Farmers Branch Resident Satisfaction Survey
April 28, 2017
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Survey Objectives

- Identify Key Measures of Quality of Life
- Satisfaction with City Services (Quality vs. Importance)
- Assess Experience with City Communication Tools
- Identify and Prioritize City Resource Allocation, Budgeting and Policy Decisions
- Identify Where to Maintain and Improve City Services
Methodology

✓ The sampling plan included a mailed postcard to all 10,000 households in Farmers Branch. The postcard directed households to complete the survey online via the City website. Residents were informed about the survey through a multifaceted approach:
  • 32 signs in the right-of-way
  • Desk toppers at most public facing locations
  • Large poster signs at the Library and Recreation Center
  • Paper copies of the survey at the Library, Recreation Center, Senior Center, and City Hall
  • Targeted email to all boards and commissions members
  • Direct email to everyone on the City email list
  • Website presence
  • Social media presence
  • Branch Bulletin article
  • Everbridge reverse call to all opt-in residents
  • City Manager reported the survey during the City Manager’s Report at City Council
  • Presence at the Farmers Market April 1, 2017 to help push the survey
  • Spoke at the Senior Center to help push the survey

✓ Postcards were mailed on March 21, 2017.

✓ Survey cut-off date was April 23, 2017.

✓ A total of 37 mailed in a paper surveys and 1,189 responded to the online survey. The margin of error of this sample size (1,226) at a 95% confidence level is plus or minus 2.9%.

✓ A copy of the resident survey and detailed survey tables are available through the City.
National Service Research (NSR) worked closely with the City of Farmers Branch staff throughout the research process. The survey design was based upon the 2014 citizen survey with additional input from city staff.

*This study provides a measurement of how residents feel about city service delivery and programs. The data should be considered along with other factors such as input from city officials and city staff when making budget and policy decisions.*
City Service Priorities
Q. How IMPORTANT are these city services?  Q. How would you rate the QUALITY of these City of Farmers Branch Services?

**THE GAP – City Service Importance vs. Quality Rating**

Largest Gaps (High Importance and Lower Quality)

**IMPORTANCE** ratings shown herein are for VERY IMPORTANT, SOMEWHAT IMPORTANT scores.

**QUALITY** ratings shown herein are for EXCELLENT/GOOD scores.

### CITY SERVICES

- Programs to revitalize retail areas: 51%
- Programs to revitalize residential areas: 38%
- Maintaining streets and roads: 29%
- Managing traffic congestion: 24%
- Code enforcement: 22%
- Providing pathways-sidewalks, trails: 19%
- Animal control: 14%
- Preparing the city for disasters: 14%
- Managing residential trash: 9%

Percentages exclude “no answer” responses.
Q. How IMPORTANT are these city services?  Q. How would you rate the QUALITY of these City of Farmers Branch Services?

QUALITY ratings shown herein are for EXCELLENT/GOOD scores.

IMPORTANCE ratings shown herein are for VERY IMPORTANT, SOMEWHAT IMPORTANT scores.

Quality Rating exceeds Importance Rating

CITY SERVICES

Maintaining appearance of parks 5%
Providing police services 3%
Providing fire services 2%
Providing EMS services 2%

Library services -5%
Curbside recycling -6%
Providing a variety of recreation programs -7%
Senior citizen services -8%
Special community events -10%

Percentages exclude “no answer” responses.
Increase Efforts

GAP = Importance Rating exceeds Quality Rating by Larger %
- 51% Programs to revitalize retail areas
- 38% Programs to revitalize residential areas
- 29% Maintaining streets and roads
- 24% Managing traffic congestion
- 22% Code enforcement
- 19% Providing pathways (sidewalks, trails)
- 14% Animal control
- 14% Preparing the city for disasters

Maintain Efforts

GAP = Importance Rating exceed Quality Rating by Small %
- 9% Managing residential trash
- 5% Maintaining appearance of parks
- 3% Providing police services
- 2% Providing fire services
- 2% Providing EMS services

Exceeds Expectations

GAP = Quality Rating exceeds Importance Rating
- -5% Library services
- -6% Curbside recycling
- -7% Providing a variety of recreation programs
- -8% Senior citizen services
- -10% Special community events

GAP = difference between importance versus quality ranking
Service Prioritization

- **Maintain Efforts** (High importance and high quality)
  - This area shows where the City is meeting residents' expectations. Items in this area have a significant impact on the resident’s overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.

- **Increase Efforts - Opportunities for Improvement** (High importance, lower quality)
  - This area shows where the City is not performing as well as residents expect. Items in this area have an impact on resident satisfaction and the City should increase emphasis on items in this area.

- **Exceeded Expectations** (Less importance, high quality)
  - This area shows where the City is performing significantly better than residents expect. Items in this area do not significantly affect overall satisfaction. The City should maintain (or possible reduce) emphasis on items this area.

- **Less Important** (Lower importance, lower quality)
  - This area shows where the City is not performing well relative to its performance in other areas. However, this area is generally considered to be less important. This area does not significantly affect overall satisfaction with City services because these items are less important to residents. The City should maintain current levels of emphasis in these areas.
Park and Recreation
A majority (88% compared to 86% in 2014) of respondents rated their **overall satisfaction** with parks and recreation as excellent or good.
Parks and Recreation

Q. Which of the following park, recreation facility or programs have you or anyone in your household used during the past 12 months?

• There is higher use of outdoor parks, special events, and the community center compared to 2014.

• General comments about Park and Recreation:
  • Love our parks/excellent facilities/events
  • Need a dog park
  • Additional parking needed in some parks
  • More trail connections
  • Keep trash picked up

- Outdoor parks: 65% (2017), 57% (2014)
- Special events: 60% (2017), 60% (2014)
- Farmers Market: 57% (2017), 57% (2014)
- Historical Park: 52% (2017), 52% (2014)
- FB Community Center: 51% (2017), 43% (2014)
- Senior Center: 25% (2017), 33% (2014)
- Youth Programs: 6% (2017), 5% (2014)
- Not visited any: 8% (2017), 15% (2014)
Parks and Recreation
Q. As a resident, please rate your experience at the special events you attended in the past 12 months.

- A majority of all respondents rated the events they attended as excellent or good.
- Ratings are presented for those who attended each event and exclude non-attenders.
- Percentage of respondents who did attend special events is listed below. Attendance has increased for almost every event since 2014.

<table>
<thead>
<tr>
<th>Event</th>
<th>2017</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christmas Tree Lighting</td>
<td>60%</td>
<td>56%</td>
</tr>
<tr>
<td>Independence Day</td>
<td>45%</td>
<td>39%</td>
</tr>
<tr>
<td>Liberty Fest</td>
<td>35%</td>
<td>28%</td>
</tr>
<tr>
<td>Bloomin’ Bluegrass Festival</td>
<td>34%</td>
<td>26%</td>
</tr>
<tr>
<td>Taste and Tunes</td>
<td>27%</td>
<td>-</td>
</tr>
<tr>
<td>Halloween in the Park</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>Veteran’s Day</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>Celebration of Roses</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Fishin’ Fun</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Date Night in the Park</td>
<td>19%</td>
<td>9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veteran’s Day Celebration</td>
<td>64%</td>
</tr>
<tr>
<td>Christmas Tree Lighting/Tour of Lights</td>
<td>63%</td>
</tr>
<tr>
<td>Bloomin’ Bluegrass Festival</td>
<td>59%</td>
</tr>
<tr>
<td>Independence Day</td>
<td>59%</td>
</tr>
<tr>
<td>Liberty Fest</td>
<td>51%</td>
</tr>
<tr>
<td>Fishin’ Fun</td>
<td>50%</td>
</tr>
<tr>
<td>Taste and Tunes</td>
<td>48%</td>
</tr>
<tr>
<td>Halloween in the Park</td>
<td>46%</td>
</tr>
<tr>
<td>Veteran’s Day Celebration</td>
<td>46%</td>
</tr>
<tr>
<td>Celebration of Roses</td>
<td>46%</td>
</tr>
<tr>
<td>Date Night in the Park</td>
<td>42%</td>
</tr>
</tbody>
</table>
City Employees and Service
Rating of City Employee Contact
Q. Please rate your agreement with the following statements about your contact with City employees.

- 87% of respondents reported the City employees were courteous.
- A majority of respondents who had contact with City employees had a positive experience.

Ratings are presented for those who had contact with City employees.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courteous</td>
<td>50%</td>
<td>37%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Represented the City in a positive manner</td>
<td>47%</td>
<td>38%</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>My request was directed to the correct department</td>
<td>45%</td>
<td>41%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Showed pride and concern for the quality of work</td>
<td>44%</td>
<td>35%</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Handled my issue adequately</td>
<td>43%</td>
<td>34%</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asked adequate and appropriate questions to understand my issue</td>
<td>42%</td>
<td>37%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seemed concerned about my issue</td>
<td>40%</td>
<td>31%</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Returned my call within a reasonable time</td>
<td>40%</td>
<td>35%</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The city followed up to ensure my issues were addressed</td>
<td>36%</td>
<td>29%</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

• 87% of respondents reported the City employees were courteous.
• A majority of respondents who had contact with City employees had a positive experience.

**Ratings are presented for those who had contact with City employees.**
Library
60% of respondents have used the Manske Library or its services during the past 12 months.
Among library users, 84% to 93% rated these library characteristics as excellent or good.
City Streets
Code Enforcement
City Streets
Q. How would you rate the condition of streets and roads in YOUR NEIGHBORHOOD?

- 26% of all respondents said the streets in their neighborhood are in good condition, a decrease over the past survey results.
- 62% said they are mostly good but there are a few bad spots.
- 12% said there were many bad spots, an increase over previous years.
- These statistics indicate the City should consider neighborhood street maintenance to be a priority.
Street Sweeping Services
Q. How would you rate the quality of street sweeping services in YOUR NEIGHBORHOOD?

- 43% of residents polled reported the quality of street sweeping services in their neighborhood is excellent or good a decline from previous years.
- One in four do not know about street sweeping services in their neighborhood.
**Code Enforcement**

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

- Half of respondents during the past three years said that tall weeds/grass, abandoned vehicles, graffiti and dilapidated buildings were not a problem in their neighborhood.

- 14% reported they are somewhat a problem, a 2% increase over 2014 results.

- General comments about Code Enforcement:
  - Great job, keep up the good work, prompt
  - Codes are not enforced quickly or uniformly
  - Too strict at times
  - Quicker response
  - More proactive
  - Abandoned cars, weeds/grass, trash, number of vehicles per home, and too many cars parked on street
  - Tall weeds/grass/trash, dilapidated fences in alleys

  More proactive, consistent code enforcement is needed.
• 30% of respondents said their neighborhood looks better than it did a year ago compared to 26% in 2014.
Public Safety
97% reported they feel very or reasonably safe walking alone in their neighborhood during the daytime, a 2% increase since 2014.
A majority of residents feel safe or reasonably safe in public parks, their neighborhood and business areas during the daytime.

These findings are consistent with past surveys conducted in 2010, 2012 and 2014.

Safety in public parks during the daytime and after dark were not asked in previous surveys.
Crime
Q. During the past 12 months, were you or anyone in your household the victim of any crime in the City?
Q. Did you or a member of your household report this to Police?

8% of respondents said they were a victim of a crime.

82% reported the crime to police.
Serious Crime
Q. What is your perception of serious crime in Farmers Branch within the past year?

- 81% of respondents feel serious crime has remained the same or decreased within the past year.

<table>
<thead>
<tr>
<th>Perception</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remained the same</td>
<td>64%</td>
</tr>
<tr>
<td>Slightly decreased</td>
<td>13%</td>
</tr>
<tr>
<td>Significantly decreased</td>
<td>4%</td>
</tr>
<tr>
<td>Increased slightly</td>
<td>17%</td>
</tr>
<tr>
<td>Significantly increased</td>
<td>2%</td>
</tr>
</tbody>
</table>

2017
Addressing Crime

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

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be aware of surroundings</td>
<td>96%</td>
</tr>
<tr>
<td>Secure personal property</td>
<td>94%</td>
</tr>
<tr>
<td>Report crime</td>
<td>94%</td>
</tr>
<tr>
<td>Report suspicious activity/person</td>
<td>93%</td>
</tr>
<tr>
<td>Assist victims needing help</td>
<td>79%</td>
</tr>
<tr>
<td>Participate in neighborhood watch programs</td>
<td>55%</td>
</tr>
<tr>
<td>Avoid involvement</td>
<td>7%</td>
</tr>
</tbody>
</table>

2017
Police Department

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

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

39% of respondents had contact with the Farmers Branch police department within the past 12 months.

39% of respondents had contact with the Farmers Branch police department within the past 12 months.
Fire Services

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

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

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

15% of respondents had contact with the Farmers Branch fire services within the past 12 months.

These statistics indicate the Fire Services Department is doing an excellent job with handling residents who have had contact with the department.

- Excellent: 83% (89% in 2017, 89% in 2014, 90% in 2012, 90% in 2010, 90% in 2008)
- Good: 11% (10% in 2017, 10% in 2014, 10% in 2012, 10% in 2010, 10% in 2008)
- Fair: 8% (0% in 2017, 0% in 2014, 0% in 2012, 0% in 2010, 0% in 2008)
- Poor: 2% (3% in 2017, 3% in 2014, 3% in 2012, 3% in 2010, 3% in 2008)

Base = 186 respondents had contact with Farmers Branch Fire Services 2017

2017 Farmers Branch Resident Satisfaction Survey Conducted by: National Service Research April 2017
Emergency Medical Services Services

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

Q. How would you rate the handling of your contact by the emergency medical services department?

10% of respondents had contact with the Farmers Branch emergency medical services within the past 12 months.

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

Base = 126 respondents had contact with Farmers Branch Emergency Medical Services - 2017
Trash and Recycling
Trash and Recycling
Q. How would you rate the City’s residential garbage collection services?

- These statistics indicate a 7% improvement in “excellent” ratings with the City’s residential garbage collection services since 2014.
These statistics indicate a significant improvement in “excellent” ratings with the City’s residential recycling services.
Trash and Recycling

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

- These statistics indicate a slight improvement in “excellent” ratings with the City’s residential green grabber pickup services.
Communication
Residents get their information about the City of Farmers Branch from multiple mediums, primarily the Branch Review, Branch Bulletin, the city website and social media.

Only 10% of respondents said there has been information they needed but unable to find.
City Government Communication

Q. Rate this statement: I feel more informed about the City and its services than I did one year ago.

- Almost half (49%) of residents agree they feel more informed about the City and its services than they did one year ago. 46% are neutral.
Quality of Life
City Elections
Survey Participation
### Quality of Life Characteristics in Farmers Branch

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

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of life</td>
<td>6%</td>
<td></td>
<td>44%</td>
<td>49%</td>
</tr>
<tr>
<td>Your neighborhood as a place to live</td>
<td>9%</td>
<td></td>
<td>36%</td>
<td>53%</td>
</tr>
<tr>
<td>Farmers Branch as a place to live</td>
<td>9%</td>
<td></td>
<td>39%</td>
<td>50%</td>
</tr>
<tr>
<td>Place to retire</td>
<td>5%</td>
<td>12%</td>
<td>39%</td>
<td>43%</td>
</tr>
<tr>
<td>Place to raise children</td>
<td>12%</td>
<td></td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>Overall appearance of the City</td>
<td>16%</td>
<td></td>
<td>52%</td>
<td>30%</td>
</tr>
<tr>
<td>Overall quality of services for the taxes paid</td>
<td>4%</td>
<td>17%</td>
<td>42%</td>
<td>37%</td>
</tr>
<tr>
<td>Place to work</td>
<td>7%</td>
<td>14%</td>
<td>44%</td>
<td>34%</td>
</tr>
<tr>
<td>Place to educate your children</td>
<td>15%</td>
<td>26%</td>
<td>33%</td>
<td>26%</td>
</tr>
</tbody>
</table>
Quality of Life Characteristics in Farmers Branch

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

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

Percentages EXCLUDE don’t know/no answer responses
More than half (55%) of participants felt Farmers Branch has improved.
City Elections
Q. How frequently do you vote in City elections?

- More than half (62%) of participants reported they always vote in City elections.
Survey Participation

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

More than half (68%) of respondents participated in the survey for the first time.

- First time: 68%
- 2014: 31%
- 2012: 19%
- 2010: 14%
- 2008: 10%

Percentages will add to more than 100% due to multiple answers.
Retail/Commercial Development Needed City Services Like Most about Farmers Branch
Retail/Commercial Development
Q. What types of retail and commercial development would you like to see in Farmers Branch?

Restaurants/better quality restaurants/
more food options

Better quality/upscale grocery store
Improve retail shopping options

Coffee shop/Starbucks
Commercial/office development/enhance job opportunities
Affordable housing/affordable senior housing

Word Clouds
Several questions throughout the report were asked in an open-ended fashion which allowed respondents to answer without being prompted or restricted to a particular list of answer options. For these responses NSR prepared “word clouds”. Word that were mentioned more often appear larger and words that were mentioned less often appear smaller.
Q. What city service(s), if any, do you need that are not currently offered?

None Needed

Trash bins/trash bags
Street/lighting repairs
Dog Park
More recycling options/locations
Enforce city codes

Word Clouds

Several questions throughout the report were asked in an open-ended fashion which allowed respondents to answer without being prompted or restricted to a particular list of answer options. For these responses NSR prepared “word clouds”. Word that were mentioned more often appear larger and words that were mentioned less often appear smaller.
Like MOST About Farmers Branch
Q. What two or three things do you like most about Farmers Branch?

Central location/easy access

Beautiful parks/facilities

Police presence/great police/safe city

Small town feel

Clean/quiet/friendly

Community events

Word Clouds

Several questions throughout the report were asked in an open-ended fashion which allowed respondents to answer without being prompted or restricted to a particular list of answer options. For these responses NSR prepared “word clouds”. Word that were mentioned more often appear larger and words that were mentioned less often appear smaller.
Benchmark Data
In order to provide Farmers Branch a reference of how the city is performing, benchmark data is presented for peer cities.

These peer city municipal surveys were conducted from 2015 to 2017. The peer cities included are listed below:

- Southlake 2015
- Colleyville 2017
- Pflugerville 2017
- San Marcos, TX 2015

In some cases not all cities listed above are included in the benchmark averages because some questions were not included in each municipal survey.
Benchmark Data
Quality of City Services - % for Excellent/Good Ratings

Highlighted columns indicate a INCREASE in ratings from 2014 to 2017

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Farmers Branch 2017</th>
<th>Farmers Branch 2014</th>
<th>Peer Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire services</td>
<td>97</td>
<td>96</td>
<td>90</td>
</tr>
<tr>
<td>EMS services</td>
<td>97</td>
<td>-</td>
<td>86</td>
</tr>
<tr>
<td>Police services</td>
<td>96</td>
<td>96</td>
<td>84</td>
</tr>
<tr>
<td>Senior services</td>
<td>90</td>
<td>90</td>
<td>63</td>
</tr>
<tr>
<td>Residential trash services</td>
<td>88</td>
<td>87</td>
<td>90</td>
</tr>
<tr>
<td>Recycling services</td>
<td>88</td>
<td>51</td>
<td>87</td>
</tr>
<tr>
<td>Special events</td>
<td>88</td>
<td>88</td>
<td>75</td>
</tr>
<tr>
<td>Code enforcement</td>
<td>65</td>
<td>64</td>
<td>59</td>
</tr>
<tr>
<td>Variety of recreation programs</td>
<td>85</td>
<td>85</td>
<td>66</td>
</tr>
<tr>
<td>Animal control</td>
<td>75</td>
<td>79</td>
<td>64</td>
</tr>
<tr>
<td>Street maintenance</td>
<td>70</td>
<td>70</td>
<td>57</td>
</tr>
<tr>
<td>Managing traffic congestion</td>
<td>69</td>
<td>-</td>
<td>47</td>
</tr>
<tr>
<td>Library services</td>
<td>88</td>
<td>88</td>
<td>84</td>
</tr>
<tr>
<td>OVERALL QUALITY OF CITY SERVICES*</td>
<td>84</td>
<td>81</td>
<td>79</td>
</tr>
</tbody>
</table>

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

The percentages indicate a slight decrease from 2014 ratings.

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Farmers Branch 2017</th>
<th>Farmers Branch 2014</th>
<th>Peer Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of life in your City</td>
<td>93%</td>
<td>94%</td>
<td>84%</td>
</tr>
<tr>
<td>Your City as a place to live</td>
<td>89</td>
<td>-</td>
<td>93</td>
</tr>
<tr>
<td>Your City as a place to raise a family</td>
<td>86</td>
<td>87</td>
<td>93</td>
</tr>
<tr>
<td>Your City’s overall appearance</td>
<td>82</td>
<td>86</td>
<td>66</td>
</tr>
<tr>
<td>Your City as a place to retire</td>
<td>82</td>
<td>86</td>
<td>63</td>
</tr>
<tr>
<td>Value of City services for tax dollars</td>
<td>79</td>
<td>86</td>
<td>56</td>
</tr>
<tr>
<td>Your City as a place to work</td>
<td>78</td>
<td>84</td>
<td>65</td>
</tr>
</tbody>
</table>
Respondent Demographics
Respondent Demographics

**Race**
- Other: 3%
- Asian: 2%
- African Amer.: 2%
- Hispanic: 10%
- White: 84%

**Gender**
- Female: 59%
- Male: 41%

**Length Lived in Farmers Branch**
- Less than 2 yrs: 9%
- 2 to 5 yrs: 15%
- 6 to 10 yrs: 12%
- 11 to 20 yrs: 19%
- Over 20 yrs: 45%

**Respondent Age** – Mean 55.9 years of age
- 25 to 34: 1%
- 35 to 44: 11%
- 45 to 54: 14%
- 55 to 64: 16%
- 65 to 74: 26%
- 75+: 22%
- 75+: 10%

Under 25: 1%
**Respondent Demographics**

- **Age Groups of Children**
  - 14-19: 7%
  - 11-13: 6%
  - 6-10: 8%
  - Under 6: 12%
  - No kids: 77%

- **Housing Type**
  - 90% Live in a single family home

- **Own/Rent**
  - Own: 91%
  - Rent: 9%

- **Household Income – Mean $87,710**
  - Under $25K: 4%
  - $25K to $49K: 13%
  - $50K to $74K: 22%
  - $75K to $99K: 21%
  - $100K+: 40%

2017 Farmers Branch Resident Satisfaction Survey Conducted by: National Service Research April 2017
Conclusions
Conclusions – Top Candidates for Improvement
High Importance, Lower Quality Rating – LARGEST GAPS

- **Programs to revitalize retail areas**
  GAP 51%

- **Programs to revitalize residential areas**
  GAP 38%

- **Maintaining streets/roads**
  GAP 29%

- **Manage Traffic Congestion**
  GAP 24%

- **Code Enforcement**
  GAP 22%

- **Providing pathways – sidewalks, trails, bike lanes**
  GAP 19%
Conclusions – Quality of Life / Safety

9 out of 10 respondents rated these characteristics in Farmers Branch as excellent or good:

- Overall quality of life (93%)
- Library services (93%)
- Residential trash services (90%)
- Green grabber services (90%)
- Recycling services (89%)
- As a place to live (89%)
- Neighborhood as a place to live (89%)
- Parks and recreation (88%)
- Courteous city employees (87%)

97% feel very or reasonable safe in their neighborhood during the daytime.

92% feel very or reasonably safe in parks during the daytime.
Conclusions – WHERE DO WE GO FROM HERE?

Communicate
- Community
- Employees

Use results to inform decision making
- Budgeting
- Resource Allocation/Planning
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National Service Research (NSR), founded in 1989, is a full-service market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR’s owner and founder, Andrea Thomas, over thirty-five years of professional market research experience.