



**FARMERS  
BRANCH**



# City of Farmers Branch



## City of Farmers Branch, Texas Citizen Satisfaction Survey Executive Summary

**October 19, 2010**

**Prepared by:  
National Service Research**



---

**NATIONAL  
SERVICE  
RESEARCH**

---

MARKET RESEARCH



# Introduction and Methodology

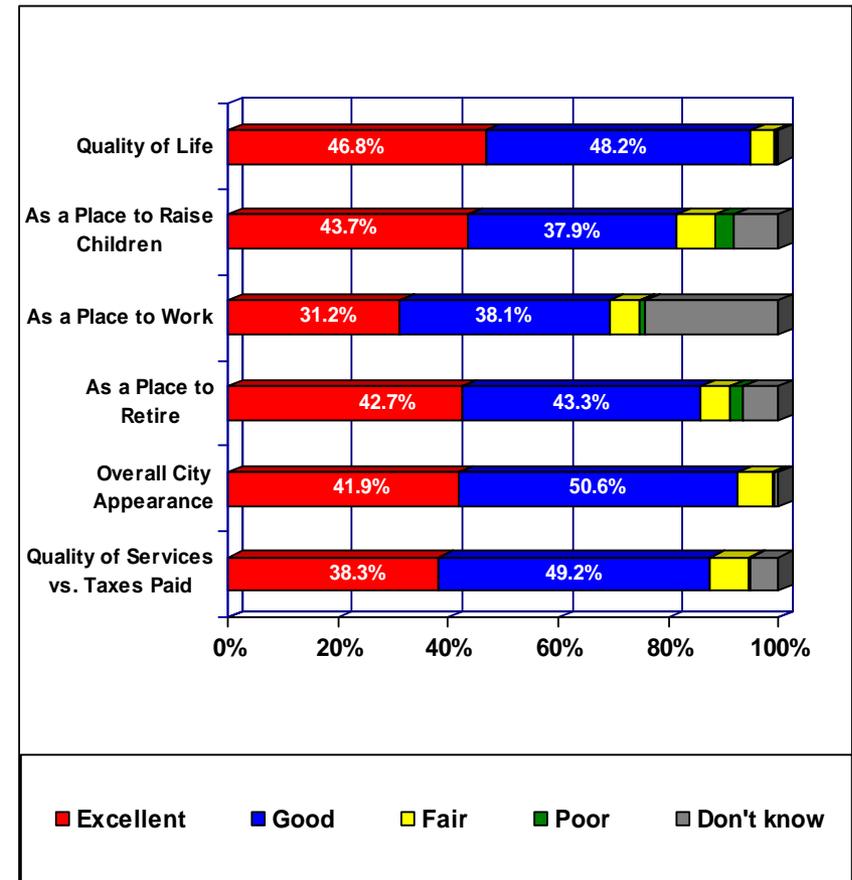
The City of Farmers Branch was interested in determining citizen attitudes, opinions and needs in order to assist the city in developing policy, budget and service decisions. The City of Farmers Branch contracted with National Service Research (NSR), a full scope market research consulting firm, to conduct this research effort. NSR completed 500 telephone surveys with Farmers Branch residents that were randomly selected from current telephone listings August 10 through September 3, 2010 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. A total of 400 surveys were completed for the 2008 citizen survey.

The margin of error of 500 surveys at a 95% confidence level is plus or minus 4.5%. This sample size is a cost-effective and reliable measure of resident opinions.

# Summary of Survey Findings

## Overall City Image - 2010

- The highest rated characteristic is overall quality of life, 95% (93% in 2008) of all respondents rated it excellent or good.
- Second was overall appearance of the city, 93% rated it excellent or good compared to 87% in 2008.
- These statistics indicate the overall city image is very positive in the eyes of the citizens of Farmers Branch.
- The City received similar ratings in 2008 and 2010 on all other characteristics.

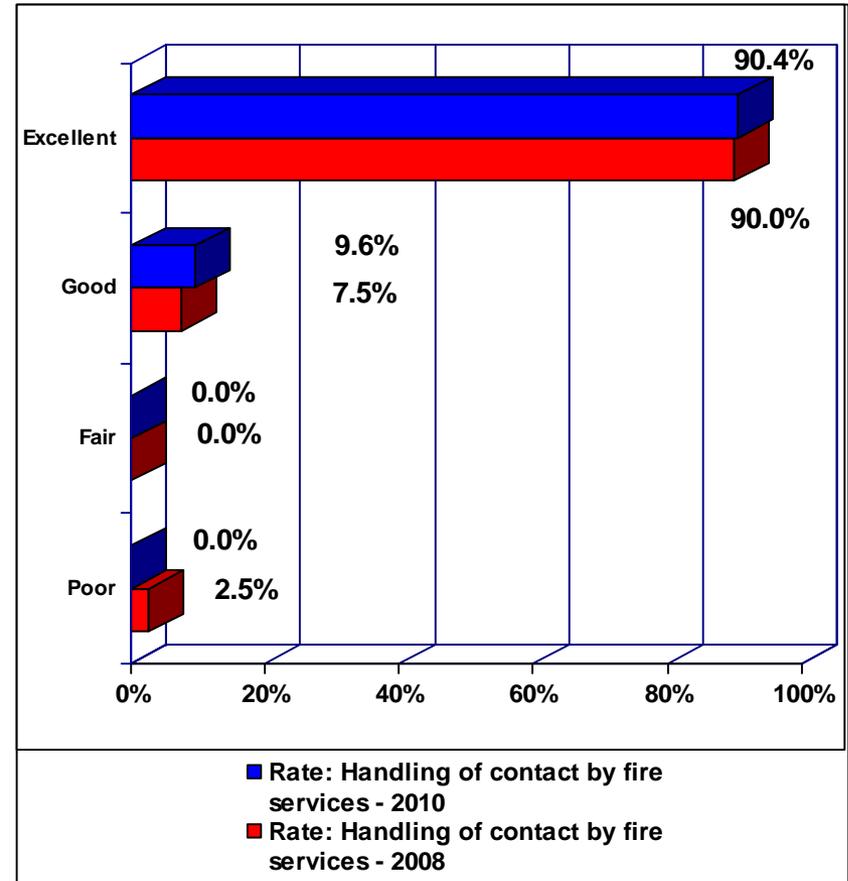


# Summary of Survey Findings

## Fire Services

- One in ten respondents in 2010 and 2008 have had any contact with Farmers Branch Fire Services during the past 12 months.
- These statistics indicates the Fire Services Department is doing an excellent job at handling residents who have had contact with the department.

Base = 52 respondents had contact with Farmers Branch Fire Dept. 2010

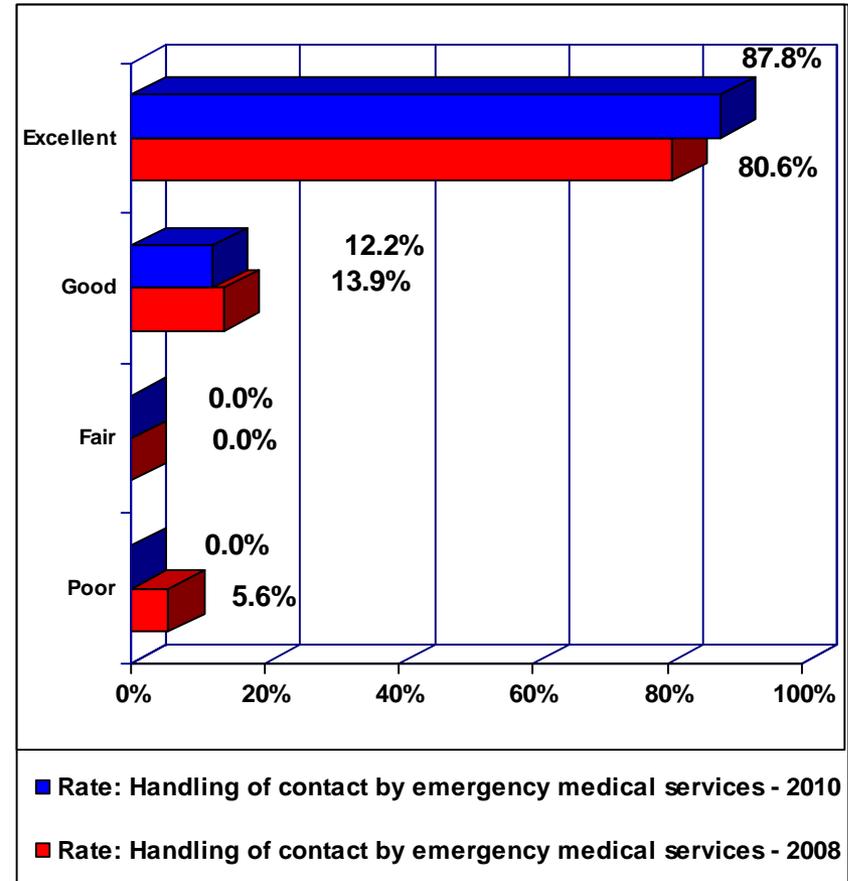


# Summary of Survey Findings

## Emergency Medical Services/Ambulance

- 8% (9% in 2008) of respondents have had any contact with Farmers Branch Emergency Medical Services or Ambulance Services during the past 12 months.
- These statistics indicates the Emergency Medical Services Department is doing an excellent job at handling residents who have had contact with the department.

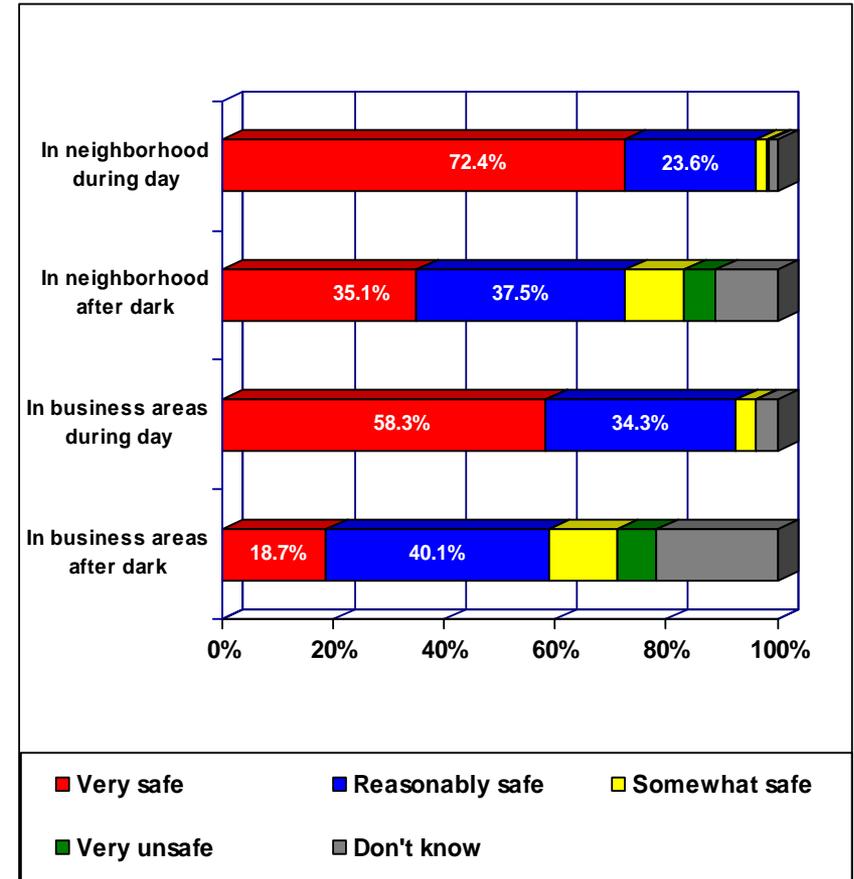
Base = 41 respondents had contact with Farmers Branch Emergency Medical Services/Ambulance - 2010



# Summary of Survey Findings

## Police Services – 2010

- 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.
- Safety during the day in your neighborhood showed an increase from 66% to 72%.
- Other safety ratings were similar when comparing 2008 to 2010 survey results.

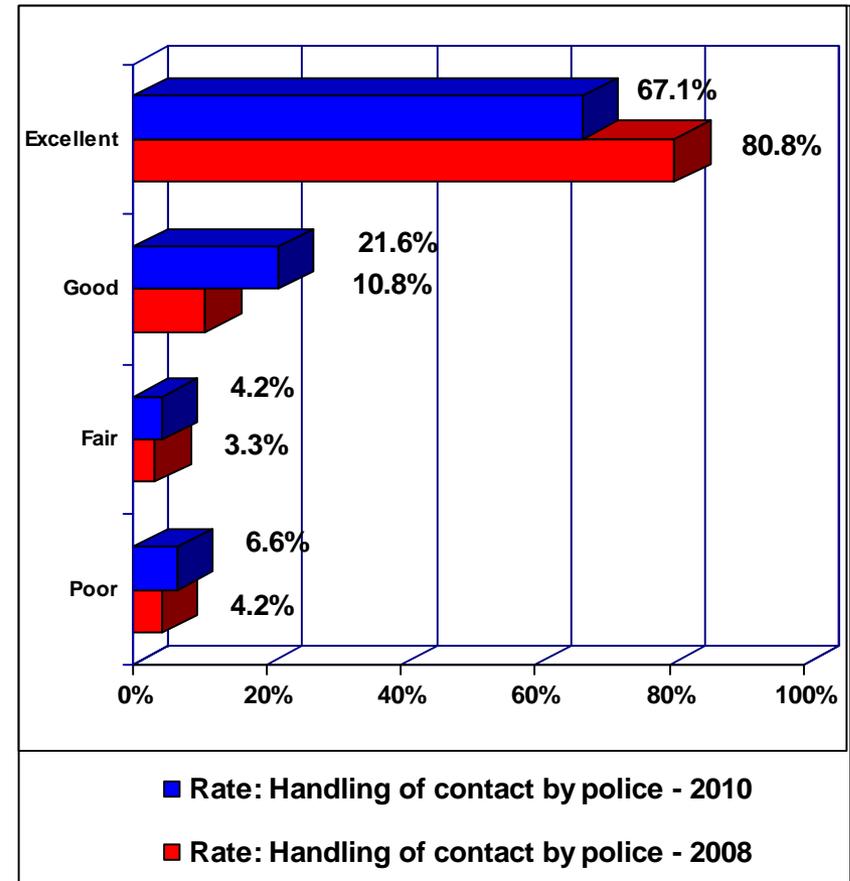


# Summary of Survey Findings

## Contact with Farmers Branch Police

Base = 167 respondents had contact with Farmers Branch Police in 2010

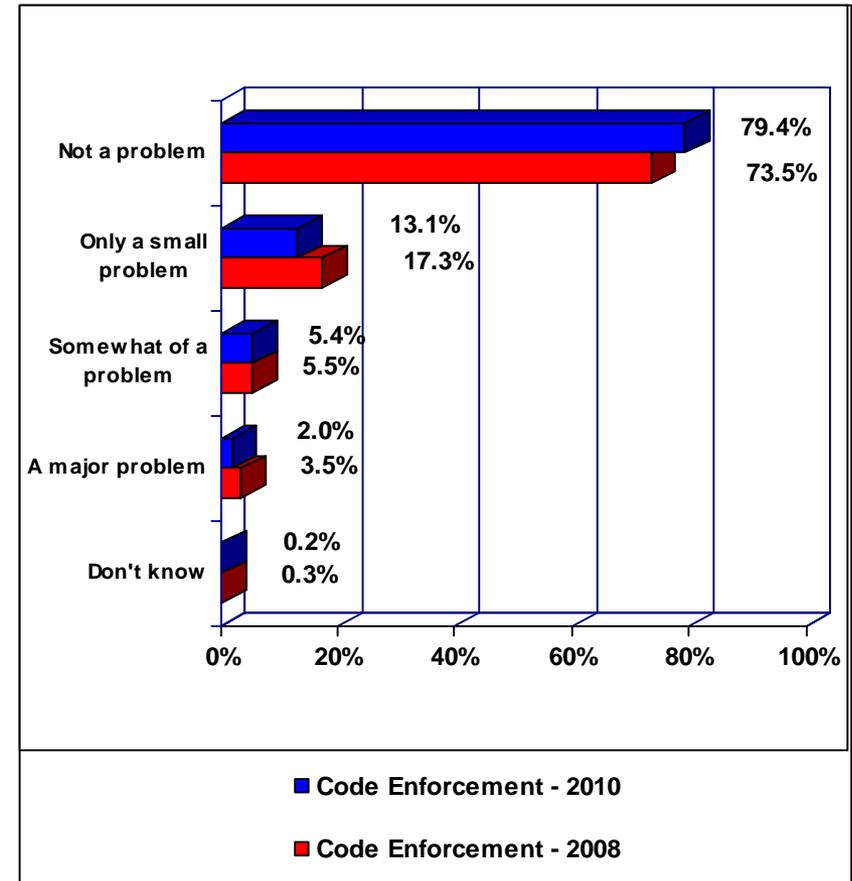
- One-third of respondents in 2008 and in 2010 have had any contact with Farmers Branch police department during the past 12 months.
- These statistics indicates the Police Department is doing a good job at handling residents who have had contact with the department.
- Among those who rated it fair or poor, comments included:
  - Need better customer service manners
  - They single out residents to give tickets to
  - They were rude/not courteous
  - Police report not complete, had trouble with insurance
  - Did not receive any feed back after making a report
  - They need to be more proactive



# Summary of Survey Findings

## Code Enforcement

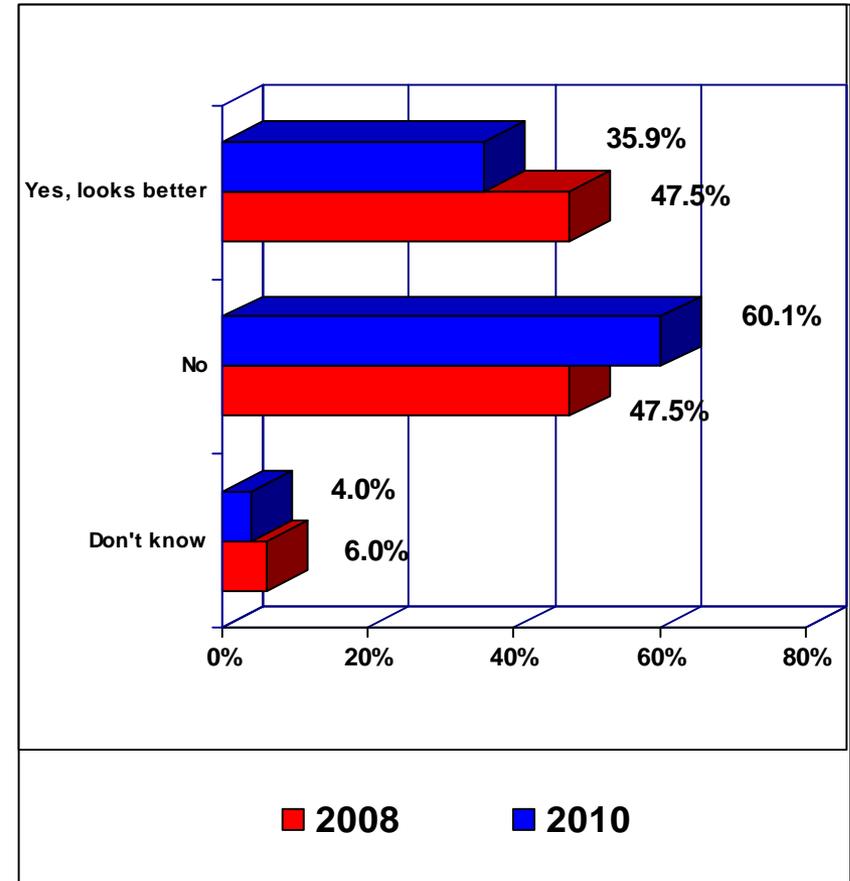
- A majority of respondents said that tall weeds/grass, abandoned vehicles, graffiti and dilapidated buildings were not a problem in their neighborhood.
- Only 13% reported they are only a small problem, a decrease over 2008 results.
- These statistics indicate the Code Enforcement Department is doing a good job at controlling these problems.
- Those who indicated it is a major problem cited these issues:
  - Tall weeds/grass/trash in alleys
  - No code enforcement for alleys
  - Neighbor fence is falling down, tall weeds in yard
  - Abandoned house across street
  - Too many vehicles at neighbors home



# Summary of Survey Findings

## Neighborhood Condition

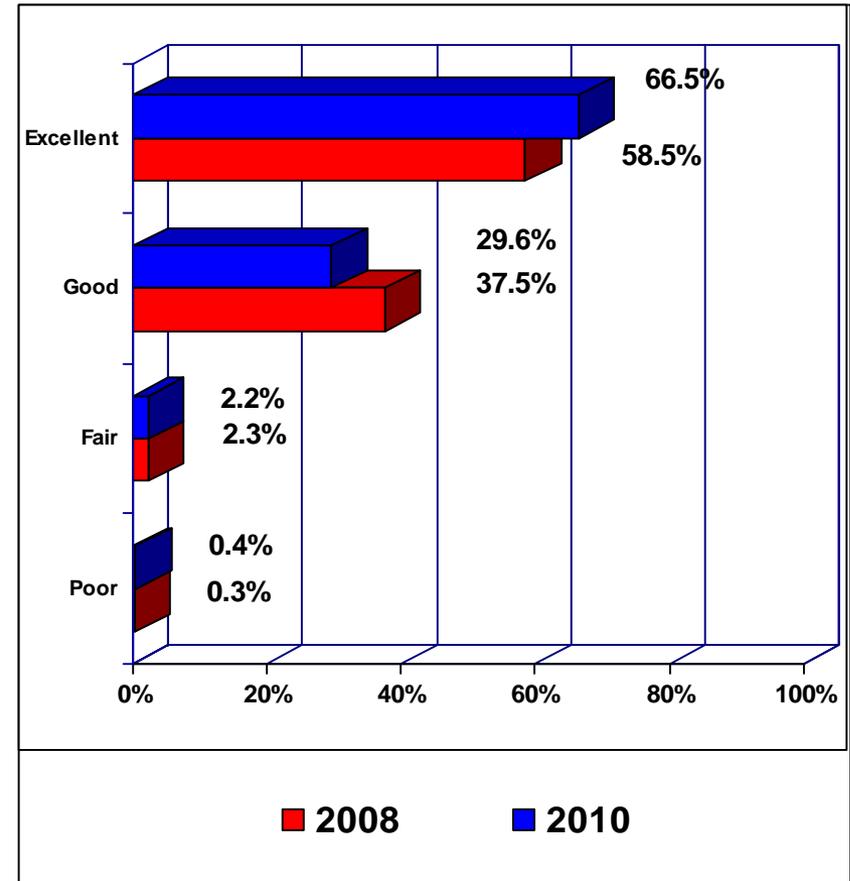
- One-third of respondents said their neighborhood looks better than it did a year ago, while 60% said it looks the same.



# Summary of Survey Findings

## Residential Garbage Collection Services

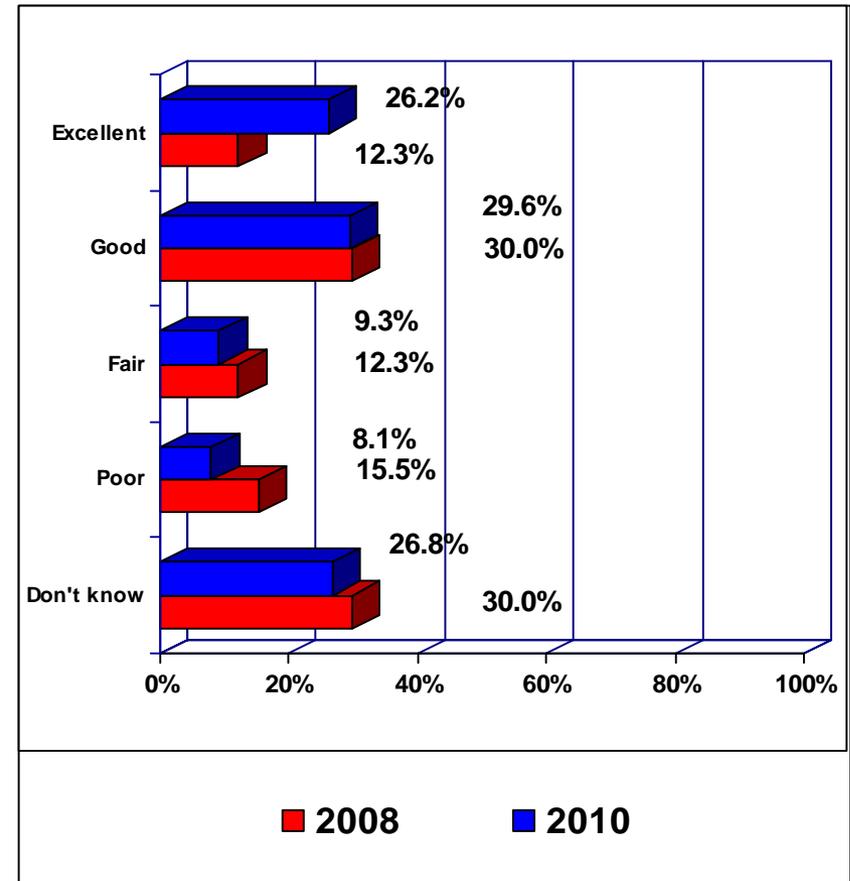
- The City is doing a good job with residential garbage collection services since 96% of respondents rated it as excellent or good.
- Only 2.6% of respondents (thirteen people) rated it fair or poor, comments included:
  - They drop garbage on the streets
  - Don't pick up trash often enough
  - They don't give us enough garbage bags
  - If something drops out of the trash, they don't pick it up



# Summary of Survey Findings

## Residential Recycling Services

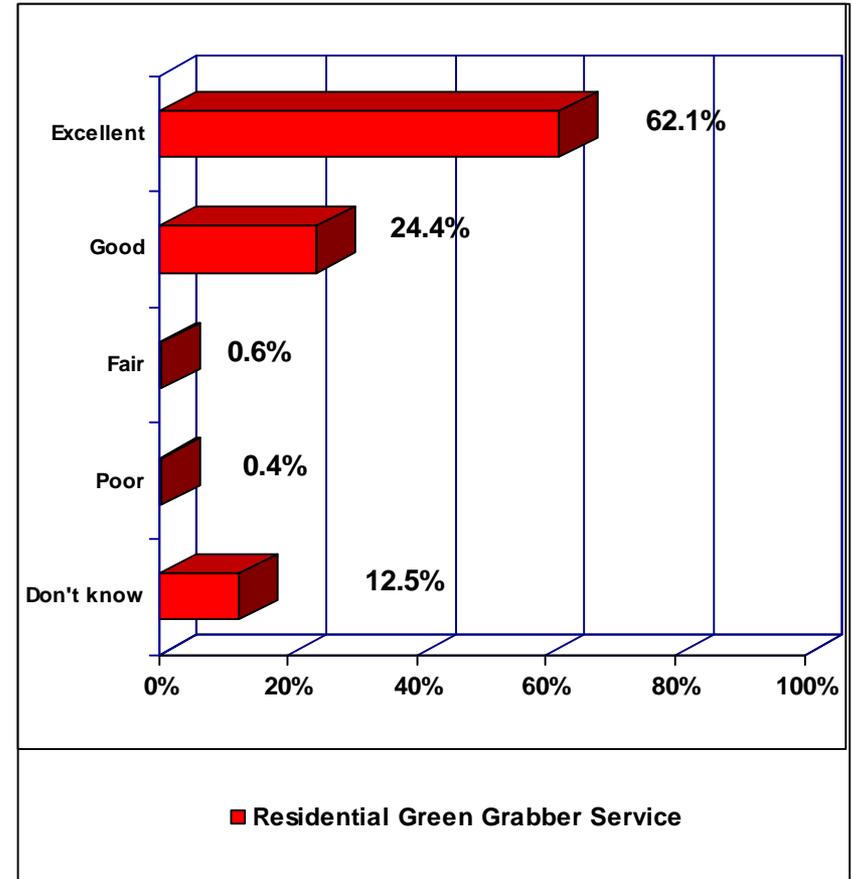
- 56% (42% in 2008) of residents polled reported residential recycling services are excellent or good.
- 17% of respondents rated it fair or poor, comments included:
  - Need curbside recycling services
  - It is not convenient, have to take recyclables to a drop off location
  - Need more recycling drop off locations, its not convenient
  - They don't recycle enough items
  - Need more information on what is recyclable



# Summary of Survey Findings

## Residential Green Grabber Pickup

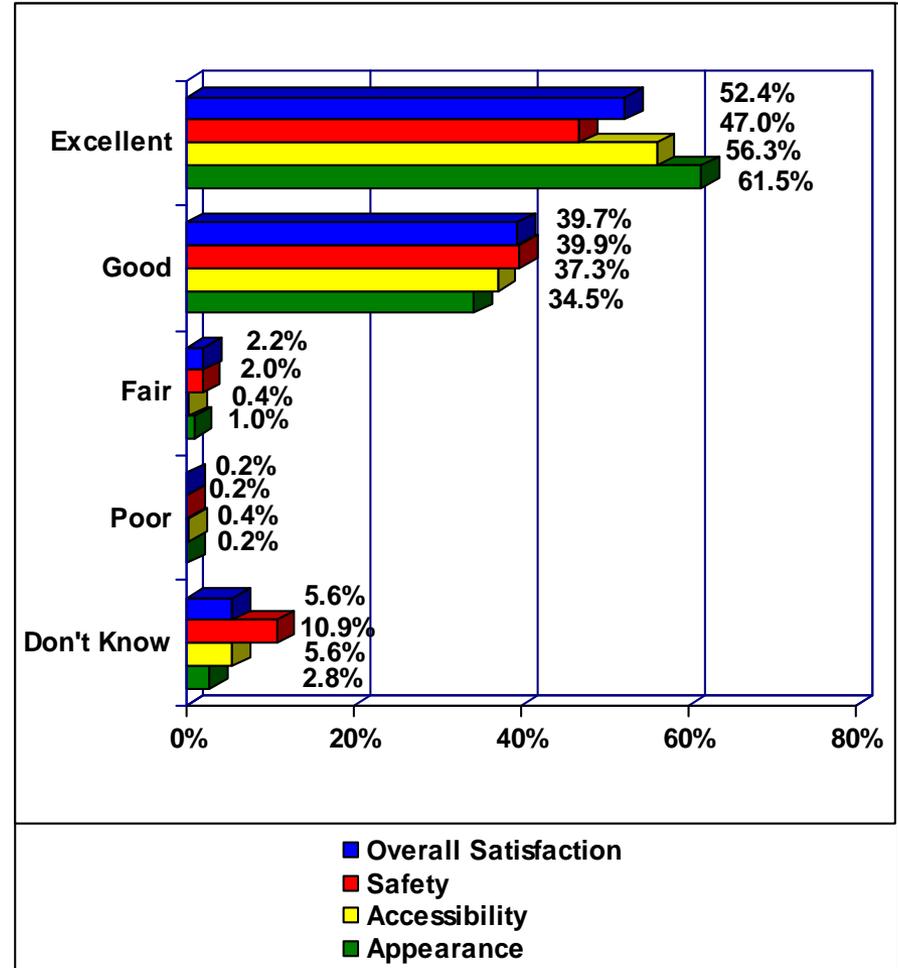
- 87% of residents polled rated the green grabber pick up (bulky item pickup) services as excellent or good. (This question was not asked in the 2008 survey).
- Only 1% rated it fair or poor, comments included:
  - Green grabber makes holes in my grass
  - I don't know when they are going to come



# Summary of Survey Findings

## Parks and Recreation Facilities - 2010

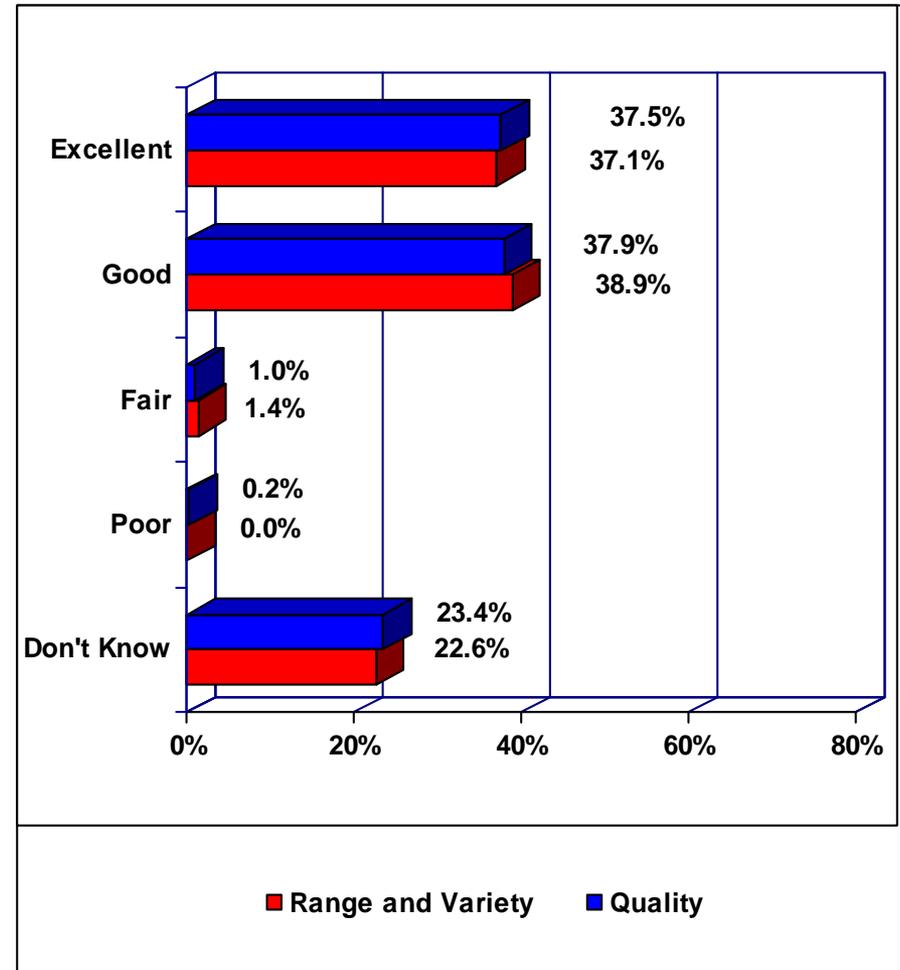
- It is very clear that respondents are satisfied with the appearance, accessibility and safety of parks and recreation services in Farmers Branch. Very few respondents rated these characteristics fair or poor.
- Comments among the few who rated these characteristics as fair or poor included the following:
  - Too many kids running around without supervision, need emergency phones at parks, some equipment is broken and not safe, not much security, need more lighting at parks
  - Pool needs updating, some parks need improvement
- 2010 ratings compare favorably with the 2008 survey data.



# Summary of Survey Findings

## Park and Recreation Programs - 2010

- Almost 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:
  - Need programs for adults
  - Offer more programs in general at the recreation center
  - Water class
  - Too many kids at once at the recreation center, makes it crowded
- 2010 “excellent” ratings are slightly higher than in 2008.

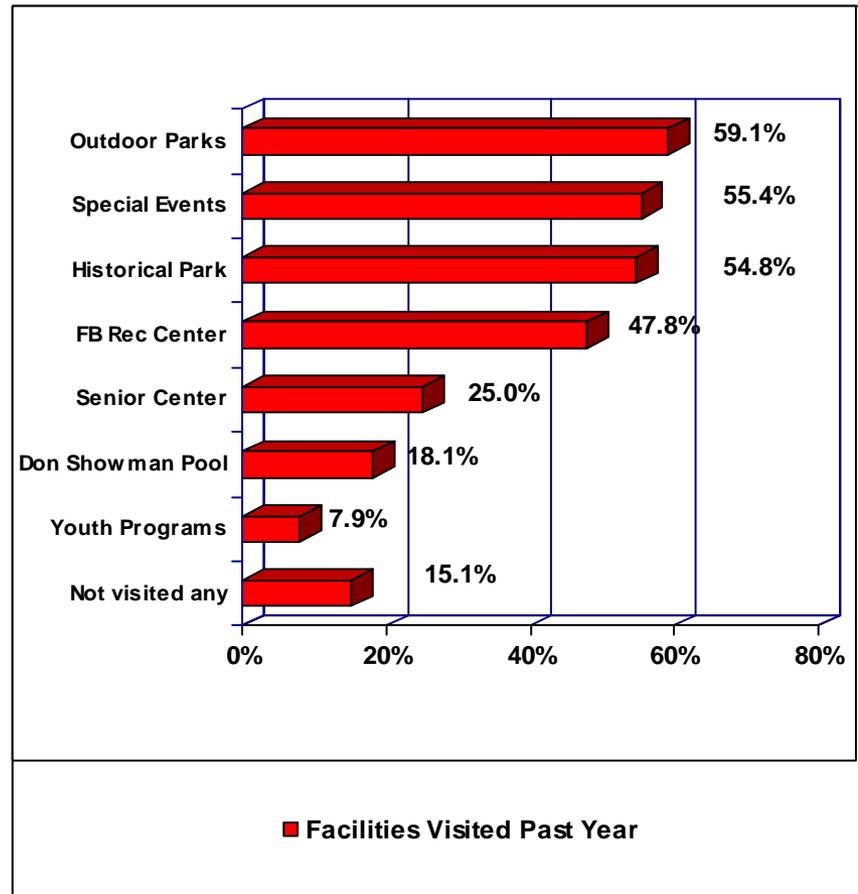


# Summary of Survey Findings

## Park and Recreation Facilities

### Programs Used During the Past Year - 2010

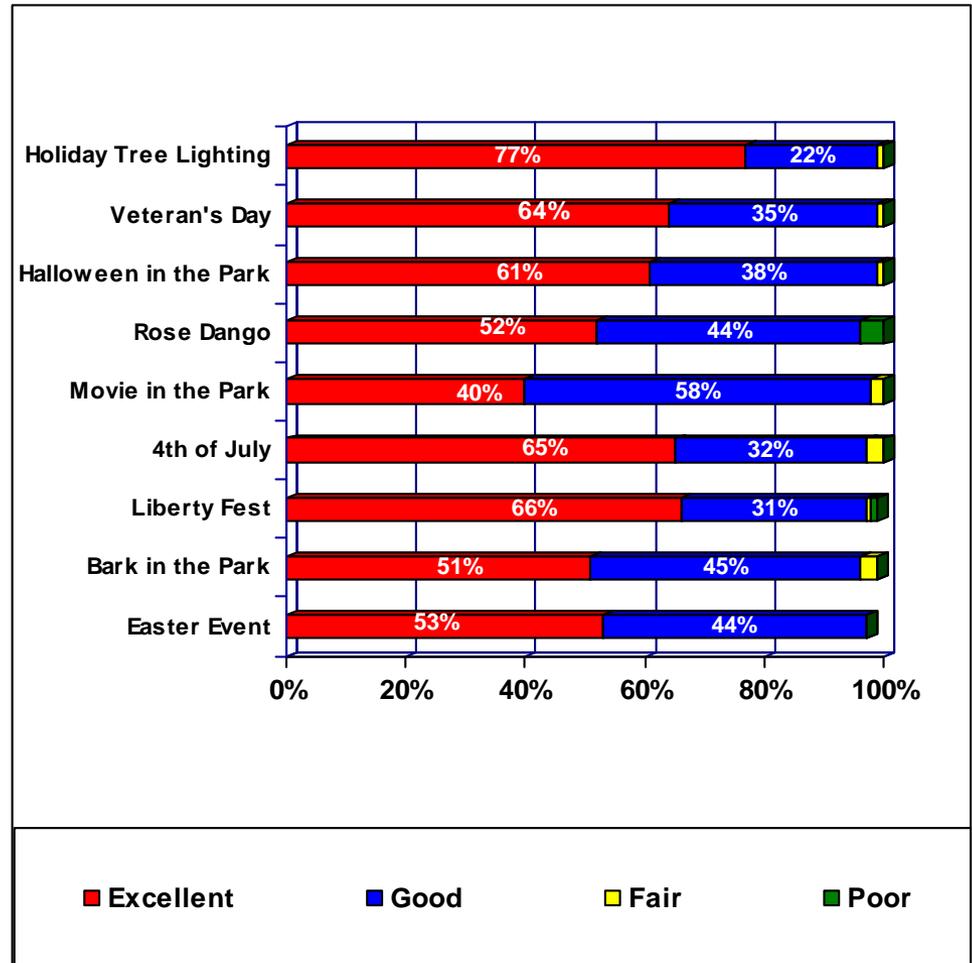
- More than half of all respondents surveyed have visited Farmers Branch outdoor parks and/or special events within the past year.
- 48% of all respondents have visited the Farmers Branch Community Recreation Center, while 25% have visited the Senior Center and 18% have visited Don Showman Swimming Pool.
- When analyzing those households with children, usage rates are higher in all categories, excluding the Senior Center.
- Use of the Historical Park increased from 43% in 2008 to 55% in 2010.
- Use dropped for Don Showman Pool from 23% in 2008 to 18% in 2010.



# Summary of Survey Findings

## Rating of Special Events - 2010

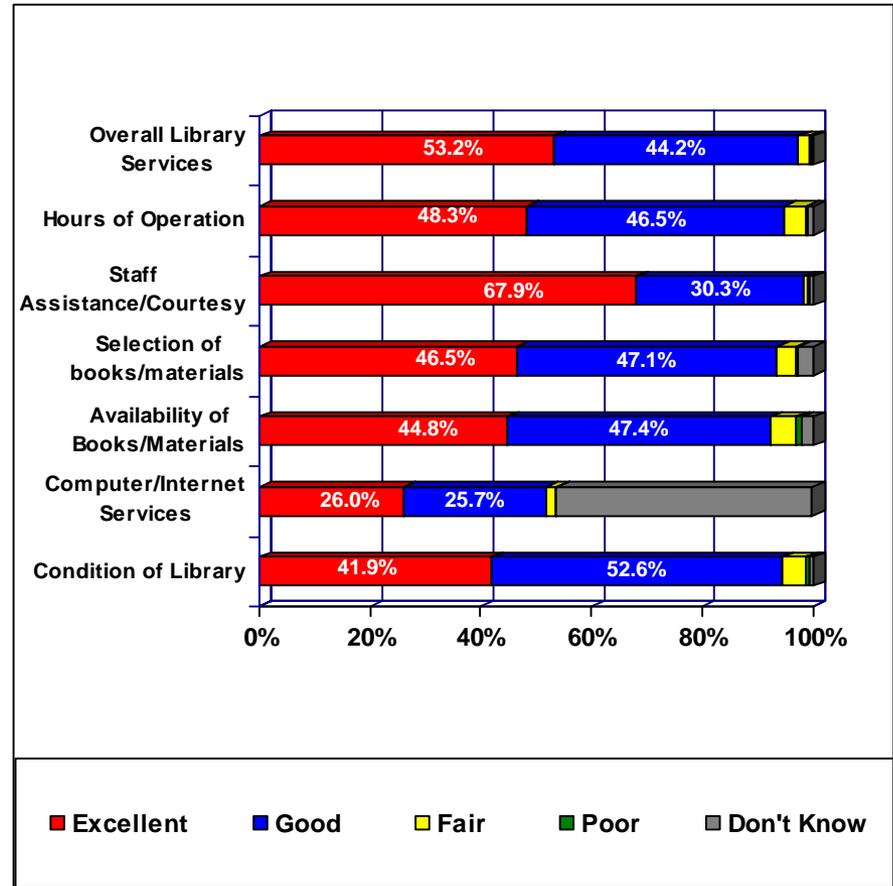
- Almost all respondents rated the events they attended as excellent or good.
- Ratings are presented for those who attended each event and exclude non-attenders.
- Percentage of respondents who did attend special events:
  - Holiday Tree Lighting 45%
  - Independence Day 38%
  - Liberty Fest 30%
  - Halloween in the Park 21%
  - Veteran’s Day 15%
  - Easter Event 13%
  - Movie in the Park 10%
  - Bark in the Park 9%
  - Rose Dango 5%



# Summary of Survey Findings

## Library - 2010

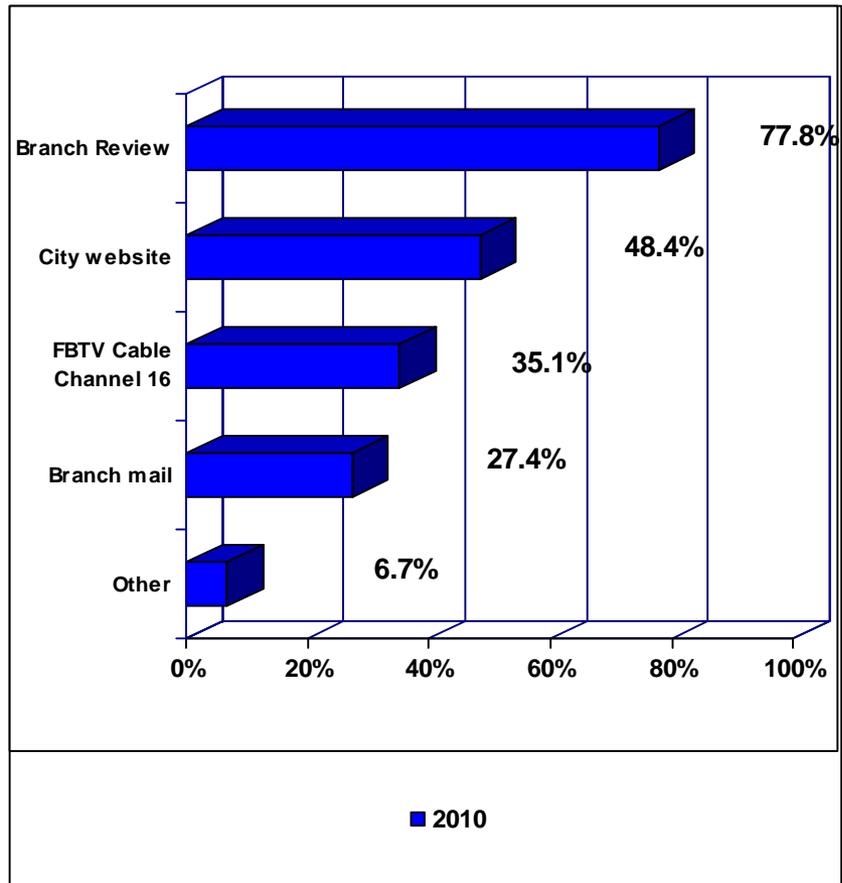
- 69% (73% in 2008) of all respondents polled have used the Manske Library or its services during the past 12 months.
- More than 90% of library users rated hours of operation, staff assistance/courtesy, selection and availability of books/materials and condition of library as excellent or good.
- 46% 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, 96% rated this service as excellent or good.
- Comments among fair/poor ratings:
  - Availability/selection – not enough current books, increase collection of books, more movies
  - Computers – need more computers, one hour is too short of a time, improve quality and speed
  - Staff – improve customer service, courtesy to customers
  - Hours – open earlier, stay open later
  - Condition – outdated, needs to be updated
- The 2008 ratings were similar to the 2010 ratings.



# Summary of Survey Findings

## Media Used to Obtain City Information

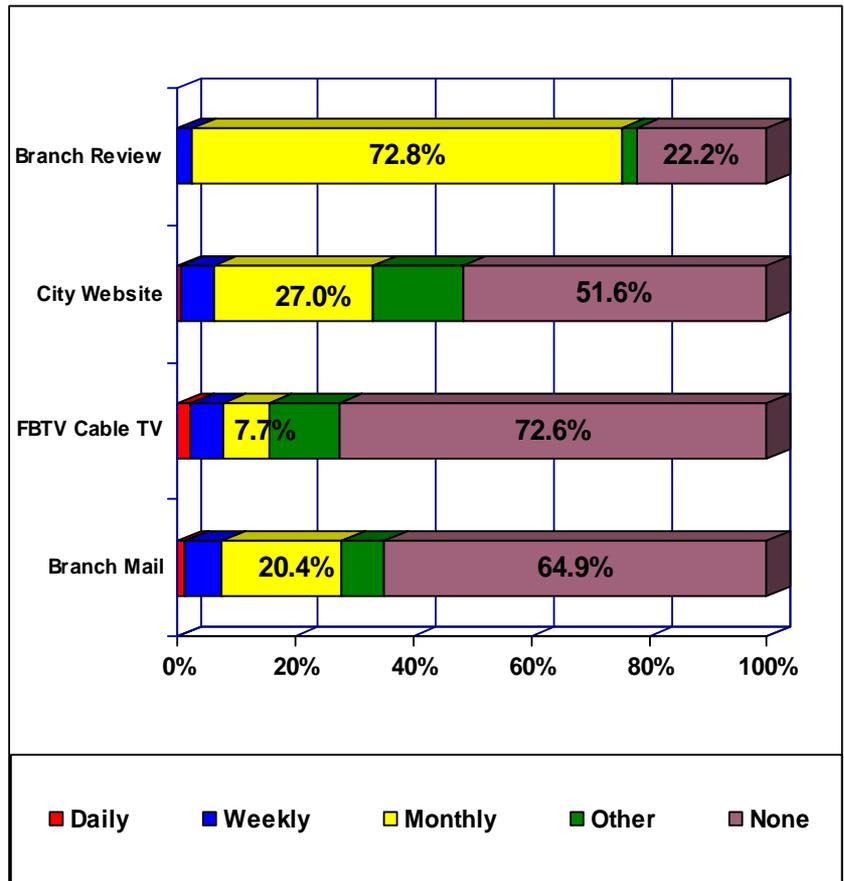
- Respondents utilize various media to obtain information about the City.
- More than half (78%) of respondents read Branch Review (City's monthly newsletter), while 48% visit the City's website, 35% watch Farmers Branch TV cable channel.
- 27% utilize Branch Mail, the city's email communication system.



# Summary of Survey Findings

## Frequency of Using Media Sources

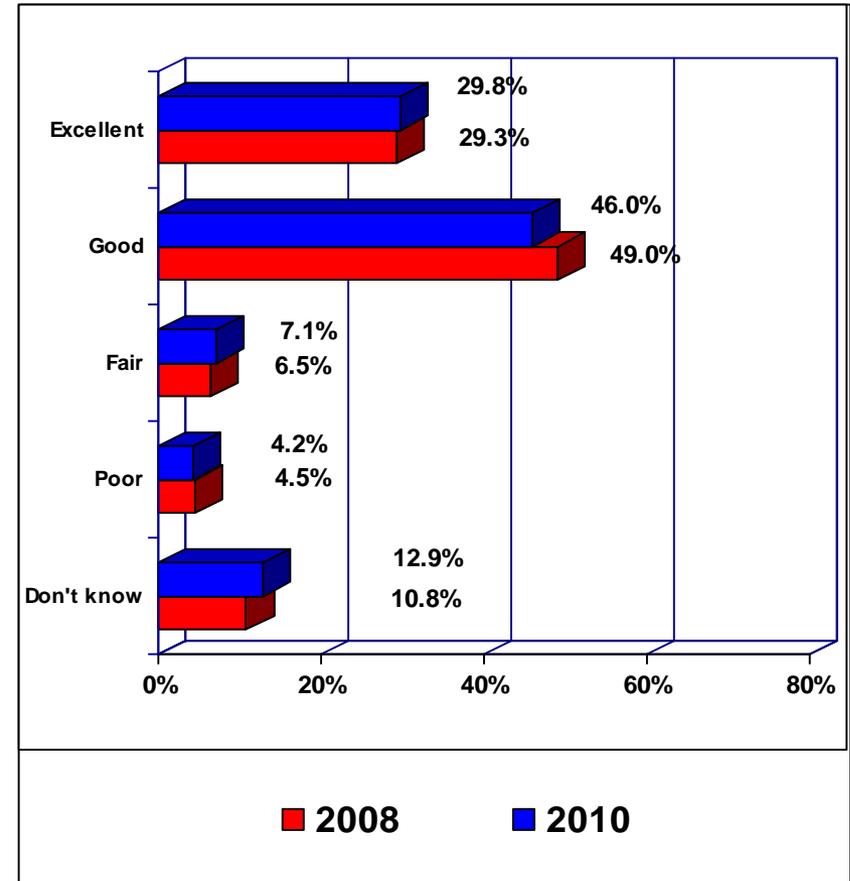
- Among media sources used to obtain information about the City, Branch Review is utilized most, with 73% using this source monthly.



# Summary of Survey Findings

## Quality of Street Sweeping Services

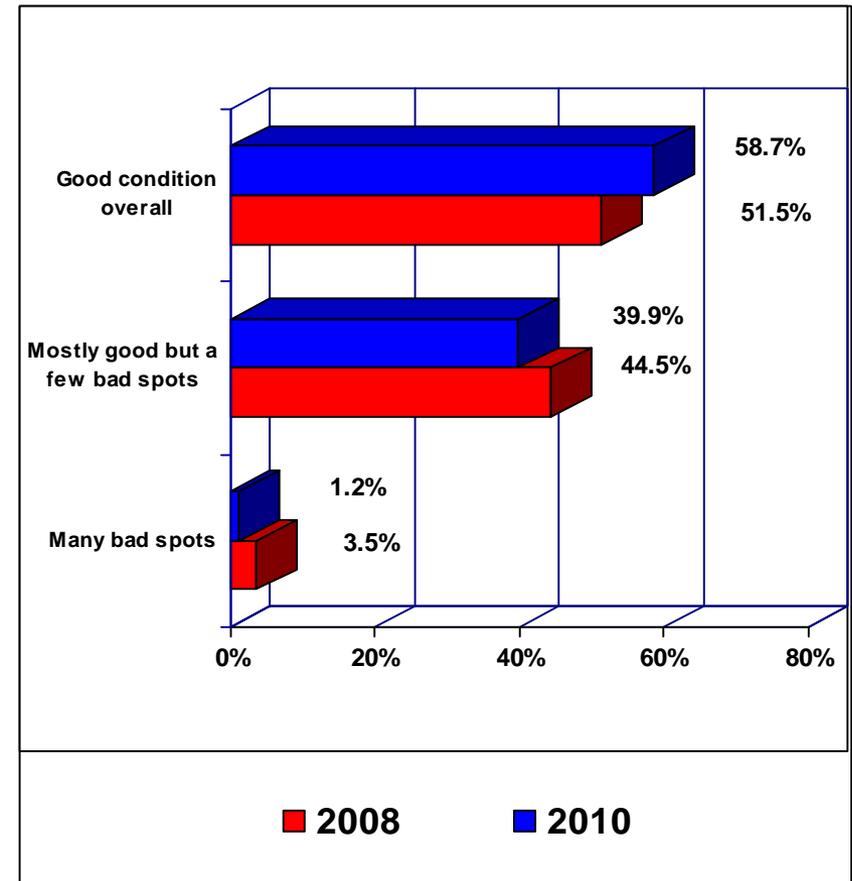
- A majority (76%) of residents polled reported the quality of street sweeping services is excellent or good.
- These statistics indicate the City is doing a good job at maintaining quality street sweeping services.



# Summary of Survey Findings

## Condition of Streets/Roads in your Neighborhood

- More than half of respondents said the streets in their neighborhood are in good condition and an increase over 2008 results.
- 40% said they are mostly good but there are a few bad spots.
- Only 1% said there were many bad spots compared to 4% in 2008.
- These statistics indicate the City is doing a good job at maintaining neighborhood streets.



# Summary of Survey Findings

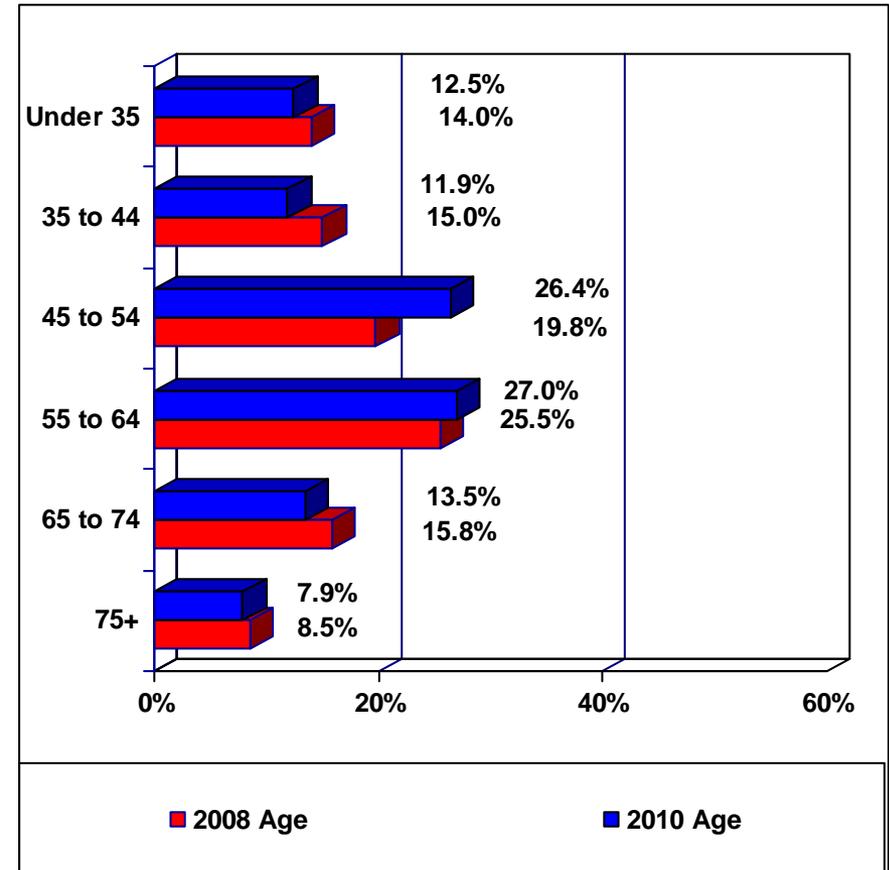
## Suggestions for Improving the Quality of Any City Service

- 24% of respondents provided a suggestion regarding improving city services.
- Improve recycling/make it convenient/provide curbside recycling
- Improve school system
- Improve the Four Corners
- Enforce code enforcement
- Need a grocery store/restaurants/shops in town
- Less discrimination
- Too many cars parked on the streets
- Need to upgrade library
- Need speed humps
- Manage city money more carefully
- Keep up the good work regarding illegal immigration

# Summary of Survey Findings

## Demographics

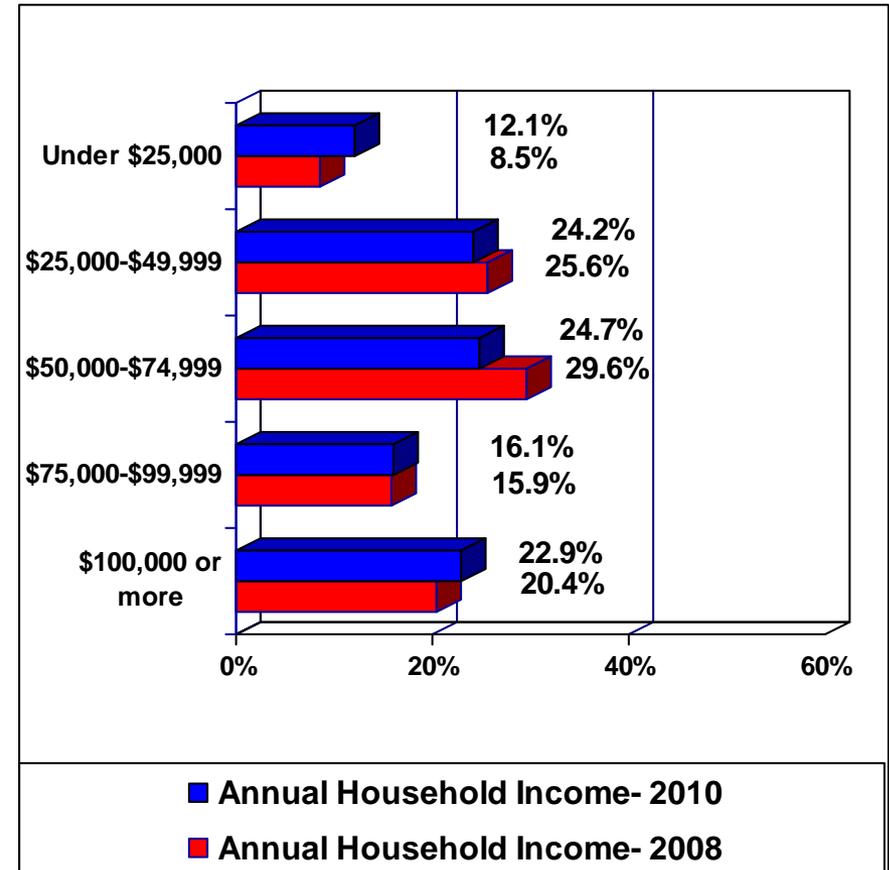
- The typical resident interviewed is 53 years of age and has lived in Farmers Branch 18 years.
- 90% own and 9% rent their home.
- 91% live in a single family home, 5% an apartment and 4% a townhome/condo.
- Age of children in the household:
  - 0 to 5 years old 9.1%
  - 6 to 10 years old 12.5
  - 11 to 13 years old 9.1
  - 14 to 19 years old 10.9
  - No children under 20 72.0
- These statistics are representative of the demographics of the City of Farmers Branch per the 2006-2008 U.S. Census, American Community Survey.



# Summary of Survey Findings

## Demographics

- The mean household income is \$75,650.
- Ethnicity of respondents interviewed:
  - Caucasian 76.2%
  - African Am. 2.4
  - Hispanic 18.8
  - Asian 1.2
  - Other 1.0
- 37% of respondents were male and 63% female.



# National Service Research

(Background/Contact Information)

Contact: Andrea Thomas, Owner

2601 Ridgmar Plaza, Suite 9

Fort Worth, Texas 76116

817-731-3493

817-731-7183-fax

e-mail: [andrea@nationalserviceresearch.com](mailto:andrea@nationalserviceresearch.com)

web site: [www.nationalserviceresearch.com](http://www.nationalserviceresearch.com)

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.