



# **A SURVEY OF RESIDENT ATTITUDES ABOUT SERVICES AND INITIATIVES IN THE CITY OF COPPELL**

**2016 Citizen Satisfaction Survey**

**SUMMARY REPORT**

**RAYMOND TURCO & ASSOCIATES**

**PROJECT 01152016**

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# OVERVIEW

During the months of February – April, 2016, Raymond Turco & Associates implemented the city's periodic Resident Attitude Survey project. The purpose of this survey, a component of the city's public involvement program since its inception in 1994, was to gather scientifically valid input from residents relative to city services and city-related initiatives. The last survey of this nature was conducted in 2012. This year's survey process was different than previous efforts, as the decision was made to move away from strictly a random telephone survey of residents because of continuing decline of potential respondents with land-line telephone numbers. Opinions were collected in three ways; one, a random telephone survey, but of only 200 households; and a self-administered survey, either through a web-based component or a paper questionnaire that could be mailed upon completion. The telephone survey was used to compare data with previous efforts, while the two self-administered surveys attempted to capture the largest potential participation, albeit not with the same statistically valid methodology. Attitudes were collected regarding city services, customer service, and other quality-of-life indicators. Questions also focused on social media activity and the usefulness of information communicated by the city. New to this year's survey was identification of the media platform most preferred by respondents for the City to communicate, and support for the city installing information kiosks at city facilities by which residents could access information or perform certain city-related actions.

Recall that a survey is an attitudinal "snap-shot" of the community during the time of survey implementation and has not been influenced by either positive or negative publicity. The telephone survey was completed prior to the self-administered surveys being distributed, so that opinions among potential respondents were not influenced. Also, people who participated in the telephone survey were not sent the self-administered survey packet, although if they wished, could access the survey through the city's website. So that all residents were equally represented, the telephone survey divided the city into three geographic sectors, with each area assigned a quota proportional to the number of households with available telephone numbers. The same geographic segmentation scheme was utilized for the other surveys, by asking participants to identify the part of the city in which they lived, but also by way of a code given to residents in the survey questionnaire. When considering only the telephone survey responses, the "core" questions contained from previous surveys allow results over a nearly 20-year period to be trended, both positive and negative movements. The self-administered survey results will serve as a baseline as the city moves away from strictly a random telephone sample to a

more comprehensive respondent base.

The telephone survey included the responses of 223 individuals, which equates to an overall error rate of +/- 6%, at a 95% confidence level. A total of 1,914 individuals participated in either the online (862) or mail (1,052) survey, which represents approximately 14% out of the potential file of 14,144 addresses that received a survey.

Below are listed the highlights from our analysis of the project:

### ***Trending General Attitudes Regarding Coppell***

- **Nearly everybody who lives in the city (99%) was either satisfied (35%) or very satisfied (64%) with the quality of life in their community. Only one individual voiced any degree of dissatisfaction, with the remaining three people having no opinion. The ratio of satisfaction to dissatisfaction was 99 positive comments before receiving one negative assessment. This ratio is higher than the two previous surveys conducted in 2007 (98%-3%, 33.0:1) or 2012 (98%-1%, 98.0:1). Between 1994 and 2016, a total of eleven citizen attitude surveys have been conducted for the city. Over that 22-year period, no less than 97% of its citizenry have acknowledged being satisfied with the quality of life. In addition, the intensity rating has never been lower than 52%. An encouraging note is the slight rebound in very satisfied ratings since 2005 (68% in 2005, to 63% in 2007, 60% in 2012, but 64% in 2016). Those participating in the self-administered surveys were also pleased with the quality of life in their community, at ratios of 48.5:1 (97%-2%) among the online respondents and 18.6:1 (93%-5%) with mail survey participants. In terms of current intensity ratings, telephone respondents were more passionate about quality of life (64%) than the other two subsets (49% of online and 47% of mail).**

There was very little difference in overall satisfaction this year among the telephone (97% in North, to 98% in West, to 99% in South) or self-administered (96%-96%-95%) surveys. Regarding one's passion for quality of life, percentages fluctuated across the city regardless of the survey type, be it telephone (66%-59%-65%) or self-administered (52%-45%-47%), although in both instances, citizens in the northern portion of the city were most passionate while the western part of the city was least enthusiastic. When compared to the three previous surveys (2005, 2007, and 2012), enthusiasm fluctuated in both the West (61%-48%-63%-59%) and South (62%-57%-63%-65%) subsectors, but continued to show gradual improvement in the North (52%-60%-64%-66%). Compared to the benchmark year (1994),

residents in the North (50%-66%) and South (52%-65%) have seen intensity ratings increase by more than ten percent, compared with a two percent improvement in the West (57%-59%). In this year's telephone survey, people over the age of 65 were most satisfied (96%-99%-100%), albeit by only four points, but most passionate (63%-61%-73%) in terms of community enthusiasm. The same trend was true when taking into account the self-administered survey, with seniors both most pleased overall (97%-96%-97%) and also most passionate (45%-46%-56%). Intense satisfaction among telephone respondents declined based on tenure in the community (66% of under 3, to 64% of 4-10, to 65% of 10-20, to 60% of 20+ years), which did not occur among self-administered survey participants (52%-47%-45%-50%). Although the percentage variances were minimal the telephone survey showed people newest to the community least positive (94%-100%-100%-98%), compared with the same subset being most positive among self-administered participants (97%-96%-95%-96%). (See Table #4 of the Tabulation Report and Question 1 of the telephone survey, and Table #9 and Question 6 of the self-administered survey.)

- **Prior to moving to their current residence, the 54% of telephone respondents who had lived in Coppell for under ten years (N=123) most frequently described their previous address as from another city in the Dallas-Fort Worth metroplex (43%). After that, 17% said they had moved from another state, 15%, another residence in Coppell, and 12%, elsewhere in Texas. The lowest percentages were the 8% who moved from another country and 5% from another city in the north Texas area. Therefore, the survey shows as the city continues to grow, more people are relocating from a city within the DFW metroplex. Additionally, 15% liked the city enough to relocate within the city limits. Finally, nearly one in five of the subset said they moved to Coppell from another state, rather than elsewhere in Texas, another country, or another city in the north Texas area. Having moved from another city in the Dallas-Fort Worth metroplex was also the most popular comment from people who participated in the self-administered survey, the 49% being only slightly lower than telephone respondents. A higher rate of this subset said they moved to Coppell from another state (23%), with 13% coming from another residence in Coppell.**

People from the telephone survey who lived in Area II more often said they moved from another residence in Coppell (14%-18%-13%) and less inclined to have relocated from another city in the Dallas-Fort Worth metroplex (45%-38%-45%). When compared with community improvement ratings, the lower the improvement rating, the less likely the telephone survey participant was to have moved from another residence in Coppell (18%-14%-9%) or from another country (15%-5%-0%). However, what did increase in terms of negative community improvement ratings were

movement from another city in the north Texas areas (0%-5%-18%) or another state (12%-16%-18%).

Those newest to the city, under three year residents, either moved from another city in the Dallas-Fort Worth metroplex (49%), another state (21%), or another country or residence in Coppell (both 9%). Comparatively, in the 4-10-year tenure subset, fewer people said they had moved from a city in the metroplex (39%) or another state (14%), but implied they had relocated from another residence in Coppell (19%). When compared by age of respondent, people under age 45 or 46-65 were similar in having moved from another residence in Coppell (16%-15%), another city in the Dallas-Fort Worth metroplex (45%-44%), and another country (8%-7%). What did change was the percentage of middle-aged individuals who had moved from another state (12%-22%). While few people over the age of 65 participated in this question, those who did more often moved from another state (43%) or elsewhere in Texas (29%) rather than another city in the Dallas-Fort Worth metroplex or another country (both 14%).

In reviewing the findings of the self-administered survey, online respondents more frequently acknowledged having moved from a city in the DFW metroplex (58%-44%), while mail participants moved from another residence in Coppell (16%-7%) or elsewhere in Texas (9%-2%). Both were similarly from another state (24%-23%). Interestingly, the most dramatic variance among self-administered survey participants was the percentage of Area I residents who said they had moved to Coppell from another state (31%-17%-20%).

The longer an individual lived in Coppell, the more frequently he or she said they moved from another residence in Coppell (5%-7%-25%-41%) rather than another city in the DFW metroplex (53%-52%-50%-32%) or another state (25%-27%-14%-16%), both more popular with people newer to the community. Regardless of one's age, the most frequent response for previous addresses were from another city in the DFW metroplex (61%-40%-39%), although it was a more widespread comment with younger individuals. It was also more prevalent among parents of younger children (67%-55%-35%) than older ones, as well as nonparents (45%). (See Question #3 and Table #6 of the telephone survey and tabulation report and Question #4 and Table #7 of the self-administered survey and tabulation report.)

- **Schools (59%) were a more important characteristic than location (52%) in terms of attracting respondents to Coppell. For comparison purposes, prior percentages were 87% for location, 67% for schools, and 65% for a good investment. Self-administered survey respondents were more in line with**

previous findings, acknowledging location (78%) and schools (67%) as what attracted them to Coppell. The third most popular comment among both survey groups was sense of community, but it was more likely to be identified by online respondents (36%-26%). Of the seven characteristics tested, least likely to be mentioned by the telephone sample were found dream home (8%), and amenities (12%), compared to close to family (9%) and found dream home (13%) among self-administered survey participants. When comparing the telephone results the three-survey period (2007-2012-2016), the sharpest decline was Coppell being a good investment (66%-65%-20%), followed by its location (87%-83%-52%), sense of community (56%-53%-26%), and schools (74%-67%-59%).

Telephone respondents were less likely to mention schools as a favorable aspect if they lived in Area III (65%-62%-51%), which was also the case in 2012 (72%-69%-59%). Secondary responses like good investment (23%-25%-15%) and amenities (10%-18%-9%) were also less often cited in Area III. Location (54%-49%-52%) was named similarly regardless of where people lived. Interestingly, when compared with the community improvement rating, schools were more likely to be mentioned by respondents who were critical of community improvement (55%-60%-70%) rather than complimentary. Location drew similar ratings regardless of one's opinion (52%-55%-55%). Being close to family was more popular among those positive about improvement (24%-15%-10%).

Schools drew more responses from newer city inhabitants (68%-66%-48%-51%), while more long-term residents focused on location (40%-51%-58%-62%) as what attracted them to Coppell. Better than three of every four people under 45 gave the response schools (78%-60%-14%), whereas older individuals said location (48%-53%-59%). Some aspects less important to seniors were sense of community (28%-26%-19%), good investment (22%-23%-8%), and amenities (17%-10%-7%). Not surprisingly, parents were much more likely to be drawn to Coppell because of schools (88%-87%-77%, to 35% of nonparents). Also more important were sense of community (34%-32%-30%, to 22%) and amenities (22%-24%-16%, to 7%). Location drew similar responses from both parents (47%-48%-52%) and nonparents (56%).

Self-administered survey participants, especially those who lived in Area III, were also much less likely to comment about schools (72%-72%-57%), sense of community (40%-38%-31%), and amenities (23%-20%-14%). Other aspects were more popular in the Area I, the North, but the variances were not significant. When comparing the two self-administered survey types, it was online respondents who most often said schools attracted them to Coppell (73%-61%), the only double-digit variance. In comparing findings by tenure in the community, location was an attractive aspect

regardless of how long people lived in Coppell (76%-76%-80%-79%). However, amenities were more important to newer city residents (26%-24%-21%-13%), and not influential to long-term inhabitants. Younger respondents admitted being drawn to Coppell because of schools (81%-70%-36%), sense of community (44%-37%-23%), and to a lesser extent, location (82%-79%-70%). Seniors were more inclined to focus on Coppell being a good investment (15%-11%-25%), as one of its secondary comments. Parents said schools (89%-90%-88%) only slightly more often than location (81%-84%-79%), while nonparents said location attracted them (77%-52%). Sense of community also drew more frequent remarks from parents (44%-45%-45%) than nonparents (31%). (See Question #4 and Table #7 of the telephone survey and tabulation report and Question #5 and Table #8 of the self-administered survey and tabulation report.)

- **For the first time since the Coppell Citizen Attitudinal Survey has been implemented, the percentage who graded the quality of life as improved dropped below a majority, to 40%. That compared with 56% in 2012. The lower improved marks did not lead to more negativity (9%), as a much higher percentage offered the status quo comment, with 48% saying quality had stayed the same. Since 2000, improved ratings have dropped 28% (68%-57%-51%-56%-40%), and since 1994 (69%-40%), 29%. At the same time, stayed the same marks increased by a similar percentage, because of the jump in 2016 (21%-32%-36%-31%-48%). The belief that the community worsened has stayed fairly consistent, with minimal change over the many survey implementation years (10%-9%-12%-10%-9%). When reviewing the self-administered survey results, we note improved ratings were nearly identical (43% and 44%), both slightly higher than telephone survey results, versus minor difference in both staying the same (40%-39%) and gotten worse (15%-16%) comments.**

This year, there was a gap among the telephone survey responses over improved ratings, as over half of the residents in Area II assigned that answer (54%), twenty points higher than in Area III (32%) and nearly that level in Area I (38%). One difference between the telephone survey and the self-administered surveys was that regardless of where people lived, 44% rated quality of life as improved. When only the current telephone survey findings are trended from 2000, improved ratings declined throughout the city, fueled by diminished ratings this year. For example, since 2000, levels declined 13% in Area II, the South (67%-58%-51%-52%-54%), although by only two percent since 2014. However, improved marks declined 33% in Area I, the North (71%-59%-53%-57%-38%), and 32% in Area III, the West subsector (64%-54%-49%-58%-32%). Since 1998, attitudes have dropped 40 percent in the West (73%-32%), 30% in the North (68%-38%), but only 13% in the South (67%-54%).

Improved ratings increased based on the age of the respondent, both in 2012 (44%-57%-68%) and 2016 (34%-40%-54%.) Note that between the two surveys, percentages dipped more among middle-aged and seniors, although even amongst those under 45, rates declined ten points. The community tenure subsets were changed this year, with the addition of another category. That said, improved ratings varied 45 points between those newest and most tenured (21%-31%-48%-66%) residents. Nonparents in this years' survey were more complimentary regarding quality of life, at 45%, compared with 38%, 33%, and 32% among parents.

Self-administered survey respondents, as pointed out, were similar in terms of judging quality of life improved (43%-43%-44%), the same (41%-38%-38%), or worse (14%-18%-15%), regardless of geography. Not surprisingly, the less satisfied one was with quality of life, the less likely he or she was to judge quality as having improved (57%-33%-13%), instead believing it had gotten worse (4%-23%-67%). There was also little difference in stayed the same ratings between the intense and general satisfaction responses (38%-42%-21%), although a negative critique of quality of life led to a smaller status quo response. As with the telephone survey results, improved ratings grew based on how long one had lived in Coppell (23%-36%-42%-57%). However, the same was nearly true in terms of gotten worse opinions (5%-12%-19%-17%), although the rates were much smaller. It was the oldest people who most often graded quality of life improved (33%-45%-55%), while the youngest portion of the subset graded it as having stayed the same (54%-35%-30%). Interestingly, the older the child, the less often parents graded quality as having stayed the same (55%-48%-40%), instead believing it had gotten worse (9%-16%-23%). Improved ratings were highest among nonparents (49%, to 33%-34%-35%), versus 35% who said quality had stayed the same and 14% who considered it worse. (See Question #5 and Table #8 of the telephone survey and tabulation report and Question #6 and Table #9 of the self-administered survey and tabulation report.)

- **Maintaining a qualified workforce of city employees (76%-3%, 25.7:1), providing a safe community (94%-4%, 23.5:1), and communicating with city residents (91%-4%, 22.3:1) were the action statements generating the highest ratios of satisfaction to dissatisfaction among telephone respondents. Residents were also extremely pleased with the city in terms of providing recreational opportunities (93%-5%, 18.6:1) and providing adequate community events (92%-5%, 18.4:1). The actions which pleased resident's least, based on ratios, were planning for the future needs of residents (73%-16%, 4.6:1) and providing of arts and cultural events (75%-12%, 5.1:1), although both generated satisfaction from nearly three of every four residents. Those who completed the self-administered survey**

were similarly complementary of the city for providing a safe community (97%-2%, 48.5:1), maintaining a qualified workforce of city employees (73%-4%, 18.3:1), and providing adequate community events (87%-6%, 14.5:1). As with telephone respondents, this group was least optimistic about planning for future needs of residents (75%-18%, 4.2:1) and providing of arts and cultural events (69%-15%, 4.6:1). When compared with the benchmark ratios of 1998, the most significant gains over the last 16 years amongst telephone respondents involved their perceptions of the city providing an adequate forum for public input (5.8:1-7.8:1), maintaining a qualified workforce of city employees (17.2:1-25.7:1), communicating with city residents (7.6:1-22.3:1), providing of arts and cultural events (4.2:1-5.1:1), and providing recreational opportunities (7.0:1-18.6:1). They were slightly more confident with the city planning for future needs of residents (4.2:1-4.6:1). Conversely, they were less positive evaluating the city providing a safe community (48.5:1-23.5:1), providing adequate community events (23.3:1-18.4:1), and working with school districts (10.5:1-7.8:1).

Six of the nine statements graded out higher satisfaction from people who completed a mail survey when comparing the two self-administrative subsets. Among those were maintaining a qualified workforce of city employees (18.3:1-14.8:1), working with school districts (10.0:1-8.4:1), and communicating with city residents (8.5:1-7.0:1). The three items in which online survey participants voiced higher satisfaction ratios involved the city providing a safe community (48.5:1-32.3:1), providing adequate community events (14.7:1-12.4:1), and providing of arts and cultural events (4.7:1-4.3:1).

The phone survey showed current respondents most passionate about the city providing a safe community (52%), providing recreational opportunities (41%) and adequate community events (39%), communicating with city residents (35%), and working with school districts (34%). Conversely, the lowest rated intensity mark was a 22% for both planning for future needs of residents and providing of arts and cultural events. When compared with benchmark ratings, very satisfied comments increased for eight of the nine items, with six of those improving by greater than ten percent. Included in this group were providing an adequate forum for public input (13%-26%), maintaining a qualified workforce of city employees (11%-26%), providing adequate community events (20%-39%), providing of arts and cultural events (12%-22%), and providing recreational opportunities (27%-41%). The only decline in intensity was for providing a safe community, from 59% to 52%.

The top four items among telephone respondents in Area I were providing a safe community (96%) and adequate community events and recreational opportunities (both 94%), and communicating with city residents (93%). In Area II, it was also providing a safe community (99%), recreational opportunities (96%), and adequate community events (93%). Findings varied slightly in Area III, as residents were most pleased with how the city communicated with city residents (92%), then provided a safe community and recreational opportunities (both 91%). Only two statements showed varying degrees of satisfaction based on where people live and that was providing an adequate forum for public input, thought of more highly in Area III (85%, to 74% in Area I) and working with school districts, trending higher in Area I than elsewhere (73%, to 61% in Area III).

Better than nine of every ten online and mail survey respondents were positive about the city providing a safe community (97% and 97%). Ninety percent of online survey participants were also upbeat about the city providing adequate community events, ten percent greater than individuals who mailed in their survey (80%). Overall, six statements generated their highest satisfaction marks from mail survey participants, but none varied by more than five percent, with the exception of the adequate community event statement. The working with school district item also brought varying degrees of satisfaction, with 66% of Area I mail respondents being positive versus 56% of similar survey participants in Area III. (See Question #6 and Tables #9 - #17 of the telephone survey and tabulation report and Question #7 and Tables #11 - #19 of the self-administered survey and tabulation report. Also see Supporting Tables #2 - #4 of this Summary Report, pages 47 - 49.)

- **The top five city services to telephone respondents, based on ratios of positive to negative comments, were the fire department (96%-0%, 96.0:1), police services (90%-3%, 30.0:1), emergency medical services (75%-4%, 18.8:1), park facilities (94%-5%, 18.8:1), and recreational services (92%-7%, 13.1:1). At the bottom of the quality scale were planning and zoning (59%-26%, 2.3:1), sidewalk maintenance (74%-24%, 3.1:1), ability to conduct business through the city's website (58%-15%, 3.9:1), street maintenance (80%-20%, 4.0:1), and building inspection (54%-11%, 4.9:1). Individuals who completed the survey either online or mail voiced their most positive comments for the fire department (85%-1%, 85.0:1), emergency medical services (69%-2%, 34.5:1), police services (83%-8%, 10.4:1), water/wastewater (83%-10%, 8.3:1), and park facilities (88%-11%, 8.0:1). The services this subset were least satisfied with were planning and zoning (52%-30%, 1.7:1), sidewalk maintenance (62%-2%, 1.9:1), street maintenance (68%-29%, 2.3:1), and ability to conduct business through the city's website (46%-18%, 2.6:1). When compared with benchmark ratings,**

over half of the 13 services tested amongst telephone respondents scored higher quality ratios in 2016. Among those were police services (15.5:1-30.0:1), fire department (45.0:1-96.0:1), recreational services (11.1:1-13.1:1), library (2.8:1-11.9:1), building inspection (2.8:1-4.9:1), water/wastewater (7.7:1-12.7:1), and sidewalk maintenance (2.5:1-3.1:1). The two services graded lower were emergency medical services (37.5:1-18.8:1) and solid waste/recycling services (9.9:1-6.1:1). When compared to ratios in the two previous surveys (2007-2012-2016), gains have been made in terms of one's attitude toward the police (9.7:1-9.0:1-30.0:1), the fire department (6.8:1-88.0:1-96.0:1), recreational services (11.1:1-14.8:1-13.1:1), water/wastewater (7.7:1-14.8:1-12.7:1), sidewalk maintenance (2.5:1-3.5:1-3.1:1), and ability to conduct business through the city's website (3.4:1-2.6:1-3.9:1), although note that several current ratios were lower than in 2012. Services in which ratios declined included the library (12.3:1-17.0:1-11.9:1), solid waste/recycling services (9.9:1-13.1:1-6.1:1), and emergency medical service (19.3:1-36.0:1-18.8:1).

People who completed a self-administered survey using the internet had a generally higher impression of the various services than if a questionnaire was returned through the mail, although regardless of the sample methodology, residents were positive about all 13 services. Some of the differences of opinion included online respondents being more confident about police services (11.7:1-9.3:1), fire department (80.0:1-44.5:1), recreational services (9.3:1-5.9:1), the library (8.0:1-6.4:1), solid waste/recycling services (6.5:1-4.1:1), water/wastewater (10.8:1-6.8:1), and park facilities (9.9:1-7.8:1). When all three survey methods are compared, the subset most positive about the various city services were telephone respondents.

The services which drew the highest intensity ratings among telephone survey participants this year were fire department (70%), police services and park facilities (both 61%), emergency medical service (56%), and recreational services (52%), all which drew majority comments from residents. On the other side of the attitudinal spectrum, capturing the lowest excellent scores were building inspection (15%) and planning and zoning and ability to conduct business through the city's website (both 21%). When compared with benchmark findings, eight of the services saw intensity ratings climb more than ten percent. The jump was most significant when evaluating the library (21%-45%), fire department (50%-70%), park facilities (43%-61%), sidewalk maintenance (15%-32%), and emergency medical service (40%-56%). There was nothing telephone respondents were less passionate about, regardless of when the question was first posed.

Residents who completed the self-administered survey were allowed to acknowledge whether they had utilized a particular service. This was done to determine the impact use had on quality ratings. A comparison of the two subsets shows people for the most part who used a particular service came back and assigned a higher quality rating than if someone graded it based on reputation. This was true for emergency medical services (32.0:1-20.7:1), fire department (98.0:1-41.0:1), water/wastewater (13.0:1-8.6:1), park facilities (11.5:1-7.6:1), recreation services (8.9:1-6.1:1), and library (8.9:1-6.1:1). Comparatively, the services graded out higher among those who did not use the service numbered only three: police services (10.1:1-9.0:1), street maintenance (2.4:1-1.9:1), and planning and zoning (1.9:1-0.8:1), the only item to grade out more negatively than positively among either subset of respondents. Opinions were similar when it came to evaluating building inspection (3.5:1 nonuse versus 3.8:1 use) and ability to conduct business through the city's website (2.4:1-2.5:1). One difference between nonusers and users was the higher no opinion responses among people who said they had not used a particular service. For example, while building inspection graded out similarly between the two subsets, 50% of nonusers had no opinion, versus only 4% with users. Others with large variances for no opinion responses were ability to conduct business through the city's website (45%-3%), emergency medical service (36%-2%), planning and zoning (19%-7%), fire department (16%-1%), library (16%-1%), and police services (12%-0%).

When comparing used and non-used quality ratings by subsectors, we note that in Area I, respondents who used the various services only graded one service differently and that was planning and zoning (54%-39%). Conversely, only two services generated a discrepancy of at least ten percent in quality ratings and that was for emergency medical services (71%-49%) and the fire department (90%-74%). All others varied by under ten percent. The similarities between users and nonusers in Area I was vastly different than Area II, where there was a significant gap in quality ratings between the two groups. Opinions were different among users over street maintenance (64%-40%), graded more positively by online respondents, as well as planning and zoning (45%-17%), recreational services (91%-79%), library (94%-73%), building inspection (84%-50%), solid waste/recycling services (87%-77%), water/wastewater (95%-77%), park facilities (96%-86%), sidewalk maintenance (78%-50%), and ability to conduct business through the city's website (72%-56%). Comparatively, nonusers who completed a mail survey were most positive toward emergency medical services (72%-52%), versus online participants toward street maintenance (72%-62%), planning and zoning (59%-48%), and solid waste/recycling (89%-75%). In Area III, there was no significant difference among either group of users, with mail respondents more positive toward

emergency medical services (70%-44%), planning and zoning (56%-45%), and fire department (87%-76%). (See Question #7 and Tables #18 - #30 of the telephone survey and tabulation report and Question #8 and Tables #20 - #44 and #97 - #122 of the self-administered survey and tabulation report. Also see Supporting Tables #5 - #7 of this Summary Report, pages 50 - 52.)

- **Contact with a city employee jumped from 46% in 2012 to 67% in 2016. Although contact levels have been fairly consistent over the years, the 67% is higher than any other percentage, including benchmark findings (52%-42%-52%-48%-46%-67%). Even contact amongst the self-administered subset was similar to the phone sample, at 63% (63% of online and 64% of mail). In a follow-up question, telephone survey respondents admitted a telephone call was the most popular means to contact city employees (72%), followed by personal contact (40%) and email (28%). The other responses, such as letter, Facebook, or Twitter, generated percentages of 4%, 3%, and 1%, respectively. The top three responses to self-administered survey respondents was similar to telephone participants, and at similar rates: telephone call, at 71%, followed by personal contact with 47% and email with 33%. Next was letter, at 4%, with all others lower. In a second follow-up question, telephone respondents identified their preferred media platform for communicating as the telephone (38%), email (31%), and in person/face-to-face (10%). People who participated in the self-administered survey were much more open to email, as 51% gave that response, after which they said telephone (28%) and in person/face-to-face (8%).**

When compared to results from 1998 to present, contact among telephone respondents jumped most in the West (45%-53%-49%-43%-69%), a 24-point increase. After that was a 14% improvement in the North (51%-54%-53%-47%-65%) and 11% in the South (56%-47%-43%-48%-67%). Current contact rates based on geography were no less than 18% higher than in 2012. There was very little difference based on gender, as percentages varied only two points (68%-66%), with men voicing the highest contact rate. Also, the lower one rated community improvement, the less likely he or she was to have contact with a city employee (74%-64%-50%).

People who had lived in the city for the longest period of time most often contacted a city employee, although there was not a significant difference except for 4-10 year inhabitants (68%-57%-71%-74%). Where no difference existed was when compared by one's age, as percentages were nearly identical (67%-67%-65%). Parents of teenagers were the least likely parental subset to have had contact (69%-68%-54%), with nonparents most likely, albeit by only one percent (70%).

As with the telephone survey, contact rates among self-administered respondents were similar based on geography (63%-65%-63%) and gender (65%-63%). One difference occurred when compared with community improvement ratings, as those most negative had the highest level of contact (64%-60%-71%), the opposite of the telephone sample. The length of residence tabulations did not exhibit the same increase as the telephone subset (58%-62%-62%-68%), nor were percentages similar based on one's age (58%-65%-68%). When compared by age of children, it was those with younger ones who were least likely to contact a city employee (56%-63%-64%)

The initial follow-up question showed personal contact (73%-67%-75%) consistent throughout the city, which was also the case in 2012 (55%-52%-51%). Email response results by subsector were 40%, 45%, and 36% this year, versus 29%, 33%, and 30% in 2012. Utilizing email was less likely this year to occur in the North (23%-31%-31%), but the variance was not significant. Very little difference existed between the top two primary contact rates when compared by gender, those being telephone call (71%-73%) or personal contact (41%-40%). However, there was a ten percent gap for email (33%-23%), as men more often listed that response. People positive about community improvement relied most on the telephone call (79%-68%-60%) to contact city employees, whereas those negative said personal contact (35%-41%-70%) was their preferred contact method.

Residents newest to Coppell most often utilized the telephone call to contact an employee (81%-68%-76%-66%) and least frequently said they used personal contact (28%-50%-41%-43%). The young and the old similarly said they preferred the telephone call (75%-70%-75%), while it was the oldest who utilized personal contact (36%-42%-46%). As the age of one's children increased, the percentage of parents using a telephone to contact city employees declined (77%-70%-60%), although it was always most popular, while personal contact increased (36%-44%-47%). Nonparents also preferred the telephone over personal contact (74%-41%).

Respondents who participated in the self-administered survey voiced similar contact responses based on subsector for telephone calls (69%-69%-73%), personal contact (49%-46%-47%), and email (34%-32%-33%). Gender had little influence when it came to telephone calls (71%-72%), although men were slightly more likely to prefer personal contact (50%-43%). When compared by survey type, online respondents more often listed email as their method of contact (43%-26%), and to a lesser extent, a telephone call (74%-68%). There was very little difference in terms of telephone contact when comparing both length of residence (70%-68%-72%-70%) and age of respondent (73%-69%-72%). Percentages were also similar for personal

contact (51%-51%-45%-47%, and 45%-47%-53%) and email (30%-34%-37%-31% and 35%-34%-27%), although seniors in the last method voiced lower rates. Both parents and nonparents similarly used telephone calls (74%-71%-70%, to 71%) for communicating. Nonparents voiced the highest rates of personal contact (50%, to 40%-44%-45%) and parents of pre-teens, email (29%-40%-37%, to 31%).

In an open-ended format, self-administered survey participants listed email, by a majority of 51%, as their preferred media platform. After that, it was telephone (28%) and in person/face-to-face (8%). Email (52%-54%-47%), telephone (27%-30%-27%) and in person/face-to-face (9%-4%-10%) generated consistent responses throughout the city. There also was no significant variance when comparing these three responses by gender (54%-52%, 25%-29%, and 10%-8%). Perhaps not surprising, people who participated in the online portion of the survey preferred an email platform for communicating (63%-40%), whereas mail respondents admitted a preference for telephone (34%-21%) and in person/face-to-face (12%-4%) contact. Also, the poorer the community improvement rating, the lower the email preference (53%-52%-40%) and higher tendency to prefer the telephone (25%-28%-36%).

Individuals who lived in the city for the longest period of time, over 20 years, were least inclined to prefer to communicate with email (59%-51%-57%-45%), instead relying on the telephone (16%-27%-28%-32%), although email was most popular, regardless of how long one lived in Coppell. The same trend was evident when comparing findings by age, as over 65 year olds least often focused on email (57%-52%-38%), instead choosing telephone contact (18%-29%-37%) and in person/face-to-face (6%-7%-13%). The self-administered survey showed parents to prefer email (53%-59%-58%, to 46%) and nonparents, the telephone (32%, to 24%-21%-23%). (See Questions #8 - #10 and Tables #31 - #33 of the telephone survey and tabulation report and Questions #10 - #12 and Tables #46 - #48 of the self-administered survey and tabulation report. Also see Supporting Table #8 of this Summary Report, page 53.)

- **The courtesy of the person answering the telephone (80%-1%, 80.0:1), the promptness by which the employee responded to my email (63%-1%, 63.0:1), directed to the correct department for my concern (79%-2%, 39.5:1), asked adequate questions to determine the nature of the problem (78%-2%, 39.0:1), and the people I worked with showed pride in the work they were doing (71%-2%, 35.5:1) were the customer activity statements generating the highest ratios of satisfaction to dissatisfaction among telephone respondents. Conversely, what pleased this group least was follow-up from the city to ensure my concerns were addressed (54%-8%,**

6.8:1), the problem was adequately resolved by employee responding (75%-6%, 12.5:1), and if not available, the correct employee returned my call in a reasonable amount of time (58%-8%, 14.5:1). People who responded to the self-administered survey were also extremely satisfied with the courtesy of the person answering the telephone (86%-1%, 86.0:1), but were less complimentary of other statements, at ratios of 19.3:1 (77%-4% for directed to the correct department for my concern), 10.7:1 (75%-7% for asked adequate questions to determine the nature of the problem), and 9.3:1 (56%-6% for the promptness by which the employee responded to my email). This subset was least positive about follow-up from city to ensure my issue was addressed (39%-17%, 2.3:1), if not available, the correct employee returned my call in a reasonable amount of time (44%-8%, 5.5:1), and the problem was adequately resolved by employee responding (71%-12%, 5.9:1). In comparing benchmark to current satisfaction ratios, all nine statements showed significant improvements. Among those were courtesy of person answering telephone (30.3:1-80.0:1), promptness by which employee responded to my email (4.3:1-63.0:1), people I worked with showed pride in the work they were doing (5.3:1-35.5:1), and asked adequate questions to determine the nature of the problem (6.8:1-39.0:1). Therefore, regardless of the survey methodology, satisfaction with the various employee activities was prevalent, especially over initial contact, employee pride, and being directed to the correct department. At the same time, the least satisfaction continued to be follow-up, problem resolution, and returning calls in reasonable amounts of time, although the satisfaction ratios continued to be high. When compared to the two previous results, current ratios were higher than all previous efforts. Self-administered survey participants, while ranking the various statements similarly, were less pleased than the telephone respondents, except for courtesy when answering the telephone.

When comparing the two self-administered survey formats, mail respondents were more positive when it came to courtesy of person answering telephone (85.0:1-43.0:1), promptness by which employee responded to email (10.8:1-7.5:1), directed to correct department for concern (15.4:1-4.9:1), employee seemed concerned about problem (8.3:1-6.3:1), and people they worked with showed pride in work they were doing (9.7:1-8.0:1). Comparatively, online survey participants were more complimentary toward the employee asking adequate questions to determine the nature of the problem (13.2:1-9.1:1) and to a lesser extent, if not available, the correct employee returned my call in reasonable amount of time (5.6:1-5.3:1). Although ratios varied, intensity ratings between the two subsets were similar, not varying by more than five percentage points. When comparing the three survey types, intensity ratings were similar regardless, as the largest variance was nine percent, for

if not available, the correct employee returned my call in reasonable amount of time (16% of mail, to 25% of phone). Also note that only one item varied by at least ten percent from the standpoint of negative perceptions, that being for follow-up from the city to ensure concerns were addressed (8% of phone, to 19% of online).

Current telephone respondents who had contact with a city employee were most enthusiastic about the courtesy of the person answering the telephone (40%), directed to correct department for their concerns and problem was adequately resolved by employee responding (both 39%), and employee seemed concerned about my problem (29%). What they were least passionate about was follow-up from city to ensure concerns were addressed (9%). In comparing current and prior intensity ratings, several current activities garnered higher levels; promptness by which the employee responded to my email (15%-25%); asked adequate questions to determine nature of problem (22%-35%); problem was adequately resolved by employee responding (25%-39%); follow-up from city to ensure my concerns were addressed (8%-20%), and people I worked with showed pride in work they were doing (20%-29%).

People in the North subsector were fairly consistent regardless of which survey was utilized. Variances to that assumption were for courtesy of person answering telephone (87% of mail, to 76% of phone), and if not available, correct employee returned my call in reasonable amount of time (57% of phone, to 42% of mail). More variances were evident in the western part of the city, Area II. Those were promptness by which employee responded to email (70% of phone, to 52% of mail), asked adequate questions to determine nature of problem (83% of online, to 73% of mail), if not available, correct employee returned call in reasonable amount of time (68% of phone, to 44% of mail), problem was adequately resolved by employee responding (82% of phone, to 66% of mail), and follow-up from city to ensure concerns were addressed (57% of phone, to 37% of mail). As in Area I, only two statements in Area III varied based on survey type. Those were if not available, correct employee returned my call in reasonable amount of time (52% of phone, to 41% of mail), and follow-up from city to ensure concerns were addressed (59% of phone, to 42% of mail). The lowest customer satisfaction ratings were most evident among people who responded to the mail survey, especially from the western portion of the city. (See Question #11 and Tables #34 - #42 of the telephone survey and tabulation report and Question #13 and Tables #49 - #57 of the self-administered survey and tabulation report. Also see Supporting Tables #9 - #11 of this Summary Report, pages 54 - 56.)

- **Fifty-eight percent of survey participants considered the money they paid versus the services provided to be either a good (39%) or great (19%) value, compared with a previous mark of 48% and 14%, or 62%. Comparatively, 40% rated the trade-off a fair (34%) or poor (6%) value. Self-administered respondents were two percent less positive, as good and great value ratings totaled 56% (45% and 11%), versus 34% and 8% fair or poor value, for a ratio of 1.3:1. The current telephone ratio of positive to negative responses was 1.5 to one, down from 1.8:1 in 2012. Since 1998, the value ratings have been fairly consistent, at marks of 58%, 62% (2000), 57% (2005), 62% (2007), 62% (2012), and 58%. A review of the ratios (1.5:1-1.4:1-1.6:1-1.8:1-1.5:1) shows the opinions of residents regarding money paid versus services provided has remained consistent over the years.**

Telephone survey respondents in Area III, the south, were more positive of the trade-off (56%-54%-63%), which was slightly different than previous surveys, where percentages across the city varied by no more than five percent. This year's survey showed female respondents more passionate in terms of great ratings (24%-14%) and more positive about the trade-off in general (63%--52%). Also, the more positive residents were regarding community improvement, the better the trade-off evaluation (64%-61%-25%).

People having lived in Coppell under three years were more complimentary about the trade-off (70%) than the other three length of residence subsets (60%-48%-51%), as percentages declined as tenure increased. This was the opposite 2012 findings, where it was the newer city residents' least impressed (50%-63%-62%). The age tabulations showed it was the youngest and the oldest most positive (64%-52%-62%), whereas, in 2012, it was the oldest most positive (63%-59%-72%). The over 65-year-old subset assigned the highest value to the trade-off (63%-59%-72%).

The self-administered survey respondents were similar in their opinions when comparing the online to the mail sample, both in combined positive remarks (55%-56%) and intensity percentages (11%-10%). Also, contrary to the telephone survey, opinions did not differ based on gender (53%-57%), as both groups were similarly pleased. There was a bigger gap in positive opinions when comparing community improvement ratings (69%-53%-27%). Elsewhere, it was those newest to the community who were least positive in assigning value (49%-57%-55%-58%). However, similar to the telephone subset, it was individuals age 65 who were most positive (52%-54%-64%). (See Question #12 and Table #43 of the telephone survey and tabulation report and Question #14 and Table #58 of the self-administered survey and tabulation report.)

- **Maintaining quality of life (88%-7%, 12.6:1), working among themselves to promote the community (69%-7%, 9.9:1), and providing an adequate forum for public input (76%-10%, 7.6:1) were the city council activity statements that generated the highest ratios of satisfaction to dissatisfaction among the telephone sample. These were also the highest rated statements in 2012. All eight statements tested generated positive ratios, with respondent's least pleased with the Council relative to working to keep taxes reasonable (54%-36%, 1.5:1), developing effective planning and zoning regulations (64%-20%, 3.2:1), and planning for the future needs of residents (71%-18%, 3.9:1). The statements most popular among the self-administered subset involved working among themselves to promote the community (7.3:1), maintaining quality of life (6.5:1), and encouraging economic growth (6.2:1). What did not please this subset nearly as much were the Councils' working to keep taxes reasonable (1.7:1), developing effective planning and zoning regulations (2.3:1), and planning for the future needs of residents (2.9:1). When compared with the original benchmark levels, seven of the eight statements had higher ratios, including working among themselves to promote the community (4.2:1-9.9:1), encouraging economic growth (4.6:1-6.9:1), maintaining quality of life (10.9:1-12.6:1), and managing city funds (2.6:1-5.7:1). The only statement graded lower was about working to keep taxes reasonable (1.8:1-1.5:1) and the decline was minimal.**

Since 1998, survey participants have been most proud of the Council's maintaining quality of life, and very satisfied remarks were higher this year than ever before (20%-24%-20%-26%-38%), even though combined comments remained consistent (86%-86%-87%-86%-88%). Other gains in intensity ratings involved the Council developing effective planning and zoning regulations (7%-13%-13%-14%-20%), planning for future needs of residents (7%-12%-12%-17%), and providing an adequate forum for public input (9%-17%-14%-19%). All statements generated higher intense satisfaction marks in 2016, with the narrowest increase for working to keep taxes reasonable (4%-7%-8%-9%). Also, seven of the eight statements experienced lower dissatisfaction ratings, with the exception being working to keep taxes reasonable (31%-29%-27%-36%). The largest drop in negative perceptions was for working among themselves to promote the community, a ten percent decline (17%-7%-10%-7%).

All eight statements attained higher intensity ratings from people participating in the telephone survey, although working to keep taxes reasonable generated identical percentages from mail survey respondents (9%-8%-9%). The most significant disparity in percentages was a 17-point difference for maintaining quality of life, between those who participated in the telephone (38%) and mail (21%) surveys. Online respondents were

also ten percent different in their perceptions, as they were only 25% very satisfied with the quality of life statement. The next closest variance was nine percent, for developing effective planning and zoning regulations (20% of telephone, to 11% of mail). When the two self-administered surveys are compared, the largest variance of intensity ratings was four percent for the quality of life item. All others were fairly consistent, differing by no more than two percent. In comparing dissatisfaction, telephone respondents were most critical about the Council working to keep taxes reasonable (36%-29%-33%), online survey participants, over maintaining quality of life (7%-12%-11%), developing effective planning and zoning regulations (20%-24%-23%) and providing an adequate forum for public input (10%-14%-13%), and mail respondents, managing city funds (11%-16%-18%), although percentages generally varied minimally.

It was interesting to note that when comparing survey formats by subsector, several action statements varied significantly. For example, for the Council working among themselves to promote the community, in all three subsectors, telephone respondents were more satisfied (71%-72%-84%), between 14 and 30 percent, than online individuals (57%-55%-54%). There was also a similar discrepancy for encouraging economic growth, with telephone respondents in the 90 percentile of satisfaction (90%-92%-91%) and online participants, the upper 60's (67%-68%-66%). Other differences were for maintaining quality of life in Areas II (89% of telephone, to 79% of mail) and III (89% of telephone, to 76% of mail), developing effective planning and zoning regulations in Areas II (68% of telephone, to 50% of mail) and III (53% of mail, to 32% of telephone), working to keep taxes reasonable in Areas I (56% of mail, to 44% of telephone) and II (63% of online, to 46% of mail), and planning for the future needs of residents in Areas II (71% of telephone, to 58% of mail) and III (66% of mail, to 23% of telephone). (See Question #13 and Tables #44 - #51 of the telephone survey and tabulation report and Question #15 and Tables #59 - #66 of the self-administered survey and tabulation report. Also see Supporting Tables #12 - #14 of this Summary Report, page 57 and 58.)

## Opinions Regarding Communications and Social Media

- **Emergency situations (84%-4%, 21.0:1), special events and activities (91%-6%, 15.2:1), and public safety notices (86%-6%, 14.3:1) were the situations in which telephone respondents were most satisfied when it came to the city communicating. Residents were also extremely positive with how the city communicates general information (90%-70%, 12.9:1), although at a lower ratio than the top three. The item generating the lowest ratio, albeit**

**better than four to one, was neighborhood and travel-related inconveniences, such as road closures or water shut-offs (77%-18%, 4.3:1). Self-administrative survey respondents were also very positive over how the city communicates, assigning their highest ratios for public safety notices (87%-6%, 14.5:1), emergency situations (86%-6%, 14.3:1), and general information (88%-7%, 12.6:1). The two lowest ratios were 9.2 to one for special events and activities (83%-9%), graded second among telephone respondents, and 3.3 to one for neighborhood and travel-related inconveniences (69%-21%).**

In terms of intensity ratings, telephone respondents were most enthusiastic with how the city communicates in three situations: emergencies (38%), special events and activities (33%); and public safety notices (30%). The other two items scored marks of 25% (general information) and 17% (neighborhood and travel-related inconveniences). Self-administrative intensity ratings were similar for emergencies (38%), public safety notices (32%), general information (25%), and even the lower rated neighborhood and travel-related inconveniences (16%). However, this subset was much less enthusiastic when it came to the city communicating about special events and activities, as intensity ratings were 11 points lower (22%), the only time that the two subsets did not agree.

Survey participants in Area I were similar in satisfaction, regardless of participating in the telephone, online, or mail survey, regarding the city communicating general information (90%-88%-90%), public safety notices (86%-89%-89%), and emergency situations (86%-86%-90%). Where opinions differed was online respondents being less satisfied with the city communicating both special events and activities (94%-84%-86%) and neighborhood and travel-related inconveniences (80%-70%-73%). In Area II, only one situation varied by ten percent and that was over neighborhood and travel-related inconveniences, as phone respondents were much less positive than online and mail survey participants (63%-74%-68%). However, the other four varied by eight or nine percent, with online respondents most complimentary toward general information (92%-93%-84%), public safety notices (82%-90%-85%), and emergency situations (80%-88%-86%), and telephone respondents over special events and activities (90%-85%-81%). As in Area II, the only item in Area III in which percentages varied at least ten percent was neighborhood and travel-related inconveniences (83%-67%-64%), although this time it was mail survey participants least satisfied. Similar scores were assigned over general information (91%-86%-88%) and public safety notices (89%-85%-87%), with under-10 point gaps for emergency situations (85%-78%-87%) and special events and activities (89%-82%-81%).

When the telephone sample is evaluated based on the age of the respondent, people over the age of 65 were generally more satisfied than others, although several variances were minimal. For example, general information (89%-89%-98%) and public safety notices (84%-86%-89%) saw rates increase but by little. There was a 10-point difference between seniors and others when it came to evaluating how the city communicates emergency situations (78%-85%-95%), special events and activities (92%-87%-100%), and neighborhood and travel-related inconveniences (82%-68%-89%). Discrepancies were also evident when comparing the online sample. The situations in which opinions varied most were public safety notices (84%-89%-94%), emergencies situations (76%-86%-89%) and neighborhood and travel-related inconveniences (67%-70%-77%). General information (86%-89%-94%) and special events and activities (81%-85%-85%) drew similar grades. The mail sample was different than the other two, as the middle-aged subset was more positive toward communications. Percentage variances over public safety notices (79%-91%-85%) and neighborhood and travel-related inconveniences (68%-71%-59%). The others, such as general information (85%-88%-86%), emergency situations (81%-90%-88%), and special events and activities (83%-83%-82%) drew consistent satisfaction marks regardless of age. All three survey samples showed opinions to vary based on age for neighborhood and travel-related inconveniences. Additionally, the two self-administered subsets had differing attitudes regarding communicating public safety notices. Finally, the telephone sample was the only group with differing beliefs over special events and activities. (See Question #14 and Tables #52 - #56 of the telephone survey and tabulation report and Question #16 and Tables #67 - #71 of the self-administered survey and tabulation report. Also see Supporting Tables #15 - #17 of this Summary Report, page 59.)

- **Electronic/email (63%) was the most popular selection among telephone respondents as how they would most like to receive information from the City of Coppell. Other preferred methods were direct mail (36%), text messages (35%), and the internet (27%). Of the nine items tested, least popular for receiving information were radio, television, and Twitter, each garnering 6%. The self-administrative sample also preferred receiving information electronically/email (73%), through direct mail (43%), or text messages (41%) and at higher rates than the telephone sample. An additional 32% listed the internet. Least popular were radio (4%), Twitter (6%), and television (10%).**

In comparing results by subsector, the telephone audience was similar in preferring the city communicate by means of electronic/email (64%-61%-65%) and direct mail (34%-36%-38%). However, Area II was less likely to choose text messages (41%-25%-37%) and Area III, the internet (31%-31%-

21%). Men and women similarly mentioned electronic/email (63%-64%) and direct mail (38%-33%), while women more often listed text messages (44%-26%) as preferred methods. People who graded the community the same most often chose electronic/email (57%-70%-55%), whereas direct mail was more often a choice of those critical of improvement (37%-30%-55%). Text messages were not the choice of those most critical (37%-37%-20%).

Long-term resident's least often listed electronic/email (64%-69%-62%-55%), the internet (32%-30%-29%-17%), and Facebook (25%-20%-13%-9%). What they did mention most often was direct mail (38%-29%-38%-40%). People under age 45 most often mentioned electronic/email (67%-65%-49%), text messages (44%-29%-30%), and Facebook (23%-15%-11%) as how they wanted information received. What older individual desired was direct mail (3%-35%-46%) and newspapers (13%-14%-32%). Parents focused on electronic/email (72%-59%-77%, to 55%), text messages (44%-37%-38%, to 30%), and Facebook (31%-25%-21%, to 9%) to receive information from the City, while nonparents said direct mail (42%, to 25%-22%-32%).

When comparing self-administrative survey methods, there were significant variances for receiving information from the City. Electronic/email was the most popular regardless of whether respondents had participated in the online or mail survey, but there was nearly a 20-point gap between the two subsets (84%-65%), with the online method being most popular. Online respondents were also more likely to mention text messages (49%-34%) and the internet (42%-24%). Conversely, those who completed their survey and mailed it, direct mail (51%-33%) and newspapers (22%-0%) were much more popular responses. The combined sample was similar in choosing electronic/email (75%-75%-70%), direct mail (42%-39%-46%), text messages (44%-40%-37%), and the internet (36%-28%-31%) as the preferred means for receiving information when compared by geography. Men and women were similar in their responses, as none response varied more than three percent. The same was true when compared by community improvement, although the highest variance was four percent or less, with the exception of a seven-point difference for electronic/email (74%-76%-69%).

The longer one lived in Coppell, the least likely he or she was to desire information through Facebook (28%-27%-20%-16%), while the largest variance among the top four responses was the eight-point variance for direct mail (46%-38%-42%-44%). The older the individual, the least likely he or she listed electronically (80%-75%-60%), text messages (42%-43%-29%), the internet (36%-32%-28%), or by way of Facebook (35%-18%-9%). What older people more often chose was direct mail (38%-42%-50%), newspaper (6%-12%-19%), and television (6%-10%-16%) from which to communicate.

As with the telephone sample, the self-administrative subset showed parents more likely to say electronic/email (79%-79%-78%, to 70%), text messages (39%-44%-48%, to 39%), and Facebook (36%-29%-25%, to 17%) was the means by which they desired to receive information, whereas nonparents listed direct mail (46%, to 40%-36%-34%). Note that electronic/email did not appear to be impacted by the age of one's children, as all responses were similar (79%-79%-78%), which was contrary to the other items. (See Question #15 and Table #57 of the telephone survey and tabulation report and Question #17 and Table #72 of the self-administered survey and tabulation report.)

- **Twenty-eight percent of telephone respondents and 31% of self-administrative survey participants acknowledged accessing or utilizing one of the city's social media sites for information on an event or in case of an emergency in the past six months. Conversely, 69% and 66% respectively said they had not. The current rate of 28% is double the 14% in 2012 who responded affirmatively to this same question.**

The telephone sample results showed people in Area III, the southern portion of the city, to less frequently have accessed one of the city's social media sites (31%-31%-23%), although not dramatically. Compared with 2012 results (9%-22%-13%), more improvement occurred in Area I, the northern part of the city, than elsewhere. Women were twice as likely as men to access the various sites (38%-19%). Current results were vastly different than previous findings (16%-12%), an indication that more growth in site access was the result of women accessing the site. There was a correlation between community improvement and site access, as the poorer the rating, the less active the respondent (30%-29%-20%). In 2012, findings were fairly consistent 15%-12%-12%).

Using some of the demographic reviews, 20+ year residents were less inclined to have visited one of the sites (28%-37%-29%-15%), as rates fell in half. The same was basically true when compared by age, as only 19% of people over the age of 65 visited a site, half when compared with people under 45 (37%), with middle-aged individuals at 25%. Parents of younger children (44%-41%-32%) were more inclined to access the social media sites than nonparents (20%). Also more likely to access the sites were respondents who had contact with a city employee (32%-22%).

When reviewing the self-administered survey, people who completed the online version of the survey indicated higher access rates than people who responded to the mail survey (35%-27%). The variance indicated in the telephone survey was not evident in the self-administered survey (32%-30%-29%), although Area III was least likely to have accessed these sites. There

was also no variance based on gender (31%-32%). Finally, the variance produced based on community improvement ratings did not transfer over to this survey, as rates were similar regardless of community improvement (30%-32%-33%). What did hold true was people who had contact with a city employee more frequently accessed these sites (34%-26%).

Long-term city inhabitants were less likely to access a city social media site (38%-38%-32%-23%), although not quite the two to one ratio the telephone survey results displayed. The age tabulations show an even larger variance (46%-29%-16%) between the young and the old in terms of accessing city social media sites. One similarity was that parents continued to be more likely to have accessed one of the sites (49%-40%-38%) than nonparents. Among parents, access dropped over ten percent based on the age of the child. (See Question #16 and Table #58 of the telephone survey and tabulation report and Question #18 and Table #73 of the self-administered survey and tabulation report.)

- **The city website (85%-5%, 17.0:1) overtook The City Desk, water bill insert (79%-15%, 5.3:1) as being the source most useful to residents in finding out about what's going on in Coppell, based on the ratio of useful to not useful ratings. After the top two responses, most useful to telephone survey participants were city staff (66%-14%, 4.7:1), City Council (62%-16%, 3.9:1), and the message portion of the water bill (71%-21%, 3.4:1). Of the twelve sources tested, the ratio was lowest for the cable channel bulletin board (18%-54%, 0.3:1), city community news cable tv programming (21%-52%, 0.4:1), and watching a city video (26%-45%, 0.6:1). The city website was also most useful to the self-administered subsample (76%-9%, 8.4:1), followed by The City Desk, water bill insert (80%-11%, 6.4:1), Coppell Clips – electronic newsletter (50%-13%, 3.8:1), and message portion of water bill (53%-23%, 2.7:1). The least useful sources to this respondent group were as follows: the cable channel bulletin board (13%-42%, 0.3:1); city community news cable tv programming (17%-35%, 0.5:1); and watch a city video (19%-29%, 0.7:1). When compared with 1996 benchmarks, seven of nine items saw usefulness increase, most noticeably the city website (0.6:1-17.0:1), city staff (0.6:1-4.7:1), The City Desk, water bill insert (2.5:1-5.3:1), City Council (1.1:1-3.9:1), and message portion of water bill (1.1:1-3.4:1). Of less usefulness, based on ratios, were the cable channel bulletin board (0.8:1-0.3:1) and the city community news cable tv programming (0.9:1-0.4:1).**

The sources residents relied upon most, based on very useful ratings, were city website (54%), The City Desk, water bill insert (49%), city staff (36%), and message portion of water bill (35%). Also very useful, but at a lower rate, were the City Council (26%), event fliers at city events (25%), and Coppell

Clips, electronic newsletter (24%). Failing to attain double digit very useful ratings were cable channel bulletin board (4%), watching a city video (5%), and city community news cable tv programming (9%). Since 1996, very useful ratings have increased relative to *The City Desk* (15%-34%-39%-49%-49%), although percentages did not change since 2012, city web site (6%-27%-33%-35%-54%), message portion of the water bill (8%-16%-20%-28%-35%), City Council (6%-17%-11%-26%), and city staff (5%-16%-13%-36%), although the two latter items did decline in 2012 before rebounding in 2016.

People who participated in the mail survey were most positive regarding *The City Desk* (5.3:1-5.1:1-10.4:1), as they ranked it most useful, ahead of the city website (17.0:1-8.7:1-9.3:1), the top items to people who partook in either the telephone or online survey. The third most useful source was city staff to telephone respondents (4.7:1), compared with Coppell Clips to the other two subsets (1.8:1-3.7:1-3.6:1). Finishing out the top five were the City Council (3.9:1) and message portion of water bill (3.4:1) to telephone respondents, versus message portion of water bill (2.1:1 and 3.5:1) to both groups, and city staff (1.9:1) to the online sample and event fliers at city facilities (2.0:1) to the mail subset. Both mail and telephone samples offered the highest usefulness ratio to five of the items tested versus one from the online sample.

In the North, the top three sources, regardless of survey format, were the city website (83% of telephone, to 80% of online, to 78% of mail), *The City Desk*, water bill insert (77%-76%-85%), and the message portion of the water bill (70%-59%-68%). The same was true in Area II, as ranking either first, second, or third were *The City Desk* (81%-78%-83%), city website (78%-69%-84%), and the message portion of the water bill (73%-57%-66%). Finally, Area III respondents were also most confident regarding *The City Desk* (79%-75%-81%), the city website (84%-74%-74%), and message portion of water bill (68%-56%-65%). Phone respondents from Area III ranked City Council (72%) ahead of the message portion of the water bill. Also, in most instances, people who responded to the telephone survey graded the city website ahead of *The City Desk*, while the self-administered survey participants considered *The City Desk* more useful.

From a percentage standpoint, five sources exhibited a minimum 10-point difference in useful ratings in Area I. The largest disparities were over the usefulness of The City Council (61% of phone, to 33% of online), city staff (62% of telephone, to 38% of online), and event fliers at city facilities (57% of telephone, to 38% of online). Eleven sources in Area II also endured varying usefulness, among them event fliers at city facilities (64% of telephone, to 36% of online), the City Council (61% of telephone, to 34% of online), city

staff (66% of telephone, to 39% of online), and the annual city budget report (53% of telephone, to 27% of online). A total of eight sources generated varying degrees of usefulness according to Area III participants. Included were event fliers at city facilities (64% of telephone, to 35% of online), City Council (64% of telephone, to 28% of online), and the annual city budget report (44% of telephone, to 23% of online). (See Question #17 and Tables #59 - #70 of the telephone survey and tabulation report and Question #19 and Tables #74 - #85 of the self-administered survey and tabulation report. Also see Supporting Tables #18 - #20 of this Summary Report, pages 60 - 62.)

- **Accessing the library's online catalog (42%), paying fees for city services (41%), and contacting city staff (39%) were the activities telephone survey respondents most frequently utilized the city website. Other popular activities which people used the website were registering for a city recreation program (30%), reading the weekly newsletter, Coppell Clips (29%), and requesting services or documents from the city (25%). Least popular were contacting city council members (5%) and paying a municipal court fee (9%). People who responded to the self-administered survey were similar in their utilization of the city website, as their most popular website activities were also accessing the library's online catalog (36%), reading the weekly newsletter, Coppell Clips (34%), and paying fees for city services (33%). At the opposite end of the scale were contacting city council members (5%), paying a municipal court fee (6%), and contacting city staff and registering for a city recreation program (both 20%). When compared with prior findings, telephone respondents showed increased access of the city's website in order to contact city staff (23%-39%), register for a city recreation program (19%-30%), and paying fees for city services (10%-41%). No item showed declining usage, although there has been little difference in terms of using the website to request services or documents for the city (22%-25%), contacting city councilmembers (5%-5%), reading the weekly newsletter, Coppell Clips (26%-29%), and paying a municipal court fee (4%-9%). Accessing the library's online catalog, the most popular activity, was a new question in 2016.**

The results of the two subsets show telephone respondents more inclined to use the city's website to contact city staff (39%-20%), register for a city recreation program (30%-20%), and to a lesser extent, access the library's online catalog (42%-36%) and paying fees for city services (41%-33%). The self-administered survey sample acknowledged a higher rate of reading the weekly newsletter, Coppell Clips (34%-29%). Among self-administered survey participants, those who completed the survey online more often said they contacted city staff (31%-9%) and read the weekly newsletter,

Coppell Clips (37%-22%), as well as accessed the library's online catalog (40%-32%) and paid fees for city services (36%-30%). There were no activities significantly more popular among those who participated in the mail survey.

When the various activities are ranked based on survey methodology, only one item ranked either first, second, or third, regardless of subsector, and that was accessing the library's online catalog. Out of nine ranking opportunities, both reading the weekly newsletter, Coppell Clips and paying fees for city services ranked in the top three six out of nine times. At the same time, contacting city councilmembers was the only activity that failed to rank in the top four in any subsector and using any survey methodology.

Usage of the city's website varied significantly based on both methodology and subsector. For example, in Area I, the North, telephone respondents voiced the highest utilization of contacting city staff (36%, to 9% of mail), registering for a city recreation program (31%, to 19% of mail), and accessing the online catalog (46%, to 36% of mail). At the same time, the online sample was most likely to read Coppell Clips (40%, to 29% of telephone) and pay fees for city services (39%, to 9% of mail), while mail survey participants more often paid municipal court fees (22%, to 5% of online). In Area II, telephone respondents used the city's website to contact city staff (46%, to 9% of mail), pay fees for city services (51%, to 9% of mail), and register for a city recreation program (30%, to 20% of online). At the same time, online respondents accessed the library's online catalog (41%, to 28% of mail) and read Coppell Clips (40%, to 29% of mail), while mail survey participants paid a municipal court fee (24%, to 4% of online). In Area III, the South, telephone survey participants voiced the highest rates of contacting city staff (35%, to 10% of mail), registering for a city recreation program (30%, to 17% of mail), and paying fees for city services (38%, to 10% of mail). The only other significant variance was paying a municipal court fee, a more frequent affirmative action from mail respondents (24%), compared to 6% of online survey participants. (See Question #18 and Tables #71 - #78 of the telephone survey and tabulation report and Question #20 and Tables #86 - #93 of the self-administered survey and tabulation report. Also see Supporting Tables #21 - #23 of this Summary Report, pages 62 and 63.)

- **Support for the city installing kiosks at public facilities like the library, aquatic center, or city parks, so that people could access city information, pay fees, or sign up for classes totaled 60% of telephone respondents, of which 21% was strong support. Self-administered survey participants were also supportive, but at a lower rate of 54%, with 14% intense support.**

**Opposition to this action was 34% from telephone and 30% of self-administered respondents. No opinion responses were significantly higher among people who completed the survey either online or through the mail (16%-6%). The lower support ratings among self-administrative respondents was offset by higher no opinion responses, which caused the ratio of support to opposition to be identical among both subsets (1.8:1-1.8:1). In a follow-up query, 54% of telephone but only 46% of self-administered respondents said they would likely (37% and 34%) or very likely (18% and 12%) use the kiosks if they were at a facility where a kiosk was located. Conversely, 43% and 30%, respectively, said they would be unlikely to use the kiosks if available. Note among both subsets, be they telephone (22%-18%) or self-administrative (26%-12%) survey participants, intense negative responses were higher, indicating those most interested in the kiosks were more inclined to not use them.**

Support ratings for installing the kiosks grew as the sample went from north to south, at least in terms of overall support (54%-62%-63%). The same was not true in terms of intensity (21%-26%-17%). Support varied minimally based on gender (61%-58%). When compared by community improvements it was people who shared the status quo opinion (58%-67%-30%) who assigned the most support. The length of residence tabulations showed those newest to the community most attracted to the kiosks (68%-67%-44%-55%), with 10-20 year residents as likely to oppose as support (26%-30%-44%-40%). The age tabulations indicated middle-aged individuals least supportive (64%-52%-70%), although all three subsets voiced majority advocacy. Nonparents were nearly the most supportive subset, with their 60% support rating higher than all but parents of young children (69%-58%-54%), again with support exceeding 50% among all subsets.

One finding among self-administrative respondents was regardless of how they completed the survey, they supported the kiosks (52%-55%). Also not varying was support based by subsector (53%-53%-54%) or gender (53%-53%). In a slight variation from the telephone survey, the more critical one was with community improvement, the less support he or she indicated (59%-54%-39%). Support declined the longer one had lived in Coppell (68%-55%-52%-49%), with a significant drop-off between under 3 and 4-10 year inhabitants, which did not occur among telephone respondents. Support also declined as survey participants aged (59%-52%-52%), although both middle-aged and senior individuals expressed similar support. The self-administrative survey was different than the telephone responses when comparing parents and nonparents, as the latter group was less supportive (53%) of all but one of the parent subsets (61%-57%-50%). Interestingly, in both surveys, the most supportive subset was parents of young children.

The follow-up question showed negative intensity ratings significantly higher among telephone respondents in Area I (30%-16%) and slightly greater in Area III (21%-20%). Only in Area II was the intense positive response higher (20%-15%). Affirmation was also highest in Area II (54%-59%-55%), although the overall variance was minimal city-wide. Men were more inclined to be very unlikely to use the kiosks (26%-17%), whereas women were open to using them (20%-19%), as they were one point more often very likely. However, overall likelihood was similar (56%-55%). People who believed the community had improved were 60% likely to use the kiosks, a level which declined slightly to 57% if the community was graded as having stayed the same, and to 30% if rated worse. From a length of residence perspective, the longer the tenure, the greater the very unlikely rating (17%-17%-29%-30%) and lower the very likely mark (28%-17%-17%-9%). Under three year residents were more often very likely, 4-10 year inhabitants equally split, and ten years and over very unlikely. Overall likelihood dropped 17 percent between the four subsets (64%-60%-48%-47%). The age tabulations were similar, in that very likely ratings dropped (23%-17%-8%) and very unlikely levels rose (16%-27%-24%) as people aged. Note that both middle-aged and older participants were likely at 51%, versus 62% of younger individuals. Nonparents were 55% likely to use the kiosks, a lower rate than all but parents with teenagers (66%-56%-54%). Note that parents of young children and pre-teens voiced higher very likely rates, whereas parents with teenage children and nonparents more often were very unlikely to use the kiosks.

Both online (28%-12%) and mail (24%-11%) respondents were more than twice as likely to be very unlikely to use the kiosks. Online respondents were more often unlikely (52%-44%), while mail survey participants were split (47%-47%). Regardless of where people lived, very unlikely marks (25%-27%-26%) were significantly greater than very likely (12%-13%-10%) opinions. Overall, Areas I (46%-50%), II (45%-51%), and III (46%-48%) were unlikely rather than likely to use them. Men and women were also more often unlikely (50% and 51%) than likely (46% and 44%), although each of these percentages fall within the standard margin of error, indicating split opinions. The lower the community improvement rating, the lower the likely belief (48%-47%-34%) and greater the unlikely (47%-49%-62%) viewpoint. People who had lived in Coppell under 3 (59%-38%) and 4-10 years (50%-46%) acknowledged majority likelihood, compared to 11-20 (45%-51%) and 20+ (40%-56%) year inhabitants, who compiled majority unlikely marks. By age, likely opinions started at 54%, before declining to 43% with middle-aged and senior respondents, similar to the telephone survey results. At the same time, unlikely marks grew as people aged (43%-53%-49%), with middle-aged individuals being most often unlikely. Likely ratings declined among parents as their children aged (55%-52%-45%), although all three

percentages were higher than that of nonparents (44%). Very unlikely ratings were all higher (18%-25%-31%) than very likely opinions (17%-14%-13%). The same was true with nonparents (26%-11%). (See Questions #20 and #21 and Tables #79 and #80 of the telephone survey and tabulation report and Questions #21 and #22 and Tables #94 and #95 of the self-administered survey and tabulation report.)

# METHODOLOGY

The techniques used in this survey adhere to statistical standards used in the survey industry. The points to keep in mind when evaluating this report are:

(1) Three sampling methodologies were utilized for this public opinion research project. The sample for the telephone survey portion was composed of 223 respondents from Coppell. Respondents were selected at random. The sample was drawn using a geographical segmentation scheme that divided the study region into three subsectors. Each area was assigned a quota proportional to the number of households with available telephone numbers. This is the same methodology utilized in surveys since the first one conducted in 1994. A survey with a random sample size of 223 is accurate to within 6.5% at the 95% confidence level. This means there is one chance in twenty that the survey results may vary by as much as plus or minus 6.5% from the results that would be obtained by polling the entire population of the study area. The sample for the online self-administered survey was comprised of 862 individuals who identified themselves as being residents of the city of Coppell and used a code provided to them in a separate mailing in order to access the site. To advertise the online survey, the city utilized its social media sites (Facebook, Twitter) as well as its own website. The third methodology was also self-administered, with respondents allowed to complete a paper questionnaire to be mailed to a specific post office box. A total of 1,052 people mailed back a survey. The total number of 1,914 self-administered surveys would equate to an error rate of better than +/- 2.1% at a 95% confidence level, but because of the methodology utilized, it cannot be mathematically proven. Potential respondents were encouraged to return the completed questionnaires in an attached envelope, or dropped off at Coppell Town Center. The 1,052 received mail surveys represent a collection rate of 8%. By combining both self-administered surveys, the collection rate was over 13%.

(2) All telephone interviews were conducted by professional interviewers under close professional supervision by Research America, a professional data collection company based in Sacramento, California. Interviews were recorded under controlled situations to minimize measurement error. The length of interviews varied with the average survey lasting approximately 15 minutes. Nearly 8,500 phone attempts were made to complete the project. The self-administrative surveys were conducted at the individual respondents' pace and in the location of their choice. The survey was online from February 25 – April 17.

(3) Only complete surveys were accepted as part of the sample for the telephone survey, and interviewers were required to confirm the respondent's name and telephone number. All self-administered surveys, whether online or

mail, were accepted as part of the sample, whether they were complete or not. It was not necessary for all questions to be completed in order for respondents to complete a survey.

(4) Certain questions were written to permit the respondent to answer "no opinion." This was done so as to avoid the artificial creation of attitudes on issues where the interviewee may not have had an opinion. The results of several questions in the mail survey, specifically #19e and #20b were impacted by a computer error after the survey was approved, in which the letters "ff" were omitted from the word "staff." Also, instructions in the introductory letter and the survey also removed the "ff" from the word "staff" and "offers." The online version of the survey did not include these typos and were clear of any errors.

(5) Telephone interviewing began on February 1, 2016 and completed February 2nd. The survey was thus in the field for 2 days, making this an accurate reading during the time period the study was being implemented. The online survey was in the field from February 25 through April 17, for a period of 53 days in total. The mail survey was dropped February 23rd, with instructions indicating that completed surveys needed to be returned by March 15<sup>th</sup>. Mail surveys were also collected through April 17<sup>th</sup>, as surveys continued to be received. The total collection timeframe was 55 days.

(6) Completed questionnaires were checked for compliance with interviewing and sampling specifications. All editing and validation of interviews, coding of open-ended responses, data processing and computer analysis were performed by Raymond Turco & Associates of Arlington, Texas. The survey analysis was prepared by Ray Turco, President.

# TELEPHONE SURVEY ACCURACY

Contrary to what may appear to be common sense, the accuracy of a telephone survey is not greatly influenced by the proportion of the total population that is interviewed. Instead, within a controlled environment, survey accuracy is directly related to the number of individuals interviewed. That is, a survey of 500 people out of a total population of 1,000 will yield results that are as accurate as a survey of 500 taken from a total population of 10,000.

For all practical purposes, the accuracy of "large" surveys (those involving more than 100 interviews) is approximately one divided by the square root of the number of interviews. For example, the error percentage or survey accuracy of a survey of 100 people is approximately plus or minus 10 percent (1 divided by 10). A survey of 600 people will have an error level of approximately 4 percent (1 divided by 25).

But these error rates or accuracy levels must be applied and interpreted with three important caveats in mind. First, these are the 95 percent confidence limits. This means that given a sample of 600 people, 95 times out of 100 the "true" result will lie within plus or minus 4% of the observed answer.

Secondly, this error percentage applies solely to binary (yes/no, agree/disagree) questions. For example, if 55 percent of a sample of 600 voters said they would vote for candidate A, then you can be 95% sure that candidate A's "true" support lies between 51% and 59%.

Finally, the error percentage calculated as 1 divided by the square root of the number of responses is the "worst case" error. That is, it is based on the initial assumption that the percentage that is being estimated via the survey is 50 percent. If, from some other source, it is known or assumed that the "true" percentage differs from 50 percent, the actual survey error is less than that based on a 50% "true" percentage value.

Considering this information, a survey with a random sample size of 600 respondents is accurate to within approximately 4% at the 95% confidence interval. This means there is only one chance in twenty that the survey results may vary by as much as plus or minus 4% from the results that would be obtained by polling the entire population of the full study area.

As previously discussed, the statistical error decreases as the proportion answering the question in a given way moves away from 50% and as the number of persons responding to a given question increases. The sampling error

confidence interval for various proportions responding in a given way and for various numbers in the full sample responding is given in the following table:

**TABLE #1: SAMPLING ERROR AT 95% CONFIDENCE LEVEL**

PERCENTAGE GIVING ANSWER	Number responding to question				
	50	100	250	500	600
<b>50%</b>	14.1%	10.0%	6.3%	4.5%	4.1%
<b>40% or 60%</b>	13.9%	9.8%	6.2%	4.4%	4.0%
<b>30% or 70%</b>	13.0%	9.2%	5.8%	4.1%	3.7%
<b>20% or 80%</b>	10%	8%	5%	4%	3%
<b>10% or 90%</b>	9%	6%	4%	3%	2%

In actual practice, survey results are frequently somewhat better than is indicated by the 95% confidence level sampling error estimate.

# SAMPLING REPRESENTATION BASED ON SELF-ADMINISTERED SURVEYS

This self-administered survey portion of this project was implemented using a distribution and collection methodology which has several inherent differences when compared to a scientific sampling of respondents.

- *Self-selection* - A survey that is distributed by hand or through the mail to potential participants is not a true random sampling of the universe under study. The sample is not necessarily reflective of the makeup of the community to the same degree a random selection process is. This selection process tends to "skew," or alter, the results that might be obtained with a random sampling of the total universe. Generally, people who respond to mail or self-administered surveys are more likely to share either very positive or very negative attitudes which prompt them to participate. There is also the opportunity for specific user groups to influence the survey by advising members to complete the questionnaire, an opportunity not available the random contact process.
- *Administration of Survey* - Survey instruments which are self-administered have inherent problems. For example, many respondents do not follow the directions properly. In some instances, individuals will mark two answers when only one is allowed. The responses to such questions cannot be tabulated and must be discarded. At the same time, they might not answer all the questions, limiting the amount that responds to a particular question. Additionally, while an administered survey might last 10 to 15 minutes, self-administered surveys take as long as the respondent desires to answer them. A questionnaire may also be "skewed" should a respondent gather information from more than one individual prior to completing the questionnaire.
- *Survey Instrument* - Respondents who filled out the surveys may or may not have filled out the questionnaire correctly. Additionally, because a name is not required, multiple surveys could have been filled out by individuals to help affect the results.

This survey should not be considered a scientific sampling of the subgroup it represents. However, as these types of surveys encourage a wider opportunity

to participate, they do represent a useful tool of citizen involvement. Each survey may be considered to be a valid representation of the individuals who responded to the surveys. While a sample which represents approximately 14% of the possible respondents in Coppell may be valid, it cannot be scientifically proven based on the surveys completed.

# RESPONDENT PROFILE: TELEPHONE SAMPLE

RESPONDENT GROUP	SUBGROUP	SURVEY SAMPLE	(N=)
FULL SAMPLE		100%	223
AREA (CITY)	Area I (North of Sandy Lake; east of Denton Tap)	36%	80
	Area II (West of Denton Tap)	27%	61
	Area III (South of Sandy Lake: east of Denton Tap)	37%	82
GENDER	Male	50%	112
	Female	50%	111
AGE OF RESPONDENTS	Under 25 Years	1%	2
	26 – 35 Years	9%	19
	36 – 45 Years	27%	61
	46 – 55 Years	26%	59
	56 – 65 Years	20%	44
	Over 65 Years	17%	37
LENGTH OF RESIDENCE	Less than one year	9%	20
	1 – 3 Years	15%	33
	4 – 6 Years	15%	33
	7 – 10 Years	17%	37
	11 – 20 Years	23%	52
	20+ Years	21%	47
AGE OF RESPONDENT'S CHILDREN	No children	48%	106
	Under age 6	14%	32
	Ages 6 – 12	28%	63
	Ages 13 - 18	25%	56

<b>RESPONDENT GROUP</b>	<b>SUBGROUP</b>	<b>SURVEY SAMPLE</b>	<b>(N=)</b>
<b>FULL SAMPLE</b>		100%	223
<b>CONTACT WITH A CITY EMPLOYEE DURING THE PAST YEAR</b>	<b>Yes</b>	67%	149
	<b>No</b>	32%	71
	<b>Don't remember</b>	1%	3

# RESPONDENT PROFILE: ONLINE SAMPLE

RESPONDENT GROUP	SUBGROUP	SURVEY SAMPLE	(N=)
FULL SAMPLE		100%	862
AREA (CITY)	Area I (North of Sandy Lake; east of Denton Tap)	41%	352
	Area II (West of Denton Tap)	28%	243
	Area III (South of Sandy Lake: east of Denton Tap)	31%	265
GENDER (two responses allowed in question)	Male	77%	665
	Female	71%	608
AGE OF MALE RESPONDENT	Under 35 Years	7%	49
	36 – 45 Years	23%	156
	46 – 55 Years	28%	187
	56 – 65 Years	26%	173
	Over 65 Years	15%	100
AGE OF FEMALE RESPONDENT	Under 35 Years	10%	63
	36 – 45 Years	27%	165
	46 – 55 Years	29%	178
	56 – 65 Years	24%	148
	Over 65 Years	9%	55
LENGTH OF RESIDENCE	Less than one year	5%	43
	1 – 3 Years	12%	100
	4 – 7 Years	11%	95
	8 – 10 Years	9%	74
	11 – 20 Years	31%	267
	20+ Years	33%	279

<b>RESPONDENT GROUP</b>	<b>SUBGROUP</b>	<b>SURVEY SAMPLE</b>	<b>(N=)</b>
<b>FULL SAMPLE</b>		100%	862
<b>AGE OF RESPONDENT'S CHILDREN</b>	<b>No children</b>	53%	441
	<b>Under age 6</b>	15%	124
	<b>Ages 6 – 12</b>	22%	186
	<b>Ages 13 - 18</b>	25%	207
<b>CONTACT WITH A CITY EMPLOYEE DURING THE PAST YEAR</b>	<b>Yes</b>	64%	540
	<b>No</b>	30%	255
	<b>Don't remember</b>	6%	49

# RESPONDENT PROFILE: DIRECT MAIL SURVEY

RESPONDENT GROUP	SUBGROUP	SURVEY SAMPLE	(N=)
FULL SAMPLE		100%	1,052
AREA (CITY)	Area I (North of Sandy Lake; east of Denton Tap)	37%	386
	Area II (West of Denton Tap)	27%	283
	Area III (South of Sandy Lake: east of Denton Tap)	36%	383
GENDER	Male	42%	496
	Female	58%	699
AGE OF MALE RESPONDENT	Under 35 Years	5%	27
	36 – 45 Years	16%	80
	46 – 55 Years	28%	141
	56 – 65 Years	31%	154
	Over 65 Years	19%	94
AGE OF FEMALE RESPONDENT	Under 35 Years	6%	43
	36 – 45 Years	13%	90
	46 – 55 Years	27%	189
	56 – 65 Years	29%	205
	Over 65 Years	25%	172
LENGTH OF RESIDENCE	Less than one year	3%	28
	1 – 3 Years	7%	71
	4 – 6 Years	11%	110
	7 – 10 Years	9%	92
	11 – 20 Years	31%	312
	20+ Years	40%	404

<b>RESPONDENT GROUP</b>	<b>SUBGROUP</b>	<b>SURVEY SAMPLE</b>	<b>(N=)</b>
<b>FULL SAMPLE</b>		100%	1,052
<b>AGE OF RESPONDENT'S CHILDREN</b>	<b>No children</b>	59%	639
	<b>Under age 6</b>	8%	90
	<b>Ages 6 – 12</b>	15%	160
	<b>Ages 13 – 18</b>	18%	197
<b>CONTACT WITH A CITY EMPLOYEE DURING THE PAST YEAR</b>	<b>Yes</b>	64%	592
	<b>No</b>	33%	318
	<b>Don't remember</b>	3%	30

# TELEPHONE SURVEY PROFILE COMPARISON: 1994 - 2016

RESPONDENT GROUP	SUBGROUP	1994 SAMPLE	1998 SAMPLE	2000 SAMPLE	2005 SAMPLE	2007 SAMPLE	2012 SAMPLE	2016 (N=223)
FULL SAMPLE		100%	100%	100%	100%	100%	100%	100%
AREA (CITY)	Area I (North of Sandy Lake; east of Denton Tap)	32%	37%	35%	42%	40%	37%	36%
	Area II (West of Denton Tap)	19%	20%	26%	26%	24%	26%	27%
	Area III (South of Sandy Lake; east of Denton Tap)	49%	43%	39%	32%	36%	37%	37%
GENDER	Male	42%	43%	48%	54%	48%	51%	50%
	Female	58%	57%	52%	46%	52%	49%	50%
AGE OF RESPONDENTS	Under 25 Years	1%	2%	2%	0%	1%	2%	1%
	26 – 35 Years	28%	16%	9%	5%	6%	3%	9%
	36 – 45 Years	50%	44%	46%	31%	26%	17%	27%
	46 – 55 Years	12%	26%	28%	39%	43%	35%	26%
	56 – 65 Years	6%	8%	8%	17%	17%	27%	20%
	Over 65 Years	4%	5%	6%	7%	7%	15%	17%

RESPONDENT GROUP	SUBGROUP	1994 SAMPLE	1998 SAMPLE	2000 SAMPLE	2005 SAMPLE	2007 SAMPLE	2012 SAMPLE	2016 (N=223)
FULL SAMPLE		100%	100%	100%	100%	100%	100%	100%
LENGTH OF RESIDENCE	Less than one year	1%	0%	1%	0%	0%	0%	9%
* - different categories used in 2016	1 – 3 Years	3%	2%	2%	4%	5%	5%	15%
	3 – 5 Years	19%	20%	6%	11%	6%	5%	15%*
	5 – 7 Years	24%	17%	22%	14%	11%	9%	17%*
	More than 7 years	53%	60%	67%	71%	78%	80%	61%*
CONTACT WITH A CITY EMPLOYEE DURING THE PAST YEAR	Yes	23%	52%	42%	52%	48%	46%	67%
	No	76%	45%	56%	46%	50%	51%	32%
	Don't remember	NA	NA	NA	NA	NA	3%	1%

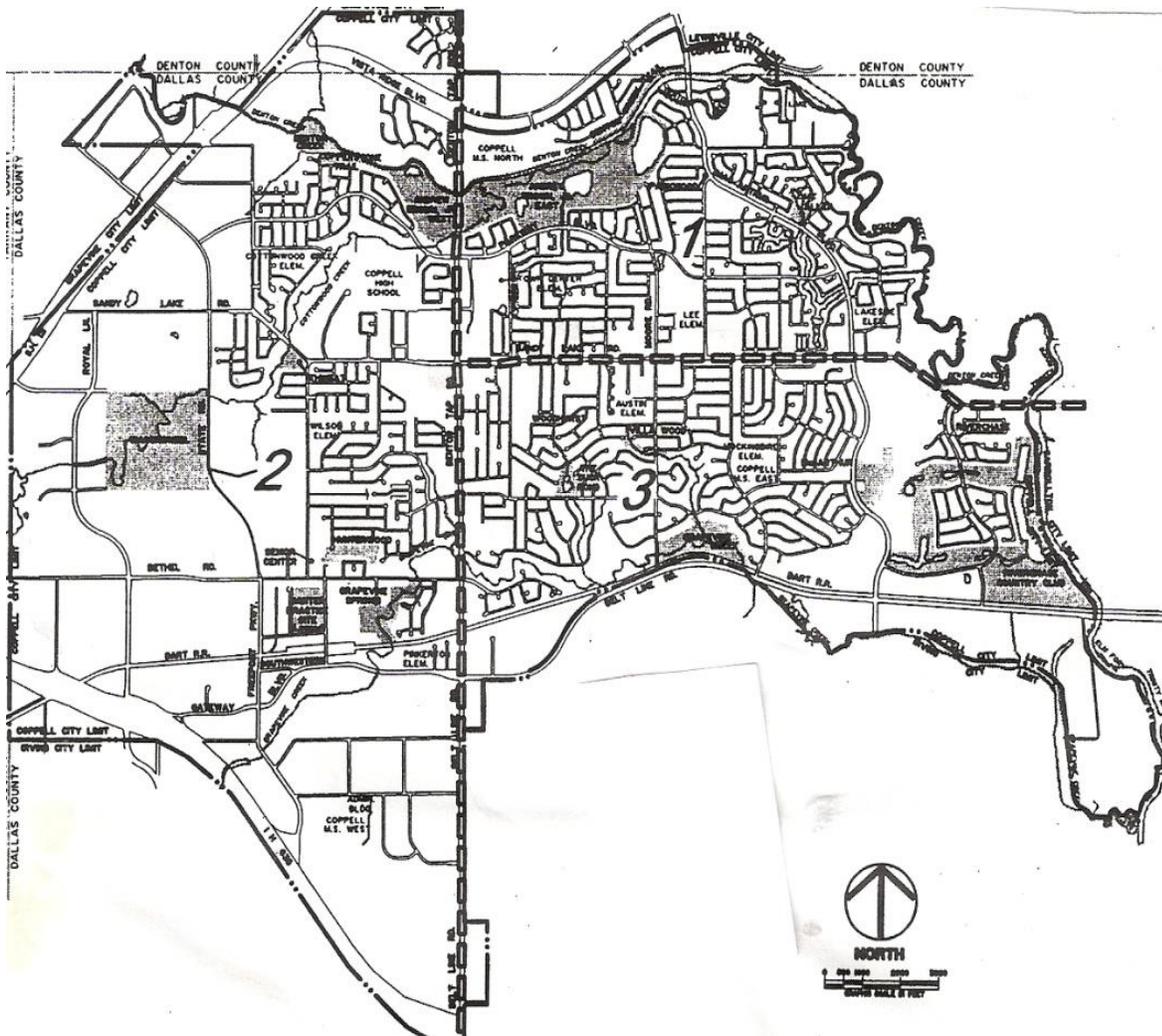
# TELEPHONE SURVEY CONTACT PROFILE

The sample for the telephone survey was comprised of all households in the city of Coppell with an available telephone number, land line or otherwise. The list was provided from the city's utility billing list. The telephone sample was divided into three subsectors, duplicating the boundaries of previously conducted city surveys and to obtain a statistically valid sampling based on the percentage of telephone numbers in a particular area. The following table summarizes the effectiveness of telephone contact.

TYPE OF CONTACT	%	(N=)
<b>TOTAL POSSIBLE CONTACTS</b>	100%	11,079
<b>TOTAL CONTACTS ATTEMPTED</b>		8,451
<b>COMPLETED</b>	2%	225
<b>ANSWERING MACHINE</b>	43%	3,627
<b>REFUSED TO ANSWER</b>	5%	461
<b>NO ANSWER</b>	15%	1,292
<b>WRONG NUMBER (10% of sample list)</b>		1,115
<b>CALL BACK</b>	19%	1,643
<b>LANGUAGE BARRIER</b>	0%	22
<b>DISCONTINUED INTERVIEW</b>	1%	66

# AREA DESIGNATION MAP CITY OF COPPELL

AREA		DESCRIPTION
(I) North	-	Denton Tap Rd. east; Sandy Lake Rd. north
(II) West	-	Denton Tap Rd. west
(III) South	-	Denton Tap Rd. east; Sandy Lake Rd. south



# APPENDIX: SUPPORTING TABLES

**TABLE #2: OVERALL SATISFACTION WITH CITY ACTION STATEMENTS – ALL SUBSETS**

CHARACTERISTIC	VERY SATISFIED			SATISFIED			DISSATISFIED/VERY DISSATISFIED			RATIOS		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
Providing a safe community	52%	56%	57%	42%	41%	40%	4%	2%	2%	23.5:1	48.5:1	32.3:1
Providing an adequate forum for public input	26%	22%	21%	52%	54%	56%	10%	11%	9%	7.8:1	6.9:1	8.6:1
Planning for future needs of residents	22%	22%	24%	51%	53%	51%	16%	18%	17%	4.6:1	4.2:1	4.4:1
Maintaining a qualified workforce of city employees	26%	24%	23%	51%	50%	50%	3%	5%	4%	25.7:1	14.8:1	18.3:1
Communicating with city residents	35%	29%	28%	56%	55%	57%	4%	12%	10%	22.3:1	7.0:1	8.5:1
Providing adequate community events	39%	35%	32%	53%	53%	55%	5%	6%	7%	18.4:1	14.7:1	12.4:1
Working with school districts (CISD, CFBISD, and Lewisville ISD's)	34%	20%	20%	36%	39%	40%	9%	7%	6%	7.8:1	8.4:1	10.0:1
Providing of arts and cultural events (availability in 2000)	22%	16%	16%	53%	54%	53%	12%	15%	16%	5.1:1	4.7:1	4.3:1
Providing recreational opportunities	41%	33%	29%	52%	53%	56%	5%	10%	9%	18.6:1	8.6:1	9.4:1

**TABLE #3: COMPARING OVERALL SATISFACTION WITH CITY ACTION STATEMENTS --1994-2016**

CHARACTERISTIC	VERY SATISFIED				SATISFIED				DISSATISFIED/VERY DISSATISFIED				RATIOS			
	1998	2007	2012	2016 tele	1998	2007	2012	2016 tele	1998	2007	2012	2016 tele	1998	2007	2012	2016 tele
Providing a safe community	59%	40%	62%	52%	38%	57%	37%	42%	2%	3%	1%	4%	48.5:1	32.3:1	99.0:1	23.5:1
Providing an adequate forum for public input	13%	25%	23%	26%	68%	65%	59%	52%	14%	5%	9%	10%	5.8:1	12.9:1	9.1:1	7.8:1
Planning for future needs of residents	13%	17%	16%	22%	63%	61%	56%	51%	18%	16%	15%	16%	4.2:1	4.9:1	4.8:1	4.6:1
Maintaining a qualified workforce of city employees	11%	16%	17%	26%	75%	63%	54%	51%	5%	3%	5%	3%	17.2:1	26.3:1	14.2:1	25.7:1
Communicating with city residents	NA	NA	23%	35%	NA	NA	61%	56%	NA	NA	11%	4%	NA	NA	7.6:1	22.3:1
Providing adequate community events	20%	23%	27%	39%	73%	69%	61%	53%	4%	5%	7%	5%	23.3:1	18.4:1	12.6:1	18.4:1
Working with school districts (CISD, CFBISD, and Lewisville ISD's)	27%	26%	27%	34%	57%	53%	45%	36%	8%	10%	6%	9%	10.5:1	7.9:1	12.0:1	7.8:1
Providing of arts and cultural events (availability in 2000)	NA	12%	12%	22%	NA	63%	60%	53%	NA	18%	14%	12%	NA	4.2:1	5.1:1	5.1:1
Providing recreational opportunities	NA	27%	29%	41%	NA	65%	64%	52%	NA	6%	4%	5%	7.0:1	15.3:1	23.3:1	18.6:1

**TABLE #4: COMPARING COMBINED SATISFACTION WITH CITY ACTION STATEMENTS BY SUBSET AND SUBSECTOR**

Issues	AREA I (NORTH)			AREA II (WEST)			AREA III (SOUTH)		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
Providing a safe community	96%	97%	97%	99%	98%	97%	91%	97%	98%
Providing an adequate forum for public input	74%	75%	77%	74%	79%	73%	85%	75%	81%
Planning for future needs of residents	71%	76%	77%	72%	77%	69%	76%	71%	78%
Maintaining a qualified workforce of city employees	74%	72%	73%	75%	79%	71%	79%	71%	74%
Communicating with city residents	93%	83%	87%	89%	87%	82%	92%	85%	83%
Providing adequate community events	94%	90%	80%	93%	91%	84%	88%	85%	86%
Working with school districts (CISD, CFBISD, and Lewisville ISD's)	73%	61%	66%	78%	61%	59%	61%	55%	56%
Providing of arts and cultural events (availability in 2005)	79%	72%	71%	77%	74%	68%	71%	66%	66%
Providing recreational opportunities	94%	83%	88%	96%	91%	81%	91%	82%	86%

**TABLE #5: COMPARING COMBINED OVERALL QUALITY RATINGS WITH GENERAL CITY SERVICES**

SERVICE	EXCELLENT			GOOD			FAIR/POOR			RATIOS		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
Emergency Medical Service	56%	43%	49%	19%	19%	25%	4%	1%	3%	18.8:1	62.0:1	24.7:1
Police Services	61%	53%	50%	29%	29%	34%	3%	7%	9%	30.0:1	11.7:1	9.3:1
Street Maintenance	34%	22%	21%	46%	47%	44%	20%	26%	32%	4.0:1	2.7:1	2.0:1
Planning & Zoning	21%	15%	15%	38%	35%	38%	26%	27%	32%	2.3:1	1.9:1	1.7:1
Fire Department	70%	58%	58%	26%	22%	31%	0%	1%	2%	96.0:1	80.0:1	44.5:1
Recreational Services (1999)	52%	43%	36%	40%	41%	46%	7%	9%	14%	13.1:1	9.3:1	5.9:1
Library	45%	41%	35%	38%	39%	42%	7%	10%	12%	11.9:1	8.0:1	6.4:1
Building Inspection	15%	16%	13%	39%	29%	32%	11%	12%	14%	4.9:1	3.8:1	3.2:1
Solid Waste Recycling Services	45%	39%	32%	41%	45%	45%	14%	13%	19%	6.1:1	6.5:1	4.1:1
Water / Wastewater	40%	37%	29%	49%	49%	52%	7%	8%	12%	12.7:1	10.8:1	6.8:1
Park facilities (1999)	61%	51%	43%	33%	38%	43%	5%	9%	11%	18.8:1	9.9:1	7.8:1
Sidewalk maintenance (2005)	32%	20%	19%	42%	44%	43%	24%	30%	34%	3.1:1	2.1:1	1.8:1
Ability to conduct business through the city's web site (2007)	21%	16%	12%	37%	32%	31%	15%	18%	18%	3.9:1	2.7:1	2.4:1

**TABLE #6: COMPARING OVERALL QUALITY RATINGS WITH GENERAL CITY SERVICES --1994-2016**

CHARACTERISTIC	EXCELLENT				GOOD				FAIR/POOR				RATIOS			
	1994	2007	2012	2016 TELE	1994	2007	2012	2016 TELE	1994	2007	2012	2016 TELE	1994	2007	2012	2016 TELE
<b>Emergency Medical Service</b>	40%	52%	47%	56%	35%	25%	25%	19%	2%	4%	2%	4%	37.5:1	19.3:1	36.0:1	18.8:1
<b>Police Services</b>	47%	47%	47%	61%	46%	40%	34%	29%	6%	9%	9%	3%	15.5:1	9.7:1	9.0:1	30.0:1
<b>Street Maintenance</b>	22%	22%	28%	34%	56%	58%	51%	46%	20%	20%	19%	20%	3.9:1	4.0:1	4.2:1	4.0:1
<b>Planning &amp; Zoning</b>	19%	16%	20%	21%	49%	50%	40%	38%	29%	26%	25%	26%	2.3:1	2.5:1	2.4:1	2.3:1
<b>Fire Department</b>	50%	53%	55%	70%	40%	36%	33%	26%	2%	13%	1%	0%	45.0:1	6.8:1	88.0:1	96.0:1
<b>Recreational Services (1999)</b>	NA	47%	50%	52%	NA	42%	39%	40%	NA	8%	6%	7%	NA	11.1:1	14.8:1	13.1:1
<b>Library</b>	21%	45%	47%	45%	48%	41%	38%	38%	25%	7%	5%	7%	2.8:1	12.3:1	17.0:1	11.9:1
<b>Building Inspection</b>	10%	13%	12%	15%	38%	35%	33%	39%	17%	10%	12%	11%	2.8:1	4.8:1	4.6:1	4.9:1
<b>Solid Waste Recycling Services</b>	NA	38%	48%	45%	NA	51%	44%	41%	NA	9%	7%	14%	NA	9.9:1	13.1:1	6.1:1
<b>Water / Wastewater</b>	NA	28%	33%	40%	NA	57%	56%	49%	NA	11%	6%	7%	NA	7.7:1	14.8:1	12.7:1
<b>Park facilities (1999)</b>	NA	43%	52%	61%	NA	50%	41%	33%	NA	5%	5%	5%	NA	18.6:1	18.6:1	18.8:1
<b>Sidewalk maintenance (2005)</b>	NA	15%	23%	32%	NA	53%	53%	42%	NA	27%	22%	24%	NA	2.5:1	3.5:1	3.1:1
<b>Ability to conduct business through the city's web site (2007)</b>	NA	13%	12%	21%	NA	34%	35%	37%	NA	14%	18%	15%	NA	3.4:1	2.6:1	3.9:1

**TABLE #7: COMPARING COMBINED GOOD/EXCELLENT RATINGS WITH  
VARIOUS CITY SERVICES BY SUBSECTOR AND CONTACT/NON  
CONTACT**

Issues	AREA I (NORTH)				AREA II (WEST)				AREA III (SOUTH)			
	MAIL USED	MAIL NOT USED	ONLN USED	ONLN NOT USED	MAIL USED	MAIL NOT USED	ONLN USED	ONLN NOT USED	MAIL USED	MAIL NOT USED	ONLN USED	ONLN NOT USED
Emergency Medical Service	95%	71%	93%	49%	93%	72%	97%	52%	99%	70%	98%	44%
Police Services	86%	84%	87%	75%	89%	84%	92%	79%	90%	82%	94%	74%
Street Maintenance	69%	71%	63%	73%	40%	62%	64%	72%	66%	64%	67%	68%
Planning & Zoning	54%	55%	39%	50%	17%	48%	45%	59%	44%	56%	39%	45%
Fire Department	95%	90%	99%	74%	101%	87%	98%	76%	100%	87%	100%	76%
Recreational Services (1999)	85%	84%	88%	80%	79%	74%	91%	80%	96%	79%	91%	79%
Library	90%	78%	87%	70%	73%	72%	94%	70%	90%	71%	92%	68%
Building Inspection	77%	43%	73%	34%	50%	40%	84%	37%	78%	42%	75%	34%
Solid Waste Recycling Services	84%	78%	90%	83%	77%	75%	87%	89%	84%	73%	84%	76%
Water / Wastewater	90%	81%	94%	80%	77%	78%	95%	86%	94%	77%	89%	73%
Park facilities (1999)	88%	88%	89%	82%	86%	83%	96%	85%	98%	84%	95%	85%
Sidewalk maintenance (2005)	69%	64%	71%	59%	50%	62%	78%	65%	66%	60%	59%	61%
Ability to conduct business through the city's web site (2007)	66%	42%	69%	40%	56%	34%	72%	40%	75%	41%	74%	35%

**TABLE #8: PREFERRED MEDIA PLATFORM FOR COMMUNICATING BY  
SURVEY SUBSET**

PLATFORM	TELEPHONE SURVEY				MAIL SURVEY				ONLINE SURVEY			
	OVER ALL	AREA I	AREA II	AREA III	OVER ALL	AREA I	AREA II	AREA III	OVER ALL	AREA I	AREA II	AREA III
Telephone	38%	38%	33%	42%	34%	34%	42%	30%	21%	20%	19%	23%
E-mail	31%	30%	31%	33%	40%	41%	38%	40%	63%	64%	69%	57%
In person/face to face	10%	8%	12%	9%	12%	14%	7%	13%	4%	5%	2%	7%
Facebook	7%	10%	10%	4%	3%	2%	3%	4%	3%	3%	1%	4%
Internet	3%	2%	5%	4%	1%	1%	1%	1%	2%	2%	2%	1%
SMS/text message	3%	4%	2%	4%	1%	0%	1%	1%	0%	0%	0%	1%
City website/website	3%	6%	0%	4%	1%	2%	1%	1%	2%	3%	2%	3%
Direct mail	1%	2%	0%	2%	6%	4%	6%	7%	2%	1%	2%	3%
Newsletter/water bill insert	1%	0%	5%	0%	0%	0%	0%	0%	1%	1%	0%	1%
Twitter	1%	0%	2%	0%	0%	0%	0%	0%	1%	0%	2%	0%

**TABLE #9: COMPARING OVERALL SATISFACTION WITH CUSTOMER SATISFACTION STATEMENTS AMONG SUBSET WHO ACKNOWLEDGED CONTACT BY SURVEY METHOD**

STATEMENT	VERY SATISFIED			SATISFIED			DISSATISFIED/VERY DISSATISFIED			RATIOS		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
The courtesy of the person answering the telephone	40%	44%	39%	40%	42%	46%	1%	2%	1%	80.0:1	43.0:1	85.0:1
The promptness by which the employee responded to my email	25%	28%	23%	38%	32%	31%	1%	8%	5%	63.0:1	7.5:1	10.8:1
Directed to the correct department for my concern	39%	35%	34%	40%	44%	43%	2%	4%	5%	39.5:1	4.9:1	15.4:1
Asked adequate questions to determine the nature of the problem	35%	35%	32%	43%	44%	41%	2%	6%	8%	39.0:1	13.2:1	9.1:1
Employee seemed concerned about my problem	29%	35%	34%	47%	41%	41%	4%	12%	9%	19.0:1	6.3:1	8.3:1
If not available, the correct employee returned my call in a reasonable amount of time	25%	18%	16%	33%	27%	26%	4%	8%	8%	14.5:1	5.6:1	5.3:1
The problem was adequately resolved by employee responding	39%	33%	32%	36%	39%	37%	6%	14%	12%	12.5:1	5.1:1	5.8:1
Follow-up from city to ensure my concerns were addressed	20%	18%	15%	34%	22%	24%	8%	19%	16%	6.8:1	2.1:1	2.4:1
The people I worked with showed pride in the work they were doing	29%	33%	29%	42%	39%	39%	2%	9%	7%	35.5:1	8.0:1	9.7:1

**TABLE #10: COMPARING OVERALL SATISFACTION WITH CUSTOMER SATISFACTION STATEMENTS AMONG SUBSET WHO ACKNOWLEDGED CONTACT --1998-2016**

STATEMENT	VERY SATISFIED				SATISFIED				DISSATISFIED/VERY DISSATISFIED				RATIOS			
	1998	2007	2012	2016 TELE	1998	2007	2012	2016 TELE	1998	2007	2012	2016 TELE	1998	2007	2012	2016 TELE
The courtesy of the person answering the telephone	36%	54%	28%	40%	55%	39%	41%	40%	3%	4%	2%	1%	30.3:1	23.3:1	34.5:1	80.0:1
The promptness by which the employee responded to my email	NA	NA	15%	25%	NA	NA	15%	38%	NA	NA	7%	1%	NA	NA	4.3:1	63.0:1
Directed to the correct department for my concern	33%	42%	29%	39%	53%	51%	52%	40%	8%	5%	5%	2%	10.8:1	18.6:1	16.2:1	39.5:1
Asked adequate questions to determine the nature of the problem	22%	31%	26%	35%	59%	59%	55%	43%	12%	6%	12%	2%	6.8:1	15.0:1	6.8:1	39.0:1
Employee seemed concerned about my problem	22%	34%	26%	29%	59%	57%	54%	47%	12%	8%	15%	4%	5.4:1	11.4:1	5.3:1	19.0:1
If not available, the correct employee returned my call in a reasonable amount of time	17%	21%	17%	25%	36%	41%	28%	33%	10%	8%	12%	4%	5.3:1	7.8:1	3.8:1	14.5:1
The problem was adequately resolved by employee responding	25%	30%	24%	39%	51%	54%	49%	36%	17%	12%	20%	6%	4.5:1	7.0:1	3.7:1	12.5:1
Follow-up from city to ensure my concerns were addressed	8%	18%	9%	20%	28%	39%	34%	34%	26%	18%	26%	8%	1.4:1	3.2:1	1.7:1	6.8:1
The people I worked with showed pride in the work they were doing	20%	28%	23%	29%	60%	58%	56%	42%	15%	8%	15%	2%	5.3:1	10.8:1	5.3:1	35.5:1

**TABLE #11: COMPARING COMBINED SATISFACTION WITH CUSTOMER SATISFACTION STATEMENTS BY SUBSECTOR AND BY METHODOLOGY**

STATEMENT	AREA I (NORTH)			AREA II (WEST)			AREA III (SOUTH)		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
The courtesy of the person answering the telephone	76%	84%	87%	85%	89%	85%	80%	87%	82%
The promptness by which the employee responded to my email	57%	60%	52%	70%	60%	52%	64%	57%	56%
Directed to the correct department for my concern	76%	79%	81%	83%	81%	74%	78%	77%	75%
Asked adequate questions to determine the nature of the problem	76%	75%	74%	82%	83%	73%	77%	78%	72%
Employee seemed concerned about my problem	72%	75%	76%	82%	78%	74%	74%	75%	74%
If not available, the correct employee returned my call in a reasonable amount of time	57%	43%	42%	68%	46%	44%	52%	44%	41%
The problem was adequately resolved by employee responding	69%	72%	71%	82%	73%	66%	74%	73%	70%
Follow-up from city to ensure my concerns were addressed	45%	39%	38%	57%	40%	37%	59%	41%	42%
The people I worked with showed pride in the work they were doing	68%	70%	76%	72%	72%	74%	75%	76%	74%

**TABLE #12: COMPARING SATISFACTION WITH CITY COUNCIL ACTION STATEMENTS BY SUVEY METHOD**

STATEMENT	VERY SATISFIED			SATISFIED			DISSATISFIED/VERY DISSATISFIED			RATIO		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
Working among themselves to promote the community	16%	13%	12%	53%	42%	47%	7%	7%	7%	9.9:1	7.9:1	8.4:1
Encouraging economic growth	24%	18%	16%	52%	50%	53%	11%	11%	10%	6.9:1	6.2:1	6.9:1
Maintaining quality of life	38%	25%	21%	50%	53%	56%	7%	12%	11%	12.6:1	6.5:1	7.0:1
Developing effective planning and zoning regulations	20%	13%	11%	44%	40%	43%	20%	24%	23%	3.2:1	2.2:1	2.3:1
Working to keep taxes reasonable	9%	8%	9%	45%	48%	44%	36%	29%	33%	1.5:1	1.9:1	1.6:1
Planning for the future needs of residents	17%	15%	14%	54%	48%	50%	18%	21%	21%	3.9:1	3.0:1	3.0:1
Managing city funds	13%	10%	10%	50%	42%	40%	11%	16%	18%	5.7:1	3.3:1	2.8:1
Providing an adequate forum for public input	19%	13%	12%	57%	50%	51%	10%	14%	13%	7.6:1	4.5:1	4.8:1

**TABLE #13: COMPARING OVERALL SATISFACTION WITH CITY COUNCIL  
ACTION STATEMENTS --1998-2016**

STATEMENT	VERY SATISFIED				SATISFIED				DISSATISFIED/VERY DISSATISFIED				RATIOS			
	1998	2007	2012	2016 TELE	1998	2007	2012	2016 TELE	1998	2007	2012	2016 TELE	1998	2007	2012	2016 TELE
Working among themselves to promote the community	8%	13%	11%	16%	63%	67%	61%	53%	17%	7%	10%	7%	4.2:1	11.4:1	7.2:1	9.9:1
Encouraging economic growth	16%	18%	15%	24%	58%	61%	53%	52%	16%	12%	16%	11%	4.6:1	6.6:1	4.3:1	6.9:1
Maintaining quality of life	20%	20%	26%	38%	67%	67%	60%	50%	8%	13%	6%	7%	10.9:1	6.7:1	14.3:1	12.6:1
Developing effective planning and zoning regulations	7%	13%	14%	20%	51%	60%	46%	44%	23%	14%	17%	20%	2.5:1	5.2:1	3.5:1	3.2:1
Working to keep taxes reasonable	4%	7%	8%	9%	53%	53%	52%	45%	31%	29%	27%	36%	1.8:1	2.1:1	2.2:1	1.5:1
Planning for the future needs of residents	7%	12%	12%	17%	60%	62%	60%	54%	24%	17%	14%	18%	2.8:1	4.4:1	5.1:1	3.9:1
Managing city funds	4%	11%	11%	13%	53%	61%	53%	50%	22%	10%	13%	11%	2.6:1	7.2:1	4.9:1	5.7:1
Providing an adequate forum for public input	9%	17%	14%	19%	65%	66%	64%	57%	19%	8%	11%	10%	3.9:1	10.4:1	7.1:1	7.6:1

**TABLE #14: COMPARING SATISFACTION WITH COUNCIL ACTIVITY  
STATEMENTS BY SUBSECTOR AND SURVEY METHODOLOGY**

STATEMENT	AREA I (NORTH)			AREA II (WEST)			AREA III (SOUTH)		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
Working among themselves to promote the community	71%	57%	61%	72%	55%	60%	84%	54%	56%
Encouraging economic growth	90%	67%	69%	92%	68%	69%	91%	66%	67%
Maintaining quality of life	86%	80%	86%	89%	79%	76%	89%	77%	76%
Developing effective land use (planning and zoning) regulations	61%	52%	58%	68%	57%	50%	32%	49%	53%
Working to keep taxes low (reasonable)	44%	54%	56%	56%	63%	46%	48%	50%	55%
Planning for the future needs of residents	70%	64%	66%	71%	66%	58%	23%	60%	66%
Managing city funds	51%	51%	53%	69%	54%	47%	36%	56%	51%
Providing an adequate forum for public input into policy	NA	64%	64%	80%	63%	63%	NA	61%	63%

**TABLE #15: OVERALL SATISFACTION WITH HOW CITY COMMUNICATES REGARDING VARIOUS SITUATIONS BY TELEPHONE SAMPLE**

SITUATION	VERY SATISFIED	SATISFIED	DISSATISFIED	VERY DISSATISFIED	NO OPINION	RATIO
General information	25%	65%	7%	0%	2%	12.9:1
Public safety notices	30%	56%	6%	0%	7%	14.3:1
Emergency situations	38%	46%	4%	0%	12%	21.0:1
Special events and activities	33%	58%	6%	0%	3%	15.2:1
Neighborhood and travel-related inconveniences, such as road closures or water shut-offs	17%	60%	15%	3%	6%	4.3:1

**TABLE #16: COMBINED SATISFACTION WITH HOW CITY COMMUNICATES REGARDING VARIOUS SITUATIONS BY SUBSECTOR AND SURVEY METHODOLOGY**

SITUATION	AREA I (NORTH)			AREA II (WEST)			AREA III (SOUTH)		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
General information	90%	88%	90%	92%	93%	84%	91%	86%	88%
Public safety notices	86%	89%	89%	82%	90%	85%	89%	85%	87%
Emergency situations	86%	86%	90%	80%	88%	86%	85%	78%	87%
Special events and activities	94%	84%	86%	90%	85%	81%	89%	82%	81%
Neighborhood and travel-related inconveniences, such as road closures or water shut-offs	80%	70%	73%	63%	74%	68%	83%	67%	64%

**TABLE #17: COMBINED SATISFACTION WITH HOW CITY COMMUNICATES REGARDING VARIOUS SITUATIONS BY SURVEY METHODOLOGY AND AGE OF RESPONDENT**

SITUATION	TELEPHONE SAMPLE			ONLINE SAMPLE			MAIL SAMPLE		
	UNDER 45	46-65	OVER 65	UNDER 45	46-65	OVER 65	UNDER 45	46-65	OVER 65
General information	89%	89%	98%	86%	89%	94%	85%	88%	86%
Public safety notices	84%	86%	89%	84%	89%	94%	79%	91%	85%
Emergency situations	78%	85%	95%	76%	86%	89%	81%	90%	88%
Special events and activities	92%	87%	100%	81%	85%	85%	83%	83%	82%
Neighborhood and travel-related inconveniences, such as road closures or water shut-offs	82%	68%	89%	67%	70%	77%	68%	71%	59%

**TABLE #18: COMPARING OVERALL USEFULNESS OF VARIOUS CITY SOURCES BY SURVEY METHODOLOGY**

STATEMENT	VERY USEFUL			USEFUL			NOT VERY USEFUL/NOT AT ALL USEFUL			RATIOS		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
<i>The City Desk, water bill insert</i>	49%	42%	48%	30%	34%	35%	15%	15%	8%	5.3:1	5.1:1	10.4:1
<i>Message portion of water bill</i>	35%	20%	29%	36%	38%	38%	21%	28%	19%	3.4:1	2.1:1	3.5:1
<i>Cable channel bulletin board</i>	4%	2%	4%	14%	8%	12%	54%	48%	37%	0.3:1	0.2:1	0.4:1
<i>Annual city budget report</i>	16%	6%	9%	31%	23%	28%	32%	30%	23%	1.5:1	1.0:1	1.1:1
<i>City staff</i>	36%	11%	5%	30%	26%	17%	14%	20%	16%	4.7:1	1.9:1	1.4:1
<i>City Council</i>	26%	9%	10%	36%	24%	28%	16%	24%	20%	3.9:1	1.4:1	1.9:1
<i>City web site</i>	54%	35%	33%	31%	43%	41%	5%	9%	8%	17.0:1	8.7:1	9.3:1
<i>City community news cable tv programming</i>	9%	2%	5%	12%	10%	15%	52%	39%	32%	0.4:1	0.3:1	0.6:1
<i>Review the latest city news story</i>	13%	7%	8%	26%	20%	24%	33%	25%	19%	1.2:1	1.1:1	1.7:1
<i>Watch a city video</i>	5%	3%	4%	21%	15%	14%	45%	30%	29%	0.6:1	0.6:1	0.6:1
<i>Coppell Clips - electronic newsletter</i>	24%	26%	20%	24%	26%	27%	26%	14%	13%	1.8:1	3.7:1	3.6:1
<i>Event fliers at city facilities</i>	25%	9%	12%	37%	30%	31%	25%	27%	21%	2.5:1	1.4:1	2.0:1

**TABLE #19: COMPARING OVERALL USEFULNESS OF VARIOUS CITY SOURCES --1996-2016**

STATEMENT	VERY USEFUL				USEFUL				NOT VERY USEFUL/NOT AT ALL USEFUL				RATIOS			
	1996	2007	2012	2016 TELE	1996	2007	2012	2016 TELE	1996	2007	2012	2016 TELE	1996	2007	2012	2016 TELE
<b>The City Desk, water bill insert</b>	15%	39%	49%	49%	51%	45%	38%	30%	26%	11%	9%	15%	2.5:1	7.6:1	9.7:1	5.3:1
<b>Message portion of water bill</b>	8%	20%	28%	35%	39%	48%	36%	36%	43%	24%	25%	21%	1.1:1	2.8:1	2.6:1	3.4:1
<b>Cable channel bulletin board</b>	NA	7%	2%	4%	NA	29%	17%	14%	NA	44%	62%	54%	NA	0.8:1	0.3:1	0.3:1
<b>Annual city budget report</b>	3%	8%	6%	16%	28%	36%	33%	31%	52%	42%	44%	32%	0.6:1	1.0:1	0.9:1	1.5:1
<b>City staff</b>	5%	16%	13%	36%	19%	51%	44%	30%	43%	19%	29%	14%	0.6:1	3.5:1	2.0:1	4.7:1
<b>City Council</b>	6%	17%	11%	26%	37%	52%	42%	36%	39%	20%	30%	16%	1.1:1	3.5:1	1.8:1	3.9:1
<b>City web site</b>	6%	33%	35%	54%	20%	44%	41%	31%	45%	14%	14%	5%	0.6:1	5.5:1	5.4:1	17.0:1
<b>City community news cable tv programming</b>	NA	7%	4%	9%	NA	27%	18%	12%	NA	37%	53%	52%	NA	0.9:1	0.4:1	0.4:1
<b>Review the latest city news story</b>	NA	NA	NA	13%	NA	NA	NA	26%	NA	NA	NA	33%	NA	NA	NA	1.2:1
<b>Watch a city video</b>	NA	NA	NA	5%	NA	NA	NA	21%	NA	NA	NA	45%	NA	NA	NA	0.6:1
<b>Coppell Clips - electronic newsletter</b>	NA	23%	16%	24%	NA	24%	25%	24%	NA	29%	32%	26%	NA	1.6:1	1.3:1	1.8:1
<b>Event fliers at city facilities</b>	NA	NA	8%	25%	NA	NA	50%	37%	NA	NA	31%	25%	NA	NA	2.8:1	2.5:1

**TABLE #20: COMPARING COMBINED USEFULNESS RATINGS OF VARIOUS CITY SOURCES BY SUBSECTOR AND SURVEY METHODOLOGY**

SOURCE	AREA I (NORTH)			AREA II (WEST)			AREA III (SOUTH)		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
<i>The City Desk, water bill insert</i>	77%	76%	85%	81%	78%	83%	79%	75%	81%
Message portion of water bill	70%	59%	68%	73%	57%	66%	68%	56%	65%
Cable channel bulletin board	17%	13%	16%	22%	8%	16%	18%	9%	14%
Annual city budget report	47%	37%	38%	53%	27%	38%	44%	23%	35%
City staff	62%	38%	25%	66%	39%	22%	72%	35%	21%
City Council	61%	33%	37%	61%	34%	42%	64%	28%	36%
City web site	83%	80%	78%	89%	78%	69%	84%	74%	74%
City community news cable tv programming	16%	14%	23%	23%	10%	22%	22%	12%	17%
Review the latest city news story	38%	30%	36%	47%	30%	33%	37%	21%	30%
Watch a city video	24%	21%	21%	34%	21%	17%	22%	13%	17%
Coppell Clips - electronic newsletter	49%	54%	50%	55%	55%	43%	41%	49%	47%
Event fliers at city facilities	57%	42%	50%	64%	36%	40%	64%	35%	39%

**TABLE #21: COMPARING CITY WEBSITE USAGE FOR VARIOUS ACTIVITIES BY SURVEY METHODOLOGY**

ACTIVITY	YES			NO			DON'T REMEMBER		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
Request services or documents from the city	25%	25%	23%	74%	71%	73%	1%	4%	4%
Contacted city staff	39%	31%	9%	61%	67%	82%	0%	3%	8%
Contacted city council members	5%	6%	4%	94%	92%	93%	0%	2%	3%
Registered for a city recreation program	30%	21%	19%	69%	77%	78%	0%	1%	2%
Access the library's online catalog	42%	40%	32%	58%	58%	66%	0%	2%	2%
Read the weekly newsletter, <i>Coppell Clips</i>	29%	37%	22%	70%	61%	65%	1%	2%	3%
Pay a municipal court fee	9%	5%	7%	91%	93%	91%	0%	2%	2%
Pay fees for city services	41%	36%	30%	58%	62%	67%	1%	2%	3%

**TABLE #22: COMPARING CITY WEBSITE USAGE FOR VARIOUS  
ACTIVITIES – 2005 - 2016**

ACTIVITY	YES				NO				DON'T REMEMBER			
	2005	2007	2012	2016 TELE	2005	2007	2012	2016 TELE	2005	2007	2012	2016 TELE
Request services or documents from the city	22%	23%	26%	25%	76%	76%	73%	74%	2%	1%	1%	1%
Contacted city staff	23%	25%	28%	39%	75%	74%	71%	61%	1%	2%	1%	0%
Contacted city council members	5%	6%	7%	5%	95%	94%	93%	94%	1%	1%	0%	0%
Registered for a city recreation program	19%	21%	20%	30%	80%	79%	78%	69%	1%	1%	2%	0%
Access the library's online catalog	NA	NA	NA	42%	NA	NA	NA	58%	NA	NA	NA	0%
Read the weekly newsletter, <i>Coppell Clips</i>	26%	36%	32%	29%	72%	64%	67%	70%	1%	1%	0%	1%
Pay a municipal court fee	4%	4%	9%	9%	95%	95%	90%	91%	1%	1%	2%	0%
Pay fees for city services	10%	14%	28%	41%	88%	84%	72%	58%	2%	2%	1%	1%

**TABLE #23: COMPARING CITY WEBSITE USAGE FOR VARIOUS  
ACTIVITIES BY SUBSECTOR AND SURVEY METHODOLOGY**

ACTIVITY	AREA I (NORTH)			AREA II (WEST)			AREA III (SOUTH)		
	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL	PHONE	ON LINE	MAIL
Request services or documents from the city	24%	30%	22%	26%	20%	24%	26%	24%	24%
Contacted city staff	36%	31%	9%	46%	31%	9%	35%	27%	10%
Contacted city council members	8%	7%	4%	5%	5%	4%	4%	6%	4%
Registered for a city recreation program	31%	23%	19%	30%	20%	23%	30%	19%	17%
Access the library's online catalog	46%	43%	36%	38%	41%	28%	40%	36%	31%
Read the weekly newsletter, <i>Coppell Clips</i>	29%	40%	38%	31%	40%	29%	28%	30%	28%
Pay a municipal court fee	6%	5%	22%	11%	4%	24%	11%	6%	24%
Pay fees for city services	38%	39%	9%	51%	34%	9%	38%	33%	10%