



**FARMERS
BRANCH**



City of Farmers Branch

www.farmersbranch.info



City of Farmers Branch, Texas Citizen Satisfaction Survey Executive Summary

November 18, 2008

Prepared by:
National Service Research

**NATIONAL
SERVICE
RESEARCH**
MARKET RESEARCH

Introduction and Methodology

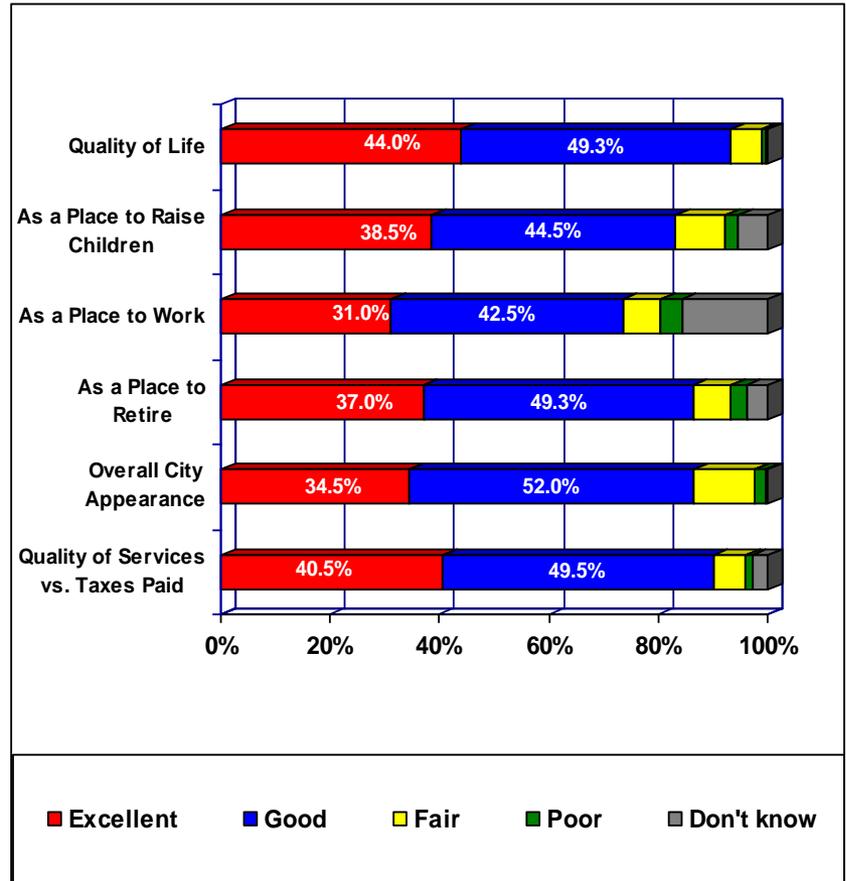
The City of Farmers Branch was interested in determining citizen attitudes, opinions and needs in order to assist the city in developing policy, budget and service decisions. The City of Farmers Branch contracted with National Service Research (NSR), a full scope market research consulting firm, to conduct this research effort. NSR completed 400 telephone surveys with Farmers Branch residents that were randomly selected from current telephone listings August 29 through September 21, 2008 during daytime and evening hours seven days a week. Respondents interviewed were the male or female head of household. The questionnaire was designed by city staff with input from NSR. The survey document was tested prior to fielding. The intent of this survey was to obtain opinions among Farmers Branch residents and does not reveal the opinions about other customer bases within the City of Farmers Branch such as employees, employers, visitors, etc.

The margin of error of 400 surveys at a 95% confidence level is plus or minus 5.0%. This sample size is a cost-effective and reliable measure of resident opinions.

Summary of Survey Findings

Overall City Image

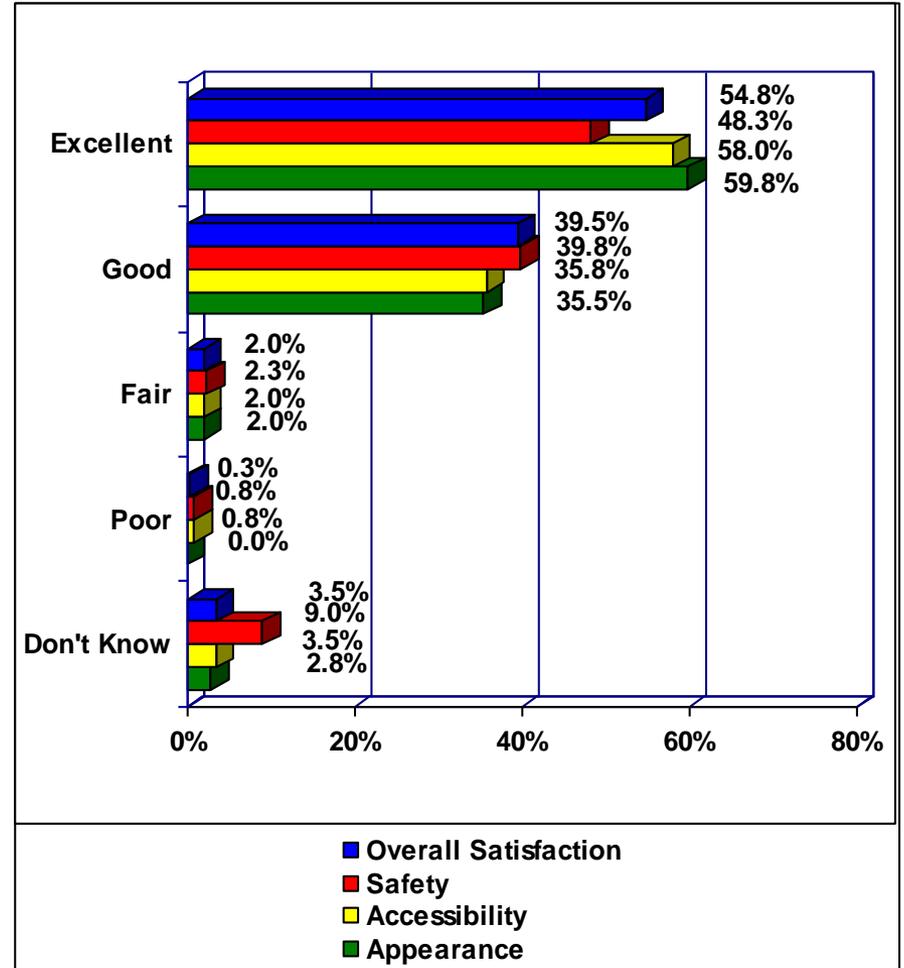
- The highest rated characteristic is overall quality of life, 93% of all respondents rated it excellent or good.
- Second was overall quality of services versus the taxes paid, 90% rated it excellent or good.
- Ratings ranged from 74% to 93% for excellent or good scores.
- These statistics indicate the overall city image is very positive in the eyes of the citizens of Farmers Branch.



Summary of Survey Findings

Parks and Recreation Facilities

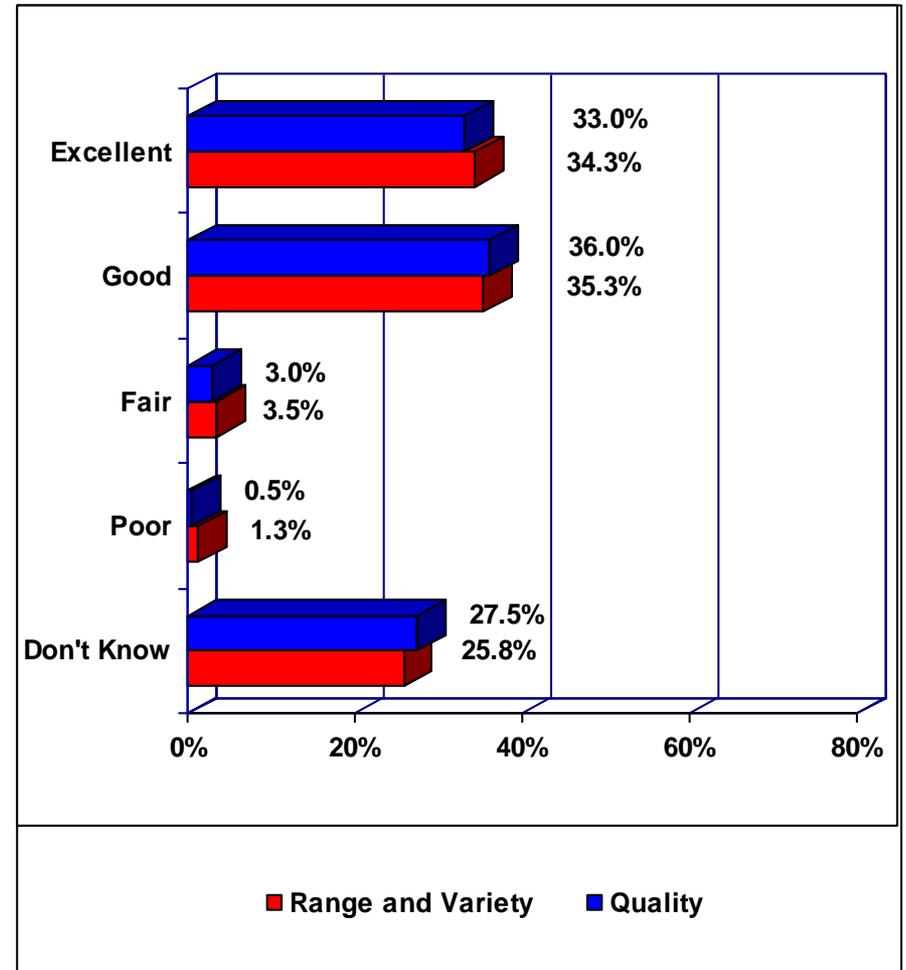
- It is very clear that respondents are satisfied with the appearance, accessibility and safety of parks and recreation services in Farmers Branch. Very few respondents rated these characteristics fair or poor.
- Comments among the few who rated these characteristics as fair or poor included the following:
 - Safety – more patrolling needed, more lighting, drugs, kids using bad language
 - Accessibility – more accessible parking
 - Appearance – trash needs to be picked up at times, more equipment for children, landscaping looks plain, no sidewalks
 - Overall – cost of fitness program is too expensive, children should not have to pay to use recreation center



Summary of Survey Findings

Park and Recreation Programs

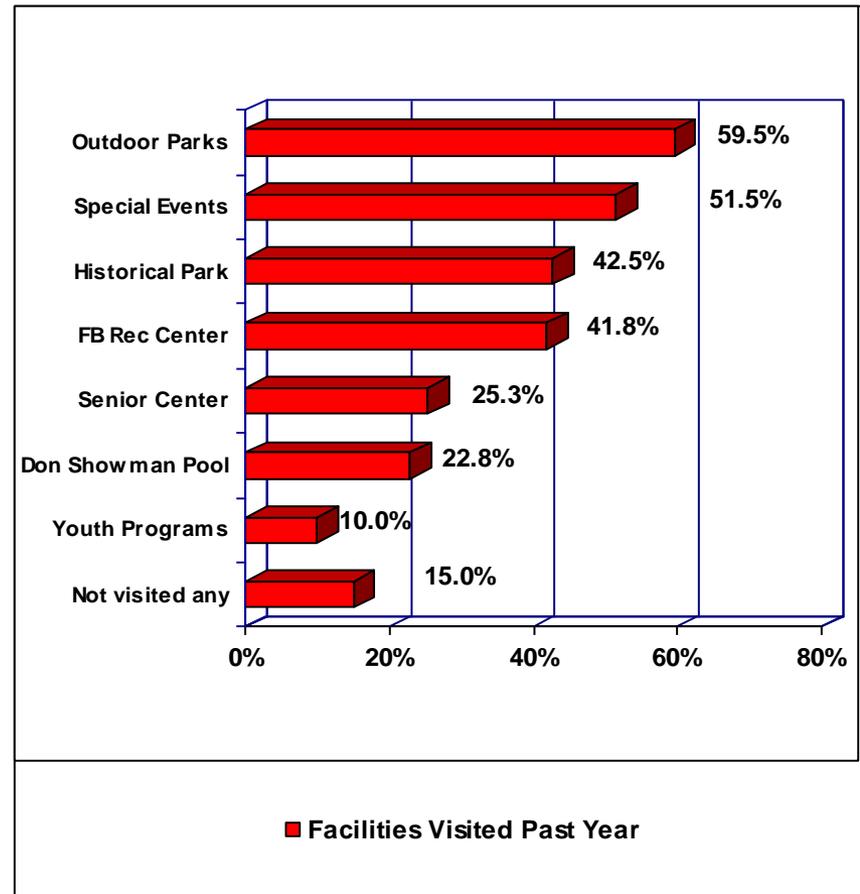
- About one-fourth of respondents are not familiar with the park and recreation programs. However, a majority of those who are familiar with the City's programs rated them as excellent or good. Very few respondents rated programs fair or poor.
- Comments among the few who rated the programs as fair or poor included the following:
 - Overpriced programs
 - Not enough programs for those under 10 years of age
 - More needed for all ages, more variety
 - Need little league baseball
 - Nothing is offered that I'm interested in
 - Need to mail out information on programs
 - More visibility, e-mail announcements
 - Need better teachers



Summary of Survey Findings

Park and Recreation Facilities/Programs Used During the Past Year

- More than half of all respondents surveyed have visited Farmers Branch outdoor parks and/or special events such as Christmas Eve, 4th of July, Movies in the Park and Halloween, etc. within the past year.
- 41% of all respondents have visited the Farmers Branch Community Recreation Center, while 25% have visited the Senior Center and 23% have visited Don Showman Swimming Pool.
- When analyzing those households with children, usage rates are higher in all categories, excluding the Senior Center.



Summary of Survey Findings

New Offerings Suggested in Farmers Branch

What types of special events, recreational opportunities or recreation facilities would you like to see offered in Farmers Branch that are not currently offered?

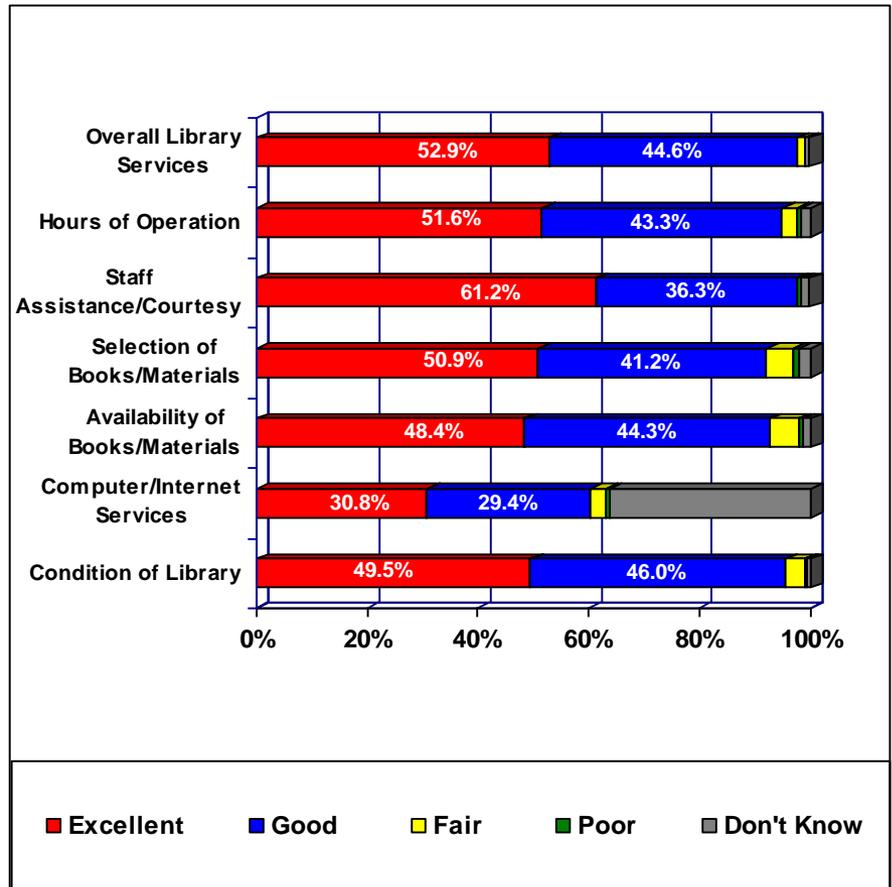
Most common answers are summarized below:

- We have everything here/already have wide selection/already do a good job
- Walk/bike/jog trails
- Skate park for youth
- Tennis leagues, tournaments and lessons
- More activities for seniors (old movies, dancing, pool, ping pong, etc.)
- Dog park and dog obedience training
- Outdoor concerts/musicals/theater
- Activities for teens/kids
- Art shows/art
- Programs for adults/working parents such as dance classes
- Better advertising of program/special event offerings

Summary of Survey Findings

Library

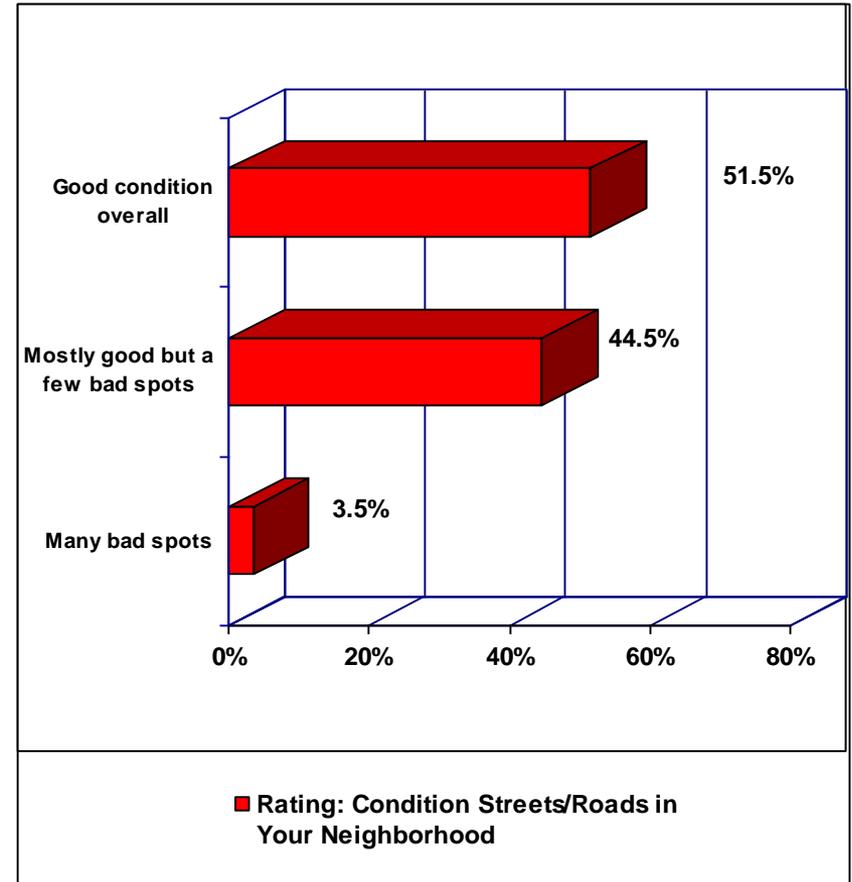
- 73% of all respondents polled have used the Manske Library or its services during the past 12 months.
- 93% to 98% of library users rated hours of operation, staff assistance/courtesy, selection and availability of books/materials and condition of library as excellent or good.
- 36% of library users could not rate computer/internet access, and therefore, probably do not use these services. Excluding those who do not use the library computers, 95% rated this service as excellent or good.
- Comments among fair/poor ratings:
 - Availability/selection – more diverse selection of books, outdated materials, bigger selection
 - Computers – need more of them, too crowded, more time needed for homework
 - Hours – open longer
 - Condition – restrooms run down, old building/dated



Summary of Survey Findings

City Streets

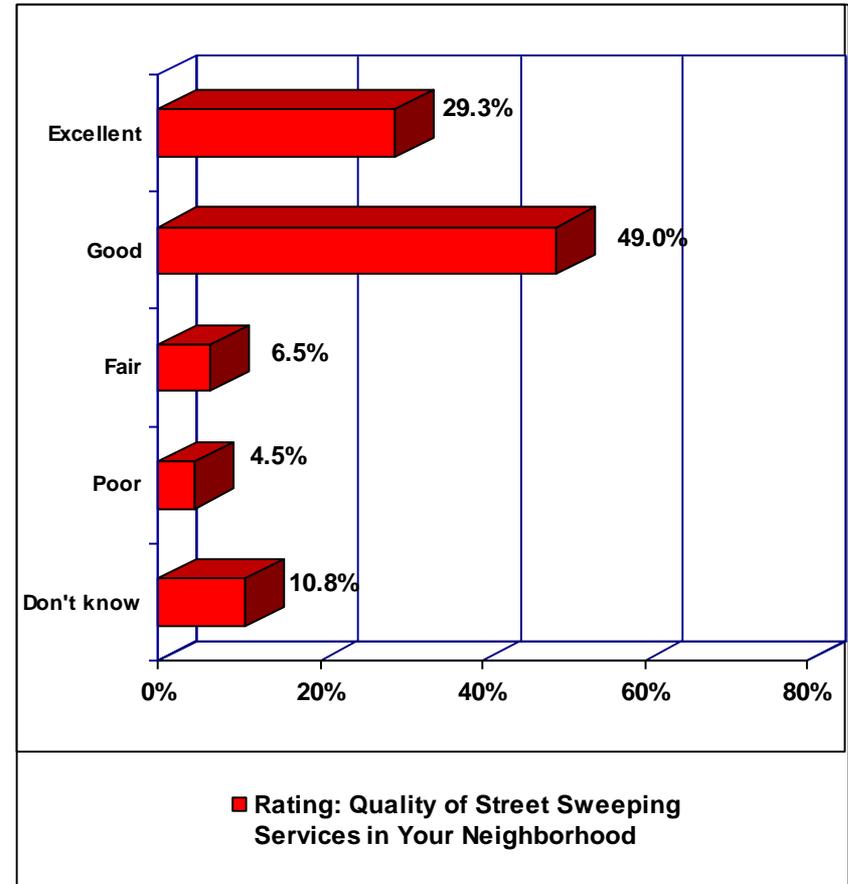
- More than half of respondents said the streets in their neighborhood are in good condition.
- 45% said they are mostly good but there are a few bad spots.
- Only 4% said there were many bad spots.
- These statistics indicate the City is doing a good job at maintaining neighborhood streets.



Summary of Survey Findings

Quality of Street Sweeping Services

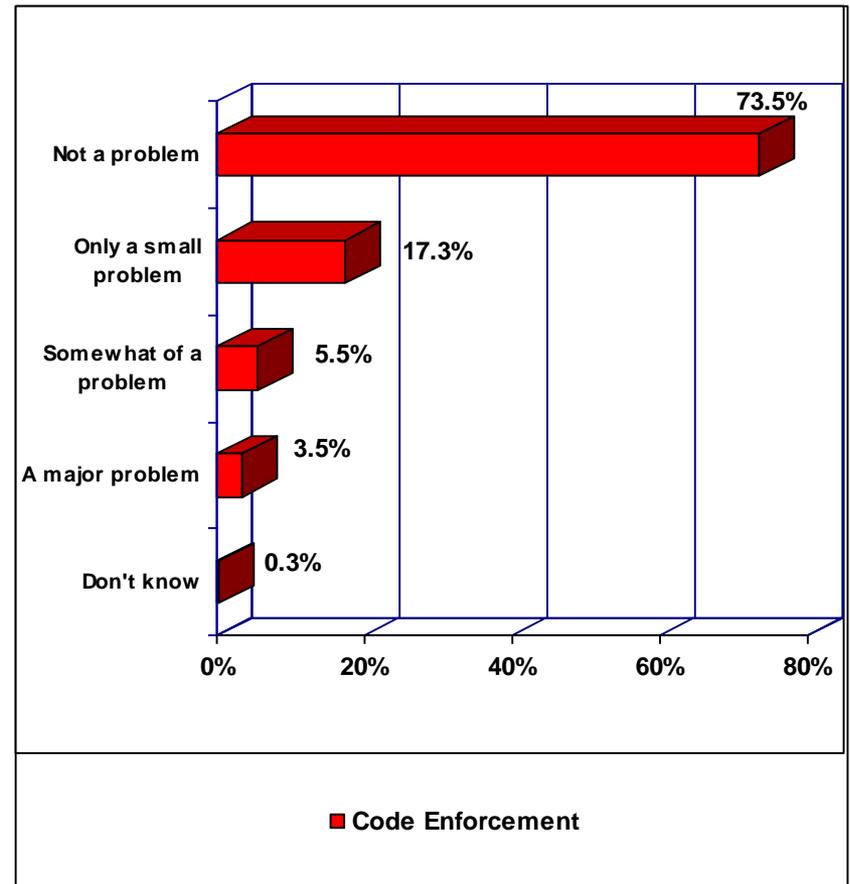
- A majority (78%) of residents polled reported the quality of street sweeping services is excellent or good.



Summary of Survey Findings

Code Enforcement

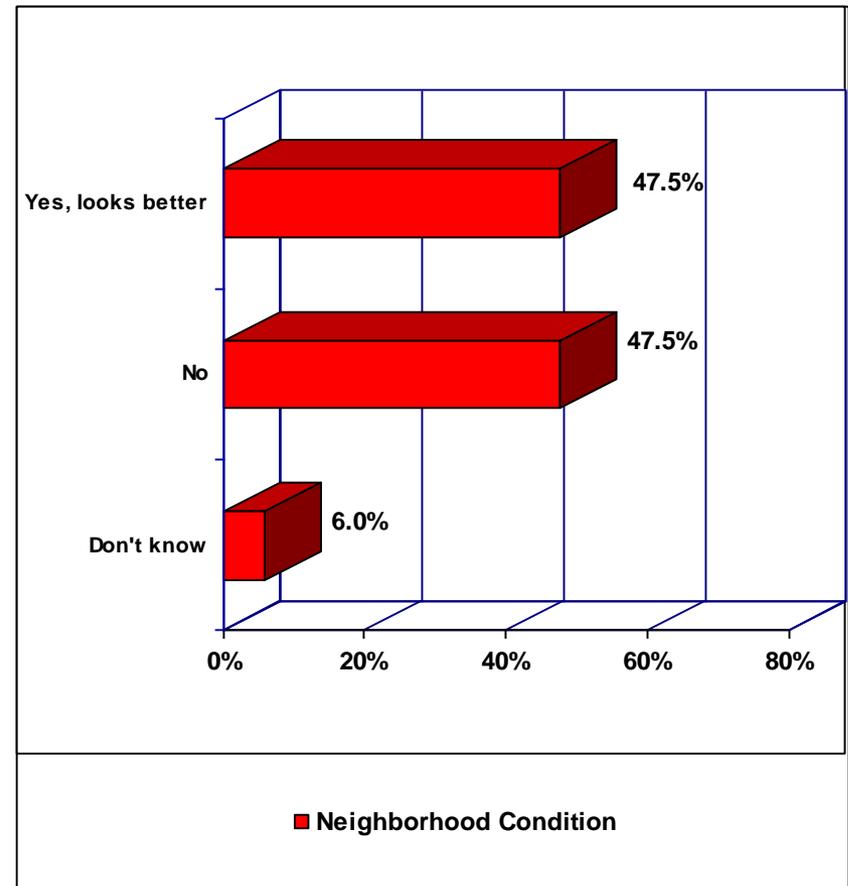
- A majority of respondents said that tall weeds/grass, abandoned vehicles, graffiti and dilapidated buildings were not a problem in their neighborhood.
- Only 17% reported they are only a small problem.
- These statistics indicate the Code Enforcement Department is doing a good job at controlling these problems.
- Fourteen people indicated that tall weeds/grass, abandoned vehicles, graffiti and dilapidated buildings is a major problem in their neighborhood.



Summary of Survey Findings

Neighborhood Condition

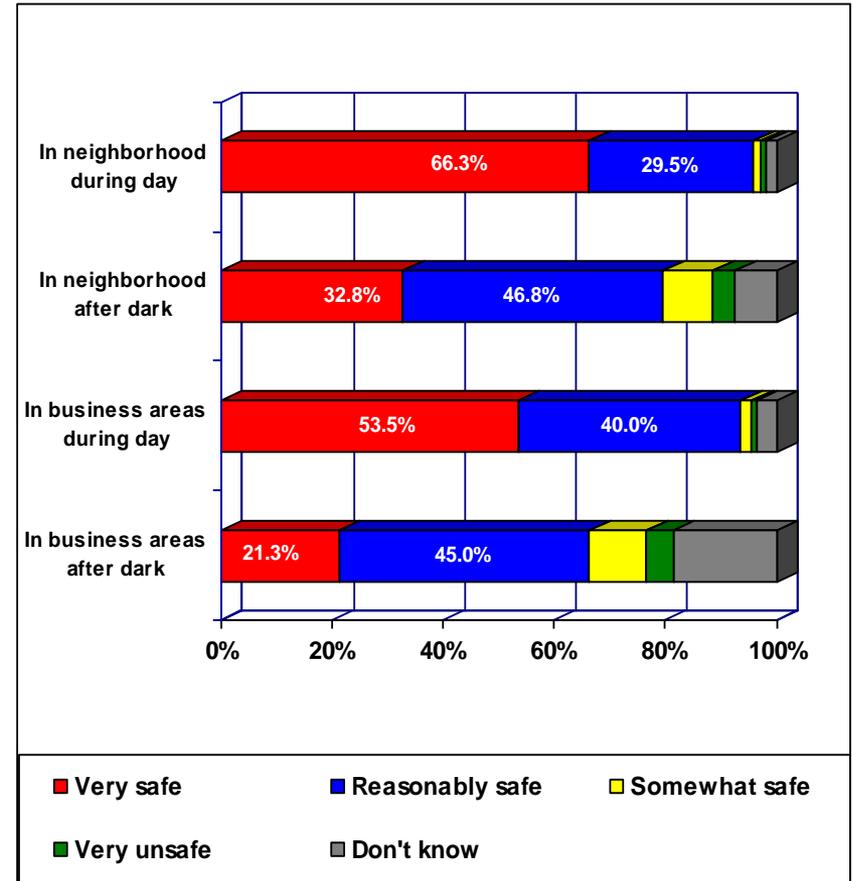
- Respondents were split on whether their neighborhood looks better today than it did one year ago.
- 48% said it looks better while 48% said it looks the same.



Summary of Survey Findings

Police Services

- Most residents polled feel very or reasonably safe in their neighborhood or business areas during the day.
- Ratings drop slightly regarding safety in neighborhoods and business areas after dark.

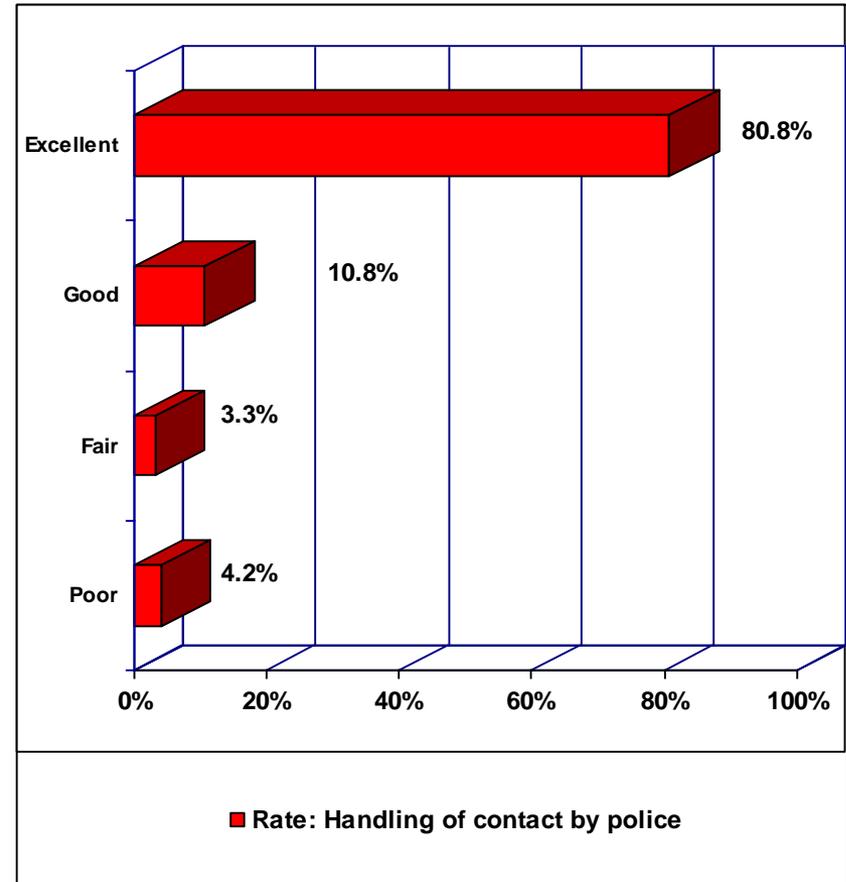


Summary of Survey Findings

Contact with Farmers Branch Police

- One-third of respondents have had any contact with Farmers Branch police department during the past 12 months.
- The graph indicates the Police Department is doing a good job at handling residents who have had contact with the department.
- Among those who rated it fair or poor, comments included:
 - Need better customer service manners
 - They single out residents to give tickets to
 - They were rude
 - Dispatchers have gotten terrible. They are unconcerned.
 - Not concerned with citizen issues
 - They came out but did not help
 - Bad communication

Base = 120 respondents had contact with Farmers Branch Police Dept.

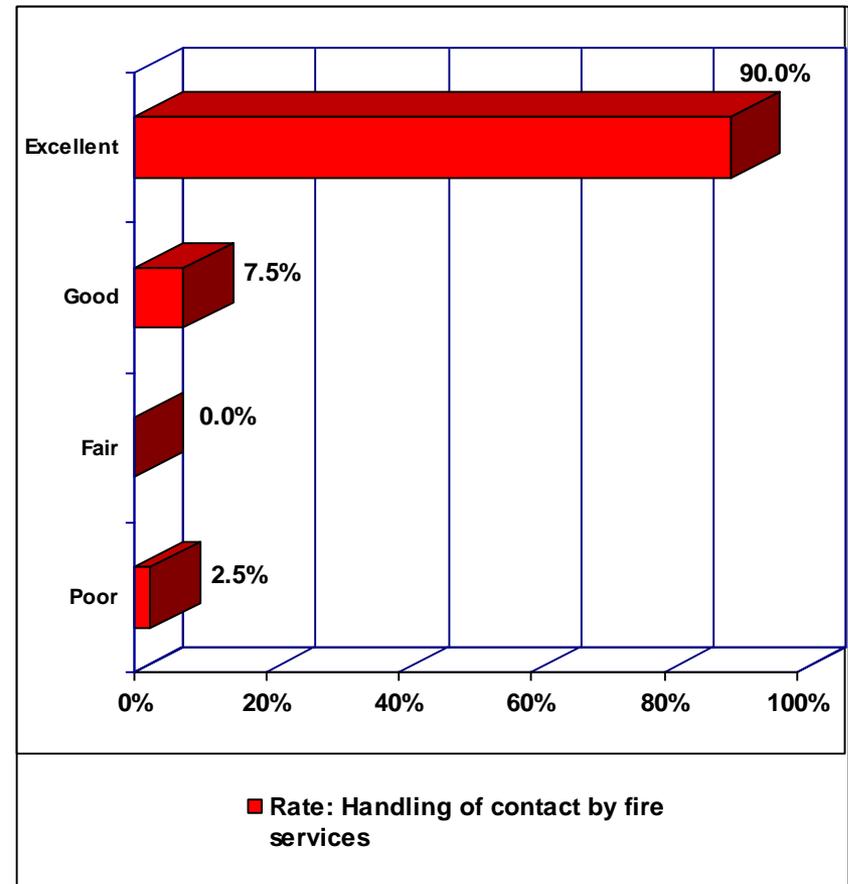


Summary of Survey Findings

Fire Services

- One in ten of respondents have had any contact with Farmers Branch Fire Services during the past 12 months.
- The graph indicates the Fire Services Department is doing a good job at handling residents who have had contact with the department.
- Only one respondent rated it fair or poor

Base = 40 respondents had contact with Farmers Branch Fire Dept.

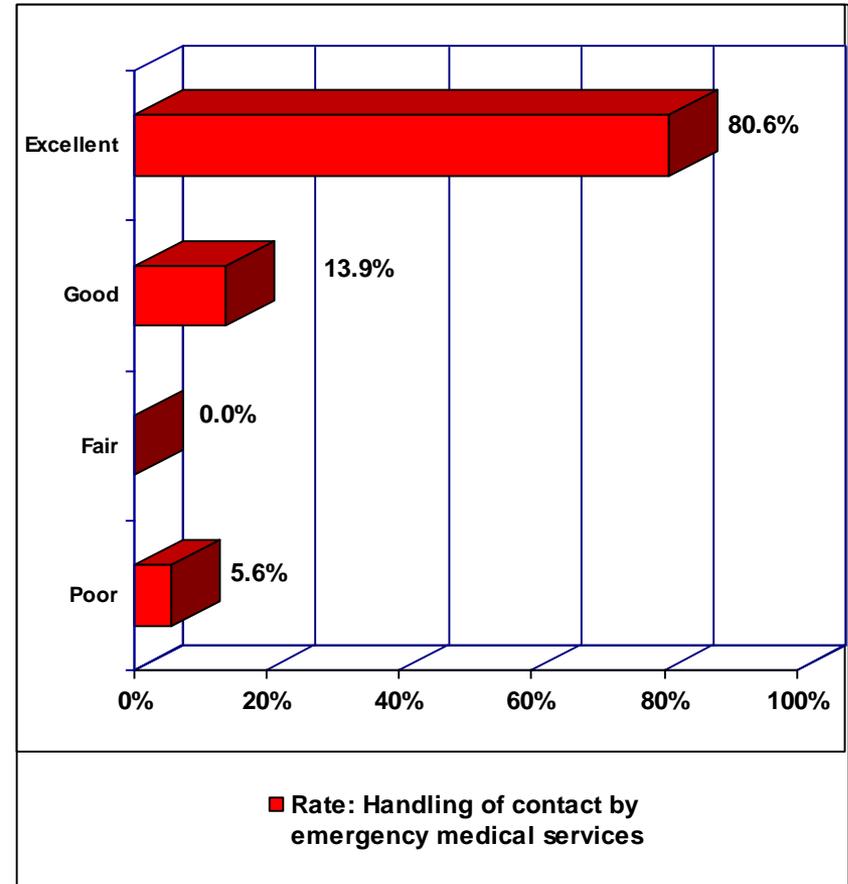


Summary of Survey Findings

Emergency Medical Services/Ambulance

- 9% of respondents have had any contact with Farmers Branch Emergency Medical Services or Ambulance Services during the past 12 months.
- The graph indicates the Emergency Medical Services Department is doing a good job at handling residents who have had contact with the department.
- Only two respondents rated it fair or poor

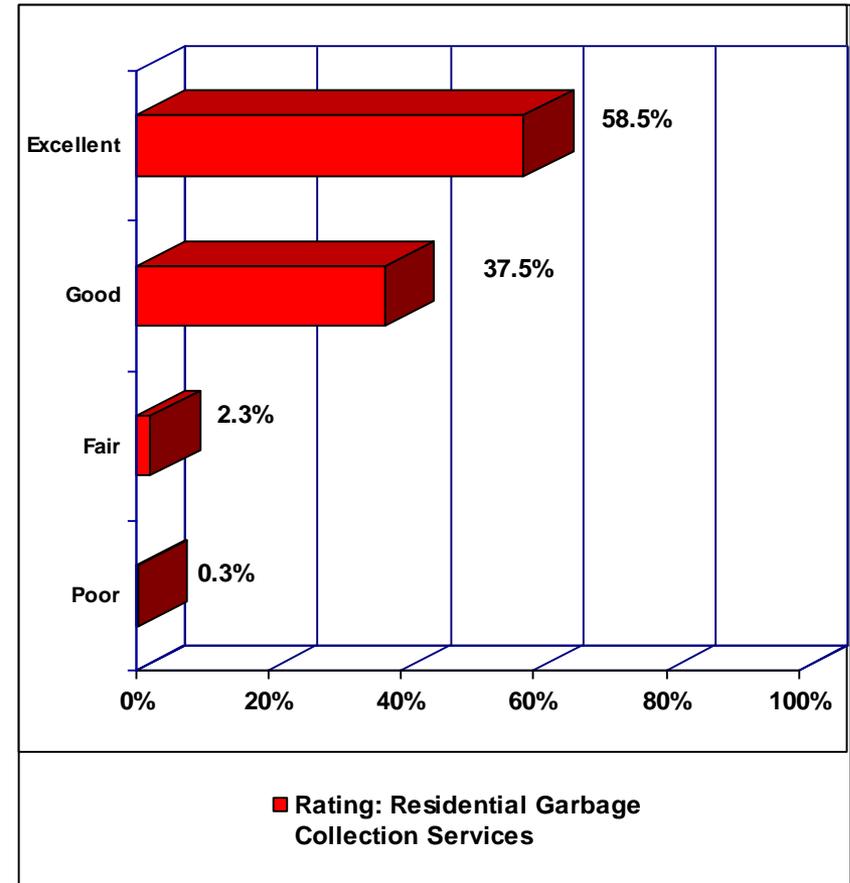
Base = 36 respondents had contact with Farmers Branch Emergency Medical Services/Ambulance



Summary of Survey Findings

Residential Garbage Collection Services

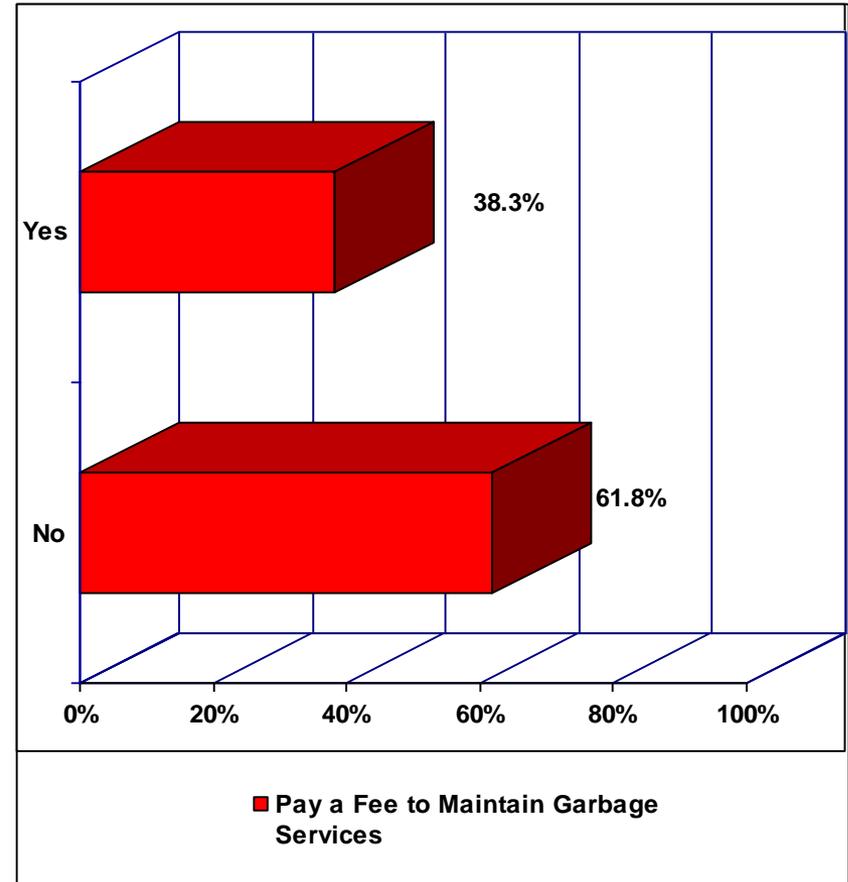
- The City is doing a good job with residential garbage collection services since 96% of respondents rated it as excellent or good.
- Only ten respondents rated it fair or poor, comments included:
 - More trash cans/more trash cans around city
 - They did not pick up the bags
 - Inconsistent
 - Poor service



Summary of Survey Findings

Pay Fee to Maintain Garbage Services

- Just over one-third of respondents are willing to pay a fee for garbage collection services to maintain the existing level of services (free sacks, free delivery of sacks, free pickup twice per week).
- 62% are not willing to pay a fee.

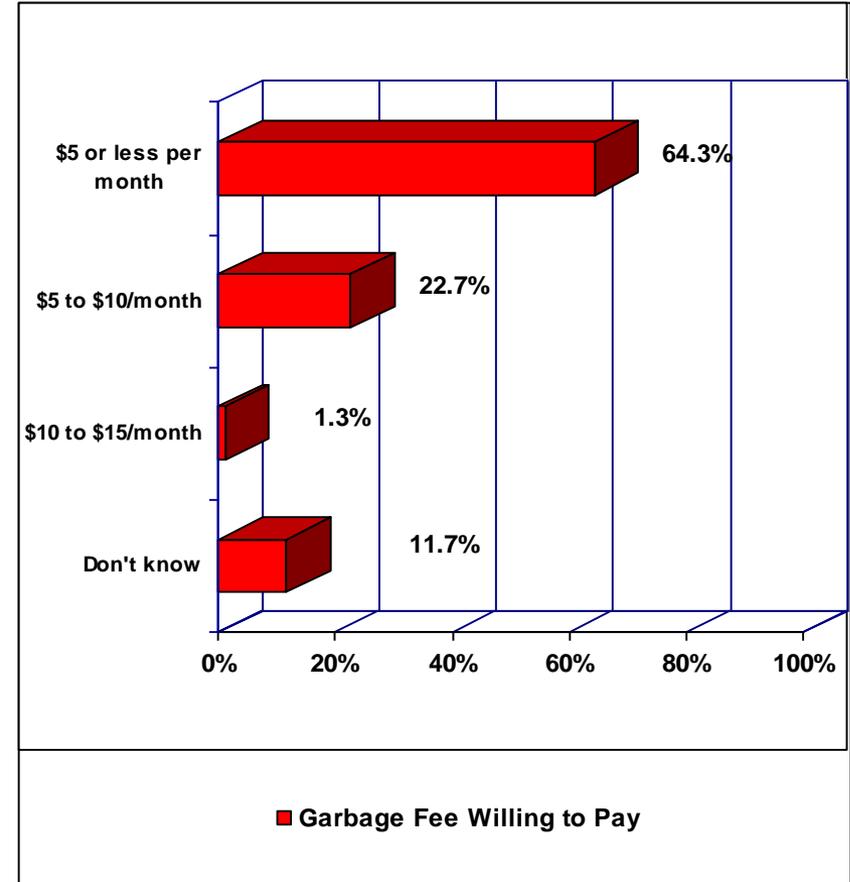


Summary of Survey Findings

Garbage Fee Willing to Pay

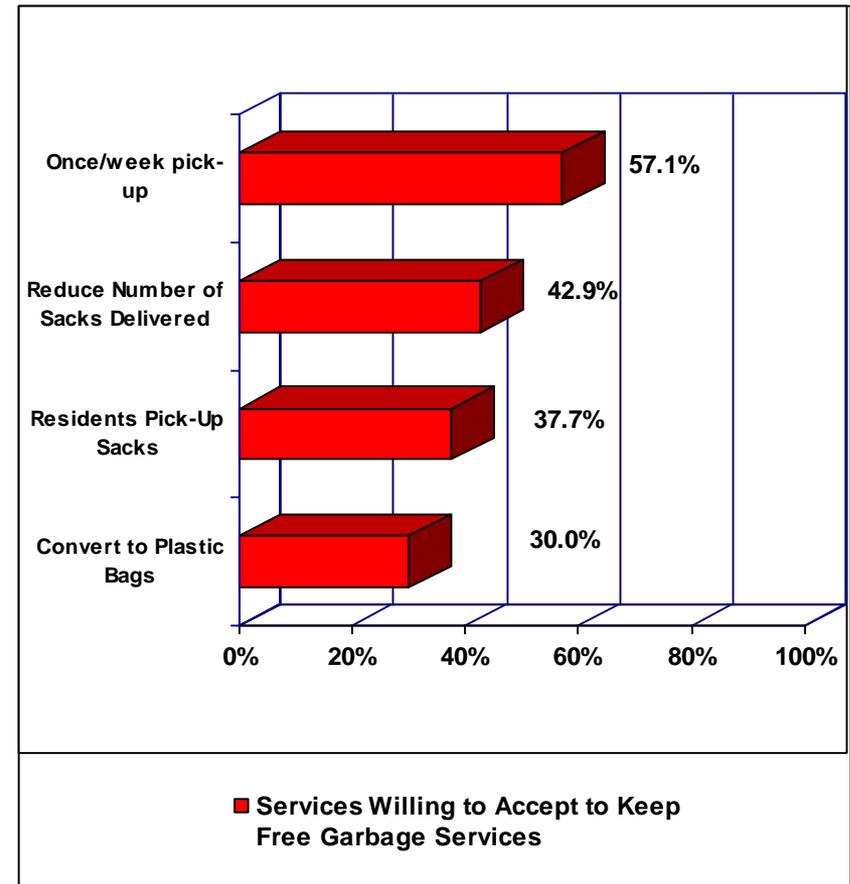
- A majority of respondents who are willing to pay a fee to maintain garbage services are only willing to pay \$5 or less per month.
- 23% are willing to pay \$5 to \$10/month.

Base = 154 respondents who are willing to pay a garbage fee to maintain services



Summary of Survey Findings To Keep Garbage Services at No Cost

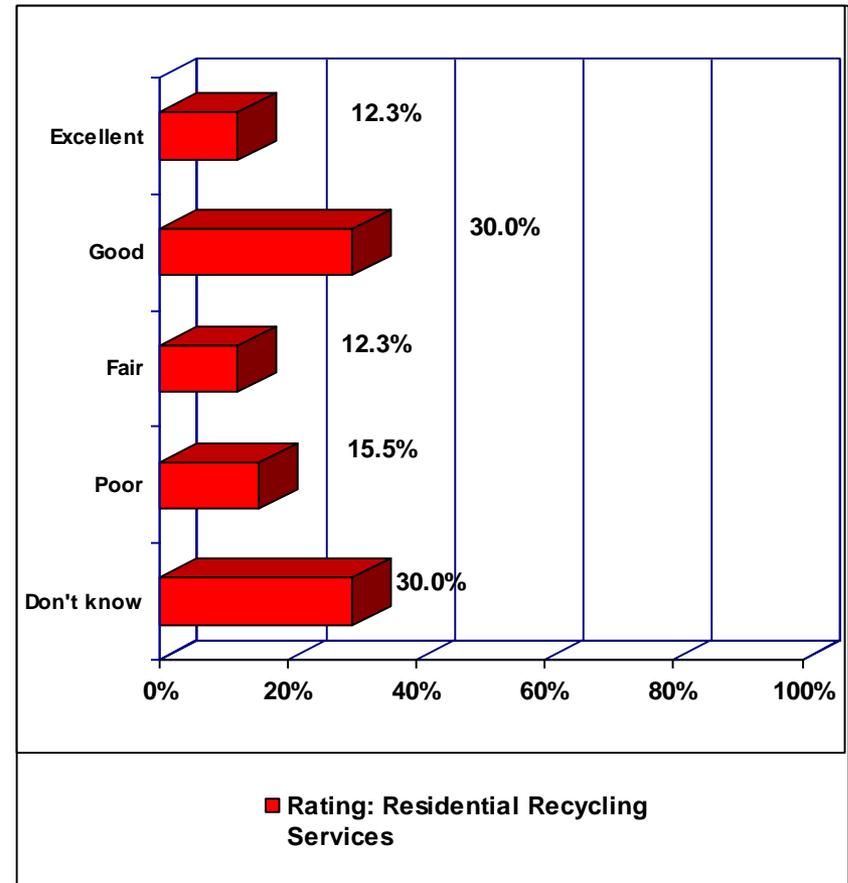
- More than half of residents are willing to accept once a week garbage pick-up so that services are provided at no cost.
- 43% are willing to have fewer sacks delivered to their door by the City.
- 38% are willing to pick up their sacks at City facilities rather than delivered to their door by the City.
- 30% are willing to convert to plastic bags.
- It is clear residents are willing to accept reduced services to have free garbage services.



Summary of Survey Findings

Residential Recycling Services

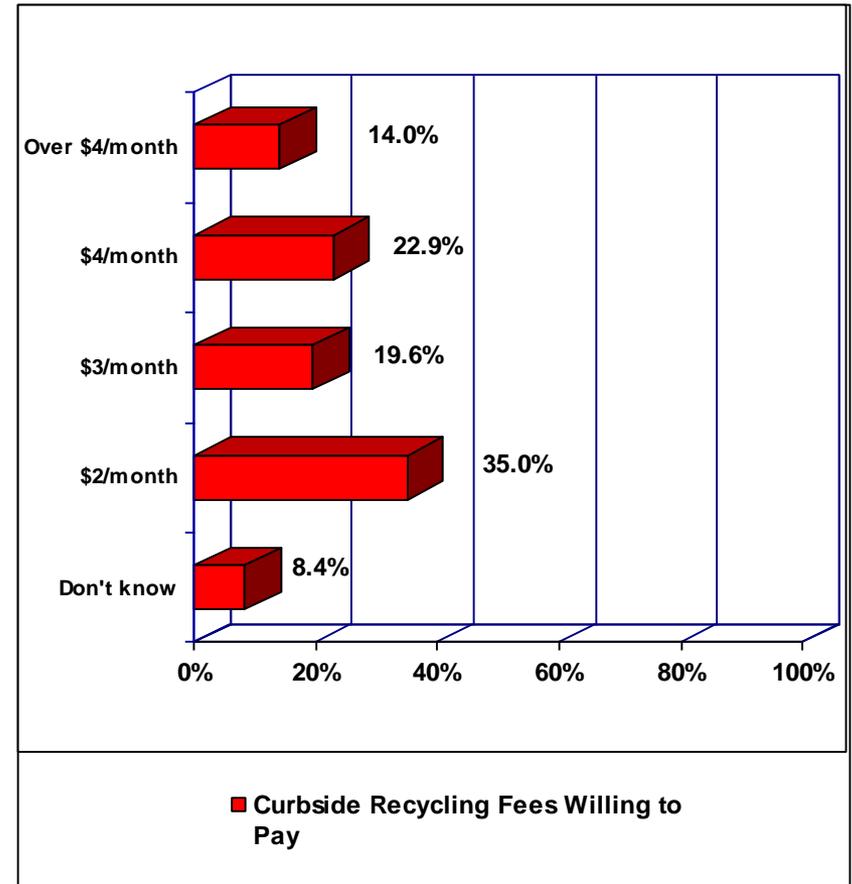
- 42% of residents polled reported residential recycling services are excellent or good.
- 28% of respondents rated it fair or poor, comments included:
 - Need curbside recycling services, provide bins
 - It is not convenient, have to take recyclables to a drop off location
 - Need more recycling drop off locations
 - They don't recycle enough items
 - Drop off too far
 - Advertise recycling center



Summary of Survey Findings

Curbside Recycling Services

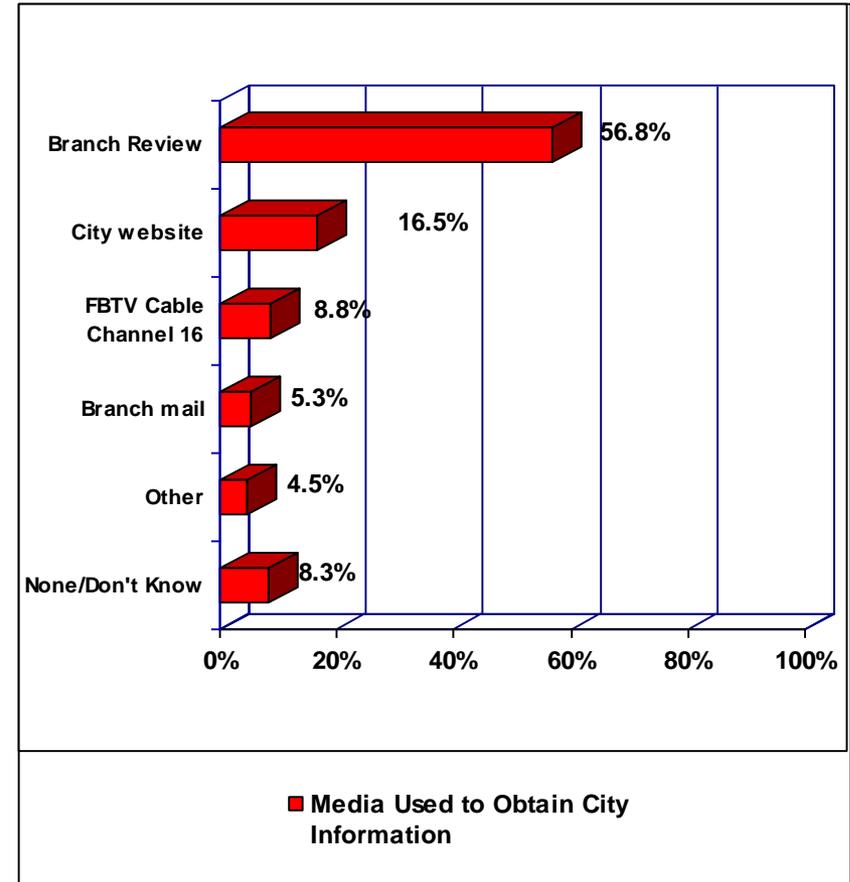
- 54% of residents polled would be in favor of Farmers Branch providing weekly curbside recycling services for a fee.
- 37% are willing to pay \$4/month or more for services, while one in five are willing to pay \$3/month.
- 35% are only willing to pay \$2/month for these services.



Summary of Survey Findings

Media Used to Obtain City Information

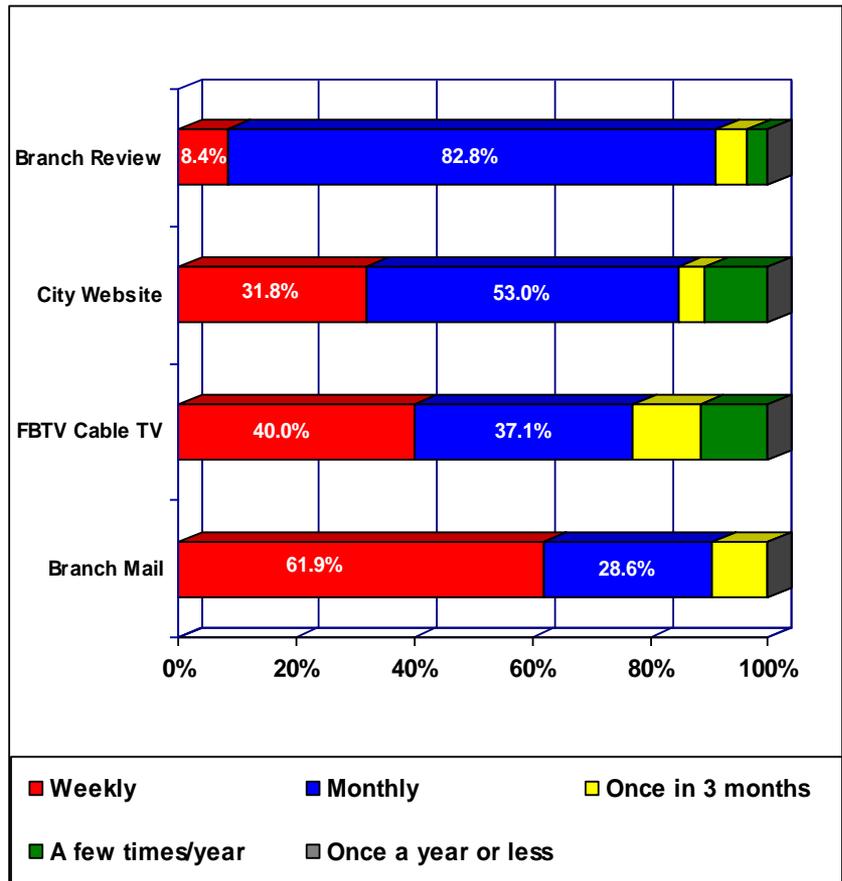
- More than half of residents polled use the Branch Review (City's monthly newsletter) to obtain information about the City.
- Another 17% use the City's website and 9% use the Farmers Branch Cable Channel 16.
- Another 5% use Branch mail which is the City's e-mail notification system.
- Other answers included; water bill inserts, newspaper and word of mouth.
- It will be important to use multiple media to effectively communicate with citizens of Farmers Branch.



Summary of Survey Findings

Frequency of Using Media Sources

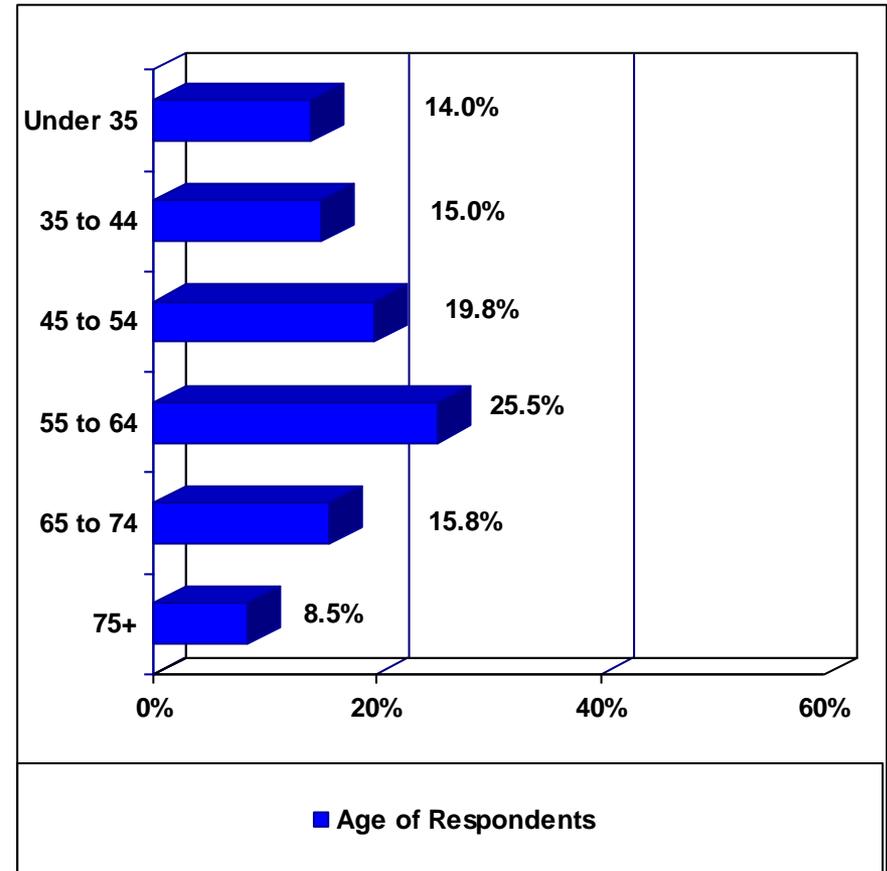
- Among media sources used to obtain information about the City, Branch Mail is used most frequently, with 62% using this source at least weekly. A total of 5% of respondents use this source the most (refer to previous chart).
- 83% of respondents read Branch Review at least monthly. A total of 57% of all respondents utilize this source the most (refer to previous chart).
- 77% to 91% of all respondents use these sources at least monthly or more.



Summary of Survey Findings

Demographics

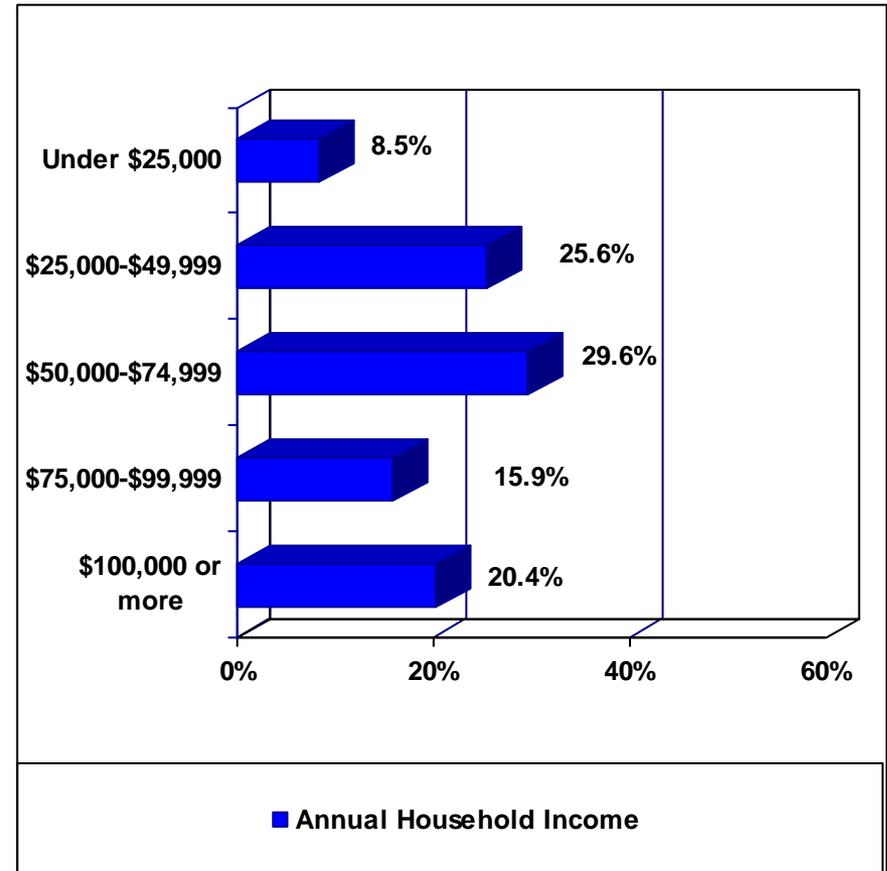
- The typical age of resident interviewed is 52 years of age.
- Length lived in Farmers Branch:
 - Less than 2 years 3.3%
 - 2 to 5 years 9.8
 - 6 to 10 years 21.3
 - 11 to 20 years 23.0
 - Over 20 years 41.8
- 85% own and 14% rent their home.
- 83% live in a single family home, 9% an apartment and 7% a townhome/condo.
- Age of children in the household:
 - 0 to 5 years old 12.0%
 - 6 to 10 years old 13.5
 - 11 to 13 years old 13.0
 - 14 to 19 years old 12.0
 - No children under 20 66.5
- These statistics are representative of the demographics of the City of Farmers Branch.



Summary of Survey Findings

Demographics

- The mean household income is \$74,550.
- Ethnicity of respondents interviewed:
 - Caucasian 73.5%
 - African Am. 2.0
 - Hispanic 17.0
 - Asian 0.8
 - Other 1.3
- 36% of respondents were male and 64% female.



National Service Research

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National Service Research (NSR), founded in 1989, is a full-service market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR's owner and founder, Andrea Thomas, has thirty years of professional market research experience.