

2018 Town of Addison Citizen Satisfaction Survey

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Findings
Report

Submitted to the Town of Addison, Texas

by:

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2018 Town of Addison Citizen Satisfaction Survey

Executive Summary

Overview and Methodology

During the fall of 2018, ETC Institute administered a citizen survey for the Town of Addison to assess satisfaction with the delivery of major services and to help determine priorities for the community as part of the Town's ongoing planning process. This is the first time ETC Institute has conducted a community survey for Addison.

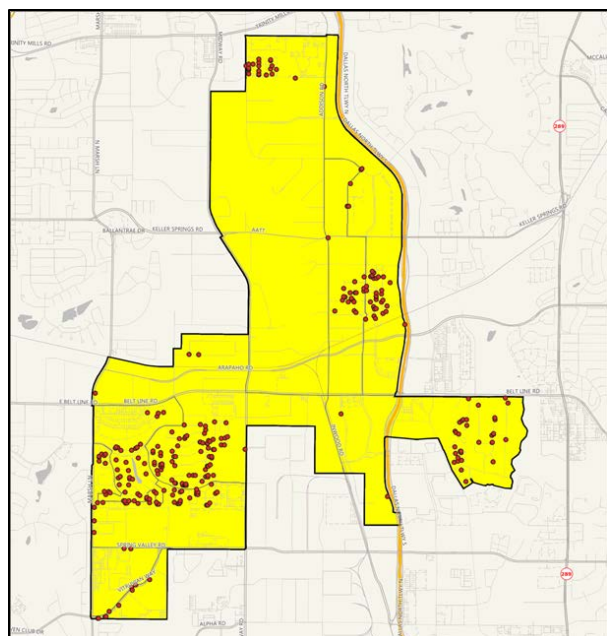
The survey was seven pages long and took approximately 15-20 minutes to complete. It was administered by mail and internet to a random sample of 407 residents. The overall results of the survey have a precision of at least +/- 4.8% at the 95% level of confidence.

This report contains the following:

- an executive summary of the methodology and major findings
- charts showing the overall results of the survey (Section 1)
- benchmarking analysis comparing the Town's results to the Texas regional average and the National average (Section 2)
- Importance-Satisfaction analysis to help the Town use survey data to set priorities (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

Interpretation of "Don't Know" Responses. The percentage of "don't know" responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used Town services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of "don't know" responses often reflect the utilization and awareness of services, the percentage of "don't know" responses has been included in the tabular data in Section 4 of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

In order to better understand how well services are being delivered by the Town, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



The major findings of the survey are summarized below and on the following pages.

Major Findings

Overall Satisfaction with Town Services

- The major categories of Town services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: quality of police, fire, and emergency medical services (94%), quality of Town parks and recreation programs and facilities (90%), customer service received from Town employees (86%), and overall quality of Town water and sewer services (85%).
- Based on the sum of their top three choices, the areas that residents felt should receive the most emphasis from Town leaders over the next two years were: 1) flow of traffic and congestion management, 2) maintenance of Town streets, and 3) quality of police, fire, and emergency medical services.

Perceptions of the Town

- Most residents surveyed (94%) who had an opinion were “very satisfied” or “satisfied” with Addison as a place to live; 93% were satisfied with the overall quality of life in Addison, and 89% were satisfied with the overall image of the Town. No more than 14% of residents who had an opinion were dissatisfied with any of the perception items on the survey.

Town Maintenance

- The maintenance services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: cleanliness of streets and public areas (84%), condition of landscaping along public streets (81%), and condition of neighborhood streets (80%).
- Based on the sum of their top two choices, the maintenance services that residents felt should receive the most emphasis from Town leaders over the next two years were: 1) traffic flow on major Town streets and 2) condition of major Town streets.

Feeling of Safety

- The areas of Town where residents felt safest, based upon the combined percentage of “very safe” and “safe” responses among residents who had an opinion, were: in neighborhoods during the day (96%), overall feeling of safety in the Town (92%), and in commercial and retail areas (84%).

Public Safety

- The public safety services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: quality of fire protection (92%), quality of fire emergency medical services (92%), fire personnel emergency response time (91%), and quality of police protection (90%).
- Based on the sum of their top two choices, the public safety services that residents felt should receive the most emphasis from Town leaders over the next two years were: 1) visibility of police in neighborhoods and 2) quality of police protection.

Code Enforcement

- The code enforcement services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: cleanliness in neighborhoods (80%) and clean-up of debris/litter (75%).

Economic Development

- The economic development services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: availability of dining options (93%), quality of business and service establishments (87%), and availability of lodging options (84%).

Solid Waste Services

- The solid waste services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: quality of residential garbage collection (87%), quality of yard waste and brush collection (82%), and quality of residential curbside recycling services (80%).
- More than three-fourths (76%) of residents surveyed indicated that 48 hours is an adequate amount of time to notify Town staff for bulk pick-up; 5% did not feel it was an adequate amount of time, and 19% did not have an opinion.
- Forty-one percent (41%) of residents indicated they would like an option for a rolling trash bin in addition to their recycling bin; 29% did not want this option, and 31% did not know.

Water Services

- The water services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: quality of Water Services customer service (82%) and quality of drinking water (77%).

Parks and Recreation Services

- The parks and recreation services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: quality of Town parks (91%) quality of maintenance of Town parks (88%), number of Town parks (87%), and ease of registration for programs at the athletic club (85%).

Addison Athletic Club

- When residents were asked how often they or members of their household had used various recreational facilities or participated in activities in Addison during the past 12 months, the items that were used most often were 1) cardio equipment, 2) weight equipment, 3) locker room, 4) locker in locker room, and 5) outdoor pool.

Areas of Funding

- Residents were asked to rate the importance of various areas to focus their tax dollars. The areas that had the highest levels of importance, based upon the combined percentage of “very important” and “important” responses among residents who had an opinion, were: maintaining Town infrastructure (95%), public safety (90%), and transportation systems (89%).

Customer Service

- More than one-third (38%) of residents who provided a response indicated they had called or visited the Town with a question, problem or complaint during the past year. Of those, 80% indicated it was “very easy” or “somewhat easy” to address their issue.

Town Communication

- The communication services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: Town’s efforts to keep residents informed (69%), availability of information on services and programs (68%), and quality of the Town’s website (65%).

Other Findings

- Residents were asked how often they attend various local events. Among those who had an opinion, the events that residents attend most often include: 1) Kaboom Town, 2) Taste Addison, 3) Vitruvian Lights, and 4) Oktoberfest.
- When residents were asked about their primary sources of information regarding Town issues, services, and events, 49% indicated it was by word of mouth; 48% got their information from the Town website, 44% through Town e-mails/press releases, and 38% through the Town newsletter (*multiple responses could be made*).
- Over half (52%) of residents surveyed, who had an opinion, indicated they would support a tax rate increase to replace aging infrastructure.

How Addison Compares to Other Communities

Addison is setting the standard for the delivery of Town services. Addison rated **significantly higher than the Texas average (5% or more above) in 54 of the 56 areas** that were assessed. The areas in which the Town rated at least 25% above the Texas average are listed below:

- Customer service received from Town employees (+44%)
- Value received for tax dollars and fees (+41%)
- Maintenance of Town streets (+36%)
- Condition of landscaping along public streets (+35%)
- Quality of Water Services customer service (+35%)
- Quality of local government services (+32%)
- Clean-up of debris/litter (+32%)
- Availability of information on services and programs (+32%)
- Quality of Town water and sewer services (+31%)
- Quality of Town parks and recreation programs and facilities (+31%)
- Bulky item pick-up/removal services (+31%)
- Quality of the Town's stormwater management system (+30%)
- Opportunities to provide input into decisions (+30%)
- Quality of fire safety education programs (+29%)
- Quality of police protection (+28%)
- Effectiveness of Town communication with the public (+28%)
- Overall quality of life in Addison (+27%)
- Overall appearance of Addison (+27%)
- Overall image of Addison (+27%)
- Condition of neighborhood streets (+27%)
- As a place to work (+26%)
- Quality of maintenance of Town parks (+26%)
- Maintenance of Town buildings and facilities (+25%)
- Enforcement of Town codes and ordinances (+25%)
- Condition of pavement markings on Town streets (+25%)

Addison also rated **significantly higher than the National average (5% or more above) in 54 of the 56 areas** that were assessed. The areas in which the Town rated at least 25% above the National average are listed below:

- Quality of Water Services customer service (+44%)
- Customer service received from Town employees (+41%)
- Value received for tax dollars and fees (+36%)
- Maintenance of Town streets (+33%)
- Clean-up of debris/litter (+32%)
- Condition of neighborhood streets (+32%)
- Quality of local government services (+30%)
- Condition of landscaping along public streets (+29%)
- As a place to work (+29%)
- Effectiveness of Town communication with the public (+28%)
- Quality of Town parks and recreation programs and facilities (+27%)
- Bulky item pick-up/removal services (+25%)
- Overall image of Addison (+25%)

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the Town identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each Town service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Town services over the next two years. If Addison wants to improve its overall satisfaction rating, the Town should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in this report.

Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

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

- Flow of traffic and congestion management in the Town (I-S Rating = 0.2266)
- Overall maintenance of Town streets (I-S Rating = 0.1183)

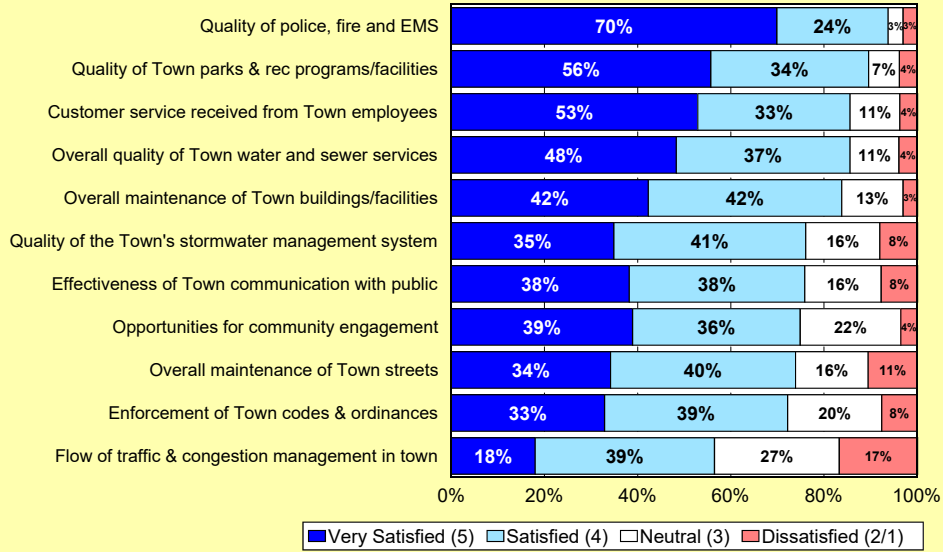
- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each area over the next two years are listed below:
 - **Maintenance:** traffic flow on major Town streets
 - **Public Safety:** none of the public safety services were selected as a “high priority” for improvement

Section 1

Charts and Graphs

Q1. Overall Satisfaction with Town Services by Major Category

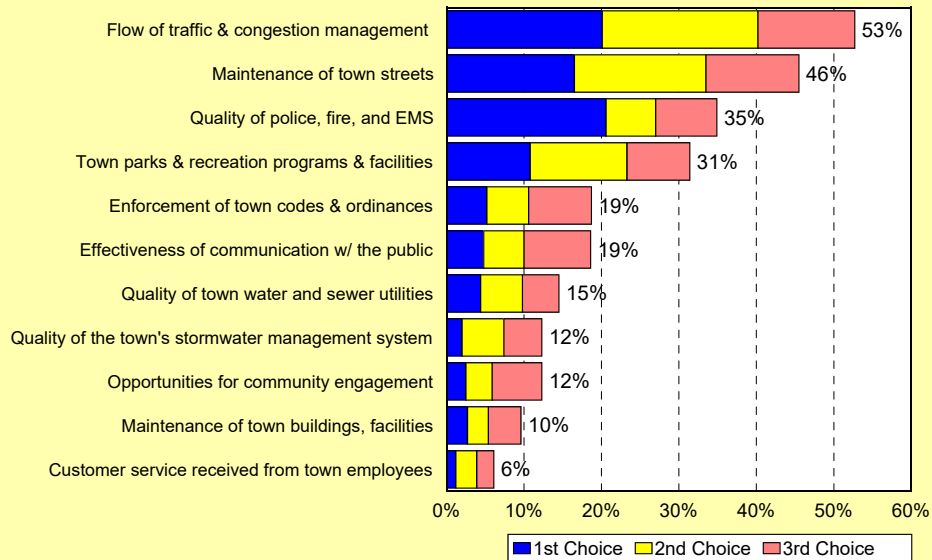
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

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

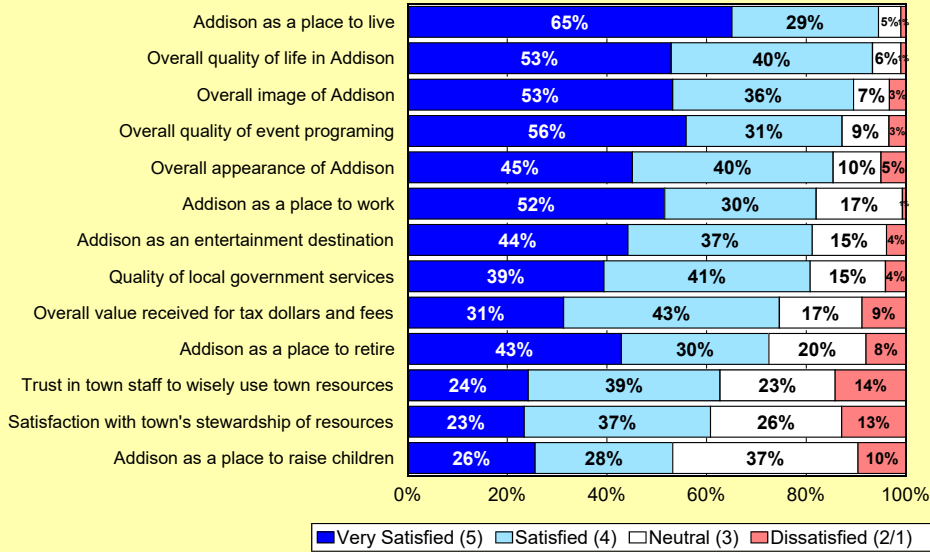
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2018)

Q3. Satisfaction with Items That Influence Perceptions of the Town

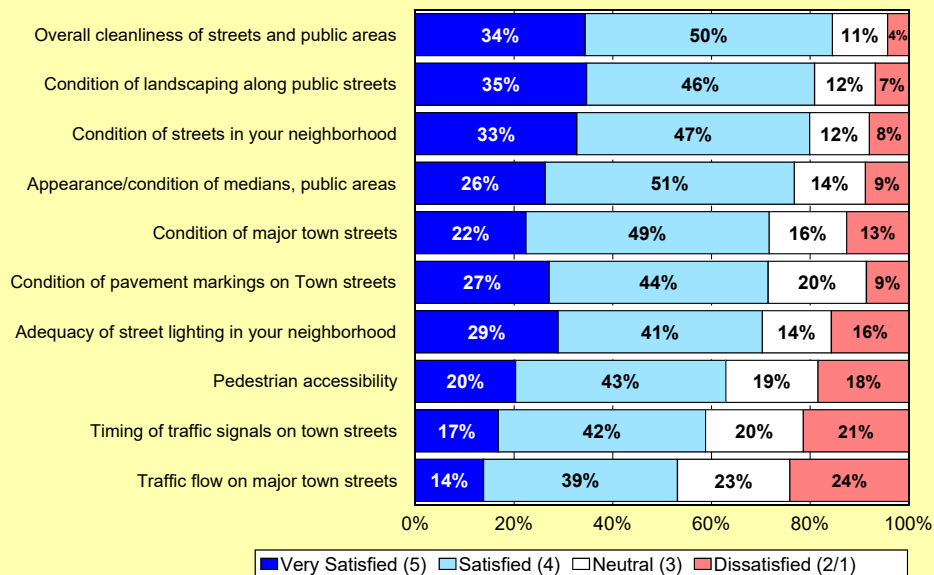
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q4. Satisfaction with Maintenance

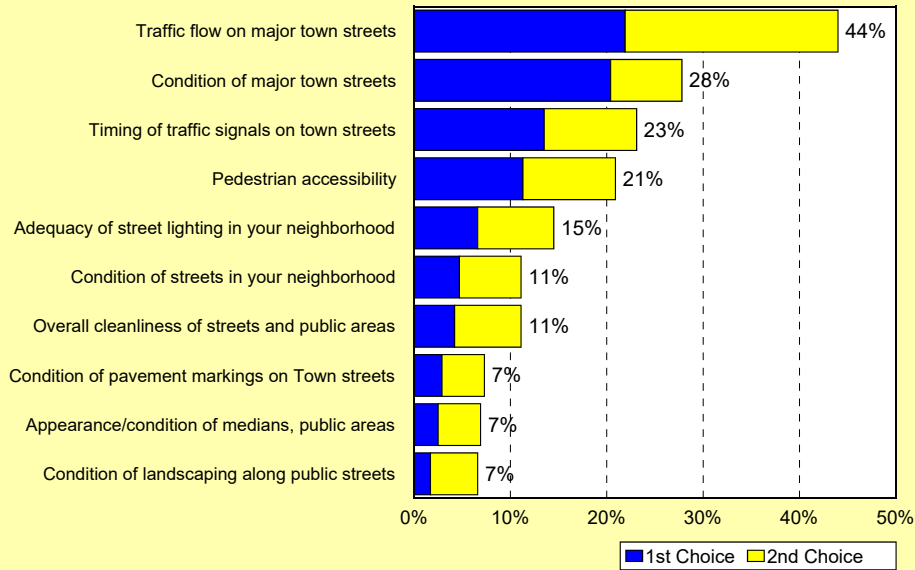
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

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

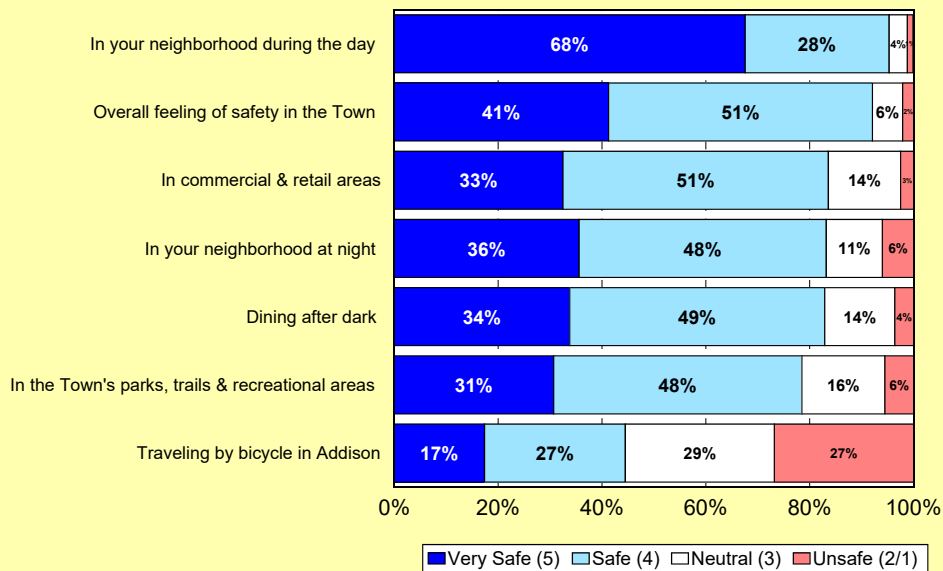
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2018)

Q6. Feeling of Safety in Various Situations

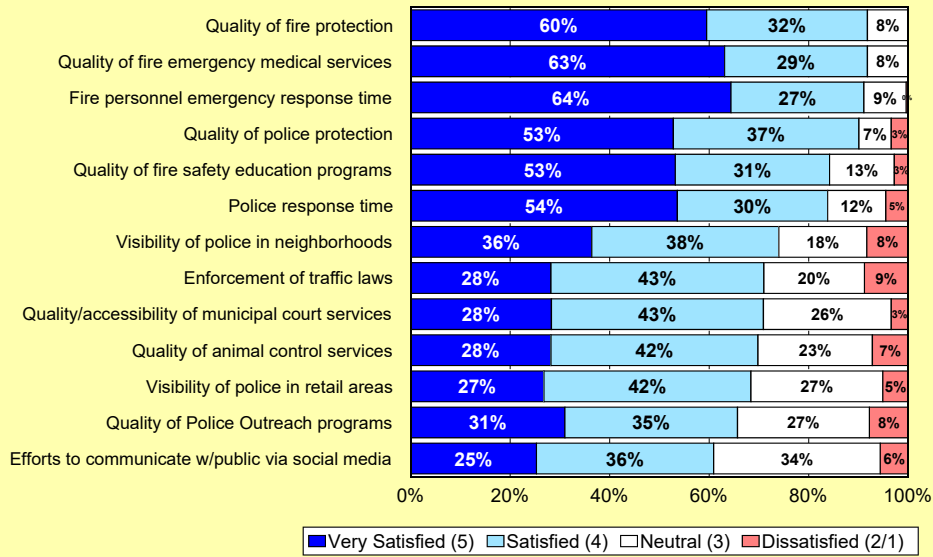
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q7. Satisfaction with Public Safety Services

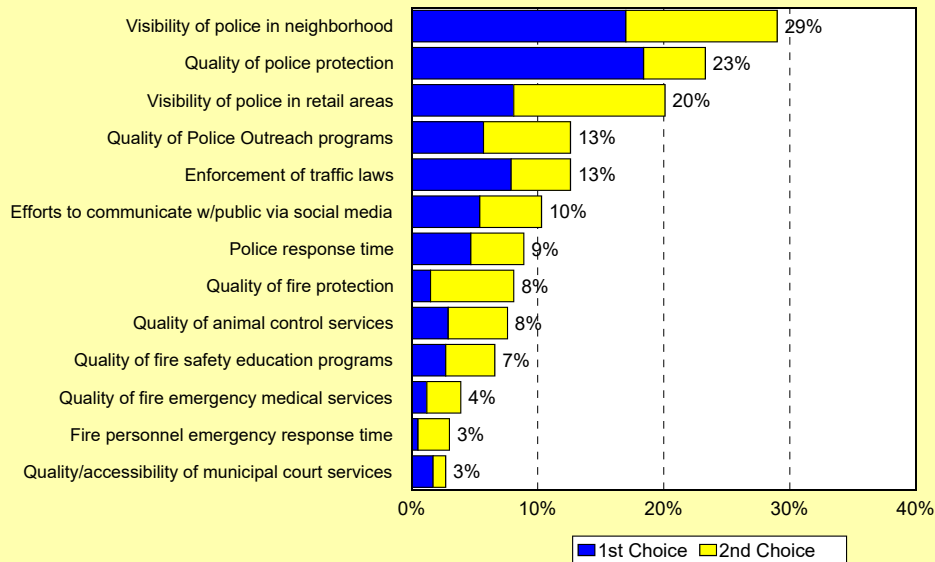
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q8. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

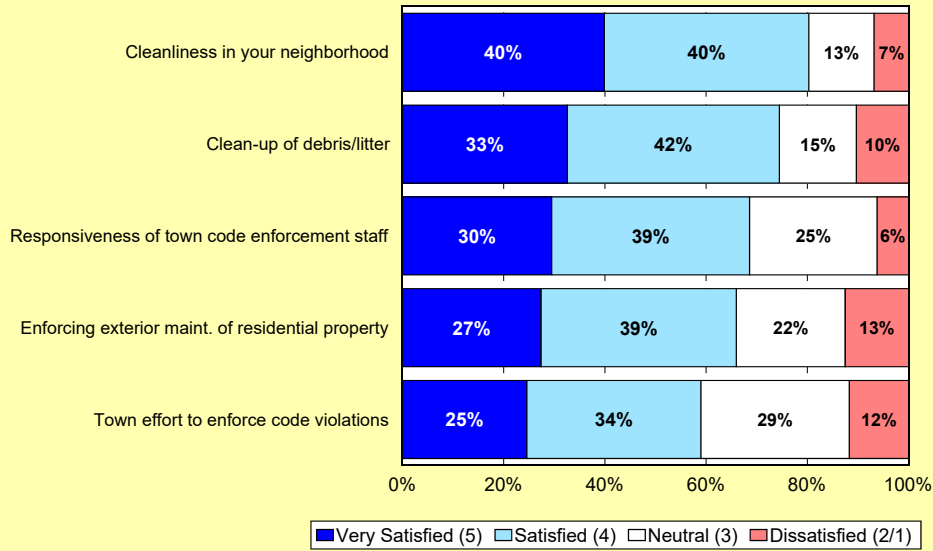
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2018)

Q9. Satisfaction with Code Enforcement

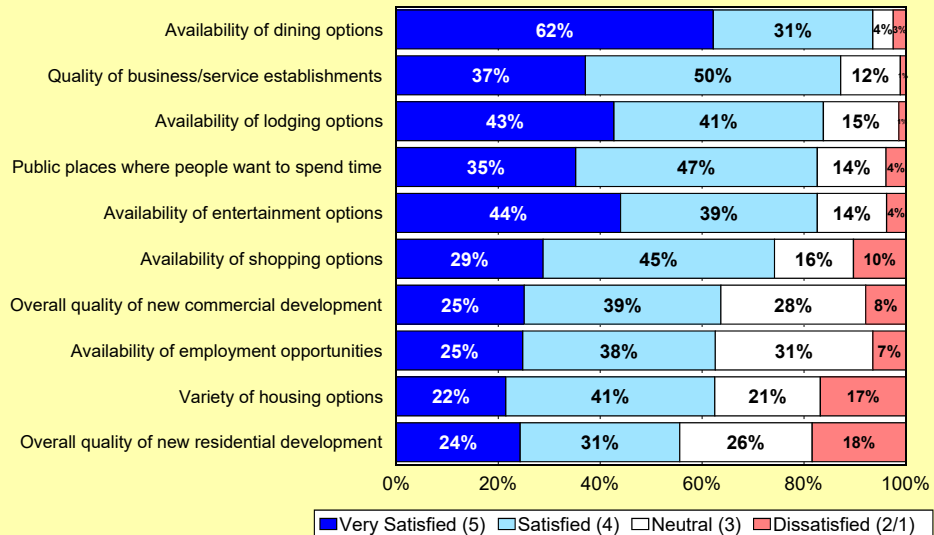
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q10. Satisfaction with Economic Development Services

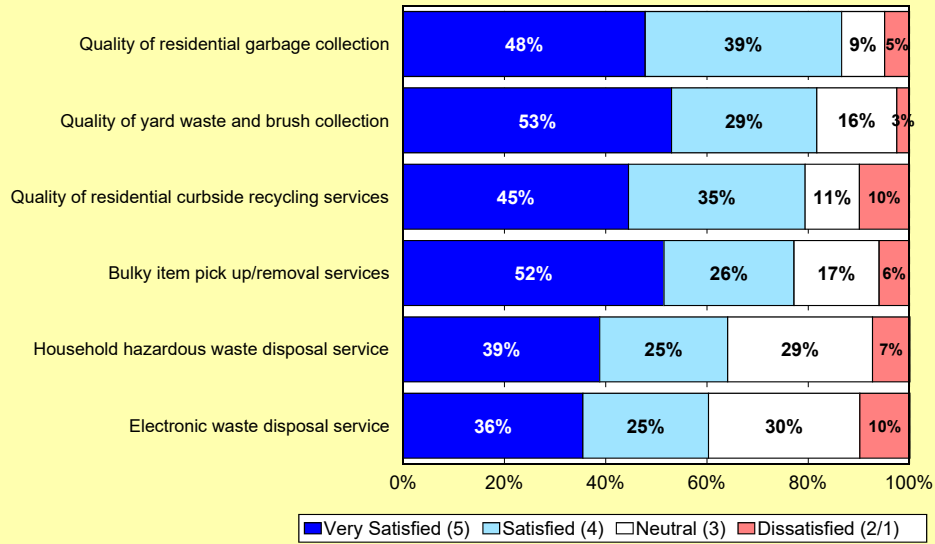
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q11. Satisfaction with Solid Waste Services

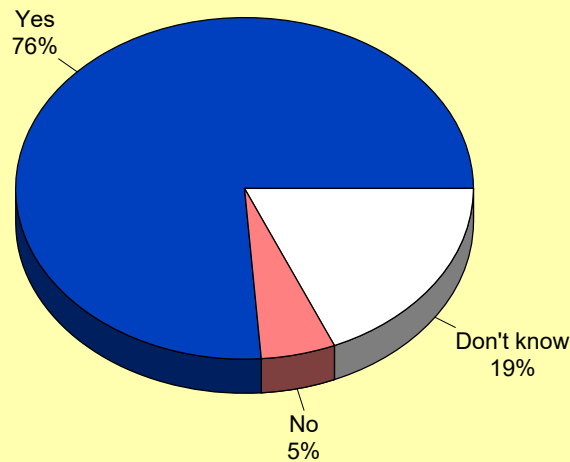
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q12. Is 48 hours an adequate amount of time to notify Town staff for bulk pick-up?

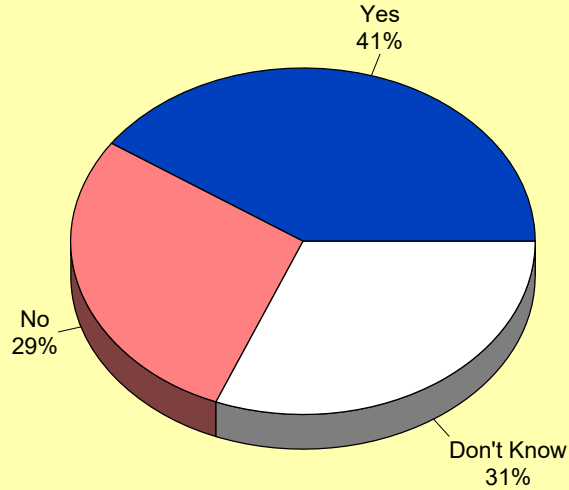
by percentage of respondents



Source: ETC Institute (2018)

Q13. Would you like an option for a rolling trash bin in addition to your recycling bin?

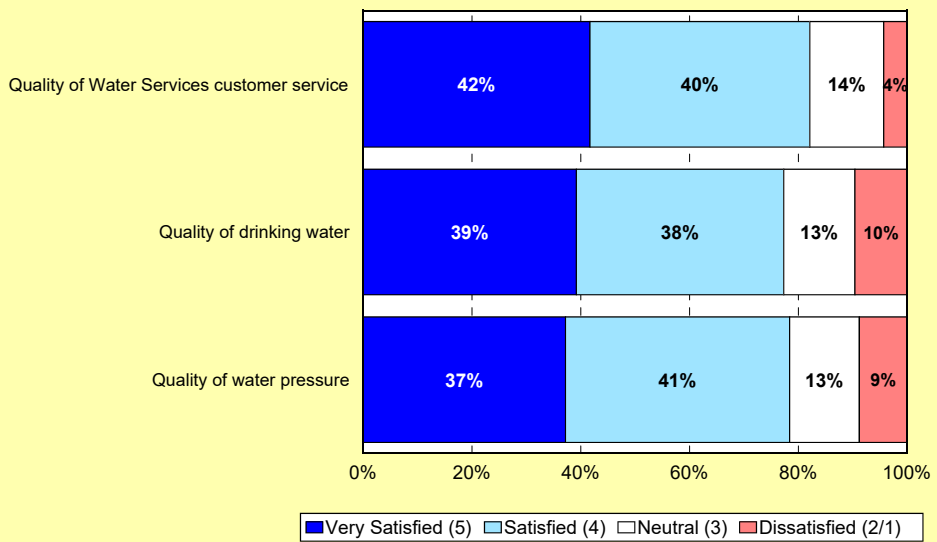
by percentage of respondents



Source: ETC Institute (2018)

Q14. Satisfaction Water Services

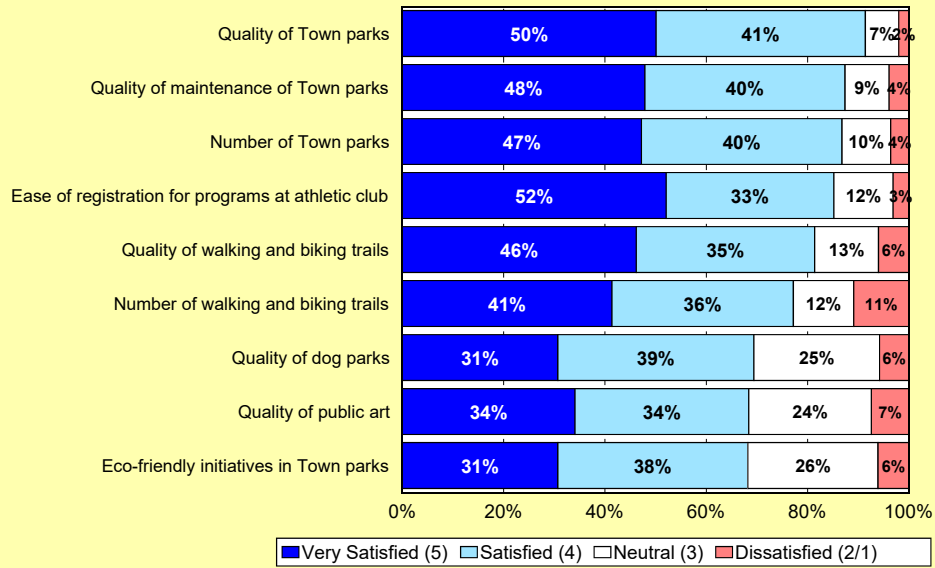
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q15. Satisfaction with Parks and Recreation Services

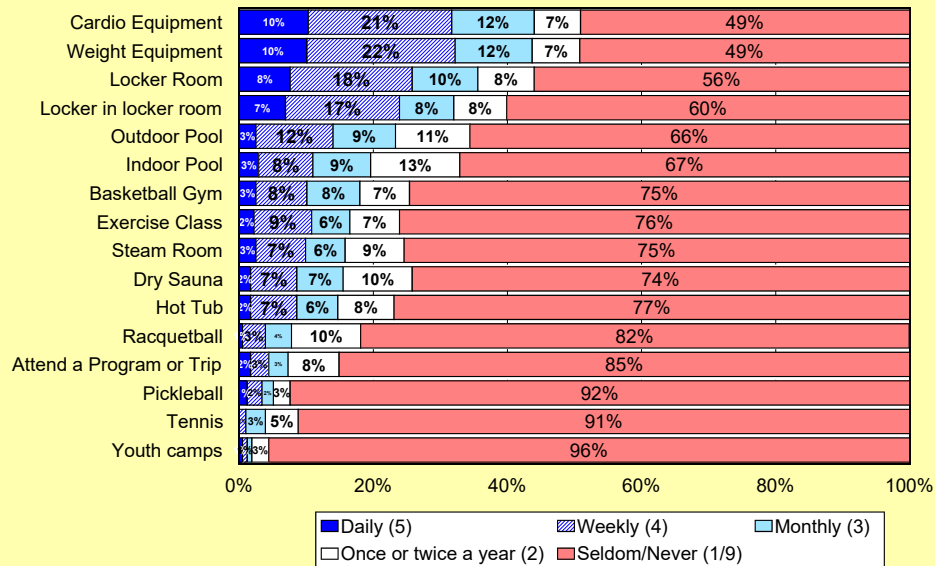
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



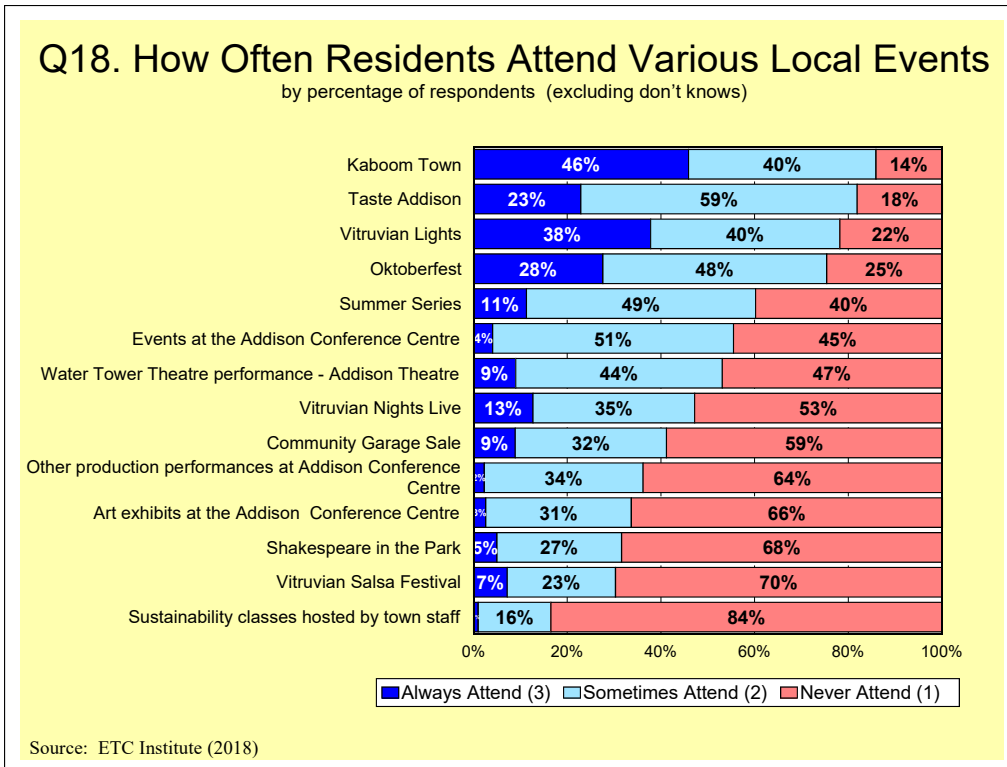
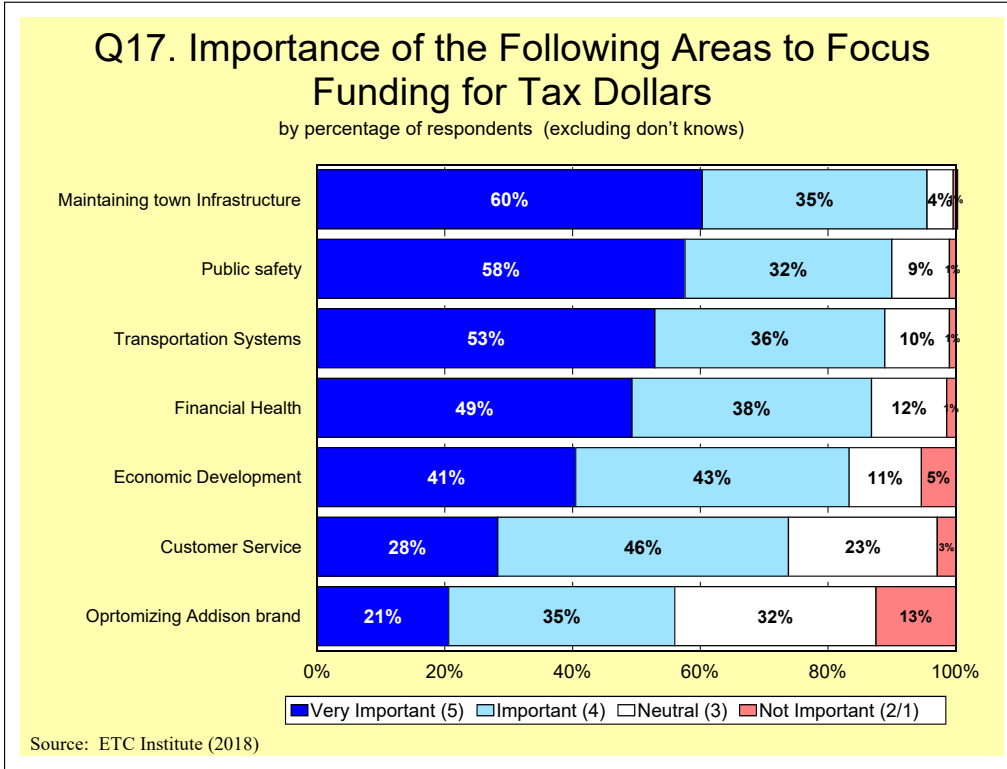
Source: ETC Institute (2018)

Q16. Use of Addison Athletic Club

by percentage of respondents

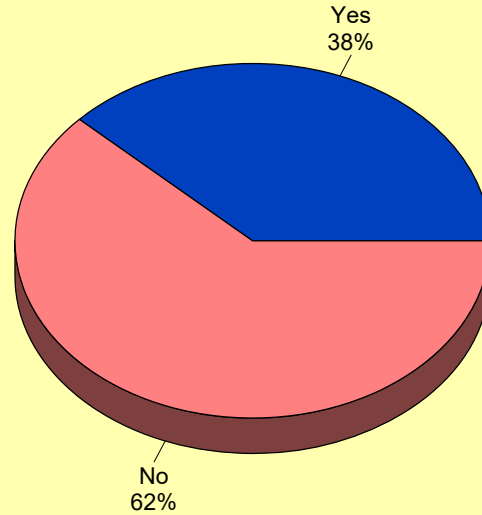


Source: ETC Institute (2018)



Q19. Have you called or visited the Town with a question, problem or complaint during the past year?

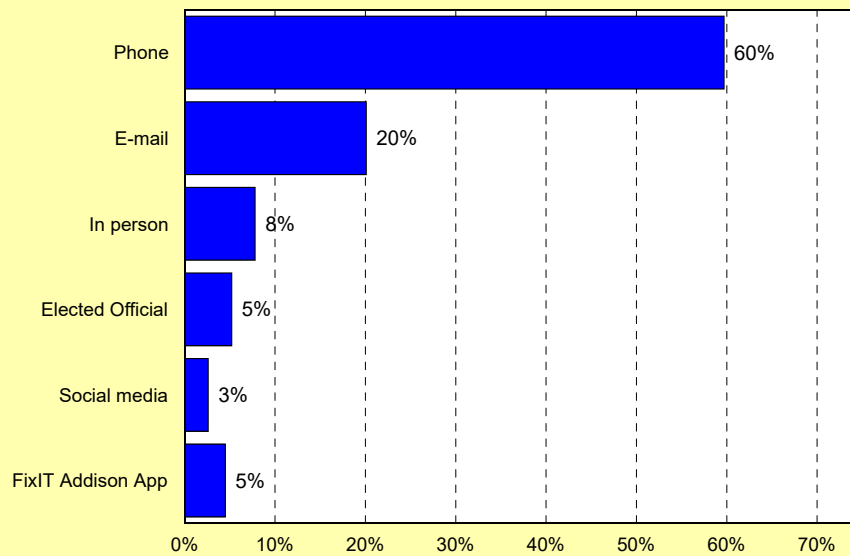
by percentage of respondents (without "not provided")



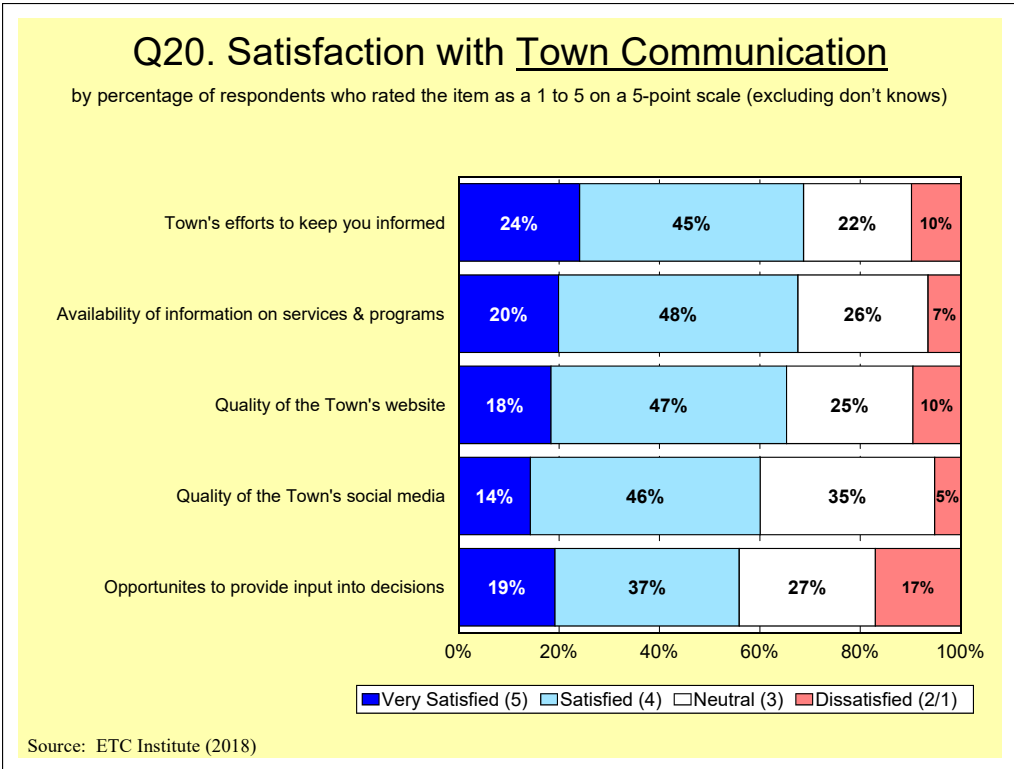
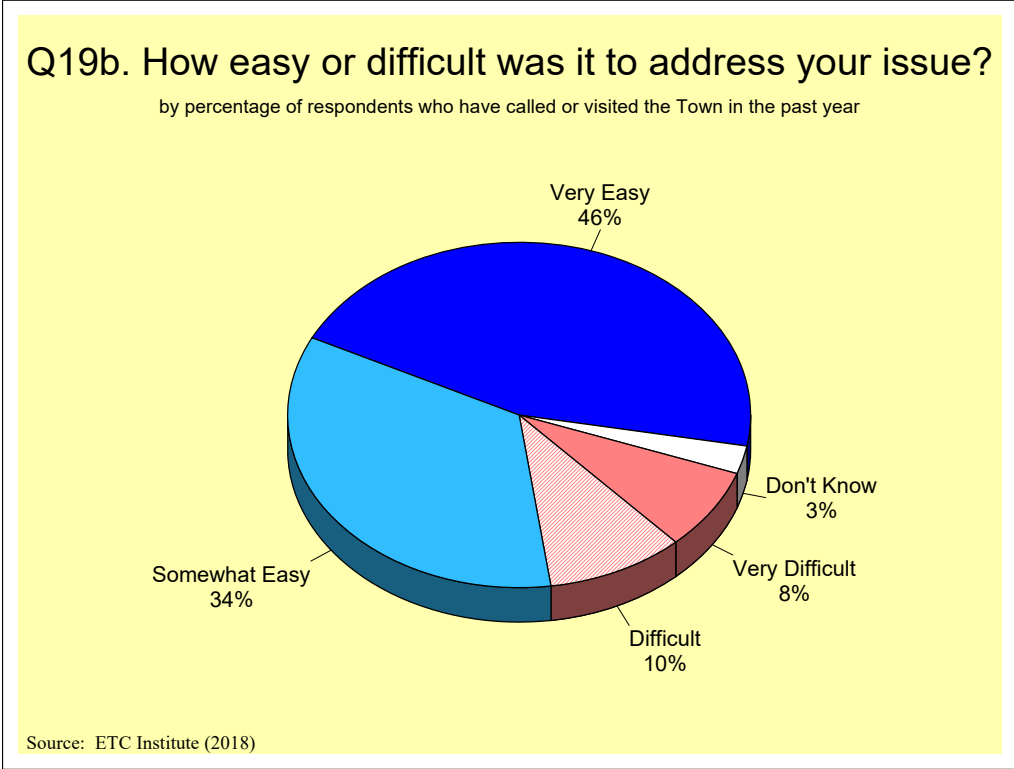
Source: ETC Institute (2018)

Q19a. How did you contact the Town?

by percentage of respondents who have called or visited the Town in the past year
(multiple choices could be made)

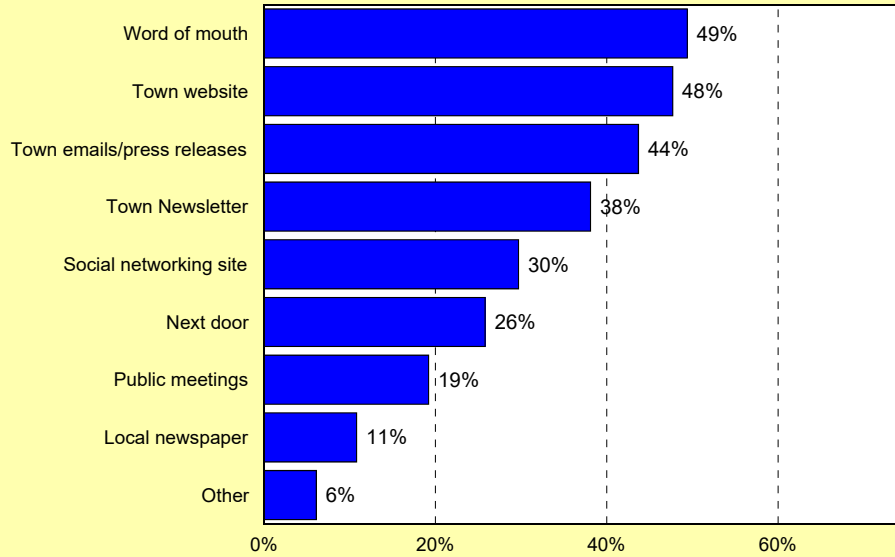


Source: ETC Institute (2018)



Q21. Which of the following are your primary sources of information about Town's issues, services, and events?

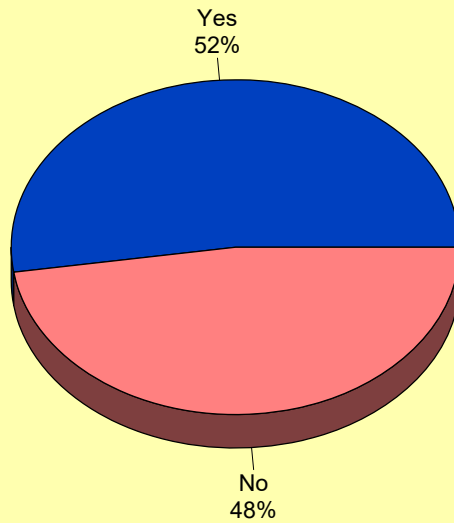
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

Q22. Would you support a tax rate increase to replace aging infrastructure?

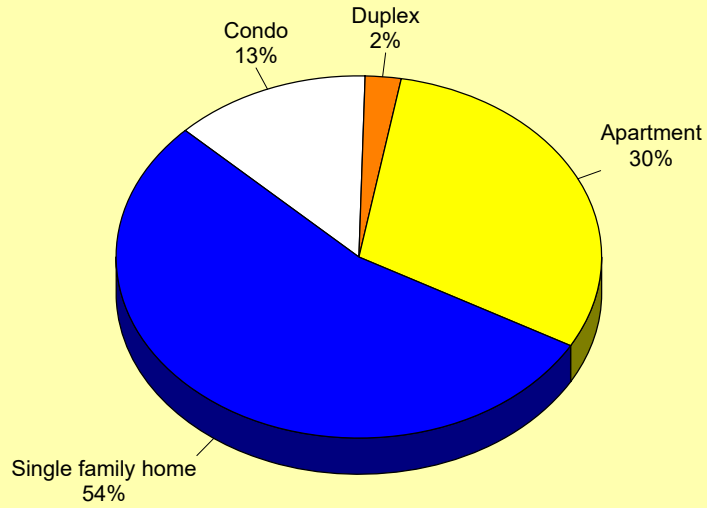
by percentage of respondents (without "not provided")



Source: ETC Institute (2018)

Q23. Which of the following best describes where you reside?

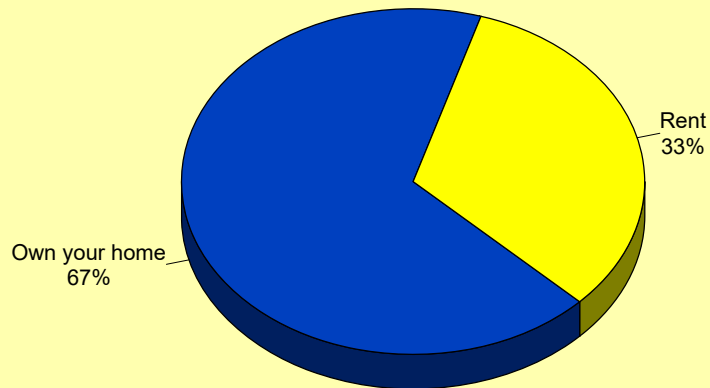
by percentage of respondents (without "not provided")



Source: ETC Institute (2018)

Q24. Which of the following best describes your housing situation?

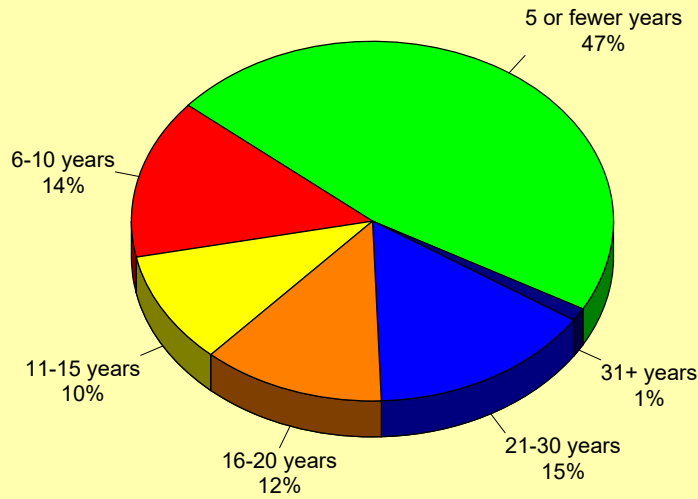
by percentage of respondents (without "not provided")



Source: ETC Institute (2018)

Q25. Demographics: How many years have you lived in Addison?

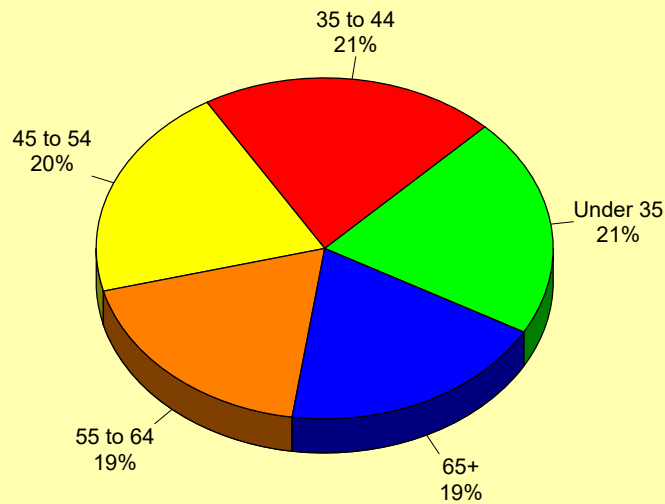
by percentage of respondents (without "not provided")



Source: ETC Institute (2018)

Q26. Demographics: What is your age?

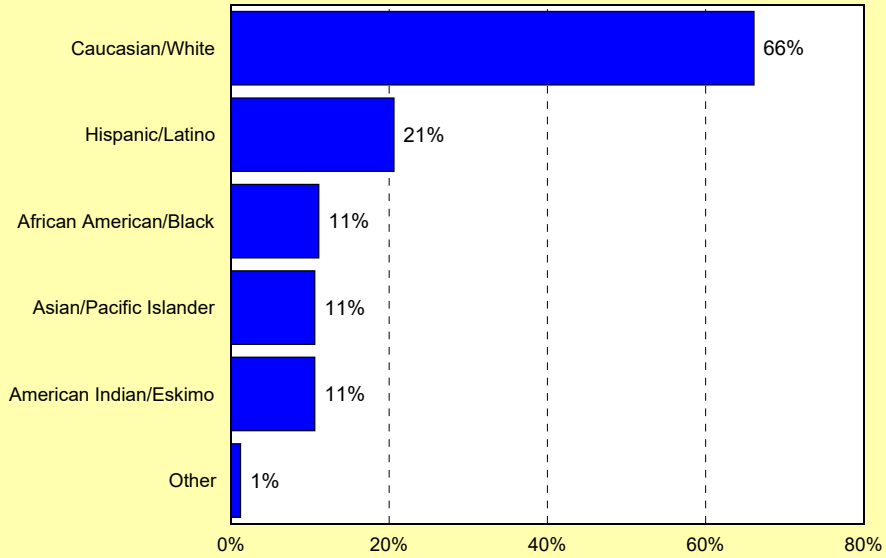
by percentage of respondents (without "not provided")



Source: ETC Institute (2018)

Q27. Demographics: Which of the following best describes your race/ethnicity?

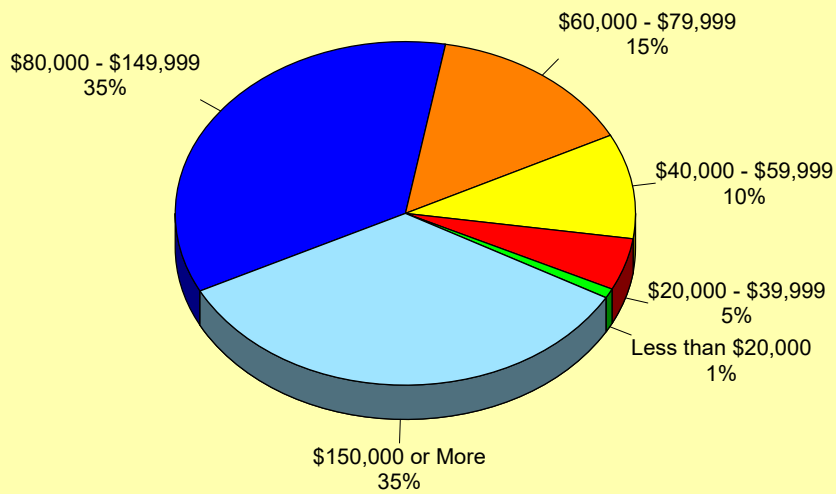
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

Q28. Demographics: Which of the following best describes your household income?

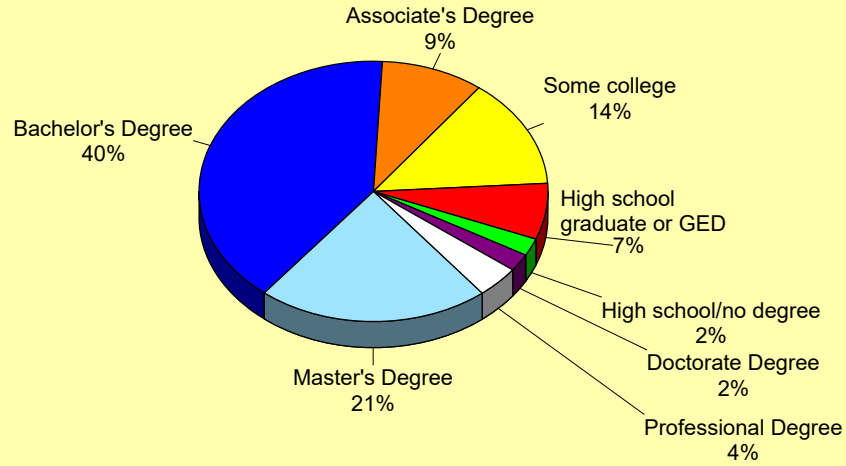
by percentage of respondents (without "not provided")



Source: ETC Institute (2018)

Q29. Demographics: Please indicate your level of education

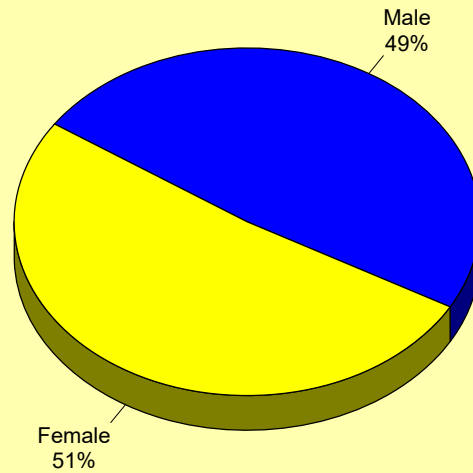
by percentage of respondents (without "not provided")



Source: ETC Institute (2018)

Q30. Demographics: Gender

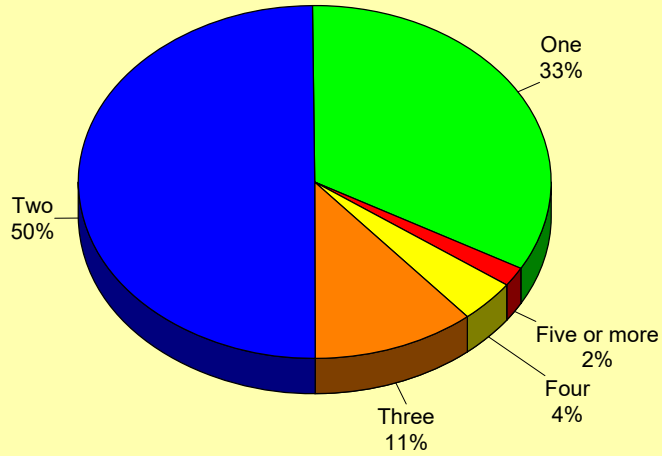
by percentage of respondents (without "not provided")



Source: ETC Institute (2018)

Q31. Demographics: How many people are in your household?

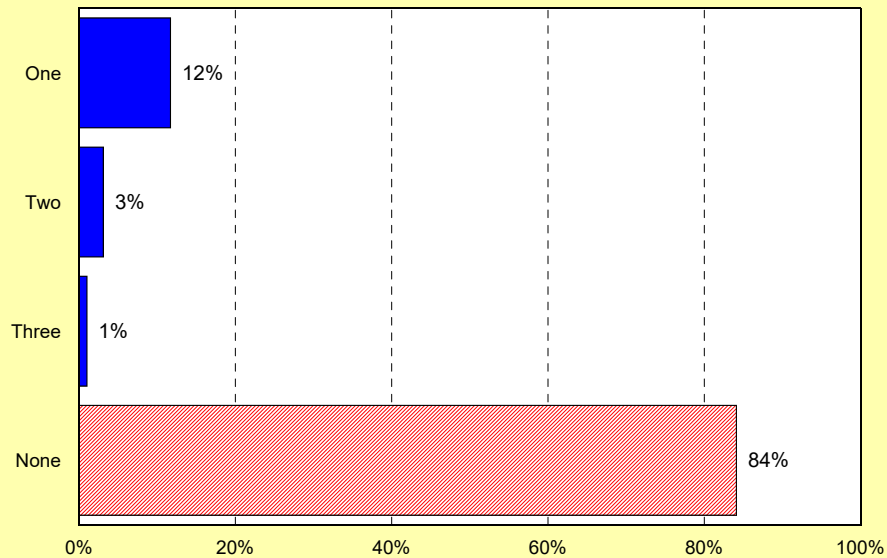
by percentage of respondents (without "not provided")



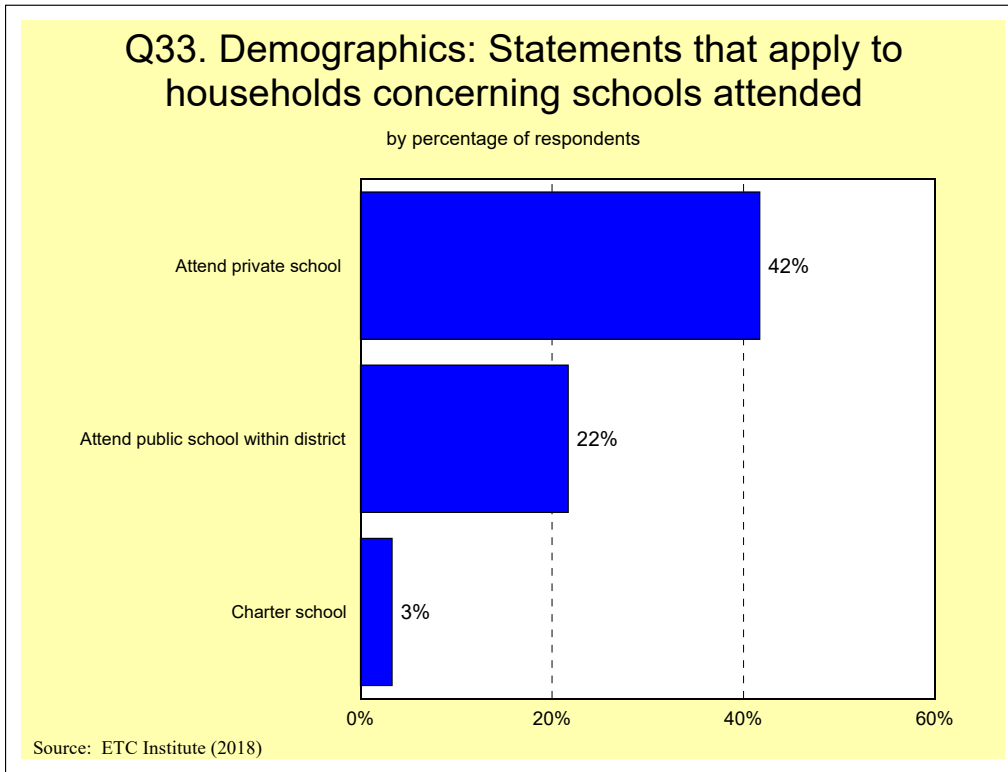
Source: ETC Institute (2018)

Q32. Demographics: How many of the people in your household are under 18?

by percentage of respondents (without "not provided")



Source: ETC Institute (2018)



Section 2

Benchmarking Analysis



Benchmarking Summary Report

Addison, Texas

Overview

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

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2018 to a random sample of over 4,000 residents living across the United States, and (2) a regional survey administered to 343 residents living in the state of Texas during the summer of 2018.

Interpreting the Charts

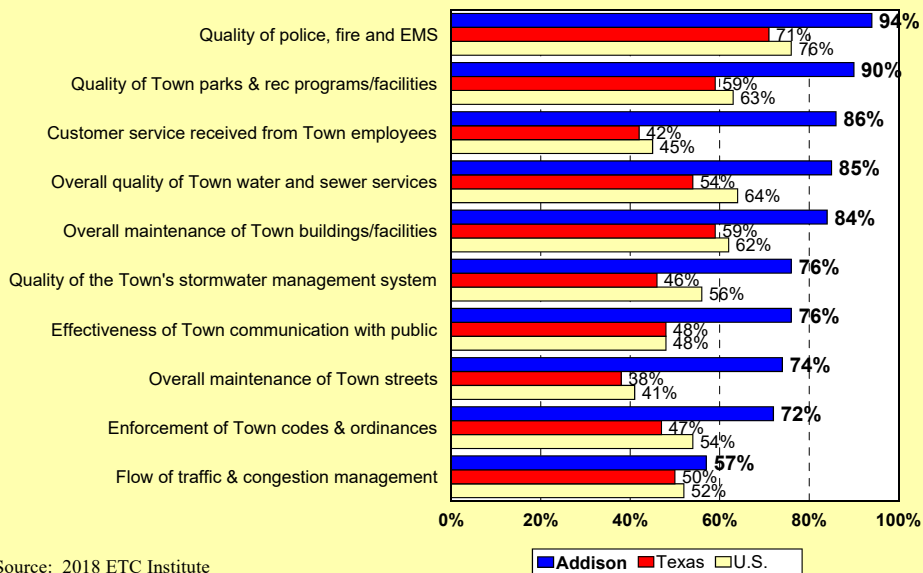
The charts on the following pages show how the overall results for Addison compare to the United States national and regional averages based on the results of the 2018 survey that was administered by ETC Institute to a random sample of over 4,000 residents across the United States, and the regional survey administered to 343 residents living in the state of Texas. The Town of Addison's results are shown in blue, the Texas averages are shown in red, and the national averages are shown in yellow in the charts on the following pages.

National Benchmarks

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

Overall Satisfaction with Major Town Services Addison vs. Texas vs. the U.S.

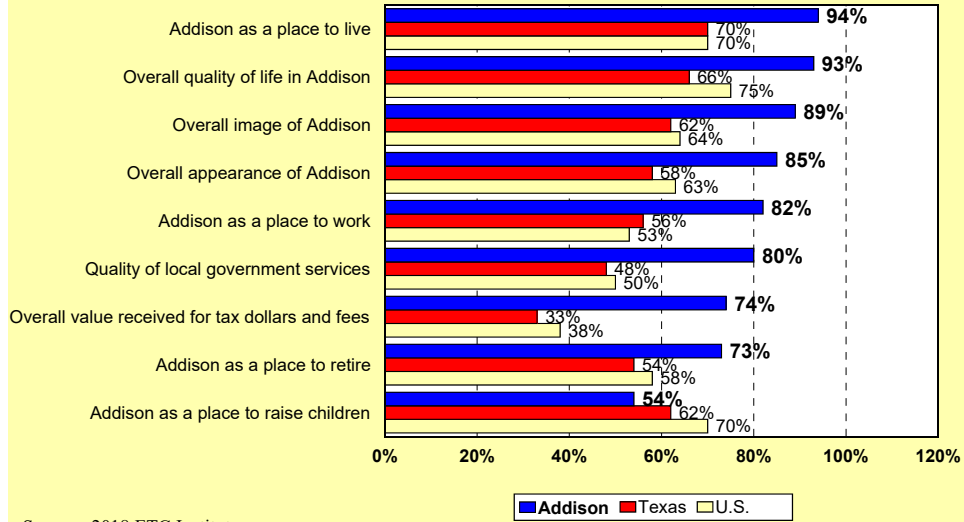
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Issues that Influence Perceptions of the Town

Addison vs. Texas vs. the U.S.

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

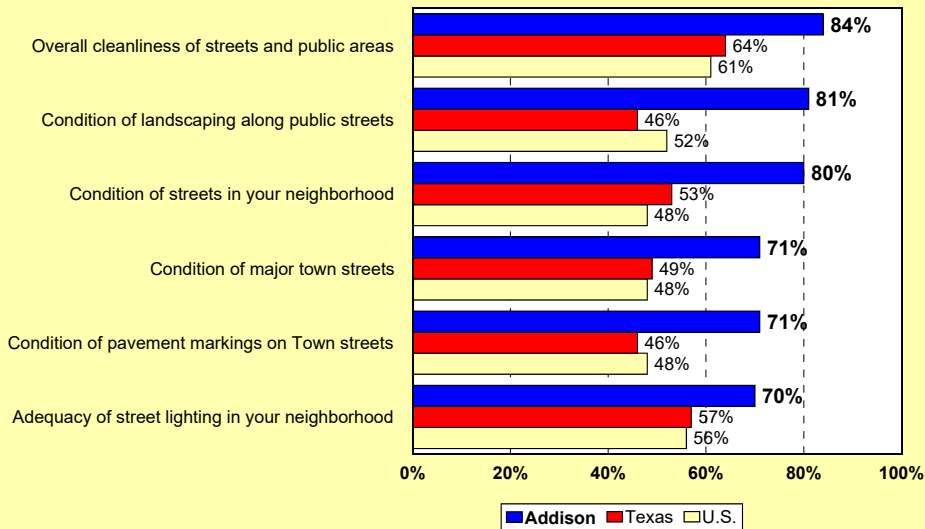


Source: 2018 ETC Institute

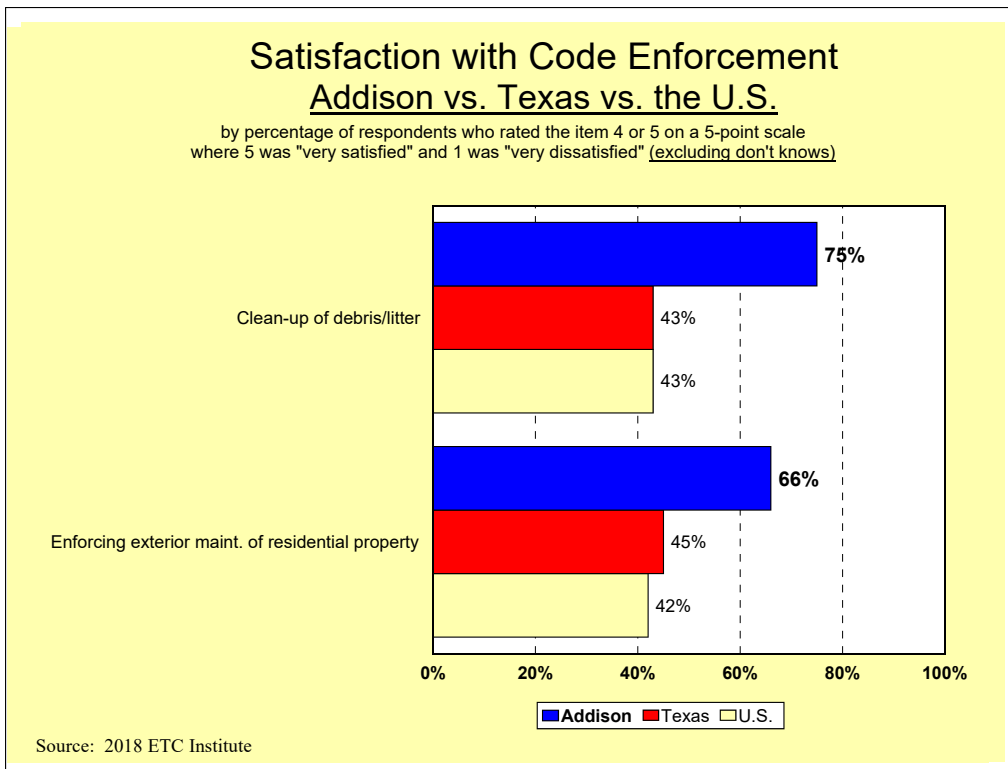
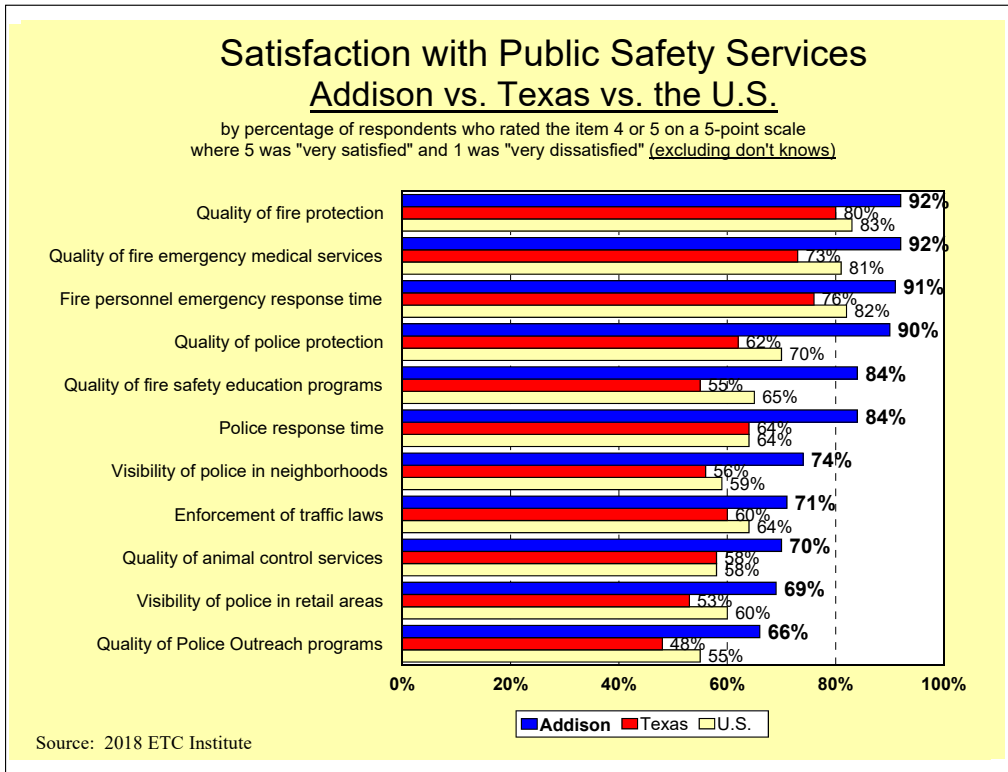
Satisfaction with Maintenance of the Town

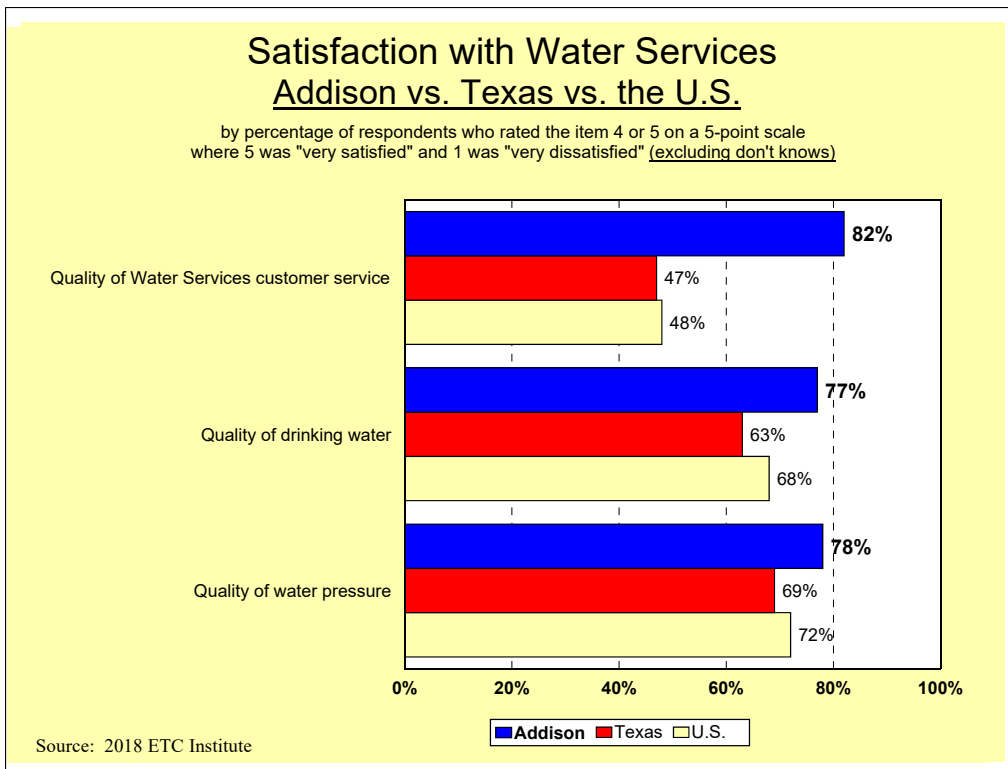
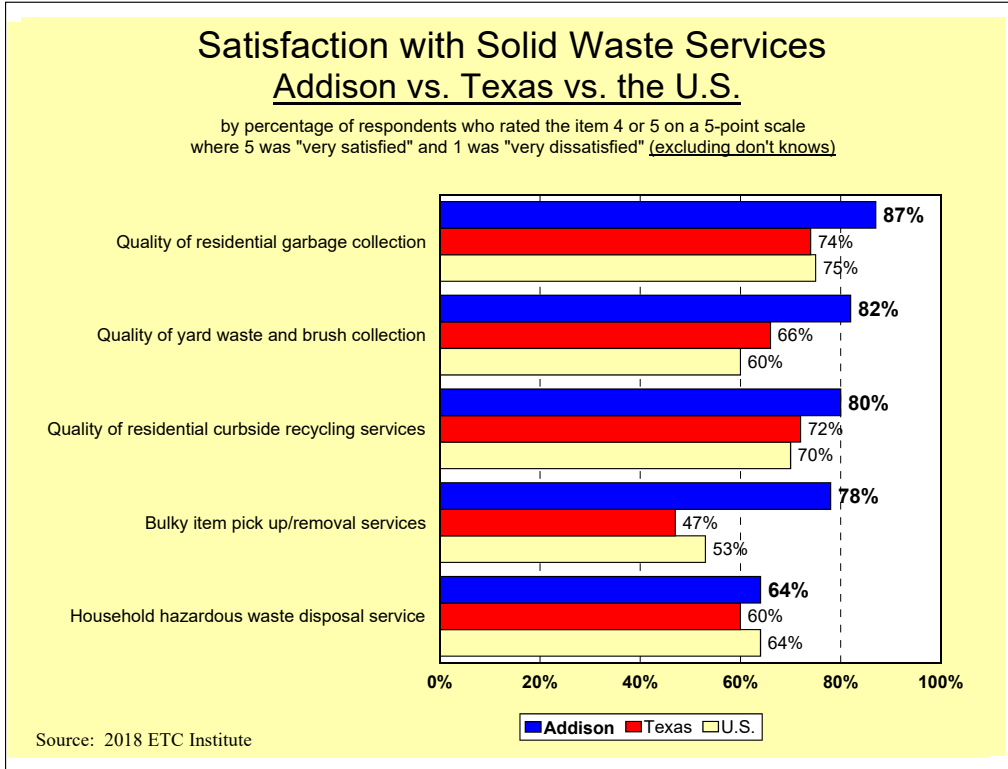
Addison vs. Texas vs. the U.S.

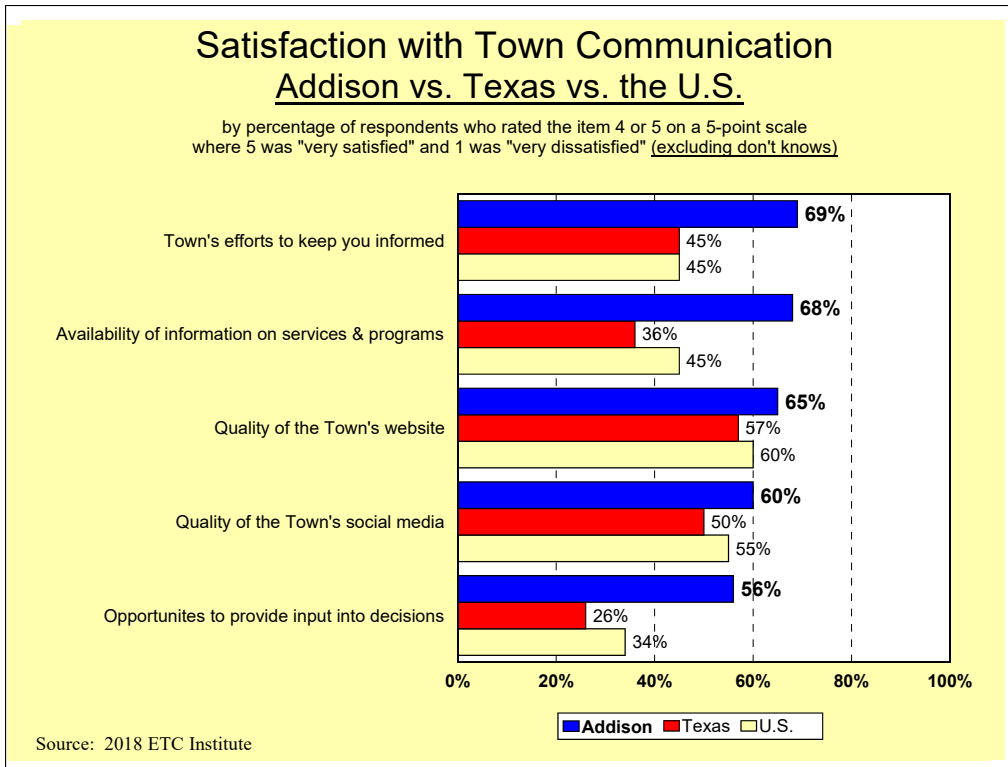
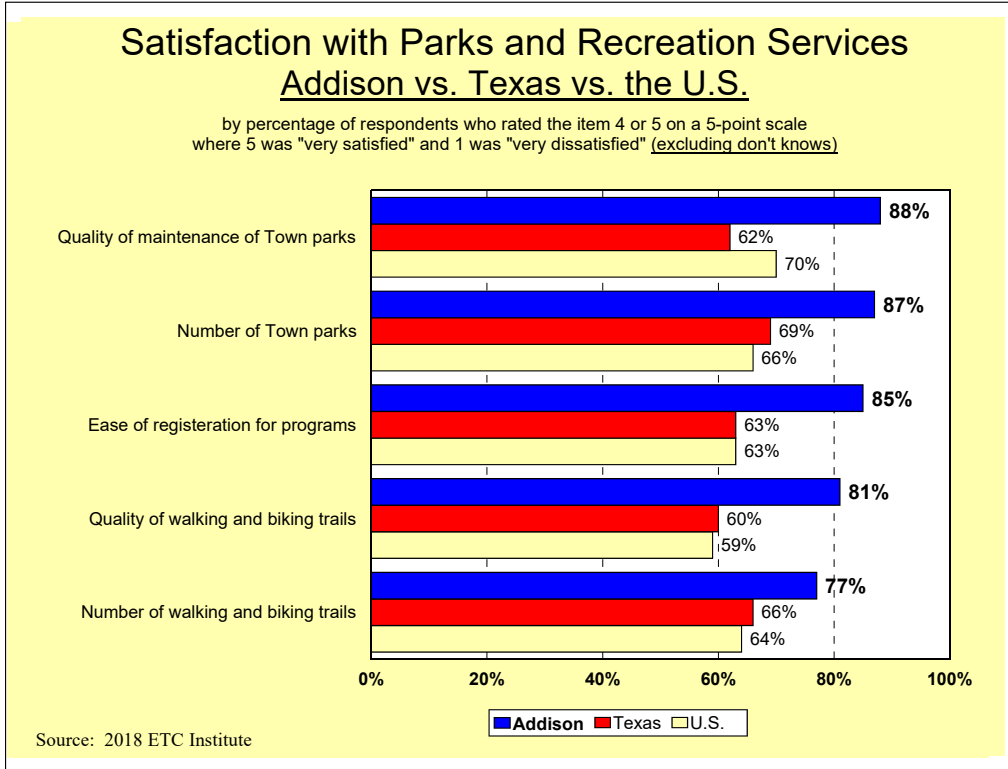
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute







Section 3

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

Addison, Texas

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of Town services they thought should receive the most emphasis over the next two years. Approximately fifty-three percent (52.7%) selected *the flow of traffic and congestion management* as one of the most important services for the Town to provide.

With regard to satisfaction, 57% of the residents surveyed rated Addison's overall performance of *flow of traffic and congestion management* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied) excluding "don't know" responses. The I-S rating for *the flow of traffic and congestion management* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 52.7% was multiplied by 43% (1-0.57). This calculation yielded an I-S rating of 0.2266, which was ranked first out of eleven major service categories.



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

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

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

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Addison are provided on the following pages.

Importance-Satisfaction Rating Town of Addison Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow of traffic & congestion management in town	53%	1	57%	11	0.2266	1
<u>High Priority (IS .10-.20)</u>						
Overall maintenance of Town streets	46%	2	74%	9	0.1183	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of Town codes & ordinances	19%	5	72%	10	0.0524	3
Effectiveness of Town communication with public	19%	6	76%	7	0.0446	4
Quality of Town parks & rec programs/facilities	31%	4	90%	2	0.0314	5
Opportunities for community engagement	12%	9	75%	8	0.0308	6
Quality of the Town's stormwater management system	12%	8	76%	6	0.0295	7
Overall quality of Town water and sewer services	15%	7	85%	4	0.0218	8
Quality of police, fire and EMS	35%	3	94%	1	0.0209	9
Overall maintenance of Town buildings/facilities	10%	10	84%	5	0.0154	10
Quality of customer service received from Town employees	6%	11	86%	3	0.0085	11

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating Town of Addison Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Traffic flow on major town streets	44%	1	53%	10	0.2068	1
Medium Priority (IS <.10)						
Timing of traffic signals on town streets	23%	3	59%	9	0.0947	2
Condition of major town streets	28%	2	71%	5	0.0806	3
Pedestrian accessibility	21%	4	63%	8	0.0773	4
Adequacy of street lighting in your neighborhood	15%	5	70%	7	0.0435	5
Condition of streets in your neighborhood	11%	7	80%	3	0.0222	6
Condition of pavement markings on Town streets	7%	8	71%	6	0.0212	7
Overall cleanliness of streets and public areas	11%	6	84%	1	0.0178	8
Appearance/condition of medians, public areas	7%	9	77%	4	0.0159	9
Condition of landscaping along public streets	7%	10	81%	2	0.0125	10

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating Town of Addison Police, Fire, and Emergency Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Visibility of police in neighborhood	29%	1	74%	7	0.0754	1
Visibility of police in retail areas	20%	3	69%	11	0.0623	2
Quality of Police Outreach programs	13%	4	66%	12	0.0428	3
Efforts to communicate w/public via social media	10%	6	61%	13	0.0402	4
Enforcement of traffic laws	13%	5	71%	8	0.0365	5
Quality of police protection	23%	2	90%	4	0.0233	6
Quality of animal control services	8%	9	70%	10	0.0228	7
Police response time	9%	7	84%	6	0.0142	8
Quality of fire safety education programs	7%	10	84%	5	0.0106	9
Quality/accessibility of municipal court services	3%	13	71%	9	0.0078	10
Quality of fire protection	8%	8	92%	1	0.0065	11
Quality of fire emergency medical services	4%	11	92%	2	0.0031	12
Fire personnel emergency response time	3%	12	91%	3	0.0027	13

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

Most Important %:

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

Satisfaction %:

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

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Section 4

Tabular Data

Q1. Town Services. Please rate your overall satisfaction with each of the following major categories of services provided by Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police, fire, & emergency medical services	63.9%	21.9%	2.9%	2.0%	0.7%	8.6%
Q1-2. Overall quality of town parks & recreation programs & facilities	54.1%	32.9%	6.4%	2.5%	1.2%	2.9%
Q1-3. Overall maintenance of Town streets	33.9%	39.3%	15.5%	7.9%	2.5%	1.0%
Q1-4. Overall maintenance of Town buildings & facilities	38.6%	37.8%	12.0%	2.5%	0.2%	8.8%
Q1-5. Overall quality of Town water & sewer services	46.4%	35.9%	10.1%	2.9%	0.7%	3.9%
Q1-6. Overall enforcement of Town codes & ordinances	28.7%	34.4%	17.7%	4.9%	1.7%	12.5%
Q1-7. Overall quality of customer service you receive from Town employees	45.0%	27.8%	9.1%	2.2%	1.0%	15.0%
Q1-8. Overall effectiveness of Town communication with the public	36.1%	35.6%	15.5%	5.2%	2.2%	5.4%
Q1-9. Overall quality of Town's storm water runoff/storm water management system	29.7%	35.1%	13.5%	6.1%	0.7%	14.7%
Q1-10. Overall flow of traffic & congestion management in Town	17.4%	37.3%	26.0%	12.3%	3.9%	2.9%
Q1-11. Opportunities for community engagement through volunteer programs (e.g. Advocates, Addison Citizens Assisting Police, special events, park projects)	30.5%	28.3%	17.0%	1.7%	1.0%	21.6%

WITHOUT DON'T KNOW

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police, fire, & emergency medical services	69.9%	23.9%	3.2%	2.2%	0.8%
Q1-2. Overall quality of town parks & recreation programs & facilities	55.7%	33.9%	6.6%	2.5%	1.3%
Q1-3. Overall maintenance of Town streets	34.2%	39.7%	15.6%	7.9%	2.5%
Q1-4. Overall maintenance of Town buildings & facilities	42.3%	41.5%	13.2%	2.7%	0.3%
Q1-5. Overall quality of Town water & sewer services	48.3%	37.3%	10.5%	3.1%	0.8%
Q1-6. Overall enforcement of Town codes & ordinances	32.9%	39.3%	20.2%	5.6%	2.0%
Q1-7. Overall quality of customer service you receive from Town employees	52.9%	32.7%	10.7%	2.6%	1.2%
Q1-8. Overall effectiveness of Town communication with the public	38.2%	37.7%	16.4%	5.5%	2.3%
Q1-9. Overall quality of Town's storm water runoff/storm water management system	34.9%	41.2%	15.9%	7.2%	0.9%
Q1-10. Overall flow of traffic & congestion management in Town	18.0%	38.5%	26.8%	12.7%	4.1%
Q1-11. Opportunities for community engagement through volunteer programs (e.g. Advocates, Addison Citizens Assisting Police, special events, park projects)	38.9%	36.1%	21.6%	2.2%	1.3%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Q2. Top choice	Number	Percent
Overall quality of police, fire, & emergency medical services	84	20.6 %
Overall quality of town parks & recreation programs & facilities	44	10.8 %
Overall maintenance of Town streets	67	16.5 %
Overall maintenance of Town buildings & facilities	11	2.7 %
Overall quality of Town water & sewer services	18	4.4 %
Overall enforcement of Town codes & ordinances	21	5.2 %
Overall quality of customer service you receive from Town employees	5	1.2 %
Overall effectiveness of Town communication with the public	20	4.9 %
Overall quality of Town's storm water runoff/storm water management system	8	2.0 %
Overall flow of traffic & congestion management in Town	82	20.1 %
Opportunities for community engagement through volunteer programs (e.g. Advocates, Addison Citizens Assisting Police, special events, park projects)	10	2.5 %
None chosen	37	9.1 %
Total	407	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Overall quality of police, fire, & emergency medical services	26	6.4 %
Overall quality of town parks & recreation programs & facilities	51	12.5 %
Overall maintenance of Town streets	69	17.0 %
Overall maintenance of Town buildings & facilities	11	2.7 %
Overall quality of Town water & sewer services	22	5.4 %
Overall enforcement of Town codes & ordinances	22	5.4 %
Overall quality of customer service you receive from Town employees	11	2.7 %
Overall effectiveness of Town communication with the public	21	5.2 %
Overall quality of Town's storm water runoff/storm water management system	22	5.4 %
Overall flow of traffic & congestion management in Town	82	20.1 %
Opportunities for community engagement through volunteer programs (e.g. Advocates, Addison Citizens Assisting Police, special events, park projects)	14	3.4 %
None chosen	56	13.8 %
Total	407	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	32	7.9 %
Overall quality of town parks & recreation programs & facilities	33	8.1 %
Overall maintenance of Town streets	49	12.0 %
Overall maintenance of Town buildings & facilities	17	4.2 %
Overall quality of Town water & sewer services	19	4.7 %
Overall enforcement of Town codes & ordinances	33	8.1 %
Overall quality of customer service you receive from Town employees	9	2.2 %
Overall effectiveness of Town communication with the public	35	8.6 %
Overall quality of Town's storm water runoff/storm water management system	20	4.9 %
Overall flow of traffic & congestion management in Town	51	12.5 %
Opportunities for community engagement through volunteer programs (e.g. Advocates, Addison Citizens Assisting Police, special events, park projects)	26	6.4 %
None chosen	83	20.4 %
Total	407	100.0 %

SUM OF TOP 3 CHOICES**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 3)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	142	34.9 %
Overall quality of town parks & recreation programs & facilities	128	31.4 %
Overall maintenance of Town streets	185	45.5 %
Overall maintenance of Town buildings & facilities	39	9.6 %
Overall quality of Town water & sewer services	59	14.5 %
Overall enforcement of Town codes & ordinances	76	18.7 %
Overall quality of customer service you receive from Town employees	25	6.1 %
Overall effectiveness of Town communication with the public	76	18.7 %
Overall quality of Town's storm water runoff/storm water management system	50	12.3 %
Overall flow of traffic & congestion management in Town	215	52.8 %
Opportunities for community engagement through volunteer programs (e.g. Advocates, Addison Citizens Assisting Police, special events, park projects)	50	12.3 %
None chosen	37	9.1 %
Total	1082	

Q3. Perceptions. Please rate your satisfaction with each of the following items that may influence your perception of Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Addison as a place to live	64.1%	29.0%	4.4%	0.7%	0.2%	1.5%
Q3-2. Addison as a place to raise children	18.9%	20.4%	27.5%	5.9%	1.2%	26.0%
Q3-3. Addison as a place to work	40.0%	23.6%	13.5%	0.2%	0.2%	22.4%
Q3-4. Addison as a place to retire	35.6%	24.6%	16.2%	4.4%	2.2%	17.0%
Q3-5. Overall image of Addison	52.6%	35.9%	7.1%	2.9%	0.2%	1.2%
Q3-6. Overall quality of life in Addison	52.1%	39.8%	5.7%	0.7%	0.2%	1.5%
Q3-7. Overall quality of local government services	35.9%	37.8%	13.8%	2.5%	1.2%	8.8%
Q3-8. Addison as an entertainment destination	42.3%	35.4%	14.3%	3.2%	0.5%	4.4%
Q3-9. Overall quality of event programming (e.g. Taste Addison, Kaboom Town, Oktoberfest)	52.6%	29.5%	8.8%	2.5%	0.7%	5.9%
Q3-10. Overall appearance of Addison	44.0%	39.3%	9.3%	4.4%	0.5%	2.5%
Q3-11. Overall value you receive for your local tax & fees	28.7%	39.8%	15.2%	5.2%	2.9%	8.1%
Q3-12. Overall trust level in Town staff to wisely use Town resources	21.6%	34.4%	20.6%	7.1%	5.7%	10.6%
Q3-13. Overall level of satisfaction of Town's stewardship of financial resources	19.7%	31.4%	22.1%	5.9%	4.9%	16.0%

WITHOUT DON'T KNOW

Q3. Perceptions. Please rate your satisfaction with each of the following items that may influence your perception of Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Addison as a place to live	65.1%	29.4%	4.5%	0.7%	0.2%
Q3-2. Addison as a place to raise children	25.6%	27.6%	37.2%	8.0%	1.7%
Q3-3. Addison as a place to work	51.6%	30.4%	17.4%	0.3%	0.3%
Q3-4. Addison as a place to retire	42.9%	29.6%	19.5%	5.3%	2.7%
Q3-5. Overall image of Addison	53.2%	36.3%	7.2%	3.0%	0.2%
Q3-6. Overall quality of life in Addison	52.9%	40.4%	5.7%	0.7%	0.2%
Q3-7. Overall quality of local government services	39.4%	41.5%	15.1%	2.7%	1.3%
Q3-8. Addison as an entertainment destination	44.2%	37.0%	14.9%	3.3%	0.5%
Q3-9. Overall quality of event programming (e.g. Taste Addison, Kaboom Town, Oktoberfest)	55.9%	31.3%	9.4%	2.6%	0.8%
Q3-10. Overall appearance of Addison	45.1%	40.3%	9.6%	4.5%	0.5%
Q3-11. Overall value you receive for your local tax & fees	31.3%	43.3%	16.6%	5.6%	3.2%
Q3-12. Overall trust level in Town staff to wisely use Town resources	24.2%	38.5%	23.1%	8.0%	6.3%
Q3-13. Overall level of satisfaction of Town's stewardship of financial resources	23.4%	37.4%	26.3%	7.0%	5.8%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Condition of major Town streets	22.1%	48.6%	15.5%	9.6%	2.9%	1.2%
Q4-2. Condition of streets in your neighborhood	31.9%	46.2%	11.8%	6.4%	1.5%	2.2%
Q4-3. Timing of traffic signals on Town streets	16.5%	41.3%	19.4%	16.0%	5.2%	1.7%
Q4-4. Traffic flow on major Town streets	13.5%	38.6%	22.4%	19.7%	4.2%	1.7%
Q4-5. Pedestrian accessibility (number/availability of sidewalks)	19.4%	40.8%	17.9%	10.8%	6.9%	4.2%
Q4-6. Appearance & condition of medians, right-of-ways, & public areas	25.6%	49.1%	14.0%	6.9%	1.7%	2.7%
Q4-7. Adequacy of street lighting in your neighborhood	28.5%	40.8%	13.8%	11.5%	3.9%	1.5%
Q4-8. Condition of pavement markings on Town streets	25.8%	42.3%	18.9%	6.1%	2.0%	4.9%
Q4-9. Overall cleanliness of streets & public areas	33.9%	49.4%	11.1%	2.5%	1.7%	1.5%
Q4-10. Condition of landscaping along public streets	33.9%	45.2%	12.0%	5.2%	1.5%	2.2%

WITHOUT DON'T KNOW

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Condition of major Town streets	22.4%	49.3%	15.7%	9.7%	3.0%
Q4-2. Condition of streets in your neighborhood	32.7%	47.2%	12.1%	6.5%	1.5%
Q4-3. Timing of traffic signals on Town streets	16.8%	42.0%	19.8%	16.3%	5.3%
Q4-4. Traffic flow on major Town streets	13.8%	39.3%	22.8%	20.0%	4.3%
Q4-5. Pedestrian accessibility (number/availability of sidewalks)	20.3%	42.6%	18.7%	11.3%	7.2%
Q4-6. Appearance & condition of medians, right-of-ways, & public areas	26.3%	50.5%	14.4%	7.1%	1.8%
Q4-7. Adequacy of street lighting in your neighborhood	28.9%	41.4%	14.0%	11.7%	4.0%
Q4-8. Condition of pavement markings on Town streets	27.1%	44.4%	19.9%	6.5%	2.1%
Q4-9. Overall cleanliness of streets & public areas	34.4%	50.1%	11.2%	2.5%	1.7%
Q4-10. Condition of landscaping along public streets	34.7%	46.2%	12.3%	5.3%	1.5%

Q5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Q5. Top choice	Number	Percent
Condition of major Town streets	83	20.4 %
Condition of streets in your neighborhood	19	4.7 %
Timing of traffic signals on Town streets	55	13.5 %
Traffic flow on major Town streets	89	21.9 %
Pedestrian accessibility (number/availability of sidewalks)	46	11.3 %
Appearance & condition of medians, right-of-ways, & public areas	10	2.5 %
Adequacy of street lighting in your neighborhood	27	6.6 %
Condition of pavement markings on Town streets	12	2.9 %
Overall cleanliness of streets & public areas	17	4.2 %
Condition of landscaping along public streets	7	1.7 %
None chosen	42	10.3 %
Total	407	100.0 %

Q5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Q5. 2nd choice	Number	Percent
Condition of major Town streets	30	7.4 %
Condition of streets in your neighborhood	26	6.4 %
Timing of traffic signals on Town streets	39	9.6 %
Traffic flow on major Town streets	90	22.1 %
Pedestrian accessibility (number/availability of sidewalks)	39	9.6 %
Appearance & condition of medians, right-of-ways, & public areas	18	4.4 %
Adequacy of street lighting in your neighborhood	32	7.9 %
Condition of pavement markings on Town streets	18	4.4 %
Overall cleanliness of streets & public areas	28	6.9 %
Condition of landscaping along public streets	20	4.9 %
None chosen	67	16.5 %
Total	407	100.0 %

SUM OF TOP 2 CHOICES**Q5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 2)**

<u>Q5. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Condition of major Town streets	113	27.8 %
Condition of streets in your neighborhood	45	11.1 %
Timing of traffic signals on Town streets	94	23.1 %
Traffic flow on major Town streets	179	44.0 %
Pedestrian accessibility (number/availability of sidewalks)	85	20.9 %
Appearance & condition of medians, right-of-ways, & public areas	28	6.9 %
Adequacy of street lighting in your neighborhood	59	14.5 %
Condition of pavement markings on Town streets	30	7.4 %
Overall cleanliness of streets & public areas	45	11.1 %
Condition of landscaping along public streets	27	6.6 %
<u>None chosen</u>	<u>42</u>	<u>10.3 %</u>
Total	747	

Q6. Feeling of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=407)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6-1. In your neighborhood during the day	66.6%	27.3%	3.4%	1.0%	0.2%	1.5%
Q6-2. In your neighborhood at night	34.9%	46.7%	10.6%	4.7%	1.2%	2.0%
Q6-3. In Town's parks, trails, & recreational areas	29.2%	45.5%	15.2%	4.2%	1.0%	4.9%
Q6-4. In commercial & retail areas	31.7%	49.9%	13.5%	1.7%	0.7%	2.5%
Q6-5. Overall feeling of safety in Town	40.5%	49.9%	5.7%	1.5%	0.7%	1.7%
Q6-6. Traveling by bicycle in Addison	10.6%	16.5%	17.4%	10.3%	5.9%	39.3%
Q6-7. Dining after dark	31.9%	46.4%	12.8%	2.9%	0.5%	5.4%

WITHOUT DON'T KNOW

Q6. Feeling of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=407)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. In your neighborhood during the day	67.6%	27.7%	3.5%	1.0%	0.2%
Q6-2. In your neighborhood at night	35.6%	47.6%	10.8%	4.8%	1.3%
Q6-3. In Town's parks, trails, & recreational areas	30.7%	47.8%	16.0%	4.4%	1.0%
Q6-4. In commercial & retail areas	32.5%	51.1%	13.9%	1.8%	0.8%
Q6-5. Overall feeling of safety in Town	41.3%	50.8%	5.8%	1.5%	0.8%
Q6-6. Traveling by bicycle in Addison	17.4%	27.1%	28.7%	17.0%	9.7%
Q6-7. Dining after dark	33.8%	49.1%	13.5%	3.1%	0.5%

Q7. Police, Fire, and Emergency Services. Please rate your satisfaction with the following public safety services provided by the Town of Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Quality of police protection	50.1%	35.4%	6.1%	1.7%	1.5%	5.2%
Q7-2. Visibility of police in neighborhoods	35.4%	36.6%	17.2%	6.4%	1.7%	2.7%
Q7-3. Visibility of police in retail areas	24.8%	38.6%	24.6%	3.4%	1.2%	7.4%
Q7-4. Police response time	38.3%	21.6%	8.4%	2.0%	1.2%	28.5%
Q7-5. Efforts to communicate with the public via social media	17.4%	24.6%	23.1%	2.7%	1.2%	31.0%
Q7-6. Quality of police community outreach programs (e.g. women's self-defense, seminars, Santa's Heroes)	18.7%	20.9%	16.0%	3.4%	1.2%	39.8%
Q7-7. Enforcement of traffic laws	25.1%	38.1%	17.9%	5.7%	2.2%	11.1%
Q7-8. Quality of animal control services	21.1%	31.2%	17.2%	2.9%	2.5%	25.1%
Q7-9. Quality & accessibility of municipal court services (e.g. traffic, collections, fines)	16.0%	24.1%	14.5%	1.5%	0.5%	43.5%
Q7-10. Quality of fire protection	49.9%	27.0%	6.9%	0.0%	0.0%	16.2%
Q7-11. Quality of fire emergency medical services	48.6%	22.1%	6.4%	0.0%	0.0%	22.9%
Q7-12. Fire personnel emergency response time	44.5%	18.4%	5.9%	0.2%	0.0%	31.0%
Q7-13. Quality of fire community outreach programs (e.g. CPR class, smoke alarm battery change, annual open house)	37.1%	21.6%	9.1%	1.5%	0.5%	30.2%

WITHOUT DON'T KNOW

Q7. Police, Fire, and Emergency Services. Please rate your satisfaction with the following public safety services provided by the Town of Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Quality of police protection	52.8%	37.3%	6.5%	1.8%	1.6%
Q7-2. Visibility of police in neighborhoods	36.4%	37.6%	17.7%	6.6%	1.8%
Q7-3. Visibility of police in retail areas	26.8%	41.6%	26.5%	3.7%	1.3%
Q7-4. Police response time	53.6%	30.2%	11.7%	2.7%	1.7%
Q7-5. Efforts to communicate with the public via social media	25.3%	35.6%	33.5%	3.9%	1.8%
Q7-6. Quality of police community outreach programs (e.g. women's self-defense, seminars, Santa's Heroes)	31.0%	34.7%	26.5%	5.7%	2.0%
Q7-7. Enforcement of traffic laws	28.2%	42.8%	20.2%	6.4%	2.5%
Q7-8. Quality of animal control services	28.2%	41.6%	23.0%	3.9%	3.3%
Q7-9. Quality & accessibility of municipal court services (e.g. traffic, collections, fines)	28.3%	42.6%	25.7%	2.6%	0.9%
Q7-10. Quality of fire protection	59.5%	32.3%	8.2%	0.0%	0.0%
Q7-11. Quality of fire emergency medical services	63.1%	28.7%	8.3%	0.0%	0.0%
Q7-12. Fire personnel emergency response time	64.4%	26.7%	8.5%	0.4%	0.0%
Q7-13. Quality of fire community outreach programs (e.g. CPR class, smoke alarm battery change, annual open house)	53.2%	31.0%	13.0%	2.1%	0.7%

Q8. Which TWO of the items listed in Question 7 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	75	18.4 %
Visibility of police in neighborhoods	69	17.0 %
Visibility of police in retail areas	33	8.1 %
Police response time	19	4.7 %
Efforts to communicate with the public via social media	22	5.4 %
Quality of police community outreach programs (e.g. women's self-defense, seminars, Santa's Heroes)	23	5.7 %
Enforcement of traffic laws	32	7.9 %
Quality of animal control services	12	2.9 %
Quality & accessibility of municipal court services (e.g. traffic, collections, fines)	7	1.7 %
Quality of fire protection	6	1.5 %
Quality of fire emergency medical services	5	1.2 %
Fire personnel emergency response time	2	0.5 %
Quality of fire community outreach programs (e.g. CPR class, smoke alarm battery change, annual open house)	11	2.7 %
<u>None chosen</u>	<u>91</u>	<u>22.4 %</u>
Total	407	100.0 %

Q8. Which TWO of the items listed in Question 7 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	20	4.9 %
Visibility of police in neighborhoods	49	12.0 %
Visibility of police in retail areas	49	12.0 %
Police response time	17	4.2 %
Efforts to communicate with the public via social media	20	4.9 %
Quality of police community outreach programs (e.g. women's self-defense, seminars, Santa's Heroes)	28	6.9 %
Enforcement of traffic laws	19	4.7 %
Quality of animal control services	19	4.7 %
Quality & accessibility of municipal court services (e.g. traffic, collections, fines)	4	1.0 %
Quality of fire protection	27	6.6 %
Quality of fire emergency medical services	11	2.7 %
Fire personnel emergency response time	10	2.5 %
Quality of fire community outreach programs (e.g. CPR class, smoke alarm battery change, annual open house)	16	3.9 %
<u>None chosen</u>	<u>118</u>	<u>29.0 %</u>
Total	407	100.0 %

SUM OF TOP 2 CHOICES

Q8. Which TWO of the items listed in Question 7 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 2)

Q8. Sum of Top 2 Choices	Number	Percent
Quality of police protection	95	23.3 %
Visibility of police in neighborhoods	118	29.0 %
Visibility of police in retail areas	82	20.1 %
Police response time	36	8.8 %
Efforts to communicate with the public via social media	42	10.3 %
Quality of police community outreach programs (e.g. women's self-defense, seminars, Santa's Heroes)	51	12.5 %
Enforcement of traffic laws	51	12.5 %
Quality of animal control services	31	7.6 %
Quality & accessibility of municipal court services (e.g. traffic, collections, fines)	11	2.7 %
Quality of fire protection	33	8.1 %
Quality of fire emergency medical services	16	3.9 %
Fire personnel emergency response time	12	2.9 %
Quality of fire community outreach programs (e.g. CPR class, smoke alarm battery change, annual open house)	27	6.6 %
None chosen	91	22.4 %
Total	696	

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Overall responsiveness of Town code enforcement staff	18.7%	24.8%	16.0%	2.5%	1.5%	36.6%
Q9-2. Town effort to enforce code violations	15.5%	21.6%	18.4%	5.4%	2.0%	37.1%
Q9-3. Clean-up of debris/litter	31.2%	40.0%	14.5%	8.1%	1.7%	4.4%
Q9-4. Efforts to enforce exterior maintenance & upkeep of residential property	22.9%	32.2%	17.9%	8.4%	2.0%	16.7%
Q9-5. Cleanliness in your neighborhood	38.8%	39.3%	12.5%	5.9%	0.7%	2.7%

WITHOUT DON'T KNOW

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Overall responsiveness of Town code enforcement staff	29.5%	39.1%	25.2%	3.9%	2.3%
Q9-2. Town effort to enforce code violations	24.6%	34.4%	29.3%	8.6%	3.1%
Q9-3. Clean-up of debris/litter	32.6%	41.9%	15.2%	8.5%	1.8%
Q9-4. Efforts to enforce exterior maintenance & upkeep of residential property	27.4%	38.6%	21.5%	10.0%	2.4%
Q9-5. Cleanliness in your neighborhood	39.9%	40.4%	12.9%	6.1%	0.8%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Variety of housing options	19.9%	37.8%	19.2%	12.0%	3.4%	7.6%
Q10-2. Public places where people want to spend time	33.9%	45.7%	13.0%	2.9%	0.7%	3.7%
Q10-3. Availability of employment opportunities	15.0%	22.9%	18.7%	2.5%	1.5%	39.6%
Q10-4. Availability of shopping options	28.3%	44.5%	15.2%	8.6%	1.5%	2.0%
Q10-5. Availability of dining options	60.9%	30.7%	3.9%	2.5%	0.0%	2.0%
Q10-6. Availability of entertainment options	42.3%	37.1%	13.0%	2.9%	0.7%	3.9%
Q10-7. Availability of lodging options	37.6%	36.1%	13.0%	1.0%	0.2%	12.0%
Q10-8. Overall quality of business & service establishments in Addison	35.1%	47.4%	11.1%	1.0%	0.0%	5.4%
Q10-9. Overall quality of new residential development	20.4%	26.3%	21.9%	7.9%	7.6%	16.0%
Q10-10. Overall quality of new commercial development	21.1%	32.4%	23.8%	4.7%	2.0%	16.0%

WITHOUT DON'T KNOW

Q10. Economic Development. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Variety of housing options	21.5%	41.0%	20.7%	13.0%	3.7%
Q10-2. Public places where people want to spend time	35.2%	47.4%	13.5%	3.1%	0.8%
Q10-3. Availability of employment opportunities	24.8%	37.8%	30.9%	4.1%	2.4%
Q10-4. Availability of shopping options	28.8%	45.4%	15.5%	8.8%	1.5%
Q10-5. Availability of dining options	62.2%	31.3%	4.0%	2.5%	0.0%
Q10-6. Availability of entertainment options	44.0%	38.6%	13.6%	3.1%	0.8%
Q10-7. Availability of lodging options	42.7%	41.1%	14.8%	1.1%	0.3%
Q10-8. Overall quality of business & service establishments in Addison	37.1%	50.1%	11.7%	1.0%	0.0%
Q10-9. Overall quality of new residential development	24.3%	31.3%	26.0%	9.4%	9.1%
Q10-10. Overall quality of new commercial development	25.1%	38.6%	28.4%	5.6%	2.3%

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Quality of residential garbage collection	43.0%	34.9%	7.6%	2.7%	1.7%	10.1%
Q11-2. Quality of residential curbside recycling services	36.6%	28.7%	8.8%	5.7%	2.5%	17.7%
Q11-3. Quality of yard waste & brush collection	41.3%	22.4%	12.3%	1.2%	0.7%	22.1%
Q11-4. Bulky item pick up/removal services (e.g. old furniture, appliances)	38.3%	19.2%	12.5%	2.7%	1.7%	25.6%
Q11-5. Household hazardous waste disposal service (e.g. fertilizers, household chemicals, antifreeze)	23.3%	15.2%	17.2%	2.2%	2.2%	39.8%
Q11-6. Electronic waste disposal service (e.g. televisions, computers, fax machines, CD/DVD players)	20.4%	14.3%	17.2%	3.2%	2.5%	42.5%

WITHOUT DON'T KNOW

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Quality of residential garbage collection	47.8%	38.8%	8.5%	3.0%	1.9%
Q11-2. Quality of residential curbside recycling services	44.5%	34.9%	10.7%	6.9%	3.0%
Q11-3. Quality of yard waste & brush collection	53.0%	28.7%	15.8%	1.6%	0.9%
Q11-4. Bulky item pick up/removal services (e.g. old furniture, appliances)	51.5%	25.7%	16.8%	3.6%	2.3%
Q11-5. Household hazardous waste disposal service (e.g. fertilizers, household chemicals, antifreeze)	38.8%	25.3%	28.6%	3.7%	3.7%
Q11-6. Electronic waste disposal service (e.g. televisions, computers, fax machines, CD/DVD players)	35.5%	24.8%	29.9%	5.6%	4.3%

Q12. Is 48 hours an adequate amount of time to notify town staff for bulk pick-up?

Q12. Is 48 hours an adequate amount of time to notify Town staff for bulk pick-up	Number	Percent
Yes	310	76.2 %
No	21	5.2 %
Don't know	76	18.7 %
Total	407	100.0 %

WITHOUT DON'T KNOW

Q12. Is 48 hours an adequate amount of time to notify town staff for bulk pick-up? (without "don't know")

Q12. Is 48 hours an adequate amount of time to notify Town staff for bulk pick-up	Number	Percent
Yes	310	93.7 %
No	21	6.3 %
Total	331	100.0 %

Q13. Would you like an option for a rolling trash bin in addition to your recycling bin?

Q13. Would you like an option for a rolling trash bin in addition to your recycling bin	Number	Percent
Yes	165	40.5 %
No	116	28.5 %
Don't know	126	31.0 %
Total	407	100.0 %

WITHOUT DON'T KNOW

Q13. Would you like an option for a rolling trash bin in addition to your recycling bin? (without "don't know")

Q13. Would you like an option for a rolling trash bin in addition to your recycling bin	Number	Percent
Yes	165	58.7 %
No	116	41.3 %
Total	281	100.0 %

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Quality of Water Services customer service	31.0%	30.0%	10.1%	2.2%	1.0%	25.8%
Q14-2. Quality of drinking water	36.9%	35.9%	12.3%	7.4%	1.7%	5.9%
Q14-3. Quality of water pressure	36.4%	40.3%	12.5%	6.4%	2.2%	2.2%

WITHOUT DON'T KNOW

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Quality of Water Services customer service	41.7%	40.4%	13.6%	3.0%	1.3%
Q14-2. Quality of drinking water	39.2%	38.1%	13.1%	7.8%	1.8%
Q14-3. Quality of water pressure	37.2%	41.2%	12.8%	6.5%	2.3%

Q15. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q15-1. Quality of Town parks	48.6%	40.0%	6.4%	1.7%	0.2%	2.9%
Q15-2. Number of Town parks	44.7%	37.6%	9.1%	2.7%	0.7%	5.2%
Q15-3. Quality of walking & biking trails	43.2%	32.9%	11.8%	4.2%	1.5%	6.4%
Q15-4. Number of walking & biking trails	38.3%	33.2%	11.1%	8.1%	2.0%	7.4%
Q15-5. Quality of maintenance of Town parks	45.9%	37.8%	8.4%	2.9%	0.7%	4.2%
Q15-6. Ease of registration for programs at the athletic club	40.5%	25.8%	9.1%	2.0%	0.5%	22.1%
Q15-7. Quality of dog parks	20.6%	26.0%	16.7%	2.7%	1.2%	32.7%
Q15-8. Eco-friendly initiatives in Town parks (e. g. pollinator patches, water conservation, organic maintenance)	19.7%	24.1%	16.5%	2.7%	1.2%	35.9%
Q15-9. Quality of public art	30.5%	30.7%	21.6%	5.4%	1.2%	10.6%

WITHOUT DON'T KNOW

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

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Quality of Town parks	50.1%	41.3%	6.6%	1.8%	0.3%
Q15-2. Number of Town parks	47.2%	39.6%	9.6%	2.8%	0.8%
Q15-3. Quality of walking & biking trails	46.2%	35.2%	12.6%	4.5%	1.6%
Q15-4. Number of walking & biking trails	41.4%	35.8%	11.9%	8.8%	2.1%
Q15-5. Quality of maintenance of Town parks	47.9%	39.5%	8.7%	3.1%	0.8%
Q15-6. Ease of registration for programs at the athletic club	52.1%	33.1%	11.7%	2.5%	0.6%
Q15-7. Quality of dog parks	30.7%	38.7%	24.8%	4.0%	1.8%
Q15-8. Eco-friendly initiatives in Town parks (e.g. pollinator patches, water conservation, organic maintenance)	30.7%	37.5%	25.7%	4.2%	1.9%
Q15-9. Quality of public art	34.1%	34.3%	24.2%	6.0%	1.4%

Q16. Addison Athletic Club. On average, how often have you or members of your household used each of the following Town of Addison recreational activities in the past 12 months?

(N=407)

	Daily	Weekly	Monthly	Once or twice a year	Seldom	Never
Q16-1. Pickleball	1.2%	2.2%	1.7%	2.5%	5.4%	87.0%
Q16-2. Tennis	0.0%	1.0%	2.9%	4.9%	8.6%	82.6%
Q16-3. Indoor pool	2.9%	8.1%	8.6%	13.3%	15.5%	51.6%
Q16-4. Hot tub	1.7%	6.9%	6.1%	8.4%	10.3%	66.6%
Q16-5. Dry sauna	1.7%	6.9%	6.9%	10.3%	9.3%	64.9%
Q16-6. Steam room	2.5%	7.4%	5.9%	8.8%	8.8%	66.6%
Q16-7. Racquetball	0.5%	3.4%	3.9%	10.3%	9.1%	72.7%
Q16-8. Cardio equipment	10.3%	21.4%	12.3%	6.9%	9.3%	39.8%
Q16-9. Weight equipment	10.1%	22.1%	11.5%	7.1%	7.6%	41.5%
Q16-10. Basketball gym	2.5%	7.6%	7.9%	7.4%	8.8%	65.8%
Q16-11. Locker room	7.6%	18.2%	9.8%	8.4%	11.3%	44.7%
Q16-12. Locker in locker room	6.9%	17.0%	8.1%	7.9%	9.6%	50.6%
Q16-13. Exercise class	2.2%	8.6%	5.7%	7.4%	13.8%	62.4%
Q16-14. Attend a program or trip	1.7%	2.7%	2.9%	7.6%	13.3%	71.7%
Q16-15. Outdoor pool	2.5%	11.5%	9.3%	11.1%	8.4%	57.2%
Q16-16. Youth camps	0.5%	0.7%	0.7%	2.5%	2.5%	93.1%

Q17. Please rate the importance of the following areas to focus funding for tax dollars using a scale of 1 to 5, where 5 means "Very Important and 1 means "Not Important at All."

(N=407)

	Very important	Important	Neutral	Not important	Not important at all	Don't know
Q17-1. Economic development	38.8%	41.0%	10.8%	3.2%	2.0%	4.2%
Q17-2. Maintaining Town infrastructure	58.5%	34.2%	3.9%	0.2%	0.2%	2.9%
Q17-3. Transportation systems (e.g. streets, walking trails, bike paths, light rail)	51.6%	35.1%	9.8%	0.5%	0.5%	2.5%
Q17-4. Customer service (training for employees, competitive salaries, etc.)	26.3%	42.3%	21.6%	2.2%	0.5%	7.1%
Q17-5. Financial health (e.g. implement long-term financial plans, participate in best practices)	46.2%	35.1%	11.1%	0.7%	0.5%	6.4%
Q17-6. Optimizing the Addison brand	19.4%	33.4%	29.7%	8.6%	3.2%	5.7%
Q17-7. Public safety (e.g. utilizing technology to enhance public safety, training for first responders)	55.0%	31.0%	8.6%	0.5%	0.5%	4.4%

WITHOUT DON'T KNOW

Q17. Please rate the importance of the following areas to focus funding for tax dollars using a scale of 1 to 5, where 5 means "Very Important and 1 means "Not Important at All." (without "don't know")

(N=407)

	Very important	Important	Neutral	Not important	Not important at all
Q17-1. Economic development	40.5%	42.8%	11.3%	3.3%	2.1%
Q17-2. Maintaining Town infrastructure	60.3%	35.2%	4.1%	0.3%	0.3%
Q17-3. Transportation systems (e.g. streets, walking trails, bike paths, light rail)	52.9%	36.0%	10.1%	0.5%	0.5%
Q17-4. Customer service (training for employees, competitive salaries, etc.)	28.3%	45.5%	23.3%	2.4%	0.5%
Q17-5. Financial health (e.g. implement long-term financial plans, participate in best practices)	49.3%	37.5%	11.8%	0.8%	0.5%
Q17-6. Optimizing the Addison brand	20.6%	35.4%	31.5%	9.1%	3.4%
Q17-7. Public safety (e.g. utilizing technology to enhance public safety, training for first responders)	57.6%	32.4%	9.0%	0.5%	0.5%

Q18. Events. How often do you attend the following events in Addison?

(N=407)

	Always attend	Sometimes attend	Never attend	Don't know
Q18-1. Taste Addison	21.6%	55.8%	17.2%	5.4%
Q18-2. Kaboom Town	44.0%	38.3%	13.5%	4.2%
Q18-3. Oktoberfest	26.3%	45.5%	23.3%	4.9%
Q18-4. Summer Series	10.1%	43.7%	35.6%	10.6%
Q18-5. Vitruvian Lights	35.4%	37.8%	20.4%	6.4%
Q18-6. Vitruvian Salsa Festival	6.1%	19.7%	59.5%	14.7%
Q18-7. Vitruvian Nights Live	11.3%	30.7%	46.9%	11.1%
Q18-8. Events at Addison Conference Centre	3.7%	45.9%	39.8%	10.6%
Q18-9. Art exhibits at Addison Conference Centre	2.2%	26.8%	57.2%	13.8%
Q18-10. WaterTower Theatre performance at Addison Theatre Centre	8.1%	39.8%	42.3%	9.8%
Q18-11. Other production company performances at Addison Theatre Centre	2.0%	28.7%	54.1%	15.2%
Q18-12. Community Garage Sale	7.6%	27.8%	50.6%	14.0%
Q18-13. Shakespeare in the Park	4.2%	22.4%	57.5%	16.0%
Q18-14. Sustainability classes hosted by Town staff	0.7%	11.8%	63.6%	23.8%

WITHOUT DON'T KNOW**Q18. Events. How often do you attend the following events in Addison? (without "don't know")**

(N=407)

	Always attend	Sometimes attend	Never attend
Q18-1. Taste Addison	22.9%	59.0%	18.2%
Q18-2. Kaboom Town	45.9%	40.0%	14.1%
Q18-3. Oktoberfest	27.6%	47.8%	24.5%
Q18-4. Summer Series	11.3%	48.9%	39.8%
Q18-5. Vitruvian Lights	37.8%	40.4%	21.8%
Q18-6. Vitruvian Salsa Festival	7.2%	23.1%	69.7%
Q18-7. Vitruvian Nights Live	12.7%	34.5%	52.8%
Q18-8. Events at Addison Conference Centre	4.1%	51.4%	44.5%
Q18-9. Art exhibits at Addison Conference Centre	2.6%	31.1%	66.4%
Q18-10. WaterTower Theatre performance at Addison Theatre Centre	9.0%	44.1%	46.9%
Q18-11. Other production company performances at Addison Theatre Centre	2.3%	33.9%	63.8%
Q18-12. Community Garage Sale	8.9%	32.3%	58.9%
Q18-13. Shakespeare in the Park	5.0%	26.6%	68.4%
Q18-14. Sustainability classes hosted by Town staff	1.0%	15.5%	83.5%

Q19. Customer Service. Have you called or visited the Town with a question, problem, or complaint during the past year?

Q19. Have you called or visited Town with a question, problem, or complaint during past year	Number	Percent
Yes	154	37.8 %
No	246	60.4 %
Not provided	7	1.7 %
Total	407	100.0 %

WITHOUT NOT PROVIDED

Q19. Customer Service. Have you called or visited the Town with a question, problem, or complaint during the past year? (without "not provided")

Q19. Have you called or visited Town with a question, problem, or complaint during past year	Number	Percent
Yes	154	38.5 %
No	246	61.5 %
Total	400	100.0 %

Q19a. How did you contact the Town?

Q19a. How did you contact Town	Number	Percent
Phone	92	59.7 %
Email	31	20.1 %
Social media	4	2.6 %
FixIT Addison app	7	4.5 %
In person	12	7.8 %
Elected official	8	5.2 %
Total	154	100.0 %

Q19b. How easy or difficult was it to address your issue?

Q19b. How easy or difficult was it to address your issue	Number	Percent
Very easy	70	45.5 %
Somewhat easy	53	34.4 %
Difficult	15	9.7 %
Very difficult	12	7.8 %
Don't know	4	2.6 %
Total	154	100.0 %

WITHOUT DON'T KNOW

Q19b. How easy or difficult was it to address your issue? (without "don't know")

Q19b. How easy or difficult was it to address your issue	Number	Percent
Very easy	70	46.7 %
Somewhat easy	53	35.3 %
Difficult	15	10.0 %
Very difficult	12	8.0 %
Total	150	100.0 %

Q20. Town Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Quality of Town's website	15.2%	38.8%	20.9%	7.1%	0.7%	17.2%
Q20-2. Quality of Town's social media (e.g. Twitter, Facebook)	8.8%	28.3%	21.4%	2.7%	0.5%	38.3%
Q20-3. Availability of information on Town services & programs	17.2%	41.3%	22.4%	4.7%	1.0%	13.5%
Q20-4. Town's efforts to keep you informed	22.4%	41.3%	19.9%	6.9%	2.2%	7.4%
Q20-5. Opportunities to provide public input into decisions	16.2%	31.0%	22.9%	10.1%	4.2%	15.7%

WITHOUT DON'T KNOW

Q20. Town Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Quality of Town's website	18.4%	46.9%	25.2%	8.6%	0.9%
Q20-2. Quality of Town's social media (e.g. Twitter, Facebook)	14.3%	45.8%	34.7%	4.4%	0.8%
Q20-3. Availability of information on Town services & programs	19.9%	47.7%	25.9%	5.4%	1.1%
Q20-4. Town's efforts to keep you informed	24.1%	44.6%	21.5%	7.4%	2.4%
Q20-5. Opportunities to provide public input into decisions	19.2%	36.7%	27.1%	12.0%	5.0%

Q21. Which of the following are your PRIMARY SOURCES of information about Town issues, services, and events?

Q21. Your primary sources of information about
Town issues, services, & events

	Number	Percent
Town website	194	47.7 %
Local newspaper	44	10.8 %
Social networking site (Facebook, Twitter)	121	29.7 %
Word of mouth (friends/neighbors)	201	49.4 %
Town emails/press releases	178	43.7 %
Town newsletter	155	38.1 %
Public meetings	78	19.2 %
Nextdoor	105	25.8 %
Other	25	6.1 %
Total	1101	

Q21. Other

Q21. Other	Number	Percent
Addison May	1	4.0 %
Addison magazine	3	12.0 %
Apartment emails	1	4.0 %
Apt community	1	4.0 %
Banner on Belt Line	1	4.0 %
Banners in the park	1	4.0 %
Call and ask	1	4.0 %
Coffee with Mayor	1	4.0 %
Email	1	4.0 %
Friends	1	4.0 %
MANAGER AND E-MAIL ON FRIDAYS	1	4.0 %
Mail	6	24.0 %
Notified by condo building management	1	4.0 %
Please make weekly letter available to those without email	1	4.0 %
Posting in park	1	4.0 %
SMART PHONE APP	1	4.0 %
Signage in parks	1	4.0 %
Water bill inserts	1	4.0 %
Total	25	100.0 %

Q22. Would you support a tax rate increase to replace aging infrastructure?

Q22. Would you support a tax rate increase to replace aging infrastructure	Number	Percent
Yes, I would support a tax rate increase to replace aging infrastructure	181	44.5 %
No, I would not support a tax rate increase to replace aging infrastructure	165	40.5 %
Not provided	61	15.0 %
Total	407	100.0 %

WITHOUT NOT PROVIDED

Q22. Would you support a tax rate increase to replace aging infrastructure? (without "not provided")

Q22. Would you support a tax rate increase to replace aging infrastructure	Number	Percent
Yes, I would support a tax rate increase to replace aging infrastructure	181	52.3 %
No, I would not support a tax rate increase to replace aging infrastructure	165	47.7 %
Total	346	100.0 %

Q23. Which of the following best describes where you reside?

Q23. Where do you reside	Number	Percent
Apartment	121	29.7 %
Single family home	216	53.1 %
Condo	52	12.8 %
Duplex	9	2.2 %
Not provided	9	2.2 %
Total	407	100.0 %

WITHOUT NOT PROVIDED

Q23. Which of the following best describes where you reside? (without "not provided")

Q23. Where do you reside	Number	Percent
Apartment	121	30.4 %
Single family home	216	54.3 %
Condo	52	13.1 %
Duplex	9	2.3 %
Total	398	100.0 %

Q24. Which of the following best describes your housing situation?

<u>Q24. What describes your housing situation</u>	<u>Number</u>	<u>Percent</u>
Rent	131	32.2 %
Own your home	271	66.6 %
Live with another household	1	0.2 %
Not provided	4	1.0 %
Total	407	100.0 %

WITHOUT NOT PROVIDED

Q24. Which of the following best describes your housing situation? (without "not provided")

<u>Q24. What describes your housing situation</u>	<u>Number</u>	<u>Percent</u>
Rent	131	32.5 %
Own your home	271	67.2 %
Live with another household	1	0.2 %
Total	403	100.0 %

Q25. How many years have you lived in Addison?

<u>Q25. How many years have you lived in Addison</u>	<u>Number</u>	<u>Percent</u>
0-5	188	46.2 %
6-10	57	14.0 %
11-15	41	10.1 %
16-20	49	12.0 %
21-30	61	15.0 %
31+	5	1.2 %
Not provided	6	1.5 %
Total	407	100.0 %

WITHOUT NOT PROVIDED

Q25. How many years have you lived in Addison? (without "not provided")

<u>Q25. How many years have you lived in Addison</u>	<u>Number</u>	<u>Percent</u>
0-5	188	46.9 %
6-10	57	14.2 %
11-15	41	10.2 %
16-20	49	12.2 %
21-30	61	15.2 %
31+	5	1.2 %
Total	401	100.0 %

Q26. What is your age?

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	81	19.9 %
35-44	82	20.1 %
45-54	80	19.7 %
55-64	74	18.2 %
65+	75	18.4 %
Not provided	15	3.7 %
Total	407	100.0 %

WITHOUT NOT PROVIDED

Q26. What is your age? (without "not provided")

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	81	20.7 %
35-44	82	20.9 %
45-54	80	20.4 %
55-64	74	18.9 %
65+	75	19.1 %
Total	392	100.0 %

Q27. Which of the following best describes your race/ethnicity?

<u>Q27. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
African American/Black	45	11.1 %
American Indian/Eskimo	5	1.2 %
Caucasian/White	269	66.1 %
Asian/Pacific Islander	43	10.6 %
Hispanic/Latino	84	20.6 %
Other	5	1.2 %
Total	451	

Q27. Other

<u>Q27. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	4	80.0 %
Persian	1	20.0 %
Total	5	100.0 %

Q28. Which of the following best describes your household income?

Q28. What is your household income	Number	Percent
Less than \$20K	3	0.7 %
\$20K to \$39,999	17	4.2 %
\$40K to \$59,999	34	8.4 %
\$60K to \$79,999	52	12.8 %
\$80K to \$149,999	123	30.2 %
\$150K+	121	29.7 %
Not provided	57	14.0 %
Total	407	100.0 %

WITHOUT NOT PROVIDED

Q28. Which of the following best describes your household income? (without "not provided")

Q28. What is your household income	Number	Percent
Less than \$20K	3	0.9 %
\$20K to \$39,999	17	4.9 %
\$40K to \$59,999	34	9.7 %
\$60K to \$79,999	52	14.9 %
\$80K to \$149,999	123	35.1 %
\$150K+	121	34.6 %
Total	350	100.0 %

Q29. Please indicate your level of education.

Q29. What is the highest level of education you have obtained

	Number	Percent
High school/no degree	8	2.0 %
High school graduate or GED	25	6.1 %
Some college	51	12.5 %
Associate's degree	35	8.6 %
Bachelor's degree	148	36.4 %
Master's degree	79	19.4 %
Professional degree (JD, MD, DDC)	15	3.7 %
Doctorate degree (PhD, EdD)	8	2.0 %
<u>Not provided</u>	<u>38</u>	<u>9.3 %</u>
Total	407	100.0 %

WITHOUT NOT PROVIDED

Q29. Please indicate your level of education. (without "not provided")

Q29. What is the highest level of education you have obtained

	Number	Percent
High school/no degree	8	2.2 %
High school graduate or GED	25	6.8 %
Some college	51	13.8 %
Associate's degree	35	9.5 %
Bachelor's degree	148	40.1 %
Master's degree	79	21.4 %
Professional degree (JD, MD, DDC)	15	4.1 %
Doctorate degree (PhD, EdD)	8	2.2 %
Total	369	100.0 %

Q30. Your gender:

Q30. Your gender	Number	Percent
Male	197	48.4 %
Female	208	51.1 %
Not provided	2	0.5 %
Total	407	100.0 %

WITHOUT NOT PROVIDED

Q30. Your gender: (without "not provided")

Q30. Your gender	Number	Percent
Male	197	48.6 %
Female	208	51.4 %
Total	405	100.0 %

Q31. How many people are in your household?

Q31. How many people are in your household	Number	Percent
1	132	32.4 %
2	198	48.6 %
3	44	10.8 %
4	16	3.9 %
5+	7	1.7 %
Not provided	10	2.5 %
Total	407	100.0 %

WITHOUT NOT PROVIDED

Q31. How many people are in your household? (without "not provided")

Q31. How many people are in your household	Number	Percent
1	132	33.2 %
2	198	49.9 %
3	44	11.1 %
4	16	4.0 %
5+	7	1.8 %
Total	397	100.0 %

Q32. How many of the people in your household are under 18?

Q32. How many in your household are under 18	Number	Percent
0	322	79.1 %
1	45	11.1 %
2	12	2.9 %
3+	4	1.0 %
Not provided	24	5.9 %
Total	407	100.0 %

WITHOUT NOT PROVIDED

Q32. How many of the people in your household are under 18? (without "not provided")

Q32. How many in your household are under 18	Number	Percent
0	322	84.1 %
1	45	11.7 %
2	12	3.1 %
3+	4	1.0 %
Total	383	100.0 %

Q33. Please CHECK ALL of the following statements that apply to members of your household.

Q33. What statements that apply to members of your household	Number	Percent
Attend public school within district	13	21.7 %
Attend private school	25	41.7 %
Charter school	2	3.3 %
Total	40	

Section 5

Survey Instrument



Dear Addison Resident:

You have been selected to participate in a community survey designed to gather resident feedback on Town programs and services. Your input on the enclosed survey is extremely important. The City Council regularly makes decisions that affect a wide range of Town services including public safety, parks and recreation, economic development, streets, code enforcement, and others. To make sure that Addison's priorities are aligned with the needs of our residents we need to know what you think.

We realize the survey takes a little time to complete, but every question is important. The time you invest in the survey will influence many of the decisions that will be made about the Town's future. Your responses will also allow Town leadership to identify and address many of the opportunities and challenges facing our community. Please return your completed survey sometime during the next week if possible in the enclosed postage-paid envelope. Your responses will remain confidential.

If you prefer, you may complete the survey online at
www.addisoncitizensurvey.org.

Please feel free to contact Caitlan Biggs, Assistant to the City Manager, at 972-450-7016 or email her at cbiggs@addisontx.gov if you should have any questions or require additional information.

Thank you again for taking time out of your schedule to help us make Addison a better community.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Chow".

Joe Chow
Mayor

**CITY MANAGER'S
OFFICE**

P.O. Box 9010
Addison, TX 75001

phone: 972.450.7001
fax: 972.450.7043

ADDISONTXAS.NET

**IT ALL COMES
TOGETHER.**



2018 Town of Addison Citizen Satisfaction Survey

Please take a few minutes to complete this survey. Your input is an important part of the town's on-going effort to involve citizens in planning and investment decisions. If you have questions, please call Caitlan Biggs at 972-450-7016. Thank you!

1. **Town Services.** Please rate your overall satisfaction with each of the following major categories of services provided by Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Major Categories of Town Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police, fire, and emergency medical services	5	4	3	2	1	9
02. Overall quality of town parks and recreation programs and facilities	5	4	3	2	1	9
03. Overall maintenance of town streets	5	4	3	2	1	9
04. Overall maintenance of town buildings and facilities	5	4	3	2	1	9
05. Overall quality of town water and sewer services	5	4	3	2	1	9
06. Overall enforcement of town codes and ordinances	5	4	3	2	1	9
07. Overall quality of customer service you receive from town employees	5	4	3	2	1	9
08. Overall effectiveness of town communication with the public	5	4	3	2	1	9
09. Overall quality of the town's storm water runoff/storm water management system	5	4	3	2	1	9
10. Overall flow of traffic and congestion management in the town	5	4	3	2	1	9
11. Opportunities for community engagement through volunteer programs (e.g. Advocates, Addison Citizens Assisting Police, special events, park projects)	5	4	3	2	1	9

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

1st: _____ 2nd: _____ 3rd: _____

3. **Perceptions.** Please rate your satisfaction with each of the following items that may influence your perception of Addison using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Perceptions of the Town	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Addison as a place to live	5	4	3	2	1	9
02. Addison as a place to raise children	5	4	3	2	1	9
03. Addison as a place to work	5	4	3	2	1	9
04. Addison as a place to retire	5	4	3	2	1	9
05. Overall image of Addison	5	4	3	2	1	9
06. Overall quality of life in Addison	5	4	3	2	1	9
07. Overall quality of local government services	5	4	3	2	1	9
08. Addison as an entertainment destination	5	4	3	2	1	9
09. Overall quality of event programming (e.g. Taste Addison, Kaboom Town, Oktoberfest)	5	4	3	2	1	9
10. Overall appearance of Addison	5	4	3	2	1	9
11. Overall value you receive for your local tax dollars and fees	5	4	3	2	1	9
12. Overall trust level in town staff to wisely use town resources	5	4	3	2	1	9
13. Overall level of satisfaction of the town's stewardship of financial resources	5	4	3	2	1	9

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

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

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

1st: ____ 2nd: ____

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

Feeling of Safety		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In your neighborhood during the day	5	4	3	2	1	9
2.	In your neighborhood at night	5	4	3	2	1	9
3.	In the town's parks, trails, and recreational areas	5	4	3	2	1	9
4.	In commercial and retail areas	5	4	3	2	1	9
5.	Overall feeling of safety in the town	5	4	3	2	1	9
6.	Traveling by bicycle in Addison	5	4	3	2	1	9
7.	Dining after dark	5	4	3	2	1	9

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

Public Safety Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of police protection	5	4	3	2	1	9
02.	Visibility of police in neighborhoods	5	4	3	2	1	9
03.	Visibility of police in retail areas	5	4	3	2	1	9
04.	Police response time	5	4	3	2	1	9
05.	Efforts to communicate with the public via social media	5	4	3	2	1	9
06.	Quality of police community outreach programs (e.g. women's self-defense, seminars, Santa's Heroes)	5	4	3	2	1	9
07.	Enforcement of traffic laws	5	4	3	2	1	9
08.	Quality of animal control services	5	4	3	2	1	9
09.	Quality and accessibility of municipal court services (e.g. traffic, collections, fines)	5	4	3	2	1	9
10.	Quality of fire protection	5	4	3	2	1	9
11.	Quality of fire emergency medical services	5	4	3	2	1	9
12.	Fire personnel emergency response time	5	4	3	2	1	9
13.	Quality of fire community outreach programs (e.g. CPR class, smoke alarm battery change, annual open house)	5	4	3	2	1	9

8. Which TWO of the items listed in Question 7 on the previous page do you think should receive the MOST EMPHASIS from town leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____

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

Enforcement of Town Codes and Ordinances		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall responsiveness of town code enforcement staff	5	4	3	2	1	9
2.	Town effort to enforce code violations	5	4	3	2	1	9
3.	Clean-up of debris/litter	5	4	3	2	1	9
4.	Efforts to enforce exterior maintenance and upkeep of residential property	5	4	3	2	1	9
5.	Cleanliness in your neighborhood	5	4	3	2	1	9

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

Development Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Variety of housing options	5	4	3	2	1	9
02.	Public places where people want to spend time	5	4	3	2	1	9
03.	Availability of employment opportunities	5	4	3	2	1	9
04.	Availability of shopping options	5	4	3	2	1	9
05.	Availability of dining options	5	4	3	2	1	9
06.	Availability of entertainment options	5	4	3	2	1	9
07.	Availability of lodging options	5	4	3	2	1	9
08.	Overall quality of business and service establishments in Addison	5	4	3	2	1	9
09.	Overall quality of new residential development	5	4	3	2	1	9
10.	Overall quality of new commercial development	5	4	3	2	1	9

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

Solid Waste/Utility Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Quality of residential garbage collection	5	4	3	2	1	9
2.	Quality of residential curbside recycling services	5	4	3	2	1	9
3.	Quality of yard waste and brush collection	5	4	3	2	1	9
4.	Bulky item pick up/removal services (e.g. old furniture, appliances)	5	4	3	2	1	9
5.	Household hazardous waste disposal service (e.g. fertilizers, household chemicals, antifreeze)	5	4	3	2	1	9
6.	Electronic waste disposal service (e.g. televisions, computers, fax machines, CD/DVD players)	5	4	3	2	1	9

12. Is 48 hours an adequate amount of time to notify town staff for bulk pick-up?

____(1) Yes ____ (2) No ____ (9) Don't Know

13. Would you like an option for a rolling trash bin in addition to your recycling bin?

____(1) Yes ____ (2) No ____ (9) Don't Know

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

Public Works Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Quality of Water Services customer service	5	4	3	2	1	9
2.	Quality of drinking water	5	4	3	2	1	9
3.	Quality of water pressure	5	4	3	2	1	9

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

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Quality of town parks	5	4	3	2	1	9
2.	Number of town parks	5	4	3	2	1	9
3.	Quality of walking and biking trails	5	4	3	2	1	9
4.	Number of walking and biking trails	5	4	3	2	1	9
5.	Quality of maintenance of town parks	5	4	3	2	1	9
6.	Ease of registration for programs at the athletic club	5	4	3	2	1	9
7.	Quality of dog parks	5	4	3	2	1	9
8.	Eco-friendly initiatives in town parks (e.g. pollinator patches, water conservation, organic maintenance)	5	4	3	2	1	9
9.	Quality of public art	5	4	3	2	1	9

16. **Addison Athletic Club.** On average, how often have you or members of your household used each of the following Town of Addison recreational activities in the past 12 months?

Recreational Activity		Daily	Weekly	Monthly	Once or Twice/year	Seldom	Never
01.	Pickleball	5	4	3	2	1	9
02.	Tennis	5	4	3	2	1	9
03.	Indoor Pool	5	4	3	2	1	9
04.	Hot Tub	5	4	3	2	1	9
05.	Dry Sauna	5	4	3	2	1	9
06.	Steam Room	5	4	3	2	1	9
07.	Racquetball	5	4	3	2	1	9
08.	Cardio Equipment	5	4	3	2	1	9
09.	Weight Equipment	5	4	3	2	1	9
10.	Basketball Gym	5	4	3	2	1	9
11.	Locker Room	5	4	3	2	1	9
12.	Locker in Locker Room	5	4	3	2	1	9
13.	Exercise Class	5	4	3	2	1	9
14.	Attend a Program or Trip	5	4	3	2	1	9
15.	Outdoor Pool	5	4	3	2	1	9
16.	Youth camps	5	4	3	2	1	9

17. Please rate the importance of the following areas to focus funding for tax dollars using a scale of 1 to 5, where 5 means "Very Important and 1 means "Not Important at All."

Area	Very Important	Important	Neutral	Not Important	Not Important at All	Don't Know
1. Economic development	5	4	3	2	1	9
2. Maintaining town infrastructure	5	4	3	2	1	9
3. Transportation systems (e.g. streets, walking trails, bike paths, light rail)	5	4	3	2	1	9
4. Customer service (training for employees, competitive salaries, etc.)	5	4	3	2	1	9
5. Financial health (e.g. implement long-term financial plans, participate in best practices)	5	4	3	2	1	9
6. Optimizing the Addison brand	5	4	3	2	1	9
7. Public safety (e.g. utilizing technology to enhance public safety, training for first responders)	5	4	3	2	1	9

18. Events. How often do you attend the following events in Addison?

Event	Always Attend	Sometimes Attend	Never Attend	Don't Know
01. Taste Addison	3	2	1	9
02. Kaboom Town	3	2	1	9
03. Oktoberfest	3	2	1	9
04. Summer Series	3	2	1	9
05. Vitruvian Lights	3	2	1	9
06. Vitruvian Salsa Festival	3	2	1	9
07. Vitruvian Nights Live	3	2	1	9
08. Events at the Addison Conference Centre	3	2	1	9
09. Art exhibits at the Addison Conference Centre	3	2	1	9
10. WaterTower Theatre performance at Addison Theatre Centre	3	2	1	9
11. Other production company performances at Addison Theatre Centre	3	2	1	9
12. Community Garage Sale	3	2	1	9
13. Shakespeare in the Park	3	2	1	9
14. Sustainability classes hosted by town staff	3	2	1	9

19. Customer Service. Have you called or visited the town with a question, problem, or complaint during the past year?

____(1) Yes [Answer Q19a-b.] ____ (2) No [Skip to Q20.]

19a. How did you contact the town?

____(1) Phone ____ (3) Social media ____ (5) In person
 ____ (2) E-mail ____ (4) FixIT Addison app ____ (6) Elected official

19b. How easy or difficult was it to address your issue?

____ (1) Very easy ____ (3) Difficult ____ (9) Don't know
 ____ (2) Somewhat easy ____ (4) Very difficult

20. Town Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Communication	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of the town's website	5	4	3	2	1	9
2. Quality of the town's social media (e.g. Twitter, Facebook)	5	4	3	2	1	9
3. Availability of information on town services and programs	5	4	3	2	1	9
4. Town's efforts to keep you informed	5	4	3	2	1	9
5. Opportunities to provide public input into decisions	5	4	3	2	1	9

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

- (1) Town website
- (2) Local newspaper
- (3) Social networking site (Facebook, Twitter)
- (4) Word of mouth (friends/neighbors)
- (5) Town emails/press releases
- (6) Town Newsletter
- (7) Public meetings
- (8) NextDoor
- (9) Other: _____

22. Would you support a tax rate increase to replace aging infrastructure?

- (1) Yes, I would support a tax rate increase to replace aging infrastructure
- (2) No, I would not support a tax rate increase to replace aging infrastructure

23. Which of the following best describes where you reside?

- (1) Apartment
- (2) Single family home
- (3) Condo
- (4) Duplex

24. Which of the following best describes your housing situation?

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

Demographics

25. How many years have you lived in Addison? _____ years

26. What is your age? _____ years

27. Which of the following best describes your race/ethnicity? [Check all that apply.]

- (1) African American/Black
- (2) American Indian/Eskimo
- (3) Caucasian/White
- (4) Asian/Pacific Islander
- (5) Hispanic/Latino
- (6) Other: _____

28. Which of the following best describes your household income?

- (1) Less than \$20,000
- (2) \$20,000 to \$39,999
- (3) \$40,000 to \$59,999
- (4) \$60,000 to \$79,999
- (5) \$80,000 to \$149,999
- (6) \$150,000 or more

29. Please indicate your level of education. [Please check the highest level of education you have obtained.]

- (1) High School/No degree
- (2) High School graduate or GED
- (3) Some college
- (4) Associate's Degree
- (5) Bachelor's Degree
- (6) Master's Degree
- (7) Professional Degree (JD, MD, DDC)
- (8) Doctorate Degree (PhD, EdD)

30. Your gender: _____(1) Male _____(2) Female

31. **How many people are in your household?** _____ people
32. **How many of the people in your household are under 18?** _____ people
33. **Please CHECK ALL of the following statements that apply to members of your household.**
- | | | |
|---|-------------------------------|------------------------|
| ____(1) Attend public school within district | ____(3) Attend private school | ____(5) Charter school |
| ____(2) Attend public school, but with out-of-district transfer | ____(4) Home school | ____(6) Not Applicable |
34. **Please list the TOP THREE things you would like to recommend or suggest to the town for future consideration.**
- 1st: _____
- 2nd. _____
- 3rd. _____

This concludes the survey – Thank you for your time!
 Please return your completed survey in the enclosed postage-paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the town are having problems with town services. If you address is not correct, please provide the correct information. Thank you.