



City of Denton Resident Satisfaction Survey July 7, 2017

**NATIONAL
SERVICE
RESEARCH**

MARKET RESEARCH

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Survey Objectives



Identify Key Measures of Quality of Life

Satisfaction with City Services

Assess Experience and Preferences with City Communication Tools

Identify and Prioritize City Resource Allocation, Budgeting and Policy Decisions

Identify Where to Maintain and Improve City Services



Methodology



- ✓ The sampling plan included mailed surveys to 7,000 randomly selected households in Denton stratified by population within each zip code. Approximately 50% of the mailing targeted multifamily units. Residents could complete the mailed survey or complete the survey online via the City website.
- ✓ Residents were informed about the survey through the City's website and social media presence.
- ✓ Surveys were mailed on May 16, 2017.
- ✓ Survey cut-off date was June 5, 2017.
- ✓ A total of 307 citizens mailed in paper surveys and 1,022 responded to the online survey. The margin of error of this sample size (1,329) at a 95% confidence level is plus or minus 2.8%.
- ✓ Comparison data is presented herein to the 2015 resident survey which included 268 responses. The margin of error at a 95% confidence level is plus or minus 6.2%.
- ✓ A copy of the 2017 resident survey and detailed survey tables are available through the City.
- ✓ Charts and tables presented herein exclude "no opinion" responses for 2017 and 2015.
- ✓ The "N=" shown in the charts are the number of respondents who answered each question.



Methodology



Survey Design

National Service Research (NSR) worked closely with the City of Denton staff throughout the research process. The survey design was based upon the 2015 Denton citizen survey with additional input from city staff.

This study provides a measurement of how residents feel about city service delivery and programs. The data should be considered along with other factors such as input from City officials and City staff when making budget and policy decisions.



City Characteristics

City CHARACTERISTIC Ratings

Q. Please rate each of the following characteristics as they relate to Denton as a whole.



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

CITY CHARACTERISTICS	2017 Excellent/ Good	2015 Excellent/ Good	Change
Opportunities to attend cultural, art, music activities (N=1281)	87%	86%	+1%
Opportunities to participate in religious or spiritual events and activities (N=1019)	85	82	+3%
Opportunities to volunteer (N=1146)	83	80	+3%
Vibrant downtown/commercial area (N=1313)	81	78	+3%
Opportunities to participate in social events & activities (N=1248)	81	79	+2%
Availability of affordable quality food (N=1317)	78	81	-3%
Public places where people want to spend time (N=1303)	76	72	+4%
Adult educational opportunities (N=1009)	76	79	-3%
Opportunities to participate in community matters (N=1165)	73	76	-3%
Overall quality of business and service establishments (N=1309)	72	74	-2%

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

City CHARACTERISTIC Ratings

Q. Please rate each of the following characteristics as they relate to Denton as a whole.



CITY CHARACTERISTICS	2017 Excellent/ Good	2015 Excellent/ Good	Change
Fitness opportunities (exercise classes, paths, trails, etc.) (N=1207)	68	75	-7%
Openness and acceptance of the community toward people of diverse backgrounds (N=1218)	67	64	+3%
Recreational opportunities (N=1238)	67	75	-8%
Overall appearance of Denton (N=1317)	66	67	-1%
Neighborliness of residents in Denton (N=1288)	66	64	+2%
K-12 education (N=889)	65	68	-3%
Availability of preventive health services (N=1108)	63	71	-8%
Availability of affordable quality health care (N=1184)	62	72	-10%

City CHARACTERISTIC Ratings

Q. Please rate each of the following characteristics as they relate to Denton as a whole.



CITY CHARACTERISTICS	2017 Excellent/ Good	2015 Excellent/ Good	Change
Shopping opportunities (N=1313)	59%	62%	-3%
Cleanliness of Denton (N=1319)	59	68	-9%
Overall quality of new development (N=1240)	58	68	-10%
Cost of living in Denton (N=1311)	49	59	-10%
Availability of affordable quality child care/preschool (N=630)	47	45	+2%
Variety of housing options (N=1199)	46	69	-23%
Ease of walking in Denton (N=1172)	41	52	-11%
Availability of paths and walking trails (N=1142)	40	47	-7%
Employment opportunities (N=1101)	40	48	-8%

City CHARACTERISTIC Ratings

Q. Please rate each of the following characteristics as they relate to Denton as a whole.



CITY CHARACTERISTICS	2017 Excellent/ Good	2015 Excellent/ Good	Change
Availability of affordable quality mental health care (N=758)	40%	59%	-19%
Ease of travel by car in Denton (N=1313)	36	45	-9%
Air quality (N=1262)	34	56	-22%
Ease of travel by bicycle (N=800)	32	41	-9%
Ease of travel by public transportation in Denton (N=727)	26	44	-18%
Ease of public parking (N=1305)	24	34	-10%
Condition of neighborhood streets (N=1315)	23	-	-
Condition of major streets (N=1317)	18	-	-
Traffic flow in major streets (N=1318)	15	27	-12%



Quality of Life

Quality of City Services

Focus Areas

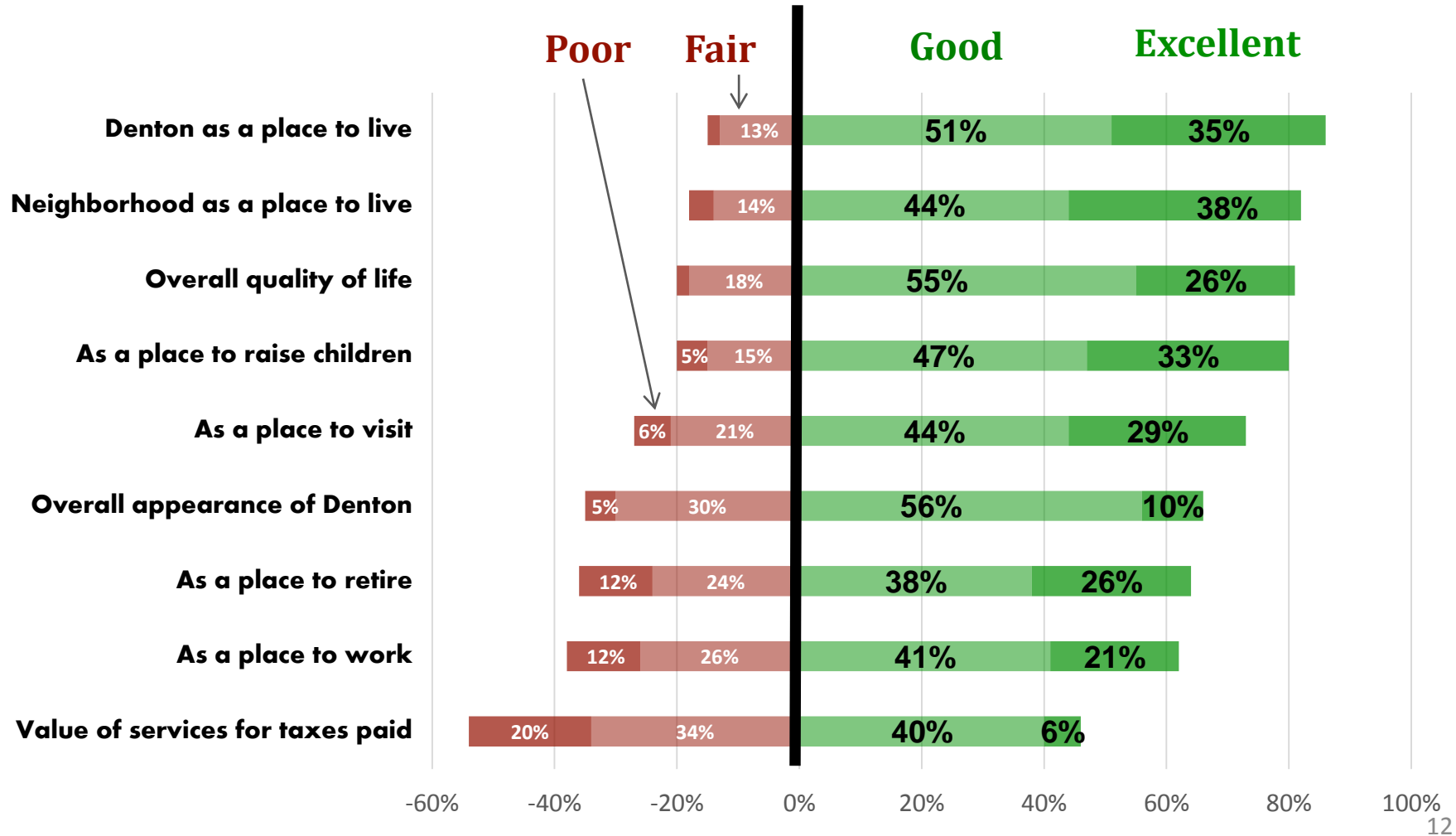
Government Performance

Quality of Life Characteristics in Denton

Q. Please rate each of the following aspects of quality of life in Denton.



9 out of **10** rated Denton as a place to live as excellent or good.



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

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%

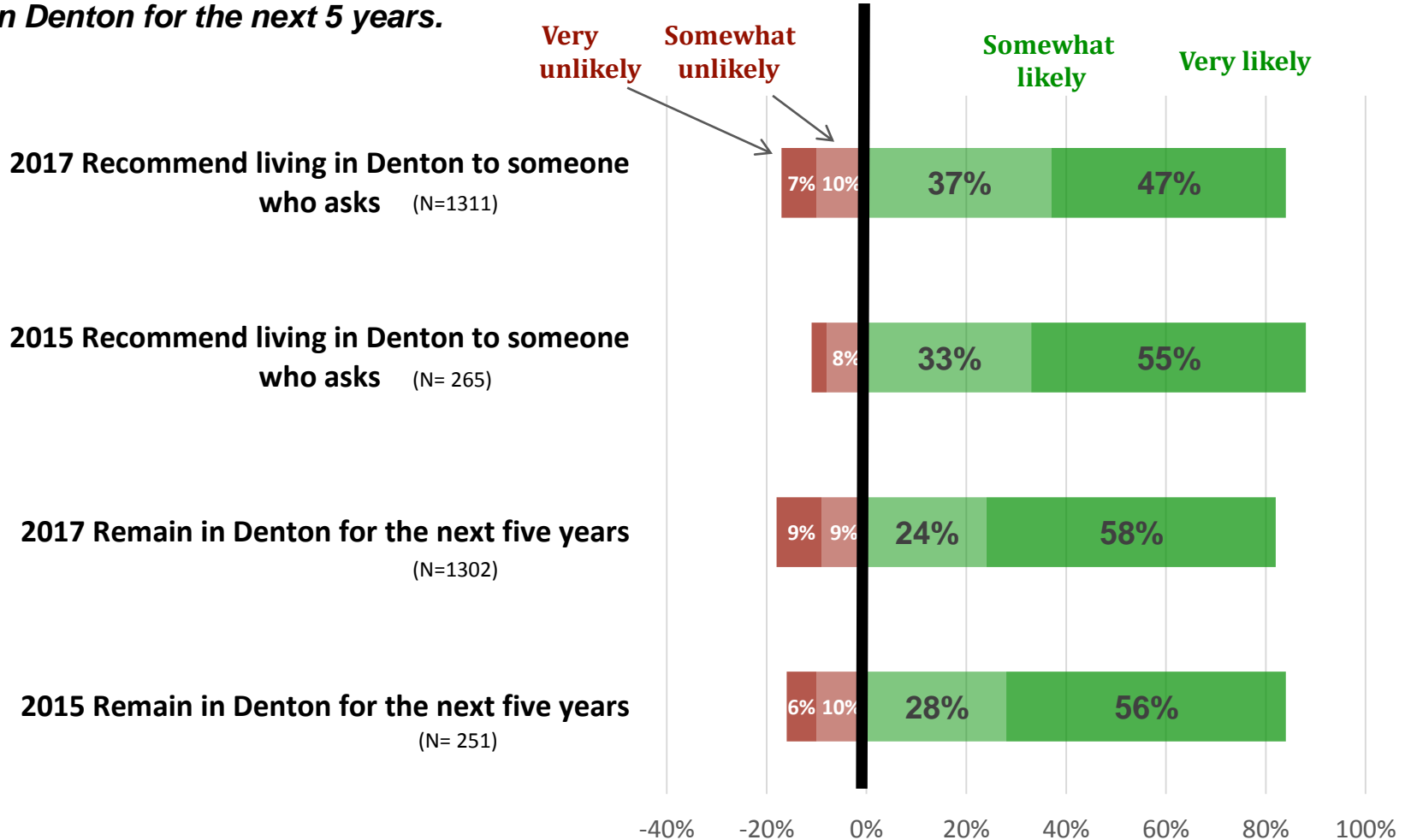
A majority of respondents rated the Denton as a place to live as excellent or good. These show consistent high ratings since 2015.

Quality of Life Characteristics in Denton



Q. Please indicate how likely or unlikely you are to do each of the following:

8 out of **10** respondents would recommend living in Denton, and **8** out of **10** plan to remain in Denton for the next 5 years.



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 (2015 question-city provided utility service) (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%

Activities in Denton

Watched/Attended Local Public Meeting

Activities in Denton

Q. In the last 12 months, about how many times, if at all, have you or other household members done these in Denton?



- The most frequent activities in Denton - 74% have frequently talked or visited with their neighbor, 55% have visited a park and 49% have done a favor for a neighbor.

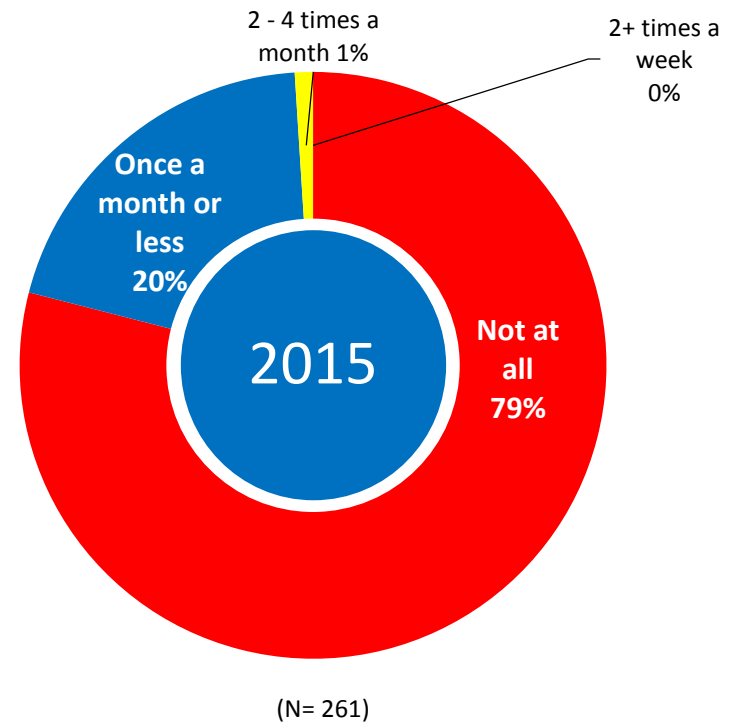
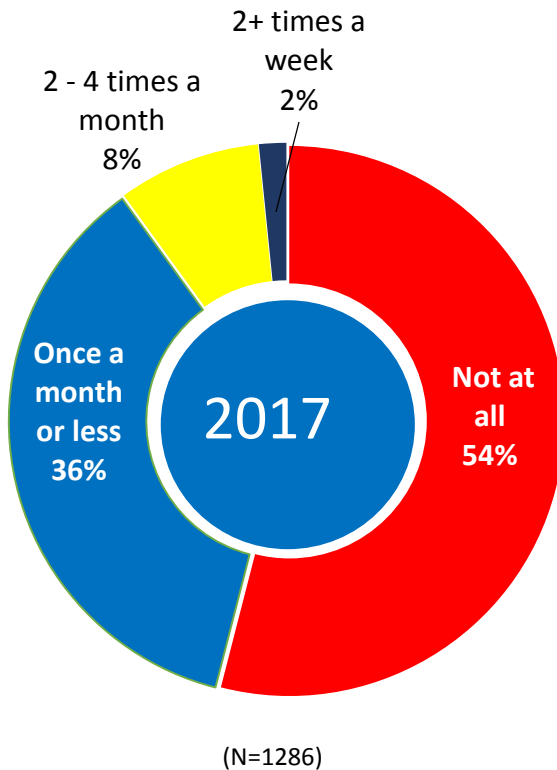
Activities in Denton	2 times a week or more	2 to 4 times a month	Once a month or less	Not at all
Talked or visited with your immediate neighbors (N=1286)	43%	31%	18%	8%
Visited a neighborhood or city park (N=1286)	23	32	35	10
Done a favor for a neighbor (N=1286)	21	28	36	15
Participated in religious or spiritual activities in Denton (N=1286)	20	19	15	46
Carpooled with other adults or children instead of driving (N=1286)	17	19	17	47
Walked or biked instead of driving (N=1286)	16	16	22	46
Volunteered your time to some group/activity in Denton (N=1286)	14	19	31	37
Used Denton public libraries or their services (N=1285)	13	28	34	25
Used Denton recreation centers or their services (N=1285)	12	18	35	35
Participated in a club (N=1286)	9	14	19	57
Used bus, rail, subway or other public transportation instead of driving (N=1286)	4	5	22	69
Attended a City-sponsored event (N=1285)	3	20	29	18

Attended Local Public Meetings

Q. Thinking about local public meetings (or local elected officials like City Council, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a public meeting?



- **More respondents have participated in a local public meeting in 2017 compared to 2015 (46% compared to 21% respectively who have attended).**

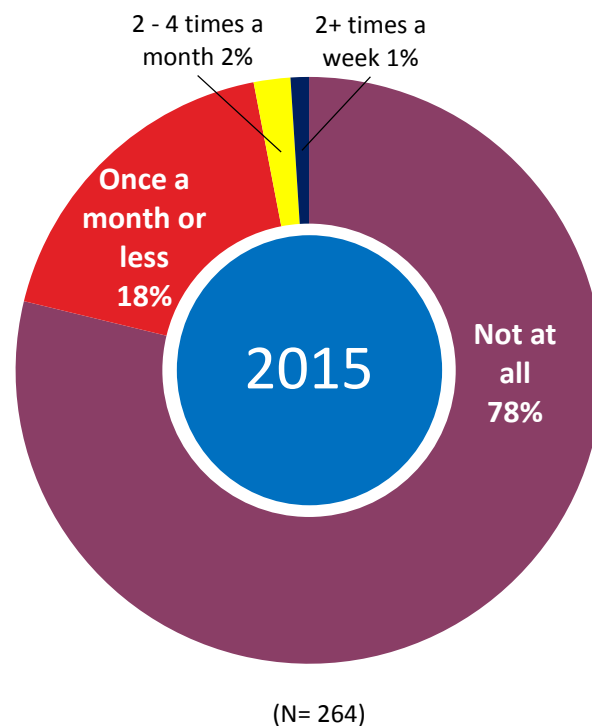
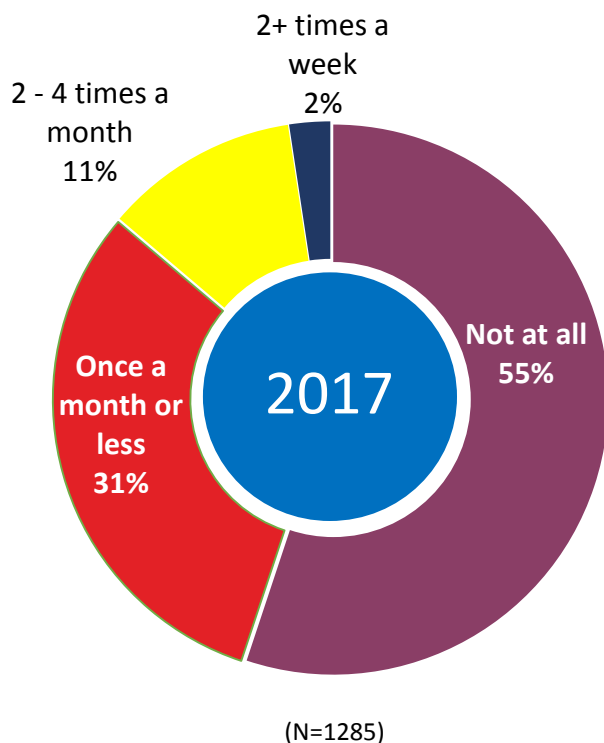


Watched (Online or on Television) a Local Public Meeting

Q. Thinking about local public meetings (or local elected officials like City Council, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a public meeting?

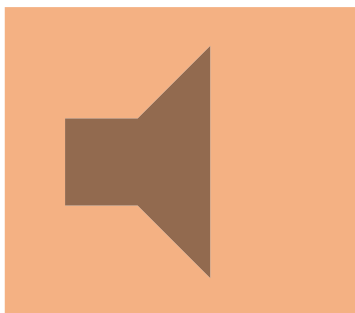


- More respondents have watched a local public meeting in 2017 compared to 2015 (45% compared to 22% respectively who have watched).





Communication

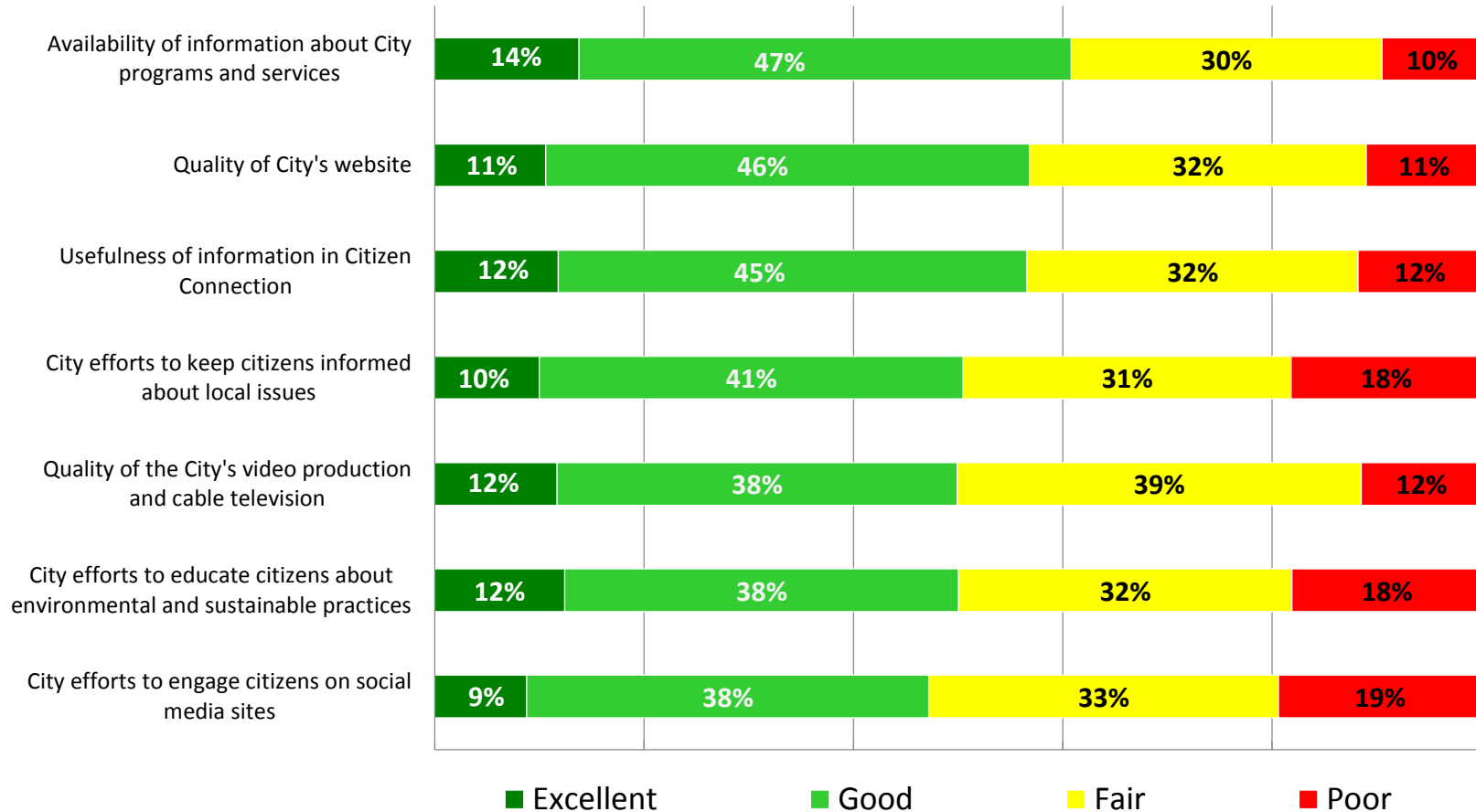


City Government Communication

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



- 47% to 61% of respondents reported the City does an excellent or good job of these City communication efforts.**



City Government Communication

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



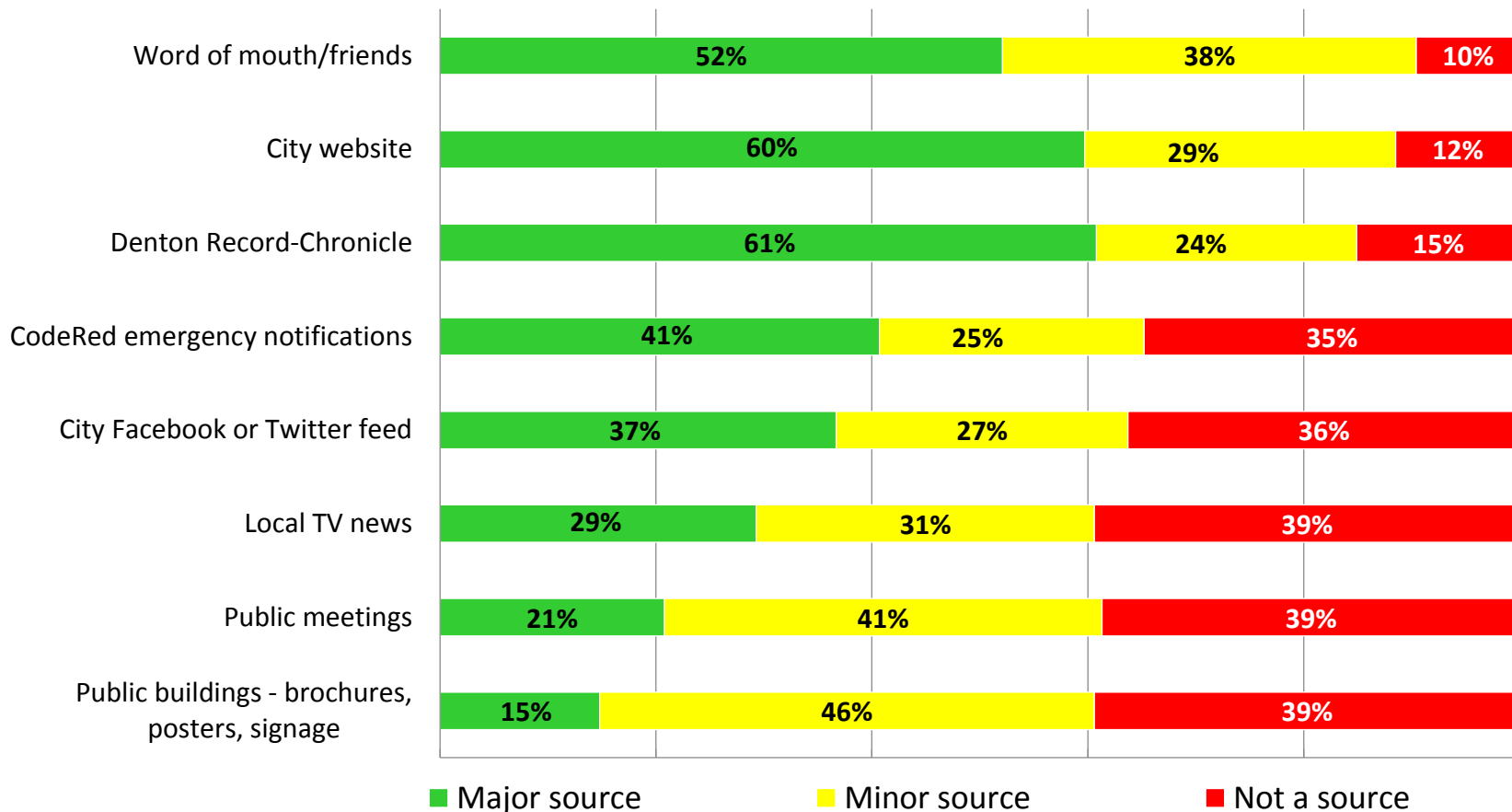
Communication Efforts	2017 Excellent/ Good	2015 Excellent/ Good	Change
The availability of information about City programs and services (N=1179)	61%	64%	-3%
Quality of the City's website (N=1112)	57	64	-7%
Usefulness of information in the Citizen Connection (utility bill insert) (N=950)	57	60	-3%
City 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%

Sources of City Government Communication

Q. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.

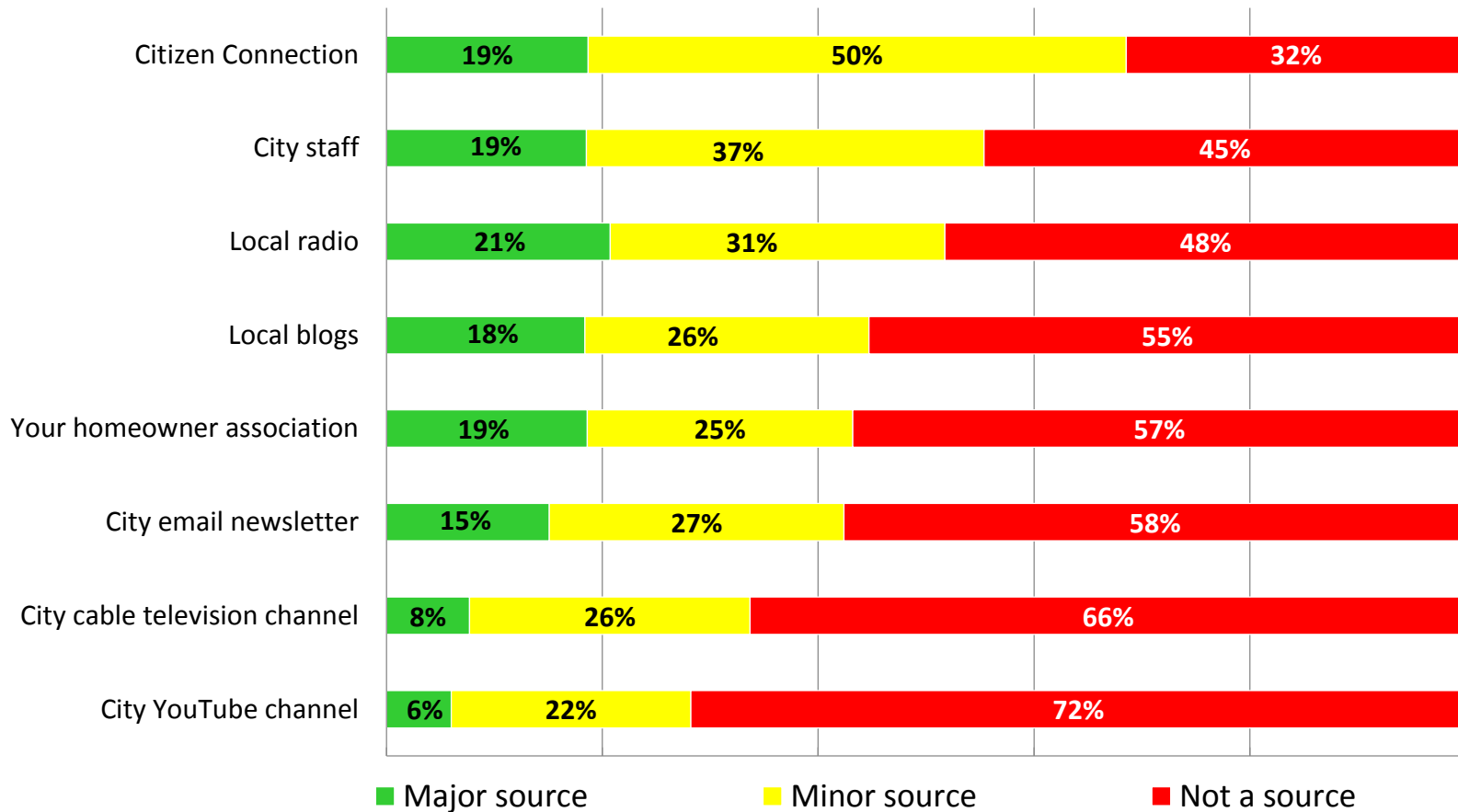


- Primary sources of City government communications are word of mouth, City website, Denton Record-Chronicle and CodeRed emergency notifications.



Sources of City Government Communication (continued)

Q. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.



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



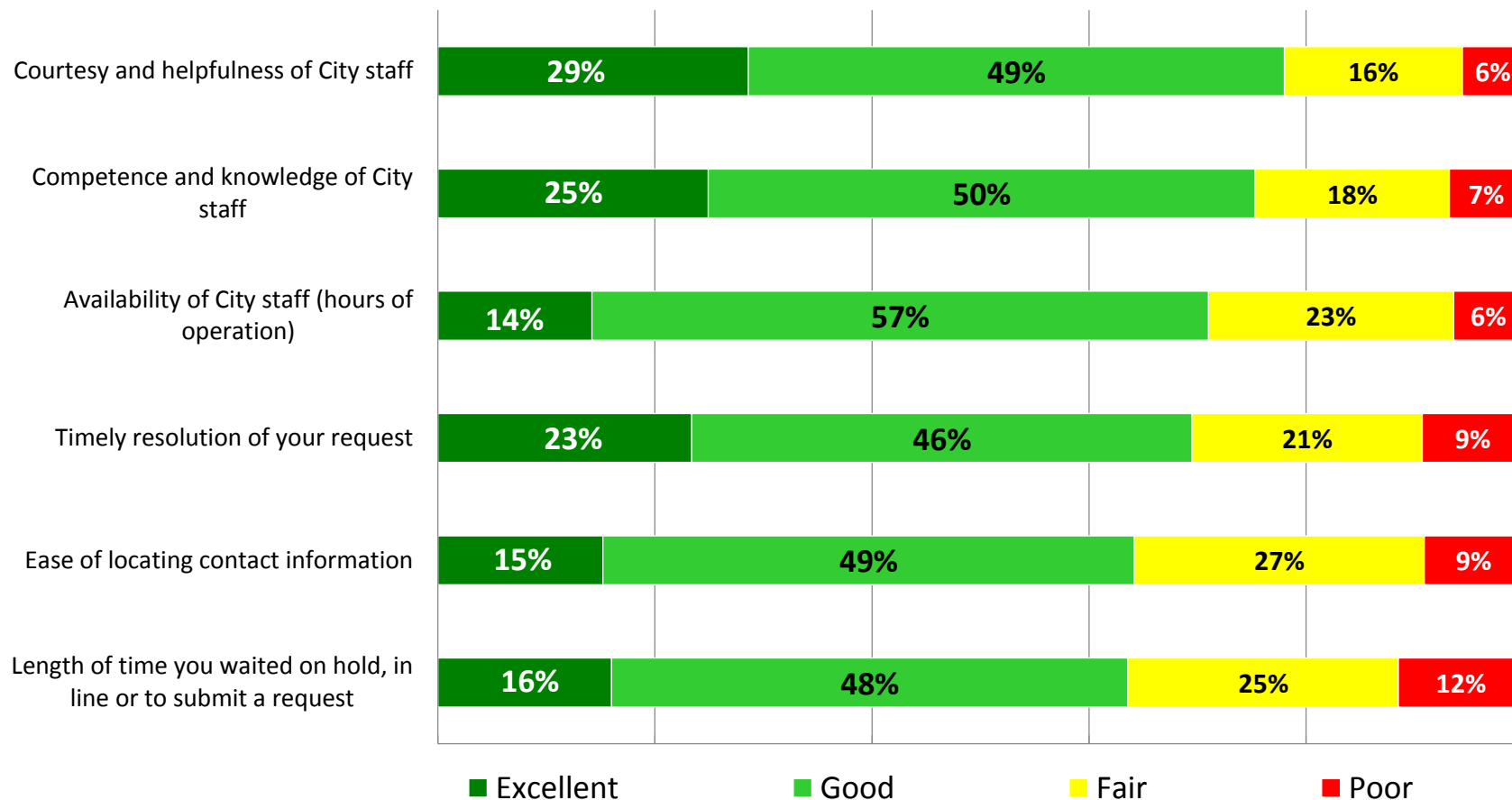
City Customer Service Performance

City Customer Service Performance

Q. Thinking about your most recent experience with the City of Denton, please rate your impression of the following categories of customer performance.



- 64% to 78% of respondents who had experience with the City of Denton rated their customer performance EXCELLENT or GOOD.**



City Customer Service Performance

Q. Thinking about your most recent experience with the City of Denton, please rate your impression of the following categories of customer performance.



City Customer Service Performance	2017 Excellent/ Good	2015 Excellent/ Good	Change
Courtesy and helpfulness of City staff (N=1089)	78%	81%	-3%
Competence and knowledge of City staff (N=1081)	75	77	-2%
Availability of City staff (hours of operation) (N=1072)	71	73	-2%
Timely resolution of your request (N=1038)	69	78	-9%
Ease of locating contact information (N=1130)	64	75	-11%
Length of time you waited (waiting on hold, waiting in line, etc.) to submit a request (N=980)	64	65	-1%

Preferred Method of Customer Service Interaction with City Employees

Q. Please indicate which of the following is your preferred method of customer service interaction with the City of Denton employees.

(N=1229)



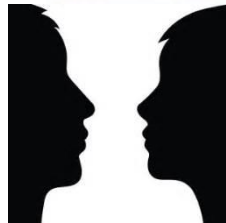
- Respondents primarily prefer telephone, email or face-to-face communication with City employees.



36% Telephone



27% Email



19% Face-to-face



5% Live chat via the City's website



5% Internet application



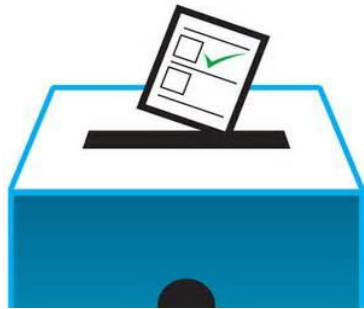
3% Social Media



3% Mobile Phone app



2% Fax or Mail



Vote in Municipal Election

Impact of Economy on Family Income

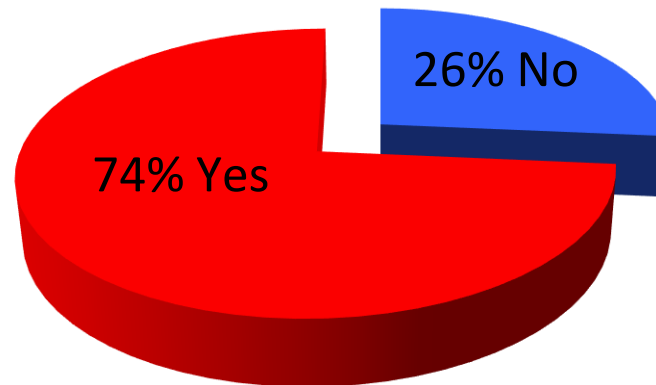
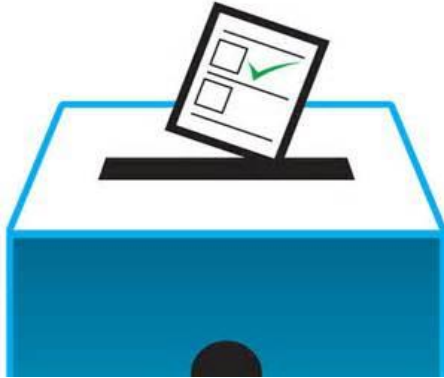
Vote in Previous Municipal Election

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.



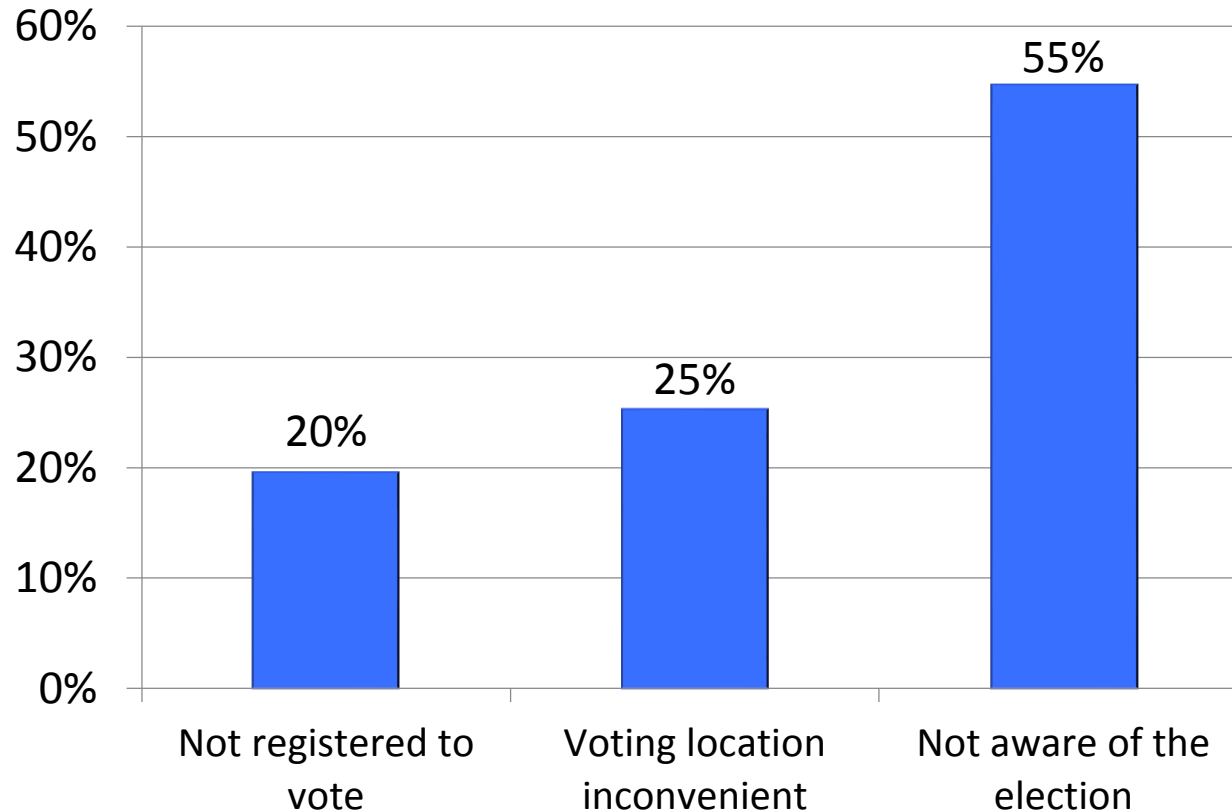
Vote in Previous Municipal Election

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.

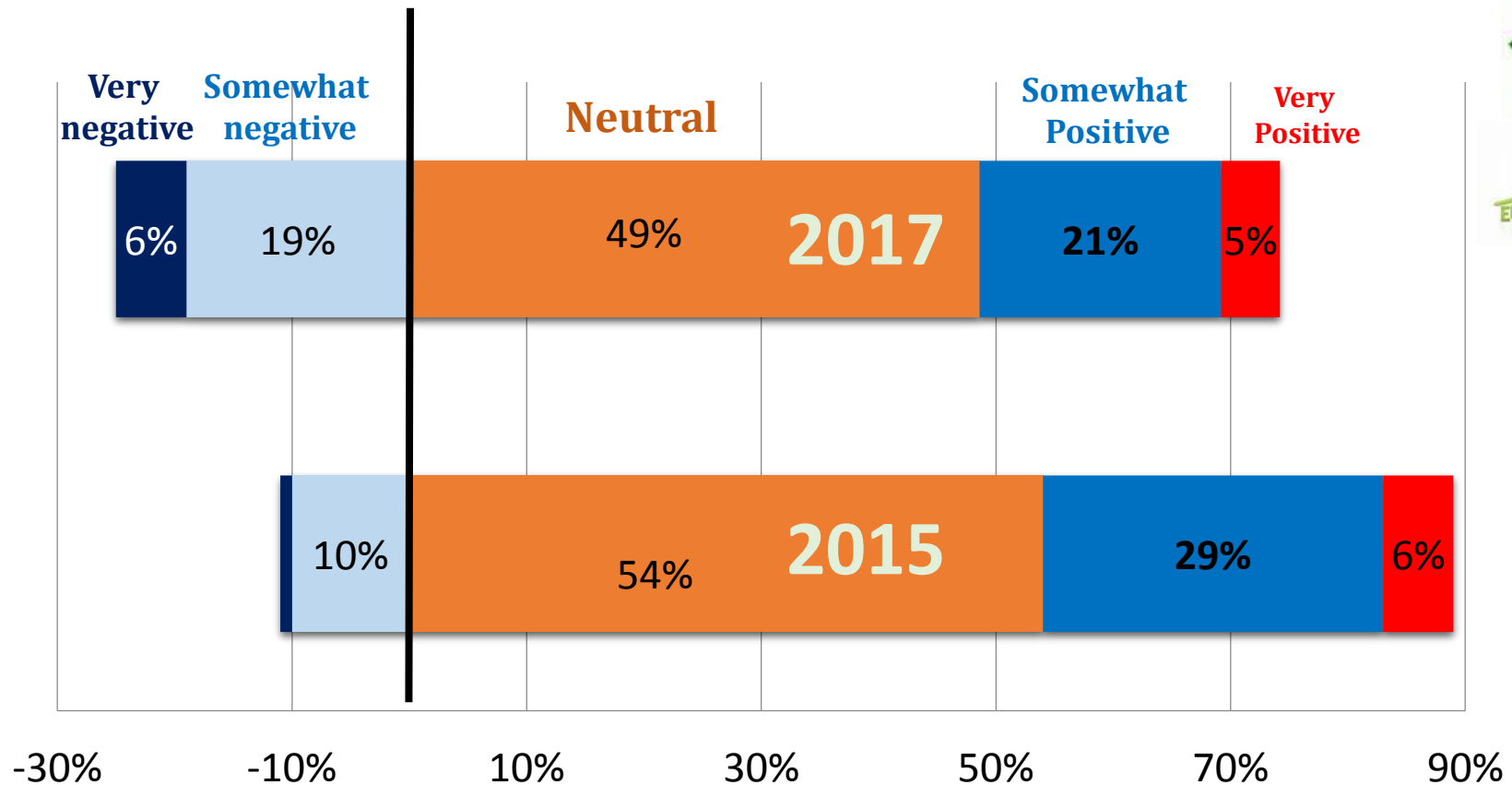


Economy

Q. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(N=1223)



- In 2017, 75% of respondents felt very positive, somewhat positive or neutral regarding the impact of the economy of their family income, compared to 89% in 2015.



Benchmark Data

Benchmark Data



- ✓ In order to provide Denton a reference of how the city is performing, benchmark data is presented for peer cities.
- ✓ These peer city municipal surveys were conducted from 2010 to 2017. The peer cities included are listed below:
 - ✓ College Station, TX 2016
 - ✓ Bryan, TX 2010
 - ✓ Austin, TX 2016
 - ✓ Plano, TX 2015
 - ✓ Garland, TX 2015
- ✓ These cities could not be added:
 - ✓ Lubbock, Waco, San Angelo and Abilene have not conducted citizen surveys.
 - ✓ Frisco conducted their last citizen survey in 2006.
- ✓ In some cases not all cities listed above are included in the benchmark averages because some questions were not included in each municipal survey.

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.

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.

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



Respondent Demographics



Do you attend the University of North Texas or Texas Woman's University?

Neither
91%

7%

UNT[®]
UNIVERSITY
OF NORTH TEXAS[™]

2%



Respondent Demographics

Which do you consider your primary telephone?



80% Cell phone



9% Landline



+

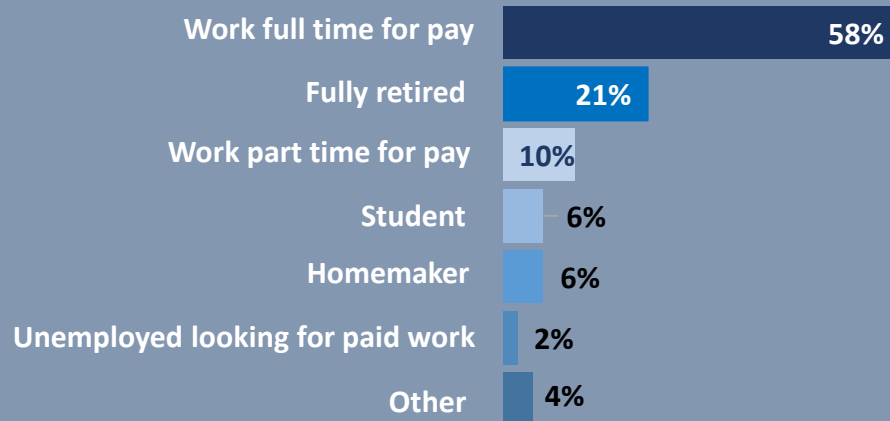


11% Both

Respondent Demographics

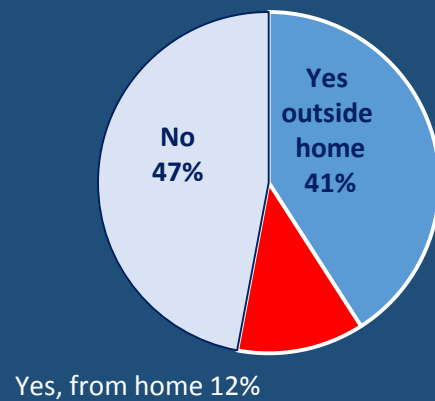


Employment Status



Percentages will add to more than 100% due to multiple answers

Do you work inside the City limits of Denton?

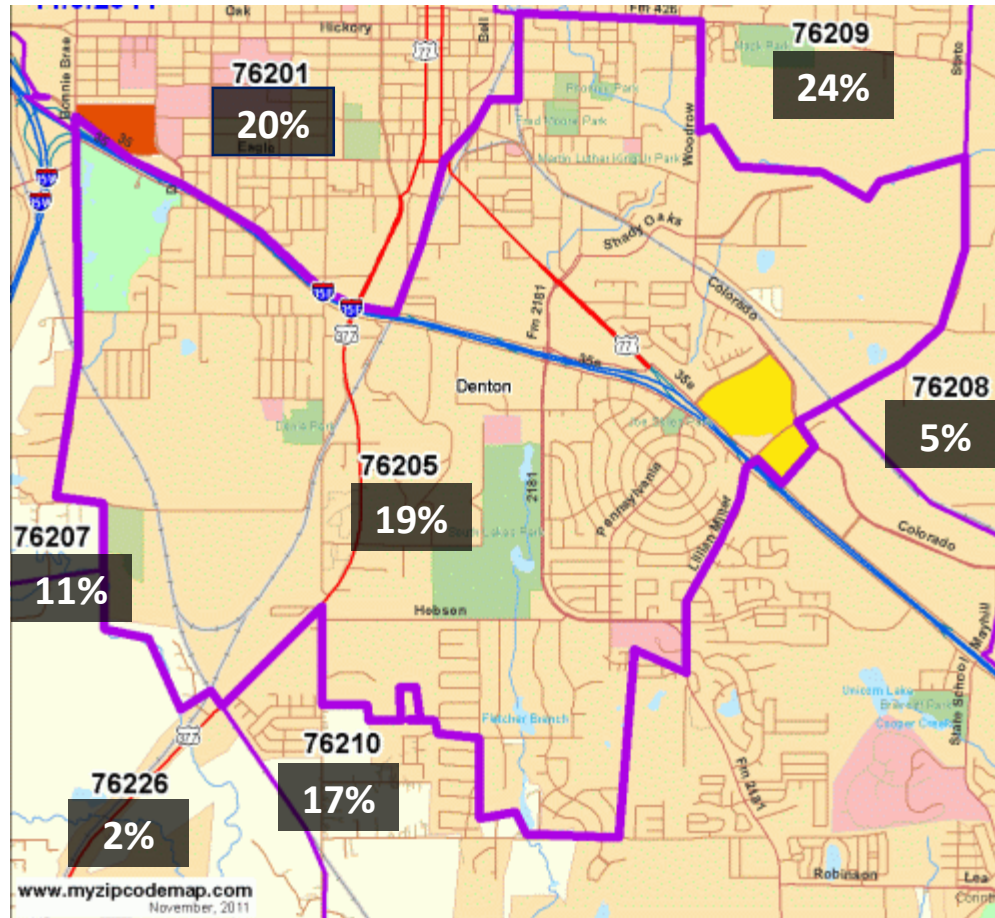


Respondent Demographics



What is your home zip code?

Other zip codes
2%

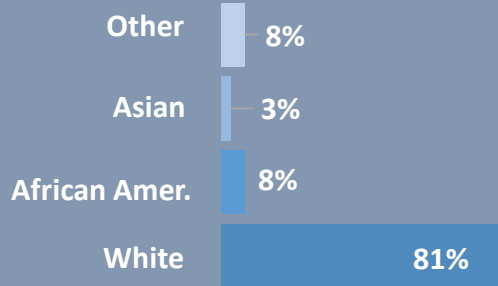


Source: National Service Research survey of 1,329 Denton citizens – June 2017

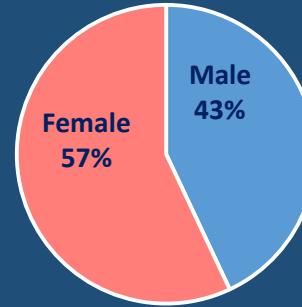
Respondent Demographics



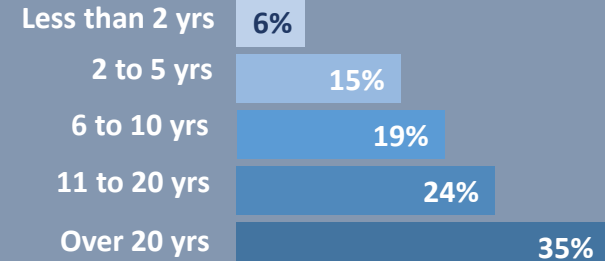
Race



Gender

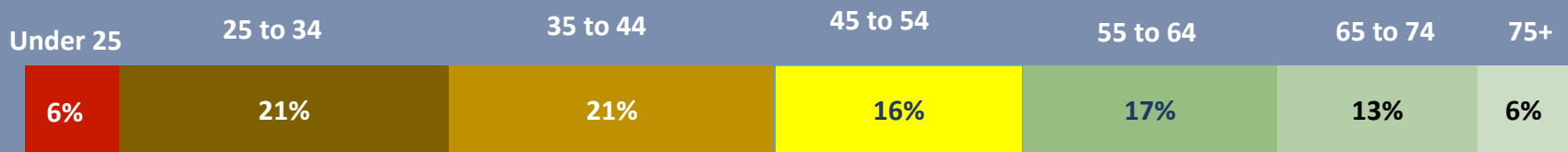


Length Lived in Denton



16% of respondents reported they are Spanish, Hispanic or Latino.

Respondent Age – Mean years of age 47.7



25% of respondents reported they or other household members are age 65 or older

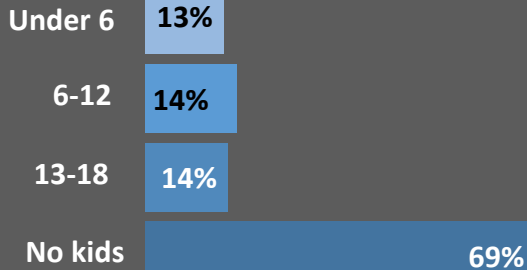
2015 Actual Mean Age 54.3, weighted mean age 42.8

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

Respondent Demographics

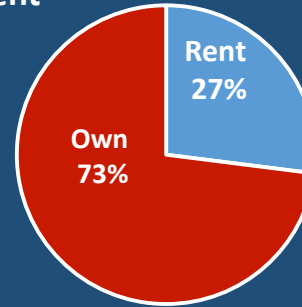


Age Groups of Children

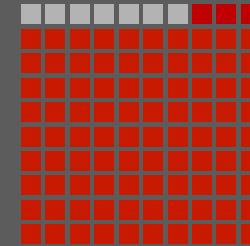


Percentages will add to more than 100% due to multiple answers

Own/Rent



Housing Type



75%
Live in
a single
family
home

2017 Household Income— Mean \$95,820

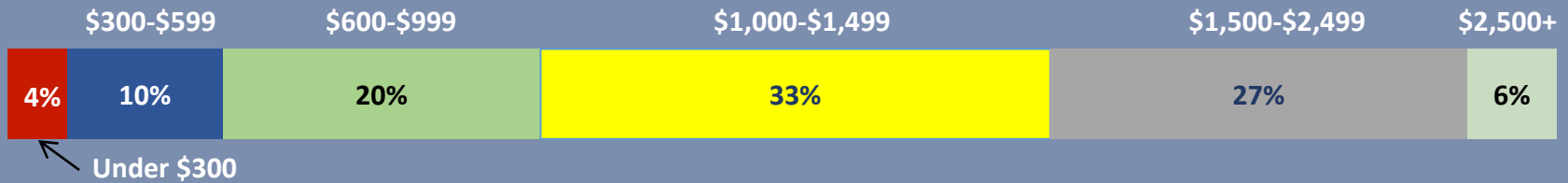


2015 Mean Income \$64,380

Respondent Demographics



Monthly Housing Cost – Mean cost \$1,362



2015 Mean Housing Cost \$1,059



Highlights

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%)

84% would recommend living in Denton to someone who asks

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

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

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

National Service Research

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National Service Research (NSR), founded in 1989, is a full-service market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR's owner and founder, Andrea Thomas, over thirty-five years of professional market research experience.