

City of Lewisville 2022 Resident Satisfaction Survey Results

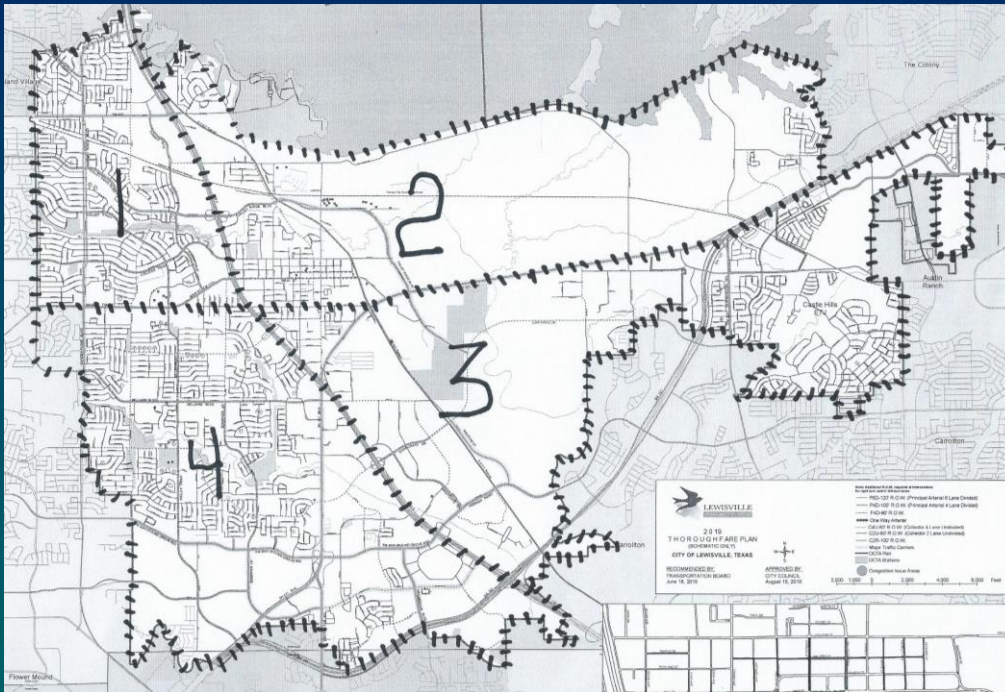


City Council Presentation
November 27 2022

Survey Methodology

- 507 collected surveys from selected residential households with telephone numbers (+/- 4.5% at 95% confidence); water utility list supplied by city (14,963 potential respondents, land lines and cell phones)
- Sample was divided into four subsectors for regional comparisons and statistical validity; same as in 2019
- Survey included 73 questions and addressed many issues, including quality of life ratings, city services, Library, Arts Center, and Old Town
- Over 15,000 attempts were made to complete 507 surveys

Subsector Designation



Area 1 – West of I-35;
north of FM 1171 – 28%
of sample

Area 2 – East of I-35;
north of FM 1171 – 11%
of sample

Area 3 – Est of I-35;
south of FM 1171 – 13%
of sample

Area 4 – West of I-35;
south of FM 1171 – 49%
of sample

Satisfaction with Various Characteristics Of the City

- As a place that welcomes diversity – 95%-3%, 31.7:1 (12.4:1)
- Lewisville as a place to live - 95%-4%, 23.8:1 (24.0:1)
- As a place to raise your children – 85%-4%, 21.3:1 (7.7:1)
- Having opportunities to volunteer – 80%-4%, 20.0:1 (11.8:1)
- Having accessibility to public information – 89%-6%, 14.8:1 (12.1:1)
- Least satisfied with it as a place to retire (79%-14%, 5.6:1), the overall appearance of the city (85%-15%, 5.7:1), being an affordable place to live (87%-11%, 7.9:1)

Survey General Findings

- 95% were satisfied with Lewisville as a place to live; four of five also pleased with having accessibility to public information (89%), overall appearance of city (87%), being an affordable place to live (87%), place to raise children (85%), place that welcomes diversity (85%), and recreational opportunities (85%)
- 11 of 13 characteristics showed improvement in satisfaction ratios
- 9 of every 10 would be somewhat or very likely to encourage a friend or relative to consider moving to Lewisville, as in 2019

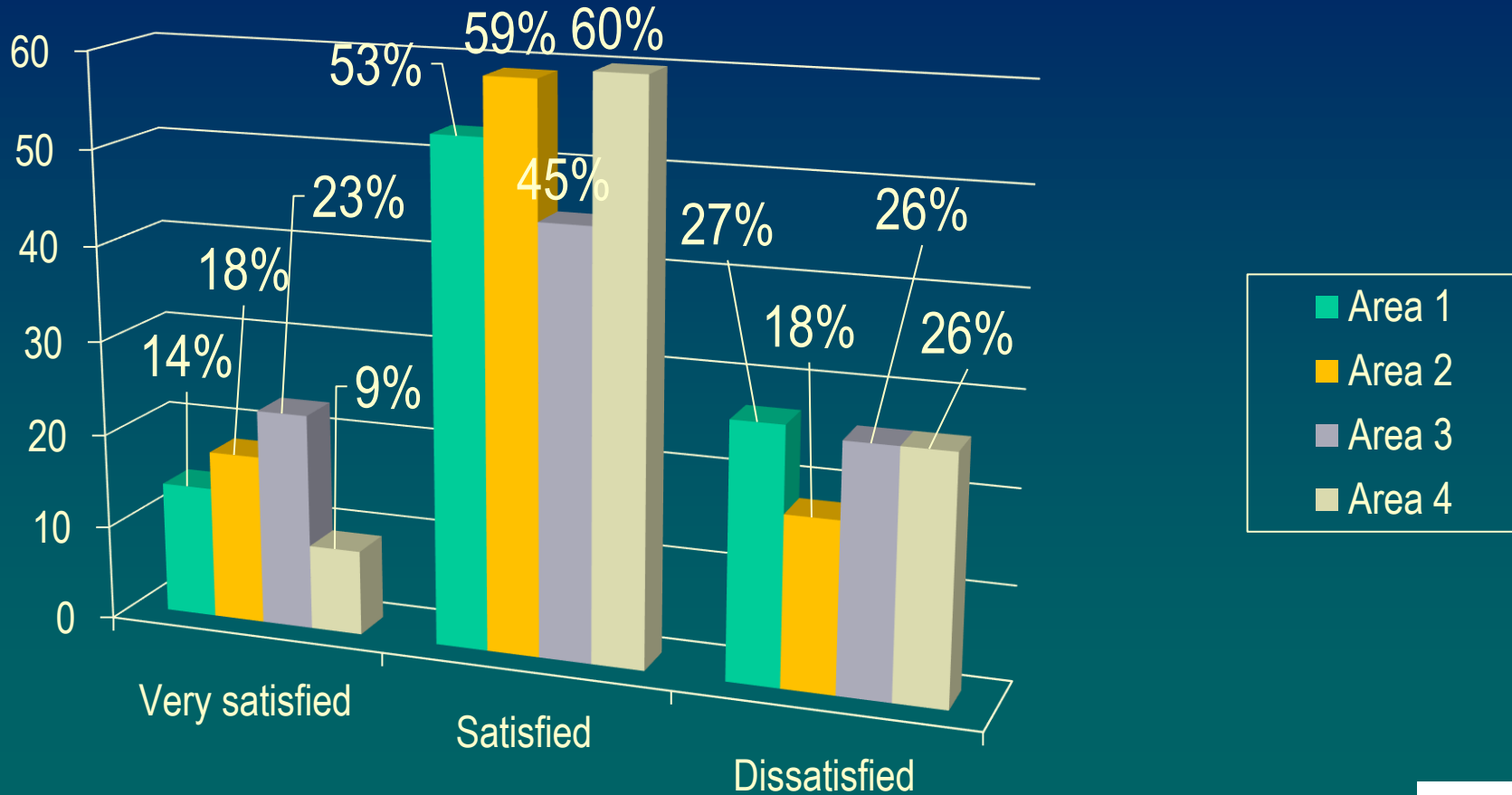
Additional Survey Findings

- Over half of residents felt quality of life had improved; Pleased with level of services received in return for property taxes paid (69%); fewer than half of those sampled were aware of the five taxing statements tested; most aware only one-fifth of annual property tax bill goes to city; in follow-up question, residents were two and one-half times more likely to be satisfied than not (25%-10%); most unchanged
- All 13 city services tested graded out positively, being most pleased with library services, fire services, and trash collection, curbside recycling and water and sewer; least positive about code enforcement and street lighting

Satisfaction With City Services

- Library services – 87%-4%, 21.8:1 (13.2:1 in 2019)
- Fire services – 84%-4%, 21.0:1 (16.8:1)
- Trash collection, curbside recycling, water and sewer services – 91%-9%, 10.1:1 (5.7:1)
- Police services – 86%-9%, 9.6:1 (7.6:1)
- Ambulance services – 63%-7%, 9.0:1 (7.2:1)
- Special events – 83%-11%, 7.5:1 (5.3:1)
- Public communications – 77%-14%, 5.5:1 (3.3:1)
- Lowest rated – street lighting in neighborhoods (77%-23%, 2.9:1), code enforcement (70%-22%, 3.2:1), and sidewalks (76%-22%, 3.5:1),

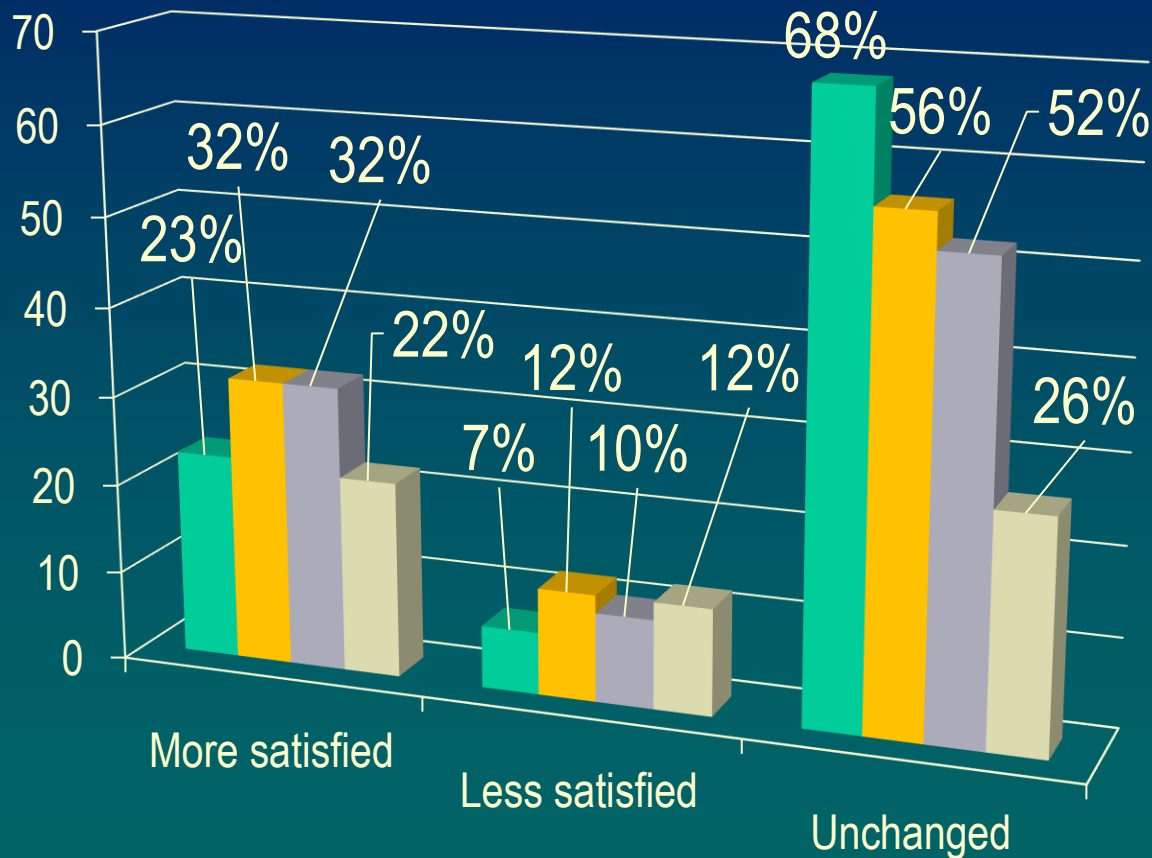
Satisfaction With Level of City Services Received in Return for Taxes Paid



Awareness with Various Facts Regarding City Services and Taxation

- Only about one-fifth (22%) of your annual property tax bill goes to the city – 46%-51%, 0.9:1
- Lewisville has one of the lowest property tax rates of any north Texas city - 45%-54%, 0.8:1
- Lewisville's current property tax rate is lower than it was 20 years ago and has remained under 45 cents per \$100 assessed value since 2007 – 39%-60%, 0.7:1
- More than half of the city's annual budget is dedicated to the Police and Fire Departments – 33%-66, 0.5:1

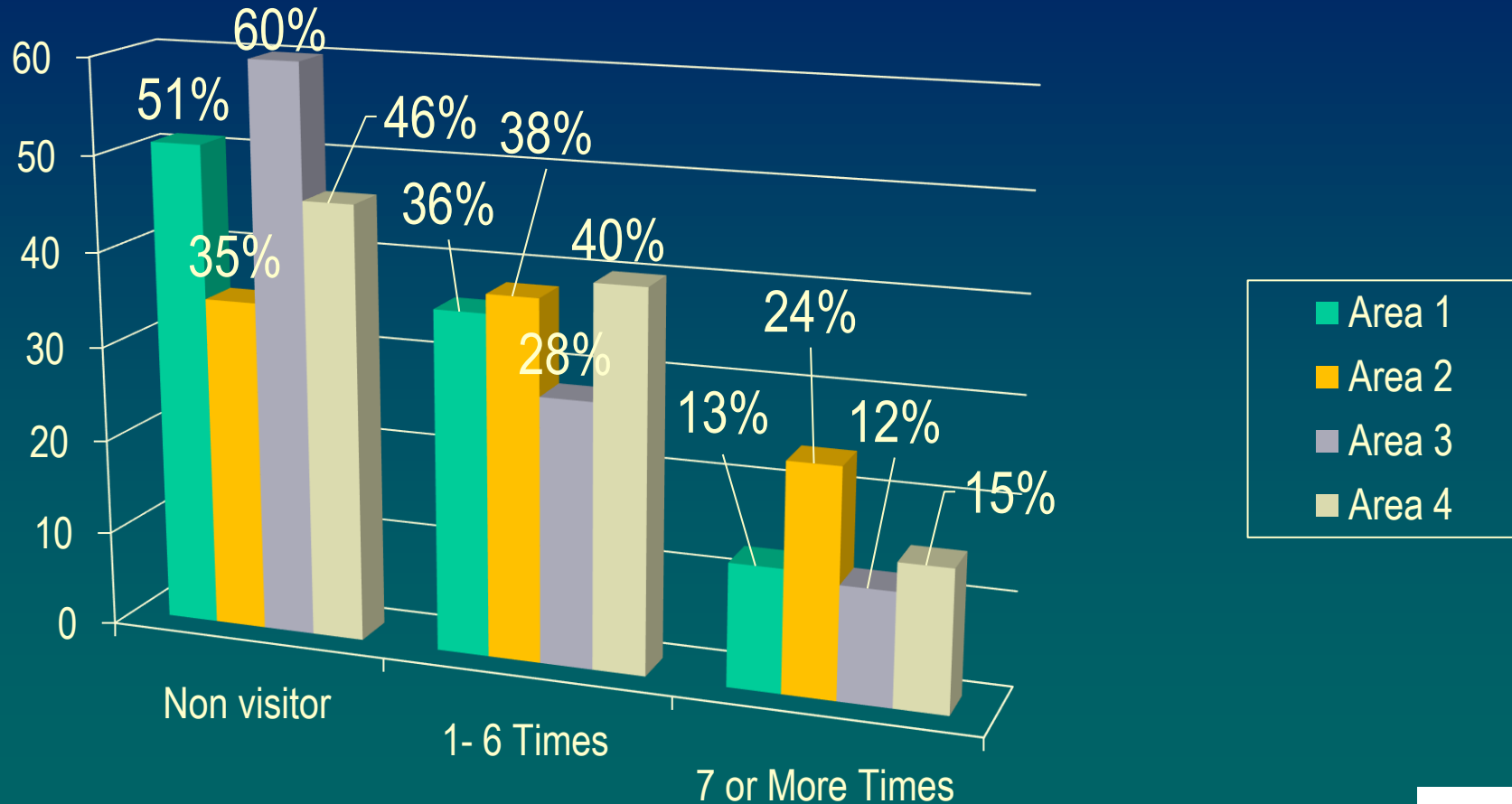
Satisfaction With Value Based on Information Provided



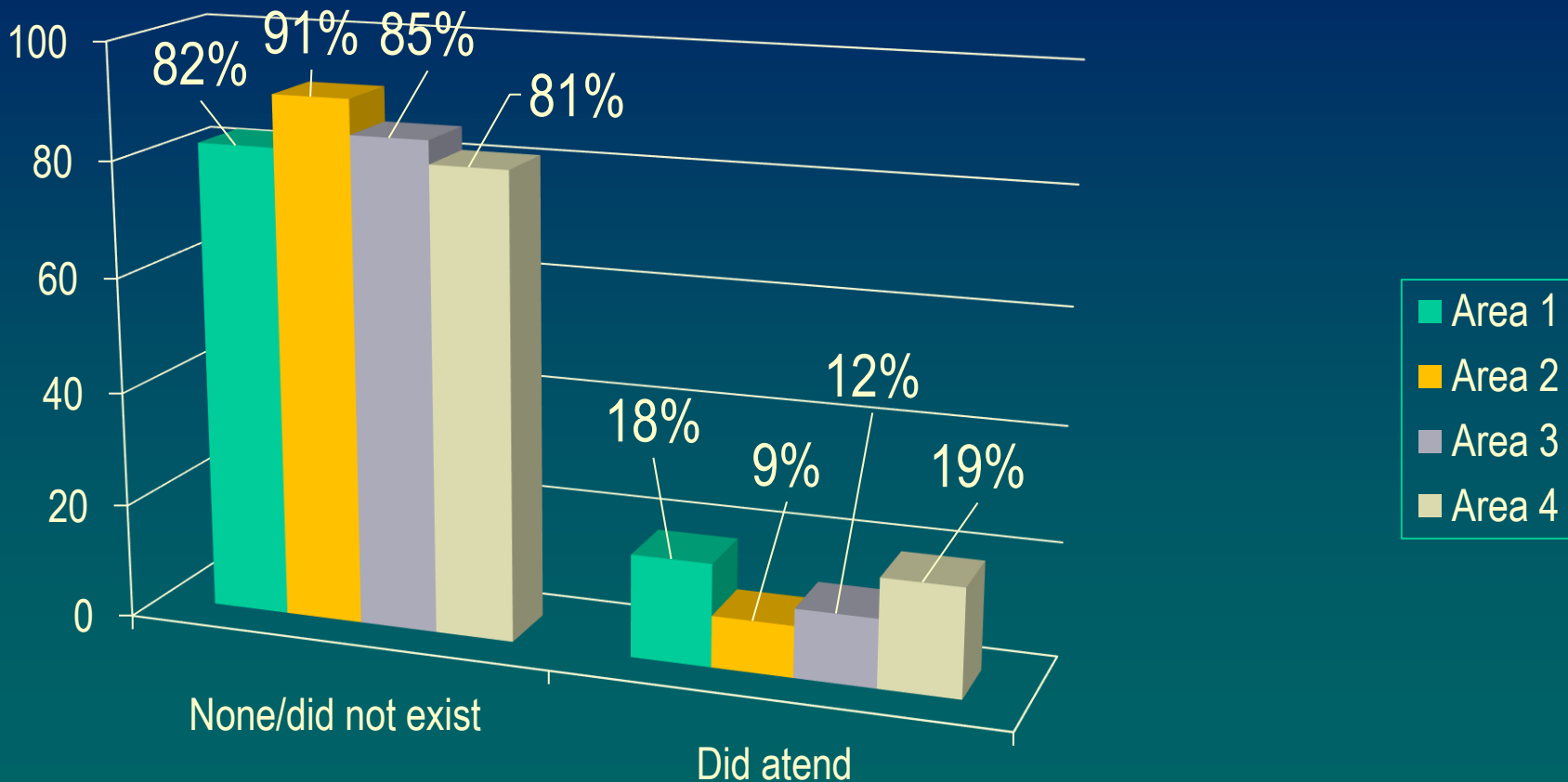
Additional Survey Findings

- Nearly half of residents sampled acknowledged not having visited the library in the past 12 months. Visitors were very pleased with the services tested, especially courtesy of staff, public-use computers, usability and content of library website, Hive Makerspace, and convenience getting to library
- Visitors to Lewisville Grand Theater most pleased with safety of area, quality of venue, proximity to home, and courtesy of staff; less with available parking and dining options
- Seventy-three percent said they had visited historic Old Town in the past six months;

Frequency of Visiting Lewisville Public Library in Past 12 Months



Frequency of Attending an Event at the Lewisville Grand Theater In Past Year



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