



Citizen Satisfaction Survey Results

October 22, 2019



- **The City of Coppell has been surveying residents since 1994. This year's research is a continuation of this initiative.**
- **The survey goals are to:**
 - Understand the perception of the quality of life in Coppell;
 - Quantify the satisfaction levels of existing services and programs;
 - Gauge citizens' perceptions and attitudes toward the City's program and services;
 - Understand the use of the City's resources;
 - Determine preferences for future information delivery; and,
 - Assess the City Council's performance.
- **The current survey's content expanded significantly to include additional analytical methods; historical topics were preserved wherever possible to make comparisons to the previous survey iteration conducted in 2016. These comparisons are only directional in nature.**
- **Data was collected via telephone and mail-to-web methodologies.**
 - A total of 401 residents of Coppell were surveyed.
 - The survey started on March 5, 2019 and closed on March 25, 2019.
 - Each interview lasted approximately 32 minutes.
 - The margin of error for the presented data is +/-5% with a 95% level of confidence.
 - All on-line participants were given the option to complete the online survey in English, Spanish, and Hindi.
- **In July 2019, the City of Coppell advertised an extended data collection period where residents could take the online survey using the same questionnaire.**
 - A total of 299 residents participated. The results of this effort are not shown in this presentation as the additional data had very few statistical differences to the original data set.

Summary & Highlights

- **The City of Coppell receives positive feedback from its residents:**
 - 96% are satisfied with the quality of life in the City;
 - 96% are satisfied, overall, with the City-provided services;
 - 98% feel safe in Coppell overall;
 - 97% feel safe in their neighborhoods;
 - 95% is pleased with the overall appearance of the City;
 - 92% is pleased with the beautification and landscaping of the roadways; and,
 - 87% is pleased with the City Council maintaining quality of life in the City.
- **The top-rated services and resources of the City include:**
 - Public parks (93%);
 - Fire Department (92%);
 - Police (92%);
 - Trash pickup and recycling (92%);
 - Courtesy and professionalism of City employees (92%);
 - Recreational facilities (90%); and,
 - Access to information about City facilities and services (89%).
- **A total of 41% of residents believe the Quality of Life in Coppell has improved over the length of their residency. One in seven residents (14%) believe the quality of life in Coppell has declined—up from 9% in 2016.**

- **To help the City direct the focus, resources, and improvement efforts, advanced analytical methods were applied with the goal to distill the factors which have the potential to influence residents' satisfaction levels. The results pointed to primary factors that are potential impacts on overall satisfaction with the quality of life in Coppell:**
 - Areas the City has already had a notable success:
 - Schools,
 - Public safety,
 - Recreational facilities,
 - Emergency medical services, fire services, police services,
 - Drinking water and wastewater collection, and
 - Access to information about City facilities and services.

The City should make every effort to continue improving these factors to avoid any negative impact on residents' satisfaction levels.
- Using a new analytical tool in 2019, the Max-Difference exercise, residents indicated – safety, schools and emergency services as the most important factors related to their quality of life in Coppell.

- **Residents express high satisfaction surrounding their contact with the City of Coppell.**
 - Approximately four in ten Coppell residents (38%) have contacted the City with questions or concerns within the past 12 months.
 - The majority of these citizens (93%) are satisfied with the courtesy and professionalism of the person answering the phone.
 - Additional evaluation is needed on aspects such as how well the issue or concern was resolved (26% dissatisfied) and follow-up by the City to make sure the issue was resolved (29% dissatisfied.)
- **Coppell residents are generally satisfied with the City's communication efforts.**
 - Satisfaction levels are highest for general information (87%,) emergency alerts (86%,) and information about special events and activities (85%.)
 - At 57%, e-mail is the most popular selection among Coppell residents in terms of how they would like to receive information from the City.

Summary & Highlights –



- Considering that traffic-related issues are a recurring theme in the survey, the City should engage further research into defining the public's view and definition of traffic.
 - Continuing the dialogue with residents on what areas of traffic issues have the most impact on citizens will help the City better target areas for future planning.
- As the City of Coppell demographic composition is changing, consideration should be given to exploring how cultural differences impact research methods and results.
 - In a sub-set analysis of the satisfaction questions, results show Asian-American and Caucasian scores align when combined (very satisfied plus satisfied). However, Asian-Americans are more likely to respond as satisfied while Caucasians respond with very satisfied.
 - Asian-American participation is also lower than expected based on US Census numbers.
 - The differences between participation and answer selection could impact future research and results. Continuing the dialogue on how to account and analyze these differences will be critical to future data interpretation.

Comparison to Other Cities



- In comparison to other Texas cities, the City of Coppell scores at the top for **Quality of Life**.

City	Year Conducted	% Satisfied
Coppell, TX	2019	96%
North Richland Hills, TX	2018	96%
Sugarland, TX	2017	91%
Cedar Hill, TX	2018	79%
Irving, TX	2018	69%
Mesquite, TX	2018	57%

- Citizens in Coppell rate their overall safety high as compared to other cities. A total of 98% of residents say they feel safe overall in Coppell.

City	Year Conducted	% Feel Safe
Coppell, TX	2019	98%
Sugarland, TX	2017	89%
North Richland Hills, TX	2018	87%
Irving, TX	2018	80%
Cedar Hill, TX	2018	77%
Mesquite, TX	2018	52%

- Coppell residents are satisfied with the overall appearance of Coppell; these findings show higher satisfaction levels than those experienced in similar cities.

City	Year Conducted	% Satisfied with Appearance
Coppell, TX	2019	95%
Sugarland, TX	2017	85%
North Richland Hills, TX	2018	80%
Cedar Hill, TX	2018	73%
Irving, TX	2018	57%
Mesquite, TX	2018	43%