



Citizen Satisfaction Survey Report

October 2019



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Research Objectives



- **The City of Coppell has been surveying residents since 1994. The primary goal of the survey is to determine the satisfaction of residents with the level of services provided by the City, and to help identify the mix of programs and services to best meet their expectations. The results of the survey are used to guide strategic and business planning, as well as budgeting decisions.**
- **Specifically, the survey is designed to meet the following objectives:**
 - 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.
- **To leverage the research further, and for benchmarking purposes, the results in key areas are compared to the previous survey iteration conducted in 2016, which was fielded following a similar mixed mode approach (telephone and self-administered interviews.) Please note that the questionnaire has been changed significantly in 2019, and that all comparisons are based on the 2016 written report only (not raw data,) which makes them directional in nature.**
- **Importance-satisfaction analysis (correlation, regression and MaxDiff techniques) is also conducted to identify service areas in need of improvement and the top priorities pertinent to the residents.**

Background & Methodology



- **The Citizen Survey was conducted with 401 residents of Coppell between March 5, 2019 and March 25, 2019. Interviews lasted approximately 32 minutes each and were completed using dual methodological approach: mail-to-web and telephone.**
- **The sample size was designed to ensure a 95% level of confidence and a +/- 5% error margin for combined methodologies.**
 - The margin of error for the mail-to-web methodology on a stand-alone basis was 9%.
 - The margin of error for the telephone methodology on a stand-alone basis was 6%.
- **All surveys were conducted using Issues & Answers' Computer-Assisted Interviewing System.**
 - All respondents were asked the same questions, regardless of methodology. Minor variations existed between the telephone and online scripts to change wording from interviewer instructions to self-administered survey instructions.

- **Mail-to-Web Data Collection**

- Using an address-based random sample, a total of 4,156 postcard invitations were mailed to residential addresses in the City of Coppell.
- All postcard recipients were given the option to complete the online survey in English, Spanish, and Hindi.
- A total of 176 recipients responded to the postcard, and 125 completed the survey. All completed interviews were submitted in English. Two residents accessed the Hindi version but did not complete the interviews. No residents accessed the Spanish version.

Sampling Plan – cont'd.



- **Telephone Data Collection**

- A total of 276 telephone interviews were conducted using both listed landline sample (79 interviews) and enhanced wireless sample (197 interviews).
- Enhanced wireless sample included cell phone records with billing addresses within the City of Coppell and was not limited to just area codes associated with the City and surrounding areas.
- To insure all respondents resided in the City of Coppell, a screener question verifying residency was also included in the survey.
- Telephone interviewing took place from Issues & Answers call centers in San Marcos, TX, and Virginia Beach, VA.

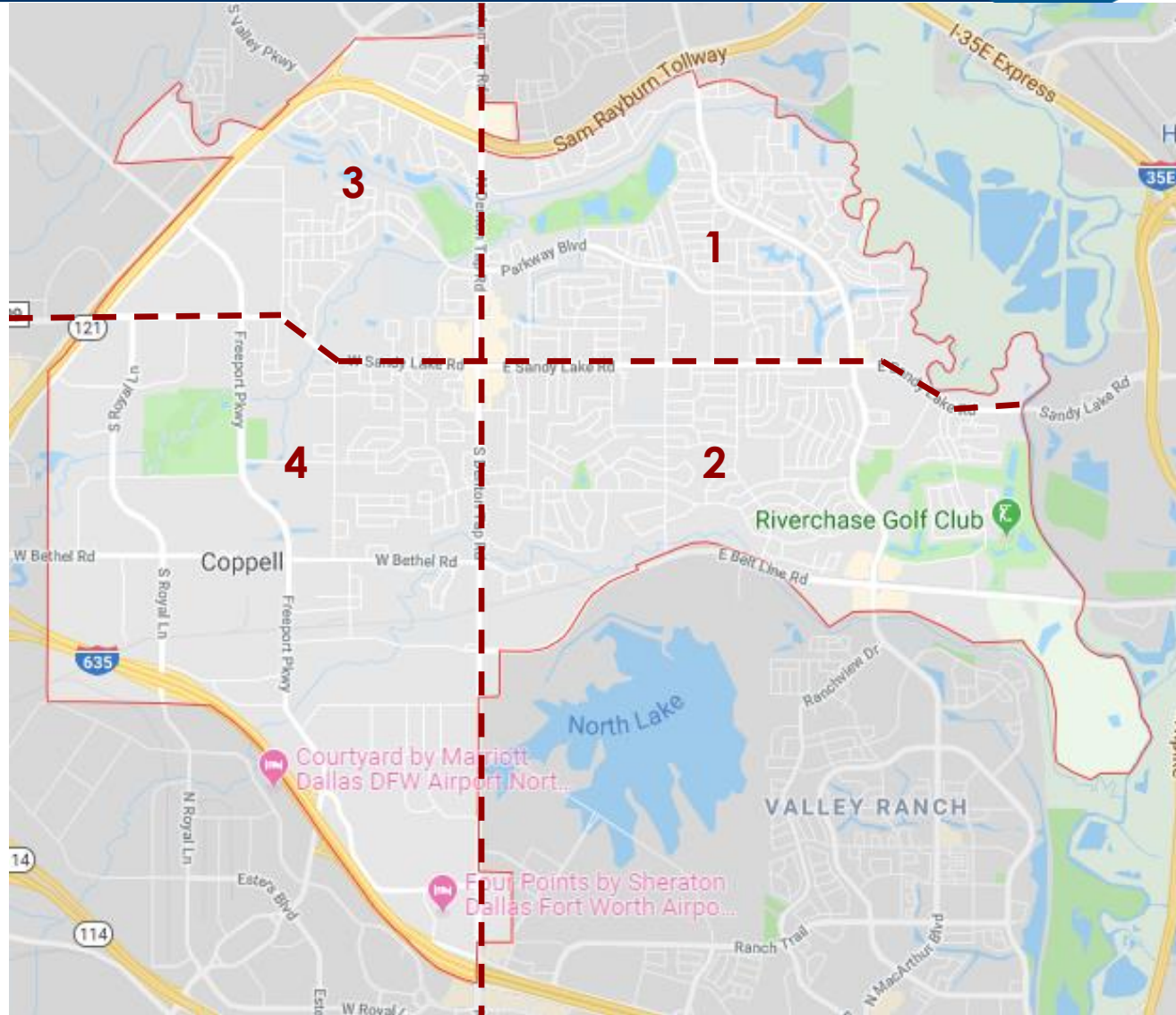
- **The table below displays the telephone sample sizes, incidence of qualified respondents, the number of attempts, and the number of completed interviews.**

	Listed Landline Sample	Enhanced Wireless Sample
# of Records	5,677	11,384
# of Completes	79	197
Incidence of Qualified Respondents	84%	24%
Total # of Telephone Attempts	51,252	

Coppell – Area Designation Map

Geographic data in this report is broken into 4 regions:

Area	Description
1	North of Sandy Lake Road, east of Denton Tap Road
2	South of Sandy Lake Road, east of Denton Tap Road
3	North of Sandy Lake Road, west of Denton Tap Road
4	South of Sandy Lake Road, west of Denton Tap Road





Detailed Findings

- The majority (96%) of Coppell residents are satisfied with the quality of life in Coppell.

This finding is essentially consistent with the 2016 and earlier survey results. Specifically, in 2016, 99% reported satisfaction with the overall quality of life. Over the 25-year period (1994-2016,) no less than 97% of Coppell's citizenry have been satisfied with the quality of life in the City.

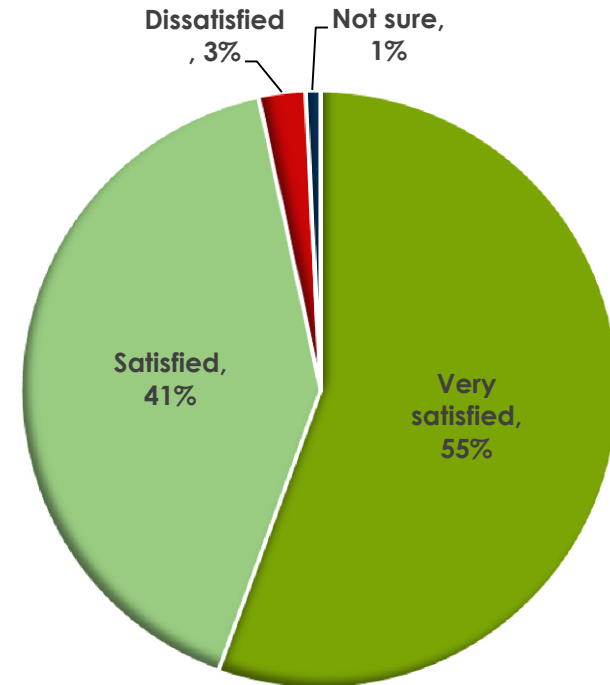
The ratio of "very satisfied" is below the 2016 result (55% vs. 68%.) However, it is still above the 52% threshold observed over the past 25 years.

- A total of 4% of those living south of Sandy Lake Road and west of Denton Tap Road (Area 4) report dissatisfaction, and 3% of those living north of Sandy Lake Road and west of Denton Tap Road (Area 3) say the same.

In 2016, the western part of the City was also least likely to express satisfaction with the quality of life.

- Finally, a total of 4% of Asian/Asian-American residents say they are dissatisfied (4%.)

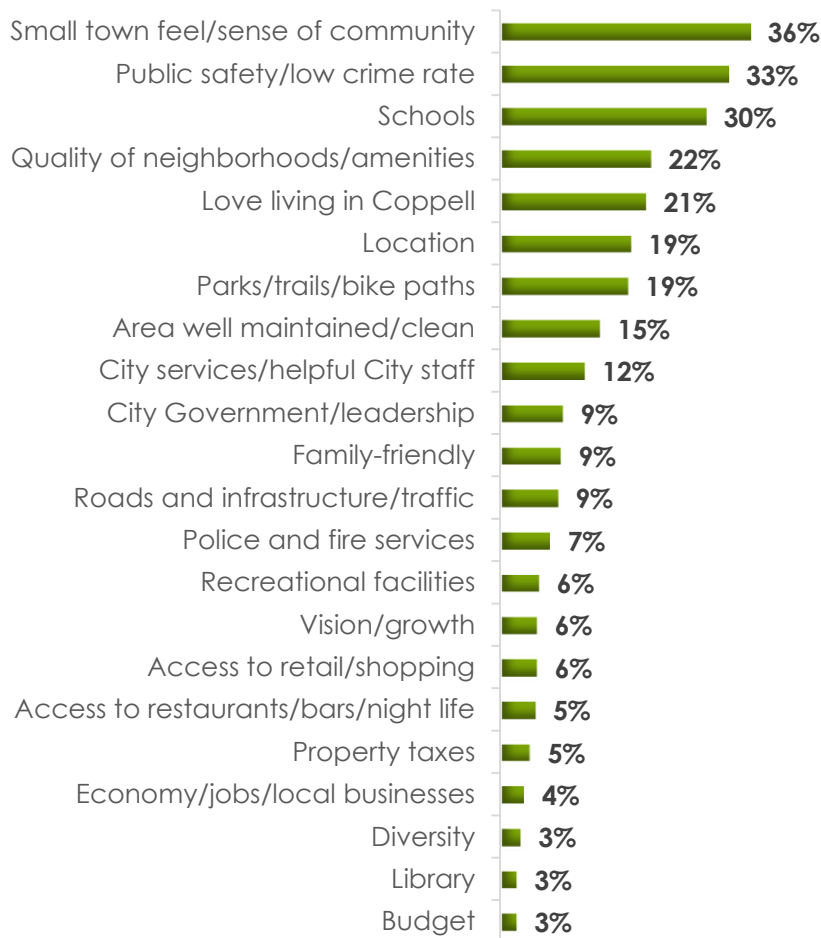
Quality of Life in Coppell



Quality of Life – cont'd.



Reasons Why Satisfied with Quality of Life in Coppell



- **Residents satisfied with the quality of life in Coppell mention its small town feel and sense of community most often. Nearly four in ten (36%) give this response.**
 - This is particularly true of citizens residing in Area 1 (north of Sandy Lake Road and east of Denton Tap Road)(38%). In comparison, residents of Area 4 (south of Sandy Lake Road and west of Denton Tap Road) are least likely to share this sentiment (28%).
 - Additionally, this perspective is most common among residents age 45-54 (49%).
- **One third (33%) of residents are satisfied with the quality of life in the City due to a high level of public safety and a limited crime rate.**
 - This perception is most common among young residents. Specifically, 71% of those age 18-24 feel this way, and 44% of those age 25-34 say the same.
- **At 30%, schools come in third as the main factor behind satisfying quality of life in Coppell.**
 - This response is driven by Asian American residents (46%) as well as college graduates and those who have completed post graduate work (32%).

Note: Responses with less than 3% of mentions are not shown

Q1A. [Base: Satisfied with quality of Life in Coppell, n=380] For what reasons do you feel that way?

Quality of Life – cont'd.



- As discussed earlier, a total of 3% of Coppell residents are dissatisfied with the quality of life in the City. Among these respondents, the main reasons of dissatisfaction include roads and infrastructure/traffic (55%), as well as schools (46%.)

Reasons Why Dissatisfied with Quality of Life in Coppell	#	%
Roads and infrastructure / traffic	6	55%
Schools	5	46%
Property taxes	3	27%
City Government / leadership	3	27%
Vision / growth	3	27%
Budget	2	18%
Economy / local businesses	2	18%
Property values	2	18%
Access to restaurants / bars / nightlife	2	18%

Note: Responses given by fewer than 2 respondents are not shown

Q1A. [Base: Dissatisfied with quality of Life in Coppell, n=11] For what reasons do you feel that way?

Quality of Life – cont'd.



- The following chart compares the results of this study to similar recent Citizen Surveys conducted in comparable Texas cities.

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%

- Q1. [Base: Total respondents, n=401] Overall, how satisfied are you with the quality of life in Coppell?

Changes to Quality of Life

- **More than four in ten residents (41%) believe that the quality of life in Coppell has improved during the time they have lived in the City.**

Coppell scored at 40% improved quality of life in the 2016 study.

- The perception of improvement is driven mostly by residents with a high school or lower education (55%.)
- **Less than a half (45%) of residents thinks that the quality of life has remained essentially the same.**

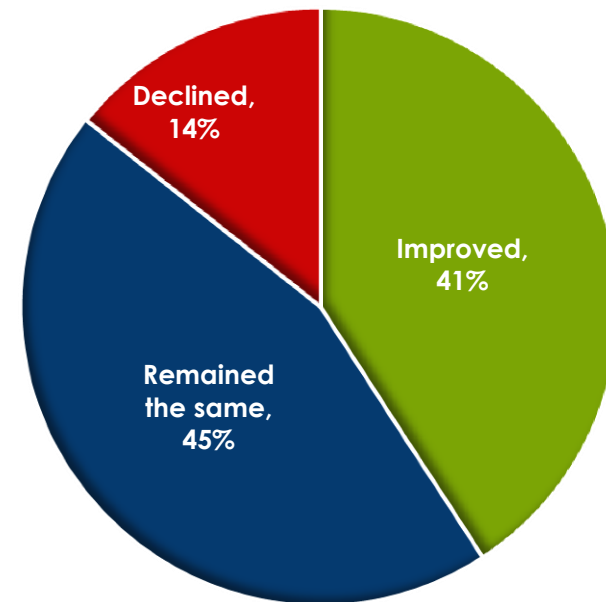
The 2016 result was 48%.

 - While residents age 45+ are more likely to see the quality of life as improved or declined, younger respondents are most likely to feel it stayed the same (64%.)
 - Residents of northern Coppell (Areas 1 and 3) are most inclined to grade quality as having stayed the same (51%.)
- **The belief that the quality of life in the community has worsened is shared by 14% of citizens.**

A total of 9% said “declined” in 2016.

 - Residents of Area 2 (south of Sandy Lake Road and west of Denton Tap Road) are most likely to believe the quality of life in Coppell has declined (19%.) Similarly, Caucasians (15%) and those with post graduate degrees (16%) are more likely than others to share this view.

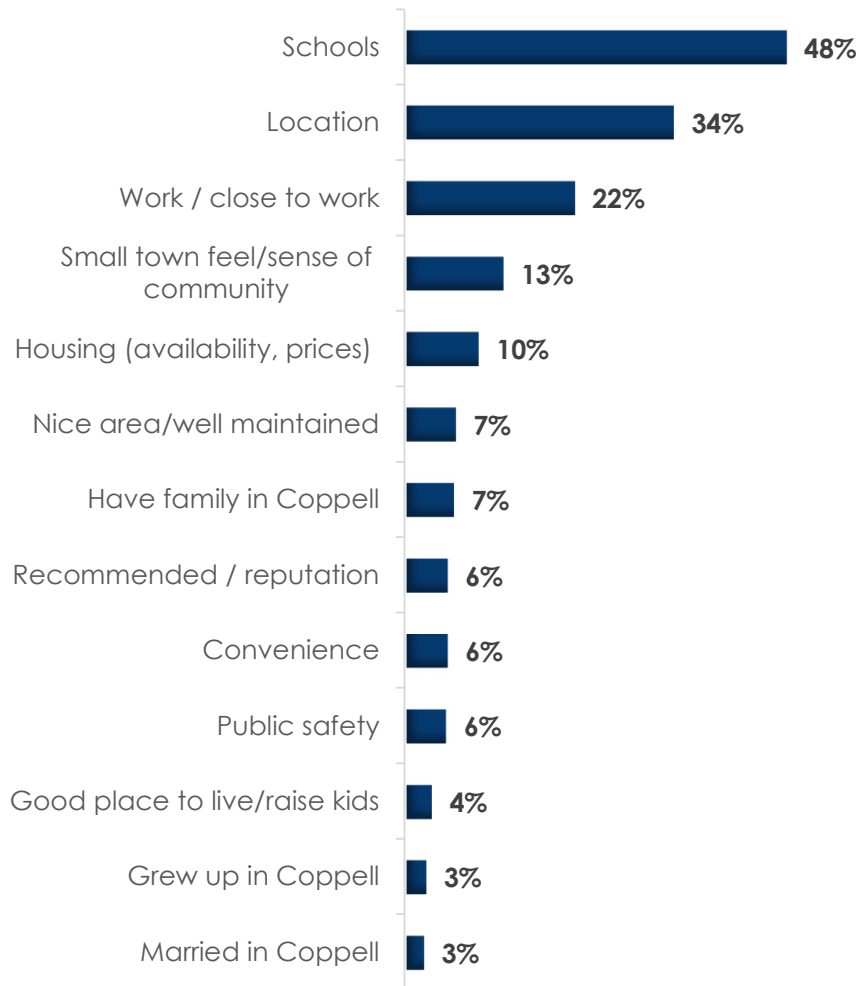
Changes to Quality of Life
in Coppell



Most Appealing Features of City



Most Appealing Features of City



- When asked why they chose to live in Coppell, residents cite schools most often. Nearly half (48%) gives this response. Location (in general, as well as in relation to the Airport and the DFW metroplex) follows, with over one third (34%) having chosen Coppell based on this factor.

In 2016, schools and location also tested as the two most appealing features of the City (59% and 52%, respectively.)

- Several trends are noted as far as Coppell's schools are considered:

Mirroring the 2016 patterns, younger residents, and particularly those ages 35-54, are more likely to be drawn to Coppell because of schools than those age 65+.

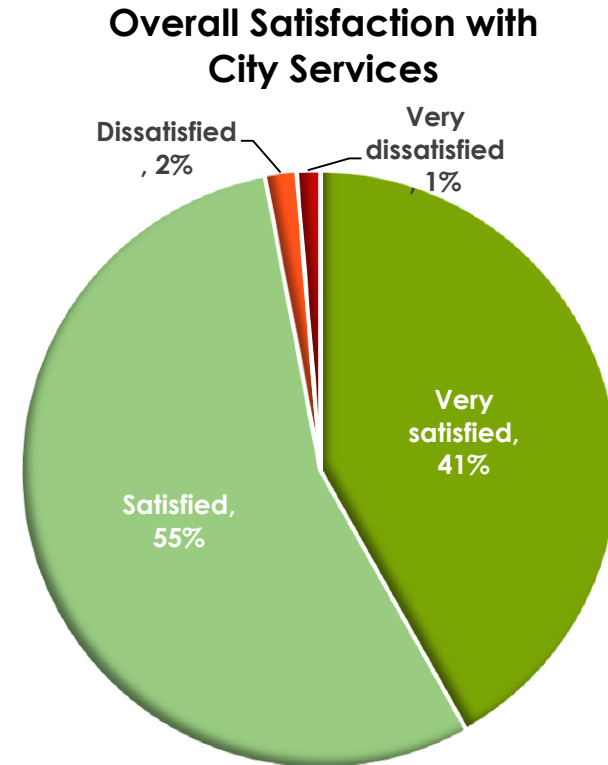
- Predictably, the appeal of Coppell's schools increases in proportion to residents' levels of educational attainment, with college graduates (49%) and holders of post graduate degrees (53%) mentioning them most often.
- At 76%, Asian/Asian-American residents are more inclined to focus on good schools than Caucasian (46%) or African American residents (44%).
- Finally, citizens residing north of Sandy Lake Road and east of Denton Tap Road (Area 1) mention schools much more often than the remaining citizens of Coppell (54%). Those living south of Sandy Lake Road and east of Denton Tap Road (Area 2) cite schools a total of 42%.

Note: Responses with less than 3% of mentions are not shown

Q1B. [Base: Total respondents, n=401] Why did you choose to live in Coppell?

Overall Satisfaction

- **In general, a total of 96% of Coppell residents are satisfied with City services.**
 - Among them, more than four in ten (41%) are very satisfied.
 - The observed satisfaction score is driven mostly by the youngest (18-24) and the oldest (75+) resident segments, 100% of whom express satisfaction.



Satisfaction: City Services



- With 92% of residents expressing satisfaction, the top three City services are the Fire Department, the Police, as well as the trash pickup and recycling services.

The Fire Department and the Police were also the top rated services in 2016, at 96% and 90%, respectively.

Satisfaction with the trash pickup service is now above the 2016 level (86%.) At present, this service is viewed in the most positive light in northern Coppell (Areas 1 and 3.)

- Drinking water and wastewater collection services follow closely, with 90% positive comments.

This result is on par with the 2016 score of 89% satisfied.

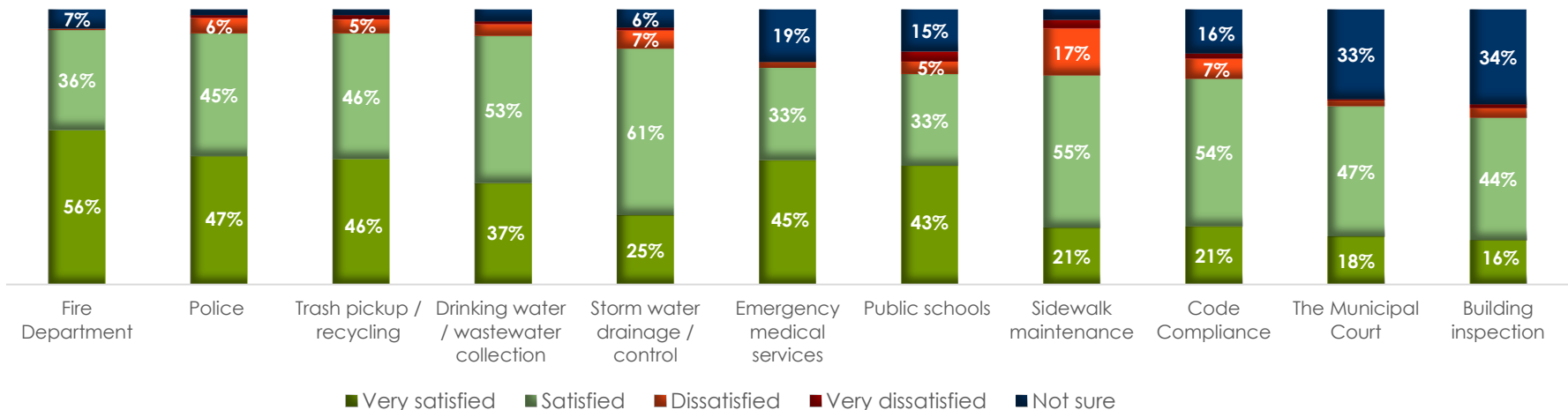
- The Municipal Court and the building inspection services show the lowest percentages of satisfied citizens, at 65% and 60%, respectively. This, however, is not a result of negative perceptions but of a substantial proportion (a third) of residents reporting a lack of familiarity with these services.

Building inspection was among the bottom rated services in 2016, with 11% expressing their disapproval. With this result in mind, this service now shows improved ratings.

- A total of 20% of residents expressed dissatisfaction with Sidewalk maintenance.

In 2016, 24% of residents expressed dissatisfaction with Sidewalk maintenance.

Satisfaction: City Services



Satisfaction: Action Statements



- **Courtesy and professionalism of City employees is the top action statement, with 92% of residents reporting satisfaction with this aspect. Access to information about City facilities and services comes in second, with 89% satisfied.**
 - This result is driven mostly by female residents, 93% of whom are satisfied (as compared to 86% of males.)
- **At 84%, the City's efforts to communicate with and engage residents garner the third highest satisfaction score. The City's efforts to protect natural resources, the environment and open green space follow closely, at 81%.**

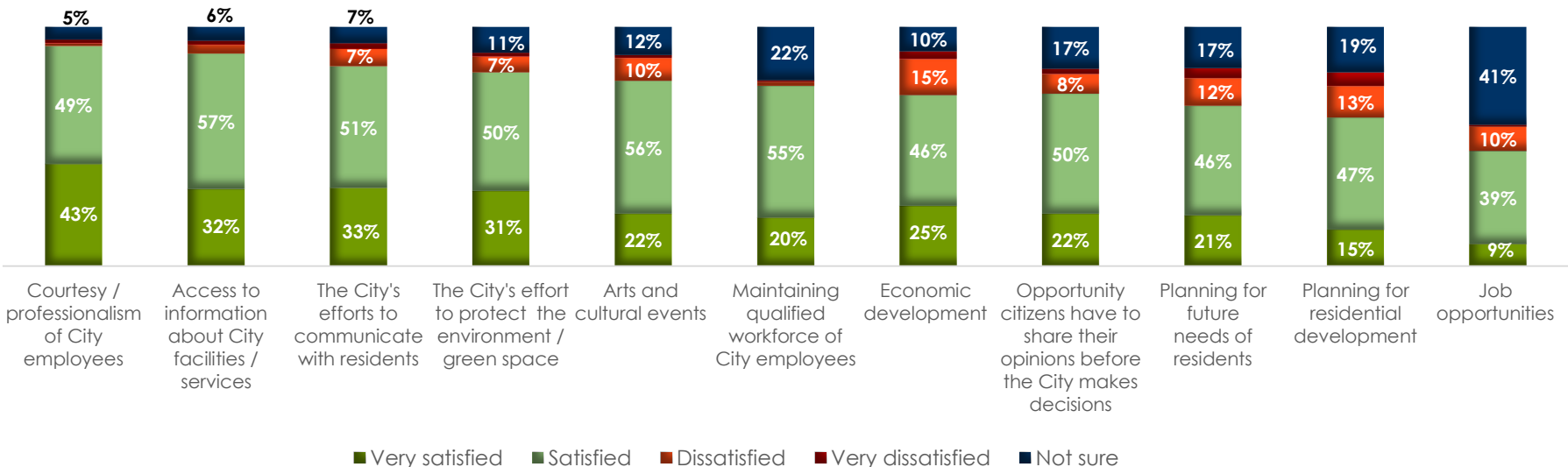
The City's communication efforts were rated even higher in 2016, with 91% satisfied.

 - Again, women are more likely than men to voice positive opinions on these action statements.
- **Areas requiring the City's attention (i.e., those with the highest proportion of dissatisfied citizens) include economic development in Coppell (18%,) planning for the future needs of residents (16%,) arts and cultural events (11%,) and job opportunities in Coppell (11%).**

Planning for future needs of residents, as well as arts and cultural events were also among the least satisfying aspects in 2016, with virtually identical disapproval scores (16% and 12%, respectively).

 - Dissatisfaction with economic development is driven by residents of Area 1 (north of Sandy Lake Road and east of Denton Tap Road).

Satisfaction: Action Statements



Satisfaction: Infrastructure

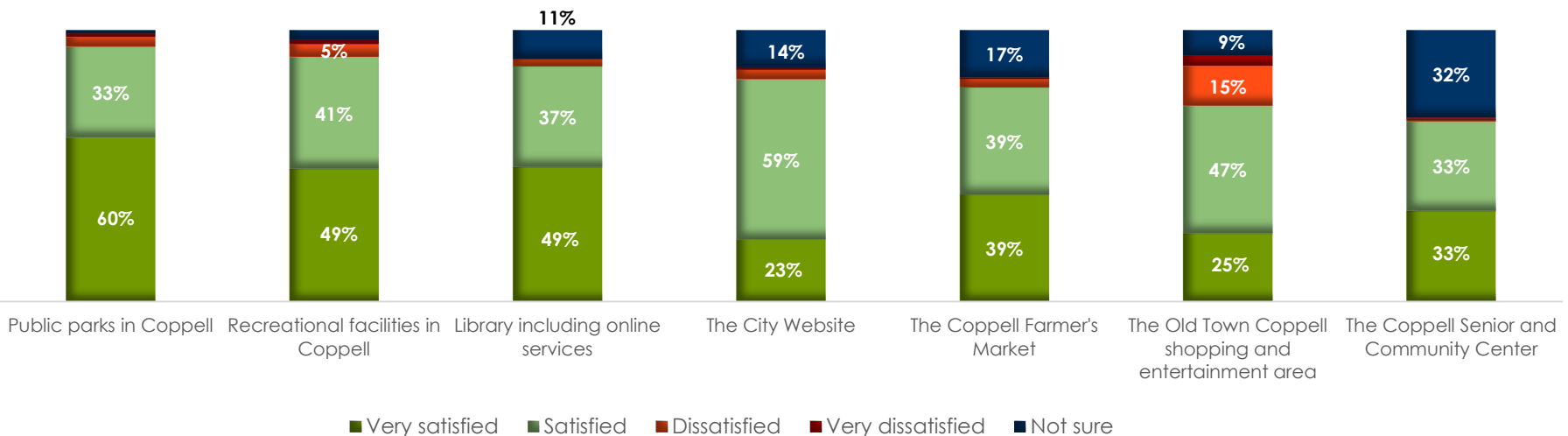


- The majority (93%) of Coppell's residents are satisfied with the City's public parks, and 90% say the same of recreational facilities.

In 2016, parks and recreational facilities were also among the top aspects of life in Coppell, with 94% and 92%, respectively, reporting satisfaction.

- Residents of northern Coppell (Areas 1 and 3) are more passionate about parks and recreational facilities than those residing in the south of the City.
- A total of 86% of Coppell's citizens share positive perceptions of the Library, and 82% are happy with the City's website.
- Just as with parks and recreational facilities, residents of northern Coppell (Areas 1 and 3) are most enthusiastic about the Library.
- However, nearly a fifth (19%) is dissatisfied with the Old Town Coppell shopping and entertainment area.

Satisfaction: Infrastructure

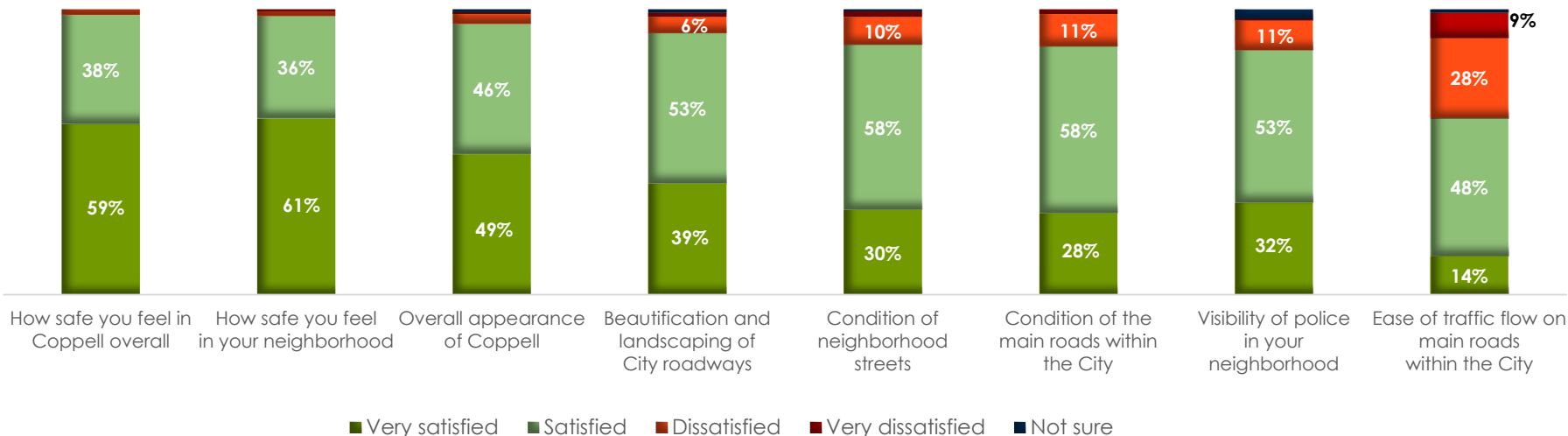


Satisfaction: Roads and Safety



- **Nearly all citizens (98%) feel safe in Coppell overall, and almost the same percentage (97%) feels safe in their neighborhoods.**
 - Respondents age 18-24 are among the most likely to feel safe in Coppell overall (100%) and in their neighborhoods (100%). Those age 75+ are also more inclined than others to feel safe in Coppell overall (100%).
- **The vast majority (95%) is happy with the overall appearance of Coppell, and 92% are satisfied with the beautification and landscaping of the City roadways.**
 - The observed levels of satisfaction are driven by younger residents, age 18-24, 100% of whom share positive sentiments on both aspects.
- **An issue calling for the City's attention is the ease of traffic flow on main roads within the City, as nearly four in ten residents (37%) are dissatisfied with it. Additionally, 13% voice negative opinions on the condition of the main roads within the City, 12% are dissatisfied with the condition of neighborhood streets, and 12% are unhappy with the visibility of police in their neighborhood.**
 - Dissatisfaction with the ease of traffic flow peaks among residents of Area 4 (south of Sandy Lake Road and west of Denton Tap Road) (48%), those with post graduate degrees (41%), as well as those age 35-74 (40%).
 - Similarly, residents most dissatisfied with the visibility of police are those with post graduate degrees (14%) and those age 45-64 (13%).

Satisfaction: Roads and Safety



Satisfaction: Comparison



- 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.

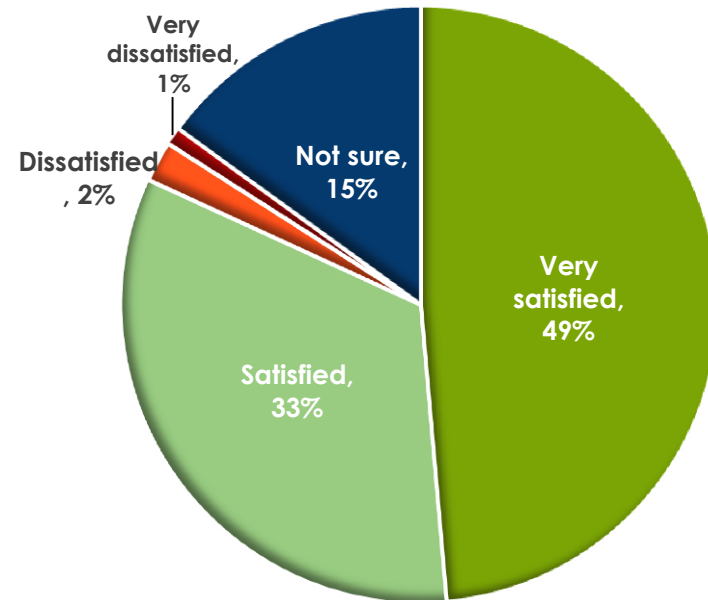
City	Year Conducted	% Satisfied with Appearance
Coppell, TX	2019	95%
Sugarland, TX	2017	85%
North Richland Hills, TX	2018	80%
Cedar Hill, TX	2018	73%
Irving, TX	2018	57%
Mesquite, TX	2018	43%

- Q40. [Base: Total respondents, n=401] How safe you feel in Coppell overall?
- Q35. [Base: Total respondents, n=401] The overall appearance of Coppell ?

Satisfaction with Police Response

- **More than eight in ten residents (82%) are satisfied that requests for police assistance receive a prompt response.**
 - This score is driven by those residing in Area 1 (north of Sandy Lake Road and east of Denton Tap Road,) Area 2 (south of Sandy Lake Road and east of Denton Tap Road,) and Area 3 (north of Sandy Lake and west of Denton Tap,) with 85%, 84% and 87%, respectively, reporting satisfaction. In comparison, only 68% of respondents living in Area 4 (south of Sandy Lake Road and west of Denton Tap Road) say the same.

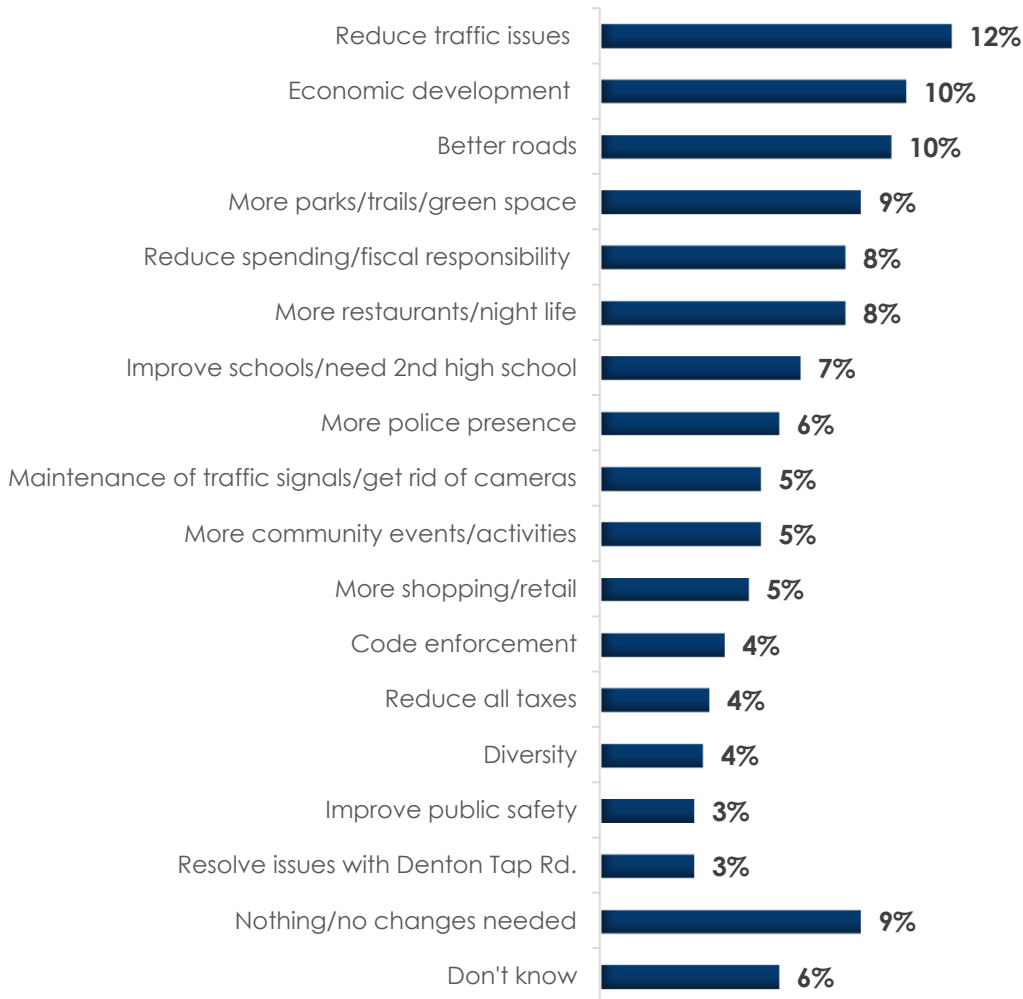
Satisfaction with Prompt Police Response



Suggestions for Improvement



The One Thing City Should Do to Make Coppell Better Place to Live In



- When asked to suggest the one thing that the City should do to make Coppell a better place in which to live, a range of ideas is mentioned, each by a relatively limited proportion of citizens.
- The largest proportion of residents (especially males) raises a few traffic and road-related issues. Specifically:
 - A total of 12% would like traffic issues to be reduced;
 - A total of 10% would like to see better roads in the City (10%);
 - A total of 5% propose to improve the maintenance of traffic signals and liquidation of red light cameras; and,
 - A total of 3% say issues with Denton Tap Road should be resolved. These are mostly residents of Area 1 (north of Sandy Lake Road and east of Denton Tap Road) (6%).

Note: Responses with less than 3% of mentions are not shown

Q44. [Base: Total respondents, n=401] What is the one thing the City should do to make Coppell a better place in which to live?

Key Drivers of Satisfaction with City Services



A Pearson Correlation was performed to understand residents' perceptions better and determine which factors are highly correlated to their satisfaction with the overall quality of the City's services.

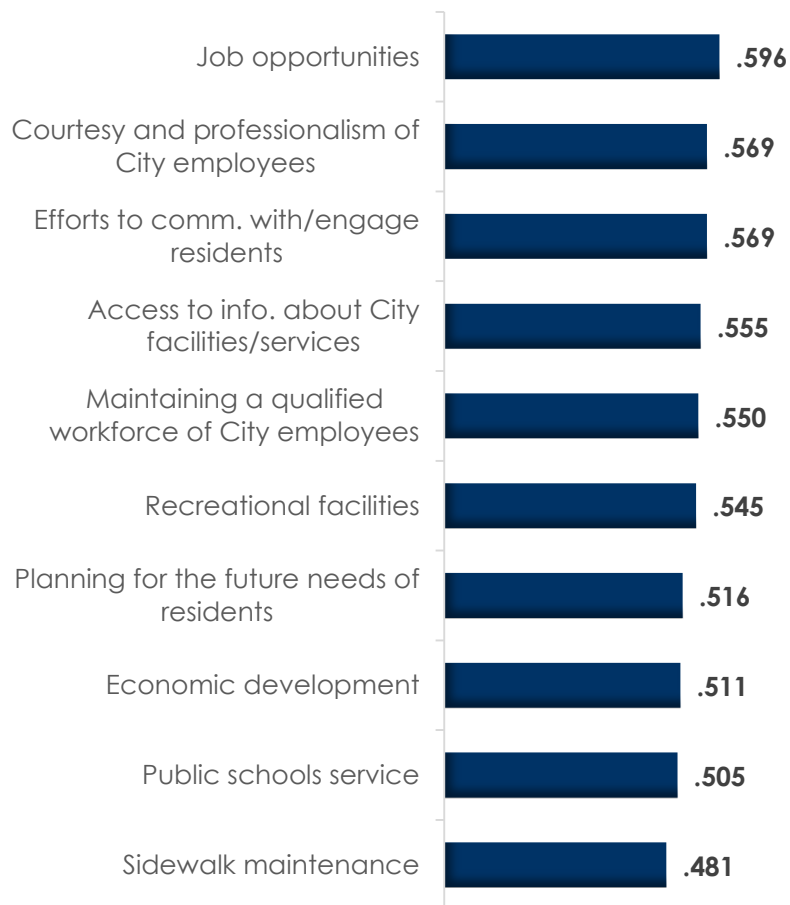
A strong correlation means that if residents gave high ratings to their satisfaction with overall quality, they also gave high ratings to these factors. **The ten factors most highly correlated to residents' satisfaction are shown in the graph on the right.**

A multiple regression was then conducted to determine if the ten most highly-correlated factors were predictive of the overall quality of City services. Based upon the findings, these factors as a whole predicted 64% of overall satisfaction. (R-square for the model was 0.6401, a perfect square is 1.00.) Four of the ten factors contributed significantly to the model. The significance levels were:

Public school service	.0178
Recreational facilities	.0178
Job opportunities	.0006
Access to info. about City facilities/services	<.0001

The significance means these factors are predictors (i.e. "drivers") of overall satisfaction.

Factors Most Correlated to Residents' Satisfaction



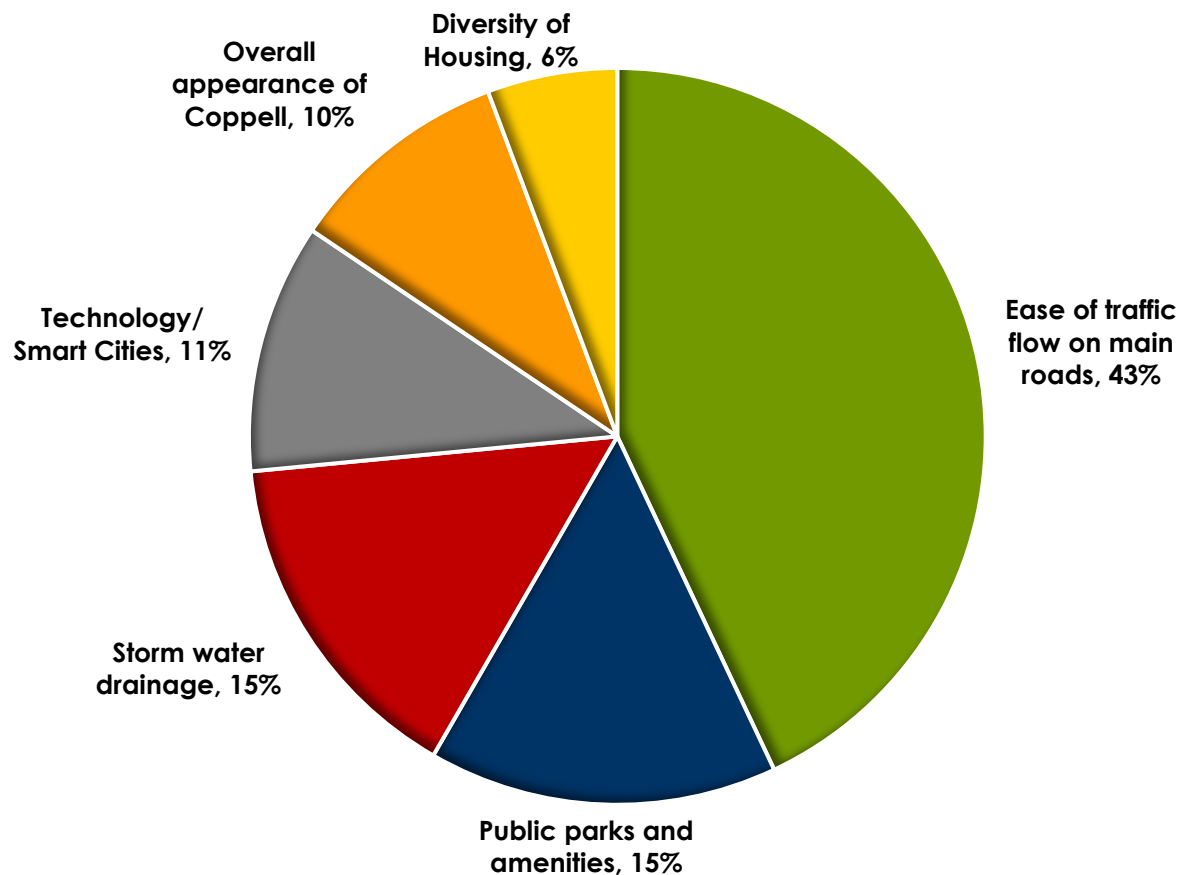
Q42. [Base: 401, All respondents] What is your overall satisfaction with City services?

Q3-Q32. [Base: 401, All respondents] Next is a list of community services and features. For each, please tell me whether you are very satisfied, satisfied, dissatisfied or very dissatisfied with the service.

Prioritization of Quality of Life Factors



- When shown 15 pairs of 6 possible items and asked to identify which is most important in terms of improving the quality of life Coppell, residents are most likely to select the ease of traffic flow on the main roads. Public parks and amenities and storm water drainage are selected next most often.



Q45A. [Base: 401, All respondents] For each pair of items, please indicate which you feel is most important for the City to address in terms of improving the quality of life in Coppell. Some items appear in multiple pairs for statistical purposes. If an item is repeated, it will be paired each time with something different.

Maximum Difference (MaxDiff) Scaling



- Subsequently, all respondents were taken through a MaxDiff exercise featuring 7 tasks of six factors each. An exemplary task is shown in the table below:

Most Important	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?	Least Important
<input type="radio"/>	Job opportunities and economic development	<input type="radio"/>
<input type="radio"/>	Trash pickup and recycling	<input type="radio"/>
<input type="radio"/>	The Municipal Court	<input type="radio"/>
<input type="radio"/>	Emergency medical and fire services	<input type="radio"/>
<input type="radio"/>	The Coppell Senior Center	<input type="radio"/>
<input type="radio"/>	The ease of traffic flow on main roads within the City	<input type="radio"/>

- Scores for each of the 32 tested items are shown on the following page. The higher the score, the more important the factor is to residents. A negative score means the item was selected as least important more often than most important.
- The degree to which residents feel safe in their neighborhood is by far the most important factor (220.08.)
 - Likewise, the degree to which residents feel safe in Coppell overall is the second most important factor (130.38,) followed closely by public schools (126.09,) and emergency medical and fire services (120.93.)
 - Police services (106.51), drinking water and wastewater collection (104.42,) and ease of traffic flow (104.42) also receive relatively high scores.

Maximum Difference (MaxDiff) Scaling



Factor	Score	Factor	Score
How safe you feel in your neighborhood	220.08	Storm water drainage/control	-6.32
How safe you feel in Coppell overall	130.38	Maintaining a qualified workforce of City employees	-8.87
Public schools	126.09	Opportunity for citizens to share ideas before decisions	-32.00
Emergency medical and Fire services	120.93	Efforts to comm. with/engage residents	-49.78
Police services	106.51	Sidewalk maintenance	-50.18
Drinking water and wastewater collection	105.30	Courtesy and professionalism of City employees	-55.91
Ease of traffic flow on main roads	104.42	Library services	-57.50
Planning for the future needs of residents	90.84	Planning for residential development	-65.48
Condition of the main roads within the City	51.30	Code enforcement	-76.80
Visibility of police in your neighborhood	46.67	Access to info. about City facilities/services	-77.99
Condition of neighborhood streets	32.53	Building inspection services	-106.73
Overall appearance of Coppell	31.41	Coppell Senior Center	-111.50
Public parks/recreational facilities	23.89	Municipal Court	-117.49
Job opportunities and economic development	7.11	Arts and cultural events	-117.55
Efforts to protect natural resources/environment	3.75	Coppell Farmer's Market	-144.03
Trash pickup and recycling	-5.08	Old Town Coppell shopping and entertainment area	-156.22

Q45B. [Base: 401, All respondents] Next, there are several groups of six items. For each group, 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.

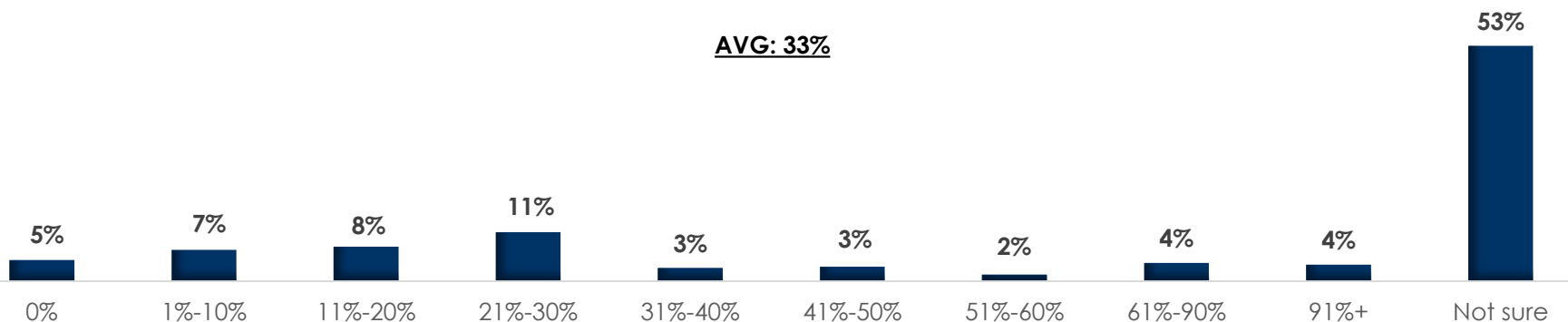
Percentage of Property Taxes That Go to City



- A total of 53% of Coppell residents have no idea what percentage of their property taxes go to the City versus the County and School District.
- Among those who venture an estimate, an average respondent believes the City receives 33% of their property taxes.
 - Females are more likely than males to cite higher percentages (an average of 39% vs. 30%, respectively.)
 - Older respondents (45+) also provide higher estimates than those younger (an average of 35% vs. 25%.)
- One fifth (20%) thinks that up to 20% of their property taxes goes to the City.

Estimated Percentage of Property Taxes That Go to the City

AVG: 33%



Money Paid to City vs. City Services



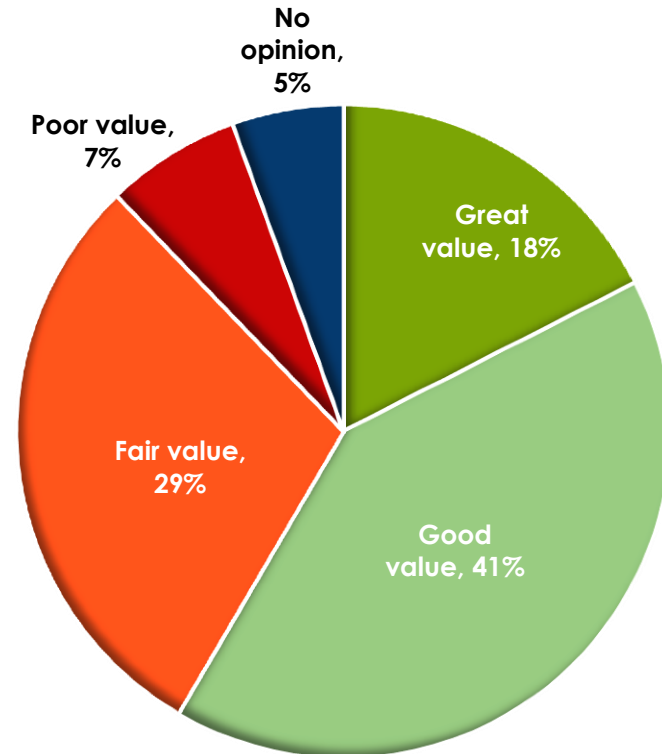
- Nearly six in ten residents (59%) consider the money they pay to the City of Coppell versus the services the City provides to be a great or good value.

This result is on par with the previous survey findings from 2016, where a total of 58% considered the services provided to be a great or good value (19% and 39%, respectively.)

Just as in 2016, females are more likely than males to view it as a great value (22% vs. 15%).

- Respondents who think it is a good value are typically residents of northern Coppell (Areas 1 and 3)(46%,) Caucasians (42%,) and Asian-Americans (46%).
- A total of 29% of Coppell citizens believes it to be a fair value.
 - Residents with college degrees or post graduate degrees are more likely than others to consider the money they pay versus the services the City provides to be a poor value (9% and 7%, respectively.)

Money Paid to the City
vs. City-Provided Services

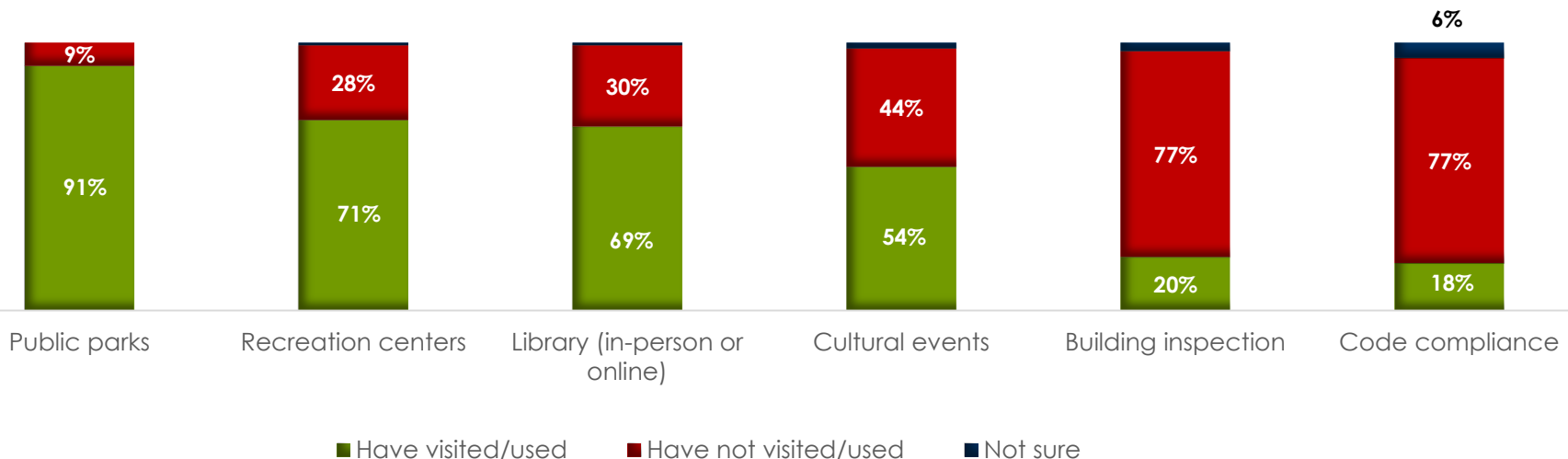


Resources Visited/Used in Past Year



- **Public parks are the most popular City-provided resource, with the vast majority (91%) of residents having visited them in the past 12 months.**
 - Respondents residing in Area 3 (north of Sandy Lake Road and west of Denton Tap Road) (96%), those with post graduate degrees (96%), as well as residents under the age of 64 (95%) are the most likely segments to have visited parks in the past year.
- **Recreation centers and the Library follow, with roughly seven in ten residents (71% and 69%, respectively) having used these resources in the past year.**
 - Recreation centers are visited most often by residents age 35-44 (88%) and 45-54 (78%).
 - Females (75%), those age 35-44 (86%), Asian Americans (90%), as well as residents with college degrees (65%) and post graduate degrees (77%) are most likely to have used the Library resources in the past year.
- **Over half (54%) has attended cultural events provided by the City.**
 - At 61%, residents with post graduate degrees are notably more likely than their less educated counterparts to have attended such events.
- **Only one fifth reports having used building inspection resources (20%), and a similar proportion (18%) have used code compliance resources.**
 - The use of such resources is driven by residents of Area 3 (north of Sandy Lake Road and west of Denton Tap Road.)

Resources Visited/Used in Past 12 Months

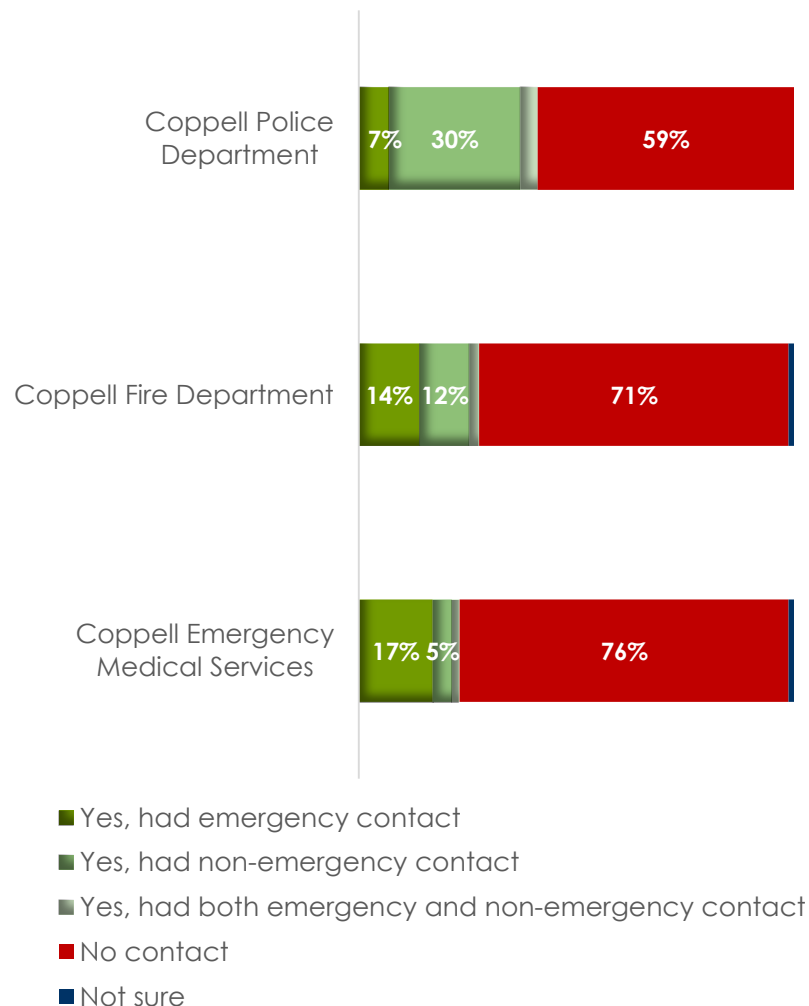


Contact with Emergency Services



- **Approximately four in ten residents (41%) had contact with Coppell Police Department.**
 - Among them, three in ten (30%) report non-emergency contact, 7% - emergency contact, and 4% - both.
 - Emergency contact is cited mostly by women (10%) and those age 35-44 (14%.)
 - Residents of Area 3 (north of Sandy Lake Road and west of Denton Tap Road) are more likely than others to have had emergency contact (13%) as well as non-emergency contact (13%.)
- **Contact with Coppell Fire Department and Coppell Emergency Medical Services is more limited. Specifically, fewer than three in ten had contact with Fire Services (28%,) and under one fourth (24%) had contacted with Emergency Medical Services.**
 - Emergency contact with Fire Department is reported most often by residents age 75+ (32%) and Caucasians (16%.)
 - Predictably, emergency contact with medical services is driven by respondents age 65-74 (25%) and 75+ (43%.)

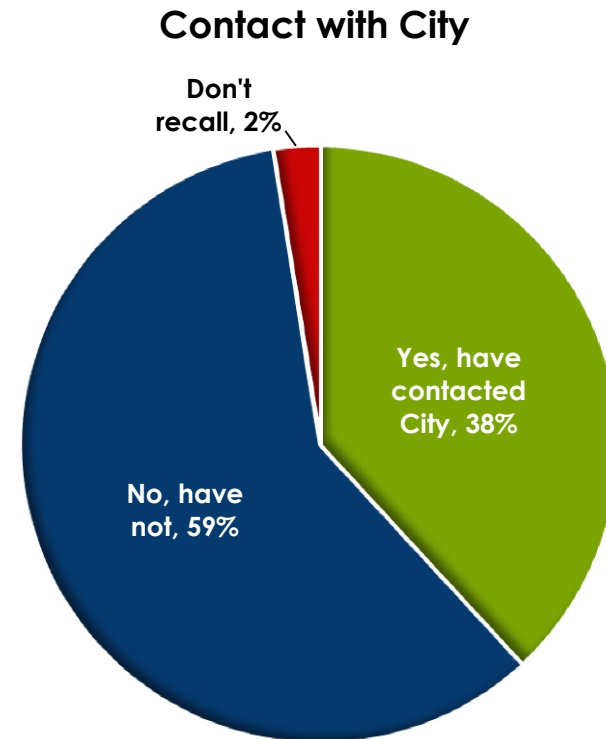
Contact with Emergency Services



- Approximately four in ten Coppell residents (38%) have contacted the City with questions or concerns within the past 12 months.

This result is the lowest to date. Specifically, more than two-thirds (67%) reported contact with a City employee in 2016. Earlier surveys show contact rates oscillating between 42%-52%.

- Residents most likely to have contacted the City live in Area 4 (south of Sandy Lake Road and west of Denton Tap Road) (45%), are over the age of 35 (39%), and have a college degree (43%), or a post graduate degree (39%).



Satisfaction with Contact

- The majority of citizens (93%) are satisfied with the courtesy and professionalism of the person answering the phone.

At 80%, this aspect of contact with the City was also the most satisfying one in the 2016 survey wave. The current result shows a notable improvement on this metric, speaking volumes about the quality of customer service provided by Coppell in recent years.

- Approximately eight in ten residents are satisfied with the ability to connect to the correct person or department easily (83%), that the City representative took the time to understand their need or concern (81%), that City personnel showed pride in their work (80%), with the promptness of response to residents' messages (79%), and how well the City response was explained (77%).

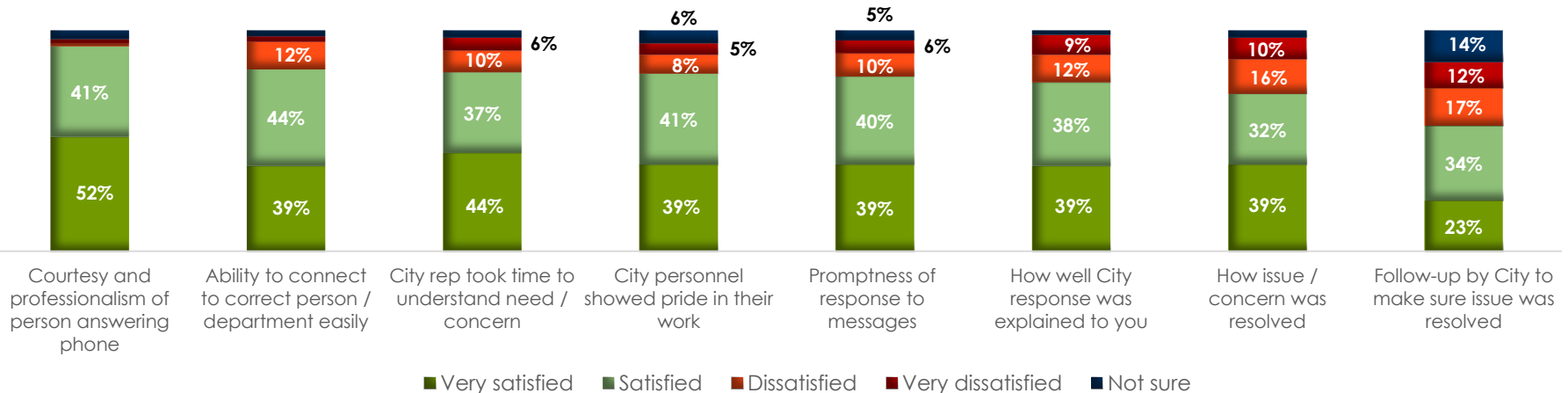
In 2016, the promptness of response (63%) and showing pride in work (71%) were also among the statements generating the highest ratios of satisfaction. Again, current results show notable improvements on these aspects of contact with the City.

- Satisfaction with the City's promptness is driven mostly by residents of the northern section of Coppell (i.e., Areas 1 and 3).

- Just-under three in ten residents are dissatisfied with contact 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.)

Follow-up by the City was also the least satisfying aspect of the interaction in 2016; however, three years ago only 8% reported dissatisfaction with this aspect. The sizeable drop observed on this metric in 2019 (comparable to 2012 and 1998 levels) calls for the City's attention. The second least satisfying aspect of interaction with the City in 2016 was also how residents' concerns were resolved. Dissatisfaction was at 6%, indicating, again, a notable dip this year. This, again, is an area requiring the City's investigation and action.

Satisfaction with Contact

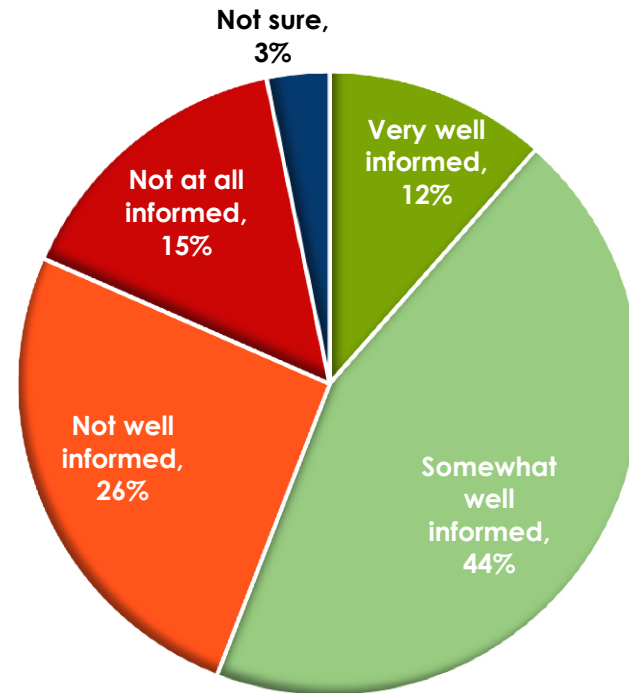


Familiarity with Work of City Council



- **Nearly six in ten residents (56%) feel they are very well or somewhat well informed with the work of the City Council.**
 - Respondents age 55-64, as well as those living in Area 1 (north of Sandy Lake Road and east of Denton Tap Road) are most likely to feel very well informed (18% and 15%, respectively.)
- **At the same time, roughly four in ten (41%) feel uninformed.**
 - Residents age 25-34 are most likely to feel not at all informed (32%.)

Familiarity with Work of City Council



Satisfaction with City Council's Work



- Nearly nine in ten residents (87%) are satisfied with the Council maintaining quality of life in the City.

This aspect of the City Council's work also came in first in 2016, with a nearly identical score of 88%.

- Three quarters (75%) are satisfied with the Council providing an adequate forum for public input, and nearly the same percentage (74%) is satisfied with the Council encouraging economic growth. Additionally, roughly seven in ten (71%) are happy with the Council planning for the future needs of residents.

At 76%, providing an adequate forum for public input generated a very similar satisfaction level in 2016. It was also the second highest score among the eight tested aspects of the City Council's work.

Moreover, satisfaction scores have remained nearly identical on encouraging economic growth (76% in 2016) and on planning for the future needs of residents (71%).

- More than six in ten residents are satisfied with developing effective planning/zoning regulations (67%), Council members working together to promote the community (66%), and managing City Budget (62%).

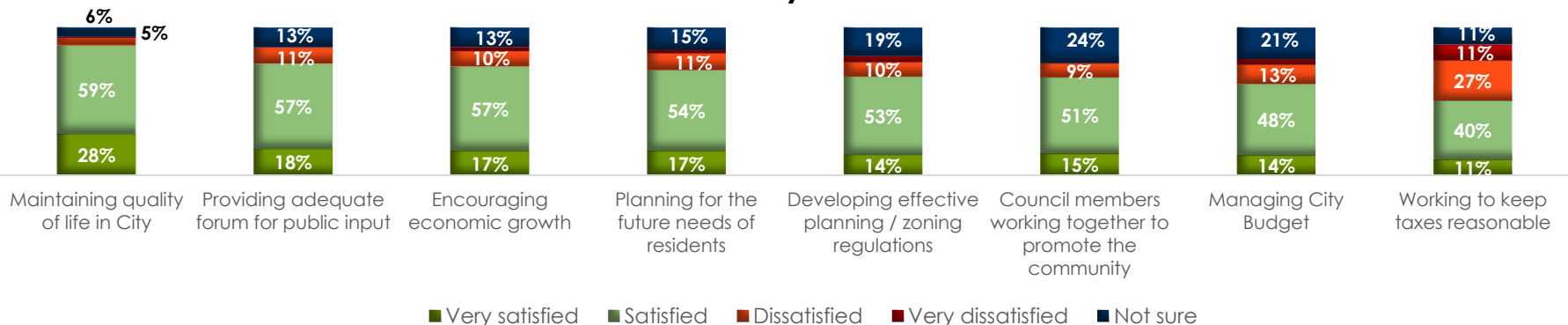
In line with the established pattern, these scores have also remained stable since 2016. Three years ago, 64% reported satisfaction with developing planning and zoning regulations, 69% were happy how City Council members worked to promote the community, and 63% were pleased with managing City funds.

- A total of 38% of residents are dissatisfied with the Council working to keep taxes reasonable.

With 36% dissatisfied, this metric also came in last in 2016.

- Across nearly all tested aspects, the youngest (18-24) and the oldest (75+) residents report the highest satisfaction levels.

Satisfaction with City Council's Work



Satisfaction with City Communications



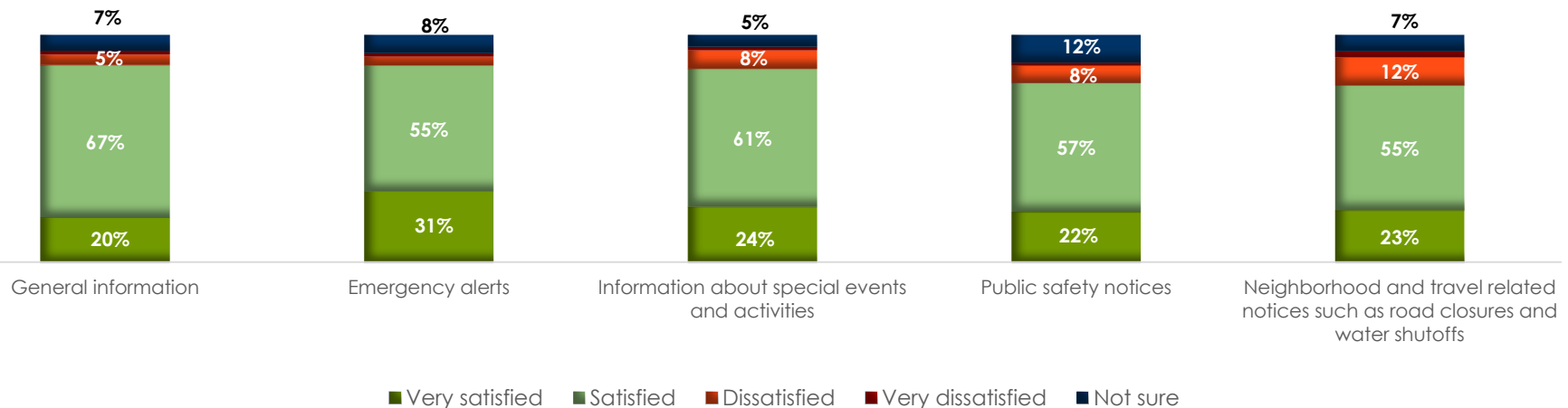
- Coppel residents are generally satisfied with the City's communication efforts. Satisfaction levels are highest for general information (87%,) emergency alerts (86%,) and information about special events and activities (85%,)

The 2016 scores are generally consistent with the current findings for general information (90%) and emergency alerts (84%), but residents are now somewhat less pleased than they were three years ago with information about special events and activities (91%)

- Satisfaction with the City's emergency communications peaks among males (89%), as well as residents age 55-64 (90%).
- Additionally, roughly eight in ten are satisfied with public safety notices (79%) and neighborhood and travel related notices such as road closures and water shutoffs (78%,)

Satisfaction with public safety notices shows a drop in comparison to the 2016 level (86%). However, the score for neighborhood and travel related messaging remains essentially unchanged (77%,)

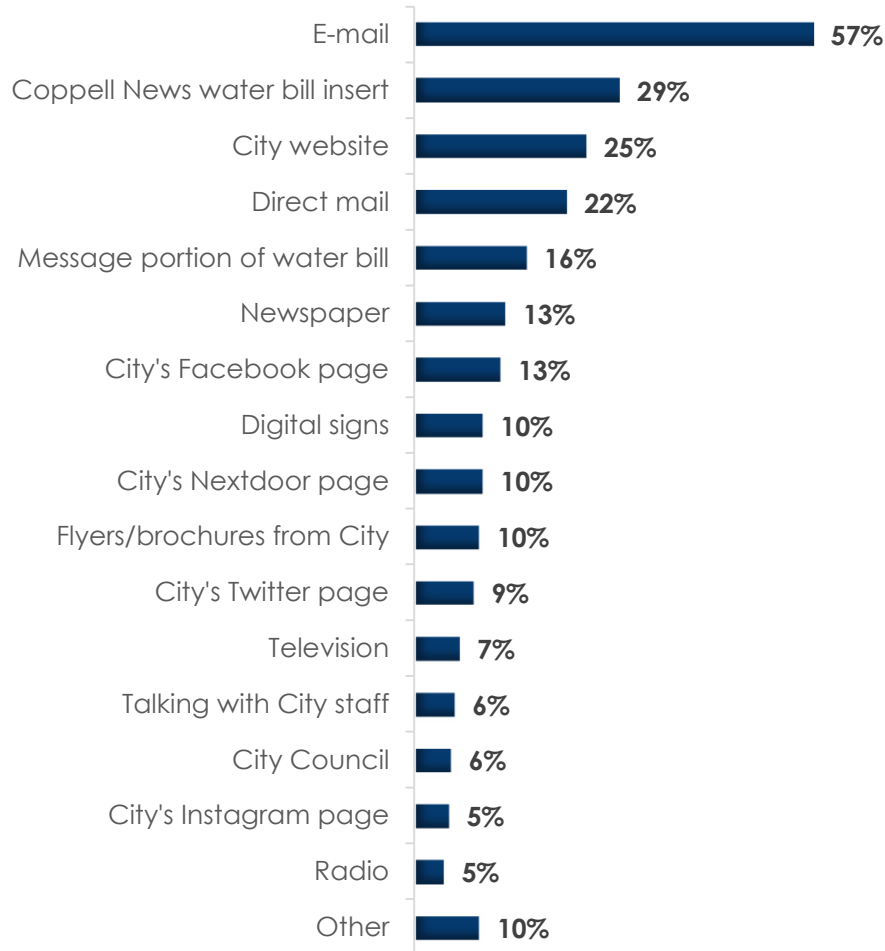
Satisfaction with City Communications



Preferred Method of Receiving City Information



Preferred Method of Receiving City Information



- 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.

In 2016, e-mail was also the most preferred method, with 63% of mentions.

- E-mail is the method of choice particularly often among males (60%), residents of western Coppell (Areas 3 and 4) (66%), and residents under the age of 64 (62%).

- Coppell News water bill insert (29%), the City website (25%), and direct mail (22%) follow.

In 2016, direct mail was the second most preferred platform for communicating, at 36%.

- Direct mail tends to be a popular platform among residents age 35-44 (37%), as well as Caucasians (21%), and Asian American residents (22%).
 - The preference for Coppell News water bill insert is driven by females (34%), respondents age 55-64 (32%) and 65-74 (36%), Caucasian and Asian American residents (30%), as well as those with college degrees (30%) or post graduate degrees (31%).
 - The City website is cited most often by residents age 35-64 (30%), college graduates (25%), and those with post graduate degrees (28%).

Note: Responses with less than 5% of mentions are not shown

Q60. [Base: Total respondents, n=401] How would you prefer to receive information from the City?

Use of City Website



- **At 41%, Coppell residents use the City website most often to pay fees for City services.**

In 2016, the same proportion (41%) used the website for this purpose. It was the second most frequently mentioned activity.

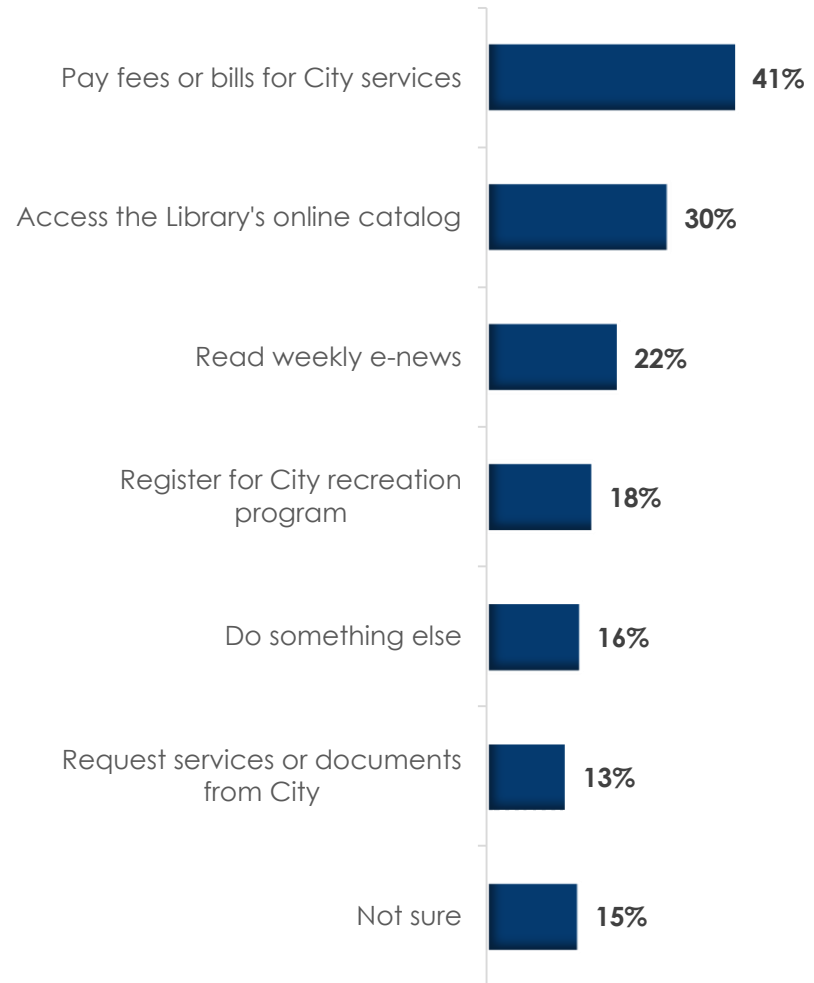
- Coppell citizens residing in the western sector of the City (Areas 3 and 4) are most inclined to use the website to pay fees or bills (47%.)
- Additionally, residents age 35-64 are more likely than the remaining segments to report this activity (46%.)
- Finally, those who have completed some college education, are college graduates or have post graduate degrees are most apt to pay bills on the City website (45%, 43%, and 41%, respectively.)

- **At 30%, accessing the Library's online catalog is the second most frequently mentioned activity for which the website is used.**

With 42% of mentions, accessing the Library's online catalog was more frequent in 2016. It was the number one activity conducted on the City website.

- Library is accessed most often by residents age 35-44 (44%) and 45-54 (36%.)
- Just as with paying fees, residents who engage in this activity have typically completed some college coursework (27%), hold a college degree (26%) or a post graduate degree (38%.)

Use of City Website





Conclusions & Recommendations

Conclusions & Recommendations



- **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, and 97% feel safe in their neighborhoods. The majority (95%) is also pleased with the overall appearance of the City, 92% - with the beautification and landscaping of the roadways, and 87% - 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%).
- **Another positive finding is that across the broad range of services and resources researched, the lowest satisfaction scores do not drop below 60%-48%, and it is mostly due to a lack of familiarity with them (responses of “not sure”) rather than due to negative ratings.**
- **The most well-liked elements of the City’s identity is its small town feel, sense of community, public safety and a low crime rate, as well as good schools. Its convenient location (in general, as well as in relation to the Airport and the DFW metroplex) is another strength much appreciated by residents. All of this paints a picture of a successful City and a pleasant place to live.**

Conclusions & Recommendations



- **With these salient facts in mind, it is important to note that one in seven residents believe the quality of life in Coppell has declined during their time in the City and the proportion of those who see an improvement matches the result from 2016 (41%.) The City may want to look into the potential reasons behind the shifts to take a proactive approach.**
- **Some of the reasons associated with these views could be the services and resources which tested somewhat worse in the survey. Such “areas of concern” include:**
 - The ease of traffic flow on main roads (37% dissatisfied;)
 - Sidewalk maintenance (20% dissatisfied / 24% dissatisfied in 2016;)
 - Planning for residential development (19% dissatisfied;)
 - The Old Town Coppell shopping and entertainment area (19% dissatisfied;)
 - Economic development in Coppell (18% dissatisfied;)
 - Planning for future needs of residents (16% dissatisfied / 16% dissatisfied in 2016;)
 - The condition of the main roads within the City (13% dissatisfied;)
 - The condition of neighborhood streets (12% dissatisfied;)
 - Arts and cultural events (11% dissatisfied); and,
 - Job opportunities (11% dissatisfied.)

Conclusions & Recommendations



- **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 three groups of factors:**
 - Those that have a potential impact on overall satisfaction with the quality of life in Coppell, but with which 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, access to information about City facilities and services.) The City should make every effort to maintain the status quo of these factors to avoid any negative impact on residents' satisfaction.
 - Those that have a potential impact on satisfaction but which are rated as mediocre: job opportunities and ease of traffic. The City should make it a priority to focus on this group of factors to boost residents' satisfaction levels.
- **Considering that traffic-related issues are a recurring theme in the survey, the City should consider 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.

Conclusions & Recommendations



- **The City could consider educating the public on the topic of tax distribution to the City, County and School District. There is evidence this could positively affect residents' perceptions of the value of City-provided services received in comparison to the taxes paid, and the perception of the City Council's efforts to keep taxes reasonable (the lowest rated aspect of the City Council's work.)**
- **While fewer residents than ever have contacted the City with questions and/or concerns, the City's customer service is rated very highly, showing notable improvements in comparison to 2016. Specifically:**
 - 93% think the person answering the phone was courteous and professional;
 - 83% find it easy to connect to the correct person or department;
 - 81% believe the City representative took the time to understand their need or concern; and,
 - 80% say the City personnel showed pride in their work.



Demographic Profile

Demographic Profile



	Demographic Factor	Sample Size (n=401)	Incidence
Gender	Male	247	62%
	Female	154	38%
Tenure in Coppell	<1 year	6	2%
	1-5 years	52	13%
	6-10 years	50	13%
	11-15 years	48	12%
	16-20 years	79	20%
	20+ years	166	41%
Area of Coppell	1 (North of Sandy Lake Rd., east of Denton Tap Rd.)	144	36%
	2 (South of Sandy Lake Rd., east of Denton Tap Rd.)	115	29%
	3 (North of Sandy Lake Rd., west of Denton Tap Rd.)	71	18%
	4 (South of Sandy Lake Rd., west of Denton Tap Rd.)	71	18%

Demographic Profile – cont'd.



	Demographic Factor	Sample Size (n=401)	Incidence
Home Ownership	Own	360	90%
	Rent	41	10%
Age	18-24	7	2%
	25-34	19	5%
	35-44	43	11%
	45-54	105	26%
	55-64	113	28%
	65-74	81	20%
	75+	28	7%
	Refused	5	1%

Demographic Profile – cont'd.



	Demographic Factor	Sample Size (n=401)	Incidence
Hispanic Descent	Yes	30	8%
	No	364	91%
	Not sure	1	<1%
	Refused	6	1%
Ethnicity	White/Caucasian	301	75%
	Asian/Asian-American	50	13%
	African-American	16	4%
	Native American	2	1%
	Other	7	2%
	Two or more/mixed	8	2%
	Not sure	3	1%
	Refused	14	3%

Demographic Profile – cont'd.



	Demographic Factor	Sample Size (n=401)	Incidence
Future Tenure in Coppell	<3 years	38	10%
	3-<5 years	42	11%
	5-<7 years	43	11%
	7+ years	212	53%
	Not sure	66	16%
Children at Home	6 years of age or younger	18	5%
	7-12 years of age	51	13%
	13-18 years of age	58	15%
	No children under 18 at home	264	66%
	Refused	10	2%

Demographic Profile – cont'd.



	Demographic Factor	Sample Size (n=401)	Incidence
Education	High school or less	20	5%
	1-3 years of college/trade school/community college	56	14%
	4-year college degree/bachelor's degree	152	38%
	Graduate or professional degree beyond college	168	42%
	Not sure	1	<1%
	Refused	4	1%
Languages spoken at home (up to 3 responses permitted)	English	386	96%
	Spanish	20	5%
	Arabic	2	1%
	Hindi	13	3%
	Mandarin	1	<1%
	Malay	1	<1%
	Urdu	1	<1%
	Other	27	7%

Demographic Profile (Sub-Set By Tenure)



	Demographic Factor	0-5 Years (n=91)	6-15 Years (n=110)	16-20 Years (n=70)	20+ Years (n=134)
Gender	Male	58%	64%	58%	61%
	Female	42%	36%	42%	39%
Tenure in Coppell	<1 year	11%	0%	0%	0%
	1-5 years	89%	0%	0%	0%
	6-10 years	0%	56%	0%	0%
	11-15 years	0%	44%	0%	0%
	16-20 years	0%	0%	100%	0%
	20+ years	0%	0%	0%	100%
Area of Coppell	1 (North of Sandy Lake Rd., east of Denton Tap Rd.)	31%	32%	46%	39%
	2 (South of Sandy Lake Rd., east of Denton Tap Rd.)	22%	34%	23%	25%
	3 (North of Sandy Lake Rd., west of Denton Tap Rd.)	28%	15%	14%	18%
	4 (South of Sandy Lake Rd., west of Denton Tap Rd.)	19%	19%	17%	17%

Demographic Profile (Sub-Set By Tenure)



	Demographic Factor	0-5 Years (n=91)	6-15 Years (n=110)	16-20 Years (n=70)	20+ Years (n=134)
Home Ownership	Own	65%	87%	89%	93%
	Rent	35%	13%	11%	7%
Age	18-24	5%	2%	7%	4%
	25-34	20%	16%	4%	13%
	35-44	50%	22%	11%	6%
	45-54	20%	38%	33%	17%
	55-64	2%	13%	31%	33%
	65-74	1%	4%	12%	20%
	75+	3%	3%	3%	7%

Demographic Profile (Sub-Set By Tenure)



	Demographic Factor	0-5 Years (n=91)	6-15 Years (n=110)	16-20 Years (n=70)	20+ Years (n=134)
Hispanic Descent	Yes	13%	10%	8%	11%
	No	82%	87%	92%	87%
	Not sure	0%	0%	0%	<1%
	Refused	4%	3%	0%	2%
Ethnicity	White/Caucasian	48%	66%	79%	81%
	Asian/Asian-American	26%	17%	14%	7%
	African-American	10%	4%	6%	3%
	Native American	5%	0%	0%	0%
	Other	4%	1%	0%	2%
	Two or more/mixed	2%	6%	0%	3%
	Not sure	0%	4%	0%	1%
	Refused	4%	2%	1%	5%

Demographic Profile (Sub-Set By Tenure)



	Demographic Factor	0-5 Years (n=91)	6-15 Years (n=110)	16-20 Years (n=70)	20+ Years (n=134)
Future Tenure in Coppell	<3 years	14%	3%	12%	13%
	3-<5 years	16%	5%	14%	9%
	5-<7 years	2%	15%	16%	11%
	7+ years	52%	58%	48%	50%
	Not sure	16%	18%	11%	18%
Children at Home	6 years of age or younger	22%	7%	3%	3%
	7-12 years of age	44%	28%	3%	6%
	13-18 years of age	8%	27%	16%	9%
	No children under 18 at home	24%	38%	77%	79%
	Refused	0%	1%	2%	2%

Demographic Profile (Sub-Set By Tenure)



Demographic Factor		0-5 Years (n=91)	6-15 Years (n=110)	16-20 Years (n=70)	20+ Years (n=134)
Education	High school or less	11%	3%	9%	3%
	1-3 years of college/trade school/community college	14%	13%	9%	17%
	4-year college degree/bachelor's degree	27%	42%	41%	40%
	Graduate or professional degree beyond college	48%	42%	40%	38%
	Not sure	0%	0%	0%	1%
	Refused	0%	1%	1%	1%
Languages spoken at home (up to 3 responses permitted)	English	91%	99%	98%	93%
	Spanish	8%	11%	3%	3%
	Arabic	0%	0%	1%	2%
	Hindi	4%	1%	5%	3%
	Mandarin	0%	0%	0%	<1%
	Malay	2%	0%	0%	0%
	Urdu	2%	0%	0%	0%
	Other	17%	9%	1%	9%



Appendix

Final Questionnaire



City of Coppell 2019 Community Survey

PHONE 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]**

WEB INTRODUCTION: Thank you for assisting us with this survey for the City of Coppell. The survey will help the City plan for the needs of residents. Your name and specific answers are confidential. Please take your time and answer as completely as possible.

[PN: THE WEB VERSION MUST SHOW A "BACK" BUTTON TO ALLOW RESPONDENTS TO RETURN AND CHANGE ANSWER TO PRIOR QUESTION. CLIENT REQUIRES THIS.]

SAMPLE

- 1 Landline
- 2 Cell phone
- 3 Online

S0. What is your preferred language for completing this survey?

- 1 English
- 2 Spanish **[ARRANGE FOR CALLBACK]**
- 3 Hindu **[REFER TO WEBSITE]**
- 4 Other **[THANK AND TERMINATE]**

[IF ONLINE, 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]**

(IF LANDLINE SAMPLE, ASK S3; ELSE SKIP TO S4)

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. **(ONLINE)** Are you male or female?

(PHONE) **[RECORD FROM OBSERVATION, IF UNSURE, ASK:]** Are you male or female?

- 1 Male
- 2 Female

S5. Roughly how many years have you lived in Coppell?

[PHONE: READ LIST IF NEEDED]

[ONLINE: SHOW ALL RESPONSE CATEGORIES]

- 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]** Prefer not to answer **[THANK AND TERMINATE]**

S6. In which area of Coppell do you live? **[READ LIST]**

1. North of Sandy Lake and East of Denton Tap
2. South of Sandy Lake and East of Denton Tap
3. North of Sandy Lake and West of Denton Tap
4. South of Sandy Lake and West of Denton Tap

S7. Do you own or rent your home?

1. Own
2. Rent

Final Questionnaire – cont'd.



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)** Prefer not to answer

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

- 1 Yes
- 2 No
- 3 Not sure
- 4 Prefer not to answer

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 Prefer not to answer

[MAIN QUESTIONNAIRE]

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

- 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 Q32.]

Next is a list of community 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 Compliance
 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 and Community Center

Final Questionnaire – cont'd.



- 23. Job opportunities in Coppell
- 24. Economic development in Coppell
- 25. The Municipal Court
- 26. Public schools service serving Coppell families
- 27. Access to information about City facilities and services
- 29. Planning for the future needs of residents
- 30. Arts and cultural events in Coppell
- 31. Storm water drainage/control
- 32. Maintaining a qualified workforce of City employees

[END RANDOMIZATION BLOCK]

33. 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

(RANDOMIZE ORDER OF Q34 THROUGH 41) The next questions are 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 34 THROUGH 41 USE THE SAME RESPONSE CATEGORIES, SHOWN BELOW.)

- 1 Very satisfied
 - 2 Satisfied
 - 3 Dissatisfied
 - 4 Very dissatisfied
 - 7 (DO NOT READ) Not Sure
- 34 The beautification and landscaping of City roadways
 - 35. The overall appearance of Coppell
 - 36. The condition of the main roads within the City
 - 37. The condition of neighborhood streets
 - 38. The ease of traffic flow on main roads within the City
 - 39. How safe you feel in your neighborhood
 - 40. How safe you feel in Coppell overall
 - 41. The visibility of police in your neighborhood

[END ROTATION GROUP]

42. What is 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

43. The city is funded by various sources. What do you think is the percentage of your property taxes that go to the City versus the County and School District?

RECORD PERCENTAGE: _____

- 998 Not sure
- 999 Prefer not to answer

- 43A. Actually, 21% of your property taxes go to the City. The rest goes to the County and School Board. Please consider all your experiences to date with services provided by the city. Would you consider the money you pay to the City of Coppell versus the services the City provides to be a:

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

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

Final Questionnaire – cont'd.



[PRIORITIZATION 1]

45A. For each pair of items, please indicate which you feel is most important for the City to address in terms of improving the quality of life in Coppell. Some items appear in multiple pairs for statistical purposes. If an item is repeated, it will be paired each time with something different.

Pair #	Item 1	Item 2	Answer #
26	2. Ease of traffic flow on main roads	6. Diversity of Housing	
43	4. Public parks and Amenities	3. Technology/Smart Cities	
15	1. Overall appearance of Coppell	5. Storm water drainage	
25	2. Ease of traffic flow on main roads	5. Storm water drainage	
41	4. Public parks and Amenities	1. Overall appearance of Coppell	
63	6. Diversity of Housing	3. Technology/Smart Cities	
54	5. Storm water drainage	4. Public parks and Amenities	
32	3. Technology/Smart Cities	2. Ease of traffic flow on main roads	
16	1. Overall appearance of Coppell	6. Diversity of Housing	
46	4. Public parks and Amenities	6. Diversity of Housing	
53	5. Storm water drainage	3. Technology/Smart Cities	
12	1. Overall appearance of Coppell	2. Ease of traffic flow on main roads	
65	6. Diversity of Housing	5. Storm water drainage	
31	3. Technology/Smart Cities	1. Overall appearance of Coppell	
42	4. Public parks and Amenities	2. Ease of traffic flow on main roads	

[PRIORITIZATION 2]

45B. Next, there are several groups of six items. For each group, 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.

Group 1	Most important (SINGLE RESPONSE)	Least important (SINGLE RESPONSE)
Job opportunities and economic development		
Trash pickup and recycling		
The Municipal Court		
Emergency medical and Fire services		
The Coppell Senior Center		
The ease of traffic flow on main roads within the City		

Group 2	Most important (SINGLE RESPONSE)	Least important (SINGLE RESPONSE)
The Coppell Farmer's Market		
Drinking water and wastewater collection		
Courtesy and professionalism of City employees		
Maintaining a qualified workforce of City employees		
Planning for the future needs of residents		
Storm water drainage/control		

Group 3	Most important (SINGLE RESPONSE)	Least important (SINGLE RESPONSE)
Public parks and recreational facilities		
How safe you feel in your neighborhood		
The visibility of police in your neighborhood		
Access to information about City facilities and services		
Building inspection services		
Code Compliance		

Group 4	Most important (SINGLE RESPONSE)	Least important (SINGLE RESPONSE)
The condition of neighborhood streets		
The overall appearance of Coppell		
The Old Town Coppell shopping and entertainment area		
Police services		
The City's efforts to protect natural resources, the environment and open green space		
The condition of the main roads within the City		

Final Questionnaire – cont'd.



Group 5	Most important (SINGLE RESPONSE)	Least important (SINGLE RESPONSE)
Sidewalk maintenance		
The City's efforts to communicate with and engage residents		
Arts and cultural events		
Public schools		
The opportunity citizens have to share their ideas or opinions before the City makes important decisions		
How safe you feel in Coppell overall		

Group 6	Most important (SINGLE RESPONSE)	Least important (SINGLE RESPONSE)
Library services		
Planning for residential development		
The opportunity citizens have to share their ideas or opinions before the City makes important decisions		
Trash pickup and recycling		
Public parks and recreational facilities		
Police services		

Group 7	Most important (SINGLE RESPONSE)	Least important (SINGLE RESPONSE)
Library services		
Sidewalk maintenance		
The Municipal Court		
The condition of neighborhood streets		
The visibility of police in your neighborhood		
Planning for the future needs of residents		

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

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

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

52. Coppell Police Department
53. Coppell Fire Department
54. Coppell Emergency Medical Services

55. Have you contacted the City regarding any questions or concerns in the past 12 months?

- 1 Yes, have contacted City **[ASK Q56]**
- 2 No have not **[SKIP TO Q57]**
- 7 Don't recall **[SKIP TO Q57]**

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
- 7 Not sure

Final Questionnaire – cont'd.



(IF Q57 = 4, SKIP TO Q59)

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 Direct mail
- 5 E-mail
- 6 The City website
- 7 The City's Facebook page
- 8 The Coppell News water bill insert
- 9 The message portion of the water bill
- 10 The City's Twitter page
- 11 The City's Linked-In page
- 12 The City's Instagram page
- 13 The City's Nextdoor page
- 14 Talking with City staff
- 15 The City Council
- 16 The CITY community news cable TV channel
- 17 Watching a City YouTube video
- 18 Flyers or brochures available from the City
- 19 Digital signs
- 20 Other (PLEASE SPECIFY)
- 99 (DO NOT READ) Not sure

61. In the past 12 months, has anyone in your household used the City website to (READ ITEM; ROTATE; MULTIPLE RESPONSE)?

- 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

Final Questionnaire – cont'd.



Finally, we have some questions for classification purposes

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

- 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

F2. 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)** Prefer not to answer

F3. 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 Prefer not to answer

F4. 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 Hindu
- 5 Mandarin
- 5 Malay
- 6 Thai
- 7 Urdu
- 8 Vietnamese
- 9 Other (PLEASE SPECIFY)

F5. Finally, do you have both a cell phone and a traditional landline phone?

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

F6. Roughly what percentage of your personal calls do you make and receive using your cell phone?

RECODE PERCENT

(ASK Q7 ONLY IF SAMPLE = 3; ELSE SKIP TO CLOSING)

F7. Do you use a prepaid cell phone?

- 1 Yes
- 2 No
- 7 Not sure/Prefer not to answer

(CLOSING): Thank you. We appreciate your time and responses to the survey. The results of the survey will be published on the City Website after the presentation to City Council, which will occur later this year but is not yet scheduled.