

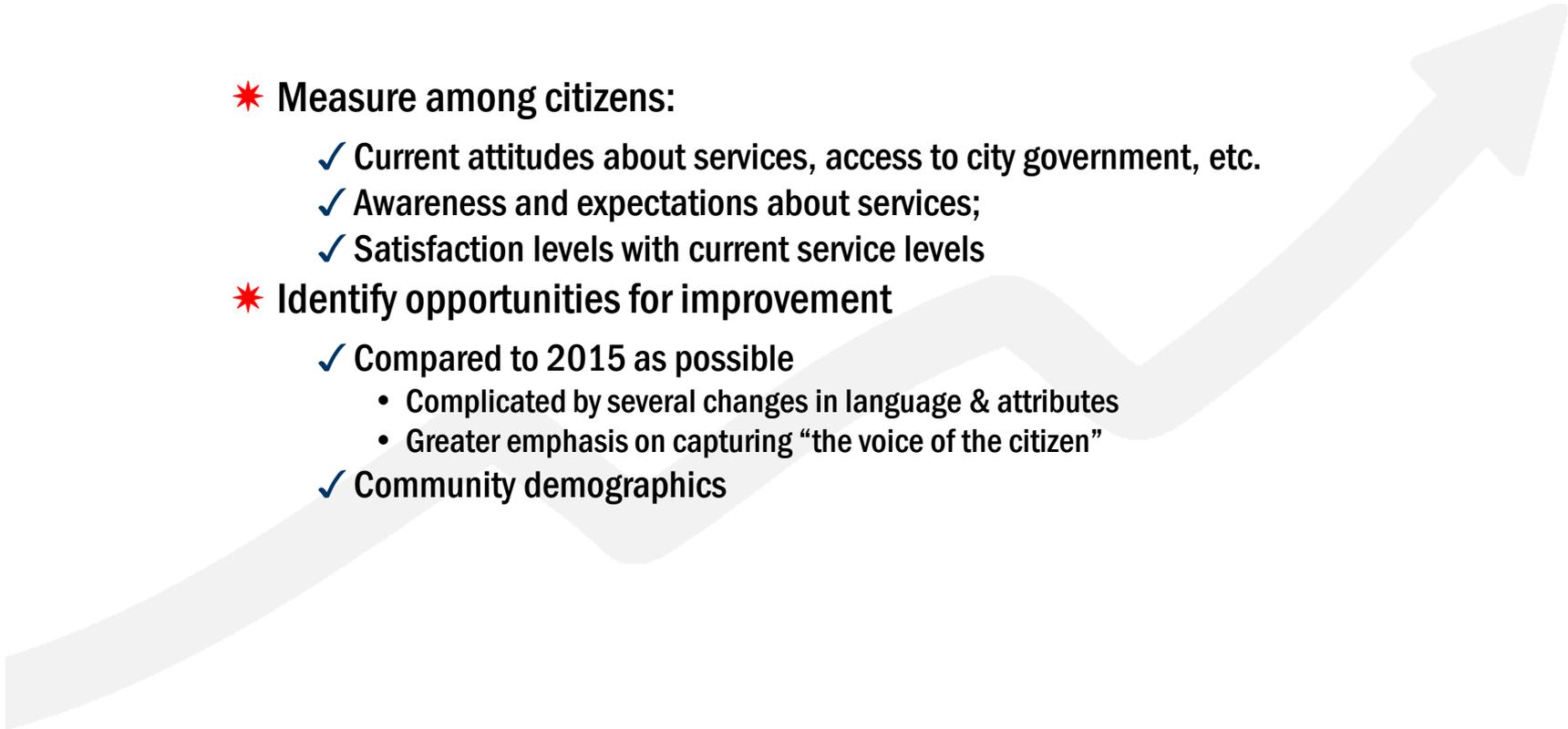
SUMMARY REPORT
CITY OF UNIVERSITY PARK
CITIZEN SURVEY 2018
PREPARED FOR



THE CITY OF UNIVERSITY PARK
JUNE 19, 2018
PREPARED BY



Objectives

- 
- A large, light gray arrow pointing upwards and to the right, with a slight wavy path, serving as a background for the text.
- * **Measure among citizens:**
 - ✓ Current attitudes about services, access to city government, etc.
 - ✓ Awareness and expectations about services;
 - ✓ Satisfaction levels with current service levels
 - * **Identify opportunities for improvement**
 - ✓ Compared to 2015 as possible
 - Complicated by several changes in language & attributes
 - Greater emphasis on capturing “the voice of the citizen”
 - ✓ Community demographics

Methodology

★ Self completed survey enclosed in utility bill (participation open to all)

- ✓ Paper (Business reply) or Online (secure password)
 - Online respondents were not forced to answer question (comparable to paper)
- ✓ Received 1,103 completed survey (15% participation by households); data double keypunched for accuracy.
 - DOWN 9% compared to 2015
- ✓ Margin of error = plus or minus 2.7 percentage points
- ✓ Transcribed verbatim comments & coded
 - Report the percent making one or more “types” of comments
 - Each “type” counted once regardless of the number of similar comments

Respondent Snapshot

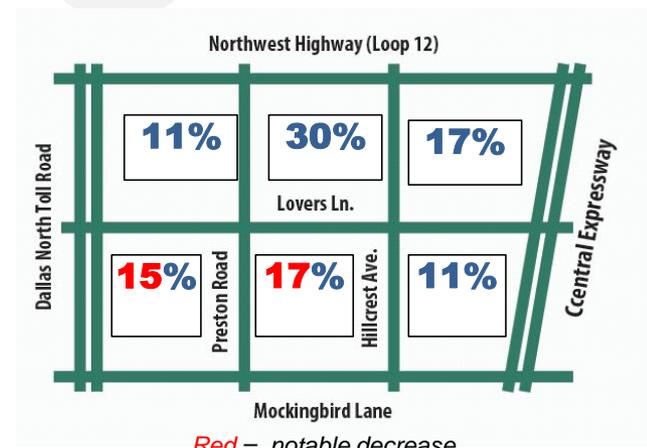
Children <18 (down 3 pts)	38%
Own - single family (up 9 pts)	97%
Average age	59
Residency - mean years	24
Direct Alarm Subscriber	55%

★ Survey design:

- ✓ Substantially redesigned compared to previous surveys:
 - Looking for opportunities
- ✓ Updated by department heads
- ✓ Professionally designed layout and printed in color
- ✓ Use a 5-point scale (Likert)
 - Clear neutral position

★ Notation in these charts:

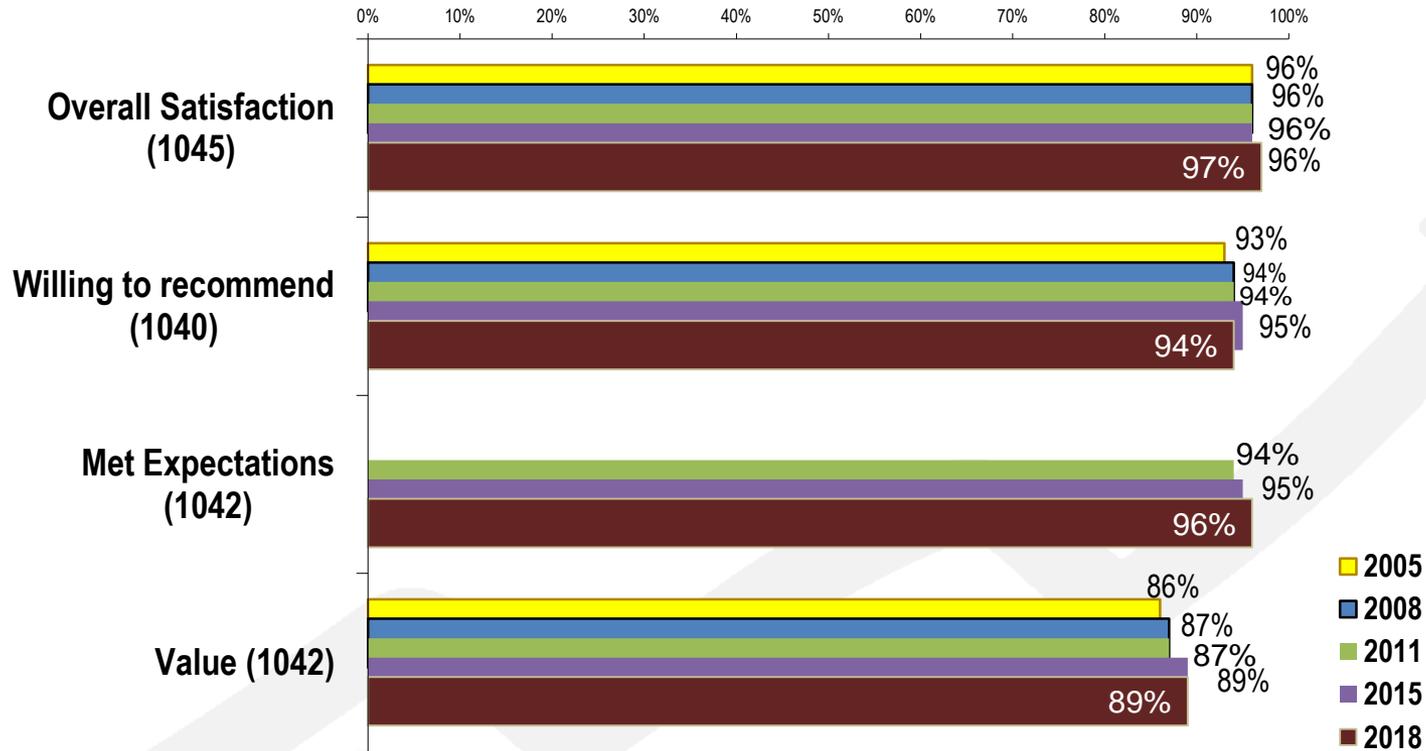
- ✓ **Satisfaction Score** = the percent rating “5 (very satisfied) or “4”(satisfied)
- ✓ **Dissatisfaction score** = the percent rating “1 (very dissatisfied) or “2” (dissatisfied)
 - Note: Based on our experience, a dissatisfaction score over 10% is a significant opportunity
- ✓ **Caveat** Statistical significance does not imply “importance” and conversely a result may be “important” even though not statistically significant
- ✓ Base size for 2018 is noted in parenthesis:





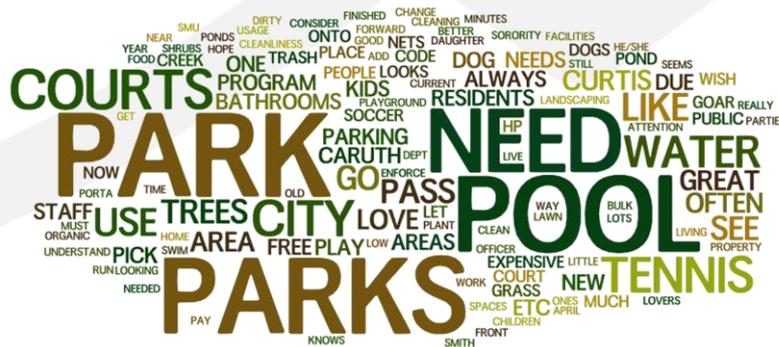
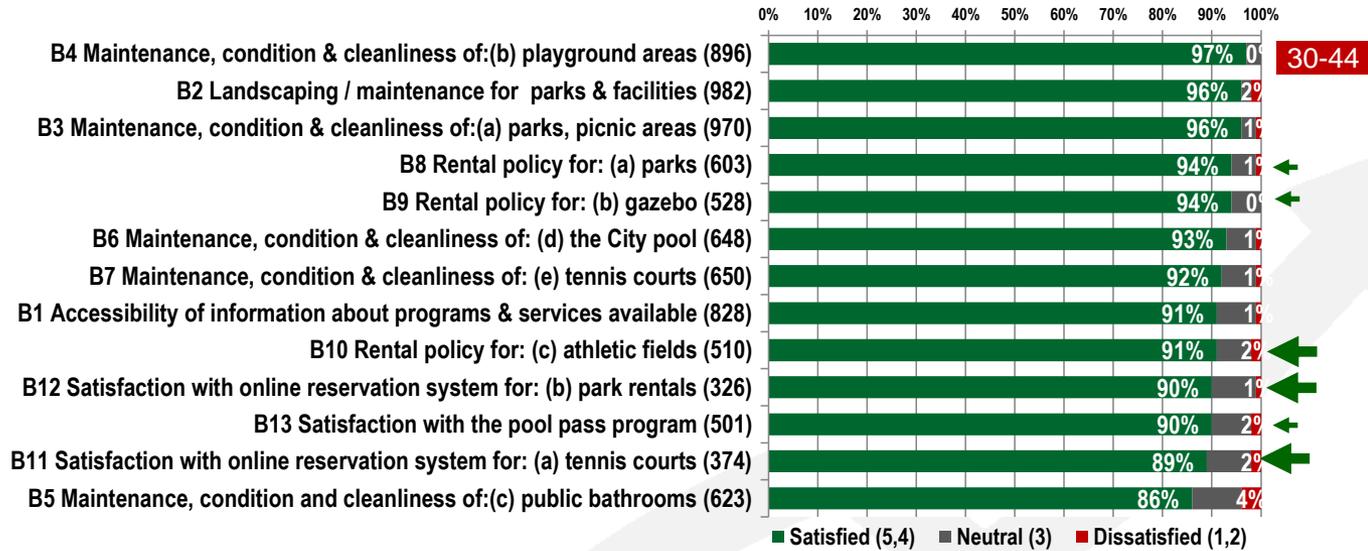
2018

Overall Satisfaction Measures



- * These key indicators have been high & consistent
- * Third time “*Met expectation*” measured
- * “Value” trending up since 2005
- * Residents in the SC area rated all measures significantly lower than residents elsewhere (by 6 pts)

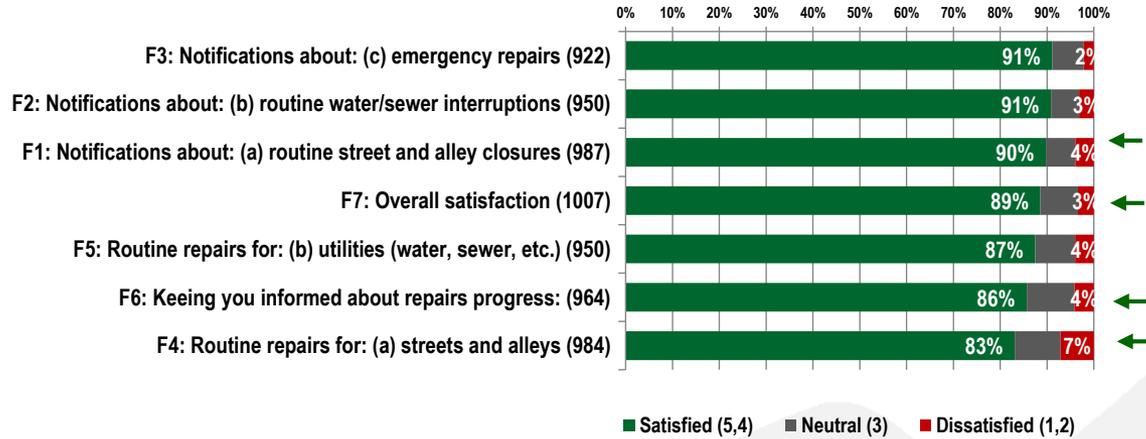
B. Parks & Recreation



* Of 93 commenting, citizens were critical of cleanliness and fees

Word clouds show frequency of words by increasing font size with each repetition

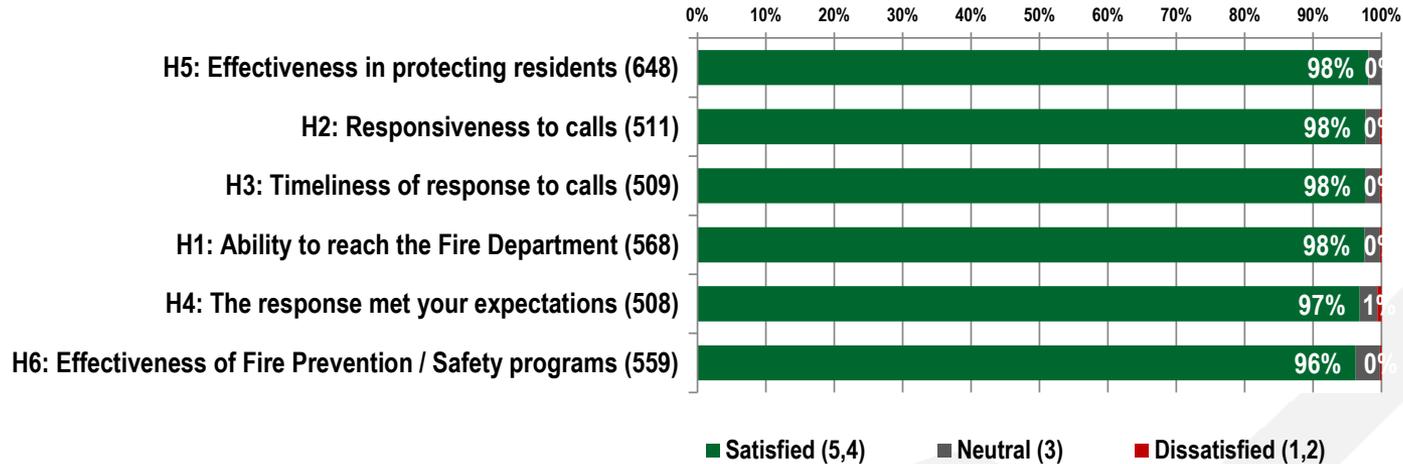
F. Water, Sewer & Streets



* 140 commenting

Word clouds show frequency of words by increasing font size with each repetition

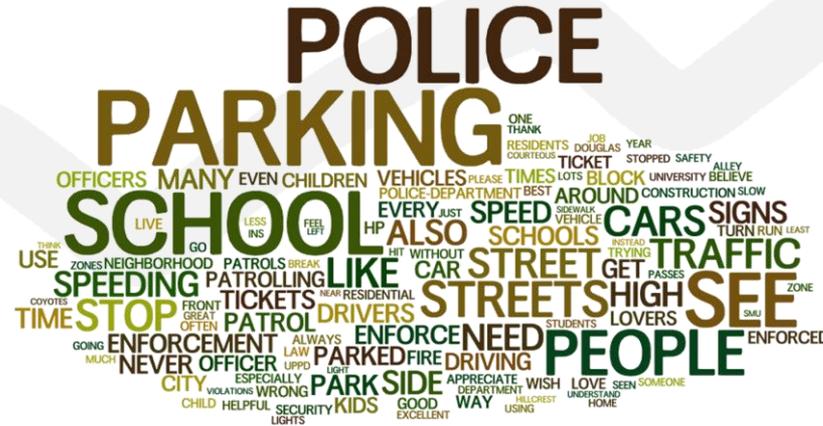
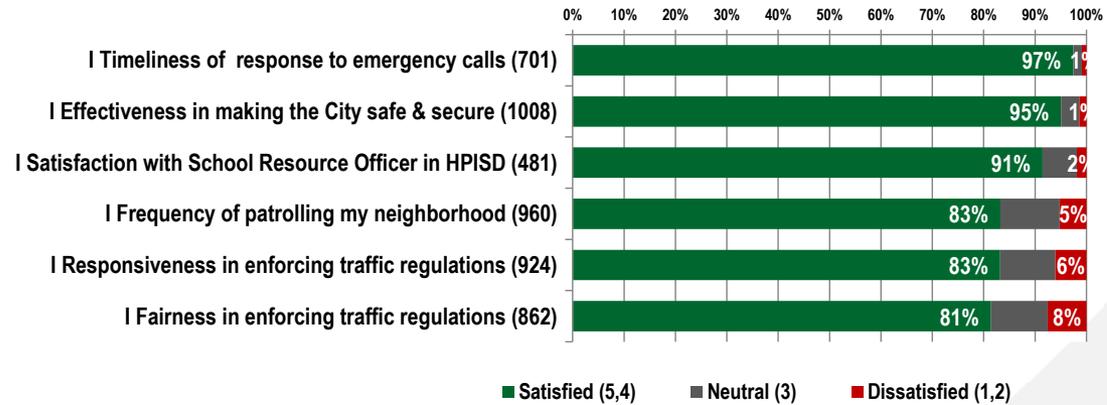
H. Fire Department



* Of 82 commenting, 50% praised the department

Word clouds show frequency of words by increasing font size with each repetition

I. Police Department

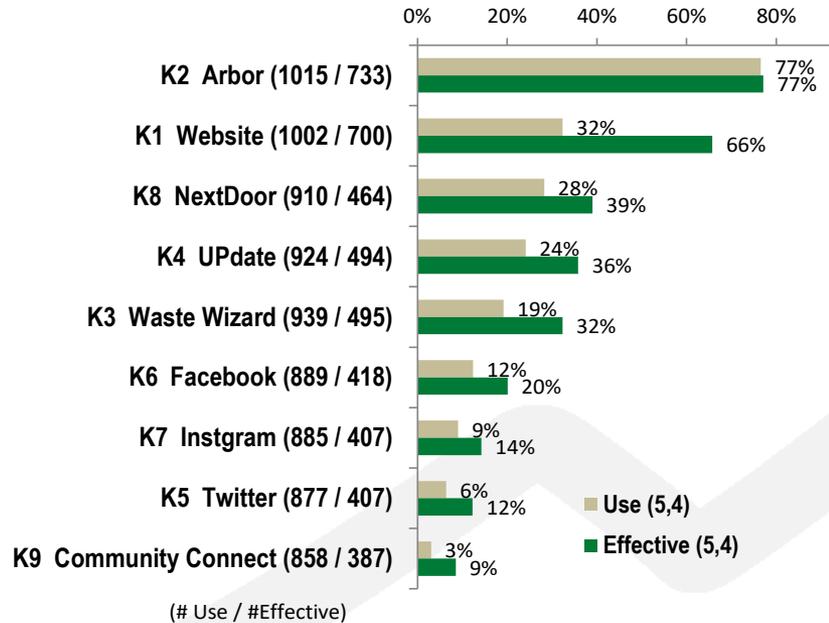


* Of 226 commenting, 26% complained about the lack of traffic enforcement, 17% complained about the lack of interaction.

Word clouds show frequency of words by increasing font size with each repetition

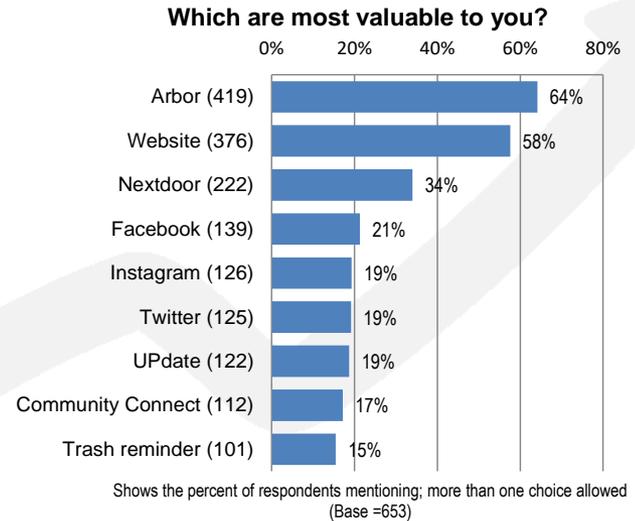
K. COMMUNITY OUTREACH / SOCIAL MEDIA

Usage / Effectiveness



- * Arbor most effective and most used
 - ✓ Less so by non-owners & website users
- * Digital use decreases with age
 - ✓ Less so for Nextdoor: used equally among 30+

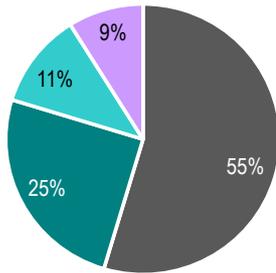
Most valuable for informing you



Data for "effectiveness" based only on respondents who had used the communication tool

K. COMMUNITY OUTREACH / SOCIAL MEDIA

How effective is social media in **adequately informing** you about road closures and construction-related traffic issues?



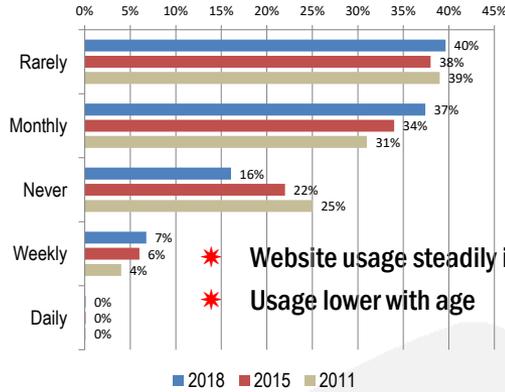
- Don't use
- Effective
- Somewhat effective
- Not at all effective

Base = 932

* Wide difference by age on effectiveness:

- ✓ 52% of 30-44
- ✓ 28% of 65+

How often do you use the City website, uptexas.org?

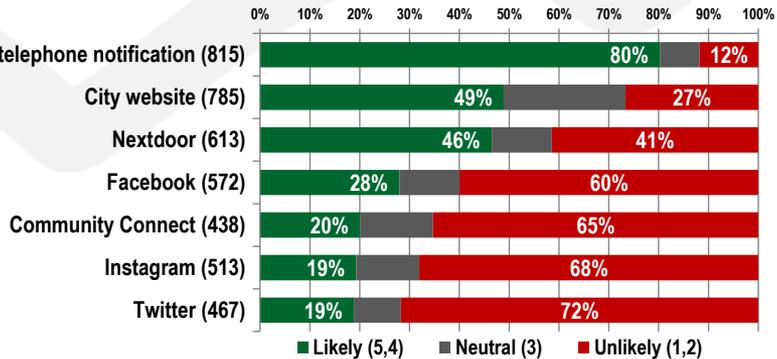


* Website usage steadily increasing

* Usage lower with age



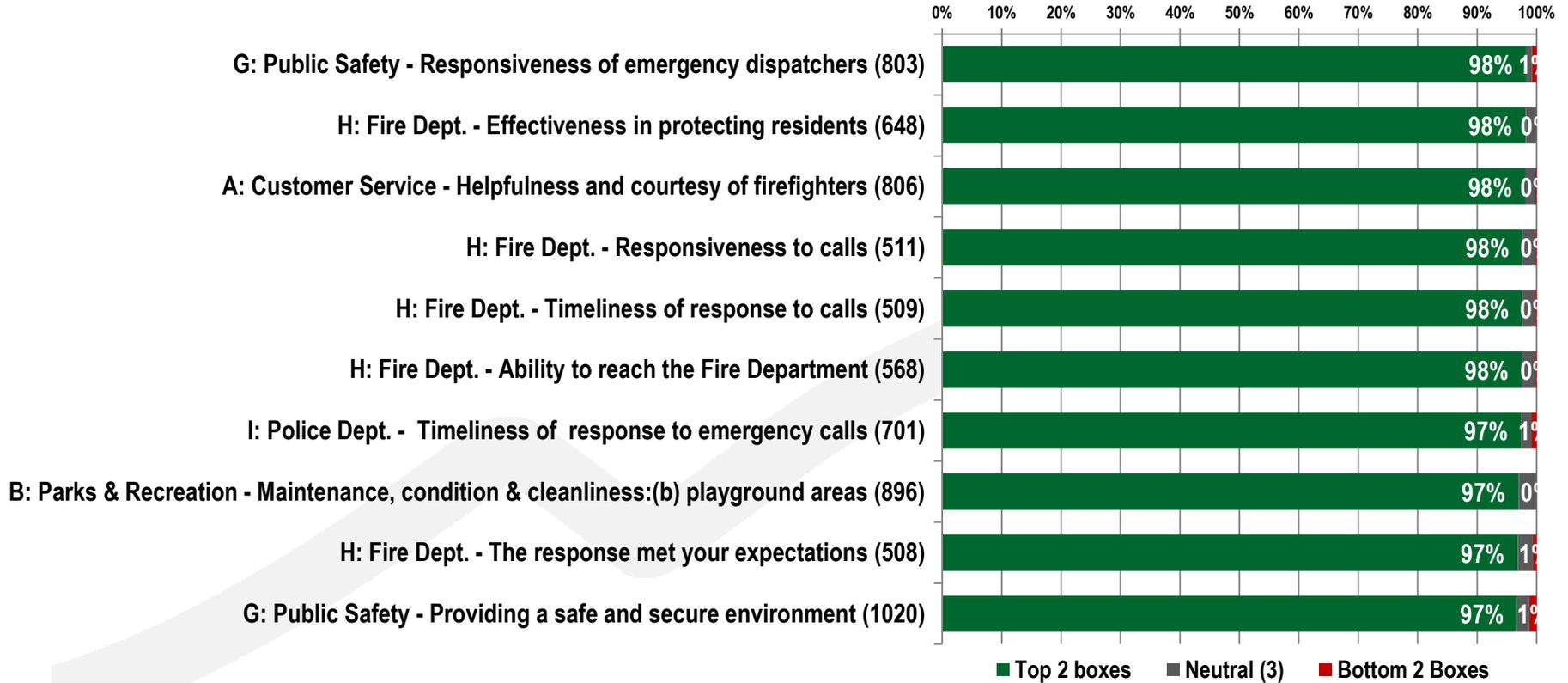
Likelihood to use for emergency notifications



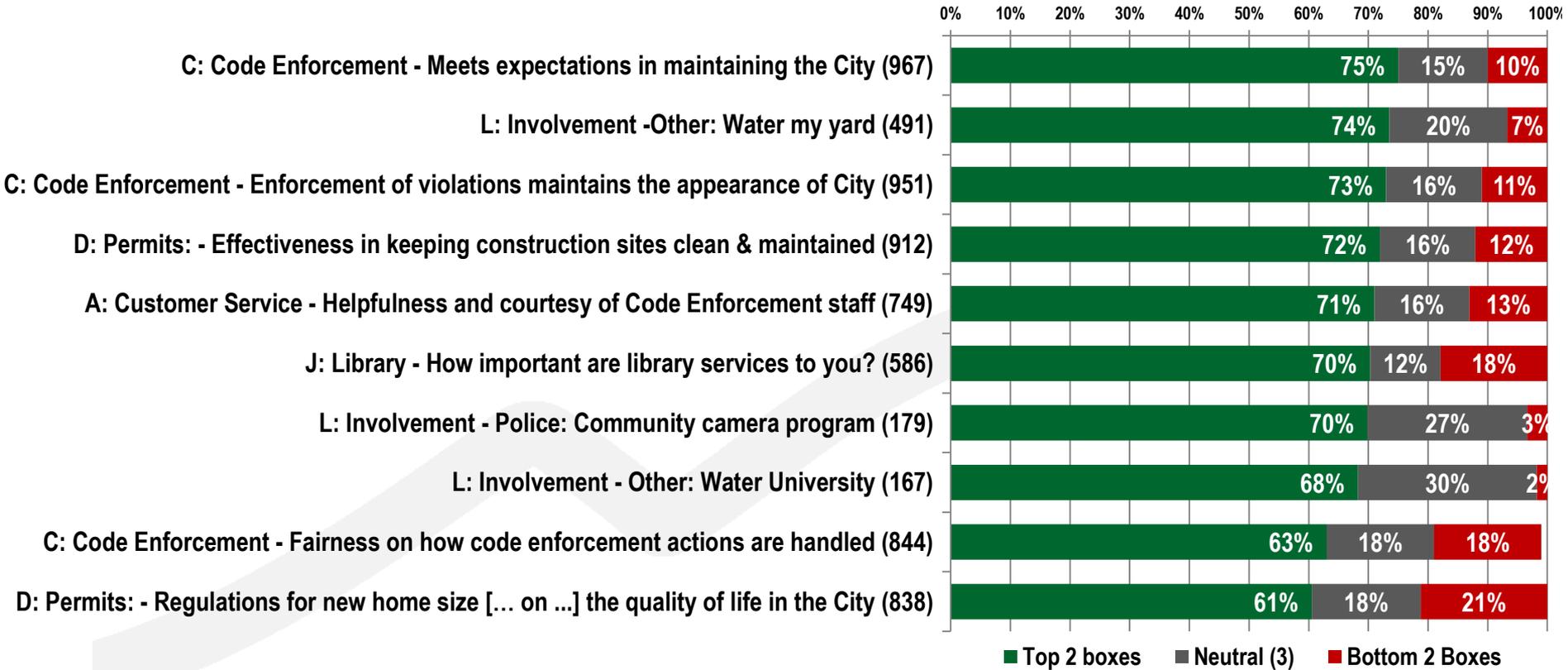
* Among those 30-44

- ✓ 62% would use the City website
- ✓ 45% would use Facebook
- ✓ 33% would use Twitter

Top 10



Bottom 10





2018

Key Findings

- * **Kudos:** Two services targeted as key opportunities in 2015 improved significantly: **Parks & Water, Sewer & Streets**
- * Satisfaction scores were generally high for most service areas in 2018, but there are opportunities for improvement.
- * “Overall satisfaction measures” are basically unchanged since 2005 with “Value” lower than others but trending up since 2005.
- * **Customer Service** measures were high except for Code Enforcement staff ; 45-65 year olds were significantly less satisfied.
- * **Parks & Recreation** scores were generally high and showed significant improvement for the reservation and rental services, but younger residents (30-44) were significantly less satisfied with 6 services, especially playground maintenance. Public bathrooms are a concern.
- * **Code enforcement** continued to have low scores and high dissatisfaction, especially for “Fairness.” But newer residents were more satisfied.
- * **Home Construction & Building Permits** had the lowest satisfaction scores of all measures. While “Effectiveness” was slightly higher than 2015 it had the highest *dissatisfaction score* (21%) and was even lower in the SC area. This dissatisfaction score increases with age.
- * Satisfaction for **Trash** was very high (95%) and consistent since 2011. Satisfaction with **recycling information** was lower, but improved slightly since 2015. Interest in recycling is high and residents want more frequent pick ups and better containers. Higher scores in SE areas.
- * **Water, Sewer & Streets** scores increased for all measures – significantly for 5 measures. There were notable difference by neighborhoods - highest satisfaction in the NC sector, lowest in the SC. Satisfaction increases with age and residency for all measures.
- * **Public Safety** scores showed strong improvement since 2015, especially for 911 follow-up and reduction in “hang-ups.” SC folks were less satisfied with 911 services.
- * **Fire Department** once again had the highest levels of satisfaction and lowest dissatisfaction.
- * **Police Department** continues to have very high scores for timeliness and effectiveness, but lower scores for enforcing traffic regulations and patrolling frequency; enforcement varied widely by neighborhood, but satisfaction for both increased with age and residency.
 - ✓ SC sector was much less satisfied than other neighborhoods with enforcement and fairness; SW much higher with enforcement
- * **Library** attributes scored well for most attributes, but less than half of respondents answered these question and about half of these did not use the library. Significantly, the library is most valued by 30-44 year olds. Interest in special programs was marginal, even ambivalent.
- * **Outreach: Effectiveness and Usage** highlights the **Arbor** as highest for both, but also reveals strong differences by age for different media. The **Website** was very effective, though used infrequently. Digital use decreased with age but was much more important to 30-44 year olds.
- * **Emergency Notification:** No digital media was likely to be used for this purpose, but younger residents were much more likely than others:
 - ✓ 62% would use the website; 45% would use Facebook and 33% would use Twitter
- * **Social Media:** Usage is increasing steadily; its effectiveness for notices of construction & traffic issues was much higher among younger folks.
- * **Biggest concerns:** Construction, Code enforcement, Parking, Communication and Recycling.

Opportunities

- * Three big strategic issues:
 - ✓ Fairness: residents are deeply concerned about the fairness of code enforcement and enforcement of traffic regulations
 - ✓ New home size: deep concerns about regulations for new home size and the impact on the quality of life in the City of University Park
 - ✓ Parking and congestion
- * Two big tactical issue:
 - ✓ Communication
 - ✓ Recycling

Departments

- * Code Enforcement
 - ✓ Helpfulness & courtesy of code staff (higher *dissatisfaction* than 2015 & 2011)
 - ✓ New residents and 30-44 year olds significantly more satisfied – embrace, involve
- * Home Construction & Building Permits
 - ✓ Cleanliness & maintenance of construction sites
 - ✓ Notable differences by area – SC particularly unhappy
- * Social Media & Communication
 - ✓ Convenience trumps everything; information is a commodity
 - ✓ Reading is way over rated: Brevity but broad use of all tools
- * Police Department
 - ✓ Build rapport with residents
- * Residents 30-44
 - ✓ Advocates & a growing cohort; High expectations (Parks)
- * Customer Service
 - ✓ Residents are pleased!

Thank You

Questions?



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