

# CitySpendPOV™ Dashboard

Lago Vista, TX  
2022





## Background

Lago Vista, Texas commissioned OnPointe Insights to conduct the CitySpendPOV survey, which was in the field from May 3 to May 16, 2022. In total, 1,046 surveys were completed (+/- 2.5% margin of error).

The online survey measured five initiatives that could benefit from city investment, including:

- Water / Waste Water
- Street Resurfacing
- Golf Course Improvements
- Upgrades to Parks
- Municipal Complex / Library

For each initiative, five questions were asked:

- How much would your household benefit?
- How much would Lago Vista benefit overall?
- Is it worth spending funds/taxes on the investment?
- Is it worth a utility/tax increase?
- Select a statement that reflect their thoughts on the potential investment.

A short series of questions was also asked about Cap Metro.

## Reviewing the data

This Online Dashboard presents results in an interactive way.

- Use filters to explore (like age, gender and time in the city)
- Review comments by filtering on specific topics.
- Download the data you want into Excel or PowerPoint.

## Initiative Priority

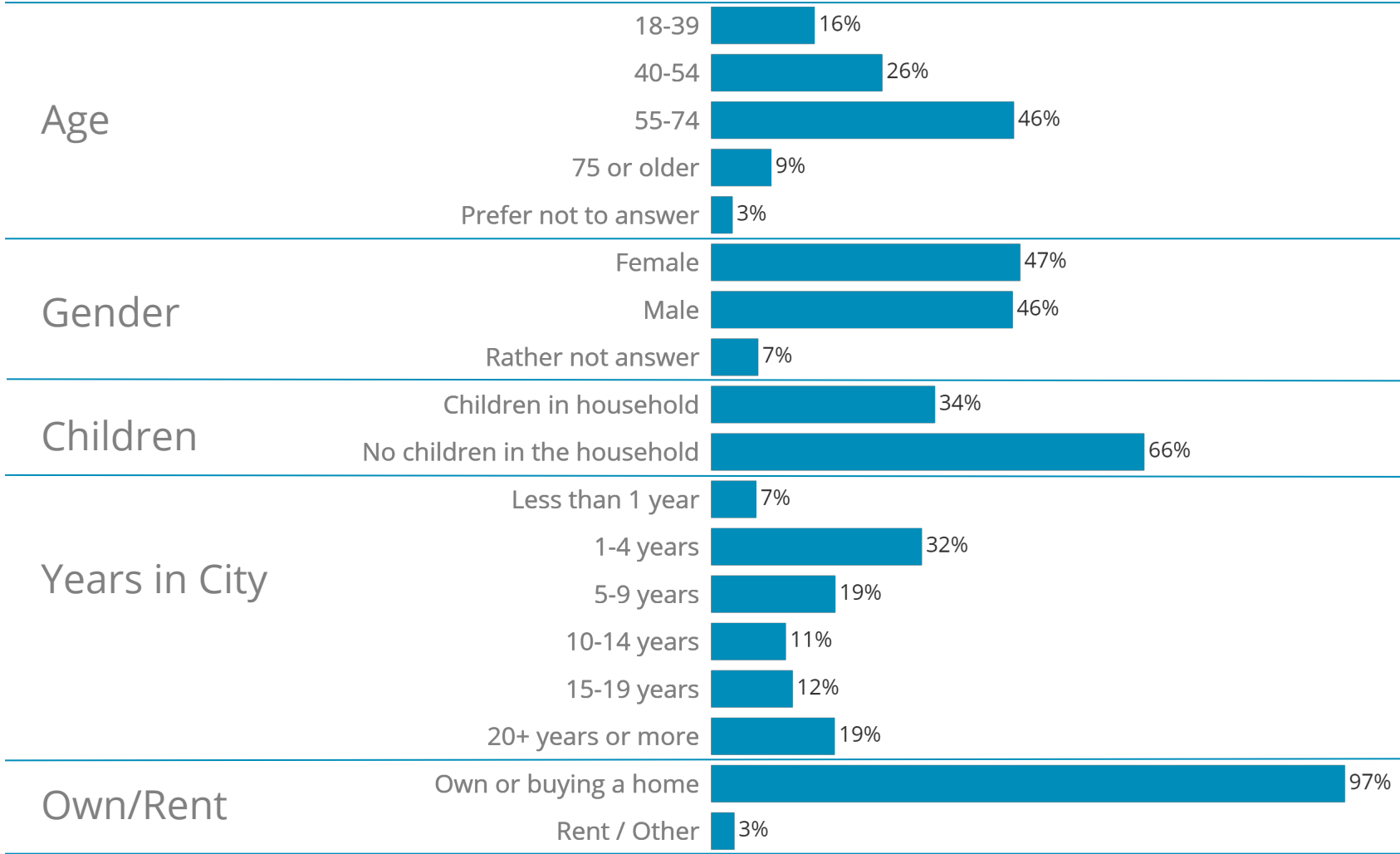
Following is a brief overview of the five initiatives presented to residents:

- **Water/Wastewater** investment was the highest priority by a large margin. It is an essential need for the city and a necessity that should come before other needs. Very few considered it a low priority.
- **Street resurfacing** investment was second in priority. Many residents said the streets were in poor shape and even a safety hazard. Some indicated that sidewalks were also needed.
- **Municipal Complex / Library expansion/replacement** was the 3rd priority. Although not viewed as essential, many agreed that the current complex/library is too small. Many who prioritized it felt that an upgrade was vital if the city grows. The library upgrade was considered important to children and families.
- **Park upgrades** were the 4th priority and nearly equal to the Complex/Library. Many asked that green spaces be preserved as a priority. Improvements desired most are hike and bike trails (56%), dog park (38%), playgrounds (23%), skate park (12%), more pickleball courts (10%).
- **Golf Course upgrade** was the lowest priority. Although 10% felt it was a high priority, 51% indicated it was their lowest priority. Advocates said it would bring revenue and attract people to city. Others felt it was a beautiful asset that should be enhanced. Some said it would increase home values.

## Cap Metro

Should the Cap Metro service continue or should tax dollars be focused elsewhere?

- 47% indicated Cap Metro should not continue, but 34% felt it probably or definitely should. Many are undecided.
- If funds were to be used elsewhere, 52% recommended road maintenance, 33% suggested public safety (police) and 24% suggested a local transit alternative.



### Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

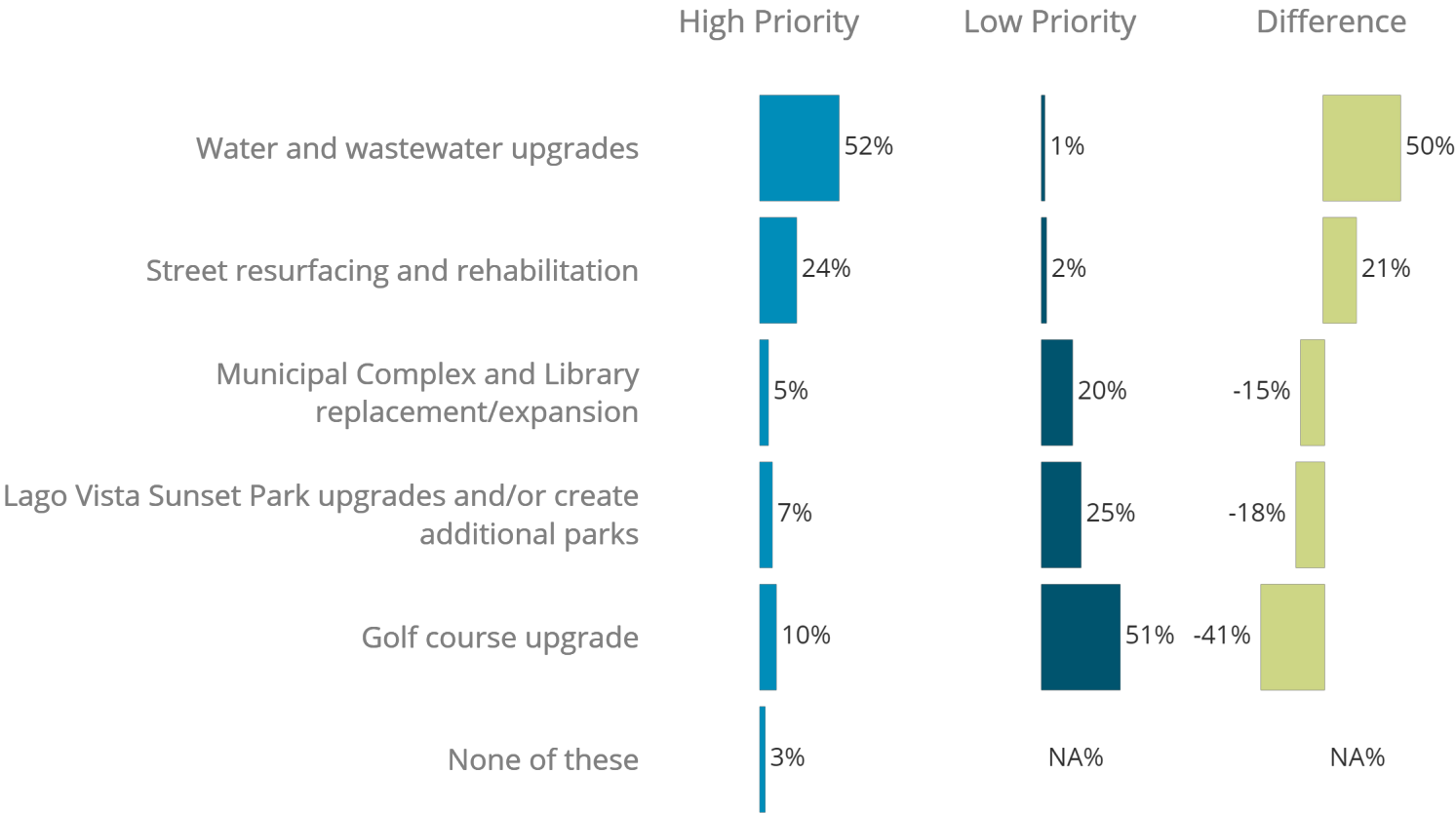
(All)

Note: After presenting each of the five initiatives in random order, we asked which initiative should be **highest priority**. Then we asked which of them was the **lowest priority**.

- Water and Waste water upgrades were highest by a large margin
- The golf course was most often selected as lowest priority.

There was a notable demographic difference.

- Those with **children** were more likely to rate **parks** above the Municipal Complex/Library.
- **Females** were more likely than males to rate the **Municipal Complex/Library** as a high priority.



### Demo Filters

Gender

Age

Time in City

Children at home

Looking at all of the potential uses of tax dollars shared above, which ONE should be HIGHEST PRIORITY for leaders of Lago Vista?  
And, of the potential uses of tax dollars, which ONE should be LOWEST PRIORITY for leaders of Lago Vista?

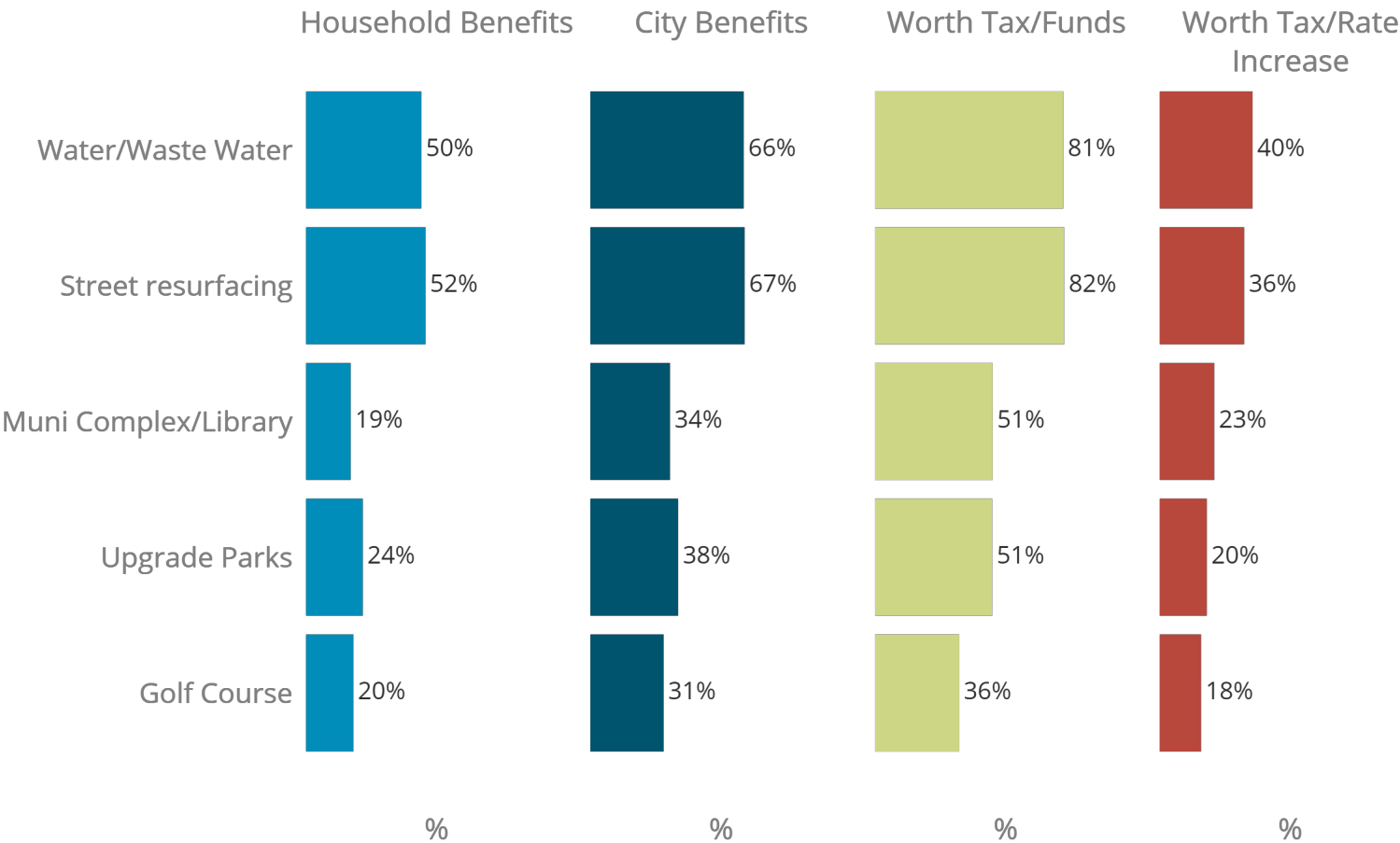
Note: For each proposed upgrade, we asked four questions:

- Does the household benefit?
- Would the city benefit?
- Is it worth taxes or funds to do?
- Is it worth a tax/rate increase?

This page groups them together for easy comparisons.

Observations:

- Water/Wastewater and Street resurfacing are far more likely to benefit households and be considered worth a tax increase.
- People are quite willing to use taxes/funds for some investments even if their household does not directly benefit. This is true for the Muni Complex/Library and the Upgrade to Parks, 51% feel they are worth tax dollars or funds, but only 19% / 24% feel their household would benefit, or a ratio of over 2 to 1.



Demo Filters

Gender  
(All)

Age  
(All)

Time in City  
(All)

Children at home  
(All)

Note: After each proposal was described, we asked the following four questions. All were similar, but worded slightly differently for each proposal.

How much of a benefit would it be to your household if the city replaced and upgraded water and wastewater lines?

How much of a benefit would it be to Lago Vista overall if the city replaced and upgraded water and wastewater lines?

In your opinion, is it worth spending utility funds to replace and upgrade water and wastewater lines? (reworded to be spending tax dollars, if appropriate)  
If the city needed additional revenue to do it, would it be worth a utility rate INCREASE to replace and upgrade water and wastewater lines?

# Reasons for Prioritization (select from list)

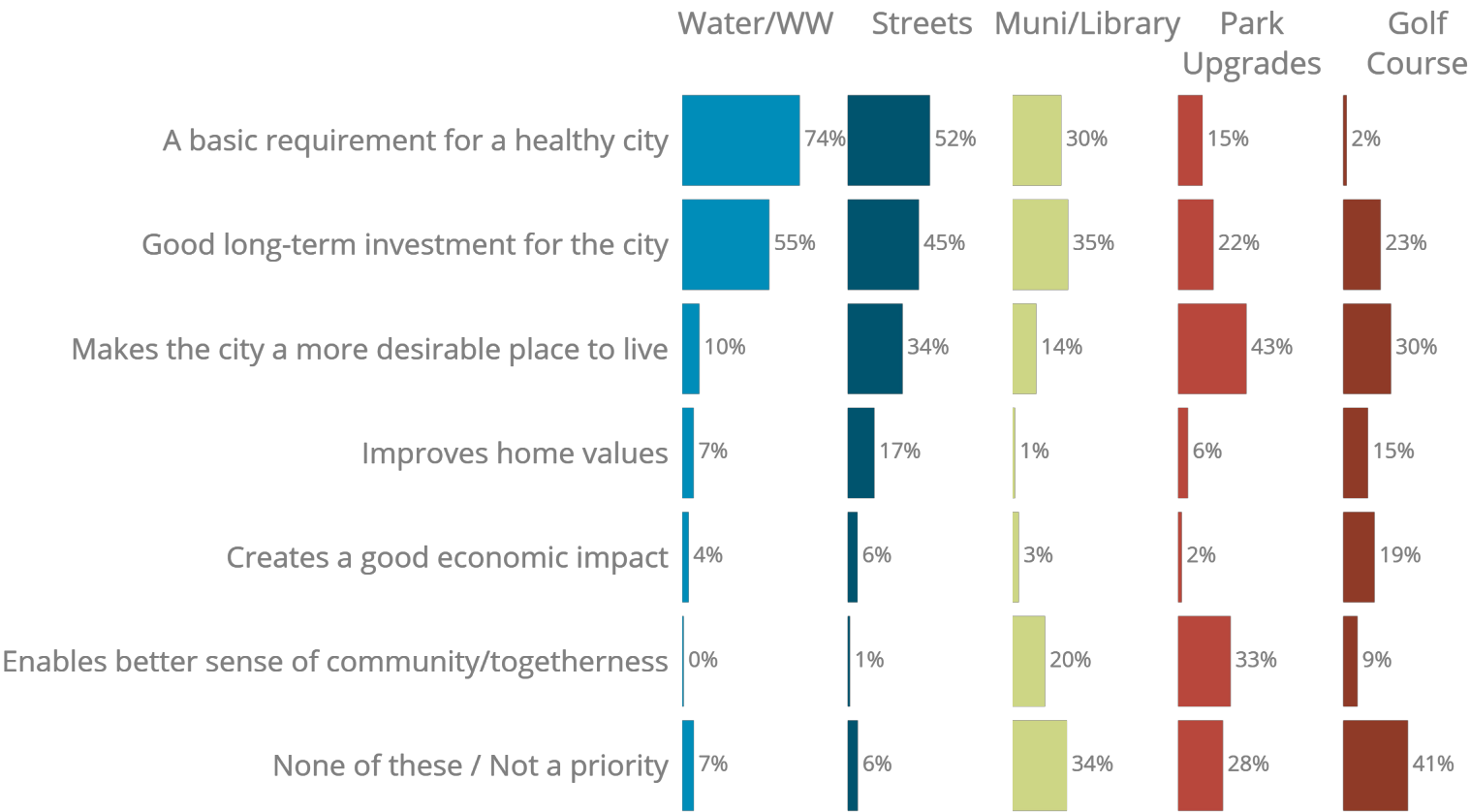
Lago Vista

Note: For each proposed upgrade, we asked all participants to express their feelings by choosing from seven statements which ones they felt applied.

Everyone saw the same seven statements as they evaluated the five proposals, which allows us to compare with confidence.

Observations:

- Water/Wastewater and street upgrades are basic requirements and good long-term investments
- The Municipal building and Library expansions are fairly good long-term investments, and are a basic requirement to a lesser degree.
- Parks make the city more desirable and enable community togetherness.
- The Golf Course creates a more desirable city, is considered a good long-term investment, and may create economic impact.



Demo Filters

Gender

Age

Time in City

Children at home

Which of the statements below best represent your thoughts about \_\_\_\_ ? (Select up to 2)

Comment Summary: Why Highest Priority?

Lago Vista

Note: For the upgrade that people considered their highest priority, we asked for comments to explain their choice. We analyzed and grouped comments into themes for the chart.

Water/Waste Water:

- Essential. A necessity

Street Resurfacing

- Much needed, Important for safety, essential

Muni Complex / Library

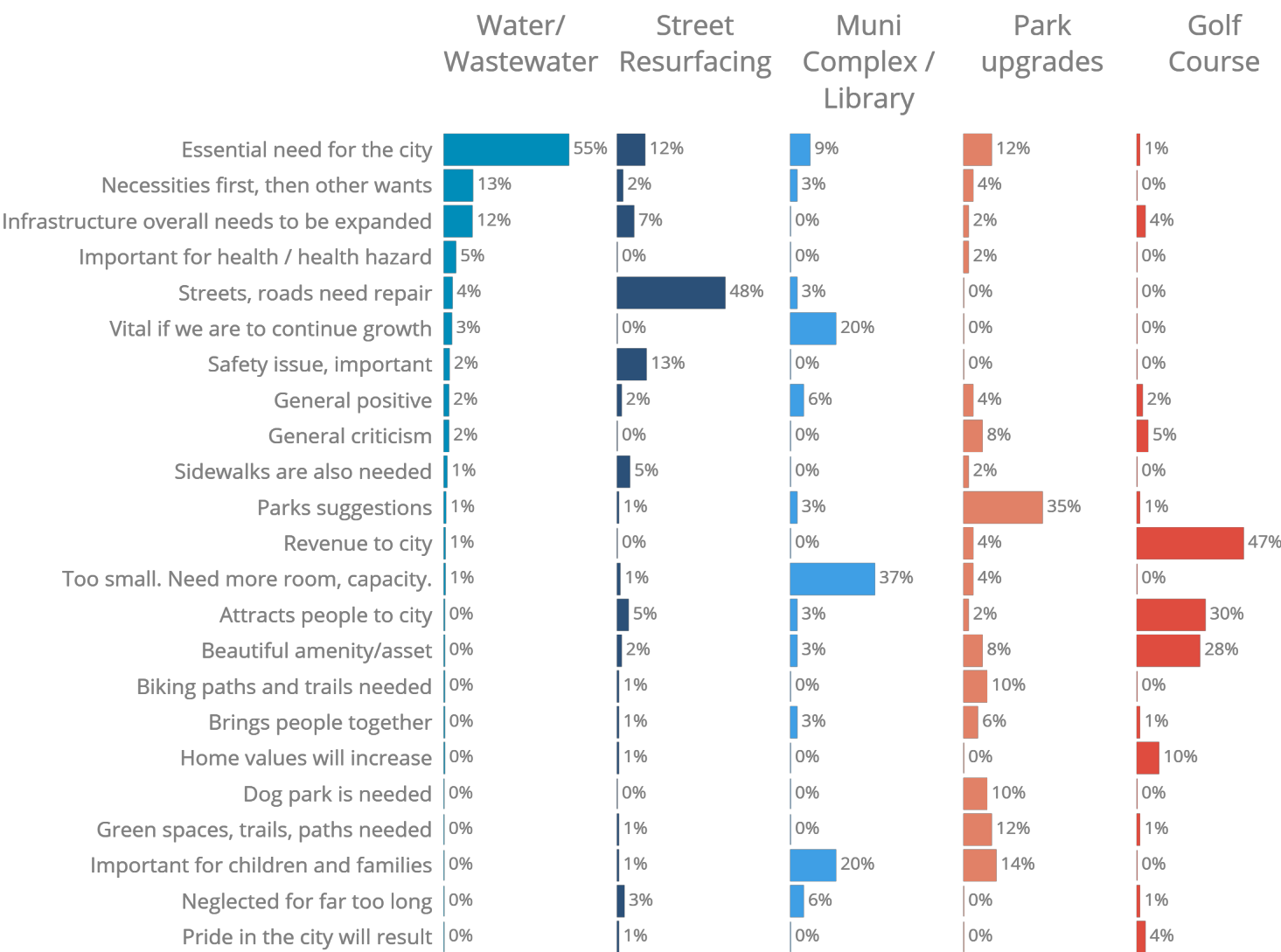
- Current is too small, vital if we are to grow, important to children/families

Park Upgrades

- Suggestions about upgrades, important for families, essential, trails and paths needed

Golf Course

- Will bring revenue, attracts people to city, is a beautiful asset, will cause home values to increase.



Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)



# Detailed Comments: Why Highest Priority?

Select Proposal Chosen as Most Important:

Select Topic Filter:

Note: Use filters to select a proposal. Then deep dive into desired topics. See prior page for topic categories.

Demo Filters

Gender

Age

Time in City

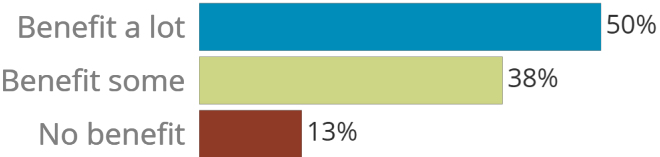
Children at home

Text	A61 Comments: Why highest? (with Demos)
46	The library needs more space and books - 25-39 - Female - 1 -4 years
56	The library is in an easy to get to location and is a good meeting place for personal-interest groups, like crafting, book clubs, wellness, etc. Gatherings of this type create the environment for initial friendships and a greater sense of community. - 75 or older - Female - 5-9 years
199	Very visible area as you enter Lago and it looks worn and dated. The library is way too small. - 40-54 - Female - Less than 1 year
310	Current complex is well beyond capacity and needs to be upgraded, or preferably, completely rebuilt with a whole new facility! - 55-74 - Female - 10-14 years
368	Current City Offices are too small and a potential health hazard from mold. The library needs to be expanded to accommodate a growing population of young families. - 55-74 - Male - 1 -4 years
381	City hall is overcrowded and the library needs MUCH more space to be a true community center. - 55-74 - Female - 20+ years or more
416	City Hall is grossly undersized and the library needs to be expanded. - 55-74 - Male - 20+ years or more
583	This would help our students have better access to a library that fits all thier needs. Good for education and kids overall well being. - 40-54 - Female - 10-14 years
690	The library is a very important part of a community and ours is very small and a bit outdated. A larger building, with more books and more inspiration overall (culturally and artistically), would serve children and adults very well. I think expanding on the history of Lago Vista and also utilizing the library as an artistic facility could serve the community extremely well for generations to come. - 25-39 - Female - 1 -4 years
906	The current municipal complex is too small. It makes sense to link the municipal building to the library via construction of needed office and community meeting space. - 55-74 - Female - 5-9 years
1011	The childrens library is very small and uninviting. As the city grows the library will need to grow. City hall building needs replacing. - 55-74 - Female - 1 -4 years
1102	Complex in bad shape and no room for staff to do their jobs please go back to 5 days a week - 75 or older - Male - 20+ years or more

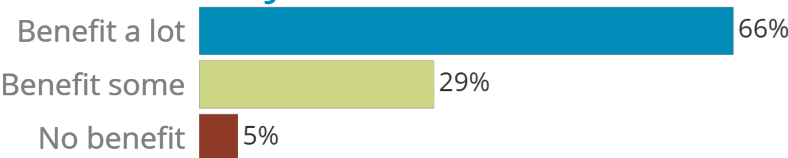
A61 Comments: Why highest? (with Demos) RAW DATA

Filter: Combo Box Filter A60 Highest priority overall (Sorted) AND Combo Box Filter A61 Comments: Why highest? - Categorized AND ComboFilter\_Gender AND ComboFilter\_Age AND ComboFilter\_Tenure AND ComboFilter\_Kids; sample size = 14; 99% filtered out

Household Benefit



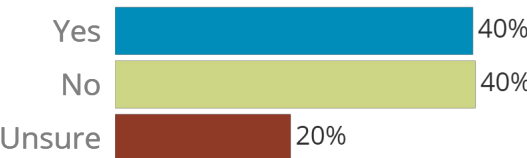
City Benefit



Worth Tax/Funds?



Worth Tax/Funds Increase?



Demo Filters

Gender

Age

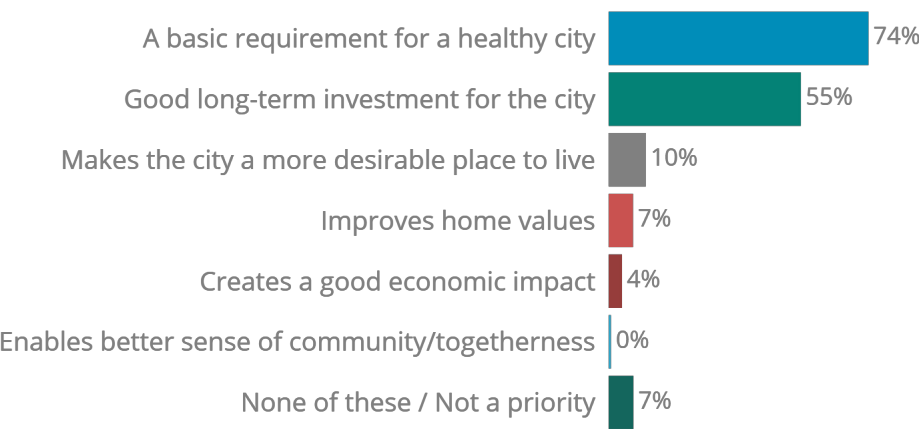
Time in City

Children at home

**The Issue:** Many utility lines for water and wastewater were established long before the City of Lago Vista was incorporated. Many utility lines are overdue for replacement, risking failure, or need to be upgraded to serve existing and future residents.

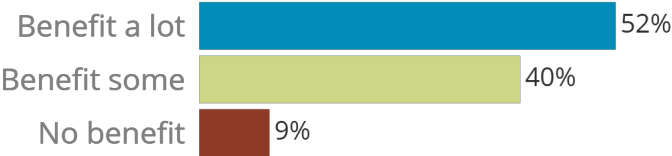
**Why is this Important:** Without improvements, residents will experience issues with water pressure, possibility of water breaks and failing infrastructure.

Statements Agree With

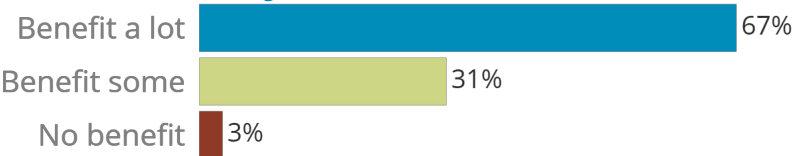


Note: Data from this page has been shown before. This page has all information about Water/Waste Water on one page. It includes the description that people saw.

Household Benefit



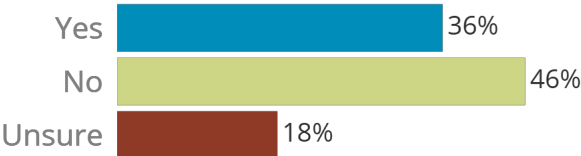
City Benefit



Worth Tax/Funds?



Worth Tax/Funds Increase?



Demo Filters

Gender

Age

Time in City

Children at home

**The Issue:** The City has a plan to resurface and rehabilitate streets, starting with major arteries and expanding to residential areas. Work is based on a plan that prioritizes the greatest needs and available funding.

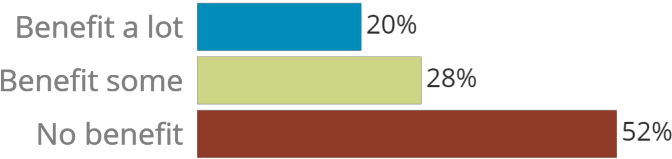
**Why is this Important:** For many years, Lago Vista lacked the funding to maintain streets, leading to widespread degradation and in some cases dangerous conditions. A significant investment now to “catch-up”, followed by ongoing street resurfacing and rehabilitation can address this problem.

Statements Agree With



Note: Data from this page has been shown before. This page has all information about Street Resurfacing on one page. It includes the description that people saw.

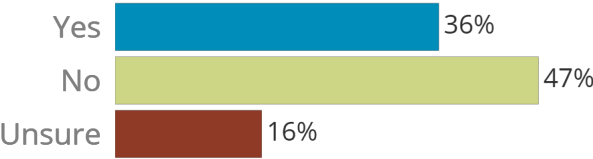
## Household Benefit



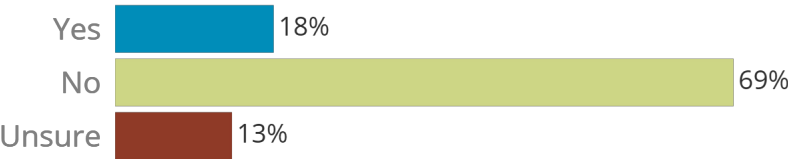
## City Benefit



## Worth Tax/Funds?



## Worth Tax/Funds Increase?



### Demo Filters

Gender

Age

Time in City

Children at home

**The Issue:** The Lago Vista Golf Course has been in existence for over 50 years. At one time, the Course was one of the best courses in the entire area. Professional golfers came from all over the country to play the Lago course. Time has taken its toll and the Course needs major repairs and upgrades in order to restore it to a condition that draws visitors and the associated revenue to fund its operation. The irrigation system needs to be completely replaced. The parking lot, clubhouse, and cart barn are all in need of repairs and upgrades.

**The Opportunity:** With the right improvements, the Lago Vista Municipal Golf Course can once again be a destination golf course. With properly designed parking areas, irrigation systems, and facilities, the City could invite the community to Friday night concerts, movie nights, and more, making it a gift to all residents.

## Statements Agree With



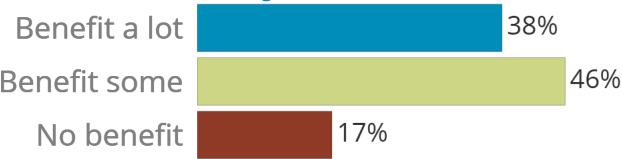
Note: Data from this page has been shown before. This page has all information about Golf Course Improvements on one page. It includes the description that people saw.



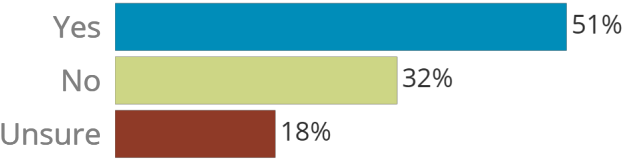
Household Benefit



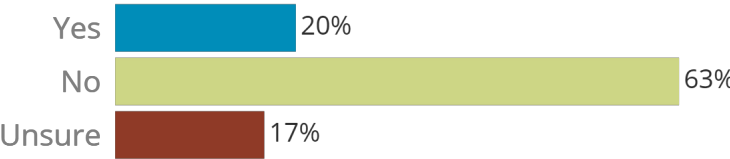
City Benefit



Worth Tax/Funds?



Worth Tax/Funds Increase?



Demo Filters

Gender

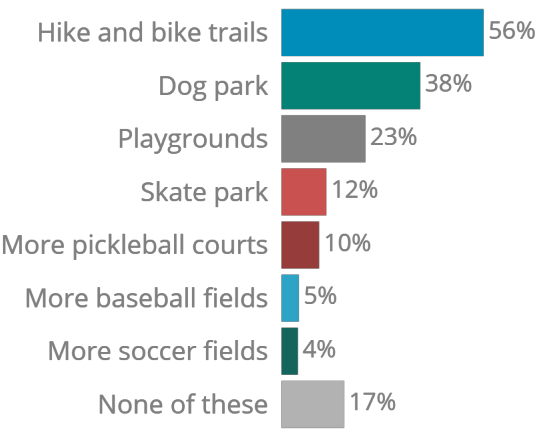
Age

Time in City

Children at home

**The Issue:** Lago Vista Sunset Park is used by many citizens for baseball, soccer, and more. The City Council would like to consider adding additional smaller parks in various locations around the city, as well as to continue to expand and improve Lago Vista Sunset Park to make it even more beneficial to the families who use it.

Most Appealing Upgrades

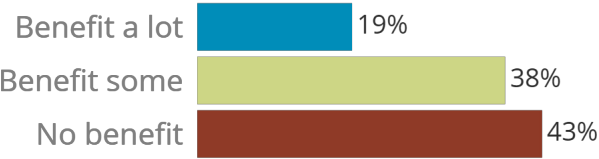


Statements Agree With



Note: Data from this page has been shown before. This page has all information about Park Upgrades on one page. It includes the description that people saw. It also includes a summary of the most appealing upgrades.

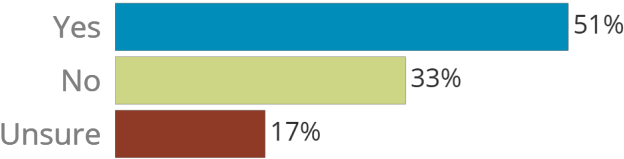
Household Benefit



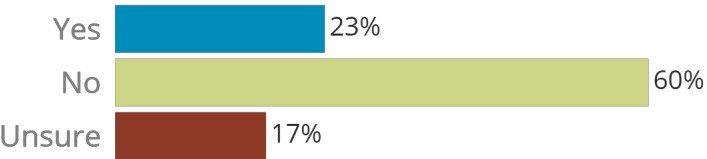
City Benefit



Worth Tax/Funds?



Worth Tax/Funds Increase?



Demo Filters

Gender

Age

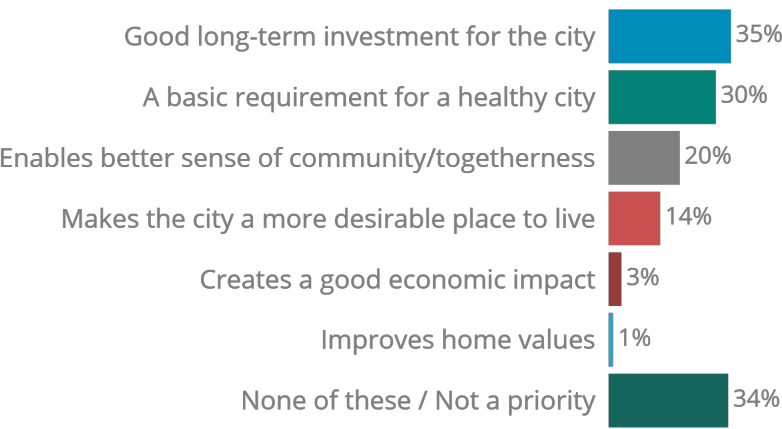
Time in City

Children at home

**The Issue:** The existing Lago Vista Municipal Complex and Library cannot meet current demands. The Library is the primary library for the local high school which does not contain a library and the continued growth of the community has put a tremendous strain on the existing facility. City offices are beyond capacity. The building is in need of major repair and current conditions present health issues. The Municipal Court system cannot provide required security in the current building nor can it handle crowds or properly allow for prosecutor meetings.

**Why is this Important:** The current Municipal Complex and Library could be replaced and expanded in the same location. New foundations would accommodate two-story buildings that could handle continued growth for many years while beautifying the area.

Statements Agree With



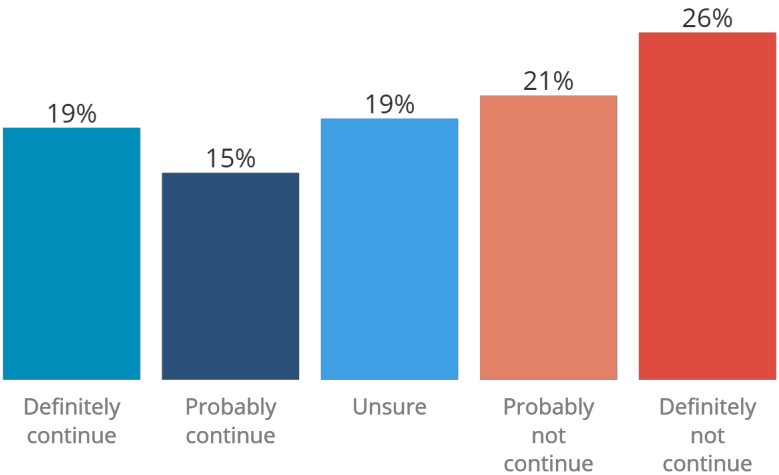
Note: Data from this page has been shown before. This page has all information about Municipal Complex / Library on one page. It includes the description that people saw.

Note: Many people, 47% feel that the city should probably or definitely not continue with Cap Metro, but it is not universal, for 34% feel the city should probably or definitely continue. Many are undecided. Males were more likely to feel the city should not continue.

If the funds were to be used elsewhere, it is interesting that 24% suggest a local transit alternative.

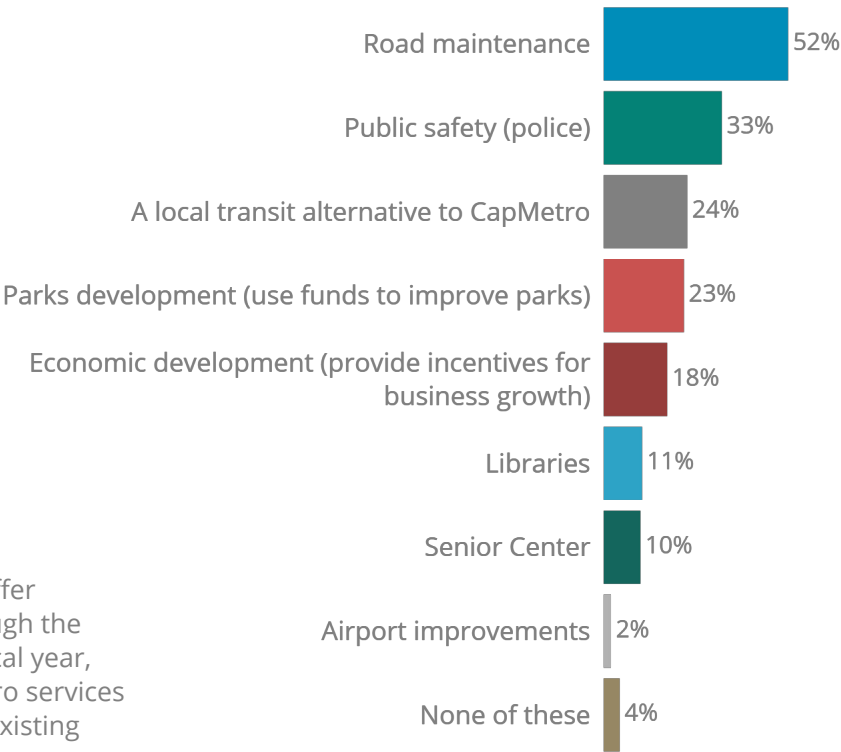
If the people voted to end CapMetro Transit Service, State law allows for a number of areas where the funds could be used. Of the categories listed below, which 1 or 2 appeal to you most? Please limit your choices to a maximum of 2.

## Should the City continue with Cap Metro?



**The Issue:** Lago Vista participates with the Capital Metro Transportation Authority to offer limited public transportation to city residents. Payment for those services is made through the use of \$0.01 (one cent) of the \$0.02 (two cents) local sales tax. During the 2020-2021 fiscal year, that \$0.01 represented \$908,643 collected by CapMetro. However, demand for CapMetro services tends to be low. City Council is seeking citizen feedback about continuing to utilize the existing CapMetro service or whether to consider utilizing those tax dollars for other purposes.

## Appealing Alternatives



### Demo Filters

Gender

Age

Time in City

Children at home

Our sincere thanks to the leadership team at QuestionPro, who provides meaningful technical and cost support. Their efforts allow OnPointe Insights to offer CityPSpendOV to cities at reasonable and stable costs, despite large sample sizes.

Should your city desire to do research on their own, QuestionPro is an excellent choice, and in our opinion, superior to Survey Monkey, Qualtrics and other similar services. Please contact OnPointe Insights for a referral to QuestionPro.

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