

# City of Cedar Hill

# Citizen Satisfaction Survey

## Findings Report

*...helping organizations make better decisions since 1982*

2020

**Submitted to the City of Cedar Hill, Texas**

**by:**

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**April 2020**



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# 2020 City of Cedar Hill Citizen Satisfaction Survey Executive Summary

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## Purpose and Methodology

ETC Institute administered a survey to residents of the City of Cedar Hill during the spring of 2020. The purpose of the survey was to gather resident input and feedback on City programs and services. The information provided by residents will be used to improve existing programs and services and help determine long-range planning and investment decisions. This is the third time ETC Institute has administered the citizen satisfaction survey for Cedar Hill; the first was conducted in 2016.

The seven-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of Cedar Hill. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Cedar Hill from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. This goal was far exceeded, with a total of 515 residents completing the survey. The overall results for the sample of 515 households have a precision of at least  $\pm 4.3\%$  at the 95% level of confidence.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Cedar Hill with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2016 and 2018 surveys,
- benchmarking data that show how the results for Cedar Hill compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

## Overall Perceptions of the City

Eighty-five percent (85%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the City of Cedar Hill as a place to live. Seventy-seven percent (77%) of those surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the City of Cedar Hill as a welcoming community for people of diverse backgrounds, and 77% were “very satisfied” or “satisfied” with overall quality of life in Cedar Hill.

## Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of police, fire, and emergency medical services (89%), City parks and recreation programs and facilities (80%), the customer service received from City employees (75%), and the effectiveness of City communication with the public (73%). For all nine of the major categories of City services that were rated, 50% or more of residents *who had an opinion* were “very satisfied” or “satisfied.” City leaders have done a great job of ensuring overall satisfaction among residents remains very high.

## Feelings of Safety

Seventy-eight percent (78%) of respondents, *who had an opinion*, indicated they feel either “very safe” or “safe” in the City of Cedar Hill. Eighty-eight percent (88%) of residents, *who had an opinion*, indicated they feel either “very safe” or “safe” in their neighborhood during the day.

## Satisfaction with Specific City Services

- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition of major City streets (70%), the appearance/condition of City medians, right-of-ways, and public areas (69%), the condition of neighborhood streets (69%), and the condition of landscaping along public streets (68%). The two items respondents indicated should receive the most emphasis from City leaders

over the next two years were 1) traffic flow on major City streets and 2) the adequacy of City street lighting.

- **Public Safety.** The highest levels of satisfaction with public safety services services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of fire emergency medical services (85%), the quality of fire protection (85%), the quality of police protection (84%), and fire personnel emergency response time (82%). The aspect of public safety services that respondents were least satisfied with is disaster preparedness public education (54%). Respondents indicated that the visibility of police in neighborhoods and efforts to prevent crime should receive the most emphasis from City leaders over the next two years.
- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the cleanliness of neighborhoods (64%) and the responsiveness of City code enforcement staff (56%).
- **Solid Waste Services.** The highest levels of satisfaction with solid waste services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of residential garbage collection (80%) and the quality of residential curbside recycling services (78%).
- **Public Works Services.** The highest levels of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of wastewater services (71%) and the quality of drainage infrastructure (70%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of City parks (78%), the number and location of City parks (77%), and the quality of walking and biking trails (74%).
- **Library Services.** The highest levels of satisfaction with library services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of library staff customer service (76%), the quality of condition of the library facility (70%), and the quality of children’s events, classes, and programs (63%).
- **City Communication.** The highest levels of satisfaction with City Communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of the City’s newsletter (78%), the quality of the City’s website (72%), and the City’s efforts to keep residents informed (70%).
  - Respondents were asked to indicate what sources they use to get information about City issues, services, and events. The most selected sources were the City website (55%) and the Highlights newsletter (54%).

## Additional Findings

- Sixty-eight percent (68%) of respondents, *who had an opinion*, indicated they were either “very satisfied” or “satisfied” with the importance of Crime Watch Groups and the quality of Neighborhood Services.
- Half (50%) of the respondents surveyed indicated they had called or visited the City with a question, problem, or complaint during the past year. Of those who had contacted the City, 48% had done so by phone, 38% contacted the City in person, and 8% used email. Seventy-one percent (71%) of those who had contacted the City during the past year indicated it was either “very easy” (41%) or “somewhat easy” (30%) to address their issue.
- Fifty-two percent (52%) of respondents, *who had an opinion*, indicated they were either “very satisfied” or “satisfied” with the overall condition of local schools, and 51% were either “very satisfied” or “satisfied” with the variety of educational options in local schools.
- Ninety-seven percent (97%) of respondents indicated they reside in a single family home; 88% indicated they own their home, and 93% indicated their home is in either “excellent” (41%) or “good” (52%) condition.

## How the City of Cedar Hill Compares to Other Communities Nationally

Satisfaction ratings for the City of Cedar Hill **rated the same as or above the U.S. average in 58 of the 63 areas** that were assessed. The City of Cedar Hill rated significantly higher than the U.S. average (difference of 5% or more) in 47 of these areas. Listed below are the areas where Cedar Hill performed significantly higher than the U.S. average:

Service	Cedar Hill	U.S.	Difference	Category
Customer service received from City employees	75%	42%	33%	Major Categories of City Services
Overall effectiveness of City management	65%	36%	29%	Perceptions
Condition of sidewalks in your neighborhood	66%	38%	28%	City Maintenance
Effectiveness of City communication w/ the public	73%	46%	27%	Major Categories of City Services
City's efforts to keep you informed	70%	43%	27%	Communication
Quality of drainage infrastructure	70%	44%	26%	Public Works Services
Availability of info on City services & programs	67%	42%	25%	Communication
Maintenance of City streets, buildings, facilities	67%	42%	25%	Major Categories of City Services
Condition of streets in your neighborhood	69%	45%	24%	City Maintenance
Leadership provided by City's elected officials	61%	38%	23%	Perceptions
Condition of major City streets	70%	48%	22%	City Maintenance
Level of public involvement in decision-making	52%	31%	21%	Communication
Appearance/condition of City medians, public areas	69%	50%	19%	City Maintenance
City parks & recreation programs & facilities	80%	61%	19%	Major Categories of City Services
City's storm water management system	72%	54%	18%	Major Categories of City Services
Condition of landscaping along public streets	68%	52%	16%	City Maintenance
Condition of pavement markings on City streets	63%	47%	16%	City Maintenance
Quality of walking & biking trails	74%	58%	16%	Parks and Recreation
Quality of police protection	84%	68%	16%	Public Safety Services
Police, fire, & emergency medical services	89%	74%	15%	Major Categories of City Services
As a place to live	85%	71%	14%	Perceptions
Quality of City's website	72%	59%	13%	Communication
Visibility of police in neighborhoods	69%	56%	13%	Public Safety Services
Overall image of the City	73%	61%	12%	Perceptions
As a place to retire	68%	56%	12%	Perceptions
Flow of traffic & congestion management in City	61%	51%	10%	Major Categories of City Services
Police response time	72%	62%	10%	Public Safety Services
Efforts to prevent crime	65%	55%	10%	Public Safety Services
Number & location of City parks	77%	67%	10%	Parks and Recreation
Clean-up of debris/litter	52%	42%	10%	Code Enforcement
Quality of residential curbside recycling services	78%	69%	9%	Solid Waste & Environmental Services
Quality of animal control services	63%	55%	8%	Public Safety Services
Quality of bulky item collection	62%	54%	8%	Solid Waste & Environmental Services
Quality of residential garbage collection	80%	72%	8%	Solid Waste & Environmental Services
Overall cleanliness of streets & public areas	67%	59%	8%	City Maintenance
Number of walking & biking trails	71%	63%	8%	Parks and Recreation
Overall appearance of the City	72%	64%	8%	Perceptions
Quality of City parks	78%	70%	8%	Parks and Recreation
City water & sewer utilities	72%	64%	8%	Major Categories of City Services
Visibility of police in retail areas	67%	60%	7%	Public Safety Services
Quality of City's social media	60%	53%	7%	Communication
Amount, quality & condition of swimming pool(s)	39%	33%	6%	Parks and Recreation
Police safety education programs	57%	52%	5%	Public Safety Services
Quality of picnic, pavilion areas, playgrounds	67%	62%	5%	Parks and Recreation
Enforcement of parking on grass in front yard	50%	45%	5%	Code Enforcement
Overall quality of life	77%	72%	5%	Perceptions
Efforts to enforce exterior maintenance & upkeep of residential property	48%	43%	5%	Code Enforcement



## How the City of Cedar Hill Compares to Texas

Satisfaction ratings for The City of Cedar Hill **rated the same or above the average for the Texas average in 59 of the 63 areas** that were assessed. The City of Cedar Hill rated significantly higher than this average (difference of 5% or more) in 54 of these areas. Listed below are the areas where Cedar Hill performed significantly higher than the Texas average:

Service	Cedar Hill	Texas	Difference	Category
Customer service received from City employees	75%	40%	35%	Major Categories of City Services
Availability of info on City services & programs	67%	36%	31%	Communication
Maintenance of City streets, buildings, facilities	67%	36%	31%	Major Categories of City Services
Level of public involvement in decision-making	52%	23%	29%	Communication
Quality of drainage infrastructure	70%	41%	29%	Public Works Services
Overall effectiveness of City management	65%	38%	27%	Perceptions
Effectiveness of City communication w/ the public	73%	46%	27%	Major Categories of City Services
Condition of landscaping along public streets	68%	42%	26%	City Maintenance
City's storm water management system	72%	46%	26%	Major Categories of City Services
City's efforts to keep you informed	70%	44%	26%	Communication
Appearance/condition of City medians, public areas	69%	44%	25%	City Maintenance
Condition of sidewalks in your neighborhood	66%	41%	25%	City Maintenance
City parks & recreation programs & facilities	80%	57%	23%	Major Categories of City Services
Condition of major City streets	70%	48%	22%	City Maintenance
Quality of police protection	84%	62%	22%	Public Safety Services
City water & sewer utilities	72%	51%	21%	Major Categories of City Services
Leadership provided by City's elected officials	61%	41%	20%	Perceptions
Police, fire, & emergency medical services	89%	71%	18%	Major Categories of City Services
As a place to live	85%	67%	18%	Perceptions
Quality of City's website	72%	55%	17%	Communication
Quality of City parks	78%	61%	17%	Parks and Recreation
Efforts to prevent crime	65%	49%	16%	Public Safety Services
Condition of pavement markings on City streets	63%	47%	16%	City Maintenance
As a place to retire	68%	52%	16%	Perceptions
Visibility of police in neighborhoods	69%	53%	16%	Public Safety Services
Condition of streets in your neighborhood	69%	54%	15%	City Maintenance
Quality of bulky item collection	62%	48%	14%	Solid Waste & Environmental Services
Quality of walking & biking trails	74%	60%	14%	Parks and Recreation
Visibility of police in retail areas	67%	54%	13%	Public Safety Services
Flow of traffic & congestion management in City	61%	48%	13%	Major Categories of City Services
Overall appearance of the City	72%	59%	13%	Perceptions
Quality of fire emergency medical services	85%	73%	12%	Public Safety Services
Quality of fire safety education programs	66%	54%	12%	Public Safety Services
Quality of City's social media	60%	49%	11%	Communication
Overall image of the City	73%	63%	10%	Perceptions
Overall quality of life	77%	67%	10%	Perceptions
Quality of residential garbage collection	80%	71%	9%	Solid Waste & Environmental Services
Police response time	72%	63%	9%	Public Safety Services
Clean-up of debris/litter	52%	43%	9%	Code Enforcement
Police safety education programs	57%	49%	8%	Public Safety Services
Number & location of City parks	77%	69%	8%	Parks and Recreation
Quality of residential curbside recycling services	78%	70%	8%	Solid Waste & Environmental Services
Quality of drinking water	68%	61%	7%	Public Works Services
Fire personnel emergency response time	82%	75%	7%	Public Safety Services
Quality of outdoor athletic fields	66%	59%	7%	Parks and Recreation
Enforcement of parking on grass in front yard	50%	43%	7%	Code Enforcement
As a place to raise children	67%	61%	6%	Perceptions
Quality of animal control services	63%	57%	6%	Public Safety Services
Enforcement of City codes & ordinances	54%	48%	6%	Major Categories of City Services
Number of walking & biking trails	71%	65%	6%	Parks and Recreation
Enforcement of traffic laws	65%	60%	5%	Public Safety Services
Overall cleanliness of streets & public areas	67%	62%	5%	City Maintenance
Quality of wastewater services	71%	66%	5%	Public Works Services
Quality of fire protection	85%	80%	5%	Public Safety Services



## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Flow of traffic and congestion management (IS Rating=0.1622)
- Maintenance of City streets, buildings, and facilities (IS Rating=0.1476)
- Enforcement of City codes and ordinances (IS Rating=0.1383)

The table below shows the importance-satisfaction rating for all nine major categories of City services that were rated.

2020 Importance-Satisfaction Rating Cedar Hill, Texas Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Flow of traffic & congestion management in City	42%	2	61%	8	0.1622	1
Maintenance of City streets, buildings, facilities	44%	1	67%	7	0.1476	2
Enforcement of City codes & ordinances	30%	5	54%	9	0.1383	3
<b>Medium Priority (IS &lt;.10)</b>						
Quality of City water & sewer utilities	30%	4	72%	6	0.0861	4
City parks & recreation programs & facilities	26%	6	80%	2	0.0530	5
Effectiveness of City communication w/ the public	19%	7	73%	4	0.0515	6
Police, fire, & emergency medical services	35%	3	89%	1	0.0370	7
City's storm water management system	12%	8	72%	5	0.0336	8
Customer service you receive from City employees	9%	9	75%	3	0.0227	9

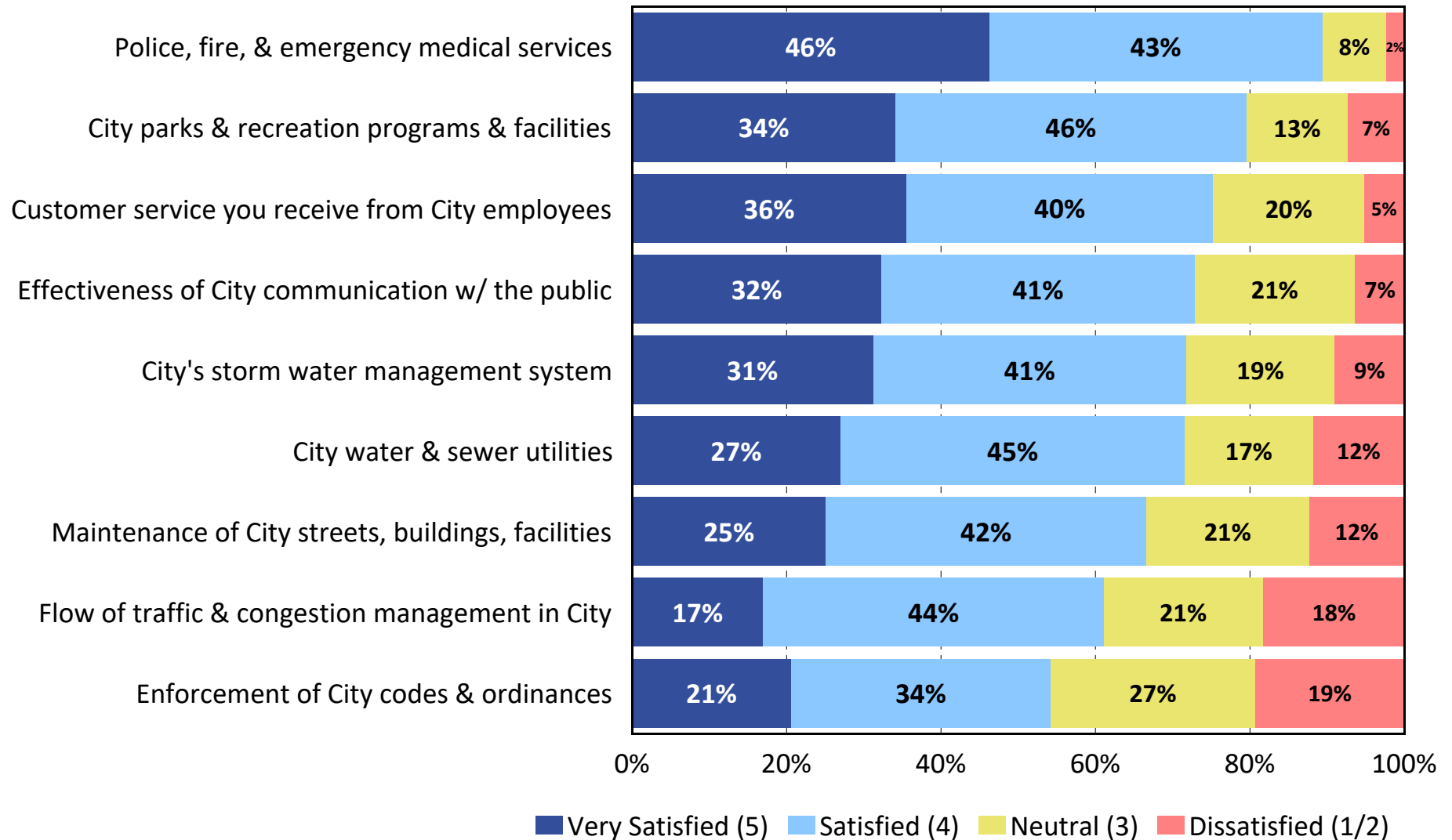
# **Section 1**

## ***Charts and Graphs***

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# Q1. Overall Satisfaction with City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

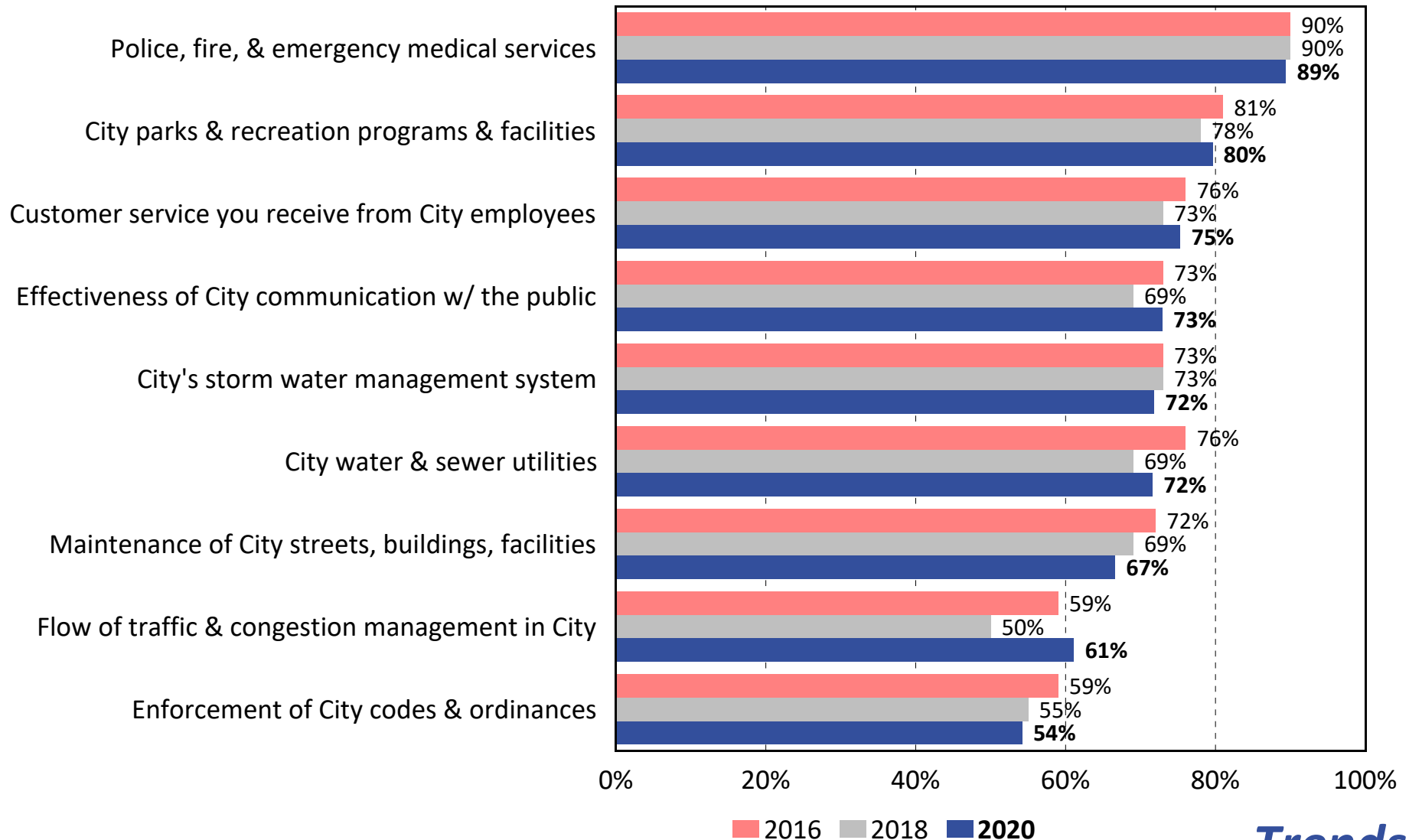


Source: ETC Institute (2020)

# Overall Satisfaction with City Services by Major Category

## 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



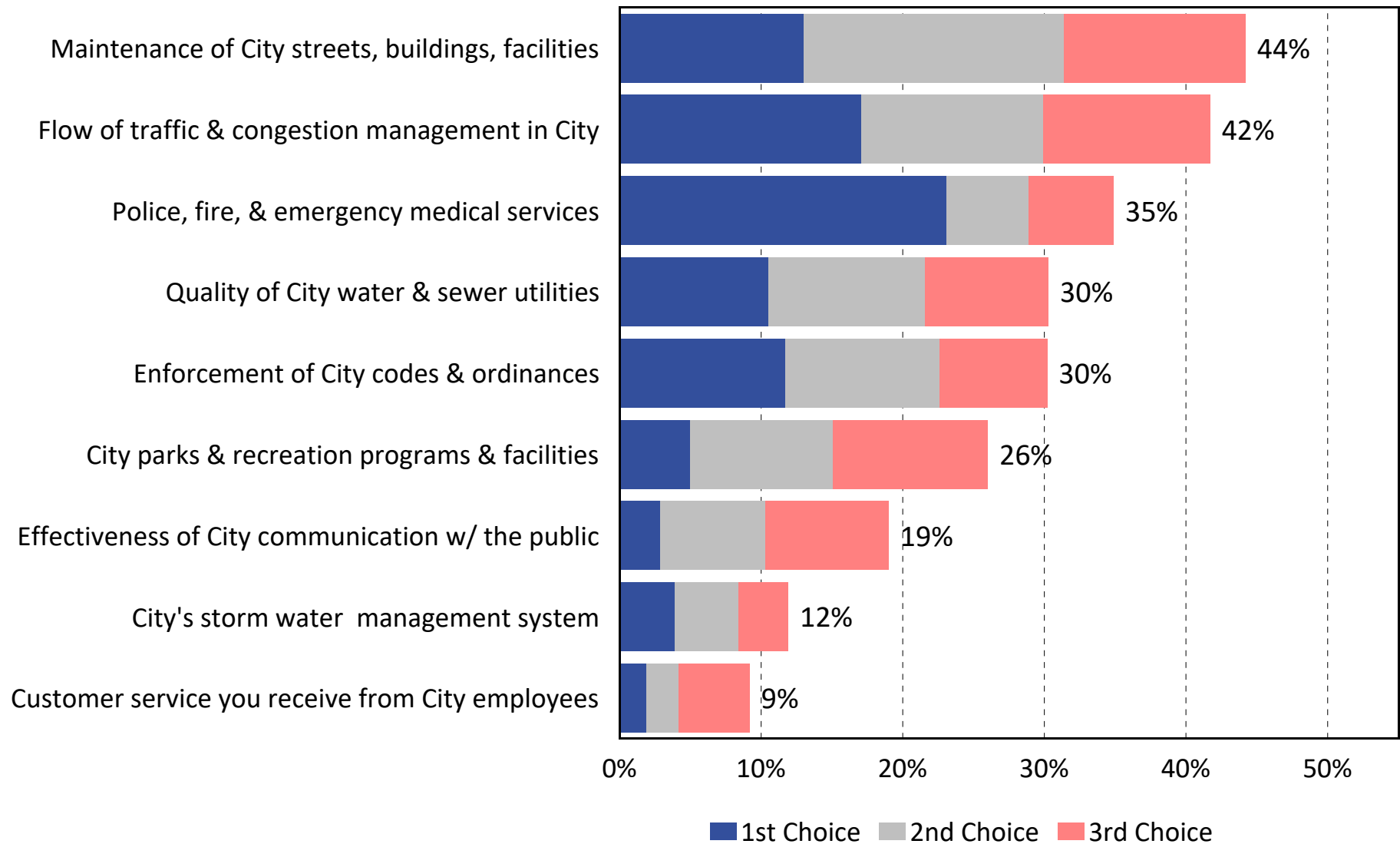
Source: ETC Institute (2020)

ETC Institute (2020)

**Trends**

## Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

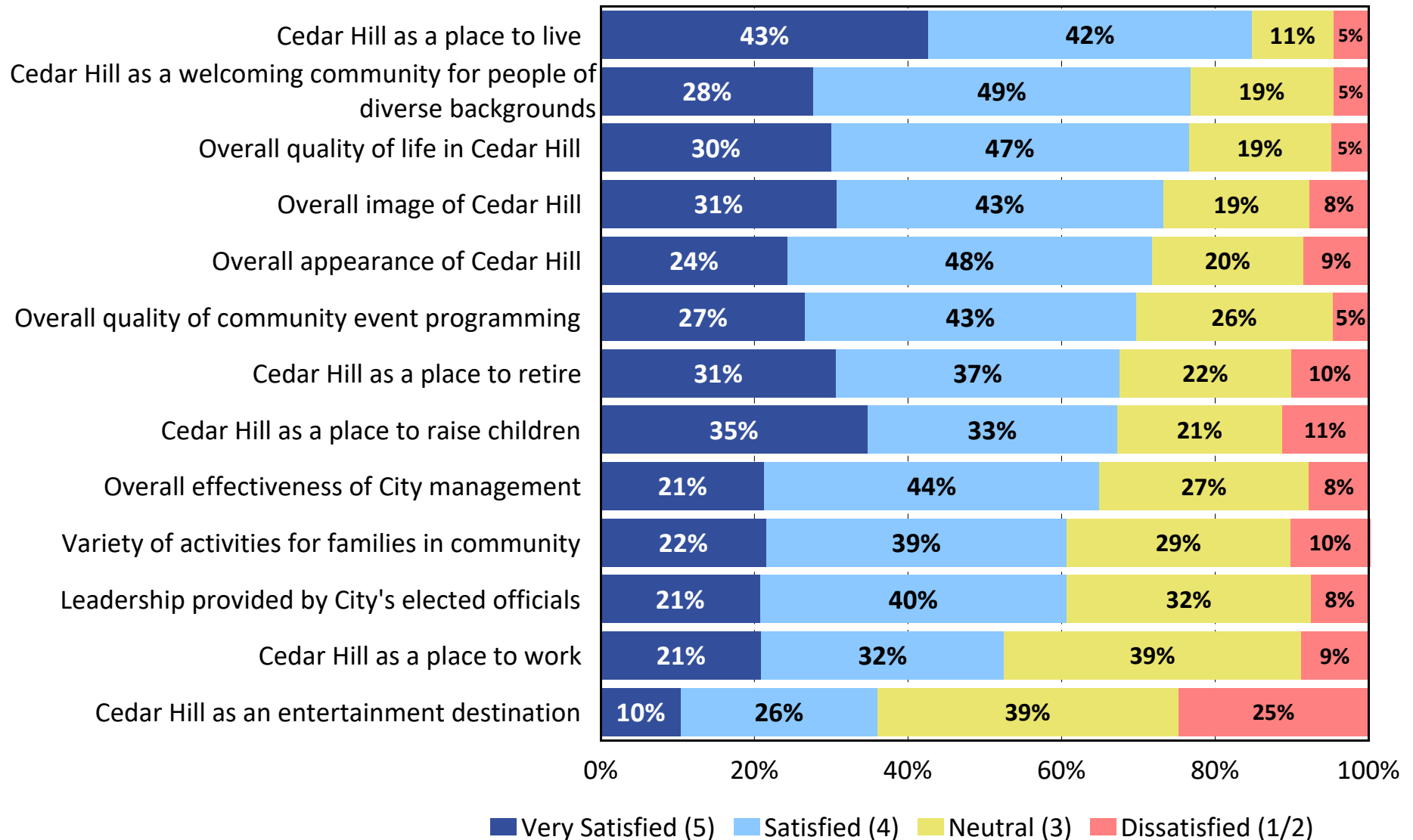
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

## Q3. Satisfaction with Items That Influence Perceptions of the City

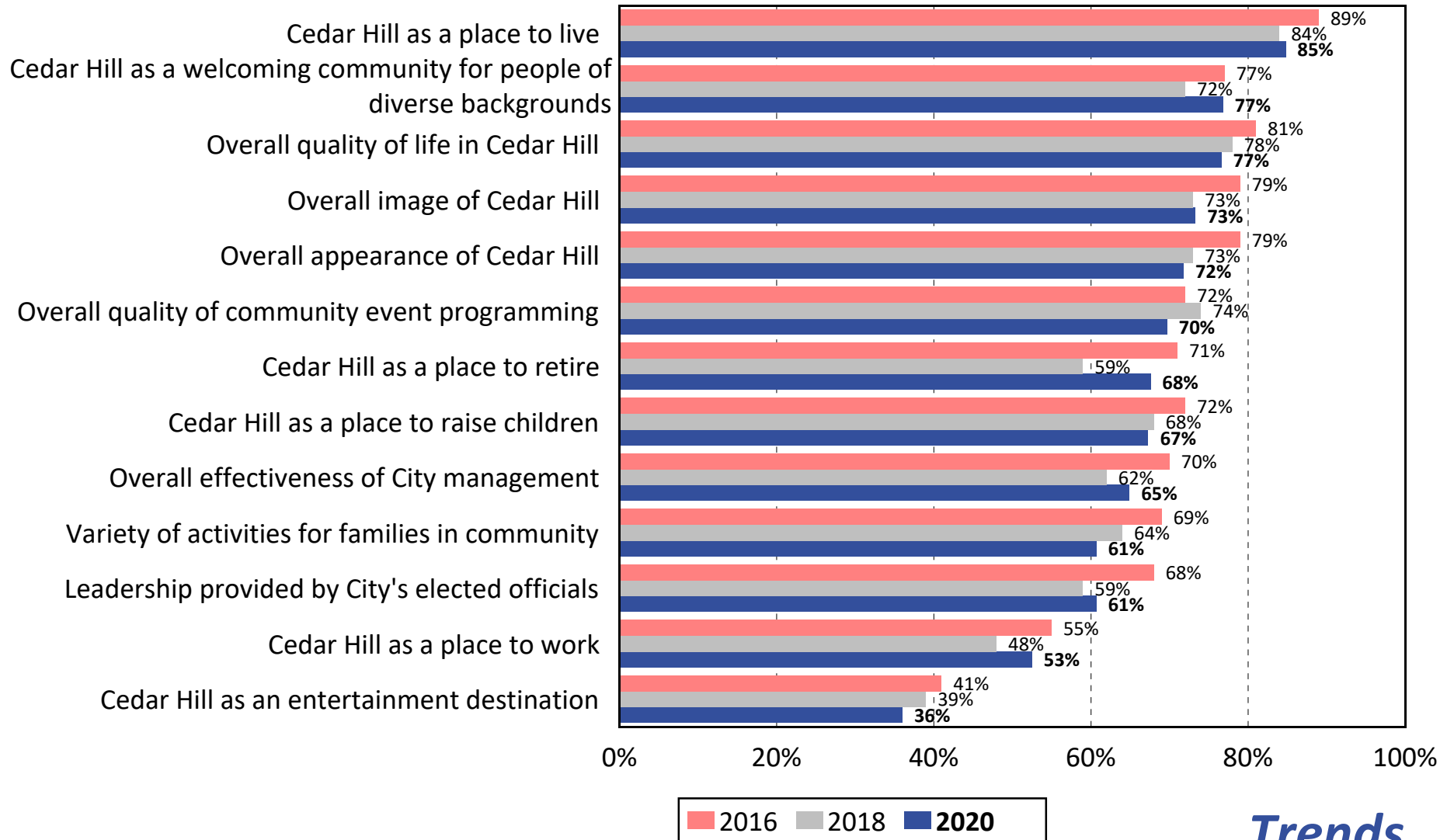
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2020)

# Satisfaction with Items That Influence Perceptions of the City - 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



Source: ETC Institute (2020)

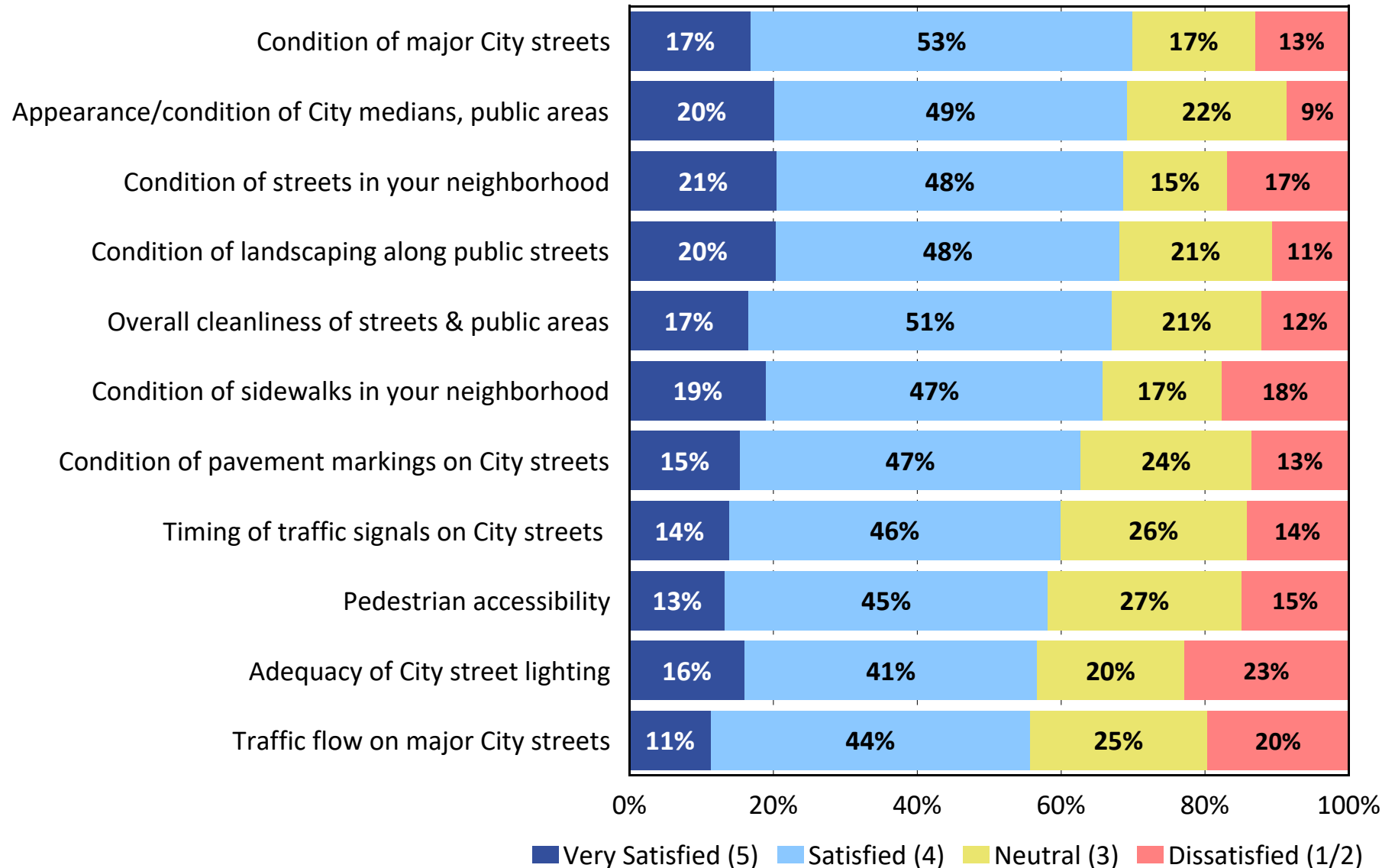
ETC Institute (2020)

***Trends***



## Q4. Satisfaction with Maintenance

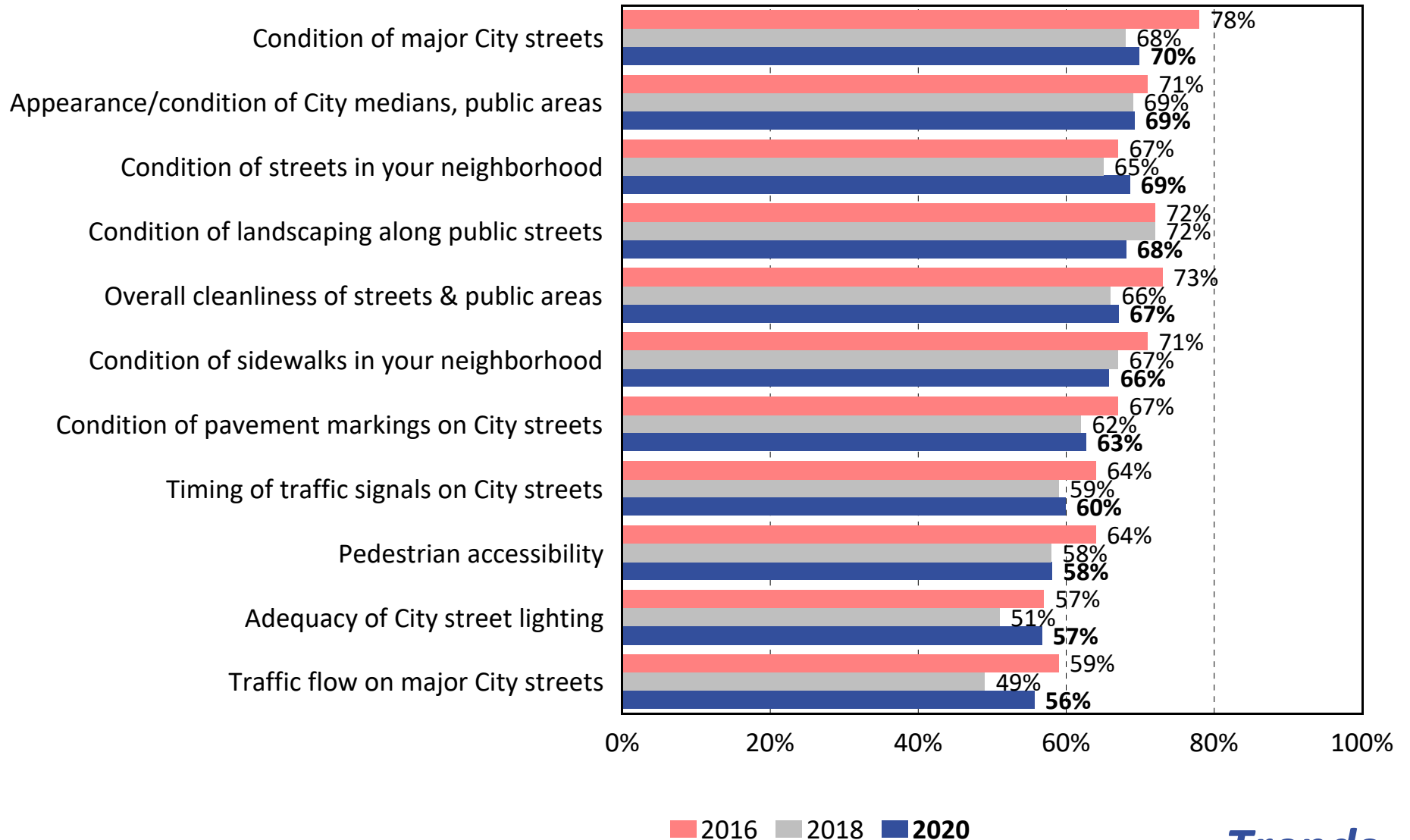
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2020)

## Satisfaction with Maintenance - 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



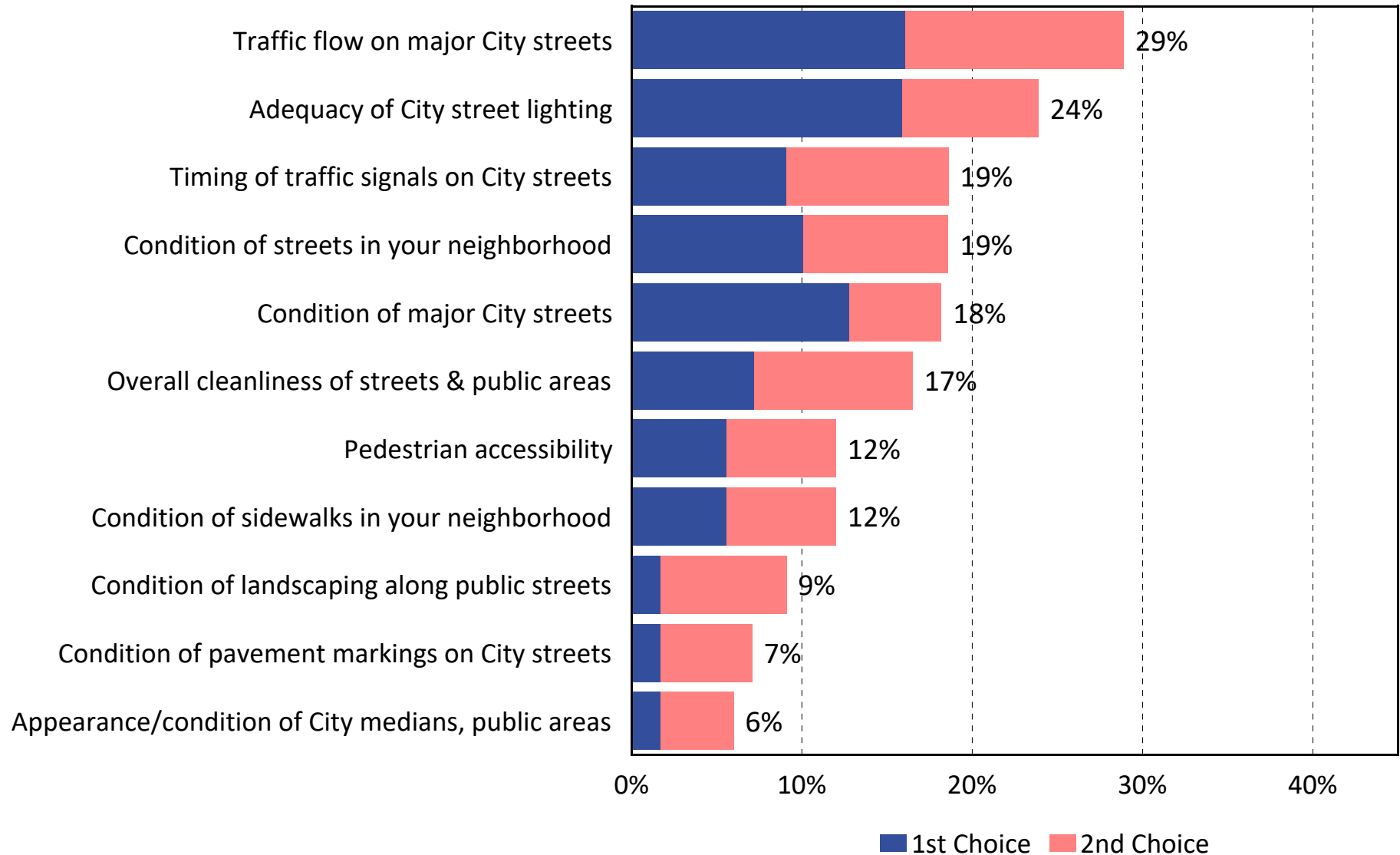
**Trends**

Source: ETC Institute (2020)

ETC Institute (2020)

## Q5. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

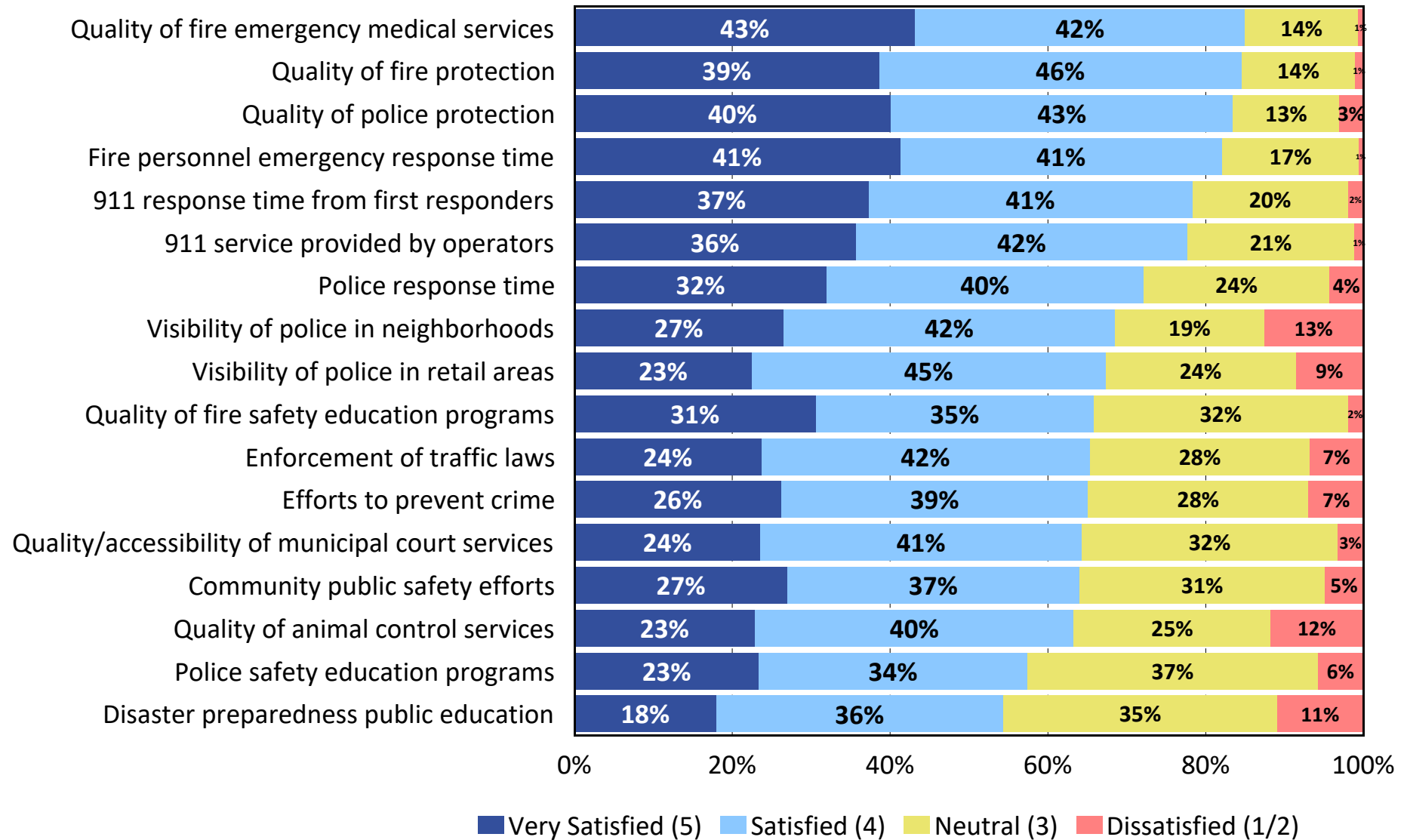
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

## Q6. Satisfaction with Police, Fire & Emergency Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

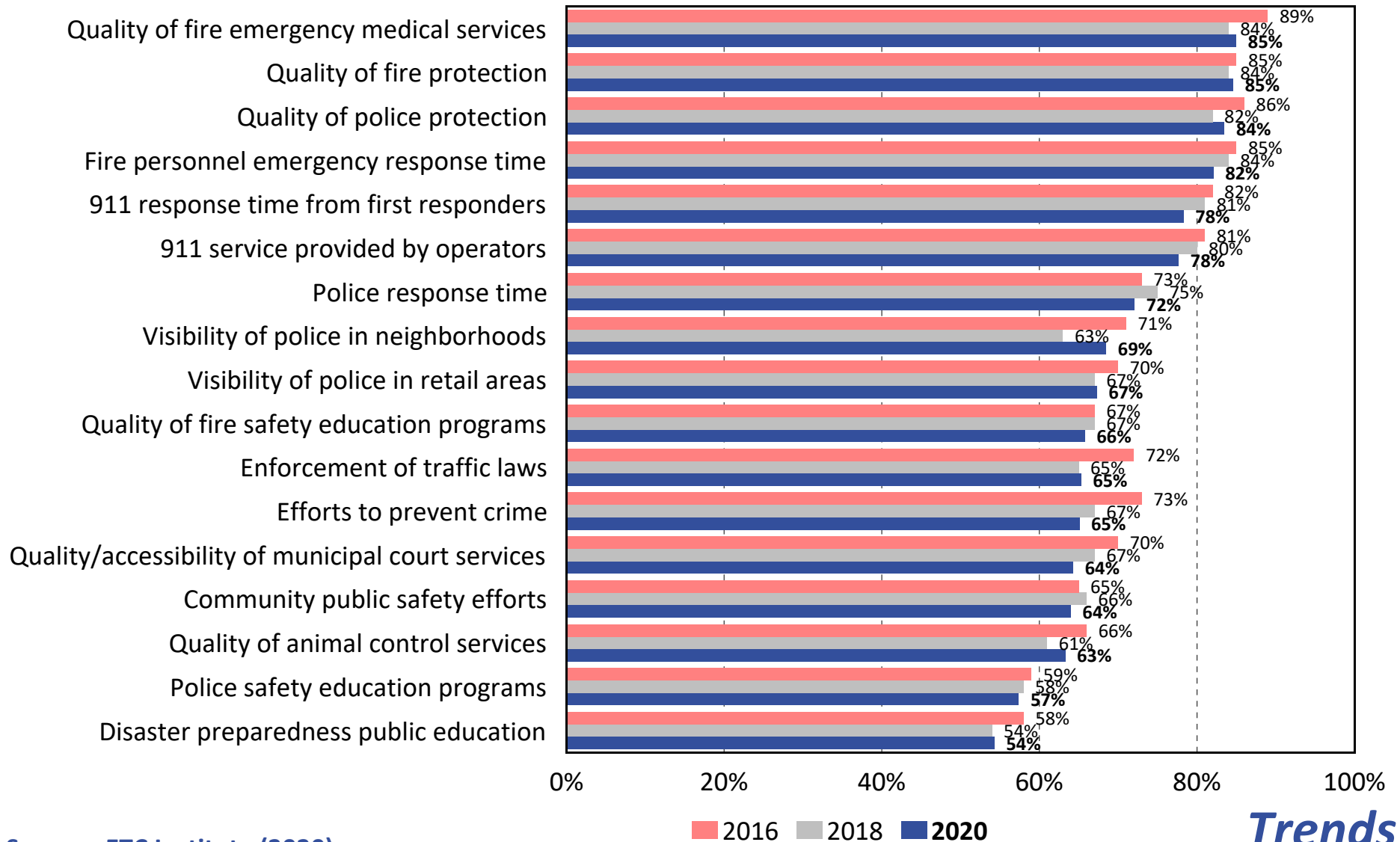


Source: ETC Institute (2020)

# Satisfaction with Police, Fire & Emergency Services

## 2016 to 2020

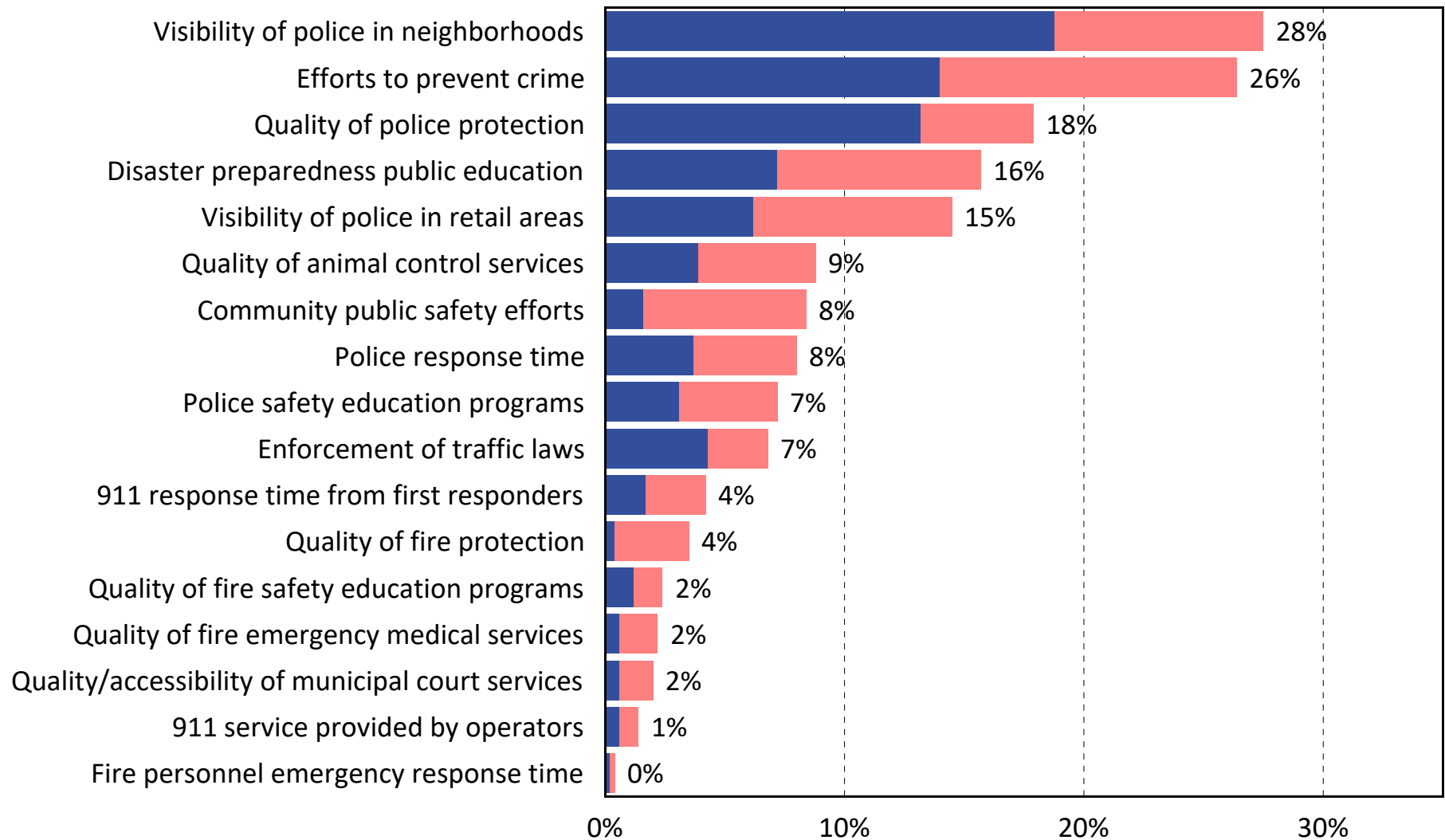
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



Source: ETC Institute (2020)

## Q7. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

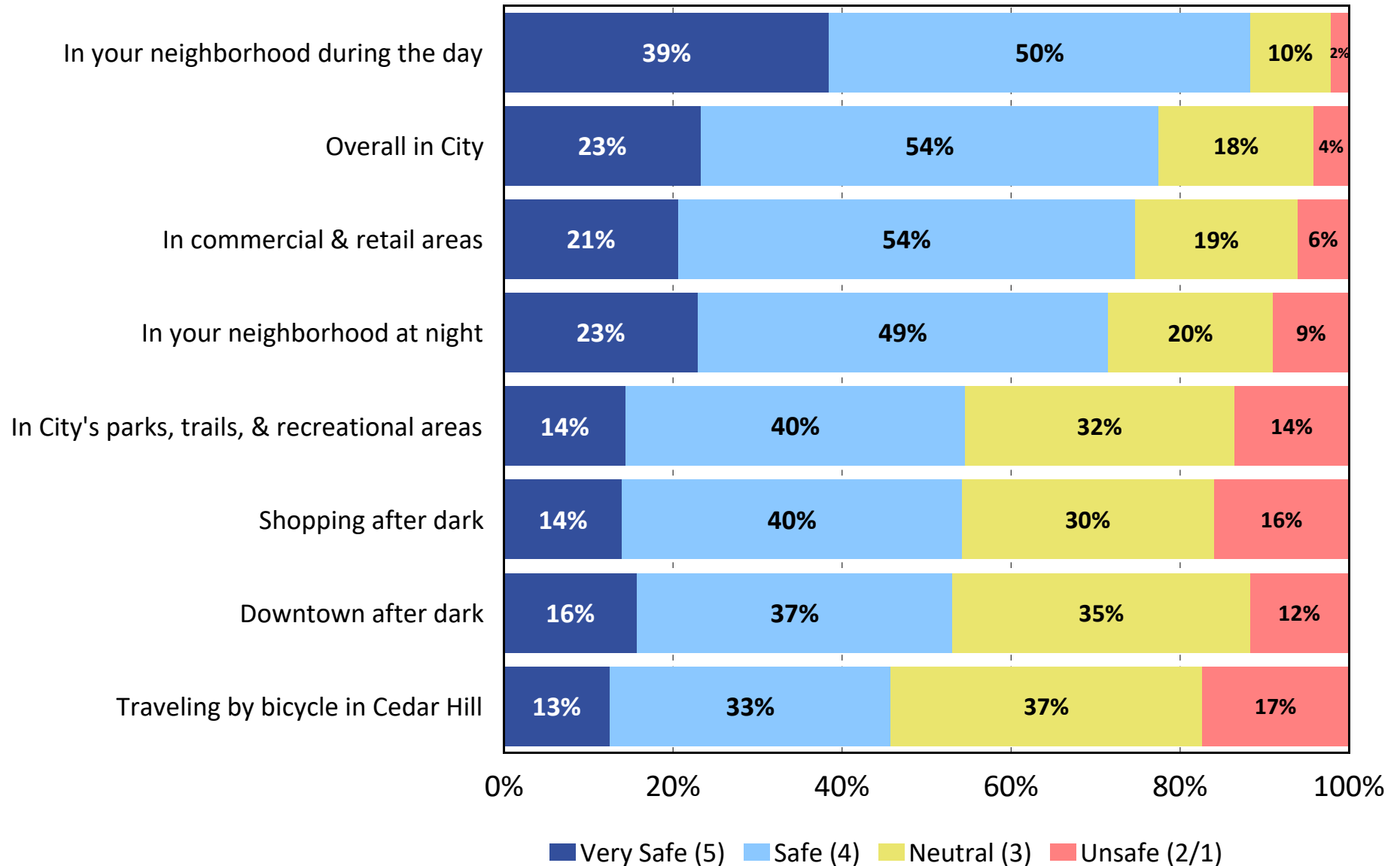
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

## Q8. Feeling of Safety in Various Situations

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



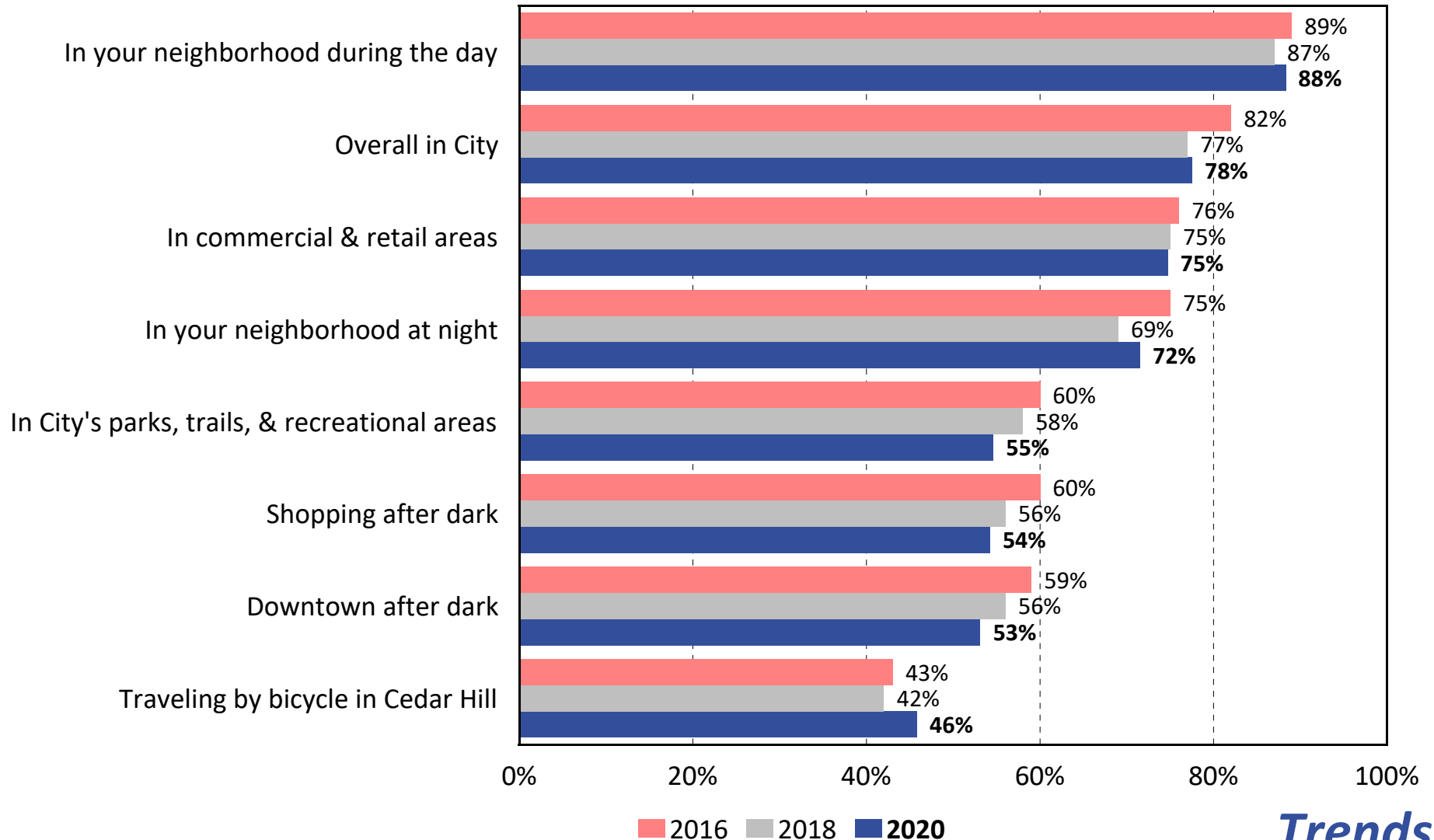
Source: ETC Institute (2020)



# Feeling of Safety in Various Situations

## 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



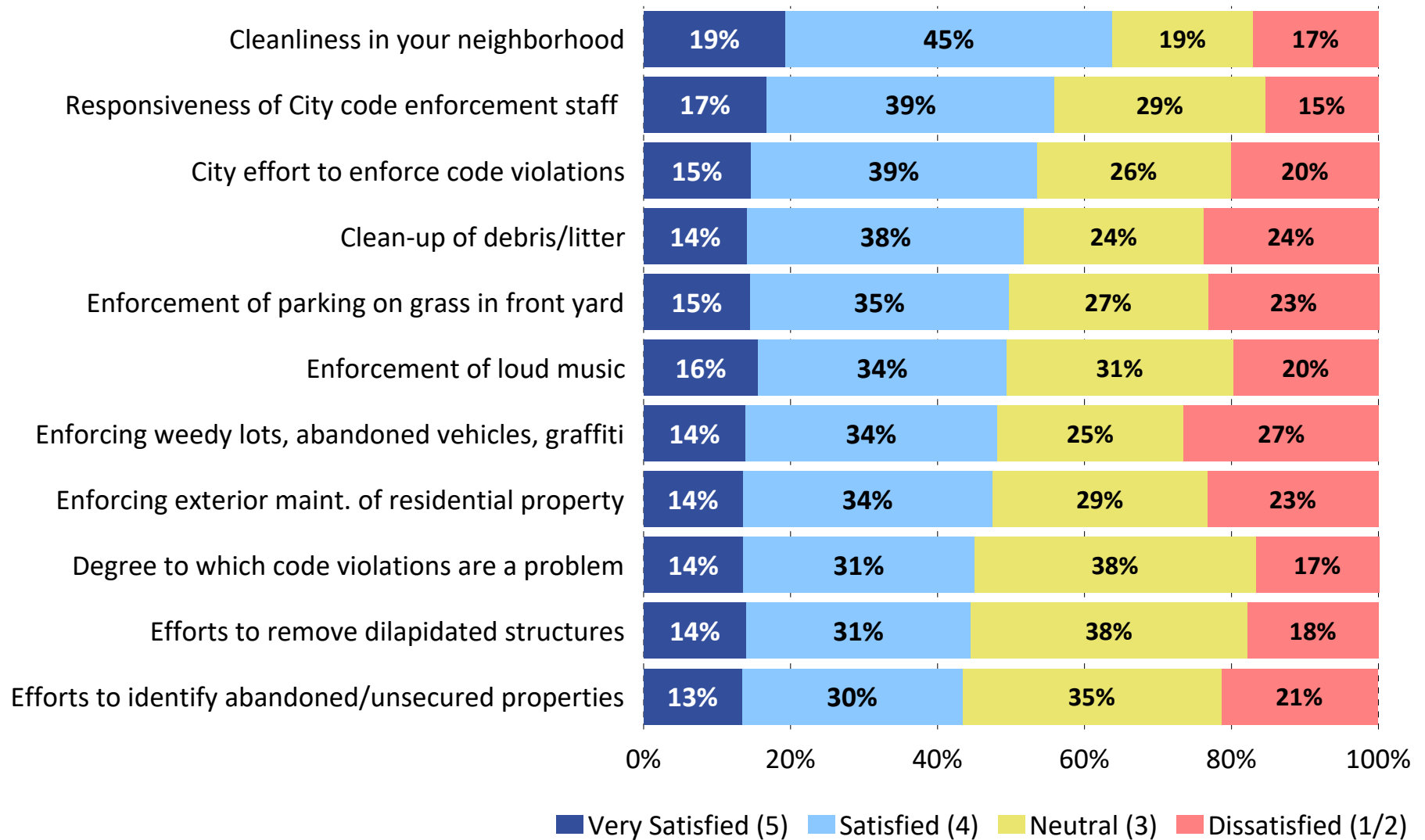
Source: ETC Institute (2020)

ETC Institute (2020)

***Trends***

## Q9. Satisfaction with Code Enforcement

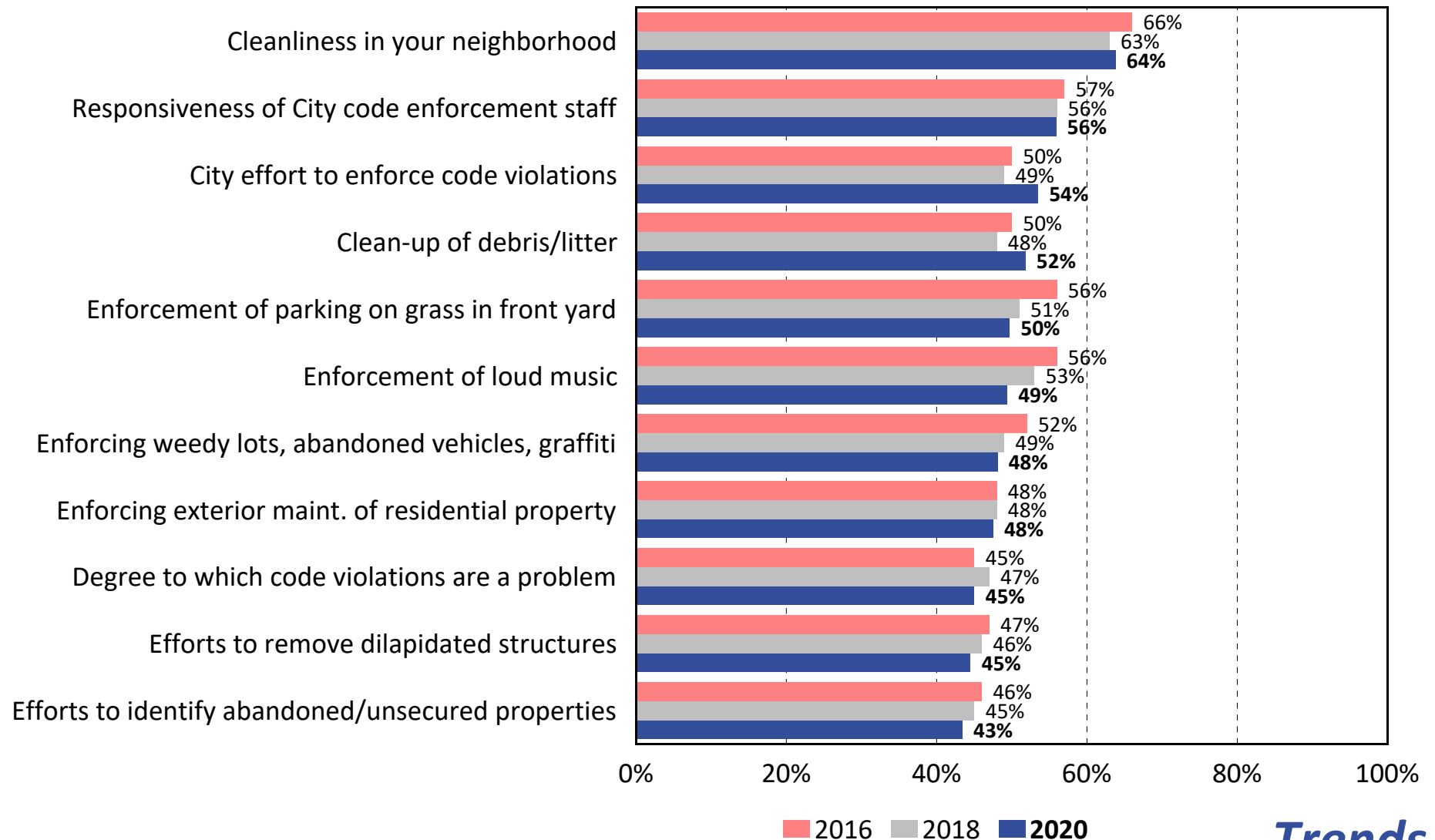
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2020)

## Satisfaction with Code Enforcement - 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



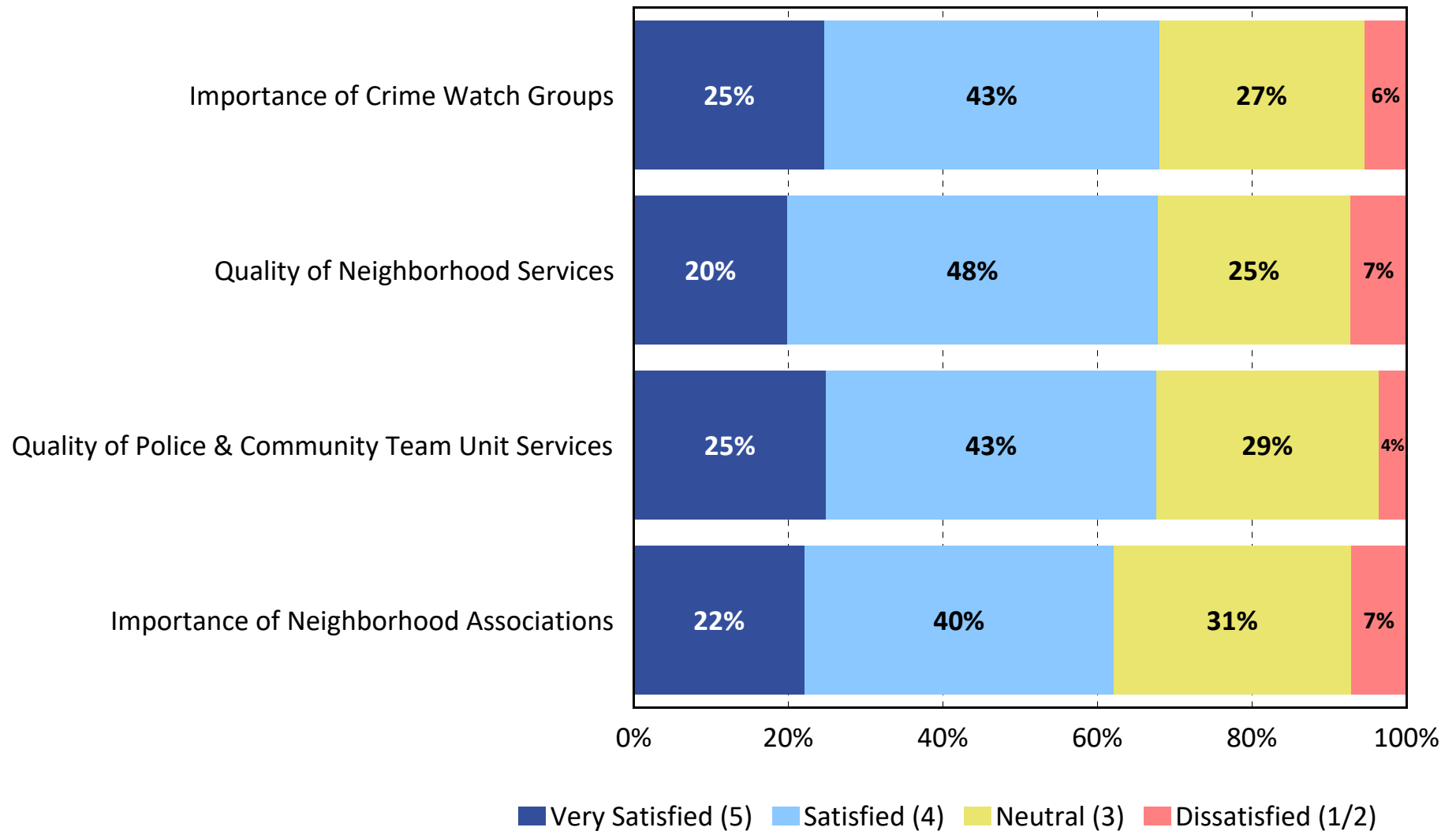
Source: ETC Institute (2020)

ETC Institute (2020)

***Trends***

## Q10. Satisfaction with Residential and Neighborhood Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

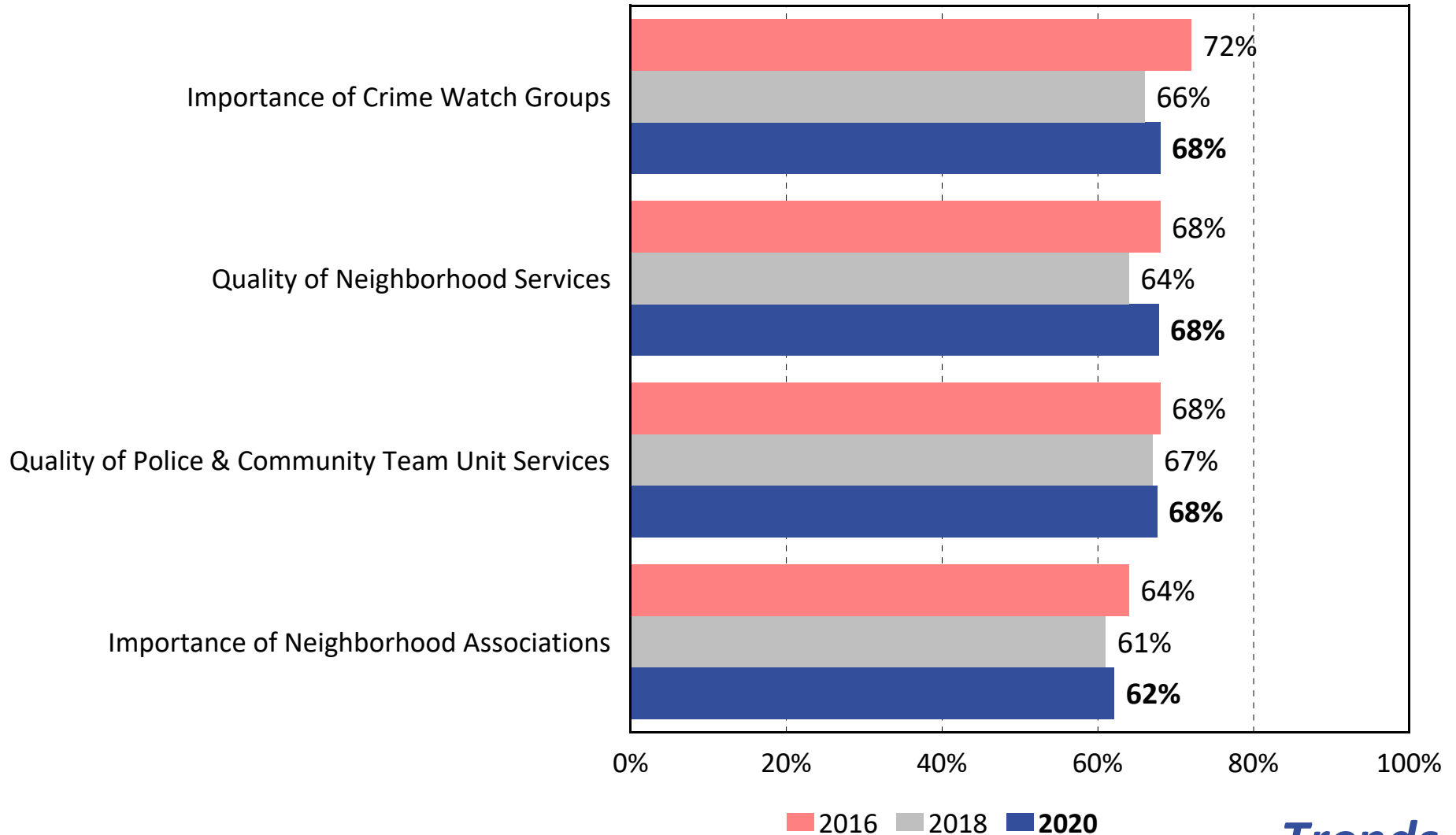


Source: ETC Institute (2020)

# Satisfaction with Residential and Neighborhood Services

## *2016 to 2020*

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



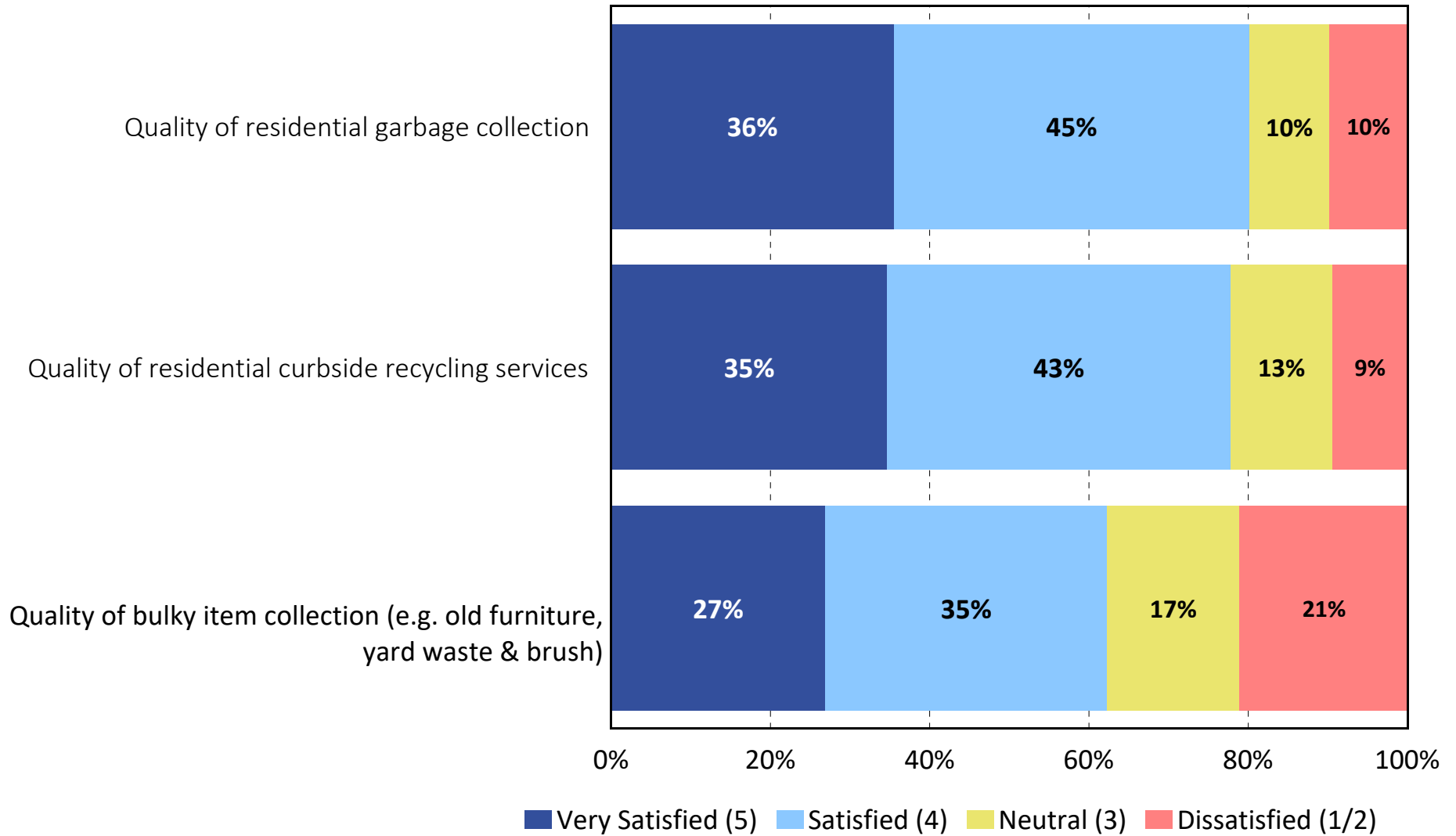
Source: ETC Institute (2020)

ETC Institute (2020)

***Trends***

## Q11. Satisfaction with Solid Waste Services

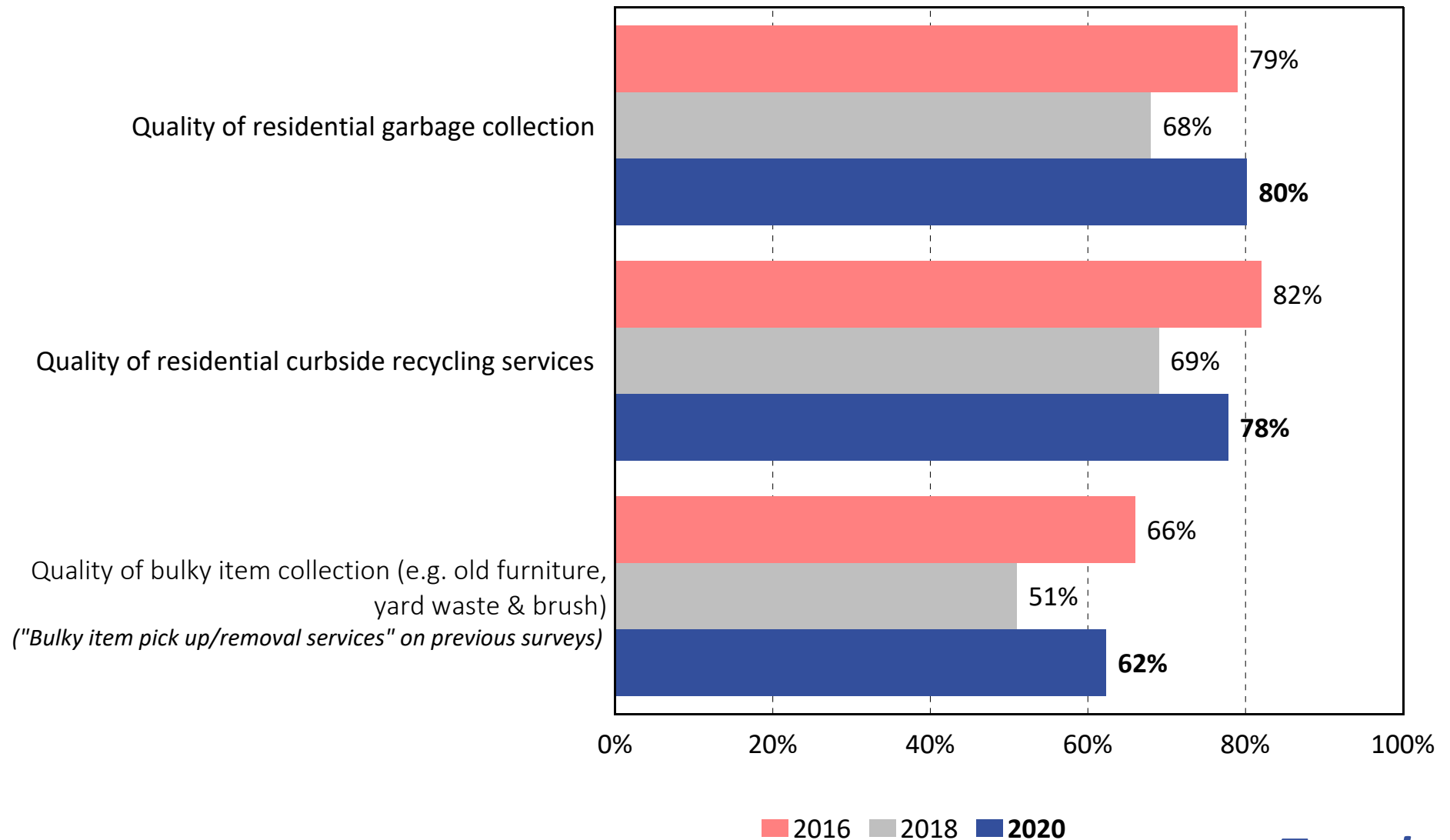
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2020)

## Satisfaction with Solid Waste Services - 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



Source: ETC Institute (2020)

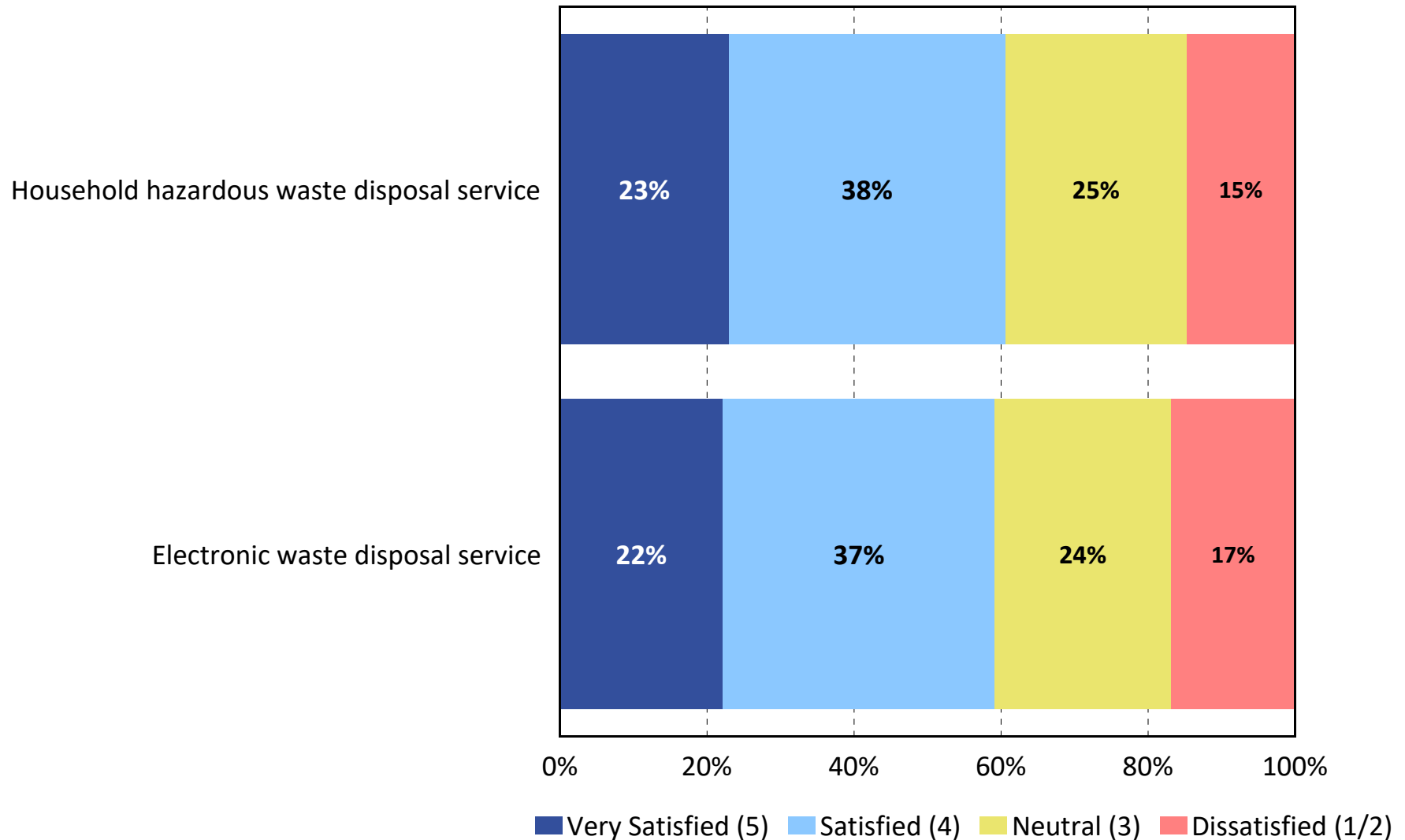
ETC Institute (2020)

**Trends**



## Q12. Satisfaction with Environmental Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

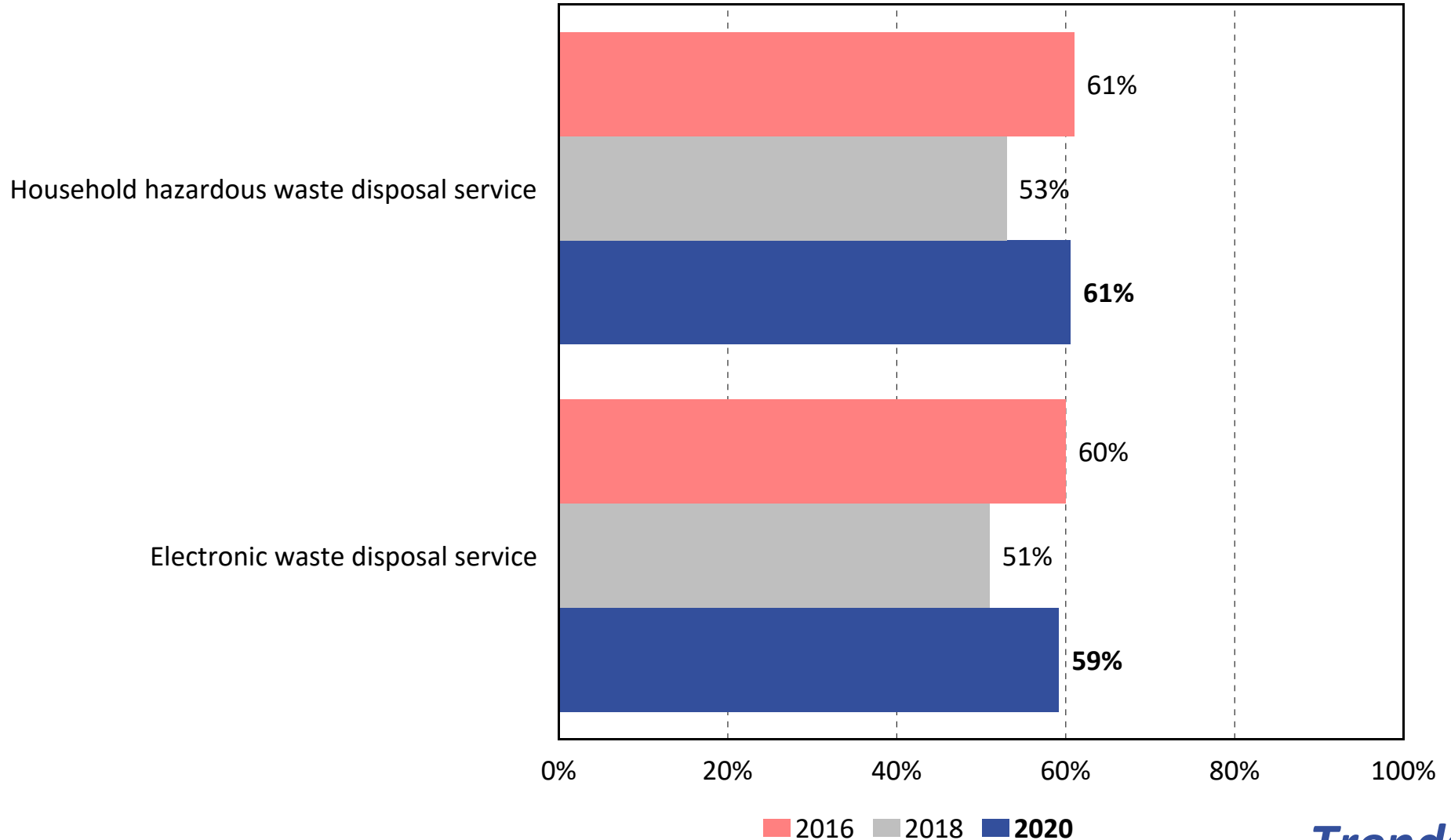


Source: ETC Institute (2020)

## Satisfaction with Environmental Services

### 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



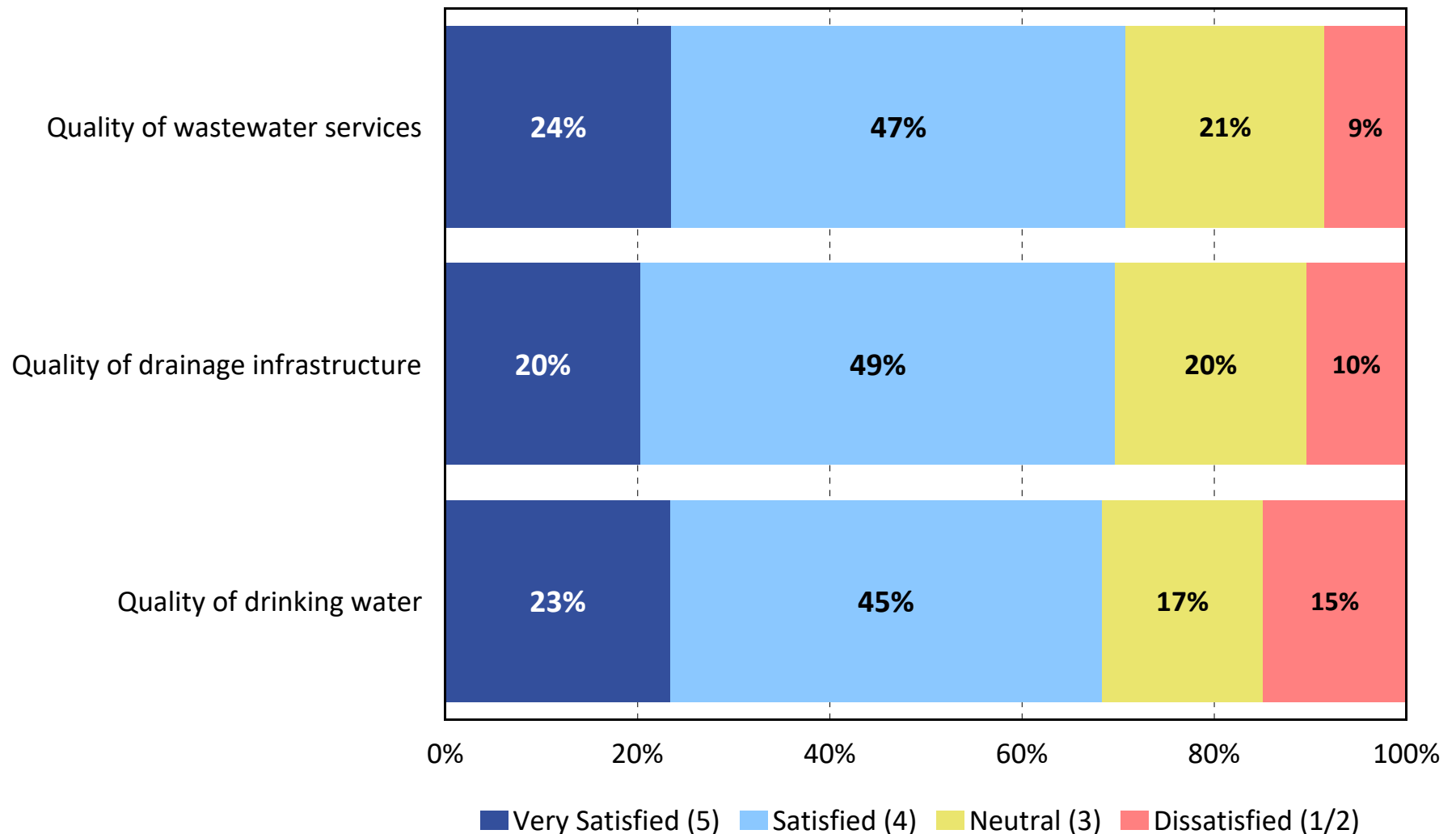
Source: ETC Institute (2020)

ETC Institute (2020)

**Trends**

## Q13. Satisfaction with Public Works Services

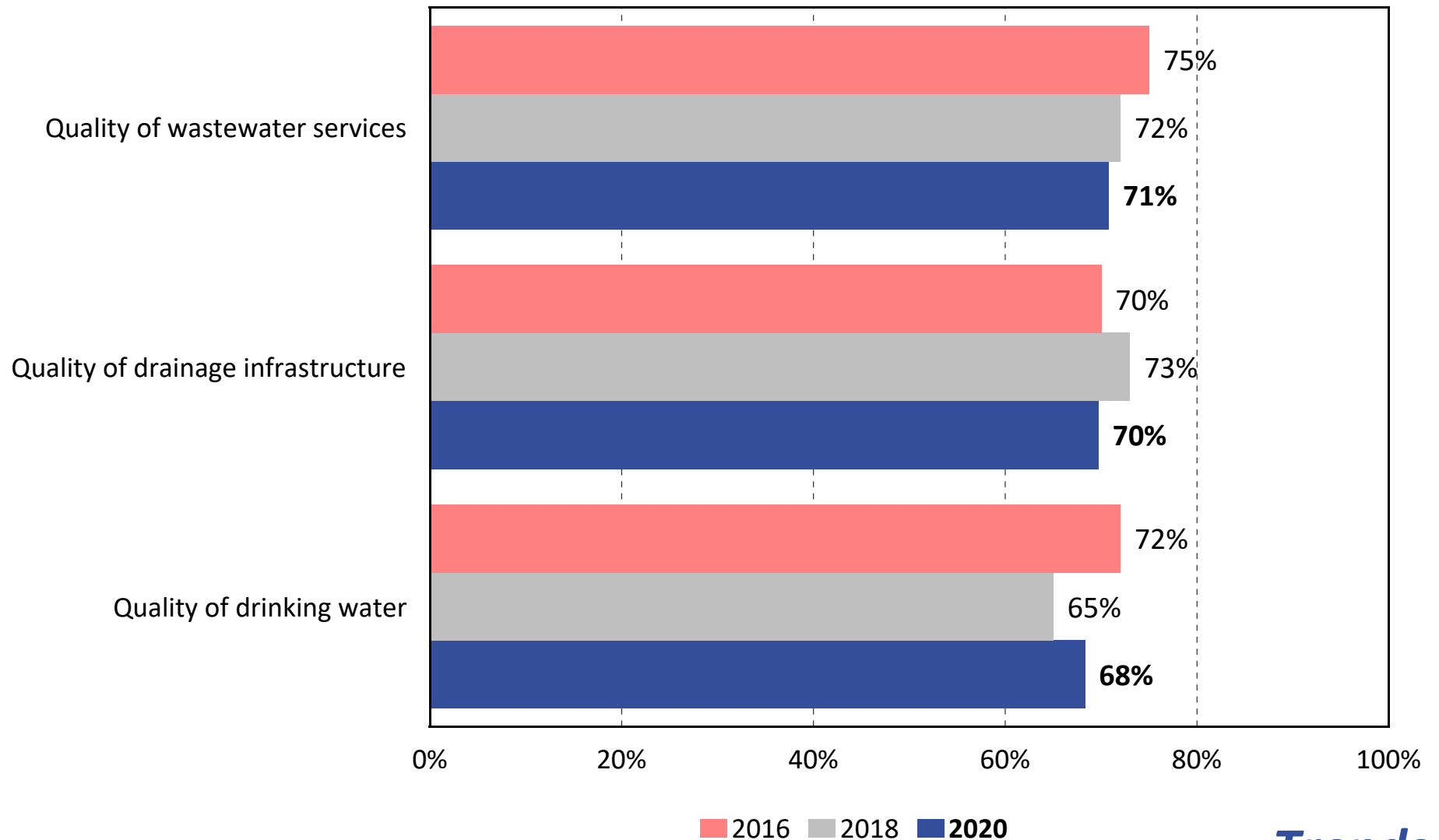
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2020)

## Satisfaction with Public Works Services - 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



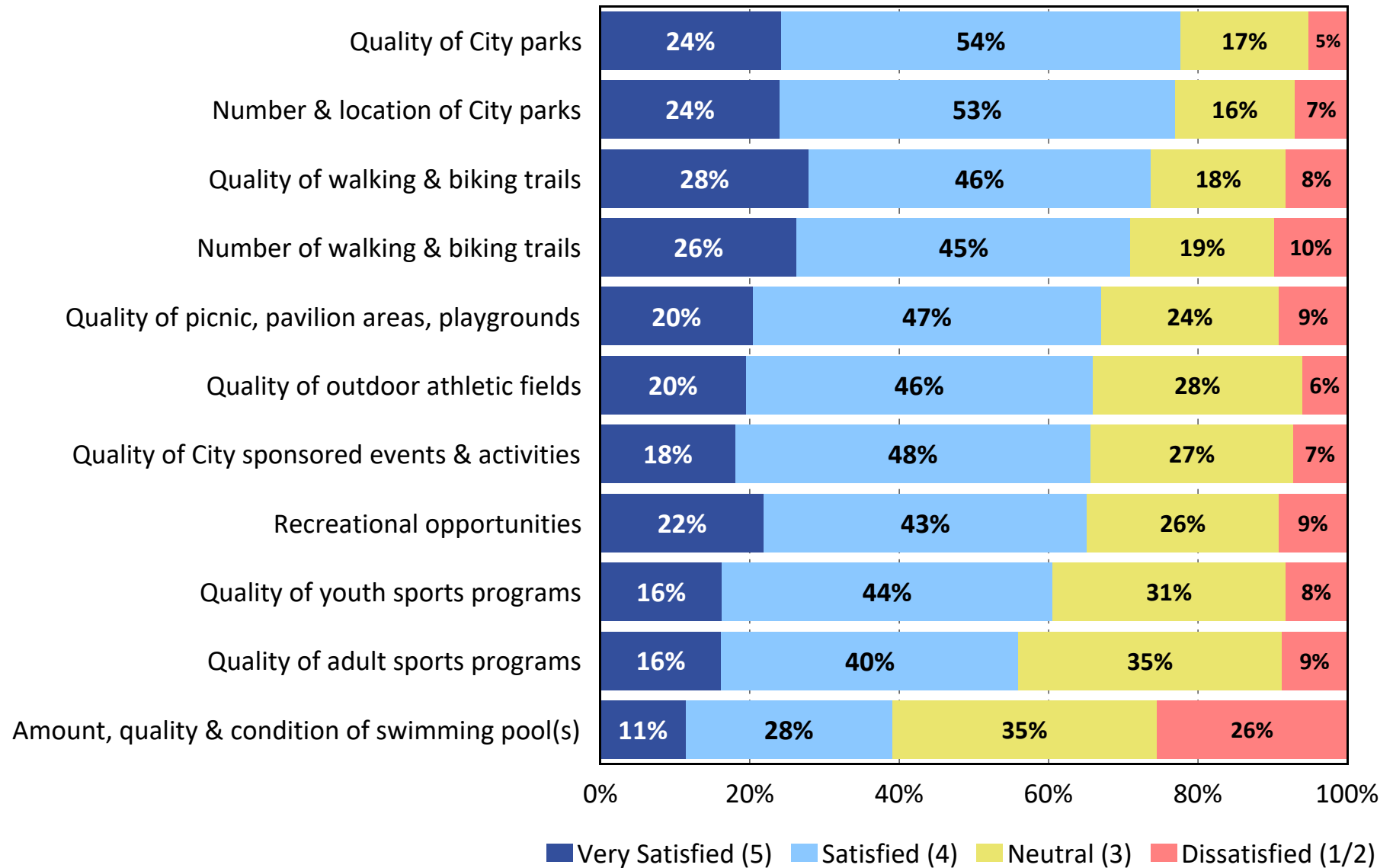
Source: ETC Institute (2020)

ETC Institute (2020)

*Trends*

## Q14. Satisfaction with Parks and Recreation Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

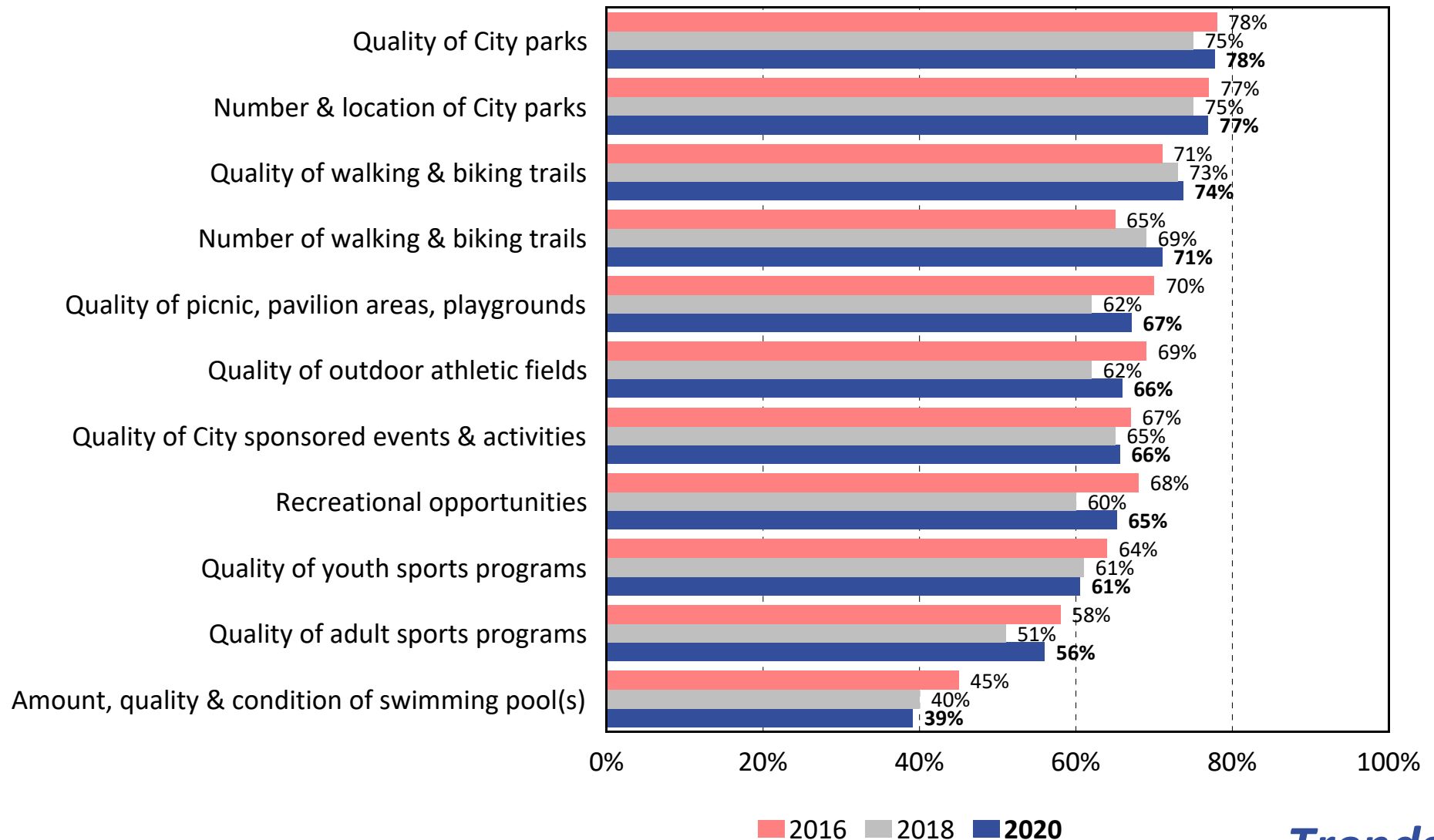


Source: ETC Institute (2020)

# Satisfaction with Parks and Recreation Services

## 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



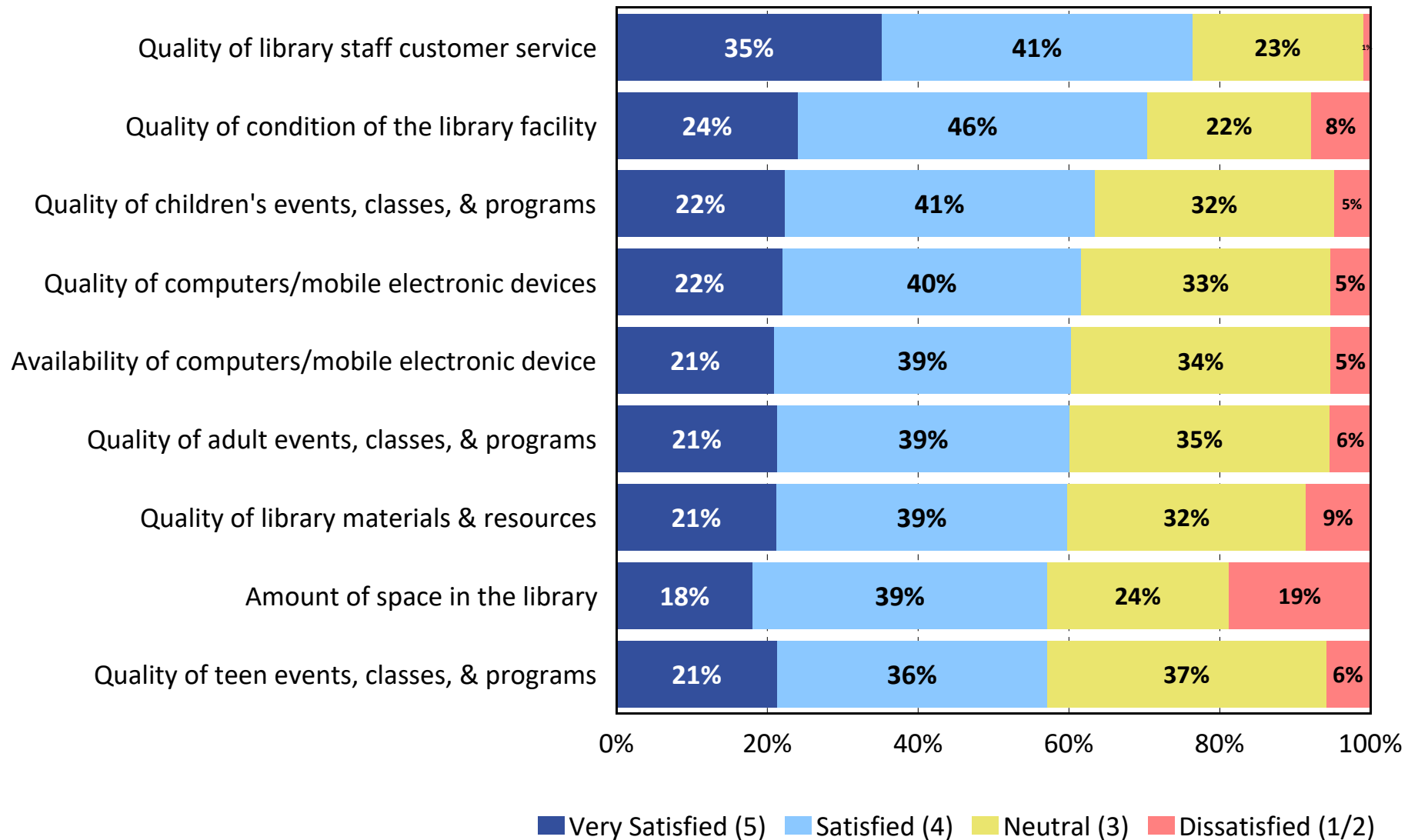
Source: ETC Institute (2020)

ETC Institute (2020)

***Trends***

## Q15. Satisfaction with Library Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

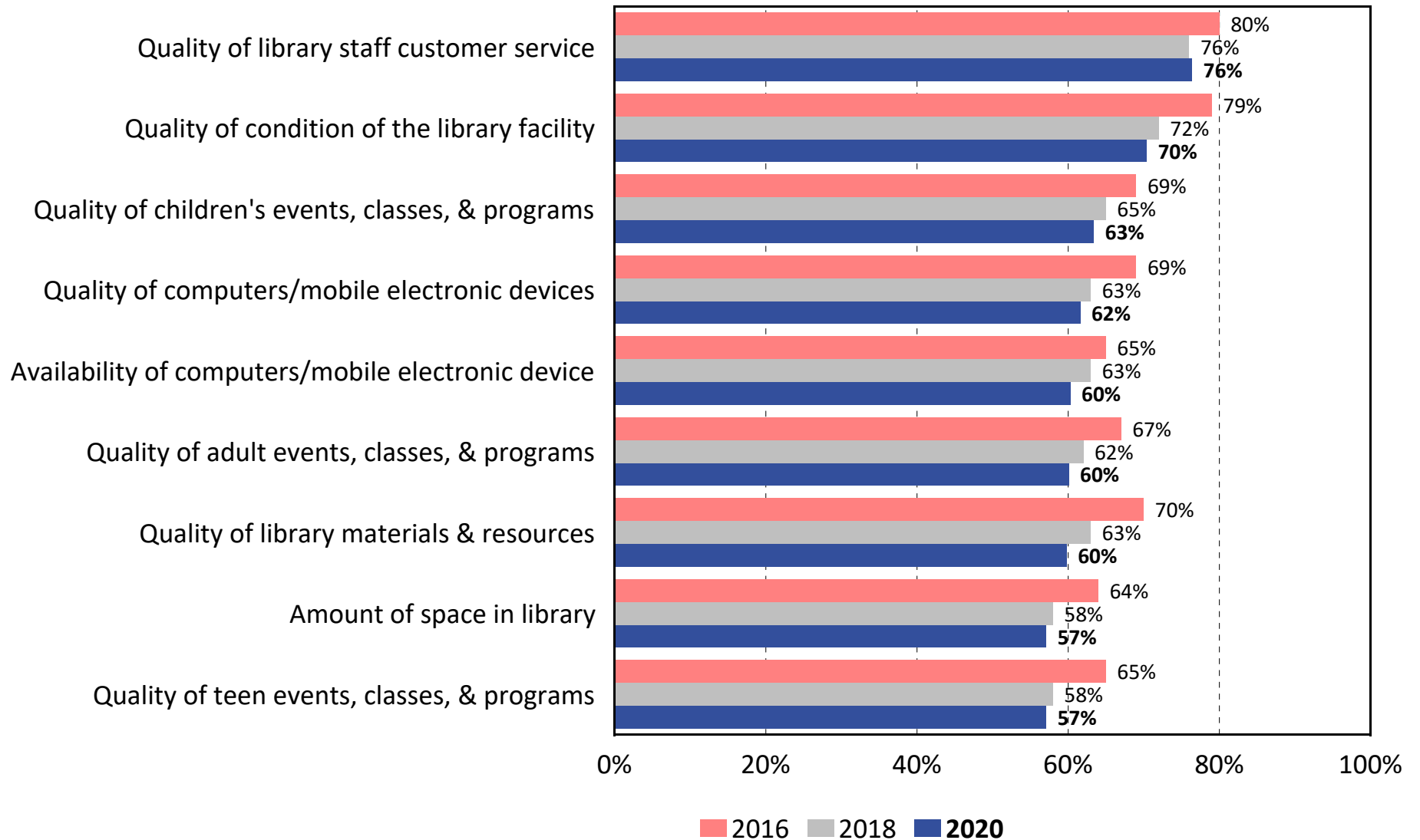


Source: ETC Institute (2020)



## Satisfaction with Library Services - 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



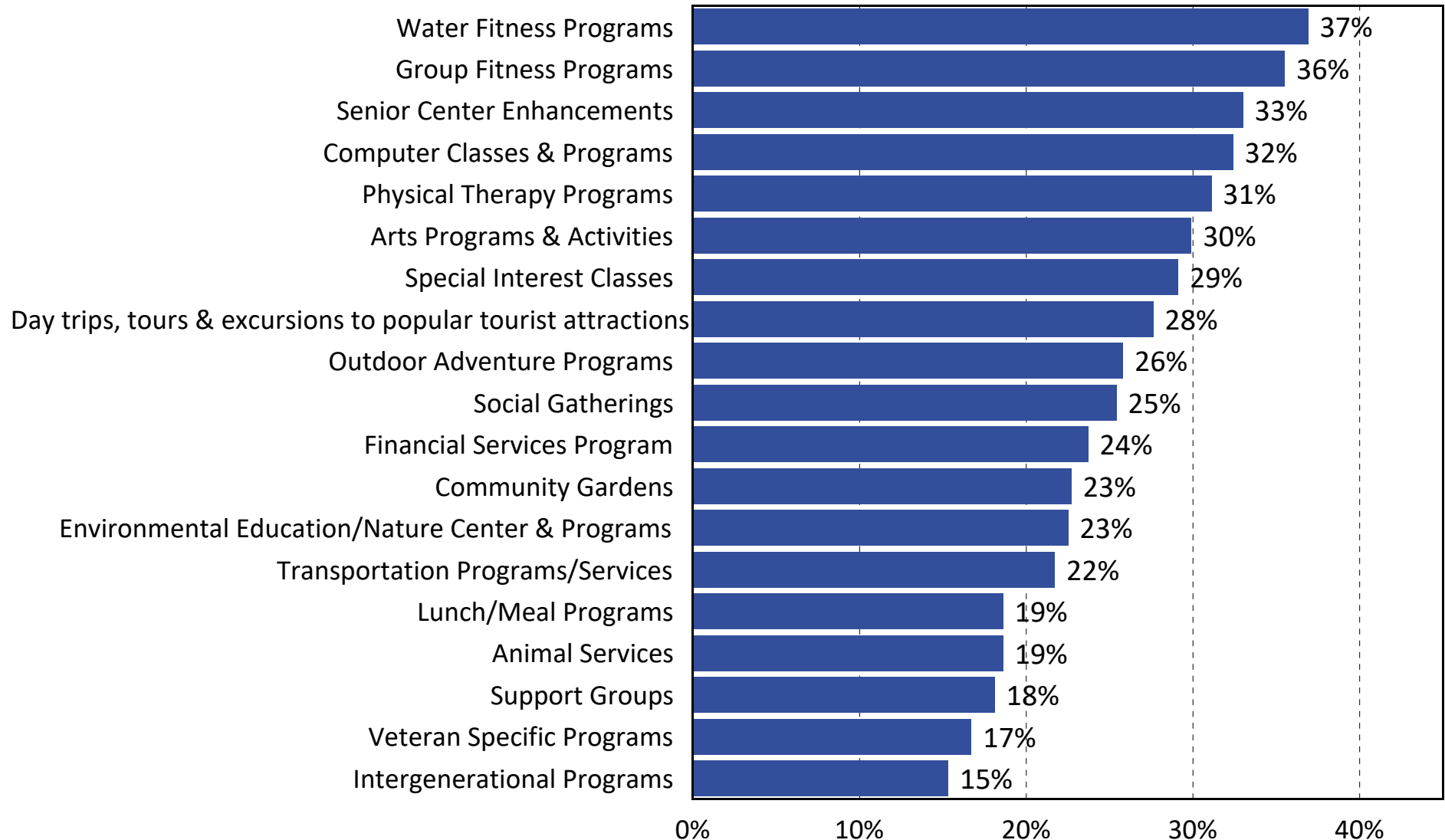
Source: ETC Institute (2020)

ETC Institute (2020)

*Trends*

## Q16[1]. Need for the Following Programs/Services for Senior Citizens Age 55 or Older

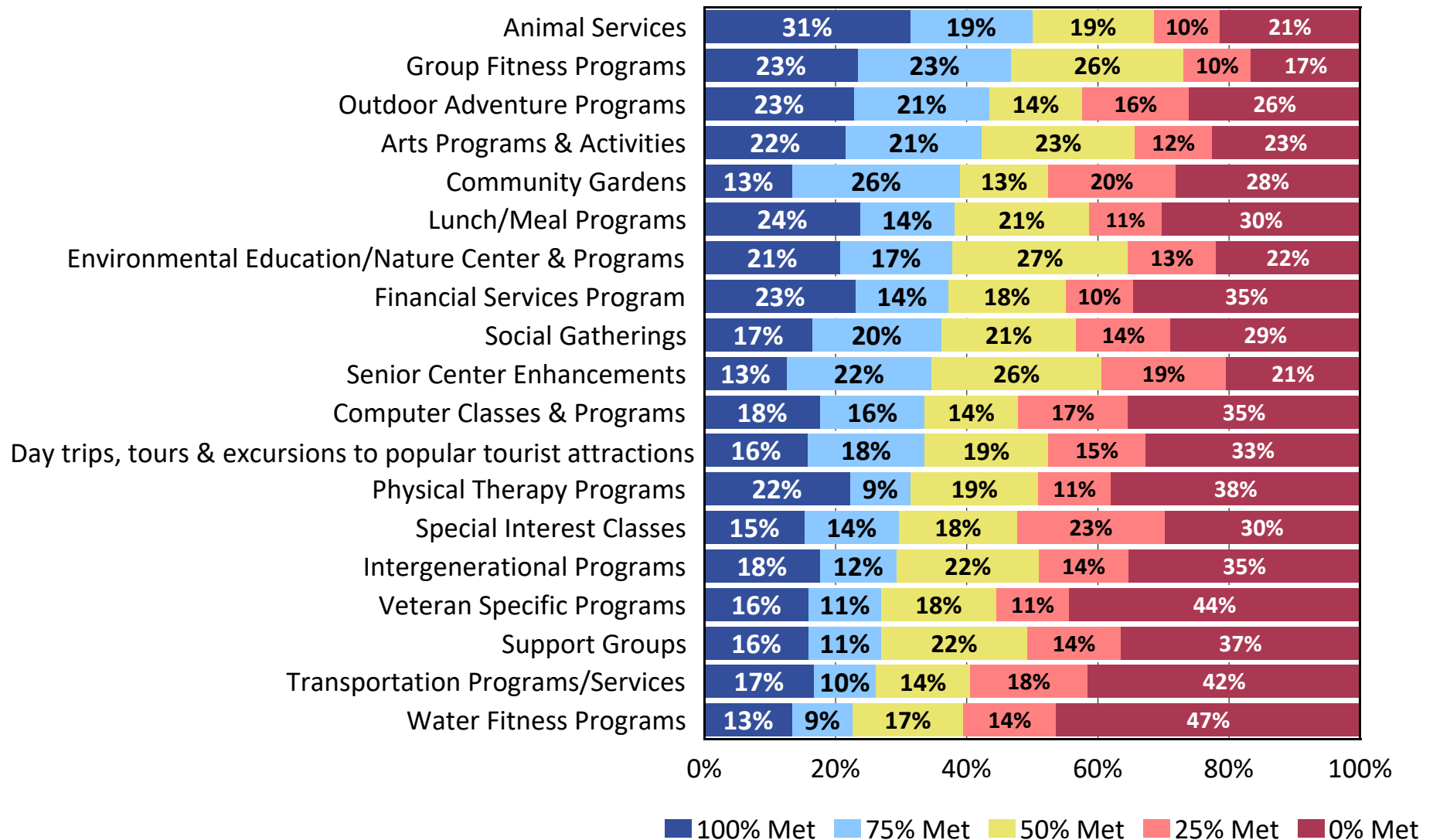
by percentage of respondents who indicated their household had a need for the program/service



Source: ETC Institute (2020)

## Q16[2]. How Well the Program/Service Needs of Senior Citizens Age 55 or Older Are Being Met

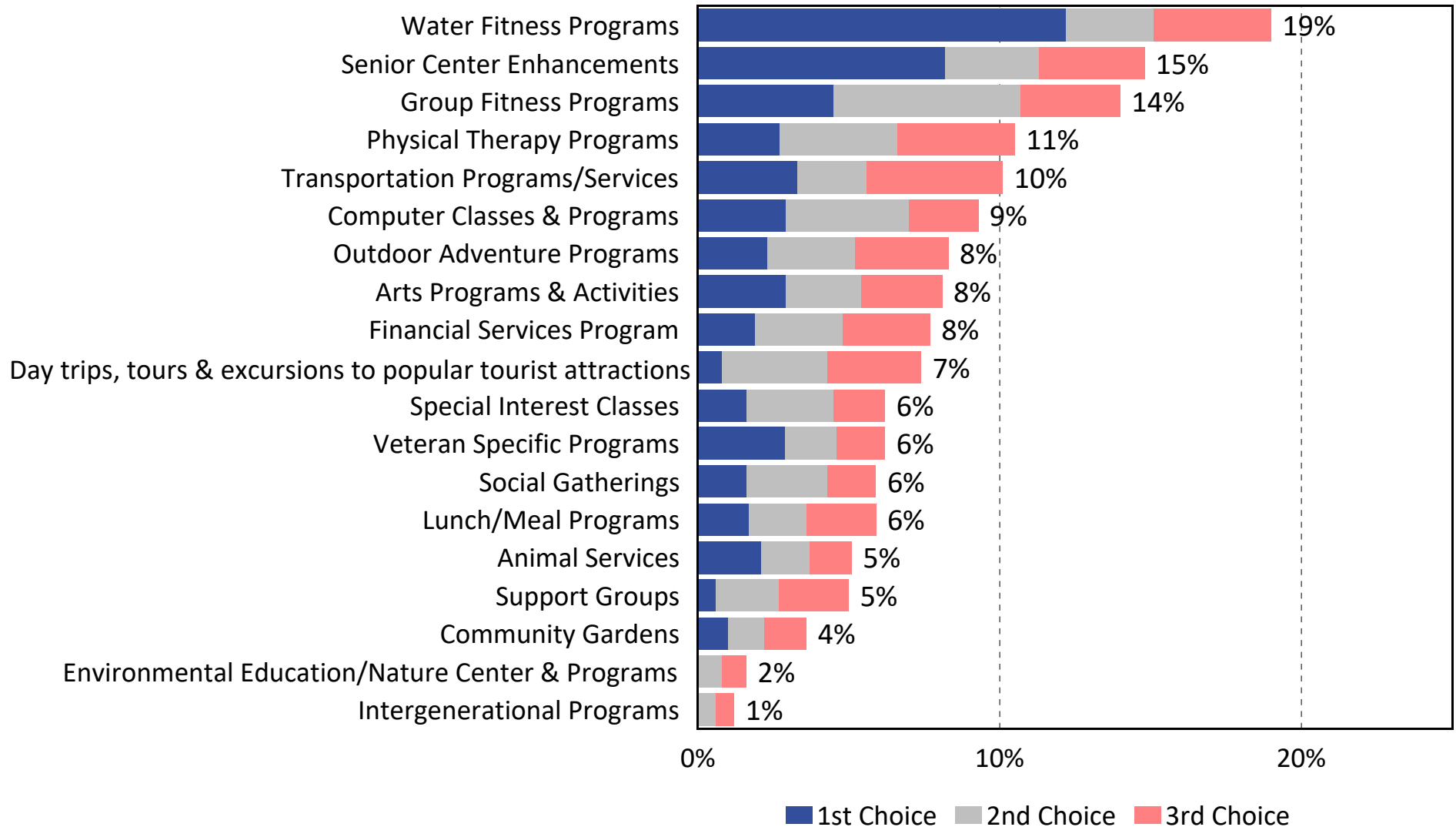
by percentage of respondents who have a need for the program/service and rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute (2020)

## Q17. Programs/Services That Are Most Important to Households With Senior Citizens Age 55 or Older

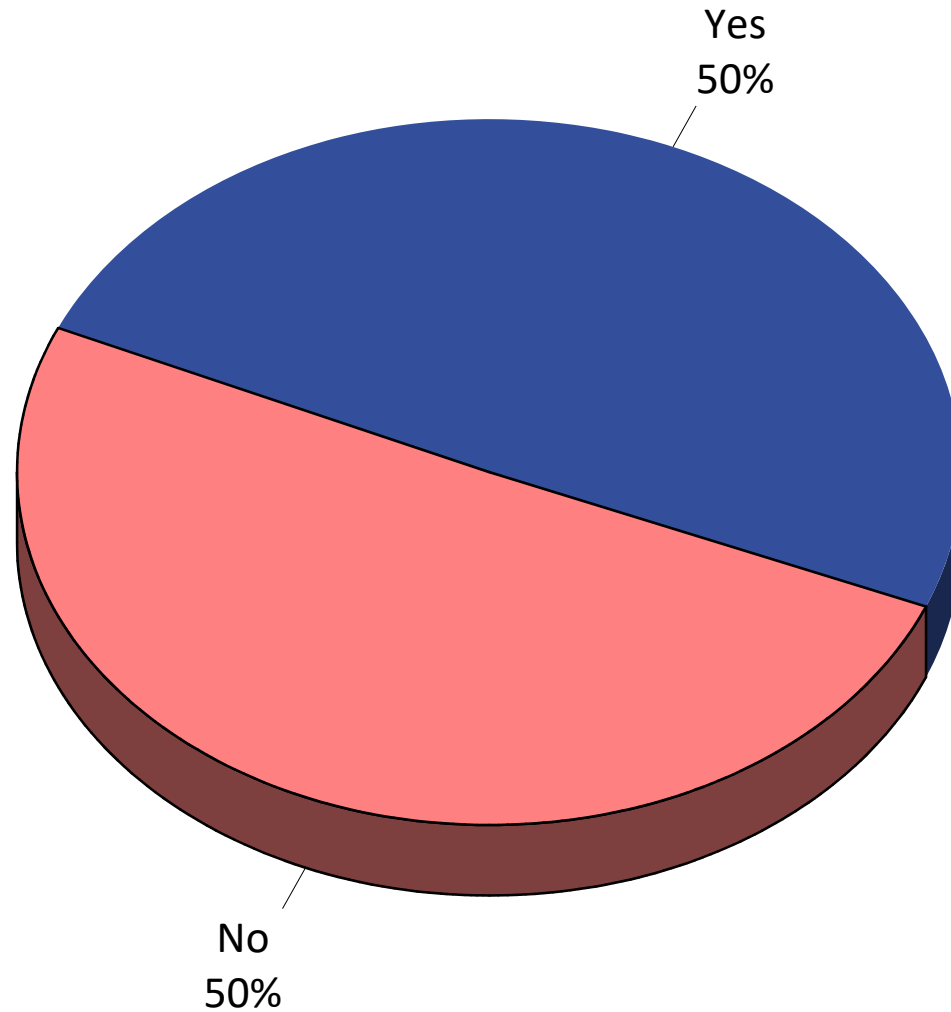
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

## Q18. Have you called or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents

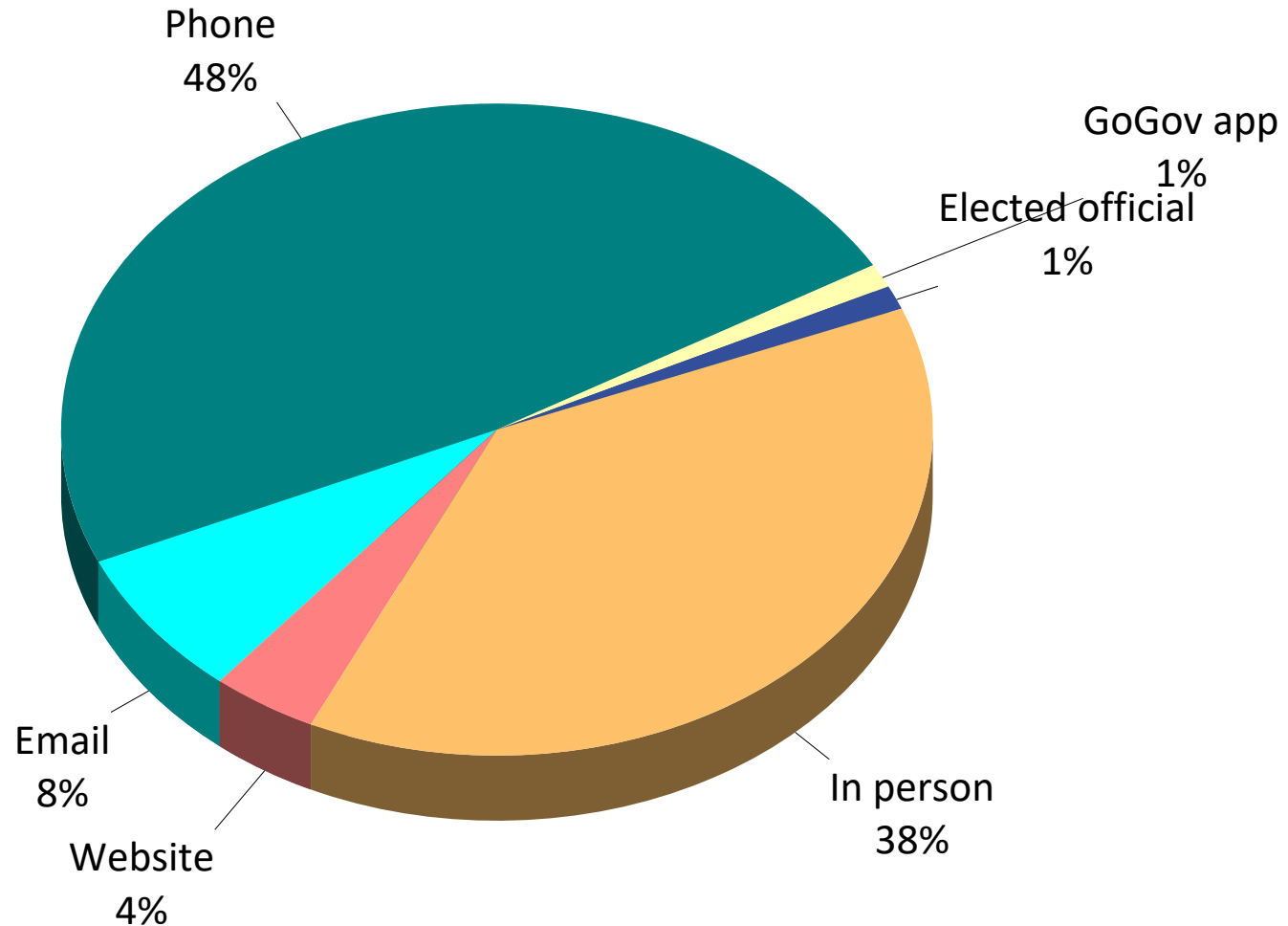


Source: ETC Institute (2020)

ETC Institute (2020)

## Q18a. How did you contact the City?

by percentage of respondents who contacted the City in the past year (excluding "not provided")

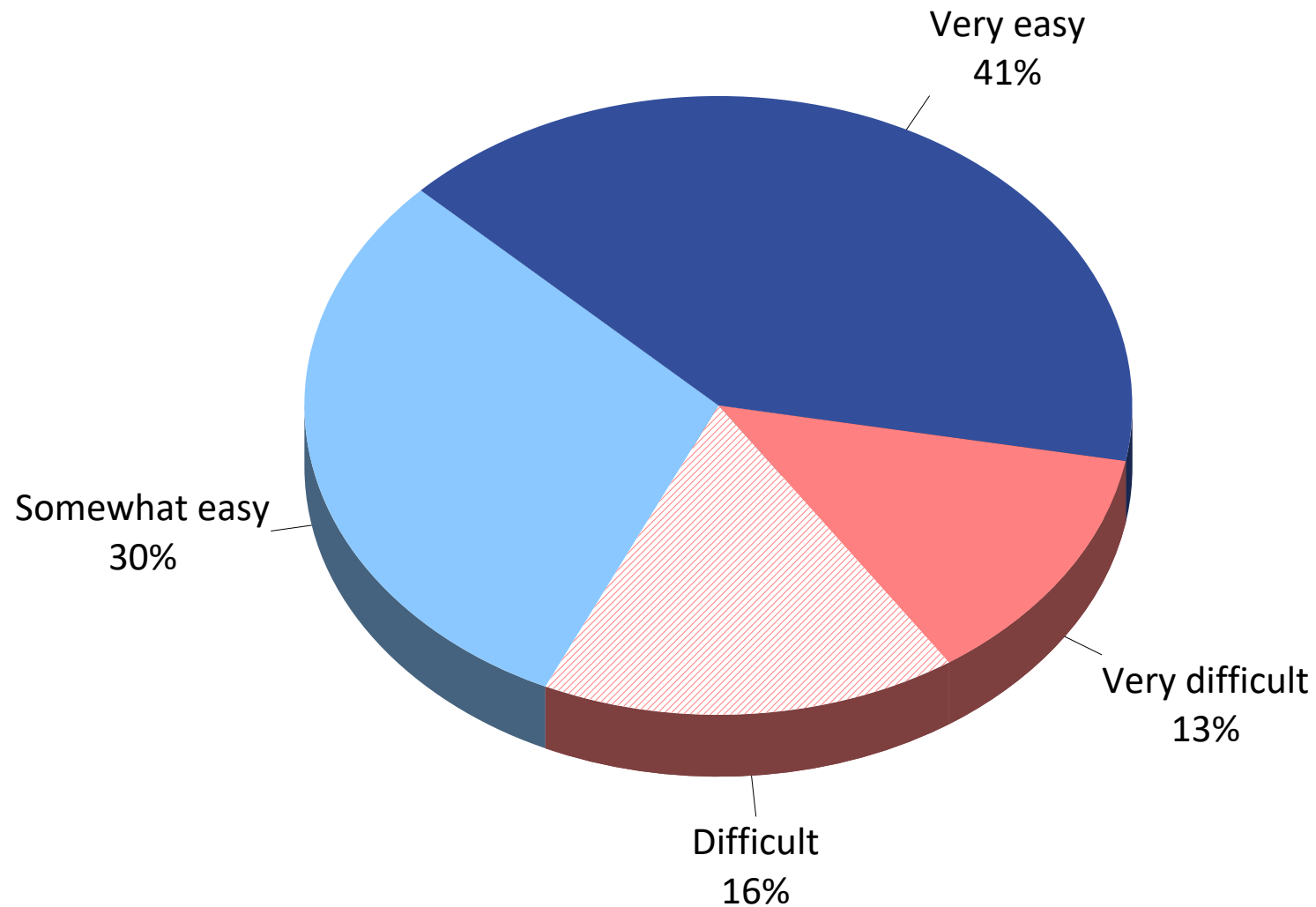


*\*Social media was selected by 0.4% of respondents*

Source: ETC Institute (2020)

## Q18b. How easy was it to address your issue?

by percentage of respondents who have contacted the City in the past year

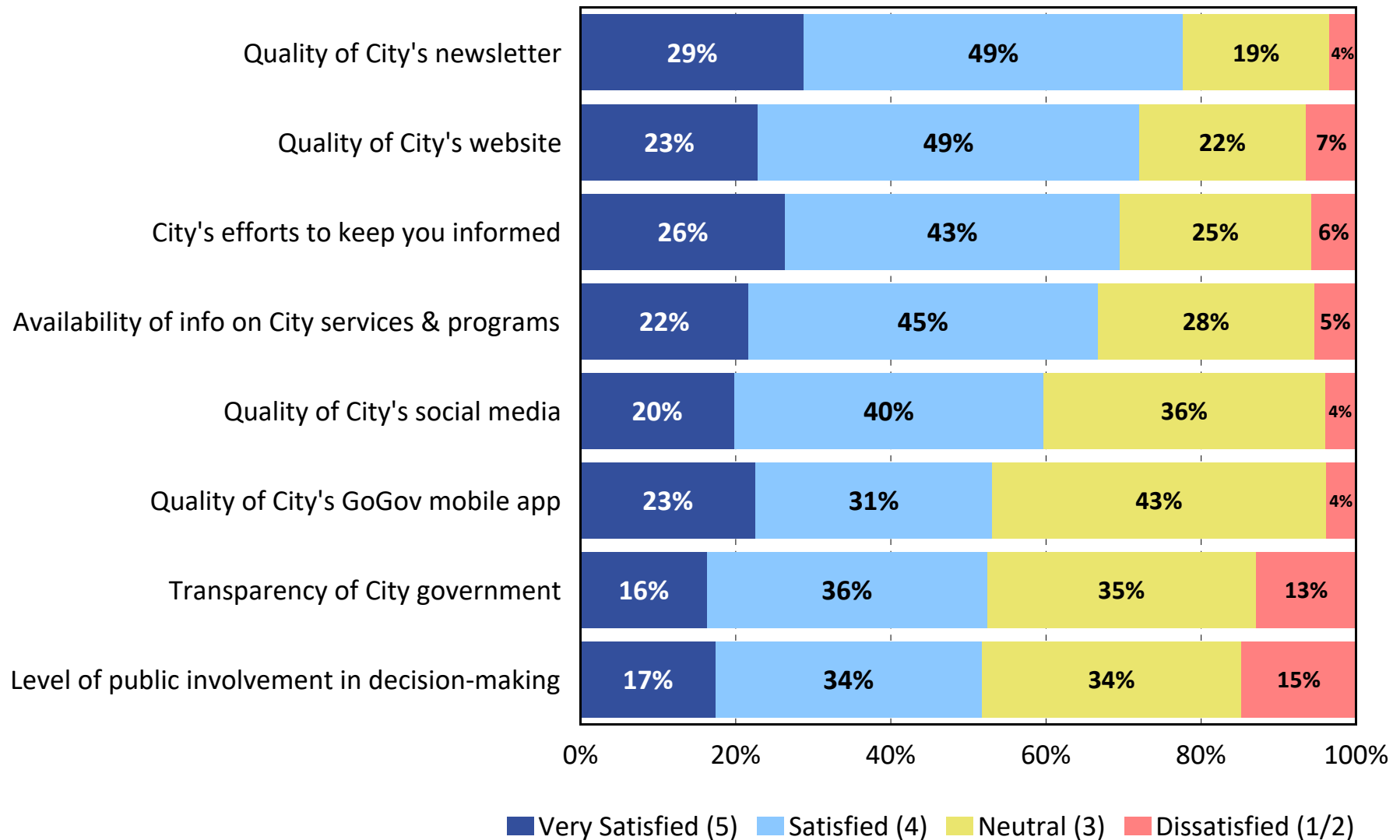


Source: ETC Institute (2020)

ETC Institute (2020)

## Q19. Satisfaction with City Communication

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

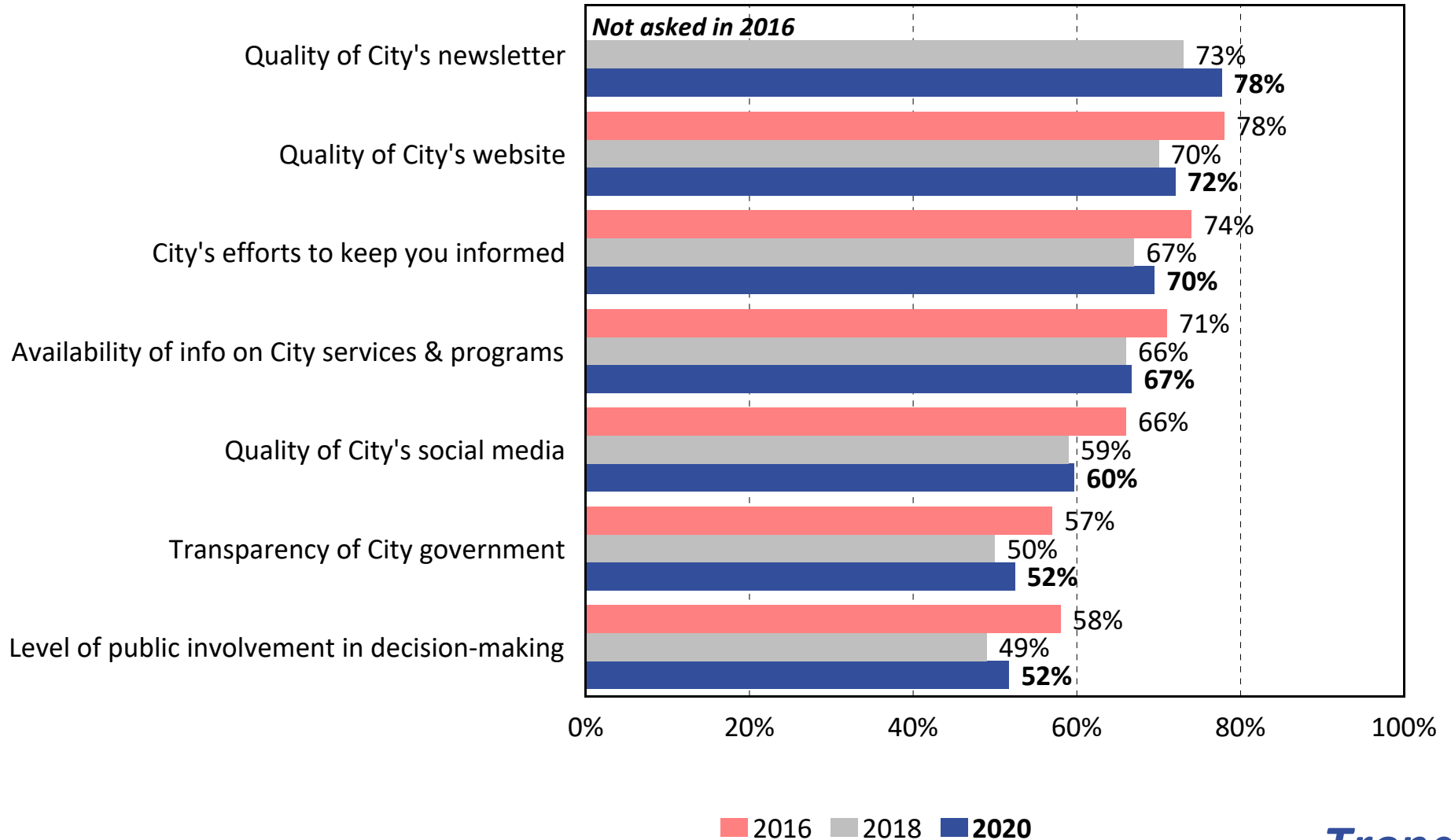


Source: ETC Institute (2020)



## Satisfaction with City Communication - 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



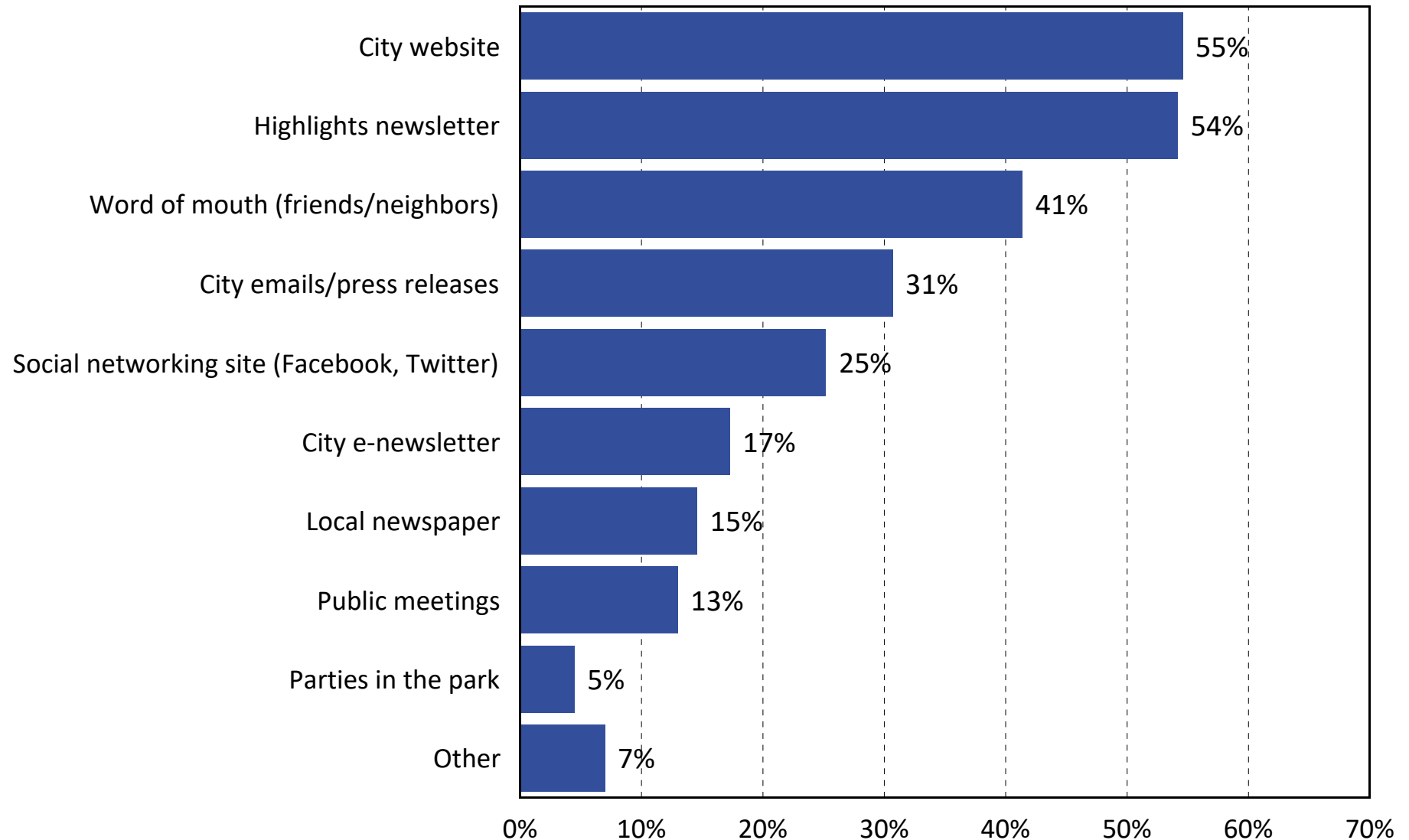
Source: ETC Institute (2020)

ETC Institute (2020)

**Trends**

## Q20. Which of the following are your primary sources of information about City issues, services, and events?

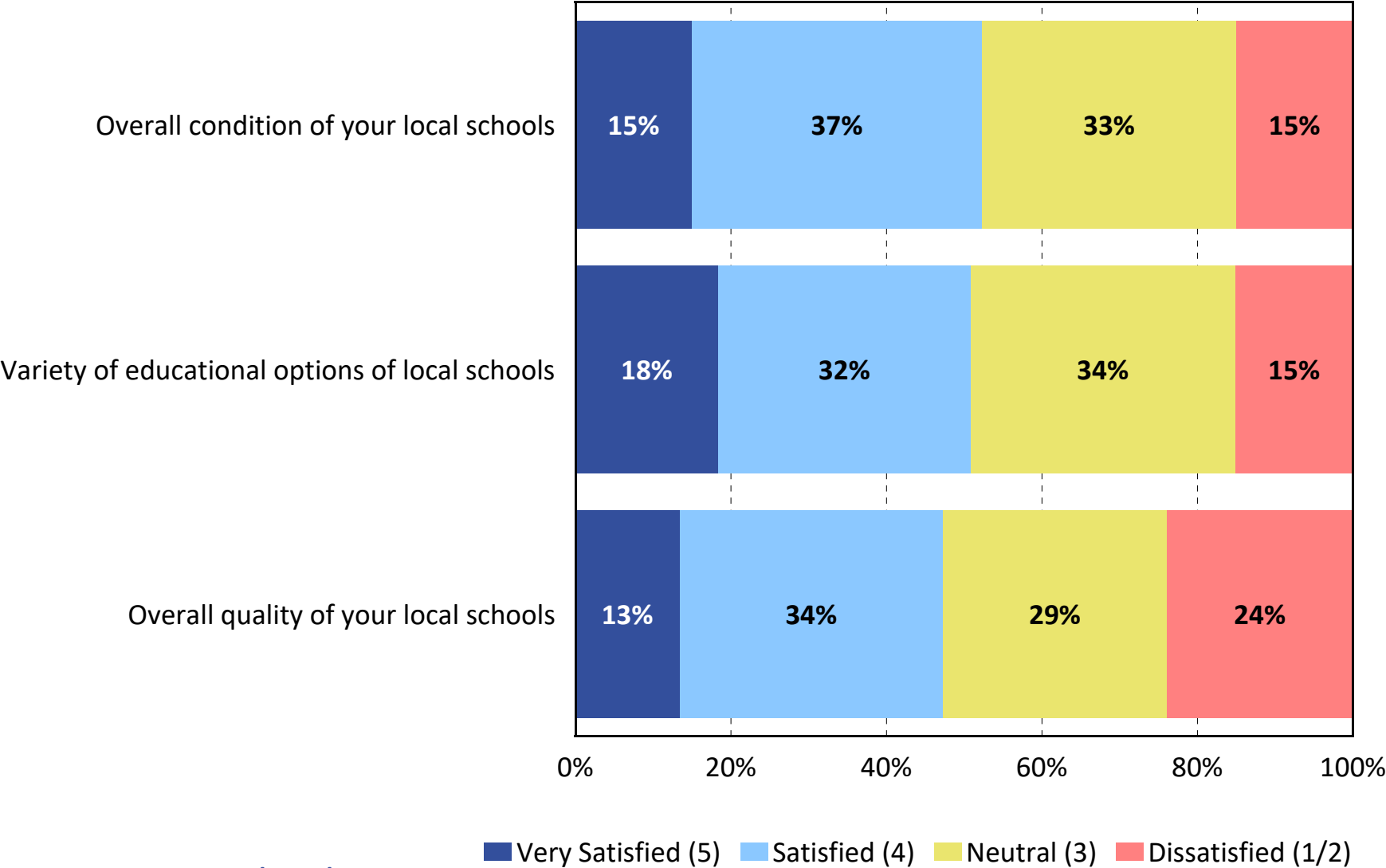
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

## Q21. Satisfaction with Education

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

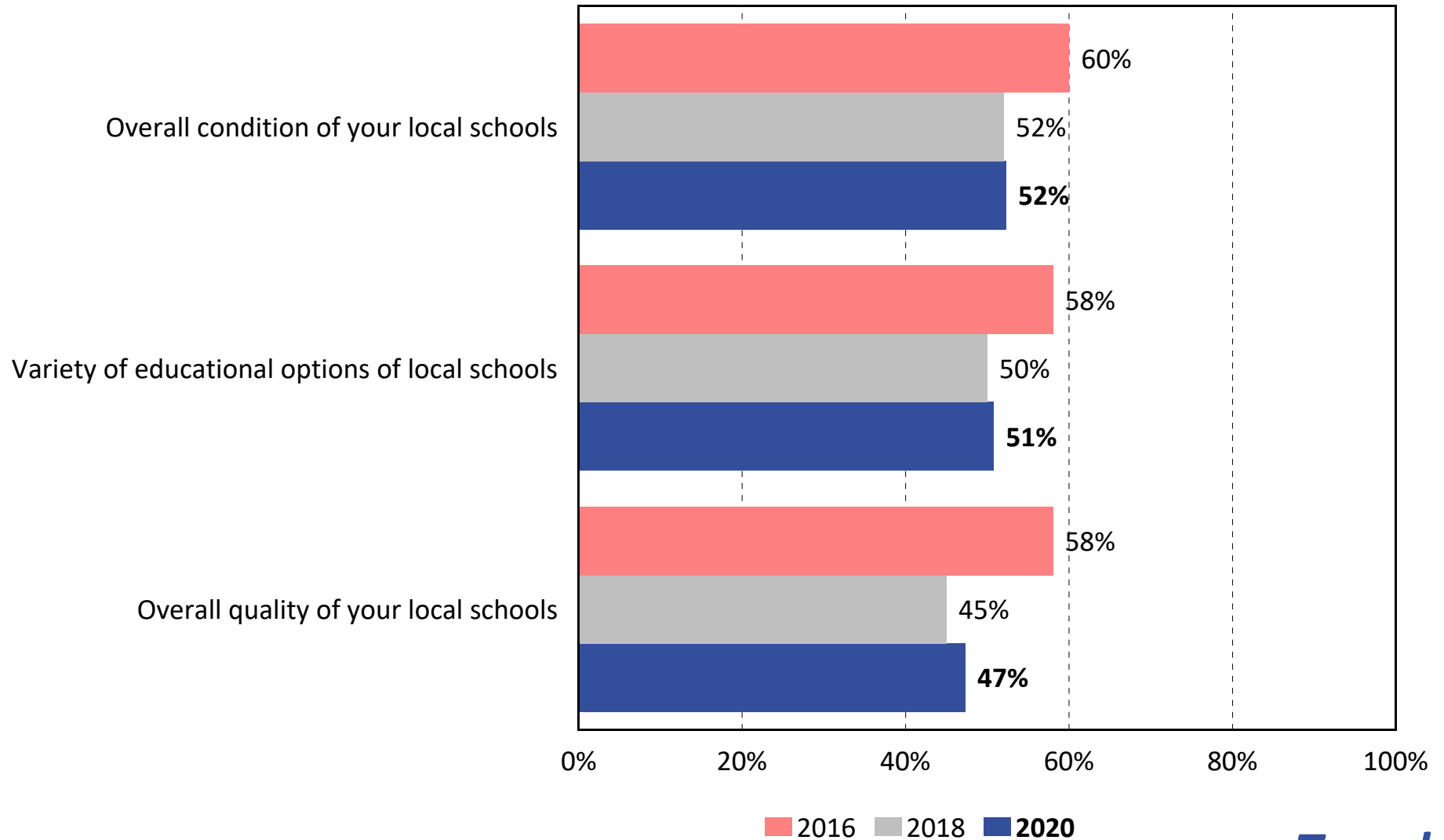


Source: ETC Institute (2020)

## Satisfaction with Education

### 2016 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding "don't know")



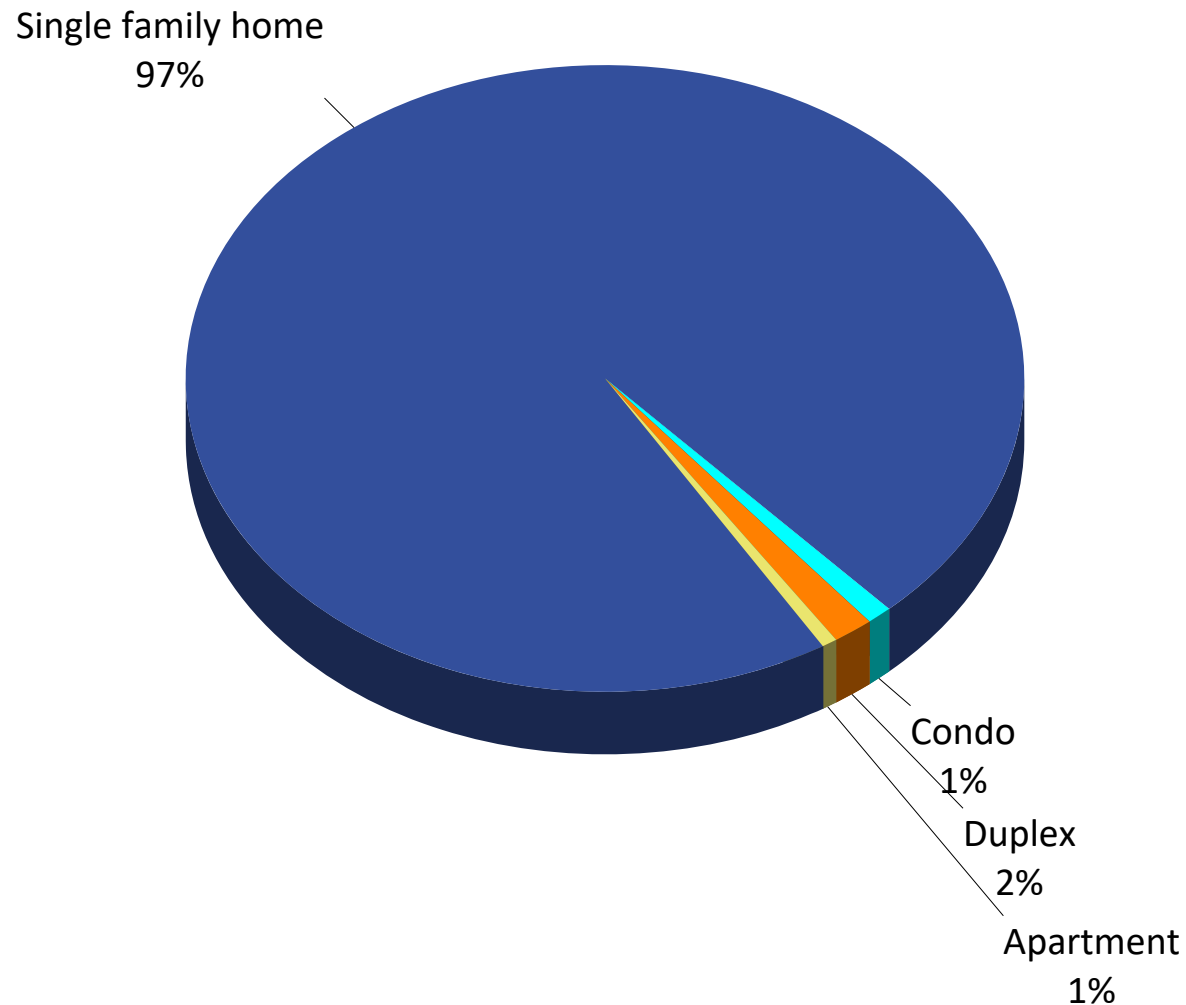
Source: ETC Institute (2020)

ETC Institute (2020)

**Trends**

## Q22. Which of the following best describes where you reside?

by percentage of respondents (excluding "not provided")

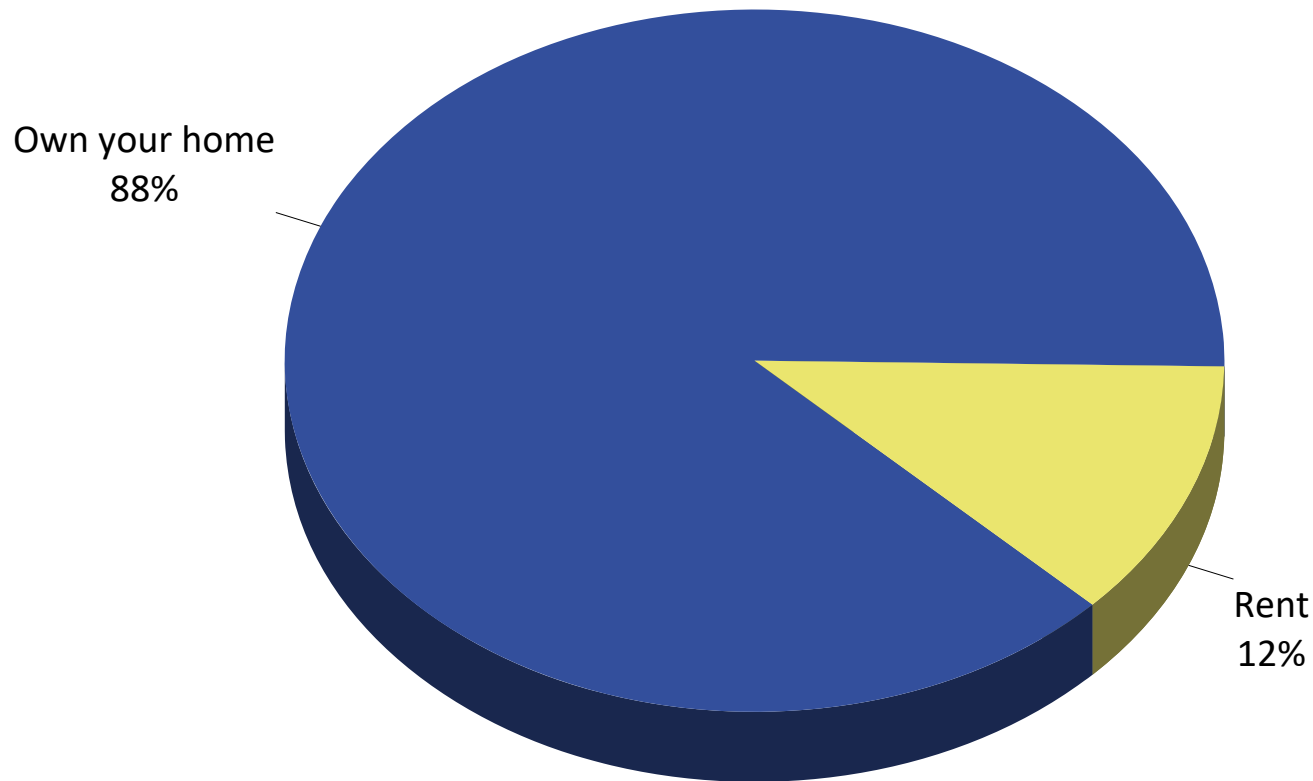


Source: ETC Institute (2020)

ETC Institute (2020)

## Q23. Which of the following best describes your housing situation?

by percentage of respondents (excluding "not provided")



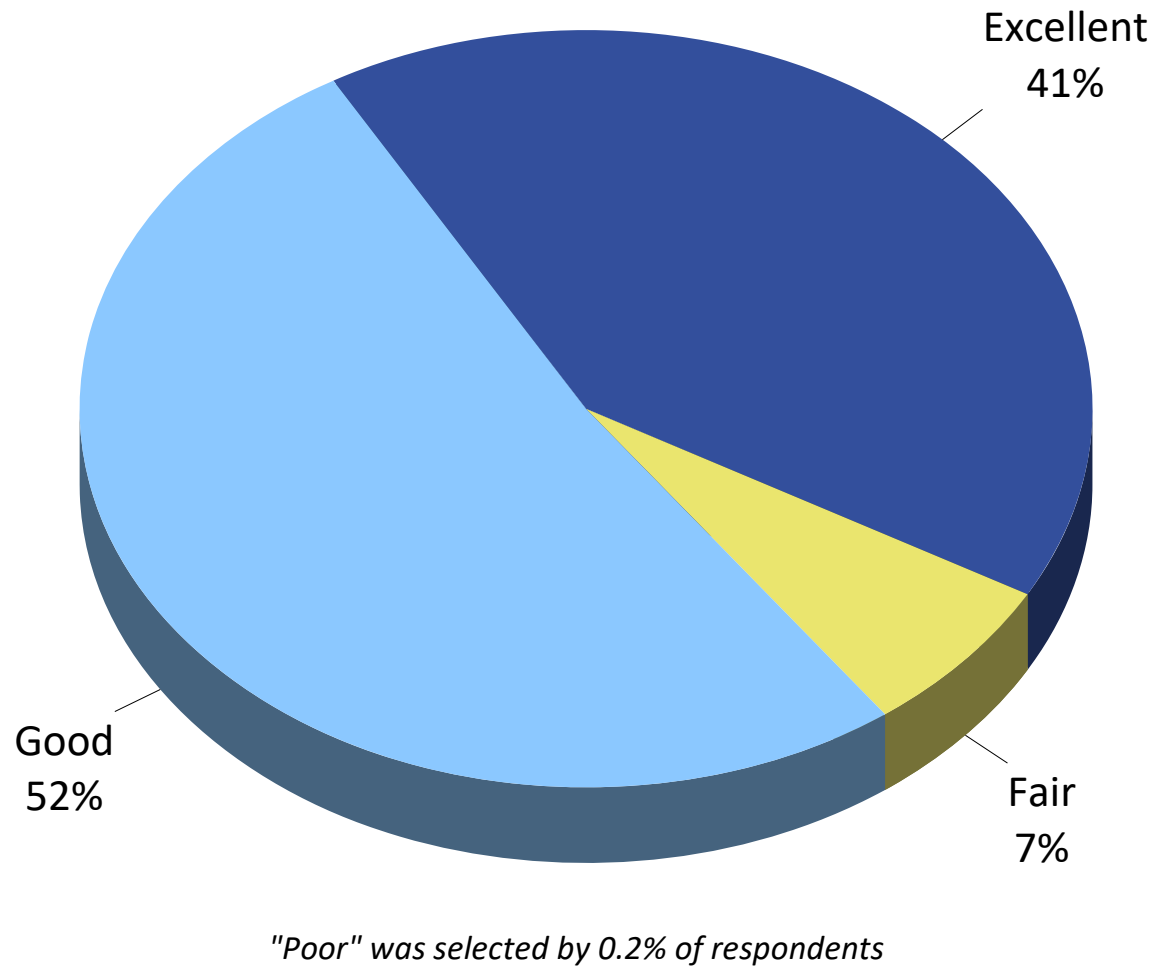
*"Live with another in household" was selected by 0.4% of respondents*

Source: ETC Institute (2020)

ETC Institute (2020)

## Q24. How would you describe the general physical condition of your home?

by percentage of respondents (excluding "not provided")

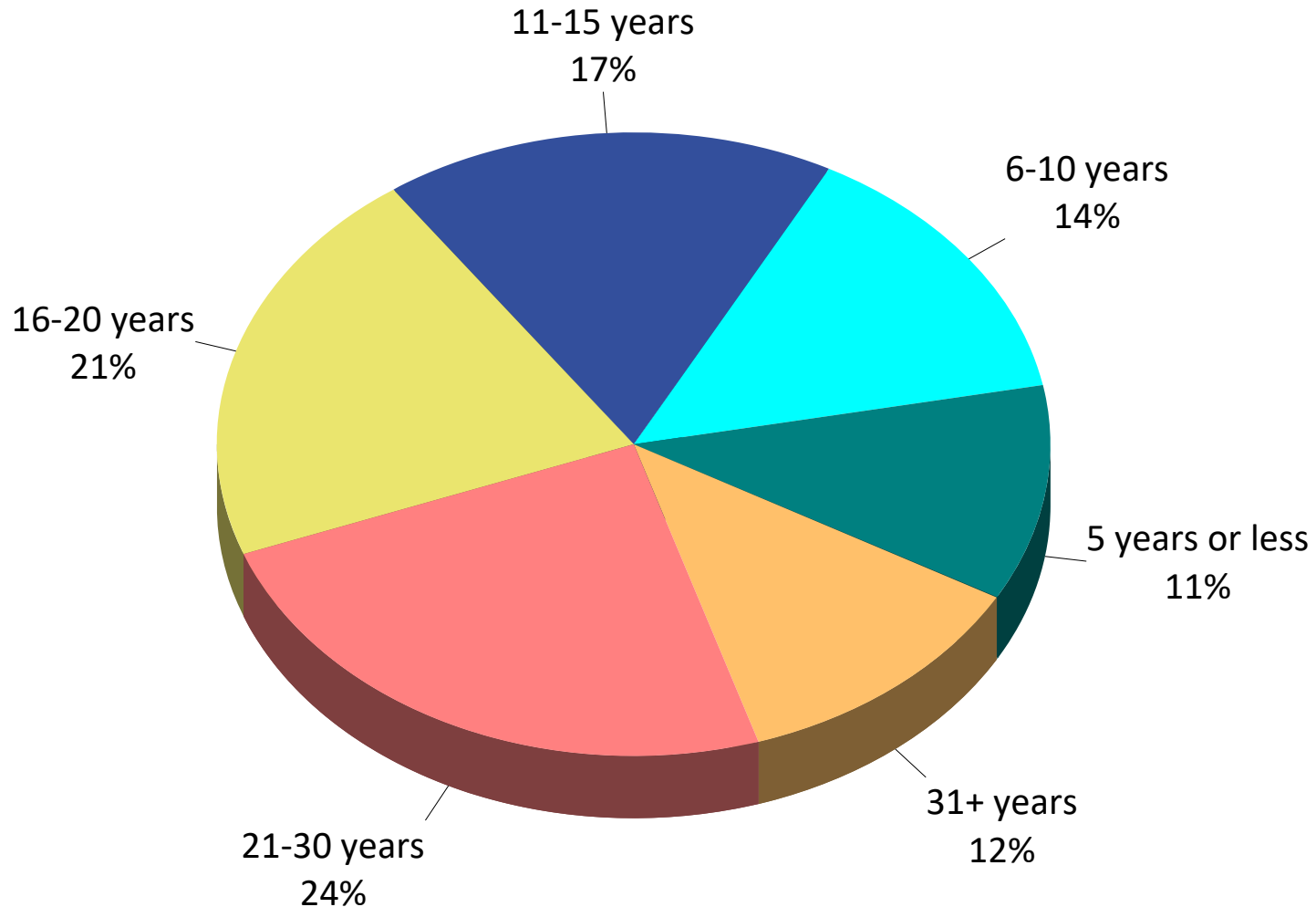


Source: ETC Institute (2020)

ETC Institute (2020)

## Q25. Demographics: How many years have you lived in Cedar Hill?

by percentage of respondents (excluding "not provided")

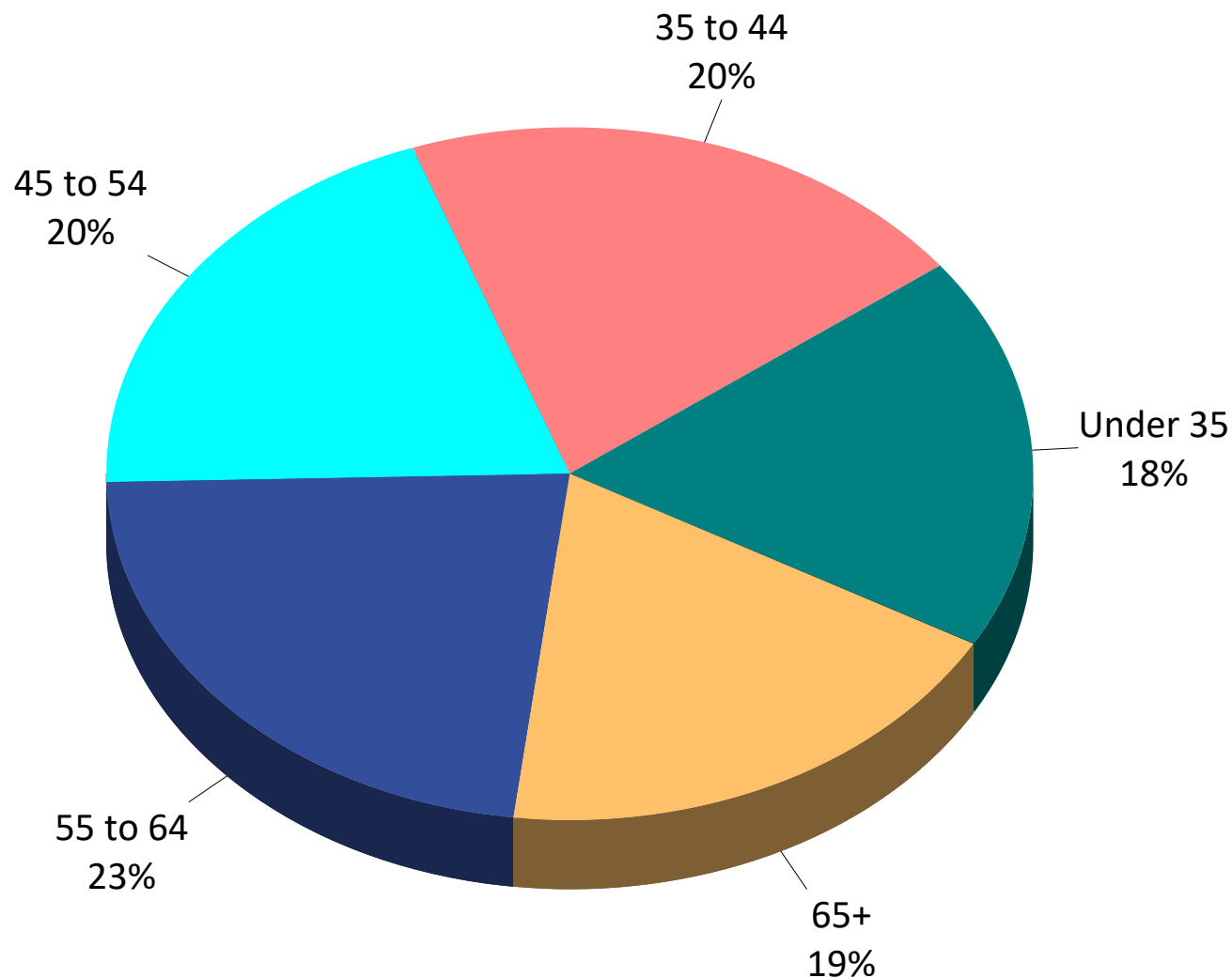


Source: ETC Institute (2020)



## Q26. Demographics: What is your age?

by percentage of respondents (excluding "not provided")

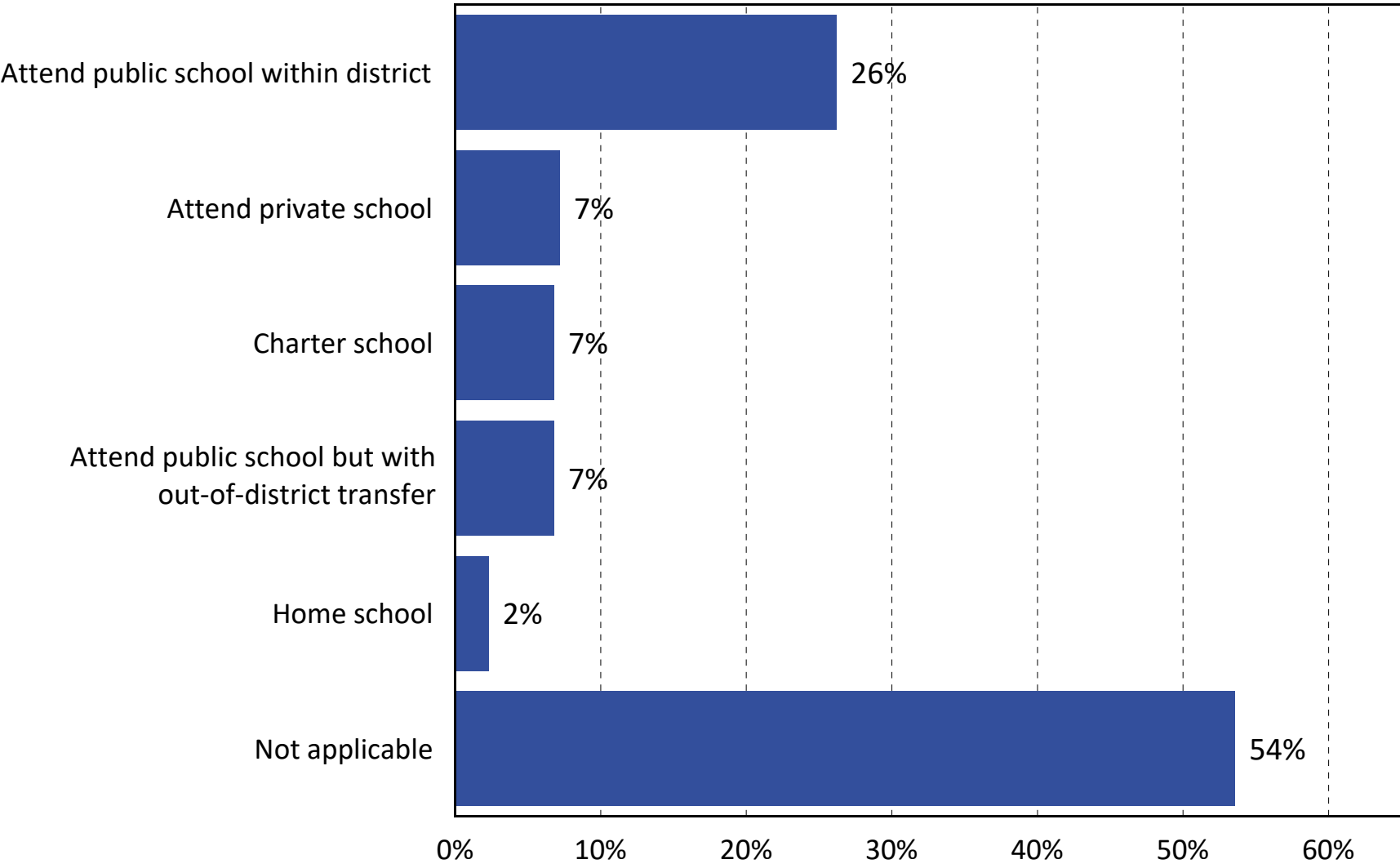


Source: ETC Institute (2020)

ETC Institute (2020)

# Q27. Demographics: Statements That Best Apply to Household Members

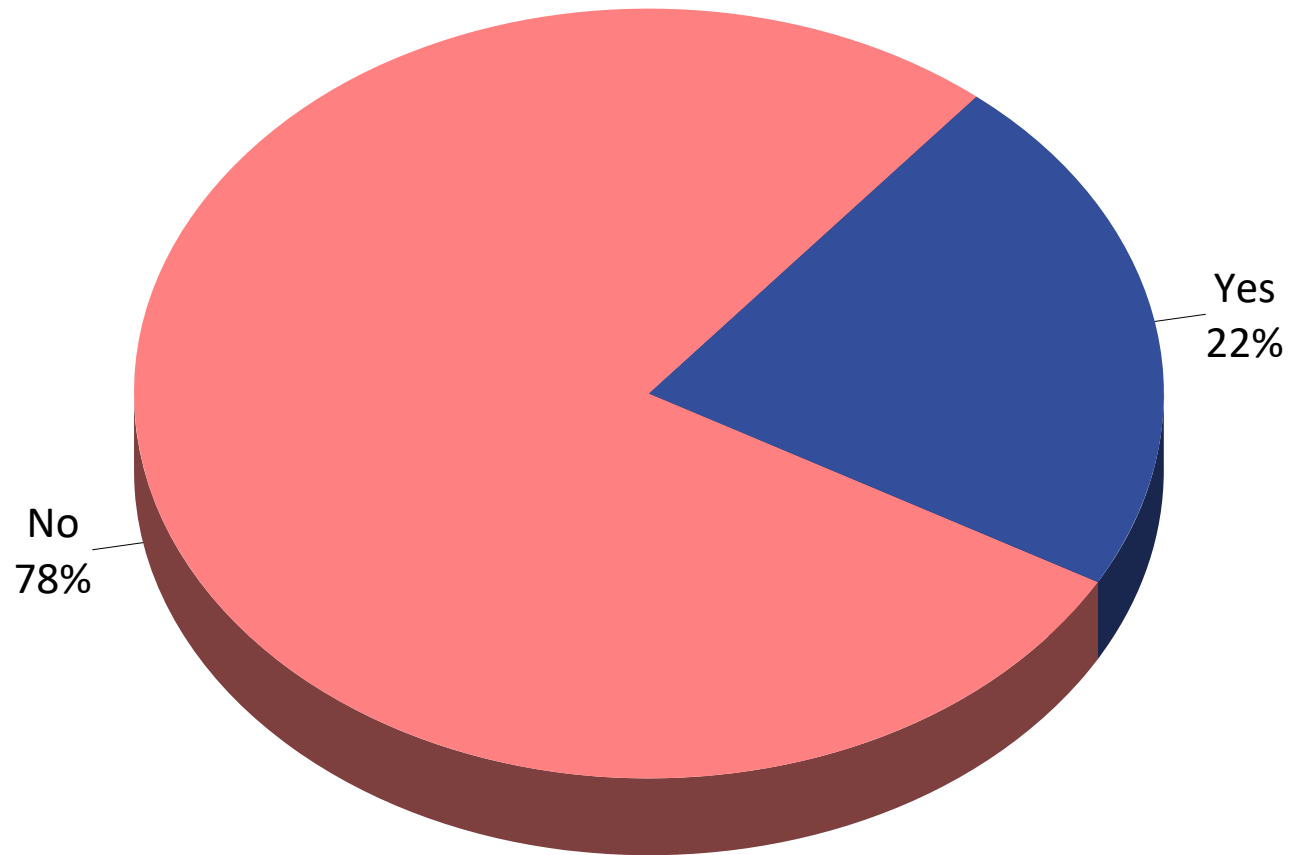
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

## Q28. Demographics: Are you or other members of your household of Hispanic or Latino ancestry?

by percentage of respondents

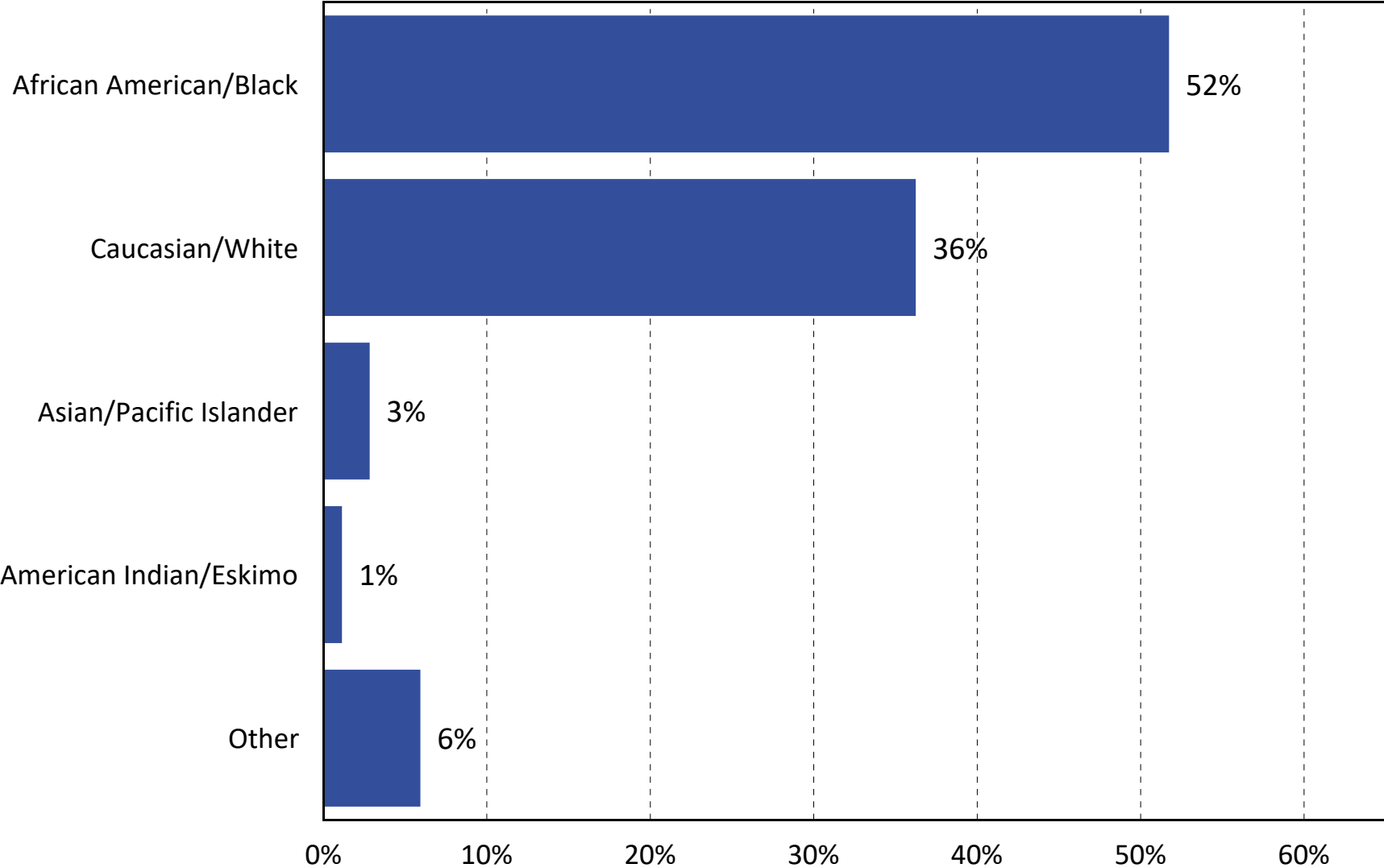


Source: ETC Institute (2020)

ETC Institute (2020)

# Q29. Demographics: Which of the following best describes your race/ethnicity?

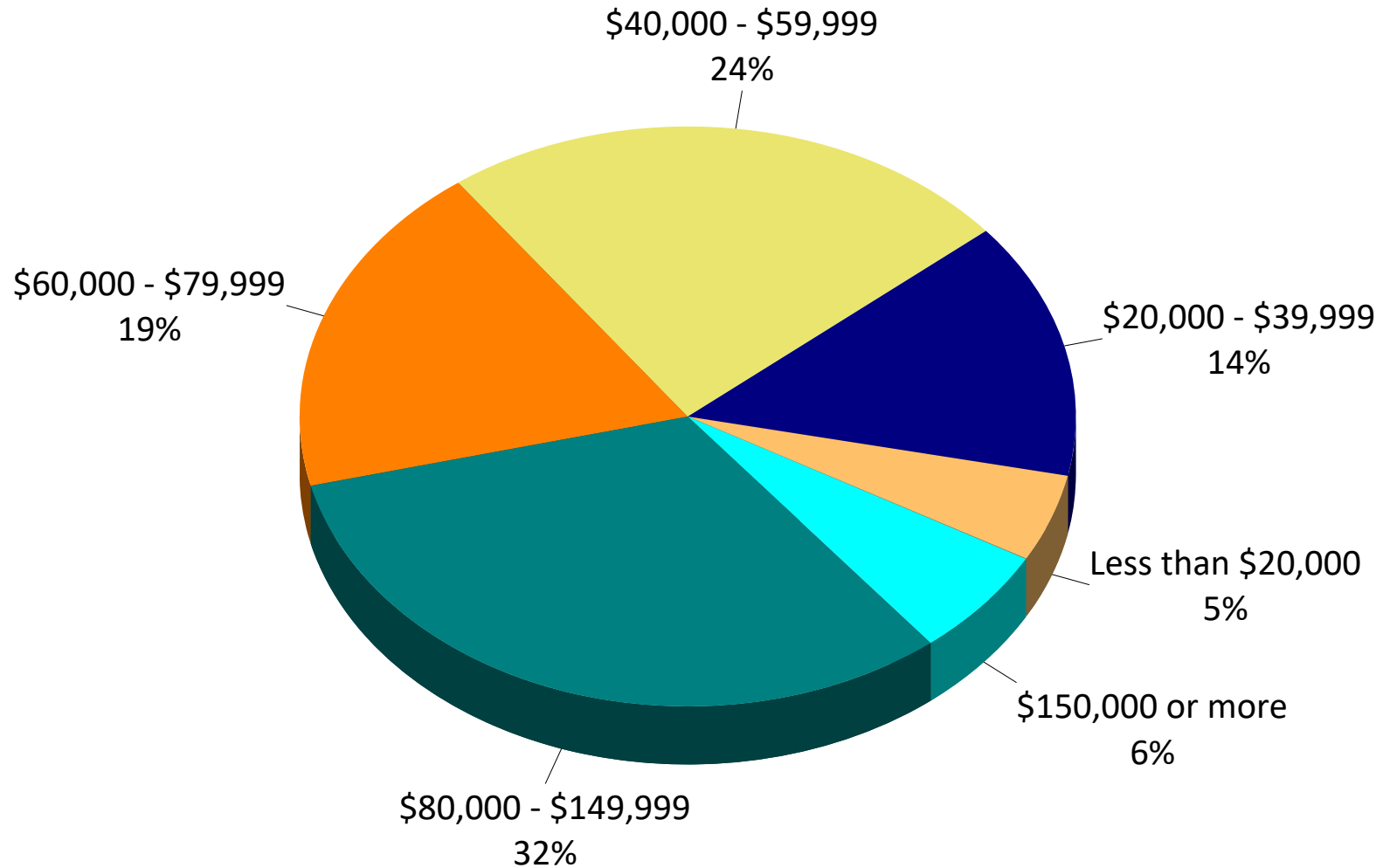
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

## Q30. Demographics: Which of the following best describes your household income?

by percentage of respondents (excluding "not provided")

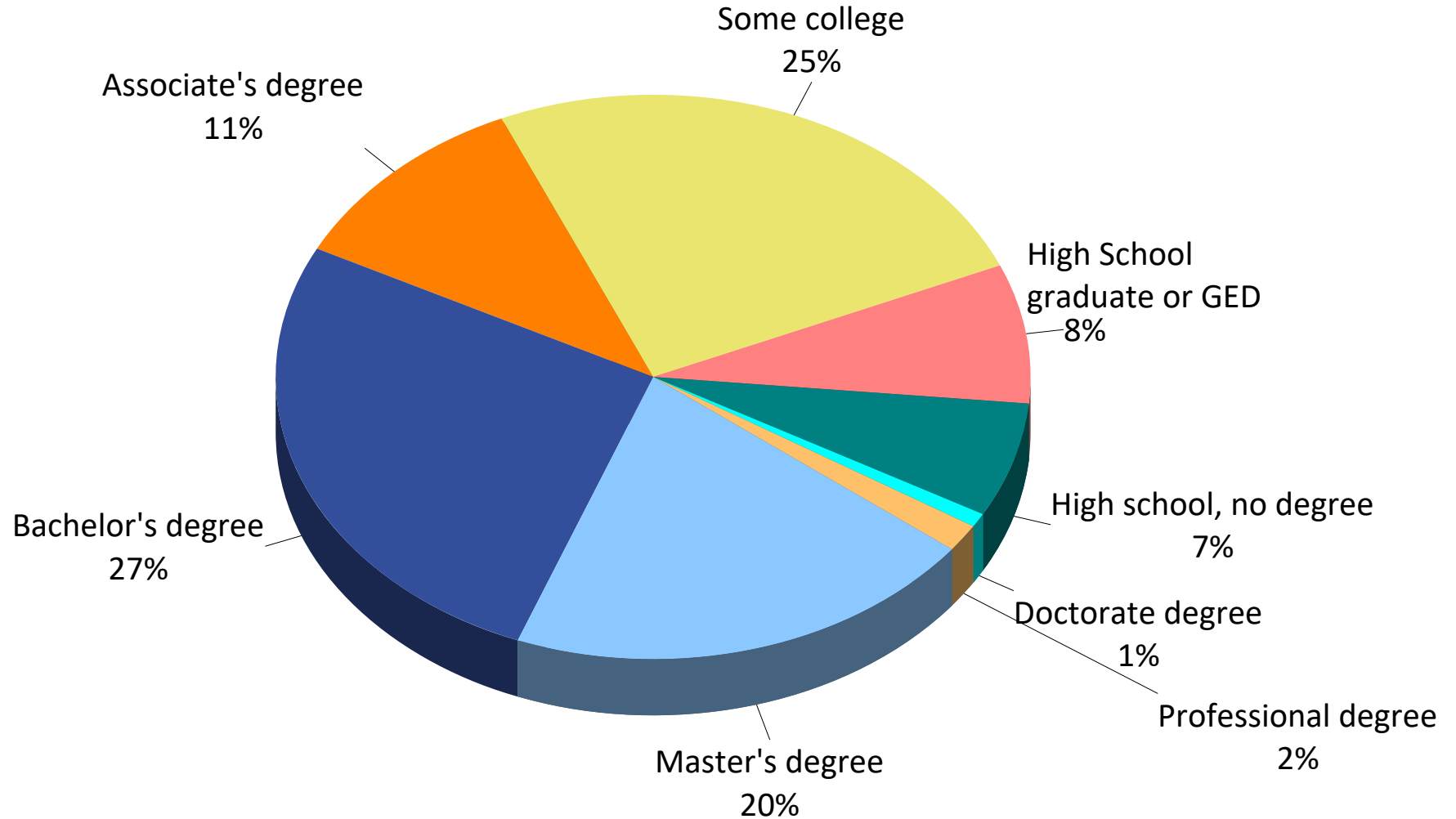


Source: ETC Institute (2020)

ETC Institute (2020)

## Q31. Demographics: Please indicate your level of education

by percentage of respondents (excluding "not provided")

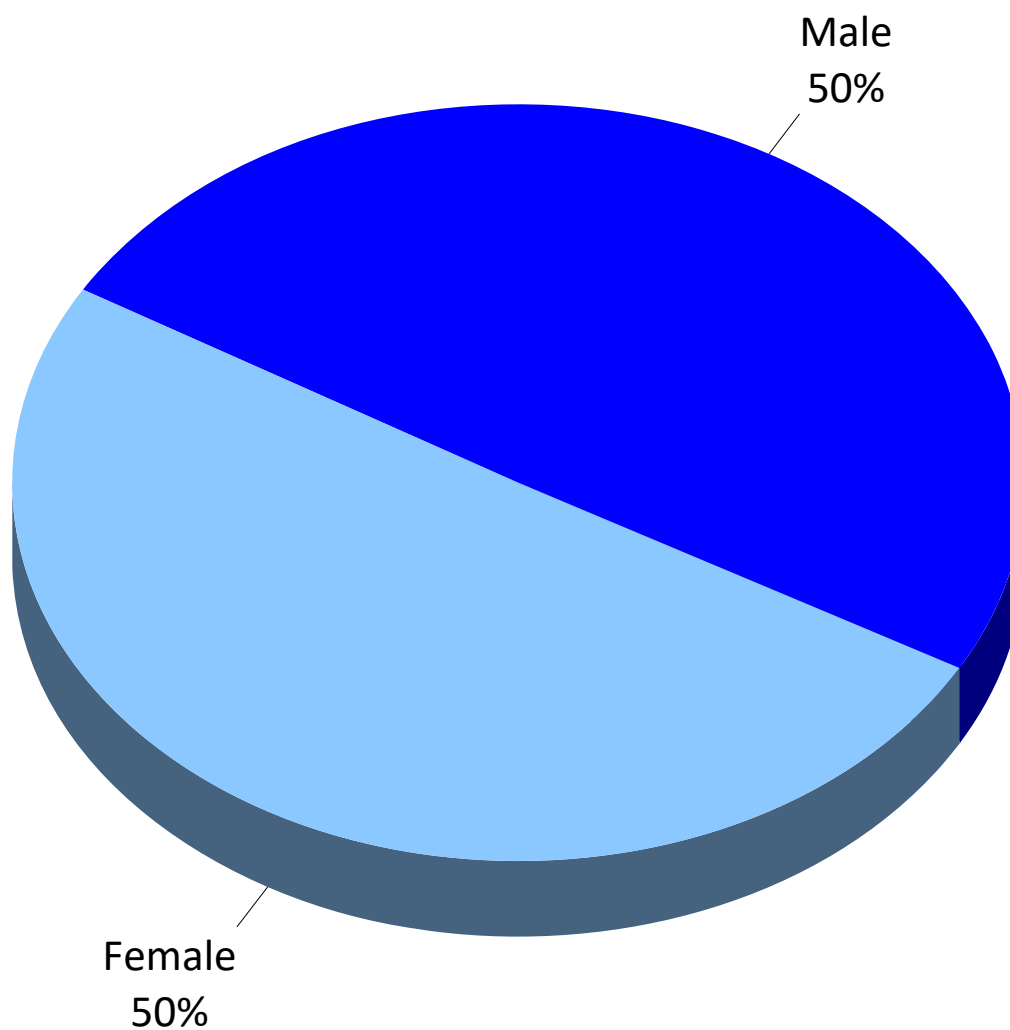


Source: ETC Institute (2020)

ETC Institute (2020)

## Q32. Demographics: Gender

by percentage of respondents (excluding "not provided")

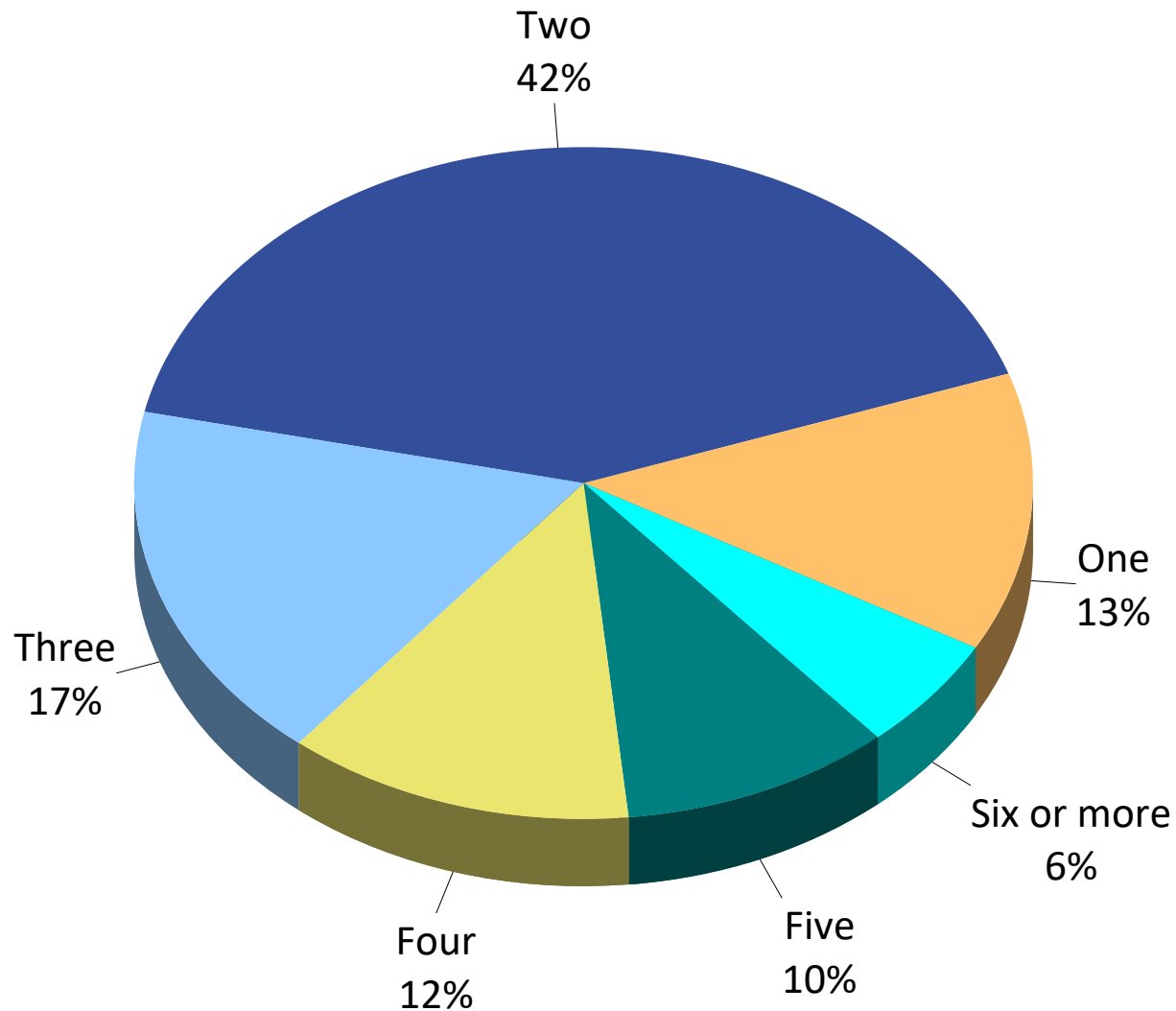


Source: ETC Institute (2020)

ETC Institute (2020)

## Q33. Demographics: How many people are in your household?

by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)



## **Section 2**

### ***Benchmarking Analysis***

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# Benchmarking Summary Report

## Cedar Hill, Texas

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### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of more than 4,000 residents across the United States, and (2) a regional survey administered to over 300 residents living in Texas during the summer of 2019.

The charts on the following pages show how the overall results for Cedar Hill compare to the United States national and the Texas state averages based on the results of the 2019 survey that was administered by ETC institute to a random sample of over 4,000 residents across the United States, and the state-wide survey administered to over 300 residents living in Texas. Cedar Hill's results are shown in blue, the Texas averages are shown in red, and the National averages are shown in yellow.

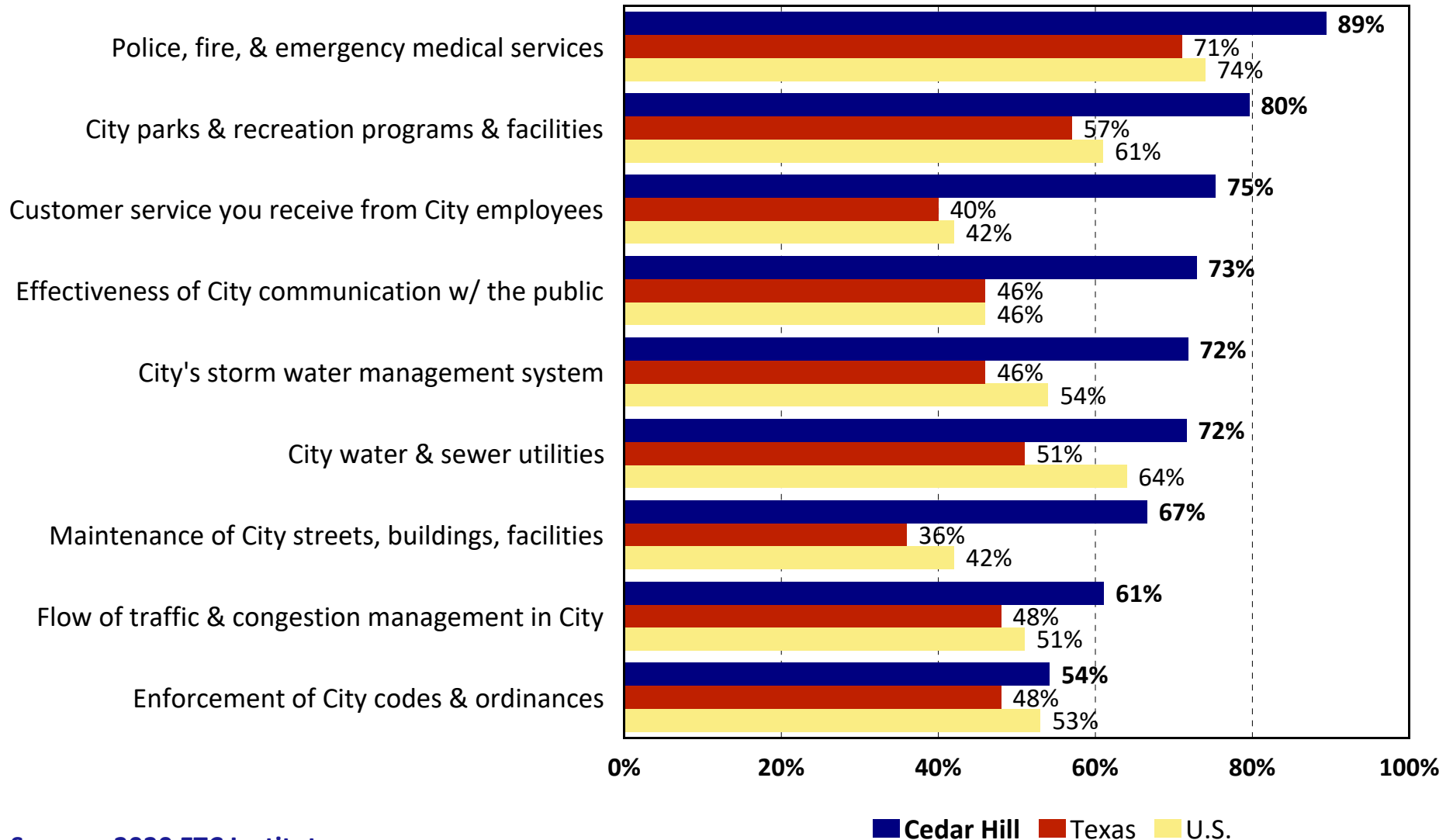
# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Cedar Hill, Texas is not authorized without written consent from ETC Institute.**

# Overall Satisfaction with Major City Services

## Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

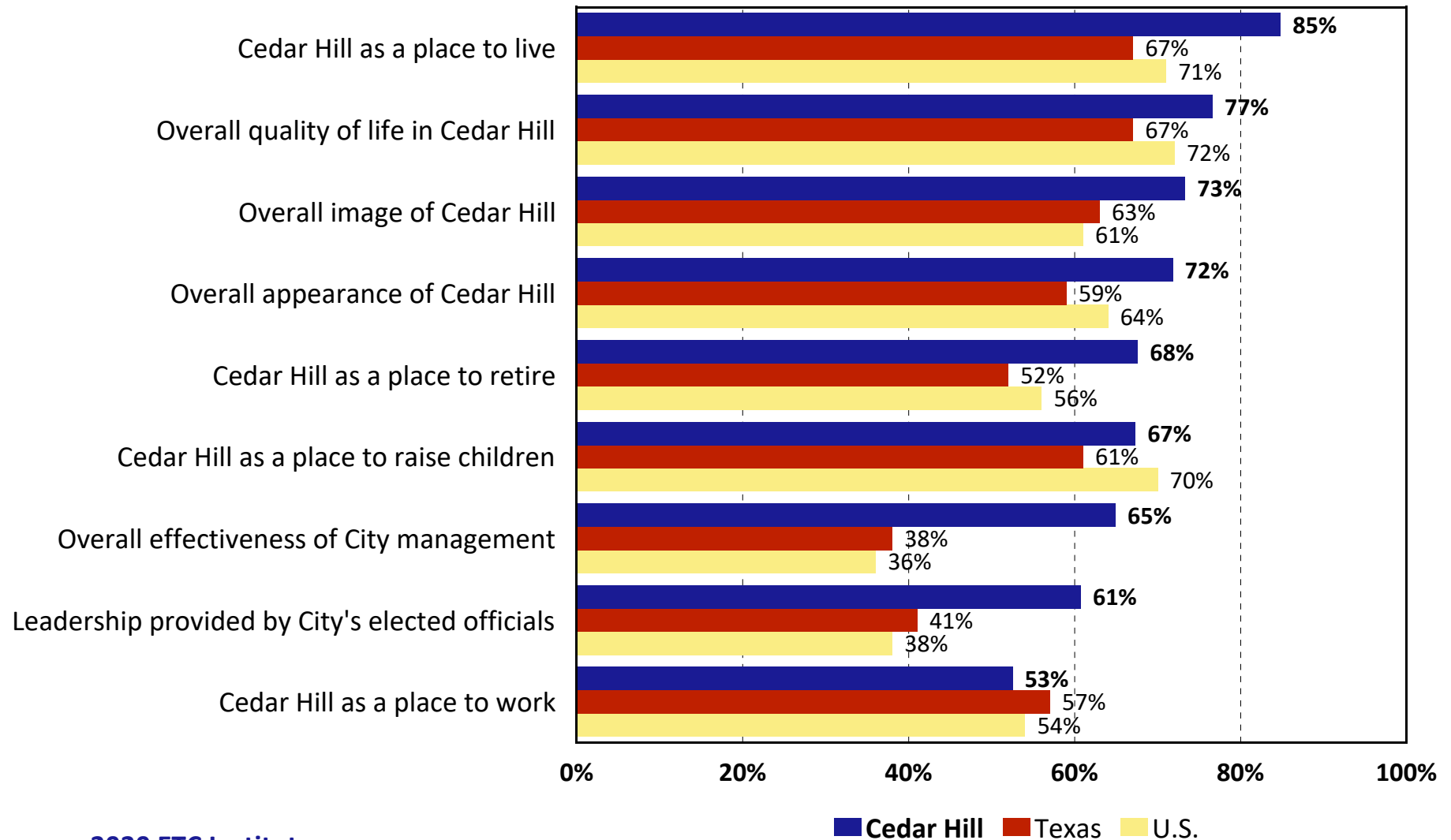


Source: 2020 ETC Institute

# Satisfaction with Perceptions of the City

## Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

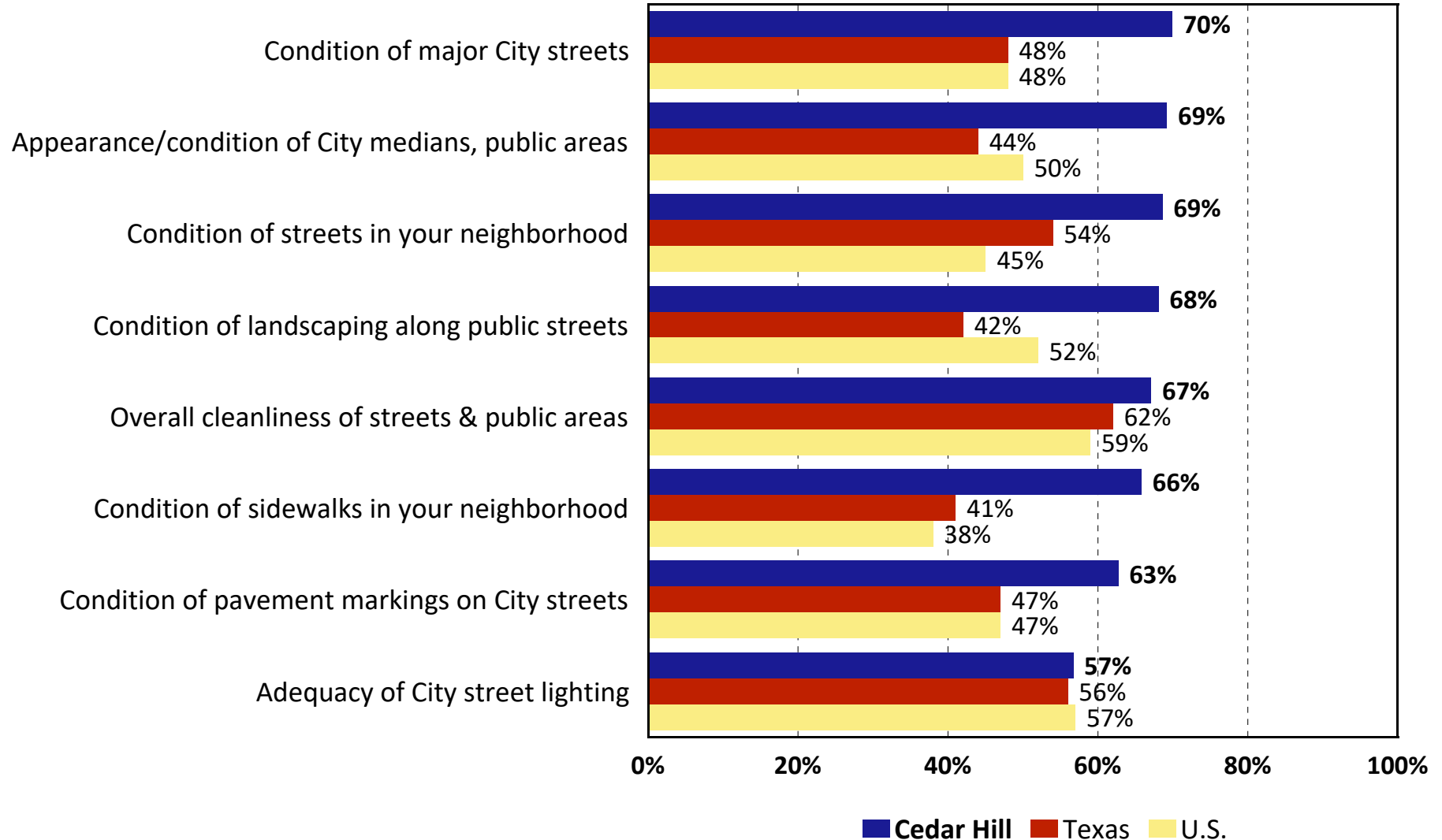


Source: 2020 ETC Institute

## Satisfaction with Maintenance Services

### Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

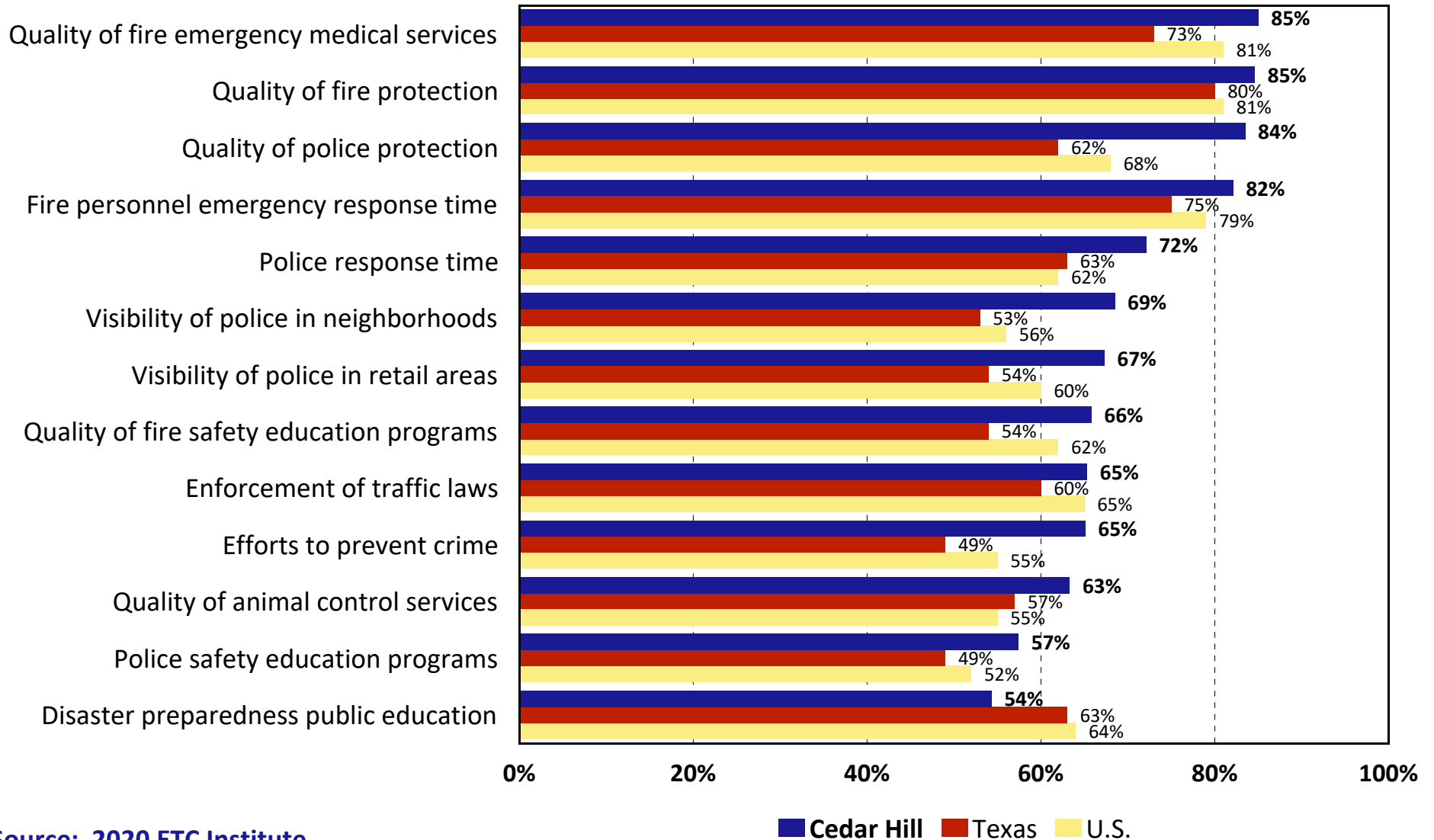


Source: 2020 ETC Institute

# Satisfaction with Police, Fire and Emergency Services

## Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

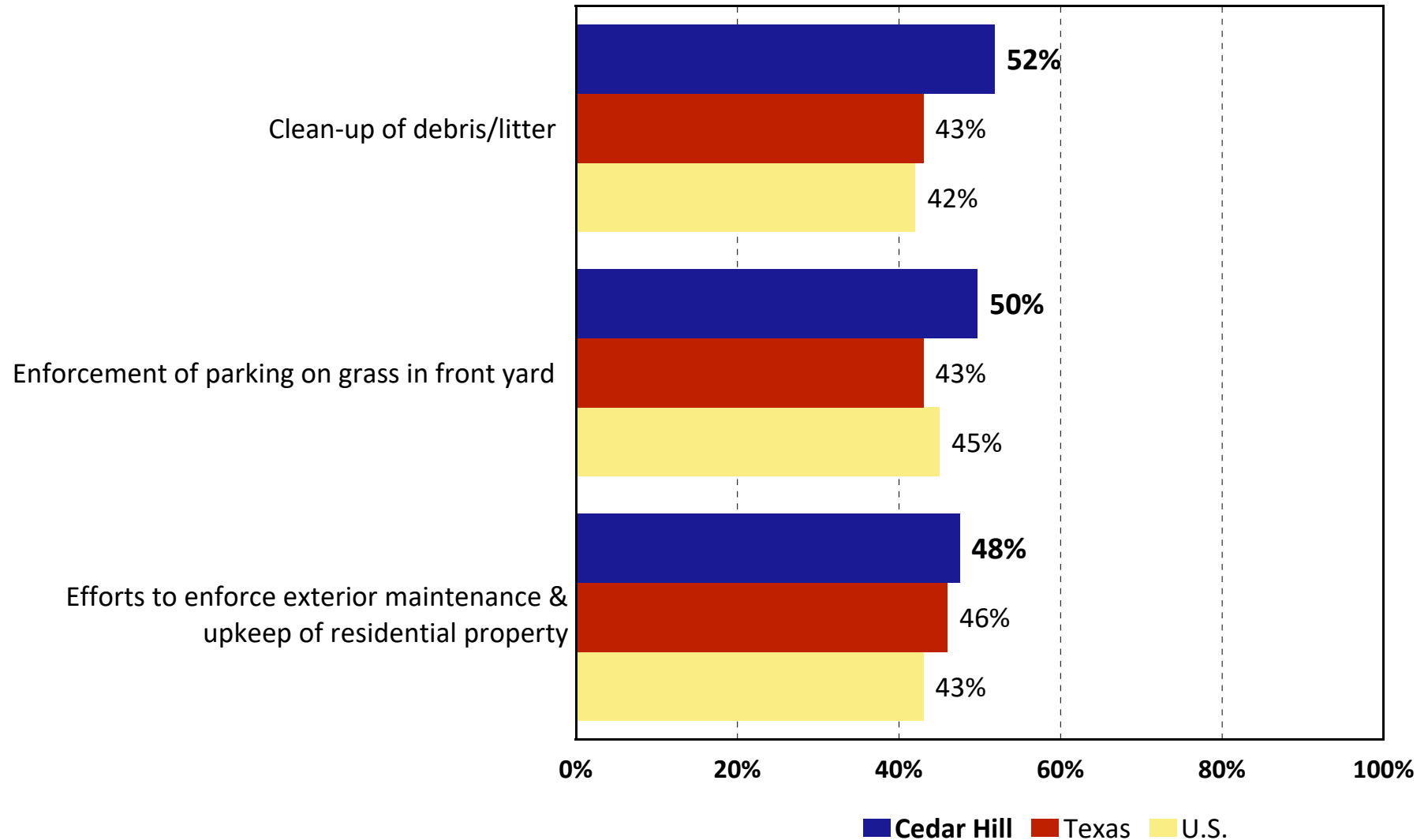


Source: 2020 ETC Institute

## Satisfaction with Code Enforcement

### Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



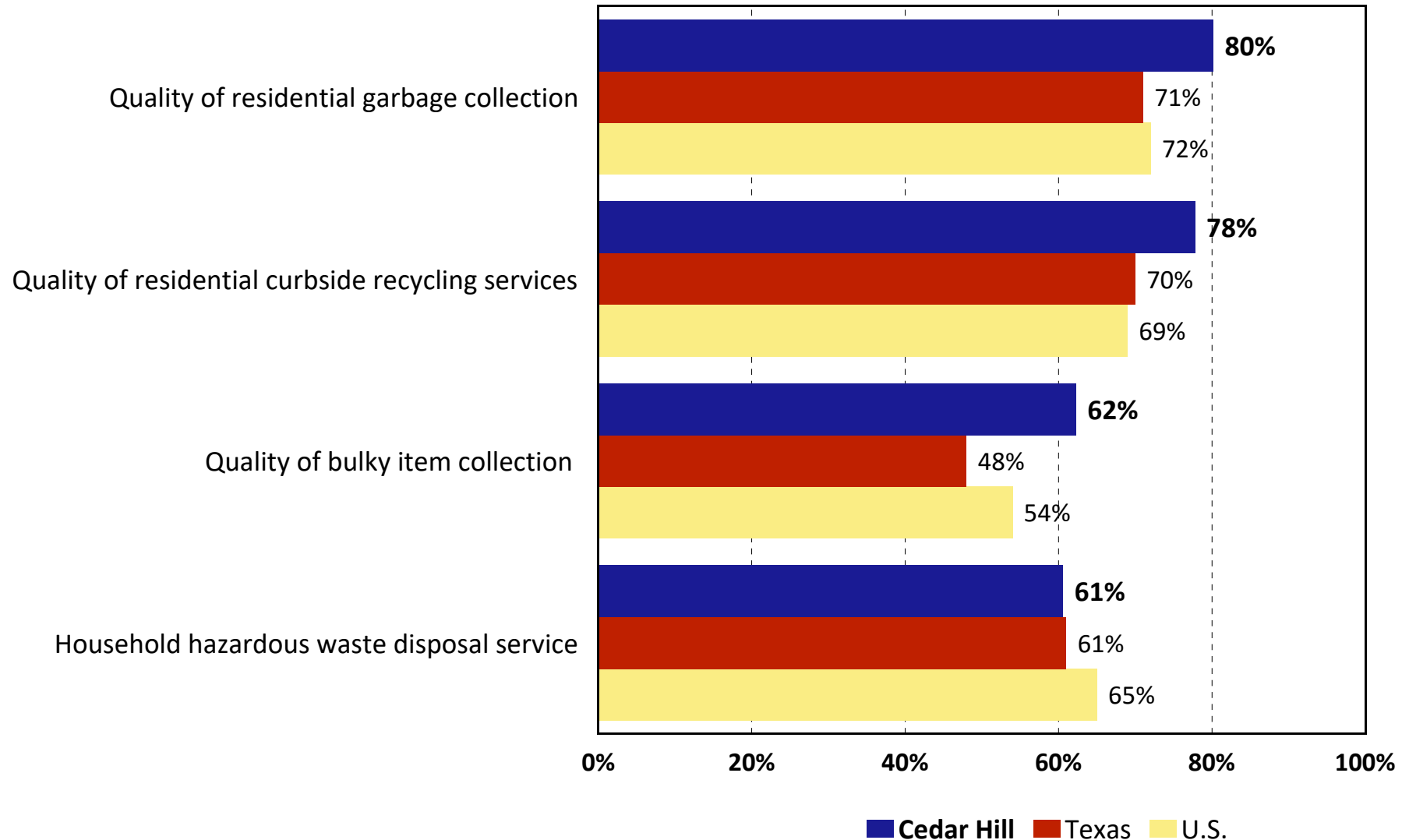
Source: 2020 ETC Institute



# Satisfaction with Solid Waste & Environmental Services

## Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

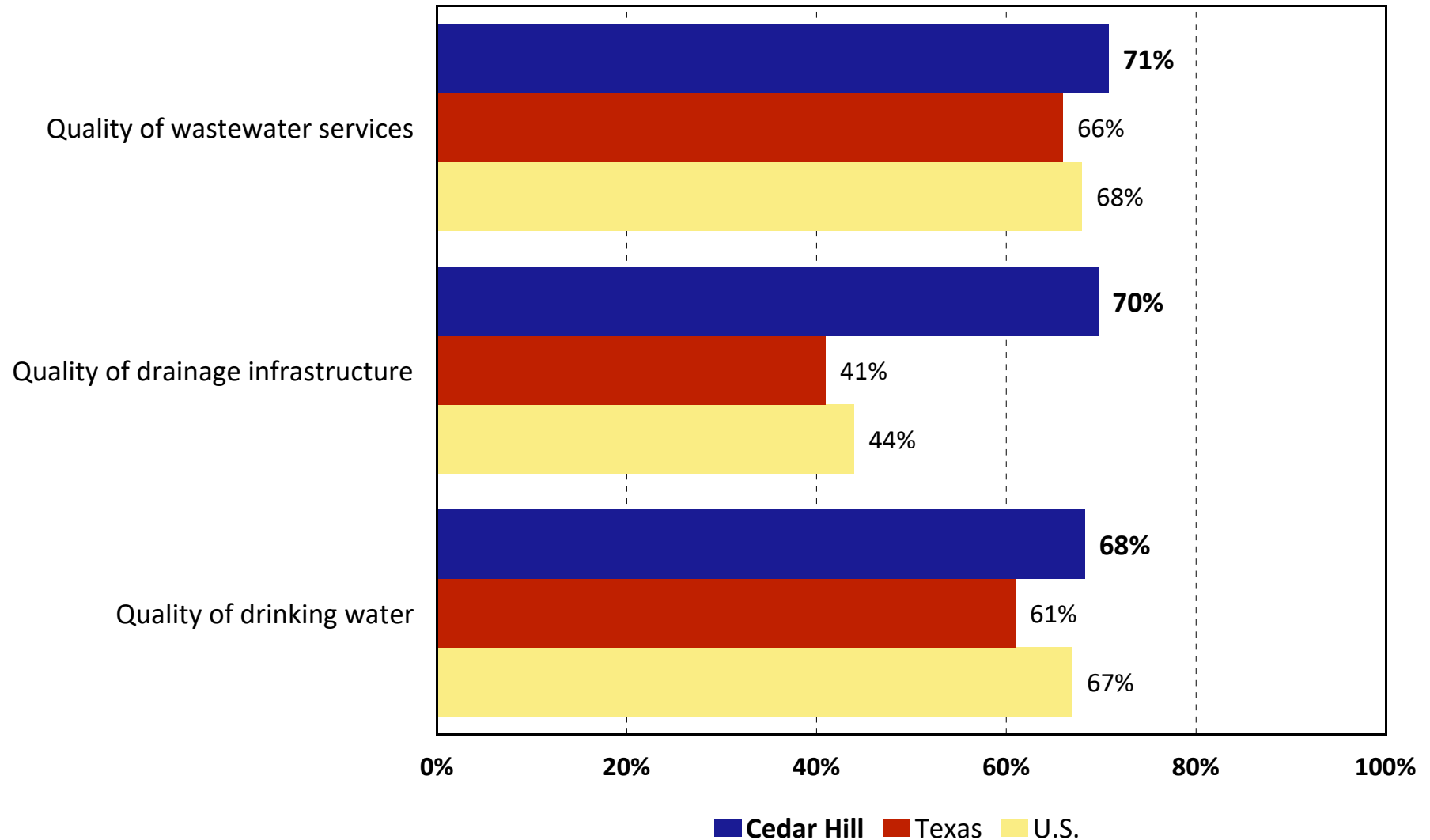


Source: 2020 ETC Institute

## Satisfaction with Public Works Services

### Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

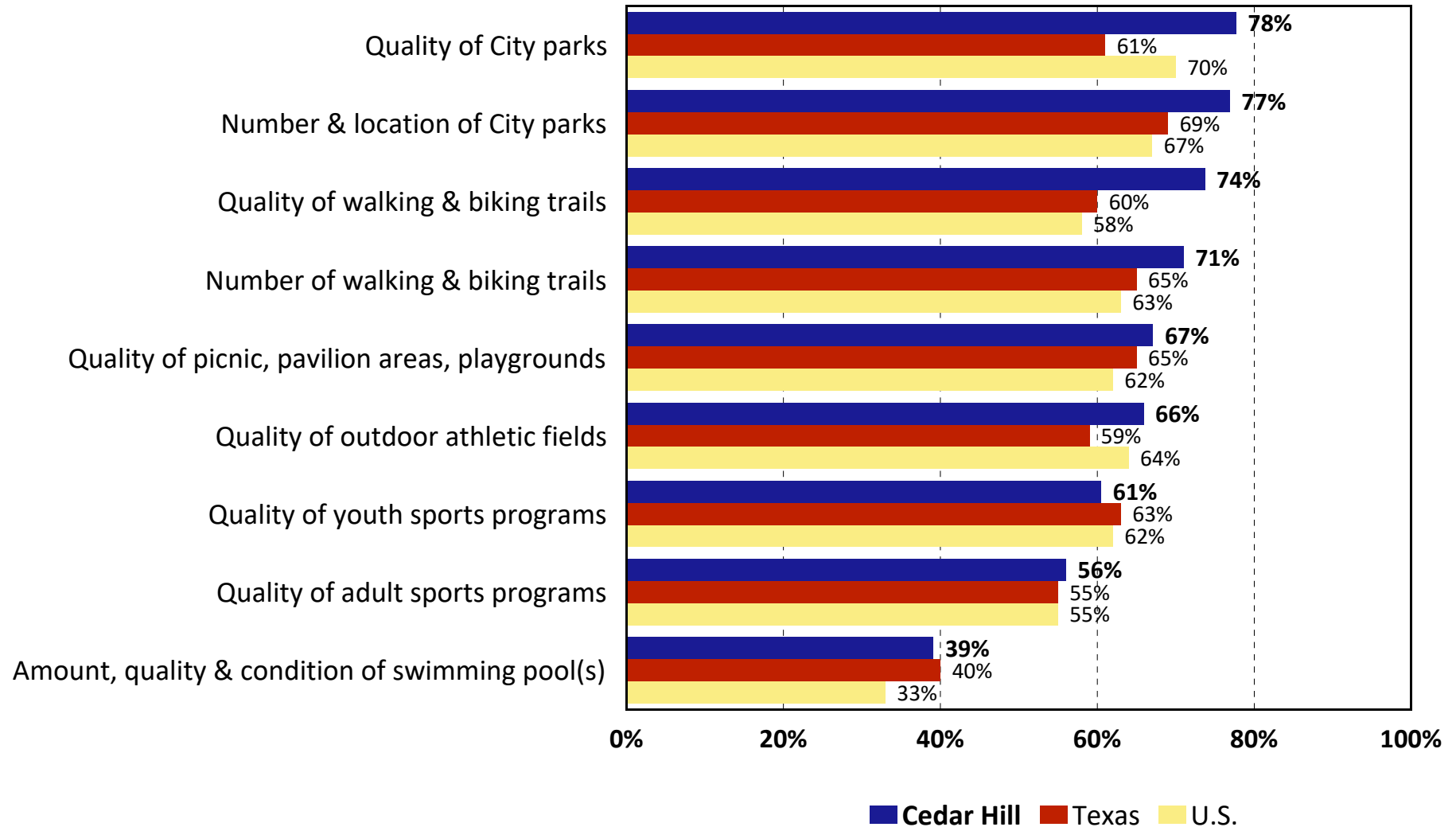


Source: 2020 ETC Institute

# Satisfaction with Parks and Recreation Services

## Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

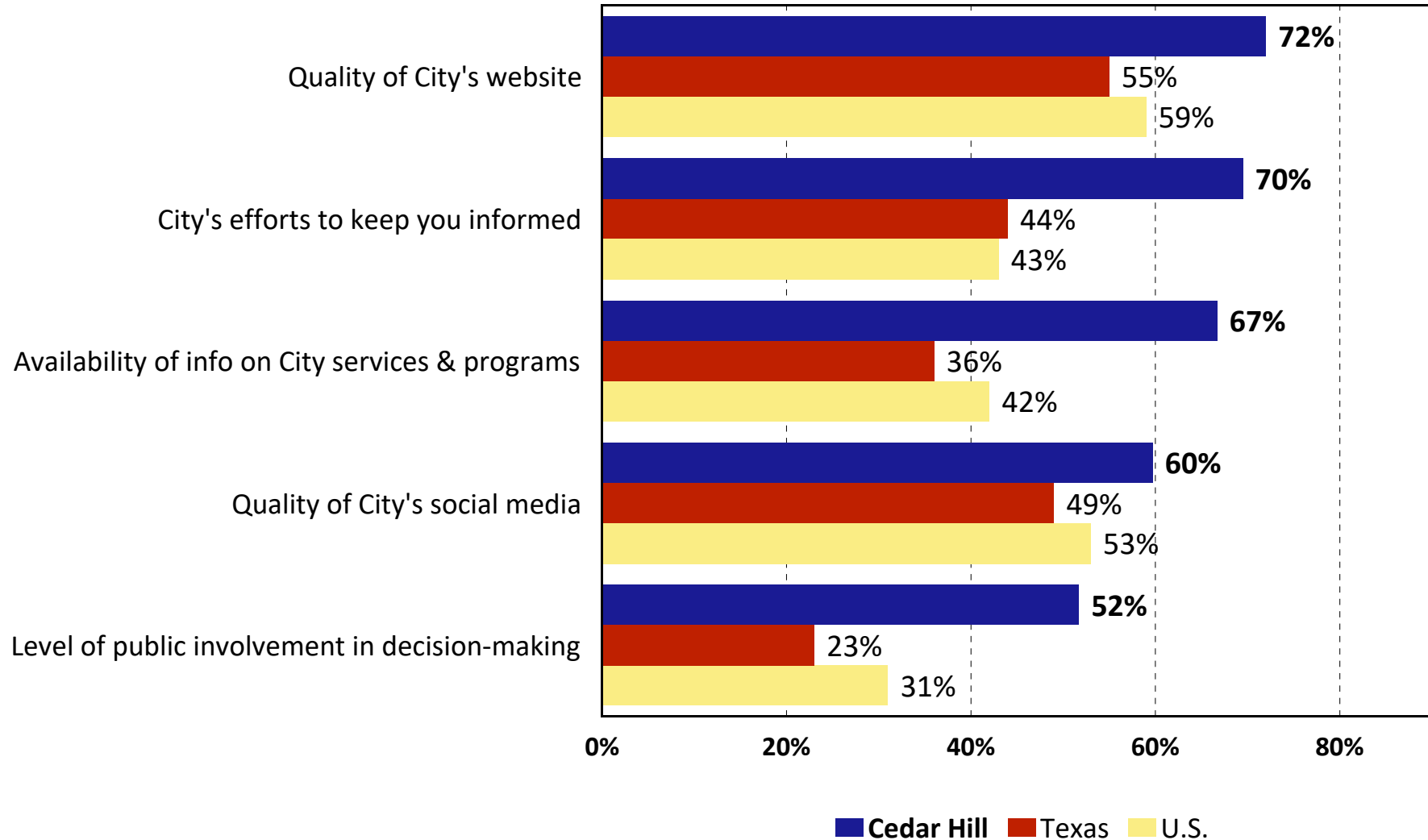


Source: 2020 ETC Institute

## Overall Satisfaction with Communication

### Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: 2020 ETC Institute

## **Section 3**

# **Importance-Satisfaction Analysis**

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# Importance-Satisfaction Analysis

## Cedar Hill, Texas

### Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation:** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Forty-two percent (41.7%) of respondents selected *flow of traffic and congestion management* as one of the most important services for the City to provide.

With regard to satisfaction, 61.1% of respondents surveyed rated *flow of traffic and congestion management* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied"), excluding "don't know" responses. The I-S rating for *flow of traffic and congestion management* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 41.7% was multiplied by 38.9% (1-0.611). This calculation yielded an I-S rating of 0.1622, which ranked first out of 9 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* (IS > 0.20)
- *Increase Current Emphasis* (IS = 0.10 - 0.20)
- *Maintain Current Emphasis* (IS < 0.10)

The results for the City of Cedar Hill are provided on the following pages.

## 2020 Importance-Satisfaction Rating Cedar Hill, Texas Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Flow of traffic & congestion management in City	42%	2	61%	8	0.1622	1
Maintenance of City streets, buildings, facilities	44%	1	67%	7	0.1476	2
Enforcement of City codes & ordinances	30%	5	54%	9	0.1383	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of City water & sewer utilities	30%	4	72%	6	0.0861	4
City parks & recreation programs & facilities	26%	6	80%	2	0.0530	5
Effectiveness of City communication w/ the public	19%	7	73%	4	0.0515	6
Police, fire, & emergency medical services	35%	3	89%	1	0.0370	7
City's storm water management system	12%	8	72%	5	0.0336	8
Customer service you receive from City employees	9%	9	75%	3	0.0227	9

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2020 Importance-Satisfaction Rating

### Cedar Hill, Texas

### Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Traffic flow on major City streets	29%	1	56%	11	0.1280	1
Adequacy of City street lighting	24%	2	57%	10	0.1035	2
<b>Medium Priority (IS &lt;.10)</b>						
Timing of traffic signals on City streets	19%	3	60%	8	0.0746	3
Condition of streets in your neighborhood	19%	4	69%	3	0.0584	4
Condition of major City streets	18%	5	70%	1	0.0548	5
Overall cleanliness of streets & public areas	17%	6	67%	5	0.0543	6
Pedestrian accessibility	12%	7	58%	9	0.0503	7
Condition of sidewalks in your neighborhood	12%	8	66%	6	0.0410	8
Condition of landscaping along public streets	9%	9	68%	4	0.0290	9
Condition of pavement markings on City streets	7%	10	63%	7	0.0265	10
Appearance/condition of City medians, public areas	6%	11	69%	2	0.0185	11

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

## 2020 Importance-Satisfaction Rating

### Cedar Hill, Texas

### Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Efforts to prevent crime	26%	2	65%	12	0.0921	1
Visibility of police in neighborhoods	28%	1	69%	8	0.0866	2
Disaster preparedness public education	16%	4	54%	17	0.0717	3
Visibility of police in retail areas	15%	5	67%	9	0.0474	4
Quality of animal control services	9%	6	63%	15	0.0323	5
Police safety education programs	7%	9	57%	16	0.0307	6
Community public safety efforts	8%	7	64%	14	0.0302	7
Quality of police protection	18%	3	84%	3	0.0295	8
Enforcement of traffic laws	7%	10	65%	11	0.0236	9
Police response time	8%	8	72%	7	0.0223	10
911 response time from first responders	4%	11	78%	5	0.0091	11
Quality of fire safety education programs	2%	13	66%	10	0.0082	12
Quality/accessibility of municipal court services	2%	15	64%	13	0.0071	13
Quality of fire protection	4%	12	85%	2	0.0054	14
Quality of fire emergency medical services	2%	14	85%	1	0.0033	15
911 service provided by operators	1%	16	78%	6	0.0031	16
Fire personnel emergency response time	0.4%	17	82%	4	0.0007	17

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

#### Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

#### Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

## **Section 4**

### ***Tabular Data***

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**Q1. City Services. Please rate your overall satisfaction with major categories of services provided by Cedar Hill using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police, fire, & emergency medical services	44.3%	41.2%	8.0%	1.9%	0.2%	4.5%
Q1-2. Overall quality of City parks & recreation programs & facilities	32.4%	43.3%	12.4%	6.0%	1.0%	4.9%
Q1-3. Overall maintenance of City streets, buildings, & facilities	24.7%	40.8%	20.8%	8.3%	3.7%	1.7%
Q1-4. Overall quality of City water & sewer utilities	26.6%	43.9%	16.3%	7.6%	4.1%	1.6%
Q1-5. Overall enforcement of City codes & ordinances	19.8%	32.2%	25.4%	12.6%	5.8%	4.1%
Q1-6. Overall quality of customer service you receive from City employees	33.6%	37.7%	18.4%	2.3%	2.5%	5.4%
Q1-7. Overall effectiveness of City communication with the public	30.9%	38.8%	19.8%	5.0%	1.2%	4.3%
Q1-8. Overall quality of City's storm water runoff/storm water management system	28.3%	36.9%	17.5%	5.4%	2.7%	9.1%
Q1-9. Overall flow of traffic & congestion management in City	16.5%	42.9%	20.0%	14.8%	3.1%	2.7%

**WITHOUT "DON'T KNOW"**

**Q1. City Services. Please rate your overall satisfaction with major categories of services provided by Cedar Hill using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police, fire, & emergency medical services	46.3%	43.1%	8.3%	2.0%	0.2%
Q1-2. Overall quality of City parks & recreation programs & facilities	34.1%	45.5%	13.1%	6.3%	1.0%
Q1-3. Overall maintenance of City streets, buildings, & facilities	25.1%	41.5%	21.1%	8.5%	3.8%
Q1-4. Overall quality of City water & sewer utilities	27.0%	44.6%	16.6%	7.7%	4.1%
Q1-5. Overall enforcement of City codes & ordinances	20.6%	33.6%	26.5%	13.2%	6.1%
Q1-6. Overall quality of customer service you receive from City employees	35.5%	39.8%	19.5%	2.5%	2.7%
Q1-7. Overall effectiveness of City communication with the public	32.3%	40.6%	20.7%	5.3%	1.2%
Q1-8. Overall quality of City's storm water runoff/storm water management system	31.2%	40.6%	19.2%	6.0%	3.0%
Q1-9. Overall flow of traffic & congestion management in City	17.0%	44.1%	20.6%	15.2%	3.2%

**Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	119	23.1 %
Overall quality of City parks & recreation programs & facilities	26	5.0 %
Overall maintenance of City streets, buildings, & facilities	67	13.0 %
Overall quality of City water & sewer utilities	54	10.5 %
Overall enforcement of City codes & ordinances	60	11.7 %
Overall quality of customer service you receive from City employees	10	1.9 %
Overall effectiveness of City communication with the public	15	2.9 %
Overall quality of City's storm water runoff/storm water management system	20	3.9 %
Overall flow of traffic & congestion management in City	88	17.1 %
<u>None chosen</u>	<u>56</u>	<u>10.9 %</u>
Total	515	100.0 %

**Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	30	5.8 %
Overall quality of City parks & recreation programs & facilities	52	10.1 %
Overall maintenance of City streets, buildings, & facilities	95	18.4 %
Overall quality of City water & sewer utilities	57	11.1 %
Overall enforcement of City codes & ordinances	56	10.9 %
Overall quality of customer service you receive from City employees	12	2.3 %
Overall effectiveness of City communication with the public	38	7.4 %
Overall quality of City's storm water runoff/storm water management system	23	4.5 %
Overall flow of traffic & congestion management in City	66	12.8 %
<u>None chosen</u>	<u>86</u>	<u>16.7 %</u>
Total	515	100.0 %

**Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	31	6.0 %
Overall quality of City parks & recreation programs & facilities	56	10.9 %
Overall maintenance of City streets, buildings, & facilities	66	12.8 %
Overall quality of City water & sewer utilities	45	8.7 %
Overall enforcement of City codes & ordinances	39	7.6 %
Overall quality of customer service you receive from City employees	26	5.0 %
Overall effectiveness of City communication with the public	45	8.7 %
Overall quality of City's storm water runoff/storm water management system	18	3.5 %
Overall flow of traffic & congestion management in City	61	11.8 %
None chosen	128	24.9 %
Total	515	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	180	35.0 %
Overall quality of City parks & recreation programs & facilities	134	26.0 %
Overall maintenance of City streets, buildings, & facilities	228	44.3 %
Overall quality of City water & sewer utilities	156	30.3 %
Overall enforcement of City codes & ordinances	155	30.1 %
Overall quality of customer service you receive from City employees	48	9.3 %
Overall effectiveness of City communication with the public	98	19.0 %
Overall quality of City's storm water runoff/storm water management system	61	11.8 %
Overall flow of traffic & congestion management in City	215	41.7 %
None chosen	56	10.9 %
Total	1331	

**Q3. Perceptions. Several items that may influence your perception of Cedar Hill are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Cedar Hill as a place to live	42.1%	41.6%	10.5%	4.1%	0.4%	1.4%
Q3-2. Cedar Hill as a place to raise children	32.4%	30.5%	20.0%	9.1%	1.4%	6.6%
Q3-3. Cedar Hill as a place to work	17.1%	25.8%	31.7%	5.4%	1.7%	18.3%
Q3-4. Cedar Hill as a place to retire	28.7%	34.8%	21.0%	6.4%	3.1%	6.0%
Q3-5. Overall image of Cedar Hill	30.1%	41.7%	18.6%	6.4%	1.2%	1.9%
Q3-6. Overall quality of life in Cedar Hill	29.3%	45.6%	18.1%	4.3%	0.6%	2.1%
Q3-7. Variety of activities for families in the community	19.8%	36.1%	26.8%	6.6%	2.9%	7.8%
Q3-8. Cedar Hill as an entertainment destination	9.7%	23.9%	36.5%	16.7%	6.4%	6.8%
Q3-9. Overall quality of community event programming (Country Day, Scare on the Square, Holiday on the Hill, etc.)	25.0%	40.6%	24.1%	3.7%	0.8%	5.8%
Q3-10. Overall appearance of Cedar Hill	23.7%	46.4%	19.2%	6.6%	1.7%	2.3%
Q3-11. Cedar Hill as a welcoming community for people of diverse backgrounds	26.6%	47.2%	17.9%	2.9%	1.6%	3.9%
Q3-12. Overall quality of leadership provided by Cedar Hill's elected officials	19.2%	37.1%	29.5%	5.0%	1.9%	7.2%
Q3-13. Overall effectiveness of City management	20.0%	41.0%	25.6%	4.9%	2.5%	6.0%



**WITHOUT "DON'T KNOW"**

**Q3. Perceptions. Several items that may influence your perception of Cedar Hill are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Cedar Hill as a place to live	42.7%	42.1%	10.6%	4.1%	0.4%
Q3-2. Cedar Hill as a place to raise children	34.7%	32.6%	21.4%	9.8%	1.5%
Q3-3. Cedar Hill as a place to work	20.9%	31.6%	38.7%	6.7%	2.1%
Q3-4. Cedar Hill as a place to retire	30.6%	37.0%	22.3%	6.8%	3.3%
Q3-5. Overall image of Cedar Hill	30.7%	42.6%	19.0%	6.5%	1.2%
Q3-6. Overall quality of life in Cedar Hill	30.0%	46.6%	18.5%	4.4%	0.6%
Q3-7. Variety of activities for families in the community	21.5%	39.2%	29.1%	7.2%	3.2%
Q3-8. Cedar Hill as an entertainment destination	10.4%	25.6%	39.2%	17.9%	6.9%
Q3-9. Overall quality of community event programming (Country Day, Scare on the Square, Holiday on the Hill, etc.)	26.6%	43.1%	25.6%	3.9%	0.8%
Q3-10. Overall appearance of Cedar Hill	24.3%	47.5%	19.7%	6.8%	1.8%
Q3-11. Cedar Hill as a welcoming community for people of diverse backgrounds	27.7%	49.1%	18.6%	3.0%	1.6%
Q3-12. Overall quality of leadership provided by Cedar Hill's elected officials	20.7%	40.0%	31.8%	5.4%	2.1%
Q3-13. Overall effectiveness of City management	21.3%	43.6%	27.3%	5.2%	2.7%

**Q4. Maintenance. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Condition of major City streets	16.7%	52.4%	16.9%	9.9%	2.9%	1.2%
Q4-2. Condition of streets in your neighborhood	20.4%	47.8%	14.4%	11.7%	5.0%	0.8%
Q4-3. Condition of sidewalks in your neighborhood	18.3%	45.0%	15.9%	11.5%	5.6%	3.7%
Q4-4. Timing of traffic signals on City streets	13.8%	45.4%	25.6%	10.5%	3.5%	1.2%
Q4-5. Traffic flow on major City streets	11.1%	43.5%	24.1%	15.7%	3.7%	1.9%
Q4-6. Pedestrian accessibility (City's sidewalk system/network, number/availability of sidewalks)	12.8%	43.1%	26.0%	10.7%	3.7%	3.7%
Q4-7. Appearance/condition of City medians, rights-of-way & public areas	19.8%	48.3%	21.7%	6.4%	2.1%	1.6%
Q4-8. Adequacy of City street lighting	15.7%	40.0%	20.0%	17.1%	5.4%	1.7%
Q4-9. Condition of pavement markings on City streets	15.0%	45.8%	23.1%	10.1%	2.9%	3.1%
Q4-10. Overall cleanliness of streets & public areas	16.3%	49.9%	20.4%	7.8%	4.3%	1.4%
Q4-11. Condition of landscaping along public streets	20.2%	47.2%	21.0%	8.7%	1.7%	1.2%

**WITHOUT "DON'T KNOW"**

**Q4. Maintenance. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City. (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Condition of major City streets	16.9%	53.0%	17.1%	10.0%	2.9%
Q4-2. Condition of streets in your neighborhood	20.5%	48.1%	14.5%	11.7%	5.1%
Q4-3. Condition of sidewalks in your neighborhood	19.0%	46.8%	16.5%	11.9%	5.8%
Q4-4. Timing of traffic signals on City streets	13.9%	46.0%	25.9%	10.6%	3.5%
Q4-5. Traffic flow on major City streets	11.3%	44.4%	24.6%	16.0%	3.8%
Q4-6. Pedestrian accessibility (City's sidewalk system/network, number/availability of sidewalks)	13.3%	44.8%	27.0%	11.1%	3.8%
Q4-7. Appearance/condition of City medians, rights-of-way & public areas	20.1%	49.1%	22.1%	6.5%	2.2%
Q4-8. Adequacy of City street lighting	16.0%	40.7%	20.4%	17.4%	5.5%
Q4-9. Condition of pavement markings on City streets	15.4%	47.3%	23.8%	10.4%	3.0%
Q4-10. Overall cleanliness of streets & public areas	16.5%	50.6%	20.7%	7.9%	4.3%
Q4-11. Condition of landscaping along public streets	20.4%	47.7%	21.2%	8.8%	1.8%

**Q5. Which TWO of the City maintenance services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	66	12.8 %
Condition of streets in your neighborhood	52	10.1 %
Condition of sidewalks in your neighborhood	29	5.6 %
Timing of traffic signals on City streets	47	9.1 %
Traffic flow on major City streets	83	16.1 %
Pedestrian accessibility (City's sidewalk system/network, number/availability of sidewalks)	29	5.6 %
Appearance/condition of City medians, rights-of-way & public areas	9	1.7 %
Adequacy of City street lighting	82	15.9 %
Condition of pavement markings on City streets	9	1.7 %
Overall cleanliness of streets & public areas	37	7.2 %
Condition of landscaping along public streets	9	1.7 %
<u>None chosen</u>	<u>63</u>	<u>12.2 %</u>
Total	515	100.0 %

**Q5. Which TWO of the City maintenance services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	28	5.4 %
Condition of streets in your neighborhood	44	8.5 %
Condition of sidewalks in your neighborhood	33	6.4 %
Timing of traffic signals on City streets	49	9.5 %
Traffic flow on major City streets	66	12.8 %
Pedestrian accessibility (City's sidewalk system/network, number/availability of sidewalks)	33	6.4 %
Appearance/condition of City medians, rights-of-way & public areas	22	4.3 %
Adequacy of City street lighting	41	8.0 %
Condition of pavement markings on City streets	28	5.4 %
Overall cleanliness of streets & public areas	48	9.3 %
Condition of landscaping along public streets	38	7.4 %
<u>None chosen</u>	<u>85</u>	<u>16.5 %</u>
Total	515	100.0 %

**SUM OF TOP 2 CHOICES**

**Q5. Which TWO of the City maintenance services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q5. Sum of top 2 choices	Number	Percent
Condition of major City streets	94	18.3 %
Condition of streets in your neighborhood	96	18.6 %
Condition of sidewalks in your neighborhood	62	12.0 %
Timing of traffic signals on City streets	96	18.6 %
Traffic flow on major City streets	149	28.9 %
Pedestrian accessibility (City's sidewalk system/network, number/availability of sidewalks)	62	12.0 %
Appearance/condition of City medians, rights-of-way & public areas	31	6.0 %
Adequacy of City street lighting	123	23.9 %
Condition of pavement markings on City streets	37	7.2 %
Overall cleanliness of streets & public areas	85	16.5 %
Condition of landscaping along public streets	47	9.1 %
None chosen	63	12.2 %
Total	945	

**Q6. Police, Fire, and Emergency Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Cedar Hill.**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Quality of police protection	37.7%	40.8%	12.6%	2.1%	0.8%	6.0%
Q6-2. Visibility of police in neighborhoods	25.8%	41.0%	18.4%	9.5%	2.7%	2.5%
Q6-3. Visibility of police in retail areas	21.7%	43.3%	23.3%	7.2%	1.2%	3.3%
Q6-4. Police response time	26.0%	32.6%	19.2%	2.7%	0.8%	18.6%
Q6-5. Efforts to prevent crime	23.1%	34.4%	24.7%	4.7%	1.6%	11.7%
Q6-6. Police safety education programs	18.1%	26.2%	28.3%	3.5%	1.0%	22.9%
Q6-7. Enforcement of traffic laws	21.2%	37.1%	24.9%	5.0%	1.0%	10.9%
Q6-8. Quality of animal control services	20.4%	35.9%	22.1%	7.0%	3.5%	11.1%
Q6-9. Quality/accessibility of municipal court services (i.e. traffic, collection, & fines)	18.3%	31.5%	25.0%	2.1%	0.4%	22.7%
Q6-10. Quality of fire protection	32.4%	38.6%	12.0%	0.8%	0.2%	15.9%
Q6-11. Quality of fire emergency medical services	36.3%	35.1%	12.0%	0.6%	0.0%	15.9%
Q6-12. Fire personnel emergency response time	32.4%	32.0%	13.6%	0.4%	0.0%	21.6%
Q6-13. Quality of fire safety education programs	21.9%	25.2%	23.1%	1.2%	0.2%	28.3%
Q6-14. 911 service provided by operators	27.6%	32.4%	16.3%	1.0%	0.0%	22.7%
Q6-15. 911 response time from first responders-ambulance, fire, police	29.1%	32.0%	15.3%	1.2%	0.4%	21.9%
Q6-16. Disaster preparedness public education	13.6%	27.4%	26.2%	7.0%	1.2%	24.7%

**Q6. Police, Fire, and Emergency Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Cedar Hill.**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-17. Community public safety efforts (Citizens Police Academy, Citizens Fire Academy, Citizens on Patrol, Community Emergency Response Team (CERT))	20.6%	28.2%	23.7%	3.1%	0.6%	23.9%

**WITHOUT "DON'T KNOW"**

**Q6. Police, Fire, and Emergency Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Cedar Hill. (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Quality of police protection	40.1%	43.4%	13.4%	2.3%	0.8%
Q6-2. Visibility of police in neighborhoods	26.5%	42.0%	18.9%	9.8%	2.8%
Q6-3. Visibility of police in retail areas	22.5%	44.8%	24.1%	7.4%	1.2%
Q6-4. Police response time	32.0%	40.1%	23.6%	3.3%	1.0%
Q6-5. Efforts to prevent crime	26.2%	38.9%	27.9%	5.3%	1.8%
Q6-6. Police safety education programs	23.4%	34.0%	36.8%	4.5%	1.3%
Q6-7. Enforcement of traffic laws	23.7%	41.6%	27.9%	5.7%	1.1%
Q6-8. Quality of animal control services	22.9%	40.4%	24.9%	7.9%	3.9%
Q6-9. Quality/accessibility of municipal court services (i.e. traffic, collection, & fines)	23.6%	40.7%	32.4%	2.8%	0.5%
Q6-10. Quality of fire protection	38.6%	46.0%	14.3%	0.9%	0.2%
Q6-11. Quality of fire emergency medical services	43.2%	41.8%	14.3%	0.7%	0.0%
Q6-12. Fire personnel emergency response time	41.3%	40.8%	17.3%	0.5%	0.0%
Q6-13. Quality of fire safety education programs	30.6%	35.2%	32.2%	1.6%	0.3%
Q6-14. 911 service provided by operators	35.7%	42.0%	21.1%	1.3%	0.0%
Q6-15. 911 response time from first responders-ambulance, fire, police	37.3%	41.0%	19.7%	1.5%	0.5%
Q6-16. Disaster preparedness public education	18.0%	36.3%	34.8%	9.3%	1.5%
Q6-17. Community public safety efforts (Citizens Police Academy, Citizens Fire Academy, Citizens on Patrol, Community Emergency Response Team (CERT))	27.0%	37.0%	31.1%	4.1%	0.8%



**Q7. Which TWO of the public safety services items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	68	13.2 %
Visibility of police in neighborhoods	97	18.8 %
Visibility of police in retail areas	32	6.2 %
Police response time	19	3.7 %
Efforts to prevent crime	72	14.0 %
Police safety education programs	16	3.1 %
Enforcement of traffic laws	22	4.3 %
Quality of animal control services	20	3.9 %
Quality/accessibility of municipal court services (i.e. traffic, collection, & fines)	3	0.6 %
Quality of fire protection	2	0.4 %
Quality of fire emergency medical services	3	0.6 %
Fire personnel emergency response time	1	0.2 %
Quality of fire safety education programs	6	1.2 %
911 service provided by operators	3	0.6 %
911 response time from first responders-ambulance, fire, police	9	1.7 %
Disaster preparedness public education	37	7.2 %
Community public safety efforts (Citizens Police Academy, Citizens Fire Academy, Citizens on Patrol, Community Emergency Response Team (CERT))	8	1.6 %
None chosen	97	18.8 %
Total	515	100.0 %

**Q7. Which TWO of the public safety services items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	24	4.7 %
Visibility of police in neighborhoods	45	8.7 %
Visibility of police in retail areas	43	8.3 %
Police response time	22	4.3 %
Efforts to prevent crime	64	12.4 %
Police safety education programs	21	4.1 %
Enforcement of traffic laws	13	2.5 %
Quality of animal control services	25	4.9 %
Quality/accessibility of municipal court services (i.e. traffic, collection, & fines)	7	1.4 %
Quality of fire protection	16	3.1 %
Quality of fire emergency medical services	8	1.6 %
Fire personnel emergency response time	1	0.2 %
Quality of fire safety education programs	6	1.2 %
911 service provided by operators	4	0.8 %
911 response time from first responders-ambulance, fire, police	13	2.5 %
Disaster preparedness public education	44	8.5 %
Community public safety efforts (Citizens Police Academy, Citizens Fire Academy, Citizens on Patrol, Community Emergency Response Team (CERT))	35	6.8 %
None chosen	124	24.1 %
Total	515	100.0 %

**SUM OF TOP 2 CHOICES**

**Q7. Which TWO of the public safety services items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q7. Sum of top 2 choices	Number	Percent
Quality of police protection	92	17.9 %
Visibility of police in neighborhoods	142	27.6 %
Visibility of police in retail areas	75	14.6 %
Police response time	41	8.0 %
Efforts to prevent crime	136	26.4 %
Police safety education programs	37	7.2 %
Enforcement of traffic laws	35	6.8 %
Quality of animal control services	45	8.7 %
Quality/accessibility of municipal court services (i.e. traffic, collection, & fines)	10	1.9 %
Quality of fire protection	18	3.5 %
Quality of fire emergency medical services	11	2.1 %
Fire personnel emergency response time	2	0.4 %
Quality of fire safety education programs	12	2.3 %
911 service provided by operators	7	1.4 %
911 response time from first responders-ambulance, fire, police	22	4.3 %
Disaster preparedness public education	81	15.7 %
Community public safety efforts (Citizens Police Academy, Citizens Fire Academy, Citizens on Patrol, Community Emergency Response Team (CERT))	43	8.3 %
None chosen	97	18.8 %
Total	906	

**Q8. Feeling of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.**

(N=515)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q8-1. In your neighborhood during the day	37.7%	48.7%	9.3%	1.4%	0.8%	2.1%
Q8-2. In your neighborhood at night	22.3%	47.4%	19.0%	6.4%	2.3%	2.5%
Q8-3. In City's parks, trails, & recreational areas	12.6%	35.1%	27.8%	10.5%	1.4%	12.6%
Q8-4. In commercial & retail areas	19.8%	52.0%	18.4%	5.6%	0.2%	3.9%
Q8-5. Overall in City	22.5%	52.4%	17.7%	3.7%	0.4%	3.3%
Q8-6. Downtown after dark	12.8%	30.5%	28.7%	7.8%	1.7%	18.4%
Q8-7. Traveling by bicycle in Cedar Hill	8.3%	22.3%	24.7%	9.5%	2.1%	33.0%
Q8-8. Shopping after dark	12.8%	36.7%	27.2%	13.0%	1.6%	8.7%

**WITHOUT "DON'T KNOW"**

**Q8. Feeling of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")**

(N=515)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q8-1. In your neighborhood during the day	38.5%	49.8%	9.5%	1.4%	0.8%
Q8-2. In your neighborhood at night	22.9%	48.6%	19.5%	6.6%	2.4%
Q8-3. In City's parks, trails, & recreational areas	14.4%	40.2%	31.8%	12.0%	1.6%
Q8-4. In commercial & retail areas	20.6%	54.1%	19.2%	5.9%	0.2%
Q8-5. Overall in City	23.3%	54.2%	18.3%	3.8%	0.4%
Q8-6. Downtown after dark	15.7%	37.4%	35.2%	9.5%	2.1%
Q8-7. Traveling by bicycle in Cedar Hill	12.5%	33.3%	36.8%	14.2%	3.2%
Q8-8. Shopping after dark	14.0%	40.2%	29.8%	14.3%	1.7%

**Q9. Code Enforcement. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Overall responsiveness of City code enforcement staff	13.8%	32.0%	23.5%	8.7%	3.9%	18.1%
Q9-2. City effort to enforce code violations	12.2%	32.6%	22.1%	11.7%	5.2%	16.1%
Q9-3. Clean-up of debris/litter	13.4%	35.9%	23.3%	17.7%	5.0%	4.7%
Q9-4. Efforts to enforce exterior maintenance & upkeep of residential property	12.4%	31.3%	26.8%	15.0%	6.4%	8.2%
Q9-5. Efforts to identify abandoned or unsecured properties	10.5%	23.5%	27.6%	10.7%	6.0%	21.7%
Q9-6. Efforts to remove dilapidated structures	10.5%	22.9%	28.3%	9.7%	3.7%	24.9%
Q9-7. Enforcement of parking on grass in front yard	11.8%	28.7%	22.1%	13.2%	5.8%	18.3%
Q9-8. Enforcement of weedy lots, abandoned vehicles, & graffiti	11.7%	28.7%	21.4%	14.8%	7.6%	15.9%
Q9-9. Cleanliness in your neighborhood	18.6%	42.9%	18.4%	11.3%	5.2%	3.5%
Q9-10. Enforcement of loud music	13.0%	28.2%	25.6%	10.5%	6.0%	16.7%
Q9-11. Degree to which code violations are a problem	10.7%	24.7%	30.1%	8.3%	4.9%	21.4%

**WITHOUT "DON'T KNOW"**

**Q9. Code Enforcement. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Overall responsiveness of City code enforcement staff	16.8%	39.1%	28.7%	10.7%	4.7%
Q9-2. City effort to enforce code violations	14.6%	38.9%	26.4%	13.9%	6.3%
Q9-3. Clean-up of debris/litter	14.1%	37.7%	24.4%	18.5%	5.3%
Q9-4. Efforts to enforce exterior maintenance & upkeep of residential property	13.5%	34.0%	29.2%	16.3%	7.0%
Q9-5. Efforts to identify abandoned or unsecured properties	13.4%	30.0%	35.2%	13.6%	7.7%
Q9-6. Efforts to remove dilapidated structures	14.0%	30.5%	37.7%	12.9%	4.9%
Q9-7. Enforcement of parking on grass in front yard	14.5%	35.2%	27.1%	16.2%	7.1%
Q9-8. Enforcement of weedy lots, abandoned vehicles, & graffiti	13.9%	34.2%	25.4%	17.6%	9.0%
Q9-9. Cleanliness in your neighborhood	19.3%	44.5%	19.1%	11.7%	5.4%
Q9-10. Enforcement of loud music	15.6%	33.8%	30.8%	12.6%	7.2%
Q9-11. Degree to which code violations are a problem	13.6%	31.4%	38.3%	10.6%	6.2%

**Q10. Residential and Neighborhood Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Quality of neighborhood services	16.9%	40.8%	21.2%	4.7%	1.6%	15.0%
Q10-2. Importance of neighborhood associations	18.4%	33.4%	25.6%	4.7%	1.4%	16.5%
Q10-3. Importance of crime watch groups	21.4%	37.5%	22.9%	3.3%	1.6%	13.4%
Q10-4. Quality of Police and Community Team (PACT) Unit services	19.0%	32.6%	21.9%	1.7%	1.0%	23.7%

**WITHOUT "DON'T KNOW"****Q10. Residential and Neighborhood Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Quality of neighborhood services	19.9%	47.9%	24.9%	5.5%	1.8%
Q10-2. Importance of neighborhood associations	22.1%	40.0%	30.7%	5.6%	1.6%
Q10-3. Importance of crime watch groups	24.7%	43.3%	26.5%	3.8%	1.8%
Q10-4. Quality of Police and Community Team (PACT) Unit services	24.9%	42.7%	28.8%	2.3%	1.3%

**Q11. Solid Waste Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Quality of residential garbage collection	34.6%	43.5%	9.7%	6.6%	2.9%	2.7%
Q11-2. Quality of residential curbside recycling services	33.6%	41.7%	12.4%	7.0%	2.1%	3.1%
Q11-3. Quality of bulky item collection (e.g. old furniture, yard waste & brush)	25.8%	34.0%	15.9%	15.5%	4.9%	3.9%

**WITHOUT "DON'T KNOW"****Q11. Solid Waste Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Quality of residential garbage collection	35.5%	44.7%	10.0%	6.8%	3.0%
Q11-2. Quality of residential curbside recycling services	34.7%	43.1%	12.8%	7.2%	2.2%
Q11-3. Quality of bulky item collection (e.g. old furniture, yard waste & brush)	26.9%	35.4%	16.6%	16.2%	5.1%

**Q12. Environmental Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Household hazardous waste disposal service (e.g. fertilizers, household chemicals, antifreeze, etc.)	18.6%	30.5%	20.0%	8.9%	2.9%	19.0%
Q12-2. Electronic waste disposal service (e.g. televisions, computers, fax machines, CD/DVD players, etc.)	18.1%	30.1%	19.4%	11.3%	2.5%	18.6%

**WITHOUT "DON'T KNOW"****Q12. Environmental Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following. (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Household hazardous waste disposal service (e.g. fertilizers, household chemicals, antifreeze, etc.)	23.0%	37.6%	24.7%	11.0%	3.6%
Q12-2. Electronic waste disposal service (e.g. televisions, computers, fax machines, CD/DVD players, etc.)	22.2%	37.0%	23.9%	13.8%	3.1%



**Q13. Public Works Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Quality of drinking water	21.9%	42.1%	15.7%	9.5%	4.5%	6.2%
Q13-2. Quality of wastewater services	21.2%	42.5%	18.6%	5.6%	1.9%	10.1%
Q13-3. Quality of drainage infrastructure	18.3%	44.3%	17.9%	6.6%	2.7%	10.3%

**WITHOUT "DON'T KNOW"**

**Q13. Public Works Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Quality of drinking water	23.4%	44.9%	16.8%	10.1%	4.8%
Q13-2. Quality of wastewater services	23.5%	47.3%	20.7%	6.3%	2.2%
Q13-3. Quality of drainage infrastructure	20.3%	49.4%	19.9%	7.4%	3.0%

**Q14. Parks and Recreation. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Quality of City parks	22.3%	49.3%	15.7%	3.9%	1.0%	7.8%
Q14-2. Number & location of City parks	21.9%	48.3%	14.8%	5.2%	1.2%	8.5%
Q14-3. Quality of walking & biking trails	24.5%	40.2%	15.9%	5.2%	1.9%	12.2%
Q14-4. Number of walking & biking trails	22.3%	38.1%	16.3%	6.0%	2.3%	15.0%
Q14-5. Amount, quality, & condition of swimming pool(s)	8.3%	20.2%	25.8%	11.8%	6.8%	27.0%
Q14-6. Quality of City sponsored events & activities	15.7%	41.4%	23.7%	4.3%	1.9%	13.0%
Q14-7. Quality of youth sports programs	12.0%	32.6%	23.1%	3.5%	2.5%	26.2%
Q14-8. Quality of adult sports programs	11.5%	28.2%	24.9%	4.1%	2.1%	29.3%
Q14-9. Quality of outdoor athletic fields	15.3%	36.5%	22.1%	2.9%	1.7%	21.4%
Q14-10. Quality of picnic, pavilion areas, & playgrounds at City parks	17.9%	41.0%	20.8%	6.0%	2.1%	12.2%
Q14-11. Recreational opportunities	18.4%	36.5%	21.6%	5.0%	2.7%	15.7%

**WITHOUT "DON'T KNOW"**

**Q14. Parks and Recreation. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following. (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Quality of City parks	24.2%	53.5%	17.1%	4.2%	1.1%
Q14-2. Number & location of City parks	24.0%	52.9%	16.1%	5.7%	1.3%
Q14-3. Quality of walking & biking trails	27.9%	45.8%	18.1%	6.0%	2.2%
Q14-4. Number of walking & biking trails	26.3%	44.7%	19.2%	7.1%	2.7%
Q14-5. Amount, quality, & condition of swimming pool(s)	11.4%	27.7%	35.4%	16.2%	9.3%
Q14-6. Quality of City sponsored events & activities	18.1%	47.5%	27.2%	4.9%	2.2%
Q14-7. Quality of youth sports programs	16.3%	44.2%	31.3%	4.7%	3.4%
Q14-8. Quality of adult sports programs	16.2%	39.8%	35.2%	5.8%	3.0%
Q14-9. Quality of outdoor athletic fields	19.5%	46.4%	28.1%	3.7%	2.2%
Q14-10. Quality of picnic, pavilion areas, & playgrounds at City parks	20.4%	46.7%	23.7%	6.9%	2.4%
Q14-11. Recreational opportunities	21.9%	43.3%	25.6%	6.0%	3.2%

**Q15. Library Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied and 1 means "Very Dissatisfied", with the following.**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Quality of condition of the library facility	19.6%	37.7%	17.7%	5.0%	1.4%	18.6%
Q15-2. Amount of space in the library	14.6%	31.5%	19.4%	13.2%	1.9%	19.4%
Q15-3. Quality of library children's events, classes, & programs	15.5%	28.5%	22.1%	2.5%	0.8%	30.5%
Q15-4. Quality of library adult events, classes, & programs	14.4%	26.2%	23.3%	3.1%	0.6%	32.4%
Q15-5. Quality of library teen events, classes, & programs	13.4%	22.5%	23.3%	2.9%	0.8%	37.1%
Q15-6. Quality of library materials & resources	16.3%	29.7%	24.3%	5.2%	1.4%	23.1%
Q15-7. Quality of library computers & other mobile electronic devices	15.5%	27.8%	23.3%	2.9%	0.8%	29.7%
Q15-8. Availability of library computers & other mobile electronic devices	14.6%	27.4%	23.9%	2.7%	1.0%	30.5%
Q15-9. Quality of library staff customer service	27.2%	31.8%	17.5%	0.6%	0.2%	22.7%

**WITHOUT "DON'T KNOW"**

**Q15. Library Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied and 1 means "Very Dissatisfied", with the following. (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Quality of condition of the library facility	24.1%	46.3%	21.7%	6.2%	1.7%
Q15-2. Amount of space in the library	18.1%	39.0%	24.1%	16.4%	2.4%
Q15-3. Quality of library children's events, classes, & programs	22.3%	41.1%	31.8%	3.6%	1.1%
Q15-4. Quality of library adult events, classes, & programs	21.3%	38.8%	34.5%	4.6%	0.9%
Q15-5. Quality of library teen events, classes, & programs	21.3%	35.8%	37.0%	4.6%	1.2%
Q15-6. Quality of library materials & resources	21.2%	38.6%	31.6%	6.8%	1.8%
Q15-7. Quality of library computers & other mobile electronic devices	22.1%	39.5%	33.1%	4.1%	1.1%
Q15-8. Availability of library computers & other mobile electronic devices	20.9%	39.4%	34.4%	3.9%	1.4%
Q15-9. Quality of library staff customer service	35.2%	41.2%	22.6%	0.8%	0.3%

**Q16. Senior Citizens. Please indicate if your household has a person age 55 or older in need for each of the following programs/services.**

(N=515)

	Yes	No
Q16-1. Water Fitness Programs (e.g. aqua fit, water aerobics, lap swimming, etc.)	36.9%	63.1%
Q16-2. Senior Center Enhancements	33.0%	67.0%
Q16-3. Group Fitness Programs (e.g. aerobics, pickleball, Zumba, etc.)	35.5%	64.5%
Q16-4. Outdoor Adventure Programs (e.g. hiking, biking, rock climbing)	25.8%	74.2%
Q16-5. Physical Therapy Programs	31.1%	68.9%
Q16-6. Arts Programs & Activities (e.g. arts, crafts, music, dance, etc.)	29.9%	70.1%
Q16-7. Special Interest Classes (e.g. gardening, writing, book clubs)	29.1%	70.9%
Q16-8. Computer Classes & Programs	32.4%	67.6%
Q16-9. Financial Services Program (e.g. tax filing)	23.7%	76.3%
Q16-10. Environmental Education/Nature Center & Programs	22.5%	77.5%
Q16-11. Intergenerational Programs	15.3%	84.7%
Q16-12. Veteran Specific Programs	16.7%	83.3%
Q16-13. Support Groups (e.g. bereavement, Alzheimer's, Parkinson's, etc.)	18.1%	81.9%
Q16-14. Social Gatherings	25.4%	74.6%
Q16-15. Day trips, tours & excursions to popular tourist attractions	27.6%	72.4%
Q16-16. Transportation Programs/Services	21.7%	78.3%
Q16-17. Community Gardens	22.7%	77.3%
Q16-18. Lunch/M meal Programs	18.6%	81.4%
Q16-19. Animal Services (e.g. Wags on Wheels etc.)	18.6%	81.4%

**Q16. If "YES," please rate how well your needs are being met by that program/service using a scale of 5 to 1, where 5 means your needs are "100% Met" and 1 means "0% Met."**

(N=305)

	100% met	75% met	50% met	25% met	0% met
Q16-1. Water Fitness Programs (e.g. aqua fit, water aerobics, lap swimming, etc.)	13.4%	9.2%	16.9%	14.1%	46.5%
Q16-2. Senior Center Enhancements	12.6%	22.0%	26.0%	18.9%	20.5%
Q16-3. Group Fitness Programs (e.g. aerobics, pickleball, Zumba, etc.)	23.4%	23.4%	26.3%	10.2%	16.8%
Q16-4. Outdoor Adventure Programs (e.g. hiking, biking, rock climbing)	22.8%	20.7%	14.1%	16.3%	26.1%
Q16-5. Physical Therapy Programs	22.2%	9.3%	19.4%	11.1%	38.0%
Q16-6. Arts Programs & Activities (e.g. arts, crafts, music, dance, etc.)	21.6%	20.7%	23.4%	11.7%	22.5%
Q16-7. Special Interest Classes (e.g. gardening, writing, book clubs)	15.3%	14.4%	18.0%	22.5%	29.7%
Q16-8. Computer Classes & Programs	17.7%	15.9%	14.2%	16.8%	35.4%
Q16-9. Financial Services Program (e.g. tax filing)	23.1%	14.1%	17.9%	10.3%	34.6%
Q16-10. Environmental Education/Nature Center & Programs	20.7%	17.1%	26.8%	13.4%	22.0%
Q16-11. Intergenerational Programs	17.6%	11.8%	21.6%	13.7%	35.3%
Q16-12. Veteran Specific Programs	15.9%	11.1%	17.5%	11.1%	44.4%
Q16-13. Support Groups (e.g. bereavement, Alzheimer's, Parkinson's, etc.)	15.9%	11.1%	22.2%	14.3%	36.5%
Q16-14. Social Gatherings	16.5%	19.6%	20.6%	14.4%	28.9%
Q16-15. Day trips, tours & excursions to popular tourist attractions	15.8%	17.8%	18.8%	14.9%	32.7%
Q16-16. Transportation Programs/Services	16.7%	9.5%	14.3%	17.9%	41.7%
Q16-17. Community Gardens	13.4%	25.6%	13.4%	19.5%	28.0%
Q16-18. Lunch/Meal Programs	23.8%	14.3%	20.6%	11.1%	30.2%
Q16-19. Animal Services (e.g. Wags on Wheels etc.)	31.4%	18.6%	18.6%	10.0%	21.4%

**Q17. Which THREE programs or services from the list in Question 16 are MOST IMPORTANT to your household as it relates to SENIOR CITIZENS (Age 55 or older)?**

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Water Fitness Programs (e.g. aqua fit, water aerobics, lap swimming, etc.)	63	12.2 %
Senior Center Enhancements	42	8.2 %
Group Fitness Programs (e.g. aerobics, pickleball, Zumba, etc.)	23	4.5 %
Outdoor Adventure Programs (e.g. hiking, biking, rock climbing)	12	2.3 %
Physical Therapy Programs	14	2.7 %
Arts Programs & Activities (e.g. arts, crafts, music, dance, etc.)	15	2.9 %
Special Interest Classes (e.g. gardening, writing, book clubs)	8	1.6 %
Computer Classes & Programs	15	2.9 %
Financial Services Program (e.g. tax filing)	10	1.9 %
Veteran Specific Programs	15	2.9 %
Support Groups (e.g. bereavement, Alzheimer's, Parkinson's, etc.)	3	0.6 %
Social Gatherings	8	1.6 %
Day trips, tours & excursions to popular tourist attractions	4	0.8 %
Transportation Programs/Services	17	3.3 %
Community Gardens	5	1.0 %
Lunch/M meal Programs	9	1.7 %
Animal Services (e.g. Wags on Wheels etc.)	11	2.1 %
None chosen	241	46.8 %
Total	515	100.0 %



**Q17. Which THREE programs or services from the list in Question 16 are MOST IMPORTANT to your household as it relates to SENIOR CITIZENS (Age 55 or older)?**

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Water Fitness Programs (e.g. aqua fit, water aerobics, lap swimming, etc.)	15	2.9 %
Senior Center Enhancements	16	3.1 %
Group Fitness Programs (e.g. aerobics, pickleball, Zumba, etc.)	32	6.2 %
Outdoor Adventure Programs (e.g. hiking, biking, rock climbing)	15	2.9 %
Physical Therapy Programs	20	3.9 %
Arts Programs & Activities (e.g. arts, crafts, music, dance, etc.)	13	2.5 %
Special Interest Classes (e.g. gardening, writing, book clubs)	15	2.9 %
Computer Classes & Programs	21	4.1 %
Financial Services Program (e.g. tax filing)	15	2.9 %
Environmental Education/Nature Center & Programs	4	0.8 %
Intergenerational Programs	3	0.6 %
Veteran Specific Programs	9	1.7 %
Support Groups (e.g. bereavement, Alzheimer's, Parkinson's, etc.)	11	2.1 %
Social Gatherings	14	2.7 %
Day trips, tours & excursions to popular tourist attractions	18	3.5 %
Transportation Programs/Services	12	2.3 %
Community Gardens	6	1.2 %
Lunch/M meal Programs	10	1.9 %
Animal Services (e.g. Wags on Wheels etc.)	8	1.6 %
<u>None chosen</u>	<u>258</u>	<u>50.1 %</u>
Total	515	100.0 %

**Q17. Which THREE programs or services from the list in Question 16 are MOST IMPORTANT to your household as it relates to SENIOR CITIZENS (Age 55 or older)?**

<u>Q17. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Water Fitness Programs (e.g. aqua fit, water aerobics, lap swimming, etc.)	20	3.9 %
Senior Center Enhancements	18	3.5 %
Group Fitness Programs (e.g. aerobics, pickleball, Zumba, etc.)	17	3.3 %
Outdoor Adventure Programs (e.g. hiking, biking, rock climbing)	16	3.1 %
Physical Therapy Programs	20	3.9 %
Arts Programs & Activities (e.g. arts, crafts, music, dance, etc.)	14	2.7 %
Special Interest Classes (e.g. gardening, writing, book clubs)	9	1.7 %
Computer Classes & Programs	12	2.3 %
Financial Services Program (e.g. tax filing)	15	2.9 %
Environmental Education/Nature Center & Programs	4	0.8 %
Intergenerational Programs	3	0.6 %
Veteran Specific Programs	8	1.6 %
Support Groups (e.g. bereavement, Alzheimer's, Parkinson's, etc.)	12	2.3 %
Social Gatherings	8	1.6 %
Day trips, tours & excursions to popular tourist attractions	16	3.1 %
Transportation Programs/Services	23	4.5 %
Community Gardens	7	1.4 %
Lunch/M meal Programs	12	2.3 %
Animal Services (e.g. Wags on Wheels etc.)	7	1.4 %
<u>None chosen</u>	<u>274</u>	<u>53.2 %</u>
Total	515	100.0 %

**SUM OF TOP 3 CHOICES****Q17. Which THREE programs or services from the list in Question 16 are MOST IMPORTANT to your household as it relates to SENIOR CITIZENS (Age 55 or older)? (top 3)**

Q17. Sum of top 3 choices	Number	Percent
Water Fitness Programs (e.g. aqua fit, water aerobics, lap swimming, etc.)	98	19.0 %
Senior Center Enhancements	76	14.8 %
Group Fitness Programs (e.g. aerobics, pickleball, Zumba, etc.)	72	14.0 %
Outdoor Adventure Programs (e.g. hiking, biking, rock climbing)	43	8.3 %
Physical Therapy Programs	54	10.5 %
Arts Programs & Activities (e.g. arts, crafts, music, dance, etc.)	42	8.2 %
Special Interest Classes (e.g. gardening, writing, book clubs)	32	6.2 %
Computer Classes & Programs	48	9.3 %
Financial Services Program (e.g. tax filing)	40	7.8 %
Environmental Education/Nature Center & Programs	8	1.6 %
Intergenerational Programs	6	1.2 %
Veteran Specific Programs	32	6.2 %
Support Groups (e.g. bereavement, Alzheimer's, Parkinson's, etc.)	26	5.0 %
Social Gatherings	30	5.8 %
Day trips, tours & excursions to popular tourist attractions	38	7.4 %
Transportation Programs/Services	52	10.1 %
Community Gardens	18	3.5 %
Lunch/M meal Programs	31	6.0 %
Animal Services (e.g. Wags on Wheels etc.)	26	5.0 %
None chosen	241	46.8 %
Total	1013	

**Q18. Customer Service. Have you called or visited the City with a question, problem, or complaint during the past year?**

Q18. Have you called or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	255	49.5 %
No	260	50.5 %
Total	515	100.0 %

**Q18a. How did you contact the City?**

Q18a. How did you contact City	Number	Percent
Phone	121	47.5 %
Email	19	7.5 %
Social media	1	0.4 %
Website	10	3.9 %
In person	95	37.3 %
Elected official	3	1.2 %
GoGov app	3	1.2 %
Not provided	3	1.2 %
Total	255	100.0 %

**WITHOUT "NOT PROVIDED"****Q18a. How did you contact the City? (without "not provided")**

Q18a. How did you contact City	Number	Percent
Phone	121	48.0 %
Email	19	7.5 %
Social media	1	0.4 %
Website	10	4.0 %
In person	95	37.7 %
Elected official	3	1.2 %
GoGov app	3	1.2 %
Total	252	100.0 %

**Q18b. How easy was it to address your issue?**

<u>Q18b. How easy was it to address your issue</u>	<u>Number</u>	<u>Percent</u>
Very easy	101	39.6 %
Somewhat easy	76	29.8 %
Difficult	40	15.7 %
Very difficult	32	12.5 %
Don't know	6	2.4 %
Total	255	100.0 %

**WITHOUT “DON’T KNOW”****Q18b. How easy was it to address your issue? (without "don't know")**

<u>Q18b. How easy was it to address your issue</u>	<u>Number</u>	<u>Percent</u>
Very easy	101	40.6 %
Somewhat easy	76	30.5 %
Difficult	40	16.1 %
Very difficult	32	12.9 %
Total	249	100.0 %

**Q19. City Communication. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Quality of City's website	19.6%	42.1%	18.4%	3.5%	2.1%	14.2%
Q19-2. Quality of City's social media (Twitter, Facebook, etc.)	12.6%	25.4%	23.1%	1.6%	1.0%	36.3%
Q19-3. Quality of City's newsletter (Highlights)	25.6%	43.5%	16.7%	2.5%	0.6%	11.1%
Q19-4. Quality of City's GoGov mobile app	11.3%	15.3%	21.6%	1.4%	0.6%	49.9%
Q19-5. Availability of information on City services & programs	17.9%	37.3%	23.1%	2.7%	1.7%	17.3%
Q19-6. City's efforts to keep you informed	23.9%	39.0%	22.3%	3.7%	1.6%	9.5%
Q19-7. Level of public involvement in local decision-making	13.2%	26.0%	25.4%	9.1%	2.1%	24.1%
Q19-8. Transparency of City government	12.8%	28.3%	27.2%	7.4%	2.7%	21.6%

**WITHOUT "DON'T KNOW"**

**Q19. City Communication. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following. (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Quality of City's website	22.9%	49.1%	21.5%	4.1%	2.5%
Q19-2. Quality of City's social media (Twitter, Facebook, etc.)	19.8%	39.9%	36.3%	2.4%	1.5%
Q19-3. Quality of City's newsletter (Highlights)	28.8%	48.9%	18.8%	2.8%	0.7%
Q19-4. Quality of City's GoGov mobile app	22.5%	30.6%	43.0%	2.7%	1.2%
Q19-5. Availability of information on City services & programs	21.6%	45.1%	27.9%	3.3%	2.1%
Q19-6. City's efforts to keep you informed	26.4%	43.1%	24.7%	4.1%	1.7%
Q19-7. Level of public involvement in local decision-making	17.4%	34.3%	33.5%	12.0%	2.8%
Q19-8. Transparency of City government	16.3%	36.1%	34.7%	9.4%	3.5%

**Q20. Which of the following are your PRIMARY SOURCES of information about City issues, services, and events?**

Q20. What are your primary sources of information  
about City issues, services, & events

	Number	Percent
City website	281	54.6 %
Local newspaper	75	14.6 %
Social networking site (Facebook, Twitter)	130	25.2 %
Word of mouth (friends/neighbors)	213	41.4 %
City emails/press releases	158	30.7 %
Public meetings	67	13.0 %
Parties in the park	23	4.5 %
Highlights newsletter	279	54.2 %
City e-newsletter	89	17.3 %
Other	36	7.0 %
Total	1351	

**Q20-10. Other**

Q20-10. Other	Number	Percent
NEXTDOOR	11	31.4 %
Word of mouth	2	5.7 %
Word of mouth, council meetings	1	2.9 %
PHONE CALLS	1	2.9 %
TV NEWS	1	2.9 %
CRIME WATER MEETINGS	1	2.9 %
CITY EMPLOYEES	1	2.9 %
INFORMATION	1	2.9 %
Push phone messages	1	2.9 %
Calls from City	1	2.9 %
The sign by CVS	1	2.9 %
CALLS TO CITY HALL	1	2.9 %
TV	1	2.9 %
BETTER RESTAURANTS	1	2.9 %
Signage for environmental events	1	2.9 %
SOUTHWEST NOW MAGAZINE	1	2.9 %
CELL PHONE	1	2.9 %
Text	1	2.9 %
Neighborhood website	1	2.9 %
SOUTHWEST MAGAZINE	1	2.9 %
NEIGHBORHOOD NETWORK	1	2.9 %
LOCAL NEWS	1	2.9 %
NEWS	1	2.9 %
EMAIL OR TEXT	1	2.9 %
Total	35	100.0 %



**Q21. Education. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Overall quality of your local schools	9.7%	24.5%	20.8%	10.5%	6.8%	27.8%
Q21-2. Overall condition of your local schools	10.7%	26.6%	23.3%	7.6%	3.1%	28.7%
Q21-3. Variety of educational options of your local schools	12.8%	22.5%	23.7%	6.6%	3.9%	30.5%

**WITHOUT "DON'T KNOW"****Q21. Education. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following. (without "don't know")**

(N=515)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Overall quality of your local schools	13.4%	33.9%	28.8%	14.5%	9.4%
Q21-2. Overall condition of your local schools	15.0%	37.3%	32.7%	10.6%	4.4%
Q21-3. Variety of educational options of your local schools	18.4%	32.4%	34.1%	9.5%	5.6%

**Q22. Which of the following best describes where you reside?**

<u>Q22. What best describes where you reside</u>	<u>Number</u>	<u>Percent</u>
Apartment	3	0.6 %
Duplex	8	1.6 %
Condo	5	1.0 %
Single family home	482	93.6 %
Not provided	17	3.3 %
Total	515	100.0 %

**WITHOUT “NOT PROVIDED”****Q22. Which of the following best describes where you reside? (without "not provided")**

<u>Q22. What best describes where you reside</u>	<u>Number</u>	<u>Percent</u>
Apartment	3	0.6 %
Duplex	8	1.6 %
Condo	5	1.0 %
Single family home	482	96.8 %
Total	498	100.0 %

**Q23. Which of the following best describes your housing situation?**

<u>Q23. What best describes your housing situation</u>	<u>Number</u>	<u>Percent</u>
Rent	60	11.7 %
Own your home	441	85.6 %
Live with another household	2	0.4 %
Not provided	12	2.3 %
Total	515	100.0 %

**WITHOUT “NOT PROVIDED”****Q23. Which of the following best describes your housing situation? (without "not provided")**

<u>Q23. What best describes your housing situation</u>	<u>Number</u>	<u>Percent</u>
Rent	60	11.9 %
Own your home	441	87.7 %
Live with another household	2	0.4 %
Total	503	100.0 %

**Q24. How would you describe the general physical condition of your home?**

Q24. How would you describe general physical condition of your home	Number	Percent
Excellent	208	40.4 %
Good	261	50.7 %
Fair	35	6.8 %
Poor	1	0.2 %
Not provided	10	1.9 %
Total	515	100.0 %

**WITHOUT "NOT PROVIDED"****Q24. How would you describe the general physical condition of your home? (without "not provided")**

Q24. How would you describe general physical condition of your home	Number	Percent
Excellent	208	41.2 %
Good	261	51.7 %
Fair	35	6.9 %
Poor	1	0.2 %
Total	505	100.0 %

**Q25. How many years have you lived in Cedar Hill?**

Q25. How many years have you lived in Cedar Hill	Number	Percent
0-5	56	10.9 %
6-10	73	14.2 %
11-15	88	17.1 %
16-20	106	20.6 %
21-30	122	23.7 %
31+	62	12.0 %
Not provided	8	1.6 %
Total	515	100.0 %

**WITHOUT "NOT PROVIDED"****Q25. How many years have you lived in Cedar Hill? (without "not provided")**

Q25. How many years have you lived in Cedar Hill	Number	Percent
0-5	56	11.0 %
6-10	73	14.4 %
11-15	88	17.4 %
16-20	106	20.9 %
21-30	122	24.1 %
31+	62	12.2 %
Total	507	100.0 %

**Q26. What is your age?**

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	91	17.7 %
35-44	100	19.4 %
45-54	99	19.2 %
55-64	113	21.9 %
65+	93	18.1 %
Not provided	19	3.7 %
Total	515	100.0 %

**WITHOUT "NOT PROVIDED"****Q26. What is your age? (without "not provided")**

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	91	18.3 %
35-44	100	20.2 %
45-54	99	20.0 %
55-64	113	22.8 %
65+	93	18.8 %
Total	496	100.0 %

**Q27. Please check each of the following statements that apply to members of your household.**

<u>Q27. What statements that apply to members of your household</u>	<u>Number</u>	<u>Percent</u>
Attend public school within district	135	26.2 %
Attend public school but with out-of-district transfer	35	6.8 %
Attend private school	37	7.2 %
Home school	12	2.3 %
Charter school	35	6.8 %
Not applicable	276	53.6 %
Total	530	

**WITHOUT "NOT APPLICABLE"****Q27. Please check each of the following statements that apply to members of your household. (without "not applicable")**

<u>Q27. What statements that apply to members of your household</u>	<u>Number</u>	<u>Percent</u>
Attend public school within district	135	56.5 %
Attend public school but with out-of-district transfer	35	14.6 %
Attend private school	37	15.5 %
Home school	12	5.0 %
Charter school	35	14.6 %
Total	254	

**Q28. Are you or other members of your household of Hispanic or Latino ancestry?**

Q28. Are you of Hispanic or Latino ancestry	Number	Percent
Yes	114	22.1 %
No	401	77.9 %
Total	515	100.0 %

**Q29. Which of the following best describes your race/ethnicity?**

Q29. Your race/ethnicity	Number	Percent
African American/Black	267	51.8 %
American Indian/Eskimo	6	1.2 %
Caucasian/White	187	36.3 %
Asian/Pacific Islander	15	2.9 %
Other	31	6.0 %
Total	506	

**Q29-5. Other**

Q29-5. Other	Number	Percent
Hispanic	14	48.3 %
Mexican American	5	17.2 %
Latino	4	13.8 %
Creole	1	3.4 %
Latino/Chicano	1	3.4 %
BLACK AMERICAN	1	3.4 %
Multi-racial	1	3.4 %
Black, Causasian and Latino	1	3.4 %
FRENCH AMERICAN	1	3.4 %
Total	29	100.0 %

**Q30. Which of the following best describes your annual household income?**

Q30. What best describes your annual household income	Number	Percent
Less than \$20K	23	4.5 %
\$20K to \$39,999	66	12.8 %
\$40K to \$59,999	112	21.7 %
\$60K to \$79,999	87	16.9 %
\$80K to \$149,999	149	28.9 %
\$150K+	29	5.6 %
Not provided	49	9.5 %
Total	515	100.0 %

**WITHOUT "NOT PROVIDED"****Q30. Which of the following best describes your annual household income? (without "not provided")**

Q30. What best describes your annual household income	Number	Percent
Less than \$20K	23	4.9 %
\$20K to \$39,999	66	14.2 %
\$40K to \$59,999	112	24.0 %
\$60K to \$79,999	87	18.7 %
\$80K to \$149,999	149	32.0 %
\$150K+	29	6.2 %
Total	466	100.0 %

**Q31. What is the highest level of education you have obtained?**

Q31. What is highest level of education you have obtained

	Number	Percent
High School, no degree	32	6.2 %
High School graduate or GED	38	7.4 %
Some college	122	23.7 %
Associate's Degree	54	10.5 %
Bachelor's Degree	130	25.2 %
Master's Degree	99	19.2 %
Professional Degree (JD, MD, DDS, etc.)	8	1.6 %
Doctorate Degree (PhD, EdD, etc.)	4	0.8 %
Not provided	28	5.4 %
Total	515	100.0 %

**WITHOUT "NOT PROVIDED"****Q31. What is the highest level of education you have obtained? (without "not provided")**

Q31. What is highest level of education you have obtained

	Number	Percent
High School, no degree	32	6.6 %
High School graduate or GED	38	7.8 %
Some college	122	25.1 %
Associate's Degree	54	11.1 %
Bachelor's Degree	130	26.7 %
Master's Degree	99	20.3 %
Professional Degree (JD, MD, DDS, etc.)	8	1.6 %
Doctorate Degree (PhD, EdD, etc.)	4	0.8 %
Total	487	100.0 %

**Q32. Your gender:**

Q32. Your gender

	Number	Percent
Male	254	49.3 %
Female	258	50.1 %
Not provided	3	0.6 %
Total	515	100.0 %

**WITHOUT "NOT PROVIDED"****Q32. Your gender: (without "not provided")**

Q32. Your gender

	Number	Percent
Male	254	49.6 %
Female	258	50.4 %
Total	512	100.0 %

**Q33. How many people are in your household?**

Q33. How many people are in your household	Number	Percent
1	66	12.8 %
2	207	40.2 %
3	87	16.9 %
4	62	12.0 %
5	49	9.5 %
6	21	4.1 %
7+	7	1.4 %
Not provided	16	3.1 %
Total	515	100.0 %

**WITHOUT "NOT PROVIDED"****Q33. How many people are in your household? (without "not provided")**

Q33. How many people are in your household	Number	Percent
1	66	13.2 %
2	207	41.5 %
3	87	17.4 %
4	62	12.4 %
5	49	9.8 %
6	21	4.2 %
7+	7	1.4 %
Total	499	100.0 %



## **Section 5**

### ***Survey Instrument***

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OFFICE OF THE MAYOR

285 UPTOWN BLVD., BLDG. 100  
CEDAR HILL, TX 75104



TEL: (972) 291-5100, Ext 1012  
FAX: (972) 291-5199

February 2020

Dear Cedar Hill Resident:

You have been selected to participate in a community survey designed to gather resident input and feedback on City programs and services. The information you provide in this survey will be used to improve existing programs and services and help determine long-range planning and investment decisions.

The enclosed survey includes a postage-paid envelope to ETC Institute, the survey research firm conducting this survey, for your convenience. If you prefer to complete the survey online, please visit [www.cedarhillcitizensurvey.org](http://www.cedarhillcitizensurvey.org).

ETC Institute is one of the nation's leading local government research firms. It is important to note your individual survey responses will remain confidential. ETC Institute will present the aggregate survey results to the City Council after they have been compiled and analyzed.

We greatly appreciate you taking time out of your schedule to complete this survey. The time you invest in this survey will help us understand the needs of our community and influence numerous decisions about the future of Cedar Hill.

Please feel free to contact Marie Watts, Assistant to the City Manager, at 972-291-5100 ext. 1118 or email her at [marie.watts@cedarhilltx.com](mailto:marie.watts@cedarhilltx.com) if you should have any questions or require additional information.

Thank you again for taking time out of your schedule to help us continue to make Cedar Hill a Premier City.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephen Mason".

Stephen Mason  
Mayor

## 2020 City of Cedar Hill Citizen Satisfaction Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve citizens in long-range planning and investment decisions. If you have questions, please call Marie Watts at 972-291-5100 ext. 1118. Thank you!

1. **City Services.** Please rate your overall satisfaction with major categories of services provided by Cedar Hill using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Major Categories of City Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of police, fire, and emergency medical services	5	4	3	2	1	9
02.	Overall quality of city parks and recreation programs and facilities	5	4	3	2	1	9
03.	Overall maintenance of city streets, buildings, and facilities	5	4	3	2	1	9
04.	Overall quality of city water and sewer utilities	5	4	3	2	1	9
05.	Overall enforcement of city codes and ordinances	5	4	3	2	1	9
06.	Overall quality of customer service you receive from city employees	5	4	3	2	1	9
07.	Overall effectiveness of city communication with the public	5	4	3	2	1	9
08.	Overall quality of the city's storm water runoff/storm water management system	5	4	3	2	1	9
09.	Overall flow of traffic and congestion management in the city	5	4	3	2	1	9

2. Which **THREE** of the major categories of city services listed in Question 1 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 1.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

3. **Perceptions.** Several items that may influence your perception of Cedar Hill are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Perceptions of the City		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Cedar Hill as a place to live	5	4	3	2	1	9
02.	Cedar Hill as a place to raise children	5	4	3	2	1	9
03.	Cedar Hill as a place to work	5	4	3	2	1	9
04.	Cedar Hill as a place to retire	5	4	3	2	1	9
05.	Overall image of Cedar Hill	5	4	3	2	1	9
06.	Overall quality of life in Cedar Hill	5	4	3	2	1	9
07.	Variety of activities for families in the community	5	4	3	2	1	9
08.	Cedar Hill as an entertainment destination	5	4	3	2	1	9
09.	Overall quality of community event programming (e.g. Country Day, Scare on the Square, Holiday on the Hill, etc.)	5	4	3	2	1	9
10.	Overall appearance of Cedar Hill	5	4	3	2	1	9
11.	Cedar Hill as a welcoming community for people of diverse backgrounds	5	4	3	2	1	9
12.	The overall quality of leadership provided by Cedar Hill's elected officials	5	4	3	2	1	9
13.	The overall effectiveness of city management	5	4	3	2	1	9

4. **Maintenance.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following services provided by the City.

City Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Condition of major city streets	5	4	3	2	1	9
02.	Condition of streets in your neighborhood	5	4	3	2	1	9
03.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
04.	Timing of traffic signals on city streets	5	4	3	2	1	9
05.	Traffic flow on major city streets	5	4	3	2	1	9
06.	Pedestrian accessibility (The City's sidewalk system/network; number/availability of sidewalks)	5	4	3	2	1	9
07.	Appearance/condition of city medians, rights-of-way and public areas	5	4	3	2	1	9
08.	Adequacy of city street lighting	5	4	3	2	1	9
09.	Condition of pavement markings on city streets	5	4	3	2	1	9
10.	Overall cleanliness of streets and public areas	5	4	3	2	1	9
11.	Condition of landscaping along public streets	5	4	3	2	1	9

5. Which TWO of the city maintenance services listed in Question 4 do you think should receive the **MOST EMPHASIS** from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 4.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

6. **Police, Fire, and Emergency Services.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following public safety services provided by the City of Cedar Hill.

Public Safety Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of police protection	5	4	3	2	1	9
02.	Visibility of police in neighborhoods	5	4	3	2	1	9
03.	Visibility of police in retail areas	5	4	3	2	1	9
04.	Police response time	5	4	3	2	1	9
05.	Efforts to prevent crime	5	4	3	2	1	9
06.	Police safety education programs	5	4	3	2	1	9
07.	Enforcement of traffic laws	5	4	3	2	1	9
08.	Quality of animal control services	5	4	3	2	1	9
09.	Quality/accessibility of municipal court services (i.e. traffic, collection, and fines)	5	4	3	2	1	9
10.	Quality of fire protection	5	4	3	2	1	9
11.	Quality of fire emergency medical services	5	4	3	2	1	9
12.	Fire personnel emergency response time	5	4	3	2	1	9
13.	Quality of fire safety education programs	5	4	3	2	1	9
14.	911 service provided by operators	5	4	3	2	1	9
15.	911 response time from first responders: ambulance, fire, police	5	4	3	2	1	9
16.	Disaster preparedness public education	5	4	3	2	1	9
17.	Community public safety efforts (Citizens Police Academy, Citizens Fire Academy, Citizens on Patrol, Community Emergency Response Team [CERT])	5	4	3	2	1	9

7. Which TWO of the public safety services items listed in Question 6 do you think should receive the **MOST EMPHASIS** from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 6.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

8. **Feeling of Safety.** Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe", please rate how safe you feel in the following situations.

Feeling of Safety	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
01. In your neighborhood during the day	5	4	3	2	1	9
02. In your neighborhood at night	5	4	3	2	1	9
03. In the City's parks, trails, and recreational areas	5	4	3	2	1	9
04. In commercial and retail areas	5	4	3	2	1	9
05. Overall in the City	5	4	3	2	1	9
06. Downtown after dark	5	4	3	2	1	9
07. Traveling by bicycle in Cedar Hill	5	4	3	2	1	9
08. Shopping after dark	5	4	3	2	1	9

9. **Code Enforcement.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Enforcement of City Codes and Ordinances	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall responsiveness of city code enforcement staff	5	4	3	2	1	9
02. City effort to enforce code violations	5	4	3	2	1	9
03. Clean-up of debris/litter	5	4	3	2	1	9
04. Efforts to enforce exterior maintenance and upkeep of residential property	5	4	3	2	1	9
05. Efforts to identify abandoned or unsecured properties	5	4	3	2	1	9
06. Efforts to remove dilapidated structures	5	4	3	2	1	9
07. Enforcement of parking on grass in front yard	5	4	3	2	1	9
08. Enforcement of weedy lots, abandoned vehicles, and graffiti	5	4	3	2	1	9
09. Cleanliness in your neighborhood	5	4	3	2	1	9
10. Enforcement of loud music	5	4	3	2	1	9
11. Degree to which code violations are a problem	5	4	3	2	1	9

10. **Residential and Neighborhood Services.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Residential and Neighborhood Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of Neighborhood Services	5	4	3	2	1	9
02. Importance of neighborhood associations	5	4	3	2	1	9
03. Importance of crime watch groups	5	4	3	2	1	9
04. Quality of Police and Community Team (PACT) Unit services	5	4	3	2	1	9

11. **Solid Waste Services.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Solid Waste/Utility Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of residential garbage collection	5	4	3	2	1	9
02. Quality of residential curbside recycling services	5	4	3	2	1	9
03. Quality of bulky item collection (e.g. old furniture, yard waste and brush)	5	4	3	2	1	9

12. **Environmental Services.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Environmental Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Household hazardous waste disposal service (e.g. fertilizers, household chemicals, antifreeze, etc.)	5	4	3	2	1	9
02.	Electronic waste disposal service (e.g. televisions, computers, fax machines, CD/DVD players, etc.)	5	4	3	2	1	9

13. **Public Works Services.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Public Works Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of drinking water	5	4	3	2	1	9
02.	Quality of wastewater services	5	4	3	2	1	9
03.	Quality of drainage infrastructure	5	4	3	2	1	9

14. **Parks and Recreation.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of city parks	5	4	3	2	1	9
02.	Number and location of city parks	5	4	3	2	1	9
03.	Quality of walking and biking trails	5	4	3	2	1	9
04.	Number of walking and biking trails	5	4	3	2	1	9
05.	Amount, quality and condition of swimming pool(s)	5	4	3	2	1	9
06.	Quality of city sponsored events and activities	5	4	3	2	1	9
07.	Quality of youth sports programs	5	4	3	2	1	9
08.	Quality of adult sports programs	5	4	3	2	1	9
09.	Quality of outdoor athletic fields	5	4	3	2	1	9
10.	Quality of picnic, pavilion areas, and playgrounds at city parks	5	4	3	2	1	9
11.	Recreational opportunities	5	4	3	2	1	9

15. **Library Services.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Library		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of the condition of the library facility	5	4	3	2	1	9
02.	Amount of space in the library	5	4	3	2	1	9
03.	Quality of library children's events, classes, and programs	5	4	3	2	1	9
04.	Quality of library adult events, classes, and programs	5	4	3	2	1	9
05.	Quality of library teen events, classes, and programs	5	4	3	2	1	9
06.	Quality of library materials and resources	5	4	3	2	1	9
07.	Quality of library computers and other mobile electronic devices	5	4	3	2	1	9
08.	Availability of library computers and other mobile electronic devices	5	4	3	2	1	9
09.	Quality of library staff customer service	5	4	3	2	1	9

16. **Senior Citizens.** Please indicate if your household has a person age 55 or older in need for each of the following programs/services by circling "Yes" or "No." If your household does not have a person age 55 or older, please skip to Question 18.

If "Yes", please rate how well your needs are being met by that program/service using a scale of 5 to 1, where 5 means your needs are "100% Met" and 1 means "0% Met".

Program/Service	Does your household have a need for this program?		If "Yes," how well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Water Fitness Programs (e.g. aqua fit, water aerobics, lap swimming, etc.)	Yes	No	5	4	3	2	1
02. Senior Center Enhancements	Yes	No	5	4	3	2	1
03. Group Fitness Programs (e.g. aerobics, Pickleball, Zumba, etc.)	Yes	No	5	4	3	2	1
04. Outdoor Adventure Programs (e.g. hiking, biking, rock climbing)	Yes	No	5	4	3	2	1
05. Physical Therapy Programs	Yes	No	5	4	3	2	1
06. Arts Programs and Activities (e.g. arts, crafts, music, dance, etc.)	Yes	No	5	4	3	2	1
07. Special Interest Classes (e.g. gardening, writing, book clubs)	Yes	No	5	4	3	2	1
08. Computer Classes and Programs	Yes	No	5	4	3	2	1
09. Financial Services Program (e.g. tax filing)	Yes	No	5	4	3	2	1
10. Environmental Education/Nature Center and Programs	Yes	No	5	4	3	2	1
11. Intergenerational Programs	Yes	No	5	4	3	2	1
12. Veteran Specific Programs	Yes	No	5	4	3	2	1
13. Support Groups (e.g. bereavement, Alzheimer's, Parkinson's, etc.)	Yes	No	5	4	3	2	1
14. Social Gatherings	Yes	No	5	4	3	2	1
15. Day trips, tours and excursions to popular tourist attractions	Yes	No	5	4	3	2	1
16. Transportation Programs/Services	Yes	No	5	4	3	2	1
17. Community Gardens	Yes	No	5	4	3	2	1
18. Lunch/M meal Programs	Yes	No	5	4	3	2	1
19. Animal services (e.g. Wags on Wheels - Tri-City Animal Shelter program for pets of senior citizens, low-cost microchipping, crate loans, Trap Neuter Release (TNR) services, etc.)	Yes	No	5	4	3	2	1

17. Which **THREE** programs or services from the list in Question 16 are **MOST IMPORTANT** to your household as it relates to **SENIOR CITIZENS (Age 55 or older)**? [Write-in your answers below using the numbers from the list in Question 16.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

\_\_\_\_(1) Yes [Answer Q18a-b.]      \_\_\_\_ (2) No [Skip to Q19.]

**18a. How did you contact the City?**

- \_\_\_\_ (1) Phone                      \_\_\_\_ (4) Website                      \_\_\_\_ (6) Elected Official  
 \_\_\_\_ (2) E-mail                      \_\_\_\_ (5) In person                      \_\_\_\_ (7) GoGov App  
 \_\_\_\_ (3) Social media

**18b. How easy was it to address your issue?**

- \_\_\_\_(1) Very Easy                      \_\_\_\_ (3) Difficult                      \_\_\_\_ (9) Don't Know  
\_\_\_\_(2) Somewhat Easy              \_\_\_\_ (4) Very Difficult

19. **City Communication.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Communication		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of the City's website	5	4	3	2	1	9
02.	Quality of the City's social media (i.e. Twitter, Facebook, etc.)	5	4	3	2	1	9
03.	Quality of the City's newsletter (Highlights)	5	4	3	2	1	9
04.	Quality of the City's GoGov Mobile App	5	4	3	2	1	9
05.	Availability of information on City services and programs	5	4	3	2	1	9
06.	City's efforts to keep you informed	5	4	3	2	1	9
07.	Level of public involvement in local decision-making	5	4	3	2	1	9
08.	Transparency of City government	5	4	3	2	1	9

20. Which of the following are your PRIMARY SOURCES of information about City issues, services, and events? [Check all that apply.]

- \_\_\_\_ (01) City website  
 \_\_\_\_ (02) Local newspaper  
 \_\_\_\_ (03) Social networking site (Facebook, Twitter)  
 \_\_\_\_ (04) Word of mouth (friends/neighbors)  
 \_\_\_\_ (05) City emails/press releases  
 \_\_\_\_ (06) Public meetings  
 \_\_\_\_ (07) Parties in the Park  
 \_\_\_\_ (08) Highlights newsletter  
 \_\_\_\_ (09) City e-newsletter  
 \_\_\_\_ (10) Other: \_\_\_\_\_

21. **Education.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Education		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of your local schools	5	4	3	2	1	9
02.	Overall condition of your local schools	5	4	3	2	1	9
03.	Variety of educational options of your local schools	5	4	3	2	1	9

**22. Which of the following best describes where you reside?**

- \_\_\_\_(1) Apartment      \_\_\_\_ (3) Condo      \_\_\_\_ (5) Single family home  
\_\_\_\_ (2) Duplex      \_\_\_\_ (4) Mobile home

**23. Which of the following best describes your housing situation?**

- \_\_\_\_ (1) Rent      \_\_\_\_ (2) Own your home      \_\_\_\_ (3) Live with another household

**24.** How would you describe the general physical condition of your home?

- \_\_\_\_(1) Excellent      \_\_\_\_ (2) Good      \_\_\_\_ (3) Fair      \_\_\_\_ (4) Poor



## DEMOGRAPHICS

25. How many years have you lived in Cedar Hill? \_\_\_\_\_ years
26. What is your age? \_\_\_\_\_ years
27. Please check each of the following statements that apply to members of your household. *[Check all that apply.]*
- |  |                        |
|--|------------------------|
| ____(1) Attend public school within district                   | ____(4) Homeschool     |
| ____(2) Attend public school but with out-of-district transfer | ____(5) Charter school |
| ____(3) Attend private school                                  | ____(9) Not applicable |
28. Are you or other members of your household of Hispanic or Latino ancestry?
- \_\_\_\_(1) Yes      \_\_\_\_ (2) No
29. Which of the following best describes your race/ethnicity? *[Check all that apply.]*
- |                                |                                |                      |
|--------------------------------|--------------------------------|----------------------|
| ____(1) African American/Black | ____(3) Caucasian/White        | ____(5) Other: _____ |
| ____(2) American Indian/Eskimo | ____(4) Asian/Pacific Islander |                      |
30. Which of the following best describes your annual household income?
- |                              |                              |                               |
|------------------------------|------------------------------|-------------------------------|
| ____(1) Less than \$20,000   | ____(3) \$40,000 to \$59,999 | ____(5) \$80,000 to \$149,999 |
| ____(2) \$20,000 to \$39,999 | ____(4) \$60,000 to \$79,999 | ____(6) \$150,000 or more     |
31. What is the highest level of education you have obtained?
- |                                     |   |
|-------------------------------------|---|
| ____(1) High School, no degree      | ____(5) Bachelor's Degree                       |
| ____(2) High School graduate or GED | ____(6) Master's Degree                         |
| ____(3) Some college                | ____(7) Professional Degree (JD, MD, DDS, etc.) |
| ____(4) Associate's Degree          | ____(8) Doctorate Degree (PhD, EdD, etc.)       |
32. Your gender:    \_\_\_\_ (1) Male      \_\_\_\_ (2) Female
33. How many people are in your household? \_\_\_\_\_ people
34. Please list the top THREE things you would like to recommend or suggest to the City for future consideration.
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**This concludes the survey – Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is incorrect, please provide the correct information. Thank you.