City of Lewisville – 2021 Resident Satisfaction Survey

A resident satisfaction survey was conducted online from October 14 through October 29 of this year to measure public perception of city services and quality of life in Lewisville. This report contains the results of that survey and an analysis of those results.

The Resident Satisfaction Survey was first conducted entirely online in 2014 and has been repeated each year since, except for 2020 during the peak of pandemic response. Previously, the city performed the Lewisville 2025 Input Survey online in 2013. The online surveys were conducted using the SurveyMonkey website and were promoted through media releases, website and social media postings, and electronic newsletters. A total of 831 responses were received for the 2021 Resident Satisfaction Survey, slightly less than the average for the annual survey but still enough to lend validity to the aggregated results.

The city supplements its online surveys with random-sample telephone surveys approximately every three years. The most recent telephone survey was completed in 2019 through a private firm Turco & Associates, which also conducted phone surveys for Lewisville in 2004 and 2005. Another random-sample telephone survey is budgeted for FY 2021-22.

There were 30 questions in the 2021 survey, with three of those screened by “qualifier” questions. The first question received 828 responses and the last question drew 720 responses, an attrition rate of 13.04 percent that is better than the industry norm and comparable to previous years’ satisfaction surveys.

Differences in survey types

There are many different types of surveys, but cities typically use one of four types based on the target audience and the intended uses for survey data. Lewisville has, at various times, used elements of all four of these survey types.

- Attitudinal – This is the most common survey type used by cities (the 2021 Resident Satisfaction Survey falls into this category). The intent of an attitudinal survey is to take a snapshot of public impressions related to a topic or series of topics. Respondents are asked to share their views on importance or quality. However, these surveys usually do not ask respondents to explain the reasons behind those opinions. Results of an attitudinal survey can point out areas of perceived strength or weakness, and when conducted several times over a period of months or years, can identify positive and negative trends in public perception.
- Analytic – This type of survey is used more often in academic circles and is designed to find out how people perform certain behaviors or why they hold specific opinions. In most cases, the behavior or opinion itself already has been established through an attitudinal survey or

respondent screening process, or is an accepted societal norm. The city's 2016 survey focusing on Police Operations and City Appearance was largely analytic in nature.

- Marketing – Retailers and service providers often use this type of survey to find out from customers and potential customers how best to influence behaviors. An example is a survey asking what laundry detergent you purchase, why you purchase it, and what you look for in a laundry detergent. Results of a marketing survey are used to develop advertising campaigns, product packaging, and product placement. Cities sometimes use marketing surveys in connection with tourism, business development, or promotion of paid services. The 2012 MCL Grand survey was primarily a marketing survey.
- Educational – This type of survey uses the content of the questions themselves to impart information to respondents. For example, a question might list three or four little-known facts, then ask the respondent to rate those facts. The primary intent of the question is to deliver those facts, not necessarily to gather input. Educational surveys often start and end with the same question to measure whether respondents gained knowledge or awareness while taking the survey.

Most surveys incorporate elements of multiple survey types, although the core purpose and content falls into a single category. While the 2021 Resident Satisfaction Survey is primarily an attitudinal survey, we did include some elements of the other three survey types where it was possible to do so without distracting respondents from the main topic or making the survey so long that more people would quit before finishing.

Differences in survey methodology

Random-sample telephone surveys are the preferred method for conducting a public opinion survey. Telephone numbers can be sorted geographically, and respondents can be screened with the first couple of questions to ensure a demographic mix that closely mirrors known demographics of the survey area. Randomly selecting respondents removes personal bias in participant selection. All these factors combine to give random-sample telephone surveys a high degree of scientific validity and a relatively low margin of error (about 4.5 percent for the city's survey in 2019).

Because the surveys rely on telephone connections, and often do not reach mobile numbers, there is ongoing debate as to the continued validity of telephone survey results. However, telephone surveys have so far retained demography consistency and are still the industry standard for gathering public opinion.

Opt-in surveys tend to be more anecdotal because there is no demographic sampling. An opt-in survey might produce a demographic spread that closely resembles the population of the survey area, but it is not certain to happen. Opt-in surveys can provide useful data with a high response rate.

Mail and online are common ways to conduct an opt-in survey. Researchers have found little difference between responses to mail surveys versus online, except mail respondents tend to trend slightly older and female (still within the statistical margin).

In-person surveys are another option, one that the city uses at Western Days and other special events to learn about attendees and their behavior patterns. In-person surveys are designed to have the same demographic accuracy as random-sample surveys; questioners are given a list of demographic “types” to include in specific ratios. These surveys can be very accurate if conducted properly, but selection bias can be a concern. For example, some research firms avoid using college-aged men to conduct on-site surveys because “secret shopper” observation studies have shown they sometimes favor physically attractive respondents.

The 2021 Resident Satisfaction Survey was an opt-in survey conducted exclusively online. This choice was largely an economic one. Past random-sample telephone surveys cost between $15,000 and $20,000 and are not included in the operating budget most years. Random-sample telephone surveys are used about every three years to calibrate the validity of the online results. Conducting the survey exclusively online does have an impact on the survey results.

Results variations based on survey methodology

Multiple studies have found that phone survey responses are more toward the positive end of the rating scale than are online survey responses. The evidence suggests that responses to “straight answer” type questions are less likely to differ significantly between the survey types than are responses to subjective questions, particularly those questions with a greater range of response options. One such study, released in November 2011 by the University of California at Davis, suggested that random-sample telephone surveys and online surveys have the potential to produce significantly different results when respondents are asked to select from a list of answers or to assign a rating to a list of items.

While researchers have not offered a uniform explanation of that difference, there are several theories. One is that online users are interacting only with their computer while telephone respondents are interacting with a human being, and people have a natural inclination to want to please the person on the other end of the telephone line and thus are less critical.

Another theory that applies to opt-in online surveys is that people with stronger opinions, and especially people with stronger negative opinions, are more highly motivated to share their views and thus are more likely to take and complete an opt-in survey than people with less intense opinions. Regardless of the reasons behind this behavioral trend, online surveys produce a higher percentage of “intense” ratings at both end of the scale, and positive ratings tend to be 5 to 8 percent lower than ratings collected from a random-sample telephone survey. An example of this can be found in the 2019 Resident Satisfaction Survey, which was conducted first as a random-sample telephone survey and then as an opt-in online survey. Results from the telephone survey were consistently more positive that results from the online survey. The over Satisfaction Rating was 96 percent in the telephone survey and 90.70 percent in the online survey, a difference of 5.3 points that was well within the predicted variance.

This makes it highly deceiving to compare results of an online survey with past results from a random-sample telephone survey. As a result, staff has not included direct comparisons between the 2021 online survey results and the 2019 random-sample telephone. We have included the 2019 telephone survey results in some cases as an anecdotal comparison, but not as a statistical comparison.

Use and filtering of “no opinion” responses

Another documented variation found when comparing results of telephone and online surveys is the frequency of “no opinion” responses. This option typically is included in a survey to give respondents with no strong view a chance to respond without having a significant impact on the overall results. However, people answering online surveys are four to five times more likely to select “no opinion” than people answering a telephone survey.

There are several theories that attempt to explain this behavior, but the most frequently cited is that respondents do not want to appear uninformed or apathetic when interacting with a live person over the telephone, whereas they have no such reluctance when interacting only with their computer screen. The inherent desire to “please” the questioner is another potential factor, but the self-interest of wanting to appear aware and knowledgeable is generally considered to be the most significant factor causing this statistical trend.

Regardless of the reason for the behavior, it is documented fact that “no opinion” responses are much more common with online surveys, frequently to the point of having a dramatic impact on the final results. As a quick example: If 100 people answer a survey and only 20 provide a positive answer, that would generate a 20 percent satisfaction rating. However, if 60 respondents offered no opinion, then the satisfaction rating among people who did voice an opinion is 50 percent.

While some online surveys account for this by removing the “no opinion” answer option, the industry standard is to include “no opinion” as an option (specific wording can vary) but to filter out those responses when calculating results of the survey. The problem with removing the “no opinion” option entirely is that people are forced to provide some sort of answer, even though they truly do not have an impression of the topic. Several recent studies have shown that forced responses tend to mirror the answer given to the previous question, which means survey results could be manipulated by the order in which questions are listed.

Staff follows the industry standard and includes “no opinion” responses in the Resident Satisfaction Survey, but filters out those responses when analyzing results. Therefore, the survey results included in this report have been adjusted in the analysis portion to remove the “no opinion” responses unless otherwise indicated. We believe this provides a more accurate snapshot of public perception related to city services and quality of life.

Benchmarking and competitive market comparisons

Attitudinal surveys work best when the same survey questions are asked of random audiences over a period of months or years. This allows trends to be identified by tracking how results of a question change over time. That is why the city conducts the online Resident Satisfaction Survey every year using many of the same questions and the same methodology.

Trends identified through multiple annual surveys have been useful in seeing where residents have concerns. Results are compared to previous surveys (since 2014) to look for trends or statistically significant changes. Downward trends over multiple survey years can indicate a growing public concern that needs to be addressed, either through direct action or through more focused study. A large one-time change in a particular result could show an emerging public concern or could be due to external factors (such as pandemic impacts, which impacted responses to several question in the 2021 survey).

The most recent attitudinal survey prior to 2014 was conducted 10 years earlier. That is considered too long of a gap between surveys to develop accurate trends because of resident turnover and changes within the community (including some changes that were made partly in response to those earlier survey results). Also, changing survey methodology from random-sample telephone to opt-in online prevents accurate trending.

The 2021 survey marked the seventh time in eight years for Lewisville’s online Resident Satisfaction Survey, using many of the same questions each time and rotating topic-specific question groups. This creates the opportunity to compare results from all seven surveys and develop trending information, which points out areas where scores are changing (up or down) over time and helps identify areas where follow-up action might be warranted. Trending data is included in the analysis below for questions that have multiple years of data available.

Another way survey results can be assessed is by comparing results among similar communities within the competitive market. For that to be effective, each community must ask essentially the same question using the same survey methodology. Our comparison cities either have not conducted a recent satisfaction survey at all, or have not used the same questions and methodology. This mean comparisons between Lewisville’s survey results and those gathered in other communities might be entertaining, but would not be particularly useful.

Analysis of survey results

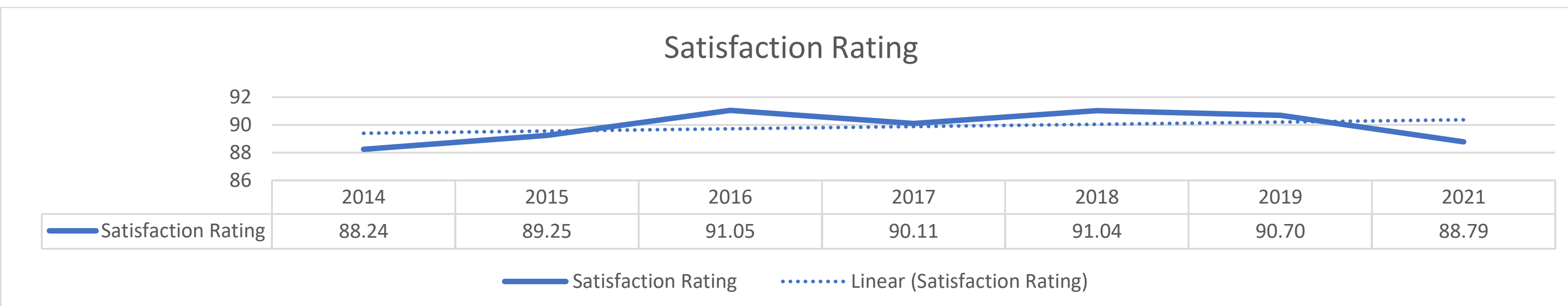
Following is an analysis of results from the 2021 Resident Satisfaction Survey. Questions are presented in a different order than the original survey document to draw comparisons between related results. Each question is labeled with its numerical position in the original survey. The analysis below is based on results with "no opinion" responses filtered out unless otherwise noted.

General Satisfaction Rating

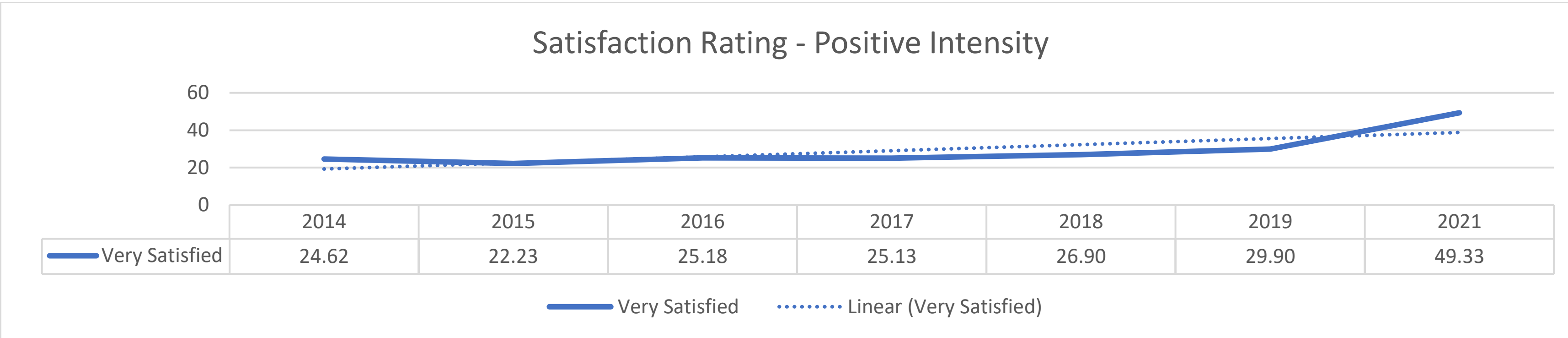
This is considered the "report card" grade from the annual survey results. "Very Satisfied" and "Somewhat Satisfied" responses are combined to calculate a "Satisfaction Rating" that serves as a broad overall indicator of resident sentiment. This question has been included in all of our past satisfaction surveys, although it was expanded in 2019 as described in the Q1 analysis below.

Staff has set an ambitious goal to attain a 90 percent or higher overall satisfaction rating, at least 25 percent positive intensity ("very satisfied" responses), and a 9:1 or better ratio between positive and negative ratings.

The actual satisfaction rating received in 2021 is 88.79 percent, just short of our goal but consistent with past survey results as noted in the line graph below. Ratings in the seven surveys have ranged from 88.24 percent to 91.04 percent, a variance of 2.8 points that is well within the anticipated statistical margin. While the trend is largely flat, if slightly positive, the 1.91-point drop from 2019 to 2021 should be monitored.



The best news from this survey result is the positive intensity associated with the Satisfaction Rating. This figure has been slowly increasing since 2015 and reached a high point of 29.90 percent in 2019. But in the 2021 survey, 49.33 percent of respondents said they were “very satisfied” (405 people out of 822 who answered this question) with Lewisville as a place to live. This extremely high figure could be a statistical anomaly, or it could be a dramatic expansion in the positive trend that has been evident in this figure during past surveys (see line graph below).



It is interesting to note that the ratio between positive and negative responses has largely remained unchanged since 2014. Positive responses account for between 88 and 91 percent, and negative responses account for between 9 and 12 percent. But while there has been no significant change in the intense negatives, the intense-positive number continues to climb. Staff has been far more successful making happy residents happier than in pleasing unhappy residents. The consistent 9:1 ratio of positive to negative responses might be unavoidable.

These are strong results overall and compare favorably to other cities in North Texas that conduct surveys. The results show that a large majority of Lewisville residents are satisfied with the quality of life they experience here, and nearly half are very satisfied. It is important that the city organization continue providing high levels of service to maintain that satisfaction, but there is little doubt that most Lewisville residents have a positive view of their community.

Overall levels of satisfaction

Q1. As a resident of Lewisville, how satisfied or dissatisfied are you with the following?

	2021						2019
Rating Category	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	**Satisfaction Rating**	Satisfaction Rating
Lewisville as a place to live	49.27	39.42	8.76	2.43	0.12	**88.79**	90.70
Having accessibility to public information	42.68	37.68	7.07	4.02	8.54	**87.87**	89.01
Having opportunities to volunteer	30.61	25.98	7.07	2.44	33.90	**85.61**	86.55
As a place to raise your children	29.21	32.61	7.88	2.55	27.76	**85.57**	79.82
As a place that welcomes diversity	39.32	30.10	7.52	4.37	18.69	**85.37**	90.04
Its recreational opportunities	36.61	38.55	13.33	5.09	6.42	**80.31**	75.80
Being an affordable place to live	33.70	44.53	13.14	8.15	0.49	**78.61**	79.73
Having opportunities to participate in city planning activities	23.78	28.78	9.76	6.10	31.59	**76.83**	75.23
Its public schools	24.30	26.25	10.09	5.71	33.66	**76.19**	76.02
The overall appearance of the city	24.73	50.91	18.55	5.45	0.36	**75.91**	70.76
As having art or culture	19.88	45.24	16.34	6.22	12.32	**74.27**	74.62
As a place to retire	26.22	35.98	13.05	9.27	15.49	**73.59**	70.85
Its employment opportunities	17.86	26.37	10.09	5.83	39.85	**73.54**	73.87

This question was expanded in the 2019 survey to request ratings of various quality-of-life aspects. The first rating category, "Lewisville as a place to live," is a continuation of the original question that was use in the 2014-2018 annual surveys and is used to establish the general Satisfaction Rating.

Results in the chart above reflect raw survey data expect for the Satisfaction Rating columns, which are adjusted to account for No Opinion responses. The impact of "no opinion" is prominent in these results. For example, because nearly 40 percent of respondents offered no opinion about employment opportunities, the raw satisfaction rating would be only 44.23 percent. But among respondents who stated an opinion, the adjusted satisfaction rating is 73.87.

The chart lists rating categories in the order of their 2021 Satisfaction Rating (highest to lowest). Two years of data is not enough to establish reliable trends, but some common themes have emerged after two years. The top five rating categories were the same in 2021 as in 2019, but in a slightly different order. Likewise, the four lowest-rated categories were the same in both surveys but in a slightly different order. While all 13 categories received a rating above 70 percent (a "passing" grade), the early indication is that more needs to be done to improve or better promote Lewisville's offerings related to those four lowest-rated categories.

Cross-referencing these results with responses received to other survey questions produces some findings of note.

While Lewisville "as a place to raise your children" received a Satisfaction Rating of 85.57 percent, fourth highest among all the categories listed in Q1, a note of caution does emerge when cross-referencing these results with responses to Q28 that asked whether respondents had children living at home. This analysis shows that the level of satisfaction, and especially the intensity, was lower for people with children than it was for people without children.

Q1 – (Satisfaction) as a place to raise your children.
Q28 – Do you have any children under the age of 18 living at home?

No Children	89.23 Satisfaction Rating	44.78% Very Satisfied
Under age 6	80.00 Satisfaction Rating	24.00% Very Satisfied
Ages 7-12	80.52 Satisfaction Rating	35.06% Very Satisfied
Ages 13-18	78.13 Satisfaction Rating	33.33% Very Satisfied

This is statistically significant because more than seven out of 10 respondents reported having no children at home. Based on the older age range of survey respondents, one possible explanation is that older respondents remember raising their own children but are not as familiar with the current environment for Lewisville parents. This result is tempered somewhat by the smaller sample size among respondents with children (between 75 and 96 people in each category). However, it does warrant close monitoring since the respondents with children in their home were somewhat less positive about Lewisville as a place to raise their children.

A similar pattern shows up when cross-referencing results for "its public schools" with responses to Q28 that asked whether respondents had children living at home. This analysis shows that the level of satisfaction, and especially the intensity, was lower for people with children at home and higher for respondents with no children at home. The biggest variance was seen among respondents with children age 6 or younger. As with the previous analysis, this result is influenced by the smaller sample size among respondents with children (between 58 and 89 people in each group) who rated this category. It also is important to note that survey respondents were not asked whether they had any children attending local public schools, so this small subset cannot be considered reflective of LISD parents as a whole.

Q1 – (Satisfaction with) its public schools.
Q28 – Do you have any children under the age of 18 living at home?

No Children	80.42 Satisfaction Rating	40.91% Very Satisfied
Under age 6	62.07 Satisfaction Rating	24.14% Very Satisfied

Ages 7-12	68.12 Satisfaction Rating	33.33% Very Satisfied
Ages 13-18	68.54 Satisfaction Rating	34.83% Very Satisfied

Another interesting note can be found when cross-tabulating Q1 responses for "as a place to retire" with responses to Q27 that asked the respondent's age category. While "place to retire" was rated near the bottom among the 13 rating categories, blending these responses with an age breakdown presents a very different picture because satisfaction levels increased significantly with the respondent's age. Those most likely to be at or near retirement (age 65 and older) produced an 86.41 satisfaction rating with 45.11 percent positive intensity (see chart below).

Q1 – (Satisfaction) as a place to retire.
Q27 – Which of these age groups includes your age?

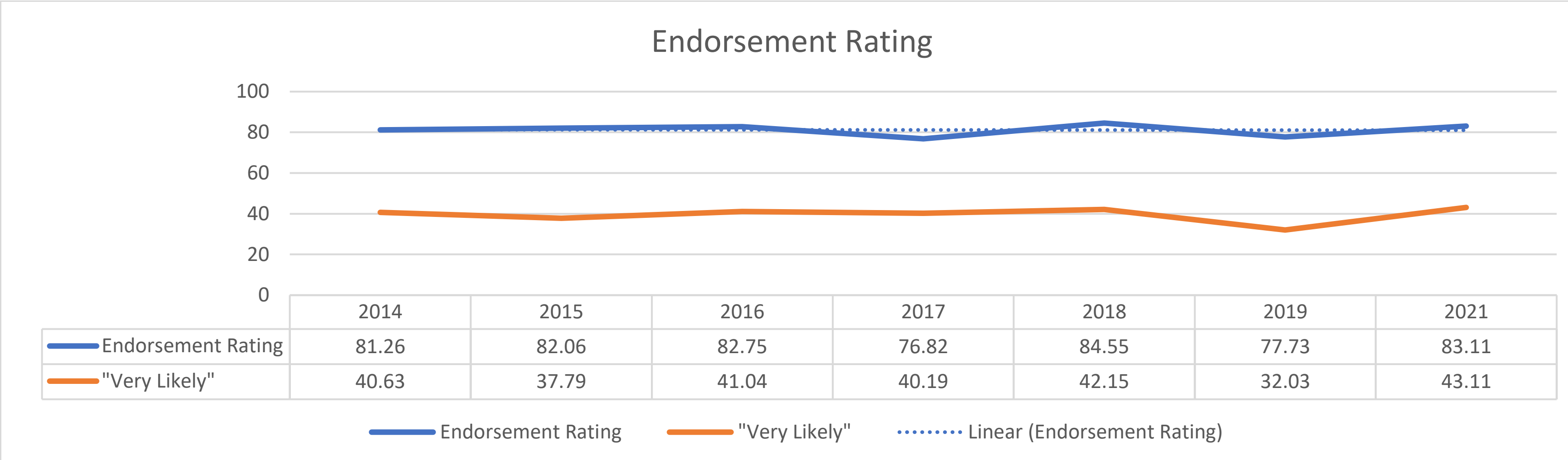
18-24	25.00 Satisfaction Rating	00.00% Very Satisfied
25-34	53.13 Satisfaction Rating	12.50% Very Satisfied
35-44	55.70 Satisfaction Rating	13.92% Very Satisfied
45-54	64.29 Satisfaction Rating	22.22% Very Satisfied
55-64	80.00 Satisfaction Rating	33.55% Very Satisfied
65-plus	86.41 Satisfaction Rating	45.11% Very Satisfied

This strong positive trend is best seen in the line chart at right. Results here are again influenced by the small number of respondents in the younger age categories, and possibly by the lower priority given by younger respondents to retirement options. But this result does seem to show that people at or near retirement age appreciate Lewisville as a place to retire. It also points out a serious weakness if respondents in the middle ranges (ages 35-54) do not learn of Lewisville's retirement potential before making retirement plans elsewhere.

Q30. If a friend or relative were considering a move to the North Texas area, how likely would you be to encourage them to consider Lewisville?

This question is sometimes nicknamed the "Endorsement Rating" because it measures how likely respondents would be to actively endorse Lewisville as a place to live. It is nice for someone to purchase your product, but even better for them to recommend your product to their friends.

Results in the 2021 survey continued a generally upward trend, with an Endorsement Rating of 83.11 percent. As seen in the line graph below, this is the second-highest mark received since 2014, just shy of the top mark of 84.55 percent recorded in 2018. In addition, the intense positive rating of 43.11 percent is the highest we have seen for this question.



	2014	2015	2016	2017	2018	2019	2021
Endorsement Rating	81.26	82.06	82.75	76.82	84.55	77.73	83.11
"Very Likely"	40.63	37.79	41.04	40.19	42.15	32.03	43.11

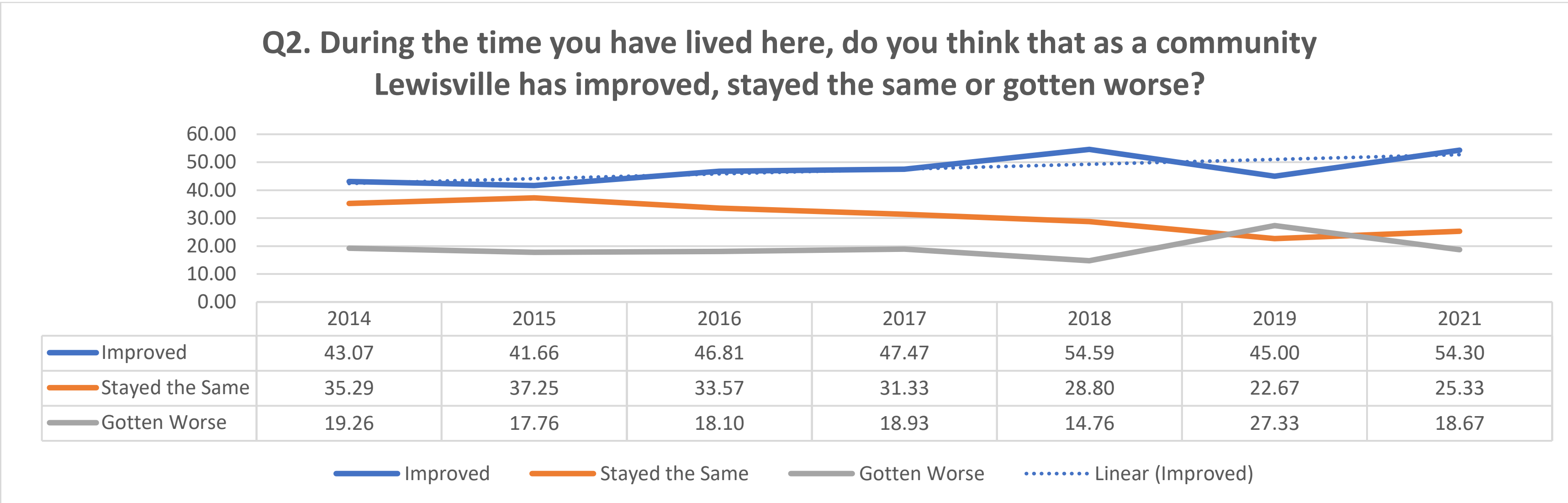
Both numbers showed a noticeable dip in the 2019 survey. However, the random-sample telephone survey conducted in 2019 recorded a 90 percent Endorsement Rating with 60 percent "very likely" responses. This negative dip in the 2019 online survey results is seen in a few other areas in addition to this one and could be a statistical anomaly, especially given the far more positive results from the telephone survey.

Viewed as an eight-year trend, there is very little statistical change in these results – only 2 percentage points overall and less than 2.5 percentage points in positive intensity. There has been a small shift in the balance of positive responses, moving from "likely" to "very likely," that is encouraging although within the expected statistical margin. Bolstered by the 2019 telephone survey results, the strong and slowly rising Endorsement Rating and positive intensity are a good indication that a large majority of Lewisville residents feel good enough about living here that they would encourage their friends and relatives to join them here.

Q2. During the time you have lived here, do you think that as a community Lewisville has improved, stayed the same or gotten worse?

Lewisville is constantly looking for ways to improve as a city organization and as a community for our residents. This question was included in the 2014 survey because of the newly adopted Lewisville 2025 vision plan. The hope was that residents would see significant improvements as a result of Lewisville 2025 vision plan Big Moves and that responses to this survey question would document that perception of improvement.

Survey results since 2014 have provided the positive trend we hoped for, although with a few caveats that need to be considered. The line graph below shows the trend for all three responses to this question.



	2014	2015	2016	2017	2018	2019	2021
Improved	43.07	41.66	46.81	47.47	54.59	45.00	54.30
Stayed the Same	35.29	37.25	33.57	31.33	28.80	22.67	25.33
Gotten Worse	19.26	17.76	18.10	18.93	14.76	27.33	18.67

As with the results of Q30 above, results here showed a significant dip in 2019. But here again, the 2019 random-sample telephone survey told a much more positive story (56%/27%/12%) that is very close to the online results from both 2018 and 2021. This gives some indication that the drop in positive responses to this question in the 2019 online survey was an anomaly.

There are two "good news" findings associated with this question. First, the percentage of respondents saying the city had "improved" has steadily grown, with an overall climb of more than 11 percentage points from 2014 to 2021 that is statistically significant. There is little doubt that more Lewisville residents have perceived improvement in their city as the Lewisville 2025 vision plan has progressed. Second, the steady reduction in the "stayed the same" percentage closely aligns with the positive change in the "improved" responses, indicating a steady trend of respondents moving from neutral to positive when responding to this question.

There also is one note of caution. The “gotten worse” percentage has remained very steady, just below 20 percent in most years. While the positive numbers are going up, the negative numbers are not noticeably changing over time. The consistency of these results informs us that the low 14.76 negative mark in the 2018 survey likely was as much of an outlier as was the high 27.33 negative mark in the 2019 survey. What all of this means is that about one of every five respondents consistently perceives that Lewisville has gotten worse during the time they have lived here. Applied to the city’s overall population of about 110,000 people at the time of this survey, that would mean about 22,000 residents (about 12,000 adults) believe that Lewisville is a city in decline. Without more detailed research, it is impossible to fully explain this result.

One possible explanation is found when cross-referencing the results of Q2 with the residency tenure results of Q29. Respondents who said they had lived in Lewisville 10 years or longer were more likely to select “gotten worse” and less likely to select “stayed the same.” Because they made up more than 65 percent of respondents to this question, that greatly impacted the total results. Having lived in Lewisville longer makes it possible that they are comparing today’s city with the city they remember from their youth, a comparison that combines emotion with memory and would be expected to produce some nostalgia-driven results. For example, some long-time Lewisville residents assert on social media that violent crime is a relatively new phenomenon in Lewisville even though there were as many murders in the 1990s as there were during the 2010s, and with about 25,000 fewer residents. Residents living in Lewisville 6 years or less were far more likely to choose “improved” or “stayed the same.”

Q3. How aware or unaware are you about the following facts related to city services and city finances in Lewisville?

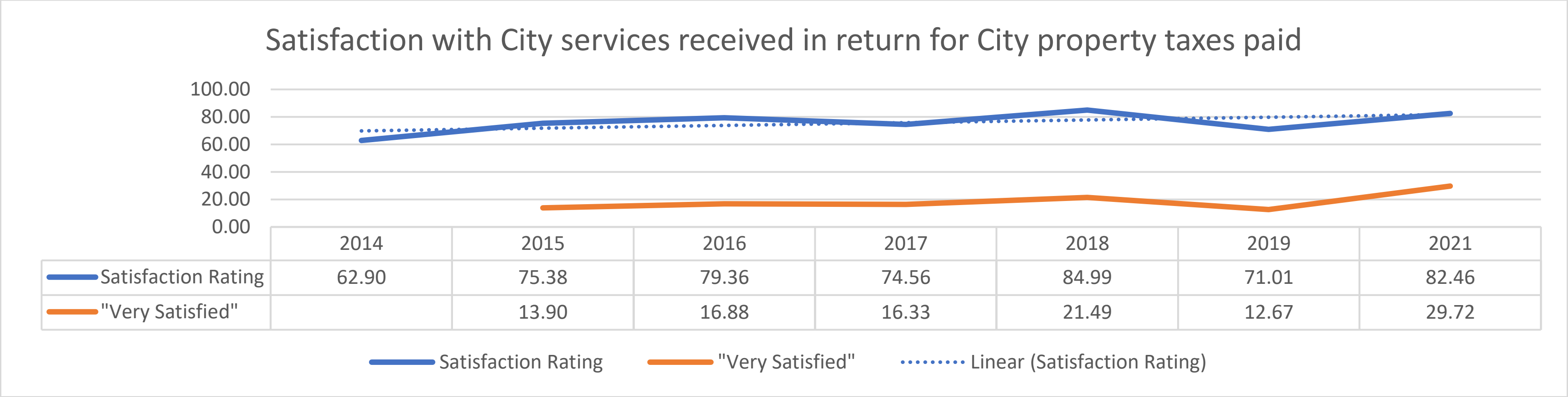
Fact Statement	2018 Awareness	2021 Awareness	Change
More than half of the city's annual operating budget is dedicated to the police and fire departments.	43.22%	51.98%	+8.76
Only about one-fifth of your annual property tax bill goes to the city.	41.22%	46.82%	+5.60
Lewisville has one of the lowest property tax rates of any North Texas city.	53.66%	61.27%	+7.61
Lewisville's current property tax rate is lower than it was 20 years ago.	37.84%	44.25%	+6.41
According to a 2021 study by the City of Carrollton, Lewisville has the lowest total cost of service to its residents among comparable North Texas cities.	31.81%	41.28%	+9.47

Including this question in the Resident Satisfaction Survey serves two purposes. Presenting these key budget-related facts helps to educate survey respondents, and survey results help measure the City’s effectiveness in communicating these important facts throughout the year. This question has only been asked twice so there is insufficient data for reliable trending, but improvement seen in the 2021 survey results is encouraging. At the very least, staff has been successful in making a majority of residents aware that Lewisville has one of the lowest property tax rates in North Texas.

Q4. How satisfied or dissatisfied are you with the level of City services you receive in return for the City property taxes you pay?

One important education point is to show residents that they do receive value for the property taxes they pay to the City. It is reasonable to assume that no one truly enjoys paying taxes, but when residents think of it as a bill they pay in order to receive needed services, they are more likely to have a positive view of the financial support they give to the City.

This question has been asked every year since 2014, although the first year only offered two response options and did not measure intensity. The line graph below shows the overall satisfaction rating for this question each year since 2014, and the positive intensity each year since 2015. Both lines show a significant positive trend that continued in the 2021 survey results.



	2014	2015	2016	2017	2018	2019	2021
Satisfaction Rating	62.90	75.38	79.36	74.56	84.99	71.01	82.46
"Very Satisfied"		13.90	16.88	16.33	21.49	12.67	29.72

As was the case with several earlier questions, responses to this question in 2019 were below the trend line. However, those results were largely supported by the 2019 random-sample telephone survey (73 percent satisfaction, 17 percent positive intensity) so there is no reason to discount the 2019 dip in this instance.

Taken together, online survey results from 2018 and 2021 are a positive indicator in these responses. However, the year-to-year volatility in these results proves that continual public education is needed to make sure taxpayers perceive value in return for their property taxes paid.

An interesting note is discovered in the cross-tabulation of results from the two tax-related questions, Q3 and Q4. For most tax-related facts, residents who said they were “very aware” of each statement were about twice as likely than “very unaware” respondents to say they were “very satisfied” with services received for property tax paid. This points to the high value of focused public education on tax-related issues, making a clear connection between taxes and services while also highlighting the city’s strong record of fiscal responsibility.

Satisfaction with city services

Respondents to were given a list of 14 services and asked to rate each listed service as excellent, good, fair, or poor. The adjusted Satisfaction Rating is determined by removing the "no opinion" responses and adding the two positive responses, which helps mitigate the impact of the high "no opinion" response rate for certain less-used services. This question has been asked each year since 2014, although the list of services was revised in 2019 by combining water and sewer, combining trash and recycling, and adding public communication.

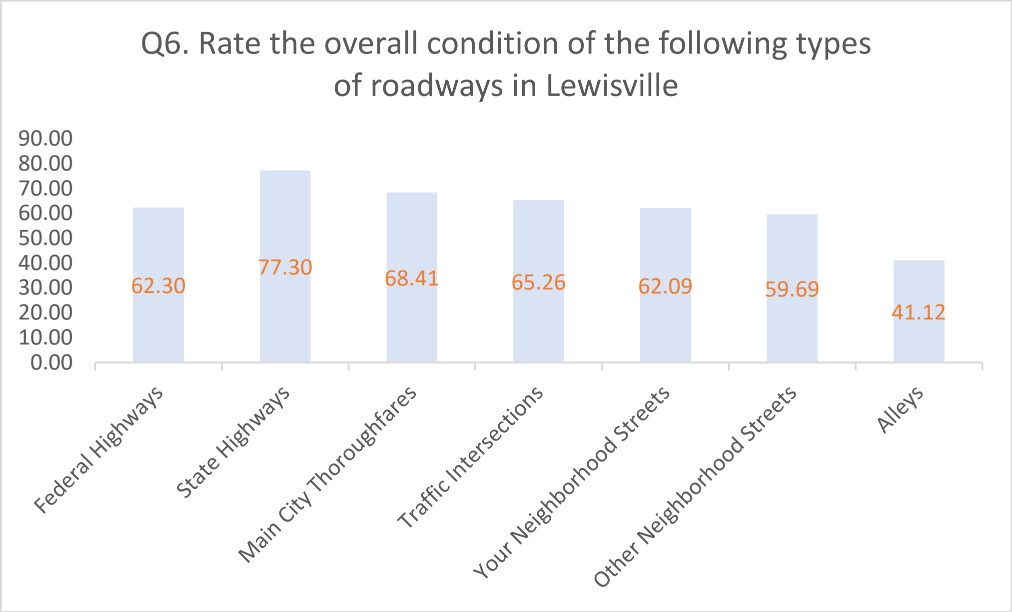
Q4. Rate the following City Services

Service Category	2018 Rating	2019 Rating	2021 Rating
Fire Services	97.52%	99.05%	97.50%
Ambulance Services	94.60%	98.51%	93.80%
Library Services	92.25%	94.47%	91.09%
Police Services	89.30%	86.69%	89.04%
Water & Sewer Service (merged in 2019)	87.46%	84.00%	84.39%
Trash & Recycling Collection (merged in 2019)	84.16%	73.31%	82.26%
Park Facilities	78.14%	76.83%	81.21%
Special Events (festivals and concerts)	79.26%	82.24%	79.09%
Public Communication	---	75.38%	76.71%
Recreational Programming	71.59%	69.64%	75.40%
Code Enforcement	56.16%	52.89%	56.89%
Sidewalks	56.75%	41.40%	56.66%
Street Maintenance	55.81%	45.74%	49.41%
Street Lighting in Neighborhoods	46.10%	47.67%	46.04%

Services in the chart above are listed in the order of the satisfaction rating received in the 2021 survey. Ten of the 14 service categories received satisfaction ratings better than 70 percent, and three received ratings better than 90 percent. Ratings for each service have been very consistent since the 2014 survey, with trash service (+8.64 points) and code enforcement (+6.84 points) showing the largest increases and street maintenance (-5.33 points) the largest decrease. All other services received ratings in 2021 that are within 4 points of the ratings they received in 2014. Comparing 2021 results with 2019 results, the same five services (fire, ambulance, library, police, water) received the highest ratings and the same four services (code, sidewalks, streets, street lights) received the lowest ratings.

In general, services tend to receive higher ratings than infrastructure. Given the Council's increased funding for infrastructure projects in recent years, we would expect to see a positive trend in those areas. However, possibly because infrastructure projects can take time to complete and often are seen only by residents living near the affected area, we have seen little or no improvement. Better promotion of street, alley, and sidewalk projects could help. In addition, there appears to be strong public support for increased neighborhood street lighting, especially in older neighborhoods.

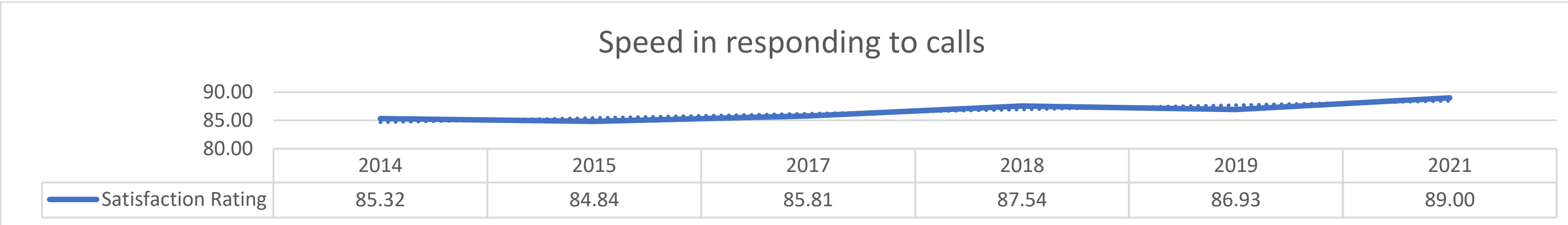
Results for Q6 (see chart at right) show that alleys and neighborhood streets are seen as the areas needing the most attention. Satisfaction with Interstate 35E has increased 37 points since the widening project ended.

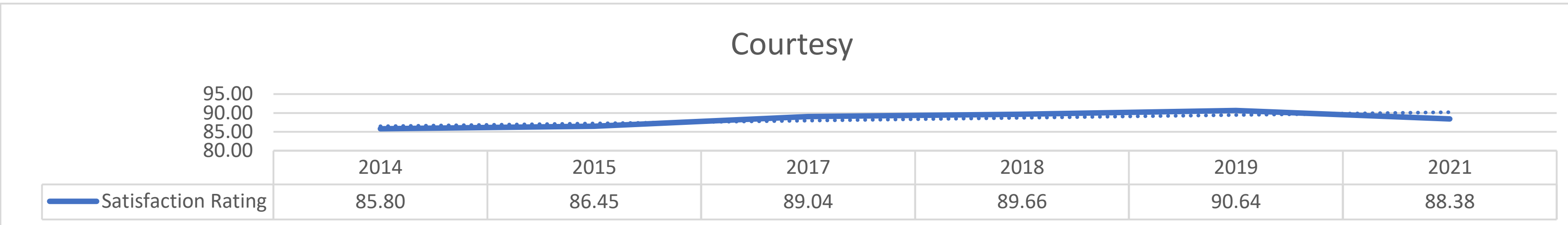


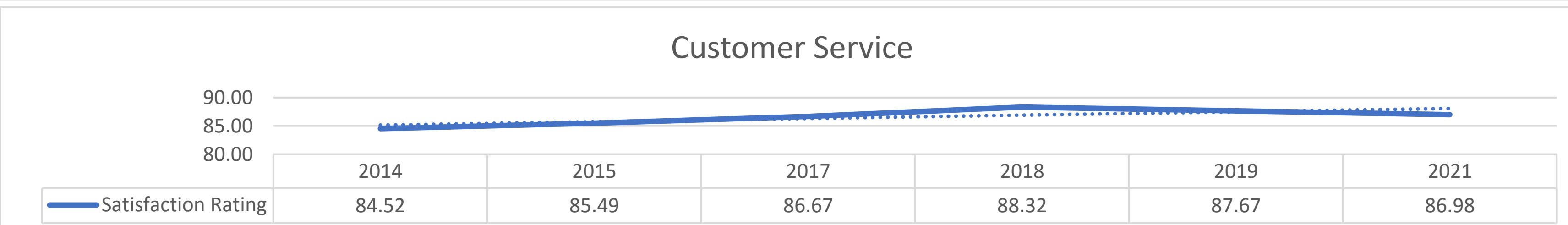
The next section of the survey asked respondents to rate specific service areas, at times using a qualifier question so only people who had visited a particular facility would be asked to rate that facility. The questions about police services and safety are included every year as a performance measure for the Police Department. Other service areas rotate so that multiple services can be addressed and a valid data trend maintained without creating a survey that is too long for respondents to complete.

Police Services

Respondents were given two questions, one asking them to rate various aspects of the Police Department and one asking them about their perceived safety at various times and locations. The first question asked respondents to rate the Lewisville Police Department in each of the four areas. No screening question is used here because residents often have strong perceptions of the Police Department even though a relatively small percentage of the public directly interacts with a police officer during the course of a year. Here, our goal is to see steady improvement and to attain a 90 percent or better rating in each of the four evaluation categories. As seen in the chart below, ratings dipped slightly in three of the four categories this year compared to the 2019 survey results. One possible explanation for this is the national conversation about police reform that started in 2020 and has generated some highly emotional reactions to police officers and police services, especially among minority populations. However, all four rating areas show a slight positive trend line since 2014.



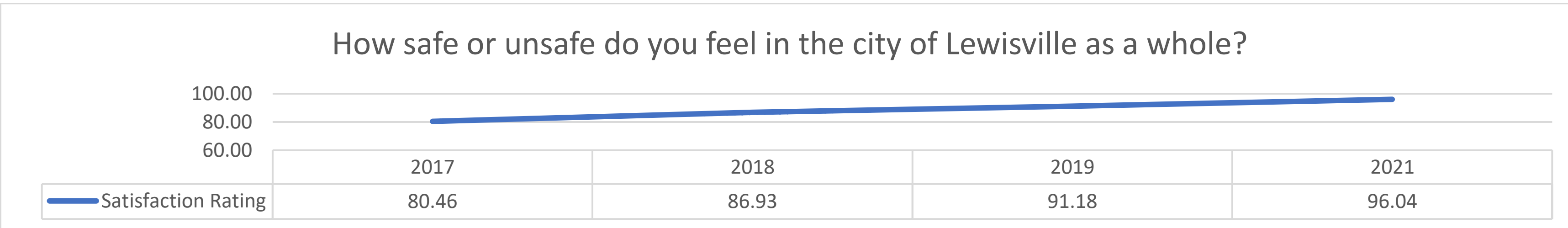




Q8. How safe or unsafe do you feel in the following locations?

The rating categories for this question were expanded in 2017 and again in 2019 to provide a better sense of when and where respondents perceived safety concerns. Prior to 2017, respondents were only asked about their perceived safety in residential areas and commercial areas. The 2017 survey added Old Town, parks, festivals, school events, and the city overall. Since 2019, some rating categories have included day and night options.

Survey results now give a much clearer picture about where and when residents feel safest or least safe. Based on the combined survey trends, Lewisville residents felt safer in 2021 than in any other survey year, and especially during the daytime when more than 87 percent of respondents reported feeling "very safe" or "safe" in every location listed. As seen in the line graph below, a large majority of respondents said they feel "very safe" (60.38 percent) or "safe" (35.66 percent) in the city of Lewisville as a whole.



During the daytime, respondents reported feeling most safe while shopping in major retail areas (96.16 percent), walking in Old Town (96.09 percent), within their own neighborhood (95.92 percent), at an LISD function (94.36 percent) and at city festivals (92.39 percent). Positive intensity was strongest within their own neighborhood, with 74.29 percent of respondents (546 of 735) saying they felt "very safe" there during the day and 46.14 percent saying they felt "very safe" there at night.

Daytime location (or not specified)	Rating
Shopping in major retail areas	96.16
Walking in the historic Old Town district	96.09
In the city of Lewisville as a whole	**96.04**
Within your own neighborhood	95.92
At a Lewisville ISD school function	94.36
At Lewisville festivals and concerts	92.39
Residential areas outside your neighborhood	88.62
In Lewisville parks	87.13

Nighttime location	Rating
Within your own neighborhood	85.19
Shopping in major retail areas	77.05
Walking in the historic Old Town district	75.13
In the city of Lewisville as a whole	**74.86**
Residential areas outside your neighborhood	66.96

These numbers are very similar to past survey results and show a clear positive trend in every category. The categories showing the most improvement over time are retail areas (+19.55 points since 2014); city parks (+17.39 points since 2017); other residential areas (+17.52 points since 2014); the city as a whole (+15.58 points since 2017); and walking in Old Town (+10.28 points since 2017).

Two clear trends that are common to all similar surveys are the perception of reduced safety at night, and the perception of reduced safety in unfamiliar areas.

In the six surveys conducted since 2014, respondents reported feeling safer in their own residential neighborhoods than in other residential neighborhoods by an average of more than 14 rating points each year. That difference has steadily lessened since reaching a peak of 20.62 points in 2015, and there was only a 7.30-point difference in the 2021 survey results.

The 2019 survey was the first to divide categories by daytime and nighttime, and survey results confirm the expected drop in perceived safety at night. This difference was least pronounced within the respondent's own residential neighborhood with a margin of just 10.73 points, but there was a difference of between 19 points and 22 points for the other four rating categories (other neighborhoods, retail areas, Old Town, and Lewisville as a whole). It is not surprising that people would feel safer during the day than at night, especially in unfamiliar areas. This common human tendency will be an ongoing factor in the City's efforts to draw out-of-town visitors to the Old Town area for nighttime events, such as performances at Lewisville Grand Theater, because those events often are held at night and visitors will naturally be unfamiliar with the Old Town area.

There is a strong tie between perceived safety and the rating given for residential streetlights. Ninety percent (45 of 50) of respondents who said they feel unsafe in residential neighborhoods other than their own also rated residential streetlights as either "poor" (32) or "fair" (13). Among respondents who said they feel very unsafe in their own neighborhood, all but one rated residential streetlights as either "poor" or "fair." A direct correlation can be drawn between the perception of adequate residential streetlights and the perception of safety in residential areas.

Perceived safety also can be adversely impacted when there are high-profile crimes reported within a particular area, especially if those crimes occur during or immediately before a survey period. There were several high-profile violent crimes in Lewisville around the start of the 2019 online survey period, and respondents in that survey reported much lower numbers for perceived safety in other neighborhoods at night and retail areas at night. Because those ratings were different from other data trends, it is reasonable to surmise that the lower ratings were at least partly in response to those high-profile crimes, most of which did occur at night in commercial areas. People are less likely to feel safe when they have recently heard about a violent crime in their community.

Animal Services

Animal Services was the subject of the first question couplet. The rating question was screened behind a qualifier question so that only people who reported having interaction with animal services facility or staff were asked to evaluate them. This reduces the total number of responses, but creates a connection between the responses received and actual experiences with the service being evaluated.

A total of 151 people said they had interacted with Animal Services at least once during the previous 12 months, about 21 percent of all respondents. The most common reason for that interaction was to report a stray animal or encroaching wildlife (10.22 percent of all respondents), followed by donating to the Animal Adoption Center (6.13 percent) and looking to adopt a pet (5.04 percent).

All 10 evaluation categories received a satisfaction rating of 79 percent or higher, with six of them rated above 90 percent. These are comparable to the three previous surveys in which this question was asked, although some evaluation categories did show a decline from the 2019 survey results. It should be noted that response to reports of stray animals, which was reported by respondents as the most common source of interaction, was inadvertently left off of the list of evaluation categories in the 2021 survey. The shelter itself received the highest marks, with a 98.02 satisfaction rating for quality of facilities and a 97.27 satisfaction rating for the physical appearance of the facility. Evaluation categories below are listed in order of the 2021 satisfaction rating received, with the change from 2019 to 2021 shown in the far-right column.

Evaluation Category	**2016 Rating**	**2017 Rating**	**2019 Rating**	**2021 Rating**	**Change**
Facilities at the Adoption Center	94.54%	99.09%	97.73%	98.02%	+0.29
Physical appearance of the Adoption Center	94.82%	98.32%	98.94%	97.27%	-1.67
Cost of adopting a new pet	82.73%	87.88%	82.46%	92.06%	+9.60
Friendliness of staff at the Adoption Center	94.20%	92.00%	---	91.30%	---
Professionalism of staff at the Adoption Center	92.31%	91.27%	96.94%	91.23%	-5.71
Ease of adopting a new pet	92.78%	91.53%	90.20%	90.32%	+0.12
Volunteer programs at the Adoption Center	88.89%	86.44%	72.13%	86.79%	+14.66
Assistance with finding a lost or missing pet	88.76%	79.59%	85.71%	82.50%	-3.21
Response to reports of wildlife	82.26%	79.10%	90.20%	82.19%	-8.01
Response to reports of dead animals in roadways	86.21%	84.62%	91.84%	79.17%	-12.67
Response to reports of stray animals	88.14%	80.41%	94.20%	---	---

There was more change in ratings for this question than was seen in most other survey questions. Part of that is due to the smaller sample size of only 151 people. It is tempting to assume the negative changes are a result of limited operations at the shelter during the pandemic response for much of calendar year 2020, but the volunteer program received an improved rating despite being suspended for most of the year. It is worth noting that only three categories show a statistically significant change from the 2016 results to the 2021 results – cost of adopting a new pet (+9.33 points) improved, while response to reports of dead animals in roadways (-7.04 points) and assistance with finding a lost or missing pet (-6.26 points) both declined. However, these results are very stable overall and remain strongly positive.

LLELA Nature Preserve

This question couplet included a qualifier question in which 174 respondents (24.20 percent) reported having visited LLELA at least once during the previous 12 months. This was a decline of 3.10 points from results of the 2018 survey. Only those 174 respondents were asked to evaluate specific aspects of LLELA.

This question also serves the purpose of measuring overall awareness of LLELA by including two options for respondents who had not visited – "none" and "none because I did not know it existed." The latter answer was listed first and was selected by 13.46 percent of respondents. That is a decline from 28.06 percent just five years ago, and tells us that awareness of LLELA likely is better than 80 percent among Lewisville residents. That is awareness of LLELA's existence, not awareness of its amenities, so local marketing efforts need to continue with a focus on getting residents to make their first visit to LLELA.

Respondents who said they had visited LLELA within the previous 12 months were then asked to rate 12 listed features. All 12 evaluation categories received a satisfaction rating of more than 82 percent, with eight of the 12 receiving a mark of 90 percent or higher. These are very strong numbers that speak to the perceived quality of activities and amenities at LLELA and reinforce the need to encourage residents to make a first visit to LLELA. The categories in the table below are listed in order of the satisfaction rating received in 2021, from highest to lowest.

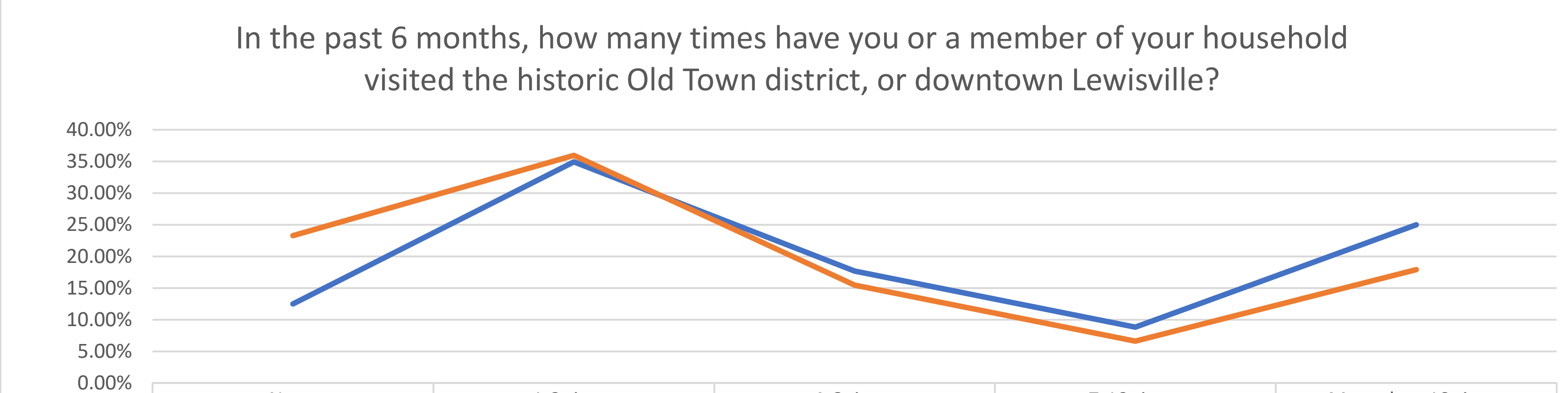
Evaluation Category	2017 Rating	2018 Rating	2021 Rating	Change
Visiting the 1860s Minor-Porter homestead	97.26%	95.27%	96.39%	+1.12
Watching for birds or wildlife	98.94%	93.12%	96.36%	+3.24
Quantity and length of natural hiking trails	90.35%	91.46%	94.41%	+2.95
Special programs or classes for children	95.24%	86.36%	93.75%	+7.39
Quality of natural hiking trails	94.96%	93.57%	93.20%	-0.37
Kayaking or canoeing	81.08%	90.53%	90.91%	+0.39
Volunteering for restoration and research projects	95.24%	91.57%	90.48%	-1.09
Summer camps for children	96.00%	84.87%	90.00%	+5.13
Cost of gate admission ($5 per vehicle)	86.32%	81.82%	89.93%	+8.11
Fishing in the Trinity River Elm Fork	93.93%	89.02%	88.10%	-0.92
Rustic campsites	87.88%	83.33%	86.67%	+3.34
Special programs or classes for teens and adults	97.14%	86.15%	82.76%	-3.39

The table also shows the change in each category from the 2018 survey to the 2021 survey. Most ratings were within 3.5 points of the 2018 results, which is not statistically significant. Three areas increased by more than 5 points. It is important not to read too much into those changes because the sample size has increased each year as more survey respondents reporting having visited LLELA. However, the trend is positive overall. Also, ratings could be impacted year-to-year by temporary site closures and program cancellations caused by dam repairs, flooding, or a pandemic.

Old Town Lewisville

This question set was added in 2019 to prepare for the rollout of the new Old Town branding package. It was repeated in 2021 partly to measure any early impacts from the branding program. A third year of data is needed to establish reliable trending.

This question couplet was screened with a qualifier question that showed 551 respondents (76.53 percent) had visited Old Town at least once during the previous six months. These results, compared to results of the 2019 survey, show what likely are lingering impacts of pandemic closures and restrictions. Nearly one-fourth of respondents (23.28 percent) in the 2021 survey reported not having visited Old Town during the previous six months, compared to 12.50 percent in the 2019 survey. Among respondents who had visited Old Town, there was a noticeable reduction in the frequency of those visits (see the line graph below). This is believed to be an impact of the pandemic.



	None	1-3 times	4-6 times	7-10 times	More than 10 times
2019	12.50%	34.93%	17.65%	8.82%	25.00%
2021	23.28%	35.95%	15.43%	6.61%	17.91%

The 551 respondents who had visited Old Town during the preceding six months were asked in the next survey question to indicate the reasons they visited Old Town. Respondents were able to select all answers that applied. With only two years of data, reliable trending is not possible, but there are some numbers worth highlighting.

The most-frequently selected reason for visiting Old Town (shown in the list below) was dining at local restaurants, as it was in the 2019 survey results. In fact, all five of the most-frequently selected reasons involve leisure activities such as dining, drinks at a bar, concerts, and meeting with friends. This is a major emphasis of the Old Town branding package that was launched in early 2020, and results of the two surveys will help drive implementation of the branding and marketing package. The list below shows reasons in the same order as they were presented to survey respondents. "Attend an outdoor festival or concert" was added to the 2021 survey, and that change probably explains the reduction in "other" responses. Multiple categories saw a decrease from the 2019 survey. This likely is another impact of pandemic restrictions and closures, especially at Lewisville Grand Theater which only returned to full audiences in July 2021, three months prior to the survey period.

Daytime location (or not specified)	**2019**	**2021**
Live there	7.26%	8.96%
Visit City Hall	28.63%	25.96%
Dining at restaurants	73.93%	70.57%
Shopping along Main Street	36.32%	38.39%
Visit the Lewisville Grand Theater	34.62%	22.30%
Visit the Visitor Information Center	5.98%	5.67%
Have a drink at a pub or bar	36.75%	32.72%
Meet with friends	37.18%	37.48%
Attend an outdoor festival or concert	---	45.89%
Work at a downtown business	3.85%	2.56%
Other	31.20%	16.27%

Low reported use of the Visitor Information Center presents an opportunity to possibly change or expand the name of the facility to include the history exhibit space, which is more likely to appeal to Lewisville residents than does a perceived tourism-only center.

Satisfaction with getting information from the city

The next series of questions asked respondents to evaluate various communication and feedback tools used by the city. Some of these questions also were included to raise awareness about certain communication tools.

Q15. Please tell me how useful or not useful each of the following are to you in gathering news about Lewisville:

The list of tools included in this question has changed several times since it first was used in 2014, with some inactive tools being removed and emerging tools being added. For example, the Lewisville 2025 Annual Report was added in the 2021 survey while City Cable LVTV was removed because the channel was off-line for most of this calendar year. We have collected five years of data for the most common tools, which allows reliable trend analysis. Evaluation categories are listed in the table below in the order of the satisfaction rating received in this year’s survey.

Evaluation Category	2014 Rating	2015 Rating	2017 Rating	2018 Rating	2021 Rating
City Horizon electronic newsletter	91.34%	90.56%	85.96%	88.10%	92.30%
City website (www.cityoflewisville.com)	91.67%	91.25%	88.01%	69.57%	90.18%
Lewisville 2025 annual report	---	---	---	---	84.01%
Social media (Facebook, Twitter, Nextdoor)	70.83%	74.27%	86.71%	85.92%	79.46%
Roadside electronic signs or billboards	77.16%	75.07%	77.53%	80.23%	75.72%
Neighbors	67.53%	67.26%	75.15%	71.44%	72.81%
Postcards or flyers mailed to my home	76.56%	72.32%	73.90%	76.45%	69.58%
Water bill inserts	69.65%	66.18%	63.76%	67.58%	63.99%
Newspapers	55.36%	56.98%	71.89%	73.30%	58.59%
Radio/Television news	62.83%	57.71%	62.84%	61.10%	58.21%
Online videos (YouTube videos)	51.40%	41.44%	56.48%	58.39%	58.11%

The printed Horizon newsletter, which usually ranks near the top in results for this question, was inadvertently left off in the 2021 survey. It will be restored for future surveys.

Only three tools received ratings of more than 80 percent useful and three others were rated more than 70 percent useful. Tools trending downward in perceived usefulness include water bill inserts and direct-mail postcards and flyers, both of which rely on residential mail delivery. However, both of those tools were rates as “useful” or “very useful” by more than 60 percent of respondents and were rated as “very useful” by more than 15 percent of respondents, so both tools still serve a purpose as part of the overall communication program.

Cross-referencing these results with age brackets identified in Q27 does reveal some differences in perceived effectiveness of various communication tools based on the age of the respondent. Older respondents were much more likely to rate the email newsletter and water bill inserts as "very useful" while younger respondents were more likely to assign a "very useful" rating to online videos and the Lewisville 2025 annual report. More than 60 percent of respondents aged 55 or older marked "no opinion" for online videos indicating that they probably are not being reached at all with this tool. Newspapers received low marks from all age categories, but younger respondents were far more likely to rate them as "very unuseful."

Looking at the five most-popular communication tools for each age category is interesting, although the low number of younger respondents makes the results somewhat anecdotal. The top two ratings for each age group were the city website and the email Horizon. There are noticeable differences in the rest of each list. The survey results underscore the importance of using multiple communication tools to reach various audiences.

18-34 years	**35-44 years**	**45-54 years**	**55-64 years**	**65 and older**
City website	Electronic Horizon	City website	Electronic Horizon	Electronic Horizon
Electronic Horizon	City website	Electronic Horizon	City website	City website
Social media	Lewisville 2025 report	Social media	Lewisville 2025 report	Lewisville 2025 report
Lewisville 2025 report	Social media	Lewisville 2025 report	Signs and billboards	Signs and billboards
Signs and billboards	Direct mail	Neighbors	Social media	Water bill inserts

A look at the five top-rated tools each survey year shows how much the public communication landscape has changed, which further illustrates the importance of using multiple tools and constantly evaluating new opportunities. Note that there was no printed Horizon newsletter when the 2014 and 2015 surveys were conducted.

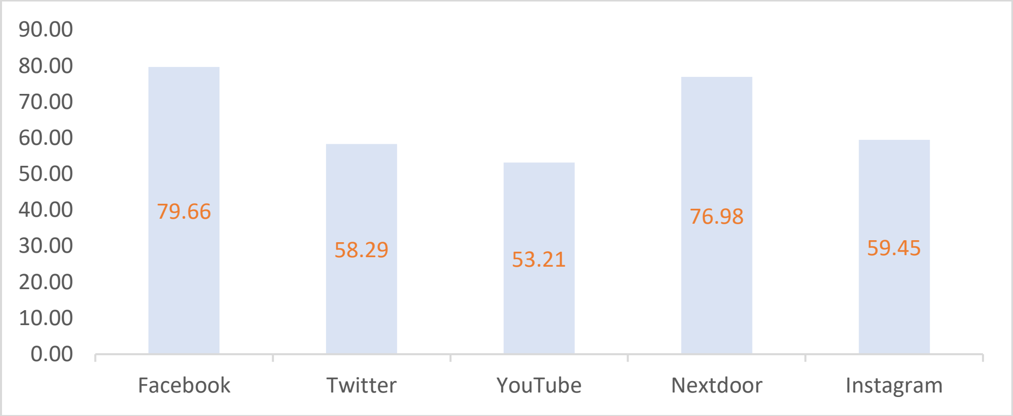
2014	**2015**	**2017**	**2018**	**2021**
City website	City website	City website	City emails	Electronic Horizon
Electronic Horizon	Electronic Horizon	City emails	Electronic Horizon	City website
City emails	City emails	Social media	Social media	Lewisville 2025 annual report
City employees	Signs and billboards	Electronic Horizon	Signs and billboards	Social media
Signs and billboards	Social media	Signs and billboards	Printed Horizon	Signs and billboards

Electronic tools received the highest ratings from survey respondents for being useful. This result is likely affected by the survey tool being used – as an online-only survey, it is more likely to be taken by people who are accustomed to seeking and receiving information online. This question was not asked as part of the 2019 random-sample telephone survey so we cannot make that comparison. When it was asked as part of the 2004 telephone survey, the top six tools (newspapers, printed Horizon, water bill inserts, neighbors, city website, and WOW recreation catalog) showed a lot more reliance on print and traditional media.

When looking at positive intensity, the five top-scoring tools remained the same except that the annual report and social media switched places. It was very encouraging to see that more than half of respondents (50.63 percent) rated the electronic Horizon as "very useful" (followed by the city website at 42.51 percent and social media at 29.94 percent). As a reminder, because the survey was conducted exclusively online, those three tools likely are how most respondents learned about and accessed the survey, so higher perceived usefulness is not surprising.

A new question was added in the 2021 survey that focused on social media outlets. This question was used both to measure the perceived effectiveness of each tool and to generate awareness among respondents about some of the social media outlets used by the city.

Q16. The City maintains an active presence on the following social media outlets. How effective or ineffective do you feel the City's social media presence on each of these outlets is when communicating information about the City to its residents?



Based on these results, Facebook and Nextdoor are perceived as the most effective social media outlets for city communications. Both platforms offer public engagement and direct response with multiple users, and national surveys show that both platforms are considered by users to be more focused on news and information than the other outlets. All five platforms were rated as "very effective" or "effective" by more than half of survey respondents who gave a rating.

About 40 percent of survey respondents marked "no opinion" for Facebook and Nextdoor, and about 70 percent of survey respondents marked "no opinion" for the other three social media tools that were listed. This result is a little surprising because electronic outlets in general, and social media in particular, show a high awareness level in responses received for other questions in the 2021 survey. One possible explanation is that respondents are accustomed to interacting with the city on only one or two social media platforms and do not use the others to receive information from the city. Another factor could be the older age demographic among survey respondents, as some social media tools with lower ratings in these survey results (such as Twitter) are generally more popular among younger users.

Q17. The city maintains a mobile application ("ourLewisvilleTX") for smart phones and tablets. Which of the following statements best describes your awareness of the city's mobile application?

This question measures awareness of the City mobile application, and also was used to boost that awareness among survey respondents who might not have known previously that Lewisville has a mobile application available. Results to this question do show steadily increasing awareness.

Response Option	2015 Result	2017 Result	2021 Result	Net change
I don't want or need a city mobile application	20.29%	25.00%	25.52%	+5.23
I was not aware of the new mobile application but plan to check it out	52.86%	46.68%	44.84%	-8.02
I was not aware of the new mobile application and definitely plan to download it	14.57%	6.33%	9.00%	-5.57
I have downloaded the new mobile application but have not used it much or at all	6.46%	10.60%	9.44%	+2.98
I have downloaded and used the new mobile application	5.81%	6.49%	11.21%	+5.40

While the percentage of respondents expressing no interest in a city mobile application has increased slightly since 2015, the percentage of respondents who did not know about the app has decreased and the percentage of respondents who have downloaded and used the app has increased. This is an encouraging result that still leaves lots of room for increased awareness and increased adoption of the mobile application platform.

A cross-tablulation shows that the age groups most likely to have downloaded the mobile application are 45-54 and 55-64, together accounting for more than half of the respondents who indicated that they had downloaded the app.

The next four questions addressed the ability of residents to give feedback to the City, how they believe feedback is received by the City, and their level of satisfaction with the customer service they experienced. This set of questions first was asked in 2014. The first question in the set, which identifies which feedback tools are used most often, has been asked in all seven online resident satisfaction surveys.

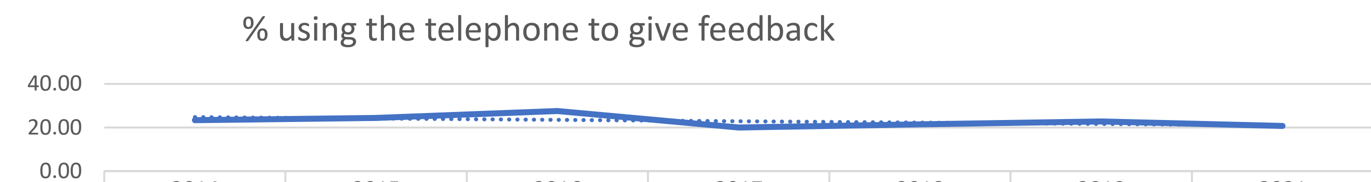
Q18. Which of the of the following tools have you used to give feedback or input to the city during the past 12 months (mark all that apply)?

The option for “online survey” was added in 2016, and the option for “email to city staff” was omitted in 2019. The most frequently selected answer most survey years is “none” (40.17 percent in 2021). The feedback tools used most often by the rest of the respondents have been the same in each survey, with some slight changes in the order – online survey, telephone, social media, and email to city staff.

1. Online survey 37.20%
2. Telephone 20.65%
3. Social media 15.70%
4. Email to staff 14.57%
5. Website comments 9.05%
6. In-person visit 8.77%
7. Email to Council 3.39%
8. Mailed a letter 1.41%

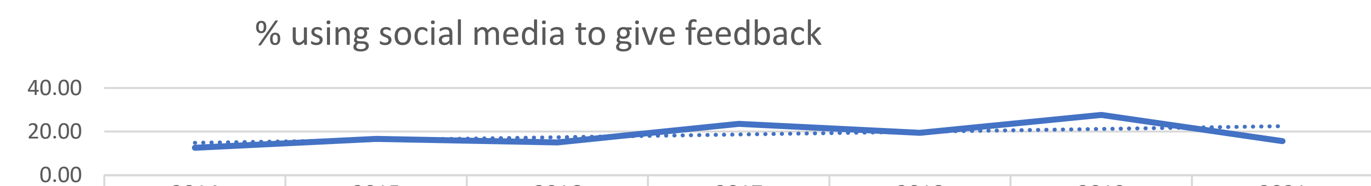
There is not a single year-round feedback tool that is used significantly more than the others, which tells us that it is important to offer as many options as possible for residents to contact the city with questions, suggestions, or concerns. The frequent use of the telephone to give feedback is significant, and will be detailed in the analysis of Q21 below.

The level of response for each feedback option has remained statistically consistent each year, changing less than 3 percentage points since 2014 in most cases. For example, the percentage of survey respondents saying they had used the telephone to provide feedback or input during the preceding 12 months has changed only 2.75 points since 2014 and remains one of the three most-frequently used tools according to survey results.



	2014	2015	2016	2017	2018	2019	2021
Used during the past 12 months	23.40	24.32	27.56	20.00	21.43	22.73	20.65

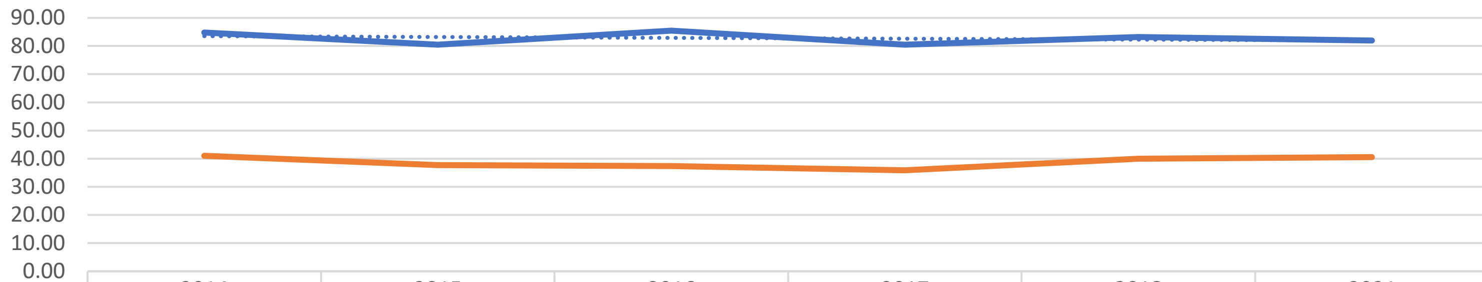
Social media had been trending upward, but returned to previous levels in the 2021 survey. This could be a one-year anomaly. Even with the dip in the 2021 survey results, social media remains one of the three most-frequently used feedback tools for residents in all age categories.



	2014	2015	2016	2017	2018	2019	2021
Used during the past 12 months	12.60	16.70	15.08	23.55	19.44	27.65	15.70

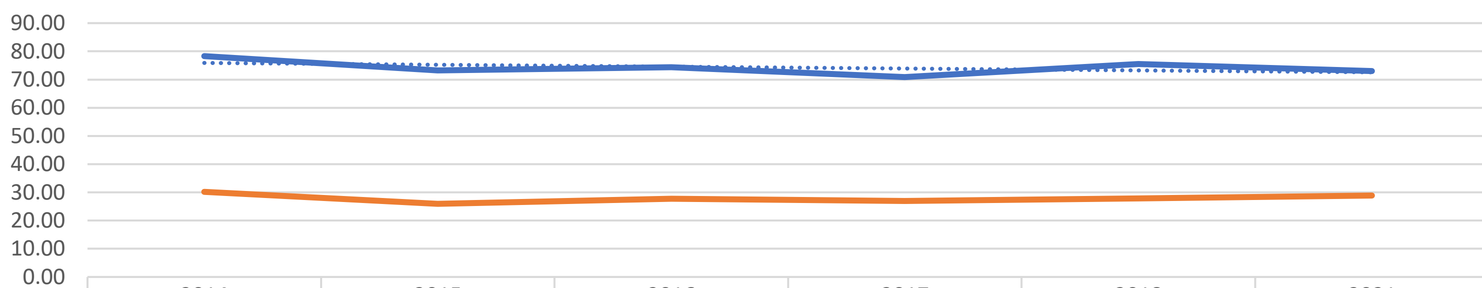
The next two questions have been used in all but one annual survey since 2014. Q19 asked respondents how easy it is to give feedback to the city, and Q20 asked how responsive they believe the city is to the feedback or input that is received. Staff has set a goal of 80 percent satisfaction for both questions, and wants to see steady improvement over time in both satisfaction ratings. Actual results for both questions have been very steady, with small declines in 2021, but there has been improvement in positive intensity since 2015. The overall rating for the ease of giving feedback ranges from 80 to 86 percent, and the overall rating for responsiveness to feedback ranges from 70 to 79 percent.

How easy is it for you to give feedback or input to the City?



	2014	2015	2016	2017	2018	2021
Satisfaction Rating	84.81	80.48	85.46	80.49	83.24	81.99
"Very Easy"	41.02	37.69	37.42	35.87	40.01	40.59

How responsive do you think the City is to public feedback or input?



	2014	2015	2016	2017	2018	2021
Satisfaction Rating	78.30	73.28	74.40	70.87	75.51	73.03
"Very Easy"	30.18	25.94	27.72	26.94	27.85	28.93

Customer service satisfaction is assessed in Q21, which has been used in every annual survey since 2014 with a few minor adjustments. Respondents are asked to evaluate the service they received through a series of nine rating categories. Because all respondents receive this question without a qualifier, there is a high level of “no opinion” responses ranging from 32 percent to 56 percent. These responses are factored out to provide a more accurate adjusted satisfaction score.

The top-rated categories consistently are those that involve response from the original call-taker, as illustrated in the 2021 survey ratings listed below in order from highest to lowest.

Q21. How satisfied or dissatisfied were you with the customer service you received?

89.53% Directed to the correct department
88.17% The courtesy of the person answering the telephone
82.84% Through his/her actions, the primary employee I worked with represented the City in a positive manner
79.59% The people I worked with showed pride and concern for quality of the work
78.55% Asked adequate questions to determine the nature of the problem
77.27% Employee seemed concerned about my problem
74.55% The problem was adequately dealt with by the employee responding
69.15% If not available, the correct employee returned my call in a reasonable time
58.44% Follow up from the City to ensure my concerns were addressed

The top two responses in the 2021 survey, along with the "asked adequate questions" response, were the top three responses in all previous surveys. The response related to follow-up from the City has been the lowest-rated category every year, but with improvement over time. Users of the online service request system report a higher level of satisfaction with follow-up, so this appears to be limited specifically to telephone engagement. The volume of issues received by the City and the overall workload make individual follow-up difficult, but this area is worthy of further study.

Another repeat question in the 2021 Resident Satisfaction Survey asked respondents how familiar they are with the Lewisville 2025 vision plan. Results continued the steady increase in awareness measured since 2015.

Evaluation Category	2015 result	2016 result	2016 result	2018 result	2021 result	Net Change
I do not know anything about the Lewisville 2025 vision plan	49.76%	38.05%	30.68%	26.77%	20.48%	-29.28
I have heard about the Lewisville 2025 plan but do not know what it contains	28.25%	28.39%	27.92%	29.74%	21.34%	-6.91
I have heard about the "Big Moves" in the plan but do not know any specific action steps	6.66%	7.74%	10.55%	12.22%	14.79%	+8.13
I am familiar with the contents of the Lewisville 2025 plan but do not know what progress has been made on action steps	9.39%	17.97%	17.86%	20.10%	27.60%	+18.21
I am keeping up with website postings and other information about progress and accomplishments related to the Lewisville 2025 vision plan	5.94%	7.84%	12.99%	11.17%	15.79%	+9.85

The percentage of respondents who did not know anything about the vision plan has dropped from nearly one-half in 2015 to about one-fifth in 2021. The percentage of respondents who had heard about the plan but knew nothing about it has dropped from 28.25 percent to 21.34 percent. Meanwhile, the percentage of respondents actively following progress of the vision plan has nearly tripled from 5.94 percent in 2015 to 15.79 percent in 2021. These are very strong numbers for familiarity with a government planning document.

We expected to see some increase in public awareness in the 2021 survey results because of the Touchpoint process that ran throughout calendar year 2020 and culminated earlier this year with the adoption of an update to the Lewisville 2025 vision plan. Results did show increased awareness, and especially an increase in the percentage of respondents actively following progress toward the Lewisville 2025 goals. More than 42 percent of respondents are familiar with contents of the vision plan.

Who took the satisfaction survey?

Q26. Gender

Answer Options	Response Percent	Response Count
Male	43.71%	306
Female	50.43%	353
Decline to Answer	5.86%	41

Q27. Which of these age groups includes your age?

Answer Options	Response Percent	Response Count
18 - 24 years	0.57%	4
25 - 34 years	8.33%	58
35 - 44 years	16.09%	112
45 - 54 years	22.99%	160
55 - 64 years	24.57%	171
65 and Older	27.44%	191

Q28. Do you have any children under the age of 18 living in your home? If yes, in which of the following age categories would your children be classified?

Answer Options	Response Percent	Response Count
No children	73.10%	500
Under age 6	10.96%	75
Ages 7 - 12	11.26%	77
Ages 13 - 18	14.47%	99

Q29. How long have you lived in the City of Lewisville?

Answer Options	Response Percent	Response Count
Less than one year	0.85%	6
1 - 3 years	8.52%	60
4 - 6 years	14.20%	100
7 - 9 years	9.66%	68
10 - 20 years	25.57%	180
More than 20 years	41.19%	290

Survey respondents skewed heavily toward female participants but less so than in previous online surveys. This could have been impacted by allowing respondents in this year's survey to choose "decline to answer." The response fields for this question might need to be expanded in future years to match industry changes, which are rapidly evolving to recognize non-traditional options.

This year's survey sample was significantly older than our U.S. Census demographics and older than in past online surveys. More than one-fourth (27.44 percent) were age 65 and older, more than half (52.01 percent) were age 55 and older, and three-fourths (75.00 percent) were age 45 and older. The survey also reached more childless households than ever before, but still comparable to actual citywide demographics. The percentage of respondents with preschool-aged children remains significantly lower than is present in the overall Lewisville population. We need better reach younger residents to more accurately reflect the overall Lewisville population.

Q23. Which of the following best describes your primary residence?

Answer Options	Response Percent	Response Count
I own a house, duplex, townhome, or mobile home in Lewisville	92.61%	652
I rent a house, duplex, townhome, or mobile home in Lewisville	4.12%	29
I rent an apartment in Lewisville	2.41%	17
I live in a retirement center or similar facility in Lewisville	0.14%	1
I live in Castle Hills	0.57%	4
I do not live in Lewisville or Castle Hills	0.14%	1

Q24. What is the ZIP Code for the street address of your primary residence?

Answer Options	Response Percent	Response Count
75057	12.78%	90
75067	56.53%	398
75077	26.85%	189
75056	3.84%	27

These geographic and housing breakdowns are very different from U.S. Census data for Lewisville, which showed that more than half of all Lewisville families lived in rental property (multi-family or single-family) in 2020. Our survey respondents were overwhelmingly more likely (92.61 percent) to own their home, a number that has increased in each of the past three surveys. To address this, the survey must be better publicized at multi-family complexes and possibly to residents living in registered single-family rental properties. This would produce more accurate satisfaction ratings for City services and facilities but could lower the accuracy of tax-related responses since rental residents do not pay property taxes directly to the City and might not be familiar with the level and nature of local property taxes.