

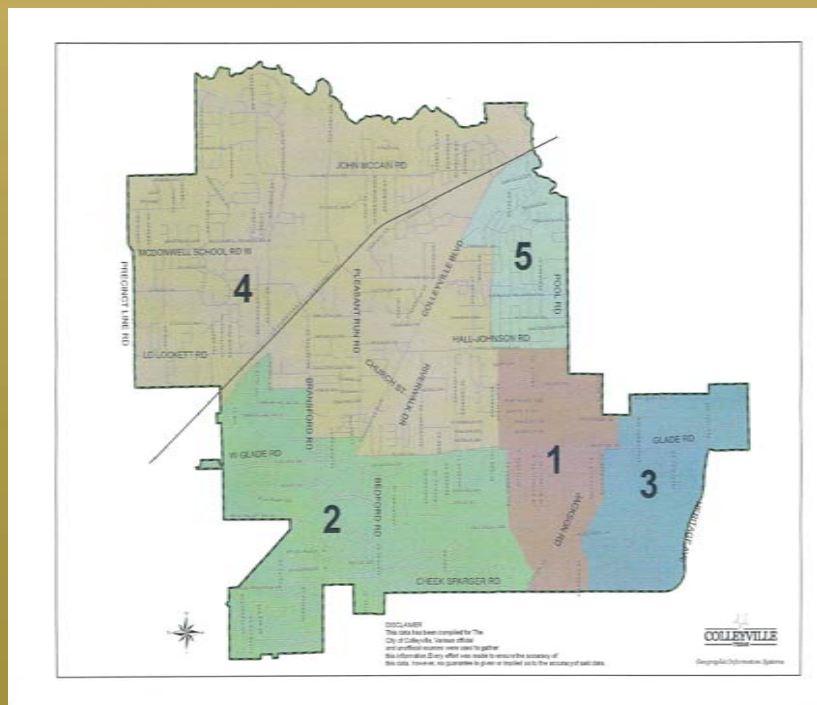
Colleyville 2010 Citizen Survey Presentation



Survey Methodology

- ★ 1,677 responses received (1,412 mail and 265 online surveys)
- ★ Mail collection rate of 18% (7,975 surveys mailed)
- ★ Study area divided into six subsectors (5 elementary school zones and online respondents)
- ★ Surveys collected between 1/5/10 and 2/2/10
- ★ Statistical validity could be +/- 3% based on collected surveys

Study Area Percentage of Sample



Area 1 – O.C. Taylor – 11%

Area 2 – Bransford – 26%

Area 3 – Heritage – 8%

Area 4 – Colleyville/KISD – 29%

Area 5 – Glenhope – 11%

Online sample – 15%

Understanding And Utilizing Ratios

- ★ Ratios are calculated in the following manner:
 - ★ Total positive responses divided into total negative responses but removing the no opinion comments
 - ★ Example: (52% very satisfied + 44% satisfied) divided into (2% dissatisfied + 1% very dissatisfied) = 32.0:1
 - ★ Results – You will get 32 positive comments before you get one critical opinion
- ★ Ratios can be both positive and negative, depending on which response is the largest
- ★ Ability to compare attitudes of those with an opinion

Respondent Profile

- * Men - 21% under age 45; 32% 46-55; 48% over 55 (17% over 65)
- * Women – 22% under 45; 35% 46-55; 44% over 55 (18% over 65)
- * 54% no children under 18
- * Children more likely to be in 13-18 (22%) age block, rather than 7-12 (16%), or 0-6 (9%)
- * 15% under 3 year resident
- * 55% 11 or more years

Overall Satisfaction With Quality Of Life In Community

- ★ 52% very satisfied + 44% satisfied = 96% satisfaction
- ★ 1% very dissatisfied + 2% dissatisfied = 3% dissatisfaction
- ★ Overall satisfaction ratio of 32.0:1
 - ★ O.C. Taylor – 93%-3%
 - ★ Bransford – 97%-3%
 - ★ Heritage – 99%-1%
 - ★ Colleyville – 97%-3%
 - ★ Glenhope – 97%-4%
 - ★ Online – 94%-5%

COLLEYVILLE

Comparing Satisfaction with Quality of Life In Other Cities

- ★ **Colleyville – 97% (52% very satisfied)**
- ★ Coppel - 96% (64% very satisfied)
- ★ Keller – 98% (61% very satisfied)
- ★ Benbrook – 97% (57% very satisfied)
- ★ Corinth – 95% (41% very satisfied)

Resident Unprompted Responses

- ★ What makes Colleyville a unique place to live?
 - ★ Rural/country atmosphere/small town feel (25%)
 - ★ Centrally located/close to airport (13%)
 - ★ Low crime rate/safe feeling (9%)
- ★ What is the most critical issue facing Colleyville today?
 - ★ Attracting/keeping quality businesses (28%)
 - ★ Hwy 26 issues/development (11%)
 - ★ Traffic (9%)

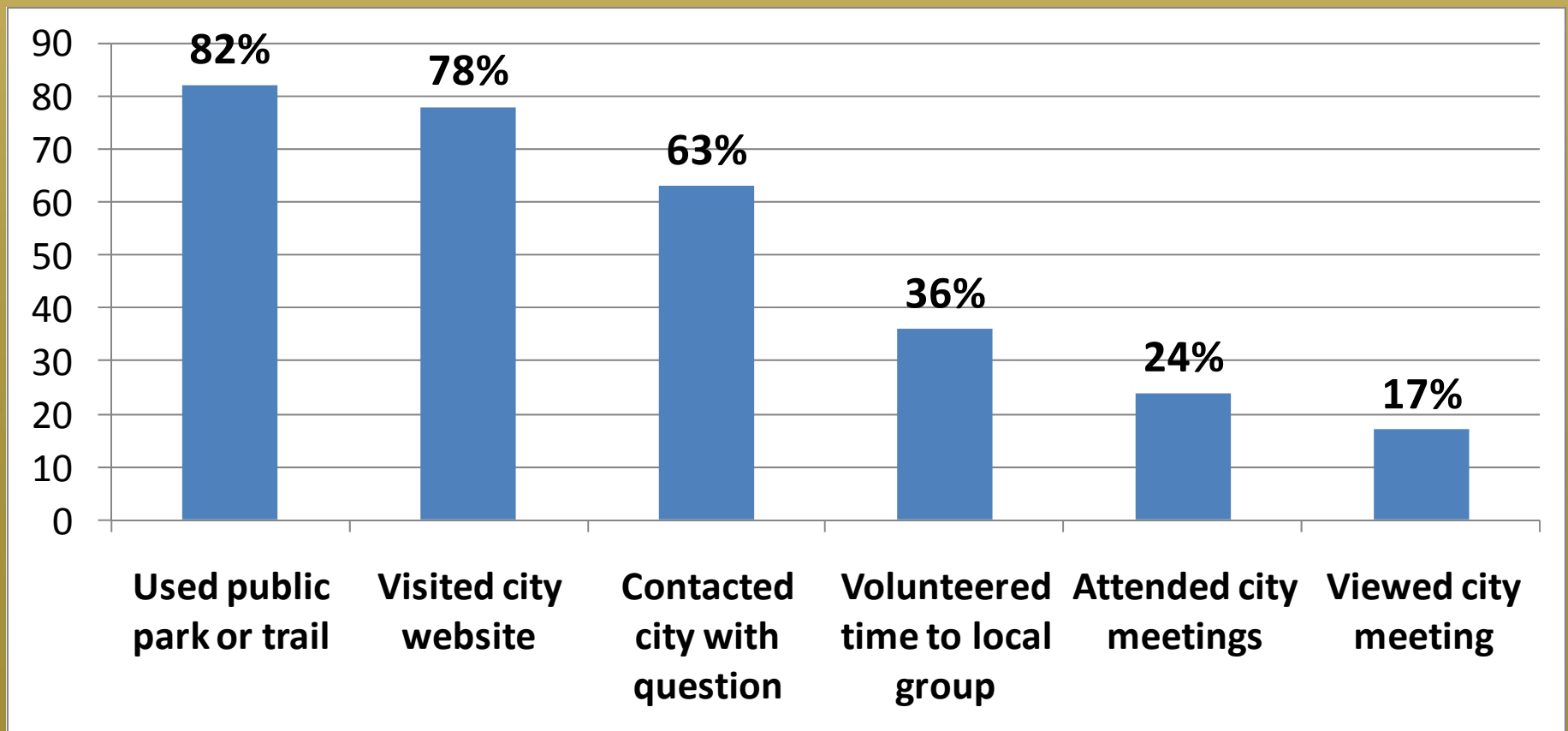
Other Quality Of Life Indicators

- ★ During the time residents have lived in the city, 49% graded the community as improved, 39% the same, and 12% declined
 - ★ Range of improved ratings – 55% in Bransford, to 44% in Heritage (39% online)
- ★ Value of services received from the city as it relates to the amount of tax dollars paid to the city
 - ★ 13% very satisfied + 69% satisfied = 82% satisfaction
 - ★ 2% very dissatisfied + 16% dissatisfied = 18% dissatisfaction

Economic Development Opinions

- ★ I can generally find what I want to buy in Colleyville.
 - ★ 2% strongly agree + 28% agree = 30% agree
 - ★ 17% strongly disagree + 53% disagree = 70% disagree
- ★ Last time people were unable to purchase an item in Colleyville, they were trying to buy:
 - ★ Clothes (30%), electronics/camera/computer (10%), specific store mentioned (9%), groceries(7%)
- ★ I generally find ample entertainment opportunities.
 - ★ 2% strongly agree + 35% agree = 37% agree
 - ★ 10% strongly disagree + 53% disagree = 63% disagree

Frequency Of Participating In Selected City Activities



Ranking Importance And Performance Of Various City Actions

Area	Satisfaction Rating & Rank	Importance Ranking
Having a safe community	96%-3% (1 st)	(1 st)
Providing parks and recreation services	94%-5% (2 nd)	(5 th)
Having community events and festivals	75%-12% (3 rd)	(8 th)
Providing an adequate forum for public input	74%-14% (4 th)	(3 rd)
Keeping citizens informed about city business	80%-16% (5 th)	(2 nd)
Encouraging cultural diversity among residents	50%-11% (6 th)	(10 th)
Encouraging neighborhood beautification efforts	66%-18% (7 th)	(7 th)
Being able to provide mobility traveling east – west	46%-35% (8 th)	(9 th)
Encouraging new business development	34%-57% (9 th)	(6 th)
Retaining existing businesses	34%-56% (10 th)	(4 th)

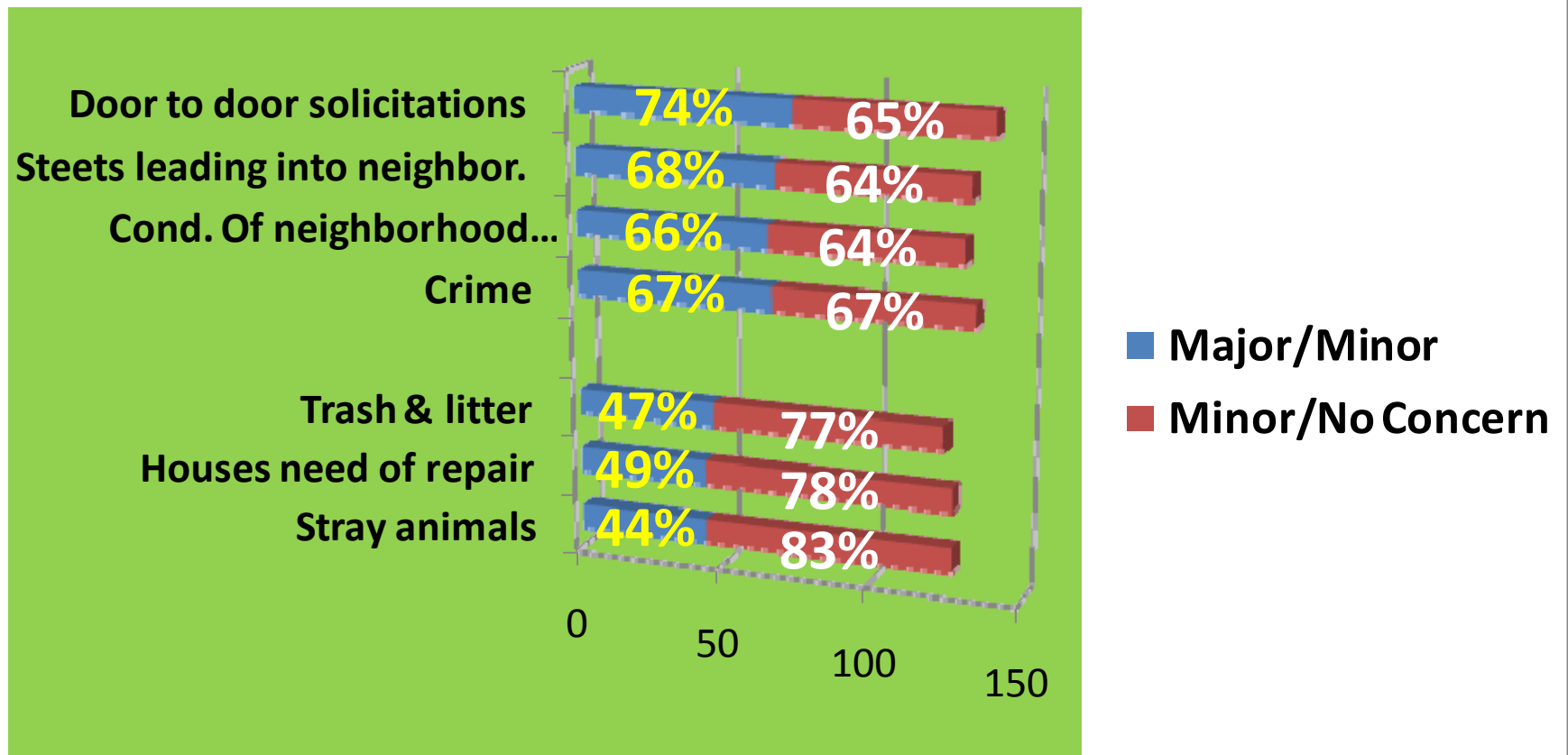
Areas To Make Changes To Improve Satisfaction



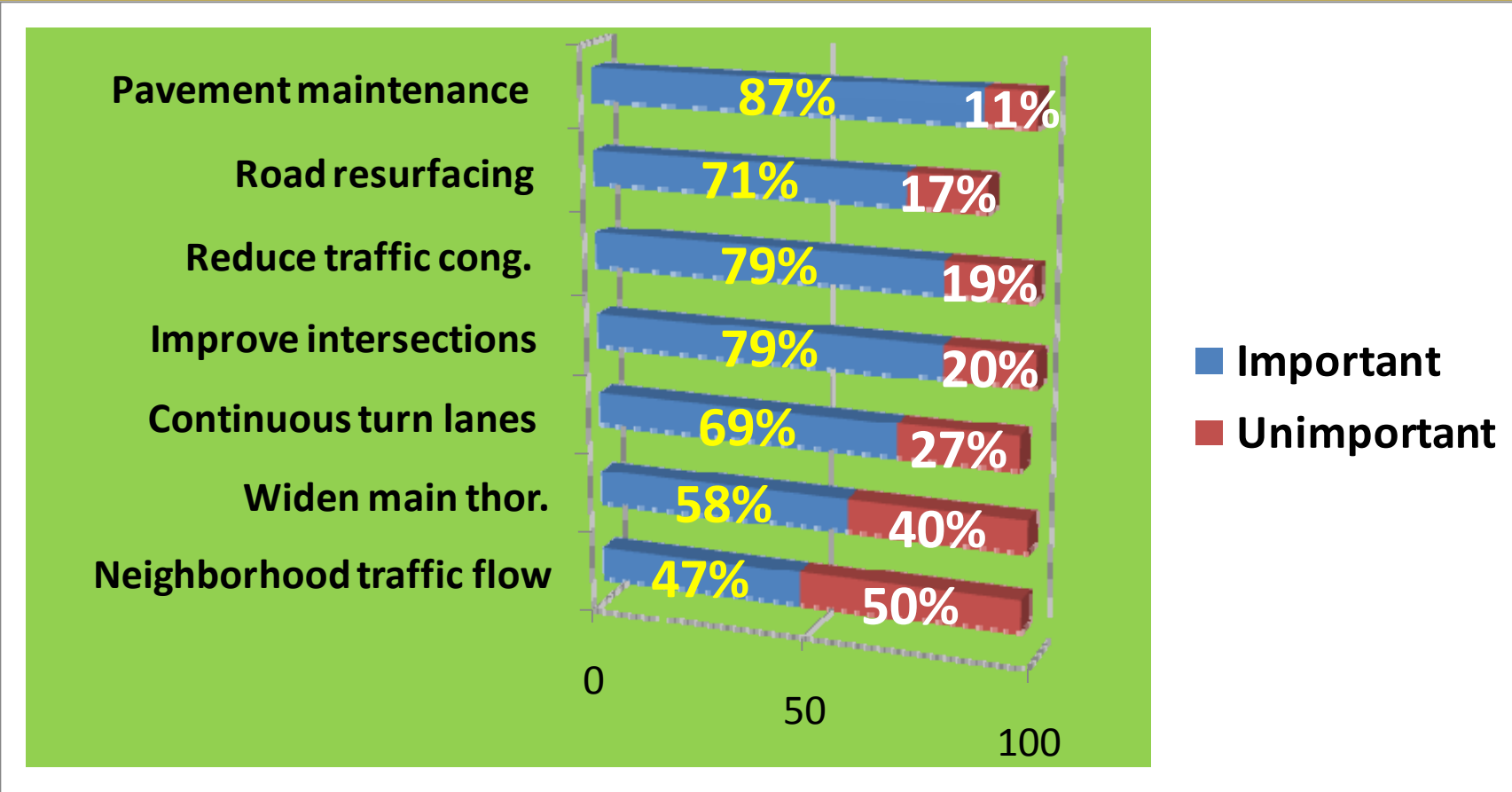
Satisfaction With Overall Appearance Of Neighborhood

- ★ 33% very satisfied + 59% satisfied = 92% satisfaction
- ★ 1% very dissatisfied + 7% dissatisfied = 8% dissatisfaction
- ★ Overall satisfaction ratio of 11.5:1
 - ★ O.C. Taylor – 89%-11%
 - ★ Bransford – 91%-10%
 - ★ Heritage – 94%-6%
 - ★ Colleyville – 91%-10%
 - ★ Glenhope – 98%-2%
 - ★ Online – 94%-6%

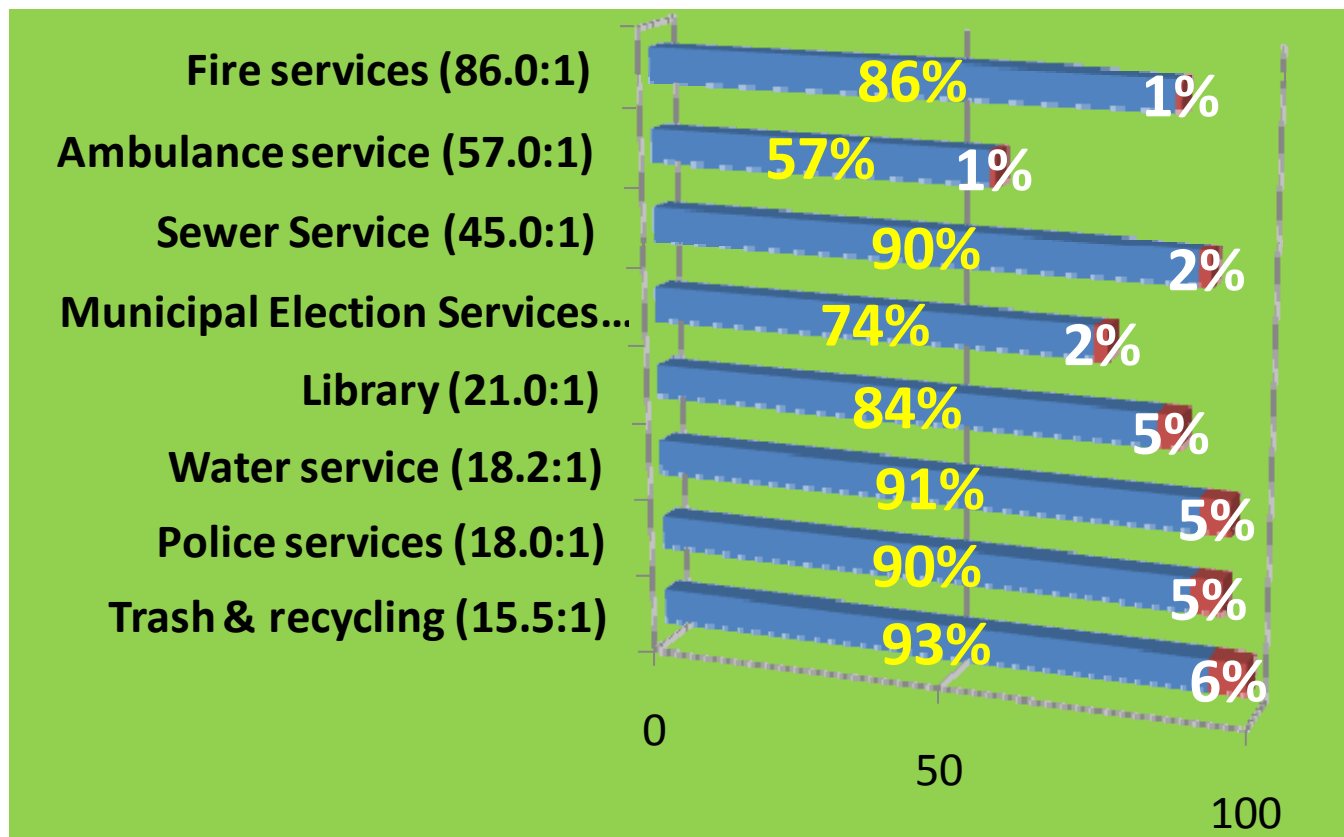
Identifying Potential Conditions In Or Around Neighborhoods



Importance To Spend Additional Funds On Street-related Items

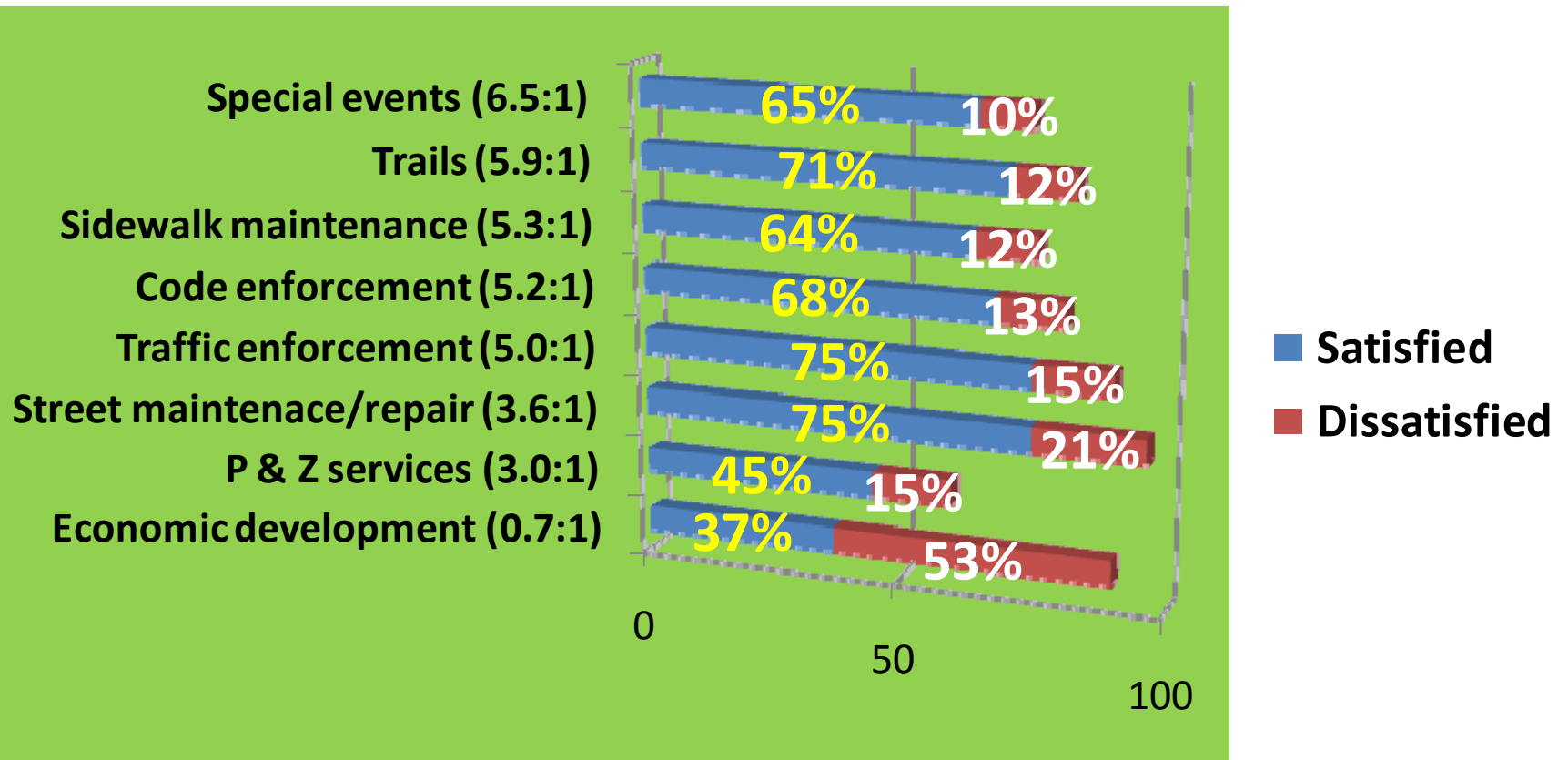


Overall Satisfaction With Selected City Services – Top 8



■ Satisfied
■ Dissatisfied

Overall Satisfaction With Selected City Services – Bottom 8



Comparing Satisfaction: Contact Versus Noncontact

City Service	Contact Satisfaction & Rank	Noncontact Satisfaction & Rank
Fire services (86.0:1)	93%-5 (4 th)	94%-0% (1 st)
Ambulance services (57.0:1)	95%-3% (3 rd)	54%-0% (2 nd)
Sewer service (45.0:1)	96%-3% (2 nd)	88%-2% (3 rd)
Municipal election service (37.0:1)	92%-2% (1 st)	68%-3% (4 th)
Library (21.0:1)	92%-6% (7 th)	79%-4% (5 th)
Water service (18.2:1)	93%-6% (6 th)	90%-5% (7 th)
Police services (18.0:1)	91%-7% (10 th)	90%-5% (6 th)
Trash and recycling (15.5:1)	93%-7% (9 th)	93%-7% (13 th)

Overall Satisfaction With Government Performance Areas

Top Tier By Ratio

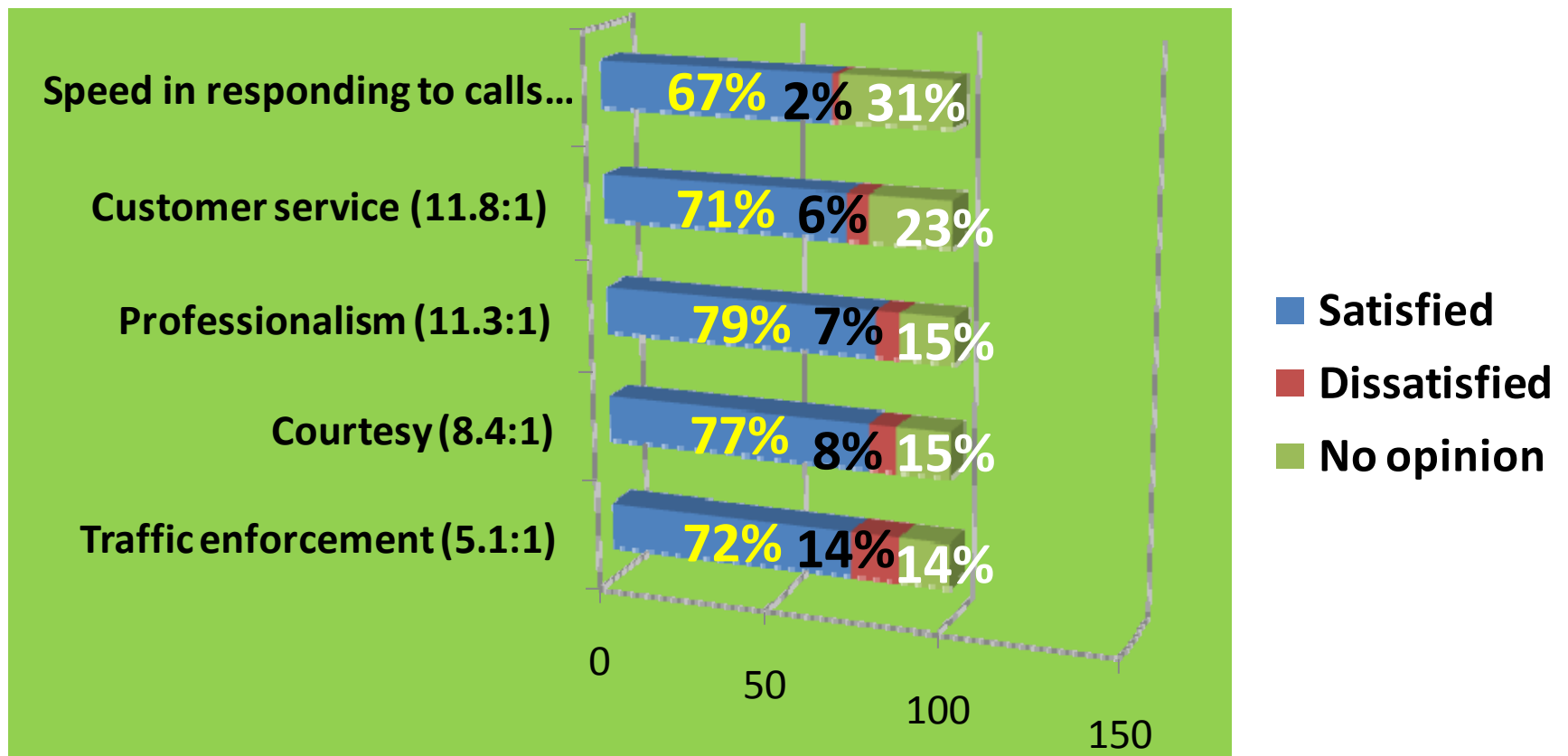
- ★ Maintaining quality of life - 88%-8%
- ★ Providing an adequate forum for public input – 64%
13% (24% no opinion)
- ★ Welcoming citizen involvement - 62%-13% (25% no opinion)
- ★ Managing city funds - 61%-13% (27% no opinion)
- ★ Value of services for taxes paid – 73%-21%

Overall Satisfaction With Government Performance Areas

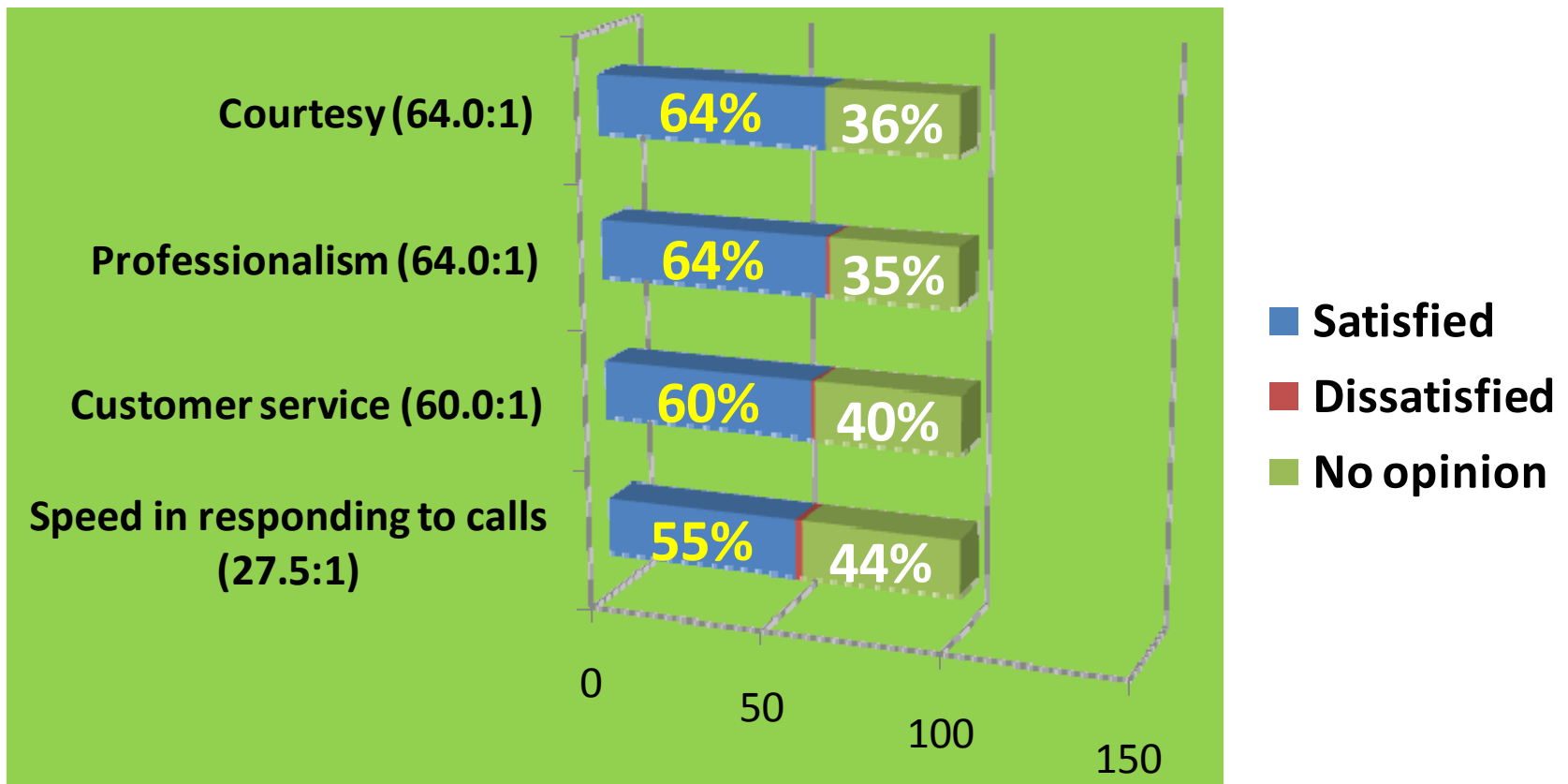
Bottom Tier By Ratio

- ★ Working to keep taxes reasonable – 65%-27%
- ★ Listening to citizens – 51%-22% (27% no opinion)
- ★ Planning for future needs of residents - 54%-26%
(19% no opinion)
- ★ Developing future vision for the city – 43%-34%
(24% no opinion)
- ★ Encouraging economic growth – 36%-54% (10% no opinion)

Overall Satisfaction with Police Department Services



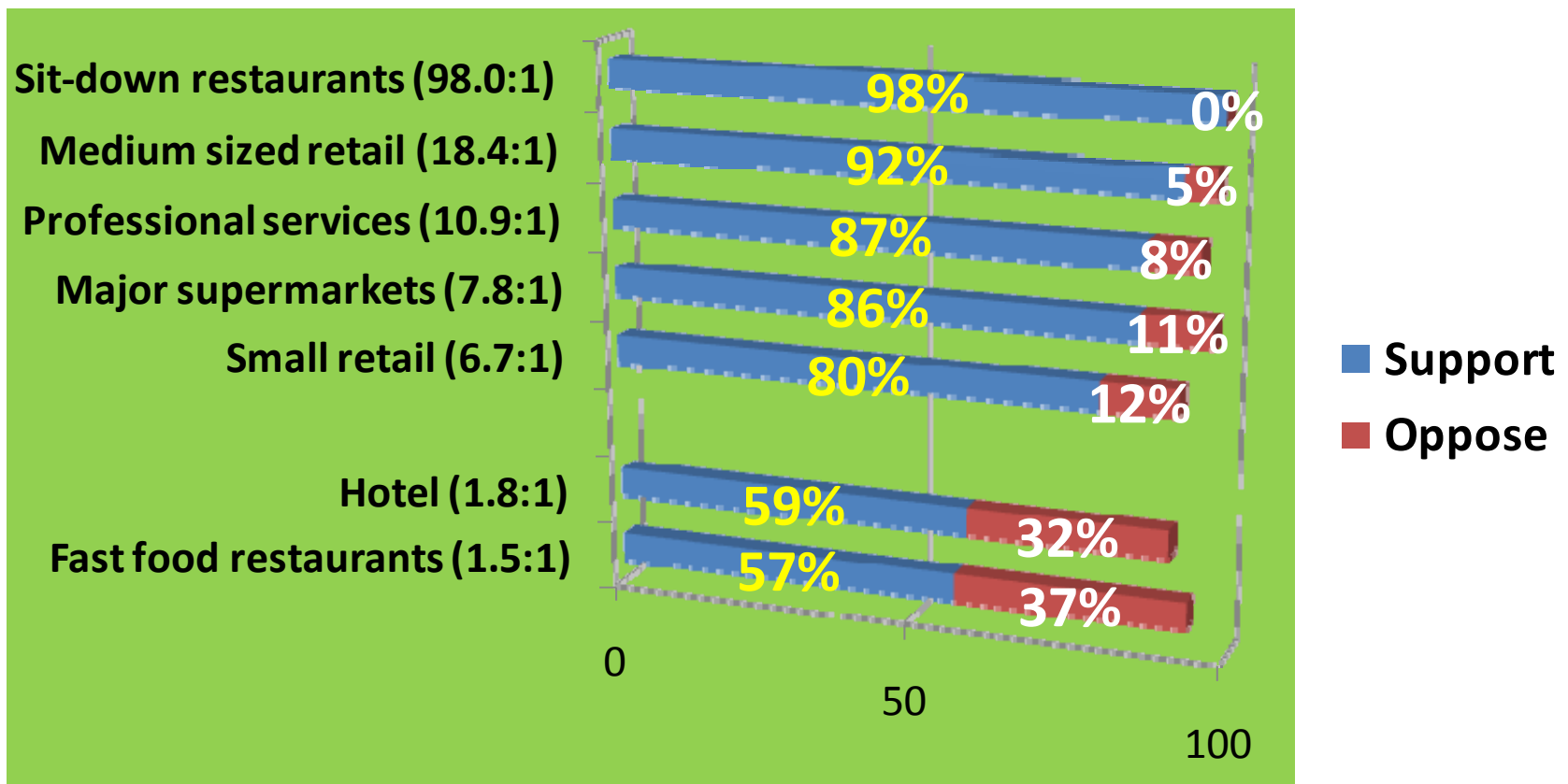
Overall Satisfaction with Fire Department Services



Overall Satisfaction With Customer Service Activities

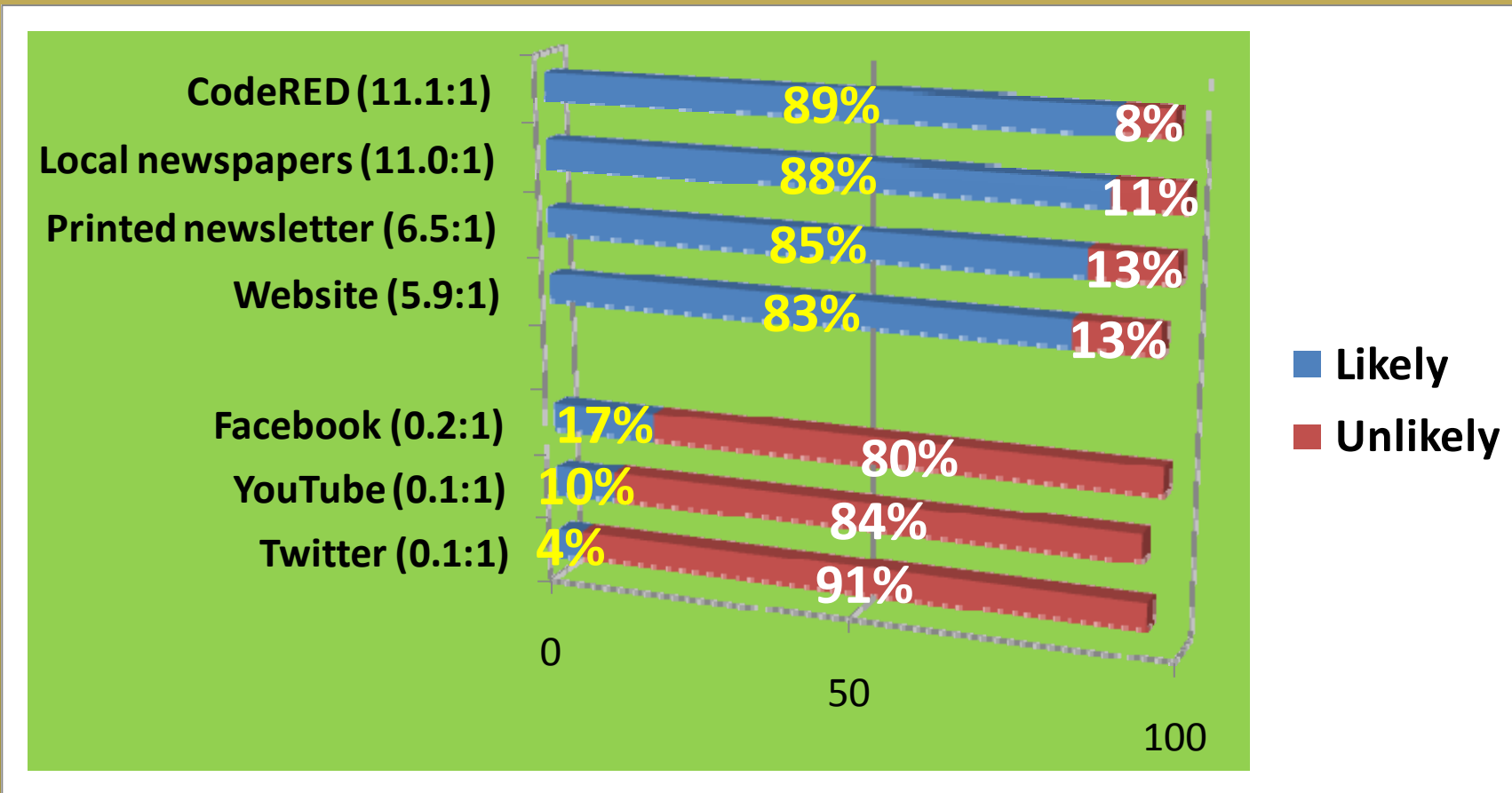
- ★ General courtesy of person responding - 81%-4% (14% no opinion)
- ★ Directed to the correct department/person for my issue – 76%-4% (20% no opinion)
- ★ Employee seemed concerned about my issue - 70%-10% (20% no opinion)
- ★ If not available, correct employee returned my call in reasonable time - 50%-8% (42% no opinion)
- ★ Least satisfied with follow-up from city to ensure issues were addressed – 44%-15% (41% no opinion)

Support For Types Of Economic Development In Colleyville



COLLEYVILLE

Likelihood To Read Or Utilize Sources To Obtain Information



General Survey Findings

- ★ The sample tended to be older, with 48% of men and 44% of women over the age of 56; also encouraging that better than 18% of sample completed a survey, either through the mail or online
- ★ Satisfaction with quality of life very high, especially in terms of intensity. Commented on rural-country atmosphere/small town feel as what made the city unique
- ★ Also positive about safety in community and resident opportunities for comment

Additional Survey Findings

- ★ Their biggest concern, throughout the survey, focused on business development and retention
- ★ Most critical issue identified as attracting/keeping quality business/economic development
- ★ Less than one in three agreed that they find what they wanted to buy in Colleyville
- ★ Least satisfied with encouraging new business development and retaining existing businesses
- ★ Would desire more sit-down restaurants, medium sized retail stores, and supermarkets

Additional Survey Findings

- ★ Door-to-door solicitations and conditions of neighborhood streets of most concern in neighborhoods
- ★ Would allocate funds to pavement maintenance and repair and resurfacing roads
- ★ Satisfied with city services, most noticeably fire, ambulance, sewer, municipal election services, and library
- ★ Highest satisfaction with providing forum for input and welcoming citizen involvement
- ★ Satisfied with interaction with city employees