

## City of Coppell 2018 Community Survey

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INTRODUCTION: Hello, I'm \_\_\_\_\_ and I'm calling on behalf of the City of Coppell. I'm with Issues and Answers Research. We have some questions for residents about opinions regarding the City and services the City provides.

[IF ASKED ABOUT HOW LONG THIS TAKES:] This should take less than 15 minutes of your time.

[IF TOLD THIS IS A BUSINESS:] [THANK AND TERMINATE]

### SAMPLE

- 1 Landline
- 2 Cell phone
- 3 Online

[IF SAMPLE = 1 OR 2, ASK S1; IF SAMPLE = 3, SKIP TO INST]

S1. Are you speaking to me on a cell phone?

- 1 Yes [ASK S2]
- 2 No [SKIP TO S3]

S2. Are you driving or is this a safe time for us to talk?

- 1 Safe time to talk -----[SKIP TO INST]
- 2 Driving or not safe -----[SCHEDULE CALLBACK]

S3. May I speak with the male or female head of your household, please?

- 1 Yes [CONTINUE]
- 2 Not available [SCHEDULE CALLBACK]

[INST] The next questions are to ensure that we are talking to a variety of people from all areas of the City.

S4. Gender [FROM OBSERVATION]

- 1 Male
- 2 Female

S5. Roughly how many years have you lived in Coppell? [READ LIST IF NEEDED]

- 1 Less than one year
- 2 1 to 5 years
- 3 6 to 10 years
- 4 11 to 15 years
- 5 16 to 20 years
- 6 More than 20 years
- 7 **[DO NOT READ]** I don't live in Coppell **[THANK AND TERMINATE]**
- 6 **[DO NOT READ]** Not sure
- 7 **[DO NOT READ]** Refused **[THANK AND TERMINATE]**

S6. In which area of Coppell do you live? **[READ LIST]** How did we determine this breakdown?

- 1 North of Sandy Lake and east of Denton Tap
- 2 West of Denton Tap
- 3 South of Sandy Lake and east of Denton Tap

S7. Do you own or rent your home?

1. Own
2. Rent

S8. Which of the following categories best describes your age? **(READ LIST)**

- 1 Less than 18 years of age **(THANK AND TERMINATE)**
- 2 18 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 to 74
- 8 75 or older
- 9 **(DO NOT READ)** Not sure
10. **(DO NOT READ)** Refused

S9. Do you consider yourself to be Spanish, Hispanic or Latino?

- 1 Yes
- 2 No
- 3 Not sure
- 4 Refused

S10. Which of the following best describes you? [READ LIST; ROTATE ITEMS 1-4]

- 1 White or Caucasian
- 2 Asian or Asian-American
- 3 African-American
- 4 Native American
- 5 Other (PLEASE SPECIFY)
- 6 Two or more/Mixed
- 7 Not sure
- 8 Refused

[MAIN QUESTIONNAIRE]

1. Overall, how satisfied would you say you are with the quality of life in Coppell? Would you say you are

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 7 **(DO NOT READ)** Not Sure

1A. For what reasons do you feel that way? (OPEN END; UP TO THREE RESPONSES)

1B. Why did you choose to live in Coppell? (OPEN END; UP TO 3 RESPONSES)

2. During the time you have lived in Coppell, would you say the quality of life has improved, remained the same or declined?

- 1 Improved
- 2 Remained the same
- 3 Declined
- 7 **(DO NOT READ)** Not Sure

[RANDOMIZE ORDER OF Q3 THROUGH Q36.]

I'm going to read a list of city services and features. For each, please tell me whether you are very satisfied, satisfied, dissatisfied or very dissatisfied with the service.

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 7 **[DO NOT READ]** Not Sure

3. Emergency medical services
4. Police services
5. Fire Department services
6. Public parks in Coppell
7. Recreational facilities in Coppell
8. Library including online services
9. Planning for residential development
10. Code enforcement
11. Building inspection services
12. Trash pickup and recycling services
13. Drinking water and wastewater collection services
14. Sidewalk maintenance
15. Courtesy and professionalism of City employees
16. The Old Town Coppell shopping and entertainment area
17. The City's efforts to communicate with and engage residents
18. The City's efforts to protect natural resources, the environment and open green space
19. The opportunity citizens have to share their ideas or opinions before the City makes important decisions (ie- attending a Council meeting or board meeting)
20. The City Website
21. The Coppell Farmer's Market
22. The Coppell Senior Center
23. Job opportunities in Coppell
24. Economic development in Coppell
25. The Municipal Court
26. Access to information about City facilities and services
27. Access to information about items pending before City Council
28. Planning for the future needs of residents
29. Arts and cultural events in Coppell
30. Storm water management
31. Maintaining a qualified workforce of City employees

[END RANDOMIZATION BLOCK]

32. How satisfied are you that requests for police assistance receive a prompt response?

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 7 (DO NOT READ) Not Sure

(QUESTION WORDING FOR ITEMS Q33 THROUGH 40) I'm going to ask some questions about living in Coppell. For each, please tell me whether you are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with each item.

(ALL QUESTIONS 33 THROUGH 40 USE THE SAME RESPONSE CATEGORIES, SHOWN BELOW.)

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 7 (DO NOT READ) Not Sure

- 33 The beautification and landscaping of City roadways
- 34. The overall appearance of Coppell
- 35. The condition of the main roads within the City
- 36. The condition of neighborhood streets
- 37. The ease of traffic flow on main roads within the City
- 38. How safe you feel in your neighborhood
- 39. How safe you feel in Coppell overall
- 40. The visibility of police in your neighborhood

[END ROTATION GROUP]

- 41. I'd like to get your overall satisfaction with City services. Are you very satisfied, satisfied, dissatisfied or very dissatisfied overall?

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 9 (DO NOT READ) Not Sure

- 42. The city is funded by various sources, one being property taxes. Please consider all your experiences to date with services provided by the city. Would you consider the money you pay versus the services provided to be a:

- 4 Great value
- 3 Good value
- 2 Fair value
- 1 Poor value
- 9 (DO NOT READ) No opinion

- 43. What is the one thing the City should do to make Coppell a better place in which to live? [OPEN  
END]

44. Next, I read a set of six items. For each set, please tell me what's most important to you in terms of your satisfaction with your quality of life in Coppell, and what's least important to you.

EXAMPLE SET:

Most important (SINGLE RESPONSE)	Items	Least important (SINGLE RESPONSE)
	Overall appearance of Coppell	
	The ease of traffic flow on main roads	
	Technology/Smart Cities	
	Public parks and Amenities in Coppell	
	Storm water Drainage	
	Diviersity of Housing	

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Which of the following resources provided by the City of Coppell have you visited or used in the past 12 months? [READ LIST, ROTATE]

- 1 Have visited or used
- 2 Have not visited or used
- 7 Not sure

- 45. Public parks
- 46. Recreation centers
- 47. Cultural events
- 48. The library, either in-person or online
- 49. Building inspection
- 50. Code enforcement

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Have you had any emergency or non-emergency contact with [READ ITEM; ROTATE]?

- 1 Yes, had emergency contact
- 2 Yes, had non-emergency contact
- 3 Yes had both emergency and non-emergency contact
- 4 No contact
- 9 Not sure

- 51. Coppell Police Department
- 52. Coppell Fire Department
- 53. Coppell Emergency Medical Services

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54. Have you reached out to the city regarding any questions or concerns in the past 12 months?

- 1 Yes, have contacted City [ASK Q55]
- 2 No have not [SKIP TO Q57]
- 7 Don't recall [SKIP TO Q57]

55. Which of the following methods do you generally use to contact the City? [READ LIST, ROTATE]

- 1 Telephone
- 2 Mail
- 3 E-mail
- 4 Face-to-face contact
- 5 Social Media
  
- 9 [ALWAYS READ LAST] Something else (PLEASE SPECIFY)
- 10 [DO NOT READ] Not sure

56. How satisfied are you with each of the following aspects of your contacts with the City – Very satisfied, Satisfied, Dissatisfied or Very Dissatisfied?

- 1 Very satisfied
  - 2 Satisfied
  - 3 Dissatisfied
  - 4 Very dissatisfied
  - 7 (DO NOT READ) Not Sure
- A. The courtesy and professionalism of the person answering the phone
  - B. The promptness of response to your messages
  - C. Ability to connect to the correct person or department easily
  - D. The City representative took the time to understand your need or concern
  - E. How your issue or concern was resolved
  - F. How well the City response was explained to you
  - G. Follow-up by the City to make sure the issue was resolved
  - H. City personnel showed pride in their work

57. How well informed do you feel you are with the work of the City Council – very well informed, somewhat well informed, not well informed, or not at all informed?

- 1 Very well informed
- 2 Somewhat well informed
- 3 Not well informed
- 4 Not at all informed [SKIP TO Q59]

7 Not sure

58. How satisfied are you with the following aspects of the City Council's work – very satisfied, satisfied, dissatisfied or very dissatisfied? (READ LIST; RANDOMIZE)

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 7 (DO NOT READ) Not Sure

- A. Council members working together to promote the community
- B. Encouraging economic growth
- C. Maintaining quality of life in the City
- D. Developing effective planning and zoning regulations
- E. Working to keep taxes reasonable
- F. Planning for the future needs of residents
- G. Managing City Budget
- H. Providing an adequate forum for public input

59. How satisfied are you with how well the City communicates [READ FIRST ITEM, ROTATE] – very satisfied, satisfied, dissatisfied or very dissatisfied?

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 7 (DO NOT READ) Not Sure

- A. General information
- B. Public safety notices
- C. Emergency alerts
- D. Information about special events and activities
- E. Neighborhood and travel related notices such as road closures and water shutoffs

60. How would you prefer to receive Information from the City [READ LIST; ROTATE; MULTIPLE RESPONSE]?

- 1 Television
- 2 Radio
- 3 Newspaper
- 4 City Website



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- 5 Text message
- 6 Facebook
- 7 E-mail
- 8 Direct mail
- 9 Twitter
- 10 Nextdoor
- 11 Instagram
- 12 (DO NOT READ) Not sure

61. Which of these source is most valuable to you in obtaining information and news about the City?  
[SINGLE RESPONSE; READ LIST IF NEEDED]

- 1 The City website
- 2 The City's Facebook page
- 3 The Coppell News water bill insert
- 4 The message portion of the water bill
- 5 The City's Twitter page
- 6 The City's Linked-In page
- 7 The City's Instagram page
- 8 The City's Nextdoor page
- 9 Talking with City staff
- 10 The City Council
- 11 The CITV community news cable TV channel
- 12 Watching a City YouTube video
- 13 Flyers or brochures available from the City
- 14 Digital signs

62. In the past 12 months, has anyone in your household used the City website to [READ ITEM;  
ROTATE]?

- 1 Request services or documents from the City
- 2 Register for a City recreation program
- 3 Access the Library's online catalog
- 4 Read weekly e-news
- 5 Pay fees or bills for City services
- 6 Do something else (PLEASE SPECIFY)
- 7 [DO NOT READ] Not sure

Finally, we have some questions for classification purposes

F0. How many more years do you plan to live in Coppell? [READ LIST]

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- 1 Less than three years
- 2 Three to less than 5 years
- 3 Five to less than 7 years
- 4 Seven years or more
- 7 [DO NOT READ] Not sure

F1. If you have children under the age of 18 living in your home, please indicate the age groups into which they fall? (READ LIST)

- 1 6 years or age or younger
- 2 7 to 12 years of age
- 3 13 to 18 years of age
- 4 (DO NOT READ) No children under 18 living in the home
- 9 (DO NOT READ) Refused

F2. What is the highest level of education you have completed?

- 1 High school or less
- 2 1-3 years of college/trade school/community college
- 3 4-year college degree/bachelor's degree
- 4 Graduate or professional degree beyond college
- 8 Not sure
- 9 Refused

F3. What languages do you speak most often in your home? (DO NOT READ LIST; UP TO THREE RESPONSES)

- 1 English
- 2 Spanish
- 3 Arabic
- 4 Hindi
- 5 Mandarin
- 5 Malay
- 6 Thai
- 7 Urdu
- 8 Vietnamese
- 9 Other (PLEASE SPECIFY)

F4. Finally, do you have both a cell phone and a traditional landline phone?

- 1 Yes, both
- 2 No [SKIP TO CLOSING]

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F5. Roughly what percentage of your personal calls do you make and receive using your cell phone?

RECODE PERCENT

CLOSING: Thank you for sharing your time with me today. The results of the survey will be published on the City Website after the presentation to City Council, scheduled for December.