

2021 Community Survey Town of Addison, Texas



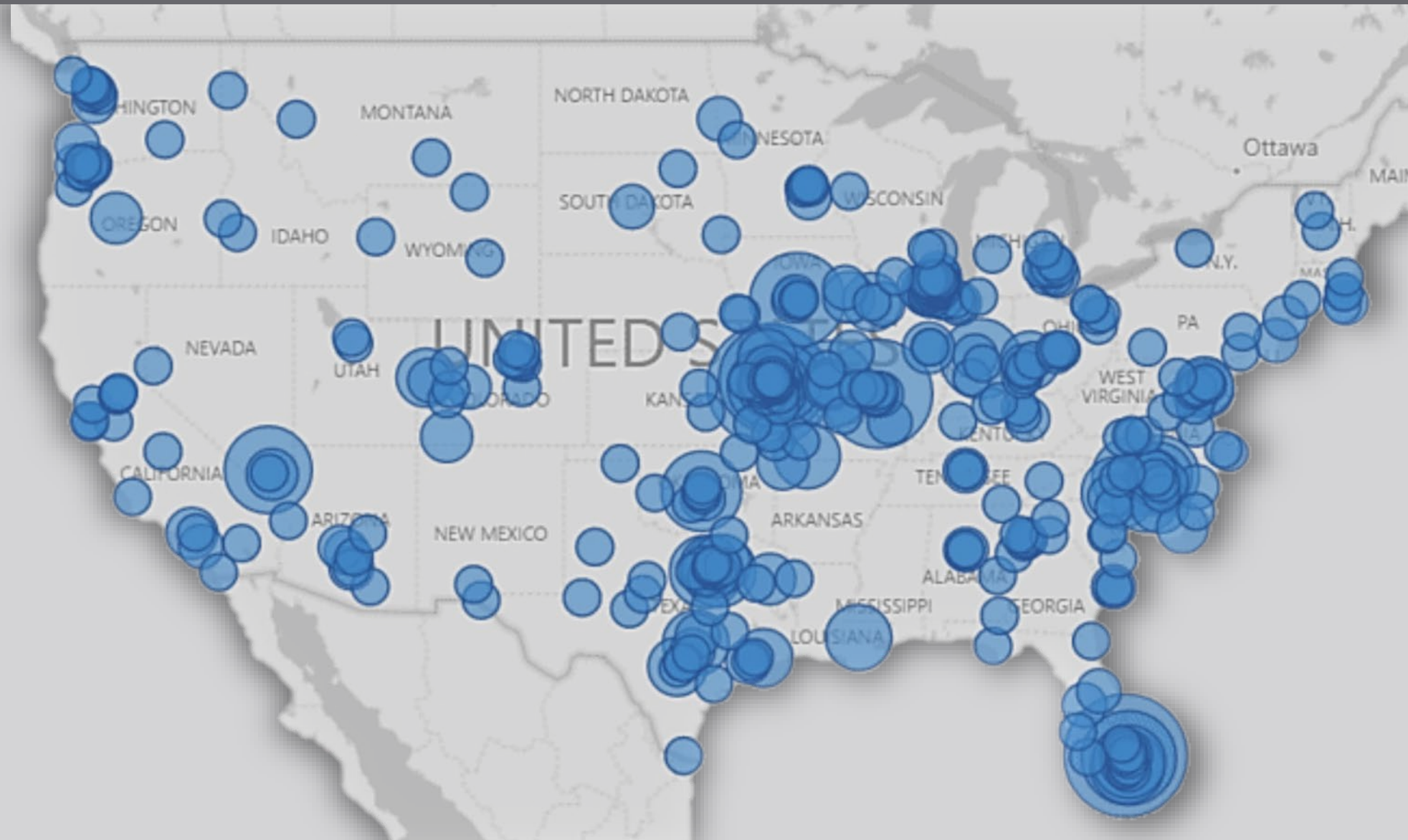
PRESENTED BY

ETC
INSTITUTE

MARCH 2022

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For 40 years, our mission has been to help Town and county governments gather and use survey data to enhance organizational performance.



More Than 2,500,000 Person's Surveyed Since 2012 for More Than 900 Communities in 49 States

Agenda

Purpose and Methodology

Bottom Line Upfront

Major Findings

Summary

Questions



Purpose

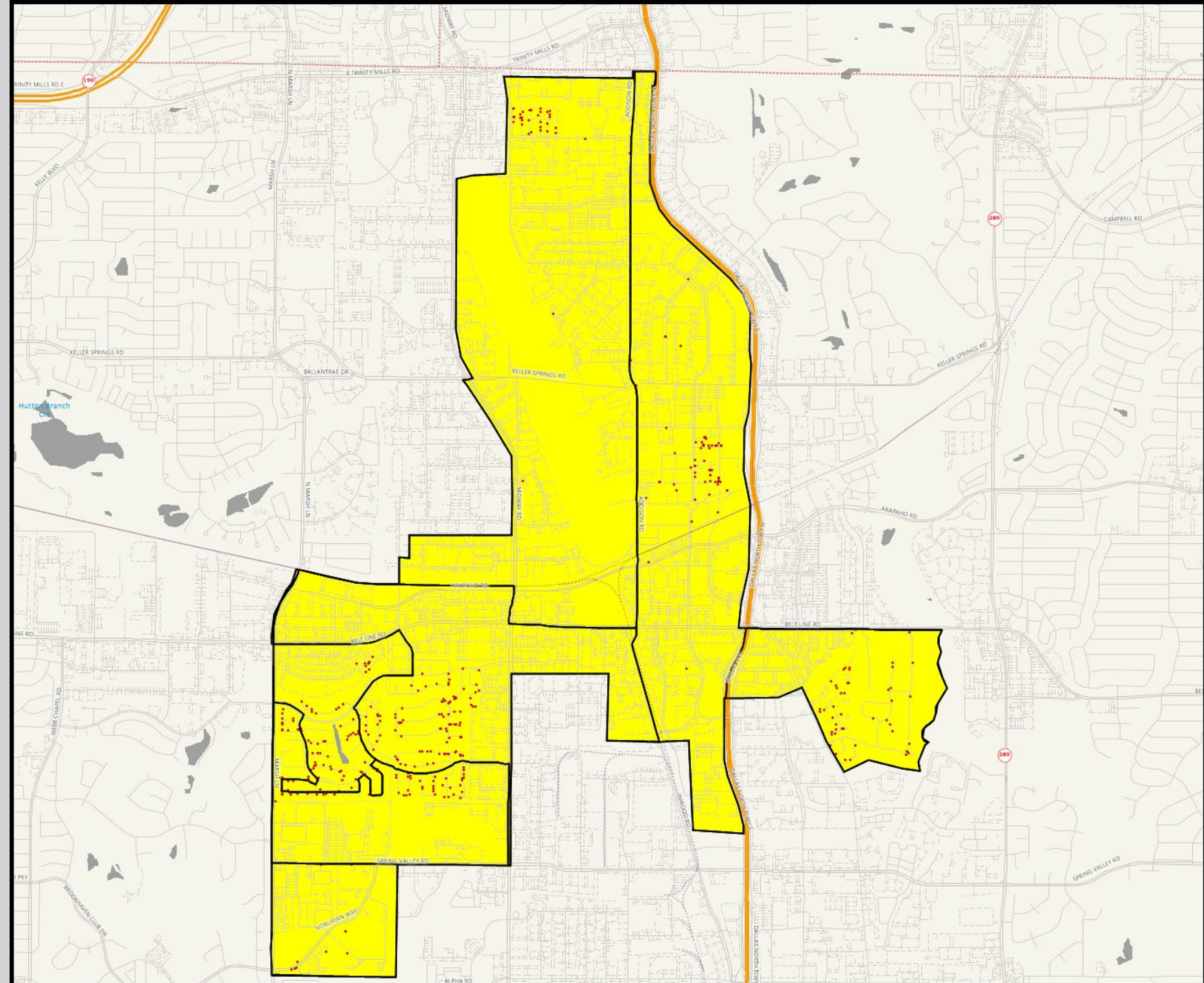
- **To objectively assess resident satisfaction with the delivery of major Town services**
- **To help determine priorities for the community**
- **To measure trends from previous survey**
- **To compare the Town's performance with other communities regionally and nationally**

Methodology

- **Survey Description**
 - Seven-page survey; included many of the same questions as previous survey
 - 2nd Community Survey conducted for the Town of Addison
- **Method of Administration**
 - By mail and online to randomly selected sample of Town residents
- **Sample Size**
 - 401 completed surveys
 - Margin of error: +/- 4.9% at the 95% level of confidence

Location of Survey Respondents

- Good representation throughout the Town
- Demographics of survey respondents reflects the actual population of the Town
 - Age
 - Race/Ethnicity
 - Gender



Bottom Line Up Front

- **Residents Have a Very Positive Perception of the Town of Addison**
 - 96% Were Satisfied with Addison as a Place to Live
 - 95% Were Satisfied with the Overall Quality of Life in Addison
- **The Town Is Moving in the Right Direction**
 - Since 2018, Satisfaction Ratings Have Increased in 59 of 92 Areas
 - 16 Areas Have Had a *Significant Increase* in Satisfaction

Bottom Line Up Front

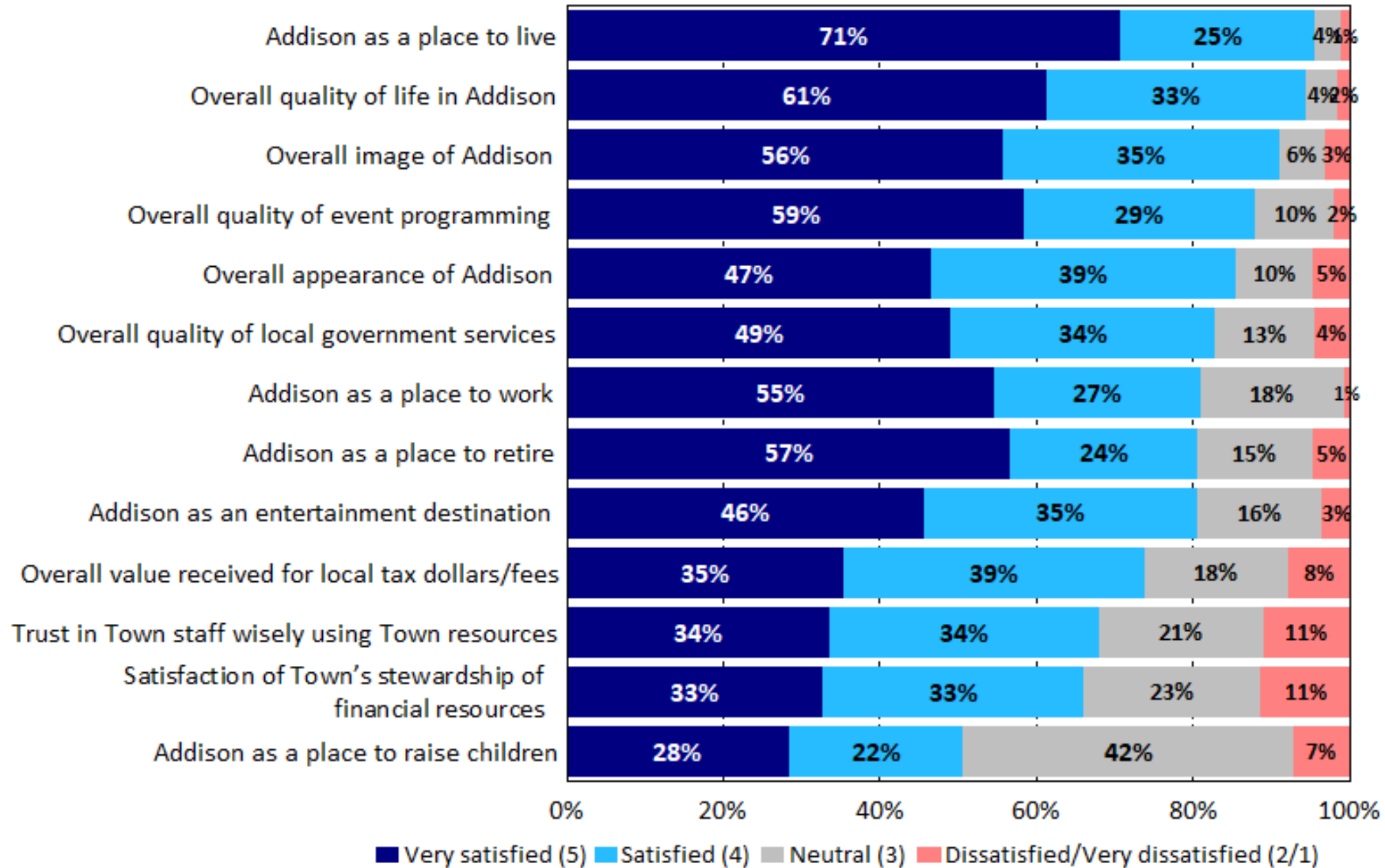
- **Satisfaction with Town Services Is Much Higher in Addison Than Other Cities**
 - Addison Rates Above the U.S. Average in 57 of 58 Areas
 - Satisfaction with the Overall Quality of Town Services Is 32% Above the U.S. Average
 - Satisfaction with the Customer Service from Town Employees Is 45% Above the U.S. Average
- **Top Overall Priorities**
 - Traffic Flow and Congestion Management
 - Maintenance of Streets
 - Public Safety

Major Finding #1

**Residents Have a Very Positive Perception
of the Town**

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

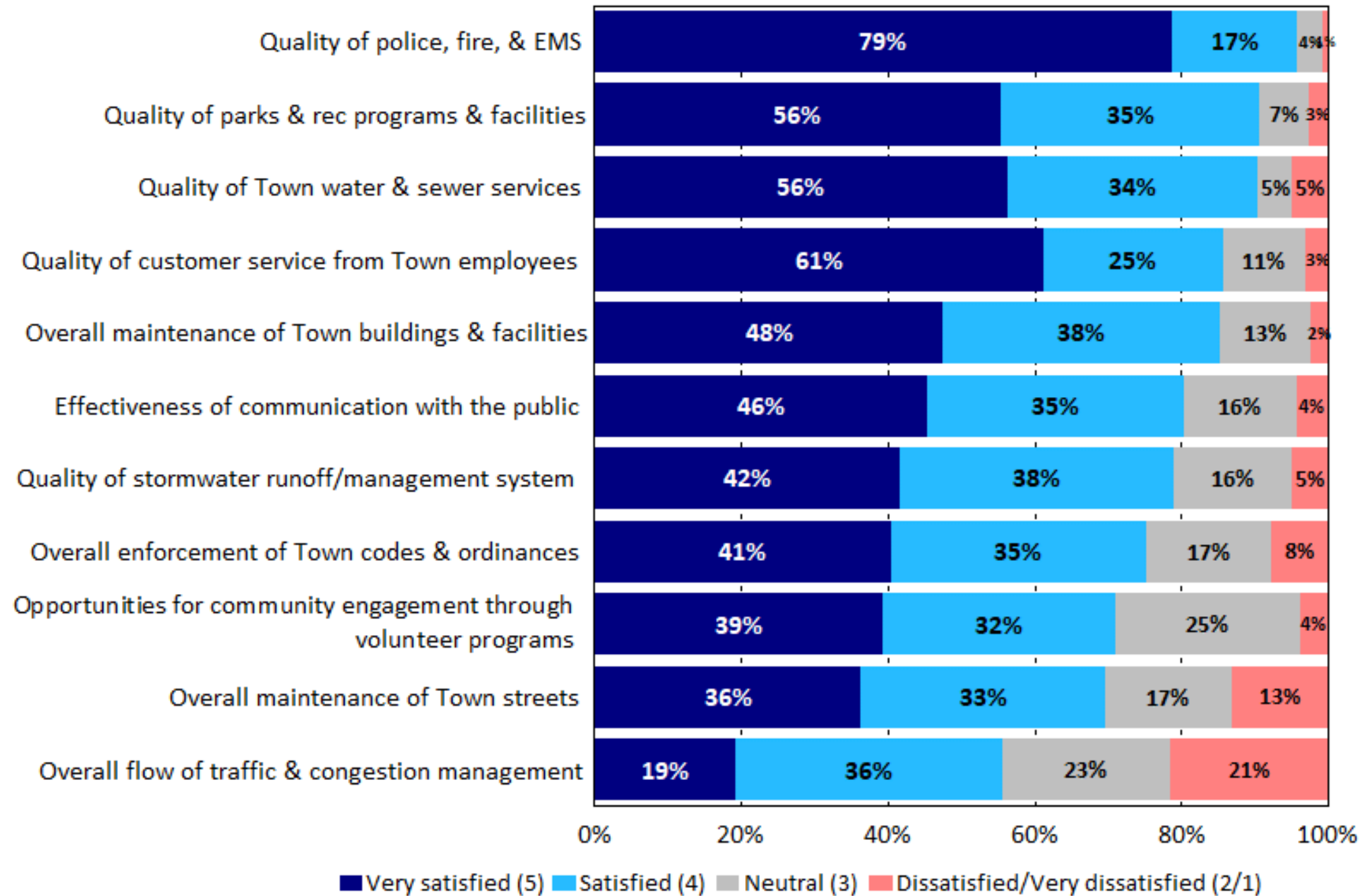
by percentage of respondents (excluding "don't know")



Over 90% of Respondents Are Satisfied with Addison as a Place to Live, the Quality of Life, and the Image of Addison

Q1. Level of Satisfaction with Major Categories of Town Services

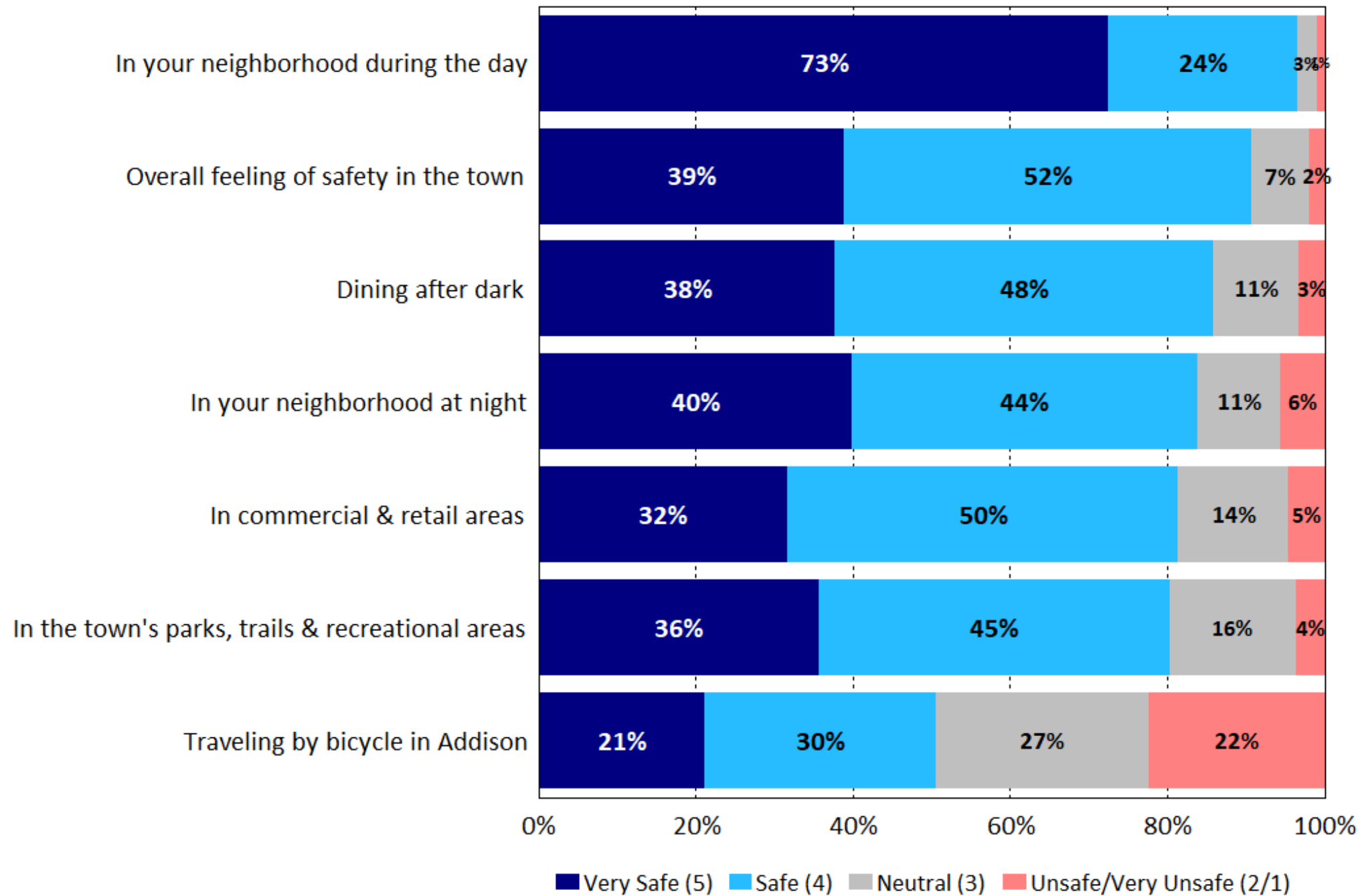
by percentage of respondents (excluding "don't know")



All Major Categories of Town Services Received High Ratings

Q6. Feeling of Safety in Various Situations

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



Residents Feel Safe in Addison

Major Finding #2

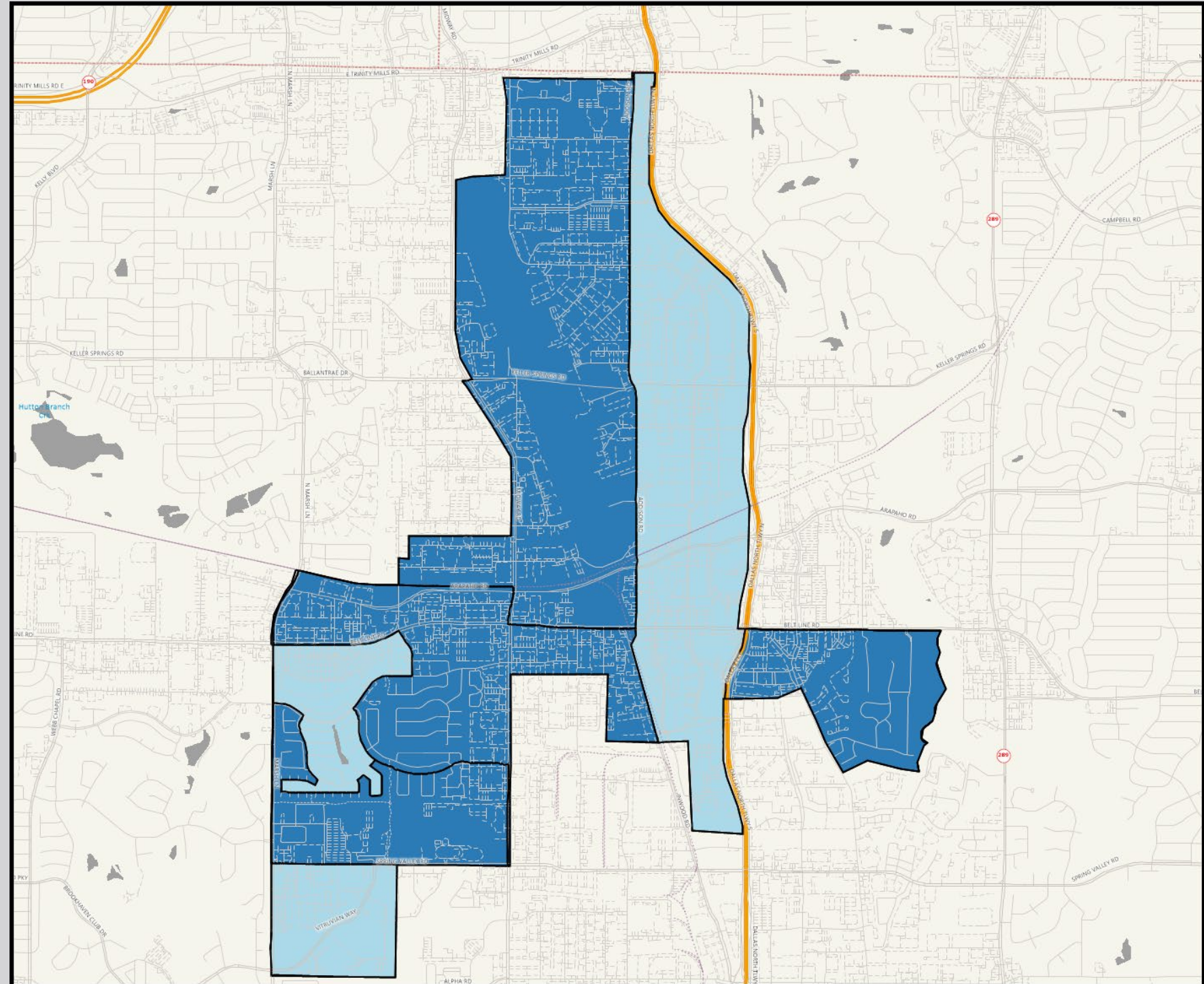
**Residents in All Areas of Addison Are Satisfied
with the Overall Quality of Town Services**

Overall Quality of Town Services

ALL Areas Are in Blue, Indicating That Residents in All Parts of the Town Are Satisfied with the Overall Quality of Town Services

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

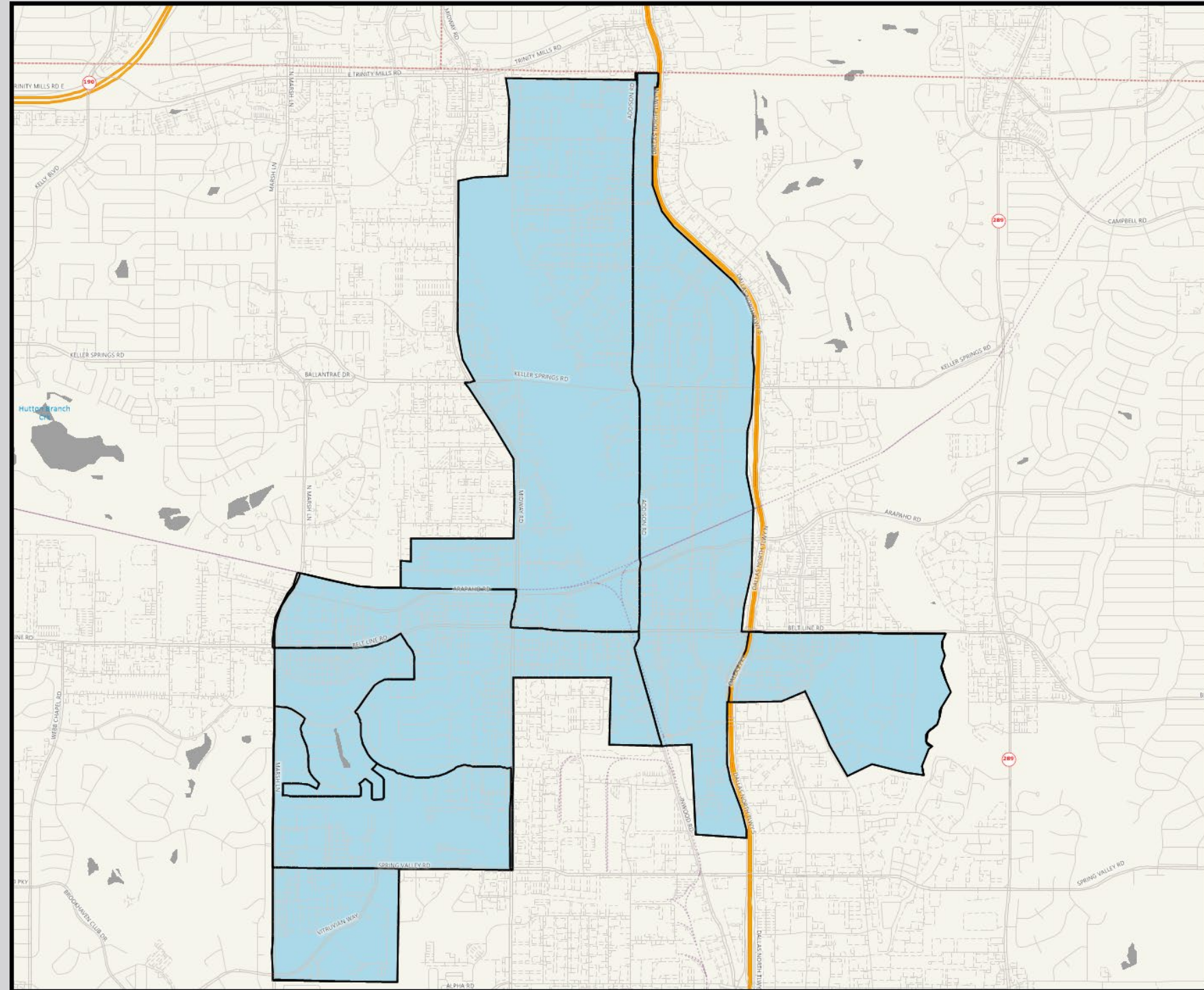


Value Received for Local Tax Dollars/Fees

ALL Areas Are in Blue, Indicating That Residents in All Parts of the Town Are Satisfied with the Value They Receive for Local Tax Dollars and Fees

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

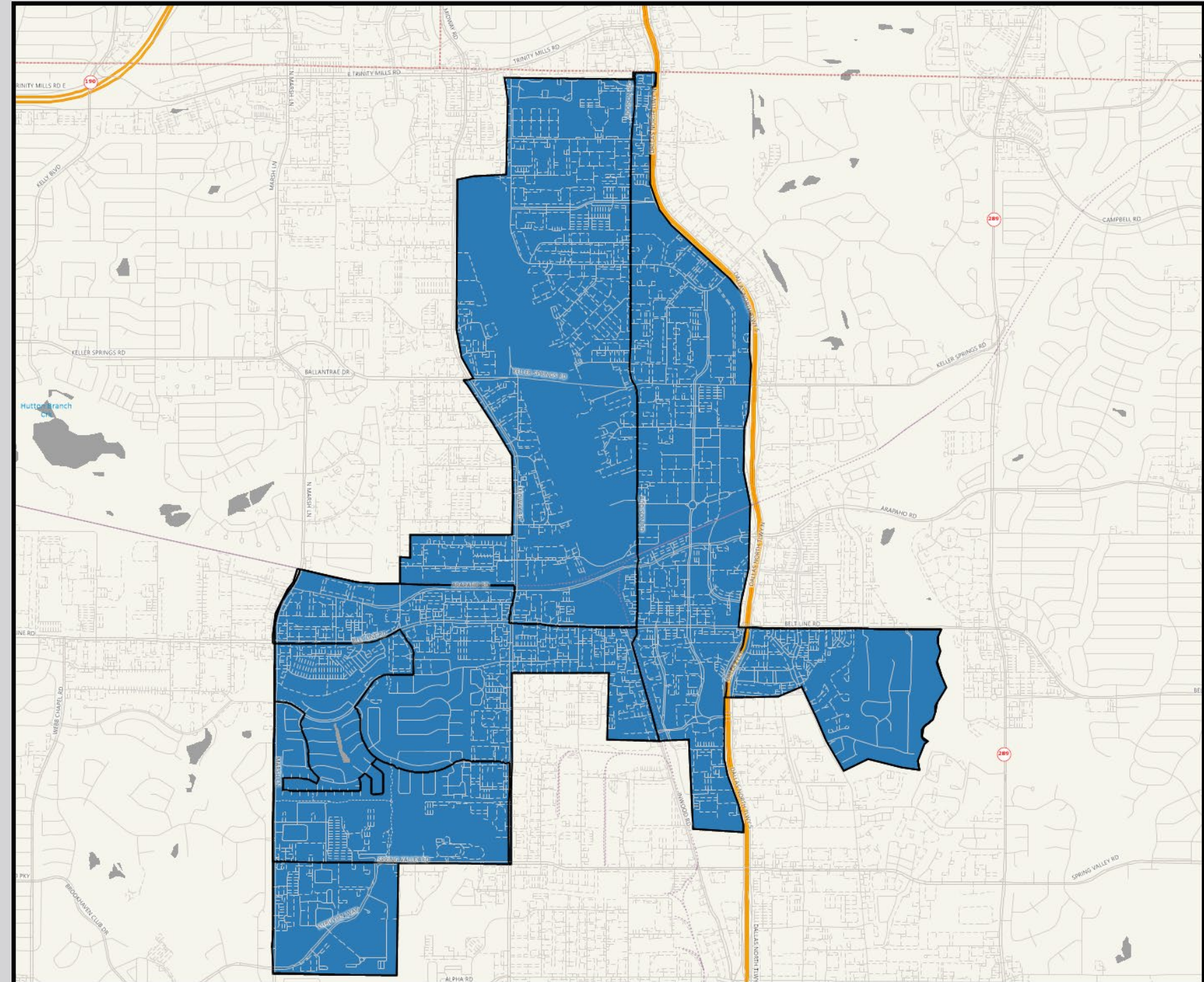


Addison as a Place to Live

ALL Areas Are in Blue, Indicating That Residents in All Parts of the Town Are Very Satisfied with Addison as a Place to Live

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



Major Finding #3

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

Benchmarking Analysis

Addison Rates Above the U.S. Average in 57 of 58 Areas
Addison Rates *Significantly* Higher (4.9% or more) in 57 Areas

Addison Rates Above the Texas Average in 57 of 58 Areas
Addison Rates *Significantly* Higher (4.9% or more) in 57 Areas

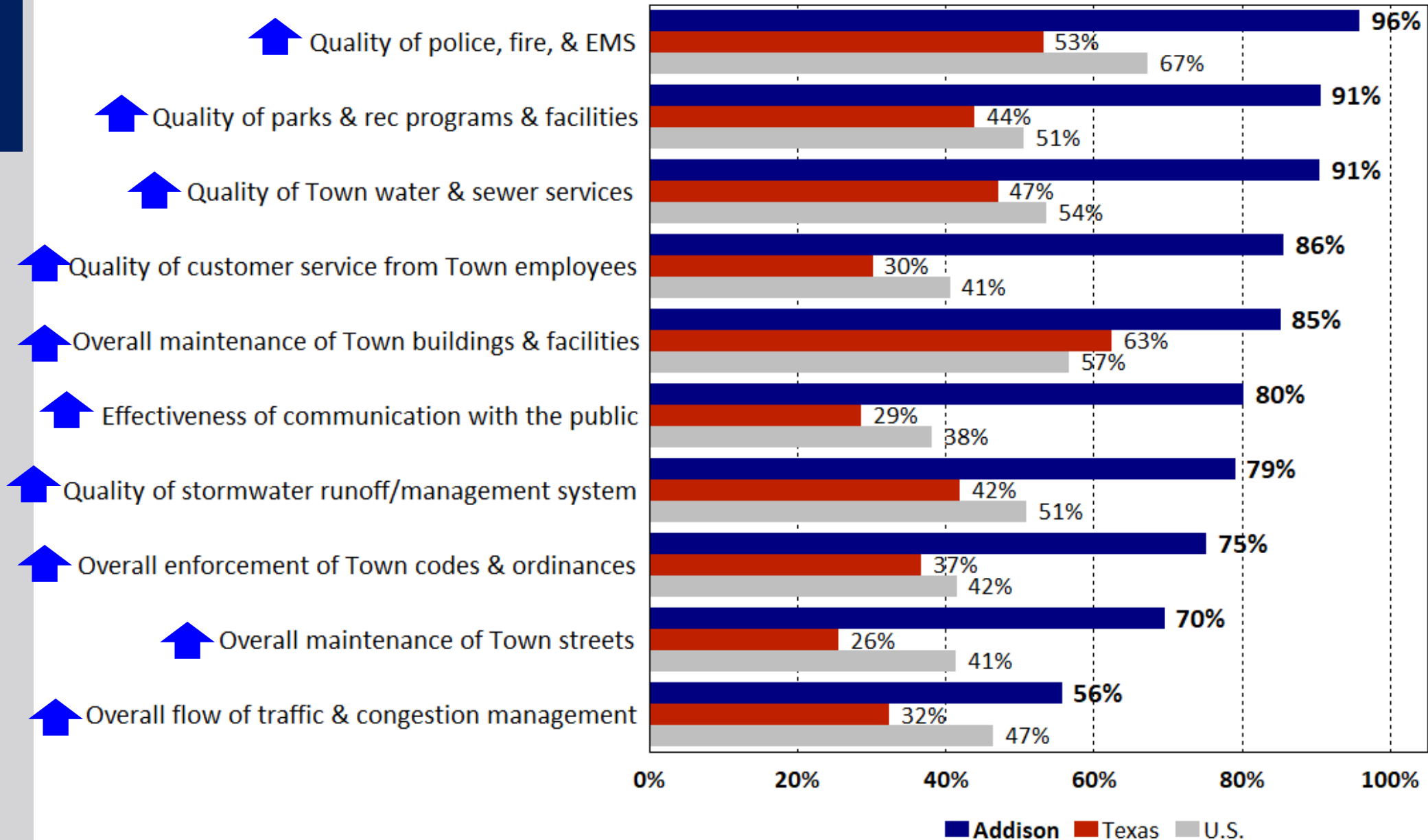
Satisfaction with Major Categories of Town Services

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 *Customer Service* Rates 45% Above the U.S. Average

Satisfaction with *Communication* Rates 42% Above the U.S. Average



Addison Rates Significantly Higher Than the U.S. Average for All 10 Major Categories of Services

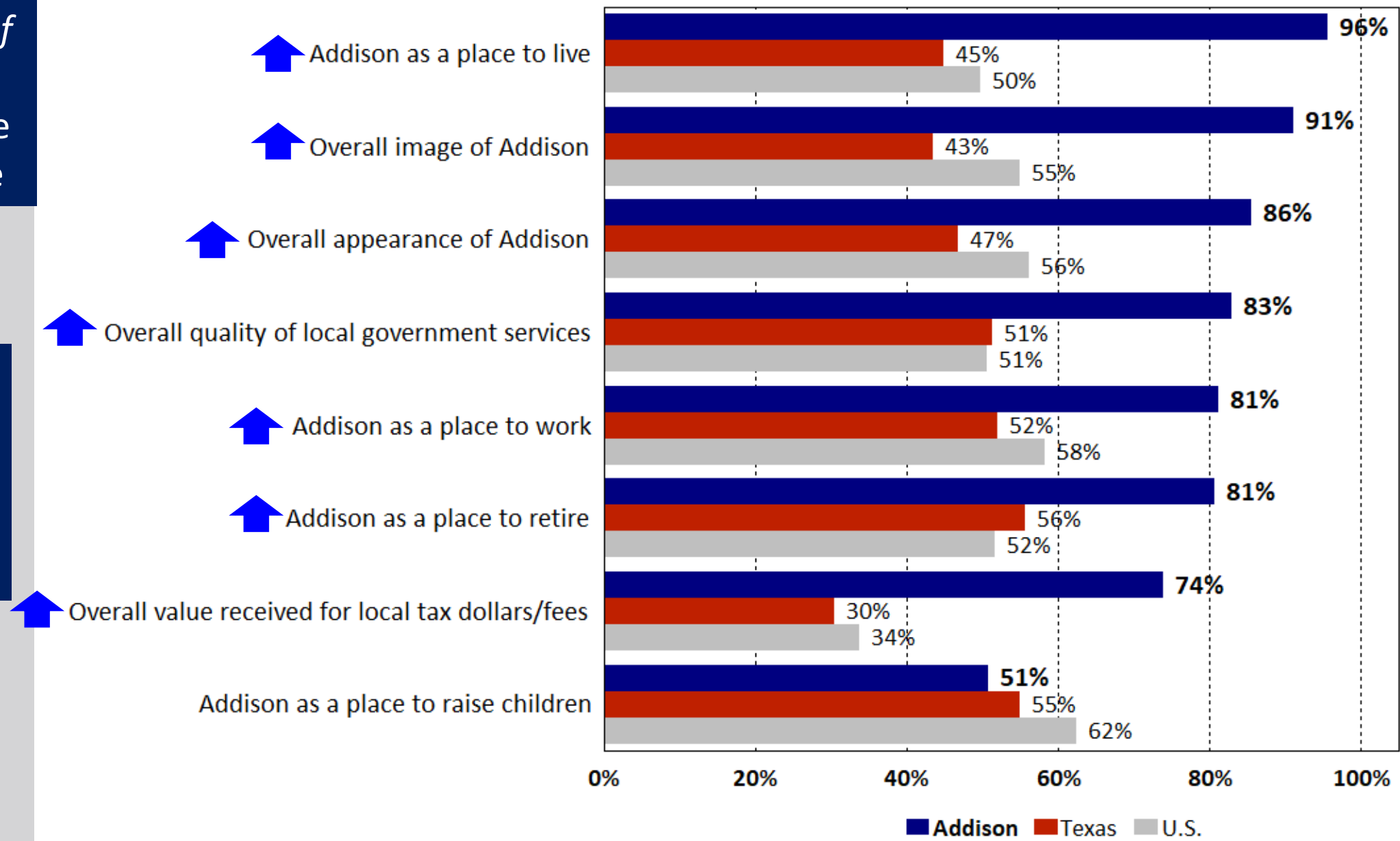
Satisfaction with Perceptions of the Town

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
*Overall Quality of
 Town Services*
 Rates 32% Above
 the U.S. Average

Satisfaction with
*Value for Tax
 Dollars/Fees*
 Rates
 40% Above the
 U.S. Average

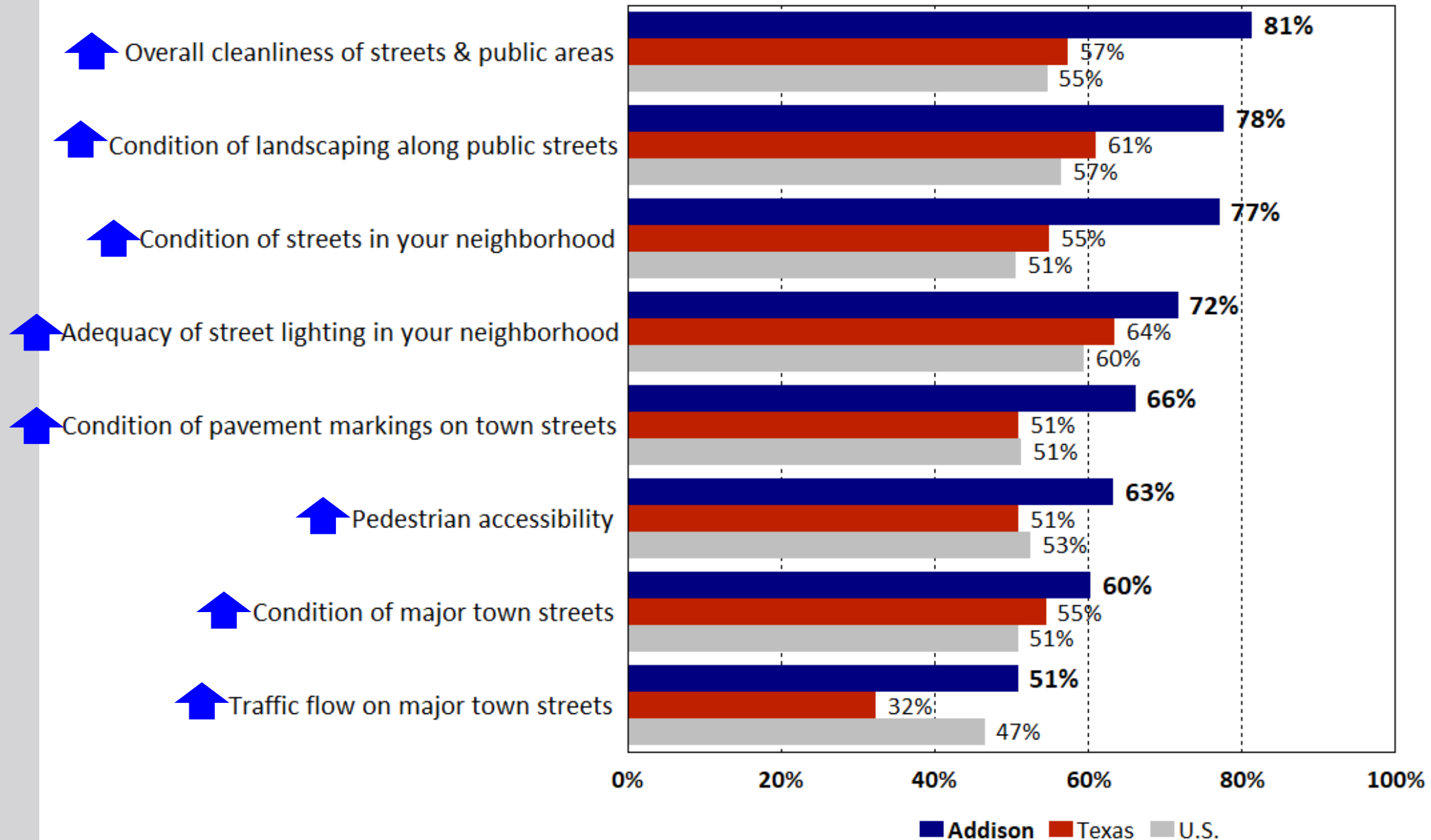


Addison Rates Significantly Higher Than the U.S. Average in 7 of 8 Areas

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)

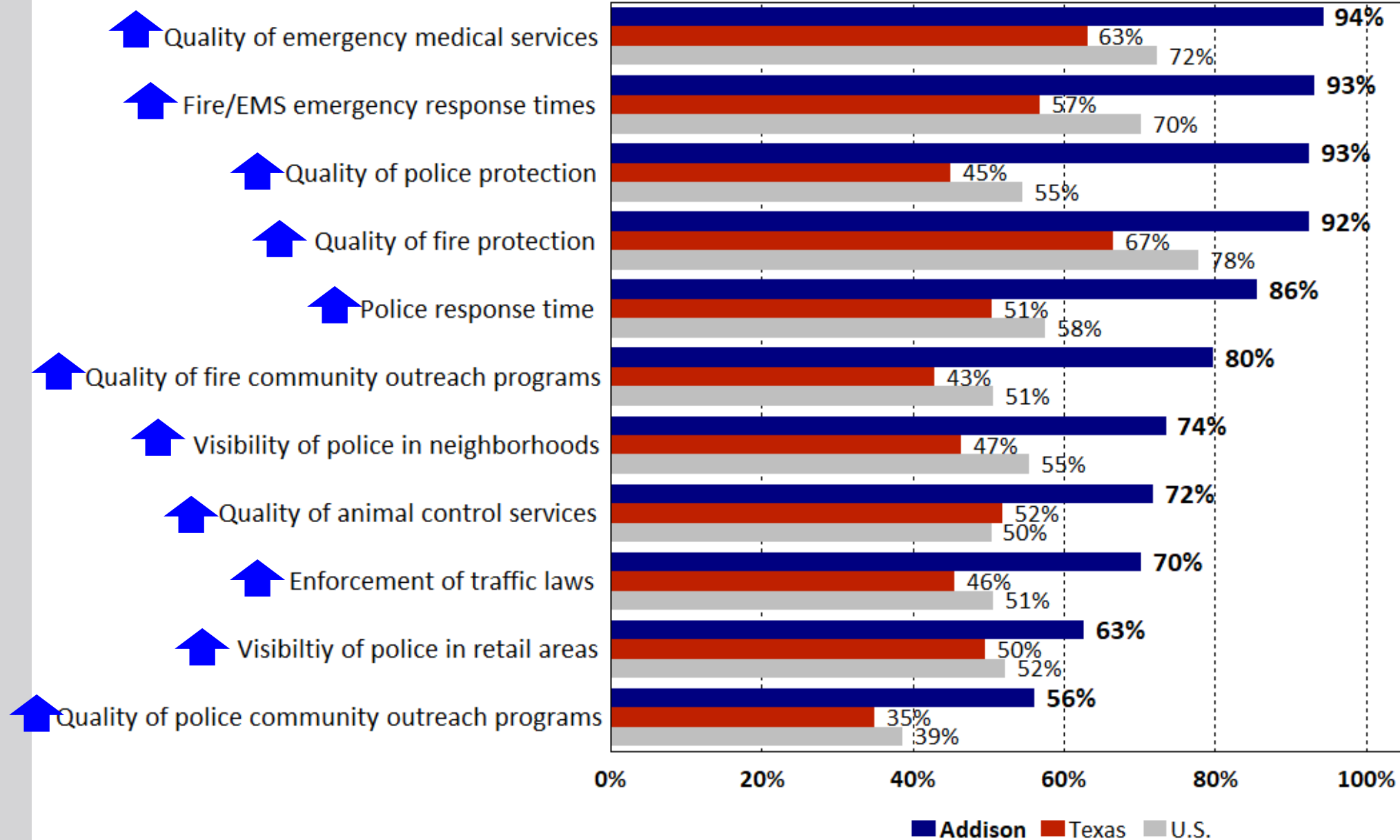


Addison Rates Significantly Higher Than the U.S. Average for All 8 Areas of Infrastructure

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)

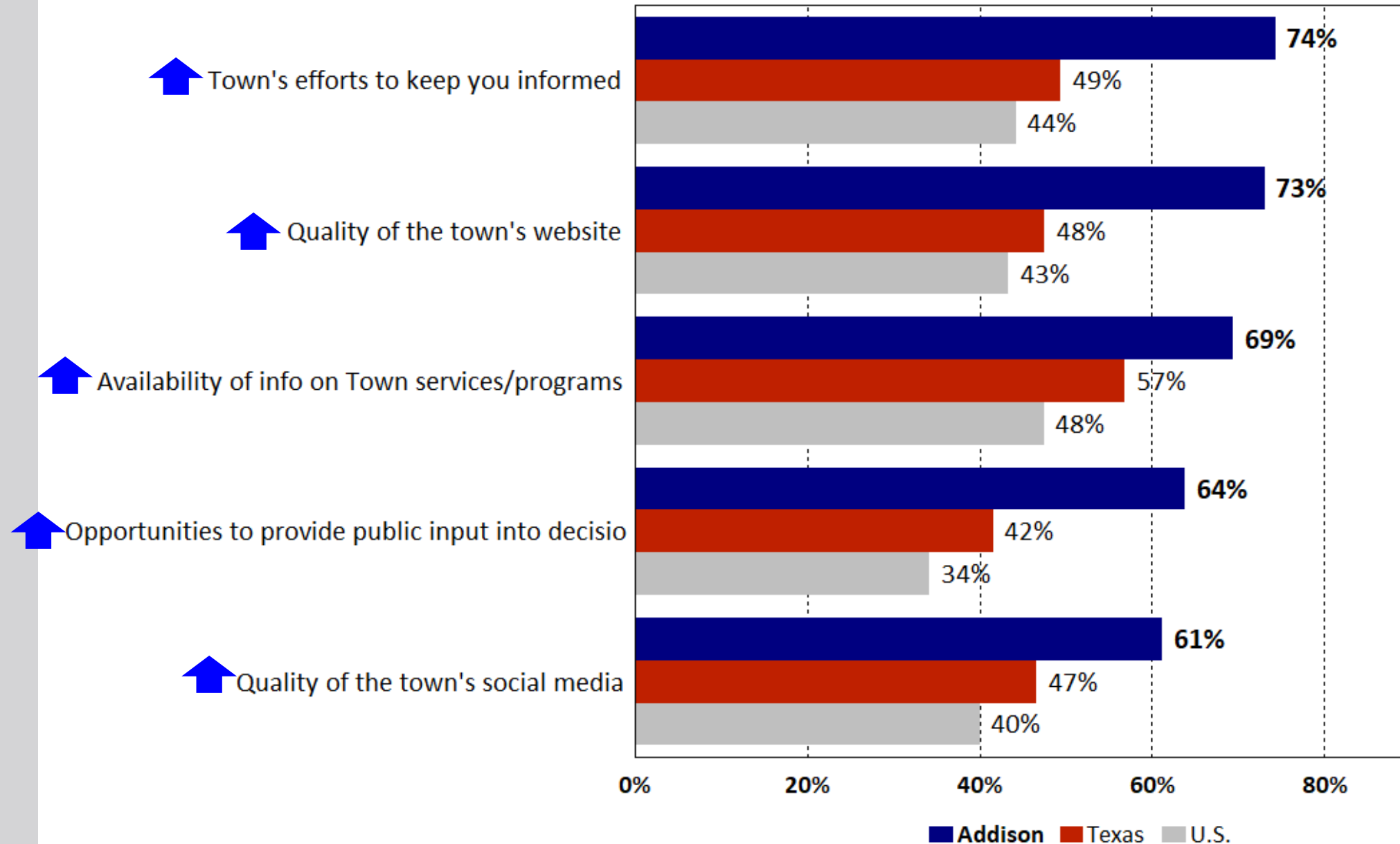


Addison Rates Significantly Higher Than the U.S. Average for All 11 Areas of Public Safety

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)



Addison Rates Significantly Higher Than the U.S. Average for All 5 Areas of Communications

Major Finding #4

Addison Is Moving in the Right Direction

Trend Analysis

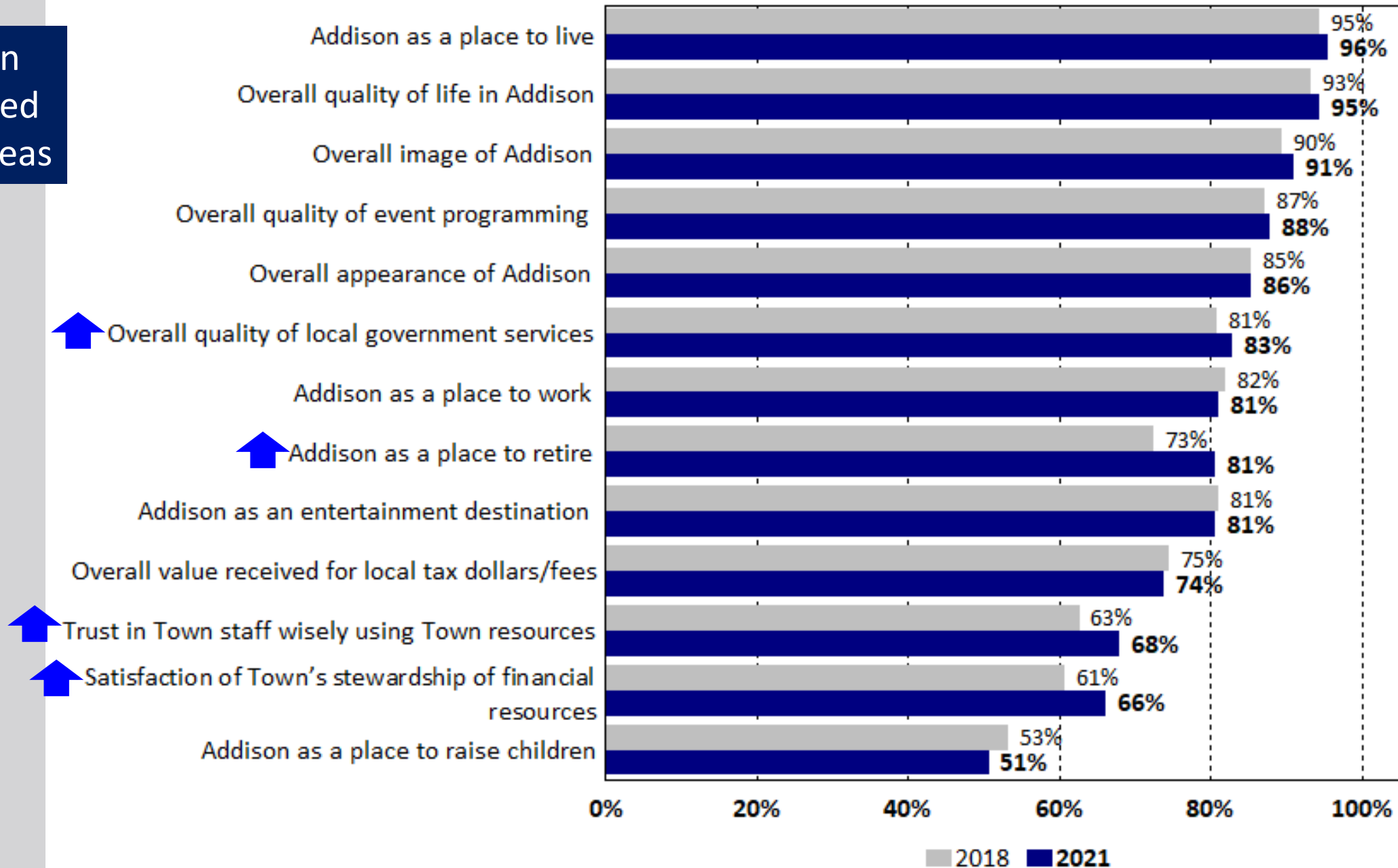
- Since 2018, Satisfaction Ratings Have.....
 - *Increased* in 59 of 92 Areas
 - *Decreased* in 33 of 92 Areas

16 Areas Have Had a Significant Increase in Satisfaction (+4.9% or more)
6 Areas Have Had a Significant Decrease in Satisfaction (-4.9% or more)

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)

Satisfaction Has Increased in 9 of 13 Areas



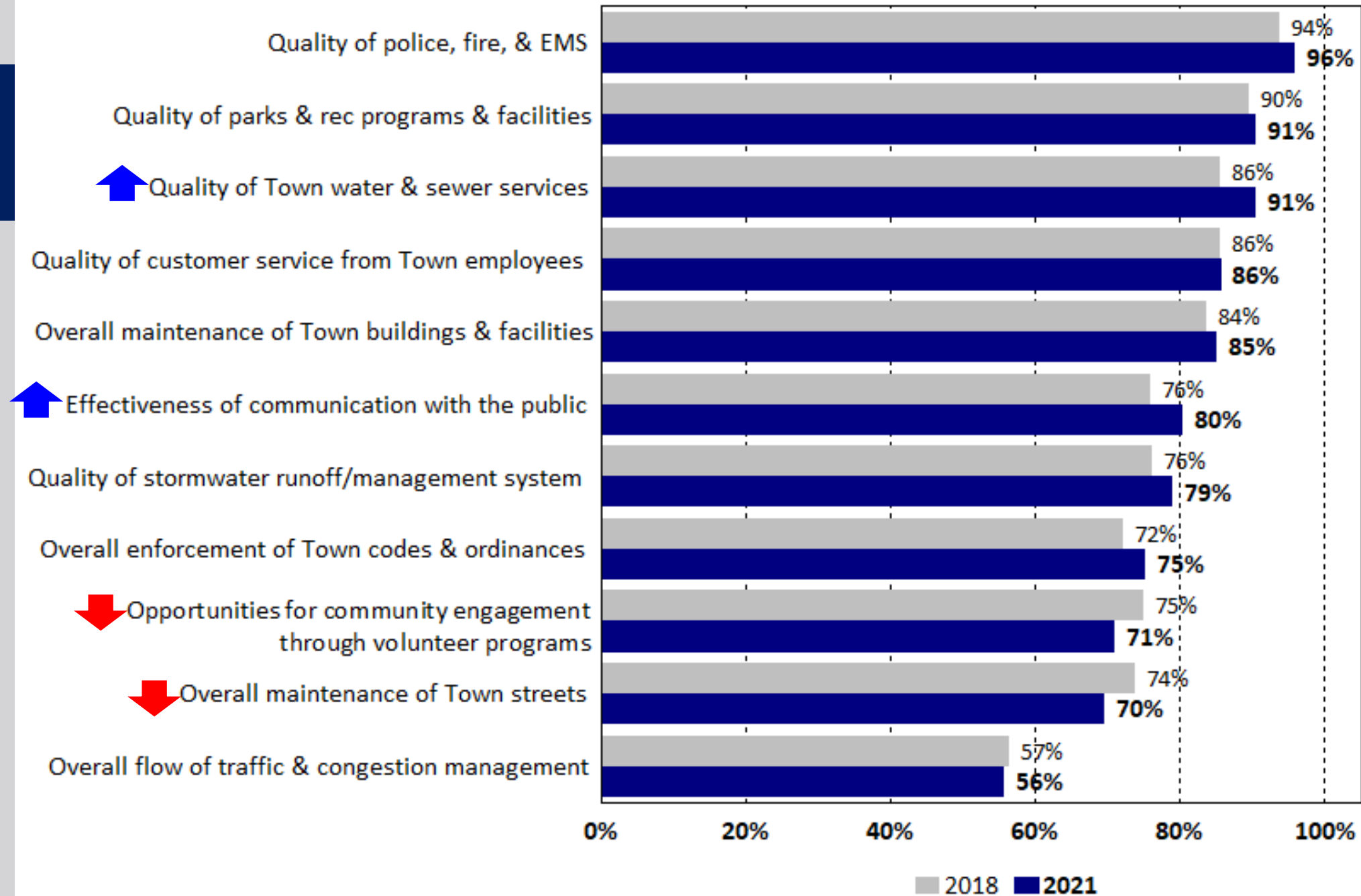
Notable Increase Since 2018 ↑

Notable Decrease Since 2018 ↓

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)

Satisfaction
Has Increased
in 8 of 11 Areas



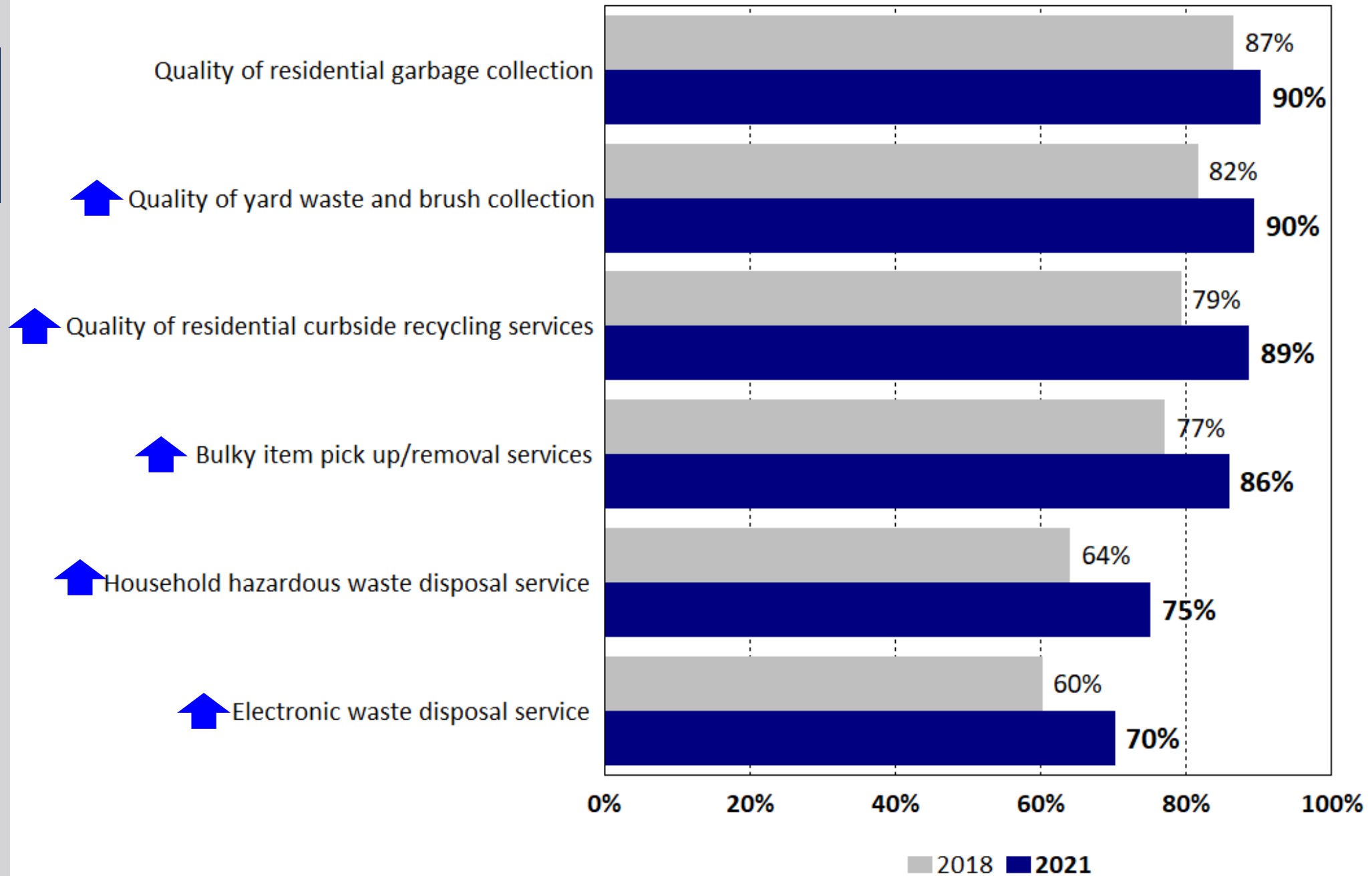
Notable Increase Since 2018 ↑

Notable Decrease Since 2018 ↓

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)

Satisfaction
Has Increased
in all 6 Areas

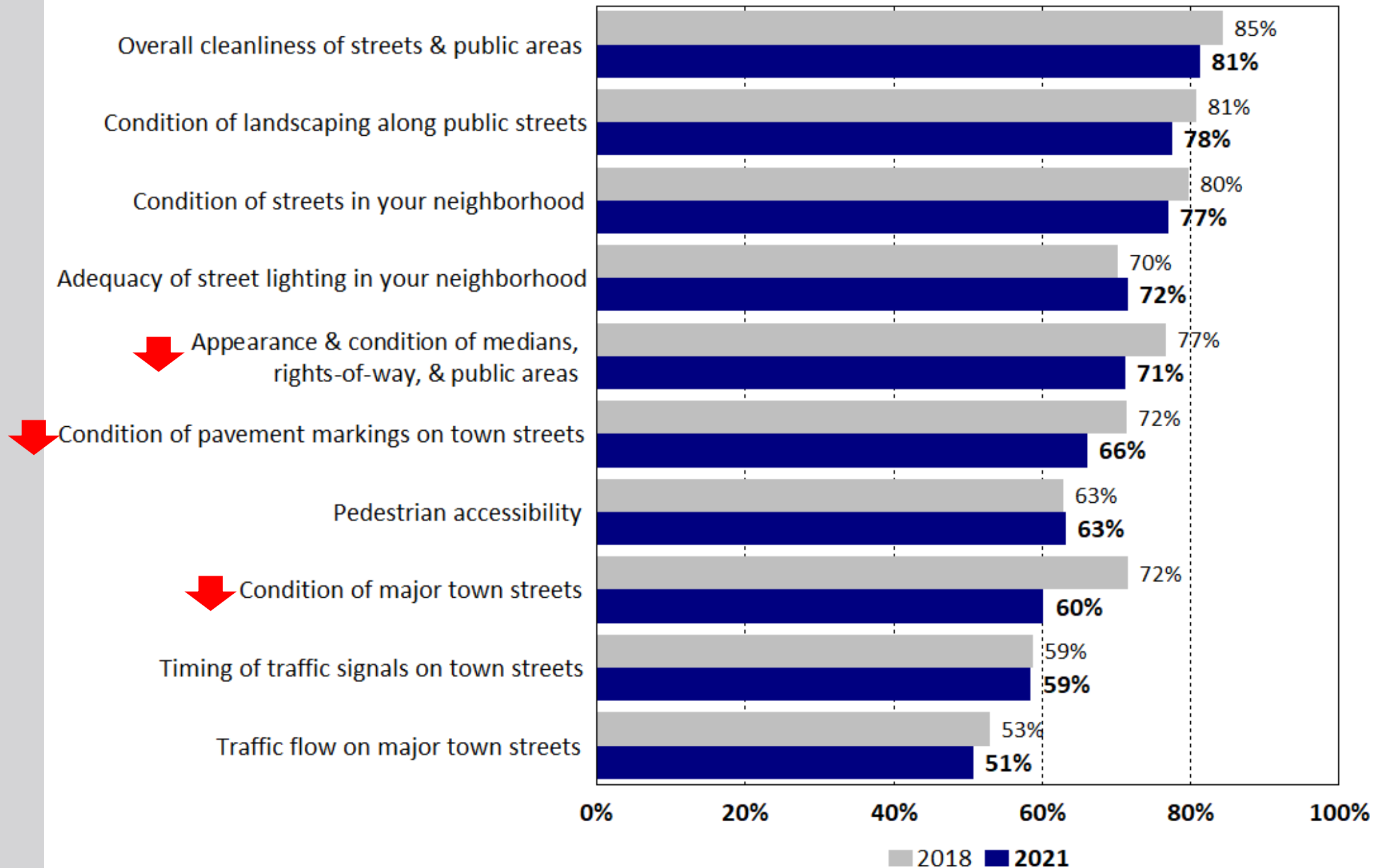


Notable Increase Since 2018

Notable Decrease Since 2018

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)



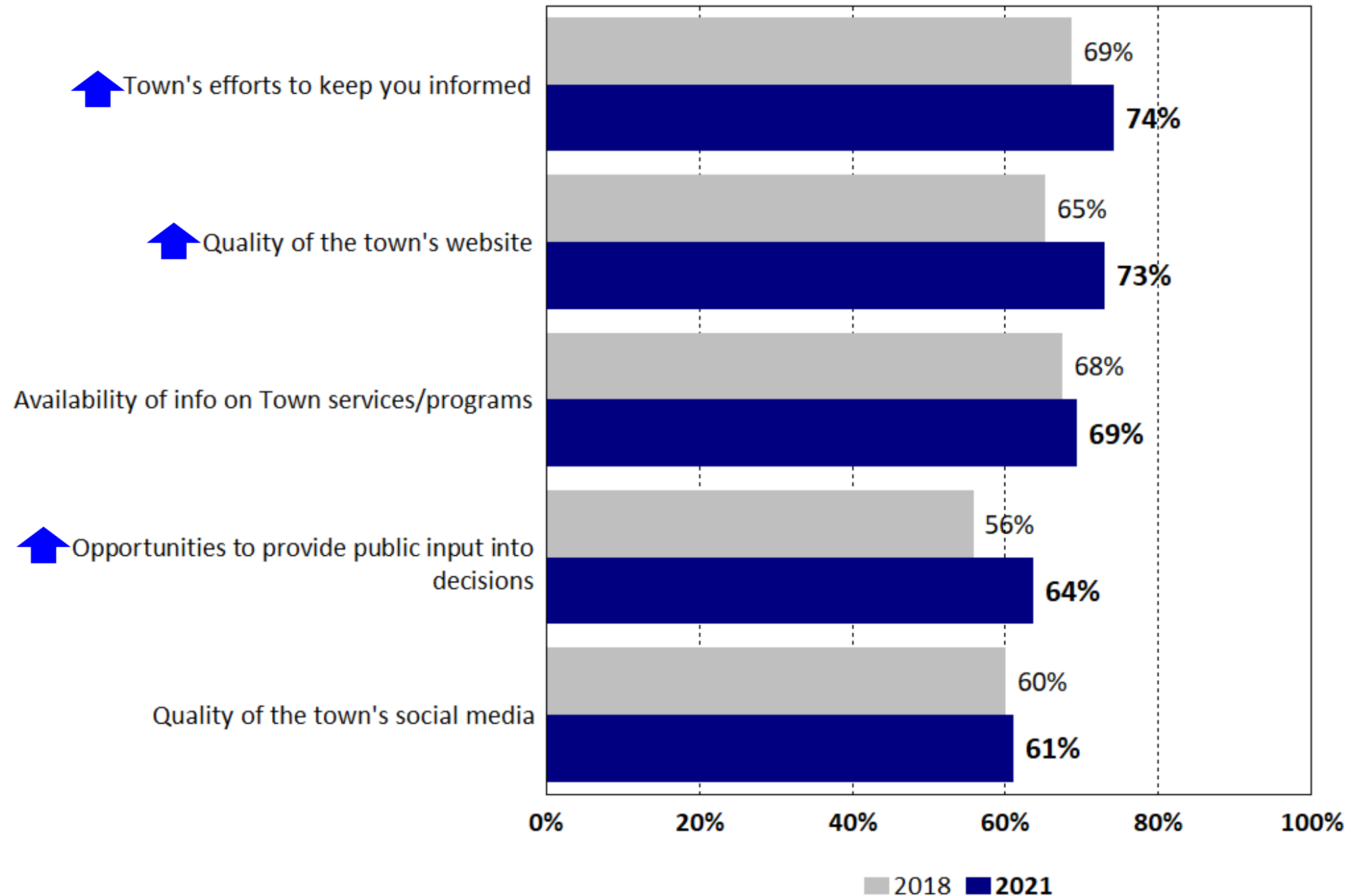
Notable Increase Since 2018 ↑

Notable Decrease Since 2018 ↓

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)

Satisfaction
Has Increased
in all 5 Areas



Notable Increase Since 2018

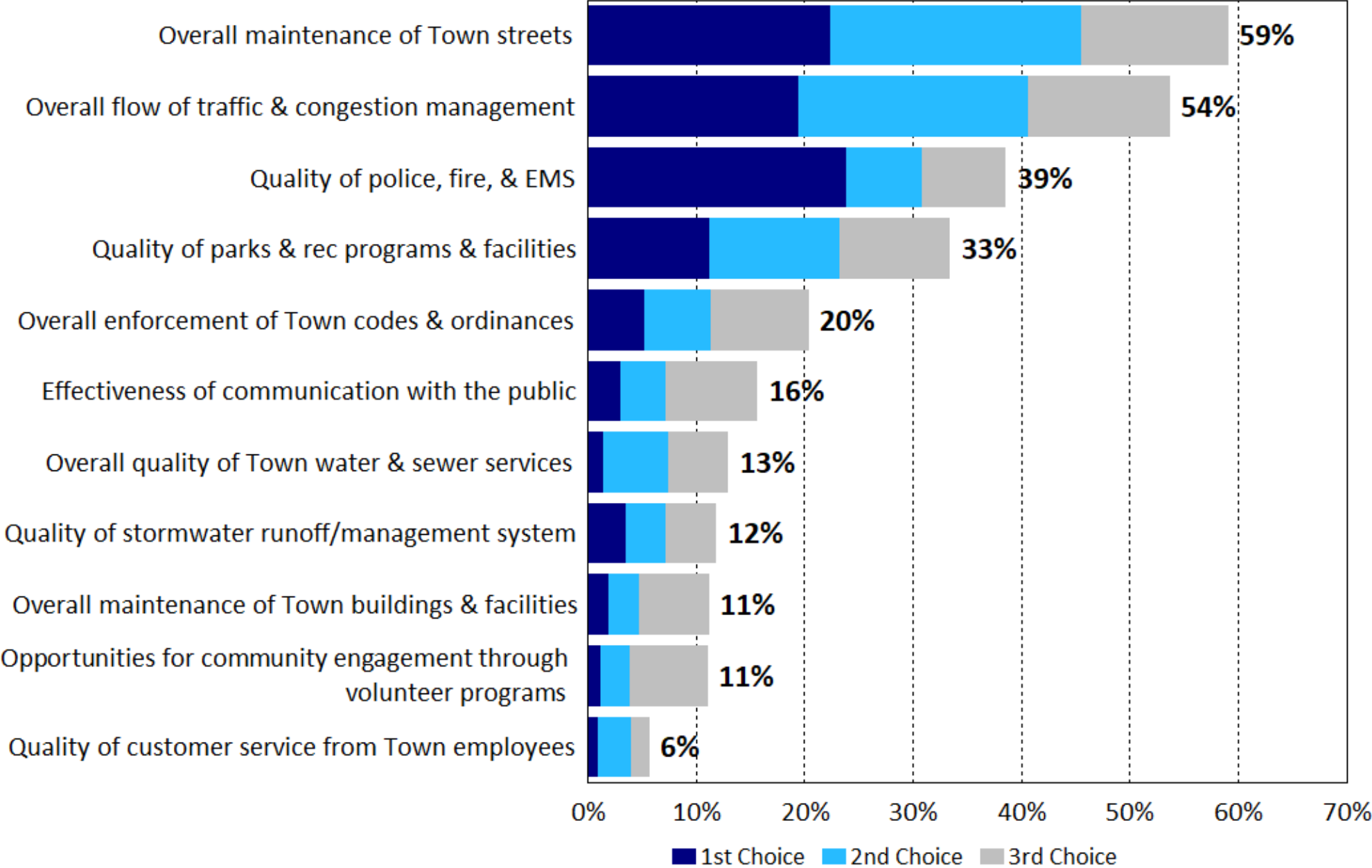
Notable Decrease Since 2018

Major Finding #5

Top Priorities

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



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

Overall Priorities ←

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

Infrastructure Priorities 

Importance-Satisfaction Rating

2021 Town of Addison

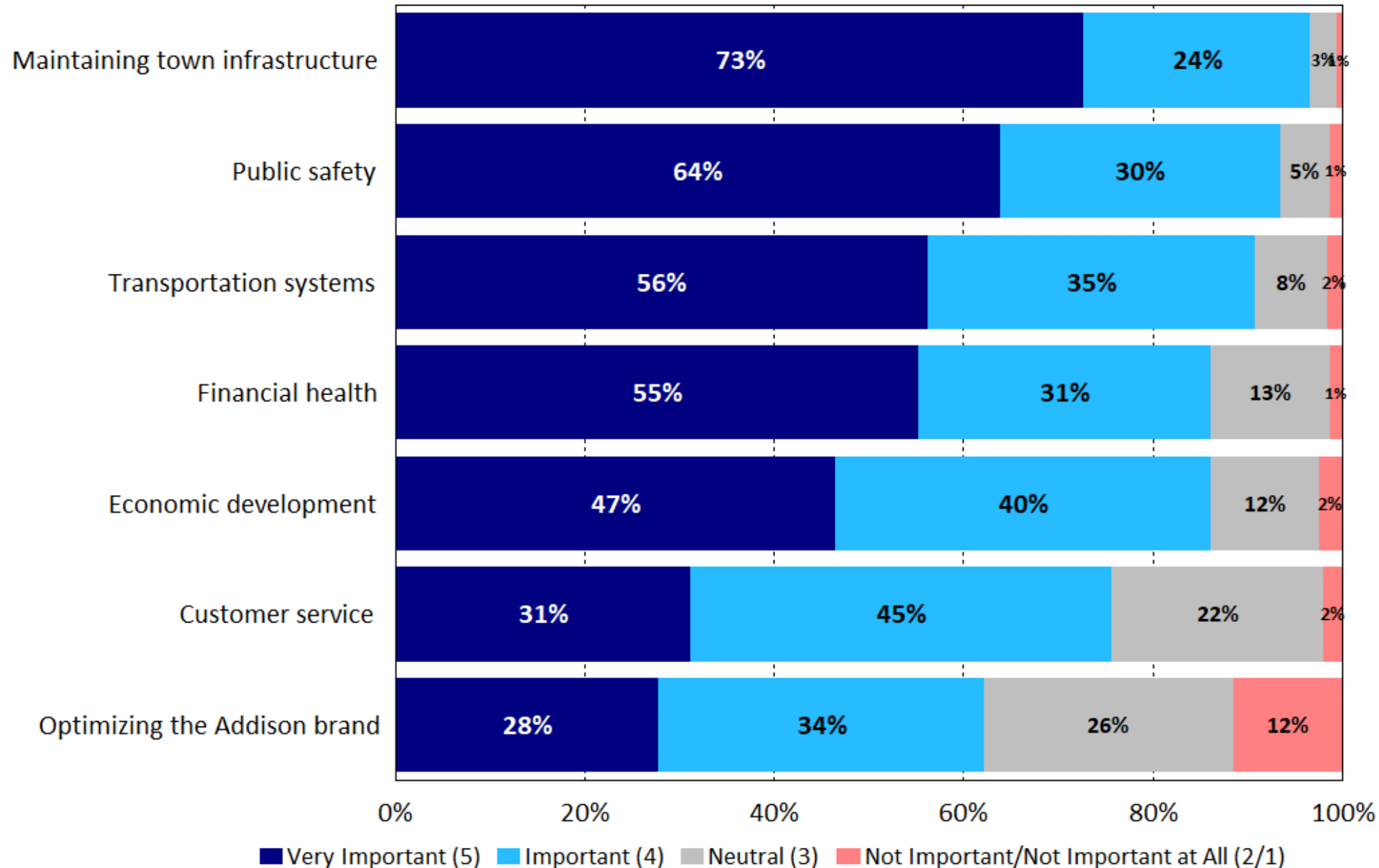
PUBLIC SAFETY

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

Public Safety Priorities ←

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

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



Top Priorities for Funding: 1) Infrastructure, 2) Public Safety, 3) Transportation System

Summary

- **Residents Have a Very Positive Perception of the Town of Addison**
 - **96% Were Satisfied with Addison as a Place to Live**
 - **95% Were Satisfied with the Overall Quality of Life in Addison**
- **The Town Is Moving in the Right Direction**
 - **Since 2018, Satisfaction Ratings Have Increased in 59 of 92 Areas**
 - **16 Areas Have Had a *Significant Increase* in Satisfaction**

Summary

- **Satisfaction with Town Services Is Much Higher in Addison Than Other Cities**
 - Addison Rates Above the U.S. Average in 57 of 58 Areas
 - Satisfaction with the Overall Quality of Town Services Is 32% Above the U.S. Average
 - Satisfaction with the Customer Service from Town Employees Is 45% Above the U.S. Average
- **Top Overall Priorities**
 - Traffic Flow and Congestion Management
 - Maintenance of Streets
 - Public Safety

Questions?

Thank You!!