



City of Denton Resident Satisfaction Survey August 1, 2017



Creation and Distribution

Mailed to 7,000 homes on May 16, closed on June 5

1,329 total responses: 1,022 online; 307 mailed

Significant increase from 2015 total responses of 268

Created in collaboration with National Service Research

Differences between the 2015/2017 survey are only statistically significant when they are greater than 9%.

Quality of Life Characteristics in Denton

2017 Compared to 2015

Q. How Would You Rate:	2017 Excellent / Good %	2015 Excellent / Good %	Change
Denton as a place to live (N=1322)	86%	89%	-3%
Your neighborhood as a place to live (N=1322)	82	78	+4%
Overall quality of life in Denton (N=1322)	81	85	-4%
Denton as a place to raise children (N=1133)	80	81	-1%
Overall image or reputation of Denton (N=1305)	76	76	0%
Denton as a place to visit (N=1297)	73	72	+1%
Overall appearance of Denton (N=1317)	66	67	-1%
Denton as a place to retire (N=1124)	64	69	-5%
Denton as a place to work (N=1167)	62	70	-8%
Value of services for taxes paid (N=1207)	46	53	-7%

A majority of respondents rated the Denton as a place to live as excellent or good. These show consistent high ratings since 2015.

*Comparisons between the 2015 survey and the 2017 survey are only statistically significant when the differences are greater than 9%.

Quality of City Services

Q. Please rate the **QUALITY** of each of the following services in Denton.

- This chart presents the 2017 and 2015 quality ratings. **GREEN** highlighted percentages indicates an increase from 2015 and **RED** indicates a decrease from 2015.

Quality Rating	2017 Excellent/Good	2015 Excellent/Good	% Change
Fire services (N=1069)	93%	90%	+3%
Public library services (N=1202)	92	90	+2%
Ambulance or emergency medical services (N=1012)	91	86	+5%
Fire prevention and education (N=830)	80	72	+8%
Recycling (N=1287)	86	85	+1%
Garbage collection (N=1287)	86	89	-3%
Yard waste pick-up (N=1162)	85	81	+4%
City parks (N=1290)	83	90	-7%
Sewer services (N=1177)	81	88	-7%
City-sponsored special events (N=1163)	80	85	-5%
Police services (N=1197)	78	71	+7%
Recreation programs or classes (N=1085)	78	81	-3%
Recreation centers or facilities (N=1135)	76	81	-5%

Source: National Service Research survey of 1,329 Denton citizens – June 2017

Quality of City Services

Q. Please rate the **QUALITY** of each of the following services in Denton.

Quality Rating	2017 Excellent/Good	2015 Excellent/Good	% Change
Electric service <i>(2015 question-city provided utility service)</i> (N=1279)	75%	84%	-9%
Drinking water (N=1286)	74	85	-9%
Overall customer service by Denton employees (N=1226)	74	73	+1%
Public information services (N=1044)	72	72	0%
Emergency preparedness (N=948)	69	66	+3%
Crime prevention (N=1131)	69	69	0%
Storm drainage (N=1174)	68	61	+7%
Utility billing (N=1280)	67	76	-9%
Animal control (N=1061)	66	67	-1%
Health services (N=1049)	65	71	-6%
Preservation of natural areas (N=1206)	62	64	-2%
Denton open space (N=1187)	56	58	-2%
Traffic enforcement (N=1187)	55	54	+1%

Quality of City Services

Q. Please rate the **QUALITY** of each of the following services in Denton.

Quality Rating	2017 Excellent/Good	2015 Excellent/Good	% Change
Economic development (N=1103)	52%	62%	-10%
Street cleaning (N=1247)	46	52	-6%
Bus or transit services (N=737)	41	68	-27%
Code enforcement (N=1124)	40	51	-11%
Land use, planning and zoning (N=1077)	34	57	-23%
Traffic signal timing (N=1292)	29	40	-11%
Sidewalk maintenance (N=1226)	27	44	-17%
Street repair (N=1304)	13	21	-8%

Focus Areas

Q. Please rate each of the following characteristics as they relate to Denton as a whole.
Q. Please rate how important, if at all, you think it is for the Denton community to focus on these issues in the coming two years

Denton Characteristics	2017 Focus Issues Essential or Very Important	2017 Characteristic Rating Excellent/Good	GAP Important Focus Issue Compared to the Rating
Overall ease of getting to the places you usually have to visit (N=1321)	89%	53%	36%
Overall economic health of Denton (N=1222)	88	64	24%
Overall “built environment” of Denton (<i>including overall design, buildings, parks and transportation systems</i>) (N=1298)	73	54	19%
Quality of overall natural environment in Denton (N=1302)	79	62	17%
Overall feeling of safety in Denton (N=1320)	88	78	10%
Sense of community (N=1299)	79	73	6%
Health and wellness opportunities in Denton (N=1182)	72	67	5%
Overall opportunities for education and enrichment (N=1233)	74	83	-9%

Red – higher focus areas

Yellow – enhance efforts somewhat in these areas

Green – maintain efforts

Government Performance

Q. Please rate the following categories of Denton government performance.

- Respondents rated these categories of Denton government performance lower than in 2015.

Government Performance	2017 Excellent/ Good	2015 Excellent/ Good	Change
Overall direction that Denton is taking (N=1224)	48%	69%	-21%
Value of services for the taxes paid in Denton (N=1207)	46	53	-7%
The job Denton government does at welcoming citizen involvement (N=1097)	45	58	-13%
Being honest (N=1133)	42	62	-20%
Generally acting in the best interest of the community (N=1217)	39	65	-26%
Treating all residents fairly (N=1136)	39	54	-15%
Overall confidence in Denton government (N=1218)	38	60	-22%

City Government Communication

Q. Please rate the following aspects of City of Denton communications.

Communication Efforts	2017 Excellent/ Good	2015 Excellent/ Good	Change
The availability of information about City programs and services (N=1179)	61%	64%	-3%
Quality of the City's website (N=1112)	57	64	-7%
Usefulness of information in the Citizen Connection (utility bill insert) (N=950)	57	60	-3%
City efforts to keep citizens informed about local issues (N=1190)	51	51	0%
Quality of the City's video production and cable television channel (Charter 194, Grande 12, Verizon 38) (N=531)	50	56	-6%
City efforts to educate citizen about environmental and sustainable practices (N=1077)	50	48	+2%
City efforts to engage citizens on social media sites (N=860)	47	55	-8%

Preferred Method of Notification for Construction or Development Activity

Q. Please indicate which of the following is your preferred method of notification for construction or development activity in Denton.

(N=1225)

- 42% of participants prefer to be notified by e-mail, followed by 29% social media and 24% via mail.



42% E-mail



29% Social Media



24% Mail



5% Telephone

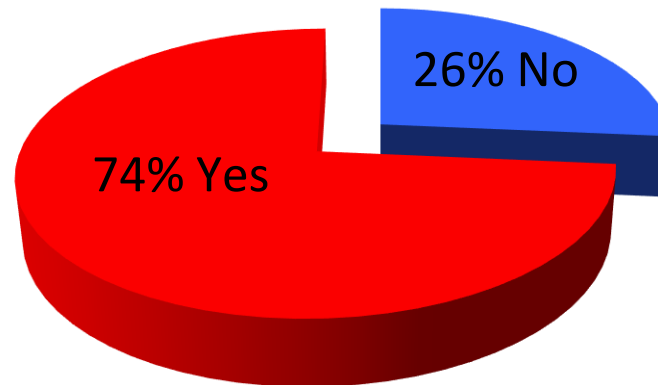
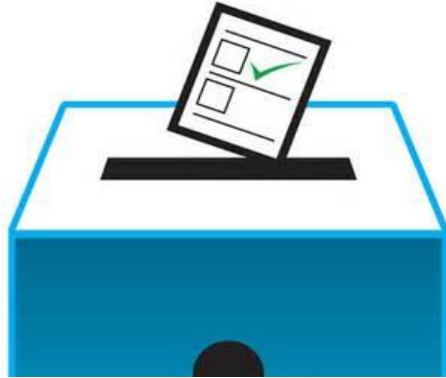
Vote in Previous Municipal Election

Q. Did you vote in the previous municipal election?

(N=1225)



- Almost three-fourths (74%) of respondents reported they voted in the previous municipal election.



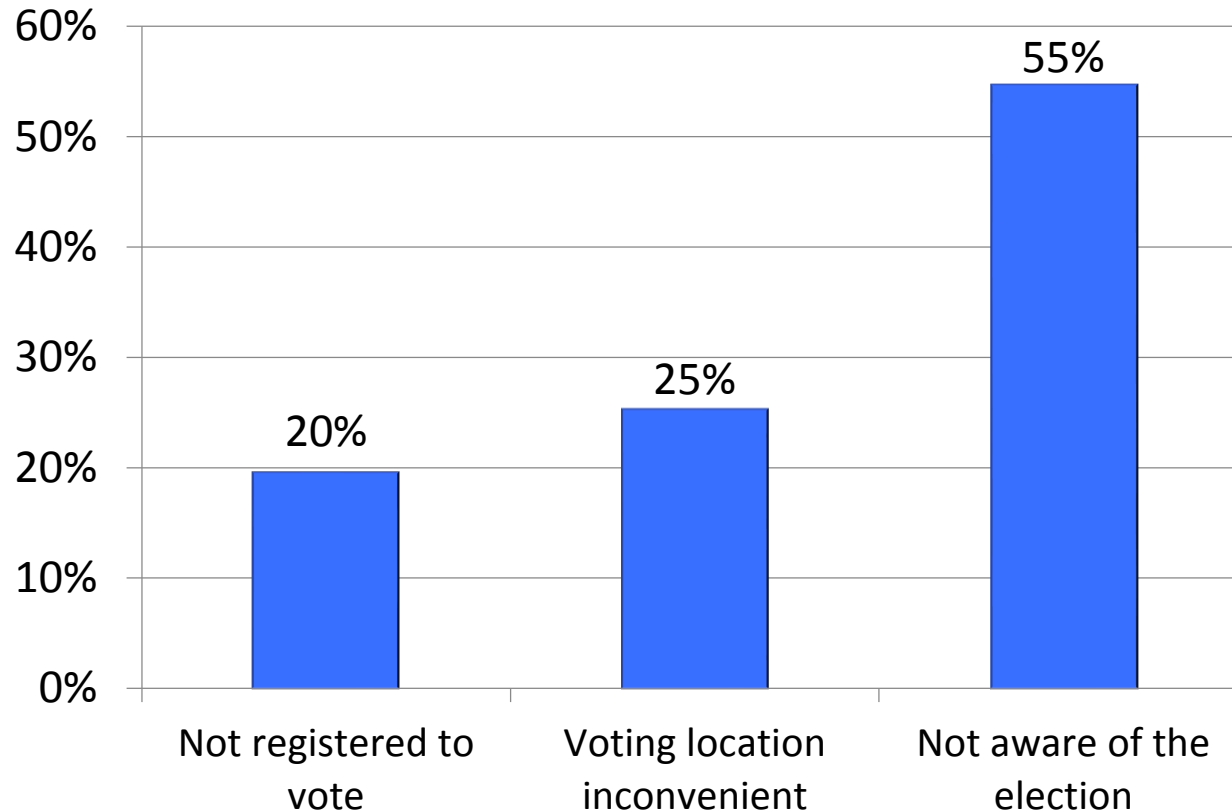
Vote in Previous Municipal Election

Q. Did you vote in the previous municipal election? If no, why not?

(N=299)



- The primary reason provided for not voting in the previous municipal election was respondents were not aware of the election.



Benchmark Data

Quality of City Services - % for Excellent/Good Ratings

Red highlighted percentages indicate 2017 Denton ratings EXCEED Peer City rankings. Denton compares favorably to peer city ratings. (College Station, Bryan, Austin, Plano, Garland)

Quality of City Services	Denton 2017 Excellent/Good	Denton 2015 Excellent/Good	PEER CITIES
Fire Services	93%	90%	91%
Public library services	92	90	81
Emergency Medical Services	91	86	89
Garbage collection	86	89	87
Recycling	86	85	82
Sewer services	81	88	77
City parks and recreation facilities	80	86	78
City-sponsored special events	80	85	74
Police Services	78	71	81
Drinking water	74	85	76
Overall customer service from city employees	74	73	80
Public information services	72	72	51
Storm drainage	68	61	61
Animal control	66	67	66
Traffic enforcement	55	54	60
Code enforcement	40	51	58

Source: National Service Research survey of 1,329 Denton citizens – June 2017

Benchmark Data

Quality of Life - % for Excellent/Good Ratings

Red highlighted percentages indicate 2017 Denton ratings EXCEED Peer City rankings. Denton compares favorably to peer city ratings. (College Station, Bryan, Austin, Plano, Garland)

Characteristic	Denton 2017 Excellent/Good	Denton 2015 Excellent/Good	Peer Cities
Overall quality of life in your City	81%	85%	79%
Your City as a place to live	86	89	86
Your neighborhood as a place to live	82	78	86
Your City as a place to raise children	80	81	79
Your City as a place to visit	73	72	-
Overall appearance of Your City	66	67	63
Your City as a place to retire	64	69	63
Your City as a place to work	62	70	78
Value of City services for tax dollars	46	53	57

Highlights – Quality of Life / Safety / City Services



✓ **8** out of **10** respondents rated these characteristics in Denton as excellent or good:

- ✓ Denton as a place to live (86%)
- ✓ Neighborhood as a place to live (82%)
- ✓ Overall quality of life (81%)
- ✓ Denton as a place to raise children (80%)
- ✓ Garbage collection & recycling (86%)
- ✓ Yard waste pick-up (85%)
- ✓ City parks (83%)
- ✓ Sewer services (81%)
- ✓ Fire prevention and education (80%)
- ✓ Police services (78%)
- ✓ Overall feeling of safety in Denton (78%)
- ✓ Courtesy and helpfulness of city employees (78%)
- ✓ Recreation programs and classes (78%)

✓ **9** out of **10** rated these services as excellent or good

- ✓ Fire services (93%)
- ✓ Public library services (92%)
- ✓ Emergency medical services (91%)

84% would recommend living in Denton to someone who asks

82% plan to remain in Denton for the next 5 years