



# 2019 Farmers Branch Resident Satisfaction Survey



NATIONAL  
SERVICE  
RESEARCH

MARKET RESEARCH

# Situational Context: 2019 Resident Satisfaction Survey

- Our population is estimated to be over 40,000 and growing towards 50,000+ in the next 5 years
- Multiple major developments are underway that will bring more retail, restaurants, and residents to Farmers Branch
- Multiple service level adjustments were made within 6 months of the Resident Satisfaction Survey
  - Recreation Center: towel policy, process adjustment
  - Branch Connection: fees/renaming
  - Room rental policy
  - Special Events: Skating Under the Stars, Twilight Market
  - Bulk policy (affects Sustainability and Code Enforcement)
- Library bond was underway

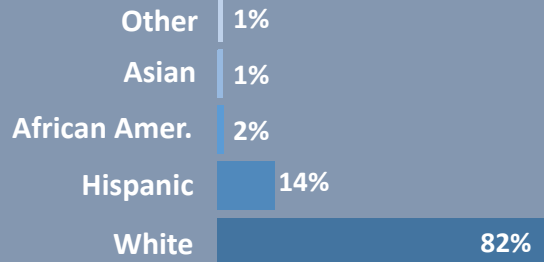


# Methodology

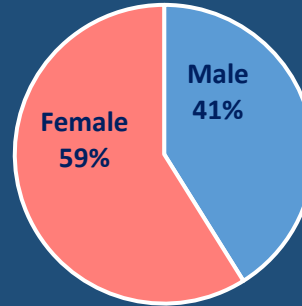
- ✓ The survey was available online. Residents were informed about the survey through a multifaceted approach:
  - Direct emails to everyone on the City email lists
  - Direct mail to every residence in Farmers Branch
  - Website presence
  - Social media presence
  - Branch Bulletin article
  - City Manager reported the survey during the City Manager's Report at City Council
- ✓ The survey was launched April 2 and the survey cut-off date was May 13, 2019.
- ✓ A total of 1,130 responded to the online survey and 4 mailed in a survey. The margin of error of this sample size (1,034) at a 95% confidence level is plus or minus 3.2%.

# Respondent Demographics

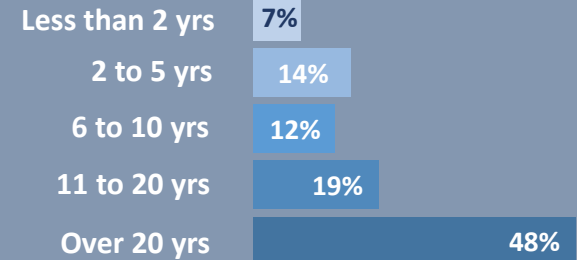
## Race



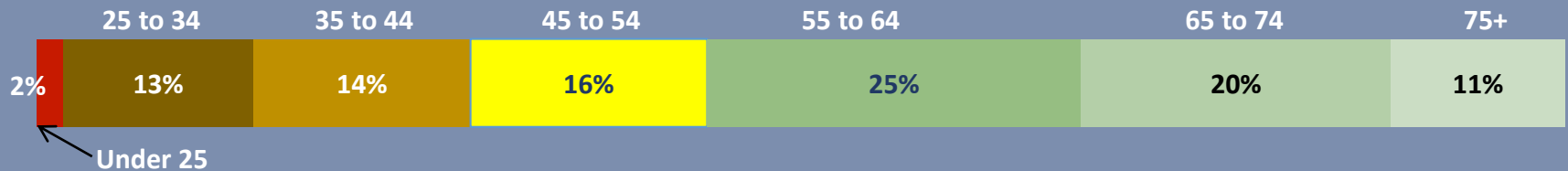
## Gender



## Length Lived in Farmers Branch

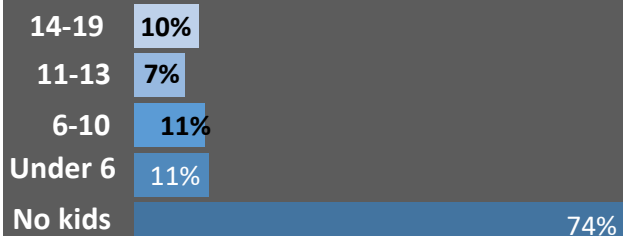


## Respondent Age – Mean 55.5 years of age

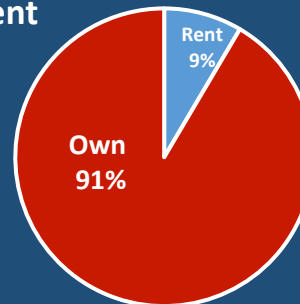


# Respondent Demographics

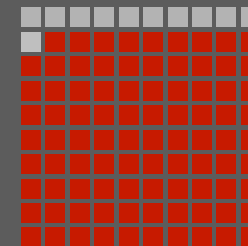
## Age Groups of Children



## Own/Rent

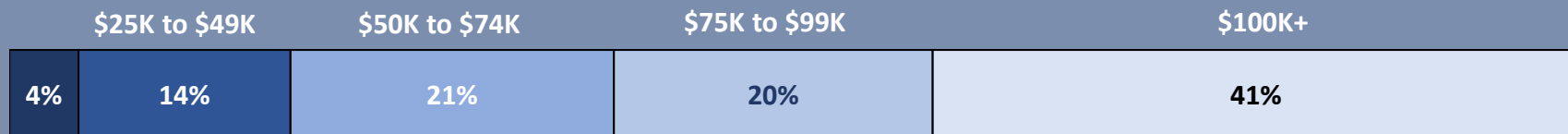


## Housing Type



**91%**  
Live in  
a single  
family  
home

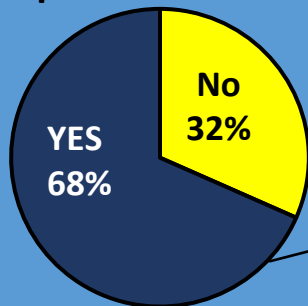
## Household Income– Mean \$87,380



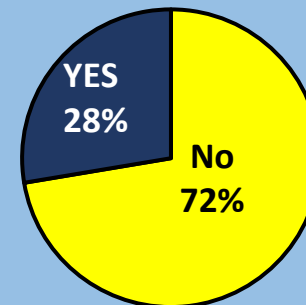
Under \$25K

# Respondent Demographics

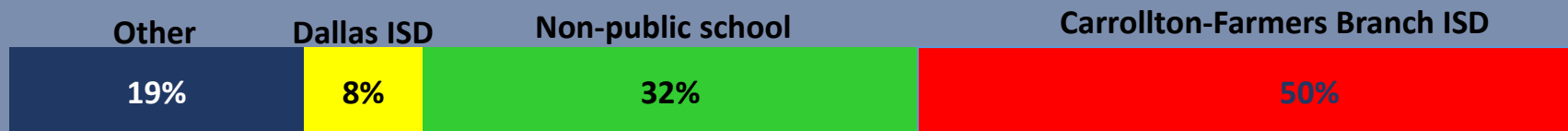
Work full or part time?



If work, do you work in Farmers Branch?



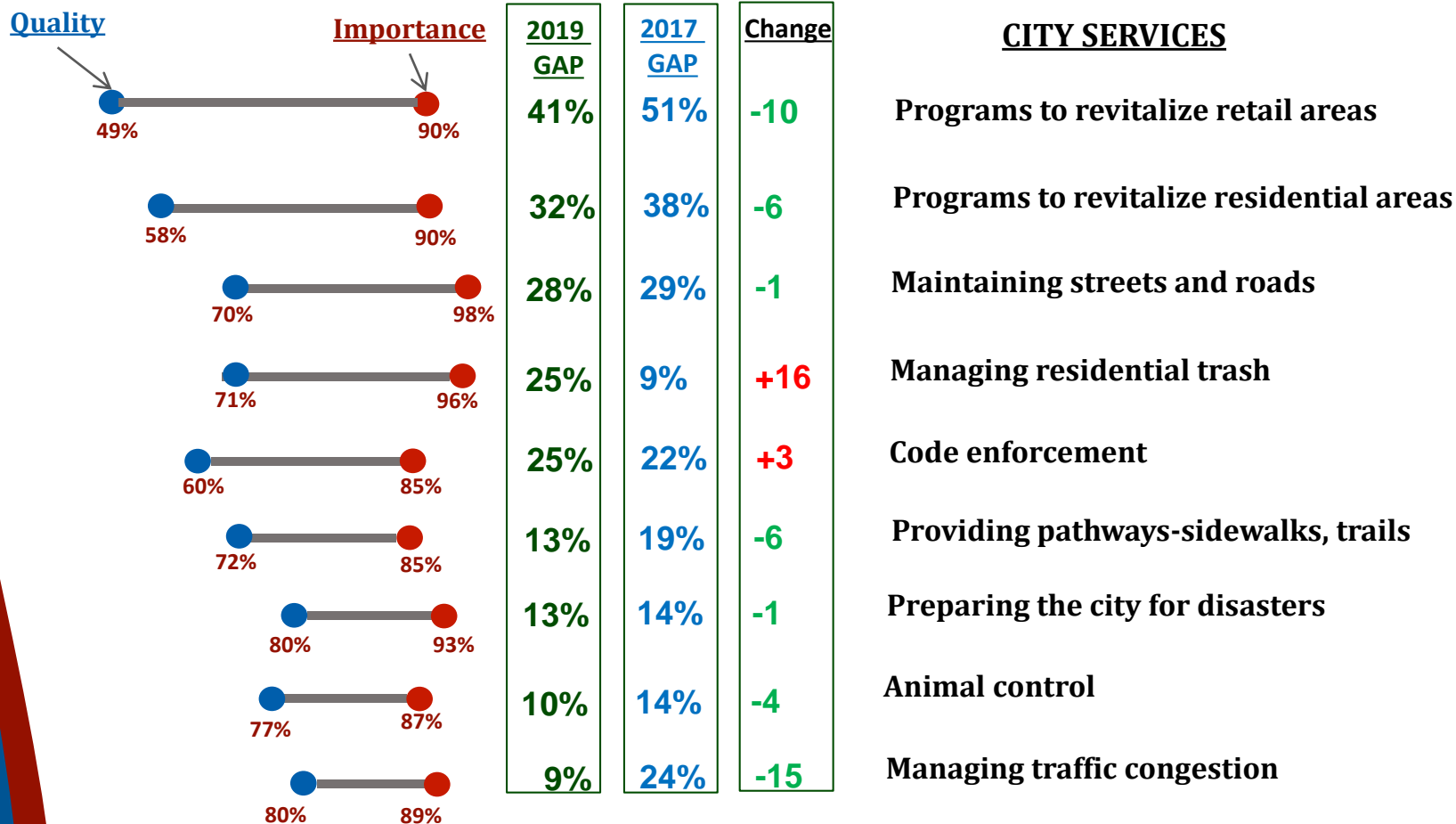
Where do your children attend school? (Respondents with school aged children N=250)



# THE GAP – City Service Importance vs. Quality Rating

## Largest Gaps (High Importance and Lower Quality)

Q. How IMPORTANT are these city services? Q. How would you rate the QUALITY of these City of Farmers Branch Services?



# THE GAP – City Service Importance vs. Quality Rating

## Smallest Gaps (High Importance and High Quality)

Q. How IMPORTANT are these city services? Q. How would you rate the QUALITY of these City of Farmers Branch Services?

	<div> <div>Quality</div> <div>Importance</div> </div>	2019 GAP	2017 GAP	Change	CITY SERVICES
Gap scores meet the City's goal of 5% points	<div> <div>77%</div> <div>82%</div> </div>	5%	-6%	+11	Curbside recycling
	<div> <div>94%</div> <div>98%</div> </div>	4%	3%	+1	Providing police services
	<div> <div>92%</div> <div>95%</div> </div>	3%	5%	-2	Maintaining appearance of parks, landscapes, and facilities
	<div> <div>97%</div> <div>99%</div> </div>	2%	2%	0	Providing fire, rescue and EMS services
Quality Rating exceeds Importance Rating	<div> <div>77%</div> <div>81%</div> </div>	-4%	-8%	+4	Senior citizen services
	<div> <div>72%</div> <div>80%</div> </div>	-8%	-10%	+2	Special community events
	<div> <div>70%</div> <div>81%</div> </div>	-12%	-7%	-5	Providing a variety of recreation programs
	<div> <div>71%</div> <div>84%</div> </div>	-13%	-5%	-8	Library services

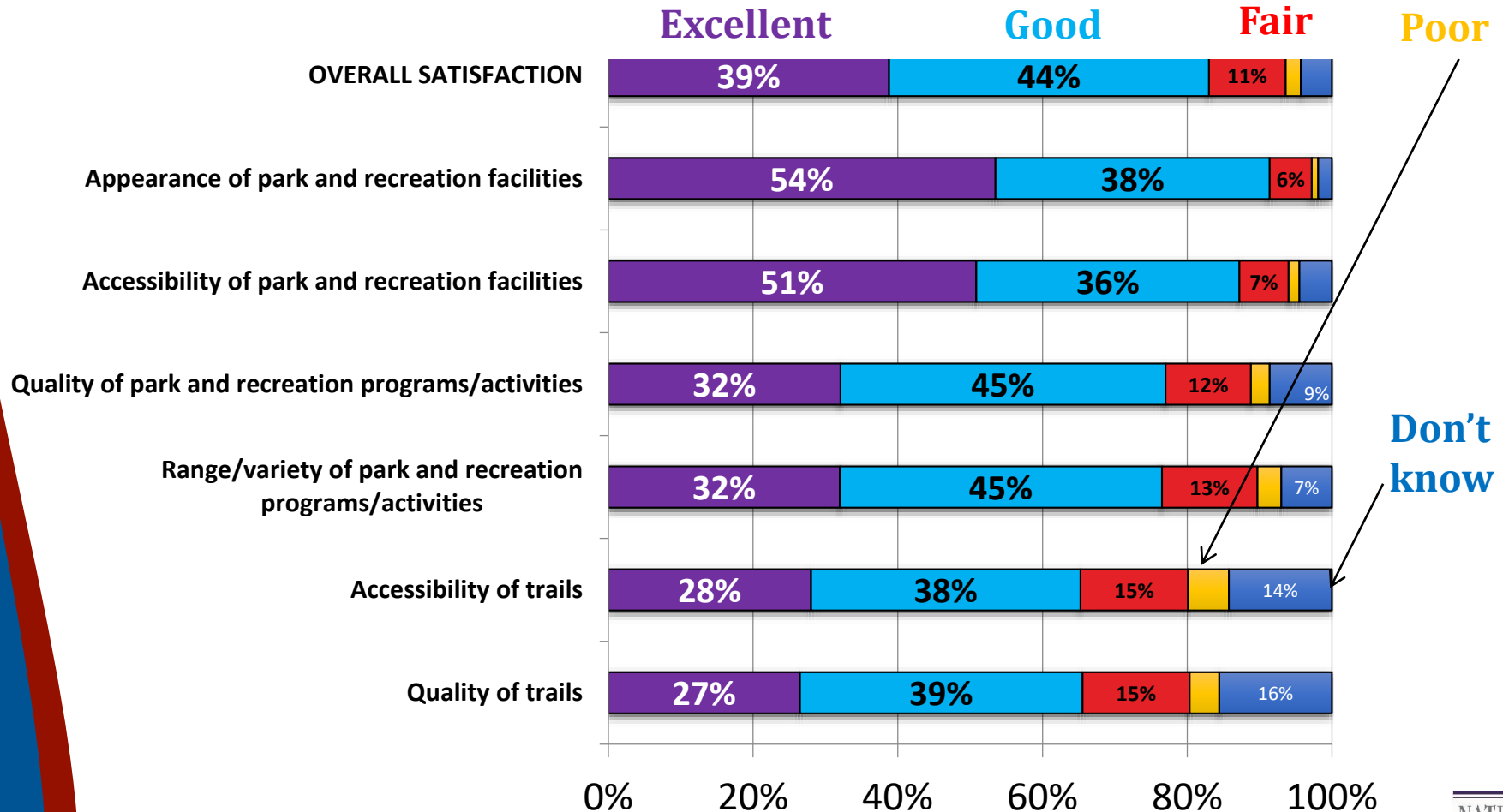




# Parks and Recreation

## Q. How would you rate the following for Farmers Branch?

- A majority (83% compared to 88% in 2017, and 86% in 2014) of respondents rated their overall satisfaction with parks and recreation as excellent or good.

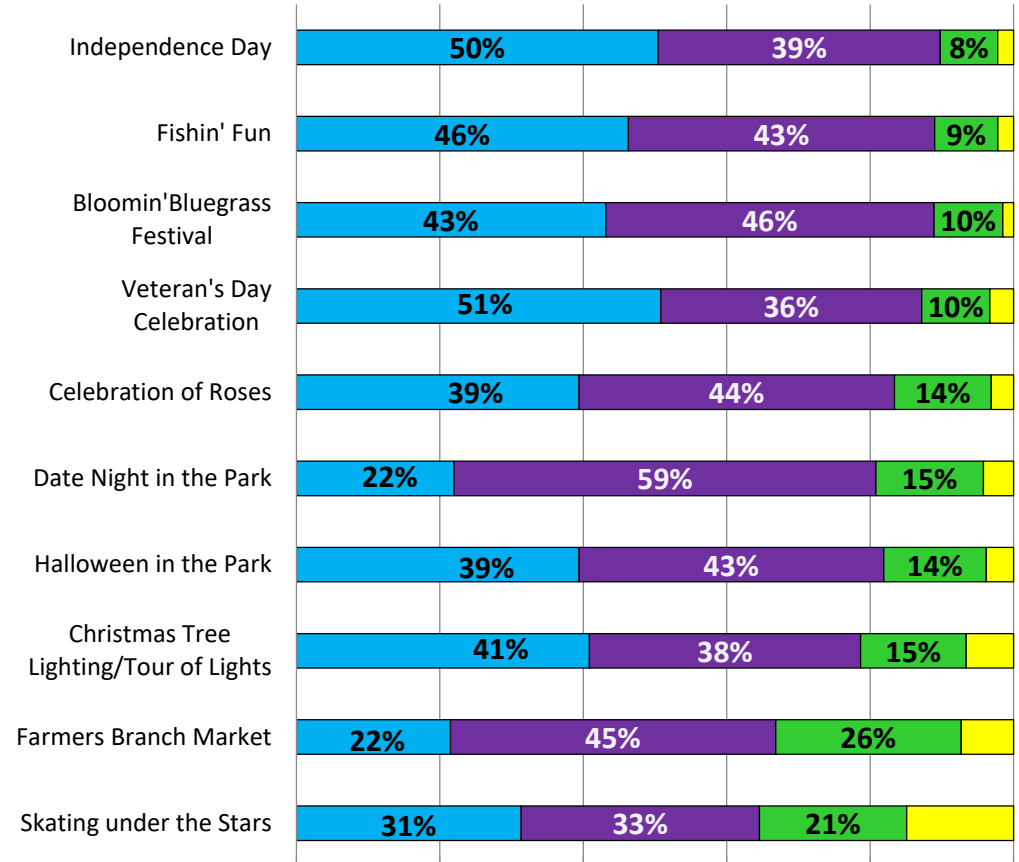


# Special Events

**Q. As a resident, please rate your experience at the special events you attended in the past 12 months.**

- A majority of respondents rated the events they attended as excellent or good.
- Ratings are presented for those who attended each event and exclude non- attendees.
- Percentage of respondents who attended special events is listed below.

	<u>2019</u>	<u>2017</u>
□ Farmers Branch Market	61%	-
□ Christmas Tree Lighting	48%	60%
□ Independence Day	43%	45%
□ Bloomin Bluegrass	26%	34%
□ Skating Under the Stars	26%	-
□ Halloween in the Park	28%	26%
□ Veteran's Day	23%	22%
□ Celebration of Roses	19%	21%
□ Fishin' Fun`	22%	17%
□ Date Night in the Park	20%	19%

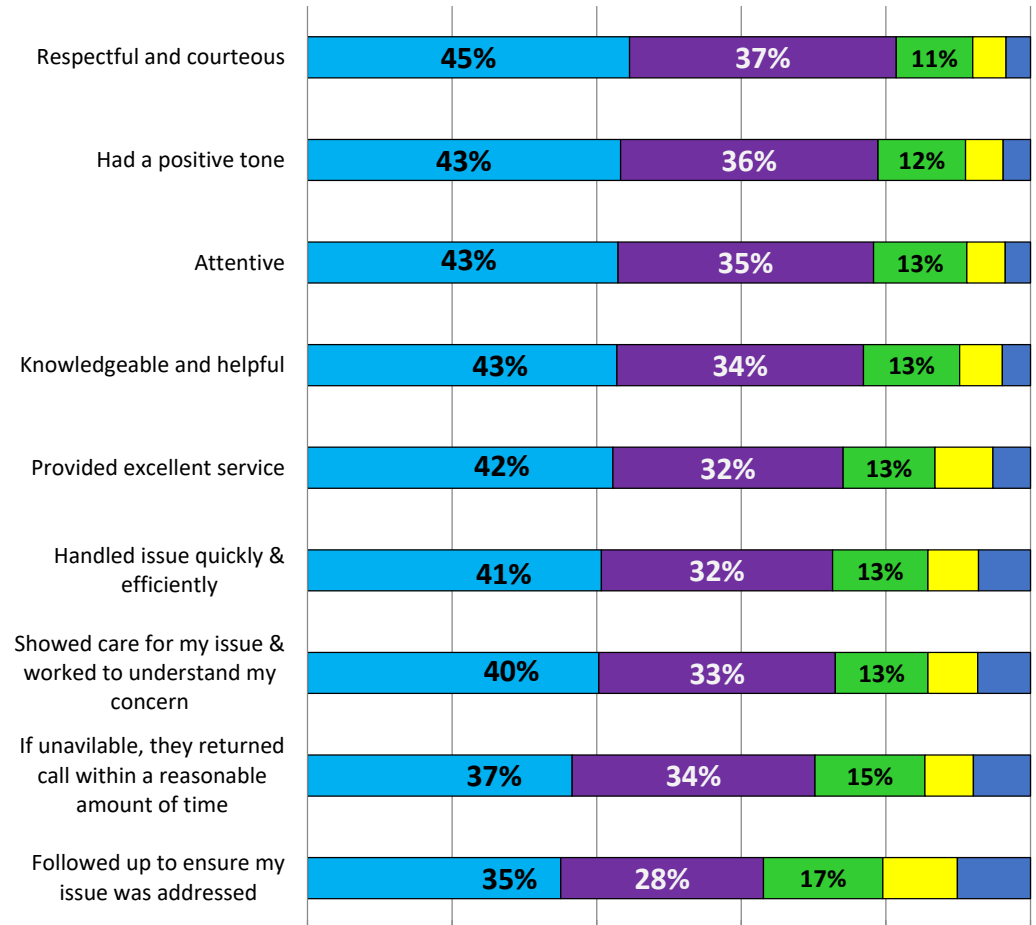


■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 11

# City Staff

**Q. Please rate your agreement with the following statements about your contact with City employees.**

- 81% of respondents reported they had contact with a City employee.
- 82% of respondents reported the City employees were respectful and courteous.

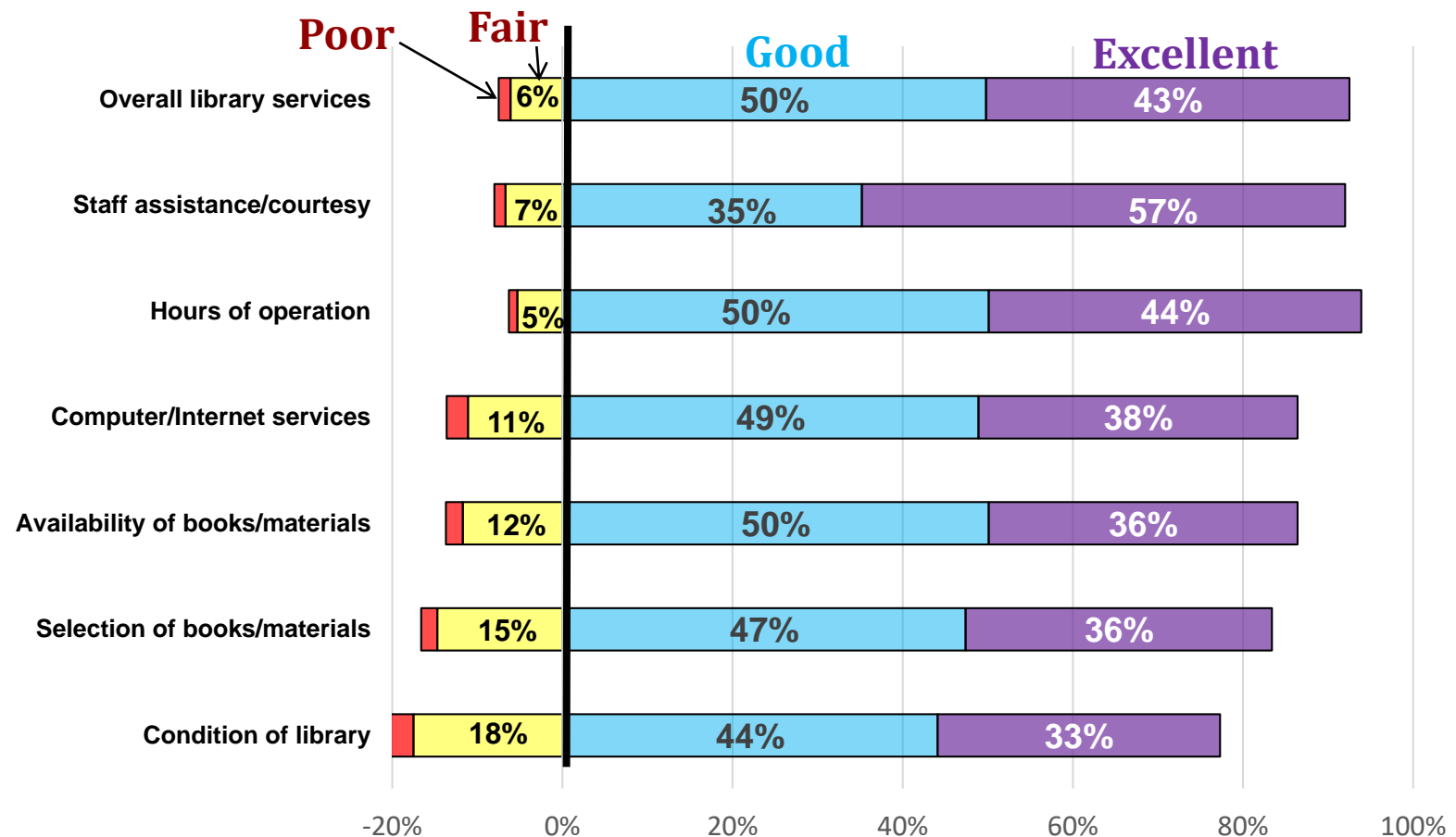


■ Strongly Agree 
 ■ Agree 
 ■ Neutral 
 ■ Disagree 
 ■ Strongly Disagree 
 12

# Library

## Q. How would you rate the library for:

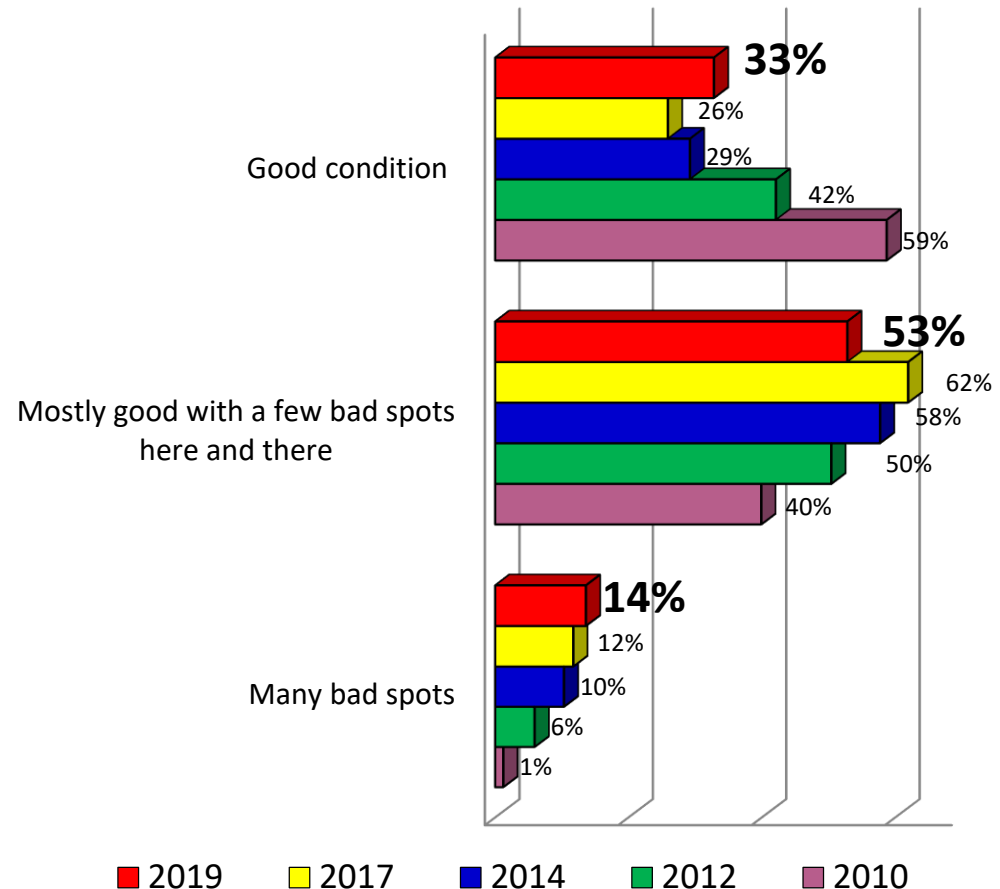
- **62% ( 60% in 2017)** of respondents have used the Manske Library or its services during the past 12 months.
- Among library users, 77% to 94% (compared to 84% to 93% in 2017) rated these library characteristics as excellent or good.



# Streets

## Q. How would you rate the condition of streets and roads in YOUR NEIGHBORHOOD?

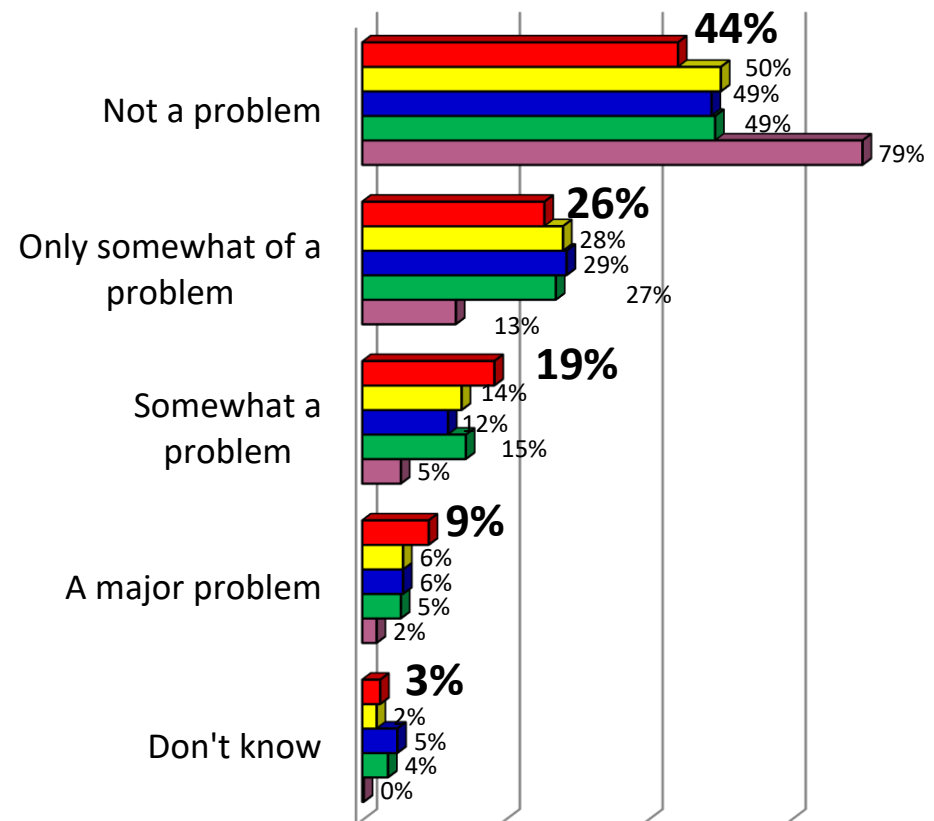
- 33% of all respondents said the streets in their neighborhood are in good condition, a decrease over the past survey results. An increase of 5% since 2017.
- 53% said they are mostly good but there are a few bad spots.
- 14% (12% in 2017) said there were many bad spots.



# Code Enforcement

## Q. To what extent are tall weeds/grass, abandoned vehicles, graffiti and dilapidated buildings current a problem in YOUR NEIGHBORHOOD?

- 44% of respondents said that tall weeds/grass, abandoned vehicles, graffiti and dilapidated buildings were not a problem in their neighborhood.
- 19% reported they are somewhat a problem, a 5% increase over 2017 results.
- General comments about Code Enforcement:
  - Great job, keep up the good work, prompt
  - Codes are not enforced quickly or uniformly
  - Too strict at times
  - Quicker response
  - More proactive
  - Abandoned cars, weeds/grass, trash, number of vehicles per home, and too many cars parked on street
  - Tall weeds/grass/trash, dilapidated fences in alleys

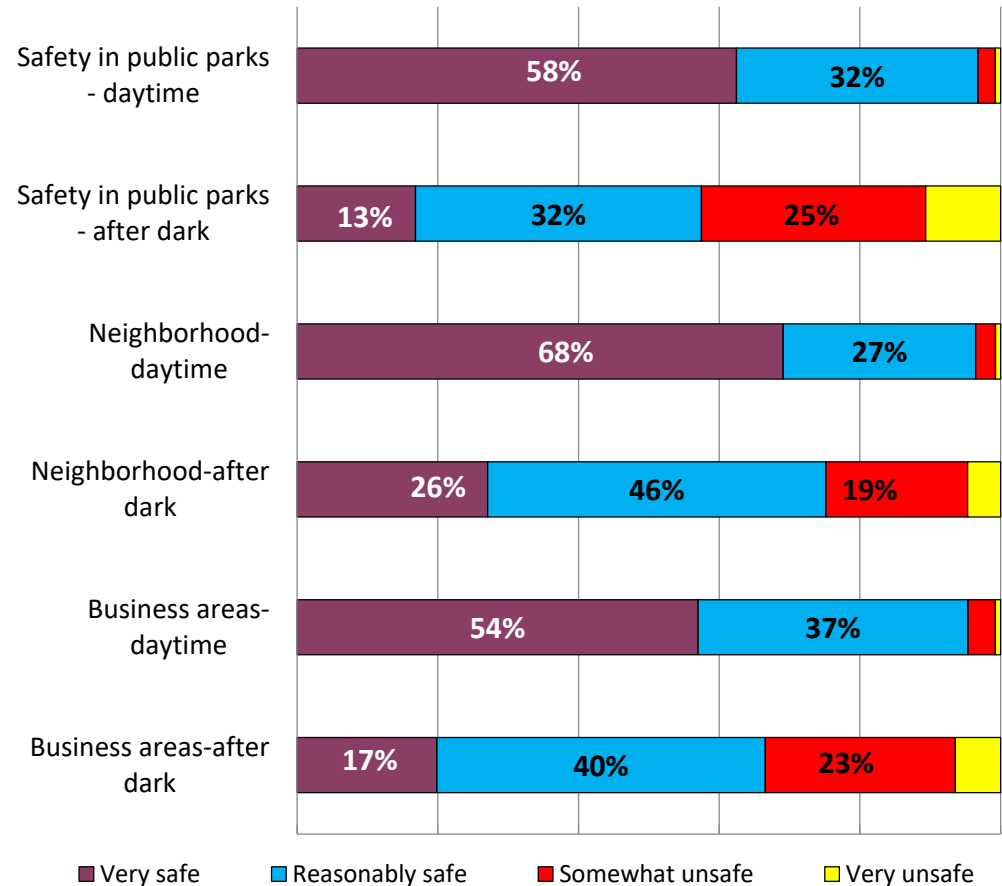


■ 2019 ■ 2017 ■ 2014 ■ 2012 ■ 2010 15

# Safety

## Q. How safe do you feel walking alone:

- A majority of residents feel safe or reasonably safe in public parks, their neighborhood and business areas during the daytime.
- These findings are consistent with past surveys conducted in 2010, 2012, 2014 and 2017.





# Crime

**Q. During the past 12 months, were you or anyone in your household the victim of any crime in the City?**

**Q. Did you or a member of your household report this to Police?**



9% (8% in 2017) of respondents said they were a victim of a crime.

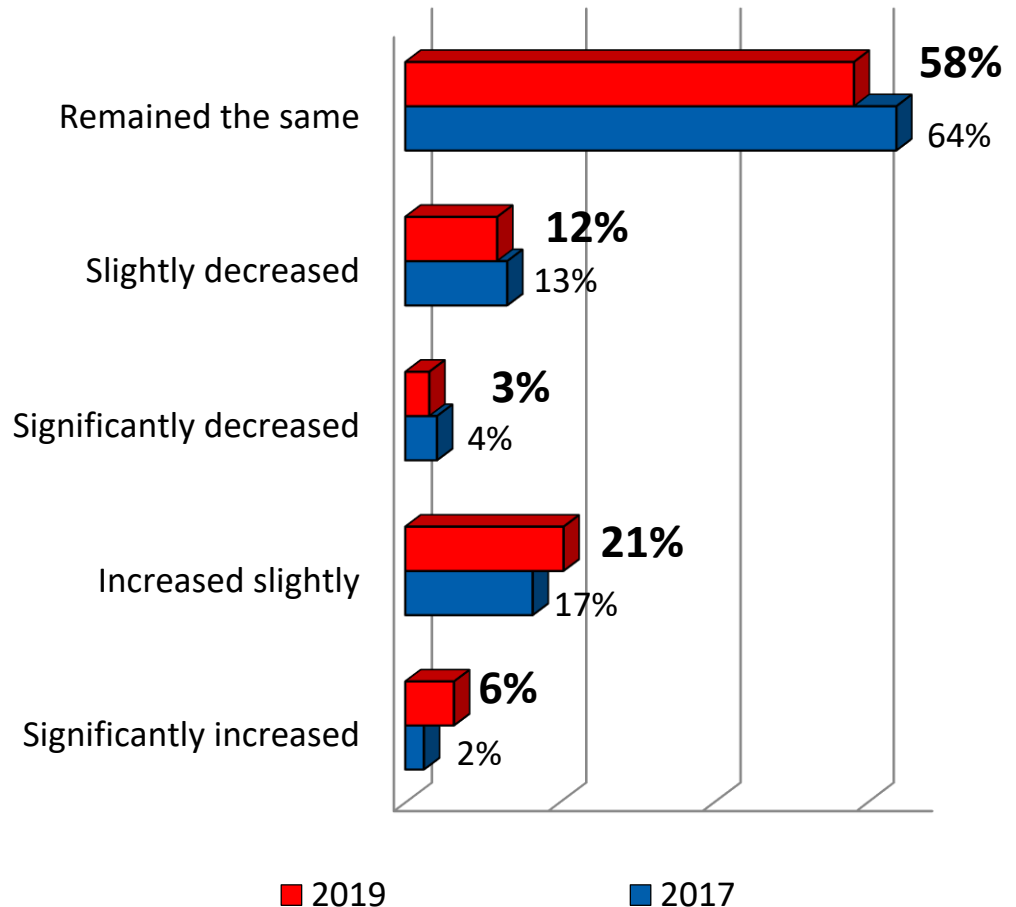


80% (82% in 2017) reported the crime to police.



# Serious Crime

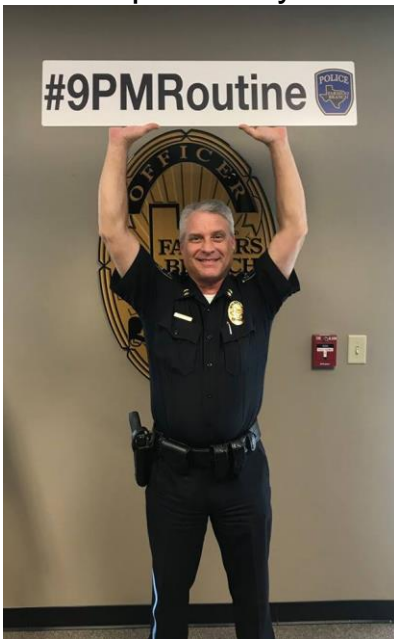
Q. What is your perception of serious crime in Farmers Branch within the past year?



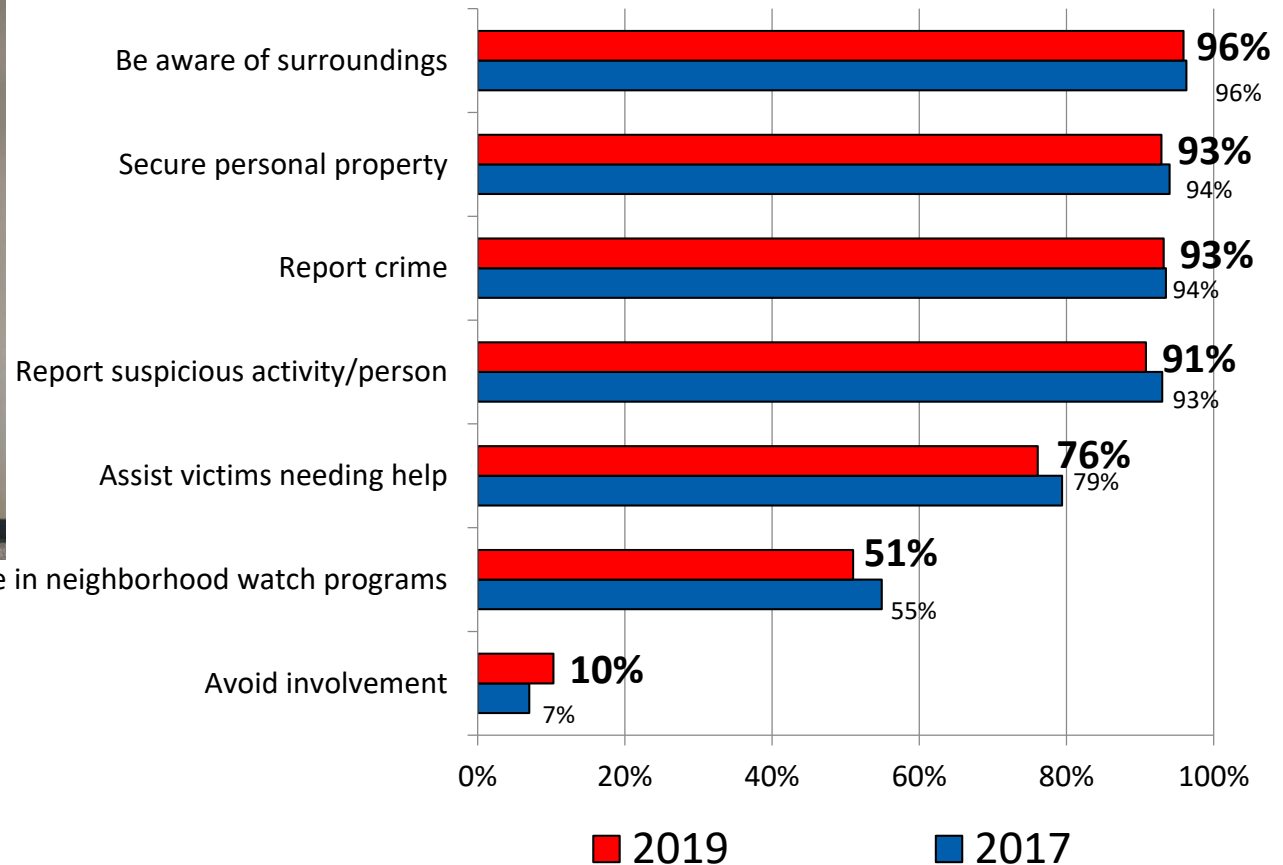
# Addressing Crime

**Q. Which if anything, of the following do you believe is your responsibility in addressing crime?**

- A majority of respondents feel all of these activities (except avoid involvement) are their responsibility in addressing crime.



Participate in neighborhood watch programs

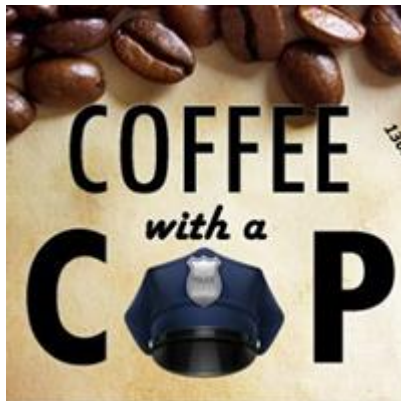


# Police Department

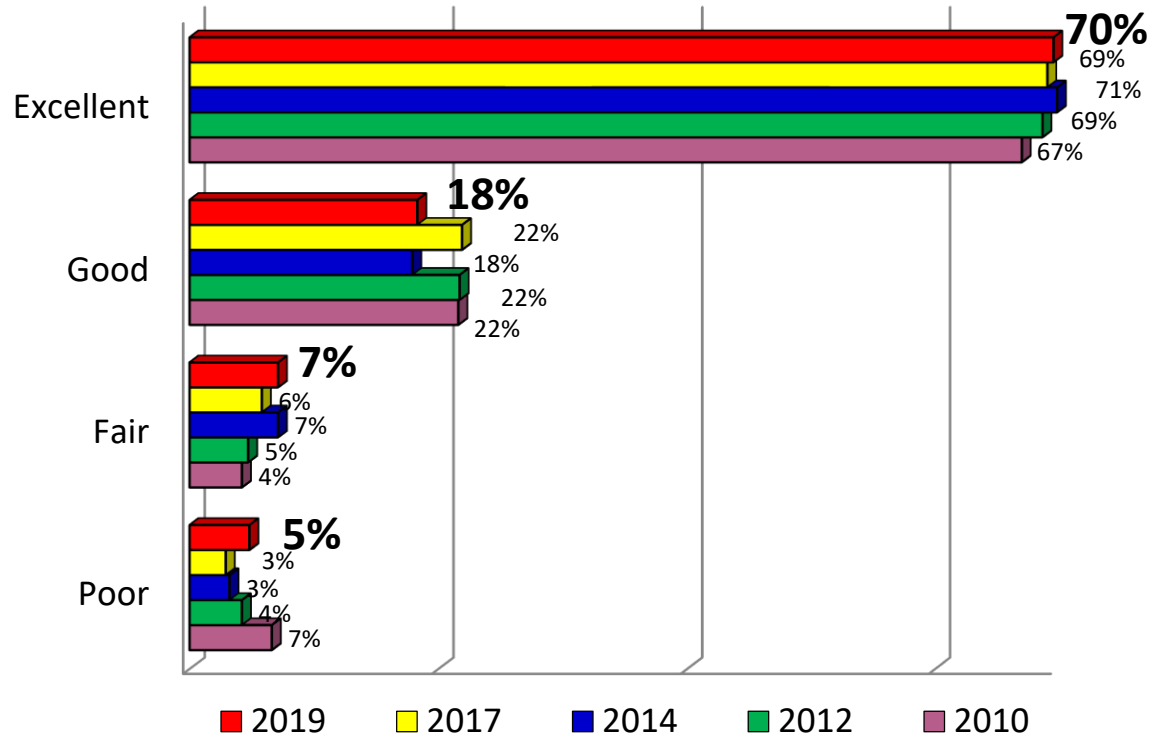
**Q. Have you had any contact with the Farmers Branch police department during the past 12 months?**

**Q. How would you rate the handling of your contact by the police?**

- 88% (91% in 2017) rated the handling of their contact as excellent or good, which is consistent with prior years.



42% (39% in 2017) of respondents had contact with the Farmers Branch police department within the past 12 months.



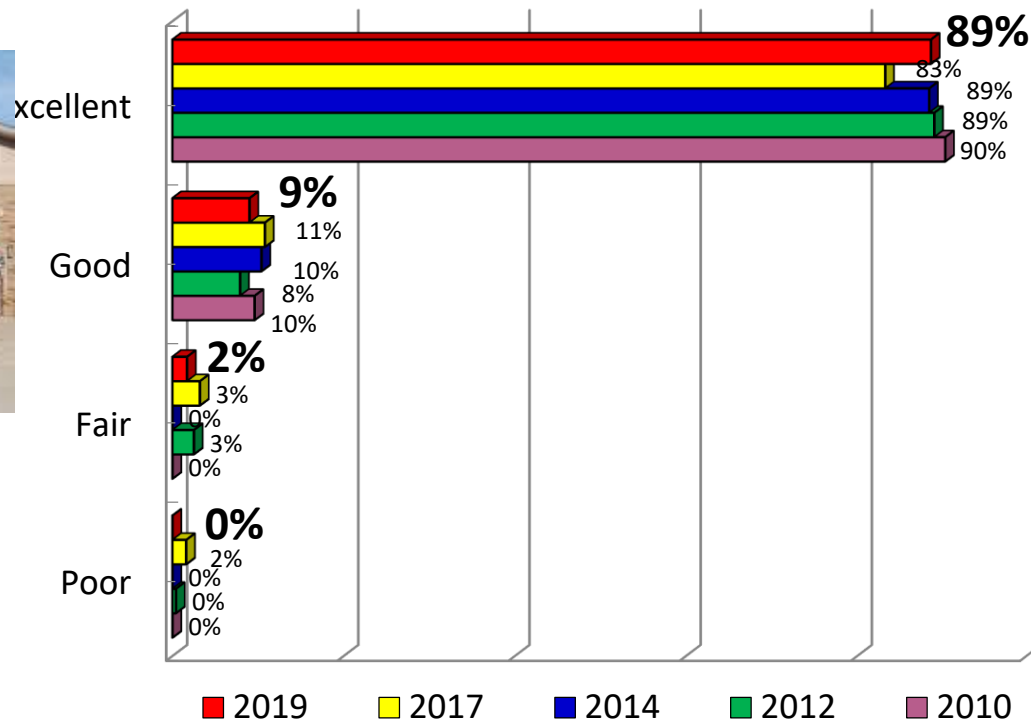
# Fire Services

**Q. Have you had any contact with the Farmers Branch fire services during the past 12 months?**

**Q. How would you rate the handling of your contact by the fire services department?**



*17% (15% in 2017) of respondents had contact with the Farmers Branch fire services within the past 12 months.*



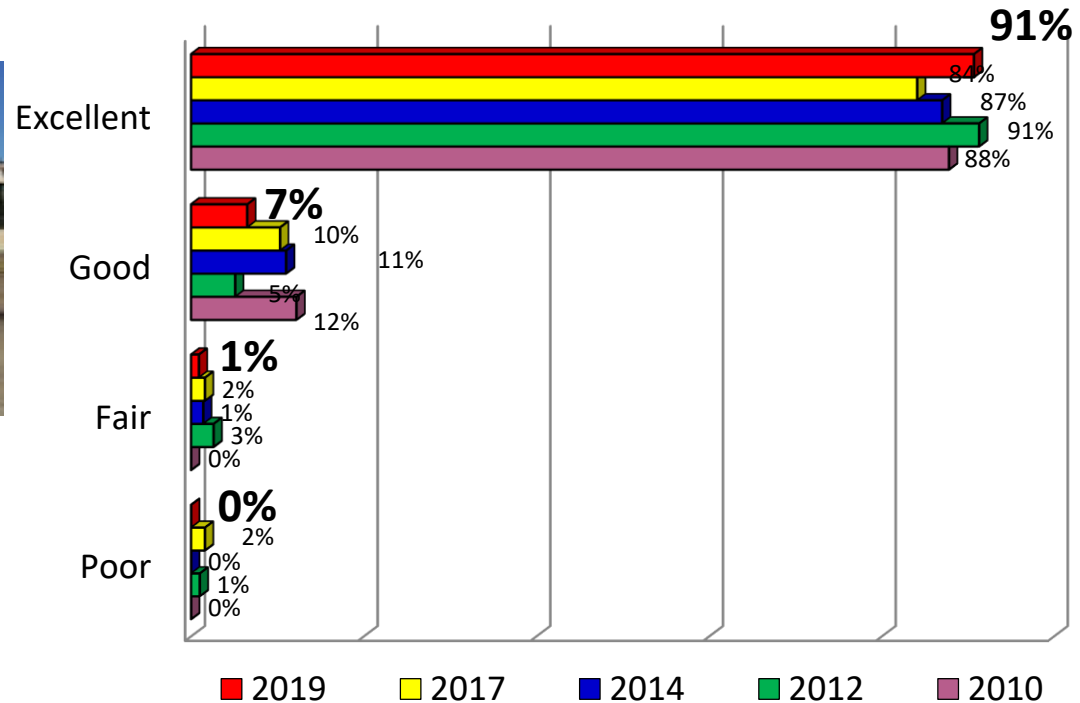
# Emergency Medical Services Services

- Q. Have you had any contact with the Farmers Branch emergency medical services during the past 12 months?  
Q. How would you rate the handling of your contact by the emergency medical services department?

- These statistics indicate the Emergency Medical Services is doing an excellent job with handling residents who have had contact with the department.

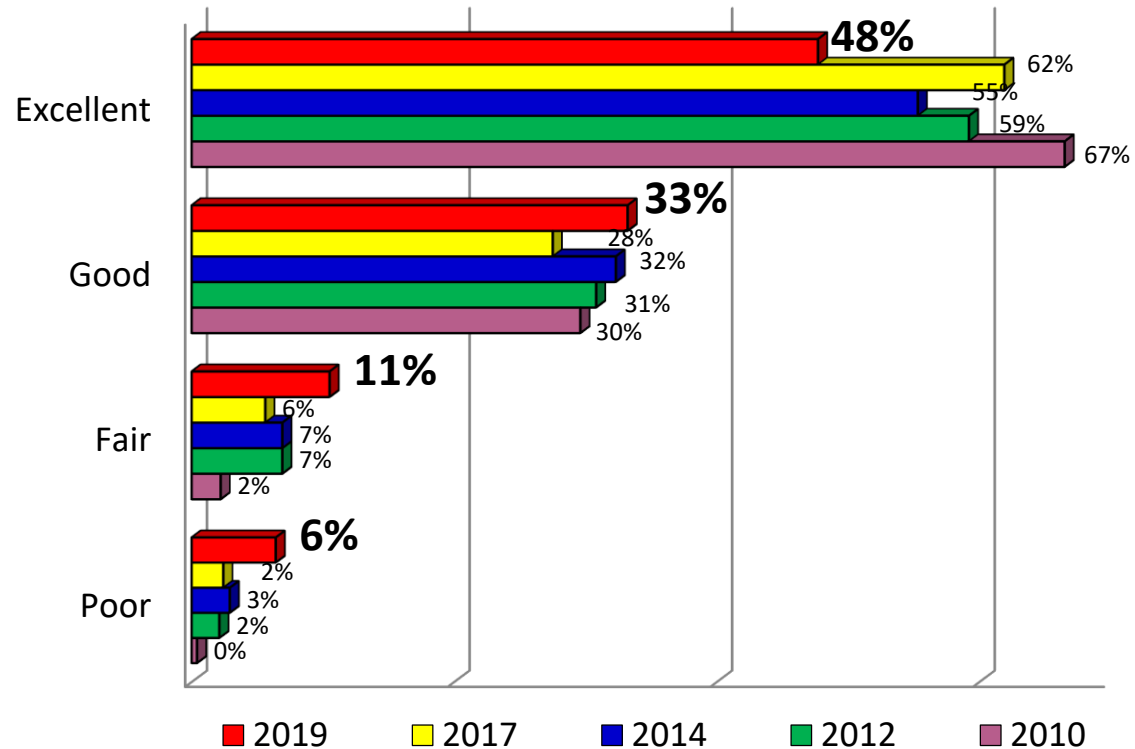


*10% (10% in 2017) of respondents had contact with the Farmers Branch emergency medical services within the past 12 months.*



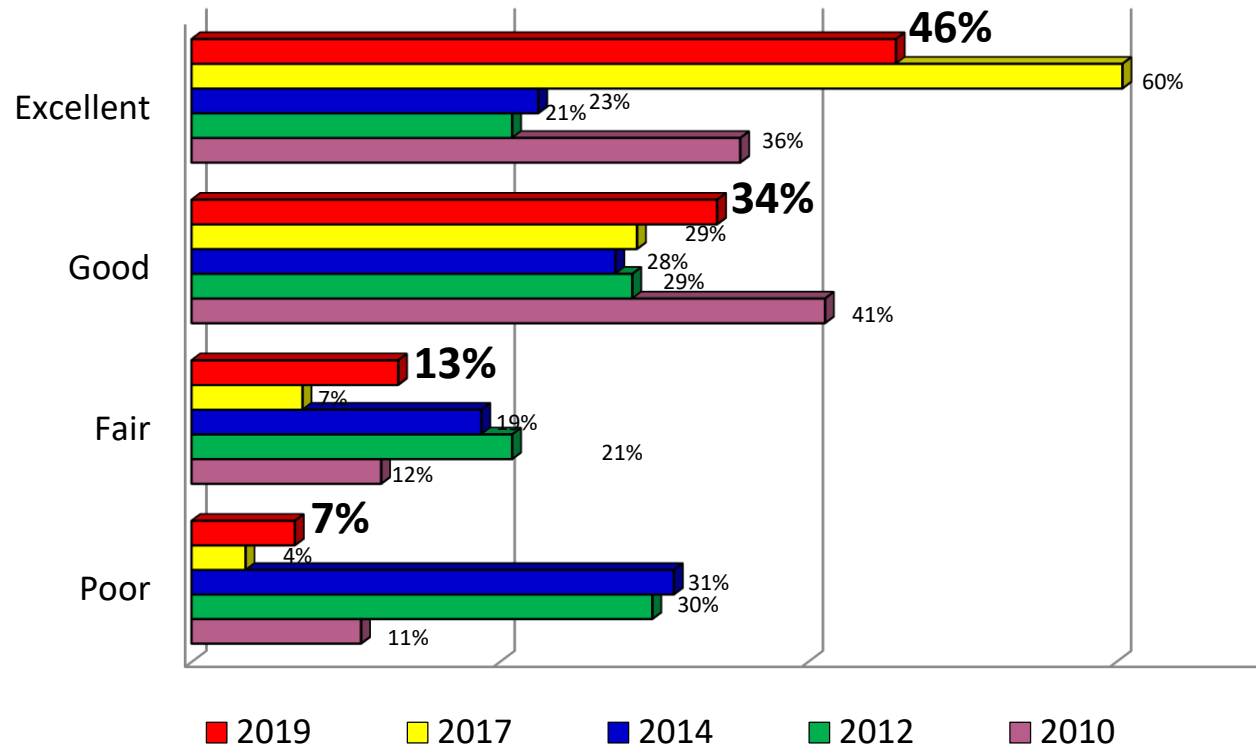
# Trash Service

Q. How would you rate the City's residential garbage collection services?



# Recycling

Q. How would you rate the City's residential recycling services?





# Bulk

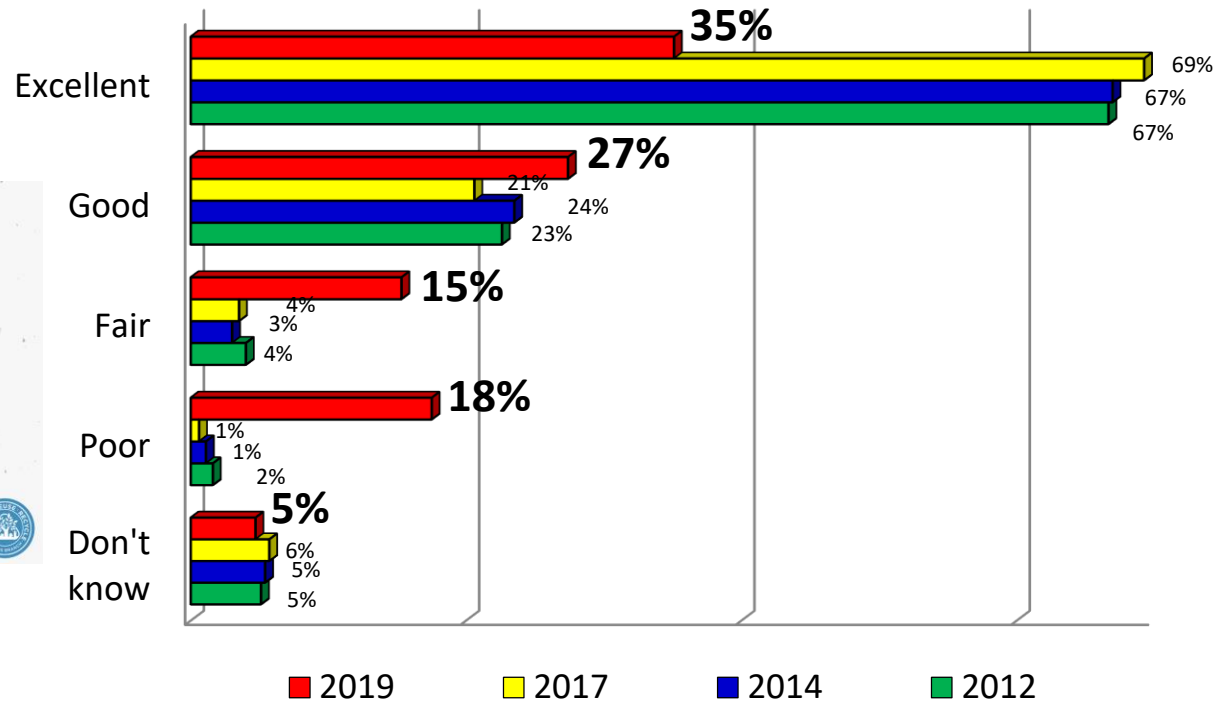
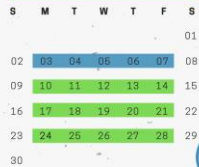
Q. How would you rate the City's residential green grabber pickup (bulky items)?



**JUNE 2019**

Brush & Bulk Collection:  
June 3-7

Brush ONLY Collection:  
June 10-14  
June 17-21  
June 24-28

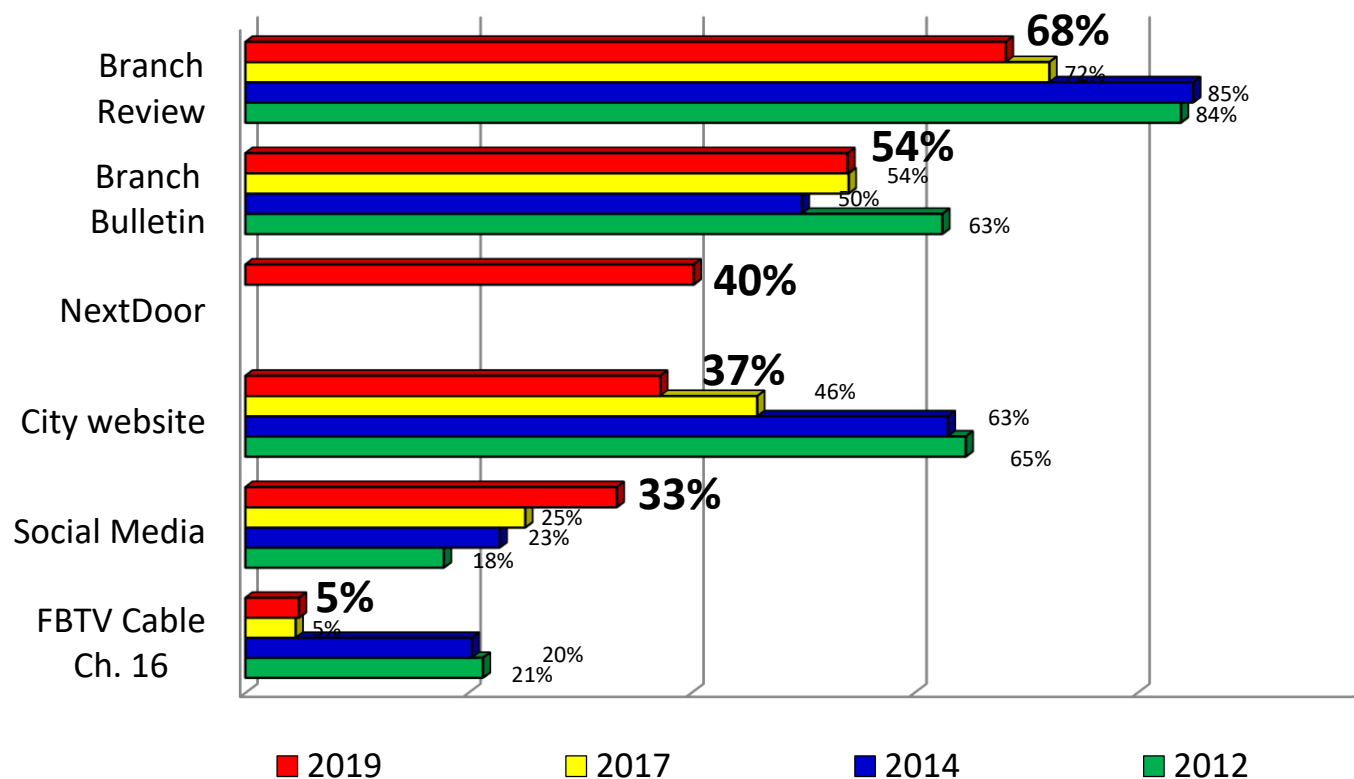




# City Government Communication

## Q. Where do you get your information about the City of Farmers Branch?

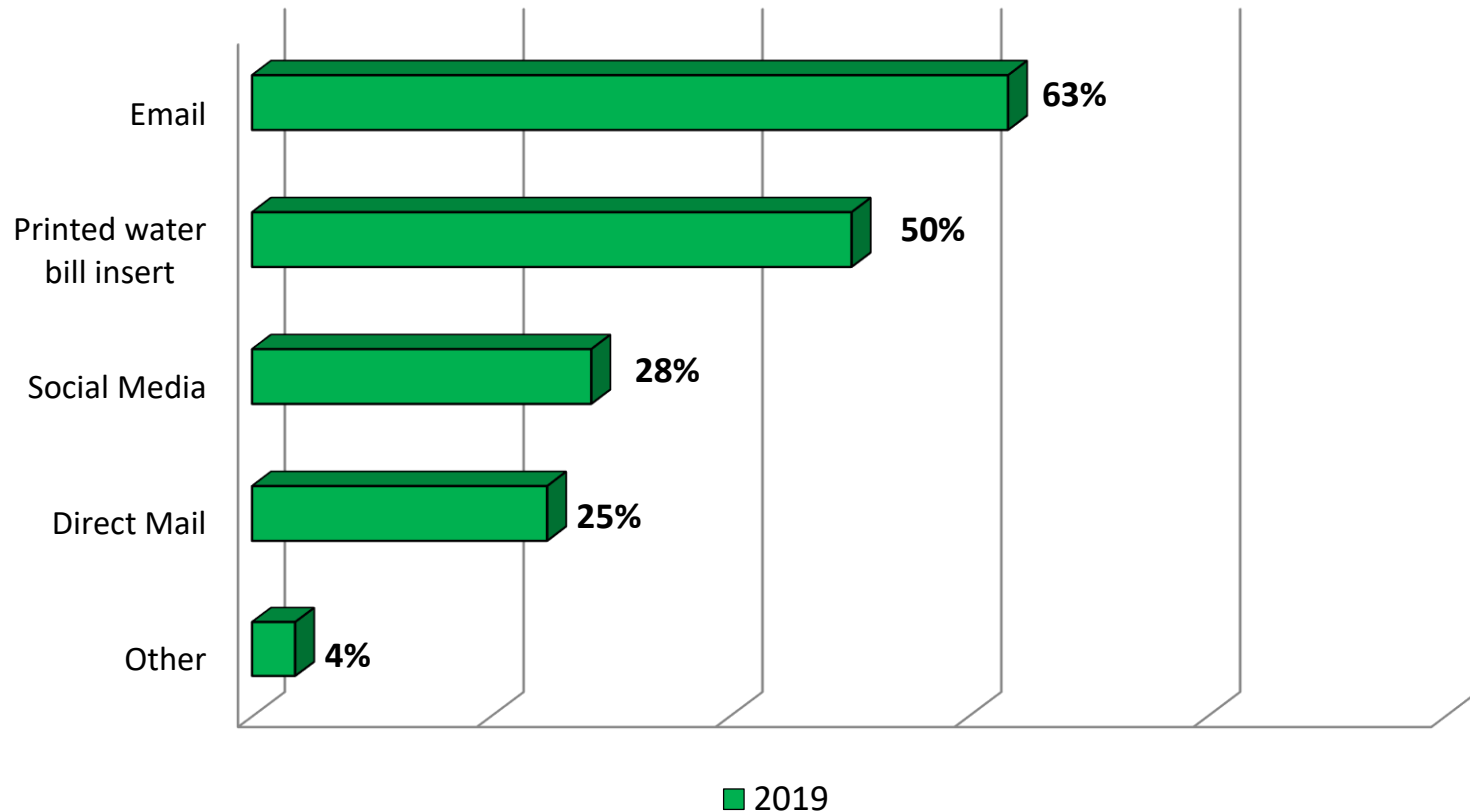
- Residents get their information about the City of Farmers Branch from multiple mediums, primarily the Branch Review, Branch Bulletin, the city website, **NextDoor** and social media.
- Only 17% (10% in 2017) of respondents said there has been information they needed but unable to find.



# City Government Communication

## Q. What is the best way to reach you with city news and event information?

- More than half (63%) said Email is the best way to reach them. Half prefer the water bill insert and 28% said social media and 25% direct mail.

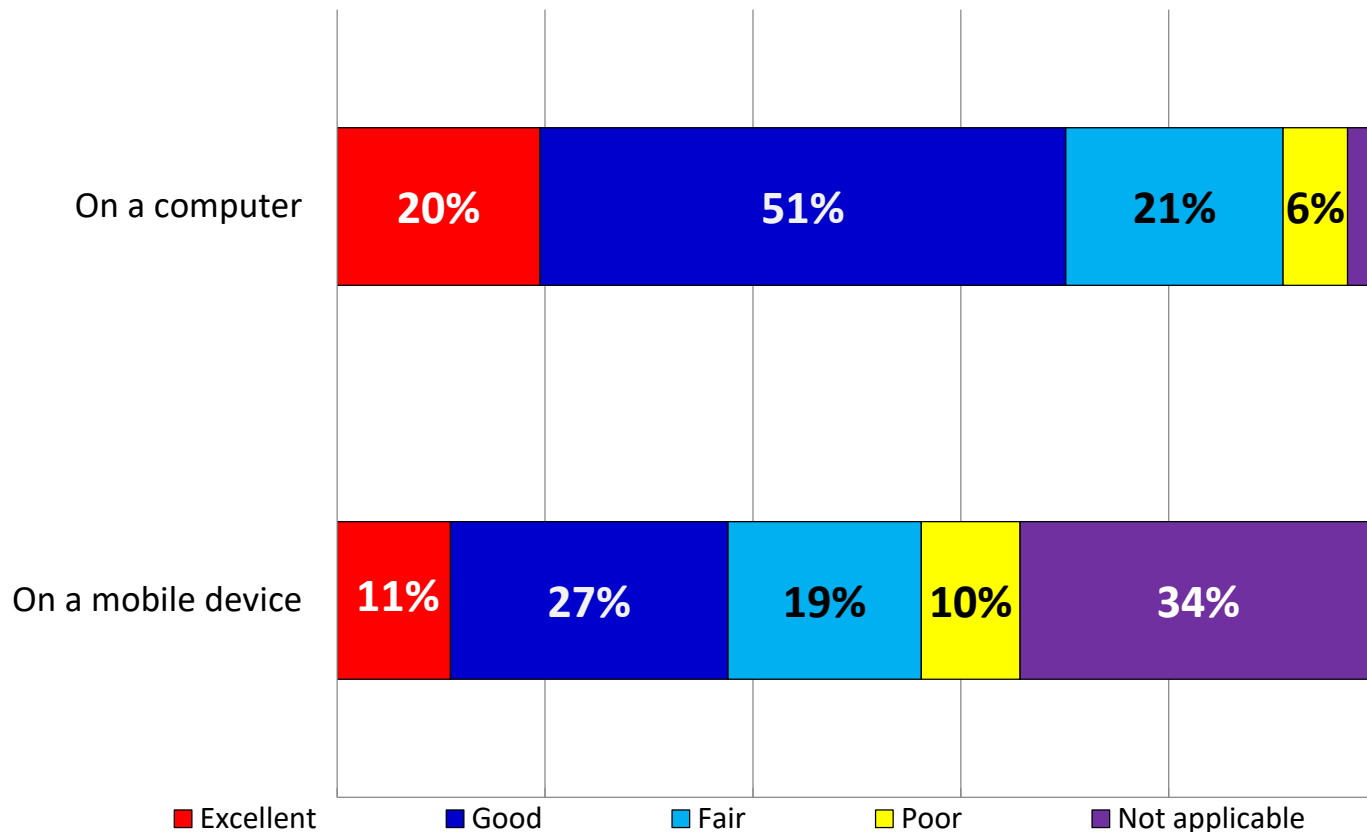


# City Government Communication

**Q. Have you visited the City's website within the past 6 months?**

**Q. How would you rate the ease of navigating the City's website:**

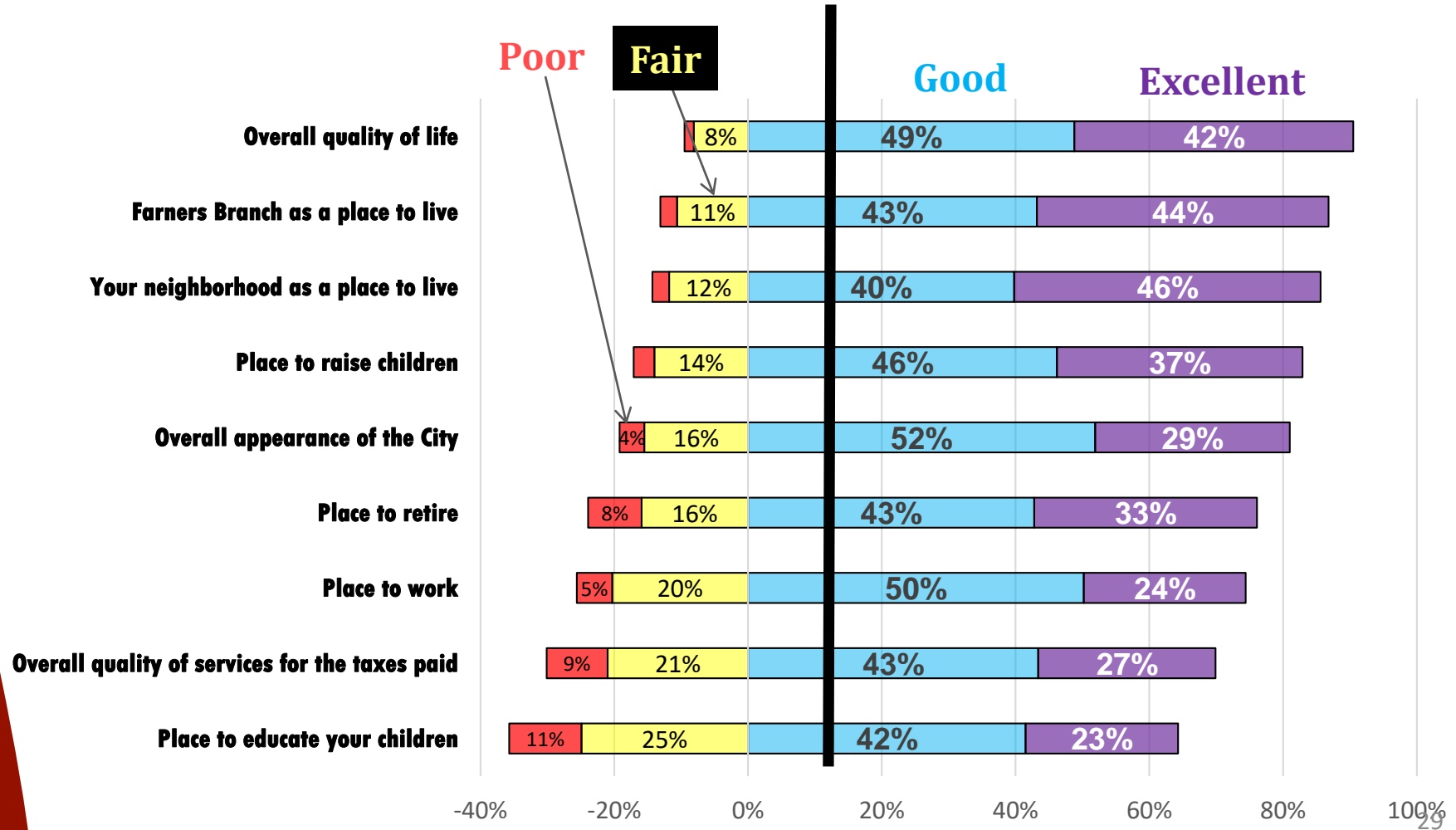
- 81% of all respondents have visited the City's website within the past 6 months.
- 71% felt navigating the website on a computer was excellent or good.
- 34% have not visited the city's website on a mobile device, EXCLUDING those, 57% rated ease of navigating the website on a mobile device as excellent or good.



# Quality of Life Characteristics in Farmers Branch

Q. Please rate the City of Farmers Branch on each of the following as excellent, good, fair or poor.

**9** out of **10** participants rated the overall quality of life in Farmers Branch as excellent or good.



# Quality of Life Characteristics in Farmers Branch

Q. How Would You Rate:	2019 Excellent / Good %	2017 Excellent / Good %	2014 Excellent / Good %	2012 Excellent / Good %	2010 Excellent / Good %	2008 Excellent / Good %
Overall quality of life in Farmers Branch	91%	93%	94%	93%	95%	94%
Your neighborhood as a place to live	86	89	-	-	-	-
Farmers Branch as a place to live	87	89	-	-	-	-
Farmers Branch as a place to raise children	83	86	87	83	89	88
Farmers Branch as a place to retire	76	82	86	82	92	90
Overall appearance of the City	81	82	86	84	93	87
Overall quality of services versus the taxes paid	70	79	86	85	92	93
Farmers Branch as a place to work	74	78	84	83	91	87
Farmers Branch as a place to educate your children	65	59	-	-	-	-

*A majority of respondents rated the overall quality of life in Farmers Branch as excellent or good. These show consistent high ratings since 2008.*

*Percentages EXCLUDE don't know/no answer responses*

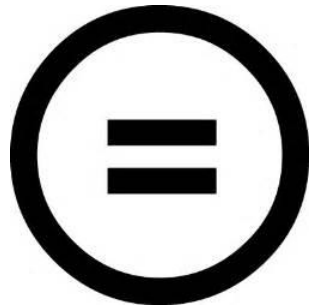
# Quality of Life Characteristics in Farmers Branch

**Q. During the time you have lived in Farmers Branch do you believe that, as a community in which you live, Farmers Branch has:**

- Half (55% in 2017) of participants felt Farmers Branch has improved.



52% - Improved



30% - Stayed the Same

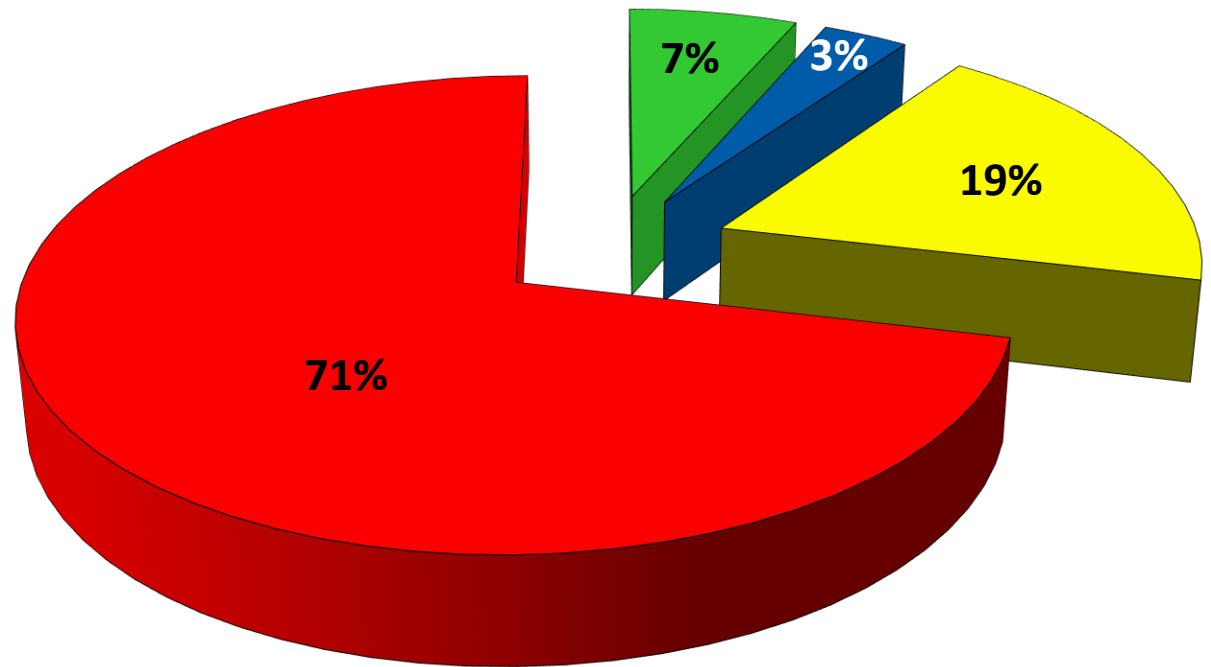
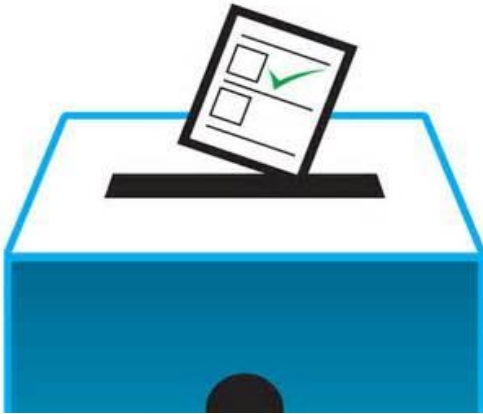


19% - Declined

## City Elections

Q. How frequently do you vote in City elections?

- Almost two-thirds (62% in 2017) of participants reported they vote in City elections all the time.



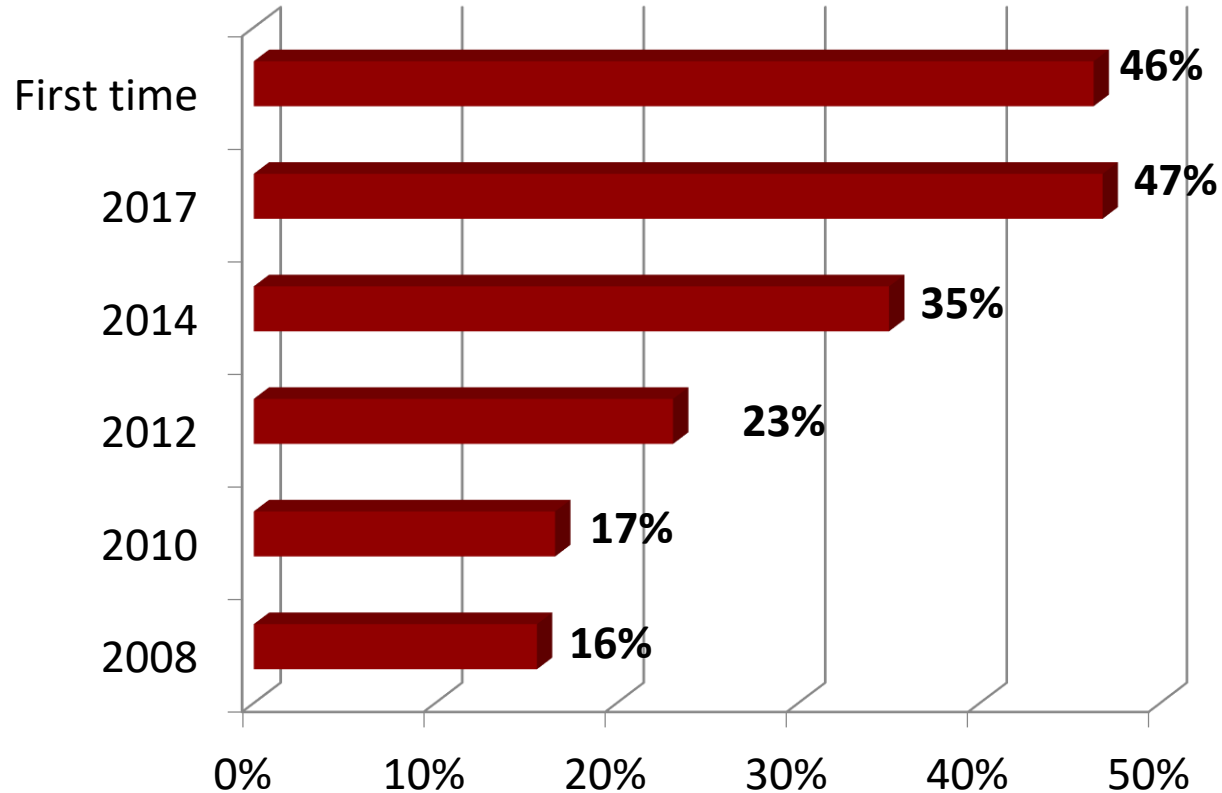
■ Never ■ Rarely ■ Sometimes ■ All the time



# Survey Participation

## Q. Which years have you participated in THIS survey for Farmers Branch?

- 46% (68% in 2017) of respondents participated in the survey for the first time.



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

# Retail/Commercial Development

Q. What types of retail and commercial development would you like to see in Farmers Branch?

A word cloud visualization of responses to the question 'What types of retail and commercial development would you like to see in Farmers Branch?'. The words are arranged in a cluster, with 'Good Restaurants' being the largest and most prominent. Other significant words include 'Brewery', 'Four Corners', 'Bars', 'Bakery', 'Better Grocery Stores', 'More Stores', 'Coffee Shops', and 'Small Businesses'. The colors of the words are: 'Brewery' (teal), 'Four Corners' (brown), 'Bars' (black), 'Bakery' (brown), 'Better Grocery Stores' (teal), 'Good Restaurants' (black), 'More Stores' (red), 'Coffee Shops' (red), and 'Small Businesses' (teal).

Brewery  
Four Corners  
Bars Bakery  
Better Grocery Stores  
Good Restaurants  
More Stores  
Coffee Shops  
Small Businesses

## City Services Needed

Q. What city service(s), if any, do you need that are not currently offered?



# Like MOST About Farmers Branch

Q. What two or three things do you like most about Farmers Branch?



# Benchmark Data

- ✓ In order to provide Farmers Branch a reference of how the city is performing, benchmark data is presented for peer cities.
- ✓ These peer city municipal surveys were conducted from 2017 to 2018. The peer cities included are listed below:
  - ✓ Southlake 2017
  - ✓ Colleyville 2017
  - ✓ Pflugerville 2017
  - ✓ North Richland Hills 2018
  - ✓ Cedar Hill 2018
  - ✓ Addison 2018
- ✓ 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

Characteristic	Farmers Branch 2019	Farmers Branch 2017	Farmers Branch 2014	Peer Cities
Fire & EMS services	97%	97%	96%	91%
Police services	94	96	96	89
Senior services	81	90	90	64
Residential trash services	81	88	87	84
Recycling services	80	88	51	84
Special events	80	88	88	76
Code enforcement	60	65	64	61
Variety of recreation programs	81	85	85	72
Animal control	77	75	79	69
Street maintenance	70	70	70	68
Managing traffic congestion	80	69	-	52
Library services	84	88	88	83
OVERALL QUALITY OF CITY SERVICES*	76	84	81	76

\*Overall quality of city services for Farmers Branch is an average of all excellent/good ratings shown in the above chart. Data is extracted from Q2, how would you rate these city services? Ratings are for excellent/good ratings. Trash and recycling data is extracted from Q16a. for excellent/good ratings.

# Benchmark Data

## Quality of Life - % for Excellent/Good Ratings

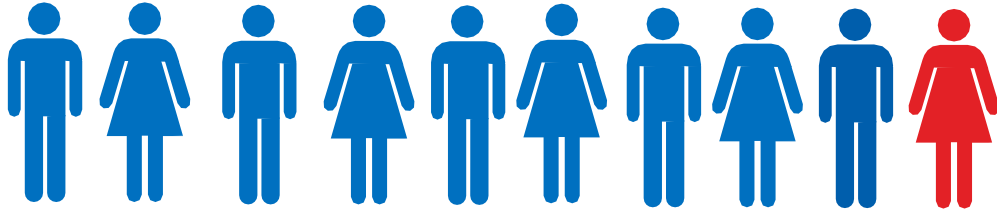
Characteristic	Farmers Branch 2019	Farmers Branch 2017	Farmers Branch 2014	Peer Cities
Overall quality of life in your City	91%	93%	94%	88%
Your City as a place to live	87	89	-	91
Your City as a place to raise a family	83	86	87	79
Your City's overall image/appearance	81	82	86	80
Your City as a place to retire	76	82	86	72
Value of City services for tax dollars	70	79	86	69
Your City as a place to work	74	78	84	66



## Conclusions



## Conclusions – Quality of Life / Safety



✓ **9** out of **10** respondents rated these characteristics in Famers Branch as excellent or good:

- ✓ Overall quality of life (91%)
- ✓ Library services (93%)
- ✓ As a place to live (87%)
- ✓ Neighborhood as a place to live (86%)
- ✓ Parks and recreation (83%)
- ✓ Courteous city employees (82%)

**95%** feel very or reasonable safe in their neighborhood during the daytime

**90%** feel very or reasonably safe in parks during the daytime

# Conclusions – Coming Soon

## Services and Development Wanted

### Coming Soon

- Grocery Store
- Restaurants
- Starbucks
- Dog Park
- Trails

### Stabilizing Services

- Bulk collection schedule
- Code Enforcement
- Service Alignment
- Special Event Alignment

## Conclusions – Continue to Improve

### Communicate

- Changes
- Methodology

### Strategic Plan

- Budgeting
- Resource Allocation/  
Planning
- Critical Business  
Outcomes

# Questions & Discussion