



# Community Survey Results Briefing

Lewisville City Council Retreat

**February 27, 2026**

# *In Memoriam*

## **James Kunke**

1967-2025

Community Engagement Director, City of Lewisville

**A dedicated public servant and a true champion of  
Community voice**





# 400+ agencies partner with Zencity to power the work of government with **community voices**

“If we are not measuring what the public thinks on city services we are simply not doing our job.”

**Isaac Tawil, City Manager**  
City of McAllen TX



City of Dallas



# Agencies get a **skewed view** of resident needs and priorities — with **slow, costly processes**

Current methods of measuring the **voice of the community** are broken.



Limited input from STPs means data that's incomplete and resource-intensive, requiring more effort than impact.

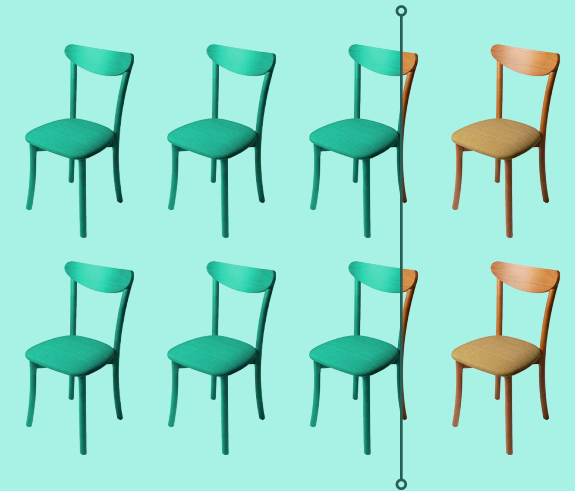
**3%**

**Response rate to phone surveys**  
PEW Research, 2022

**64%**

**of public meeting attendees oppose new projects or plans**

BU Study, 2018



# Meet your community where **they are**

**>95%**

Of US adults use the internet and **90% own smartphones**

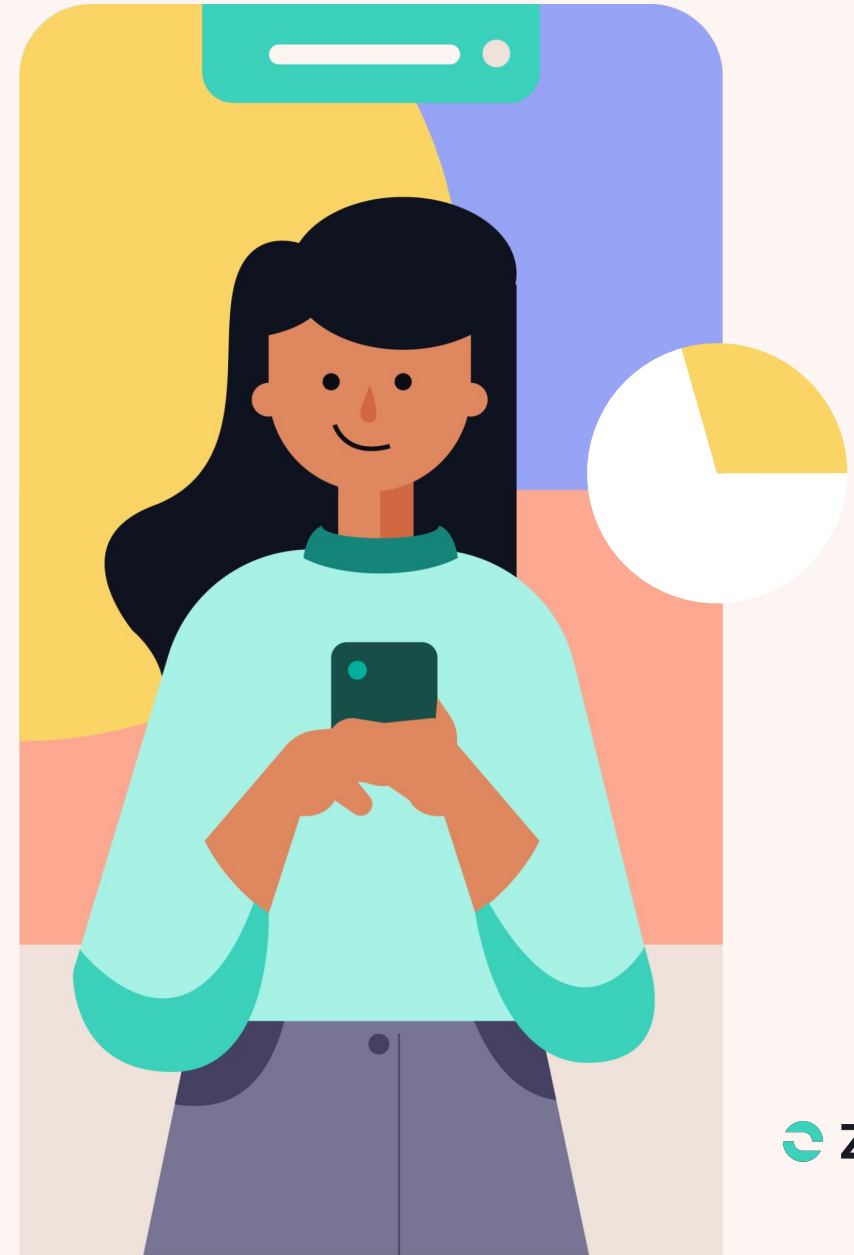
**7 Hours**

Average daily screen time

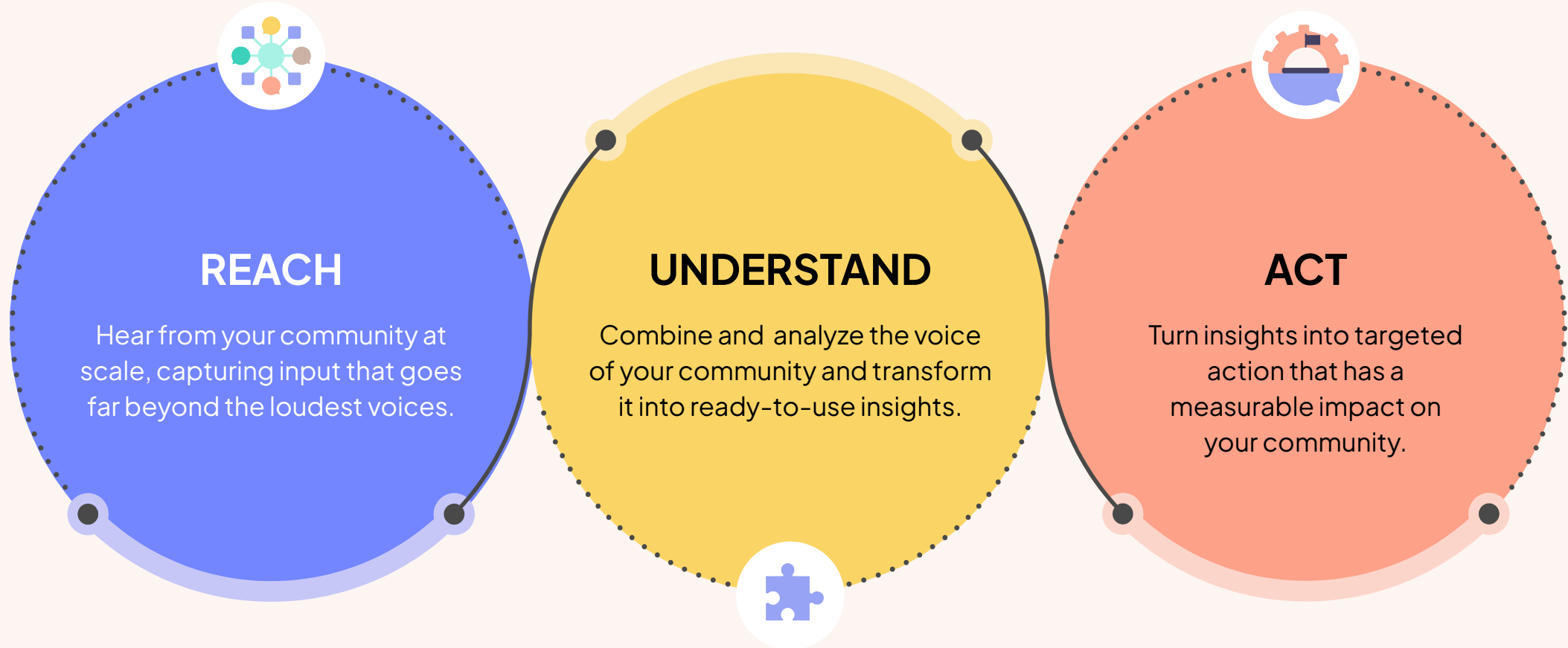
**100x**

US smartphone users check their phone 100x a day

Note: Respondents who did not give an answer are not shown. Source: Surveys of U.S. adults conducted 2000–2021. Data for each year based on a pooled analysis of all surveys conducted during that year. PEW RESEARCH CENTER



# Our Strategic Framework



**Zencity is the AI-native governance platform that transforms resident voices into finished government work products.**

# Lewisville Zencity Results

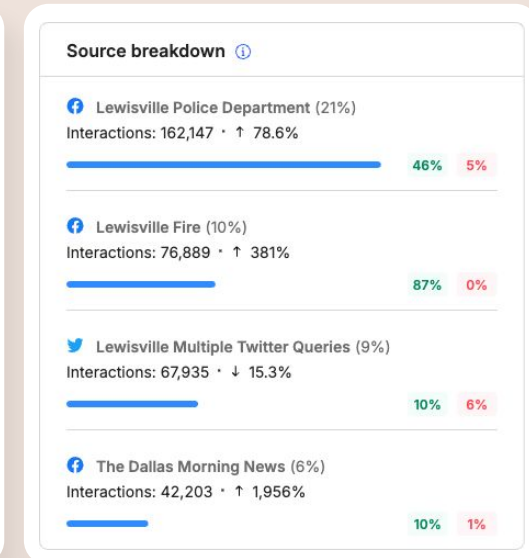
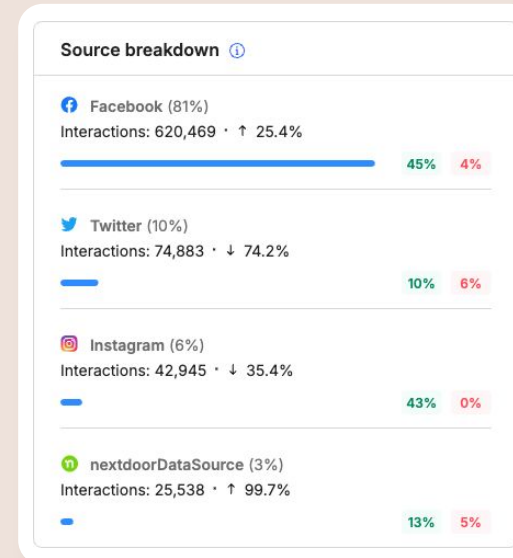
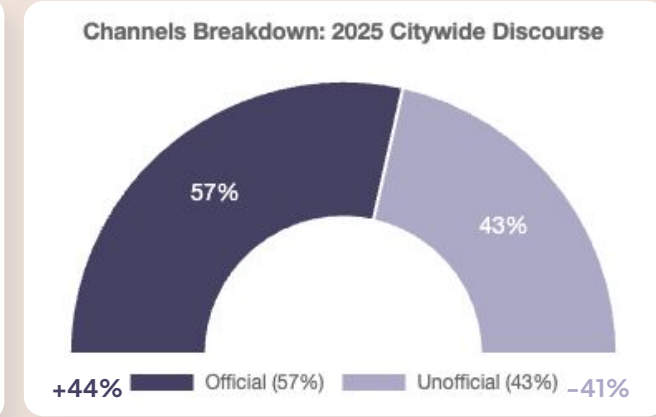
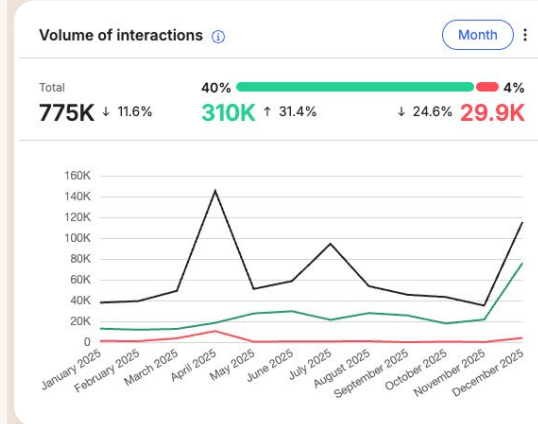
2025 in review



# Listening to Resident Discourse

## Year in Review - 2025

- **775K+ total interactions**
- **Official channels led citywide discourse (57% of conversation), growing 44% year over year** – This shows strong trend of residents seeking official city communication to guide the narrative
- **Sentiment skewed strongly positive**, with positivity measuring **10x higher than negative (40% vs. 4%)**
- **Lewisville Police Department** was the top source (**21%**), followed by **Lewisville Fire Department (10%)**
- **Facebook dominated resident discussion**  
**Nextdoor discussion grew 100%**
- **Leading citywide topics** included **Public Safety, Human Relations & Services, Cultural Affairs**, and the **Local Economy**



# Representative *Survey Results*

- **Methodology Note:** Residents can select a number 1 - 5 with 1 being very negative, 3 being neutral, and 5 being very positive
- Overall, residents are **very happy** with their quality of life (+69% positive, 25% neutral, -6% negative).
- Lewisville is **at or above the National and Cohort benchmarks** in 11 of 14 characteristics, including services like **public safety** (+4%) and **affordable housing** (+6%).
- **Over 50%** of residents are satisfied with all city characteristics save three.
  - Improvement areas include: availability of **affordable housing**, availability of **jobs** that pay a living wage, and ease of getting around by **public transportation**

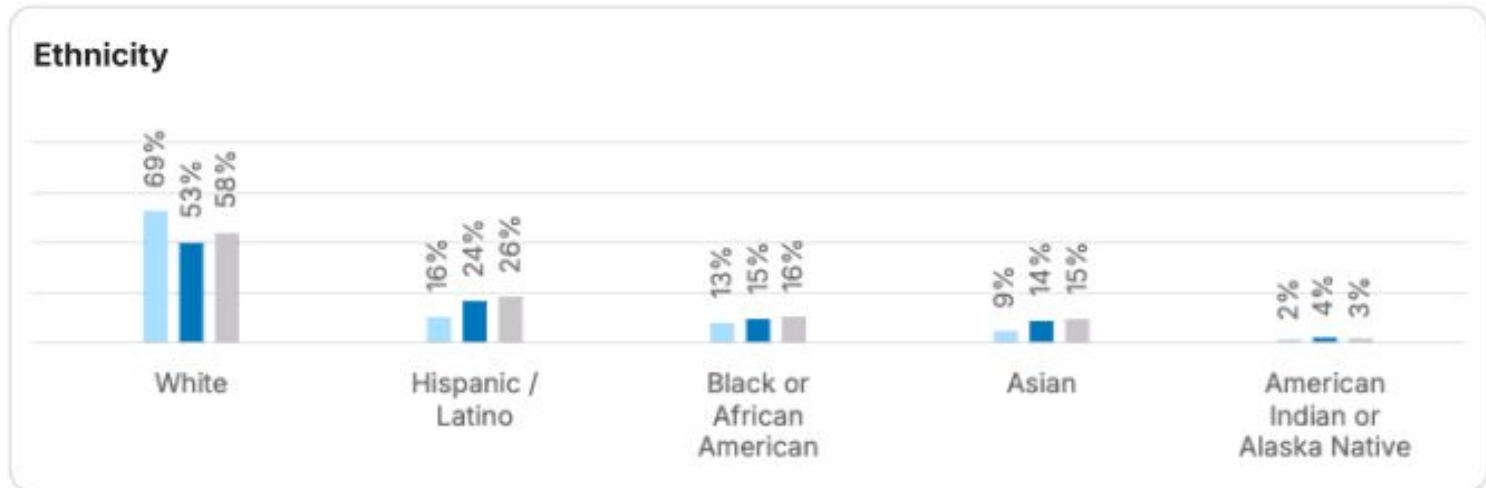
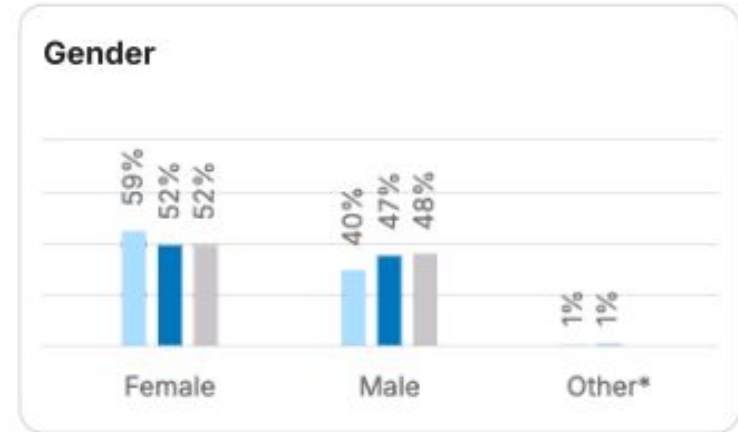
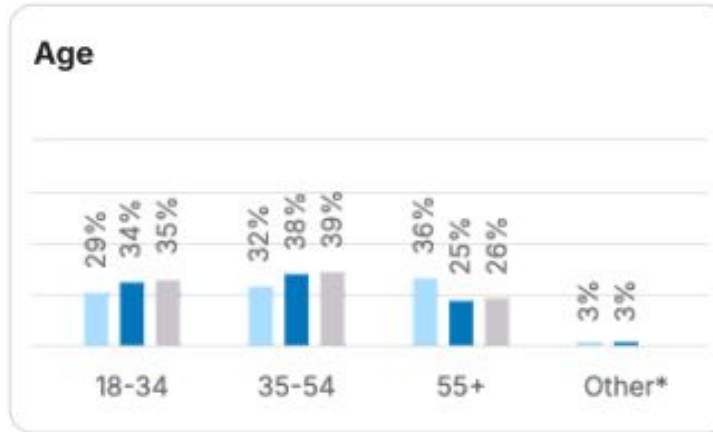
# Sample Composition

540 valid respondents

**Key**

- **Unweighted demographics** - What we collected, without adjustments
- **Weighted demographics** - Our sample, adjusted to be representative of the population
- **Population demographics** - The demographics of the 18+ population

\* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.



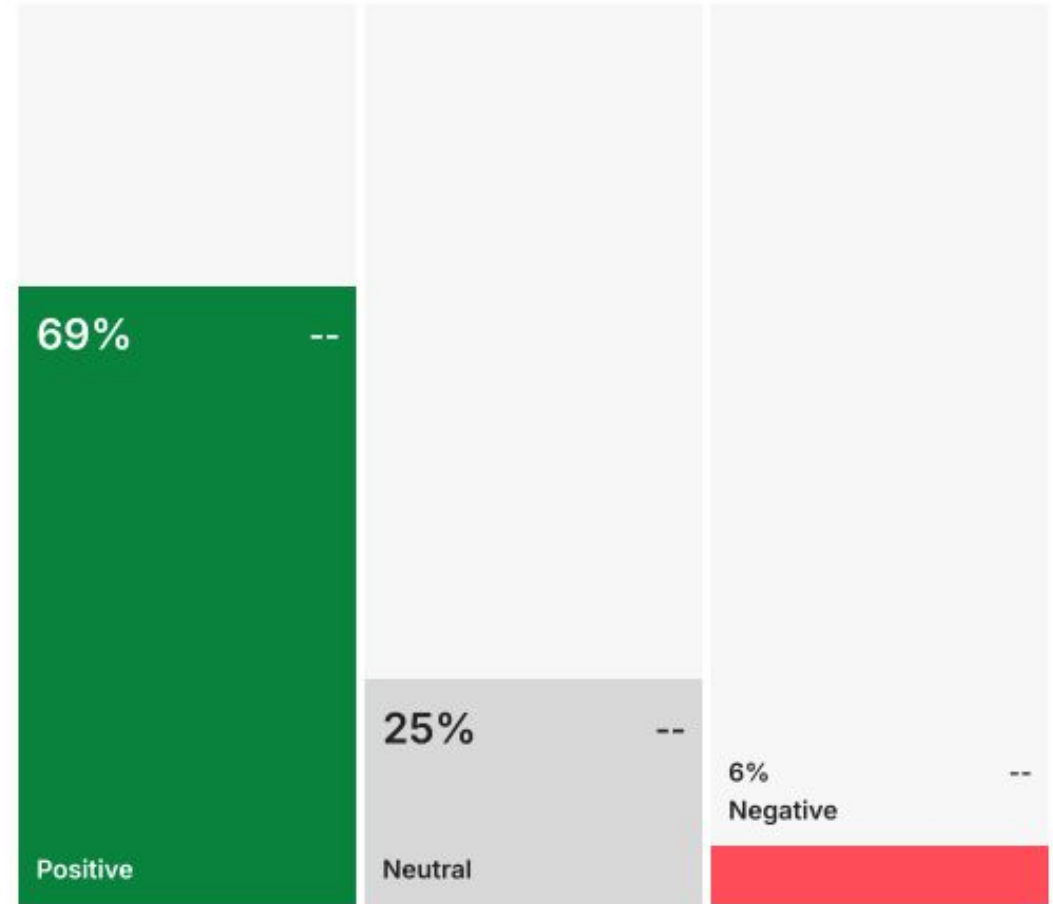
# Result Overview



How is the overall quality of life in Lewisville?

# 69%

of 540 surveyed residents are satisfied with the overall quality of life in Lewisville



The overall quality of life in Lewisville is **1% higher** than its cohort and **higher** than the national score.

**69%** Lewisville  
**68%** Cohort  
**67%** National

-  Lewisville
-  Cohort
-  National

Question	National	Cohort	Your Score	Satisfaction Comparison
How is the overall quality of life in Lewisville?	67%	68%	69%	
How likely are you to recommend Lewisville as a place to live?	64%	65%	63%	
How likely are you to be living in Lewisville 5 years from now?	63%	61%	61%	

0% 25% 50% 75% 100%

## Other measures of satisfaction with life in Lewisville

How likely are you to recommend Lewisville as a place to live?

**63%**

Neutral 24%      Negative 13%

How likely are you to be living in Lewisville 5 years from now?

**61%**

Neutral 22%      Negative 17%

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Quality of parks and recreational amenities	69%	22%	9%	--	--
Acceptance of residents of all backgrounds	69%	22%	9%	--	--
Access to quality health care services	66%	26%	9%	--	--
Overall quality of services provided by the city	65%	25%	10%	--	--
Sense of overall safety	65%	20%	15%	--	--
Access to quality education	64%	24%	13%	--	--
Availability of public information about city operations	59%	26%	14%	--	--
Quality of waste and recycling services	59%	25%	16%	--	--

**KEY**

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

- ↓ ↑ CHANGE IN POSITIVE SCORE
- ↓ ↑ CHANGE IN NEGATIVE SCORE
- ▬ NOTEWORTHY
- ▬ SOMEWHAT NOTEWORTHY
- NO DATA FOR PREVIOUS CYCLE

The 'Change' column shows percentage point changes from the previous cycle. Questions with changes above 5% are highlighted.

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Overall cleanliness and maintenance	57%	26%	17%	--	--
Sense of community among residents	56%	27%	17%	--	--
Ability for residents to give input to the Lewisville city government	55%	27%	18%	--	--
Availability of a variety of art and cultural events	54%	30%	15%	--	--
Availability of social services to assist the low-income, elderly, and disabled communitie...	50%	33%	16%	--	--
Availability of jobs that pay a living wage	44%	38%	18%	--	--
Availability of affordable housing	44%	33%	23%	--	--
Ease of getting around by public transportation	39%	26%	35%	--	--

**KEY**

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE









- ↓ ↑ CHANGE IN POSITIVE SCORE
- ↓ ↑ CHANGE IN NEGATIVE SCORE
- NOTEWORTHY
- SOMEWHAT NOTEWORTHY
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The 'Change' column shows percentage point changes from the previous cycle. Questions with changes above 5% are highlighted.

## Satisfaction with Life in Lewisville

Breakdown by characteristic

- Lewisville
- Cohort
- ▲ National

Question	National	Cohort	Your Score	Satisfaction Comparison
Availability of affordable housing	37%	37%	44%	
Availability of jobs that pay a living wage	41%	42%	44%	
Access to quality health care services	62%	64%	66%	
Access to quality education	61%	64%	64%	
Availability of a variety of art and cultural events	51%	52%	54%	
Ease of getting around by public transportation	43%	45%	39%	
Sense of overall safety	64%	63%	65%	
Sense of community among residents	54%	52%	56%	

0% 25% 50% 75% 100%

# Satisfaction with Life in Lewisville

Breakdown by characteristic

- Lewisville
- Cohort
- ▲ National

Question	National	Cohort	Your Score	Satisfaction Comparison
Acceptance of residents of all backgrounds	62%	64%	69%	
Ability for residents to give input to the Lewisville city government	49%	46%	55%	
Overall cleanliness and maintenance	61%	61%	57%	
Quality of parks and recreational amenities	64%	67%	69%	
Quality of waste and recycling services	63%	63%	59%	
Overall quality of services provided by the city	57%	61%	65%	

0% 25% 50% 75% 100%

BETA

Question:

**What is the #1 thing you think the Lewisville government does well?**

## Most Common Topics

325 labeled responses out of 430



## Top 3 Topics Breakdown

Number of responses by leading subtopic



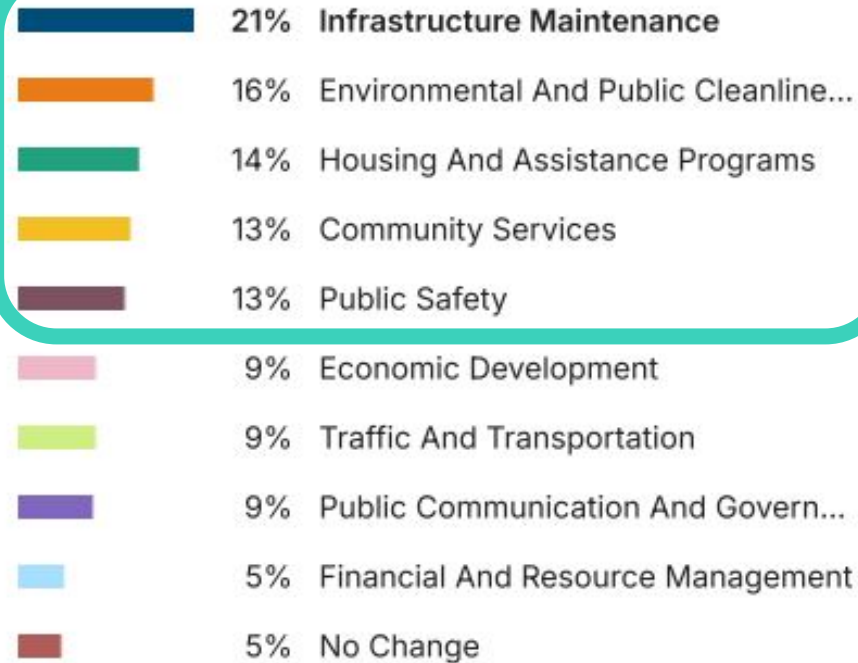
BETA

Question:

**What is the #1 thing you think the Lewisville government could do to improve its services?**

## Most Common Topics

294 labeled responses out of 431



## Top 3 Topics Breakdown

Number of responses by leading subtopic



## REACH

Hear from your community at scale, capturing input that goes far beyond the loudest voices.

## UNDERSTAND

Combine and analyze the voice of your community and transform it into ready-to-use insights.

## ACT

Turn insights into targeted action that has a measurable impact on your community.

Two issues identified through this survey:

- Public transportation
- Cleanliness

- Coordinate with DCTA on a communication strategy related to public transportation
- Work with Zencity to identify problematic areas in terms of cleanliness


# Appendix


# Introducing the Zencity Platform


Surveys, social listening, insights and more - all in one place.


The screenshot displays the Zencity dashboard with the following components:


- Header:** "Good morning" and the Zencity logo.
- Total Resident Interactions:** A large dark blue box showing "44,760,021" with a "72%" increase and a "LIVE" indicator.
- What to Watch:** Two report cards: "Community Survey Report" and "Organic Discourse Analyst Insight".
- Quick Data:** A row of four cards:
  - Organic Discourse:** "Negative interactions increased in Municipal Finance & Services" (-21%), "+505%", and "+10%".
  - Community Survey:** A map of a city area.
  - Engage Projects:** "Park Redevelopment" (345 responses), "2023 Budget", and "Housing Project".
  - Resident Experience Surveys:** "Overall rating 86%" (down 12%), "Trust in service 72%" (up 2%), and "Respondents 3.4K" (up 45%).

  
**Media Monitoring**

  
**Representative Surveys**

  
**Digital Engagement**

  
**Experience Surveys**


  
**Auto-generated Brief Creation**

  
**Optimize Resource Allocation**

  
**Resident Communication Distribution**

  
**Internal Knowledge Sharing**

 **Reach**

 **Understand**

 **Act**

# Streamlined Survey Distribution



## Reach more inclusive audiences, faster

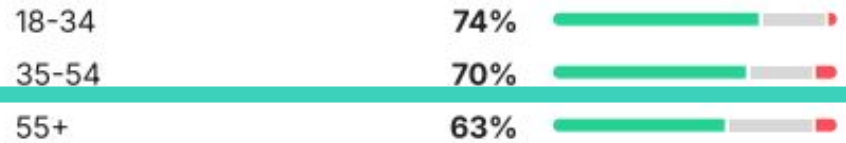
- ✓ **Reach Residents Where They Are, in Real-Time**  
Always-on, multi-channel distribution engine including QR codes, website integrations, and online ads..
- ✓ **Digital Fingerprinting**  
Reduces duplication and prevents fraud.
- ✓ **Representative Data Collection**  
Engages diverse, census-reflective audiences via panels, social channels, and mobile ads.
- ✓ **Demographic and Geographic Targeting**  
Ensures reliable, representative samples.
- ✓ **Support for Live Events**  
Offline data capture with Kiosk Mode, live engagements, and paper forms.

The composite image illustrates the Zencity survey distribution and analysis workflow. On the left, a circular diagram shows a continuous cycle: Goal updated → Ad targeted → Ad served → Ad clicked → Survey finished → back to Goal updated. In the center is a map of Los Angeles divided into five police bureaus: VALLEY BUREAU, CENTRAL BUREAU, SOUTH BUREAU, and WEST BUREAU (partially visible). Below the map is a Zencity social media ad for a survey titled "Do you feel safe in your city?". The ad includes the Zencity logo, a "Sponsored" tag, and a "Learn more" button. On the right is a "Results for July, 2024" dashboard. It features a line chart for "Q1: When it comes to the threat of crime, how safe d..." and a table of satisfaction scores for different areas.

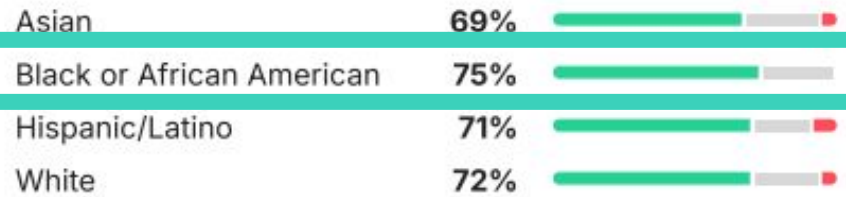
Area	Satisfaction Score	Change
Los Angeles, CA - LAPD	46%	↑ 1%-pt
CENTRAL BUREAU	45%	-- 0%-pt
SOUTH BUREAU	42%	↓ 1%-pt
VALLEY BUREAU	49%	↑ 4%-pt
WEST BUREAU	46%	↓ 2%-pt

## How is the overall quality of life in Lewisville? | Demographic Breakdown

### AGE



### ETHNICITY



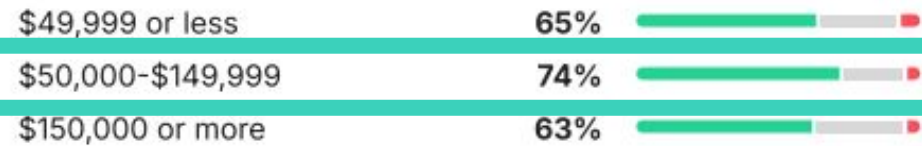
### GENDER



### EDUCATION



### INCOME



# Key Focus Areas

# Parks and Recreation

# 69%

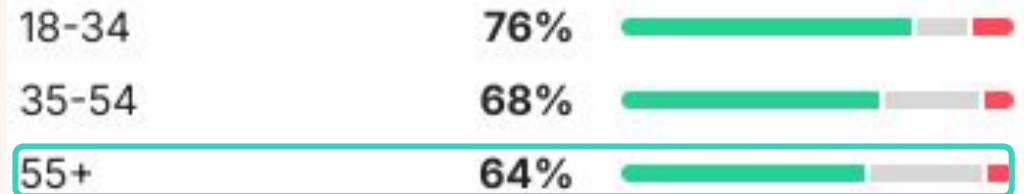
of residents are happy with the quality of parks and recreation amenities

*“The Lewisville government excels at maintaining and improving public parks and recreational facilities, providing residents with great outdoor spaces that promote community health and engagement. Their commitment to keeping these areas clean, safe, and accessible makes the city more enjoyable for families and individuals alike.”*

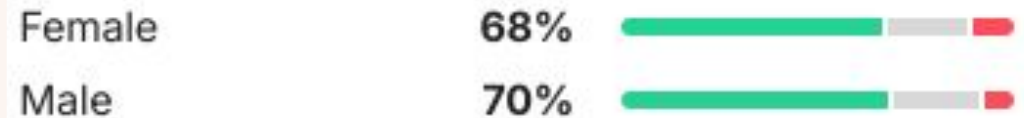
## ETHNICITY



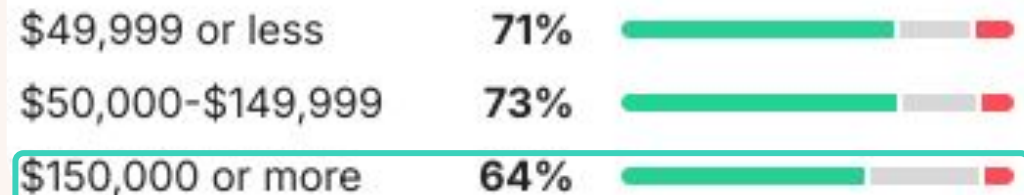
## AGE



## GENDER



## INCOME

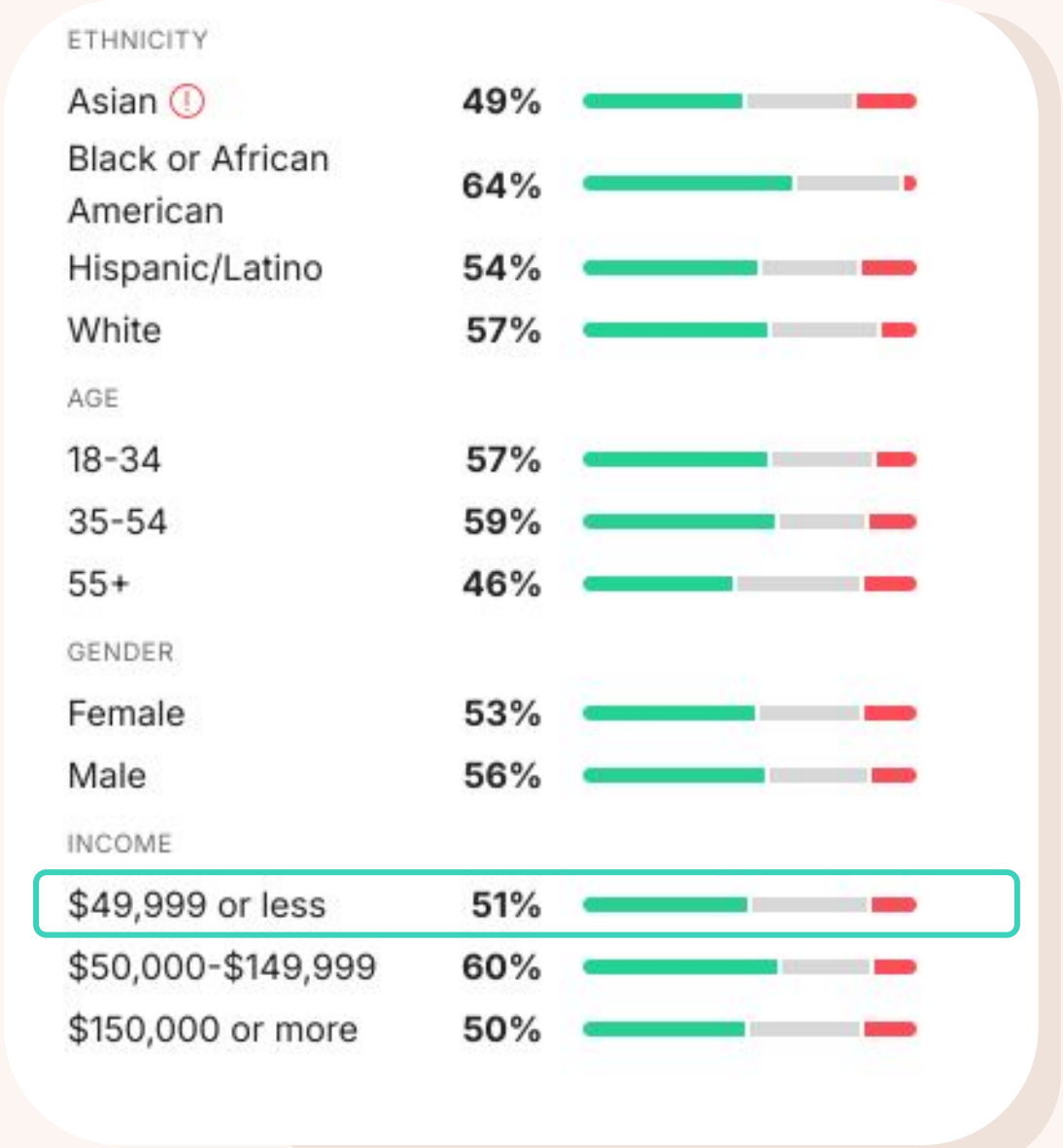


# Arts and Culture

# 54%

of residents appreciate the variety of arts and cultural events

*“Community driven events like Sounds of Lewisville, Western Days, and Colorpalooza. The revitalization of Old Town has been great. I would love to see more of this expanded to other areas!”*



# Living Wage

# 44%

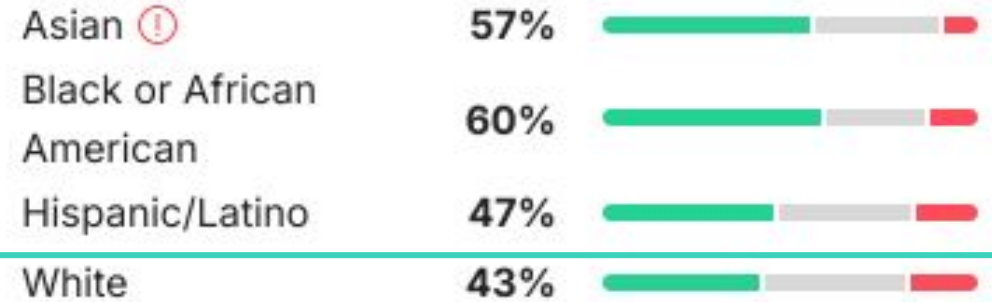
of residents are satisfied with jobs that pay a living wage

*“More places to work and higher paying jobs.”*

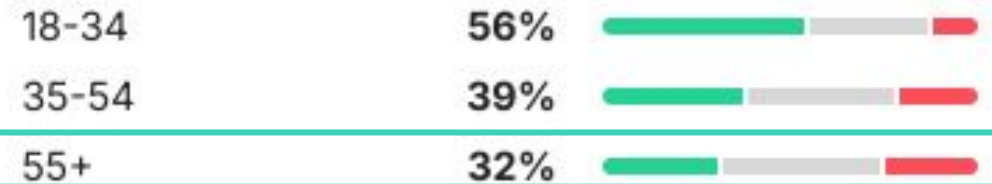
*“Make more jobs available it’s very hard to get a job in this economy.”*

*“Have higher paying jobs.”*

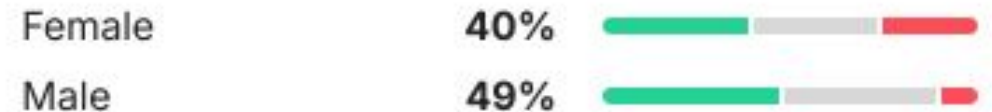
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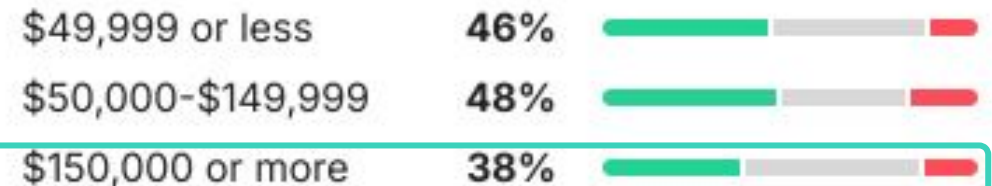
## AGE



## GENDER



## INCOME



# Cleanliness and Maintenance

# 57%

of residents find Lewisville clean and well maintained - behind benchmark

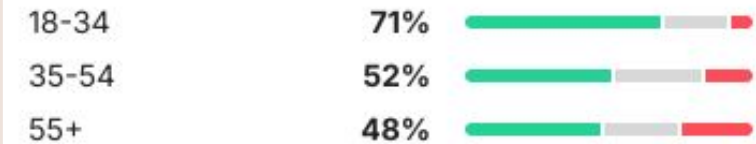
“Trash pickup in Castle Hills being downgraded to once a week has been a huge disappointment and sanitation hazard. Uncollected trash in bins for a week has resulted in overflowing bins, rotting garbage, and very significant increase in flies and bugs all over the neighborhood. Moreover, the pickup day being on Fridays makes it worse since most of the garbage starts building up over the weekend and sits in the bins for the whole week. The new waste management company’s hasn’t done a good job either by leaving trash uncollected and bins strewn around driveways and alleys after pickup...”

“Clean up the city streets and maintenance. Trash everywhere.”

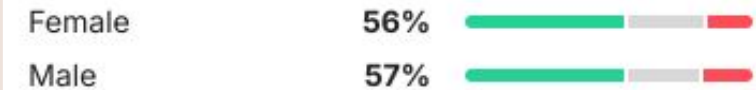
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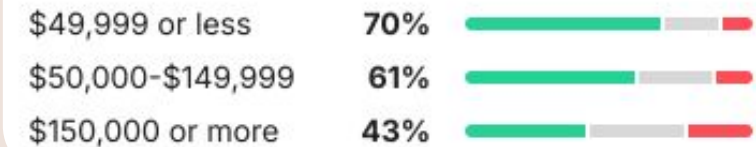
## AGE



## GENDER



## INCOME



Quality of waste and recycling services

Question

59%

65% ↓ -6%

63% ↓ -4%

Overall cleanliness and maintenance

Question

57%

65% ↓ -8%

61% ↓ -4%

# Neighborhood Safety

# 65%

of residents feel safe in their neighborhood

*“Police response and visibility is severely lacking. Response times too long, not enough officers patrolling.”*

*“Act on public safety. Haven’t seen an Officer patrol in 2 years. Edmonds Bellaire and Fox are used as nightly raceways. Write tickets and enforce the law. Stop sweeping smaller infractions under the rug. Ticket people who don’t have license and insurance! 4 separate personal cases of officers letting this go unpunished. Patrol and Enforce!”*

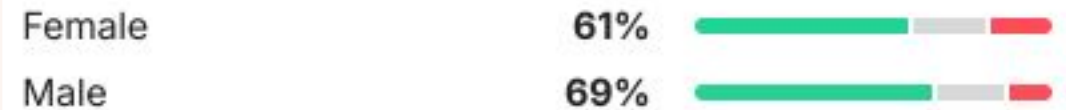
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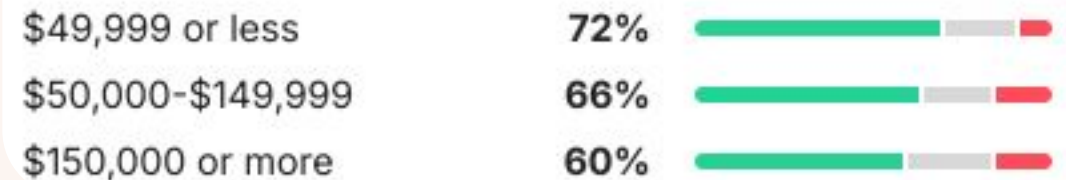
## AGE



## GENDER



## INCOME



# Community & Communications

# 69%

of residents appreciate Lewisville's accepting community

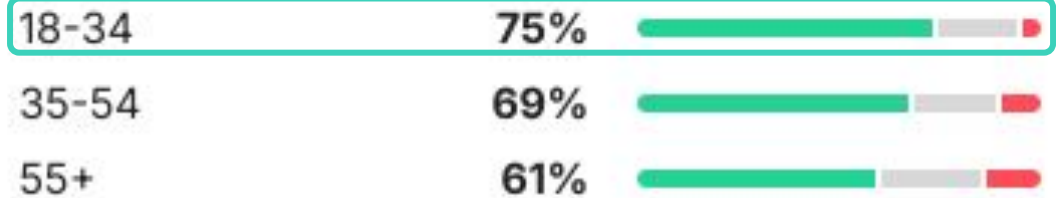
*"I just moved here earlier this month and I do enjoy the sense of community among the residents. I don't feel out of place, and have felt very welcomed to the community."*

*"It provides a sense of community for its residents through city-sponsored events, maintaining public recreational areas, keeping citizens informed, fostering partnerships with businesses and law enforcement, and making sure families are safe."*

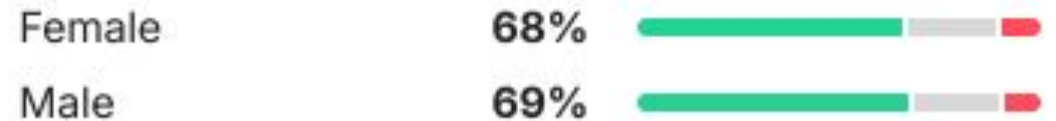
## ETHNICITY



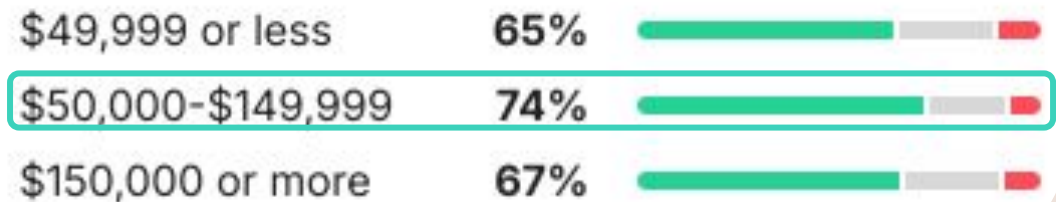
## AGE



## GENDER



## INCOME



# City Services

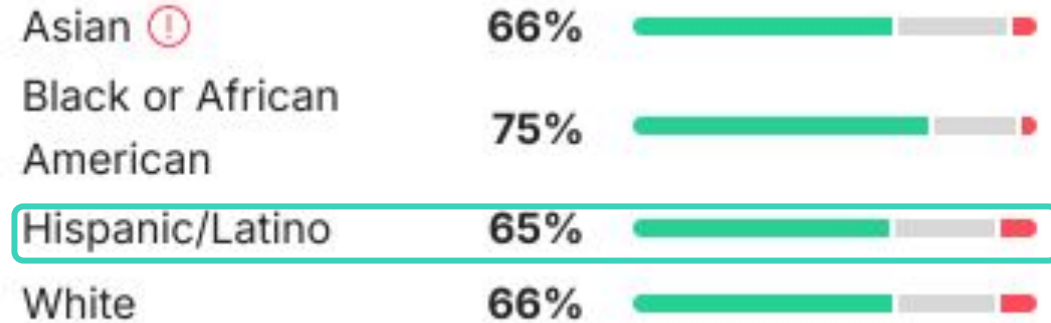
# 65%

of residents are satisfied with the overall quality of city services

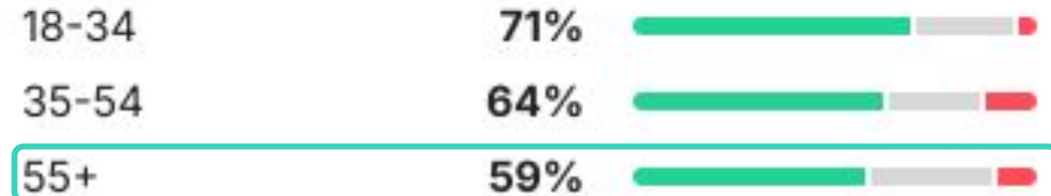
*“Lewisville’s city government stands out for its strategic vision, commitment to parks and sustainability, solid infrastructure investment, support for affordable housing, and strong civic engagement.”*

*“Creating a vision plan and publishing the annual report, social media updates regarding news and info, and maintaining water quality”*

## ETHNICITY



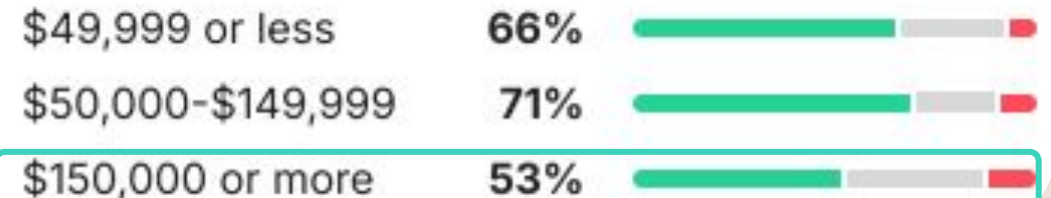
## AGE



## GENDER



## INCOME



# Responsiveness

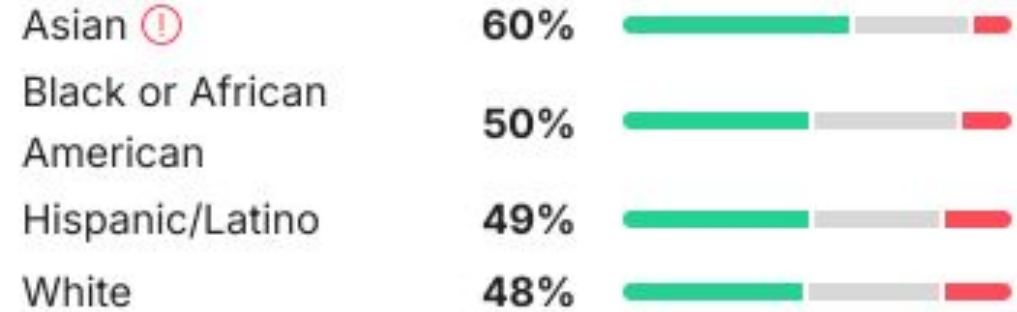
# 65%

of residents are satisfied with the responsiveness of the city to feedback

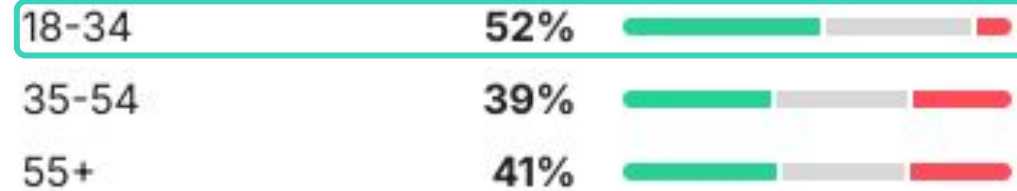
*“City Staff is gracious, humble, responsive, and eager to serve.”*

*“Be more responsive to the citizens. We don't know our Police or Fire Chief, who are these people? All cities around us know these folks leading their communities.”*

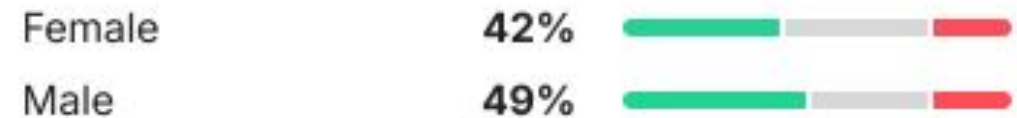
## ETHNICITY



## AGE



## GENDER



## INCOME

