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MEMORANDUM

To: Mayor and City Council

From: Bob Mullen, Communications Director

Date: March 14, 2016

Subject: **2015 Community Survey**

Background

In the fall of 2015, the Communications Department worked with Pioneer Marketing and Research to conduct the city's second community survey of residents, a follow up to the previous survey conducted in 2013. The intent of the survey was to gauge residents' satisfaction with City services as well as gather opinions on select issues and compare the new data and findings with the survey data collected in 2013.

Similar to the 2013 survey, the 2015 survey questions sought to bring together citizen feedback on important topic areas including: Quality of Life; Public Trust; City Services; Community Events; Department Interaction; Community Communication, and Policy Issues.

The community survey was developed by the city and its research partner Pioneer Marketing and independently executed by Pioneer staff from August to December 2015. The citizen survey consisted of mailed invitations which were randomly distributed to 5,000 households within the city limits with instructions for completing the survey via the web using an individualized ID/password. The use of unique passwords prevented access by unauthorized individuals and kept the survey being taken multiple times by the same respondent.

Pioneer received 415 completed online surveys, an 8.4 percent return rate which is above average for community surveys using a similar mail methodology, and 47 residents conducted individual one-on-one follow-up telephone interviews. The maximum margin of error for total study results is at $\pm 4.7\%$ at the 95% confidence level. Pioneer concluded the study results are representative of and projectable to the population of Dunwoody citizens based on its scientific survey methodology and research, coupled with its analysis showing demographic data for study respondents generally match the demographic characteristics for residents of the City of Dunwoody.



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The data and findings from the 2015 Community Survey are included in the attached 2015 Dunwoody Community Survey presentation.

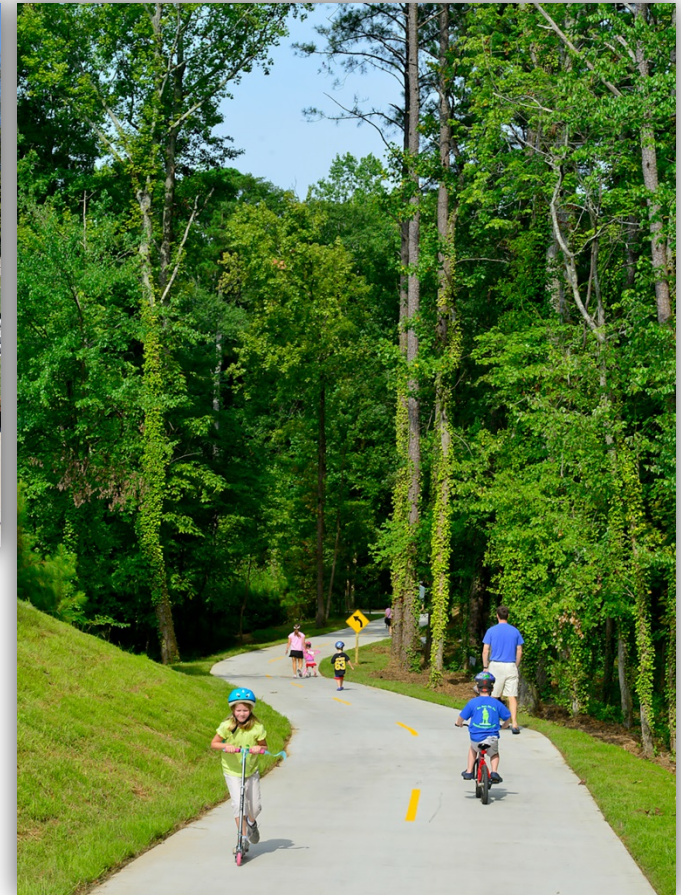
The primary findings from the survey demonstrated high levels of satisfaction with city services. The latest data, when compared to the results from the 2013 survey, reaffirms positive opinions from respondents who regard Dunwoody as a good place to raise children, believe the city conveys an overall feeling of safety and an upbeat quality of life.

When considering the strengths of the city, survey respondents pointed to location, safe community and parks as the city's top three assets. Conversely, the top weaknesses as identified by respondents were traffic, streets and infrastructure, and transportation, which were very similar to the responses gathered on the same questions from the 2013 survey.

Topics and areas where 2015 survey responses changed from the 2013 input pointed to a dramatically improved perception of how City Council members handle city finances and respond to the community. Opinions regarding the city's parks also swung to the positive when compared to 2013 responses as demonstrated by parks being listed as one of the top three strengths of the city. Respondents also gave higher ratings to the Parks and Recreation Department on the overall quality of parks and quality of trails and open spaces.

Based on the 2015 survey responses, Dunwoody residents on the whole: are very pleased with services provided by the city government; have a high level of appreciation for city staff and employees; seek answers to address traffic and transportation issues; show concern about the quality of schools; and, feel the city is a safe place to live, raise a family and work.

2015 Community Survey



City of
Dunwoody



- **Objective**

Measure perceptions of the quality of life in Dunwoody and citizen satisfaction with City services.

- **Intended Use of Results**

Assess and prioritize current and future projects and services in the community.



• Survey Methodology:

- Web-based survey of residents
- Mailed an invitation to a random sample of 5,000 households within the Dunwoody City limits
- 420 completes (8.4% response rate)
- Maximum margin of error is $\pm 4.7\%$ (at 95% confidence level)
- Data weighted to reflect actual distribution of age among Dunwoody residents
- Follow-up phone calls with 47 residents
- **SCALE: 1 to 5**
 - **1** = Poor, Strongly Disagree or Very Dissatisfied
 - **5** = Excellent, Strongly Agree or Very Satisfied

Respondent Profile



Length of Residency

- Less than 1 year (newcomer)	10.5%
- 2 to 3 years	24.3%
- 4 to 5 years	8.0%
- 6 to 10 years	12.2%
- 11 to 15 years	15.0%
- 16 to 20 years	7.2%
- 21 years and over	22.9%

Age

- 18 to 34	32.0%
- 35 to 44	17.3%
- 45 to 54	18.6%
- 55 to 64	17.5%
- 65 to 74	8.2%
- 75 or older	6.4%

Gender

- Male	50.4%
- Female	44.2%
- Prefer not to answer	5.4%

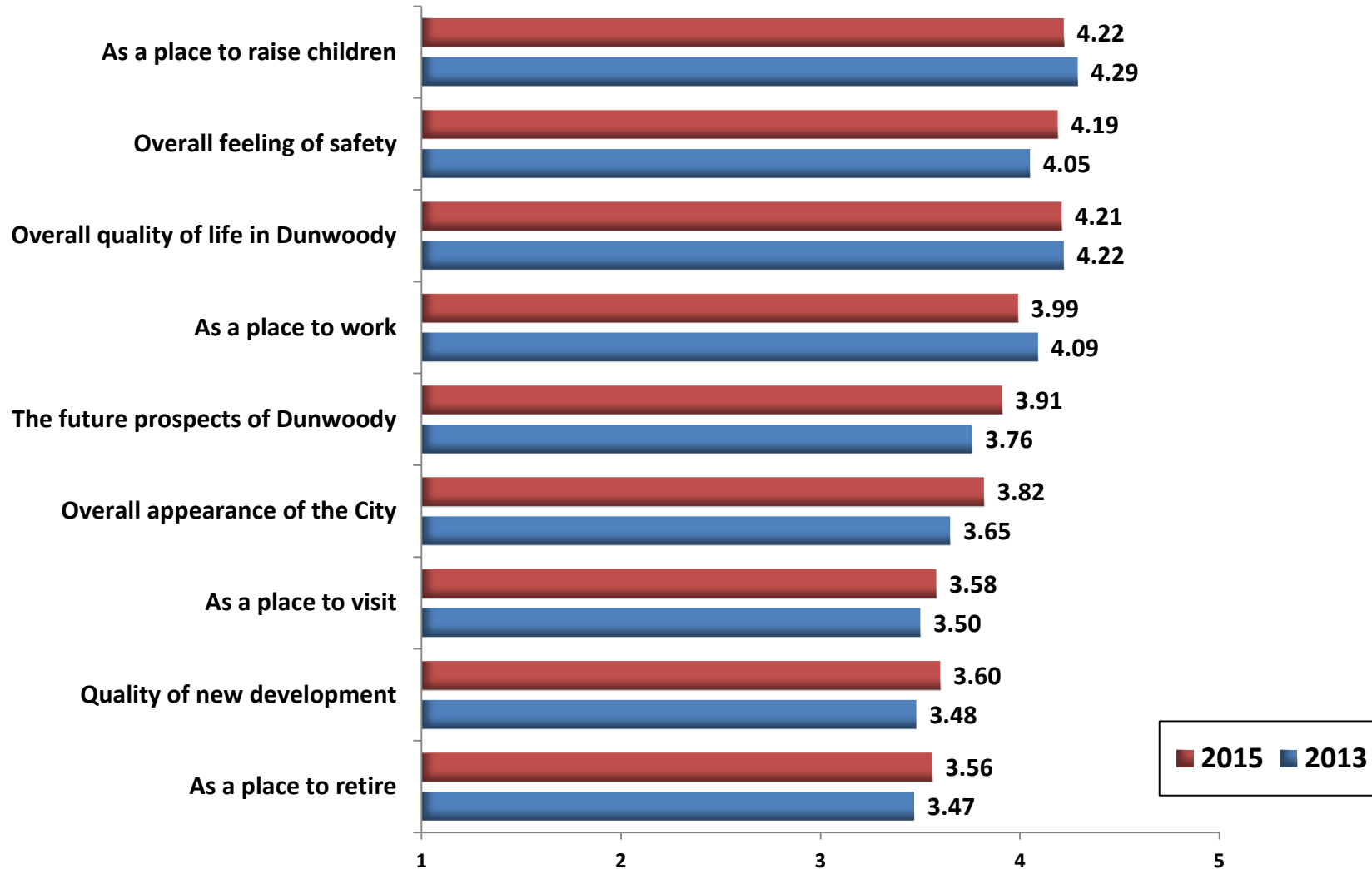
Ethnicity

- White alone	69.7%
- Black alone	5.6%
- Hispanic/Latino background	6.5%
- Other	8.6%
- Prefer not to answer	9.6%



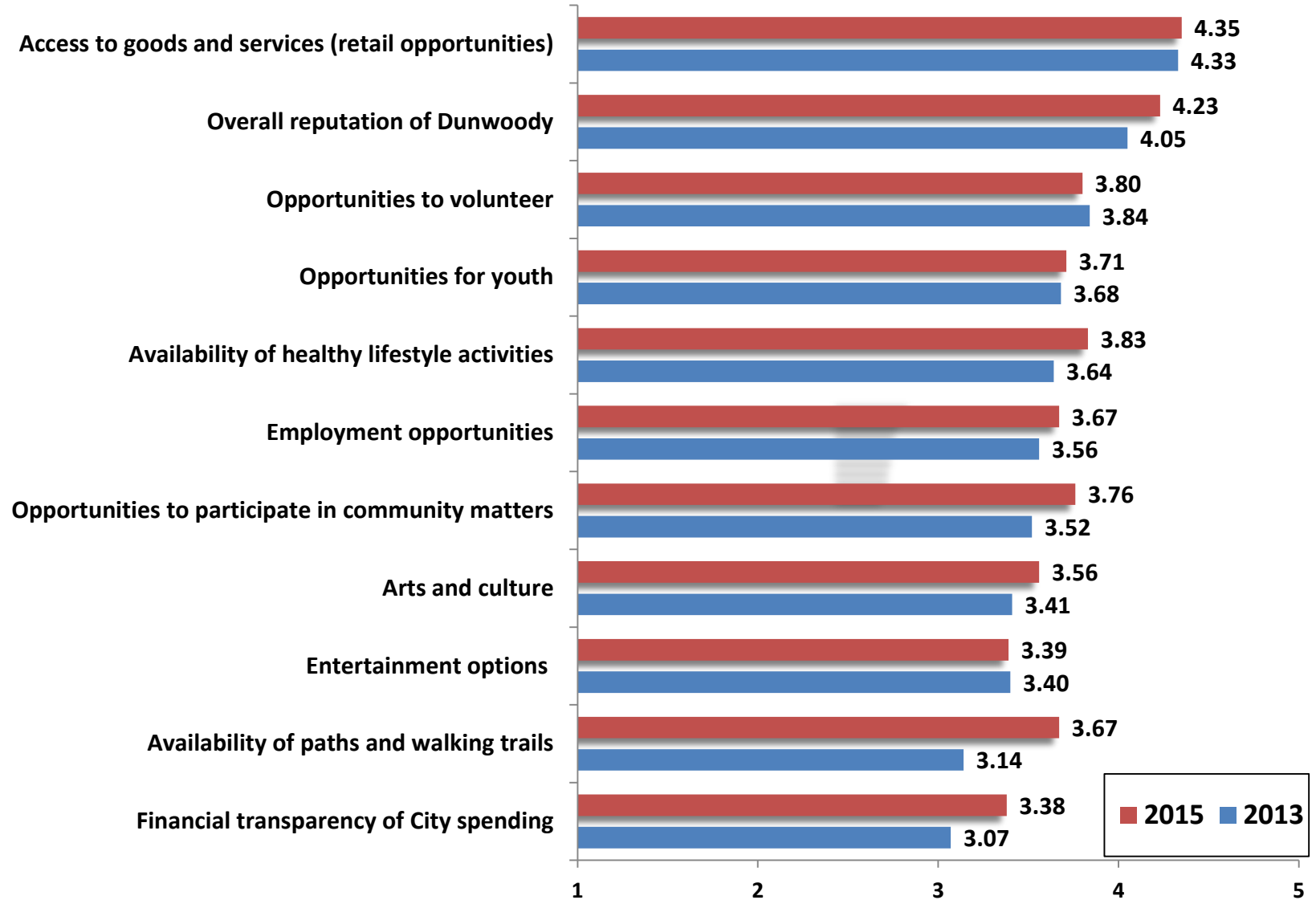
How Satisfied are you with the following City of Dunwoody Characteristics?

(Average Ratings – Scale: 1 = Very dissatisfied to 5 = Very satisfied)



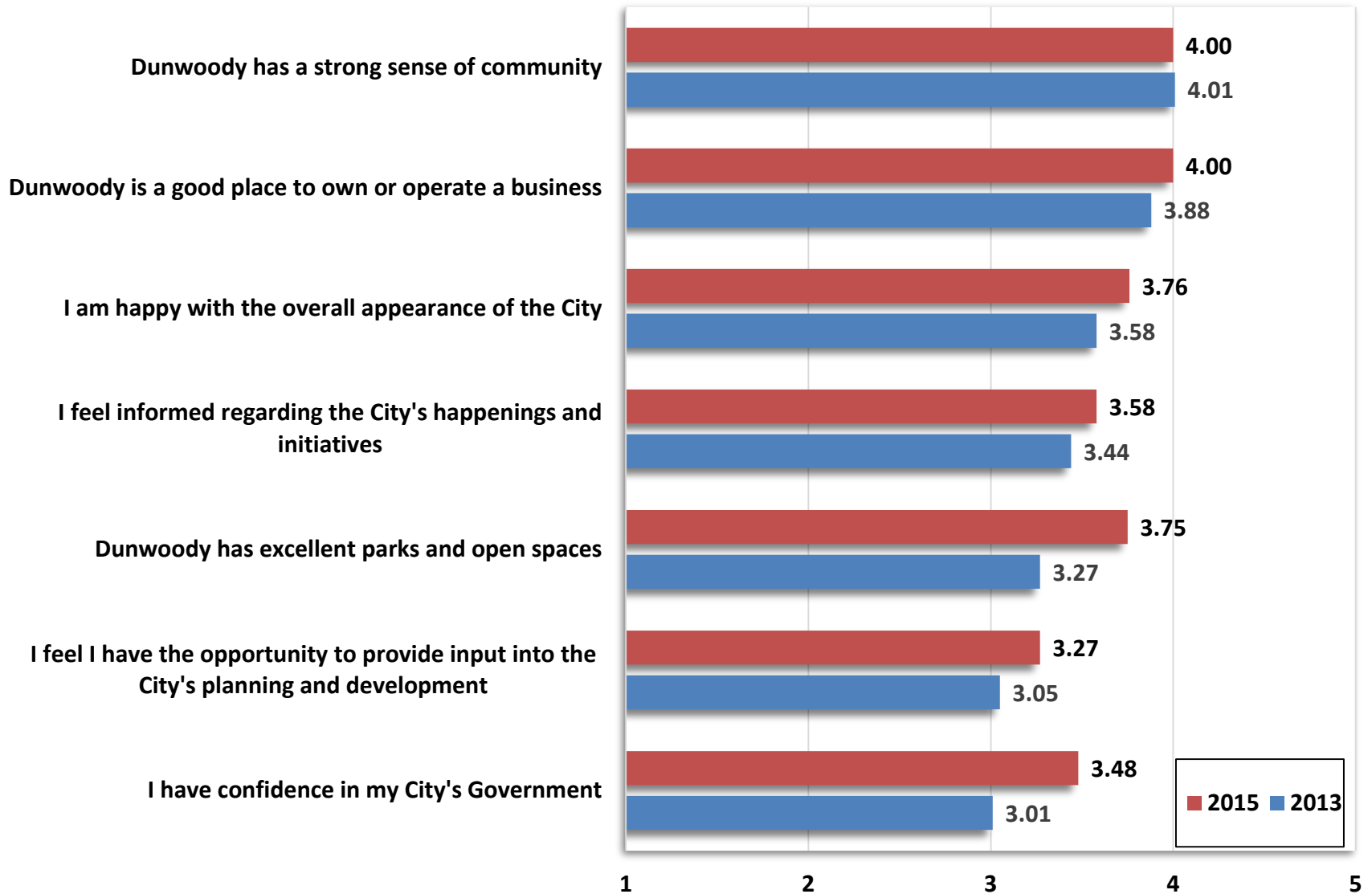
What's Your Opinion on these aspects and amenities of living in Dunwoody?

(Average Ratings – Scale: 1 = Poor to 5 = Excellent)



To what extent do you agree with each of the following statements about living in Dunwoody?

(Average Ratings – Scale: 1 = Strongly disagree to 5 = Strongly agree)

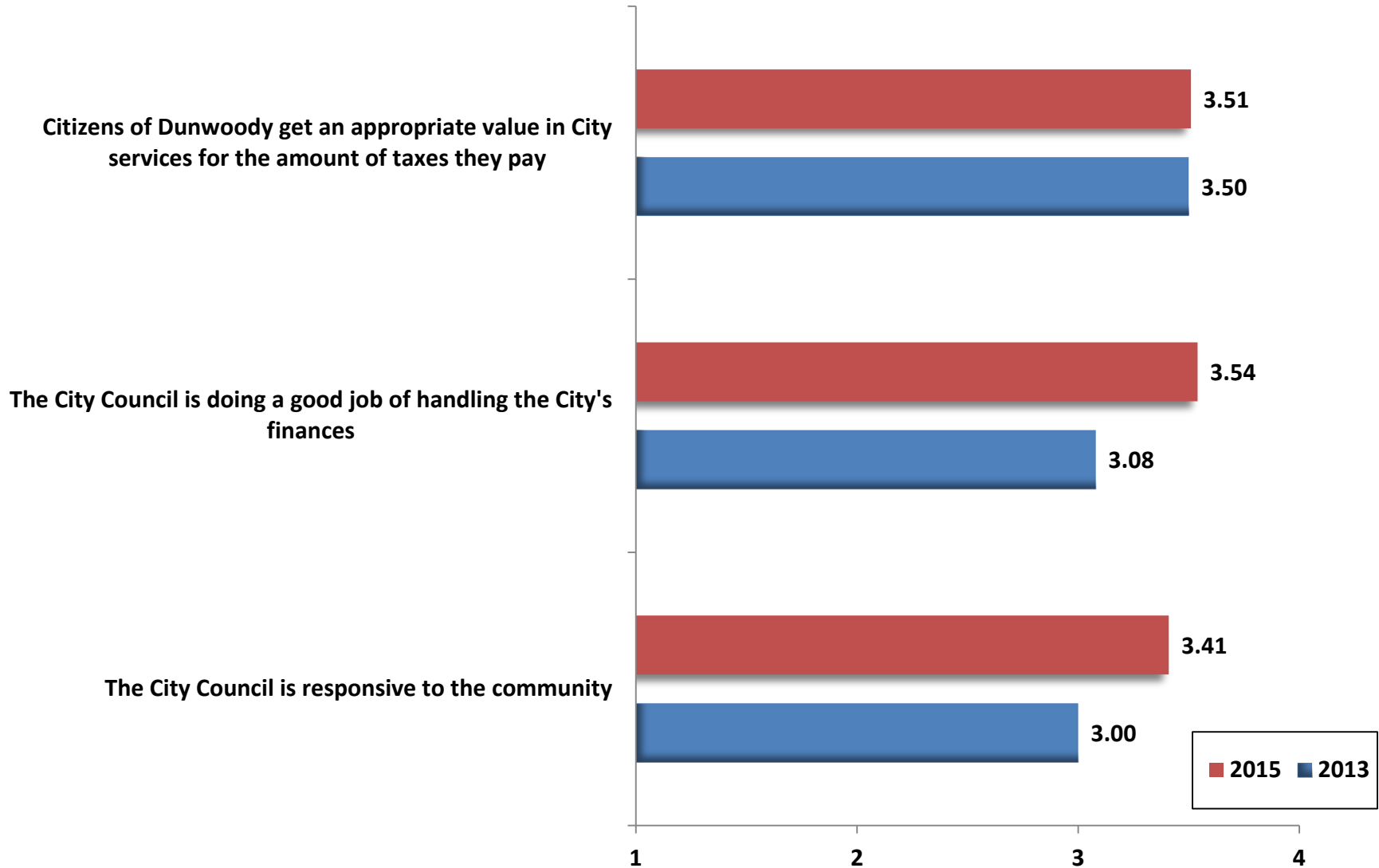


What's your level of agreement with statements concerning the City of Dunwoody?

(Average Ratings – Scale: 1 = Strongly disagree to 5 = Strongly agree)

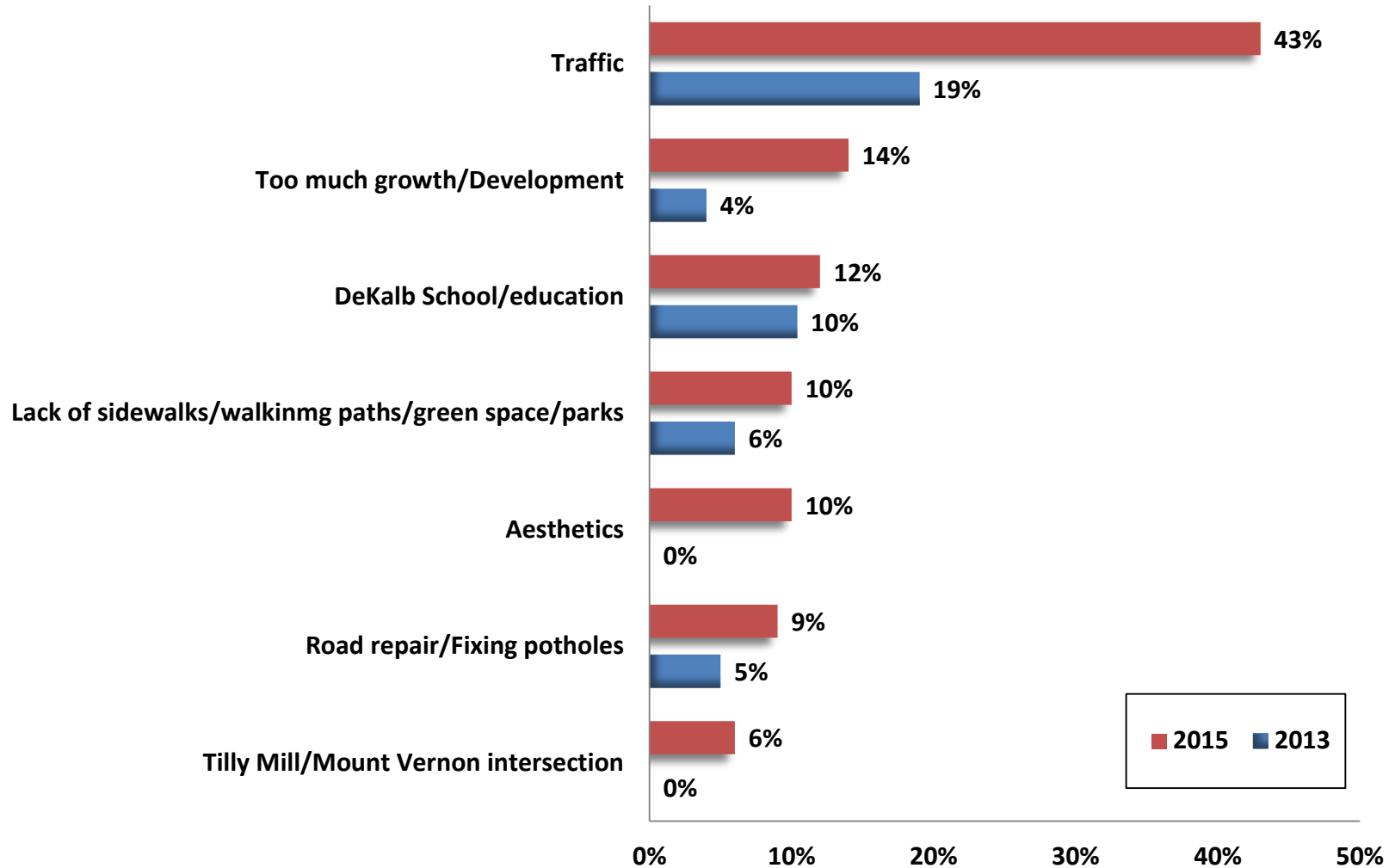
#5.

-40-



What Do You Consider The Biggest Issue Facing The City of Dunwoody Today?

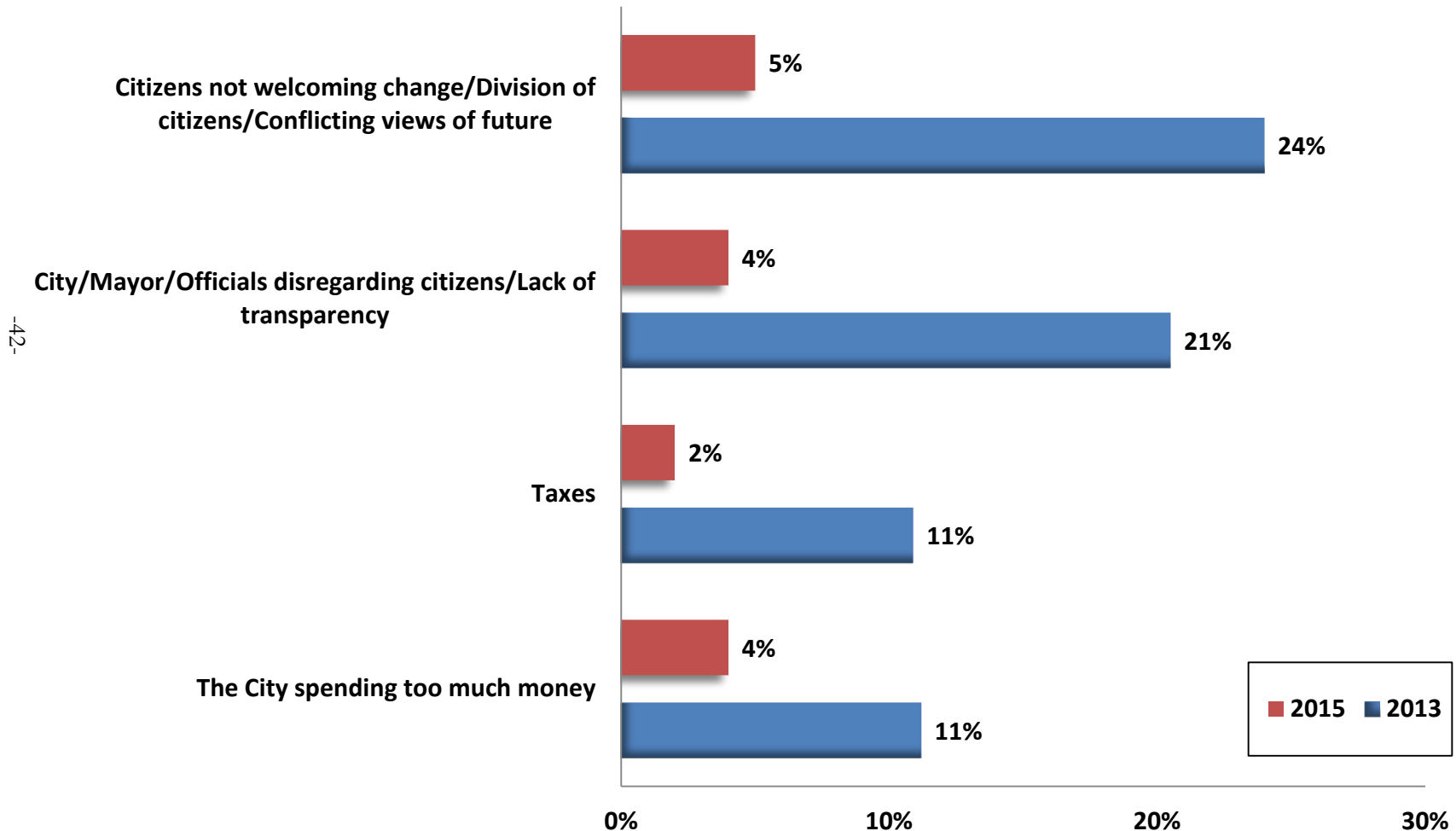
(Open Ended Question)



What Do You Consider The Biggest Issue Facing The City of Dunwoody Today?

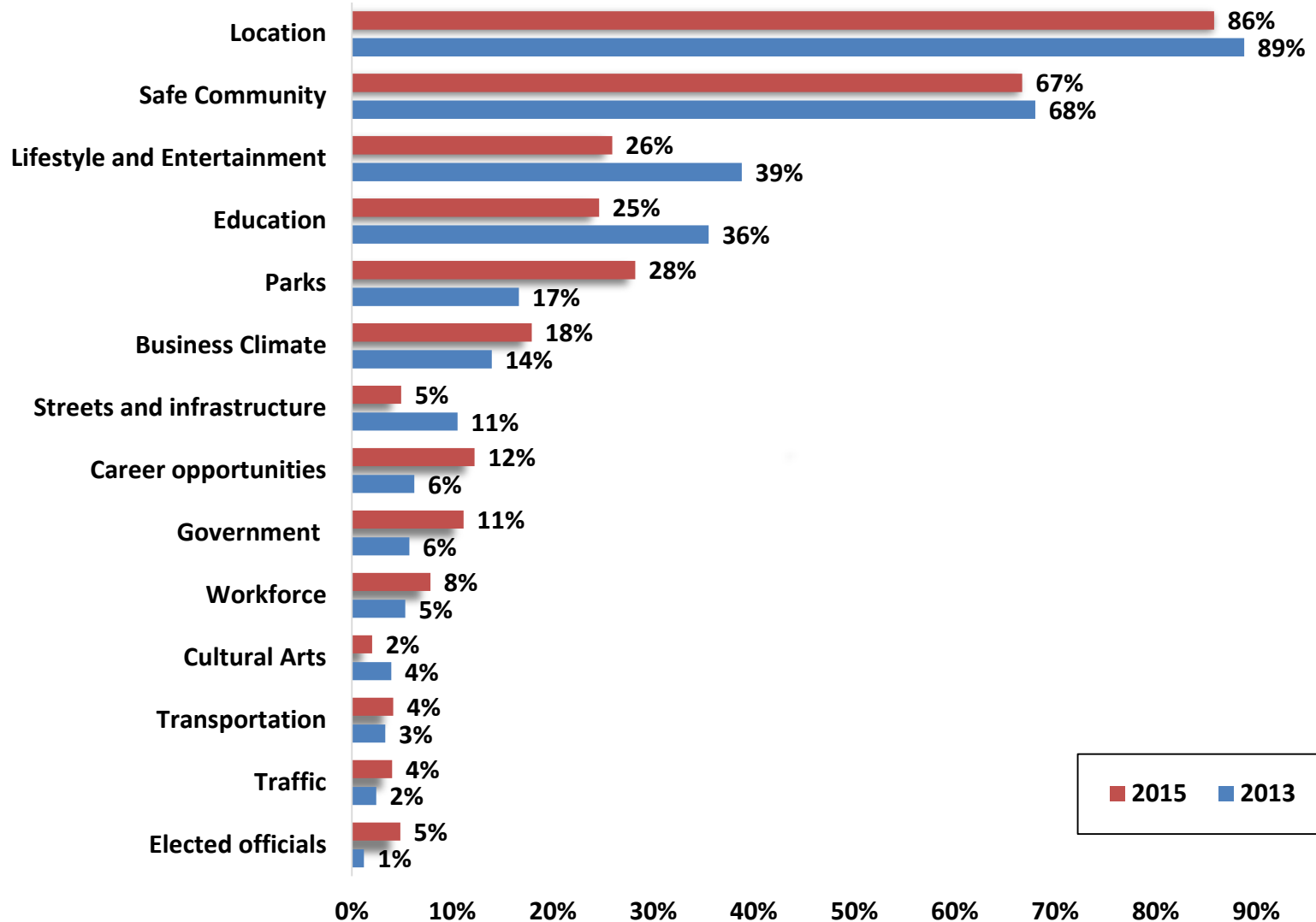
Most Change Since 2013

(Open Ended Question)



What do you consider to be the top strengths of the City?

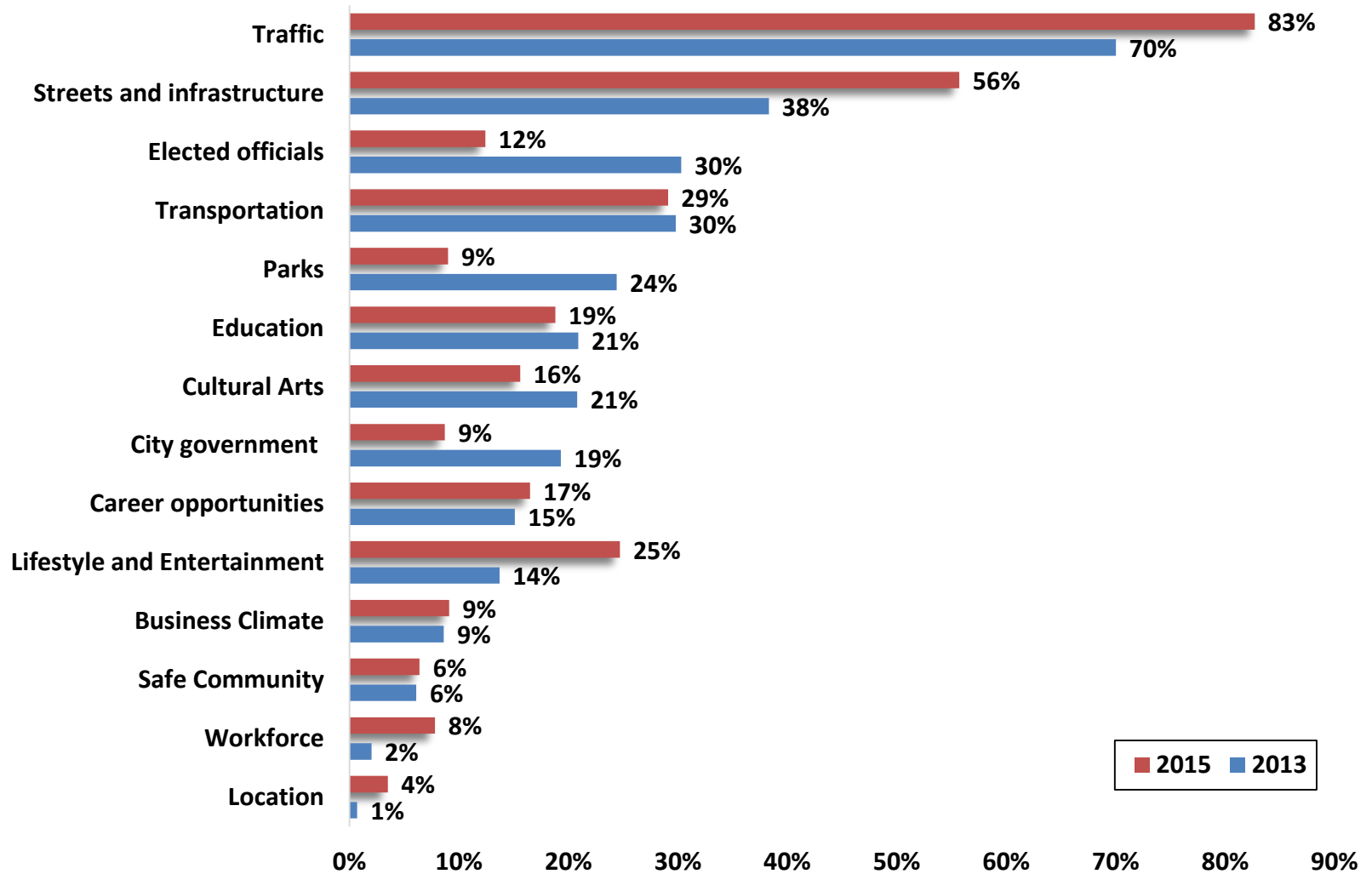
(Top Three Answers From List)



What do you consider to be the top weaknesses of the City?

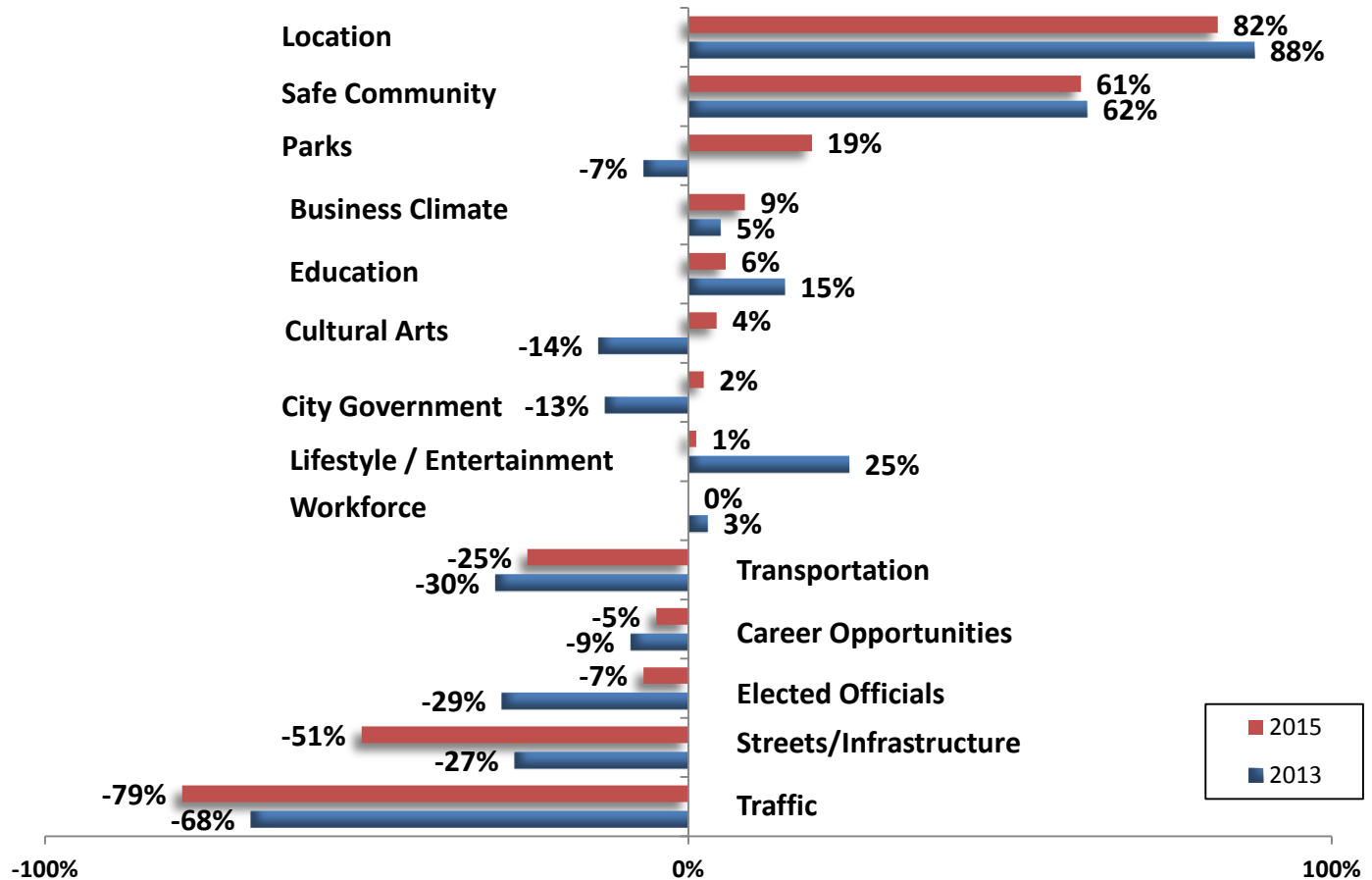
(Top Three Answers From List)

#5.



Comparative Analysis of City Strengths/Weaknesses

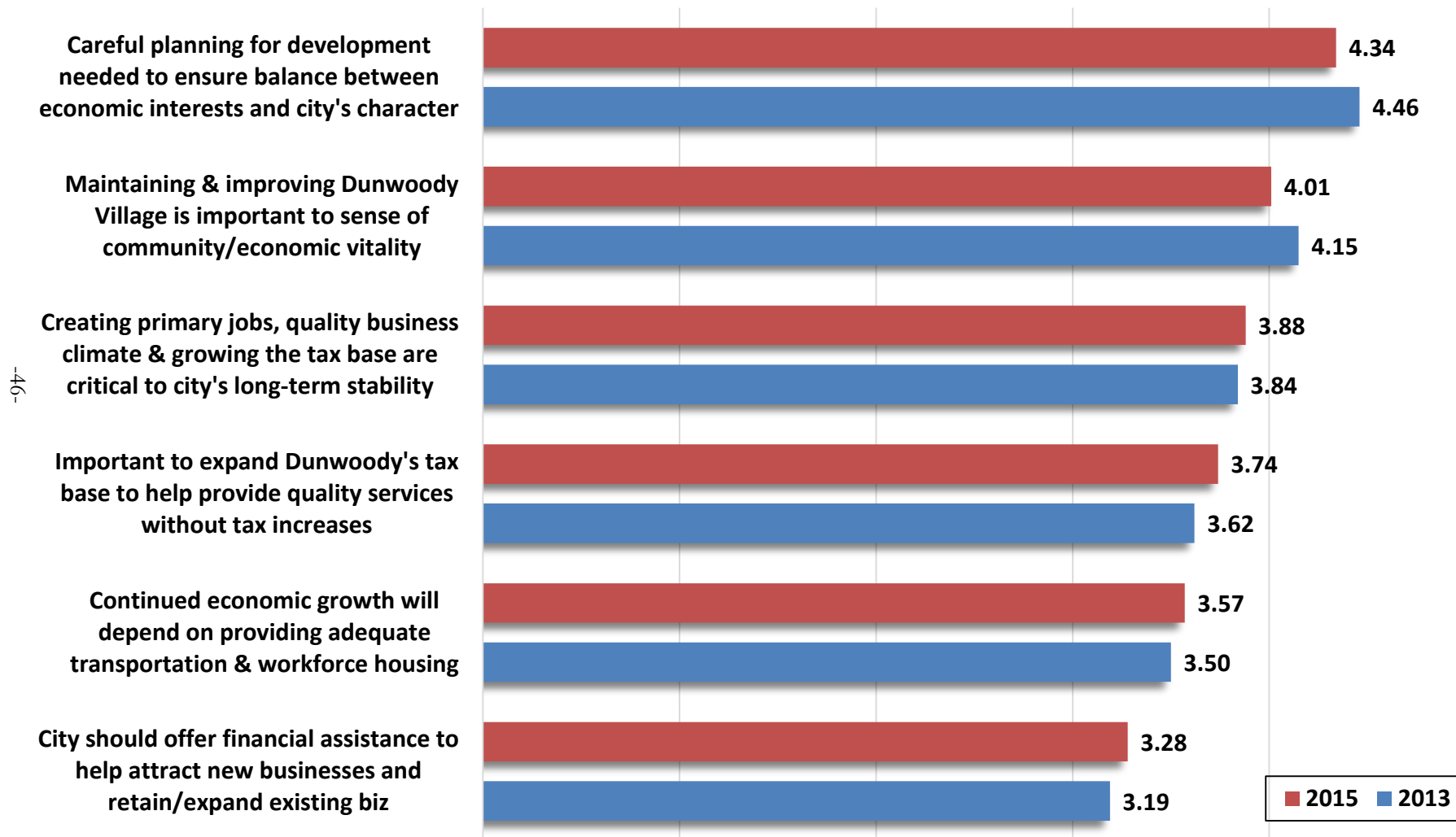
(Strengths%) – (Weakness %)



-45-

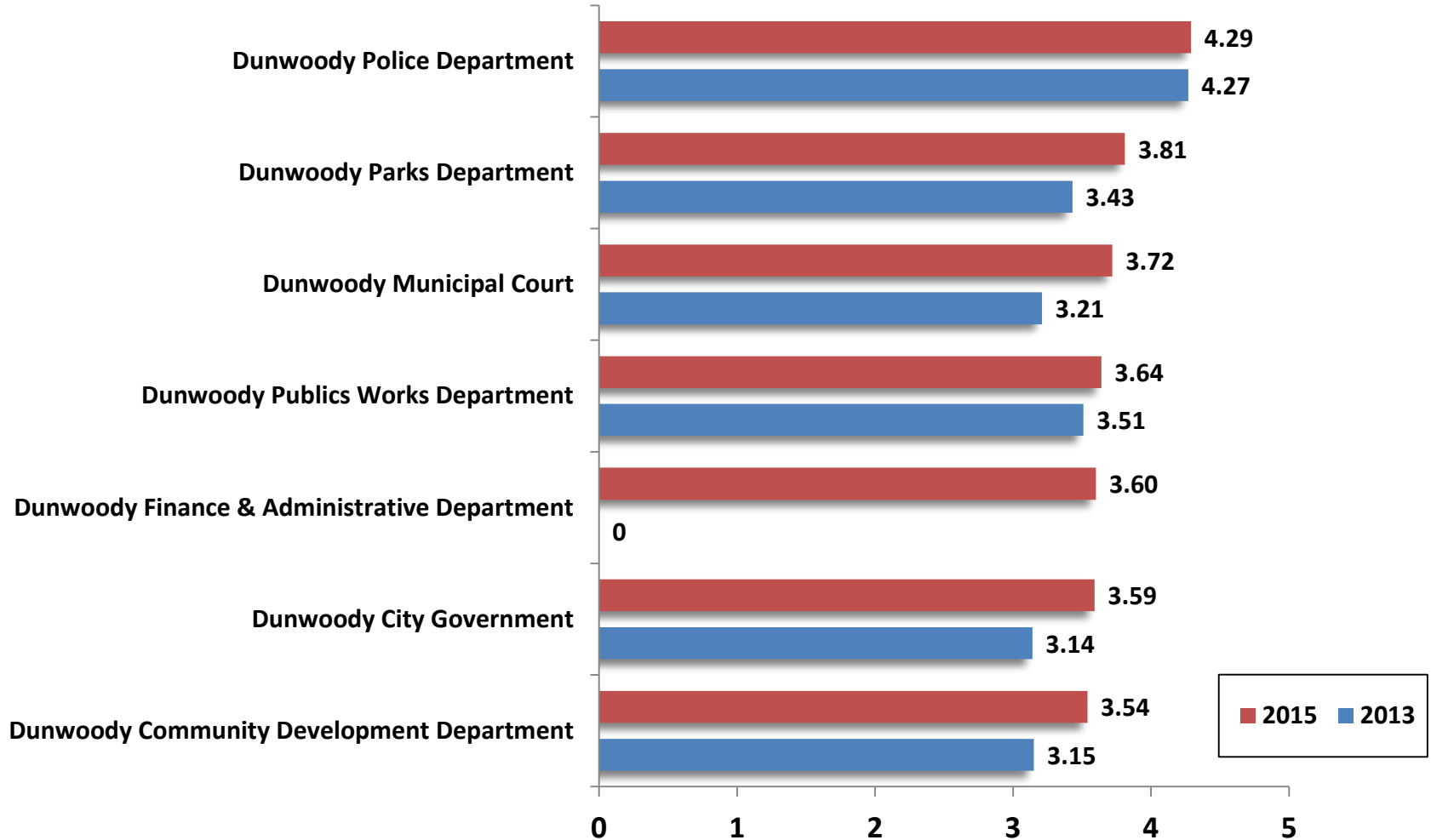
How much do you agree with the following statements concerning Development in Dunwoody?

(Average Ratings – Scale: 1 = Strongly Disagree to 5 = Strongly Agree)



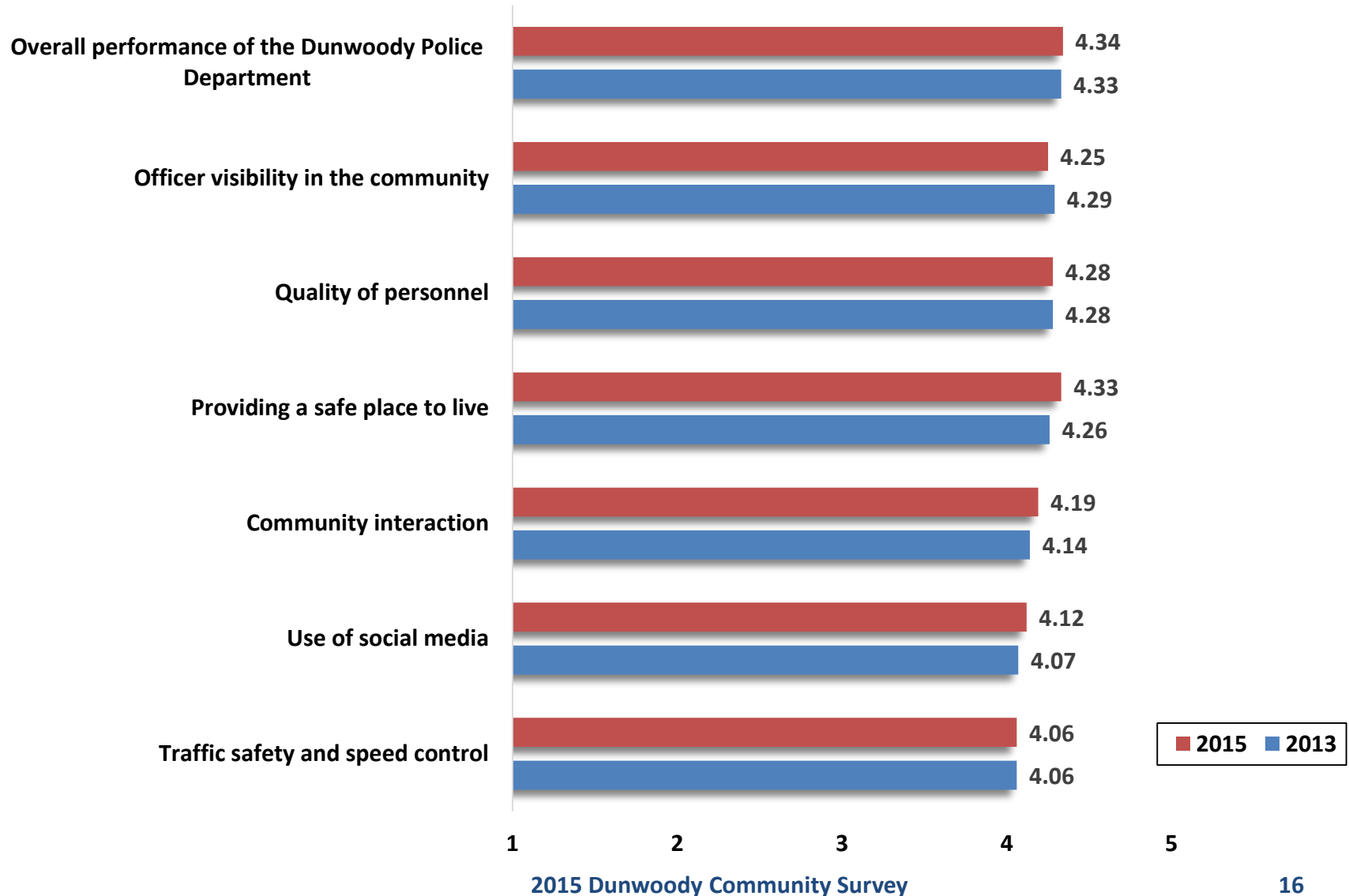
How would you rate the quality of services provided by...?

(Average Ratings – Scale: 1 = Very dissatisfied to 5 = Very satisfied)



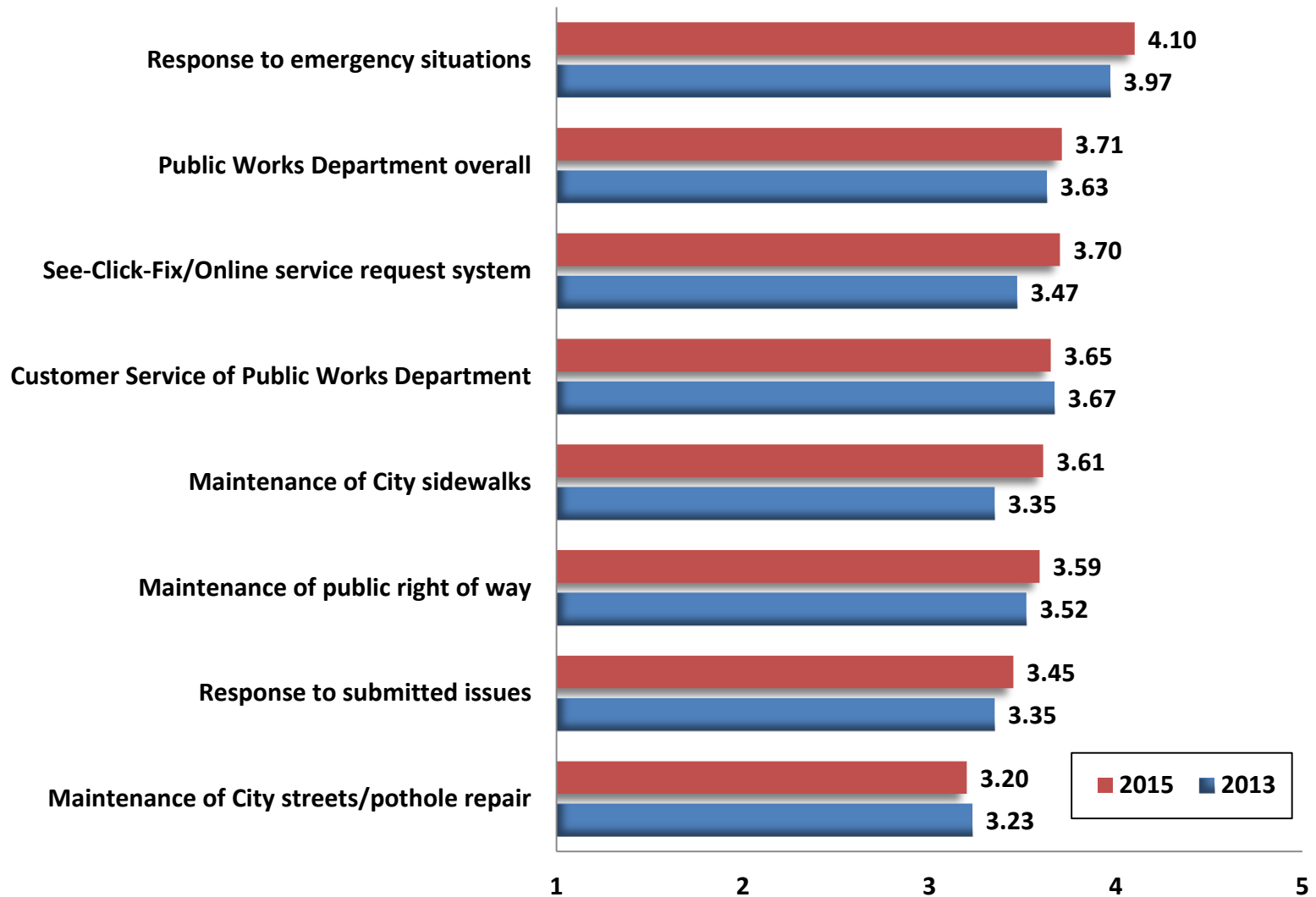
How do you rate the Police Department on the following?

(Average Ratings – Scale: 1 = Poor to 5 = Excellent)



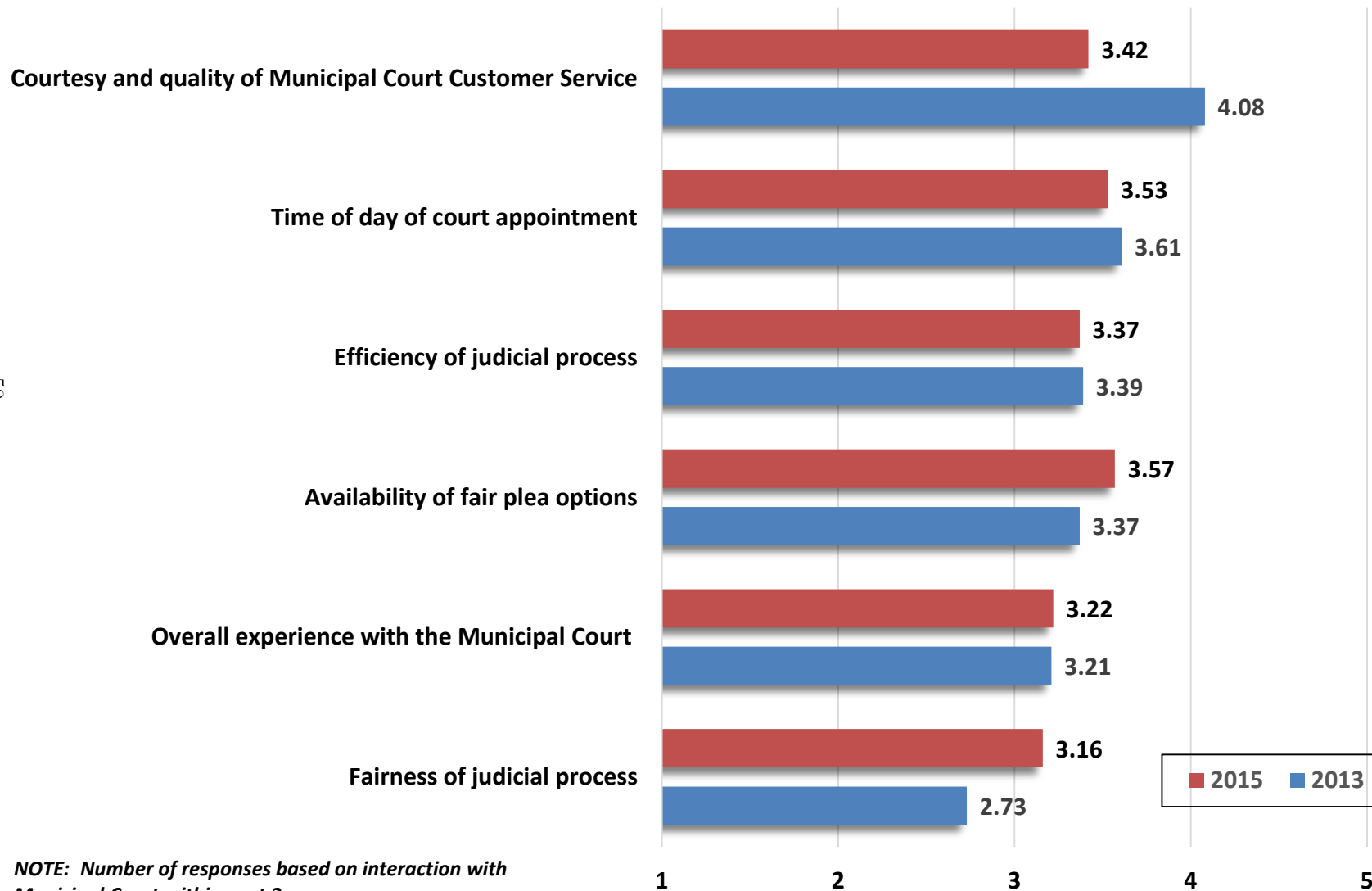
How do you rate the Public Works Department on the following?

(Average Ratings – Scale: 1 = Poor to 5 = Excellent)



How do you rate Municipal Court Services on the following?

(Average Ratings – Scale: 1 = Poor to 5 = Excellent)

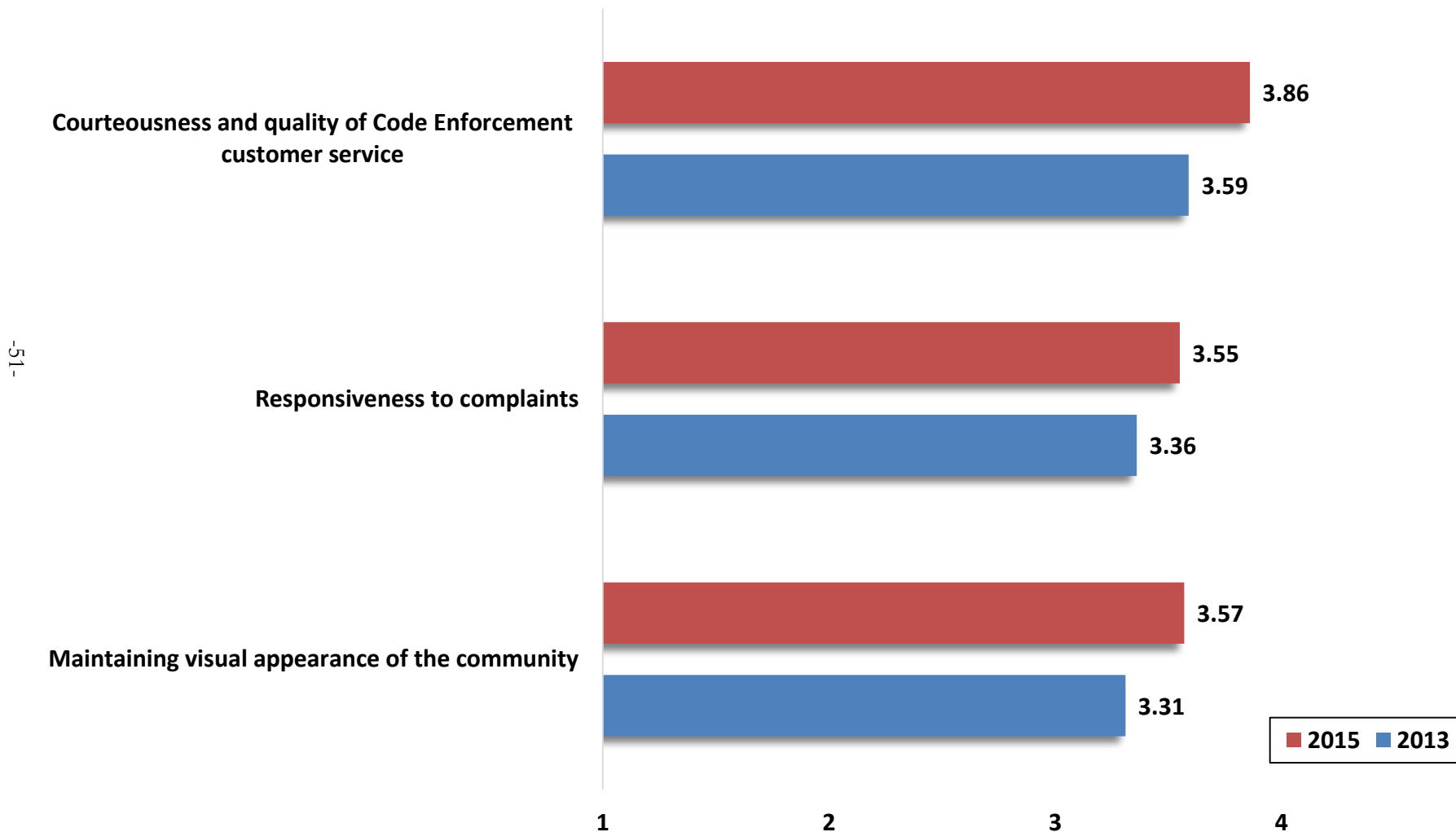


NOTE: Number of responses based on interaction with Municipal Court within past 2 years.

(2015 = 32 responses/2013 = 19 responses)

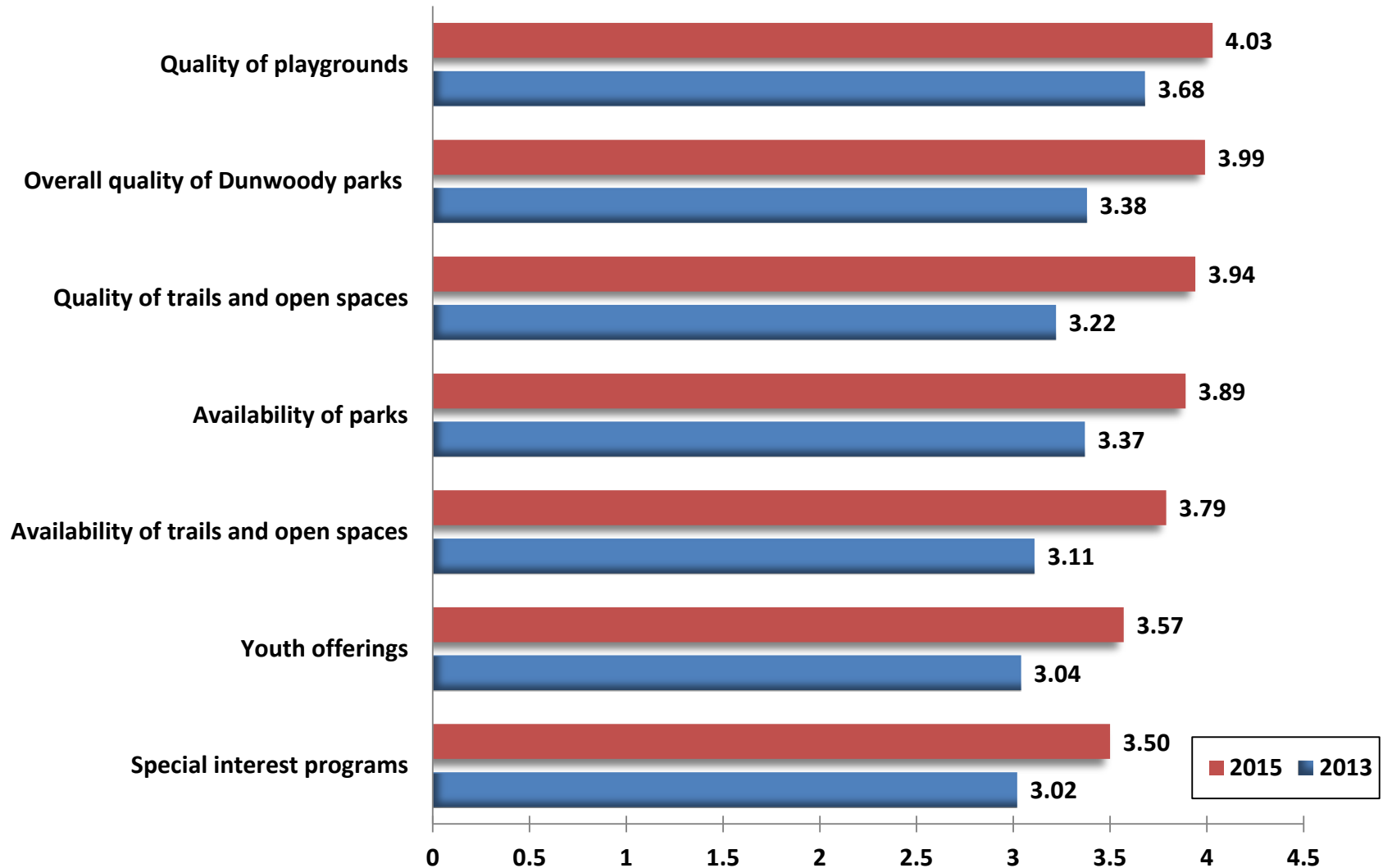
How do you rate the job the Code Enforcement division is doing on the following?

(Average Ratings – Scale: 1 = Poor to 5 = Excellent)



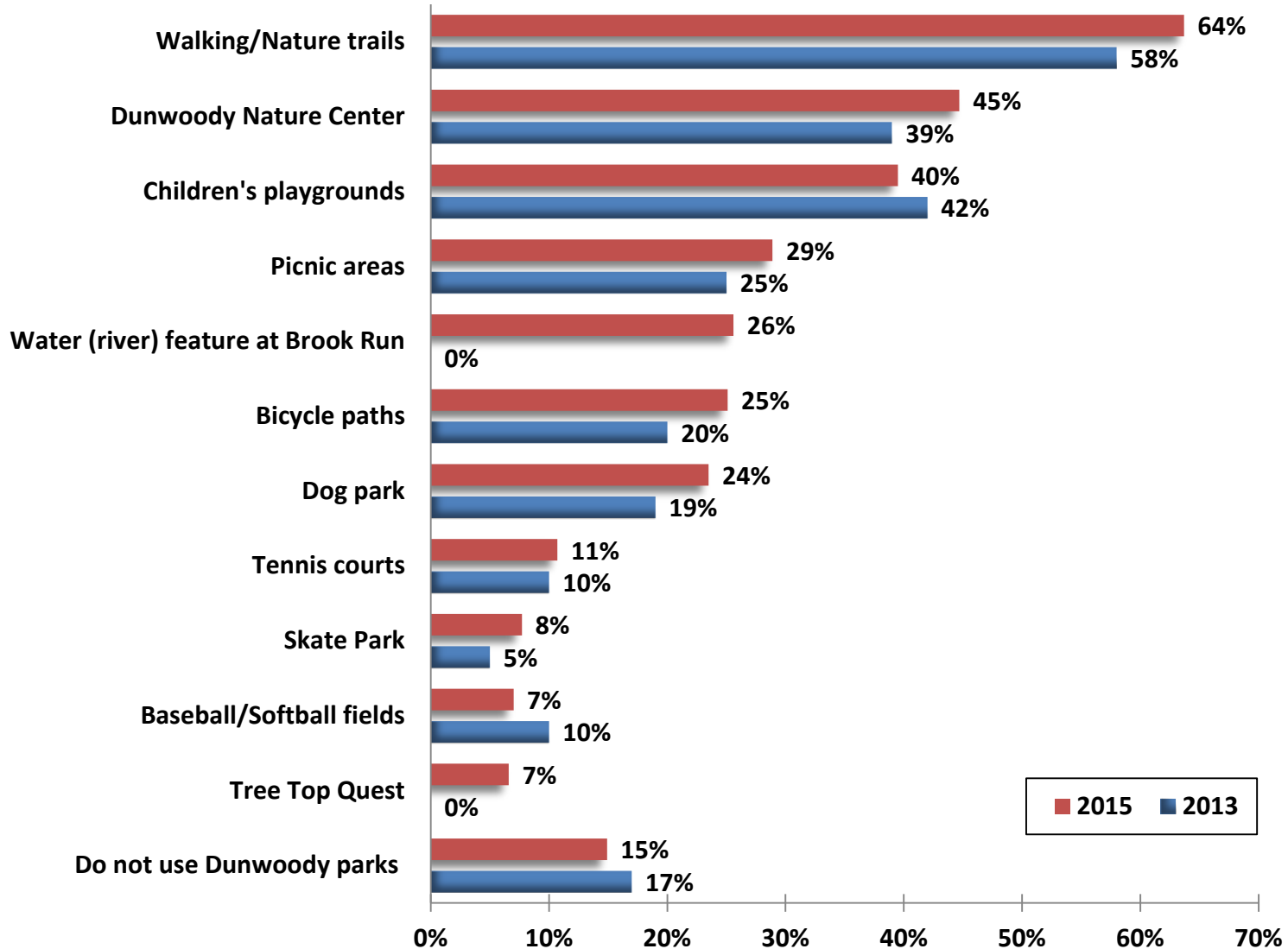
How do you rate the Parks and Recreation Department on the following?

(Average Ratings – Scale: 1 = Poor to 5 = Excellent)



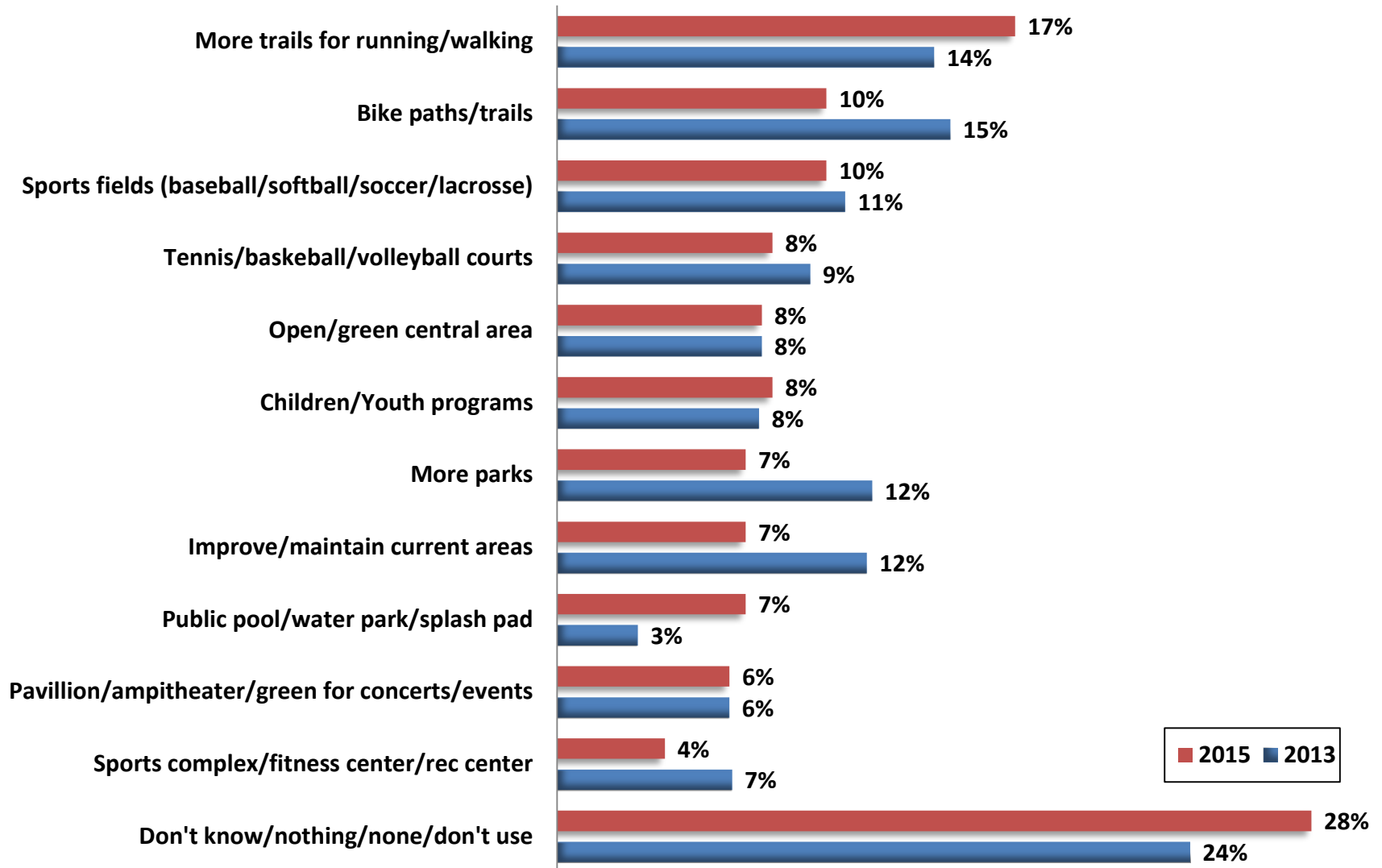
Which of the following park amenities/programs do you or your family use?

(Ranked Order From List)

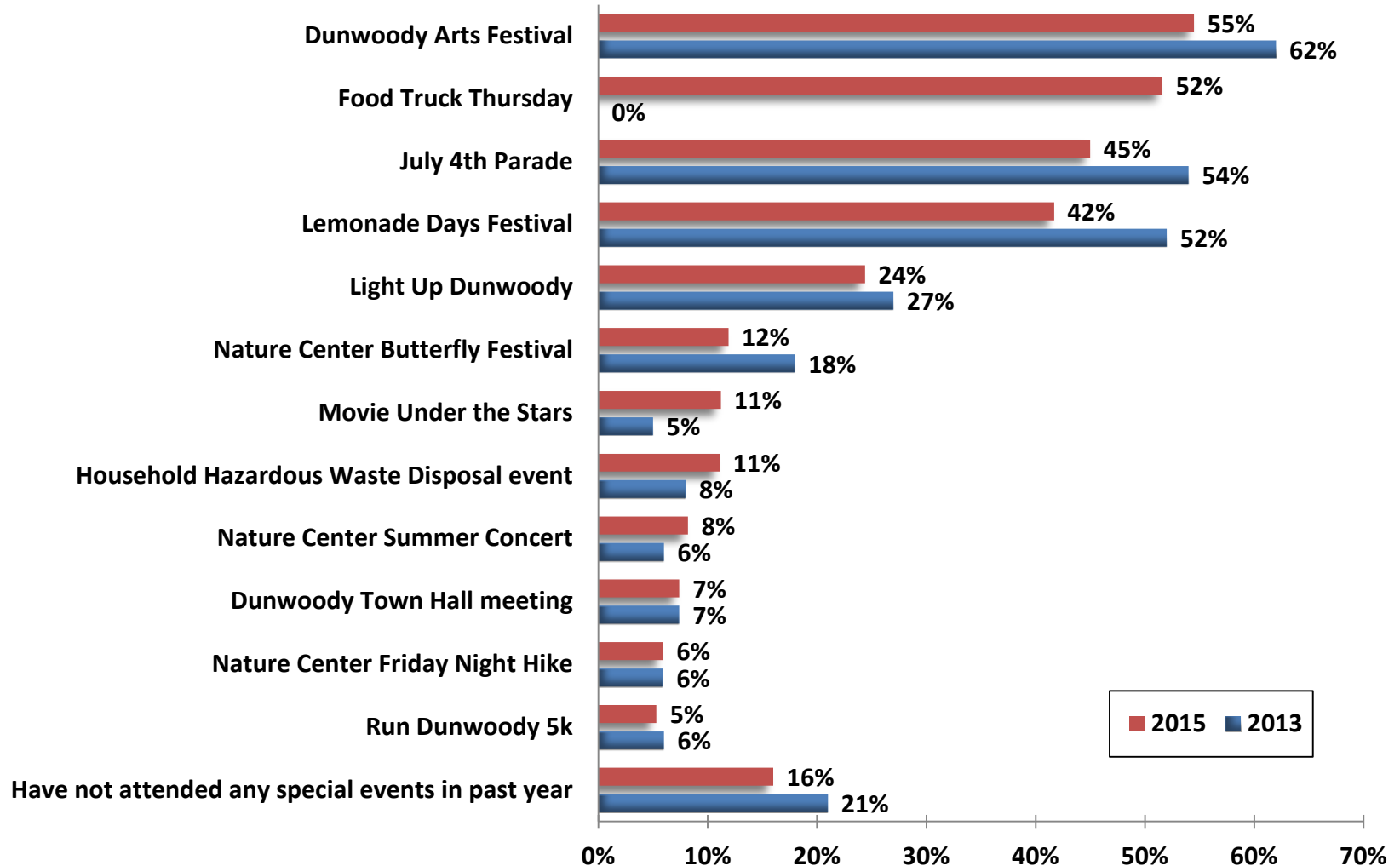


What additional amenities/programs would you like to see added by Dunwoody Parks & Rec in the next 20 years?

(Open Ended Question)

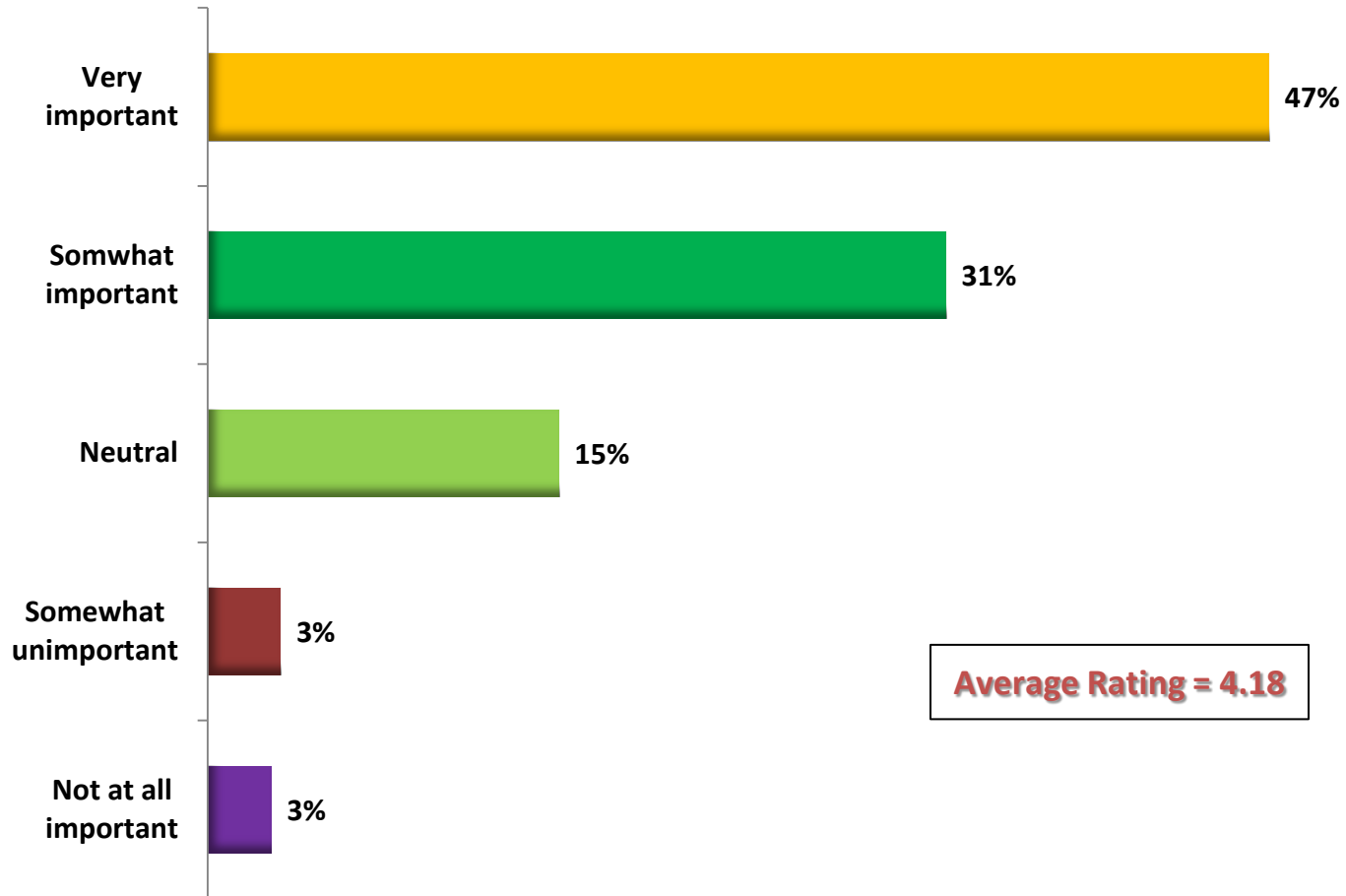


Which of the following special events have you attended in the past year?



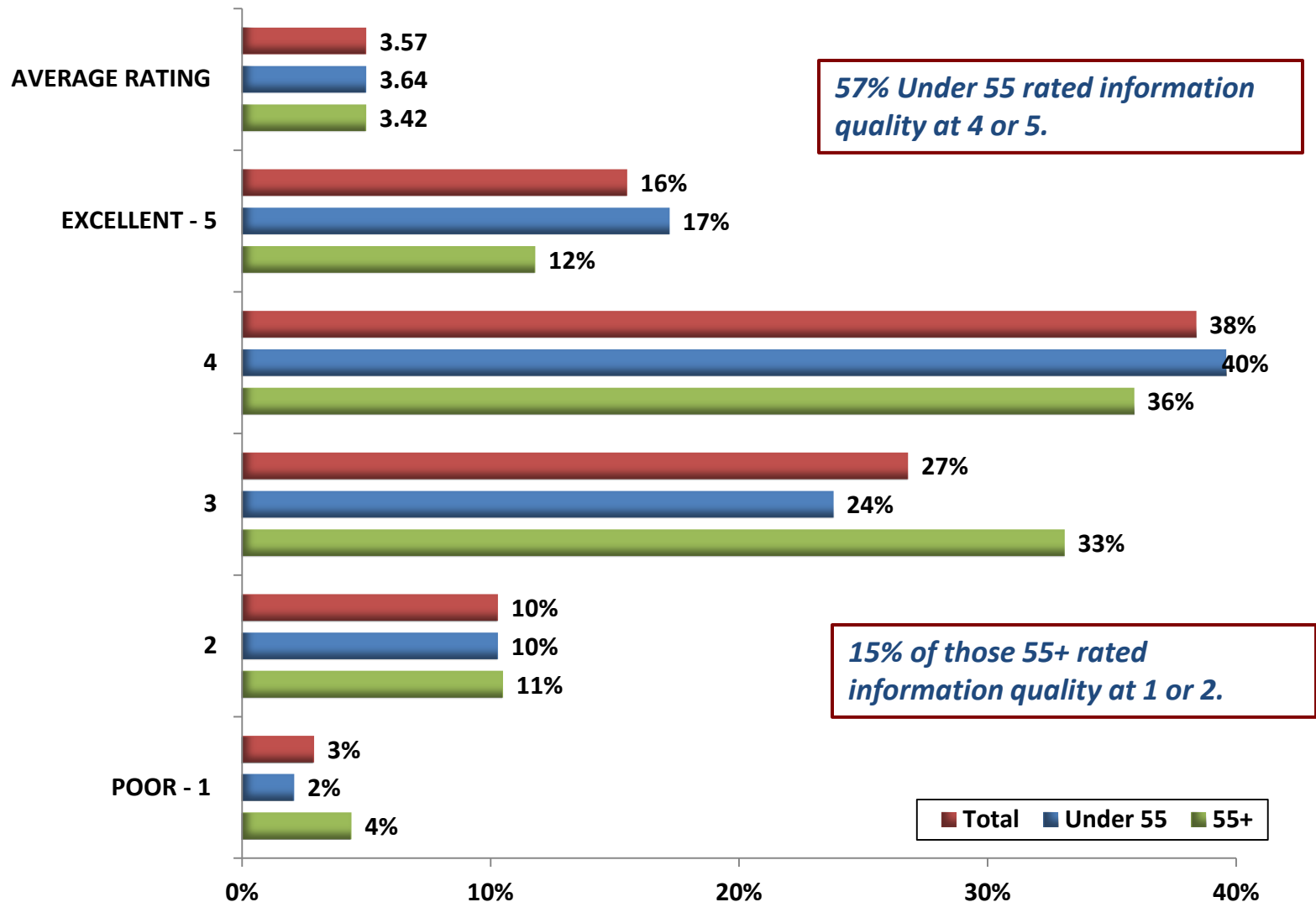
How Important is it to Have Arts, Culture, and Creative Offerings in Dunwoody?

(Average Ratings – Scale: 1 = Not Important to 5 = Very Important)

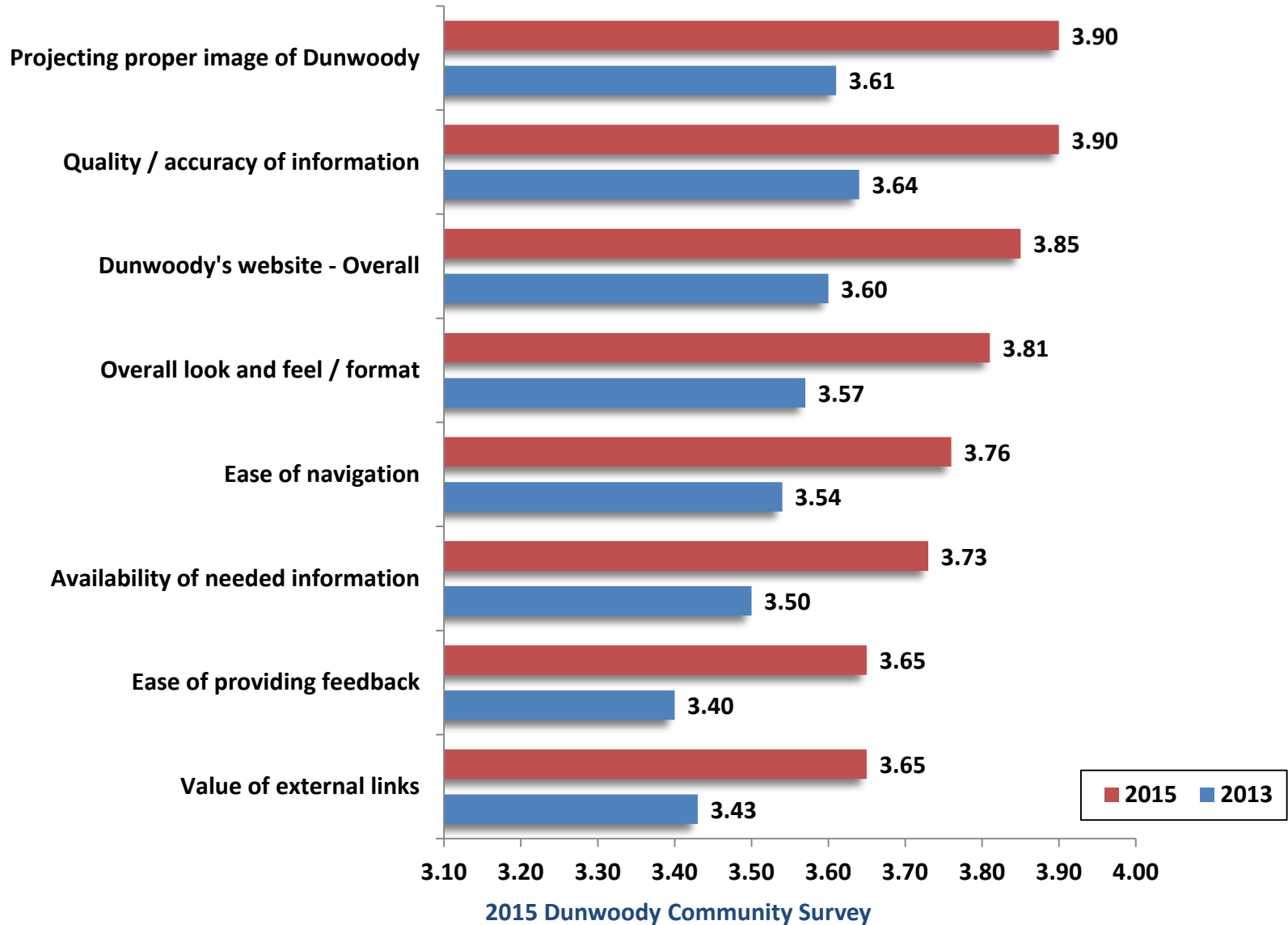


How would you rate the quality of information the City of Dunwoody communicates to its residents?

(Average Ratings – Scale: 1 = Poor to 5 = Excellent)

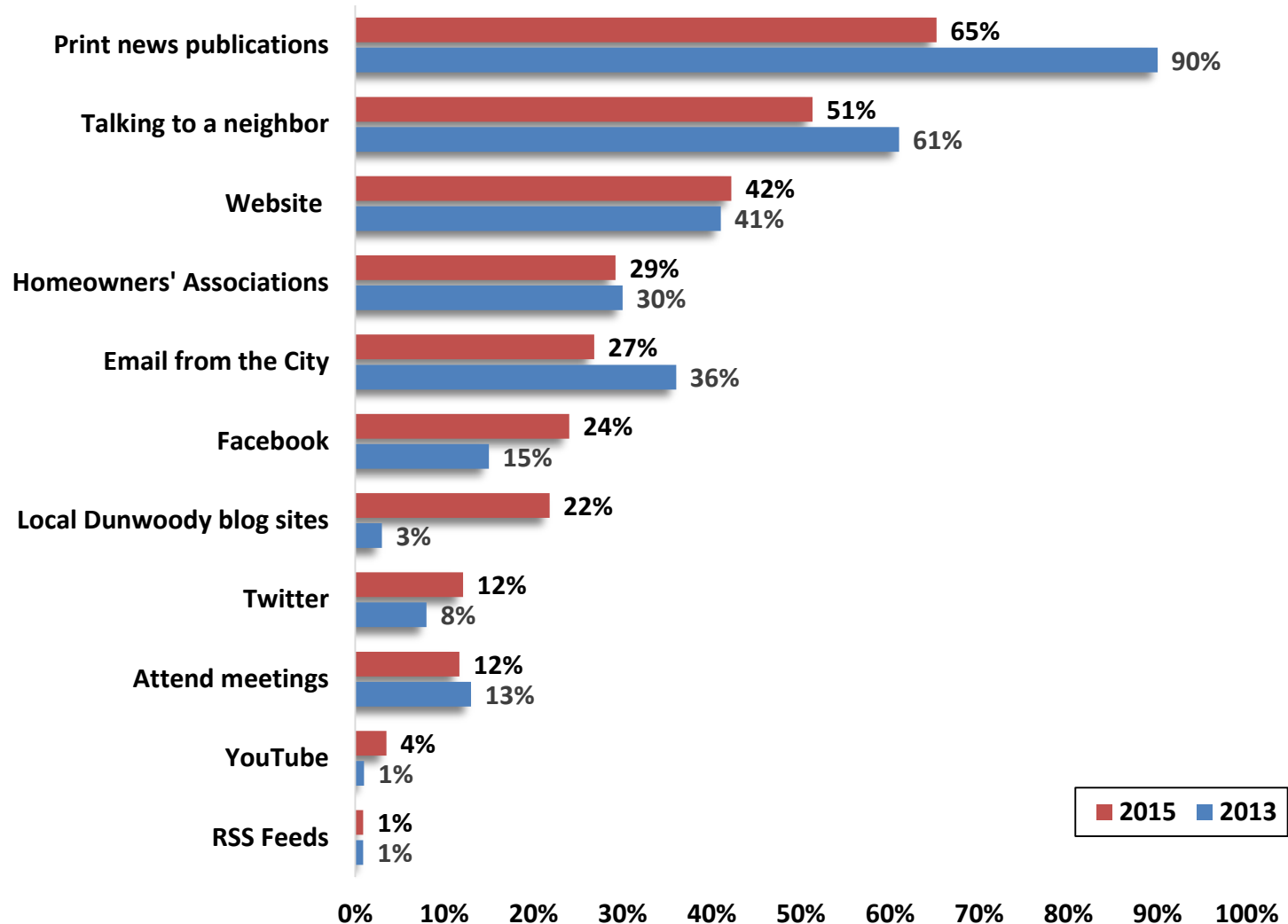


Rating Aspects of City of Dunwoody's Website



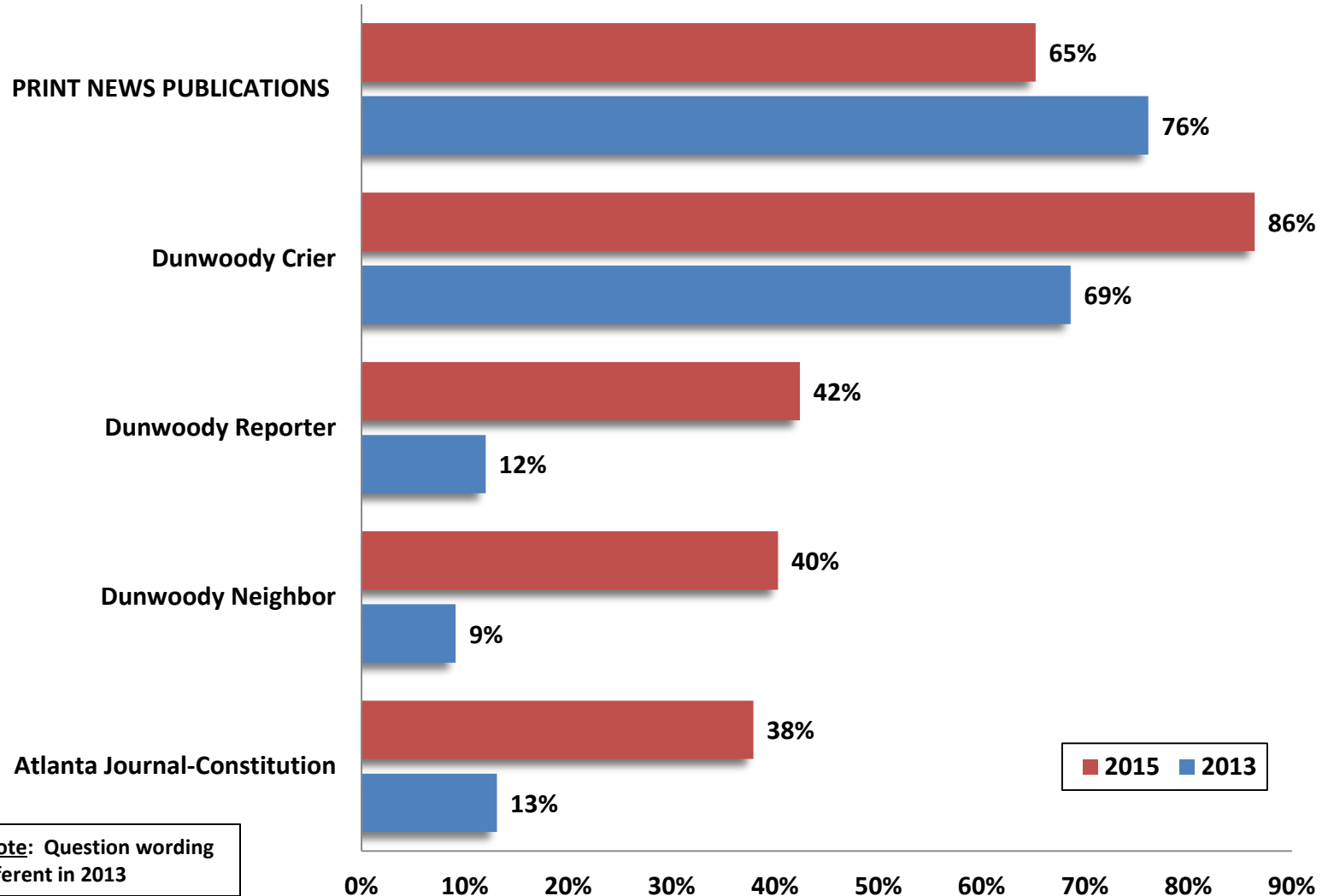
Which method do you use to obtain information about Dunwoody?

(Pre-List)



Which of these print news publications are you most likely to use to obtain information about Dunwoody?*

(Pre-List)



***Note:** Question wording different in 2013



Major strengths & benefits:

- Location
- Safe community
- Business climate
- Quality of life
- Access to goods/services
- Good place to raise a family
- Overall reputation

Concerns & areas for improvement:

- Traffic control
- Streets & infrastructure
- Schools/Need Dunwoody system
- Transportation
- Lack of entertainment/dining options
- Responsiveness to needs of residents



Overall, Dunwoody citizens:

- ***Are very pleased with City services, have high customer service ratings and appreciate City staff and employees***
- ***Feel the City is a safe place to live, raise a family, and work***
- ***Seek solutions to traffic & transportation issues***
- ***Concerned about the quality of schools***

2015 Community Survey

