

# Community Satisfaction Survey

January 2025

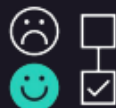
# Trust in government



**Only 1 in 3**

Americans have high trust  
in their state and local  
government

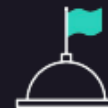
State Policy Network  
Research, May 2023



**~10% drop**

of Americans' trust in  
local government to  
handle local problems

Gallup, 2021



**41% trust score**

Government leaders are the  
least trusted societal leaders  
with a 41% trust score

Edelman Trust Barometer,  
2023

To build trust you need to →

# Accurately understand diverse **needs and priorities**

”



Civic engagement is the most important factor in building trust in our institutions, and our communities need to find better ways to encourage active participation in civic life.”

Erin Norman, State Policy Network

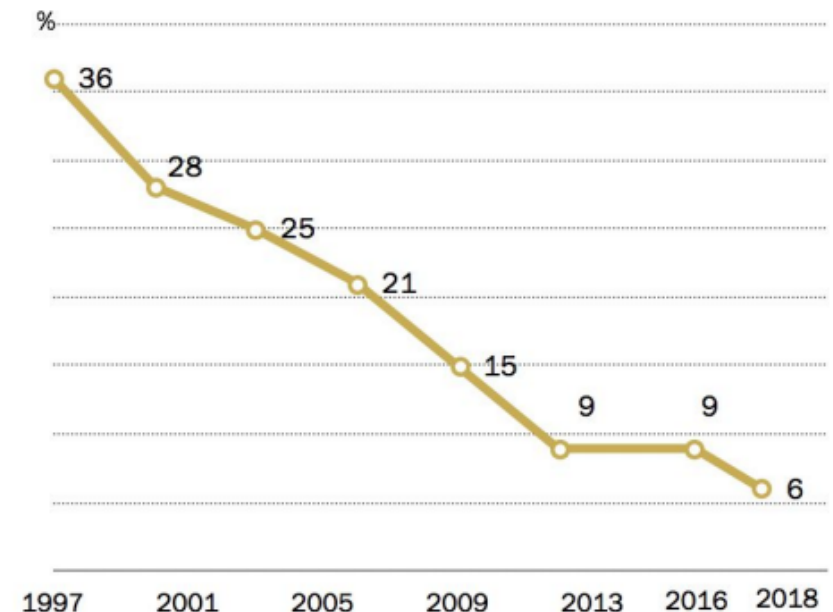
# Conventional ways to reach community are getting worse, not better

- ✓ Community meetings have very limited reach, are increasingly heated
- ✓ Formerly “gold standard” survey research methods continue to get less and less effective every year
- ✓ Paper surveys almost exclusively reach older, less diverse, more well resourced communities

The continued decline of legacy approaches requires consideration of new, more modern ones.

## After brief plateau, telephone survey response rates have fallen again

*Response rate by year (%)*



Pew Research, 2018

# Notes About Data Reliability

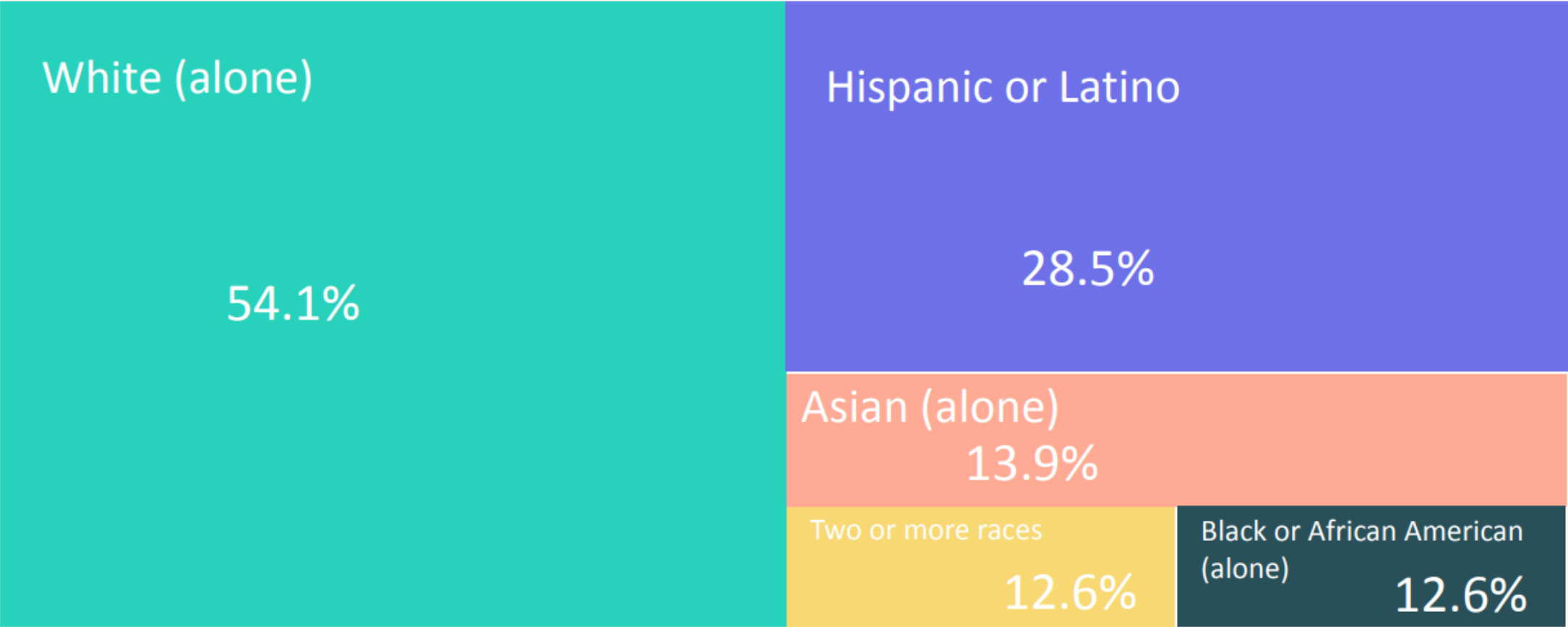
- Lewisville has conducted a Resident Satisfaction Survey since at least 2000, using outside experts to conduct scientifically valid telephone response surveys.
- As a cost-cutting measure, we brought the survey in-house in 2014 and converted to an online, opt-in model, sacrificing the random sample validity but increasing the response pool as an offset.
- Online opt-in surveys can be susceptible to “survey bombing” in which a focused group of respondents taints the overall results either by posing as residents when they are not or by encouraging specific biased responses.
- One example was the College Street Pool survey which showed a high percentage of opposition to the splash

# Notes About Data Reliability

- While susceptible to deliberate abuse, the Resident Satisfaction Survey had not been hit by survey bombing prior to the 2024 survey.
- Results of the 2024 Resident Satisfaction Survey showed a similar pattern of duplicate answers. The raw data also pointed to significant participation by nonresidents posing as residents. That, combined with statistically unusual attrition rates that corresponded to statistically inconsistent shifts in yearly results, called the response set into question.
- Because of this, staff believes that a more reliable and secure survey system is needed if we are to continue using public surveys as a valid tool to measure public sentiment. Restoring some measure of scientific accuracy also is desired.

# Who are our residents?

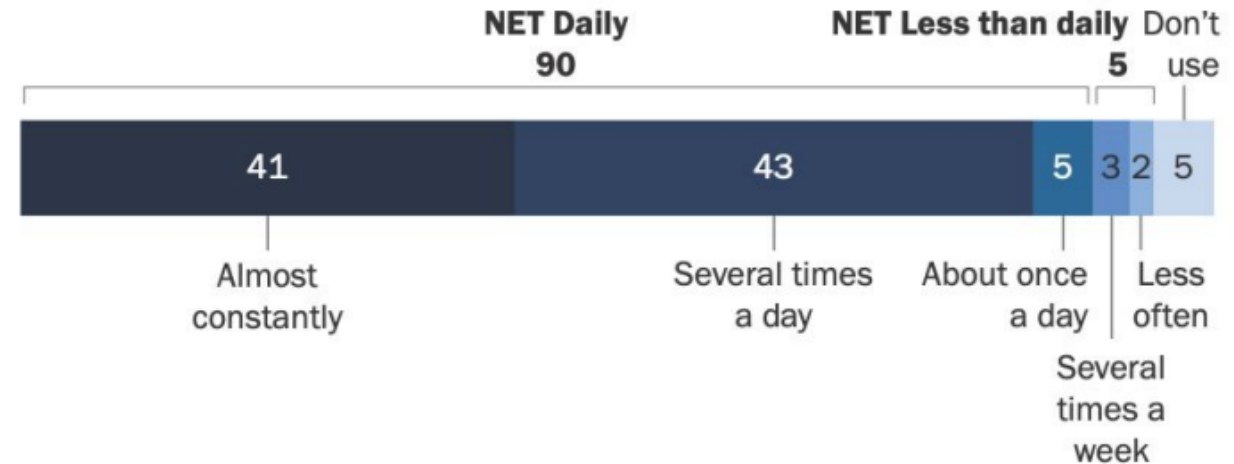
US Census Data for [Lewisville, TX](#)



# 95% of Americans use the Internet, and trending up

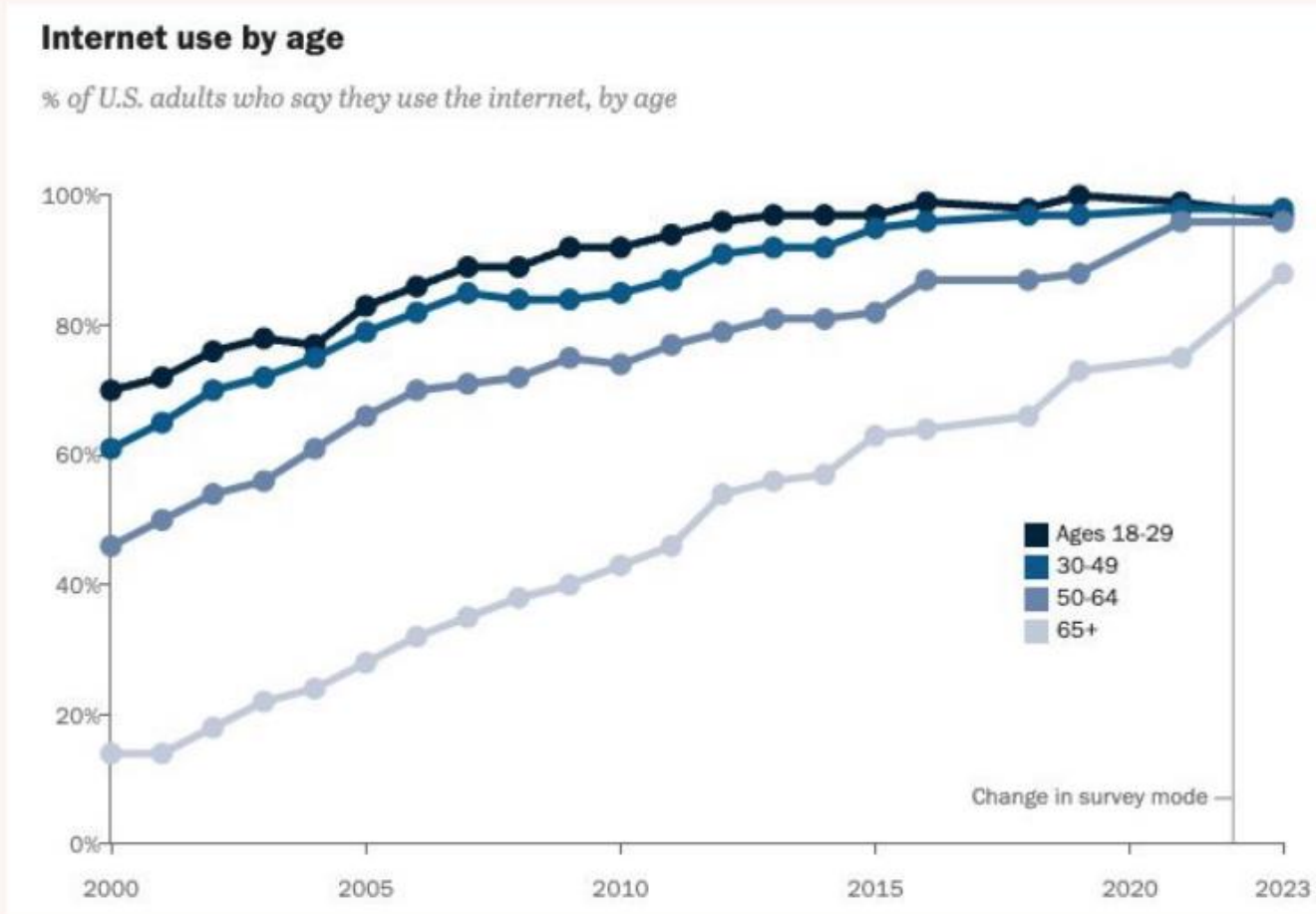
- ✓ Internet use is consistently and overwhelmingly high across every demographic, and trending up:
  - 88% of 65+ year olds
  - 86% of Americans making less than \$30k a year
  - 91% of Black Americans
  - 97% of Hispanic Americans
  - 90% of those with a High school education or less
- ✓ Proliferation of mobile internet (smartphones) has dramatically increased access, despite lag in hard-wired broadband

*% of U.S. adults who say they use the internet ...*





# Meet Residents Where They Are ...



[Pew Research JAN 31, 2024](#)

Americans check their  
phones on average

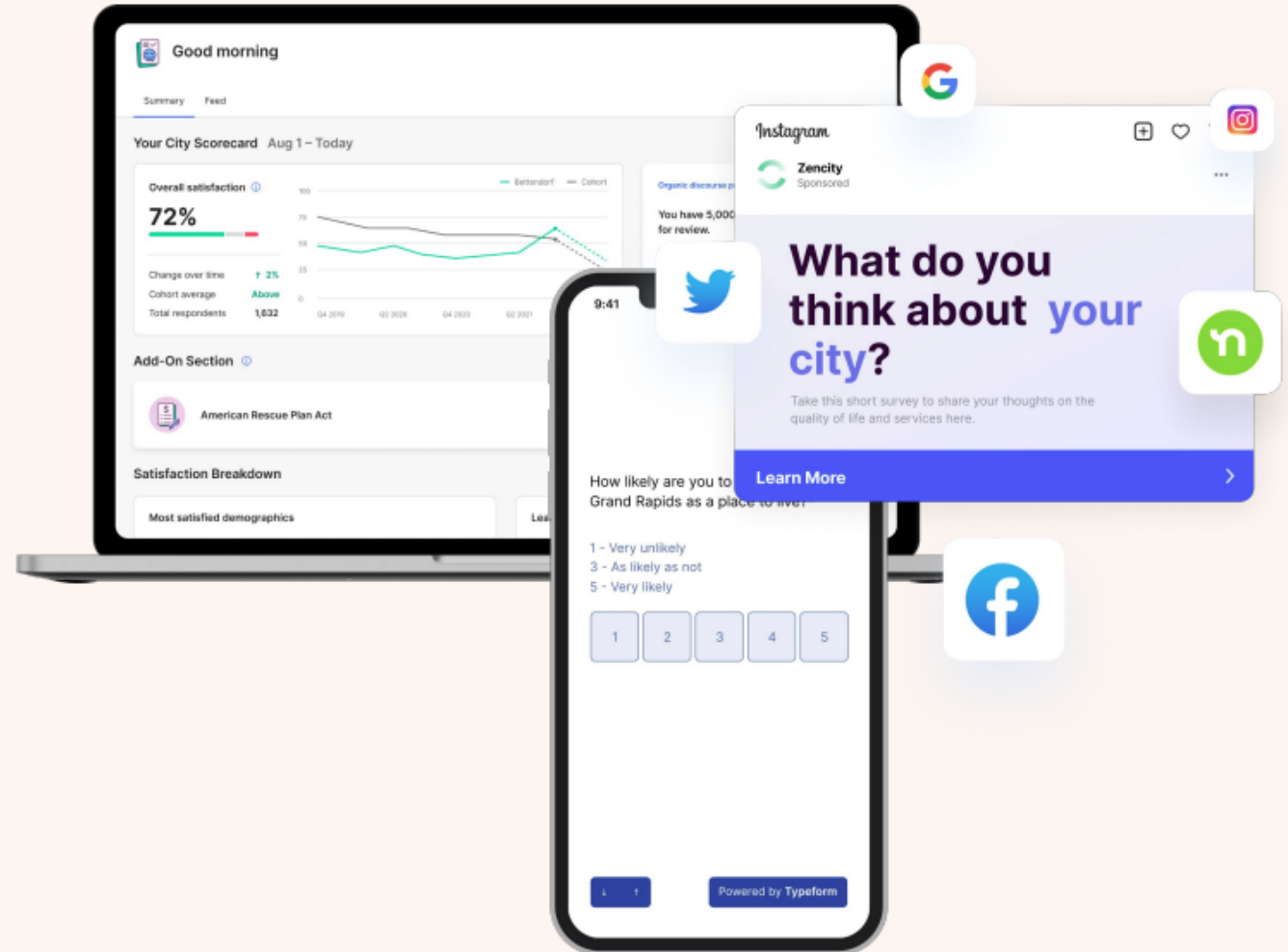
96

times per day, or once  
every ten minutes

# Zencity Community Surveys

## How it works:

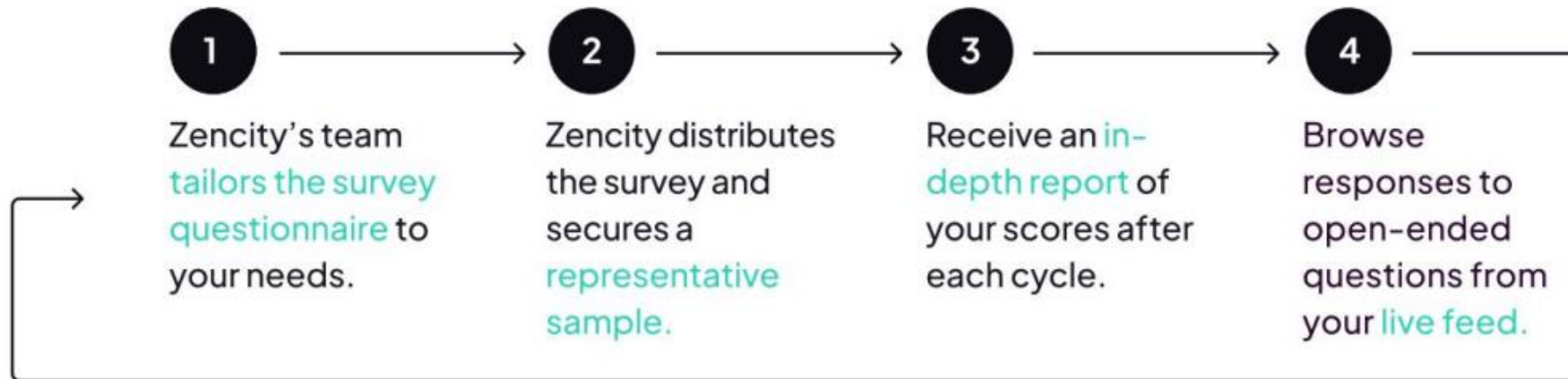
- Digitally distributed via targeted ads
- Up to 29 languages and user-friendly, concise questionnaires;
- Reach up to 90% of residents, and complete in 5 min or less;
- Dashboard with resident scores and live view of responses to open-ended questions;
- Annual Survey Report
- Easily publish data on City website via API for maximum transparency & trust building



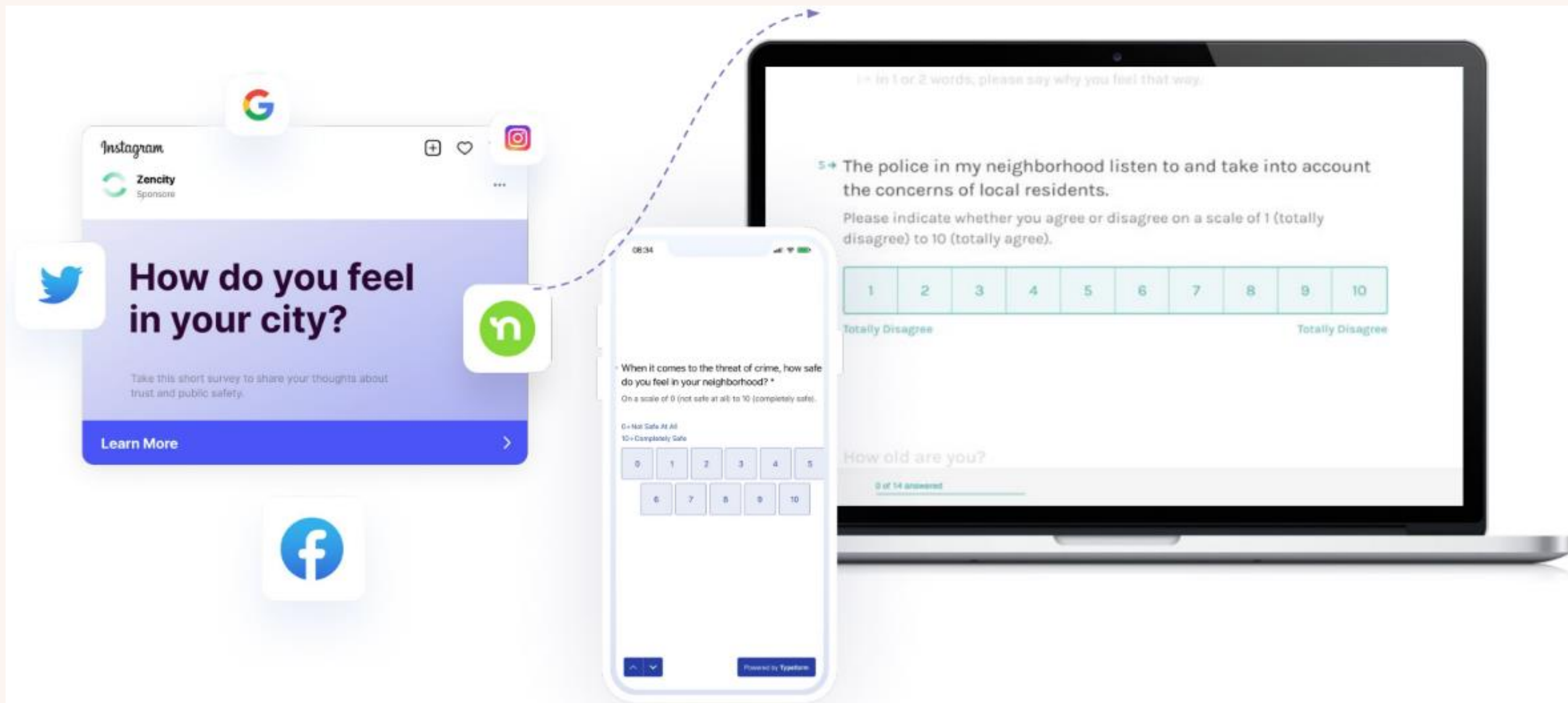
# Zencity Community Surveys

## How it works

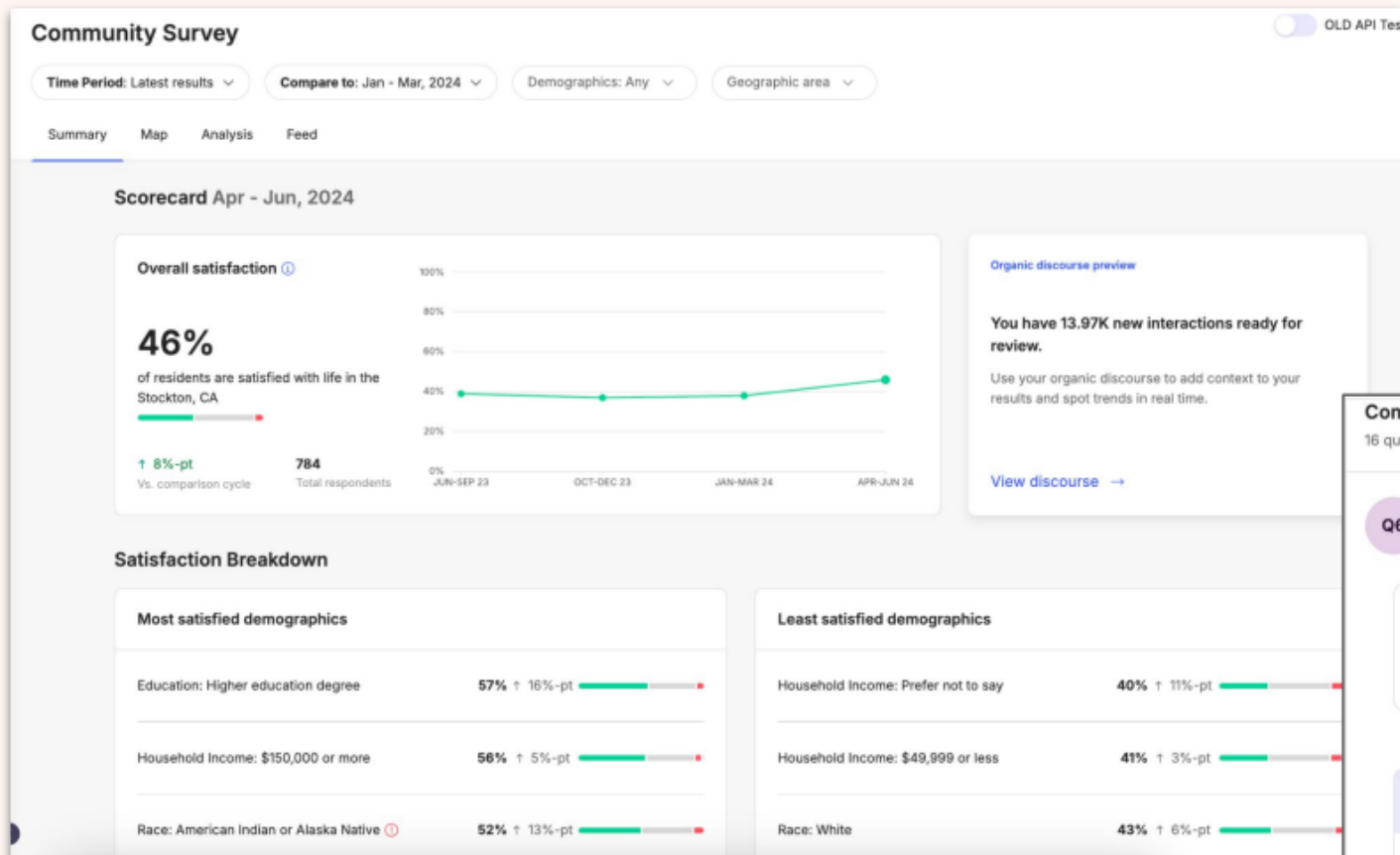
We take you from distribution to analysis, so you can focus on the next steps



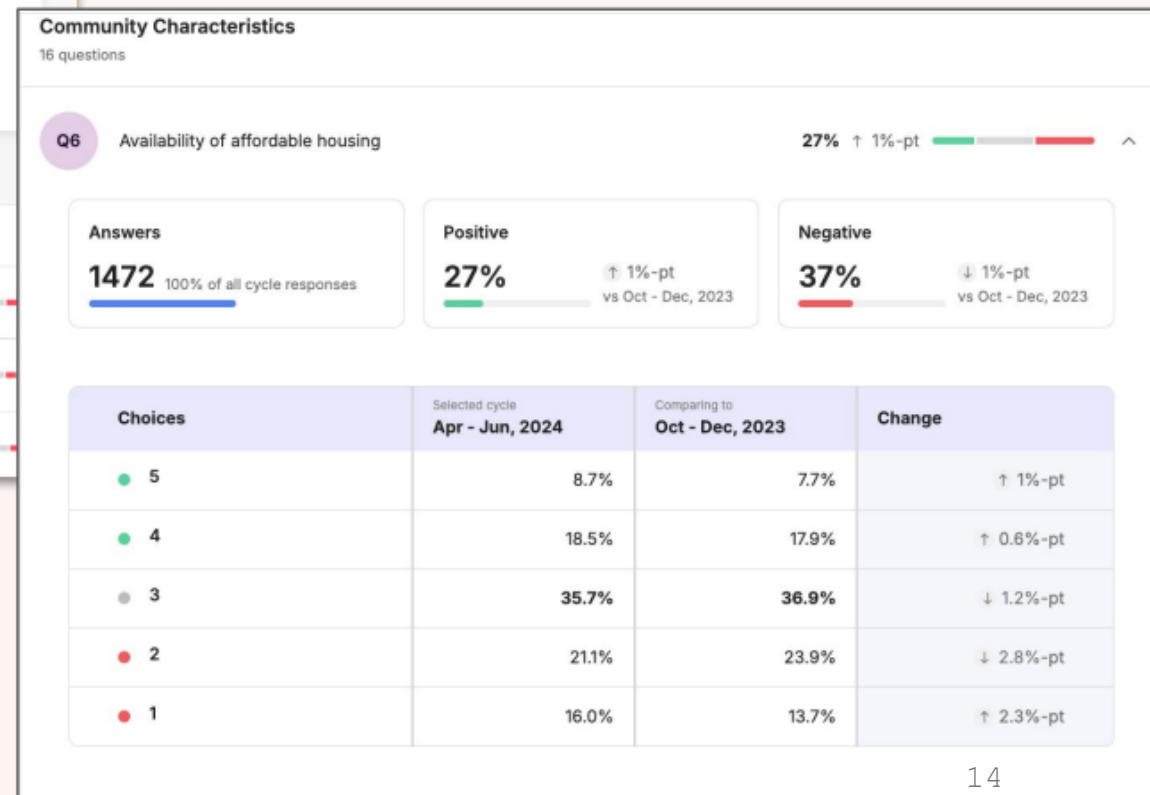
# Demo



# Internal: Live Community Survey Dashboard



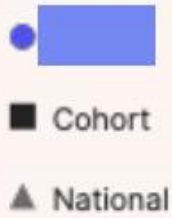
- Dashboard includes:
- Overall satisfaction score
  - Live feed for real-time responses
  - Most satisfied/least demographics, broken down
  - Ability to break down questions





# Internal: Benchmark Reporting with Zencity Community Survey

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in [redacted]?	62%	64%	32%	
How likely are you to recommend [redacted] as a place to live?	60%	51%	24%	
How likely are you to be living in [redacted] 5 years from now?	60%	64%	50%	




The overall resident satisfaction in [redacted] is 7% higher than its cohort.



QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
Availability of affordable housing	33%	22%	24%	
Availability of jobs that pay a living wage	38%	39%	19%	
Access to quality health care services	57%	55%	39%	
Access to quality education	60%	58%	35%	
Ease of getting around by public transportation	43%	46%	38%	
Sense of overall safety	56%	56%	16%	
Sense of community among residents	49%	51%	27%	
Acceptance of residents of all backgrounds	57%	57%	50%	
Overall cleanliness and maintenance	53%	51%	16%	
Quality of parks and recreational amenities	59%	55%	24%	
Quality of waste and recycling services	59%	61%	35%	
Availability of a variety of art and cultural events	49%	45%	31%	

# Timeline



**January 2025:** City Council workshop session

**February 2025:** Prepare survey questionnaire

**March 2025:** Launch new survey

**May 2025:** Review results and address items of interest

**Fall 2025:** Prepare fall survey (if desirable)



# Questions

