

City of Highland Village 2016 Resident Satisfaction Survey

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Background

- The City of Highland Village, TX in Denton County is a community of approximately 5,018 households. The City of Highland Village is interested in assessing residents' opinions, perceptions, and satisfaction with the City's services and amenities.
- As an effort to identify and address any of the residents' concerns and issues, Creative Consumer Research was hired to conduct a web and telephone survey with the community.



Objectives

- The primary objective of this research is to identify residents' opinions of City services and amenities, more precisely:
 - Assessing residents' perception of all aspects of life in the City of Highland Village;
 - Obtaining opinions and level of satisfaction of residents' experience with various services provided by the City of Highland Village, including:
 - Rating the quality of each service provided by the City;
 - Evaluating past experiences with the City of Highland Village staff members;
 - Rating the level of satisfaction with results of interaction for each department;
 - Prioritizing main focus on major services such as the Police and Fire/EMS Department.
 - Identifying and evaluating residents' primary methods of communication with the City of Highland Village.



Methodology

- There are a total of 402 completed surveys consisting of 202 web-based surveys and 200 telephone surveys for this study. Based on an estimated population of 16,149 residents, this sample size produces a +/- 4.83% margin of error at the 95% confidence level.
 - Which means if the study was to be repeated 100 times, 95 times the results would be within 4.83% of the results of this study.
- To ensure CCR interviewed appropriate individuals and to reduce any bias from actively involved residents, respondents were screened to meet the following criteria:
 - Currently reside in the City of Highland Village;
 - Male/female head of household;
 - Respondent/household/immediate family is not currently serving on the City Council, any City Board, Commission, or Committee, or employed by the City of Highland Village.

Methodology

- Survey participants in this study were randomly selected from a list of households in Highland Village provided by the City and residents who participated through the City's website. In order to provide appropriate representation of the City population, CCR used the most recent US Census projections to design and implement specific quotas for:
 - Gender (allowing a +/- 5% variance):
 - 50% Male, 50% Female;
 - Age (allowing a +/- 5% variance):
 - 55% under 49 years of age, 45% 49+ years of age;
 - Race (allowing a +/- 5% variance):
 - 86% White Non-Hispanic, 6% Hispanic, 3% Black, 3% Asian, 2% Other;
 - Geography:
 - 25% in each of the four geographic quadrants;
 - Quadrants 1, 2, 3, and 4 were defined by the City Administrators.
 - The resulting sample size from this quota (~100 interviews per quadrant) provides a +/- 9.8% margin of error at the 95% confidence level.

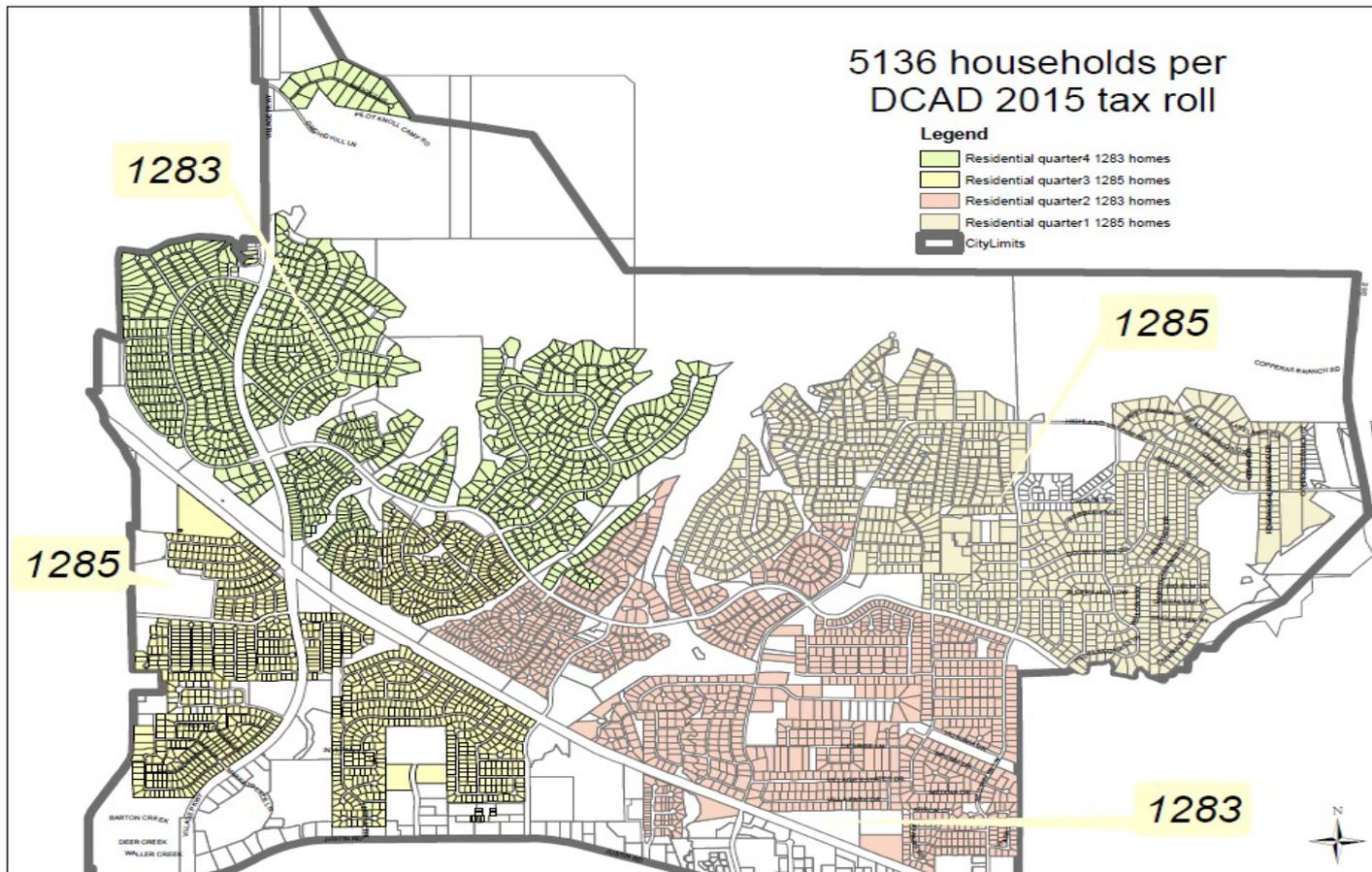


Methodology

- Analysis focused on Total Sample percentages; differences among regions are noted throughout report.
- Statistical differences noted by:
 - q1 = significantly higher than Quadrant 1
 - q2 = significantly higher than Quadrant 2
 - q3 = significantly higher than Quadrant 3
 - q4 = significantly higher than Quadrant 4
 - ^ = significantly higher than all other regions

Methodology

- The four quadrants were defined in the following image provided by the City:



Methodology

- CCR's responsibilities included:
 - Designing the questionnaire (web-based and telephone surveys);
 - Survey information for link on the City's website;
 - Email invitation;
 - Programming the survey document;
 - Training and monitoring the interviewers conducting the telephone surveys;
 - Completing 402 surveys;
 - April 7th – May 11th, 2016
 - Validating the telephone interviews and reviewing the responses to the open-ended questions;
 - Processing the raw data into data files and tables;
 - Performing analysis on data and providing a written report and presentation.

Dialing Summary

No Answer	1797	24.05%
Busy	170	2.28%
Answering Machine	3278	43.87%
Wrong Number	190	2.54%
Generic callback	141	1.89%
Disconnect	307	4.11%
Appointment callback	192	2.57%
Initial Refusal	486	6.50%
Terminate in Middle	33	0.44%
Language Barrier	19	0.25%
Fax/Modem	29	0.39%
Business	42	0.56%
Qualified Refusal	191	2.56%
Call block/blocked number	49	0.66%
Terminates	56	0.75%
Over quota	62	0.83%
Q1 Non-Resident of Highland Village	14	0.19%
Q3 Security Work Question	10	0.13%
Q4 Head of Household	5	0.07%
Q6 Age	1	0.01%
Completes	402	5.38%
Total Dialings	7472	

Dialing ratio for
telephone interviews:
37:1

Total Completes
Telephone interviews: 200
Web surveys: 202



Respondent Profile

Demographic Profile

- The average respondent:
 - Is 50 years old;
 - Is Caucasian;
 - Is a college graduate;
 - Has a household income of \$154,000;
 - Are adults only with no children under the age of 18;
 - Has lived in Highland Village for about 10 years;
 - Currently owns their residence.
- Differences among all quadrants:
 - There are slight differences among all four quadrants. Overall, all quadrants have a higher number of male residents, residents who are slightly under the age of 50, has lived in Highland Village less than 10 years, and have children in their household.

Demographics

	Total Sample	Quadrant 1	Quadrant 2	Quadrant 3	Quadrant 4
Gender (Quotas enforced)					
Male	55%	57%	46%	57%	60%
Female	45%	43%	54%	43%	40%
Age (Quotas enforced)					
18 - 20	0%	0%	0%	0%	0%
21 - 29	2%	4%	1%	1%	2%
30 - 39	22%	19%	22%	27%	21%
40 - 49	27%	22%	29%	30%	29%
50 - 59	25%	28%	18%	26%	26%
60 - 69	15%	20%	14%	12%	16%
Over 70	7%	6%	13% ^{q3}	3%	6%
Don't know/refused	1%	2%	2%	2%	0%
Average	50	51	51	48	50
Ethnicity (Quotas enforced)					
White or Caucasian	85%	89%	88%	74%	87%
Mexican American, Hispanic, or Latino	6%	4%	6%	11%	5%
Black or African American	2%	0%	3%	2%	3%
Southeast Asian	2%	0%	1%	6% ^{q1q4}	0%
Middle Eastern/Indian	1%	0%	1%	4% ^{q1}	1%
All Other	1%	2%	0%	3%	0%
Prefer not to answer	2%	5% ^{q3}	1%	0%	4% ^{q3}
Base: Total Sample	N=402	N=102	N=99	N=101	N=100

q1 = significantly higher than Quadrant 1
 q2 = significantly higher than Quadrant 2
 q3 = significantly higher than Quadrant 3
 q4 = significantly higher than Quadrant 4
 ^ = significantly higher than all other regions



Demographics

	Total Sample	Quadrant 1	Quadrant 2	Quadrant 3	Quadrant 4
Education					
Less than high school	<1%	1%	0%	0%	0%
Graduated high school	2%	2%	5% ^{q4}	1%	0%
Some college or technical school	15%	15%	16%	14%	15%
Completed technical school	3%	4%	5%	3%	1%
Graduated college	43%	44%	43%	43%	41%
Graduate degree	35%	32%	30%	37%	41%
Refused	2%	2%	0%	3%	2%
Household Income					
Under \$35,000	1%	1%	2%	0%	0%
\$35,000 - \$50,000	1%	3%	3%	0%	0%
\$50,000 - \$75,000	4%	8% ^{q4}	5% ^{q4}	4% ^{q4}	0%
\$75,000 - \$100,000	10%	14% ^{q4}	13% ^{q4}	11%	4%
\$100,000 - \$150,000	28%	30% ^{q4}	41% ^{q3q4}	26% ^{q4}	13%
\$150,000 - \$200,000	15%	11%	6%	21% ^{q2}	23% ^{q1q2}
Over \$200,000	25%	12%	17%	25% ^{q1}	48% [^]
Don't know/Refused	15%	22%	12%	14%	12%
<i>Average</i>	\$153,710	\$129,720	\$133,650	\$158,190	\$190,910
Base: Total Sample	N=402	N=102	N=99	N=101	N=100

q1 = significantly higher than Quadrant 1
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Demographics

	Total Sample	Quadrant 1	Quadrant 2	Quadrant 3	Quadrant 4
Household Composition					
Adults only (no children under the age of 18)	42%	52% ^{q3q4}	43%	36%	38%
Adults and children under 6 years old	14%	12%	11%	19%	16%
Adults and children 6-17 years old	31%	25%	32%	32%	34%
Adults and children all under 18	11%	9%	11%	12%	12%
Prefer not to answer	1%	2%	2%	2%	0%
Time Lived in Highland Village					
	10 years	13 years ^{q3q4}	12 years	8 years	8 years
Home Ownership					
Own	97%	94%	96%	96%	100% [^]
Rent	3%	5% ^{q4}	4% ^{q4}	4% ^{q4}	0%
Don't know/Refused	<1%	1%	0%	0%	0%
	Base: Total Sample	N=402	N=102	N=99	N=101
			N=100		

q1 = significantly higher than Quadrant 1
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Key Findings

Key Findings

- Overall, the residents in the City of Highland Village have appreciation and satisfaction towards the many aspects the City has to offer.
 - The most attractive aspects of the City are its appearance, available activities, and the safety of the community.
 - Many of the high ratings given in each response came from the Quadrant 2 region.
- Respondents expressed high levels of satisfaction with the service provided by different departments especially from the Police Department, Parks and Recreation, and the Fire Department.
 - Elements that motivate residents' satisfaction come from the high-quality interaction with staff members and the positive outcome of call results.



Key Findings

- Residents turned to the Police Department for non-emergency situations, while most emergency calls were directed to the Fire Department.
- More than half of the respondents (65%) are satisfied with the level of City services received in return for what residents are paying for property and taxes.
- A majority of residents expressed that the most common way they receive information regarding the City of Highland Village is through the City's website.
 - However, residents preferred emails as their method of communication and also consider using the City's mobile app.



Research Findings

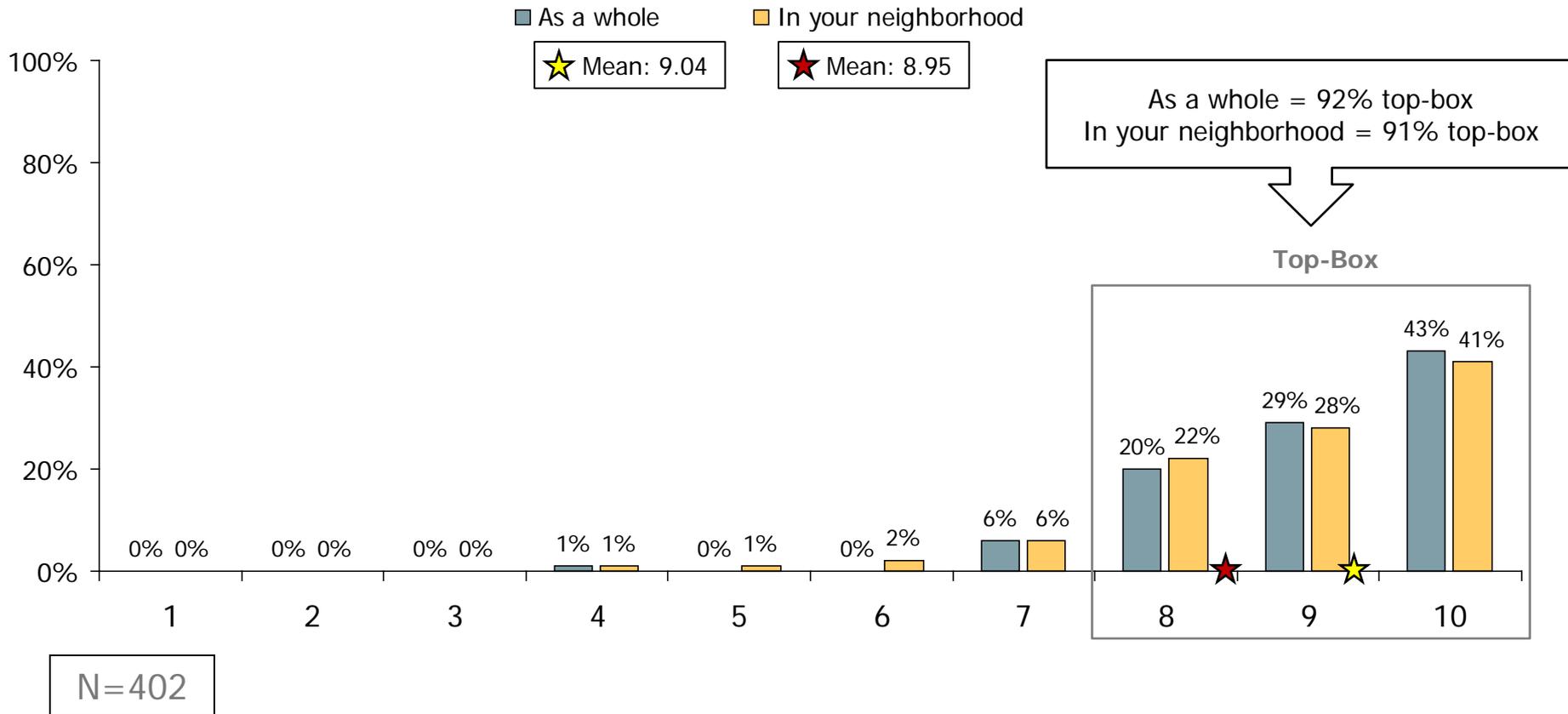
Quality of Life in Highland Village

- Residents rate very highly the quality of life in Highland Village both as a whole and in their neighborhood. There are many aspects of life in Highland Village that participants enjoy, which also seems to have a prominent influence on their ratings.
- The following factors received top ratings among all four quadrants for the quality of life in Highland Village:
 - Safe Community
 - Parks and trails
 - Appearance of neighborhoods
 - Beautification of the City.
- The appearance aspects of Highland Village seem to be more valued by participants than the functional aspects.



Quality of Life in Highland Village as a Whole vs in Your Neighborhood

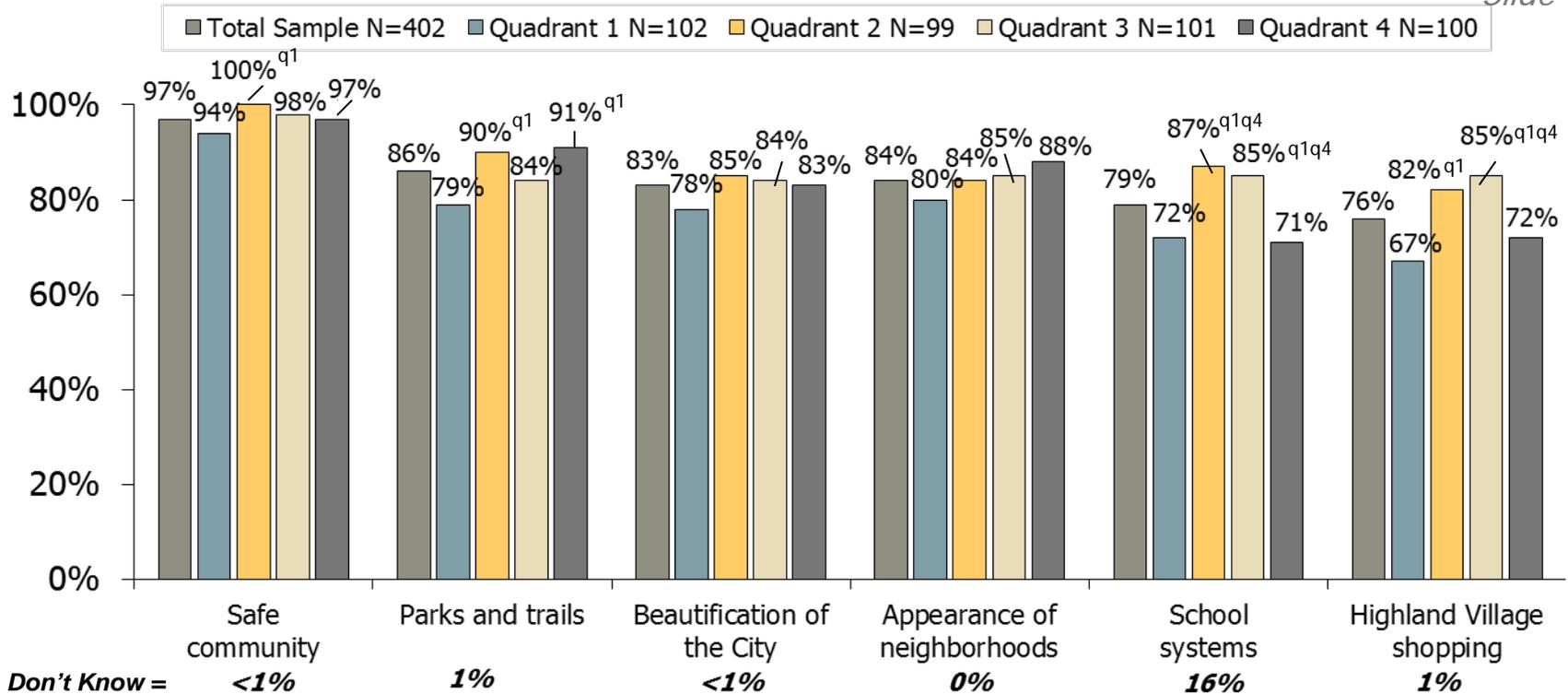
Scale: 1 (Poor) to 10 (Excellent)



Q7. Please rate the quality of life in Highland Village as a whole.
 Q8. Please rate the quality of life in your neighborhood.

Aspects of Life in Highland Village

Scale: 1 (Poor) to 10 (Excellent)
 Note: 8, 9, and 10 ratings shown
 Slide 1 of 2



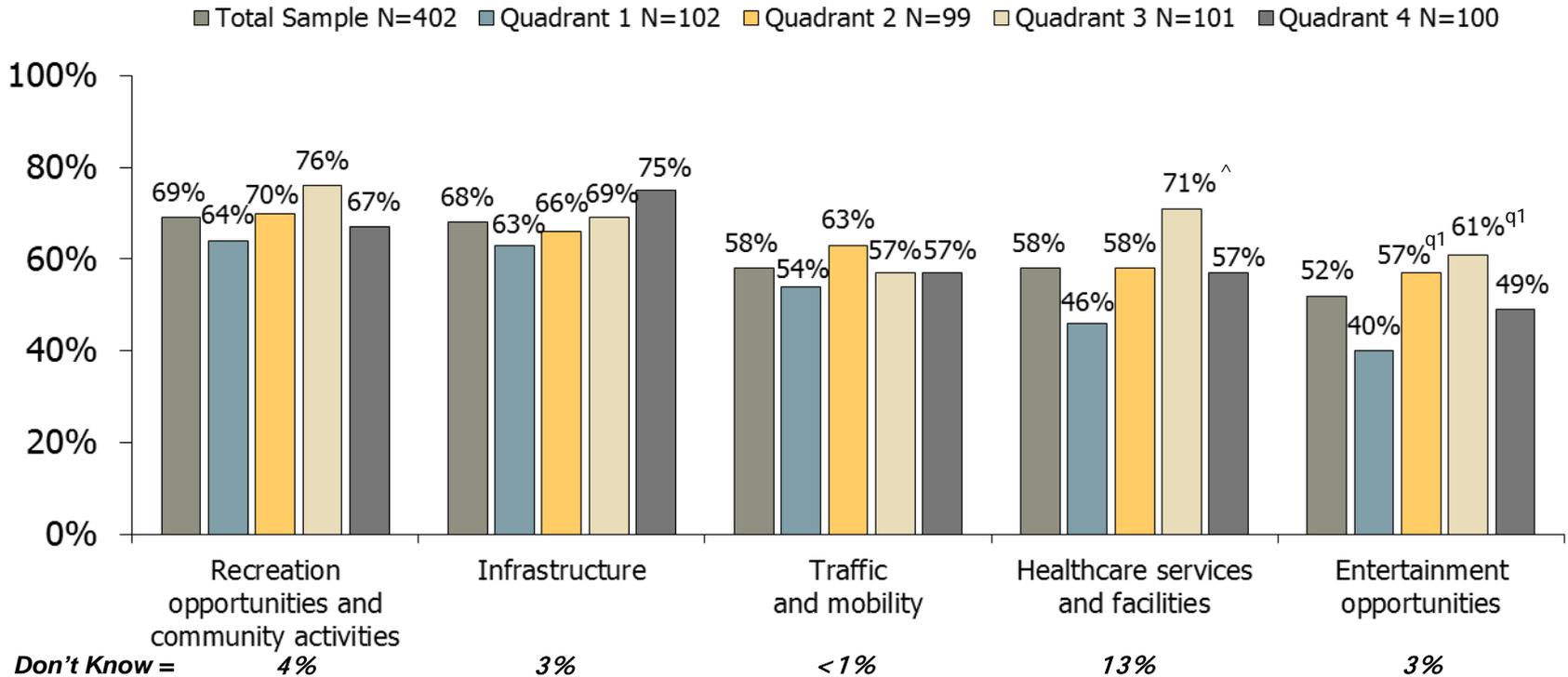
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Q9. Thinking of different aspects of a community that might contribute to quality of life, please rate the following aspects of life in Highland Village using the 1 to 10 scale, where 1 is poor and 10 is excellent.

Aspects of Life in Highland Village

Scale: 1 (Poor) to 10 (Excellent)
 Note: 8, 9, and 10 ratings shown
 Slide 2 of 2



q1 = significantly higher than Quadrant 1
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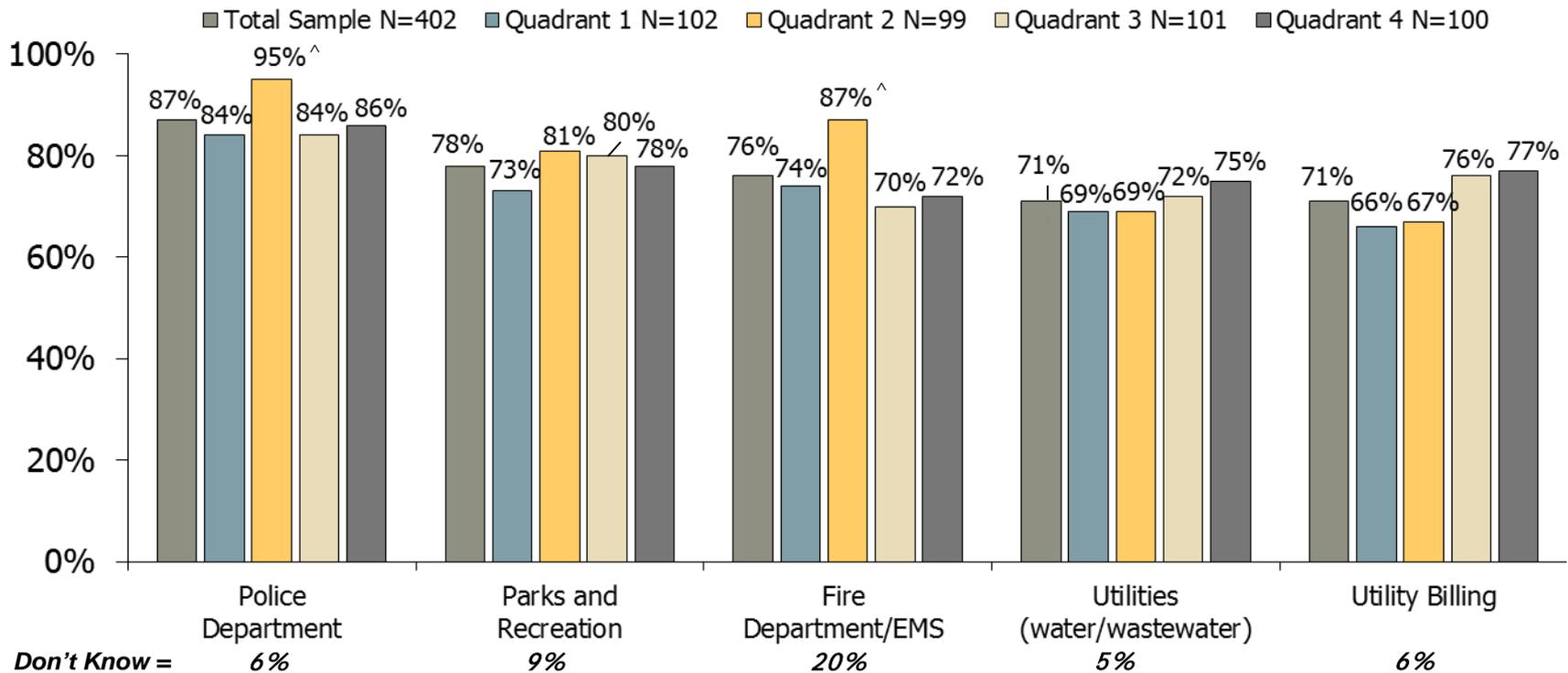
Q9. Thinking of different aspects of a community that might contribute to quality of life, please rate the following aspects of life in Highland Village using the 1 to 10 scale, where 1 is poor and 10 is excellent.

Services Provided by the City of Highland Village

- There were similar assessments across all four quadrants for the services provided by the City of Highland Village. The Police Department, Parks and Recreation, and the Fire Department seemed to be the top three favored services provided by the City.
 - In Quadrant 2, respondents gave the highest ratings for 8 out of the 15 services mentioned compared to the other quadrants.

Ratings: Services Provided by the City of Highland Village

Scale: 1 (Poor) to 10 (Excellent)
 Note: 8, 9, and 10 ratings shown
 Slide 1 of 3



q1 = significantly higher than Quadrant 1
 q2 = significantly higher than Quadrant 2
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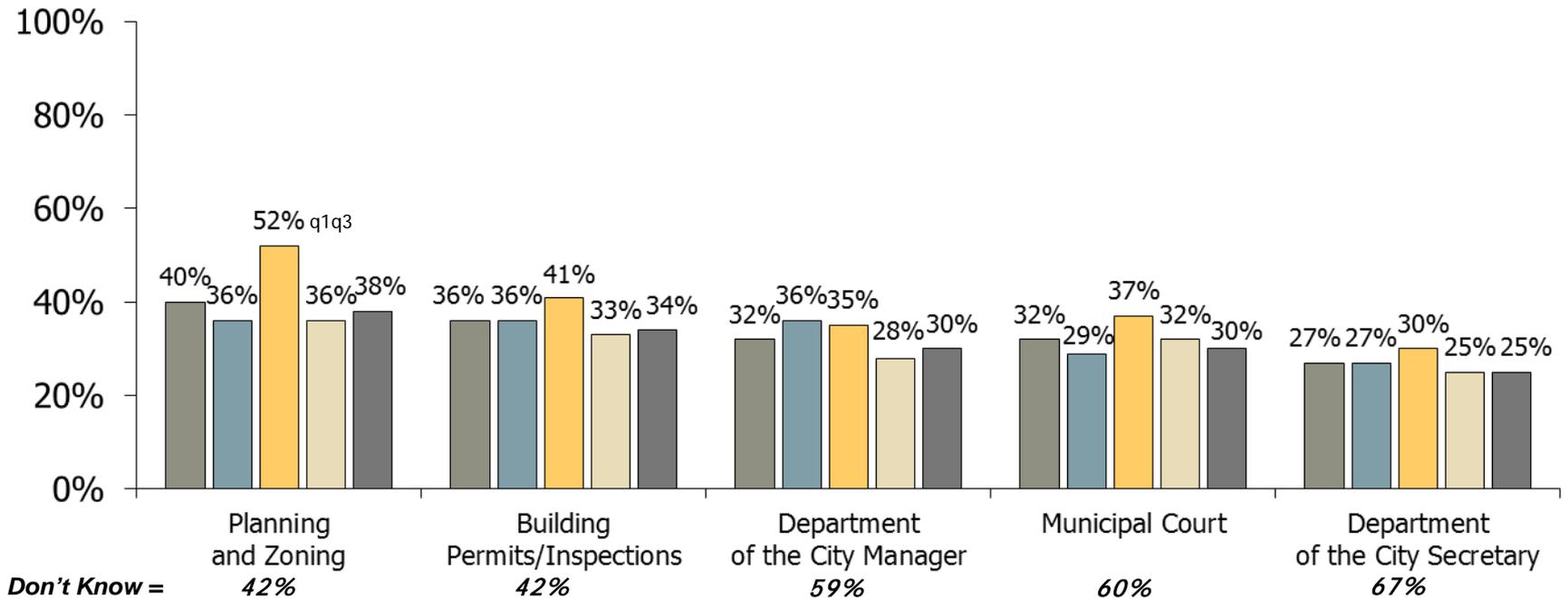


Q10. How would you rate the services provided by the City of Highland Village using a 1 to 10 scale, where 1 is poor and 10 is excellent?

Ratings: Services Provided by the City of Highland Village

Scale: 1 (Poor) to 10 (Excellent)
 Note: 8, 9, and 10 ratings shown
 Slide 3 of 3

■ Total Sample N=402 ■ Quadrant 1 N=102 ■ Quadrant 2 N=99 ■ Quadrant 3 N=101 ■ Quadrant 4 N=100



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Q10. How would you rate the services provided by the City of Highland Village using a 1 to 10 scale, where 1 is poor and 10 is excellent?

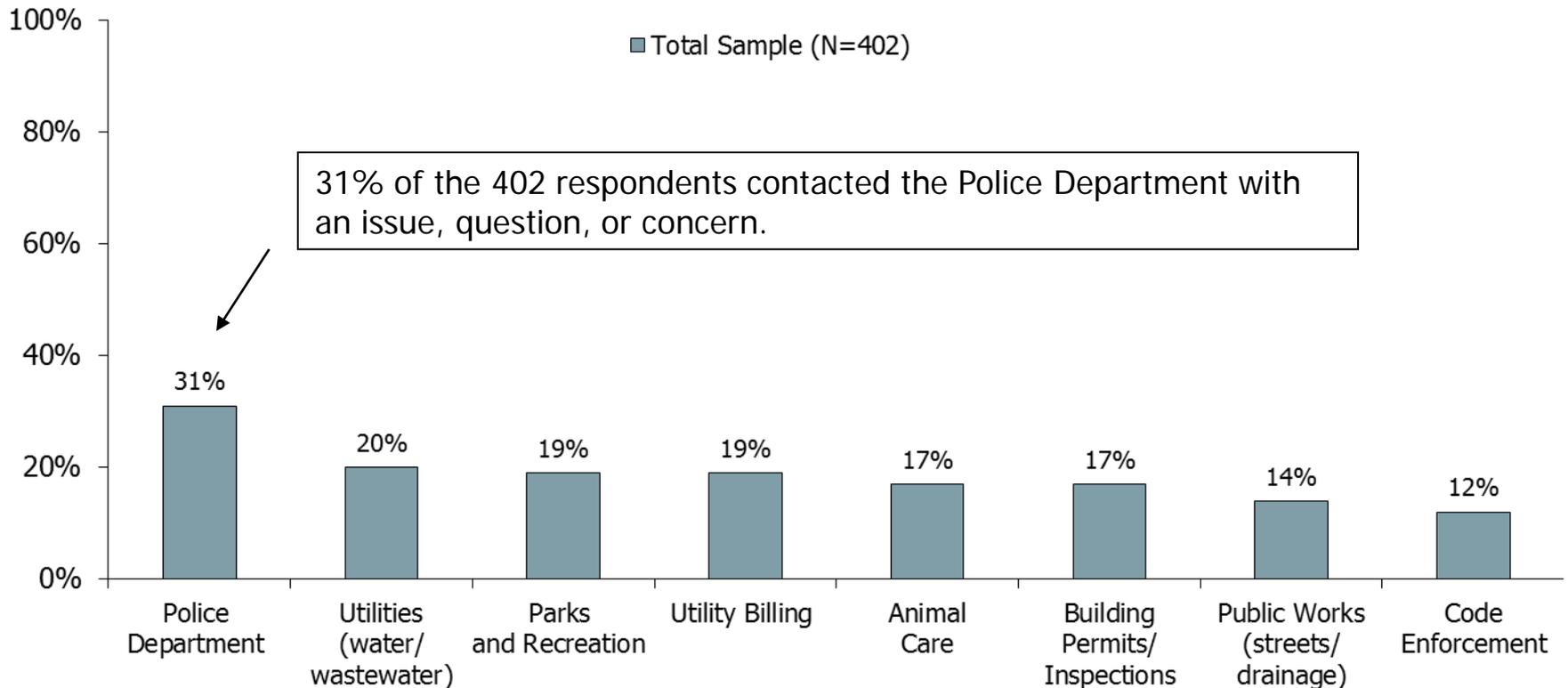
Communication with City Staff Members Regarding an Issue, Question, or Concern

- About a third of the respondents contacted the Police Department (31%) for issues, questions, or concerns.
 - Another third of the respondents (30%) did not contact any of the City of Highland Village staff members from any department with an issue, question, or concern.
- The significant majority of respondents rate the staff members from all of the mentioned departments in the City of Highland Village courteous and helpful.
 - Everyone who contacted the Fire Department (45 respondents) rated the staff members well on being courteous and helpful while only 92% of those who contacted the Police Department (126 respondents) gave similar ratings. The Fire Department also received the highest average rating (9.82 out of a ten-scale rating) for satisfaction with the interaction whereas the Police Department received a 9.11 rating.



Ratings: Communication with City Staff Members Regarding an Issue, Question, or Concern

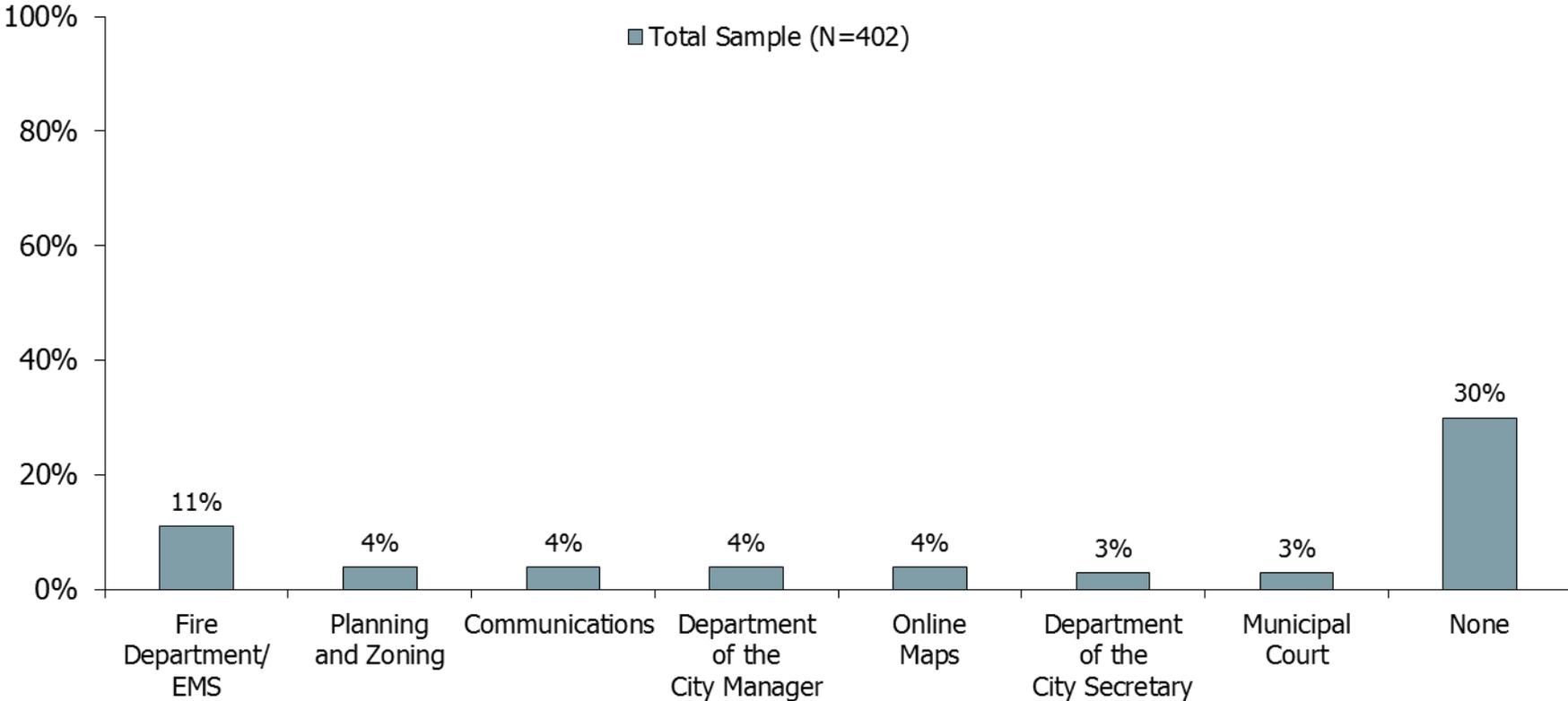
*Note: Number of mentions adds up to more than base due to multiple responses.
Slide 1 of 2*



Q11. In the past year, have you contacted a City of Highland Village staff member from any of the following departments with an issue, question, or concern, either by email, phone or in person?

Ratings: Communication with City Staff Members Regarding an Issue, Question, or Concern

Note: Number of mentions adds up to more than base due to multiple responses. Slide 2 of 2



Q11. In the past year, have you contacted a City of Highland Village staff member from any of the following departments with an issue, question, or concern, either by email, phone or in person?

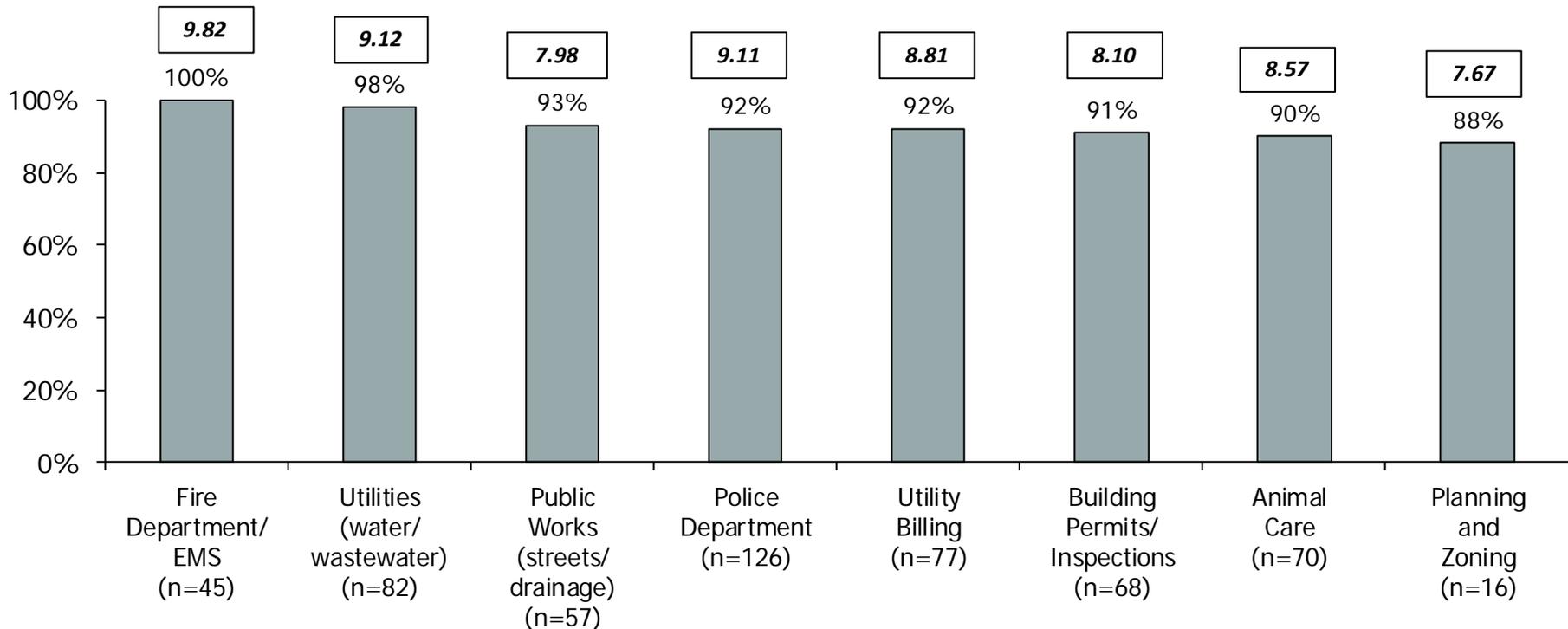
Ratings: Outcome of Interaction with City Staff Member in a Department

Base: Those who contacted a City of Highland Village staff member in a department.

Note: Yes responses shown.

Slide 1 of 2

Average satisfaction score of respondents as a result of their call, where 10 = very satisfied.



Q12. Was the _____ staff member courteous and helpful?

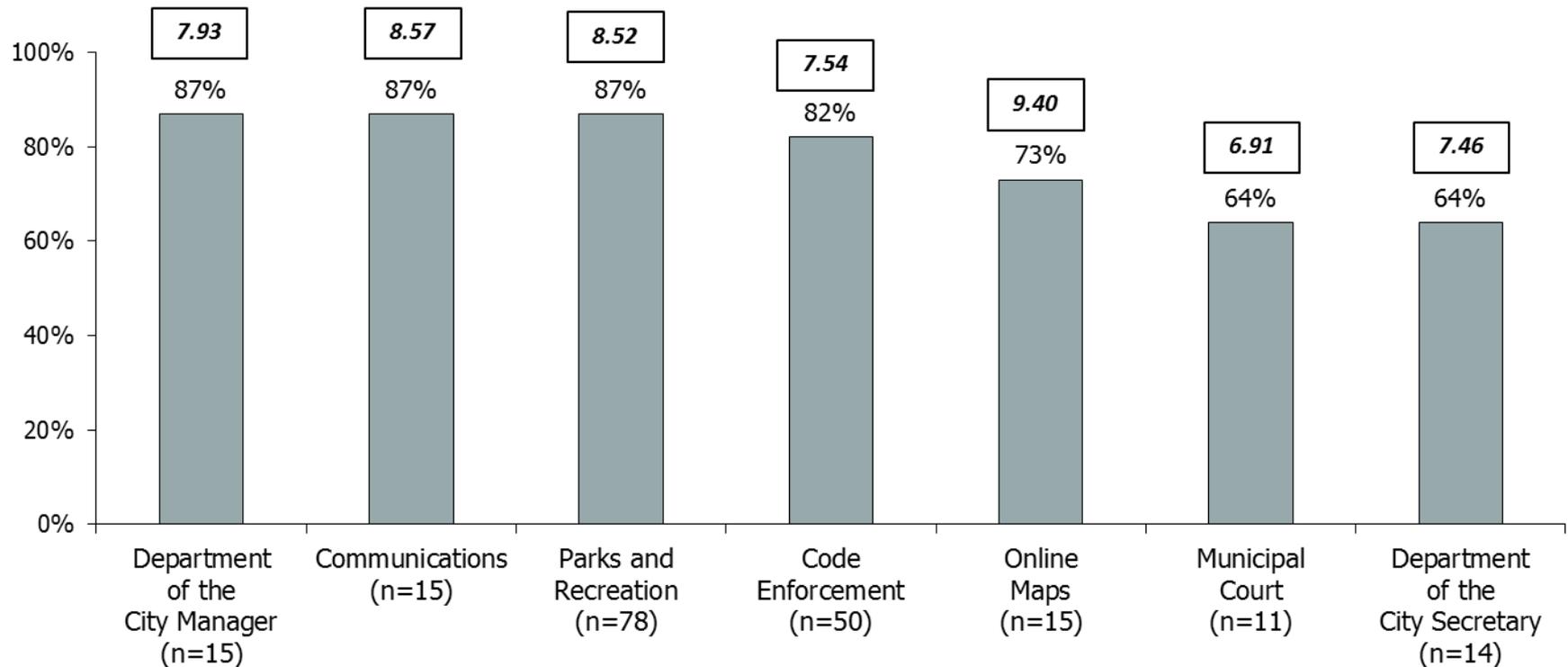
Q13. How satisfied were you with results of your interaction with the City of Highland Village _____ department?

Ratings: Outcome of Interaction with City Staff Member in a Department

Base: Those who contacted a City of Highland Village staff member in a department.

Note: Yes responses shown.

Slide 2 of 2



Q12. Was the _____ staff member courteous and helpful?

Q13. How satisfied were you with results of your interaction with the City of Highland Village _____ department?

Police Department

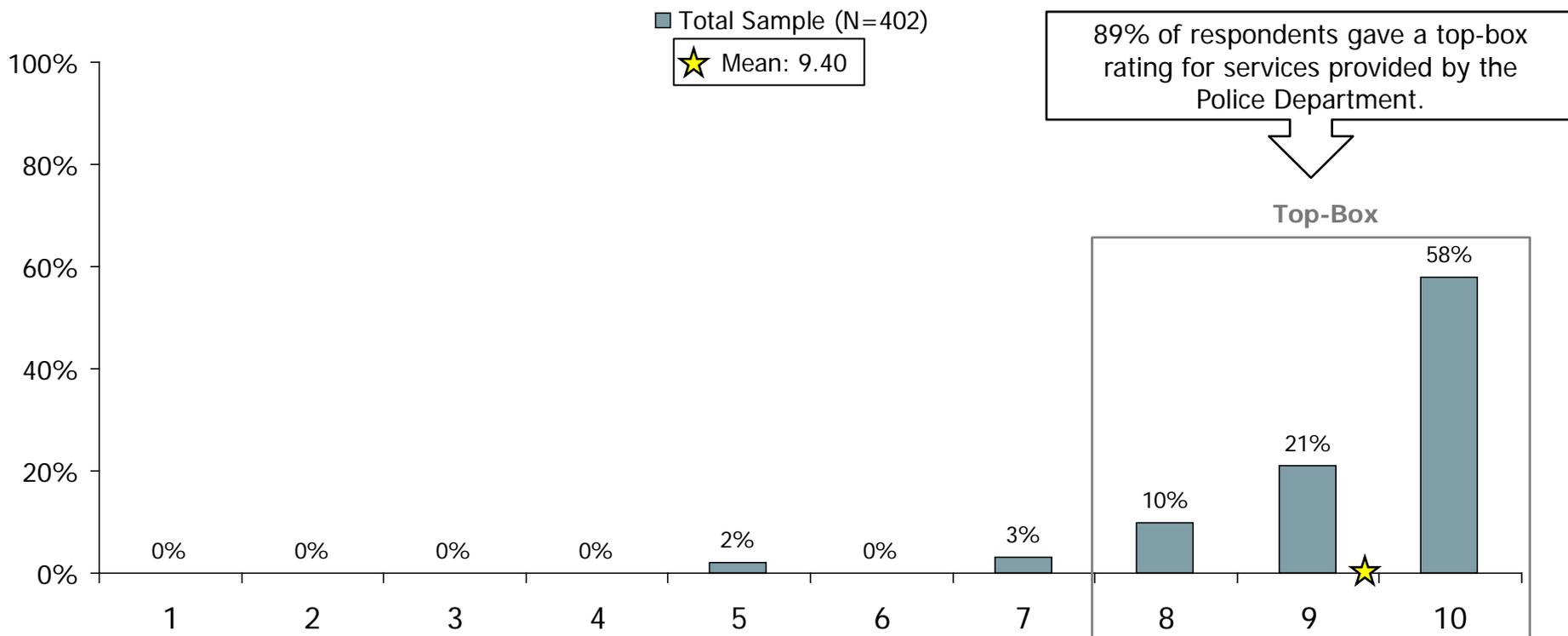
- A majority of the respondents (89%) seem to be pleased with the services provided by the Police Department.
 - The same number of respondents expressed that they can (49%) or cannot (48%) recognize members of the Highland Village Police Department by name or sight, personally or otherwise.
- More respondents have called the Police Department for a non-emergency reason (55%) than an emergency reason (17%) in the past two years.

Police Department (continued)

- Respondents gave high top-box ratings for the Police Department on professionalism, response time, and handling the situation.
 - Those who called the Police Department in Quadrant 3 (total of 23 respondents) gave the highest top-box ratings (100%) for all three aspects.
- More respondents use eWatch and the police website (www.hvpd.com) (70%) than social media (32%) as their source to stay informed and up to date on crimes, safety concerns, issues in the community, and/or Police Department news and events.

Ratings: Services Provided by the City of Highland Village Police Department

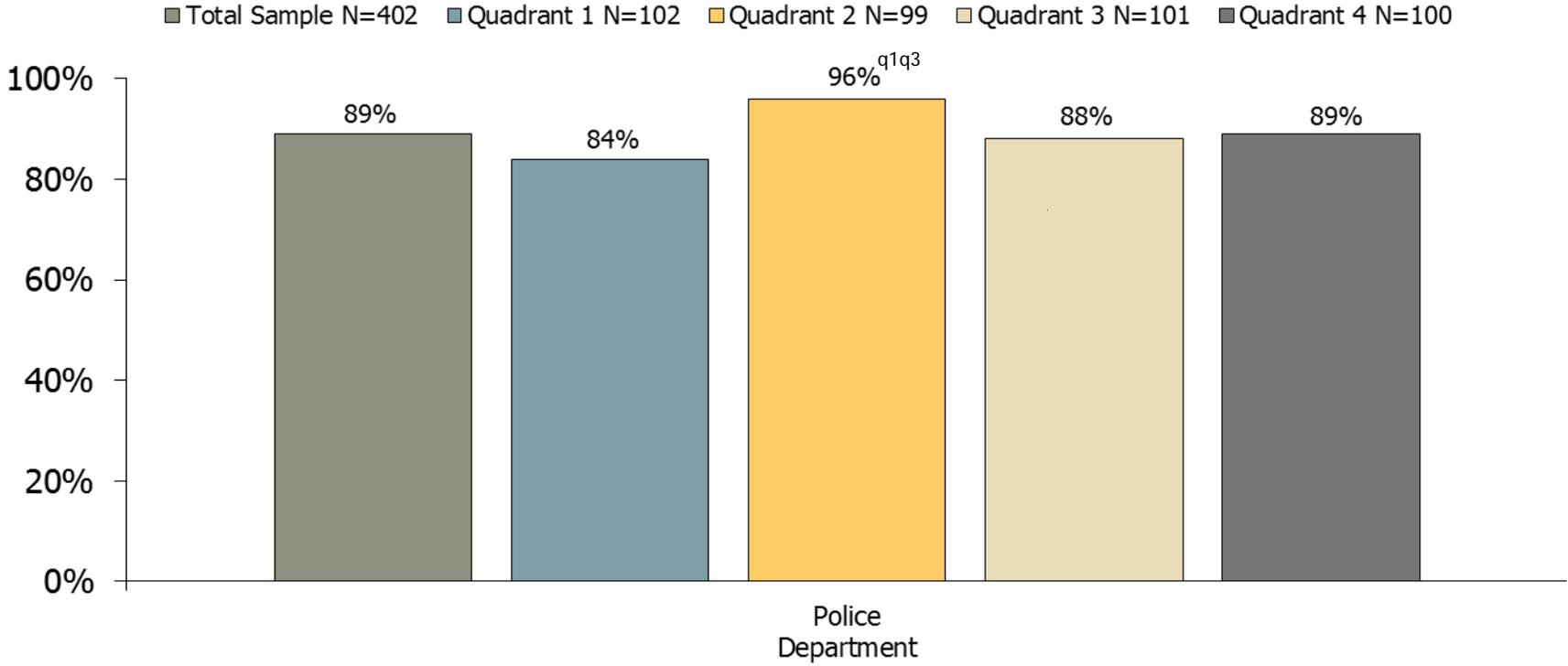
Scale: 1 (Poor) to 10 (Excellent)



Q14. Overall, how would you rate the services provided by the City of Highland Village Police Department using a 1 to 10 scale, where 1 is poor and 10 is excellent?

Ratings: Services Provided by the City of Highland Village Police Department by Quadrants

Scale: 1 (Poor) to 10 (Excellent)
 Note: 8, 9, and 10 ratings shown

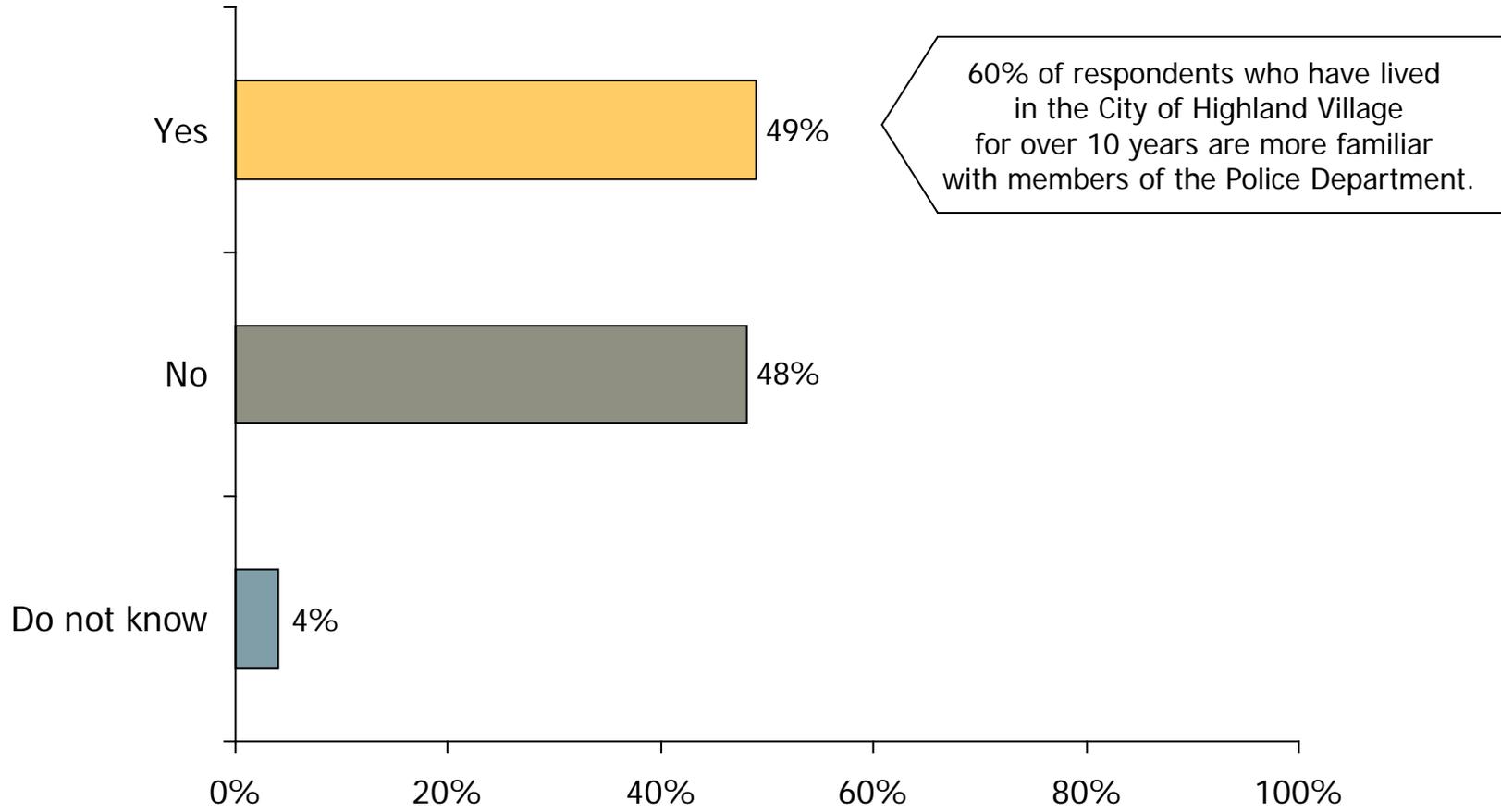


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Q14. Overall, how would you rate the services provided by the City of Highland Village Police Department using a 1 to 10 scale, where 1 is poor and 10 is excellent?

Recognition of Any Members of Police Department by Name, Sight, or Personally



N=402

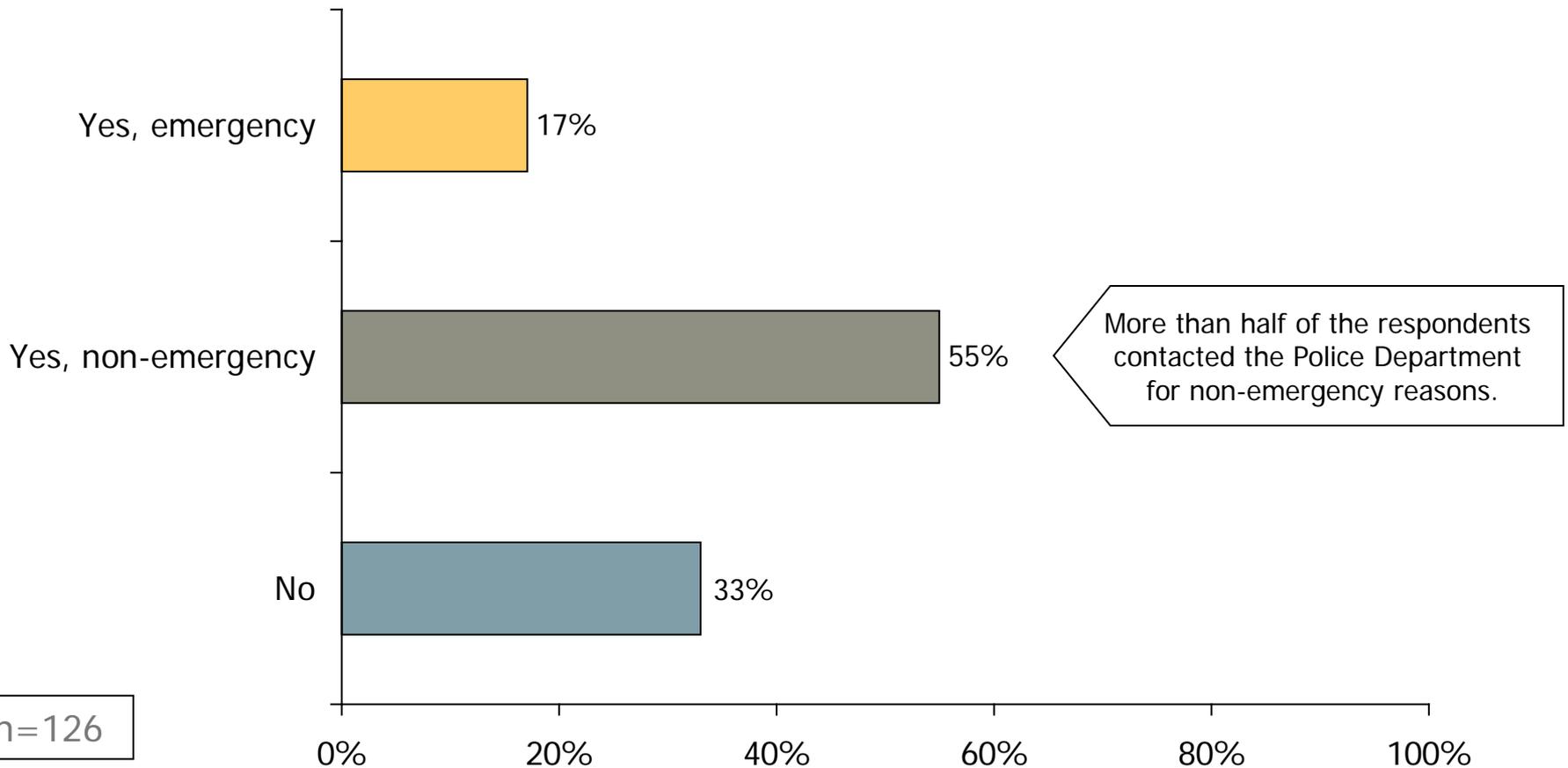


Q15. Do you know or recognize any members of the Highland Village Police Department by name or sight, personally or otherwise?

Police Department Emergency and Non-Emergency Calls

Base: Those who contacted the Police Department.

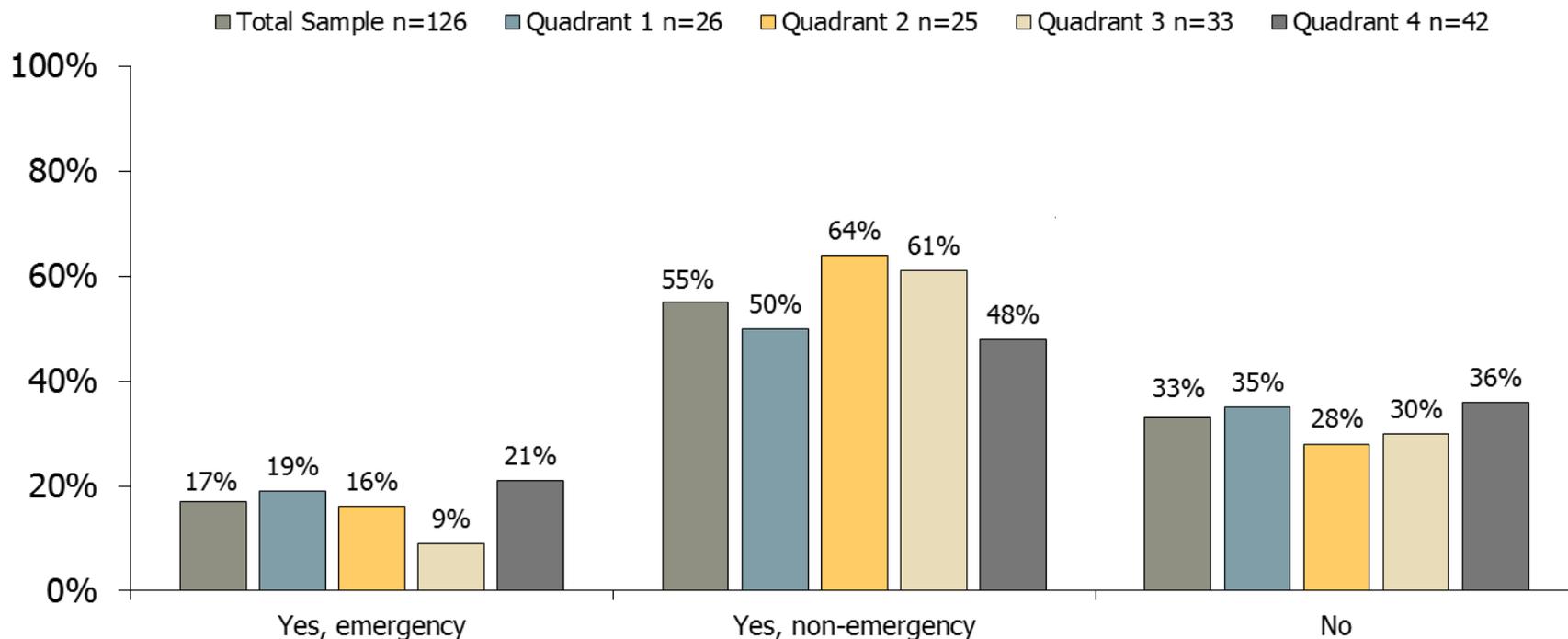
Note: Number of mentions adds up to more than base due to multiple responses.



Police Department Emergency and Non-Emergency Calls by Quadrants

Base: Those who contacted the Police Department.

Note: Number of mentions adds up to more than base due to multiple responses.



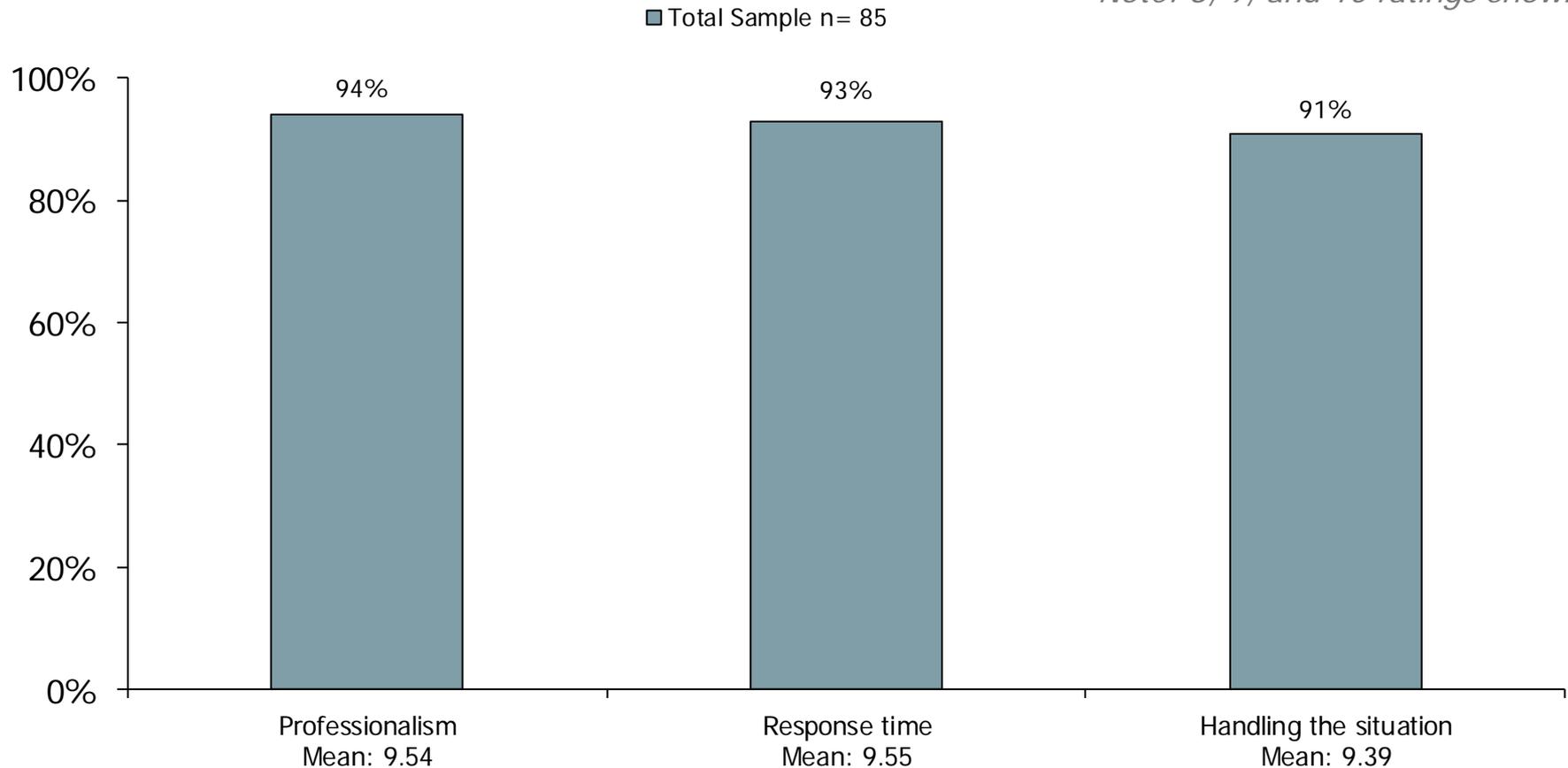
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Q16. Have you or anyone in your household called the City of Highland Village Police Department for an emergency or non-emergency reason in the past two years?

Ratings: Aspects of the Police Department

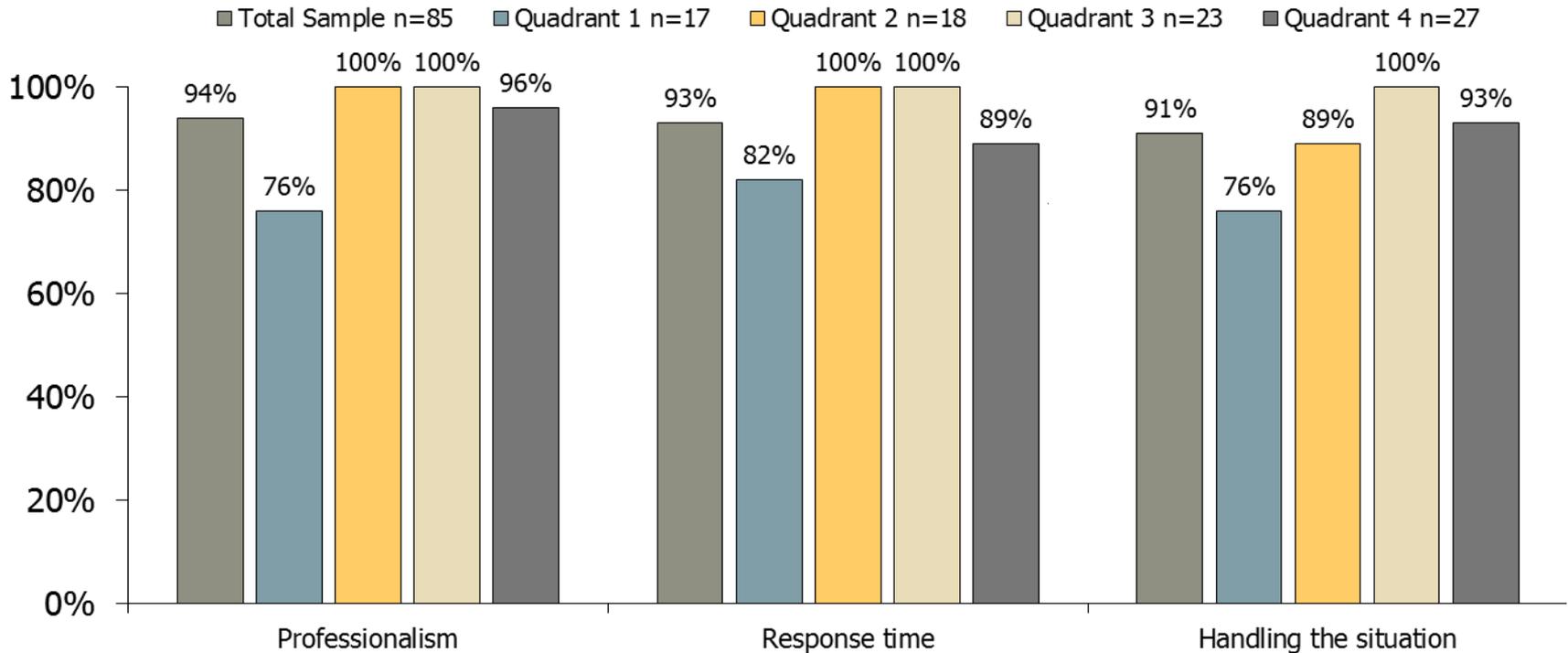
*Base: Those who called the Highland Village Police Department in the past two years.
Scale: 1 (Poor) to 10 (Excellent)
Note: 8, 9, and 10 ratings shown*



Q17. Please rate the Highland Village Police Department on the following.

Ratings: Aspects of the Police Department by Quadrants

*Base: Those who called the Highland Village Police Department in the past two years.
Scale: 1 (Poor) to 10 (Excellent)
Note: 8, 9, and 10 ratings shown*



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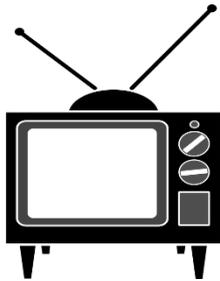


Q17. Please rate the Highland Village Police Department on the following.

Ways to Stay Informed and Up To Date

Note: Number of mentions adds up to more than base due to multiple responses.

- The following are the communication channels that participants use to stay informed and up to date on crime, safety concerns, issues in the community, and/or Police Department news and events.



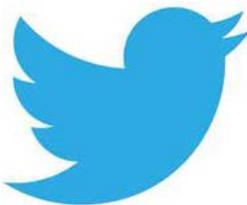
eWatch = 37%



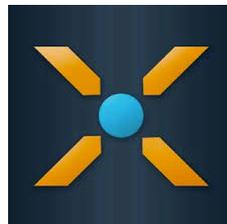
Website (www.hvdpd.com) = 33%



Facebook = 23%



Twitter = 5%



Nixle = 3%



Instagram = 1%



None of the above

None of the above = 32%

N=402



Q18. How do you stay informed and up to date on crime, safety concerns, issues in the community, and/or Police Department news and events?

Fire/EMS Department

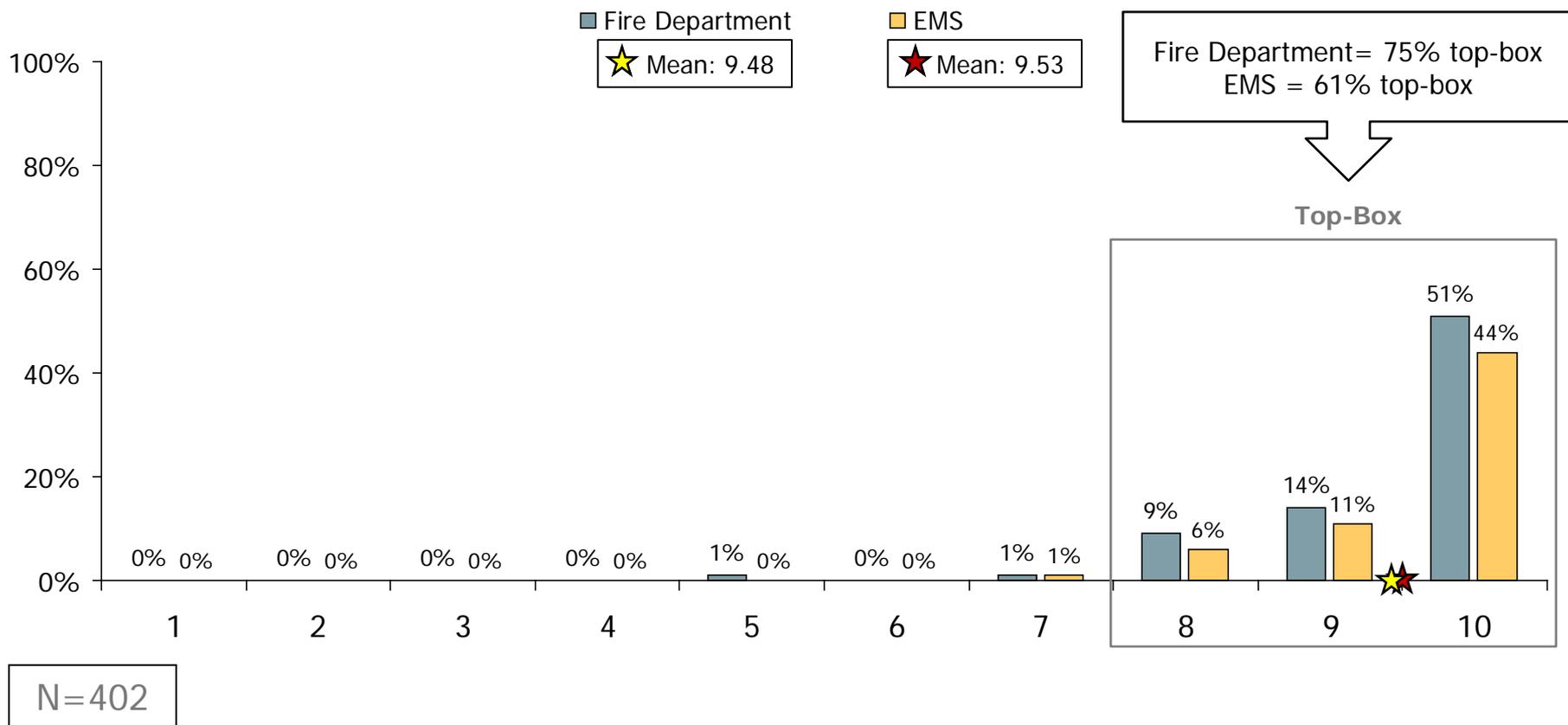
- Both the Fire Department (75%) and the EMS Department (61%) receive high ratings from respondents.
 - The high top-box ratings for both the Fire Department (87%) and the EMS Department (83%) mostly came from those who have lived in the City of Highland Village longer than 10 years.
 - Also, respondents in Quadrant 2 gave the highest top-box ratings for both the Fire and EMS Departments.
- A majority of respondents who contacted the Fire Department were for fire and medical emergency (46%) rather than for non-medical emergency (13%).

Fire/EMS Department (continued)

- The Fire and EMS Department on handling (83%) and response time (87%) to an emergency call rated slightly higher than the handling (70%) and response time (78%) to a non-emergency call.
- There is a prominent lack of awareness (70%) for the Reverse 911 Callback System in the City of Highland Village.
 - More marketing material distribution is suggested in order to promote and increase awareness for the Reverse 911 Callback System.

Ratings: Services Provided by the City of Highland Village Fire/EMS Department

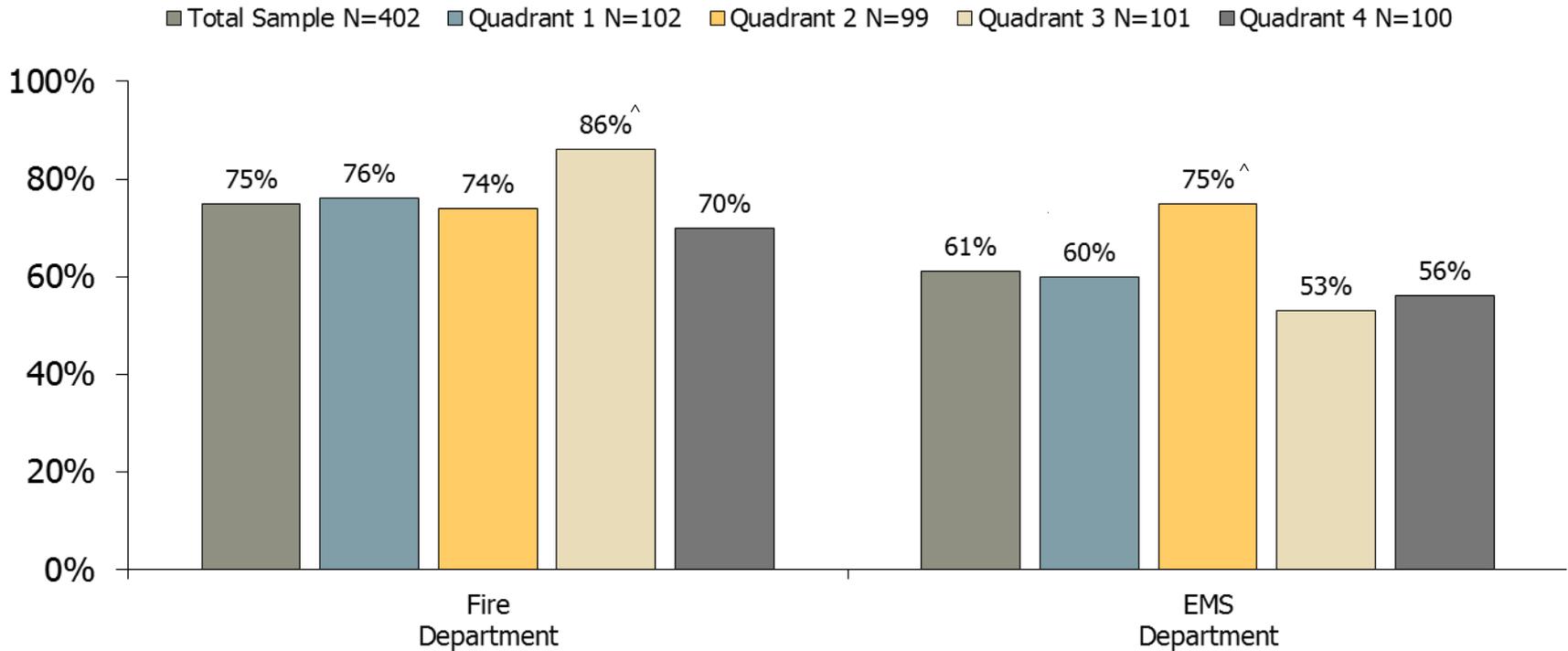
Scale: 1 (Poor) to 10 (Excellent)



Q19/Q20. Overall, how would you rate the services provided by the City of Highland Village Fire Department/EMS using a 1 to 10 scale, where 1 is poor and 10 is excellent?

Ratings: Services Provided by the City of Highland Village Fire/EMS Department by Quadrants

Scale: 1 (Poor) to 10 (Excellent)
 Note: 8, 9, and 10 ratings shown



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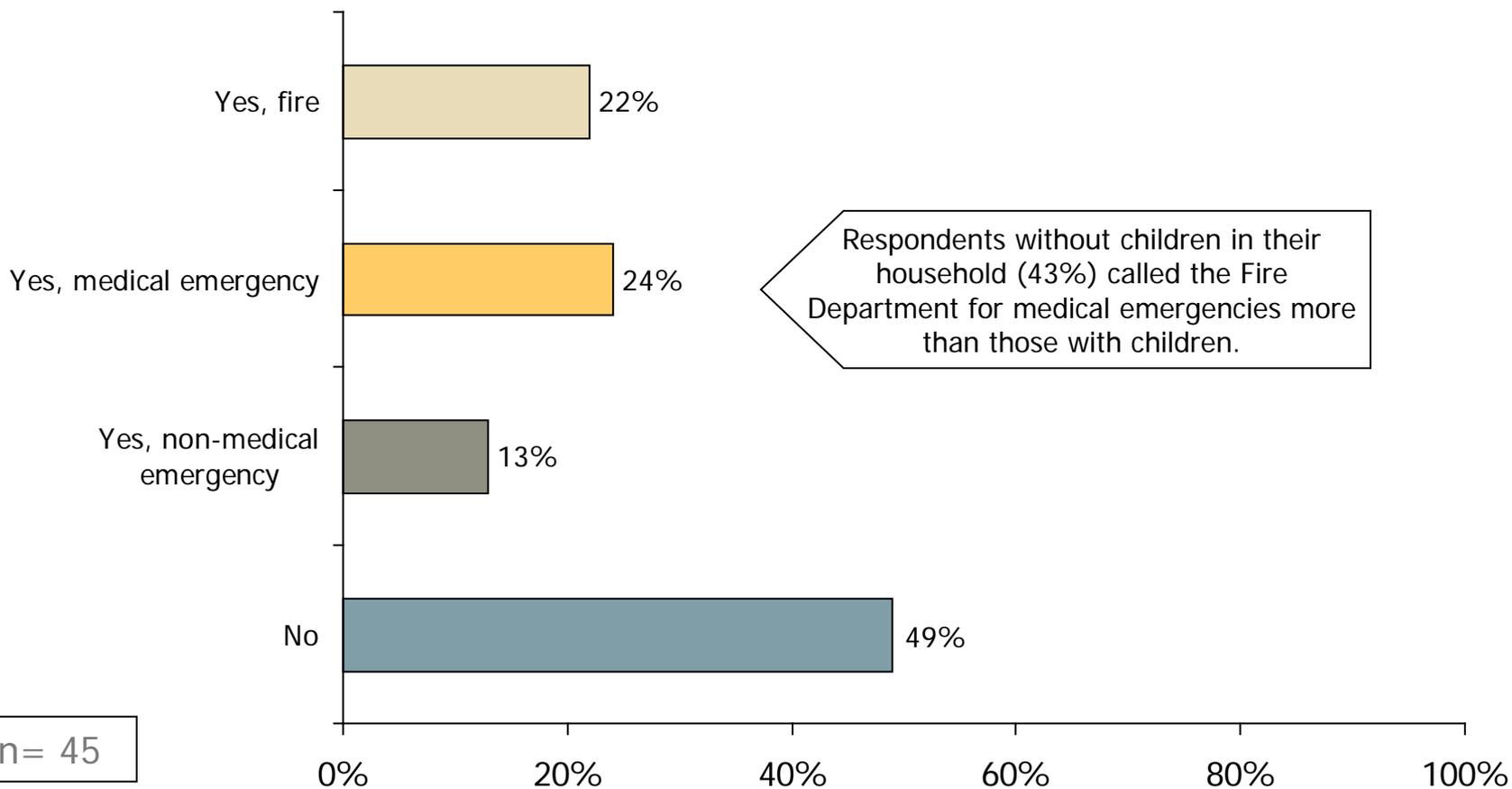


Q19/Q20. Overall, how would you rate the services provided by the City of Highland Village Fire Department/EMS using a 1 to 10 scale, where 1 is poor and 10 is excellent?

Fire/EMS Department Emergency and Non-Emergency Calls

Base: Those who contacted the Fire/EMS Department.

Note: Number of mentions adds up to more than base due to multiple responses.



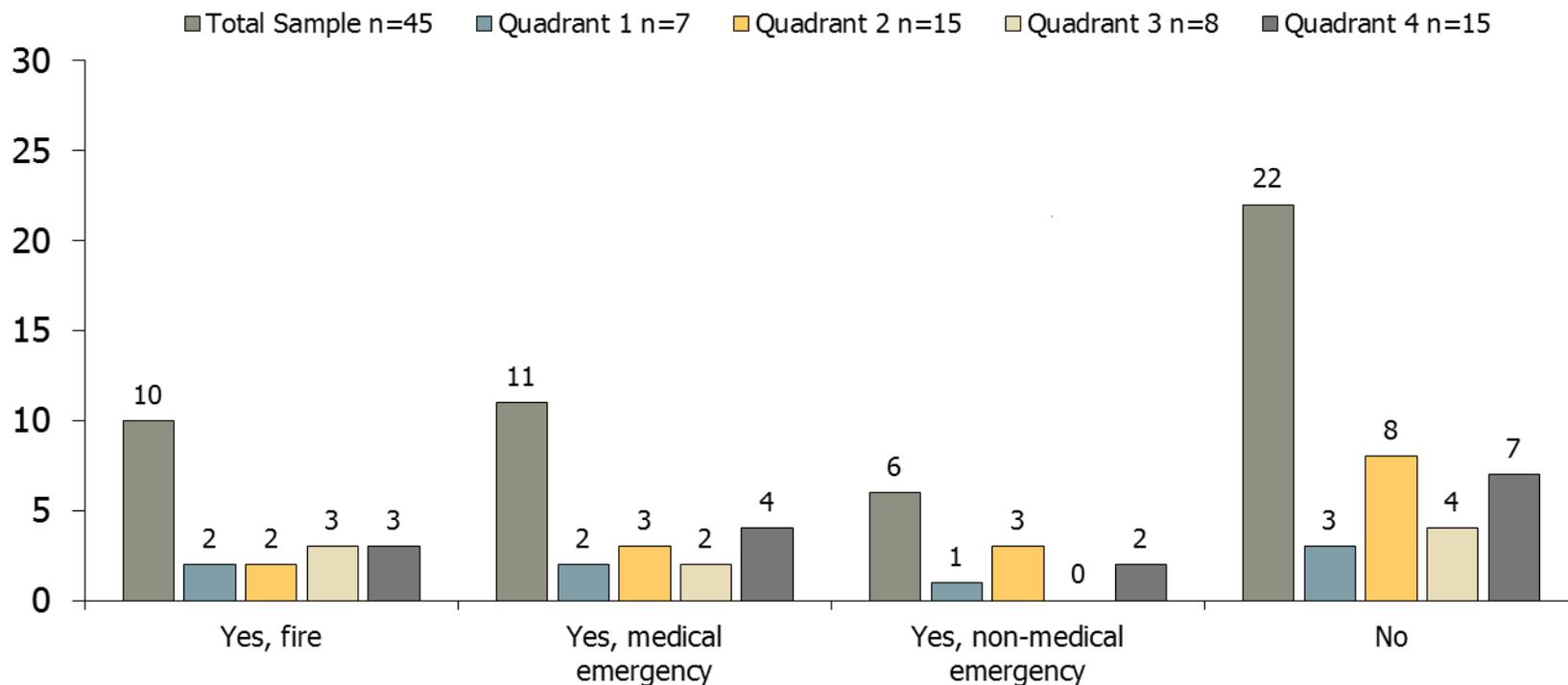
Q21. Have you or anyone in your household called the Highland Village Fire Department for a fire, medical, or non-medical emergency in the past two years?

The following slides 49 through 51 are shown as number of responding participants, and not percentages due to a small base size.

Fire/EMS Department Emergency and Non-Emergency Calls by Quadrants

Base: Those who contacted the Fire/EMS Department.

Note: Number of mentions adds up to more than base due to multiple responses.



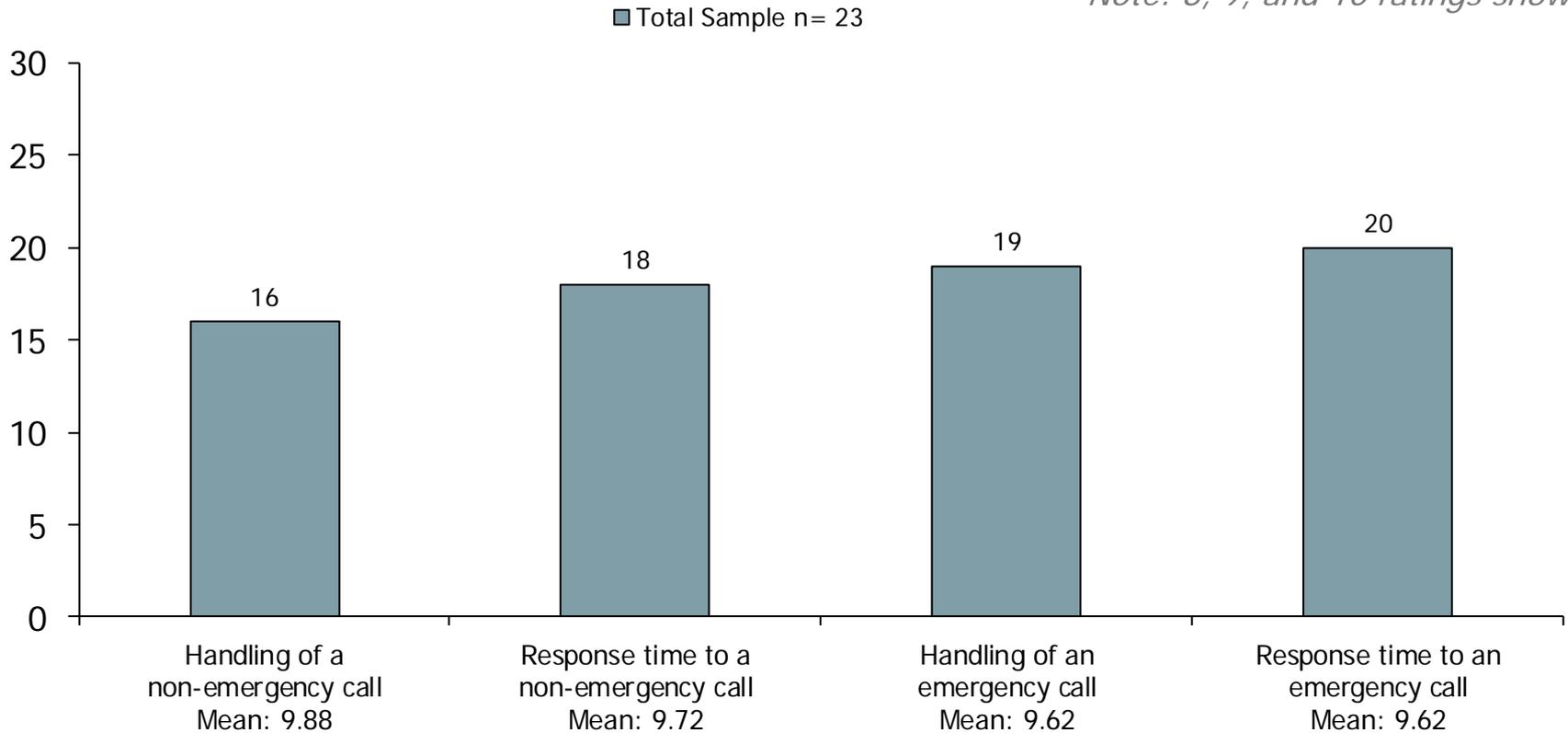
q1 = significantly higher than Quadrant 1
 q2 = significantly higher than Quadrant 2
 q3 = significantly higher than Quadrant 3
 q4 = significantly higher than Quadrant 4
 ^ = significantly higher than all other regions



Q21. Have you or anyone in your household called the Highland Village Fire Department for a fire, medical, or non-medical emergency in the past two years?

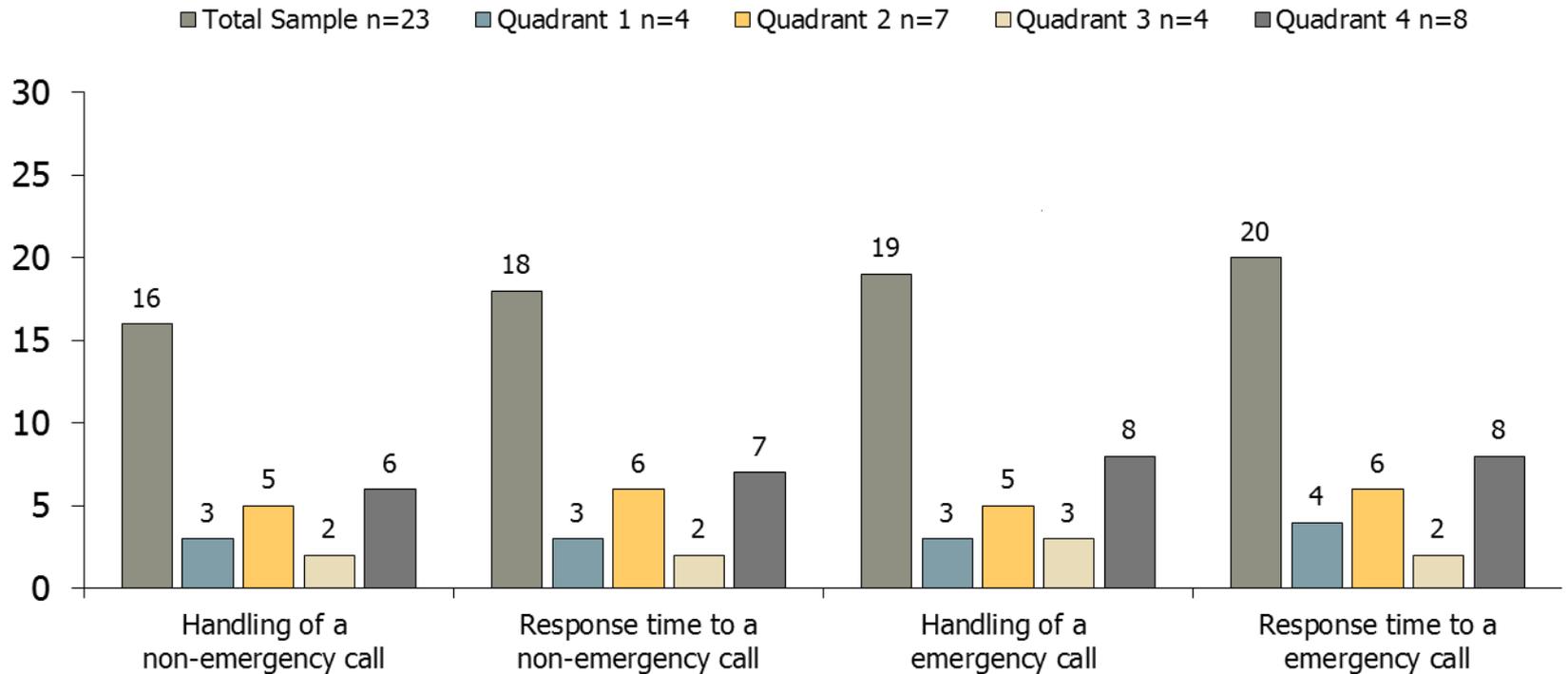
Ratings: Aspects of the Fire Department

*Base: Those who called the Highland Village Fire Department in the past two years.
Scale: 1 (Poor) to 10 (Excellent)
Note: 8, 9, and 10 ratings shown*



Ratings: Aspects of the Fire Department by Quadrants

*Base: Those who called the Highland Village Fire Department in the past two years.
Scale: 1 (Poor) to 10 (Excellent)
Note: 8, 9, and 10 ratings shown*

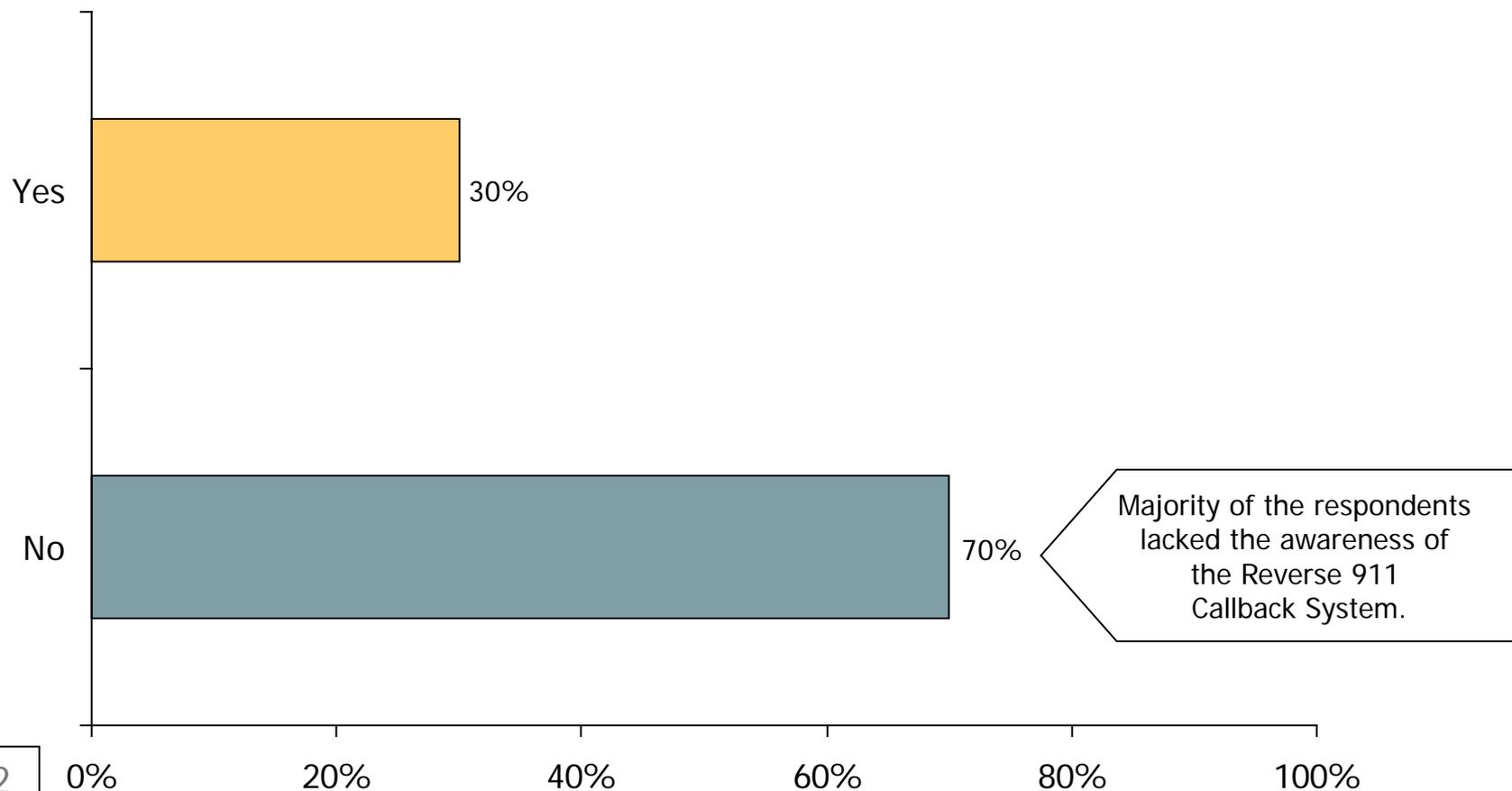


q1 = significantly higher than Quadrant 1
 q2 = significantly higher than Quadrant 2
 q3 = significantly higher than Quadrant 3
 q4 = significantly higher than Quadrant 4
 ^ = significantly higher than all other regions



Q22. Please rate the Highland Village Fire and EMS Department on the following.

Awareness of the Reverse 911 Callback System in Highland Village



Communication with Residents

- Many of the respondents gave high top-box ratings (73%) for the communication with residents by the City of Highland Village.
 - A majority of the respondents typically got information about the City of Highland Village from the City's website (48%), City Connections (47%), and The Villager & The Guide to Fun (47%).
- Nearly half of the respondents (41%) chose email as their preferred method of communication.
 - However, mail (2%) and text (1%) were the least favorable method of communication.

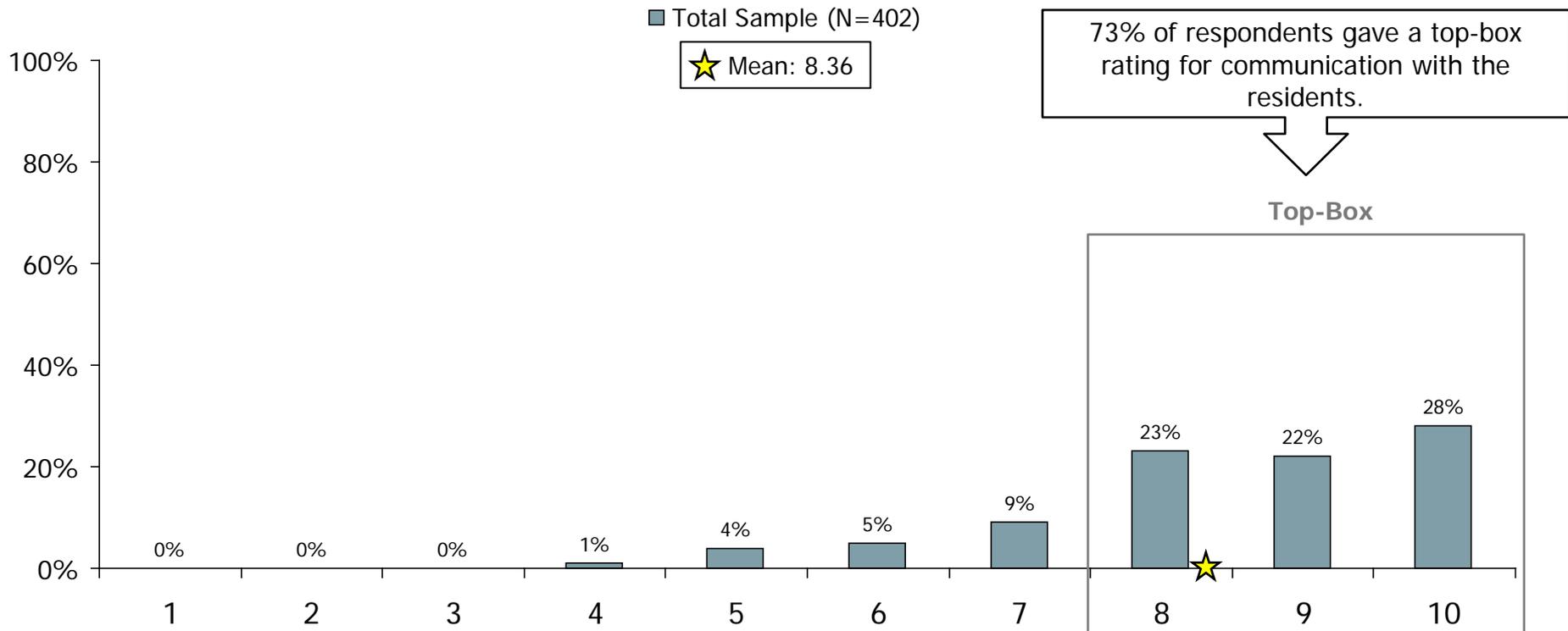
Communication with Residents (continued)

- The City's website (72%) and The Villager & The Guide to Fun (71%) were the most useful communication methods to respondents.
- Significantly, 90% of respondents have visited the City's website.
 - More than half of the respondents gave top-box ratings for the City's website attributes.
- A majority of the respondents (74%) were likely to use the City of Highland Village mobile app.



Ratings: Communication with Residents

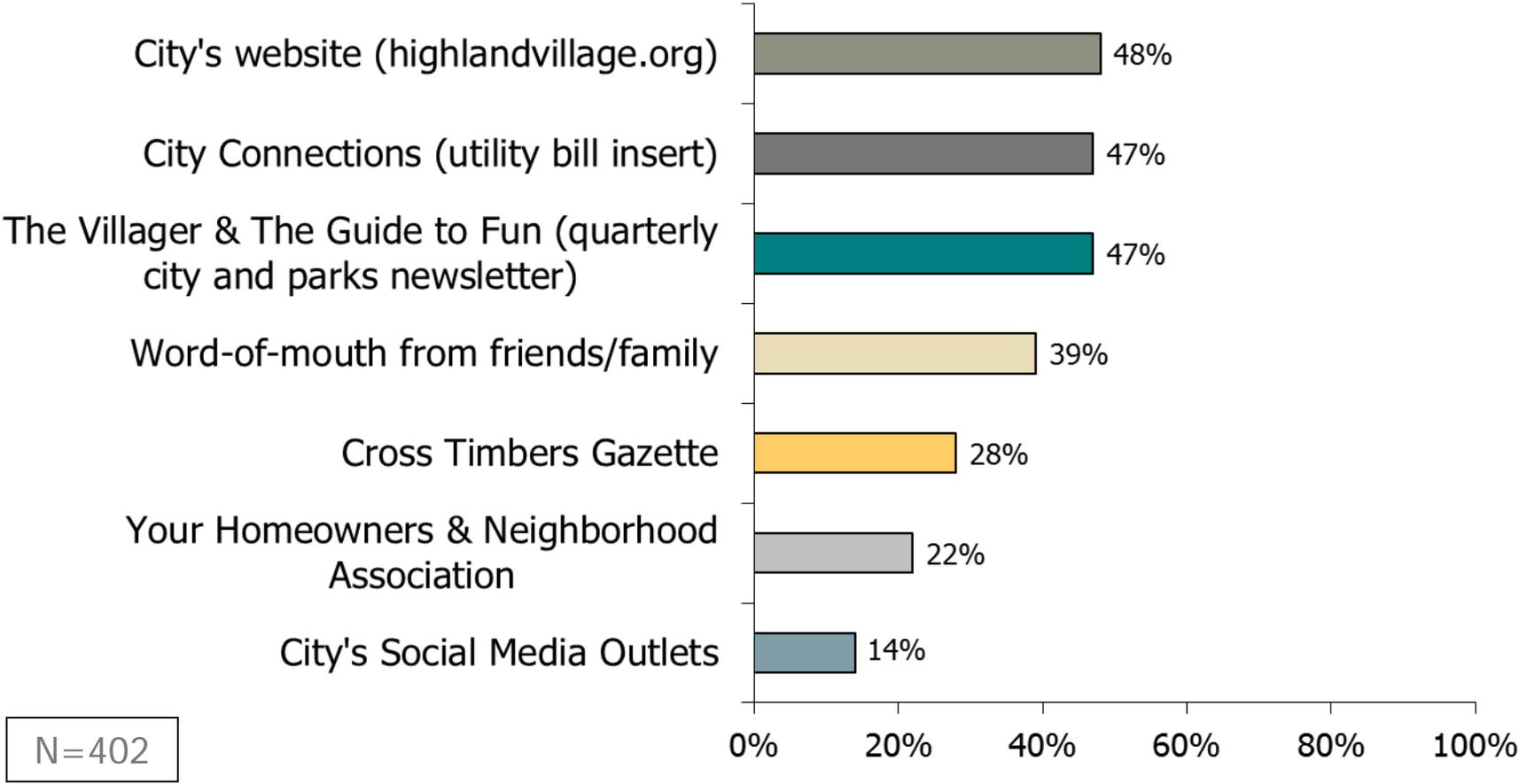
Scale: 1 (Poor) to 10 (Excellent)



Q24. Overall, how would you rate the communication with the residents by the City of Highland Village?

Ways Residents Typically Get Information about The City of Highland Village

*Note: Number of mentions adds up to more than base due to multiple responses.
Slide 1 of 2*



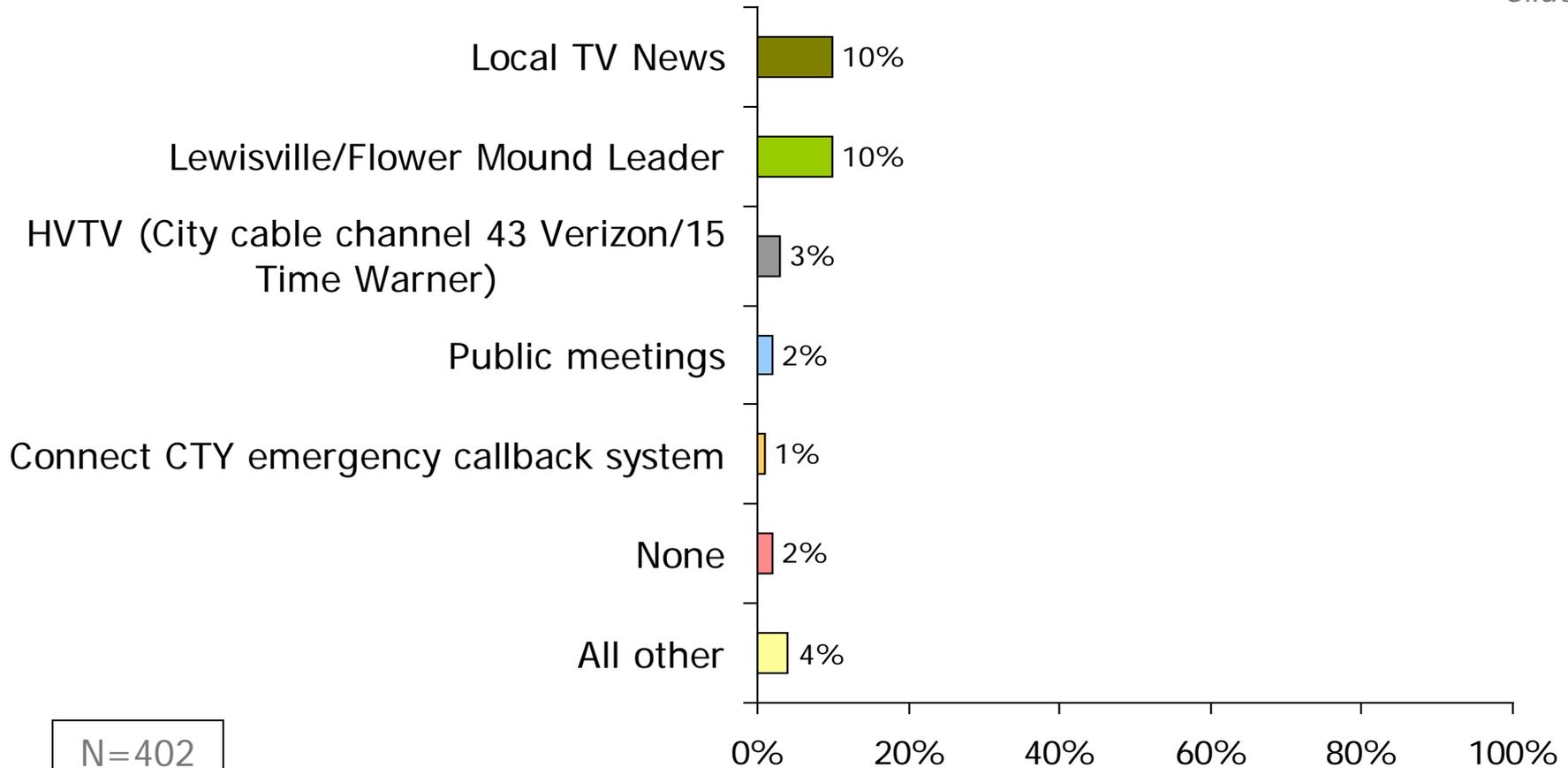
N=402



Q25. Where do you typically get information about the City of Highland Village?

Ways Residents Typically Get Information About The City of Highland Village

*Note: Number of mentions adds up to more than base due to multiple responses.
Slide 2 of 2*



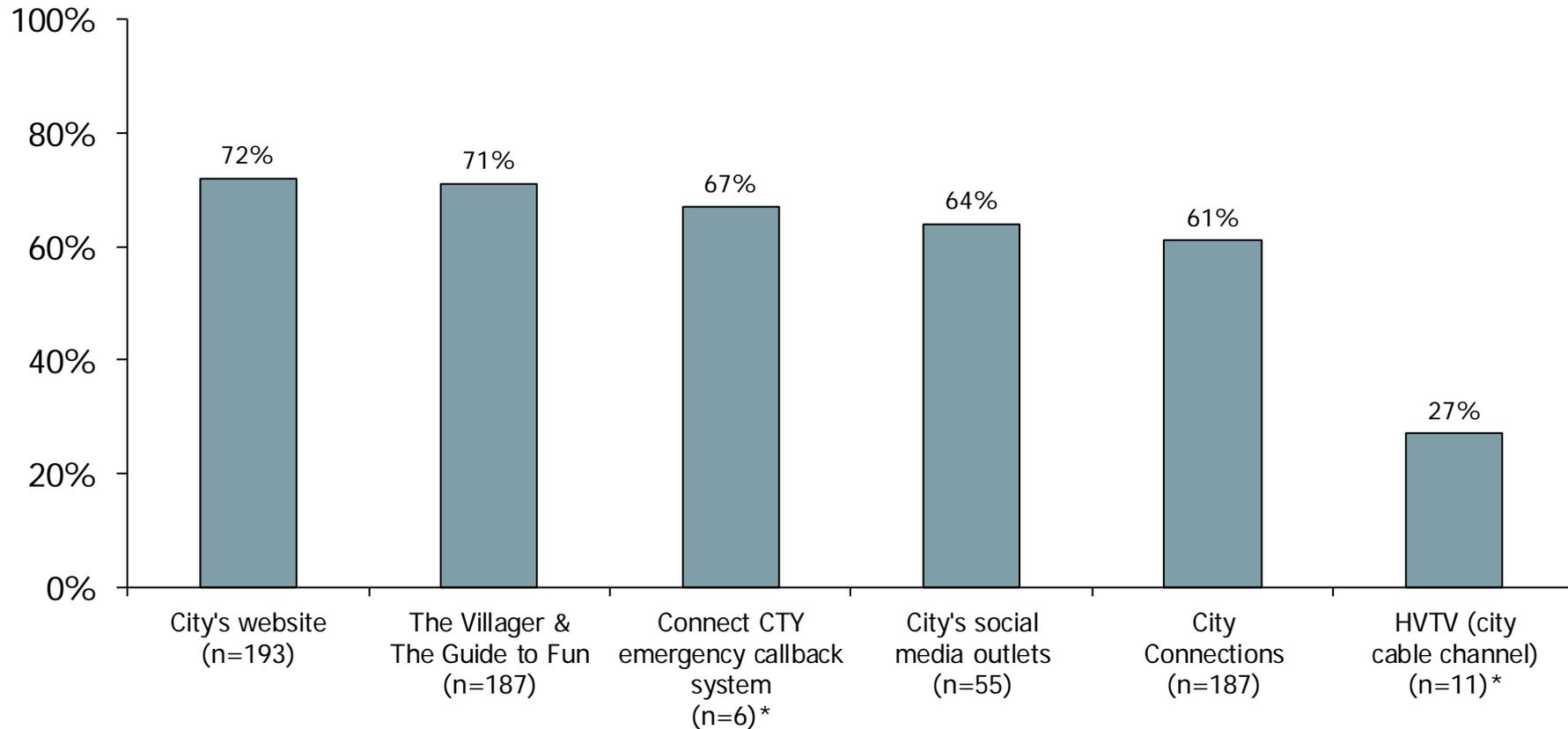
N=402



Q25. Where do you typically get information about the City of Highland Village?

Usefulness of Each Communication Method

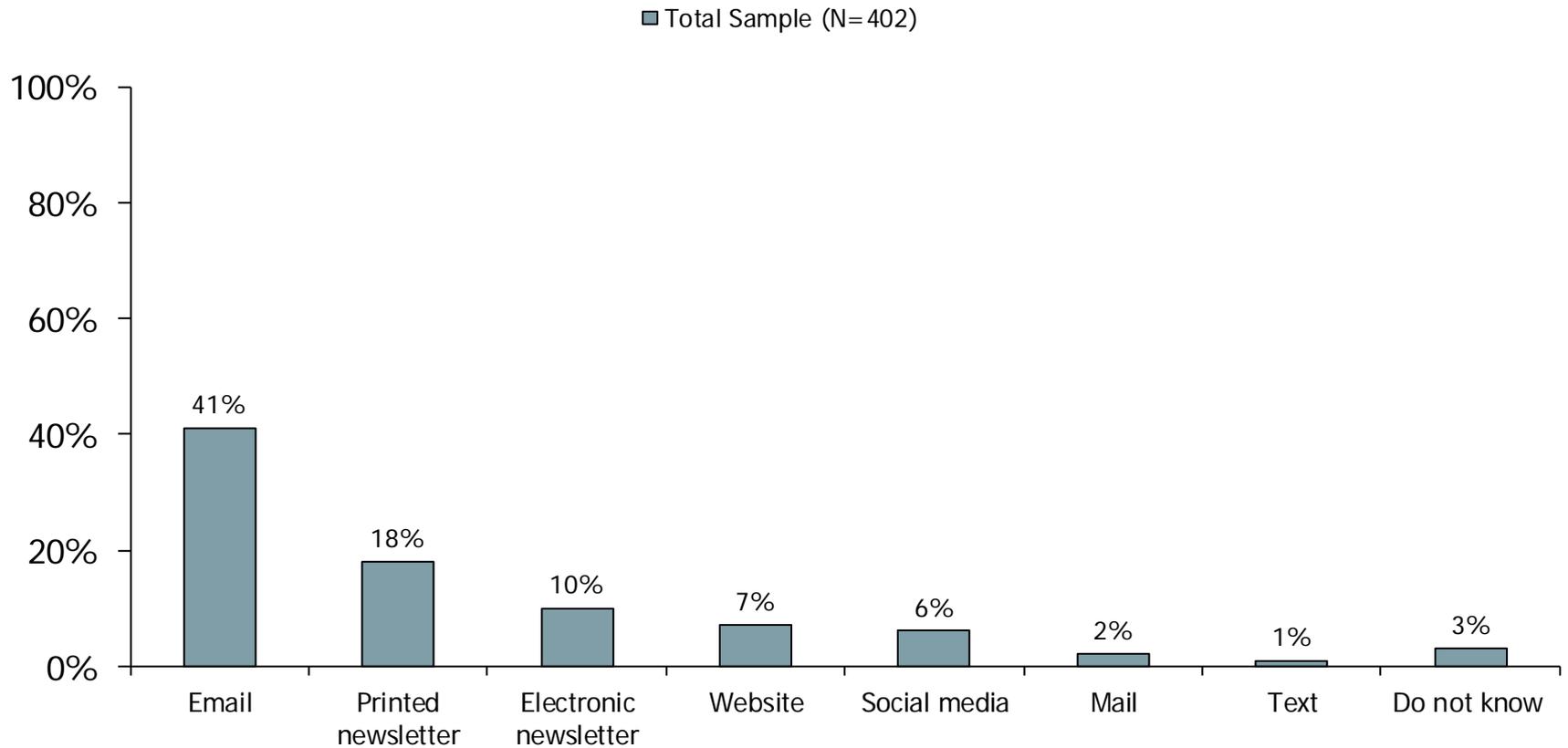
*Base: Those who typically get information about the City of Highland Village from specified source.
Scale: 1 (Not at all useful) to 10 (Extremely useful)
Note: 8, 9, and 10 ratings shown*



* = Base size is significantly lower than others.

Q26. Please rate how useful each of the following communication methods are to you.

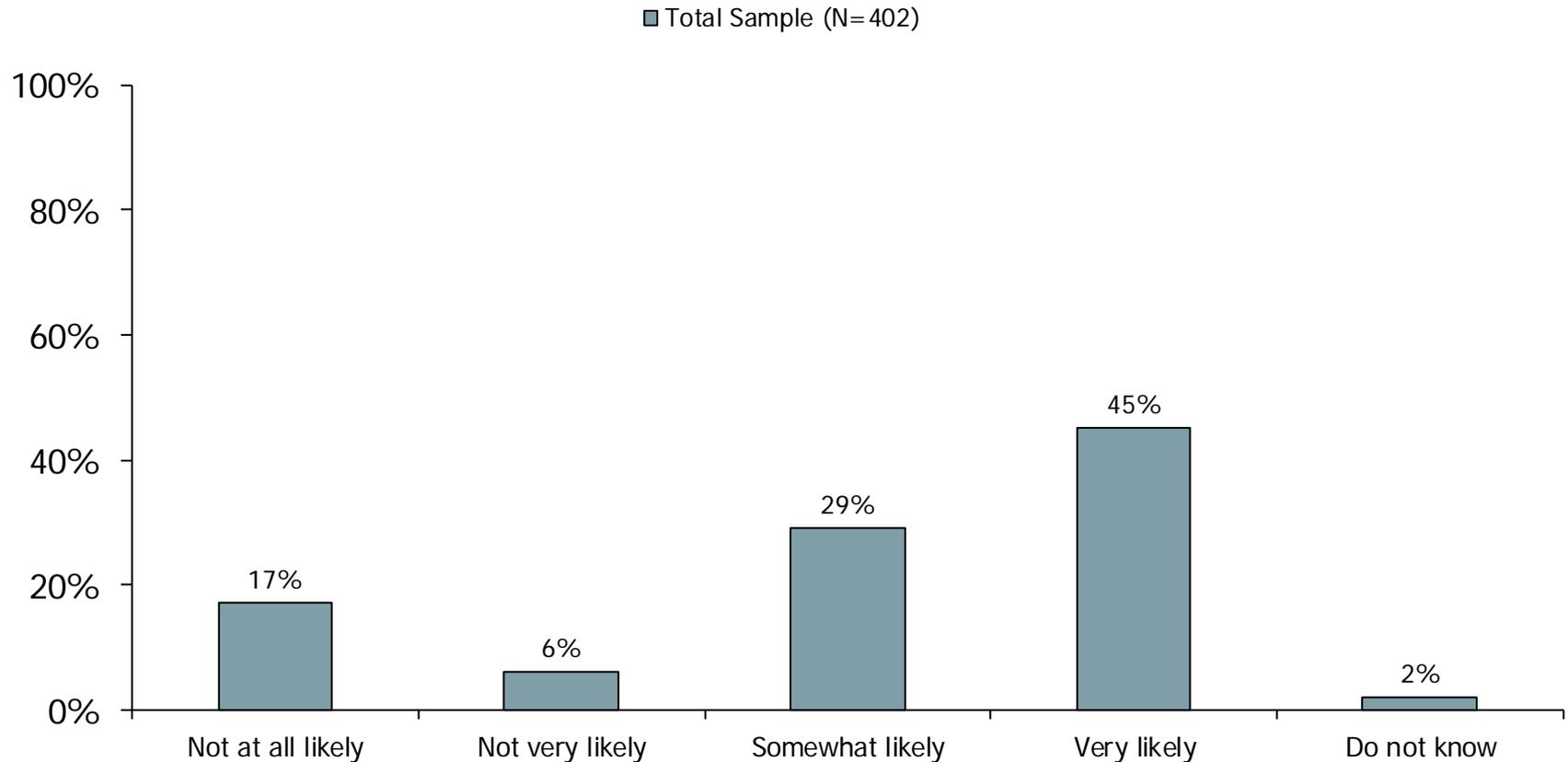
Preferred Method of Communication



Q27. What is your preferred method of communication from the City?

Likelihood to Use City of Highland Village Mobile App

Scale: 1 (Not at all useful) to 10 (Extremely useful)

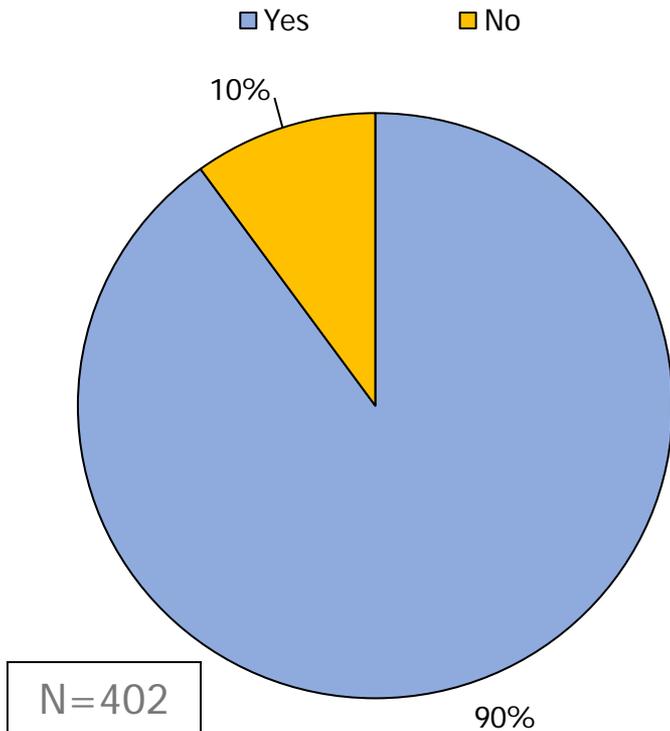


Q28. How likely would you be to use a City of Highland Village mobile app to learn about what is going on in the community and to get special announcements important to the residents of Highland Village?

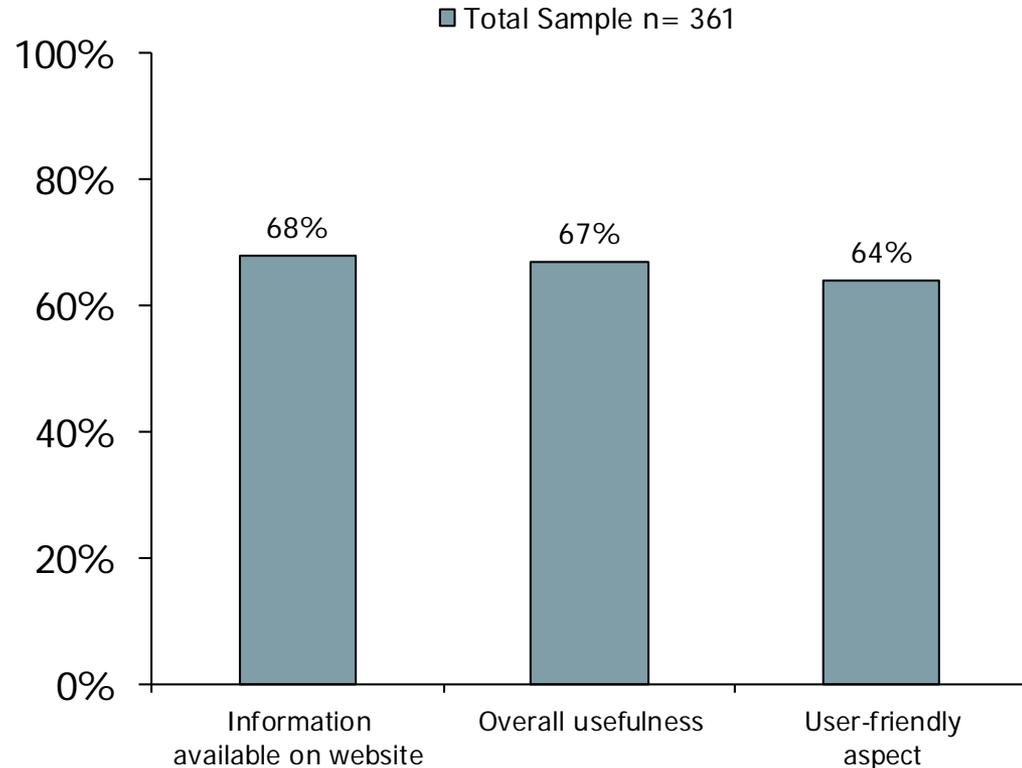
Evaluation of City's Website

Base: Those who have visited the City of Highland Village website.
Scale: 1 (Poor) to 10 (Excellent)
Note: 8, 9, and 10 ratings shown

Website Visitor



Ratings of City's Website Attributes

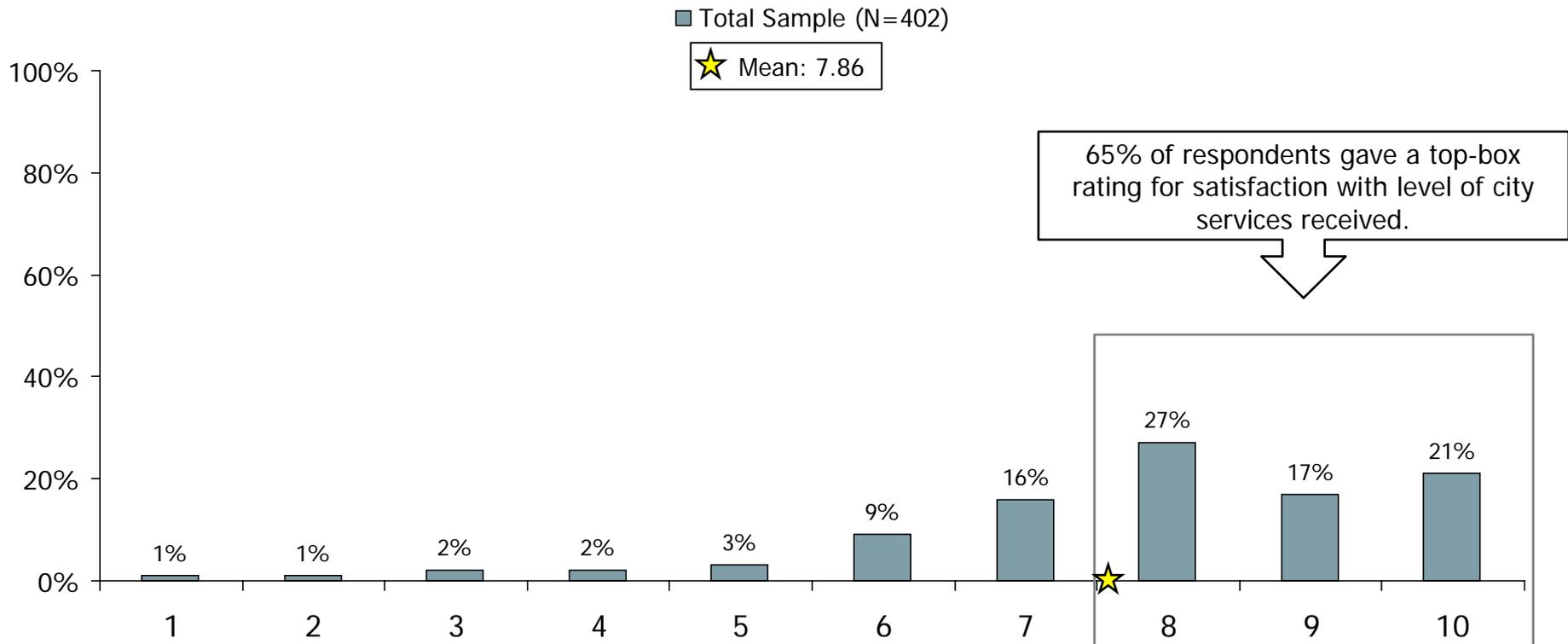


Q29. Have you visited the City of Highland Village website?

Q30. How would you rate the following attributes of the Highland Village website?

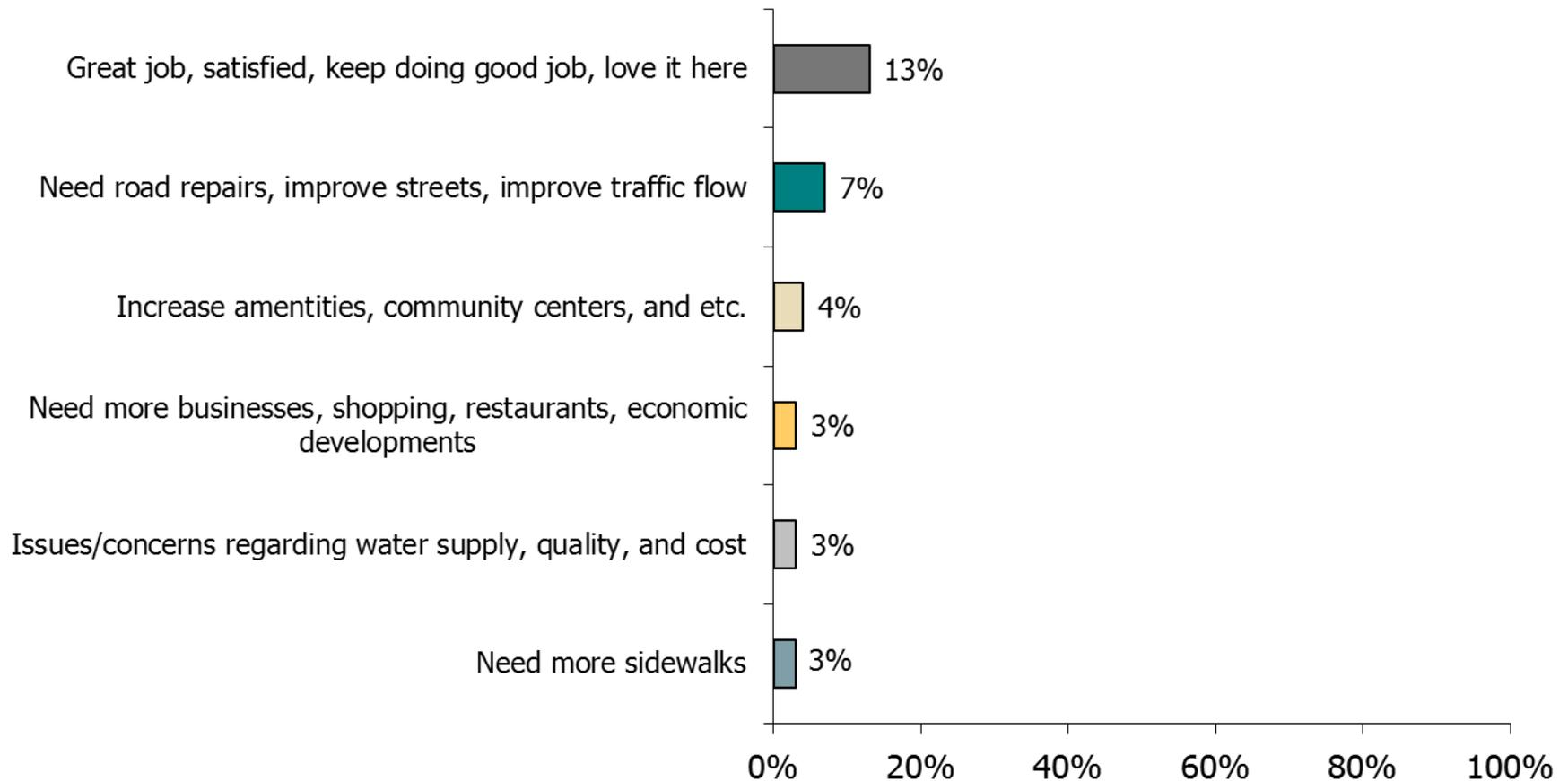
Ratings: Satisfaction with Level of City Services in Return for Property and Sales Taxes Paid

Scale: 1 (Very dissatisfied) to 10 (Very satisfied)



Q31. Considering all the services mentioned in this survey, how satisfied are you with the level of City services you receive in return for what you pay in property and sales taxes?

Top Mentioned: Comments, Recommendations, and Suggestions



Recommendations

- Maintain the positive perception of the Police and Fire/EMS Department by highlighting residents' positive feedback and high level of satisfaction in newsletters and/or marketing materials.
- Focus on maintaining high-quality customer service with current City staff members by continuing education and training.
- Consider the idea of expansion on infrastructure due to residents' recommendations and current high levels of satisfaction for existing amenities and services provided by the City.
- Create additional marketing material in order to promote and increase awareness for programs/services such as the 911 Callback System.
- Modify and ensure that the City's website is user-friendly for those who are repetitive users and utilize it for informational purposes.

