

2016 Resident Satisfaction Survey



Survey Methodology

- ❖ Attitudinal surveys are a snapshot of perceptions at a particular moment in time; attitudes can change quickly
- ❖ Random-sample telephone surveys give the highest degree of accuracy and remain the industry standard (\$15,000+)
- ❖ Opt-in online surveys can draw higher levels of participation but sacrifice scientific validity (SurveyMonkey is \$300/year)
- ❖ Opt-in surveys can provide useful data with a high response rate to partially overcome lack of a representative sample
- ❖ Online surveys tend to produce positive ratings 5 to 8 points lower than ratings from a random-sample telephone survey
- ❖ This survey was conducted online only from July 15 through August 5, 2016, and received 1,257 responses

Survey Uses

- ❖ The annual Resident Satisfaction Survey is used to find problem areas within services provided to the public, to watch for emerging issues, and to identify public demand that might exist for new or expanded services
- ❖ Survey results are used during budget planning (example: the 2016 City Appearance and Property Maintenance Survey showed high public demand for increased sidewalk maintenance, so funding was increased in FY 2016-17)
- ❖ Data marks that can trigger a staff response include ratings that are below acceptable marks, ratings that show a sudden decrease from the previous year, or ratings that show a steady decline over time

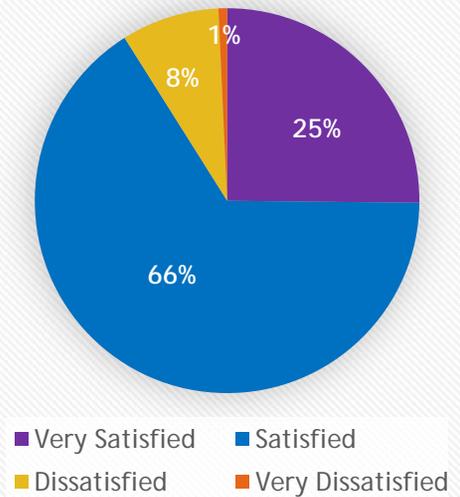
Survey Respondents

- ❖ Comparable to Census data, but not a true sampling
- ❖ Strongly skewed toward female participants (62 percent)
- ❖ Majority are age 45 or older (68 percent)
- ❖ Two-thirds have no children in the home (68 percent)
- ❖ Most have lived in Lewisville at least 10 years (61 percent)
- ❖ Most own their residence (89 percent) - actual rate of home ownership citywide is closer to 50 percent
- ❖ ZIP codes:
 - 75057 = 10 percent
 - 75067 = 59 percent
 - 75077 = 30 percent
 - 75056 = 2 percent

Overall Resident Satisfaction

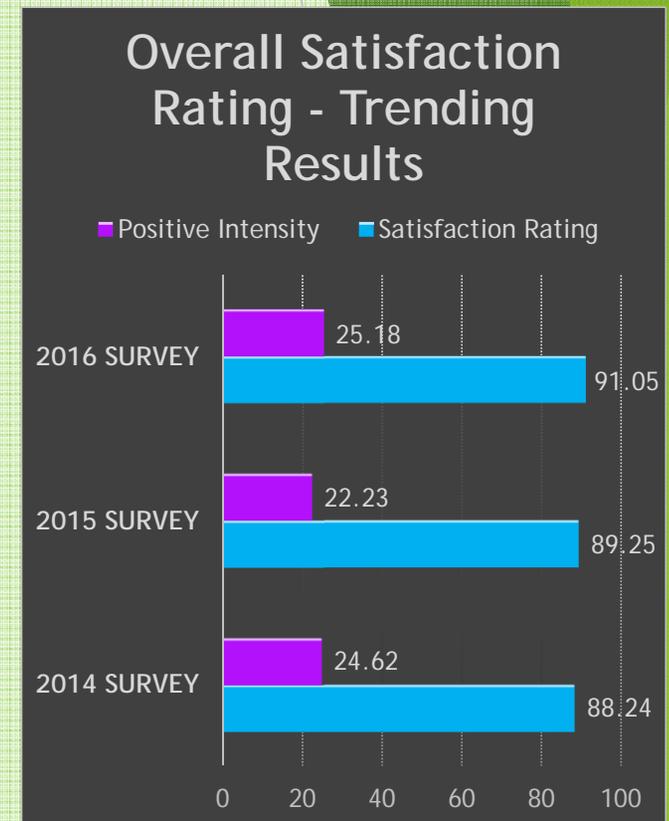
- ❖ Question: *“In general, how satisfied or dissatisfied are you with the quality of life in the community?”*
- ❖ Results in 2016 survey:
 - Very Satisfied = 25.18% (315 people)
 - Satisfied = 65.87% (824 people)
 - Dissatisfied = 8.23% (103 people)
 - Very Dissatisfied = 0.72% (9 people)
- ❖ Overall Satisfaction Rating of 91.05%
- ❖ Satisfaction Ratio of 10.2 (there were 10.2 positive responses for each negative response)

2016 Survey



Overall Resident Satisfaction

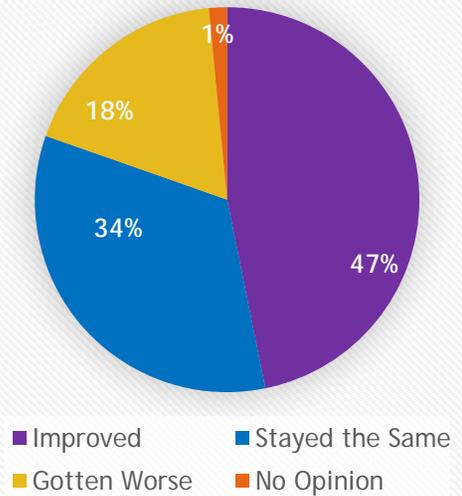
- ❖ Question: *“In general, how satisfied or dissatisfied are you with the quality of life in the community?”*
- ❖ Same question has been asked in all previous Resident Satisfaction Surveys.
- ❖ Three-year results for Overall Satisfaction:
 - 2016 = 91.05 percent
 - 2015 = 89.25 percent
 - 2014 = 88.24 percent
- ❖ Three-year results for “Very Satisfied”:
 - 2016 = 25.18 percent
 - 2015 = 22.23 percent
 - 2014 = 24.62 percent



Perception of Community Change

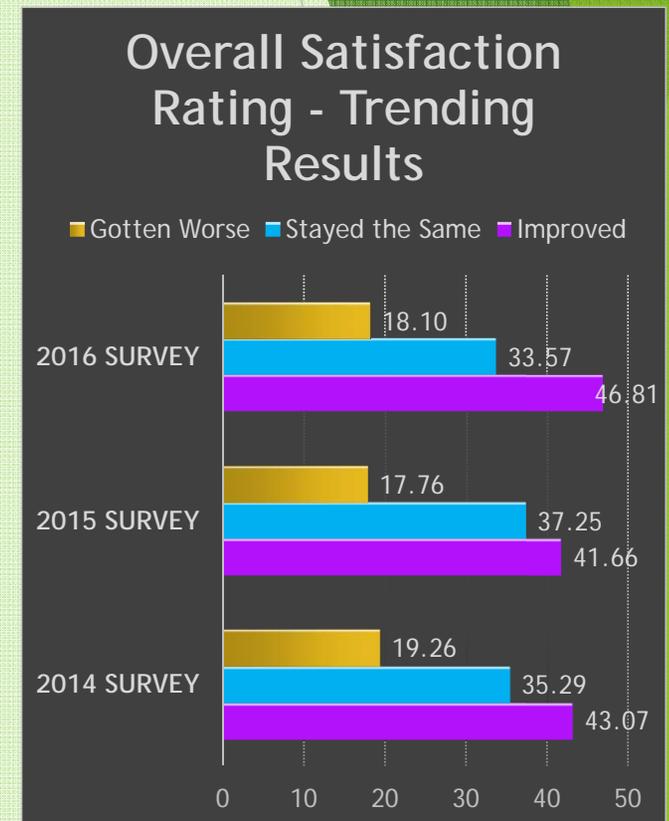
- ❖ Question: *“During the time you have lived here, do you think that as a community Lewisville has improved, stayed the same or gotten worse?”*
- ❖ Results in 2016 survey:
 - Improved = 46.81% (587 people)
 - Stayed the Same = 33.57% (421 people)
 - Gotten Worse = 18.10% (227 people)
 - No Opinion = 1.52% (19 people)
- ❖ Satisfaction Ratio of 2.6 (there were 2.6 positive responses for each negative response)

2016 Survey



Perception of Community Change

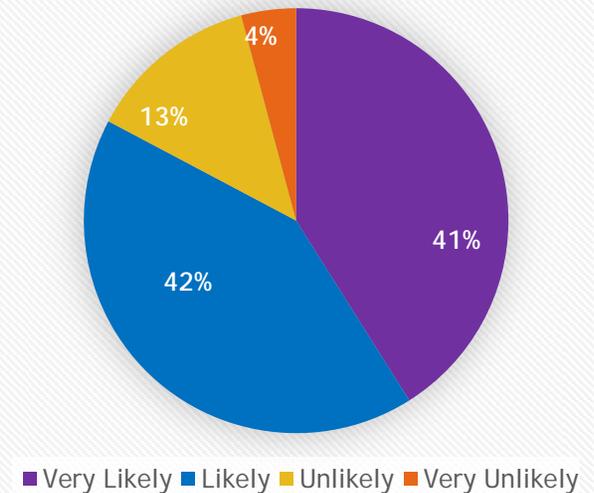
- ❖ Question: *“During the time you have lived here, do you think that as a community Lewisville has improved, stayed the same or gotten worse?”*
- ❖ Same question has been asked in the three most recent Resident Satisfaction Surveys
- ❖ Three-year results for “Improved”:
 - 2016 = 46.81 percent
 - 2015 = 41.66 percent
 - 2014 = 43.07 percent
- ❖ Three-year results for Satisfaction Ratio:
 - 2016 = 2.6
 - 2015 = 2.3
 - 2014 = 2.2



Community Endorsement

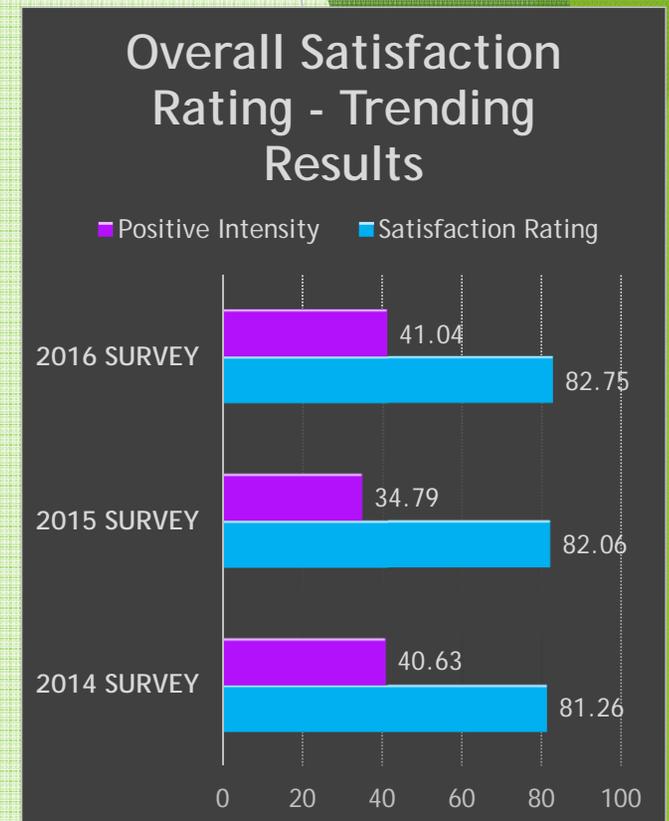
- ❖ Question: *“If a friend or relative were considering a move to the North Texas area, how likely would you be to encourage them to consider Lewisville?”*
- ❖ Results in 2016 survey:
 - Very Likely = 41.04% (433 people)
 - Likely = 41.71% (440 people)
 - Unlikely = 13.08% (138 people)
 - Very Unlikely = 4.17% (44 people)
- ❖ Satisfaction Rating of 82.75%
- ❖ Satisfaction Ratio of 4.8 (there were 4.8 positive responses for each negative response)

2016 Survey



Community Endorsement

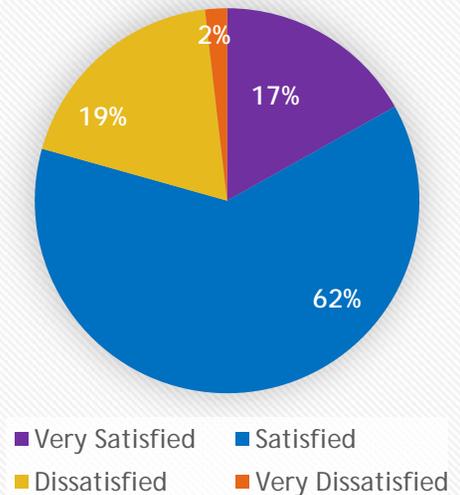
- ❖ Question: *“If a friend or relative were considering a move to the North Texas area, how likely would you be to encourage them to consider Lewisville?”*
- ❖ Same question has been asked in the three most recent Resident Satisfaction Surveys
- ❖ Three-year results for “Very Likely”:
 - 2016 = 41.04 percent
 - 2015 = 34.79 percent
 - 2014 = 40.63 percent
- ❖ Three-year results for Satisfaction Rating:
 - 2016 = 82.75 percent
 - 2015 = 82.06 percent
 - 2014 = 81.26 percent



Perceived Value of Services

- ❖ Question: *“How satisfied or dissatisfied are you with the level of City Services you receive in return for the City property taxes you pay?”*
- ❖ Results in 2016 survey:
 - Very Satisfied = 16.88% (211 people)
 - Satisfied = 62.48% (781 people)
 - Dissatisfied = 18.80% (235 people)
 - Very Dissatisfied = 1.84% (23 people)
- ❖ Three-year results for Satisfaction Rating :
 - 2016 = 79.36 percent
 - 2015 = 75.38 percent
 - 2014 = 62.90 percent

2016 Survey



Satisfaction with Specific Services

- ❖ Respondents were asked to rate each of 16 listed service as excellent, good, fair or poor. The adjusted Satisfaction Rating is determined by removing the “no opinion” responses and adding the two positive responses.
- ❖ Ratings for all listed services:
 - Fire Services = 99.24
 - Ambulance Services = 94.93
 - Library Services = 93.23
 - Police Services = 89.82
 - Water Service = 88.26
 - Curbside Recycling = 85.66
 - Sewer Service = 83.90
 - Trash Collection = 81.52
 - Special Events = 80.20
 - Park Facilities = 80.02
 - Recreation Programs = 75.99
 - Storm Water Drainage = 74.95
 - Sidewalks = 56.63
 - Code Enforcement = 54.26
 - Street Maintenance = 52.91
 - Street Lighting = 45.11

Satisfaction with Specific Services

❖ Question: *“In the past 12 months, what contacts have you had with the Animal Shelter and Adoption Center or an Animal Services employee?”*

- | | |
|---|--------|
| ○ Reporting a stray animal/encroaching wildlife | 12.70% |
| ○ Looking to adopt a new pet | 6.18% |
| ○ Donating to the Animal Adoption Center | 5.00% |
| ○ Reporting a dead animal in a public roadway | 4.49% |
| ○ Looking for a lost or missing pet | 3.30% |
| ○ Volunteering at the Animal Adoption Center | 1.52% |
| ○ No contact | 75.61% |

Satisfaction with Specific Services

❖ Question: *“Regarding the Lewisville Animal Shelter and Adoption Center and Animal Services staff, how satisfied or dissatisfied are you with the following?”*

○ Physical appearance of the Animal Shelter	94.82%
○ Facilities at the Animal Shelter	94.54%
○ Friendliness of staff at the Animal Shelter	94.20%
○ Ease of adopting a new pet	92.78%
○ Professionalism of staff at the Animal Shelter	92.31%
○ Volunteer programs at the Animal Shelter	88.89%
○ Assistance with finding a lost or missing pet	88.76%
○ Response to reports of stray animals	88.14%
○ Response to reports of dead animals in roadways	86.21%
○ Cost of adopting a new pet	82.73%
○ Response to reports of wildlife	82.26%

Satisfaction with Specific Services

❖ Question: *“Regarding the Library, how satisfied or dissatisfied are you with the following?”*

○ Courtesy of Library staff	96.10%
○ Classes & Events for Children	94.75%
○ Hours of Operation	92.82%
○ Public-use computers	91.59%
○ Selection of books and materials	91.32%
○ Classes & Events for Teens	87.36%
○ Classes & Events for Adults	84.08%
○ Technology classes and services	82.83%

Satisfaction with Specific Services

- ❖ Question: *“Regarding the Library, how satisfied or dissatisfied are you with the following?”*
- ❖ Three-year data trend:

	2014	2015	2016
Classes and events for children	95.42%	94.00%	94.75%
Classes and events for teens	89.95%	86.13%	87.36%
Classes and events for adults	88.05%	85.00%	84.08%
Courtesy of library staff	95.18%	94.90%	96.10%
Hours of operation	92.26%	91.70%	92.82%
Public-use computers	91.94%	90.48%	91.59%
Selection of books and materials	92.11%	90.30%	91.32%
Technology classes and services	89.23%	84.84%	82.93%

Satisfaction with Specific Services

❖ Question: *“Regarding Parks and Recreation in Lewisville, how satisfied or dissatisfied are you with the following?”*

○ Classes & Events for Children	94.75%
○ Athletic fields	91.65%
○ The location of city parks	90.79%
○ Availability of open space	89.62%
○ The appearance of city parks	88.62%
○ Playgrounds	88.17%
○ Senior Activity Center	85.05%
○ City aquatic parks	83.47%
○ Hike and bike trails	80.43%
○ Recreation centers	79.43%
○ Recreation programs and classes	77.01%

Satisfaction with Specific Services

❖ Question: *“Regarding the Parks and Leisure Services Department special events, how important are the following factors in your attendance and enjoyment?”*

○ Day/Time of Event	96.19%
○ Location of Event	91.53%
○ Cost of Event Activities	88.25%
○ Cost of Event Admission	87.91%
○ Food/Beverage for Sale	87.71%
○ Vendor Booths	82.14%
○ Information Booths	75.68%
○ Games for Children	66.62%
○ Crafts for Children	63.52%
○ Pet-Friendly Events	55.87%
○ Door Prizes/Giveaways	45.55%

Satisfaction with Communication

❖ Question: *"In regard to specific communications, please tell me"*

- | | |
|--|--------|
| ○ Have you read the Horizon e-newsletter? | 75.02% |
| ○ Do you have Spectrum or Frontier television service at home? | 70.65% |
| ○ Have you accessed the City's website in the past 12 months? | 87.82% |
| ○ Have you signed up to receive the electronic Horizon e-newsletter? | 62.00% |
| ○ Have you interacted with the City on Facebook during the past 6 months? | 25.13% |
| ○ Have you downloaded the city's free mobile app? | 12.98% |
| ○ Do you remember receiving the printed Horizon newsletter in the mail within the past 3 months? | 42.59% |

Satisfaction with Communication

- ❖ Question: *"In regard to specific communications, please tell me"*
- ❖ Three-year data trend:

	2014	2015	2016
Have you read the Horizon e-newsletter?	84.08%	78.17%	75.02%
Do you have Spectrum (Time Warner) or Frontier (Verizon Fios) television service?	75.11%	75.33%	70.65%
Have you accessed the City's website (www.cityoflewisville.com) in the past 12 months?	89.38%	90.23%	87.82%
Have you signed up to receive the electronic Horizon e-newsletter delivered to your email every other week?	66.30%	66.82%	62.00%
Have you interacted with the City of Lewisville on Facebook during the past 6 months?	25.39%	26.48%	25.13%
Have you downloaded the city's free mobile app to your phone or mobile device?			12.98%
Do you remember receiving the printed Horizon newsletter in the mail within the past three months?			42.59%

Satisfaction with Communication

- ❖ Question: *“How familiar are you with the Lewisville 2025 vision plan?”*
- ❖ Overall awareness in 2016 survey = 61.95%
- ❖ Overall awareness in 2015 survey = 50.24%
- ❖ Two-year results:

	2015	2016
I do not know anything about the Lewisville 2025 vision plan	49.76%	38.05%
I have heard about the Lewisville 2025 plan but do not know what it contains	28.25%	28.39%
I have heard about the nine "Big Moves" in the plan but do not know any specific action steps	6.66%	7.74%
I am familiar with the contents of the Lewisville 2025 plan but do not know what progress has been made on action steps	9.39%	17.97%
I am keeping up with website postings and other information about progress and accomplishments related to the Lewisville 2025 vision plan	5.94%	7.84%

Satisfaction with Specific Services

❖ Question: *“Which of the following tools have you used to give feedback or input to the city during the past 12 months?”*

○ Online Survey	42.46%
○ Telephone	27.56%
○ Social Media	15.08%
○ Email to city staff	14.00%
○ In-person visit	12.75%
○ Website comments	9.16%
○ Email to City Council	3.50%
○ Mailed a letter	1.35%
○ None	35.19%

Satisfaction with Communication

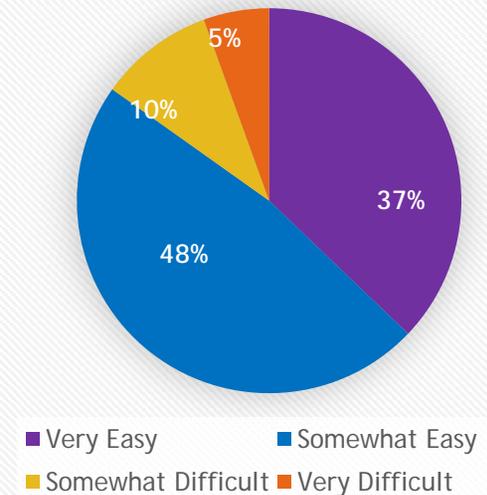
- ❖ Question: *“Which of the following tools have you used to give feedback or input to the city during the past 12 months?”*
- ❖ Three-year data trend:

	2014	2015	2016
In-person visit	9.30%	12.60%	12.75%
Telephone	23.40%	24.32%	27.56%
Mailed a letter	1.50%	1.47%	1.35%
Email to City Council	5.50%	5.64%	3.50%
Email to city staff	12.20%	14.51%	14.00%
Website comments	11.90%	14.07%	9.16%
Social media	12.60%	16.70%	15.08%
Online Survey	-	-	42.46%
None	53.60%	50.11%	35.19%

Satisfaction with Communication

- ❖ Question: *"How easy is it for you to give feedback or input to the City?"*
- ❖ Results in 2016 survey:
 - Very easy = 26.62% (296 people)
 - Somewhat easy = 34.17% (380 people)
 - Somewhat difficult = 6.92% (77 people)
 - Very difficult = 3.42% (38 people)
 - No opinion = 28.87% (321 people)
- ❖ Satisfaction Rating of 85.46%
- ❖ Satisfaction Ratio of 5.9 (there were 5.9 positive responses for each negative response)

2016 Survey



Satisfaction with Communication

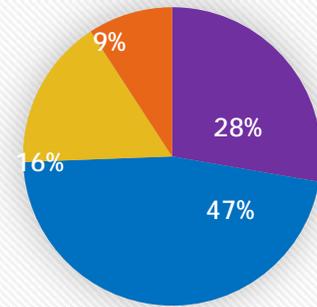
- ❖ Question: *“How easy is it for you to give feedback or input to the City?”*
- ❖ Same question has been asked in three previous Resident Satisfaction Surveys.
- ❖ Three-year results for Overall Satisfaction:
 - 2016 = 85.46 percent
 - 2015 = 80.48 percent
 - 2014 = 84.81 percent
- ❖ Three-year results for “Very Easy”:
 - 2016 = 37.42 percent
 - 2015 = 37.39 percent
 - 2014 = 41.02 percent



Satisfaction with Communication

- ❖ Question: *“How responsive do you think the City is to public feedback or input?”*
- ❖ Results in 2016 survey:
 - Very responsive = 17.61% (196 people)
 - Somewhat responsive = 29.65% (330 people)
 - Somewhat unresponsive = 10.42% (116 people)
 - Very unresponsive = 5.84% (65 people)
 - No opinion = 36.48% (406 people)
- ❖ Satisfaction Rating of 74.40%
- ❖ Satisfaction Ratio of 2.9 (there were 2.9 positive responses for each negative response)

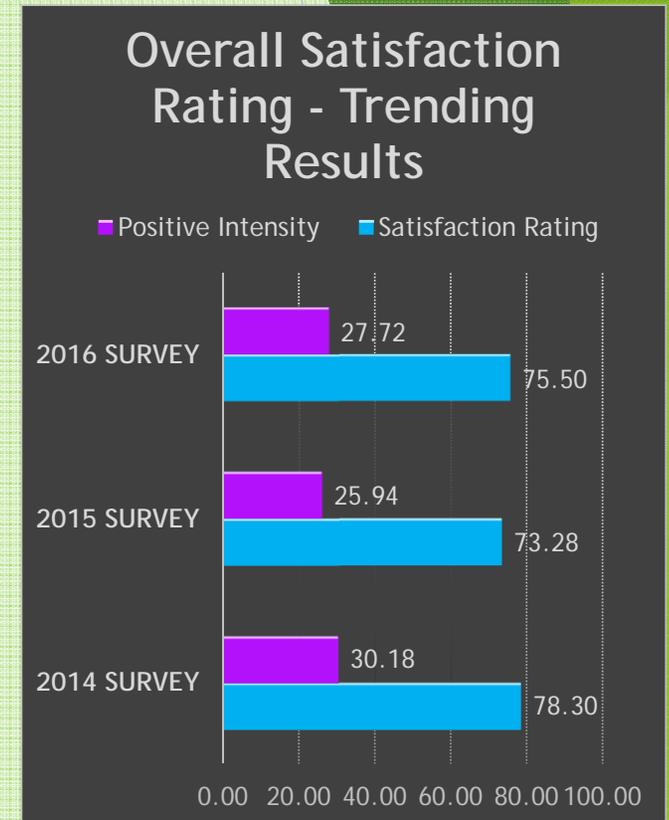
2016 Survey



- Very Responsive
- Somewhat Responsive
- Somewhat Unresponsive
- Very Unresponsive

Satisfaction with Communication

- ❖ Question: *“How responsive do you think the City is to public feedback or input?”*
- ❖ Same question has been asked in three previous Resident Satisfaction Surveys.
- ❖ Three-year results for Overall Satisfaction:
 - 2016 = 75.50 percent
 - 2015 = 73.28 percent
 - 2014 = 78.30 percent
- ❖ Three-year results for “Very Responsive”:
 - 2016 = 27.72 percent
 - 2015 = 25.94 percent
 - 2014 = 30.18 percent



Satisfaction with Communication

❖ Question: *“When you or any member of your household contacted the City of Lewisville by telephone, how satisfied or dissatisfied were you with the following customer service activities?”*

○ Courtesy of the Person Answering	92.25%
○ Was Asked Adequate Questions	85.60%
○ Directed to the Correct Department	85.58%
○ Represented City in a Positive Manner	83.70%
○ Employee Seemed Concerned	83.33%
○ Showed Pride and Concern for Quality	78.12%
○ Call Returned in a Reasonable Time	77.97%
○ Problem Adequately Dealt With	76.82%
○ Follow-up from the City	56.64%

Satisfaction with Communication

- ❖ Question: *“When you or any member of your household contacted the City of Lewisville by telephone, how satisfied or dissatisfied were you with the following customer service activities?”*
- ❖ Three-year data trend:

	2014	2015	2016
The courtesy of the person answering the telephone	89.92%	92.46%	92.25%
Directed to the correct department	87.84%	91.02%	85.58%
Employee seemed concerned about my problem	75.68%	80.35%	83.33%
Asked adequate questions to determine the nature of the problem	80.16%	80.47%	85.60%
If not available, the correct employee returned my call in a reasonable time	70.14%	75.95%	77.97%
The problem was adequately dealt with by the employee responding	67.49%	70.00%	76.82%
Follow up from City to ensure my concerns were addressed	46.59%	52.26%	56.64%
The people I worked with showed pride and concern for quality of the work	70.13%	74.72%	78.12%
Through his/her actions, the primary employee I worked with represented the City in a positive manner	76.64%	78.54%	83.70%

2016 Resident Satisfaction Survey

- ❖ The survey also included questions about road conditions, awareness of LLELA, and awareness of social media, website use, and the online service request system that are not detailed here
- ❖ Detailed analysis and executive summary (with recommendations) has been provided to City Council
- ❖ While overall results are positive, there always is room for improvement in service delivery and public perception

Questions?