

The background of the cover features a photograph of a grand, classical-style building with a prominent dome and a large fountain in the foreground. The sky is a vibrant sunset with shades of orange, pink, and purple.

City of University Park, TX

Findings Report

Submitted to University Park, Texas by:

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Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 3: Benchmark Analysis	37
Section 4: Importance- Satisfaction Analysis.....	49
Section 5: Tabular Data	62
Section 6: Survey Instrument	107



Executive Summary

2024 University Park Community Survey

Executive Summary



Purpose

During the spring of 2024, ETC Institute administered a community survey for the City of University Park, Texas. The purpose of the survey was to assess satisfaction with the delivery of major City services to help set community priorities so that tax dollars are spent wisely. This was the first survey ETC Institute administered for the City of University Park.

Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the City of University Park. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. ETC makes the effort to follow up with these respondents in the following week to offer reminders to potential respondents to drive participation.

To prevent people who were not residents of University Park 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 the completion of 300 surveys. This goal was met with a total of 361 households completing the survey. The results for the random sample of 300 households have a 95% level of confidence with a precision of at least +/- 5.10%.

Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflect the utilization and awareness of city services, the percentage of “don’t know” responses have been included in the tabular data in Section 4 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 the following:

- A summary of the methodology for administering the survey and major findings
- Charts showing the overall results for the 2024 survey (Section 1)
- Benchmarking data that show how the results for the City of University Park compare to residents in other communities nationally, in the Texas Region, and communities with populations under 30k (Section 2)
- Importance-Satisfaction analysis that identifies priorities for investment (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the cover letter and survey instrument (Section 5)

2024 University Park Community Survey

Executive Summary



Overall Perceptions of the City

Nearly all (98%) of the residents surveyed, who had an opinion, indicated they were anywhere between very satisfied and satisfied with University Park as a place to live, which is significantly higher than the National Average of 48.5%. Ninety- Seven percent (97%) of those surveyed and who had an opinion, indicated they were satisfied with University Park as a place to raise children. Ninety- three percent (93%) of those surveyed indicated they were satisfied with University Park's variety of activities for families in the community.

Overall Satisfaction with City Services

The major categories of City 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 city parks & recreations services & facilities (98%), the overall quality of police, fire, & emergency medical services (95%), and the overall quality of customer services you receive from city employees (93%).

Based on the sum of their top three choices, the major categories of City services that are the most important for the city to provide: 1) Overall quality of police, fire, & emergency medical services 2) overall maintenance of city streets and 3) overall quality of city water & sewer utilities.

Satisfaction with Specific City Services

Feeling of Public Safety.

The highest levels of satisfaction with public safety services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: the overall feelings of safety in your neighborhood during the day (94%), satisfaction with the overall feeling of safety in the city of University Park (92%), and The overall feeling of safety in the city's parks (90%).

Community Development

The highest levels of satisfaction with the city's community development, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: the overall appearance of the city (99%), cleanliness of their neighborhood (93%), and the courtesy & professionalism of community development staff (79%).

Based on the sum of their top two choices, the community development categories that are the most important for the city to provide: 1) cleanliness in the city of University Park 2) the overall appearance of the city.

2024 University Park Community Survey

Executive Summary



Parks & Recreation

The highest levels of satisfaction with the City's recreation, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: landscape & maintenance of city parks (97%), repairs & maintenance of park facilities (96%), and maintenance, condition, & cleanliness of playground areas (95%).

- Respondents were asked specifically about their experience with the Holmes Aquatic Center (HAC). They were asked to rate their level of satisfaction with 4 different categories. The two highest rated categories were the overall experience with the HAC (91%), and the overall level of satisfaction with the HAC facility itself (90%).

Based on the sum of their top three choices, the parks & recreation categories that are the most important for the city to provide: 1) landscape & maintenance of city parks 2) repairs & maintenance of park facilities, and 3) lighting in parks & fields.

Sanitation & Recycling

The highest levels of satisfaction with City Sanitation & Recycling services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: trash/ garbage collection services (95%), courtesy & professionalism of sanitation & recycling staff (93%), and overall value of trash & recycling services (93%).

- Based on the sum of their top three choices, the Sanitation & Recycling categories that are the most important for the city to provide: 1) bulky item pickup services, 2) recycling services, and 3) clarity of information about recycling program.

Street Maintenance

The highest levels of satisfaction with University Park's Street Maintenance services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: overall cleanliness of streets & public areas (93%), courtesy & professionalism of street maintenance & traffic operations staff (90%), and condition of city streets (83%).

Water Utilities

The highest levels of satisfaction with City water utilities, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: ability to receive & pay your water bill (97%) the quality of the drinking water (87%), and the quality of water conservation efforts (76%).

Based on the sum of their top two choices, the water development categories that are the most important for the city to provide: 1) ability to receive & pay your water bill 2) the quality of drinking water.

2024 University Park Community Survey

Executive Summary



Engineering

The highest levels of satisfaction with City Engineering services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the level of pedestrian accessibility in the city of University Park (91%) the overall access to walking/ biking trails (65%) , and the level of satisfaction with the communication and notification process throughout the construction of the Mile Per Year project (80%).

Based on the sum of their top two choices, the Engineering categories that are the most important for the city to provide: 1) pedestrian accessibility 2) the quality of drainage infrastructure.

Library Services

The highest levels of satisfaction with library services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of library’s meeting rooms (96%) the quality of space of library facility (94%), and the quality of library children’s events, classes, & programs (92%).

Based on the sum of their top three choices, the library services categories that are the most important for the city to provide: 1) quality of library materials & resources 2) the quality of space of the library facilities, and 3) the quality of the library’s children events, classes, & programs

Police Department

The highest levels of satisfaction with the city police department, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: timeliness of police response to emergency calls (96%) the level of overall satisfaction of Direct Alarm’s Direct Alarm Monitoring program (96%), and the level of satisfaction with courtesy and professionalism of police personnel (95%).

Based on the sum of their top three choices, the police department categories that are the most important for the city to provide: 1) quality of police protection 2) the overall impression of the Police Department, and 3) the visibility of the Police in the City.

Fire Department

The highest levels of satisfaction with Fire Department Services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: overall impression of the Fire Department (99%) the impression of fire personnel (99%), and the timeliness of fire response to emergency calls (99%).

Based on the sum of their top two choices, the Fire Department categories that are the most important for the city to provide: 1) timeliness of fire response to emergency calls 2) the impression of fire personnel.

2024 University Park Community Survey

Executive Summary



City Communication

The highest levels of satisfaction with City communications, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the courtesy & professionalism of communication staff (89%) the quality of the city’s digital newsletters (85%), and the quality of the city’s website (80%).

Other Findings

Some of the other major findings from the survey are listed below.

Sources of Information in the City

- When respondents were asked what their primary sources of information about city issues, services, and events, the top three modes were the city website (60%), the email newsletter (59%), and the “word of mouth” method of sharing information between friends and neighbors (54%)
- Subsequently, those respondents were asked to list the top three sources of information they would prefer to be used when receiving information about city services, events, and city information. Those top three choices are as followed: email newsletter (69%), the city website (58%), and the local newspaper (20%).

Interest in New Programs

- Respondents were asked to rate their interest in a list of three potential new programs. Those programs are: A dedicated telecommuting space in the library, a dedicated bike route/ trail system in the city, and University Park Police department having a full-time officer dedicated to the enforcement of narcotics violations in the community. Respondents were asked to rate their opinion on a scale from 1 to 3, 1 being “not interested at all”, 2 being “somewhat interested”, and 3 being “very interested”. When combining the overall interest of those who marked either 3 or 2, the program that fielded the most interest was University Park Police Department having a full-time officer dedicated to enforcement of narcotics violations in the community (83%).

2024 University Park Community Survey

Executive Summary



How the City of University Park Compares to Other Communities Regionally

Satisfaction ratings for the City of University Park rated significantly above the Texas region average (5% or more) in all 50 areas that were assessed. Listed below are the comparisons between the University Park and the Texas region average:

Services	University Park	Texas	Difference	Categories
Overall quality of customer services you receive from city employees	93.20%	29.9%	63.30%	Major City Services
Overall effectiveness of city communication with the public	86.30%	27.1%	59.20%	Major City Services
Overall maintenance of city Streets	83.90%	25.3%	58.60%	Major City Services
Overall value of street maintenance & traffic operations	81.90%	25.3%	56.60%	Street Maintenance & Traffic Operations
Non-emergency programs provided by Fire Department	97.00%	41.3%	55.70%	Fire Department
Overall quality of city parks & recreations services & facilities	98.00%	42.8%	55.20%	Major City Services
University Park as a place to live	97.80%	44.1%	53.70%	City Perceptions
Overall image of University Park	95.80%	43.0%	52.80%	City Perceptions
Overall appearance of City	98.60%	46.8%	51.80%	Community Development
Overall appearance of University Park	97.50%	46.8%	50.70%	City Perceptions
Quality of police protection	93.20%	44.1%	49.10%	Police Department
Ability to receive & pay your water bill	97.10%	49.5%	47.60%	Water Utilities
Overall quality of city water & sewer utilities	92.10%	45.2%	46.90%	Major City Services
Timeliness of police response to emergency calls	95.80%	49.6%	46.20%	Police Department
In City parks	90.00%	44.3%	45.70%	Public Safety
Timeliness of fire response to emergency calls	99.00%	54.9%	44.10%	Fire Department
Responsiveness of Fire Department	99.00%	54.9%	44.10%	Fire Department
University Park as a place to raise children	96.90%	53.5%	43.40%	City Perceptions
Overall quality of police, fire, & emergency medical services	95.00%	52.3%	42.70%	Major City Services
Visibility of police in City	86.70%	44.8%	41.90%	Police Department
Recycling services	87.70%	46.2%	41.50%	Sanitation & Recycling
Overall value of water & wastewater services	85.40%	45.2%	40.20%	Water Utilities
Overall responsiveness of code enforcement staff	74.10%	36.0%	38.10%	Community Development
Overall quality of public library services	89.30%	51.3%	38.00%	Major City Services
Overall cleanliness of streets & public areas	93.10%	55.4%	37.70%	Street Maintenance & Traffic Operations
Cleanliness in your neighborhood	92.50%	55.4%	37.10%	Community Development
Yard waste/leaf/brush pickup services	91.70%	54.8%	36.90%	Sanitation & Recycling
Overall effectiveness of City management	85.30%	48.7%	36.60%	City Perceptions
Overall quality of leadership provided by University Park's elected officials	83.10%	46.8%	36.30%	City Perceptions
Bulky item pickup services	88.90%	53.1%	35.80%	Sanitation & Recycling
Quality of drinking water	86.70%	51.0%	35.70%	Water Utilities
Overall quality of Fire Department	98.80%	64.1%	34.70%	Fire Department
Overall enforcement of city codes & ordinances	70.20%	36.0%	34.20%	Major City Services
Overall in City	92.20%	58.3%	33.90%	Public Safety
Quality of City's website	80.40%	47.8%	32.60%	City Communication
University Park as a place to work	83.70%	51.2%	32.50%	City Perceptions
In commercial & retail areas during the day	85.70%	54.3%	31.40%	Public Safety
Condition of pavement markings on City streets	80.00%	49.5%	30.50%	Street Maintenance & Traffic Operations
City's efforts to keep you informed	79.30%	49.5%	29.80%	City Communication
Condition of City streets	83.00%	53.5%	29.50%	Street Maintenance & Traffic Operations
Quality of City's social media	75.20%	46.9%	28.30%	City Communication
In your neighborhood at night	84.20%	56.1%	28.10%	Public Safety
Timeliness of information provided by City	78.30%	51.2%	27.10%	City Communication
University Park as a place to retire	81.70%	56.2%	25.50%	City Perceptions
Trash/garbage collection services	94.90%	70.8%	24.10%	Sanitation & Recycling
Access to information on City events & programs	76.90%	55.6%	21.30%	City Communication
Condition of sidewalks in your neighborhood	71.50%	50.7%	20.80%	Street Maintenance & Traffic Operations
Enforcement of exterior maintenance & upkeep of residential property	74.00%	54.5%	19.50%	Community Development
In commercial & retail areas at night	73.70%	54.3%	19.40%	Public Safety
In your neighborhood during the day	94.40%	78.5%	15.90%	Public Safety

2024 University Park Community Survey

Executive Summary



How the City of University Park Compares to Other Communities with a population under 30k.

Satisfaction ratings for the City of University Park **rated significantly above the Under 30k community (5% or more) in all 50 areas** that were assessed. Listed below are the comparisons between the City of University Park and the Under 30k community average:

Services	University Park	Under 30k	Difference	Categories
University Park as a place to live	97.80%	37.0%	60.80%	City Perceptions
Ability to receive & pay your water bill	97.10%	41.3%	55.80%	Water Utilities
Overall quality of customer services you receive from city employees	93.20%	38.2%	55.00%	Major City Services
Overall effectiveness of city communication with the public	86.30%	33.9%	52.40%	Major City Services
Overall quality of city parks & recreations services & facilities	98.00%	45.9%	52.10%	Major City Services
Bulky item pickup services	88.90%	39.6%	49.30%	Sanitation & Recycling
Non-emergency programs provided by Fire Department	97.00%	48.9%	48.10%	Fire Department
Overall quality of leadership provided by University Park's elected officials	83.10%	37.8%	45.30%	City Perceptions
Overall effectiveness of City management	85.30%	41.1%	44.20%	City Perceptions
Yard waste/leaf/brush pickup services	91.70%	48.6%	43.10%	Sanitation & Recycling
Overall appearance of City	98.60%	57.0%	41.60%	Community Development
Overall image of University Park	95.80%	54.4%	41.40%	City Perceptions
Overall appearance of University Park	97.50%	57.0%	40.50%	City Perceptions
Overall maintenance of city Streets	83.90%	44.8%	39.10%	Major City Services
Overall quality of city water & sewer utilities	92.10%	54.2%	37.90%	Major City Services
City's efforts to keep you informed	79.30%	41.6%	37.70%	City Communication
Timeliness of police response to emergency calls	95.80%	58.2%	37.60%	Police Department
Quality of City's social media	75.20%	37.7%	37.50%	City Communication
Quality of City's website	80.40%	43.0%	37.40%	City Communication
Overall value of street maintenance & traffic operations	81.90%	44.8%	37.10%	Street Maintenance & Traffic Operations
Timeliness of information provided by City	78.30%	41.6%	36.70%	City Communication
University Park as a place to raise children	96.90%	60.5%	36.40%	City Perceptions
Quality of police protection	93.20%	57.7%	35.50%	Police Department
Overall cleanliness of streets & public areas	93.10%	58.1%	35.00%	Street Maintenance & Traffic Operations
Cleanliness in your neighborhood	92.50%	58.1%	34.40%	Community Development
Enforcement of exterior maintenance & upkeep of residential property	74.00%	40.1%	33.90%	Community Development
Access to information on City events & programs	76.90%	45.3%	31.60%	City Communication
Condition of City streets	83.00%	51.5%	31.50%	Street Maintenance & Traffic Operations
Quality of drinking water	86.70%	55.3%	31.40%	Water Utilities
Overall value of water & wastewater services	85.40%	54.2%	31.20%	Water Utilities
Visibility of police in City	86.70%	55.8%	30.90%	Police Department
Overall responsiveness of code enforcement staff	74.10%	43.8%	30.30%	Community Development
In City parks	90.00%	60.1%	29.90%	Public Safety
Condition of sidewalks in your neighborhood	71.50%	42.1%	29.40%	Street Maintenance & Traffic Operations
Timeliness of fire response to emergency calls	99.00%	69.7%	29.30%	Fire Department
Responsiveness of Fire Department	99.00%	69.7%	29.30%	Fire Department
Recycling services	87.70%	58.6%	29.10%	Sanitation & Recycling
Overall quality of police, fire, & emergency medical services	95.00%	67.0%	28.00%	Major City Services
Condition of pavement markings on City streets	80.00%	52.1%	27.90%	Street Maintenance & Traffic Operations
Overall quality of public library services	89.30%	62.6%	26.70%	Major City Services
Overall enforcement of city codes & ordinances	70.20%	43.8%	26.40%	Major City Services
In commercial & retail areas during the day	85.70%	59.5%	26.20%	Public Safety
University Park as a place to retire	81.70%	55.7%	26.00%	City Perceptions
University Park as a place to work	83.70%	59.1%	24.60%	City Perceptions
Overall in the City	92.20%	68.8%	23.40%	Public Safety
Trash/garbage collection services	94.90%	72.2%	22.70%	Sanitation & Recycling
Overall quality of Fire Department	98.80%	78.5%	20.30%	Fire Department
In your neighborhood at night	84.20%	67.5%	16.70%	Public Safety
In commercial & retail areas at night	73.70%	59.5%	14.20%	Public Safety
In your neighborhood during the day	94.40%	82.0%	12.40%	Public Safety

2024 University Park Community Survey

Executive Summary



How the City of University Park Compares to Other Communities Nationally

Satisfaction ratings for the City of University Park **rated significantly above the U.S. average (5% or more) in all 50 areas** that were assessed. Listed below are the comparisons between the University Park and the U.S. average:

Services	University Park	U.S. Total	Difference	Categories
Ability to receive & pay your water bill	97.10%	38.1%	59.00%	Water Utilities
Overall quality of customer services you receive from city employees	93.20%	39.4%	53.80%	Major City Services
Overall effectiveness of city communication with the public	86.30%	36.9%	49.40%	Major City Services
University Park as a place to live	97.80%	48.5%	49.30%	City Perceptions
Overall quality of city parks & recreations services & facilities	98.00%	49.2%	48.80%	Major City Services
Non-emergency programs provided by Fire Department	97.00%	48.6%	48.40%	Fire Department
Overall effectiveness of City management	85.30%	38.2%	47.10%	City Perceptions
Overall quality of leadership provided by University Park's elected officials	83.10%	38.4%	44.70%	City Perceptions
Overall appearance of City	98.60%	54.7%	43.90%	Community Development
Overall maintenance of city Streets	83.90%	40.5%	43.40%	Major City Services
Overall appearance of University Park	97.50%	54.7%	42.80%	City Perceptions
Overall image of University Park	95.80%	53.4%	42.40%	City Perceptions
Bulky item pickup services	88.90%	46.6%	42.30%	Sanitation & Recycling
Overall value of street maintenance & traffic operations	81.90%	40.5%	41.40%	Street Maintenance & Traffic Operations
Overall quality of city water & sewer utilities	92.10%	51.9%	40.20%	Major City Services
Quality of police protection	93.20%	53.0%	40.20%	Police Department
Overall cleanliness of streets & public areas	93.10%	53.3%	39.80%	Street Maintenance & Traffic Operations
Timeliness of police response to emergency calls	95.80%	56.1%	39.70%	Police Department
Cleanliness in your neighborhood	92.50%	53.3%	39.20%	Community Development
Quality of City's website	80.40%	42.4%	38.00%	City Communication
Yard waste/leaf/brush pickup services	91.70%	53.8%	37.90%	Sanitation & Recycling
City's efforts to keep you informed	79.30%	43.3%	36.00%	City Communication
Quality of City's social media	75.20%	39.3%	35.90%	City Communication
Timeliness of information provided by City	78.30%	42.5%	35.80%	City Communication
University Park as a place to raise children	96.90%	61.4%	35.50%	City Perceptions
In City parks	90.00%	54.6%	35.40%	Public Safety
Overall responsiveness of code enforcement staff	74.10%	40.1%	34.00%	Community Development
Overall value of water & wastewater services	85.40%	51.9%	33.50%	Water Utilities
Condition of City streets	83.00%	50.1%	32.90%	Street Maintenance & Traffic Operations
Recycling services	87.70%	55.1%	32.60%	Sanitation & Recycling
Visibility of police in City	86.70%	54.1%	32.60%	Police Department
In commercial & retail areas during the day	85.70%	53.9%	31.80%	Public Safety
Access to information on City events & programs	76.90%	46.4%	30.50%	City Communication
Timeliness of fire response to emergency calls	99.00%	68.7%	30.30%	Fire Department
Responsiveness of Fire Department	99.00%	68.7%	30.30%	Fire Department
Overall enforcement of city codes & ordinances	70.20%	40.1%	30.10%	Major City Services
University Park as a place to retire	81.70%	51.6%	30.10%	City Perceptions
Condition of pavement markings on City streets	80.00%	50.0%	30.00%	Street Maintenance & Traffic Operations
Enforcement of exterior maintenance & upkeep of residential property	74.00%	44.1%	29.90%	Community Development
Overall quality of police, fire, & emergency medical services	95.00%	65.4%	29.60%	Major City Services
Quality of drinking water	86.70%	59.1%	27.60%	Water Utilities
Trash/garbage collection services	94.90%	67.5%	27.40%	Sanitation & Recycling
University Park as a place to work	83.70%	57.1%	26.60%	City Perceptions
Overall in the City	92.20%	66.0%	26.20%	Public Safety
Overall quality of public library services	89.30%	63.9%	25.40%	Major City Services
Condition of sidewalks in your neighborhood	71.50%	46.7%	24.80%	Street Maintenance & Traffic Operations
In your neighborhood at night	84.20%	61.4%	22.80%	Public Safety
Overall quality of Fire Department	98.80%	76.2%	22.60%	Fire Department
In commercial & retail areas at night	73.70%	53.9%	19.80%	Public Safety
In your neighborhood during the day	94.40%	81.2%	13.20%	Public Safety

2024 University Park Community Survey

Executive Summary



Investment Priorities

Recommended Services for the City to Provide. In order to help the city 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 City 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 City services over the next two years. If the City wants to improve its overall satisfaction rating, the city 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.

2024 Importance-Satisfaction Rating

University Park, Texas

Major City Services

Category of Service	Most Important %	Most		Importance-Satisfaction Rating	I-S Rating Rank
		Important Rank	Satisfaction %		
Medium Priority (IS <10)					
Overall maintenance of city streets	57%	2	84%	0.0918	1
Overall quality of police, fire, & emergency medical services	95%	1	95%	0.0474	2
Overall enforcement of city codes & ordinances	16%	5	70%	0.0471	3
Overall quality of city water & sewer utilities	55%	3	92%	0.0434	4
Overall effectiveness of city communication with the public	8%	6	86%	0.0107	5
Overall quality of city parks & recreation services & facilities	46%	4	98%	0.0093	6
Overall quality of public library services	4%	8	89%	0.0045	7
Overall quality of customer services you receive from city employees	7%	7	93%	0.0045	8

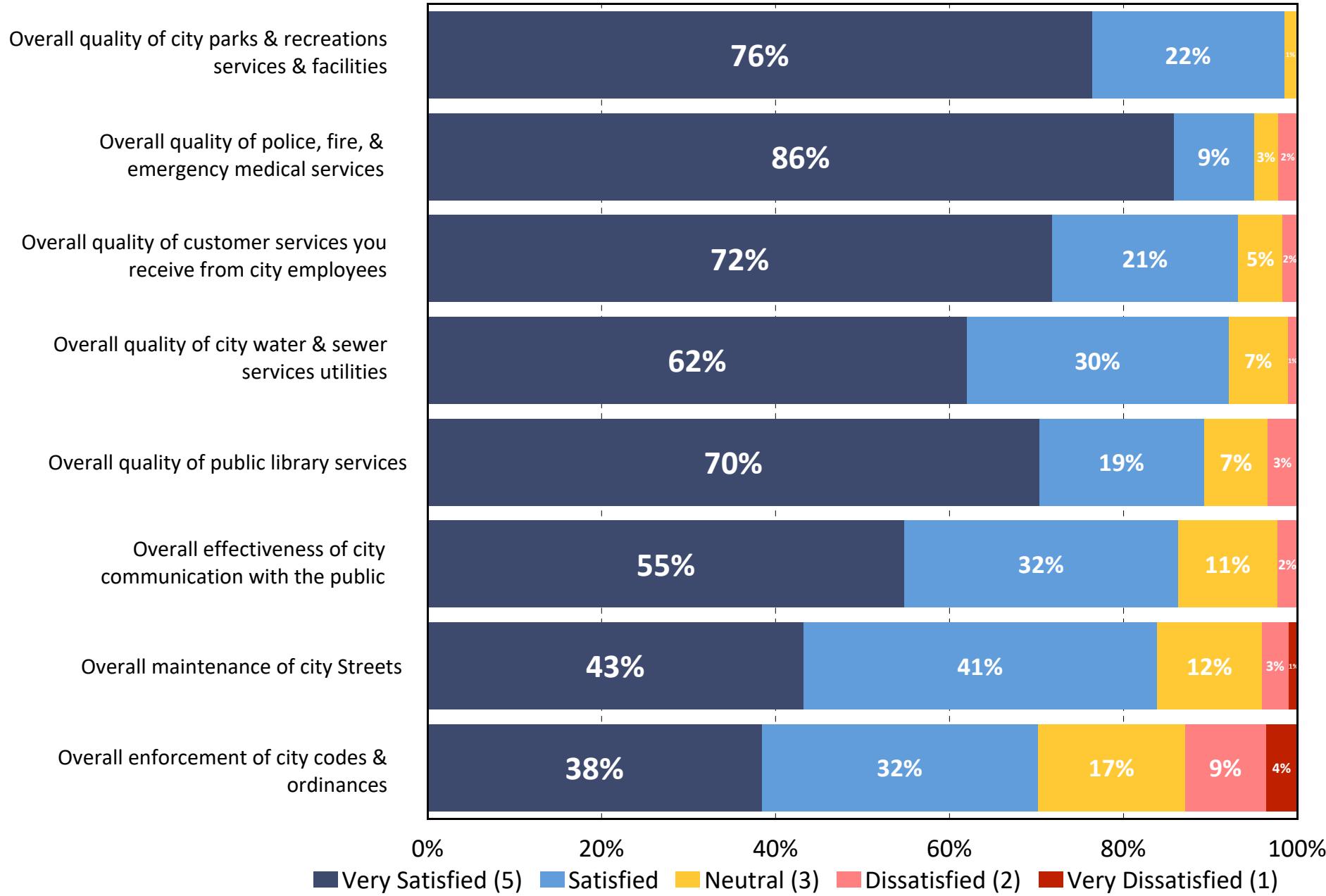
Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the city. The table below shows the Importance-Satisfaction rating for all 8 major categories of City services that were rated.

1

Charts and Graphs

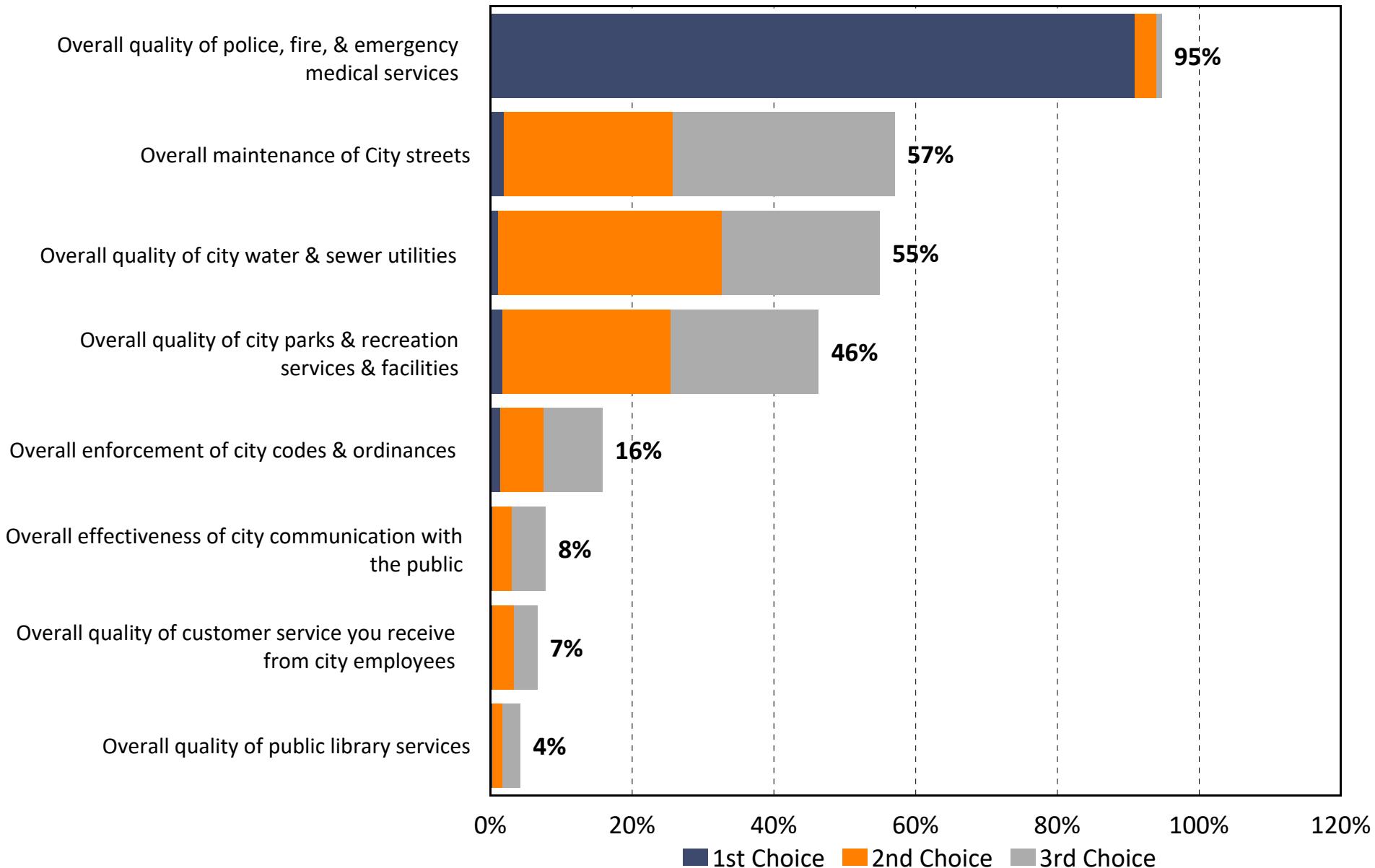
Q1. Overall Satisfaction with Major City Services

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



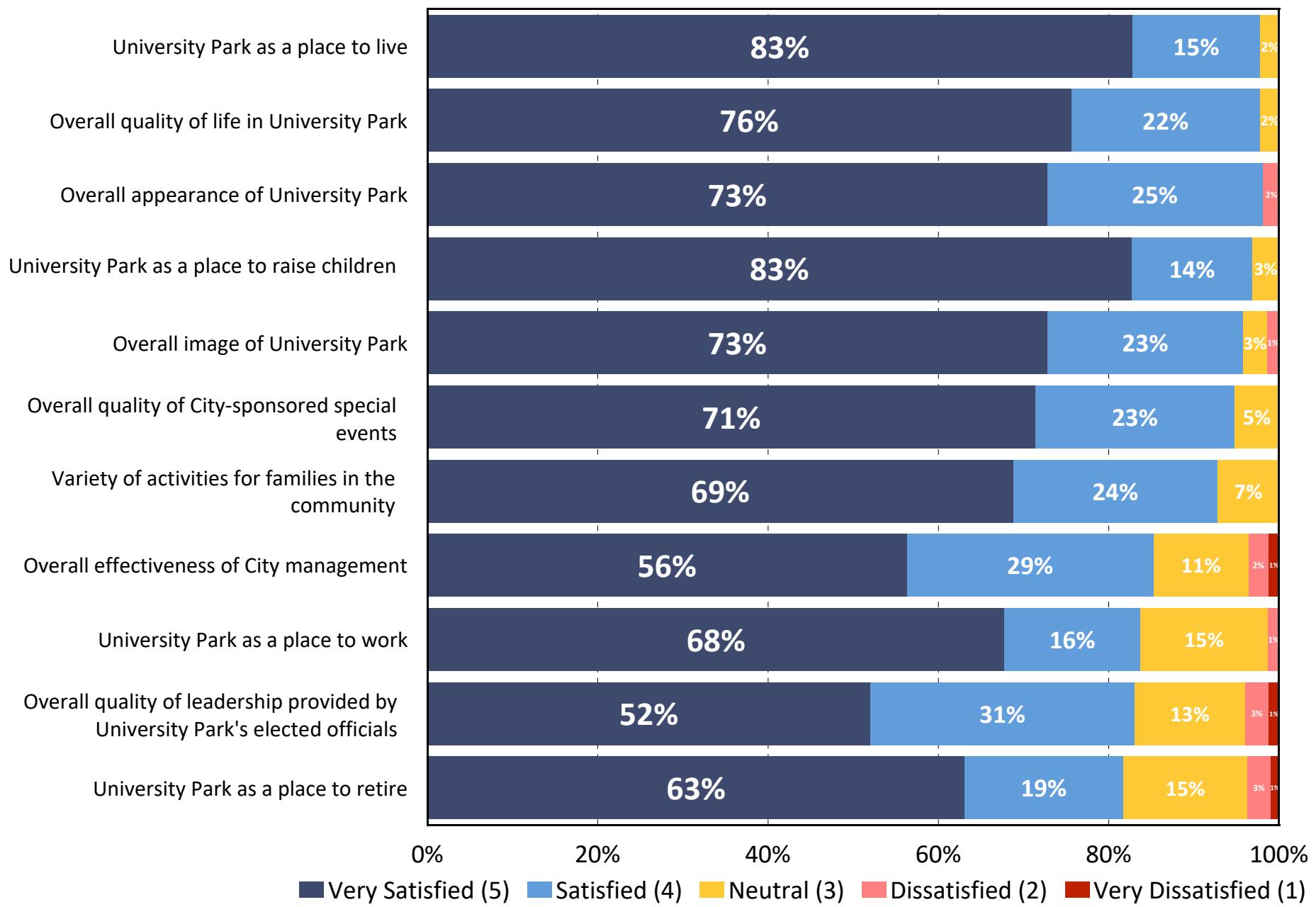
Q2. Which THREE Major City services are MOST IMPORTANT for the city to provide

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



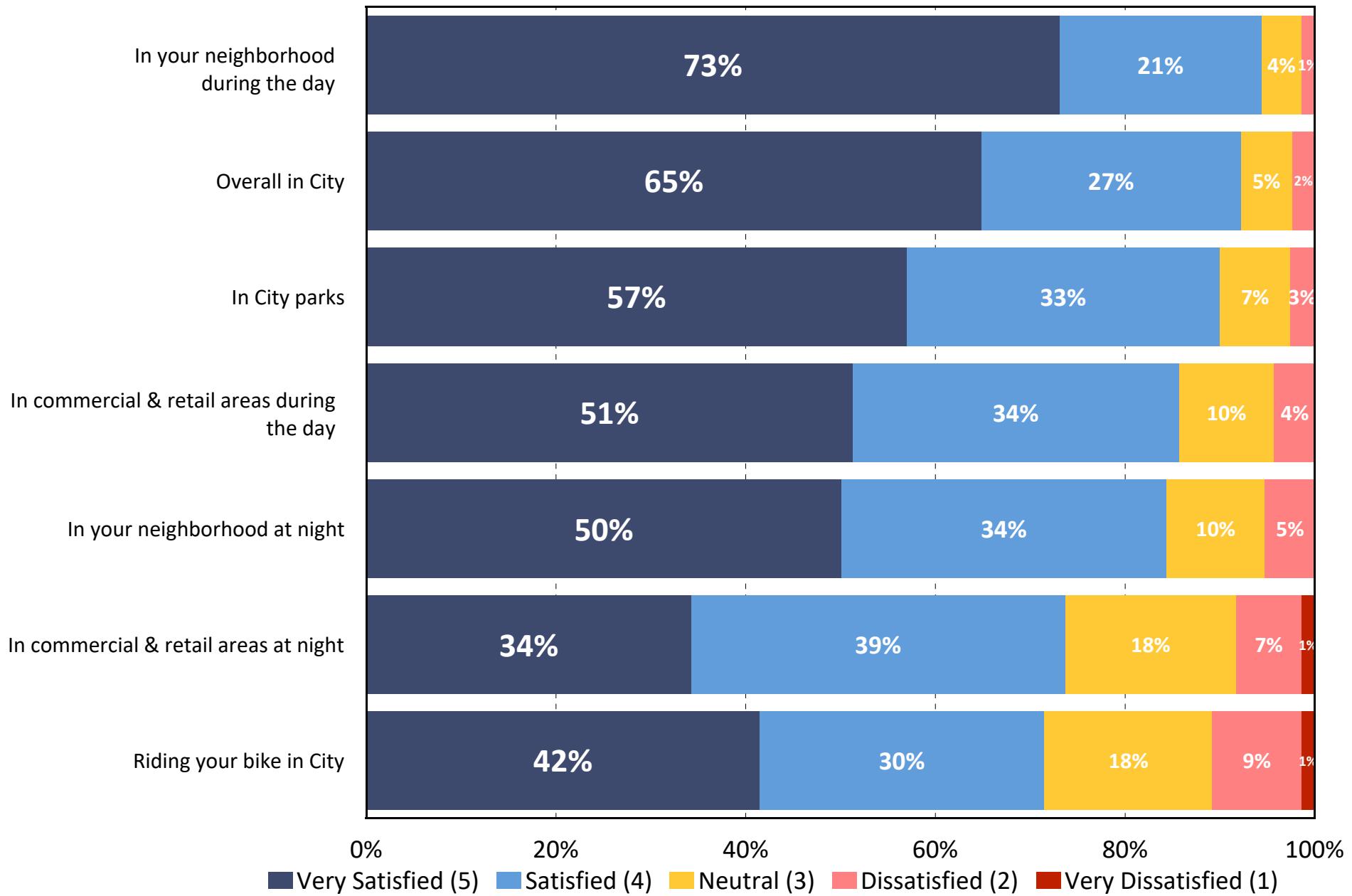
Q3. Overall Perceptions of University Park

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



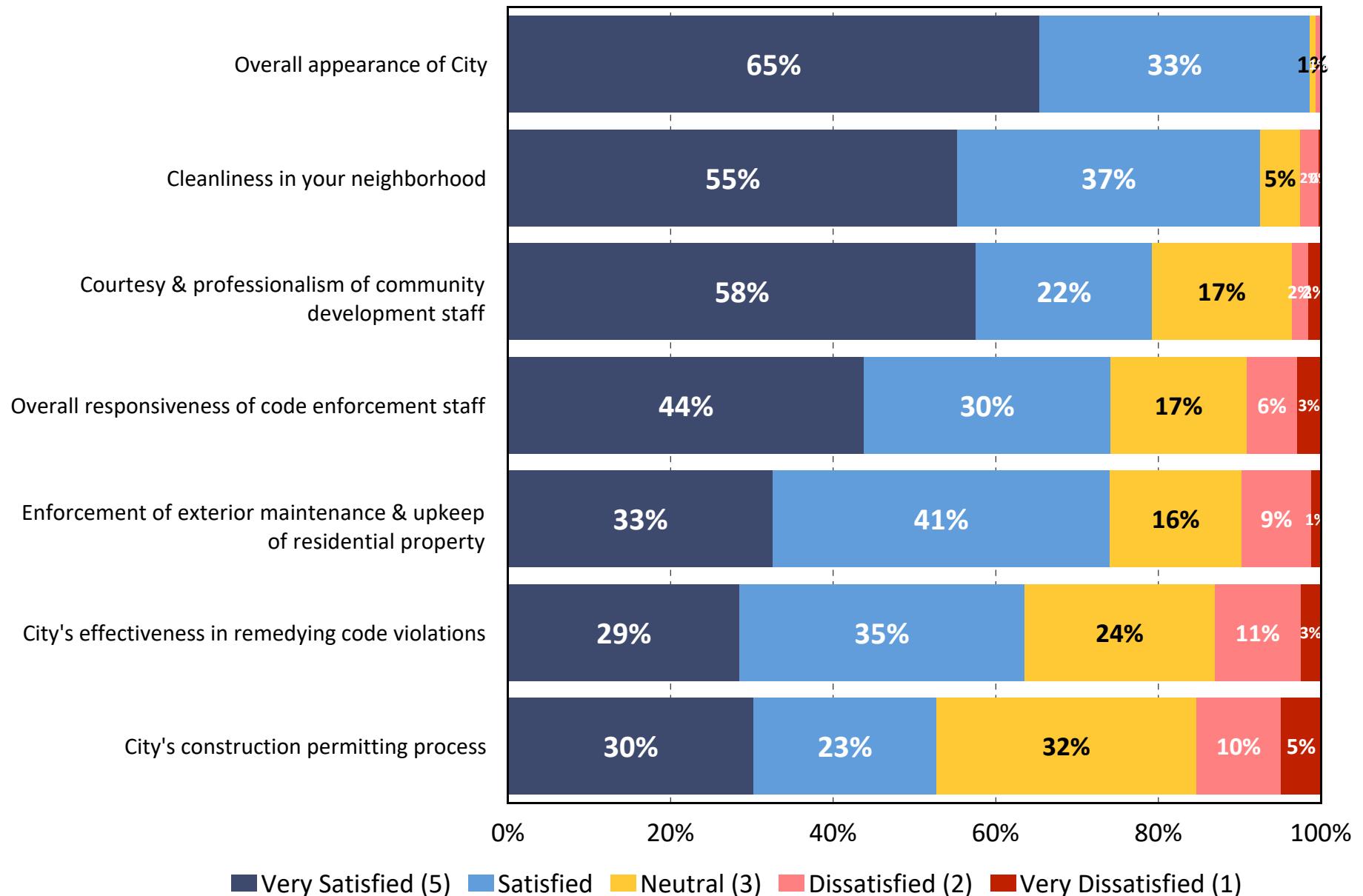
Q4. Overall feeling of safety

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



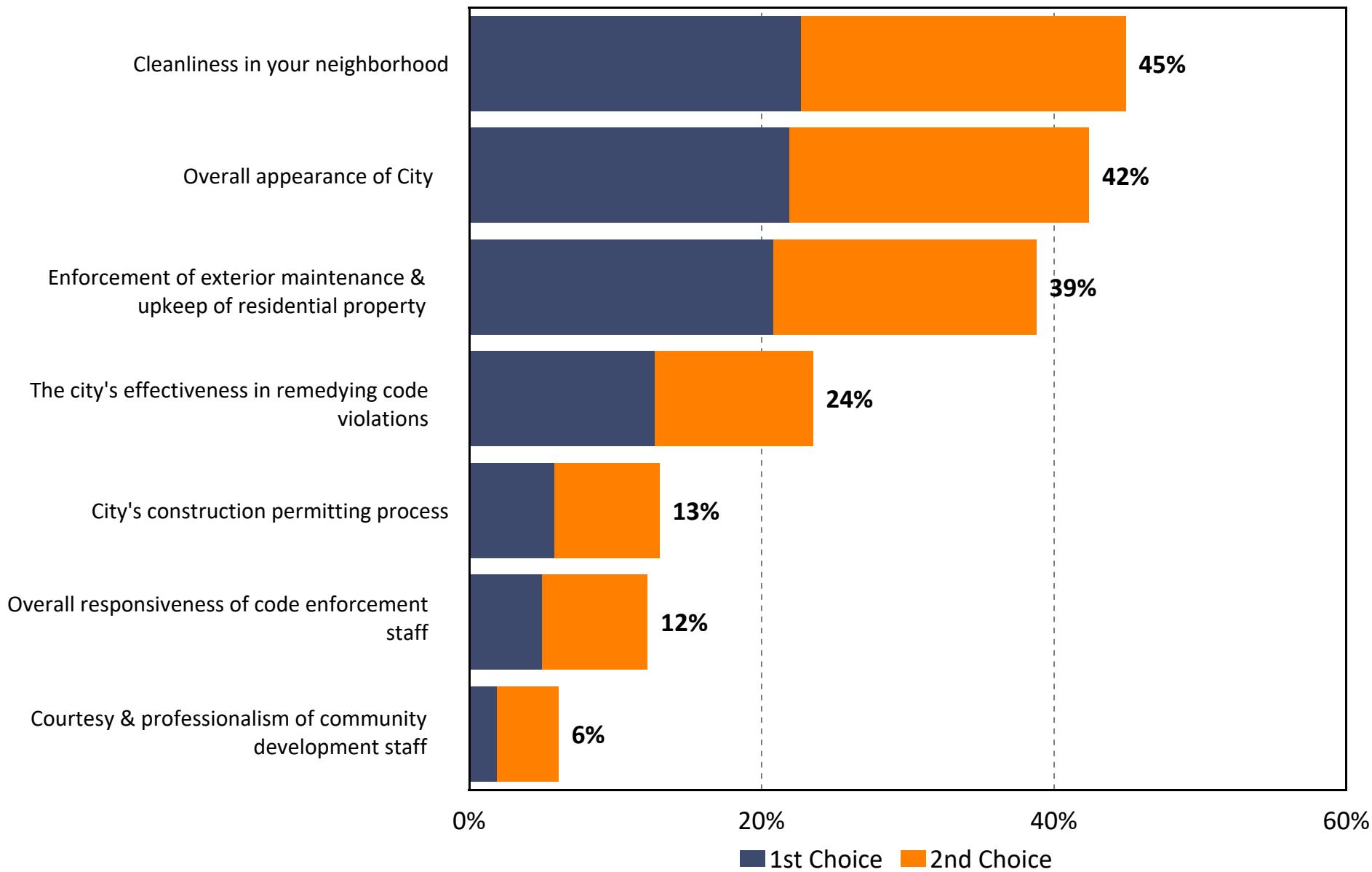
Q5. Overall Satisfaction with Community Development

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



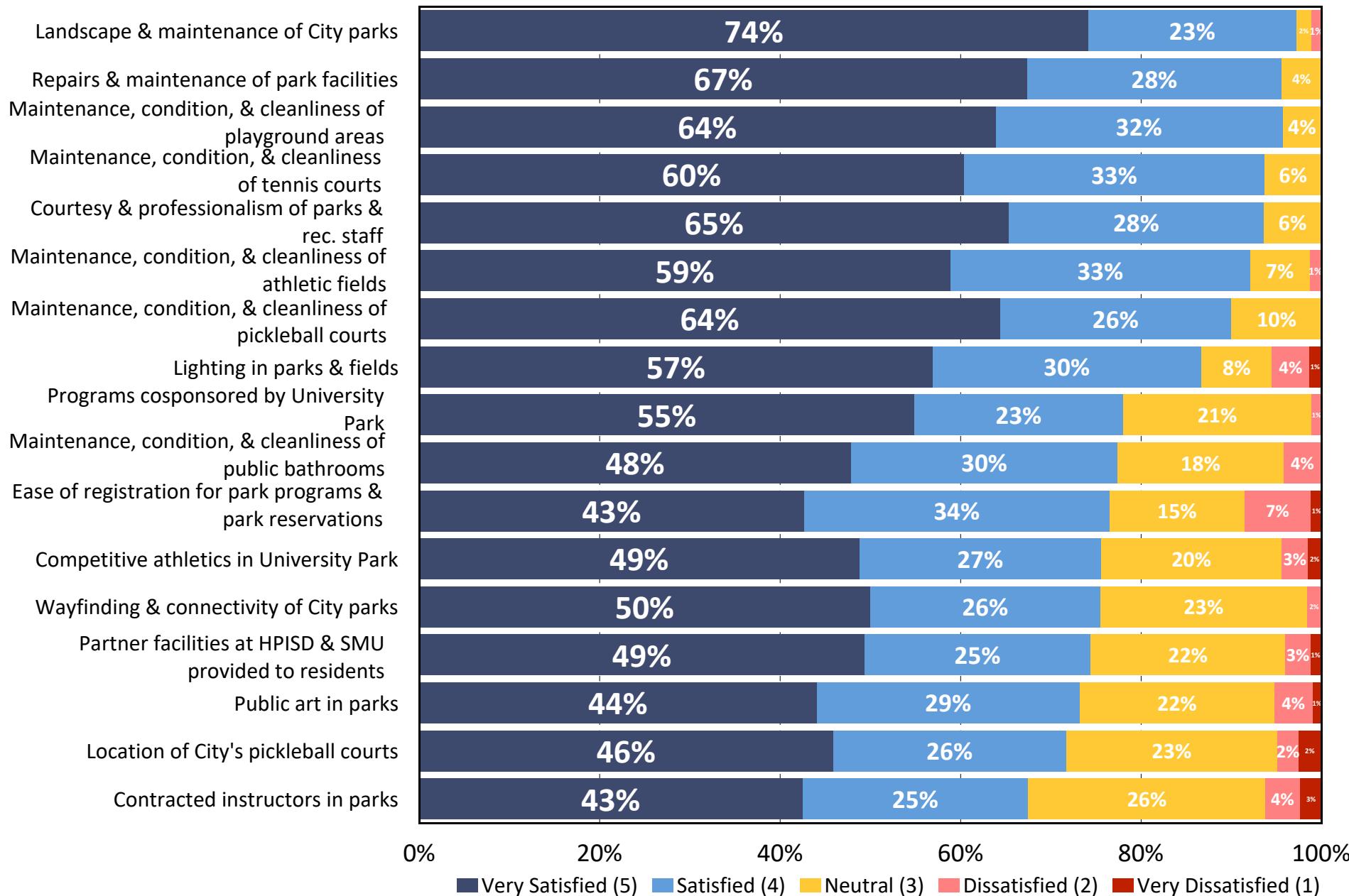
Q6. Which TWO Community Development services are MOST IMPORTANT for the city to provide

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



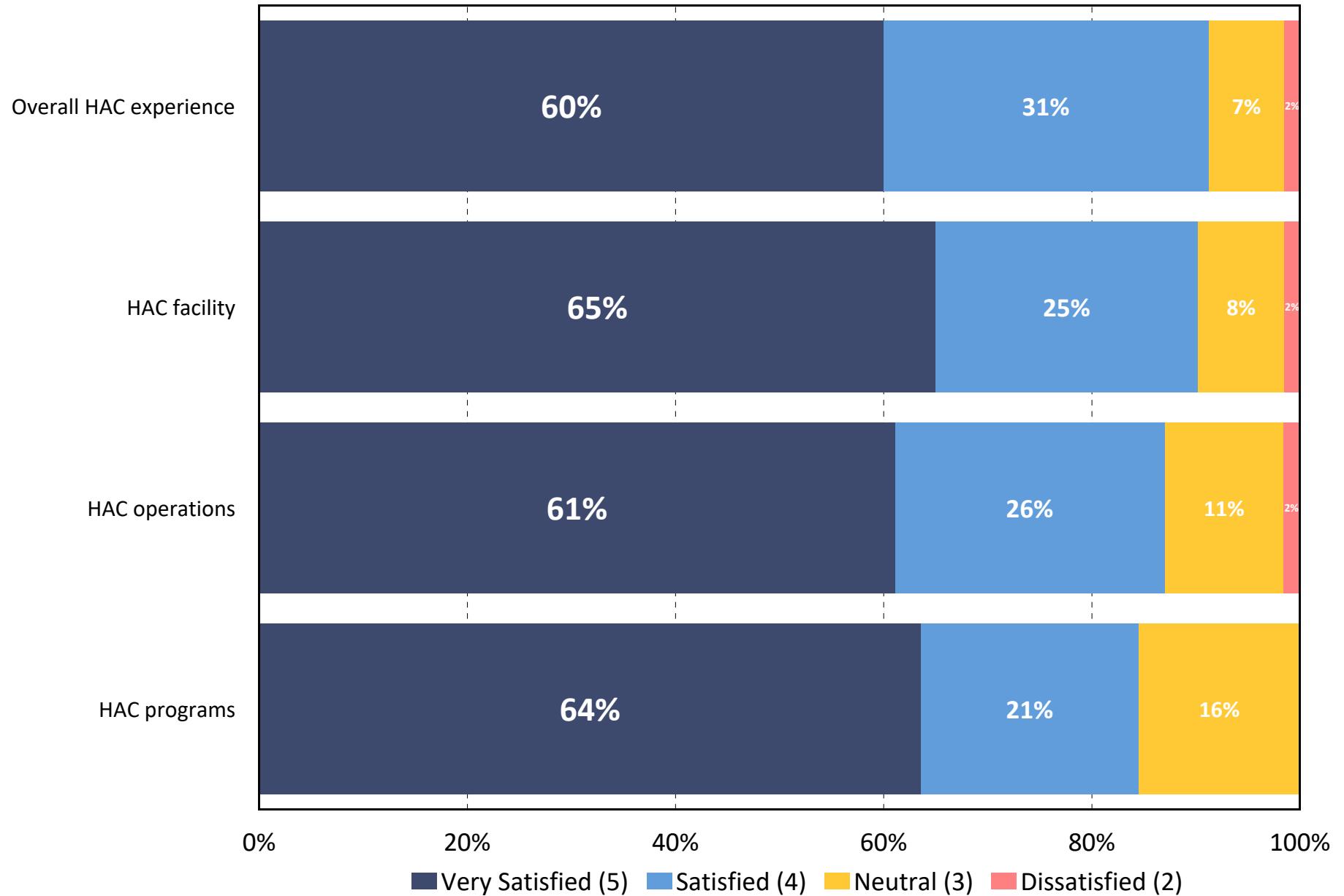
Q7. Overall Satisfaction with Parks & Recreation

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



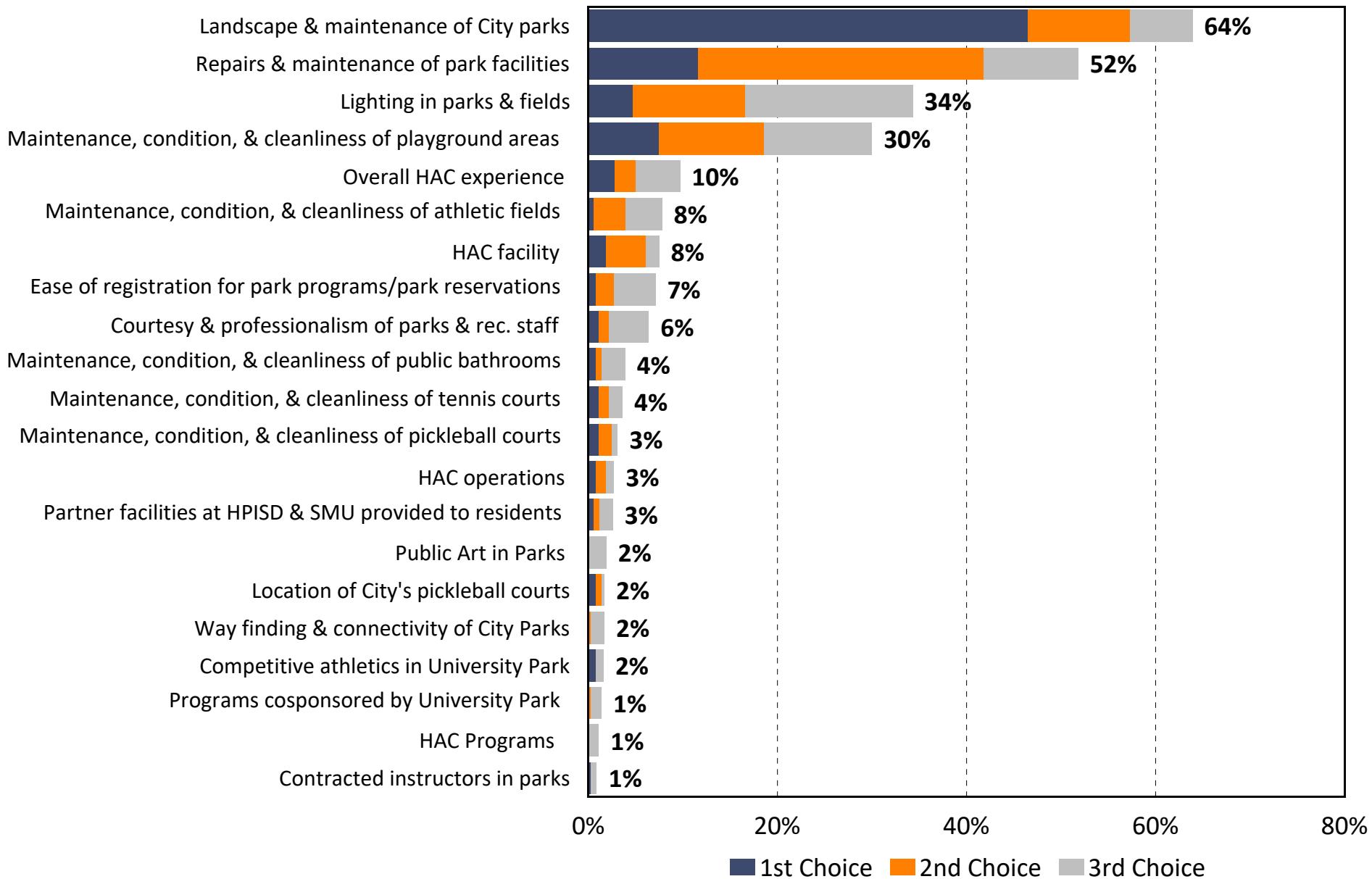
Q7. Overall Satisfaction with the HAC

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



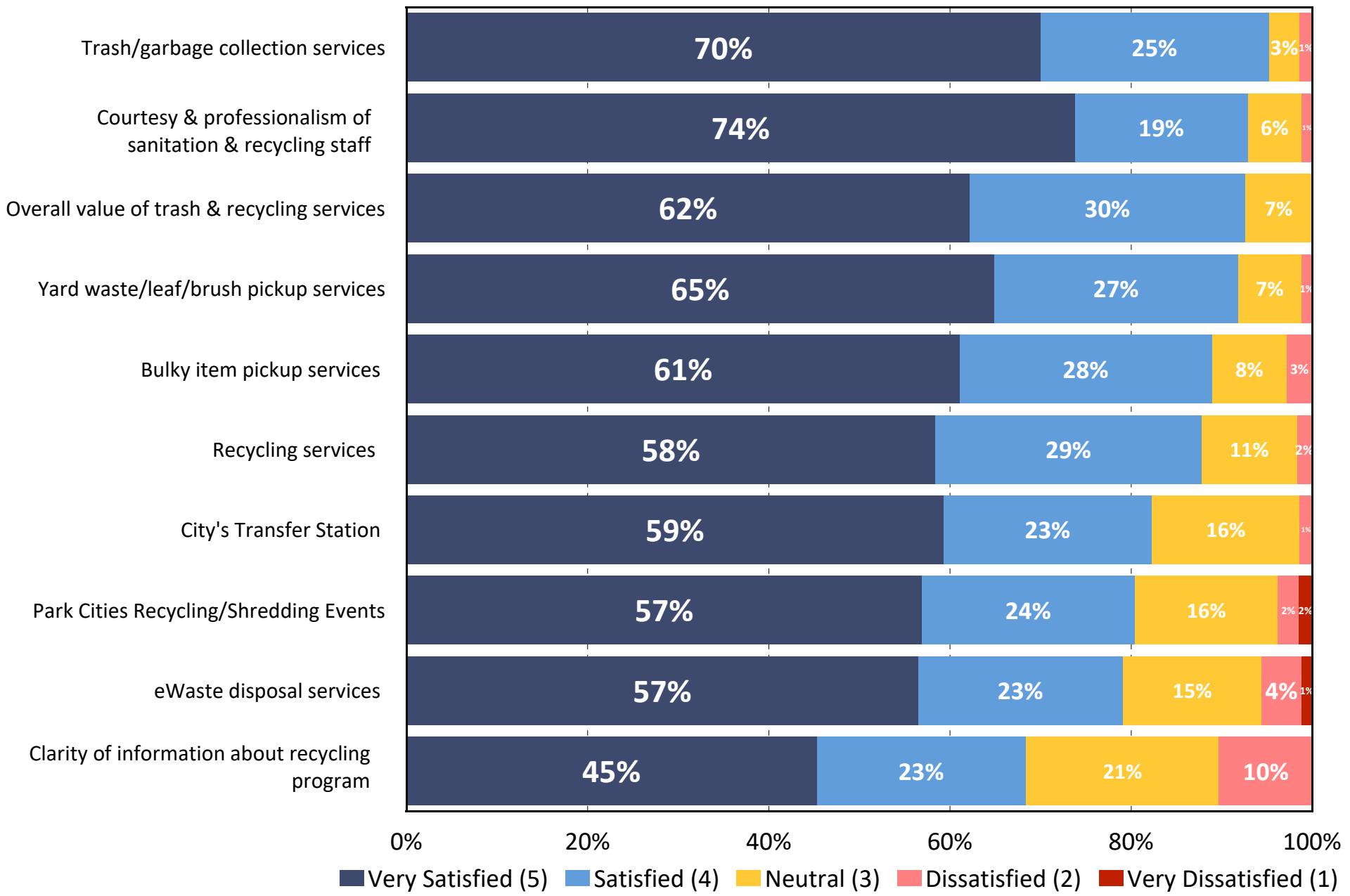
Q8. Which THREE Parks & Recreation services are MOST IMPORTANT for the city to provide

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



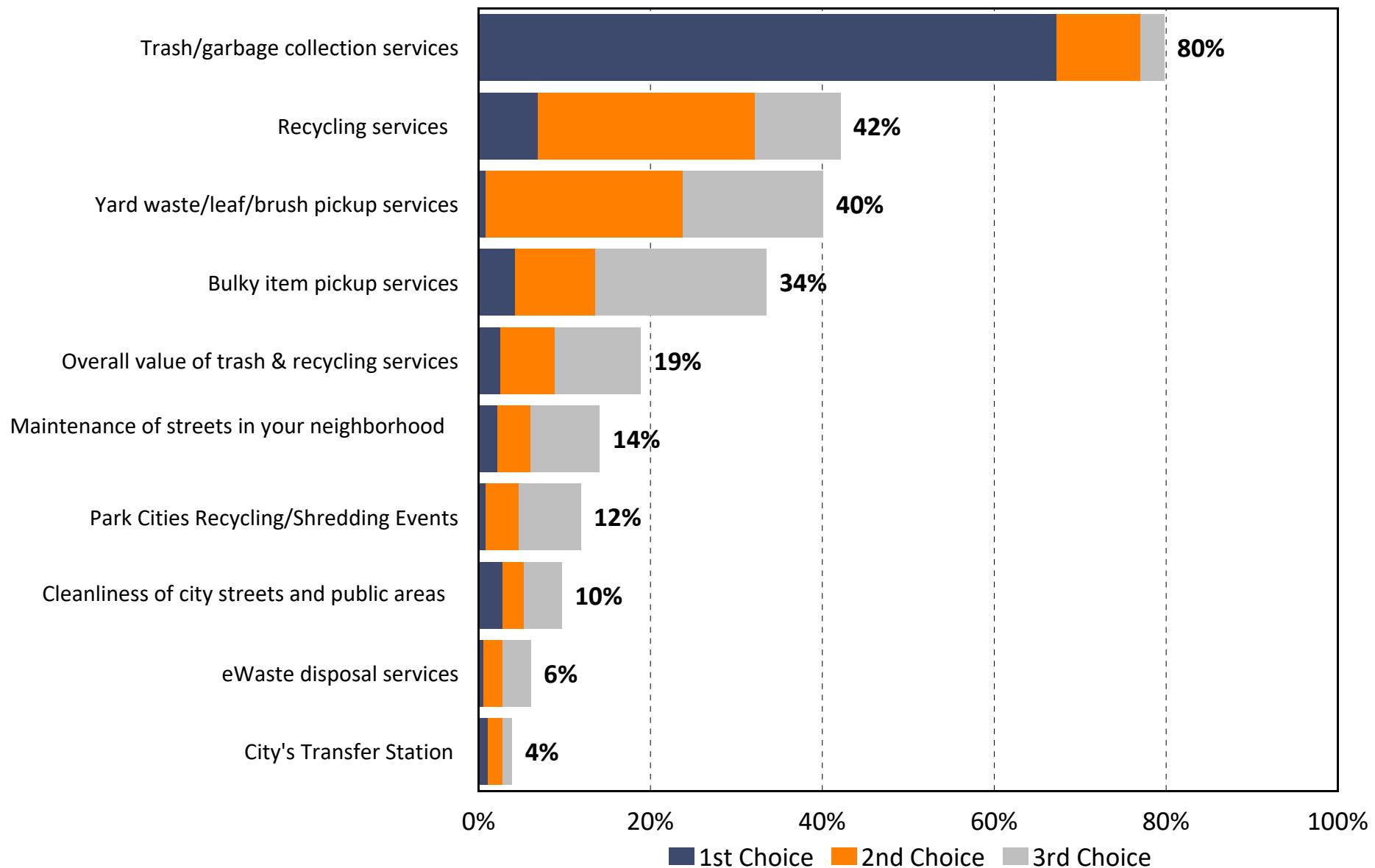
Q9. Overall Satisfaction with Sanitation & Recycling

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



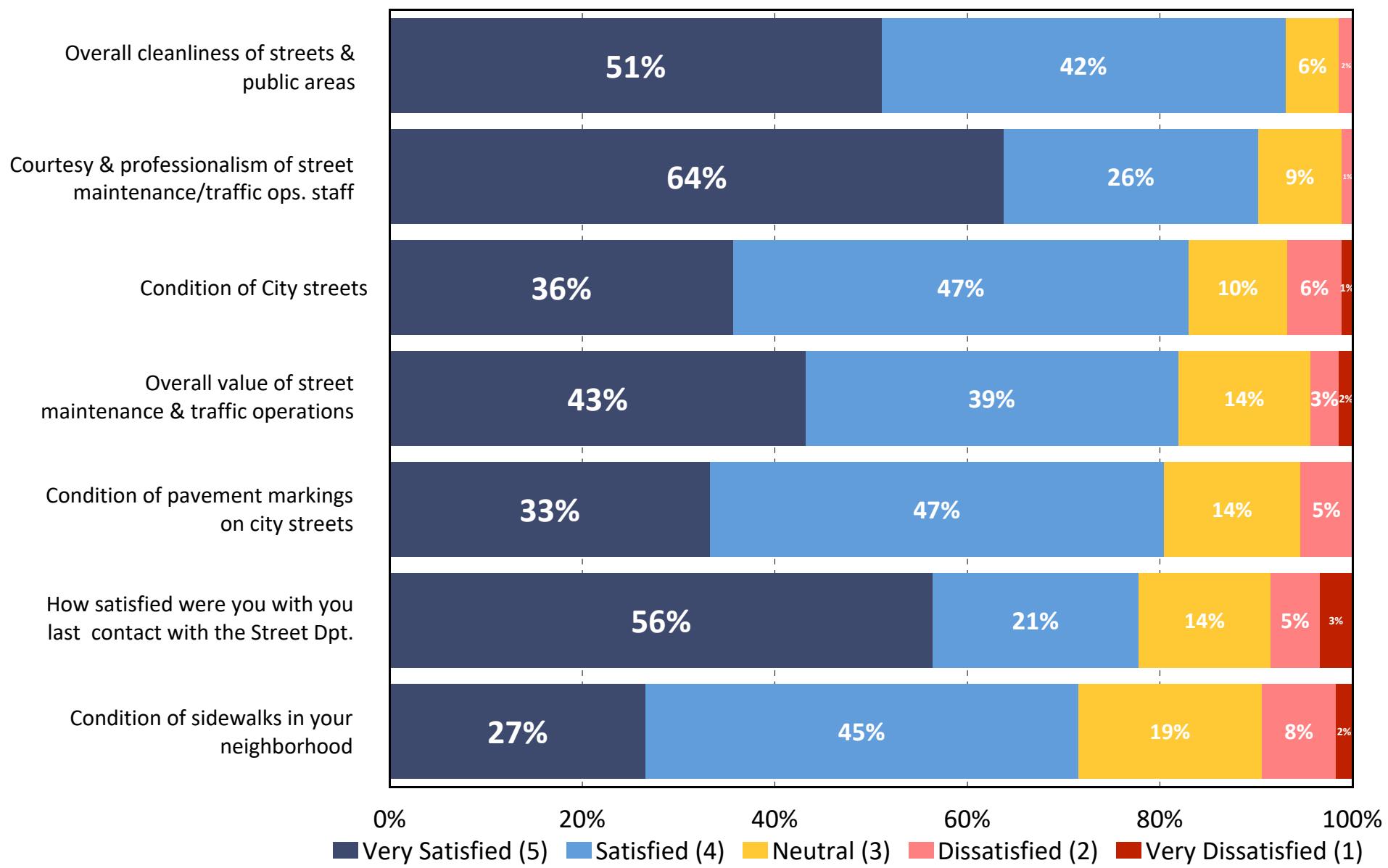
Q10. Which THREE Sanitation services are MOST IMPORTANT for the city to provide

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



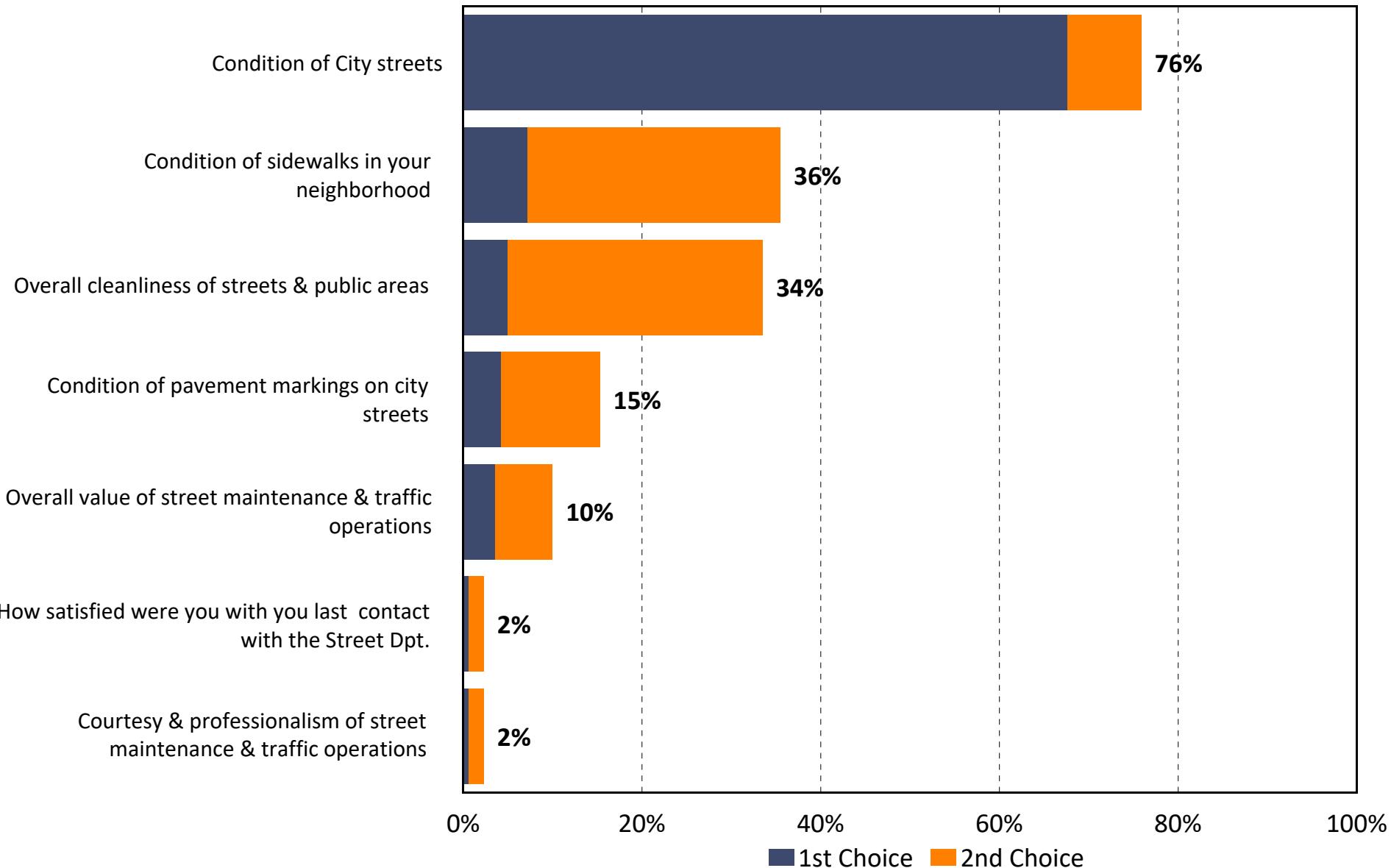
Q11. Overall Satisfaction with Street Maintenance & Traffic Operations

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



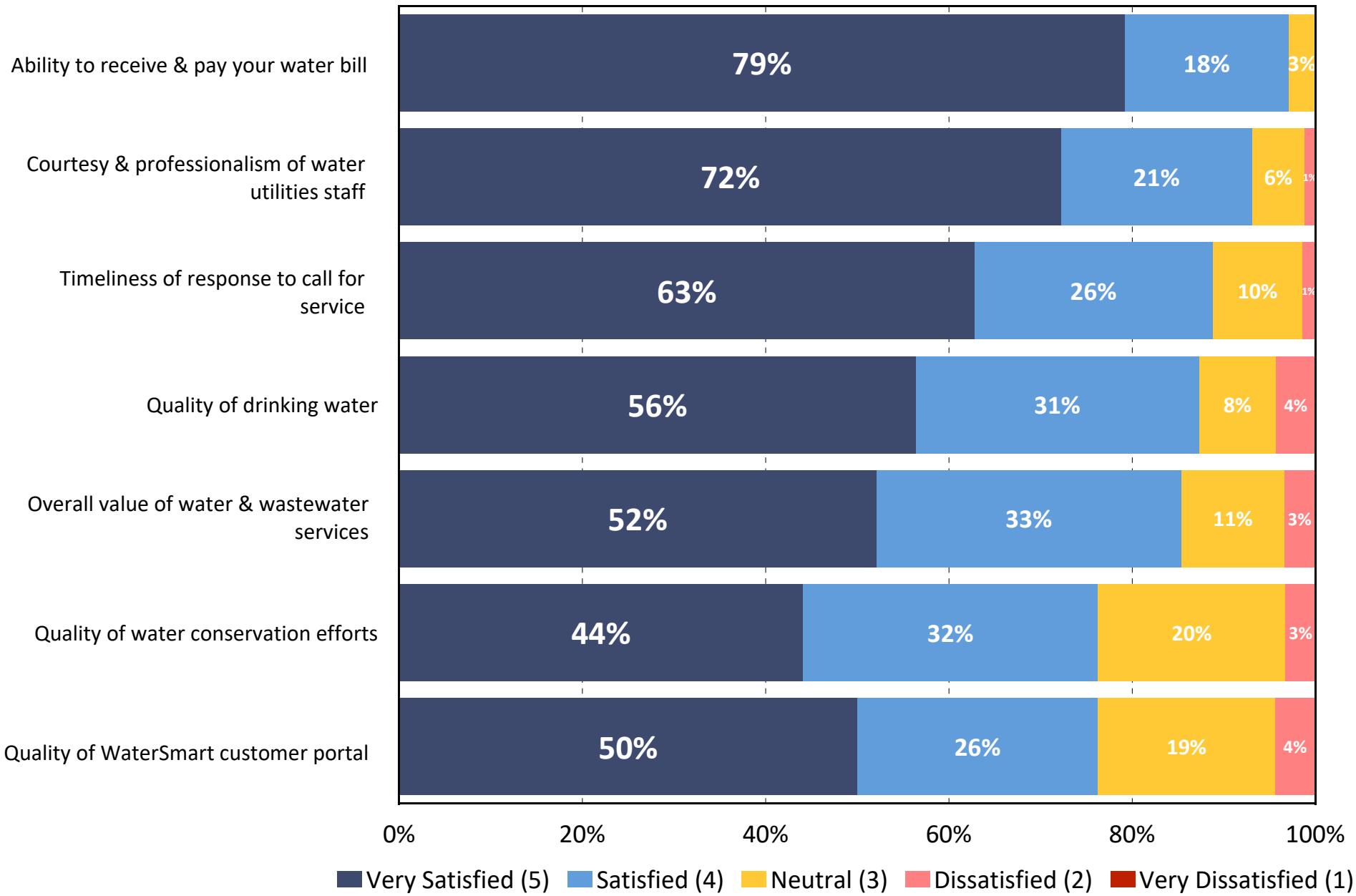
Q12. Which TWO Street Maintenance & traffic operations services are MOST IMPORTANT for the city to provide

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



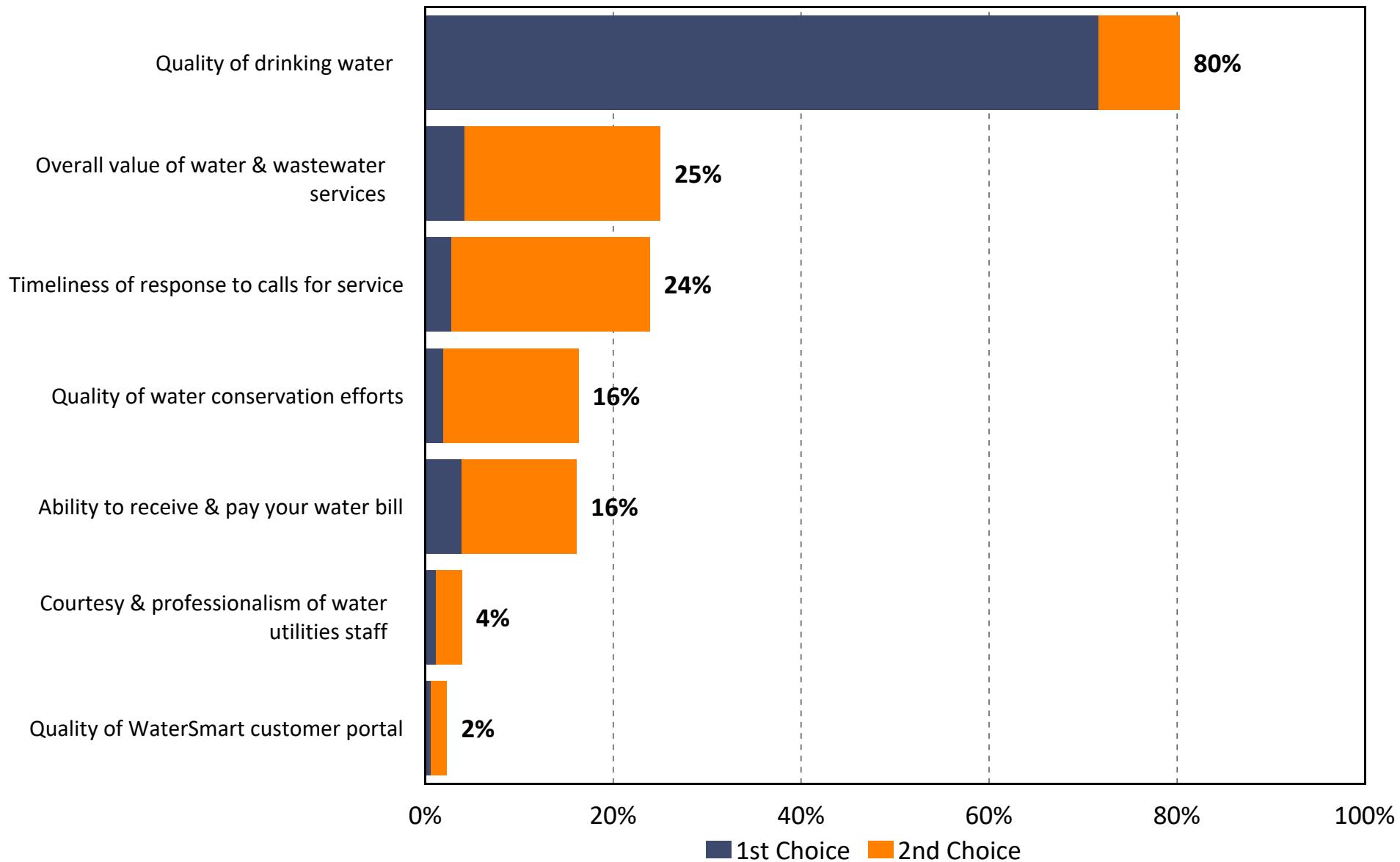
Q13. Overall Satisfaction with Water Utility Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



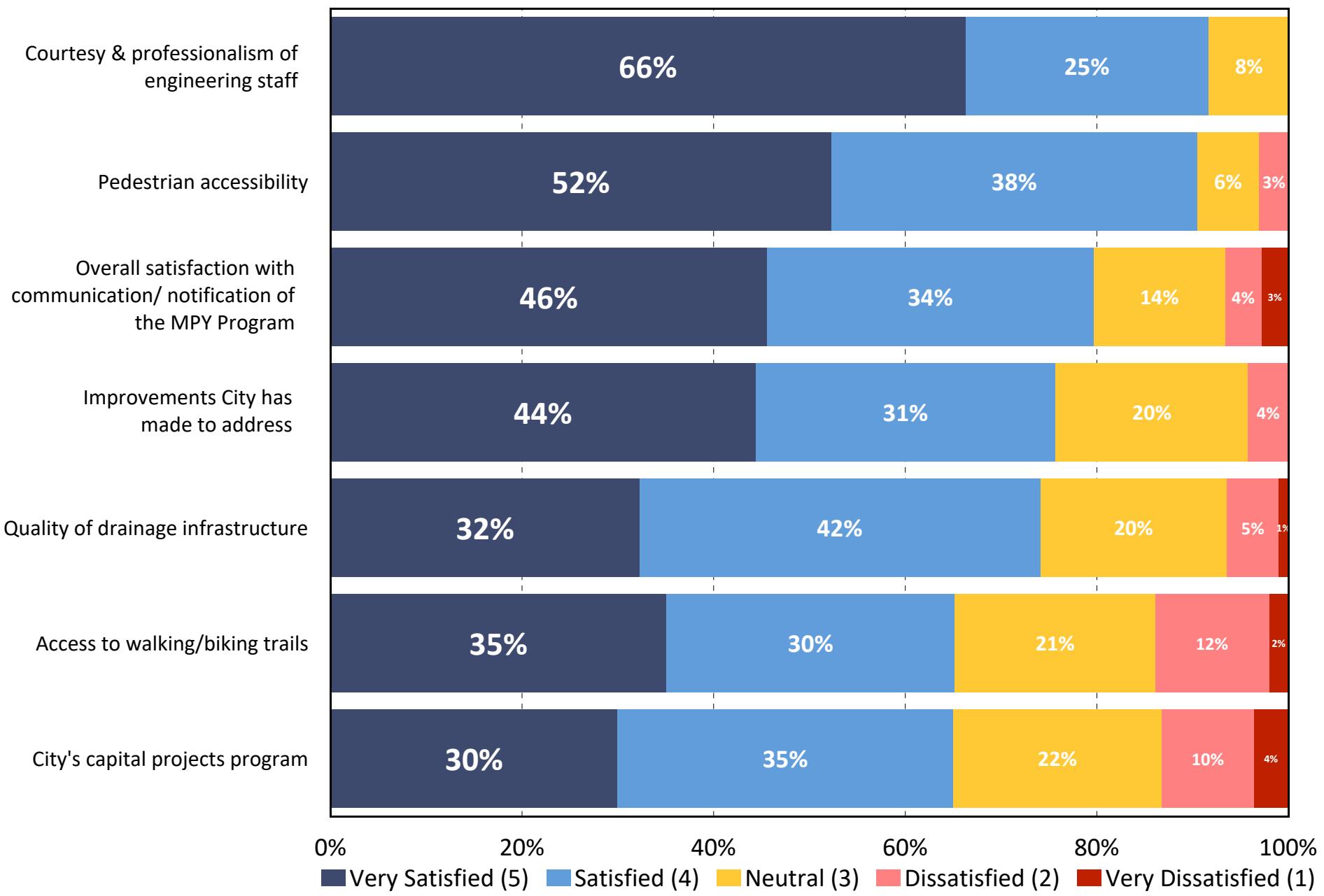
Q14. Which TWO Water Utilities Services are MOST IMPORTANT for the city to provide

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



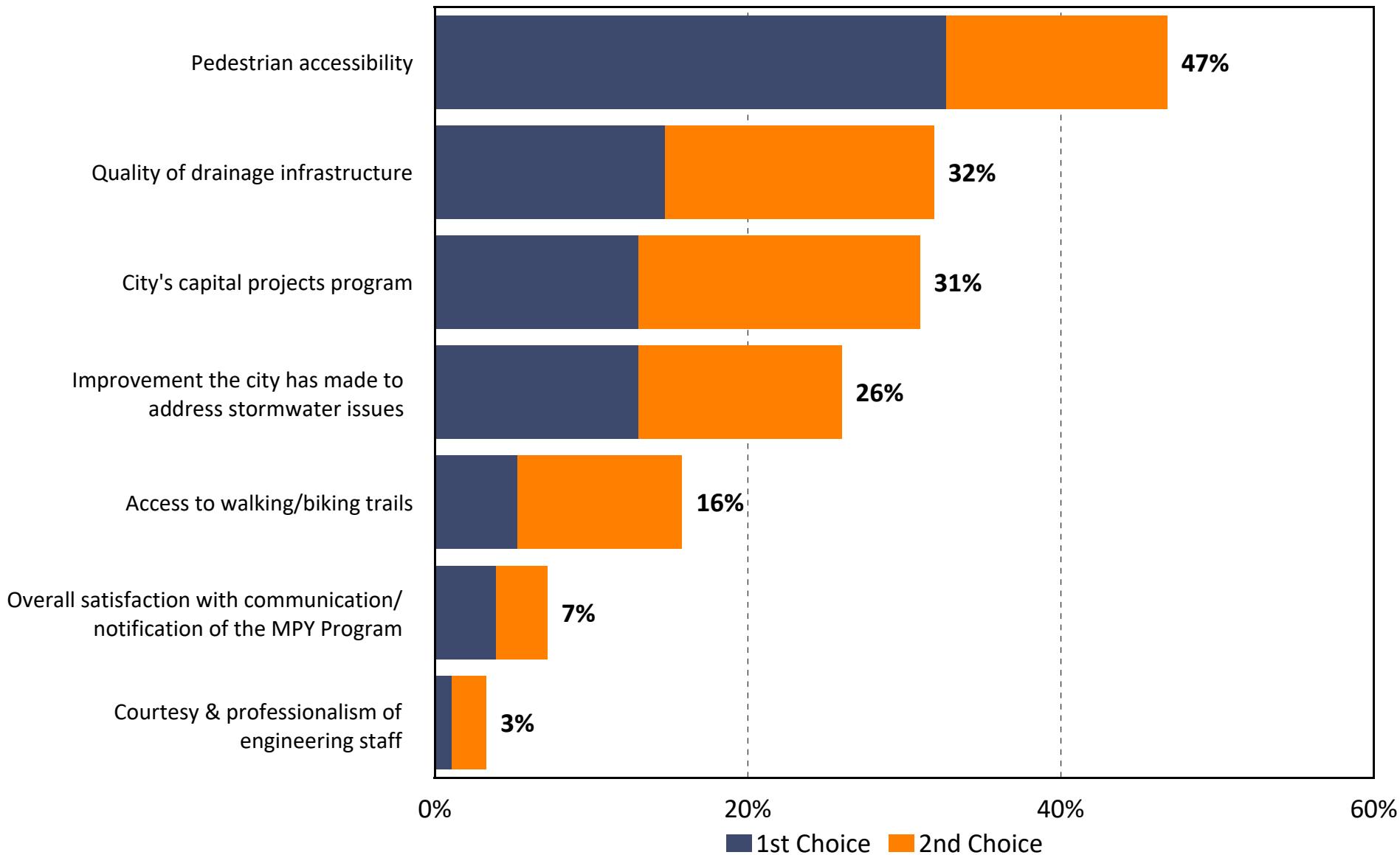
Q15. Overall Satisfaction with Engineering Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



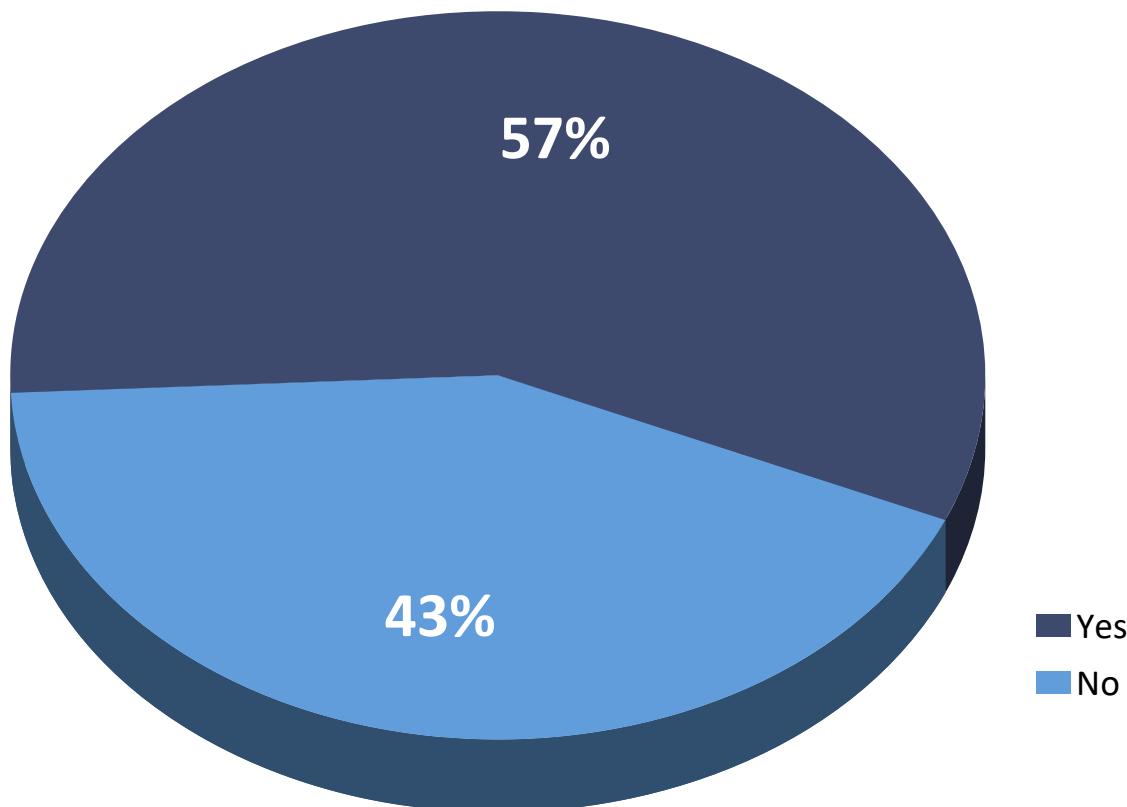
Q16. Which TWO Engineering services are MOST IMPORTANT for the City to provide

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



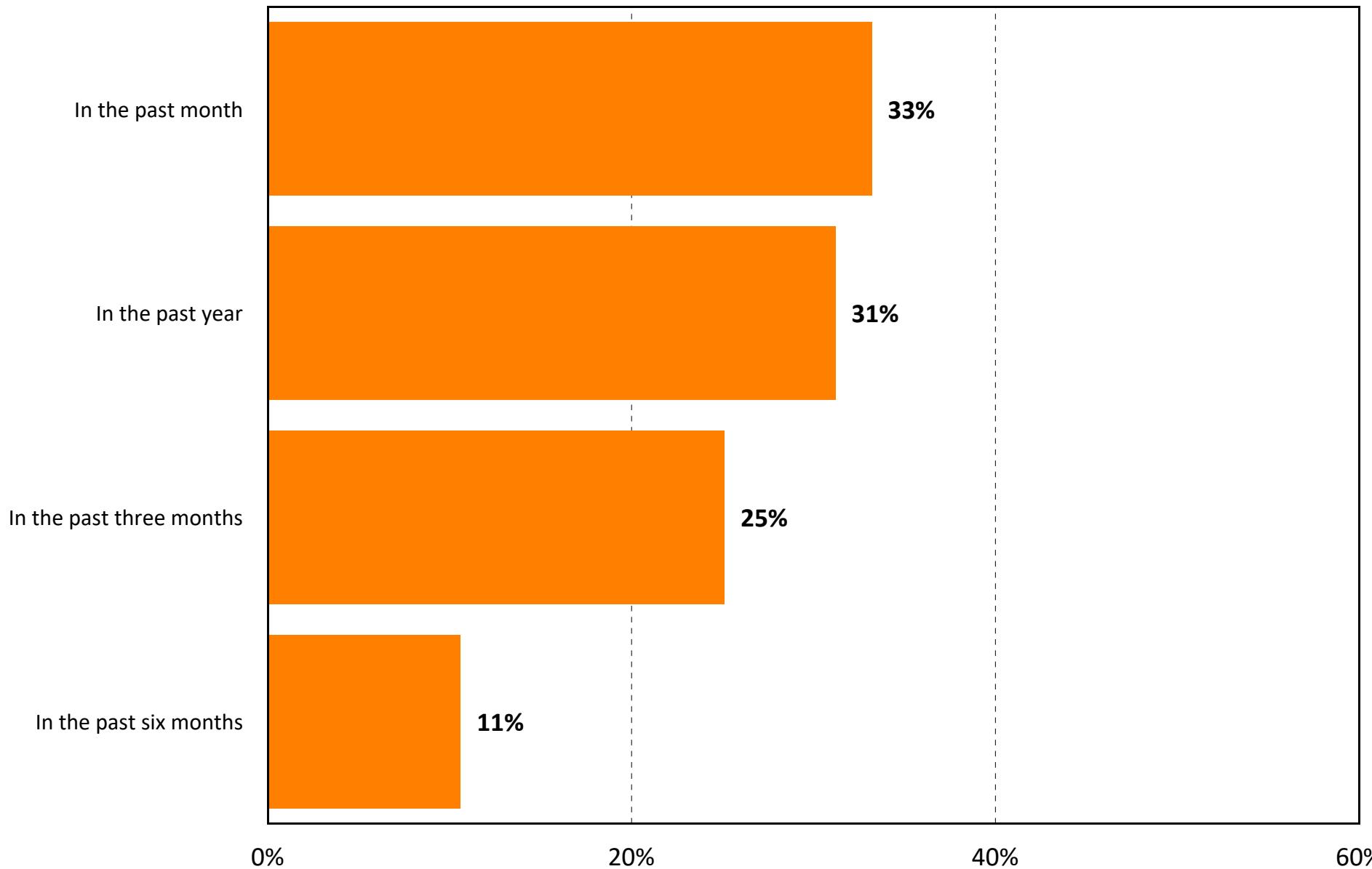
Q17. Have you visited the University Park Library Public Library

by percentage of respondents



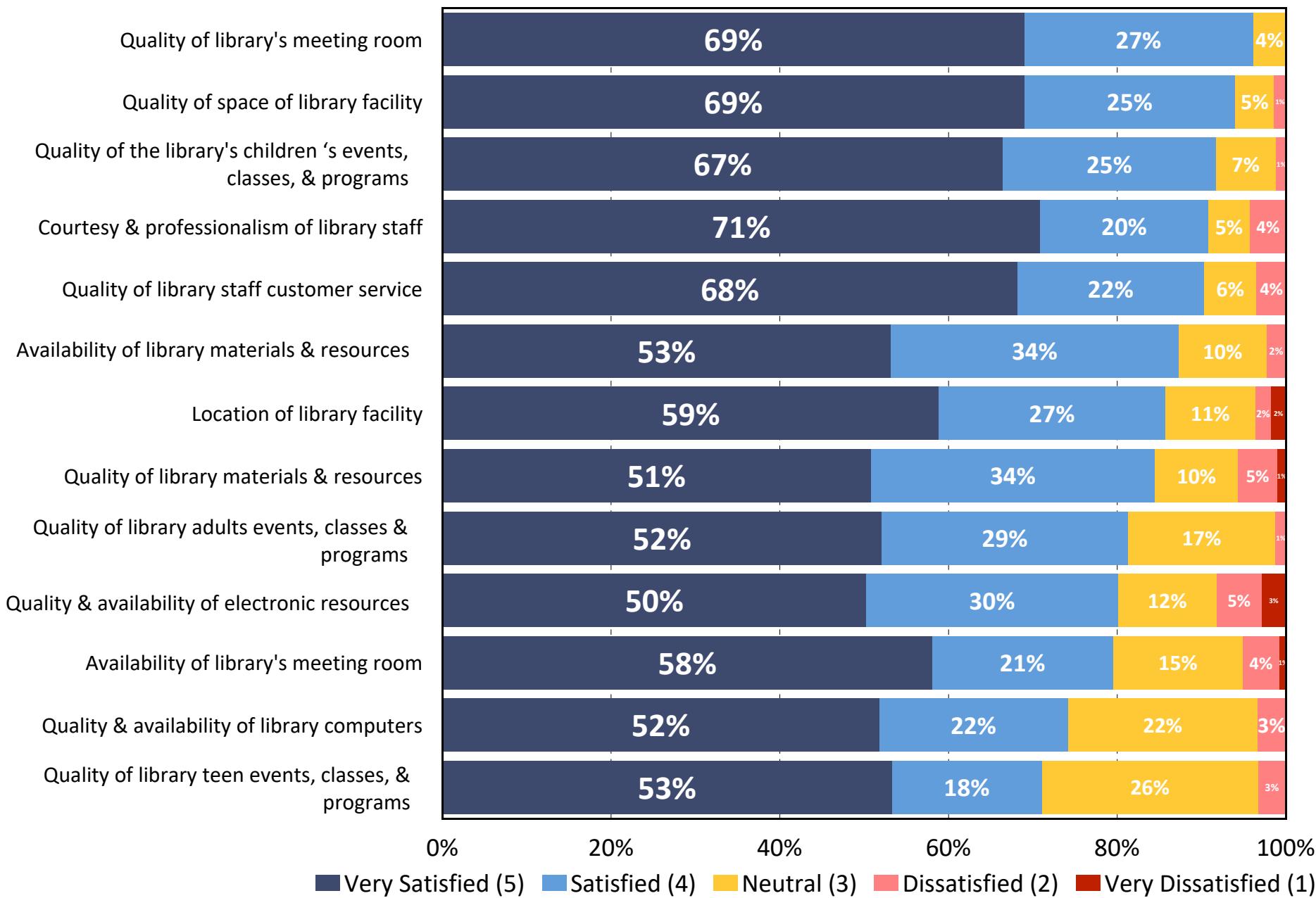
Q17a. If yes, when was the last time you visited

by percentage of respondents



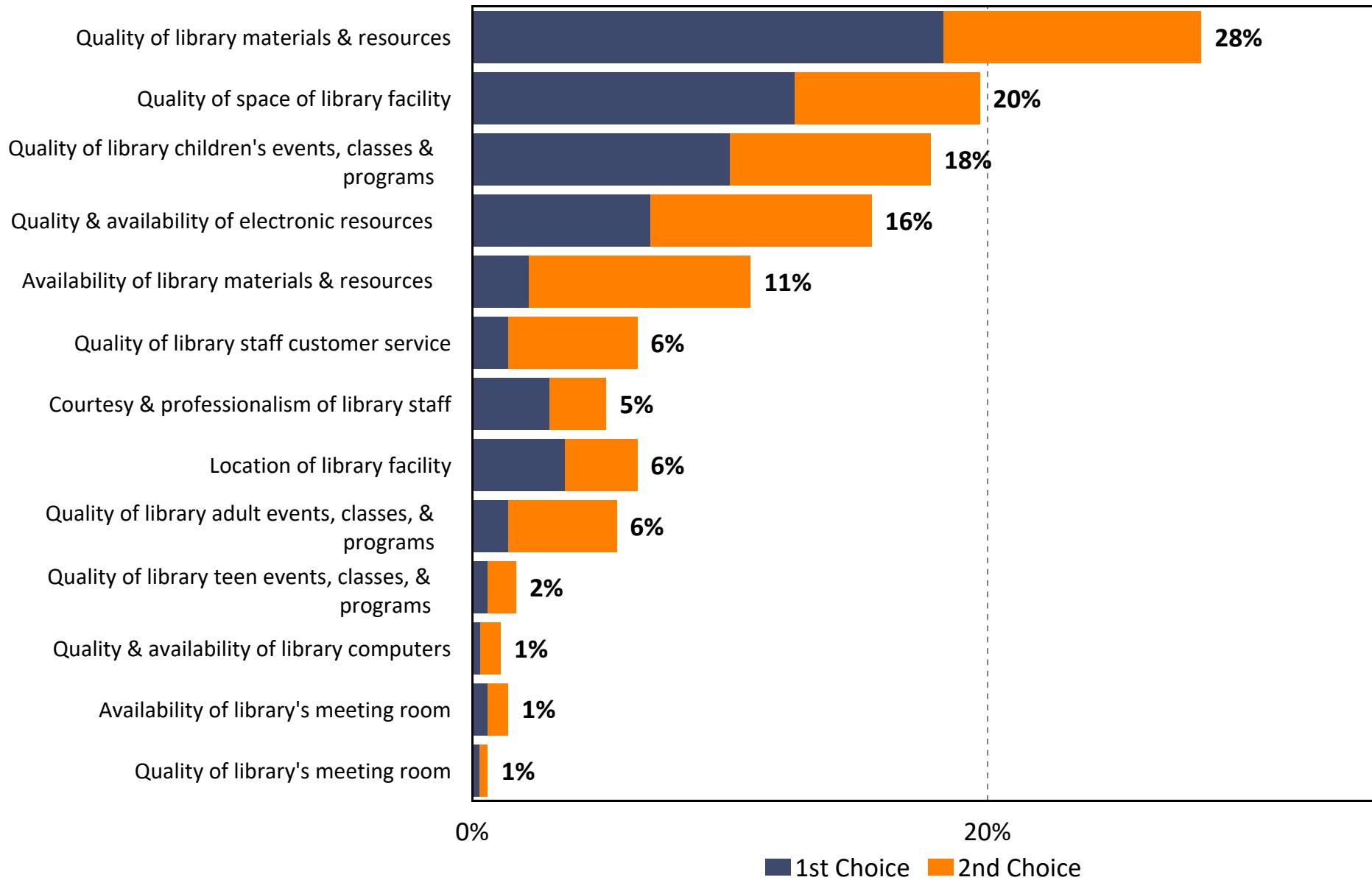
Q18. Overall Satisfaction with Library Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



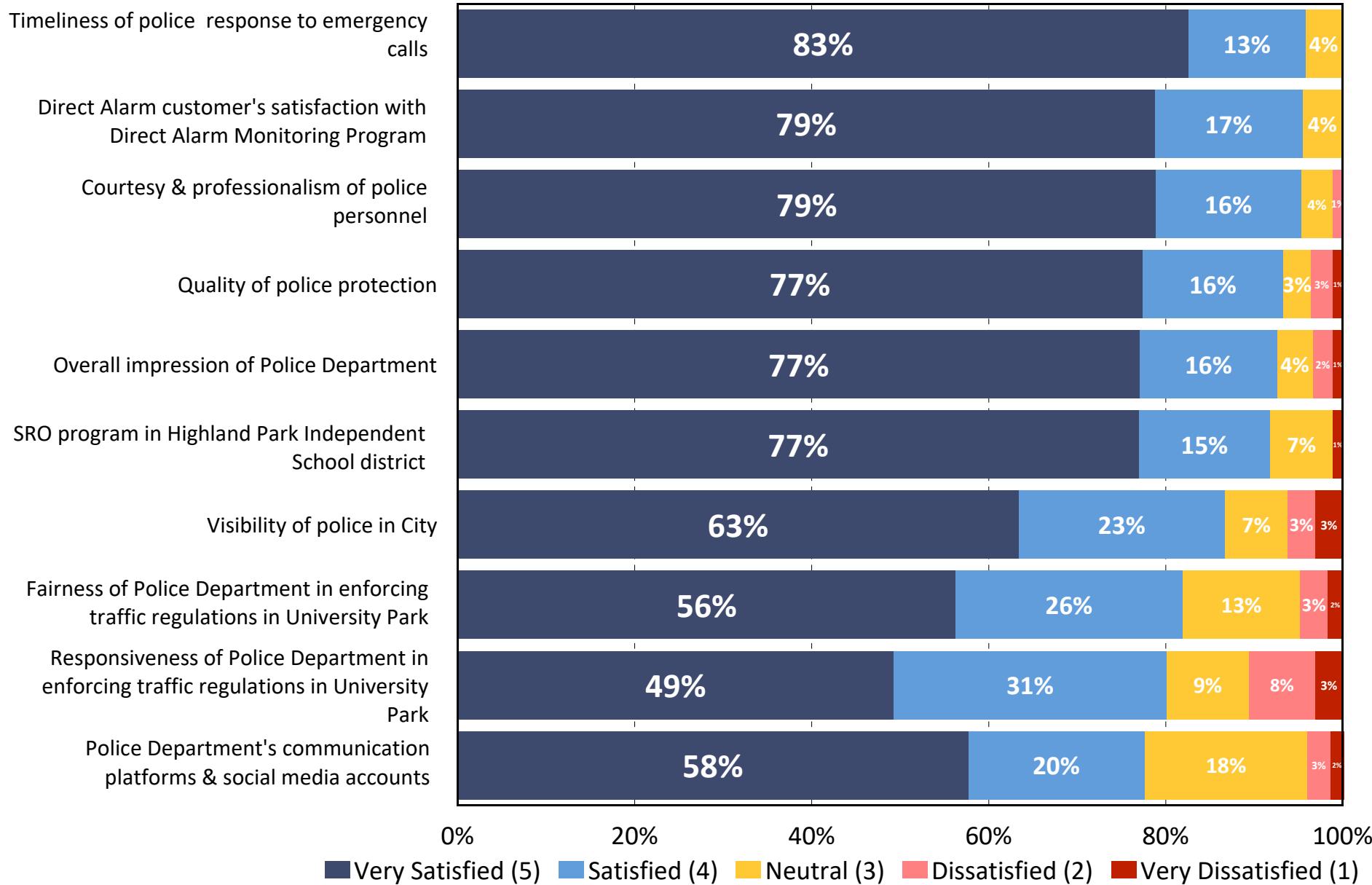
Q19. Which THREE of the library services do you think are MOST IMPORTANT

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



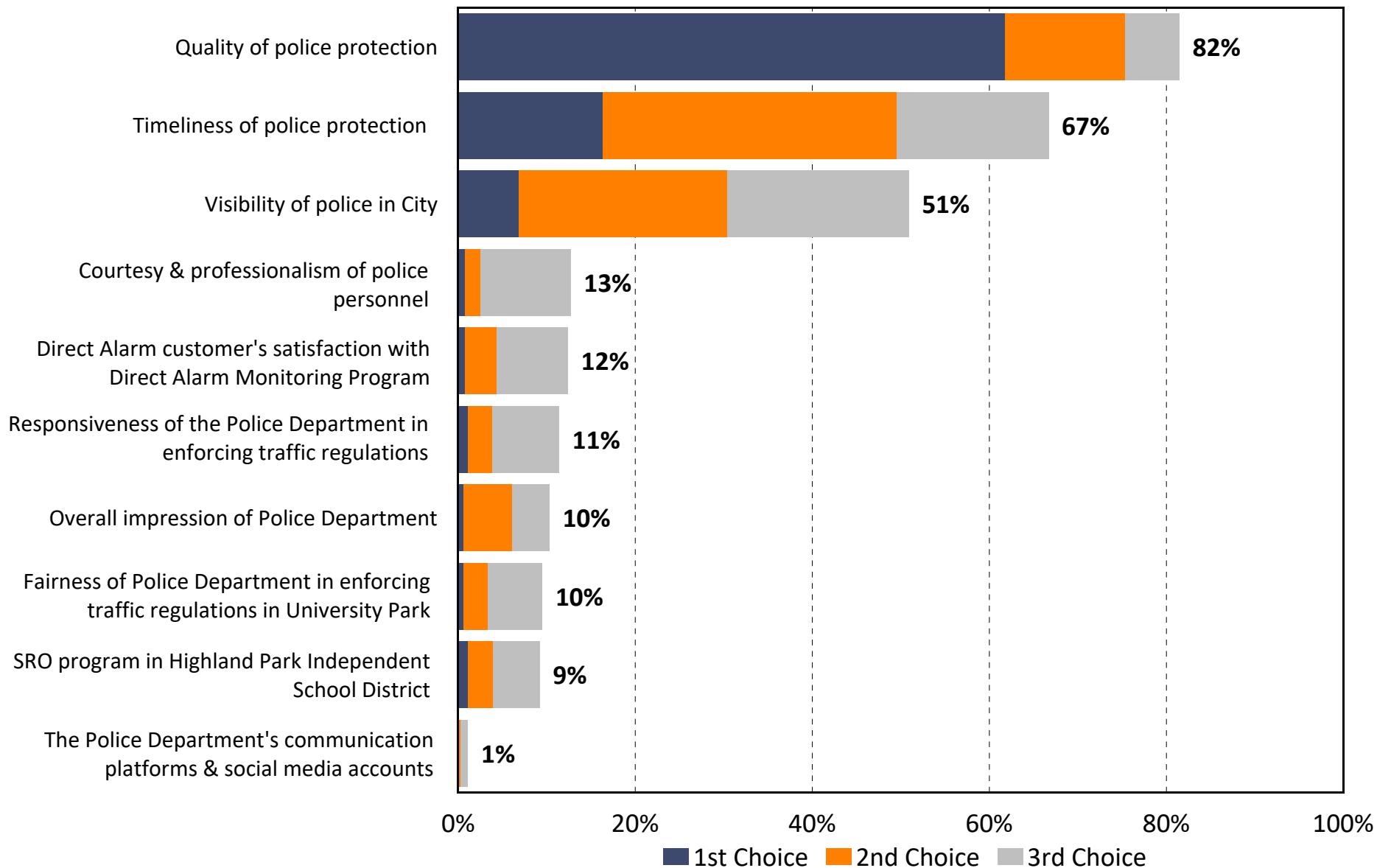
Q20. Overall Satisfaction with the Police Department services

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



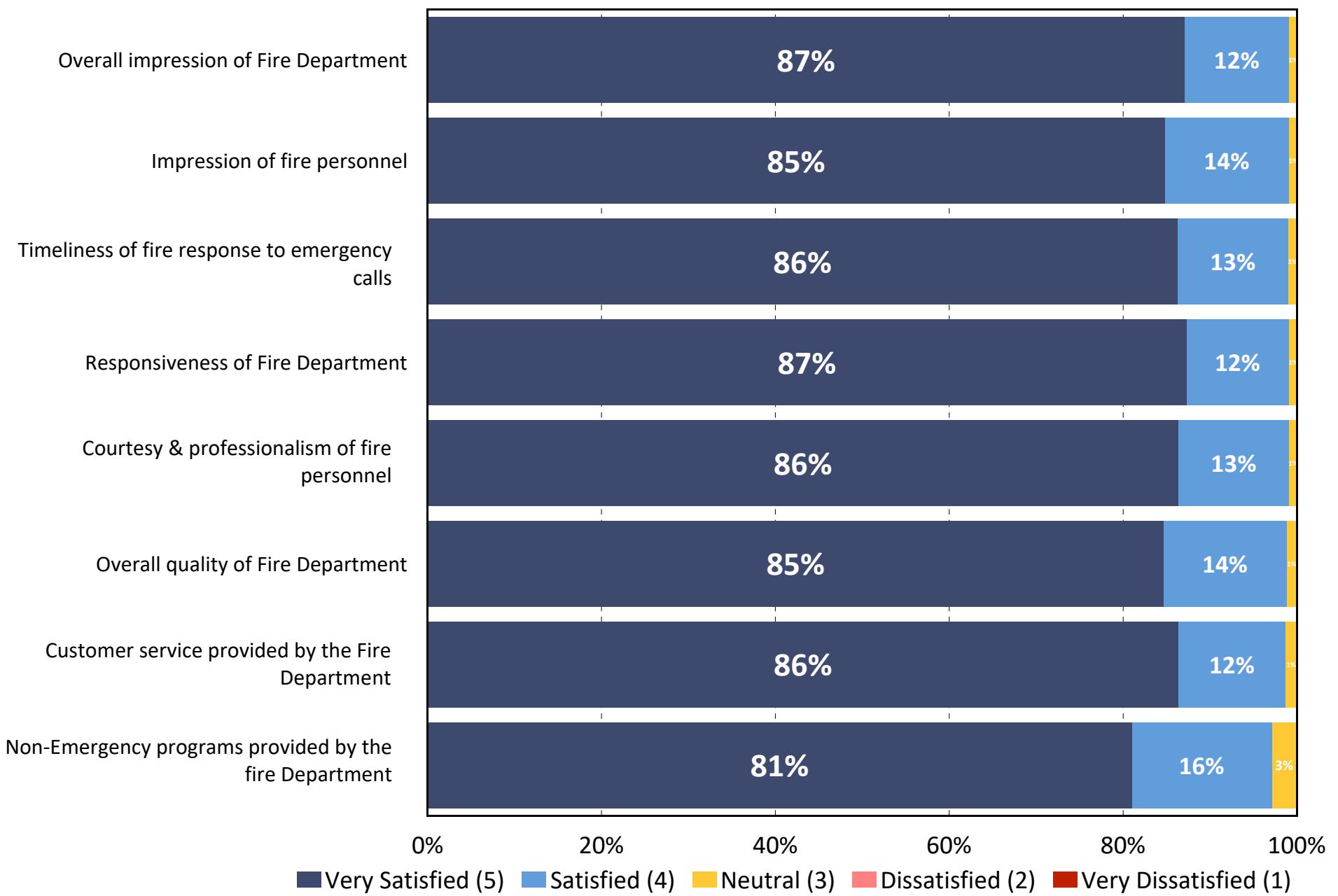
Q21. Which THREE Police Department services are MOST IMPORTANT for the city to provide

by percentage of respondents



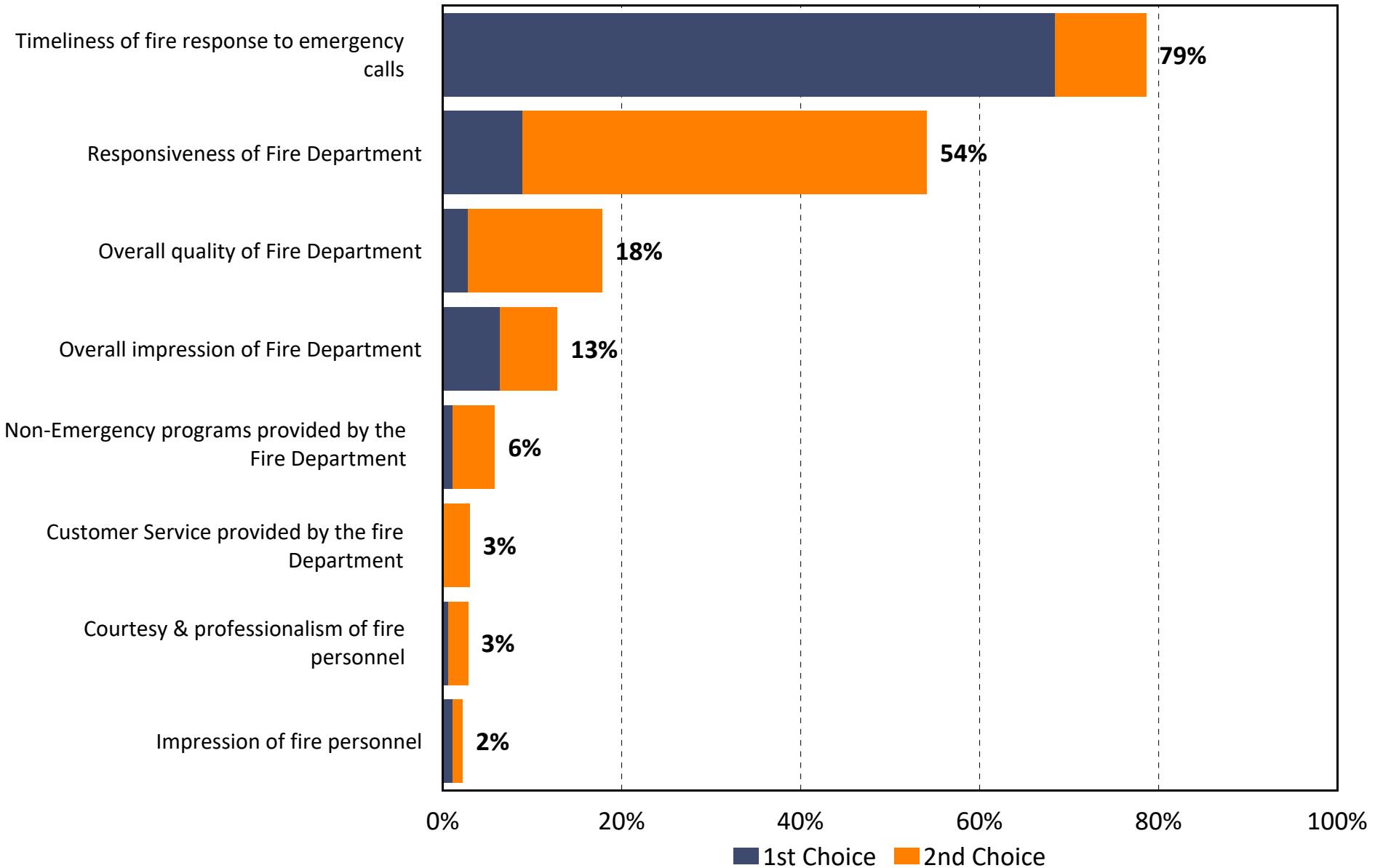
Q22. Overall Satisfaction with Fire Department services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



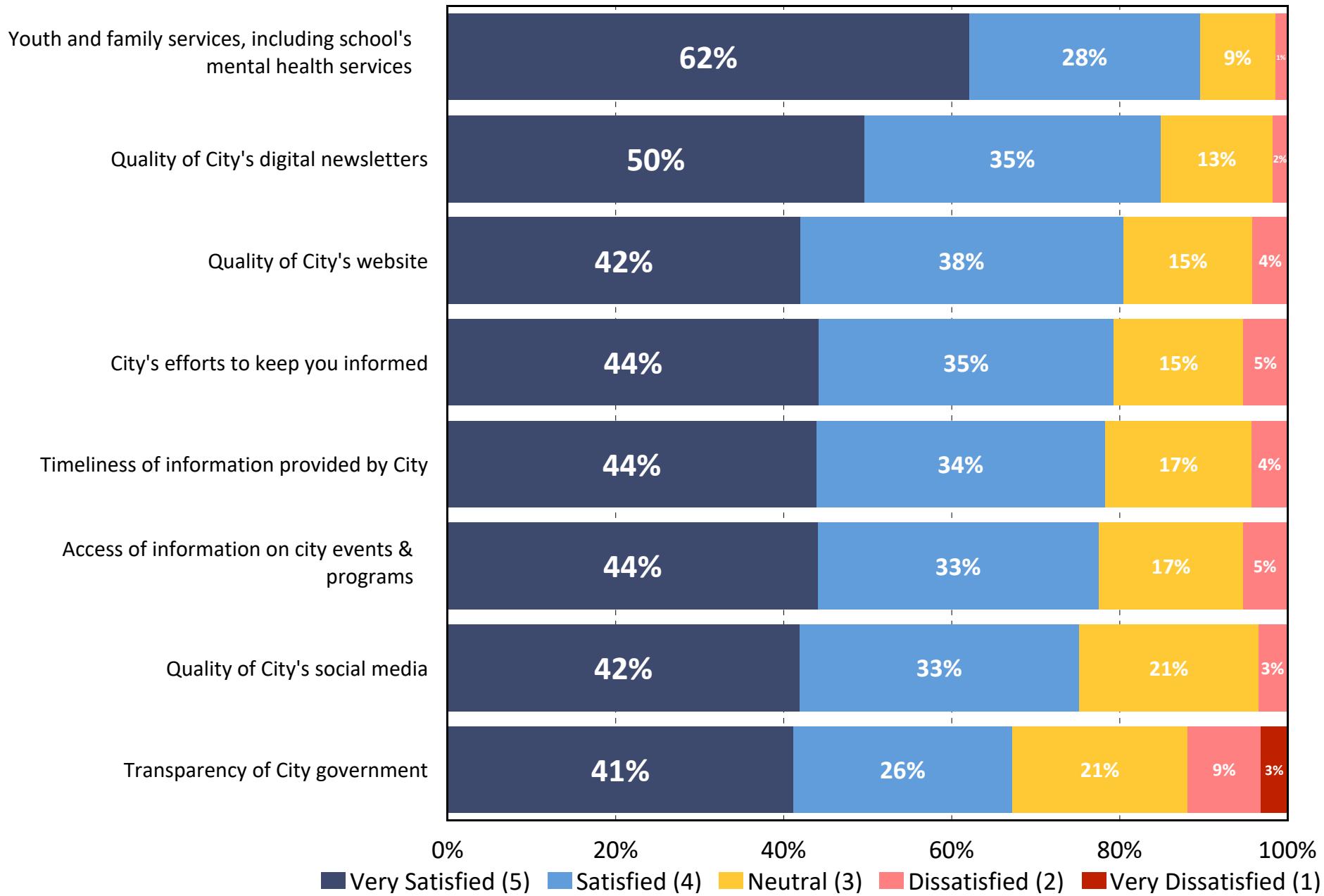
Q23. Which TWO Fire Department services do you think are MOST IMPORTANT for the city to provide

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



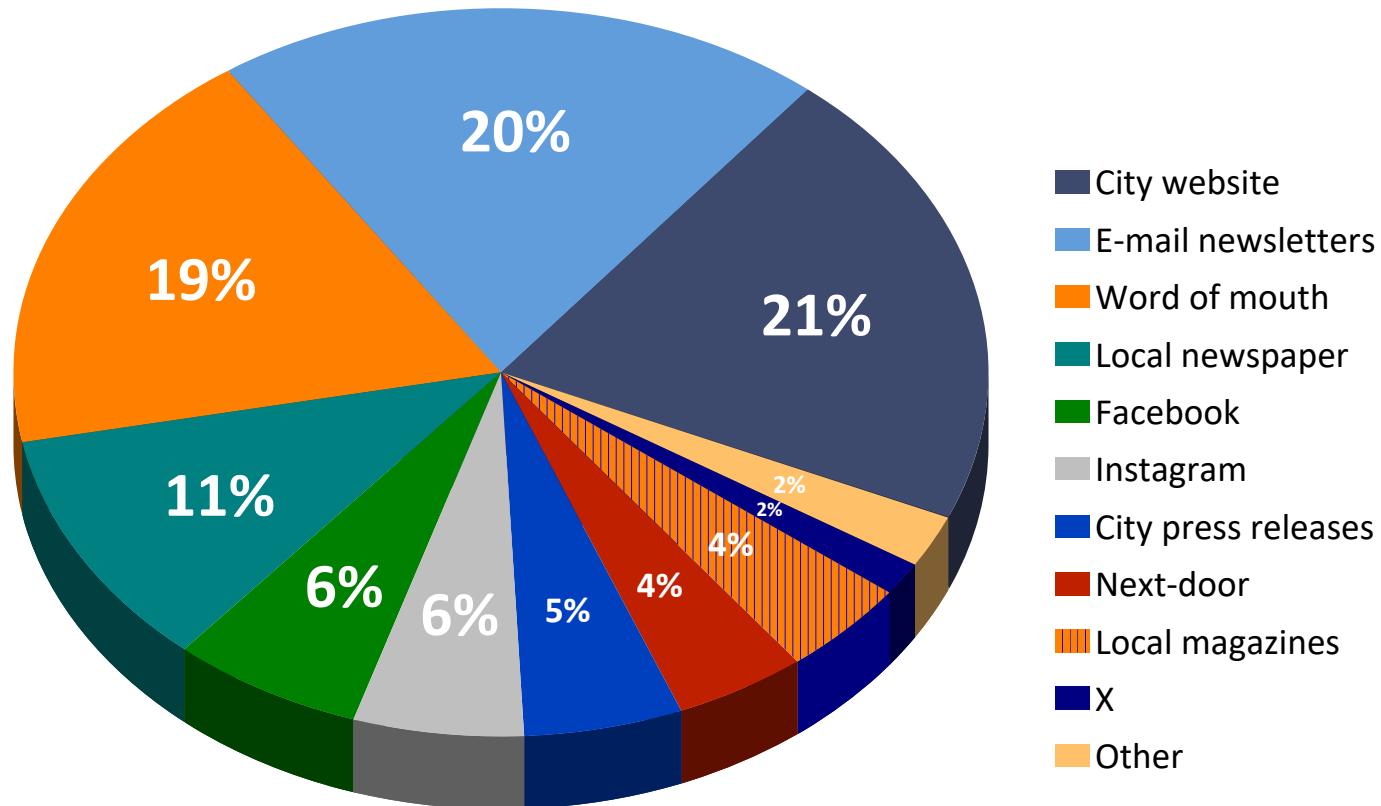
Q24. Overall Satisfaction with City Communication

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



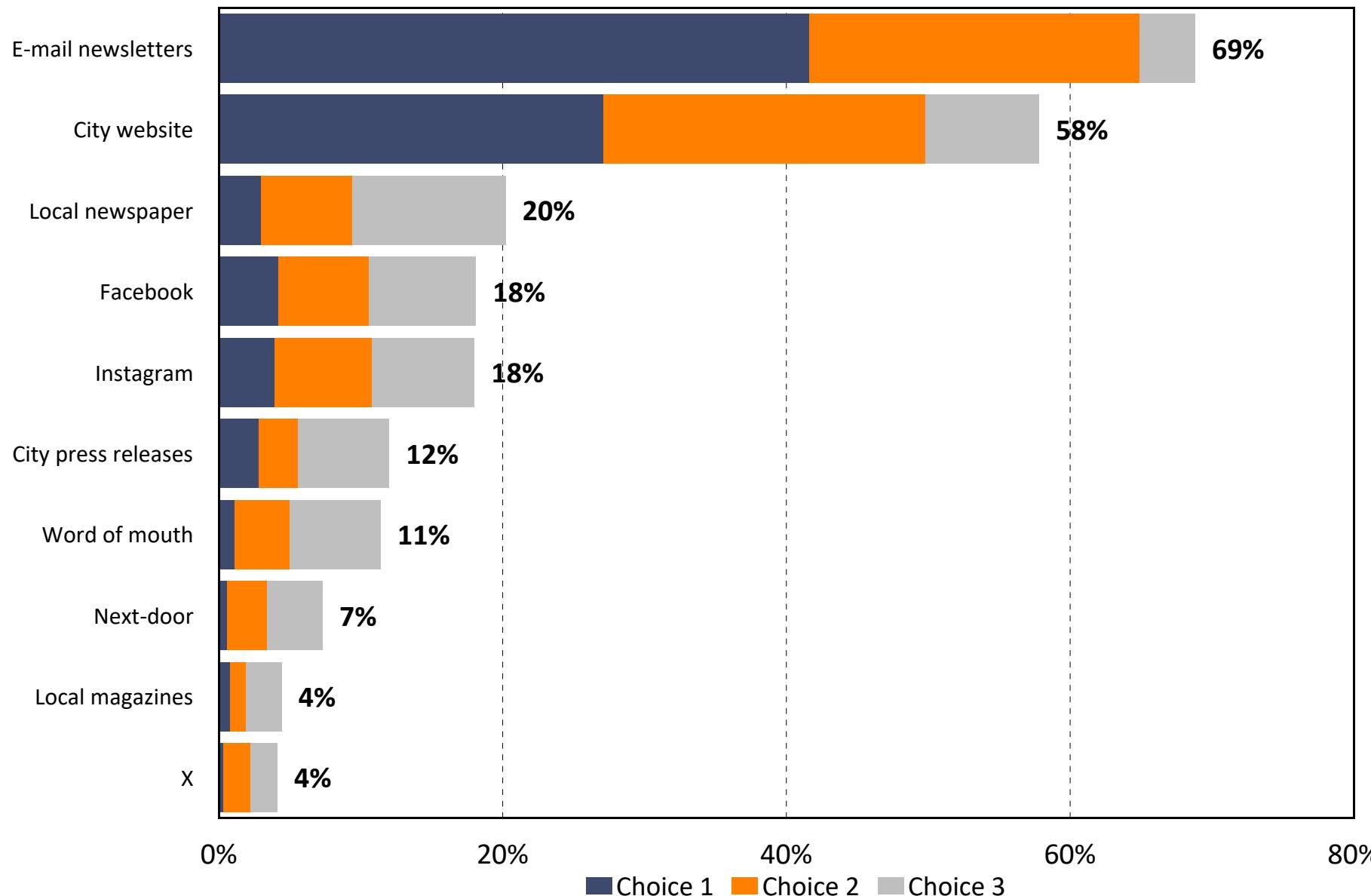
Q25. Which of the following are PRIMARY SOURCES of information about City Issues, services & events

by percentage of respondents



Q26. Which THREE sources of information would you prefer to get information from the city

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



Q27. Overall Interest in the following programs

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

University Park Police Department having a full-time officer dedicated to enforcement of narcotics violations in the community

49%

35%

17%

A dedicated bike route/trail system in City

53%

30%

17%

A dedicated telecommuting space at the library

9%

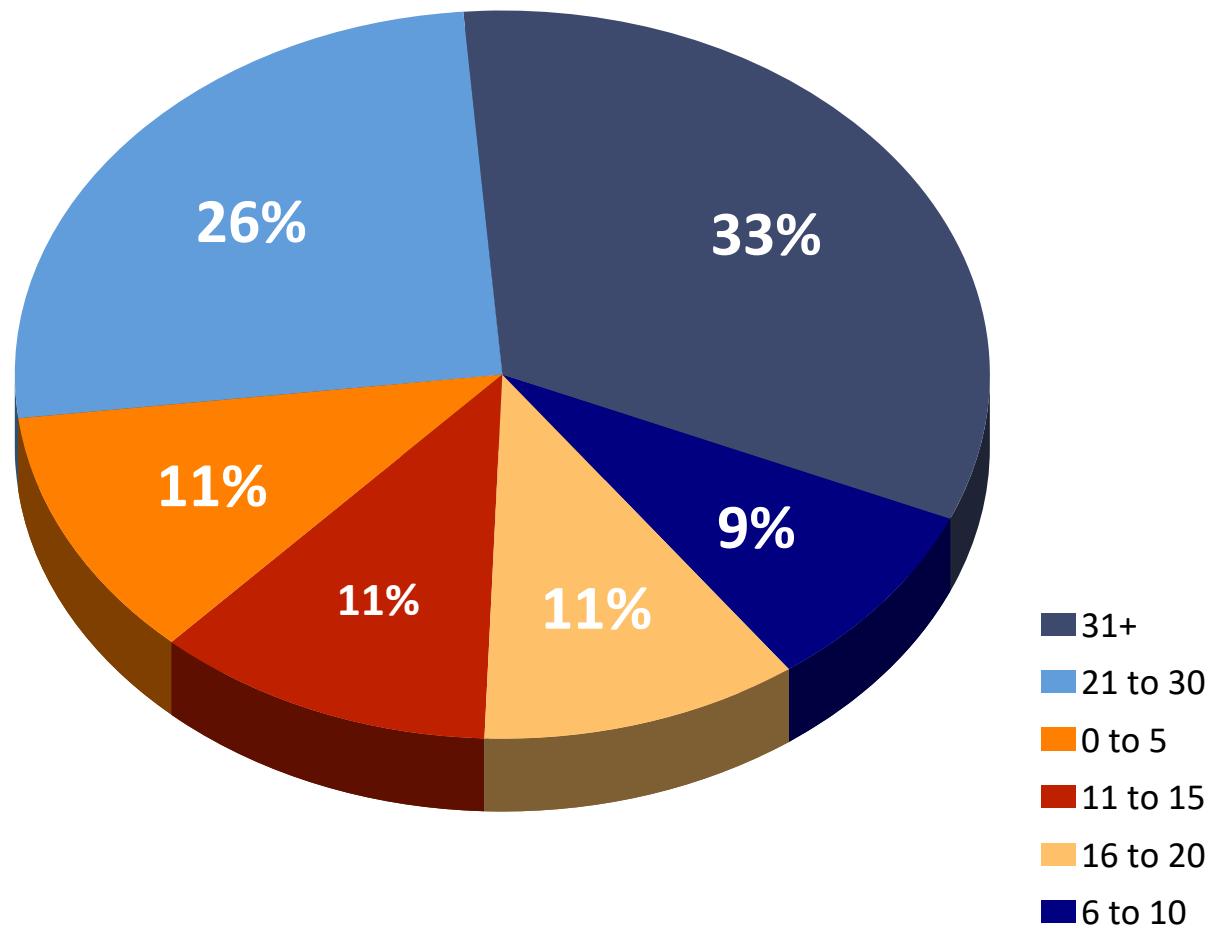
20%

71%



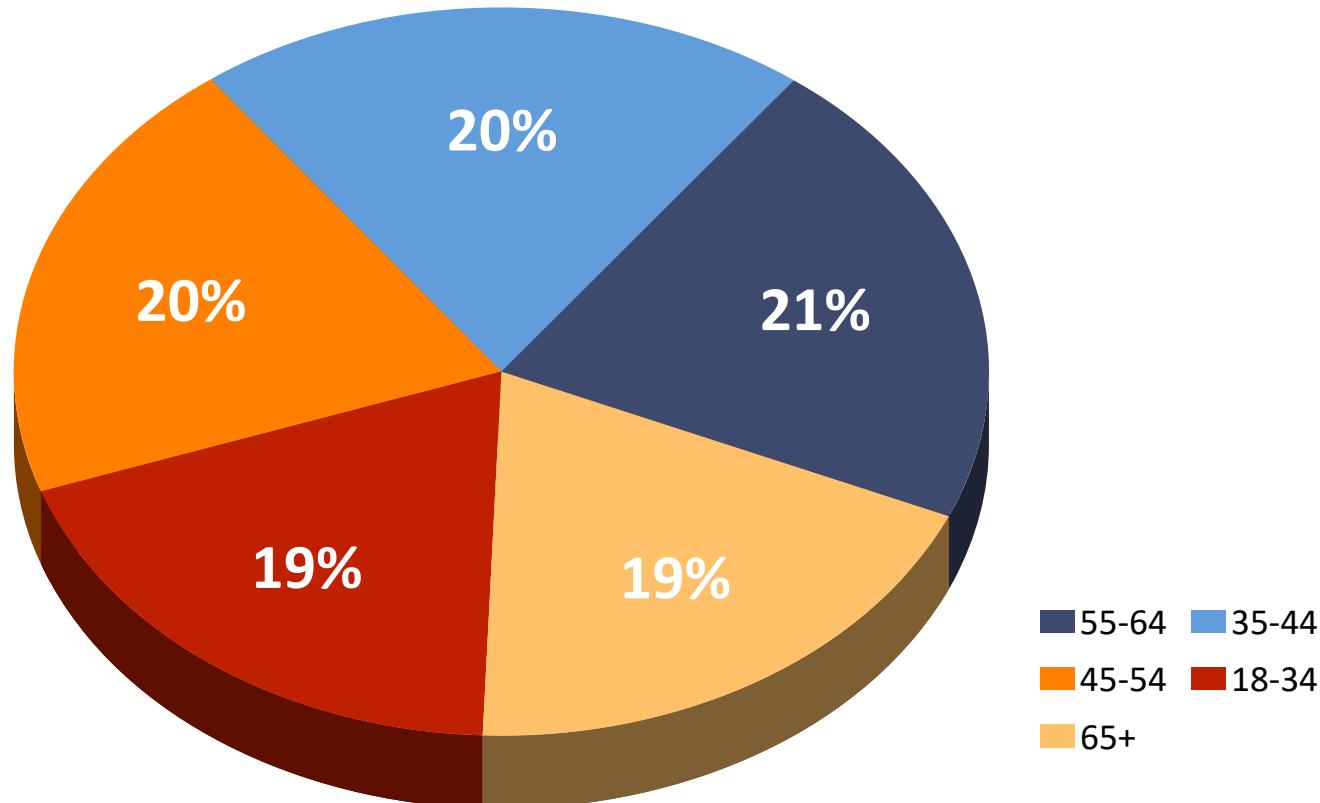
Q28. Approximately how many years have you lived in University Park?

by percentage of respondents



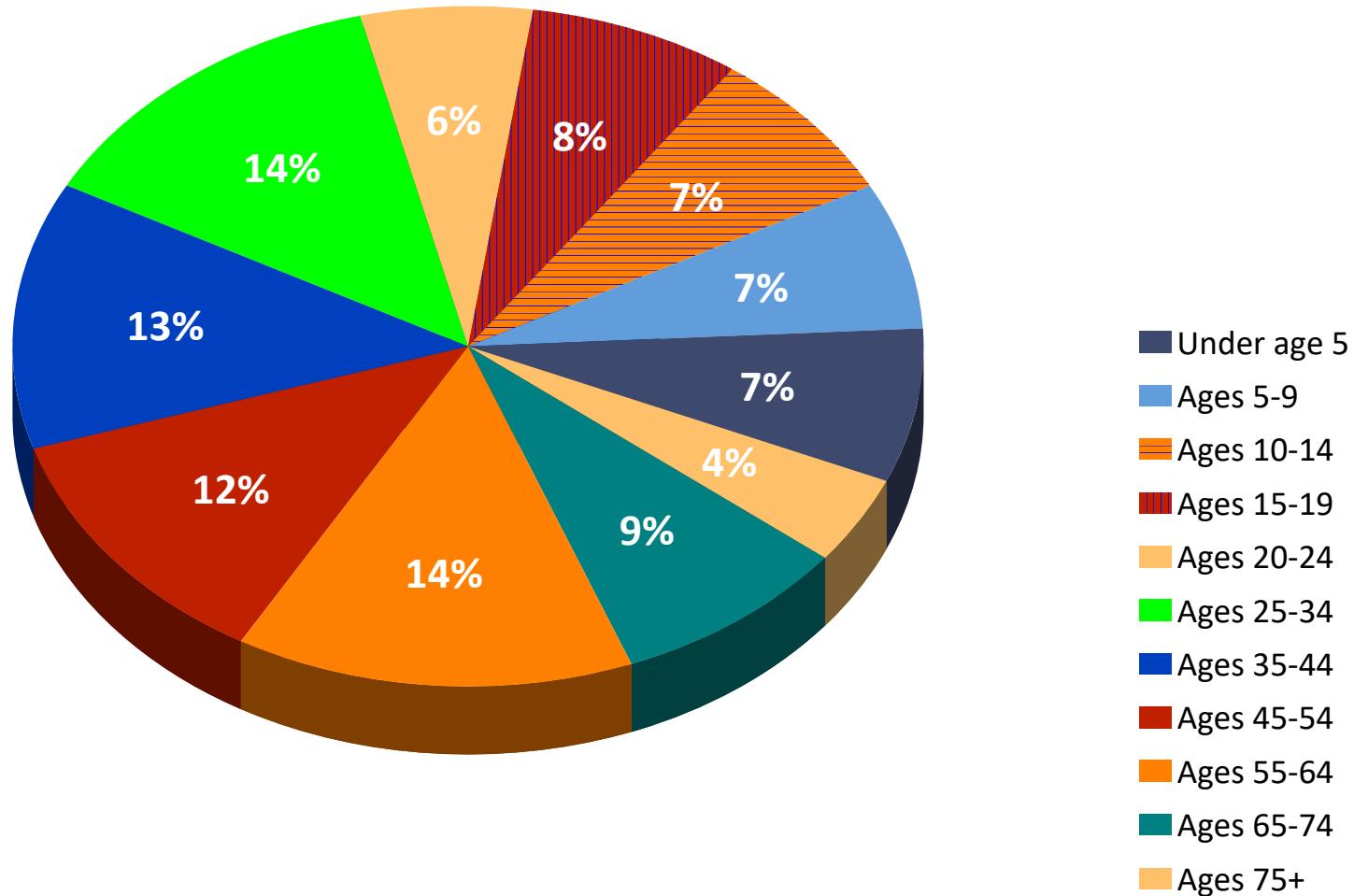
Q29. What is your age?

by percentage of respondents (excluding “Don't know”)



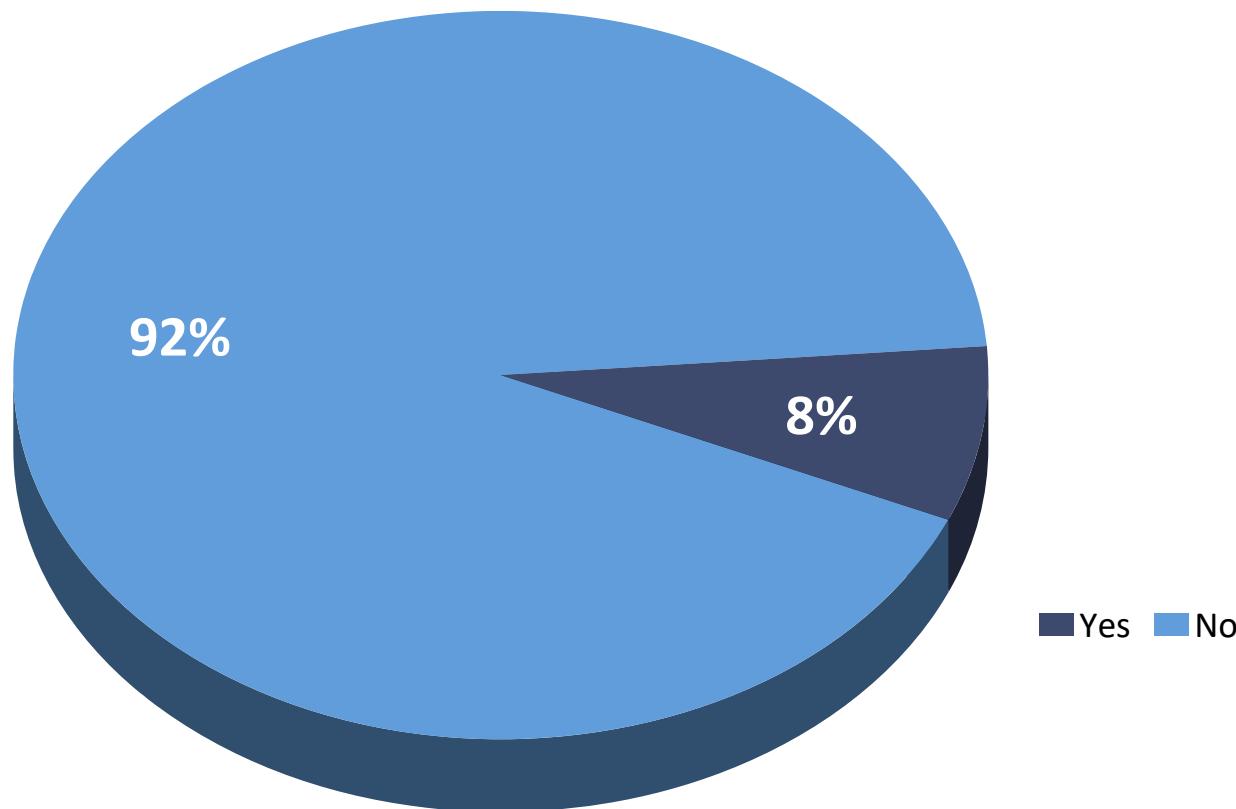
Q30. Including yourself, how many people in your household are:

by percentage of respondents



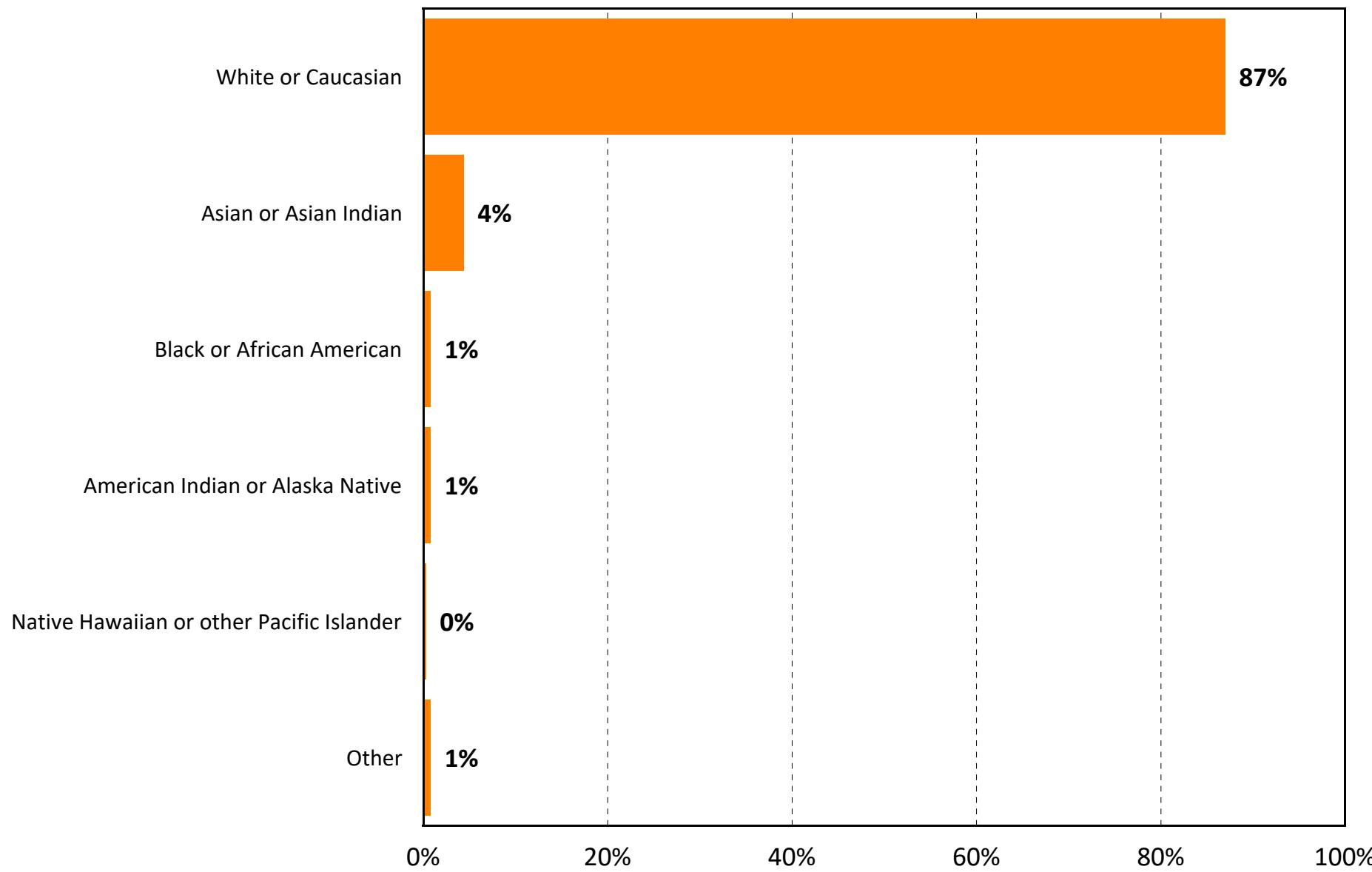
Q31. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

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



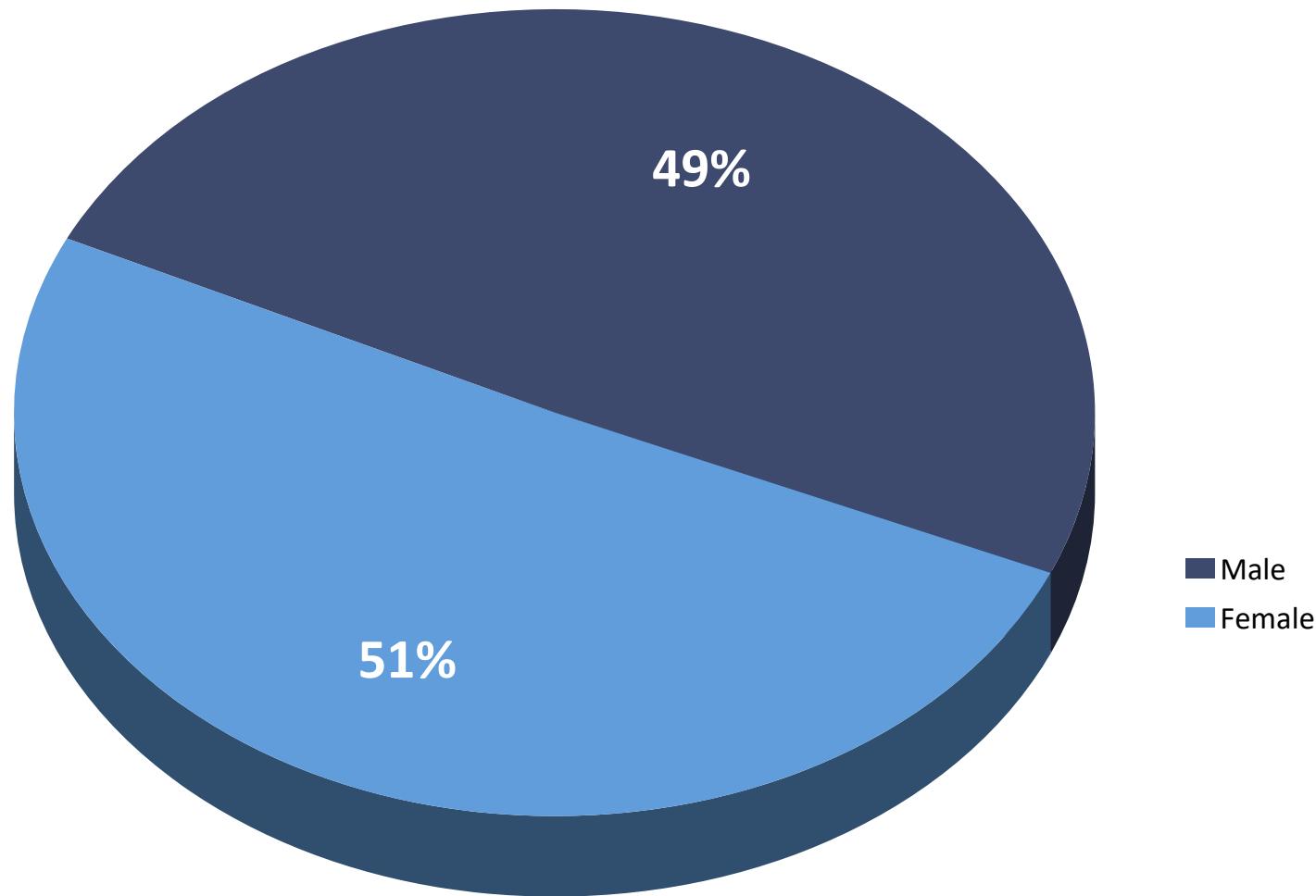
Q32. Which of the following best describes your race/ethnicity

Check all that apply.



Q33. Your gender

by percentage of respondents





Benchmark 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 300 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

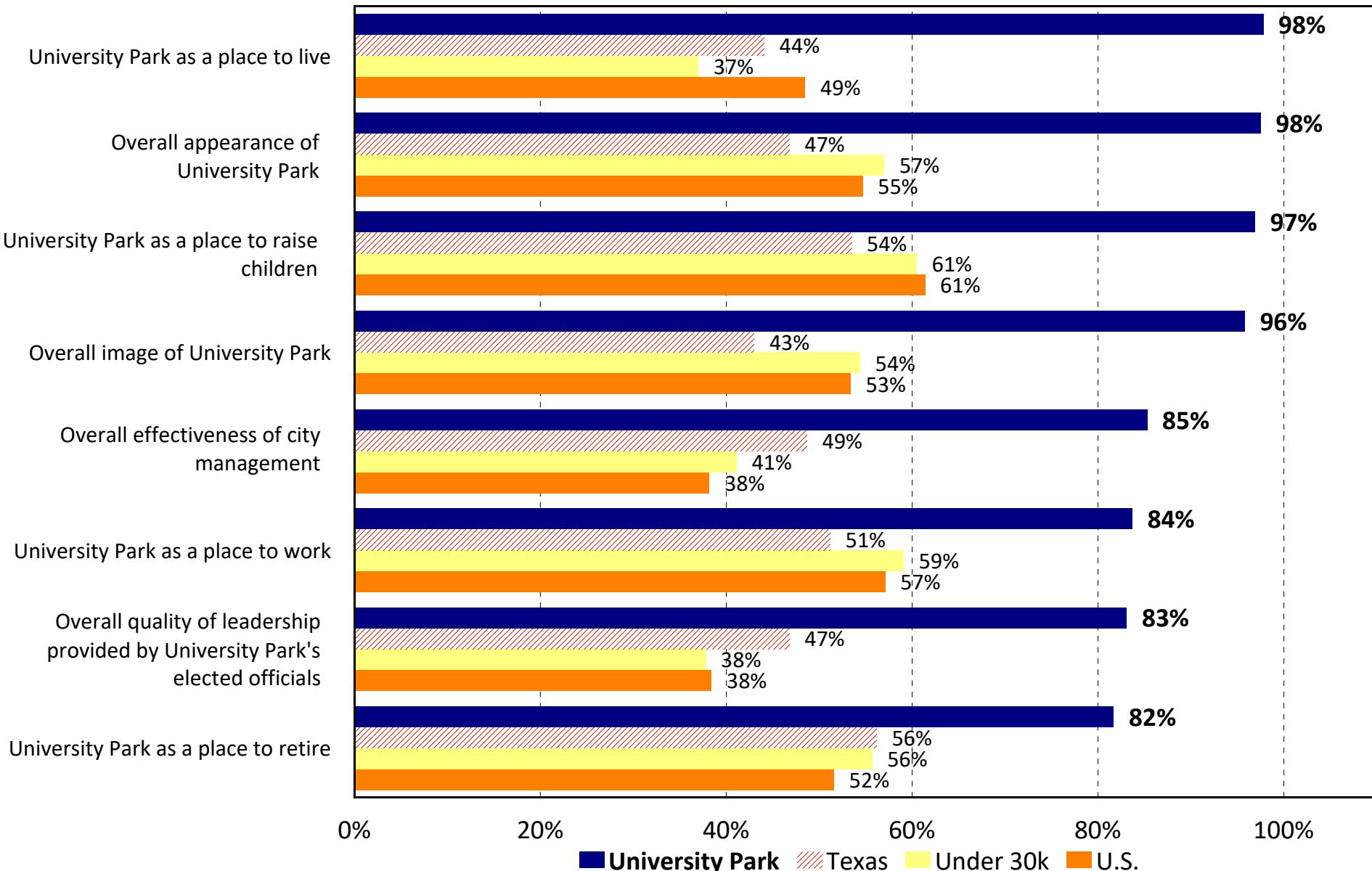
This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of more than 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Texas region, as well as, (3) a 2023 national survey of communities with a population under 30,000 during the summer of 2023.

The charts on the following pages show how the results for University Park compare to the national average and the Texas regional average. The blue bar shows the results for University Park. The white and red lined bar shows the Texas regional average from communities that administered the *DirectionFinder*® survey during the summer of 2023. The yellow bar shows the results of a national survey that was administered by ETC Institute to communities with a population under 30,000 during summer of 2023. The orange bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during summer of 2023.

Benchmarks: Overall Ratings/ Perceptions of the City

University Park vs. Texas vs. Under 30k vs. U.S.

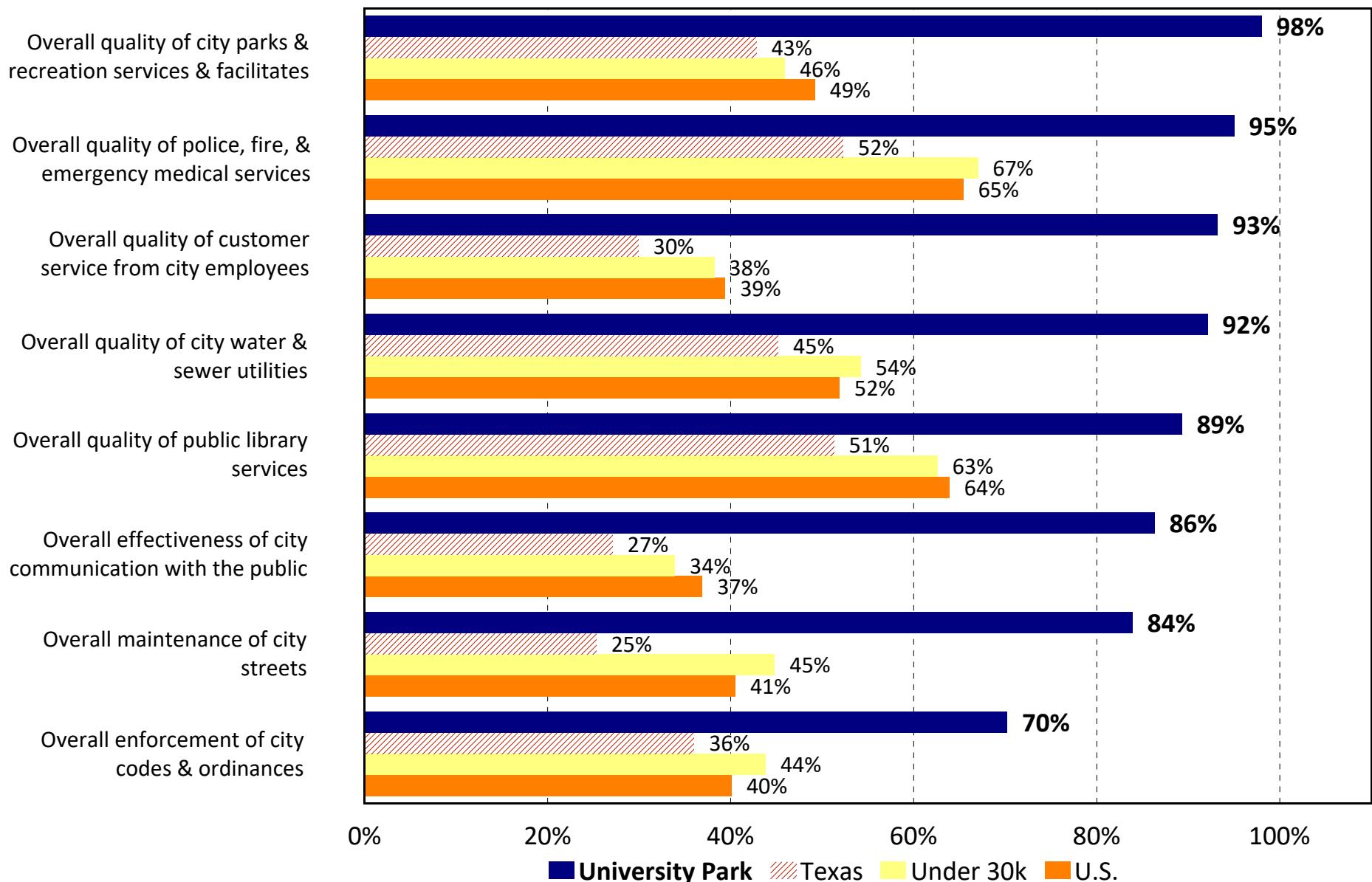
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Benchmarks: Rating of Major City Services

University Park vs. Texas vs. Under 30k vs. U.S.

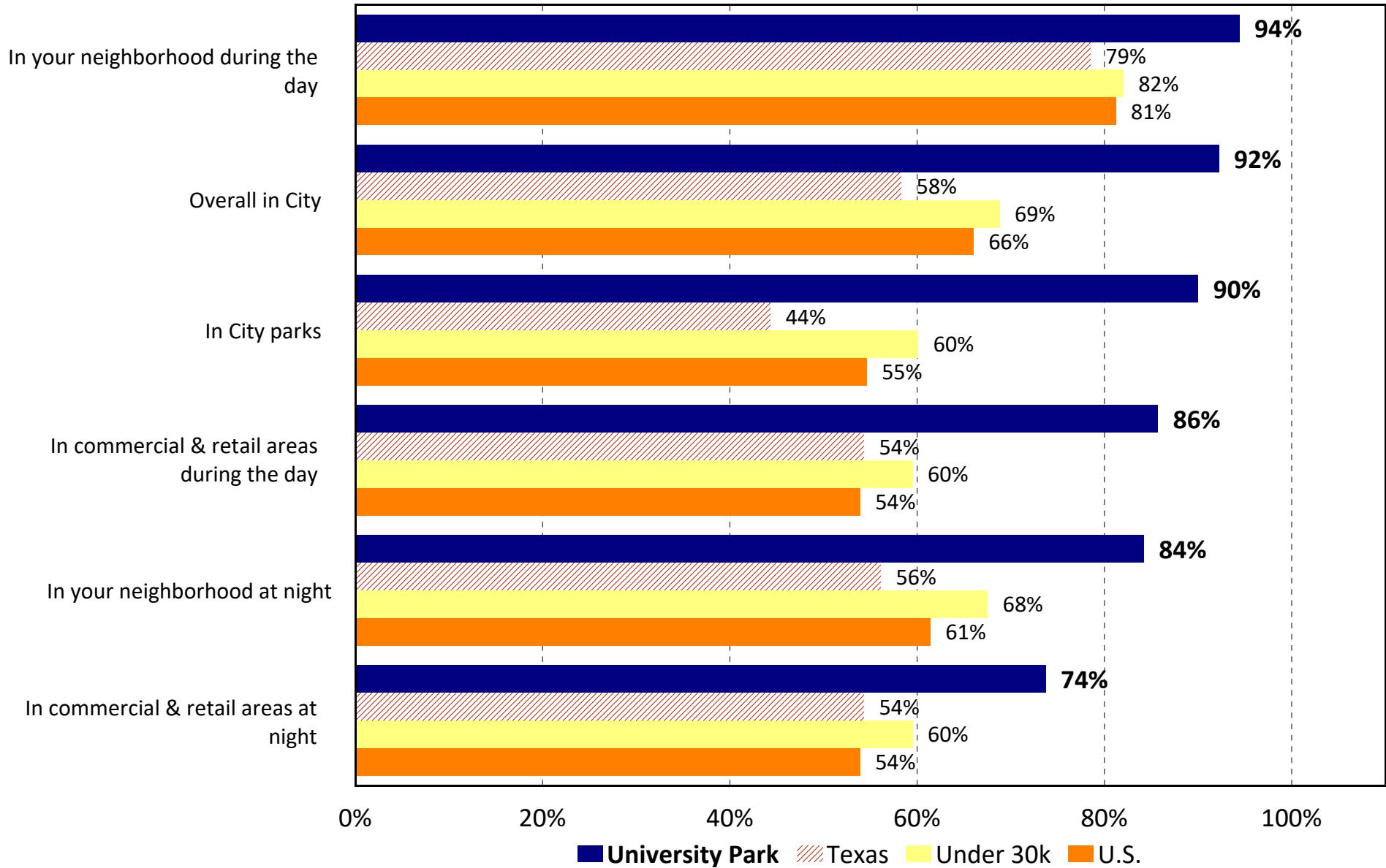
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Benchmarks: Overall Ratings of Public Safety

University Park vs. Texas vs. Under 30k vs. U.S.

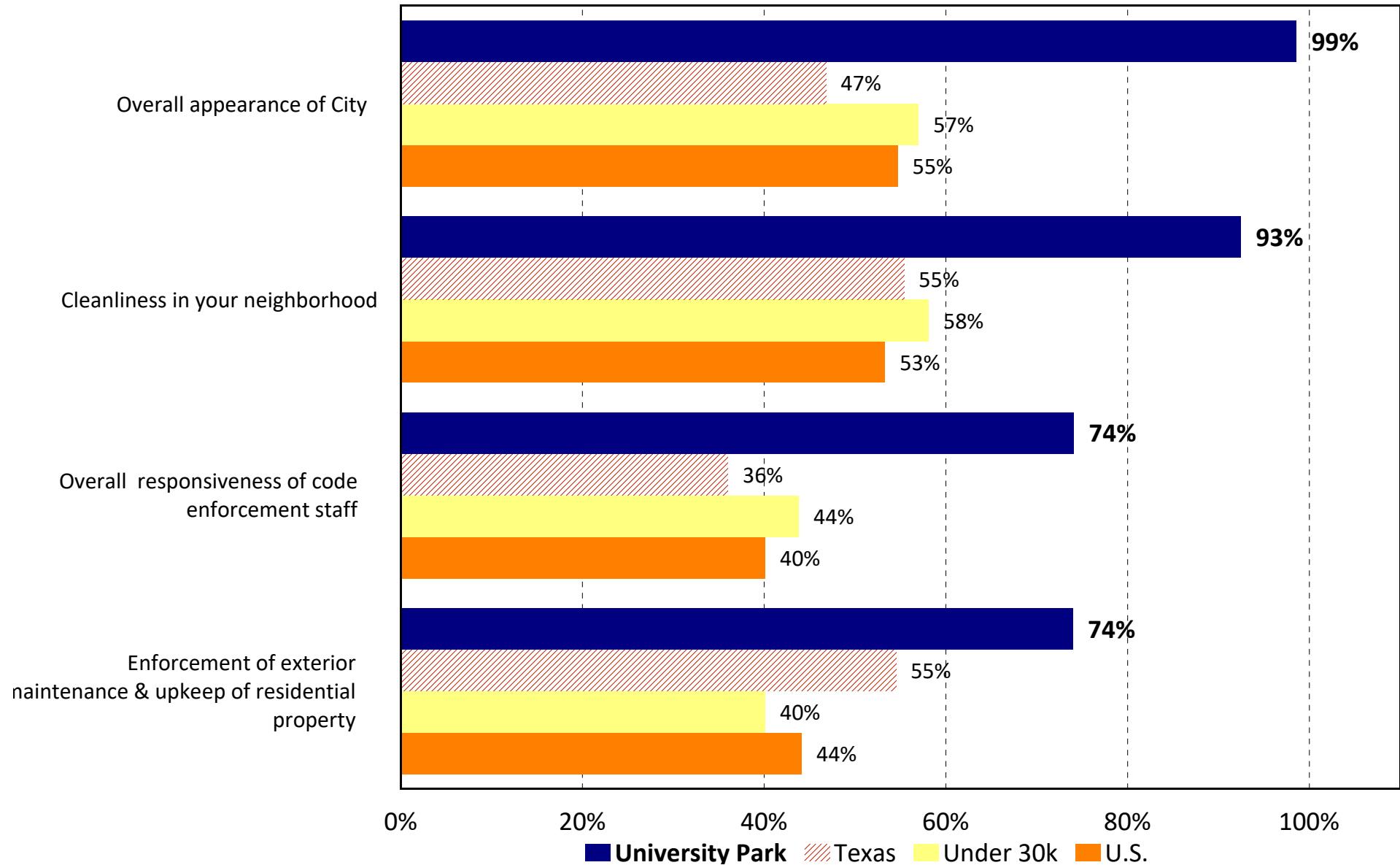
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Benchmarks: Overall Ratings of Community Development

University Park vs. Texas vs. Under 30k vs. U.S.

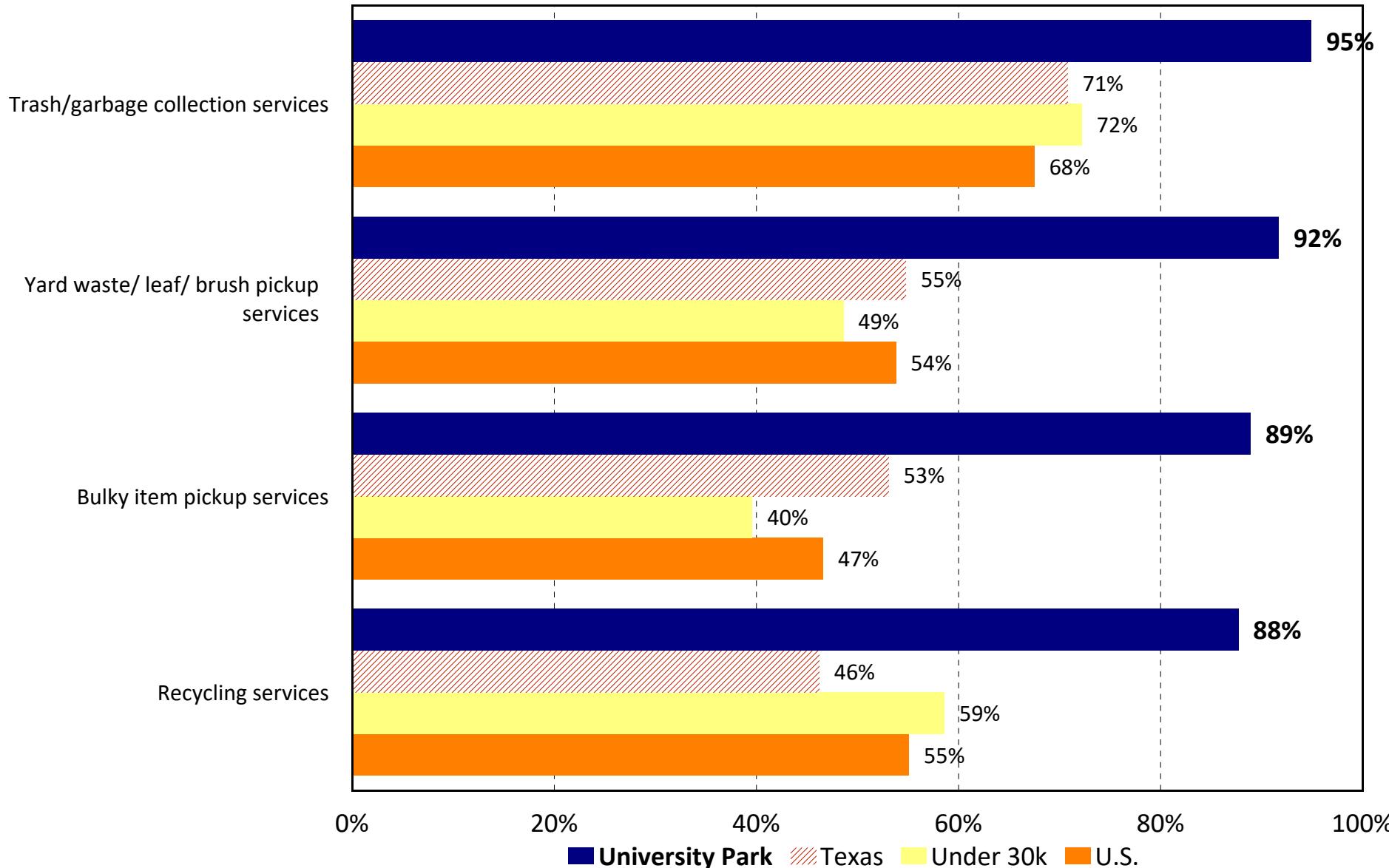
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Benchmarks: Overall Ratings of Sanitation & Recycling

University Park vs. Texas vs. Under 30k vs. U.S.

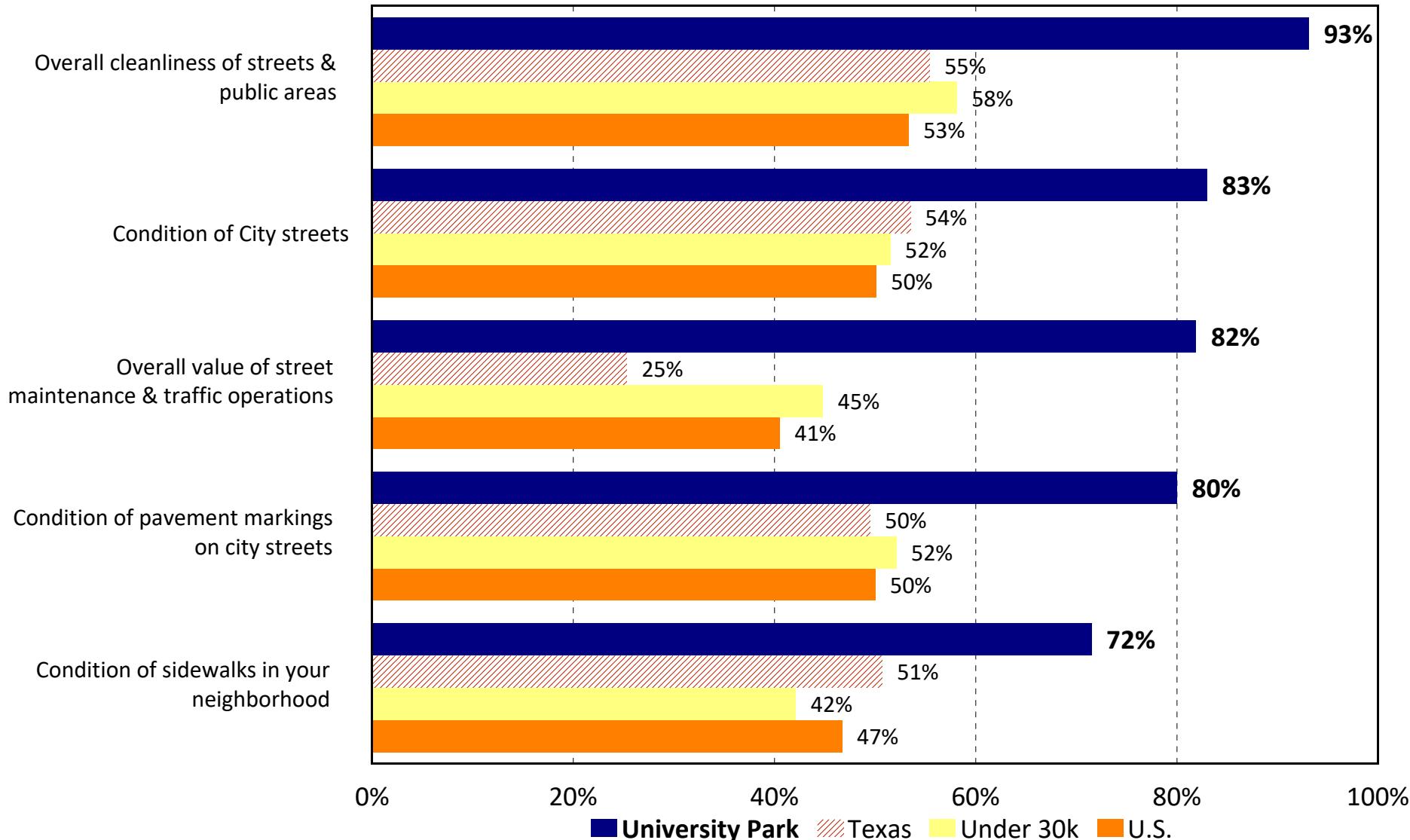
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Benchmarks: Overall Ratings of Street Maintenance & Traffic Operations

University Park vs. Texas vs. Under 30k vs. U.S.

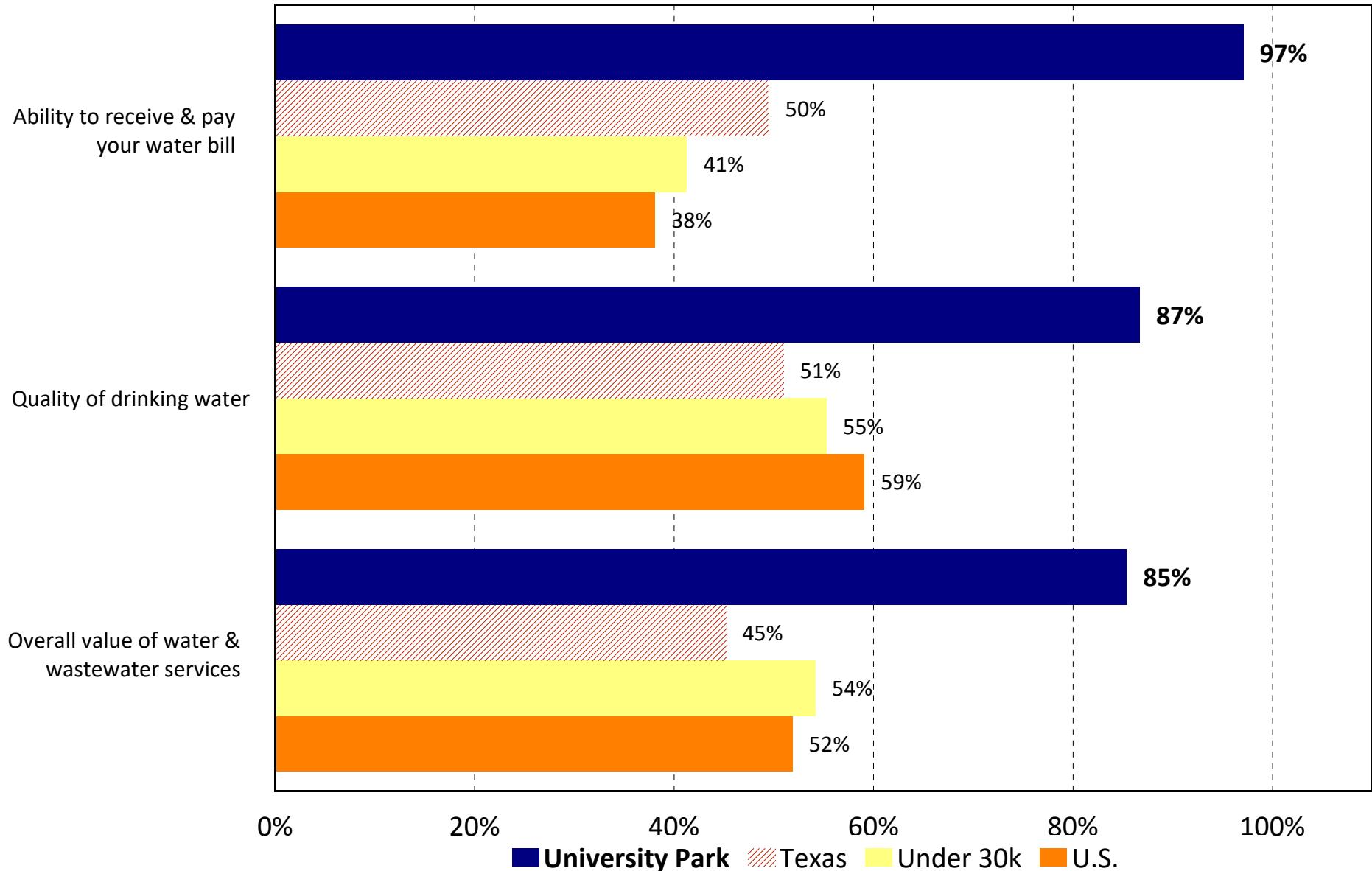
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Benchmarks: Overall Ratings of Water Utilities

University Park vs. Texas vs. Under 30k vs. U.S.

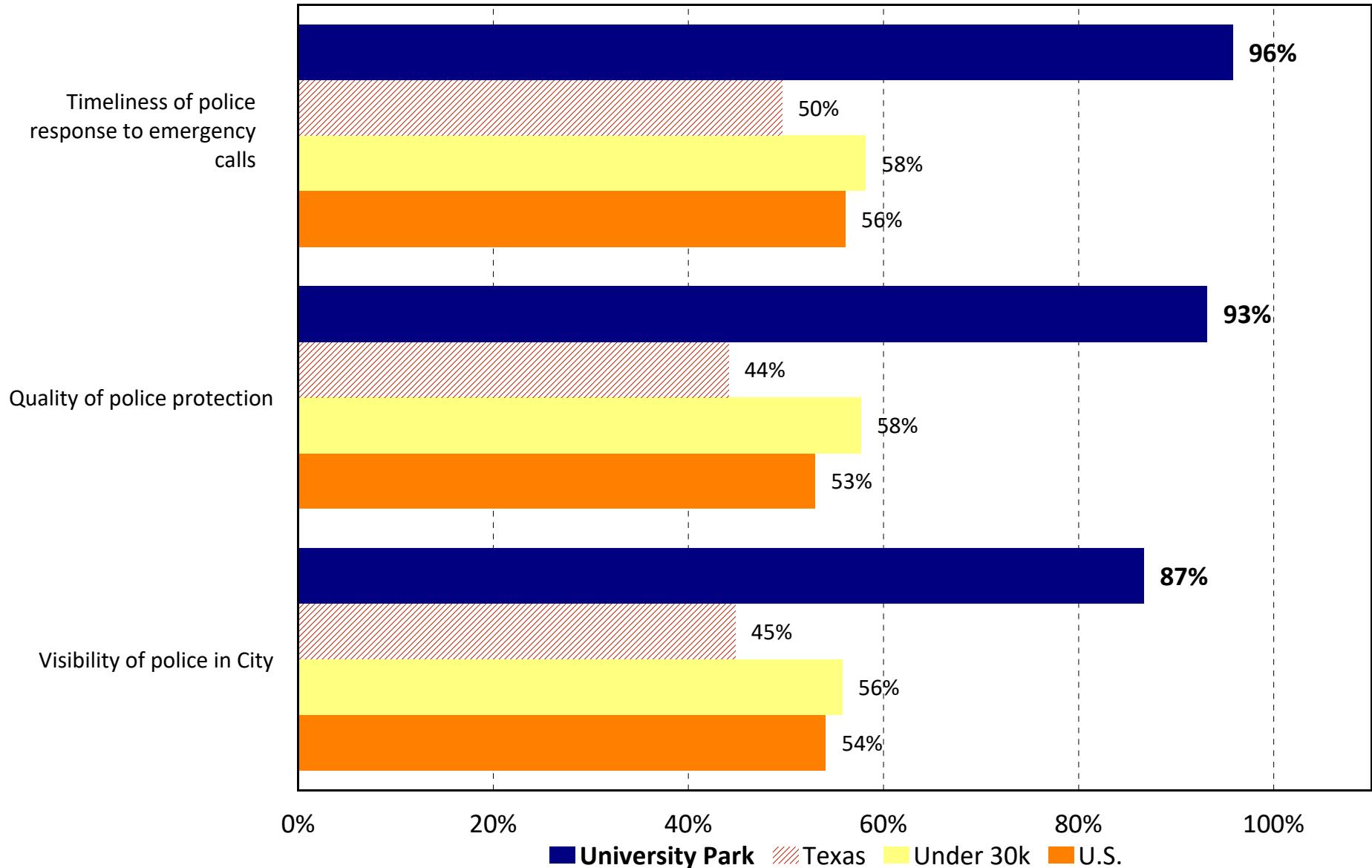
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Benchmarks: Overall Ratings of the Police Department

University Park vs. Texas vs. Under 30k vs. U.S.

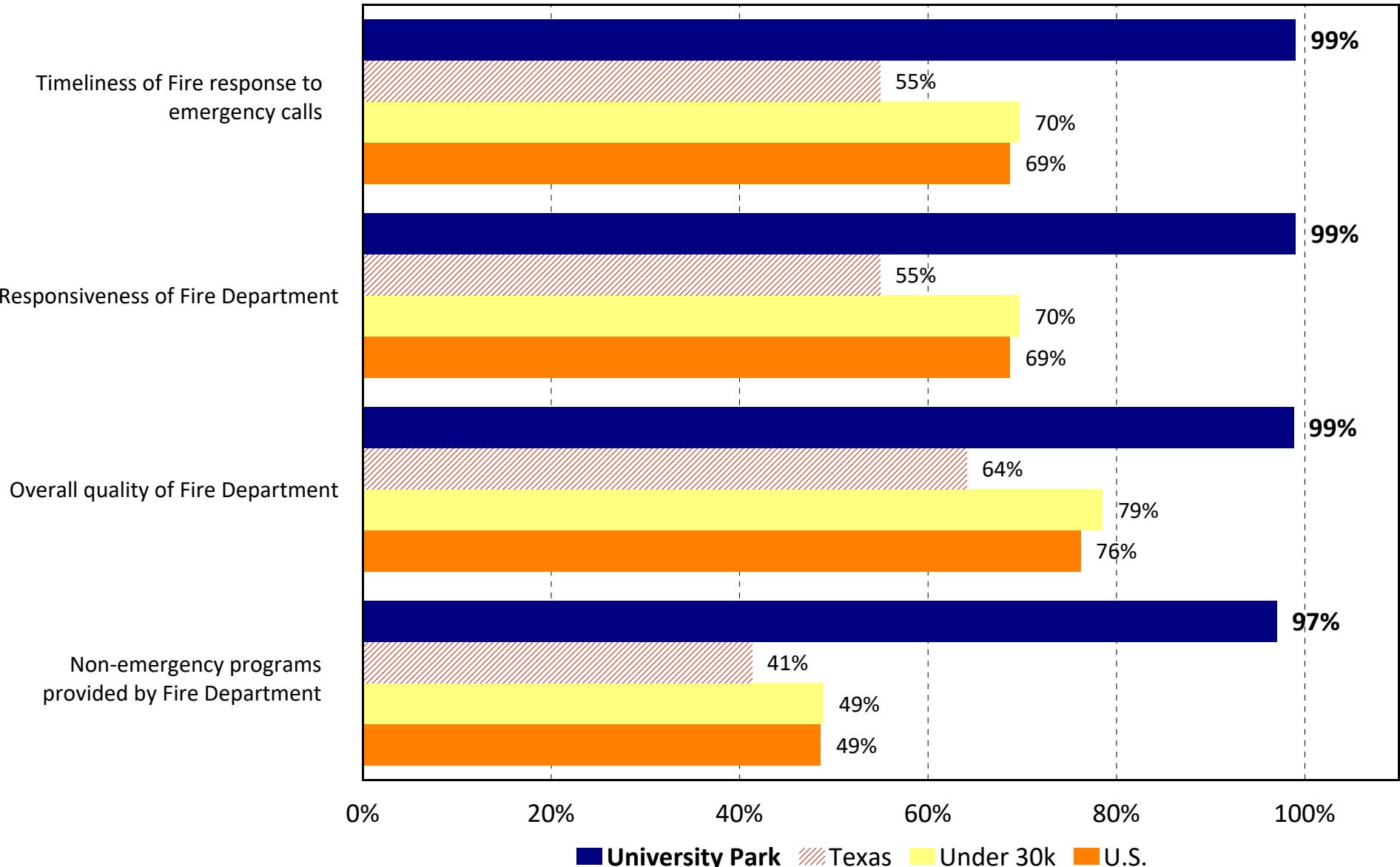
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Benchmarks: Overall Ratings of the Fire Department

University Park vs. Texas vs. Under 30k vs. U.S.

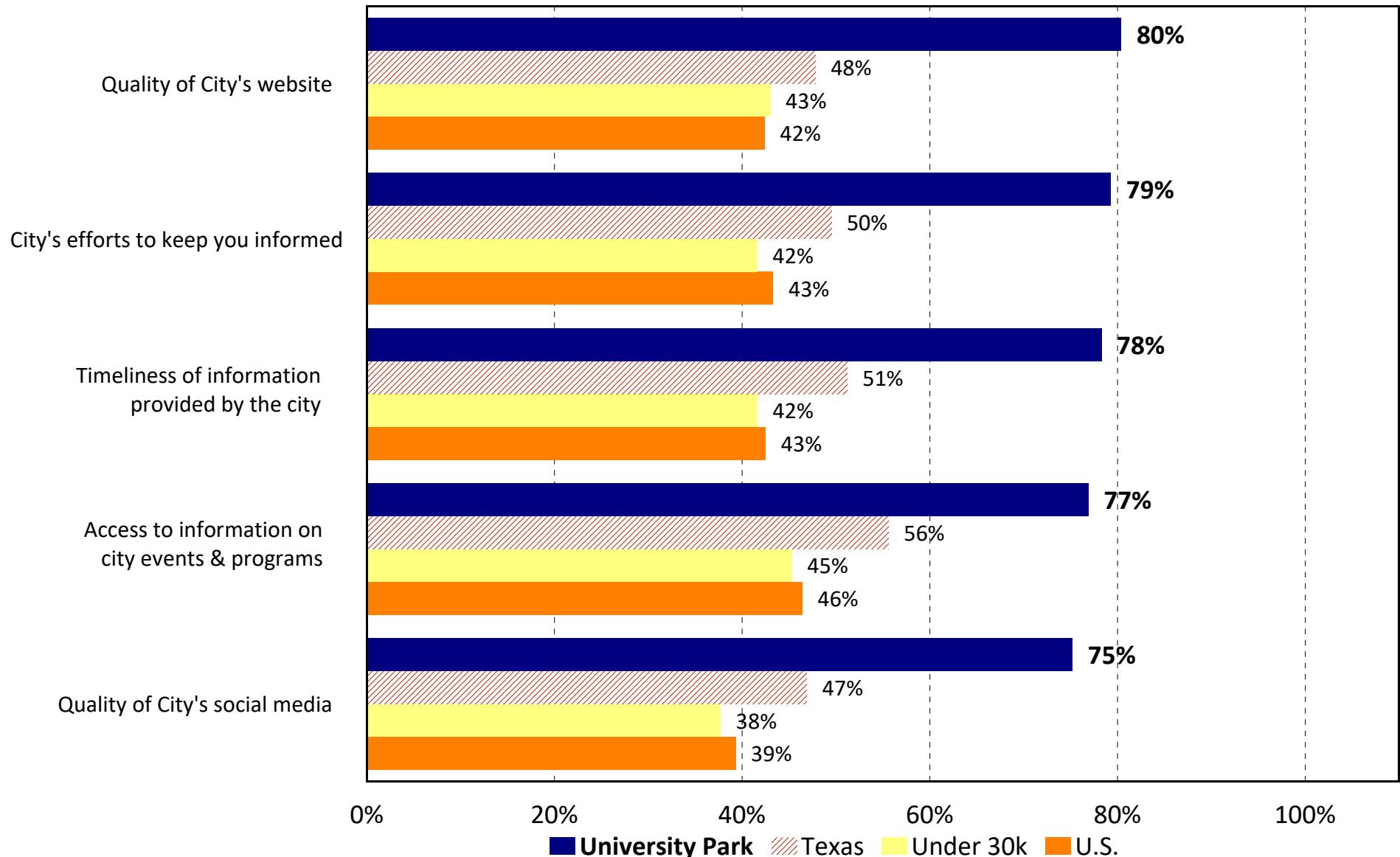
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Benchmarks: Overall Ratings of the City Communication

University Park vs. Texas vs. Under 30k vs. U.S.

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



3

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 citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens 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 City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City'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 City Services that should receive the most focus over the next year. Ninety- Five percent (95%) of households selected "Overall quality of police, fire, & emergency medical services" as one of the most important services for the City to focus on in the next year.

With regard to satisfaction, Ninety- eight (98%) of respondents surveyed rated "Overall quality of city parks & recreation services & facilities" 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, 7.8% was multiplied by 86.3% (1-0.863). This calculation yielded an I-S rating of 0.0107, which ranked first out of eight categories of major City services analyzed.

Importance-Satisfaction Analysis



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 year. 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 University Park are provided on the following pages.

2024 Importance-Satisfaction Rating

University Park, Texas

Major City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < 10)						
Overall maintenance of city streets	57%	2	84%	7	0.0918	1
Overall quality of police, fire, & emergency medical services	95%	1	95%	2	0.0474	2
Overall enforcement of city codes & ordinances	16%	5	70%	8	0.0471	3
Overall quality of city water & sewer utilities	55%	3	92%	4	0.0434	4
Overall effectiveness of city communication with the public	8%	6	86%	6	0.0107	5
Overall quality of city parks & recreation services & facilities	46%	4	98%	1	0.0093	6
Overall quality of public library services	4%	8	89%	5	0.0045	7
Overall quality of customer services you receive from city employees	7%	7	93%	3	0.0045	8

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 most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2024 Importance-Satisfaction Rating

University Park, Texas

Community Development

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcement of exterior maintenance & upkeep of residential property	39%	3	74%	5	0.1009	1
Medium Priority (IS <.10)						
City's effectiveness in remedying code violations	24%	4	64%	6	0.0858	2
City's construction permitting process	13%	5	53%	7	0.0615	3
Cleanliness in your neighborhood	45%	1	93%	2	0.0337	4
Overall responsiveness of code enforcement staff	12%	6	74%	4	0.0316	5
Courtesy & professionalism of community development staff	6%	7	79%	3	0.0127	6
Overall appearance of City	42%	2	99%	1	0.0059	7

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 most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2024 Importance-Satisfaction Rating

University Park, Texas

Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <10)						
Lighting in parks & fields	34%	3	87%	11	0.0456	1
Repairs & maintenance of park facilities	52%	2	96%	2	0.0228	2
Landscape & maintenance of City parks	64%	1	97%	1	0.0179	3
Ease of registration for park programs & park reservations	7%	8	77%	15	0.0167	4
Maintenance, condition, & cleanliness of public bathrooms	6%	9	77%	14	0.0145	5
Maintenance, condition, & cleanliness of playground areas	30%	4	95%	3	0.0138	6
Overall HAC experience	10%	5	91%	7	0.0085	7
HAC facility	8%	7	90%	8	0.0074	8
Partner facilities at HPISD & SMU provided to residents	3%	14	74%	18	0.0067	9
Maintenance, condition, & cleanliness of athletic fields	8%	6	92%	6	0.0062	10
Public Art in Parks	2%	15	73%	19	0.0051	11
Location of City's pickleball courts	2%	16	72%	20	0.0048	12
Wayfinding & connectivity of City Parks	2%	17	76%	17	0.0042	13
Competitive athletics in University Park	2%	18	76%	16	0.0039	14
HAC operations	3%	13	87%	10	0.0035	15
Maintenance, condition, & cleanliness of pickleball courts	3%	12	90%	9	0.0031	16
Programs co-sponsored by University Park	1%	19	78%	13	0.0031	17
Contracted instructors in parks	1%	21	68%	21	0.0029	18
Courtesy & professionalism of parks & recreation staff	4%	10	93%	5	0.0028	19
Maintenance, condition, & cleanliness of tennis courts	4%	11	93%	4	0.0024	20
HAC Programs	1%	20	85%	12	0.0017	21

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 most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2024 Importance-Satisfaction Rating

University Park, Texas

Sanitation & Recycling

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < 10)						
Recycling services	42%	2	88%	6	0.0518	1
Trash/garbage collection services	80%	1	95%	1	0.0407	2
Bulky item pickup services	34%	4	89%	5	0.0372	3
Yard waste/leaf/brush pickup services	40%	3	92%	4	0.0333	4
Clarity of information about recycling program	10%	8	68%	10	0.0307	5
Park Cities Recycling/Shredding Events	12%	7	80%	8	0.0233	6
Overall value of trash & recycling services	19%	5	93%	3	0.0142	7
eWaste disposal services	6%	9	79%	9	0.0127	8
Courtesy & professionalism of sanitation & recycling staff	14%	6	93%	2	0.0100	9
City's Transfer Station	4%	10	82%	7	0.0069	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 most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2024 Importance-Satisfaction Rating

University Park, Texas

Street Maintenance & Traffic Operations

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Condition of City streets	76%	1	83%	3	0.1290	1
Condition of sidewalks in your neighborhood	36%	2	72%	7	0.1012	2
Medium Priority (IS <.10)						
Condition of pavement markings on City streets	15%	4	80%	5	0.0306	3
Overall cleanliness of streets & public areas	34%	3	93%	1	0.0231	4
Overall value of street maintenance & traffic operations	10%	5	82%	4	0.0181	5
If you have contacted Street Department in the past, how satisfied were you with response & repair	2%	6	78%	6	0.0051	6
Courtesy & professionalism of street maintenance & traffic operations staff	2%	7	90%	2	0.0023	7

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 most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2024 Importance-Satisfaction Rating

University Park, Texas

Engineering

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
City's capital projects program	31%	3	65%	7	0.1085	1
Medium Priority (IS <.10)						
Quality of drainage infrastructure	32%	2	74%	5	0.0826	2
Improvements City has made to address stormwater issues	26%	4	75%	4	0.0650	3
Access to walking/biking trails	16%	5	65%	6	0.0550	4
Pedestrian accessibility	47%	1	91%	2	0.0445	5
If your alley has been under construction for MPY program, how satisfied were you with communication/notification process throughout project	7%	6	80%	3	0.0146	6
Courtesy & professionalism of engineering staff	3%	7	91%	1	0.0030	7

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 most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2024 Importance-Satisfaction Rating

University Park, Texas

Water Utilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality of drinking water	80%	1	87%	4	0.1068	1
Medium Priority (IS <.10)						
Quality of water conservation efforts	16%	4	76%	6	0.0386	2
Overall value of water & wastewater services	25%	2	85%	5	0.0365	3
Timeliness of response to calls for service	24%	3	89%	3	0.0268	4
Quality of WaterSmart customer portal	2%	7	76%	7	0.0055	5
Ability to receive & pay your water bill	16%	5	97%	1	0.0047	5
Courtesy & professionalism of water utilities staff	4%	6	93%	2	0.0027	5

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 most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2024 Importance-Satisfaction Rating

University Park, Texas

Library Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < 10)						
Quality of library materials & resources	35%	1	85%	8	0.0538	1
Quality & availability of electronic resources	18%	4	80%	10	0.0358	2
Availability of library materials & resources	18%	5	87%	6	0.0235	3
Quality of library children's events, classes & programs	24%	3	92%	3	0.0196	4
Location of library facility	12%	8	86%	7	0.0170	5
Quality of space of library facility	26%	2	94%	2	0.0157	6
Quality of library adult events, classes & programs	8%	9	81%	9	0.0151	7
Quality of library staff customer service	13%	6	90%	5	0.0129	8
Quality of library teen events, classes, & programs	4%	10	71%	13	0.0113	9
Courtesy & professionalism of library staff	12%	7	91%	4	0.0111	10
Quality & availability of library computers	2%	11	74%	12	0.0057	11
Availability of library's meeting room	2%	12	80%	11	0.0045	12
Quality of library's meeting room	1%	13	96%	1	0.0005	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 most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2024 Importance-Satisfaction Rating

University Park, Texas

Police Department

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <10)						
Visibility of police in City	51%	3	87%	7	0.0677	1
Quality of police protection	82%	1	93%	4	0.0554	2
Timeliness of police response to emergency calls	67%	2	96%	1	0.0280	3
Responsiveness of Police Department in enforcing traffic regulations in University Park	11%	6	80%	9	0.0228	4
Fairness of Police Department's practices in enforcing traffic regulations in University Park	10%	8	82%	8	0.0172	5
Overall impression of Police Department	10%	7	93%	5	0.0076	6
School Resource Officer program in Highland Park Independent School District	9%	9	92%	6	0.0075	7
Courtesy & professionalism of police personnel	13%	4	95%	3	0.0060	8
If you are a Direct Alarm customer, how satisfied are you with Direct Alarm Monitoring program	12%	5	96%	2	0.0056	9
Police Department's Communication platforms & social media accounts	1%	10	78%	10	0.0025	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 most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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2024 Importance-Satisfaction Rating

University Park, Texas

Fire Department

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <10)						
Timeliness of fire response to emergency calls	79%	1	99%	3	0.0079	1
Responsiveness of Fire Department	54%	2	99%	4	0.0054	2
Overall quality of Fire Department	18%	3	99%	6	0.0021	3
Non-emergency programs provided by Fire Department	6%	5	97%	8	0.0017	4
Overall impression of Fire Department	13%	4	99%	1	0.0012	5
Customer service provided by Fire Department	3%	6	99%	7	0.0005	6
Courtesy & professionalism of fire personnel	3%	7	99%	5	0.0003	7
Impression of fire personnel	2%	8	99%	2	0.0002	8

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 most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

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Tabular Data

Q1. Major Categories of City Services. Please rate your overall satisfaction with these major categories of services provided by the City of University Park.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police, fire, & emergency medical services	85.0%	9.1%	2.5%	2.2%	0.3%	0.8%
Q1-2. Overall quality of City parks & recreation services & facilities	75.1%	21.9%	1.4%	0.6%	0.0%	1.1%
Q1-3. Overall maintenance of City streets	42.9%	40.4%	11.9%	3.0%	1.1%	0.6%
Q1-4. Overall quality of City water & sewer utilities	60.9%	29.6%	6.6%	0.8%	0.3%	1.7%
Q1-5. Overall quality of public library services	53.2%	14.4%	5.5%	1.9%	0.6%	24.4%
Q1-6. Overall enforcement of City codes & ordinances	35.5%	29.4%	15.5%	8.6%	3.3%	7.8%
Q1-7. Overall quality of customer service you receive from City employees	70.6%	21.1%	5.0%	1.7%	0.0%	1.7%
Q1-8. Overall effectiveness of City communication with the public	53.5%	30.7%	11.1%	1.7%	0.6%	2.5%

WITHOUT DON'T KNOW**Q1. Major Categories of City Services. Please rate your overall satisfaction with these major categories of services provided by the City of University Park. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police, fire, & emergency medical services	85.8%	9.2%	2.5%	2.2%	0.3%
Q1-2. Overall quality of City parks & recreation services & facilities	75.9%	22.1%	1.4%	0.6%	0.0%
Q1-3. Overall maintenance of City streets	43.2%	40.7%	12.0%	3.1%	1.1%
Q1-4. Overall quality of City water & sewer utilities	62.0%	30.1%	6.8%	0.8%	0.3%
Q1-5. Overall quality of public library services	70.3%	19.0%	7.3%	2.6%	0.7%
Q1-6. Overall enforcement of City codes & ordinances	38.4%	31.8%	16.8%	9.3%	3.6%
Q1-7. Overall quality of customer service you receive from City employees	71.8%	21.4%	5.1%	1.7%	0.0%
Q1-8. Overall effectiveness of City communication with the public	54.8%	31.5%	11.4%	1.7%	0.6%

Q2. Which THREE of the services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	328	90.9 %
Overall quality of City parks & recreation services & facilities	6	1.7 %
Overall maintenance of City streets	7	1.9 %
Overall quality of City water & sewer utilities	4	1.1 %
Overall quality of public library services	1	0.3 %
Overall enforcement of City codes & ordinances	5	1.4 %
Overall quality of customer service you receive from City employees	1	0.3 %
Overall effectiveness of City communication with the public	1	0.3 %
<u>None chosen</u>	<u>8</u>	<u>2.2 %</u>
Total	361	100.0 %

Q2. Which THREE of the services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	11	3.0 %
Overall quality of City parks & recreation services & facilities	86	23.8 %
Overall maintenance of City streets	86	23.8 %
Overall quality of City water & sewer utilities	114	31.6 %
Overall quality of public library services	5	1.4 %
Overall enforcement of City codes & ordinances	22	6.1 %
Overall quality of customer service you receive from City employees	11	3.0 %
Overall effectiveness of City communication with the public	10	2.8 %
<u>None chosen</u>	<u>16</u>	<u>4.4 %</u>
Total	361	100.0 %

Q2. Which THREE of the services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	3	0.8 %
Overall quality of City parks & recreation services & facilities	75	20.8 %
Overall maintenance of City streets	113	31.3 %
Overall quality of City water & sewer utilities	80	22.2 %
Overall quality of public library services	9	2.5 %
Overall enforcement of City codes & ordinances	30	8.3 %
Overall quality of customer service you receive from City employees	12	3.3 %
Overall effectiveness of City communication with the public	17	4.7 %
<u>None chosen</u>	<u>22</u>	<u>6.1 %</u>
Total	361	100.0 %

SUM OF TOP 3 CHOICES**Q2. Which THREE of the services listed in Question 1 do you think are MOST IMPORTANT for the City to provide? (top 3)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	342	94.7 %
Overall quality of City parks & recreation services & facilities	167	46.3 %
Overall maintenance of City streets	206	57.1 %
Overall quality of City water & sewer utilities	198	54.8 %
Overall quality of public library services	15	4.2 %
Overall enforcement of City codes & ordinances	57	15.8 %
Overall quality of customer service you receive from City employees	24	6.6 %
Overall effectiveness of City communication with the public	28	7.8 %
<u>None chosen</u>	<u>8</u>	<u>2.2 %</u>
Total	1045	

Q3. Perceptions of the City. Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. University Park as a place to live	82.8%	15.0%	1.7%	0.6%	0.0%	0.0%
Q3-2. University Park as a place to raise children	82.0%	14.1%	2.5%	0.6%	0.0%	0.8%
Q3-3. Variety of activities for families in the community	65.9%	23.0%	6.4%	0.6%	0.0%	4.2%
Q3-4. Overall quality of City-sponsored special events (e.g., Park Cities 4th of July Parade, Eggstravaganza, Tree Lighting, Santa Around Town, etc.)	68.4%	21.9%	5.0%	0.6%	0.0%	4.2%
Q3-5. University Park as a place to work	40.2%	9.4%	8.9%	0.6%	0.3%	40.7%
Q3-6. University Park as a place to retire	52.6%	15.5%	12.2%	2.2%	0.8%	16.6%
Q3-7. Overall image of University Park	72.0%	22.7%	2.8%	1.4%	0.0%	1.1%
Q3-8. Overall appearance of University Park	72.6%	24.7%	0.6%	1.7%	0.3%	0.3%
Q3-9. Overall quality of life in University Park	75.3%	22.2%	1.7%	0.6%	0.0%	0.3%
Q3-10. Overall quality of leadership provided by University Park's elected officials	46.8%	28.0%	11.6%	2.5%	1.1%	10.0%
Q3-11. Overall effectiveness of City management	52.1%	26.9%	10.2%	2.2%	1.1%	7.5%

WITHOUT DON'T KNOW**Q3. Perceptions of the City. Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. University Park as a place to live	82.8%	15.0%	1.7%	0.6%	0.0%
Q3-2. University Park as a place to raise children	82.7%	14.2%	2.5%	0.6%	0.0%
Q3-3. Variety of activities for families in the community	68.8%	24.0%	6.6%	0.6%	0.0%
Q3-4. Overall quality of City-sponsored special events (e.g., Park Cities 4th of July Parade, Eggstravaganza, Tree Lighting, Santa Around Town, etc.)	71.4%	22.8%	5.2%	0.6%	0.0%
Q3-5. University Park as a place to work	67.8%	15.9%	15.0%	0.9%	0.5%
Q3-6. University Park as a place to retire	63.1%	18.6%	14.6%	2.7%	1.0%
Q3-7. Overall image of University Park	72.8%	23.0%	2.8%	1.4%	0.0%
Q3-8. Overall appearance of University Park	72.8%	24.7%	0.6%	1.7%	0.3%
Q3-9. Overall quality of life in University Park	75.6%	22.2%	1.7%	0.6%	0.0%
Q3-10. Overall quality of leadership provided by University Park's elected officials	52.0%	31.1%	12.9%	2.8%	1.2%
Q3-11. Overall effectiveness of City management	56.3%	29.0%	11.1%	2.4%	1.2%

Q4. 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=361)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. Overall in City	64.5%	27.1%	5.0%	2.2%	0.6%	0.6%
Q4-2. In your neighborhood during the day	73.1%	21.3%	4.2%	1.1%	0.3%	0.0%
Q4-3. In your neighborhood at night	49.6%	34.1%	10.2%	5.0%	0.6%	0.6%
Q4-4. In commercial & retail areas during the day	50.4%	33.8%	9.7%	3.9%	0.6%	1.7%
Q4-5. In commercial & retail areas at night	33.2%	38.2%	17.5%	6.6%	1.4%	3.0%
Q4-6. In City parks	55.4%	32.1%	7.2%	2.5%	0.0%	2.8%
Q4-7. Riding your bike in City	31.9%	23.0%	13.6%	7.2%	1.1%	23.3%

WITHOUT DON'T KNOW

Q4. 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=361)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. Overall in City	64.9%	27.3%	5.0%	2.2%	0.6%
Q4-2. In your neighborhood during the day	73.1%	21.3%	4.2%	1.1%	0.3%
Q4-3. In your neighborhood at night	49.9%	34.3%	10.3%	5.0%	0.6%
Q4-4. In commercial & retail areas during the day	51.3%	34.4%	9.9%	3.9%	0.6%
Q4-5. In commercial & retail areas at night	34.3%	39.4%	18.0%	6.9%	1.4%
Q4-6. In City parks	57.0%	33.0%	7.4%	2.6%	0.0%
Q4-7. Riding your bike in City	41.5%	30.0%	17.7%	9.4%	1.4%

Q5. Community Development. Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. City's effectiveness in remedying code violations	21.9%	26.9%	18.0%	8.0%	1.9%	23.3%
Q5-2. Enforcement of exterior maintenance & upkeep of residential property	29.9%	38.0%	15.0%	7.8%	1.1%	8.3%
Q5-3. Cleanliness in your neighborhood	54.8%	36.8%	5.0%	2.2%	0.3%	0.8%
Q5-4. Overall appearance of City	64.8%	33.0%	0.8%	0.6%	0.0%	0.8%
Q5-5. Overall responsiveness of code enforcement staff	33.2%	23.0%	12.7%	4.7%	2.2%	24.1%
Q5-6. City's construction permitting process	18.6%	13.9%	19.7%	6.4%	3.0%	38.5%
Q5-7. Courtesy & professionalism of community development staff	39.9%	15.0%	11.9%	1.4%	1.1%	30.7%

WITHOUT DON'T KNOW**Q5. Community Development. Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. City's effectiveness in remedying code violations	28.5%	35.0%	23.5%	10.5%	2.5%
Q5-2. Enforcement of exterior maintenance & upkeep of residential property	32.6%	41.4%	16.3%	8.5%	1.2%
Q5-3. Cleanliness in your neighborhood	55.3%	37.2%	5.0%	2.2%	0.3%
Q5-4. Overall appearance of City	65.4%	33.2%	0.8%	0.6%	0.0%
Q5-5. Overall responsiveness of code enforcement staff	43.8%	30.3%	16.8%	6.2%	2.9%
Q5-6. City's construction permitting process	30.2%	22.5%	32.0%	10.4%	5.0%
Q5-7. Courtesy & professionalism of community development staff	57.6%	21.6%	17.2%	2.0%	1.6%

Q6. Which TWO of the services listed in Question 5 do you think are MOST IMPORTANT for the City to provide?

<u>Q6. Top choice</u>	Number	Percent
City's effectiveness in remedying code violations	46	12.7 %
Enforcement of exterior maintenance & upkeep of residential property	75	20.8 %
Cleanliness in your neighborhood	82	22.7 %
Overall appearance of City	79	21.9 %
Overall responsiveness of code enforcement staff	18	5.0 %
City's construction permitting process	21	5.8 %
Courtesy & professionalism of community development staff	7	1.9 %
<u>None chosen</u>	33	9.1 %
Total	361	100.0 %

Q6. Which TWO of the services listed in Question 5 do you think are MOST IMPORTANT for the City to provide?

<u>Q6. 2nd choice</u>	Number	Percent
City's effectiveness in remedying code violations	39	10.8 %
Enforcement of exterior maintenance & upkeep of residential property	65	18.0 %
Cleanliness in your neighborhood	80	22.2 %
Overall appearance of City	74	20.5 %
Overall responsiveness of code enforcement staff	26	7.2 %
City's construction permitting process	26	7.2 %
Courtesy & professionalism of community development staff	15	4.2 %
<u>None chosen</u>	36	10.0 %
Total	361	100.0 %

SUM OF TOP 2 CHOICES

Q6. Which TWO of the services listed in Question 5 do you think are MOST IMPORTANT for the City to provide? (top 2)

<u>Q6. Sum of Top 2 Choices</u>	Number	Percent
City's effectiveness in remedying code violations	85	23.5 %
Enforcement of exterior maintenance & upkeep of residential property	140	38.8 %
Cleanliness in your neighborhood	162	44.9 %
Overall appearance of City	153	42.4 %
Overall responsiveness of code enforcement staff	44	12.2 %
City's construction permitting process	47	13.0 %
Courtesy & professionalism of community development staff	22	6.1 %
<u>None chosen</u>	33	9.1 %
Total	686	

Q7(1-17). Parks and Recreation. Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Landscape & maintenance of City parks	73.4%	22.7%	1.7%	1.1%	0.0%	1.1%
Q7-2. Repairs & maintenance of park facilities	63.7%	26.6%	3.6%	0.6%	0.0%	5.5%
Q7-3. Lighting in parks & fields	52.4%	27.4%	7.2%	3.9%	1.1%	8.0%
Q7-4. Public art in parks	37.4%	24.7%	18.3%	3.6%	0.8%	15.2%
Q7-5. Maintenance, condition, & cleanliness of playground areas	56.8%	28.0%	3.3%	0.6%	0.3%	11.1%
Q7-6. Maintenance, condition, & cleanliness of athletic fields	51.5%	29.1%	5.8%	1.1%	0.0%	12.5%
Q7-7. Maintenance, condition, & cleanliness of public bathrooms	28.8%	17.7%	10.8%	2.5%	0.3%	39.9%
Q7-8. Maintenance, condition, & cleanliness of tennis courts	44.9%	24.9%	4.7%	0.3%	0.0%	25.2%
Q7-9. Maintenance, condition, & cleanliness of pickleball courts	39.1%	15.5%	5.8%	0.0%	0.3%	39.3%
Q7-10. Contracted instructors in parks	18.8%	11.1%	11.6%	1.7%	1.1%	55.7%
Q7-11. Location of City's pickleball courts	26.6%	15.0%	13.6%	1.4%	1.4%	42.1%
Q7-12. Competitive athletics in University Park	27.7%	15.2%	11.4%	1.7%	0.8%	43.2%
Q7-13. Programs co-sponsored by University Park	27.7%	11.6%	10.5%	0.6%	0.0%	49.6%
Q7-14. Wayfinding & connectivity of City parks	26.6%	13.6%	12.2%	0.8%	0.0%	46.8%
Q7-15. Partner facilities at HPISD & SMU provided to residents through interlocal agreements (ex. SMU tennis courts)	24.1%	12.2%	10.5%	1.4%	0.6%	51.2%
Q7-16. Ease of registration for park programs & park reservations (including athletic field & court reservations)	27.7%	21.9%	9.7%	4.7%	0.8%	35.2%
Q7-17. Courtesy & professionalism of parks & recreation staff	44.6%	19.4%	4.4%	0.3%	0.3%	31.0%

WITHOUT DON'T KNOW**Q7(1-17). Parks and Recreation. Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Landscape & maintenance of City parks	74.2%	23.0%	1.7%	1.1%	0.0%
Q7-2. Repairs & maintenance of park facilities	67.4%	28.2%	3.8%	0.6%	0.0%
Q7-3. Lighting in parks & fields	56.9%	29.8%	7.8%	4.2%	1.2%
Q7-4. Public art in parks	44.1%	29.1%	21.6%	4.2%	1.0%
Q7-5. Maintenance, condition, & cleanliness of playground areas	63.9%	31.5%	3.7%	0.6%	0.3%
Q7-6. Maintenance, condition, & cleanliness of athletic fields	58.9%	33.2%	6.6%	1.3%	0.0%
Q7-7. Maintenance, condition, & cleanliness of public bathrooms	47.9%	29.5%	18.0%	4.1%	0.5%
Q7-8. Maintenance, condition, & cleanliness of tennis courts	60.0%	33.3%	6.3%	0.4%	0.0%
Q7-9. Maintenance, condition, & cleanliness of pickleball courts	64.4%	25.6%	9.6%	0.0%	0.5%
Q7-10. Contracted instructors in parks	42.5%	25.0%	26.3%	3.8%	2.5%
Q7-11. Location of City's pickleball courts	45.9%	25.8%	23.4%	2.4%	2.4%
Q7-12. Competitive athletics in University Park	48.8%	26.8%	20.0%	2.9%	1.5%
Q7-13. Programs co-sponsored by University Park	54.9%	23.1%	20.9%	1.1%	0.0%
Q7-14. Wayfinding & connectivity of City parks	50.0%	25.5%	22.9%	1.6%	0.0%
Q7-15. Partner facilities at HPISD & SMU provided to residents through interlocal agreements (ex. SMU tennis courts)	49.4%	25.0%	21.6%	2.8%	1.1%
Q7-16. Ease of registration for park programs & park reservations (including athletic field & court reservations)	42.7%	33.8%	15.0%	7.3%	1.3%
Q7-17. Courtesy & professionalism of parks & recreation staff	64.7%	28.1%	6.4%	0.4%	0.4%

Q7(18-21). Holmes Aquatic Center: Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Don't know
Q7-18. Overall HAC experience	34.1%	17.7%	4.2%	0.8%	43.2%
Q7-19. HAC facility	37.1%	14.4%	4.7%	0.8%	42.9%
Q7-20. HAC operations (daily admission, pool party reservation process & experience)	32.7%	13.9%	6.1%	0.8%	46.5%
Q7-21. HAC programs (swim lessons, Makos swim team, etc.)	22.7%	7.5%	5.5%	0.0%	64.3%

WITHOUT DON'T KNOW**Q7(18-21). Holmes Aquatic Center: Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied
Q7-18. Overall HAC experience	60.0%	31.2%	7.3%	1.5%
Q7-19. HAC facility	65.0%	25.2%	8.3%	1.5%
Q7-20. HAC operations (daily admission, pool party reservation process & experience)	61.1%	25.9%	11.4%	1.6%
Q7-21. HAC programs (swim lessons, Makos swim team, etc.)	63.6%	20.9%	15.5%	0.0%

Q8. Which THREE of the parks and recreation services listed in Question 7 do you think are MOST IMPORTANT for the City to provide?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Landscape & maintenance of City parks	168	46.5 %
Repairs & maintenance of park facilities	42	11.6 %
Lighting in parks & fields	17	4.7 %
Maintenance, condition, & cleanliness of playground areas	27	7.5 %
Maintenance, condition, & cleanliness of athletic fields	2	0.6 %
Maintenance, condition, & cleanliness of public bathrooms	4	1.1 %
Maintenance, condition, & cleanliness of tennis courts	4	1.1 %
Maintenance, condition, & cleanliness of pickleball courts	4	1.1 %
Contracted instructors in parks	1	0.3 %
Location of City's pickleball courts	3	0.8 %
Competitive athletics in University Park	3	0.8 %
Partner facilities at HPISD & SMU provided to residents through interlocal agreements (ex. SMU tennis courts)	2	0.6 %
Ease of registration for park programs & park reservations (including athletic field & court reservations)	3	0.8 %
Courtesy & professionalism of parks & recreation staff	3	0.8 %
Overall HAC experience	10	2.8 %
HAC facility	7	1.9 %
HAC operations (daily admission, pool party reservation process & experience)	3	0.8 %
<u>None chosen</u>	<u>58</u>	<u>16.1 %</u>
Total	361	100.0 %

Q8. Which THREE of the parks and recreation services listed in Question 7 do you think are MOST IMPORTANT for the City to provide?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Landscape & maintenance of City parks	39	10.8 %
Repairs & maintenance of park facilities	109	30.2 %
Lighting in parks & fields	43	11.9 %
Maintenance, condition, & cleanliness of playground areas	40	11.1 %
Maintenance, condition, & cleanliness of athletic fields	12	3.3 %
Maintenance, condition, & cleanliness of public bathrooms	4	1.1 %
Maintenance, condition, & cleanliness of tennis courts	4	1.1 %
Maintenance, condition, & cleanliness of pickleball courts	5	1.4 %
Location of City's pickleball courts	2	0.6 %
Programs co-sponsored by University Park	1	0.3 %
Wayfinding & connectivity of City parks	1	0.3 %
Partner facilities at HPISD & SMU provided to residents through interlocal agreements (ex. SMU tennis courts)	2	0.6 %
Ease of registration for park programs & park reservations (including athletic field & court reservations)	7	1.9 %
Courtesy & professionalism of parks & recreation staff	2	0.6 %
Overall HAC experience	8	2.2 %
HAC facility	15	4.2 %
HAC operations (daily admission, pool party reservation process & experience)	4	1.1 %
<u>None chosen</u>	<u>63</u>	<u>17.5 %</u>
Total	361	100.0 %

Q8. Which THREE of the parks and recreation services listed in Question 7 do you think are MOST IMPORTANT for the City to provide?

Q8. 3rd choice	Number	Percent
Landscape & maintenance of City parks	24	6.6 %
Repairs & maintenance of park facilities	36	10.0 %
Lighting in parks & fields	64	17.7 %
Public art in parks	7	1.9 %
Maintenance, condition, & cleanliness of playground areas	41	11.4 %
Maintenance, condition, & cleanliness of athletic fields	14	3.9 %
Maintenance, condition, & cleanliness of public bathrooms	15	4.2 %
Maintenance, condition, & cleanliness of tennis courts	5	1.4 %
Maintenance, condition, & cleanliness of pickleball courts	2	0.6 %
Contracted instructors in parks	2	0.6 %
Location of City's pickleball courts	1	0.3 %
Competitive athletics in University Park	3	0.8 %
Programs co-sponsored by University Park	4	1.1 %
Wayfinding & connectivity of City parks	5	1.4 %
Partner facilities at HPISD & SMU provided to residents through interlocal agreements (ex. SMU tennis courts)	5	1.4 %
Ease of registration for park programs & park reservations (including athletic field & court reservations)	16	4.4 %
Courtesy & professionalism of parks & recreation staff	9	2.5 %
Overall HAC experience	17	4.7 %
HAC facility	5	1.4 %
HAC operations (daily admission, pool party reservation process & experience)	3	0.8 %
HAC programs (swim lessons, Makos swim team, etc.)	4	1.1 %
<u>None chosen</u>	79	21.9 %
Total	361	100.0 %

SUM OF TOP 3 CHOICES**Q8. Which THREE of the parks and recreation services listed in Question 7 do you think are MOST IMPORTANT for the City to provide? (top 3)**

Q8. Sum of Top 3 Choices	Number	Percent
Landscape & maintenance of City parks	231	64.0 %
Repairs & maintenance of park facilities	187	51.8 %
Lighting in parks & fields	124	34.3 %
Public art in parks	7	1.9 %
Maintenance, condition, & cleanliness of playground areas	108	29.9 %
Maintenance, condition, & cleanliness of athletic fields	28	7.8 %
Maintenance, condition, & cleanliness of public bathrooms	23	6.4 %
Maintenance, condition, & cleanliness of tennis courts	13	3.6 %
Maintenance, condition, & cleanliness of pickleball courts	11	3.0 %
Contracted instructors in parks	3	0.8 %
Location of City's pickleball courts	6	1.7 %
Competitive athletics in University Park	6	1.7 %
Programs co-sponsored by University Park	5	1.4 %
Wayfinding & connectivity of City parks	6	1.7 %
Partner facilities at HPISD & SMU provided to residents through interlocal agreements (ex. SMU tennis courts)	9	2.5 %
Ease of registration for park programs & park reservations (including athletic field & court reservations)	26	7.2 %
Courtesy & professionalism of parks & recreation staff	14	3.9 %
Overall HAC experience	35	9.7 %
HAC facility	27	7.5 %
HAC operations (daily admission, pool party reservation process & experience)	10	2.8 %
HAC programs (swim lessons, Makos swim team, etc.)	4	1.1 %
None chosen	58	16.1 %
Total	941	

Q9. Sanitation and Recycling. Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Bulky item pickup services	54.8%	24.9%	7.5%	2.5%	0.0%	10.2%
Q9-2. Recycling services	55.4%	28.0%	10.0%	1.7%	0.0%	5.0%
Q9-3. Clarity of information about recycling program (what can be recycled, pickup schedules & updates)	42.4%	21.6%	19.9%	8.9%	0.8%	6.4%
Q9-4. City's Transfer Station	34.3%	13.3%	9.4%	0.8%	0.0%	42.1%
Q9-5. Trash/garbage collection services	68.1%	24.7%	3.3%	1.1%	0.6%	2.2%
Q9-6. Yard waste/leaf/brush pickup services	58.7%	24.4%	6.1%	1.1%	0.3%	9.4%
Q9-7. eWaste disposal services	38.8%	15.5%	10.5%	3.0%	0.8%	31.3%
Q9-8. Park Cities Recycling/Shredding Events	41.0%	16.9%	11.4%	1.7%	1.1%	28.0%
Q9-9. Overall value of trash & recycling services	59.8%	29.1%	6.4%	0.6%	0.3%	3.9%
Q9-10. Courtesy & professionalism of sanitation & recycling staff	66.2%	17.2%	5.0%	1.1%	0.3%	10.2%

WITHOUT DON'T KNOW**Q9. Sanitation and Recycling. Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Bulky item pickup services	61.1%	27.8%	8.3%	2.8%	0.0%
Q9-2. Recycling services	58.3%	29.4%	10.5%	1.7%	0.0%
Q9-3. Clarity of information about recycling program (what can be recycled, pickup schedules & updates)	45.3%	23.1%	21.3%	9.5%	0.9%
Q9-4. City's Transfer Station	59.3%	23.0%	16.3%	1.4%	0.0%
Q9-5. Trash/garbage collection services	69.7%	25.2%	3.4%	1.1%	0.6%
Q9-6. Yard waste/leaf/brush pickup services	64.8%	26.9%	6.7%	1.2%	0.3%
Q9-7. eWaste disposal services	56.5%	22.6%	15.3%	4.4%	1.2%
Q9-8. Park Cities Recycling/Shredding Events	56.9%	23.5%	15.8%	2.3%	1.5%
Q9-9. Overall value of trash & recycling services	62.2%	30.3%	6.6%	0.6%	0.3%
Q9-10. Courtesy & professionalism of sanitation & recycling staff	73.8%	19.1%	5.6%	1.2%	0.3%

Q10. Which THREE of the sanitation services listed in Question 9 do you think are MOST IMPORTANT for the City to provide?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Bulky item pickup services	15	4.2 %
Recycling services	25	6.9 %
Clarity of information about recycling program (what can be recycled, pickup schedules & updates)	10	2.8 %
City's Transfer Station	4	1.1 %
Trash/garbage collection services	243	67.3 %
Yard waste/leaf/brush pickup services	3	0.8 %
eWaste disposal services	2	0.6 %
Park Cities Recycling/Shredding Events	3	0.8 %
Overall value of trash & recycling services	9	2.5 %
Courtesy & professionalism of sanitation & recycling staff	8	2.2 %
<u>None chosen</u>	<u>39</u>	<u>10.8 %</u>
Total	361	100.0 %

Q10. Which THREE of the sanitation services listed in Question 9 do you think are MOST IMPORTANT for the City to provide?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Bulky item pickup services	34	9.4 %
Recycling services	91	25.2 %
Clarity of information about recycling program (what can be recycled, pickup schedules & updates)	9	2.5 %
City's Transfer Station	6	1.7 %
Trash/garbage collection services	35	9.7 %
Yard waste/leaf/brush pickup services	83	23.0 %
eWaste disposal services	8	2.2 %
Park Cities Recycling/Shredding Events	14	3.9 %
Overall value of trash & recycling services	23	6.4 %
Courtesy & professionalism of sanitation & recycling staff	14	3.9 %
<u>None chosen</u>	<u>44</u>	<u>12.2 %</u>
Total	361	100.0 %

Q10. Which THREE of the sanitation services listed in Question 9 do you think are MOST IMPORTANT for the City to provide?

Q10. 3rd choice	Number	Percent
Bulky item pickup services	72	19.9 %
Recycling services	36	10.0 %
Clarity of information about recycling program (what can be recycled, pickup schedules & updates)	16	4.4 %
City's Transfer Station	4	1.1 %
Trash/garbage collection services	10	2.8 %
Yard waste/leaf/brush pickup services	59	16.3 %
eWaste disposal services	12	3.3 %
Park Cities Recycling/Shredding Events	26	7.2 %
Overall value of trash & recycling services	36	10.0 %
Courtesy & professionalism of sanitation & recycling staff	29	8.0 %
<u>None chosen</u>	61	16.9 %
Total	361	100.0 %

SUM OF TOP 3 CHOICES

Q10. Which THREE of the sanitation services listed in Question 9 do you think are MOST IMPORTANT for the City to provide? (top 3)

Q10. Sum of Top 3 Choices	Number	Percent
Bulky item pickup services	121	33.5 %
Recycling services	152	42.1 %
Clarity of information about recycling program (what can be recycled, pickup schedules & updates)	35	9.7 %
City's Transfer Station	14	3.9 %
Trash/garbage collection services	288	79.8 %
Yard waste/leaf/brush pickup services	145	40.2 %
eWaste disposal services	22	6.1 %
Park Cities Recycling/Shredding Events	43	11.9 %
Overall value of trash & recycling services	68	18.8 %
Courtesy & professionalism of sanitation & recycling staff	51	14.1 %
<u>None chosen</u>	39	10.8 %
Total	978	

Q11. Street Maintenance and Traffic Operations. Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Condition of City streets	34.9%	46.3%	10.0%	5.5%	1.1%	2.2%
Q11-2. Condition of pavement markings on City streets	31.9%	44.6%	13.6%	4.7%	0.8%	4.4%
Q11-3. Overall cleanliness of streets & public areas	49.3%	40.4%	5.3%	0.8%	0.6%	3.6%
Q11-4. If you have contacted Street Department in the past, how satisfied were you with response & repair	18.3%	6.9%	4.4%	1.7%	1.1%	67.6%
Q11-5. Condition of sidewalks in your neighborhood	25.8%	43.5%	18.6%	7.5%	1.7%	3.0%
Q11-6. Overall value of street maintenance & traffic operations	40.2%	36.0%	12.7%	2.8%	1.4%	6.9%
Q11-7. Courtesy & professionalism of street maintenance & traffic operations staff	46.8%	19.4%	6.4%	0.6%	0.3%	26.6%

WITHOUT DON'T KNOW**Q11. Street Maintenance and Traffic Operations. Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Condition of City streets	35.7%	47.3%	10.2%	5.7%	1.1%
Q11-2. Condition of pavement markings on City streets	33.3%	46.7%	14.2%	4.9%	0.9%
Q11-3. Overall cleanliness of streets & public areas	51.1%	42.0%	5.5%	0.9%	0.6%
Q11-4. If you have contacted Street Department in the past, how satisfied were you with response & repair	56.4%	21.4%	13.7%	5.1%	3.4%
Q11-5. Condition of sidewalks in your neighborhood	26.6%	44.9%	19.1%	7.7%	1.7%
Q11-6. Overall value of street maintenance & traffic operations	43.2%	38.7%	13.7%	3.0%	1.5%
Q11-7. Courtesy & professionalism of street maintenance & traffic operations staff	63.8%	26.4%	8.7%	0.8%	0.4%

Q12. Which TWO of the street maintenance and traffic operations services listed in Question 11 do you think are MOST IMPORTANT for the City to provide?

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of City streets	244	67.6 %
Condition of pavement markings on City streets	15	4.2 %
Overall cleanliness of streets & public areas	18	5.0 %
If you have contacted Street Department in the past, how satisfied were you with response & repair	2	0.6 %
Condition of sidewalks in your neighborhood	26	7.2 %
Overall value of street maintenance & traffic operations	13	3.6 %
Courtesy & professionalism of street maintenance & traffic operations staff	2	0.6 %
<u>None chosen</u>	<u>41</u>	<u>11.4 %</u>
Total	361	100.0 %

Q12. Which TWO of the street maintenance and traffic operations services listed in Question 11 do you think are MOST IMPORTANT for the City to provide?

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of City streets	30	8.3 %
Condition of pavement markings on City streets	40	11.1 %
Overall cleanliness of streets & public areas	103	28.5 %
If you have contacted Street Department in the past, how satisfied were you with response & repair	6	1.7 %
Condition of sidewalks in your neighborhood	102	28.3 %
Overall value of street maintenance & traffic operations	23	6.4 %
Courtesy & professionalism of street maintenance & traffic operations staff	6	1.7 %
<u>None chosen</u>	<u>51</u>	<u>14.1 %</u>
Total	361	100.0 %

SUM OF TOP 2 CHOICES

Q12. Which TWO of the street maintenance and traffic operations services listed in Question 11 do you think are MOST IMPORTANT for the City to provide? (top 2)

<u>Q12. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Condition of City streets	274	75.9 %
Condition of pavement markings on City streets	55	15.2 %
Overall cleanliness of streets & public areas	121	33.5 %
If you have contacted Street Department in the past, how satisfied were you with response & repair	8	2.2 %
Condition of sidewalks in your neighborhood	128	35.5 %
Overall value of street maintenance & traffic operations	36	10.0 %
Courtesy & professionalism of street maintenance & traffic operations staff	8	2.2 %
<u>None chosen</u>	<u>41</u>	<u>11.4 %</u>
Total	671	

Q13. Water Utilities. Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Ability to receive & pay your water bill	77.0%	17.5%	2.5%	0.3%	0.0%	2.8%
Q13-2. Quality of drinking water	53.5%	29.6%	8.0%	4.2%	0.6%	4.2%
Q13-3. Quality of water conservation efforts	34.9%	25.5%	16.1%	2.2%	0.6%	20.8%
Q13-4. Quality of WaterSmart customer portal	25.8%	13.6%	9.7%	2.2%	0.3%	48.5%
Q13-5. Timeliness of response to calls for service	37.4%	15.5%	5.8%	0.8%	0.0%	40.4%
Q13-6. Overall value of water & wastewater services	47.6%	30.5%	10.0%	3.0%	0.3%	8.6%
Q13-7. Courtesy & professionalism of water utilities staff	52.9%	15.2%	4.2%	0.6%	0.3%	26.9%

WITHOUT DON'T KNOW**Q13. Water Utilities. Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Ability to receive & pay your water bill	79.2%	17.9%	2.6%	0.3%	0.0%
Q13-2. Quality of drinking water	55.8%	30.9%	8.4%	4.3%	0.6%
Q13-3. Quality of water conservation efforts	44.1%	32.2%	20.3%	2.8%	0.7%
Q13-4. Quality of WaterSmart customer portal	50.0%	26.3%	18.8%	4.3%	0.5%
Q13-5. Timeliness of response to calls for service	62.8%	26.0%	9.8%	1.4%	0.0%
Q13-6. Overall value of water & wastewater services	52.1%	33.3%	10.9%	3.3%	0.3%
Q13-7. Courtesy & professionalism of water utilities staff	72.3%	20.8%	5.7%	0.8%	0.4%

Q14. Which TWO of the water utilities services listed in Question 13 do you think are MOST IMPORTANT for the City to provide?

Q14. Top choice	Number	Percent
Ability to receive & pay your water bill	14	3.9 %
Quality of drinking water	259	71.7 %
Quality of water conservation efforts	7	1.9 %
Quality of WaterSmart customer portal	2	0.6 %
Timeliness of response to calls for service	10	2.8 %
Overall value of water & wastewater services	15	4.2 %
Courtesy & professionalism of water utilities staff	4	1.1 %
None chosen	50	13.9 %
Total	361	100.0 %

Q14. Which TWO of the water utilities services listed in Question 13 do you think are MOST IMPORTANT for the City to provide?

Q14. 2nd choice	Number	Percent
Ability to receive & pay your water bill	44	12.2 %
Quality of drinking water	31	8.6 %
Quality of water conservation efforts	52	14.4 %
Quality of WaterSmart customer portal	6	1.7 %
Timeliness of response to calls for service	76	21.1 %
Overall value of water & wastewater services	75	20.8 %
Courtesy & professionalism of water utilities staff	10	2.8 %
None chosen	67	18.6 %
Total	361	100.0 %

SUM OF TOP 2 CHOICES

Q14. Which TWO of the water utilities services listed in Question 13 do you think are MOST IMPORTANT for the City to provide? (top 2)

Q14. Sum of Top 2 Choices	Number	Percent
Ability to receive & pay your water bill	58	16.1 %
Quality of drinking water	290	80.3 %
Quality of water conservation efforts	59	16.3 %
Quality of WaterSmart customer portal	8	2.2 %
Timeliness of response to calls for service	86	23.8 %
Overall value of water & wastewater services	90	24.9 %
Courtesy & professionalism of water utilities staff	14	3.9 %
None chosen	50	13.9 %
Total	655	

Q15. Engineering. Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Pedestrian accessibility (City's sidewalk system, number/availability of sidewalks)	50.1%	36.6%	5.8%	2.5%	0.8%	4.2%
Q15-2. Access to walking/biking trails	29.4%	25.2%	17.5%	10.0%	1.7%	16.3%
Q15-3. If your alley has been under construction for Mile Per Year program, how satisfied were you with communication/notification process throughout project	23.0%	17.2%	6.9%	1.9%	1.4%	49.6%
Q15-4. Improvements City has made to address stormwater issues	32.4%	23.3%	15.0%	3.0%	0.6%	25.8%
Q15-5. City's capital projects program (Snider Plaza, Mile Per Year, Stormwater Improvements Project)	25.2%	29.4%	18.3%	8.0%	3.0%	16.1%
Q15-6. Quality of drainage infrastructure	26.6%	34.3%	16.1%	4.4%	0.8%	17.7%
Q15-7. Courtesy & professionalism of engineering staff	41.6%	15.8%	5.0%	0.6%	0.3%	36.8%

WITHOUT DON'T KNOW**Q15. Engineering. Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Pedestrian accessibility (City's sidewalk system, number/availability of sidewalks)	52.3%	38.2%	6.1%	2.6%	0.9%
Q15-2. Access to walking/biking trails	35.1%	30.1%	20.9%	11.9%	2.0%
Q15-3. If your alley has been under construction for Mile Per Year program, how satisfied were you with communication/notification process throughout project	45.6%	34.1%	13.7%	3.8%	2.7%
Q15-4. Improvements City has made to address stormwater issues	43.7%	31.3%	20.1%	4.1%	0.7%
Q15-5. City's capital projects program (Snider Plaza, Mile Per Year, Stormwater Improvements Project)	30.0%	35.0%	21.8%	9.6%	3.6%
Q15-6. Quality of drainage infrastructure	32.3%	41.8%	19.5%	5.4%	1.0%
Q15-7. Courtesy & professionalism of engineering staff	65.8%	25.0%	7.9%	0.9%	0.4%

Q16. Which TWO of the engineering services listed in Question 15 do you think are MOST IMPORTANT for the City to provide?

Q16. Top choice	Number	Percent
Pedestrian accessibility (City's sidewalk system, number/ availability of sidewalks)	118	32.7 %
Access to walking/biking trails	19	5.3 %
If your alley has been under construction for Mile Per Year program, how satisfied were you with communication/notification process throughout project	14	3.9 %
Improvements City has made to address stormwater issues	47	13.0 %
City's capital projects program (Snider Plaza, Mile Per Year, Stormwater Improvements Project)	47	13.0 %
Quality of drainage infrastructure	53	14.7 %
Courtesy & professionalism of engineering staff	4	1.1 %
<u>None chosen</u>	59	16.3 %
Total	361	100.0 %

Q16. Which TWO of the engineering services listed in Question 15 do you think are MOST IMPORTANT for the City to provide?

Q16. 2nd choice	Number	Percent
Pedestrian accessibility (City's sidewalk system, number/ availability of sidewalks)	51	14.1 %
Access to walking/biking trails	38	10.5 %
If your alley has been under construction for Mile Per Year program, how satisfied were you with communication/notification process throughout project	12	3.3 %
Improvements City has made to address stormwater issues	47	13.0 %
City's capital projects program (Snider Plaza, Mile Per Year, Stormwater Improvements Project)	65	18.0 %
Quality of drainage infrastructure	62	17.2 %
Courtesy & professionalism of engineering staff	8	2.2 %
<u>None chosen</u>	78	21.6 %
Total	361	100.0 %

SUM OF TOP 2 CHOICES**Q16. Which TWO of the engineering services listed in Question 15 do you think are MOST IMPORTANT for the City to provide? (top 2)**

<u>Q16. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Pedestrian accessibility (City's sidewalk system, number/ availability of sidewalks)	169	46.8 %
Access to walking/biking trails	57	15.8 %
If your alley has been under construction for Mile Per Year program, how satisfied were you with communication/notification process throughout project	26	7.2 %
Improvements City has made to address stormwater issues	94	26.0 %
City's capital projects program (Snider Plaza, Mile Per Year, Stormwater Improvements Project)	112	31.0 %
Quality of drainage infrastructure	115	31.9 %
Courtesy & professionalism of engineering staff	12	3.3 %
<u>None chosen</u>	<u>59</u>	<u>16.3 %</u>
Total	644	

Q17. UP Public Library. Have you visited the University Park Public Library?

<u>Q17. Have you visited University Park Public Library</u>	<u>Number</u>	<u>Percent</u>
Yes	206	57.1 %
No	155	42.9 %
Total	361	100.0 %

Q17a. If "yes" to Question 17, when was the last time you visited?

<u>Q17a. When was the last time you visited</u>	<u>Number</u>	<u>Percent</u>
In the past month	66	32.0 %
In the past three months	50	24.3 %
In the past six months	21	10.2 %
In the past year	62	30.1 %
<u>Not provided</u>	<u>7</u>	<u>3.4 %</u>
Total	206	100.0 %

WITHOUT NOT PROVIDED**Q17a. If "yes" to Question 17, when was the last time you visited? (without "not provided")**

<u>Q17a. When was the last time you visited</u>	<u>Number</u>	<u>Percent</u>
In the past month	66	33.2 %
In the past three months	50	25.1 %
In the past six months	21	10.6 %
<u>In the past year</u>	<u>62</u>	<u>31.2 %</u>
Total	199	100.0 %

Q18. Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Quality of space of library facility	41.3%	15.0%	2.8%	0.8%	0.0%	40.2%
Q18-2. Quality of library children's events, classes & programs	28.5%	10.8%	3.0%	0.6%	0.0%	57.1%
Q18-3. Quality of library adult events, classes & programs	20.8%	11.4%	6.9%	0.6%	0.3%	60.1%
Q18-4. Quality of library teen events, classes, & programs	13.3%	4.4%	6.4%	0.8%	0.0%	75.1%
Q18-5. Quality of library materials & resources	27.1%	18.0%	5.3%	2.5%	0.6%	46.5%
Q18-6. Quality & availability of electronic resources (e-books, audiobooks, movies, etc.)	23.8%	14.1%	5.5%	2.5%	1.4%	52.6%
Q18-7. Quality & availability of library computers	16.6%	7.2%	7.2%	1.1%	0.0%	67.9%
Q18-8. Availability of library materials & resources	25.2%	16.3%	5.0%	1.1%	0.3%	52.1%
Q18-9. Quality of library staff customer service	36.8%	11.9%	3.3%	1.9%	0.0%	46.0%
Q18-10. Quality of library's meeting room	29.6%	11.6%	1.7%	0.0%	0.0%	57.1%
Q18-11. Availability of library's meeting room	18.8%	6.9%	5.0%	1.4%	0.3%	67.6%
Q18-12. Location of library facility	36.6%	16.6%	6.6%	1.1%	1.1%	38.0%
Q18-13. Courtesy & professionalism of library staff	40.4%	11.4%	2.8%	2.5%	0.0%	42.9%

WITHOUT DON'T KNOW**Q18. Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Quality of space of library facility	69.0%	25.0%	4.6%	1.4%	0.0%
Q18-2. Quality of library children's events, classes & programs	66.5%	25.2%	7.1%	1.3%	0.0%
Q18-3. Quality of library adult events, classes & programs	52.1%	28.5%	17.4%	1.4%	0.7%
Q18-4. Quality of library teen events, classes, & programs	53.3%	17.8%	25.6%	3.3%	0.0%
Q18-5. Quality of library materials & resources	50.8%	33.7%	9.8%	4.7%	1.0%
Q18-6. Quality & availability of electronic resources (e-books, audiobooks, movies, etc.)	50.3%	29.8%	11.7%	5.3%	2.9%
Q18-7. Quality & availability of library computers	51.7%	22.4%	22.4%	3.4%	0.0%
Q18-8. Availability of library materials & resources	52.6%	34.1%	10.4%	2.3%	0.6%
Q18-9. Quality of library staff customer service	68.2%	22.1%	6.2%	3.6%	0.0%
Q18-10. Quality of library's meeting room	69.0%	27.1%	3.9%	0.0%	0.0%
Q18-11. Availability of library's meeting room	58.1%	21.4%	15.4%	4.3%	0.9%
Q18-12. Location of library facility	58.9%	26.8%	10.7%	1.8%	1.8%
Q18-13. Courtesy & professionalism of library staff	70.9%	19.9%	4.9%	4.4%	0.0%

Q19. Which THREE of the library services listed in Question 18 do you think are MOST IMPORTANT for the City to provide?

Q19. Top choice	Number	Percent
Quality of space of library facility	45	12.5 %
Quality of library children's events, classes & programs	36	10.0 %
Quality of library adult events, classes & programs	5	1.4 %
Quality of library teen events, classes, & programs	2	0.6 %
Quality of library materials & resources	66	18.3 %
Quality & availability of electronic resources (e-books, audiobooks, movies, etc.)	25	6.9 %
Quality & availability of library computers	1	0.3 %
Availability of library materials & resources	8	2.2 %
Quality of library staff customer service	5	1.4 %
Quality of library's meeting room	1	0.3 %
Availability of library's meeting room	2	0.6 %
Location of library facility	13	3.6 %
Courtesy & professionalism of library staff	11	3.0 %
<u>None chosen</u>	<u>141</u>	<u>39.1 %</u>
Total	361	100.0 %

Q19. Which THREE of the library services listed in Question 18 do you think are MOST IMPORTANT for the City to provide?

Q19. 2nd choice	Number	Percent
Quality of space of library facility	26	7.2 %
Quality of library children's events, classes & programs	28	7.8 %
Quality of library adult events, classes & programs	15	4.2 %
Quality of library teen events, classes, & programs	4	1.1 %
Quality of library materials & resources	36	10.0 %
Quality & availability of electronic resources (e-books, audiobooks, movies, etc.)	31	8.6 %
Quality & availability of library computers	3	0.8 %
Availability of library materials & resources	31	8.6 %
Quality of library staff customer service	18	5.0 %
Quality of library's meeting room	1	0.3 %
Availability of library's meeting room	3	0.8 %
Location of library facility	10	2.8 %
Courtesy & professionalism of library staff	8	2.2 %
<u>None chosen</u>	<u>147</u>	<u>40.7 %</u>
Total	361	100.0 %

Q19. Which THREE of the library services listed in Question 18 do you think are MOST IMPORTANT for the City to provide?

Q19. 3rd choice	Number	Percent
Quality of space of library facility	23	6.4 %
Quality of library children's events, classes & programs	21	5.8 %
Quality of library adult events, classes & programs	8	2.2 %
Quality of library teen events, classes, & programs	8	2.2 %
Quality of library materials & resources	23	6.4 %
Quality & availability of electronic resources (e-books, audiobooks, movies, etc.)	9	2.5 %
Quality & availability of library computers	4	1.1 %
Availability of library materials & resources	25	6.9 %
Quality of library staff customer service	25	6.9 %
Quality of library's meeting room	2	0.6 %
Availability of library's meeting room	3	0.8 %
Location of library facility	20	5.5 %
Courtesy & professionalism of library staff	25	6.9 %
<u>None chosen</u>	165	45.7 %
Total	361	100.0 %

SUM OF TOP 3 CHOICES

Q19. Which THREE of the library services listed in Question 18 do you think are MOST IMPORTANT for the City to provide? (top 3)

Q19. Sum of Top 3 Choices	Number	Percent
Quality of space of library facility	94	26.0 %
Quality of library children's events, classes & programs	85	23.5 %
Quality of library adult events, classes & programs	28	7.8 %
Quality of library teen events, classes, & programs	14	3.9 %
Quality of library materials & resources	125	34.6 %
Quality & availability of electronic resources (e-books, audiobooks, movies, etc.)	65	18.0 %
Quality & availability of library computers	8	2.2 %
Availability of library materials & resources	64	17.7 %
Quality of library staff customer service	48	13.3 %
Quality of library's meeting room	4	1.1 %
Availability of library's meeting room	8	2.2 %
Location of library facility	43	11.9 %
Courtesy & professionalism of library staff	44	12.2 %
<u>None chosen</u>	141	39.1 %
Total	771	

Q20. Police Department. Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Quality of police protection	75.6%	15.5%	3.0%	2.5%	1.1%	2.2%
Q20-2. Overall impression of Police Department	75.6%	15.2%	3.9%	2.2%	1.1%	1.9%
Q20-3. Visibility of police in City	61.8%	22.7%	6.9%	3.0%	3.0%	2.5%
Q20-4. Timeliness of police response to emergency calls	72.6%	11.6%	3.0%	0.6%	0.0%	12.2%
Q20-5. School Resource Officer program in Highland Park Independent School District	39.1%	7.5%	3.3%	0.3%	0.6%	49.3%
Q20-6. Responsiveness of Police Department in enforcing traffic regulations in University Park	43.8%	27.4%	8.3%	6.6%	2.8%	11.1%
Q20-7. Fairness of Police Department's practices in enforcing traffic regulations in University Park	45.7%	20.8%	10.8%	2.5%	1.4%	18.8%
Q20-8. Police Department's communication platforms & social media accounts	31.3%	10.8%	10.0%	1.4%	0.8%	45.7%
Q20-9. If you are a Direct Alarm customer, how satisfied are you with Direct Alarm Monitoring program	44.3%	9.4%	2.2%	0.3%	0.0%	43.8%
Q20-10. Courtesy & professionalism of police personnel	73.4%	15.2%	3.3%	0.8%	0.3%	6.9%

WITHOUT DON'T KNOW**Q20. Police Department. Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Quality of police protection	77.3%	15.9%	3.1%	2.5%	1.1%
Q20-2. Overall impression of Police Department	77.1%	15.5%	4.0%	2.3%	1.1%
Q20-3. Visibility of police in City	63.4%	23.3%	7.1%	3.1%	3.1%
Q20-4. Timeliness of police response to emergency calls	82.6%	13.2%	3.5%	0.6%	0.0%
Q20-5. School Resource Officer program in Highland Park Independent School District	77.0%	14.8%	6.6%	0.5%	1.1%
Q20-6. Responsiveness of Police Department in enforcing traffic regulations in University Park	49.2%	30.8%	9.3%	7.5%	3.1%
Q20-7. Fairness of Police Department's practices in enforcing traffic regulations in University Park	56.3%	25.6%	13.3%	3.1%	1.7%
Q20-8. Police Department's communication platforms & social media accounts	57.7%	19.9%	18.4%	2.6%	1.5%
Q20-9. If you are a Direct Alarm customer, how satisfied are you with Direct Alarm Monitoring program	78.8%	16.7%	3.9%	0.5%	0.0%
Q20-10. Courtesy & professionalism of police personnel	78.9%	16.4%	3.6%	0.9%	0.3%

Q21. Which THREE of the Police Department services listed in Question 20 do you think are MOST IMPORTANT for the City to provide?

<u>Q21. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	223	61.8 %
Overall impression of Police Department	2	0.6 %
Visibility of police in City	25	6.9 %
Timeliness of police response to emergency calls	59	16.3 %
School Resource Officer program in Highland Park		
Independent School District	4	1.1 %
Responsiveness of Police Department in enforcing traffic regulations in University Park	4	1.1 %
Fairness of Police Department's practices in enforcing traffic regulations in University Park	2	0.6 %
If you are a Direct Alarm customer, how satisfied are you with Direct Alarm Monitoring program	3	0.8 %
Courtesy & professionalism of police personnel	3	0.8 %
<u>None chosen</u>	<u>36</u>	<u>10.0 %</u>
Total	361	100.0 %

Q21. Which THREE of the Police Department services listed in Question 20 do you think are MOST IMPORTANT for the City to provide?

<u>Q21. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	49	13.6 %
Overall impression of Police Department	20	5.5 %
Visibility of police in City	85	23.5 %
Timeliness of police response to emergency calls	120	33.2 %
School Resource Officer program in Highland Park		
Independent School District	10	2.8 %
Responsiveness of Police Department in enforcing traffic regulations in University Park	10	2.8 %
Fairness of Police Department's practices in enforcing traffic regulations in University Park	10	2.8 %
Police Department's communication platforms & social media accounts	1	0.3 %
If you are a Direct Alarm customer, how satisfied are you with Direct Alarm Monitoring program	13	3.6 %
Courtesy & professionalism of police personnel	6	1.7 %
<u>None chosen</u>	<u>37</u>	<u>10.2 %</u>
Total	361	100.0 %

Q21. Which THREE of the Police Department services listed in Question 20 do you think are MOST IMPORTANT for the City to provide?

<u>Q21. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	22	6.1 %
Overall impression of Police Department	15	4.2 %
Visibility of police in City	74	20.5 %
Timeliness of police response to emergency calls	62	17.2 %
School Resource Officer program in Highland Park		
Independent School District	19	5.3 %
Responsiveness of Police Department in enforcing traffic regulations in University Park	27	7.5 %
Fairness of Police Department's practices in enforcing traffic regulations in University Park	22	6.1 %
Police Department's communication platforms & social media accounts	3	0.8 %
If you are a Direct Alarm customer, how satisfied are you with Direct Alarm Monitoring program	29	8.0 %
Courtesy & professionalism of police personnel	37	10.2 %
<u>None chosen</u>	<u>51</u>	<u>14.1 %</u>
Total	361	100.0 %

SUM OF TOP 3 CHOICES

Q21. Which THREE of the Police Department services listed in Question 20 do you think are MOST IMPORTANT for the City to provide? (top 3)

<u>Q21. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	294	81.4 %
Overall impression of Police Department	37	10.2 %
Visibility of police in City	184	51.0 %
Timeliness of police response to emergency calls	241	66.8 %
School Resource Officer program in Highland Park		
Independent School District	33	9.1 %
Responsiveness of Police Department in enforcing traffic regulations in University Park	41	11.4 %
Fairness of Police Department's practices in enforcing traffic regulations in University Park	34	9.4 %
Police Department's communication platforms & social media accounts	4	1.1 %
If you are a Direct Alarm customer, how satisfied are you with Direct Alarm Monitoring program	45	12.5 %
Courtesy & professionalism of police personnel	46	12.7 %
<u>None chosen</u>	<u>36</u>	<u>10.0 %</u>
Total	995	

Q22. Fire Department. Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q22-1. Overall impression of Fire Department	82.3%	11.4%	0.8%	0.0%	0.0%	5.5%
Q22-2. Non-emergency programs provided by Fire Department (Community Risk Reduction, car seat installations, birthday parties, etc.)	52.9%	10.5%	1.7%	0.3%	0.0%	34.6%
Q22-3. Timeliness of fire response to emergency calls	69.8%	10.2%	0.6%	0.3%	0.0%	19.1%
Q22-4. Responsiveness of Fire Department	71.5%	9.7%	0.3%	0.3%	0.3%	18.0%
Q22-5. Impression of fire personnel	75.6%	12.7%	0.6%	0.3%	0.0%	10.8%
Q22-6. Customer service provided by Fire Department	67.0%	9.4%	0.8%	0.3%	0.0%	22.4%
Q22-7. Overall quality of Fire Department	76.5%	12.7%	0.8%	0.3%	0.0%	9.7%
Q22-8. Courtesy & professionalism of fire personnel	75.1%	11.1%	0.3%	0.3%	0.3%	13.0%

WITHOUT DON'T KNOW**Q22. Fire Department. Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Overall impression of Fire Department	87.1%	12.0%	0.9%	0.0%	0.0%
Q22-2. Non-emergency programs provided by Fire Department (Community Risk Reduction, car seat installations, birthday parties, etc.)	80.9%	16.1%	2.5%	0.4%	0.0%
Q22-3. Timeliness of fire response to emergency calls	86.3%	12.7%	0.7%	0.3%	0.0%
Q22-4. Responsiveness of Fire Department	87.2%	11.8%	0.3%	0.3%	0.3%
Q22-5. Impression of fire personnel	84.8%	14.3%	0.6%	0.3%	0.0%
Q22-6. Customer service provided by Fire Department	86.4%	12.1%	1.1%	0.4%	0.0%
Q22-7. Overall quality of Fire Department	84.7%	14.1%	0.9%	0.3%	0.0%
Q22-8. Courtesy & professionalism of fire personnel	86.3%	12.7%	0.3%	0.3%	0.3%

Q23. Which TWO of the Fire Department services listed in Question 22 do you think are MOST IMPORTANT for the City to provide?

Q23. Top choice	Number	Percent
Overall impression of Fire Department	23	6.4 %
Non-emergency programs provided by Fire Department (Community Risk Reduction, car seat installations, birthday parties, etc.)	4	1.1 %
Timeliness of fire response to emergency calls	247	68.4 %
Responsiveness of Fire Department	32	8.9 %
Impression of fire personnel	4	1.1 %
Overall quality of Fire Department	10	2.8 %
Courtesy & professionalism of fire personnel	2	0.6 %
<u>None chosen</u>	39	10.8 %
Total	361	100.0 %

Q23. Which TWO of the Fire Department services listed in Question 22 do you think are MOST IMPORTANT for the City to provide?

Q23. 2nd choice	Number	Percent
Overall impression of Fire Department	23	6.4 %
Non-emergency programs provided by Fire Department (Community Risk Reduction, car seat installations, birthday parties, etc.)	17	4.7 %
Timeliness of fire response to emergency calls	37	10.2 %
Responsiveness of Fire Department	163	45.2 %
Impression of fire personnel	4	1.1 %
Customer service provided by Fire Department	11	3.0 %
Overall quality of Fire Department	54	15.0 %
Courtesy & professionalism of fire personnel	8	2.2 %
<u>None chosen</u>	44	12.2 %
Total	361	100.0 %

SUM OF TOP 2 CHOICES

Q23. Which TWO of the Fire Department services listed in Question 22 do you think are MOST IMPORTANT for the City to provide? (top 2)

Q23. Sum of Top 2 Choices	Number	Percent
Overall impression of Fire Department	46	12.7 %
Non-emergency programs provided by Fire Department (Community Risk Reduction, car seat installations, birthday parties, etc.)	21	5.8 %
Timeliness of fire response to emergency calls	284	78.7 %
Responsiveness of Fire Department	195	54.0 %
Impression of fire personnel	8	2.2 %
Customer service provided by Fire Department	11	3.0 %
Overall quality of Fire Department	64	17.7 %
Courtesy & professionalism of fire personnel	10	2.8 %
<u>None chosen</u>	39	10.8 %
Total	678	

Q24. City Communication. Please rate your satisfaction with each of the following.

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Quality of City's website	35.5%	32.4%	13.0%	3.0%	0.6%	15.5%
Q24-2. Quality of City's social media	27.1%	21.6%	13.6%	2.2%	0.3%	35.2%
Q24-3. Quality of City's digital newsletters (Arbor & Update)	38.2%	27.1%	10.2%	1.4%	0.0%	23.0%
Q24-4. Access to information on City events & programs	37.1%	28.5%	14.7%	4.4%	0.6%	14.7%
Q24-5. City's efforts to keep you informed	39.1%	31.0%	13.6%	4.2%	0.6%	11.6%
Q24-6. Timeliness of information provided by City	37.1%	29.1%	14.1%	3.6%	0.6%	15.5%
Q24-7. Transparency of City government	31.6%	19.9%	16.1%	6.6%	2.5%	23.3%
Q24-8. Courtesy & professionalism of communication staff	48.2%	21.3%	6.9%	0.6%	0.6%	22.4%

WITHOUT DON'T KNOW**Q24. City Communication. Please rate your satisfaction with each of the following. (without "don't know")**

(N=361)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Quality of City's website	42.0%	38.4%	15.4%	3.6%	0.7%
Q24-2. Quality of City's social media	41.9%	33.3%	20.9%	3.4%	0.4%
Q24-3. Quality of City's digital newsletters (Arbor & Update)	49.6%	35.3%	13.3%	1.8%	0.0%
Q24-4. Access to information on City events & programs	43.5%	33.4%	17.2%	5.2%	0.6%
Q24-5. City's efforts to keep you informed	44.2%	35.1%	15.4%	4.7%	0.6%
Q24-6. Timeliness of information provided by City	43.9%	34.4%	16.7%	4.3%	0.7%
Q24-7. Transparency of City government	41.2%	26.0%	20.9%	8.7%	3.2%
Q24-8. Courtesy & professionalism of communication staff	62.1%	27.5%	8.9%	0.7%	0.7%

Q25. Which of the following are your PRIMARY SOURCES of information about City issues, services and events?

Q25. Primary sources of information about City issues, services & events

	Number	Percent
City website	217	60.1 %
Email newsletters (Arbor & Update)	213	59.0 %
Facebook	68	18.8 %
Instagram	58	16.1 %
Nextdoor	47	13.0 %
X (formerly known as Twitter)	16	4.4 %
City press releases	55	15.2 %
Local newspaper	114	31.6 %
Local magazines	46	12.7 %
Word of mouth (friends & neighbors)	196	54.3 %
<u>Other</u>	25	6.9 %
Total	1055	

Q25-11. Other:

Q25-11. Other	Number	Percent
Newsletter in water bill	5	20.0 %
Mail	3	12.0 %
Text messages	2	8.0 %
Signs on the corners	1	4.0 %
App	1	4.0 %
Email	1	4.0 %
Onsite signage	1	4.0 %
Signs posted at parks	1	4.0 %
Park Cities Chatter (Facebook)	1	4.0 %
Signs in the parks announcing upcoming events	1	4.0 %
Banners posted at parks	1	4.0 %
Signs in neighborhood	1	4.0 %
Text and events	1	4.0 %
Text–code red and watersmart	1	4.0 %
Text updates	1	4.0 %
City main phone number	1	4.0 %
City flyers	1	4.0 %
<u>Signs in front of Curtis Park</u>	1	4.0 %
Total	25	100.0 %

Q26. From which THREE sources of information listed in Question 25 would you prefer to get information from the City?

Q26. Top choice	Number	Percent
City website	98	27.1 %
Email newsletters (Arbor & Update)	150	41.6 %
Facebook	15	4.2 %
Instagram	14	3.9 %
Nextdoor	2	0.6 %
X (formerly known as Twitter)	1	0.3 %
City press releases	10	2.8 %
Local newspaper	11	3.0 %
Local magazines	3	0.8 %
Word of mouth (friends & neighbors)	4	1.1 %
None chosen	53	14.7 %
Total	361	100.0 %

Q26. From which THREE sources of information listed in Question 25 would you prefer to get information from the City?

Q26. 2nd choice	Number	Percent
City website	82	22.7 %
Email newsletters (Arbor & Update)	84	23.3 %
Facebook	23	6.4 %
Instagram	25	6.9 %
Nextdoor	10	2.8 %
X (formerly known as Twitter)	7	1.9 %
City press releases	10	2.8 %
Local newspaper	23	6.4 %
Local magazines	4	1.1 %
Word of mouth (friends & neighbors)	14	3.9 %
None chosen	79	21.9 %
Total	361	100.0 %

Q26. From which THREE sources of information listed in Question 25 would you prefer to get information from the City?

Q26. 3rd choice	Number	Percent
City website	29	8.0 %
Email newsletters (Arbor & Update)	14	3.9 %
Facebook	27	7.5 %
Instagram	26	7.2 %
Nextdoor	14	3.9 %
X (formerly known as Twitter)	7	1.9 %
City press releases	23	6.4 %
Local newspaper	39	10.8 %
Local magazines	9	2.5 %
Word of mouth (friends & neighbors)	23	6.4 %
None chosen	150	41.6 %
Total	361	100.0 %

SUM OF TOP 3 CHOICES**Q26. From which THREE sources of information listed in Question 25 would you prefer to get information from the City? (top 3)**

Q26. Sum of Top 3 Choices	Number	Percent
City website	209	57.9 %
Email newsletters (Arbor & Update)	248	68.7 %
Facebook	65	18.0 %
Instagram	65	18.0 %
Nextdoor	26	7.2 %
X (formerly known as Twitter)	15	4.2 %
City press releases	43	11.9 %
Local newspaper	73	20.2 %
Local magazines	16	4.4 %
Word of mouth (friends & neighbors)	41	11.4 %
<u>None chosen</u>	53	14.7 %
Total	854	

Q27. Please rate your interest in the following programs.

(N=361)

	Very interested	Somewhat interested	Not at all interested	Don't know
Q27-1. A dedicated telecommuting space at library	6.1%	13.3%	47.9%	32.7%
Q27-2. A dedicated bike route/trail system in City	44.9%	25.8%	14.7%	14.7%
Q27-3. University Park Police Department having a full-time officer dedicated to enforcement of narcotics violations in the community	40.4%	29.1%	13.9%	16.6%

WITHOUT DON'T KNOW**Q27. Please rate your interest in the following programs. (without "don't know")**

(N=361)

	Very interested	Somewhat interested	Not at all interested
Q27-1. A dedicated telecommuting space at library	9.1%	19.8%	71.2%
Q27-2. A dedicated bike route/trail system in City	52.6%	30.2%	17.2%
Q27-3. University Park Police Department having a full-time officer dedicated to enforcement of narcotics violations in the community	48.5%	34.9%	16.6%

Q28. Approximately how many years have you lived in University Park?

Q28. How many years have you lived in

University Park	Number	Percent
0-5	39	10.8 %
6-10	30	8.3 %
11-15	39	10.8 %
16-20	36	10.0 %
21-30	88	24.4 %
31+	112	31.0 %
<u>Not provided</u>	17	4.7 %
Total	361	100.0 %

WITHOUT NOT PROVIDED**Q28. Approximately how many years have you lived in University Park? (without "not provided")**

Q28. How many years have you lived in

University Park	Number	Percent
0-5	39	11.3 %
6-10	30	8.7 %
11-15	39	11.3 %
16-20	36	10.5 %
21-30	88	25.6 %
31+	112	32.6 %
Total	344	100.0 %

Q29. What is your age?

Q29. Your age

Q29. Your age	Number	Percent
18-34	66	18.3 %
35-44	70	19.4 %
45-54	69	19.1 %
55-64	73	20.2 %
65+	66	18.3 %
<u>Not provided</u>	17	4.7 %
Total	361	100.0 %

WITHOUT NOT PROVIDED**Q29. What is your age? (without "not provided")**

Q29. Your age

Q29. Your age	Number	Percent
18-34	66	19.2 %
35-44	70	20.3 %
45-54	69	20.1 %
55-64	73	21.2 %
65+	66	19.2 %
Total	344	100.0 %

Q30. Including yourself, how many people in your household are...

	Mean	Sum
number	2.93	1055
Under age 5	0.21	76
Ages 5-9	0.20	73
Ages 10-14	0.22	79
Ages 15-19	0.22	80
Ages 20-24	0.17	62
Ages 25-34	0.40	143
Ages 35-44	0.37	132
Ages 45-54	0.35	127
Ages 55-64	0.41	147
Ages 65-74	0.25	91
Ages 75+	0.13	45

Q31. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

Q31. Are you or any members of your family of

Hispanic, Spanish, or Latino/a/x ancestry

	Number	Percent
Yes	27	7.5 %
No	329	91.1 %
<u>Not provided</u>	5	1.4 %
Total	361	100.0 %

WITHOUT NOT PROVIDED**Q31. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry? (without "not provided")**

Q31. Are you or any members of your family of

Hispanic, Spanish, or Latino/a/x ancestry

	Number	Percent
Yes	27	7.6 %
No	329	92.4 %
Total	356	100.0 %

Q32. Which of the following best describes your race/ethnicity?

Q32. Your race/ethnicity

	Number	Percent
Asian or Asian Indian	16	4.4 %
Black or African American	3	0.8 %
American Indian or Alaska Native	3	0.8 %
White or Caucasian	314	87.0 %
Native Hawaiian or other Pacific Islander	1	0.3 %
<u>Other</u>	3	0.8 %
Total	340	

Q32-6. Self-describe your race/ethnicity:

Q32-6. Self-describe your race/ethnicity	Number	Percent
Mixed	1	33.3 %
Spain	1	33.3 %
German Hispanic heritage	1	33.3 %
Total	3	100.0 %

Q33. Your gender:

Q33. Your gender	Number	Percent
Male	175	48.5 %
Female	179	49.6 %
Not provided	7	1.9 %
Total	361	100.0 %

WITHOUT NOT PROVIDED**Q33. Your gender: (without "not provided")**

Q33. Your gender	Number	Percent
Male	175	49.4 %
Female	179	50.6 %
Total	354	100.0 %

5

Survey Instrument



CITY OF UNIVERSITY PARK

2024 Community Survey

Dear University Park resident,

You have been selected to participate in University Park's 2024 community survey, designed to gather resident input and feedback on City programs and services. The City Council regularly makes decisions that affect a wide range of City services including public safety, parks and recreation, streets, code enforcement, and more. Your response on the enclosed survey is extremely important, and allows us to provide you and your neighbors with the services that are most wanted.

For your convenience, the enclosed survey includes a postage-paid envelope to ETC Institute, the survey research firm conducting this survey. Please return your completed survey during the next 10 days, if possible. All survey responses will remain confidential.

If you prefer to complete the survey online, please visit universityparksurvey.org.

Please note that not all residents are asked to complete the survey due to random sampling. If you have any questions about the survey or need help with submission, please contact Paige Ruedy, Community Information Officer, at 214-987-5686 or pruedy@uptexas.org.

On behalf of the City Council and City staff, thank you for taking the time to complete this survey.

Sincerely,

Tommy Stewart

Mayor



2024 City of University Park Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's planning process and will be used by City leaders to make planning and investment decisions. If you prefer, you can take this survey at universityparksurvey.org.

1. Major Categories of City Services. Please rate your overall satisfaction with these major categories of services provided by the City of University Park.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of police, fire, and emergency medical services	5	4	3	2	1	9
2. Overall quality of City parks and recreation services and facilities	5	4	3	2	1	9
3. Overall maintenance of City streets	5	4	3	2	1	9
4. Overall quality of City water and sewer utilities	5	4	3	2	1	9
5. Overall quality of public library services	5	4	3	2	1	9
6. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
7. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
8. Overall effectiveness of City communication with the public	5	4	3	2	1	9

2. Which THREE of the services listed in Question 1 do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

3. Perceptions of the City. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. University Park as a place to live	5	4	3	2	1	9
02. University Park as a place to raise children	5	4	3	2	1	9
03. Variety of activities for families in the community	5	4	3	2	1	9
04. Overall quality of City-sponsored special events (e.g., Park Cities 4th of July Parade, Eggstravaganza, Tree Lighting, Santa Around Town, etc.)	5	4	3	2	1	9
05. University Park as a place to work	5	4	3	2	1	9
06. University Park as a place to retire	5	4	3	2	1	9
07. Overall image of University Park	5	4	3	2	1	9
08. Overall appearance of University Park	5	4	3	2	1	9
09. Overall quality of life in University Park	5	4	3	2	1	9
10. Overall quality of leadership provided by University Park's elected officials	5	4	3	2	1	9
11. Overall effectiveness of City management	5	4	3	2	1	9

4. 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.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. Overall in the City	5	4	3	2	1	9
2. In your neighborhood during the day	5	4	3	2	1	9
3. In your neighborhood at night	5	4	3	2	1	9
4. In commercial and retail areas during the day	5	4	3	2	1	9
5. In commercial and retail areas at night	5	4	3	2	1	9
6. In City parks	5	4	3	2	1	9
7. Riding your bike in the City	5	4	3	2	1	9

5. Community Development. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. City's effectiveness in remedying code violations	5	4	3	2	1	9
2. Enforcement of exterior maintenance and upkeep of residential property	5	4	3	2	1	9
3. Cleanliness in your neighborhood	5	4	3	2	1	9
4. Overall appearance of the City	5	4	3	2	1	9
5. Overall responsiveness of code enforcement staff	5	4	3	2	1	9
6. The City's construction permitting process	5	4	3	2	1	9
7. Courtesy and professionalism of community development staff	5	4	3	2	1	9

6. Which TWO of the services listed in Question 5 do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 5, or circle "NONE."]

1st: _____ 2nd: _____ NONE

7. Parks and Recreation. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Landscape and maintenance of City parks	5	4	3	2	1	9
02. Repairs and maintenance of park facilities	5	4	3	2	1	9
03. Lighting in the parks and fields	5	4	3	2	1	9
04. Public art in the parks	5	4	3	2	1	9
05. Maintenance, condition, and cleanliness of playground areas	5	4	3	2	1	9
06. Maintenance, condition, and cleanliness of athletic fields	5	4	3	2	1	9
07. Maintenance, condition, and cleanliness of public bathrooms	5	4	3	2	1	9
08. Maintenance, condition, and cleanliness of tennis courts	5	4	3	2	1	9
09. Maintenance, condition, and cleanliness of pickleball courts	5	4	3	2	1	9
10. Contracted instructors in the parks	5	4	3	2	1	9
11. The location of the City's pickleball courts	5	4	3	2	1	9
12. Competitive athletics in University Park	5	4	3	2	1	9
13. Programs co-sponsored by University Park	5	4	3	2	1	9
14. Wayfinding and connectivity of City parks	5	4	3	2	1	9
15. Partner facilities at HPISD and SMU provided to residents through interlocal agreements (ex. SMU tennis courts)	5	4	3	2	1	9
16. Ease of registration for park programs and park reservations (including athletic field and court reservations)	5	4	3	2	1	9
17. Courtesy and professionalism of parks and recreation staff	5	4	3	2	1	9
Holmes Aquatic Center						
18. The overall HAC experience	5	4	3	2	1	9
19. The HAC facility	5	4	3	2	1	9
20. HAC operations (daily admission, pool party reservation process and experience)	5	4	3	2	1	9
21. HAC programs (swim lessons, Makos swim team, etc.)	5	4	3	2	1	9

8. Which THREE of the parks and recreation services listed in Question 7 do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 7, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

9. Sanitation and Recycling. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Bulky item pick-up services	5	4	3	2	1	9
02. Recycling services	5	4	3	2	1	9
03. Clarity of information about the recycling program (what can be recycled, pick-up schedules and updates)	5	4	3	2	1	9
04. The City's Transfer Station	5	4	3	2	1	9
05. Trash/garbage collection services	5	4	3	2	1	9
06. Yard waste/leaf/brush pick-up services	5	4	3	2	1	9
07. E-waste disposal services	5	4	3	2	1	9
08. Park Cities Recycling/Shredding Events	5	4	3	2	1	9
09. Overall value of trash and recycling services	5	4	3	2	1	9
10. Courtesy and professionalism of sanitation and recycling staff	5	4	3	2	1	9

10. Which THREE of the sanitation services listed in Question 9 do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 9, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

11. Street Maintenance and Traffic Operations. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Condition of City streets	5	4	3	2	1	9
2. Condition of pavement markings on City streets	5	4	3	2	1	9
3. Overall cleanliness of streets and public areas	5	4	3	2	1	9
4. If you have contacted the street department in the past, how satisfied were you with the response and repair?	5	4	3	2	1	9
5. Condition of sidewalks in your neighborhood	5	4	3	2	1	9
6. Overall value of street maintenance and traffic operations	5	4	3	2	1	9
7. Courtesy and professionalism of street maintenance and traffic operations staff	5	4	3	2	1	9

12. Which TWO of the street maintenance and traffic operations services listed in Question 11 do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 11, or circle "NONE."]

1st: _____ 2nd: _____ NONE

13. Water Utilities. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Ability to receive and pay your water bill	5	4	3	2	1	9
2. Quality of drinking water	5	4	3	2	1	9
3. Quality of water conservation efforts	5	4	3	2	1	9
4. Quality of WaterSmart customer portal	5	4	3	2	1	9
5. Timeliness of response to calls for service	5	4	3	2	1	9
6. Overall value of water and wastewater services	5	4	3	2	1	9
7. Courtesy and professionalism of water utilities staff	5	4	3	2	1	9

14. Which TWO of the water utilities services listed in Question 13 do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 13, or circle "NONE."]

1st: _____ 2nd: _____ NONE

15. Engineering. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Pedestrian accessibility (City's sidewalk system, number/availability of sidewalks)	5	4	3	2	1	9
2. Access to walking/biking trails	5	4	3	2	1	9
3. If your alley has been under construction for the Mile Per Year program, how satisfied were you with the communication/notification process throughout the project?	5	4	3	2	1	9
4. The improvements the City has made to address stormwater issues	5	4	3	2	1	9
5. The City's capital projects program (Snider Plaza, Mile Per Year, Stormwater Improvements Project)	5	4	3	2	1	9
6. Quality of drainage infrastructure	5	4	3	2	1	9
7. Courtesy and professionalism of engineering staff	5	4	3	2	1	9

16. Which TWO of the engineering services listed in Question 15 do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 15, or circle "NONE."]

1st: _____ 2nd: _____ NONE

17. UP Public Library. Have you visited the University Park Public Library?

____(1) Yes [Answer Q17a.] ____(2) No [Skip to Q18.]

17a. If yes, when was the last time you visited?____(4) In the past month ____(2) In the past six months
____(3) In the past three months ____(1) In the past year**18. Please rate your satisfaction with each of the following.**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of space of the library facility	5	4	3	2	1	9
02. Quality of library children's events, classes and programs	5	4	3	2	1	9
03. Quality of library adult events, classes and programs	5	4	3	2	1	9
04. Quality of library teen events, classes, and programs	5	4	3	2	1	9
05. Quality of library materials and resources	5	4	3	2	1	9
06. Quality and availability of electronic resources (e-books, audiobooks, movies, etc.)	5	4	3	2	1	9
07. Quality and availability of library computers	5	4	3	2	1	9
08. Availability of library materials and resources	5	4	3	2	1	9
09. Quality of library staff customer service	5	4	3	2	1	9
10. Quality of library's meeting room	5	4	3	2	1	9
11. Availability of the library's meeting room	5	4	3	2	1	9
12. Location of library facility	5	4	3	2	1	9
13. Courtesy and professionalism of library staff	5	4	3	2	1	9

19. Which THREE of the library services listed in Question 18 do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 18, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

20. Police Department. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of police protection	5	4	3	2	1	9
02. Overall impression of Police Department	5	4	3	2	1	9
03. Visibility of police in the City	5	4	3	2	1	9
04. Timeliness of police response to emergency calls	5	4	3	2	1	9
05. School Resource Officer program in the Highland Park Independent School District	5	4	3	2	1	9
06. Responsiveness of the Police Department in enforcing traffic regulations in University Park	5	4	3	2	1	9
07. Fairness of the Police Department's practices in enforcing traffic regulations in University Park	5	4	3	2	1	9
08. The Police Department's communication platforms and social media accounts	5	4	3	2	1	9
09. If you are a Direct Alarm customer, how satisfied are you with the Direct Alarm Monitoring program?	5	4	3	2	1	9
10. Courtesy and professionalism of police personnel	5	4	3	2	1	9

21. Which THREE of the Police Department services listed in Question 20 do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 20, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

22. Fire Department. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall impression of Fire Department	5	4	3	2	1	9
2. Non-emergency programs provided by the Fire Department (Community Risk Reduction, car seat installations, birthday parties, etc.)	5	4	3	2	1	9
3. Timeliness of fire response to emergency calls	5	4	3	2	1	9
4. Responsiveness of the Fire Department	5	4	3	2	1	9
5. Impression of fire personnel	5	4	3	2	1	9
6. Customer service provided by the Fire Department	5	4	3	2	1	9
7. Overall quality of Fire Department	5	4	3	2	1	9
8. Courtesy and professionalism of fire personnel	5	4	3	2	1	9

23. Which TWO of the Fire Department services listed in Question 22 do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 22, or circle "NONE."]

1st: _____ 2nd: _____ NONE

24. City Communication. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of the City's website	5	4	3	2	1	9
2. Quality of the City's social media	5	4	3	2	1	9
3. Quality of City's digital newsletters (Arbor and Update)	5	4	3	2	1	9
4. Access to information on City events and programs	5	4	3	2	1	9
5. City's efforts to keep you informed	5	4	3	2	1	9
6. Timeliness of information provided by the City	5	4	3	2	1	9
7. Transparency of City government	5	4	3	2	1	9
8. Courtesy and professionalism of communication staff	5	4	3	2	1	9

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

<input type="checkbox"/> (01) City website	<input type="checkbox"/> (07) City press releases
<input type="checkbox"/> (02) Email newsletters (Arbor and Update)	<input type="checkbox"/> (08) Local newspaper
<input type="checkbox"/> (03) Facebook	<input type="checkbox"/> (09) Local magazines
<input type="checkbox"/> (04) Instagram	<input type="checkbox"/> (10) Word of mouth (friends and neighbors)
<input type="checkbox"/> (05) Nextdoor	<input type="checkbox"/> (11) Other: _____
<input type="checkbox"/> (06) X (formerly known as Twitter)	

26. From which THREE sources of information listed in Question 25 would you prefer to get information from the City? [Write in your answers below using the numbers from the list in Question 25, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

27. Please rate your interest in the following programs.

How interested are you in...		Very Interested	Somewhat Interested	Not at all Interested	Don't Know
01. A dedicated telecommuting space at the library		3	2	1	9
02. A dedicated bike route/trail system in the City		3	2	1	9
03. University Park Police Department having a full-time officer dedicated to the enforcement of narcotics violations in the community.		3	2	1	9

Demographics Your individual responses will remain confidential.**28. Approximately how many years have you lived in University Park? _____ years****29. What is your age? _____ years****30. Including yourself, how many people in your household are...**

Under age 5: _____	Ages 15-19: _____	Ages 35-44: _____	Ages 65-74: _____
Ages 5-9: _____	Ages 20-24: _____	Ages 45-54: _____	Ages 75+: _____
Ages 10-14: _____	Ages 25-34: _____	Ages 55-64: _____	

31. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry? (1) Yes (2) No**32. Which of the following best describes your race/ethniCity? [Check ALL that apply.]**

<input type="checkbox"/> (01) Asian or Asian Indian	<input type="checkbox"/> (04) White or Caucasian
<input type="checkbox"/> (02) Black or African American	<input type="checkbox"/> (05) Native Hawaiian or other Pacific Islander
<input type="checkbox"/> (03) American Indian or Alaska Native	<input type="checkbox"/> (99) Other: _____

33. Your gender: (1) Male (2) Female (3) I prefer to self-identify: _____**34. If you have any other suggestions to improve City services, please provide them here.**

35. Would you be willing to participate in future surveys sponsored by the City of University Park? (1) Yes [Please answer Question 35a.] (2) No**35a. Please provide your contact information.**

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. We appreciate your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential.
The information to the right will ONLY be used to help
identify the level of need in your area. Thank you!