

How Do You Feel, Lewisville?

Results of the 2021 Resident Satisfaction Survey

About the 2021 Resident Satisfaction Survey

- Conducted exclusively online.
- An “opt-in” survey sacrifices the scientific validity of a random-sample survey in favor of quantity of responses.
- 30 questions, including three that were screened by “qualifier” questions.
- No open-ended questions due to size and scope of the survey (most of our telephone surveys and smaller online surveys accept comments).
- Survey ran October 15-29
- 831 responses received.

But what about COVID-19?

- The 2020 survey was cancelled due to pandemic response.
- Impacts of pandemic-related shutdowns and restrictions show up in responses to the 2021 survey.
 - Overall visitation and frequency of visitation to Old Town were down significantly.
 - Some visitation draws in Old Town showed a large decline, especially at Lewisville Grand Theater which fully re-opened shortly before the survey period.
 - Satisfaction ratings for facilities or services that were limited during pandemic response were down.

Who took the survey?

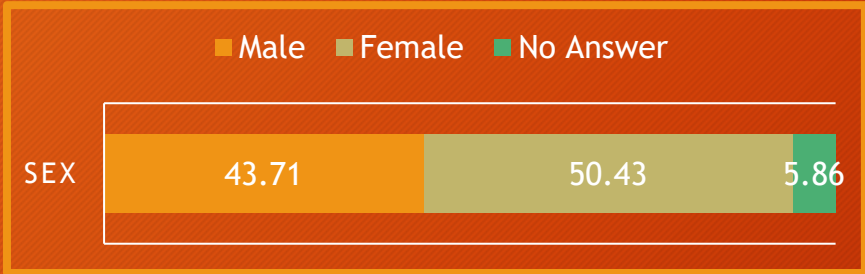
- Survey respondents were older, longer-tenured homeowners as compared to citywide demographics.
- Residents living east of Interstate 35E are significantly under-represented in the survey results (expect that to change in 2022 with annexation of Castle Hills).
- Renters are heavily under-represented (less than 8 percent of responses).
- Families with school-aged children at home are somewhat under-represented.

Home ZIP Code	
75057	12.78%
75067	56.53%
75077	26.85%
75056	3.84%

Children at Home	
No children	73.10%
Under age 6	10.96%
Ages 7-12	11.26%
Ages 13-18	14.47%

Length of Residence	
<1 year	0.85%
1-3 years	8.52%
4-6 years	14.20%
7-9 years	9.66%
10-20 years	25.57%
>20 years	41.19%

Age	
18-24	0.57%
25-34	8.33%
35-44	16.09%
45-54	22.99%
55-64	24.57%
65-plus	27.44%



How are survey results used?

- 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.
- 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).
- Department directors receive the full survey results, with a special emphasis on their operations.
- Recommendations can include procedural changes, training programs, or budget requests.
- Survey results also are used as performance measures.

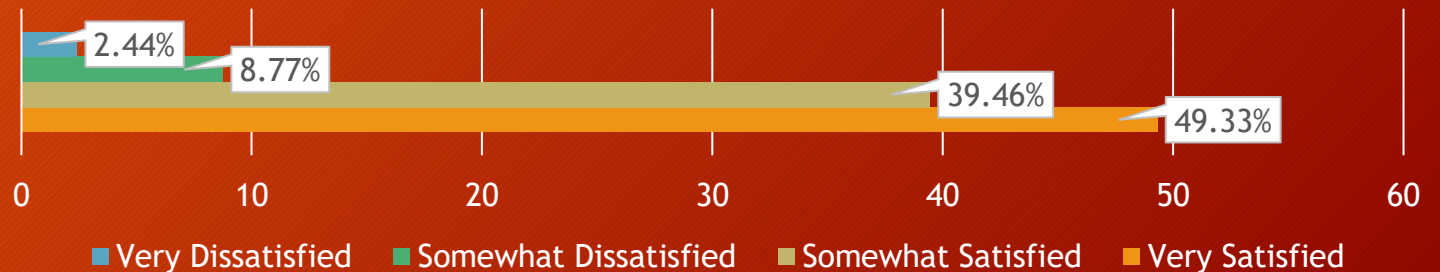
The “report card” grade for 2021

- Each survey since 2014 has asked respondents to rate their general satisfaction with life in Lewisville.
- “Very Satisfied” and “Somewhat Satisfied” responses are combined to calculate a “Satisfaction Rating.”
- This rating gives a broad overall indicator of resident sentiment.
- Our goal in each survey is to attain 90 percent general satisfaction and 25 percent positive intensity.

2021 Satisfaction Rating

88.79

As a resident of Lewisville, how satisfied or dissatisfied are you with Lewisville as a place to live?



The “report card” grade for 2021

- The Satisfaction Rating in 2021 was 88.79 percent, about two points lower than in 2019.
- The overall trend is very stable, ranging from 88.24 percent (2014) to 91.04 percent (2018) within the expected statistical margin.
- “Very Satisfied” ratings were given by 49.33 percent of respondents, a very large increase over the previous high (29.90 percent) and low (22.23 percent) scores that continues a four-year positive trend.
- A simple way to describe this is that nearly half of all respondents said they are “Very Satisfied” with life in Lewisville.

Satisfaction Rating trend (2014-2021)



The random-sample phone survey conducted in 2019 produced a Satisfaction Rating of 96 percent.

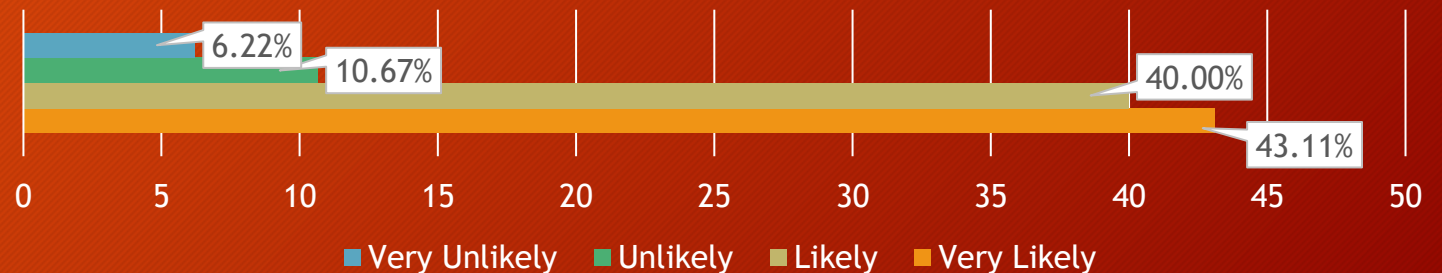
The “refer-a-friend” grade for 2021

- Each survey since 2014 has asked respondents whether they would recommend that a friend or relative live in Lewisville.
- “Very Likely” and “Likely” responses are combined to calculate an “Endorsement Rating.”
- Positive intensity of 43.11 percent is the highest in any Resident Satisfaction Survey.
- Our goal in each survey is to attain 80 percent general satisfaction and 40 percent positive intensity.

2021 Endorsement Rating

83.11

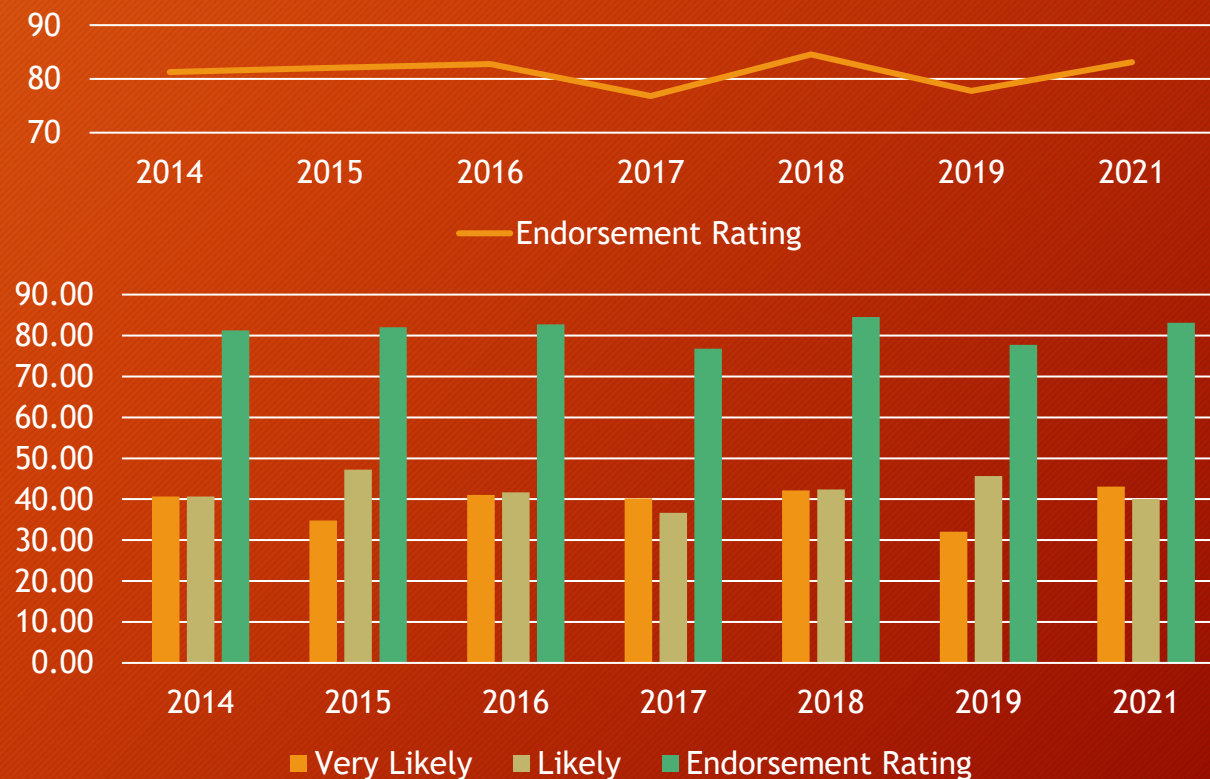
If a friend or relative were considering a move to the North Texas area, how likely would you be to encourage them to consider Lewisville?



The “refer-a-friend” grade for 2021

- The Endorsement Rating in 2021 was 83.11 percent, more than five points higher than in 2019.
- The overall trend is positive, moving from 81.26 percent in 2014 to 83.11 percent this year.
- The rating has been as low as 76.82 percent (2017) and as high as 84.55 percent (2018).
- The trend in these responses has been positive movement from “likely” to “very likely.”

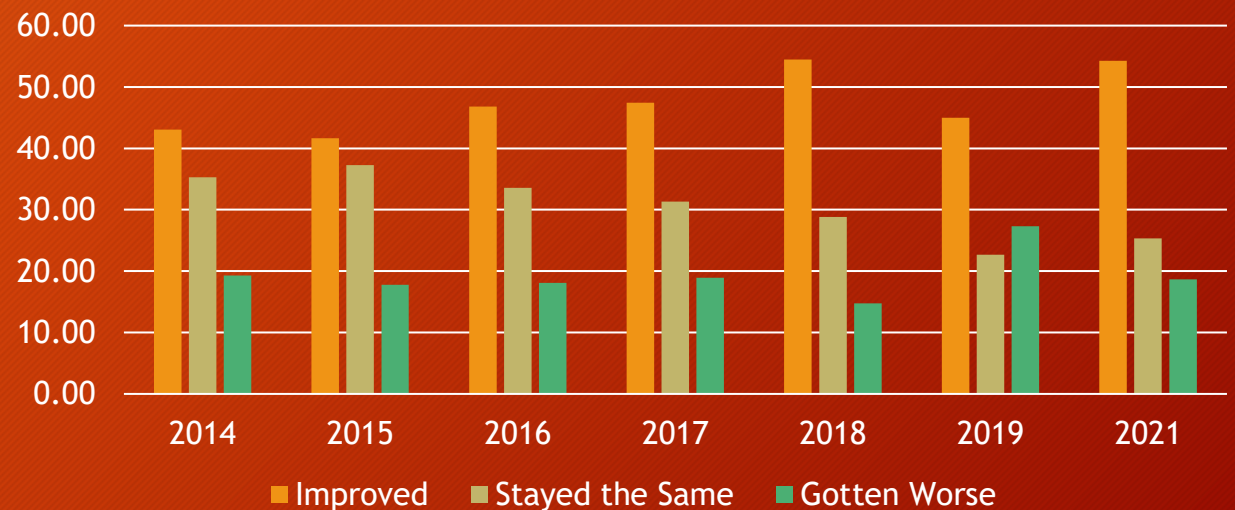
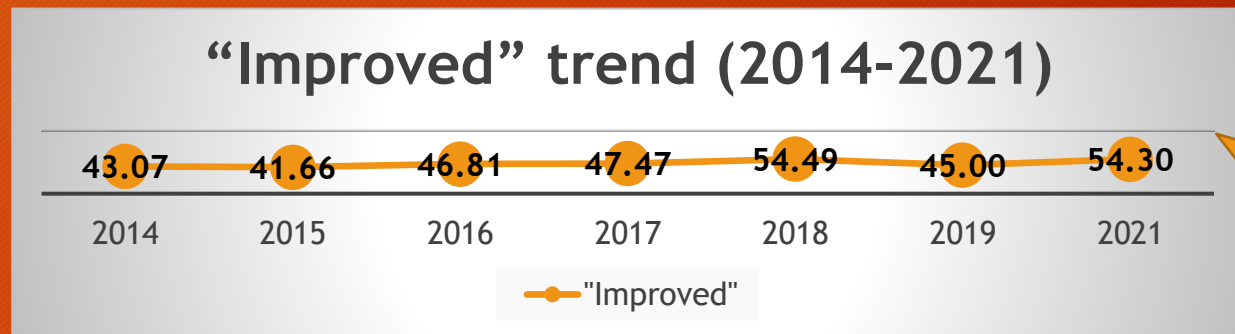
Endorsement Rating trend (2014-2021)



The random-sample phone survey conducted in 2019 produced an Endorsement Rating of 90 percent.

The “improvement” grade for 2021

- Each survey since 2014 has asked respondents whether Lewisville has improved, stayed the same, or gotten worse during the time they have lived here.
- Results in the 2021 survey showed that more than half (54.30 percent) of respondents reported perceived improvement.
- Most year-to-year change appears to be moving from “stayed the same” to “improved.”
- This score is used, in part, to measure the effectiveness and public perception related to the Lewisville 2025 vision plan.



The random-sample phone survey conducted in 2019 produced an “Improved” result of 56 percent.

The “pocketbook” grade for 2021

- Each survey since 2014 has asked respondents how satisfied they are with city services received in return for city property tax paid.
- “Very Satisfied” and “Somewhat Satisfied” responses are combined to calculate a satisfaction rating.
- Positive intensity of 29.72 percent is the highest in any Resident Satisfaction Survey.
- Our goal in each survey is to attain 80 percent general satisfaction and 20 percent positive intensity.

2021 Satisfaction Rating

82.46

Satisfaction Rating trend (2014-2021)



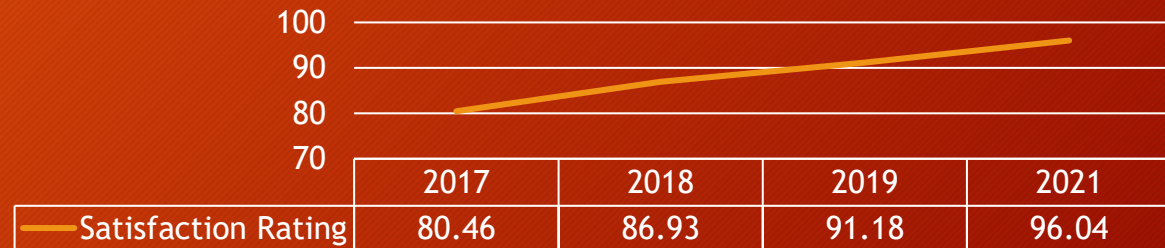
The “safety” grade for 2021

- Each survey since 2014 has asked respondents how safe or unsafe they feel in different areas; the list of categories was expanded in 2017 and 2019 to add locations and compare daytime to night.
- When asked how safe they feel in Lewisville as a whole, the “Very Satisfied” and “Somewhat Satisfied” responses produce a satisfaction rating of 99.04.
- Positive intensity of 60.38 percent is the highest in any Resident Satisfaction Survey.
- The overall safety rating has increased 4-6 points each survey.

2021 Satisfaction Rating

96.04

Satisfaction Rating trend (2017-2021)

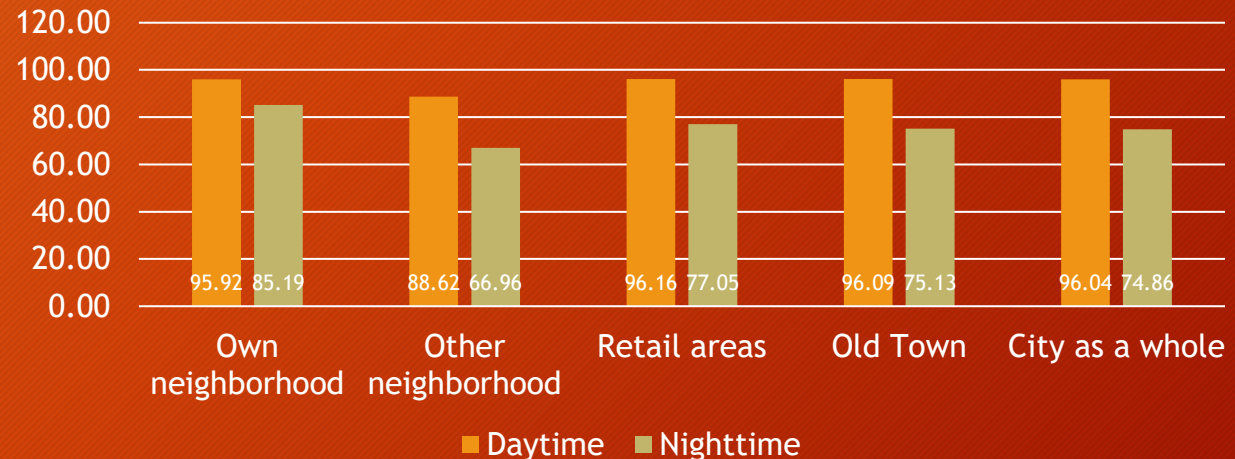


— Satisfaction Rating

The “safety” grade for 2021

- Survey respondents reported feeling most safe in Old Town, their own neighborhood, city festivals, and LISD functions.
- Perceived safety during the day was between 10 and 22 points higher than at night.
- Responses to this question were much higher in 2021 than in 2019, when several high-profile crimes occurred around the start of the survey period.
- Our goal is to reach and maintain 90 percent in each daytime category, and 80 percent in each nighttime category.

2021 Safety Ratings



87.13
Lewisille parks

92.39
Lewisille events

94.36
LISD functions

Possible actions based on survey results

- The Executive Summary offers some recommendations:
 - Continue aggressive investment in infrastructure and develop ways to better publicize street, alley, and sidewalk projects.
 - Consider ways to improve or increase residential street lighting in older neighborhoods, especially in the Old Town district.
 - Shift the focus of local marketing for LLELA from general awareness to promotion of specific amenities and programs.
 - Continue and expand telephone-skills training for City staff.
 - Expand the use of immediate feedback tools for residents.
 - Strongly encourage use of the online service request portal.
 - Better publicize the annual survey to rental residents as a way to balance the response base.
 - Repeat the 2016 Police and Code Survey in early 2022 to collect better information on perceived safety concerns and remedies.