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%: ±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

**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)

- As a place to raise children: 4.29
- Overall quality of life in Dunwoody: 4.22
- As a place to work: 4.09
- Overall feeling of safety: 4.05
- The future prospects of Dunwoody: 3.76
- Overall appearance of the City: 3.65
- As a place to visit: 3.5
- Quality of new development: 3.48
- As a place to retire: 3.47
- City signage: 3.37
- City of Dunwoody branding: 3.15

2013 Dunwoody Community Survey
What’s Your Opinion on these aspects and amenities of living in Dunwoody?
(Average Ratings – Scale: 1 = Poor to 5 = Excellent)

- Access to goods and services (retail opportunities): 4.33
- Overall reputation of Dunwoody: 4.05
- Housing options: 3.97
- Opportunities to volunteer: 3.84
- Opportunities for youth: 3.68
- Availability of healthy lifestyle activities: 3.64
- Employment opportunities: 3.56
- Opportunities to participate in community matters: 3.52
- Arts and culture: 3.41
- Entertainment options: 3.40
- Availability of paths and walking trails: 3.14
- Financial transparency of City spending: 3.07
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)

- I have confidence in my City's Government: 3.01
- I feel I have the opportunity to provide input into the City's planning and development: 3.05
- Dunwoody has excellent parks and open spaces: 3.27
- I feel informed regarding the City's happenings and initiatives: 3.44
- Dunwoody has a strong sense of community: 4.01
- Dunwoody is a good place to own or operate a business: 3.88
- I am happy with the overall appearance of the City: 3.58
- Dunwoody has a strong sense of community: 4.01
- I feel I have the opportunity to provide input into the City's planning and development: 3.05
- I have confidence in my City's Government: 3.01
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)

- I have confidence in my City's Government
- I feel I have the opportunity to provide input into the City's planning and development
- Dunwoody has excellent parks and open spaces
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- I am happy with the overall appearance of the City
- Dunwoody is a good place to own or operate a business
- Dunwoody has a strong sense of community

Total

Under 55

55+

9

2013 Dunwoody Community Survey
I believe we have been very transparent. Pretty much in any meeting if you don’t attend they post video online.

(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)

- Citizens of Dunwoody get an appropriate value in City services for the amount of taxes they pay: 3.50
- The City Council is doing a good job of handling the City’s finances: 3.08
- The City Council is responsive to the community: 3.00

2013 Dunwoody Community Survey
What’s your level of agreement with statements concerning the City of Dunwoody?
(Average Ratings – Scale: 1 = Strongly disagree to 5 = Strongly agree)

- **Citizens of Dunwoody get an appropriate value in City services for the amount of taxes they pay**
  - Total: 3.50
  - Under 55: 3.56
  - 55+: 3.38

- **The City Council is doing a good job of handling the City's finances**
  - Total: 3.08
  - Under 55: 3.30
  - 55+: 2.70

- **The City Council is responsive to the community**
  - Total: 3.00
  - Under 55: 3.31
  - 55+: 2.44

2013 Dunwoody Community Survey
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)

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)

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 +)
What Do You Consider The Biggest Issue Facing The City of Dunwoody Today?
(Open Ended Question)

- City/Mayor/Officials disregarding citizens; not transparent: 21%
- DeKalb School/education: 10%
- Citizens not welcoming change/division of citizens: 18%
- Taxes: 11%
- Traffic: 19%
- The City spending too much money: 11%

2013 Dunwoody Community Survey
#I. What Do You Consider The Biggest Issue Facing The City of Dunwoody Today?
(Open Ended Question)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Total</th>
<th>Under 55</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>City/Mayor/Officials disregarding citizens; not transparent</td>
<td>21%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>DeKalb School/education</td>
<td>18%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Citizens not welcoming change/division of citizens</td>
<td>21%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Taxes</td>
<td>17%</td>
<td>8%</td>
<td>17%</td>
</tr>
<tr>
<td>Traffic</td>
<td>21%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>The City spending too much money</td>
<td>17%</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

2013 Dunwoody Community Survey
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)

- Location: 89%
- Safe Community: 68%
- Lifestyle and Entertainment: 39%
- Education: 36%
- Parks: 17%
- Business Climate: 14%
- Streets and infrastructure: 11%
- Career opportunities: 6%
- Government: 6%
- Workforce: 5%
- Cultural Arts: 4%
- Transportation: 3%
- Traffic: 2%
- Elected officials: 1%

2013 Dunwoody Community Survey
What do you consider to be the top weaknesses of the City?
(Top Three Answers From List)

1. Traffic: 70%
2. Streets and infrastructure: 38%
3. Elected officials: 30%
4. Transportation: 30%
5. Parks: 24%
6. Education: 21%
7. Cultural Arts: 21%
8. City government: 19%
9. Career opportunities: 15%
10. Lifestyle and Entertainment: 14%
11. Business Climate: 9%
12. Safe Community: 6%
13. Workforce: 2%
14. Location: 1%

2013 Dunwoody Community Survey
Comparative Analysis of City Strengths/Weaknesses

(Strengths%) – (Weakness %)

- Location: 88%
- Safe Community: 62%
- Lifestyle/Entertainment: 25%
- Education: 15%
- Business Climate: 15%
- Workforce: 3%
- Parks: -7%
- Career Opportunities: -9%
- City Government: -13%
- Cultural Arts: -17%
- Streets/Infrastructure: -27%
- Transportation: -27%
- Elected Officials: -29%
- Traffic: -68%
How would you rate the quality of services provided by…?
(Average Ratings – Scale: 1 = Very dissatisfied to 5 = Very satisfied)

- The City of Dunwoody Police Department: 4.27
- The City of Dunwoody Public Works Department: 3.51
- The City of Dunwoody Parks Department: 3.43
- The City of Dunwoody Community Development Department: 3.15
- The Dunwoody City Government: 3.14
- State of Georgia Government: 2.97
- The Federal Government: 2.55
- DeKalb County Government: 2.12
How would you rate the quality of services provided by...?

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

- The City of Dunwoody Police Department
  - Total: 4.27
  - Under 55: 4.27
  - 55+: 4.27

- The City of Dunwoody Public Works Department
  - Total: 3.51
  - Under 55: 3.51
  - 55+: 3.51

- The City of Dunwoody Parks Department
  - Total: 3.43
  - Under 55: 3.25
  - 55+: 3.53

- The City of Dunwoody Community Development Department
  - Total: 3.15
  - Under 55: 3.28
  - 55+: 2.95

- The Dunwoody City Government
  - Total: 3.14
  - Under 55: 2.77
  - 55+: 3.35

- State of Georgia Government
  - Total: 2.97
  - Under 55: 2.97
  - 55+: 2.96

- The Federal Government
  - Total: 2.55
  - Under 55: 2.64
  - 55+: 2.39

- DeKalb County Government
  - Total: 2.12
  - Under 55: 2.10
  - 55+: 2.15

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2013 Dunwoody Community Survey
How do you rate the Public Works Department on the following?
(Average Ratings – Scale: 1 = Poor to 5 = Excellent)

<table>
<thead>
<tr>
<th>Service</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response to emergency situations</td>
<td>3.97</td>
</tr>
<tr>
<td>Customer Service of Public Works Department</td>
<td>3.67</td>
</tr>
<tr>
<td>Public Works Department overall</td>
<td>3.63</td>
</tr>
<tr>
<td>Maintenance of public right of way</td>
<td>3.52</td>
</tr>
<tr>
<td>Online service request system</td>
<td>3.47</td>
</tr>
<tr>
<td>Response to submitted issues</td>
<td>3.35</td>
</tr>
<tr>
<td>Maintenance of City sidewalks</td>
<td>3.35</td>
</tr>
<tr>
<td>Maintenance of City streets/ pothole repair</td>
<td>3.23</td>
</tr>
</tbody>
</table>
How do you rate the Parks and Recreation Department on the following? 
(Average Ratings – Scale: 1 = Poor to 5 = Excellent)

- Quality of playgrounds: 3.68
- Overall quality of Dunwoody parks: 3.38
- Availability of parks: 3.37
- Quality of trails and open spaces: 3.22
- Availability of trails and open spaces: 3.11
- Youth offerings: 3.04
- Special interest programs: 3.02
- Quality of bike trails: 2.86

2013 Dunwoody Community Survey
Which of the following park amenities/programs do you or your family use?
(Ranked Order From List)

- Walking/nature trails: 58%
- Children's playgrounds: 42%
- Nature preserve: 39%
- Picnic areas: 25%
- Bicycle paths: 20%
- Dog park: 19%
- Dog walking paths: 15%
- Tennis courts: 10%
- Ball diamonds: 10%
- Skate park: 5%
- Other: 3%
- Do not use Dunwoody parks: 17%

2013 Dunwoody Community Survey
### What additional amenities/programs would you like to see added by Dunwoody Parks & Rec in the next 20 years?

(Open Ended Question)

<table>
<thead>
<tr>
<th>Amenities/Programs</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More trails for running/walking</td>
<td>14%</td>
</tr>
<tr>
<td>Bike paths/trails</td>
<td>15%</td>
</tr>
<tr>
<td>More parks</td>
<td>12%</td>
</tr>
<tr>
<td>Improve/maintain current areas</td>
<td>12%</td>
</tr>
<tr>
<td>Sports fields (baseball/softball/football/soccer...)</td>
<td>11%</td>
</tr>
<tr>
<td>Tennis/basketball/volleyball courts</td>
<td>9%</td>
</tr>
<tr>
<td>Open/gree central area</td>
<td>8%</td>
</tr>
<tr>
<td>Children/Youth programs</td>
<td>8%</td>
</tr>
<tr>
<td>Sports complex/fitness center/rec center</td>
<td>7%</td>
</tr>
<tr>
<td>Pavillion/ampitheater/green for concerts/events</td>
<td>6%</td>
</tr>
<tr>
<td>Don't know/nothing/none/don't use</td>
<td>24%</td>
</tr>
</tbody>
</table>

2013 Dunwoody Community Survey
Which of the following would you like to see added in Dunwoody?

(Pick From List)

- Organized outdoor sports: 40%
- Open fields for scheduled play: 38%
- Senior center community facility: 35%
- City sponsored basketball facilities/events/leagues: 31%
- City sponsored gymnastics facilities: 18%
- Sand volleyball: 17%

2013 Dunwoody Community Survey
How do you rate the Police Department on the following?  
(Average Ratings – Scale: 1 = Poor to 5 = Excellent) 

- Overall performance of the Dunwoody Police Department: 4.33
- Officer visibility in the community: 4.29
- Quality of personnel: 4.28
- Providing a safe place to live: 4.26
- Community interaction: 4.14
- Use of social media: 4.07
- Traffic safety and speed control: 4.06

2013 Dunwoody Community Survey
How do you rate Municipal Court Services on the following?

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

- **Fairness of judicial process**: 2.73
- **Availability of fair plea options**: 3.37
- **Efficiency of judicial process**: 3.39
- **Time of day of court appointment**: 3.61
- **Overall experience with the Municipal Court**: 3.21
- **Courtesy and quality of Municipal Court Customer Service**: 4.08

2013 Dunwoody Community Survey
How do you rate the job the Code Enforcement division is doing on the following?
(Average Ratings – Scale: 1 = Poor to 5 = Excellent)

- Courteousness and quality of Code Enforcement customer service: 3.59
- Responsiveness to complaints: 3.36
- Maintaining visual appearance of the community: 3.31

2013 Dunwoody Community Survey
How do you rate the permitting process for the City on the following? 
(Average Ratings – Scale: 1 = Poor to 5 = Excellent)

- Customer service: 4.05
- Appropriateness of fees: 3.83
- Speed of application: 3.75
- Ease of application: 3.69
- Building permit process overall: 3.65

2013 Dunwoody Community Survey
How much do you agree with the following statements concerning Development in Dunwoody?
(Average Ratings – Scale: 1 = Strongly Disagree to 5 = Strongly Agree)

- Careful planning for development needed to ensure balance between economic interests and city’s character: 4.46
- Maintaining & improving Dunwoody Village is important to sense of community/economic vitality: 4.15
- Creating primary jobs, quality business climate & growing the tax base are critical to city’s long-term stability: 3.84
- Important to expand Dunwoody’s tax base to help provide quality services without tax increases: 3.62
- Continued economic growth will depend on providing adequate transportation & workforce housing: 3.50
- City should offer financial assistance to help attract new businesses and retain/expand existing biz: 3

2013 Dunwoody Community Survey
Which method do you use to obtain information about Dunwoody?

(Aided List)

- PRINT MEDIA: 76%
- WEB/ONLINE: 35%
- MEETINGS/IN-PERSON: 25%
- SOCIAL MEDIA: 15%

Total:
- Under 55: 67%
- 55+: 92%
What are your favorite methods of getting information about the City of Dunwoody?

(Aided List)

1% 2% 3% 4% 9% 9% 3% 9% 15% 25% 4% 11% 13% 69% 76%

- In-person meetings/conversations
- Patch
- Blogs
- City of Dunwoody on Twitter
- City of Dunwoody's Facebook page
- Social media (Net)
- Attend meeting sponsored by City
- Homeowners' Association
- Talking to a neighbor
- Receive email updates from City
- City of Dunwoody website
- Aha Connection

2013 Dunwoody Community Survey
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.
Social Media Used in Past 12 Months

- City of Dunwoody's website (55%)
- City of Dunwoody's Facebook page (17%)
- City of Dunwoody's Twitter account (7%)
- Blogs, other, etc. (24%)
- None of these (36%)

2013 Dunwoody Community Survey
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