

City of DeSoto Resident Survey

Findings Report

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2020

Submitted to the City of DeSoto, Texas

by:

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ETC
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2020 City of DeSoto Resident Survey

Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of DeSoto during 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. This is the first resident survey ETC Institute has administered for the City of DeSoto.

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 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 met, with a total of 315 residents completing the survey. The overall results for the sample of 315 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.*”

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,

- 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-seven percent (77%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the City as a place to live; 68% were satisfied with their overall quality of life in DeSoto, 65% were satisfied with the City as a welcoming community for families, and 64% were satisfied with the overall appearance of DeSoto. Residents were least satisfied with the City as an arts and entertainment destination (34% “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 (84%), maintenance of city buildings and facilities (80%), quality of parks and recreation programs and facilities (75%), and quality of storm water runoff/storm water management system (74%). Residents were least satisfied with the enforcement of city codes and ordinances (57% “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) quality of city water and sewer utilities, and 3) enforcement of city codes and ordinances.

Feeling of Safety

Ninety percent (90%) of respondents, *who had an opinion*, indicated they feel “very safe” or “safe” in their neighborhood during the day; 80% feel safe overall in the City, and 79% indicated they feel safe in commercial and retail areas during the day.

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: appearance and condition of city medians, rights-of-way and public areas (69%), overall cleanliness of streets and public areas (69%), and condition of landscaping along public streets (68%). The aspect of maintenance services that respondents were least satisfied with was adequacy of city street lighting (58%). This is also the area that respondents indicated should receive the most emphasis from City leaders over the next two years.

- **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: quality of fire protection (83%), quality of fire emergency medical services (EMS) (81%), fire and EMS response time to emergencies (79%), and quality of police protection (72%). The police, fire, and emergency service that respondents were least satisfied with was police safety education programs (40%). The service respondents indicated should receive the most emphasis over the next two years was visibility of police in neighborhoods.
- **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 (72%), clean-up of debris and litter on streets and rights-of-way (67%), and responsiveness of city code enforcement staff (59%). The code enforcement area that respondents were least satisfied with was the degree to which code violations are a problem (39%).
- **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 (92%) and quality of residential curbside recycling services (86%). The solid waste service that received the lowest rating was the availability of household hazardous waste/E-waste disposal, with only 50% being “very satisfied” or “satisfied.”
- **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 drainage infrastructure (70%). Respondents were least satisfied with the quality of drinking water (65%).
- **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 affordable, quality housing (56%), access to affordable, healthy food (52%), and the City planning for growth (47%). Respondents were least satisfied with job opportunities that match their skills (26%).
- **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 (70%), number and location of city parks (63%), quality of walking and biking trails (62%), and quality of picnic/pavilion areas and playgrounds at city parks (60%). Respondents were least satisfied with the quality and condition of the swimming pool (36%).
 - Sixty-three percent (63%) of respondents indicated walking/jogging was an activity in which their household had participated at a DeSoto park in the past year; 35% utilized the trail system, and 35% visited the City recreation center.

- **Library Services.** Eighty-one percent (81%) of residents *who had an opinion* were “very satisfied” or “satisfied” with the quality of the library facility; 75% were satisfied with the quality of library staff customer service, and 70% were satisfied with the quality of library materials and resources. Respondents were least satisfied with the quality of library teen events, classes, and programs (54%).
- **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 (72%), condition of neighborhood streets (68%), and landscaping of neighborhood entryways (66%). Respondents were least satisfied with code enforcement in neighborhoods (57%).
- **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 website (72%), quality of the City’s newsletter (72%), availability of information on City services and programs (64%), and quality of the City’s social media (62%). Respondents were least satisfied with the transparency of City government (38%).
 - When respondents were asked their primary sources of information about City issues, services, and events, 56% indicated it was the City newsletter; 47% use the City website as their primary source of information, and 39% indicated they get their information from word of mouth (friends/neighbors).
 - DeSoto was rated **significantly higher in five areas of City communication** compared to the national and Texas regional averages. These five areas were: 1) quality of the City’s website (72% satisfaction rating, compared to 55% in Texas and 59% nationally), 2) availability of information on City services and programs (64% satisfaction rating, compared to 36% in Texas and 42% nationally), 3) quality of the City’s social media (62% satisfaction rating, compared to 49% in Texas and 53% nationally), 4) City’s efforts to keep you informed (62% satisfaction rating, compared to 44% in Texas and 43% nationally), and 5) level of public involvement in local decision-making (46% satisfaction rating, compared to 23% in Texas and 31% nationally).

The City of DeSoto’s rating for overall effectiveness of communication with the public was also significantly higher than the national and Texas regional averages (69% satisfaction rating, compared to 46% in Texas and 46% nationally).

How the City Compares to Other Communities Nationally

Satisfaction ratings for the City of DeSoto **rated the same as or above the U.S. average in 44 of the 62 areas** that were assessed. The City of DeSoto rated significantly higher than the U.S. average (difference of 5% or more) in 32 of these areas. The table below shows how the City of DeSoto compares to the U.S. average.

Service	DeSoto	U.S.	Difference	Category
Quality of customer service from city employees	73%	42%	31%	Major Categories of City Services
Cleanliness in your neighborhood	72%	42%	30%	Code Enforcement
Quality of drainage infrastructure	70%	44%	26%	Public Works Services
Flow of traffic and congestion management	74%	51%	23%	Major Categories of City Services
Condition of sidewalks in your neighborhood	61%	38%	23%	Maintenance
Quality of bulky item collection	77%	54%	23%	Solid Waste Services
Effectiveness of city communication with public	69%	46%	23%	Major Categories of City Services
Condition of streets in your neighborhood	67%	45%	22%	Maintenance
Availability of info on City services and programs	64%	42%	22%	City Communication
Quality of residential garbage collection	92%	72%	20%	Solid Waste Services
Quality of brush collection	77%	57%	20%	Solid Waste Services
Quality of storm water runoff/management system	74%	54%	20%	Major Categories of City Services
Condition of major city streets	67%	48%	19%	Maintenance
City's efforts to keep you informed	62%	43%	19%	City Communication
Condition of landscaping along public streets	68%	50%	18%	Maintenance
Maintenance of city buildings and facilities	80%	63%	17%	Major Categories of City Services
Quality of residential curbside recycling services	86%	69%	17%	Solid Waste Services
Condition of pavement markings on city streets	62%	47%	15%	Maintenance
Level of public involvement in local decision-making	46%	31%	15%	City Communication
Quality of parks & recreation programs/facilities	75%	61%	14%	Major Categories of City Services
Effectiveness of city management	50%	36%	14%	Perceptions of the City
Quality of the City's website	72%	59%	13%	City Communication
Efforts to enforce exterior maintenance/upkeep of residential property	55%	43%	12%	Code Enforcement
Overall quality of life in the City	68%	56%	12%	Perceptions of the City
Quality of police/fire/emergency medical services	84%	74%	10%	Major Categories of City Services
Overall cleanliness of streets and public areas	69%	59%	10%	Maintenance
Quality of the City's social media	62%	53%	9%	City Communication
Quality of leadership by elected officials	45%	38%	7%	Perceptions of the City
As a place to live	77%	71%	6%	Perceptions of the City
Quality of animal control services	61%	55%	6%	Police, Fire, and Emergency Services
Police response time	67%	62%	5%	Police, Fire, and Emergency Services
As a place to retire	61%	56%	5%	Perceptions of the City
Quality of walking and biking trails	62%	58%	4%	Parks and Recreation
Enforcement of city codes and ordinances	57%	53%	4%	Major Categories of City Services
Quality of police protection	72%	68%	4%	Police, Fire, and Emergency Services
Quality and condition of swimming pool	36%	33%	3%	Parks and Recreation
Quality of fire protection	83%	81%	2%	Police, Fire, and Emergency Services
Adequacy of city street lighting	58%	57%	1%	Maintenance
Visibility of police in neighborhoods	57%	56%	1%	Police, Fire, and Emergency Services
Quality of wastewater services	69%	68%	1%	Public Works Services
Overall appearance of the City	64%	64%	0%	Perceptions of the City
Quality of fire emergency medical services (EMS)	81%	81%	0%	Police, Fire, and Emergency Services
Fire and EMS response time to emergencies	79%	79%	0%	Police, Fire, and Emergency Services
Quality of city parks	70%	70%	0%	Parks and Recreation
Overall image of the City	60%	61%	-1%	Perceptions of the City
Quality of drinking water	65%	67%	-2%	Public Works Services
Quality of picnic/pavilion areas & playgrounds at city parks	60%	62%	-2%	Parks and Recreation
Efforts to prevent crime	52%	55%	-3%	Police, Fire, and Emergency Services
Enforcement of illegal parking	42%	45%	-3%	Code Enforcement
Number and location of city parks	63%	67%	-4%	Parks and Recreation
Enforcement of traffic laws	58%	65%	-7%	Police, Fire, and Emergency Services
As a place to raise children	62%	70%	-8%	Perceptions of the City
Quality of outdoor athletic fields	56%	64%	-8%	Parks and Recreation
Number of walking and biking trails	55%	63%	-8%	Parks and Recreation
Quality of Fitness Center	56%	66%	-10%	Parks and Recreation
Quality of youth sports programs	51%	62%	-11%	Parks and Recreation
Police safety education programs	40%	52%	-12%	Police, Fire, and Emergency Services
Quality of fire safety education programs	49%	62%	-13%	Police, Fire, and Emergency Services
Visibility of police in retail areas	47%	60%	-13%	Police, Fire, and Emergency Services
As a place to work	41%	54%	-13%	Perceptions of the City
Availability of household hazardous waste/E-Waste disposal	50%	65%	-15%	Solid Waste Services
Quality of adult sports programs	38%	55%	-17%	Parks and Recreation

How the City Compares to Other Communities Regionally

Satisfaction ratings for the City of DeSoto **rated above the Texas regional average in 46 of the 62 areas** that were assessed. The City of DeSoto rated significantly higher than this average (difference of 5% or more) in 34 of these areas. The table below shows how the City of DeSoto compares to the Texas regional average.

Service	DeSoto	Texas	Difference	Category
Quality of customer service from city employees	73%	40%	33%	Major Categories of City Services
Quality of bulky item collection	77%	48%	29%	Solid Waste Services
Cleanliness in your neighborhood	72%	43%	29%	Code Enforcement
Quality of drainage infrastructure	70%	41%	29%	Public Works Services
Availability of info on City services and programs	64%	36%	28%	City Communication
Quality of storm water runoff/management system	74%	46%	28%	Major Categories of City Services
Flow of traffic and congestion management	74%	48%	26%	Major Categories of City Services
Condition of landscaping along public streets	68%	44%	24%	Maintenance
Level of public involvement in local decision-making	46%	23%	23%	City Communication
Effectiveness of city communication with public	69%	46%	23%	Major Categories of City Services
Maintenance of city buildings and facilities	80%	58%	22%	Major Categories of City Services
Quality of residential garbage collection	92%	71%	21%	Solid Waste Services
Condition of sidewalks in your neighborhood	61%	41%	20%	Maintenance
Condition of major city streets	67%	48%	19%	Maintenance
Quality of parks & recreation programs/facilities	75%	57%	18%	Major Categories of City Services
City's efforts to keep you informed	62%	44%	18%	City Communication
Quality of the City's website	72%	55%	17%	City Communication
Quality of residential curbside recycling services	86%	70%	16%	Solid Waste Services
Condition of pavement markings on city streets	62%	47%	15%	Maintenance
Overall quality of life in the City	68%	54%	14%	Perceptions of the City
Quality of police/fire/emergency medical services	84%	71%	13%	Major Categories of City Services
Condition of streets in your neighborhood	67%	54%	13%	Maintenance
Quality of the City's social media	62%	49%	13%	City Communication
Effectiveness of city management	50%	38%	12%	Perceptions of the City
Quality of brush collection	77%	65%	12%	Solid Waste Services
As a place to live	77%	67%	10%	Perceptions of the City
Quality of police protection	72%	62%	10%	Police, Fire, and Emergency Services
Efforts to enforce exterior maintenance/upkeep of residential property	55%	46%	9%	Code Enforcement
Enforcement of city codes and ordinances	57%	48%	9%	Major Categories of City Services
As a place to retire	61%	52%	9%	Perceptions of the City
Quality of city parks	70%	61%	9%	Parks and Recreation
Quality of fire emergency medical services (EMS)	81%	73%	8%	Police, Fire, and Emergency Services
Overall cleanliness of streets and public areas	69%	62%	7%	Maintenance
Overall appearance of the City	64%	59%	5%	Perceptions of the City
Quality of leadership by elected officials	45%	41%	4%	Perceptions of the City
Fire and EMS response time to emergencies	79%	75%	4%	Police, Fire, and Emergency Services
Police response time	67%	63%	4%	Police, Fire, and Emergency Services
Quality of animal control services	61%	57%	4%	Police, Fire, and Emergency Services
Quality of drinking water	65%	61%	4%	Public Works Services
Visibility of police in neighborhoods	57%	53%	4%	Police, Fire, and Emergency Services
Efforts to prevent crime	52%	49%	3%	Police, Fire, and Emergency Services
Quality of fire protection	83%	80%	3%	Police, Fire, and Emergency Services
Quality of wastewater services	69%	66%	3%	Public Works Services
Quality of walking and biking trails	62%	60%	2%	Parks and Recreation
Adequacy of city street lighting	58%	56%	2%	Maintenance
As a place to raise children	62%	61%	1%	Perceptions of the City
Enforcement of illegal parking	42%	43%	-1%	Code Enforcement
Enforcement of traffic laws	58%	60%	-2%	Police, Fire, and Emergency Services
Quality of outdoor athletic fields	56%	59%	-3%	Parks and Recreation
Overall image of the City	60%	63%	-3%	Perceptions of the City
Quality and condition of swimming pool	36%	40%	-4%	Parks and Recreation
Quality of fire safety education programs	49%	54%	-5%	Police, Fire, and Emergency Services
Quality of picnic/pavilion areas & playgrounds at city parks	60%	65%	-5%	Parks and Recreation
Number and location of city parks	63%	69%	-6%	Parks and Recreation
Visibility of police in retail areas	47%	54%	-7%	Police, Fire, and Emergency Services
Police safety education programs	40%	49%	-9%	Police, Fire, and Emergency Services
Quality of Fitness Center	56%	66%	-10%	Parks and Recreation
Number of walking and biking trails	55%	65%	-10%	Parks and Recreation
Availability of household hazardous waste/E-Waste disposal	50%	61%	-11%	Solid Waste Services
Quality of youth sports programs	51%	63%	-12%	Parks and Recreation
As a place to work	41%	57%	-16%	Perceptions of the City
Quality of adult sports programs	38%	55%	-17%	Parks and Recreation

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents 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 3 of this report.

Overall Priorities for Major Categories of City Services. This analysis reviewed the importance and ratings of major City services in DeSoto and was conducted to help set the overall priorities for the City. Based on the results of this analysis, the services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Enforcement of city codes and ordinances (IS Rating = 0.1475)
- Quality of city water and sewer utilities (IS Rating = 0.1050)

The table below shows the Importance-Satisfaction rating for all ten City services that were rated.

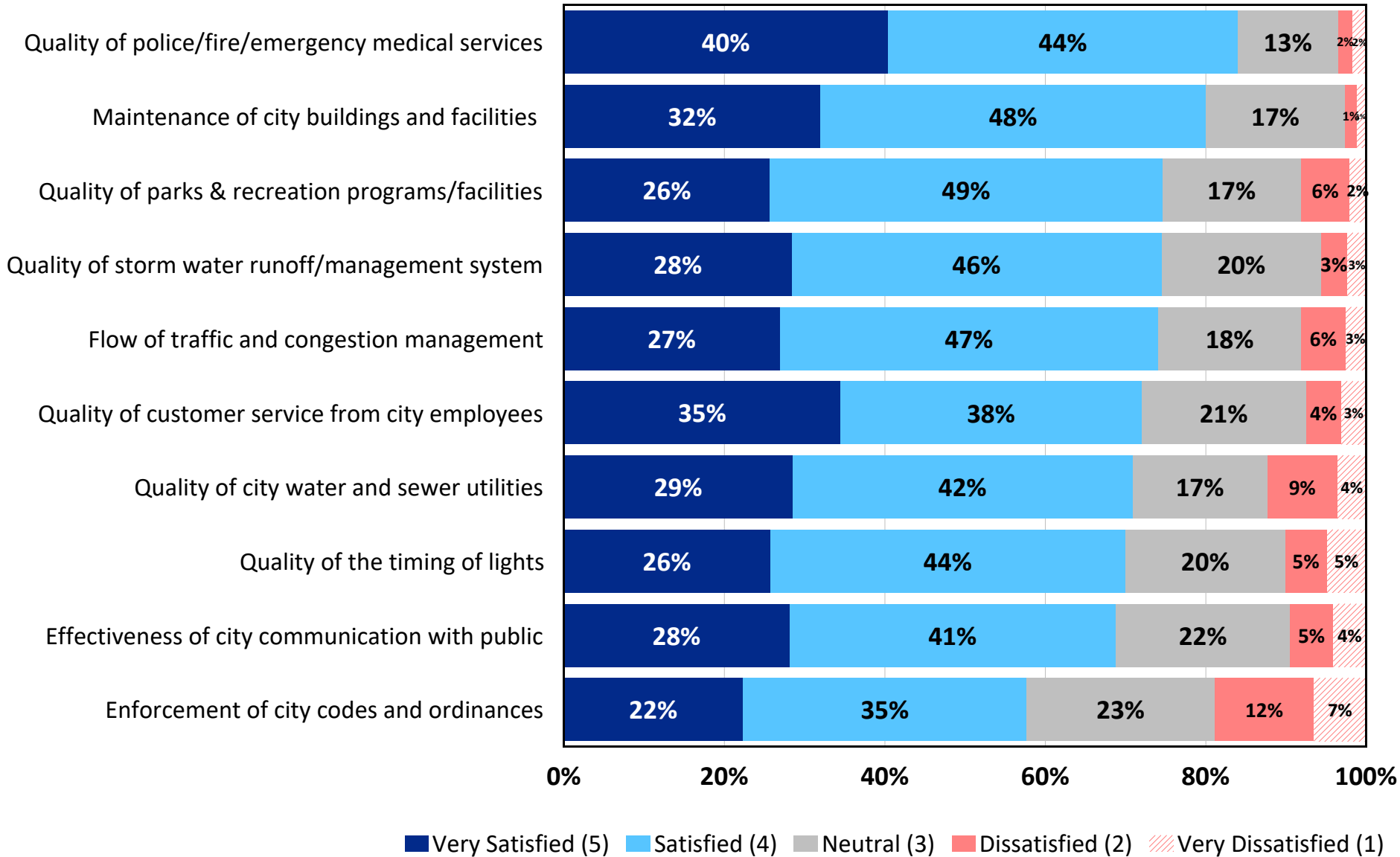
2020 Importance-Satisfaction Rating City of DeSoto, Texas Overall Satisfaction with City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcement of city codes and ordinances	34%	3	57%	10	0.1475	1
Quality of city water and sewer utilities	36%	2	71%	7	0.1050	2
Medium Priority (IS <.10)						
Quality of police/fire/emergency medical services	49%	1	84%	1	0.0787	3
Quality of parks & recreation programs/facilities	29%	4	75%	3	0.0715	4
Effectiveness of city communication with public	21%	5	69%	9	0.0660	5
Quality of the timing of lights	15%	7	70%	8	0.0444	6
Flow of traffic and congestion management	16%	6	74%	5	0.0421	7
Quality of customer service from city employees	11%	8	73%	6	0.0292	8
Quality of storm water runoff/management system	11%	9	74%	4	0.0281	9
Maintenance of city buildings and facilities	10%	10	80%	2	0.0198	10

Section 1

Charts and Graphs

Q1. Satisfaction with Major Categories of City Services

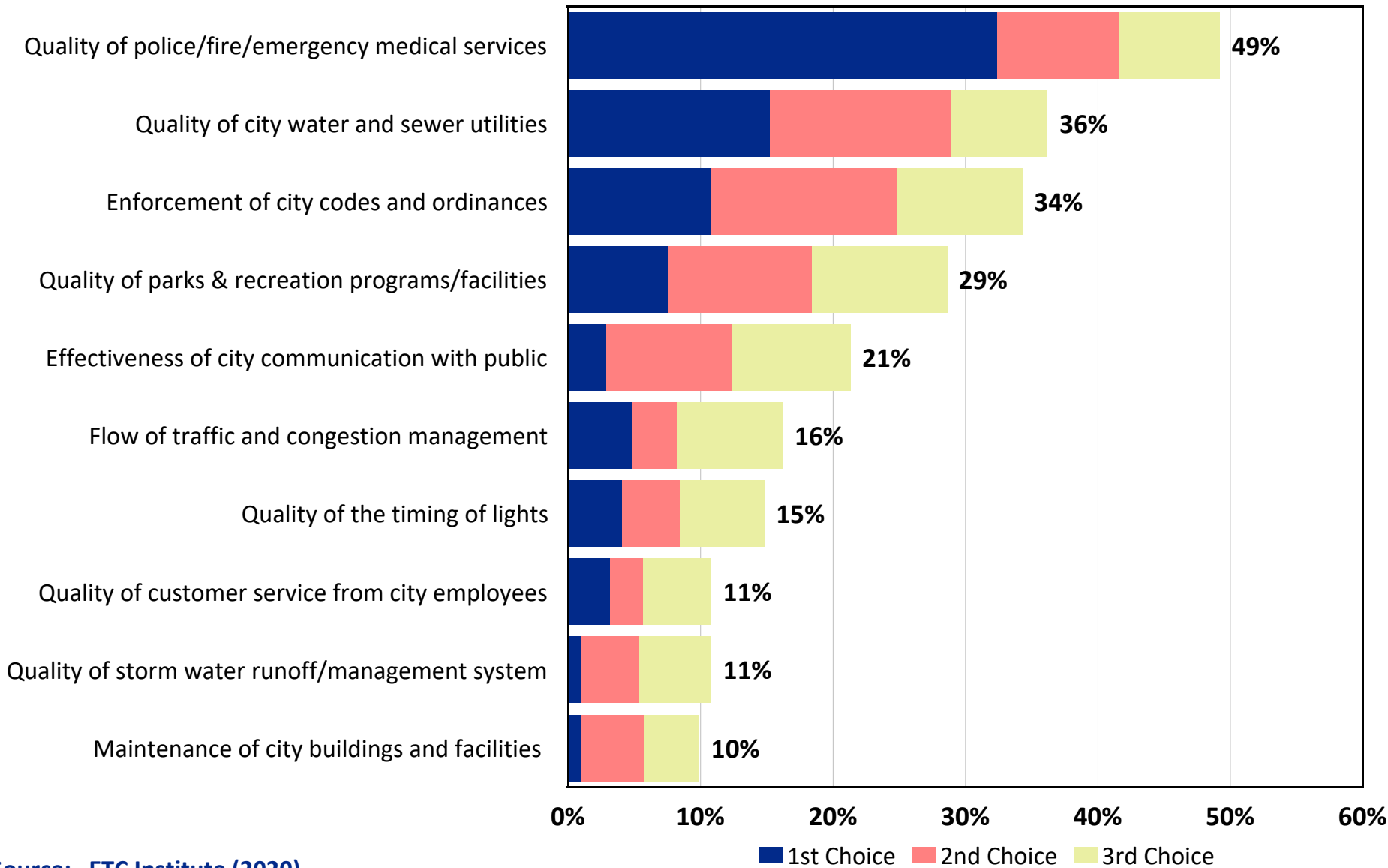
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

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

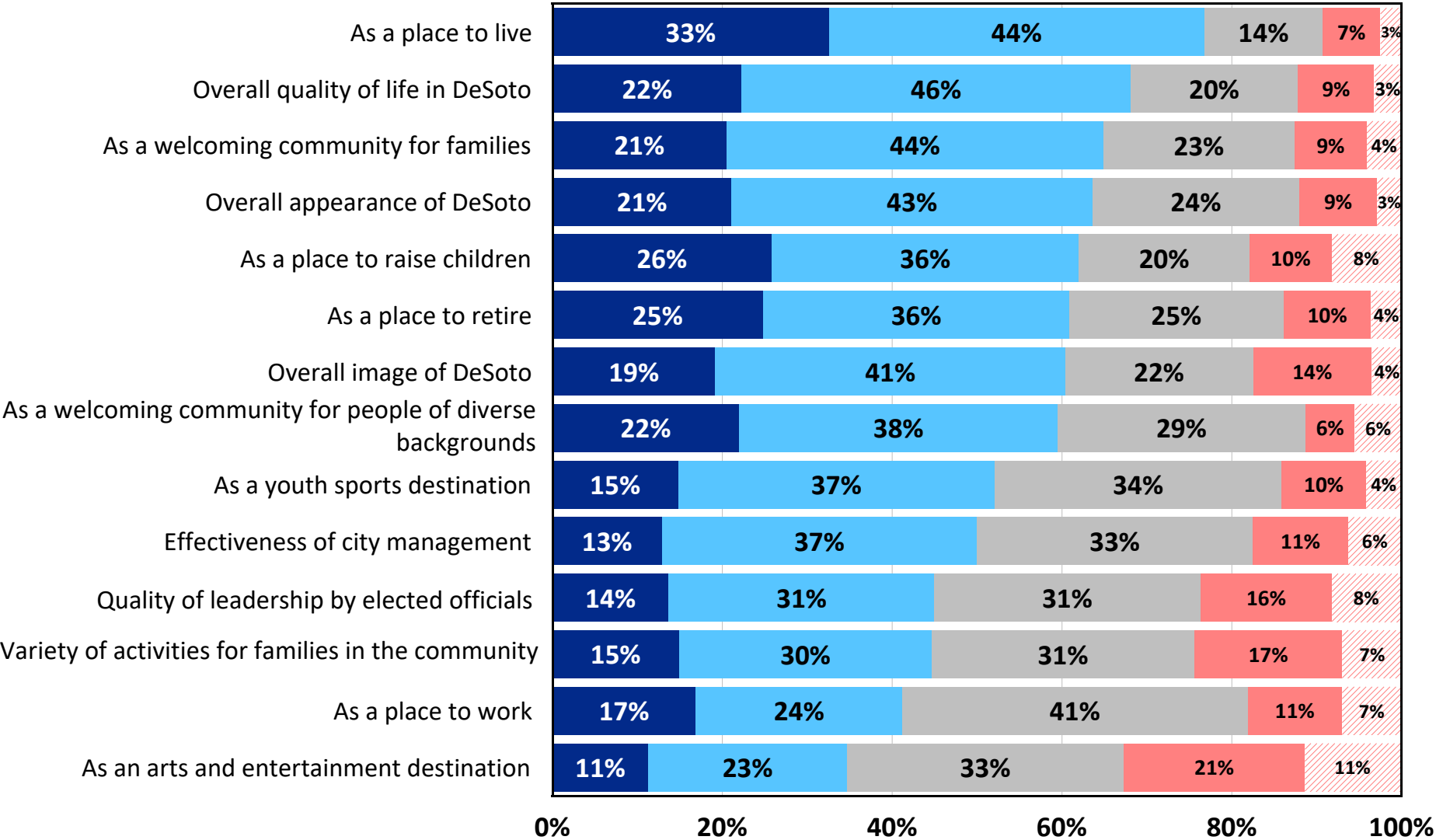
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q3. Satisfaction with Items That Influence Perceptions of the City

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

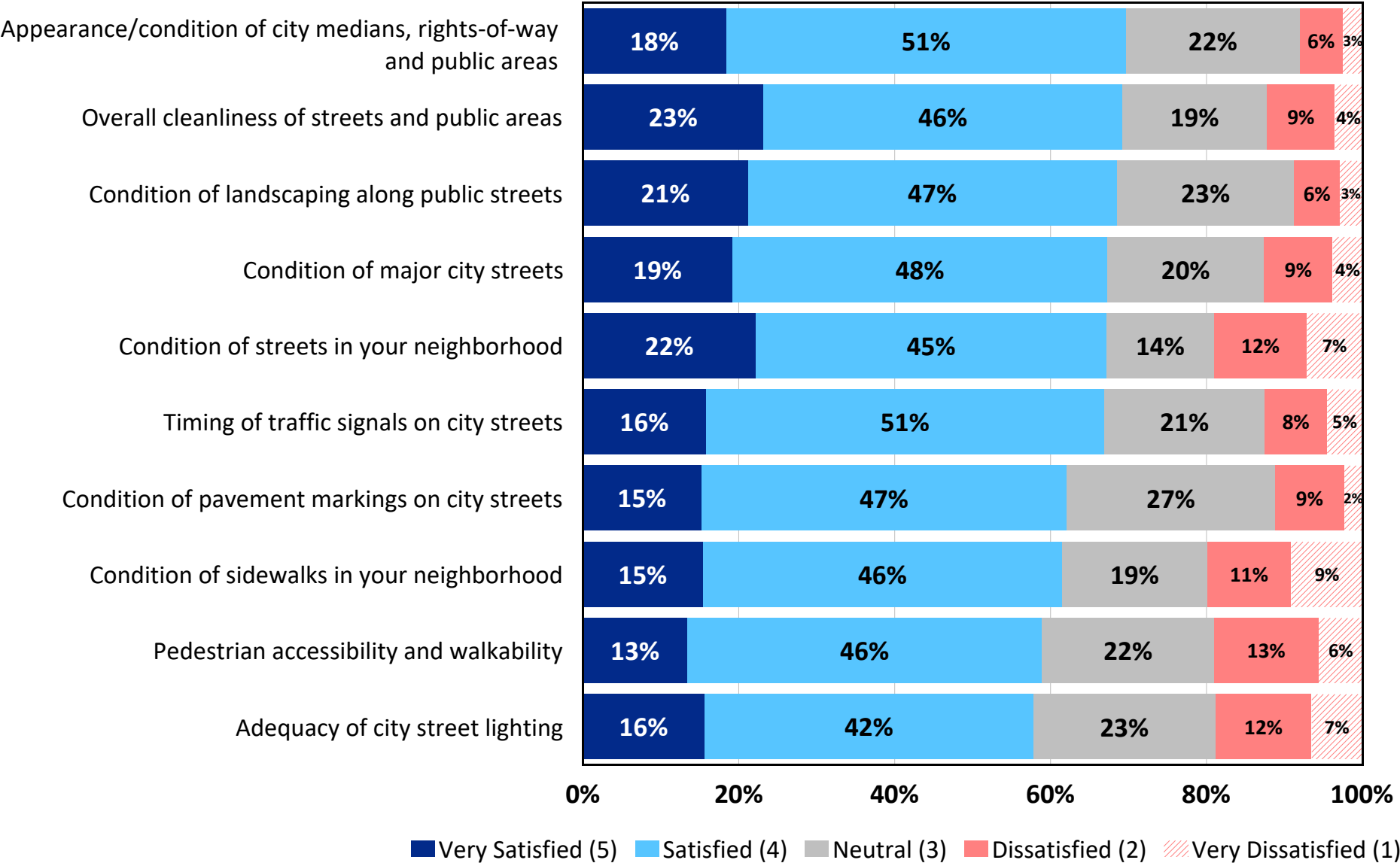


Source: ETC Institute (2020)

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

Q4. Satisfaction with Maintenance

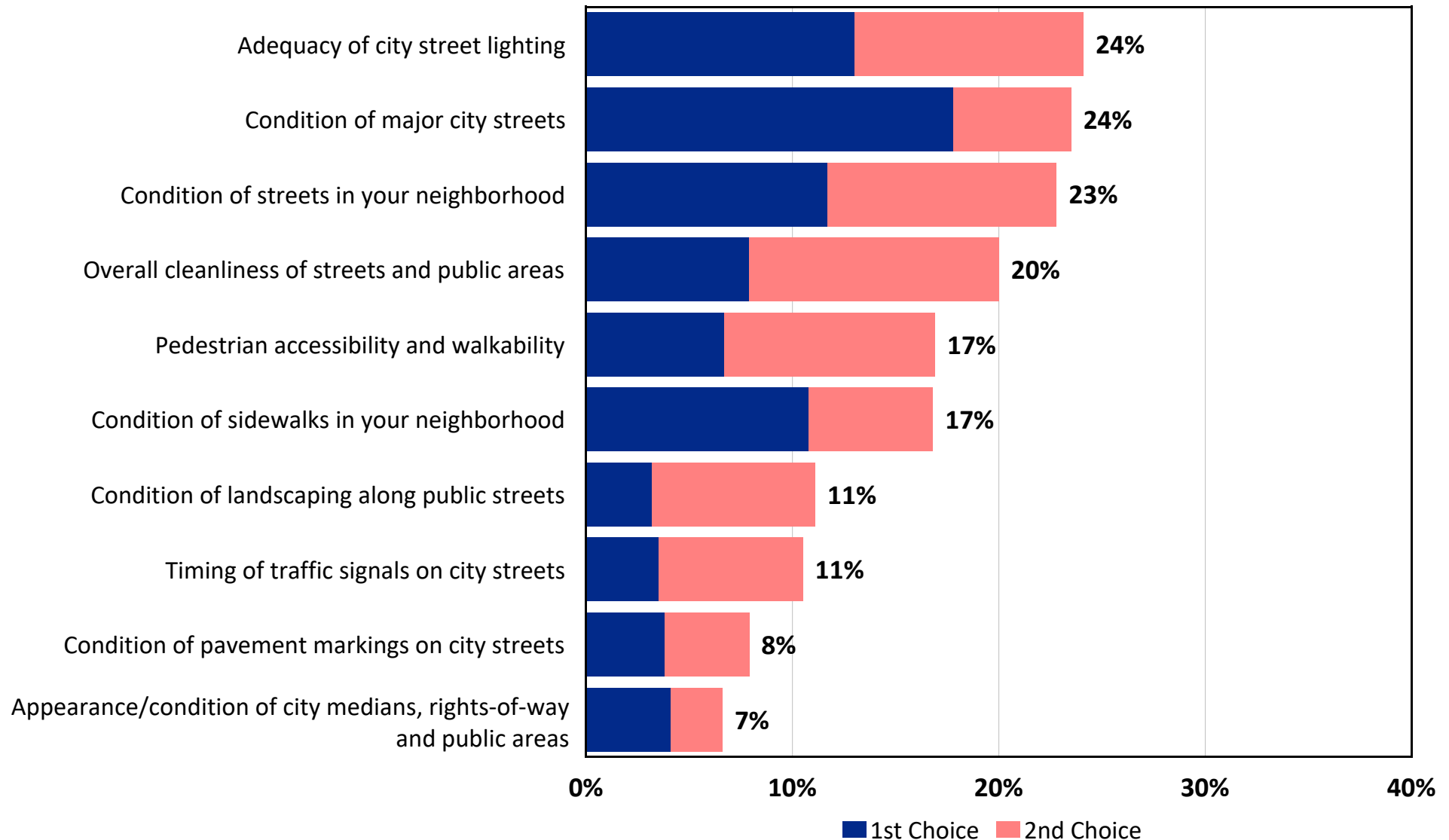
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

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

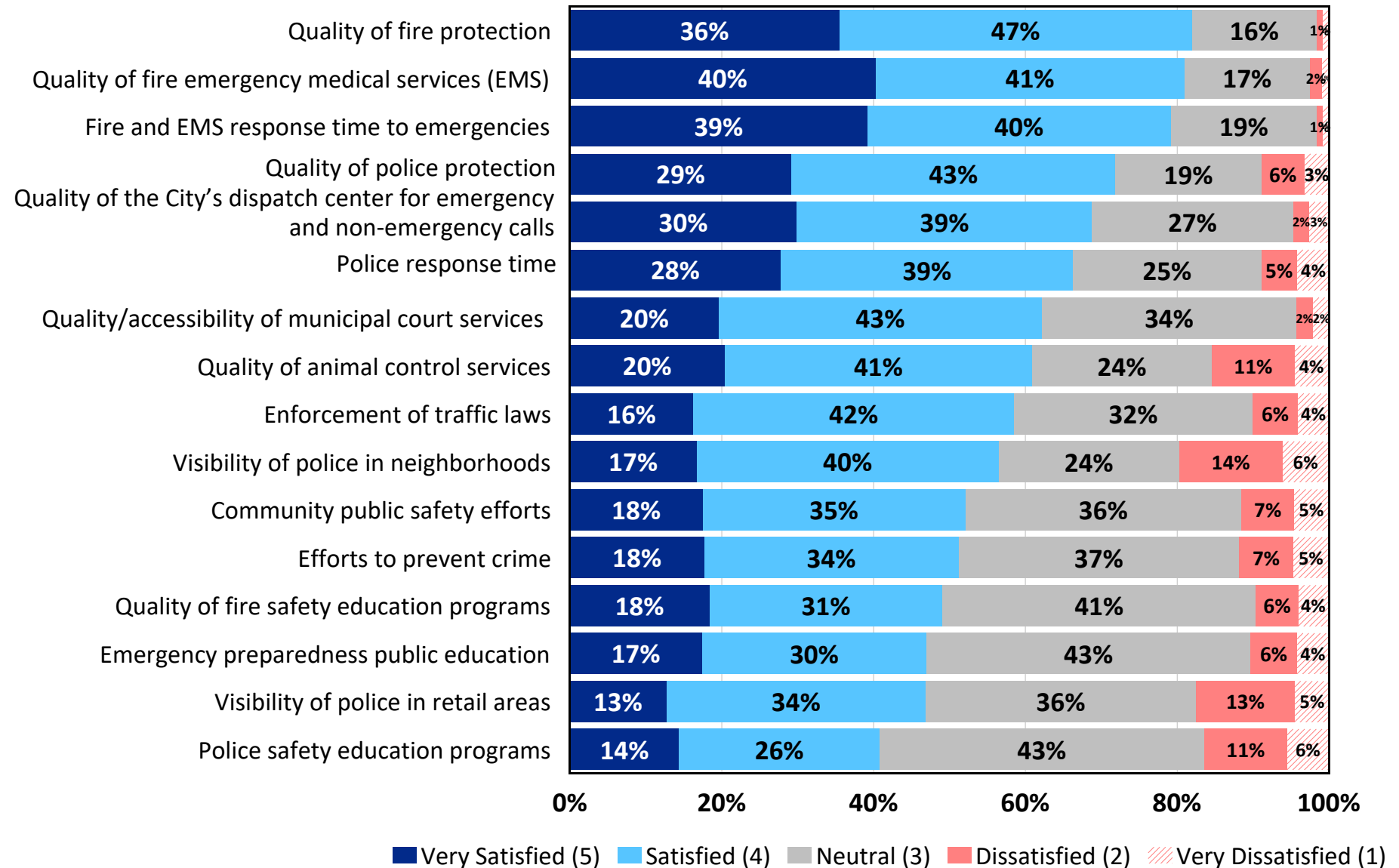
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

Q6. Satisfaction with Police, Fire, and Emergency Services

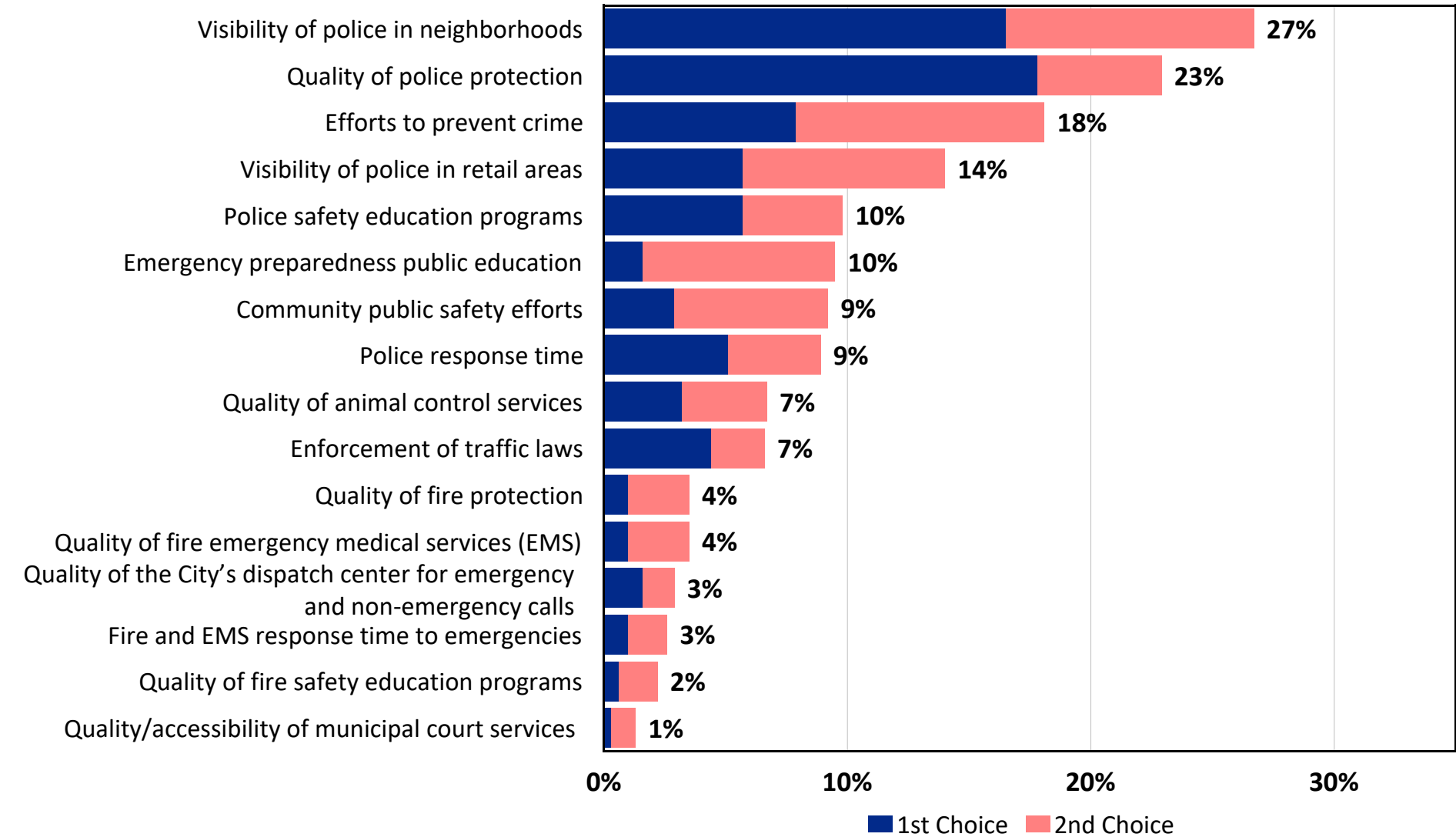
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

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

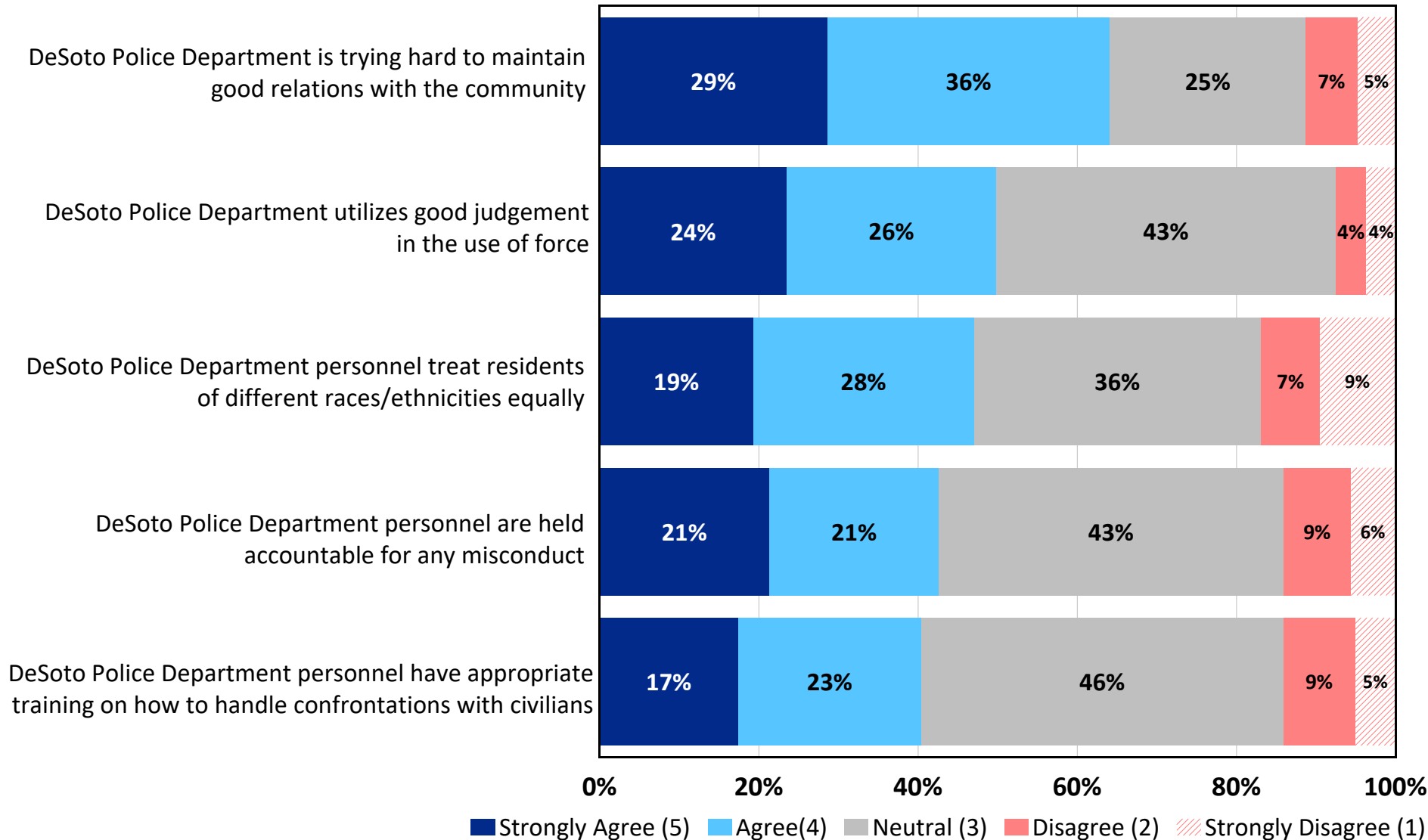
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

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

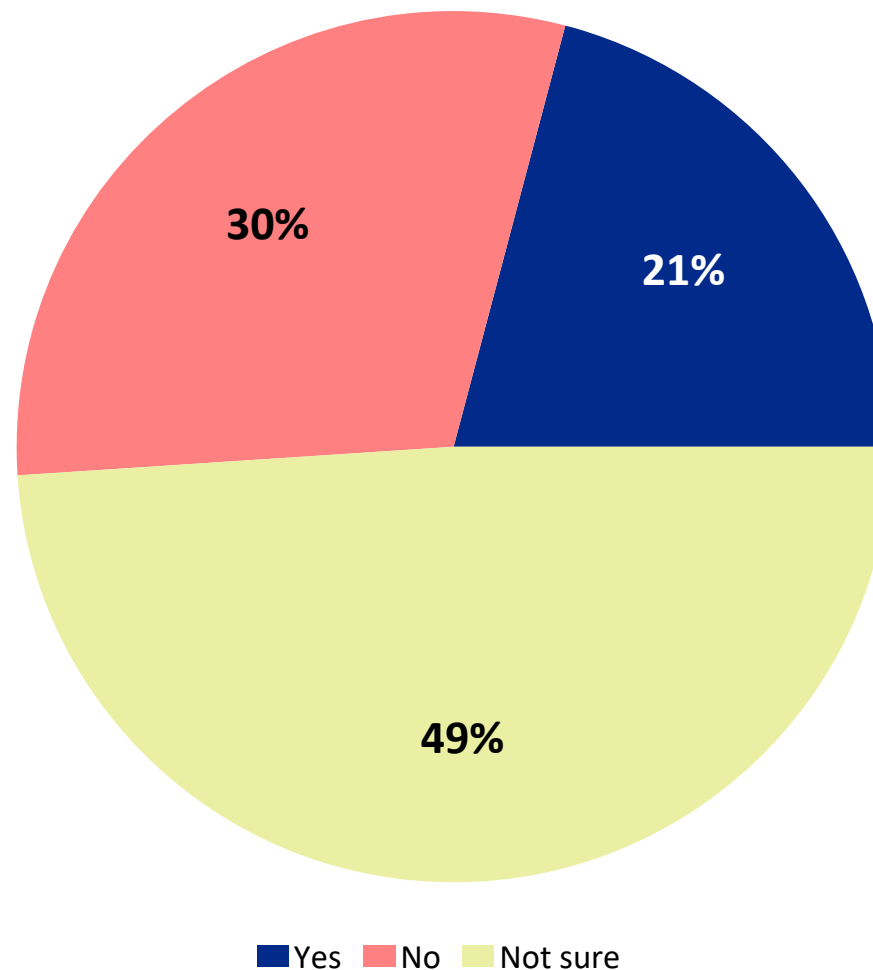
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

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?

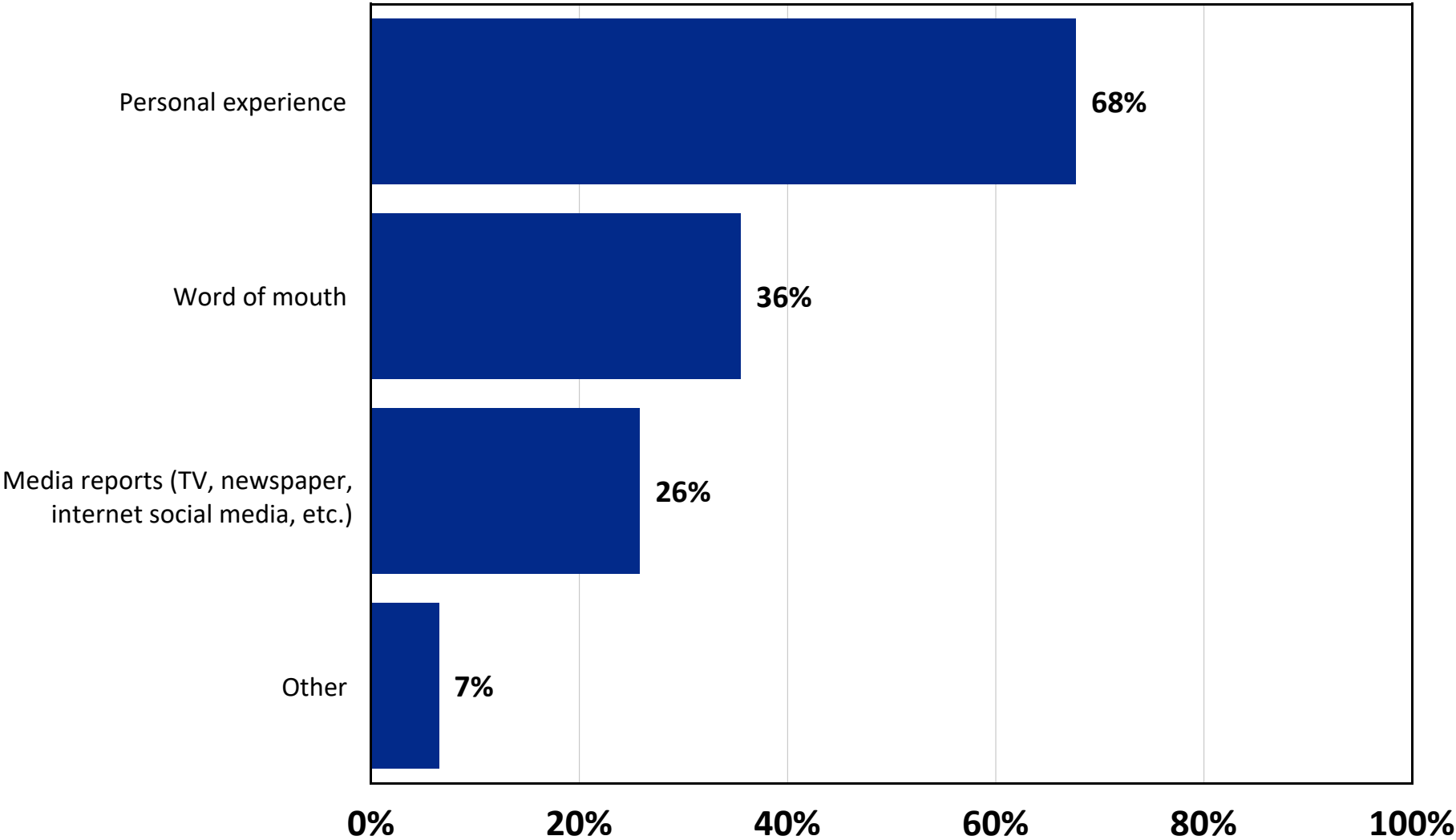
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q9a. What is the reason for your view?

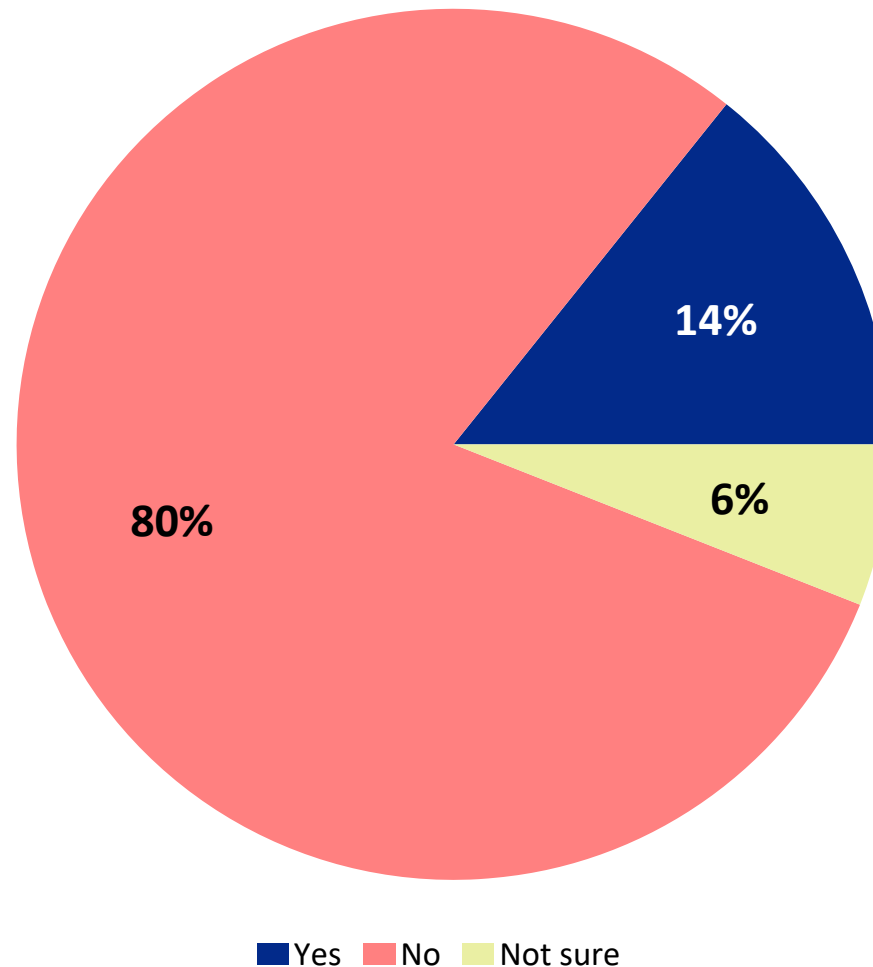
by percentage of respondents who answered "yes" to Question 9 (multiple choices could be made)



Source: ETC Institute (2020)

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?

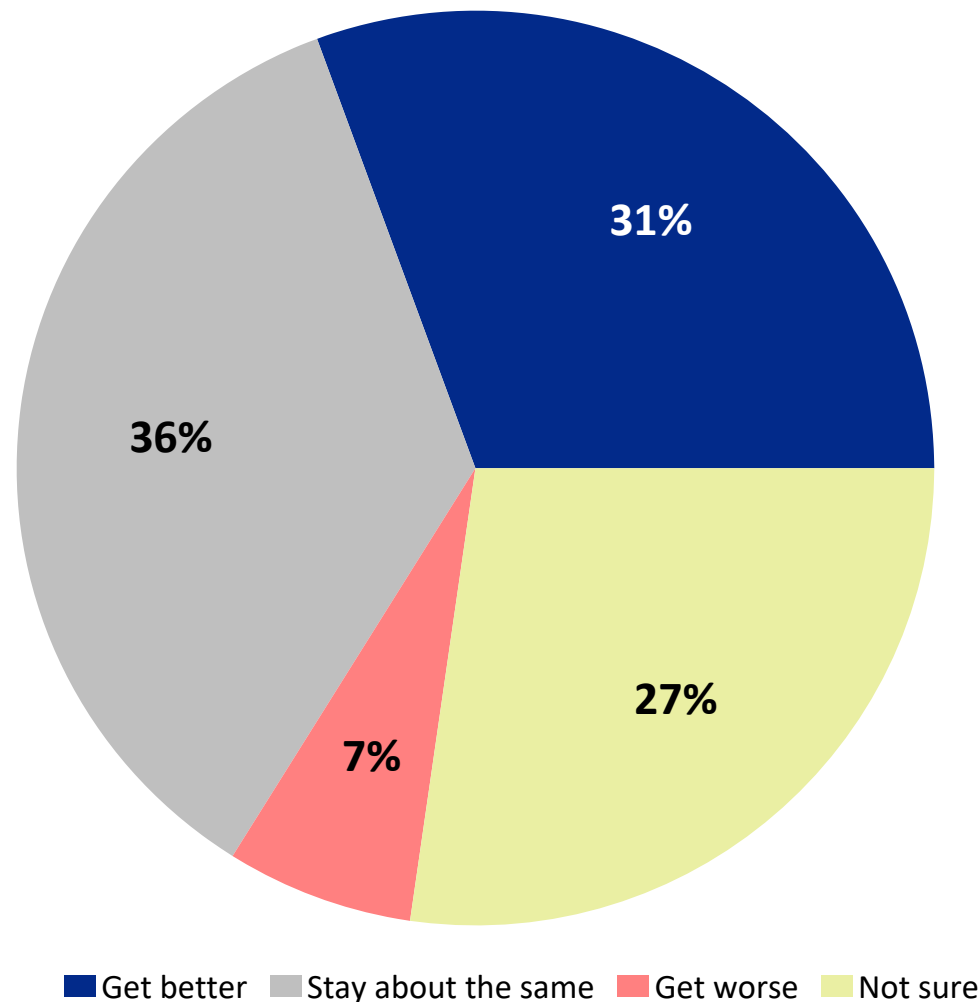
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q11. Over the next year, do you think relations between the DeSoto Police Department and the minority community will get better, get worse, or stay about the same?

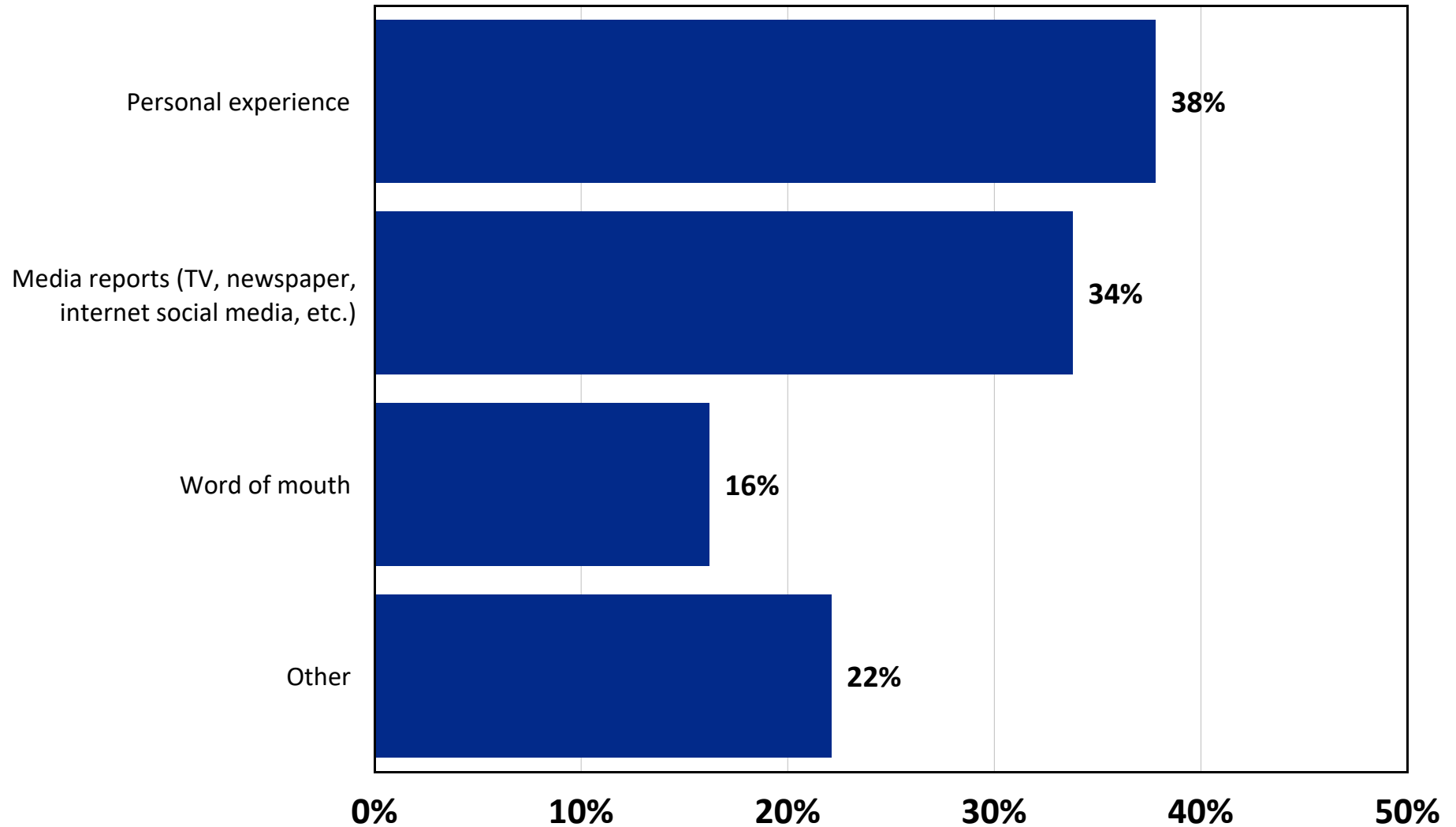
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q11a. What is the reason for your view?

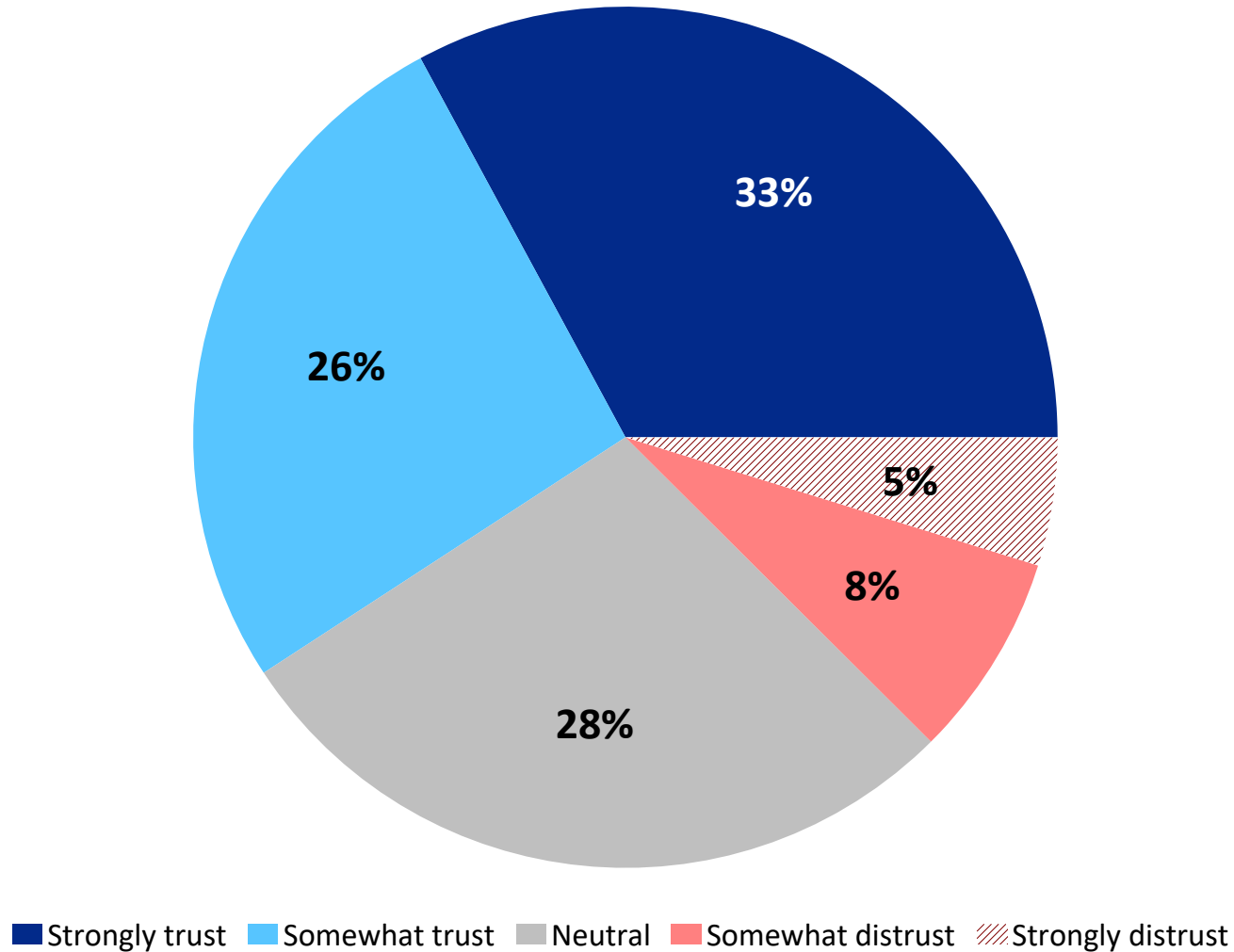
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Q12. Overall, how much do you trust DeSoto Police Department police officers?

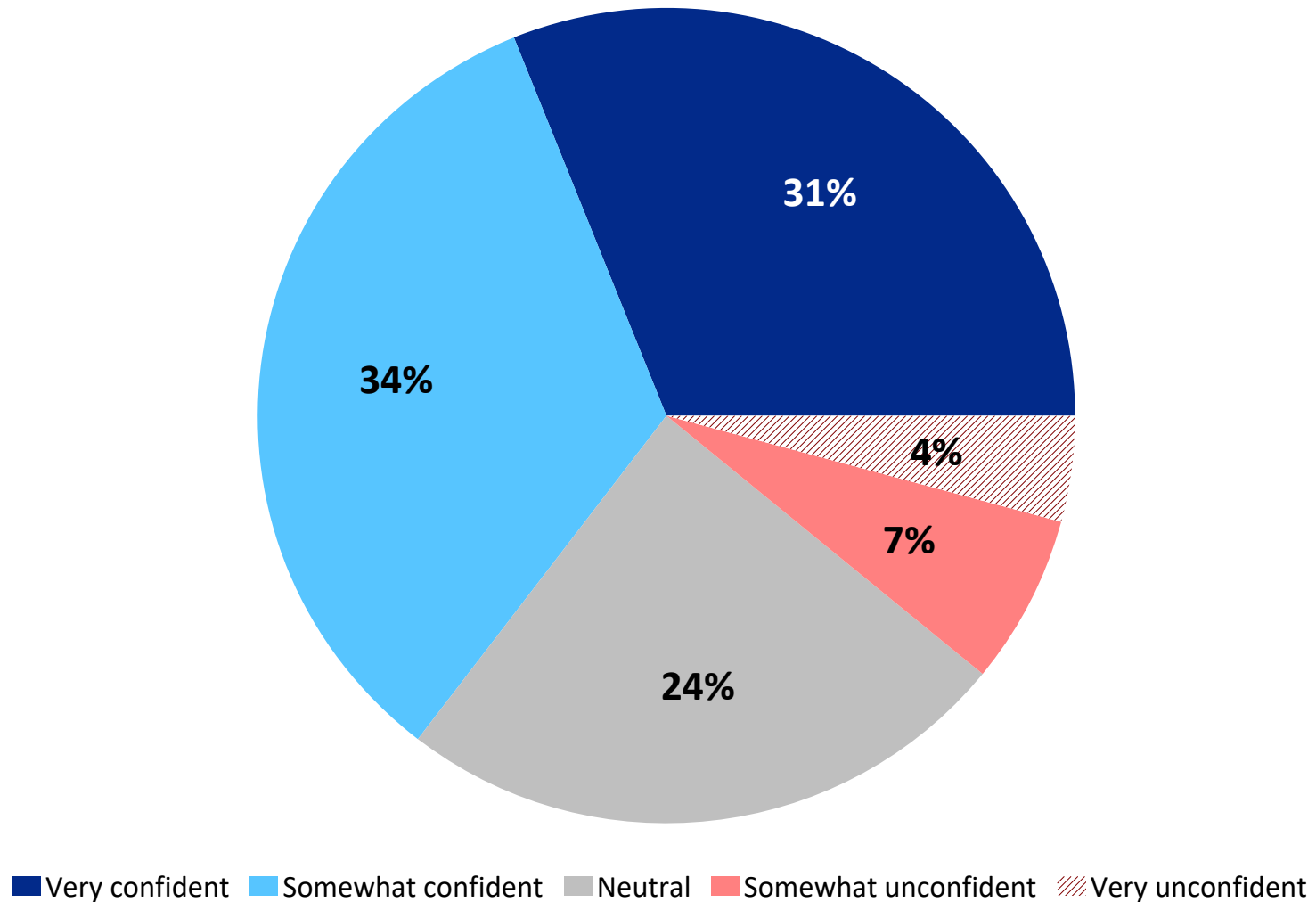
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q13. Overall, how confident are you in DeSoto Police Department police officers?

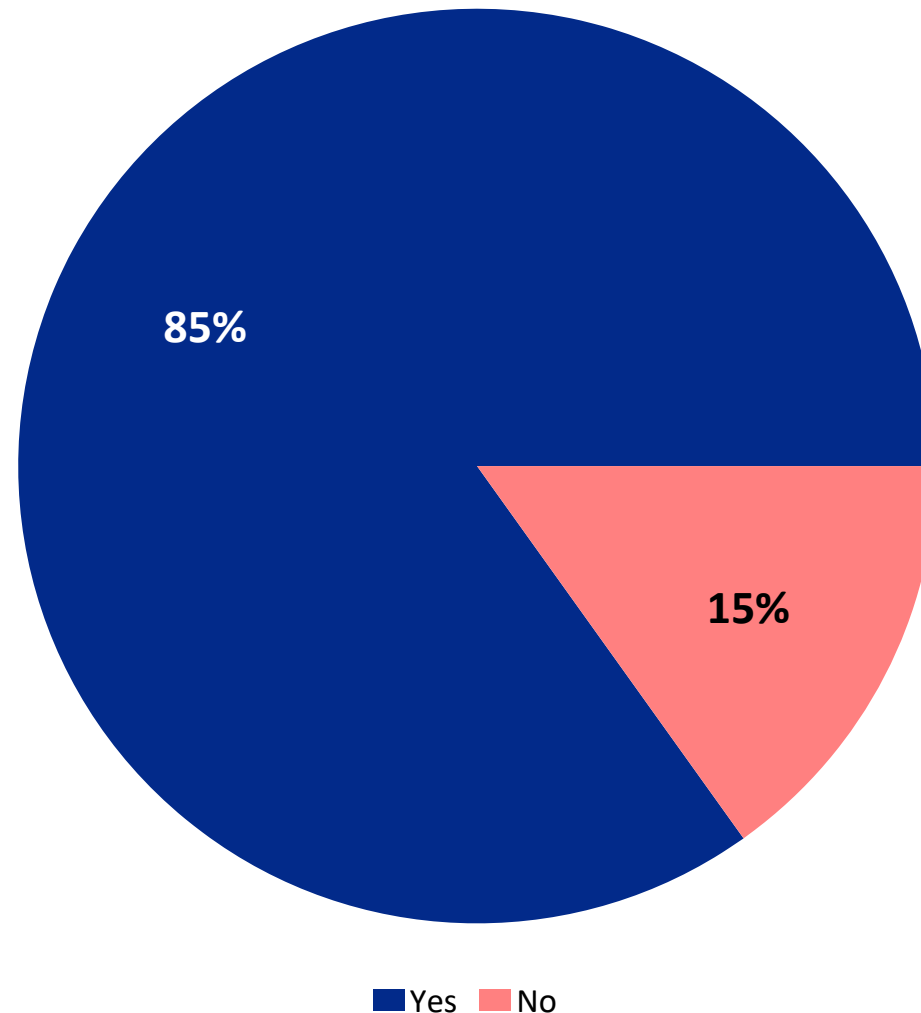
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q14. Do you think it is important for the makeup of the DeSoto Police Department to reflect the community in terms of race/ethnicity?

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

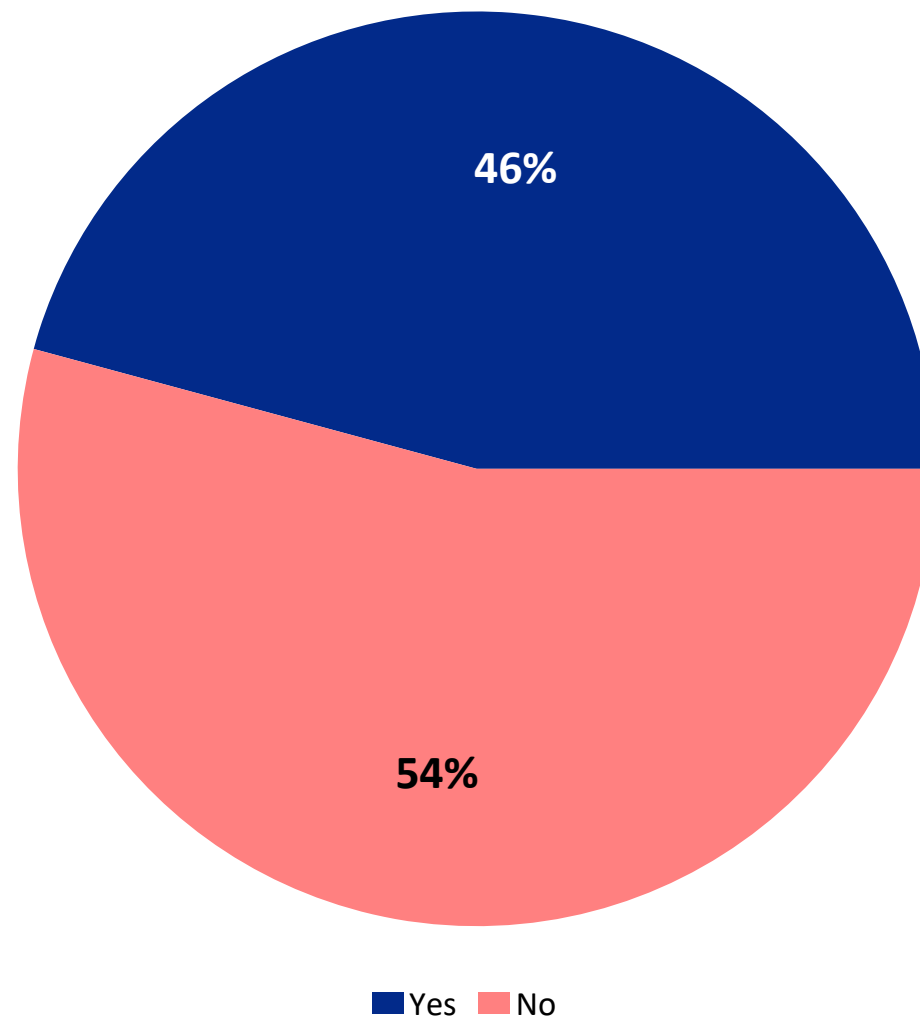


Source: ETC Institute (2020)

ETC Institute (2020)

Q15. Do you think the DeSoto Police Department currently reflects the community in terms of race/ethnicity?

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

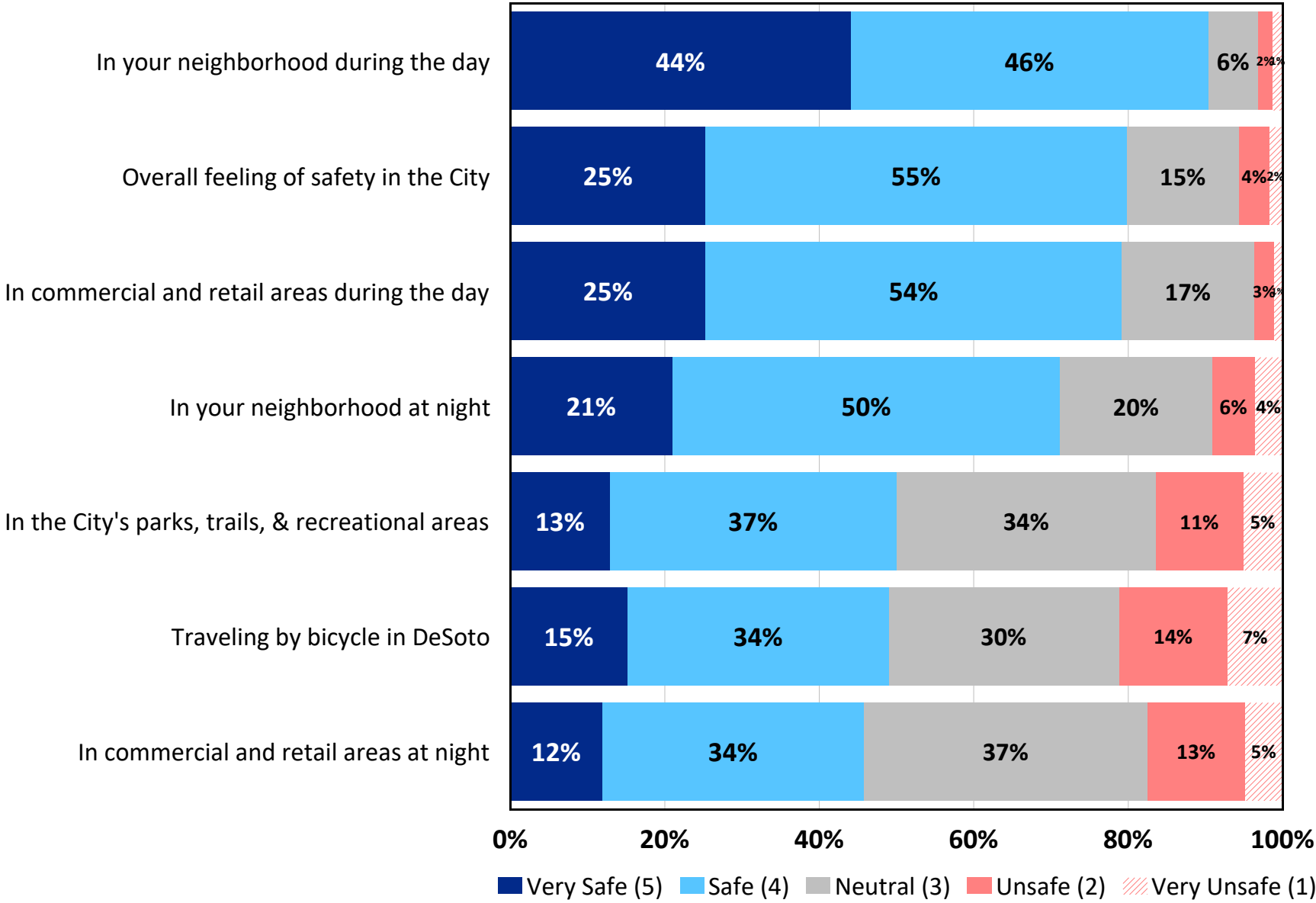


Source: ETC Institute (2020)

ETC Institute (2020)

Q16. Feeling of Safety in DeSoto

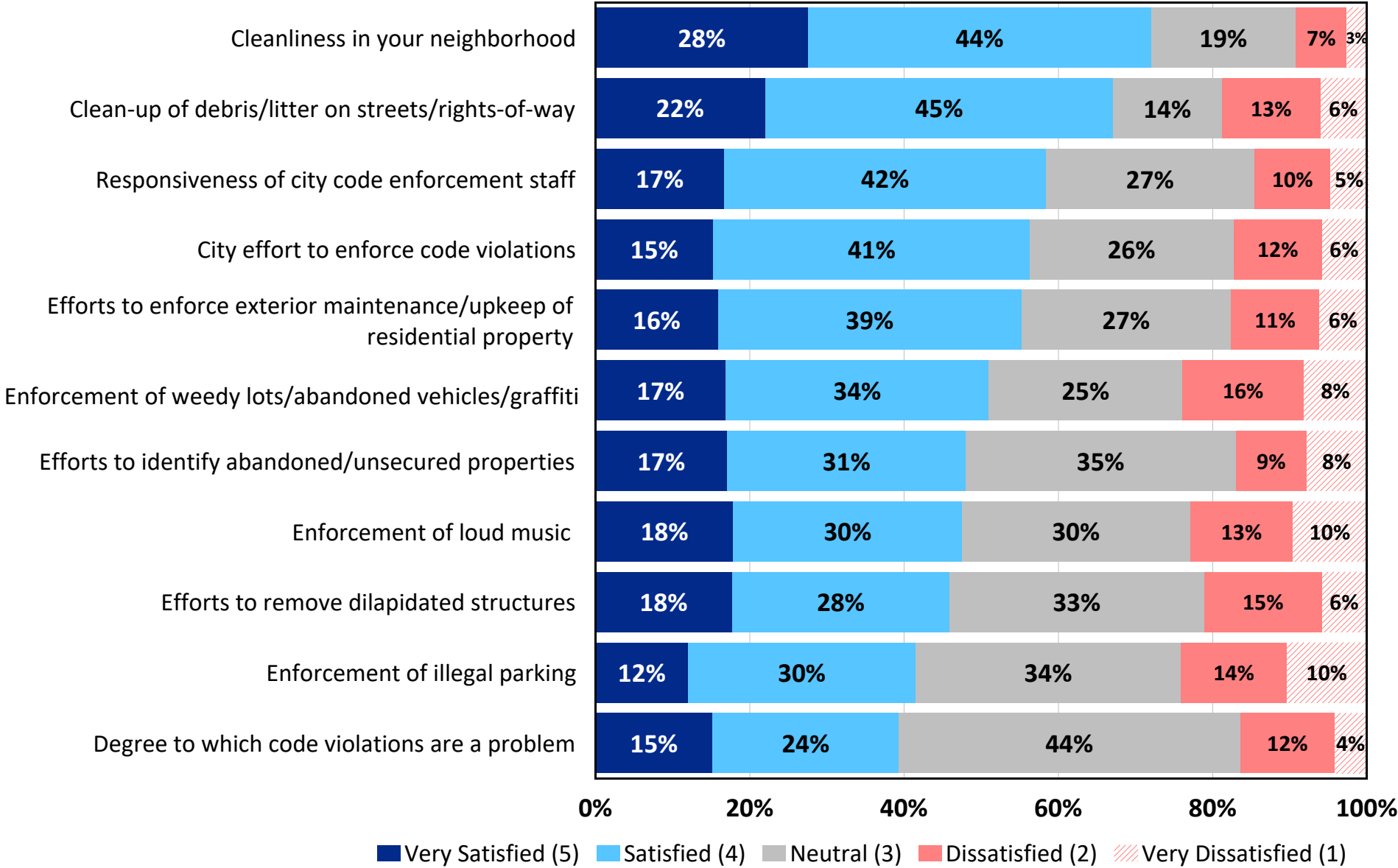
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q17. Satisfaction with Code Enforcement

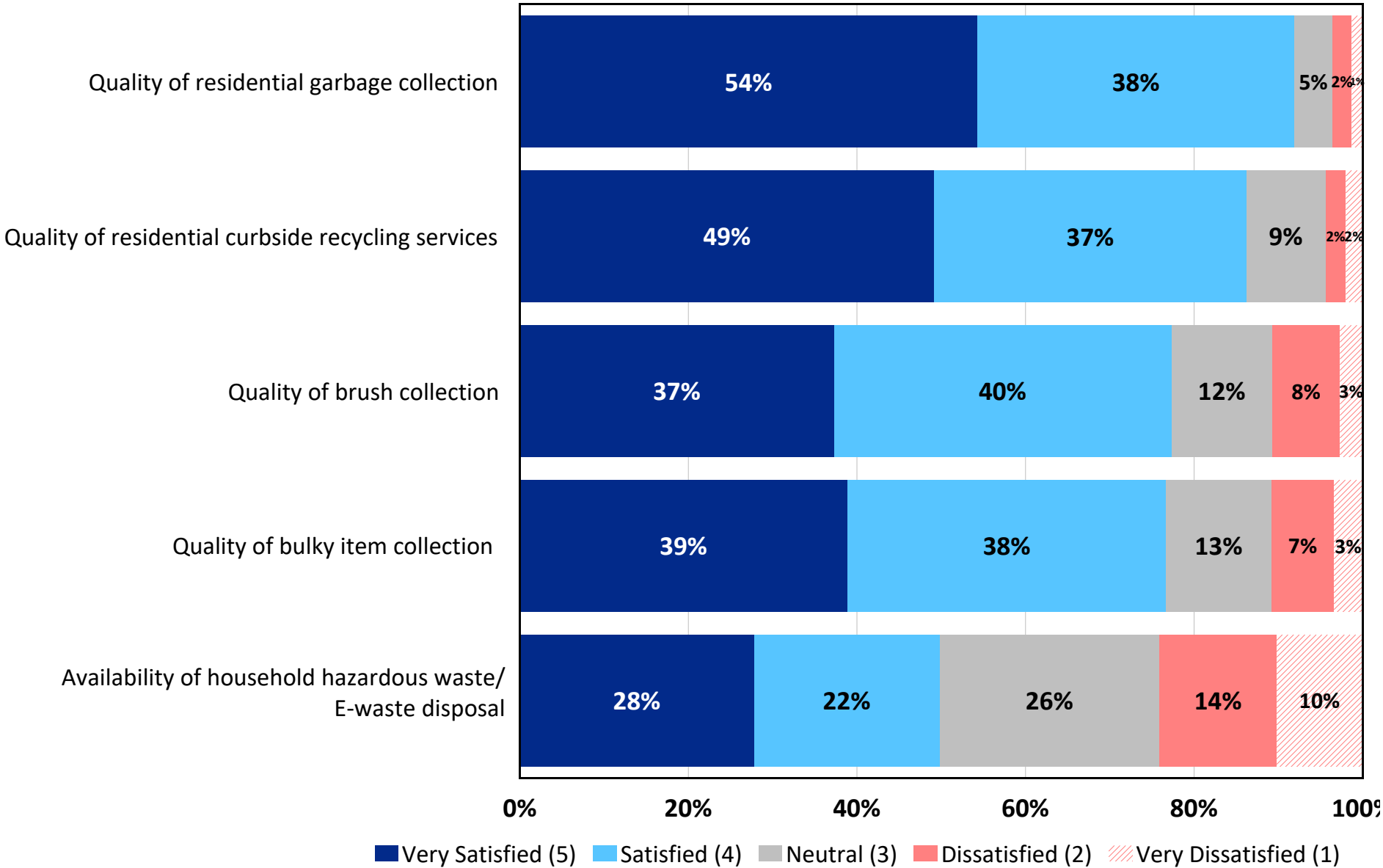
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q18. Satisfaction with Solid Waste Services

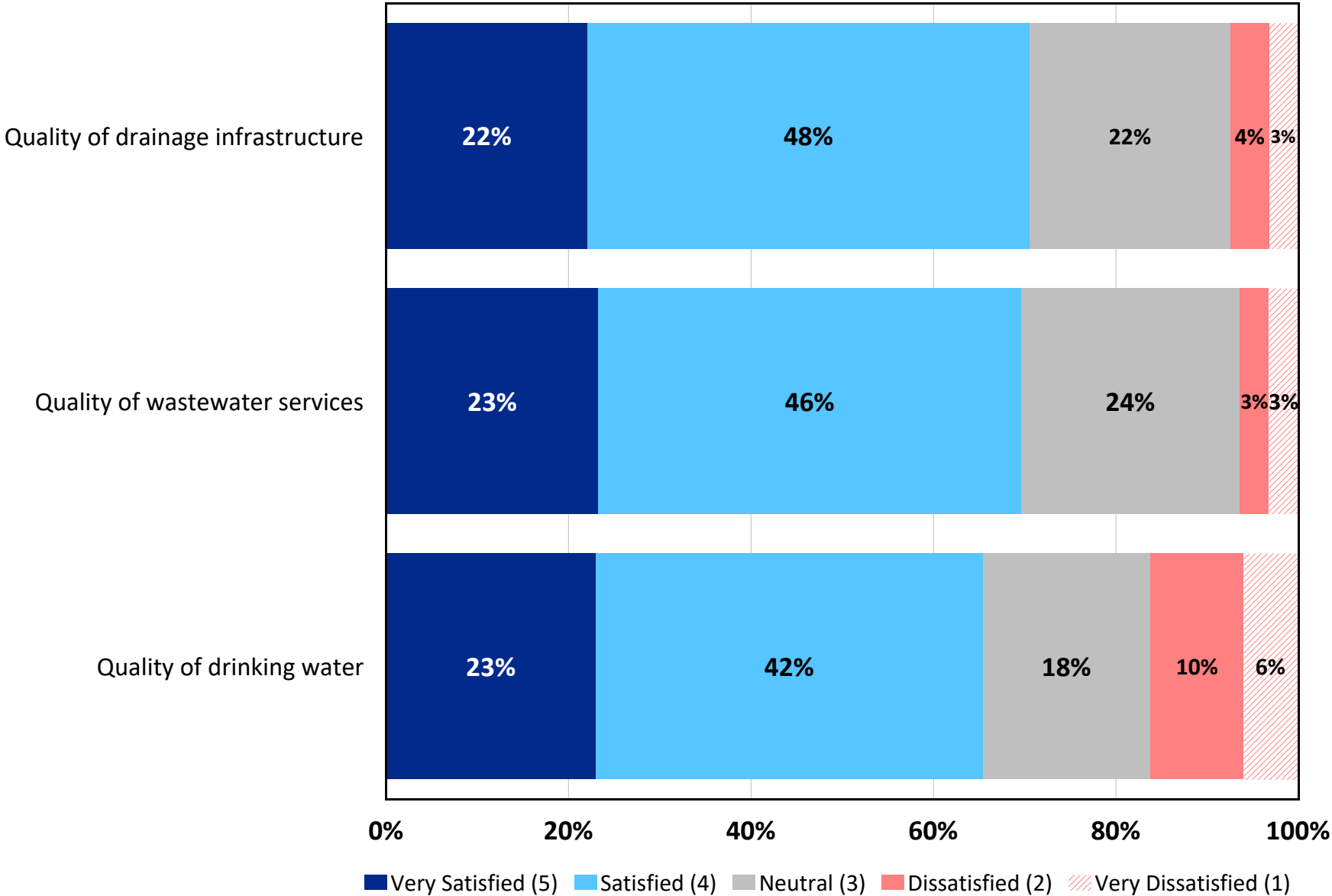
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q19. Satisfaction with Public Works Services

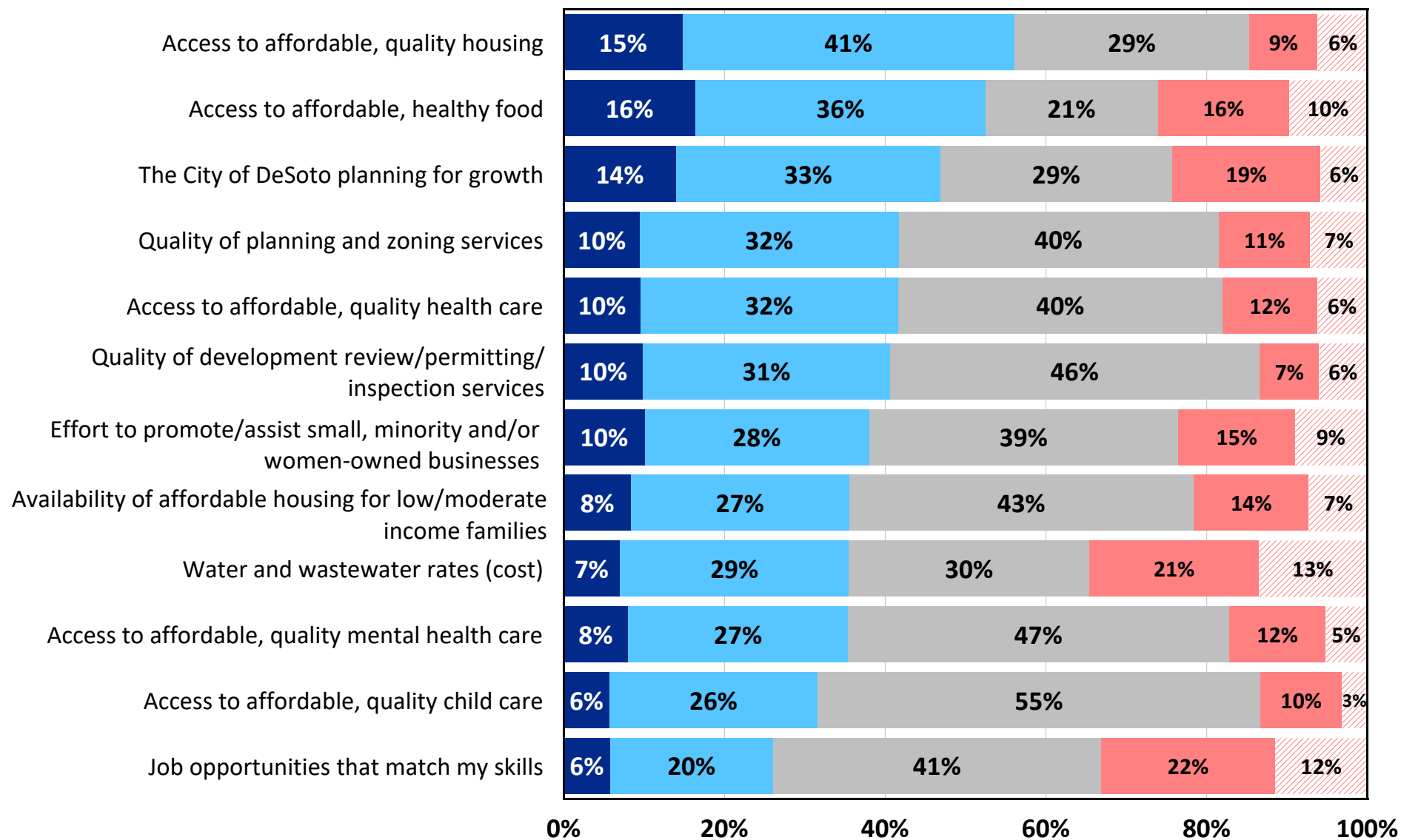
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q20. Satisfaction with Economic Development

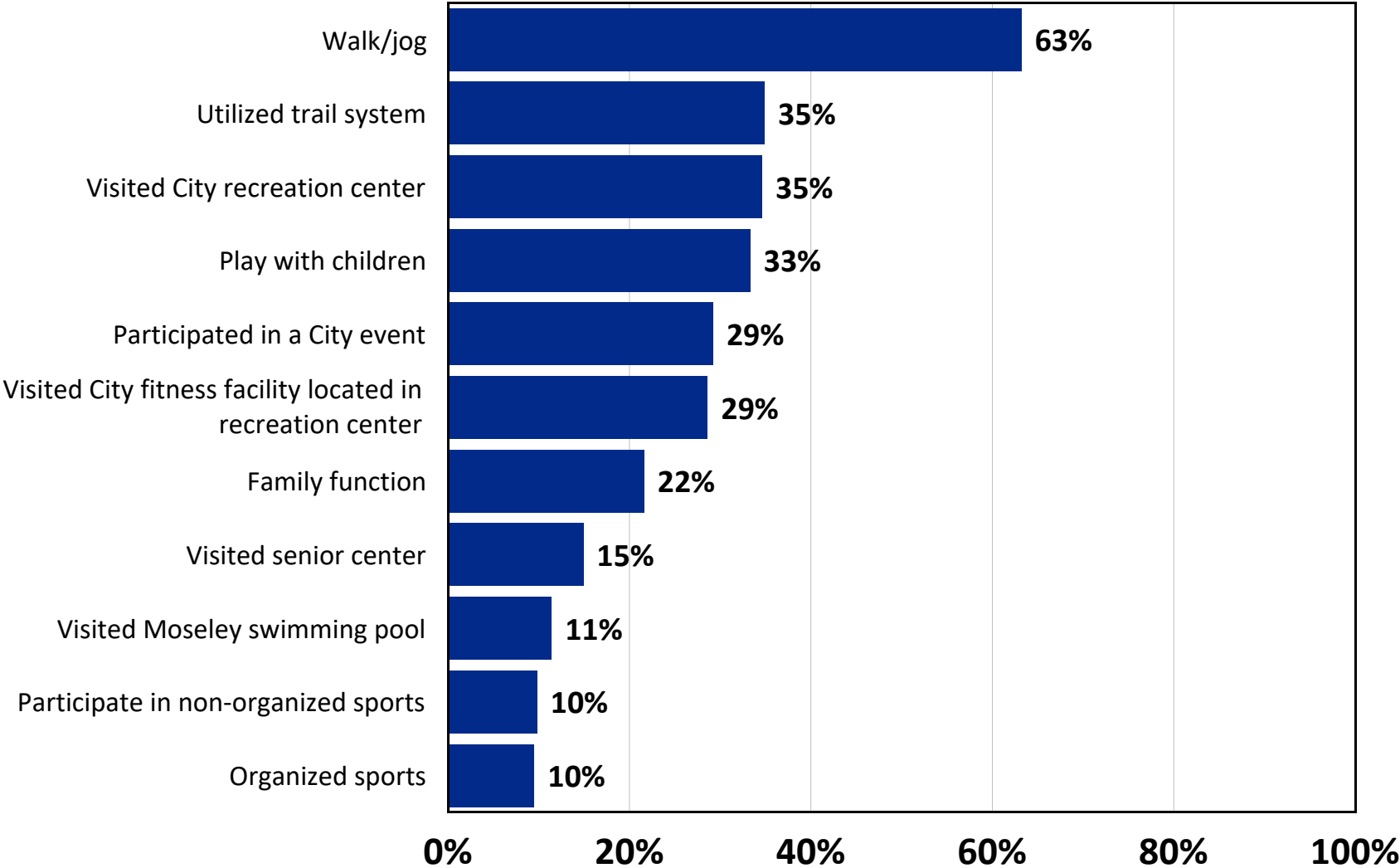
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

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

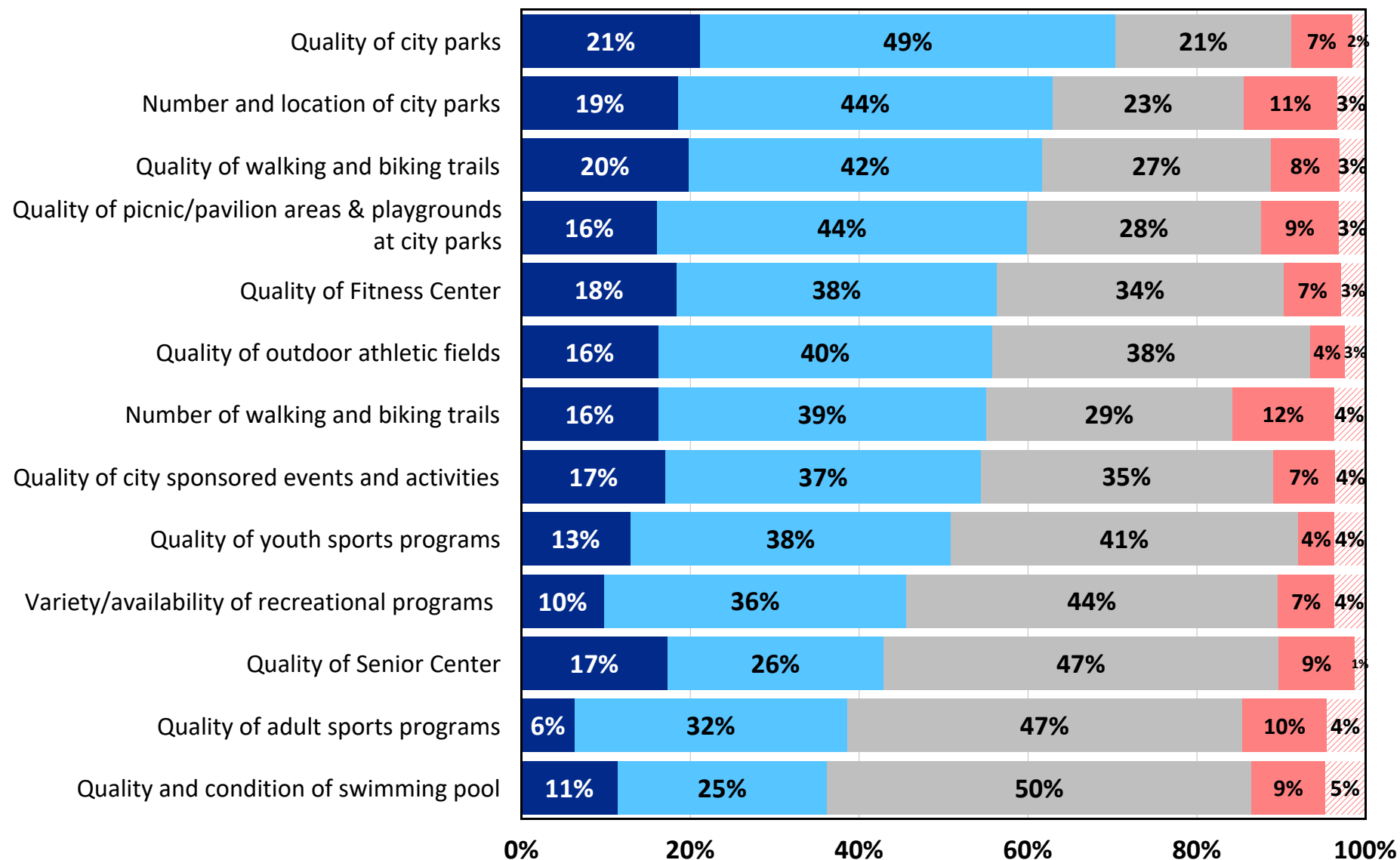
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Q22. Satisfaction with Parks and Recreation

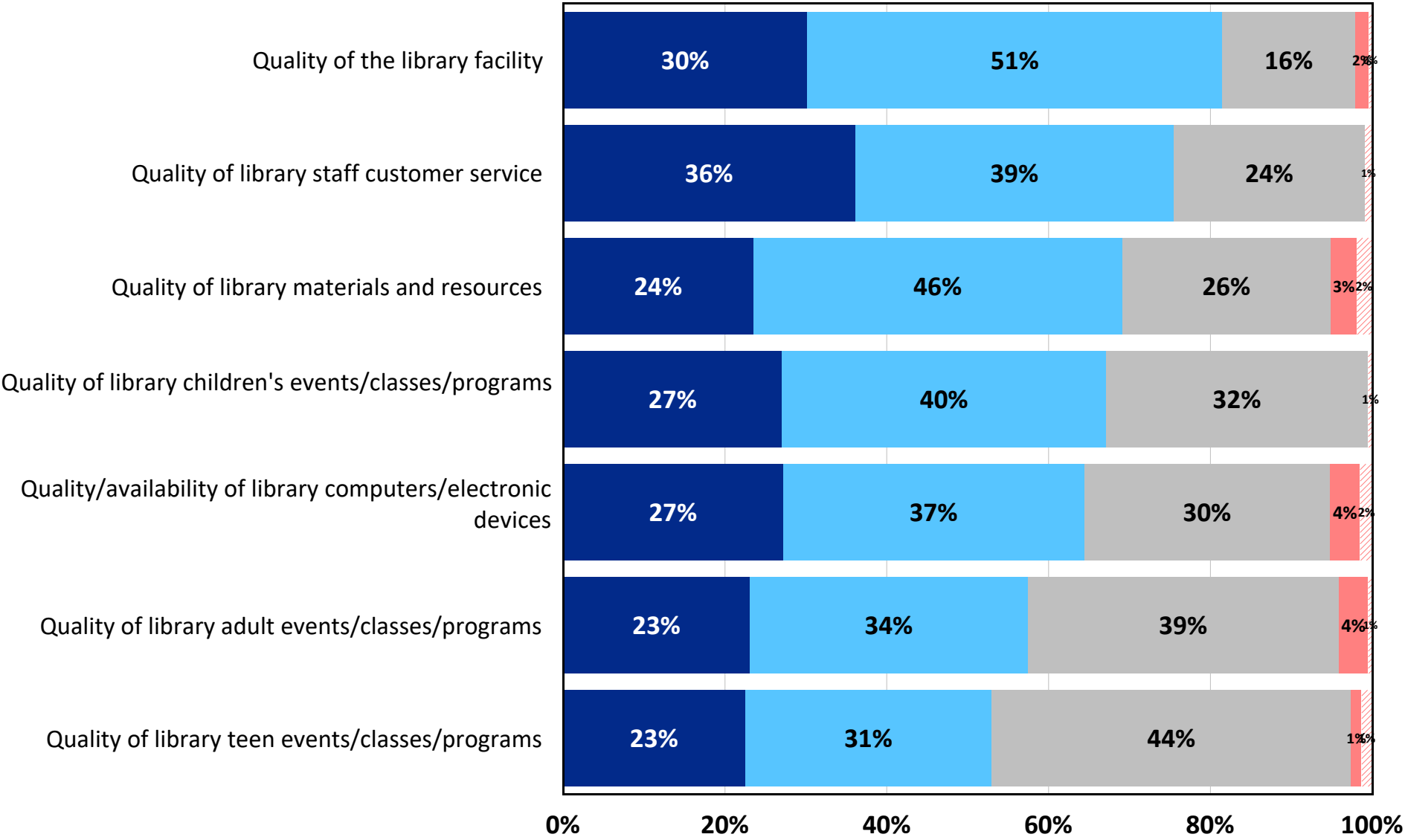
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q23. Satisfaction with Library Services

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

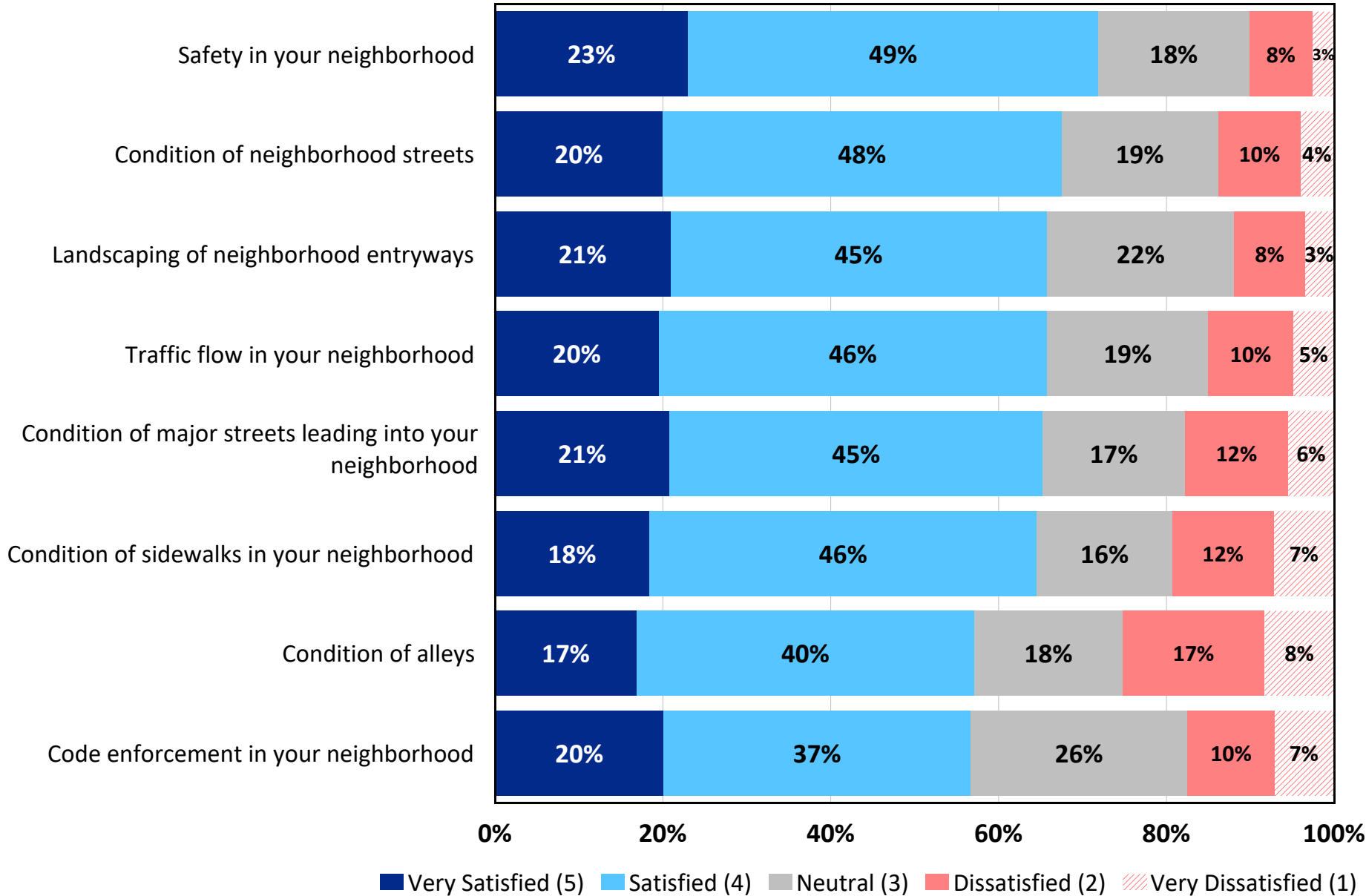


Source: ETC Institute (2020)

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

Q24. Satisfaction with Your Neighborhood

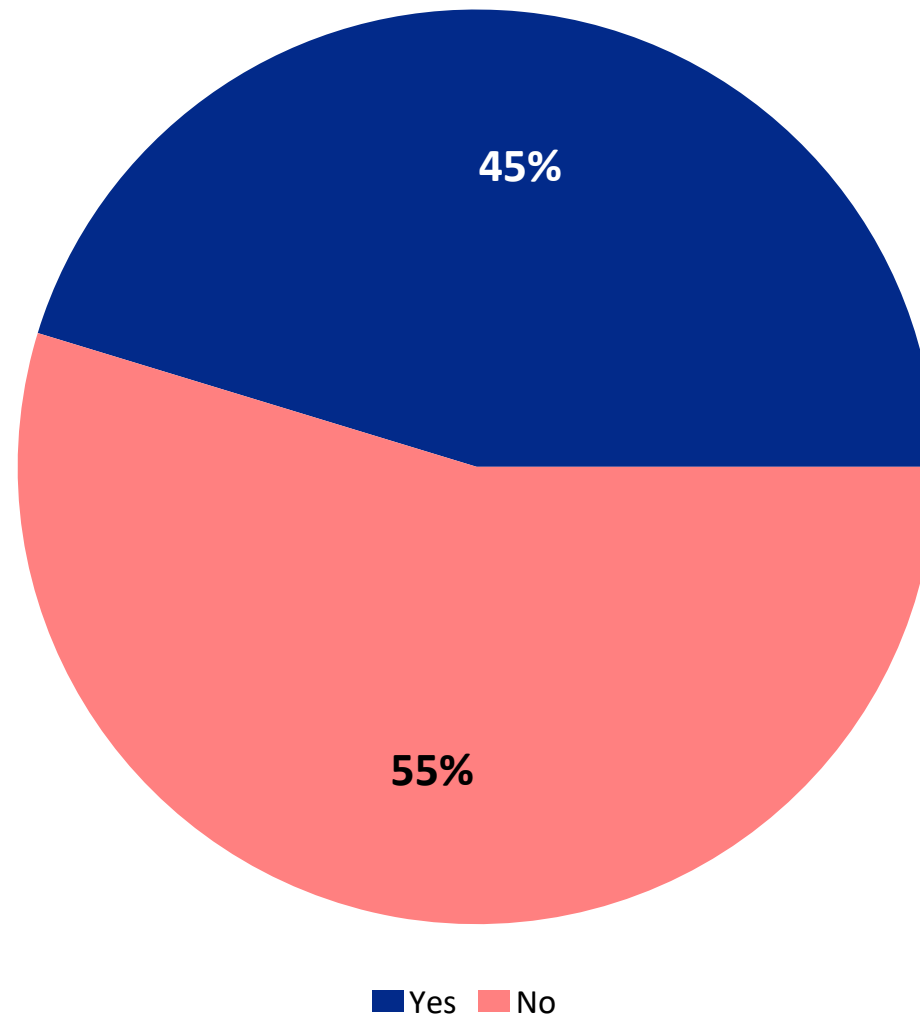
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

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

by percentage of respondents

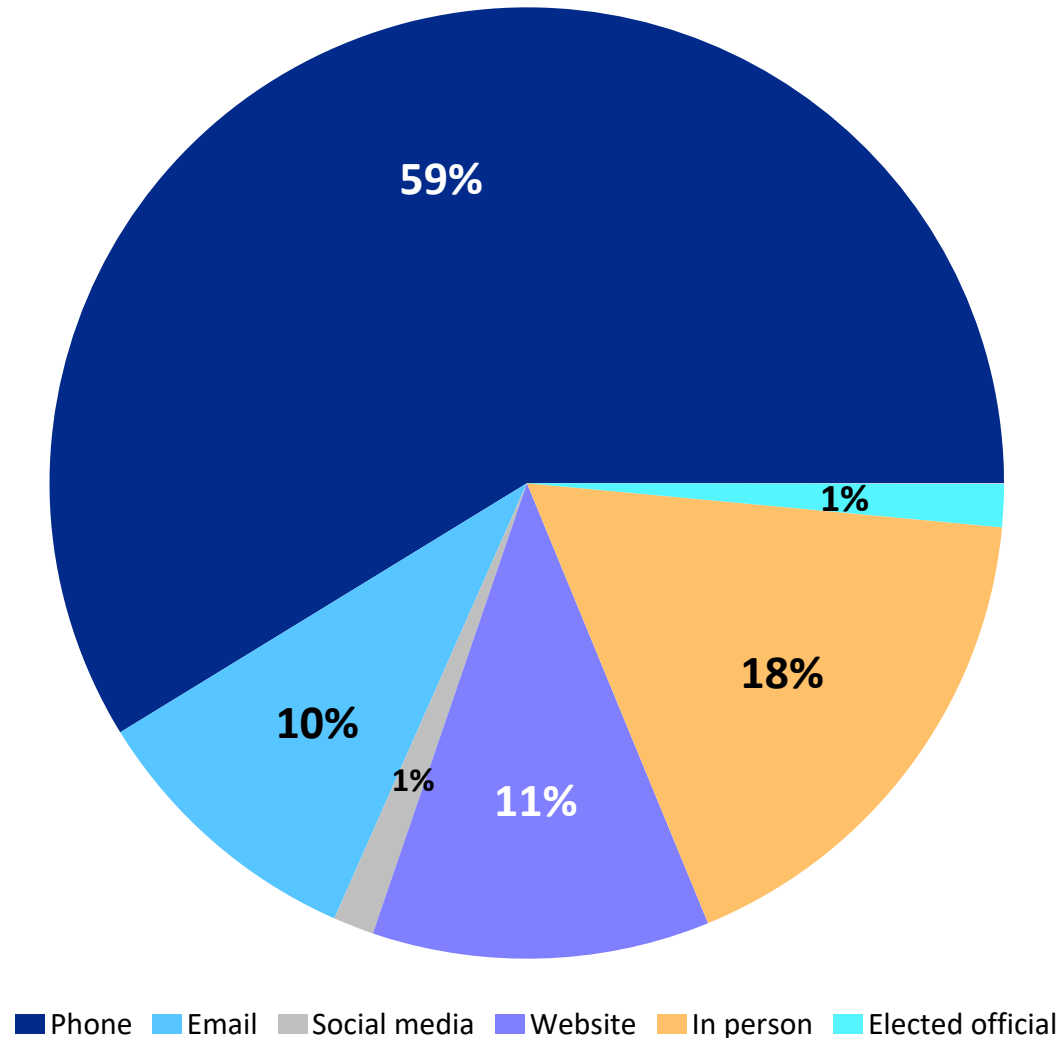


Source: ETC Institute (2020)

ETC Institute (2020)

Q25a. How did you most recently contact the City?

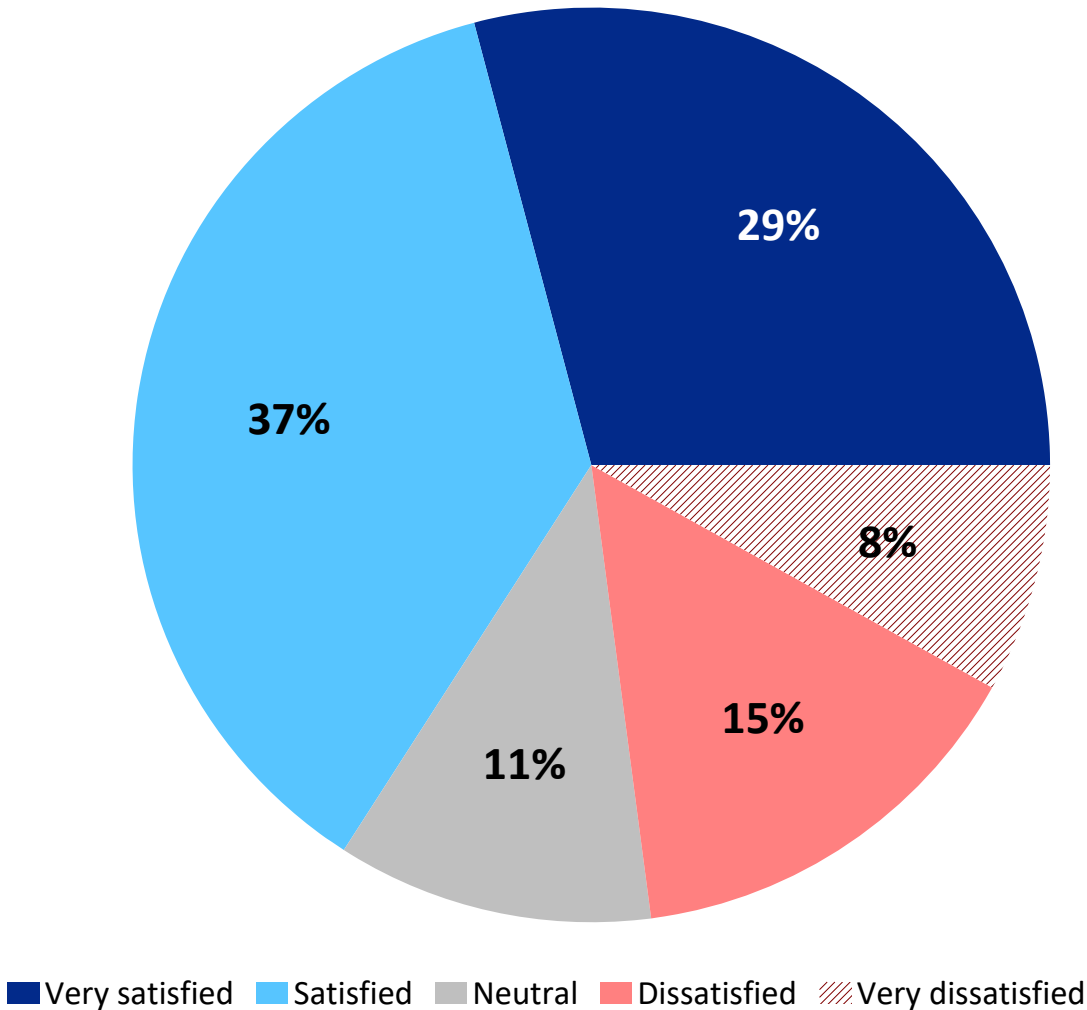
by percentage of respondents who have called or visited the City with a question, problem, or complaint during the past year



Source: ETC Institute (2020)

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

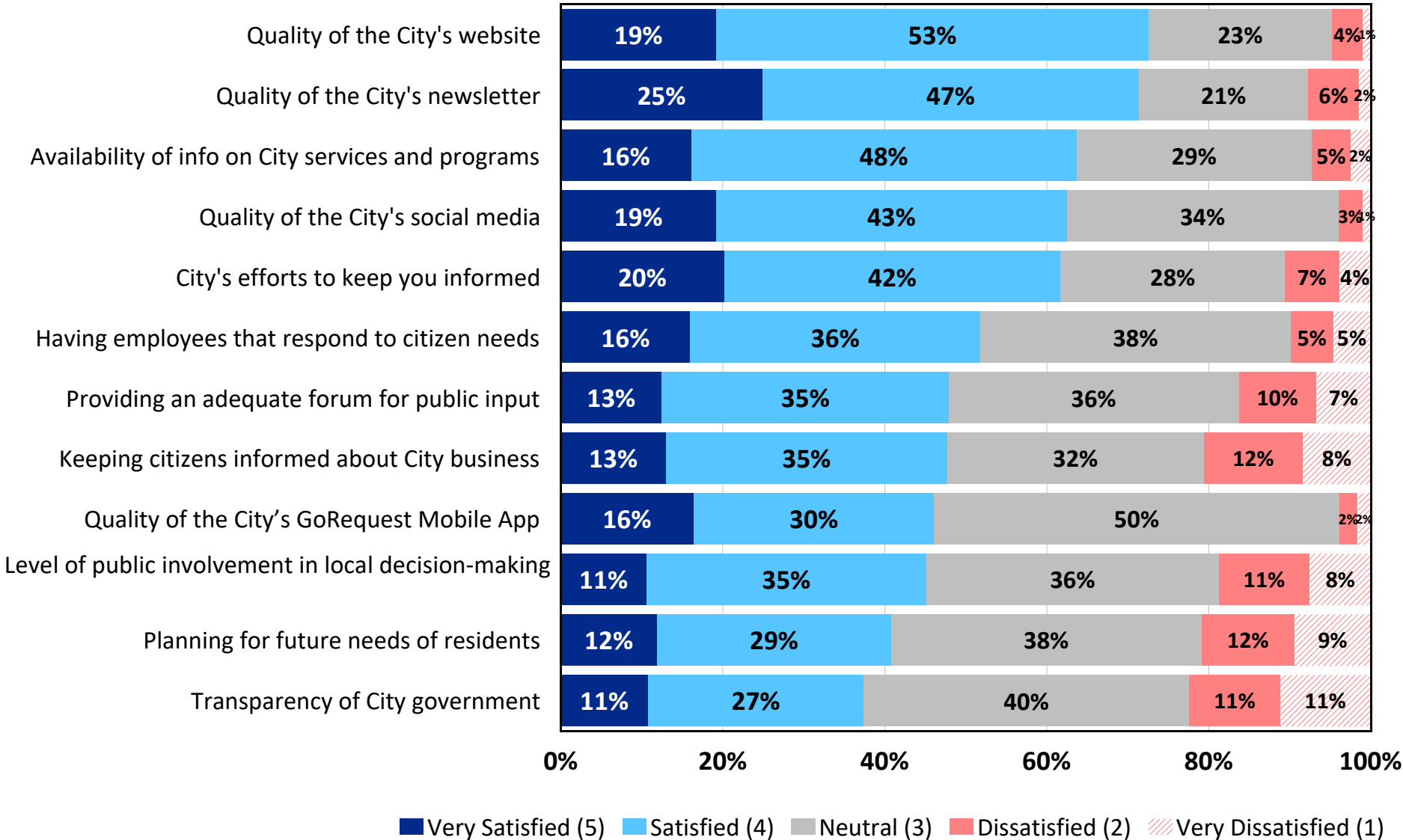
by percentage of respondents who have called or visited the City with a question, problem, or complaint during the past year



Source: ETC Institute (2020)

Q26. Satisfaction with City Communication

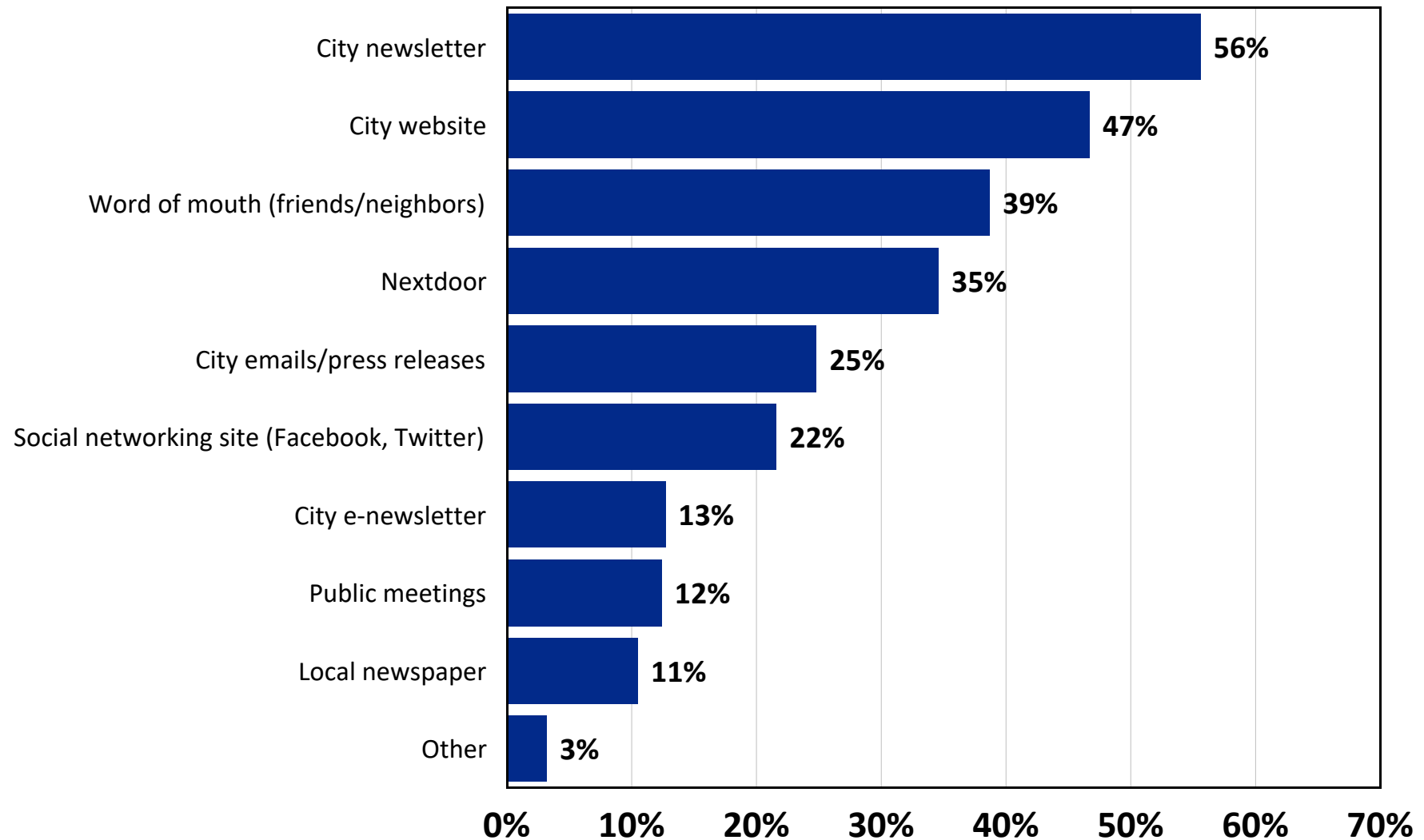
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

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

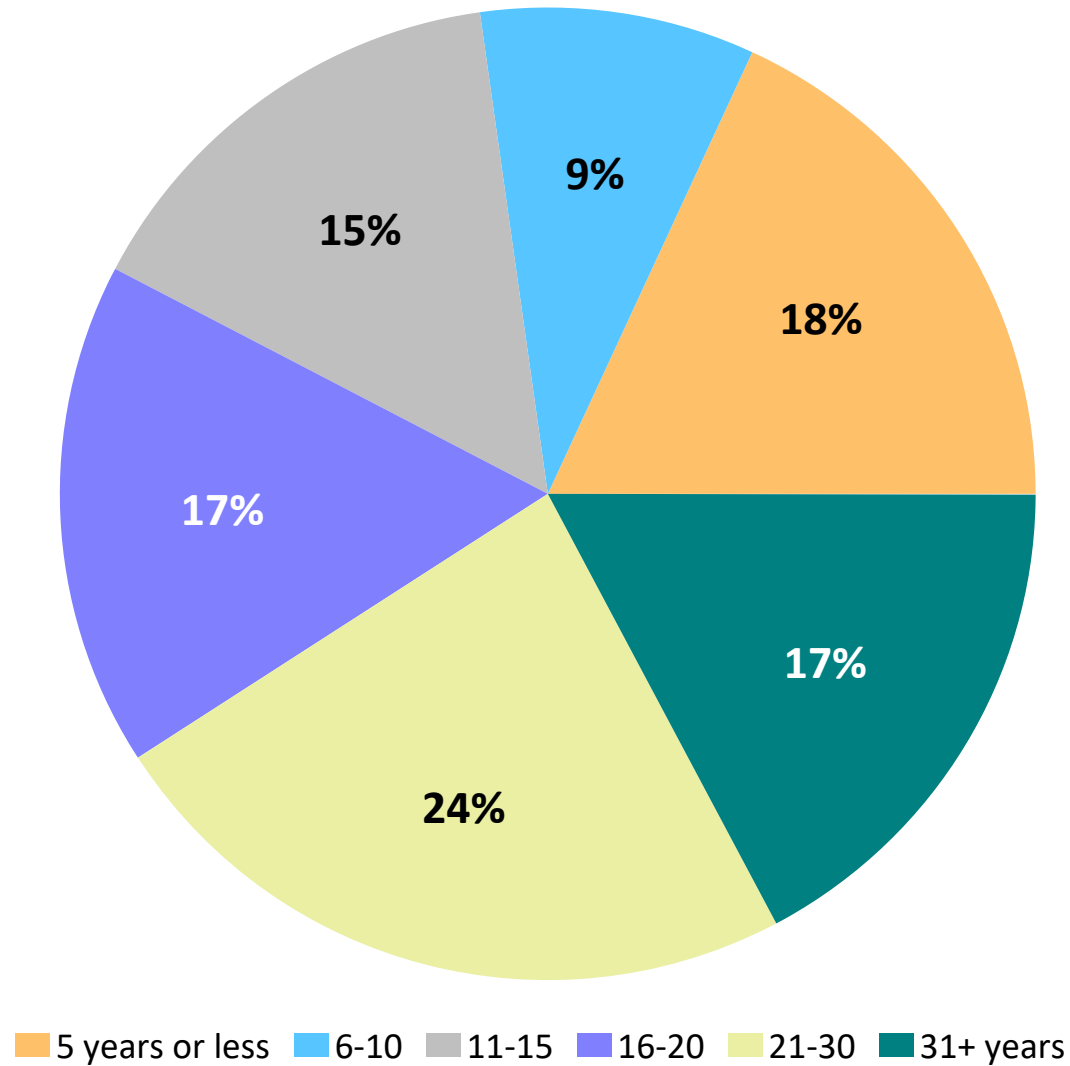
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

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

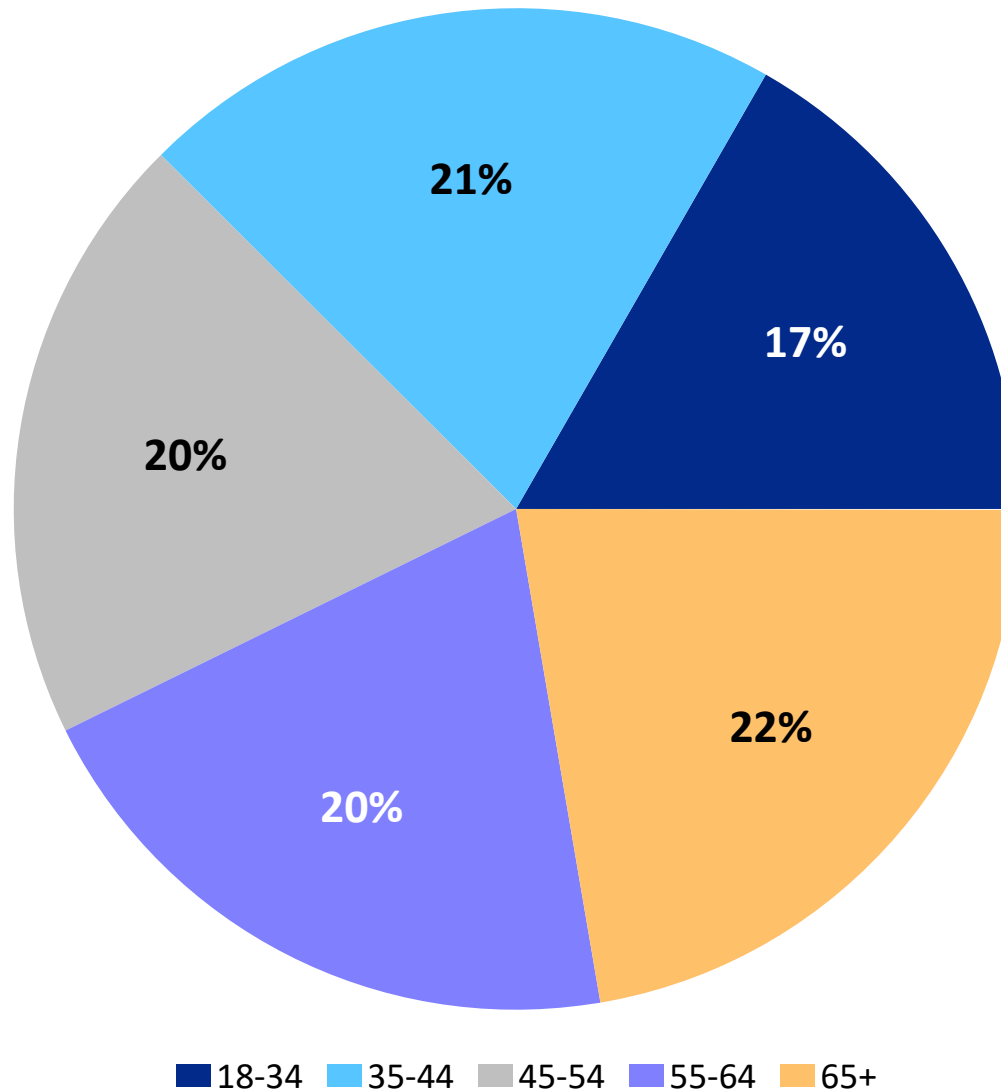
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q29. Demographics: What is your age?

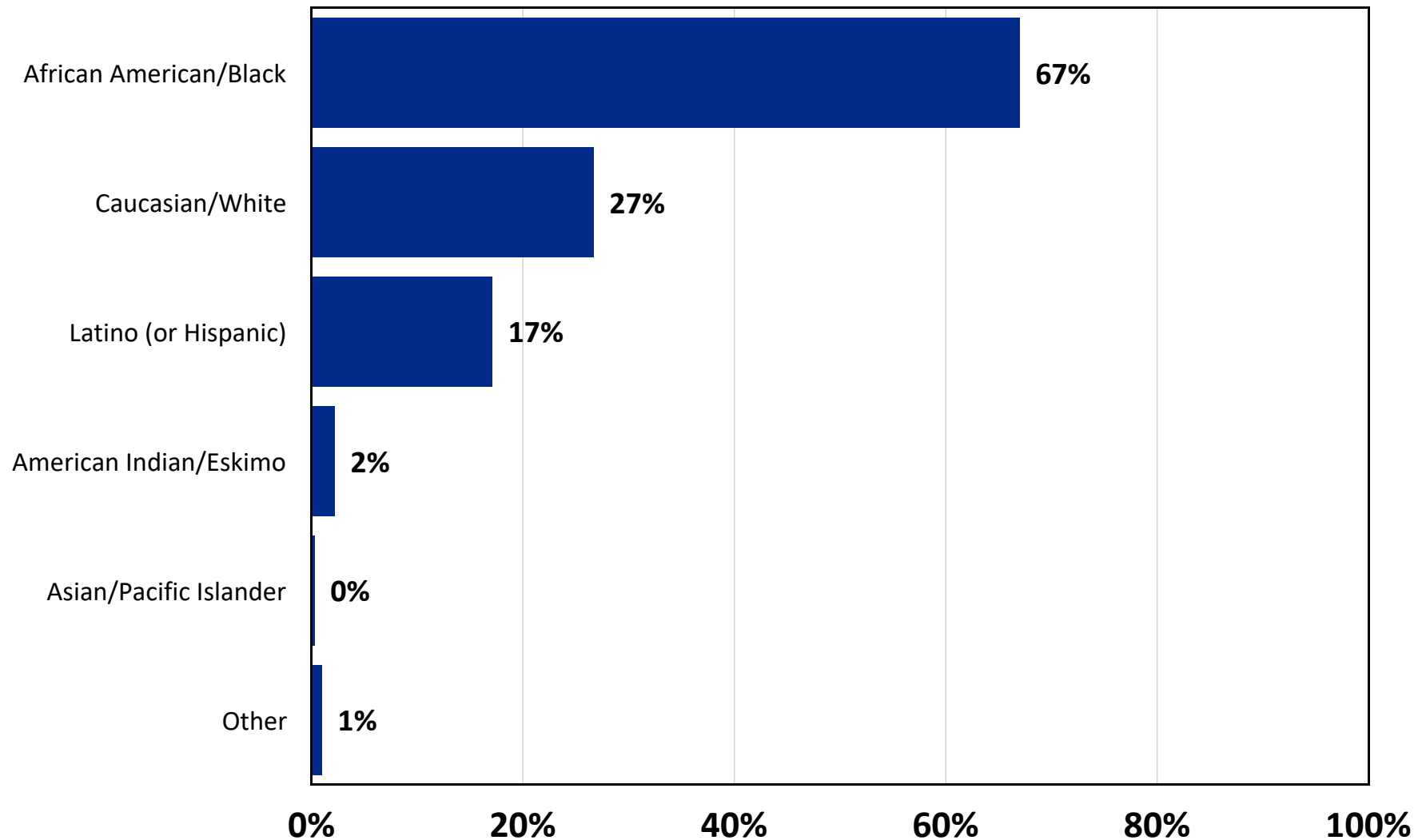
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

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

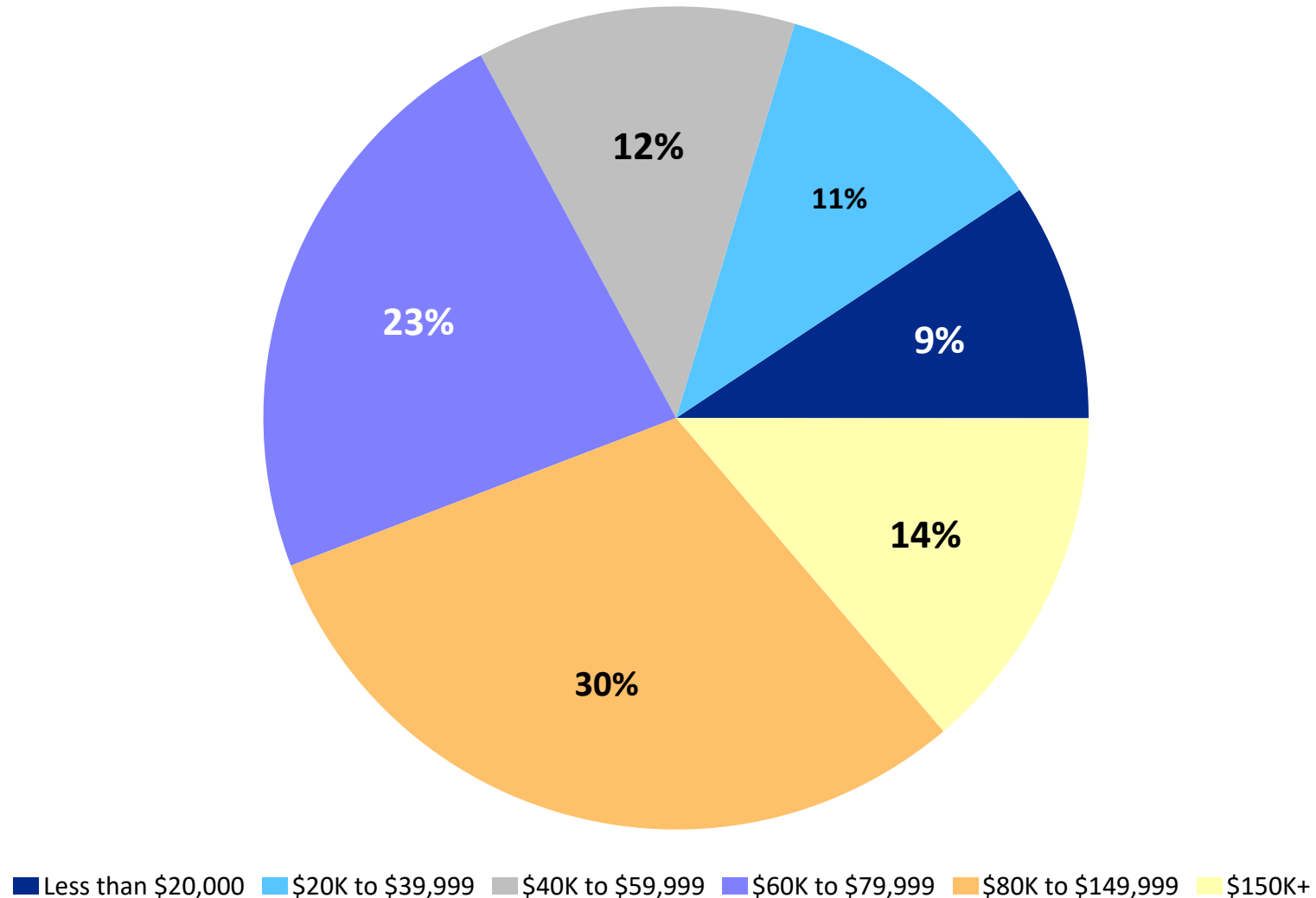
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Q31. Demographics: Annual Household Income

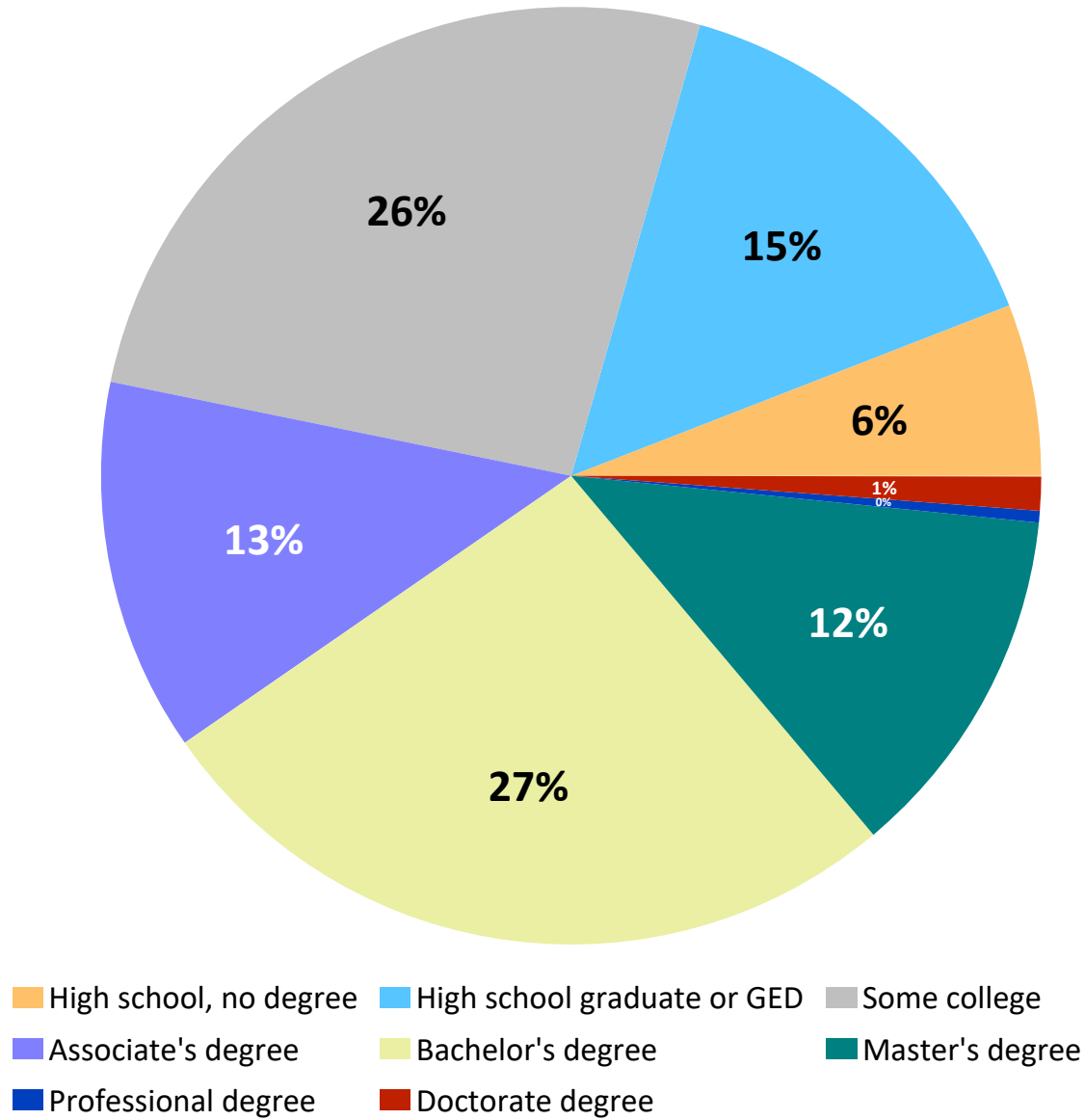
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q32. Demographics: Highest Level of Education Obtained

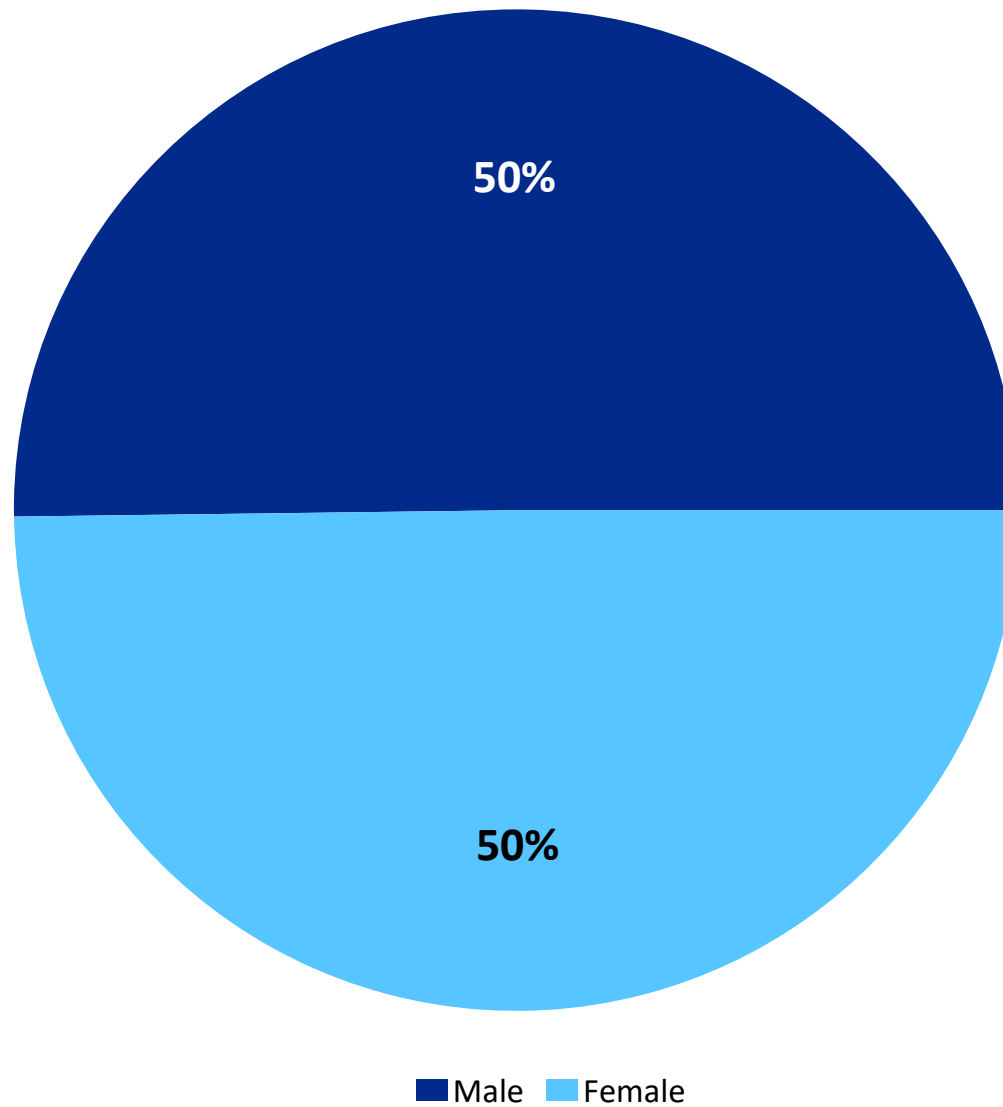
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q33. Demographics: Gender

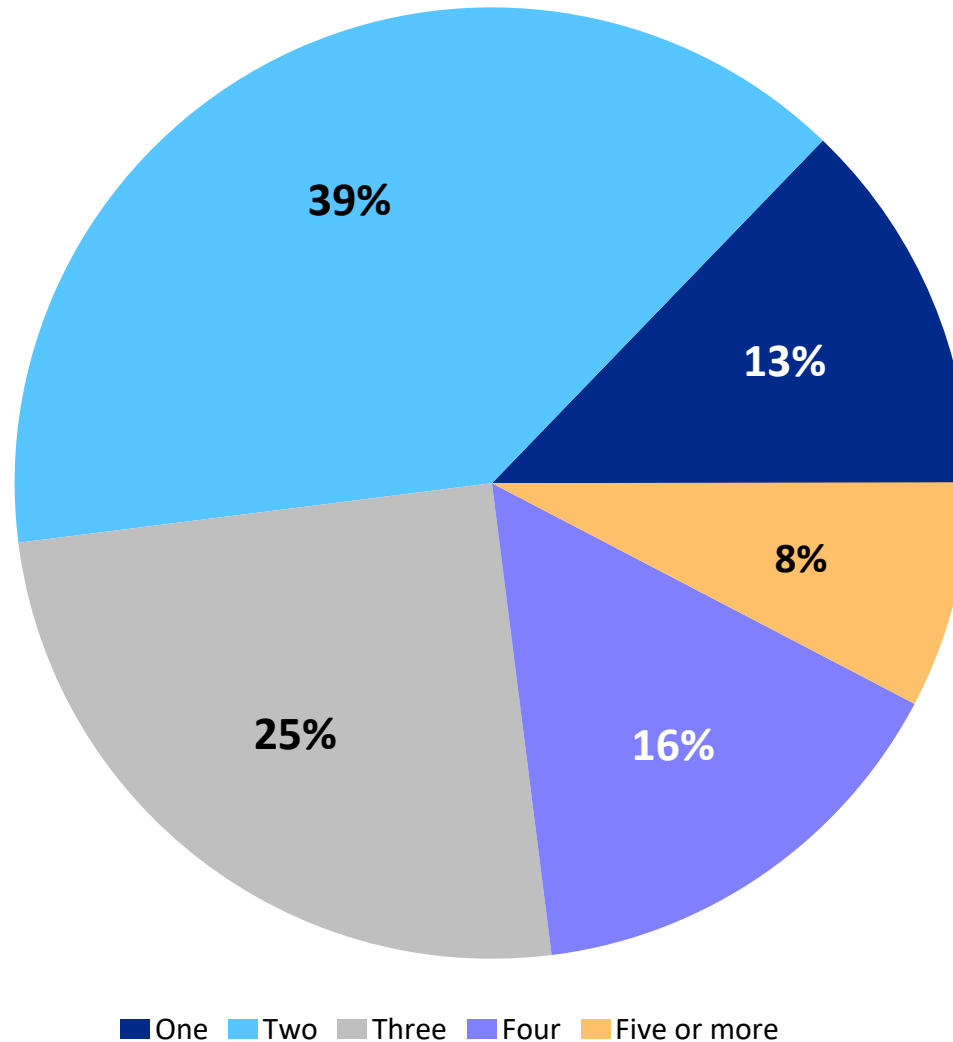
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

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

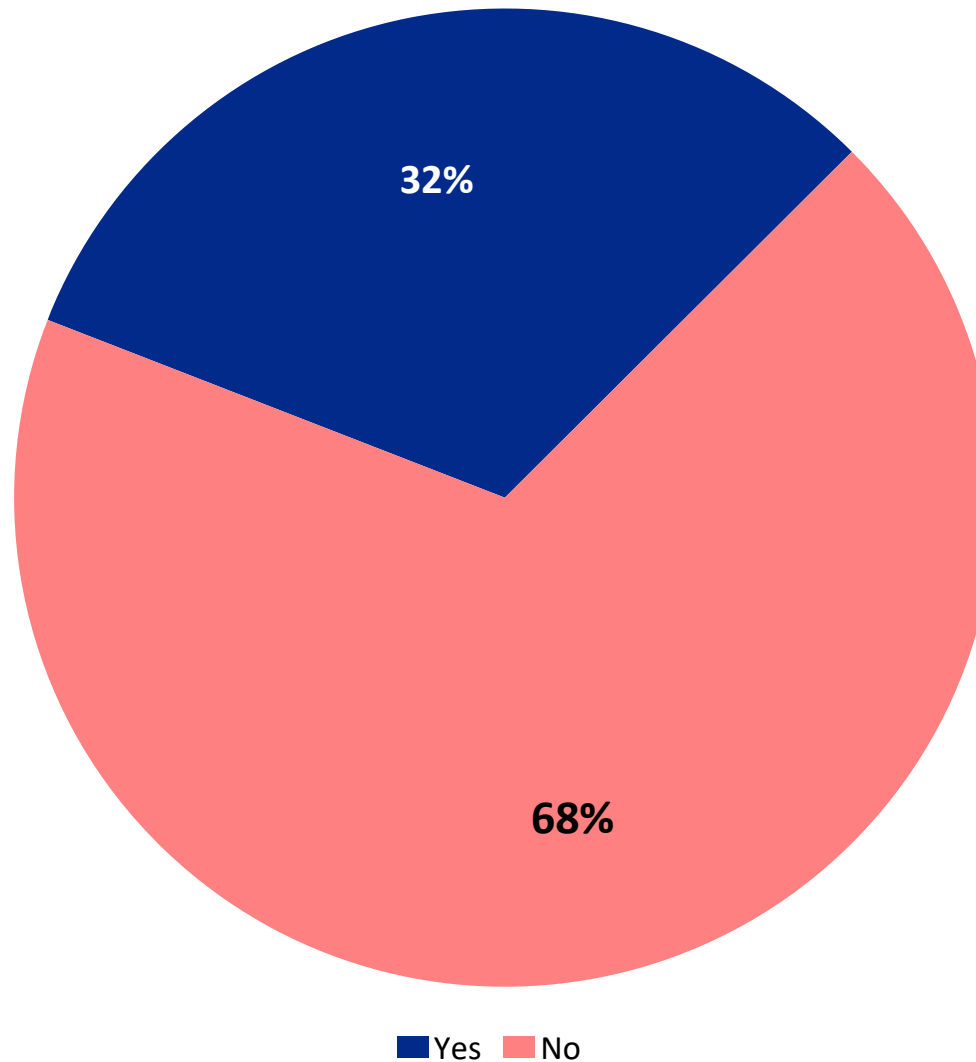
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

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 (2020)

Section 2

Benchmarking Analysis

Benchmarking Summary Report

DeSoto, Texas

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 2019 to a random sample of more than 4,000 residents across the United States, and (2) a regional survey administered to over 300 residents living in the state of Texas during the summer of 2019.

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 2019 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.

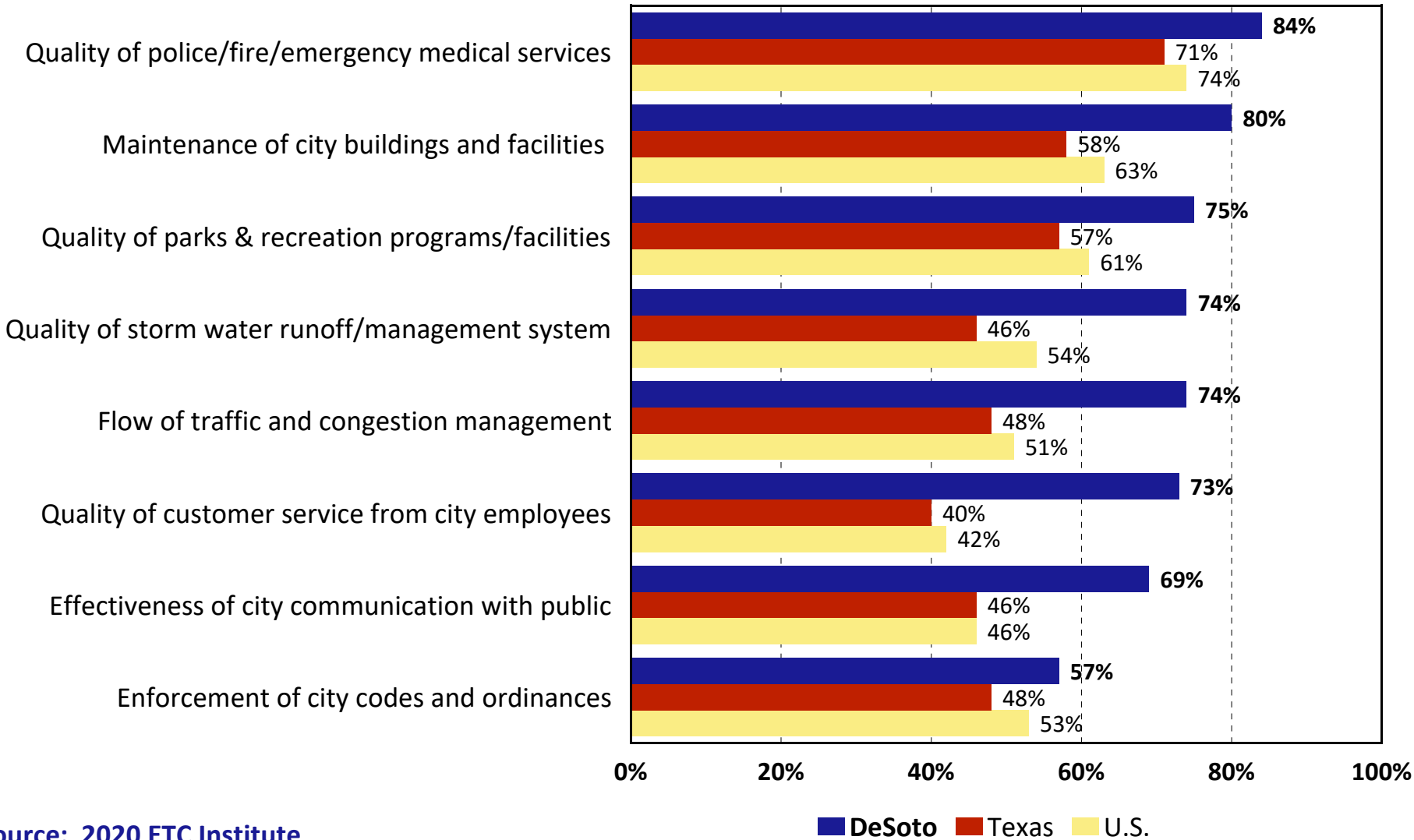
National Benchmarks

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")

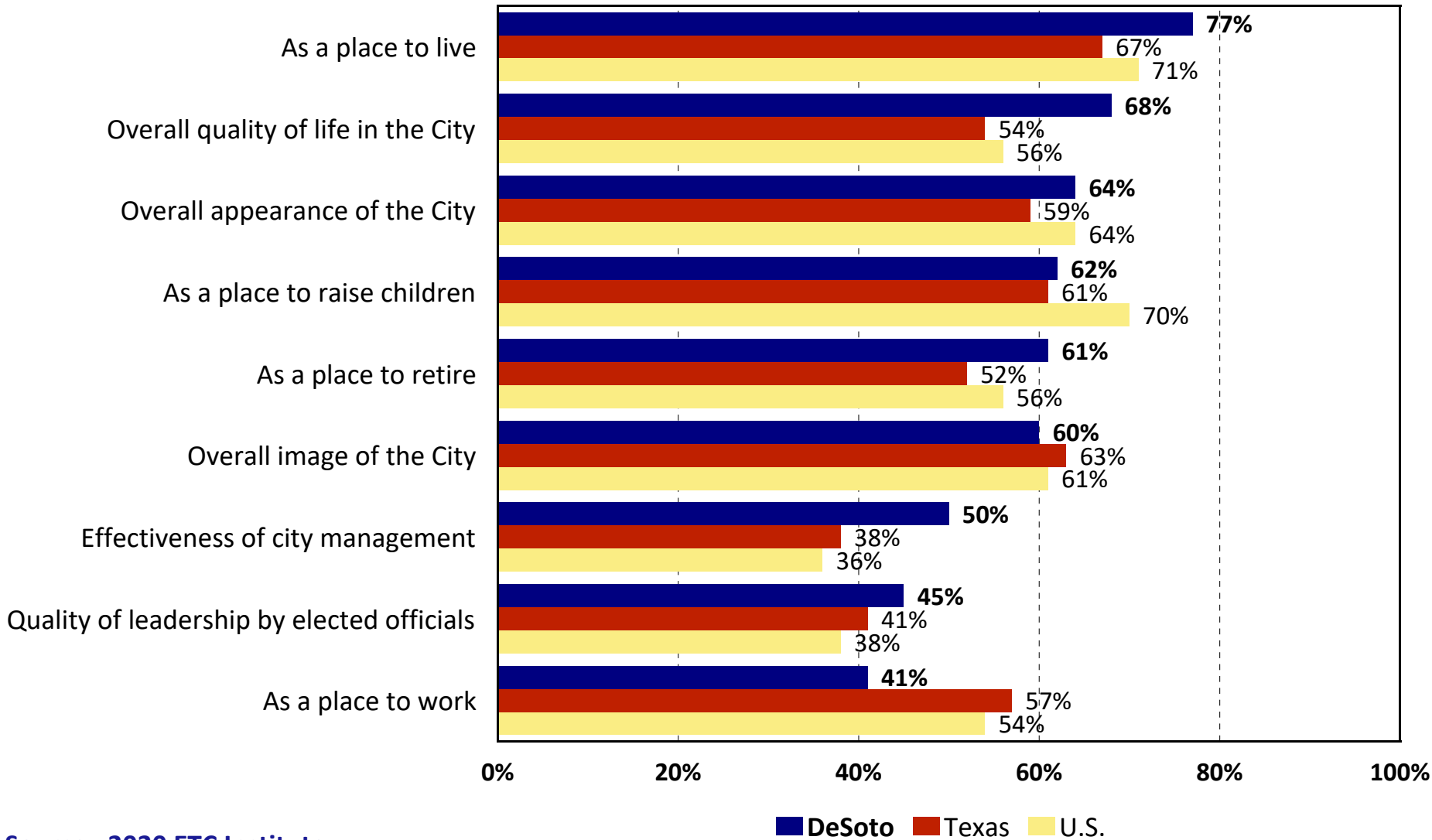


Source: 2020 ETC Institute

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")

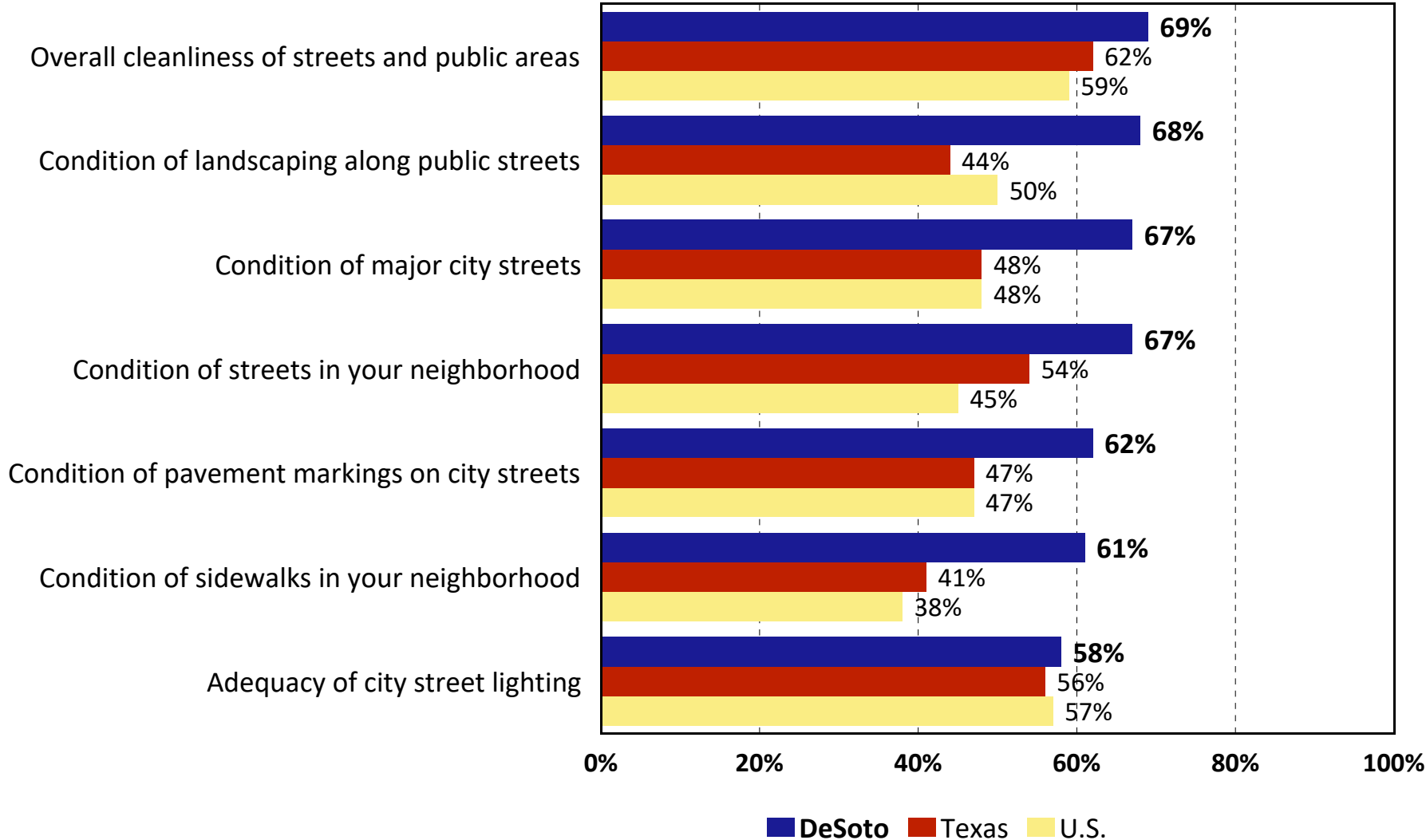


Source: 2020 ETC Institute

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")

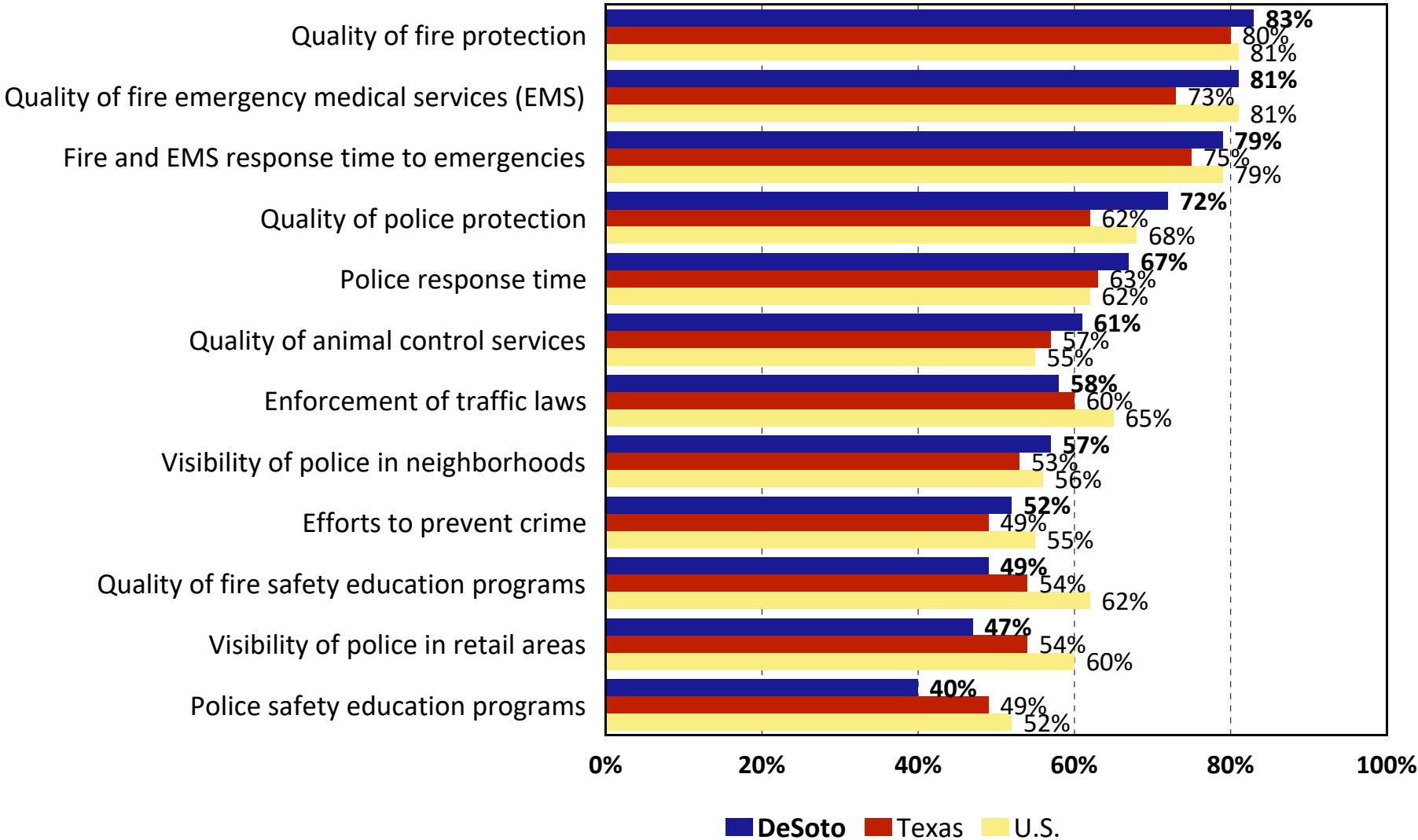


Source: 2020 ETC Institute

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")

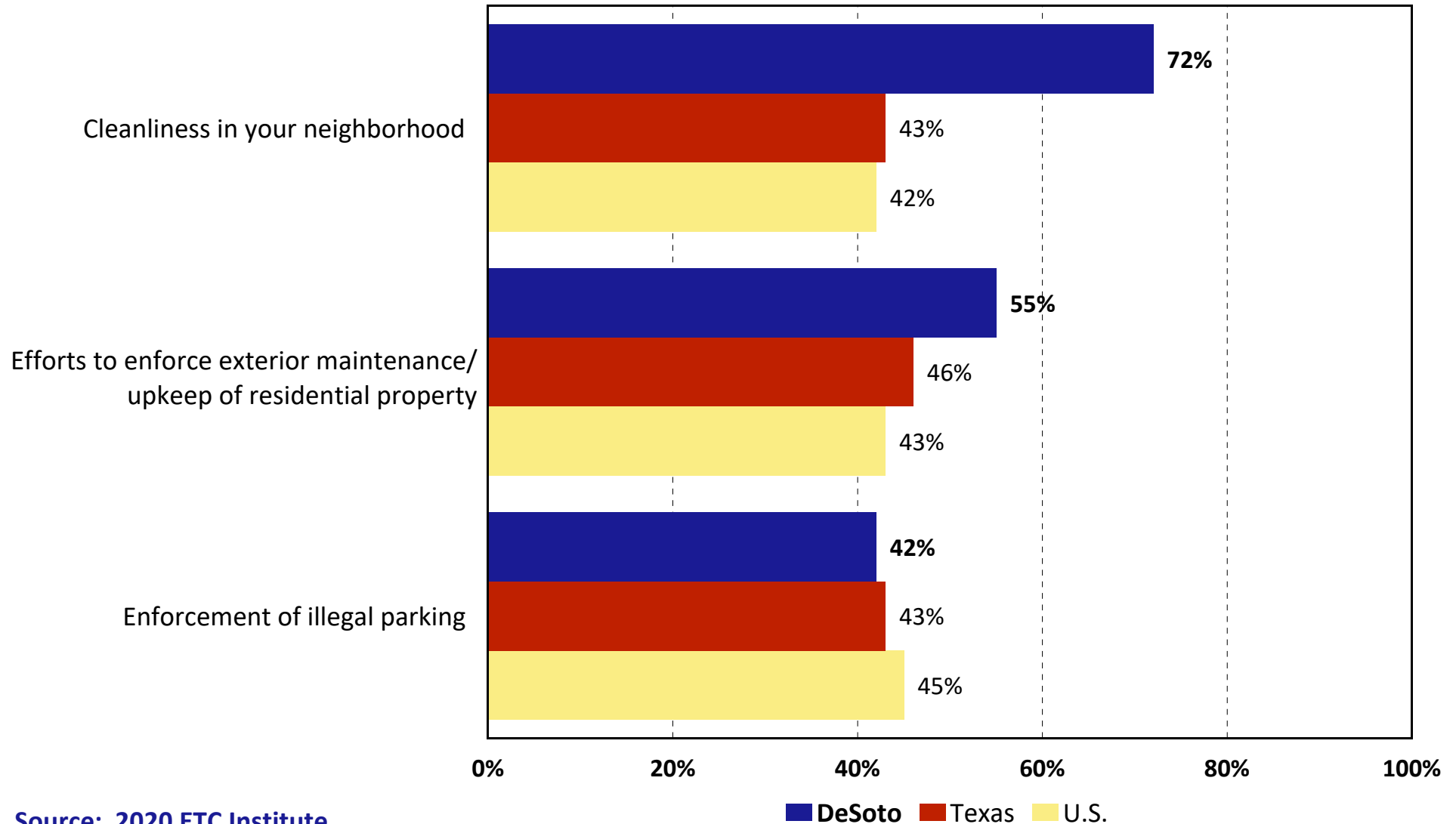


Source: 2020 ETC Institute

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")

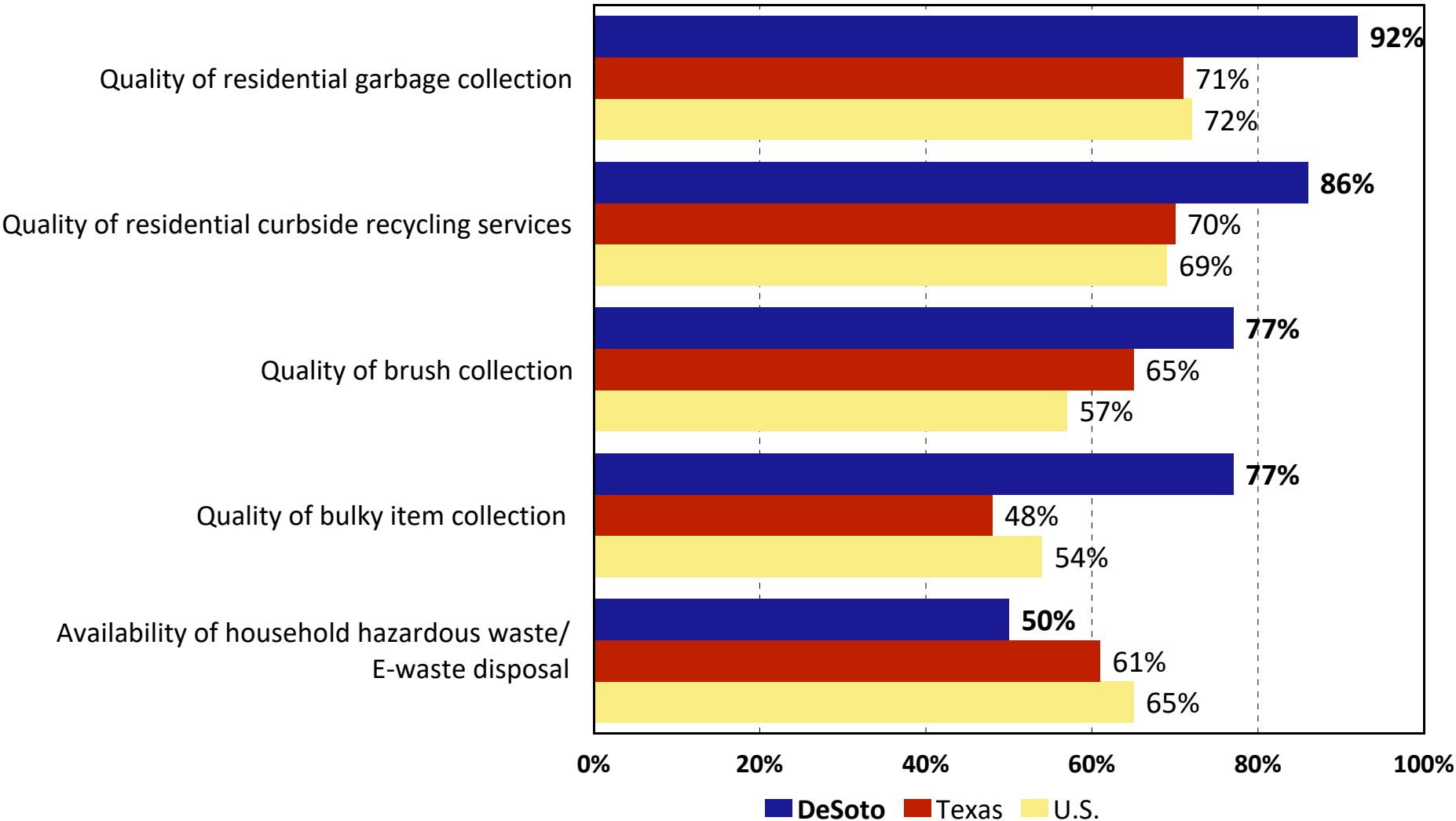


Source: 2020 ETC Institute

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")

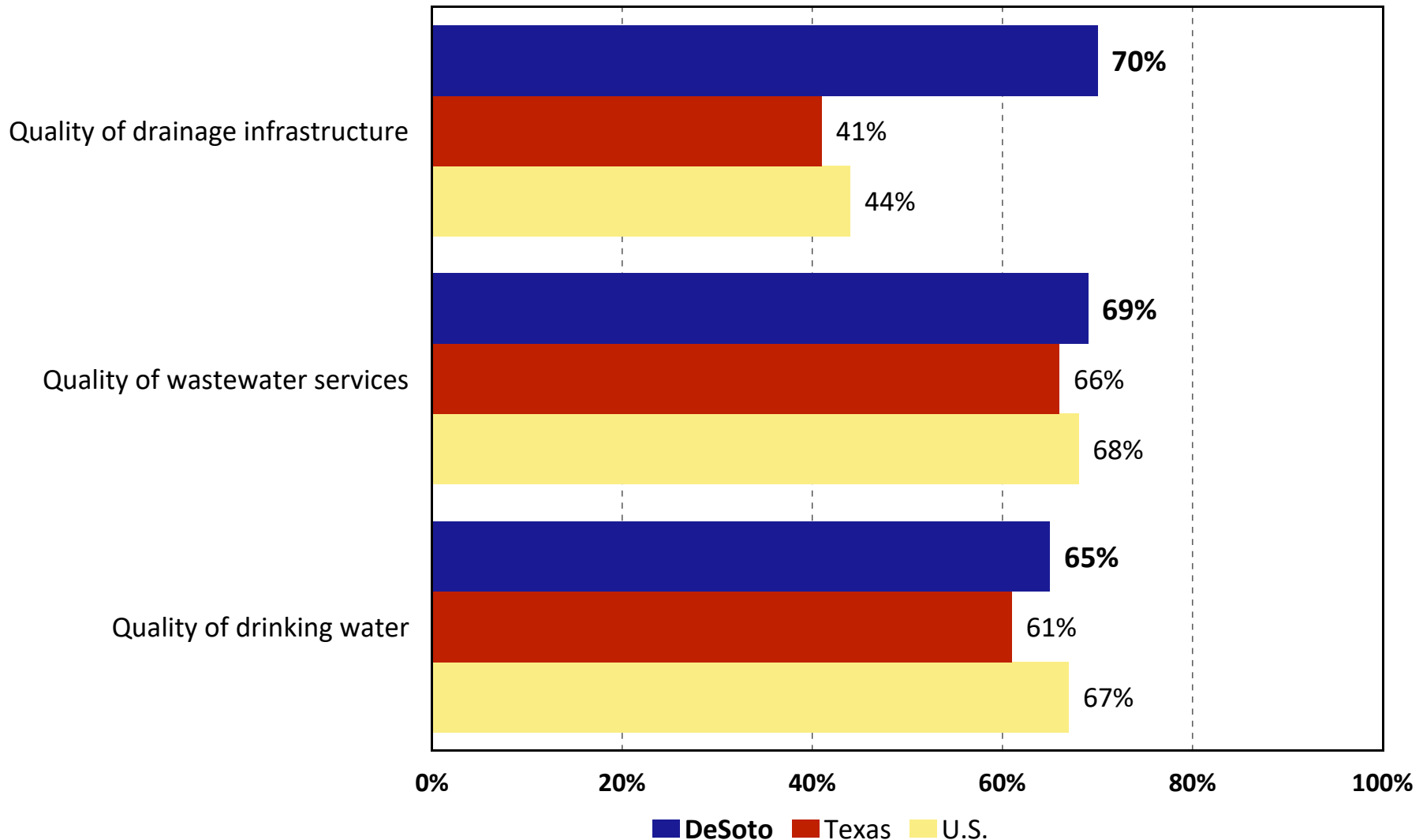


Source: 2020 ETC Institute

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")

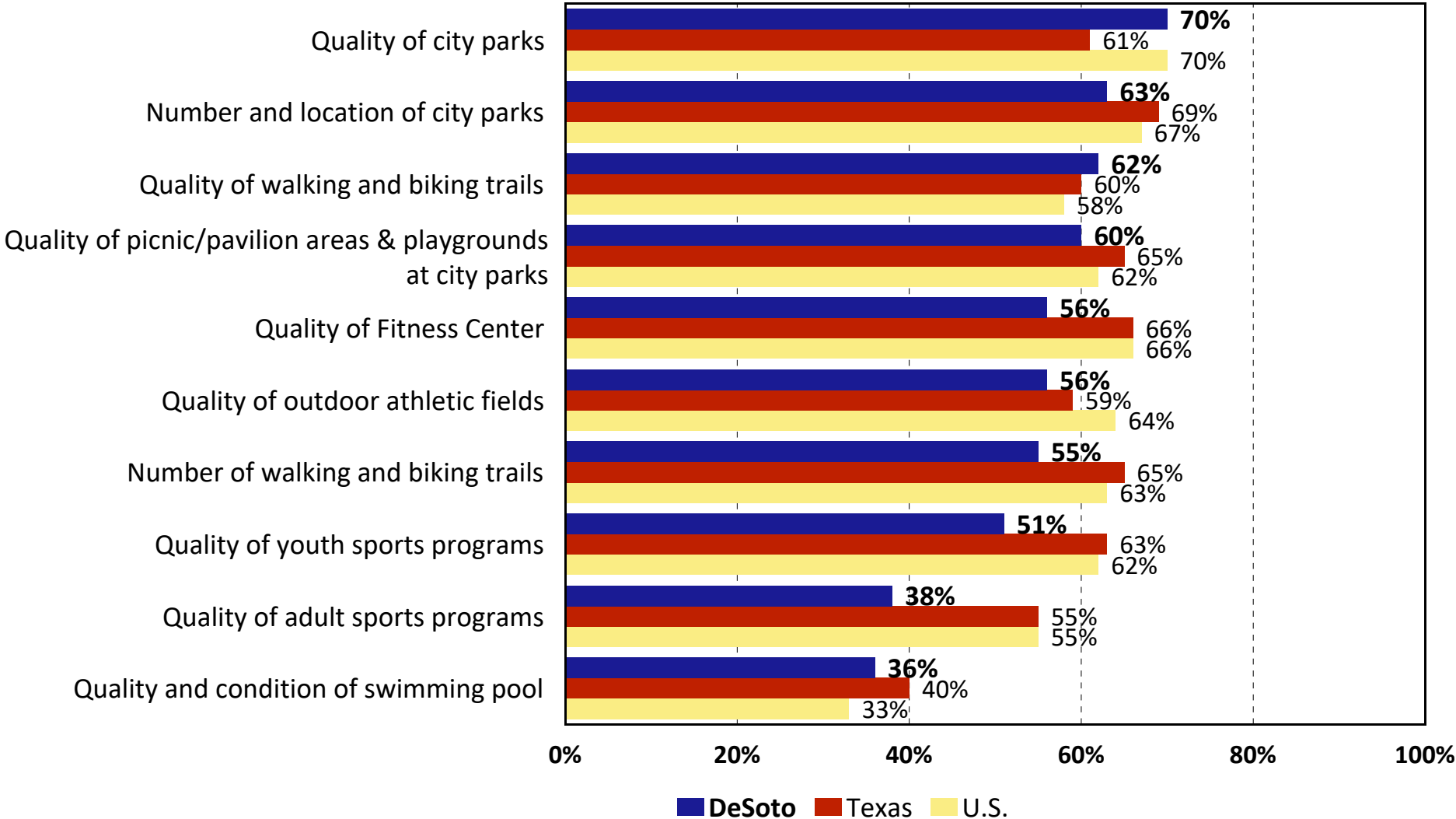


Source: 2020 ETC Institute

Satisfaction with Parks and Recreation

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")

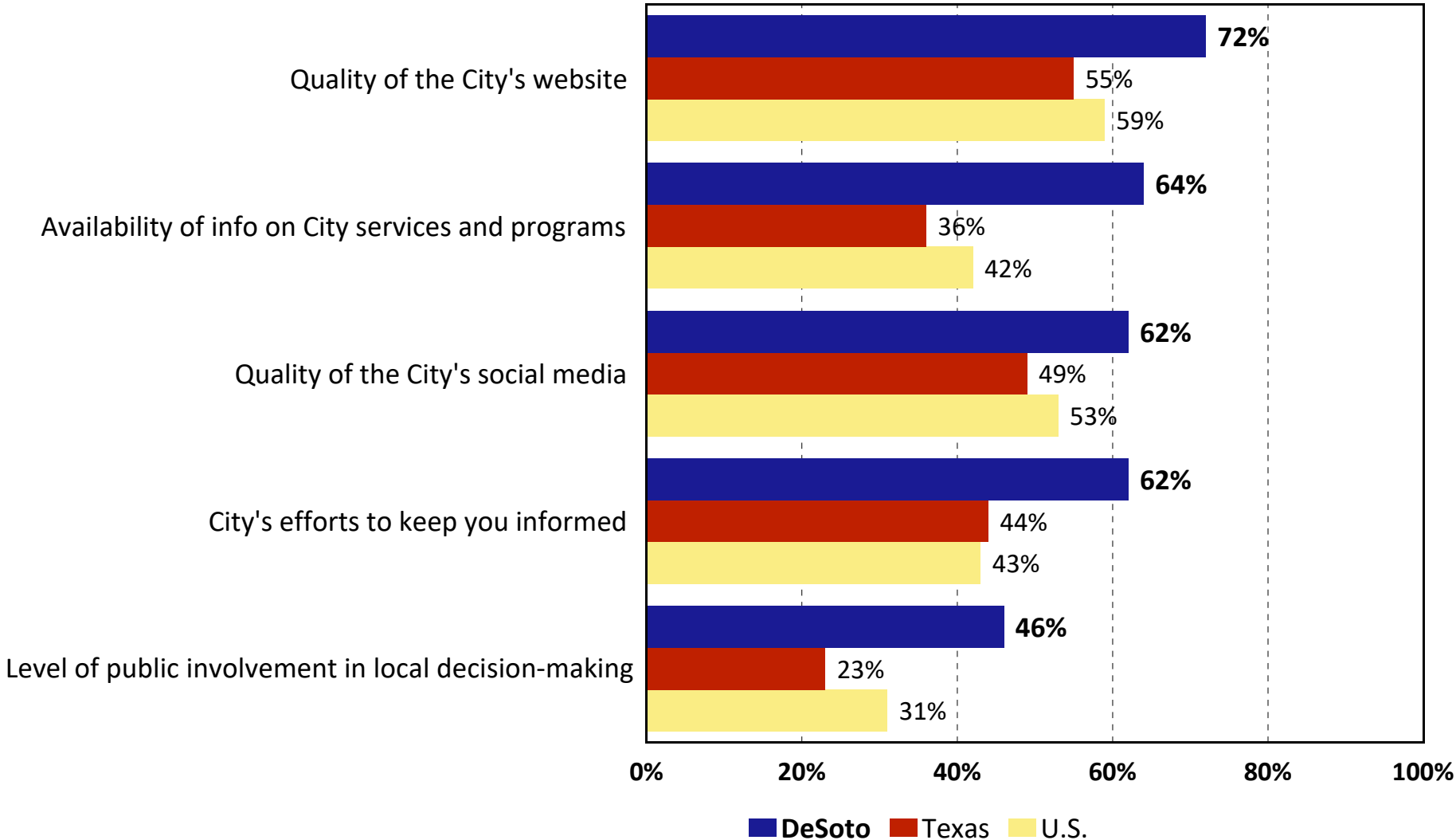


Source: 2020 ETC Institute

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: 2020 ETC Institute

Section 3

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

DeSoto, Texas

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 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 major categories of City services they thought should receive the most emphasis over the next two years. Approximately thirty-four percent (34.3%) of respondents selected *enforcement of city codes and ordinances* as one of the most important items for the City to emphasize.

With regard to satisfaction, 57% of respondents surveyed rated *enforcement of city codes and ordinances* as a "4" or "5" on a 5-point scale (where "5" means "very satisfied"), excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 34.3% was multiplied by 43% (1-0.57). This calculation yielded an I-S rating of 0.1475, which ranked first out of 10 major categories of City services.

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.

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 > 0.20)
- *Increase Current Emphasis* (IS = 0.10 - 0.20)
- *Maintain Current Emphasis* (IS < 0.10)

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

2020 Importance-Satisfaction Rating

City of DeSoto, Texas

Overall Satisfaction with City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Enforcement of city codes and ordinances	34%	3	57%	10	0.1475	1
Quality of city water and sewer utilities	36%	2	71%	7	0.1050	2
<u>Medium Priority (IS <.10)</u>						
Quality of police/fire/emergency medical services	49%	1	84%	1	0.0787	3
Quality of parks & recreation programs/facilities	29%	4	75%	3	0.0715	4
Effectiveness of city communication with public	21%	5	69%	9	0.0660	5
Quality of the timing of lights	15%	7	70%	8	0.0444	6
Flow of traffic and congestion management	16%	6	74%	5	0.0421	7
Quality of customer service from city employees	11%	8	73%	6	0.0292	8
Quality of storm water runoff/management system	11%	9	74%	4	0.0281	9
Maintenance of city buildings and facilities	10%	10	80%	2	0.0198	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 be the City's top priorities.

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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2020 Importance-Satisfaction Rating

City of DeSoto, Texas

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Adequacy of city street lighting	24%	1	58%	10	0.1012	1
<u>Medium Priority (IS <.10)</u>						
Condition of major city streets	24%	2	67%	4	0.0776	2
Condition of streets in your neighborhood	23%	3	67%	5	0.0752	3
Pedestrian accessibility and walkability	17%	5	59%	9	0.0693	4
Condition of sidewalks in your neighborhood	17%	6	61%	8	0.0655	5
Overall cleanliness of streets and public areas	20%	4	69%	2	0.0620	6
Condition of landscaping along public streets	11%	7	68%	3	0.0355	7
Timing of traffic signals on city streets	11%	8	67%	6	0.0347	8
Condition of pavement markings on city streets	8%	9	62%	7	0.0300	9
Appearance/condition of city medians, rights-of-way and public areas	7%	10	69%	1	0.0205	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 be the City's top priorities.

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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2020 Importance-Satisfaction Rating

City of DeSoto, Texas

Public Safety 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	27%	1	57%	10	0.1148	1
Medium Priority (IS <.10)						
Efforts to prevent crime	18%	3	52%	12	0.0869	2
Visibility of police in retail areas	14%	4	47%	15	0.0742	3
Quality of police protection	23%	2	72%	4	0.0641	4
Police safety education programs	10%	5	40%	16	0.0588	5
Emergency preparedness public education	10%	6	47%	14	0.0504	6
Community public safety efforts	9%	7	53%	11	0.0432	7
Police response time	9%	8	67%	6	0.0294	8
Enforcement of traffic laws	7%	10	58%	9	0.0277	9
Quality of animal control services	7%	9	61%	8	0.0261	10
Quality of fire safety education programs	2%	15	49%	13	0.0112	11
Quality of the City's dispatch center for emergency and non-emergency calls	3%	13	69%	5	0.0090	12
Quality of fire emergency medical services (EMS)	4%	12	81%	2	0.0067	13
Quality of fire protection	4%	11	83%	1	0.0060	14
Fire and EMS response time to emergencies	3%	14	79%	3	0.0055	15
Quality/accessibility of municipal court services	1%	16	63%	7	0.0048	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 be the City's top priorities.

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.

Section 4

Tabular Data

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police, fire, & emergency medical services	35.9%	38.7%	11.1%	1.6%	1.6%	11.1%
Q1-2. Overall quality of City parks & recreation programs & facilities	23.2%	44.1%	15.6%	5.4%	1.9%	9.8%
Q1-3. Overall maintenance of City buildings & facilities	28.6%	42.9%	15.6%	1.3%	1.0%	10.8%
Q1-4. Overall quality of City water & sewer utilities	27.9%	41.6%	16.5%	8.6%	3.5%	1.9%
Q1-5. Overall enforcement of City codes & ordinances	20.6%	32.7%	21.6%	11.4%	6.0%	7.6%
Q1-6. Overall quality of customer service you receive from City employees	32.1%	34.9%	19.0%	4.1%	2.9%	7.0%
Q1-7. Overall effectiveness of City communication with the public	26.3%	38.1%	20.3%	5.1%	3.8%	6.3%
Q1-8. Overall quality of City's stormwater runoff/stormwater management system	25.4%	41.3%	17.8%	2.9%	2.2%	10.5%
Q1-9. Overall flow of traffic & congestion management in City	26.3%	46.3%	17.5%	5.4%	2.5%	1.9%
Q1-10. Overall quality of timing of lights (e.g. Hampton Road & Pleasant Run)	25.1%	43.2%	19.4%	5.1%	4.8%	2.5%

WITHOUT "DON'T KNOW"

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police, fire, & emergency medical services	40.4%	43.6%	12.5%	1.8%	1.8%
Q1-2. Overall quality of City parks & recreation programs & facilities	25.7%	48.9%	17.3%	6.0%	2.1%
Q1-3. Overall maintenance of City buildings & facilities	32.0%	48.0%	17.4%	1.4%	1.1%
Q1-4. Overall quality of City water & sewer utilities	28.5%	42.4%	16.8%	8.7%	3.6%
Q1-5. Overall enforcement of City codes & ordinances	22.3%	35.4%	23.4%	12.4%	6.5%
Q1-6. Overall quality of customer service you receive from City employees	34.5%	37.5%	20.5%	4.4%	3.1%
Q1-7. Overall effectiveness of City communication with the public	28.1%	40.7%	21.7%	5.4%	4.1%
Q1-8. Overall quality of City's stormwater runoff/stormwater management system	28.4%	46.1%	19.9%	3.2%	2.5%
Q1-9. Overall flow of traffic & congestion management in City	26.9%	47.2%	17.8%	5.5%	2.6%
Q1-10. Overall quality of timing of lights (e.g. Hampton Road & Pleasant Run)	25.7%	44.3%	19.9%	5.2%	4.9%

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?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	102	32.4 %
Overall quality of City parks & recreation programs & facilities	24	7.6 %
Overall maintenance of City buildings & facilities	3	1.0 %
Overall quality of City water & sewer utilities	48	15.2 %
Overall enforcement of City codes & ordinances	34	10.8 %
Overall quality of customer service you receive from City employees	10	3.2 %
Overall effectiveness of City communication with the public	9	2.9 %
Overall quality of City's stormwater runoff/stormwater management system	3	1.0 %
Overall flow of traffic & congestion management in City	15	4.8 %
Overall quality of timing of lights (e.g. Hampton Road & Pleasant Run)	13	4.1 %
None chosen	54	17.1 %
Total	315	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?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	29	9.2 %
Overall quality of City parks & recreation programs & facilities	34	10.8 %
Overall maintenance of City buildings & facilities	15	4.8 %
Overall quality of City water & sewer utilities	43	13.7 %
Overall enforcement of City codes & ordinances	44	14.0 %
Overall quality of customer service you receive from City employees	8	2.5 %
Overall effectiveness of City communication with the public	30	9.5 %
Overall quality of City's stormwater runoff/stormwater management system	14	4.4 %
Overall flow of traffic & congestion management in City	11	3.5 %
Overall quality of timing of lights (e.g. Hampton Road & Pleasant Run)	14	4.4 %
None chosen	73	23.2 %
Total	315	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?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	24	7.6 %
Overall quality of City parks & recreation programs & facilities	32	10.2 %
Overall maintenance of City buildings & facilities	13	4.1 %
Overall quality of City water & sewer utilities	23	7.3 %
Overall enforcement of City codes & ordinances	30	9.5 %
Overall quality of customer service you receive from City employees	16	5.1 %
Overall effectiveness of City communication with the public	28	8.9 %
Overall quality of City's stormwater runoff/stormwater management system	17	5.4 %
Overall flow of traffic & congestion management in City	25	7.9 %
Overall quality of timing of lights (e.g. Hampton Road & Pleasant Run)	20	6.3 %
None chosen	87	27.6 %
Total	315	100.0 %

SUM OF TOP 3 CHOICES

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)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, & emergency medical services	155	49.2 %
Overall quality of City parks & recreation programs & facilities	90	28.6 %
Overall maintenance of City buildings & facilities	31	9.8 %
Overall quality of City water & sewer utilities	114	36.2 %
Overall enforcement of City codes & ordinances	108	34.3 %
Overall quality of customer service you receive from City employees	34	10.8 %
Overall effectiveness of City communication with the public	67	21.3 %
Overall quality of City's stormwater runoff/stormwater management system	34	10.8 %
Overall flow of traffic & congestion management in City	51	16.2 %
Overall quality of timing of lights (e.g. Hampton Road & Pleasant Run)	47	14.9 %
None chosen	54	17.1 %
Total	785	

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 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. DeSoto as a place to live	32.1%	43.5%	13.7%	6.7%	2.5%	1.6%
Q3-2. DeSoto as a place to raise children	24.4%	34.3%	19.0%	9.2%	7.6%	5.4%
Q3-3. DeSoto as a place to work	13.0%	18.7%	31.4%	8.6%	5.4%	22.9%
Q3-4. DeSoto as a place to retire	23.8%	34.6%	24.1%	9.8%	3.5%	4.1%
Q3-5. Overall image of DeSoto	18.7%	40.3%	21.6%	13.7%	3.5%	2.2%
Q3-6. Overall quality of life in DeSoto	21.9%	45.1%	19.4%	8.9%	3.2%	1.6%
Q3-7. Variety of activities for families in the community	13.3%	26.7%	27.6%	15.6%	6.3%	10.5%
Q3-8. DeSoto as an arts & entertainment destination	10.2%	21.0%	29.2%	19.0%	10.2%	10.5%
Q3-9. DeSoto as a youth sports destination	12.4%	31.1%	28.3%	8.3%	3.5%	16.5%
Q3-10. Overall appearance of DeSoto	20.6%	41.6%	23.8%	8.9%	2.9%	2.2%
Q3-11. DeSoto as a welcoming community for families	19.0%	41.3%	21.0%	7.9%	3.8%	7.0%
Q3-12. DeSoto as a welcoming community for people of diverse backgrounds	20.3%	34.6%	27.0%	5.4%	5.1%	7.6%
Q3-13. Overall quality of leadership provided by DeSoto's elected officials	12.4%	28.3%	28.3%	14.0%	7.3%	9.8%
Q3-14. Overall effectiveness of City management	11.7%	33.7%	29.5%	10.2%	5.7%	9.2%

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 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. DeSoto as a place to live	32.6%	44.2%	13.9%	6.8%	2.6%
Q3-2. DeSoto as a place to raise children	25.8%	36.2%	20.1%	9.7%	8.1%
Q3-3. DeSoto as a place to work	16.9%	24.3%	40.7%	11.1%	7.0%
Q3-4. DeSoto as a place to retire	24.8%	36.1%	25.2%	10.3%	3.6%
Q3-5. Overall image of DeSoto	19.2%	41.2%	22.1%	14.0%	3.6%
Q3-6. Overall quality of life in DeSoto	22.3%	45.8%	19.7%	9.0%	3.2%
Q3-7. Variety of activities for families in the community	14.9%	29.8%	30.9%	17.4%	7.1%
Q3-8. DeSoto as an arts & entertainment destination	11.3%	23.4%	32.6%	21.3%	11.3%
Q3-9. DeSoto as a youth sports destination	14.8%	37.3%	33.8%	9.9%	4.2%
Q3-10. Overall appearance of DeSoto	21.1%	42.5%	24.4%	9.1%	2.9%
Q3-11. DeSoto as a welcoming community for families	20.5%	44.4%	22.5%	8.5%	4.1%
Q3-12. DeSoto as a welcoming community for people of diverse backgrounds	22.0%	37.5%	29.2%	5.8%	5.5%
Q3-13. Overall quality of leadership provided by DeSoto's elected officials	13.7%	31.3%	31.3%	15.5%	8.1%
Q3-14. Overall effectiveness of City management	12.9%	37.1%	32.5%	11.2%	6.3%

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Condition of major City streets	18.7%	47.0%	19.7%	8.6%	3.8%	2.2%
Q4-2. Condition of streets in your neighborhood	21.9%	44.4%	13.7%	11.7%	7.0%	1.3%
Q4-3. Condition of sidewalks in your neighborhood	14.9%	44.8%	18.1%	10.5%	8.9%	2.9%
Q4-4. Timing of traffic signals on City streets	15.6%	50.5%	20.3%	7.9%	4.4%	1.3%
Q4-5. Pedestrian accessibility & walkability	12.7%	43.2%	21.0%	12.7%	5.4%	5.1%
Q4-6. Appearance/condition of City medians, rights-of-way & public areas	18.1%	50.5%	21.9%	5.4%	2.5%	1.6%
Q4-7. Adequacy of City street lighting	15.2%	41.3%	22.9%	12.1%	6.3%	2.2%
Q4-8. Condition of pavement markings on City streets	14.6%	45.1%	25.7%	8.6%	2.2%	3.8%
Q4-9. Overall cleanliness of streets & public areas	22.9%	45.4%	18.4%	8.6%	3.5%	1.3%
Q4-10. Condition of landscaping along public streets	21.0%	46.7%	22.5%	5.7%	2.9%	1.3%

WITHOUT "DON'T KNOW"

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Condition of major City streets	19.2%	48.1%	20.1%	8.8%	3.9%
Q4-2. Condition of streets in your neighborhood	22.2%	45.0%	13.8%	11.9%	7.1%
Q4-3. Condition of sidewalks in your neighborhood	15.4%	46.1%	18.6%	10.8%	9.2%
Q4-4. Timing of traffic signals on City streets	15.8%	51.1%	20.6%	8.0%	4.5%
Q4-5. Pedestrian accessibility & walkability	13.4%	45.5%	22.1%	13.4%	5.7%
Q4-6. Appearance/condition of City medians, rights-of-way & public areas	18.4%	51.3%	22.3%	5.5%	2.6%
Q4-7. Adequacy of City street lighting	15.6%	42.2%	23.4%	12.3%	6.5%
Q4-8. Condition of pavement markings on City streets	15.2%	46.9%	26.7%	8.9%	2.3%
Q4-9. Overall cleanliness of streets & public areas	23.2%	46.0%	18.6%	8.7%	3.5%
Q4-10. Condition of landscaping along public streets	21.2%	47.3%	22.8%	5.8%	2.9%

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?

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	56	17.8 %
Condition of streets in your neighborhood	37	11.7 %
Condition of sidewalks in your neighborhood	34	10.8 %
Timing of traffic signals on City streets	11	3.5 %
Pedestrian accessibility & walkability	21	6.7 %
Appearance/condition of City medians, rights-of-way & public areas	13	4.1 %
Adequacy of City street lighting	41	13.0 %
Condition of pavement markings on City streets	12	3.8 %
Overall cleanliness of streets & public areas	25	7.9 %
Condition of landscaping along public streets	10	3.2 %
None chosen	55	17.5 %
Total	315	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?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	18	5.7 %
Condition of streets in your neighborhood	35	11.1 %
Condition of sidewalks in your neighborhood	19	6.0 %
Timing of traffic signals on City streets	22	7.0 %
Pedestrian accessibility & walkability	32	10.2 %
Appearance/condition of City medians, rights-of-way & public areas	8	2.5 %
Adequacy of City street lighting	35	11.1 %
Condition of pavement markings on City streets	13	4.1 %
Overall cleanliness of streets & public areas	38	12.1 %
Condition of landscaping along public streets	25	7.9 %
None chosen	70	22.2 %
Total	315	100.0 %

SUM OF TOP 2 CHOICES

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. Sum of top 2 choices	Number	Percent
Condition of major City streets	74	23.5 %
Condition of streets in your neighborhood	72	22.9 %
Condition of sidewalks in your neighborhood	53	16.8 %
Timing of traffic signals on City streets	33	10.5 %
Pedestrian accessibility & walkability	53	16.8 %
Appearance/condition of City medians, rights-of-way & public areas	21	6.7 %
Adequacy of City street lighting	76	24.1 %
Condition of pavement markings on City streets	25	7.9 %
Overall cleanliness of streets & public areas	63	20.0 %
Condition of landscaping along public streets	35	11.1 %
None chosen	55	17.5 %
Total	560	

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Quality of police protection	26.0%	38.1%	17.1%	5.1%	2.9%	10.8%
Q6-2. Visibility of police in neighborhoods	15.6%	37.1%	22.2%	12.7%	5.7%	6.7%
Q6-3. Visibility of police in retail areas	11.4%	30.8%	32.1%	11.7%	4.1%	9.8%
Q6-4. Police response time	20.6%	28.6%	18.4%	3.5%	3.2%	25.7%
Q6-5. Efforts to prevent crime	14.3%	27.0%	29.8%	5.7%	3.8%	19.4%
Q6-6. Police safety education programs	9.2%	16.8%	27.3%	7.0%	3.5%	36.2%
Q6-7. Enforcement of traffic laws	14.0%	36.2%	27.0%	5.1%	3.5%	14.3%
Q6-8. Quality of animal control services	17.8%	35.2%	20.6%	9.5%	3.8%	13.0%
Q6-9. Quality/accessibility of municipal court services	14.3%	31.1%	24.4%	1.6%	1.6%	27.0%
Q6-10. Quality of fire protection	28.9%	37.8%	13.3%	0.6%	0.6%	18.7%
Q6-11. Quality of fire emergency medical services (EMS)	31.7%	32.1%	13.0%	1.3%	0.6%	21.3%
Q6-12. Fire & EMS response time to emergencies	29.8%	30.5%	14.6%	0.6%	0.6%	23.8%
Q6-13. Quality of fire safety education programs	10.5%	17.5%	23.5%	3.2%	2.2%	43.2%
Q6-14. Quality of City's dispatch center for emergency & non-emergency calls	22.2%	28.9%	19.7%	1.6%	1.9%	25.7%
Q6-15. Emergency preparedness public education	11.7%	20.0%	28.9%	4.1%	2.9%	32.4%
Q6-16. Community public safety efforts	12.1%	23.8%	25.1%	4.8%	3.2%	31.1%

WITHOUT "DON'T KNOW"

Q6. Police, Fire, and Emergency Services. Please rate your satisfaction using a scale of 1 to 5, 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=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Quality of police protection	29.2%	42.7%	19.2%	5.7%	3.2%
Q6-2. Visibility of police in neighborhoods	16.7%	39.8%	23.8%	13.6%	6.1%
Q6-3. Visibility of police in retail areas	12.7%	34.2%	35.6%	13.0%	4.6%
Q6-4. Police response time	27.8%	38.5%	24.8%	4.7%	4.3%
Q6-5. Efforts to prevent crime	17.7%	33.5%	37.0%	7.1%	4.7%
Q6-6. Police safety education programs	14.4%	26.4%	42.8%	10.9%	5.5%
Q6-7. Enforcement of traffic laws	16.3%	42.2%	31.5%	5.9%	4.1%
Q6-8. Quality of animal control services	20.4%	40.5%	23.7%	10.9%	4.4%
Q6-9. Quality/accessibility of municipal court services	19.6%	42.6%	33.5%	2.2%	2.2%
Q6-10. Quality of fire protection	35.5%	46.5%	16.4%	0.8%	0.8%
Q6-11. Quality of fire emergency medical services (EMS)	40.3%	40.7%	16.5%	1.6%	0.8%
Q6-12. Fire & EMS response time to emergencies	39.2%	40.0%	19.2%	0.8%	0.8%
Q6-13. Quality of fire safety education programs	18.4%	30.7%	41.3%	5.6%	3.9%
Q6-14. Quality of City's dispatch center for emergency & non-emergency calls	29.9%	38.9%	26.5%	2.1%	2.6%
Q6-15. Emergency preparedness public education	17.4%	29.6%	42.7%	6.1%	4.2%
Q6-16. Community public safety efforts	17.5%	34.6%	36.4%	6.9%	4.6%

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	56	17.8 %
Visibility of police in neighborhoods	52	16.5 %
Visibility of police in retail areas	18	5.7 %
Police response time	16	5.1 %
Efforts to prevent crime	25	7.9 %
Police safety education programs	18	5.7 %
Enforcement of traffic laws	14	4.4 %
Quality of animal control services	10	3.2 %
Quality/accessibility of municipal court services	1	0.3 %
Quality of fire protection	3	1.0 %
Quality of fire emergency medical services (EMS)	3	1.0 %
Fire & EMS response time to emergencies	3	1.0 %
Quality of fire safety education programs	2	0.6 %
Quality of City's dispatch center for emergency & non-emergency calls	5	1.6 %
Emergency preparedness public education	5	1.6 %
Community public safety efforts	9	2.9 %
None chosen	75	23.8 %
Total	315	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	16	5.1 %
Visibility of police in neighborhoods	32	10.2 %
Visibility of police in retail areas	26	8.3 %
Police response time	12	3.8 %
Efforts to prevent crime	32	10.2 %
Police safety education programs	13	4.1 %
Enforcement of traffic laws	7	2.2 %
Quality of animal control services	11	3.5 %
Quality/accessibility of municipal court services	3	1.0 %
Quality of fire protection	8	2.5 %
Quality of fire emergency medical services (EMS)	8	2.5 %
Fire & EMS response time to emergencies	5	1.6 %
Quality of fire safety education programs	5	1.6 %
Quality of City's dispatch center for emergency & non-emergency calls	4	1.3 %
Emergency preparedness public education	25	7.9 %
Community public safety efforts	20	6.3 %
None chosen	88	27.9 %
Total	315	100.0 %

SUM OF TOP 2 CHOICES**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)**

Q7. Sum of top 2 choices	Number	Percent
Quality of police protection	72	22.9 %
Visibility of police in neighborhoods	84	26.7 %
Visibility of police in retail areas	44	14.0 %
Police response time	28	8.9 %
Efforts to prevent crime	57	18.1 %
Police safety education programs	31	9.8 %
Enforcement of traffic laws	21	6.7 %
Quality of animal control services	21	6.7 %
Quality/accessibility of municipal court services	4	1.3 %
Quality of fire protection	11	3.5 %
Quality of fire emergency medical services (EMS)	11	3.5 %
Fire & EMS response time to emergencies	8	2.5 %
Quality of fire safety education programs	7	2.2 %
Quality of City's dispatch center for emergency & non-emergency calls	9	2.9 %
Emergency preparedness public education	30	9.5 %
Community public safety efforts	29	9.2 %
None chosen	75	23.8 %
Total	542	

Q8. On a scale of 1 to 5, 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=315)

	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	22.5%	27.9%	19.4%	5.1%	3.8%	21.3%
Q8-2. DeSoto Police Department utilizes good judgement in the use of force	15.9%	17.8%	28.9%	2.5%	2.5%	32.4%
Q8-3. DeSoto Police Department personnel have appropriate training on how to handle confrontations with civilians	9.8%	13.0%	25.7%	5.1%	2.9%	43.5%
Q8-4. DeSoto Police Department personnel are held accountable for any misconduct	11.1%	11.1%	22.5%	4.4%	2.9%	47.9%
Q8-5. DeSoto Police Department personnel treat residents of different races/ethnicities equally	12.4%	17.8%	23.2%	4.8%	6.0%	35.9%

WITHOUT "DON'T KNOW"

Q8. On a scale of 1 to 5, 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=315)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q8-1. DeSoto Police Department is trying hard to maintain good relations with the community	28.6%	35.5%	24.6%	6.5%	4.8%
Q8-2. DeSoto Police Department utilizes good judgement in the use of force	23.5%	26.3%	42.7%	3.8%	3.8%
Q8-3. DeSoto Police Department personnel have appropriate training on how to handle confrontations with civilians	17.4%	23.0%	45.5%	9.0%	5.1%
Q8-4. DeSoto Police Department personnel are held accountable for any misconduct	21.3%	21.3%	43.3%	8.5%	5.5%
Q8-5. DeSoto Police Department personnel treat residents of different races/ethnicities equally	19.3%	27.7%	36.1%	7.4%	9.4%

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 officers stop people of certain racial or ethnic groups because they believe these groups are more likely to commit certain types of crimes

	Number	Percent
Yes	62	19.7 %
No	92	29.2 %
Not sure	149	47.3 %
Not provided	12	3.8 %
Total	315	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 officers stop people of certain racial or ethnic groups because they believe these groups are more likely to commit certain types of crimes

	Number	Percent
Yes	62	20.5 %
No	92	30.4 %
Not sure	149	49.2 %
Total	303	100.0 %

Q9a. What is the reason for your view?

Q9a. What is the reason for your view	Number	Percent
Personal experience	42	67.7 %
Media reports (TV, newspaper, internet social media, etc.)	16	25.8 %
Word of mouth	22	35.5 %
Other	4	6.5 %
Total	84	

Q9a-4. Other

Q9a-4. Other	Number	Percent
THE CHIEF POLICE DOES NOT LIKE AFRICAN AMERICANS	1	33.3 %
I see them	1	33.3 %
Stopped my daughter, officer first response was inappropriate	1	33.3 %
Total	3	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 ever been a specific instance when you
felt discriminated against by DeSoto police officers
because of your race or ethnic background

	Number	Percent
Yes	44	14.0 %
No	245	77.8 %
Not sure	18	5.7 %
Not provided	8	2.5 %
Total	315	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 ever been a specific instance when you
felt discriminated against by DeSoto police officers
because of your race or ethnic background

	Number	Percent
Yes	44	14.3 %
No	245	79.8 %
Not sure	18	5.9 %
Total	307	100.0 %

Q11. Over the next year, do you think relations between the DeSoto Police Department and the minority community will get better, get worse, or stay about the same?

Q11. What will relations between DeSoto Police Department & minority community be over next year	Number	Percent
Get better	93	29.5 %
Stay about the same	109	34.6 %
Get worse	20	6.3 %
Not sure	83	26.3 %
Not provided	10	3.2 %
Total	315	100.0 %

WITHOUT "NOT PROVIDED"

Q11. Over the next year, do you think relations between the DeSoto Police Department and the minority community will get better, get worse, or stay about the same? (without "not provided")

Q11. What will relations between DeSoto Police Department & minority community be over next year	Number	Percent
Get better	93	30.5 %
Stay about the same	109	35.7 %
Get worse	20	6.6 %
Not sure	83	27.2 %
Total	305	100.0 %

Q11a. What is the reason for your view?

Q11a. What is the reason for your view	Number	Percent
Personal experience	84	37.8 %
Media reports (TV, newspaper, internet social media, etc.)	75	33.8 %
Word of mouth	36	16.2 %
Other	49	22.1 %
Total	244	

Q12. Overall, how much do you trust DeSoto Police Department police officers?

Q12. How much overall do you trust DeSoto police officers

	Number	Percent
Strongly trust	97	30.8 %
Somewhat trust	78	24.8 %
Neutral	84	26.7 %
Somewhat distrust	23	7.3 %
Strongly distrust	14	4.4 %
Don't know	19	6.0 %
Total	315	100.0 %

WITHOUT "DON'T KNOW"**Q12. Overall, how much do you trust DeSoto Police Department police officers? (without "don't know")**

Q12. How much overall do you trust DeSoto police officers

	Number	Percent
Strongly trust	97	32.8 %
Somewhat trust	78	26.4 %
Neutral	84	28.4 %
Somewhat distrust	23	7.8 %
Strongly distrust	14	4.7 %
Total	296	100.0 %

Q13. Overall, how confident are you in DeSoto Police Department police officers?

Q13. How confident are you in DeSoto police officers

overall	Number	Percent
Very confident	91	28.9 %
Somewhat confident	99	31.4 %
Neutral	72	22.9 %
Somewhat unconfident	20	6.3 %
Very unconfident	12	3.8 %
Don't know	21	6.7 %
Total	315	100.0 %

WITHOUT "DON'T KNOW"**Q13. Overall, how confident are you in DeSoto Police Department police officers? (without "don't know")**

Q13. How confident are you in DeSoto police officers

overall	Number	Percent
Very confident	91	31.0 %
Somewhat confident	99	33.7 %
Neutral	72	24.5 %
Somewhat unconfident	20	6.8 %
Very unconfident	12	4.1 %
Total	294	100.0 %

Q14. Do you think it is important for the makeup of the DeSoto Police Department to reflect the community in terms of race/ethnicity?

Q14. Is it important for the makeup of DeSoto Police Department to reflect community in terms of race/ethnicity

	Number	Percent
Yes	234	74.3 %
No	42	13.3 %
Don't know	39	12.4 %
Total	315	100.0 %

WITHOUT "DON'T KNOW"**Q14. Do you think it is important for the makeup of the DeSoto Police Department to reflect the community in terms of race/ethnicity? (without "don't know")**

Q14. Is it important for the makeup of DeSoto Police Department to reflect community in terms of race/ethnicity

	Number	Percent
Yes	234	84.8 %
No	42	15.2 %
Total	276	100.0 %

Q15. Do you think the DeSoto Police Department currently reflects the community in terms of race/ethnicity?

Q15. Does DeSoto Police Department currently reflects community in terms of race/ethnicity	Number	Percent
Yes	68	21.6 %
No	80	25.4 %
Don't know	167	53.0 %
Total	315	100.0 %

WITHOUT "DON'T KNOW"

Q15. Do you think the DeSoto Police Department currently reflects the community in terms of race/ethnicity? (without "don't know")

Q15. Does DeSoto Police Department currently reflects community in terms of race/ethnicity	Number	Percent
Yes	68	45.9 %
No	80	54.1 %
Total	148	100.0 %

Q16. Feeling of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=315)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q16-1. In your neighborhood during the day	43.5%	45.7%	6.3%	1.9%	1.3%	1.3%
Q16-2. In your neighborhood at night	20.6%	49.2%	19.4%	5.4%	3.5%	1.9%
Q16-3. In City's parks, trails, & recreational areas	10.5%	30.2%	27.3%	9.2%	4.1%	18.7%
Q16-4. In commercial & retail areas during the day	24.4%	52.1%	16.5%	2.5%	1.0%	3.5%
Q16-5. Overall feeling of safety in City	24.8%	53.3%	14.3%	3.8%	1.6%	2.2%
Q16-6. Traveling by bicycle in DeSoto	9.5%	21.3%	18.7%	8.9%	4.4%	37.1%
Q16-7. In commercial & retail areas at night	10.8%	30.8%	33.3%	11.4%	4.4%	9.2%

WITHOUT "DON'T KNOW"

Q16. Feeling of Safety. Using a scale of 1 to 5, 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=315)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q16-1. In your neighborhood during the day	44.1%	46.3%	6.4%	1.9%	1.3%
Q16-2. In your neighborhood at night	21.0%	50.2%	19.7%	5.5%	3.6%
Q16-3. In City's parks, trails, & recreational areas	12.9%	37.1%	33.6%	11.3%	5.1%
Q16-4. In commercial & retail areas during the day	25.3%	53.9%	17.1%	2.6%	1.0%
Q16-5. Overall feeling of safety in City	25.3%	54.5%	14.6%	3.9%	1.6%
Q16-6. Traveling by bicycle in DeSoto	15.2%	33.8%	29.8%	14.1%	7.1%
Q16-7. In commercial & retail areas at night	11.9%	33.9%	36.7%	12.6%	4.9%

Q17. Code Enforcement. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Overall responsiveness of City code enforcement staff	13.3%	33.3%	21.6%	7.9%	3.8%	20.0%
Q17-2. City effort to enforce code violations	12.7%	34.0%	21.9%	9.5%	4.8%	17.1%
Q17-3. Clean-up of debris/litter on City streets & rights-of-way	21.3%	43.5%	13.7%	12.4%	5.7%	3.5%
Q17-4. Efforts to enforce exterior maintenance & upkeep of residential property	14.6%	36.2%	25.1%	10.5%	5.7%	7.9%
Q17-5. Efforts to identify abandoned or unsecured properties	11.7%	21.3%	24.1%	6.3%	5.4%	31.1%
Q17-6. Efforts to remove dilapidated structures	11.7%	18.7%	21.9%	10.2%	3.8%	33.7%
Q17-7. Enforcement of illegal parking	9.2%	22.5%	26.3%	10.5%	7.9%	23.5%
Q17-8. Enforcement of weedy lots, abandoned vehicles, & graffiti	13.7%	27.6%	20.3%	12.7%	6.7%	19.0%
Q17-9. Cleanliness in your neighborhood	26.7%	42.9%	18.1%	6.3%	2.5%	3.5%
Q17-10. Enforcement of loud music	13.7%	22.5%	22.5%	10.2%	7.3%	23.8%
Q17-11. Degree to which code violations are a problem	11.4%	18.1%	33.3%	9.2%	3.2%	24.8%

WITHOUT "DON'T KNOW"

Q17. Code Enforcement. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Overall responsiveness of City code enforcement staff	16.7%	41.7%	27.0%	9.9%	4.8%
Q17-2. City effort to enforce code violations	15.3%	41.0%	26.4%	11.5%	5.7%
Q17-3. Clean-up of debris/litter on City streets & rights-of-way	22.0%	45.1%	14.1%	12.8%	5.9%
Q17-4. Efforts to enforce exterior maintenance & upkeep of residential property	15.9%	39.3%	27.2%	11.4%	6.2%
Q17-5. Efforts to identify abandoned or unsecured properties	17.1%	30.9%	35.0%	9.2%	7.8%
Q17-6. Efforts to remove dilapidated structures	17.7%	28.2%	33.0%	15.3%	5.7%
Q17-7. Enforcement of illegal parking	12.0%	29.5%	34.4%	13.7%	10.4%
Q17-8. Enforcement of weedy lots, abandoned vehicles, & graffiti	16.9%	34.1%	25.1%	15.7%	8.2%
Q17-9. Cleanliness in your neighborhood	27.6%	44.4%	18.8%	6.6%	2.6%
Q17-10. Enforcement of loud music	17.9%	29.6%	29.6%	13.3%	9.6%
Q17-11. Degree to which code violations are a problem	15.2%	24.1%	44.3%	12.2%	4.2%

Q18. Solid Waste Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Quality of residential garbage collection	53.7%	37.1%	4.4%	2.2%	1.3%	1.3%
Q18-2. Quality of residential curbside recycling services	46.3%	34.9%	8.9%	2.2%	1.9%	5.7%
Q18-3. Quality of bulky item collection	36.5%	35.6%	11.7%	7.0%	3.2%	6.0%
Q18-4. Quality of brush collection	35.6%	38.1%	11.4%	7.6%	2.5%	4.8%
Q18-5. Availability of household hazardous waste & E-waste disposal	21.6%	17.1%	20.3%	10.8%	7.9%	22.2%

WITHOUT "DON'T KNOW"

Q18. Solid Waste Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Quality of residential garbage collection	54.3%	37.6%	4.5%	2.3%	1.3%
Q18-2. Quality of residential curbside recycling services	49.2%	37.0%	9.4%	2.4%	2.0%
Q18-3. Quality of bulky item collection	38.9%	37.8%	12.5%	7.4%	3.4%
Q18-4. Quality of brush collection	37.3%	40.0%	12.0%	8.0%	2.7%
Q18-5. Availability of household hazardous waste & E-waste disposal	27.8%	22.0%	26.1%	13.9%	10.2%

Q19. Public Works Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Quality of drinking water	22.2%	41.0%	17.8%	9.8%	5.7%	3.5%
Q19-2. Quality of wastewater services	21.0%	41.6%	21.6%	2.9%	2.9%	10.2%
Q19-3. Quality of drainage infrastructure	20.3%	44.4%	20.3%	3.8%	2.9%	8.3%

WITHOUT "DON'T KNOW"

Q19. Public Works Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Quality of drinking water	23.0%	42.4%	18.4%	10.2%	5.9%
Q19-2. Quality of wastewater services	23.3%	46.3%	24.0%	3.2%	3.2%
Q19-3. Quality of drainage infrastructure	22.1%	48.4%	22.1%	4.2%	3.1%

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. City of DeSoto planning for growth	10.8%	25.4%	22.2%	14.3%	4.4%	22.9%
Q20-2. Job opportunities that match my skills	3.8%	13.3%	27.0%	14.3%	7.6%	34.0%
Q20-3. Access to quality child care you can afford	2.9%	13.0%	27.6%	5.1%	1.6%	49.8%
Q20-4. Access to quality health care you can afford	7.0%	23.2%	29.2%	8.6%	4.4%	27.6%
Q20-5. Access to quality mental health care you can afford	4.4%	15.2%	26.3%	6.7%	2.9%	44.4%
Q20-6. Access to healthy food you can afford	14.6%	32.1%	19.0%	14.6%	8.6%	11.1%
Q20-7. Access to quality housing you can afford	12.7%	35.6%	25.1%	7.3%	5.4%	14.0%
Q20-8. Availability of affordable housing for low/moderate income families	5.4%	17.5%	27.6%	9.2%	4.8%	35.6%
Q20-9. Overall quality of development review, permitting, & inspection services	6.3%	19.7%	29.5%	4.8%	3.8%	35.9%
Q20-10. Overall quality of planning & zoning services (e.g. comprehensive plan, neighborhood/small area plans, zoning)	6.3%	21.6%	26.7%	7.6%	4.8%	33.0%
Q20-11. City's effort to promote & assist small, minority and/or women-owned businesses	5.7%	15.9%	21.9%	8.3%	5.1%	43.2%
Q20-12. Water & wastewater rates (cost)	6.3%	25.7%	27.0%	19.0%	12.1%	9.8%

WITHOUT "DON'T KNOW"

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. City of DeSoto planning for growth	14.0%	32.9%	28.8%	18.5%	5.8%
Q20-2. Job opportunities that match my skills	5.8%	20.2%	40.9%	21.6%	11.5%
Q20-3. Access to quality child care you can afford	5.7%	25.9%	55.1%	10.1%	3.2%
Q20-4. Access to quality health care you can afford	9.6%	32.0%	40.4%	11.8%	6.1%
Q20-5. Access to quality mental health care you can afford	8.0%	27.4%	47.4%	12.0%	5.1%
Q20-6. Access to healthy food you can afford	16.4%	36.1%	21.4%	16.4%	9.6%
Q20-7. Access to quality housing you can afford	14.8%	41.3%	29.2%	8.5%	6.3%
Q20-8. Availability of affordable housing for low/moderate income families	8.4%	27.1%	42.9%	14.3%	7.4%
Q20-9. Overall quality of development review, permitting, & inspection services	9.9%	30.7%	46.0%	7.4%	5.9%
Q20-10. Overall quality of planning & zoning services (e.g. comprehensive plan, neighborhood/small area plans, zoning)	9.5%	32.2%	39.8%	11.4%	7.1%
Q20-11. City's effort to promote & assist small, minority and/or women-owned businesses	10.1%	27.9%	38.5%	14.5%	8.9%
Q20-12. Water & wastewater rates (cost)	7.0%	28.5%	29.9%	21.1%	13.4%

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 activities your household has participated in at
a DeSoto Park in past year

	Number	Percent
Play with children	105	33.3 %
Walk/jog	199	63.2 %
Organized sports	30	9.5 %
Family function	68	21.6 %
Participate in non-organized sports	31	9.8 %
Visited City fitness facility located in recreation center	90	28.6 %
Participated in a City event	92	29.2 %
Visited City recreation center	109	34.6 %
Visited senior center	47	14.9 %
Utilized trail system	110	34.9 %
Visited Moseley swimming pool	36	11.4 %
Total	917	

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q22-1. Quality of City parks	17.8%	41.3%	17.5%	6.0%	1.3%	16.2%
Q22-2. Number & location of City parks	15.6%	37.1%	19.0%	9.2%	2.9%	16.2%
Q22-3. Quality of walking & biking trails	16.2%	34.3%	22.2%	6.7%	2.5%	18.1%
Q22-4. Number of walking & biking trails	12.7%	30.5%	22.9%	9.5%	2.9%	21.6%
Q22-5. Quality & condition of swimming pool	5.4%	11.7%	23.8%	4.1%	2.2%	52.7%
Q22-6. Quality of City sponsored events & activities	11.7%	25.7%	23.8%	5.1%	2.5%	31.1%
Q22-7. Quality of youth sports programs	6.7%	19.7%	21.3%	2.2%	1.9%	48.3%
Q22-8. Quality of adult sports programs	3.2%	16.2%	23.5%	5.1%	2.2%	49.8%
Q22-9. Quality of outdoor athletic fields	10.2%	24.8%	23.5%	2.5%	1.6%	37.5%
Q22-10. Quality of picnic areas, pavilion areas, & playgrounds at City parks	12.7%	34.6%	21.9%	7.3%	2.5%	21.0%
Q22-11. Variety/availability of recreational programs	6.0%	21.9%	27.0%	4.1%	2.2%	38.7%
Q22-12. Quality of senior center	8.6%	12.7%	23.2%	4.4%	0.6%	50.5%
Q22-13. Quality of fitness center	12.1%	24.8%	22.2%	4.4%	1.9%	34.6%

WITHOUT "DON'T KNOW"

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Quality of City parks	21.2%	49.2%	20.8%	7.2%	1.5%
Q22-2. Number & location of City parks	18.6%	44.3%	22.7%	11.0%	3.4%
Q22-3. Quality of walking & biking trails	19.8%	41.9%	27.1%	8.1%	3.1%
Q22-4. Number of walking & biking trails	16.2%	38.9%	29.1%	12.1%	3.6%
Q22-5. Quality & condition of swimming pool	11.4%	24.8%	50.3%	8.7%	4.7%
Q22-6. Quality of City sponsored events & activities	17.1%	37.3%	34.6%	7.4%	3.7%
Q22-7. Quality of youth sports programs	12.9%	38.0%	41.1%	4.3%	3.7%
Q22-8. Quality of adult sports programs	6.3%	32.3%	46.8%	10.1%	4.4%
Q22-9. Quality of outdoor athletic fields	16.2%	39.6%	37.6%	4.1%	2.5%
Q22-10. Quality of picnic areas, pavilion areas, & playgrounds at City parks	16.1%	43.8%	27.7%	9.2%	3.2%
Q22-11. Variety/availability of recreational programs	9.8%	35.8%	44.0%	6.7%	3.6%
Q22-12. Quality of senior center	17.3%	25.6%	46.8%	9.0%	1.3%
Q22-13. Quality of fitness center	18.4%	37.9%	34.0%	6.8%	2.9%

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Quality of library facility	22.2%	37.8%	12.1%	1.3%	0.3%	26.3%
Q23-2. Quality of library children's events, classes, & programs	14.6%	21.6%	17.5%	0.0%	0.3%	46.0%
Q23-3. Quality of library adult events, classes, & programs	12.4%	18.4%	20.6%	1.9%	0.3%	46.3%
Q23-4. Quality of library teen events, classes, & programs	10.8%	14.6%	21.3%	0.6%	0.6%	52.1%
Q23-5. Quality of library materials & resources	16.2%	31.4%	17.8%	2.2%	1.3%	31.1%
Q23-6. Quality/availability of library computers & electronic devices	16.5%	22.5%	18.4%	2.2%	1.0%	39.4%
Q23-7. Quality of library staff customer service	24.8%	27.0%	16.2%	0.0%	0.6%	31.4%

WITHOUT "DON'T KNOW"

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Quality of library facility	30.2%	51.3%	16.4%	1.7%	0.4%
Q23-2. Quality of library children's events, classes, & programs	27.1%	40.0%	32.4%	0.0%	0.6%
Q23-3. Quality of library adult events, classes, & programs	23.1%	34.3%	38.5%	3.6%	0.6%
Q23-4. Quality of library teen events, classes, & programs	22.5%	30.5%	44.4%	1.3%	1.3%
Q23-5. Quality of library materials & resources	23.5%	45.6%	25.8%	3.2%	1.8%
Q23-6. Quality/availability of library computers & electronic devices	27.2%	37.2%	30.4%	3.7%	1.6%
Q23-7. Quality of library staff customer service	36.1%	39.4%	23.6%	0.0%	0.9%

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Code enforcement in your neighborhood	19.0%	34.6%	24.4%	9.8%	6.7%	5.4%
Q24-2. Condition of alleys	14.3%	34.0%	14.9%	14.3%	7.0%	15.6%
Q24-3. Landscaping of neighborhood entryways	19.7%	42.2%	21.0%	7.9%	3.2%	6.0%
Q24-4. Condition of neighborhood streets	19.4%	46.0%	18.1%	9.5%	3.8%	3.2%
Q24-5. Condition of major streets leading into your neighborhood	20.3%	43.5%	16.5%	12.1%	5.4%	2.2%
Q24-6. Condition of sidewalks in your neighborhood	17.8%	44.8%	15.6%	11.7%	7.0%	3.2%
Q24-7. Traffic flow in your neighborhood	19.0%	45.1%	18.7%	9.8%	4.8%	2.5%
Q24-8. Safety in your neighborhood	22.2%	47.3%	17.5%	7.3%	2.5%	3.2%

WITHOUT "DON'T KNOW"

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Code enforcement in your neighborhood	20.1%	36.6%	25.8%	10.4%	7.0%
Q24-2. Condition of alleys	16.9%	40.2%	17.7%	16.9%	8.3%
Q24-3. Landscaping of neighborhood entryways	20.9%	44.9%	22.3%	8.4%	3.4%
Q24-4. Condition of neighborhood streets	20.0%	47.5%	18.7%	9.8%	3.9%
Q24-5. Condition of major streets leading into your neighborhood	20.8%	44.5%	16.9%	12.3%	5.5%
Q24-6. Condition of sidewalks in your neighborhood	18.4%	46.2%	16.1%	12.1%	7.2%
Q24-7. Traffic flow in your neighborhood	19.5%	46.3%	19.2%	10.1%	4.9%
Q24-8. Safety in your neighborhood	23.0%	48.9%	18.0%	7.5%	2.6%

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	143	45.4 %
No	172	54.6 %
Total	315	100.0 %

Q25a. How did you most recently contact the City?

Q25a. How did you most recently contact City

	Number	Percent
Phone	84	58.7 %
Email	14	9.8 %
Social media	2	1.4 %
Website	16	11.2 %
In person	25	17.5 %
Elected official	2	1.4 %
Total	143	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	42	29.4 %
Satisfied	53	37.1 %
Neutral	15	10.5 %
Dissatisfied	21	14.7 %
Very dissatisfied	12	8.4 %
Total	143	100.0 %

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Quality of City's website	16.2%	45.1%	19.0%	3.2%	1.0%	15.6%
Q26-2. Quality of City's social media (e.g. Twitter, Facebook, Nextdoor)	12.4%	27.9%	21.6%	1.9%	0.6%	35.6%
Q26-3. Quality of City's newsletter	21.6%	40.3%	18.1%	5.4%	1.3%	13.3%
Q26-4. Quality of City's GoRequest mobile app	6.7%	12.1%	20.3%	1.0%	0.6%	59.4%
Q26-5. Availability of information on City services & programs	12.7%	37.5%	22.9%	3.8%	1.9%	21.3%
Q26-6. City's efforts to keep you informed	18.1%	37.1%	24.8%	6.0%	3.5%	10.5%
Q26-7. Level of public involvement in local decision-making	7.9%	25.7%	27.0%	8.3%	5.7%	25.4%
Q26-8. Transparency of City government	8.3%	20.3%	30.8%	8.6%	8.6%	23.5%
Q26-9. Keeping citizens informed about City business	10.8%	28.9%	26.3%	10.2%	7.0%	16.8%
Q26-10. Planning for future needs of residents	8.9%	21.6%	28.6%	8.6%	7.0%	25.4%
Q26-11. Having employees that respond to citizen needs	12.4%	27.6%	29.5%	4.1%	3.5%	22.9%
Q26-12. Providing an adequate forum for public input	9.5%	27.0%	27.3%	7.3%	5.1%	23.8%

WITHOUT "DON'T KNOW"

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

(N=315)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Quality of City's website	19.2%	53.4%	22.6%	3.8%	1.1%
Q26-2. Quality of City's social media (e.g. Twitter, Facebook, Nextdoor)	19.2%	43.3%	33.5%	3.0%	1.0%
Q26-3. Quality of City's newsletter	24.9%	46.5%	20.9%	6.2%	1.5%
Q26-4. Quality of City's GoRequest mobile app	16.4%	29.7%	50.0%	2.3%	1.6%
Q26-5. Availability of information on City services & programs	16.1%	47.6%	29.0%	4.8%	2.4%
Q26-6. City's efforts to keep you informed	20.2%	41.5%	27.7%	6.7%	3.9%
Q26-7. Level of public involvement in local decision-making	10.6%	34.5%	36.2%	11.1%	7.7%
Q26-8. Transparency of City government	10.8%	26.6%	40.2%	11.2%	11.2%
Q26-9. Keeping citizens informed about City business	13.0%	34.7%	31.7%	12.2%	8.4%
Q26-10. Planning for future needs of residents	11.9%	28.9%	38.3%	11.5%	9.4%
Q26-11. Having employees that respond to citizen needs	16.0%	35.8%	38.3%	5.3%	4.5%
Q26-12. Providing an adequate forum for public input	12.5%	35.4%	35.8%	9.6%	6.7%

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

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

	Number	Percent
City website	147	46.7 %
Local newspaper	33	10.5 %
Social networking site (Facebook, Twitter)	68	21.6 %
Word of mouth (friends/neighbors)	122	38.7 %
City emails/press releases	78	24.8 %
Public meetings	39	12.4 %
City newsletter	175	55.6 %
City e-newsletter	40	12.7 %
Nextdoor	109	34.6 %
Other	10	3.2 %
Total	821	

Q27-10. Other

Q27-10. Other	Number	Percent
Mail	2	20.0 %
HOA	2	20.0 %
DAUGHTER	1	10.0 %
HOA EMAILS NEWSLETTERS	1	10.0 %
Neighborhood app	1	10.0 %
TV, RADIO	1	10.0 %
Word of mouth	1	10.0 %
HOA COMMUNITY MEETINGS	1	10.0 %
Total	10	100.0 %

Q28. How many years have you lived in DeSoto?

Q28. How many years have you lived in DeSoto	Number	Percent
0-5	57	18.1 %
6-10	28	8.9 %
11-15	48	15.2 %
16-20	52	16.5 %
21-30	74	23.5 %
31+	54	17.1 %
Not provided	2	0.6 %
Total	315	100.0 %

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

Q28. How many years have you lived in DeSoto	Number	Percent
0-5	57	18.2 %
6-10	28	8.9 %
11-15	48	15.3 %
16-20	52	16.6 %
21-30	74	23.6 %
31+	54	17.3 %
Total	313	100.0 %

Q29. What is your age?

Q29. Your age	Number	Percent
18-34	51	16.2 %
35-44	63	20.0 %
45-54	60	19.0 %
55-64	62	19.7 %
65+	68	21.6 %
Not provided	11	3.5 %
Total	315	100.0 %

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

Q29. Your age	Number	Percent
18-34	51	16.8 %
35-44	63	20.7 %
45-54	60	19.7 %
55-64	62	20.4 %
65+	68	22.4 %
Total	304	100.0 %

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

Q30. Your race/ethnicity	Number	Percent
African American/Black	211	67.0 %
American Indian/Eskimo	7	2.2 %
Caucasian/White	84	26.7 %
Asian/Pacific Islander	1	0.3 %
Latino (or Hispanic)	54	17.1 %
Other	3	1.0 %
Total	360	

Q30-6. Other

Q30-6. Other	Number	Percent
Mixed	1	33.3 %
More than one	1	33.3 %
Multiple	1	33.3 %
Total	3	100.0 %

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

Q31. Which following best describes your annual household income	Number	Percent
Less than \$20K	25	7.9 %
\$20K to \$39,999	30	9.5 %
\$40K to \$59,999	33	10.5 %
\$60K to \$79,999	62	19.7 %
\$80K to \$149,999	82	26.0 %
\$150K+	37	11.7 %
Not provided	46	14.6 %
Total	315	100.0 %

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

Q31. Which following best describes your annual household income	Number	Percent
Less than \$20K	25	9.3 %
\$20K to \$39,999	30	11.2 %
\$40K to \$59,999	33	12.3 %
\$60K to \$79,999	62	23.0 %
\$80K to \$149,999	82	30.5 %
\$150K+	37	13.8 %
Total	269	100.0 %

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

Q32. Highest level of education you have obtained	Number	Percent
High school, no degree	16	5.1 %
High school graduate or GED	41	13.0 %
Some college	72	22.9 %
Associate's degree	35	11.1 %
Bachelor's degree	73	23.2 %
Master's degree	34	10.8 %
Professional degree (JD, MD, DDS, etc.)	1	0.3 %
Doctorate degree (PhD, EdD, etc.)	3	1.0 %
Not provided	40	12.7 %
Total	315	100.0 %

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

Q32. Highest level of education you have obtained	Number	Percent
High school, no degree	16	5.8 %
High school graduate or GED	41	14.9 %
Some college	72	26.2 %
Associate's degree	35	12.7 %
Bachelor's degree	73	26.5 %
Master's degree	34	12.4 %
Professional degree (JD, MD, DDS, etc.)	1	0.4 %
Doctorate degree (PhD, EdD, etc.)	3	1.1 %
Total	275	100.0 %

Q33. Your gender:

Q33. Your gender	Number	Percent
Male	157	49.8 %
Female	156	49.5 %
Not provided	2	0.6 %
Total	315	100.0 %

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

Q33. Your gender	Number	Percent
Male	157	50.2 %
Female	156	49.8 %
Total	313	100.0 %

Q34. How many people are in your household?

Q34. How many people are in your household	Number	Percent
1	39	12.4 %
2	119	37.8 %
3	76	24.1 %
4	47	14.9 %
5	13	4.1 %
6+	10	3.2 %
Not provided	11	3.5 %
Total	315	100.0 %

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

Q34. How many people are in your household	Number	Percent
1	39	12.8 %
2	119	39.1 %
3	76	25.0 %
4	47	15.5 %
5	13	4.3 %
6+	10	3.3 %
Total	304	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	98	31.1 %
No	211	67.0 %
Not provided	6	1.9 %
Total	315	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	98	31.7 %
No	211	68.3 %
Total	309	100.0 %

Section 5

Survey Instrument

OFFICE OF THE MAYOR

August 2020

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. DeSoto and our neighbors are facing historic challenges, and we have never needed the input of our community more than we do now. 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 that you can return your answers directly to the 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 www.desotocitizensurvey.org. In addition to those residents who are 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 one of the nation's leading local government research firms and will work with us to keep your individual survey responses confidential while compiling the important data and analysis that 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.

Please feel free to contact the DeSoto Action Center at 972-230-9600 or ACTIONCENTER@desototexas.gov if you have any questions or require additional information. Si tiene alguna pregunta sobre la encuesta y necesita asistencia en español, favor de contactar a la Ciudad de DeSoto al 972-230-9600 o envíe un correo electrónico a ACTIONCENTER@desototexas.gov.

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,


Curtistene S. McCowan
Mayor

2020 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 Matt Smith at 972-230-9695. Thank you!

- 1. City Services. Please rate your overall satisfaction with major categories of services provided by DeSoto using a scale of 1 to 5, 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 1 to 5, 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 1 to 5, 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 1 to 5, 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 1 to 5, 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.”

		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. Over the next year, do you think relations between the DeSoto Police Department and the minority community will get better, get worse, or stay about the same?

____(1) Get Better ____ (2) Stay About the Same ____ (3) Get Worse ____ (4) Not Sure

11a. 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: _____

12. Overall, how much do you trust DeSoto Police Department police officers?

____(1) Strongly trust ____ (3) Neutral ____ (5) Strongly distrust
 ____ (2) Somewhat trust ____ (4) Somewhat distrust ____ (9) Don't know

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

____(1) Very confident ____ (3) Neutral ____ (5) Very unconfident
 ____ (2) Somewhat confident ____ (4) Somewhat unconfident ____ (9) Don't know

14. Do you think it is important for the makeup of the DeSoto Police Department to reflect the community in terms of race/ethnicity?

____(1) Yes ____ (2) No ____ (9) Don't know

15. Do you think the DeSoto Police Department currently reflects the community in terms of race/ethnicity?

____(1) Yes ____ (2) No ____ (9) Don't know

16. Feeling of Safety. Using a scale of 1 to 5, 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

17. Code Enforcement. Please rate your satisfaction using a scale of 1 to 5, 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

18. Solid Waste Services. Please rate your satisfaction using a scale of 1 to 5, 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

19. Public Works Services. Please rate your satisfaction using a scale of 1 to 5, 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

20. Economic Development. Please rate your satisfaction using a scale of 1 to 5, 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 1 to 5, 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 1 to 5, 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 1 to 5, 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?

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

26. **City Communication.** Please rate your satisfaction using a scale of 1 to 5, 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"/> (1) African American/Black | <input type="checkbox"/> (4) Asian/Pacific Islander |
| <input type="checkbox"/> (2) American Indian/Eskimo | <input type="checkbox"/> (5) Latino (or Hispanic) |
| <input type="checkbox"/> (3) Caucasian/White | <input type="checkbox"/> (6) Other: _____ |

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

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.