

# Citizen Satisfaction Survey

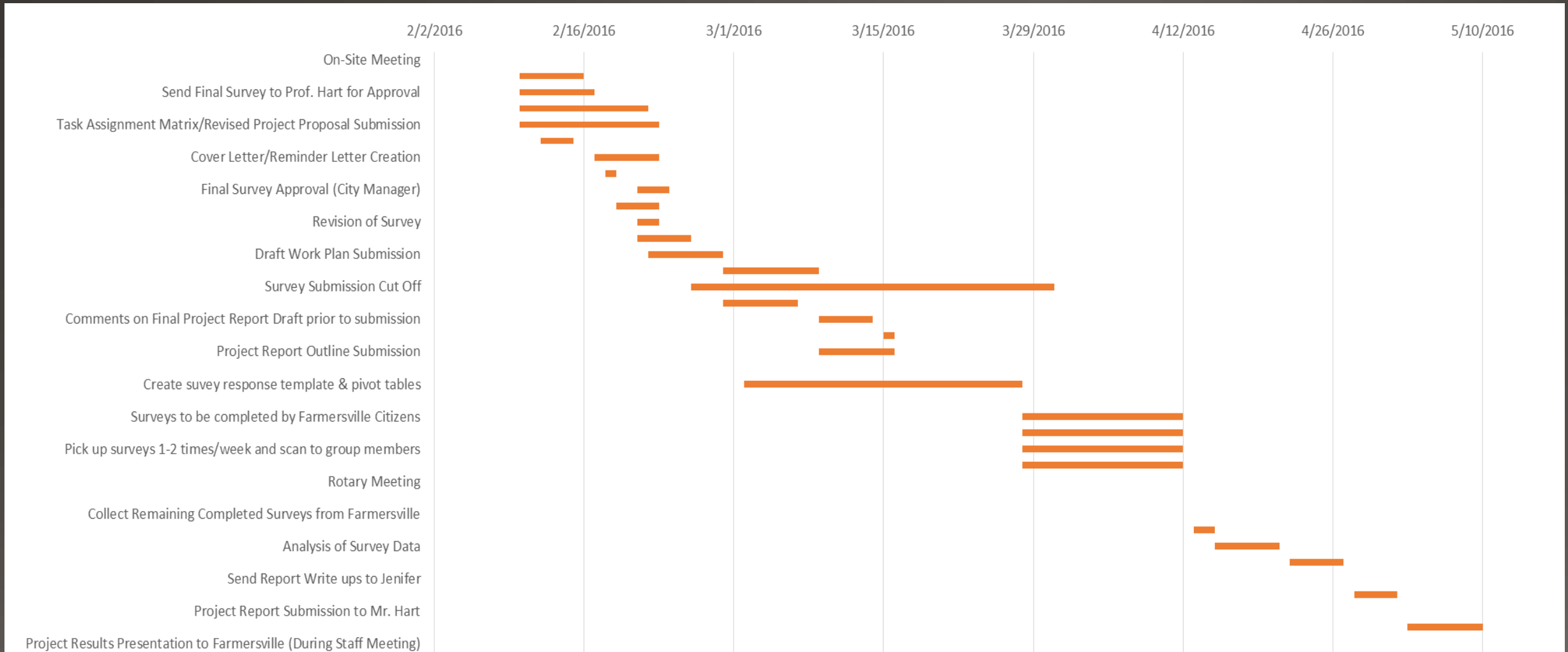
For the City of Farmersville  
2016



# Overview

- Project Timeline
- Methodology
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    - Place to Live
    - Overall Quality of Life
  - Characteristics of Farmersville as a Whole
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- Conclusion
- Questions/Comments

# Project Timeline

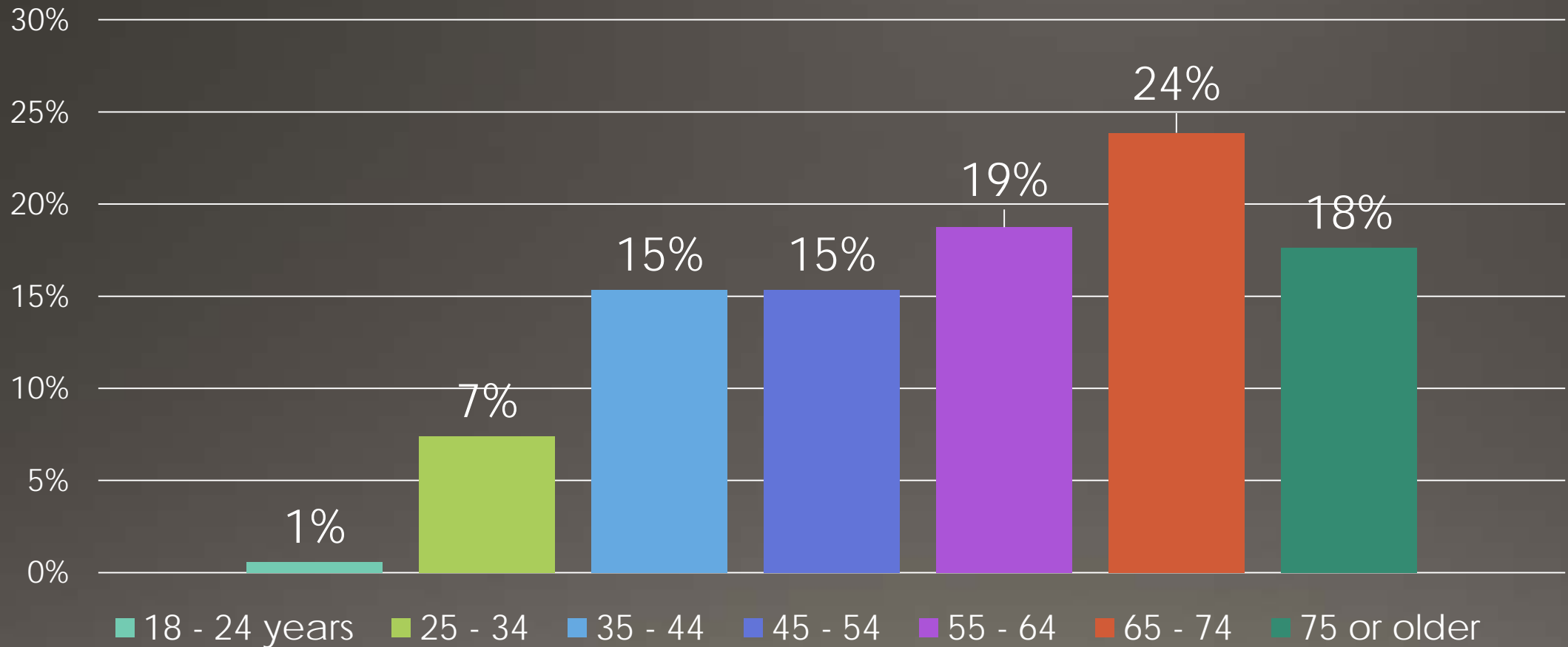


# Methodology

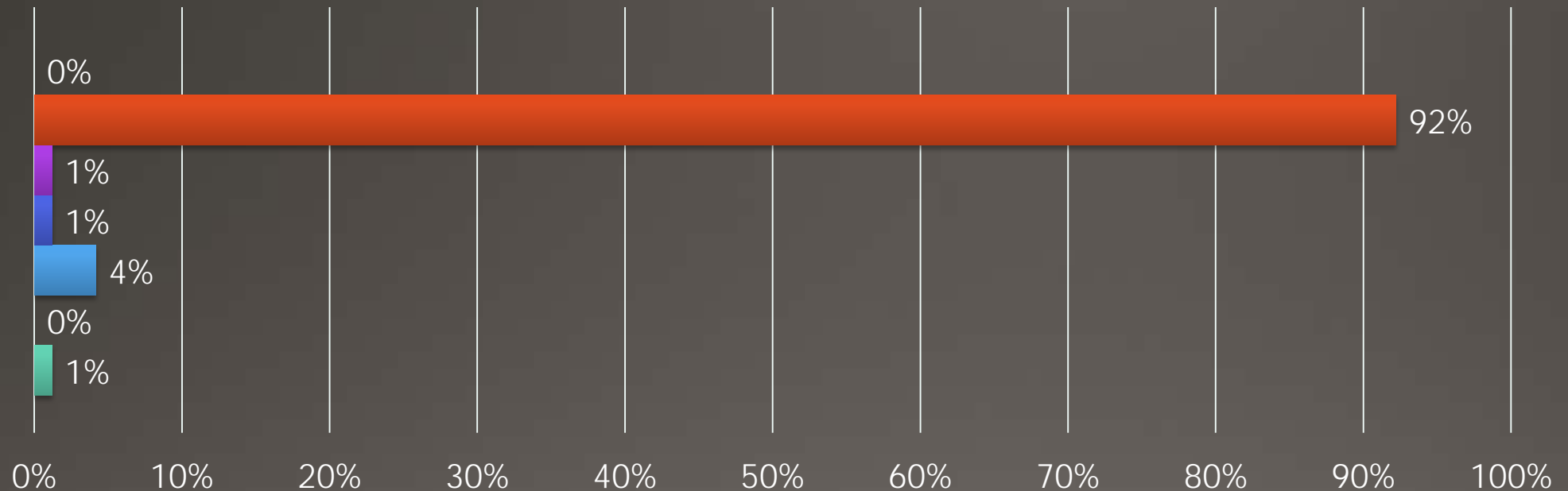
- Present example survey instruments
- Gather feedback from City staff regarding goals and objectives of the survey
- Recreational Opportunities
- Geocentric Focus
- Open Ended Commentary
- Likert Scale Usage
- Bilingual Survey
- Compilation and Reporting Methods



# Respondent Demographics: Age



# Respondent Demographics: Race

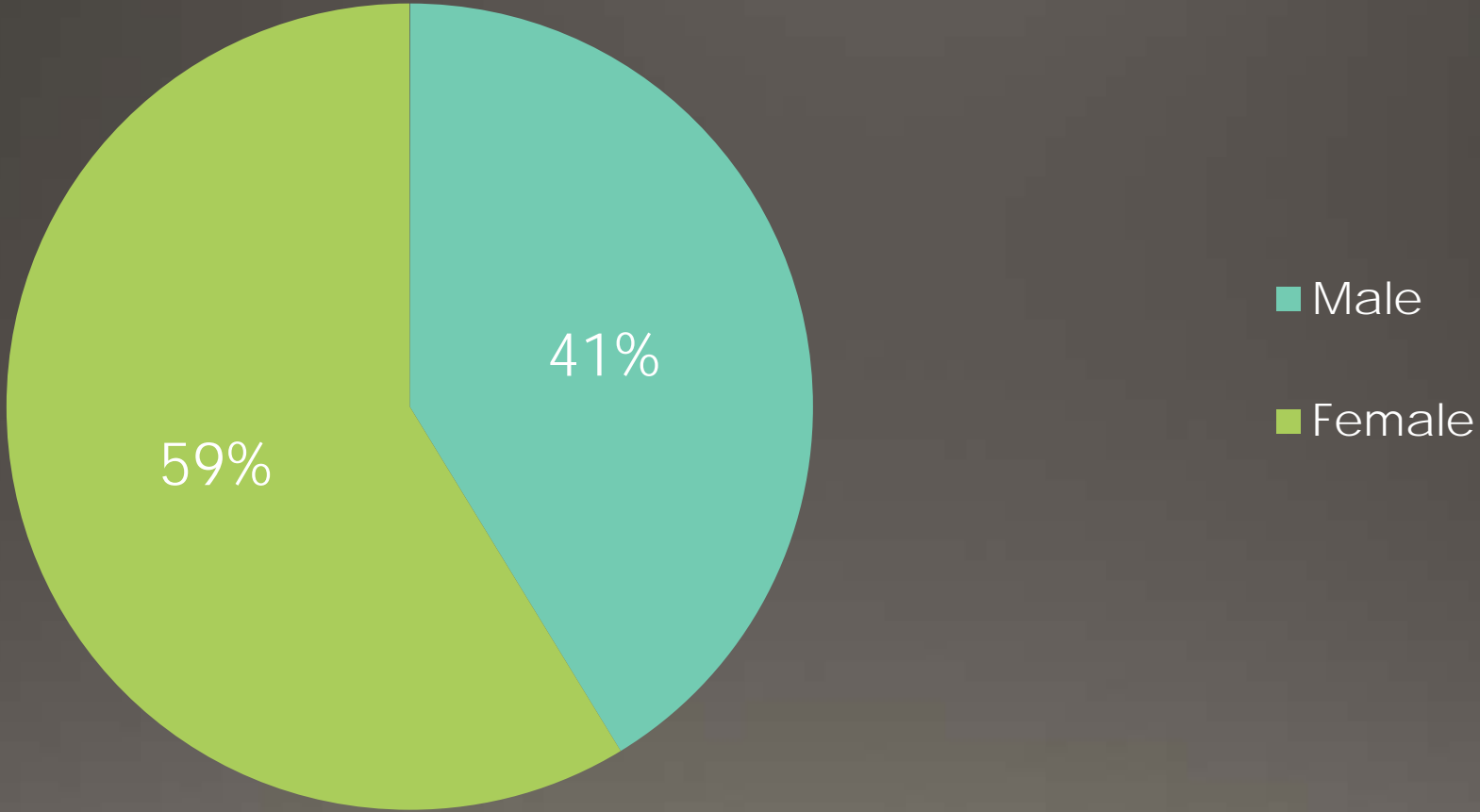


- Other
- Multi-racial
- Black or African American
- American Indian or Alaskan Native

- White or Caucasian
- Hispanic or Latino
- Asian or Pacific Islander

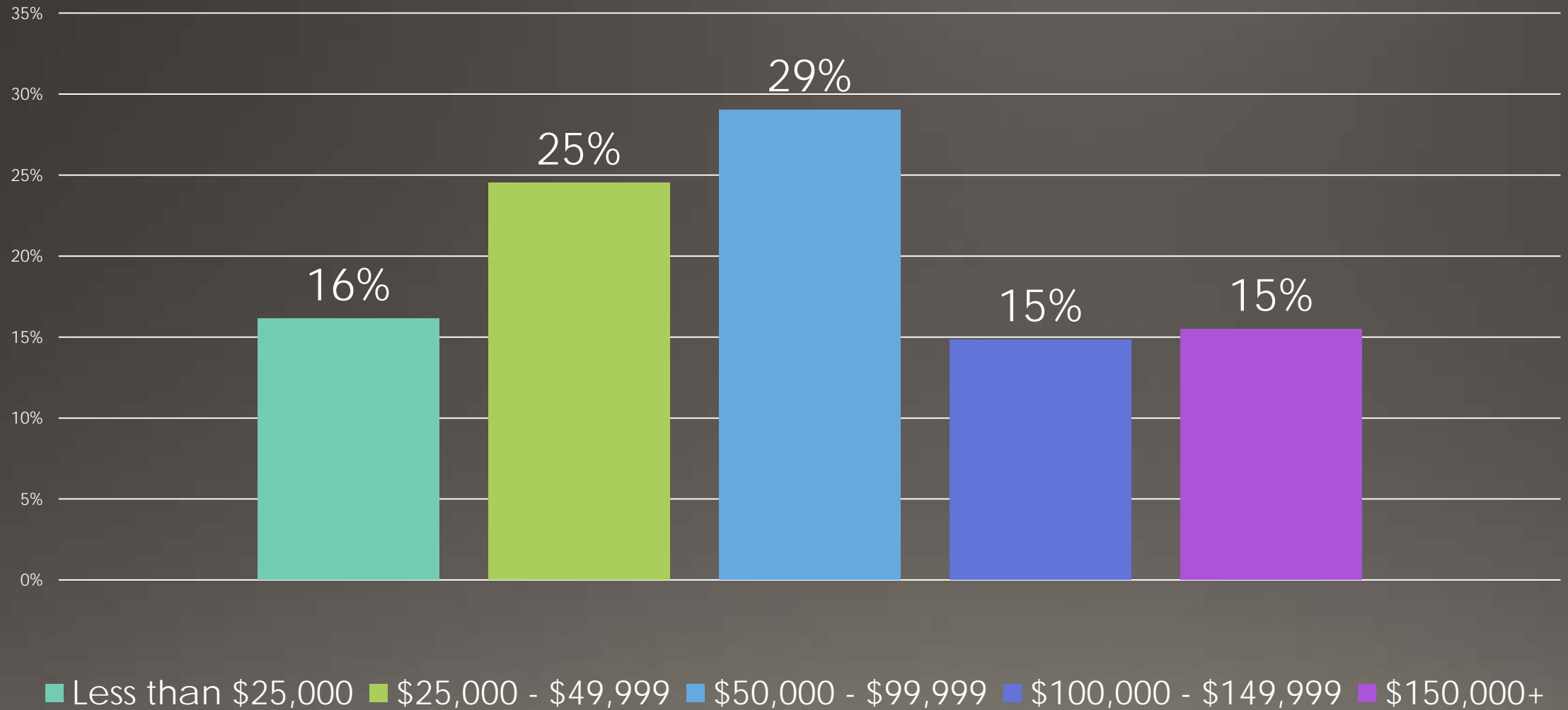


# Respondent Demographics: **Gender**





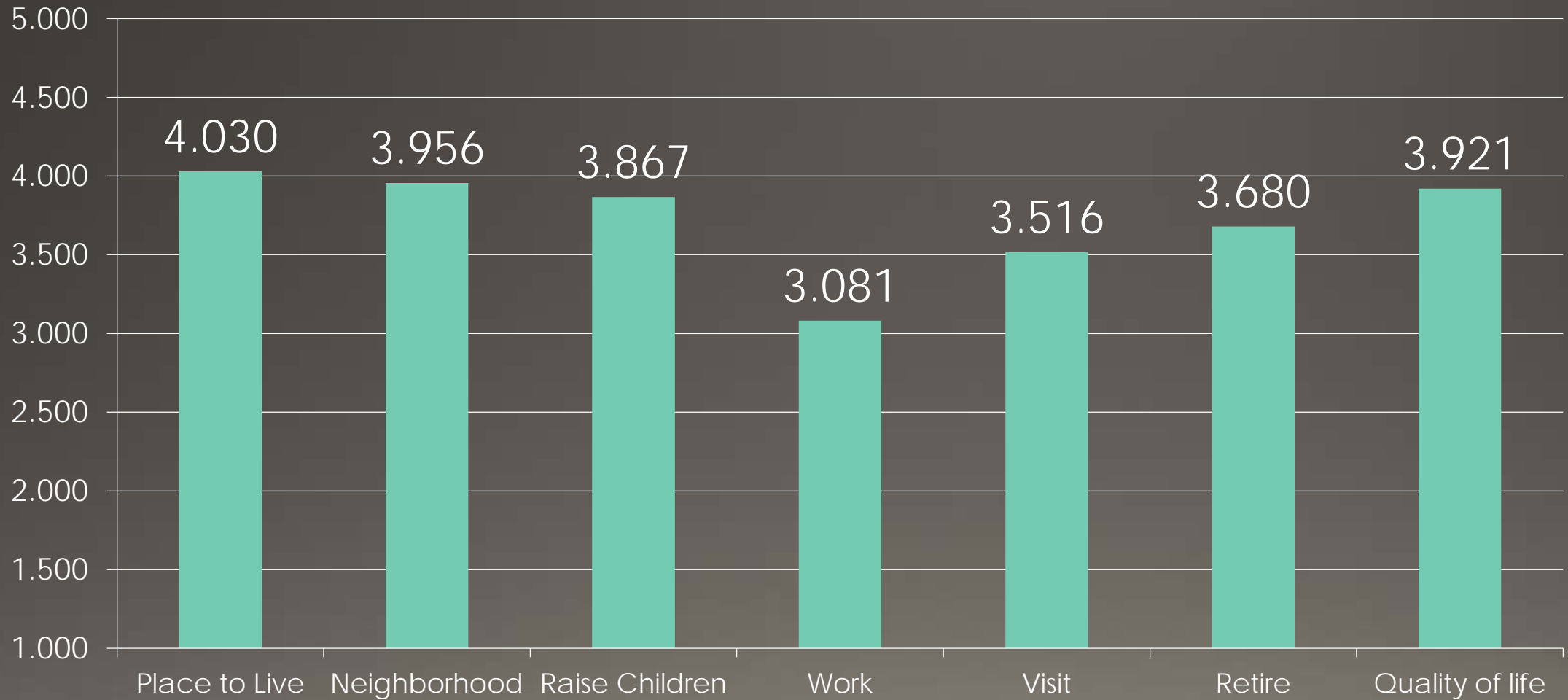
# Respondent Demographics: **Annual Household Income**





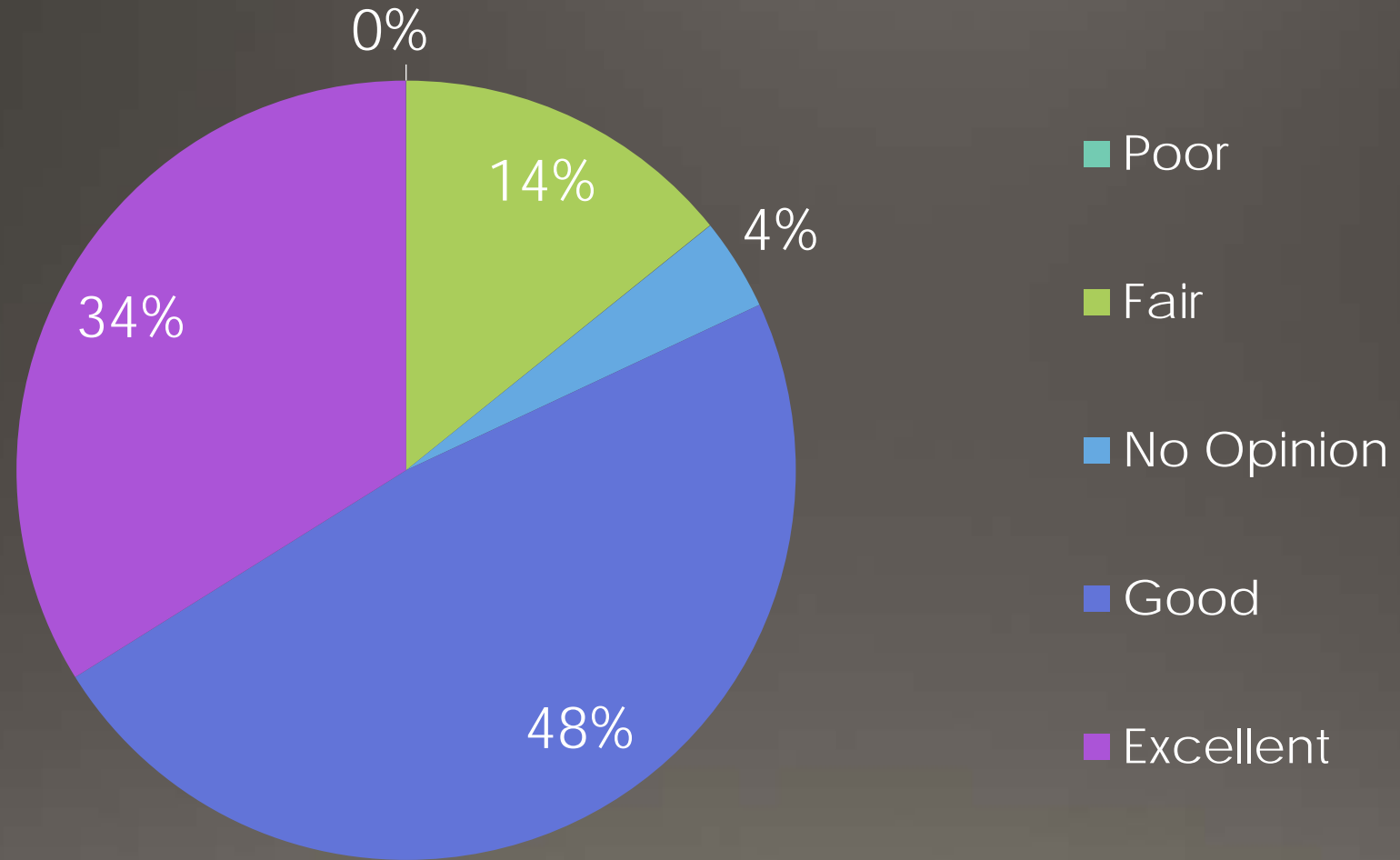


# Perception of Farmersville: **Quality of Life**



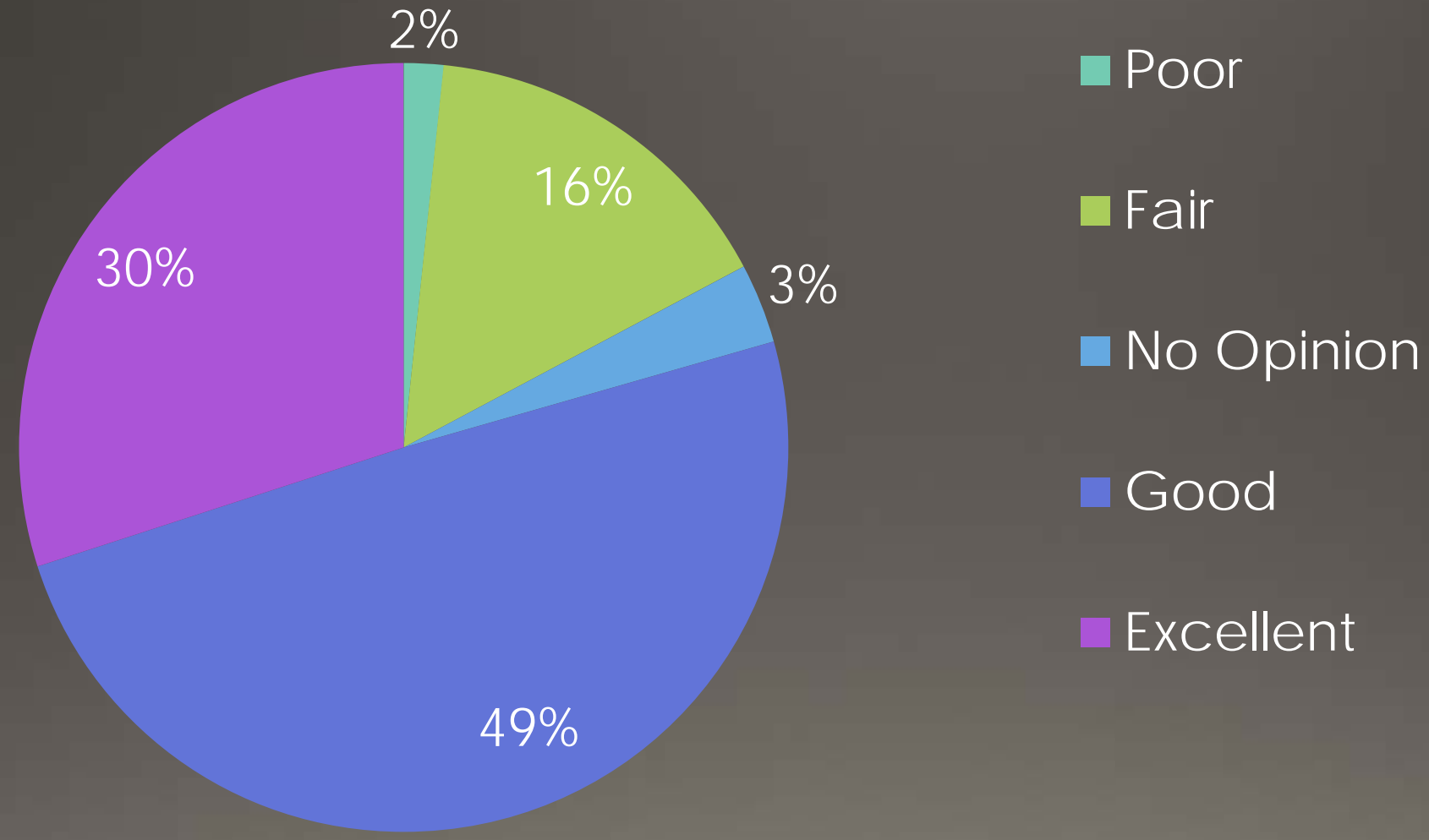


# Farmersville as a Place to Live



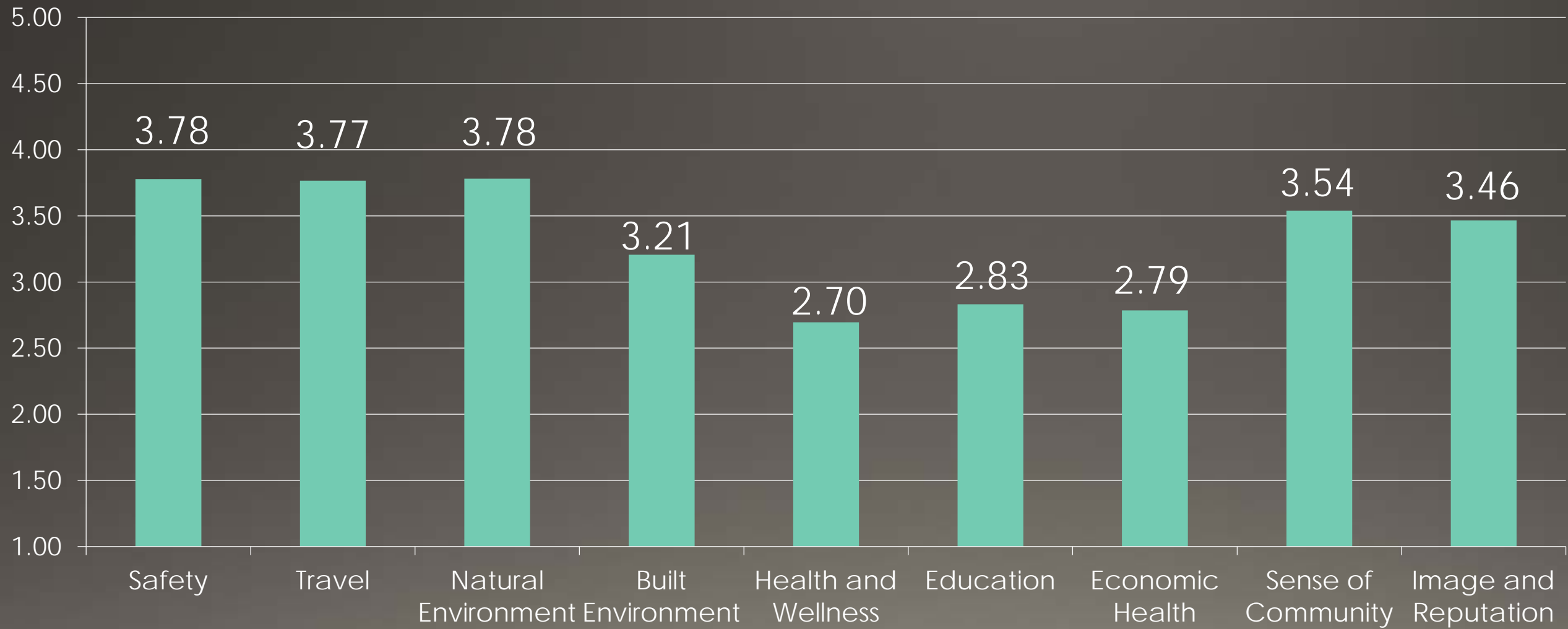


# Overall Quality of Life

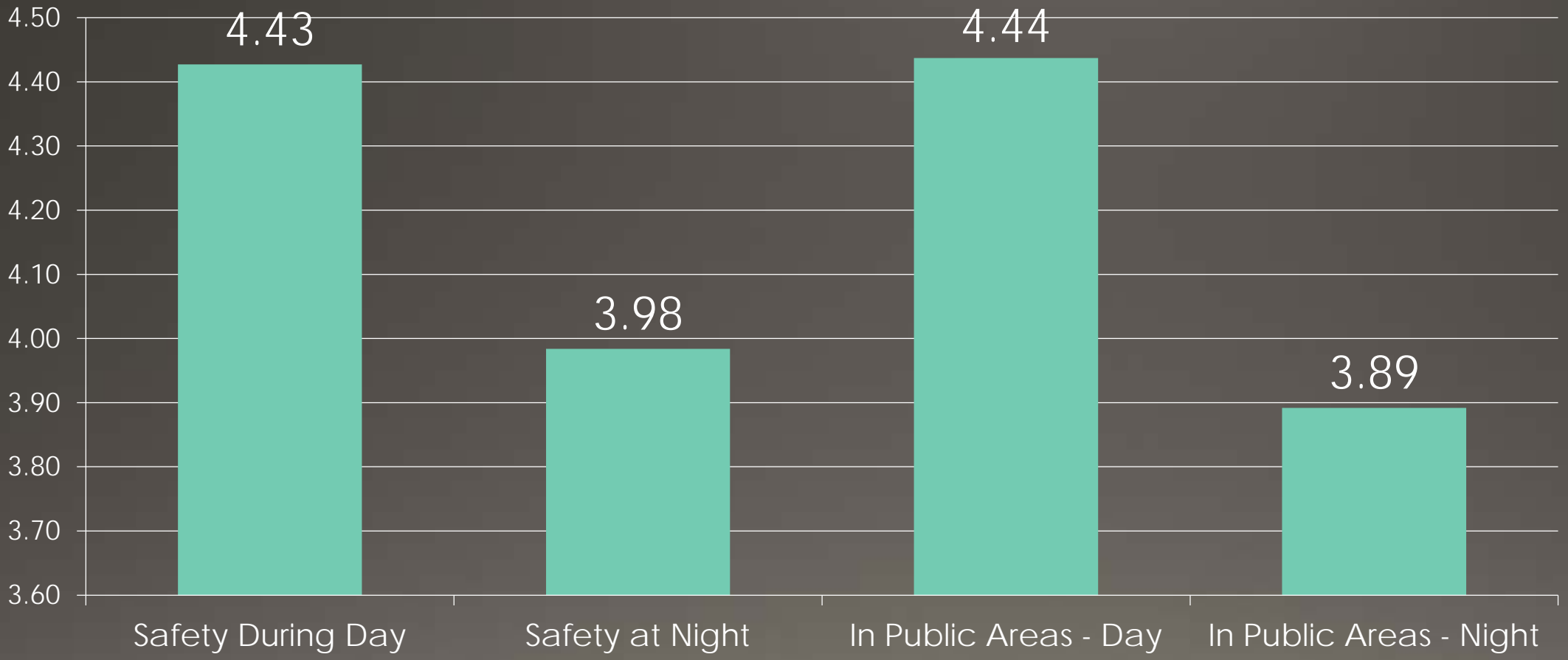




# Perception of Farmersville: Characteristics as a Whole

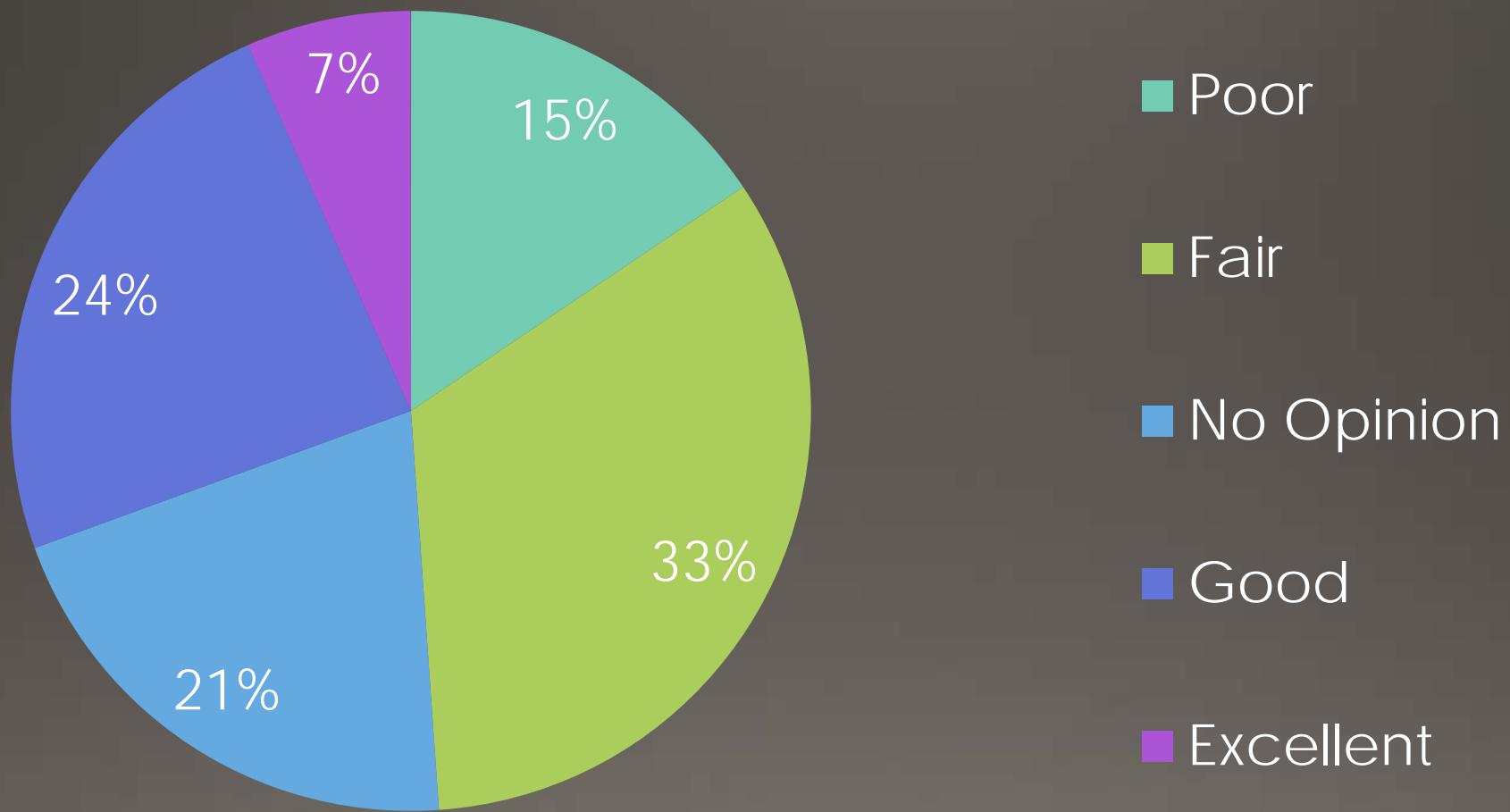


# Safety

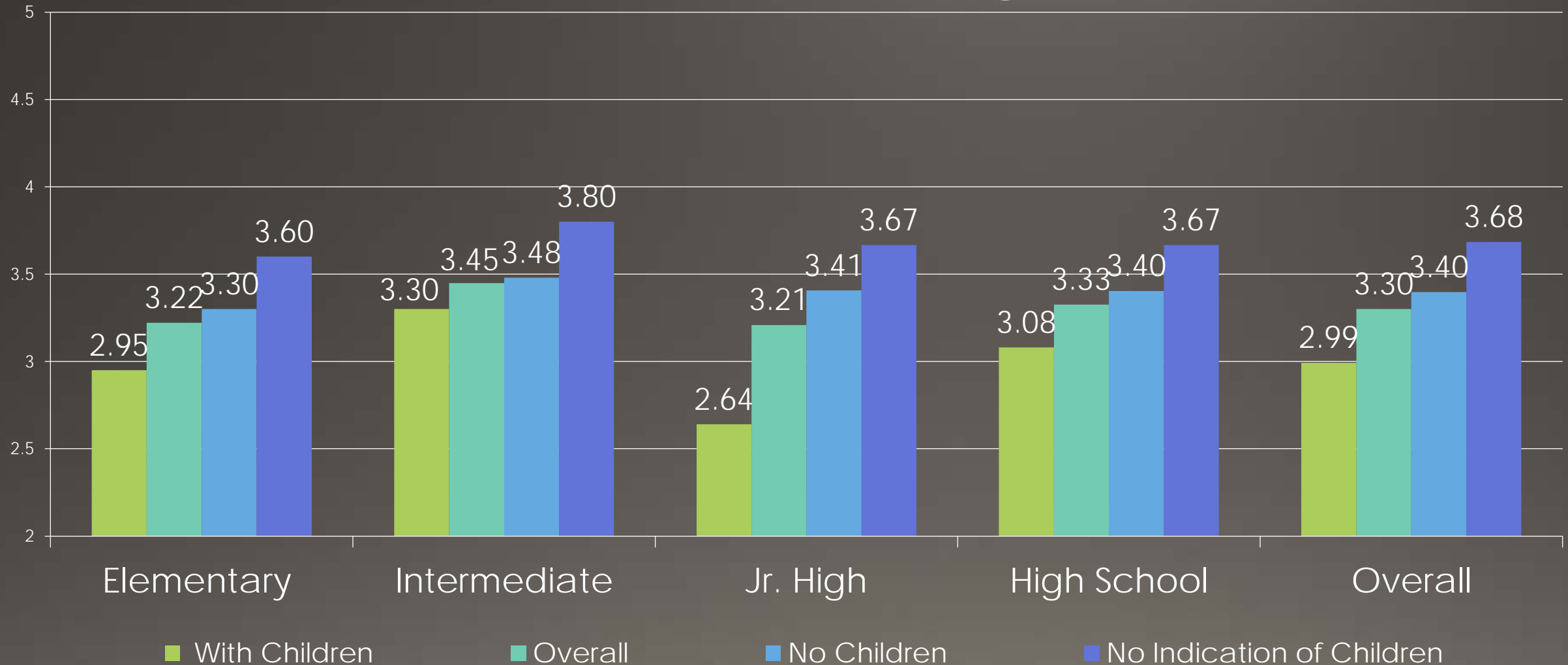




# Fitness Opportunities

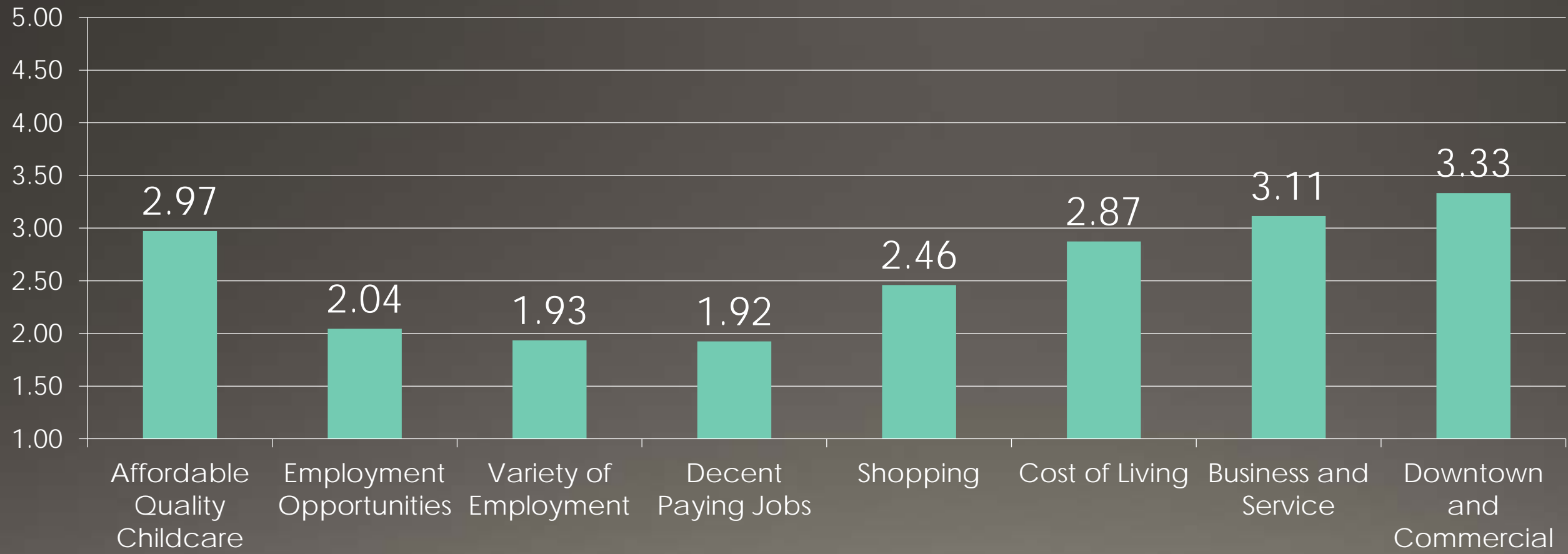


# Overall School Ratings





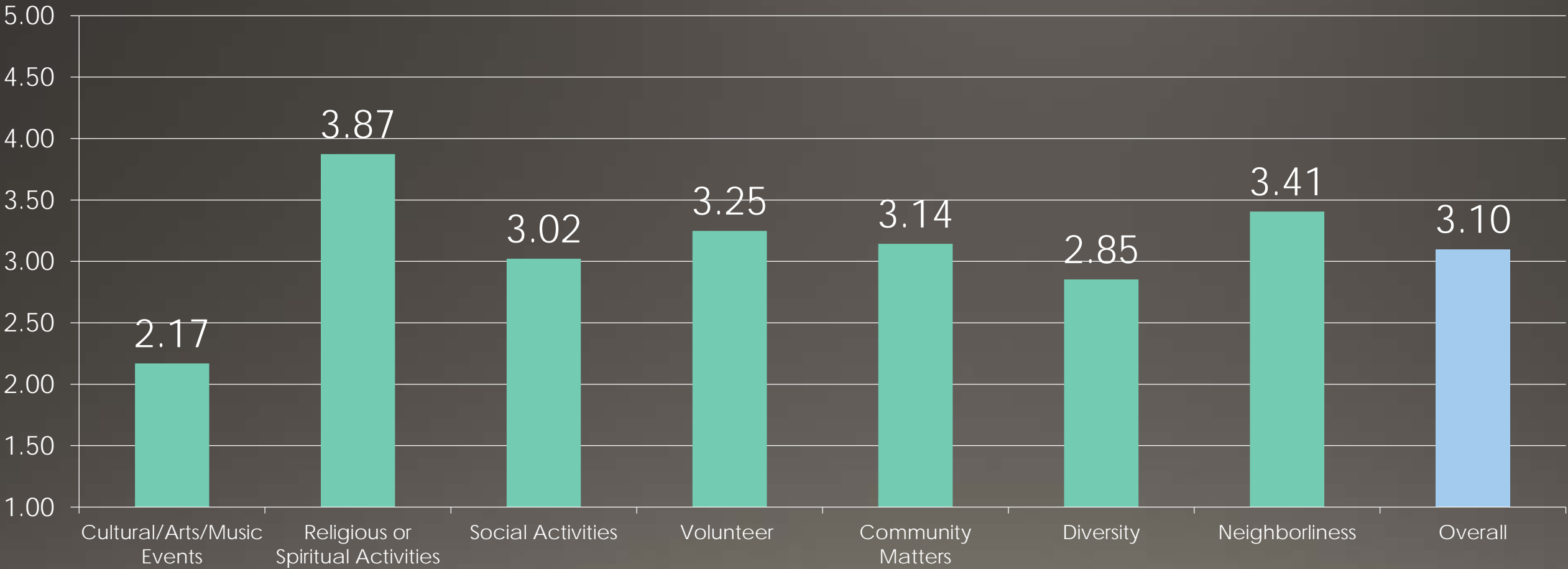
# Cost of Living, Economic Activity, and Opportunities





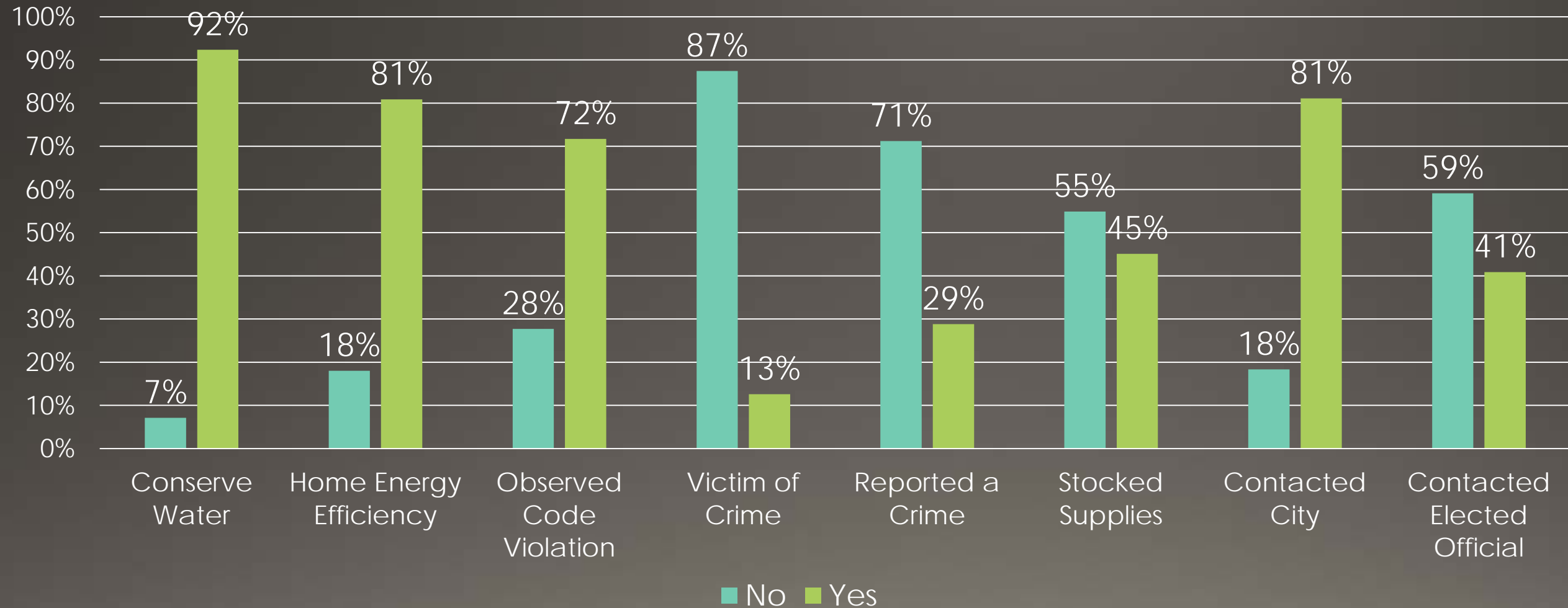


# Sense of Community: Ratings By Category



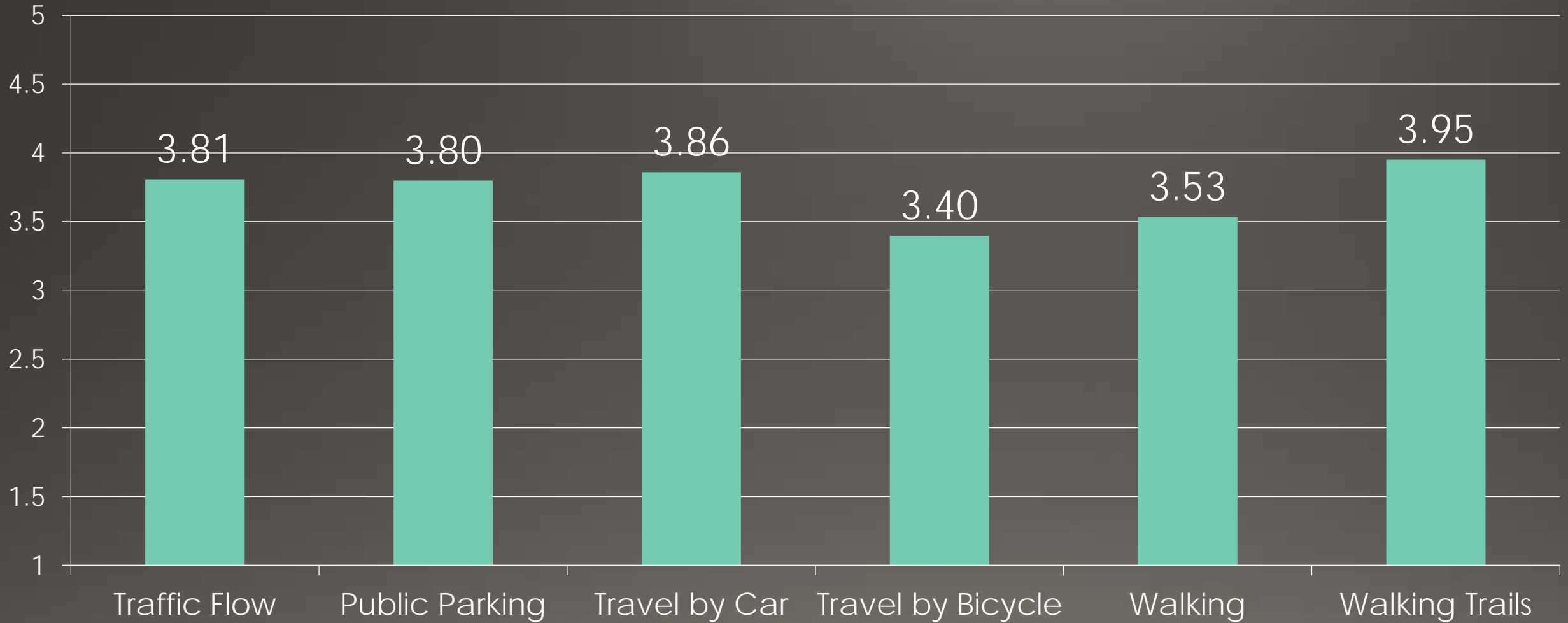


# City Interaction

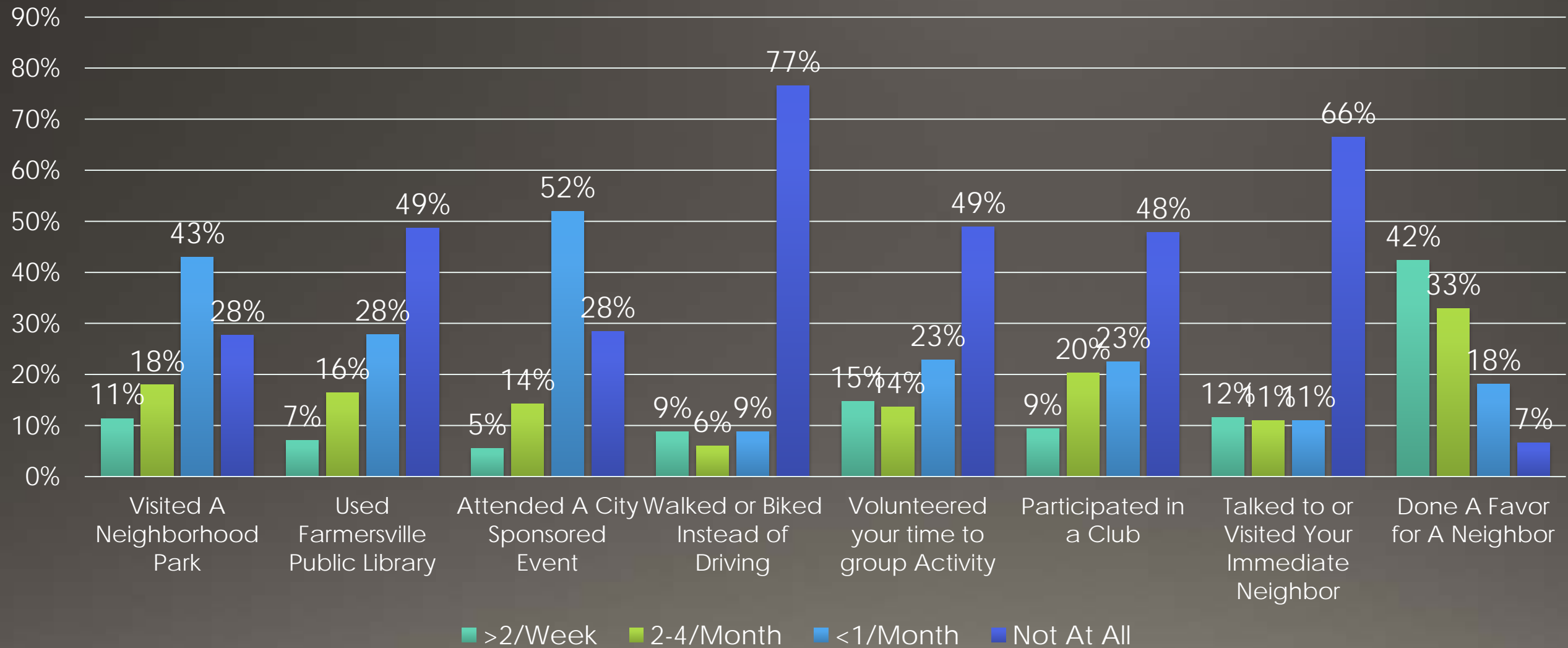




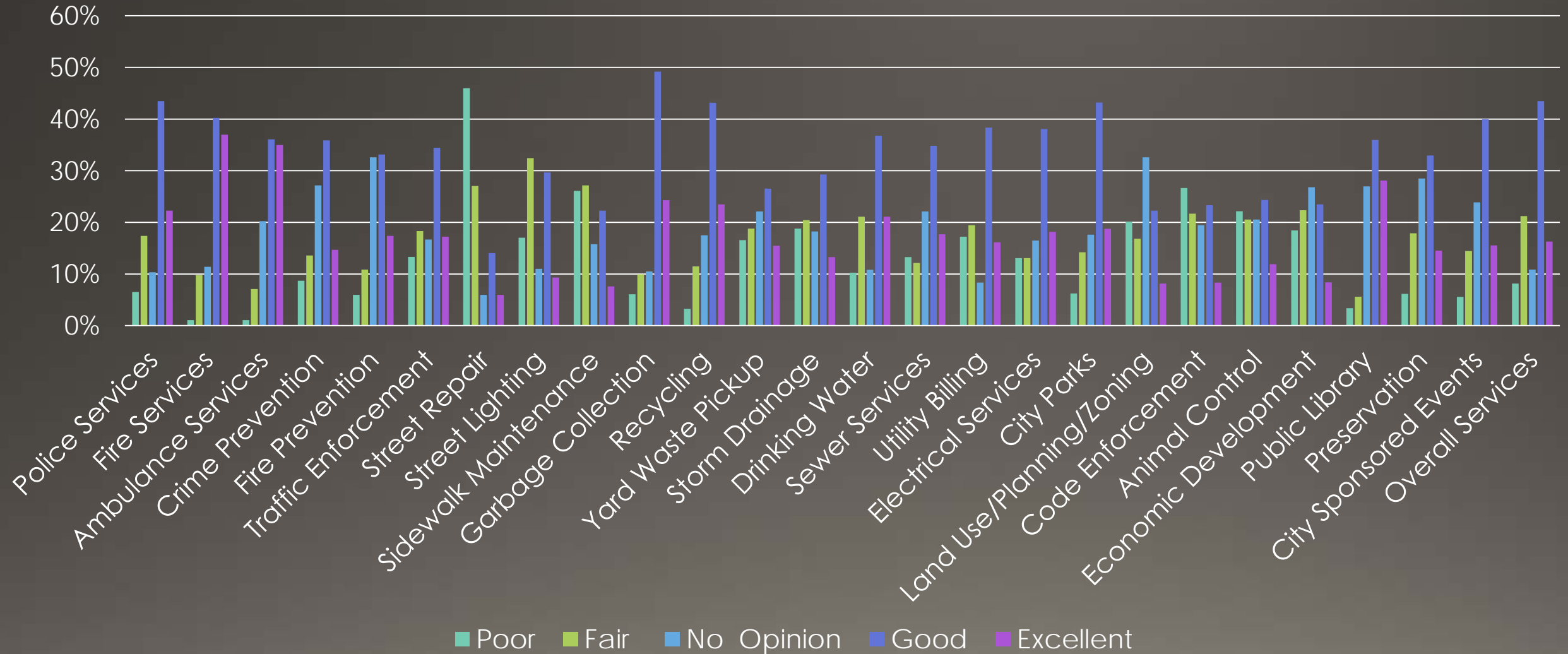
# Perceptions of Accessibility



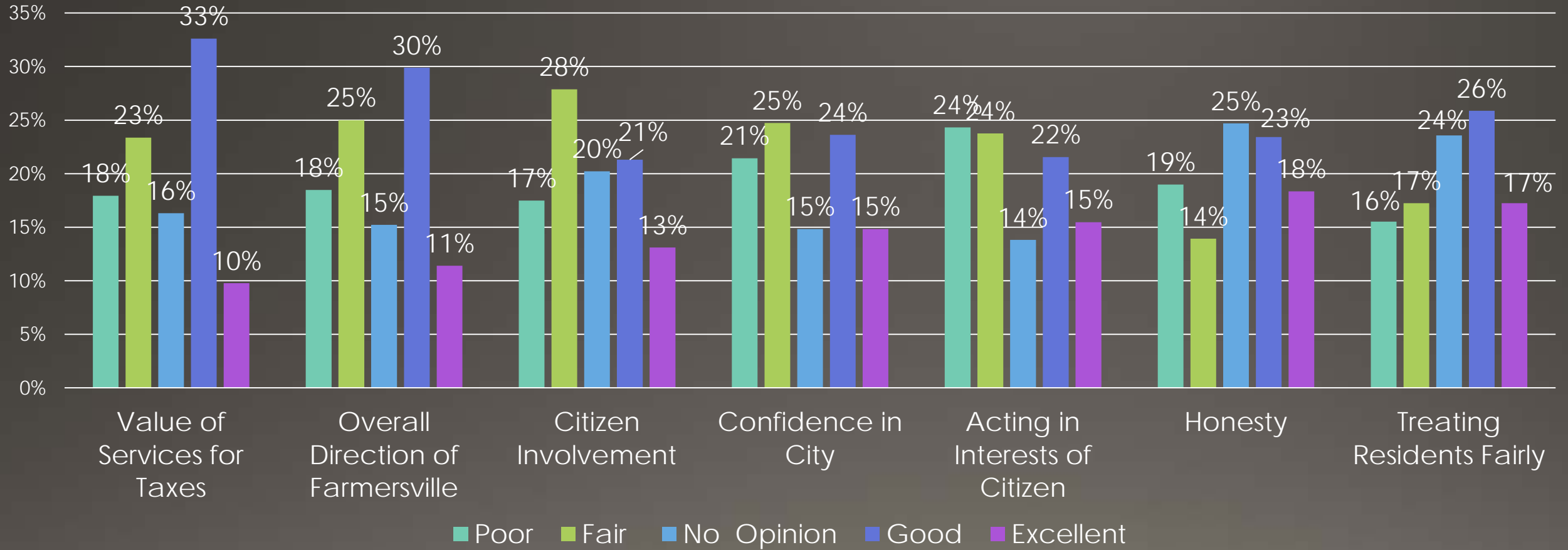
# City Participation



# Perception of City Services

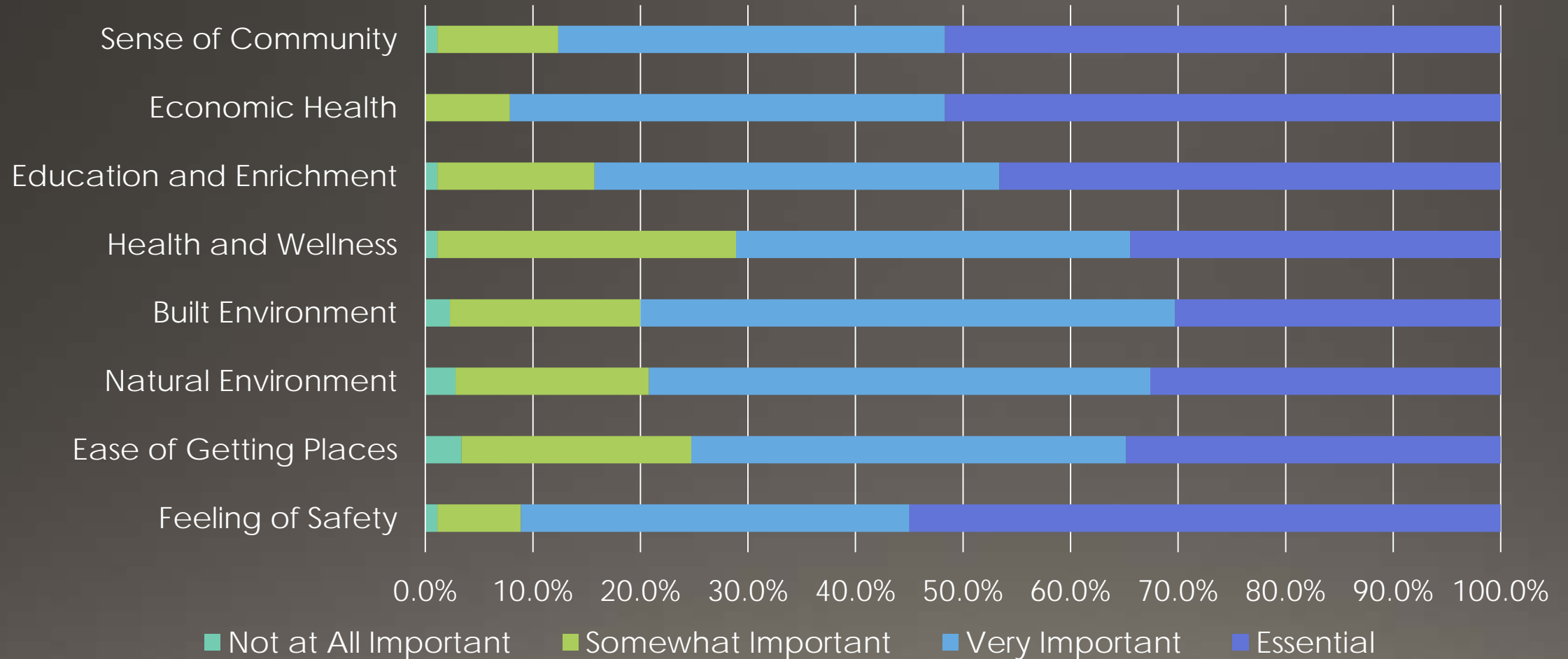


# Perception of City Services: Government Performance

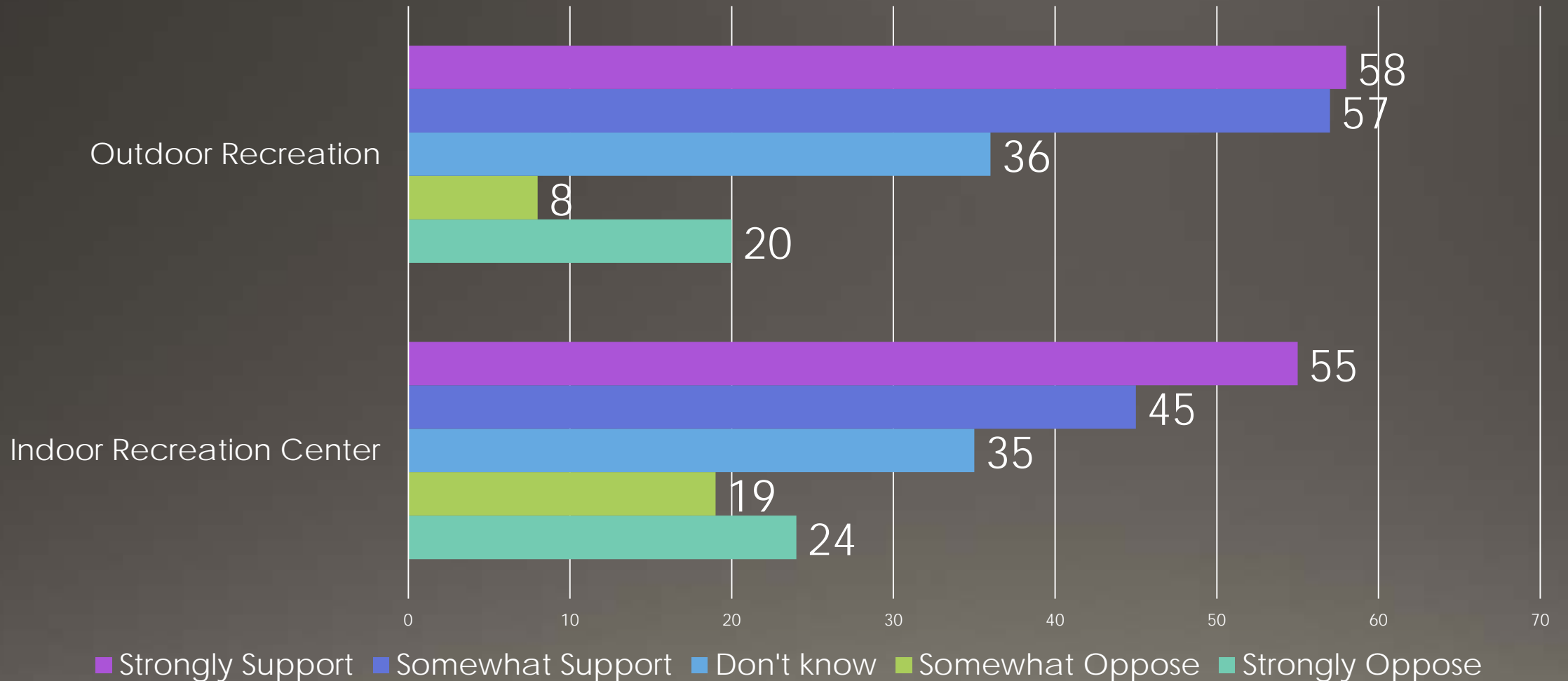




# Objectives for Farmersville

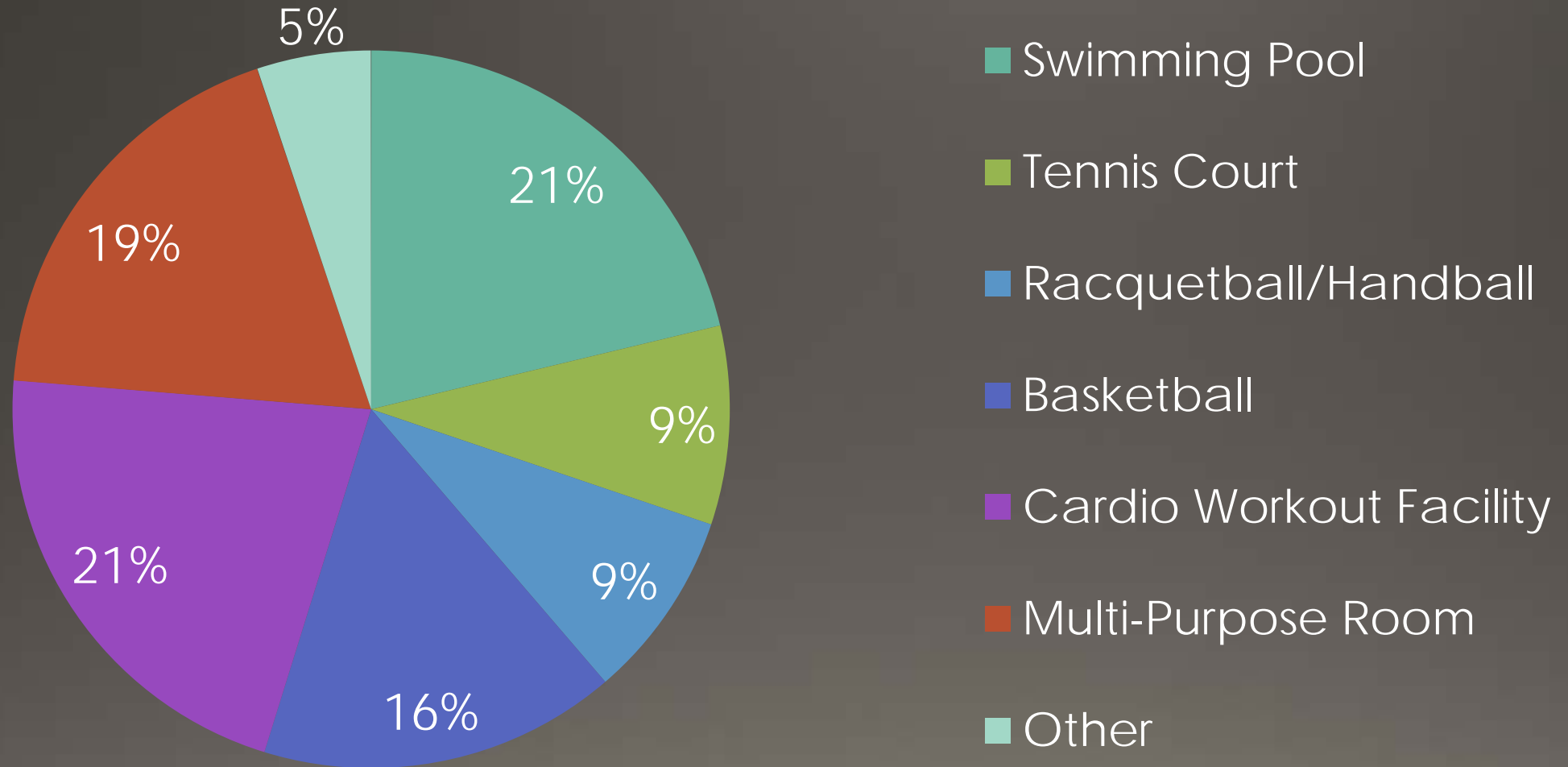


# Support of Bond Election for Recreation Center/Area



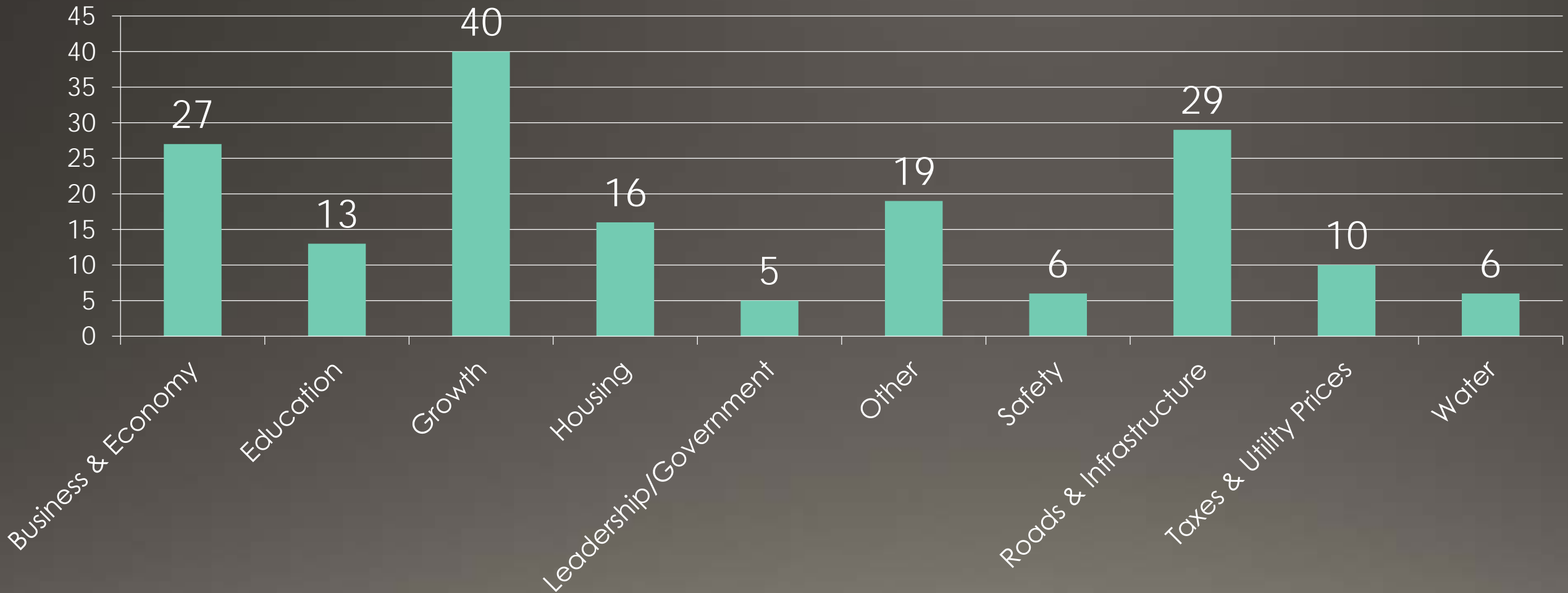


# Recreation Center/Area: Desired Amenities



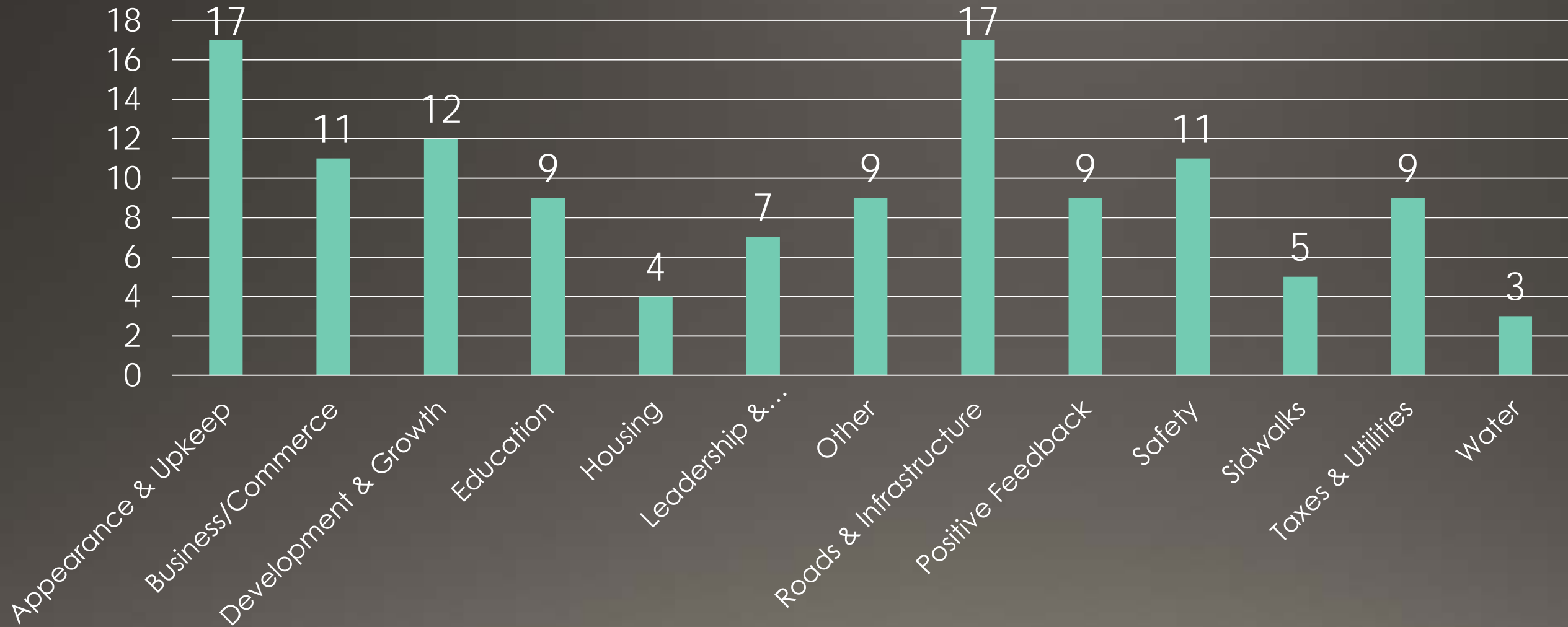


# Most Important Issues for the Next Five Years





# General Comments



# Representative Comments

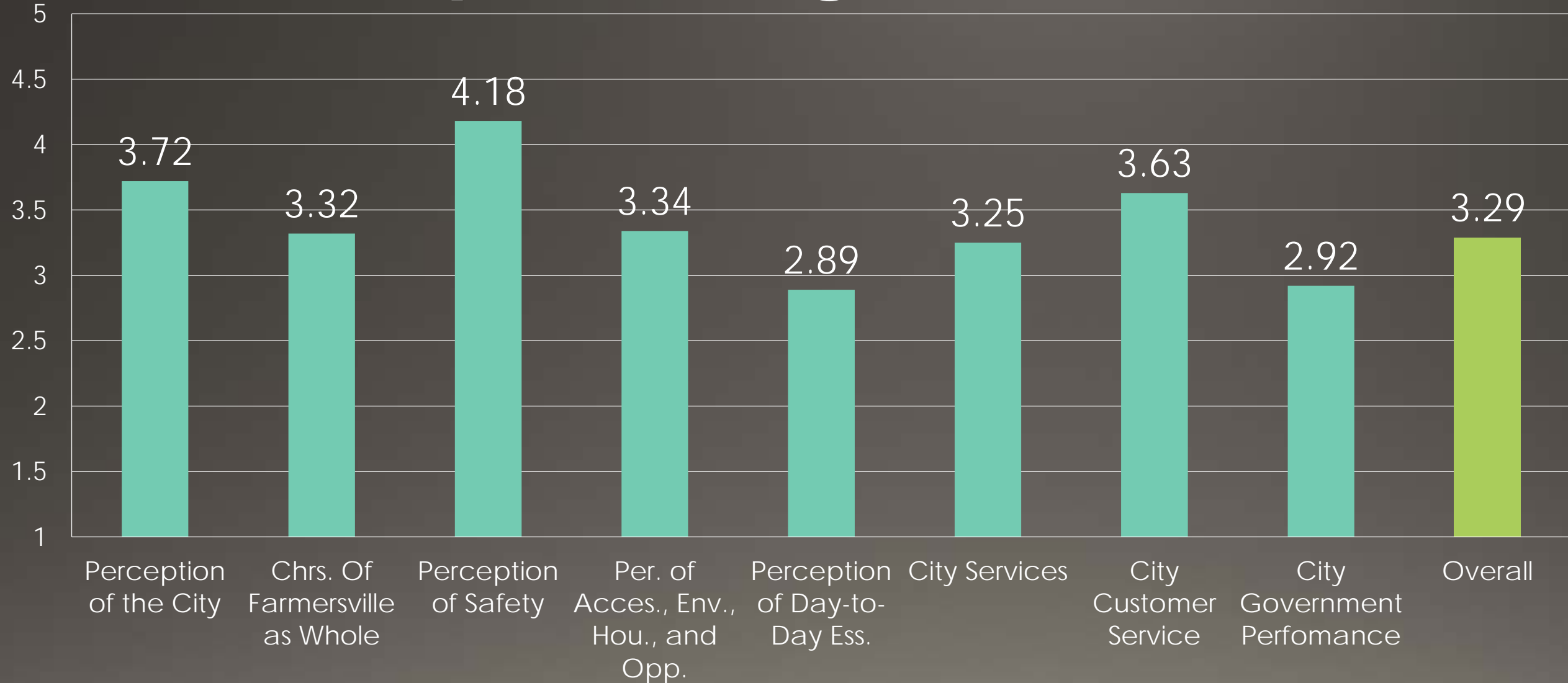
## Positive

- “I am generally very happy with the city, its leaders, employees, citizens. It’s been a great place to live for 31 years!”
- “I love living here. I moved here in 2000.”

## Negative

- “Stop making it so hard for businesses to come to our town. The approval process is ridiculous! Think of how much tax dollars from economic growth will help our town!”
- “Need better streets and street repair.”

# Summary of Categorical Results



**Questions?**