



City of DeSoto Resident Survey Findings Report

Submitted to the City of DeSoto, Texas by:

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Purpose and Methodology

ETC Institute administered a survey to residents of the City of DeSoto during the summer of 2022. This is the second resident survey administered for the City by ETC Institute, the first was administered in the summer of 2020. The purpose of the survey was to gather resident input and feedback on City programs and services. The information provided by residents will be used to improve existing programs and services and help determine long-range planning and investment decisions.

The seven-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of DeSoto. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent postcard, text messages, and emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey.

To prevent people who were not residents of DeSoto from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted. The goal was to obtain completed surveys from at least 300 residents. This goal was exceeded, with a total of 321 residents completing the survey. The overall results for the sample of 321 households have a precision of at least +/-5.5% at the 95% level of confidence.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from DeSoto with the results from other communities in ETC Institute’s DirectionFinder® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

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This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for all questions on the survey,
- benchmarking data that show how the results for DeSoto compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- trend charts showing how the 2020 results compare to 2022 results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Perceptions of the City

Seventy percent (69.9%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the City as a place to live; 59.6% were satisfied with the City as a welcoming community for people of diverse backgrounds, and 56.9% were satisfied with the quality of life in DeSoto. Residents were least satisfied with the City as an arts and entertainment destination (34.7% “very satisfied” or “satisfied”).

Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of police, fire, and emergency medical services (88.6%), maintenance of city buildings and facilities (84%), the quality of storm water runoff/storm water management system (78.8%), and the quality of parks and recreation programs and facilities (76.3%). Residents were least satisfied with the enforcement of city codes and ordinances (52.6% “very satisfied” or “satisfied”).

Based on the sum of their top three choices, the services that residents indicated should receive the most emphasis from City leaders over the next two years were: 1) quality of police, fire, and emergency medical services, 2) enforcement of city codes and ordinances, and 3) quality of city water and sewer utilities.

Feeling of Safety

Eighty-nine percent (89%) of respondents, *who had an opinion*, indicated they feel “very safe” or “safe” in their neighborhood during the day; 69.9% feel safe overall in the City, and 70.3% indicated they feel safe in commercial and retail areas during the day.

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Satisfaction with Specific City Services

- Maintenance.** The highest levels of satisfaction with maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the timing of traffic signals on city streets (65.7), the overall cleanliness of streets and public areas (63.5%), the appearance and condition of city medians, rights-of-way and public areas (62.1%), and pedestrian accessibility and walkability (60.6%). The aspect of maintenance services that respondents were least satisfied with was adequacy of city street lighting (55.3%).
- Police, Fire, and Emergency Services.** The highest levels of satisfaction with police, fire, and emergency services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: fire and EMS response time to emergencies (87.1%), quality of fire emergency medical services (86.9%), quality of fire protection (82.8%), and quality of police protection (77%). The police, fire, and emergency service that respondents were least satisfied with was police safety education programs (41.8%).
- Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: cleanliness of neighborhoods (71.9%), clean-up of debris and litter on streets and rights-of-way (59%), and responsiveness of city code enforcement staff (52.2%).
- Solid Waste Services.** The highest levels of satisfaction with solid waste services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of residential garbage collection (89.9%) and quality of residential curbside recycling services (85.3%). The solid waste service that respondents were least satisfied with was the availability of household hazardous waste/E-waste disposal (50.8%).
- Public Works Services.** The highest level of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, was quality of drinking water (74.6%).
- Economic Development.** The highest levels of satisfaction with economic development, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: access to quality housing you can afford (50%), how the City is planning for growth (46.4%), and the availability of affordable housing for low/moderate income families (42.9%). Respondents were least satisfied with access to quality childcare they can afford (20.4%).

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- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of city parks (74.1%), number and location of city parks (69.7%), quality of walking and biking trails (65.8%), and quality of picnic/pavilion areas and playgrounds at city parks (61.7%).
 - Fifty-six percent (56.1%) of respondents indicated walking/jogging was an activity in which their household had participated at a DeSoto park in the past year; 31.5% participated in a City event, and 30.2% utilized the trail system.
- **Library Services.** Seventy-nine percent (79%) of residents *who had an opinion* were “very satisfied” or “satisfied” with the quality of the library facility; 73.4% were satisfied with the quality of library staff customer service, and 67.4% were satisfied with the quality/availability of library computers and electronic devices.
- **Satisfaction With Neighborhoods.** The highest levels of satisfaction with neighborhoods, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: safety in the neighborhood (69.5%), traffic flow in the neighborhood (66.9%), and condition of major streets leading to neighborhoods (61.4%).
- **City Communication.** The highest levels of satisfaction with City communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of the City’s newsletter (72.8%), quality of the City’s website (69.5%), and the City’s efforts to keep residents informed (60.5%).
 - When respondents were asked their primary sources of information about City issues, services, and events, 57.9% indicated it was the City newsletter; 50.2% use the City website as their primary source of information, and 40.5% indicated they get their information from word of mouth (friends/neighbors).

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How the City of DeSoto Compares to Other Communities Regionally

Satisfaction ratings for the City of DeSoto **rated above the Texas regional average in 55 of the 72 areas** that were assessed. The City of DeSoto rated significantly higher than the Texas regional average (difference of 5% or more) in 47 of these areas. The table below shows the areas where the City rated at least 20% above the Texas regional average:

Service	DeSoto	Texas	Difference	Category
Quality of residential garbage collection	89.9%	46.8%	43.1%	Solid Waste
Overall quality of customer service you receive from city employees	72.9%	30.2%	42.7%	Major Categories of City Services
Overall flow of traffic and congestion management in the city	73.4%	32.4%	41.0%	Major Categories of City Services
Overall effectiveness of city communication with the public	68.7%	28.7%	40.0%	Major Categories of City Services
Overall quality of police, fire, and emergency medical services	88.6%	53.2%	35.4%	Major Categories of City Services
Overall quality of the city's storm water runoff/storm water management system	75.7%	41.9%	33.8%	Major Categories of City Services
Overall quality of city parks and recreation programs and facilities	76.3%	44.0%	32.3%	Major Categories of City Services
Quality of police protection	77.0%	45.1%	31.9%	Police, Fire, EMS
Overall quality of city water and sewer utilities	78.8%	47.1%	31.7%	Major Categories of City Services
Quality of the library facility	79.0%	51.8%	27.2%	Library
Quality of residential curbside recycling services	85.3%	58.6%	26.7%	Solid Waste
Quality of wastewater services	74.5%	47.9%	26.6%	Public Works
DeSoto as a place to live	69.9%	44.9%	25.0%	Perceptions
Quality of fire emergency medical services (EMS)	86.9%	63.1%	23.8%	Police, Fire, EMS
Quality of the City's website	69.5%	47.6%	21.9%	Communication
Quality of bulky item collection	73.3%	51.7%	21.6%	Solid Waste
Overall maintenance of city buildings and facilities	84.0%	62.5%	21.5%	Major Categories of City Services

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How the City of DeSoto Compares to Other Communities Nationally

Satisfaction ratings for the City of DeSoto **rated above the National average in 56 of the 72 areas** that were assessed. The City of DeSoto rated significantly higher than the National average (difference of 5% or more) in 45 of these areas. The table below shows the areas where the City rated at least 20% above the National average:

Service	DeSoto	U.S.	Difference	Category
Quality of residential garbage collection	89.9%	56.6%	33.3%	Solid Waste
Overall quality of customer service you receive from city employees	72.9%	40.6%	32.3%	Major Categories of City Services
Overall effectiveness of city communication with the public	68.7%	38.2%	30.5%	Major Categories of City Services
Cleanliness in your neighborhood	71.9%	43.1%	28.8%	Code Enforcement
Quality of residential curbside recycling services	85.3%	56.6%	28.7%	Solid Waste
Overall maintenance of city buildings and facilities	84.0%	56.7%	27.3%	Major Categories of City Services
Overall flow of traffic and congestion management in the city	73.4%	46.5%	26.9%	Major Categories of City Services
Quality of the City's website	69.5%	43.4%	26.1%	Communication
Quality of bulky item collection	73.3%	47.3%	26.0%	Solid Waste
Overall quality of city parks and recreation programs and facilities	76.3%	50.6%	25.7%	Major Categories of City Services
Overall quality of city water and sewer utilities	78.8%	53.7%	25.1%	Major Categories of City Services
Overall quality of the city's storm water runoff/storm water management system	75.7%	51.0%	24.7%	Major Categories of City Services
Quality of police protection	77.0%	54.6%	22.4%	Police, Fire, EMS
Overall quality of police, fire, and emergency medical services	88.6%	67.3%	21.3%	Major Categories of City Services
DeSoto as a place to live	69.9%	49.7%	20.2%	Perceptions

Priorities for Improvement

Recommended Priorities for the Next Two Years. To help the City identify investment priorities for the next two years, ETC Institute conducted Importance-Satisfaction (I-S) analysis. The analysis examined the importance placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

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Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the service that is recommended as the top priority to raise the City's overall satisfaction rating is listed below:

- Overall enforcement of city codes and ordinances (IS=0.1934)

The table below shows the Importance-Satisfaction rating for all 10 major categories of City services that were rated.

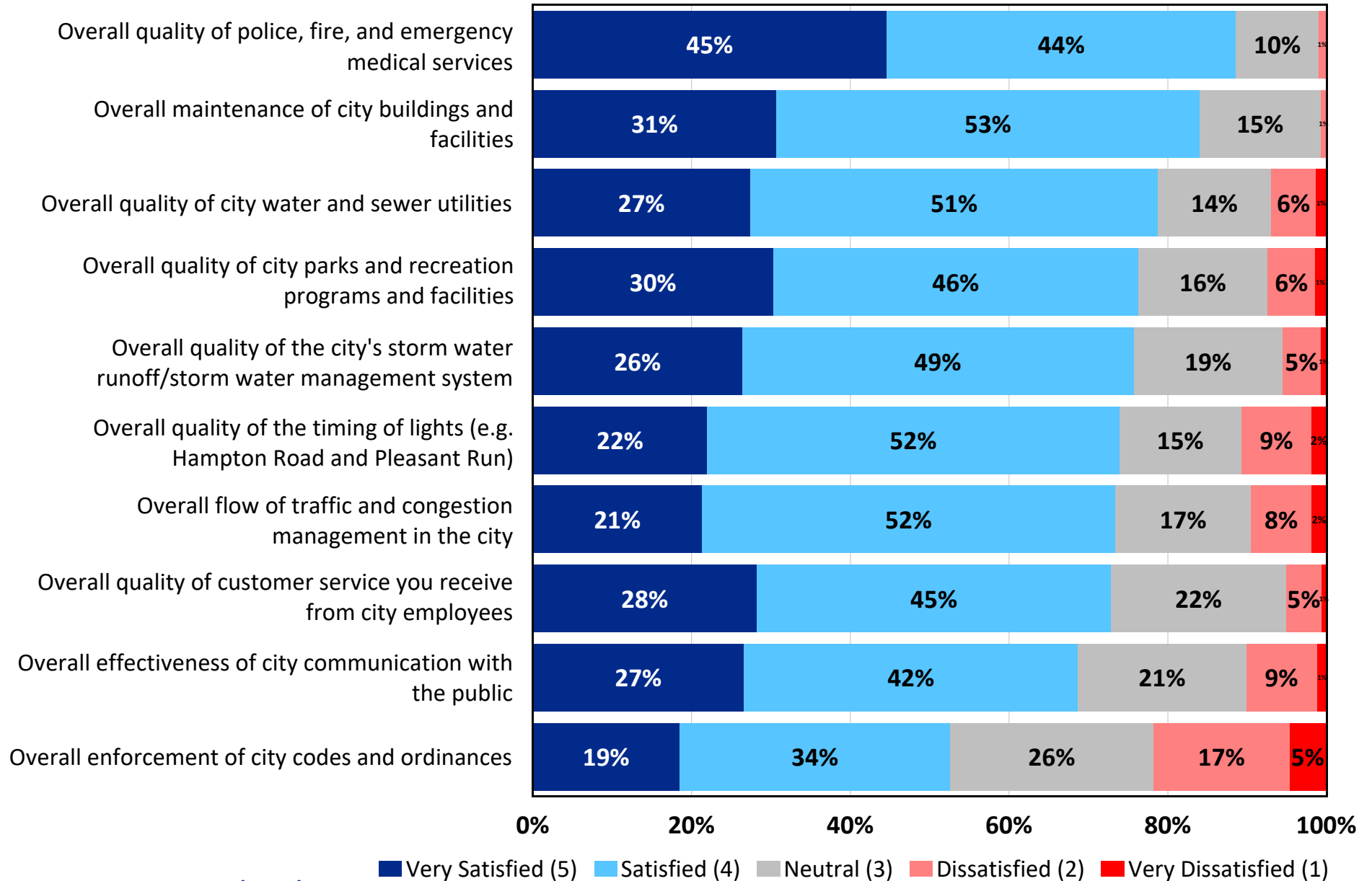
2022 Importance-Satisfaction Rating City of DeSoto, Texas Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall enforcement of city codes and ordinances	41%	2	53%	10	0.1934	1
Medium Priority (IS <.10)						
Overall effectiveness of city communication with the public	26%	5	69%	9	0.0808	2
Overall quality of city parks and recreation programs and facilities	31%	4	76%	4	0.0737	3
Overall quality of city water and sewer utilities	32%	3	79%	3	0.0672	4
Overall flow of traffic and congestion management in the city	24%	6	73%	7	0.0630	5
Overall quality of police, fire, and emergency medical services	43%	1	89%	1	0.0487	6
Overall quality of the timing of lights (e.g. Hampton Road and Pleasant Run)	18%	7	74%	6	0.0480	7
Overall quality of customer service you receive from city employees	15%	8	73%	8	0.0404	8
Overall quality of the city's storm water runoff/storm water management system	11%	9	76%	5	0.0260	9
Overall maintenance of city buildings and facilities	9%	10	84%	2	0.0141	10



Charts and Graphs

Q1. Satisfaction with Major Categories of City Services

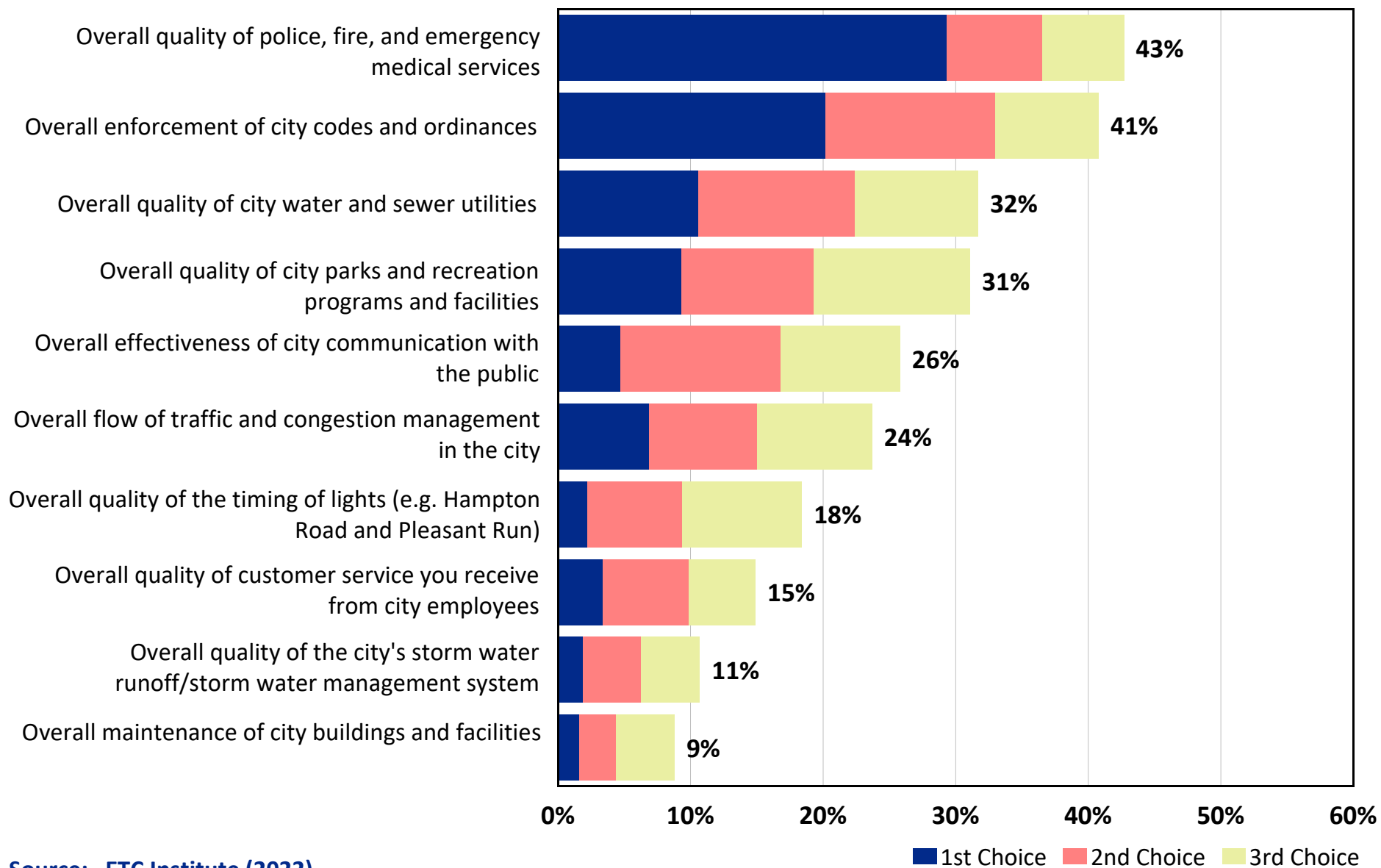
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q2. City Services That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

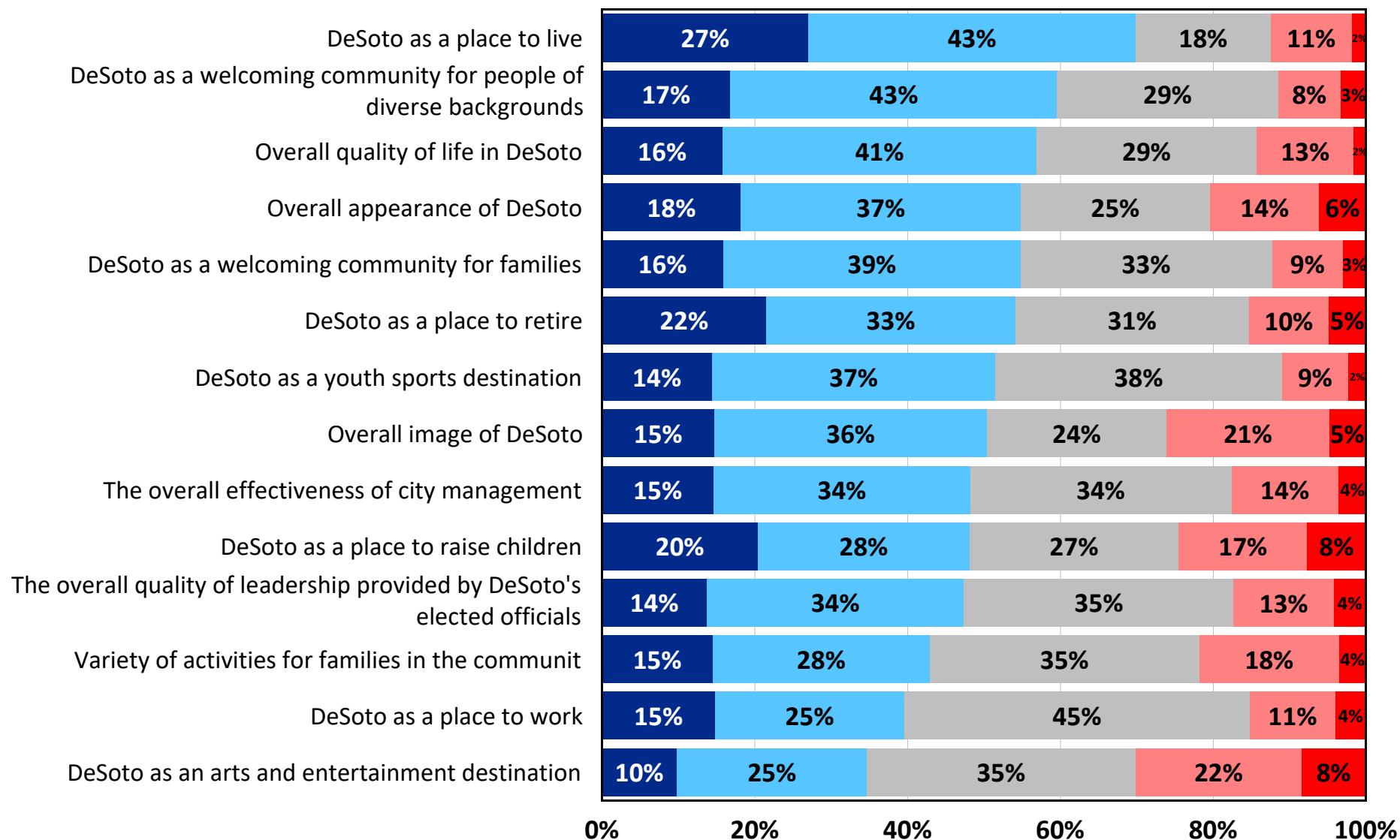
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2022)

Q3. Satisfaction with Items That Influence Perceptions of the City

by percentage of respondents (excluding "don't know")

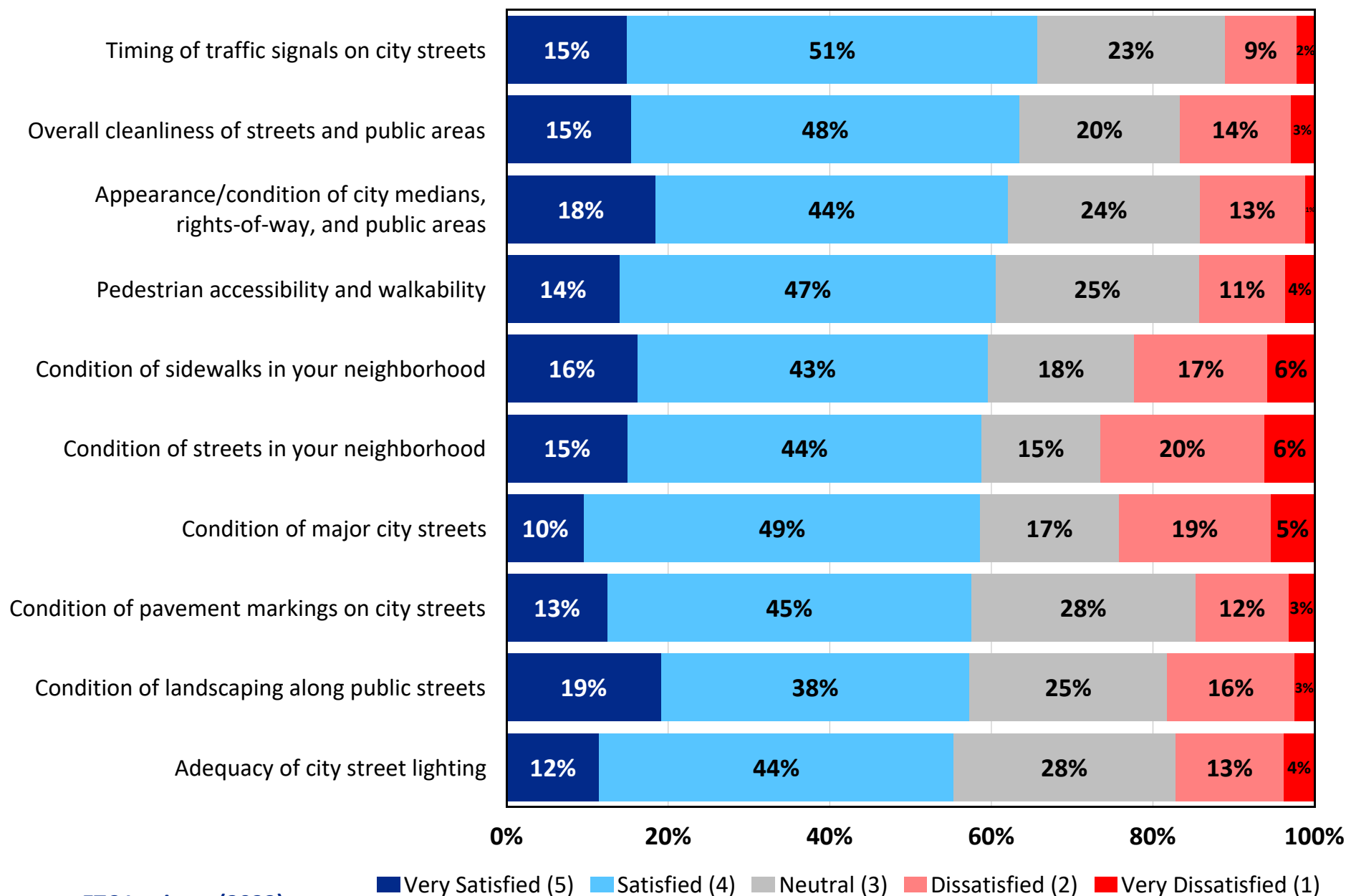


Source: ETC Institute (2022)

■ Very Satisfied (5) ■ Satisfied (4) ■ Neutral (3) ■ Dissatisfied (2) ■ Very Dissatisfied (1)

Q4. Satisfaction with Maintenance

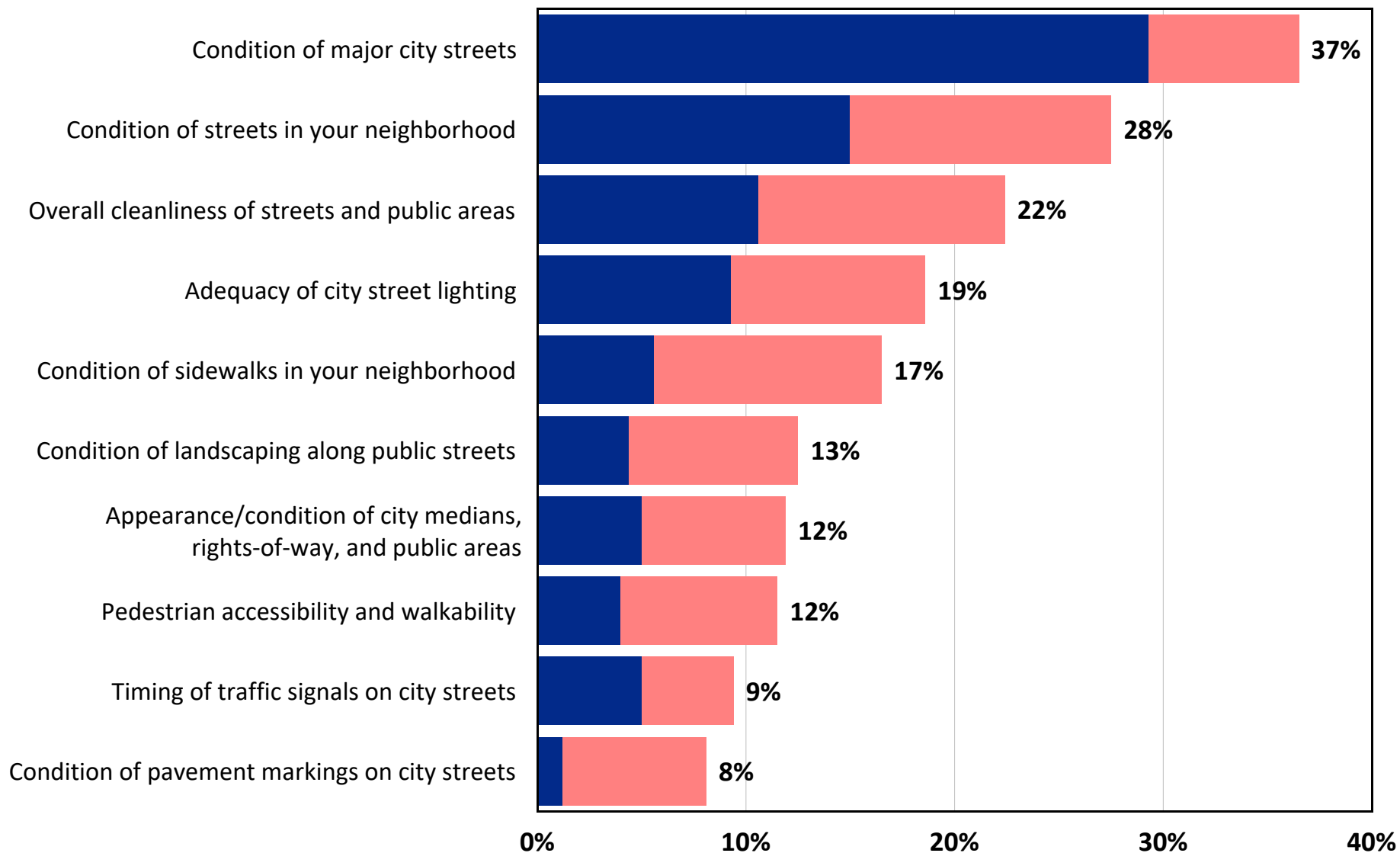
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q5. Maintenance Services That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices

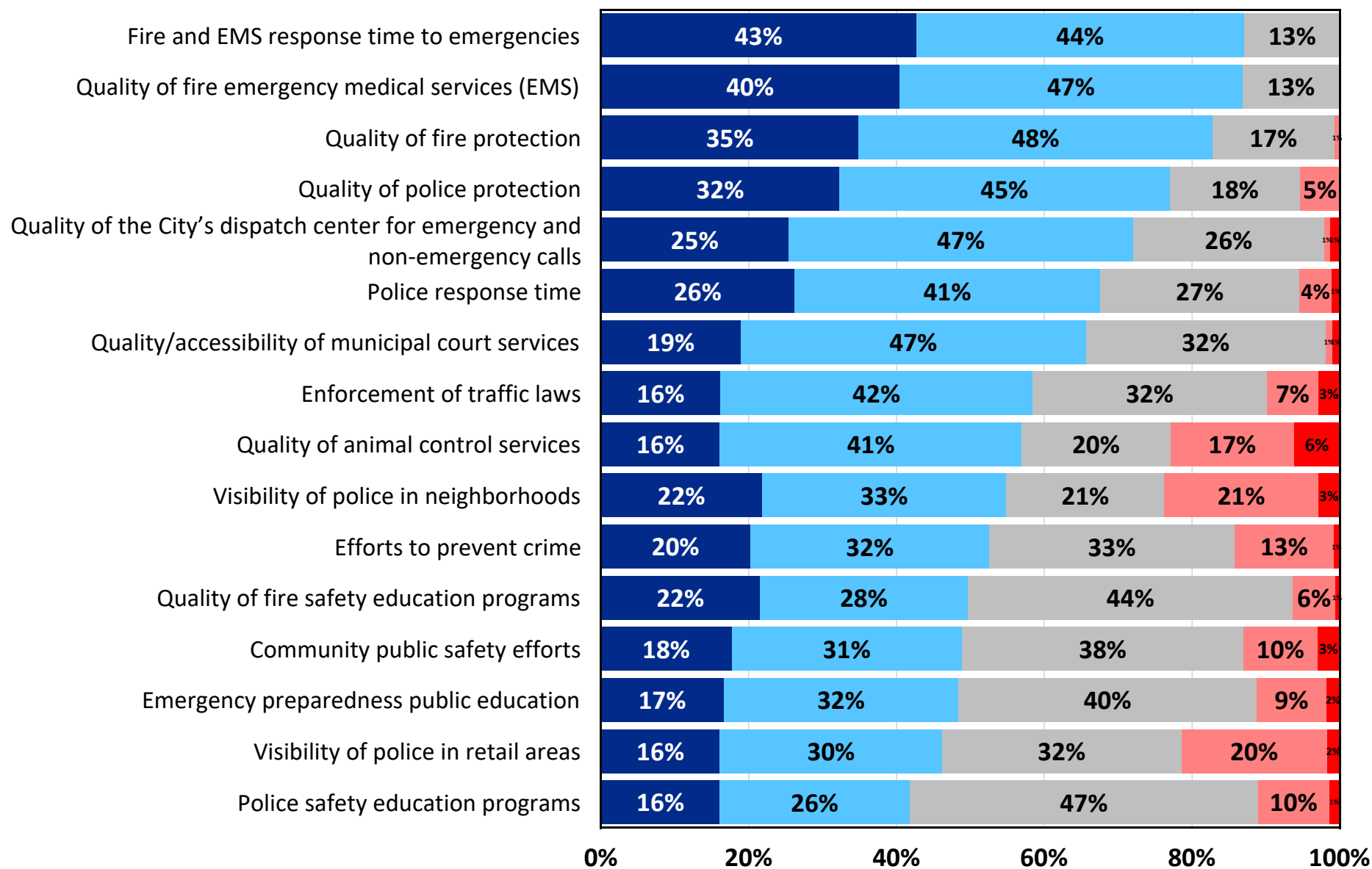


Source: ETC Institute (2022)

■ 1st Choice ■ 2nd Choice

Q6. Satisfaction with Police, Fire, and Emergency Services

by percentage of respondents (excluding "don't know")

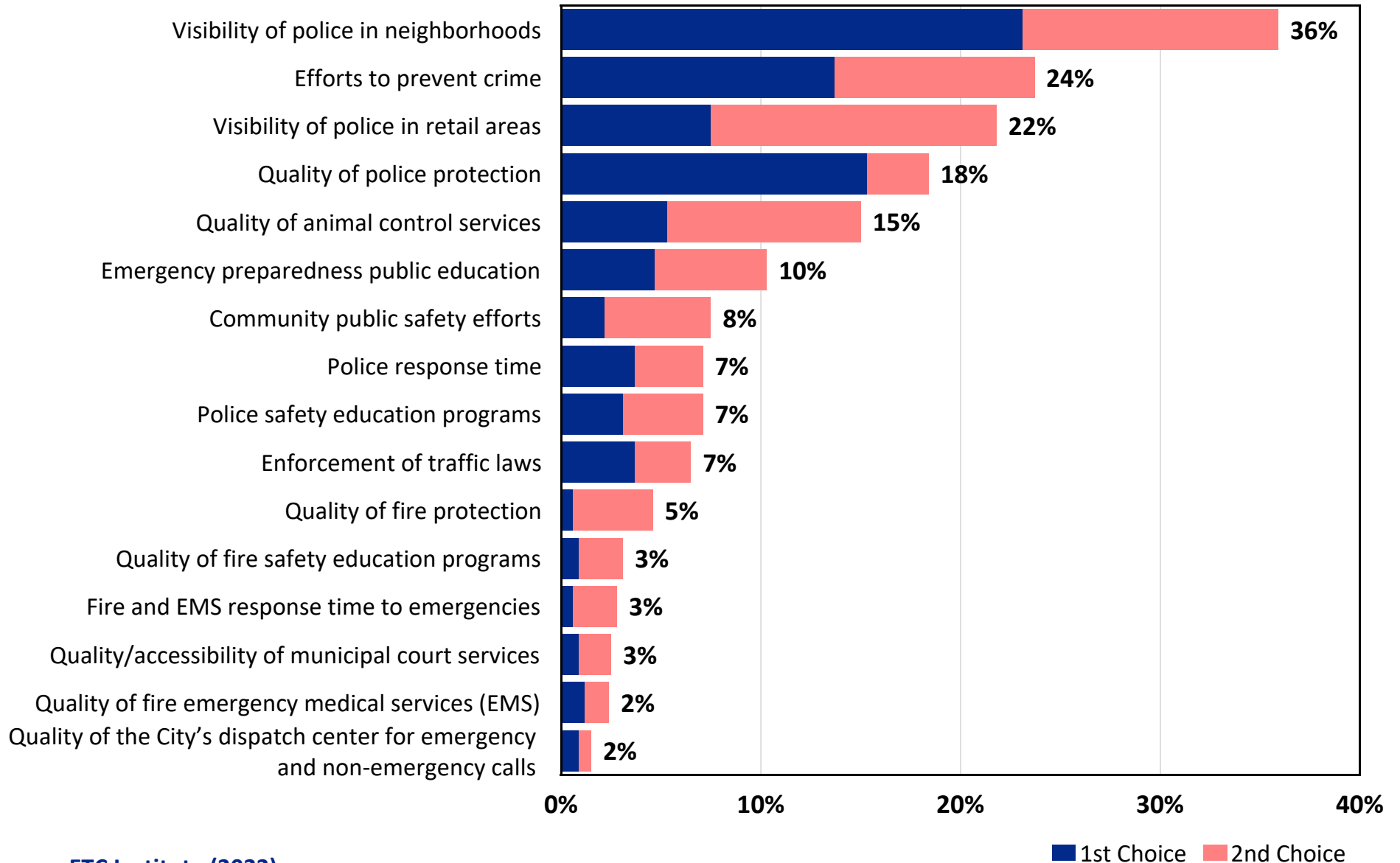


Source: ETC Institute (2022)

Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (2) Very Dissatisfied (1)

Q7. Police, Fire, and Emergency Services That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

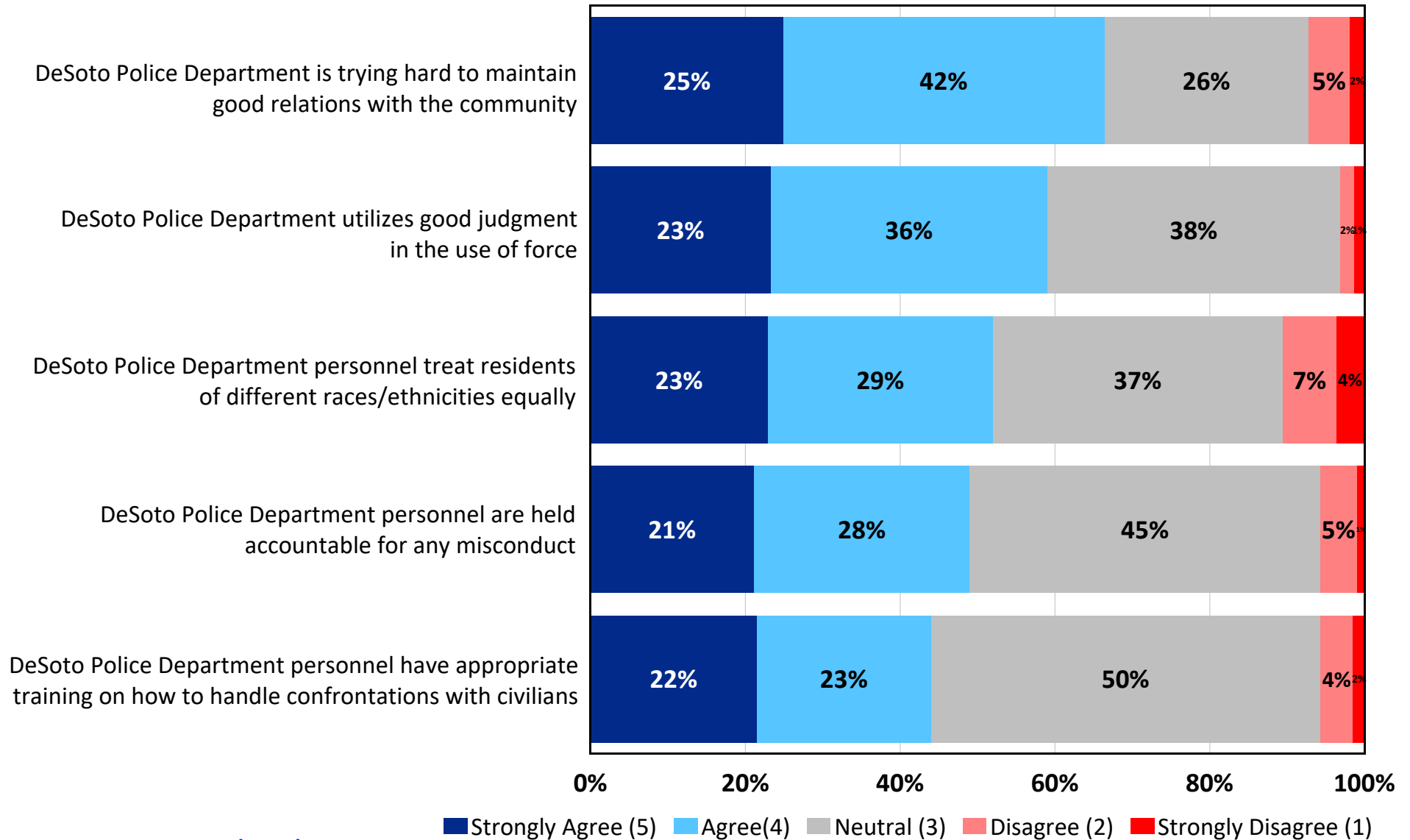
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2022)

Q8. Agreement With the Following Statements Related to the DeSoto Police Department

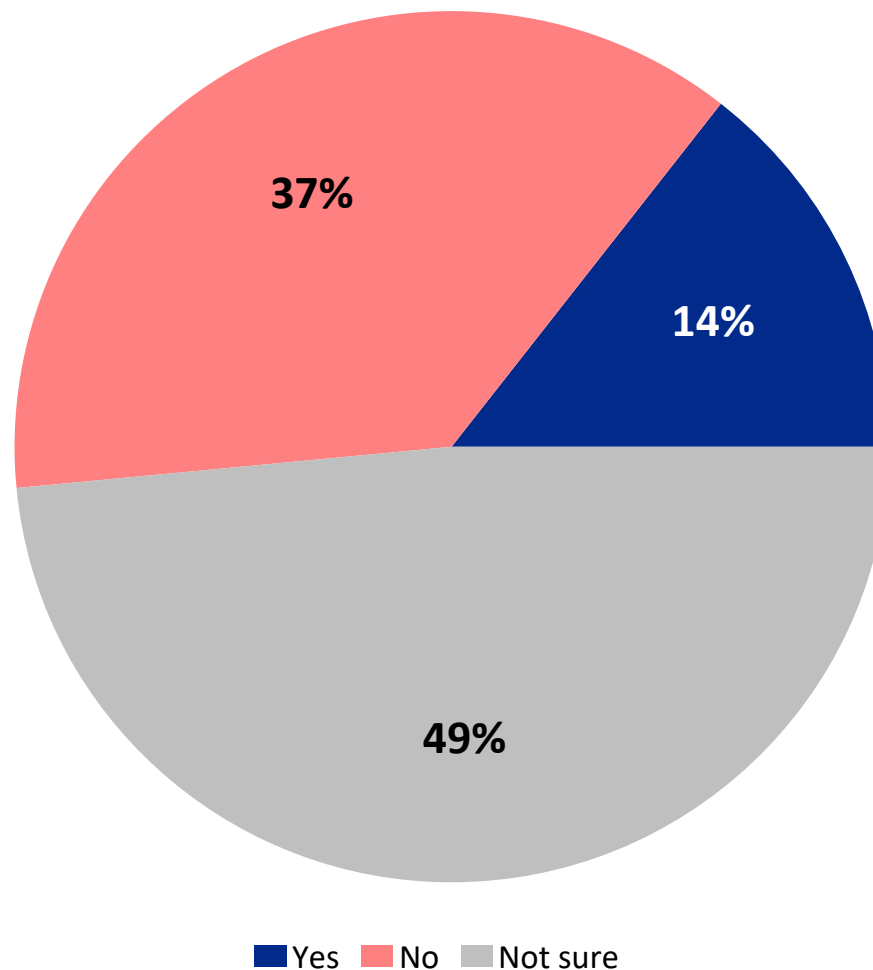
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q9. In general, do you think DeSoto Police Department police officers stop people of certain racial or ethnic groups because they believe these groups are more likely than other groups to commit certain types of crimes?

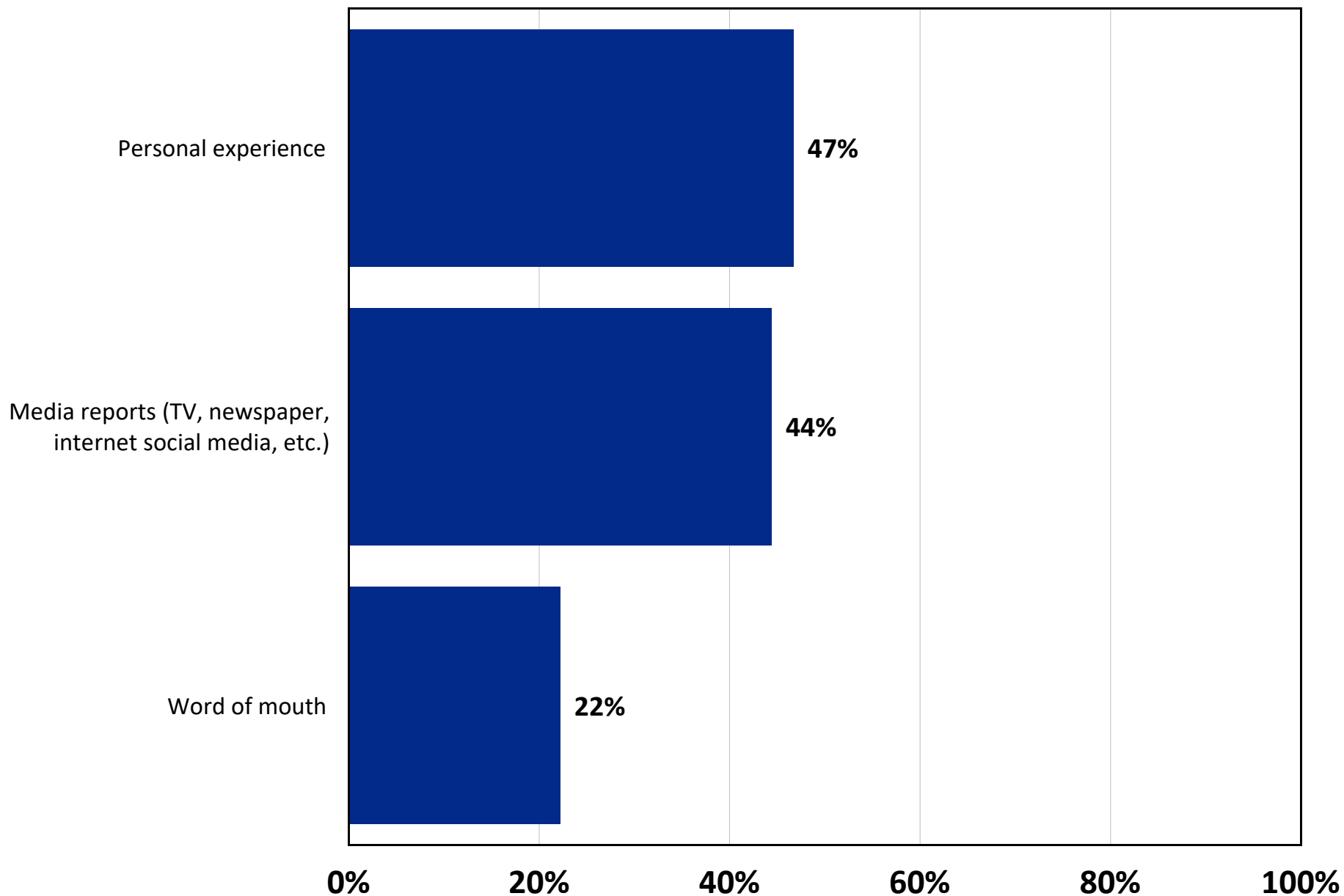
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

Q9a. What is the reason for your view?

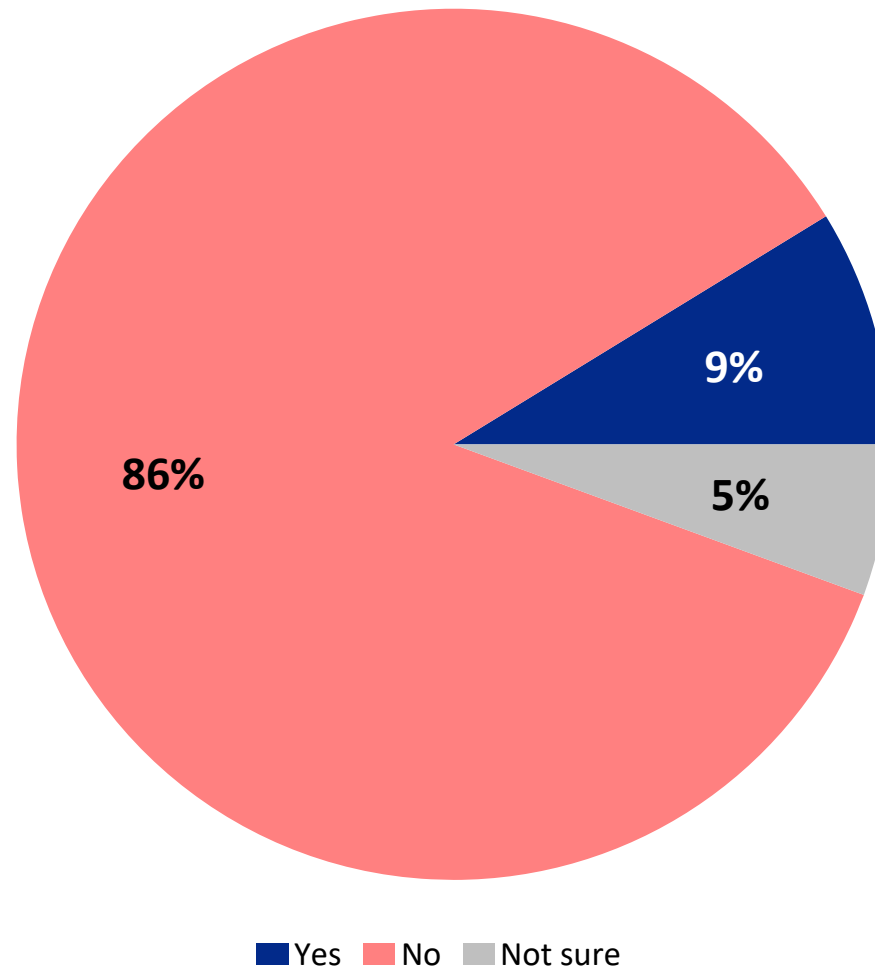
by percentage of respondents who answered "yes" to Question 9 (multiple choices could be made)



Source: ETC Institute (2022)

Q10. Has there ever been a specific instance when you felt discriminated against by DeSoto Police Department police officers because of your race or ethnic background?

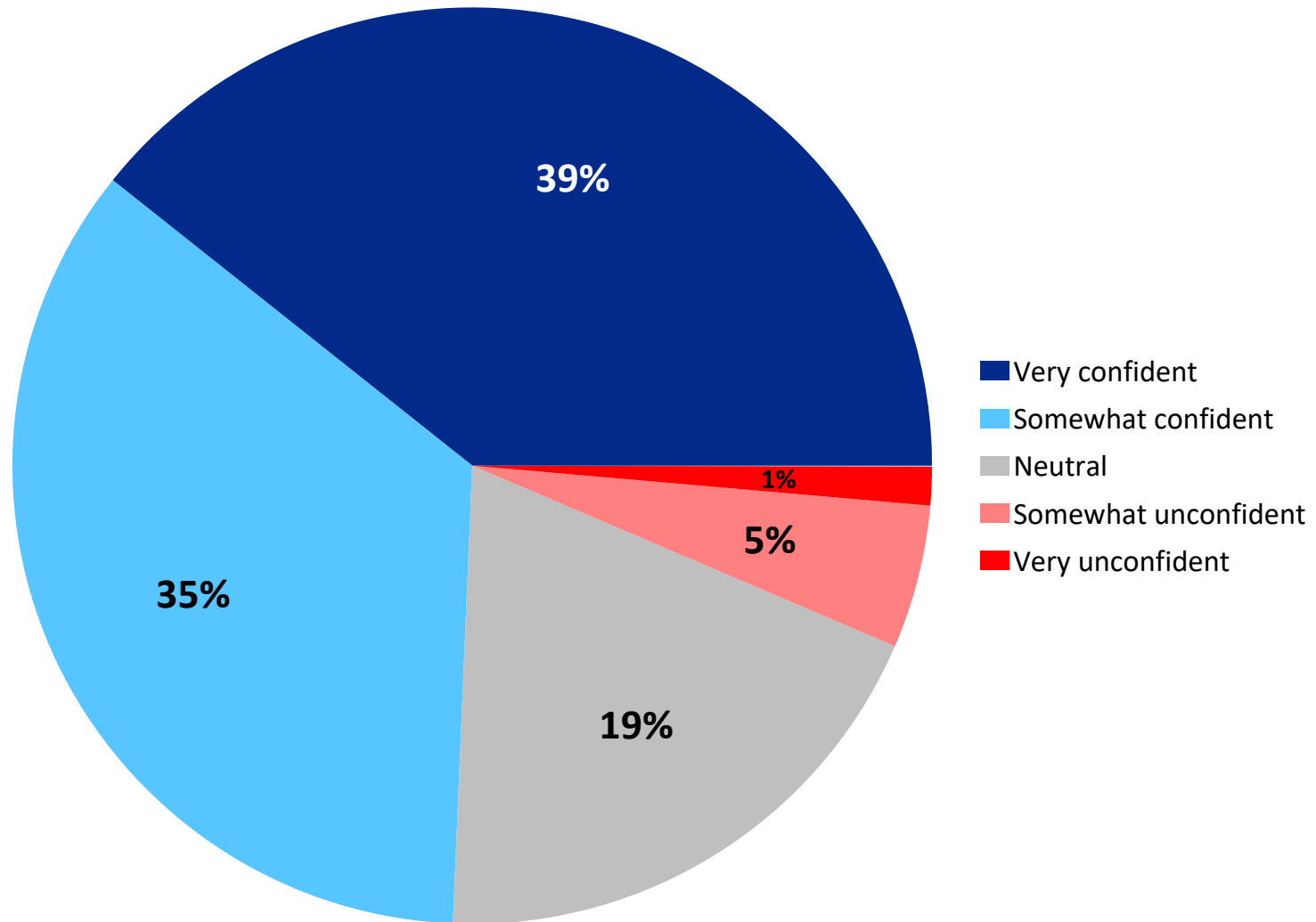
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

Q11. Overall, how confident are you in DeSoto Police Department police officers?

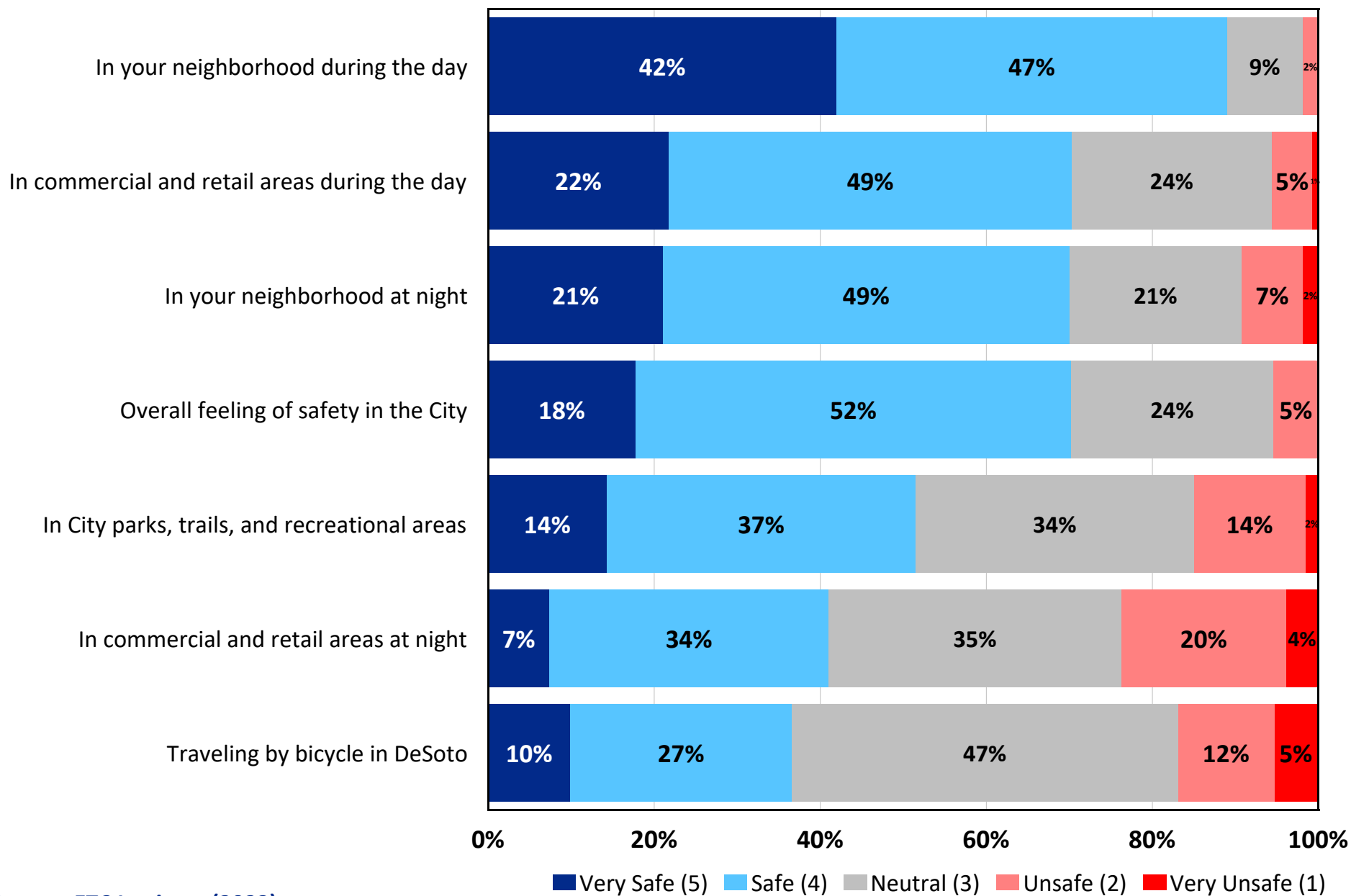
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

Q12. Feeling of Safety in DeSoto

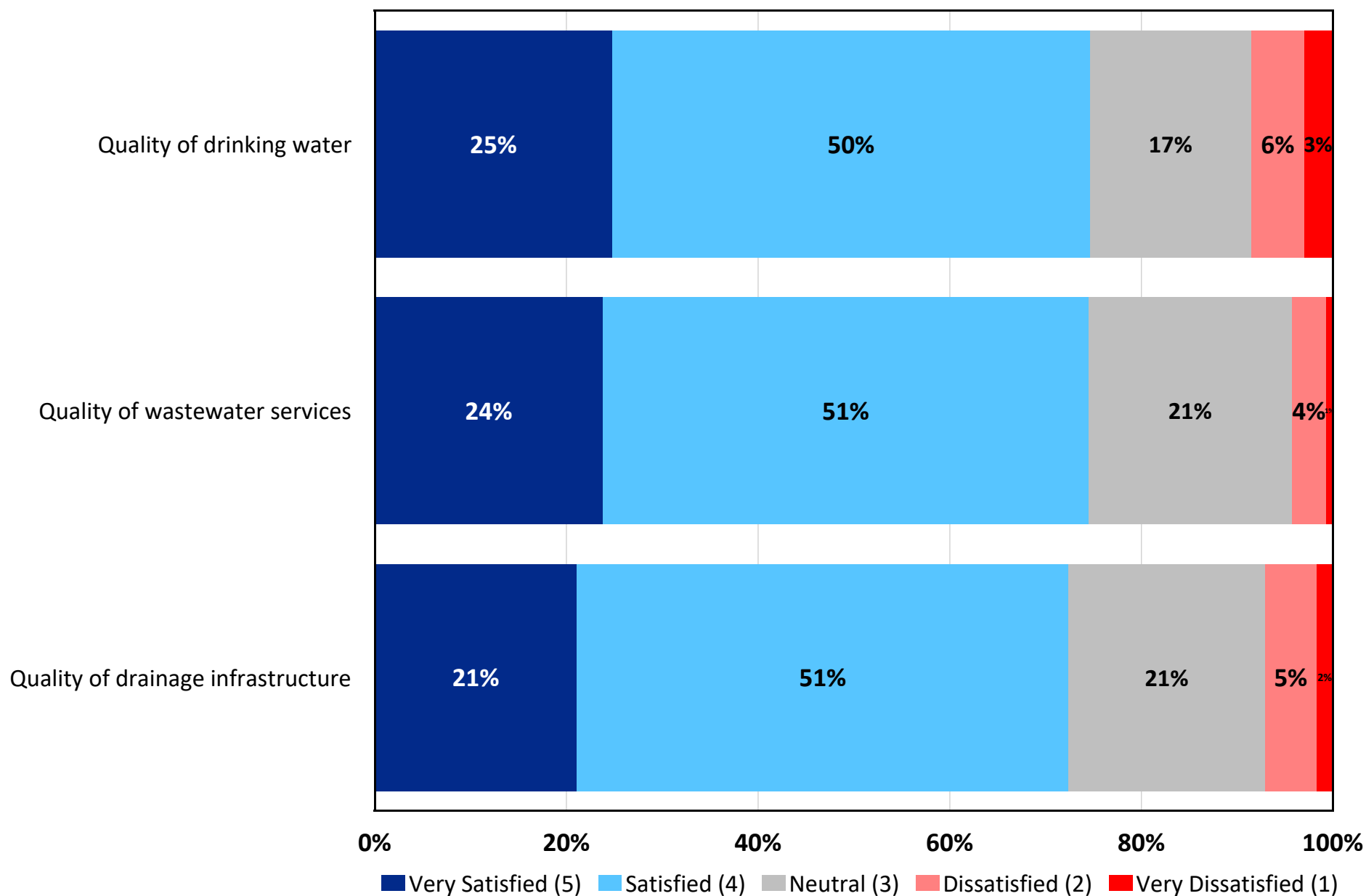
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q13. Public Works Services

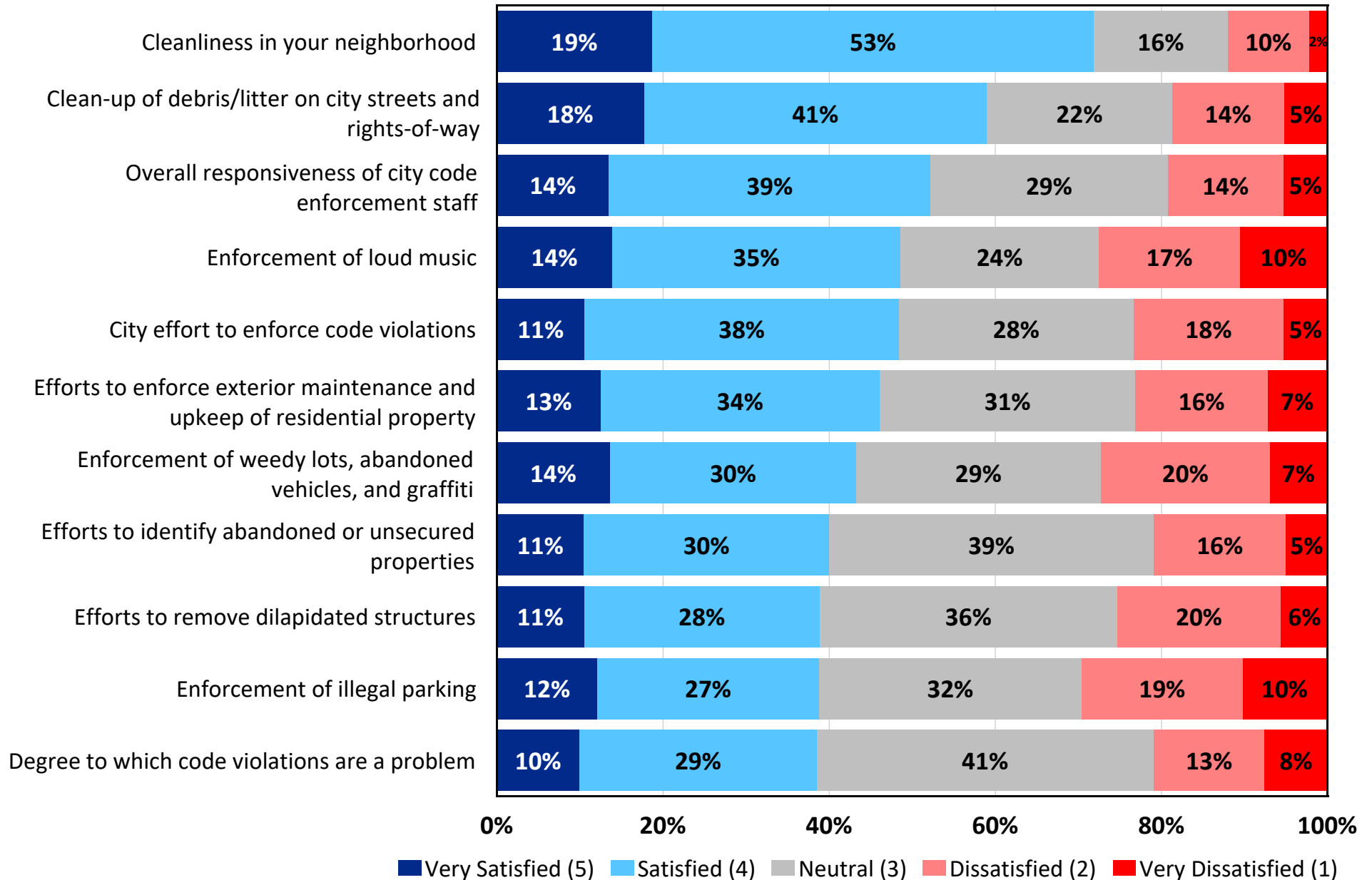
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q14. Satisfaction with Code Enforcement

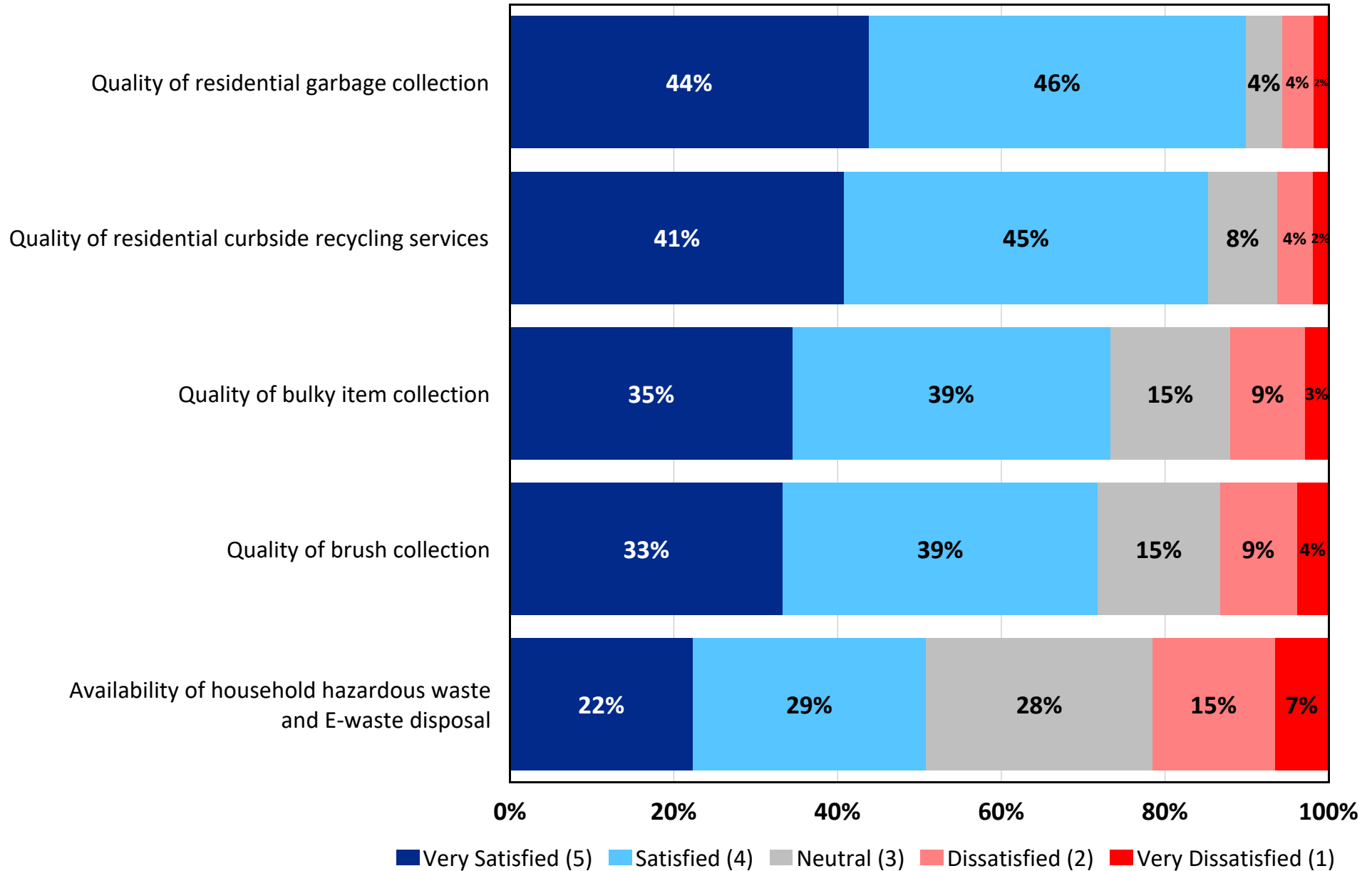
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q15. Satisfaction with Solid Waste Services

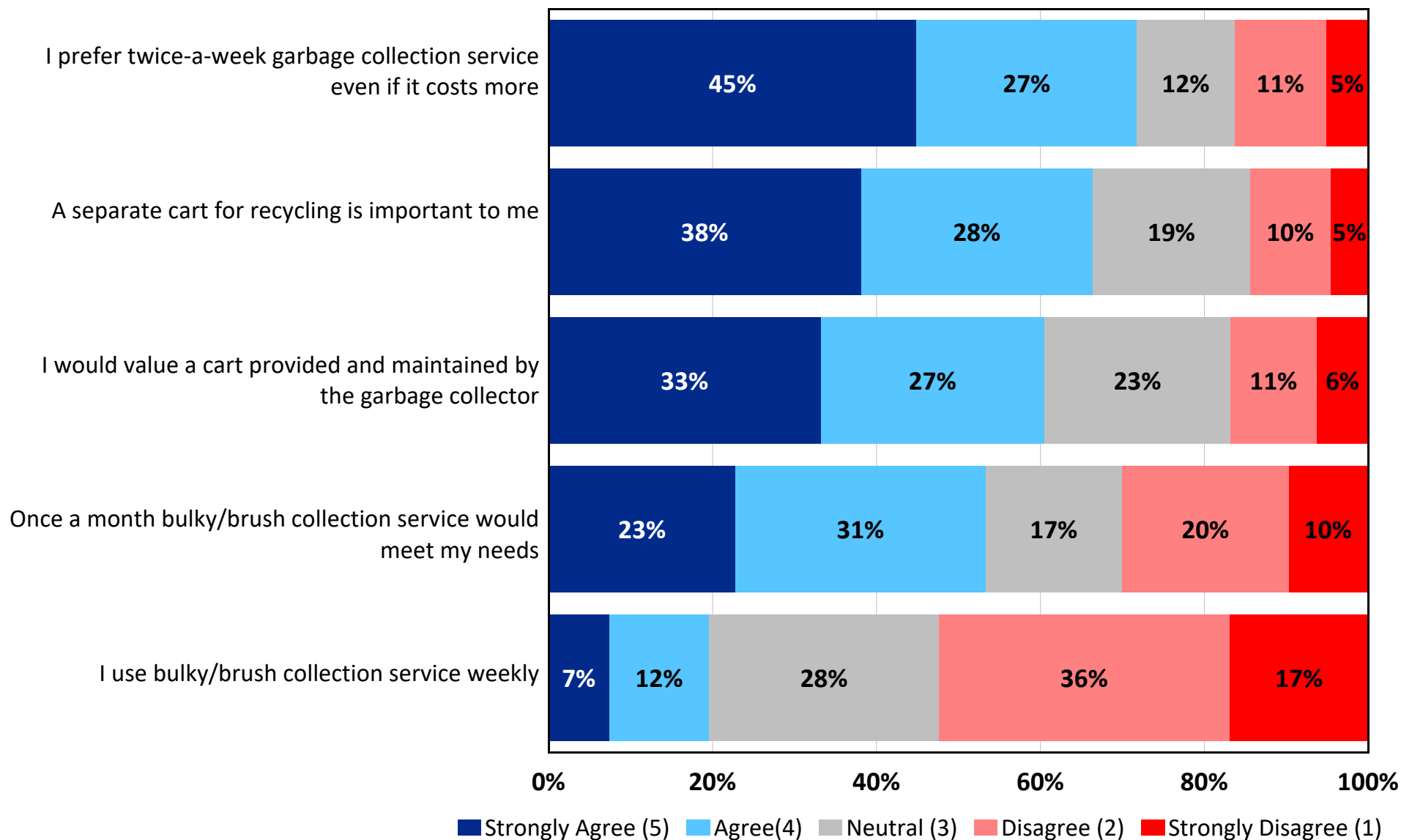
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q16. Agreement With the Following Statements Related to Solid Waste Services

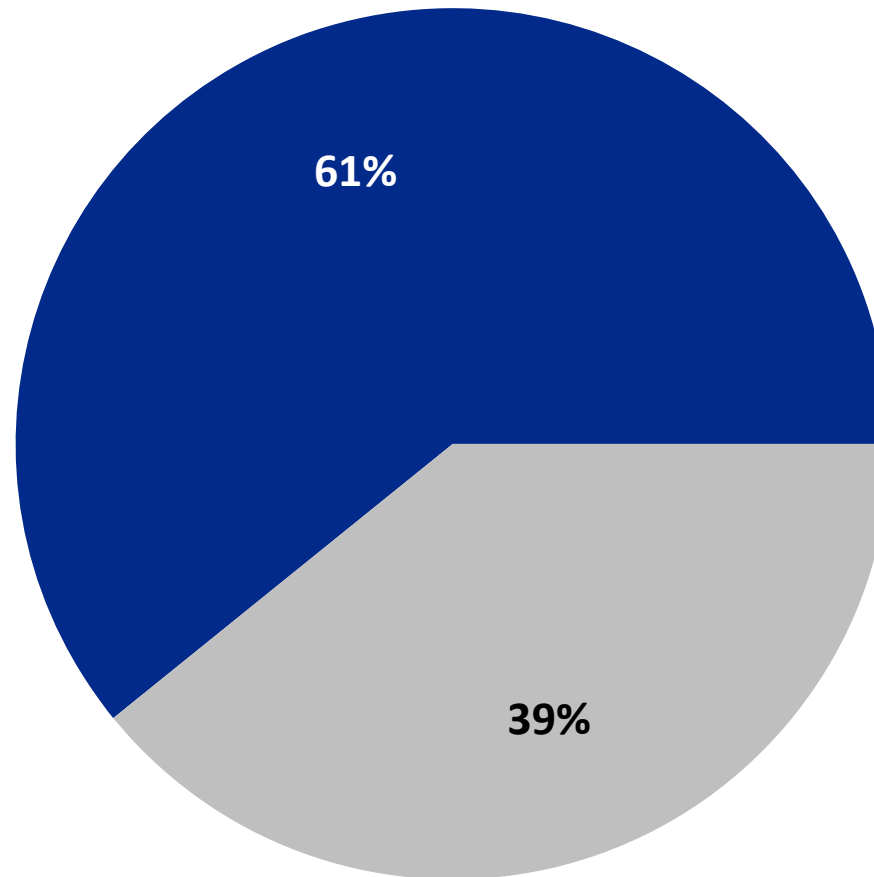
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q17. Please indicate whether you would support continuing twice-a-week garbage collection at a higher monthly cost or reducing garbage collection to once per week for a reduced monthly cost?

by percentage of respondents (excluding "not provided")



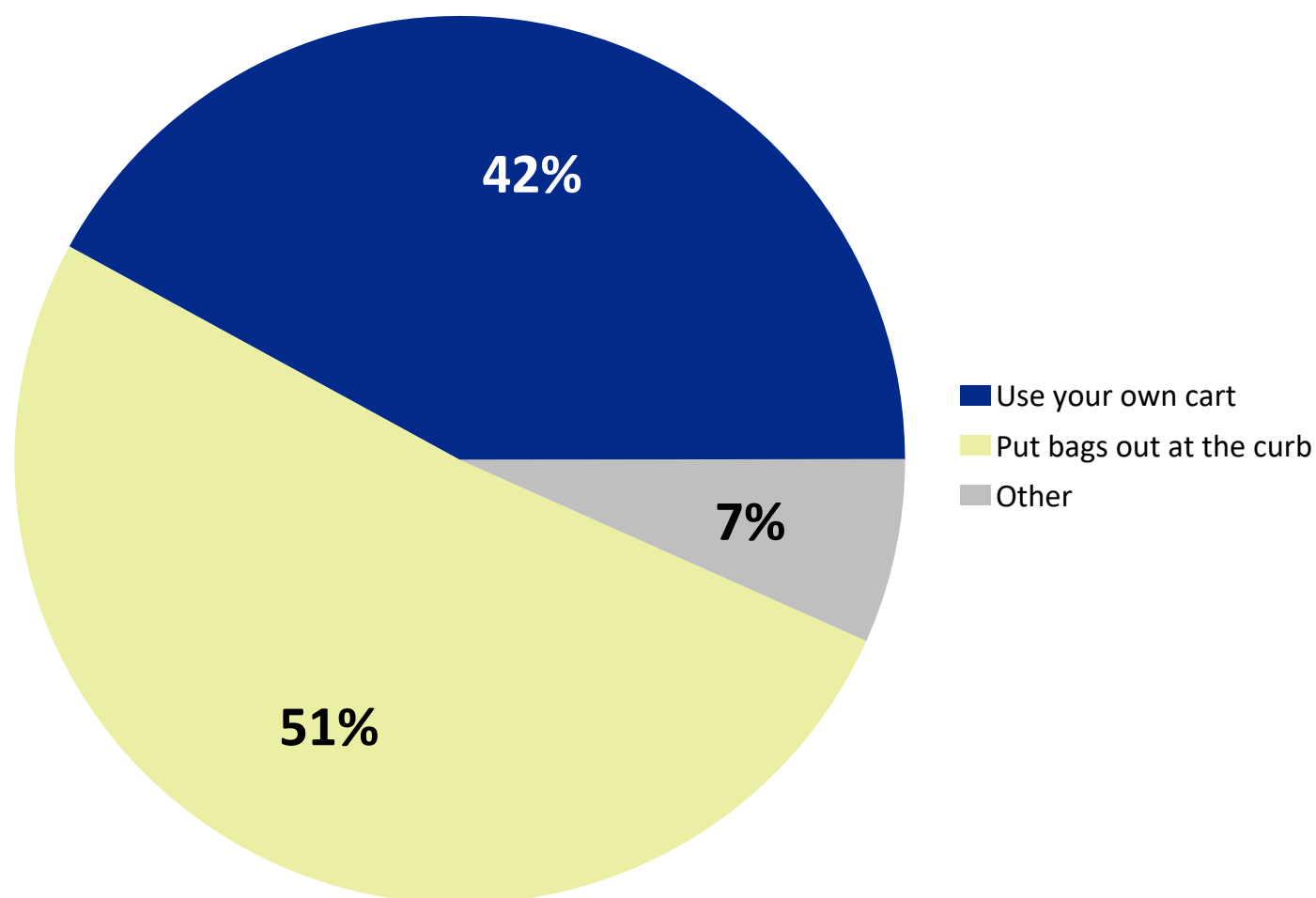
■ I support continuing twice-a-week garbage collection at a higher monthly cost

■ I support reducing garbage collection to once per week for a reduced monthly cost

Source: ETC Institute (2022)

Q18. How do you currently contain/secure your garbage for collection day?

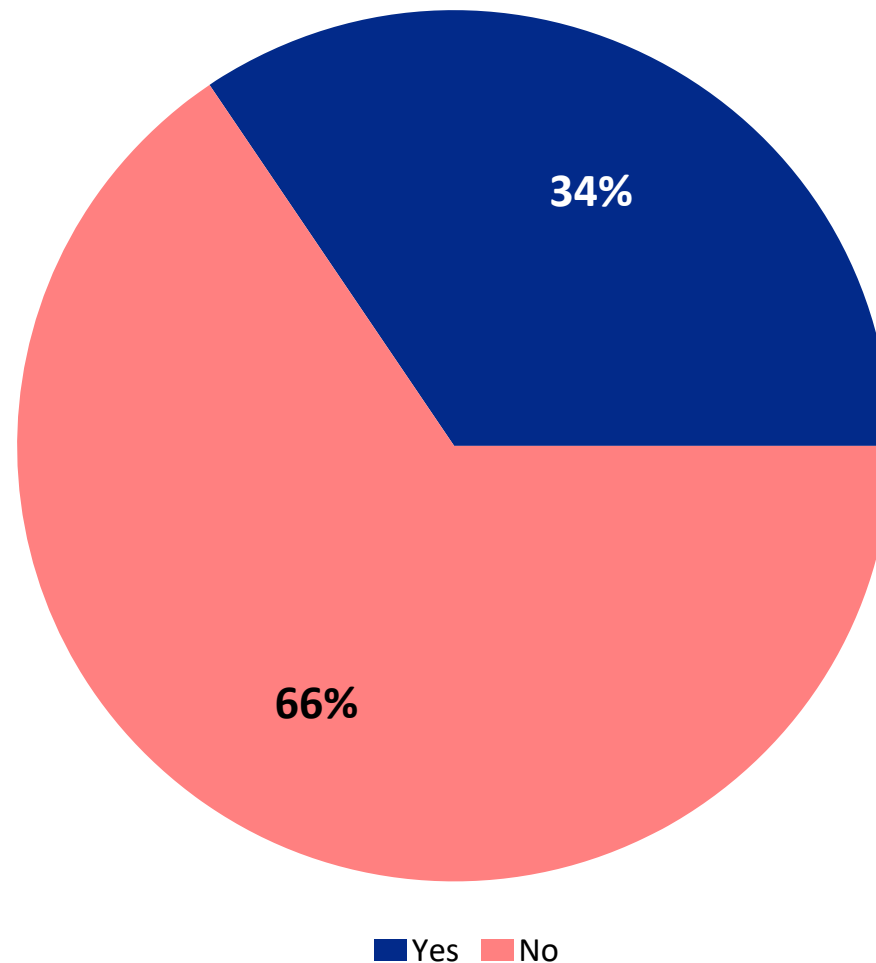
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

**Q19. Currently, DeSoto collects unlimited brush at the curb.
Do you support limiting the amount of brush that can be
collected at the curb if the monthly amount you pay for this
service decreased?**

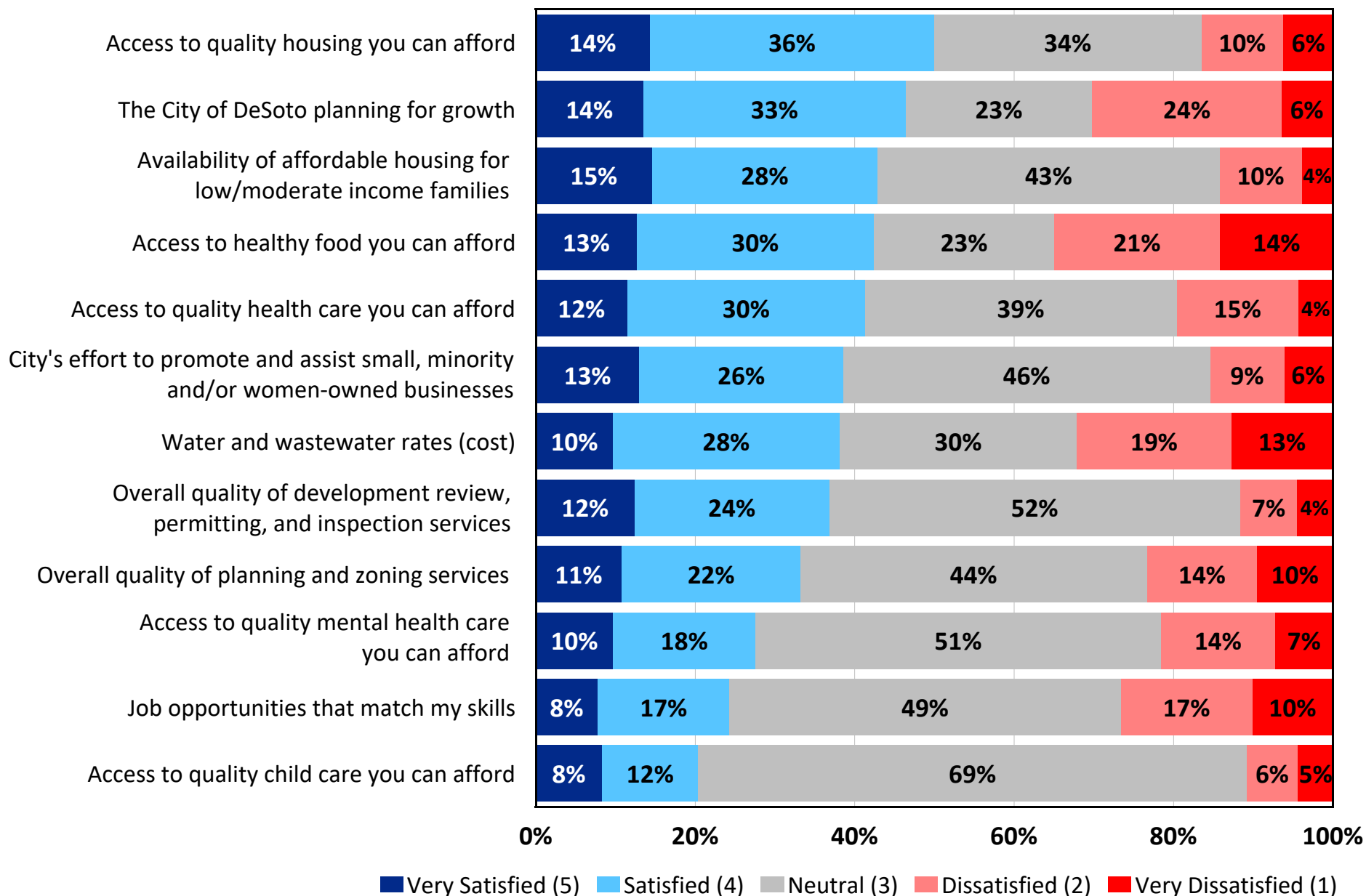
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

Q20. Satisfaction with Economic Development

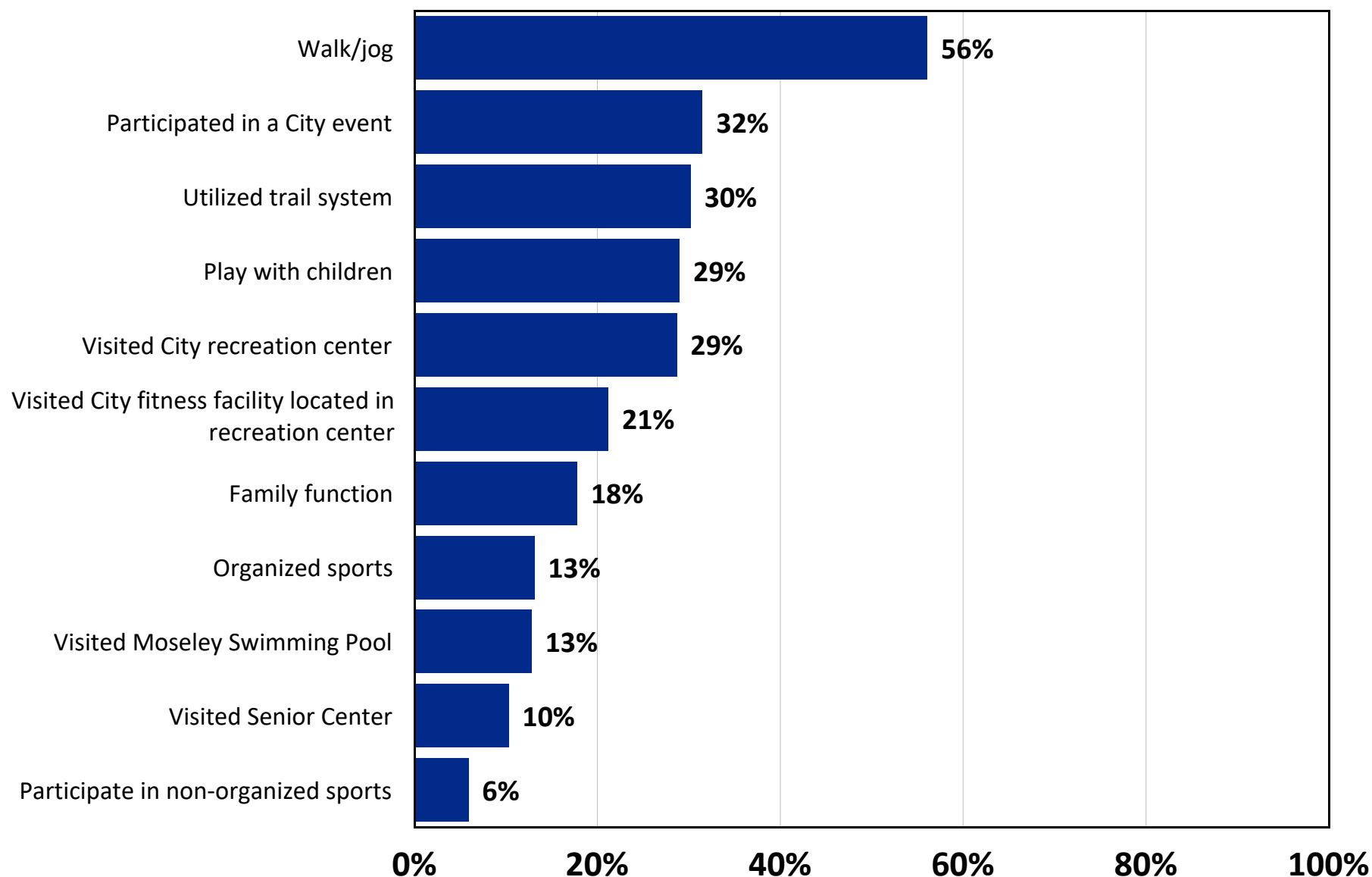
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q21. Activities in Which Households Have Participated at a DeSoto Park in the Past Year

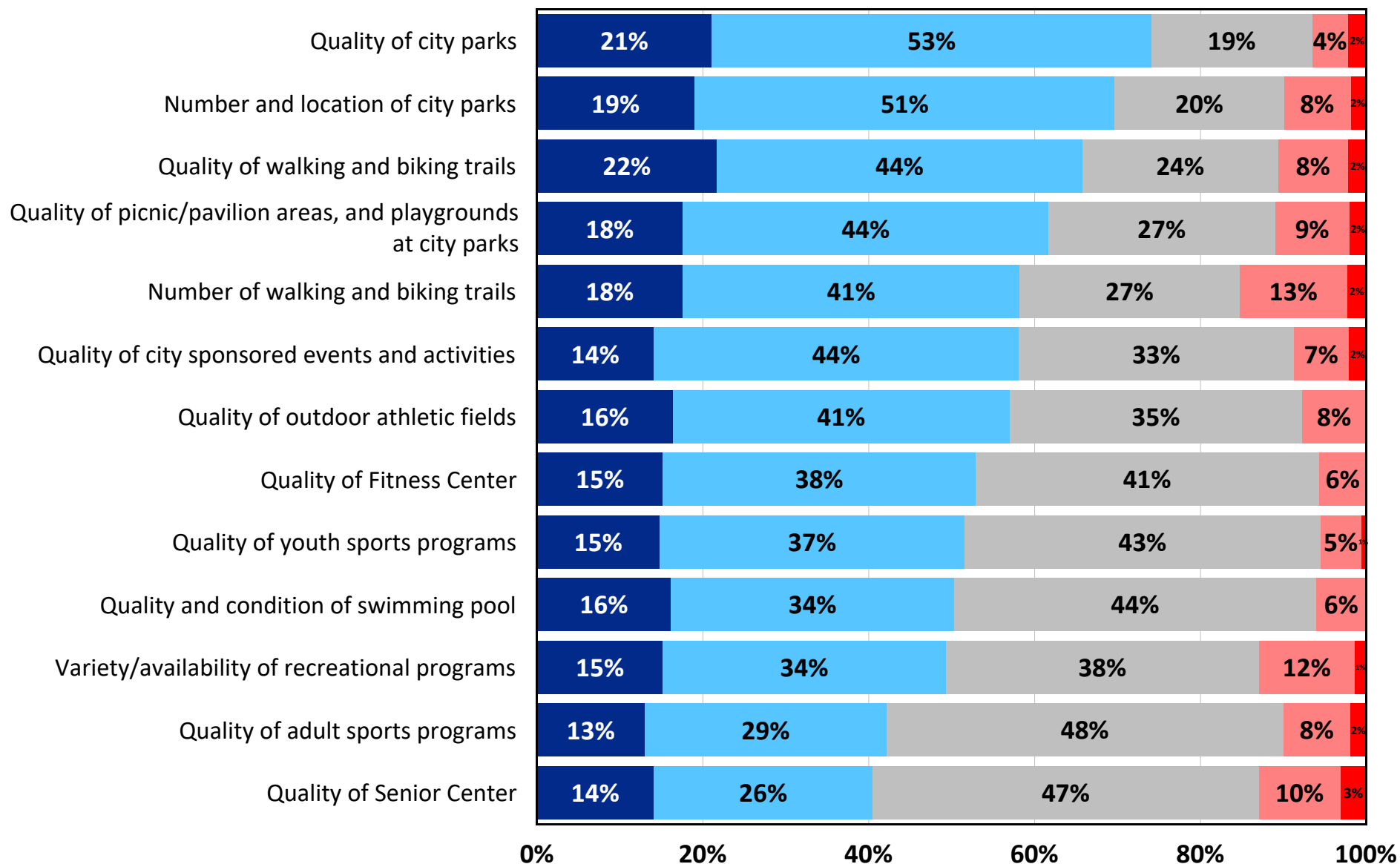
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2022)

Q22. Satisfaction with Parks and Recreation

by percentage of respondents (excluding "don't know")

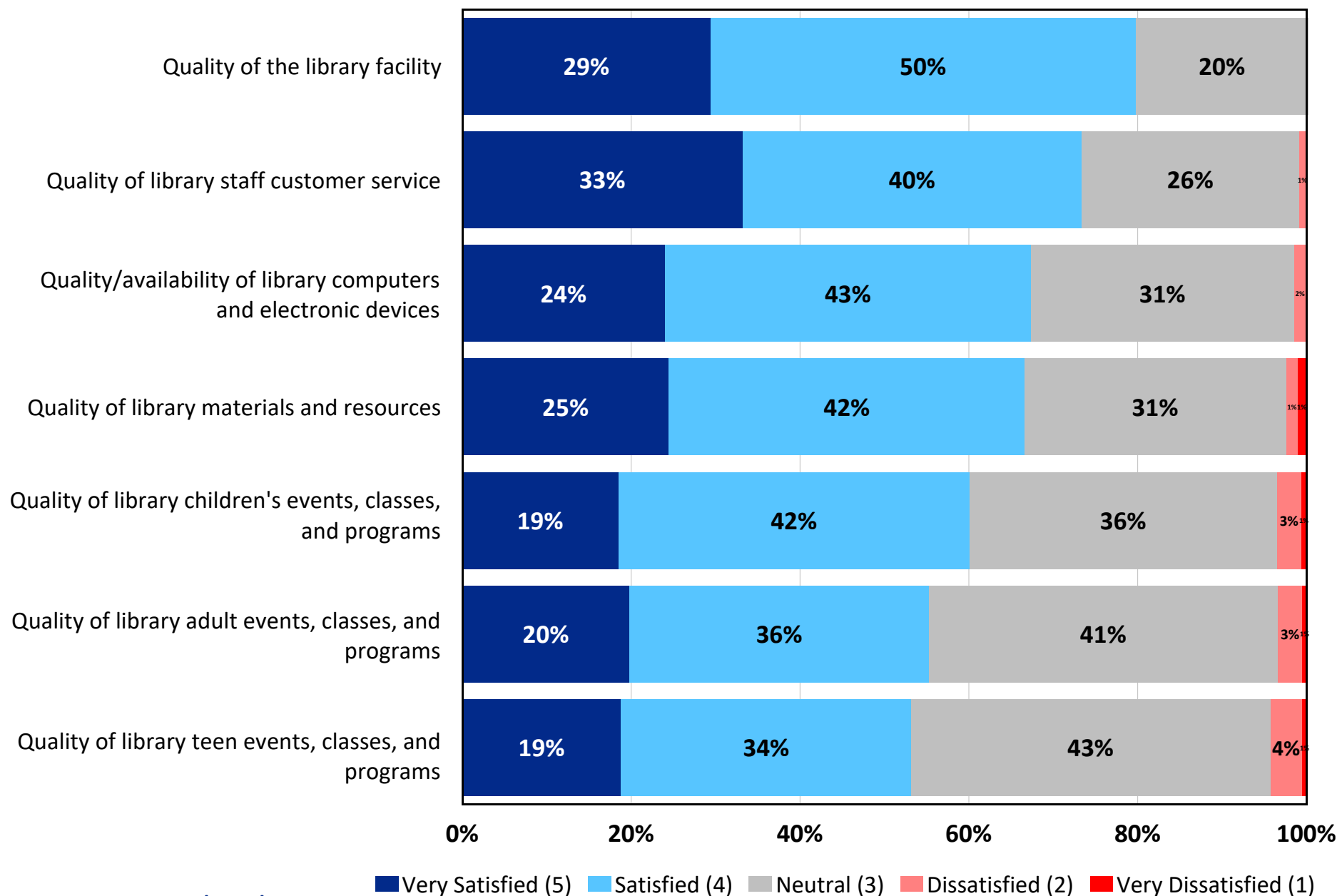


Source: ETC Institute (2022)

Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (2) Very Dissatisfied (1)

Q23. Satisfaction with Library Services

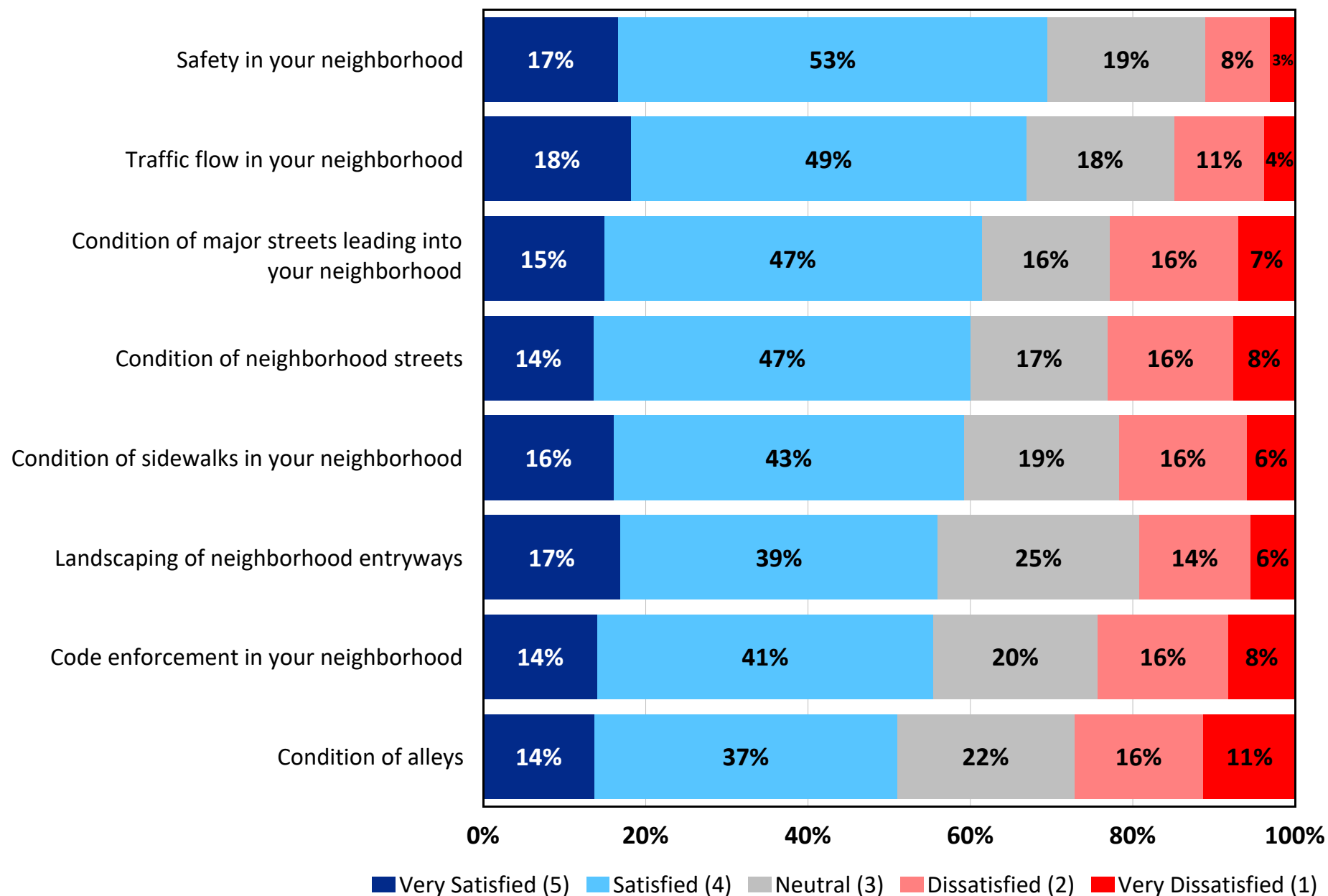
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q24. Satisfaction with Your Neighborhood

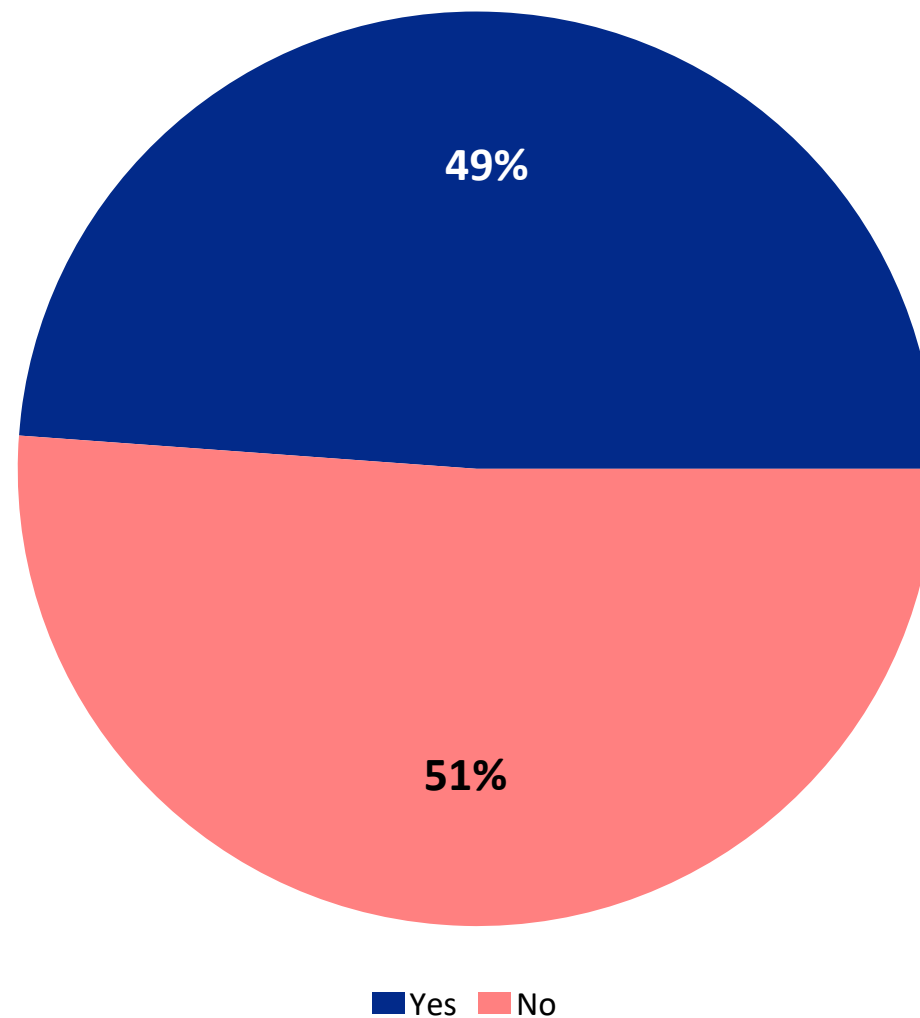
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q25. Have you called or visited the City with a question, problem, or complaint during the past year?

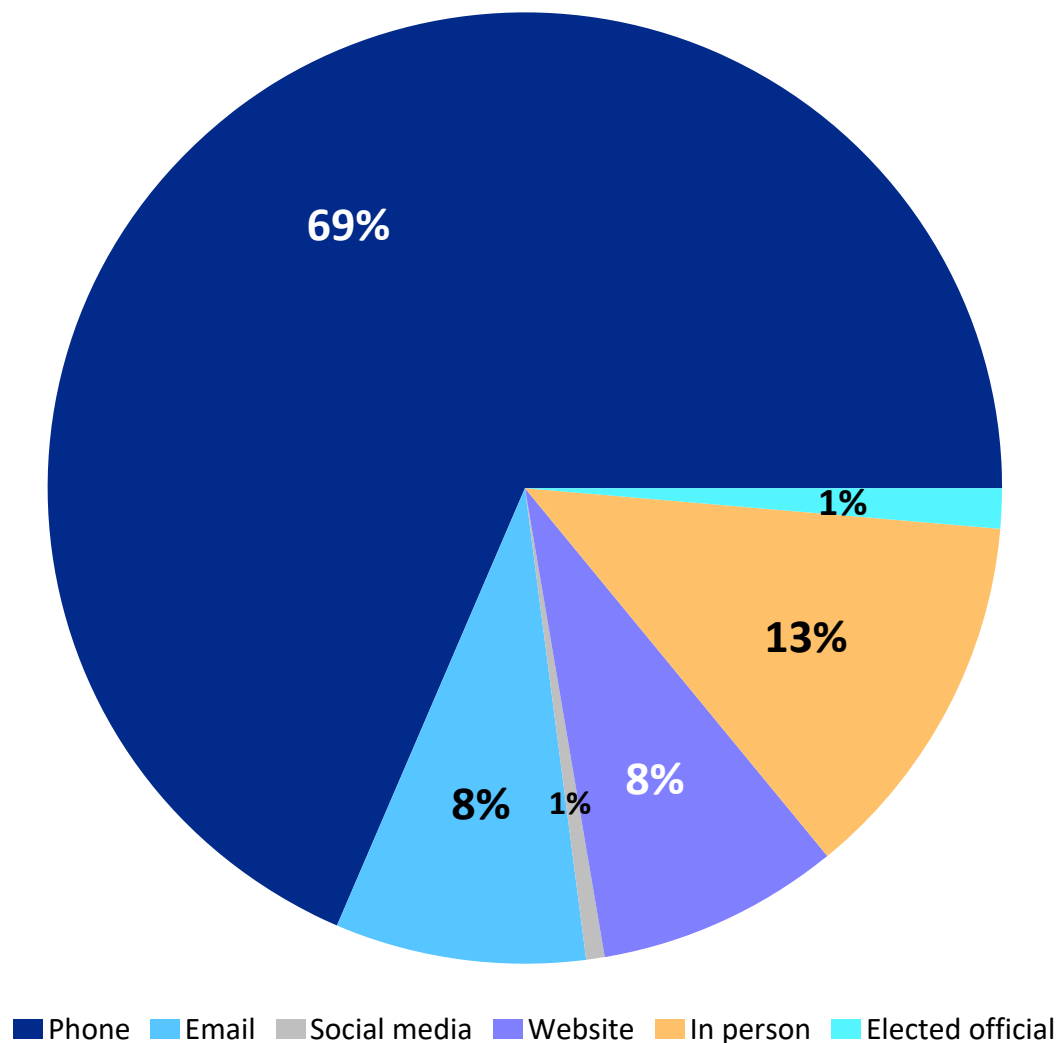
by percentage of respondents



Source: ETC Institute (2022)

Q25a. How did you most recently contact the City?

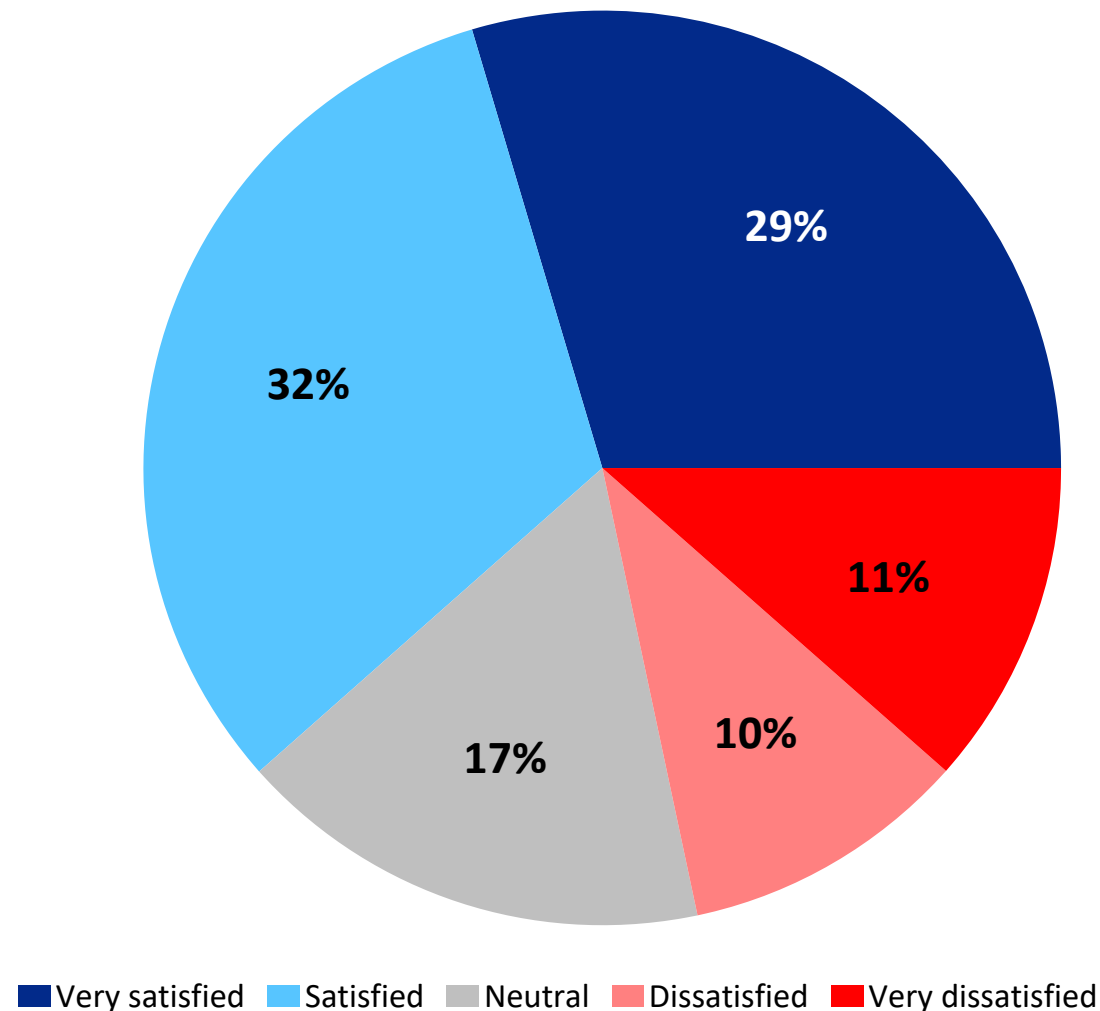
by percentage of respondents who have called or visited the City with a question, problem, or complaint during the past year



Source: ETC Institute (2022)

Q25b. How satisfied are you with your most recent interaction with the City of DeSoto?

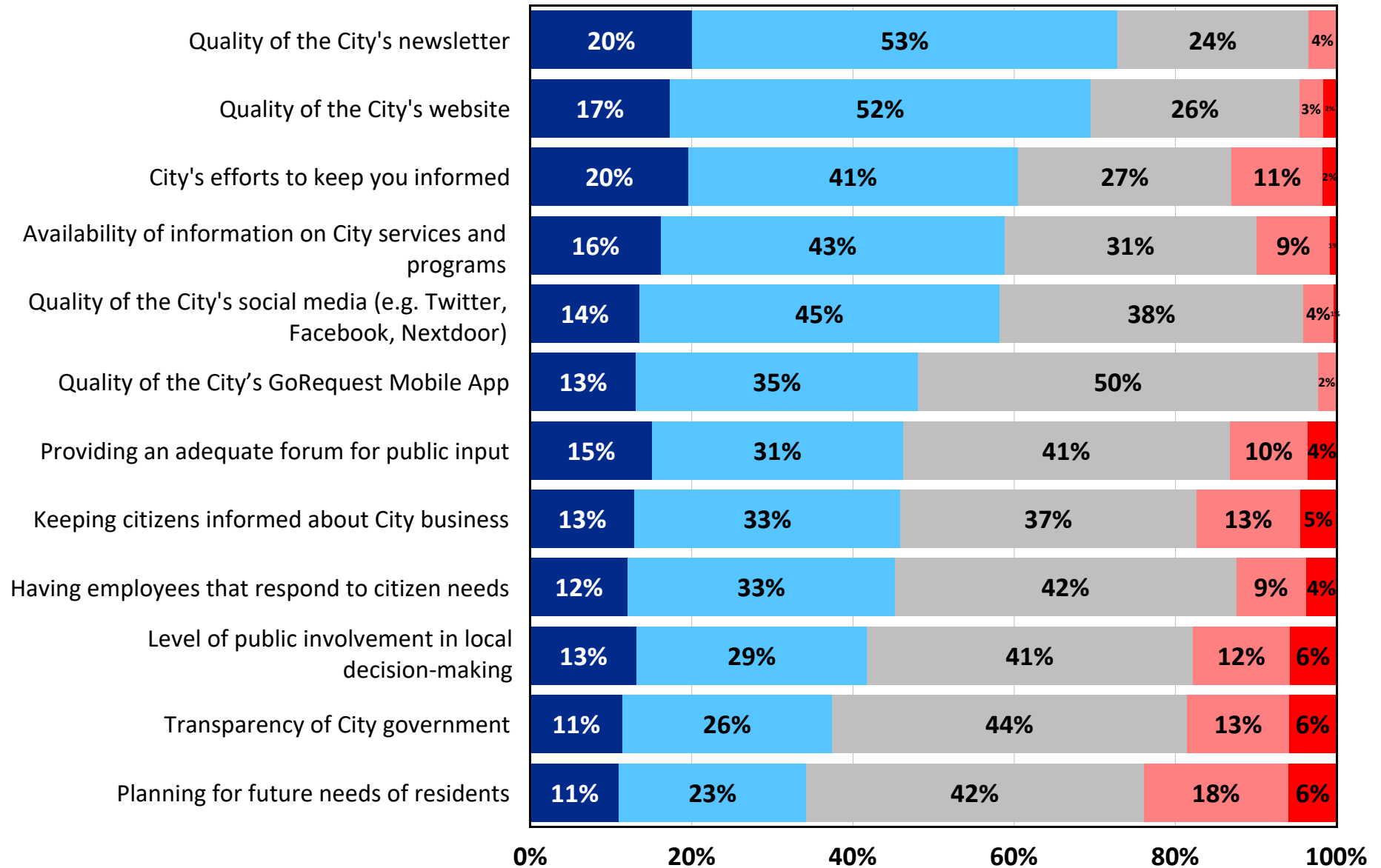
by percentage of respondents who have called or visited the City with a question, problem, or complaint during the past year



Source: ETC Institute (2022)

Q26. Satisfaction with City Communication

by percentage of respondents (excluding "don't know")

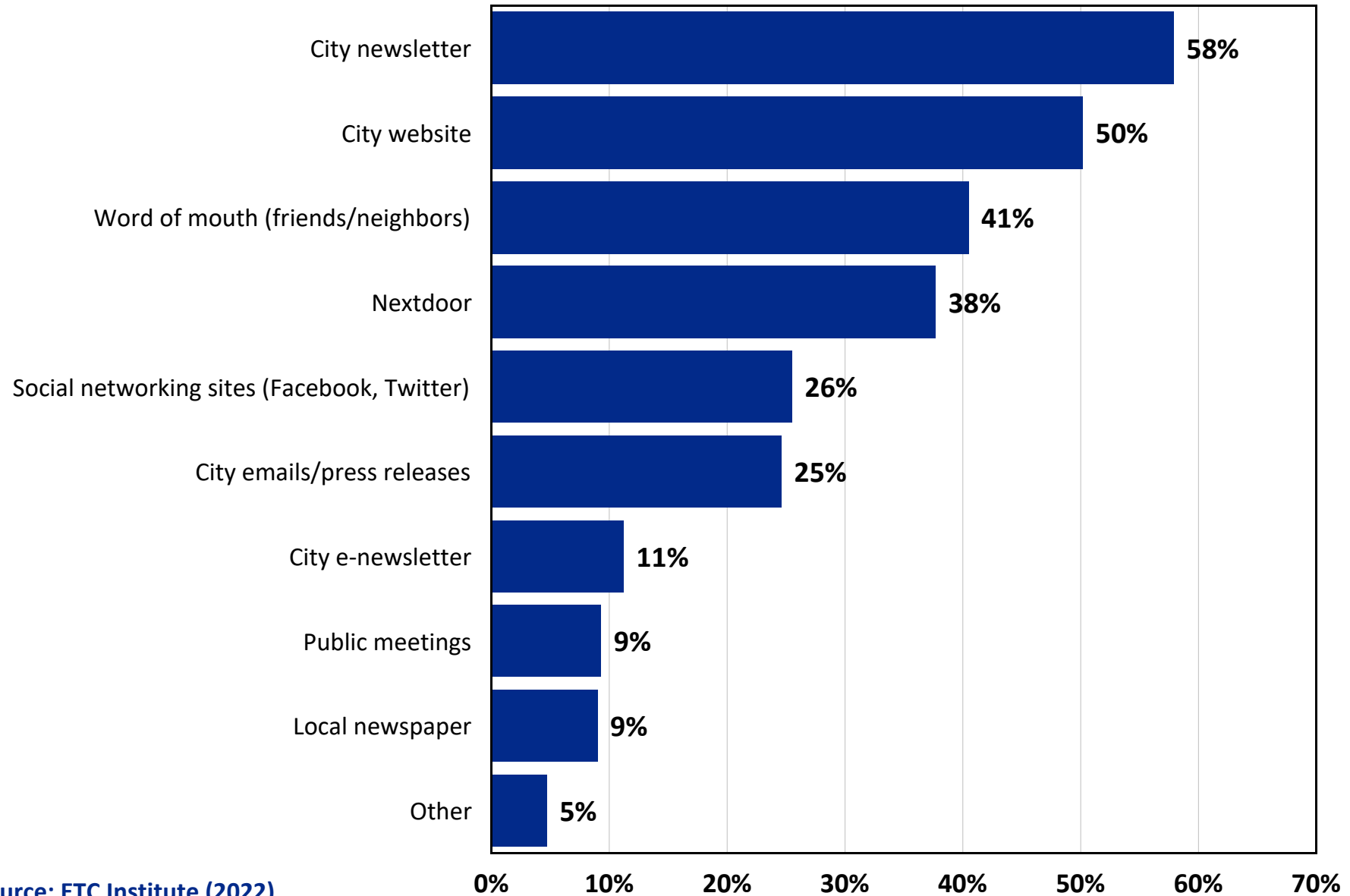


Source: ETC Institute (2022)

Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (2) Very Dissatisfied (1)

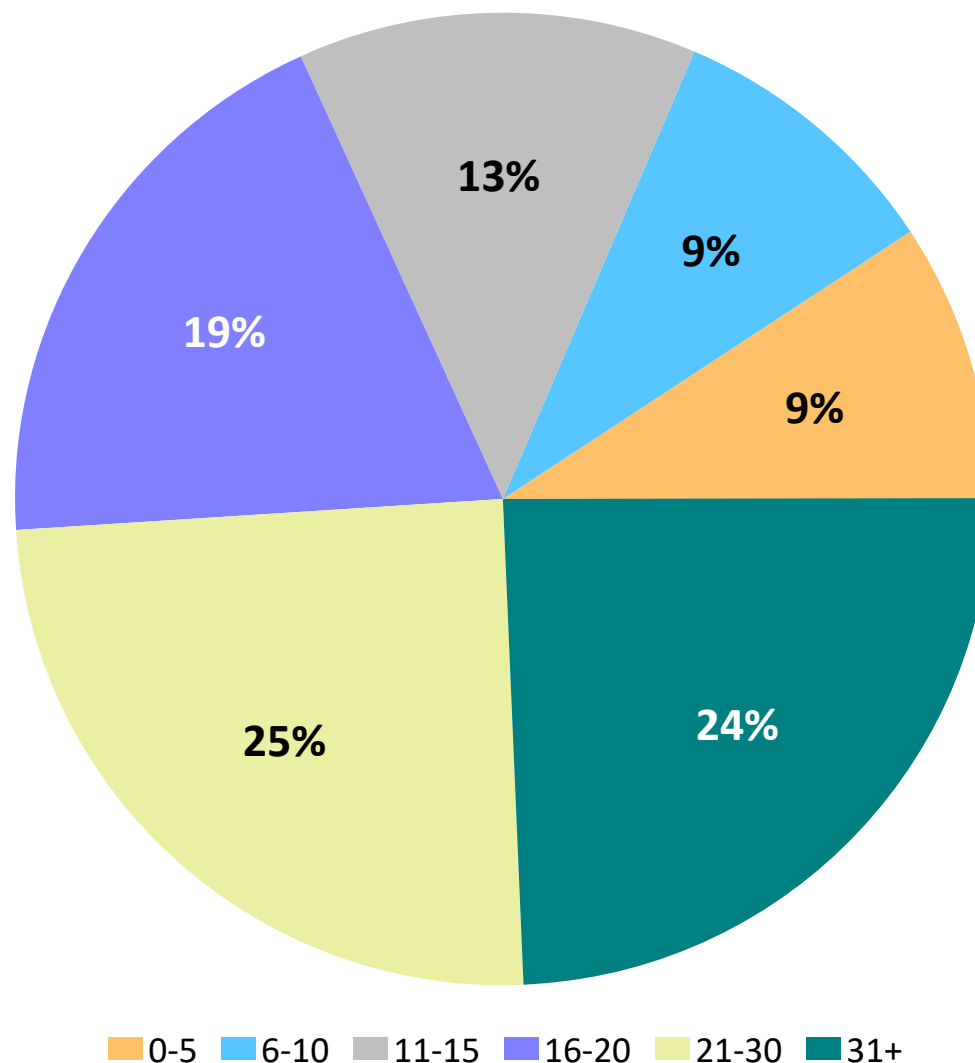
Q27. Primary Sources of Information About City Issues, Services, and Events

by percentage of respondents (multiple choices could be made)



Q28. Demographics: How many years have you lived in DeSoto?

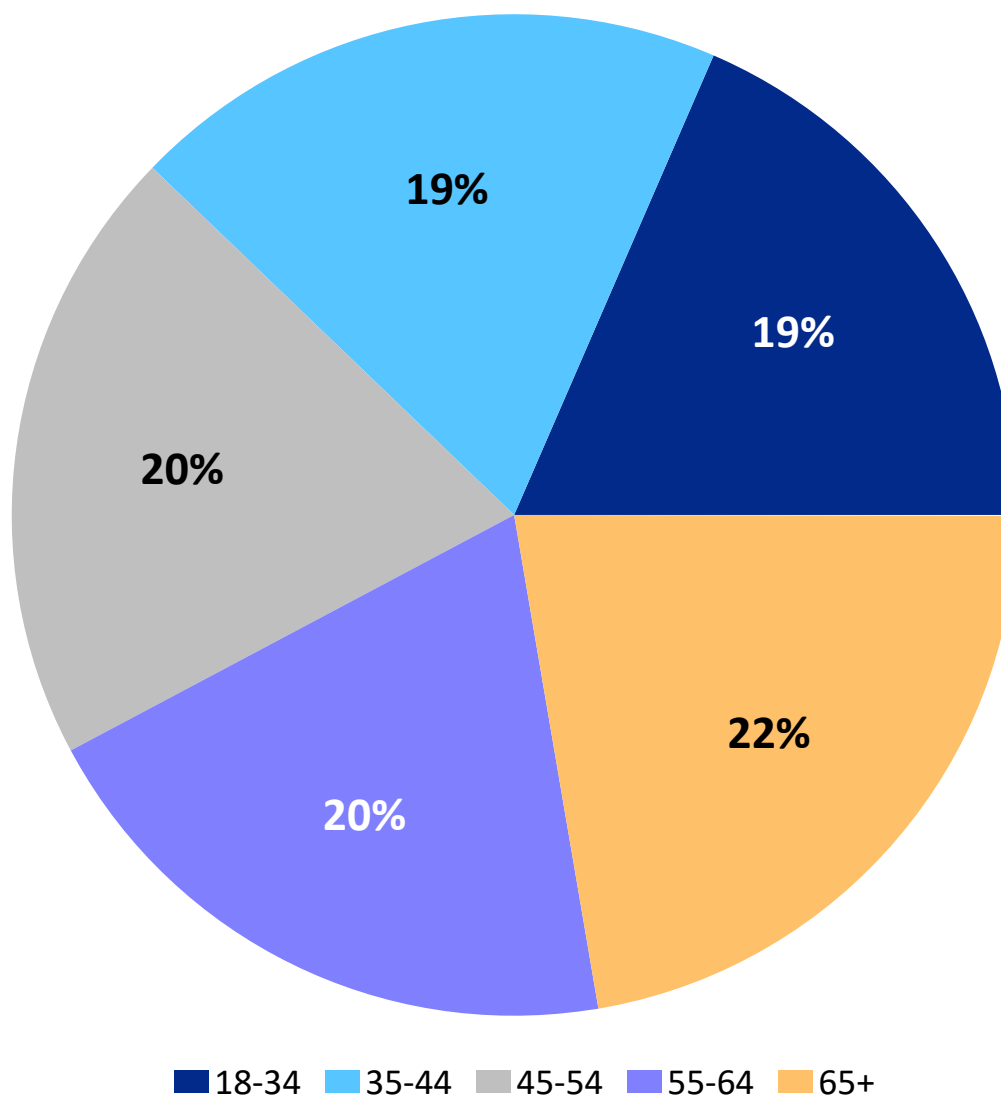
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

Q29. Demographics: What is your age?

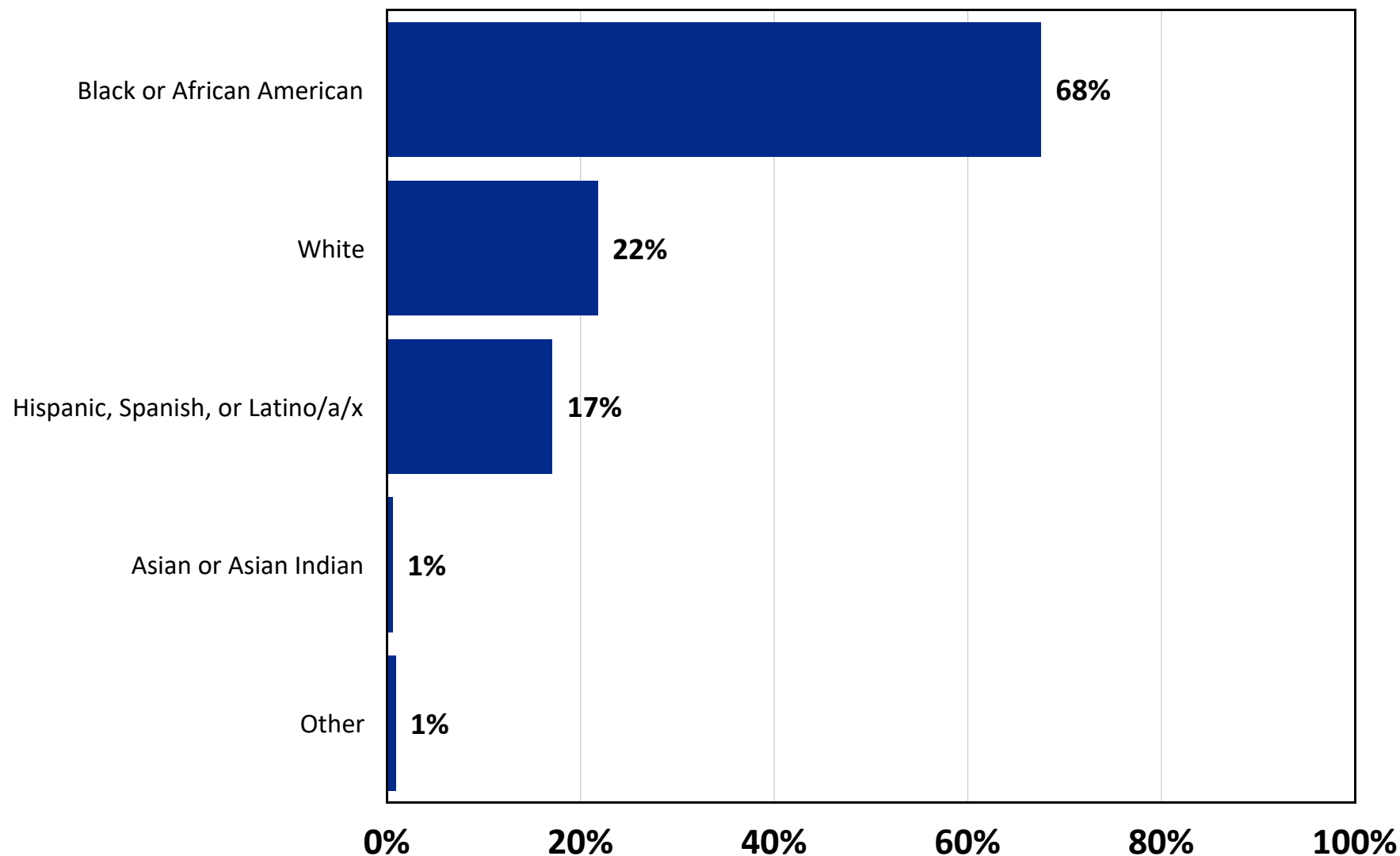
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

Q30. Demographics: Which of the following best describes your race/ethnicity?

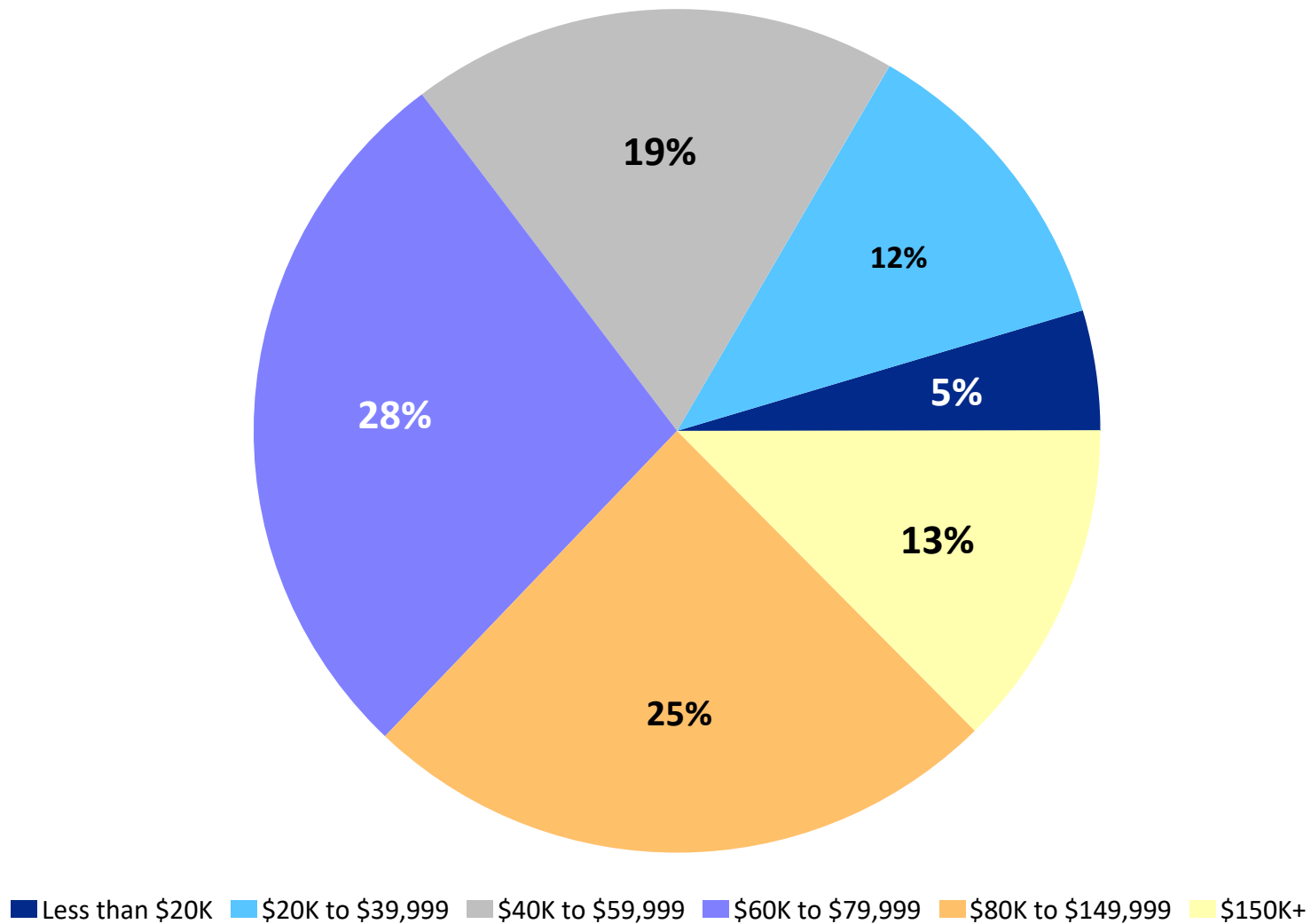
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2022)

Q31. Demographics: Annual Household Income

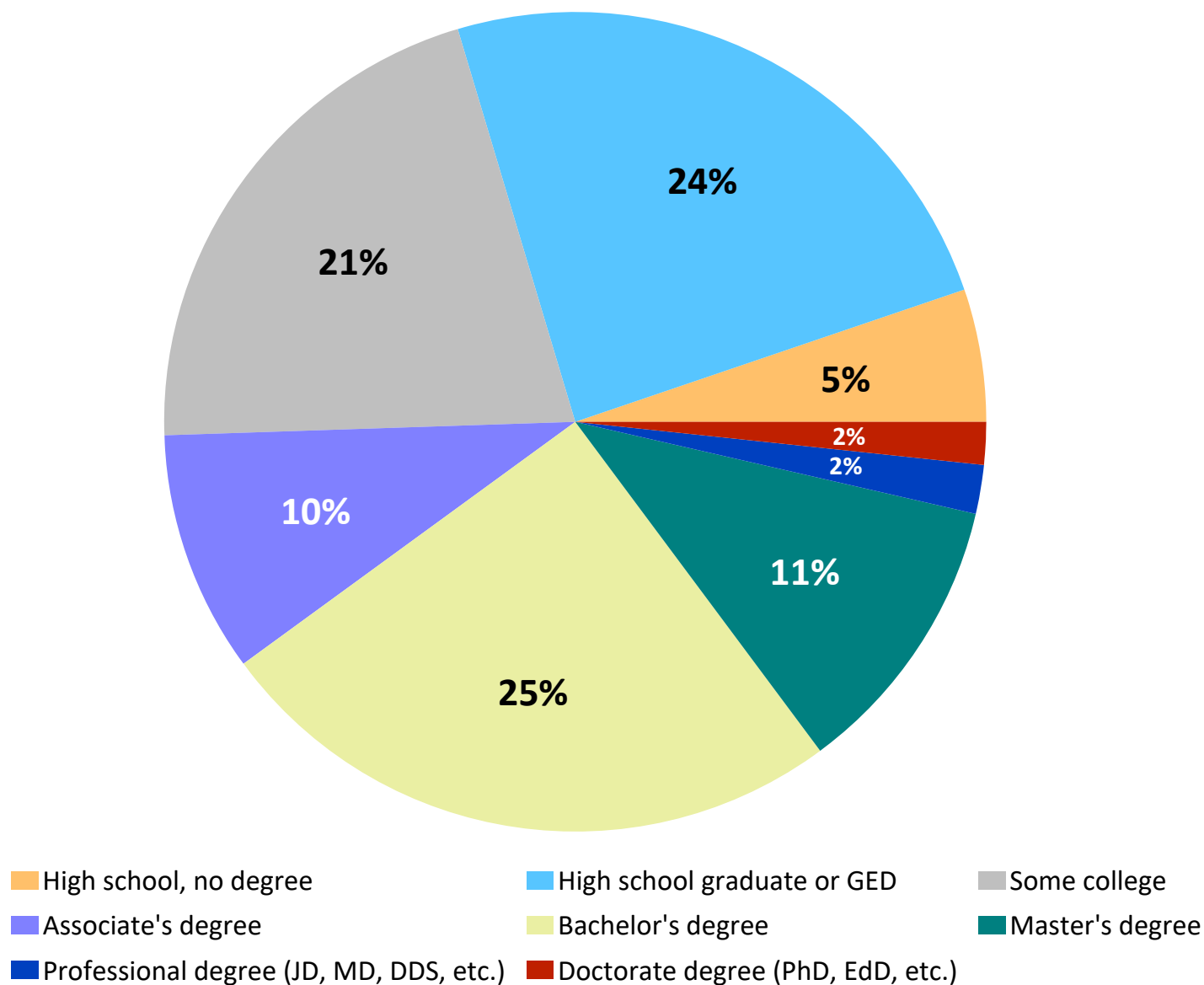
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

Q32. Demographics: Highest Level of Education Obtained

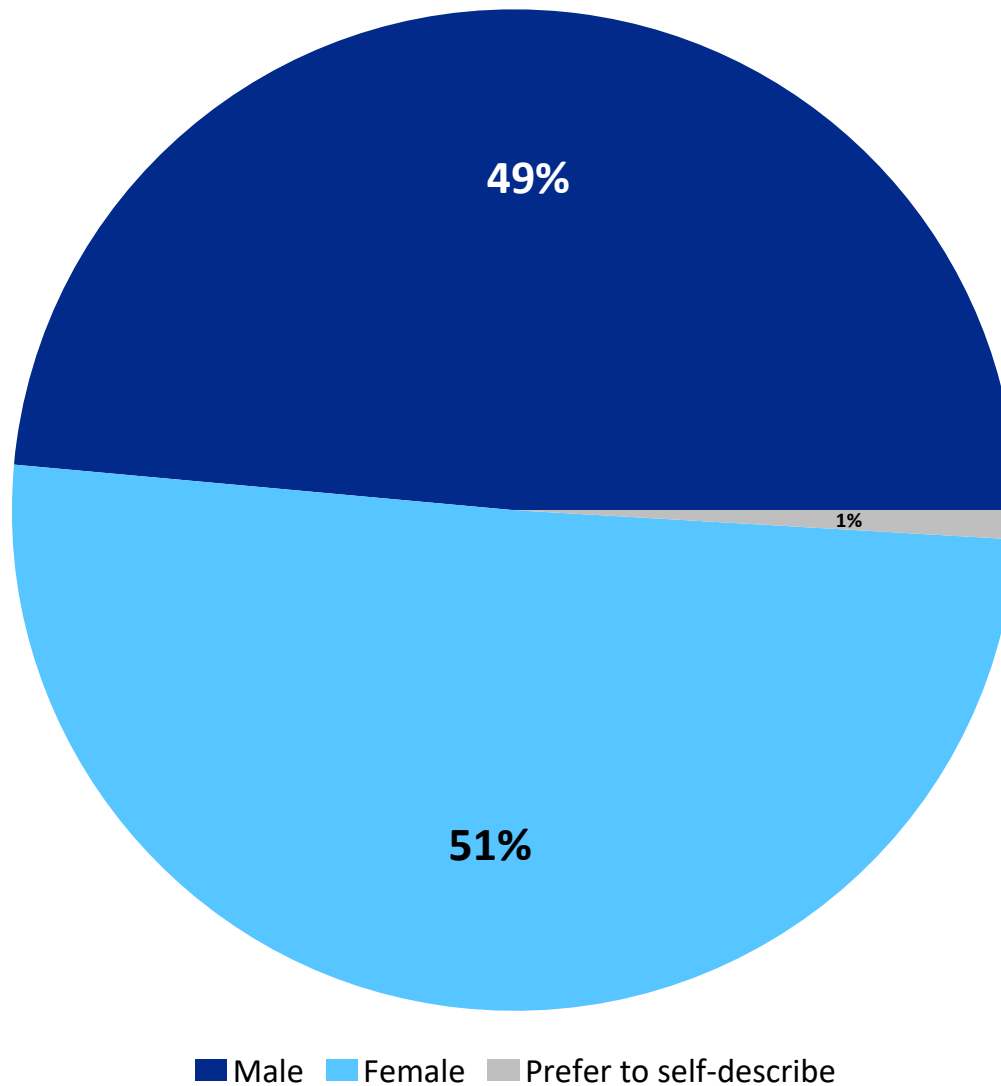
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

Q33. Demographics: Gender

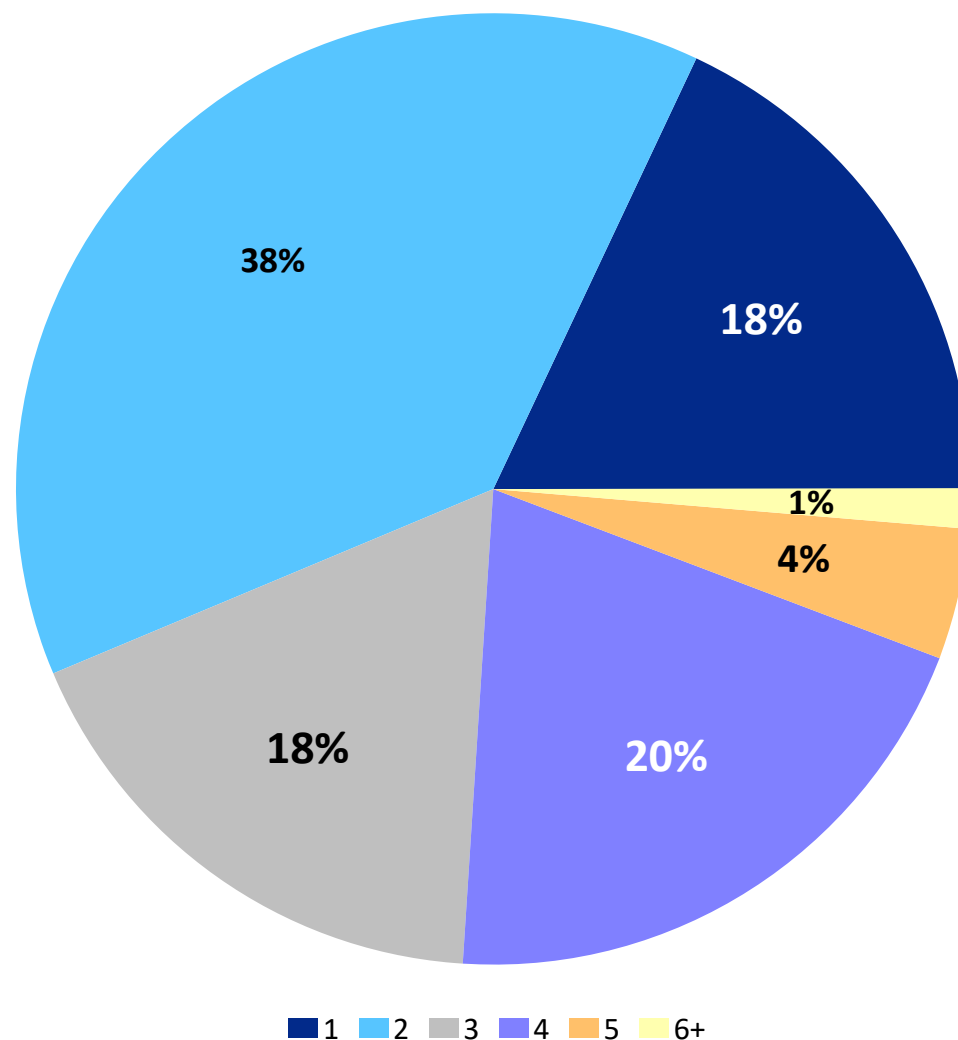
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

Q34. Demographics: How many people are in your household?

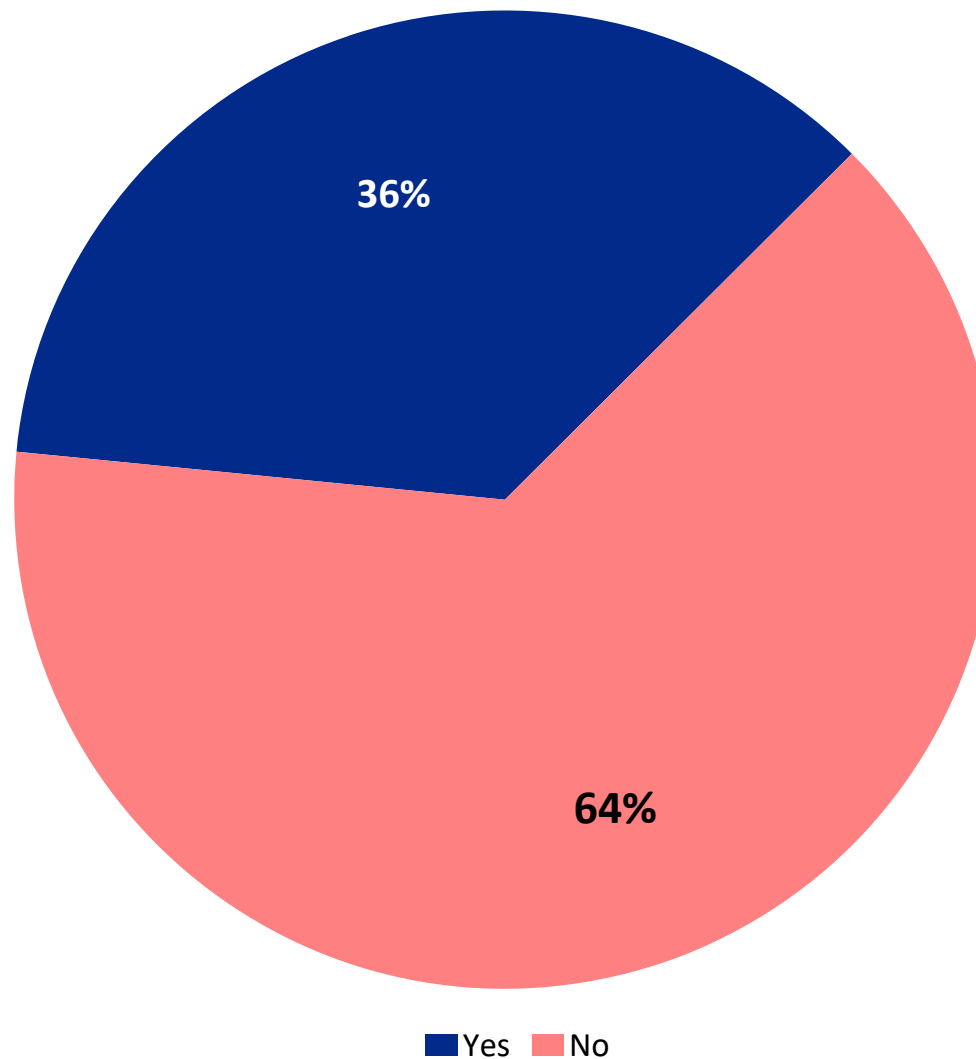
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

Q35. Demographics: Do you live in a home that is governed by a Homeowners Association (HOA)?

by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)



Benchmarking

Benchmarking Summary



Overview

ETC Institute's DirectionFinder program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2022 to a random sample of more than 4,000 residents across the United States, and (2) a regional survey administered to over 400 residents living in the state of Texas during the summer of 2022.

The charts on the following pages show how the overall results for DeSoto compare to the U.S. national and the Texas regional averages based on the results of the 2022 survey that was administered by ETC institute. The results for the City of DeSoto are shown in blue, the ,Texas averages are shown in red, and the National averages are shown in yellow.

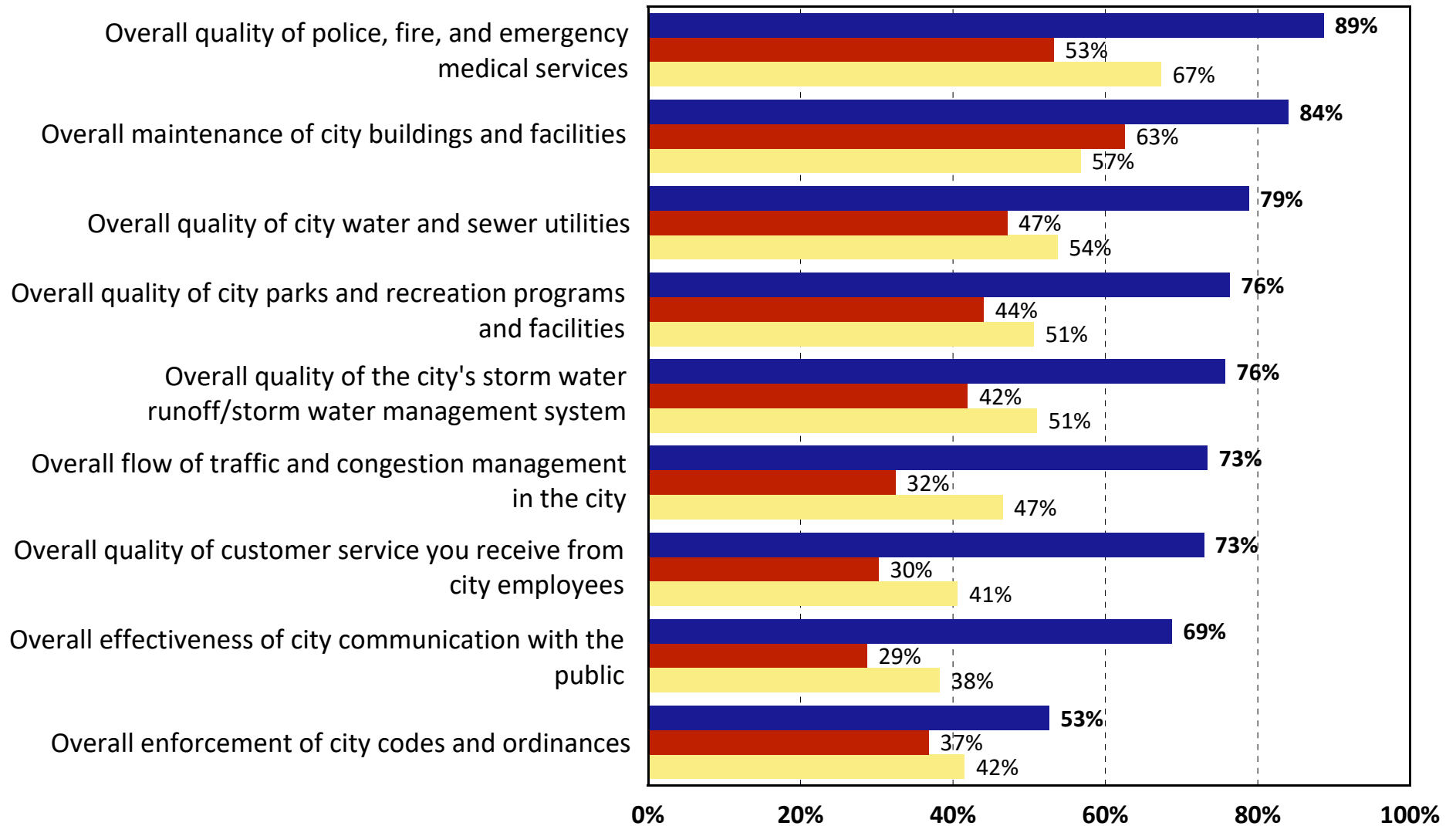
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of DeSoto, Texas is not authorized without written consent from ETC Institute.

Satisfaction with Major Categories of City Services

DeSoto vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



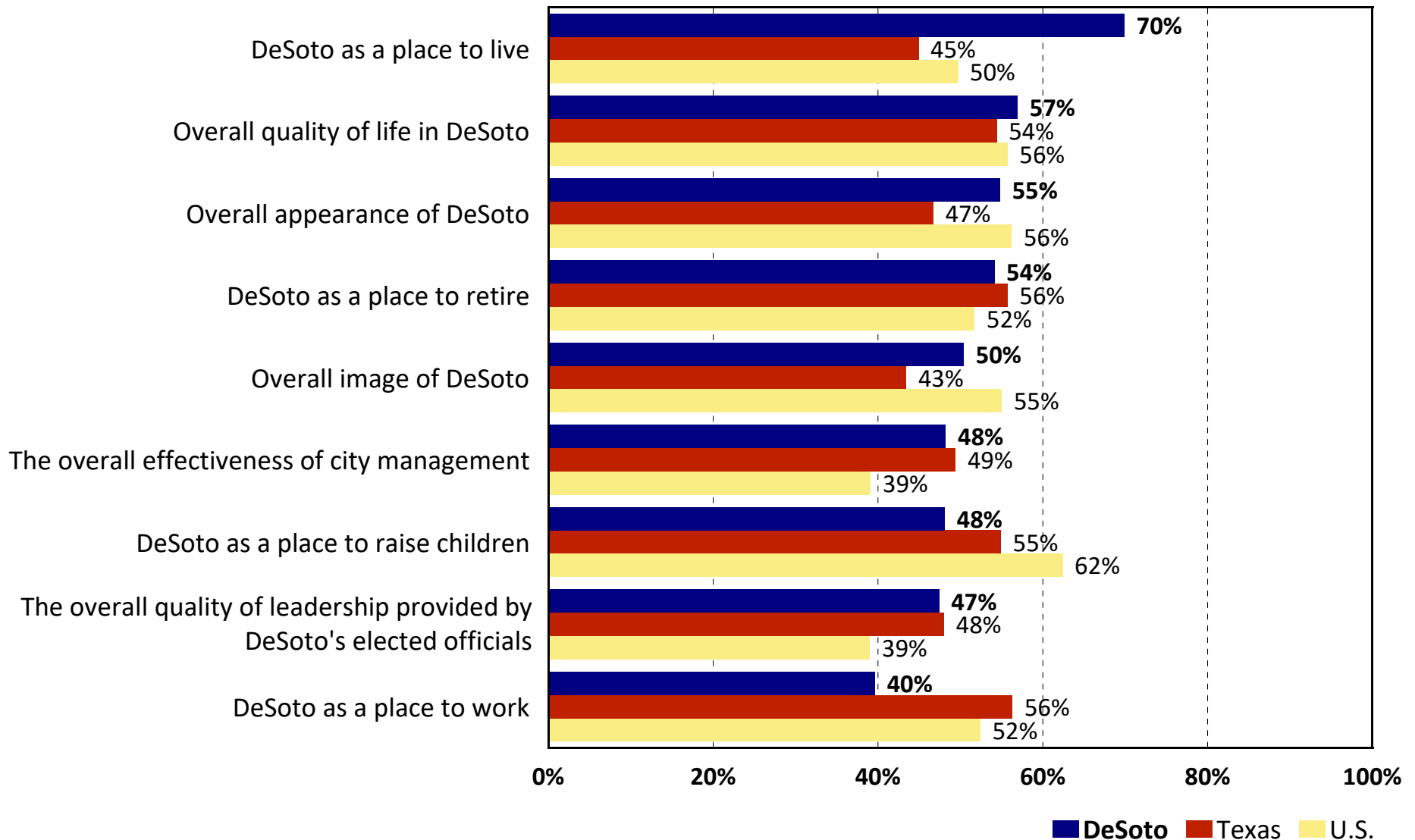
Source: ETC Institute (2022)

■ DeSoto ■ Texas ■ U.S.

Satisfaction with Perceptions of the City

DeSoto vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

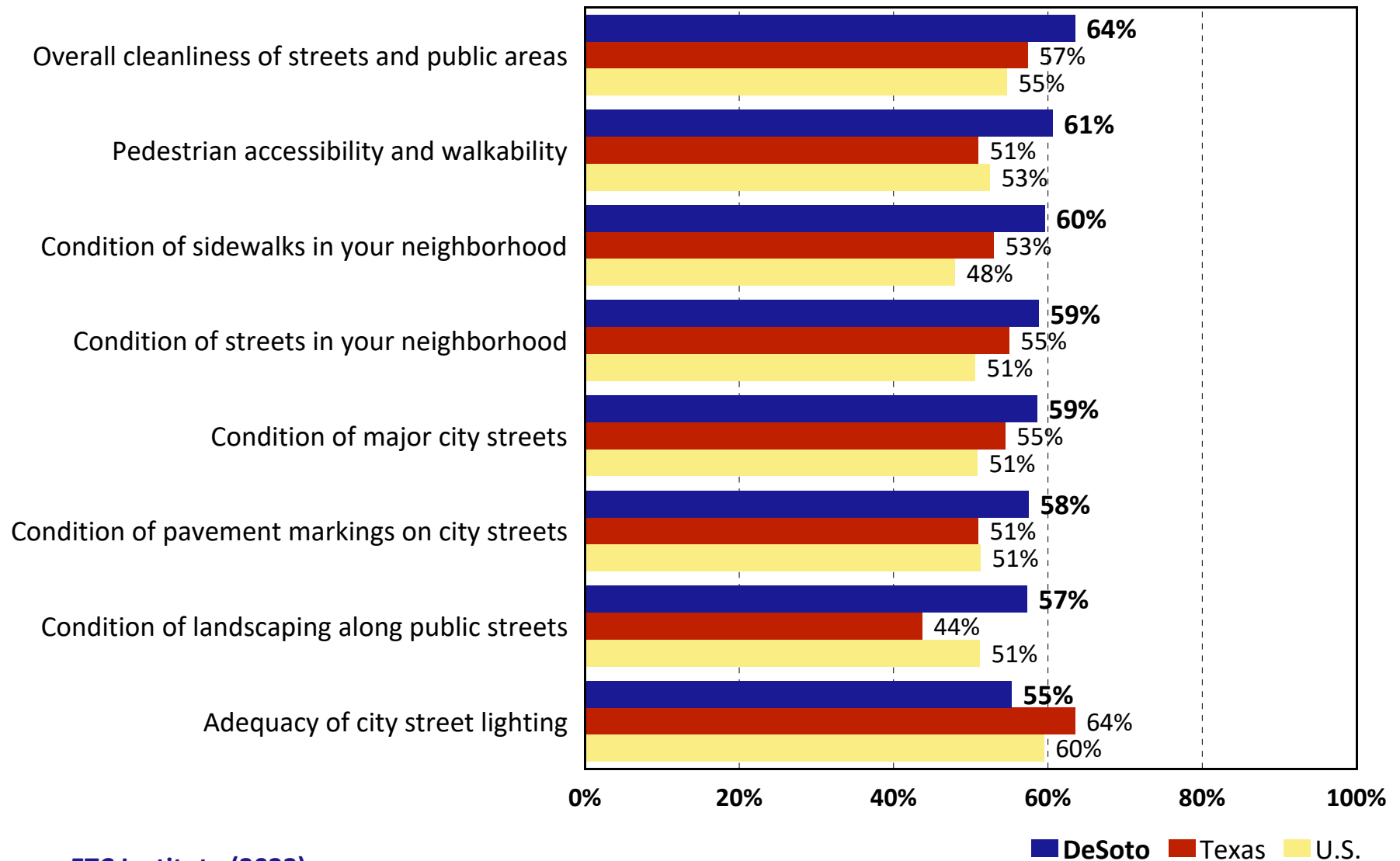


Source: ETC Institute (2022)

Satisfaction with Maintenance

DeSoto vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

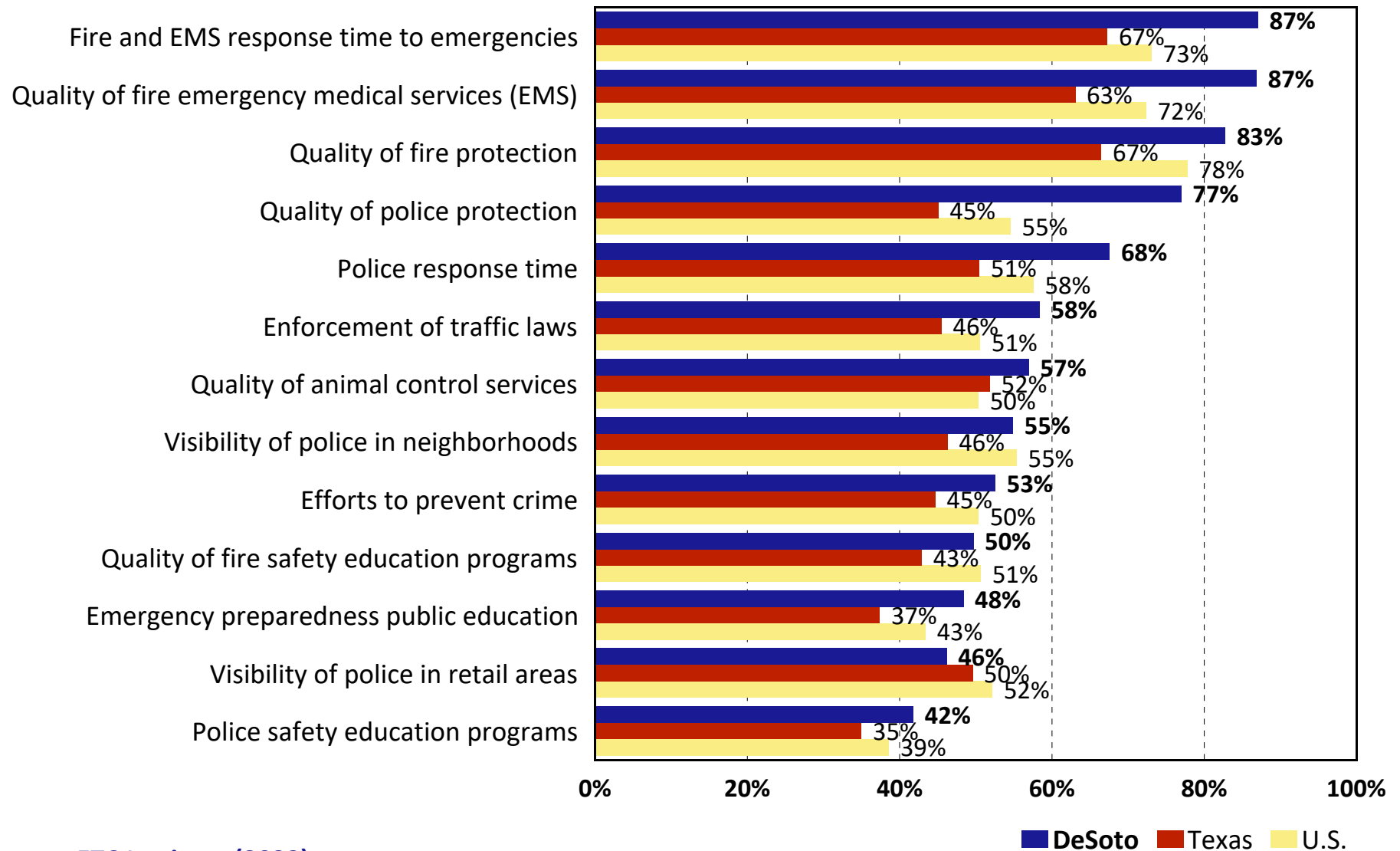


Source: ETC Institute (2022)

Satisfaction with Police, Fire, and Emergency Services

DeSoto vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

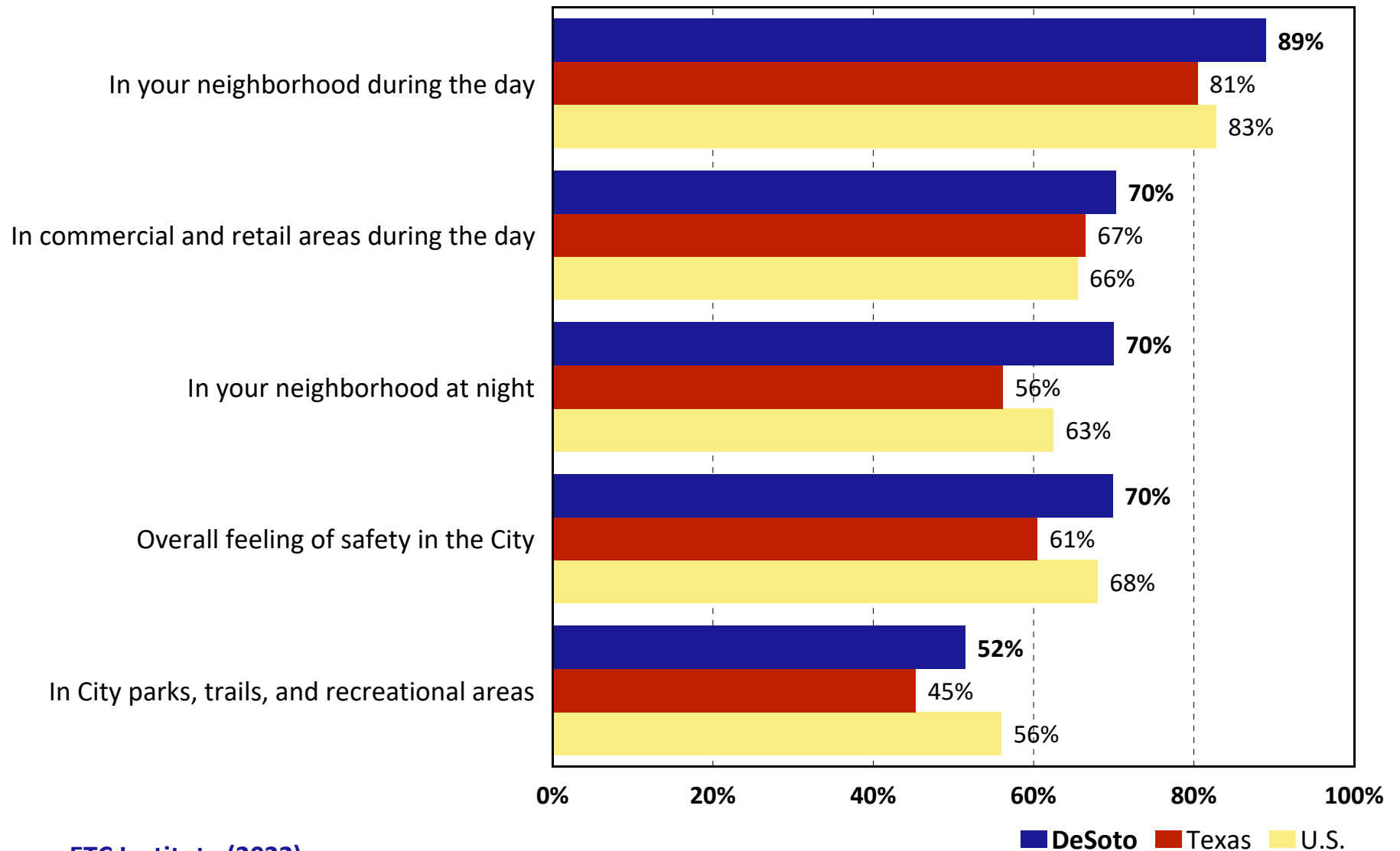


Source: ETC Institute (2022)

Feeling of Safety in Various Situations

DeSoto vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe" (excluding "don't know")

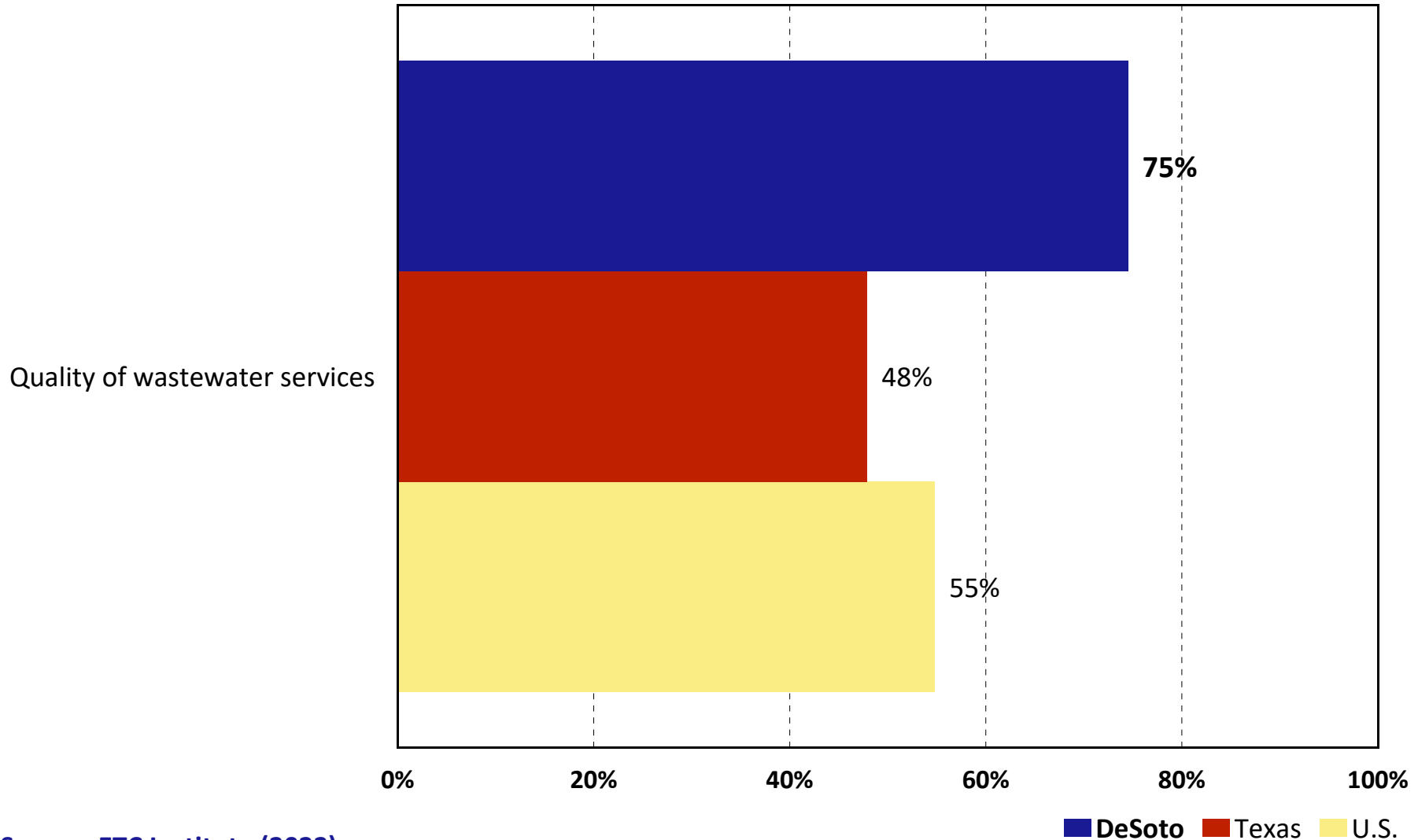


Source: ETC Institute (2022)

Satisfaction with Public Works Services

DeSoto vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

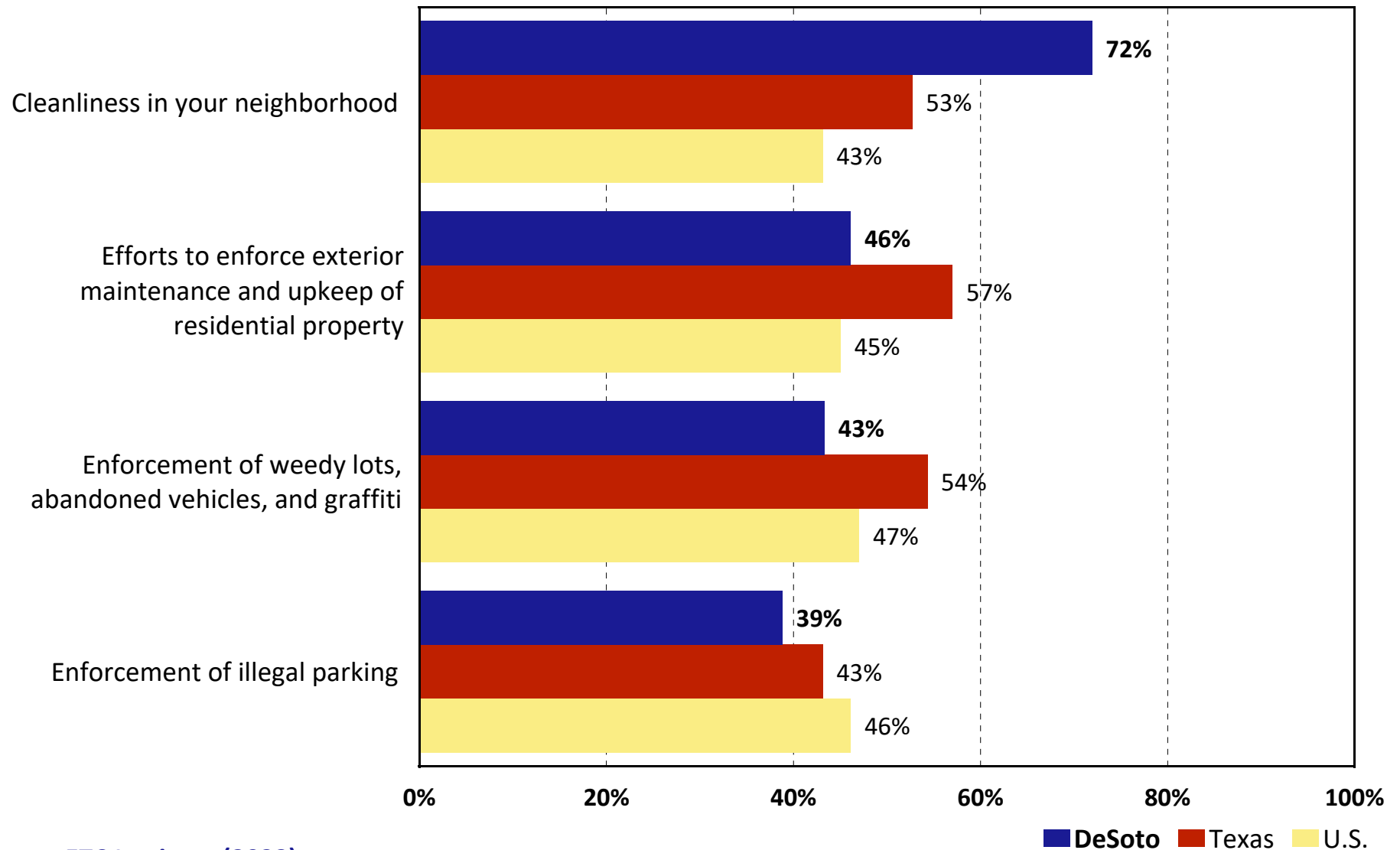


Source: ETC Institute (2022)

Satisfaction with Code Enforcement

DeSoto vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

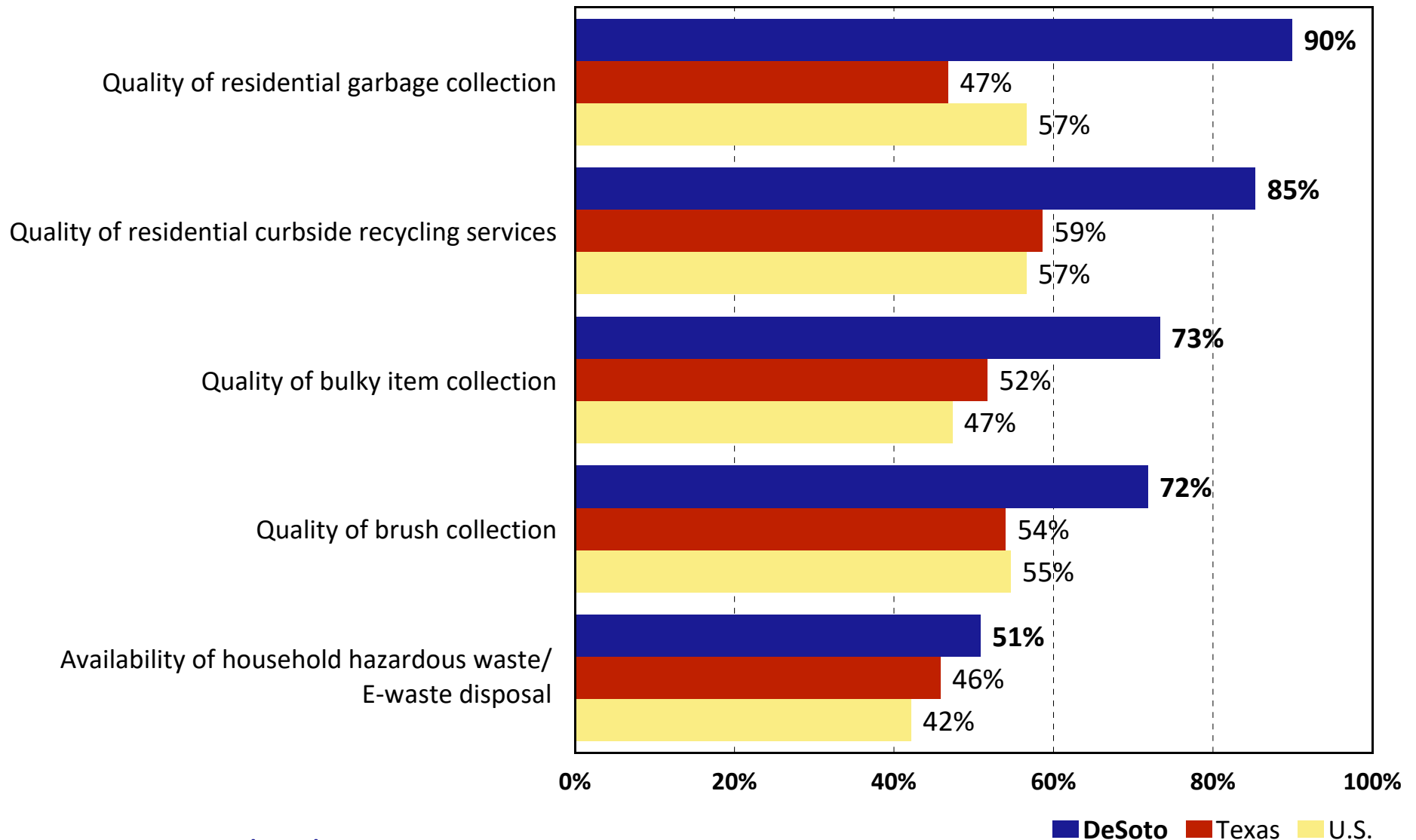


Source: ETC Institute (2022)

Satisfaction with Solid Waste Services

DeSoto vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

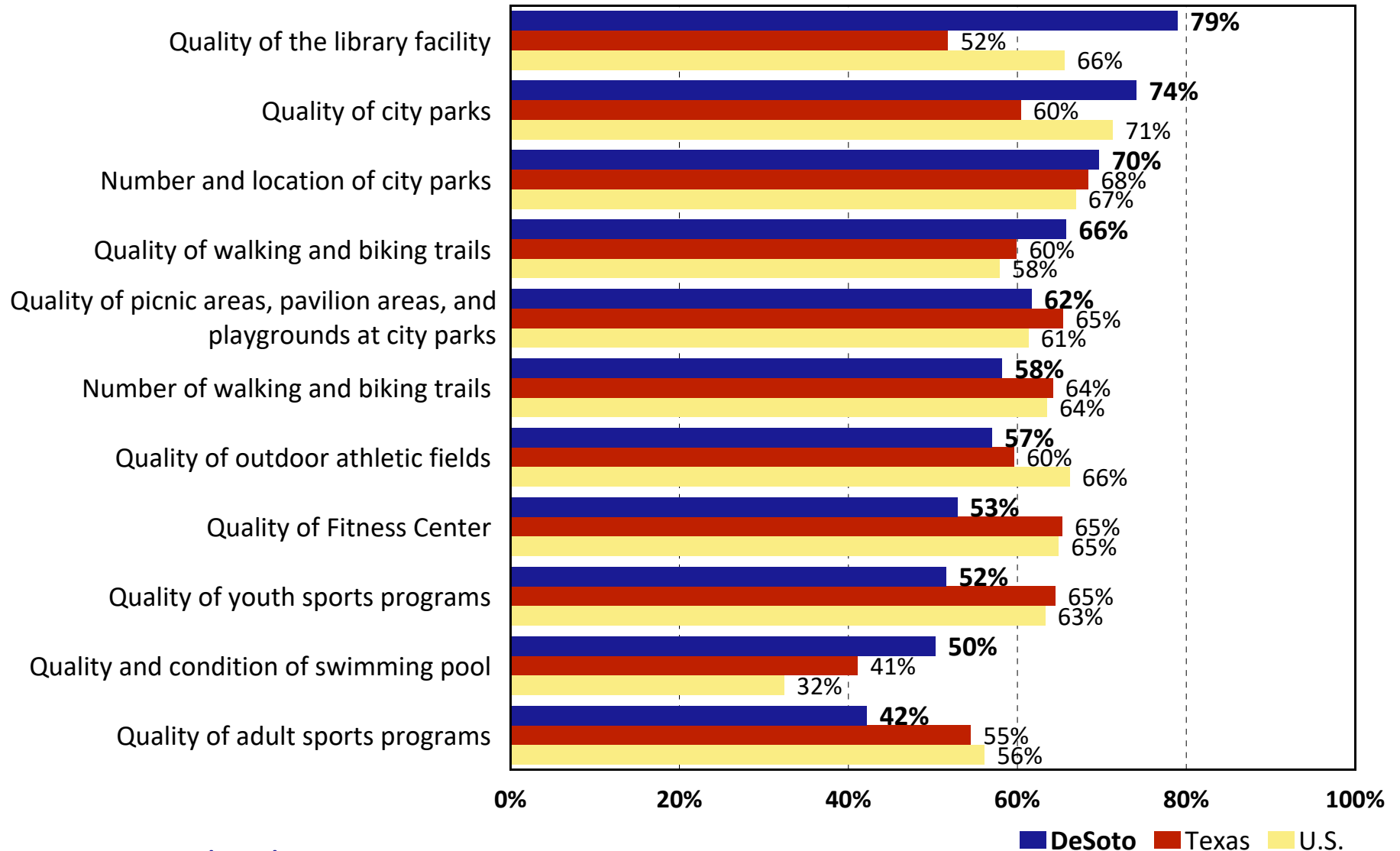


Source: ETC Institute (2022)

Satisfaction with Parks and Recreation and Library Services

DeSoto vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

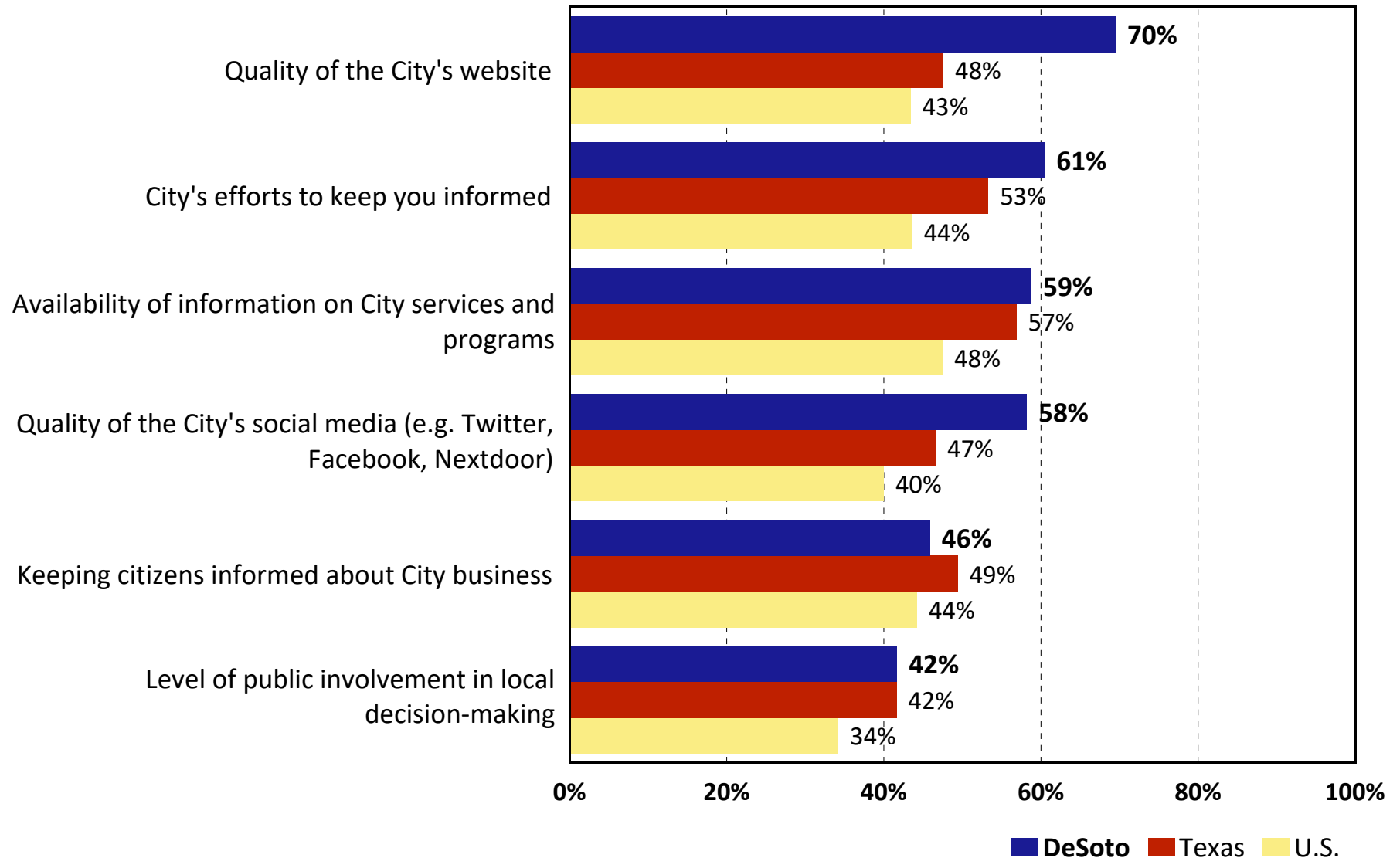


Source: ETC Institute (2022)

Satisfaction with City Communication

DeSoto vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: ETC Institute (2022)

3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third (or first and second) most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the maintenance services they think are most important for the City to emphasize over the next two years. Thirty-seven percent (36.5%) of respondents selected the condition of major city streets, as one of the services for the City to emphasize over the next two years.

With regard to satisfaction, 58.6% of respondents surveyed rated the City's overall performance in the condition of major city streets, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for the condition of major city streets, was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 36.5% was multiplied by 41.4% (1-0.586). This calculation yielded an I-S rating of 0.1511 which ranked first out of 10 maintenance service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

Importance-Satisfaction Analysis



The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for the City of DeSoto are provided on the following pages.

2022 Importance-Satisfaction Rating

City of DeSoto, Texas

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall enforcement of city codes and ordinances	41%	2	53%	10	0.1934	1
Medium Priority (IS <.10)						
Overall effectiveness of city communication with the public	26%	5	69%	9	0.0808	2
Overall quality of city parks and recreation programs and facilities	31%	4	76%	4	0.0737	3
Overall quality of city water and sewer utilities	32%	3	79%	3	0.0672	4
Overall flow of traffic and congestion management in the city	24%	6	73%	7	0.0630	5
Overall quality of police, fire, and emergency medical services	43%	1	89%	1	0.0487	6
Overall quality of the timing of lights (e.g. Hampton Road and Pleasant Run)	18%	7	74%	6	0.0480	7
Overall quality of customer service you receive from city employees	15%	8	73%	8	0.0404	8
Overall quality of the city's storm water runoff/storm water management system	11%	9	76%	5	0.0260	9
Overall maintenance of city buildings and facilities	9%	10	84%	2	0.0141	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from City leaders over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2022 Importance-Satisfaction Rating

City of DeSoto, Texas

City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Condition of major city streets	37%	1	59%	7	0.1511	1
Condition of streets in your neighborhood	28%	2	59%	6	0.1133	2
Medium Priority (IS <.10)						
Adequacy of city street lighting	19%	4	55%	10	0.0831	3
Overall cleanliness of streets and public areas	22%	3	64%	2	0.0818	4
Condition of sidewalks in your neighborhood	17%	5	60%	5	0.0667	5
Condition of landscaping along public streets	13%	6	57%	9	0.0534	6
Pedestrian accessibility and walkability	12%	8	61%	4	0.0453	7
Appearance/condition of city medians, rights-of-way, and public areas	12%	7	62%	3	0.0451	8
Condition of pavement markings on city streets	8%	10	58%	8	0.0344	9
Timing of traffic signals on city streets	9%	9	66%	1	0.0322	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from City leaders over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2022 Importance-Satisfaction Rating

City of DeSoto, Texas

Police, Fire, and Emergency Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Visibility of police in neighborhoods	36%	1	55%	10	0.1619	1
Visibility of police in retail areas	22%	3	46%	15	0.1173	2
Efforts to prevent crime	24%	2	53%	11	0.1123	3
Medium Priority (IS <.10)						
Quality of animal control services	15%	5	57%	9	0.0645	4
Emergency preparedness public education	10%	6	48%	14	0.0531	5
Quality of police protection	18%	4	77%	4	0.0423	6
Police safety education programs	7%	9	42%	16	0.0413	7
Community public safety efforts	8%	7	49%	13	0.0383	8
Enforcement of traffic laws	7%	10	58%	8	0.0270	9
Police response time	7%	8	68%	6	0.0230	10
Quality of fire safety education programs	3%	12	50%	12	0.0156	11
Quality/accessibility of municipal court services	3%	14	66%	7	0.0086	12
Quality of fire protection	5%	11	83%	3	0.0079	13
Quality of the City's dispatch center for emergency and non-emergency calls	2%	16	72%	5	0.0042	14
Fire and EMS response time to emergencies	3%	13	87%	1	0.0036	15
Quality of fire emergency medical services (EMS)	2%	15	87%	2	0.0031	16

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from City leaders over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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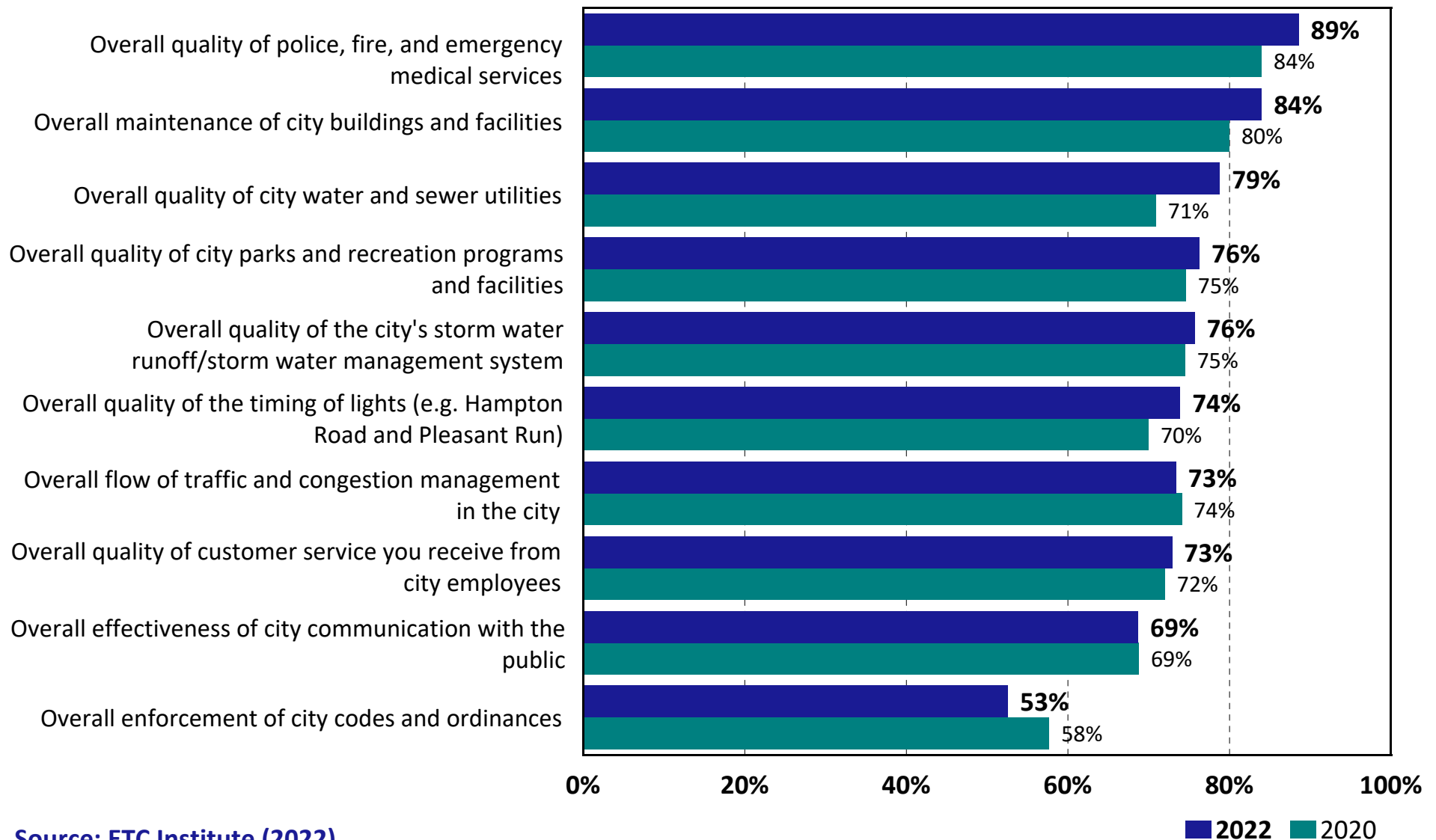


Trends 2020 - 2022

Major Categories of City Services

Trends: 2022 - 2020

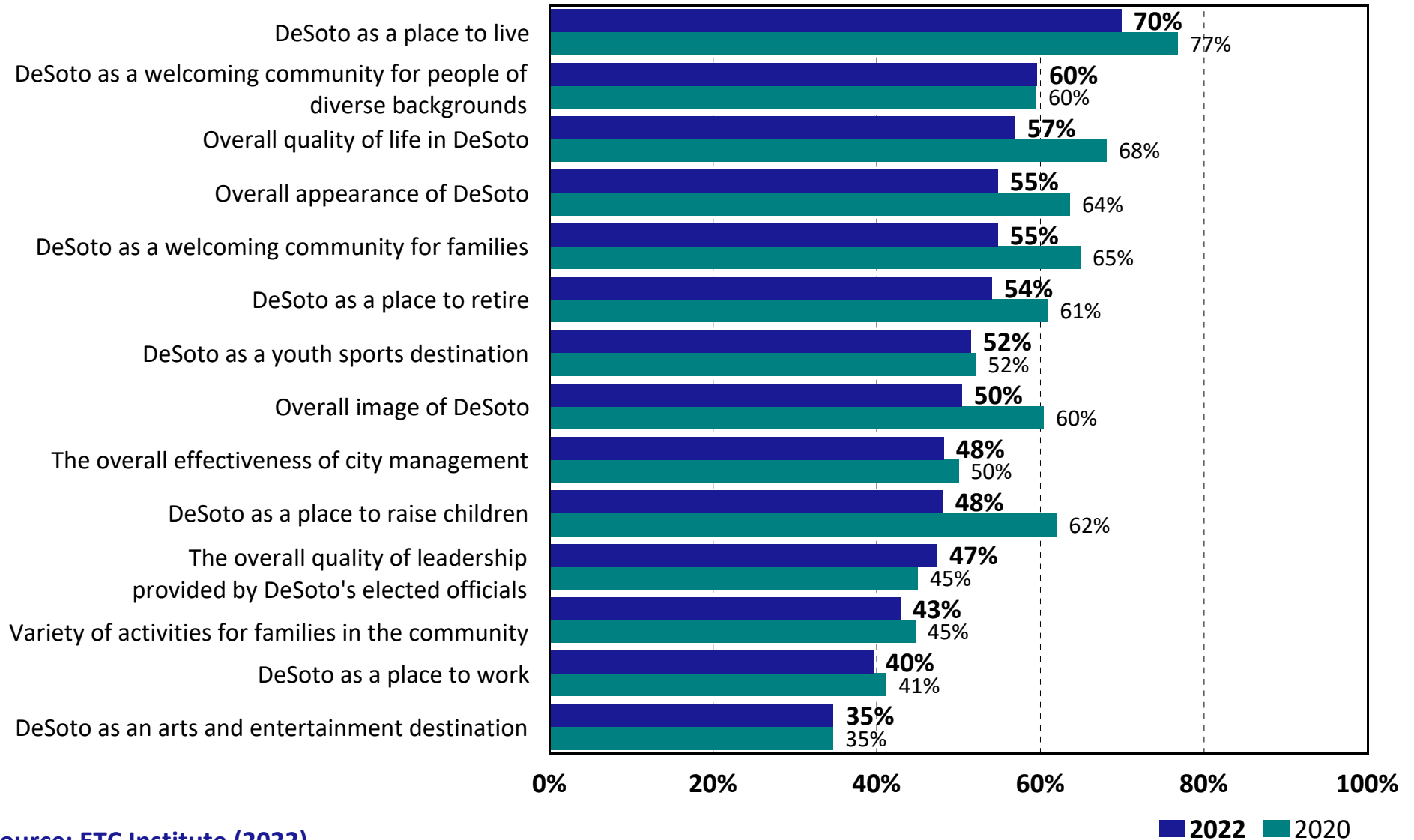
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Perceptions of the City

Trends: 2022 - 2020

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

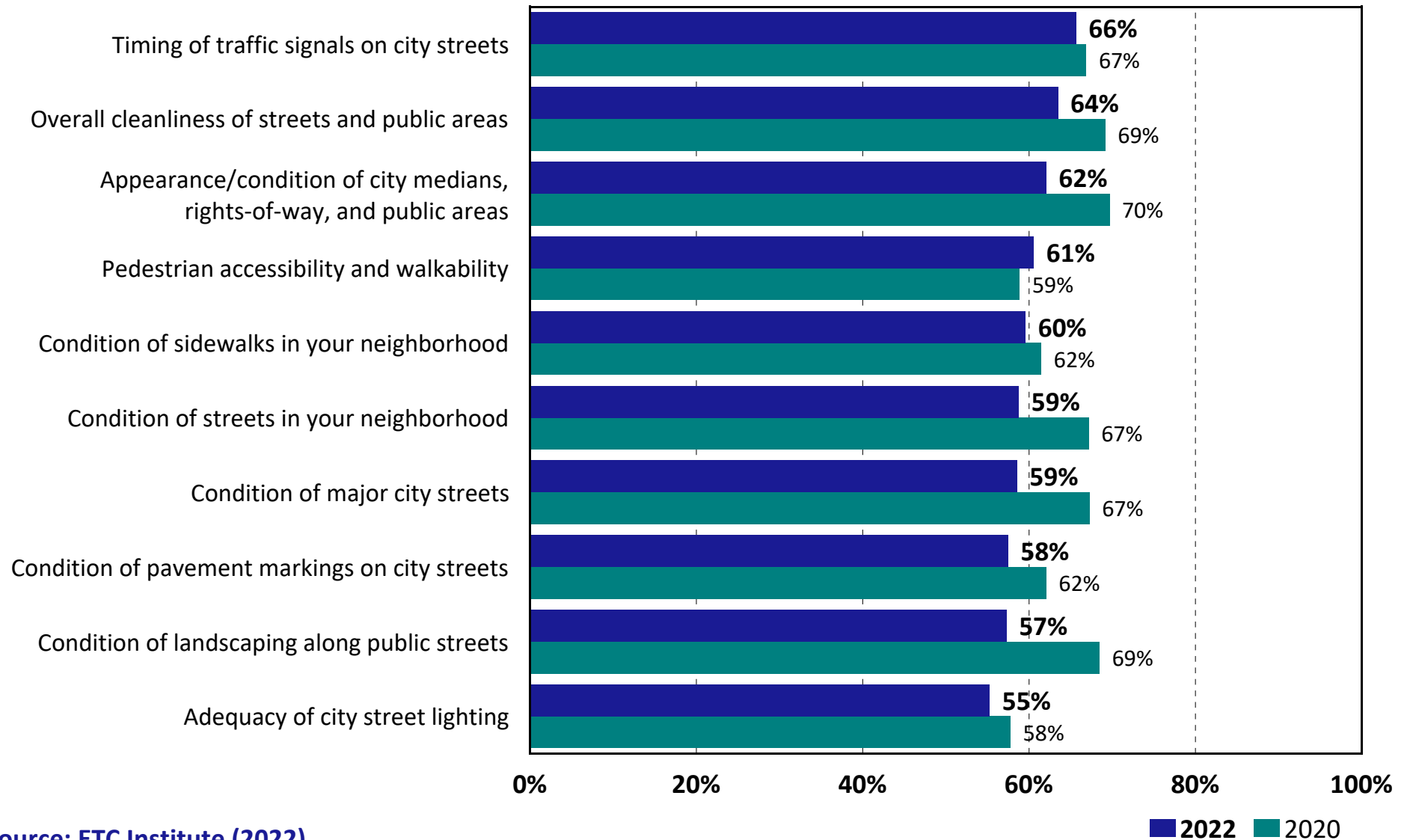


Source: ETC Institute (2022)

City Maintenance

Trends: 2022 - 2020

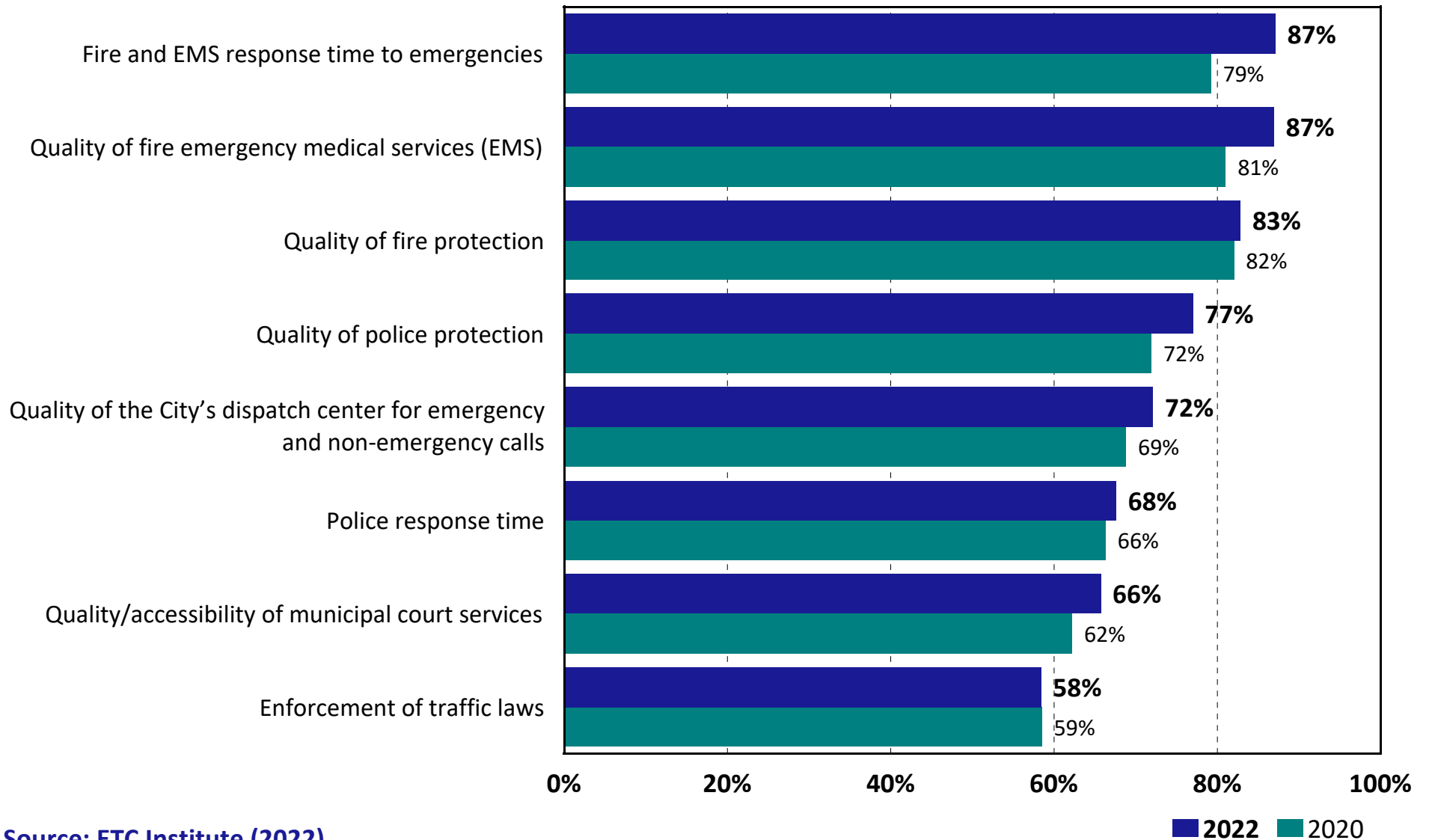
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Public Safety Services (Part 1)

Trends: 2022 - 2020

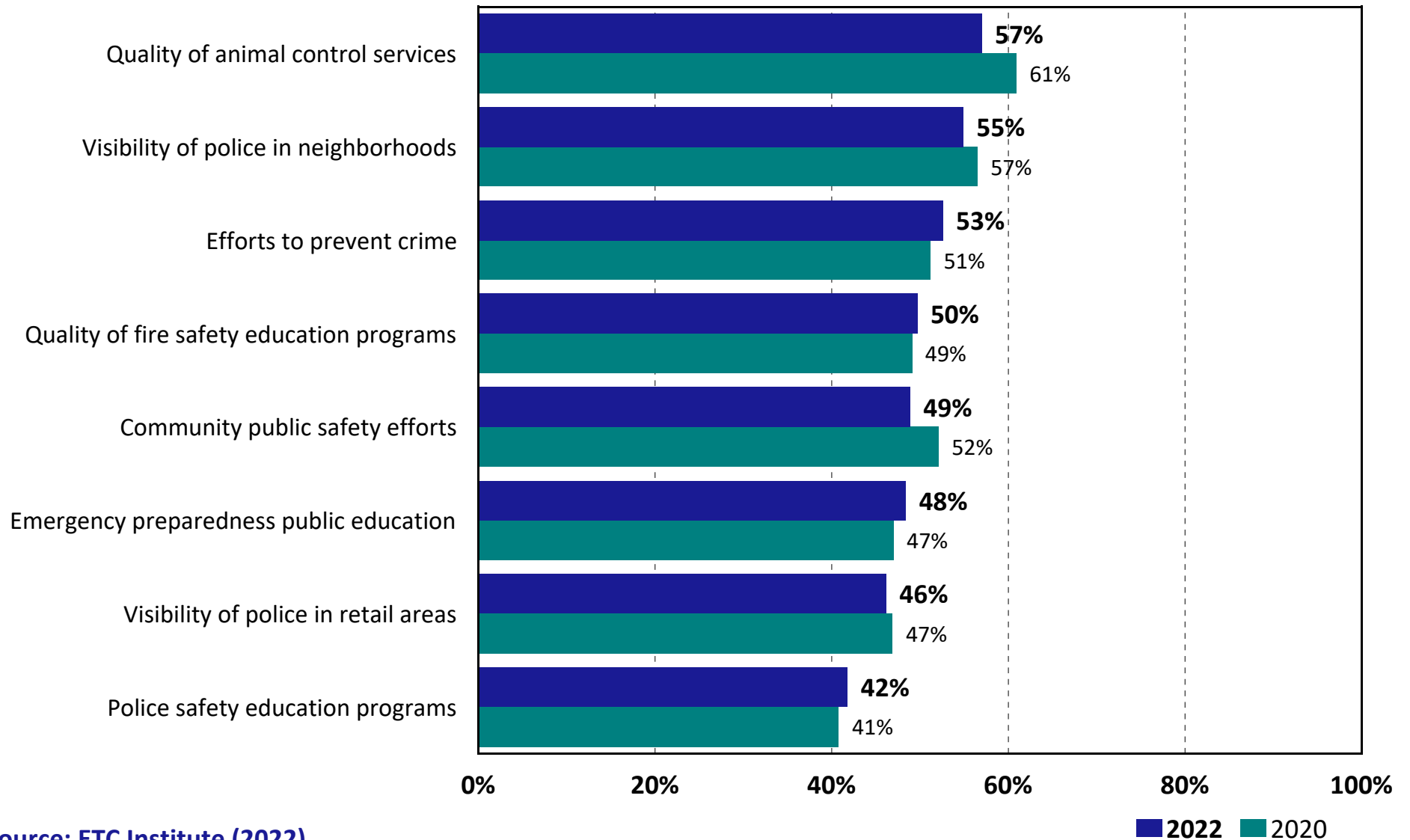
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Public Safety Services (Part 2)

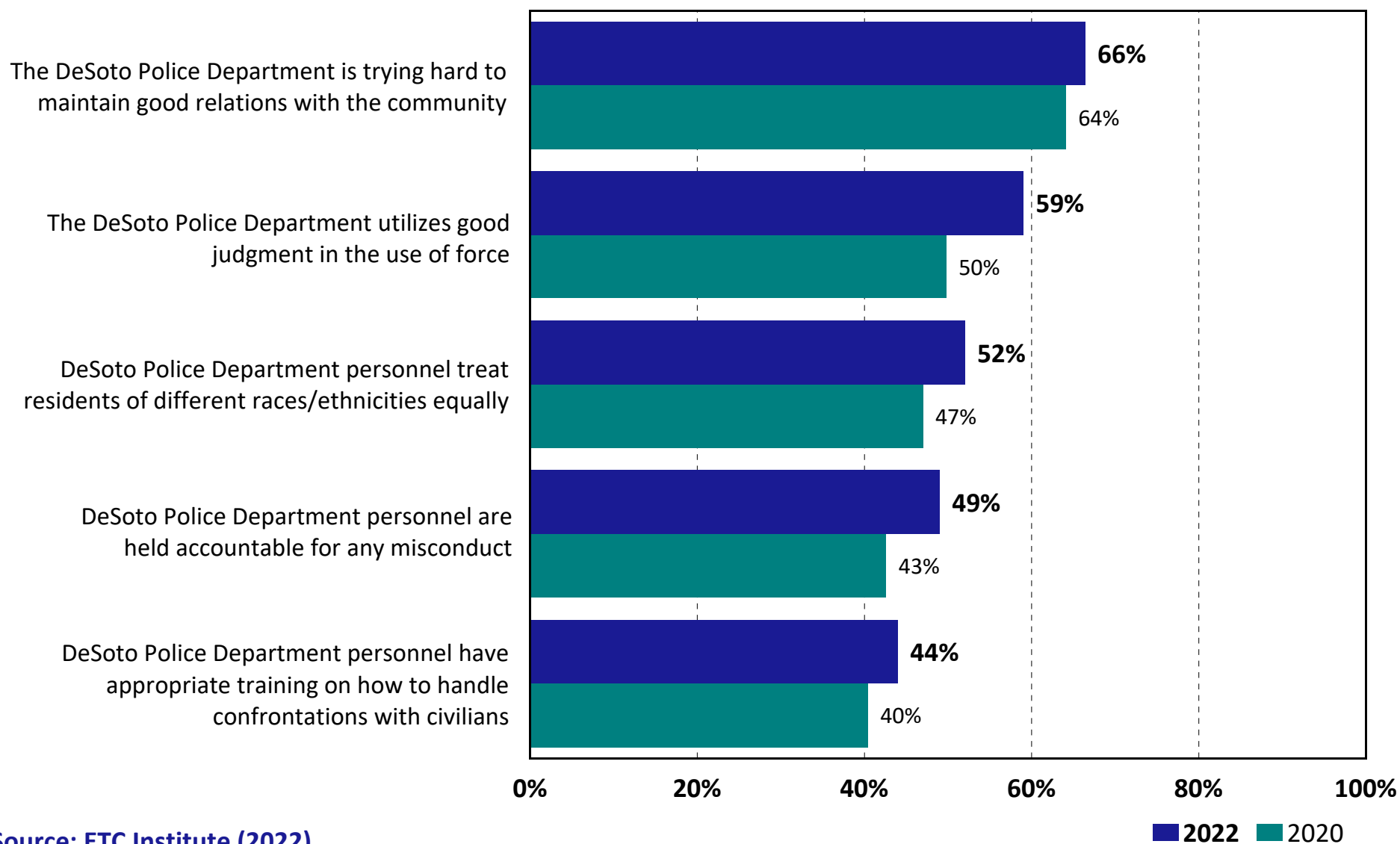
Trends: 2022 - 2020

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Agreement with Statements: Police Department Trends: 2022 - 2020

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "strongly agree" and 1 was "strongly disagree" (excluding "don't know")

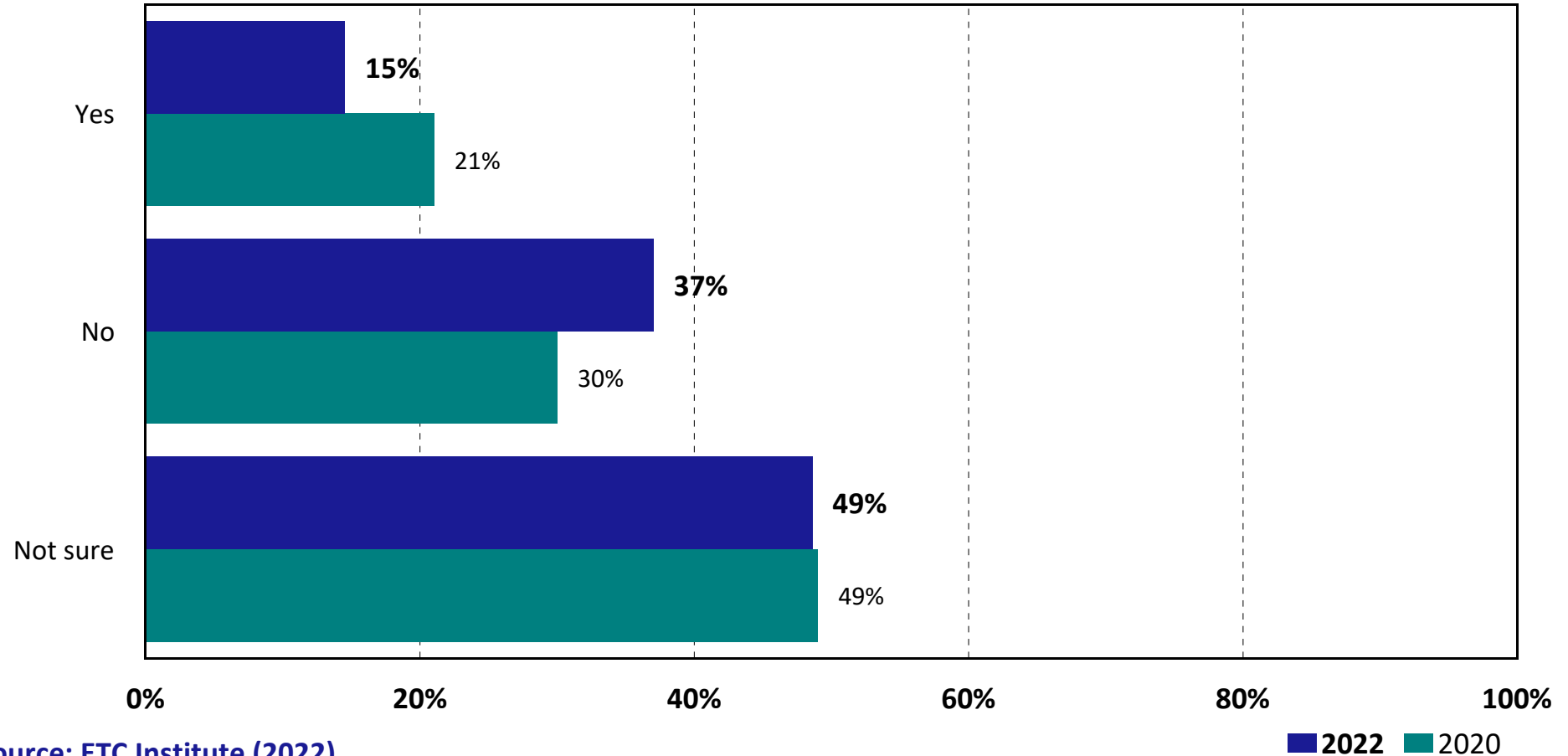


Source: ETC Institute (2022)

Do you think DeSoto Police Department Police Officers stop people of certain racial or ethnic groups because they believe these groups are more likely than other groups to commit certain types of crimes?

Trends: 2022 - 2020

by percentage of respondents

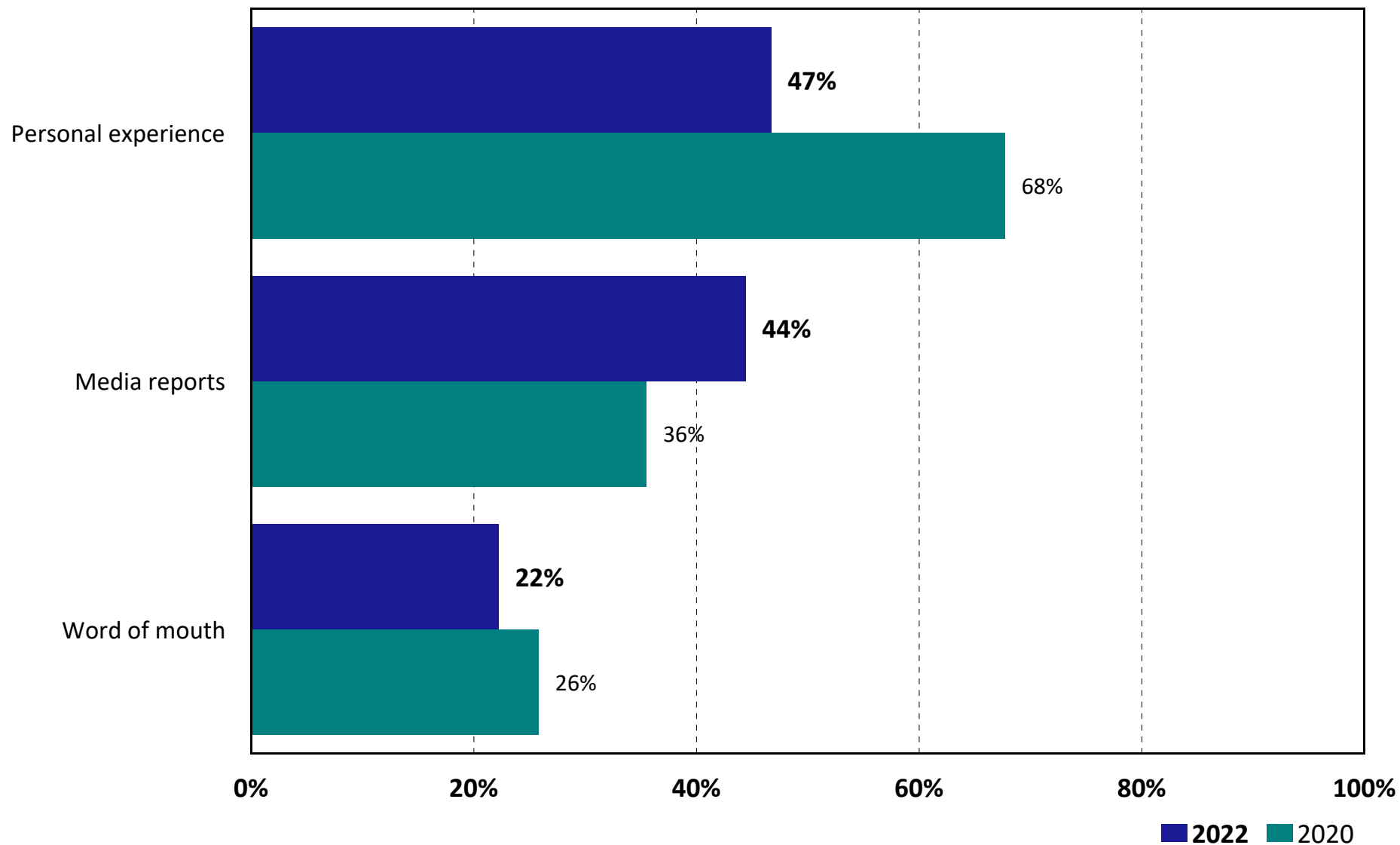


Source: ETC Institute (2022)

What is the reason for your view?

Trends: 2022 - 2020

by percentage of respondents who answered "Yes" to the previous question

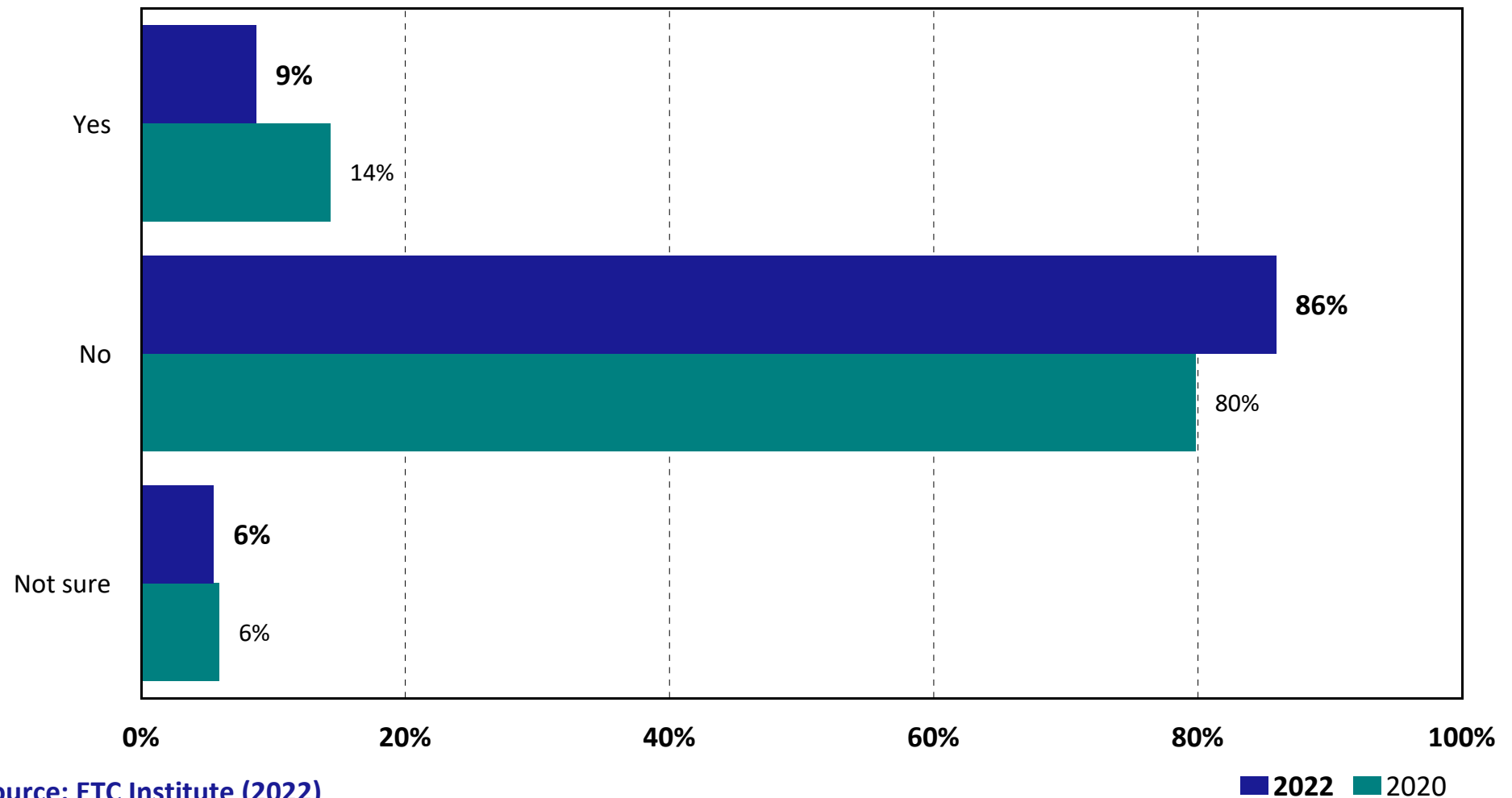


Source: ETC Institute (2022)

Has there ever been a specific instance when you felt discriminated against by DeSoto Police Department police officers because of your race or ethnic background?

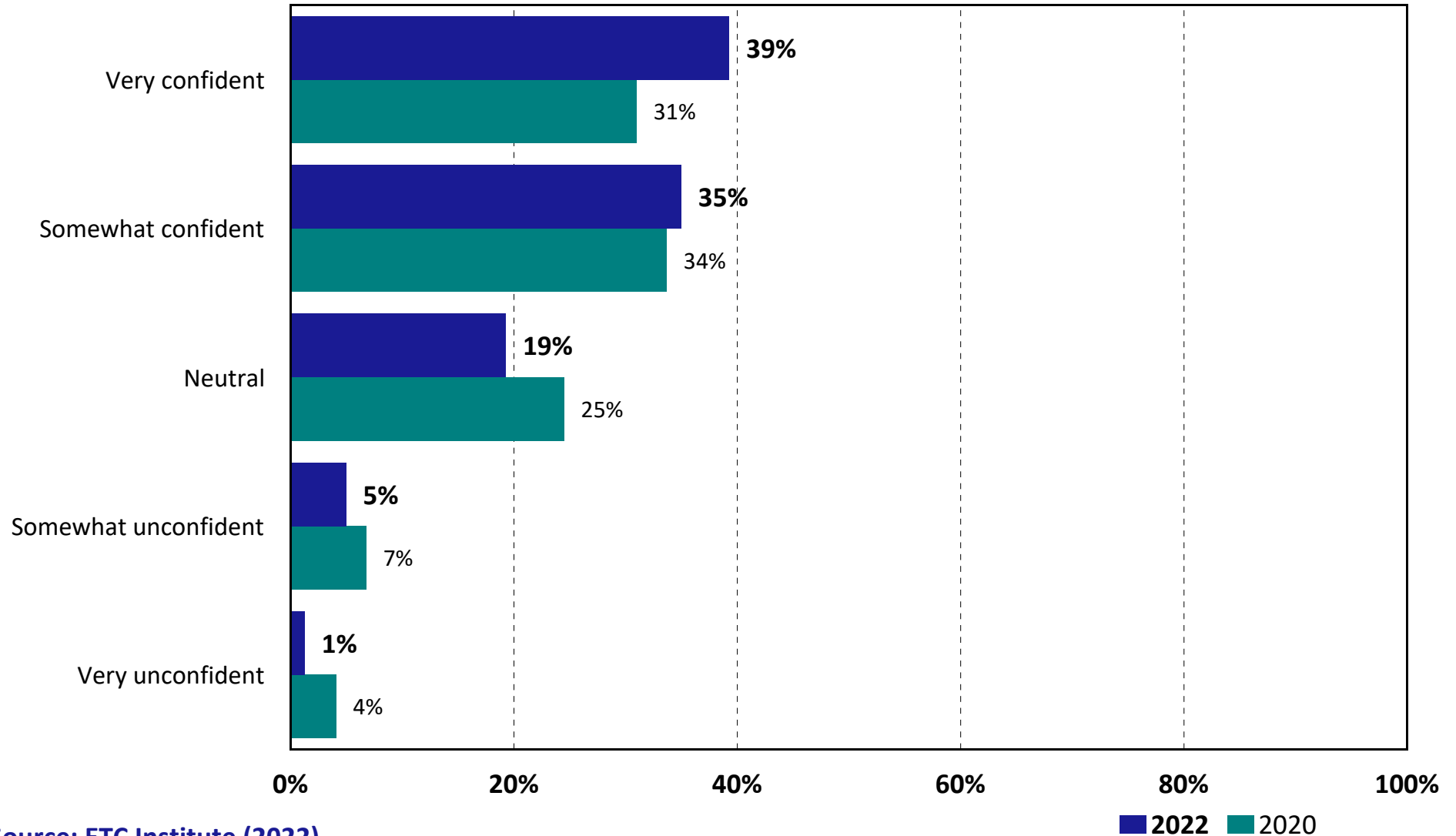
Trends: 2022 - 2020

by percentage of respondents



Overall, how confident are you in DeSoto Police Department police officers? Trends: 2022 - 2020

by percentage of respondents

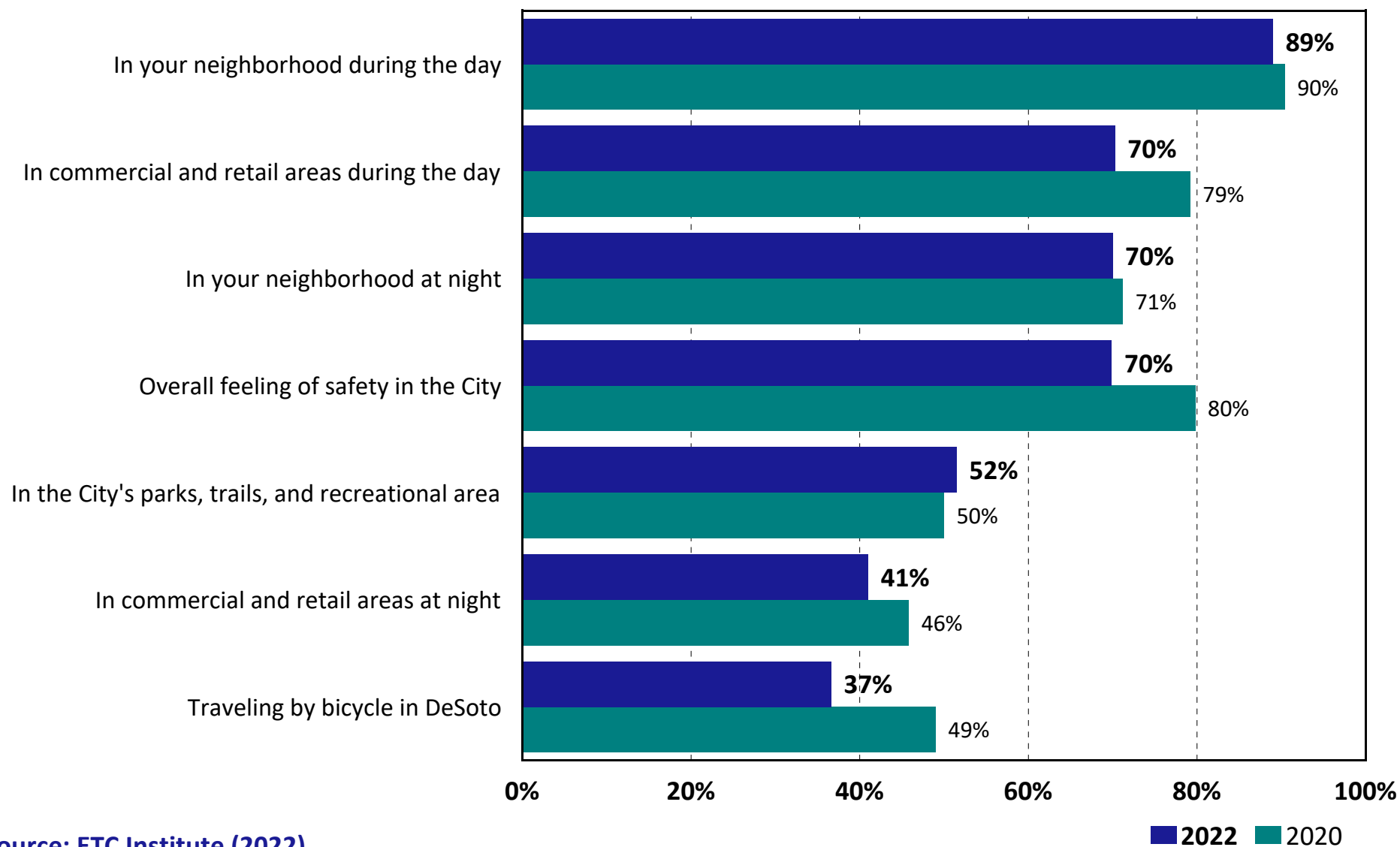


Source: ETC Institute (2022)

Feeling of Safety

Trends: 2022 - 2020

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe" (excluding "don't know")

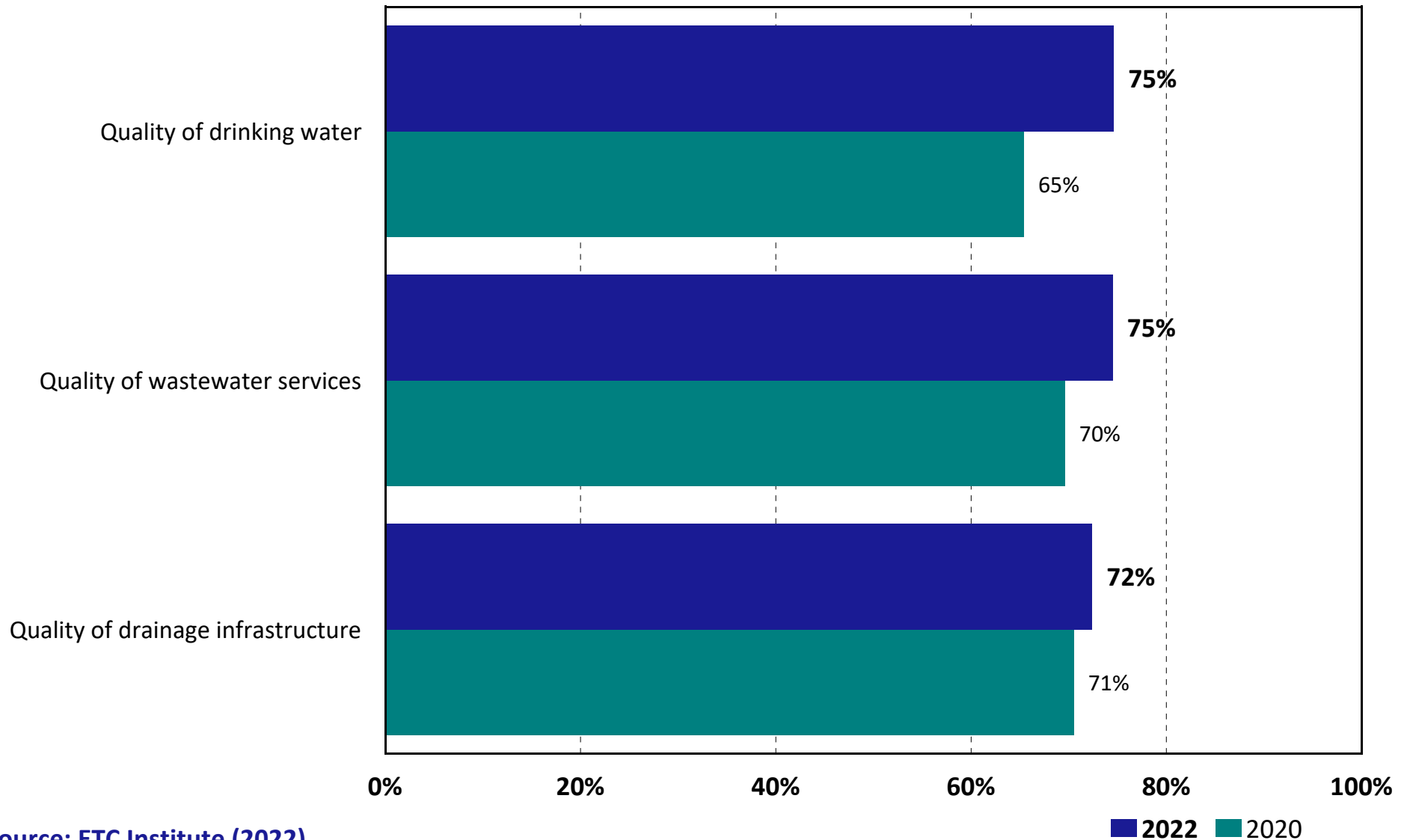


Source: ETC Institute (2022)

Public Works Services

Trends: 2022 - 2020

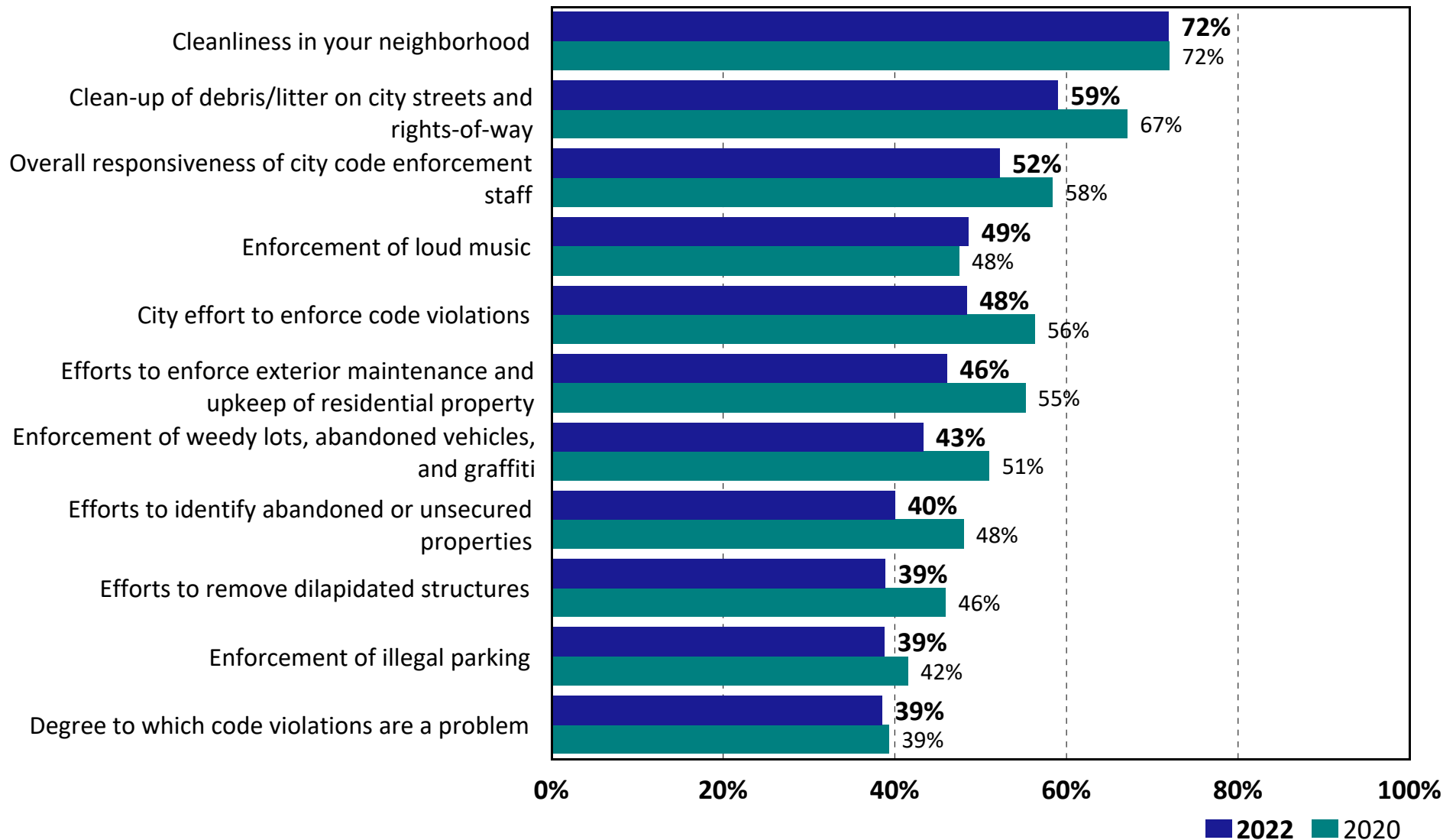
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Enforcement of City Codes and Ordinances

Trends: 2022 - 2020

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

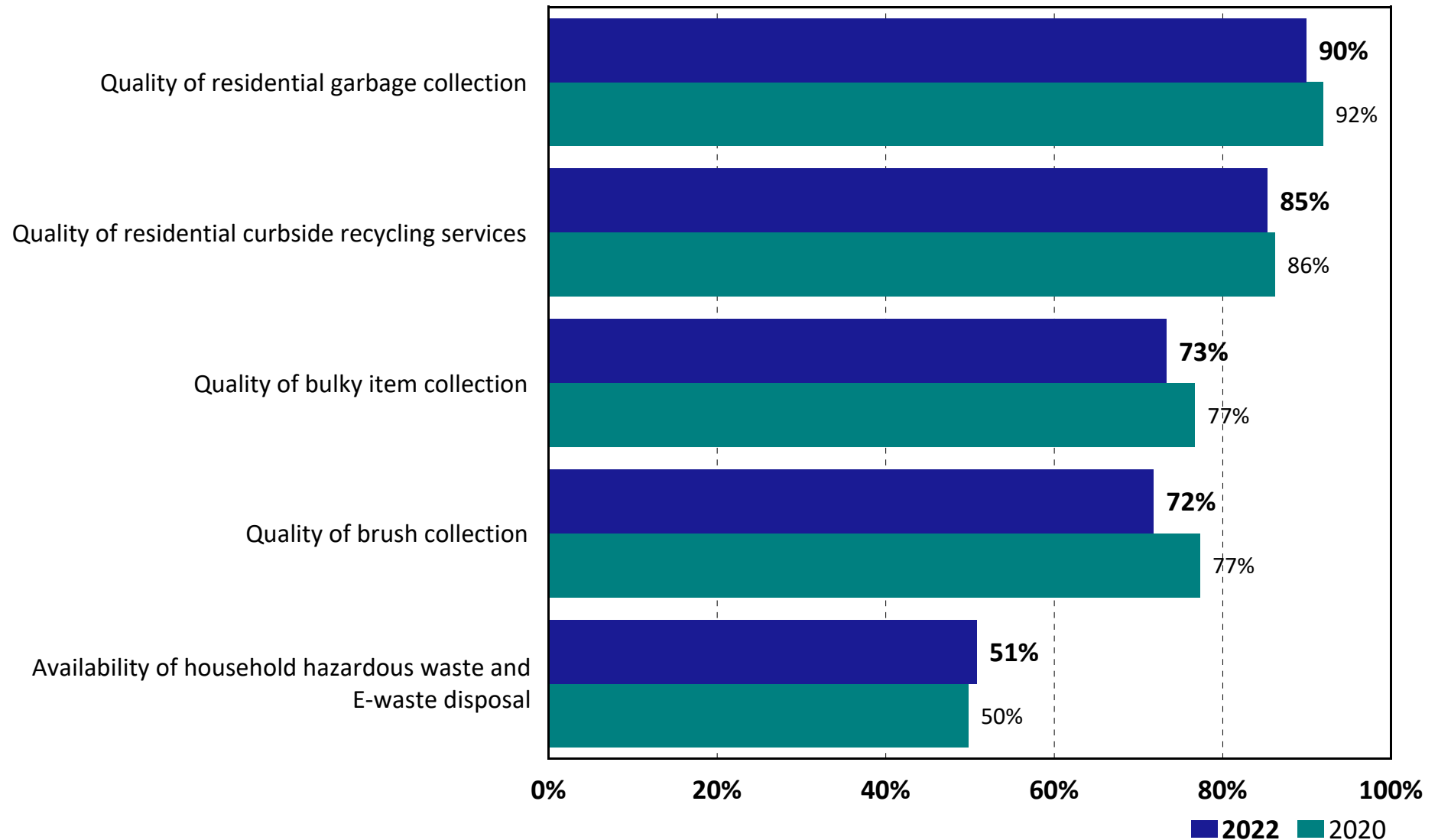


Source: ETC Institute (2022)

Solid Waste Services

Trends: 2022 - 2020

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

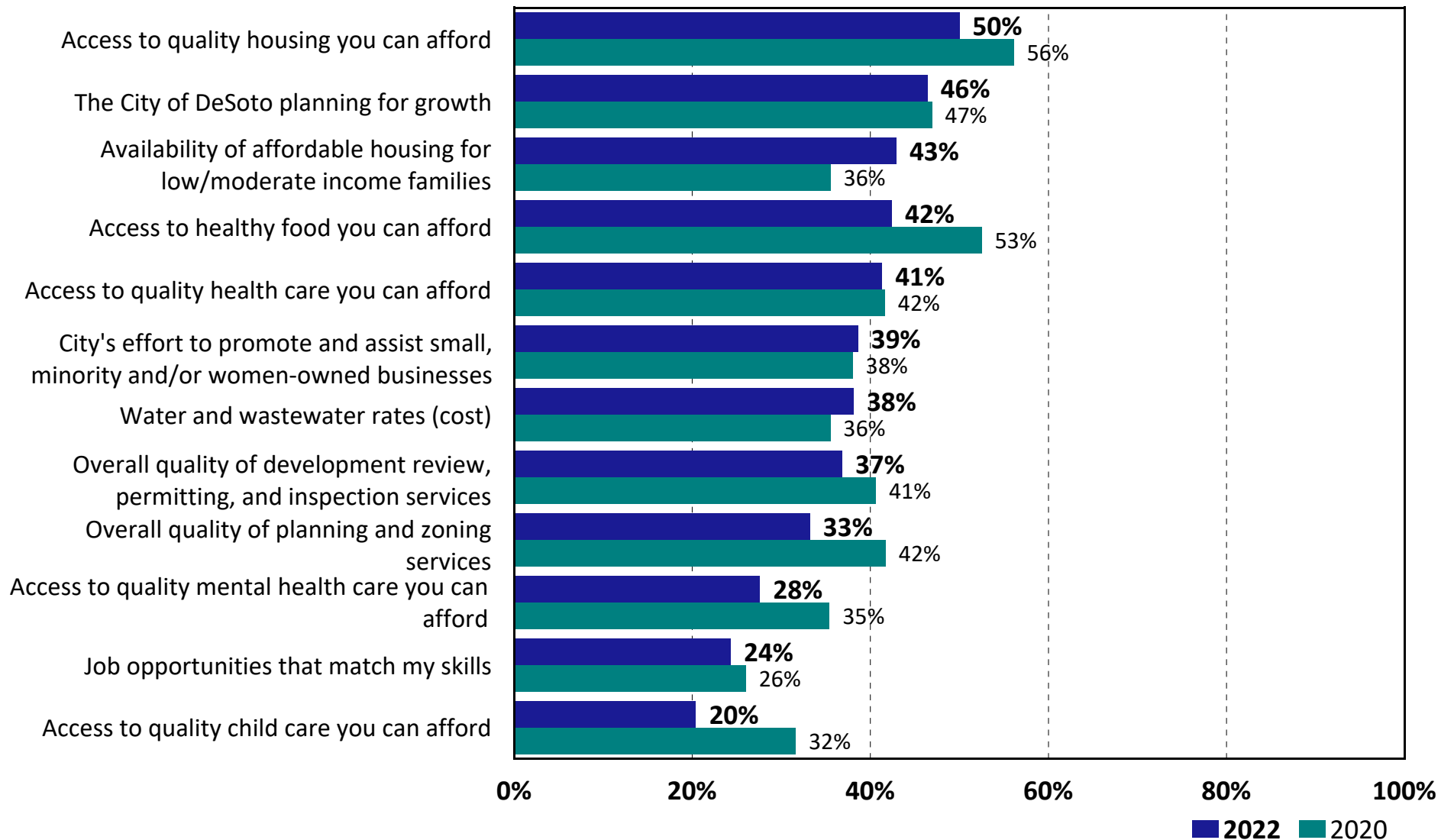


Source: ETC Institute (2022)

Economic Development

Trends: 2022 - 2020

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

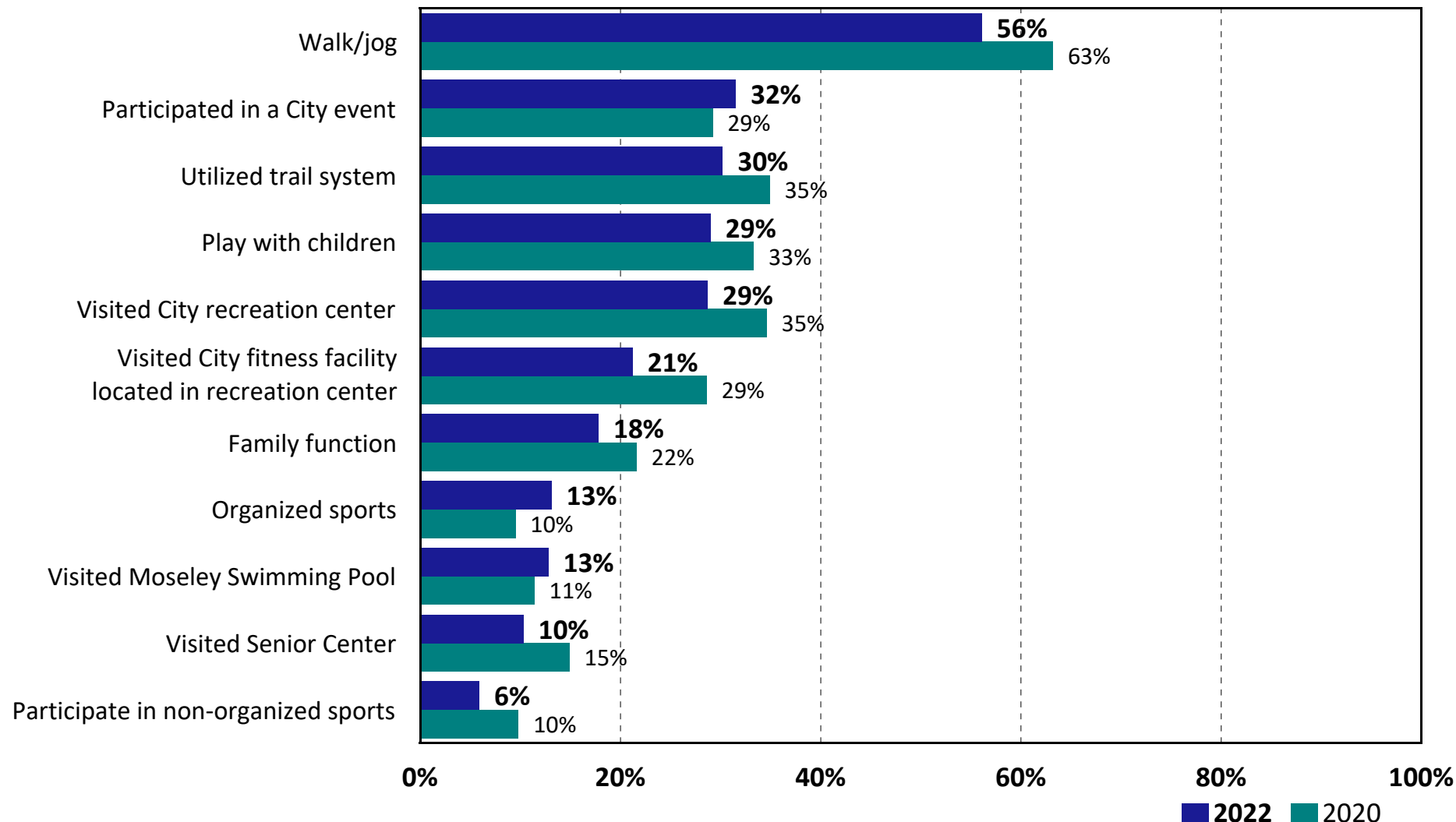


Source: ETC Institute (2022)

Activities Households Have Participated in at a DeSoto Park in the Past Year

Trends: 2022 - 2020

by percentage of respondents

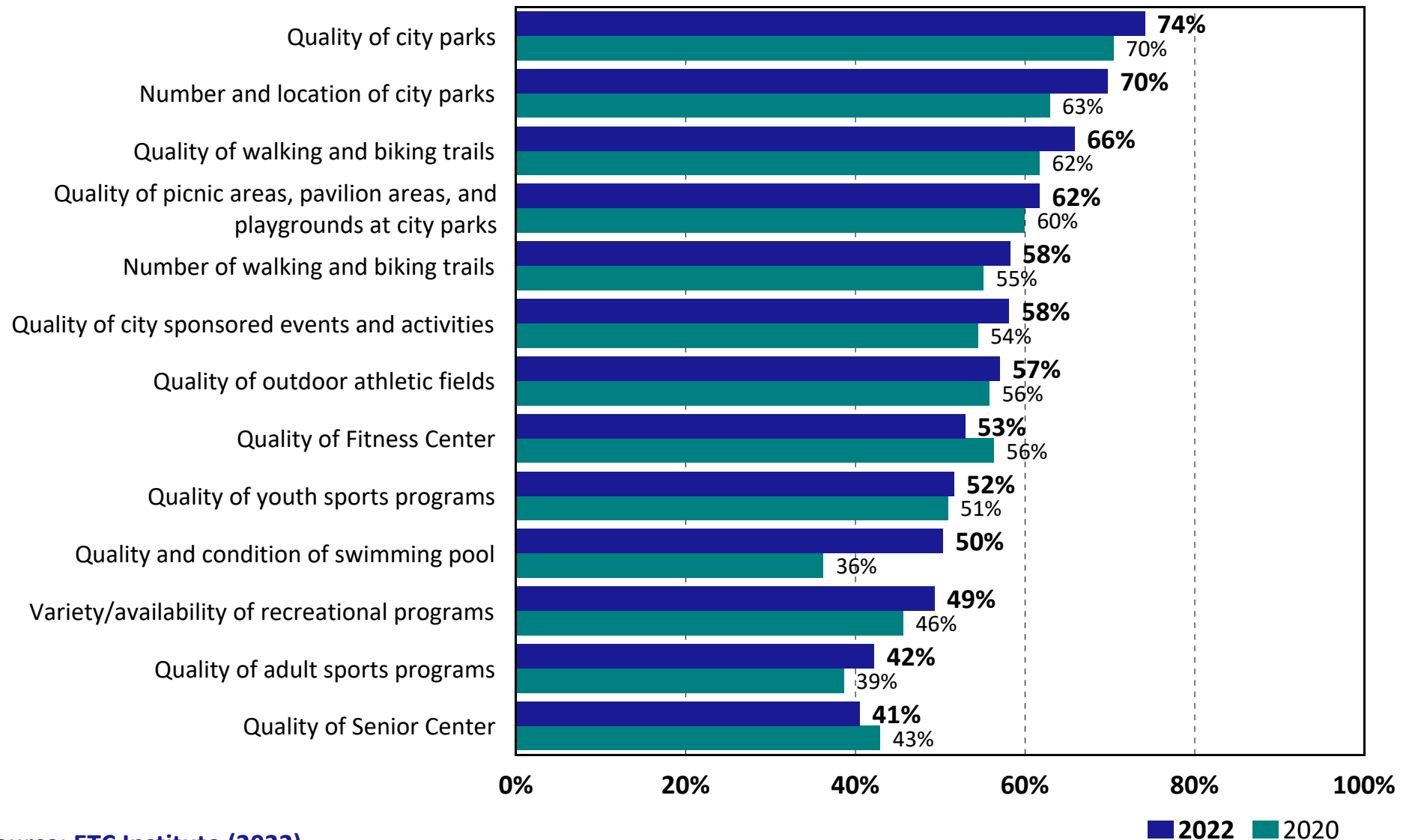


Source: ETC Institute (2022)

Parks and Recreation

Trends: 2022 - 2020

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

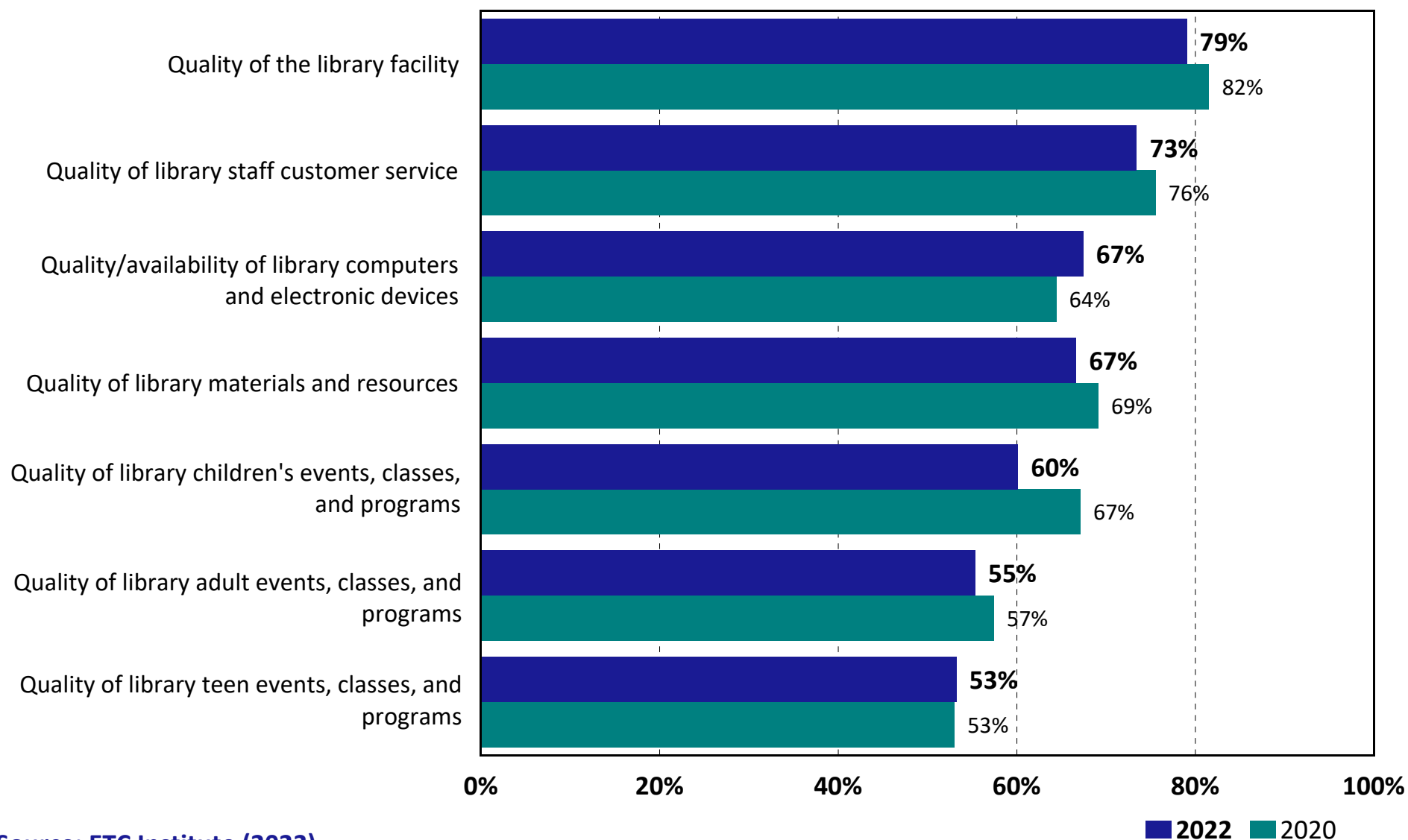


Source: ETC Institute (2022)

Library Services

Trends: 2022 - 2020

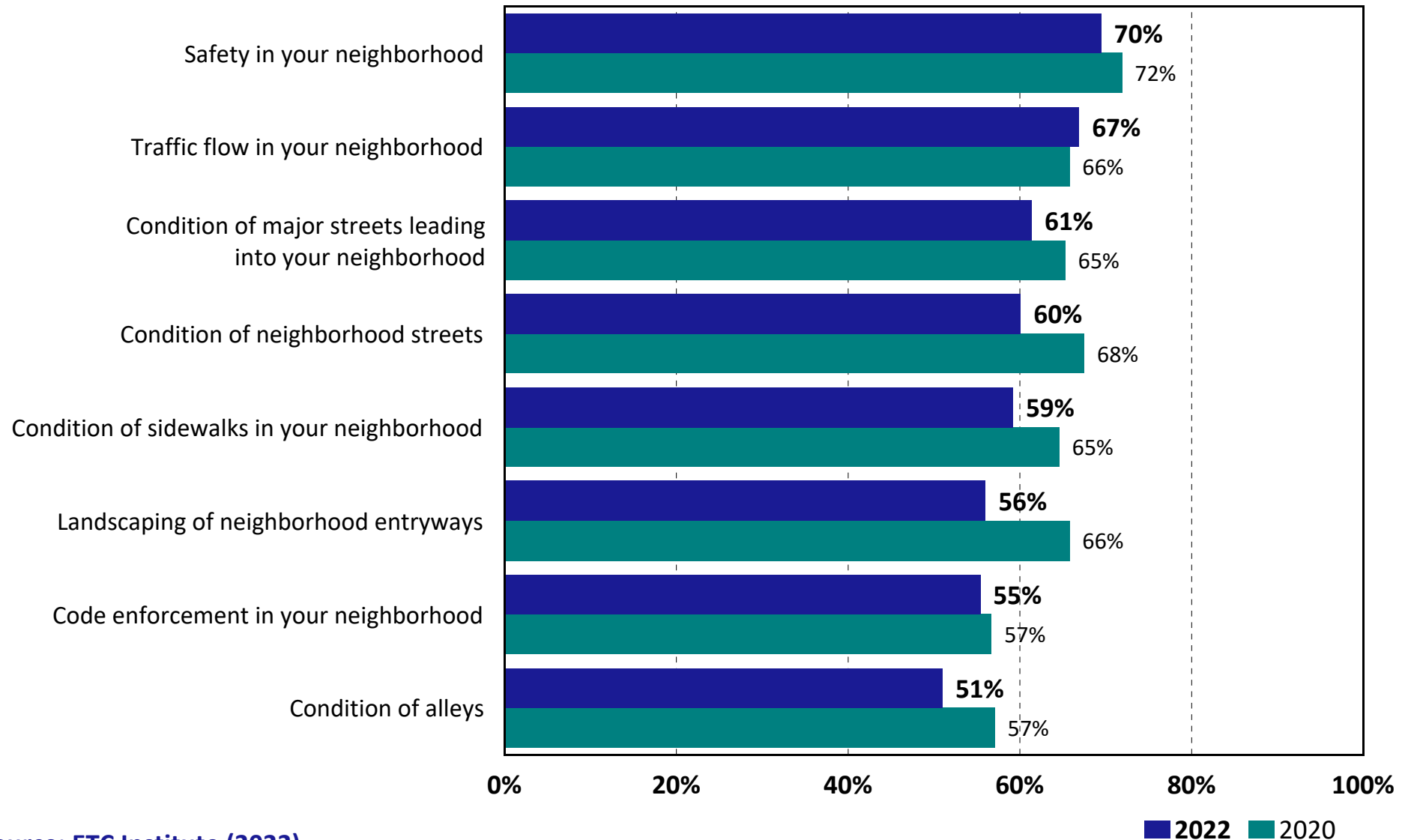
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Neighborhood Services

Trends: 2022 - 2020

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

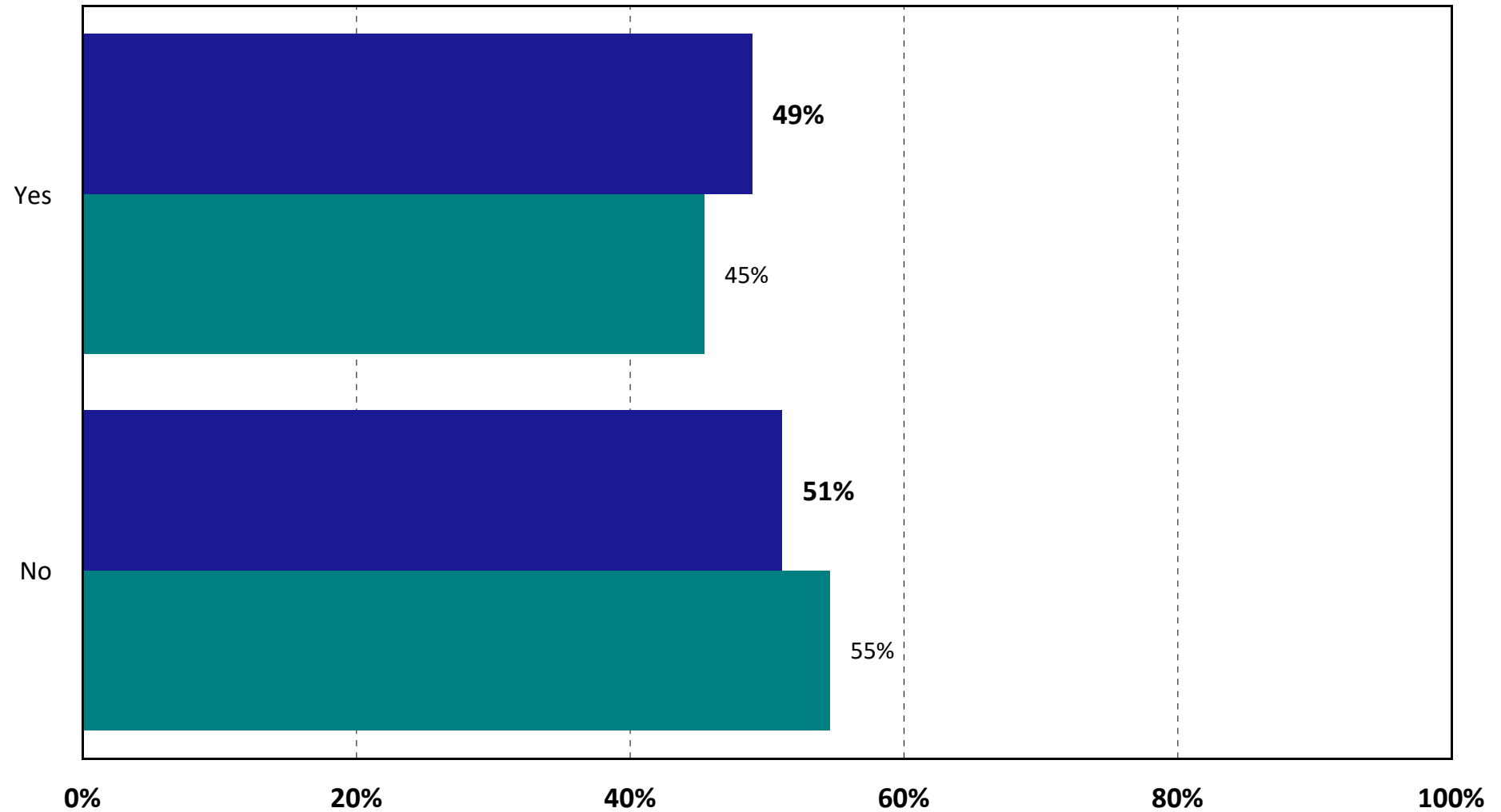


Source: ETC Institute (2022)

Have you called or visited the City with a question, problem, or complaint during the past year?

Trends: 2022 - 2020

by percentage of respondents



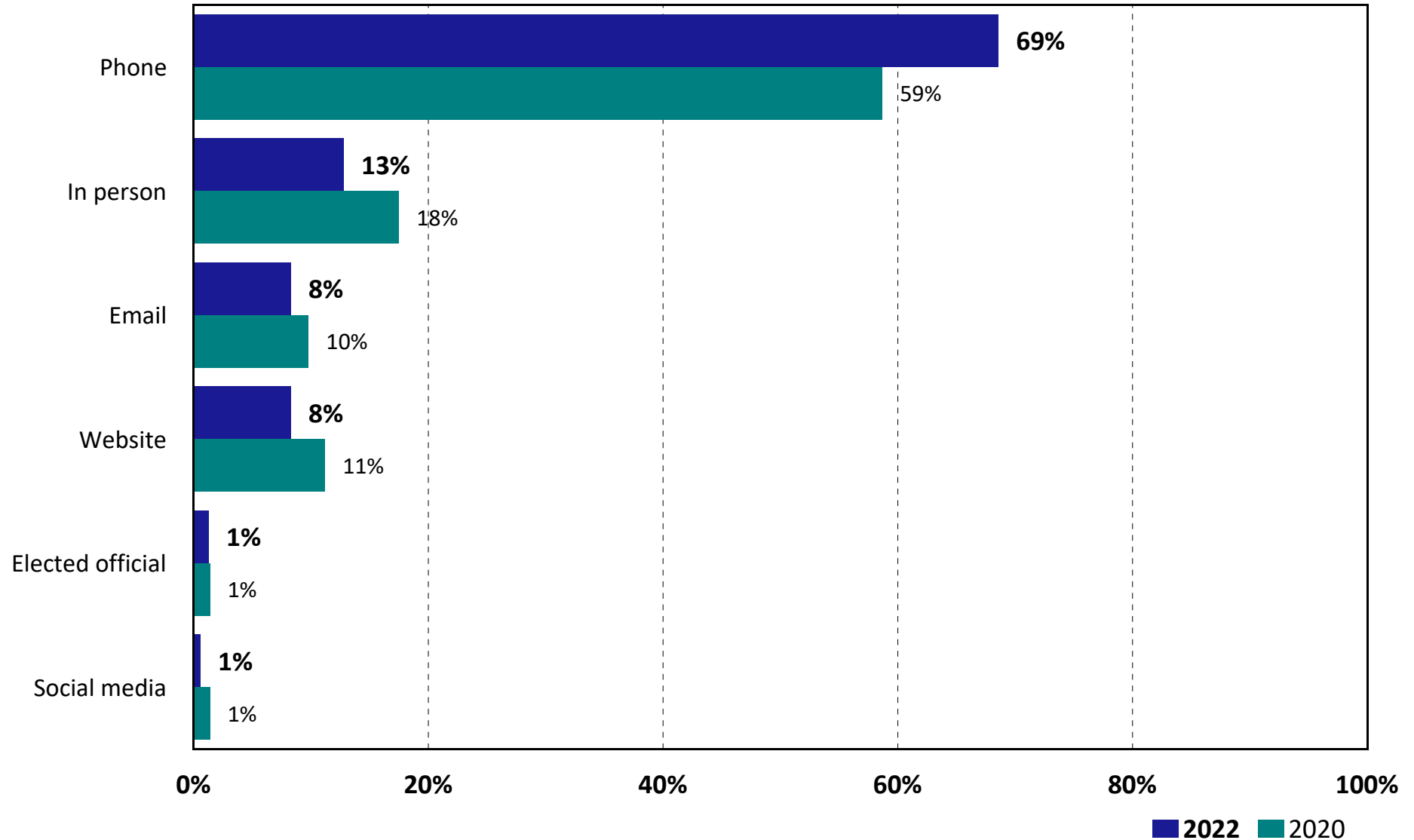
Source: ETC Institute (2022)

■ 2022 ■ 2020

How did you most recently contact the City?

Trends: 2022 - 2020

by percentage of respondents who have contacted the City during the past year

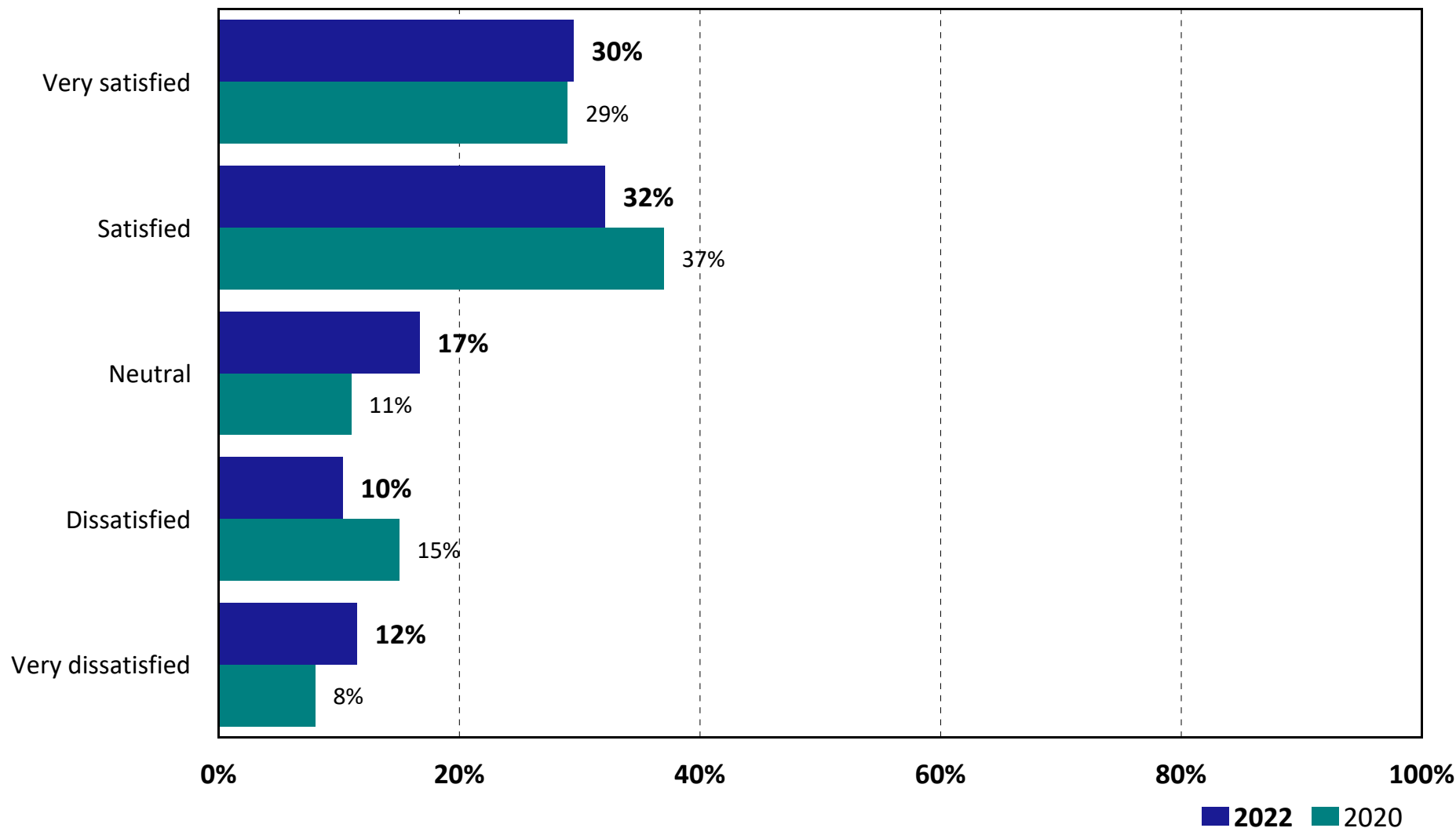


Source: ETC Institute (2022)

How satisfied are you with your most recent interaction with the City of DeSoto?

Trends: 2022 - 2020

by percentage of respondents who have contacted the City during the past year

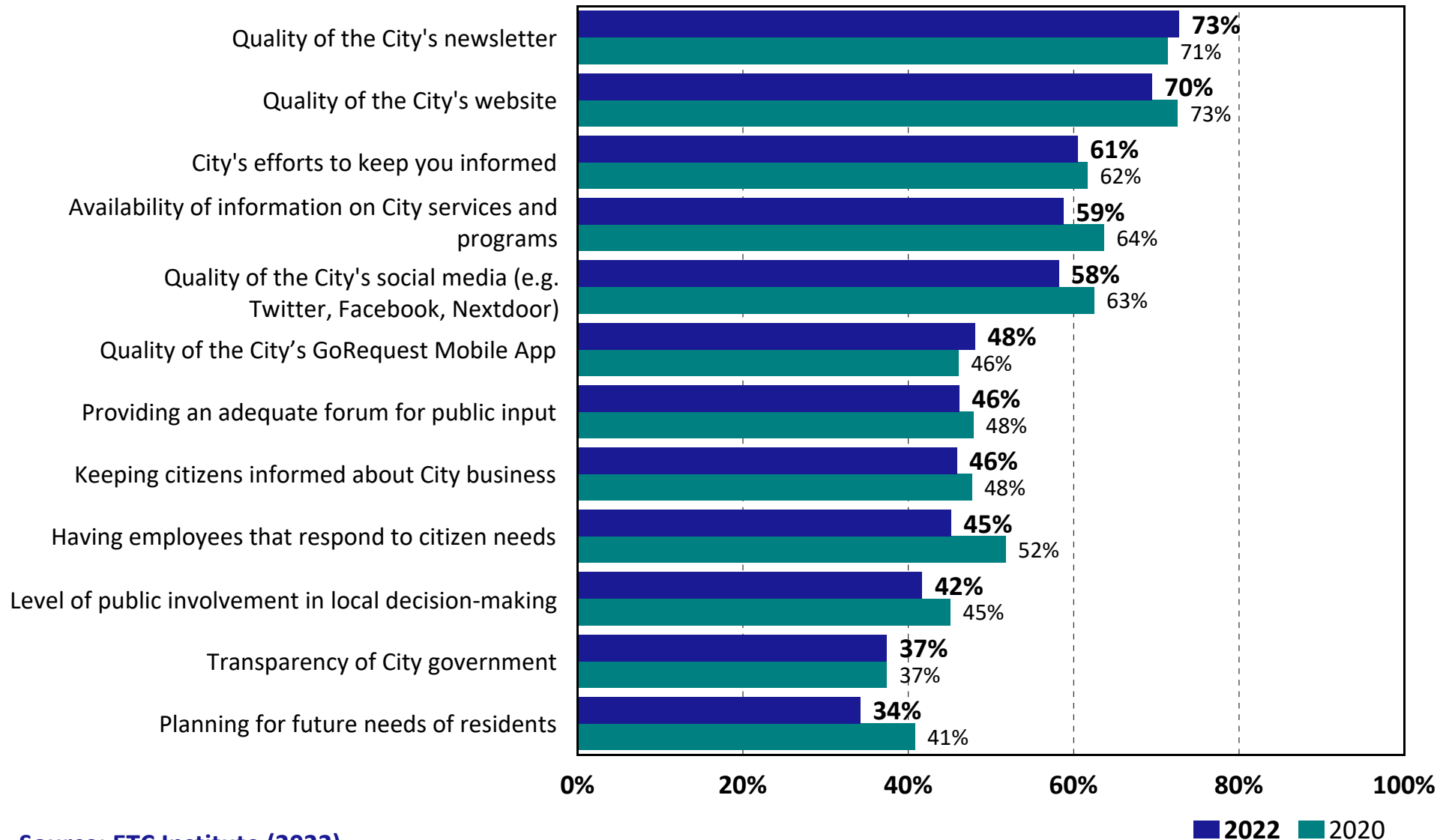


Source: ETC Institute (2022)

City Communication

Trends: 2022 - 2020

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

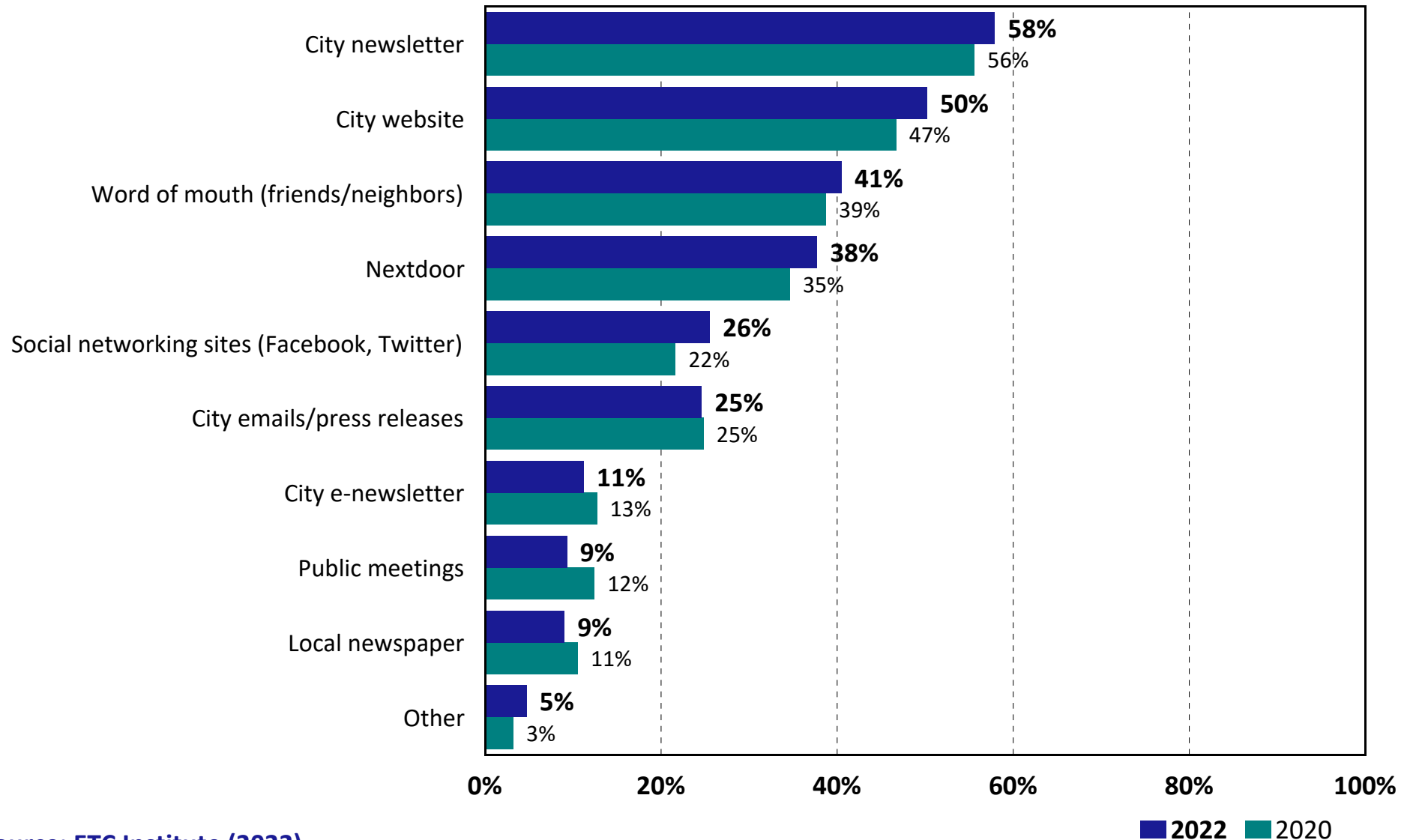


Source: ETC Institute (2022)

Primary Sources of Communication

Trends: 2022 - 2020

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: ETC Institute (2022)



Tabular Data

Q1. City Services. Please rate your overall satisfaction with major categories of services provided by DeSoto using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police, fire, & emergency medical services	42.7%	42.1%	10.0%	0.9%	0.0%	4.4%
Q1-2. Overall quality of City parks & recreation programs & facilities	28.3%	43.0%	15.3%	5.6%	1.2%	6.5%
Q1-3. Overall maintenance of City buildings & facilities	28.7%	49.8%	14.3%	0.6%	0.0%	6.5%
Q1-4. Overall quality of City water & sewer utilities	27.1%	50.8%	14.0%	5.6%	1.2%	1.2%
Q1-5. Overall enforcement of City codes & ordinances	17.8%	32.7%	24.6%	16.5%	4.4%	4.0%
Q1-6. Overall quality of customer service you receive from City employees	27.1%	43.0%	21.2%	4.4%	0.6%	3.7%
Q1-7. Overall effectiveness of City communication with the public	26.2%	41.4%	20.9%	8.7%	1.2%	1.6%
Q1-8. Overall quality of City's storm water runoff/ storm water management system	24.0%	44.9%	17.1%	4.4%	0.6%	9.0%
Q1-9. Overall flow of traffic & congestion management in City	20.9%	51.1%	16.8%	7.5%	1.9%	1.9%
Q1-10. Overall quality of the timing of lights (e.g. Hampton Road & Pleasant Run)	21.8%	51.4%	15.3%	8.7%	1.9%	0.9%

WITHOUT "DON'T KNOW"

Q1. City Services. Please rate your overall satisfaction with major categories of services provided by DeSoto using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police, fire, & emergency medical services	44.6%	44.0%	10.4%	1.0%	0.0%
Q1-2. Overall quality of City parks & recreation programs & facilities	30.3%	46.0%	16.3%	6.0%	1.3%
Q1-3. Overall maintenance of City buildings & facilities	30.7%	53.3%	15.3%	0.7%	0.0%
Q1-4. Overall quality of City water & sewer utilities	27.4%	51.4%	14.2%	5.7%	1.3%
Q1-5. Overall enforcement of City codes & ordinances	18.5%	34.1%	25.6%	17.2%	4.5%
Q1-6. Overall quality of customer service you receive from City employees	28.2%	44.7%	22.0%	4.5%	0.6%
Q1-7. Overall effectiveness of City communication with the public	26.6%	42.1%	21.2%	8.9%	1.3%
Q1-8. Overall quality of City's storm water runoff/storm water management system	26.4%	49.3%	18.8%	4.8%	0.7%
Q1-9. Overall flow of traffic & congestion management in City	21.3%	52.1%	17.1%	7.6%	1.9%
Q1-10. Overall quality of the timing of lights (e.g. Hampton Road & Pleasant Run)	22.0%	51.9%	15.4%	8.8%	1.9%

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Overall quality of police, fire, & emergency medical services	94	29.3 %
Overall quality of City parks & recreation programs & facilities	30	9.3 %
Overall maintenance of City buildings & facilities	5	1.6 %
Overall quality of City water & sewer utilities	34	10.6 %
Overall enforcement of City codes & ordinances	65	20.2 %
Overall quality of customer service you receive from City employees	11	3.4 %
Overall effectiveness of City communication with the public	15	4.7 %
Overall quality of City's storm water runoff/storm water management system	6	1.9 %
Overall flow of traffic & congestion management in City	22	6.9 %
Overall quality of the timing of lights (e.g. Hampton Road & Pleasant Run)	7	2.2 %
None chosen	32	10.0 %
Total	321	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Overall quality of police, fire, & emergency medical services	23	7.2 %
Overall quality of City parks & recreation programs & facilities	32	10.0 %
Overall maintenance of City buildings & facilities	9	2.8 %
Overall quality of City water & sewer utilities	38	11.8 %
Overall enforcement of City codes & ordinances	41	12.8 %
Overall quality of customer service you receive from City employees	21	6.5 %
Overall effectiveness of City communication with the public	39	12.1 %
Overall quality of City's storm water runoff/storm water management system	14	4.4 %
Overall flow of traffic & congestion management in City	26	8.1 %
Overall quality of the timing of lights (e.g. Hampton Road & Pleasant Run)	23	7.2 %
None chosen	55	17.1 %
Total	321	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Overall quality of police, fire, & emergency medical services	20	6.2 %
Overall quality of City parks & recreation programs & facilities	38	11.8 %
Overall maintenance of City buildings & facilities	14	4.4 %
Overall quality of City water & sewer utilities	30	9.3 %
Overall enforcement of City codes & ordinances	25	7.8 %
Overall quality of customer service you receive from City employees	16	5.0 %
Overall effectiveness of City communication with the public	29	9.0 %
Overall quality of City's storm water runoff/storm water management system	14	4.4 %
Overall flow of traffic & congestion management in City	28	8.7 %
Overall quality of the timing of lights (e.g. Hampton Road & Pleasant Run)	29	9.0 %
None chosen	78	24.3 %
Total	321	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q2. Top choice	Number	Percent
Overall quality of police, fire, & emergency medical services	137	42.7 %
Overall quality of City parks & recreation programs & facilities	100	31.2 %
Overall maintenance of City buildings & facilities	28	8.7 %
Overall quality of City water & sewer utilities	102	31.8 %
Overall enforcement of City codes & ordinances	131	40.8 %
Overall quality of customer service you receive from City employees	48	15.0 %
Overall effectiveness of City communication with the public	83	25.9 %
Overall quality of City's storm water runoff/storm water management system	34	10.6 %
Overall flow of traffic & congestion management in City	76	23.7 %
Overall quality of the timing of lights (e.g. Hampton Road & Pleasant Run)	59	18.4 %
None chosen	32	10.0 %
Total	830	

Q3. Perceptions. Several items that may influence your perception of DeSoto are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. DeSoto as a place to live	26.8%	42.7%	17.4%	10.6%	1.9%	0.6%
Q3-2. DeSoto as a place to raise children	18.1%	24.6%	24.3%	15.0%	6.9%	11.2%
Q3-3. DeSoto as a place to work	11.5%	19.3%	35.2%	8.7%	3.1%	22.1%
Q3-4. DeSoto as a place to retire	20.6%	31.2%	29.3%	10.0%	4.7%	4.4%
Q3-5. Overall image of DeSoto	14.6%	35.5%	23.4%	21.2%	4.7%	0.6%
Q3-6. Overall quality of life in DeSoto	15.6%	40.5%	28.3%	12.5%	1.6%	1.6%
Q3-7. Variety of activities for families in the community	13.1%	25.5%	31.8%	16.5%	3.1%	10.0%
Q3-8. DeSoto as an arts & entertainment destination	8.7%	22.1%	31.2%	19.3%	7.5%	11.2%
Q3-9. DeSoto as a youth sports destination	11.8%	30.5%	30.8%	7.2%	1.9%	17.8%
Q3-10. Overall appearance of DeSoto	17.8%	35.8%	24.3%	14.0%	5.9%	2.2%
Q3-11. DeSoto as a welcoming community for families	15.0%	36.4%	30.8%	8.7%	2.8%	6.2%
Q3-12. DeSoto as a welcoming community for people of diverse backgrounds	15.9%	40.5%	27.4%	7.8%	3.1%	5.3%
Q3-13. Overall quality of leadership provided by DeSoto's elected officials	13.1%	32.1%	33.6%	12.5%	4.0%	4.7%

Q3. Perceptions. Several items that may influence your perception of DeSoto are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-14. Overall effectiveness of City management	13.7%	31.5%	32.1%	13.1%	3.4%	6.2%

WITHOUT "DON'T KNOW"

Q3. Perceptions. Several items that may influence your perception of DeSoto are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. DeSoto as a place to live	27.0%	42.9%	17.6%	10.7%	1.9%
Q3-2. DeSoto as a place to raise children	20.4%	27.7%	27.4%	16.8%	7.7%
Q3-3. DeSoto as a place to work	14.8%	24.8%	45.2%	11.2%	4.0%
Q3-4. DeSoto as a place to retire	21.5%	32.6%	30.6%	10.4%	4.9%
Q3-5. Overall image of DeSoto	14.7%	35.7%	23.5%	21.3%	4.7%
Q3-6. Overall quality of life in DeSoto	15.8%	41.1%	28.8%	12.7%	1.6%
Q3-7. Variety of activities for families in the community	14.5%	28.4%	35.3%	18.3%	3.5%
Q3-8. DeSoto as an arts & entertainment destination	9.8%	24.9%	35.1%	21.8%	8.4%
Q3-9. DeSoto as a youth sports destination	14.4%	37.1%	37.5%	8.7%	2.3%
Q3-10. Overall appearance of DeSoto	18.2%	36.6%	24.8%	14.3%	6.1%
Q3-11. DeSoto as a welcoming community for families	15.9%	38.9%	32.9%	9.3%	3.0%
Q3-12. DeSoto as a welcoming community for people of diverse backgrounds	16.8%	42.8%	28.9%	8.2%	3.3%
Q3-13. Overall quality of leadership provided by DeSoto's elected officials	13.7%	33.7%	35.3%	13.1%	4.2%
Q3-14. Overall effectiveness of City management	14.6%	33.6%	34.2%	14.0%	3.7%

Q4. Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Condition of major City streets	9.3%	48.0%	16.8%	18.4%	5.3%	2.2%
Q4-2. Condition of streets in your neighborhood	15.0%	43.6%	14.6%	20.2%	6.2%	0.3%
Q4-3. Condition of sidewalks in your neighborhood	15.6%	41.7%	17.4%	15.9%	5.6%	3.7%
Q4-4. Timing of traffic signals on City streets	14.6%	49.8%	22.7%	8.7%	2.2%	1.9%
Q4-5. Pedestrian accessibility & walkability	13.4%	44.5%	24.0%	10.3%	3.4%	4.4%
Q4-6. Appearance/condition of City medians, rights-of-way, & public areas	18.1%	43.0%	23.4%	12.8%	1.2%	1.6%
Q4-7. Adequacy of City street lighting	11.2%	42.7%	26.8%	13.1%	3.7%	2.5%
Q4-8. Condition of pavement markings on City streets	12.1%	43.9%	27.1%	11.2%	3.1%	2.5%
Q4-9. Overall cleanliness of streets & public areas	15.3%	47.7%	19.6%	13.7%	2.8%	0.9%
Q4-10. Condition of landscaping along public streets	19.0%	38.0%	24.3%	15.6%	2.5%	0.6%

WITHOUT "DON'T KNOW"

Q4. Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City. (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Condition of major City streets	9.6%	49.0%	17.2%	18.8%	5.4%
Q4-2. Condition of streets in your neighborhood	15.0%	43.8%	14.7%	20.3%	6.3%
Q4-3. Condition of sidewalks in your neighborhood	16.2%	43.4%	18.1%	16.5%	5.8%
Q4-4. Timing of traffic signals on City streets	14.9%	50.8%	23.2%	8.9%	2.2%
Q4-5. Pedestrian accessibility & walkability	14.0%	46.6%	25.1%	10.7%	3.6%
Q4-6. Appearance/condition of City medians, rights-of-way, & public areas	18.4%	43.7%	23.7%	13.0%	1.3%
Q4-7. Adequacy of City street lighting	11.5%	43.8%	27.5%	13.4%	3.8%
Q4-8. Condition of pavement markings on City streets	12.5%	45.0%	27.8%	11.5%	3.2%
Q4-9. Overall cleanliness of streets & public areas	15.4%	48.1%	19.8%	13.8%	2.8%
Q4-10. Condition of landscaping along public streets	19.1%	38.2%	24.5%	15.7%	2.5%

Q5. Which TWO of the City maintenance services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. Top choice	Number	Percent
Condition of major City streets	94	29.3 %
Condition of streets in your neighborhood	48	15.0 %
Condition of sidewalks in your neighborhood	18	5.6 %
Timing of traffic signals on City streets	16	5.0 %
Pedestrian accessibility & walkability	13	4.0 %
Appearance/condition of City medians, rights-of-way, & public areas	16	5.0 %
Adequacy of City street lighting	30	9.3 %
Condition of pavement markings on City streets	4	1.2 %
Overall cleanliness of streets & public areas	34	10.6 %
Condition of landscaping along public streets	14	4.4 %
None chosen	34	10.6 %
Total	321	100.0 %

Q5. Which TWO of the City maintenance services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. 2nd choice	Number	Percent
Condition of major City streets	23	7.2 %
Condition of streets in your neighborhood	40	12.5 %
Condition of sidewalks in your neighborhood	35	10.9 %
Timing of traffic signals on City streets	14	4.4 %
Pedestrian accessibility & walkability	24	7.5 %
Appearance/condition of City medians, rights-of-way, & public areas	22	6.9 %
Adequacy of City street lighting	30	9.3 %
Condition of pavement markings on City streets	22	6.9 %
Overall cleanliness of streets & public areas	38	11.8 %
Condition of landscaping along public streets	26	8.1 %
None chosen	47	14.6 %
Total	321	100.0 %

Q5. Which TWO of the City maintenance services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q5. Top choice	Number	Percent
Condition of major City streets	117	36.4 %
Condition of streets in your neighborhood	88	27.4 %
Condition of sidewalks in your neighborhood	53	16.5 %
Timing of traffic signals on City streets	30	9.3 %
Pedestrian accessibility & walkability	37	11.5 %
Appearance/condition of City medians, rights-of-way, & public areas	38	11.8 %
Adequacy of City street lighting	60	18.7 %
Condition of pavement markings on City streets	26	8.1 %
Overall cleanliness of streets & public areas	72	22.4 %
Condition of landscaping along public streets	40	12.5 %
None chosen	34	10.6 %
Total	595	

Q6. Police, Fire, and Emergency Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of DeSoto.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Quality of police protection	30.2%	41.7%	16.5%	4.7%	0.3%	6.5%
Q6-2. Visibility of police in neighborhoods	20.9%	31.8%	20.6%	19.9%	2.8%	4.0%
Q6-3. Visibility of police in retail areas	15.0%	28.0%	30.2%	18.4%	1.6%	6.9%
Q6-4. Police response time	20.9%	33.0%	21.5%	3.4%	0.9%	20.2%
Q6-5. Efforts to prevent crime	16.5%	26.5%	27.1%	10.9%	0.6%	18.4%
Q6-6. Police safety education programs	10.9%	17.4%	32.1%	6.5%	0.9%	32.1%
Q6-7. Enforcement of traffic laws	14.0%	36.4%	27.4%	5.9%	2.5%	13.7%
Q6-8. Quality of animal control services	14.0%	35.5%	17.4%	14.6%	5.3%	13.1%
Q6-9. Quality/accessibility of municipal court services	13.1%	32.4%	22.4%	0.6%	0.6%	30.8%
Q6-10. Quality of fire protection	28.3%	38.9%	13.4%	0.6%	0.0%	18.7%
Q6-11. Quality of fire emergency medical services (EMS)	32.7%	37.7%	10.6%	0.0%	0.0%	19.0%
Q6-12. Fire & EMS response time to emergencies	31.8%	33.0%	9.3%	0.0%	0.3%	25.5%
Q6-13. Quality of fire safety education programs	14.0%	18.4%	28.7%	3.7%	0.3%	34.9%

Q6. Police, Fire, and Emergency Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of DeSoto.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-14. Quality of City's dispatch center for emergency & non-emergency calls	19.0%	34.9%	19.3%	0.6%	0.9%	25.2%
Q6-15. Emergency preparedness public education	11.5%	22.1%	28.0%	6.5%	1.2%	30.5%
Q6-16. Community public safety efforts	12.8%	22.4%	27.4%	7.2%	2.2%	28.0%

WITHOUT "DON'T KNOW"

Q6. Police, Fire, and Emergency Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of DeSoto. (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Quality of police protection	32.3%	44.7%	17.7%	5.0%	0.3%
Q6-2. Visibility of police in neighborhoods	21.8%	33.1%	21.4%	20.8%	2.9%
Q6-3. Visibility of police in retail areas	16.1%	30.1%	32.4%	19.7%	1.7%
Q6-4. Police response time	26.2%	41.4%	27.0%	4.3%	1.2%
Q6-5. Efforts to prevent crime	20.2%	32.4%	33.2%	13.4%	0.8%
Q6-6. Police safety education programs	16.1%	25.7%	47.2%	9.6%	1.4%
Q6-7. Enforcement of traffic laws	16.2%	42.2%	31.8%	6.9%	2.9%
Q6-8. Quality of animal control services	16.1%	40.9%	20.1%	16.8%	6.1%
Q6-9. Quality/accessibility of municipal court services	18.9%	46.8%	32.4%	0.9%	0.9%
Q6-10. Quality of fire protection	34.9%	47.9%	16.5%	0.8%	0.0%
Q6-11. Quality of fire emergency medical services (EMS)	40.4%	46.5%	13.1%	0.0%	0.0%
Q6-12. Fire & EMS response time to emergencies	42.7%	44.4%	12.6%	0.0%	0.4%
Q6-13. Quality of fire safety education programs	21.5%	28.2%	44.0%	5.7%	0.5%
Q6-14. Quality of City's dispatch center for emergency & non-emergency calls	25.4%	46.7%	25.8%	0.8%	1.3%
Q6-15. Emergency preparedness public education	16.6%	31.8%	40.4%	9.4%	1.8%
Q6-16. Community public safety efforts	17.7%	31.2%	38.1%	10.0%	3.0%

Q7. Which TWO of the public safety services items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. Top choice	Number	Percent
Quality of police protection	49	15.3 %
Visibility of police in neighborhoods	74	23.1 %
Visibility of police in retail areas	24	7.5 %
Police response time	12	3.7 %
Efforts to prevent crime	44	13.7 %
Police safety education programs	10	3.1 %
Enforcement of traffic laws	12	3.7 %
Quality of animal control services	17	5.3 %
Quality/accessibility of municipal court services	3	0.9 %
Quality of fire protection	2	0.6 %
Quality of fire emergency medical services (EMS)	4	1.2 %
Fire & EMS response time to emergencies	2	0.6 %
Quality of fire safety education programs	3	0.9 %
Quality of City's dispatch center for emergency & non-emergency calls	3	0.9 %
Emergency preparedness public education	15	4.7 %
Community public safety efforts	7	2.2 %
None chosen	40	12.5 %
Total	321	100.0 %

Q7. Which TWO of the public safety services items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. 2nd choice	Number	Percent
Quality of police protection	10	3.1 %
Visibility of police in neighborhoods	41	12.8 %
Visibility of police in retail areas	46	14.3 %
Police response time	11	3.4 %
Efforts to prevent crime	32	10.0 %
Police safety education programs	13	4.0 %
Enforcement of traffic laws	9	2.8 %
Quality of animal control services	31	9.7 %
Quality/accessibility of municipal court services	5	1.6 %
Quality of fire protection	13	4.0 %
Quality of fire emergency medical services (EMS)	4	1.2 %
Fire & EMS response time to emergencies	7	2.2 %
Quality of fire safety education programs	7	2.2 %
Quality of City's dispatch center for emergency & non-emergency calls	2	0.6 %
Emergency preparedness public education	18	5.6 %
Community public safety efforts	17	5.3 %
None chosen	55	17.1 %
Total	321	100.0 %

Q7. Which TWO of the public safety services items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	59	18.4 %
Visibility of police in neighborhoods	115	35.8 %
Visibility of police in retail areas	70	21.8 %
Police response time	23	7.2 %
Efforts to prevent crime	76	23.7 %
Police safety education programs	23	7.2 %
Enforcement of traffic laws	21	6.5 %
Quality of animal control services	48	15.0 %
Quality/accessibility of municipal court services	8	2.5 %
Quality of fire protection	15	4.7 %
Quality of fire emergency medical services (EMS)	8	2.5 %
Fire & EMS response time to emergencies	9	2.8 %
Quality of fire safety education programs	10	3.1 %
Quality of City's dispatch center for emergency & non-emergency calls	5	1.6 %
Emergency preparedness public education	33	10.3 %
Community public safety efforts	24	7.5 %
None chosen	40	12.5 %
Total	587	

Q8. On a scale of 5 to 1, please indicate your level of agreement with the following statements related to the DeSoto Police Department, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=321)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q8-1. DeSoto Police Department is trying hard to maintain good relations with the community	20.6%	34.3%	21.8%	4.4%	1.6%	17.4%
Q8-2. DeSoto Police Department utilizes good judgement in the use of force	16.5%	25.2%	26.8%	1.2%	0.9%	29.3%
Q8-3. DeSoto Police Department personnel have appropriate training on how to handle confrontations with civilians	12.8%	13.4%	29.9%	2.5%	0.9%	40.5%
Q8-4. DeSoto Police Department personnel are held accountable for any misconduct	12.5%	16.5%	26.8%	2.8%	0.6%	40.8%
Q8-5. DeSoto Police Department personnel treat residents of different races/ethnicities equally	16.2%	20.6%	26.5%	5.0%	2.5%	29.3%

WITHOUT "DON'T KNOW"

Q8. On a scale of 5 to 1, please indicate your level of agreement with the following statements related to the DeSoto Police Department, where 5 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

(N=321)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q8-1. DeSoto Police Department is trying hard to maintain good relations with the community	24.9%	41.5%	26.4%	5.3%	1.9%
Q8-2. DeSoto Police Department utilizes good judgement in the use of force	23.3%	35.7%	37.9%	1.8%	1.3%
Q8-3. DeSoto Police Department personnel have appropriate training on how to handle confrontations with civilians	21.5%	22.5%	50.3%	4.2%	1.6%
Q8-4. DeSoto Police Department personnel are held accountable for any misconduct	21.1%	27.9%	45.3%	4.7%	1.1%
Q8-5. DeSoto Police Department personnel treat residents of different races/ethnicities equally	22.9%	29.1%	37.4%	7.0%	3.5%

Q9. In general, do you think DeSoto Police Department police officers stop people of certain racial or ethnic groups because they believe these groups are more likely than other groups to commit certain types of crimes?

Q9. Do you think DeSoto Police Department police officers stop people of certain racial or ethnic groups because they believe these groups are more likely than other groups to commit certain types of crimes

	Number	Percent
Yes	45	14.0 %
No	115	35.8 %
Not sure	151	47.0 %
Not provided	10	3.1 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"

Q9. In general, do you think DeSoto Police Department police officers stop people of certain racial or ethnic groups because they believe these groups are more likely than other groups to commit certain types of crimes? (without "not provided")

Q9. Do you think DeSoto Police Department police officers stop people of certain racial or ethnic groups because they believe these groups are more likely than other groups to commit certain types of crimes

	Number	Percent
Yes	45	14.5 %
No	115	37.0 %
Not sure	151	48.6 %
Total	311	100.0 %

Q9a. What is the reason for your view?

<u>Q9a. What is the reason for your view</u>	<u>Number</u>	<u>Percent</u>
Personal experience	21	46.7 %
Media reports (TV, newspaper, internet social media, etc.)	20	44.4 %
Word of mouth	10	22.2 %
Other	4	8.9 %
Total	55	

Q9a-4. Other

<u>Q9a-4. Other</u>	<u>Number</u>	<u>Percent</u>
RACIAL PROFILING	1	25.0 %
Visual observation	1	25.0 %
Seeing police stop mostly African Americans	1	25.0 %
Stopped and searched my grandson for no reason	1	25.0 %
Total	4	100.0 %

Q10. Has there ever been a specific instance when you felt discriminated against by DeSoto Police Department police officers because of your race or ethnic background?

Q10. Has there been a specific instance when you felt discriminated against by DeSoto Police

<u>Department police officers</u>	<u>Number</u>	<u>Percent</u>
Yes	27	8.4 %
No	267	83.2 %
Not sure	17	5.3 %
Not provided	10	3.1 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"

Q10. Has there ever been a specific instance when you felt discriminated against by DeSoto Police Department police officers because of your race or ethnic background? (without "not provided")

Q10. Has there been a specific instance when you felt discriminated against by DeSoto Police

<u>Department police officers</u>	<u>Number</u>	<u>Percent</u>
Yes	27	8.7 %
No	267	85.9 %
Not sure	17	5.5 %
Total	311	100.0 %

Q11. Overall, how confident are you in DeSoto Police Department police officers?

Q11. How confident are you in DeSoto Police

<u>Department police officers</u>	<u>Number</u>	<u>Percent</u>
Very confident	118	36.8 %
Somewhat confident	105	32.7 %
Neutral	58	18.1 %
Somewhat unconfident	15	4.7 %
Very unconfident	4	1.2 %
Don't know	21	6.5 %
Total	321	100.0 %

WITHOUT "DON'T KNOW"**Q11. Overall, how confident are you in DeSoto Police Department police officers? (without "don't know")**

Q11. How confident are you in DeSoto Police

<u>Department police officers</u>	<u>Number</u>	<u>Percent</u>
Very confident	118	39.3 %
Somewhat confident	105	35.0 %
Neutral	58	19.3 %
Somewhat unconfident	15	5.0 %
Very unconfident	4	1.3 %
Total	300	100.0 %

Q12. Feeling of Safety. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=321)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q12-1. In your neighborhood during the day	41.4%	46.4%	9.0%	1.9%	0.0%	1.2%
Q12-2. In your neighborhood at night	20.9%	48.3%	20.6%	7.2%	1.9%	1.2%
Q12-3. In City's parks, trails, & recreational areas	11.8%	30.8%	27.7%	11.2%	1.2%	17.1%
Q12-4. In commercial & retail areas during the day	20.9%	46.4%	23.1%	4.7%	0.6%	4.4%
Q12-5. Overall feeling of safety in City	17.1%	51.4%	24.0%	5.3%	0.3%	1.9%
Q12-6. Traveling by bicycle in DeSoto	5.3%	14.3%	24.9%	6.2%	2.8%	46.4%
Q12-7. In commercial & retail areas at night	6.5%	29.6%	31.2%	17.4%	3.4%	11.8%

WITHOUT "DON'T KNOW"

Q12. Feeling of Safety. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=321)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q12-1. In your neighborhood during the day	42.0%	47.0%	9.1%	1.9%	0.0%
Q12-2. In your neighborhood at night	21.1%	48.9%	20.8%	7.3%	1.9%
Q12-3. In City's parks, trails, & recreational areas	14.3%	37.2%	33.5%	13.5%	1.5%
Q12-4. In commercial & retail areas during the day	21.8%	48.5%	24.1%	4.9%	0.7%
Q12-5. Overall feeling of safety in City	17.5%	52.4%	24.4%	5.4%	0.3%
Q12-6. Traveling by bicycle in DeSoto	9.9%	26.7%	46.5%	11.6%	5.2%
Q12-7. In commercial & retail areas at night	7.4%	33.6%	35.3%	19.8%	3.9%

Q13. Public Works Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Quality of drinking water	23.7%	47.7%	16.2%	5.3%	2.8%	4.4%
Q13-2. Quality of wastewater services	22.4%	47.7%	19.9%	3.4%	0.6%	5.9%
Q13-3. Quality of drainage infrastructure	19.6%	47.7%	19.0%	5.0%	1.6%	7.2%

WITHOUT "DON'T KNOW"

Q13. Public Works Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following. (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Quality of drinking water	24.8%	49.8%	16.9%	5.5%	2.9%
Q13-2. Quality of wastewater services	23.8%	50.7%	21.2%	3.6%	0.7%
Q13-3. Quality of drainage infrastructure	21.1%	51.3%	20.5%	5.4%	1.7%

Q14. Code Enforcement. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Overall responsiveness of City code enforcement staff	11.2%	32.1%	23.7%	11.5%	4.4%	17.1%
Q14-2. City effort to enforce code violations	9.3%	33.3%	24.9%	15.9%	4.7%	11.8%
Q14-3. Cleanup of debris/ litter on City streets & rights-of-way	17.1%	39.9%	21.5%	13.1%	5.0%	3.4%
Q14-4. Efforts to enforce exterior maintenance & upkeep of residential property	11.5%	30.8%	28.3%	14.6%	6.5%	8.1%
Q14-5. Efforts to identify abandoned or unsecured properties	7.2%	20.2%	26.8%	10.9%	3.4%	31.5%
Q14-6. Efforts to remove dilapidated structures	7.5%	20.2%	25.5%	14.0%	4.0%	28.7%
Q14-7. Enforcement of illegal parking	9.3%	20.6%	24.3%	15.0%	7.8%	23.1%
Q14-8. Enforcement of weedy lots, abandoned vehicles, & graffiti	11.8%	25.9%	25.5%	17.8%	5.9%	13.1%
Q14-9. Cleanliness in your neighborhood	18.4%	52.3%	15.9%	9.7%	2.2%	1.6%
Q14-10. Enforcement of loud music	11.2%	28.0%	19.3%	13.7%	8.4%	19.3%
Q14-11. Degree to which code violations are a problem	7.8%	22.1%	31.5%	10.3%	5.9%	22.4%

WITHOUT "DON'T KNOW"

Q14. Code Enforcement. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Overall responsiveness of City code enforcement staff	13.5%	38.7%	28.6%	13.9%	5.3%
Q14-2. City effort to enforce code violations	10.6%	37.8%	28.3%	18.0%	5.3%
Q14-3. Cleanup of debris/litter on City streets & rights-of-way	17.7%	41.3%	22.3%	13.5%	5.2%
Q14-4. Efforts to enforce exterior maintenance & upkeep of residential property	12.5%	33.6%	30.8%	15.9%	7.1%
Q14-5. Efforts to identify abandoned or unsecured properties	10.5%	29.5%	39.1%	15.9%	5.0%
Q14-6. Efforts to remove dilapidated structures	10.5%	28.4%	35.8%	19.7%	5.7%
Q14-7. Enforcement of illegal parking	12.1%	26.7%	31.6%	19.4%	10.1%
Q14-8. Enforcement of weedy lots, abandoned vehicles, & graffiti	13.6%	29.7%	29.4%	20.4%	6.8%
Q14-9. Cleanliness in your neighborhood	18.7%	53.2%	16.1%	9.8%	2.2%
Q14-10. Enforcement of loud music	13.9%	34.7%	23.9%	17.0%	10.4%
Q14-11. Degree to which code violations are a problem	10.0%	28.5%	40.6%	13.3%	7.6%

Q15. Solid Waste Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Quality of residential garbage collection	43.3%	45.5%	4.4%	3.7%	1.9%	1.2%
Q15-2. Quality of residential curbside recycling services	38.0%	41.4%	7.8%	4.0%	1.9%	6.9%
Q15-3. Quality of bulky item collection	33.0%	37.1%	14.0%	8.7%	2.8%	4.4%
Q15-4. Quality of brush collection	32.1%	37.1%	14.3%	9.0%	3.7%	3.7%
Q15-5. Availability of household hazardous waste & e-waste disposal	16.8%	21.5%	20.9%	11.2%	5.0%	24.6%

WITHOUT "DON'T KNOW"

Q15. Solid Waste Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Quality of residential garbage collection	43.8%	46.1%	4.4%	3.8%	1.9%
Q15-2. Quality of residential curbside recycling services	40.8%	44.5%	8.4%	4.3%	2.0%
Q15-3. Quality of bulky item collection	34.5%	38.8%	14.7%	9.1%	2.9%
Q15-4. Quality of brush collection	33.3%	38.5%	14.9%	9.4%	3.9%
Q15-5. Availability of household hazardous waste & e-waste disposal	22.3%	28.5%	27.7%	14.9%	6.6%

Q16. On a scale of 5 to 1, please indicate your level of agreement with the following statements related to the Solid Waste Services, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=321)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q16-1. I prefer twice-a-week garbage collection service even if it costs more	43.6%	26.2%	11.5%	10.9%	5.0%	2.8%
Q16-2. I would value a cart provided & maintained by garbage collector	31.5%	25.9%	21.5%	10.0%	5.9%	5.3%
Q16-3. A separate cart for recycling is important to me	36.4%	27.1%	18.4%	9.3%	4.4%	4.4%
Q16-4. I use bulky/brush collection service weekly	6.9%	11.2%	25.9%	32.7%	15.6%	7.8%
Q16-5. Once a month bulky/brush collection service would meet my needs	22.1%	29.6%	16.2%	19.6%	9.3%	3.1%

WITHOUT "DON'T KNOW"

Q16. On a scale of 5 to 1, please indicate your level of agreement with the following statements related to the Solid Waste Services, where 5 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

(N=321)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q16-1. I prefer twice-a-week garbage collection service even if it costs more	44.9%	26.9%	11.9%	11.2%	5.1%
Q16-2. I would value a cart provided & maintained by garbage collector	33.2%	27.3%	22.7%	10.5%	6.3%
Q16-3. A separate cart for recycling is important to me	38.1%	28.3%	19.2%	9.8%	4.6%
Q16-4. I use bulky/brush collection service weekly	7.4%	12.2%	28.0%	35.5%	16.9%
Q16-5. Once a month bulky/brush collection service would meet my needs	22.8%	30.5%	16.7%	20.3%	9.6%

Q17. Please indicate whether you would support continuing twice-a-week garbage collection at a higher monthly cost or reducing garbage collection to once per week for a reduced monthly cost?

Q17. Would you support continuing twice-a-week garbage collection or reducing garbage collection to once per week

	Number	Percent
I support continuing twice-a-week garbage collection at a higher monthly cost	189	58.9 %
I support reducing garbage collection to once per week for a reduced monthly cost	122	38.0 %
Not provided	10	3.1 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"

Q17. Please indicate whether you would support continuing twice-a-week garbage collection at a higher monthly cost or reducing garbage collection to once per week for a reduced monthly cost? (without "not provided")

Q17. Would you support continuing twice-a-week garbage collection or reducing garbage collection to once per week

	Number	Percent
I support continuing twice-a-week garbage collection at a higher monthly cost	189	60.8 %
I support reducing garbage collection to once per week for a reduced monthly cost	122	39.2 %
Total	311	100.0 %

Q18. How do you currently contain/secure your garbage for collection day?

Q18. How do you currently contain/secure your

<u>garbage for collection day</u>	<u>Number</u>	<u>Percent</u>
Use your own cart	133	41.4 %
Put bags out at the curb	162	50.5 %
Other	21	6.5 %
Not provided	5	1.6 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"**Q18. How do you currently contain/secure your garbage for collection day? (without "not provided")**

Q18. How do you currently contain/secure your

<u>garbage for collection day</u>	<u>Number</u>	<u>Percent</u>
Use your own cart	133	42.1 %
Put bags out at the curb	162	51.3 %
Other	21	6.6 %
Total	316	100.0 %

Q18-3. Other

<u>Q18-3. Other</u>	<u>Number</u>	<u>Percent</u>
Put bags in alley	6	28.6 %
Use own cart & put bags out at the curb	3	14.3 %
Use my own trash can	2	9.5 %
Put my own bags in alley	1	4.8 %
Bags in the back of the house by the alley	1	4.8 %
Put bags out in my alley	1	4.8 %
I LIVE IN APARTMENT	1	4.8 %
CITY GARBAGE CONTAINER	1	4.8 %
In alley behind house	1	4.8 %
Bags in bins	1	4.8 %
Building constraints	1	4.8 %
Trash can in alley	1	4.8 %
Leave beside garage	1	4.8 %
Total	21	100.0 %

Q19. Currently, DeSoto collects unlimited brush at the curb. Do you support limiting the amount of brush that can be collected at the curb if the monthly amount you pay for this service decreased?

Q19. Do you support limiting amount of brush that can be collected at the curb	Number	Percent
Yes	107	33.3 %
No	204	63.6 %
Not provided	10	3.1 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"

Q19. Currently, DeSoto collects unlimited brush at the curb. Do you support limiting the amount of brush that can be collected at the curb if the monthly amount you pay for this service decreased? (without "not provided")

Q19. Do you support limiting amount of brush that can be collected at the curb	Number	Percent
Yes	107	34.4 %
No	204	65.6 %
Total	311	100.0 %

Q20. Economic Development. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. City of DeSoto planning for growth	10.6%	25.9%	18.4%	18.7%	5.0%	21.5%
Q20-2. Job opportunities that match my skills	5.3%	11.2%	33.3%	11.2%	6.9%	32.1%
Q20-3. Access to quality child care you can afford	4.0%	5.9%	33.6%	3.1%	2.2%	51.1%
Q20-4. Access to quality health care you can afford	8.4%	21.8%	28.7%	11.2%	3.1%	26.8%
Q20-5. Access to quality mental health care you can afford	5.9%	10.9%	30.8%	8.7%	4.4%	39.3%
Q20-6. Access to healthy food you can afford	11.8%	27.7%	21.2%	19.3%	13.4%	6.5%
Q20-7. Access to quality housing you can afford	12.1%	30.2%	28.3%	8.7%	5.3%	15.3%
Q20-8. Availability of affordable housing for low/moderate income families	10.6%	20.6%	31.2%	7.5%	2.8%	27.4%
Q20-9. Overall quality of development review, permitting, & inspection services	8.7%	17.1%	36.1%	5.0%	3.1%	29.9%
Q20-10. Overall quality of planning & zoning services (e.g. comprehensive plan, neighborhood/small area plans, zoning)	7.8%	16.2%	31.5%	10.0%	6.9%	27.7%
Q20-11. City's effort to promote & assist small, minority and/or women-owned businesses	8.7%	17.1%	30.8%	6.2%	4.0%	33.0%

Q20. Economic Development. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-12. Water & wastewater rates (cost)	9.0%	26.5%	27.7%	18.1%	11.8%	6.9%

WITHOUT "DON'T KNOW"

Q20. Economic Development. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. City of DeSoto planning for growth	13.5%	32.9%	23.4%	23.8%	6.3%
Q20-2. Job opportunities that match my skills	7.8%	16.5%	49.1%	16.5%	10.1%
Q20-3. Access to quality child care you can afford	8.3%	12.1%	68.8%	6.4%	4.5%
Q20-4. Access to quality health care you can afford	11.5%	29.8%	39.1%	15.3%	4.3%
Q20-5. Access to quality mental health care you can afford	9.7%	17.9%	50.8%	14.4%	7.2%
Q20-6. Access to healthy food you can afford	12.7%	29.7%	22.7%	20.7%	14.3%
Q20-7. Access to quality housing you can afford	14.3%	35.7%	33.5%	10.3%	6.3%
Q20-8. Availability of affordable housing for low/moderate income families	14.6%	28.3%	42.9%	10.3%	3.9%
Q20-9. Overall quality of development review, permitting, & inspection services	12.4%	24.4%	51.6%	7.1%	4.4%
Q20-10. Overall quality of planning & zoning services (e.g. comprehensive plan, neighborhood/small area plans, zoning)	10.8%	22.4%	43.5%	13.8%	9.5%
Q20-11. City's effort to promote & assist small, minority and/or women-owned businesses	13.0%	25.6%	46.0%	9.3%	6.0%
Q20-12. Water & wastewater rates (cost)	9.7%	28.4%	29.8%	19.4%	12.7%

Q21. Please CHECK ALL of the activities you or members of your household have participated in at a DeSoto Park in the past year.

Q21. All the activities your household has participated in at a DeSoto Park in past year	Number	Percent
Play with children	93	29.0 %
Walk/jog	180	56.1 %
Organized sports	42	13.1 %
Family function	57	17.8 %
Participate in non-organized sports	19	5.9 %
Visited City fitness facility located in recreation center	68	21.2 %
Participated in a City event	101	31.5 %
Visited City recreation center	92	28.7 %
Visited Senior Center	33	10.3 %
Utilized trail system	97	30.2 %
Visited Moseley Swimming Pool	41	12.8 %
Total	823	

Q22. Parks and Recreation. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q22-1. Quality of City parks	18.4%	46.1%	16.8%	3.7%	1.9%	13.1%
Q22-2. Number & location of City parks	16.2%	43.3%	17.4%	6.9%	1.6%	14.6%
Q22-3. Quality of walking & biking trails	17.8%	36.1%	19.3%	6.9%	1.9%	18.1%
Q22-4. Number of walking & biking trails	14.0%	32.4%	21.2%	10.3%	1.9%	20.2%
Q22-5. Quality & condition of swimming pool	8.4%	17.8%	22.7%	3.1%	0.0%	48.0%
Q22-6. Quality of City sponsored events & activities	10.6%	33.0%	24.9%	5.0%	1.6%	24.9%
Q22-7. Quality of youth sports programs	8.4%	20.9%	24.3%	2.8%	0.3%	43.3%
Q22-8. Quality of adult sports programs	6.5%	14.6%	24.0%	4.0%	0.9%	49.8%
Q22-9. Quality of outdoor athletic fields	10.6%	26.2%	22.7%	5.0%	0.0%	35.5%
Q22-10. Quality of picnic areas, pavilion areas, & playgrounds at City parks	14.0%	35.2%	21.8%	7.2%	1.6%	20.2%
Q22-11. Variety/availability of recreational programs	10.3%	23.1%	25.5%	7.8%	0.9%	32.4%
Q22-12. Quality of Senior Center	7.2%	13.4%	23.7%	5.0%	1.6%	49.2%
Q22-13. Quality of Fitness Center	9.0%	22.4%	24.6%	3.4%	0.0%	40.5%

WITHOUT "DON'T KNOW"

Q22. Parks and Recreation. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Quality of City parks	21.1%	53.0%	19.4%	4.3%	2.2%
Q22-2. Number & location of City parks	19.0%	50.7%	20.4%	8.0%	1.8%
Q22-3. Quality of walking & biking trails	21.7%	44.1%	23.6%	8.4%	2.3%
Q22-4. Number of walking & biking trails	17.6%	40.6%	26.6%	12.9%	2.3%
Q22-5. Quality & condition of swimming pool	16.2%	34.1%	43.7%	6.0%	0.0%
Q22-6. Quality of City sponsored events & activities	14.1%	44.0%	33.2%	6.6%	2.1%
Q22-7. Quality of youth sports programs	14.8%	36.8%	42.9%	4.9%	0.5%
Q22-8. Quality of adult sports programs	13.0%	29.2%	47.8%	8.1%	1.9%
Q22-9. Quality of outdoor athletic fields	16.4%	40.6%	35.3%	7.7%	0.0%
Q22-10. Quality of picnic areas, pavilion areas, & playgrounds at City parks	17.6%	44.1%	27.3%	9.0%	2.0%
Q22-11. Variety/availability of recreational programs	15.2%	34.1%	37.8%	11.5%	1.4%
Q22-12. Quality of Senior Center	14.1%	26.4%	46.6%	9.8%	3.1%
Q22-13. Quality of Fitness Center	15.2%	37.7%	41.4%	5.8%	0.0%

Q23. Library Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Quality of library facility	21.8%	36.8%	15.0%	0.3%	0.3%	25.9%
Q23-2. Quality of library children's events, classes, & programs	10.0%	22.4%	19.6%	1.6%	0.3%	46.1%
Q23-3. Quality of library adult events, classes, & programs	10.6%	19.0%	22.1%	1.6%	0.3%	46.4%
Q23-4. Quality of library teen events, classes, & programs	9.3%	17.1%	21.2%	1.9%	0.3%	50.2%
Q23-5. Quality of library materials & resources	16.5%	28.3%	20.9%	0.9%	0.6%	32.7%
Q23-6. Quality/availability of library computers & electronic devices	14.6%	26.5%	19.0%	0.9%	0.0%	38.9%
Q23-7. Quality of library staff customer service	22.1%	26.8%	17.1%	0.6%	0.0%	33.3%

WITHOUT "DON'T KNOW"

Q23. Library Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Quality of library facility	29.4%	49.6%	20.2%	0.4%	0.4%
Q23-2. Quality of library children's events, classes, & programs	18.5%	41.6%	36.4%	2.9%	0.6%
Q23-3. Quality of library adult events, classes, & programs	19.8%	35.5%	41.3%	2.9%	0.6%
Q23-4. Quality of library teen events, classes, & programs	18.8%	34.4%	42.5%	3.8%	0.6%
Q23-5. Quality of library materials & resources	24.5%	42.1%	31.0%	1.4%	0.9%
Q23-6. Quality/availability of library computers & electronic devices	24.0%	43.4%	31.1%	1.5%	0.0%
Q23-7. Quality of library staff customer service	33.2%	40.2%	25.7%	0.9%	0.0%

Q24. Satisfaction with your Neighborhood. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Code enforcement in your neighborhood	13.4%	39.3%	19.3%	15.3%	7.8%	5.0%
Q24-2. Condition of alleys	11.5%	31.5%	18.4%	13.4%	9.7%	15.6%
Q24-3. Landscaping of neighborhood entryways	16.2%	37.4%	23.7%	13.1%	5.3%	4.4%
Q24-4. Condition of neighborhood streets	13.4%	45.8%	16.5%	15.3%	7.5%	1.6%
Q24-5. Condition of major streets leading into your neighborhood	14.6%	45.8%	15.6%	15.6%	6.9%	1.6%
Q24-6. Condition of sidewalks in your neighborhood	15.3%	40.8%	18.1%	15.0%	5.6%	5.3%
Q24-7. Traffic flow in your neighborhood	17.8%	47.7%	17.8%	10.9%	3.7%	2.2%
Q24-8. Safety in your neighborhood	16.2%	51.7%	19.0%	7.8%	3.1%	2.2%

WITHOUT "DON'T KNOW"

Q24. Satisfaction with your Neighborhood. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Code enforcement in your neighborhood	14.1%	41.3%	20.3%	16.1%	8.2%
Q24-2. Condition of alleys	13.7%	37.3%	21.8%	15.9%	11.4%
Q24-3. Landscaping of neighborhood entryways	16.9%	39.1%	24.8%	13.7%	5.5%
Q24-4. Condition of neighborhood streets	13.6%	46.5%	16.8%	15.5%	7.6%
Q24-5. Condition of major streets leading into your neighborhood	14.9%	46.5%	15.8%	15.8%	7.0%
Q24-6. Condition of sidewalks in your neighborhood	16.1%	43.1%	19.1%	15.8%	5.9%
Q24-7. Traffic flow in your neighborhood	18.2%	48.7%	18.2%	11.1%	3.8%
Q24-8. Safety in your neighborhood	16.6%	52.9%	19.4%	8.0%	3.2%

Q25. Customer Service. Have you called or visited the City with a question, problem, or complaint during the past year?

Q25. Have you called or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	157	48.9 %
No	164	51.1 %
Total	321	100.0 %

Q25a. How did you most recently contact the City?

Q25a. How did you most recently contact City	Number	Percent
Phone	107	68.2 %
Email	13	8.3 %
Social media	1	0.6 %
Website	13	8.3 %
In person	20	12.7 %
Elected official	2	1.3 %
Not provided	1	0.6 %
Total	157	100.0 %

WITHOUT "NOT PROVIDED"

Q25a. How did you most recently contact the City? (without "not provided")

Q25a. How did you most recently contact City	Number	Percent
Phone	107	68.6 %
Email	13	8.3 %
Social media	1	0.6 %
Website	13	8.3 %
In person	20	12.8 %
Elected official	2	1.3 %
Total	156	100.0 %

Q25b. How satisfied are you with your most recent interaction with the City of DeSoto?

Q25b. How satisfied are you with your most
recent interaction with City

	Number	Percent
Very satisfied	46	29.3 %
Satisfied	50	31.8 %
Neutral	26	16.6 %
Dissatisfied	16	10.2 %
Very dissatisfied	18	11.5 %
Not provided	1	0.6 %
Total	157	100.0 %

WITHOUT "NOT PROVIDED"**Q25b. How satisfied are you with your most recent interaction with the City of DeSoto? (without "not provided")**

Q25b. How satisfied are you with your most
recent interaction with City

	Number	Percent
Very satisfied	46	29.5 %
Satisfied	50	32.1 %
Neutral	26	16.7 %
Dissatisfied	16	10.3 %
Very dissatisfied	18	11.5 %
Total	156	100.0 %

Q26. City Communication. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Quality of City's website	15.0%	45.2%	22.4%	2.5%	1.6%	13.4%
Q26-2. Quality of City's social media (e.g. Twitter, Facebook, Nextdoor)	9.0%	29.9%	25.2%	2.5%	0.3%	33.0%
Q26-3. Quality of City's newsletter	17.8%	46.4%	20.9%	3.1%	0.0%	11.8%
Q26-4. Quality of City's GoRequest Mobile app	5.6%	15.0%	21.2%	0.9%	0.0%	57.3%
Q26-5. Availability of information on City services & programs	13.4%	35.2%	25.9%	7.5%	0.6%	17.4%
Q26-6. City's efforts to keep you informed	17.8%	37.1%	24.0%	10.3%	1.6%	9.3%
Q26-7. Level of public involvement in local decision-making	10.0%	21.5%	30.5%	9.0%	4.4%	24.6%
Q26-8. Transparency of City government	9.0%	20.6%	34.9%	10.0%	4.7%	20.9%
Q26-9. Keeping citizens informed about City business	10.6%	27.1%	30.2%	10.6%	3.7%	17.8%
Q26-10. Planning for future needs of residents	8.4%	17.8%	32.1%	13.7%	4.7%	23.4%
Q26-11. Having employees that respond to citizen needs	9.7%	26.5%	34.0%	6.9%	3.1%	19.9%
Q26-12. Providing an adequate forum for public input	11.8%	24.3%	31.8%	7.5%	2.8%	21.8%

WITHOUT "DON'T KNOW"

Q26. City Communication. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Quality of City's website	17.3%	52.2%	25.9%	2.9%	1.8%
Q26-2. Quality of City's social media (e. g. Twitter, Facebook, Nextdoor)	13.5%	44.7%	37.7%	3.7%	0.5%
Q26-3. Quality of City's newsletter	20.1%	52.7%	23.7%	3.5%	0.0%
Q26-4. Quality of City's GoRequest Mobile app	13.1%	35.0%	49.6%	2.2%	0.0%
Q26-5. Availability of information on City services & programs	16.2%	42.6%	31.3%	9.1%	0.8%
Q26-6. City's efforts to keep you informed	19.6%	40.9%	26.5%	11.3%	1.7%
Q26-7. Level of public involvement in local decision-making	13.2%	28.5%	40.5%	12.0%	5.8%
Q26-8. Transparency of City government	11.4%	26.0%	44.1%	12.6%	5.9%
Q26-9. Keeping citizens informed about City business	12.9%	33.0%	36.7%	12.9%	4.5%
Q26-10. Planning for future needs of residents	11.0%	23.2%	41.9%	17.9%	6.1%
Q26-11. Having employees that respond to citizen needs	12.1%	33.1%	42.4%	8.6%	3.9%
Q26-12. Providing an adequate forum for public input	15.1%	31.1%	40.6%	9.6%	3.6%

Q27. Which of the following are your PRIMARY SOURCES of information about City issues, services, and events?

Q27. Which following are your primary sources of information about City issues, services, & events

	Number	Percent
City website	161	50.2 %
Local newspaper	29	9.0 %
Social networking sites (Facebook, Twitter)	82	25.5 %
Word of mouth (friends/neighbors)	130	40.5 %
City emails/press releases	79	24.6 %
Public meetings	30	9.3 %
City newsletter	186	57.9 %
City e-newsletter	36	11.2 %
Nextdoor	121	37.7 %
Other	15	4.7 %
Total	869	

Q27-10. Other

Q27-10. Other	Number	Percent
Street signs	3	20.0 %
Water bill inserts	3	20.0 %
DeSoto City Lights	1	6.7 %
City of DeSoto Water	1	6.7 %
Phone calls via Alexa	1	6.7 %
The Mayor has been very transparent with the community	1	6.7 %
TV news	1	6.7 %
WORK	1	6.7 %
TALK TO OR TEXT ELECTED PEOPLE	1	6.7 %
HOA	1	6.7 %
Church	1	6.7 %
Total	15	100.0 %

Q28. How many years have you lived in DeSoto?

<u>Q28. How many years have you lived in DeSoto</u>	<u>Number</u>	<u>Percent</u>
0-5	29	9.0 %
6-10	30	9.3 %
11-15	41	12.8 %
16-20	61	19.0 %
21-30	78	24.3 %
31+	77	24.0 %
Not provided	5	1.6 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"**Q28. How many years have you lived in DeSoto? (without "not provided")**

<u>Q28. How many years have you lived in DeSoto</u>	<u>Number</u>	<u>Percent</u>
0-5	29	9.2 %
6-10	30	9.5 %
11-15	41	13.0 %
16-20	61	19.3 %
21-30	78	24.7 %
31+	77	24.4 %
Total	316	100.0 %

Q29. What is your age?

<u>Q29. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	58	18.1 %
35-44	60	18.7 %
45-54	62	19.3 %
55-64	62	19.3 %
65+	70	21.8 %
Not provided	9	2.8 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"**Q29. What is your age? (without "not provided")**

<u>Q29. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	58	18.6 %
35-44	60	19.2 %
45-54	62	19.9 %
55-64	62	19.9 %
65+	70	22.4 %
Total	312	100.0 %

Q30. Which of the following best describes your race/ethnicity?

<u>Q30. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	2	0.6 %
Black or African American	217	67.6 %
White	70	21.8 %
Hispanic, Spanish, or Latino/a/x	55	17.1 %
Other	3	0.9 %
Total	347	

Q30-6. Self-describe your race/ethnicity:

<u>Q30-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Multi-racial	2	66.7 %
Mixed	1	33.3 %
Total	3	100.0 %

Q31. Which of the following best describes your annual household income?

Q31. What best describes your annual household income

	Number	Percent
Less than \$20K	13	4.0 %
\$20K to \$39,999	35	10.9 %
\$40K to \$59,999	53	16.5 %
\$60K to \$79,999	79	24.6 %
\$80K to \$149,999	70	21.8 %
\$150K+	36	11.2 %
Not provided	35	10.9 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"**Q31. Which of the following best describes your annual household income? (without "not provided")**

Q31. What best describes your annual household income

	Number	Percent
Less than \$20K	13	4.5 %
\$20K to \$39,999	35	12.2 %
\$40K to \$59,999	53	18.5 %
\$60K to \$79,999	79	27.6 %
\$80K to \$149,999	70	24.5 %
\$150K+	36	12.6 %
Total	286	100.0 %

Q32. What is the highest level of education you have obtained?

Q32. What is the highest level of education you

have obtained	Number	Percent
High school, no degree	16	5.0 %
High school graduate or GED	77	24.0 %
Some college	66	20.6 %
Associate's degree	30	9.3 %
Bachelor's degree	79	24.6 %
Master's degree	36	11.2 %
Professional degree (JD, MD, DDS, etc.)	6	1.9 %
Doctorate degree (PhD, EdD, etc.)	5	1.6 %
Not provided	6	1.9 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"**Q32. What is the highest level of education you have obtained? (without "not provided")**

Q32. What is the highest level of education you

have obtained	Number	Percent
High school, no degree	16	5.1 %
High school graduate or GED	77	24.4 %
Some college	66	21.0 %
Associate's degree	30	9.5 %
Bachelor's degree	79	25.1 %
Master's degree	36	11.4 %
Professional degree (JD, MD, DDS, etc.)	6	1.9 %
Doctorate degree (PhD, EdD, etc.)	5	1.6 %
Total	315	100.0 %

Q33. Your gender:

<u>Q33. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	155	48.3 %
Female	161	50.2 %
Prefer to self-describe	3	0.9 %
Not provided	2	0.6 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"**Q33. Your gender: (without "not provided")**

<u>Q33. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	155	48.6 %
Female	161	50.5 %
Prefer to self-describe	3	0.9 %
Total	319	100.0 %

Q34. How many people are in your household?

<u>Q34. How many people are in your household</u>	<u>Number</u>	<u>Percent</u>
1	57	17.8 %
2	120	37.4 %
3	56	17.4 %
4	64	19.9 %
5	14	4.4 %
6+	4	1.2 %
Not provided	6	1.9 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"**Q34. How many people are in your household? (without "not provided")**

<u>Q34. How many people are in your household</u>	<u>Number</u>	<u>Percent</u>
1	57	18.1 %
2	120	38.1 %
3	56	17.8 %
4	64	20.3 %
5	14	4.4 %
6+	4	1.3 %
Total	315	100.0 %

Q35. Do you live in a home that is governed by a Homeowners Association (HOA)?

Q35. Do you live in a home that is governed by a

Homeowners Association (HOA)	Number	Percent
Yes	114	35.5 %
No	203	63.2 %
Not provided	4	1.2 %
Total	321	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Do you live in a home that is governed by a Homeowners Association (HOA)? (without "not provided")**

Q35. Do you live in a home that is governed by a

Homeowners Association (HOA)	Number	Percent
Yes	114	36.0 %
No	203	64.0 %
Total	317	100.0 %



Survey Instrument



OFFICE OF THE MAYOR

July 2022

Dear DeSoto Resident:

I am pleased to notify you that you have been selected to participate in a community survey to gather resident input and feedback on City of DeSoto programs and services. The information that you provide in this survey will be used to improve our existing programs and services and help determine long-range planning and investment decisions.

For your convenience, the enclosed survey packet includes a postage-paid envelope so you can return your answers directly to ETC Institute, the research firm that is conducting this survey on our behalf. If you would rather complete the survey online, you can also do so at desotocitizensurvey.org. In addition to the households who are randomly selected by our survey provider based on data and industry standards to receive these questions directly, all residents will have an opportunity to take the survey online later on in the process.

ETC Institute is the nation's leading local government research firm and will work with us to keep your individual survey responses confidential while compiling the important data and analysis all survey responders will generate for use by the City and our City Council to improve services and planning. We greatly appreciate you taking time out of your schedule to complete this survey. The time you invest in this survey will help us better understand the needs of our community and help us to make numerous decisions for the future of DeSoto.

If you have any questions please feel free to contact ETC Institute's project manager Ryan Murray at 913-254-4598 or by email at ryan.murray@etcinstitute.com. Si tiene alguna pregunta, comuníquese con el ETC Institute al 913-254-4598 o por correo electrónico a ryan.murray@etcinstitute.com.

Thank you again for taking time out of your schedule to help us continue to improve DeSoto and to ensure that we continue to be an All-America City that everyone can be proud of!

Sincerely,

Rachel L. Proctor
Mayor

2022 City of DeSoto Resident Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve citizens in long-range planning and investment decisions. If you have questions, please call Ryan Murray at 913-254-4598 or by email at ryan.murray@etcinstitute.com. Thank you!

1. **City Services.** Please rate your overall satisfaction with major categories of services provided by DeSoto using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Major Categories of City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police, fire, and emergency medical services	5	4	3	2	1	9
02. Overall quality of city parks and recreation programs and facilities	5	4	3	2	1	9
03. Overall maintenance of city buildings and facilities	5	4	3	2	1	9
04. Overall quality of city water and sewer utilities	5	4	3	2	1	9
05. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
06. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
07. Overall effectiveness of city communication with the public	5	4	3	2	1	9
08. Overall quality of the city's storm water runoff/storm water management system	5	4	3	2	1	9
09. Overall flow of traffic and congestion management in the city	5	4	3	2	1	9
10. Overall quality of the timing of lights (e.g. Hampton Road and Pleasant Run)	5	4	3	2	1	9

2. Which **THREE** of the major categories of city services listed in Question 1 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 1.]*

1st: _____ 2nd: _____ 3rd: _____

3. **Perceptions.** Several items that may influence your perception of DeSoto are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Perceptions of the City	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. DeSoto as a place to live	5	4	3	2	1	9
02. DeSoto as a place to raise children	5	4	3	2	1	9
03. DeSoto as a place to work	5	4	3	2	1	9
04. DeSoto as a place to retire	5	4	3	2	1	9
05. Overall image of DeSoto	5	4	3	2	1	9
06. Overall quality of life in DeSoto	5	4	3	2	1	9
07. Variety of activities for families in the community	5	4	3	2	1	9
08. DeSoto as an arts and entertainment destination	5	4	3	2	1	9
09. DeSoto as a youth sports destination	5	4	3	2	1	9
10. Overall appearance of DeSoto	5	4	3	2	1	9
11. DeSoto as a welcoming community for families	5	4	3	2	1	9
12. DeSoto as a welcoming community for people of diverse backgrounds	5	4	3	2	1	9
13. The overall quality of leadership provided by DeSoto's elected officials	5	4	3	2	1	9
14. The overall effectiveness of city management	5	4	3	2	1	9

4. **Maintenance.** Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following services provided by the City.

City Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Condition of major city streets	5	4	3	2	1	9
02.	Condition of streets in your neighborhood	5	4	3	2	1	9
03.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
04.	Timing of traffic signals on city streets	5	4	3	2	1	9
05.	Pedestrian accessibility and walkability	5	4	3	2	1	9
06.	Appearance/condition of city medians, rights-of-way, and public areas	5	4	3	2	1	9
07.	Adequacy of city street lighting	5	4	3	2	1	9
08.	Condition of pavement markings on city streets	5	4	3	2	1	9
09.	Overall cleanliness of streets and public areas	5	4	3	2	1	9
10.	Condition of landscaping along public streets	5	4	3	2	1	9

5. Which TWO of the city maintenance services listed in Question 4 do you think should receive the **MOST EMPHASIS** from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 4.]

1st: ____ 2nd: ____

6. **Police, Fire, and Emergency Services.** Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following public safety services provided by the City of DeSoto.

Public Safety Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of police protection	5	4	3	2	1	9
02.	Visibility of police in neighborhoods	5	4	3	2	1	9
03.	Visibility of police in retail areas	5	4	3	2	1	9
04.	Police response time	5	4	3	2	1	9
05.	Efforts to prevent crime	5	4	3	2	1	9
06.	Police safety education programs	5	4	3	2	1	9
07.	Enforcement of traffic laws	5	4	3	2	1	9
08.	Quality of animal control services	5	4	3	2	1	9
09.	Quality/accessibility of municipal court services	5	4	3	2	1	9
10.	Quality of fire protection	5	4	3	2	1	9
11.	Quality of fire emergency medical services (EMS)	5	4	3	2	1	9
12.	Fire and EMS response time to emergencies	5	4	3	2	1	9
13.	Quality of fire safety education programs	5	4	3	2	1	9
14.	Quality of the City's dispatch center for emergency and non-emergency calls	5	4	3	2	1	9
15.	Emergency preparedness public education	5	4	3	2	1	9
16.	Community public safety efforts	5	4	3	2	1	9

7. Which TWO of the public safety services items listed in Question 6 do you think should receive the **MOST EMPHASIS** from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 6.]

1st: ____ 2nd: ____

8. On a scale of 5 to 1, please indicate your level of agreement with the following statements related to the DeSoto Police Department, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. The DeSoto Police Department is trying hard to maintain good relations with the community	5	4	3	2	1	9
2. The DeSoto Police Department utilizes good judgement in the use of force	5	4	3	2	1	9
3. DeSoto Police Department personnel have appropriate training on how to handle confrontations with civilians	5	4	3	2	1	9
4. DeSoto Police Department personnel are held accountable for any misconduct	5	4	3	2	1	9
5. DeSoto Police Department personnel treat residents of different races/ethnicities equally	5	4	3	2	1	9

9. In general, do you think DeSoto Police Department police officers stop people of certain racial or ethnic groups because they believe these groups are more likely than other groups to commit certain types of crimes?

____(1) Yes [Answer Q9a.] ____ (2) No [Skip to Q10.] ____ (3) Not Sure [Skip to Q10.]

9a. What is the reason for your view? [Check all that apply.]

____(1) Personal experience ____ (3) Word of mouth
 ____ (2) Media reports (TV, newspaper, internet social media, etc.) ____ (4) Other: _____

10. Has there ever been a specific instance when you felt discriminated against by DeSoto Police Department police officers because of your race or ethnic background?

____(1) Yes ____ (2) No ____ (3) Not Sure

11. Overall, how confident are you in DeSoto Police Department police officers?

____(5) Very Confident ____ (3) Neutral ____ (1) Very Unconfident
 ____ (4) Somewhat Confident ____ (2) Somewhat Unconfident ____ (9) Don't Know

12. **Feeling of Safety.** Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe", please rate how safe you feel in the following situations.

Feeling of Safety	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In the City's parks, trails, and recreational areas	5	4	3	2	1	9
4. In commercial and retail areas during the day	5	4	3	2	1	9
5. Overall feeling of safety in the City	5	4	3	2	1	9
6. Traveling by bicycle in DeSoto	5	4	3	2	1	9
7. In commercial and retail areas at night	5	4	3	2	1	9

13. **Public Works Services.** Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Public Works Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of drinking water	5	4	3	2	1	9
2. Quality of wastewater services	5	4	3	2	1	9
3. Quality of drainage infrastructure	5	4	3	2	1	9

- 14. Code Enforcement.** Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Enforcement of City Codes and Ordinances		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall responsiveness of city code enforcement staff	5	4	3	2	1	9
02.	City effort to enforce code violations	5	4	3	2	1	9
03.	Clean-up of debris/litter on city streets and rights-of-way	5	4	3	2	1	9
04.	Efforts to enforce exterior maintenance and upkeep of residential property	5	4	3	2	1	9
05.	Efforts to identify abandoned or unsecured properties	5	4	3	2	1	9
06.	Efforts to remove dilapidated structures	5	4	3	2	1	9
07.	Enforcement of illegal parking	5	4	3	2	1	9
08.	Enforcement of weedy lots, abandoned vehicles, and graffiti	5	4	3	2	1	9
09.	Cleanliness in your neighborhood	5	4	3	2	1	9
10.	Enforcement of loud music	5	4	3	2	1	9
11.	Degree to which code violations are a problem	5	4	3	2	1	9

- 15. Solid Waste Services.** Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Solid Waste/Utility Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Quality of residential garbage collection	5	4	3	2	1	9
2.	Quality of residential curbside recycling services	5	4	3	2	1	9
3.	Quality of bulky item collection	5	4	3	2	1	9
4.	Quality of brush collection	5	4	3	2	1	9
5.	Availability of household hazardous waste and E-waste disposal	5	4	3	2	1	9

- 16. On a scale of 5 to 1, please indicate your level of agreement with the following statements related to the solid waste services, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."**

Statements		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	I prefer twice-a-week garbage collection service even if it costs more	5	4	3	2	1	9
2.	I would value a cart provided and maintained by the garbage collector	5	4	3	2	1	9
3.	A separate cart for recycling is important to me	5	4	3	2	1	9
4.	I use bulky/brush collection service weekly	5	4	3	2	1	9
5.	Once a month bulky/brush collection service would meet my needs	5	4	3	2	1	9

- 17. Please indicate whether you would support continuing twice-a-week garbage collection at a higher monthly cost or reducing garbage collection to once per week for a reduced monthly cost?**

____(1) I support continuing twice-a-week garbage collection at a higher monthly cost
 ____ (2) I support reducing garbage collection to once per week for a reduced monthly cost

- 18. How do you currently contain/secure your garbage for collection day?**

____(1) Use your own cart
 ____ (2) Put bags out at the curb
 ____ (3) Other: _____

- 19. Currently, DeSoto collects unlimited brush at the curb. Do you support limiting the amount of brush that can be collected at the curb if the monthly amount you pay for this service decreased?**

____(1) Yes ____ (2) No

20. Economic Development. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Economic Development		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	The City of DeSoto planning for growth	5	4	3	2	1	9
02.	Job opportunities that match my skills	5	4	3	2	1	9
03.	Access to quality child care you can afford	5	4	3	2	1	9
04.	Access to quality health care you can afford	5	4	3	2	1	9
05.	Access to quality mental health care you can afford	5	4	3	2	1	9
06.	Access to healthy food you can afford	5	4	3	2	1	9
07.	Access to quality housing you can afford	5	4	3	2	1	9
08.	Availability of affordable housing for low/moderate income families	5	4	3	2	1	9
09.	Overall quality of development review, permitting, and inspection services	5	4	3	2	1	9
10.	Overall quality of planning and zoning services (e.g. comprehensive plan, neighborhood/small area plans, zoning)	5	4	3	2	1	9
11.	City's effort to promote and assist small, minority and/or women-owned businesses	5	4	3	2	1	9
12.	Water and wastewater rates (cost)	5	4	3	2	1	9

21. Please CHECK ALL of the activities you or members of your household have participated in at a DeSoto Park in the past year. [Check all that apply.]

- | | |
|--|--|
| <input type="checkbox"/> (01) Play with children | <input type="checkbox"/> (07) Participated in a city event |
| <input type="checkbox"/> (02) Walk/jog | <input type="checkbox"/> (08) Visited the city recreation center |
| <input type="checkbox"/> (03) Organized sports | <input type="checkbox"/> (09) Visited the Senior Center |
| <input type="checkbox"/> (04) Family function | <input type="checkbox"/> (10) Utilized the trail system |
| <input type="checkbox"/> (05) Participate in non-organized sports | <input type="checkbox"/> (11) Visited the Moseley swimming pool |
| <input type="checkbox"/> (06) Visited the city fitness facility located in the recreation center | |

22. Parks and Recreation. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of city parks	5	4	3	2	1	9
02.	Number and location of city parks	5	4	3	2	1	9
03.	Quality of walking and biking trails	5	4	3	2	1	9
04.	Number of walking and biking trails	5	4	3	2	1	9
05.	Quality and condition of swimming pool	5	4	3	2	1	9
06.	Quality of city sponsored events and activities	5	4	3	2	1	9
07.	Quality of youth sports programs	5	4	3	2	1	9
08.	Quality of adult sports programs	5	4	3	2	1	9
09.	Quality of outdoor athletic fields	5	4	3	2	1	9
10.	Quality of picnic areas, pavilion areas, and playgrounds at city parks	5	4	3	2	1	9
11.	Variety/availability of recreational programs	5	4	3	2	1	9
12.	Quality of Senior Center	5	4	3	2	1	9
13.	Quality of Fitness Center	5	4	3	2	1	9

- 23. Library Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.**

Library	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of the library facility	5	4	3	2	1	9
2. Quality of library children's events, classes, and programs	5	4	3	2	1	9
3. Quality of library adult events, classes, and programs	5	4	3	2	1	9
4. Quality of library teen events, classes, and programs	5	4	3	2	1	9
5. Quality of library materials and resources	5	4	3	2	1	9
6. Quality/availability of library computers and electronic devices	5	4	3	2	1	9
7. Quality of library staff customer service	5	4	3	2	1	9

- 24. Satisfaction with your Neighborhood. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.**

Neighborhood Satisfaction	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Code enforcement in your neighborhood	5	4	3	2	1	9
2. Condition of alleys	5	4	3	2	1	9
3. Landscaping of neighborhood entryways	5	4	3	2	1	9
4. Condition of neighborhood streets	5	4	3	2	1	9
5. Condition of major streets leading into your neighborhood	5	4	3	2	1	9
6. Condition of sidewalks in your neighborhood	5	4	3	2	1	9
7. Traffic flow in your neighborhood	5	4	3	2	1	9
8. Safety in your neighborhood	5	4	3	2	1	9

- 25. Customer Service. Have you called or visited the City with a question, problem, or complaint during the past year?**

____(1) Yes [Answer Q25a-b.] ____ (2) No [Skip to Q26.]

25a. How did you most recently contact the City?

____(1) Phone ____ (3) Social media ____ (5) In person
 ____ (2) E-mail ____ (4) Website ____ (6) Elected Official

25b. How satisfied are you with your most recent interaction with the City of DeSoto?

____ (5) Very Satisfied ____ (3) Neutral ____ (1) Very Dissatisfied
 ____ (4) Satisfied ____ (2) Dissatisfied

- 26. City Communication. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following.**

Communication	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of the City's website	5	4	3	2	1	9
02. Quality of the City's social media (e.g. Twitter, Facebook, Nextdoor)	5	4	3	2	1	9
03. Quality of the City's newsletter	5	4	3	2	1	9
04. Quality of the City's GoRequest Mobile App	5	4	3	2	1	9
05. Availability of information on City services and programs	5	4	3	2	1	9
06. City's efforts to keep you informed	5	4	3	2	1	9
07. Level of public involvement in local decision-making	5	4	3	2	1	9
08. Transparency of City government	5	4	3	2	1	9
09. Keeping citizens informed about City business	5	4	3	2	1	9
10. Planning for future needs of residents	5	4	3	2	1	9
11. Having employees that respond to citizen needs	5	4	3	2	1	9
12. Providing an adequate forum for public input	5	4	3	2	1	9

27. Which of the following are your PRIMARY SOURCES of information about City issues, services, and events? [Check all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (01) City website | <input type="checkbox"/> (06) Public meetings |
| <input type="checkbox"/> (02) Local newspaper | <input type="checkbox"/> (07) City newsletter |
| <input type="checkbox"/> (03) Social networking site (Facebook, Twitter) | <input type="checkbox"/> (08) City e-newsletter |
| <input type="checkbox"/> (04) Word of mouth (friends/neighbors) | <input type="checkbox"/> (09) Nextdoor |
| <input type="checkbox"/> (05) City emails/press releases | <input type="checkbox"/> (10) Other: _____ |

DEMOGRAPHICS

28. How many years have you lived in DeSoto? _____ years

29. What is your age? _____ years

30. Which of the following best describes your race/ethnicity? [Check all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (01) Asian or Asian Indian | <input type="checkbox"/> (05) Native Hawaiian or other Pacific Islander |
| <input type="checkbox"/> (02) Black or African American | <input type="checkbox"/> (06) Hispanic, Spanish, or Latino/a/x |
| <input type="checkbox"/> (03) American Indian or Alaska Native | <input type="checkbox"/> (99) Other: _____ |
| <input type="checkbox"/> (04) White | |

31. Which of the following best describes your annual household income?

- | | | |
|---|---|--|
| <input type="checkbox"/> (1) Less than \$20,000 | <input type="checkbox"/> (3) \$40,000 to \$59,999 | <input type="checkbox"/> (5) \$80,000 to \$149,999 |
| <input type="checkbox"/> (2) \$20,000 to \$39,999 | <input type="checkbox"/> (4) \$60,000 to \$79,999 | <input type="checkbox"/> (6) \$150,000 or more |

32. What is the highest level of education you have obtained?

- | | |
|--|--|
| <input type="checkbox"/> (1) High school, no degree | <input type="checkbox"/> (5) Bachelor's degree |
| <input type="checkbox"/> (2) High school graduate or GED | <input type="checkbox"/> (6) Master's degree |
| <input type="checkbox"/> (3) Some college | <input type="checkbox"/> (7) Professional degree (JD, MD, DDS, etc.) |
| <input type="checkbox"/> (4) Associate's degree | <input type="checkbox"/> (8) Doctorate degree (PhD, EdD, etc.) |

33. Your gender: ☐ (1) Male ☐ (2) Female ☐ (3) Prefer to self-describe: _____

34. How many people are in your household? _____ people

35. Do you live in a home that is governed by a Homeowners Association (HOA)?

- ☐ (1) Yes ☐ (2) No

36. Would you be willing to participate in future surveys sponsored by the City of DeSoto?

- ☐ (1) Yes [Answer 36a.] ☐ (2) No

36a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is incorrect, please provide the correct information. Thank you.