2018 City of Dunwoody
Community Survey Report

City of Dunwoody Georgia

May 21, 2018

Table of Contents

Table of Figures

Introduction

In early 2018, the City of Dunwoody, Georgia contracted with the A.L. Burruss Institute of Public Service and Research at Kennesaw State University to administer the 2018 Dunwoody Community Survey. The citizen survey was previously conducted in 2013 and 2015 by Pioneer Communications. It is the desire of the City to track the changes in citizen perceptions across a wide range of issues related to city government and services, communication with citizens, long-range planning and future development, and quality of life aspects in the Dunwoody community.

The survey was administered online. A representative sample of 6,000 residential addresses in the City of Dunwoody was obtained from a commercial vendor. Mailed invitations to participate in the survey were sent to each address in late February 2018. The invitation specified the respondent must be 18 years of age or older. The invitations included a brief description of the purpose of the survey along with the survey's URL address and a unique password that was required for entry into the survey. The password prevented participation by residents in households not included in the original sample, and allowed participants to escape out of the survey at any point and re-enter at a later time to complete the survey. A reminder postcard was sent to each address approximately 10 days after the original invitation was mailed. The survey remained available through the first week in April. Over 300 of the original invitations were returned by the Post Office as "undeliverable." When the survey closed, usable data from 516 respondents had been obtained, resulting in a response rate of 9%. Prior to analysis, the data was weighted to reflect the distribution of the city's population on gender, age, and race. The margin of error for the sample is ±4.3% at the 95% confidence level[1].

Measurement

Consistent with the previous iterations of the survey, most of the items in the survey utilized a 5-pont ratings scale. Descriptive labels for the endpoints of these scales varied depending on the nature of the item being evaluated. However, for all of these scales higher ratings are consistent with more positive evaluations of the issues being addressed. The following is a summary of the different descriptive labels used in the survey:

1 Poor	2	3	4	5 Excellent
1 Very dissatisfied	2	3	4	5 Very satisfied
1 Strongly disagree	2	3	4	5 Strongly agree
1 Very unsafe	2	3	4	5 Very safe

---

[1] This simply means that if you selected 100 similar samples, in 95 of them the percentage of respondents falling into a given category on any given survey item would fall within ±4.3% of the proportion reflected in your sample. In the social sciences, a margin of error of ±5% at the 95% confidence interval reflect generally accepted industry standards for survey results.

Analyses of the results from previous years utilized mean rating scores to describe the evaluations of the various items by Dunwoody residents. Accordingly, the analysis of the 2018 results will use the same approach.

A copy of the survey instrument is included in Appendix A.

A Note on the Respondents

The data was weighted[2] before analysis so the survey respondents would match the adult population of Dunwoody on gender, age, and race. Accordingly, a brief profile of the respondents is appropriate:

- ➢ 51% of the respondents are female;
- ➢ 65% of the respondents are white; 11 % are African-American and 13% are Asian;
- ➢ 29% are between the ages of 18 and 34; 40% are between the ages of 35 and 54; 28% are 55 years of age or older;
- ➢ 38% have children under the age of 18 living in their homes;
- ➢ 31% indicated they have lived in Dunwoody for three years or less (12% have lived in the city for less than year);
- ➢ 27% have lived in Dunwoody for over 20 years;
- ➢ 80% indicated they own their own home;
- ➢ 23% are employed in the City of Dunwoody, and;
- ➢ 6% said they own or operate a business in the City of Dunwoody.

---

[2] Weighting is typically performed when a subgroup(s) of the population is under-represented in the sample associated with a survey (and, concurrently, when other subgroups are over-represented in the survey sample.) For instance, samples associated with surveys of the general adult population typically under-represent young adults (18-35) and over-represent older adults (65+). Weighting brings the proportions of these groups into the proper balance for the purposes of computing overall results. No data is "lost;" nobody's responses are deleted from the results. As a simple example, suppose you have a population where 24% of the adult residents are ages 18-24, and 22% of the adult residents are age 65 or older. You conduct a survey and, when it is completed, the results show that just 12% of your respondents are between the ages of 18-24, and 44% of the respondents are 65 or older. A weighting scheme should be applied that essentially counts each sample respondent between the ages of 18-24 as **two** respondents, and each respondent age 65 or older as **one-half** of a respondent. Once such a weighting scheme is applied, accurate estimates of a population's opinion on any given issue can be produced.

Executive Summary

When viewed in the aggregate, the main theme that emerges from the results of the 2018 Community Survey is *holding steady/consistently supportive, with areas for improvement*. Significant improvements were made in citizens' perceptions on many issues between 2013 and 2015. For the vast majority of issues the 2018 mean rating scores reflect small, insignificant shifts (whether positive or negative) from the 2015 mean scores. The majority of scores fall into a range between 3.50 and 4.00, representing generally good to very good perceptions of the issues under examination. A relatively small number of issues received mean scores above or below that range.

On the positive side, evaluations of specific issues related to *police services* were very good; most mean scores on these items exceeded the 4.00 level by a good margin. People who have had business with the Municipal Court also had very positive scores on the various aspects of their dealings with the Court. Those mean scores also represent large improvements over the scores established in 2015, although it must be remembered that these scores are based on a fairly small sample size.

Other areas that reflected top scores include several aspects of the *customer service provided by city employees*, perceptions of the *city as a good place to raise children, access to retail opportunities*, selected *perceptions of personal safety*, and the *importance of maintaining a balance between providing a healthy economic environment and maintaining the city's character*.

The one issue that has consistently troubled city residents, and no doubt city government officials, is **traffic**. Traffic is seen as the biggest weakness of the city. Issues related to traffic (*traffic flow and congestion, traffic signal timing*) were among the lowest rated items on the survey, and have been near the bottom every year.

Other issues that received relatively low mean scores include *entertainment options, transparency of city spending, senior housing options*, and *maintenance of city streets*.

Respondents are still more likely to say they rely on *printed news publications* and *conversations with friends and neighbors* for information about city happenings, although those numbers are declining. There is no evidence of any big surge in dependence on social media sites by a large number of residents, although *local blogs* have increased in popularity.

Location, a *safe community*, and *parks* were most often cited as Dunwoody's biggest strengths, while *traffic, streets and infrastructure* and *transportation* were most often cited as the biggest weaknesses.

Evaluations of City Qualities

Life in Dunwoody

Respondents were asked to rate a number of statements related to life in Dunwoody.

On all of these items, higher mean scores reflect more positive attitudes about the various city attributes. *Figure A* provides a summary of the average scores for each of these items.

The 2018 scores reflect generally positive perceptions of these aspects of life in Dunwoody, with the city receiving the most positive ratings on *parks and open spaces* (3.88) and *providing a good place to own or operate a business* (3.80). Respondents were more indifferent in regards to *their ability to provide input into the City's future planning and development* (3.28).

Figure A: Evaluations of Life in Dunwoody, 2018 Mean Scores

Statement	Mean Score
Dunwoody has excellent parks and open spaces.	3.88
Dunwoody is a good place to own or operate a business.	3.80
Dunwoody has a strong sense of community.	3.76
I am happy with the overall appearance of the City	3.66
I feel informed regarding the city's happenings and initiatives.	3.58
I have confidence in my city's Government.	3.41
I have the opportunity to provide input into the City's planning and development.	3.28

Scale: 1-5, where 1 = "strongly disagree" and 5 = "strongly agree."

Figure B provides a comparison of the results on these items for each of the three survey years. For most of these items, the 2018 results reflect small, incremental changes in the average scores since the last survey in 2015 and should not be overemphasized. Specific results worth mentioning include the following:

➢ Residents' attitudes in regards to city's parks and open spaces showed a small positive increase over the significant improvement reflected in the 2015 results (3.88 and 3.75, respectively)

➢ Respondents' mean level of agreement with the statement *Dunwoody has a strong sense of community* declined slightly to 3.76 from 4.00 in 2015

➢ Agreement with the statement *Dunwoody is a good place to own or operate a business* also declined slightly from 2015 levels (from 4.00 to 3.80)

Figure B: Evaluations of Life in Dunwoody, 2013-2018
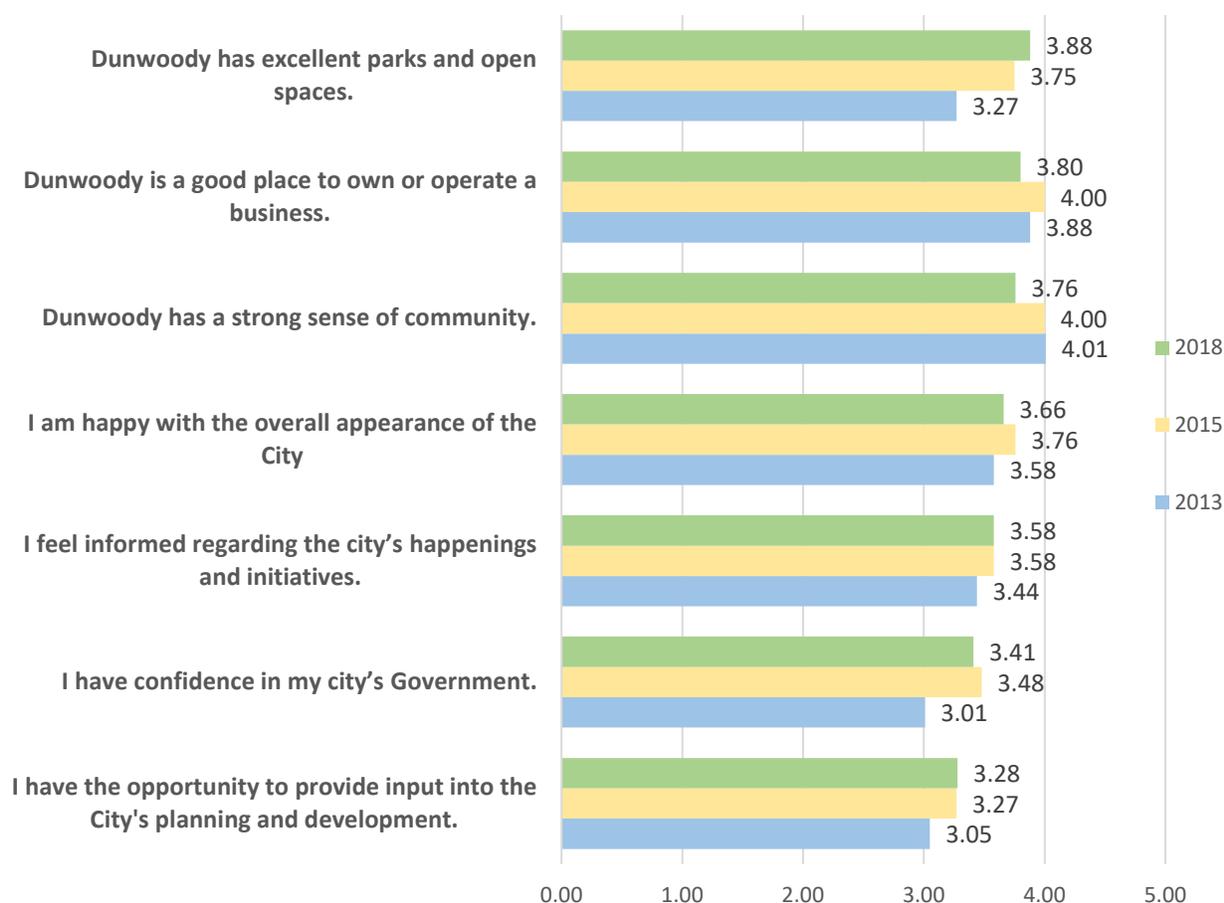
Scale: 1-5, where 1 = "strongly disagree" and 5 = "strongly agree."

Quality of Life Issues

Respondents were asked to state their level of satisfaction with a number of quality of life issues in the city of Dunwoody. *Figure C* provides a summary of the mean scores for each of these items.

Dunwoody residents are more satisfied with Dunwoody *as a place to raise children* (4.21), the *overall quality of life* in the city (4.05), and *as a place to work* (3.97). They are more indifferent in regards to Dunwoody *as a place to visit* (3.53) and *as a place to retire* (3.40).

Figure C: Satisfaction with Quality of Life Issues, 2018 Mean Scores
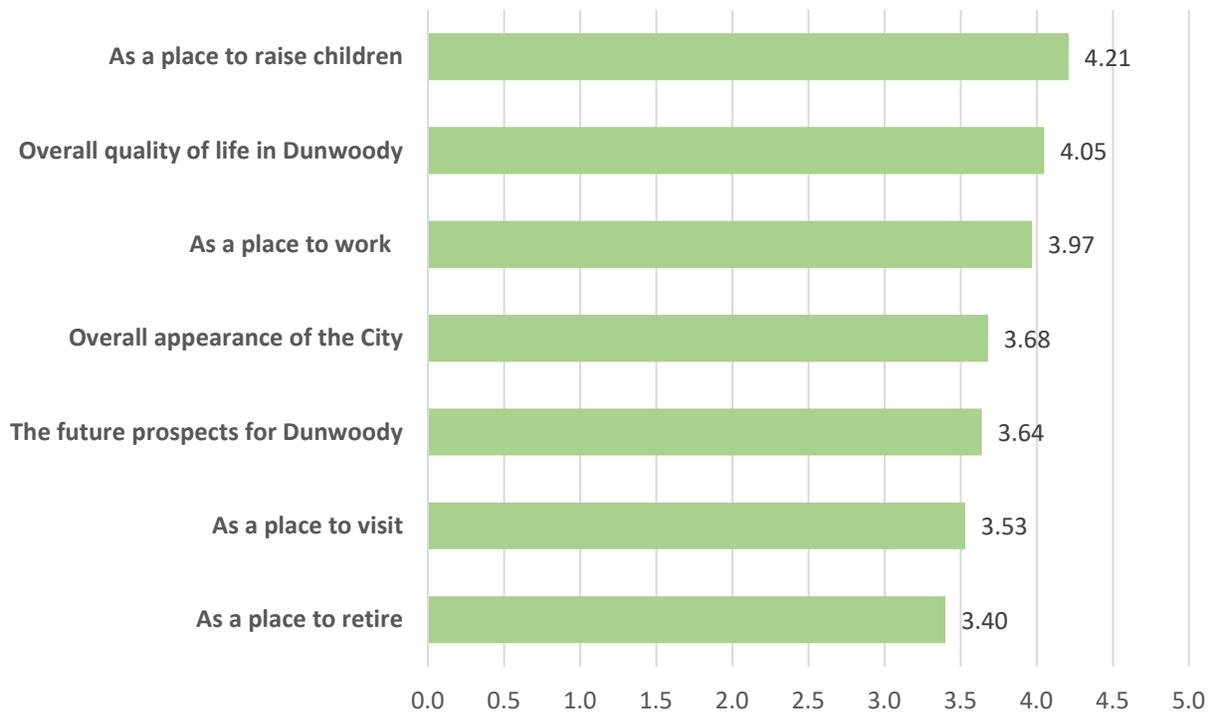
Scale: 1-5, where 1 = "very dissatisfied" and 5 = "very satisfied."

Figure D provides a comparison of the mean scores for each of the items across the three survey years. On these items, the mean level of satisfaction with each item has declined since 2015. Most of these decreases are relatively minor in size and should not be overemphasized. However, a couple of these issues merit close attention in the future, including:

➢ The mean level of satisfaction with *the future prospects for Dunwoody* declined to 3.64 in 2018 from 3.91 in 2015, and is, in fact, at the lowest level since these surveys began in 2013

➢ The mean level of satisfaction with the *overall appearance of the city* dropped to 3.68 in 2018 from a high of 3.82 in 2015

➢ Satisfaction with the *overall quality of life in Dunwoody*, while still relatively high at 4.05, is at the lowest level since these survey efforts began

➢ Satisfaction with Dunwoody *as a place to retire* (3.40 in 2018) is at its lowest level since these surveys began

Figure D: Satisfaction with Quality of Life Issues, 2013-2018
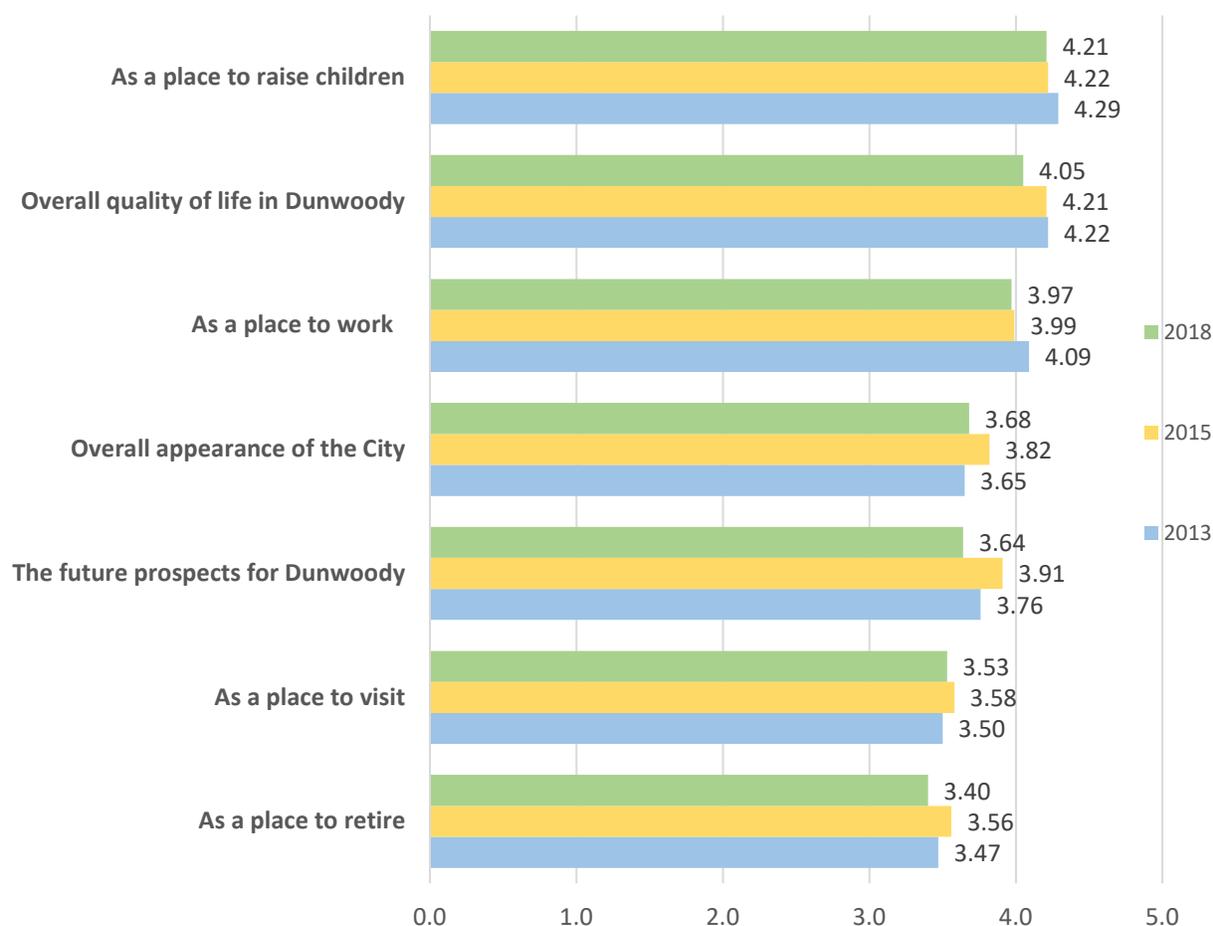
Other Amenities and Opportunities in Dunwoody

Respondents were asked to evaluate a number of other amenities and opportunities in the city of Dunwoody. *Figure E* provides a summary of the 2018 mean scores on these items.

Respondents gave relatively high scores to the city on *access to goods and services* (4.23), and *the overall reputation of Dunwoody* (4.11). They are less enthusiastic about *entertainment options available in the city* (3.13), *the financial transparency of city spending* (3.09), and *senior housing options* (3.06; 2018 is the first time this issue was included in the survey).

Figure E: Evaluations of Dunwoody Amenities and Resources, 2018 Mean Scores
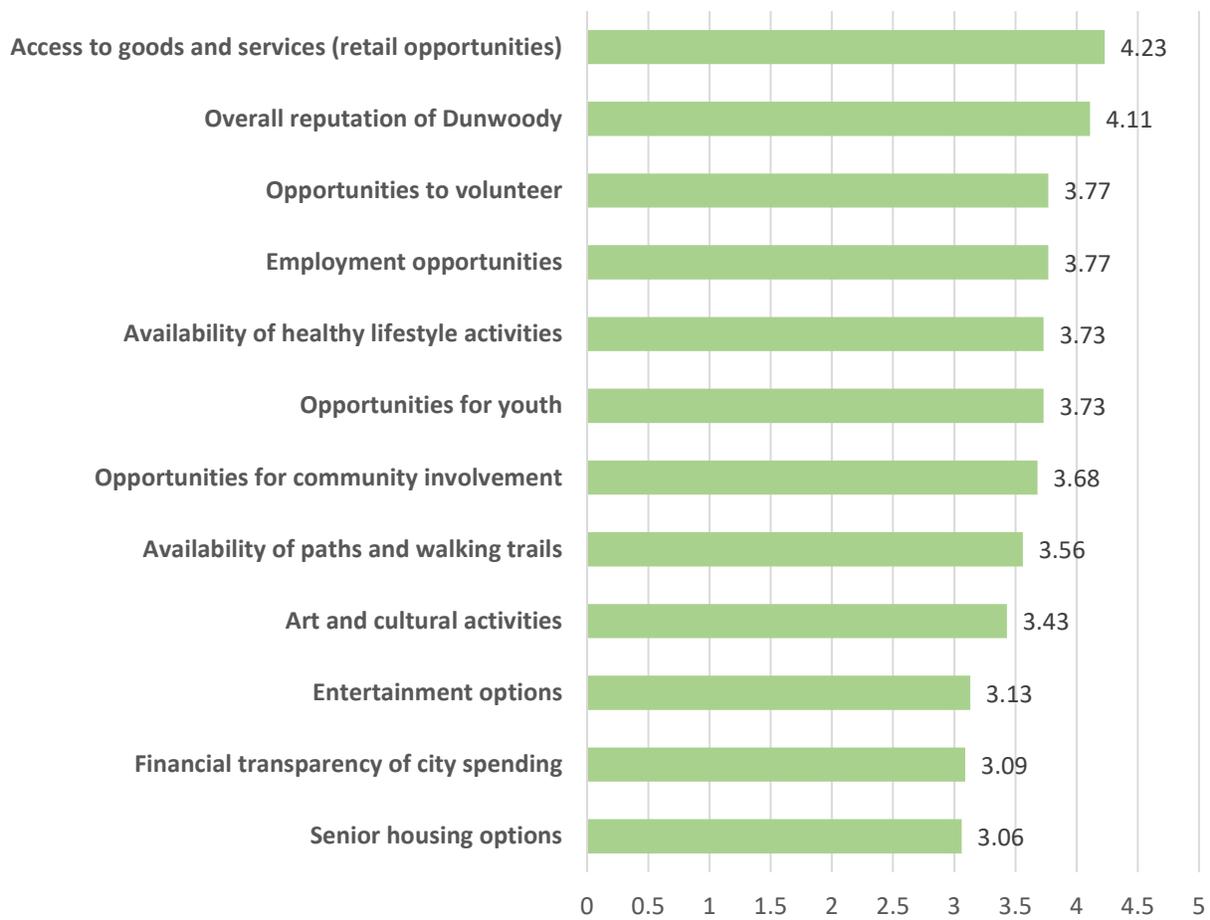
Amenity	Mean Score
Access to goods and services (retail opportunities)	4.23
Overall reputation of Dunwoody	4.11
Opportunities to volunteer	3.77
Employment opportunities	3.77
Availability of healthy lifestyle activities	3.73
Opportunities for youth	3.73
Opportunities for community involvement	3.68
Availability of paths and walking trails	3.56
Art and cultural activities	3.43
Entertainment options	3.13
Financial transparency of city spending	3.09
Senior housing options	3.06

Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Figure F provides a summary of the mean scores for each of these items across the three survey years. Again, for most of these items there are small, insignificant decreases in the average scores in 2018 compared to the 2015 results. A couple of items that bear mentioning include:

➢ The average score on *financial transparency of city spending* (3.09) fell back to a level consistent with the 2013 results, after a sizeable improvement in 2015
➢ The average score on *entertainment options* dropped from 3.39 in 2015 (a score that was consistent with the 2013 results) to 3.13 in 2018
➢ The mean score on *employment opportunities* (3.77) represents a slight increase over the 2015 results (3.67)

Figure F: Evaluations of Dunwoody Amenities and Resources, 2013-2018 Mean Scores
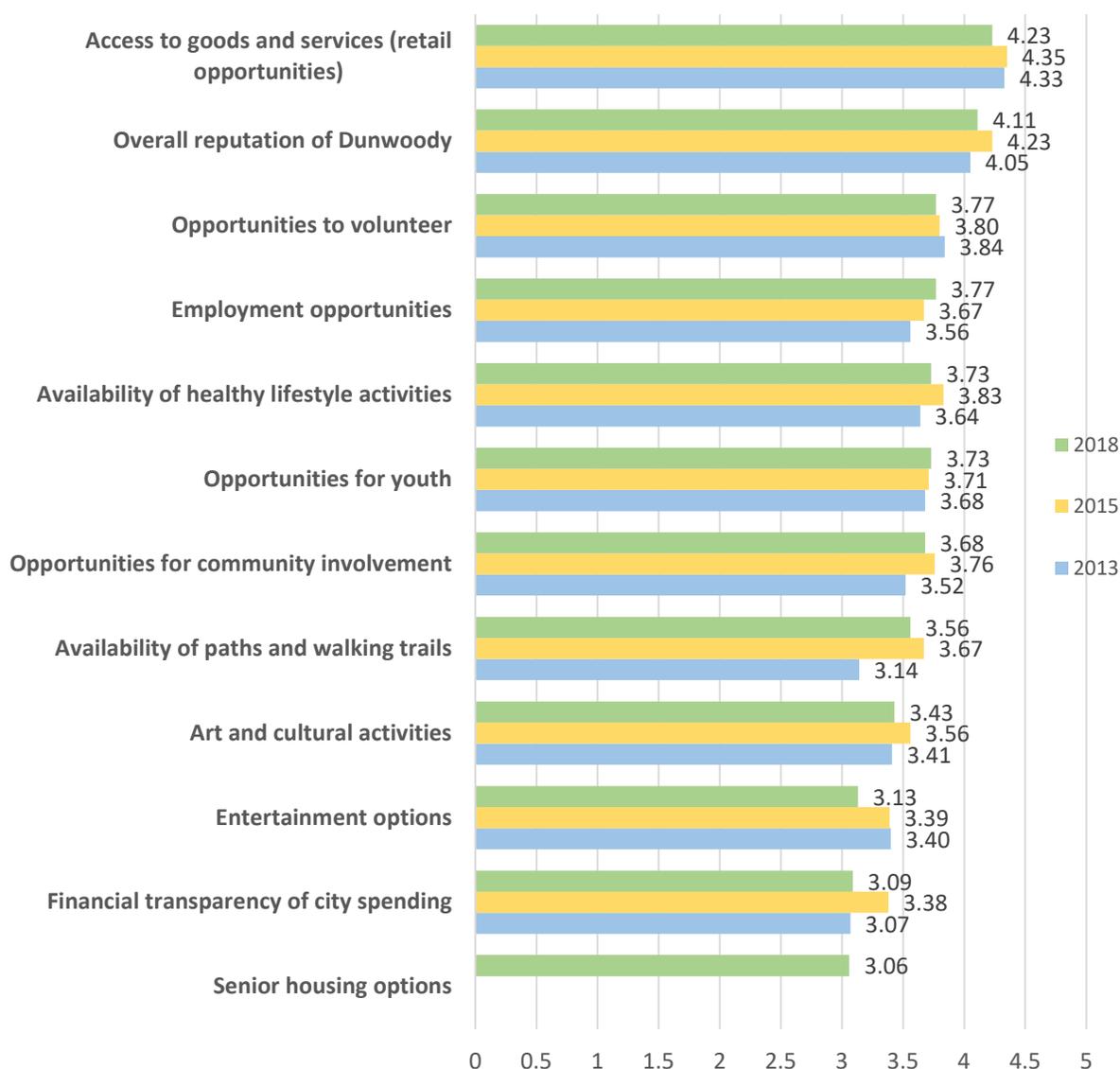
Scale: 1 – 5, where 1 = "poor" and 5 = "excellent."

City Government and Services

The respondents were asked to evaluate numerous aspects of city government, including the city council, specific departments and the quality of services provided by various city entities.

City Council

Respondents were asked to evaluate the City Council on the way it handles city finances, the extent to which it is responsive to community needs, and whether or not citizens get appropriate value in services given the amount they pay in city taxes. *Figure G* provides a summary of the mean scores on each of these items for 2018.

The mean scores on these items lean to the positive side of the measurement scale, although there is room for improvement. The statements *"the city council is doing a good job of handling the city's finances"* and *"citizens of Dunwoody get an appropriate value in city services for the amount of city taxes they pay"* both received similar mean scores of 3.46, while *"the city council is responsive to the community"* received an average score of 3.33.

Figure G: Evaluations of City Council, 2018 Mean Scores
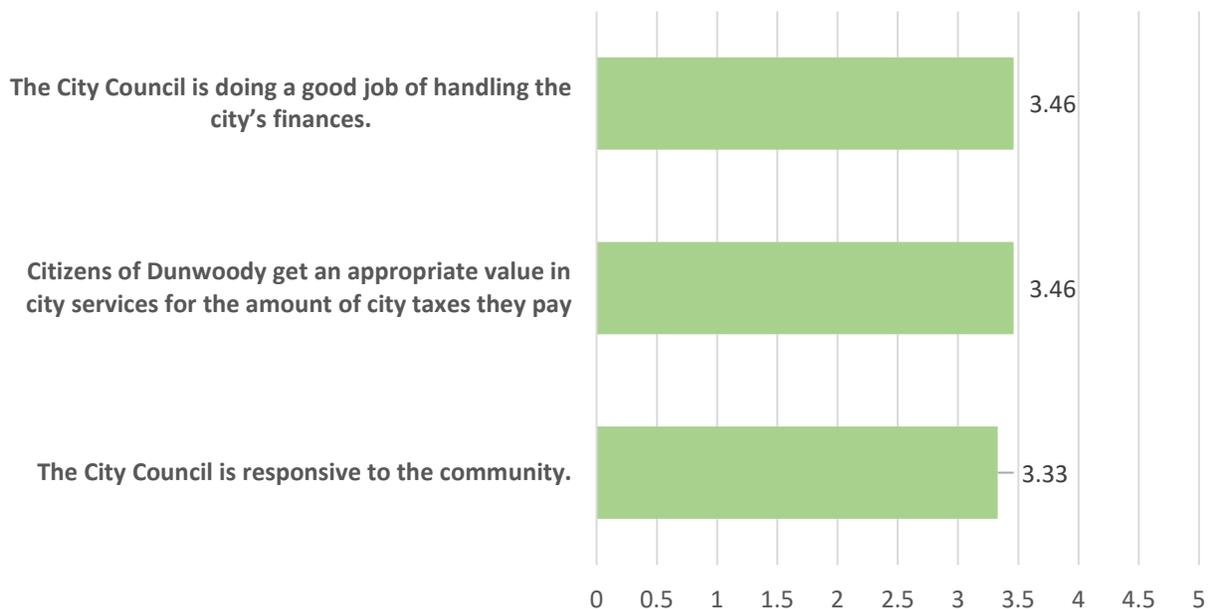
Scale: 1-5, where 1 = "strongly disagree" and 5 = "strongly agree"

Figure H provides a summary of the mean scores on each of these items across the three survey years. In each case, the mean score for 2018 represents a small decline over the 2015 scores. It should be pointed out that the 2018 scores for *"the city council is doing a good job of handling the city's finances"* and *"the city council is responsive to the community"* are still significantly higher than the comparable scores from the 2013 survey.

Figure H: Evaluations of City Council, 2013-2018 Mean Scores
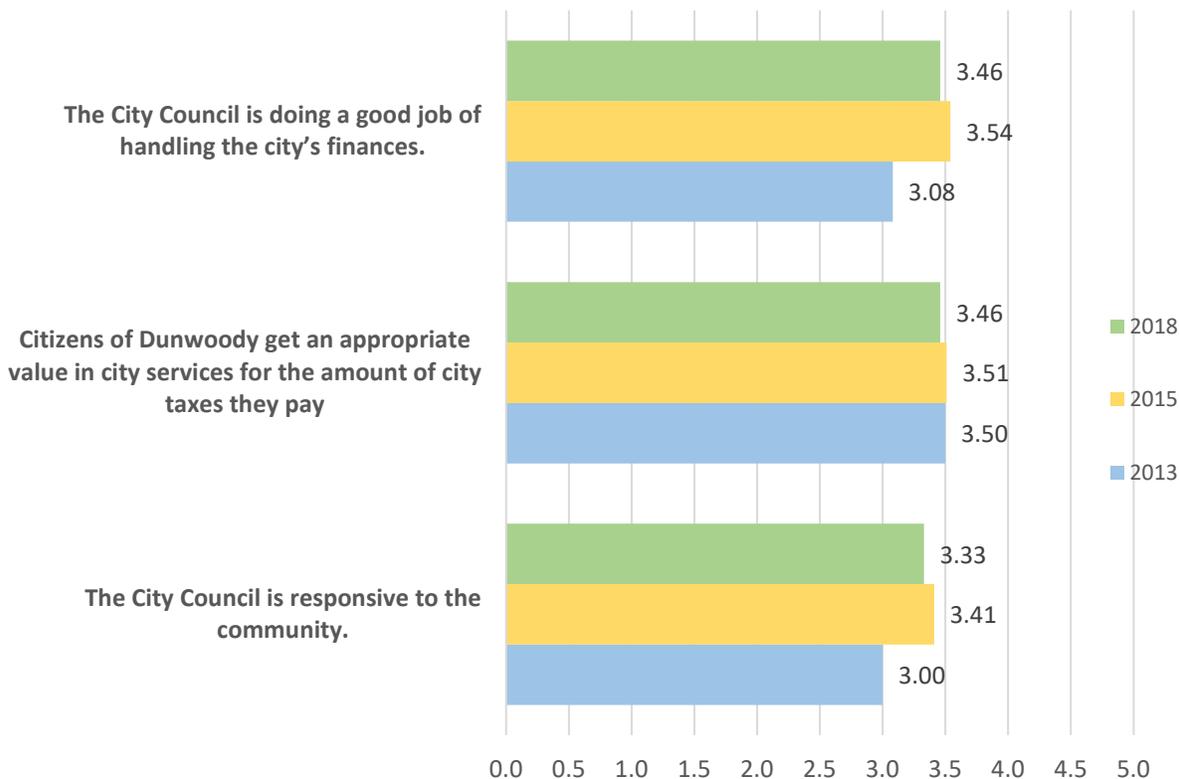
City Government and Individual Departments

The respondents were asked about their levels of satisfaction with the city government, individual departments and other entities within the city governmental structure. *Figure I* provides a summary of the mean scores on these items for 2018.

The mean scores generally lean to the positive side of the satisfaction scale. The respondents are somewhat more satisfied with the city's Police Department (4.35) and the Parks Department (3.88). The level of satisfaction with the Community Development Department, while not bad, is relatively low (3.30).

Figure I: Satisfaction with City Government and Individual Departments, 2018 Mean Scores
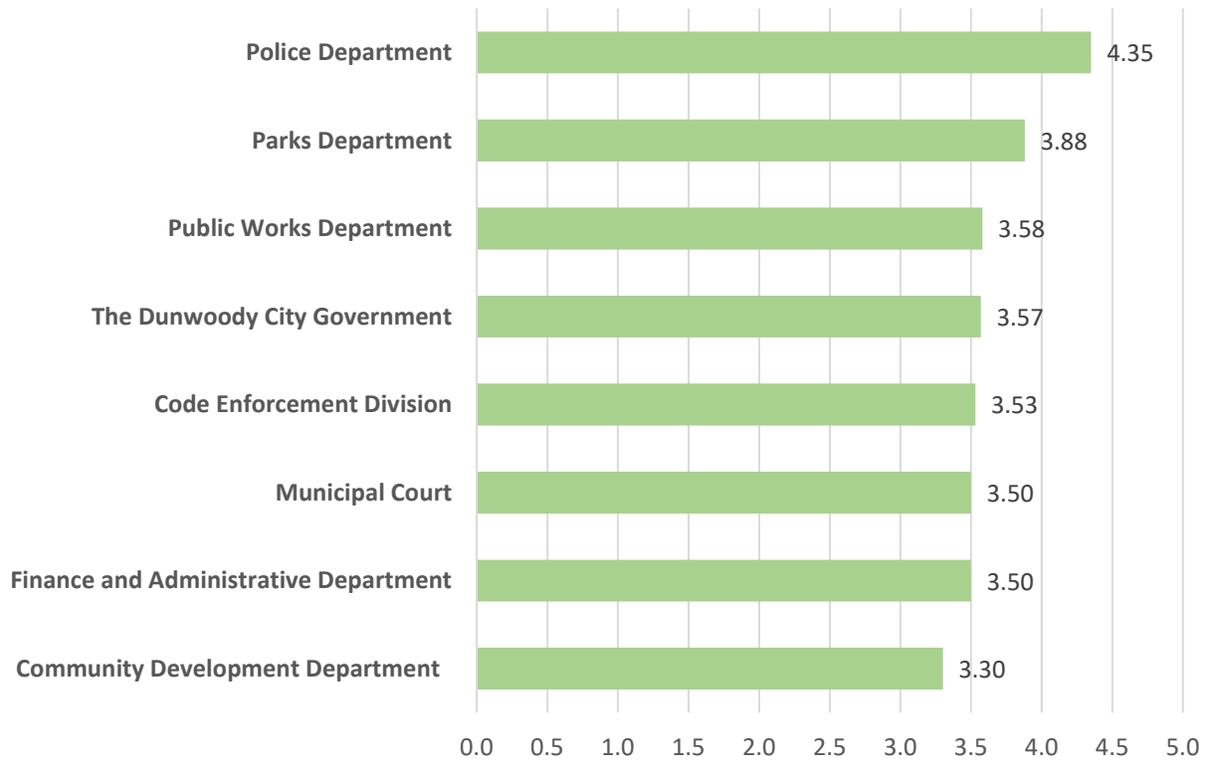
Scale: 1-5, where 1 = "very dissatisfied" and 5 = "very satisfied."

Figure J provides a summary of the mean scores on these items for each of the three survey years. In most cases, the 2018 mean scores are at roughly the same levels as the 2015 scores. Results worthy of note include:

➢ A small decline in the mean satisfaction score for the Municipal Court, from 3.72 in 2015 to 3.50 in 2018

➢ A similar decline in the mean satisfaction score for the Community Development Department, from 3.54 in 2015 to 3.30 in 2018

➢ The 2018 mean satisfaction score remains higher than the baseline scores established in 2013

Figure J: Satisfaction with City Government and Individual Departments, 2013-2018 Mean Scores

Department	2018	2015	2013
Police Department	4.35	4.29	4.27
Parks Department	3.88	3.81	3.43
Public Works Department	3.58	3.64	3.51
The Dunwoody City Government	3.57	3.59	3.14
Code Enforcement Division	3.53		
Municipal Court	3.50	3.72	3.21
Finance and Administrative Department	3.50	3.60	
Community Development Department	3.30	3.54	3.15

Evaluations of City Employees

Respondents were asked if they had any contact with a city employee in the past year. Almost one-third of the respondents (31.6%; n = 163) indicated they had contacted a city employee.

Respondents who had contacted a city employee in the past year were asked to evaluate the extent to which their inquiries resulted in a positive customer service experience. *Figure K* provides a summary of the 2018 mean scores on each of these evaluation items.

These respondents offered generally high scores for customer service from city employees. Mean scores for courtesy, professionalism and employee knowledge in 2018 were all over 4.00; respondents were somewhat less positive about the extent to which their inquiries were handled to the respondents' satisfaction in a timely manner.

Figure K: Evaluations of City Employees, 2018 Mean Scores

Scale: 1-5, where 1 = "strongly disagree" and 5 = "strongly agree"

Figure L reveals that the mean scores on each of these items improved in 2018 compared to 2015 and 2013 results, albeit in varying degrees. Most notably,

➢ The mean score for *"I was treated in a professional manner"* increased from 4.18 in 2015 to 4.57 in 2018
➢ The mean score for *"The city employee was courteous"* increased from 4.34 in 2015 to 4.60 in 2018

Figure L: Evaluations of City Employees, 2013-2018 Mean Scores
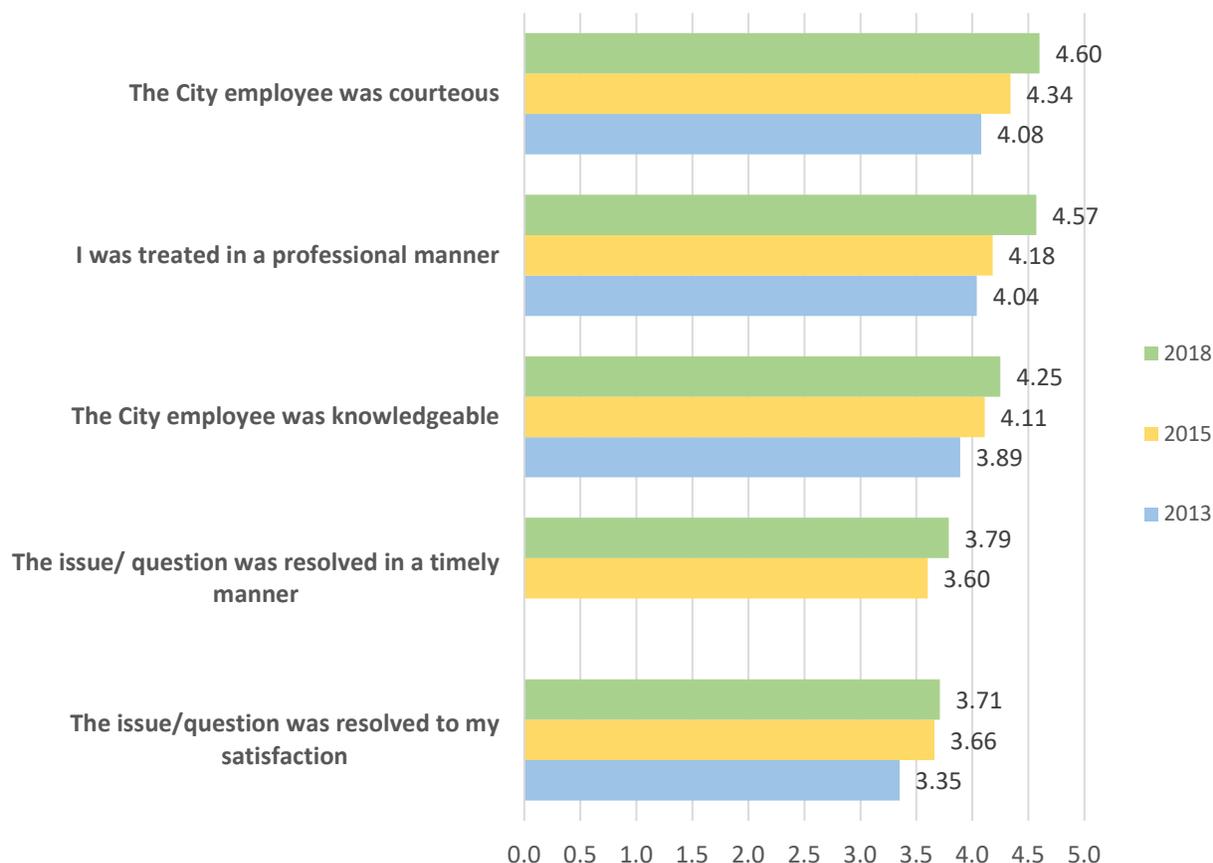
Satisfaction with City Services

The respondents were asked to indicate their level of satisfaction with a number of services provided by the city. *Figure M* provides a summary of the 2018 mean satisfaction scores for each of these items.

The respondents were most satisfied (mean score = 4.23) with the city's *police services*. Two park-related items - *the quality of landscaping in parks and recreation spaces* and *city parks and recreation programs* – received relatively high satisfaction scores as well (3.84 and 3.70, respectively). It is very clear that the respondents are *least* satisfied with issues related to traffic congestion in the city. *Traffic signal timing* received an average rating of just 3.05, while the respondents are even less satisfied with *the flow of traffic and congestion* (2.21).

Figure M: Evaluations of City Services, 2018 Mean Scores

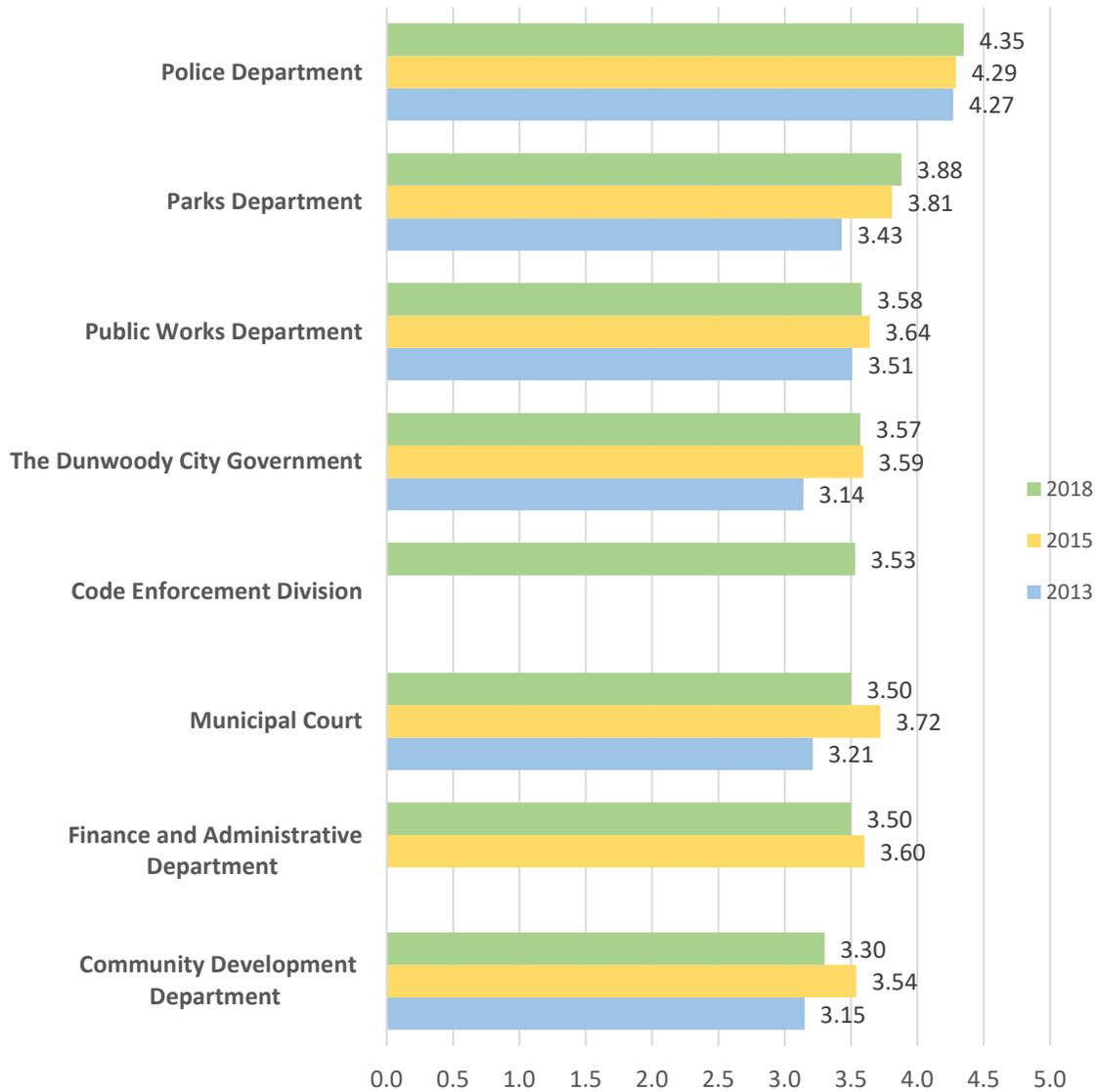| Service	Score
Police services	4.23
Quality of landscaping in parks and public spaces	3.84
City parks and recreation programs	3.70
Enforcement of city codes and ordinances	3.63
Storm water drainage system	3.56
Municipal Court	3.52
Sidewalk maintenance	3.51
Effectiveness of city communications with residents	3.40
Maintenance of streets	3.23
Traffic signal timing	3.05
Flow of traffic and congestion	2.21
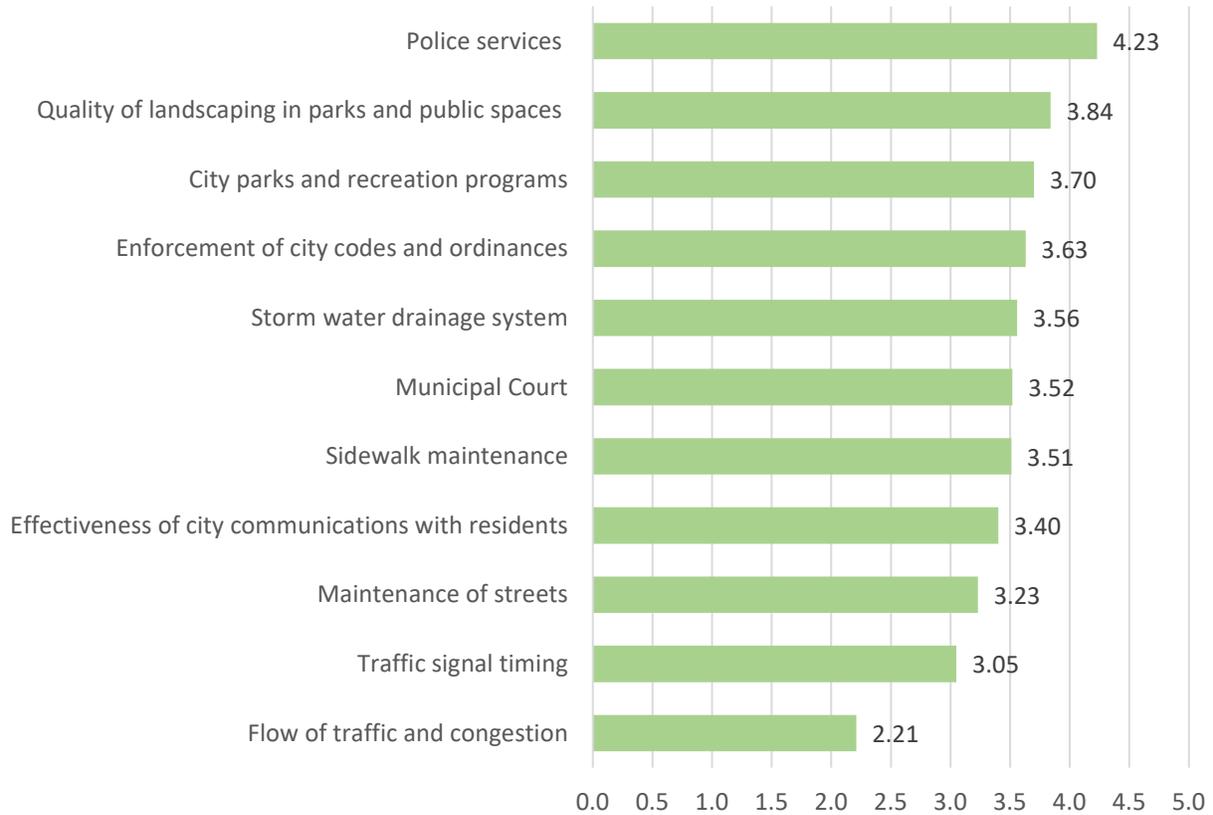
Scale: 1-5, where 1 = "very dissatisfied" and 5 = "very satisfied."

Figure N provides a summary of the mean scores for each item in each of the three survey years. On almost all of the items, the differences, whether positive or negative, are very small and suggest satisfaction levels are remaining steady on those items. It should be noted that satisfaction levels with *the flow of traffic and congestion* have declined slightly each year since these surveys started. This is the only item which received a mean score below 3.00 in the 2018 survey, and is the only item to consistently score below 3.00 in each survey.

Figure N: Evaluations of City Services, 2013-2018 Mean Scores

Service	2018	2015	2013
Police services	4.23	4.27	4.29
Quality of landscaping in parks and public spaces	3.84	3.78	3.60
City parks and recreation programs	3.70	3.63	3.34
Enforcement of city codes and ordinances	3.63	3.65	3.44
Storm water drainage system	3.56	3.65	3.61
Municipal Court	3.52	3.55	3.54
Sidewalk maintenance	3.51	3.47	3.39
Effectiveness of city communications with residents	3.40	3.4	3.20
Maintenance of streets	3.23	3.11	3.26
Traffic signal timing	3.05	2.91	2.93
Flow of traffic and congestion	2.21	2.32	2.43

Scale: 1-5, where 1 = "very dissatisfied" and 5 = "very satisfied."

Parks and Recreation

Evaluation of Park and Recreation Resources

The respondents were asked to rate a number of items related to the city's park and recreation program. *Figure O* provides a summary of the 2018 mean scores on each of these items.

Ratings on most of these items are generally good. The respondents gave the highest ratings to *quality of playgrounds* (4.19) and *overall quality of Dunwoody parks* (4.02). *The quality of trails and open spaces* and *the availability of parks* also received relatively high scores, although they failed to reach the 4.00 level.

Youth offerings and *special interest programs* were the lowest rated items among park programs included in this analysis (3.35 and 3.37, respectively).

Figure O: Evaluations of Parks and Recreation Features, 2018 Mean Scores
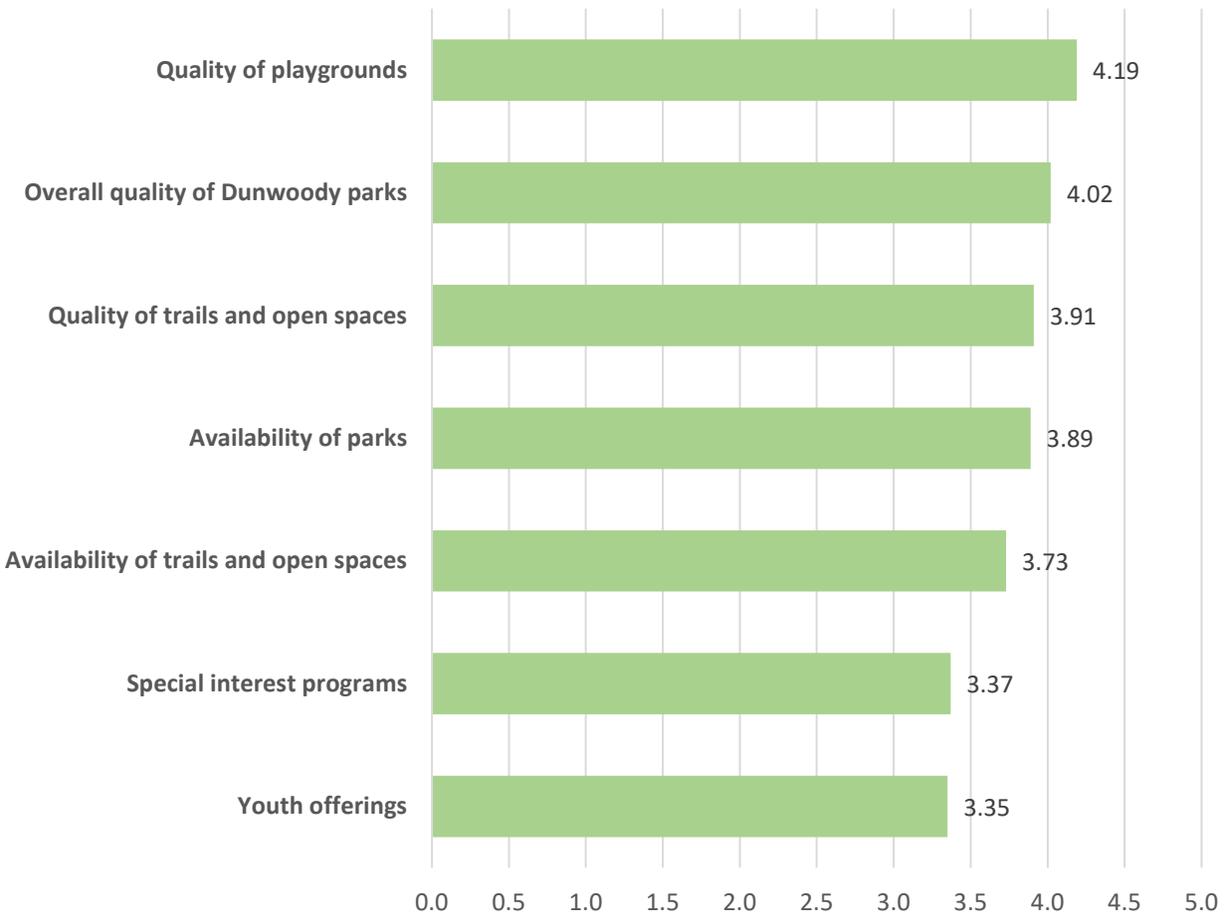
Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Figure P provides a summary of the mean scores for each item in the three survey years. Once again, the mean scores on many of these items are consistent with the results from the 2015 survey.

➢ The mean rating for *the quality of playgrounds* increased slightly from its 2015 level, to 4.19

➢ The mean scores for *youth offerings* and *special interest programs*, already the lowest rated items among this group, reflect small declines from 2015 levels

Figure P: Evaluations of Parks and Recreation Features, 2013-2018 Mean Scores
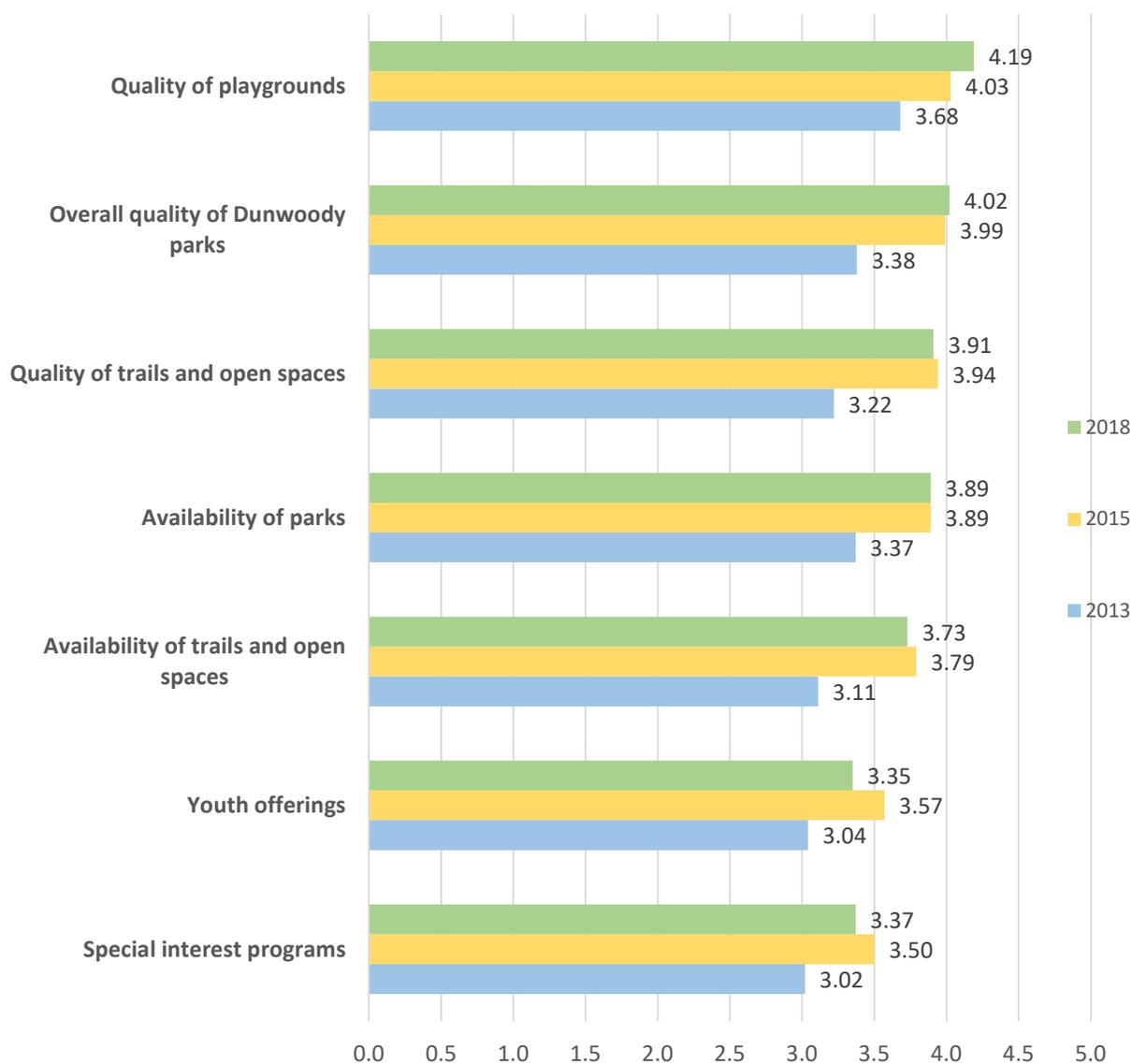
Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Which Park Features Do Respondents Use?

Respondents were asked to indicate which park and recreation resources they (or their family members) utilize. They were allowed to check as many facilities/resources as they wished. *Figure Q* provides a summary of the 2018 results on this question.

Walking/nature trails was selected by the most respondents (73%), followed by the Dunwoody Nature Center (50%), children's playgrounds (40%), bicycle paths (28%), the water feature at Brook Run Park (27%), picnic areas (25%), and the Dog Park (22%). Other resources were selected by fewer than 20% of the respondents.

Figure Q: Which Park Resources Does Family Use? 2018 Results
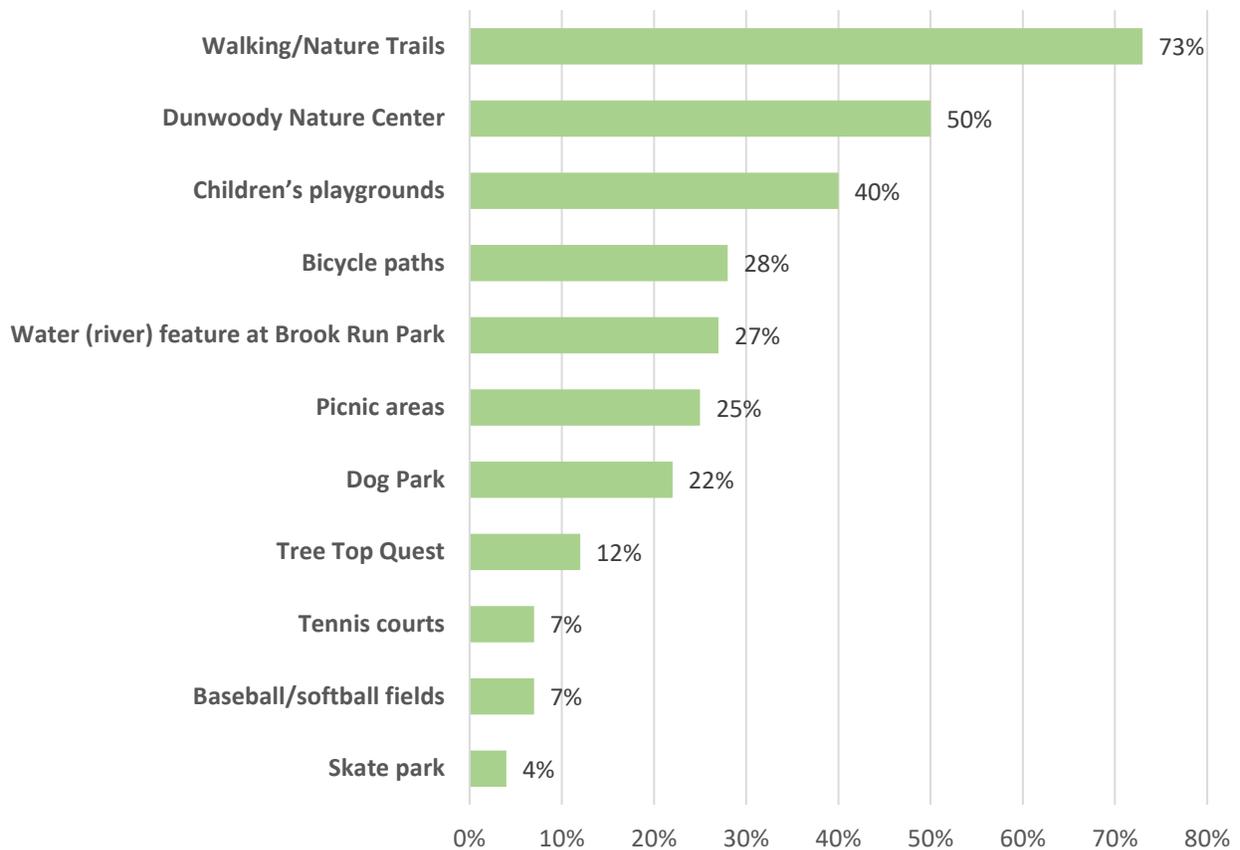
Figure R provides a summary of the percentage of respondents who mentioned each resource across the three years the survey was administered. Of significant note:

➢ The percentage of respondents who say they use walking/nature trails continues to increase, from 64% in 2015 to 73% in 2018
➢ The percentage of respondents who utilize the Dunwoody Nature Center has increased every year, although those year-to-year increases are relatively slight and should not be overemphasized
➢ Other changes reflected in the 2018 results are relatively small and suggest overall use of park resources has remained relatively stable

Figure R: Which Park Features Does Family Use? 2013-2018 Results
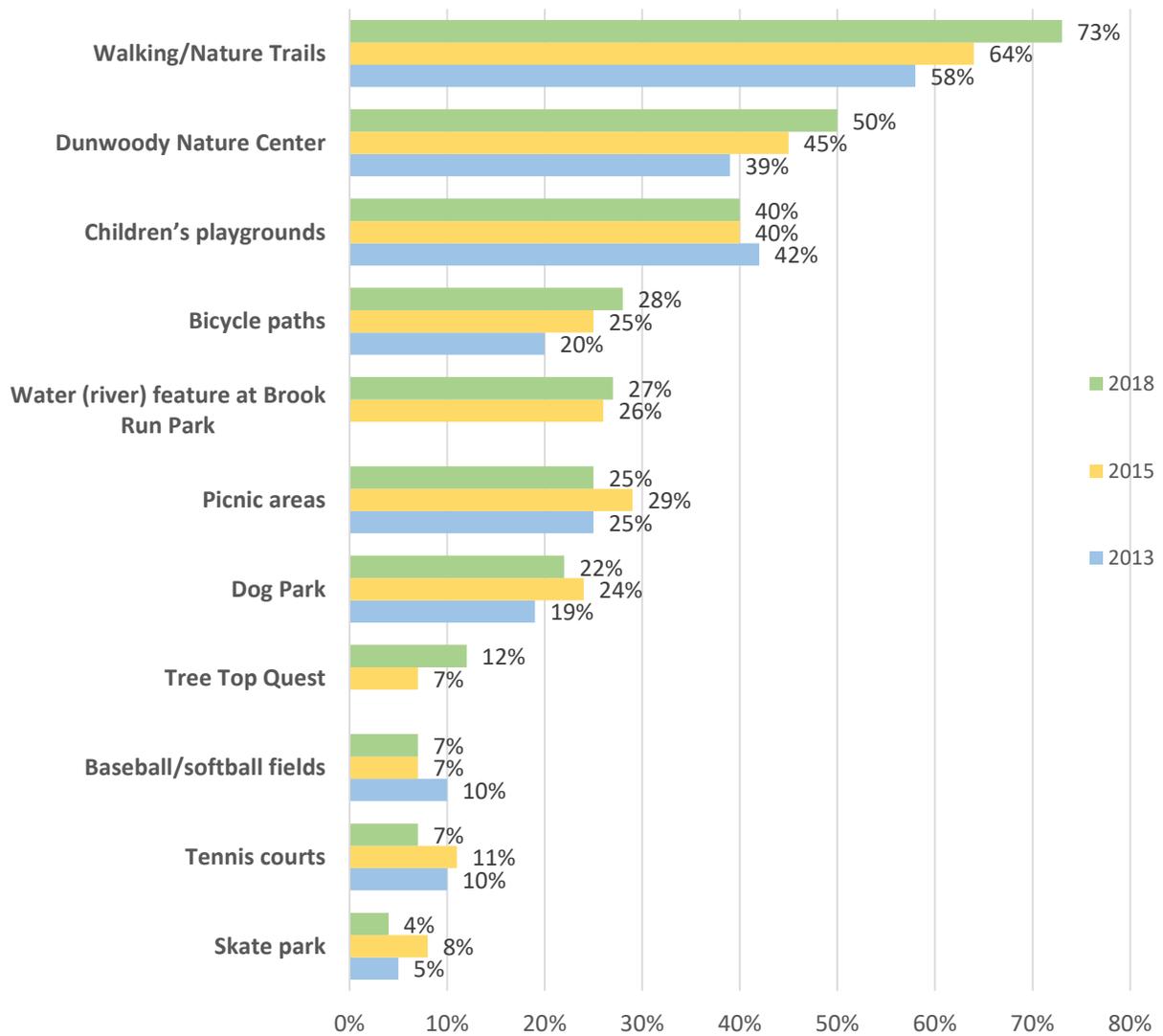
Respondents were given the opportunity to suggest additional amenities or programs they would like to see added to the parks and recreation menu. Almost one-half (49%) of the respondents had nothing to offer on this issue. Among those who did, *bike paths* and *youth activities* were mentioned by 7% of the respondents, followed by *trails* (6%) of varying kinds (walking/hiking, nature, connecting pathways), *greenspace* (6%), *athletic fields* (5%) (soccer, rugby, team sports), *music concerts* and *food trucks* (5%), and *playgrounds*, *senior activities*, and *more activities at the Dunwoody Village* (3%).

Special Events

Respondents were asked to identify which special events sponsored by the city of Dunwoody they have attended in the past year. *Figure S* provides a summary of the 2018 results on this question.

Four events were mentioned by more than 40% of the respondents, including the *Dunwoody Art Festival* (49%), *Food Truck Thursday* (46%), the *July 4th Parade* (45%) and *Lemonade Days Festival* (43%).   The *Household Hazardous Waste Recycling* event ((28%) and *Light Up Dunwoody* (22%) were the only other events mentioned by at least 20% of the respondents.

Figure S: Which Special Events Has Respondent Attended in Past Year? 2018 Results
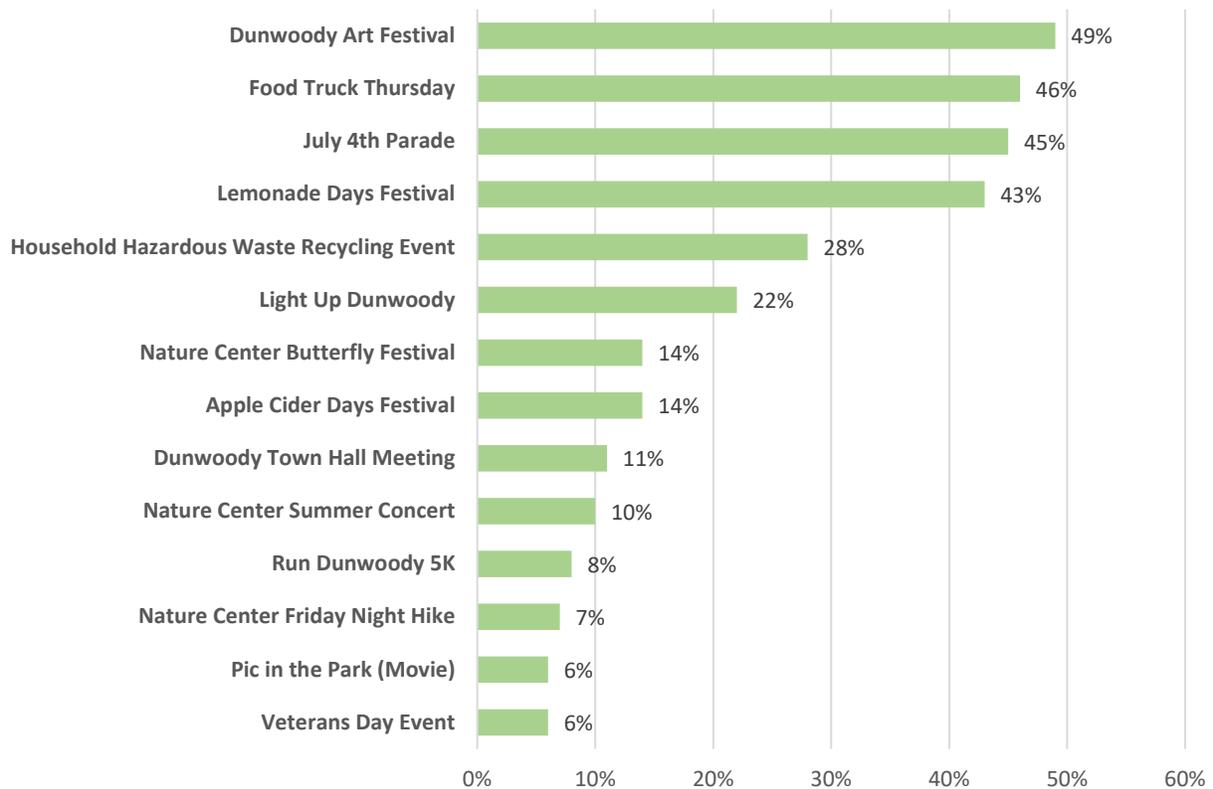
A number of events were cited by five percent or less of the respondents and are not included in *Figure S*, including the *Memorial Day Event* (5%); *MLK Day of Service*, the *Wine Stroll*, *Groovin' on the Green*, the *Dunwoody Annual State of the City Event* (3% each); *Earth Day*

Stream Cleanup, *Dunwoody Chamber Gala and Annual Meeting*, *Dunwoody Volunteer Day* (2% each); and the *Dunwoody Sunday Cycle* (1%). No one mentioned *Walk with a Doc*. All of these events are new to the city since the 2015 survey.

Figure T provides a summary of the percentage of respondents who indicated they attended the respective events in each of the three years the survey was administered. Of particular note:

> ➤ The *Dunwoody Art Festival* (62%), *July 4th Parade* (54%) and the *Lemonade Day Festival* (52%) were each mentioned by more than one-half of the respondents in the 2013 survey. Claimed attendance at each of these events by the time of the 2018 survey has declined to less than 50% (49%, 45% and 43%, respectively)
> ➤ Reported participation in *Food Truck Thursday* declined slightly in the 2018 survey compared to the initial benchmark set in the 2015 survey (down to 46% from 52% in 2015)
> ➤ Reported participation in the *Household Hazardous Waste Recycling Event* jumped significantly in 2018 compared to the 2015 level of participation (28% and 11%, respectively)
> ➤ The *Apple Cider Days* Festival was not in existence prior to the 2015 survey; in 2018, 14% of the respondents indicated they attended that event in the previous year.
> ➤ Other events saw little significant change in reported levels of participation

Figure T: Which Special Events Has Respondent Attended in Past Year? 2013-2018 Results

Dunwoody Art Festival
- 49% (2018)
- 55% (2015)
- 62% (2013)

Food Truck Thursday
- 46% (2018)
- 52% (2015)

July 4th Parade
- 45% (2018)
- 45% (2015)
- 54% (2013)

Lemonade Days Festival
- 43% (2018)
- 42% (2015)
- 52% (2013)

Household Hazardous Waste Recycling Event
- 28% (2018)
- 11% (2015)
- 8% (2013)

Light Up Dunwoody
- 22% (2018)
- 24% (2015)
- 27% (2013)

Nature Center Butterfly Festival
- 14% (2018)
- 12% (2015)
- 18% (2013)

Apple Cider Days Festival
- 14% (2018)

Dunwoody Town Hall Meeting
- 11% (2018)
- 7% (2015)
- 7% (2013)

Nature Center Summer Concert
- 10% (2018)
- 8% (2015)
- 6% (2013)

Run Dunwoody 5K
- 8% (2018)
- 5% (2015)
- 6% (2013)

Nature Center Friday Night Hike
- 7% (2018)
- 6% (2015)
- 6% (2013)

Pic in the Park (Movie)
- 6% (2018)
- 11% (2015)
- 5% (2013)

Veterans Day Event
- 6% (2018)

Legend: 2018, 2015, 2013

Axis: 0% 10% 20% 30% 40% 50% 60% 70%

The respondents were given a chance to mention other special events they would like to see added to the city's current offerings. Over one-half of the respondents failed to provide any feedback on this issue. Of those who did, *festivals* of varying kinds (BBQ, food, beer, wine) were most often mentioned (12%), followed by *music concerts* (in the context of outdoor venues – 10%), and other miscellaneous ideas (*farmer's market*, *movies in the park*, *youth activities*, *art classes*) which were mentioned by relatively few people. It should also be noted that *7% of the respondents said the current offerings are fine*.

Licensing and Permitting

Respondents were asked if they had ever applied for a building permit from the city of Dunwoody. Only 13% (n = 68) of the respondents responded affirmatively.

These respondents were asked to rate certain aspects of the permitting process.

Figure U provides a summary of the 2018 results to these questions. Mean ratings on these issues generally lean to the positive side of the evaluation scale. Customer service (4.13) received the highest average rating, and was the only issue to receive an average score over 4.00.   Appropriateness of fees received the lowest average rating (3.55).

Figure U: Evaluations of Licensing and Permitting Functions, 2018 Mean Scores
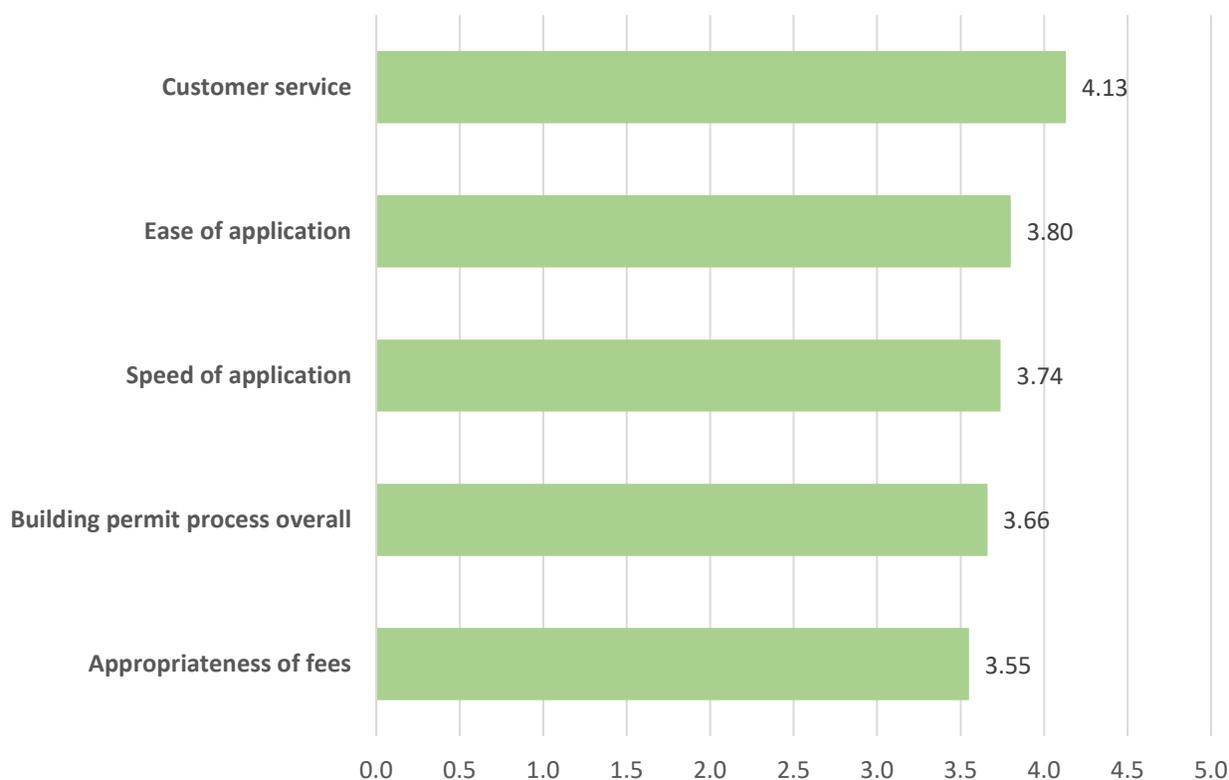
Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Figure V provides a summary of the mean scores for each item in 2013 and 2018 (the only years these questions were asked). The only sizeable change among these issues has to do with the *appropriateness of fees*; the 2018 mean score on this item (3.55) dropped noticeably from the 2013 mean score (3.83).

Figure V: Evaluations of Licensing and Permitting Functions, 2013-2018 Mean Scores
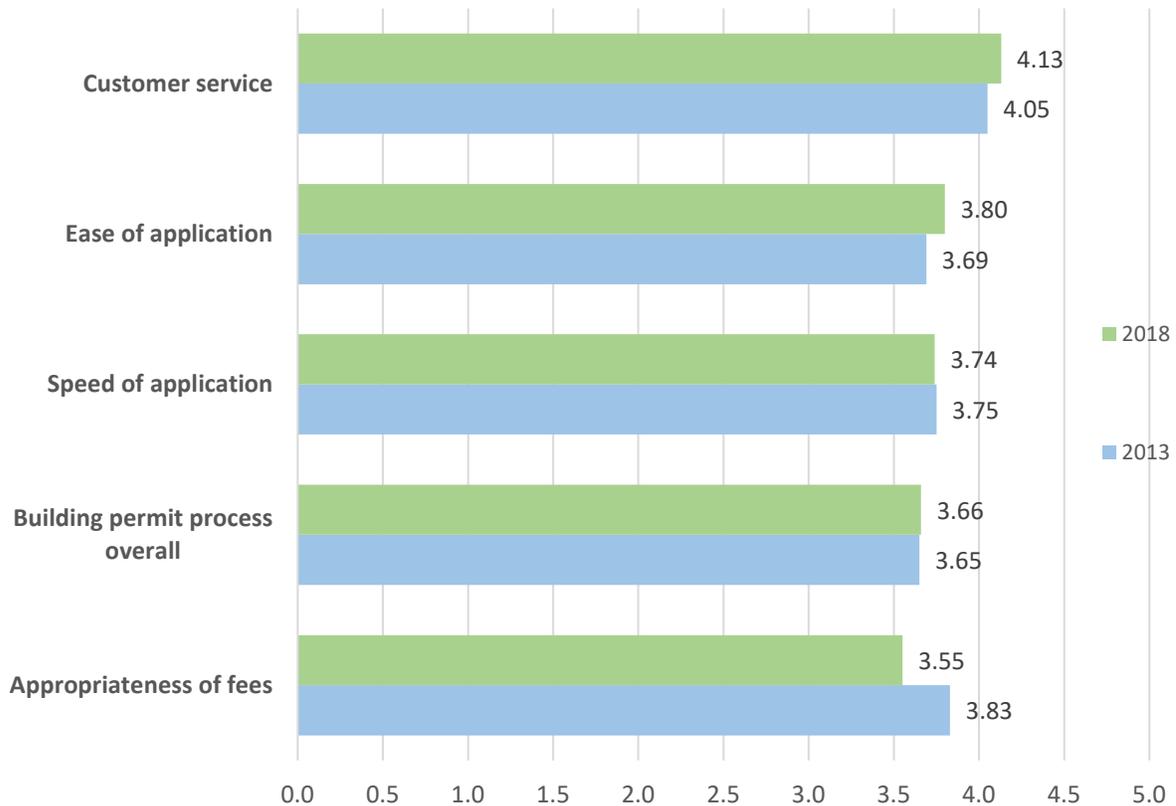
Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Public Works Department

The respondents were asked to rate a number of issues related to the Department of Public Works. *Figure W* provides a summary of the 2018 mean scores on these items. As has been the case for many of the issues examined to this point, the average score on most of these items generally fall on the positive side of the rating scale, although there is room for improvement. *"See-Click Fix,"* the online service request system, received the highest average rating (3.73) among all of the issues examined. Clearly, the respondents are less enthusiastic about the department's *maintenance of city streets and pothole repair* (mean score = 3.07).

Figure W: Evaluations of Public Works, 2018 Mean Scores
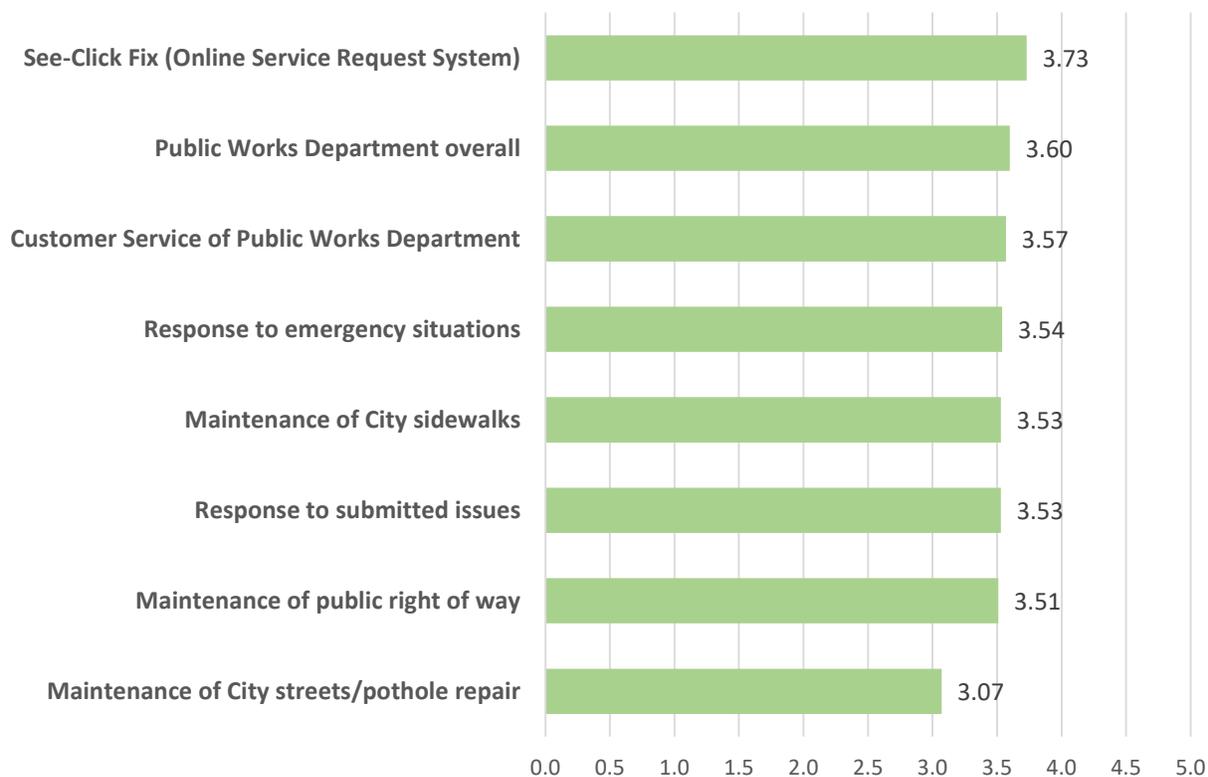
Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Figure X provides a summary of the mean scores for each item across the three years of the survey. While most of the changes in mean rating scores are relatively small, a couple of points are worth noting:

➢ The mean rating score for *response to emergency situations* declined significantly from 4.10 in 2015 to 3.54 in 2018. (In 2013 and 2015, this item received the highest mean rating score among all of the items examined);

➢ *Maintenance of city streets and pothole repair* has consistently been the lowest rated item among these issues.

Figure X: Evaluations of Public Works Department, 2013-2018 Mean Scores

See-Click Fix (Online Service Request System)
3.73
3.70
3.47

Public Works Department overall
3.60
3.71
3.63

Customer Service of Public Works Department
3.57
3.65
3.67

Response to emergency situations
3.54
4.10
3.97

Maintenance of City sidewalks
3.53
3.61
3.35

Response to submitted issues
3.53
3.45
3.35

Maintenance of public right of way
3.51
3.59
3.52

Maintenance of City streets/pothole repair
3.07
3.20
3.23

Legend: 2018, 2015, 2013

Scale: 1 – 5, where 1 = "poor" and 5 = "excellent."

Code Enforcement Division

Respondents were asked to rate several aspects of the services provided by the Code Enforcement Division *Figure Y* provides a summary of the 2018 mean scores for these items. Each item received generally positive ratings; although, as has been the case with most issues examined so far, there is room for improvement.

Figure Y: Evaluations of Code Enforcement Division, 2018 Mean Scores
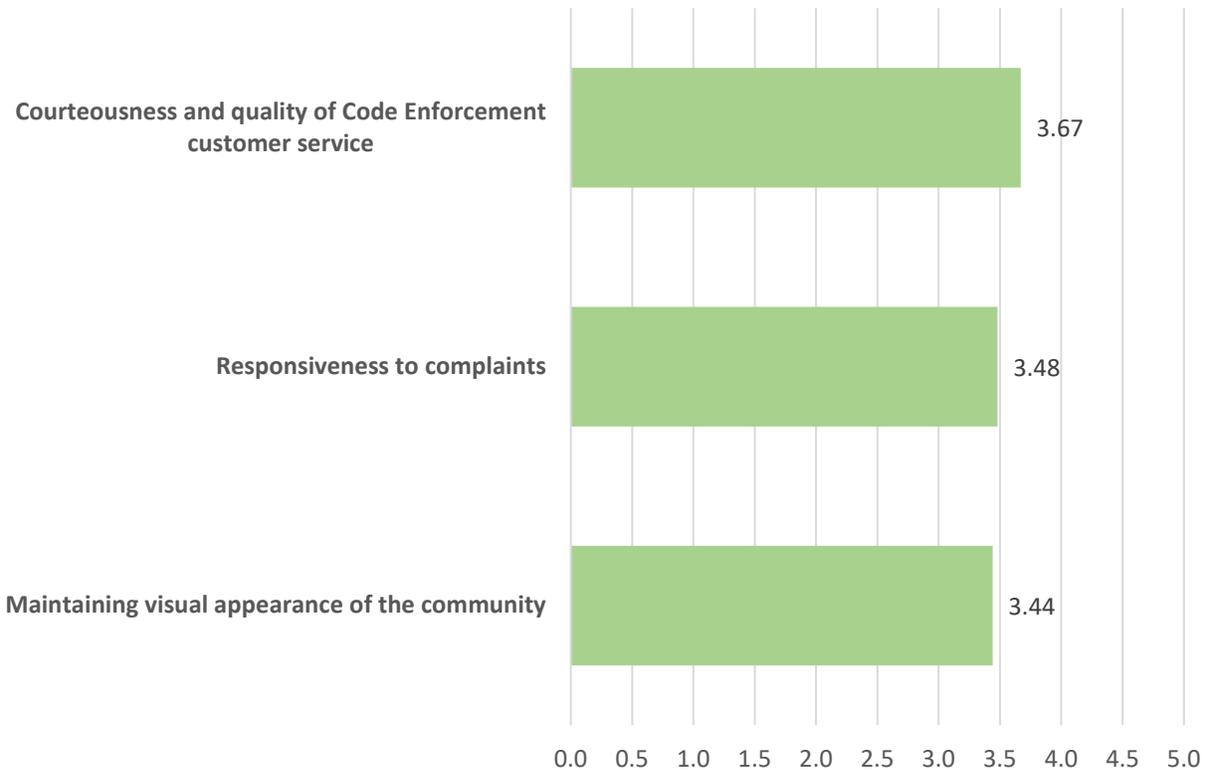
Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Figure Z provides a summary of the mean scores for each item across the three years of the survey. In each case, there was a small decline in the mean rating score for each item in 2018; although the average rating for each item is still above the original levels established in 2013.

Figure Z: Evaluations of the Code Enforcement Division, 2013-2018 Mean Scores

Courteousness and quality of Code Enforcement customer service
- 3.67 (2018)
- 3.86 (2015)
- 3.59 (2013)

Responsiveness to complaints
- 3.48 (2018)
- 3.55 (2015)
- 3.36 (2013)

Maintaining visual appearance of the community, e.g. taking care of run down properties
- 3.44 (2018)
- 3.57 (2015)
- 3.31 (2013)

Legend: 2018, 2015, 2013

Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Municipal Court

Respondents were asked if they had business with the Municipal Court in the two years prior to the survey. Only 5% of the respondents (n=27) indicated they had business with the Court during that time.

These respondents were asked to rate various aspects of the Municipal Court's operations. *Figure AA* provides a summary of the 2018 mean scores on these items. The mean scores for these items as a whole are very good. The lowest rated item, overall experience with the Municipal Court, received an average rating of 4.04.

Figure AA: Evaluations of the Municipal Court, 2018 Mean Scores
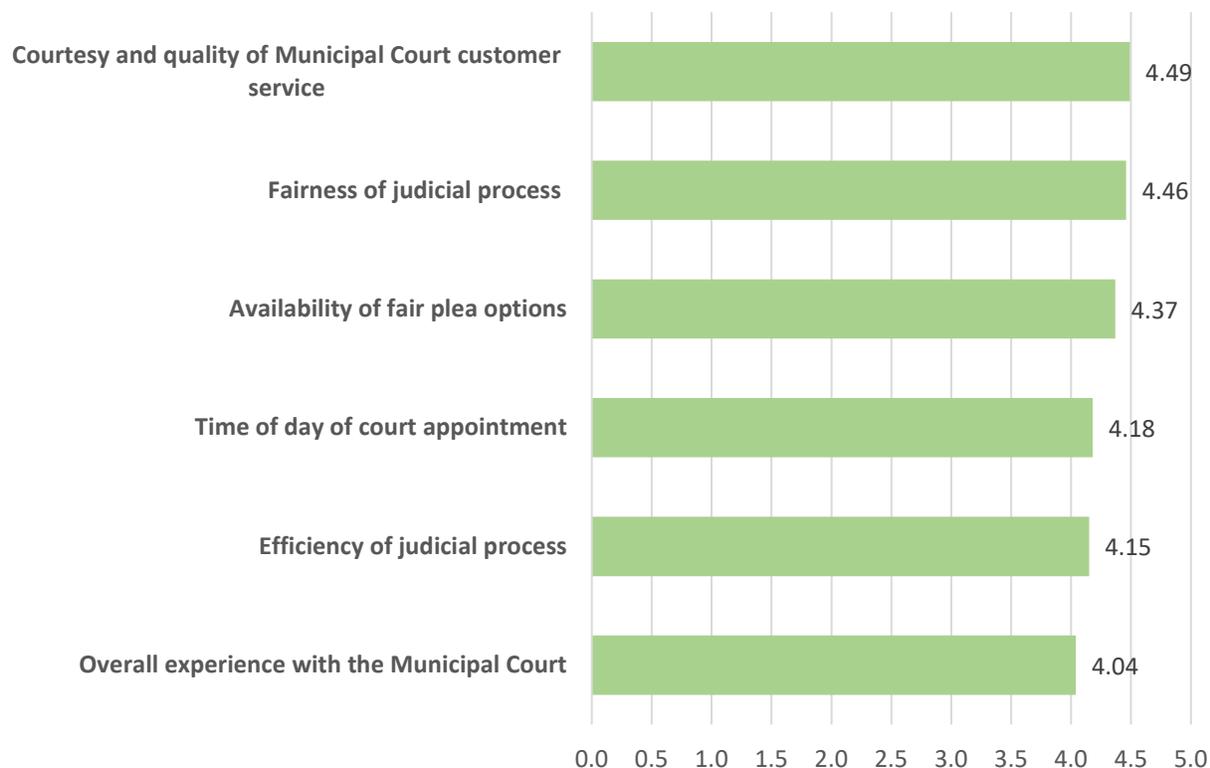
Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Figure BB provides a summary of the mean scores for each Municipal Court item across the three years of the survey. *In each case, there were large, significant increases in 2018 compared to the mean scores reflected in the 2015 results.* However, it is important to note these results are based on a relatively small sample of Dunwoody adults.

Figure BB: Evaluations of the Municipal Court, 2013-2018 Mean Scores

Courtesy and quality of Municipal Court customer service
- 2018: 4.49
- 2015: 3.42
- 2013: 4.08

Fairness of judicial process
- 2018: 4.46
- 2015: 3.16
- 2013: 2.73

Availability of fair plea options
- 2018: 4.37
- 2015: 3.57
- 2013: 3.37

Time of day of court appointment
- 2018: 4.18
- 2015: 3.53
- 2013: 3.61

Efficiency of judicial process
- 2018: 4.15
- 2015: 3.37
- 2013: 3.39

Overall experience with the Municipal Court
- 2018: 4.04
- 2015: 3.22
- 2013: 3.21

Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Police Services

Respondents were asked to rate the city's Police Department on a number of issues. *Figure CC* provides a summary of the 2018 mean rating scores on these items. The mean ratings on these items are very good; the lowest rated item, *traffic safety/speed control*, still received an average rating of 3.93.
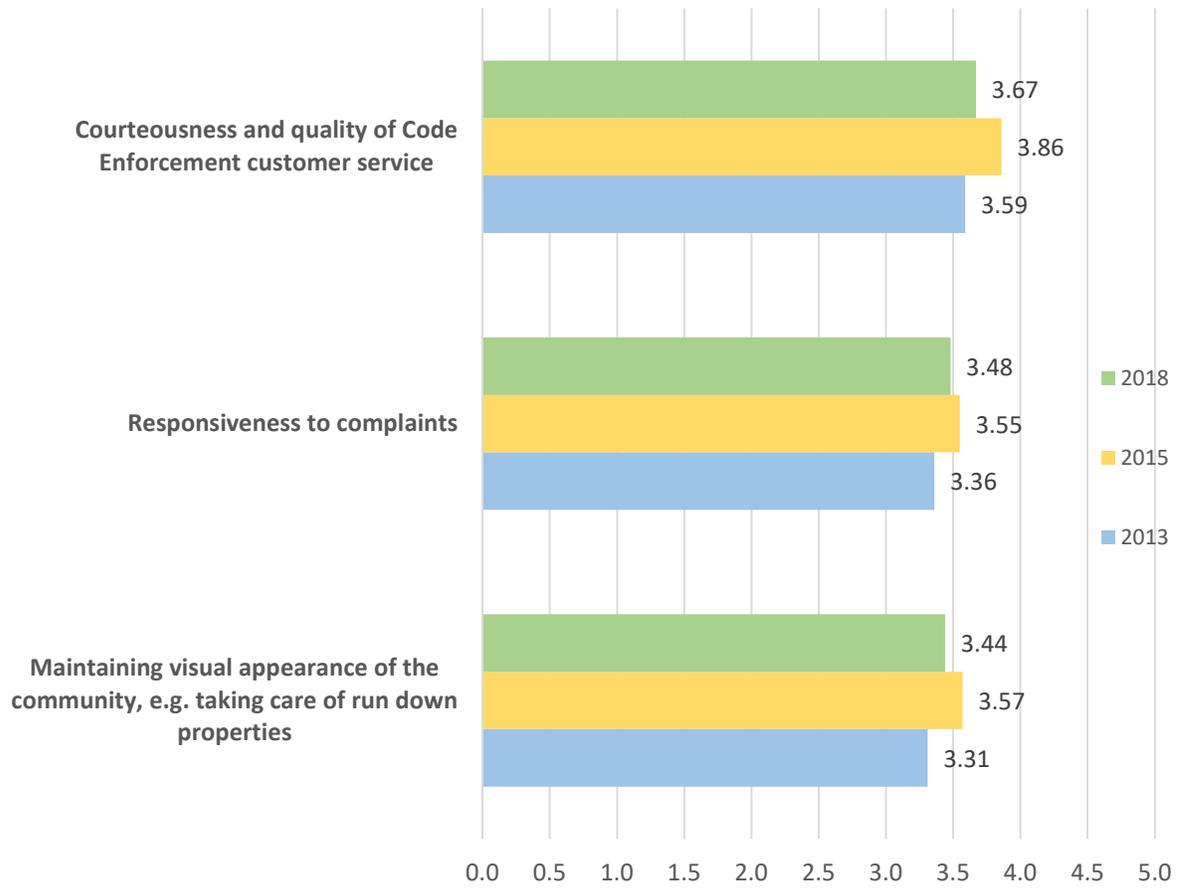
Figure CC: Evaluations of Police Services, 2018 Mean Scores
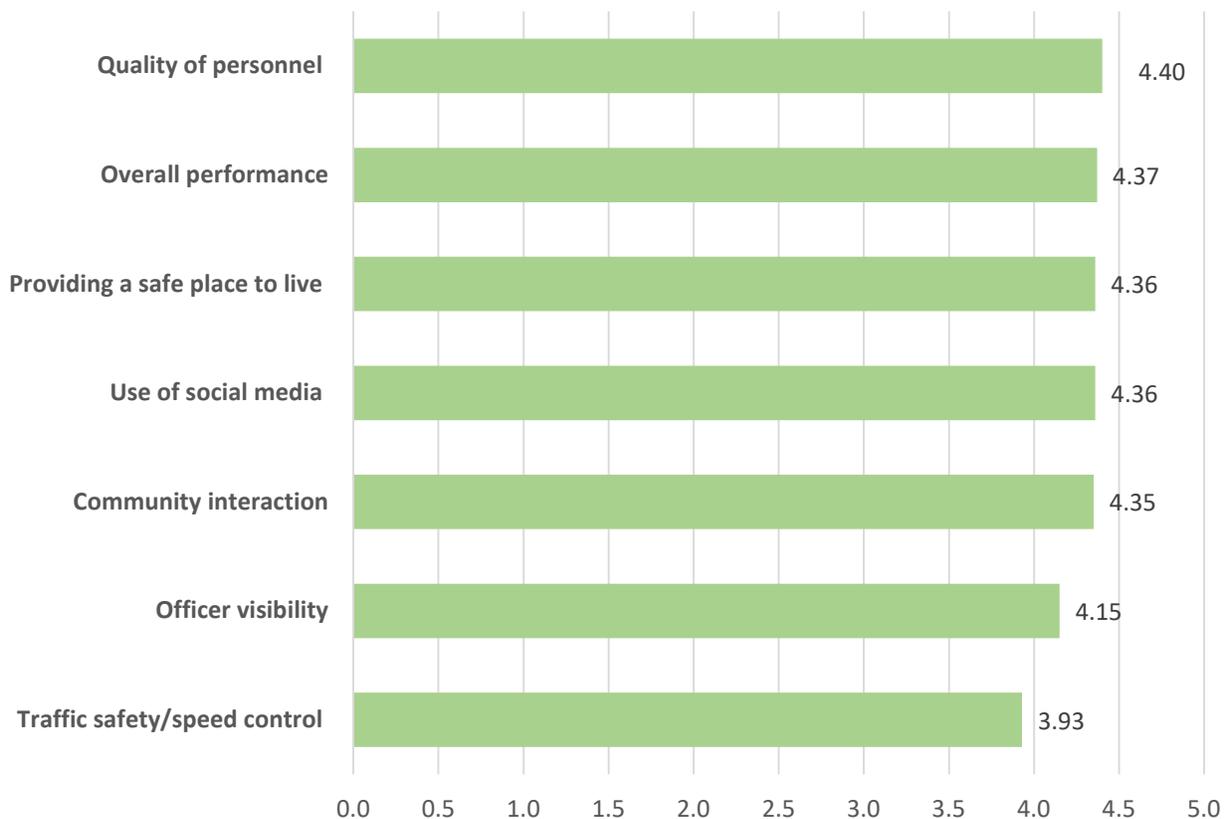
Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Figure DD provides a summary of the mean scores for the issues related to Police Services across the three years of the survey. The mean scores for most of these items increased slightly between 2015 and 2018; the mean scores for *the use of social media* and *community interaction* increased the most during that time frame. It should be noted that the ratings for *officer visibility* and *traffic safety/speed control* decreased slightly during that same time period.

Figure DD: Evaluations of Police Services, 2013-2018 Mean Scores

Category	2018	2015	2013
Quality of personnel	4.40	4.28	4.28
Overall performance	4.37	4.34	4.33
Providing a safe place to live	4.36	4.33	4.26
Use of social media	4.36	4.12	4.07
Community interaction	4.35	4.19	4.14
Officer visibility	4.15	4.25	4.29
Traffic safety/speed control	3.93	4.06	4.06
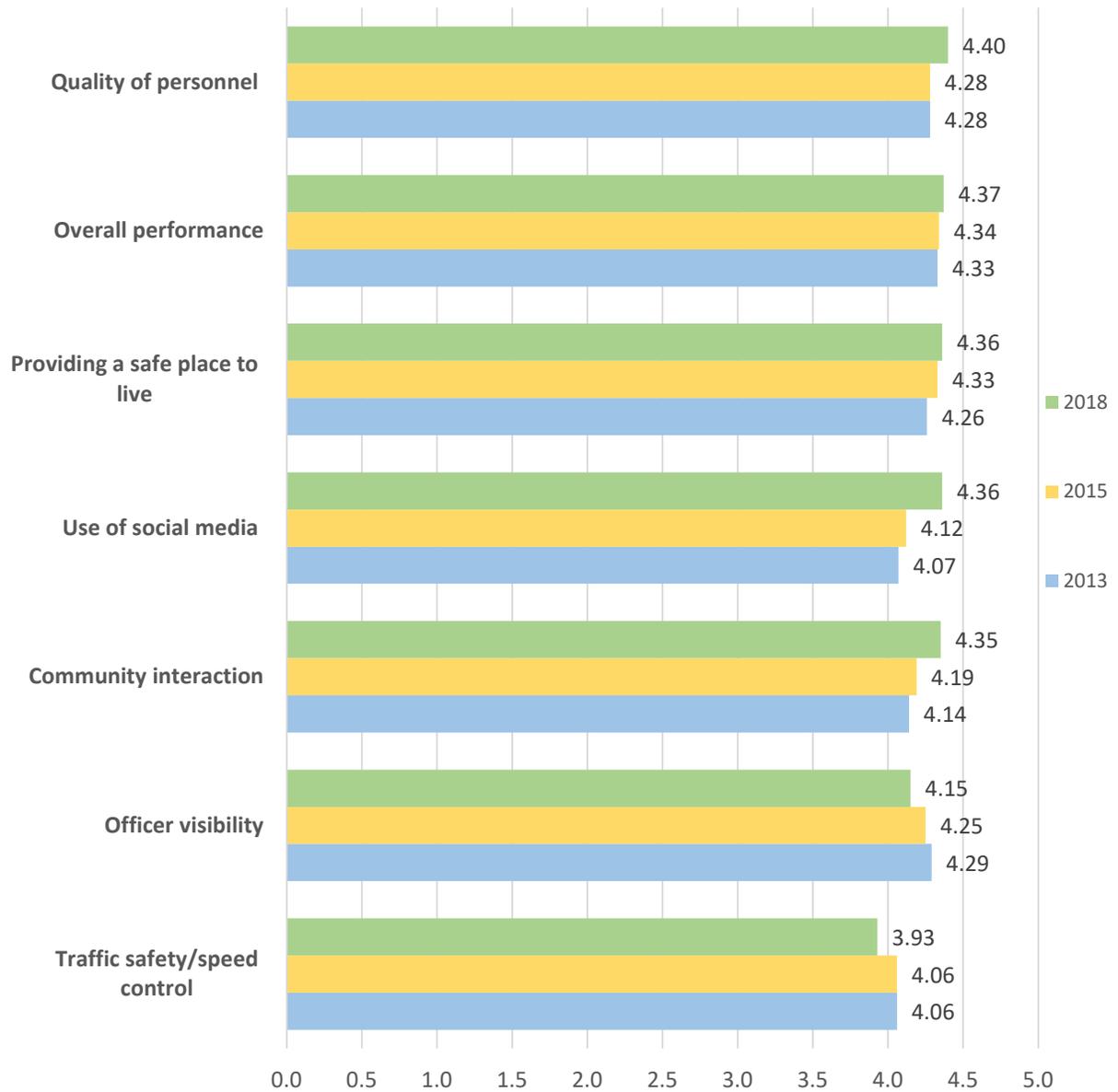
Scale: 1 – 5, where 1 = "poor" and 5 = "excellent"

Evaluations of Personal Safety

Respondents were asked to rate the extent to which they feel safe from a number of threats.

Safety from Specific Threats

The respondents were asked about the extent to which they feel safe from three specific threats, namely environmental hazards, violent crime and property crime.

Figure EE provides a summary of the 2018 results.

Overall, Dunwoody residents feel quite safe from these specific threats. The mean rating scores for safety from both environmental hazards and violent crime exceeded the 4.00 level (4.16 and 4.15, respectively). The average rating score for safety from property crime was somewhat lower (3.74).

Figure EE: Evaluations of Safety from Specific Threats, 2018 Mean Scores
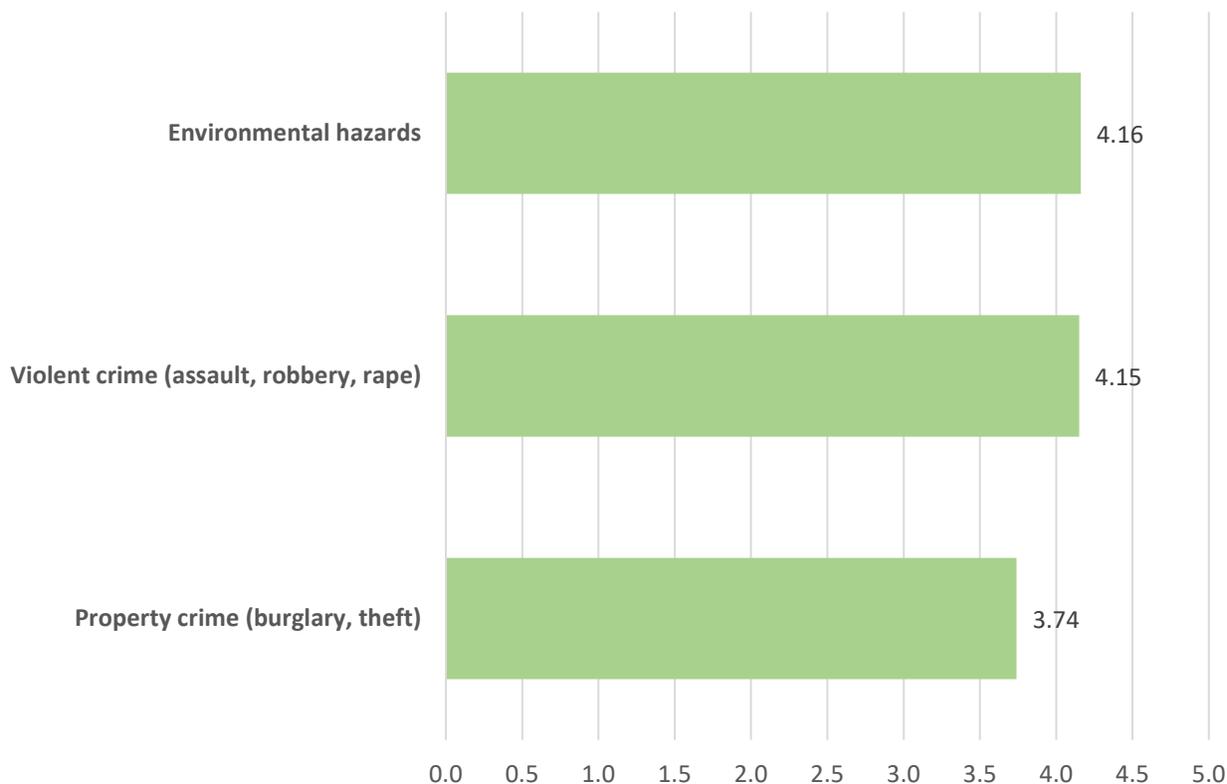
Scale 1 – 5, where 1 = "very unsafe" and 5 = "very safe"

Figure FF provides a summary of the mean scores these safety issues across the three years of the survey. *For all three items, the 2018 mean rating scores are virtually the same as the scores from the 2015 survey.*

Figure FF: Evaluations of Safety from Specific Threats, 2013-2018 Mean Scores
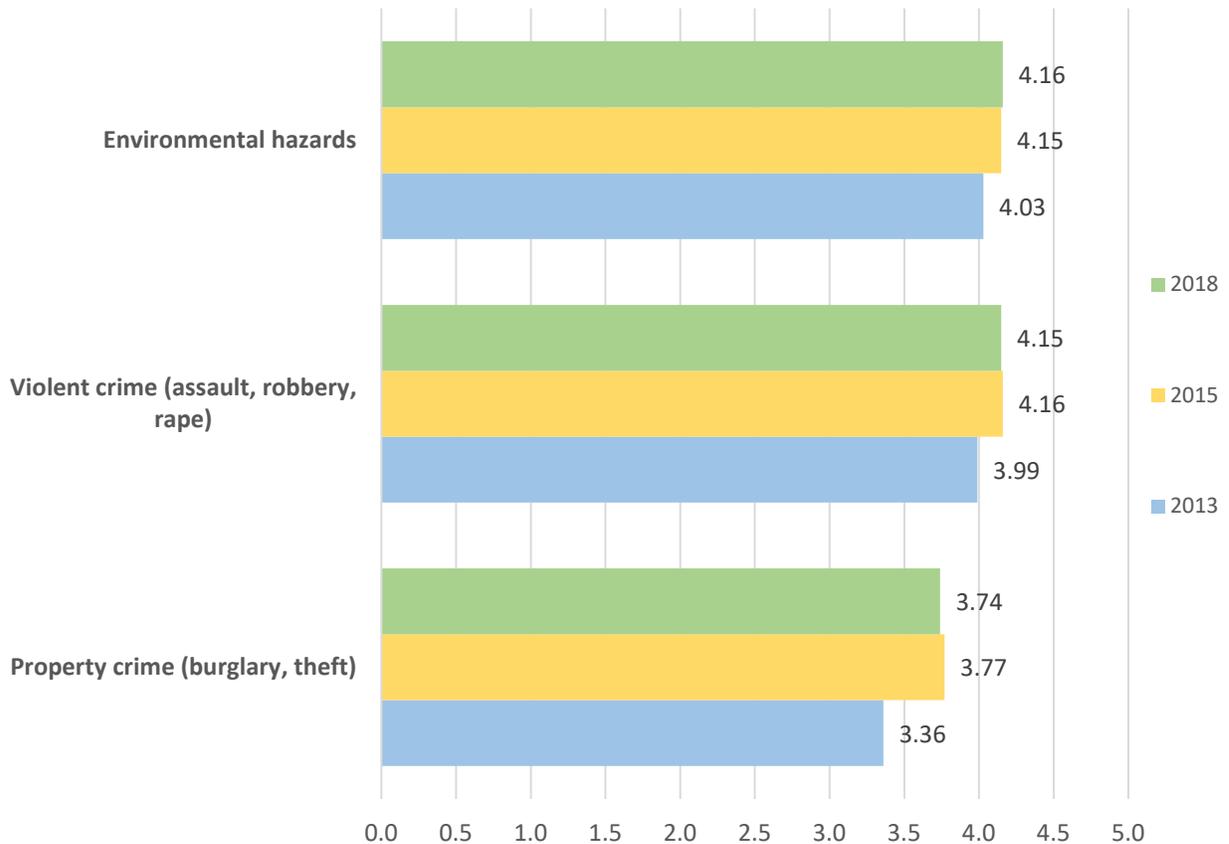
Scale 1 – 5, where 1 = "very unsafe" and 5 = "very safe"

Sense of Personal Safety in Specific Situations

The respondents were asked to rate their sense of personal safety in specific locations and times of day, including in their neighborhood during the day, in their neighborhood after dark, in the city's parks, and in or around Perimeter Mall. *Figure GG* provides a summary of the 2018 mean safety ratings for each item.

➢ Dunwoody residents feel quite safe in their neighborhoods during daylight hours (4.55);
➢ Their feeling of safety in their neighborhoods after dark is still relatively high (3.98), although lower that the mean score for daylight hours
➢ Residents' feeling of safety in city parks is also relatively high (3.98)
➢ Their feeling of safety around the Perimeter Mall area (3.56) is significantly lower than it is for the other situations although, it leans towards the safe side of the ratings scale

Figure GG: Sense of Personal Safety in Specific Locations, 2018 Mean Scores
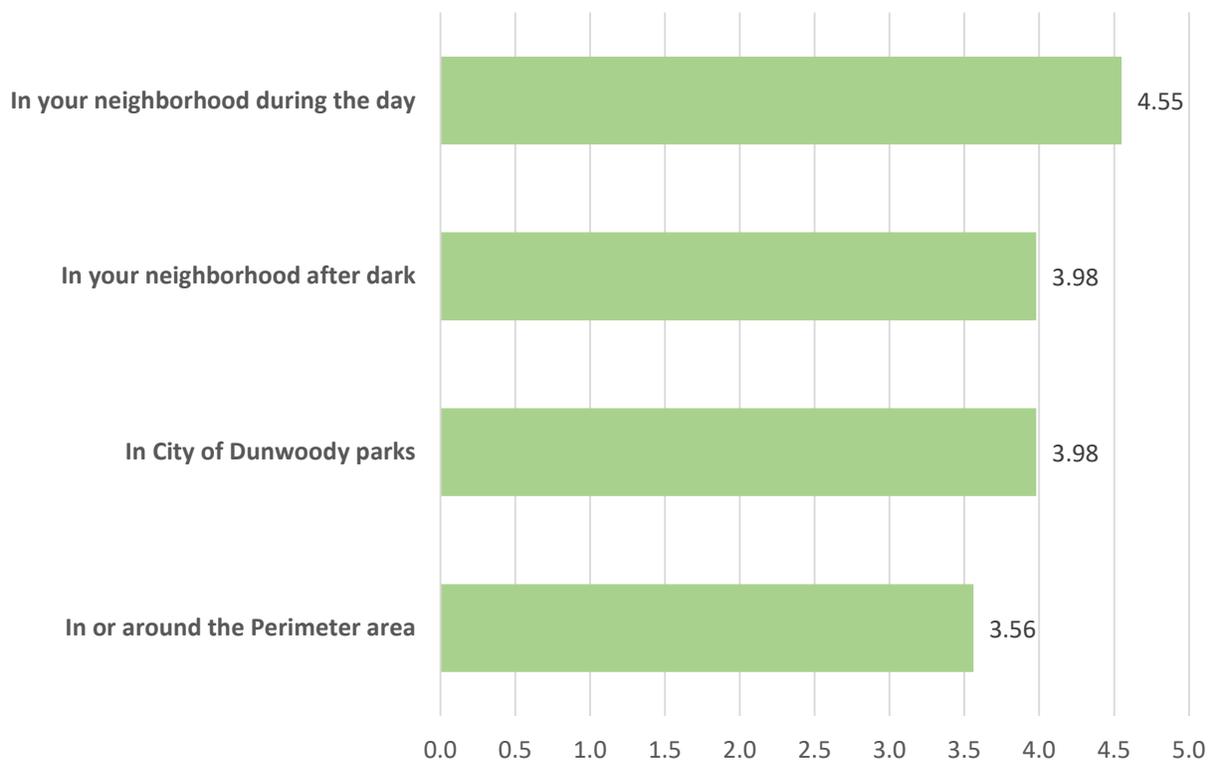
Scale 1 – 5, where 1 = "very unsafe" and 5 = "very safe."

Figure HH provides a summary of the mean scores these situational safety issues across the three years of the survey. For the group as a whole, 2018 mean safety ratings are consistent with the results from the 2015 survey. The improvements in the scores in three of these situations are encouraging (particularly for the Perimeter Mall item), if relatively small.

Figure HH: Sense of Personal Safety in Specific Locations, 2013-2018 Mean Scores

Scale 1 – 5, where 1 = "very unsafe" and 5 = "very safe"

Future Development in Dunwoody and City Planning Efforts

The respondents were given a number of statements about city planning efforts and future development and asked to indicate their level of agreement with each statement. *Figure II* provides a summary of the 2018 mean scores for each item:

➢ Clearly, respondents exhibited a high level of agreement with the notion that the city needs to *maintain a proper balance between sustaining economic interests and maintaining the city's character* (4.41)
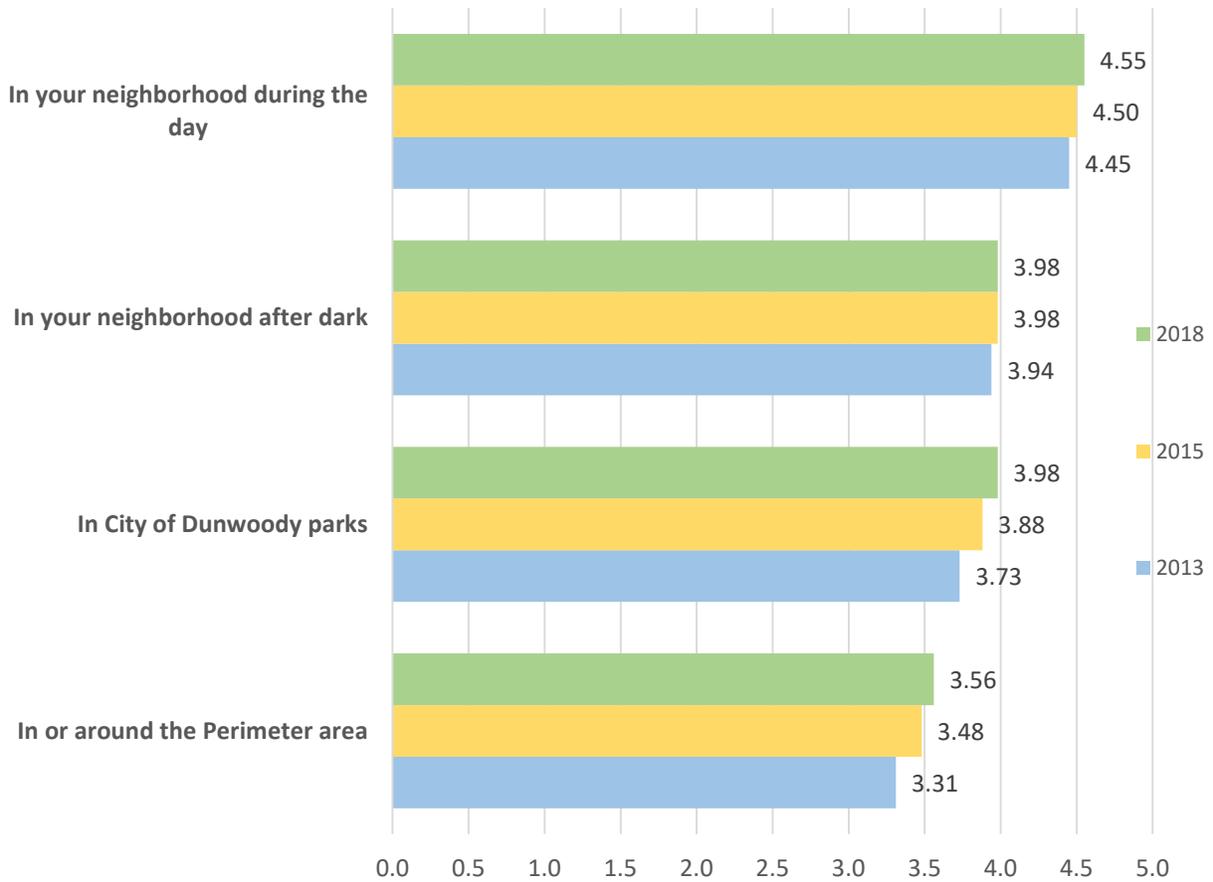
➢ Respondents were less supportive of the suggestion that the *city should offer financial assistance to help attract new businesses and retain and expand existing businesses* (3.31)

➢ Other planning strategies (*creating jobs and a positive business climate to promote city stability*; *providing an adequate workforce housing and transportation options*, and *expanding the tax base in order to continue to provide quality services without a tax increase*) were met with positive levels of support

Figure II: Future Development and City Planning Efforts, 2018 Mean Scores

Statement	Mean Score
Careful planning for development is needed to insure proper balance between sustaining economic interests and maintaining the city's character.	4.41
Creating primary jobs, a quality business climate and growing the tax base are critical to the city's long-term stability	3.94
Continued economic growth will depend, in part, on providing adequate workforce housing and transportation	3.82
It is important to expand Dunwoody's tax base to help the city provide quality services without the need for tax increases.	3.73
The city should offer financial assistance to help attract new businesses and retain and expand existing businesses	3.31

Scale: 1-5, where 1 = "strongly disagree" and 5 = "strongly agree"

Figure JJ provides a summary of the mean scores for these planning and development issues across the three years of the survey. For most of these items, the 2018 mean scores are consistent with the 2015 results. It should be noted the level of agreement with the suggestion that *continued economic growth will depend, in part, on providing adequate workforce housing and transportation* increased from a 3.57 mean score in 2015 to 3.82 in 2018.

Figure JJ: Future Development and City Planning Efforts, 2013-2018 Mean Scores
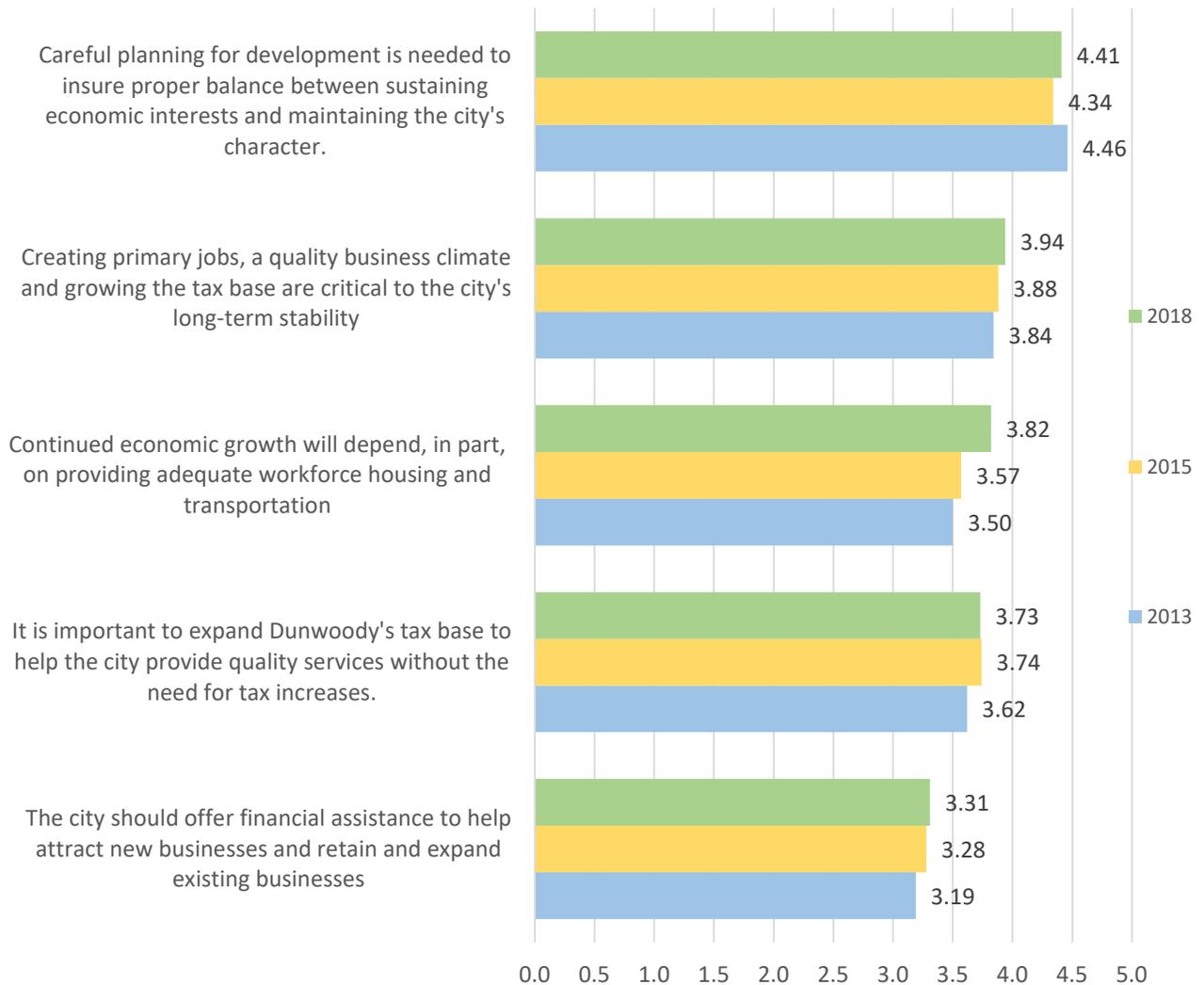
Scale: 1-5, where 1 = "strongly disagree" and 5 = "strongly agree"

Strengths and Weaknesses of the City of Dunwoody

The respondents were given a list of characteristics that could potentially be used to describe Dunwoody (or any other city) and asked to select the three items that reflect Dunwoody's biggest strengths. They also were asked to select up to three items from the same list that would best describe the city's biggest weaknesses.

City Strengths

Figure KK provides a summary of the respondents' visions of the city's greatest strengths. The three most often selected strengths were *location* (81%), *safe community* (64%) and *parks* (38%). *Education* (32%) and *lifestyle and entertainment options* (24%) were the only other characteristics selected by at least 25% of the respondents.

Figure KK: Strengths of the Dunwoody Community, 2018 Results

Figure LL provides a summary of the pattern of respondents' perceptions of the city's strengths across the three years of the survey. Results worthy of note include:

➢ *Location* and *safe community* continue to be (by far) the top perceived strengths of the city
➢ Perceptions of the *city's parks* as a strength has increased steadily since the initial survey in 2013 (parks ranked fifth that year)
➢ After a decline in 2015, *education* enjoyed a small boost in 2018 (32%)
➢ *Lifestyle and entertainment options*, after a significant decline in 2015, exhibited a small insignificant decline in 2018

Figure LL: City Strengths, 2013-2018
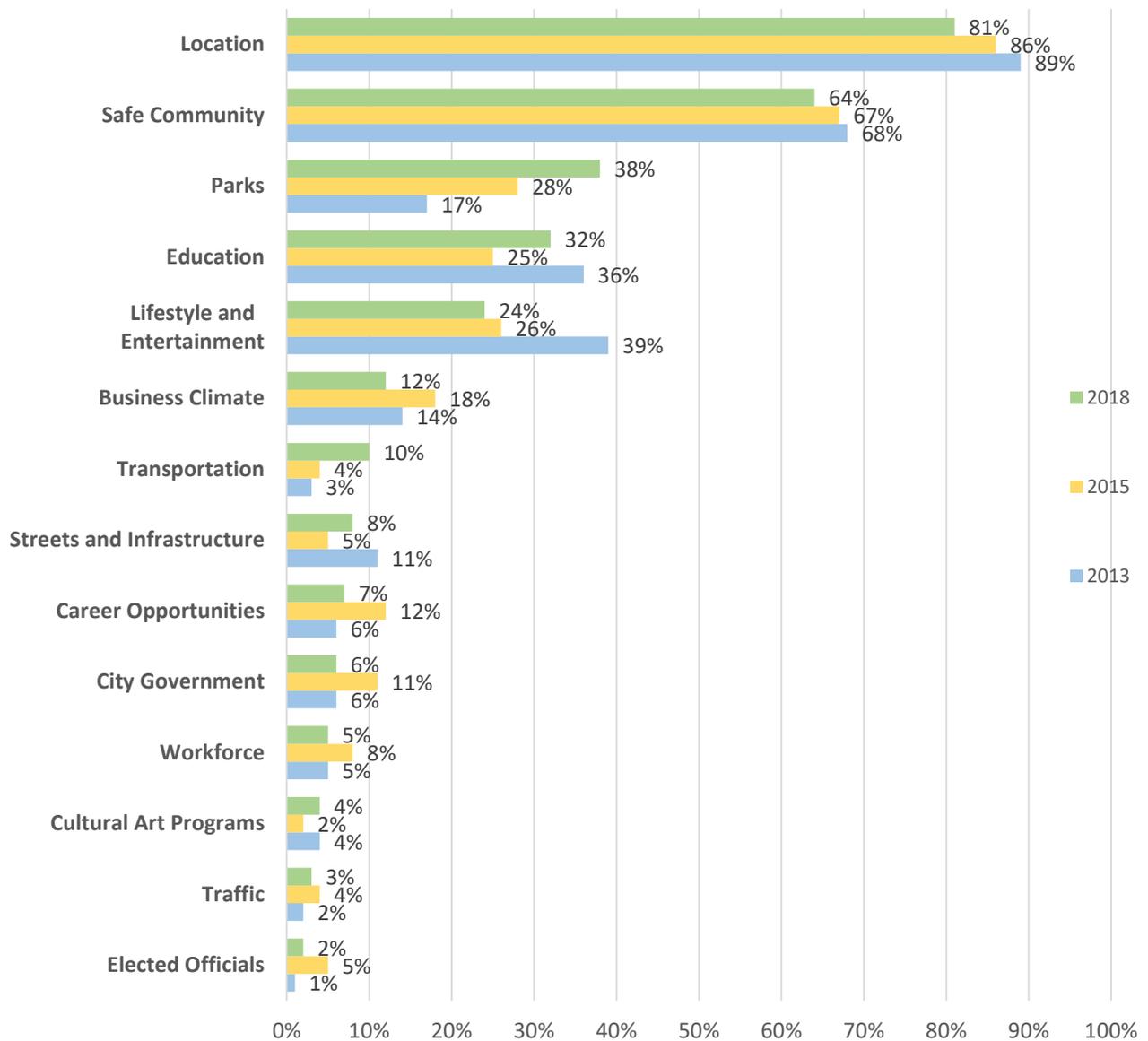
City Weaknesses

Figure MM provides a summary of the city's perceived weaknesses in 2018. The three most often identified weaknesses of the city include *traffic* (#1 by far at 84%), *streets and infrastructure* (44%) and *transportation* (38%). *Lifestyle and entertainment options* (22%) is the only other issue selected by at least 20% of the respondents.

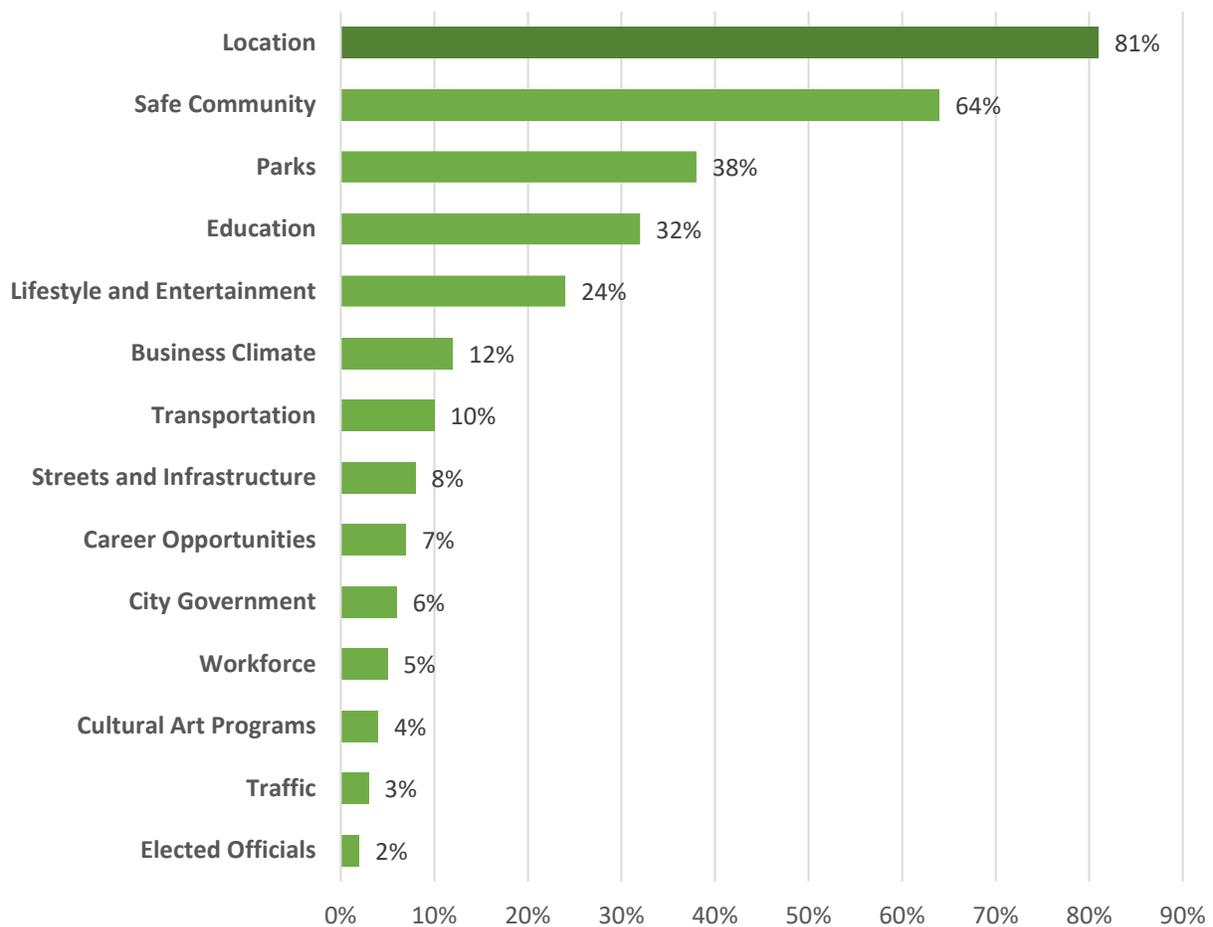*Figure MM: City Weaknesses, 2018 Results*
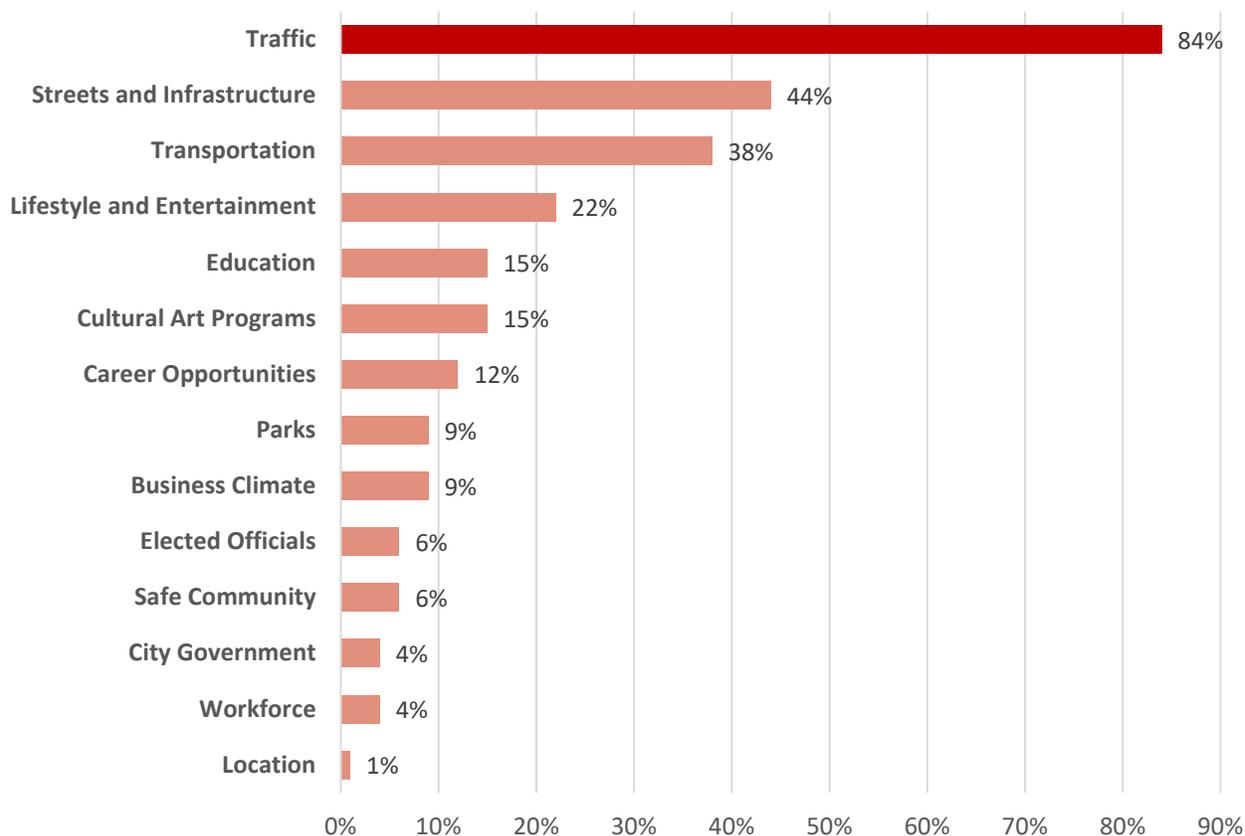
Figure NN provides a summary of the pattern of respondents' perceptions of the city's weaknesses across the three years of the survey. Results worth of note include:

➢ *Traffic*, *streets and infrastructure*, and *transportation* have consistently been the top three perceived weaknesses across the life of these surveys
➢ Despite remaining in the #2 spot in 2018, the percentage of respondents who selected *streets and infrastructure* dropped to 44% from 56% in 2015
➢ The percentage of respondents selecting *transportation* as a weakness increased to 38% in 2018, up from 29% in 2015
➢ *Elected officials*, *city government* and *parks* have declined significantly as perceived weaknesses of the city

Figure NN: City Weaknesses, 2013-2018
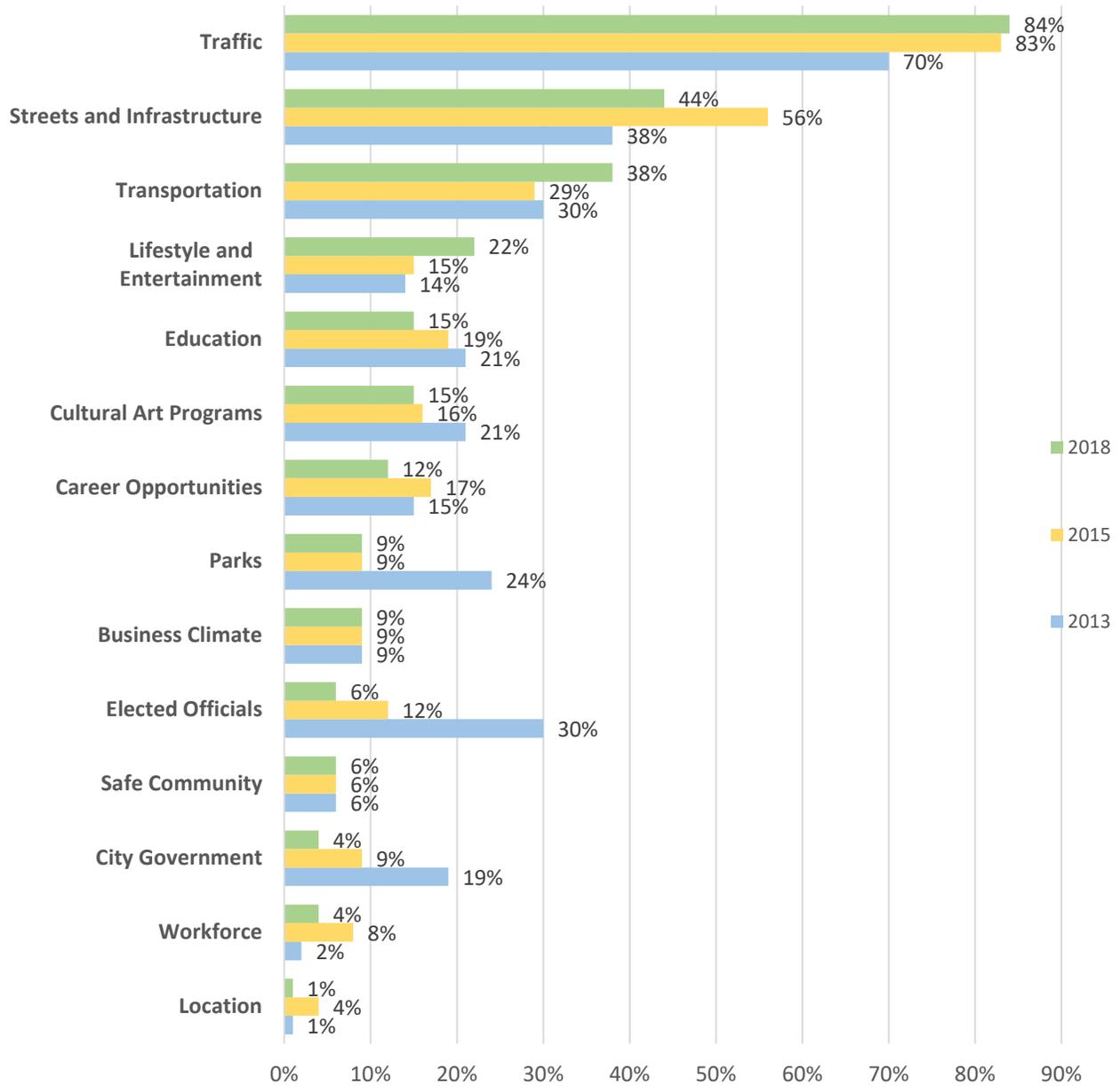
Biggest Issue Facing the City

The respondents were given an open-ended question asking them to identify the biggest issue facing the City of Dunwoody.

Many of the themes emerging from this question are interrelated. The general theme of overdevelopment was mentioned by about 25% of the respondents. This includes not only discussions of "overdevelopment" but comments related to "zoning," "housing," and "smart growth." All of these comments discussed the problem of an expanding population and the impact that has on other issues, particularly traffic and schools. The zoning and housing comments focused on the number of high-density housing options that have been built in the city and the stress that places on government services. In addition to the discussion of the impact overdevelopment has on traffic problems, 18% of the respondents mentioned traffic directly as the biggest problem facing the city.

Rising crime (10%) and *lack of access to retail and entertainment venues* (including restaurants) (8%) were other common themes mentioned in response to this question. Other issues, including *cost of living*, *road maintenance*, *the quality of local schools*, *taxes*, and *city government* were each mentioned by 3% of the respondents.

Communication of Information between City and Residents

Sources of Information

The respondents were given a list of information sources and asked to identify which ones they utilize to find out what is going on in the City of Dunwoody. *Figure OO* provides a summary of the 2018 results.

➢ *Print news publications* (55%) and *talking to a neighbor or friend* (52%) are the only two sources of information mentioned by at least one-half of the 2018 residents;
➢ The *Dunwoody Digest* (41%), the city's *website* (39%), *email updates from the city* (35%) and *local Dunwoody blogs* (34%) each were mentioned by at least one-in-three respondents;
➢ Individual *social media sites* (Facebook, Twitter, Instagram) were mentioned by relatively small percentages of the respondents.

Figure OO: How Does Respondent Get Information About the City? 2018 Results

Source	Percentage
Print news publications	55%
Talking to a neighbor/friend	52%
Quarterly Newsletter (Dunwoody Digest)	41%
Website	39%
Receive email updates from the city	35%
Local Dunwoody blog sites	35%
Homeowners' Associations	26%
Facebook page	17%
Attend meetings sponsored by city government	11%
Twitter	10%
Instagram	4%
RSS feeds	2%
YouTube	1%
Other	7%
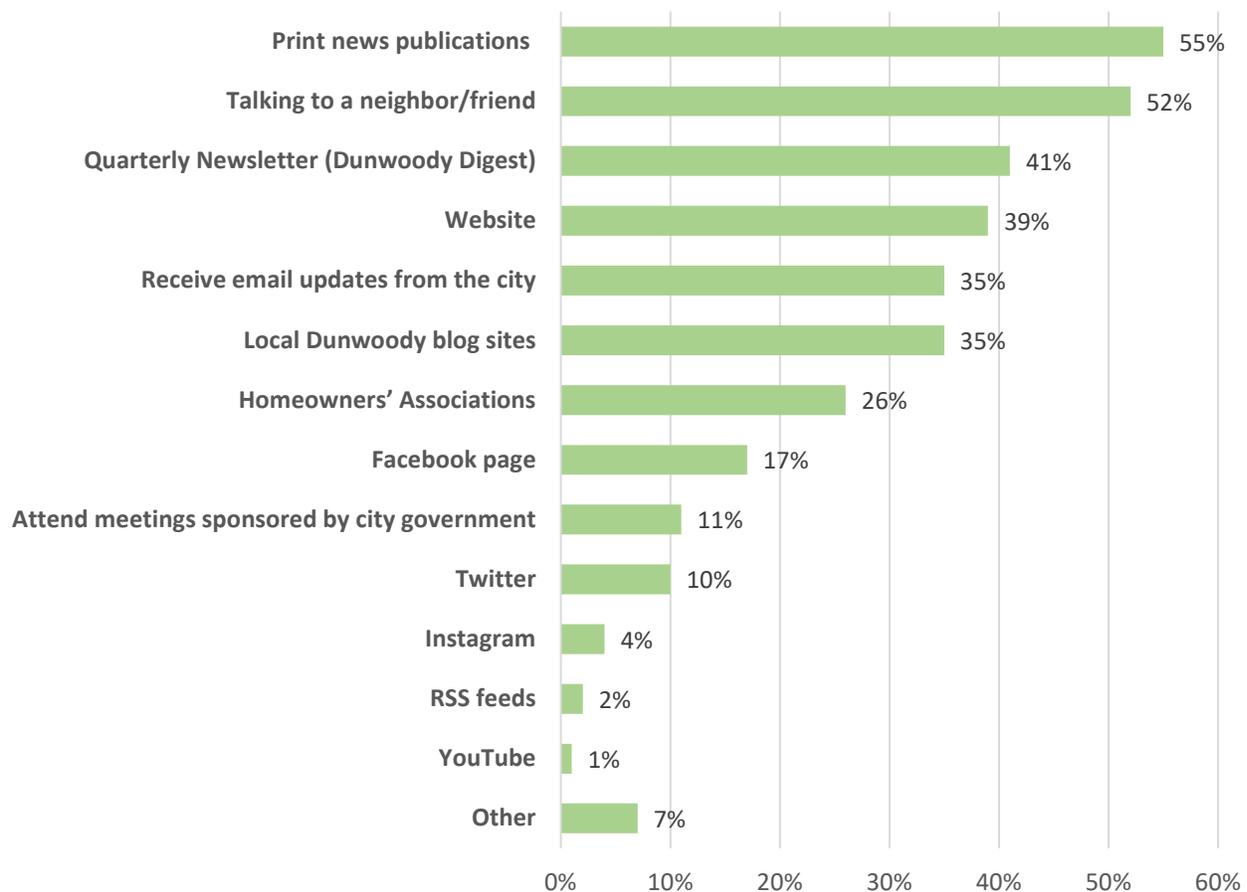
Figure PP provides a summary of the responses to this question across each of the three years the survey was administered. The following results are worthy of note:

➢ While print news publications are still the most frequently mentioned source of information, Dunwoody residents' reliance on print news publications has declined dramatically since 2013, when 90% of the respondents mentioned print publications

➢ The percentage of respondents mentioning local Dunwoody blogs has increased significantly over the years (from 3% in 2013 to 35% in 52018)

➢ The percentage of Dunwoody residents who use the city's website has remained fairly steady over the years

➢ After a decline in 2015, the percentage of residents who get information through email updates from the city rose to 35% in 2018, virtually it is the same number who reported using this source of information in 2013

➢ The percentage of respondents who said they use Facebook to get information about the city declined from 24% in 2015 to 17% in 2018

Figure PP: Sources of Information about City Affairs, 2013-2018
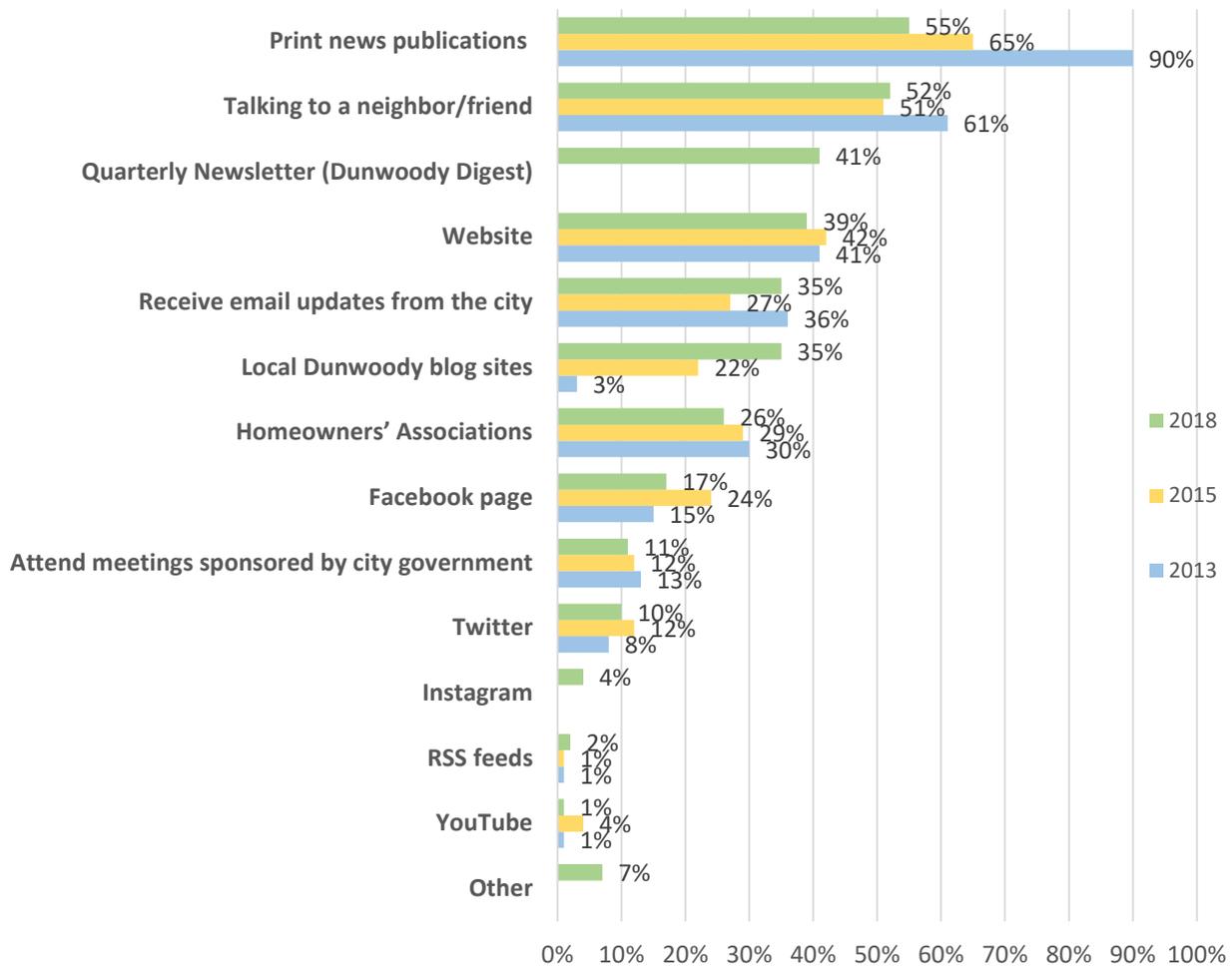
Utilization of Police Department Social Media Outlets

The respondents were asked if they have accessed the Police Department's Facebook page or Twitter feed in the past twelve months. More than one-in-three respondents (35%) indicated they have visited the DPD's Facebook page in the past year, while just 15% said they follow its Twitter page (*see Figure QQ*).

Figure QQ: Utilization of Police Department Social Media Outlets, 2018 Results
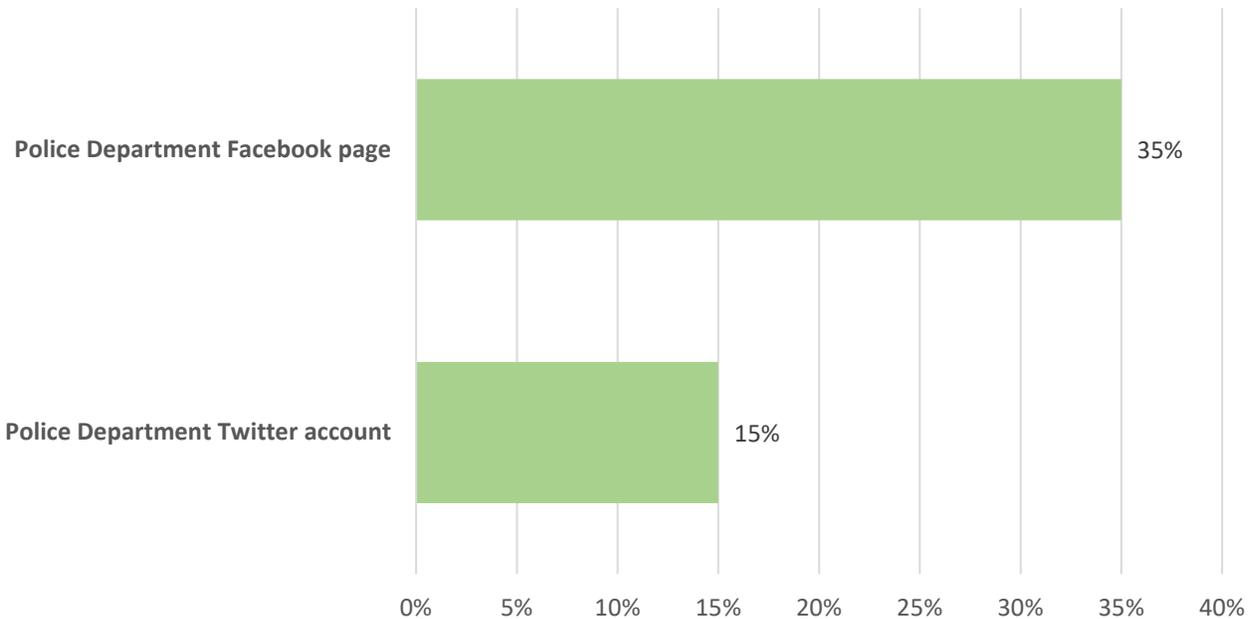
These questions were not asked in the previous iterations of the survey.

Suggestions for Improving the City's Communication Efforts and Social Media Efforts

The respondents were asked to provide feedback on how the city might improve its communication and social media interactions with its citizens. Almost one-half of the respondents (46.5%) offered no suggestion on this matter.

No one suggestion was shared by large numbers of respondents. The following is a sample of the most common comments:

➢ Seven percent (7%) of the respondents simply indicated they *prefer to receive emails and email newsletters* from the city
➢ An almost equal number indicated they *prefer print publications and direct mailings*
➢ Five percent (5%) of the respondents said that the *city should do a better job of informing people about what information is available, and where it is available*
➢ Four percent (4%) of the respondents responded only to say that they *do not use social media*
➢ An equal number (4%) indicated the city is *already doing a good job*
➢ Four percent (4%) made general comments that they *want the city to utilize social media opportunities*. Several other respondents noted that the *Police Department's Facebook page is very good* and should be used as an example for other departments

Other random suggestions include:

➢ Website needs more timely information – particularly about emergencies
➢ Cross-advertise sources of information in all outlets
➢ All city officials should be engaged in discourse and communication
➢ More information about city initiatives/spending needs to be provided
➢ Provide information about news sources to new households/residents
➢ Work through HOAs to get more information to citizens
➢ Use *Nextdoor* in addition to other social media sites
➢ Don't waste more money on this – use funds for other projects
➢ City is not responsive to Web inquiries

Which Print Publication(s) Does Respondent Utilize?

Respondents who indicated they utilize print news publications to access information about the city of Dunwoody (n = 284) were asked to identify which print publications they utilize. *Figure RR* provides a summary of the 2018 results.

The *Dunwoody Crier* was mentioned by the most respondents (65%) and was the only print publication mentioned by more than one-half of the respondents. The *Dunwoody Reporter* was mentioned by 41% of the respondents, while the *AJC* was mentioned by 29%. The *Atlanta Business Chronicle* and *DeKalb Champion* were mentioned by far fewer respondents.

Figure RR: Which Print Publications Does Respondent Rely on for Information? 2018 Results
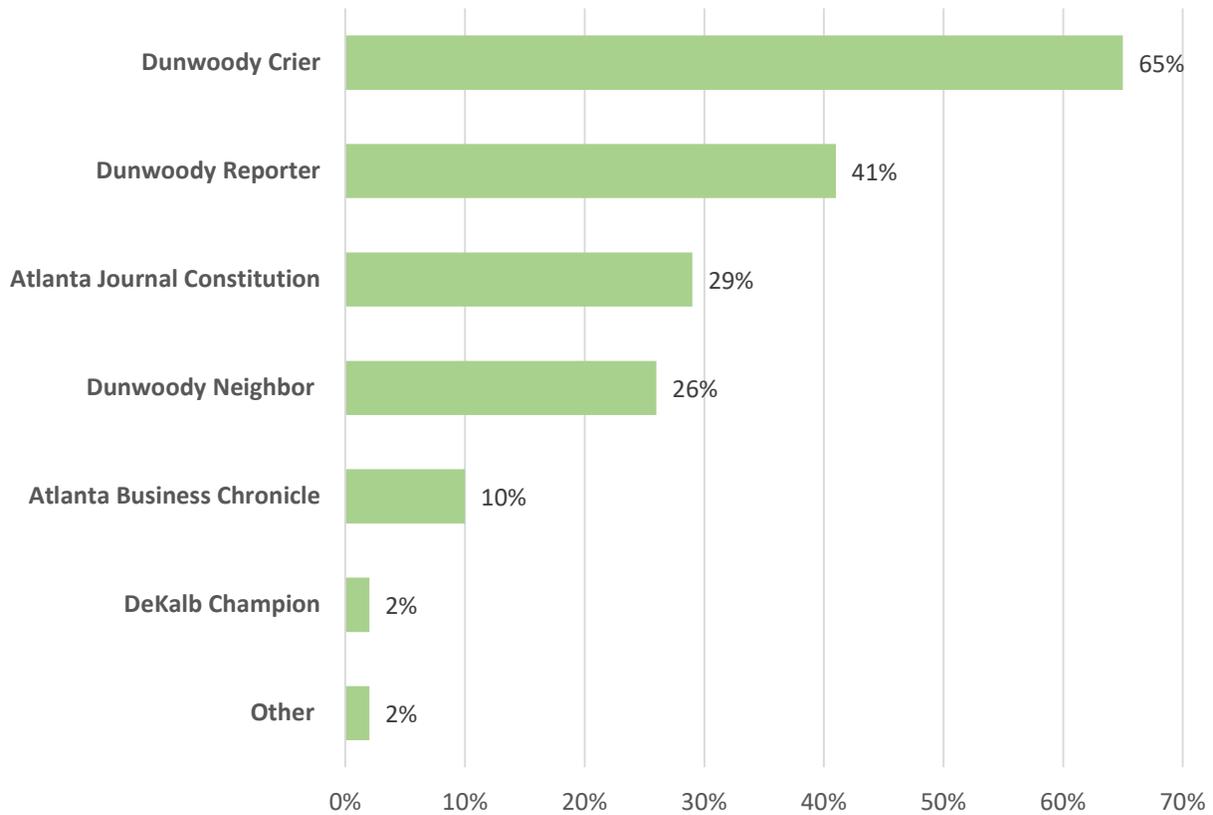
Figure SS provides a summary of the results on this item from each of three years the survey was administered. Of particular note:

➢ The percentage of people who mentioned the *Dunwoody Crier* declined significantly from 2015 levels (65% and 86% respectively)

➢ The *Atlanta Journal and Constitution*, and the *Dunwoody Neighbor* also had significant drop-offs from 2015 levels

Figure SS: Popularity of Specific Print Publications, 2013-2018
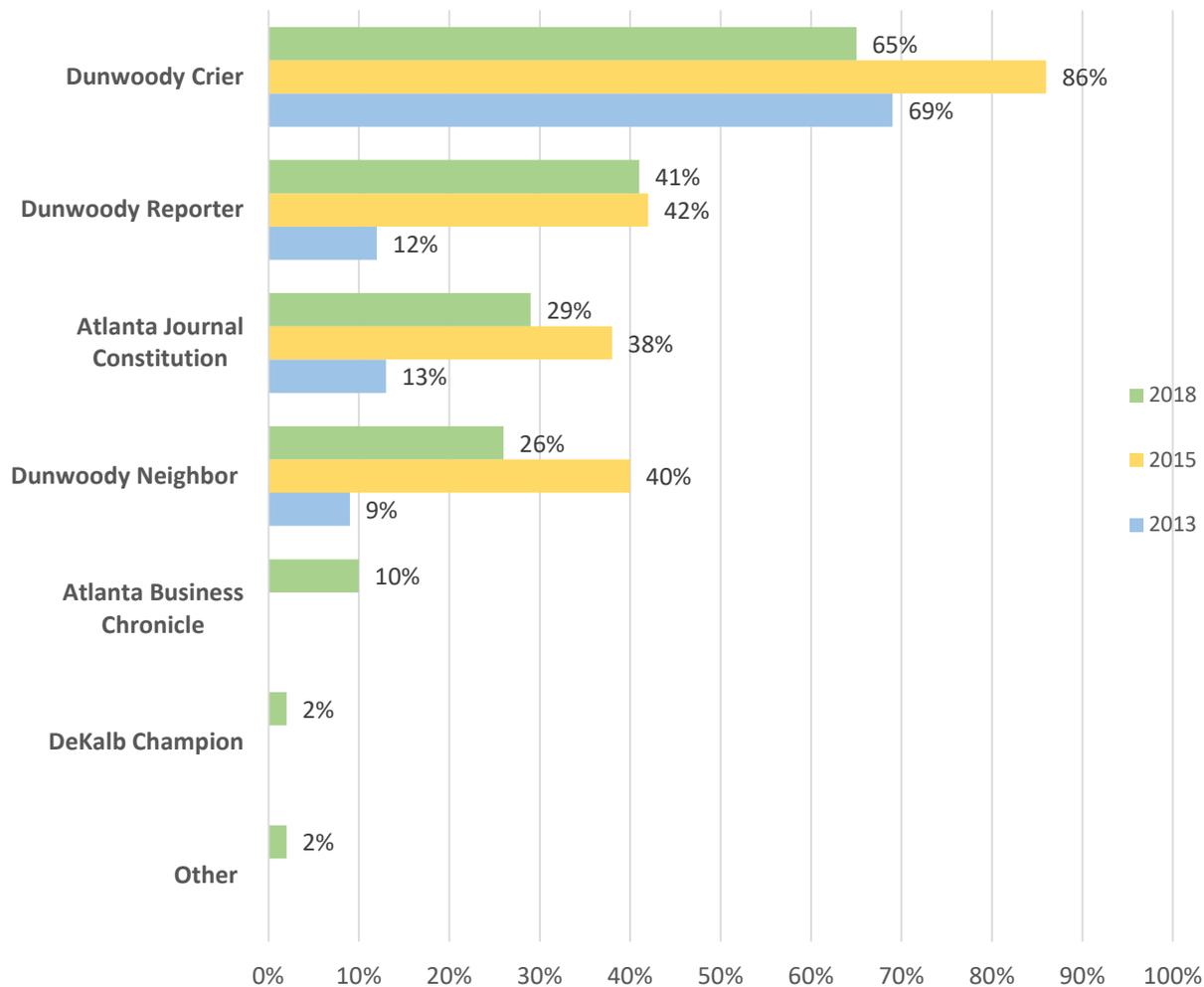
Satisfaction with City Website

Respondents who indicated they utilize the city's website (n = 201) were asked to rate their levels of satisfaction with several characteristics of the website. *Figure TT* provides a summary of the 2018 mean scores for each item. The mean scores for this group of items are generally good and fairly consistent. *Overall appearance and functionality of the website* received a mean satisfaction score of 3.96, while *ease of providing feedback* received a satisfaction rating of 3.72, the lowest rated characteristic examined.

Figure TT: Satisfaction with Selected Aspects of City Website, 2018 Results
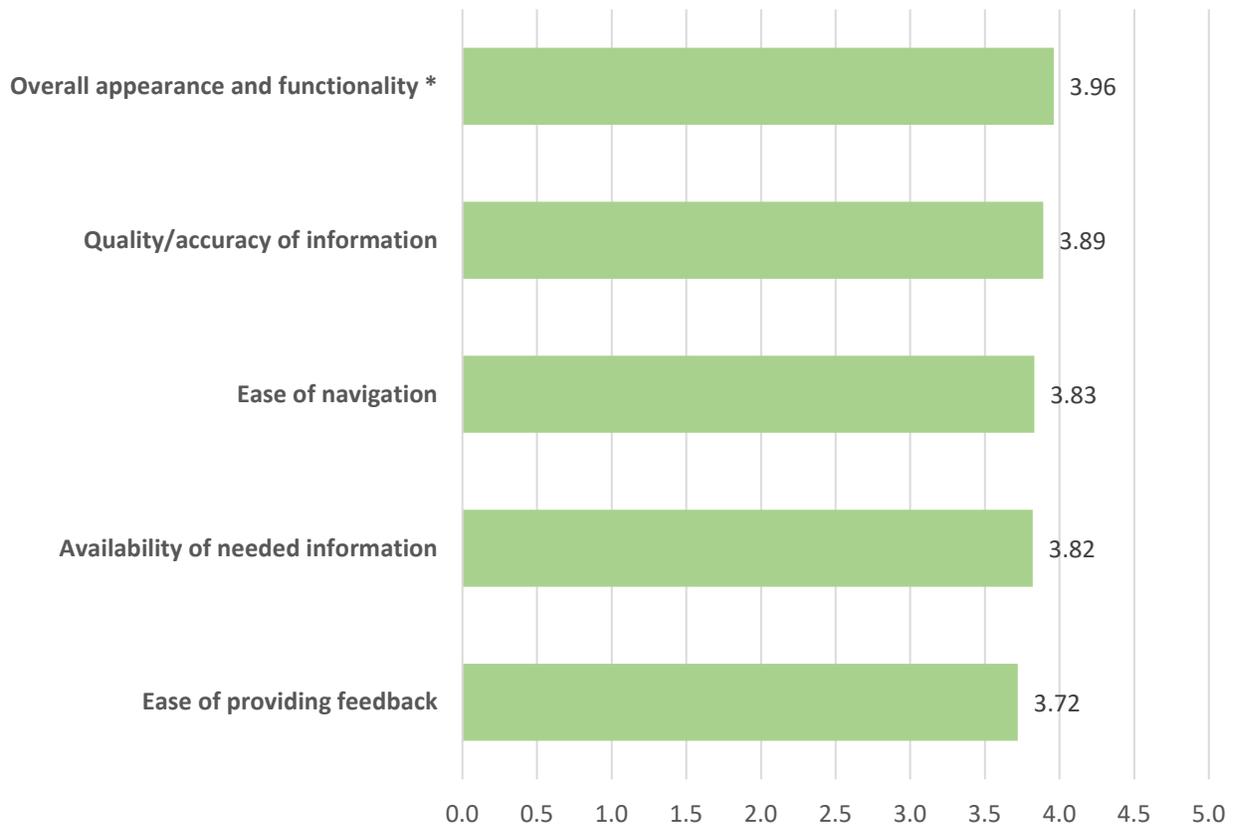
Scale: 1-5, where 1 = "very dissatisfied" and 5 = "very satisfied."

Figure UU provides a summary of the mean scores for each of these items across each of the three years the survey was administered. Most of the items saw a small increase in their mean satisfaction score, although these improvements are modest and should not be overemphasized. *Overall appearance and functionality*, the highest rated feature of the website, also saw the largest increase in mean scores, from 3.83 in 2015 to 3.96 in 2018.

Figure UU: Satisfaction with Selected Aspects of City Website, 2013-2018
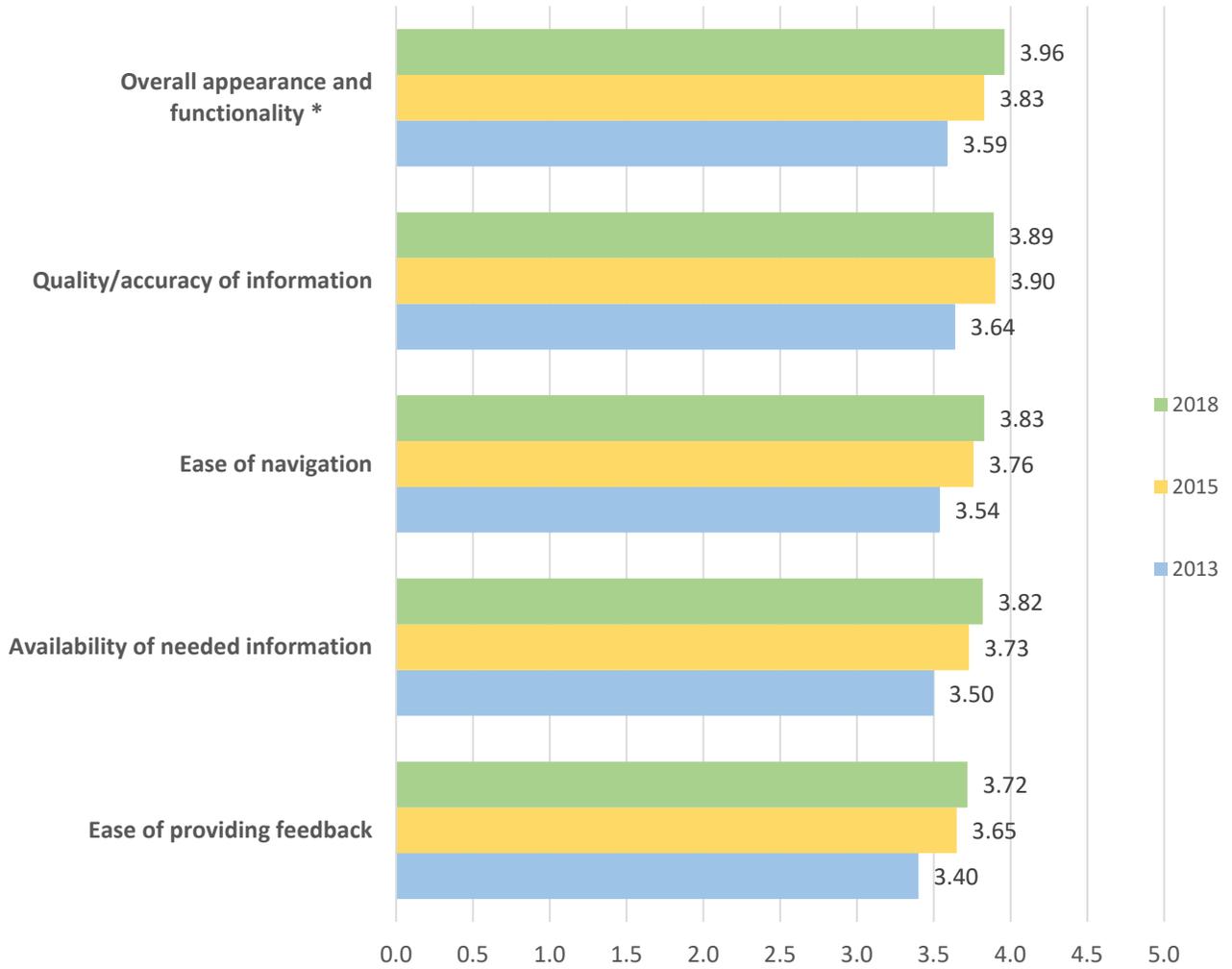
Scale: 1-5, where 1 = "very dissatisfied" and 5 = "very satisfied."

Quality of Information City Provides to Residents

Finally, the respondents were asked to rate the quality of the information the city provides to its residents. *Figure VV* provides a summary of the mean scores on this question for each year of the survey. The mean score in 2018 (3.55) is generally positive and is consistent with the level reflected in the 2015 results. The mean score on this item was somewhat lower in the first year of the survey (3.34).

Figure VV: Overall Evaluation of Quality of Information City Communicates to Residents, 2013-2018

Quality of information City communicates to its residents

- 2013: 3.34
- 2015: 3.57
- 2018: 3.55
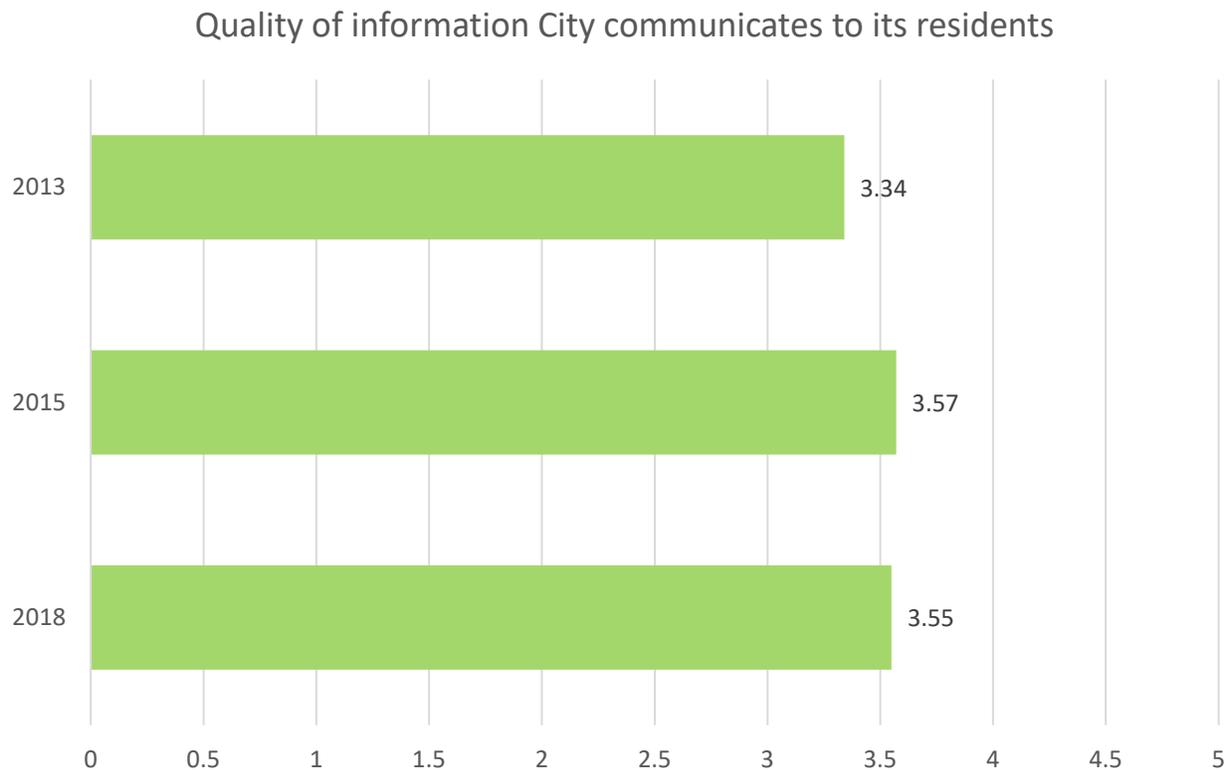
Scale: 1 – 5, where 1 = "poor" and 5 = "excellent."

Appendix A: Survey Instrument

City of Dunwoody 2018 Community Survey

S1.   Are you a <u>resident</u> of the City of Dunwoody?

    1. Yes
    2. No/Refused   [*Terminate*]

S2.   Which of the following categories includes your <u>age</u>?

    1. Under 18   [*Terminate*]
    2. 18-24
    3. 25-34
    4. 35-44
    5. 45-54
    6. 55-64
    7. 65-74
    8. 75 or older
    9. Prefer not to answer

----

1.   <u>How long</u> have you lived in Dunwoody?

    1. Less than 1 year
    2. 2 to 3 years
    3. 4 to 5 years
    4. 6 to 10 years
    5. 11 to 15 years
    6. 16 to 20 years
    7. 21 years and over
    8. Prefer not to say

2.   Do you <u>own or rent</u> your current place of residence?

    1. Own
    2. Rent

3.	Which best describes your primary residence?

	1.	Single family house – site built
	2.	Townhouse / Duplex
	3.	Building with two or more apartments or condominiums
	4.	Other _____

4.	Do you work in Dunwoody?

	1. Yes	[*Ask Q5*]	2. No	[*Skip to Q6*]

5.	Do you own or operate a business in Dunwoody?

	1. Yes	2. No

6.	To what extent do you agree with each the following statements about living in Dunwoody? Use a 5-point scale from 1 = *strongly disagree* to 5 = *strongly agree*. [*Rotate Order. If not applicable, mark "NA"*]

	1.	I feel informed regarding the city's happenings and initiatives.
	2.	I have confidence in my city's Government.
	3.	I feel I have the opportunity to provide input into the City's planning and development.
	4.	Dunwoody is a good place to own or operate a business.
	5.	Dunwoody has excellent parks and open spaces.
	6.	Dunwoody has a strong sense of community.
	7.	I am happy with the overall appearance of the City

7.	How satisfied are you with each of the following characteristics of the City of Dunwoody? Please use a scale of 1 to 5 from 1 = *very dissatisfied* to 5 = *very satisfied*. [*Rotate Order. If not applicable, mark "NA"*]

	1.	Overall quality of life in Dunwoody
	2.	Overall appearance of the City
	3.	As a place to work
	4.	As a place to retire
	5.	As a place to raise children
	6.	As a place to visit

7. The future prospects for Dunwoody

8. Please give us your opinion of the following aspects and amenities of living in Dunwoody. Again, rate each item on a 5-point scale from 1 = *poor* to 5 = *excellent*.   [*Rotate Order. If not applicable, mark "NA"*]

    1. Access to goods and services (retail opportunities)
    2. Employment opportunities
    3. Opportunities for youth
    4. Opportunities to volunteer
    5. Opportunities for community involvement
    6. Availability of healthy lifestyle activities
    7. Availability of paths and walking trails
    8. Financial transparency of city spending
    9. Entertainment options
    10. Senior housing options
    11. Art and cultural activities
    12. Overall reputation of Dunwoody

9. What do you consider the biggest issue facing the City of Dunwoody today?   [*Please be specific*]

10. Please rate your level of agreement with each of the following statements concerning the City of Dunwoody. Again, use a 5-point scale from 1 = *strongly disagree* to 5 = *strongly agree*.   [*Rotate Order. If not applicable, mark "NA"*]

    A. The City Council is responsive to the community.
    B.   The City Council is doing a good job of handling the city's finances.
    C. Citizens of Dunwoody get an appropriate value in city services for the amount of city taxes they pay.

City Services

11. How satisfied are you with the following city services? Please use a 5-point scale from 1= *very dissatisfied* to 5 = *very satisfied*. [*Rotate Order. If not applicable, mark "NA"*]

    1. Police services
    2. City parks and recreation programs
    3. Quality of landscaping in parks and public spaces
    4. Maintenance of streets
    5. Storm water drainage system
    6. Effectiveness of city communications with residents
    7. Flow of traffic and congestion
    8. Enforcement of city codes and ordinances (e.g. trash and debris, tall weeds and grass, abandoned vehicles, etc.)
    9. Municipal Court
    10. Sidewalk maintenance
    11. Traffic signal timing

12. Overall, how would you rate the quality of services provided by each of the following? Please use a 5-point scale from 1= *very dissatisfied* to 5 = *very satisfied.* [*Rotate Order. If not applicable, mark "NA"*]

    1. The Dunwoody City Government
    2. The City of Dunwoody Police Department
    3. The City of Dunwoody Public Works Department
    4. The City of Dunwoody Parks Department
    5. The City of Dunwoody Community Development Department
    6. The City of Dunwoody Municipal Court
    7. The City of Dunwoody Finance and Administrative Department
    8. The City of Dunwoody Code Enforcement Division

13.   Have you <u>contacted a city employee</u> during the past year?

    1. Yes   [*Ask Q14]*
    2. No/Refused   [*Skip to Q15*]

14. Please rate your level of agreement with each of the following statements concerning your <u>most recent contact</u> with a City of Dunwoody employee. Use a 5-point scale from 1 = *strongly disagree* to 5 = *strongly agree*. [*Rotate Order. If not applicable, mark "NA"*]

   1. The City employee was courteous
   2. I was treated in a professional manner
   3. The City employee was knowledgeable
   4. The issue/question was resolved to my satisfaction
   5. The issue/ question was resolved in a timely manor

<u>Communication with the Community</u>

15. The City of Dunwoody attempts to keep its residents informed through a variety of communication channels. Please indicate which of the <u>following methods</u> you use to obtain <u>information about Dunwoody</u>. [*Select <u>All</u> That Apply. Rotate Order. If not applicable, mark "NA"*]

   1. City of Dunwoody website: (www.dunwoodyga.gov) (ASK Q16)
   2. City of Dunwoody's Facebook page
   3. City of Dunwoody on Twitter
   4. City of Dunwoody Instagram
   5. City of Dunwoody on YouTube
   6. Talking to a neighbor
   7. Homeowners' Associations
   8. *Print news publications*
   9. Attend meetings sponsored by city government
   10. Receive email updates from the city
   11. City of Dunwoody Quarterly Newsletter (Dunwoody Digest)
   12. Local Dunwoody blog sites
   13. RSS feeds
   14. Other [Please Specify]: _____
   13. Do not get information about the City of Dunwoody

16. Please rate the following aspects of <u>Dunwoody's website </u>using a 5 point scale from 1 = *not at all satisfied* to 5 = *very satisfied*.   [*Rotate Order. If not applicable, mark "NA"*]

1. Overall appearance and functionality
2. Ease of navigation
3. Quality/accuracy of information
4. Availability of needed information
5. Ease of providing feedback

17. Which of these print news publications are you most likely to use to obtain information about Dunwoody? [*Select <u>All</u> That Apply. Rotate Order. If not applicable, mark "NA"*]
   1. *Dunwoody Reporter*
   2. *Dunwoody Crier*
   3. *Dunwoody Neighbor*
   4. *Atlanta Journal Constitution*
   5. *Atlanta Business Chronicle*
   6. *DeKalb Champion*
   7. *Other [Please Specify]:_____*

Q18. Overall, how would you rate the quality of information the City of Dunwoody communicates to its residents?   Please use a 5-point scale from 1 = *poor* to 5 = *excellent*. [*If not applicable, mark "NA"*]

Q19. Have you used of these additional <u>social media channels</u> in the past twelve months to get information about the city.   [*Check all that apply*]

   1. Dunwoody Police Department's Facebook Page [*Skip to Q20*]
   2. Dunwoody Police Department's Twitter account [*Skip to Q20*]

20. <u>What advice</u>, if any, would you like to give Dunwoody for <u>enhancing its communication</u> efforts or improving its social media presence? [*Please Be Specific*]

Parks and Recreation / Events

21. The goal of the Parks and Recreation Department is to enhance the quality of life and well-being of Dunwoody residents by developing parks and trails; preserving open space; and offering quality programs and facilities to meet the community's needs. Please rate the following services/aspects on a 5-point scale from 1 = *poor* to 5 = *excellent*.   [*Rotate Order. If not applicable, mark "NA"*]

   1. Availability of parks
   2. Quality of playgrounds
   3. Availability of trails and open spaces
   4. Quality of trails and open spaces
   5. Special interest programs
   6. Youth offerings
   7. Overall quality of Dunwoody parks

22. Which of the following <u>amenities/programs</u> of Dunwoody parks do you or your <u>family utilize</u>? [*Rotate Order. If not applicable, mark "NA"*]

   1. Children's playgrounds
   2. Dog Park
   3. Bicycle paths
   4. Walking/Nature Trails
   5. Picnic areas
   6. Skate park
   7. Dunwoody Nature Center
   8. Water (river) feature at Brook Run Park
   9. Baseball/softball fields
   10. Tree Top Quest
   11. Tennis courts
   12. Other [Please Specify]: _____
   13. Do not use Dunwoody parks

23. What additional amenities/programs would you like to see added by the Dunwoody Parks and Recreation Department in the next 20 years?   [*Please Be Specific*]

24.   Which of the following <u>special events </u>in Dunwoody have you <u>attended</u> in the past year?

1. Nature Center Friday Night Hike
2. MLK, Jr. Day of Service
3. Wine Stroll
4. Walk with a Doc
5. Pic in the Park (Movie)
6. Groovin on the Green
7. Nature Center Summer Concert
8. Household Hazardous Waste Recycling Event
9. Earth Day Stream Cleanup
10. Dunwoody Town Hall Meeting
11. Light Up Dunwoody
12. Lemonade Days Festival
13. Dunwoody Arts Festival
14. Dunwoody Annual State of the City Event
15. Apple Cider Days Festival
16. Dunwoody Sunday Cycle
17. Food Truck Thursday
18. Run Dunwoody 5K
19. Memorial Day Event
20. Veterans Day Event
21. Dunwoody Chamber Gala and Annual Meeting
22. July 4th Parade
23. Nature Center Butterfly Festival
24. Dunwoody Volunteer Day
25. Other [Please Specify]: _____
26. Have Not attended any special events in past year

25. What additional type of special events would you like to see added in the future? [*Please Be Specific*]

26. Overall, how would you rate the quality of special events sponsored by the City of Dunwoody? Please use a 5-point scale from 1 = *poor* to 5 = *excellent*. [*If not applicable, mark "NA"*]

Licensing and Permitting

31. Have you <u>applied for a building permit</u> from the City of Dunwoody since it was incorporated?

    1.   Yes   [*Ask Q28*]   2.   No/Refused [*Skip to Q29*]

32. How would you rate the <u>permitting process</u> for the City of Dunwoody? Please use a 5-point scale from 1 = *poor* to 5 = *excellent*. [*Rotate Order. If not applicable, mark "NA"*]

    1. Ease of application
    2. Speed of application
    3. Customer service
    4. Appropriateness of fees
    5. Building permit process overall

Dunwoody Public Services

33. Please rate Dunwoody <u>Public Works Department</u> on each of the following elements. Again, use a 5-point scale from 1 = *poor* to 5 = *excellent.* [*Rotate Order. If not applicable, mark "NA"*]

    1. Maintenance of City streets/pothole repair
    2. Maintenance of City sidewalks
    3. Maintenance of public right of way
    4. See-Click Fix (Online Service Request System)
    5. Customer Service of Public Works Department
    6. Response to submitted issues
    7. Response to emergency situations
    8. Public Works Department overall

34. Please rate the job that the Code Enforcement Division is doing on the following areas. Please use a 5-point scale from 1 = *poor* to 5 = *excellent.* [*Rotate Order. If not applicable, mark "NA"*]

    1. Maintaining visual appearance of the community, e.g. taking care of run down properties
    2. Responsiveness to complaints
    3. Courteousness and quality of Code Enforcement customer service

35. Have you had the need to visit/or interact with the Dunwoody Municipal Court in the past two years?

1.   Yes   *[Ask Q32]*
2.   No   *[Skip to Q33]*
3.   Prefer not to answer   *[Skip to Q33]*

36. How would you rate the following Municipal Court on a 5-point scale from 1 = *poor* to 5 = *excellent*. [*Rotate Order. If not applicable, mark "NA"*]

    1. Time of day of court appointment
    2. Efficiency of judicial process
    3. Fairness of judicial process
    4. Availability of fair plea options
    5. Overall experience with the Municipal Court
    6. Courtesy and quality of Municipal Court customer service

37. Please rate the following regarding Police Services in Dunwoody. Please use a 5-point scale from 1 = *poor* to 5 = *excellent.* [*Rotate Order. If not applicable, mark "NA"*]

    1. Quality of personnel
    2. Officer visibility in the community
    3. Traffic safety and speed control
    4. Community interaction
    5. Providing a safe place to live
    6. Use of social media
    7. Overall performance of the Dunwoody Police Department

38. Please rate how safe or unsafe you feel from the following in Dunwoody. Please use a 5-point scale from 1=*very unsafe* to 5=*very safe*. [*Rotate Order. If not applicable, mark "NA"*]

    1. Violent crime (assault, robbery, rape)
    2. Property crime (burglary, theft)
    3. Environmental hazards (flooding, storms, toxic waste)

39. Please rate how safe or unsafe you feel under the following conditions. Please use a 5-point scale from 1=*very unsafe* to 5=*very safe*. [*Rotate Order. If not applicable, mark "NA"*]

    1. In your neighborhood during the day
    2. In your neighborhood after dark
    3. In City of Dunwoody parks
    4. In or around the Perimeter area

40. Please indicate how much you agree with each of the following statements concerning development in Dunwoody. Use a 5-point scale from 1 = strongly disagree to 5 = strongly agree.   [*Rotate Order. If not applicable, mark "NA"*]

    1. Creating primary jobs, a quality business climate and growing the tax base are critical to the city's long-term stability
    2. The city should offer financial assistance to help attract new businesses and retain and expand existing businesses
    3. Careful planning for development is needed to insure proper balance between sustaining economic interests and maintaining the city's character.
    4. Continued economic growth will depend, in part, on providing adequate workforce housing and transportation
    5. It is important to expand Dunwoody's tax base to help the city provide quality services without the need for tax increases.

41. From the following list of attributes concerning the City of Dunwoody, please select the three items you consider to be the top <u>strengths</u> of the city. [*Accept only 3 answers; rotate order*]

    - Location
    - Safe Community
    - Transportation
    - Traffic
    - Education
    - Business Climate
    - Workforce
    - City Government
    - Elected Officials
    - Parks
    - Lifestyle and Entertainment
    - Career Opportunities
    - Cultural Art Programs
    - Streets and Infrastructure

42. From the following list of attributes concerning the City of Dunwoody, please select the three items you consider to be the top <u>weaknesses</u> of the city. [*Accept only 3 answers; rotate order*]

- Location
- Safe Community
- Transportation
- Traffic
- Education
- Business Climate
- Workforce
- City Government
- Elected Officials
- Parks
- Lifestyle and Entertainment
- Career Opportunities
- Cultural Arts
- Streets and Infrastructure

Demographics

D1.   Please indicate your gender?

1. Male   2.   Female   3.   Prefer not to answer

D2. What is the highest level of education you have reached?

1. Some high school
2. High school graduate
3. Some college (no degree)
4. Technical or vocational school degree
5. Two year degree
6. Bachelor's degree
7. Post-graduate degree
8. Prefer not to answer

D3. How would you classify your ethnicity?

1. White alone
2. Black alone
3. Asian alone
4. Hispanic/ Latino alone
5. Some other race alone
6. Two or more races
7. Prefer not to answer

D4. Household composition – Number of persons currently living in your household/under one roof:

1. Total number of children under 18 _____
2. Total number of adults _____
3. Number of adults over 65 years of age _____

D5. What is your home zip code?

ZIP CODE: __ __ __ __ __

D6. Please indicate which of the following categories best represents the total annual income of all members of your immediate household.

1. Under $25,000
2. $25,000 - $49,999
3. $50,000 - $74,999
4. $75,000 - $99,999
5. $100,000 - $149,999
6. $150,000 - $199,999
7. $200,000 or more
8. Prefer not to answer

Follow-up Research

QF2. Finally, we are interested in <u>talking further by phone</u> to a few Dunwoody residents about some of the issues in this survey. Would you be willing to receive a call from a researcher lasting no longer than 10 minutes to clarify your perspectives on the City's priorities? Responses will remain confidential, and no names will be identified to the City. The phone interviews will take place over the next month.

1.   Yes, I am willing to talk to a researcher on the phone   [*Get Contact Information*]

2.   No, I am not interested   [*Go to Closing*]

Contact Information for Follow-Up Telephone Interview

Name: _____

Primary Telephone Number: _____

Alternate Telephone Number: _____