



2021 Town of Addison Community Survey Findings Report

Presented to the Town of Addison,
Texas
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ETC
INSTITUTE

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Executive Summary

2021 Town of Addison Community Survey

Executive Summary



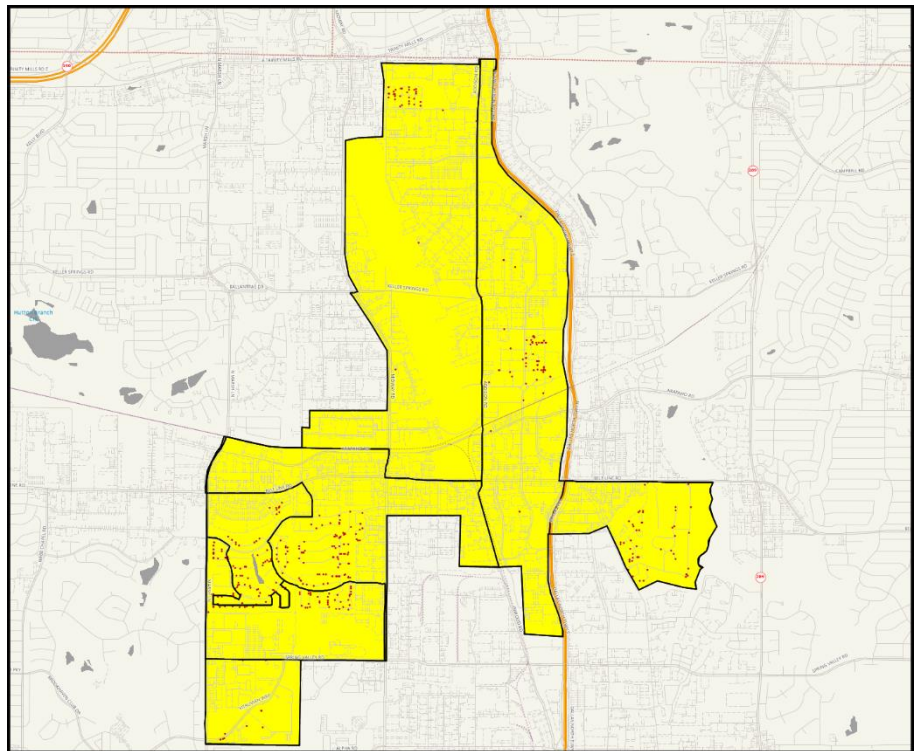
Purpose

ETC Institute administered a community survey to residents of the Town of Addison during the winter of 2021. The purpose of the survey was to gather resident feedback on Town programs and services, and help Town leaders ensure that Addison's priorities are aligned with the needs of the community. This is the second community survey ETC Institute has administered for the Town of Addison.

Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households throughout the Town of Addison. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Once households received the mailed survey, ETC Institute sent emails and text messages to the households that received the survey to encourage participation. The emails and texts contained a link to the online version of the survey to make it easy for residents to complete the survey.

To prevent people who were not residents of Addison from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.



The goal was to obtain completed surveys from at least 400 residents. This goal was met, with a total of 401 residents completing the survey. The overall results for the sample of 401 households have a precision of at least $\pm 4.9\%$ at the 95% level of confidence. To understand how well services are being delivered in different areas of the Town, ETC Institute geocoded the home address of respondents to the survey. The map above shows the physical distribution of respondents to the survey based on the location of their home.

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The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the Town of Addison with the results from other communities where ETC Institute has conducted a citizen survey. Since the number of “don’t know” responses often reflect the utilization and awareness of Town services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- Charts showing the overall results for the 2021 survey,
- Trend charts showing comparisons to the 2018 survey,
- Benchmarking data that show how the results for Addison compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the Town to address based upon the survey results,
- Tables that show the results of the random sample for each question on the survey,
- A copy of the survey instrument.

Major survey findings are shown below and on the following pages.

Overall Perceptions of the Town

Overall, residents have a very positive perception of the Town of Addison. Ninety-six percent (96%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with Addison as a place to live, 95% were satisfied with overall quality of life in Addison, and 91% were satisfied with the overall image of Addison. Addison rated significantly higher than the regional and national average in seven of the eight categories that were rated.

Overall Quality of Services Provided by Town

Eighty-three percent (83%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of local governmental services. This is an increase of 2% from the 2018 survey, and is 32% above the Texas average and U.S. average of 51%.

Overall Value Received for Local Tax Dollars and Fees

Seventy-four percent (74%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall value they receive for local tax dollars and fees. This is a decrease of less than 1% from the 2018 survey, but is 44% above the Texas average of 30%, and 40% above the U.S. average of 34%.

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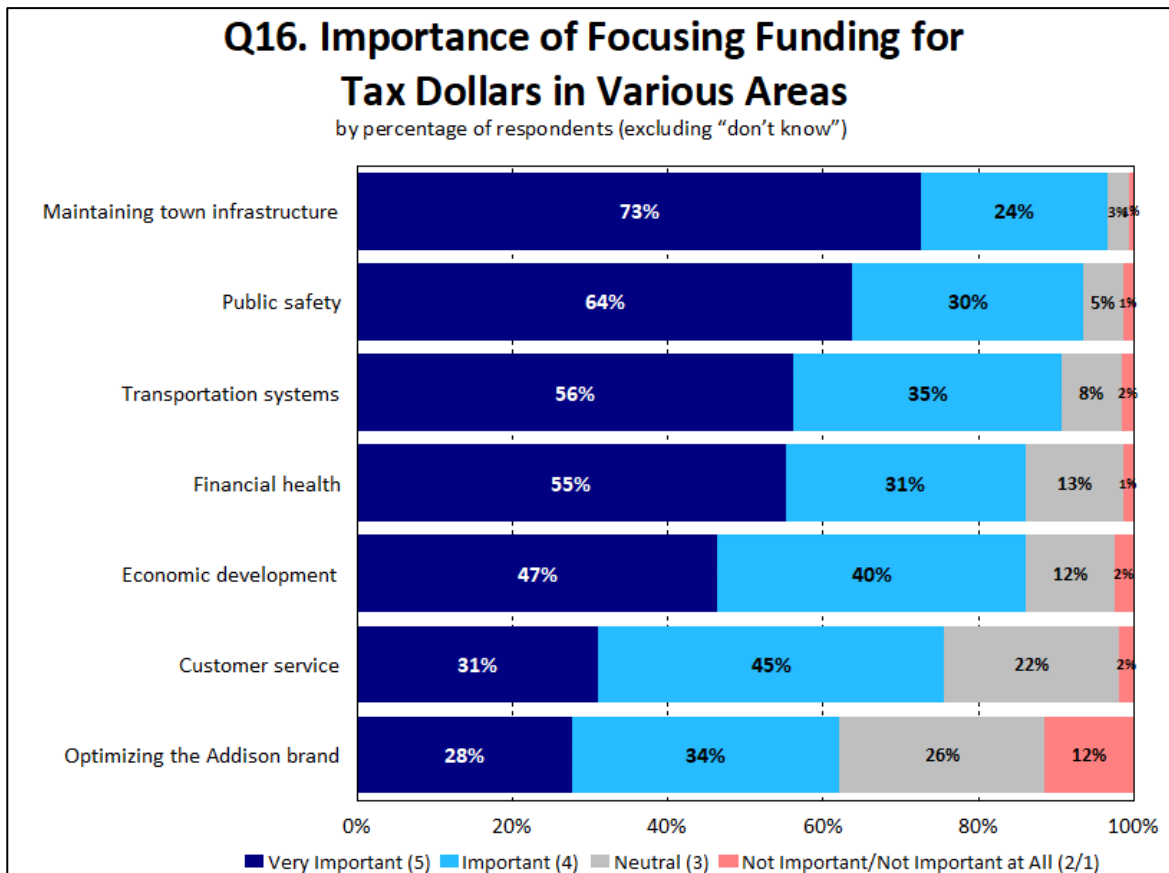
Satisfaction with Major Categories of Town Services

Overall, the Town of Addison received very high satisfaction ratings for major categories of Town services. The major categories of Town services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of police, fire and emergency medical services (96%), overall quality of parks and recreation programs and facilities (91%), overall quality of Town water and sewer services (91%), overall quality of customer service residents receive from Town employees (86%), and the overall quality of maintenance of Town buildings and facilities.

The major categories of Town services that residents thought should receive the most emphasis from Town leaders over the next two years were: 1) overall maintenance of Town streets, 2) overall flow of traffic and congestion management, 3) overall quality of police, fire and emergency medical services, and 4) overall quality of parks and recreation programs and facilities.

Importance of Focusing Funding for Tax Dollars

Ninety-seven percent (97%) of residents *who had an opinion* felt that its “very important” or “important” to focus funding on maintaining town infrastructure; 94% feel its “very important” or “important” to focus funding on public safety, and 91% feel its “very important” or “important” to focus funding on transportation systems.





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How the Town of Addison Compares to Other Communities Regionally

Satisfaction ratings for Addison rated above the Texas average in 57 of the 58 areas that were assessed. Addison rated *significantly higher than the Texas average (difference of 4.9% or more) in 57 of these areas*. The table below shows how Addison compared to the Texas average in all 58 categories:

Service	Addison	Texas	Difference	Category
Quality of customer service from Town employees	85.7%	30.2%	55.5%	Major Categories of Services
Effectiveness of communication with the public	80.3%	28.7%	51.6%	Major Categories of Services
Addison as a place to live	95.5%	44.9%	50.6%	Perceptions
Overall image of Addison	91.1%	43.4%	47.7%	Perceptions
Quality of police protection	92.5%	45.1%	47.4%	Public Safety
Quality of parks & rec programs & facilities	90.6%	44.0%	46.6%	Major Categories of Services
Overall maintenance of Town streets	69.6%	25.6%	44.0%	Major Categories of Services
Overall value received for local tax dollars/fees	73.9%	30.4%	43.5%	Perceptions
Quality of Town water & sewer services	90.5%	47.1%	43.4%	Major Categories of Services
Quality of police, fire, & EMS	95.9%	53.2%	42.7%	Major Categories of Services
Ease of registration for programs at the athletic club	86.3%	43.6%	42.7%	Parks & Recreation
Overall appearance of Addison	85.5%	46.7%	38.8%	Perceptions
Overall enforcement of Town codes & ordinances	75.2%	36.8%	38.4%	Major Categories of Services
Quality of stormwater runoff/management system	79.1%	41.9%	37.2%	Major Categories of Services
Quality of fire community outreach programs	79.7%	42.9%	36.8%	Public Safety
Fire/EMS emergency response times	93.1%	56.8%	36.3%	Public Safety
Quality of yard waste and brush collection	89.5%	54.0%	35.5%	Solid Waste
Police response time	85.6%	50.5%	35.1%	Public Safety
In the town's parks, trails & recreational areas	80.3%	45.3%	35.0%	Feeling of Safety
Bulky item pick up/removal services	86.0%	51.7%	34.3%	Solid Waste
Overall quality of local government services	82.9%	51.3%	31.6%	Perceptions
Quality of emergency medical services	94.3%	63.1%	31.2%	Public Safety
Quality of drinking water	82.9%	52.1%	30.8%	Water Services
Overall feeling of safety in the town	90.7%	60.5%	30.2%	Feeling of Safety
Quality of residential curbside recycling services	88.7%	58.6%	30.1%	Solid Waste
Household hazardous waste disposal service	75.2%	45.8%	29.4%	Solid Waste
Addison as a place to work	81.1%	52.0%	29.1%	Perceptions
In your neighborhood at night	83.8%	56.2%	27.6%	Feeling of Safety
Visibility of police in neighborhoods	73.5%	46.5%	27.0%	Public Safety
Quality of fire protection	92.4%	66.5%	25.9%	Public Safety
Quality of the town's website	73.1%	47.6%	25.5%	Communication
Clean-up of debris/litter	78.4%	53.2%	25.2%	Code Enforcement
Addison as a place to retire	80.7%	55.7%	25.0%	Perceptions
Town's efforts to keep you informed	74.3%	49.4%	24.9%	Communication
Enforcement of traffic laws	70.2%	45.5%	24.7%	Public Safety
Overall cleanliness of streets & public areas	81.4%	57.4%	24.0%	Infrastructure
Overall flow of traffic & congestion management	55.7%	32.4%	23.3%	Major Categories of Services
Quality of walking & biking trails	87.2%	64.4%	22.8%	Parks & Recreation
Overall maintenance of Town buildings & facilities	85.2%	62.5%	22.7%	Major Categories of Services
Opportunities to provide public input into decisions	63.8%	41.6%	22.2%	Communication
Condition of streets in your neighborhood	77.1%	55.0%	22.1%	Infrastructure
Quality of police community outreach programs	56.2%	35.0%	21.2%	Public Safety
Quality of animal control services	71.8%	51.9%	19.9%	Public Safety
Quality of residential garbage collection	90.4%	70.8%	19.6%	Solid Waste
Traffic flow on major town streets	50.9%	32.4%	18.5%	Infrastructure
Quality of water pressure	85.0%	67.7%	17.3%	Water Services
Condition of landscaping along public streets	77.7%	61.0%	16.7%	Infrastructure
In your neighborhood during the day	96.5%	80.5%	16.0%	Feeling of Safety
Condition of pavement markings on town streets	66.2%	51.0%	15.2%	Infrastructure
In commercial & retail areas	81.4%	66.5%	14.9%	Feeling of Safety
Quality of the town's social media	61.2%	46.6%	14.6%	Communication
Visibility of police in retail areas	62.7%	49.6%	13.1%	Public Safety
Availability of info on Town services/programs	69.4%	56.9%	12.5%	Communication
Pedestrian accessibility	63.3%	51.0%	12.3%	Infrastructure
Enforce exterior maintenance/upkeep of residential property	67.1%	57.0%	10.1%	Code Enforcement
Adequacy of street lighting in your neighborhood	71.7%	63.5%	8.2%	Infrastructure
Condition of major town streets	60.3%	54.5%	5.8%	Infrastructure
Addison as a place to raise children	50.7%	54.9%	-4.2%	Perceptions



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How the Town of Addison Compares to Other Communities Nationally

Satisfaction ratings for Addison rated above the U.S. average in 57 of the 58 areas that were assessed. Addison rated *significantly higher than the U.S. average (difference of 4.9% or more) in 57 of these areas*. The table below shows how Addison compared to the U.S. average in all 58 categories:

Service	Addison	U.S.	Difference	Category
Ease of registration for programs at the athletic club	86.3%	38.6%	47.7%	Parks & Recreation
Addison as a place to live	95.5%	49.7%	45.8%	Perceptions
Quality of customer service from Town employees	85.7%	40.6%	45.1%	Major Categories of Services
Effectiveness of communication with the public	80.3%	38.2%	42.1%	Major Categories of Services
Overall value received for local tax dollars/fees	73.9%	33.8%	40.1%	Perceptions
Quality of parks & rec programs & facilities	90.6%	50.6%	40.0%	Major Categories of Services
Bulky item pick up/removal services	86.0%	47.3%	38.7%	Solid Waste
Quality of police protection	92.5%	54.6%	37.9%	Public Safety
Quality of Town water & sewer services	90.5%	53.7%	36.8%	Major Categories of Services
Overall image of Addison	91.1%	55.0%	36.1%	Perceptions
Quality of yard waste and brush collection	89.5%	54.6%	34.9%	Solid Waste
Overall enforcement of Town codes & ordinances	75.2%	41.5%	33.7%	Major Categories of Services
Household hazardous waste disposal service	75.2%	42.1%	33.1%	Solid Waste
Overall quality of local government services	82.9%	50.5%	32.4%	Perceptions
Clean-up of debris/litter	78.4%	46.0%	32.4%	Code Enforcement
Quality of residential curbside recycling services	88.7%	56.6%	32.1%	Solid Waste
Town's efforts to keep you informed	74.3%	44.2%	30.1%	Communication
Quality of the town's website	73.1%	43.4%	29.7%	Communication
Opportunities to provide public input into decisions	63.8%	34.2%	29.6%	Communication
Overall appearance of Addison	85.5%	56.2%	29.3%	Perceptions
Quality of fire community outreach programs	79.7%	50.7%	29.0%	Public Safety
Addison as a place to retire	80.7%	51.7%	29.0%	Perceptions
Quality of police, fire, & EMS	95.9%	67.3%	28.6%	Major Categories of Services
Overall maintenance of Town buildings & facilities	85.2%	56.7%	28.5%	Major Categories of Services
Overall maintenance of Town streets	69.6%	41.4%	28.2%	Major Categories of Services
Quality of stormwater runoff/management system	79.1%	51.0%	28.1%	Major Categories of Services
Police response time	85.6%	57.6%	28.0%	Public Safety
Overall cleanliness of streets & public areas	81.4%	54.7%	26.7%	Infrastructure
Condition of streets in your neighborhood	77.1%	50.6%	26.5%	Infrastructure
Quality of walking & biking trails	87.2%	62.5%	24.7%	Parks & Recreation
In the town's parks, trails & recreational areas	80.3%	56.0%	24.3%	Feeling of Safety
Addison as a place to work	81.1%	58.2%	22.9%	Perceptions
Fire/EMS emergency response times	93.1%	70.3%	22.8%	Public Safety
Quality of drinking water	82.9%	60.2%	22.7%	Water Services
Overall feeling of safety in the town	90.7%	68.0%	22.7%	Feeling of Safety
Enforec exterior maintenance/upkeep of residential property	67.1%	45.0%	22.1%	Code Enforcement
Availability of info on Town services/programs	69.4%	47.5%	21.9%	Communication
Quality of emergency medical services	94.3%	72.4%	21.9%	Public Safety
Quality of residential garbage collection	90.4%	68.6%	21.8%	Solid Waste
Quality of animal control services	71.8%	50.4%	21.4%	Public Safety
In your neighborhood at night	83.8%	62.5%	21.3%	Feeling of Safety
Condition of landscaping along public streets	77.7%	56.5%	21.2%	Infrastructure
Quality of the town's social media	61.2%	40.0%	21.2%	Communication
Enforcement of traffic laws	70.2%	50.6%	19.6%	Public Safety
Visibility of police in neighborhoods	73.5%	55.4%	18.1%	Public Safety
Quality of police community outreach programs	56.2%	38.6%	17.6%	Public Safety
Quality of water pressure	85.0%	67.4%	17.6%	Water Services
In commercial & retail areas	81.4%	65.5%	15.9%	Feeling of Safety
Condition of pavement markings on town streets	66.2%	51.3%	14.9%	Infrastructure
Quality of fire protection	92.4%	77.8%	14.6%	Public Safety
In your neighborhood during the day	96.5%	82.8%	13.7%	Feeling of Safety
Adequacy of street lighting in your neighborhood	71.7%	59.5%	12.2%	Infrastructure
Pedestrian accessibility	63.3%	52.5%	10.8%	Infrastructure
Visibilty of police in retail areas	62.7%	52.2%	10.5%	Public Safety
Condition of major town streets	60.3%	50.9%	9.4%	Infrastructure
Overall flow of traffic & congestion management	55.7%	46.5%	9.2%	Major Categories of Services
Traffic flow on major town streets	50.9%	46.5%	4.4%	Infrastructure
Addison as a place to raise children	50.7%	62.4%	-11.7%	Perceptions



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Trend Analysis: Satisfaction Increases

Satisfaction ratings for Addison have increased in 59 of the 92 areas that were assessed since 2018. Ratings have increased *significantly in 16 areas (difference of 4.9% or more)*. The table below shows the 59 areas that have increased in satisfaction since 2018:

Service	2018	2021	Difference	Category
Household hazardous waste disposal service	64.1%	75.2%	11.1%	Solid Waste
Electronic waste disposal service	60.3%	70.3%	10.0%	Solid Waste
Quality of residential curbside recycling services	79.4%	88.7%	9.3%	Solid Waste
Bulky item pick up/removal services	77.2%	86.0%	8.8%	Solid Waste
Addison as a place to retire	72.5%	80.7%	8.2%	Perceptions
Opportunities to provide public input into decisions	55.9%	63.8%	7.9%	Communication
Quality of yard waste and brush collection	81.7%	89.5%	7.8%	Solid Waste
Quality of the town's website	65.3%	73.1%	7.8%	Communication
Quality of water pressure	78.4%	85.0%	6.6%	Water Services
Traveling by bicycle in Addison	44.5%	50.6%	6.1%	Feeling of Safety
Quality of walking & biking trails	81.4%	87.2%	5.8%	Parks & Recreation
Town's efforts to keep you informed	68.7%	74.3%	5.6%	Communication
Quality of drinking water	77.3%	82.9%	5.6%	Water Services
Trust in Town staff wisely using Town resources	62.7%	68.0%	5.3%	Perceptions
Satisfaction of Town's stewardship of financial resources	60.8%	66.1%	5.3%	Perceptions
Quality of Town water & sewer services	85.6%	90.5%	4.9%	Major Categories of Services
Effectiveness of communication with the public	75.9%	80.3%	4.4%	Major Categories of Services
Clean-up of debris/litter	74.5%	78.4%	3.9%	Code Enforcement
Cleanliness in your neighborhood	80.3%	84.2%	3.9%	Code Enforcement
Quality of residential garbage collection	86.6%	90.4%	3.8%	Solid Waste
Quality of Water Services customer service	82.1%	85.5%	3.4%	Water Services
Overall enforcement of Town codes & ordinances	72.2%	75.2%	3.0%	Major Categories of Services
Quality of stormwater runoff/management system	76.1%	79.1%	3.0%	Major Categories of Services
Dining after dark	82.9%	85.9%	3.0%	Feeling of Safety
Availability of employment opportunities	62.6%	65.3%	2.7%	Economic Development
Quality of emergency medical services	91.8%	94.3%	2.5%	Public Safety
Quality of police protection	90.1%	92.5%	2.4%	Public Safety
Number of town parks	86.8%	89.2%	2.4%	Parks & Recreation
Overall quality of local government services	80.8%	82.9%	2.1%	Perceptions
Quality of police, fire, & EMS	93.8%	95.9%	2.1%	Major Categories of Services
Quality of animal control services	69.8%	71.8%	2.0%	Public Safety
Fire/EMS emergency response times	91.1%	93.1%	2.0%	Public Safety
In the town's parks, trails & recreational areas	78.5%	80.3%	1.8%	Feeling of Safety
Availability of info on Town services/programs	67.6%	69.4%	1.8%	Communication
Police response time	83.8%	85.6%	1.8%	Public Safety
Overall image of Addison	89.5%	91.1%	1.6%	Perceptions
Overall quality of new residential development	55.6%	57.2%	1.6%	Economic Development
Overall maintenance of Town buildings & facilities	83.8%	85.2%	1.4%	Major Categories of Services
Adequacy of street lighting in your neighborhood	70.3%	71.7%	1.4%	Infrastructure
Overall quality of life in Addison	93.3%	94.5%	1.2%	Perceptions
In your neighborhood during the day	95.3%	96.5%	1.2%	Feeling of Safety
Quality of town parks	91.4%	92.6%	1.2%	Parks & Recreation
Eco-friendly initiatives in town parks	68.2%	69.3%	1.1%	Parks & Recreation
Quality of the town's social media	60.1%	61.2%	1.1%	Communication
Enforce exterior maintenance/pkeep of residential property	66.0%	67.1%	1.1%	Code Enforcement
Ease of registration for programs at the athletic club	85.2%	86.3%	1.1%	Parks & Recreation
Quality of parks & rec programs & facilities	89.6%	90.6%	1.0%	Major Categories of Services
Addison as a place to live	94.5%	95.5%	1.0%	Perceptions
Variety of housing options	62.5%	63.5%	1.0%	Economic Development
Number of walking & biking trails	77.2%	78.0%	0.8%	Parks & Recreation
Quality of maintenance of town parks	87.4%	88.2%	0.8%	Parks & Recreation
Public places where people want to spend time	82.6%	83.3%	0.7%	Economic Development
Overall quality of event programming	87.2%	87.9%	0.7%	Perceptions
Quality of fire protection	91.8%	92.4%	0.6%	Public Safety
In your neighborhood at night	83.2%	83.8%	0.6%	Feeling of Safety
Pedestrian accessibility	62.9%	63.3%	0.4%	Infrastructure
Quality of public art	68.4%	68.6%	0.2%	Parks & Recreation
Quality of customer service from Town employees	85.6%	85.7%	0.1%	Major Categories of Services
Overall appearance of Addison	85.4%	85.5%	0.1%	Perceptions

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Trend Analysis: Satisfaction Decreases

Satisfaction ratings for Addison **have decreased in 33 of the 92 areas** that were assessed since 2018. Ratings have decreased *significantly in 6 areas (difference of 4.9% or more)*. The table below shows the 33 areas that have decreased in satisfaction since 2018:

Service	2018	2021	Difference	Category
Communication w/ the public via social media	60.9%	60.8%	-0.1%	Public Safety
Timing of traffic signals on town streets	58.8%	58.6%	-0.2%	Infrastructure
Town effort to enforce code violations	59.0%	58.8%	-0.2%	Code Enforcement
Overall quality of new commercial development	63.7%	63.3%	-0.4%	Economic Development
Addison as an entertainment destination	81.2%	80.7%	-0.5%	Perceptions
Visibility of police in neighborhoods	74.0%	73.5%	-0.5%	Public Safety
Overall value received for local tax dollars/fees	74.6%	73.9%	-0.7%	Perceptions
Responsiveness of Town code enforcement staff	68.6%	67.9%	-0.7%	Code Enforcement
Enforcement of traffic laws	71.0%	70.2%	-0.8%	Public Safety
Overall flow of traffic & congestion management	56.5%	55.7%	-0.8%	Major Categories of Services
Addison as a place to work	82.0%	81.1%	-0.9%	Perceptions
Overall feeling of safety in the town	92.1%	90.7%	-1.4%	Feeling of Safety
Availability of dining options	93.5%	91.6%	-1.9%	Economic Development
Availability of lodging options	83.8%	81.8%	-2.0%	Economic Development
Traffic flow on major town streets	53.1%	50.9%	-2.2%	Infrastructure
In commercial & retail areas	83.6%	81.4%	-2.2%	Feeling of Safety
Quality of dog parks	69.4%	67.2%	-2.2%	Parks & Recreation
Addison as a place to raise children	53.2%	50.7%	-2.5%	Perceptions
Availability of entertainment options	82.6%	80.0%	-2.6%	Economic Development
Condition of streets in your neighborhood	79.9%	77.1%	-2.8%	Infrastructure
Overall cleanliness of streets & public areas	84.5%	81.4%	-3.1%	Infrastructure
Condition of landscaping along public streets	80.9%	77.7%	-3.2%	Infrastructure
Availability of shopping options	74.2%	70.8%	-3.4%	Economic Development
Opportunities for community engagement - volunteer prgms	74.9%	71.0%	-3.9%	Major Categories of Services
Quality of business & service establishments	87.2%	83.2%	-4.0%	Economic Development
Overall maintenance of Town streets	73.9%	69.6%	-4.3%	Major Categories of Services
Quality of fire community outreach programs	84.2%	79.7%	-4.5%	Public Safety
Condition of pavement markings on town streets	71.5%	66.2%	-5.3%	Infrastructure
Quality & accessibility of municipal court services	70.9%	65.6%	-5.3%	Public Safety
Appearance/condition - medians, rights-of-way, & public areas	76.8%	71.3%	-5.5%	Infrastructure
Visibility of police in retail areas	68.4%	62.7%	-5.7%	Public Safety
Quality of police community outreach programs	65.7%	56.2%	-9.5%	Public Safety
Condition of major town streets	71.7%	60.3%	-11.4%	Infrastructure

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Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the Town identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each Town service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Town services over the next two years. If the Town wants to improve its overall satisfaction rating, the Town should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the Town by Major Category. This analysis reviewed the importance of and satisfaction with major categories of Town services. This analysis was conducted to help set the overall priorities for the Town. Based on the results of this analysis, the services that are recommended as the top priorities in order to raise the Town's overall satisfaction rating are listed below:

- Overall flow of traffic and congestion management (IS=0.2379)
- Overall maintenance of Town streets (IS=0.1797)

The table below shows the Importance-Satisfaction rating for all 11 major categories of Town services that were rated.

Importance-Satisfaction Rating 2021 Town of Addison MAJOR CATEGORIES OF TOWN SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Overall flow of traffic & congestion management	54%	2	56%	11	0.2379	1
High Priority (IS .10-.20)						
Overall maintenance of Town streets	59%	1	70%	10	0.1797	2
Medium Priority (IS <.10)						
Overall enforcement of Town codes & ordinances	20%	5	75%	8	0.0506	3
Opportunities for community engagement - volunteer prgms	11%	10	71%	9	0.0322	4
Quality of parks & rec programs & facilities	33%	4	91%	2	0.0314	5
Effectiveness of communication with the public	16%	6	80%	6	0.0309	6
Quality of stormwater runoff/management system	12%	8	79%	7	0.0249	7
Overall maintenance of Town buildings & facilities	11%	9	85%	5	0.0166	8
Quality of police, fire, & EMS	39%	3	96%	1	0.0158	9
Quality of Town water & sewer services	13%	7	91%	3	0.0124	10
Quality of customer service from Town employees	6%	11	86%	4	0.0082	11

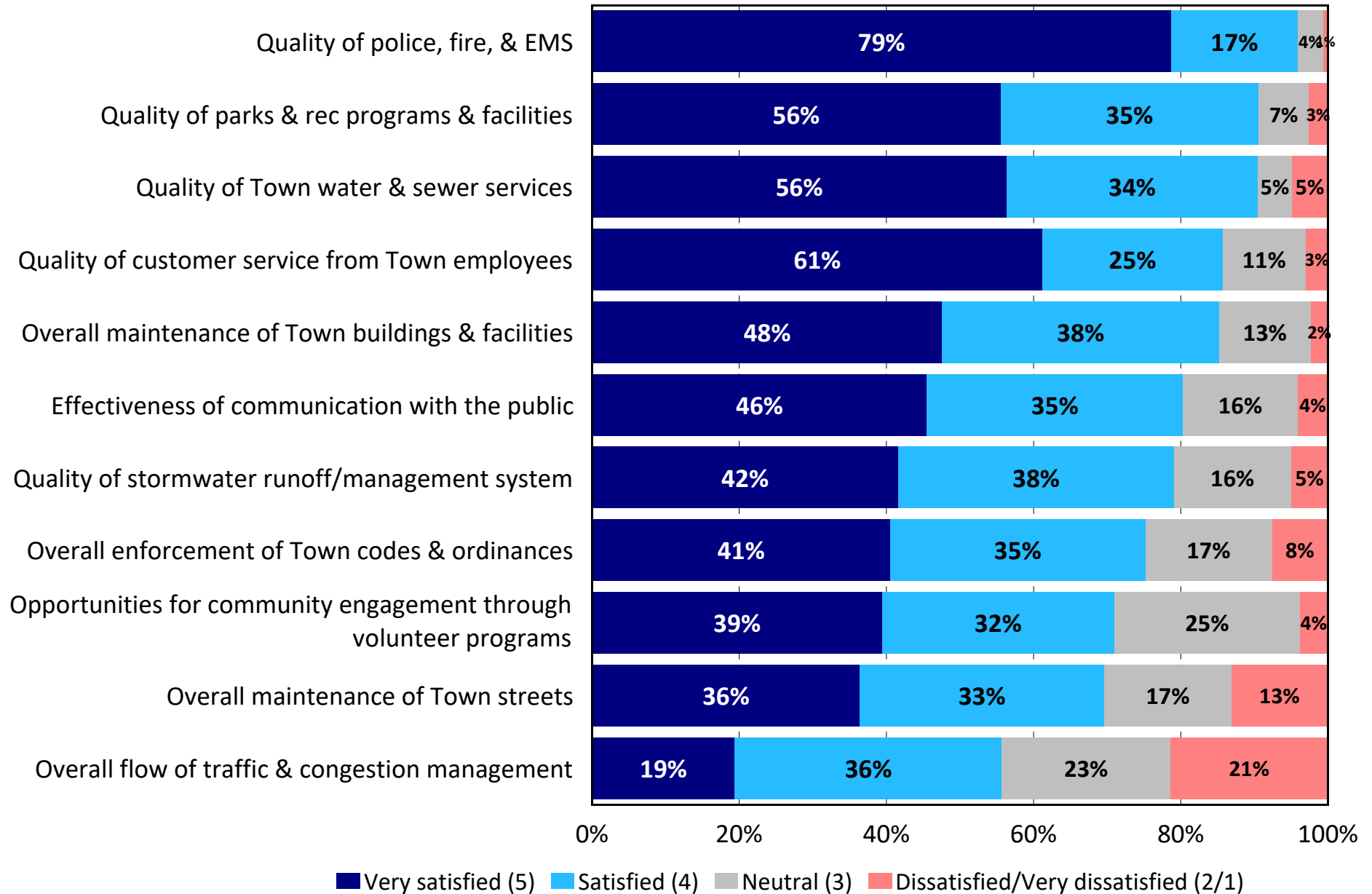


2

Charts and Graphs:

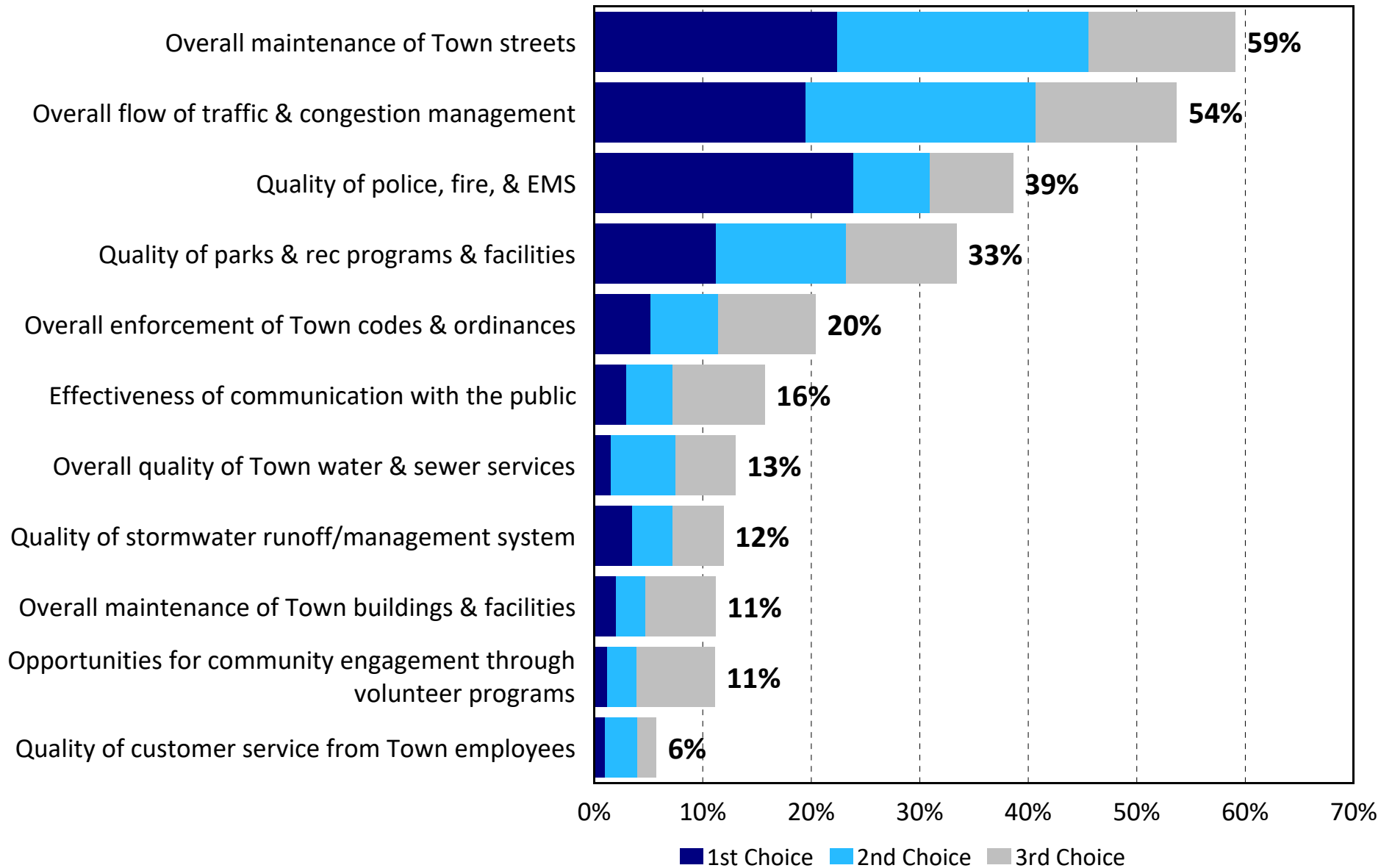
Q1. Level of Satisfaction with Major Categories of Town Services

by percentage of respondents (excluding “don’t know”)



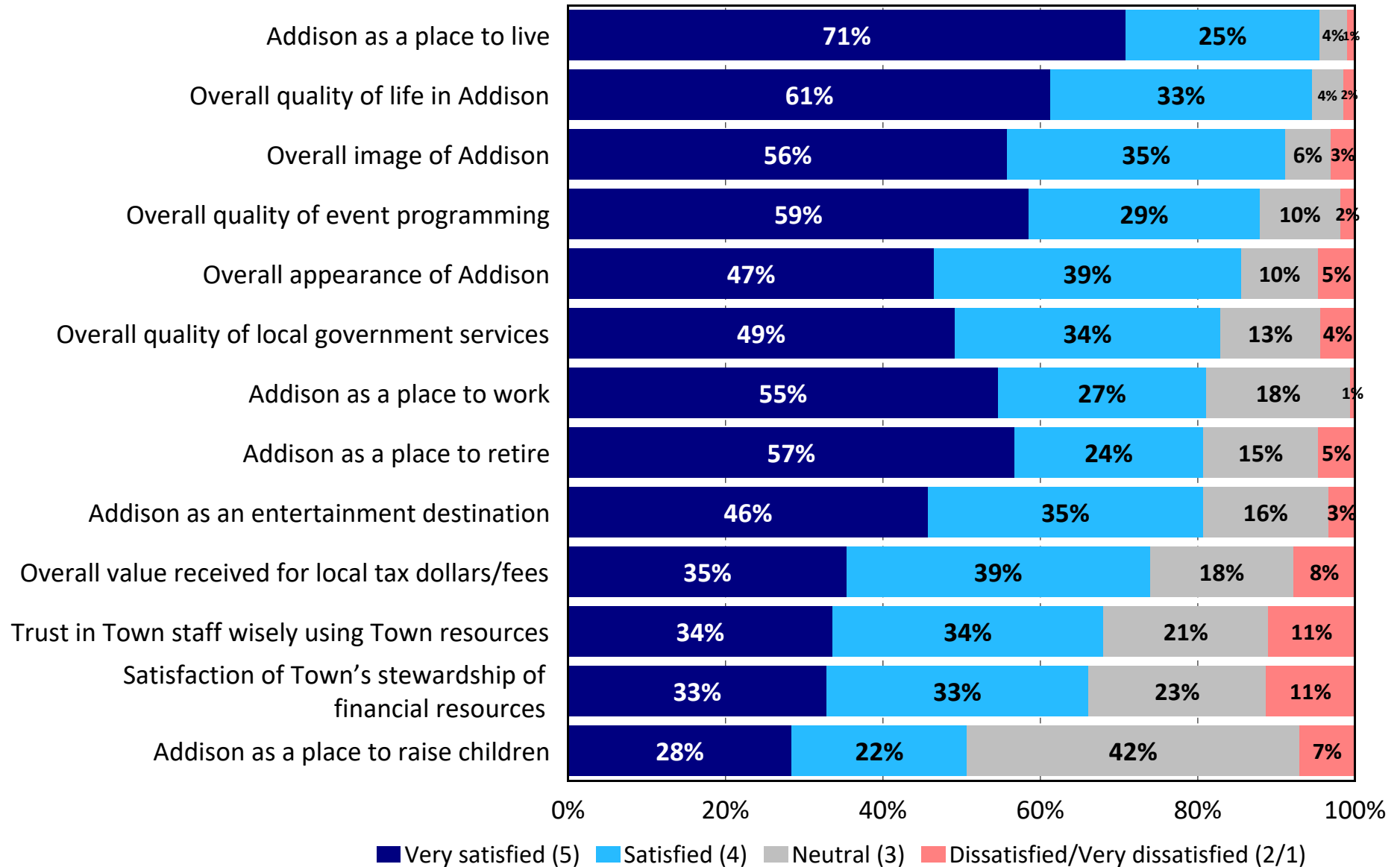
Q2. Town Services Respondents Think Should Receive the Most Emphasis From Town Leaders Over the Next 2 Years

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



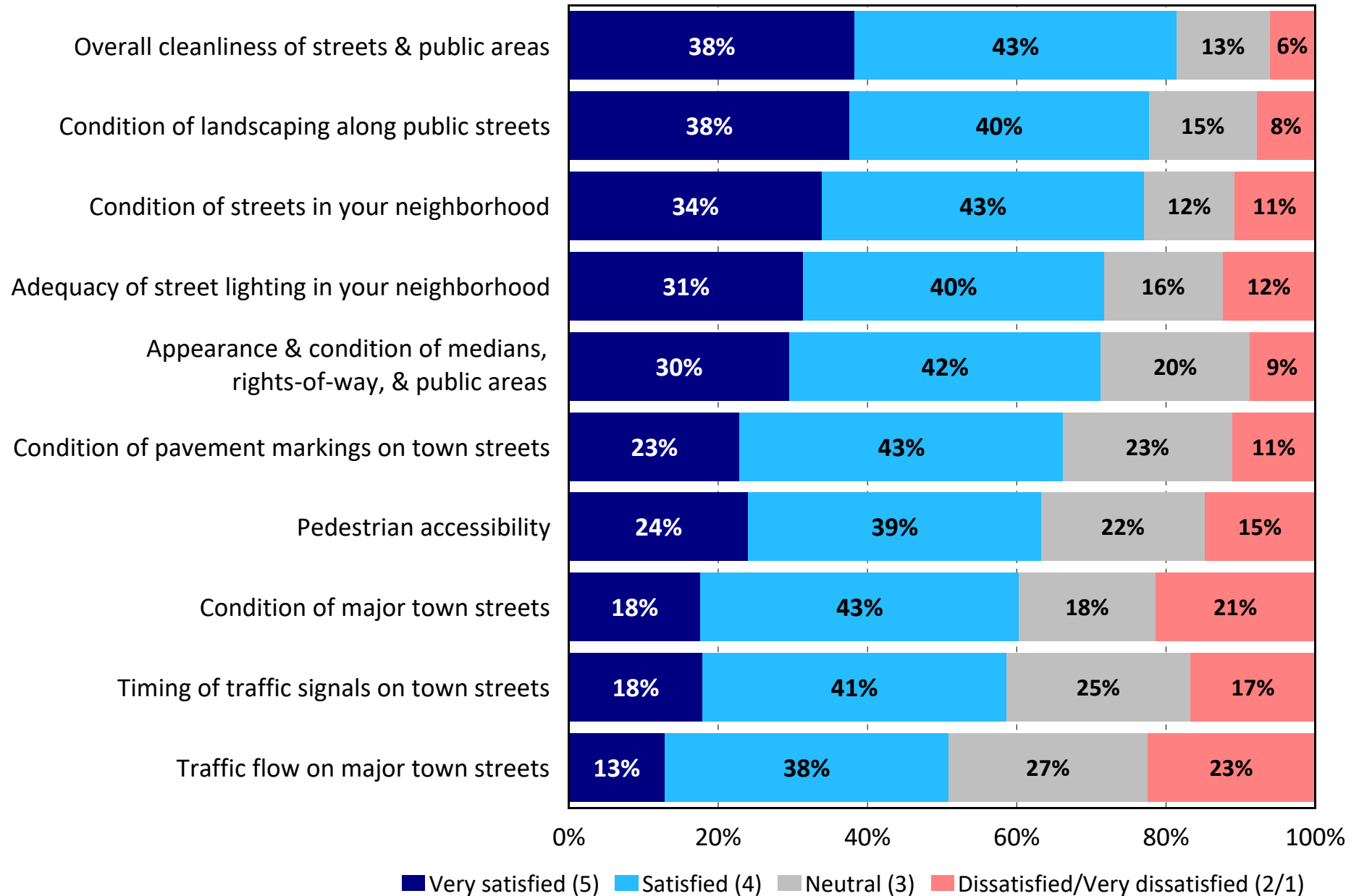
Q3. Level of Satisfaction with Various Items That May Influence Your Perception of Addison

by percentage of respondents (excluding “don’t know”)



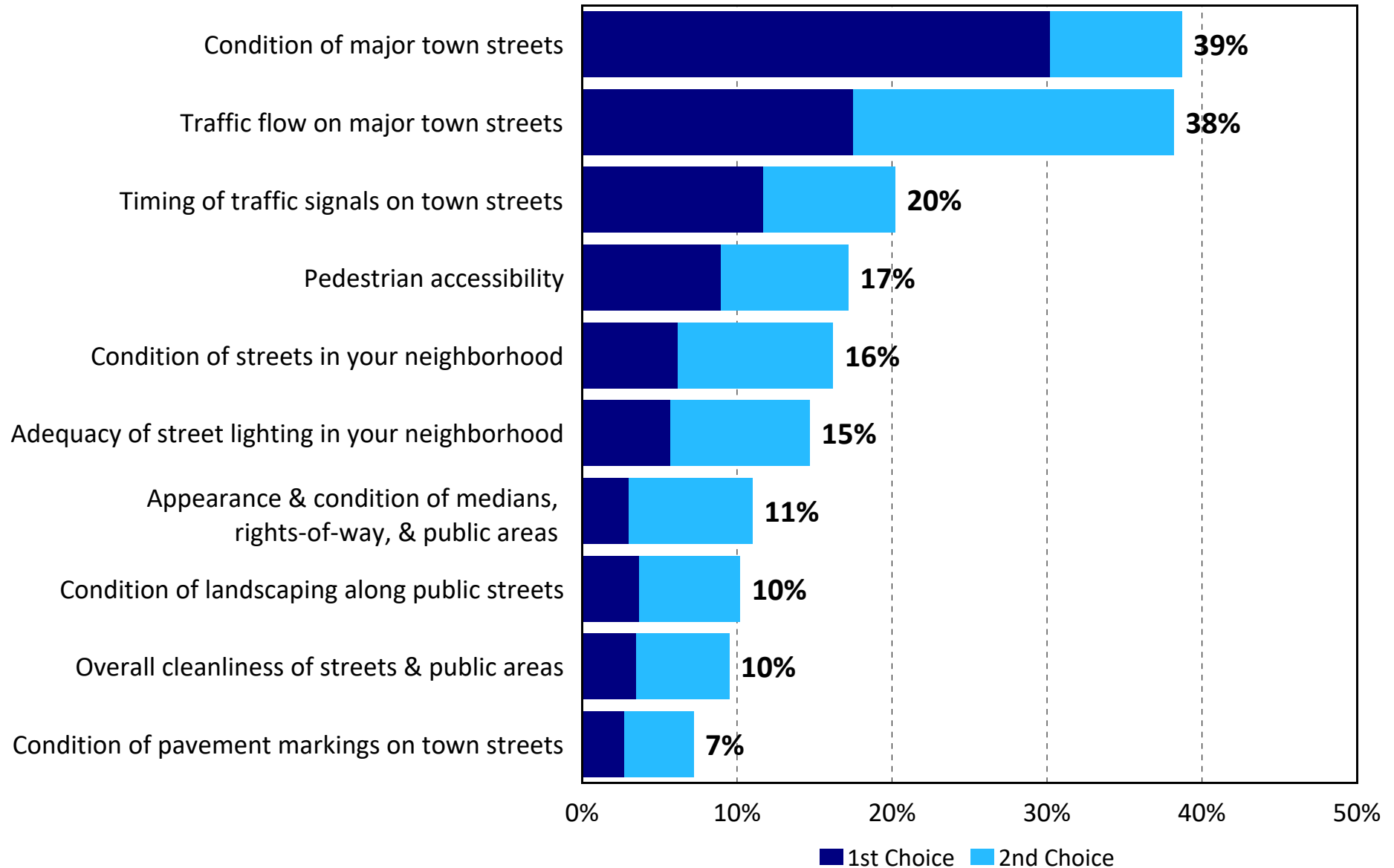
Q4. Level of Satisfaction with Infrastructure

by percentage of respondents (excluding “don’t know”)



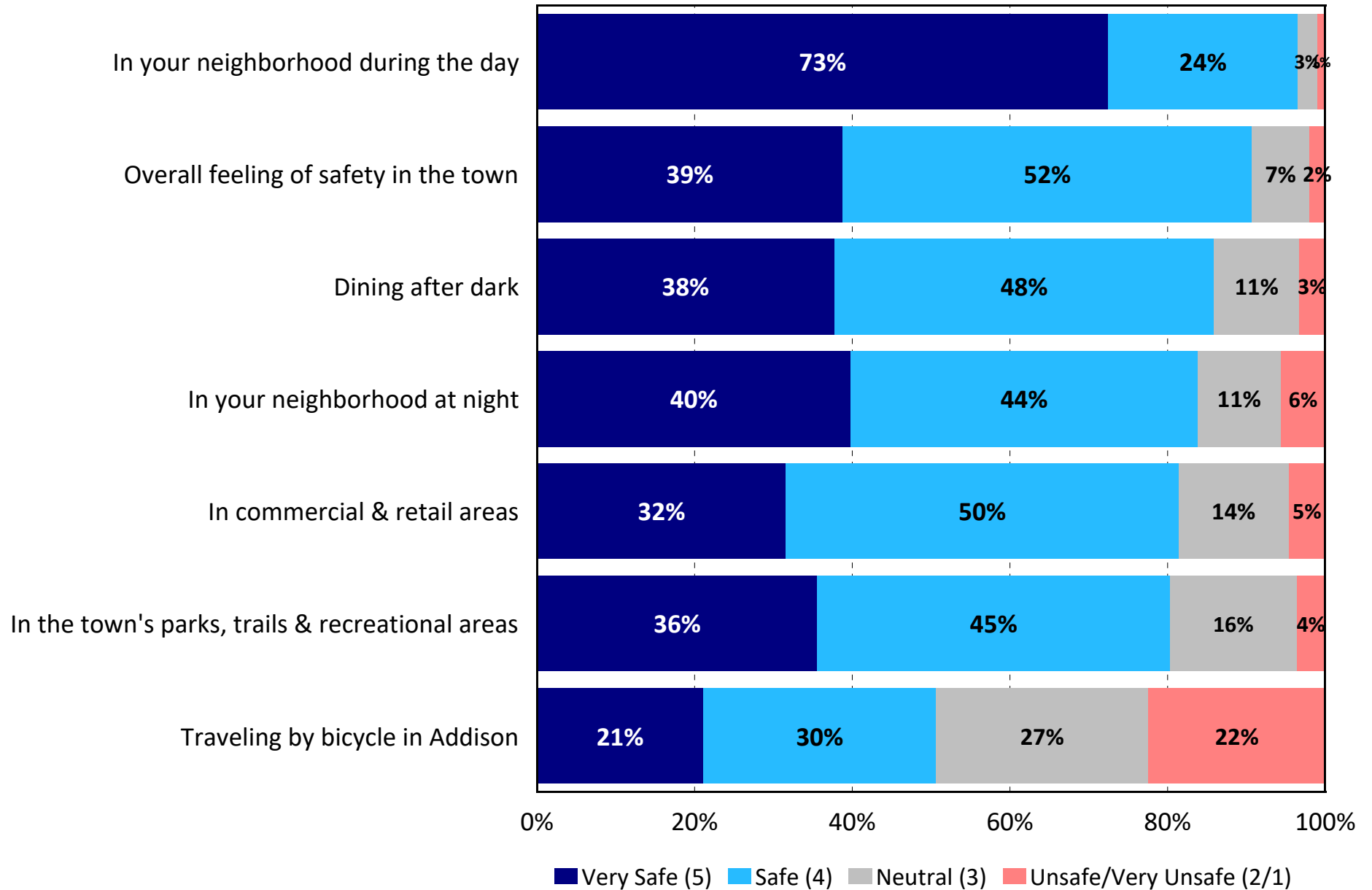
Q5. Infrastructure Items Respondents Think Should Receive the Most Emphasis From Town Leaders Over the Next 2 Years

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



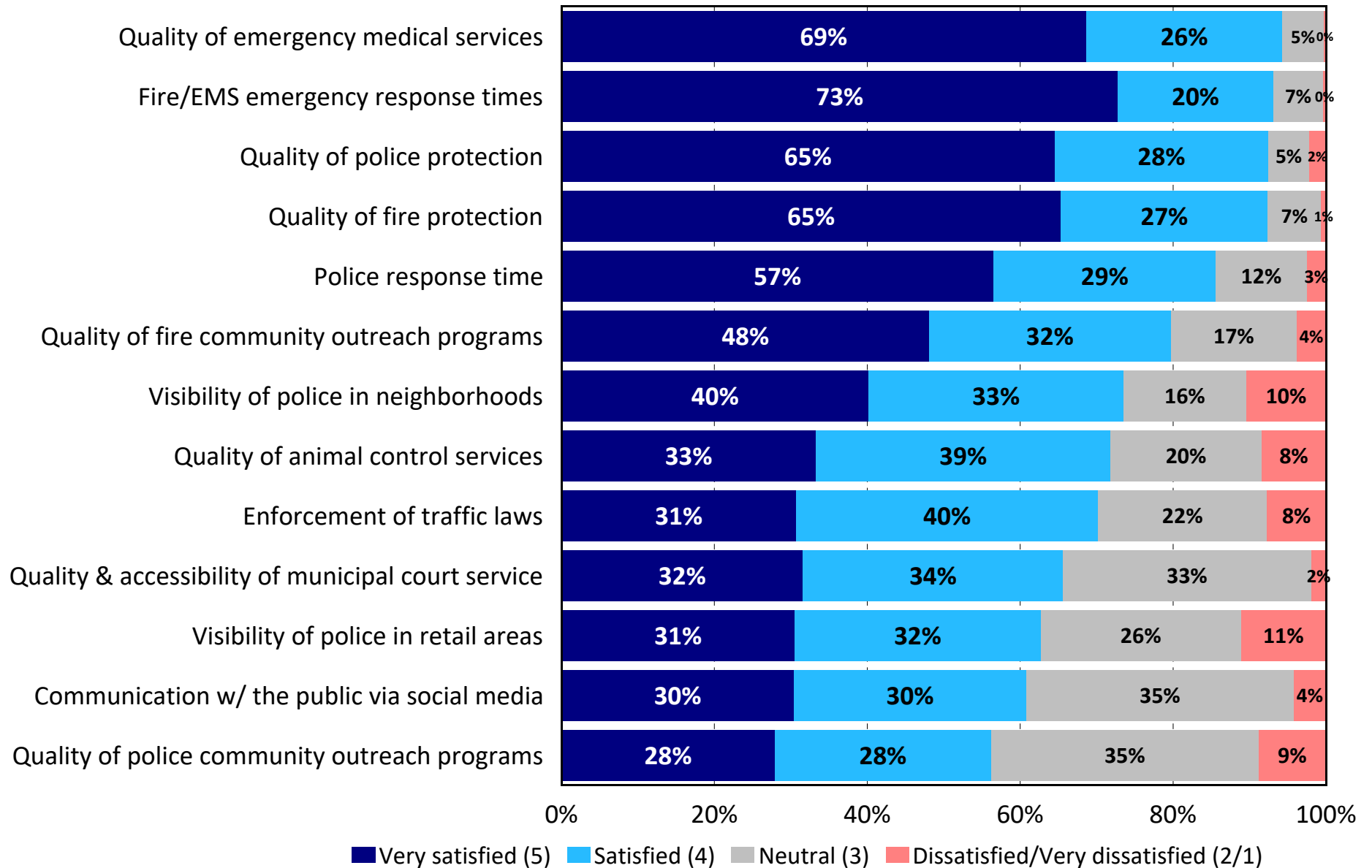
Q6. Feeling of Safety in Various Situations

by percentage of respondents (excluding “don’t know”)



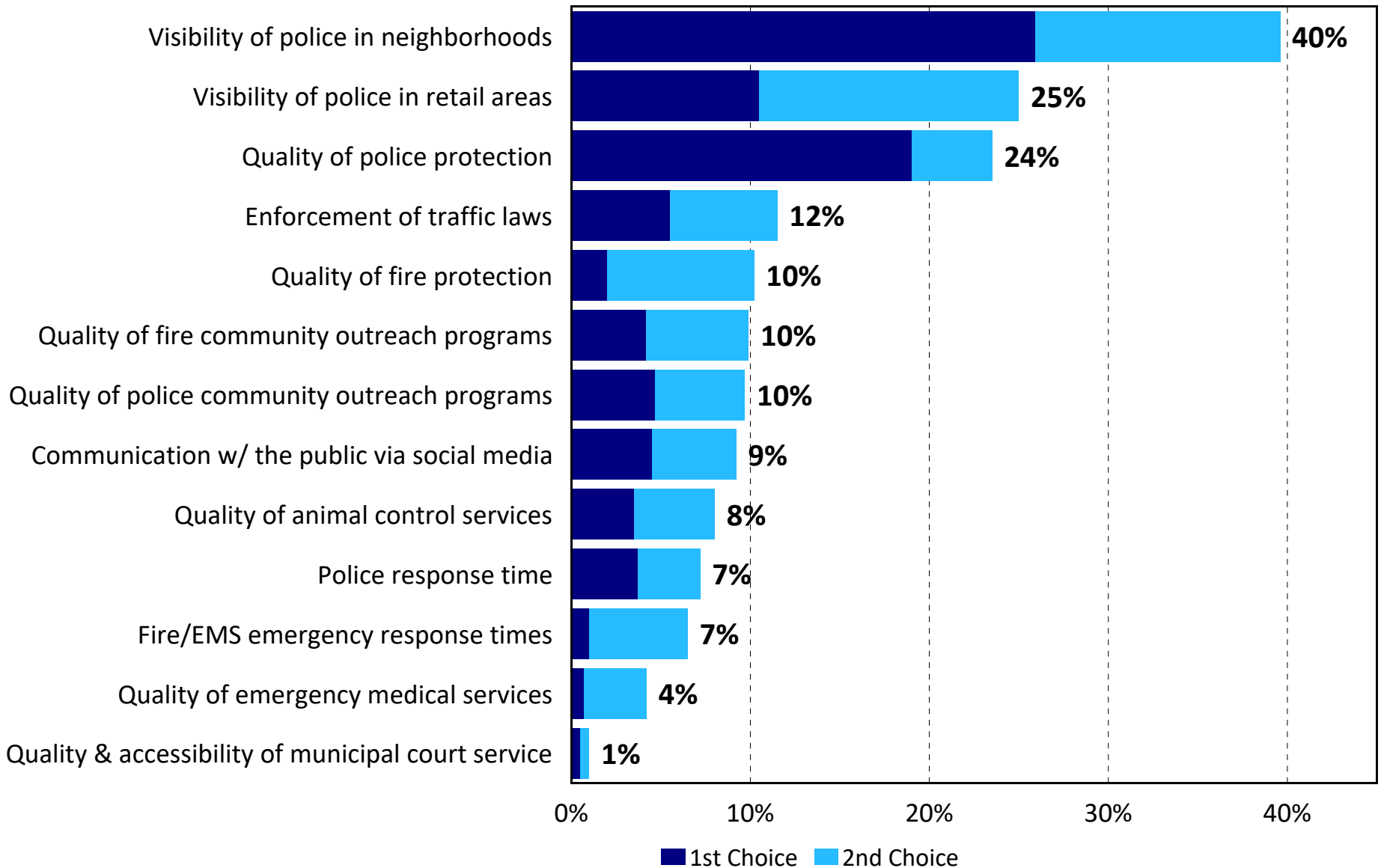
Q7. Level of Satisfaction with Police, Fire, and Emergency Services

by percentage of respondents (excluding “don’t know”)



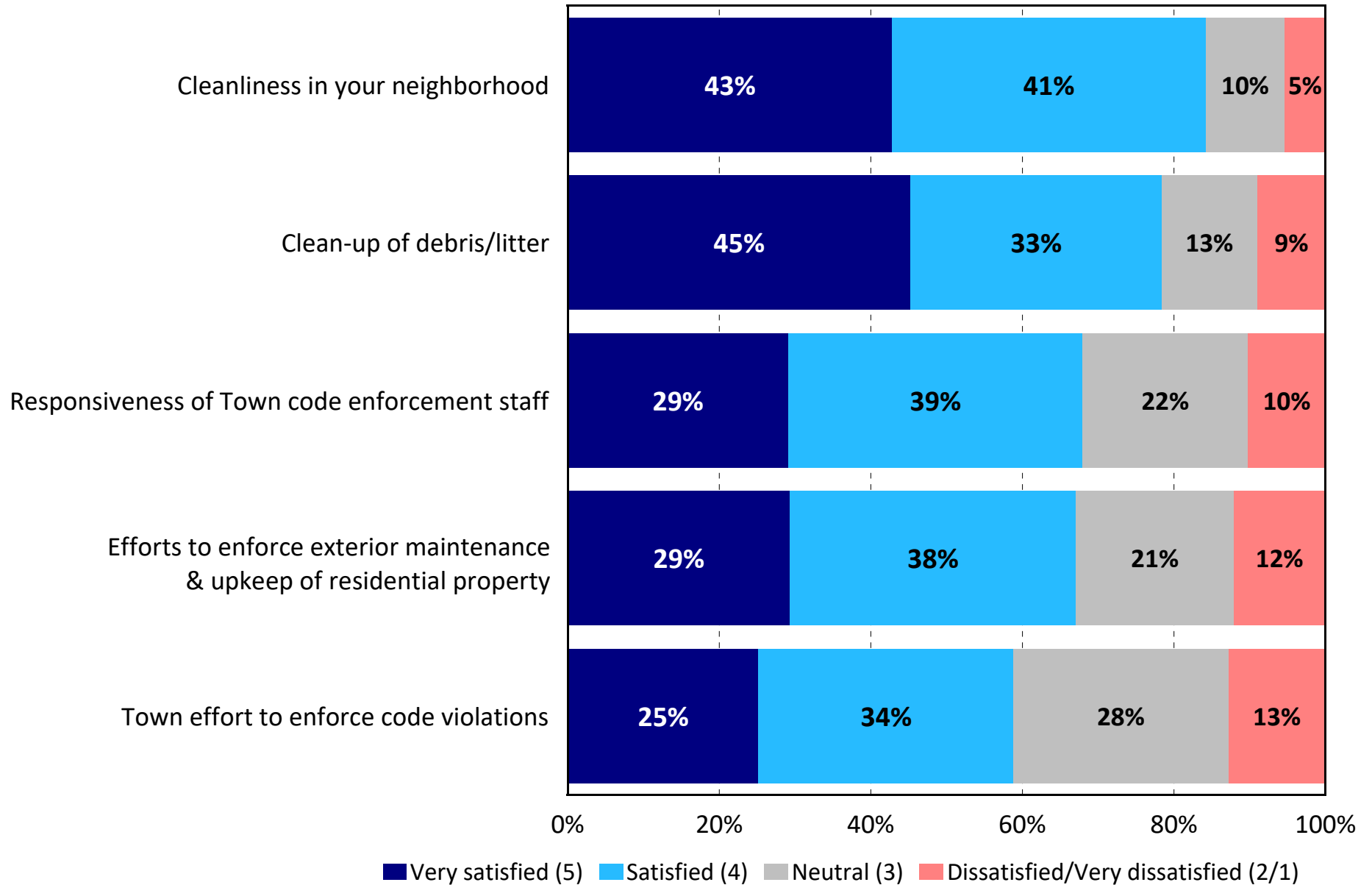
Q8. Public Safety Services Respondents Think Should Receive the Most Emphasis From Town Leaders Over the Next 2 Years

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



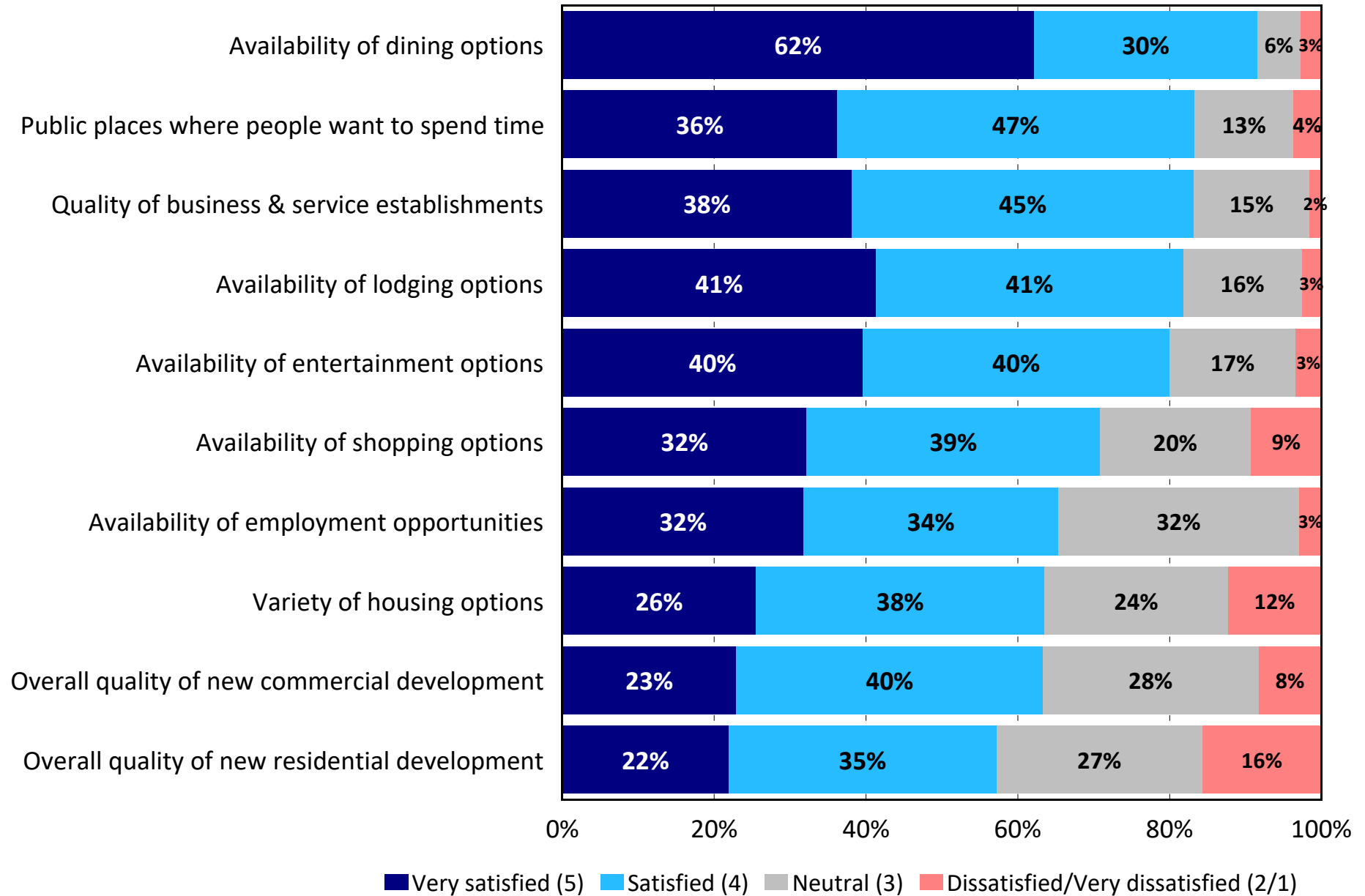
Q9. Level of Satisfaction with Code Enforcement

by percentage of respondents (excluding “don’t know”)



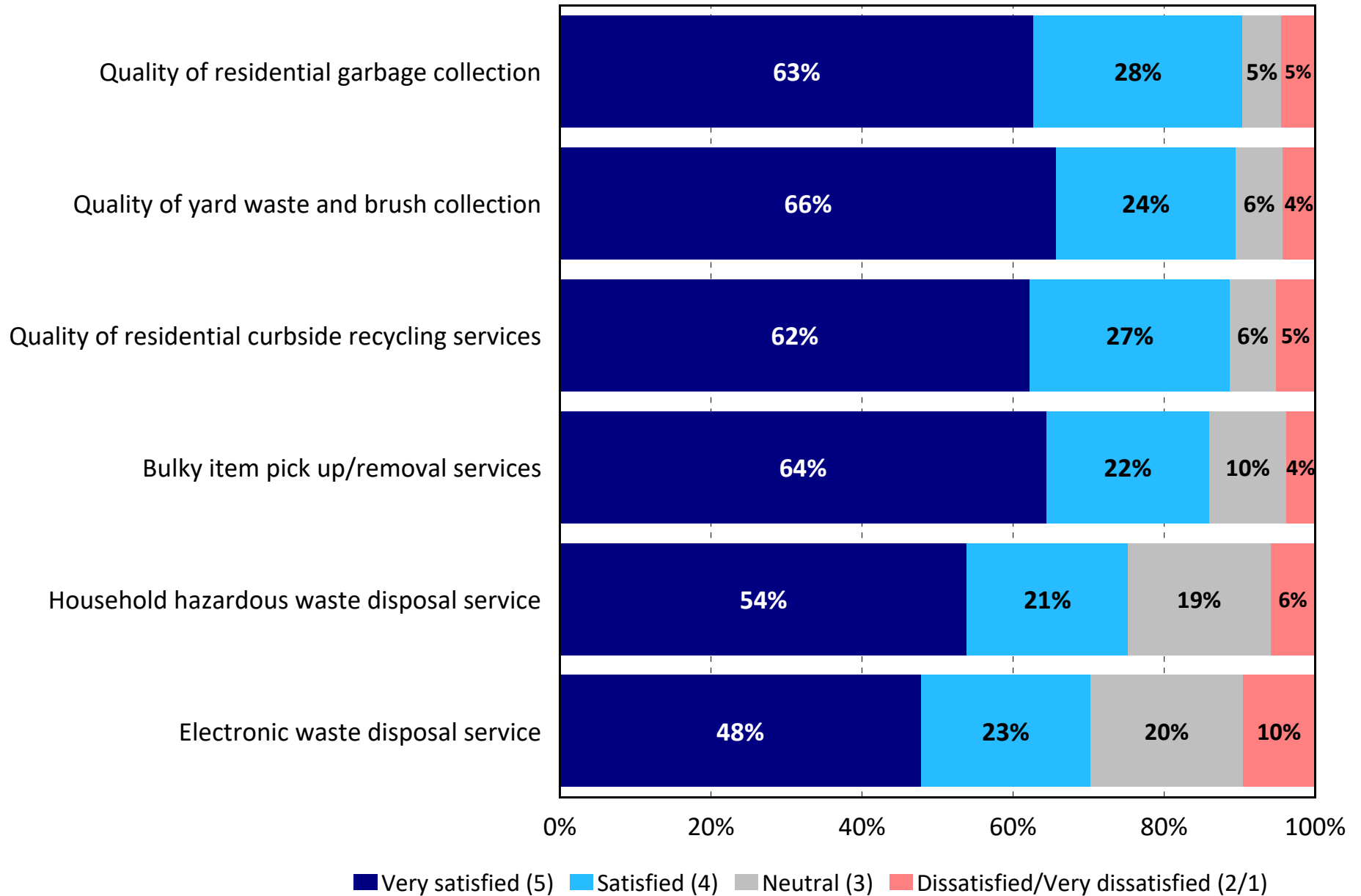
Q10. Level of Satisfaction with Economic Development

by percentage of respondents (excluding “don’t know”)



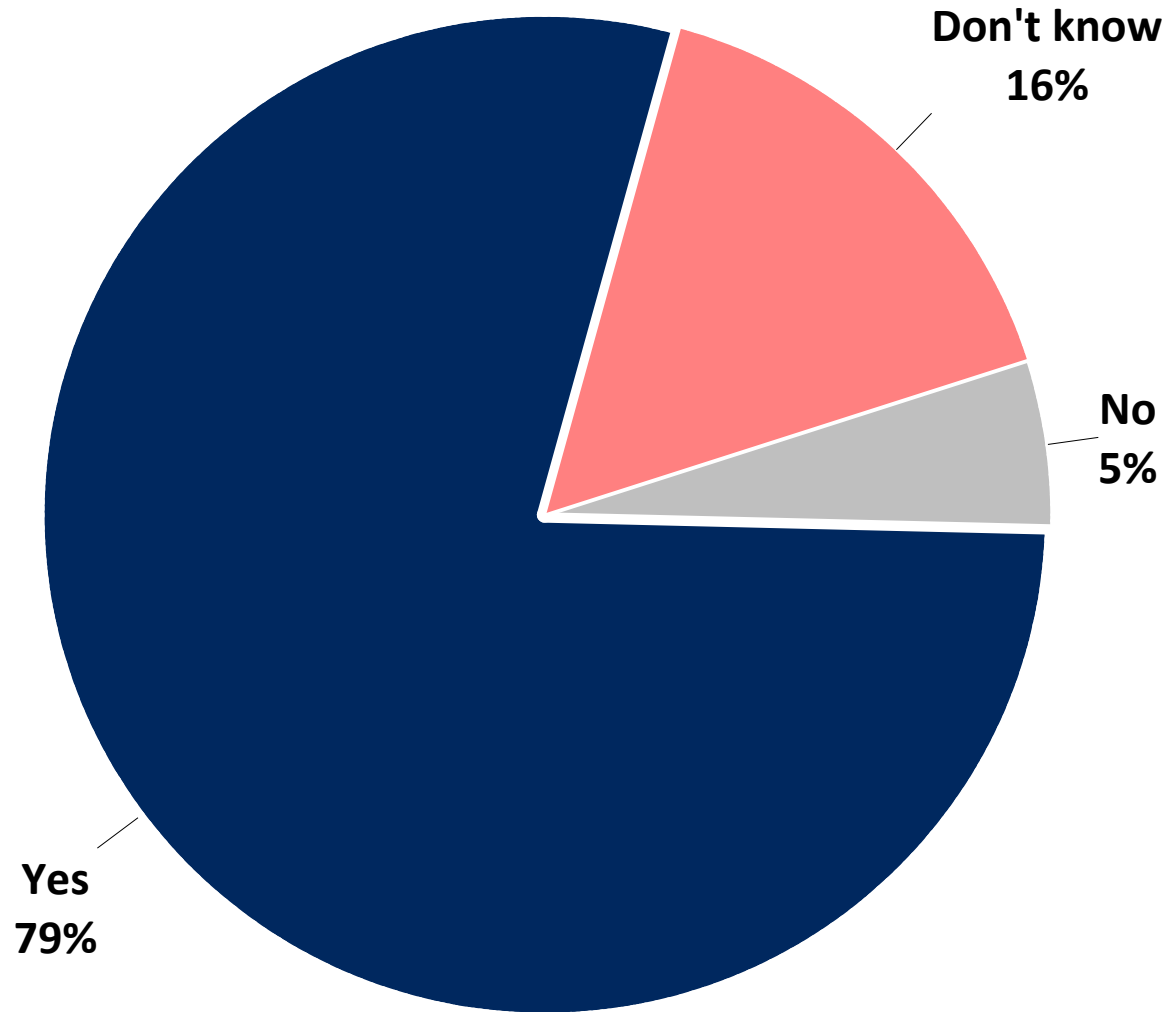
Q11. Level of Satisfaction with Solid Waste Services

by percentage of respondents (excluding “don’t know”)



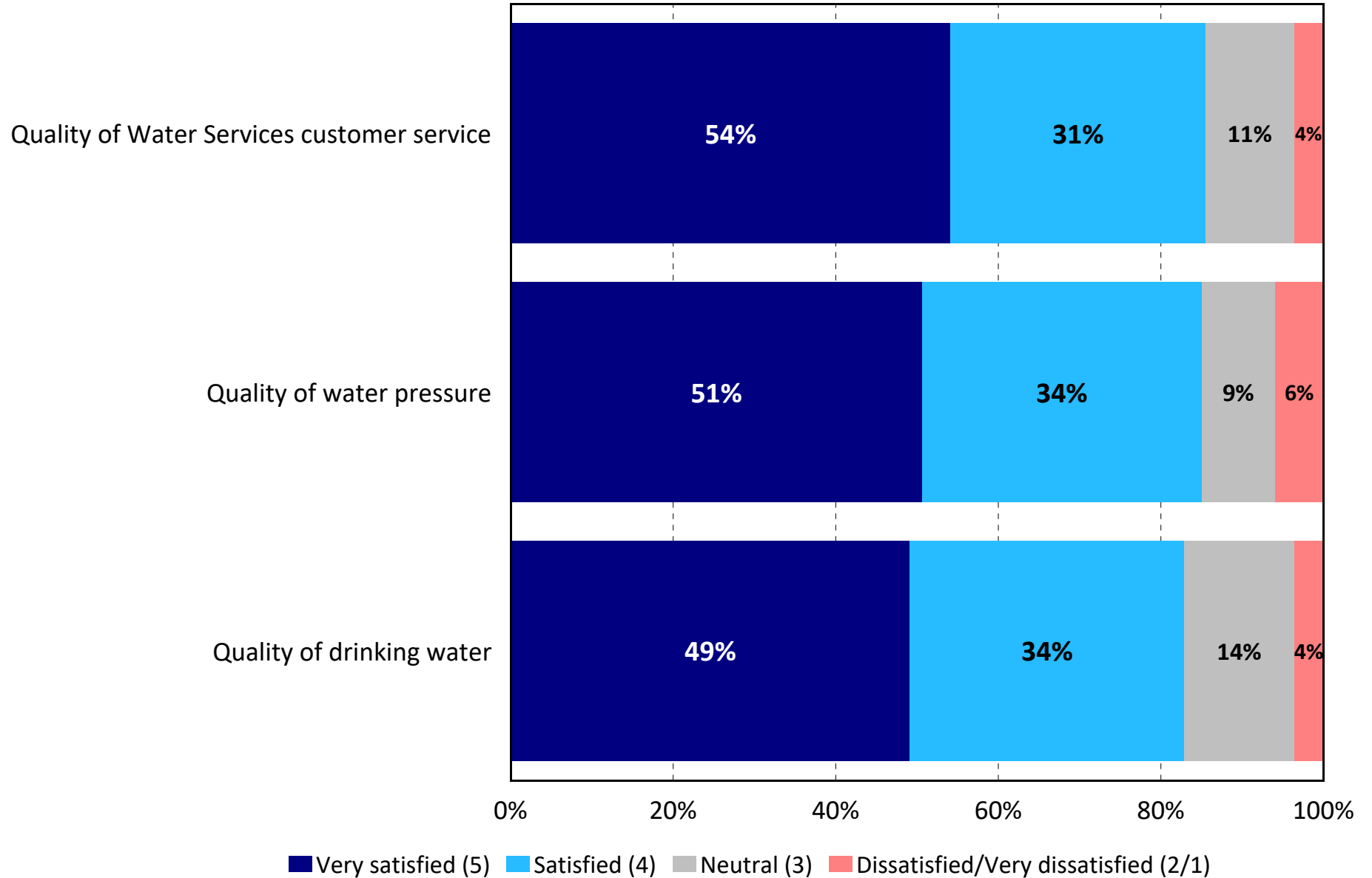
Q12. Is 48 hours an adequate amount of time to notify town staff for bulk pick-up?

by percentage of respondents



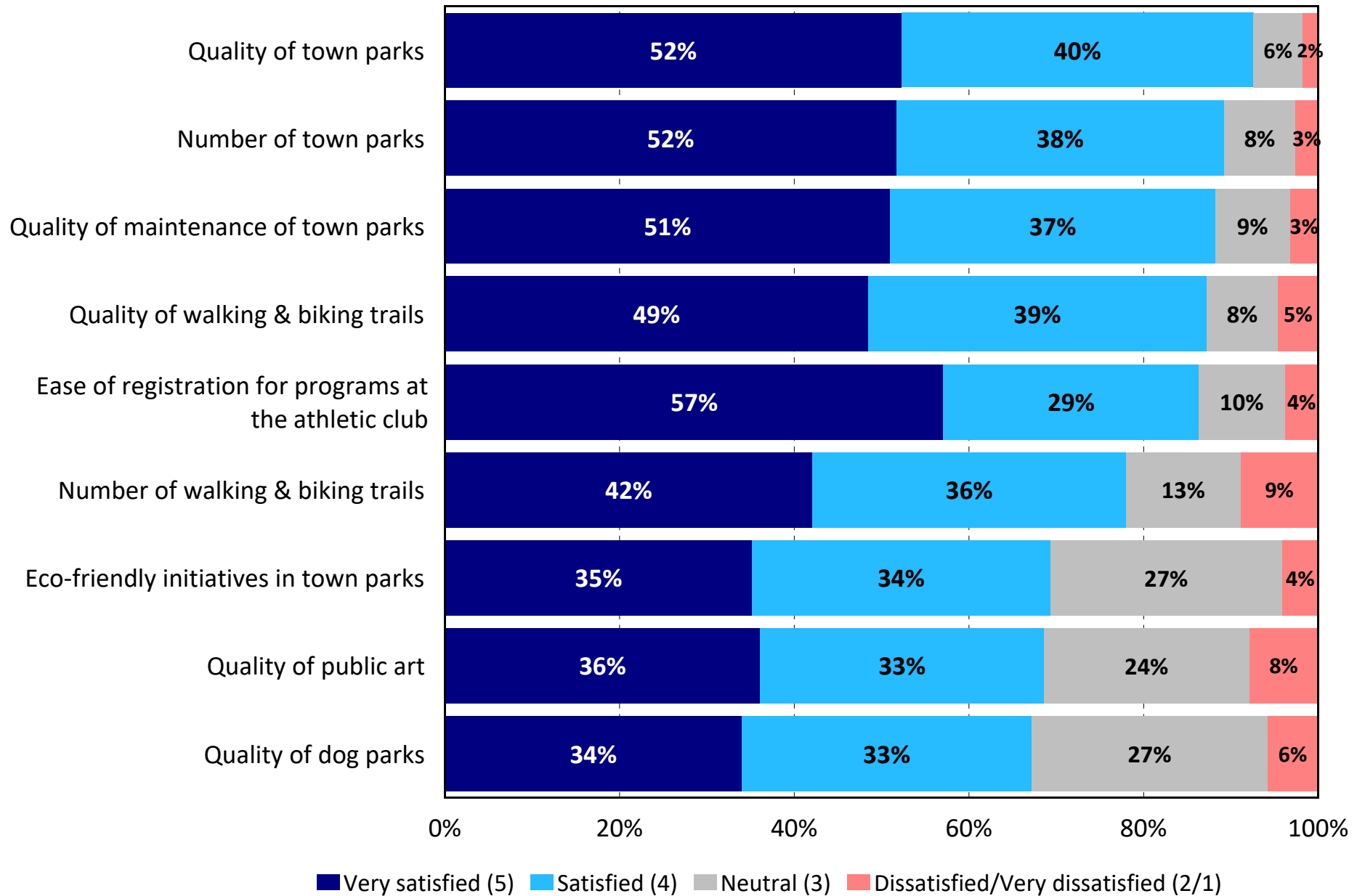
Q13. Level of Satisfaction with Water Services

by percentage of respondents (excluding “don’t know”)



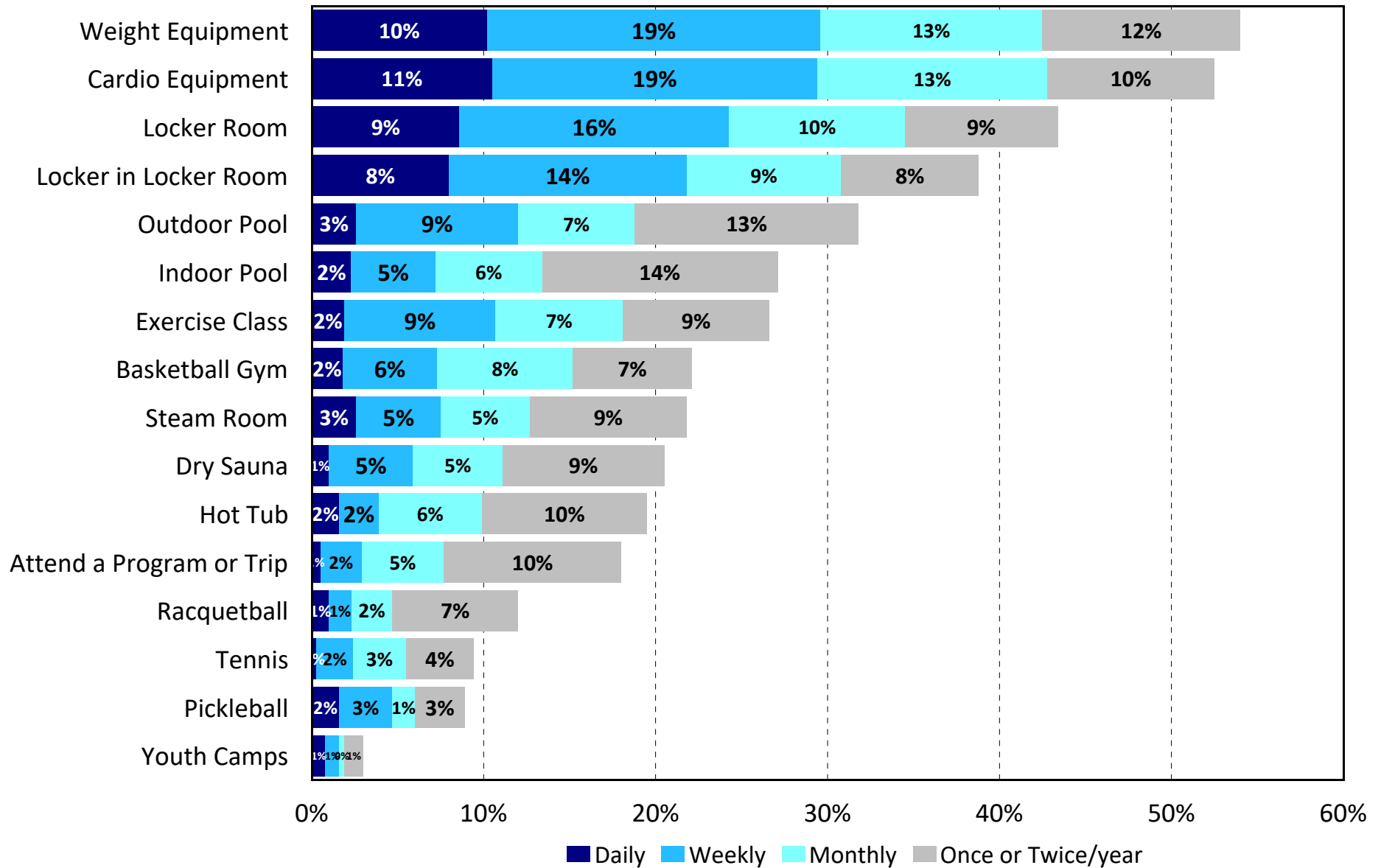
Q14. Level of Satisfaction with Parks and Recreation

by percentage of respondents (excluding “don’t know”)



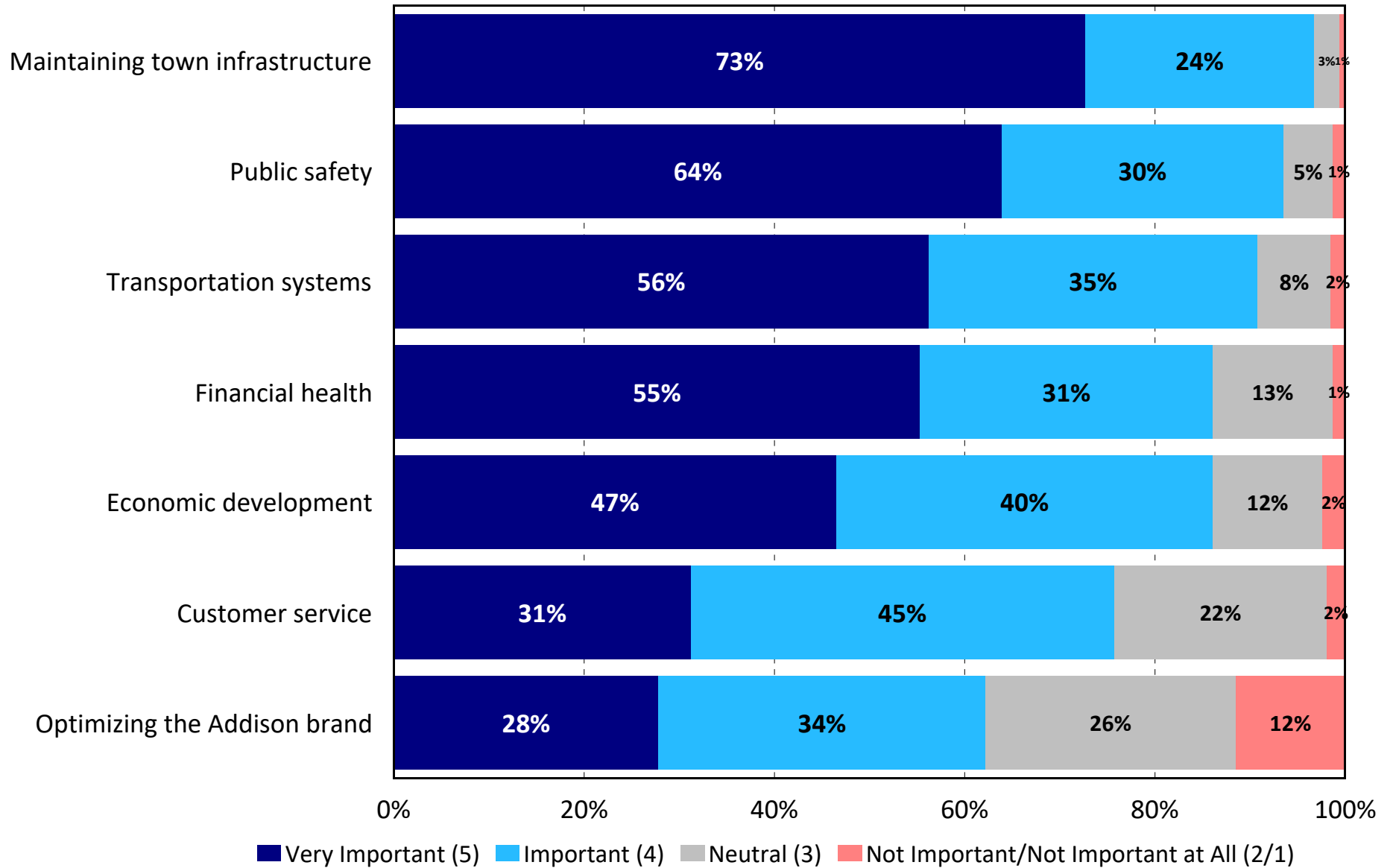
Q15. How Often Respondents Have Used Various Recreational Activities in the Past 12 Months

by percentage of respondents



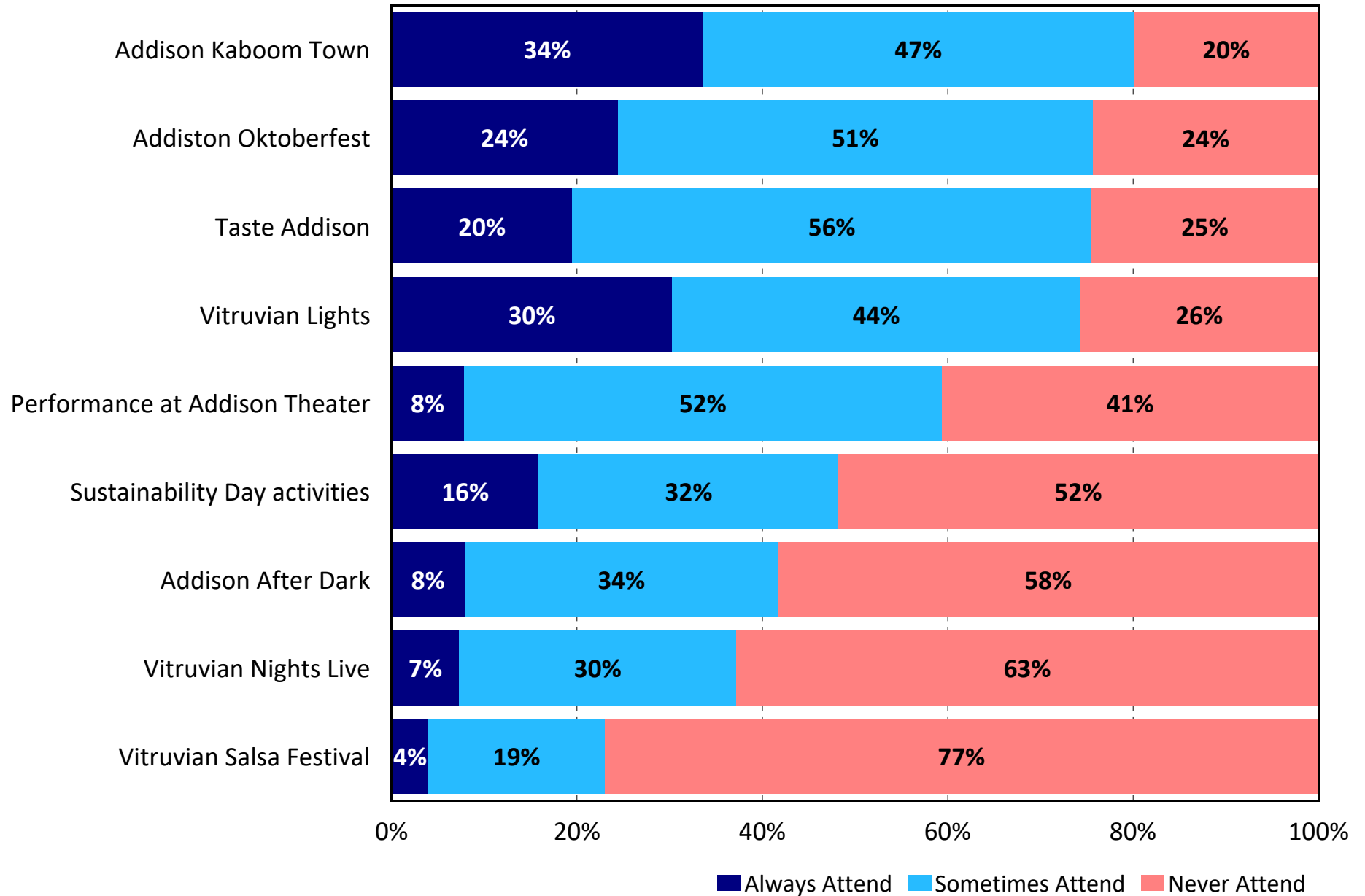
Q16. Importance of Focusing Funding for Tax Dollars in Various Areas

by percentage of respondents (excluding “don’t know”)



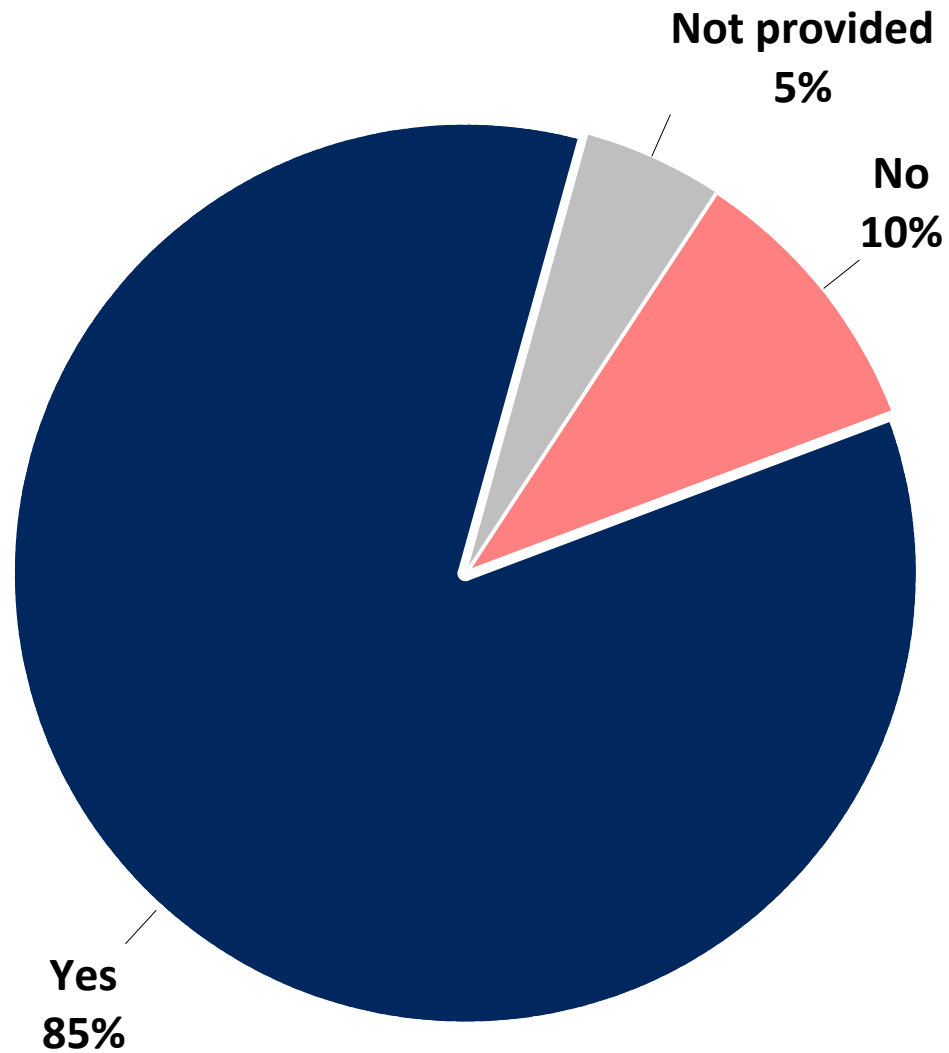
Q17. How Often Respondents Attend Various Events

by percentage of respondents



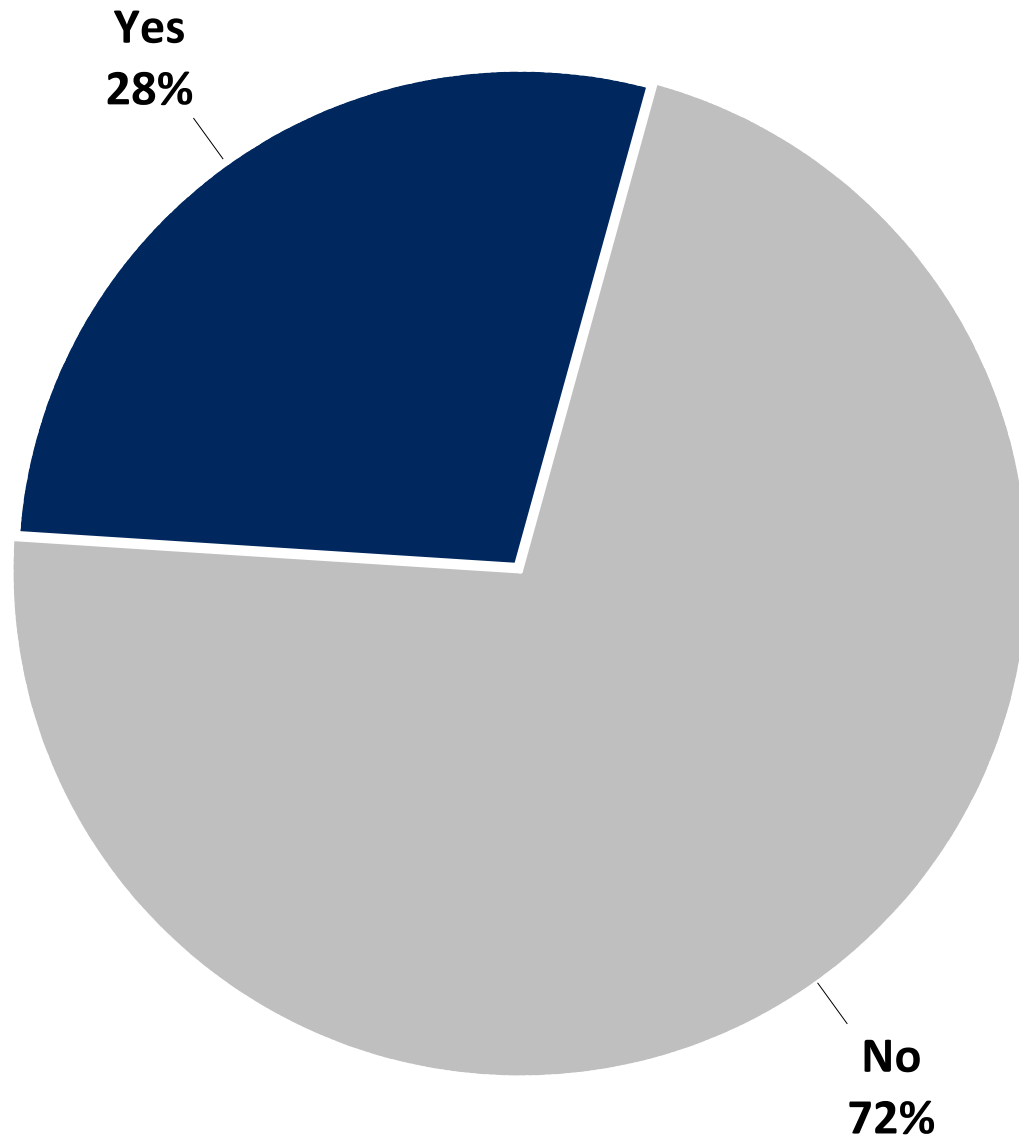
Q18. Do you support the Town's hosting a Community Garage Sale?

by percentage of respondents



Q19. Have you participated in the Community Garage Sale?

by percentage of respondents



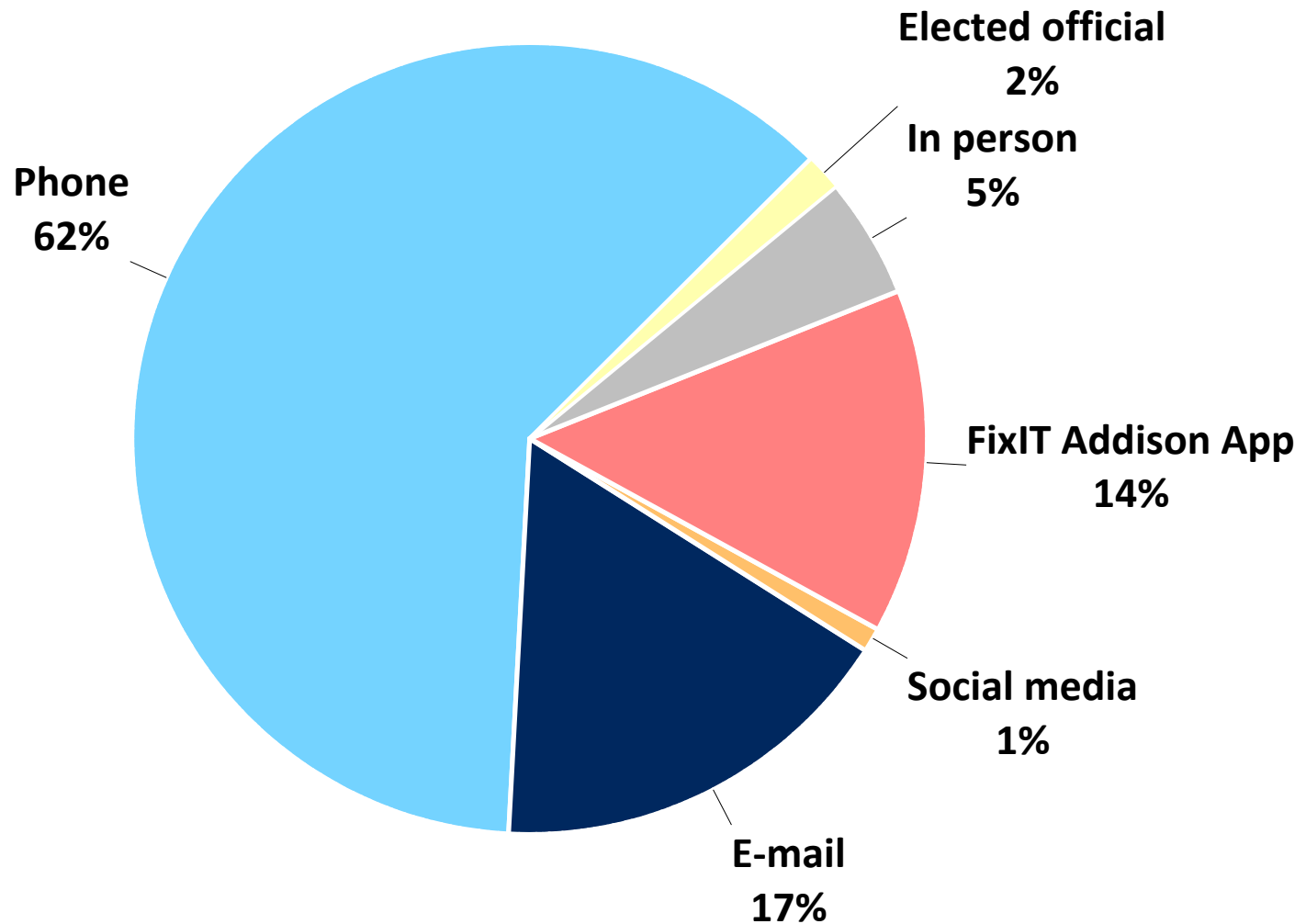
Q20. Have you called or visited the town with a question, problem, or complaint during the past year?

by percentage of respondents



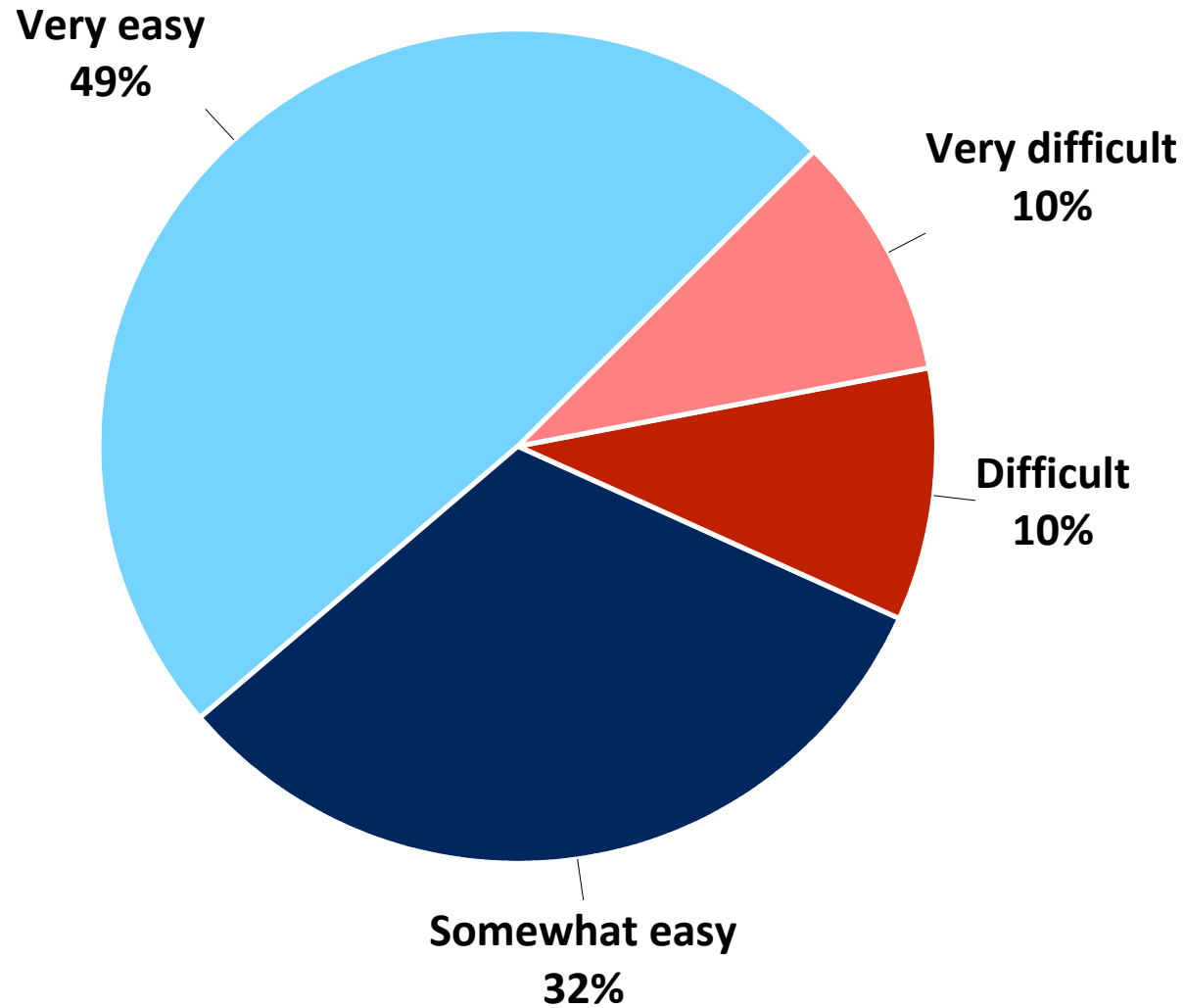
Q20a. How did you contact the town?

by percentage of households that have called or visited the town during the past year



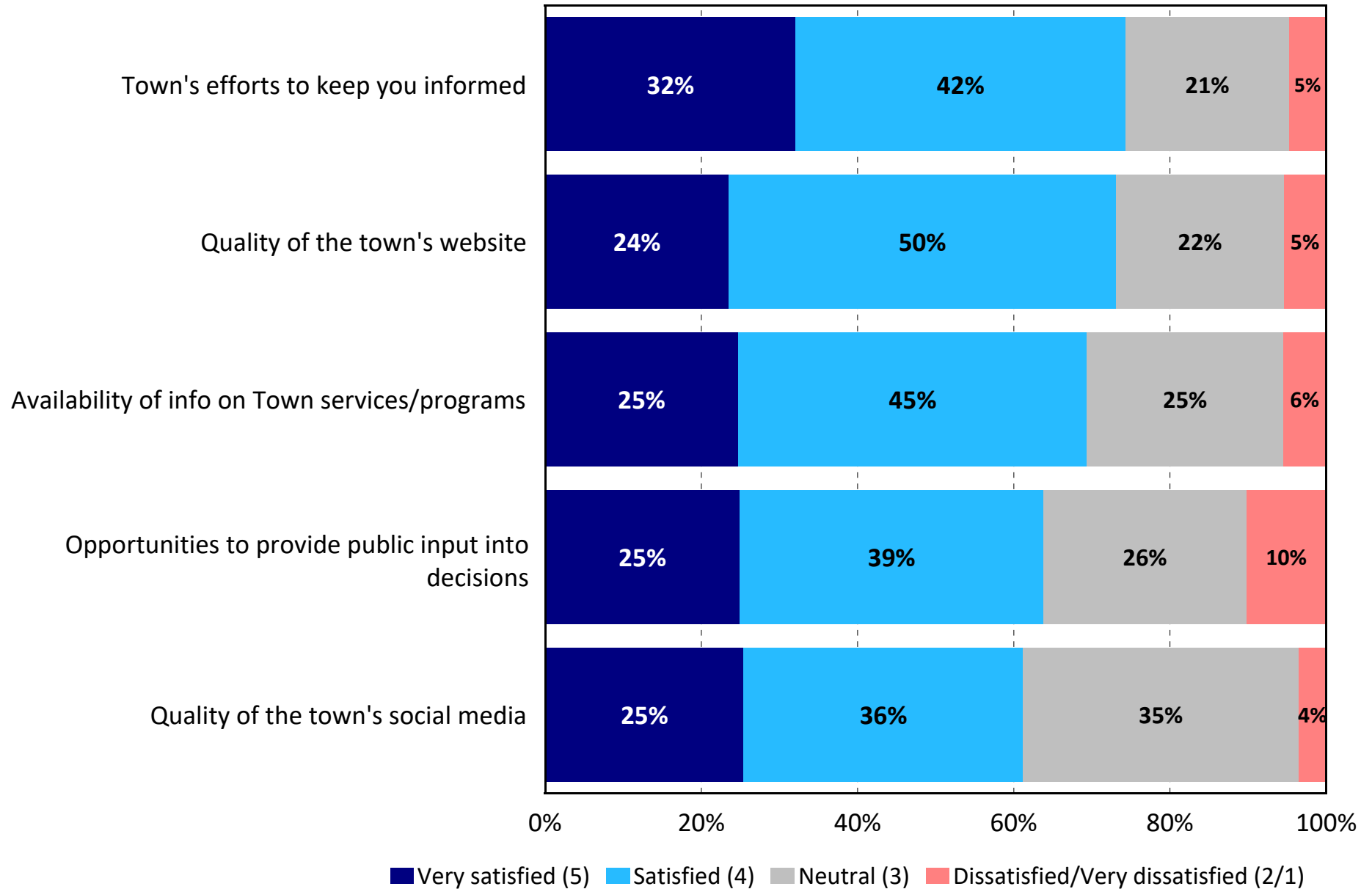
Q20b. How easy or difficult was it to address your issue?

by percentage of households that have called or visited the town during the past year



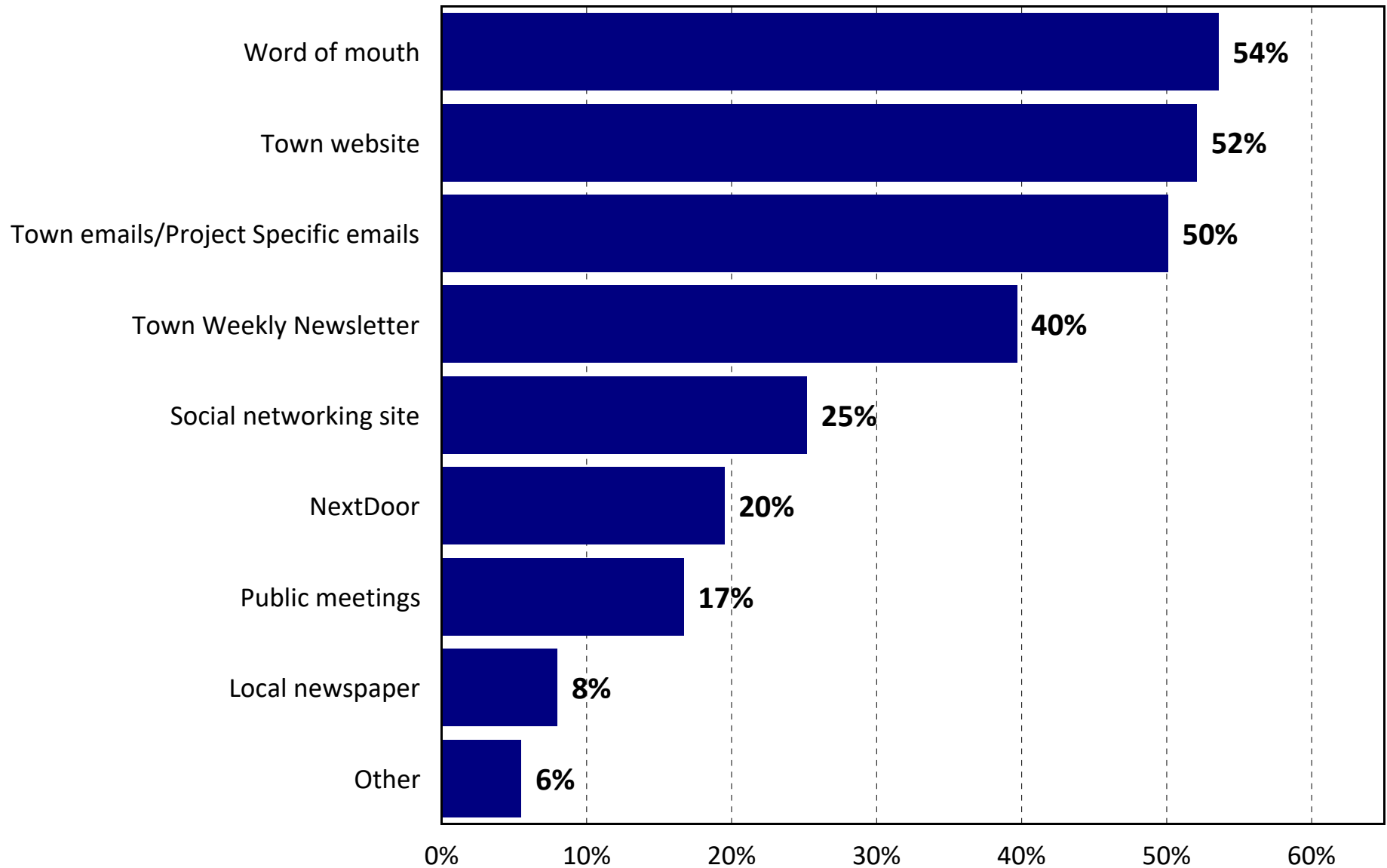
Q21. Level of Satisfaction with Town Communication

by percentage of respondents (excluding "don't know")



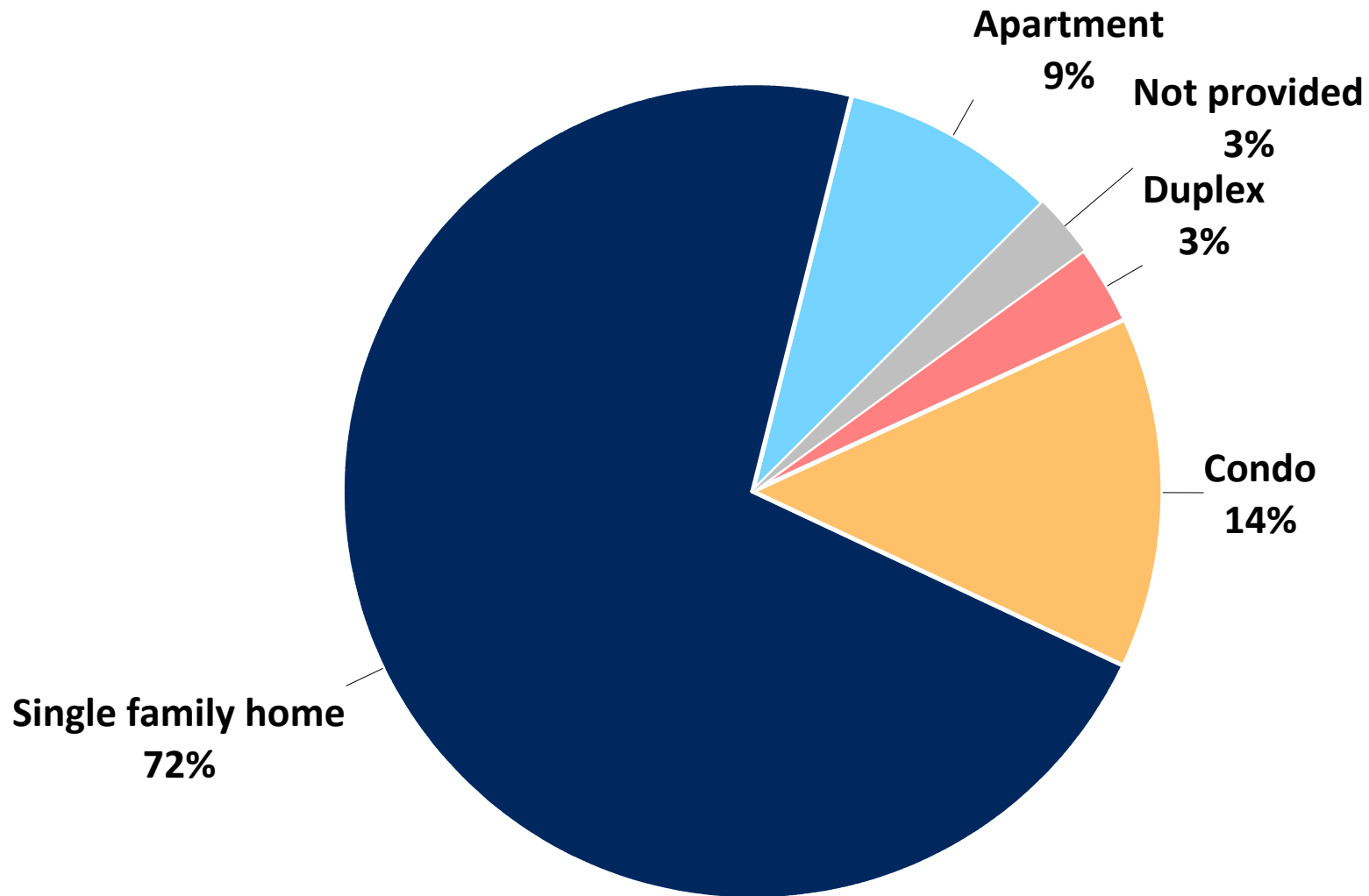
Q22. Primary Sources of Information About Town Issues, Services, and Events

by percentage of respondents (multiple selections could be made)



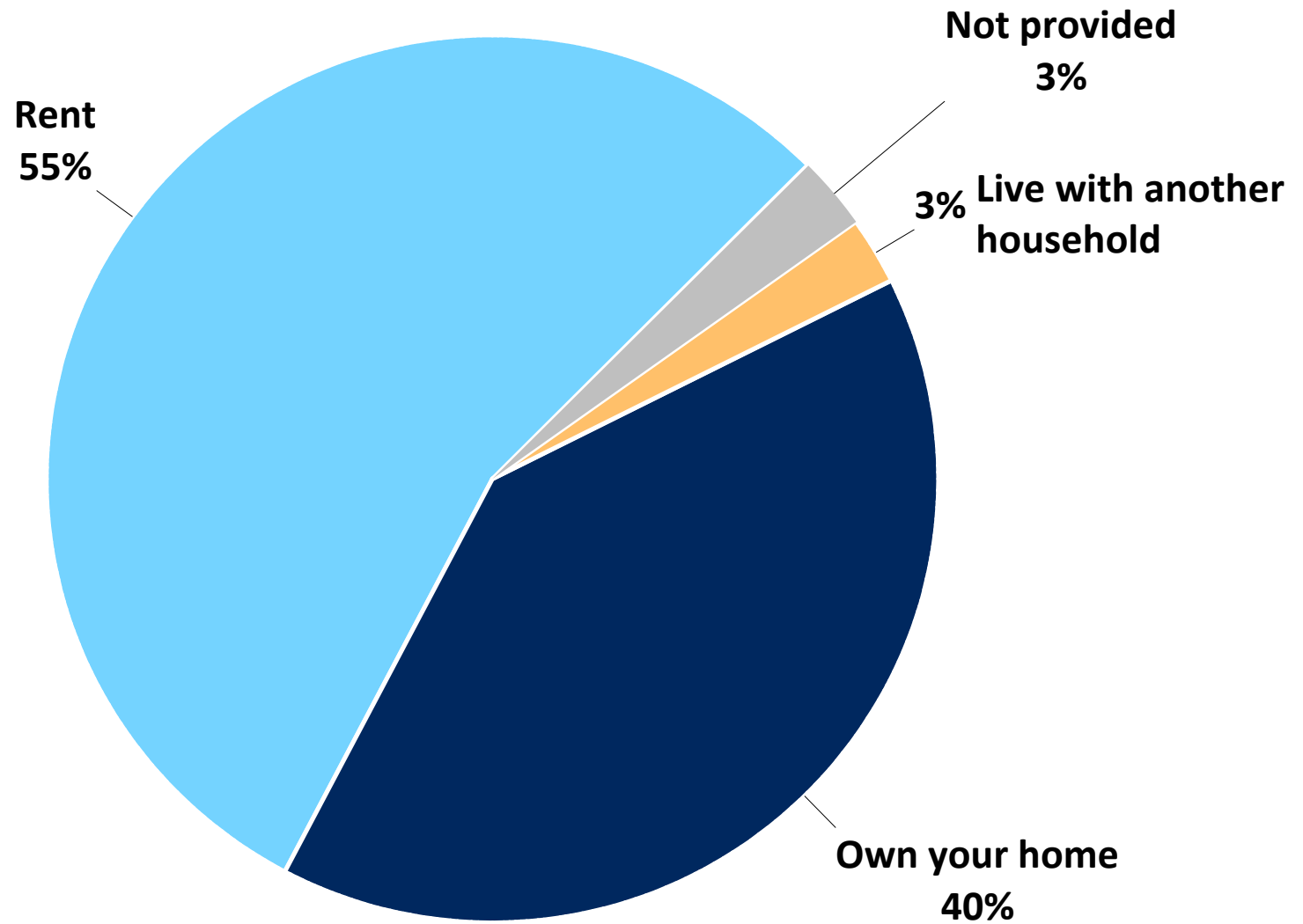
Q23. Which of the following best describes where you reside?

by percentage of households



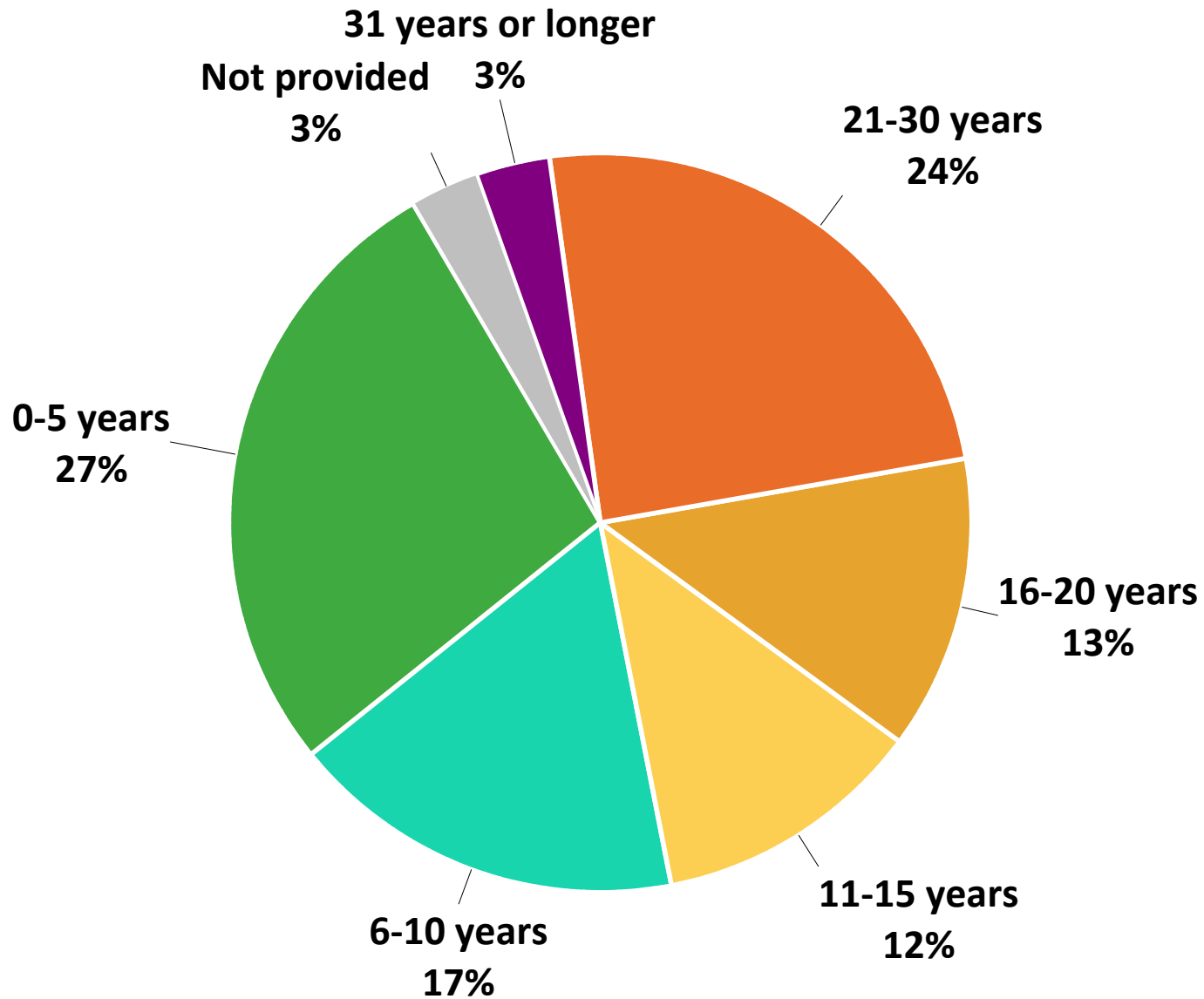
Q24. Which of the following best describes your housing situation?

by percentage of households



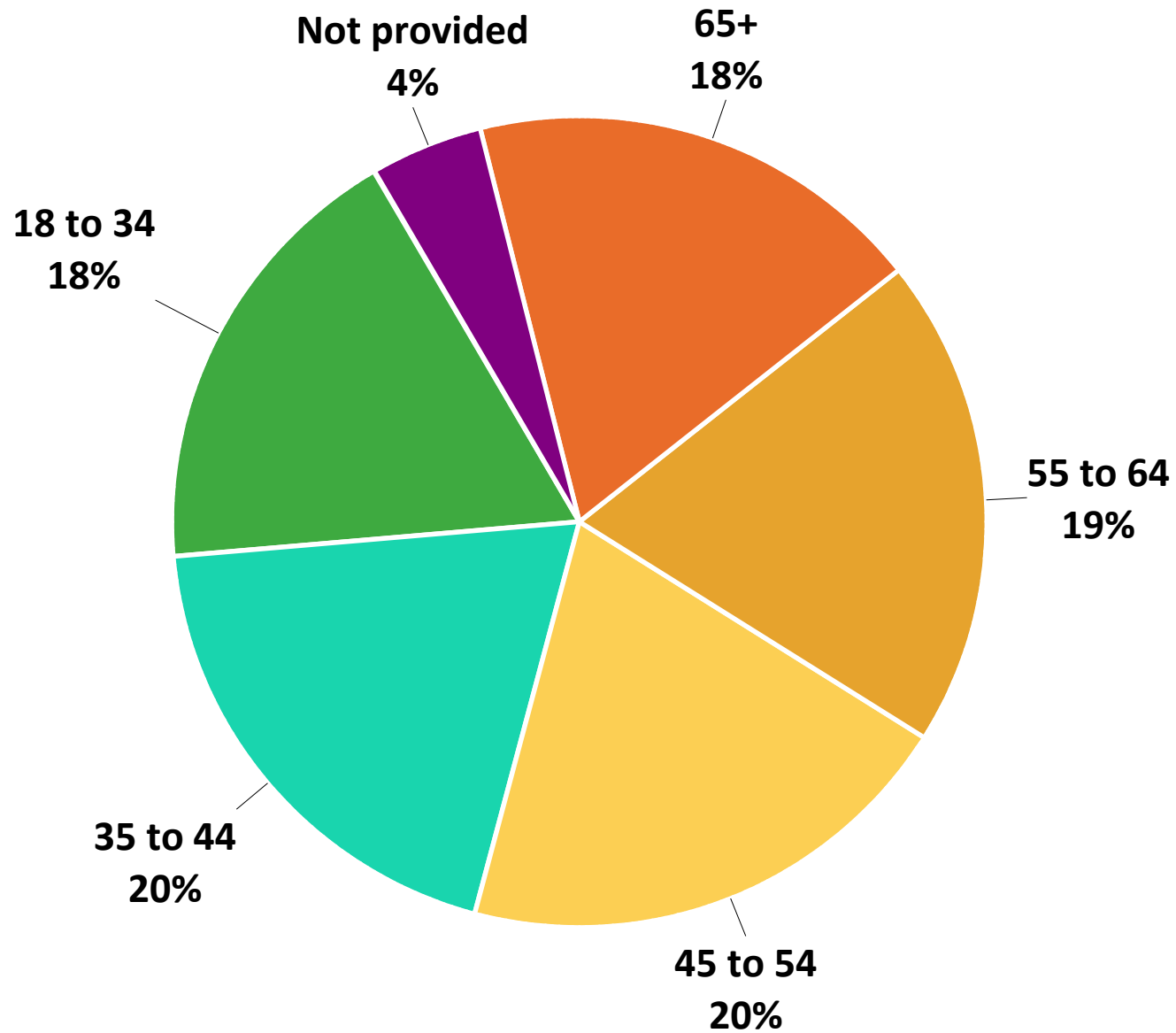
Demographics: Q25. How many years have you lived in Addison?

by percentage of respondents



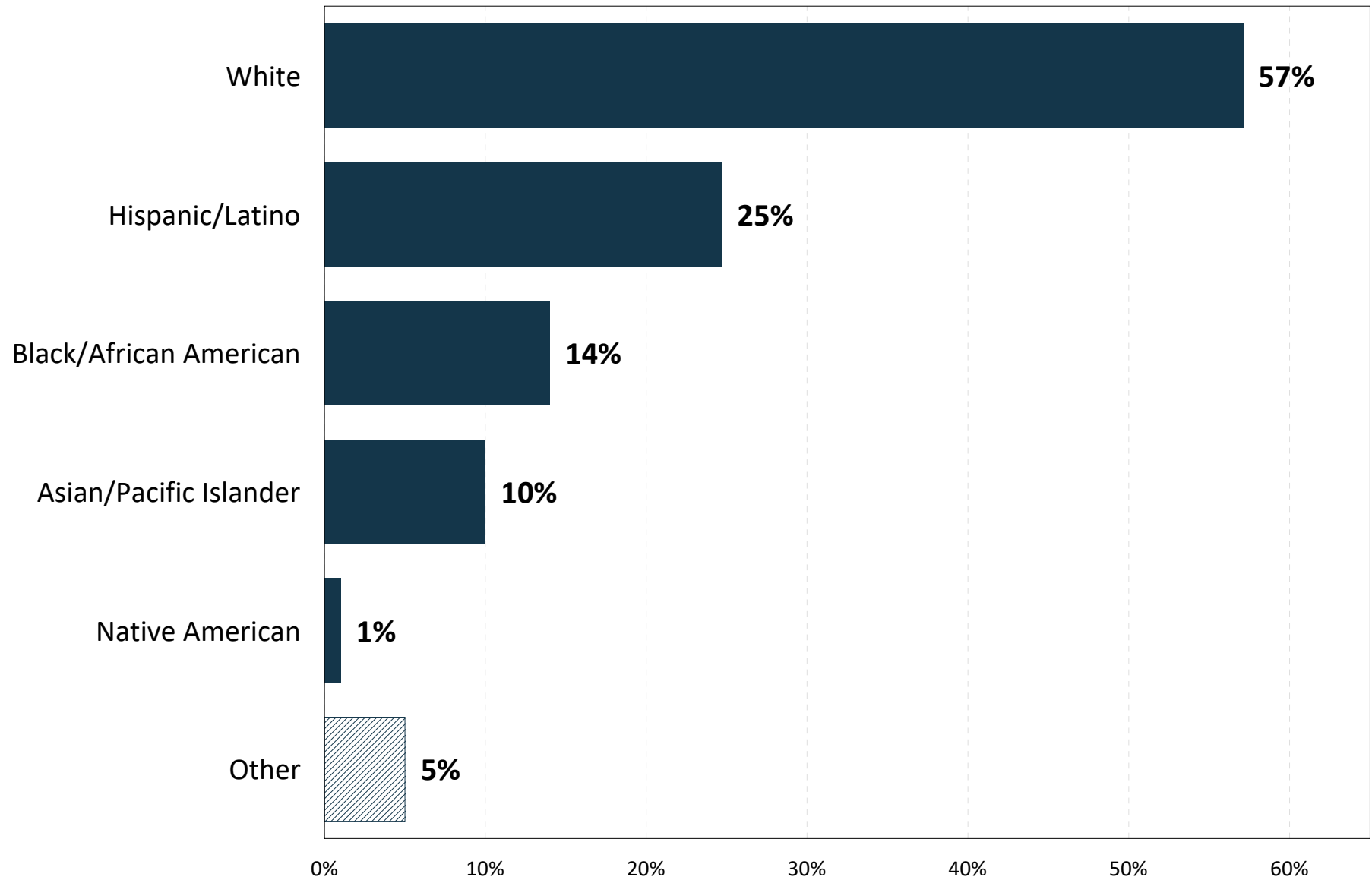
Demographics: Q26. What is your age?

by percentage of respondents



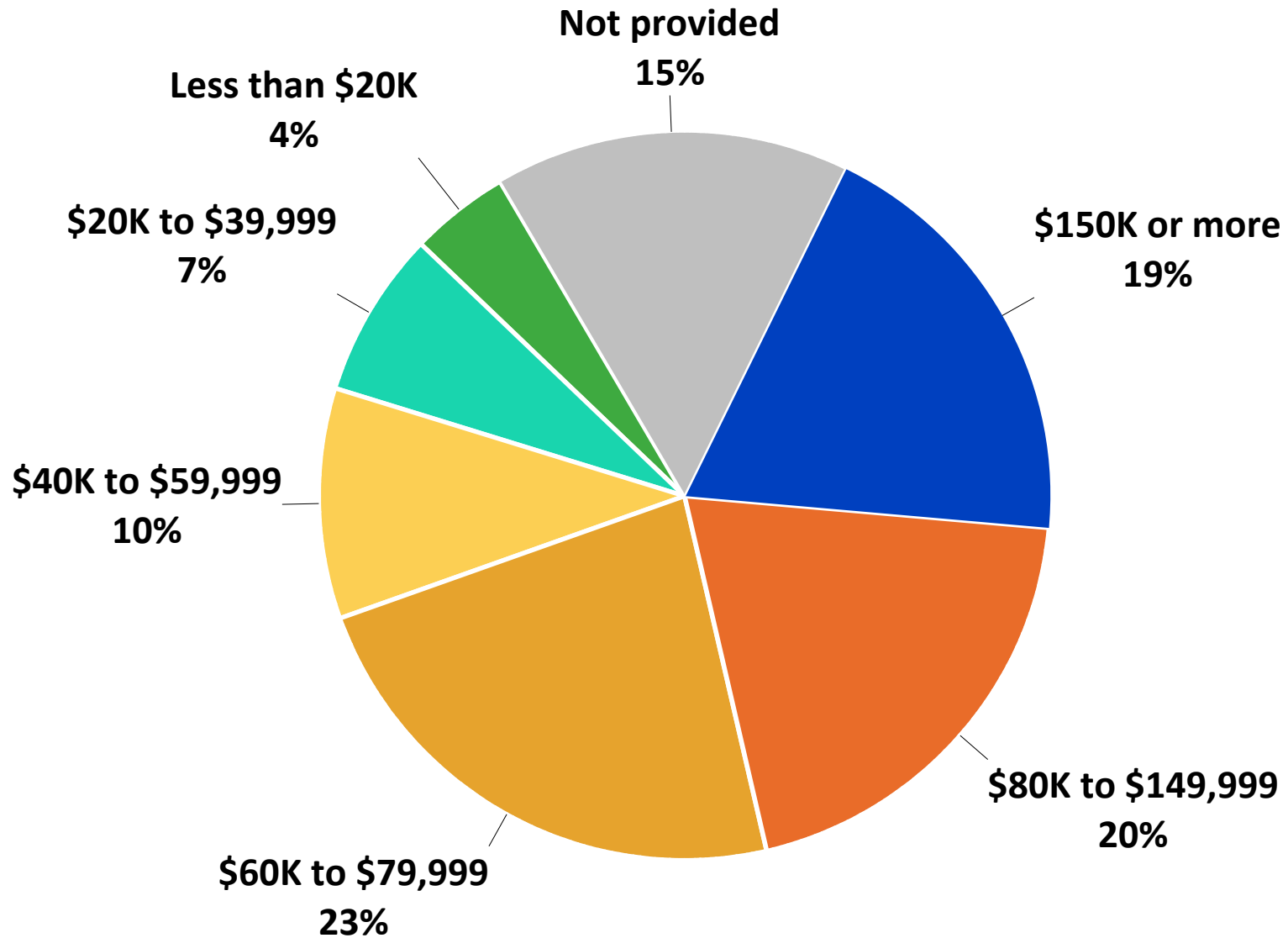
Demographics: Q27. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be selected)



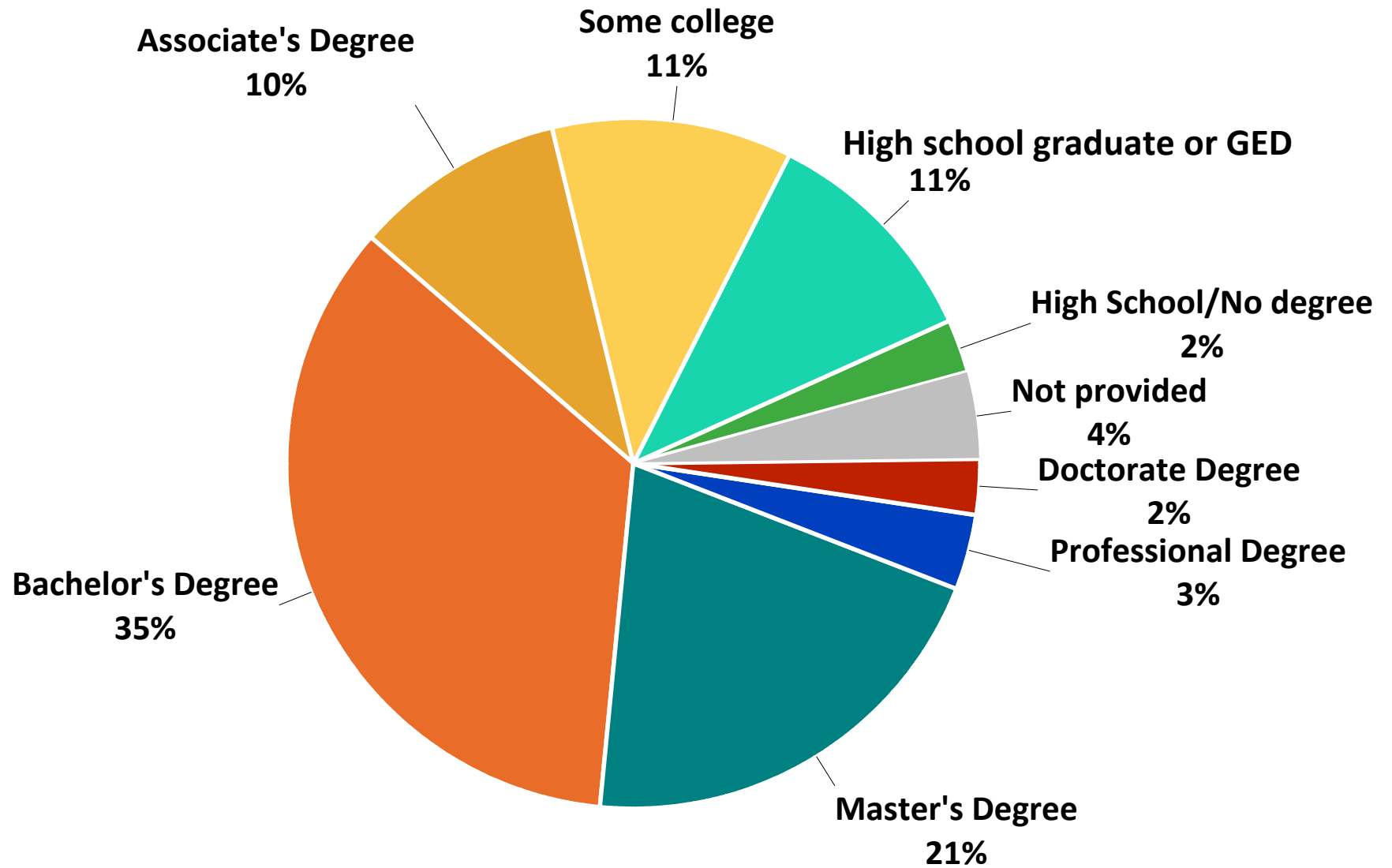
Demographics: Q28. Which of the following best describes your household income?

by percentage of respondents



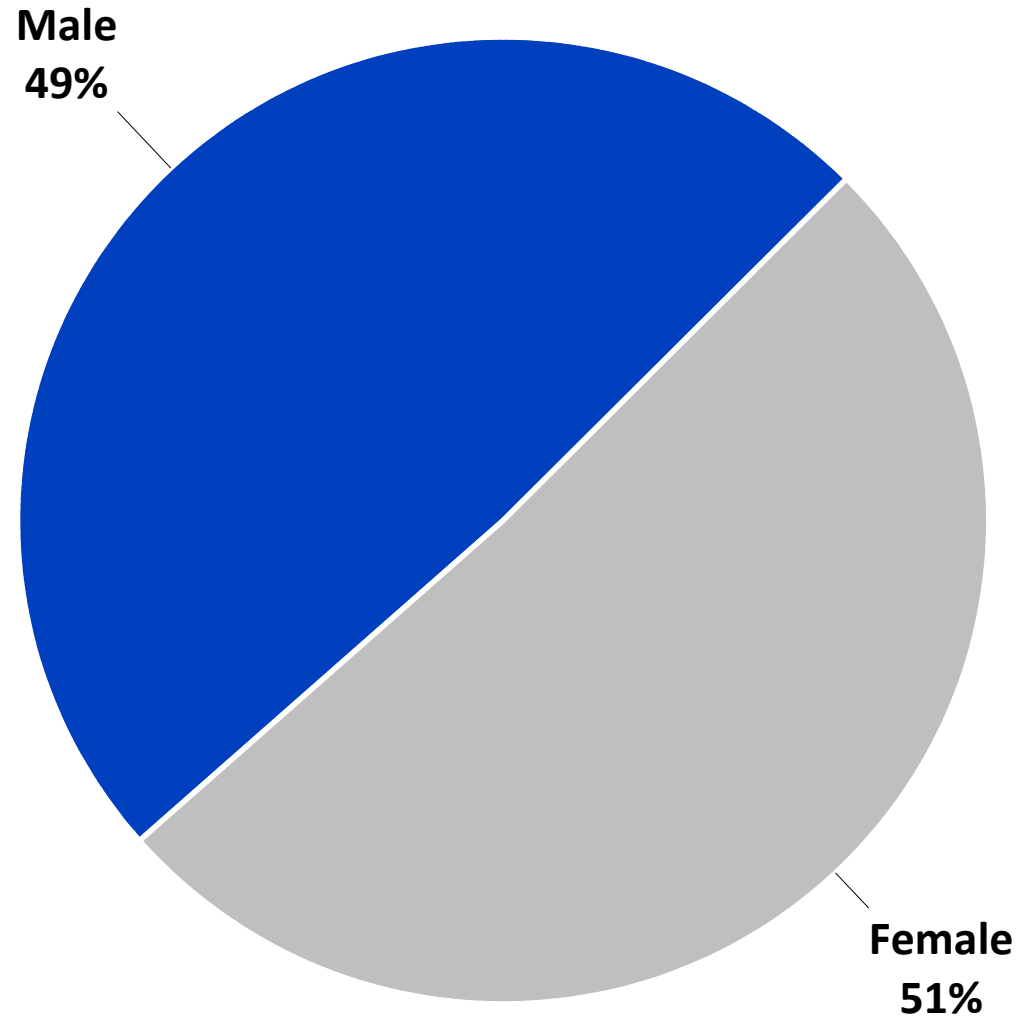
Demographics: Q29. Please indicate your level of education

by percentage of respondents



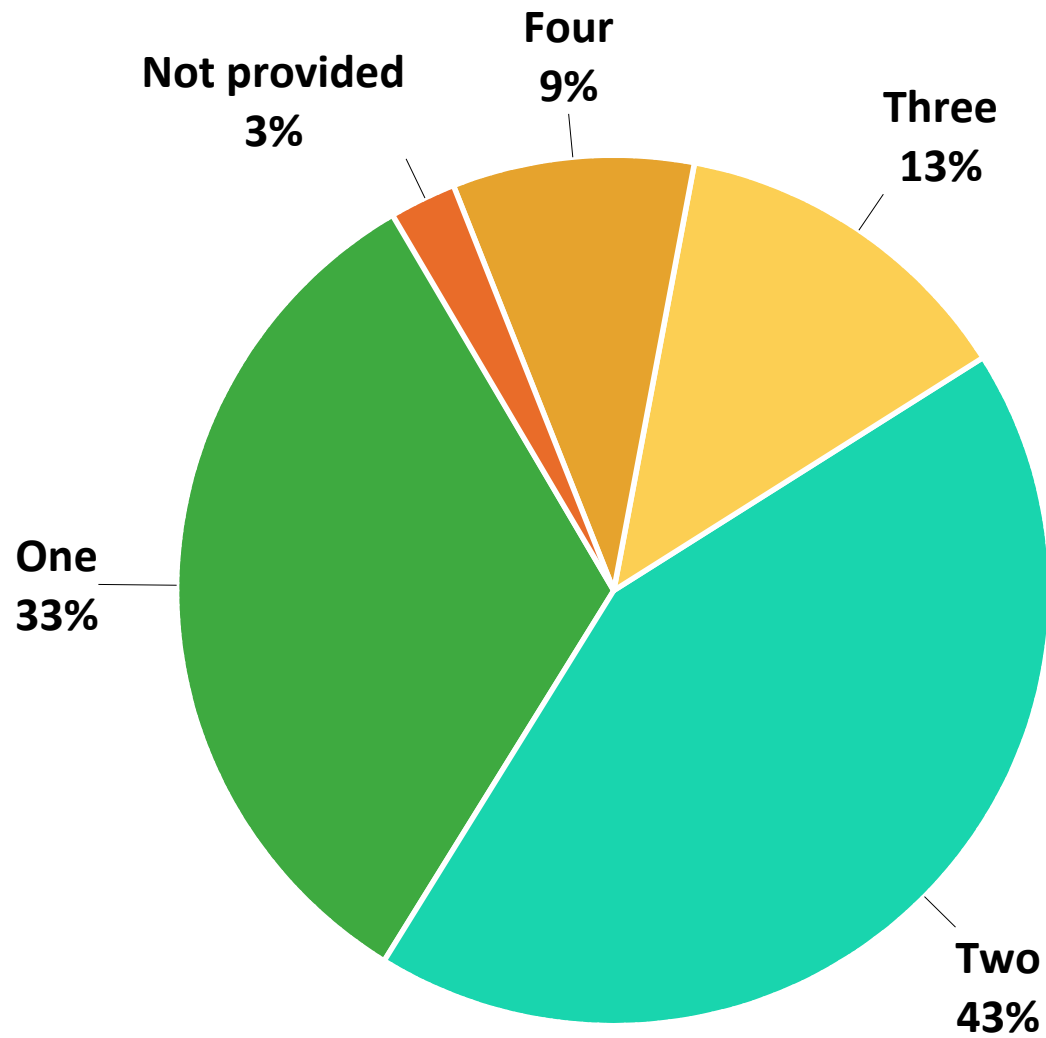
Demographics: Q30. Your gender:

by percentage of respondents



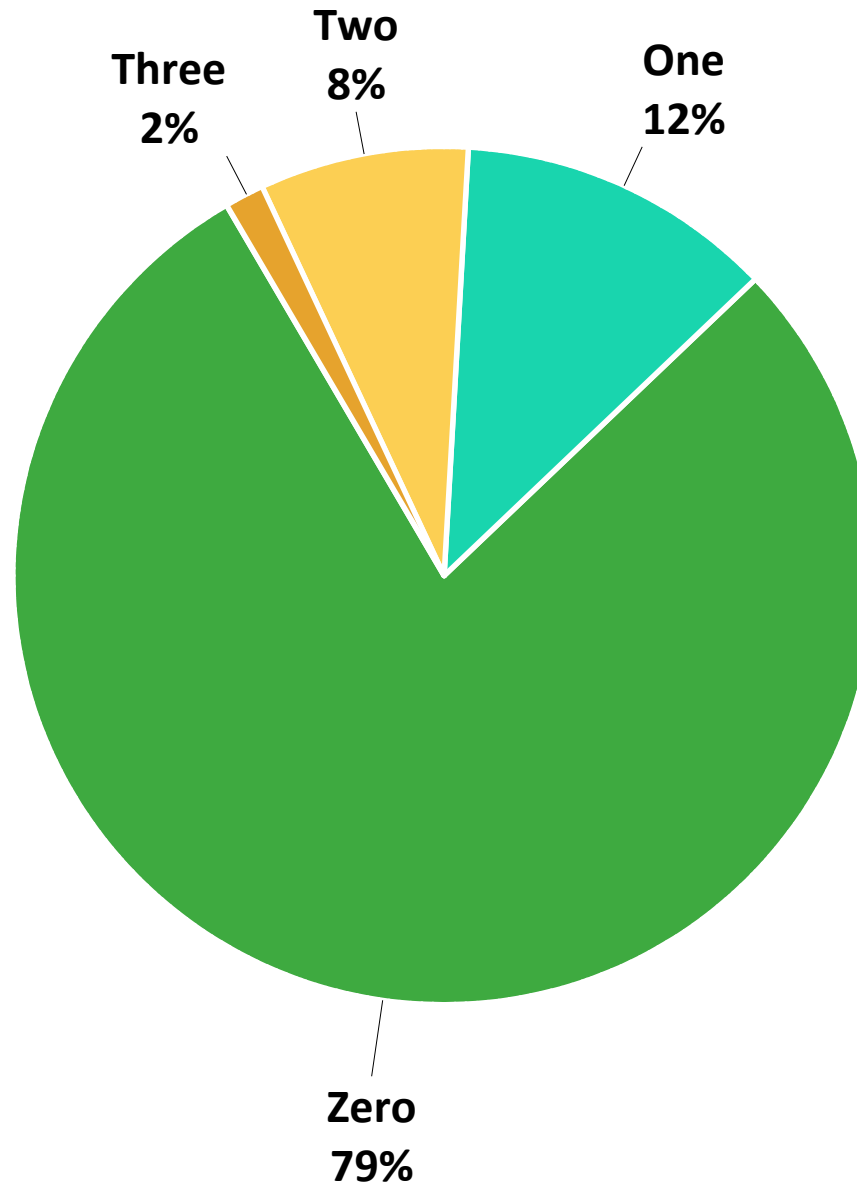
Demographics: Q31. How many people are in your household?

by percentage of respondents



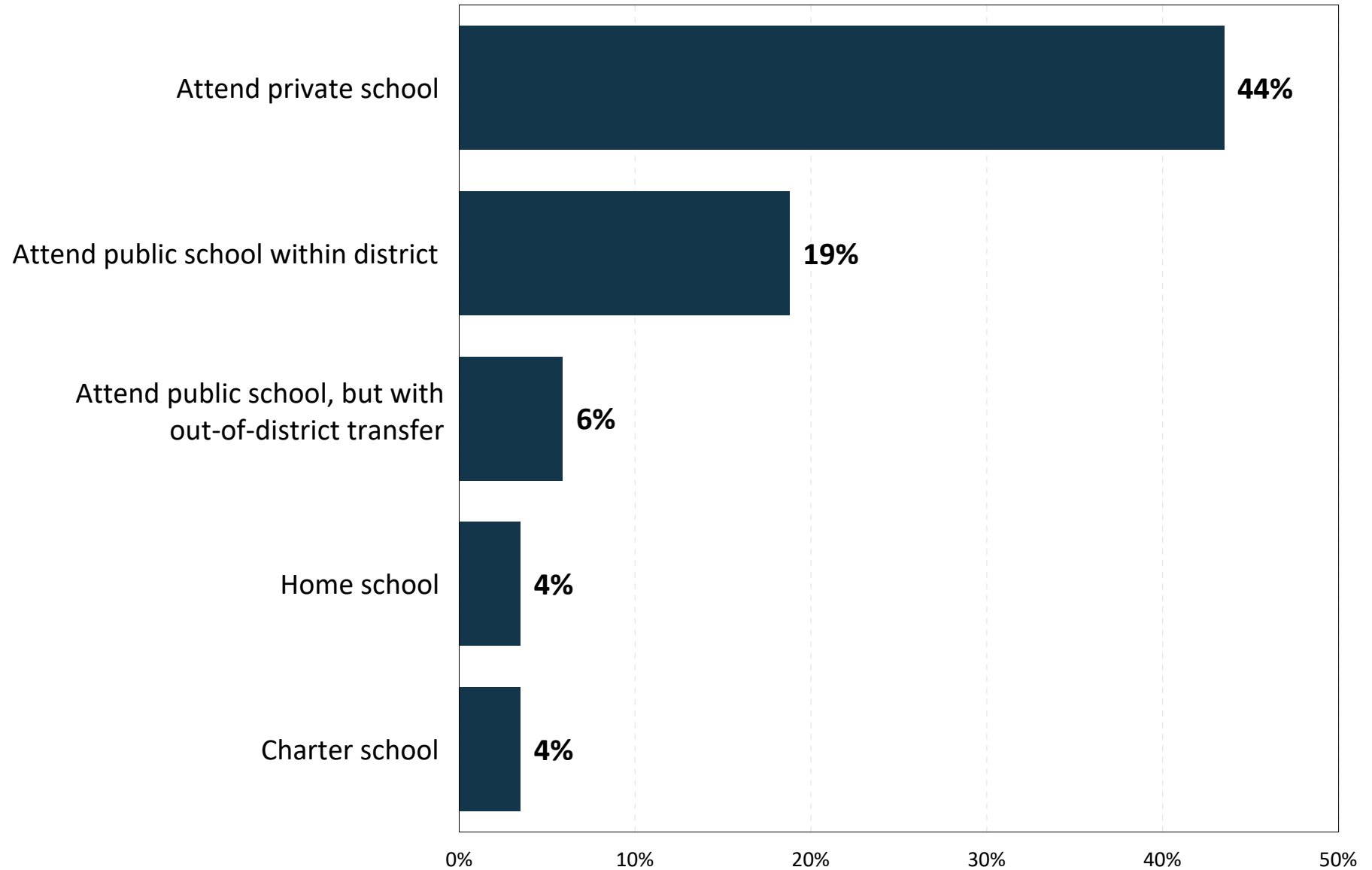
Demographics: Q32. How many of the people in your household are under 18?

by percentage of respondents



Demographics: Q33. Statements That Apply to Members of Your Household

by percentage of households with children under 18 (multiple choices could be selected)



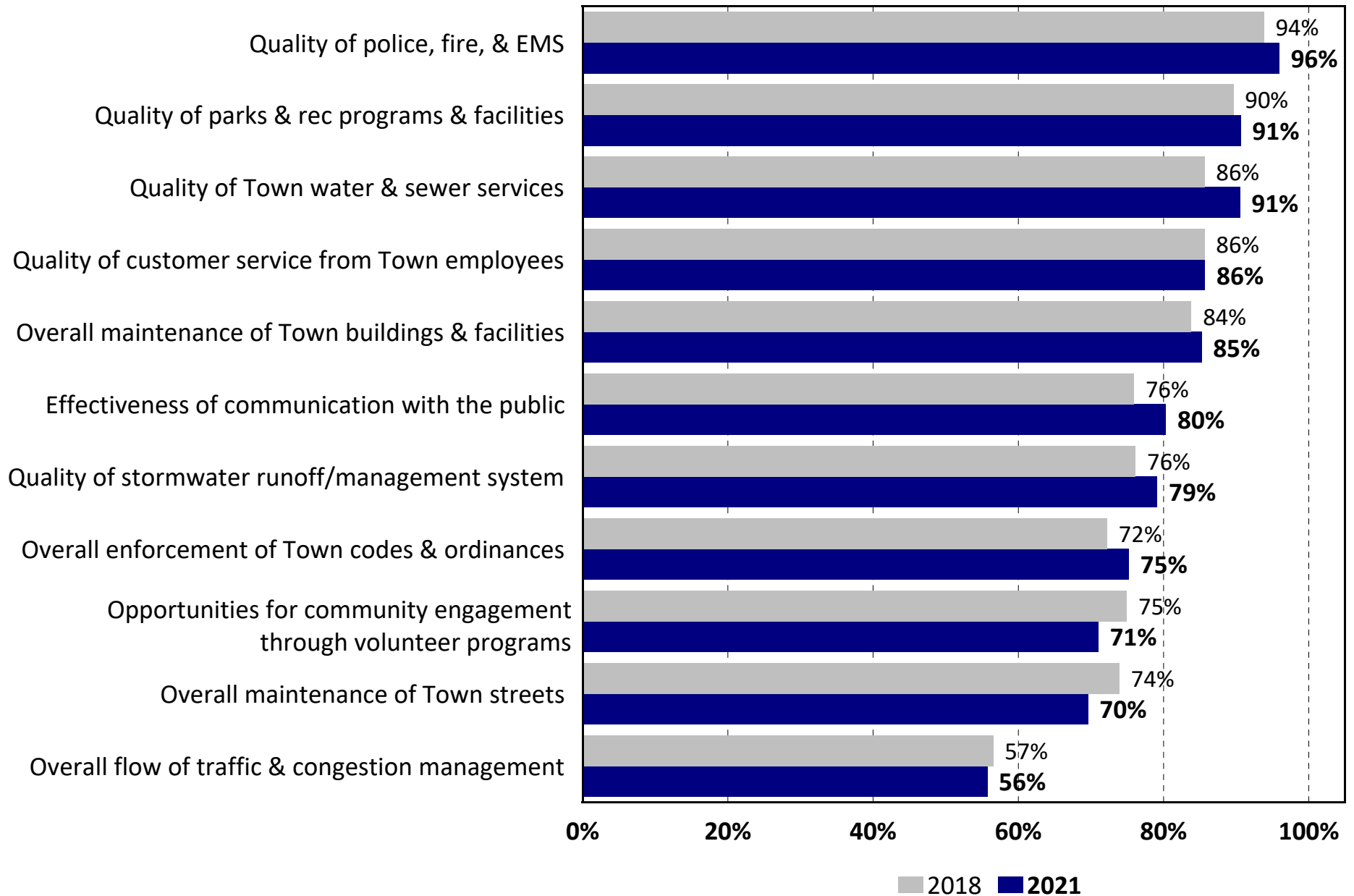


3

Trends

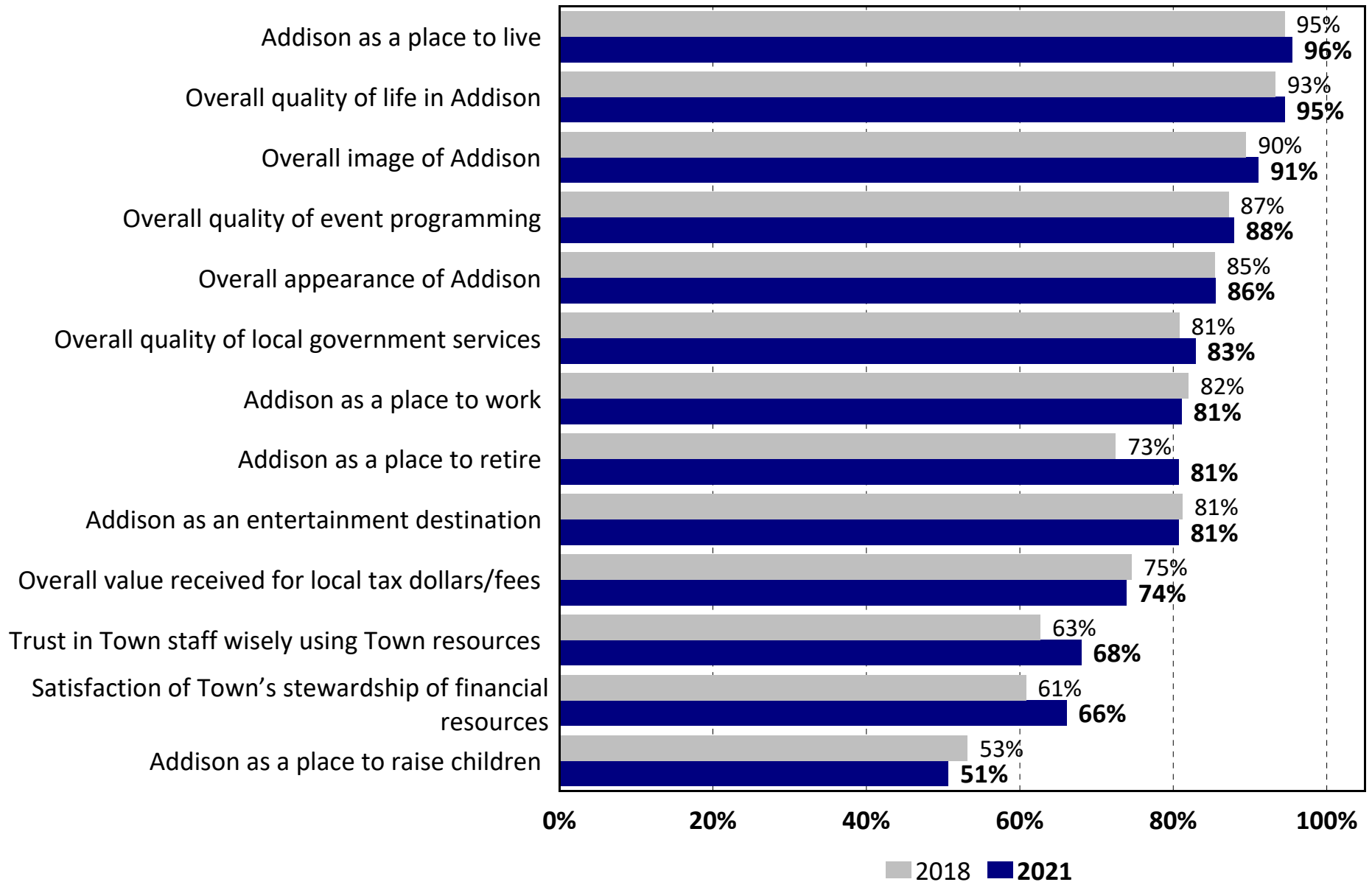
TRENDS: Satisfaction with Major Categories of Town Services

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



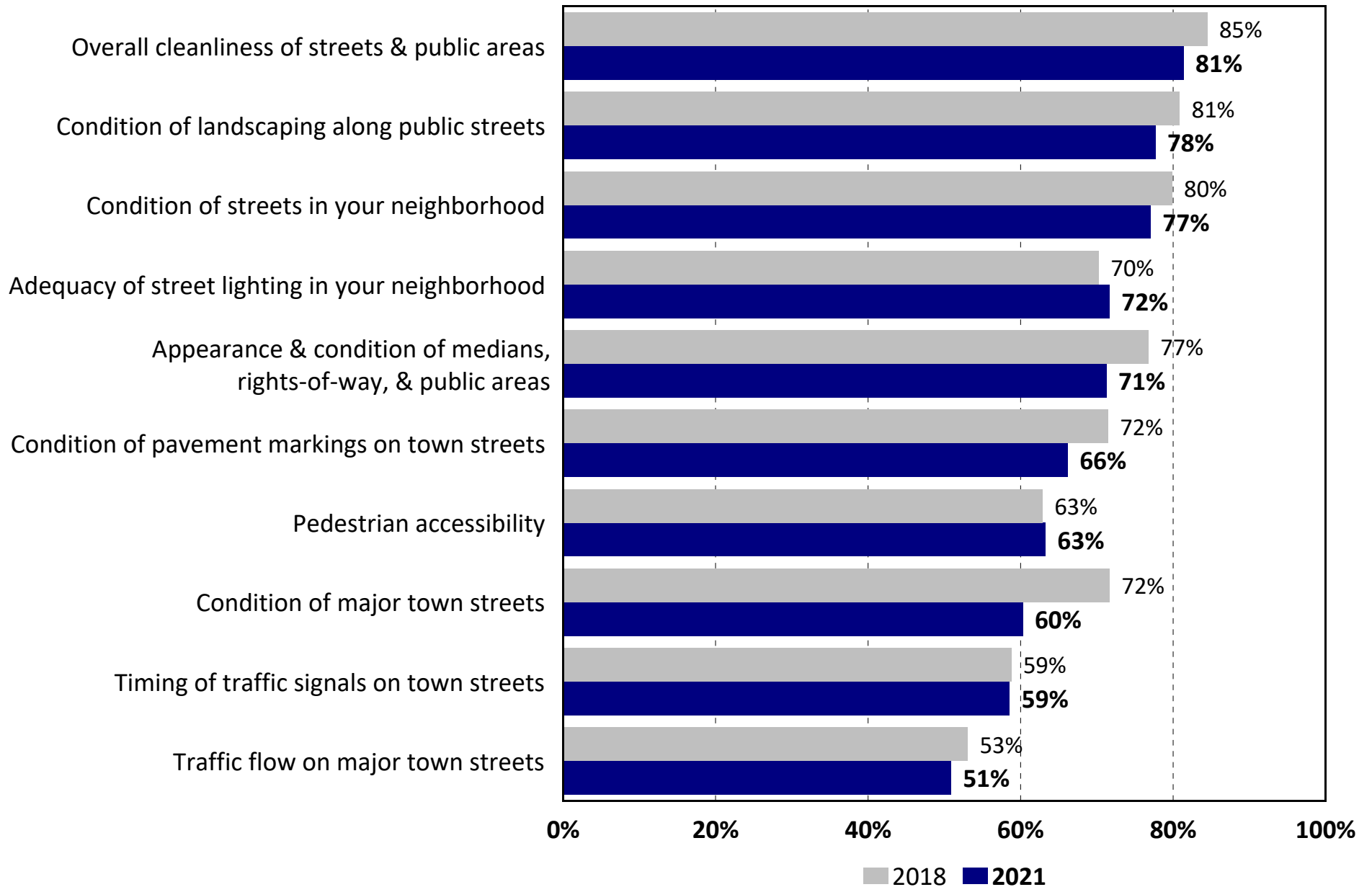
TRENDS: Satisfaction with Items That Influence Perceptions of Addison

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



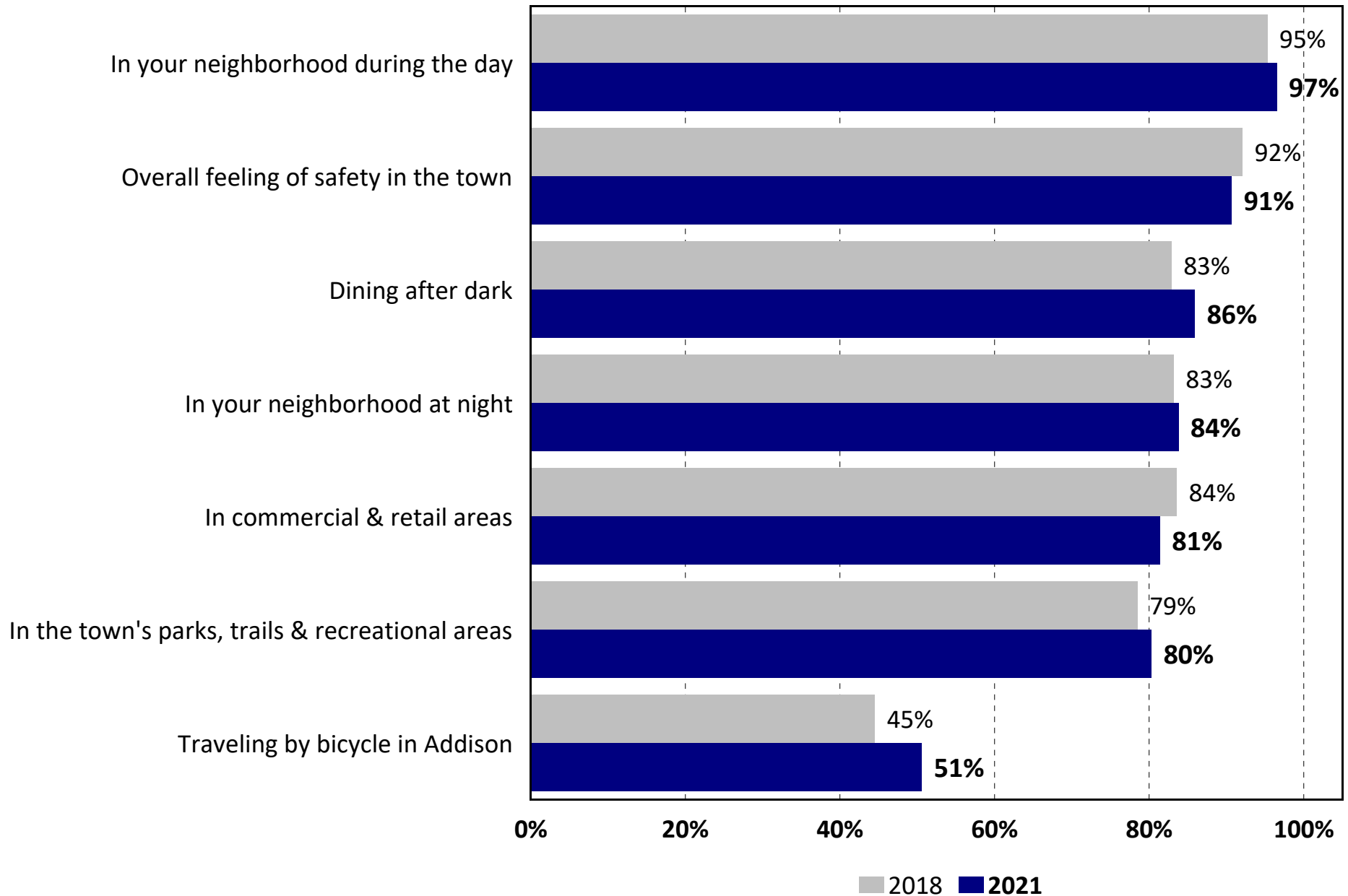
TRENDS: Satisfaction with Infrastructure

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



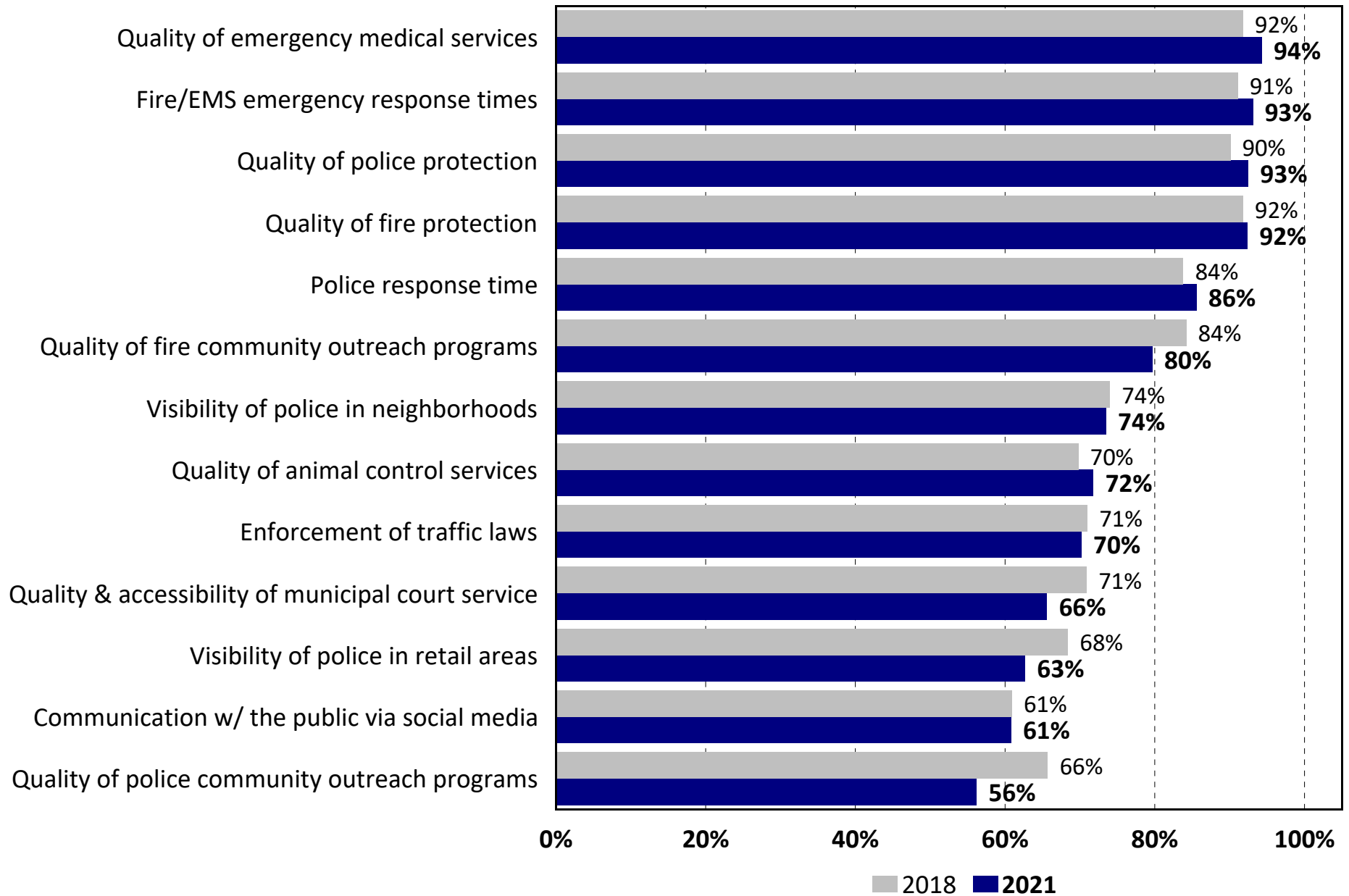
TRENDS: Feeling of Safety in Various Situations

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



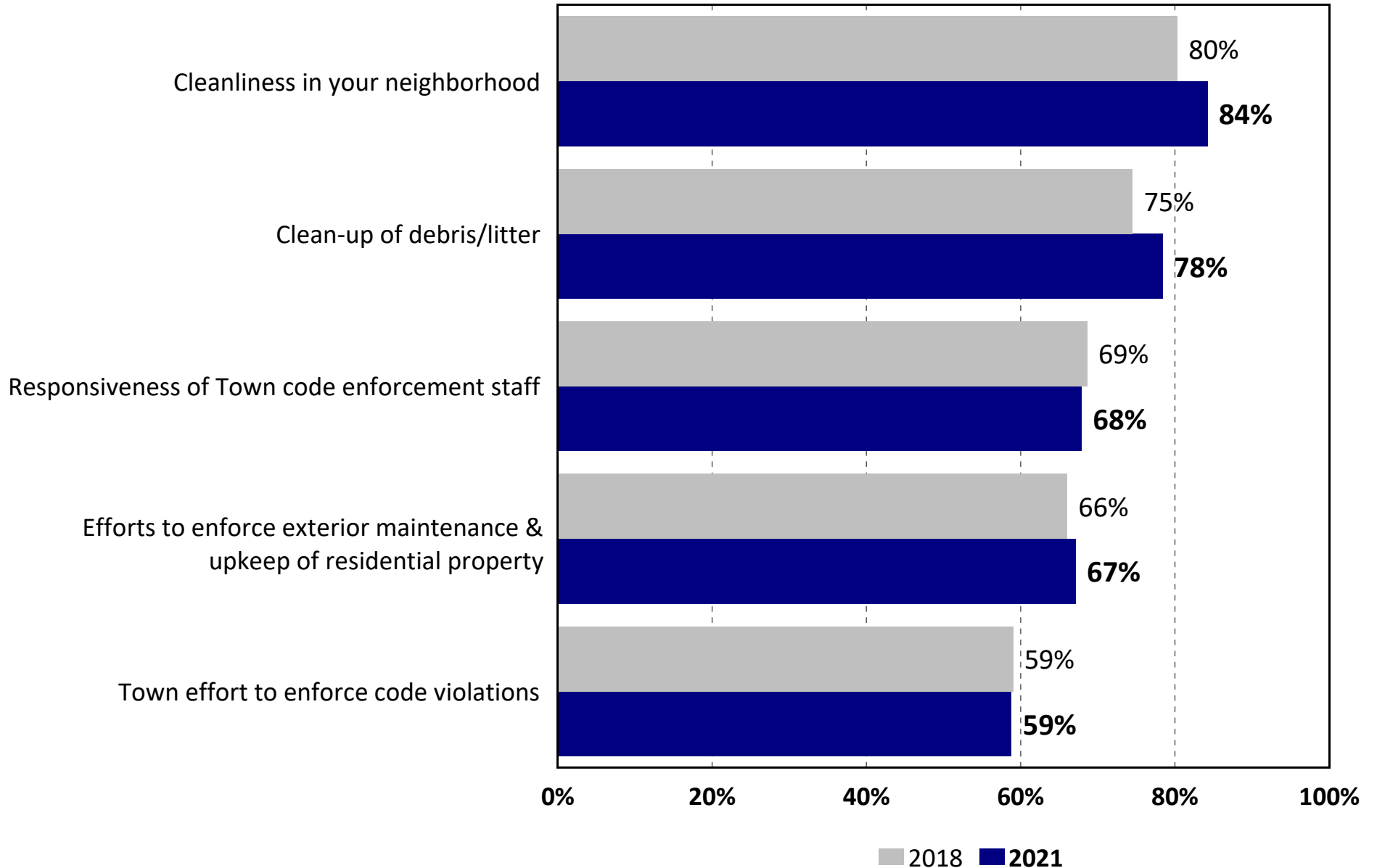
TRENDS: Satisfaction with Public Safety

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



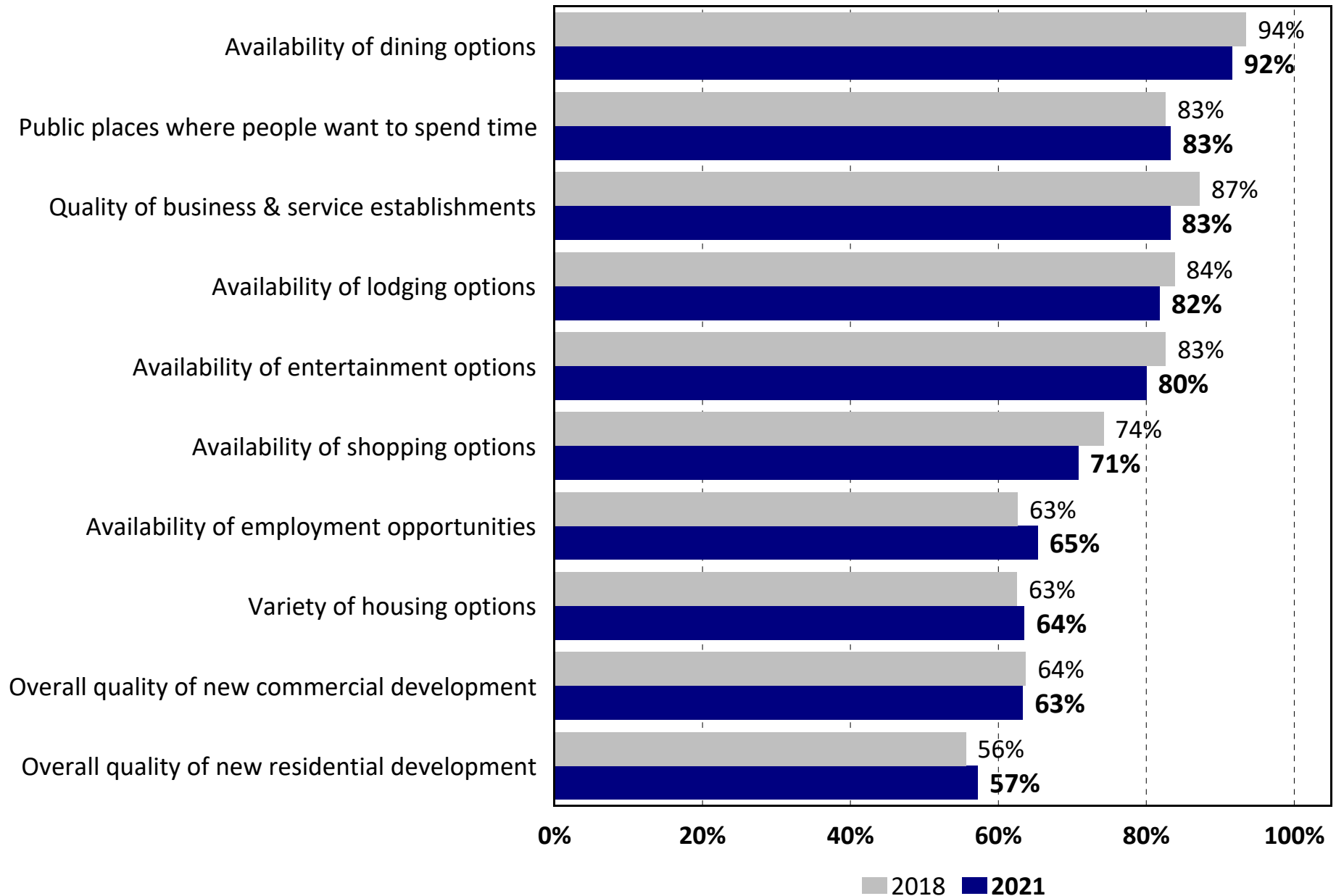
TRENDS: Satisfaction with Code Enforcement

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



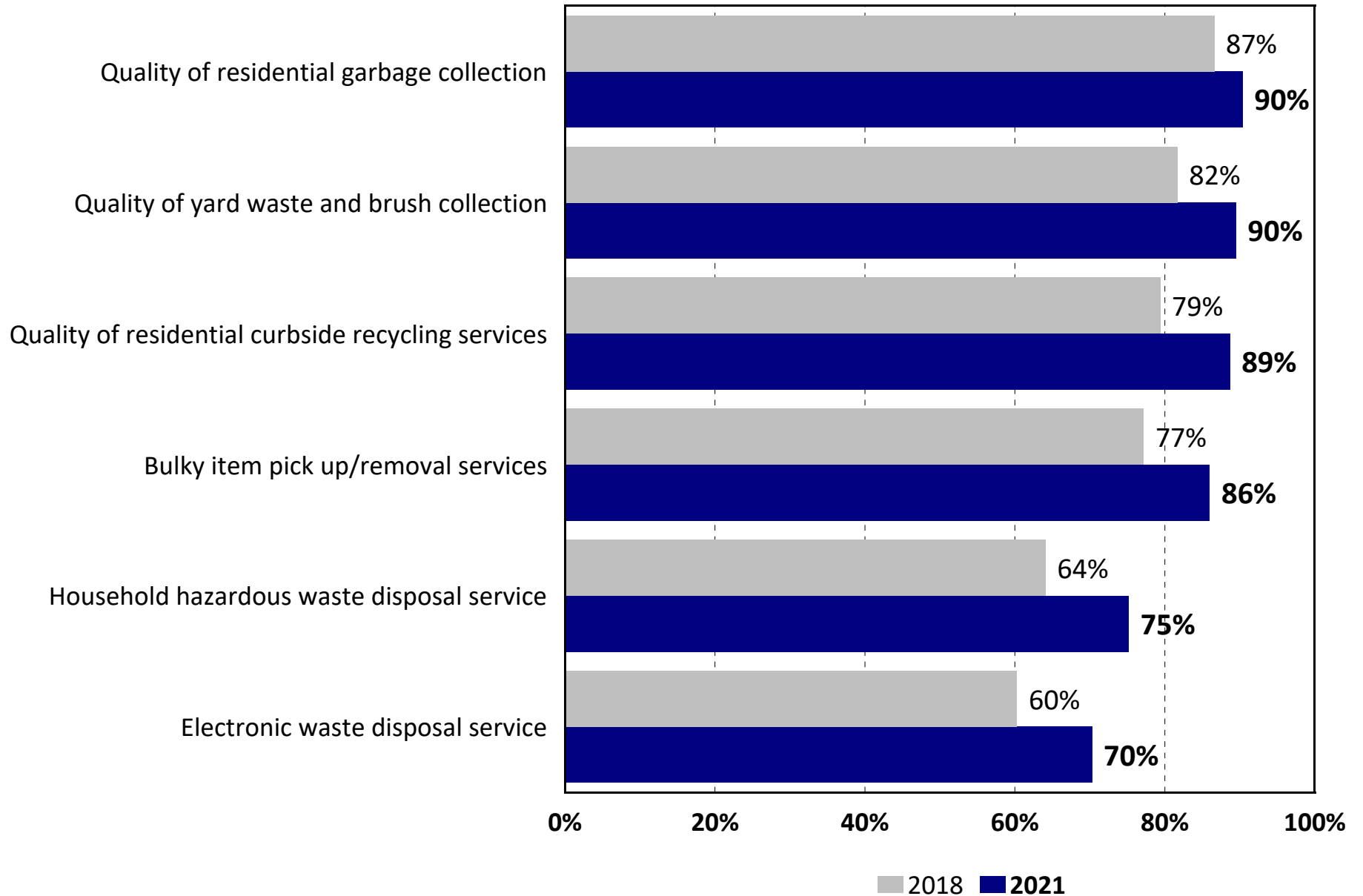
TRENDS: Satisfaction with Economic Development

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



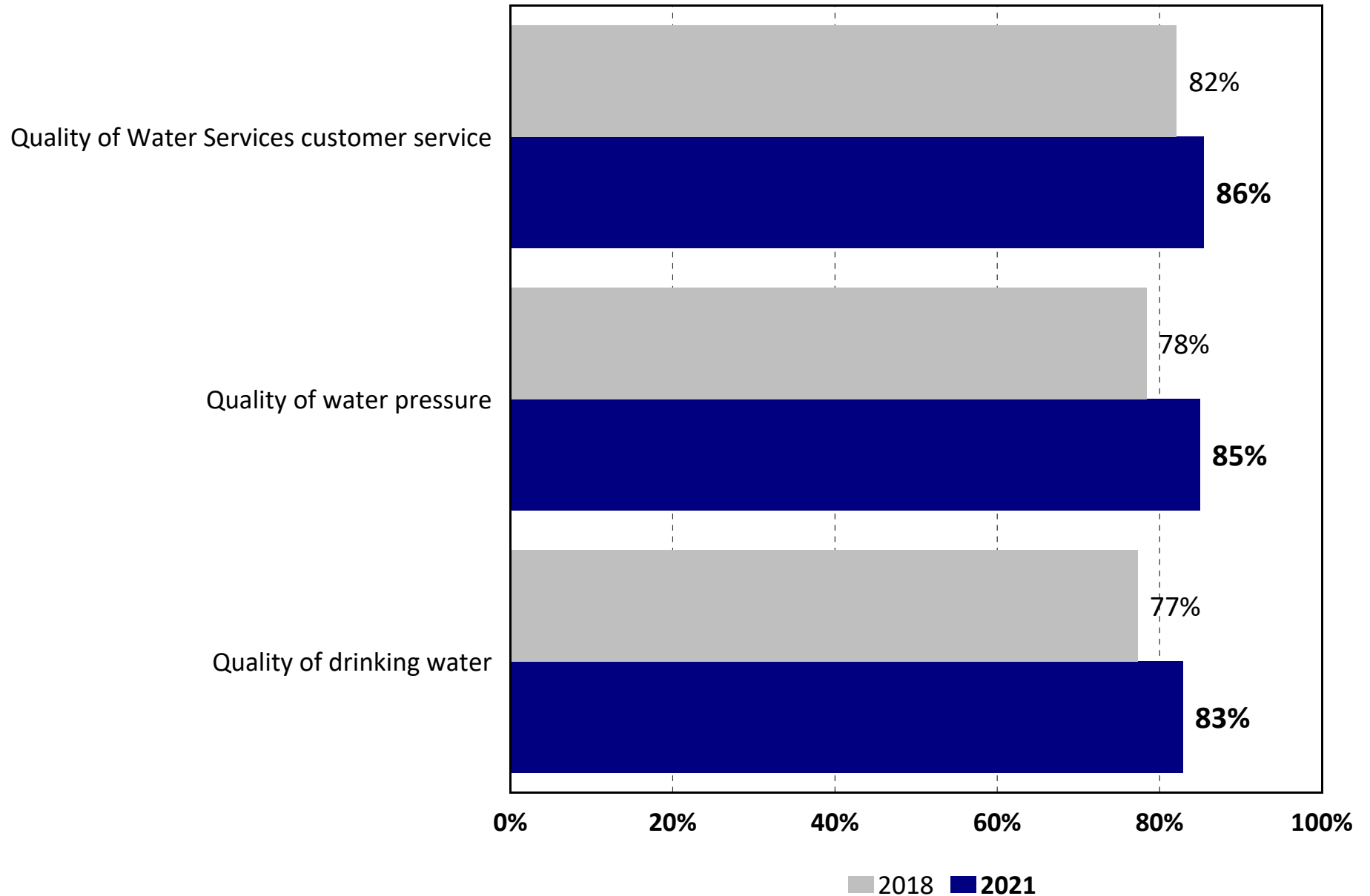
TRENDS: Satisfaction with Solid Waste Services

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



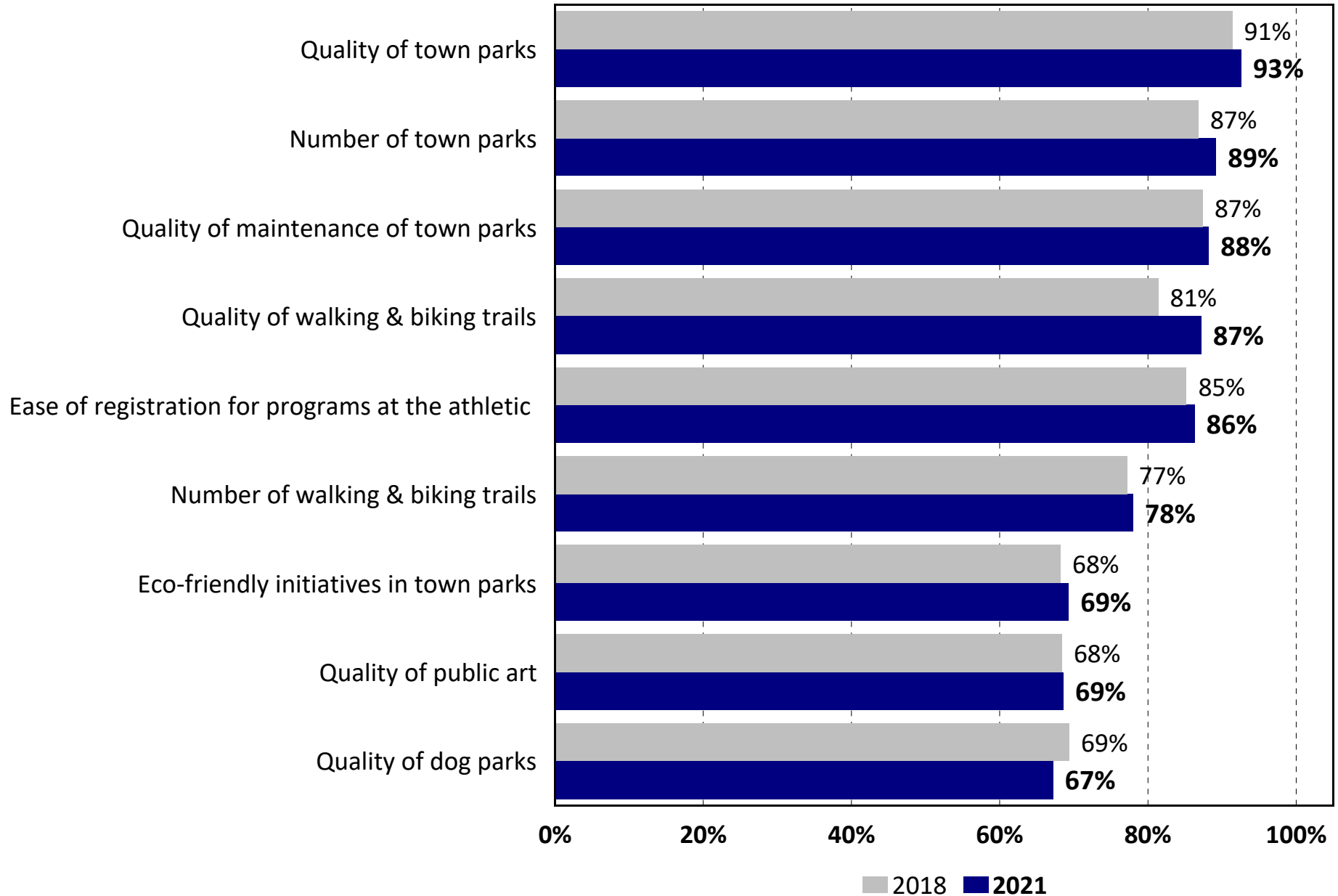
TRENDS: Satisfaction with Water Services

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



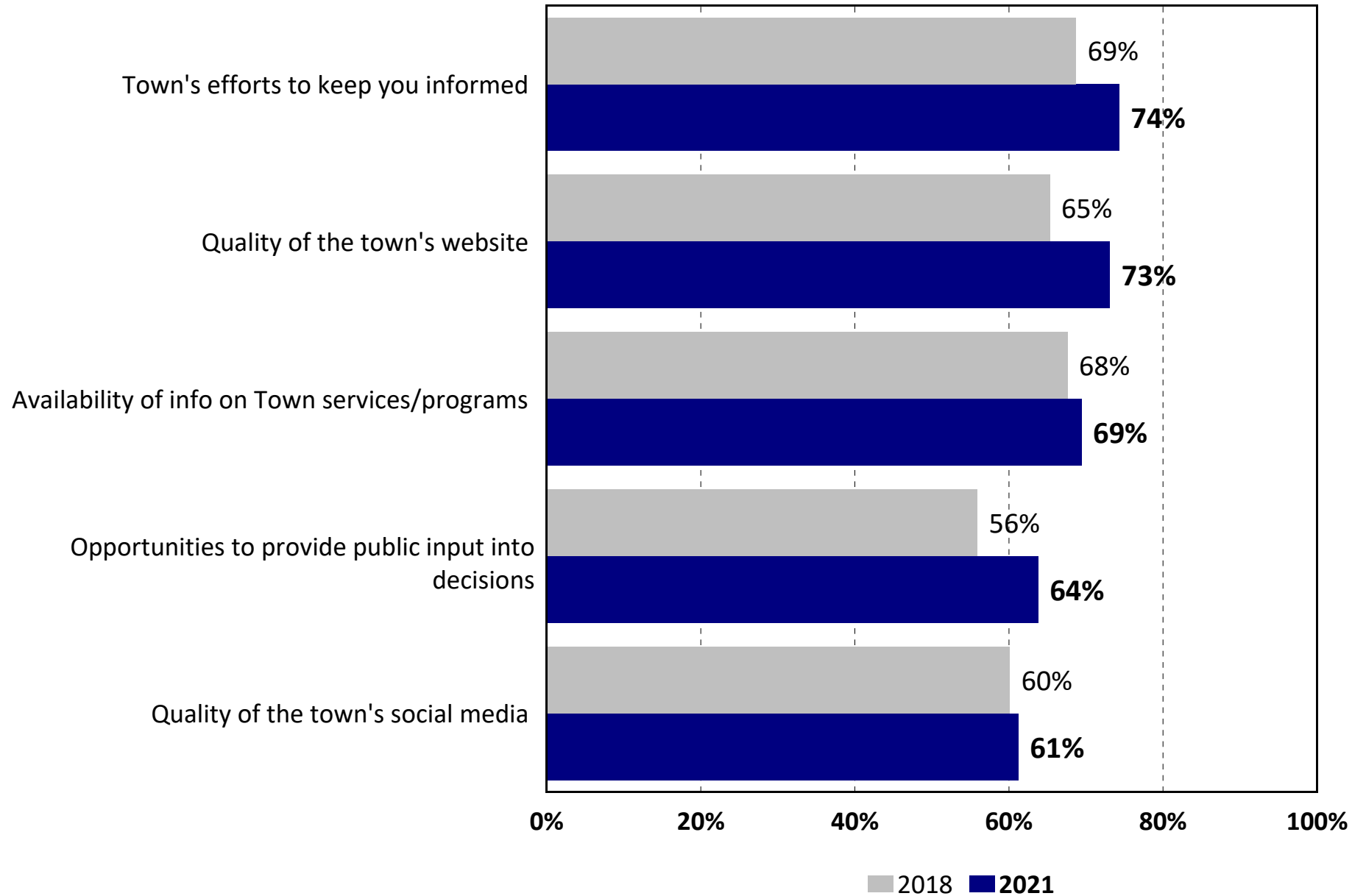
TRENDS: Satisfaction with Parks and Recreation

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



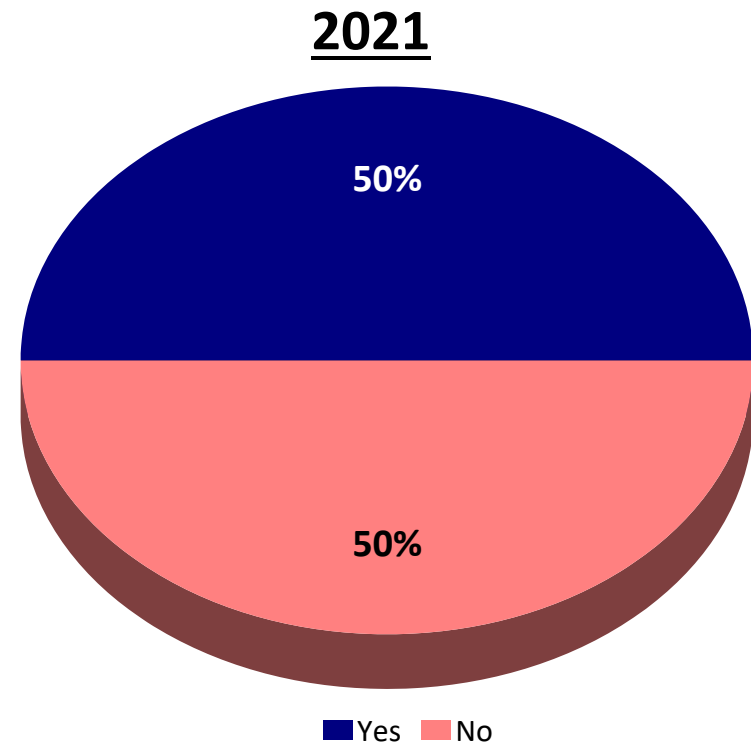
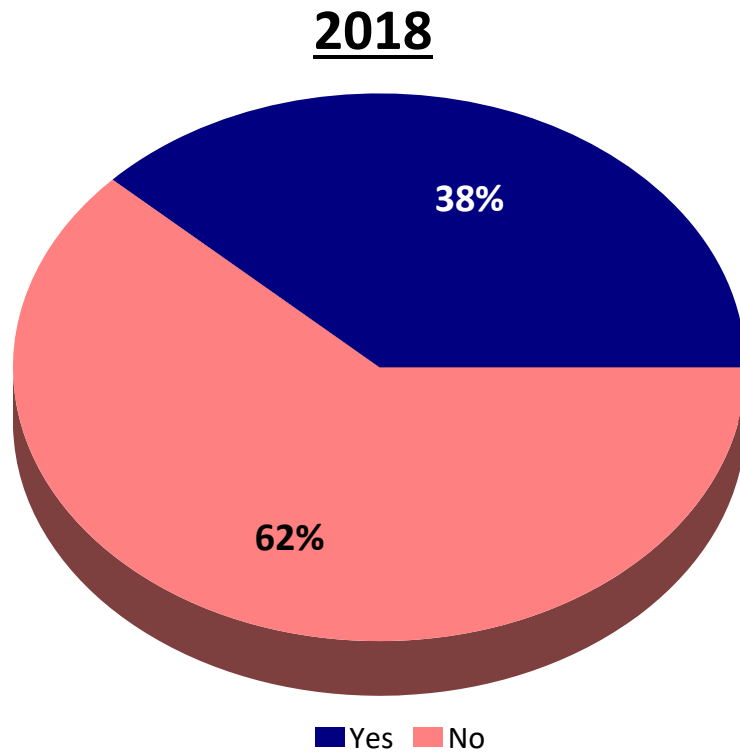
TRENDS: Satisfaction with Communication

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



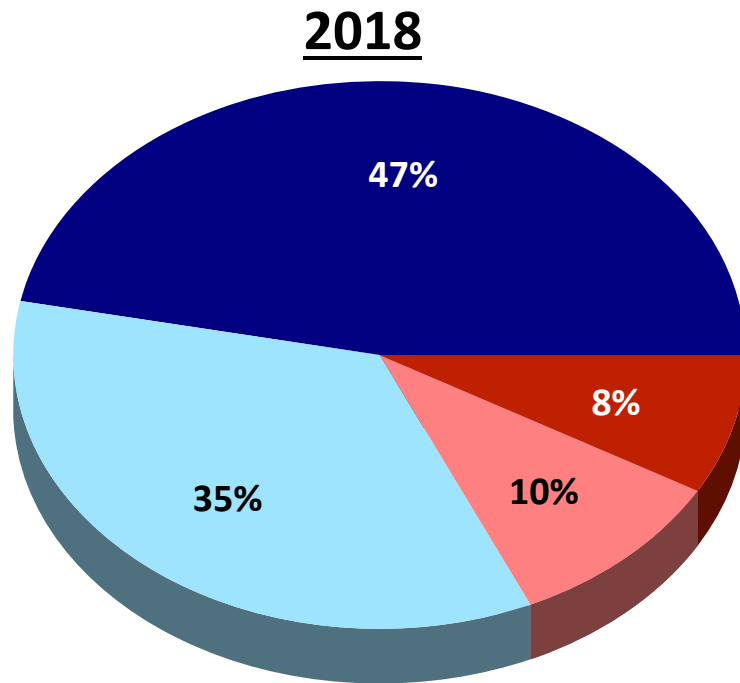
Q16. Have you called or visited the Town with a question, problem, or complaint during the past year?

by percentage of respondents

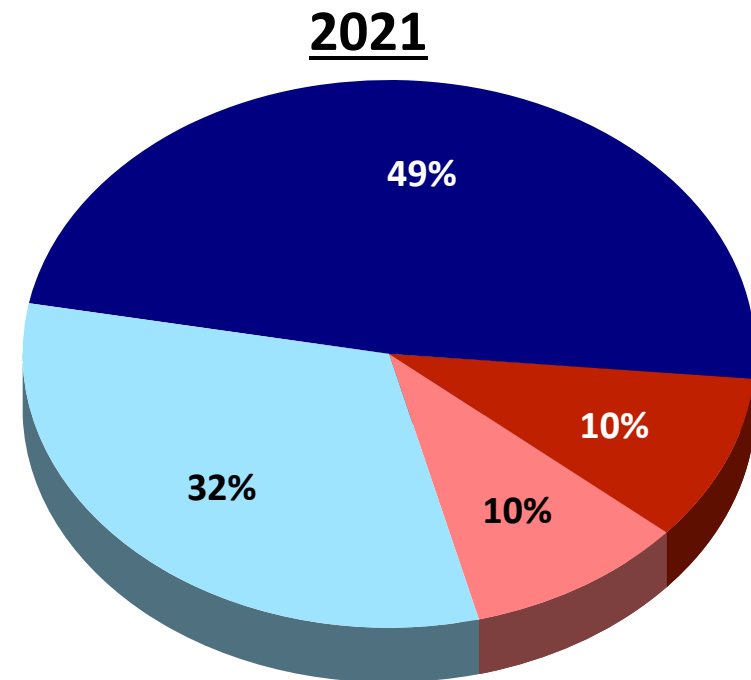


Q16a. How easy or difficult was it to address your issue?

by percentage of respondents that have called or visited the town during the past year



Very Easy Somewhat Easy
Difficult Very Difficult



Very Easy Somewhat Easy
Difficult Very Difficult



4

Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 1,000 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during January and February of 2022 to a random sample of over 9,000 U.S. residents in all 50 states and (2) a regional survey that was administered by ETC Institute during January and February of 2022 to a random sample of nearly 800 residents living in the state of Texas.

The charts on the following pages show how the results for the Town of Addison compare to the U.S. average and the Texas average. The blue bar shows the results for Addison, the red bar shows the Texas average, and the gray bar shows the U.S. average.

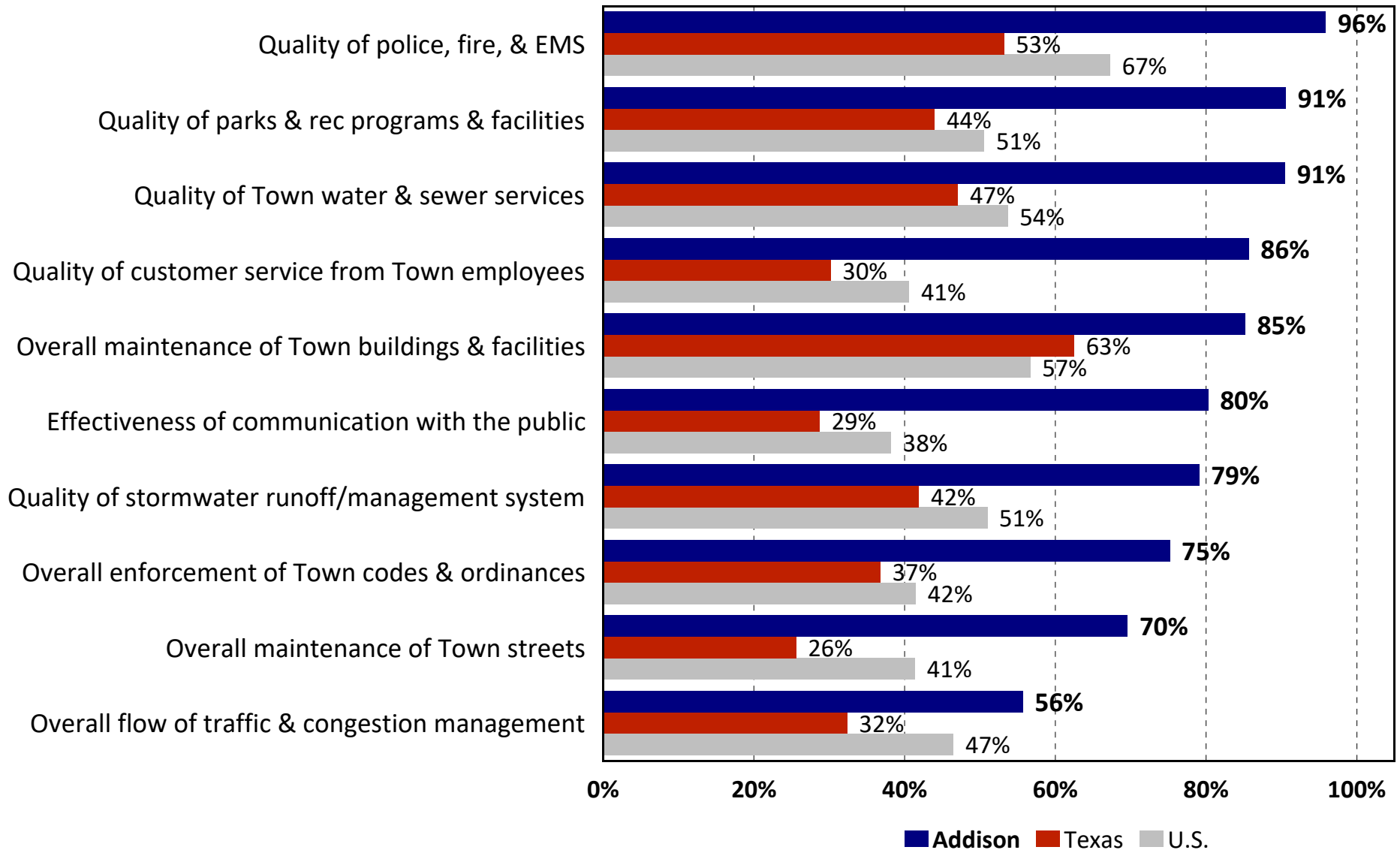
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Addison, Texas is not authorized without written consent from ETC Institute.

Satisfaction with Major Categories of Town Services

Addison vs. Texas vs. the U.S.

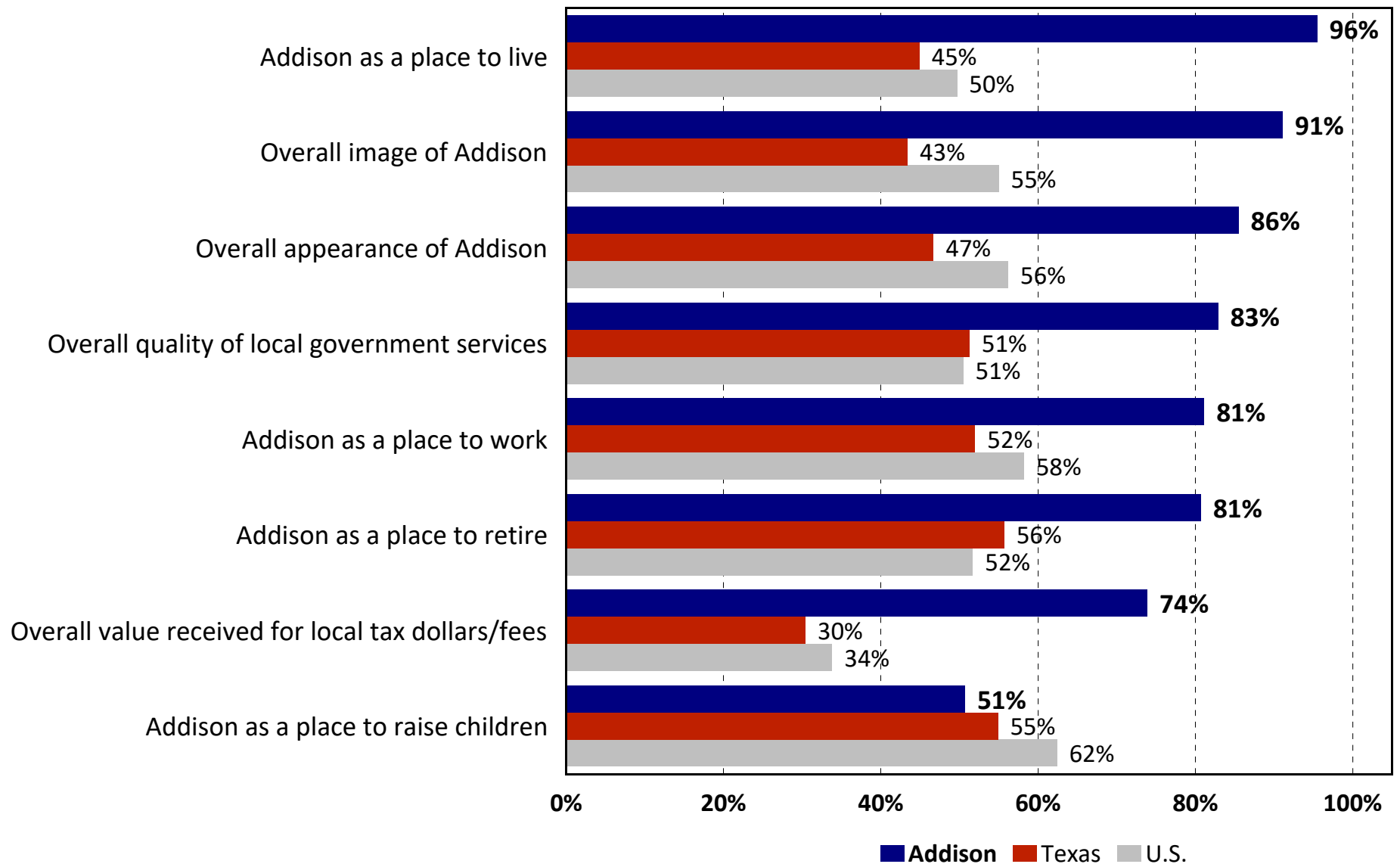
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Perceptions of the Town

Addison vs. Texas vs. the U.S.

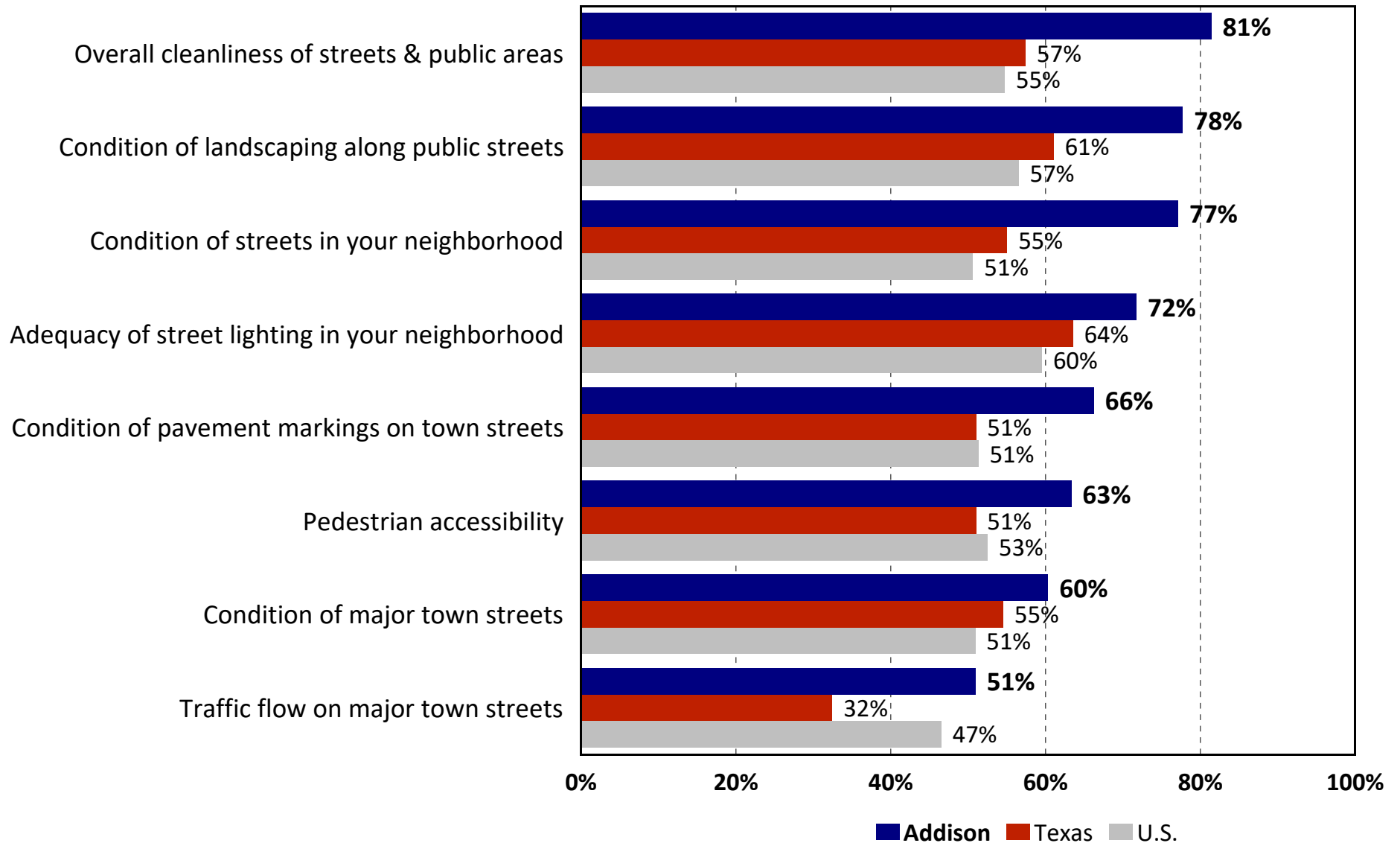
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Infrastructure

Addison vs. Texas vs. the U.S.

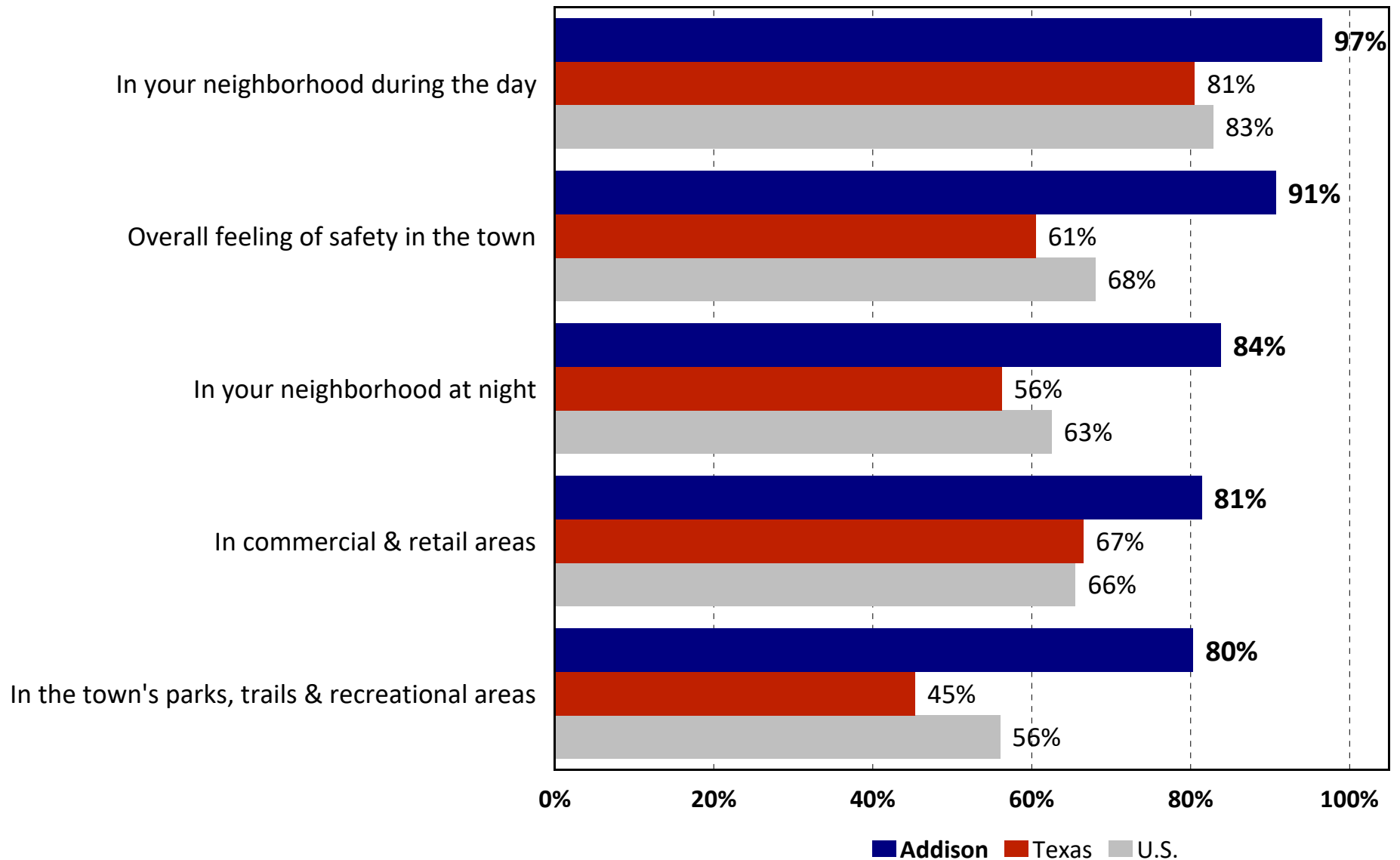
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Feeling of Safety in Various Situations

Addison vs. Texas vs. the U.S.

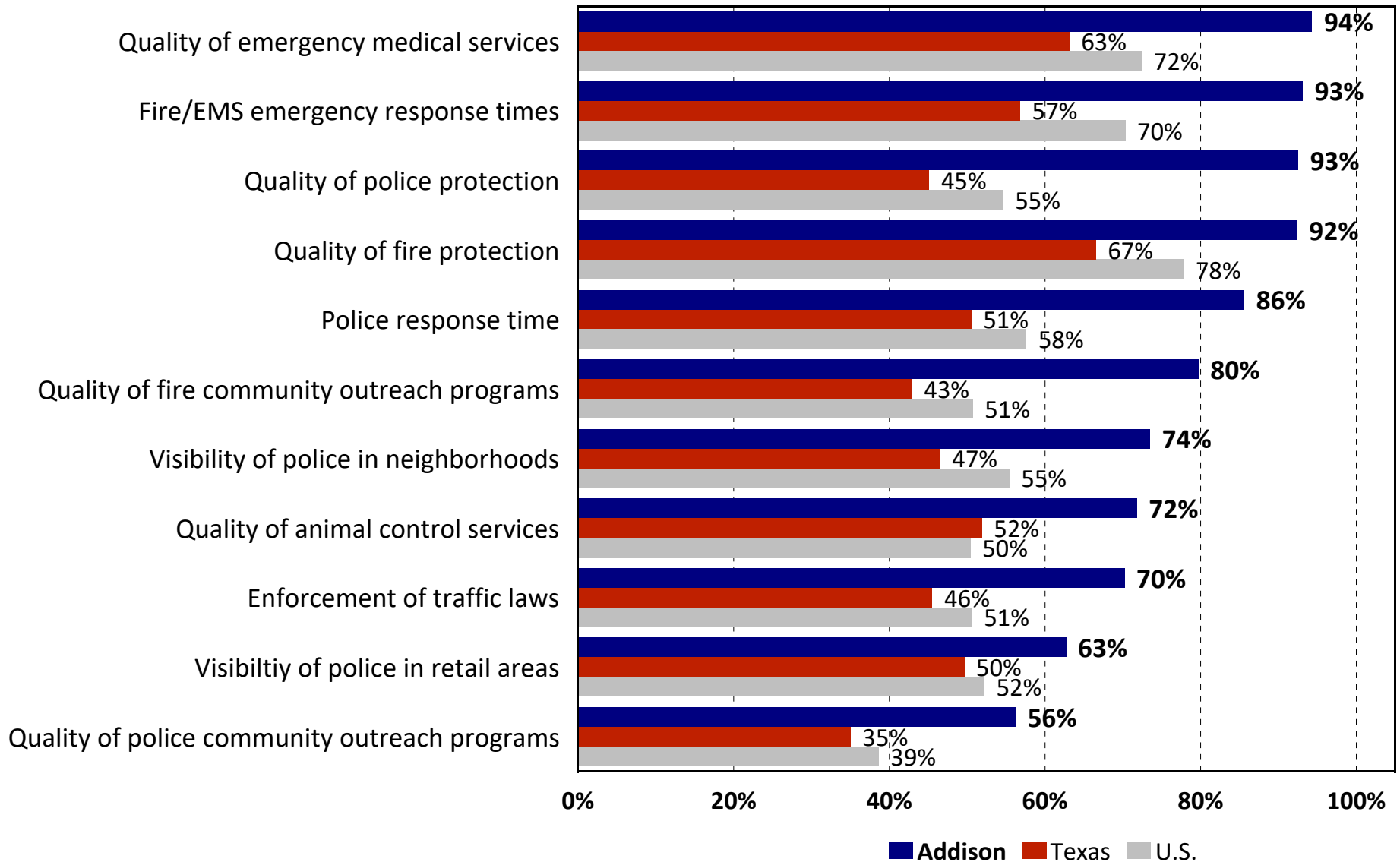
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Satisfaction with Public Safety

Addison vs. Texas vs. the U.S.

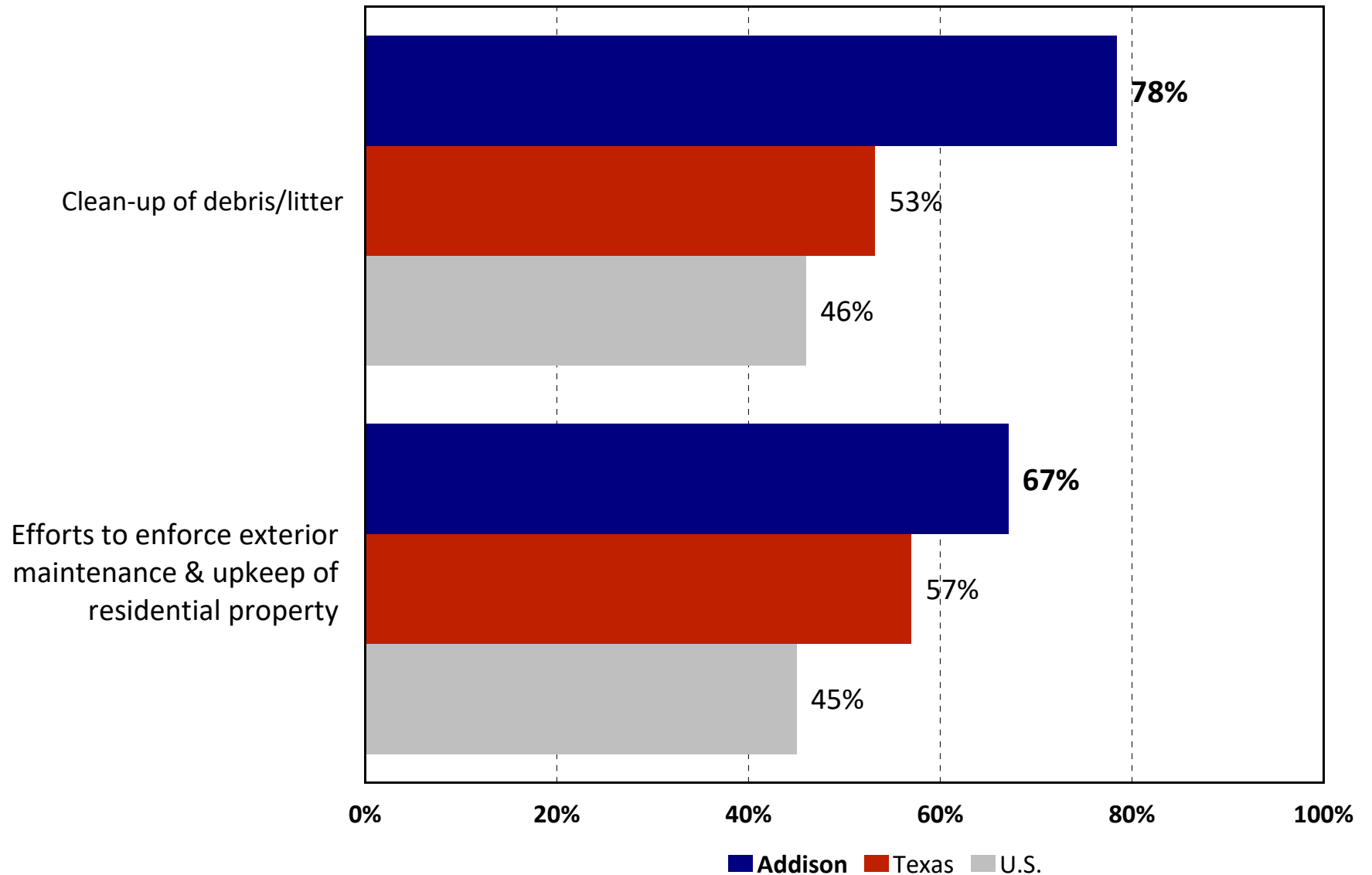
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Code Enforcement

Addison vs. Texas vs. the U.S.

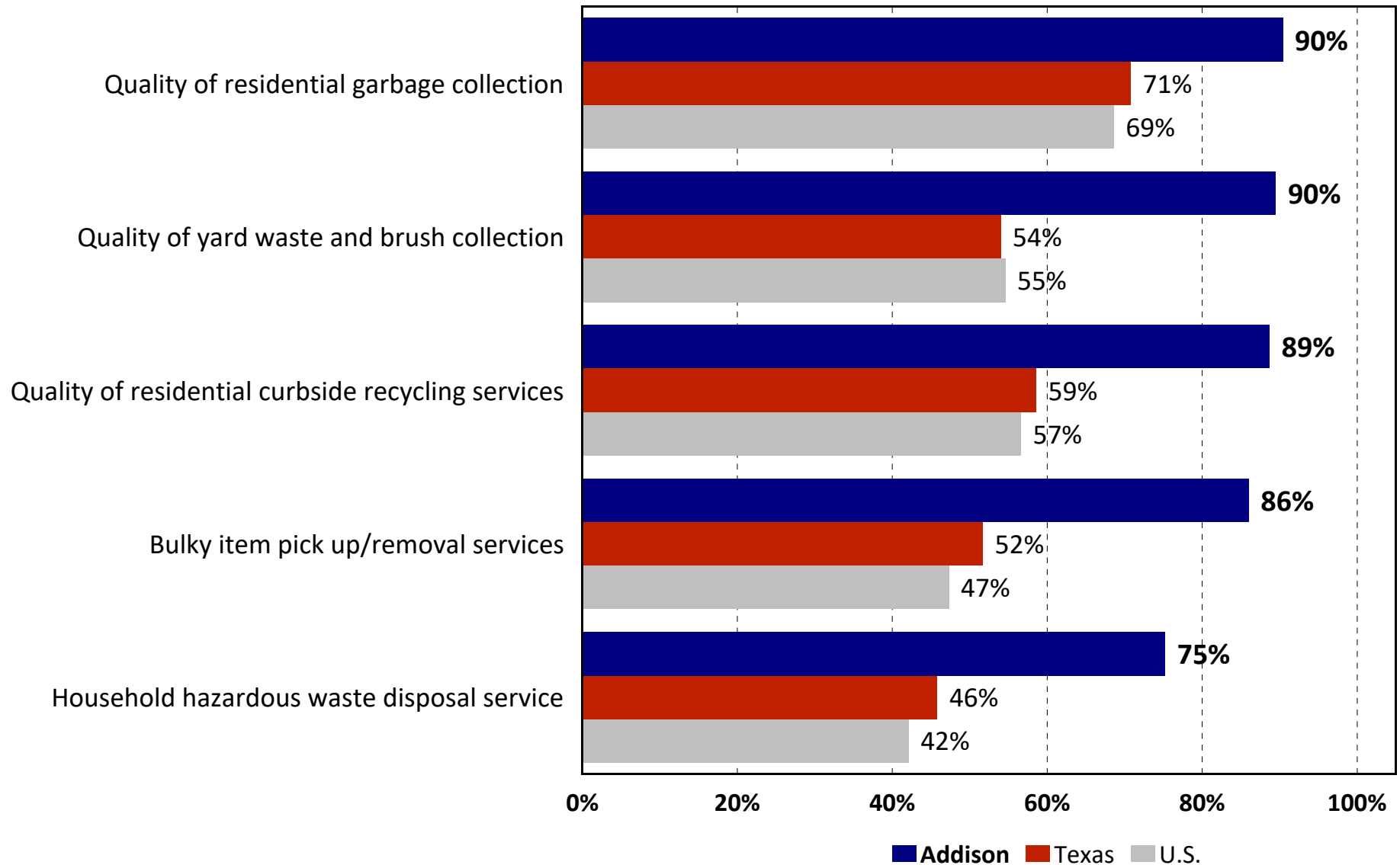
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Solid Waste

Addison vs. Texas vs. the U.S.

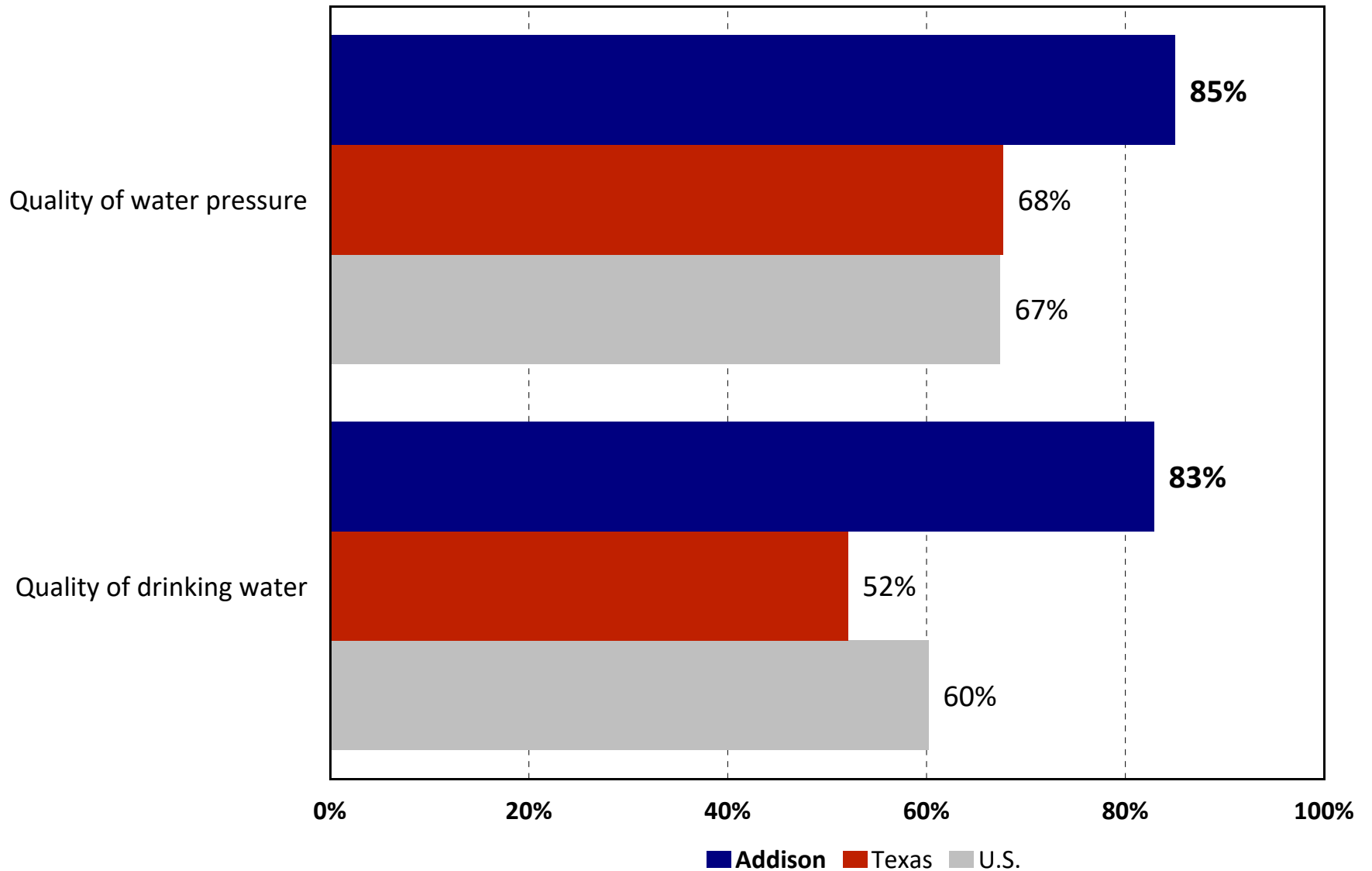
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Water Services

Addison vs. Texas vs. the U.S.

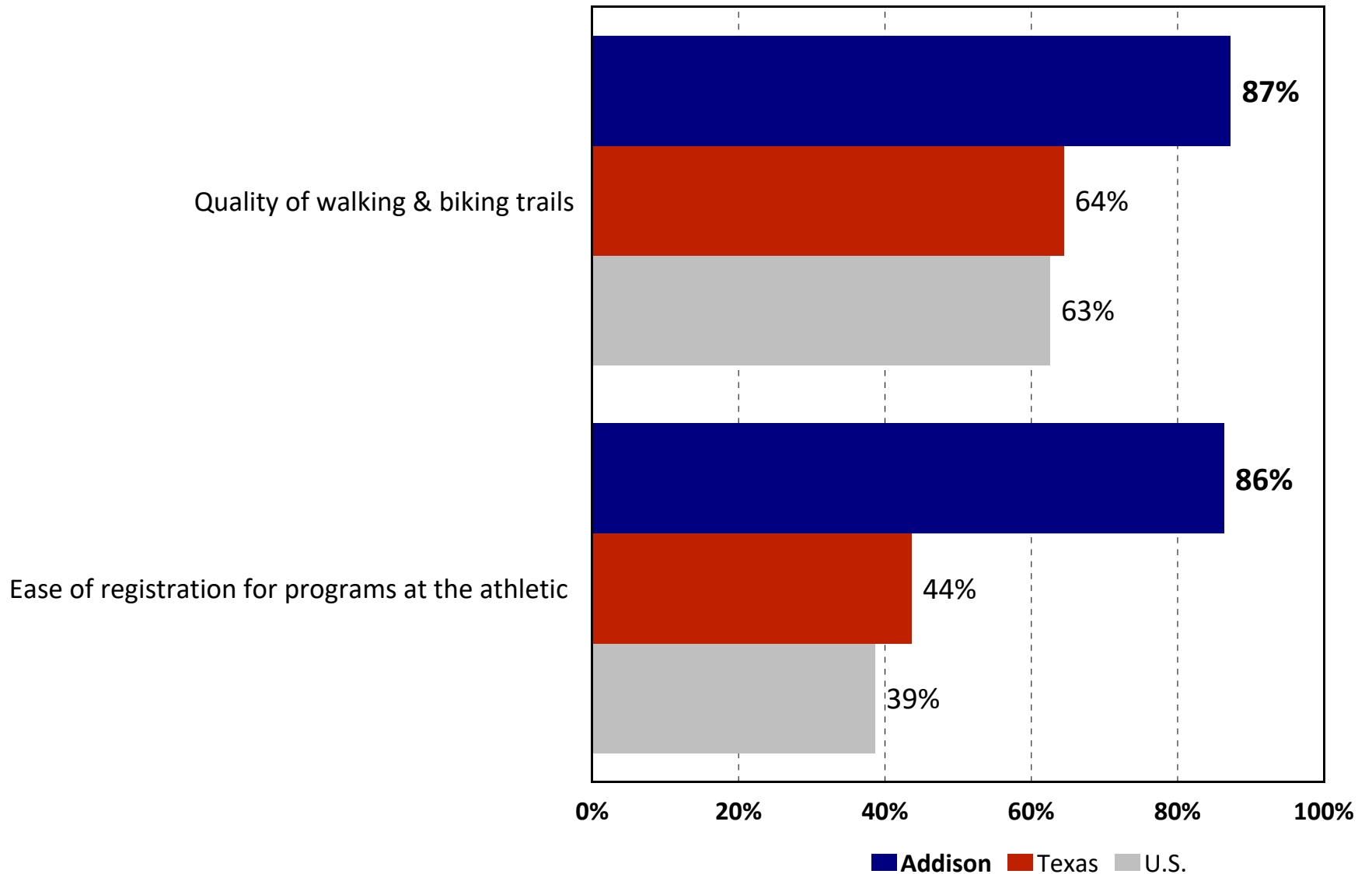
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Parks and Recreation

Addison vs. Texas vs. the U.S.

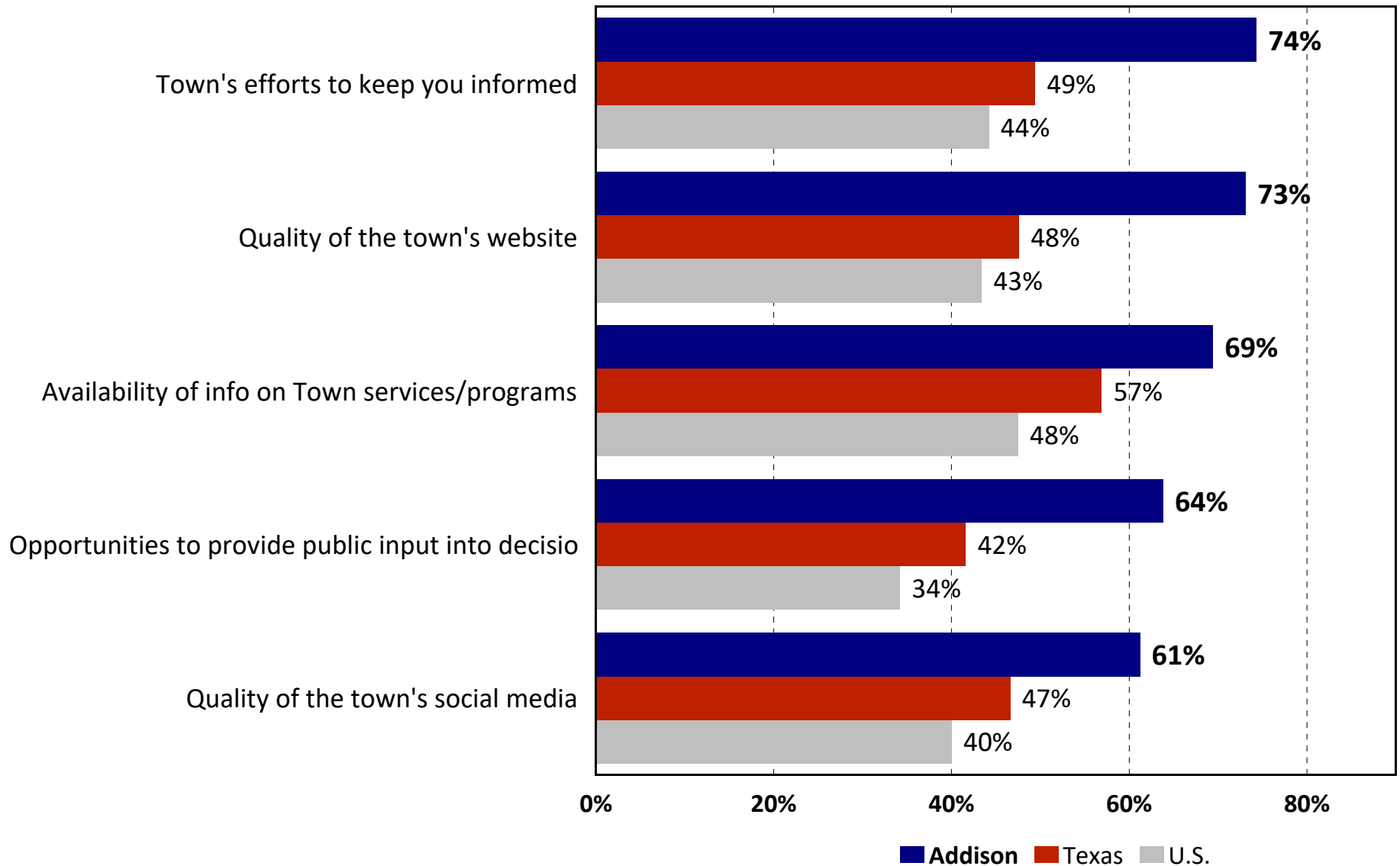
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with 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)



A graphic consisting of a dark blue horizontal bar. On the left side of the bar is a white circle with a dark blue outline, containing the number '5' in dark blue. To the right of the circle, the text 'Importance-Satisfaction Analysis' is written in white, bold, sans-serif font, with 'Importance-Satisfaction' on the top line and 'Analysis' on the bottom line.

5 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to residents; and (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Town to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the Town's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major Town services that should receive the most emphasis over the next two years. Nearly sixty percent (59.1%) of households selected "*Overall Maintenance of Town Streets*" as one of the most important services for the Town to emphasize.

With regard to satisfaction, 69.6% of respondents surveyed rated "*Overall Maintenance of Town Streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 59.1% was multiplied by 30.4% (1-0.696). This calculation yielded an I-S rating of 0.1797, which ranked second out of eleven categories of major Town services analyzed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the Town of Addison are provided on the following pages.

Importance-Satisfaction Rating

2021 Town of Addison

MAJOR CATEGORIES OF TOWN SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Overall flow of traffic & congestion management	54%	2	56%	11	0.2379	1
<u>High Priority (IS .10-.20)</u>						
Overall maintenance of Town streets	59%	1	70%	10	0.1797	2
<u>Medium Priority (IS <.10)</u>						
Overall enforcement of Town codes & ordinances	20%	5	75%	8	0.0506	3
Opportunities for community engagement - volunteer prgms	11%	10	71%	9	0.0322	4
Quality of parks & rec programs & facilities	33%	4	91%	2	0.0314	5
Effectiveness of communication with the public	16%	6	80%	6	0.0309	6
Quality of stormwater runoff/management system	12%	8	79%	7	0.0249	7
Overall maintenance of Town buildings & facilities	11%	9	85%	5	0.0166	8
Quality of police, fire, & EMS	39%	3	96%	1	0.0158	9
Quality of Town water & sewer services	13%	7	91%	3	0.0124	10
Quality of customer service from Town employees	6%	11	86%	4	0.0082	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

2021 Town of Addison

INFRASTRUCTURE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Traffic flow on major town streets	38%	2	51%	10	0.1876	1
Condition of major town streets	39%	1	60%	8	0.1536	2
Medium Priority (IS <.10)						
Timing of traffic signals on town streets	20%	3	59%	9	0.0836	3
Pedestrian accessibility	17%	4	63%	7	0.0631	4
Condition of pavement markings on town streets	7%	10	66%	6	0.0243	5
Appearance/condition of medians & public areas	11%	7	71%	5	0.0316	6
Adequacy of street lighting in your neighborhood	15%	6	72%	4	0.0416	7
Condition of streets in your neighborhood	16%	5	77%	3	0.0371	8
Condition of landscaping along public streets	10%	8	78%	2	0.0227	9
Overall cleanliness of streets & public areas	10%	9	81%	1	0.0177	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

2021 Town of Addison

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Visibility of police in neighborhoods	40%	1	74%	7	0.1049	1
Medium Priority (IS <.10)						
Visibility of police in retail areas	25%	2	63%	11	0.0933	2
Quality of police community outreach programs	10%	7	56%	13	0.0425	3
Communication w/ the public via social media	9%	8	61%	12	0.0361	4
Enforcement of traffic laws	12%	4	70%	9	0.0343	5
Quality of animal control services	8%	9	72%	8	0.0226	6
Quality of fire community outreach programs	10%	6	80%	6	0.0201	7
Quality of police protection	24%	3	93%	3	0.0176	8
Police response time	7%	10	86%	5	0.0104	9
Quality of fire protection	10%	5	92%	4	0.0078	10
Fire/EMS emergency response times	7%	11	93%	2	0.0045	11
Quality & accessibility of municipal court services	1%	13	66%	10	0.0034	12
Quality of emergency medical services	4%	12	94%	1	0.0024	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Tabular Data

Q1. Town Services. Please rate your overall satisfaction with each of the following major categories of services provided by Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q1-1. Overall quality of police, fire, & emergency medical services	73.8%	16.2%	3.2%	0.2%	0.2%	6.2%
Q1-2. Overall quality of Town parks & recreation programs & facilities	54.4%	34.4%	6.7%	1.7%	0.7%	2.0%
Q1-3. Overall maintenance of Town streets	36.2%	32.9%	17.2%	10.5%	2.5%	0.7%
Q1-4. Overall maintenance of Town buildings & facilities	42.6%	33.7%	11.2%	1.7%	0.2%	10.5%
Q1-5. Overall quality of Town water & sewer services	54.6%	33.2%	4.5%	3.5%	1.2%	3.0%
Q1-6. Overall enforcement of Town codes & ordinances	34.9%	29.9%	15.0%	3.2%	3.2%	13.7%
Q1-7. Overall quality of customer service you receive from Town employees	55.4%	22.2%	10.2%	1.7%	1.0%	9.5%
Q1-8. Overall effectiveness of Town communication with the public	43.6%	33.4%	15.0%	3.0%	1.0%	4.0%
Q1-9. Overall quality of Town's stormwater runoff/storm water management system	35.2%	31.7%	13.5%	3.5%	0.7%	15.5%
Q1-10. Overall flow of traffic & congestion management in Town	19.2%	35.9%	22.7%	15.7%	5.5%	1.0%
Q1-11. Opportunities for community engagement through volunteer programs (e.g., advocates, special events, park projects)	30.4%	24.4%	19.5%	2.2%	0.7%	22.7%

WITHOUT DON'T KNOW

Q1. Town Services. Please rate your overall satisfaction with each of the following major categories of services provided by Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police, fire, & emergency medical services	78.7%	17.3%	3.5%	0.3%	0.3%
Q1-2. Overall quality of Town parks & recreation programs & facilities	55.5%	35.1%	6.9%	1.8%	0.8%
Q1-3. Overall maintenance of Town streets	36.4%	33.2%	17.3%	10.6%	2.5%
Q1-4. Overall maintenance of Town buildings & facilities	47.6%	37.6%	12.5%	1.9%	0.3%
Q1-5. Overall quality of Town water & sewer services	56.3%	34.2%	4.6%	3.6%	1.3%
Q1-6. Overall enforcement of Town codes & ordinances	40.5%	34.7%	17.3%	3.8%	3.8%
Q1-7. Overall quality of customer service you receive from Town employees	61.2%	24.5%	11.3%	1.9%	1.1%
Q1-8. Overall effectiveness of Town communication with the public	45.5%	34.8%	15.6%	3.1%	1.0%
Q1-9. Overall quality of Town's stormwater runoff/storm water management system	41.6%	37.5%	15.9%	4.1%	0.9%
Q1-10. Overall flow of traffic & congestion management in Town	19.4%	36.3%	22.9%	15.9%	5.5%
Q1-11. Opportunities for community engagement through volunteer programs (e.g., advocates, special events, park projects)	39.4%	31.6%	25.2%	2.9%	1.0%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Q2. Top choice	Number	Percent
Overall quality of police, fire, & emergency medical services	96	23.9 %
Overall quality of Town parks & recreation programs & facilities	45	11.2 %
Overall maintenance of Town streets	90	22.4 %
Overall maintenance of Town buildings & facilities	8	2.0 %
Overall quality of Town water & sewer services	6	1.5 %
Overall enforcement of Town codes & ordinances	21	5.2 %
Overall quality of customer service you receive from Town employees	4	1.0 %
Overall effectiveness of Town communication with the public	12	3.0 %
Overall quality of Town's stormwater runoff/storm water management system	14	3.5 %
Overall flow of traffic & congestion management in Town	78	19.5 %
Opportunities for community engagement through volunteer programs (e.g., advocates, special events, park projects)	5	1.2 %
None chosen	22	5.5 %
Total	401	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Overall quality of police, fire, & emergency medical services	28	7.0 %
Overall quality of Town parks & recreation programs & facilities	48	12.0 %
Overall maintenance of Town streets	93	23.2 %
Overall maintenance of Town buildings & facilities	11	2.7 %
Overall quality of Town water & sewer services	24	6.0 %
Overall enforcement of Town codes & ordinances	25	6.2 %
Overall quality of customer service you receive from Town employees	12	3.0 %
Overall effectiveness of Town communication with the public	17	4.2 %
Overall quality of Town's stormwater runoff/storm water management system	15	3.7 %
Overall flow of traffic & congestion management in Town	85	21.2 %
Opportunities for community engagement through volunteer programs (e.g., advocates, special events, park projects)	11	2.7 %
None chosen	32	8.0 %
Total	401	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Overall quality of police, fire, & emergency medical services	31	7.7 %
Overall quality of Town parks & recreation programs & facilities	41	10.2 %
Overall maintenance of Town streets	54	13.5 %
Overall maintenance of Town buildings & facilities	26	6.5 %
Overall quality of Town water & sewer services	22	5.5 %
Overall enforcement of Town codes & ordinances	36	9.0 %
Overall quality of customer service you receive from Town employees	7	1.7 %
Overall effectiveness of Town communication with the public	34	8.5 %
Overall quality of Town's stormwater runoff/storm water management system	19	4.7 %
Overall flow of traffic & congestion management in Town	52	13.0 %
Opportunities for community engagement through volunteer programs (e.g., advocates, special events, park projects)	29	7.2 %
None chosen	50	12.5 %
Total	401	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 3)

Q2. Sum of Top 3 Choices	Number	Percent
Overall quality of police, fire, & emergency medical services	155	38.7 %
Overall quality of Town parks & recreation programs & facilities	134	33.4 %
Overall maintenance of Town streets	237	59.1 %
Overall maintenance of Town buildings & facilities	45	11.2 %
Overall quality of Town water & sewer services	52	13.0 %
Overall enforcement of Town codes & ordinances	82	20.4 %
Overall quality of customer service you receive from Town employees	23	5.7 %
Overall effectiveness of Town communication with the public	63	15.7 %
Overall quality of Town's stormwater runoff/storm water management system	48	12.0 %
Overall flow of traffic & congestion management in Town	215	53.6 %
Opportunities for community engagement through volunteer programs (e.g., advocates, special events, park projects)	45	11.2 %
None chosen	22	5.5 %
Total	1121	

Q3. Perceptions. Please rate your satisfaction with each of the following items that may influence your perception of Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Addison as a place to live	70.1%	24.4%	3.5%	0.7%	0.2%	1.0%
Q3-2. Addison as a place to raise children	20.0%	15.7%	29.7%	4.2%	0.7%	29.7%
Q3-3. Addison as a place to work	43.1%	20.9%	14.5%	0.0%	0.5%	20.9%
Q3-4. Addison as a place to retire	51.4%	21.7%	13.2%	2.5%	1.7%	9.5%
Q3-5. Overall image of Addison	55.6%	35.2%	5.7%	3.0%	0.2%	0.2%
Q3-6. Overall quality of life in Addison	60.8%	32.9%	4.0%	1.5%	0.0%	0.7%
Q3-7. Overall quality of local government services	47.1%	32.4%	12.2%	3.2%	1.0%	4.0%
Q3-8. Addison as an entertainment destination	43.6%	33.4%	15.2%	2.5%	0.7%	4.5%
Q3-9. Overall quality of event programming (e.g., Taste Addison, Kaboom Town, Oktoberfest)	55.6%	27.9%	9.7%	1.0%	0.7%	5.0%
Q3-10. Overall appearance of Addison	46.4%	38.9%	9.7%	4.2%	0.5%	0.2%
Q3-11. Overall value you receive for your local tax dollars & fees	34.2%	37.2%	17.7%	5.7%	1.7%	3.5%
Q3-12. Overall trust level in Town staff to wisely use Town resources	31.2%	31.9%	19.5%	7.7%	2.5%	7.2%
Q3-13. Overall level of satisfaction of Town's stewardship of financial resources	29.7%	30.2%	20.4%	7.5%	2.7%	9.5%

WITHOUT DON'T KNOW

Q3. Perceptions. Please rate your satisfaction with each of the following items that may influence your perception of Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Addison as a place to live	70.8%	24.7%	3.5%	0.8%	0.3%
Q3-2. Addison as a place to raise children	28.4%	22.3%	42.2%	6.0%	1.1%
Q3-3. Addison as a place to work	54.6%	26.5%	18.3%	0.0%	0.6%
Q3-4. Addison as a place to retire	56.7%	24.0%	14.6%	2.8%	1.9%
Q3-5. Overall image of Addison	55.8%	35.3%	5.8%	3.0%	0.3%
Q3-6. Overall quality of life in Addison	61.3%	33.2%	4.0%	1.5%	0.0%
Q3-7. Overall quality of local government services	49.1%	33.8%	12.7%	3.4%	1.0%
Q3-8. Addison as an entertainment destination	45.7%	35.0%	15.9%	2.6%	0.8%
Q3-9. Overall quality of event programming (e.g., Taste Addison, Kaboom Town, Oktoberfest)	58.5%	29.4%	10.2%	1.0%	0.8%
Q3-10. Overall appearance of Addison	46.5%	39.0%	9.8%	4.3%	0.5%
Q3-11. Overall value you receive for your local tax dollars & fees	35.4%	38.5%	18.3%	5.9%	1.8%
Q3-12. Overall trust level in Town staff to wisely use Town resources	33.6%	34.4%	21.0%	8.3%	2.7%
Q3-13. Overall level of satisfaction of Town's stewardship of financial resources	32.8%	33.3%	22.6%	8.3%	3.0%

Q4. Infrastructure. Please rate your satisfaction with the following services provided by the Town using a scale of 1 to 5, where 5 means "Very Satisfied and 1 means "Very Dissatisfied."

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q4-1. Condition of major Town streets	17.5%	42.4%	18.2%	15.7%	5.5%	0.7%
Q4-2. Condition of streets in your neighborhood	33.7%	42.9%	12.0%	8.7%	2.0%	0.7%
Q4-3. Timing of traffic signals on Town streets	17.7%	40.1%	24.4%	13.5%	3.0%	1.2%
Q4-4. Traffic flow on major Town streets	12.7%	37.9%	26.4%	19.5%	3.0%	0.5%
Q4-5. Pedestrian accessibility (number/availability of sidewalks)	22.9%	37.7%	20.9%	11.5%	2.7%	4.2%
Q4-6. Appearance & condition of medians, rights-of-way, & public areas	29.2%	41.4%	19.7%	6.7%	2.0%	1.0%
Q4-7. Adequacy of street lighting in your neighborhood	30.9%	39.7%	15.7%	10.0%	2.2%	1.5%
Q4-8. Condition of pavement markings on Town streets	22.2%	41.9%	21.9%	8.5%	2.2%	3.2%
Q4-9. Overall cleanliness of streets & public areas	38.2%	42.9%	12.5%	5.2%	0.7%	0.5%
Q4-10. Condition of landscaping along public streets	37.4%	39.9%	14.5%	5.2%	2.5%	0.5%

WITHOUT DON'T KNOW

Q4. Infrastructure. Please rate your satisfaction with the following services provided by the Town using a scale of 1 to 5, where 5 means "Very Satisfied and 1 means "Very Dissatisfied." (without "don't know")

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Condition of major Town streets	17.6%	42.7%	18.3%	15.8%	5.5%
Q4-2. Condition of streets in your neighborhood	33.9%	43.2%	12.1%	8.8%	2.0%
Q4-3. Timing of traffic signals on Town streets	17.9%	40.7%	24.7%	13.6%	3.0%
Q4-4. Traffic flow on major Town streets	12.8%	38.1%	26.6%	19.5%	3.0%
Q4-5. Pedestrian accessibility (number/availability of sidewalks)	24.0%	39.3%	21.9%	12.0%	2.9%
Q4-6. Appearance & condition of medians, rights-of-way, & public areas	29.5%	41.8%	19.9%	6.8%	2.0%
Q4-7. Adequacy of street lighting in your neighborhood	31.4%	40.3%	15.9%	10.1%	2.3%
Q4-8. Condition of pavement markings on Town streets	22.9%	43.3%	22.7%	8.8%	2.3%
Q4-9. Overall cleanliness of streets & public areas	38.3%	43.1%	12.5%	5.3%	0.8%
Q4-10. Condition of landscaping along public streets	37.6%	40.1%	14.5%	5.3%	2.5%

Q5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major Town streets	121	30.2 %
Condition of streets in your neighborhood	25	6.2 %
Timing of traffic signals on Town streets	47	11.7 %
Traffic flow on major Town streets	70	17.5 %
Pedestrian accessibility (number/availability of sidewalks)	36	9.0 %
Appearance & condition of medians, rights-of-way, & public areas	12	3.0 %
Adequacy of street lighting in your neighborhood	23	5.7 %
Condition of pavement markings on Town streets	11	2.7 %
Overall cleanliness of streets & public areas	14	3.5 %
Condition of landscaping along public streets	15	3.7 %
None chosen	27	6.7 %
Total	401	100.0 %

Q5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major Town streets	34	8.5 %
Condition of streets in your neighborhood	40	10.0 %
Timing of traffic signals on Town streets	34	8.5 %
Traffic flow on major Town streets	83	20.7 %
Pedestrian accessibility (number/availability of sidewalks)	33	8.2 %
Appearance & condition of medians, rights-of-way, & public areas	32	8.0 %
Adequacy of street lighting in your neighborhood	36	9.0 %
Condition of pavement markings on Town streets	18	4.5 %
Overall cleanliness of streets & public areas	24	6.0 %
Condition of landscaping along public streets	26	6.5 %
None chosen	41	10.2 %
Total	401	100.0 %

SUM OF TOP 2 CHOICES**Q5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 2)**

<u>Q5. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Condition of major Town streets	155	38.7 %
Condition of streets in your neighborhood	65	16.2 %
Timing of traffic signals on Town streets	81	20.2 %
Traffic flow on major Town streets	153	38.2 %
Pedestrian accessibility (number/availability of sidewalks)	69	17.2 %
Appearance & condition of medians, rights-of-way, & public areas	44	11.0 %
Adequacy of street lighting in your neighborhood	59	14.7 %
Condition of pavement markings on Town streets	29	7.2 %
Overall cleanliness of streets & public areas	38	9.5 %
Condition of landscaping along public streets	41	10.2 %
None chosen	27	6.7 %
Total	761	

Q6. Feeling of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=401)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6-1. In your neighborhood during the day	72.3%	23.9%	2.5%	1.0%	0.0%	0.2%
Q6-2. In your neighborhood at night	39.7%	43.6%	10.5%	5.2%	0.2%	0.7%
Q6-3. In Town's parks, trails, & recreational areas	34.2%	42.9%	15.5%	3.0%	0.5%	4.0%
Q6-4. In commercial & retail areas	30.9%	48.9%	13.7%	4.2%	0.2%	2.0%
Q6-5. Overall feeling of safety in Town	38.7%	51.6%	7.2%	1.7%	0.2%	0.5%
Q6-6. Traveling by bicycle in Addison	12.5%	17.5%	16.0%	9.2%	4.0%	40.9%
Q6-7. Dining after dark	36.7%	46.9%	10.5%	2.7%	0.5%	2.7%

WITHOUT DON'T KNOW

Q6. Feeling of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=401)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. In your neighborhood during the day	72.5%	24.0%	2.5%	1.0%	0.0%
Q6-2. In your neighborhood at night	39.9%	44.0%	10.6%	5.3%	0.3%
Q6-3. In Town's parks, trails, & recreational areas	35.6%	44.7%	16.1%	3.1%	0.5%
Q6-4. In commercial & retail areas	31.6%	49.9%	14.0%	4.3%	0.3%
Q6-5. Overall feeling of safety in Town	38.8%	51.9%	7.3%	1.8%	0.3%
Q6-6. Traveling by bicycle in Addison	21.1%	29.5%	27.0%	15.6%	6.8%
Q6-7. Dining after dark	37.7%	48.2%	10.8%	2.8%	0.5%

Q7. Police, Fire, and Emergency Services. Please rate your satisfaction with the following public safety services provided by the Town of Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q7-1. Quality of police protection	60.3%	26.2%	5.0%	1.5%	0.5%	6.5%
Q7-2. Visibility of police in neighborhoods	39.4%	32.7%	15.7%	8.7%	1.5%	2.0%
Q7-3. Visibility of police in retail areas	27.9%	29.4%	23.9%	9.0%	1.2%	8.5%
Q7-4. Police response time	39.2%	20.2%	8.2%	1.2%	0.5%	30.7%
Q7-5. Efforts to communicate with the public via social media	20.0%	20.0%	22.9%	2.0%	0.7%	34.4%
Q7-6. Quality of police community outreach programs (e.g., safety seminars)	15.7%	16.0%	19.7%	3.0%	2.0%	43.6%
Q7-7. Enforcement of traffic laws	25.9%	33.4%	18.7%	5.7%	0.7%	15.5%
Q7-8. Quality of animal control services	23.9%	27.7%	14.2%	4.0%	2.0%	28.2%
Q7-9. Quality & accessibility of municipal court services (e.g., traffic, collections, fines)	16.7%	18.0%	17.2%	0.5%	0.5%	47.1%
Q7-10. Quality of fire protection	57.6%	23.9%	6.2%	0.2%	0.2%	11.7%
Q7-11. Quality of fire emergency medical services	57.1%	21.4%	4.5%	0.2%	0.0%	16.7%
Q7-12. Fire/EMS emergency response times	54.6%	15.2%	5.0%	0.0%	0.2%	24.9%
Q7-13. Quality of fire community outreach programs (e.g., CPR class, smoke alarm battery program, etc.)	35.7%	23.4%	12.2%	1.7%	1.0%	25.9%

WITHOUT DON'T KNOW

Q7. Police, Fire, and Emergency Services. Please rate your satisfaction with the following public safety services provided by the Town of Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Quality of police protection	64.5%	28.0%	5.3%	1.6%	0.5%
Q7-2. Visibility of police in neighborhoods	40.2%	33.3%	16.0%	8.9%	1.5%
Q7-3. Visibility of police in retail areas	30.5%	32.2%	26.2%	9.8%	1.4%
Q7-4. Police response time	56.5%	29.1%	11.9%	1.8%	0.7%
Q7-5. Efforts to communicate with the public via social media	30.4%	30.4%	35.0%	3.0%	1.1%
Q7-6. Quality of police community outreach programs (e.g., safety seminars)	27.9%	28.3%	35.0%	5.3%	3.5%
Q7-7. Enforcement of traffic laws	30.7%	39.5%	22.1%	6.8%	0.9%
Q7-8. Quality of animal control services	33.3%	38.5%	19.8%	5.6%	2.8%
Q7-9. Quality & accessibility of municipal court services (e.g., traffic, collections, fines)	31.6%	34.0%	32.5%	0.9%	0.9%
Q7-10. Quality of fire protection	65.3%	27.1%	7.1%	0.3%	0.3%
Q7-11. Quality of fire emergency medical services	68.6%	25.7%	5.4%	0.3%	0.0%
Q7-12. Fire/EMS emergency response times	72.8%	20.3%	6.6%	0.0%	0.3%
Q7-13. Quality of fire community outreach programs (e.g., CPR class, smoke alarm battery program, etc.)	48.1%	31.6%	16.5%	2.4%	1.3%

Q8. Which TWO of the items listed in Question 7 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	76	19.0 %
Visibility of police in neighborhoods	104	25.9 %
Visibility of police in retail areas	42	10.5 %
Police response time	15	3.7 %
Efforts to communicate with the public via social media	18	4.5 %
Quality of police community outreach programs (e.g., safety seminars)	19	4.7 %
Enforcement of traffic laws	22	5.5 %
Quality of animal control services	14	3.5 %
Quality & accessibility of municipal court services (e.g., traffic, collections, fines)	2	0.5 %
Quality of fire protection	8	2.0 %
Quality of fire emergency medical services	3	0.7 %
Fire/EMS emergency response times	4	1.0 %
Quality of fire community outreach programs (e.g., CPR class, smoke alarm battery program, etc.)	17	4.2 %
<u>None chosen</u>	<u>57</u>	<u>14.2 %</u>
Total	401	100.0 %

Q8. Which TWO of the items listed in Question 7 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	18	4.5 %
Visibility of police in neighborhoods	55	13.7 %
Visibility of police in retail areas	58	14.5 %
Police response time	14	3.5 %
Efforts to communicate with the public via social media	19	4.7 %
Quality of police community outreach programs (e.g., safety seminars)	20	5.0 %
Enforcement of traffic laws	24	6.0 %
Quality of animal control services	18	4.5 %
Quality & accessibility of municipal court services (e.g., traffic, collections, fines)	2	0.5 %
Quality of fire protection	33	8.2 %
Quality of fire emergency medical services	14	3.5 %
Fire/EMS emergency response times	22	5.5 %
Quality of fire community outreach programs (e.g., CPR class, smoke alarm battery program, etc.)	23	5.7 %
<u>None chosen</u>	<u>81</u>	<u>20.2 %</u>
Total	401	100.0 %

SUM OF TOP 2 CHOICES**Q8. Which TWO of the items listed in Question 7 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 2)**

<u>Q8. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	94	23.4 %
Visibility of police in neighborhoods	159	39.7 %
Visibility of police in retail areas	100	24.9 %
Police response time	29	7.2 %
Efforts to communicate with the public via social media	37	9.2 %
Quality of police community outreach programs (e.g., safety seminars)	39	9.7 %
Enforcement of traffic laws	46	11.5 %
Quality of animal control services	32	8.0 %
Quality & accessibility of municipal court services (e.g., traffic, collections, fines)	4	1.0 %
Quality of fire protection	41	10.2 %
Quality of fire emergency medical services	17	4.2 %
Fire/EMS emergency response times	26	6.5 %
Quality of fire community outreach programs (e.g., CPR class, smoke alarm battery program, etc.)	40	10.0 %
None chosen	57	14.2 %
Total	721	

Q9. Code Enforcement. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Overall responsiveness of Town code enforcement staff	17.2%	22.9%	13.0%	3.5%	2.5%	40.9%
Q9-2. Town effort to enforce code violations	15.7%	20.9%	17.7%	5.0%	3.0%	37.7%
Q9-3. Clean-up of debris/litter	43.9%	32.2%	12.2%	7.0%	1.7%	3.0%
Q9-4. Efforts to enforce exterior maintenance & upkeep of residential property	24.9%	32.2%	17.7%	6.5%	3.7%	15.0%
Q9-5. Cleanliness in your neighborhood	42.1%	40.9%	10.2%	4.5%	1.0%	1.2%

WITHOUT DON'T KNOW

Q9. Code Enforcement. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Overall responsiveness of Town code enforcement staff	29.1%	38.8%	21.9%	5.9%	4.2%
Q9-2. Town effort to enforce code violations	25.2%	33.6%	28.4%	8.0%	4.8%
Q9-3. Clean-up of debris/litter	45.2%	33.2%	12.6%	7.2%	1.8%
Q9-4. Efforts to enforce exterior maintenance & upkeep of residential property	29.3%	37.8%	20.8%	7.6%	4.4%
Q9-5. Cleanliness in your neighborhood	42.7%	41.4%	10.4%	4.5%	1.0%

Q10. Economic Development. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q10-1. Variety of housing options	23.4%	34.9%	22.2%	9.0%	2.2%	8.2%
Q10-2. Public places where people want to spend time	34.7%	45.1%	12.5%	2.7%	0.7%	4.2%
Q10-3. Availability of employment opportunities	18.7%	19.7%	18.7%	1.0%	0.7%	41.1%
Q10-4. Availability of shopping options	31.4%	37.7%	19.5%	7.5%	1.5%	2.5%
Q10-5. Availability of dining options	61.3%	29.2%	5.5%	2.7%	0.0%	1.2%
Q10-6. Availability of entertainment options	38.2%	38.9%	16.0%	3.2%	0.0%	3.7%
Q10-7. Availability of lodging options	35.7%	34.9%	13.5%	1.7%	0.5%	13.7%
Q10-8. Overall quality of business & service establishments in Addison	36.7%	43.4%	14.7%	1.2%	0.2%	3.7%
Q10-9. Overall quality of new residential development	18.0%	28.9%	22.2%	8.0%	5.0%	18.0%
Q10-10. Overall quality of new commercial development	18.7%	32.9%	23.2%	5.5%	1.2%	18.5%

WITHOUT DON'T KNOW**Q10. Economic Development. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Variety of housing options	25.5%	38.0%	24.2%	9.8%	2.4%
Q10-2. Public places where people want to spend time	36.2%	47.1%	13.0%	2.9%	0.8%
Q10-3. Availability of employment opportunities	31.8%	33.5%	31.8%	1.7%	1.3%
Q10-4. Availability of shopping options	32.2%	38.6%	19.9%	7.7%	1.5%
Q10-5. Availability of dining options	62.1%	29.5%	5.6%	2.8%	0.0%
Q10-6. Availability of entertainment options	39.6%	40.4%	16.6%	3.4%	0.0%
Q10-7. Availability of lodging options	41.3%	40.5%	15.6%	2.0%	0.6%
Q10-8. Overall quality of business & service establishments in Addison	38.1%	45.1%	15.3%	1.3%	0.3%
Q10-9. Overall quality of new residential development	21.9%	35.3%	27.1%	9.7%	6.1%
Q10-10. Overall quality of new commercial development	22.9%	40.4%	28.4%	6.7%	1.5%

Q11. Solid Waste Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q11-1. Quality of residential garbage collection	58.6%	25.9%	4.7%	3.5%	0.7%	6.5%
Q11-2. Quality of residential curbside recycling services	56.1%	23.9%	5.5%	3.0%	1.7%	9.7%
Q11-3. Quality of yard waste & brush collection	55.9%	20.2%	5.2%	2.5%	1.2%	15.0%
Q11-4. Bulky item pick up/removal services (e.g., old furniture, appliances)	53.6%	18.0%	8.5%	2.0%	1.2%	16.7%
Q11-5. Household hazardous waste disposal service (e.g., fertilizers, household chemicals, antifreeze)	34.2%	13.5%	12.0%	3.0%	0.7%	36.7%
Q11-6. Electronic waste disposal service (e.g., televisions, computers, fax machines, CD/DVD players)	29.7%	14.0%	12.5%	4.7%	1.2%	37.9%

WITHOUT DON'T KNOW**Q11. Solid Waste Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Quality of residential garbage collection	62.7%	27.7%	5.1%	3.7%	0.8%
Q11-2. Quality of residential curbside recycling services	62.2%	26.5%	6.1%	3.3%	1.9%
Q11-3. Quality of yard waste & brush collection	65.7%	23.8%	6.2%	2.9%	1.5%
Q11-4. Bulky item pick up/removal services (e.g., old furniture, appliances)	64.4%	21.6%	10.2%	2.4%	1.5%
Q11-5. Household hazardous waste disposal service (e.g., fertilizers, household chemicals, antifreeze)	53.9%	21.3%	18.9%	4.7%	1.2%
Q11-6. Electronic waste disposal service (e.g., televisions, computers, fax machines, CD/DVD players)	47.8%	22.5%	20.1%	7.6%	2.0%

Q12. Is 48 hours an adequate amount of time to notify town staff for bulk pick-up?

Q12. Is 48-hour an adequate amount of time to notify Town staff for bulk pick-up	Number	Percent
Yes	316	78.8 %
No	21	5.2 %
Don't know	64	16.0 %
Total	401	100.0 %

Q13. Water Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Quality of water services customer service	44.6%	25.9%	9.0%	2.0%	1.0%	17.5%
Q13-2. Quality of drinking water	47.1%	32.4%	13.0%	2.5%	1.0%	4.0%
Q13-3. Quality of water pressure	49.9%	33.9%	9.0%	3.2%	2.5%	1.5%

WITHOUT DON'T KNOW

Q13. Water Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Quality of water services customer service	54.1%	31.4%	10.9%	2.4%	1.2%
Q13-2. Quality of drinking water	49.1%	33.8%	13.5%	2.6%	1.0%
Q13-3. Quality of water pressure	50.6%	34.4%	9.1%	3.3%	2.5%

Q14. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q14-1. Quality of Town parks	50.9%	39.2%	5.5%	1.2%	0.5%	2.7%
Q14-2. Number of Town parks	49.9%	36.2%	8.0%	2.0%	0.5%	3.5%
Q14-3. Quality of walking & biking trails	46.9%	37.4%	8.0%	3.7%	0.7%	3.2%
Q14-4. Number of walking & biking trails	40.1%	34.2%	12.5%	7.7%	0.7%	4.7%
Q14-5. Quality of maintenance of Town parks	48.9%	35.7%	8.2%	2.5%	0.5%	4.2%
Q14-6. Ease of registration for programs at the athletic club	45.9%	23.4%	8.0%	1.7%	1.2%	19.7%
Q14-7. Quality of dog parks	21.9%	21.4%	17.5%	3.0%	0.7%	35.4%
Q14-8. Eco-friendly initiatives in Town parks (e.g., pollinator patches, water conservation, organic maintenance)	23.4%	22.7%	17.7%	2.0%	0.7%	33.4%
Q14-9. Quality of public art	32.2%	28.9%	20.9%	5.0%	2.0%	11.0%

WITHOUT DON'T KNOW

Q14. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Quality of Town parks	52.3%	40.3%	5.6%	1.3%	0.5%
Q14-2. Number of Town parks	51.7%	37.5%	8.3%	2.1%	0.5%
Q14-3. Quality of walking & biking trails	48.5%	38.7%	8.2%	3.9%	0.8%
Q14-4. Number of walking & biking trails	42.1%	35.9%	13.1%	8.1%	0.8%
Q14-5. Quality of maintenance of Town parks	51.0%	37.2%	8.6%	2.6%	0.5%
Q14-6. Ease of registration for programs at the athletic club	57.1%	29.2%	9.9%	2.2%	1.6%
Q14-7. Quality of dog parks	34.0%	33.2%	27.0%	4.6%	1.2%
Q14-8. Eco-friendly initiatives in Town parks (e.g., pollinator patches, water conservation, organic maintenance)	35.2%	34.1%	26.6%	3.0%	1.1%
Q14-9. Quality of public art	36.1%	32.5%	23.5%	5.6%	2.2%

Q15. Addison Athletic Club. On average, how often have you or members of your household used each of the following Town of Addison recreational activities in the past 12 months? (without "not provided")

(N=401)

	Daily	Weekly	Monthly	Once or twice/ year	Seldom	Never
Q15-1. Pickleball	1.6%	3.1%	1.3%	2.9%	5.7%	85.4%
Q15-2. Tennis	0.3%	2.1%	3.1%	3.9%	9.7%	80.9%
Q15-3. Indoor pool	2.3%	4.9%	6.2%	13.7%	14.7%	58.2%
Q15-4. Hot tub	1.6%	2.3%	6.0%	9.6%	11.7%	68.9%
Q15-5. Dry sauna	1.0%	4.9%	5.2%	9.4%	11.9%	67.5%
Q15-6. Steam room	2.6%	4.9%	5.2%	9.1%	10.9%	67.3%
Q15-7. Racquetball	1.0%	1.3%	2.4%	7.3%	12.1%	75.9%
Q15-8. Cardio equipment	10.5%	18.9%	13.4%	9.7%	12.3%	35.2%
Q15-9. Weight equipment	10.2%	19.4%	12.9%	11.5%	11.3%	34.6%
Q15-10. Basketball gym	1.8%	5.5%	7.9%	6.9%	12.1%	65.7%
Q15-11. Locker room	8.6%	15.7%	10.2%	8.9%	14.1%	42.4%
Q15-12. Locker in locker room	8.0%	13.8%	9.0%	8.0%	11.1%	50.1%
Q15-13. Exercise class	1.9%	8.8%	7.4%	8.5%	13.3%	60.2%
Q15-14. Attend a program or trip	0.5%	2.4%	4.8%	10.3%	14.6%	67.5%
Q15-15. Outdoor pool	2.6%	9.4%	6.8%	13.0%	12.7%	55.6%
Q15-16. Youth camps	0.8%	0.8%	0.3%	1.1%	2.9%	94.1%

Q16. Please rate the importance of the following areas to focus funding for tax dollars using a scale of 1 to 5, where 5 means "Very Important" and 1 means "Not Important at All."

(N=401)

	Very important	Important	Neutral	Not important	Not important at all	Don't know
Q16-1. Economic development	44.1%	37.7%	11.0%	2.0%	0.2%	5.0%
Q16-2. Maintaining Town infrastructure	71.1%	23.4%	2.7%	0.2%	0.2%	2.2%
Q16-3. Transportation systems (e.g., streets, walking trails, bike paths, light rail)	55.1%	33.9%	7.5%	0.5%	1.0%	2.0%
Q16-4. Customer service (training for employees, competitive salaries, etc.)	29.2%	41.6%	20.9%	1.5%	0.2%	6.5%
Q16-5. Financial health (e.g., implement long-term financial plans, participate in best practices)	52.4%	29.2%	12.0%	0.5%	0.7%	5.2%
Q16-6. Optimizing Addison brand	26.4%	32.7%	24.9%	8.5%	2.5%	5.0%
Q16-7. Public safety (e.g., utilizing technology to enhance public safety, training for first responders)	61.8%	28.7%	5.0%	0.7%	0.5%	3.2%

WITHOUT DON'T KNOW

Q16. Please rate the importance of the following areas to focus funding for tax dollars using a scale of 1 to 5, where 5 means "Very Important" and 1 means "Not Important at All." (without "don't know")

(N=401)

	Very important	Important	Neutral	Not important	Not important at all
Q16-1. Economic development	46.5%	39.6%	11.5%	2.1%	0.3%
Q16-2. Maintaining Town infrastructure	72.7%	24.0%	2.8%	0.3%	0.3%
Q16-3. Transportation systems (e.g., streets, walking trails, bike paths, light rail)	56.2%	34.6%	7.6%	0.5%	1.0%
Q16-4. Customer service (training for employees, competitive salaries, etc.)	31.2%	44.5%	22.4%	1.6%	0.3%
Q16-5. Financial health (e.g., implement long-term financial plans, participate in best practices)	55.3%	30.8%	12.6%	0.5%	0.8%
Q16-6. Optimizing Addison brand	27.8%	34.4%	26.2%	8.9%	2.6%
Q16-7. Public safety (e.g., utilizing technology to enhance public safety, training for first responders)	63.9%	29.6%	5.2%	0.8%	0.5%

Q17. Events. How often do you attend the following events in Addison?

(N=401)

	Always attend	Sometimes attend	Never attend	Don't know
Q17-1. Taste Addison	18.7%	53.6%	23.4%	4.2%
Q17-2. Addison Kaboom Town	32.4%	44.9%	19.2%	3.5%
Q17-3. Addison Oktoberfest	23.4%	49.4%	23.4%	3.7%
Q17-4. Addison After Dark	7.2%	30.9%	53.4%	8.5%
Q17-5. Vitruvian Lights	29.2%	42.4%	24.7%	3.7%
Q17-6. Vitruvian Salsa Festival	3.5%	16.7%	67.6%	12.2%
Q17-7. Vitruvian Nights Live	6.5%	26.7%	56.1%	10.7%
Q17-8. Performance at Addison Theatre Centre (e.g., WaterTower Theatre, etc.)	7.2%	47.9%	37.7%	7.2%
Q17-9. Sustainability Day activities (recycling, paper shredding, etc.)	13.0%	26.4%	42.4%	18.2%

WITHOUT DON'T KNOW**Q17. Events. How often do you attend the following events in Addison? (without "don't know")**

(N=401)

	Always attend	Sometimes attend	Never attend
Q17-1. Taste Addison	19.5%	56.0%	24.5%
Q17-2. Addison Kaboom Town	33.6%	46.5%	19.9%
Q17-3. Addison Oktoberfest	24.4%	51.3%	24.4%
Q17-4. Addison After Dark	7.9%	33.8%	58.3%
Q17-5. Vitruvian Lights	30.3%	44.0%	25.6%
Q17-6. Vitruvian Salsa Festival	4.0%	19.0%	77.0%
Q17-7. Vitruvian Nights Live	7.3%	29.9%	62.8%
Q17-8. Performance at Addison Theatre Centre (e.g., WaterTower Theatre, etc.)	7.8%	51.6%	40.6%
Q17-9. Sustainability Day activities (recycling, paper shredding, etc.)	15.9%	32.3%	51.8%

Q18. Do you support the Town hosting a Community Garage Sale?

Q18. Do you support Town hosting a Community Garage Sale	Number	Percent
Yes	340	84.8 %
No	41	10.2 %
Not provided	20	5.0 %
Total	401	100.0 %

Q19. Have you participated in the Community Garage Sale?

Q19. Have you participated in Community Garage Sale	Number	Percent
Yes	113	28.2 %
No	288	71.8 %
Total	401	100.0 %

Q20. Customer Service. Have you called or visited the Town with a question, problem, or complaint during the past year?

Q20. Have you called or visited Town with a question, problem, or complaint during past year	Number	Percent
Yes	201	50.1 %
No	200	49.9 %
Total	401	100.0 %

Q20a. How did you contact the Town?

<u>Q20a. How did you contact Town</u>	<u>Number</u>	<u>Percent</u>
Phone	124	61.7 %
Email	34	16.9 %
Social media	2	1.0 %
FixIT Addison app	28	13.9 %
In person	10	5.0 %
Elected official	3	1.5 %
Total	201	100.0 %

Q20b. How easy or difficult was it to address your issue?

<u>Q20b. How easy or difficult was it to address your issue</u>	<u>Number</u>	<u>Percent</u>
Very easy	97	48.3 %
Somewhat easy	64	31.8 %
Difficult	19	9.5 %
Very difficult	19	9.5 %
Don't know	2	1.0 %
Total	201	100.0 %

Q21. Town Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Quality of Town's website	20.7%	43.6%	19.0%	4.0%	0.7%	12.0%
Q21-2. Quality of Town's social media (e.g., Facebook, Twitter)	14.7%	20.7%	20.4%	1.5%	0.5%	42.1%
Q21-3. Availability of information on Town services & programs	22.2%	40.1%	22.4%	4.0%	1.0%	10.2%
Q21-4. Town's efforts to keep you informed	30.2%	39.7%	19.7%	2.7%	1.7%	6.0%
Q21-5. Opportunities to provide public input into decisions	21.2%	33.2%	22.2%	5.5%	3.2%	14.7%

WITHOUT DON'T KNOW

Q21. Town Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Quality of Town's website	23.5%	49.6%	21.5%	4.5%	0.8%
Q21-2. Quality of Town's social media (e.g., Facebook, Twitter)	25.4%	35.8%	35.3%	2.6%	0.9%
Q21-3. Availability of information on Town services & programs	24.7%	44.7%	25.0%	4.4%	1.1%
Q21-4. Town's efforts to keep you informed	32.1%	42.2%	21.0%	2.9%	1.9%
Q21-5. Opportunities to provide public input into decisions	24.9%	38.9%	26.0%	6.4%	3.8%

Q22. Which of the following are your PRIMARY SOURCES of information about Town issues, services, and events?

Q22. What are your primary sources of information about Town issues, services, & events	Number	Percent
Town website	209	52.1 %
Local newspaper	32	8.0 %
Social networking site (Facebook, Twitter)	101	25.2 %
Word of mouth (friends/neighbors)	215	53.6 %
Town emails/project specific emails	201	50.1 %
Town weekly newsletter	159	39.7 %
Public meetings	67	16.7 %
NextDoor	78	19.5 %
Other	22	5.5 %
Total	1084	

Q22-9. Other

Q22-9. Other	Number	Percent
AAC	1	4.5 %
Athletic club	1	4.5 %
EVENT MAILINGS	1	4.5 %
MAIL FROM TOWN	1	4.5 %
Mail	1	4.5 %
Mail notes on door	1	4.5 %
Mailed information, postings on boards in Addison circle	1	4.5 %
Mailers	2	9.1 %
Mailers about events	1	4.5 %
Not paying attention	1	4.5 %
Oaks North HOA	1	4.5 %
Outdoor signage	1	4.5 %
Postcard mailed to me	2	9.1 %
Public postings on bike trails	1	4.5 %
Service center	1	4.5 %
Signage and public notices	1	4.5 %
Spectrum public channel	1	4.5 %
Street signs	1	4.5 %
TV news	1	4.5 %
Town of Addison mailings	1	4.5 %
Total	22	100.0 %

Q23. Which of the following best describes where you reside?

<u>Q23. What best describes where you reside</u>	<u>Number</u>	<u>Percent</u>
Apartment	35	8.7 %
Single family home	288	71.8 %
Condo	55	13.7 %
Duplex	13	3.2 %
Not provided	10	2.5 %
Total	401	100.0 %

Q24. Which of the following best describes your housing situation?

<u>Q24. What best describes your housing situation</u>	<u>Number</u>	<u>Percent</u>
Rent	220	54.9 %
Own your home	160	39.9 %
Live with another household	10	2.5 %
Not provided	11	2.7 %
Total	401	100.0 %

Q25. How many years have you lived in Addison?

<u>Q25. How many years have you lived in Addison</u>	<u>Number</u>	<u>Percent</u>
0-5	110	27.4 %
6-10	69	17.2 %
11-15	48	12.0 %
16-20	51	12.7 %
21-30	98	24.4 %
31+	13	3.2 %
Not provided	12	3.0 %
Total	401	100.0 %

Q26. What is your age?

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	72	18.0 %
35-44	79	19.7 %
45-54	81	20.2 %
55-64	78	19.5 %
65+	73	18.2 %
Not provided	18	4.5 %
Total	401	100.0 %

Q27. Which of the following best describes your race/ethnicity?

<u>Q27. What best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	40	10.0 %
Black/African American	56	14.0 %
Native American	4	1.0 %
White	229	57.1 %
Hispanic/Latino	99	24.7 %
Other	20	5.0 %
Total	448	

Q27-6. Self-describe your race/ethnicity:

<u>Q27-6. Other</u>	<u>Number</u>	<u>Percent</u>
European American	1	5.0 %
Middle Eastern	1	5.0 %
Mixed	16	80.0 %
Multiple races	1	5.0 %
South Asian	1	5.0 %
Total	20	100.0 %

Q28. Which of the following best describes your household income?

<u>Q28. What best describes your household income</u>	<u>Number</u>	<u>Percent</u>
Less than \$20K	18	4.5 %
\$20K to \$39,999	30	7.5 %
\$40K to \$59,999	40	10.0 %
\$60K to \$79,999	93	23.2 %
\$80K to \$149,999	81	20.2 %
\$150K+	77	19.2 %
Not provided	62	15.5 %
Total	401	100.0 %

Q29. Please indicate the highest level of education you have obtained.

<u>Q29. What is your level of education</u>	<u>Number</u>	<u>Percent</u>
High school/no degree	10	2.5 %
High school graduate or GED	44	11.0 %
Some college	44	11.0 %
Associate's degree	40	10.0 %
Bachelor's degree	140	34.9 %
Master's degree	83	20.7 %
Professional degree (JD, MD, DDC)	14	3.5 %
Doctorate degree (PhD, EdD)	10	2.5 %
Not provided	16	4.0 %
Total	401	100.0 %

Q30. Your gender:

<u>Q30. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	195	48.6 %
Female	203	50.6 %
Not provided	3	0.7 %
Total	401	100.0 %

Q31. How many people are in your household?

Q31. How many people are in your household	Number	Percent
1	132	32.9 %
2	171	42.6 %
3	53	13.2 %
4+	35	8.7 %
Not provided	10	2.5 %
Total	401	100.0 %

Q32. How many of the people in your household are under 18?

Q32. How many of people in your household are under 18	Number	Percent
0	316	78.8 %
1	48	12.0 %
2	31	7.7 %
3	6	1.5 %
Total	401	100.0 %

Q33. Please CHECK ALL of the following statements that apply to members of your household.

Q33. Which statements that apply to members of your household.	Number	Percent
Attend public school within district	16	18.8 %
Attend public school, but with out-of-district transfer	5	5.9 %
Attend private school	37	43.5 %
Home school	3	3.5 %
Charter school	3	3.5 %
Not applicable	21	24.7 %
Total	85	



Survey Instrument



Dear Addison Resident:

You have been selected to participate in a community survey designed to gather resident feedback on Town programs and services. Your input on the enclosed survey is extremely important. The City Council regularly makes decisions that affect a wide range of Town services including public safety, parks and recreation, economic development, streets, code enforcement, and others. To make sure that Addison's priorities are aligned with the needs of our residents, we need to know what you think.

We realize the survey takes a little time to complete, but every question is important. The time you invest in the survey will shape many of the decisions that will be made about the Town's future. Your responses will also allow Town leadership to identify and address many of the opportunities and challenges facing our community. Please return your completed survey sometime during the next week if possible in the enclosed postage paid envelope. Your responses will remain confidential.

If you prefer, you may complete the survey online at
www.addisonsurvey.org.

Please feel free to contact Bill Hawley, Director of Administrative Services, at 972-450-7016 or email him at bhawley@addisontx.gov if you should have any questions or require additional information.

Thank you again for taking time out of your schedule to help us make Addison a better community.

Sincerely,

Joe Chow
Mayor



2021 Town of Addison Citizen Satisfaction Survey

Please take a few minutes to complete this survey. Your input is an important part of the town's on-going effort to involve citizens in planning and investment decisions. If you have questions, please call Bill Hawley at 972-450-7016. Thank you!

1. **Town Services.** Please rate your overall satisfaction with each of the following major categories of services provided by Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Major Categories of Town Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of police, fire, and emergency medical services	5	4	3	2	1	9
02.	Overall quality of town parks and recreation programs and facilities	5	4	3	2	1	9
03.	Overall maintenance of town streets	5	4	3	2	1	9
04.	Overall maintenance of town buildings and facilities	5	4	3	2	1	9
05.	Overall quality of town water and sewer services	5	4	3	2	1	9
06.	Overall enforcement of town codes and ordinances	5	4	3	2	1	9
07.	Overall quality of customer service you receive from town employees	5	4	3	2	1	9
08.	Overall effectiveness of town communication with the public	5	4	3	2	1	9
09.	Overall quality of the town's stormwater runoff/storm water management system	5	4	3	2	1	9
10.	Overall flow of traffic and congestion management in the town	5	4	3	2	1	9
11.	Opportunities for community engagement through volunteer programs (e.g., Advocates, special events, park projects)	5	4	3	2	1	9

2. **Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from town leaders over the next TWO years?** *[Write in your answers below using the numbers from the list in Question 1.]*

1st: ____ 2nd: ____ 3rd: ____

3. **Perceptions.** Please rate your satisfaction with each of the following items that may influence your perception of Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Perceptions of the Town		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Addison as a place to live	5	4	3	2	1	9
02.	Addison as a place to raise children	5	4	3	2	1	9
03.	Addison as a place to work	5	4	3	2	1	9
04.	Addison as a place to retire	5	4	3	2	1	9
05.	Overall image of Addison	5	4	3	2	1	9
06.	Overall quality of life in Addison	5	4	3	2	1	9
07.	Overall quality of local government services	5	4	3	2	1	9
08.	Addison as an entertainment destination	5	4	3	2	1	9
09.	Overall quality of event programming (e.g., Taste Addison, Kaboom Town, Oktoberfest)	5	4	3	2	1	9
10.	Overall appearance of Addison	5	4	3	2	1	9
11.	Overall value you receive for your local tax dollars and fees	5	4	3	2	1	9
12.	Overall trust level in town staff to wisely use town resources	5	4	3	2	1	9
13.	Overall level of satisfaction of the town's stewardship of financial resources	5	4	3	2	1	9

4. Infrastructure. Please rate your satisfaction with the following services provided by the town using a scale of 1 to 5, where 5 means "Very Satisfied and 1 means "Very Dissatisfied."

Town Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Condition of major town streets	5	4	3	2	1	9
02.	Condition of streets in your neighborhood	5	4	3	2	1	9
03.	Timing of traffic signals on town streets	5	4	3	2	1	9
04.	Traffic flow on major town streets	5	4	3	2	1	9
05.	Pedestrian accessibility (number/availability of sidewalks)	5	4	3	2	1	9
06.	Appearance and condition of medians, rights-of-way, and public areas	5	4	3	2	1	9
07.	Adequacy of the street lighting in your neighborhood	5	4	3	2	1	9
08.	Condition of pavement markings on town streets	5	4	3	2	1	9
09.	Overall cleanliness of streets and public areas	5	4	3	2	1	9
10.	Condition of landscaping along public streets	5	4	3	2	1	9

5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from town leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 4.]

1st: ____ 2nd: ____

6. Feeling of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

Feeling of Safety		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In your neighborhood during the day	5	4	3	2	1	9
2.	In your neighborhood at night	5	4	3	2	1	9
3.	In the town's parks, trails, and recreational areas	5	4	3	2	1	9
4.	In commercial and retail areas	5	4	3	2	1	9
5.	Overall feeling of safety in the town	5	4	3	2	1	9
6.	Traveling by bicycle in Addison	5	4	3	2	1	9
7.	Dining after dark	5	4	3	2	1	9

7. Police, Fire, and Emergency Services. Please rate your satisfaction with the following public safety services provided by the Town of Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Public Safety Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of police protection	5	4	3	2	1	9
02.	Visibility of police in neighborhoods	5	4	3	2	1	9
03.	Visibility of police in retail areas	5	4	3	2	1	9
04.	Police response time	5	4	3	2	1	9
05.	Efforts to communicate with the public via social media	5	4	3	2	1	9
06.	Quality of police community outreach programs (e.g., safety seminars)	5	4	3	2	1	9
07.	Enforcement of traffic laws	5	4	3	2	1	9
08.	Quality of animal control services	5	4	3	2	1	9
09.	Quality and accessibility of municipal court services (e.g., traffic, collections, fines)	5	4	3	2	1	9
10.	Quality of fire protection	5	4	3	2	1	9
11.	Quality of fire emergency medical services	5	4	3	2	1	9
12.	Fire/EMS emergency response times	5	4	3	2	1	9
13.	Quality of fire community outreach programs (e.g., CPR class, smoke alarm battery program, etc.)	5	4	3	2	1	9

8. Which TWO of the items listed in Question 7 on the previous page do you think should receive the MOST EMPHASIS from town leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____

9. **Code Enforcement.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

Enforcement of Town Codes and Ordinances		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall responsiveness of town code enforcement staff	5	4	3	2	1	9
2.	Town effort to enforce code violations	5	4	3	2	1	9
3.	Clean-up of debris/litter	5	4	3	2	1	9
4.	Efforts to enforce exterior maintenance and upkeep of residential property	5	4	3	2	1	9
5.	Cleanliness in your neighborhood	5	4	3	2	1	9

10. **Economic Development.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

Development Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Variety of housing options	5	4	3	2	1	9
02.	Public places where people want to spend time	5	4	3	2	1	9
03.	Availability of employment opportunities	5	4	3	2	1	9
04.	Availability of shopping options	5	4	3	2	1	9
05.	Availability of dining options	5	4	3	2	1	9
06.	Availability of entertainment options	5	4	3	2	1	9
07.	Availability of lodging options	5	4	3	2	1	9
08.	Overall quality of business and service establishments in Addison	5	4	3	2	1	9
09.	Overall quality of new residential development	5	4	3	2	1	9
10.	Overall quality of new commercial development	5	4	3	2	1	9

11. **Solid Waste Services.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

Solid Waste/Utility Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Quality of residential garbage collection	5	4	3	2	1	9
2.	Quality of residential curbside recycling services	5	4	3	2	1	9
3.	Quality of yard waste and brush collection	5	4	3	2	1	9
4.	Bulky item pick up/removal services (e.g., old furniture, appliances)	5	4	3	2	1	9
5.	Household hazardous waste disposal service (e.g., fertilizers, household chemicals, antifreeze)	5	4	3	2	1	9
6.	Electronic waste disposal service (e.g., televisions, computers, fax machines, CD/DVD players)	5	4	3	2	1	9

12. Is 48 hours an adequate amount of time to notify town staff for bulk pick-up?

____(1) Yes ____ (2) No ____ (9) Don't know

13. **Water Services.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

Public Works Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Quality of Water Services customer service	5	4	3	2	1	9
2.	Quality of drinking water	5	4	3	2	1	9
3.	Quality of water pressure	5	4	3	2	1	9

14. **Parks and Recreation.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Quality of town parks	5	4	3	2	1	9
2.	Number of town parks	5	4	3	2	1	9
3.	Quality of walking and biking trails	5	4	3	2	1	9
4.	Number of walking and biking trails	5	4	3	2	1	9
5.	Quality of maintenance of town parks	5	4	3	2	1	9
6.	Ease of registration for programs at the athletic club	5	4	3	2	1	9
7.	Quality of dog parks	5	4	3	2	1	9
8.	Eco-friendly initiatives in town parks (e.g., pollinator patches, water conservation, organic maintenance)	5	4	3	2	1	9
9.	Quality of public art	5	4	3	2	1	9

15. **Addison Athletic Club.** On average, how often have you or members of your household used each of the following Town of Addison recreational activities in the past 12 months?

Recreational Activity		Daily	Weekly	Monthly	Once or Twice/year	Seldom	Never
01.	Pickleball	6	5	4	3	2	1
02.	Tennis	6	5	4	3	2	1
03.	Indoor Pool	6	5	4	3	2	1
04.	Hot Tub	6	5	4	3	2	1
05.	Dry Sauna	6	5	4	3	2	1
06.	Steam Room	6	5	4	3	2	1
07.	Racquetball	6	5	4	3	2	1
08.	Cardio Equipment	6	5	4	3	2	1
09.	Weight Equipment	6	5	4	3	2	1
10.	Basketball Gym	6	5	4	3	2	1
11.	Locker Room	6	5	4	3	2	1
12.	Locker in Locker Room	6	5	4	3	2	1
13.	Exercise Class	6	5	4	3	2	1
14.	Attend a Program or Trip	6	5	4	3	2	1
15.	Outdoor Pool	6	5	4	3	2	1
16.	Youth camps	6	5	4	3	2	1

16. Please rate the importance of the following areas to focus funding for tax dollars using a scale of 1 to 5, where 5 means "Very Important" and 1 means "Not Important at All."

Area	Very Important	Important	Neutral	Not Important	Not Important at All	Don't Know
1. Economic development	5	4	3	2	1	9
2. Maintaining town infrastructure	5	4	3	2	1	9
3. Transportation systems (e.g., streets, walking trails, bike paths, light rail)	5	4	3	2	1	9
4. Customer service (training for employees, competitive salaries, etc.)	5	4	3	2	1	9
5. Financial health (e.g., implement long-term financial plans, participate in best practices)	5	4	3	2	1	9
6. Optimizing the Addison brand	5	4	3	2	1	9
7. Public safety (e.g., utilizing technology to enhance public safety, training for first responders)	5	4	3	2	1	9

17. **Events.** How often do you attend the following events in Addison?

Event	Always Attend	Sometimes Attend	Never Attend	Don't Know
1. Taste Addison	3	2	1	9
2. Addison Kaboom Town	3	2	1	9
3. Addison Oktoberfest	3	2	1	9
4. Addison After Dark	3	2	1	9
5. Vitruvian Lights	3	2	1	9
6. Vitruvian Salsa Festival	3	2	1	9
7. Vitruvian Nights Live	3	2	1	9
8. Performance at Addison Theatre Centre (e.g., WaterTower Theatre, etc.)	3	2	1	9
9. Sustainability Day activities (recycling, paper shredding, etc.)	3	2	1	9

18. Do you support the Town's hosting a Community Garage Sale? ____ (1) Yes ____ (2) No

19. Have you participated in the Community Garage Sale? ____ (1) Yes ____ (2) No

20. **Customer Service.** Have you called or visited the town with a question, problem, or complaint during the past year?

____ (1) Yes [Answer Q20a-b.] ____ (2) No [Skip to Q21.]

20a. How did you contact the town?

____ (1) Phone ____ (3) Social media ____ (5) In person
 ____ (2) E-mail ____ (4) FixIT Addison app ____ (6) Elected official

20b. How easy or difficult was it to address your issue?

____ (1) Very easy ____ (3) Difficult ____ (9) Don't know
 ____ (2) Somewhat easy ____ (4) Very difficult

21. **Town Communication.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Communication	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of the town's website	5	4	3	2	1	9
2. Quality of the town's social media (e.g., Facebook, Twitter)	5	4	3	2	1	9
3. Availability of information on town services and programs	5	4	3	2	1	9
4. Town's efforts to keep you informed	5	4	3	2	1	9
5. Opportunities to provide public input into decisions	5	4	3	2	1	9

22. Which of the following are your **PRIMARY SOURCES** of information about town issues, services, and events? *[Check all that apply.]*

- (1) Town website
- (2) Local newspaper
- (3) Social networking site (Facebook, Twitter)
- (4) Word of mouth (friends/neighbors)
- (5) Town emails / Project Specific emails
- (6) Town Weekly Newsletter
- (7) Public meetings
- (8) NextDoor
- (9) Other: _____

23. Which of the following best describes where you reside?

- (1) Apartment
- (2) Single family home
- (3) Condo
- (4) Duplex

24. Which of the following best describes your housing situation?

- (1) Rent
- (2) Own your home
- (3) Live with another household

Demographics These last questions are about you and your household. We ask these questions to help make sure we reach all groups in Addison. Your information will remain confidential.

25. How many years have you lived in Addison? _____ years

26. What is your age? _____ years

27. Which of the following best describes your race/ethnicity? *[Check all that apply.]*

- (1) Asian/Pacific Islander
- (2) Black/African American
- (3) Native American
- (4) White
- (5) Hispanic/Latino
- (6) Other: _____

28. Which of the following best describes your household income?

- (1) Less than \$20,000
- (2) \$20,000 to \$39,999
- (3) \$40,000 to \$59,999
- (4) \$60,000 to \$79,999
- (5) \$80,000 to \$149,999
- (6) \$150,000 or more

29. Please indicate your level of education. *[Please check the highest level of education you have obtained.]*

- (1) High School/No degree
- (2) High School graduate or GED
- (3) Some college
- (4) Associate's Degree
- (5) Bachelor's Degree
- (6) Master's Degree
- (7) Professional Degree (JD, MD, DDC)
- (8) Doctorate Degree (PhD, EdD)

30. Your sex: (1) Male (2) Female

31. **How many people are in your household?** _____ people
32. **How many of the people in your household are under 18?** _____ people
33. **Please CHECK ALL of the following statements that apply to members of your household.**
- | | | |
|---|-------------------------------|------------------------|
| ____(1) Attend public school within district | ____(3) Attend private school | ____(5) Charter school |
| ____(2) Attend public school, but with out-of-district transfer | ____(4) Home school | ____(6) Not Applicable |
34. **Please list the TOP THREE things you would like to recommend or suggest to the town for future consideration.**
- 1st: _____
- 2nd. _____
- 3rd. _____

This concludes the survey. Thank you for your time!
 Please return your completed survey in the enclosed postage-paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the town are having problems with town services. If you address is not correct, please provide the correct information. Thank you.