



## 2014 Fairview Citizen Survey

At the April 1, 2014 Town Council meeting the results of the 2014 Fairview Citizen Survey were presented to the Fairview Town Council and those in attendance. The purpose of the survey was to seek citizen opinions and priorities, determine satisfaction levels, and to generate ideas on how to move our town forward. As the town continues to grow and as the Town Council and town staff look toward the future, it is extremely important that we look forward together.

While brief and easy to complete, the survey covered a broad range of topics, from roads and code enforcement to leisure services and communication efforts. Based on total households that received the survey, a collection rate of twenty-eight percent was calculated. This level of participation the inaugural year of this citizen survey was outstanding and very beneficial in establishing a benchmark to better assess future survey results. The Town Council and town staff would like to thank all Fairview residents that took time to contribute to this effort. The plan is to conduct this survey every two years so the Town Council and town staff can continue assessing citizen opinions and priorities to determine satisfaction levels and generate ideas as the town continues to grow. Below are some highlights of the 2014 Fairview Citizen Survey results, and immediately following this page is the presentation given at the April 1, 2014 Town Council meeting.

- 893 collected surveys from a mailing of 3,209 households, generated from Collin County Appraisal District and list of multi-family dwellings in Fairview
- Collection rate of 28%
- Survey sample was divided into 3 subsectors
  - **Area 1**-Commercial Planned Development District – 20% of sample
  - **Area 2** -Low density area – 47% of sample
  - **Area 3**-Heritage Ranch – 33% of sample
- 96% of residents are satisfied with the quality of life in Fairview (57% very satisfied)
- 99% of residents feel safe in Fairview (78% very safe)
- Code Enforcement: 92% of residents are pleased with the overall manner in which the town is maintained, and 87% feel satisfied with the level of code enforcement
- Satisfaction with Primary Focus Areas:
  - **Infrastructure** (*the provision of water, sewer, roads and drainage services*)-78% of residents satisfied (17% very satisfied)
  - **Public Safety** (*police, fire, ambulance, health, code enforcement, animal control services*)-93% of residents satisfied (43% very satisfied)
  - **Economic Development** (*economic growth in the town*)-77% of residents satisfied (24% very satisfied)
  - **Customer Focus** (*response to customers, citizens, residents, business owners*)-74% of residents satisfied (20% very satisfied)
  - **Fiscal Responsibility** (*fiscal accountability of the town*)-77% of residents satisfied (21% very satisfied)
  - **Community Development** (*the built and future development in town, community aesthetics and amenities*)-75% of residents satisfied (18% very satisfied)

# Town of Fairview 2014 Citizen Survey Results



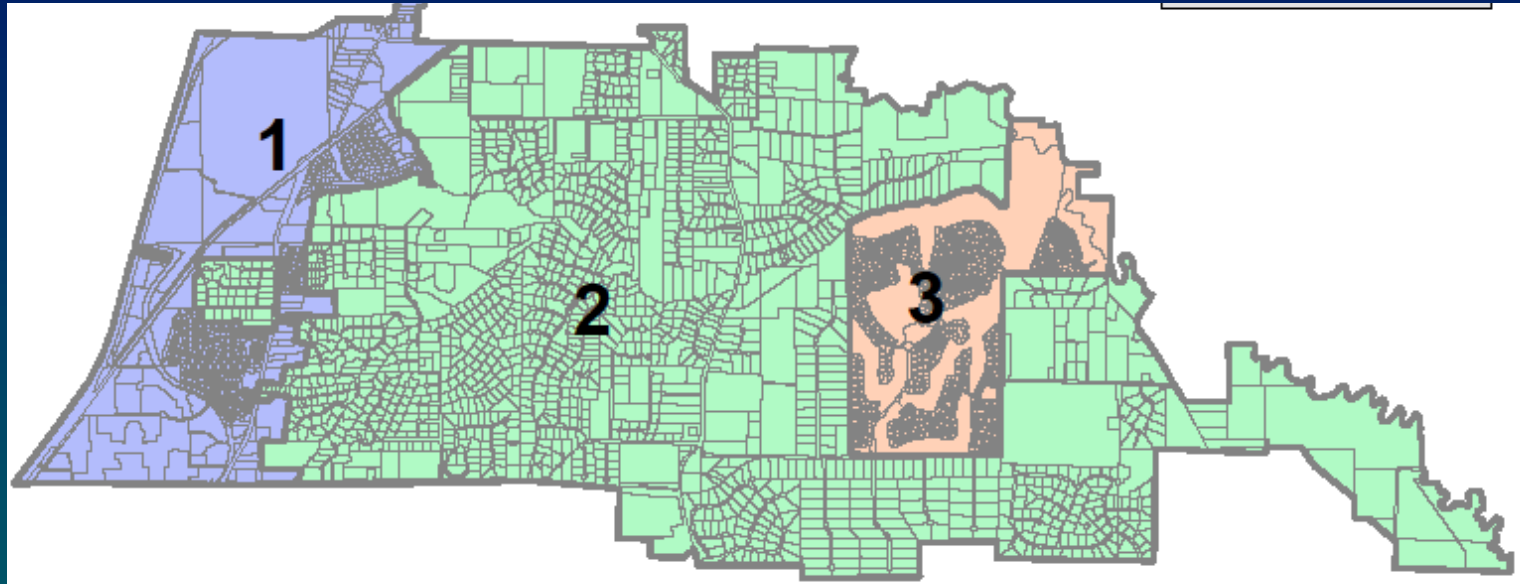
Town Council Presentation

April 1, 2014

# Survey Methodology

- 893 collected surveys from a mailing of 3,209 households, generated from Collin County Appraisal District and list of multi-family dwellings in zip code
- Collection rate of 28%
- Self-administered survey
- Sample divided into 3 subsectors
- Surveys were mailed 12/23/13 and collected at post office and Town Hall through 2/21/14
- Staff provided cumulative results through 2/10/14 and final results

# Subsector Designation



Area 1 – Commercial Planned Development District – 20% of sample

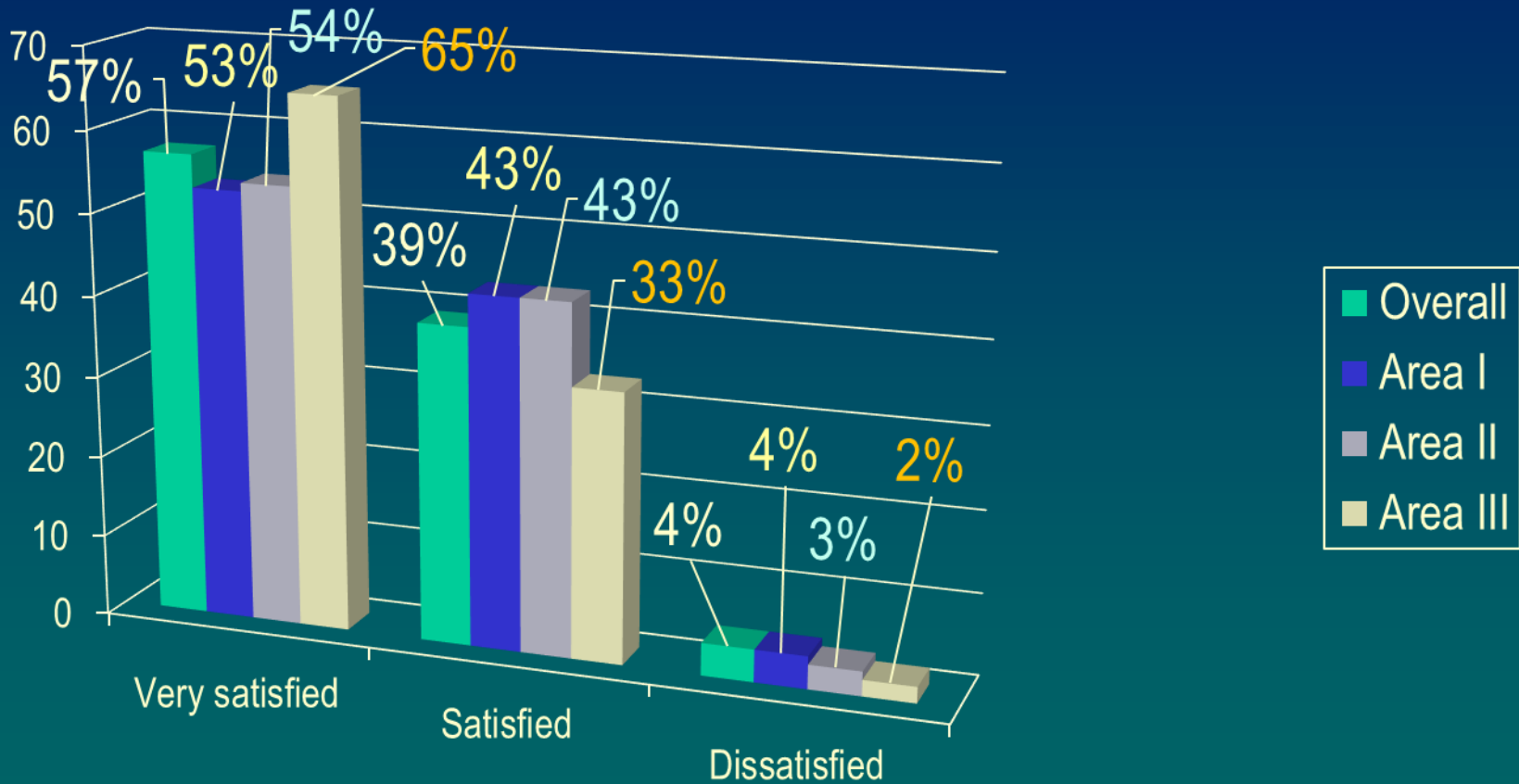
Area 2 – Low density area – 47% of sample

Area 3 – Heritage Ranch – 33% of sample

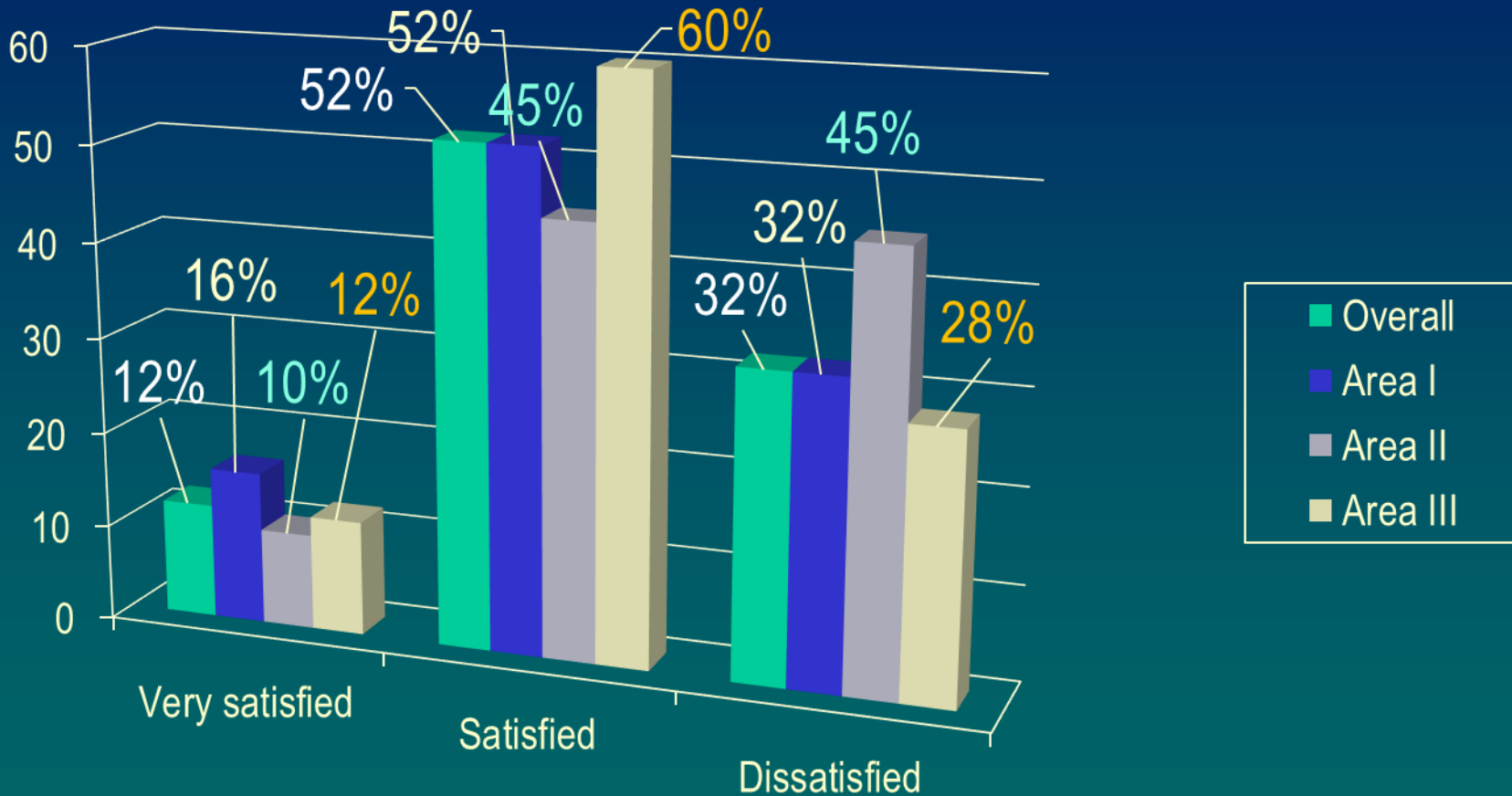
# Respondent Profile

- 13% of males and 12% of females under age 45
- 69% and 73% over age 55; 52% of both groups over age 65
- 73% no children under 18
- 25% under 3 year resident
- 29% over 11 year resident
- 95% homeowners
- 62% acknowledged voting in 2013 Town Council Election
- People who worked listed 75069 (37%), Dallas (20%), and Plano (15%) zip codes as where they worked

# Comparing Satisfaction With Quality Of Life

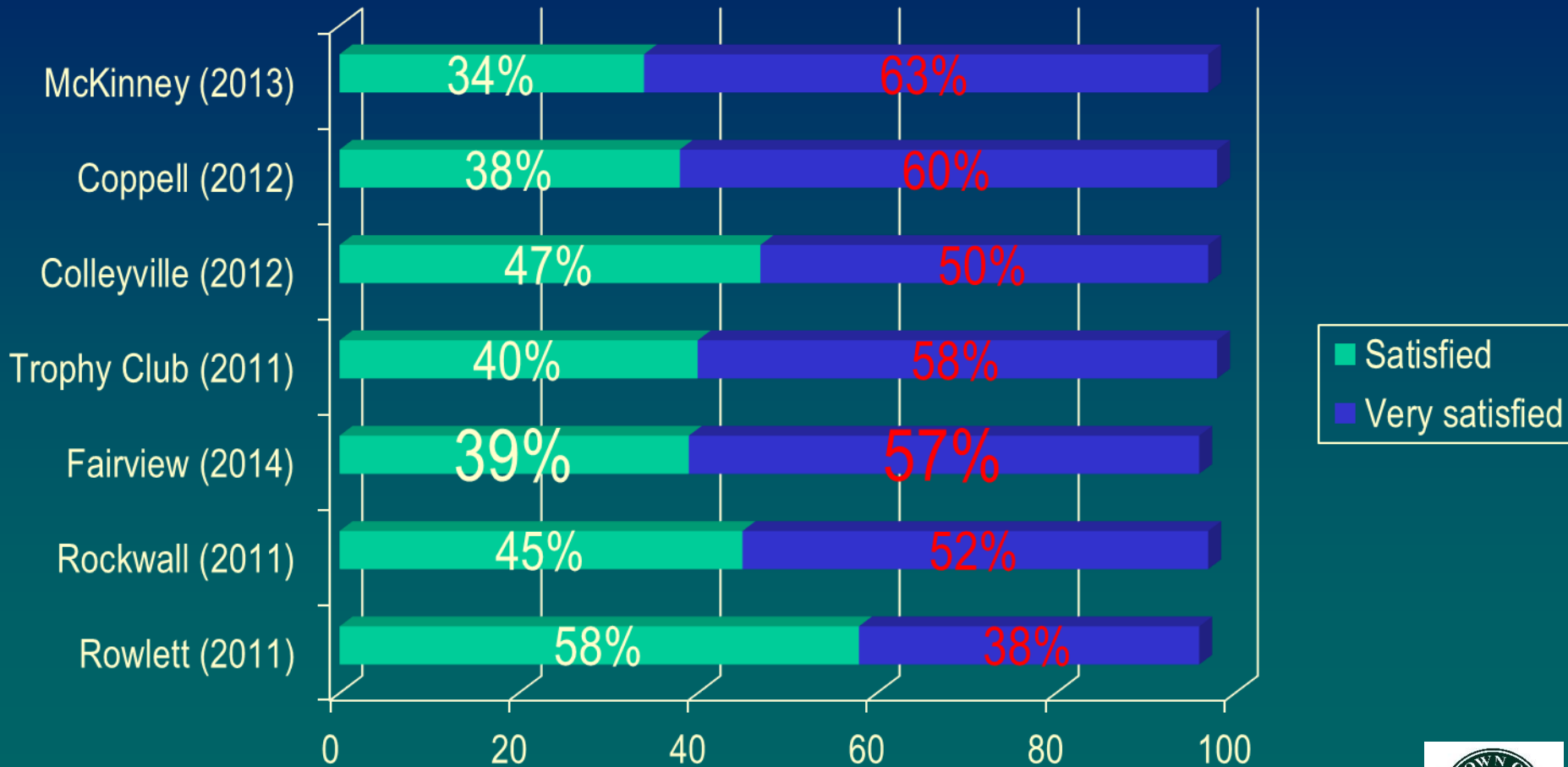


# Comparing Satisfaction With Roadway Improvements



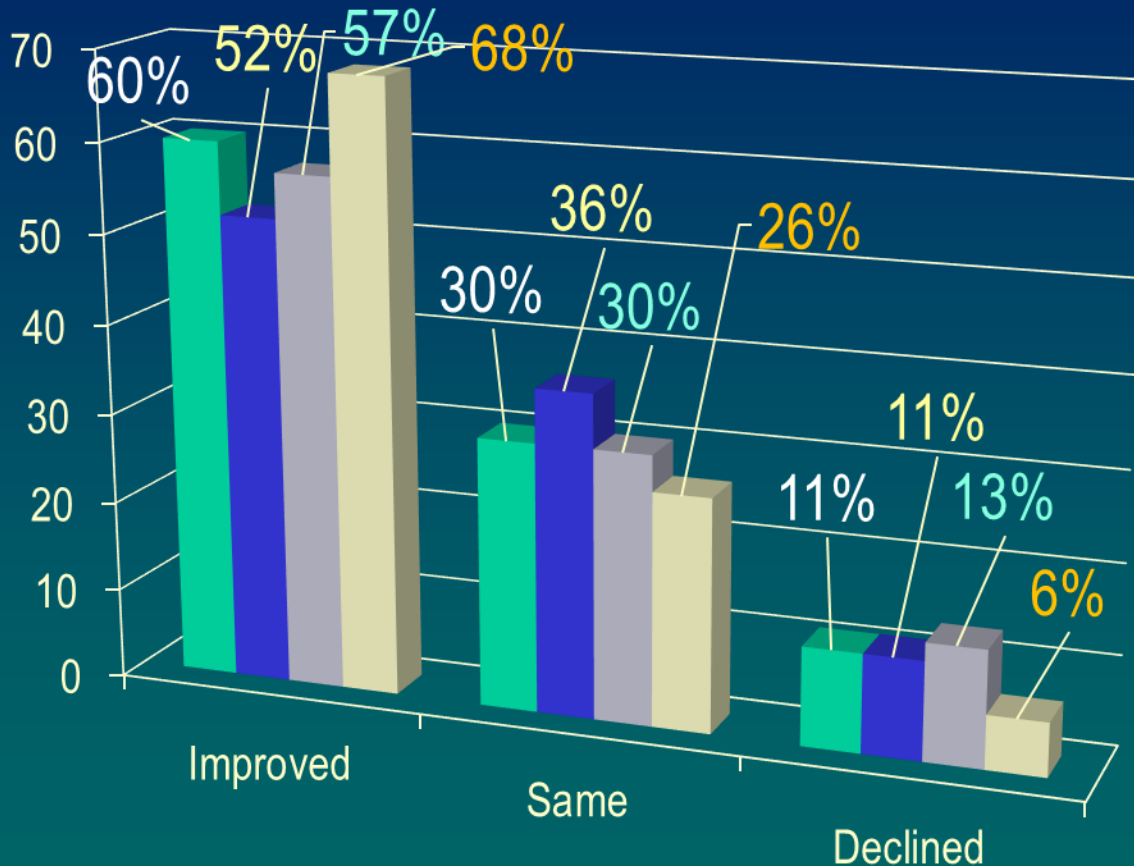


# Comparing Quality Of Life Ratings





# Comparing Community Improvement Ratings



# Assessing Services Provided Versus Fees Paid

- Very satisfied (19%) + satisfied (68%) = 87%
- Very dissatisfied (2%) + dissatisfied (11%) = 13%
- Satisfaction ratio 6.7:1
- Satisfaction ratio lowest in Area 2 (9.0:1-4.6:1-10.1:1) because of higher dissatisfaction (10%-18%-9%)
- Fairview shoppers more positive about value of services than nonshoppers (88%-64%)

# Items Which Make Fairview A Unique Place To Live

- Rural living/town amenities – 30% (23%-28%-36%)
- Large lot size/acreage – 17% (3%-27%-7%)
- Shopping/retail/mall – 9% (20%-5%-9%)
- Size/small/uncongested – 8% (11%-5%-13%)
- Keeping it Country – 6% (5%-6%-7%)
- Location/convenience/proximity – 5% (12%-3%-5%)
- Quiet/peaceful/safe – 5% (6%-3%-7%)

# Most Critical Issue Facing Fairview

- Managing growth – 16% (10%-18%-16%)
- Traffic congestion – 15% (10%-16%-16%)
- Filling The Village stores – 9% (22%-5%-8%)
- Too much growth/overdevelopment – 8% (6%-10%-7%)
- Keeping it Country/small – 8% (9%-8%-6%)
- Widening of Stacy Road – 6% (3%-7%-7%)
- ISD related issues/split ISD's – 6% (12%-6%-4%)

# Attitudes About Code Enforcement

- The level of code enforcement is satisfactory – 87%-13%, 6.7:1 (20% strong agreement)
- I am pleased with the overall manner in which the town is maintained – 92%-8%, 11.5:1 (22%)
- The town should not consider changes to its approach to code enforcement – 77%-24%, 3.2:1 (19%)
- Biggest neighborhood code enforcement issues were excessive speeding/traffic laws (15%), watering issues (12%), parking on streets and barking dogs (both 11%), and tall grass/weeds, poor lighting, and strict regulations (each 9%)

# Satisfaction With Primary Focus

## Areas

- Infrastructure – 78%-20%, 3.9:1 (17% very satisfied)
- Public safety – 93%-5%, 18.6:1 (43%)
- Economic development – 77%-17%, 4.5:1 (24%)
- Customer focus – 74%-10%, 7.4:1 (20%)
- Fiscal responsibility – 77%-9%, 8.6:1 (21%)
- Community development – 75%-18%, 4.2:1 (18%)

# Attitudes About Town Services

## Top six rated by ratio (Have used)

- Fire services – 89%-0%, 89.0:1
- Polling locations for Town elections - 83%-3%, 27.7:1
- Ambulance services – 74%-4%, 18.5:1
- Town events – 75%-6%, 12.5:1
- Building inspections – 65%-7%, 9.3:1
- Town parks – 73%-10%, 7.3:1



# Attitudes About Town Services

## Top six rated by ratio (Have not used)

- Fire services – 90%-0%, 90.0:1
- Ambulance services – 76%-1%, 76.0:1
- Police – 91%-4%, 22.8:1
- Opportunities to serve the Town as a volunteer – 53%-3%, 17.7:1
- Polling locations for Town elections - 79%-6%, 13.2:1
- Town events – 72%-6%, 12.0:1

# Attitudes About Town Services

## Bottom five rated by ratio (Have used)

- Opportunities to serve the Town as a volunteer – 39%-6%, 6.5:1
- Police services - 79%-15%, 5.3:1
- Town trails – 58%-18%, 3.2:1
- Animal services – 31%-19%, 1.6:1
- Code enforcement – 43%-39%, 1.5:1

# Attitudes About Town Services

## Bottom five rated by ratio (Have not used)

- Building inspections – 57%-5%, 11.4:1
- Animal services - 55%-7%, 7.9:1
- Code enforcement – 68%-11%, 6.2:1
- Town parks – 70%-12%, 5.8:1
- Town trails – 58%-15%, 3.9:1

# Attitudes About Provided Town Services

## Top six rated by ratio

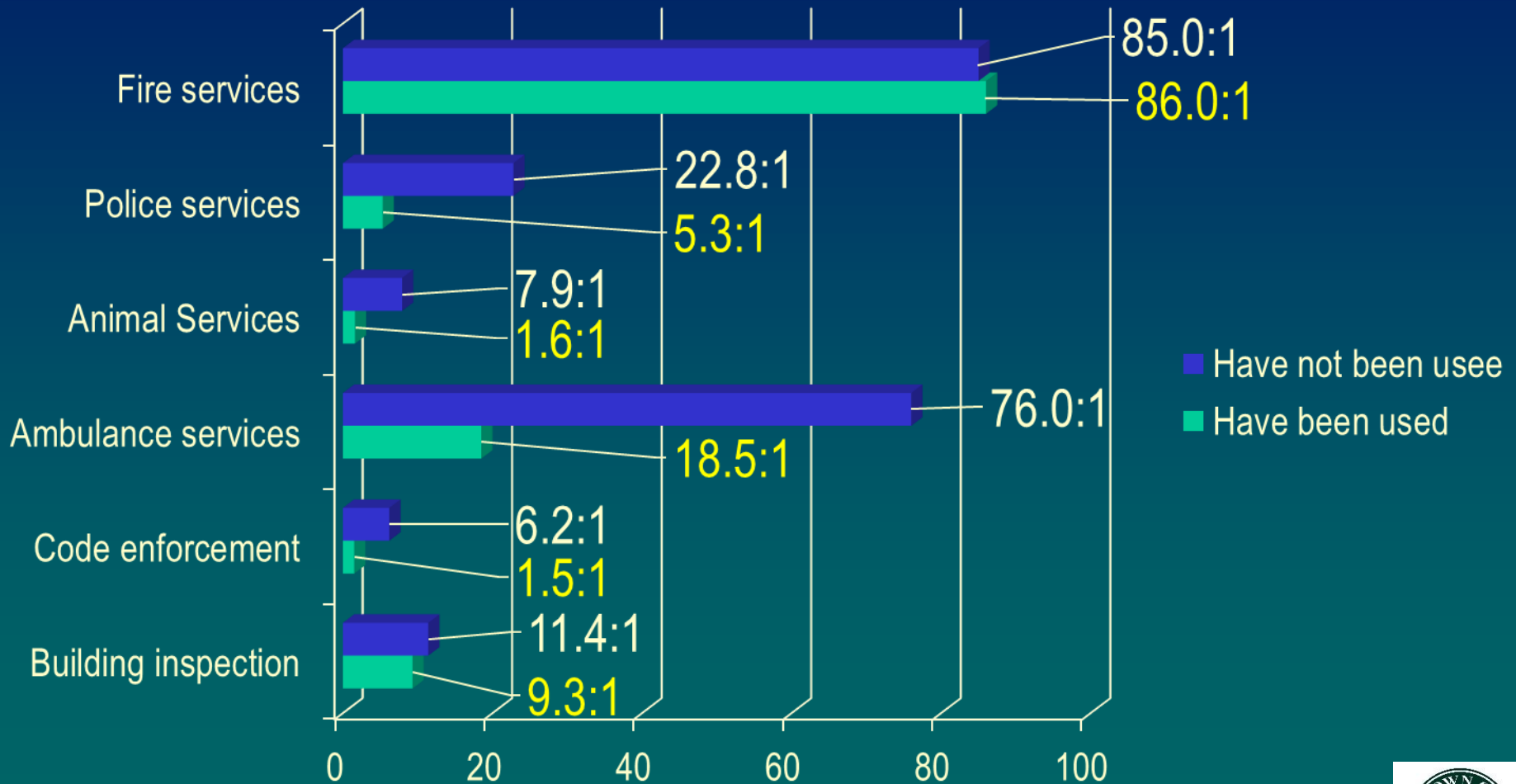
- Trash collection services – 93%-6%, 15.5:1
- The number of Town-sponsored events - 65%-7%, 9.3:1
- Community efforts to conserve natural resources – 74%-8%, 9.3:1
- The type of Town-sponsored events – 64%-7%, 9.1:1
- Citizen communication efforts – 76%-9%, 8.4:1
- The quality of parks – 68%-10%, 6.8:1

# Attitudes About Provided Town Services

## Bottom six rated by ratio

- The number of parks – 61%-17%, 3.6:1
- Maintenance of neighborhood streets - 69%-22%, 3.1:1
- The availability of trails – 49%-22%, 2.2:1
- Major roadways – 53%-44%, 1.2:1
- Cable television services – 43%-38%, 1.1:1
- Broadband services – 41%-40%, 1.0:1

# Comparing Selected Town Services By Have And Have Not Been Used Ratios



# Service Most Needing Improvement

## ➤ Have and Have Not Used Services

- ◆ Town trails - 22%
- ◆ Code enforcement – 20%
- ◆ Town parks – 18%

## ➤ Provided Services

- ◆ Major roadways - 26%
- ◆ Broadband services – 22%
- ◆ Cable television services – 12%



# Attending Events & Activities In Fairview

- Town Hall meeting – 50%
- Spring Trash Off – 49%
- Fire Department Open House – 46%
- National Drug Take Back Day – 16%
- Half Marathon - 14%
- Other events the town should sponsor –  
Runs/marathons (16%), Earth Day/Eco events  
(14%), parades (12%), Veterans Events (9%)

# Agreement with Various Initiative Statements

- The Town should provide dedicated space for Town events – 51%-21%, 2.4:1
- The Town should provide more trails for hiking and biking – 57%-19%, 3.0:1
- The Town should provide more equestrian trails – 22%-45%, 0.5:1
- Major roads in Town are adequate to handle the traffic – 31%-66%, 0.5:1

# Preferred Location of Additional Trails

- Connected to current neighborhoods – 78% (77%-79%-77%)
- Connected to new neighborhoods – 42% (46%-43%-38%)
- Be located only along major roadways – 26% (23%-32%-19%)
- Be located in new neighborhoods – 26% (26%-28%-19%)

# Attitudes About Customer Services

- General courtesy of person responding – 85%-5%, 17.0:1 (49% very satisfied)
- Directed to the correct department/person for my issue – 81%-5%, 16.2:1 (44%)
- Employee seemed concerned about my issue – 77%-10%, 7.7:1 (41%)
- Least satisfied with follow-up from town to ensure my issues were addressed – 50%-14%, 3.6:1 (22%)

# Opinions About Safety

- Very safe (78%) + somewhat safe (21%) = 99%
- Not at all safe (0%) + not safe (1%) – 1%
- Very safe ratings
  - ◆ Highest in Area 3 (74%-77%-82%)
  - ◆ Highest among parents of teenagers (72%-79%-84%)
  - ◆ Higher among newest residents (79%-80%-77%)
  - ◆ 62 people said that did not feel safe because of gunfire (26%) and neighborhood/home business break-ins and speeding (both 15%)

# Support For Adding Additional Facilities

- A community park – 62%-21%, 3.0:1
- Additional recreation programs – 46%-26%, 1.8:1
- A recreation center – 47%-35%, 1.3:1
- A community center – 46%-36%, 1.3:1
- A senior center – 45%-38%, 1.2:1
- A community gathering/event space – 41%-34%, 1.2:1
- No opinion ratings ranged from 17% (recreation center and senior center) to 28% (recreation programs)

# Preferred Public Gathering Space

- Town hall – 40% (47%-41%-34%)
- Shopping center – 33% (35%-27%-40%)
- Town park – 32% (35%-34%-26%)
- School – 24% (18%-24%-27%)



# Suggestions For The Town To Enhance Sense Of Community

- More/better events/festivals – 12% (10%-15%-9%)
- Quality of life improvements/park/recreation center – 10% (8%-14%-4%)
- “Keep It Country” - 10% (8%-10%-11%)
- Better advertising – 10% (5%-10%-13%)
- Need own zip code/post office – 7% (8%-5%-11%)
- Communicate/listen to residents – 6% (8%-6%-3%)

# Sources Utilized To Gather Information About Town

- Town newsletter – 79% (74%-82%-78%)
- HOA – 49% (43%-33%-75%)
- Town web site – 45% (40%-52%-38%)
- Word of mouth – 42% (41%-43%-43%)
- The Dallas Morning News – 27% (22%-23%-36%)
- Email from Town – 27% (23%-28%-26%)
- Least popular – Blogs (2%), The McKinney Courier-Gazette (4%), NeighborsGo (8%), town staff (8%), Town Council (10%)

# Survey General Findings

- Over half of residents very satisfied with quality of life (57%) and nearly everyone pleased in general (96%); also 60% rated community improved during their time in Fairview and 87% generally pleased with value of services as it relates to amount of tax dollars paid to Town
- 62% satisfied with roadway improvements made in town;
- Rural living/city amenities (30%) is what makes Fairview unique; most critical issue is managing growth (16%)

# Additional Survey Findings

- Pleased with overall manner in which Town is maintained (11.5:1) and level of code enforcement is satisfactory (6.7:1); biggest issue is excessive traffic/speeding (15%)
- Most positive about public safety (18.6:1), fiscal responsibility (8.6:1), and customer service (7.4:1) focus areas. Least positive about infrastructure (3.9:1) and community development (42%)
- Services graded higher by non-users than users, especially police (22.8:1-5.3:1), ambulance (76.0:1-18.5:1), and animal services (7.9:1-1.6:1); users most pleased with fire services, polling locations, and ambulance services

# Additional Survey Findings

- Highest rated provided services were trash collection (15.5:1), community efforts to conserve natural resources (9.3:1), and number (9.3:1) and type (9.1:1) of Town sponsored events. Not so with broadband (1.0:1), cable (1.1:1), and major roadways (1.2:1)
- Trails (22%), code enforcement (20%), and town parks (18%) were Town services most needed to improve, along with town provided services major roadways (26%), broadband (22%), and cable (12%)
- Most often agreed that town should provide more trails, mostly connected to current neighborhoods

# Additional Survey Findings

- Residents don't agree that the city should provide equestrian trails and that roads in Town are adequate to handle the traffic
- Mostly satisfied with customer service, lowest was follow-up, at 3.6:1 satisfaction ratio
- 99% graded themselves safe in their community
- Showed only limited interest in additional facilities, with most interest for a community park (3.0:1); also felt that Town Hall was the best gathering space for a public event in Fairview

# Town of Fairview 2014 Citizen Survey Results



Town Council Presentation

April 1, 2014