



2013 Community Survey

Dunwoody 
* Smart people – Smart city





- **Objective**

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

- **Intended Use of Results**

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



- **Survey Methodology:**

- Web-based survey of residents
- Mailed an invitation to a random sample of 5,000 households within the Dunwoody City limits
- 520 completes (more than 10% response rate)
- Maximum margin of error at 95%: $\pm 4.3\%$
- Data weighted to reflect actual distribution of age among Dunwoody residents
- Follow-up phone calls with 100 residents
- **SCALE: 1 to 5**
 - **1** = Poor, Strongly Disagree or Very Dissatisfied
 - **5** = Excellent, Strongly Agree or Very Satisfied

Respondent Profile



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Length of Residency

- Less than 1 year (newcomer)	5.9%
- 2 to 3 years	11.7%
- 4 to 5 years	7.3%
- 6 to 10 years	19.7%
- 11 to 15 years	14.1%
- 16 to 20 years	12.9%
- 21 years and over	28.2%

Age

- 25 to 34	24.5%
- 35 to 44	19.1%
- 45 to 54	20.6%
- 55 to 64	19.5%
- 65 to 74	9.1%
- 75 or older	7.2%

Gender

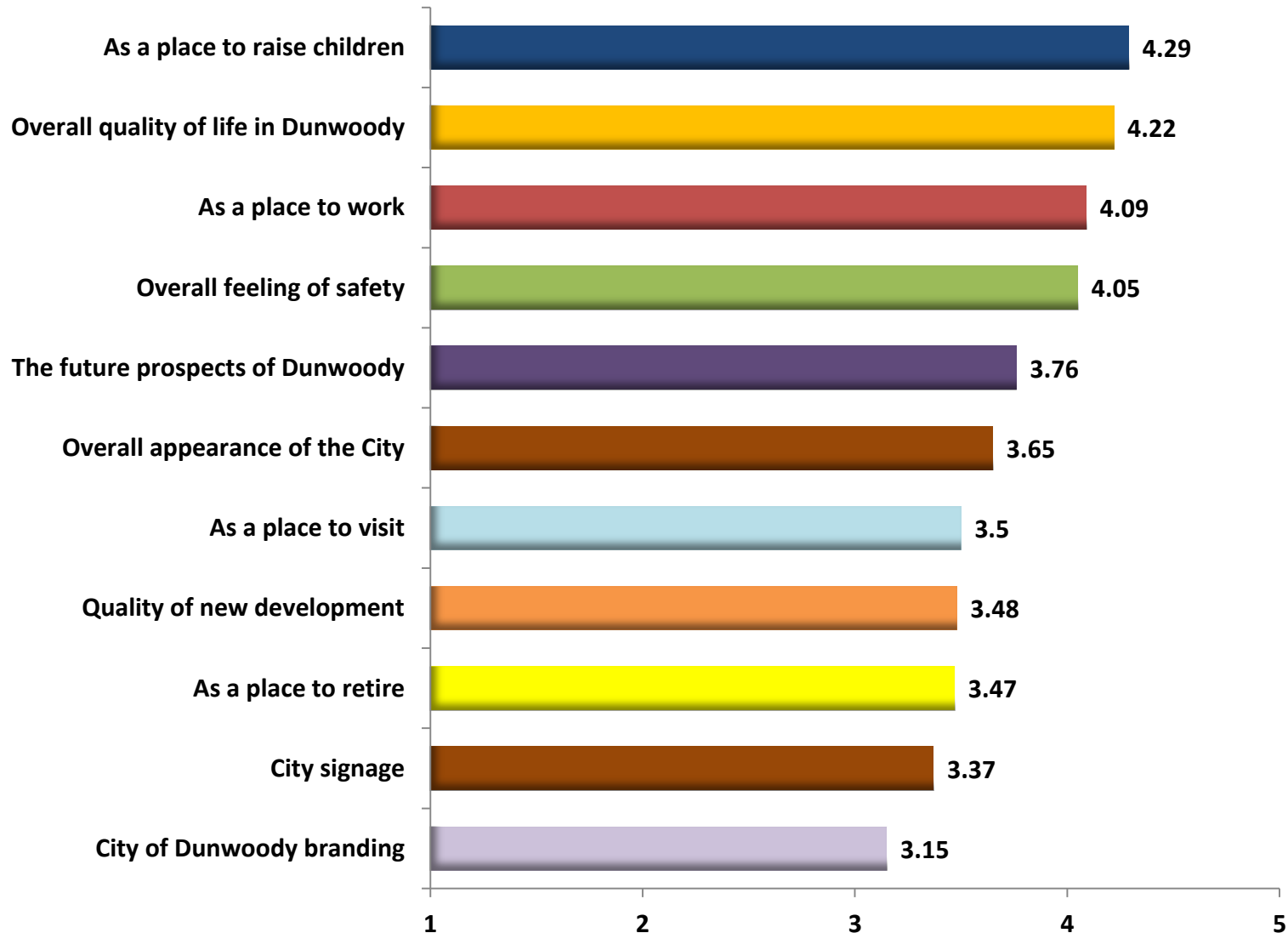
- Male	54.5%
- Female	42.1%
- Prefer not to answer	3.4%

Ethnicity

- White alone	87.4%
- Black alone	4.9%
- Hispanic/Latino background	1.6%
- Other	0.8%
- Prefer not to answer	5.3%

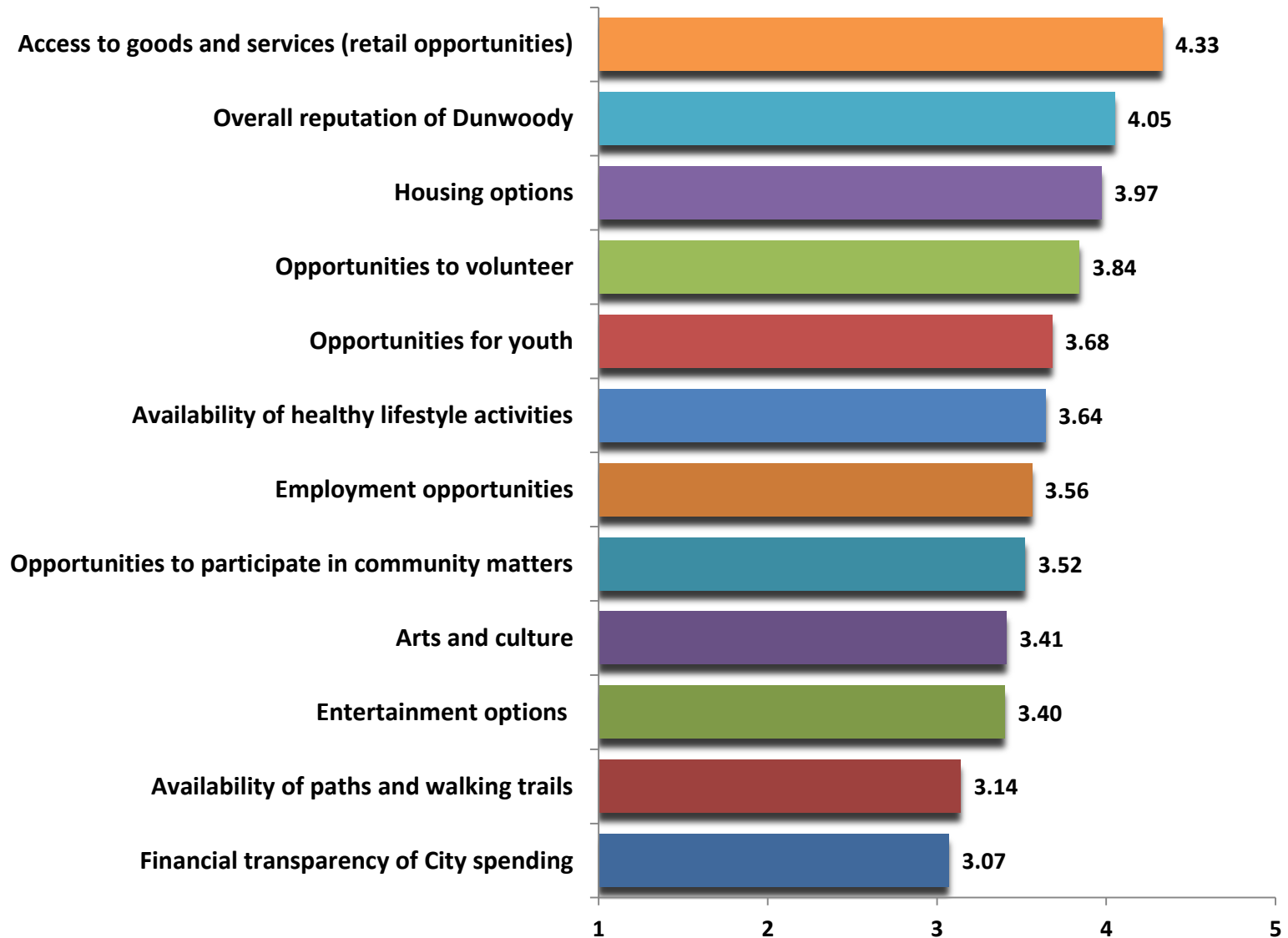
How Satisfied are you with the following City of Dunwoody Characteristics?

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



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

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





No problem, doing well working on the right things.

(Male, 35-44)

Quite clear, don't have hidden agenda. I have a lot of confidence in the Mayor and the Councilmen.

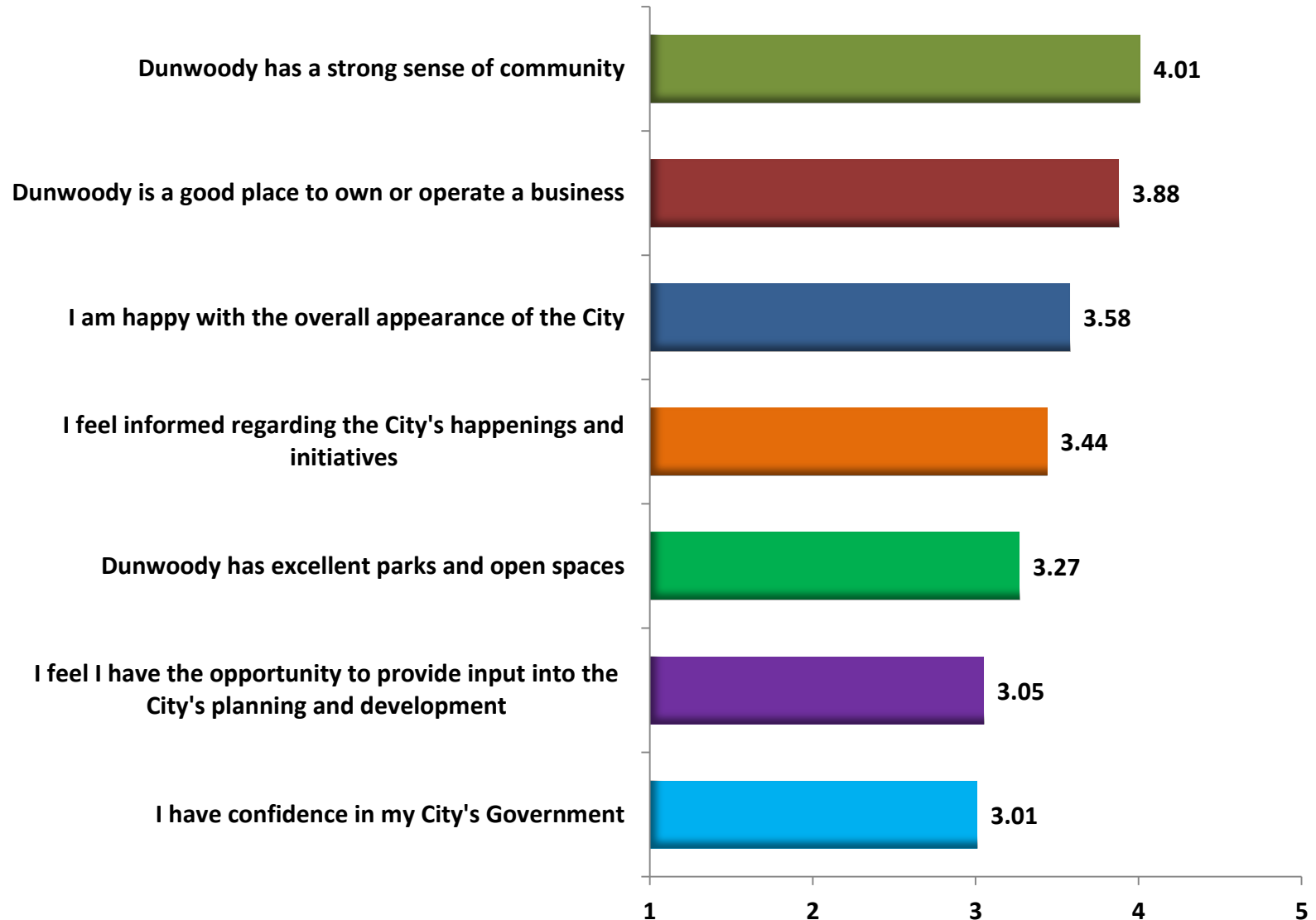
(Male, 65-74)

I think it is good. We only had one or two minor political skirmishes and most of that seemed to be brought on by some of us crazy citizens more than the politicians. I think all things considered everyone tried to be very professional and very polite almost to the point maybe to a fault and probably encouraged some of these crazies to come out of the woodwork and take pot shots at them.

(Male, 65-74)

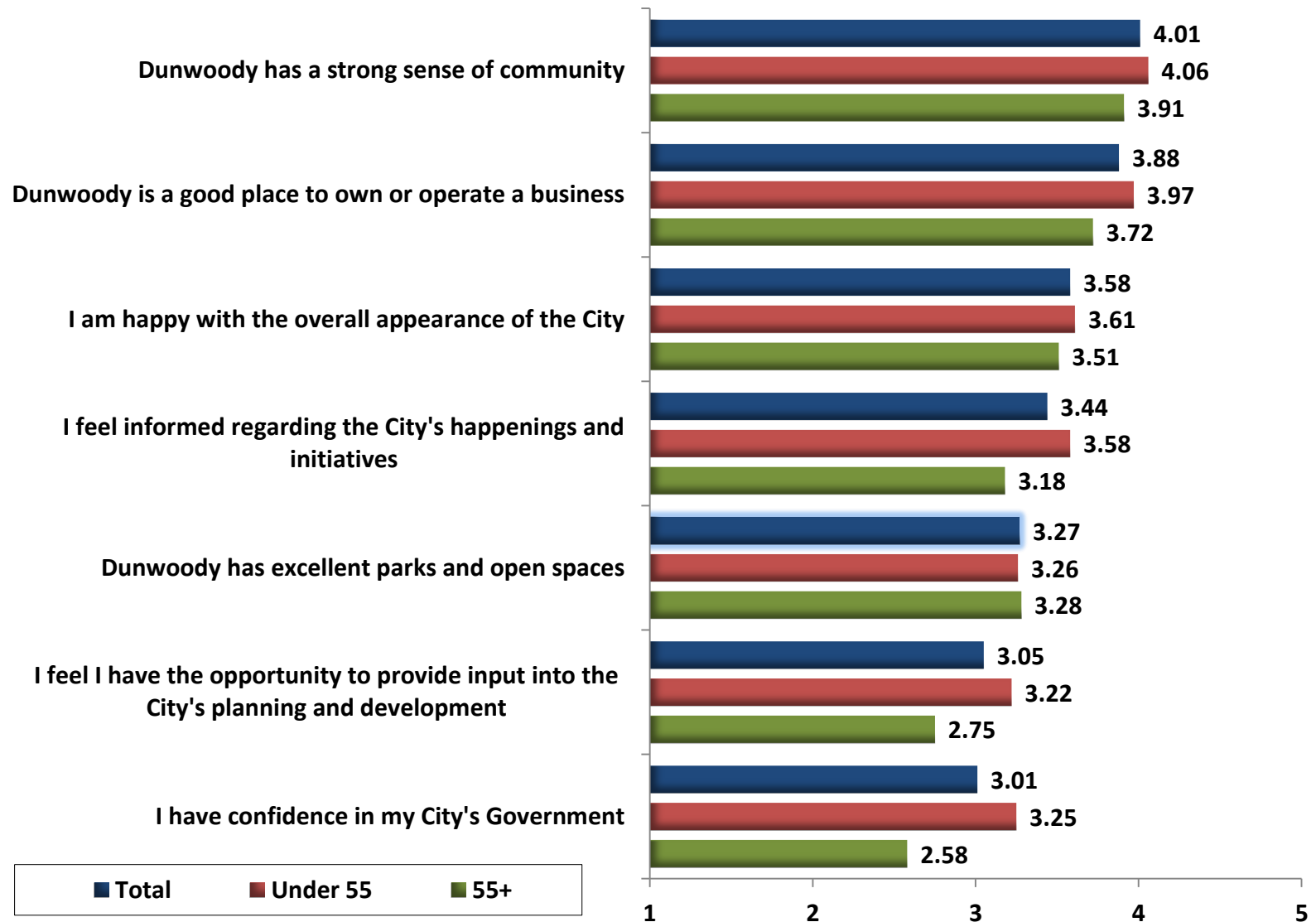
How satisfied are you with each of the following characteristics of the City of Dunwoody?

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



How satisfied are you with each of the following characteristics of the City of Dunwoody?

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I believe we have been very transparent. Pretty much in any meeting if you don't attend they post video online.

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(Female, 45-54)

We need an area that will bring people to city. I am for the City recommendations. I would like to see the changes in Dunwoody Parkway.

(Male, 55-64)

A lot of things have gone on in the last few years that were not upfront. Things that were promised....It's bait and switch. There has been a lot of bait and switch.

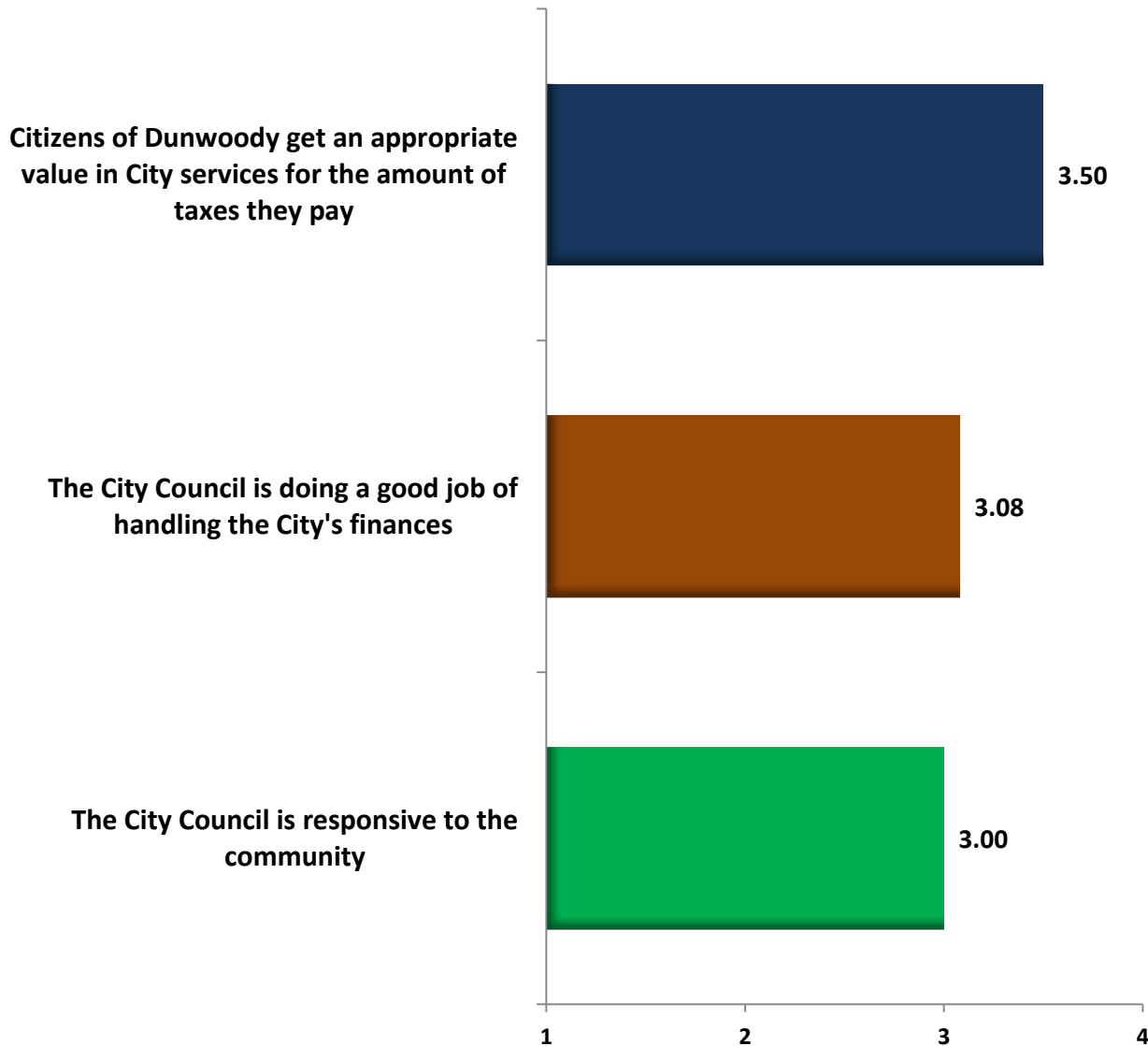
(Female, 55-64)

Education. Dunwoody should do what Decatur did. We need control of our schools. Our schools are not what they should be.

(Female, 45-54)

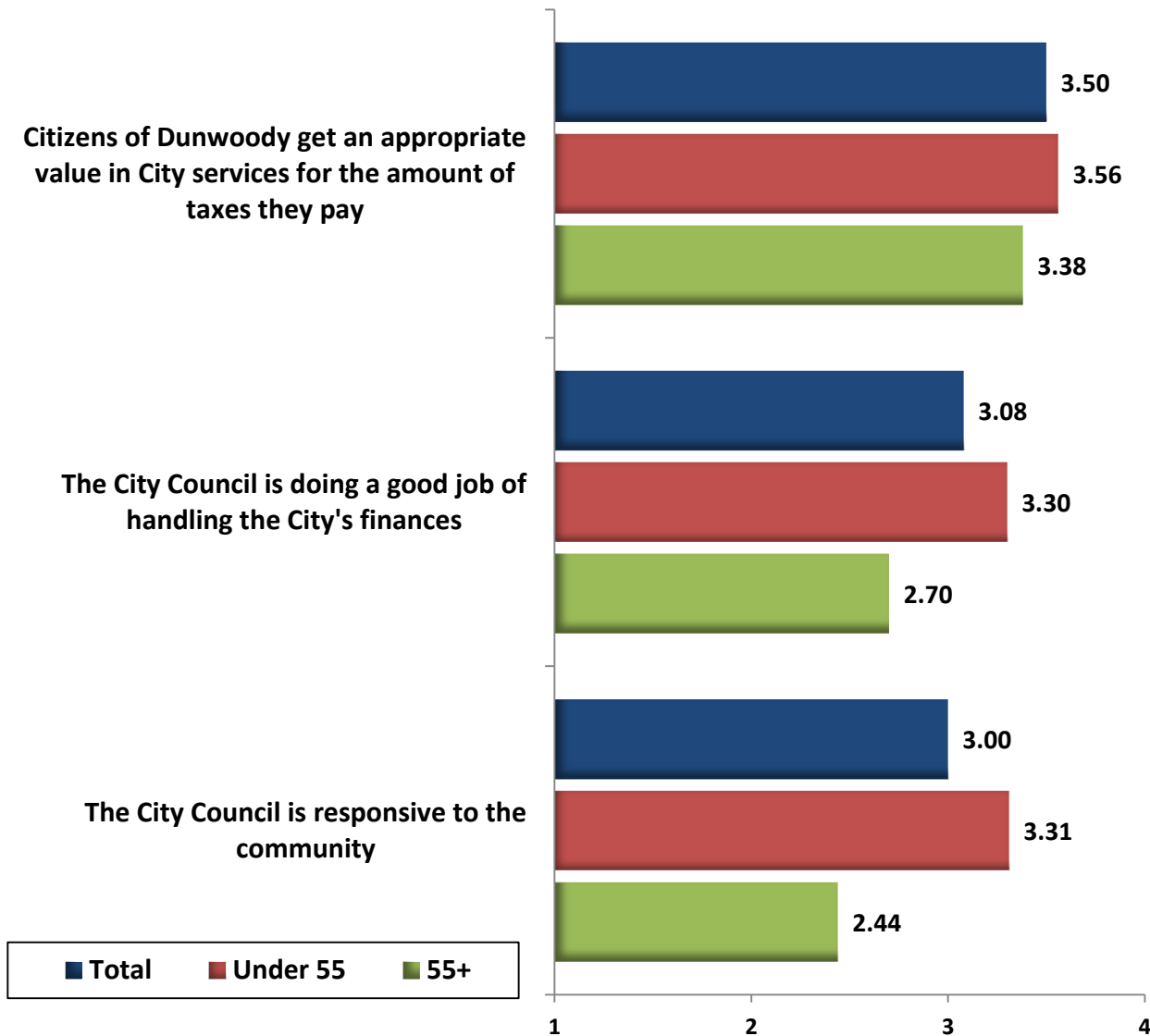
What's your level of agreement with statements concerning the City of Dunwoody?

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



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Compared to every other City or county government, we have a great City government...I might not agree with them every single time but that's politics.

(Female, 45-54)

I don't think they've got their priorities squared away. I think they got the wrong priorities and they're not forthcoming in letting us know ahead of time what they are.

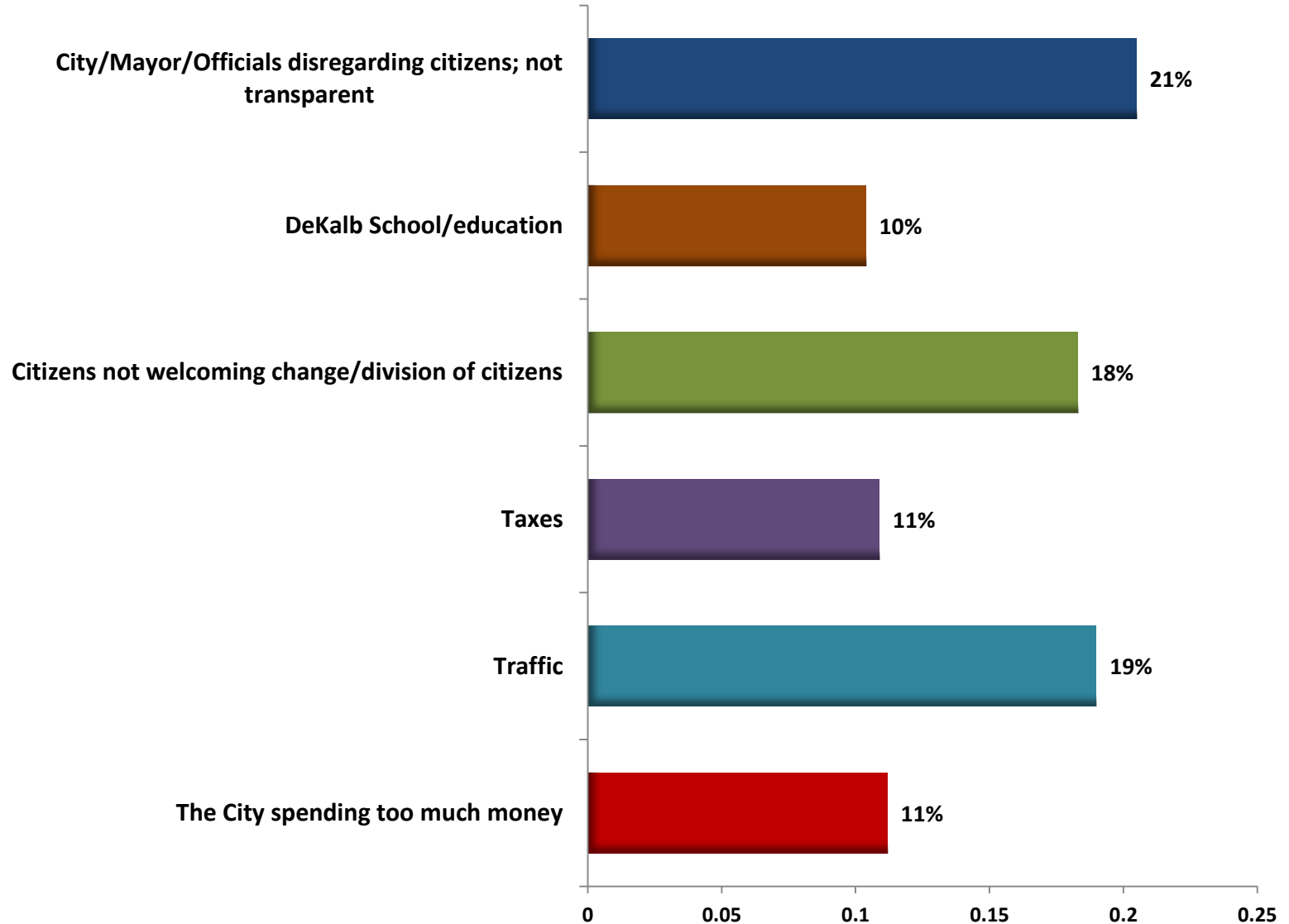
(Male, 75 +)

Very effective, using research driven data, building parks bike trails. Using best practice, to solve problems, I really support the new urbanism.

(Male, 65-74)

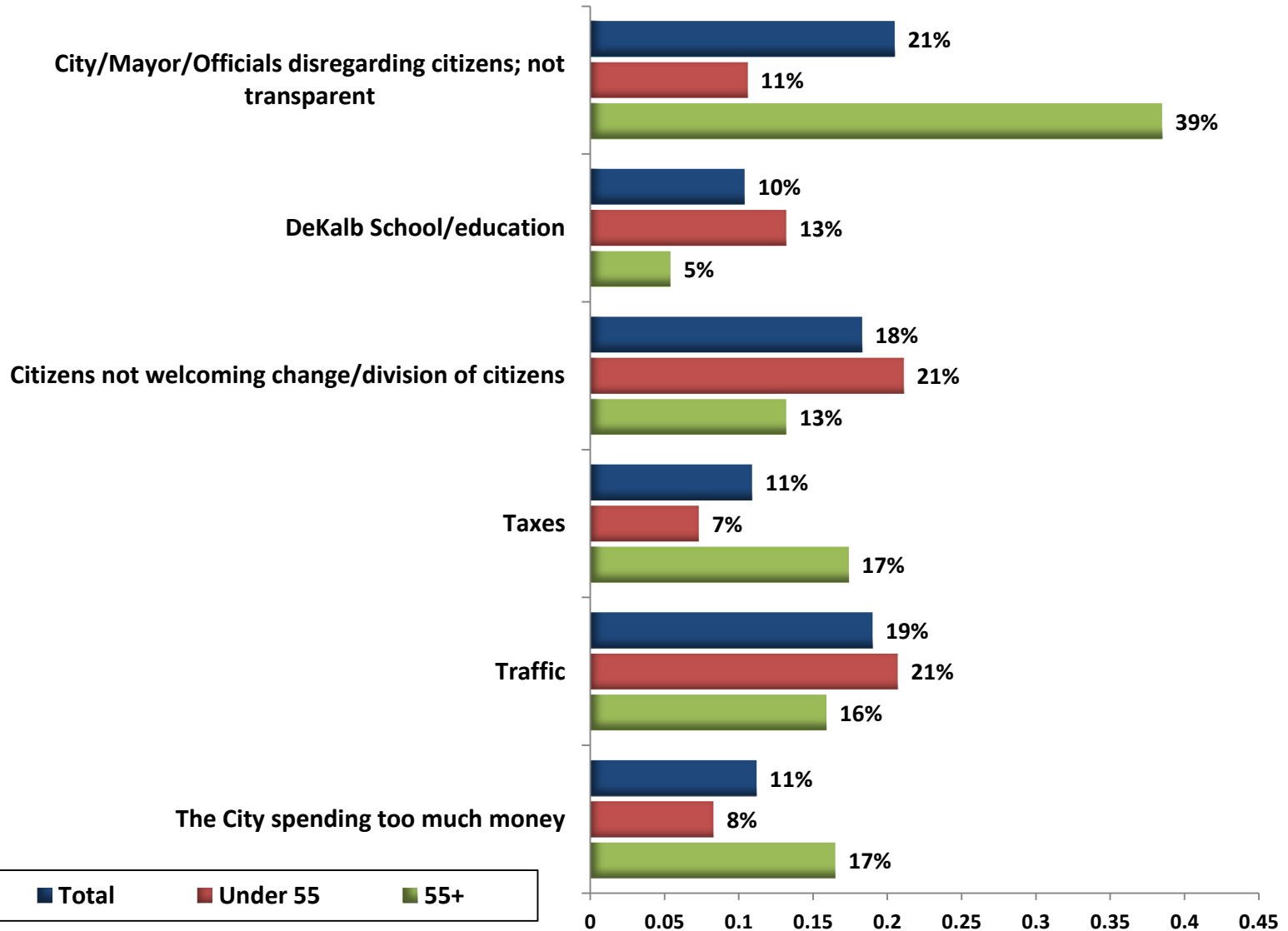
What Do You Consider The Biggest Issue Facing The City of Dunwoody Today?

(Open Ended Question)



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(Open Ended Question)





I think the biggest issue facing the local government is overcoming the loud minority of people who are so against a city of Dunwoody moving forward and implementing new changes to better the city... I am very impressed with the accomplishments of our city so far in its short history.

(Male, 35-44)

I would say they're transparent on some issues and some issues they are not. I think the transparency is there as far as developments that accrue and what kind of business they want to bring in, and what that land would be used for.

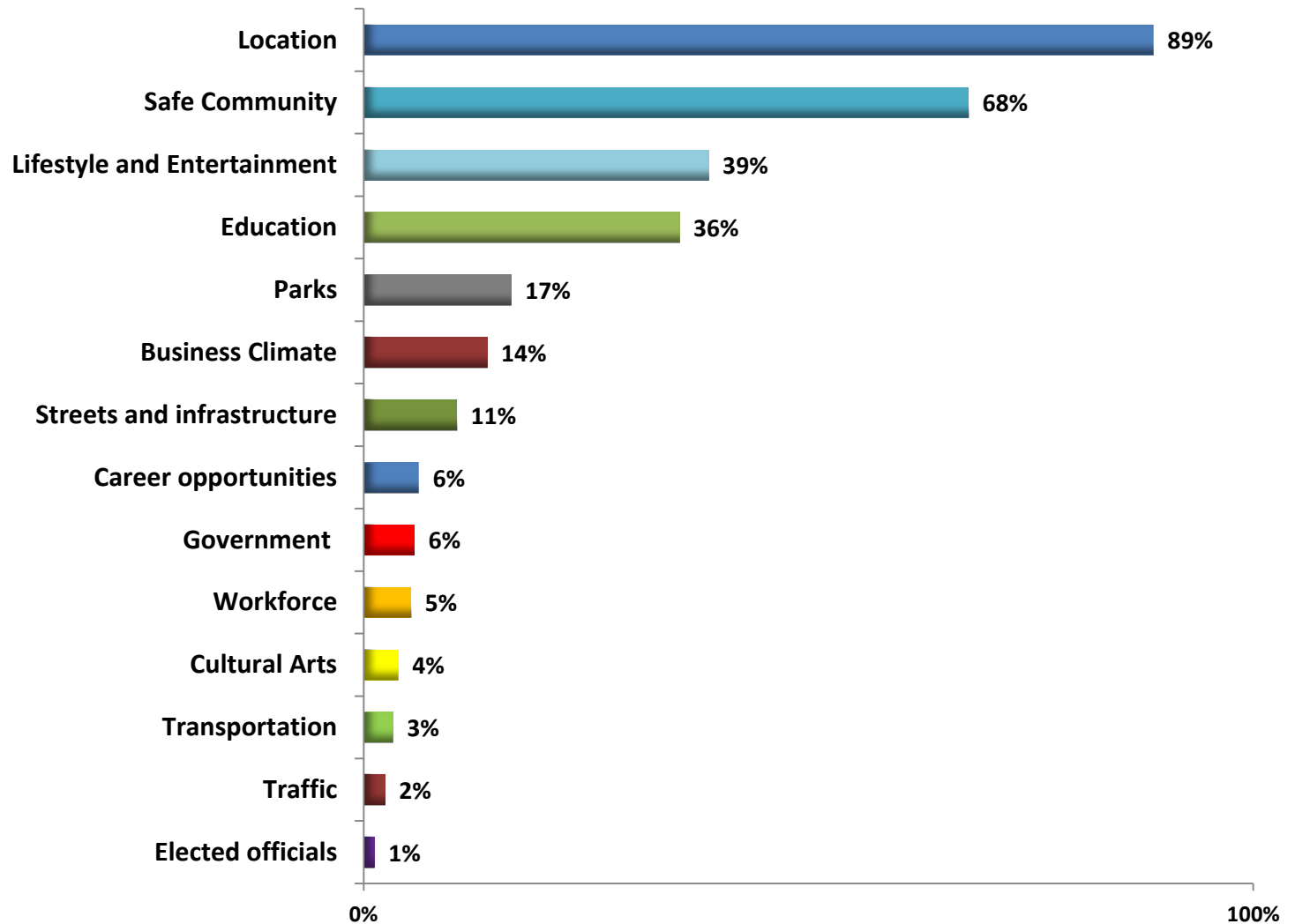
(Male, 35-44)

The City's elected officials and the city manager make significant decisions without providing adequate opportunity for public input.

(Male, 55-64)

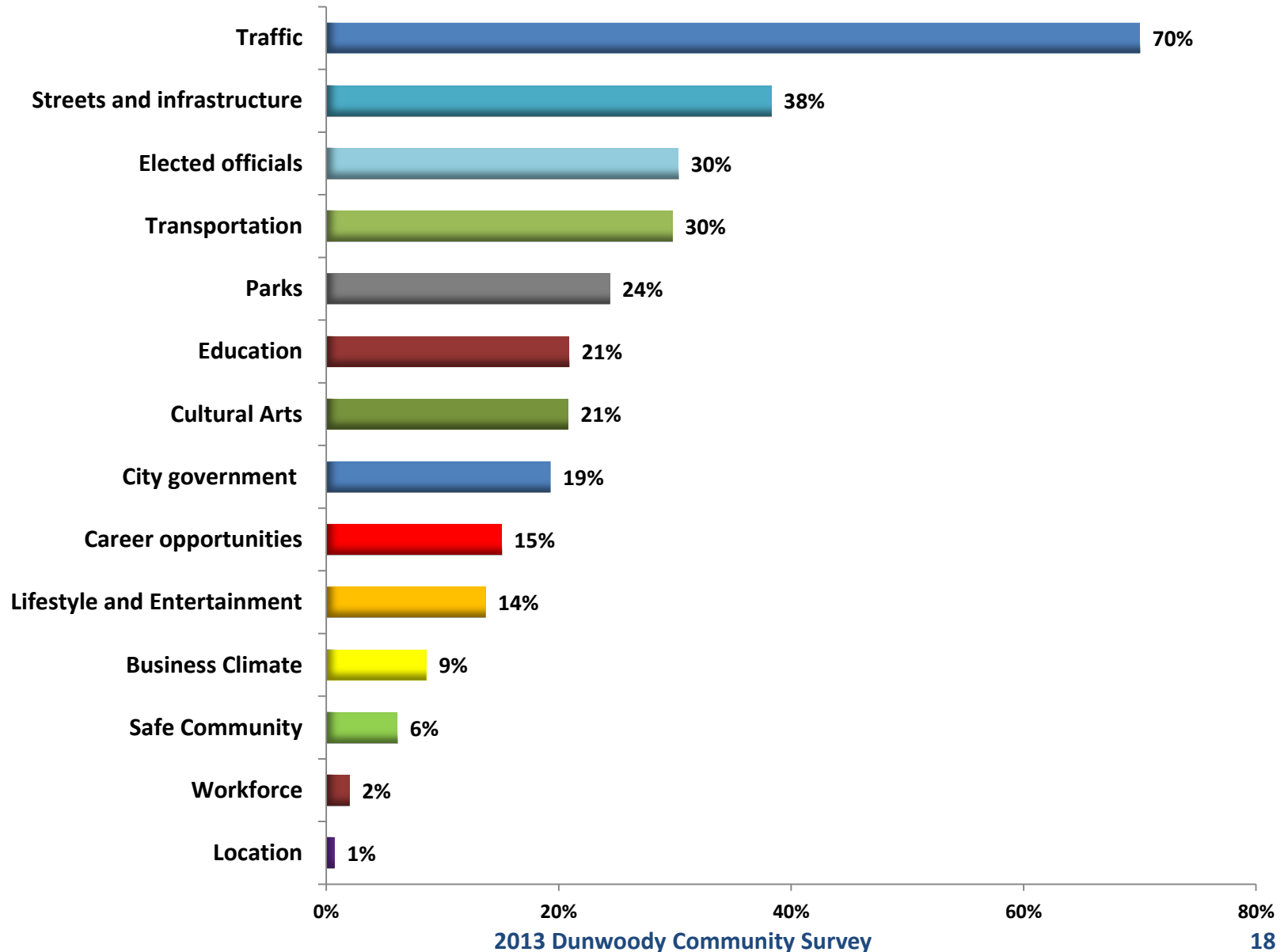
What do you consider to be the top strengths of the City?

(Top Three Answers From List)



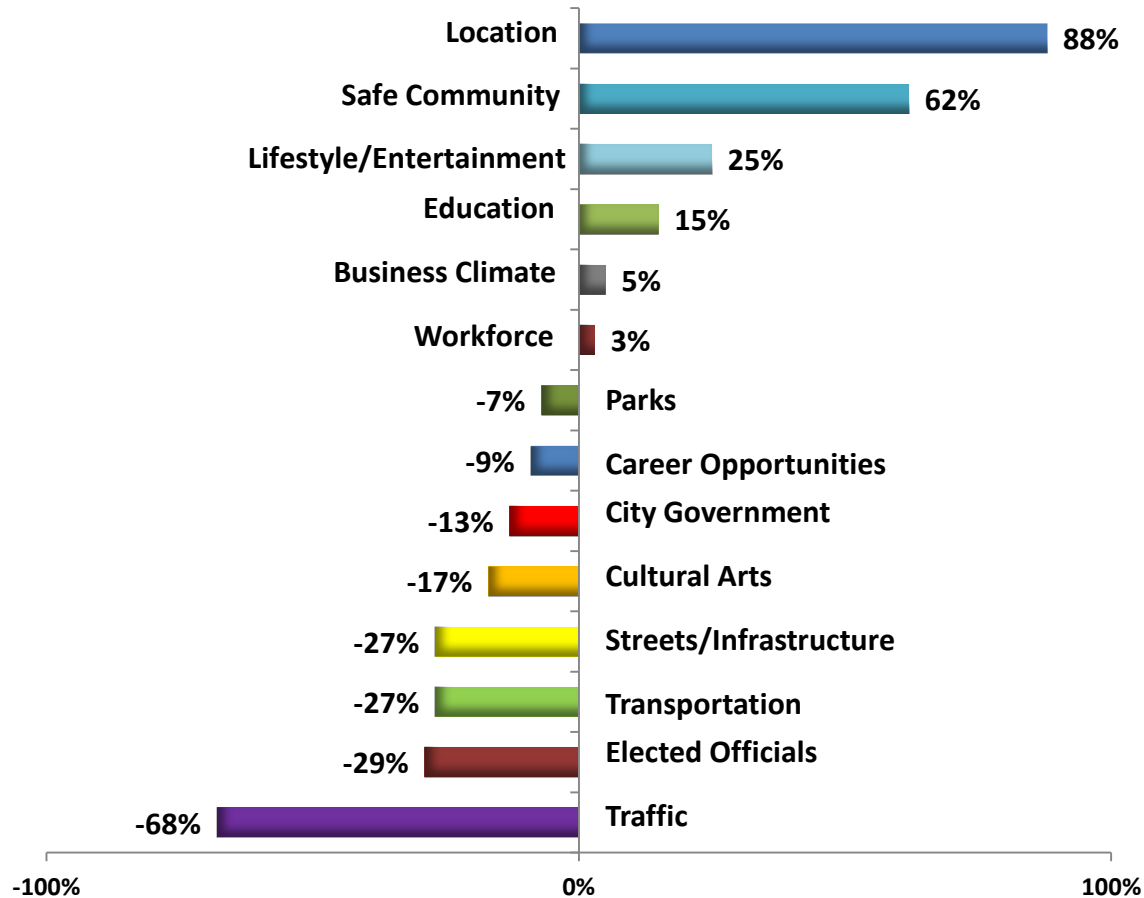
What do you consider to be the top weaknesses of the City?

(Top Three Answers From List)



Comparative Analysis of City Strengths/Weaknesses

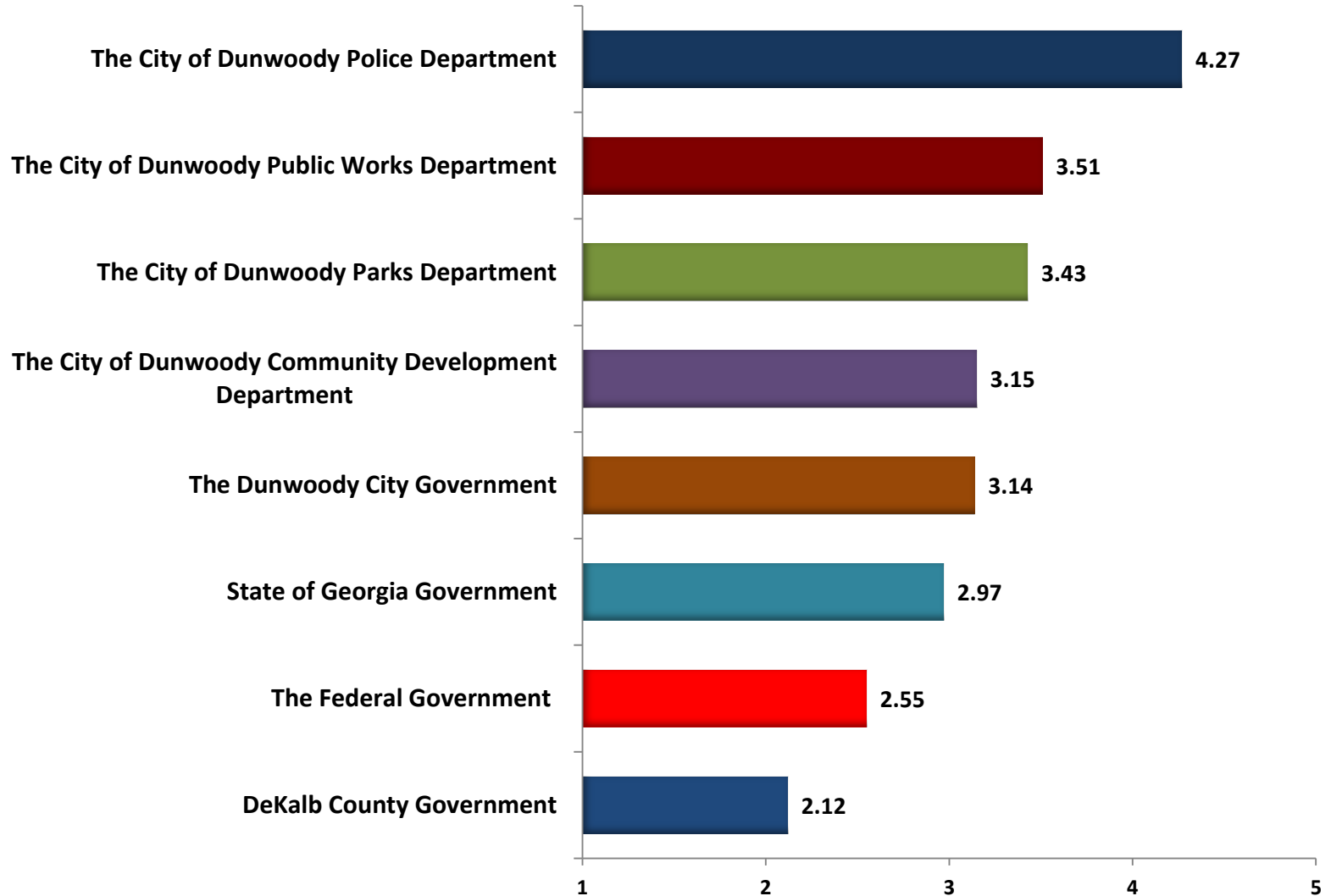
(Strengths%) – (Weakness %)



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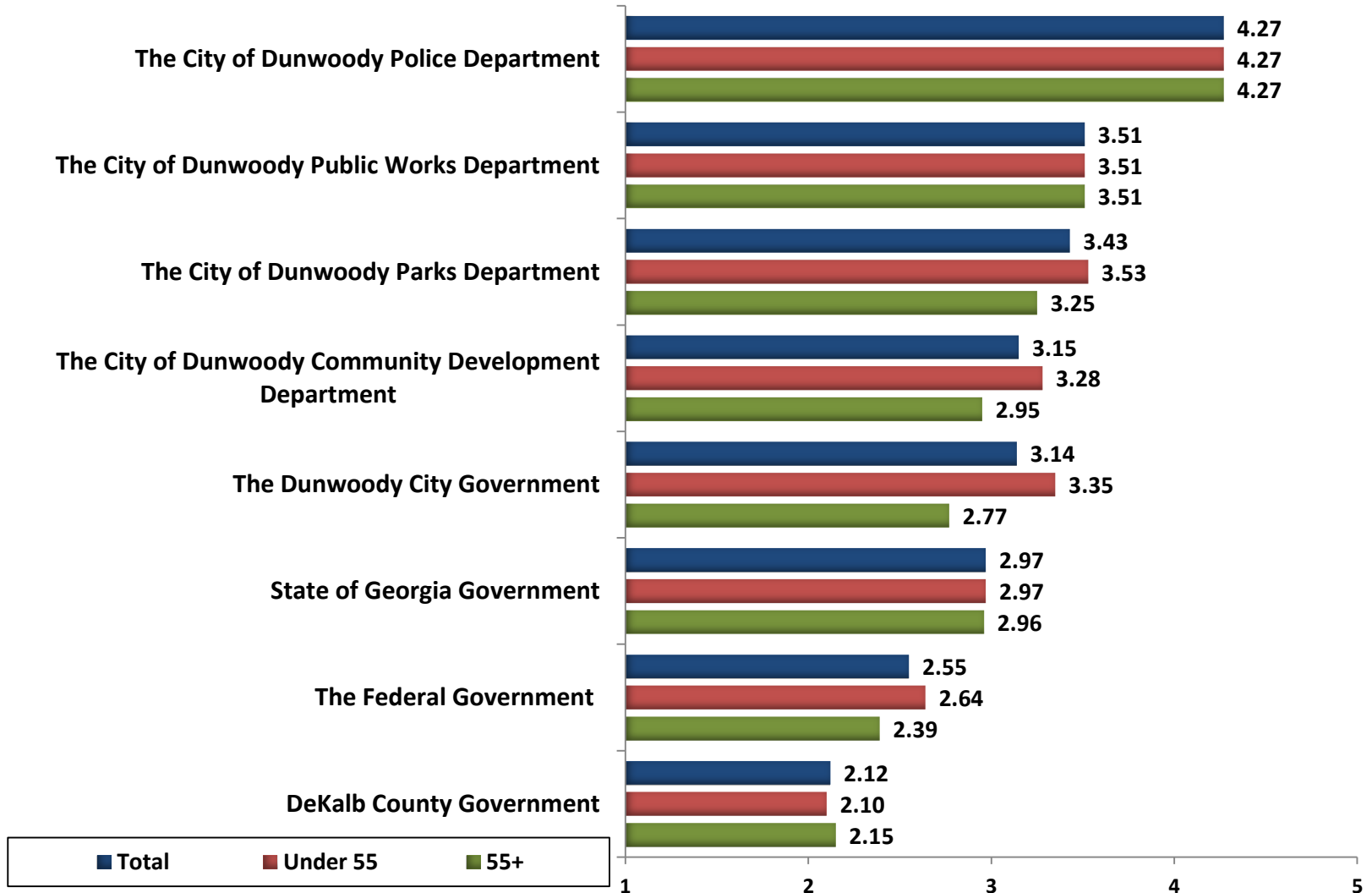
How would you rate the quality of services provided by...?

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



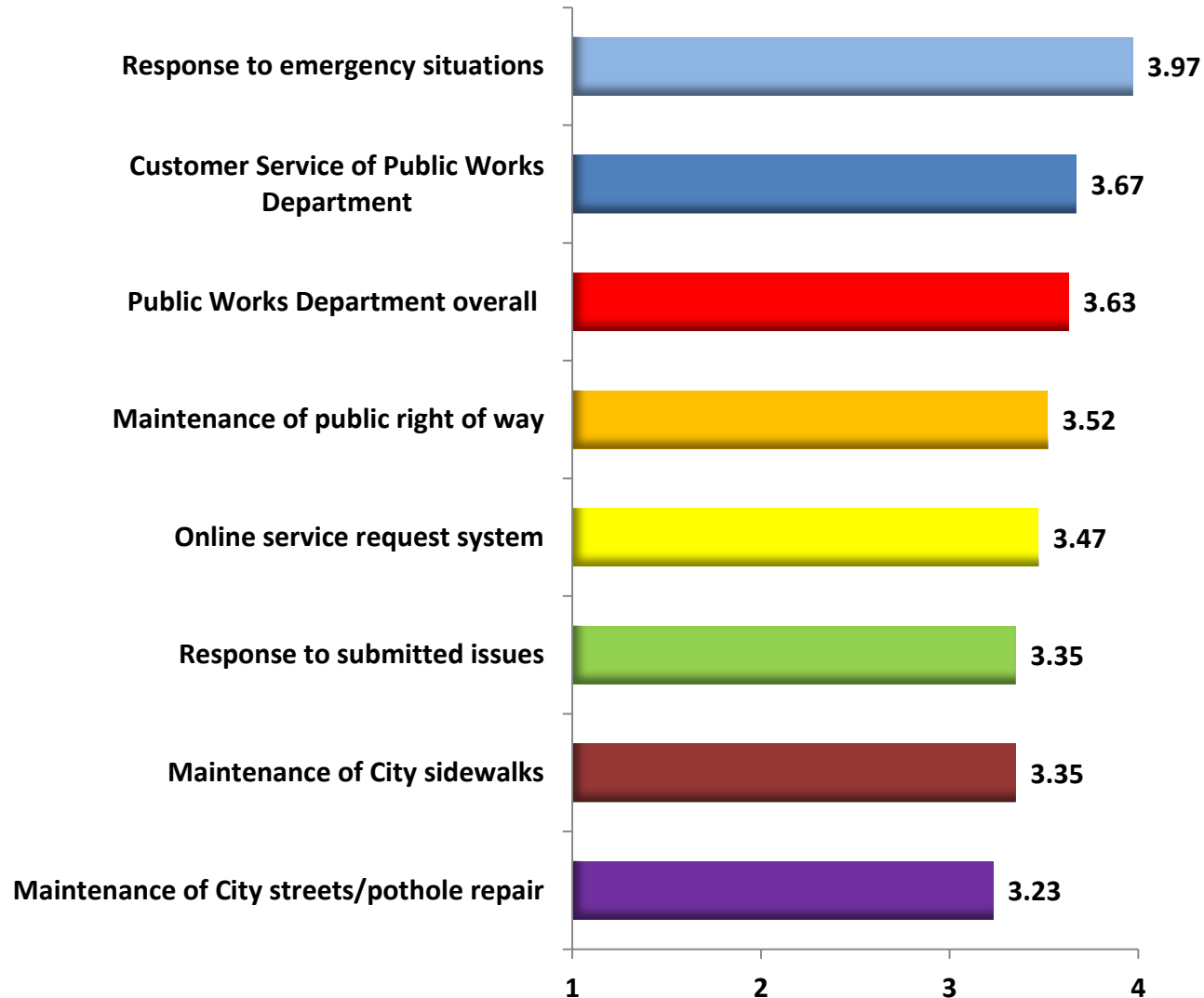
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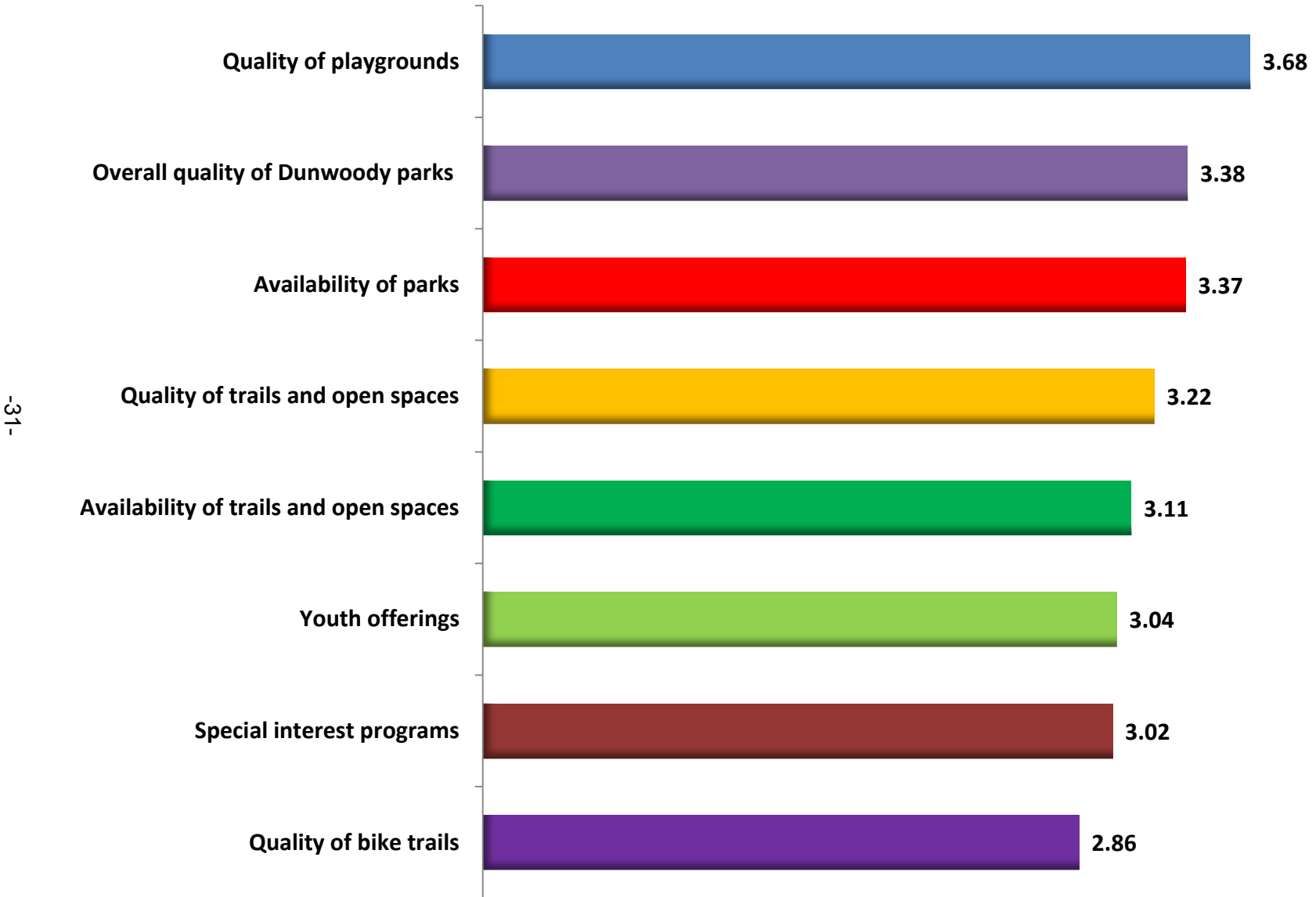
How do you rate the Public Works Department on the following?

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



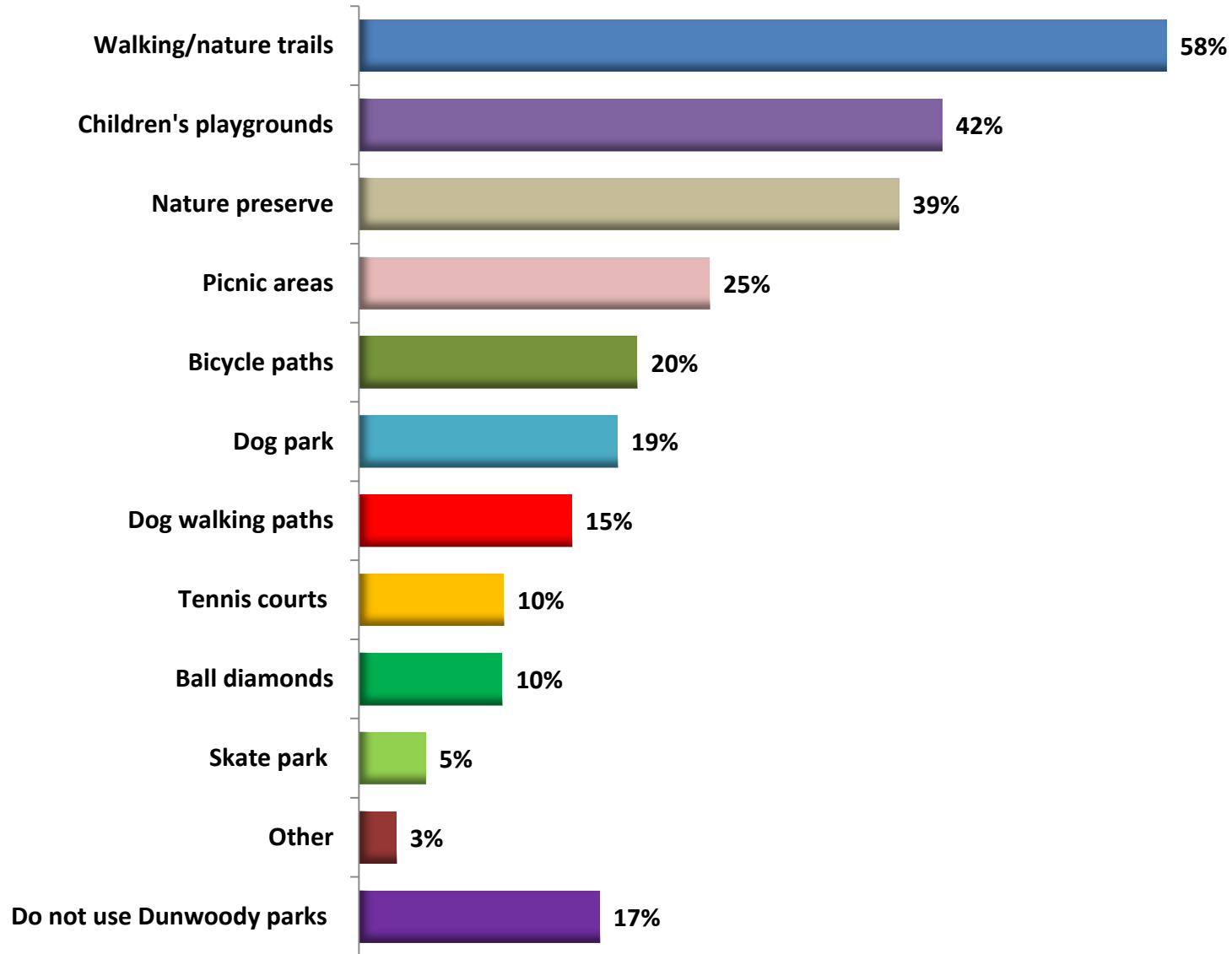
How do you rate the Parks and Recreation Department on the following?

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



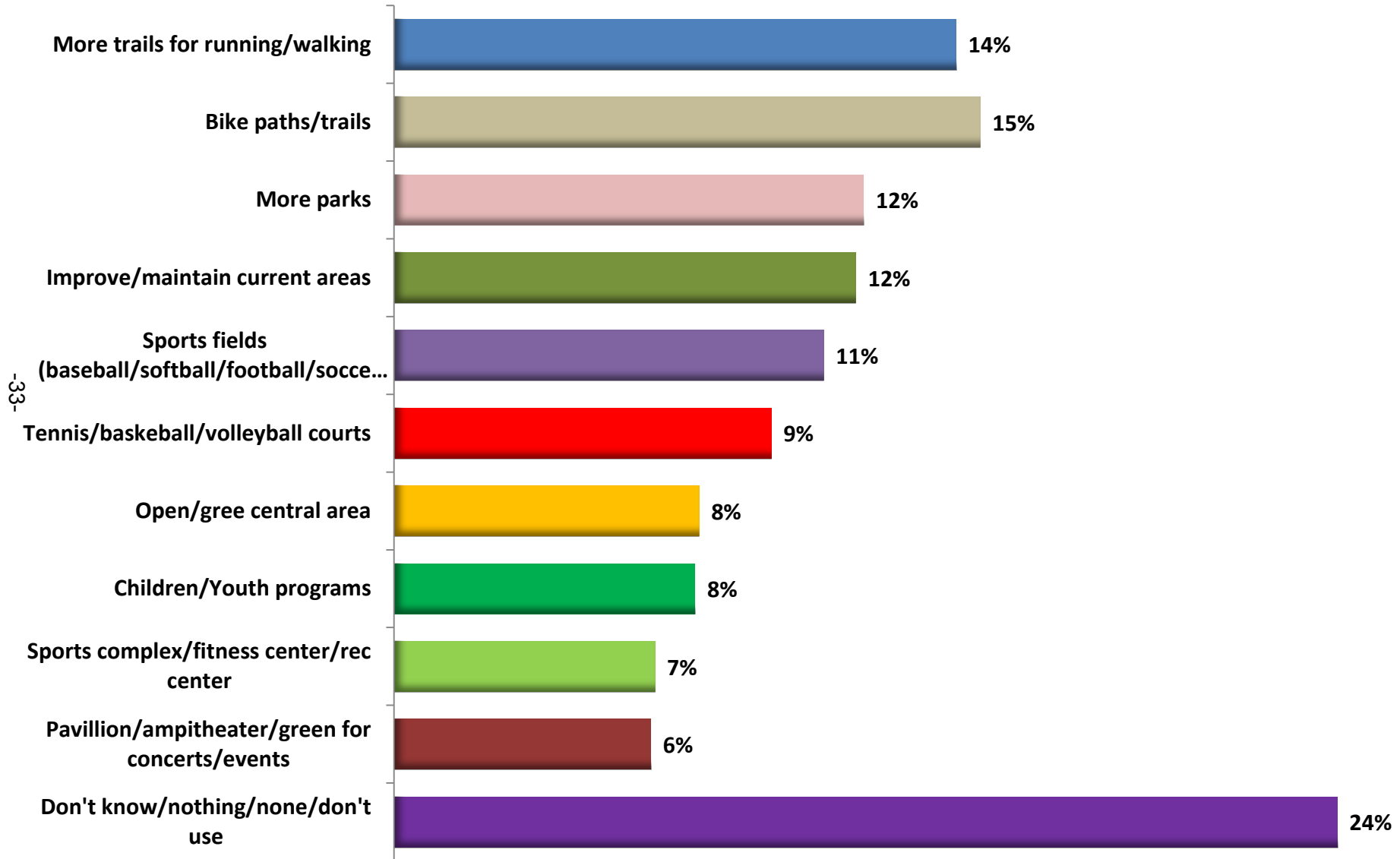
Which of the following park amenities/programs do you or your family use? (Ranked Order From List)

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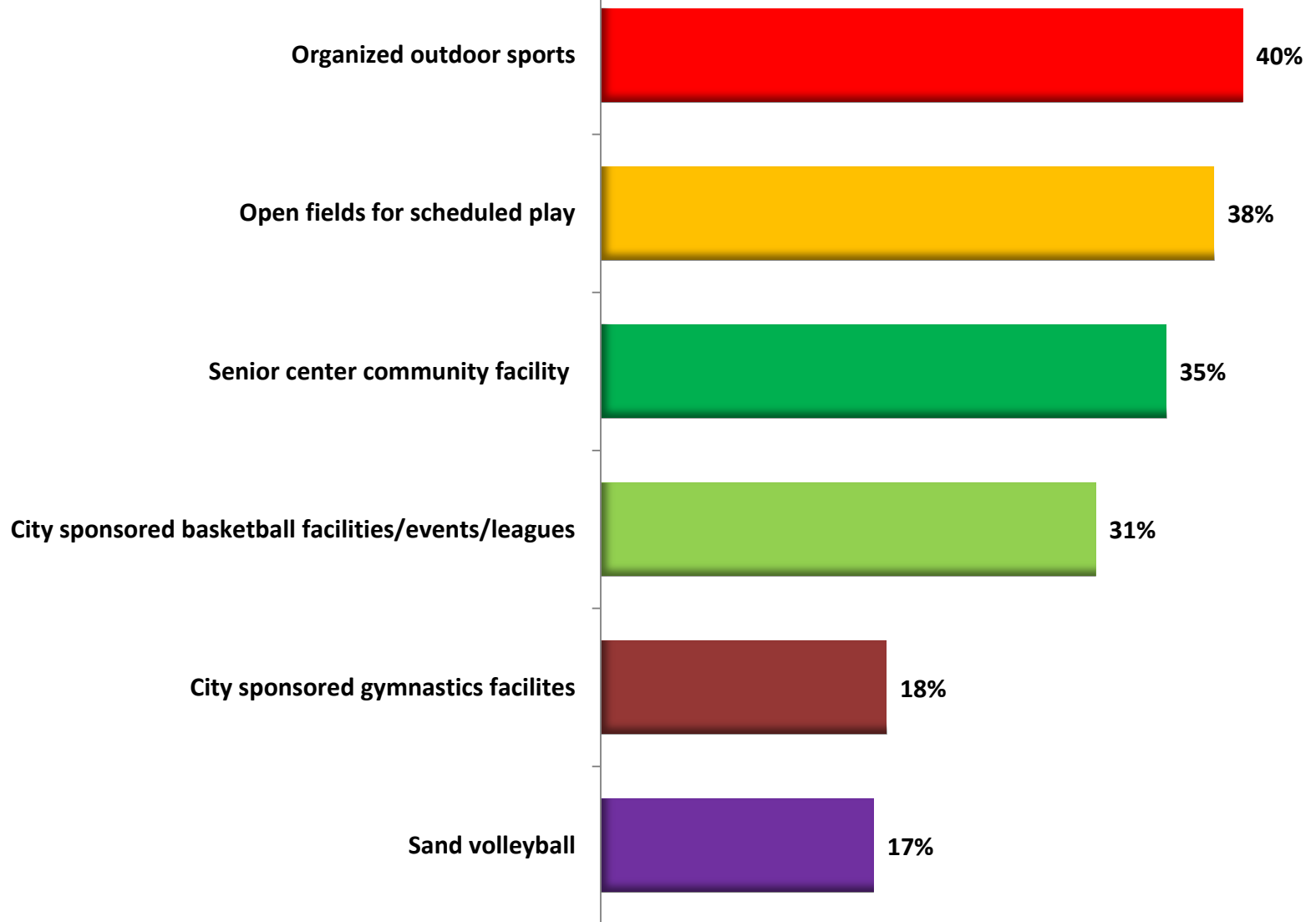
What additional amenities/programs would you like to see added by Dunwoody Parks & Rec in the next 20 years?

(Open Ended Question)



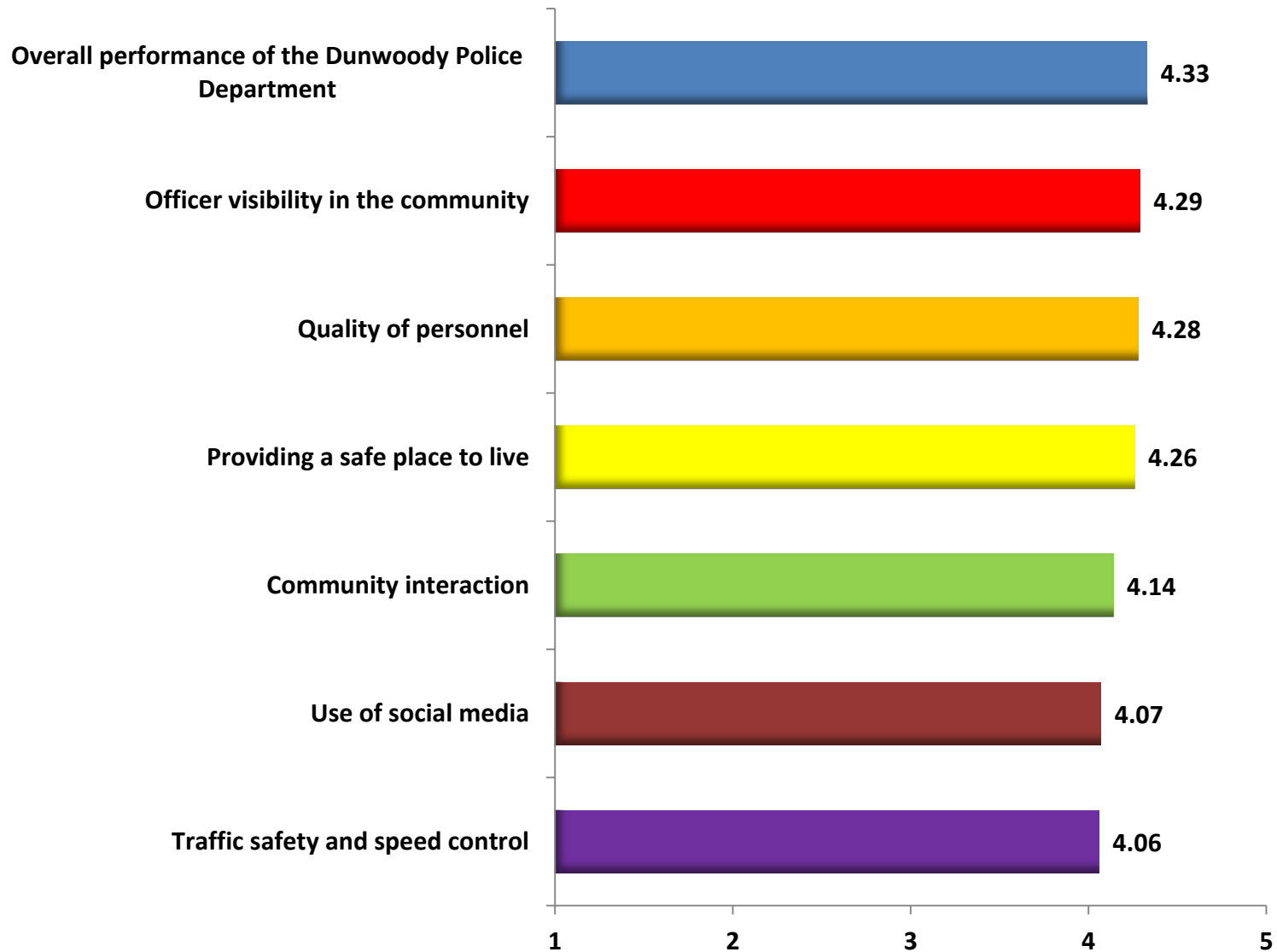
Which of the following would you like to see added in Dunwoody?

(Pick From List)



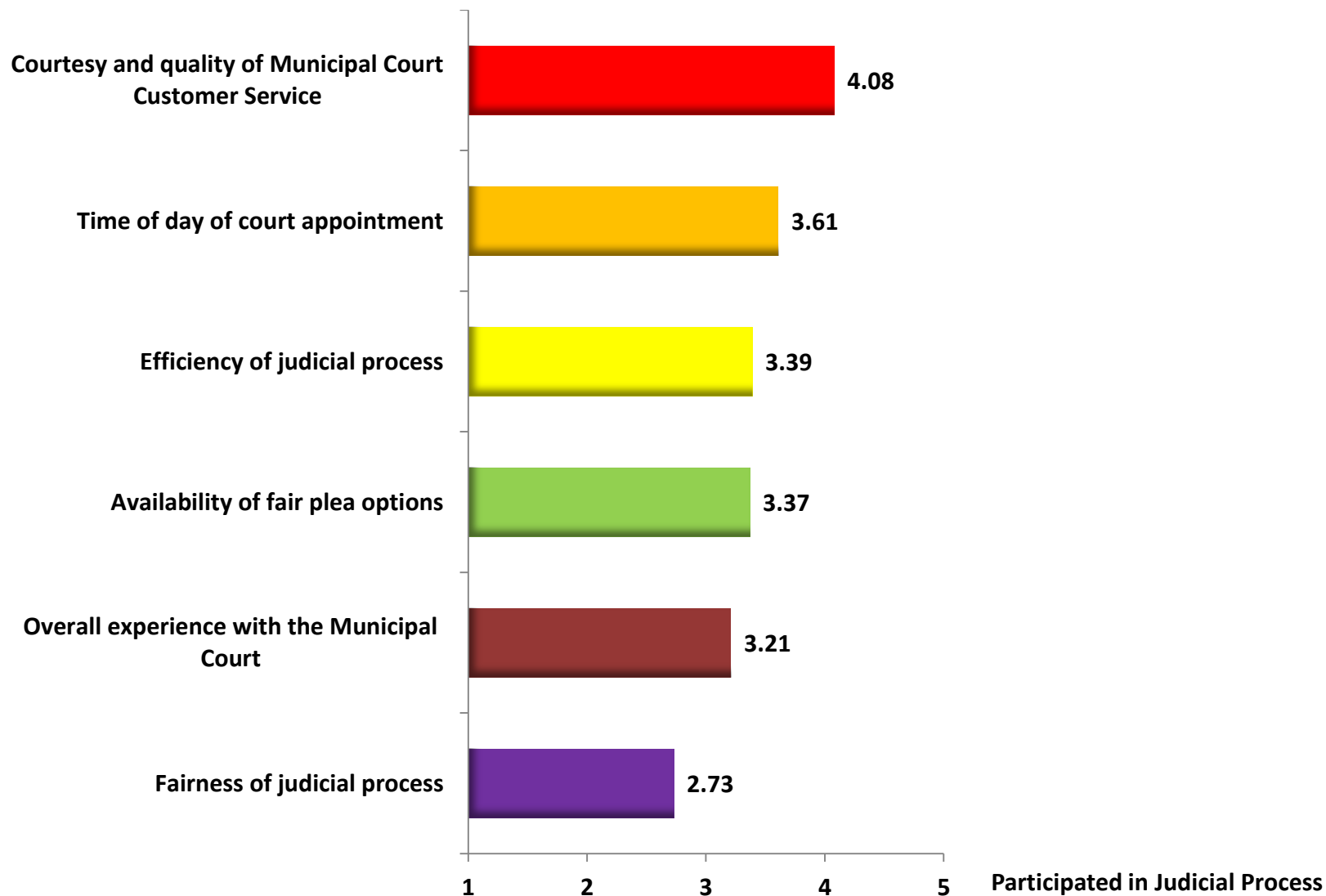
How do you rate the Police Department on the following?

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



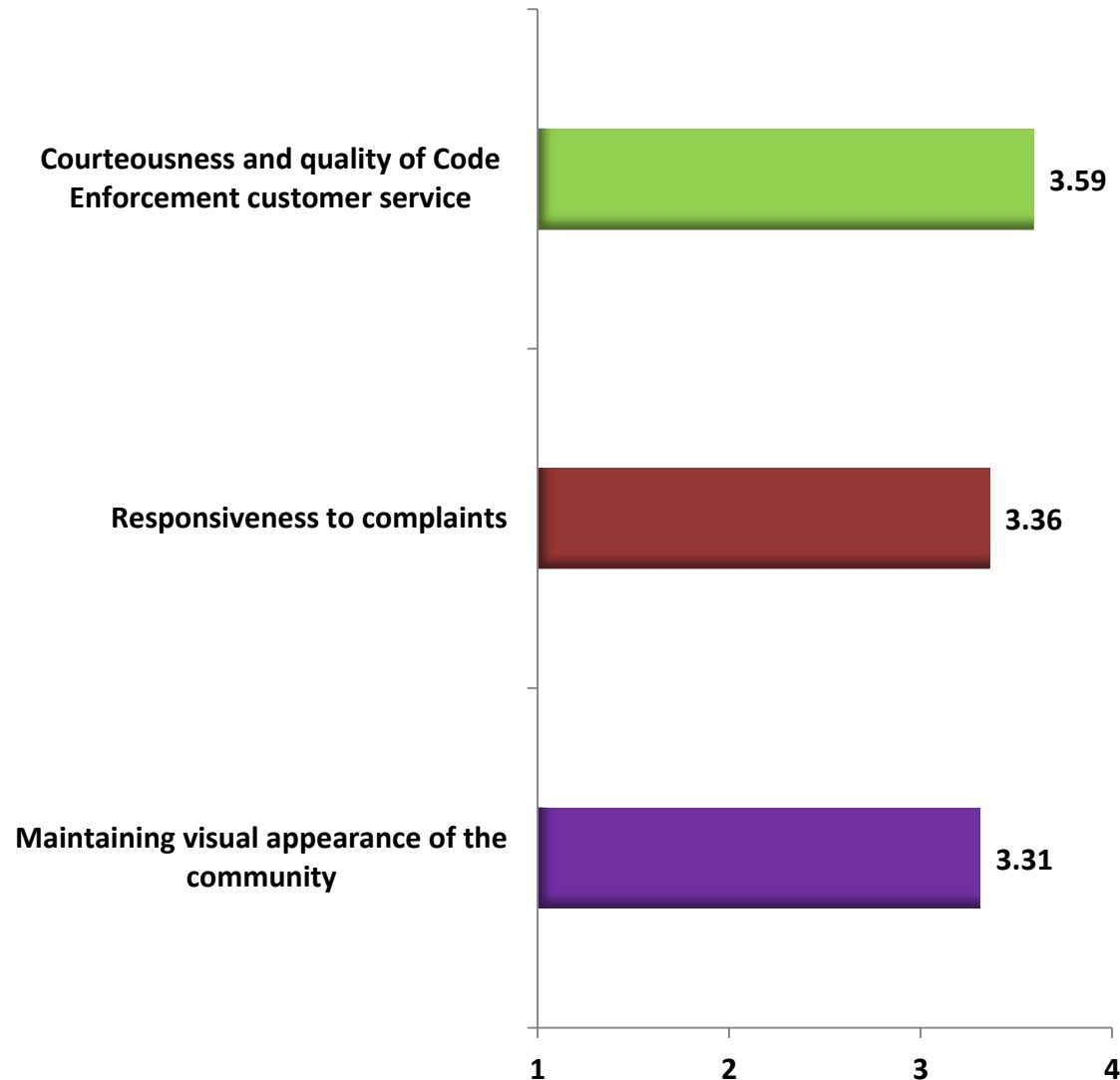
How do you rate Municipal Court Services on the following?

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



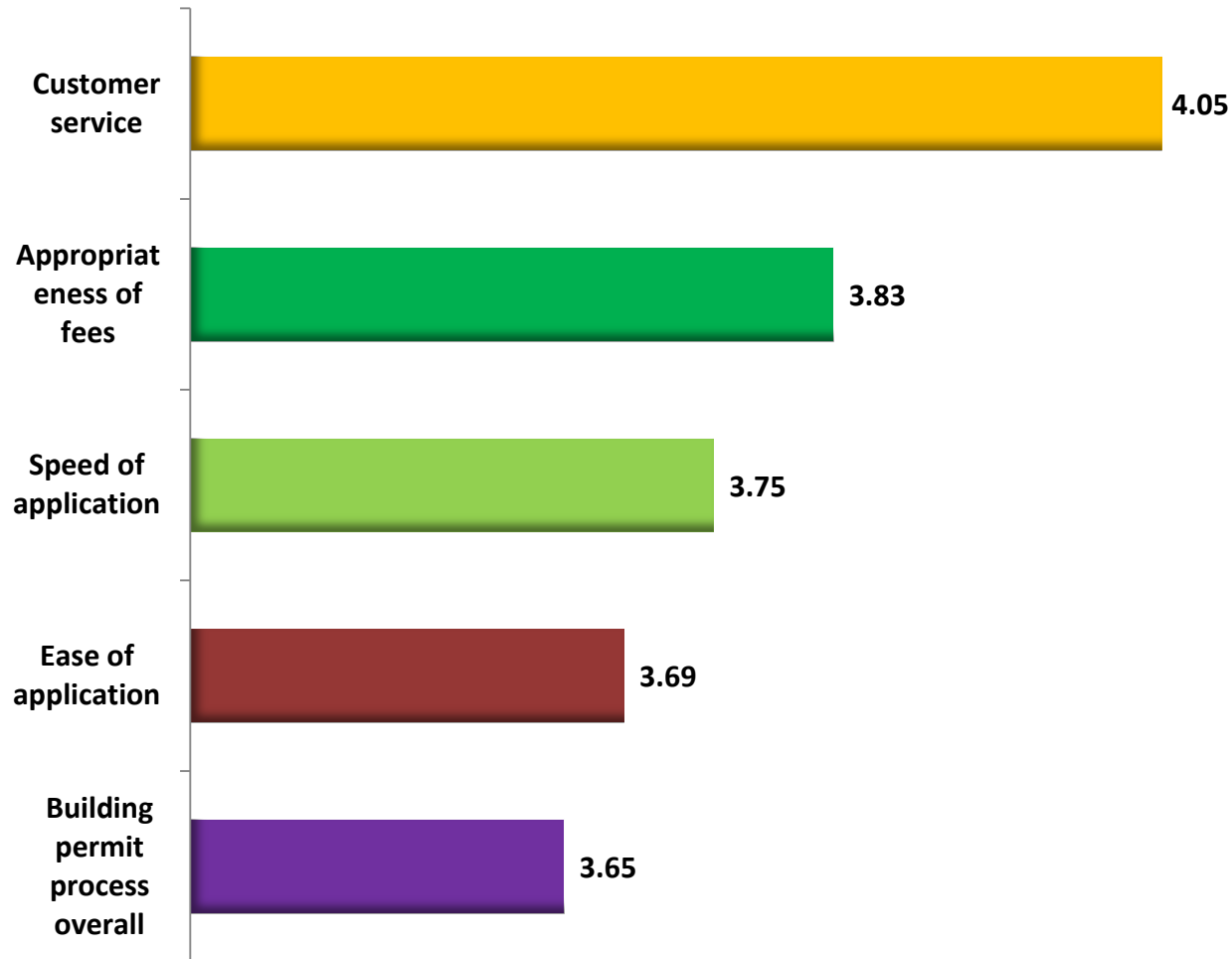
How do you rate the job the Code Enforcement division is doing on the following?

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



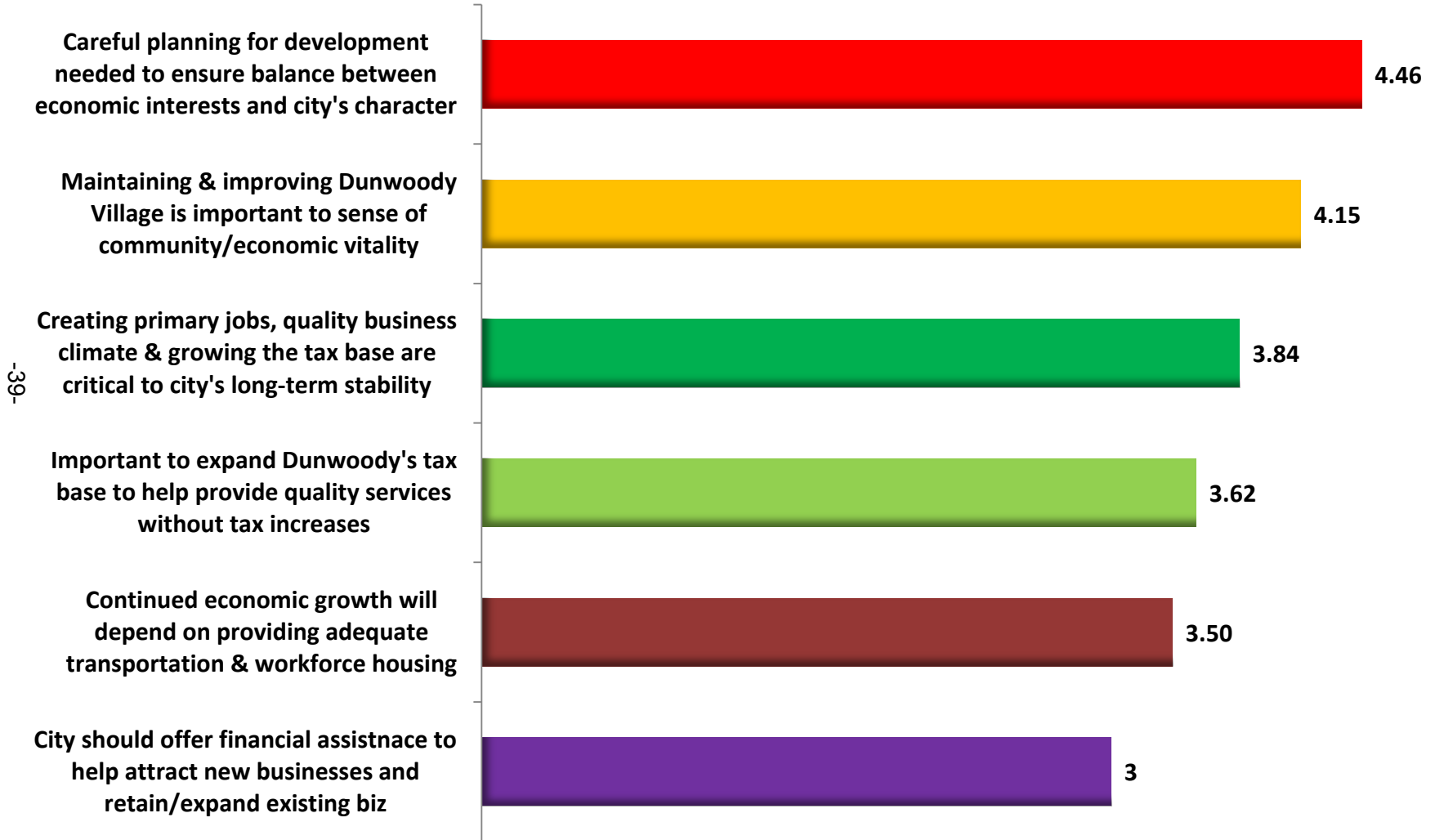
How do you rate the permitting process for the City on the following?

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



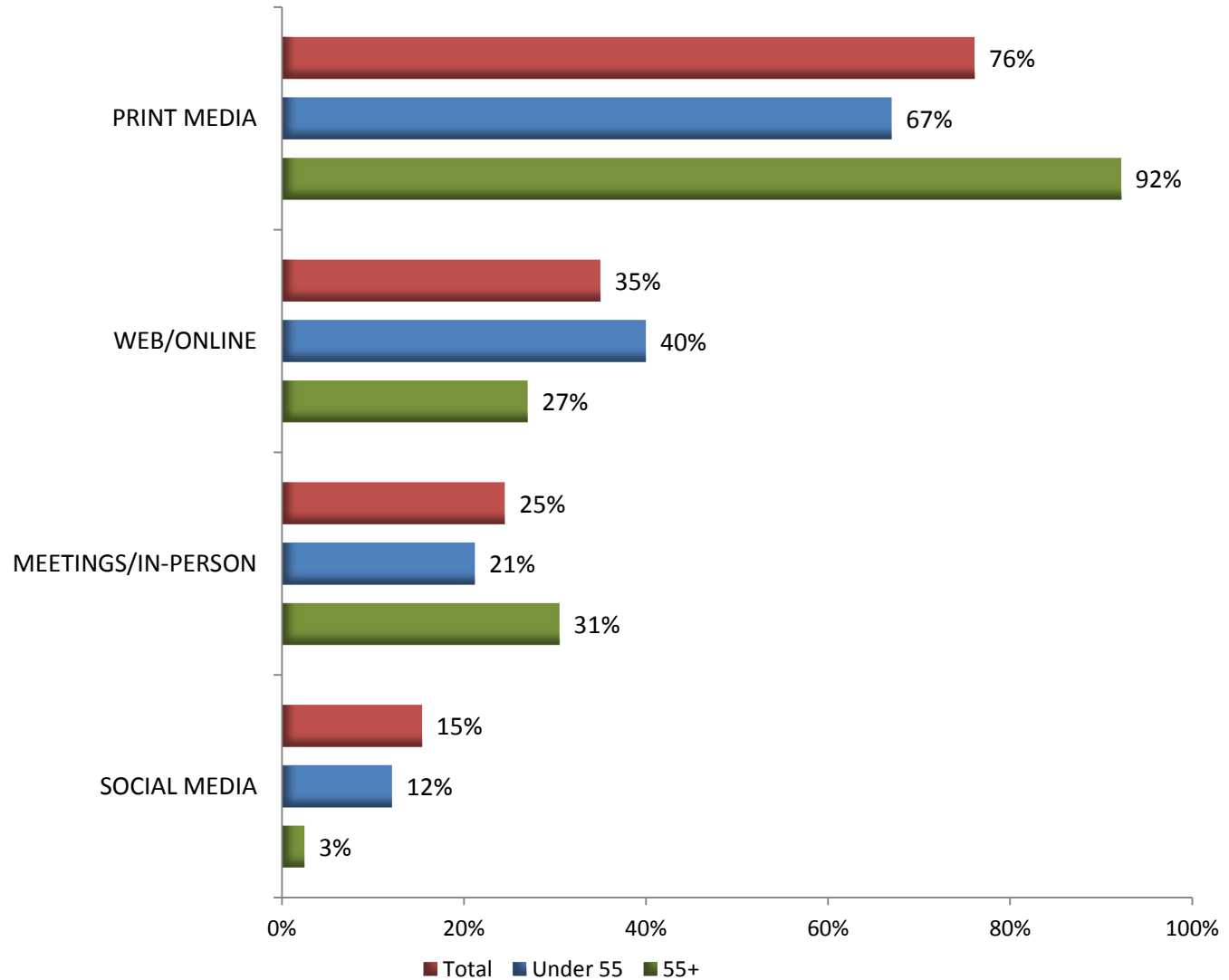
How much do you agree with the following statements concerning Development in Dunwoody?

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



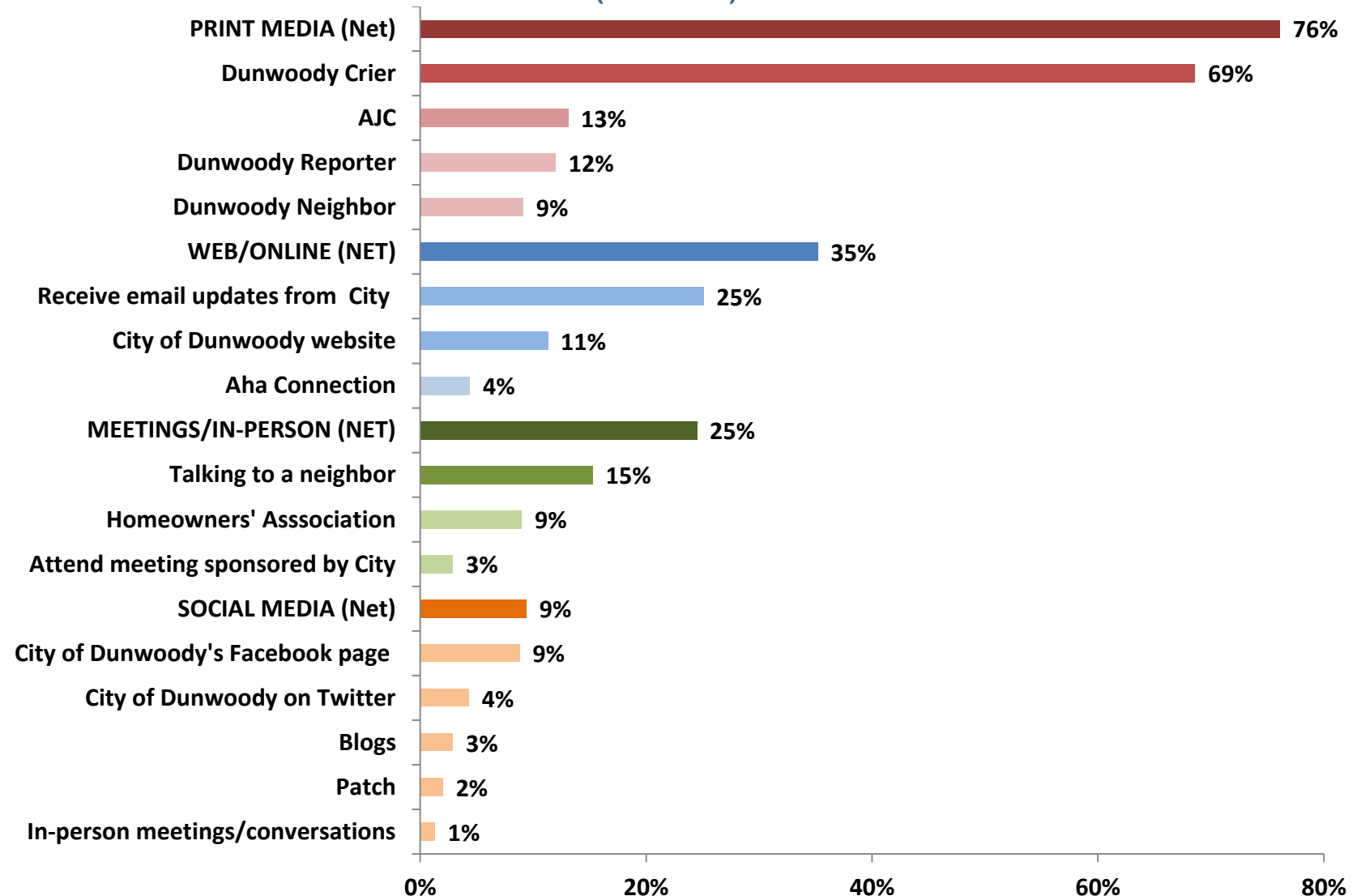
Which method do you use to obtain information about Dunwoody?

(Aided List)



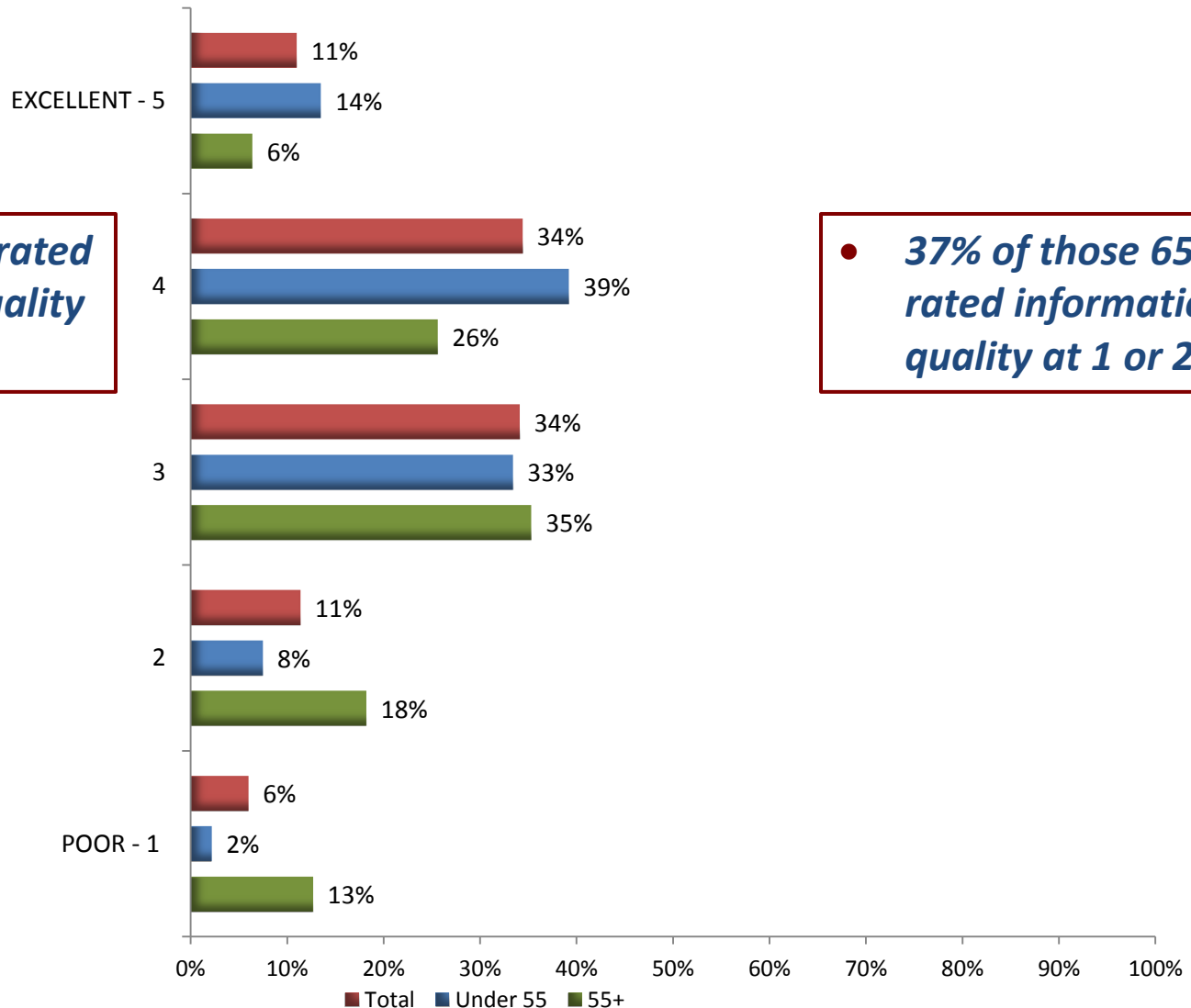
What are your favorite methods of getting information about the City of Dunwoody?

(Aided List)



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

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

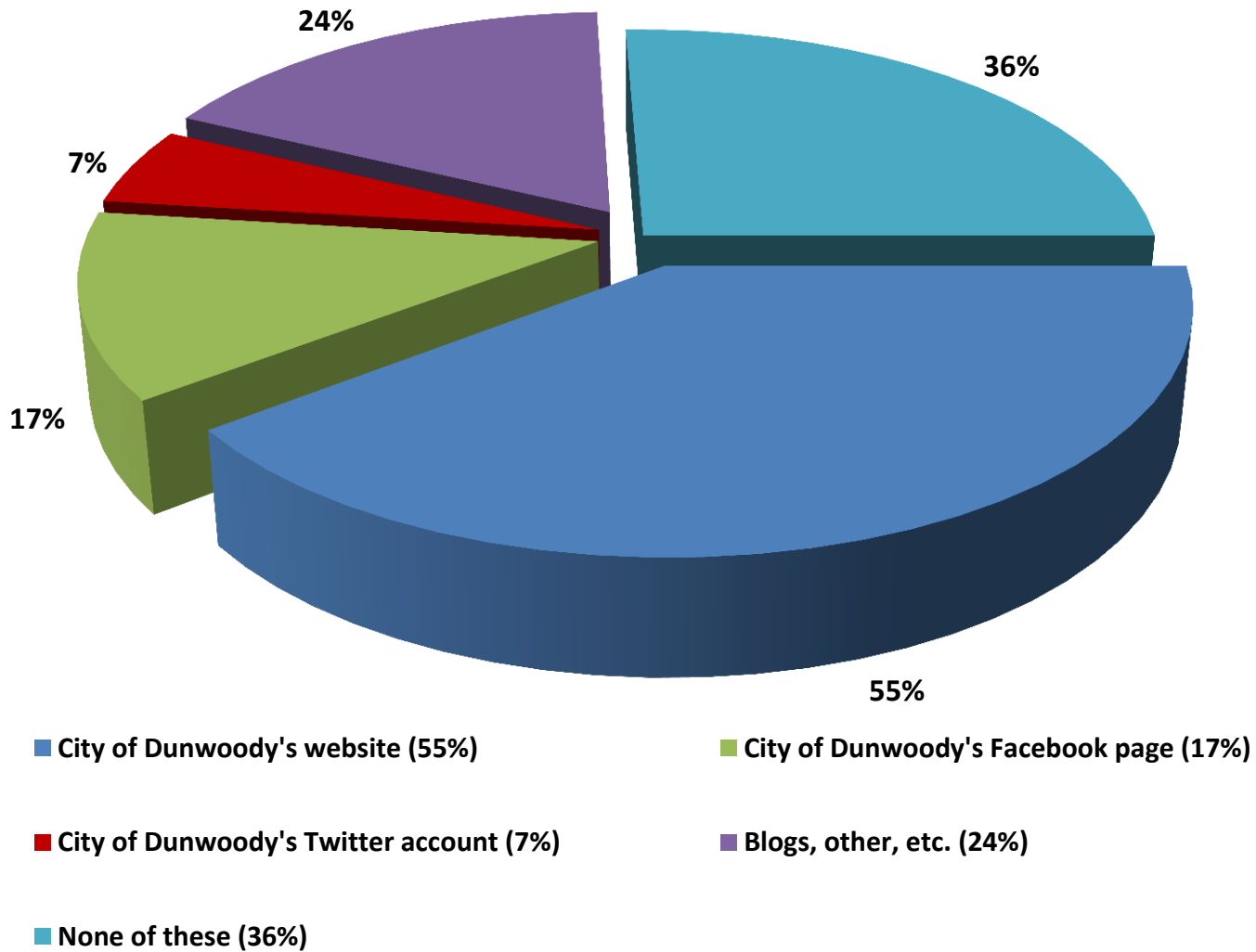


• **53% Under 55 rated information quality at 4 or 5.**

• **37% of those 65+ rated information quality at 1 or 2.**

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Social Media Used in Past 12 Months





Major strengths & benefits:

- Location
- Sense of community
- Good place to own a business,
- Quality of life
- Access to goods/services
- Overall reputation
- Housing options

Concerns & areas for improvement:

- Traffic control
- Streets & infrastructure
- Transparency of City government
- Perceived lack of attention to input from residents
- Responsiveness to needs of residents
- Relationship between Dunwoody citizens and City Council



Overall, Dunwoody citizens:

- ***Are very pleased with the services provided by City government, high customer service ratings***
- ***Have a high level of appreciation for City staff and employees***
- ***Desire more favorable interaction with City government and elected officials***
- ***Feel the City is a safe place to live, raise a family, and work***



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