

# 2018 Citizen Satisfaction Survey Town of Addison, Texas

Presented by

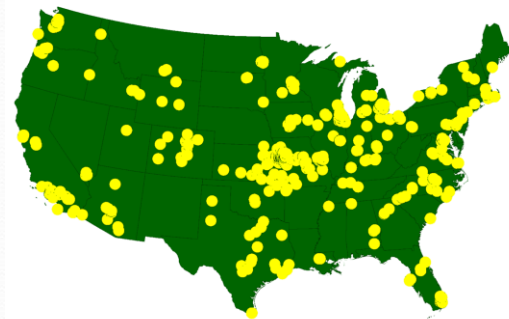


January 2019

## ETC Institute

### **A National Leader in Market Research for Local Governmental Organizations**

...helping city and county governments gather and use survey data to enhance  
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**More than 2,150,000 Persons Surveyed Since 2008  
for more than 900 cities in 49 States**



## Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

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## Purpose

- **To objectively assess resident satisfaction with the delivery of Town services**
- **To help determine priorities for the community**
- **To set a baseline for future surveys**
- **To compare Addison's performance with other communities regionally and nationally**

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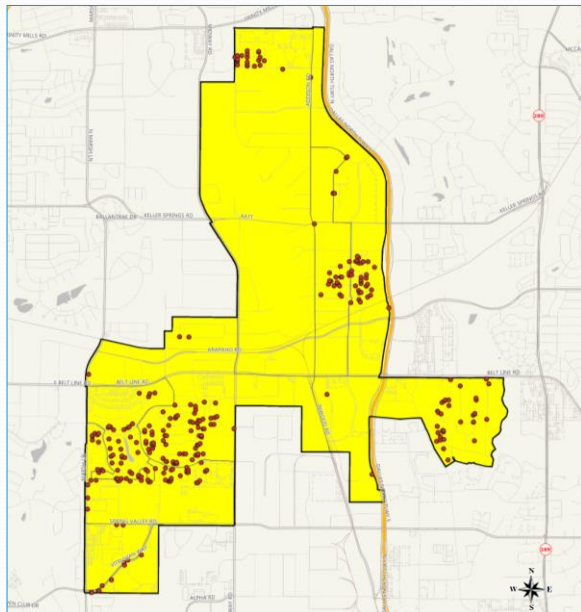
# Methodology

- **Survey Description**
  - ❑ six-page survey
  - ❑ each survey took approximately 15-20 minutes to complete
- **Method of Administration**
  - ❑ by mail and online to randomly selected sample of households throughout the Town
- **Sample size:**
  - ❑ completed surveys: 407
  - ❑ demographics of survey respondents accurately reflects the actual population of the Town (*based on 2016 U.S. Census estimates*)
- **Confidence level:** 95%
- **Margin of error:** +/- 4.8% overall

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## Location of Survey Respondents

Good representation throughout the Town



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## Bottom Line Up Front

- **Residents Have a Very Positive Perception of the Town**
  - ❑ 94% rated the Town as an excellent or good place to live
- **Satisfaction with Town Services Is Much Higher in Addison Than Other Communities**
  - ❑ Addison rated above the U.S. Average and the Texas Average in 56 of the 57 areas that were compared
  - ❑ Satisfaction with the Overall Quality of Town Services rated 30% above the U.S. Average and 32% above the Texas Average
  - ❑ Satisfaction with Customer Service from Town Employees rated 41% above the U.S. Average and 44% above the Texas Average
- **Most Important Town Services to Emphasize Over the Next Two Years:**
  - ❑ Flow of Traffic and Congestion Management
  - ❑ Overall Maintenance of Town Streets

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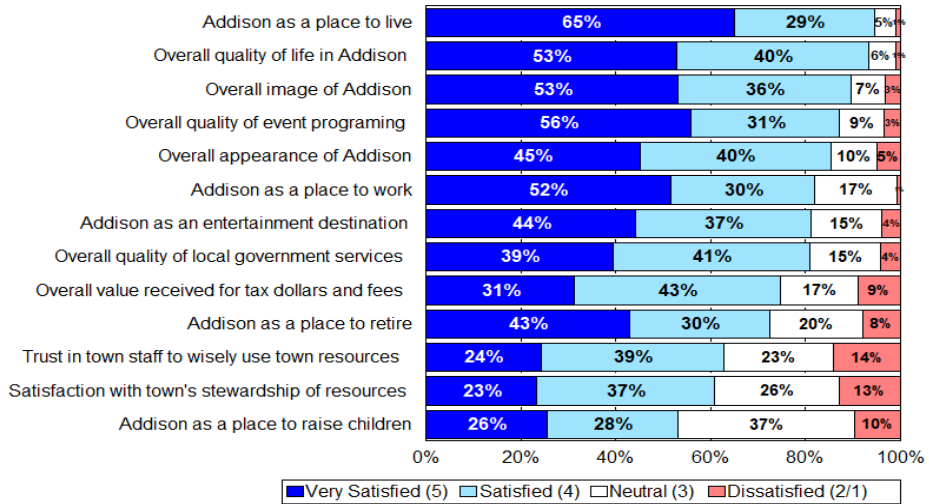
## Major Finding #1

Residents Have a Very Positive Perception of the Town

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### Q3. Satisfaction with Items That Influence Perceptions of the Town

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

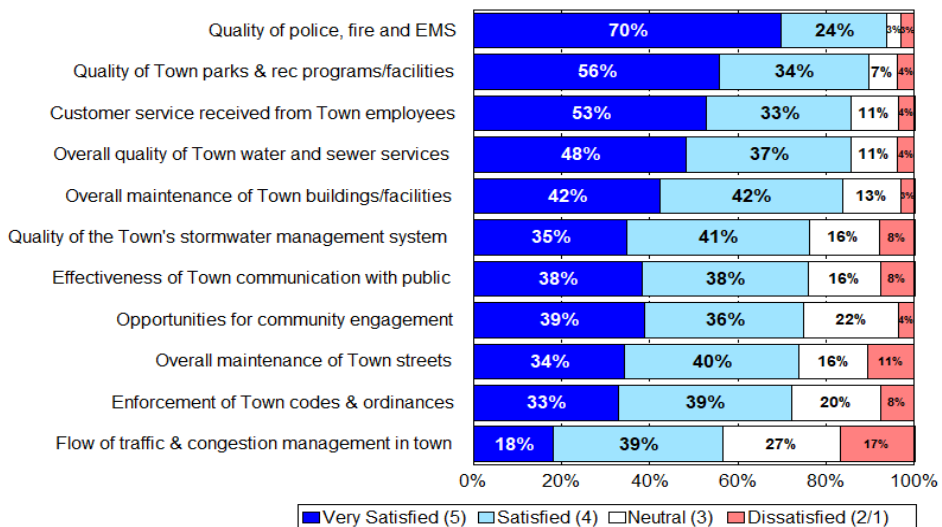


Source: ETC Institute (2018)

**80% of Residents Are Satisfied with the Overall Quality of Services Provided by the Town; Only 4% Are Dissatisfied**

### Q1. Overall Satisfaction with Town Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

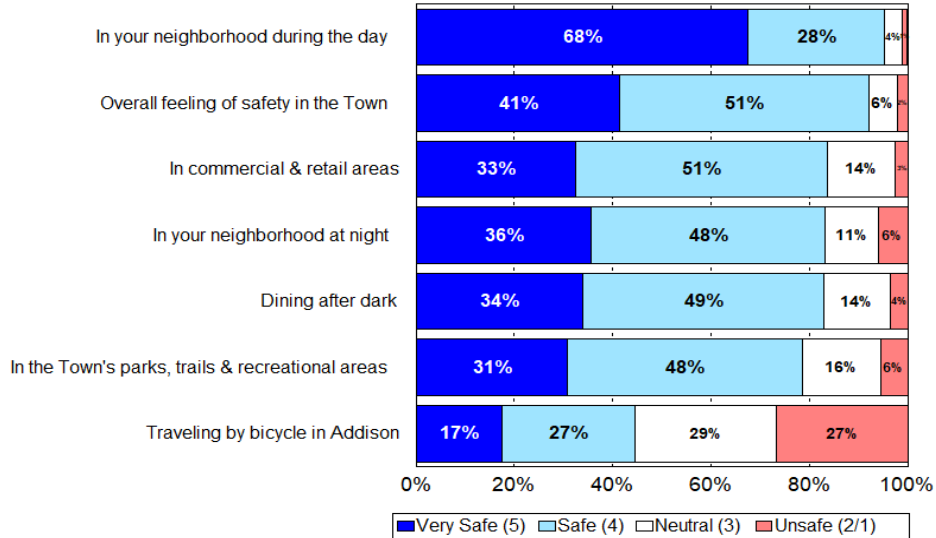


Source: ETC Institute (2018)

**All Major Categories Received High Satisfaction Ratings**

## Q6. Feeling of Safety in Various Situations

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Most Residents Feel Safe in Their Neighborhood During the Day and at Night

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## Major Finding #2

Satisfaction with the Overall Quality of Services Is High in All Areas of the Town

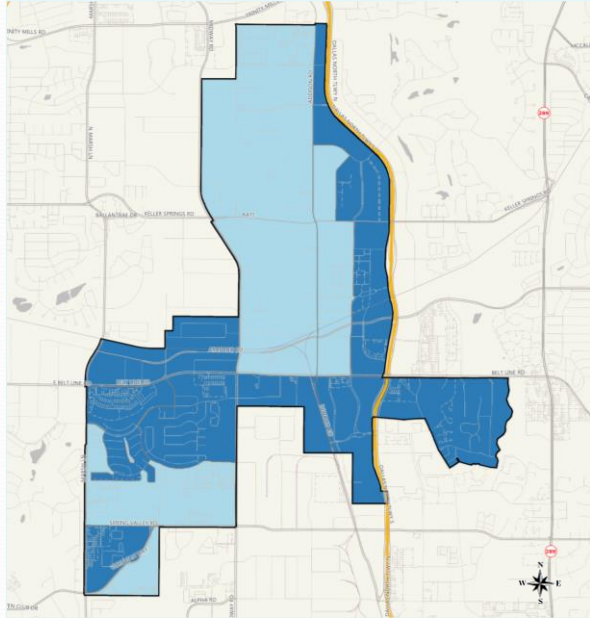
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# Overall Quality of Local Governmental Services

All areas are in BLUE, which indicates that residents in all parts of the Town are satisfied

Citizen Satisfaction  
Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response



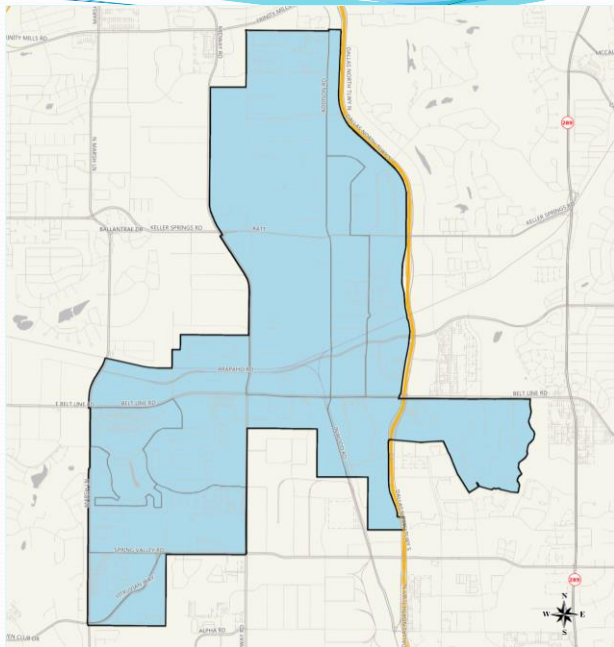
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# Overall Value Received for Local Tax Dollars and Fees

All areas are in BLUE, which indicates that residents in all parts of the Town are satisfied

Citizen Satisfaction  
Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response



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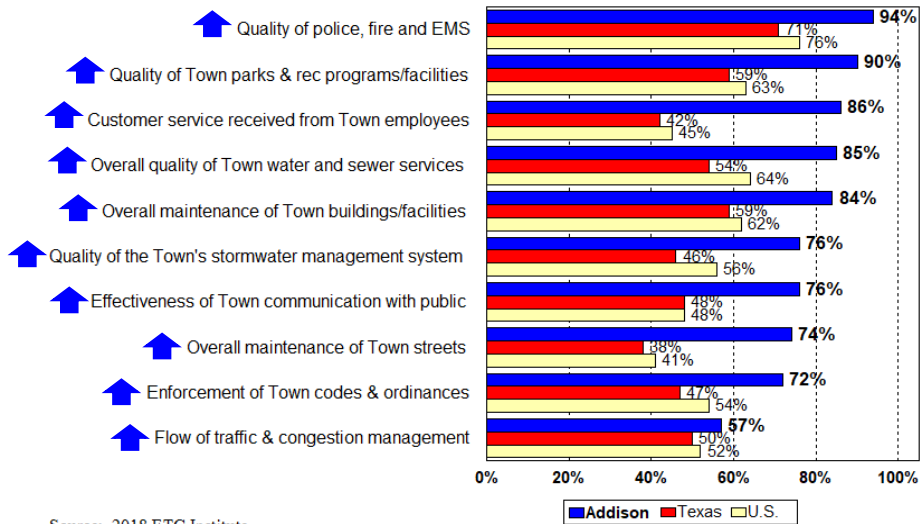
# Major Finding #3

## Satisfaction with Town Services Is Much Higher in Addison Than Other Communities

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### Overall Satisfaction with Major Town Services Addison vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

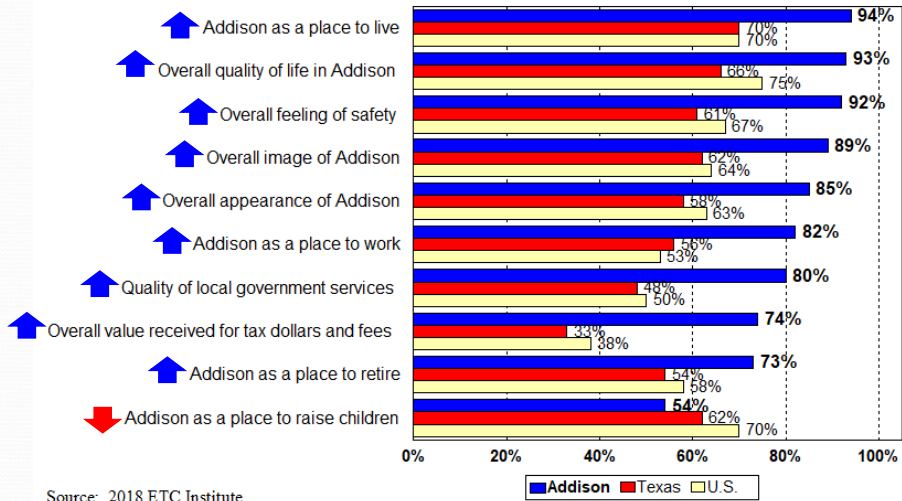
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## Satisfaction with Issues that Influence Perceptions of the Town

### Addison vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Significantly Higher: ↑

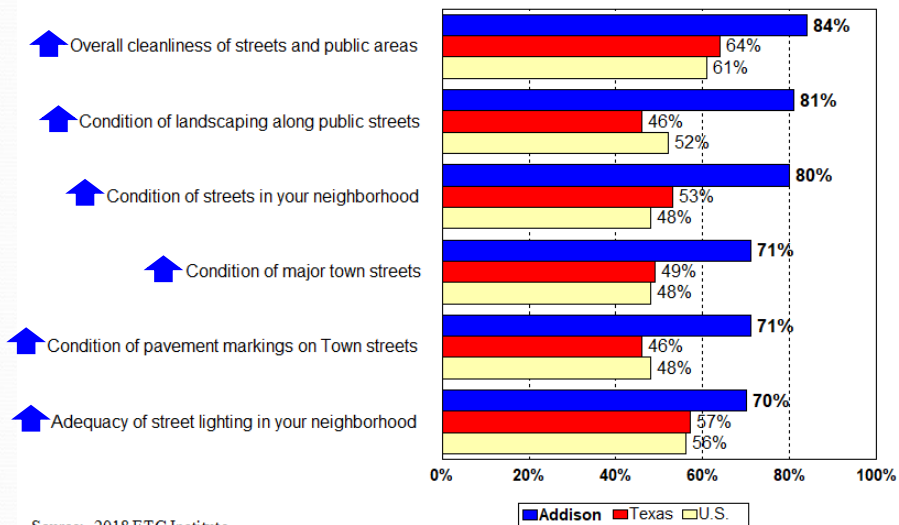
Significantly Lower: ↓

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## Satisfaction with Maintenance of the Town

### Addison vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

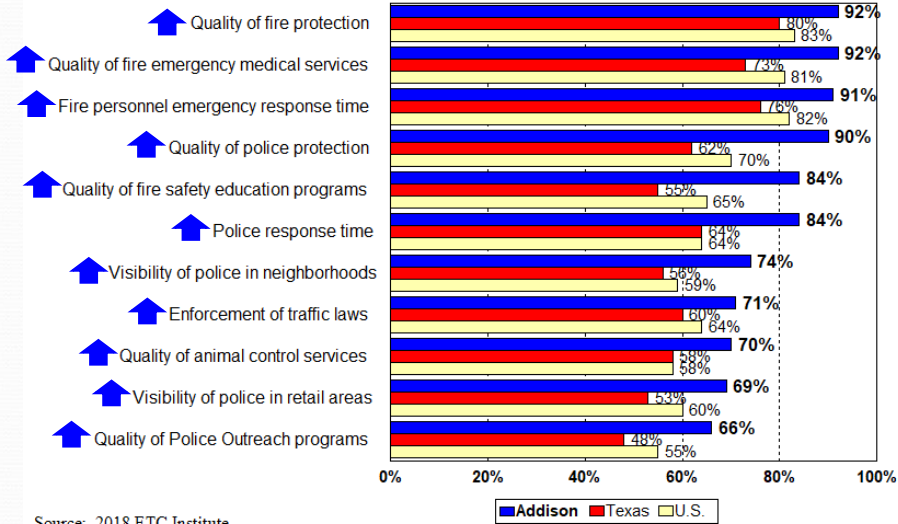
Significantly Higher: ↑

Significantly Lower: ↓

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## Satisfaction with Public Safety Services Addison vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

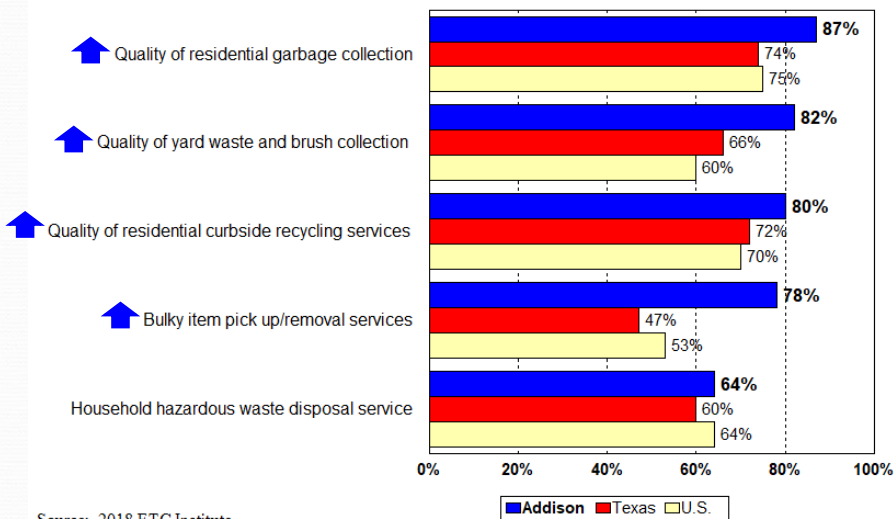
Significantly Higher: ↑

Significantly Lower: ↓

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## Satisfaction with Solid Waste Services Addison vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

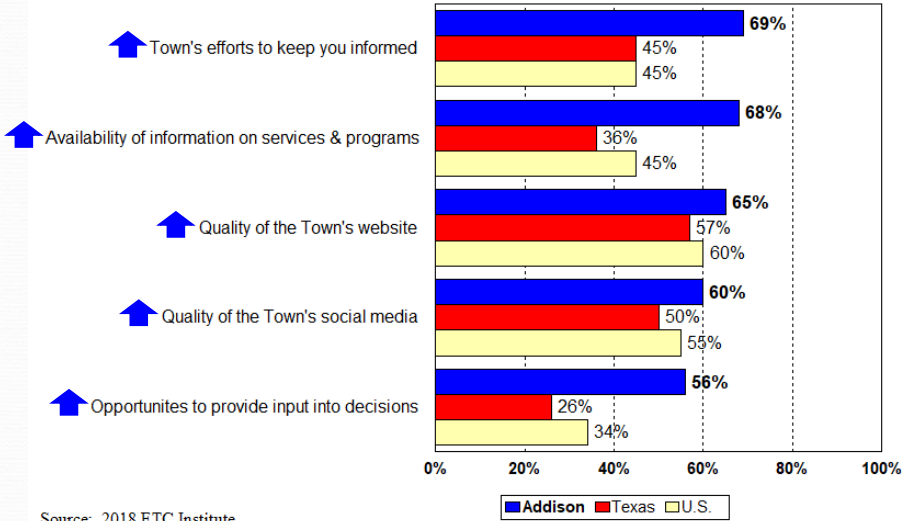
Significantly Higher: ↑

Significantly Lower: ↓

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## Satisfaction with Town Communication Addison vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

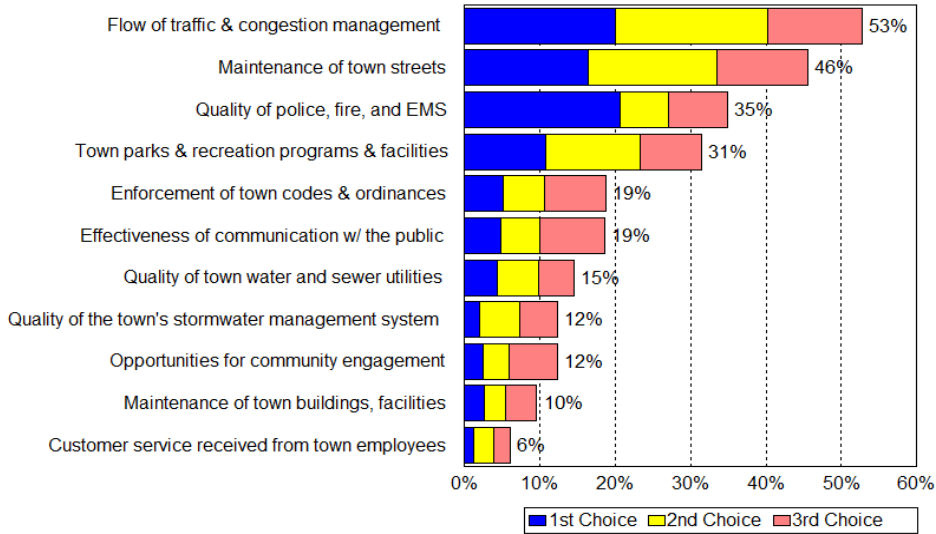
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## Major Finding #4 Top Priorities for Investment

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## Q2. Town Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2018)

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### Importance-Satisfaction Rating Town of Addison Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt; 20)</b>						
Flow of traffic & congestion management in town	53%	1	57%	11	0.2266	1
<b>High Priority (IS .10-.20)</b>						
Overall maintenance of Town streets	46%	2	74%	9	0.1183	2
<b>Medium Priority (IS &lt; .10)</b>						
Enforcement of Town codes & ordinances	19%	5	72%	10	0.0524	3
Effectiveness of Town communication with public	19%	6	76%	7	0.0446	4
Quality of Town parks & rec programs/facilities	31%	4	90%	2	0.0314	5
Opportunities for community engagement	12%	9	75%	8	0.0308	6
Quality of the Town's stormwater management system	12%	8	76%	6	0.0295	7
Overall quality of Town water and sewer services	15%	7	85%	4	0.0218	8
Quality of police, fire and EMS	35%	3	94%	1	0.0209	9
Overall maintenance of Town buildings/facilities	10%	10	84%	5	0.0154	10
Quality of customer service received from Town employees	6%	11	86%	3	0.0085	11

**Overall Priorities:** ←

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### Importance-Satisfaction Rating Town of Addison Maintenance/Infrastructure

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Traffic flow on major town streets	44%	1	53%	10	0.2068	1
<b>Medium Priority (IS &lt;.10)</b>						
Timing of traffic signals on town streets	23%	3	59%	9	0.0947	2
Condition of major town streets	28%	2	71%	5	0.0806	3
Pedestrian accessibility	21%	4	63%	8	0.0773	4
Adequacy of street lighting in your neighborhood	15%	5	70%	7	0.0435	5
Condition of streets in your neighborhood	11%	7	80%	3	0.0222	6
Condition of pavement markings on Town streets	7%	8	71%	6	0.0212	7
Overall cleanliness of streets and public areas	11%	6	84%	1	0.0178	8
Appearance/condition of medians, public areas	7%	9	77%	4	0.0159	9
Condition of landscaping along public streets	7%	10	81%	2	0.0125	10

**Maintenance/Infrastructure Priorities:**

### Importance-Satisfaction Rating Town of Addison Police, Fire, and Emergency Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Visibility of police in neighborhood	29%	1	74%	7	0.0754	1
Visibility of police in retail areas	20%	3	69%	11	0.0623	2
Quality of Police Outreach programs	13%	4	66%	12	0.0428	3
Efforts to communicate w/public via social media	10%	6	61%	13	0.0402	4
Enforcement of traffic laws	13%	5	71%	8	0.0365	5
Quality of police protection	23%	2	90%	4	0.0233	6
Quality of animal control services	8%	9	70%	10	0.0228	7
Police response time	9%	7	84%	6	0.0142	8
Quality of fire safety education programs	7%	10	84%	5	0.0106	9
Quality/accessibility of municipal court services	3%	13	71%	9	0.0078	10
Quality of fire protection	8%	8	92%	1	0.0065	11
Quality of fire emergency medical services	4%	11	92%	2	0.0031	12
Fire personnel emergency response time	3%	12	91%	3	0.0027	13

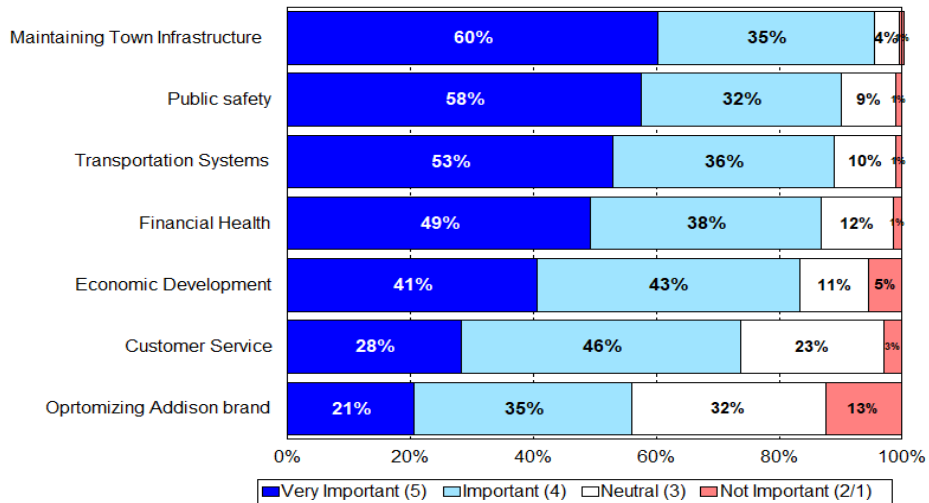
**Public Safety Priorities:**

# Other Findings

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## Q17. Importance of Various Areas to Focusing Funding for Tax Dollars

by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

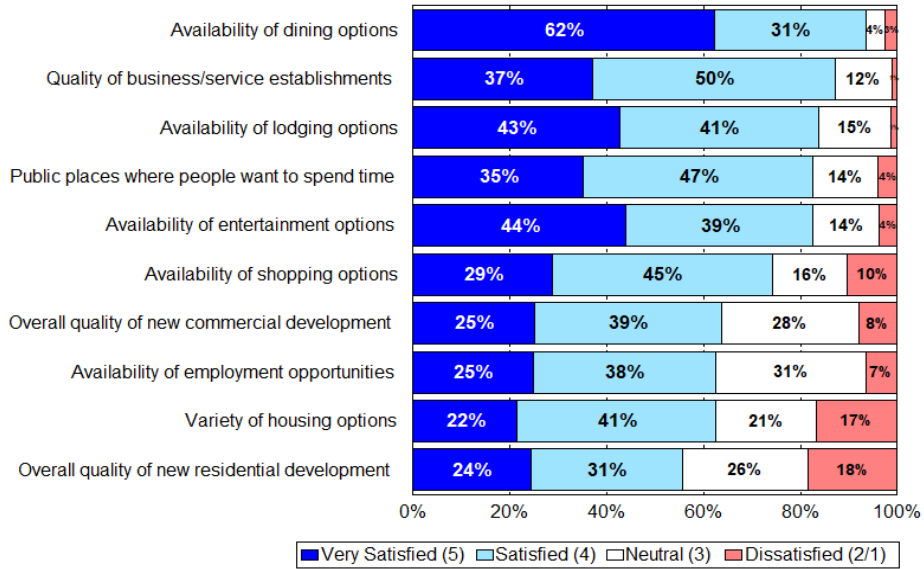
**Residents Feel the Most Important Areas to Focus Tax Dollars on Are: 1) Maintaining Town Infrastructure, 2) Public Safety, and 3) Transportation Systems**

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## Q10. Satisfaction with Economic Development Services

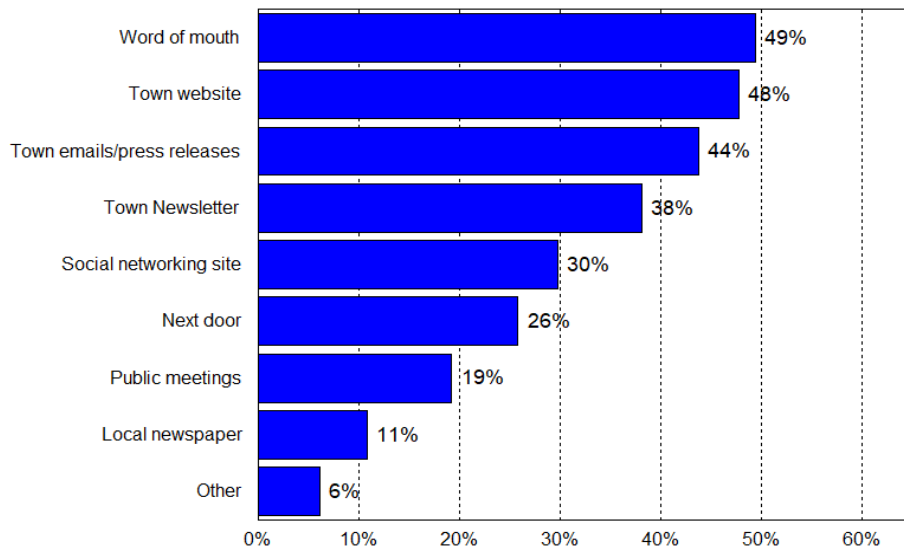
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

## Q21. Which of the following are your primary sources of information about Town's issues, services, and events?

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)



## Summary

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## Summary

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# Questions?

THANK YOU!!

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