

2015 Resident Satisfaction Survey

MEMORANDUM

TO: Donna Barron, City Manager

FROM: James Kunke, Community Relations & Tourism Director

DATE: January 11, 2016

SUBJECT: **2015 Resident Satisfaction Survey – Executive Summary**

The 2015 Resident Satisfaction Survey was conducted from July 1 through August 15 as a way to measure public perception of city services and quality of life in Lewisville. A full analysis is attached. This executive summary focuses on overall public perceptions and key recommendations drawn from survey results.

The survey was conducted exclusively online, which does have some bearing on the results as described in the full analysis. Generally, online surveys tend to produce lower overall satisfaction ratings than are generated by random-sample telephone surveys, and online survey results tend to have a higher percentage of “high intensity” responses at both ends of the scale.

Nearly 1,500 responses were received for the 2015 Resident Satisfaction Survey, and increase of 25 percent from the 2014 online survey and more than three times as many responses as were collected for most previous surveys. The lack of random sampling makes the results somewhat anecdotal in nature, but the large response rate does add to the reliability of the results.

A surprisingly high 56 percent of respondents said they had lived in Lewisville 10 years or longer, and 86 percent described themselves as homeowners. This lends added value to “change over time” assessments, but also means newer residents (particularly apartment dwellers) are under-represented in the survey results.

Overall Public Perception

Survey results show a population that is generally satisfied with life in Lewisville and supportive of recent and ongoing public efforts to improve the city. Overall, 89.25 percent of respondents said they are “satisfied” or “very satisfied” with the quality of life in Lewisville, and positive responses outpaced negative responses by an 8.3-to-1 ratio.

When asked how Lewisville has changed, 78.9 percent said the city has stayed the same or improved while they have lived here and only 17.7 percent said it has gotten worse, a positive comparison ratio of 2.3-to-1.

About 82 percent of respondents said they would recommend Lewisville to a relative or friend who was looking for a place to live in North Texas, and 75.4 percent of respondents said they were satisfied or very satisfied with the city services they receive for property taxes paid.

Most individual city services received a “passing” satisfaction rating better than 70 percent, including three (Fire Services, Ambulance Services and Library Services) scoring in the 90s. However, having five services ranked in the 70s and five more below the 70-percent mark shows there is room for improvement in the public’s perception of many municipal services.

One thing that stands out among the survey questions where respondents were asked to rate their interactions with city employees is the consistently positive marks received for courtesy of city staff. There were five such questions, and the satisfaction ratings ranged from 86.45 percent to 97.02 percent, with four of the five scoring better than 90. On four of those questions (library, senior center, MCL Grand, and telephone contacts), courtesy of staff was the top-rated evaluation factor.

Key Recommendations

Code Enforcement. This area ranked 14th out of 16 services listed in the survey with a satisfaction rating of 50.51 percent. This result is consistent with past surveys in Lewisville and other cities. A detailed survey conducted in 2006 provided some reasons. Chief among those are a general lack of public understanding about code enforcement standards, and the perceived lack of follow-up on complaints that are filed. The online Customer Support Center provides a highly effective follow-up system and resident should be encouraged to use it. To improve the lack of public awareness, an education campaign using multiple communication media should be conducted in 2016 with special emphasis on what constitutes a code violation, what perceived violations are addressed by other city offices, and the enforcement process and timeline. Some elements of this campaign were started in late 2015.

MCL Grand Advertising. Resident awareness of MCL Grand has improved since it was first measured in 2012, but attendees at public events continue to be a majority non-residents. Regional advertising has been effective in building an audience for MCL Grand activities. Advertising to residents should be increased, probably through direct mail, with special emphasis on the untapped Castle Hills market.

Public Interaction by Phone. Survey results make clear that telephone interaction is not going away any time soon. Telephone contact was by far the top-rated method of providing feedback to the city, marked by 24 percent of survey respondents. Survey results also show potential areas of improvement in the city's telephone responsiveness, particularly in the area of follow-up. Continued emphasis needs to be given on telephone procedures and front-line call-takers need to continue being included in the public information cycle. More widespread employee training should be considered in this area.

Follow-up Survey. There are several topics within the 2015 Resident Satisfaction Survey where a follow-up questionnaire could be valuable. A topic-specific survey is tentatively scheduled for March-April 2016. Staff's recommendation based on these results is to conduct a survey related to the public's perception of overall safety in residential and commercial districts and what factors influence that perception; or a survey exploring specific Satisfaction Indicators (what facets to Lewisville's quality of life are most important for residents, and what is the public perception of those facets).

Multi-Generational Recreation Center. While results of this and previous surveys show a largely positive public perception of municipal parks and recreation facilities, no current survey data give insight into the facility features and programming desired by the public in the new Multi-Generational Recreation Center. Multiple methods should be used to gather public input prior to final design and construction of that facility.