# City of Round Rock/
# Round Rock Chamber of Commerce
# Development Survey



ROUND ROCK, TEXAS
PURPOSE. PASSION. PROSPERITY.

## Presentation to City Council
## June 11, 2009

# Round Rock: City of Choice (four themes)

**Economic Progress**

**Places and Spaces**

•Economic Vitality
•Talent and Human Capital

**Round Rock: City of Choice**

•Community Character and Environment
•Mobility and Connectivity
•Recreation, Arts and Culture

**Safety and Security**

**High Performance Government**

•Public Health and Safety

•High Value Government

# Survey Basics

- Sponsored by City of Round Rock and Round Rock Chamber of Commerce.
- Important to reach a broad audience involved in all aspects of the development process.
- Questions developed by City and Chamber based on previous survey conducted in 2005.
- Survey conducted on-line and administered by 3rd party accounting and consulting firm – Plante & Moran.
- Survey open about 1 month – mid January to mid February 2009.

# Survey Format

**Perceptions/Policies**

- General perceptions about codes, ordinances and processes

## Processes

- Annexation (voluntary)
- Zoning
- Plat and Concept Plans
- Easement Release and Deed Conveyance
- Subdivision Improvements – Plans and Permit Process
- Construction Inspection
- Site Development – Permit Process (DRC)
- License Agreements
- Building Permits and Inspections
- Project Closeout

## People (Customer Experience)
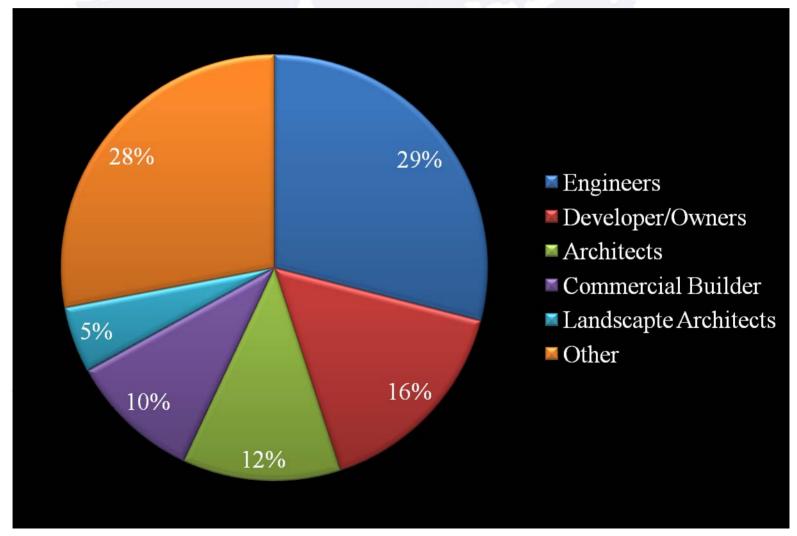
- Department Customer Service

# Survey Response

- 468 individual logins were created with approximately 230 completing one or more sections of the survey.
- Good cross-section of development community represented.
- Comments provided useful feedback.

# Survey Participants

# Survey Results – Scale of 1-5 Questions

| Survey Section | Average Rating (1-5 Scale) |
|---|---|
| General Perceptions about developing in Round Rock (Policies & Processes) | 2.60 |
| Processes | 3.25 |
| Customer Service | 3.50 |

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# General Survey Results

- Overall results indicate processes are working reasonably well with room for continued improvement.
- Results indicate the City should take the opportunity to articulate its development philosophy and ensure ordinances and processes are aligned with the philosophy.
- Continued and enhanced communication with development community is necessary to clarify misperceptions and identify issues so they can be timely addressed.
- Overall results indicate City staff continue to provide above average customer service.

# Customer Service Results
# By Department/Division

| Department/Division | Ratio Positive to Negative Ratings |
|---|---|
| Planning & Community Development | 2.5 :1 |
| Transportation | 1.9 :1 |
| Utilities | 2.8 :1 |
| Engineering & Development Services | 2.4 :1 |
| Building Inspection | 3.3 :1 |
| Construction Inspection | 5.5 :1 |
| PARD & Forestry | 3.1 :1 |
| Fire | 2.8 :1 |

# Themes

- City Development Vision and Philosophy
- Development Processes
- Communication/Customer Experience

# City Development Vision and Philosophy

- Articulate vision and development philosophy to foster better understanding between City Council, City staff and development community.
  - Connects the vision articulated in the strategic plan, general plan and development ordinances.
  - Provide staff direction to ensure alignment with the City Council's intent.
- Tree protection ordinance
- Landscape ordinance

# Process Improvements

- Identify and resolve City ordinance conflicts.
- Submittal process review.
  - particularly for small projects and DRC re-submittals.
- Address issue of changing reviewer comment forms to clearly indicate ordinance/code comments versus design suggestions.
- Comprehensive automated development information system including on-line status of projects.

# Communication/ Customer Experience

- Identify methods for better staff communication with development community.
- Update and reorganize information on City's web site.
- Develop ways to obtain feedback during and post project.
- Development University
- Continuous staff training tailored for the development processes.

# Supplemental Work to Survey

- Internal employee development process survey.
- Recent completion of comprehensive land development business process analysis.

# Next Steps

- Development philosophy discussion at City Council retreat in August.
  - Serve as basis for complete priority development policy and process follow-up schedule.
- Identify funding and staff requirements to implement comprehensive development information system.
- Conduct project analysis on a sample of recent development projects.
- Reorganize and enhance development information on City's website.