the proportion of residents who reported they were in very good to excellent health increased from 2017 to 2019.



*Percent rating positively (e.g., very/somewhat likely, yes)*

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



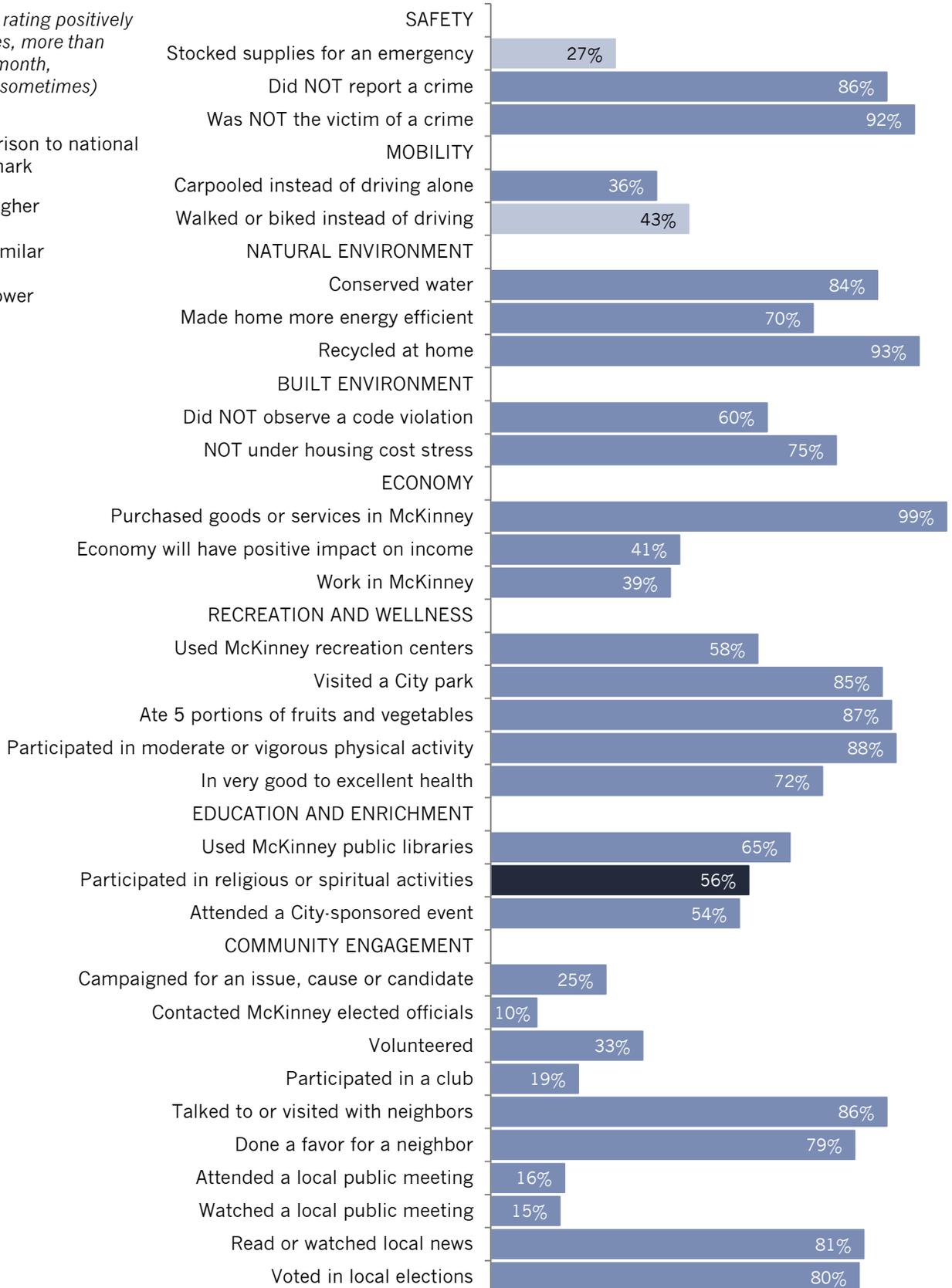
## The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

- Higher
- Similar
- Lower



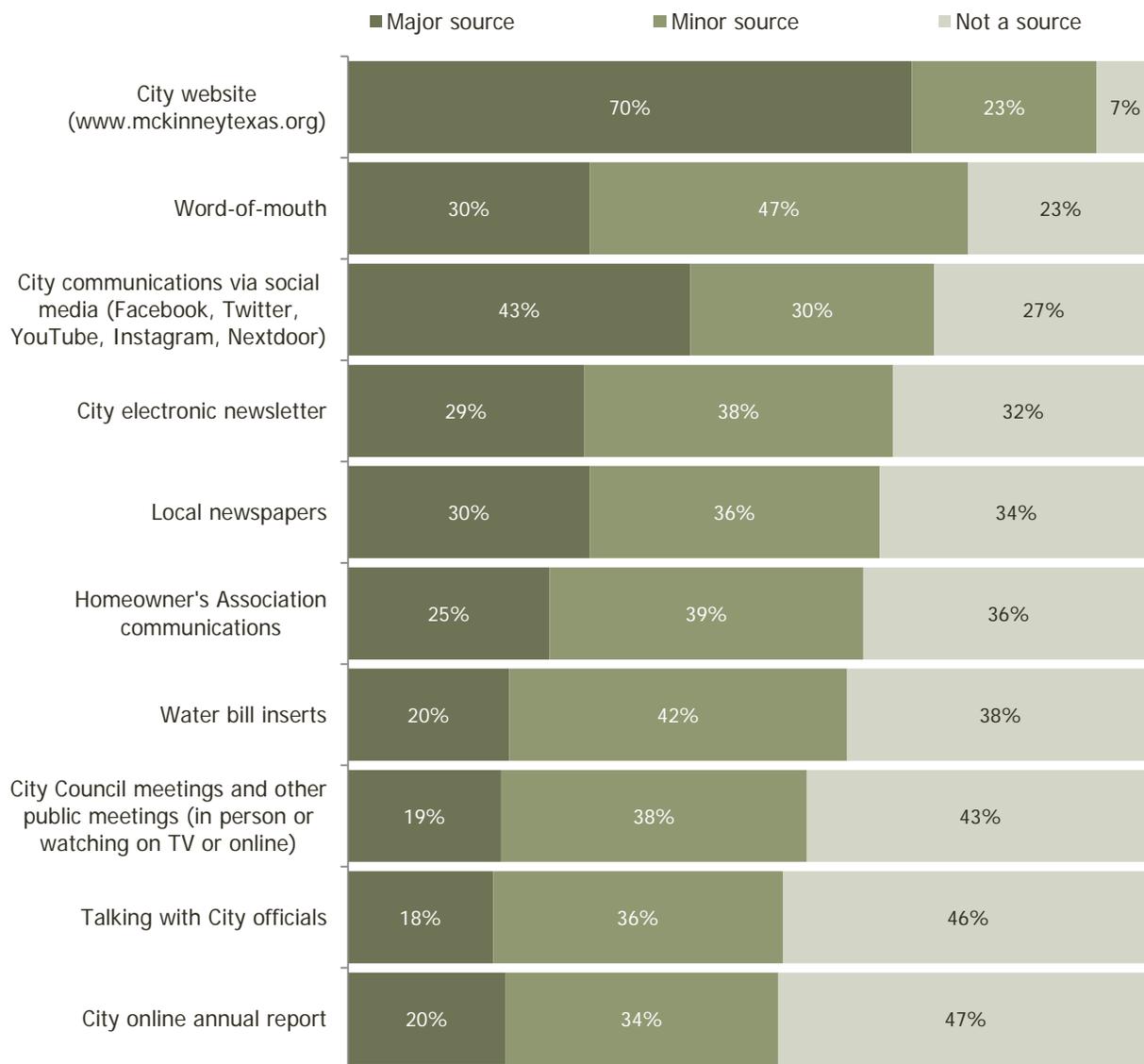
# Special Topics

The City of McKinney included five questions of special interest on The NCS. Topic areas included sources of City information, McKinney National Airport, City amenities and the McKinney Police Department.

To help understand how to best communicate with residents, survey participants were asked which sources of information they used to obtain information about the City government. Almost all residents said the City’s website was a major or minor source of information. Three-quarters or more also got information through word-of-mouth and the City’s communications via social media.

Figure 4: Sources of City 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:



Two questions gauged the level of support for McKinney National Airport offering commercial airline services. Eighty percent of residents said they would strongly or somewhat support adding commercial airlines services and 70% would still support commercial airline services if only low-budget airline services were offered.

Figure 5: Commercial Airline Services

*To what extent would you support or oppose McKinney offering commercial airline services at McKinney National Airport?*

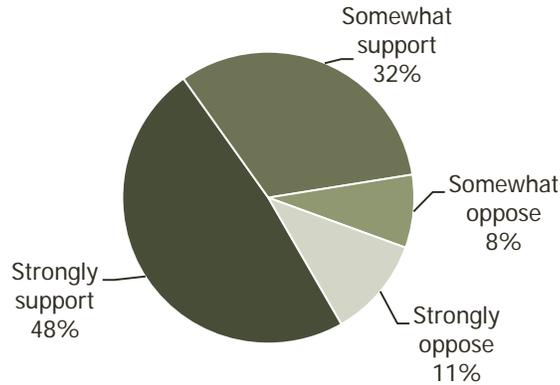
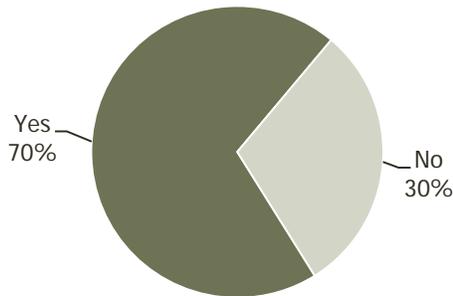


Figure 6: Low Budget Carriers

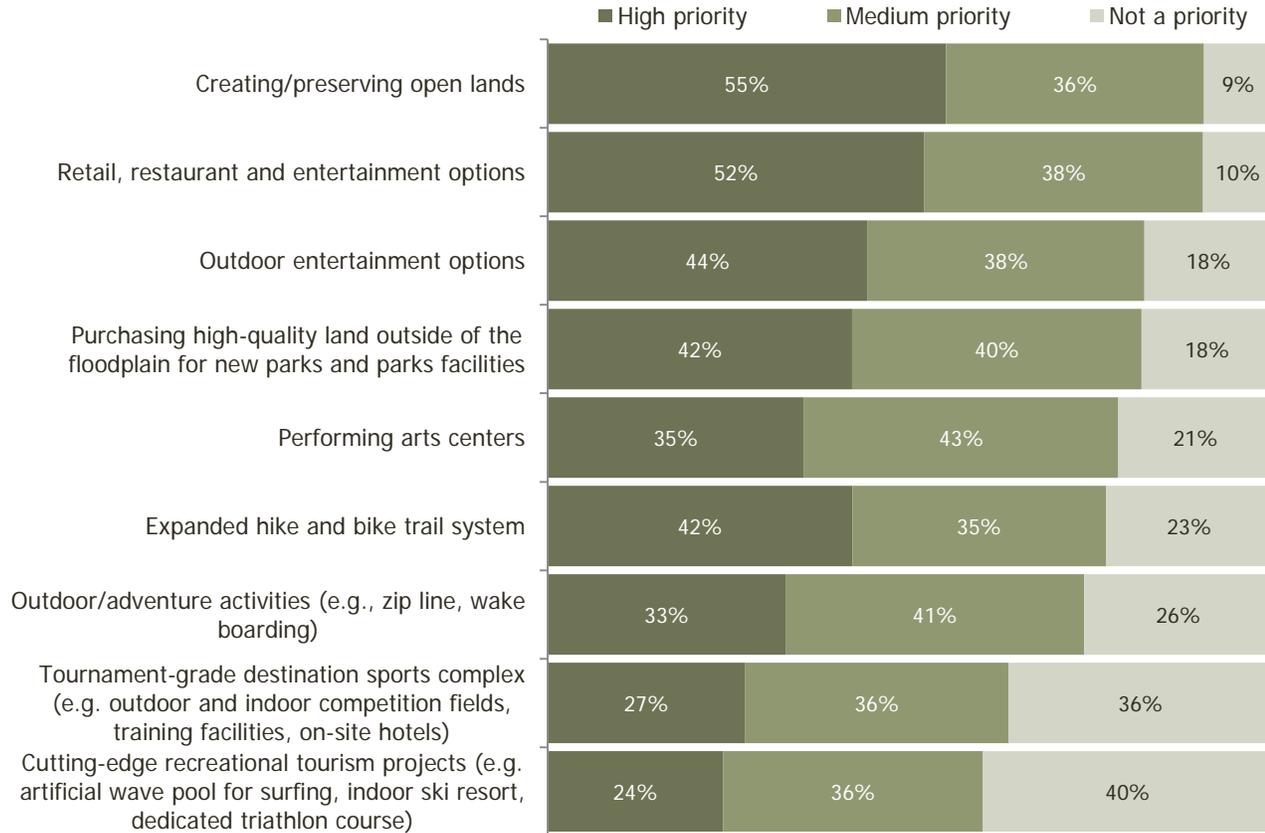
*If you support McKinney offering commercial airline services, would you still be in support if only low-budget carriers were offered (i.e. Spirit, Frontier, Allegiant, etc.)*



When asked what amenities the City should focus on with the goal of improving the quality of life in McKinney, half of residents thought creating/preserving open lands and addressing retail, restaurant and entertainment should be high priorities (9 in 10 named them medium or high priorities). Approximately 8 in 10 residents thought exploring outdoor entertainment options and purchasing high-quality land for new parks should be a high or medium priority. Lowest on the list, 6 in 10 respondents prioritized cutting edge recreational tourism projects, but only one-quarter thought this should be a high priority.

Figure 7: Priority of Amenities

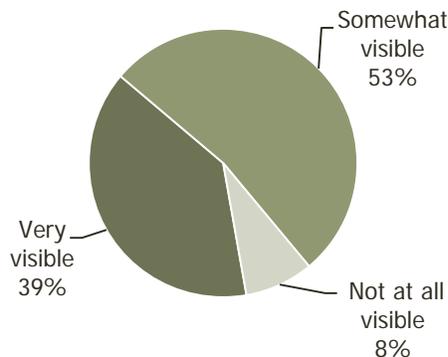
Please indicate how much of a priority, if at all, each of the following amenities are to you for improving the quality of life in McKinney:



Finally, residents were asked how visible the McKinney Police Department was within their neighborhood and throughout the City and 92% of residents said the McKinney Police were very or somewhat visible.

Figure 8: Visibility of McKinney Police Department

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



# Conclusions

## McKinney residents have a great quality of life.

A majority of residents gave high ratings to their overall quality of life in McKinney and to McKinney as a place to live. These ratings, along with the overall image and appearance of McKinney and the city as a place to raise children, were better than those seen in comparison communities. Additionally, 9 in 10 residents would also recommend living in McKinney and plan to remain in McKinney; these ratings were similar to national averages.

## The Economy is strong.

Looking at all economic measures included in the survey, two-thirds had ratings that were higher than the national benchmark and one-third were similar to the benchmark. Above the benchmark were ratings for economic development, the overall economic health of McKinney, vibrant downtown/commercial areas, business and services, shopping opportunities, employment opportunities and McKinney as a place to work. In addition, nearly all residents purchased goods or services within McKinney in the 12 months prior to the survey and scores for shopping opportunities increased from 2017 to 2019. While ratings for these aspects of the economy were strong, 95% of residents thought the economy should be a focus area for the City over the next two years.

## Safety is a community priority.

While residents feel safe, they indicated that Safety should also be a top priority for McKinney in the next two years. More than 9 in 10 residents felt safe in their neighborhood, in commercial/downtown areas and in the city overall. Only 8% of respondents had been a victim of crime and 92% of residents said the McKinney Police Department was very or somewhat visible in their neighborhood and throughout the city. Police, fire and ambulance/EMS were rated as excellent or good by at least 9 in 10 residents, which was similar to other jurisdictions across the nation. In addition, animal control was given positive ratings by more than 8 in 10 residents, a level higher than comparison communities.

## McKinney is an attractive place to live.

More than 9 in 10 residents gave favorable ratings to the overall appearance of McKinney, a level that was above the national average. Three-quarters of respondents gave high marks to the overall built environment in McKinney and scores for several specific items related to the built environment (new development in McKinney, housing options, public places, storm drainage, land use, planning and zoning, and code enforcement) were above the national benchmarks.

## McKinney gets top marks for health care.

Survey participants were asked to rate five aspects of healthcare in McKinney and all (health and wellness opportunities, availability of affordable quality mental health care, preventive health services, health care and health services) were given ratings that were higher than the national benchmarks. While similar to the benchmarks, most respondents also indicated that they were in very good health, exercised and ate recommended amounts of fruits and vegetables.