



FARMERS
BRANCH

New Resident Survey Model

2019

OUR CITY
YOU BETTER

THE ALL-NEW
RESIDENT SURVEY

✓ 10 QUESTIONS

✓ 4 MINUTES

Updated Resident Survey Priorities

Keep the survey short

- 10 questions
- 4 minutes or less to complete

Make the survey is easily accessible

- Extremely friendly with mobile devices
- QR code link
- Managed internally
- Spanish language support

Ensure the survey is actionable

- Useable demographic questions
- Strong open-ended questions



This QR code links to the draft survey!

Section 1: Demographic Questions

- What council district do you live in?
- What is your gender?
- How long have you lived in Farmers Branch?
- What is your racial or ethnic identity?
- What is your age?

Section 2: Service Delivery Questions

- Please indicate the top three services Farmers Branch should improve, restore, or add in the next five years.
- What is your biggest concern about the future of Farmers Branch?
- What do you love most about Farmers Branch?
- What is the best way for the City to communicate with you?
- What is the most important message that you want to share with the City Council?

Piloting the Survey

- National Night Out – October 1
- Flyer/postcard with simple QR code
- The survey takes in 4 minutes to complete
- Results by Council district



**HEY,
FARMERS
BRANCH**

**HELP YOUR CITY
SERVE YOU BETTER**

**TAKE THE ALL-NEW
RESIDENT SURVEY**

- ✓ 10 QUESTIONS
- ✓ 4 MINUTES
- ✓ MOBILE FRIENDLY

**SCAN THE QR CODE
FOR EASY MOBILE
ACCESS** →



**OR VISIT
FARMERSBRANCHTX.GOV/SURVEY**





Questions?