



\* \* \* \* PUBLIC NOTICE \* \* \* \*

**NOTICE OF A CITY COUNCIL WORKSHOP SESSION  
OF THE CITY OF CORINTH  
Thursday, June 29, 2017, 5:30 P.M.  
CITY HALL - 3300 CORINTH PARKWAY**

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**CALL TO ORDER:**

**BUSINESS AGENDA**

1. Receive a report and hold a discussion on the Strategic Plan and SWOT Analysis.

**CLOSED SESSION**

The City Council will convene in such executive or (closed session) to consider any matters regarding any of the above listed agenda items as well as the following matters pursuant to Chapter 551 of the Texas Government Code.

**Section 551.071.** (1) Private consultation with its attorney to seek advice about pending or contemplated litigation; and/or settlement offer; and/or (2) a matter in which the duty of the attorney to the government body under the Texas Disciplinary Rules of Professional Conduct of the State of Texas clearly conflicts with chapter 551.

**Section 551.072.** To deliberate the purchase, exchange, lease or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person.

**Section 551.074.** To deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee.

**Section 551.087.** To deliberate or discuss regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or to deliberate the offer of a financial or other incentive to a business prospect.

After discussion of any matters in closed session, any final action or vote taken will be in public by the City Council. City Council shall have the right at any time to seek legal advice in Closed Session from its Attorney on any agenda item, whether posted for Closed Session or not.

**RECONVENE IN OPEN SESSION TO TAKE ACTION, IF NECESSARY, ON CLOSED SESSION ITEMS.**

**ADJOURN**

Posted this 23 day of June, 2017 at 11:30 a.m. on the bulletin board at Corinth City Hall.

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Kimberly Pence, City Secretary  
City of Corinth, Texas

**BUSINESS ITEM 1.**

**City Council Workshop Session**

**Meeting Date:** 06/29/2017

**Title:** Policy Workshop

**Submitted For:** Bob Hart, City Manager

**Submitted By:** Kim Pence, City Secretary

**City Manager Review: Approval:** Bob Hart, City Manager

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**AGENDA ITEM**

Receive a report and hold a discussion on the Strategic Plan and SWOT Analysis.

**AGENDA ITEM SUMMARY/BACKGROUND**

N/A

**RECOMMENDATION**

N/A

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**Attachments**

Policy Workshop Agenda

Powerpoint

Supporting documents

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# Policy Workshop Agenda

- Review Citizens Survey and Culture Survey
- Review of Vision and Mission
  - ✧ **Vision**      Corinth will be known for its quality of life achieved by providing a safe community, preserving our neighborhoods, and recognizing the importance of quality development along our corridors.
  - ✧ **Mission**     To provide services that **meet** or **exceed** the needs of our community and enhance their quality of life.
- Review four areas of Strategic Plan
  - ✧ **Governance & Management** - Promote a high performance organization through open government by maximizing resources through technology, people, fiscal responsibility and teamwork in partnership with our residents.
  - ✧ **Places & Spaces** - Build our community by promoting quality residential and commercial development, well maintained parks, trails, and open spaces, and safe and efficient transportation that provide quality and value for current and future growth.
  - ✧ **Safety & Security** - Provide for the safety and security of all citizens, visitors, businesses, and employees through innovative and progressive initiatives and partnerships to ensure the quality of life in our community.
  - ✧ **Economic Development** - Advance a cooperative effort by the CEDC, the City of Corinth and citizens to support retention and expansion of existing businesses and attract new businesses in targeted economic sectors.
- Review of Governance Framework
- SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis
- SWOT Consolidation
- Priority Voting
- Priority Discussing

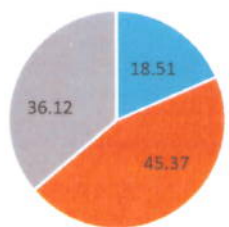
# Policy Workshop

## AGENDA

- Review Citizens Survey and Culture Survey
- Review of Vision and Mission
- Review four areas of Strategic Plan
- Review of Culture Approach
- SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis
- SWOT Consolidation
- Priority Voting
- Priority Discussing

### SURVEY ANALYSIS – CITIZENS SURVEY

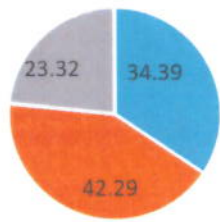
Quality of Life and Community Relations Ratings Averages



■ Less ■ Same ■ Better

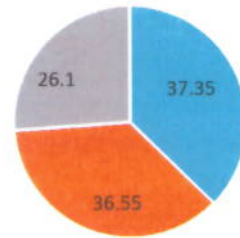
## SURVEY ANALYSIS – CITIZENS SURVEY

Communication Ratings Averages



■ Less ■ Same ■ Better

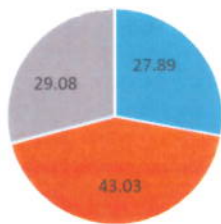
Outreach Ratings Averages



■ Less ■ Same ■ Better

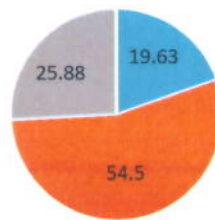
## SURVEY ANALYSIS – CITIZENS SURVEY

Community Relations Ratings Averages



■ Less ■ Same ■ Better

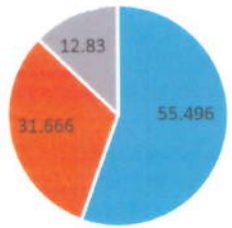
Parks and Recreation Ratings Averages



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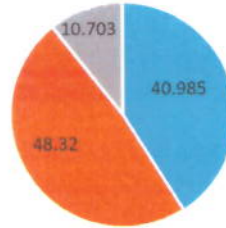
## SURVEY ANALYSIS – CITIZENS SURVEY

Economic Development Ratings Averages



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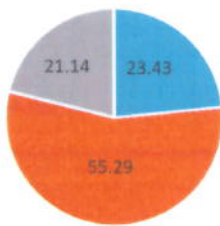
Planning and Development Ratings Average



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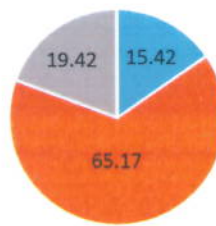
## SURVEY ANALYSIS – CITIZENS SURVEY

Streets Department Ratings Averages



■ Less ■ Same ■ Better

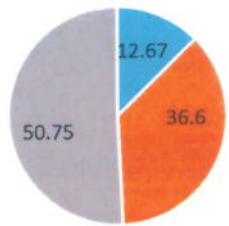
Water and Wastewater Department Ratings Averages



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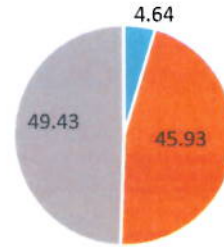
## SURVEY ANALYSIS – CITIZENS SURVEY

Police Department Ratings Average



■ Less ■ Same ■ Better

Fire Department Ratings Average



■ Less ■ Same ■ Better

## VISION & MISSION

### Vision

Corinth will be known for its quality of life achieved by providing a safe community, preserving our neighborhoods, and recognizing the importance of quality development along our corridors.



## VISION & MISSION

### Mission

To provide services that **meet** or **exceed** the needs of our community and enhance their quality of life.

## STRATEGIC PLAN



#### Governance & Management

Promote a high performance organization through open government by maximizing resources through technology, people, fiscal responsibility and teamwork in partnership with our residents.



#### Places & Spaces

Build our community by promoting quality residential and commercial development, well maintained parks, trails, and open spaces, and safe and efficient transportation that provide quality and value for current and future growth.



#### Safety & Security

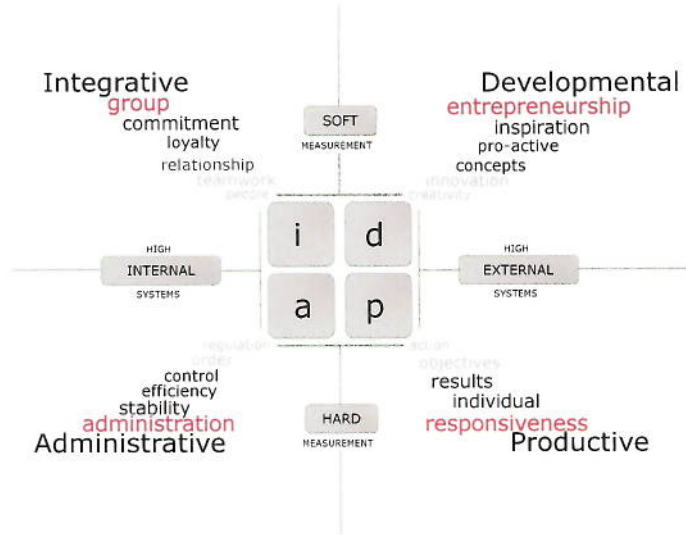
Provide for the safety and security of all citizens, visitors, businesses, and employees through innovative and progressive initiatives and partnerships to ensure the quality of life in our community.



#### Economic Development

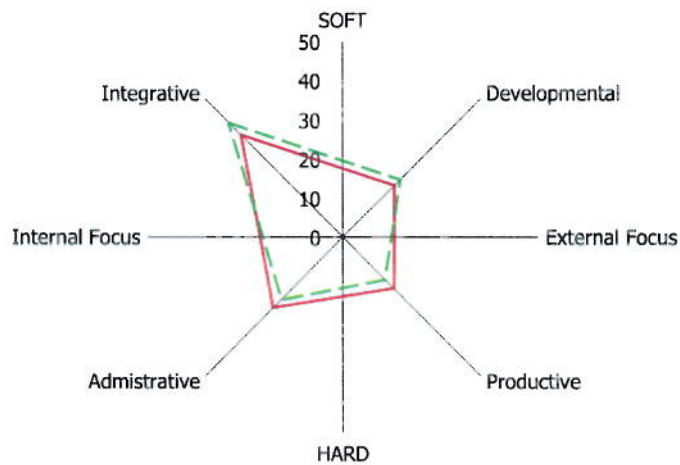
Advance a cooperative effort by the CEDC, the City of Corinth and citizens to support retention and expansion of existing businesses and attract new businesses in targeted economic sectors.

## COMPETING VALUE FRAMEWORK – ORGANIZATIONAL CULTURE



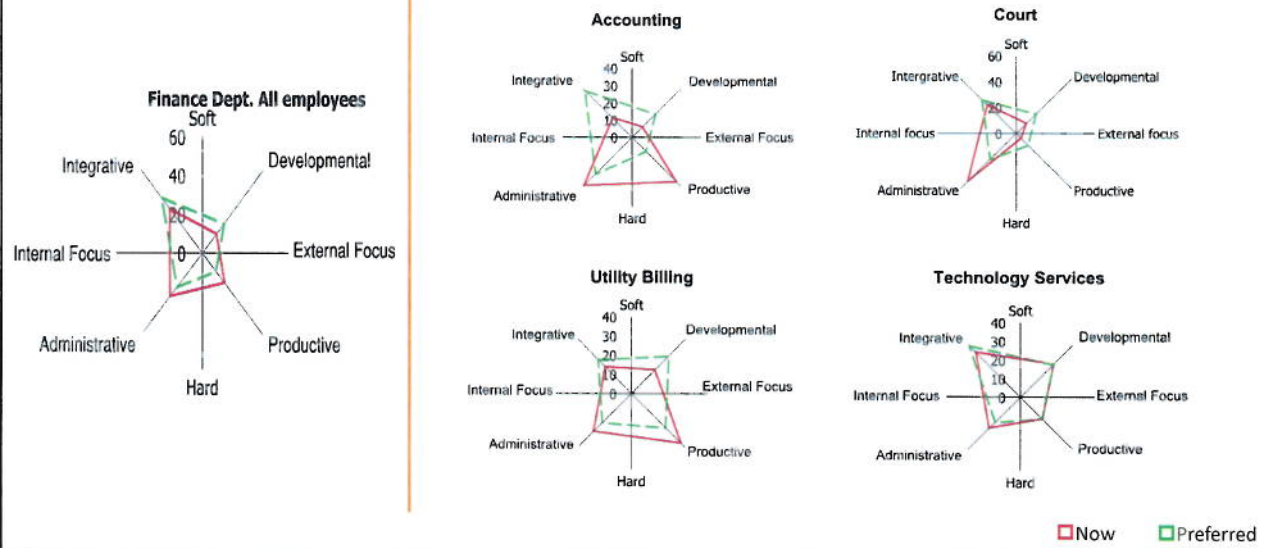
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## ORGANIZATIONAL CULTURE – ALL EMPLOYEES

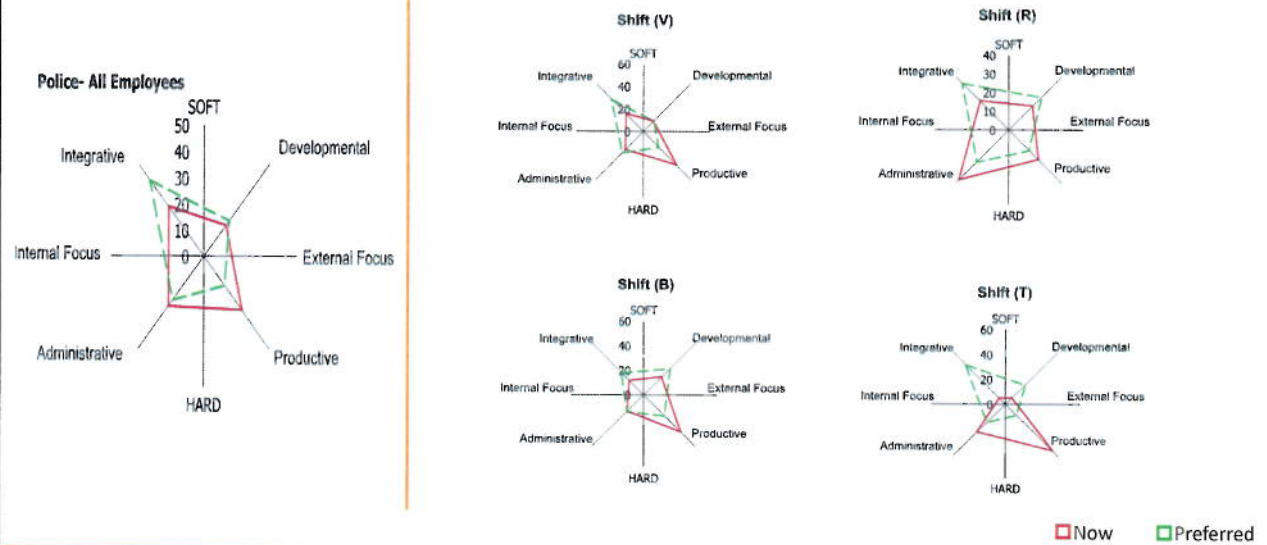


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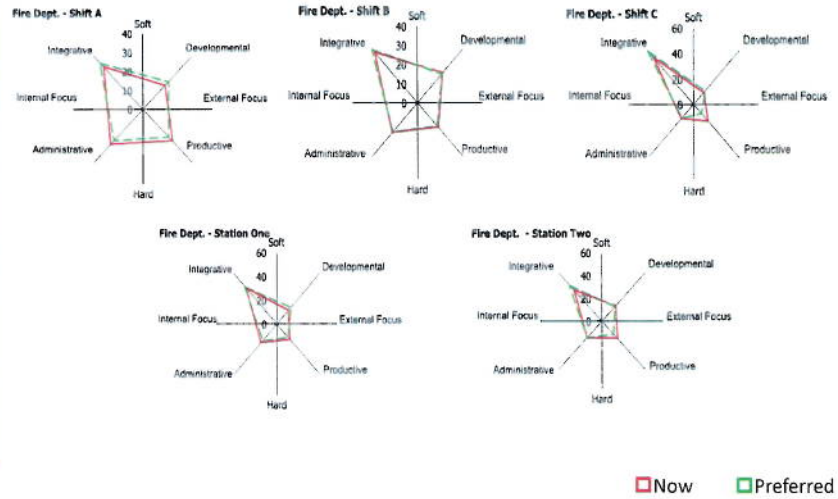
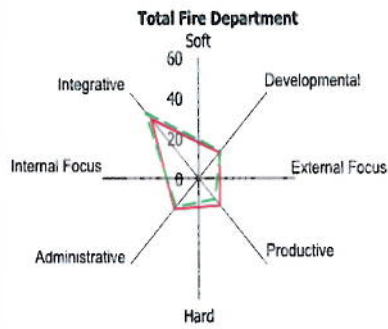
## ORGANIZATIONAL CULTURE – FINANCE



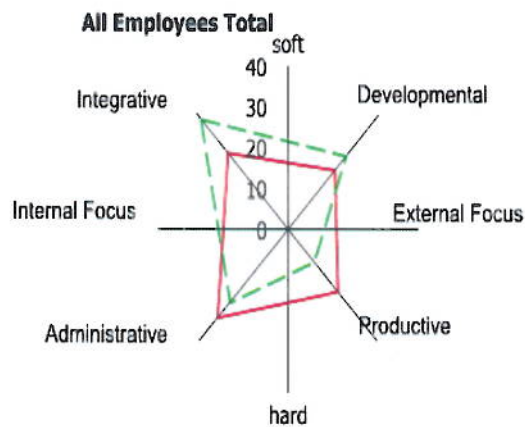
## ORGANIZATIONAL CULTURE – POLICE



## ORGANIZATIONAL CULTURE – FIRE

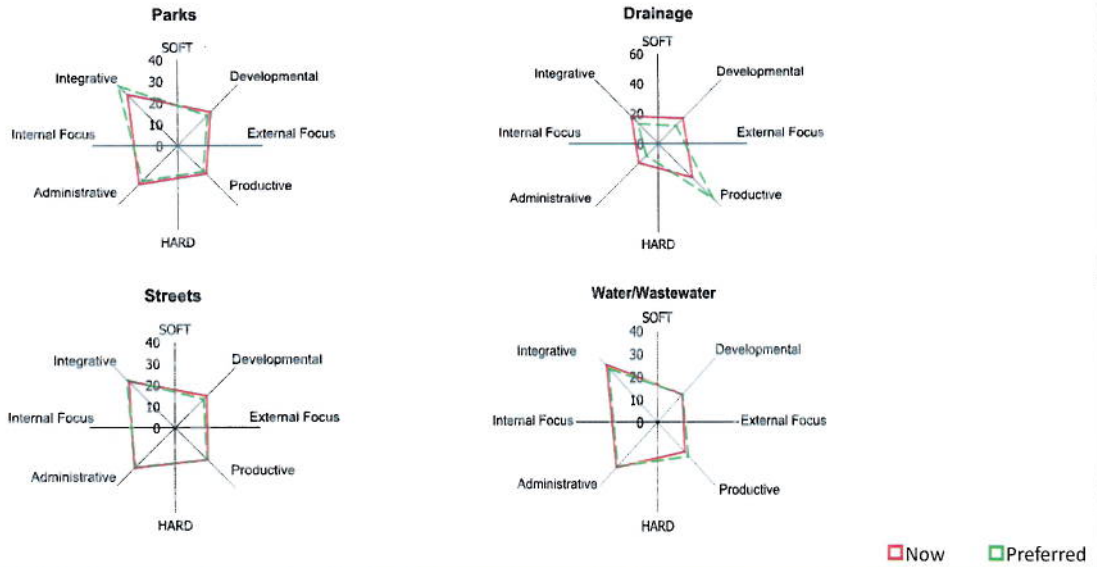


## ORGANIZATIONAL CULTURE – PLANNING & DEVELOPMENT

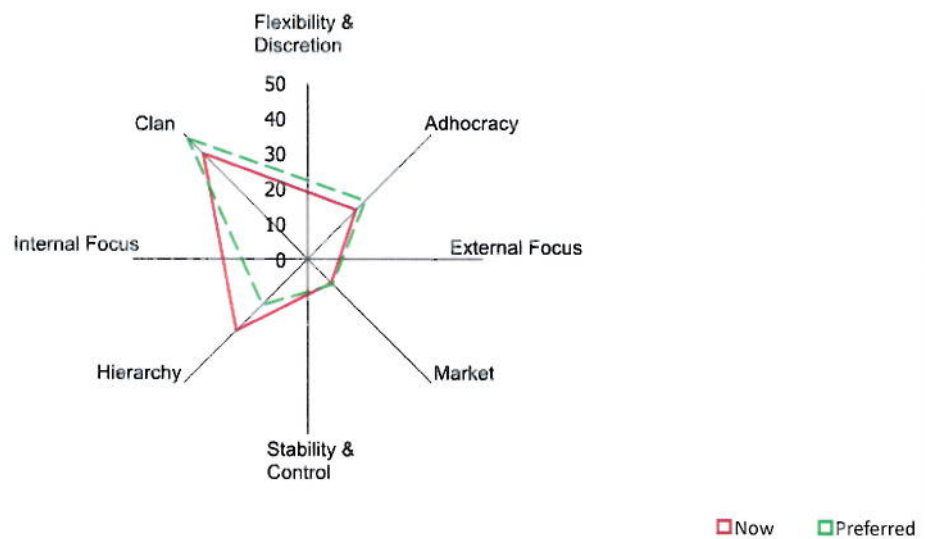


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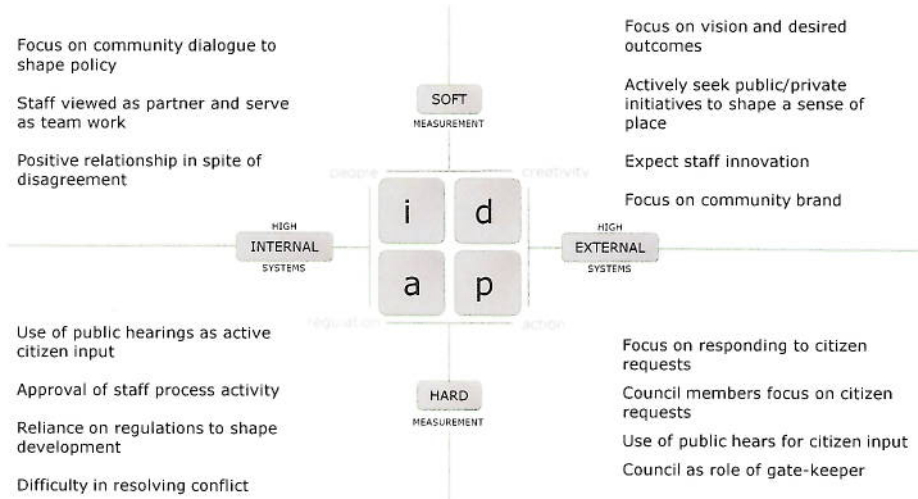
## ORGANIZATIONAL CULTURE – PUBLIC WORKS



## ADMINISTRATION



## GOVERNANCE APPROACH



## SWOT ANALYSIS

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**

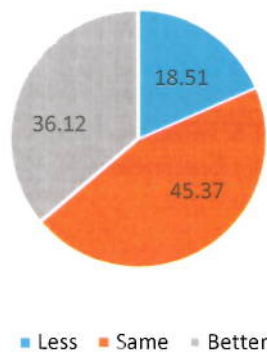
## Corinth Quality of Life and Community Relations Survey Analysis

The City of Corinth, Texas is located in Denton County Texas, and is approximately 35 miles by car from the City of Dallas, Texas. The community has a reputation of being a commuter town, and consists mostly of residential real estate. Real estate in the community is diverse ranging from multi-million dollar homes to mid-priced homes. Community residents are considered to be affluent and educated and earn some of the highest wages within the Dallas-Fort Worth metro area. Due to the small nature of the city community, residents rely on school and library services from other Denton County entities.

Corinth residents were asked to rate their neighborhood quality. Majority of the residents responded that their neighborhood met or exceeded their expectations. The question resulted with 45.37% of respondents answering same as expected and 36.12% responding with better than expected for a grand total of 81.49% that have a positive and/or neutral community outlook. Overall, the survey results represent that they respondents feel safe in their neighborhood, and most sentiment leads to appreciation for the city police department. Most of negative feedback is concerned with increasing the police for and enforcing city speed limits within the neighborhoods. Generally, residents feel safe in Corinth, and have a high regard for the city police forces ability to ensure citizen safety and security.

Citizen quality excluded school and library services because these services are provided by Denton County not the City of Corinth.

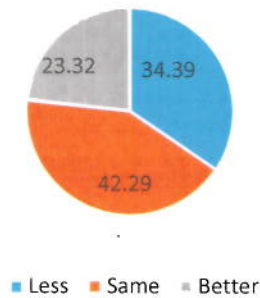
Quality of Life and Community Relations Ratings Averages



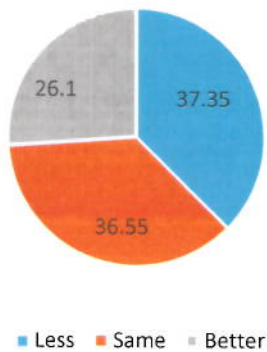
## City to Citizen Communication and Outreach Survey Analysis

Community communication and outreach are interrelated concepts, which directly and indirectly impact each other. The respondents ranked city communication as 34.39% less than I expected, 42.29% same as I expected, and 23.32% as better than I expected. Additionally, respondents ranked community outreach as 37.35% less than I expected, 36.55% same as I expected, and 26.10% as better than I expected.

Communication Ratings Averages



Outreach Ratings Averages



Sentiment from the respondents represents that the website information is current, but the customer driven tools are not user friendly. Respondents praised the Police Department for their Facebook page, which has 7946 followers and 8,103 likes. The information provided on this communication tool is up-to-date, with safety information and community involvement

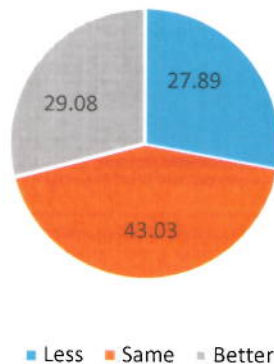


activities. Secondly, when compared to the official Facebook page regarding community relations, there are 918 likes and 908 followers. It seems that the word for this communication avenue has not reached the citizen base.

The City of Corinth also has a Twitter presence, which has 339 followers (24 following), and the last official tweet was from the Police Department on 12 September 2016. In the same respect, the City of Corinth Police Department has 1948 followers (120 following)

Community relations were ranked as 27.89% less than I expected, 43.03% same as I expected, and 29.08% as better than I expected. The majority of residents seem to find community driven information through the city website, but there is still a significant sector of the population that seems to be missing out on pertinent city news. The social media presence of City Community Relations is lagging behind, and outreach efforts through social media may decrease 27.89% of citizens that fell left out of the loop. In addition to social media outreach, it may be beneficial for senior level city leadership to plan and participate in targeted community outreach activities. The City of Corinth may see some benefit in actively involving and integrating the community relations department with other city government entities.

#### Community Relations Ratings Averages



There might be some benefit in adding links to the city social media entities within the resident resource section of the website. There seems to be information located on the Communication Relations Facebook page that is not located within the city webpage. It may be of some benefit to create a quarterly community outreach flyer that citizens could subscribe to via email. Additionally, creating a city speaker's bureau where citizens can request presentations from members of the city to speak at events upon request.

### Corinth Community Communication and Quality of Life

<i>Please rate the following expectation as:</i>	<b>Less</b>	<b>Same</b>	<b>Better</b>
Q1 Communication with the community	34.39%	42.29%	23.32%
Q2 Communication methods	33.20%	47.43%	19.37%
Q3 Relationship with the community	27.89%	43.03%	29.08%
Q4 Community Outreach	37.35%	36.55%	26.10%
Q5 Special Events Quality	28.63%	49.38%	21.99%
Q6 Information Release Quality	33.47%	40.82%	25.71%
Q7 Information Released Timely	33.74%	44.72%	21.54%
Q8 Website Effectiveness	26.42%	54.07%	19.51%
Q9 Website User Friendliness	28.86%	53.66%	17.48%
Q10 Overall Customer Service	20.16%	52.42%	27.42%
Q11 Prompt Resolution to concerns	18.37%	57.55%	24.08%
Q12 Overall Community Quality	18.5%	45.37%	36.12%

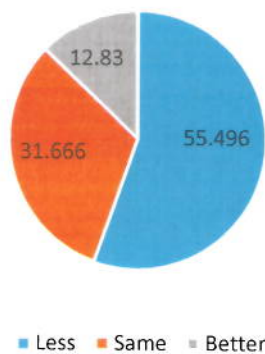
## Economic Development Survey Analysis

Surveyed respondents rated Corinth’s Economic Development based on their experiences with the City’s and its efforts to create and sustain a positive pro-business climate where businesses grow and prosper. Their ratings are outlined in questions 12-15 and 21-28 of the Economic Development Survey Data Table as well as averaged in the Economic Development Ratings Average Chart.

**Economic Development Survey Data Table**

<i>Please rate the following expectation as:</i>	<b>Less</b>	<b>Same</b>	<b>Better</b>
Q12. Overall quality of your Corinth neighborhood	18.50%	45.37%	36.12%
Q13. New Development in Corinth	46.85%	38.29%	14.80%
Q14. Corinth’s identity	40.00%	38.67%	21.33%
Q15. Corinth’s beautification efforts	45.95%	38.74%	15.32%
Q21. Efforts to create a town center to be used as a place to gather	64.22%	23.85%	11.93%
Q22. Efforts to attract small Corporate Headquarters	63.72%	24.19%	12.09%
Q23. Ability to attract national retail chains	74.42%	19.07%	6.51%
Q24. Ability to attract small boutiques and locally-owned retail stores	60.91%	31.82%	7.27%
Q25. Development of sit-down restaurants in Corinth	80.54%	13.12%	6.33%
Q26. Development of fine dining restaurants in Corinth	78.80%	16.13%	5.07%
Q27. Development of fast food style restaurants in Corinth	31.02%	56.94%	12.04%
Q28. Growth of the employment opportunities in Corinth	61.03%	33.80%	5.16%

**Economic Development Ratings Averages**



In review of the ratings for survey questions 12 – 15 and 21-28, the average ratings were 55.50% for “less than expected,” 31.67% for the “same as expected” and 12.83% for “better than expected.” \*(Note: Q12 was added in both the Economics and Quality sections because of its

importance in both areas.) And, of the 257 respondents who took the survey, between 213 – 237 or 83% - 92% answered the questions. Adding, there were between 30-44 or 8% - 17% respondents who skipped answering the questions. The data is significant because it makes clear that the residents are overwhelmingly unhappy with the state of Corinth's Economic Development.

Echoing the sentiments of the Economic Development Survey Data results are the Verbatim Responses to question 70. In their responses, the respondents repeatedly stated that the City of Corinth needed more and better sit down restaurants, more corporations, more shopping malls, more fast food chains, etc.” (See Survey Verbatim Responses)

Comparatively, nine years ago, Corinth citizen's opinions were captured in a City of Corinth 2008 “Citizen Attitude Survey” telephone poll which was conducted by Raymond Turco & Associates. In the area of economic development, the following was concluded:

1. The lack of economic development was among the top three areas that captured the most attention at 15% in regards to one of the most important issues residents felt Corinth faced.
2. Residents were positive about the appearance of their neighborhoods on an 8:1 ratio in the 88 percentile.
3. Developments desired by residents were restaurants (79%), retail stores (64%), family-oriented entertainment (67%), major supermarkets (54%), and professional services (50%).

Resulting, the survey questions pinpoints for the City of Corinth the exact areas in which the majority of Corinth citizens identified as needing improvement. Thereby, affording the City of Corinth with the opportunity to reflect, adjust, and plan economic development that would appease its residents.

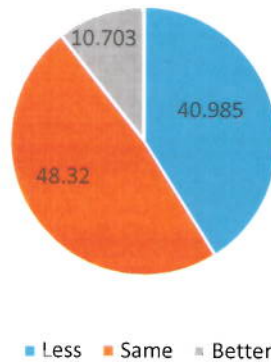
## Planning and Development Survey Analysis

Surveyed respondents rated Corinth’s Planning and Development based on their experiences with the City’s and its planning reviews, building inspection, and code enforcement. Their ratings are outlined in questions 16 – 19 of the Planning and Development Survey Data Table as well as averaged in the Planning and Development Ratings Average Chart.

### Planning and Development Survey Data

<i>Please rate the following expectation as:</i>	<b>Less</b>	<b>Same</b>	<b>Better</b>
Q16. Code enforcement efforts relating to nuisance issues such as high grass, debris, and junk vehicles	41.55%	39.27%	19.18%
Q17. Methods used to notify you about zoning construction via your HOA meetings, mail or newspaper	50.23%	41.55%	8.22%
Q18. Planning Development Customer Service	33.66%	56.96%	9.41%
Q19. Planning Development website	38.50%	55.50%	6.00%

### Planning and Development Ratings Average



In review of the ratings for survey questions 16-19, the average ratings were 40.99% for “less than expected,” 48.30% for the “same as expected” and 10.71% for “better than expected.” And, of the 257 respondents who took the survey, between 200 – 219 or 78% - 85% answered the questions. Adding, there were between 38-57 or 15% - 22% respondents who skipped answering the questions. This data is extremely important because the “same as expected” ratings are the highest and indicate that resident expectations have stayed stagnant thus neither increased nor decreased.

As expected, the question 70 Verbatim Planning and Development and Code Enforcement Responses backed up the survey results significantly as respondents stated that the City of Corinth “needed code enforcement, to grow faster, to review road development projects, to

review where retail development is strategically located, needed to get apps to report problems with enforcement, safe construction on I35, etc.” (See Survey Verbatim Responses)

In comparison, the aforementioned City of Corinth 2008 “Citizen Attitude Survey” telephone poll conducted by Raymond Turco & Associates concluded the following as it related to planning:

1. Planning for future needs of residents ranked at 99% or a 99:1 ratio as an important city actions statement.

Therefore, for a new city that is trying to grow, the take away is that Corinth needs to change something to increase expectations in this area which coincides with growth. Further, city officials need to take a hard look at the 2008 and 2017 surveys to figure out how citizen expectation can be increased without nearly a decade passing by and yielding the same results.

## Public Works Department Survey Analysis

The Public Works Department coordinates services within Parks and Recreation, Streets Department, and the Water and Wastewater Department. Participant expectation concerning these departments scored on average as “the same” when asked if the service provided was less than expected, same as expected or better than expected. The survey results were designed and written to clarify the quality of services provided along with the response time.

The questions were generated by information from the City of Corinth website as well as an interview with director of Public Works and Park Maintenance for the City of Corinth, Mr. Cody Collier and Director of Finance and Administrative Services, Lee Ann Bunselmeyer.

### PARKS AND RECREATION

The Parks and Recreation Department portion of the survey consisted of eight questions. The questions varied in content covering trails, family friendliness, activities, cleanliness, and playgrounds. The respondents answered overwhelmingly “the same” concerning the Corinth resident expectations. The community seems to appreciate the parks service and on average the respondents saying their expectations had been met. The City of Corinth hosts fourteen parks throughout the city while offering special classes, sporting events and events for seniors.

While interviewing Mr. Collier and Ms. Bunselmeyer, they shared about the lack of a Corinth recreation center and wanted to ask survey participants about park activities. Some notable areas that were considerably rated higher as “less than expected” were the lack of hike and bike trails, and park activities. As noted above, the City of Corinth participated in a “Citizen Attitude Survey,” (Raymond Turco & Associates, 2008). In that survey, 16% of participants reported that the most important recreational activity was the hike and bike trails. It still seems to be an issue almost 10 years later.

*A dog park would be a good development to think about. A lot of citizens have been talking about that lately.* – Corinth Resident

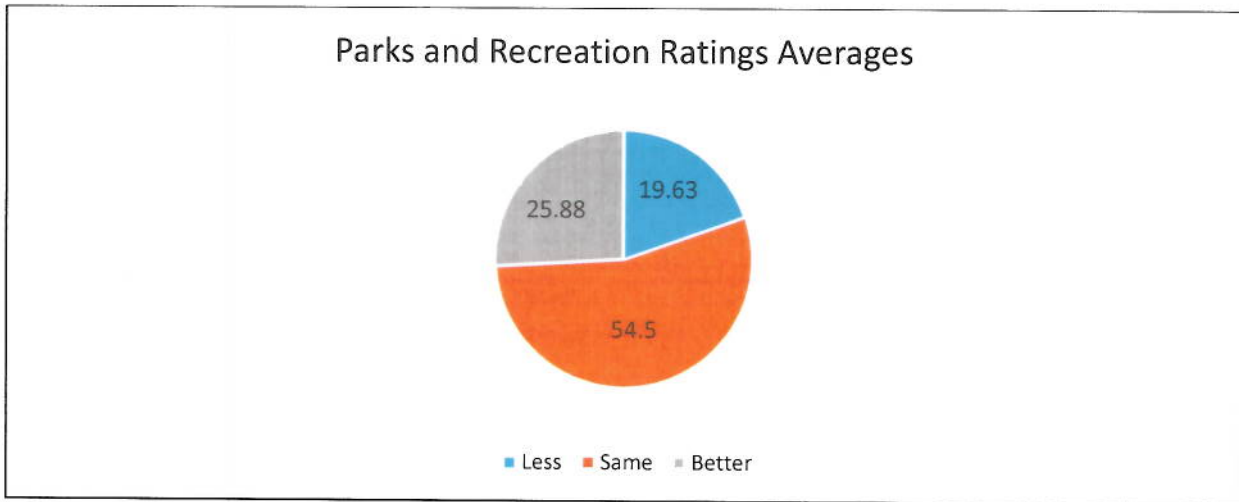
*I'm very concerned about the cleanliness of the pond area. The water leaks out and area is full of trash.* – Corinth Resident

*Overall we are happy to call Corinth our home. Some of the shortfalls we have seen really have been from the contracted services like road construction, landscapers mowing trash in right of ways, and the trash service not providing a trash can lead to many people just piling trash on the sidewalk.* – Corinth Resident

The Parks and Recreation seemed to meet the expectations of survey participants, however there seems to be an opportunity to improve sections of the department like activities for families, the summer camp program and the mowing of the city’s right-a-way’s.

**Parks and Recreation Survey Data**

<i>Please rate the following expectation as:</i>	<b>Less</b>	<b>Same</b>	<b>Better</b>
Q29. The hike and bike trails and parks	24.71%	51.15%	24.14%
Q30. How is the family friendly atmosphere of the Corinth City parks	14.45%	53.76%	31.79%
Q31. How are the Park Activities	25.15%	55.69%	19.16%
Q32. How is the Corinth Summer camp program	16.33%	68.03%	15.65%
Q33. How is the cleanliness and upkeep of the parks, including mowing services	16.76%	46.24%	36.99%
Q34. How would you rate the mowing of the city's right-a-ways	27.43%	46.86%	25.71%
Q35. How would you rate the city's programs and activities for children	18.18%	59.09%	22.73%
Q36. The playground structures in the parks are	14.56%	55.06%	30.38%





## **STREETS**

The Streets Department rated overwhelmingly as “same as expected” when asked about condition of the streets, timeliness of sidewalk repairs and replacement of street signs. As survey participants, an average of 68% responded to the streets department section of the survey. The City of Corinth website states that *“The Street Department is committed to enhancing the quality of life for the residents of Corinth through proactive maintenance and protection of the public's safety.”*

Citizens really do seem to be pleased with street condition in their Corinth neighborhoods and all over the city of Corinth. Considering that 70% of participants responded to Question 37, “How would you rate the condition of the streets in your neighborhood” and 29% of those respondents reported that street condition exceeded their expectations.

To enhance efforts in street maintenance and protection for the Corinth residents, survey respondents asked for additional sidewalks offered in Corinth. Respondents also seemed to feel that there needed to be more crosswalks for pedestrians, especially around school zones. 28% of respondents reported that their expectations were not met when it came to placements of crosswalks where pedestrians needed them most. The highest rated question pertaining to “less than expected” concerned the need for sidewalks and 36% of participants shared their disappointment for sidewalks in Corinth.

*There is a new school down the street and I see kids walking in the street very dangerous... - Corinth Resident*

*We appreciate the new roads but the medians and cleanup has not been accomplished. – Corinth Resident*

### **Streets Department Survey Data**

<b><i>Please rate the following expectation as:</i></b>	<b>Less</b>	<b>Same</b>	<b>Better</b>
Q37. How would you rate the condition of the streets in your neighborhood	22.10%	48.07%	29.83%
Q38. How would you rate the condition of the streets in Corinth	20%	50.56%	29.44%
Q39. The placement of crosswalks in Corinth address the safety of pedestrians	27.68%	53.11%	19.21%
Q40. How would you rate the school zone light placement and visibility	12.22%	66.11%	21.67%
Q41. How would you rate the timeliness of sidewalk repairs	32.54%	53.85%	13.61%

Q42. The number of sidewalks offered in Corinth	35.59%	48.02%	16.38%
Q43. How would you rate the response time to the replacement of street signs	13.33%	67.27%	19.39%



**WATER AND WASTEWATER**

Mr. Cody Collier, Director of Public Works and Park Maintenance for the City of Corinth mentioned in his interview that he was hoping to gauge the public’s interest overall quality of water management. The respondent’s reported that their overall confidence in the Corinth Water department was “same as expected” at 67%. The public seems to appreciate their water department overall. Some of the concerns that seem to stand out is that a service professional wasn’t explaining details of work that needed to be done and the work order service process through the website was not user friendly for some.

Out of the twelve Water Department questions that participants answered, there were an average of 58% participants that responded. For Question 54 regarding the taste in water there was a 10% (68%) increase in participant responses and an overwhelming 31% reported that their expectations were exceeded when it came to the taste of water.

On the other hand, another questioned that generated an increase in participants (62%) concerned water meter maintenance. Out of those participants, 22% reported that their expectations were not met when addressing water meter and meter boxes being maintained.

In the past, the “Citizen Attitude Survey,” (Raymond Turco & Associates, 2008) reported that 21% of participants said making water bill payments was the service on the city website residents most frequently used. In 2017, when participants were asked “how would you rate the website online customer relation center work order service request process,” 64% reported that their expectation was the same.

Some additional concerns from the comments section were fluoride in the water and the expense of water in Corinth. The Water Department would serve the community well if leadership took these citizen concerns under consideration. Although few residents spoke to these issues, they are still citizen concerns and should be monitored accordingly.

*If the city can do any one thing that will make a difference to public health - remove the fluoride product from the public water supply. – Corinth Resident*

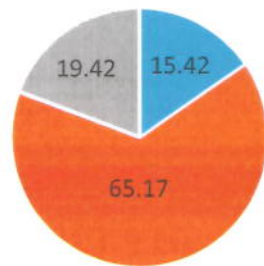
*I am aware Corinth has lost its "superior" water rating by the state and this is very sad as our water bills are outrageously high for what we get. – Corinth Resident*

*Water and waste water is way too expensive – Corinth Resident*

### Water and Wastewater Department

<b>Please rate the following expectation as:</b>	<b>Less</b>	<b>Same</b>	<b>Better</b>
Q44. How would you rate the website online customer relation center work order service request process	22.37%	64.47%	13.16%
Q45. How well did the service professional explain the technical details of the work being performed	19.01%	66.90%	14.08%
Q46. The service professional exemplified a professional appearance and demeanor during your interaction	10.22%	72.99%	16.79%
Q47. Do you feel that the service professional was courteous when addressing your concerns	8.63%	71.22%	20.14%
Q48. How would you rate the service professional's cleanup effort at the work site	13.87%	67.15%	18.98%
Q49. Was the service you requested provided in a timely fashion	13.24%	69.12%	17.65%
Q50. How is the quality of service the Water Department provides for you	16.03%	59.62%	24.36%
Q51. How would you rate the response time to your water department service requests	15.11%	61.87%	23.02%
Q52. How would you rate the service water department employees provide	12.68%	63.38%	23.94%
Q53. The water meters and meter boxes are being maintained	22.01%	67.92%	10.06%
Q54. How would you rate the taste of the water	16.86%	50.86%	30.29%
Q55. What is your confidence in the overall operation of the Water Department	13.10%	67.26%	19.64%

### Water and Wastewater Department Ratings Averages



■ Less ■ Same ■ Better

Considering the verbatim responses from citizens, data collected from this current citizen satisfaction survey, as well as the survey conducted in 2008 in partnership with Raymond Turco & Associates, these are recommendations gathered from the data collection and responses. The Public Works Department, including the Parks and Recreation, Streets and Water and Wastewater Departments, the City of Corinth should direct their focus on the following:

1. Increase hike and bike trails in Corinth parks
2. Additional crosswalks in increased pedestrian sections of Corinth
3. Additional sidewalks near schools (specifically Meadowview Drive)
4. Consider addressing fluoride concerns in drinking water
5. Consider addressing citizen concerns about water services costs

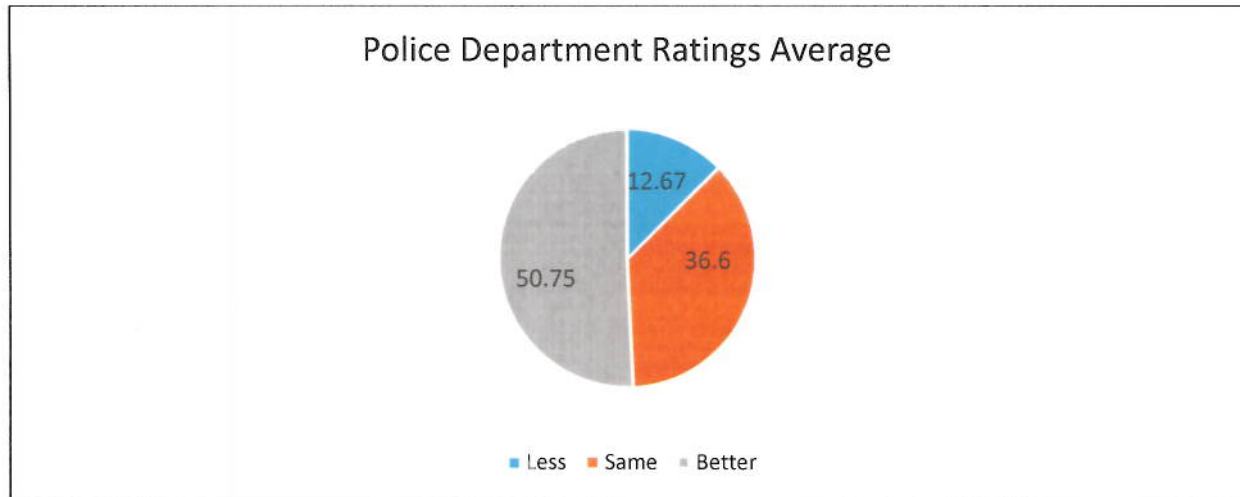
## Public Safety: Police and Fire Departments Survey Analysis

The surveyed respondents rated Corinth's Community Safety based on their experiences with the Corinth police and fire department. These evaluations were based on the services themselves, as well as the safety, friendliness and timeliness of the police and fire department of the City of Corinth. Along with these two departments, the respondents were also asked to evaluate animal control services as that falls under the police department's jurisdiction. Their ratings are outlined in questions 56-63 and questions 64-69 respectively. The ratings for the police department are outlined in questions 56-63 of the Police Department Development Survey Data Table as well as averaged in the Police Department Ratings Average Chart. The ratings for the fire department are outlined in questions 64-69 of the Fire Department Survey Data Table as well as averaged in the Fire Department Ratings Average Chart.

### Police Department

**Police Department Development Survey Data Table**

<i>Please rate the following expectation as:</i>	<b>Less</b>	<b>Same</b>	<b>Better</b>
Q56 Your sense of safety where you live	11%	31%	59%
Q57 The presence of the police department in your neighborhood	27%	38%	36%
Q58 The response time of the police department or officers	12%	41%	47%
Q59 The police department's community outreach and involvement? (citizen academy, ride out program, CSI camp)	6%	37%	57%
Q60 The effectiveness of the social media outreach of the police department (Facebook, Twitter, website, notifications)	11%	31%	57%
Q61 The approachability of the police officers	11%	33%	56%
Q62 The professionalism of the police officers and staff (friendly, courteous, effective)?	11%	29%	60%
Q63 How would you rate the animal control service	12%	54%	34%



Overall, the citizens rated “better than expected” on the services, safety, friendliness and timeliness of the police and fire department of the City of Corinth. The least used rating is “less than I expected,” with “same as I expected” being the second most used rating to describe the satisfaction of services. A strong majority reported feeling safe throughout the city with the percentage weighing in just a little shy of 60% with the “better than I expected” rating. The professionalism of the police officers, their approachability and presence in the neighborhood also received a “better than I expected rating.”

Animal control was also evaluated under the police department and received a high percentage on the “same as I expected” rating. Whether these are good or bad expectations that have been confirmed by the rating of “same as expected”, it is important to keep in mind that only one hundred and sixty-one residents answered this question.

In review of the ratings for survey questions 56-63, the average ratings were 12.67% for “less than expected,” 36.6% for the “same as expected,” and 50.75% for “better than expected.” Of the 257 respondents who took the survey, on average about 170 answered the police department survey questions, while, on average about 87 respondents skipped them.

The data has shown herein that the Corinth police department is primarily exceeding citizens’ expectations when it comes to their presence, friendliness, professionalism and services which they provide.

In comparison to the “Citizen Attitude Survey” which was conducted by Raymond Turco & Associates in 2008, the police department is still holding a very positive outlook by the Corinth residents. The department was highly praised in 2008 and is still highly praised in 2017 as one citizen wrote “I love being able to brag about living in a city our size rank. I believe 6<sup>th</sup> or 7<sup>th</sup> place in the state of Texas as being safe.” In accordance with the 2008 survey, “respondents were most enthusiastic (excellent) when commenting about police (47%).” The general satisfaction with the police department among four of the five residents city wide was rated as 90%, 87%, 82% and 93%. The survey also revealed that the citizens of Corinth gave excellent ratings and

feedback when it came to the courtesy, speed of responding to calls and professionalism of the fire department. The overall consensus is that the residents overwhelmingly enjoyed giving positive feedback on the department.

Question 70, verbatim police department responses, does back up these averages with comments such as “I am blown away by our police department. They are amazing. Communication through FB is above board.” This question, however, does also shine a light on some negative responses which equaled out a total of 16 out of the 27 comments given on the police department. Some of these negative comments include “Police are not as effective in neighborhood crime, are selective in their willingness to pursue the laws that should be enforced. Small corruption quickly escalates to out of control levels.” Most of the negative feedback on the police department focuses on neighborhood crime, dangerous driving situations, poor patrol in certain areas of town and animal control.

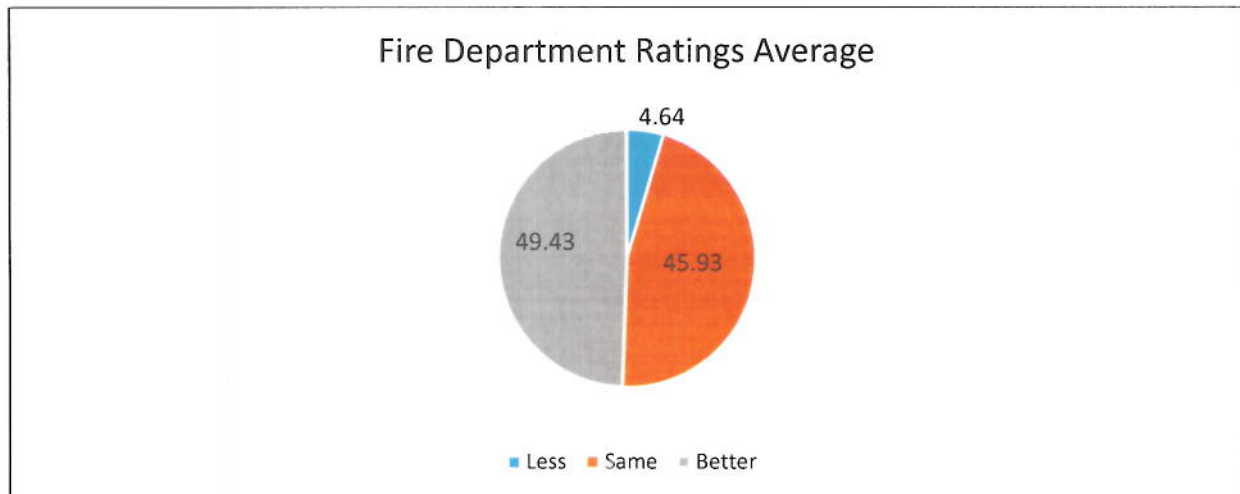
Therefore, for a city that is mostly highly praised for the police involvement, communication, friendliness and presence, the verbatim responses should be taken into serious consideration when looking at areas of improvement. Based upon the residents’ statements, the City of Corinth Police Department should increase their focus on the following:

1. Greater control of speeders in areas of Dobbs RD, Corinth Parkway, State School RD and overall increased monitoring of I35.
2. Animal control increasing their staff to at least two full time employees and commitment to faster action when it comes to dead rodents on city roads. Suggestion: Utilize an application for reporting dead animals and highly advertise that usage.
3. Increase strength in neighborhood crime and increased patrol in certain areas like Vista View, Shadow Oak Dr., Meadowview and Post Oak in the Fairview west area.
4. Increase street lights
5. Continue improving efforts on friendliness and avoid any potential actions that could communicate false sense of commitment to the citizens.

**Fire Department**

**Fire Department Development Survey Data Table**

<i>Please rate the following expectation as:</i>	<b>Less</b>	<b>Same</b>	<b>Better</b>
Q64 The overall presence of the fire department in your community	6%	43%	51%
Q65 The response time for the fire department	3%	43%	53%
Q66 The professionalism of the paramedics	0%	37%	63%
Q67 The emergency medical and life-saving services	0.9%	40%	59%
Q68 The public education services of the fire department	8%	50%	41%
Q69 The accessibility of information on the website about the fire department	9%	61%	29%



The fire department primarily received “same as expected” and “better than expected” ratings on their response time, professionalism, presence in the community and the emergency medical and life-saving services.

In review of the ratings for survey questions 64-69, the average ratings were 4.64% for “less than expected,” 45.93 for the “same as expected,” and 49.43% for “better than expected.” Of the 257 respondents who took the survey, on average about 117 answered the fire department survey questions, while, on average about 140 respondents skipped them.

The data has shown herein that the Corinth fire department is primarily either meeting or exceeding citizen’s expectations when it comes to their presence, friendliness, professionalism and services which they provide.

In comparison to the “Citizen Attitude Survey” which was conducted by Raymond Turco & Associates in 2008, the fire department has not faltered when it comes to the positive opinion the residents of the City of Corinth hold. Ambulance at 64% and fire department at 75% were part of the top five city services rated as excellent/good by the residents.

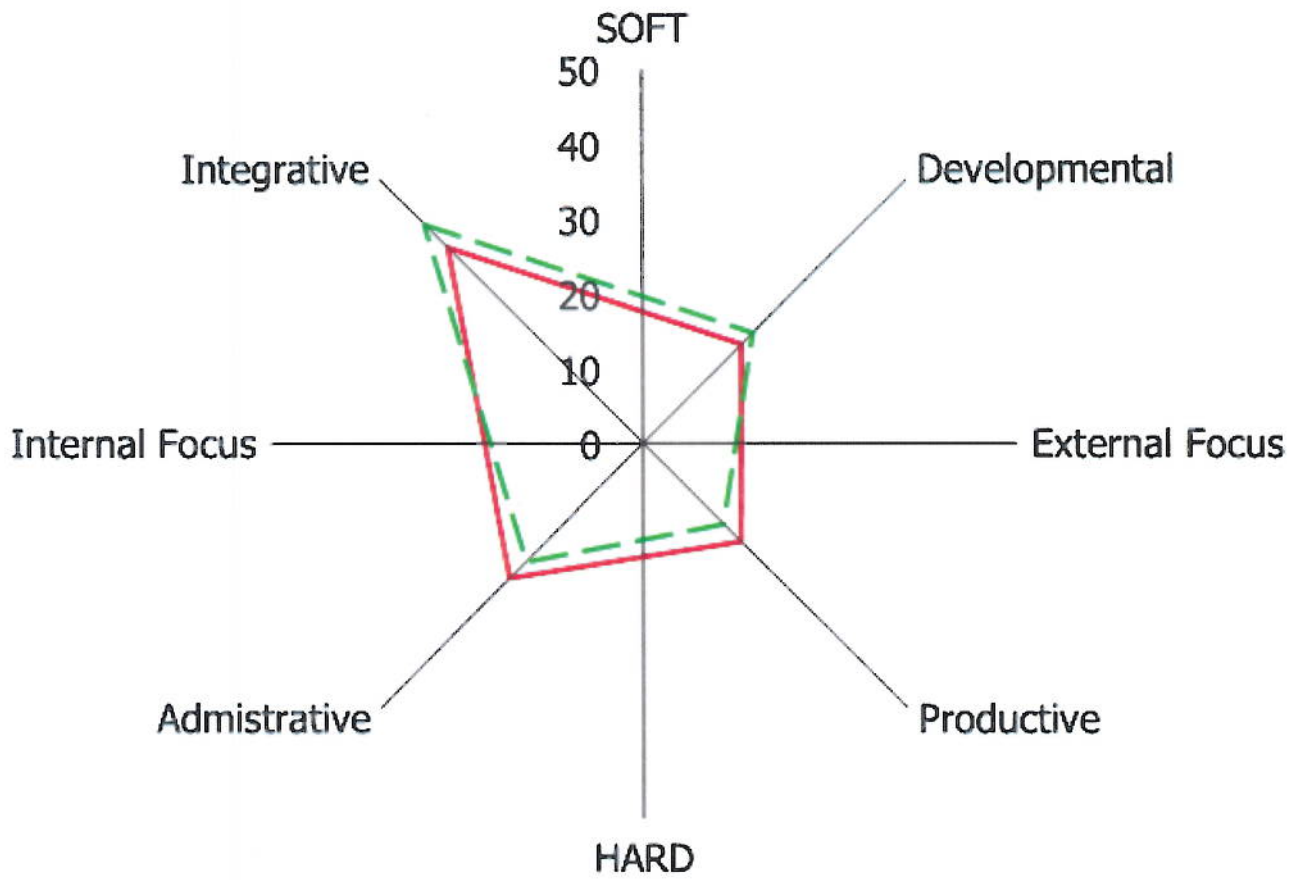


Question 70, verbatim fire department responses, does back up these averages with comments such as “When you call for an ambulance, you get quite a presence. They are seemingly over-prepared.” This question, however, does also shine a light on some negative responses as well. One of the negative comments is “I feel like we need a fire station on the west side of the city and not a fire engine or ambulance part at one from another station 8-5 to give residents a false sense of security that there’s actually an emergency vehicle parked there.” The negative feedback on the fire department focuses on needing more presence in more areas of the City of Corinth.

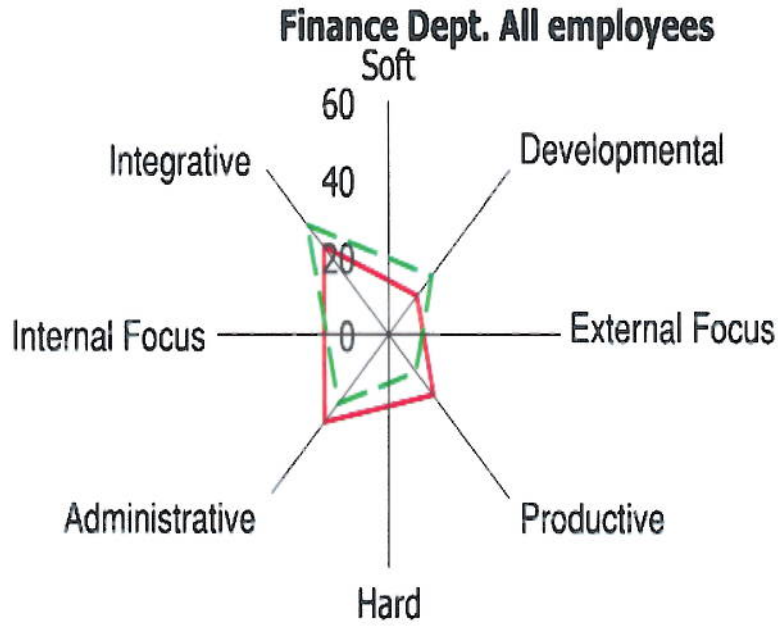
Therefore, for a city that is receiving praise for their fire department’s efforts on involvement, communication, friendliness and presence, the verbatim responses should be taken into consideration when looking at areas of improvement. While not many, the comments given combined with the ratings, do show that the City of Corinth Fire Department should increase their focus on the following:

1. Increase presence on both side of I35, particularly the west side of the city, because the message being received is that Fire/EMS is short staffed and not reaching out to everyone.

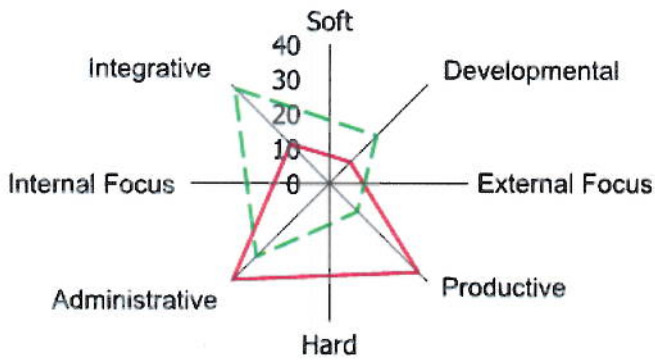
All Employees



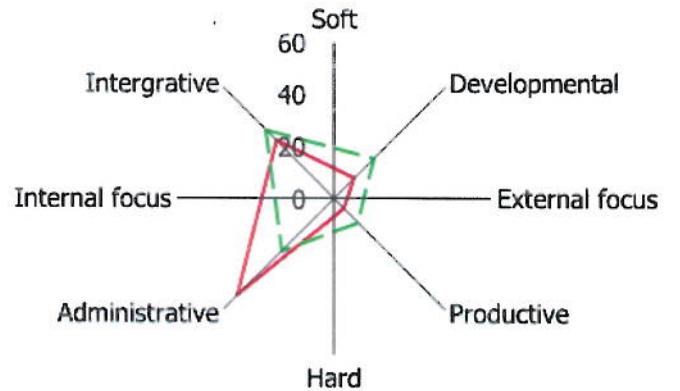
**Finance**



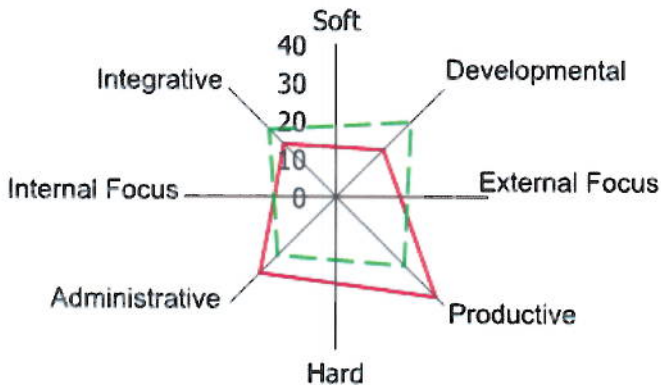
**Accounting**



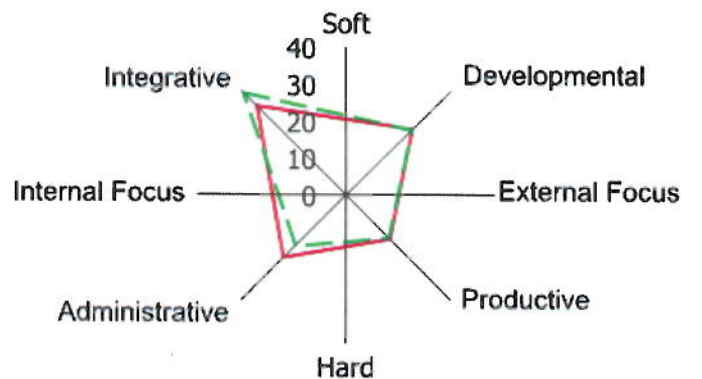
**Court**



**Utility Billing**

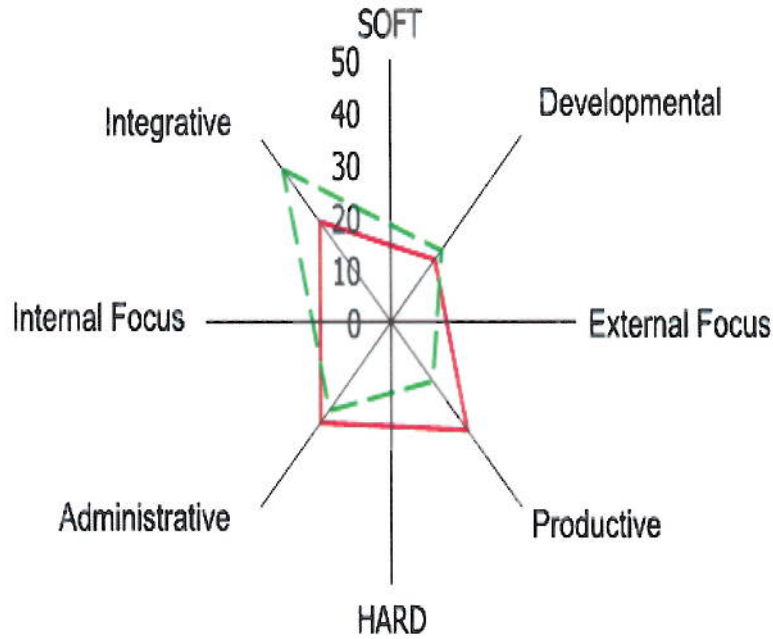


**Technology Services**

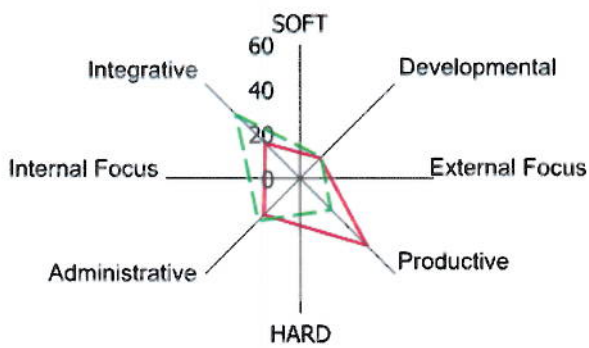


Police

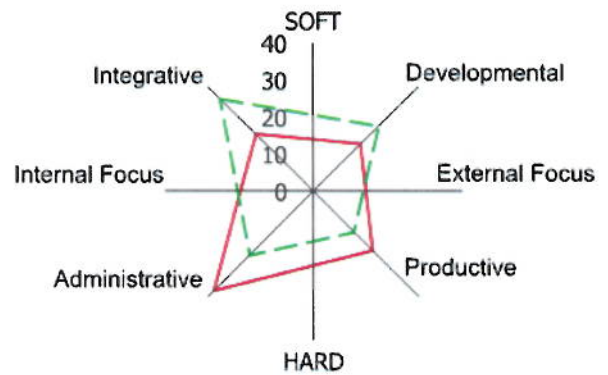
**Police- All Employees**



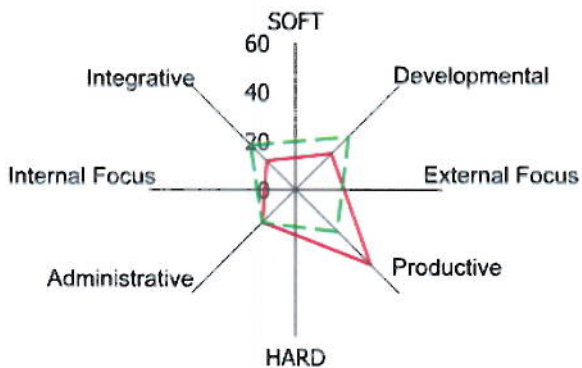
**Shift (V)**



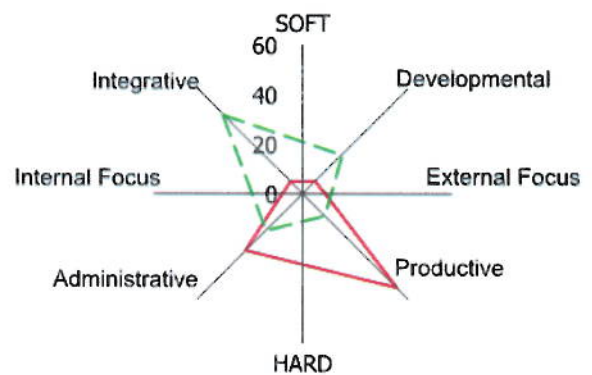
**Shift (R)**



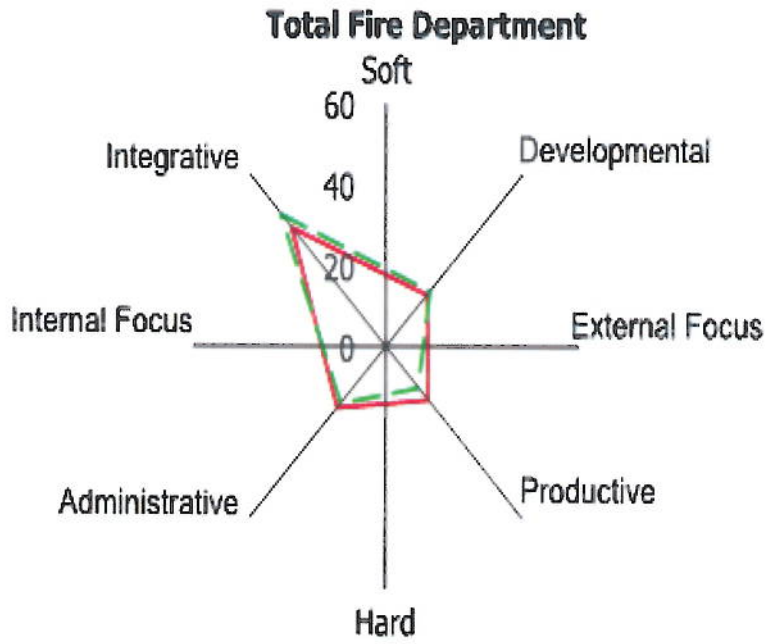
**Shift (B)**



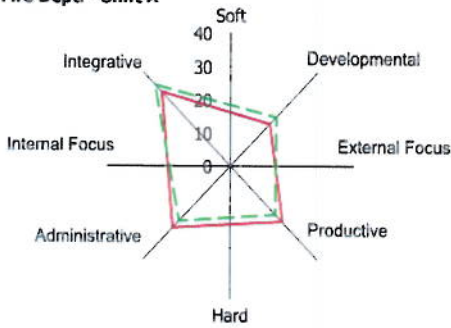
**Shift (T)**



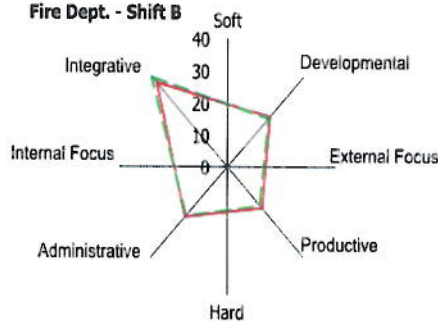
# Fire



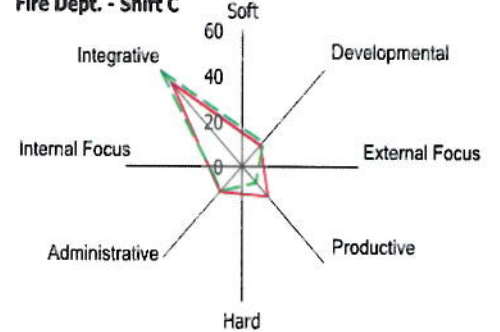
Fire Dept. - Shift A



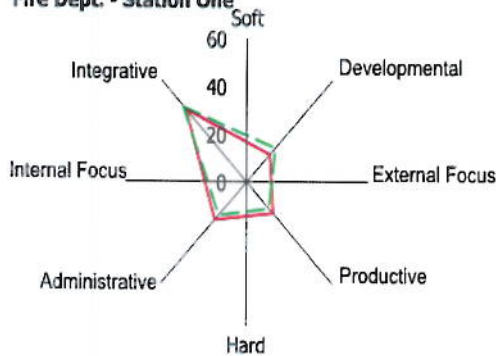
Fire Dept. - Shift B



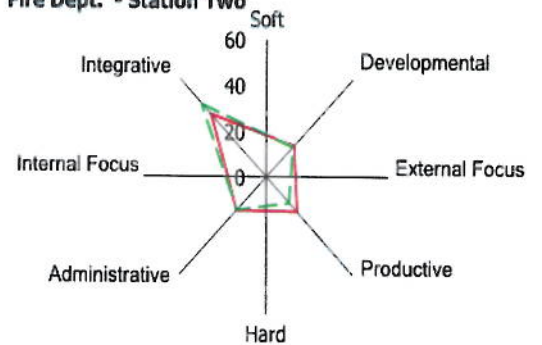
Fire Dept. - Shift C



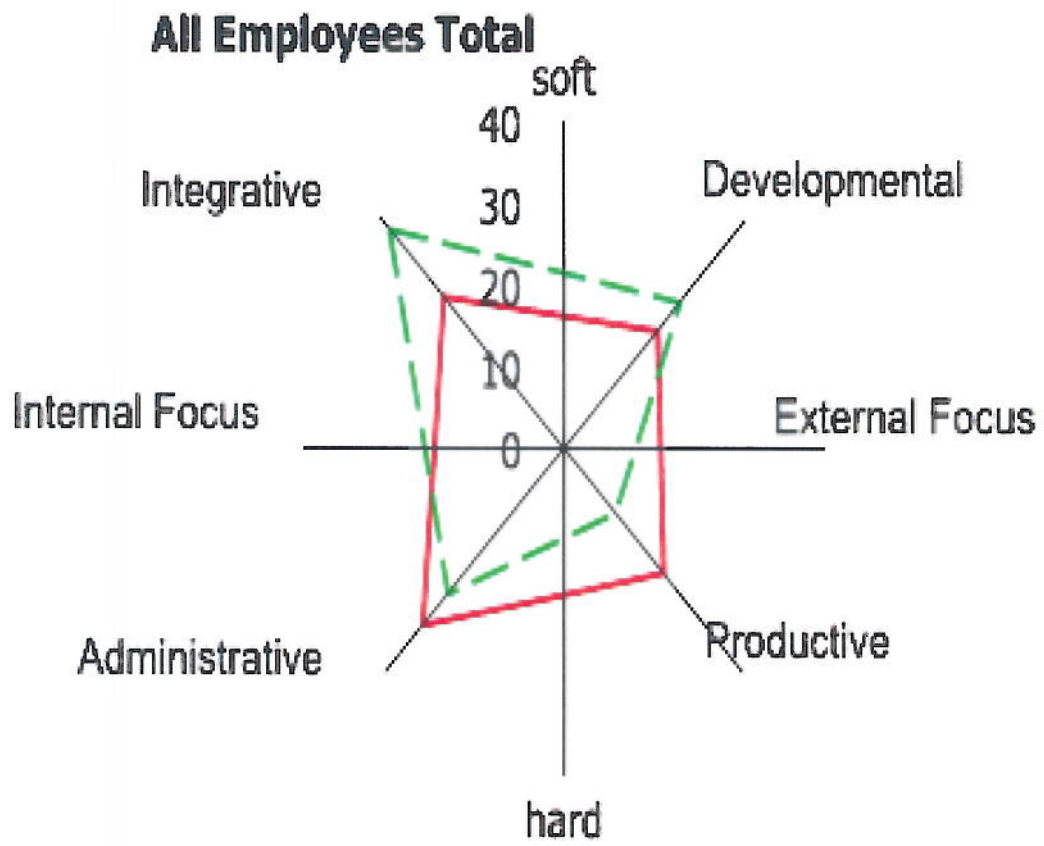
Fire Dept. - Station One



Fire Dept. - Station Two

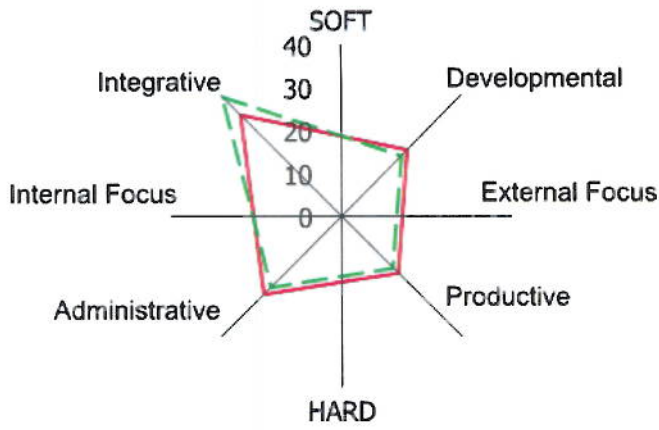


# Planning & Development

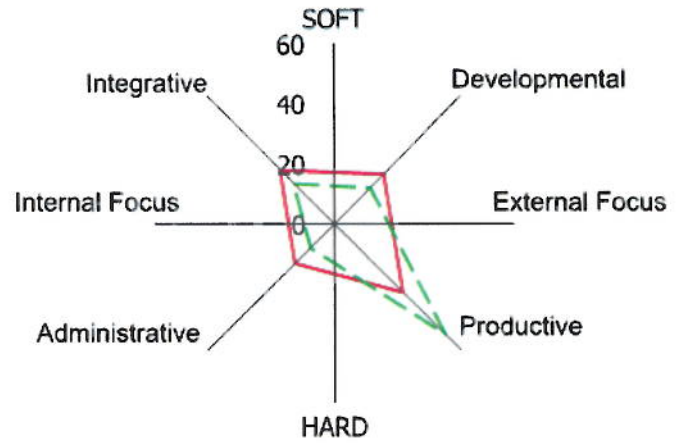


# Public Works

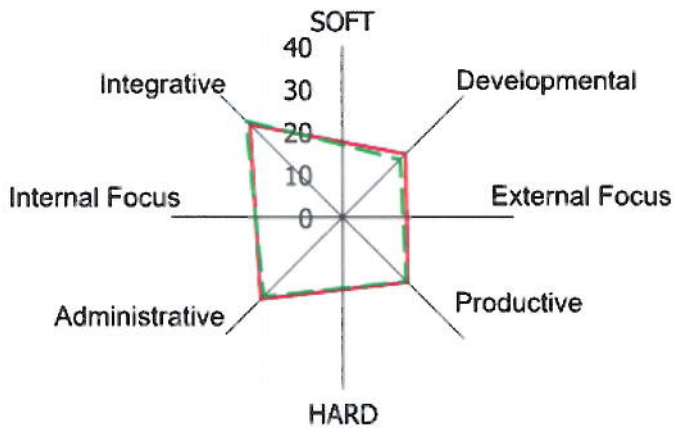
## Parks



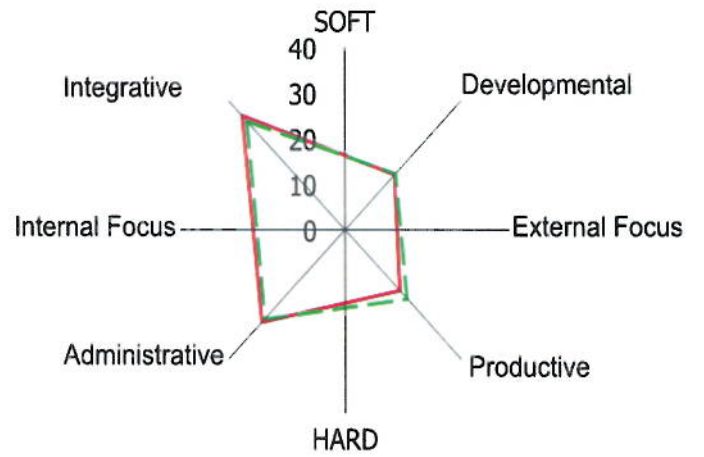
## Drainage



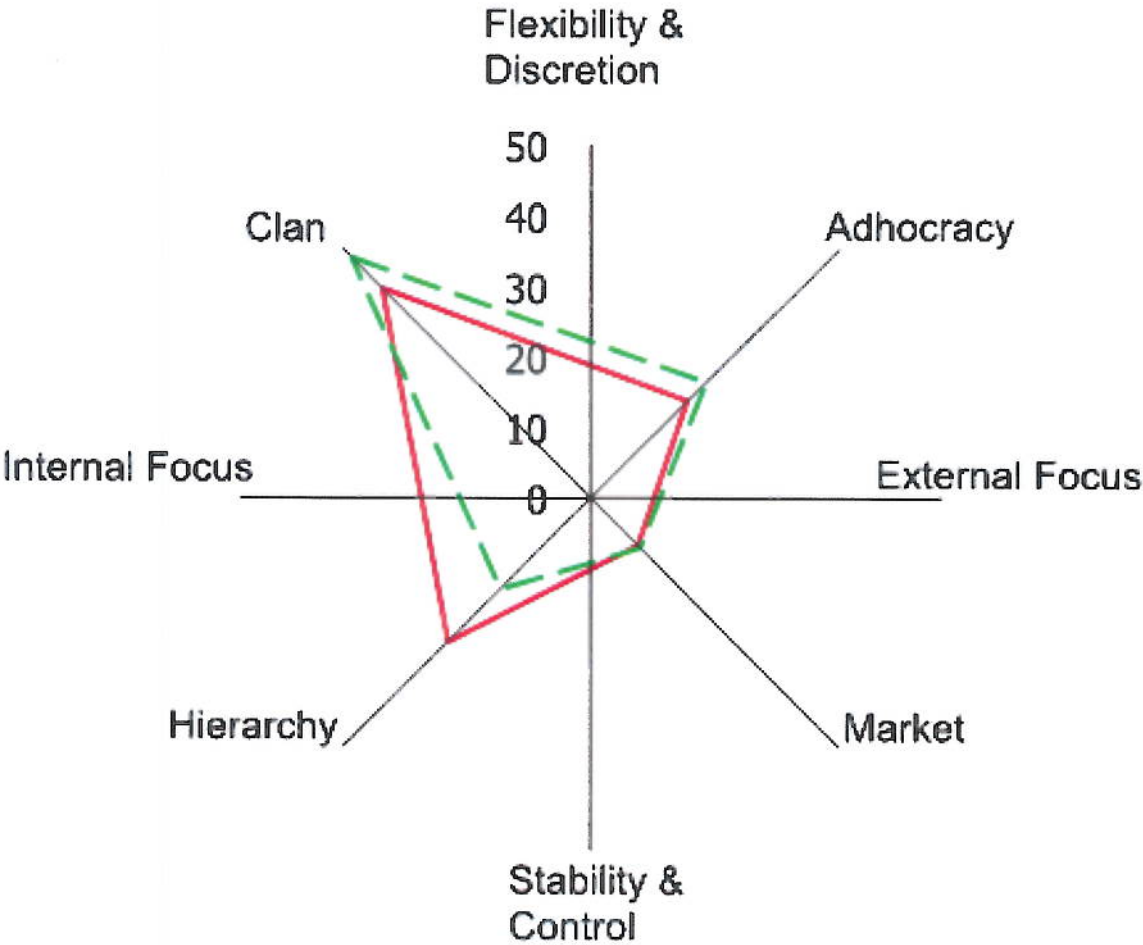
## Streets



## Water/Wastewater

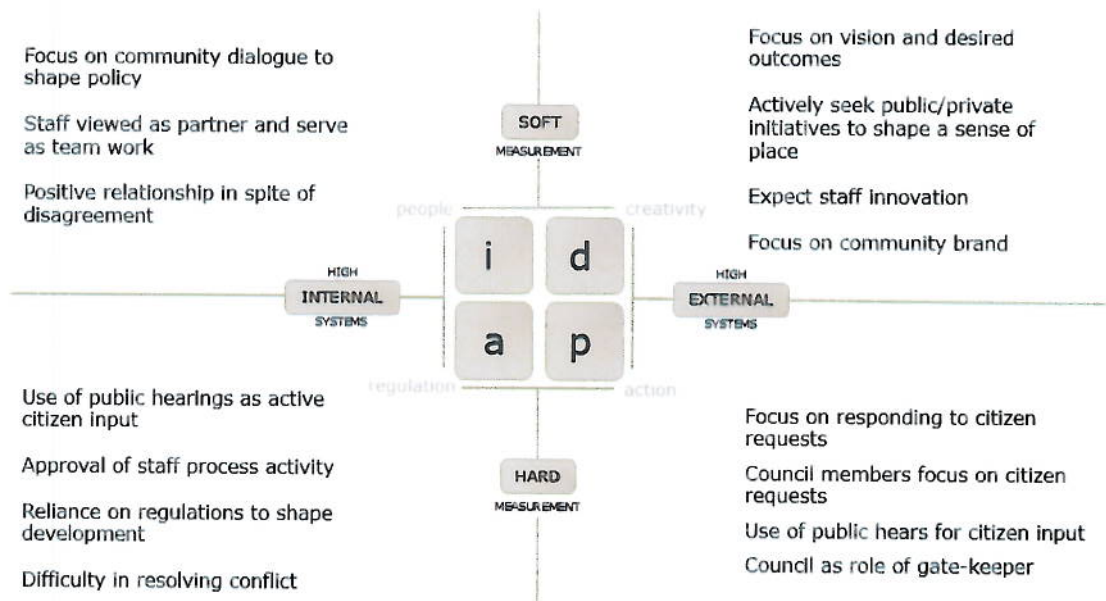


Administration





# GOVERNANCE APPROACH



# SWOT ANALYSIS

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- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**