

# 2013 Community Survey

## Final Report

Prepared for:



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By:



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## 1. INTRODUCTION

This final report presents the results of the *2013 Dunwoody Community Survey* conducted by Pioneer Marketing Research. The basic objectives of this research were to measure perceptions of the quality of life in Dunwoody along with citizens' satisfaction with City services. Study results will be used to assess and prioritize current and future projects and services for the City of Dunwoody.

The principal data collection methodology consisted of a web-based survey with invitations mailed to a random sample of 5,000 households within the Dunwoody City limits. As an incentive, participants in the survey were entered into a drawing to win one of three \$100 Visa gift cards. The cover letter was printed with a color City of Dunwoody logo, personally addressed to the potential respondent, and "digitally signed" by Mayor Mike Davis. Postage for the outgoing envelope was a printed "image of a stamp." In addition to information about the survey, the cover letter included instructions for completing the survey via the web using an individualized ID/password. The use of unique passwords provided three benefits. First, the respondent could stop in the middle of the survey and resume later at the exact place where they exited. Second, password usage prevented access by unauthorized individuals. And third, password protection kept the survey being taken multiple times by the same respondent.

A total of 520 surveys were completed via the web. This 10.4% return rate is above average for community surveys using a similar mail methodology. The maximum margin of error for total study results is at  $\pm 4.3\%$  at the 95% confidence level. Total data was weighted to reflect actual distribution of age among Dunwoody residents. Rating scales are employed throughout the report. Almost all scales are 5-point measures from 1 = the lowest rating to 5 = the highest value/rating.

Our analysis shows the demographic data for study respondents generally match the demographic characteristics for residents of the City of Dunwoody. While there are more males than females in the sample, this did not affect study results. That is, there are no significant differences by gender on any key issues. Therefore, we can safely conclude that study results are representative of and projectable to the population of Dunwoody citizens.

Additional input was provided through 100 follow-up telephone interviews with respondents who agreed to be contacted after the web-interview had been completed. Transcripts of these interviews along with computer printouts of the complete data set have been provided under separate cover.

Pioneer would like to express our sincere gratitude to City Manager, Warren Hutmacher, and his staff – especially Bob Mullen and Edie Damann – for their invaluable contributions to the entire research process. We appreciate this opportunity to be of service to the City of Dunwoody and stand ready to provide any additional assistance that may be needed on this or future research projects.

Charles L. Montgomery, Ph.D.  
Director of Research  
**Pioneer Marketing Research**  
January, 2014

## 2. EXECUTIVE SUMMARY

***Our analysis of study data indicates that as a whole, residents of Dunwoody feel the City is a safe place to live, raise a family, and work.***

The key findings of the 2013 *Dunwoody Community Survey* can be summarized as follows:

- *As a community, citizens of Dunwoody feel the City is a safe place to live, raise a family, and work.*
- Major strengths are the City's location, sense of community, good place to own a business, and the overall quality of life in Dunwoody.
- Major benefits for living in Dunwoody include access to goods/services, overall reputation, and housing options.
- Opportunities for improvement lie in the areas of traffic control, streets, and infrastructure.
- Importantly, several citizens expressed concerns over the transparency of City government, lack of input from residents, and responsiveness to the needs of residents.
- "Activist elements" are not totally responsible for these *negative* findings. There is genuine concern among Dunwoody residents about the responsiveness of City government.
- There is widespread support for special events which are considered an important part of Dunwoody's identity.
- Citizen's preference for print media and less dependence on social media are not typical for cities of Dunwoody's size and character.
- As a whole, Dunwoody citizens are very pleased with the services provided by City government – especially Police Services.
- In addition, high customer service ratings for many City departments indicate that citizens have a high level of appreciation for City staff and employees.
- The key issue is the current relationship between Dunwoody citizens and City government – especially the City Council. Any disconnect seems to be between citizens and City officials.
- In summary, Dunwoody citizens are generally happy to be living in the City, are satisfied with City services, but many desire more favorable interactions with City government.

### Representative Positive Comments

- *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.*
- *Very effective, using research driven data, building parks, bike trails. Using best practices to solve problems, I really support the new urbanism.*
- *No problem, doing well working on the right things.*
- *Quite clear, don't have hidden agenda. I have a lot of confidence in the Mayor and the Councilmen.*
- *It's all posted online: you can easily find what you want to know.*
- *I believe we have been very transparent. Pretty much in any meeting if you don't attend they post video online.*
- *We need an area that will bring people to the City. I am for the City recommendations. I would like to see the changes in Dunwoody Parkway.*
- *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.*

### Representative Other Comments

- *I think it is good. We only had one or two minor political skirmishes and most of that seem 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.*
- *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.*
- *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.*
- *A lot of things have gone on in the last few years that were not upfront. Things that were promised. They act like the contract was done and this is what we were getting an 8 foot trail and it ended up being a 12 foot road. It's bait and switch. There had been a lot of bait and switch.*
- *Education. Dunwoody should do what Decatur did. We need control of our schools. Our schools are not what they should be.*
- *The City's elected officials and the City Manager make significant decisions without providing adequate opportunity for public input.*



### 3. RESPONDENT PROFILE

The following is a summary of the demographic characteristics of study respondents.

- Gender: There were more males than females in the study sample.
- Age: About one-in-four (24.5%) study respondents were between the ages of 24 and 34. Another two fifths (39.7%) were in the 35-54 age groups. Just over one third (35.8%) of study respondents indicated they were 55 or older.
- Ethnic background: Most study respondents classified themselves as Caucasian.
- Length of residence: Study respondents tended to be longtime residents of the City. Only 5.9% were classified as newcomers (under one year) to Dunwoody. More than two fifths of the citizens participating in the research had lived in Dunwoody for over 15 years: 16-20 (12.9%) and 21+ (28.2%).
- Own/Rent: Nearly all (90%) Dunwoody citizens own their own homes.
- Primary Residence: Most residents live in a single family home (87%), followed by apartment/condo (9%), and townhouse/duplex (4%).
- Work in Dunwoody: About one-in-four (26%) Dunwoody residents reported that they work in the City.
- Own Business in Dunwoody: Three-in-ten (30%) residents in the survey said they also own a business in the City.
- Commuters: Just under two-thirds (64%) of study respondents reported they commute to work – 92% in a single occupied vehicle. The average length of the roundtrip commute was 22.2 miles.

**Table 1**  
**Respondent Profile**

<b>Category</b>	<b>Weighted</b>
<i>Age</i>	
- 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%
- Prefer not to answer	--
<i>Gender</i>	
- Male	54.5%
- Female	42.1%
- Prefer not to answer	3.4%
<i>Ethnic Background</i>	
- White alone	87.4%
- Black alone	4.9%
- Asian alone	.6%
- Some other race alone	.6%
- Two or more races	1.2%
- Hispanic/Latino background	1.6%
- Prefer not to answer	5.3%
<i>Length of Residency in Dunwoody</i>	
- 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%
- Prefer not to answer	.1%
<b>BASE</b>	<b>520</b>

Table 2  
**Age of Respondents**

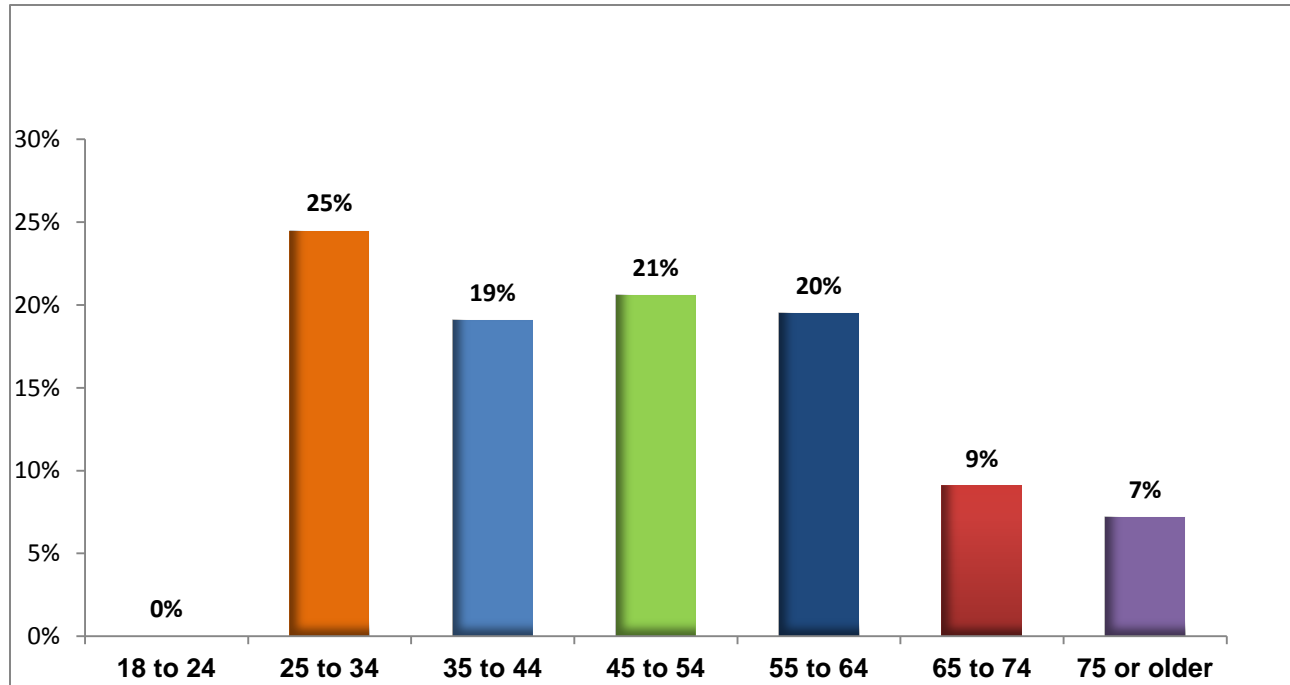


Table 3  
**Gender of Respondents**

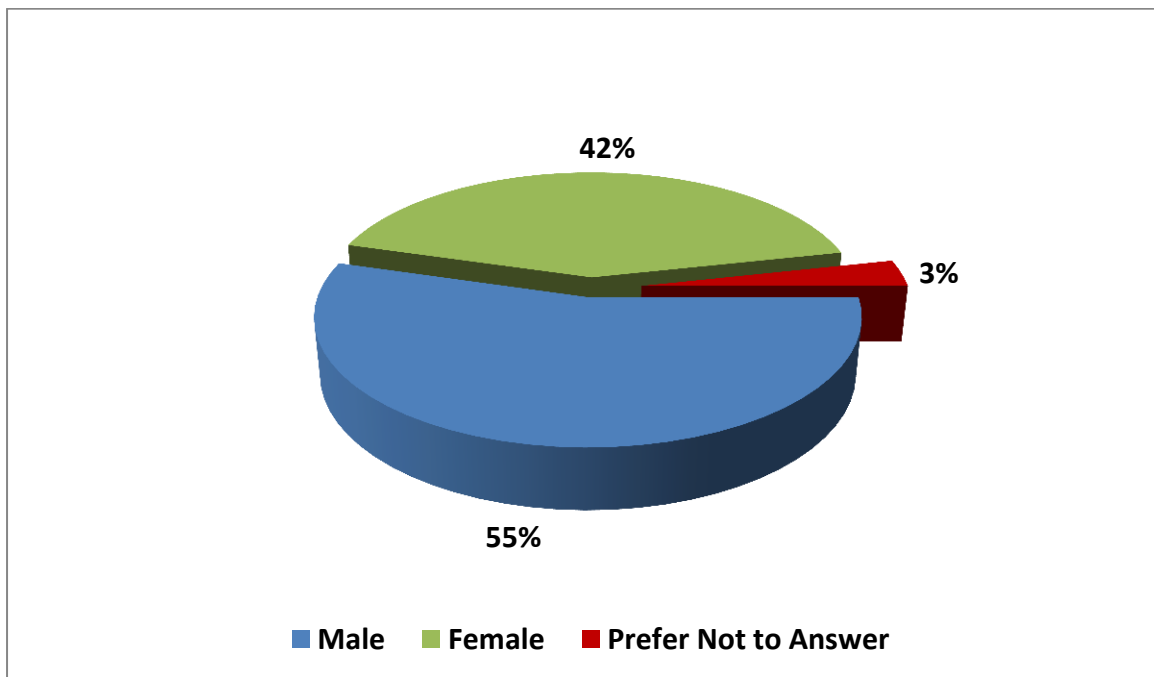


Table 4  
**Length of Residency in Dunwoody**

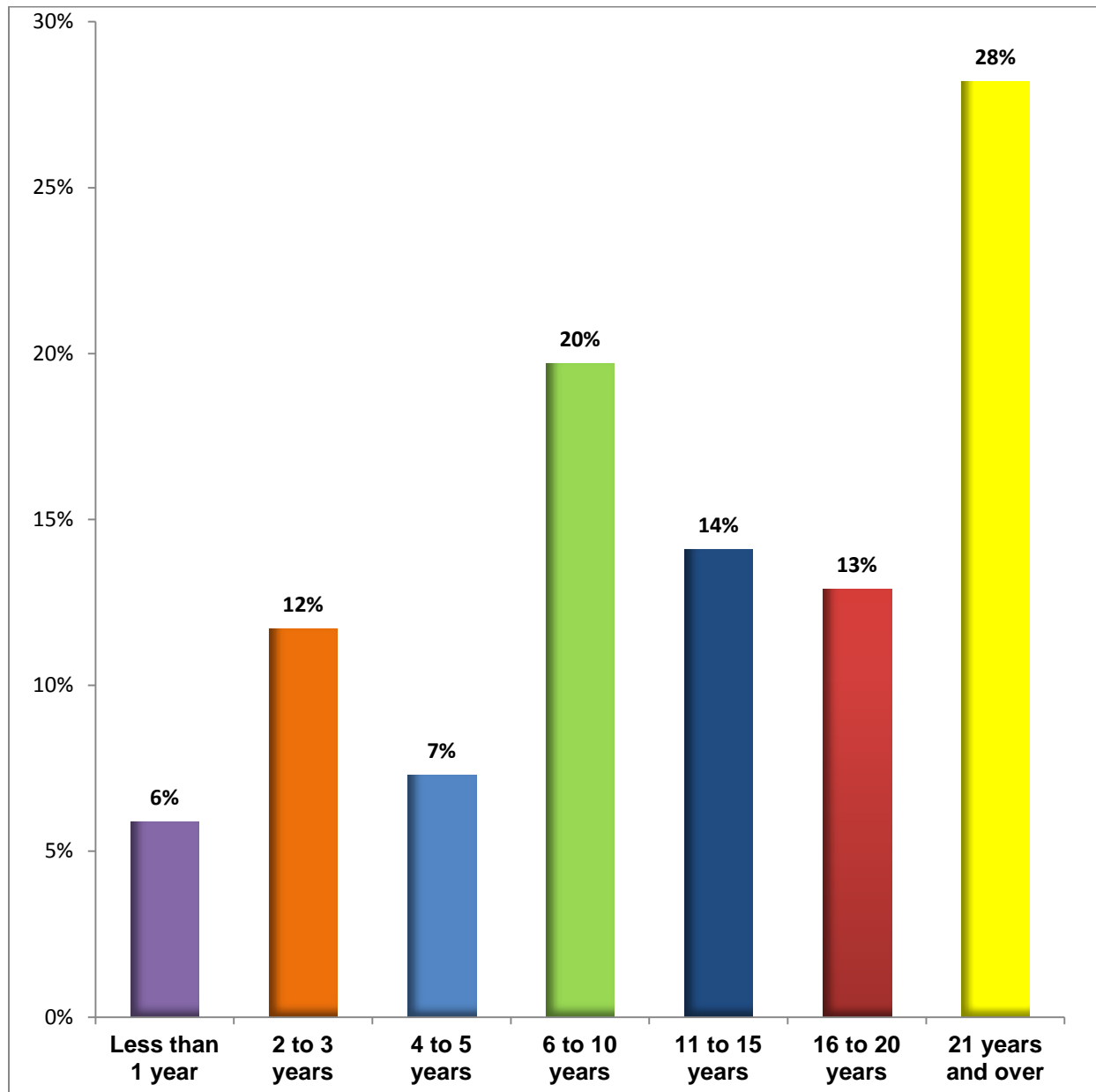


Table 5  
**Own or Rent Current Place of Residence**

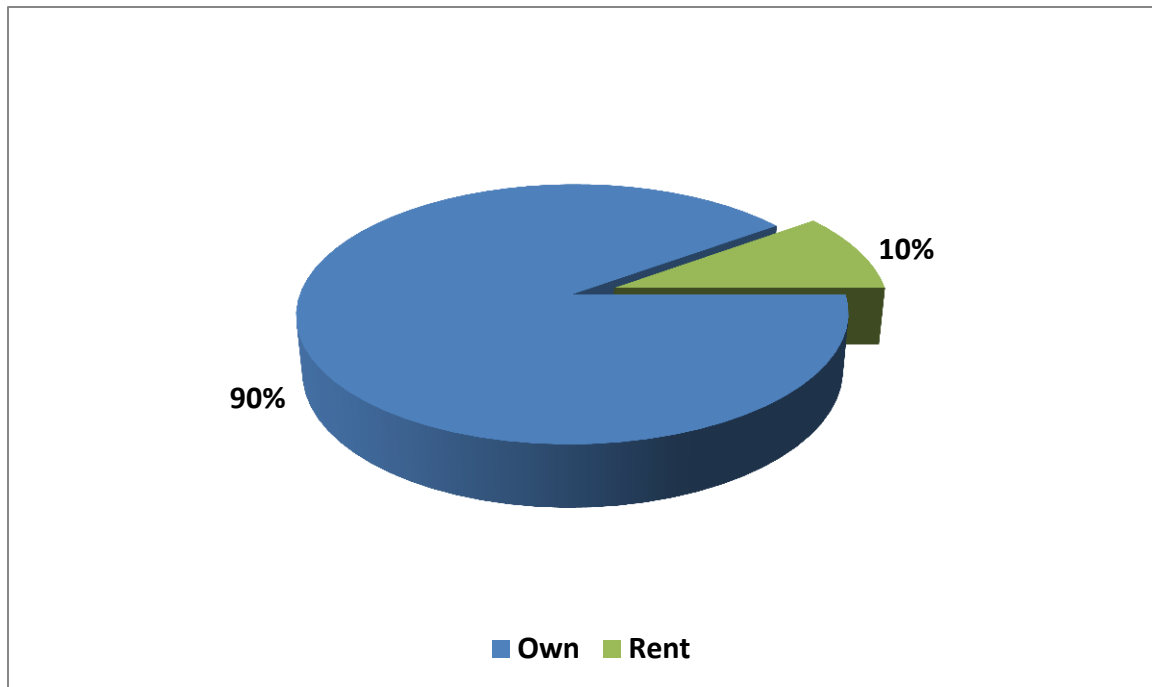


Table 6  
**Type of Primary Residence**

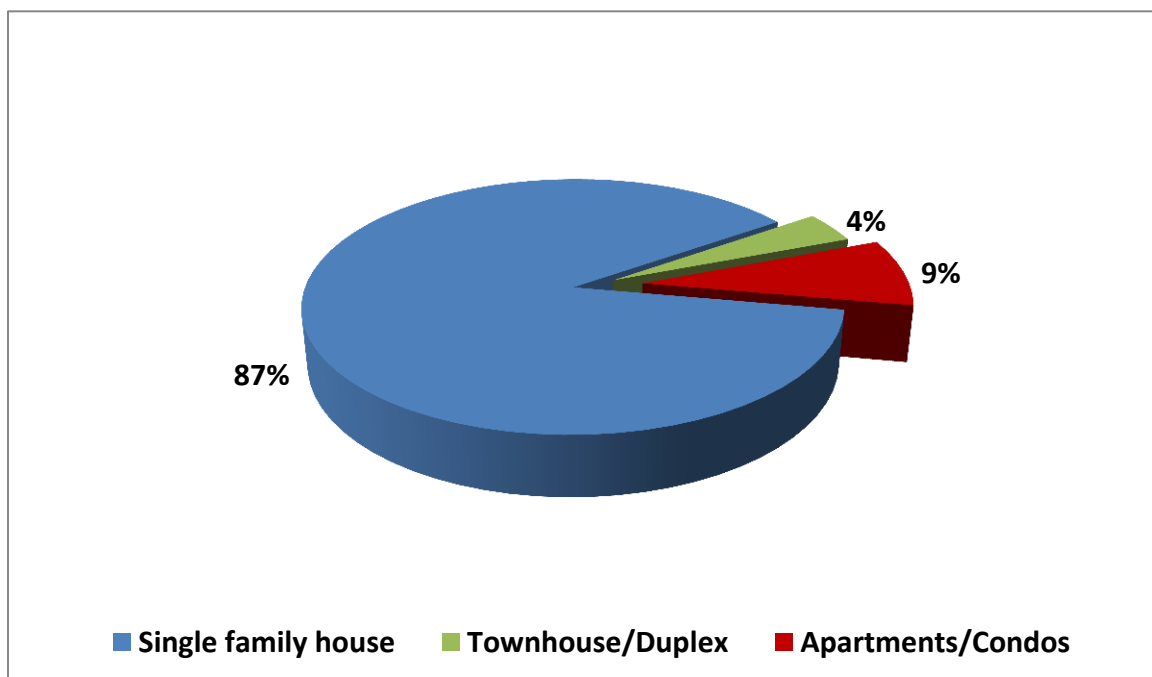


Table 7  
**Work in Dunwoody**

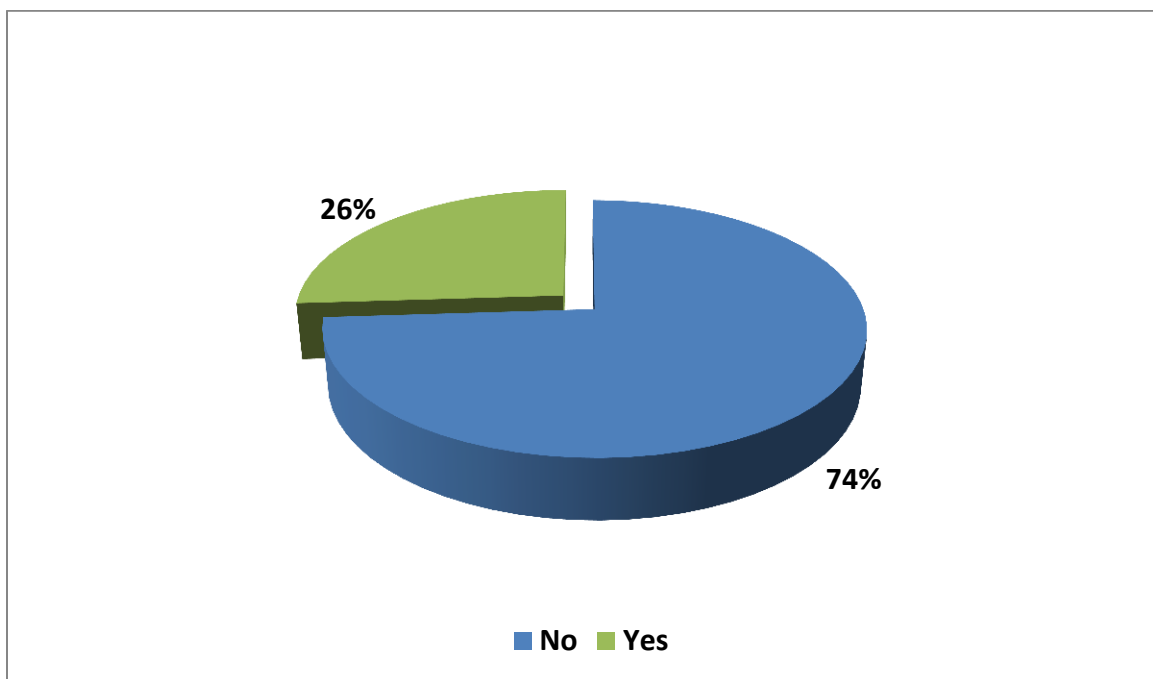
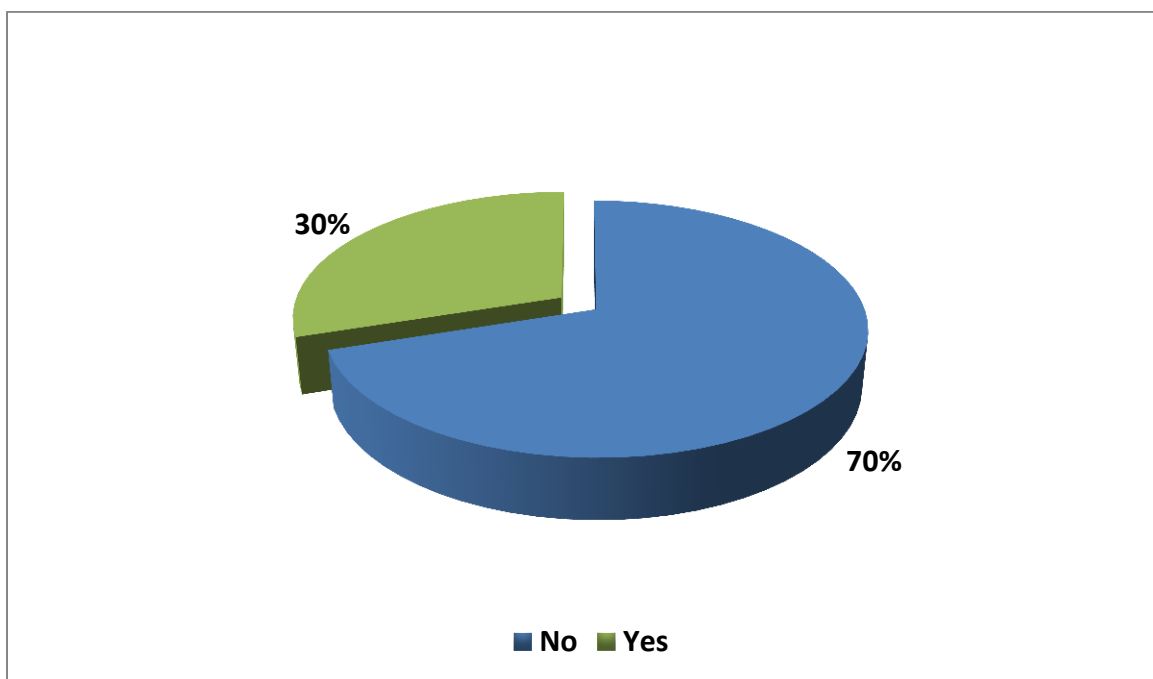
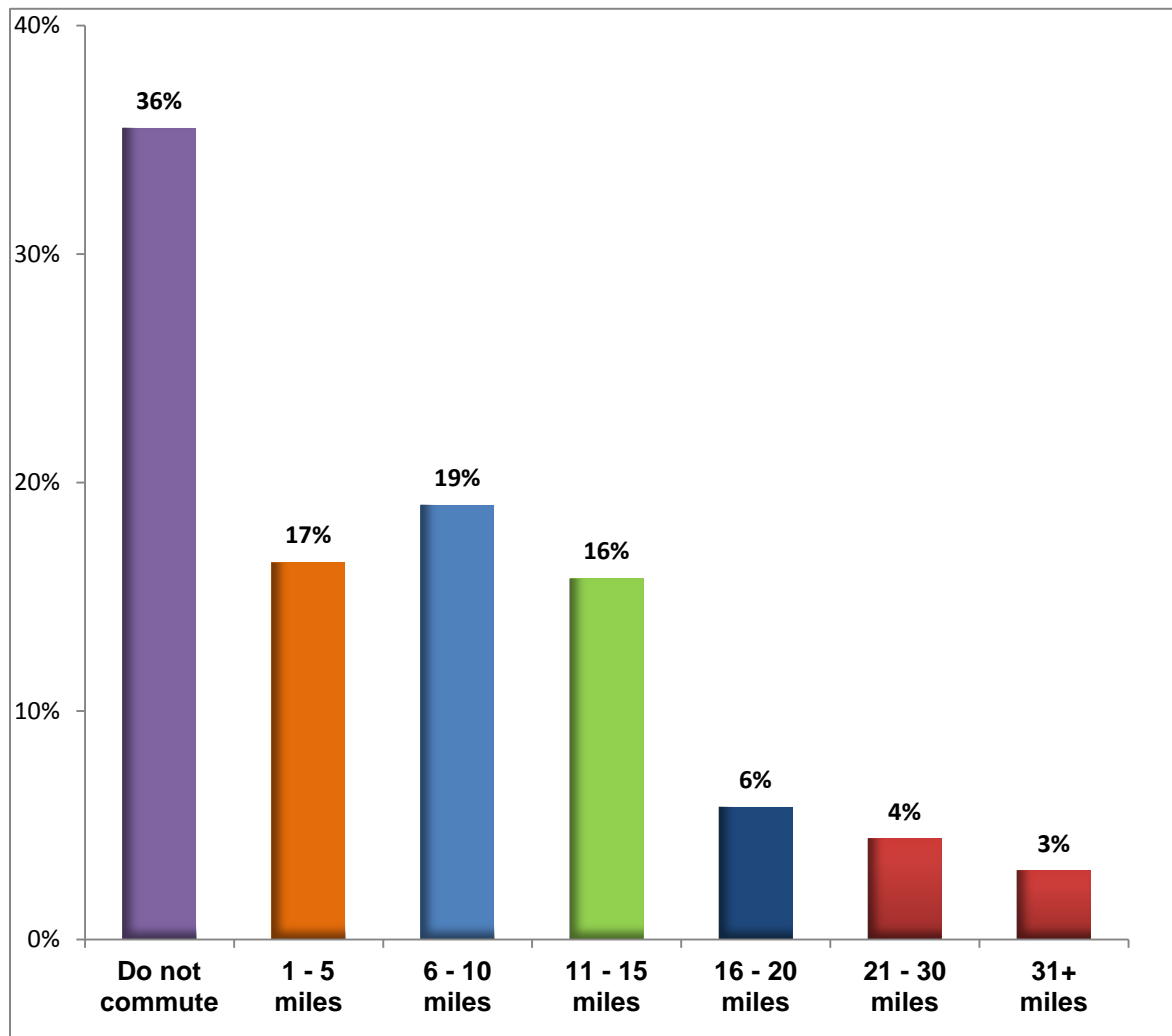


Table 8  
**Own or Operate a Business in Dunwoody**



**Table 9**  
**Distance of Commute to Place of Employment**

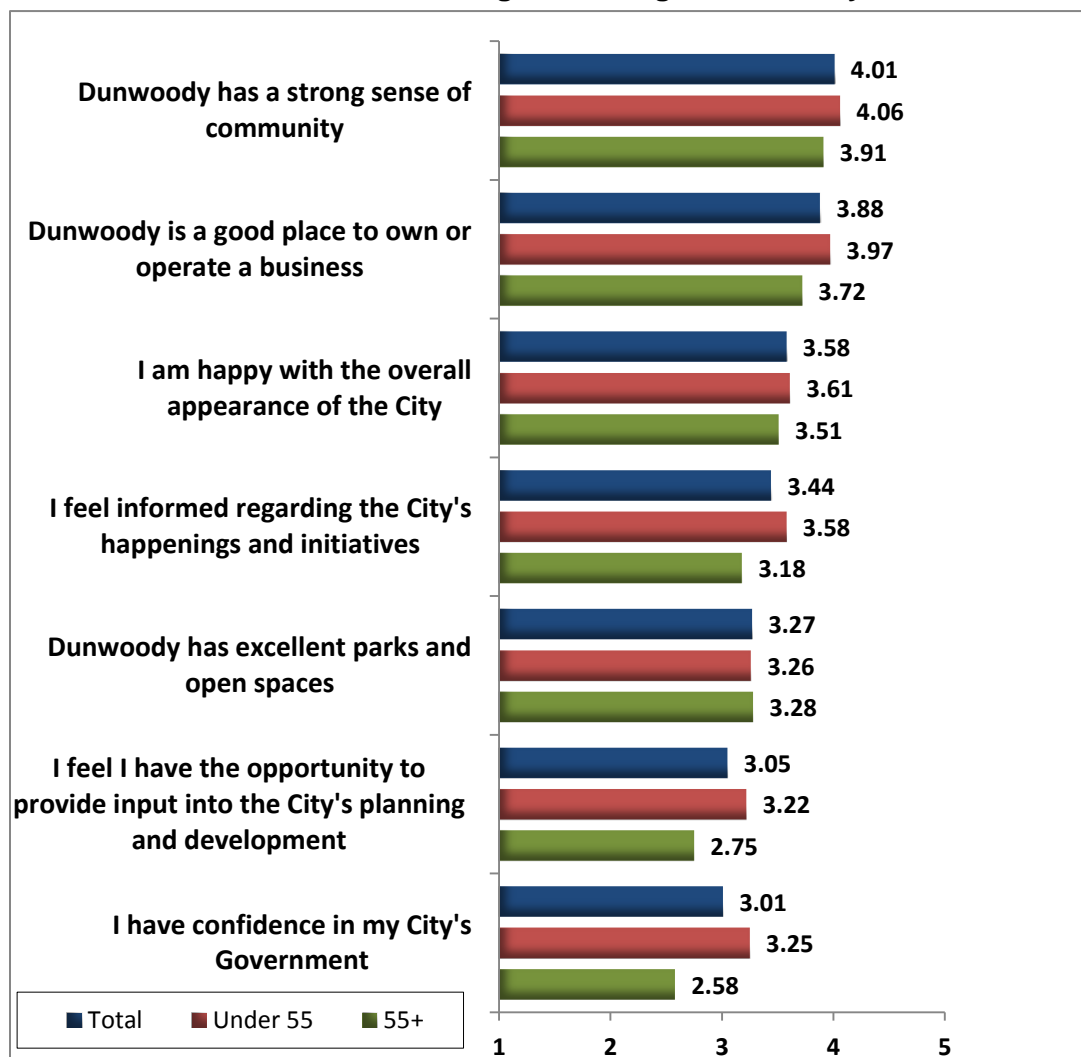


## 4. KEY RESEARCH FINDINGS

### A. Quality of Life/Issues Facing Dunwoody

- Dunwoody citizens tend to agree that the City has a *strong sense of community* (average rating = 4.01) and is a *good place to own/operate a business* (3.88).
- Slightly lower levels of agreement were found for the *appearance of the City* (3.58) and *feeling informed about the City's happenings and initiatives* (3.44).
- While still above average, the lowest levels of agreement were for *opportunity to provide input* (3.05) and *confidence in City government* (3.01). Respondents under age 55 have higher average ratings than those 55 and over for these two lowest rated factors.
- Of interest, there were no significant differences by age on the most positively rated factors.

Table 10  
Satisfaction Ratings for Living in Dunwoody



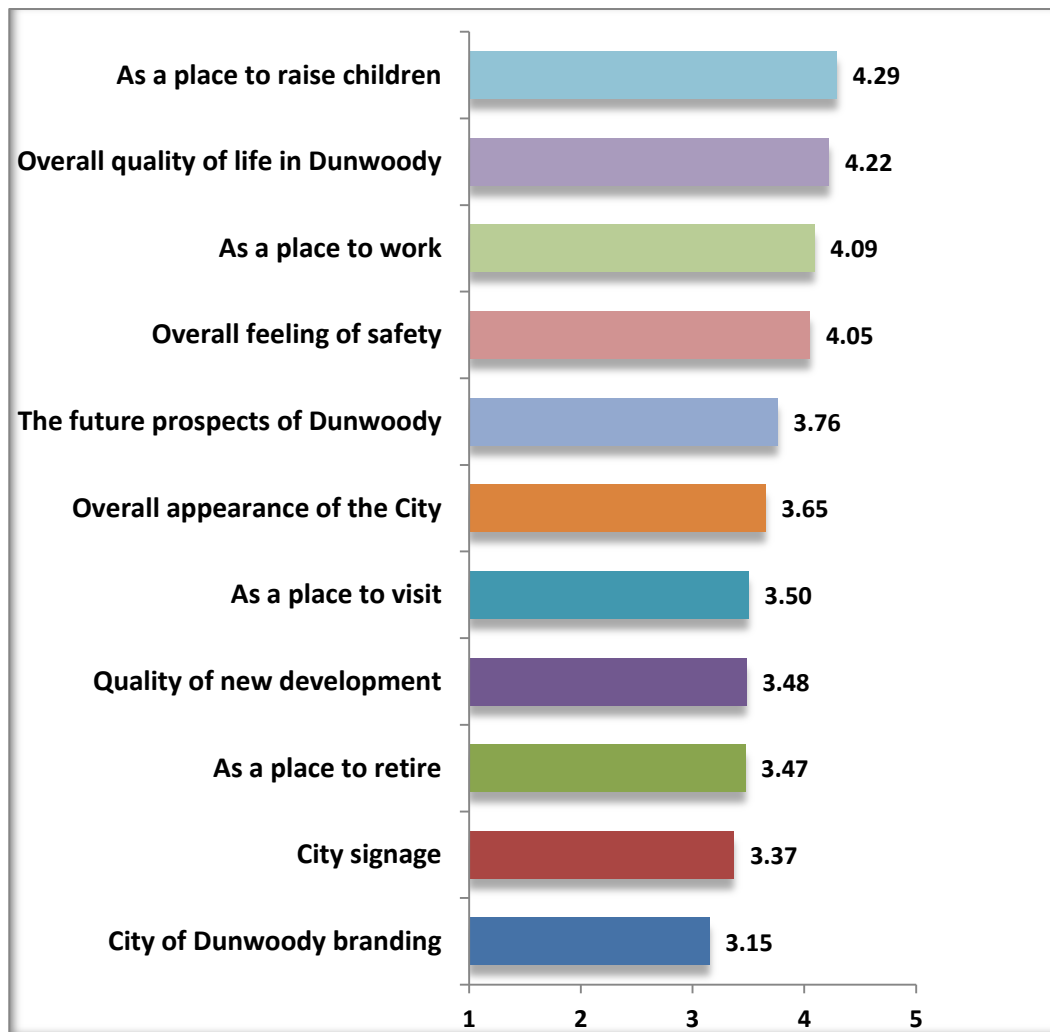
Scale: 1 = strongly disagree to 5 = strongly agree



## B. Satisfaction with City of Dunwoody Characteristics

- Overall, citizens are most satisfied with Dunwoody as *a place to raise children* (average rating = 4.29) and the *overall quality of life* (4.22) in the City.
- Satisfaction ratings were also very positive for Dunwoody as *a place to work* (4.09) and *overall feeling of safety* (4.05).
- Clustered with lower scores were *future prospects* (3.76), *overall appearance* (3.65), *place to visit* (3.50), and *quality of new development* (3.48).
- Lowest rated among Dunwoody citizens were *City signage* (3.37) and the City's *branding* (3.15). Ratings of Dunwoody as *place to retire* (3.47) were higher among 55+ respondents.

Table 11  
**Satisfaction Ratings for City of Dunwoody Characteristics**



Scale: 1 = very dissatisfied to 5 = very satisfied

**Representative comments:**

*The biggest issue today is how little has been accomplished in the way of infrastructure improvements since we became a city.*

*Non-progressive groups attempting to stifle progress in Dunwoody.*

*Creating a comprehensive plan for the future of the City. Currently I see a government with a series of piecemeal plans that cater to certain interest groups. The City does not have a comprehensive vision for the future of the city.*

*Generational divide over issues that have been and will be is what I see as the biggest issue facing the city. I expect this to worsen as the population ages, especially if the younger segment of the population is more largely newcomers rather than the children of current parents who reside here. New people bring and are more open to new ideas. I personally like to air new ideas, but I've been to many a meeting where it was clear a large contingent did not share this view.*

*The number of residents who balk at investing in our City. They serve as obstacles to transforming Dunwoody into a living and breathing community where we see our neighbors and friends in person at restaurants, shops and cultural events rather than waving at them from the inside of our cars.*

*Schools!!! We need to create our own City of Dunwoody Schools and break away from the Dekalb County School System.*

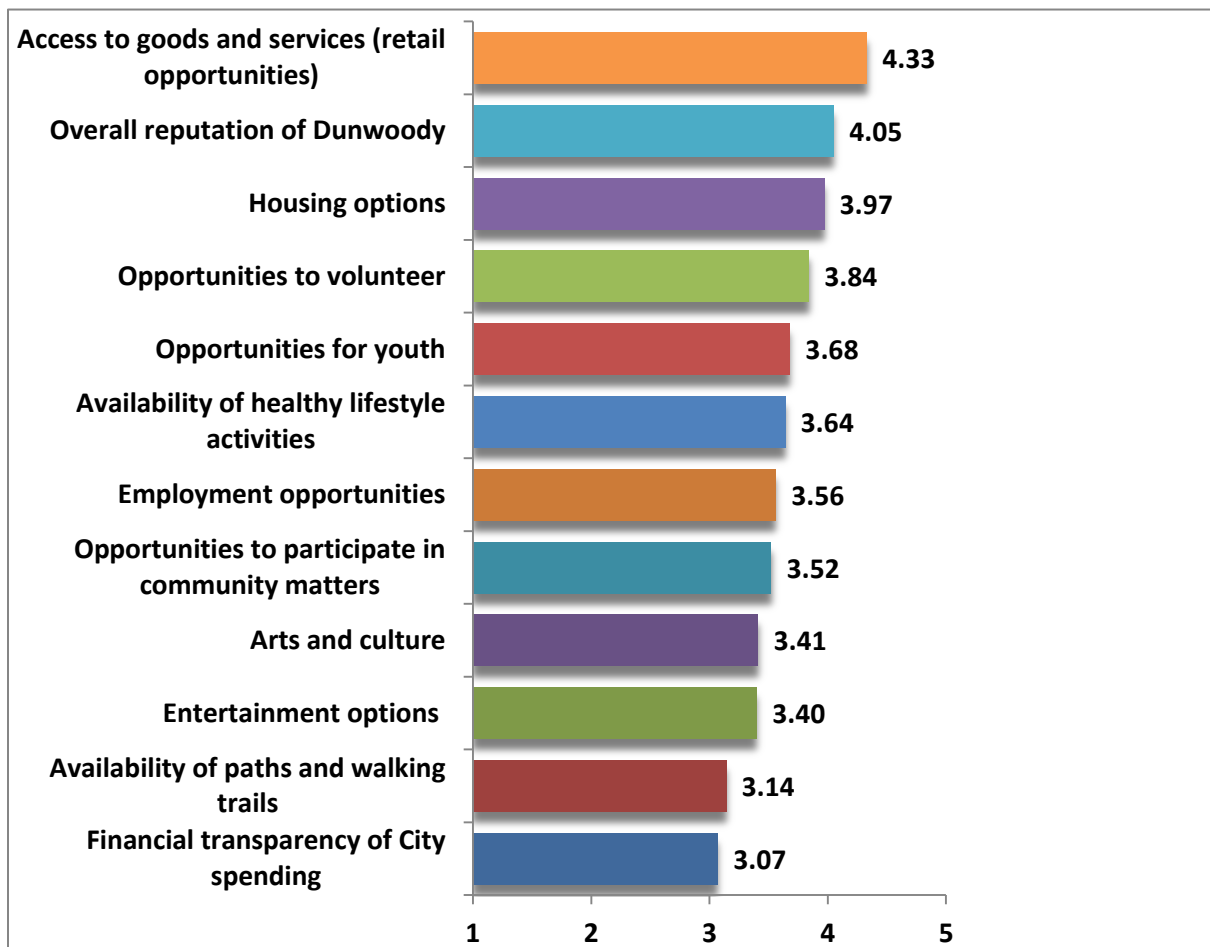
*I think the biggest issue facing the local government is overcoming the loud minority of people who are so against a city of Dunwoody moving forward and implementing new changes to better the City.*

### C. Dunwoody Aspects and Amenities

- The highest rated factor was *access to goods and services/retail opportunities* (average rating = 4.33).
- Next, were *overall reputation* (4.05), *housing options* (3.97), and *opportunities to volunteer* (3.84).
- Slightly lower ratings were found for *opportunities for youth* (3.68), *healthy lifestyle* (3.64), *employment opportunities* (3.56), and *chance to participate in community matters* (3.52).
- The lowest average ratings were found for *availability of paths/walking trails* (3.14) and *financial transparency of the City* (3.07).
- There were no noticeable differences by age except for the two lowest rated items.
  - There were lower ratings for *walking trails* among those under 55.
  - 55+ respondents rated the City very low (2.62) for *financial transparency*.

Table 12

#### **Satisfaction Ratings for City of Dunwoody Aspects and Amenities**



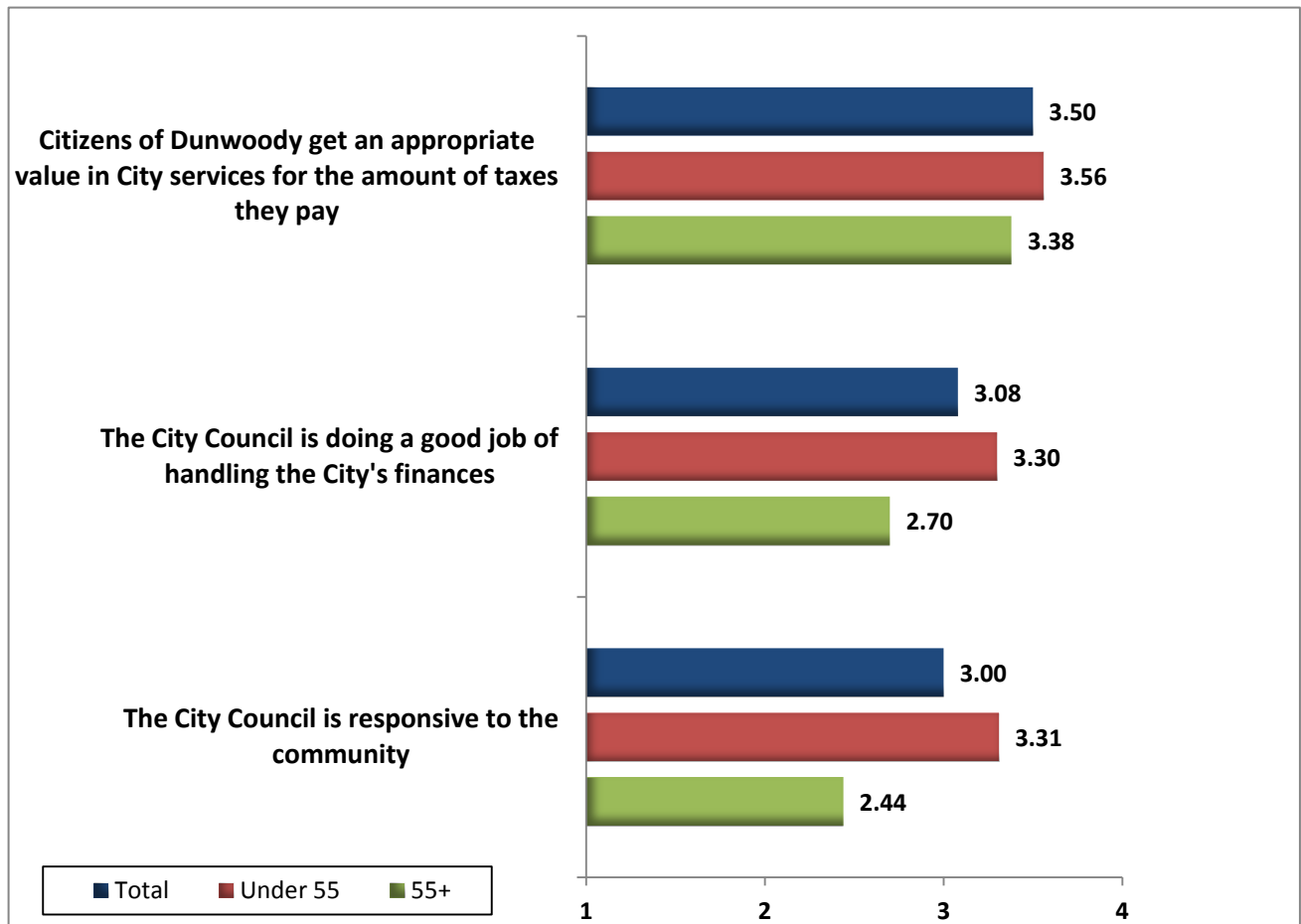
Scale: 1 = poor to 5 = excellent

#### D. Levels of Agreements with Statements Concerning City of Dunwoody

- The ratings of the Dunwoody City Government for getting *value for taxes paid* (average rating = 3.50), is above the national norm.
- Ratings of the City Council on key issues are significantly lower.
  - *Handling City Finances*: 3.08
  - *Responsive to Community*: 3.00
- No significant differences by age were found for rating of City Government.
- Citizens 55+ rate the City Council significantly lower than those under 55 on both key issues.

Table 13

#### **Levels of Agreement with Statements Concerning City of Dunwoody**

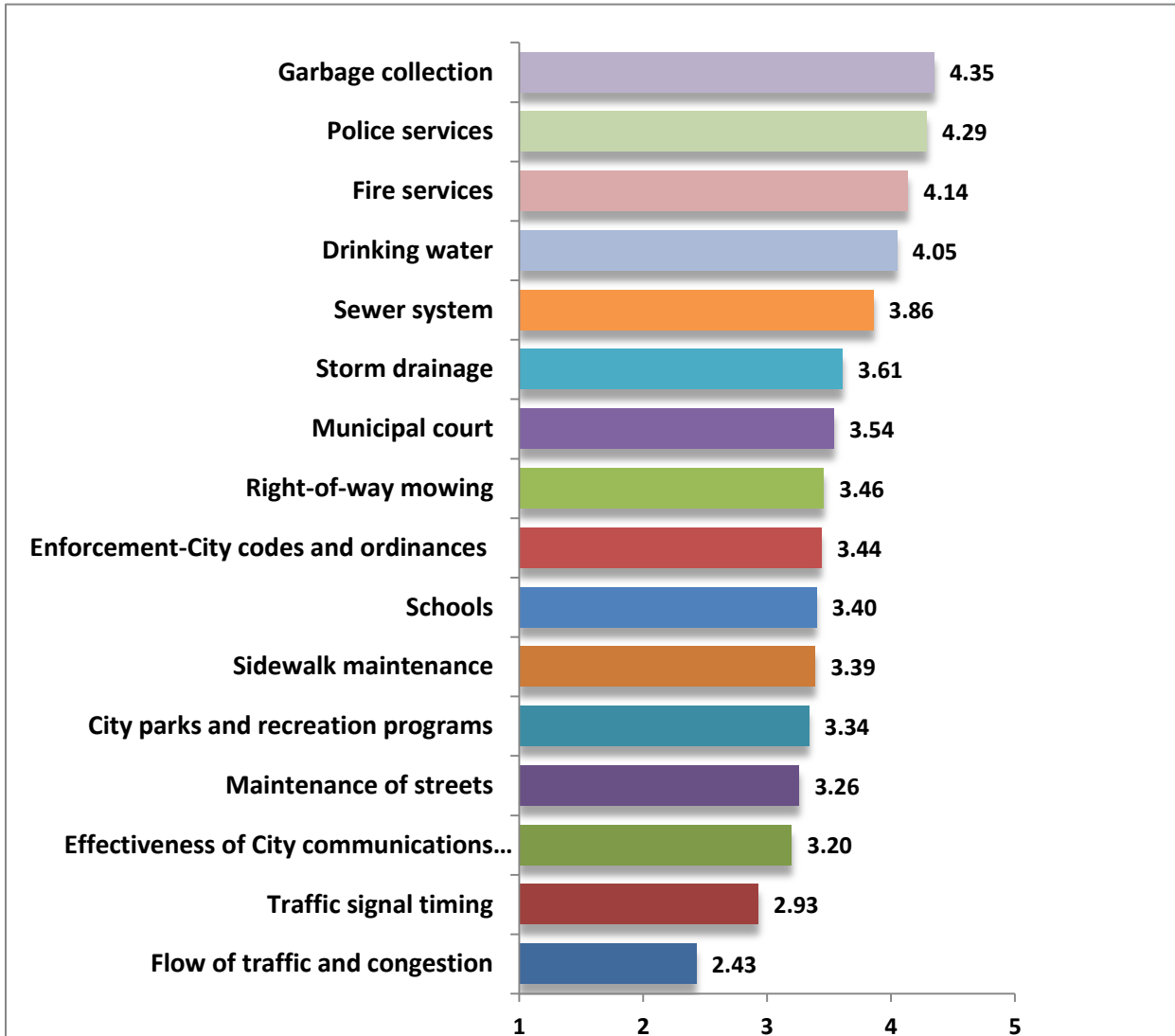


Scale: 1 = *strongly disagree* to 5 = *strongly agree*

### E. Ratings of City/County Services

- As a whole, Dunwoody citizens were quite satisfied with all essential City services.
- *Garbage collection* (average rating = 4.35) and *police services* (4.29) were rated highest by Dunwoody residents.
- Average satisfaction ratings for *fire services* (4.14) and *drinking water* (4.05) were also above 4.00.
- Ratings for the other services evaluated were all *above average*, ranging from 3.20 for *effectiveness of City communications* to 3.86 for *sewer system*.
- Again, traffic related factors were the rated services: *traffic signal timing* (2.93) and *flow of traffic and congestion* (2.43).

**Table 14**  
**Satisfaction Ratings of City/County Services**

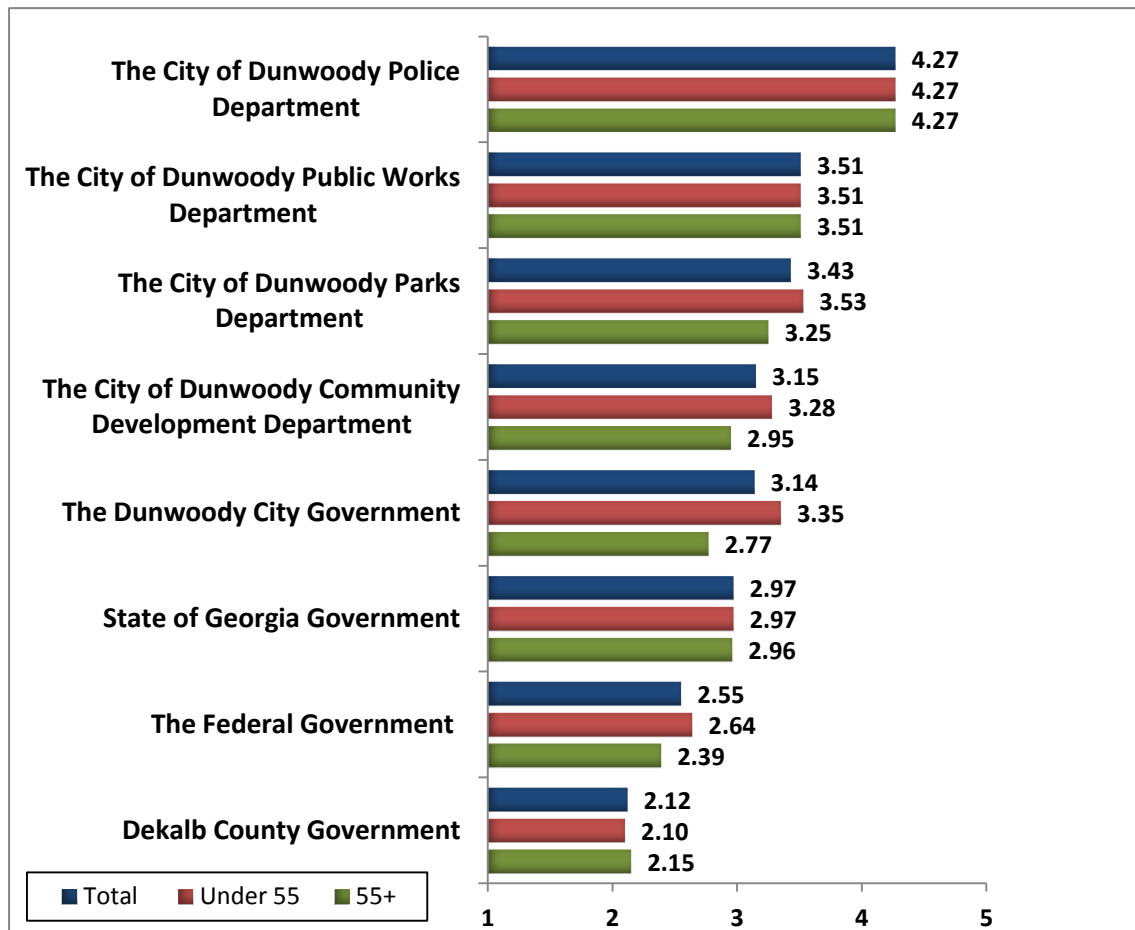


Scale: 1 = very dissatisfied to 5 = very satisfied

## F. Ratings for Various Entities

- The highest rated entities were the Dunwoody City Departments – especially the *Police Department* (average rating = 4.27).
- *Community Development* (3.15) and *City Government* (3.14) were rated slightly lower.
- The *State of Georgia* was rated below average.
- Dunwoody citizens were generally “dissatisfied” with the *Federal Government* (2.55) and *Dekalb County Government* (2.22)
- Ratings among citizens under 55 were higher than ratings among those 55+ for *Parks*, *Community Development* and *City Government*.

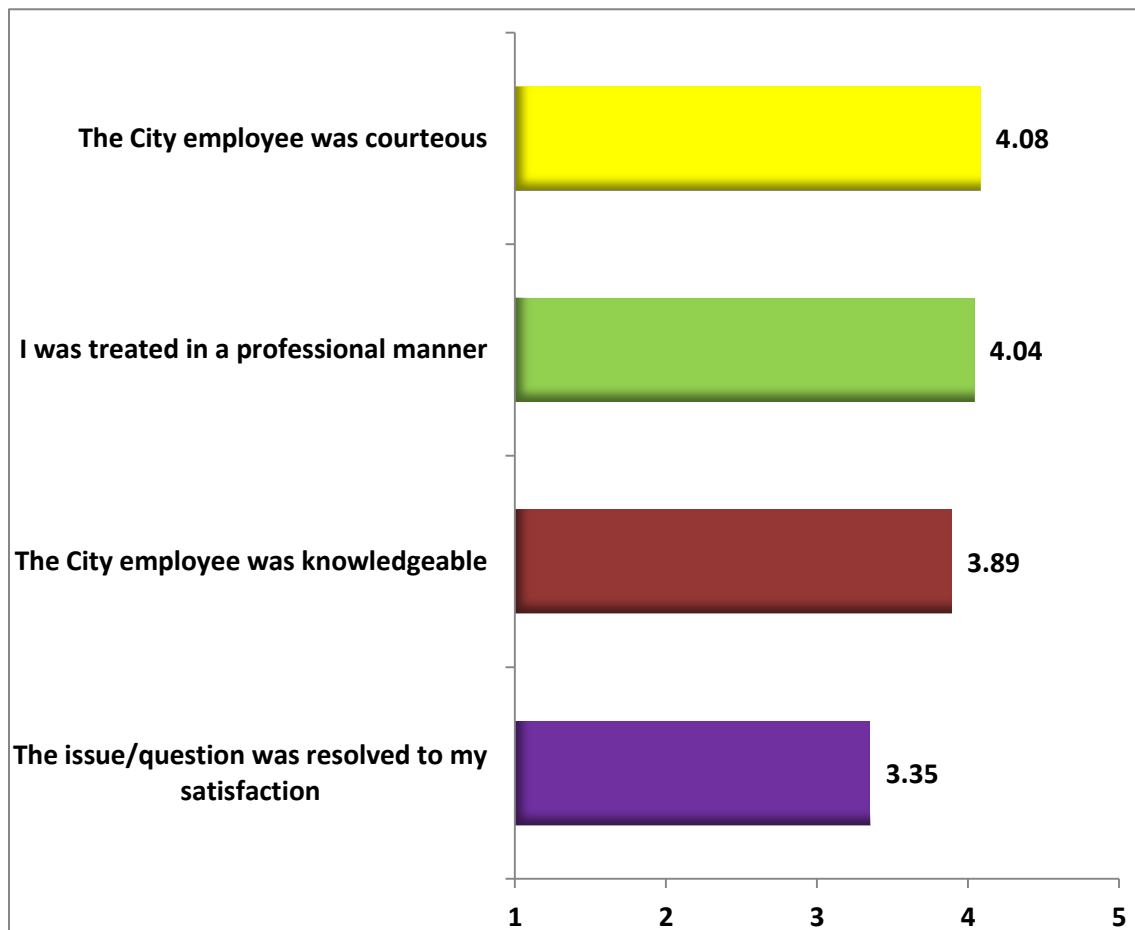
Table 15  
**Quality of Services Ratings for Various Entities**



Scale: 1 = very dissatisfied to 5 = very satisfied

- Just over two-in-five (42%) Dunwoody citizens indicated they had had some contact with a City employee.
- As a whole, citizens' perceptions of Dunwoody City employees were very positive.
  - *The City employee was courteous* (average rating = 4.06)
  - *I was treated in a professional manner* (4.04)
  - *The City employee was knowledgeable* (3.89)
- While lower, ratings for the *issue/question was resolved to my satisfaction* (3.35) were higher than typically found for similar problem-resolution items.
- In addition, there were no significant differences by age in study respondents' attitudes toward City employees.

**Table 16**  
**Ratings of Recent Contact with a City Employee**



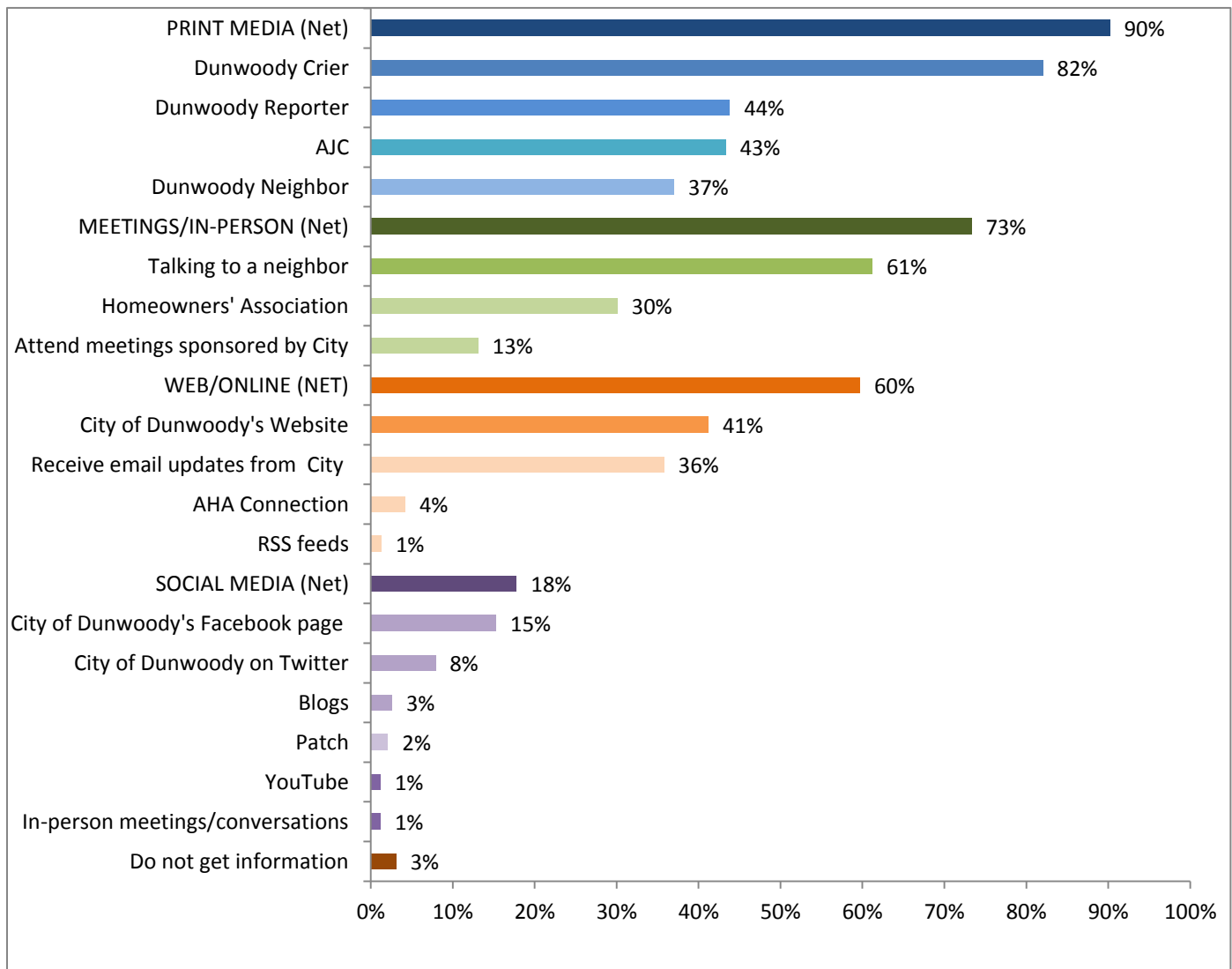
Scale: 1 = strongly disagree to 5 = strongly agree

## G. Communication with the Community

### 1. Communications Channels

- The media habits of Dunwoody citizens are different than those of residents of similar size cities – especially in the reported use of *print media*. When respondents were asked to indicate all of ways in which they communicate with the City, an unusually high nine-in-ten (90%) listed print media.
- *Meetings/in-person* was mentioned by nearly three fourths (73%) of study respondents and the web was listed by three-in-five (60%) citizens.
- Use of *social media* was much lower than in communities with similar age distributions.

Table 17  
**All Communication Channels Used to Keep  
Informed about City of Dunwoody**





### **Representative comments:**

*Listing key issues before the City in the local papers along with the pros and cons. Back up with facts. When issues are questioned in the paper (letters to the editor), please provide the City's reasons for their position. Example - the new trail at Brook Run has been under fire. The reasons for making it wider and out of concrete could be explained. (Maybe longevity and Maintenance)*

*Please continue to use multiple means of communicating information to the public about Dunwoody. Don't move toward only using one or two formats. Don't become too reliant on social media like Facebook or Twitter, as there are many that don't use those methods.*

*Have a section in the Crier called "What's happening or going to happen in Dunwoody".*

*More frequent tweets, posts, and e-mails regarding upcoming community events.*

*Add a link to The AHA! Connection, ([www.theahaconnection.com](http://www.theahaconnection.com)) that provides weekly or monthly updates.*

*Don't just communicate the good stuff. Admit when you've made a mistake or there's a problem.*

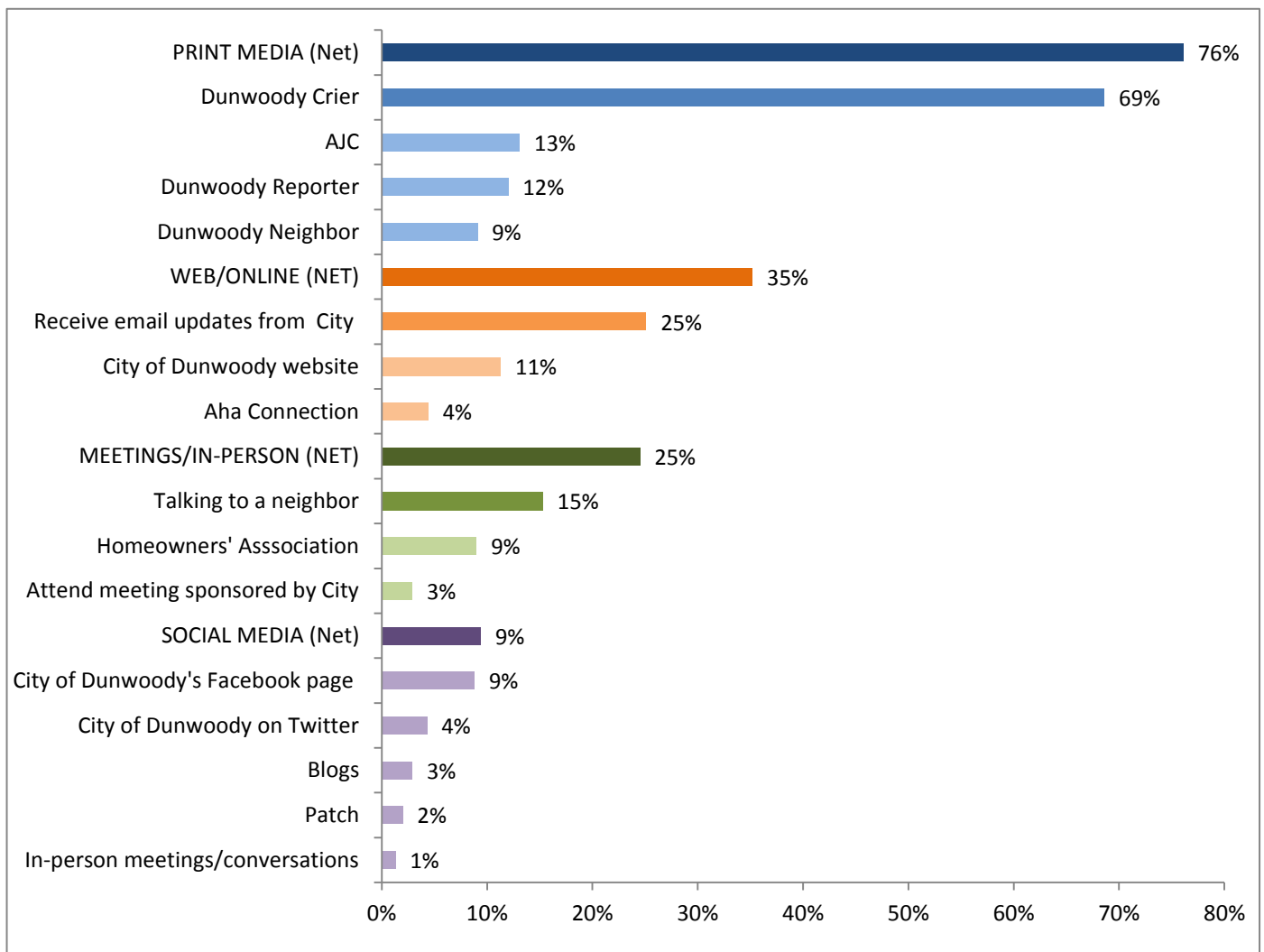
*I think the mayor or council should consider writing a weekly or monthly column for the Crier so we can hear what is going on 'from the horse's mouth', rather than from people with vested interests or the very opinionated gadflies who want to make their opinion known but usually don't seem to have a very balanced view or much actual knowledge.*

*Consider a once-a-month, one page mailing to citizens, recapping recent City business, upcoming agenda items, and a roster of City departments/phone #s in each issue.*

*I think the social media presence is excellent.*

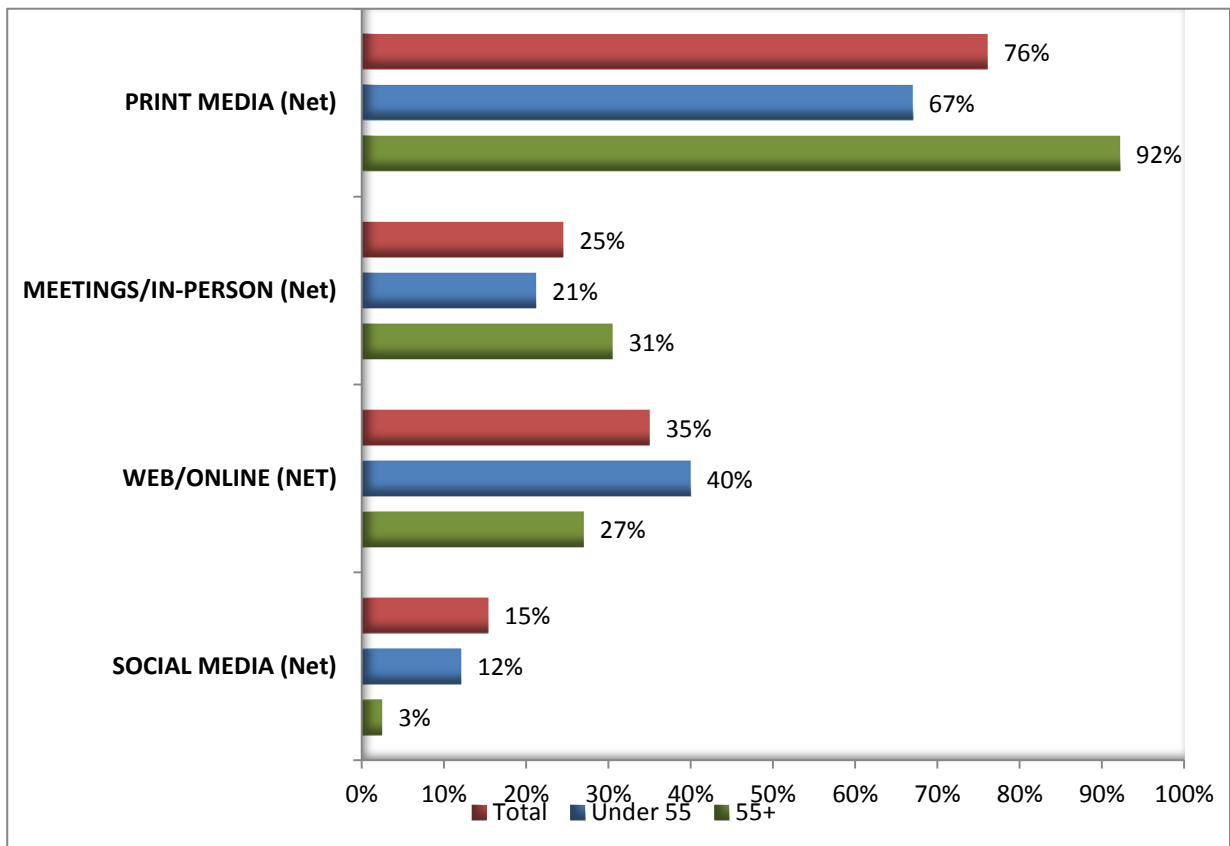
- The print media mentioned most often was the *Dunwoody Crier* (69%).
- Other print media channels listed were the *AJC* (13%), *Dunwoody Reporter* (12%), and *Dunwoody Neighbor* (9%).
- Mentioned most often in the web/ online category were *email updates from the City* (25%), *Dunwoody's website* (11%), and the *Aha Connection* (4%).
- *Talking to neighbors* (15%), *homeowner's associations* (9%), and *attending City sponsored meetings* (3%) were listed most often in meetings in-person.
- Social media favorites included the *City's Facebook page* (9%), presence on *Twitter* (4%), *blogs* (3%), and *the Patch* (2%).

**Table 18**  
**Favorite Communication Channel Used to Keep**  
**Informed about City of Dunwoody**



- As a whole, three fourths of Dunwoody citizens prefer *print media* (76%) for keeping informed about the City.
- Electronic channels – *web/online* (35%) and *social media* (15%) – are also important communication channels for citizens.
- While lower in preference, *meetings/in-person* (25%) remain an important way to keep informed for many citizens.
- Importantly, there are major differences by age on preferences.
- Residents 55+ were more likely to prefer *print media* (92%) and *meetings/in-person* (31%).
- Dunwoody citizens under 55 were more likely to prefer *web/online* (40%) and *social media* (12%).

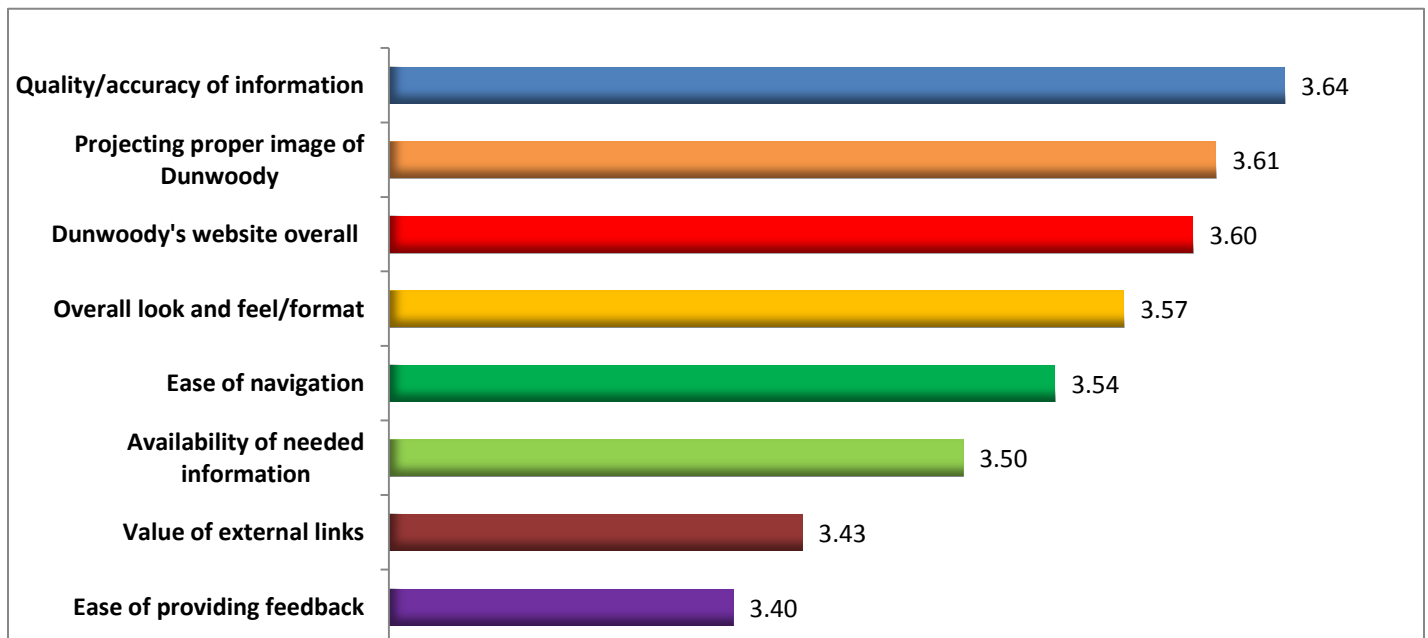
Table 19  
**Favorite Communication Channels (Net) by Age Category**



## 2. City of Dunwoody Website/Social Media

- Users of the City of Dunwoody's website were generally satisfied with the website overall.
- On a 5-point scale, average levels for all seven factors tested were clustered between 3.40 and 3.63.
- *Quality/accuracy of information* (average rating = 3.64), *projecting proper image of Dunwoody* (3.61), and *website overall* (3.60) had the highest satisfaction levels.
- *Overall look and feel/format* (3.57), *ease of navigation* (3.54), and *availability of information* (3.50) were rated in the middle.
- Lower satisfaction ratings were found for *value of external links* (3.43) and *ease of providing feedback* (3.40).

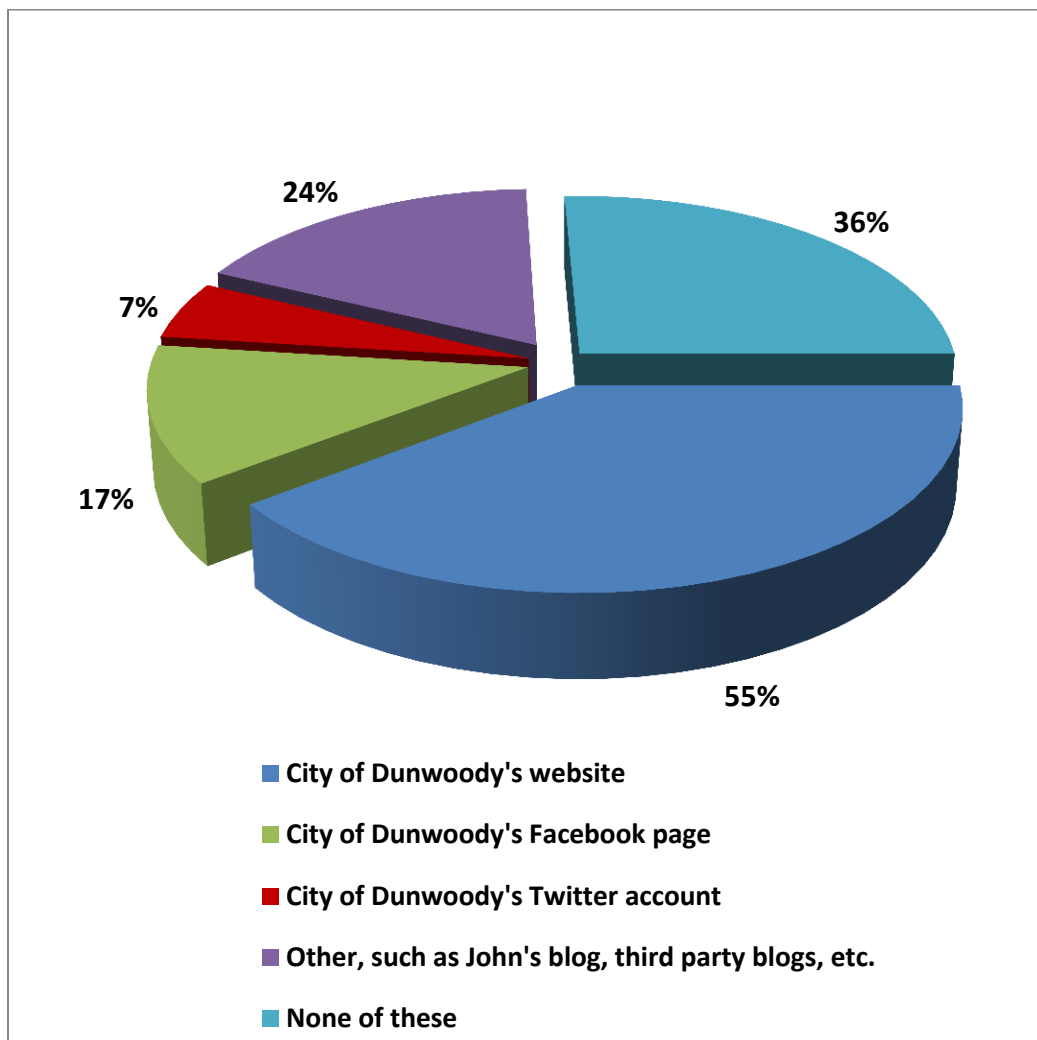
Table 20  
Rating of Aspects of City of Dunwoody's Website



Scale: 1 = *not at all satisfied* to 5 = *very satisfied*

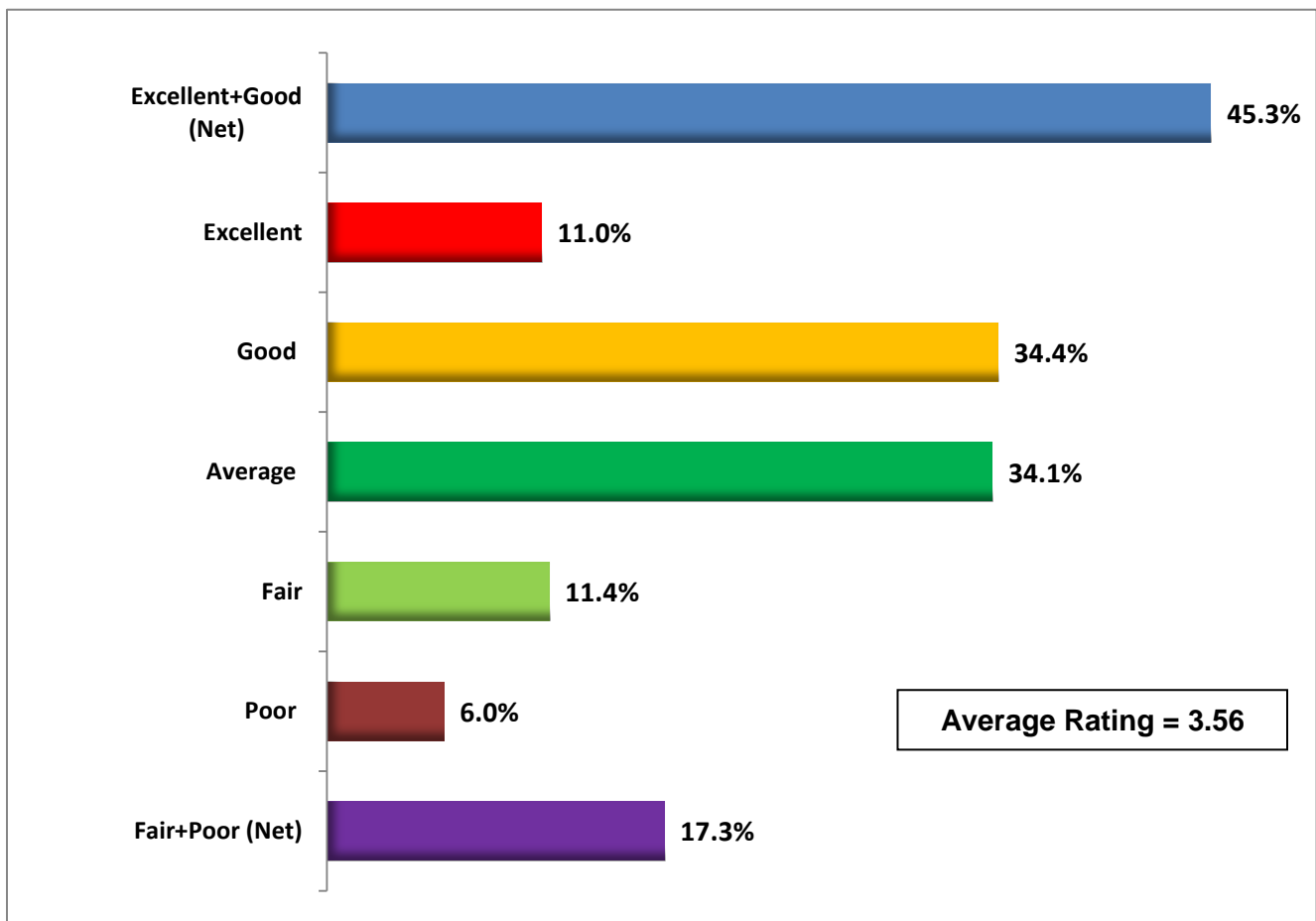
- About two thirds of citizens surveyed reported using/accessing some form of social media in the past 12 months.
- Just over one-half of all citizens (86% of social media users) had accessed the *City's website*.
- Levels were lower for accessing the *City's Facebook page* (17%) and following on *Twitter* (7%).
- One fourth of all residents (38% of social media users) reported reading blogs concerning the City.

Table 21  
**Social Media Channels Used in Past Twelve Months  
to Keep Informed about City of Dunwoody**



- While there is some room for improvement, Dunwoody citizens were basically pleased with the City's website.
- Just under one half (45.3%) rated the City website as excellent (11%) or good (34%). The average rating for the website as a whole was 3.56
- One third (34%) of the City's residents who participated in the research considered the website to be *average*.
- Relatively few respondents rated the City's website as *fair* (11%) or *poor* (6%).

Table 22  
**Rating of Dunwoody's Website**

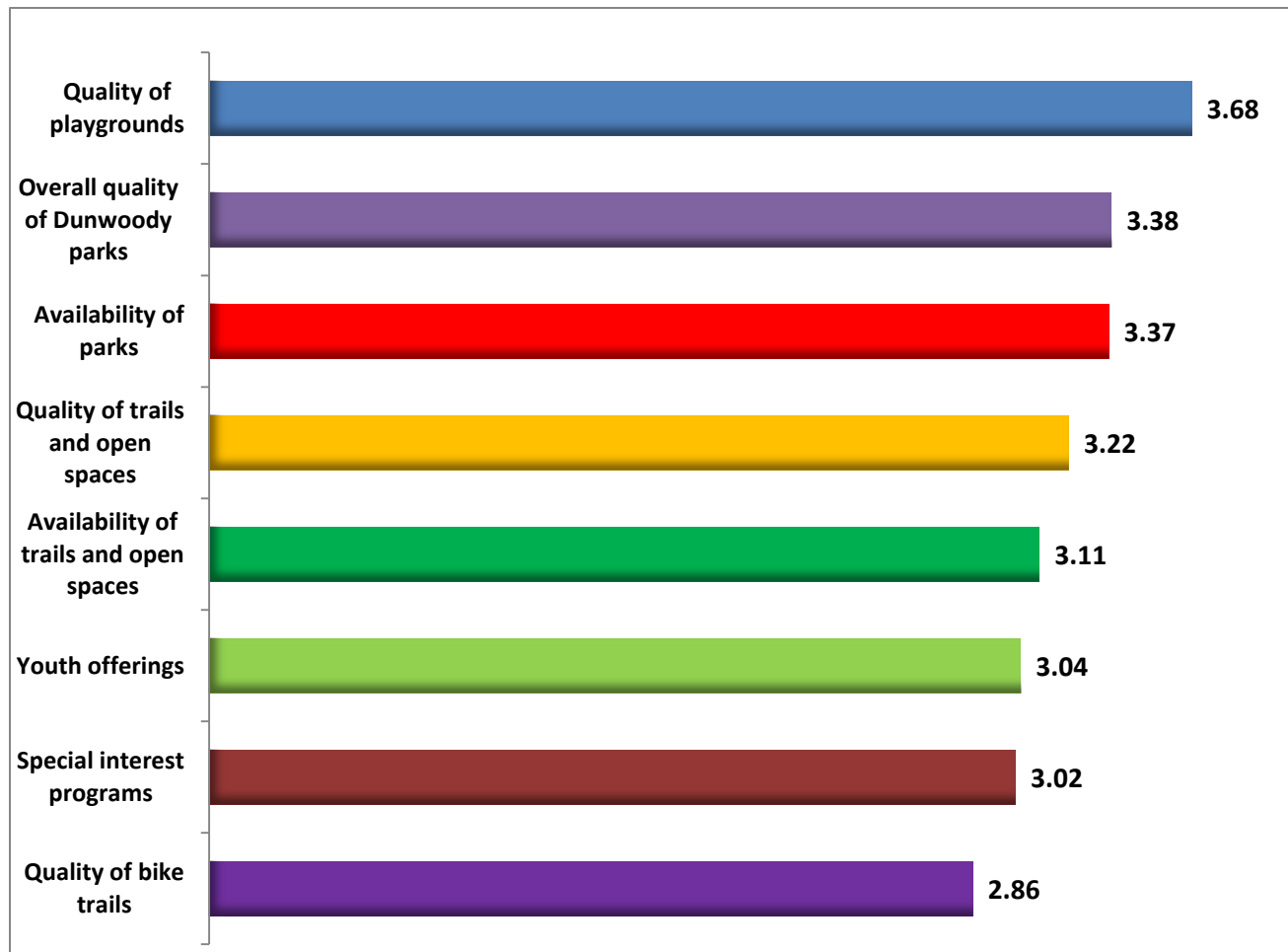


## H. Parks and Recreation/Events

### 1. Ratings of Parks and Recreation Department

- Average ratings of citizens' perceptions of the facilities/ programs of the City's parks ranged from 2.86 to 3.68.
- The highest rated factor was the *quality of the City's playgrounds* (3.68).
- The *overall quality of Dunwoody parks* (3.38) and the *availability of parks* (3.37) were also positively rated.
- Lower average ratings were found for the City's trails and open spaces: *quality of trails/open spaces* (3.22) and the *availability of trails* (3.11).
- The *quality of the City's bike trails* (2.86) was the lowest rated element of the Parks and Recreation Department.

Table 23  
**Ratings of Various Aspects of Parks and Recreation Department**



Scale: 1 = poor to 5 = excellent

**Representative comments:**

*1) Indoor swimming facilities focused on senior citizens with trainers and lifeguards 2) Additional golfing opportunities e.g. driving ranges and 18 hole courses 3) Senior friendly walking trails*

*The Brook Run walking trail is wonderful. I would like to see more of this type of amenity in the community. The playground there is also great but there are just not enough of them. Please more opportunity for walking!!!*

*More sports fields. More places to exercise (self initiated activities).*

*Public Community Center with arts, social and exercise activities for seniors.*

*An ice skating rink.*

*Youth programs such as soccer, volleyball and basketball that can serve all the youth not baseball for high schoolers that serve 4 residents. Tennis courts would be nice at Brook Run and maintain the ones at Windwood.*

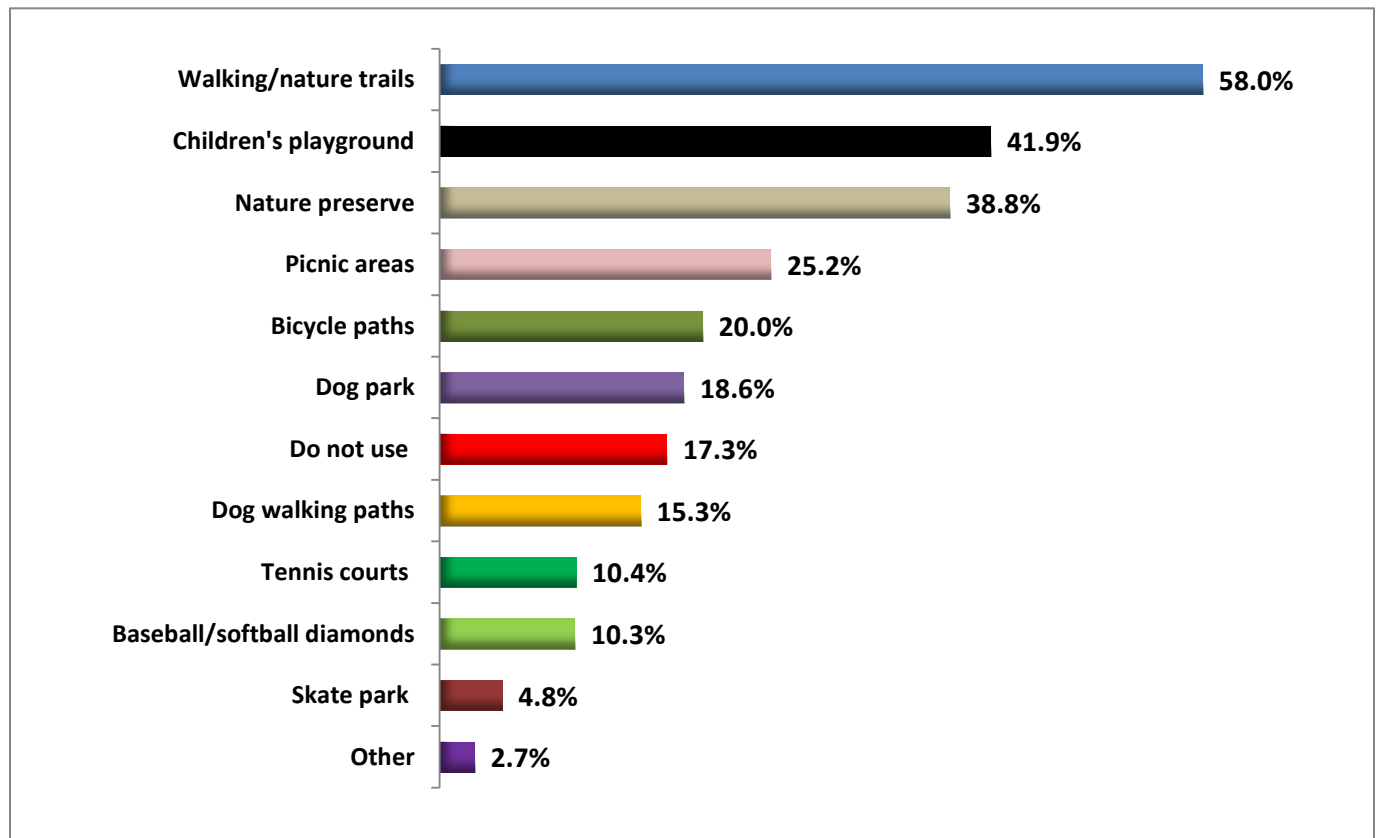
*Improved play area for children. Improved picnic area and green space. Would like to see a fountain for children to play in like the Olympic Park. Also, learning programs in the buildings at Brook Run.*



## 2. Amenities/Programs

- Over four-in-five citizens reported using at least one of the amenities/programs of the Dunwoody park system.
- Most popular among citizens were the City's *walking trails* (58%).
- Substantial utilization levels were found for *children's playgrounds* (42%), *nature preserve* (39%), and *picnic areas* (25%).
- There was also utilization of facilities for dogs: *dog park* (19%) and *dog walking paths* (15%).
- The lowest utilization levels were found for the City's outdoor sports facilities: *tennis courts* (10%), *ball diamonds* (10%), and the *skate park* (5%).
- As expected, younger citizens were more likely to take advantage of *walking trails*, *children's playgrounds*, and *picnic areas*.

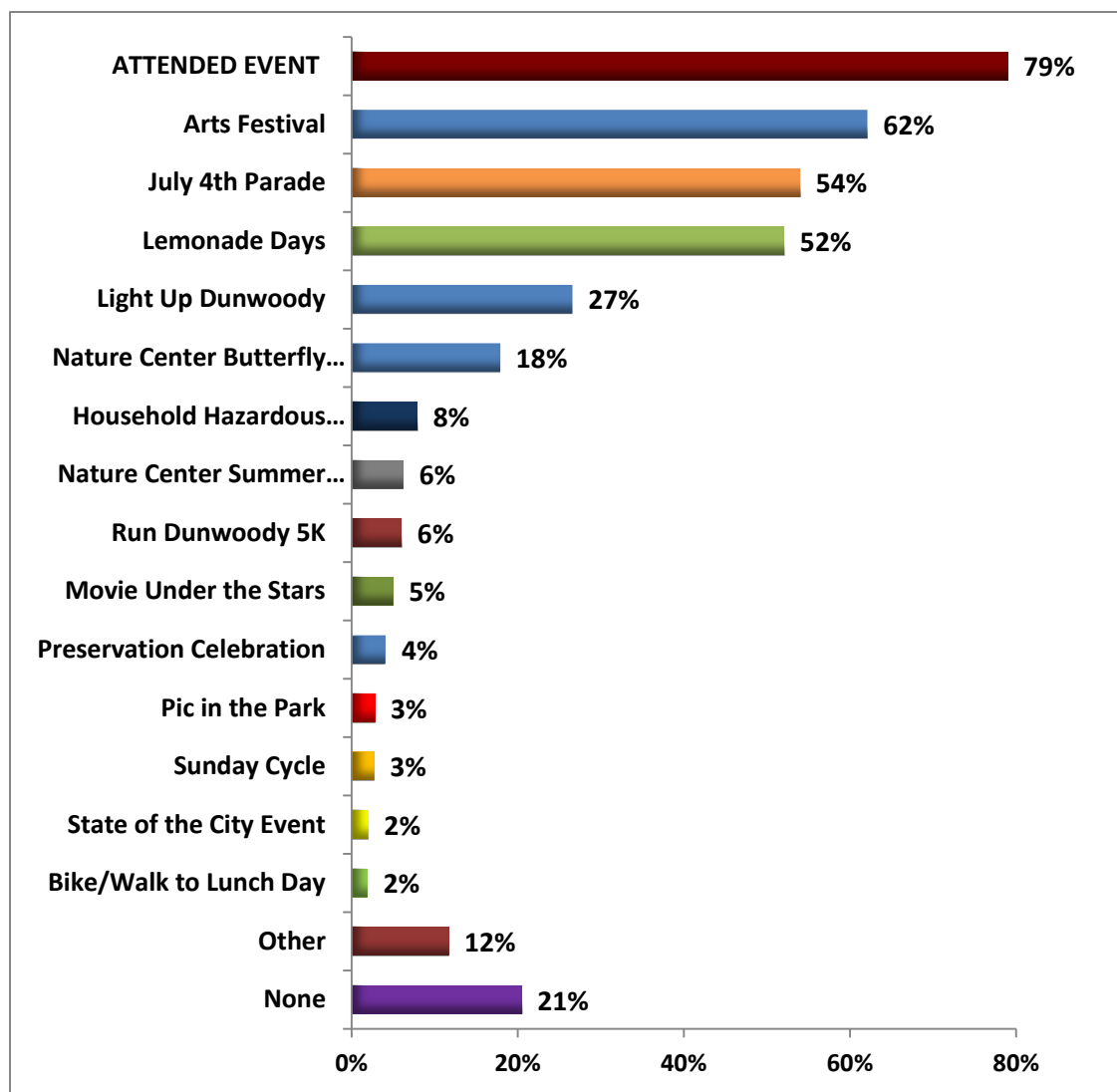
Table 24  
**Amenities/Programs of Dunwoody Parks Utilized**



### 3. Special Events

- Four-in-five Dunwoody citizens attended a City special event in the past year.
- The *Arts Festival* (62%) was the most widely attended of the City's special events.
- High attendance levels were also reported for the *July 4 Parade* (54%) and *Lemonade Days* (52%).
- *Light Up Dunwoody* (27%) and the *Nature Center Butterfly Festival* (18%) were also relatively well-attended.
- The only difference by respondent segments was that higher income residents were more likely to attend the most popular special events.

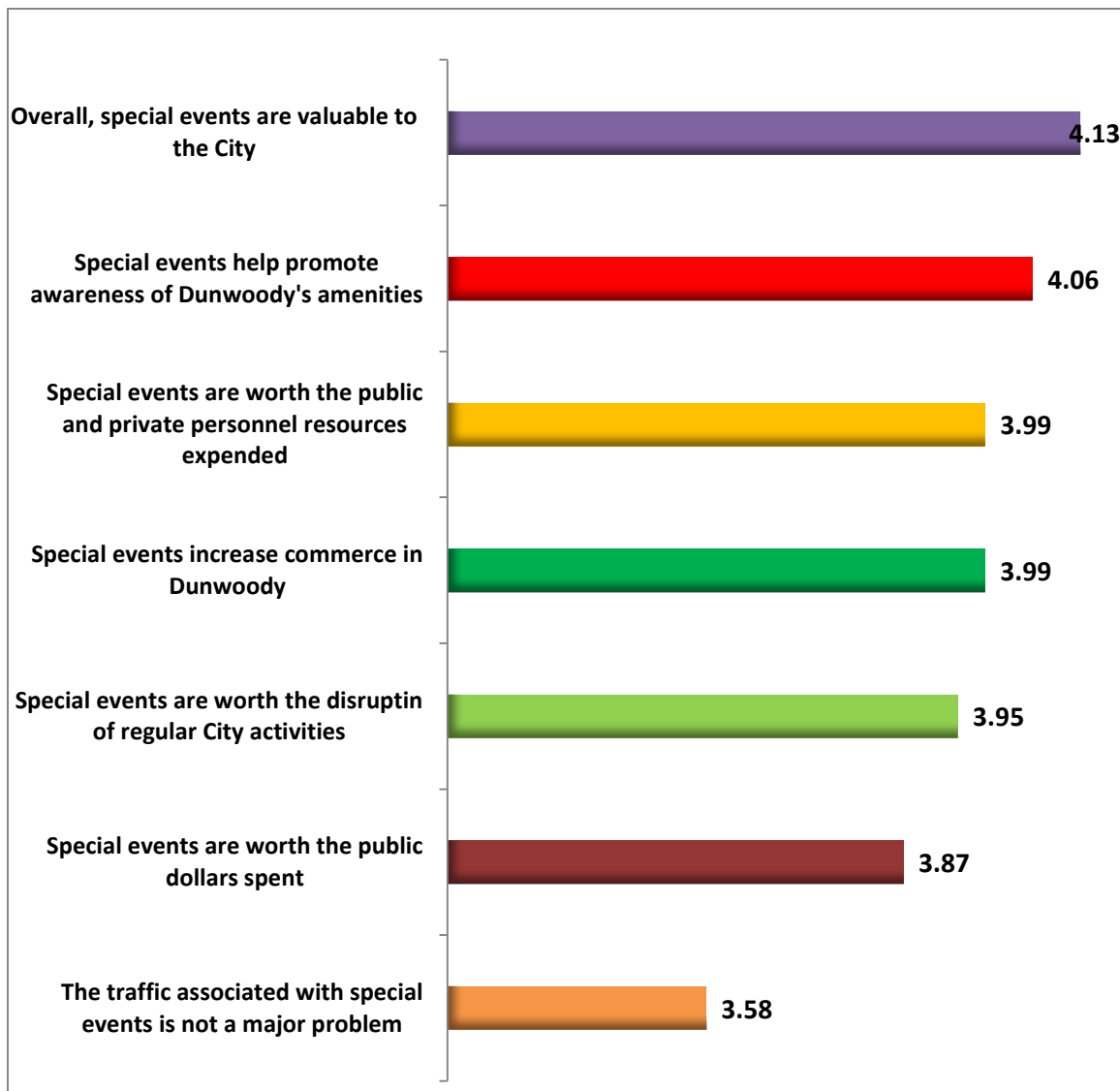
Table 25  
**Special Events Attended in Past Year**



- Across the board, Dunwoody citizens “agree” that special events are important to the City.
- There was widespread agreement that special events are *valuable to the City* (average rating = 4.13) by promoting *awareness of the City’s amenities* (4.06) and *increasing commerce in the City* (3.99).
- Importantly, citizens feel that the benefits of special events are worth the *personnel resources* (3.99), *disruption of normal activities* (3.95), and *public dollars spent* (3.87)
- Dunwoody citizens also seemed willing to put up with the *traffic issues* (3.58) associated with special events.

Table 26

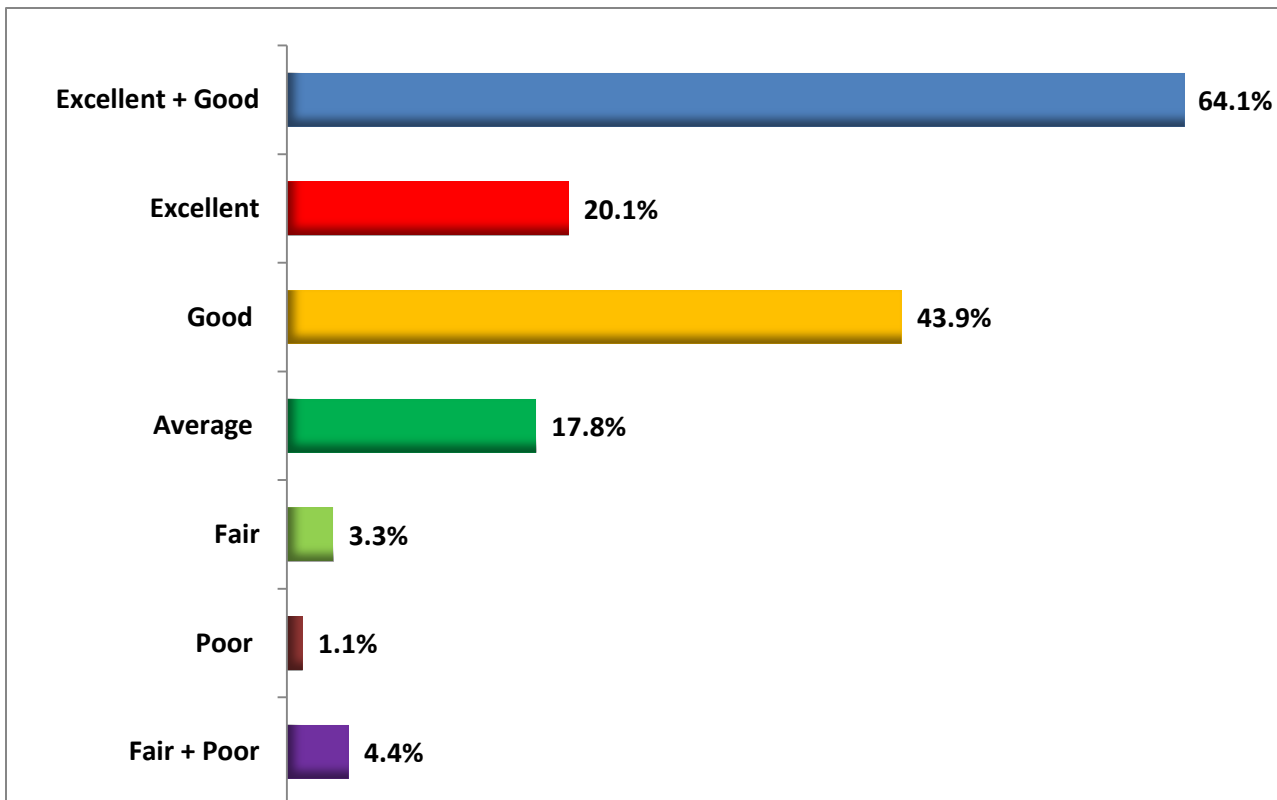
**Levels of Agreement with Statements about Special Events in Dunwoody**



Scale: 1 = *strongly disagree* to 5 = *strongly agree*

- Dunwoody citizens have a very positive opinion of the City's special events.
- The average rating is 3.86.
- Nearly two thirds rated the quality of special events in Dunwoody as *excellent* (20%) or *good* (44%).
- Just under one-in-five judged the City's special events as *average* (18%).
- Very few residents considered special events in Dunwoody to be *fair* (3%) or *poor* (1%).
- The positive opinions of special events in Dunwoody are consistent across all citizen segments.

Table 27  
**Overall Rating of the Quality of Special Events in the City of Dunwoody**



### **Representative comments:**

*Just do what we do now...BETTER. Don't just look for the next Big thing, look at how you can make what we already do better.*

*Something to celebrate Dunwoody's history. Events that celebrate Senior Citizens in the City.*

*Music. Any kind of music. All the cities have art festivals, craft shows, etc. Dunwoody could differentiate itself with unique music formats and maybe even a cinema festival for foreign and documentary films (look at Minneapolis). They could set up venues in the churches for the cinemas. Music could be folk, country, rock, all during the year at outdoor venues, add it as a big part of the 4th of July parade, big Christmas caroling competitions, etc. Make Dunwoody a unique music mecca. Right now, I simply see Dunwoody doing the same thing other small towns do. That doesn't distinguish us as a "fantastic" city.*

*I would like to see a great fireworks show on the fourth and possibly on New Years Eve. A family friendly New Years Eve party complete with something "Dunwoody" dropping at midnight would be nice. For example, Keswick Park in Chamblee puts on a great 4th fireworks show but I would be much happier if there were something closer.*

*Live theater at Liane Levitan Park at Brook Run.*

*Antiques show.*

*Bring back the chili cook-off like you had a couple of years ago.*

*Orchestral concerts and plays in the park.*

*Farmer's market.*

*Tea dances, open air theatre.*

*How about the Chamber of Commerce/Dunwoody Restaurants sponsoring a Taste of Dunwoody? All Dunwoody businesses would be welcome to set up booths, perhaps music provided - for a variety of tastes.*

*Summer concert series at Brook Run Park.*

*We have enough special events.*

*Antique car showcase; diversity celebration; Fire & Police recognition.*

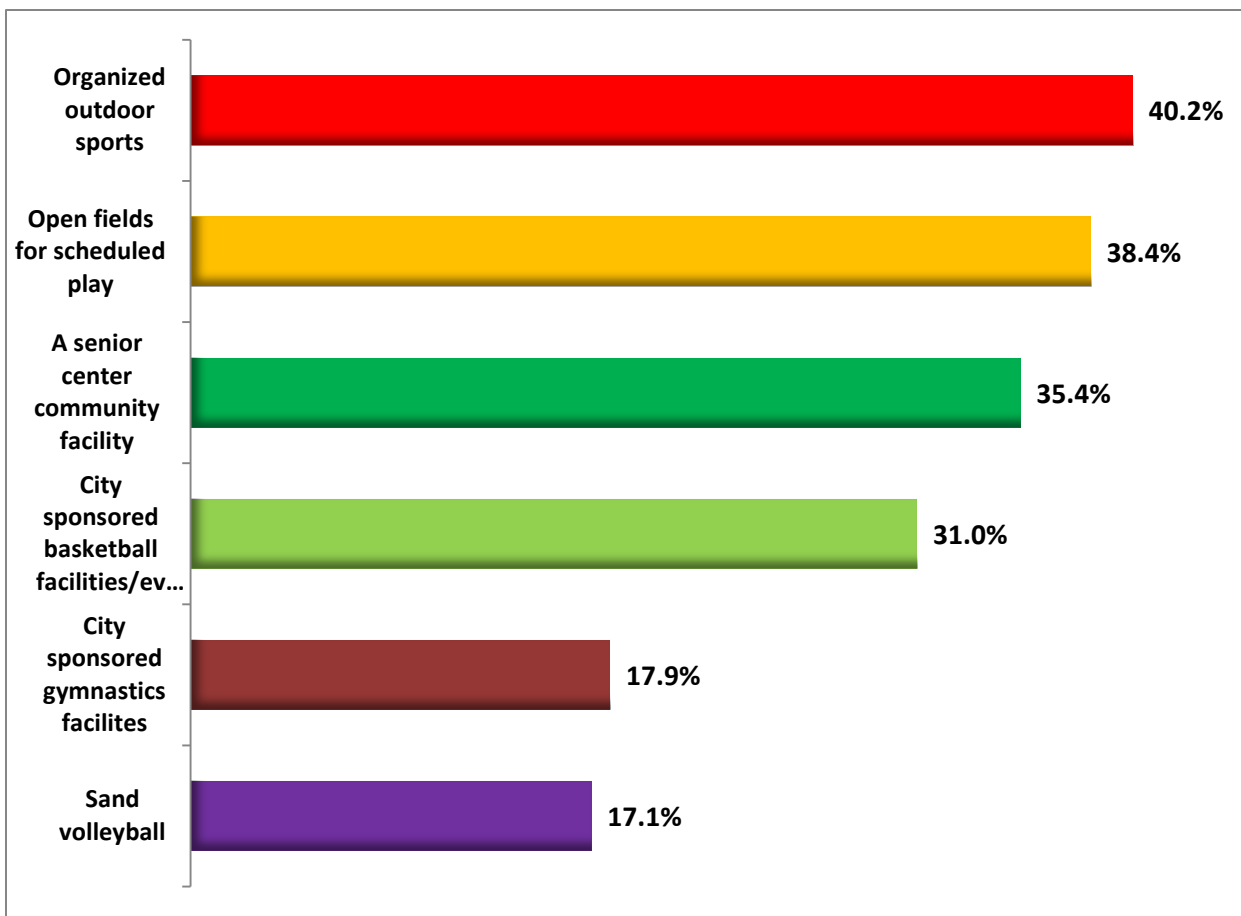
*I like the variety of events currently in place.*

*More fairs like Lemonade Days!*

#### 4. Activities in Dunwoody

- The majority of suggestions for activities/events citizens would like to see added in Dunwoody involve sports:
  - *Organized outdoor sports* (40%)
  - *Open fields for scheduled play* (38%)
  - *Basketball facilities leagues* (31%)
  - *Gymnastic facilities* (18%)
  - *Sand volleyball* (17%)
- There was also considerable support for a *Senior Center* (35%)
- Some citizens suggested expanding the City's *public promotion* of *music festivals, concerts, and movies*.

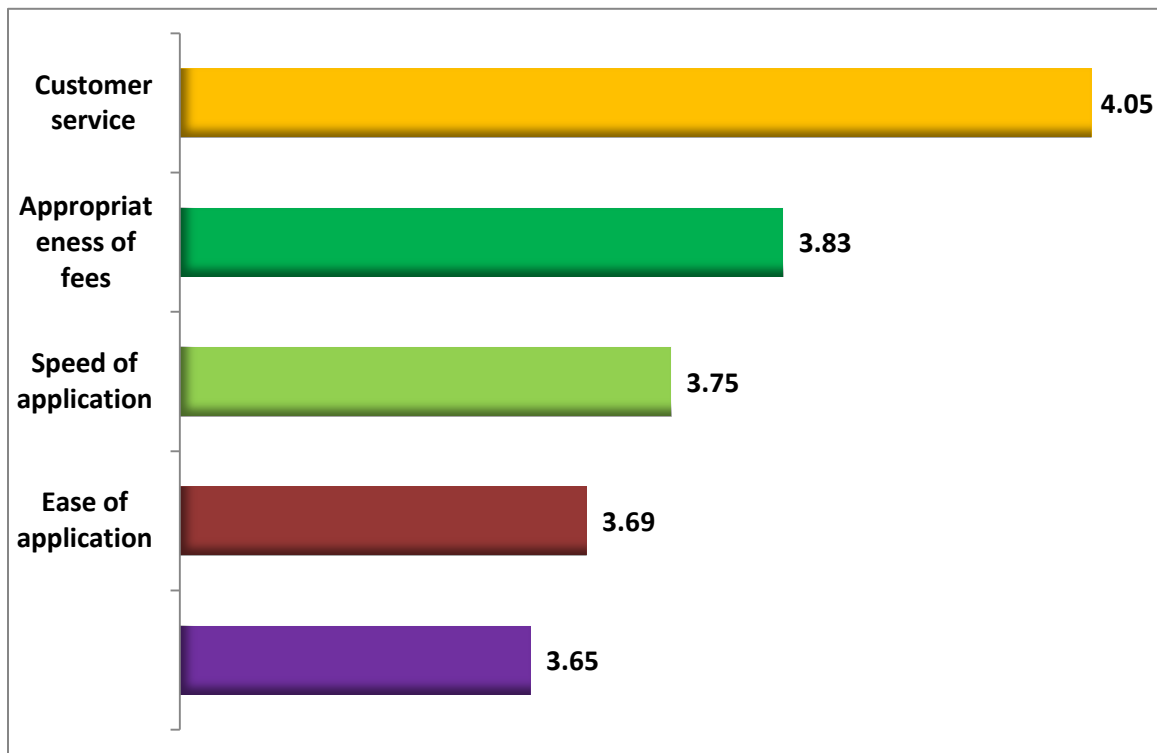
Table 28  
**Which Activities Would You Like to See Added in Dunwoody?**



## I. Licensing and Permitting

- Only one-in-ten (10%) citizens reported they had applied for a building permit from the City of Dunwoody since it was incorporated in 2008.
- Dunwoody citizens have a generally positive opinion of the City's permitting process. Average ratings for areas tested ranged from 3.65 to 4.05.
- Importantly, *customer service* (average rating = 4.05) was judged as the best element of the permitting process.
- The average rating for *appropriateness of fees* (3.83) was well above satisfactory.
- Perceptions of both the *speed* (3.75) and *ease of the application process* (3.69) were also very admirable.
- Citizens' opinions of the City's *building permit process overall* (3.65) was lower, but still very good.

Table 29  
**Ratings of the Permitting Process of the City of Dunwoody**



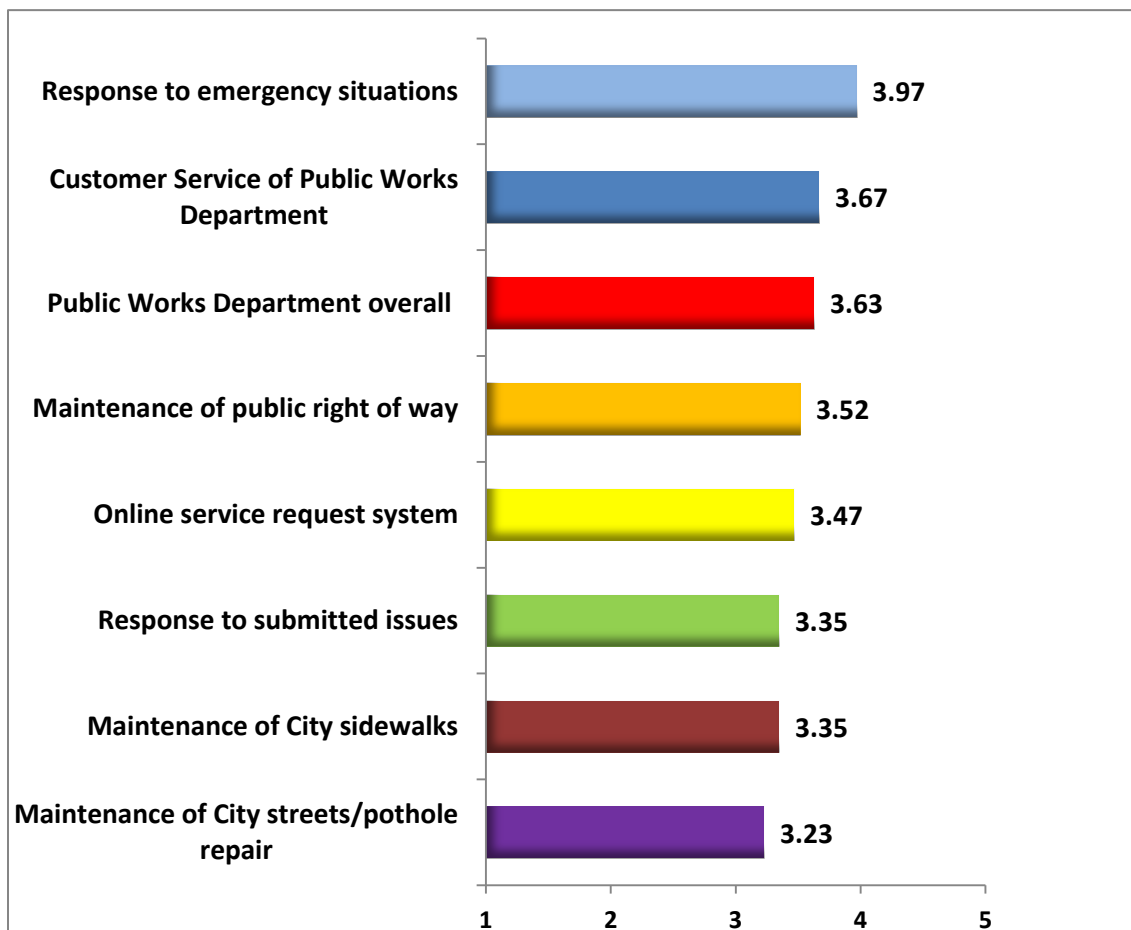
Scale: 1 = poor to 5 = excellent

## J. Dunwoody Public Services

### 1. Public Works

- Citizens' ratings of the services provided by the City's Public Works Department ranged from 3.23 to 3.97.
- *Response to emergency situations* (average rating = 3.97) was the Department's highest rated element.
- Next in order were *customer service* (3.67) and the *Public Works Department overall* (3.63).
- Citizens' ratings of the Department's *maintenance of public right of way* (3.52), *online service request system* (3.47), and *response to submitted issues* (3.35) were also on the positive side.
- Maintenance issues were the lower rated services: *maintenance of City sidewalks* (3.35) and *maintenance of streets/pothole repair* (3.23).

Table 30  
**Ratings of Various Aspects of the Public Works Department**



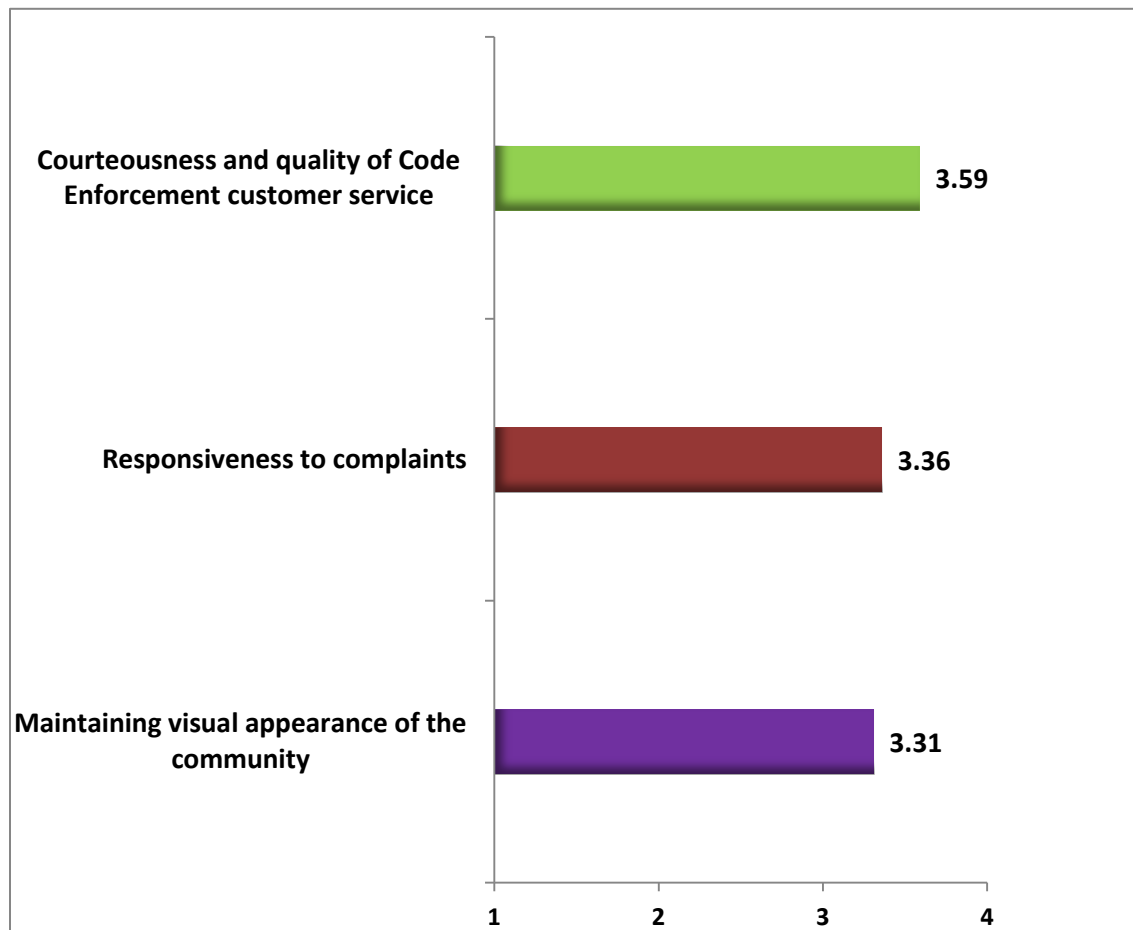
Scale: 1 = poor to 5 = excellent



## 2. Code Enforcement

- Considering its function, ratings of the Code Enforcement Division were very commendable – ranging from 3.31 to 3.59.
- Again, the *courteousness and quality of customer service* (average rating = 3.59) was the highest rated service element of this City department.
- Ratings for *responsiveness to complaints* (3.36) were very acceptable.
- Citizens' rating of Code Enforcement for *maintaining visual appearance of the community* (3.31) was also on the positive side.

Table 31  
**Ratings of Code Enforcement Division**

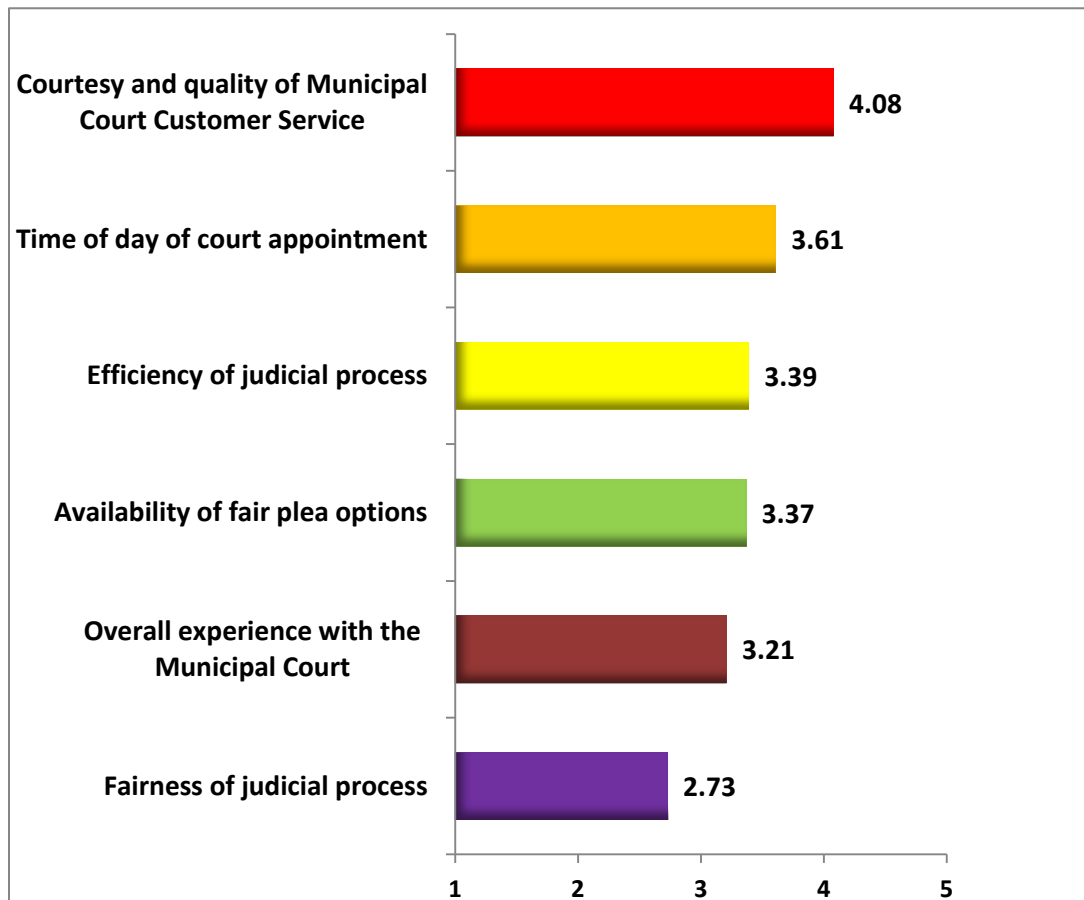


Scale: 1 = poor to 5 = excellent

### 3. Municipal Court

- Relatively few respondents (4%) indicated they had interacted with the Dunwoody Municipal Court in the past two years.
- Study respondents who had been involved with the court system were asked about their experience with the City's judicial process. Ratings for elements of the City's courts ranged from 2.73 to 4.08.
- The highest rated element of the City's court system was the *courtesy and quality of customer service* (average rating = 4.08).
- Citizens' perceptions of *time of court appointment* (3.61), *efficiency of judicial process* (3.39), and *availability of fair plea options* (3.37) were in the acceptable range.
- As would be predicted, citizens who had been in court were not positive about their *overall experience with the municipal court* (3.21) or the *fairness of the judicial process* (2.73).

Table 32  
**Ratings of Municipal Court Services**

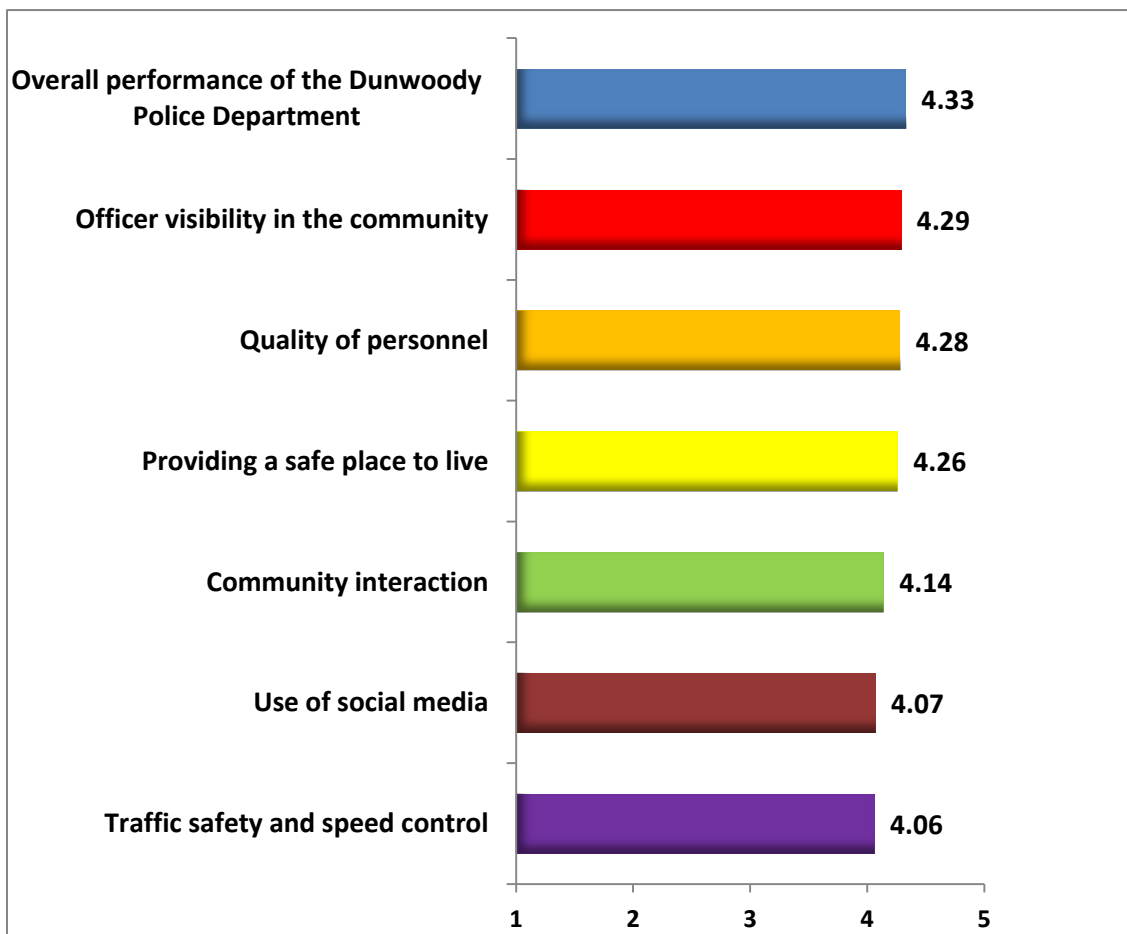


Scale: 1 = poor to 5 = excellent

#### 4. Police Services

- The Police Department was the highest rated City department examined in this research -- the average rating for each element was above 4.00.
- The *overall performance of the police* (average rating = 4.33) was the highest rated factor studied.
- Ratings of *officer visibility* (4.29), *quality of police personnel* (4.28), and *providing a safe place to live* (4.26) were also very encouraging.
- Lower, but still very positive, were *community interaction* (4.14), *use of social media* (4.07), and *traffic safety/speed control* (4.06).

Table 33  
**Ratings of Police Services**

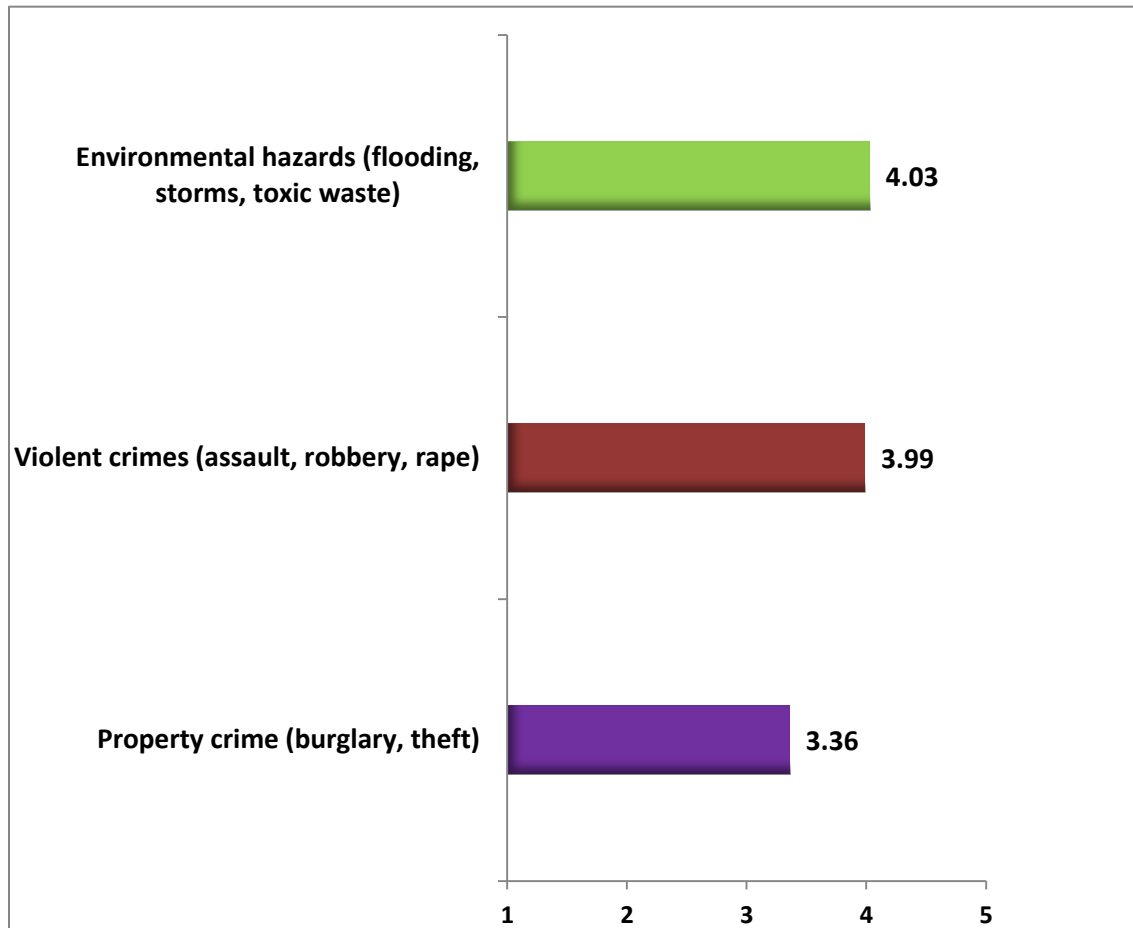


Scale: 1 = poor to 5 = excellent

## 5. Public Safety

- Overall, citizens feel safer in Dunwoody than residents of similar cities.
- Using a 5-point scale from 1 = *very unsafe* to 5 = *very safe*, Dunwoody citizens reported feeling safe in the likelihood of:
  - *Environmental hazards* (4.03)
  - *Violent crimes* (3.99)
- While lower, perceptions of safety were relatively positive for experiencing *property crimes* (3.36).

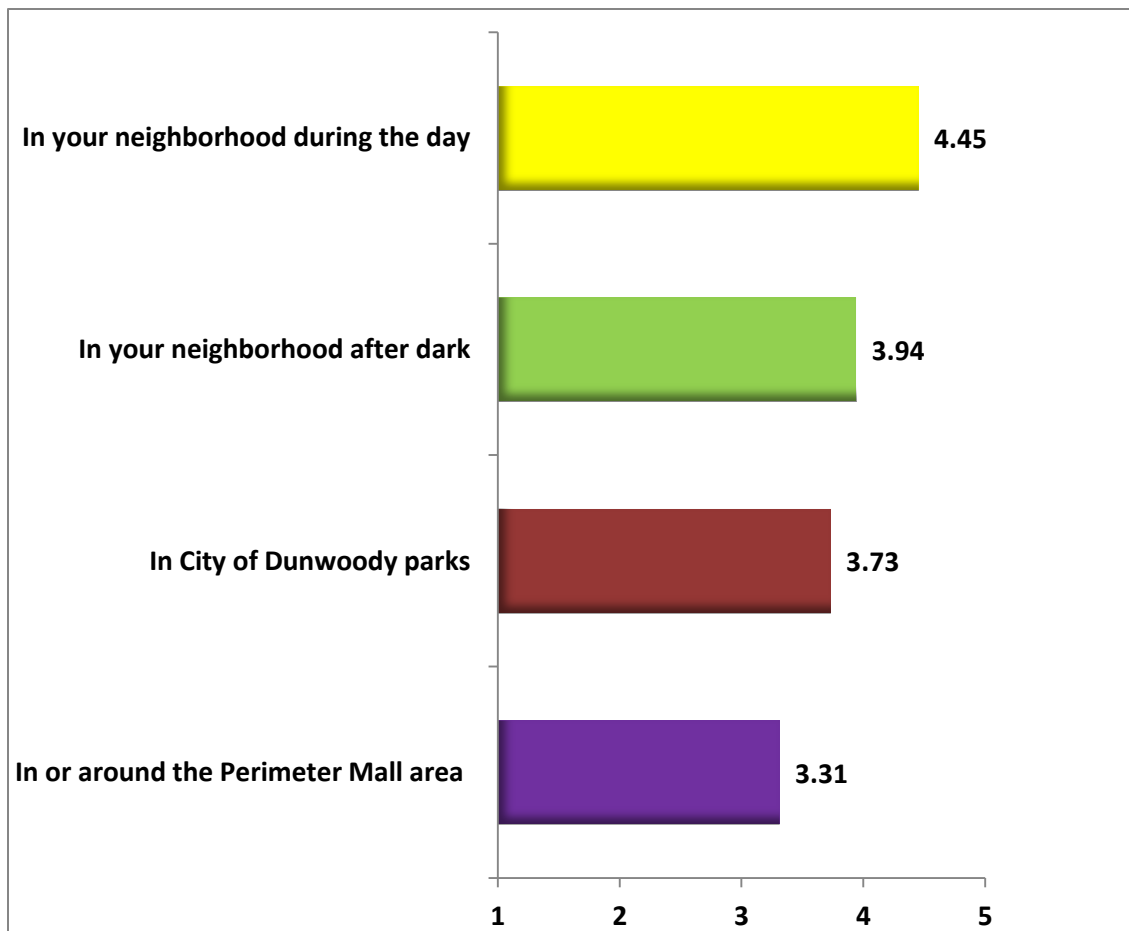
Table 34  
**How Safe or Unsafe You Feel from the Following**



Scale: 1 = *very unsafe* to 5 = *very safe*

- Citizens also reported very high levels of perceived safety across a number of "everyday situations" in Dunwoody.
- Compared with residents of similar municipalities, Dunwoody citizens felt safer in their neighborhoods.
  - *During the day* (4.45)
  - *After dark* (3.94)
- Perceptions of safety while in *Dunwoody parks* (3.73) were also positive
- While still positive, the *area around Perimeter Mall* (3.31) was judged less safe than the other areas examined.

Table 35  
**How Safe or Unsafe You Feel in Specific Situations**



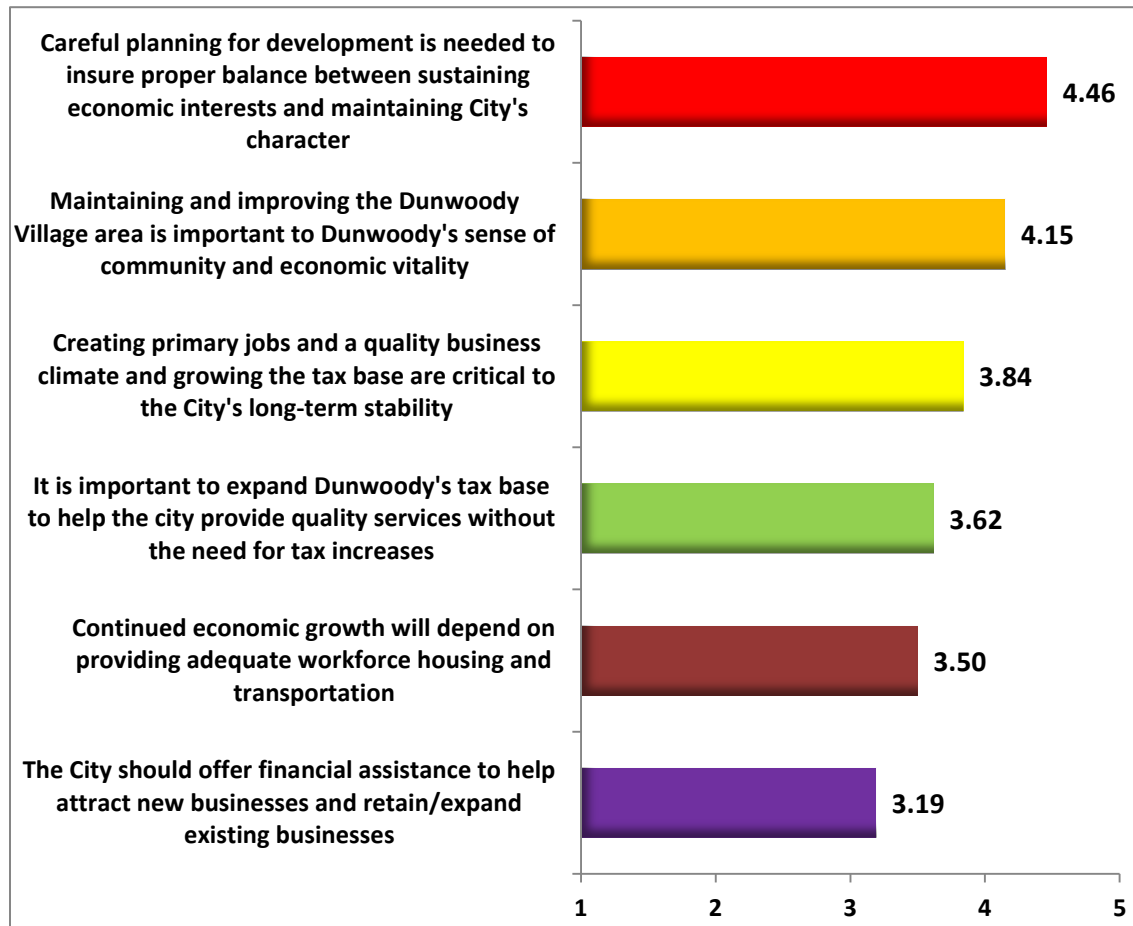
Scale: 1 = very unsafe to 5 = very safe

## 6. Development in Dunwoody

- Dunwoody citizens tended to support development in the City, but strongly agree that *careful planning for development is needed to insure proper balance between sustaining economic interests and maintaining City's character* (average rating = 4.46).
- Development was important for:
  - Maintaining Dunwoody's sense of community and economic vitality (4.15)
  - Creating jobs and growing the tax base (3.84)
  - Expanding City's tax base without the need for tax increases (3.62)
- Citizens also agreed that *continued economic growth will depend on providing adequate workforce housing / transportation* (3.50).
- Much lower levels of agreement were found for the *City's offering financial assistance to support economic development* (3.19).

Table 36

### Levels of Agreement with Statements Concerning Development in Dunwoody

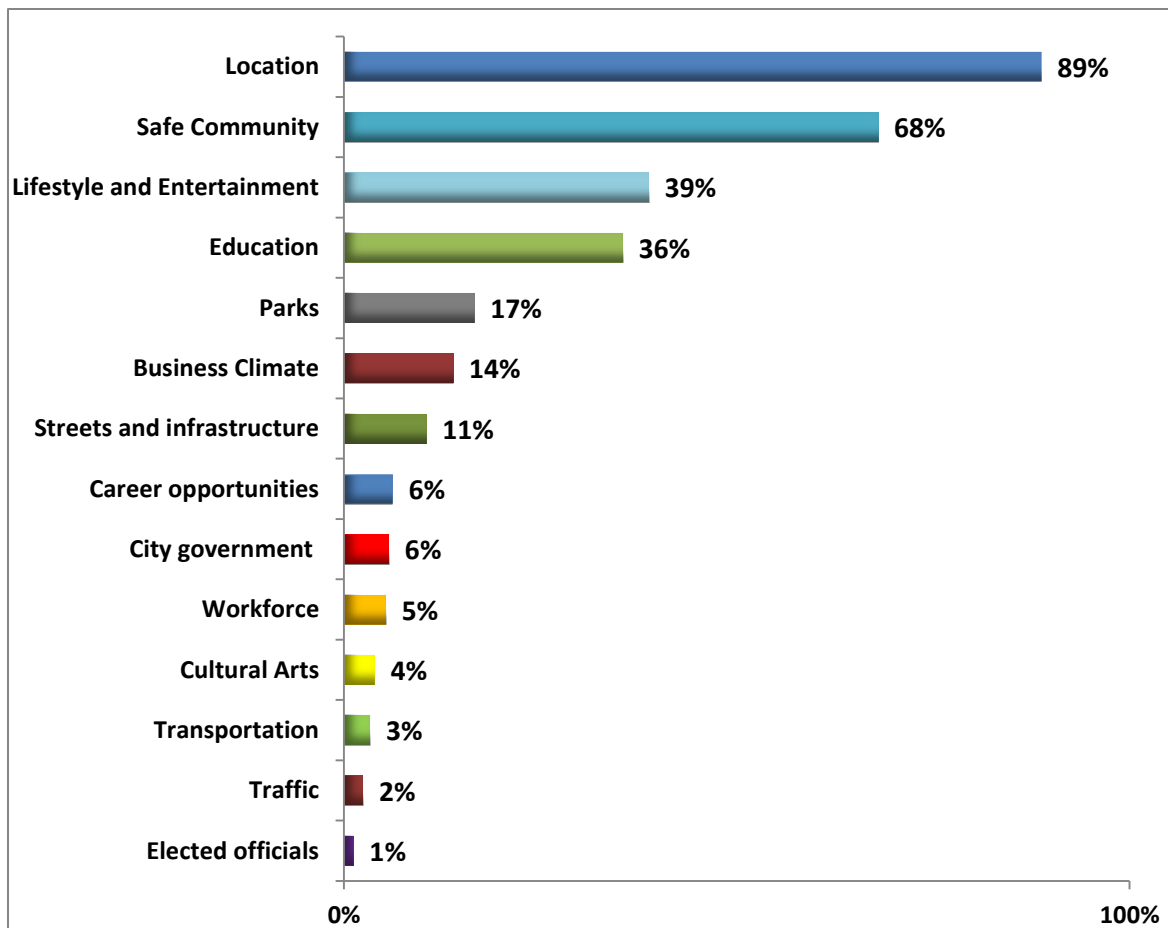


Scale: 1 = strongly disagree to 5 = strongly agree

## K. City of Dunwoody Strengths/Weaknesses

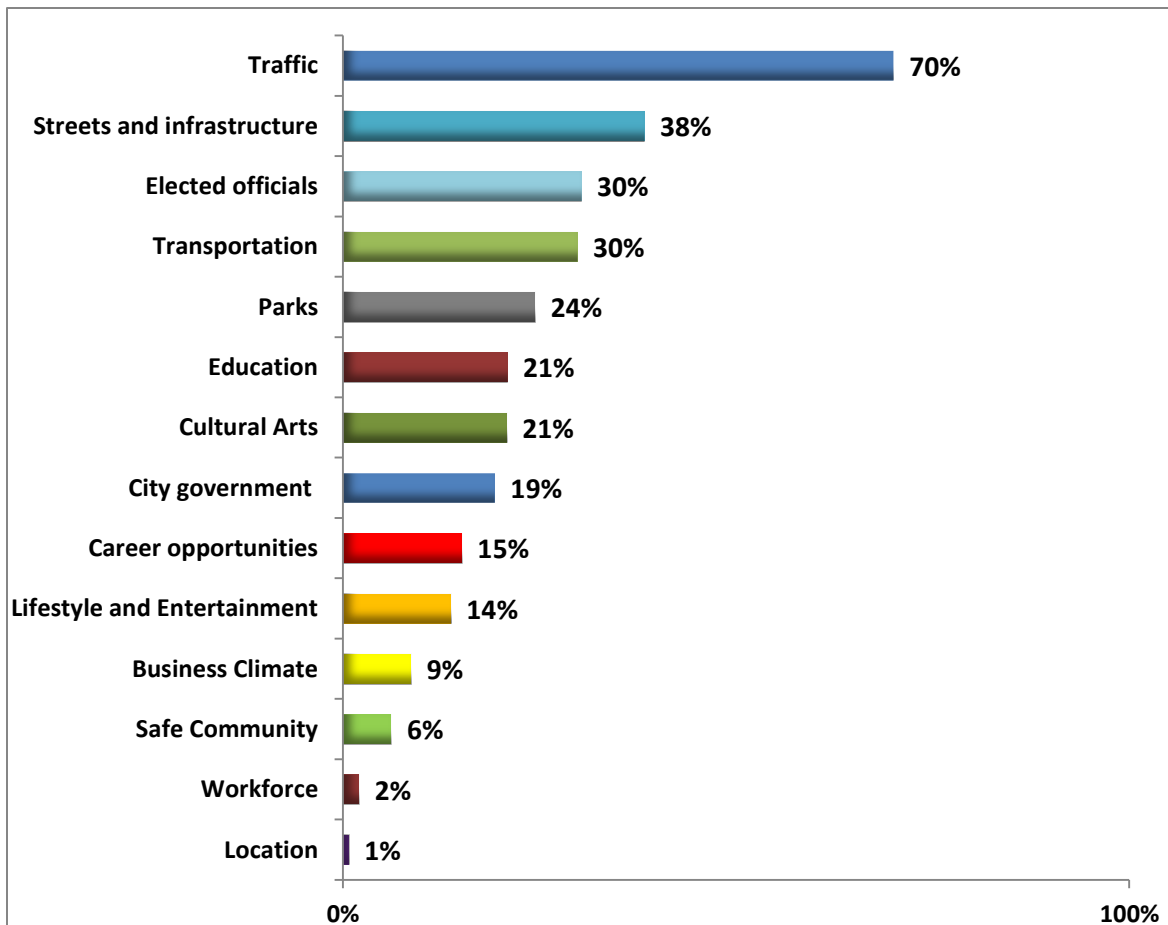
- The top strengths of the City of Dunwoody in the eyes of its citizens were the City's *location* (89%) and *safety* (68%).
- *Lifestyle and entertainment* (39%) and *education* (36%) were also listed among the City's strengths.
- Dunwoody's *parks* (17%), *business climate* (14%), and *streets/infrastructure* (11%) were also mentioned as among the City's top strengths.
- Mentioned less often were *career opportunities* (6%), *government* (6%), *workforce* (5%), *cultural arts* (4%), and *transportation* (3%).
- Just a few respondents listed *traffic* (2%) or *elected officials* (1%) as one of Dunwoody's top strengths.

Table 37  
**Top Strengths of the City of Dunwoody**



- Predictably, citizens' perceptions of the City's top weaknesses were basically the converse of the perceived strengths.
- By a margin of nearly 2:1, *traffic* (70%) was listed most often as the City's top weakness.
- Dunwoody's *streets/infrastructure* (38%), *transportation* (30%), and *elected officials* (30%) were also near the top of the list of the City's top weaknesses.
- Clustered near the middle were *parks* (24%), *education* (21%), *cultural arts* (21%), *City government* (19%), *career opportunities* (15%), and *lifestyle/entertainment* (14%).
- Negligible mentions were for *location* (1%) and *workforce* (2%) as top weakness of the City.

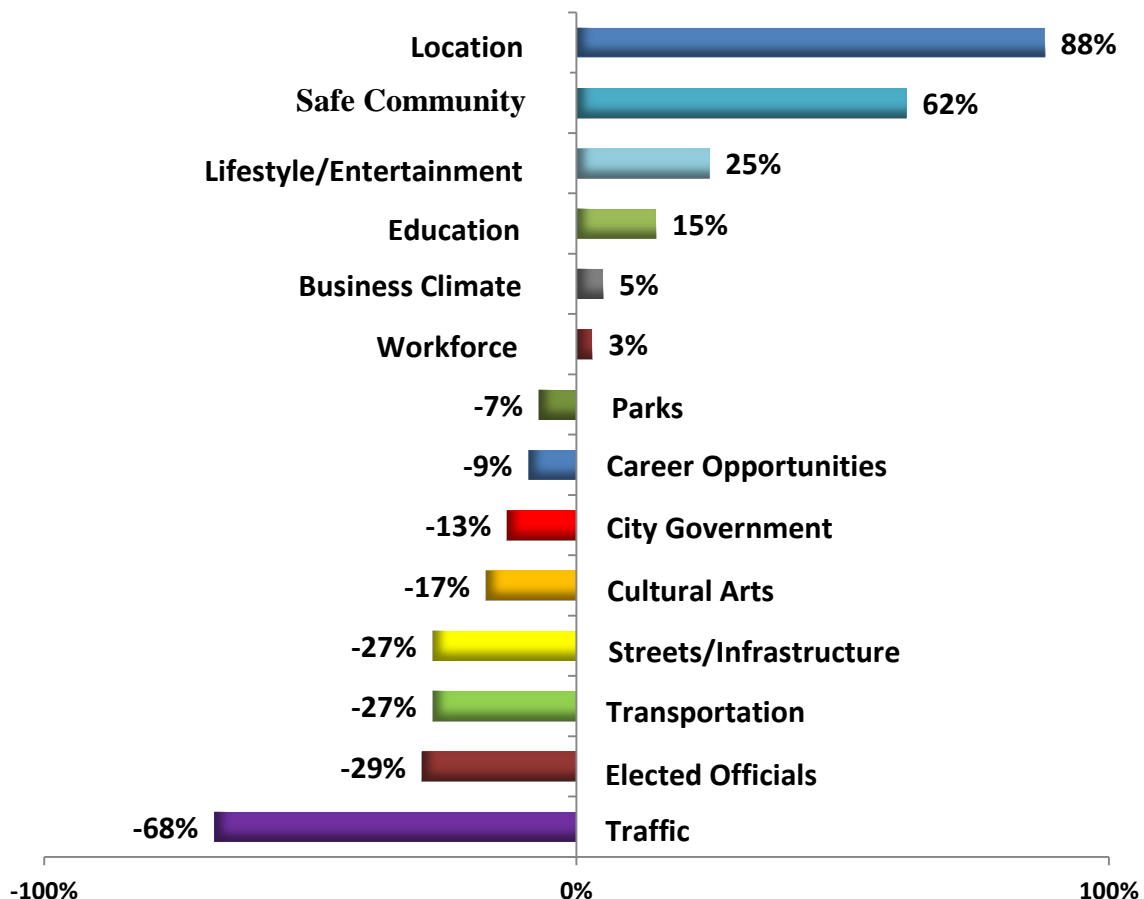
Table 38  
**Top Weaknesses of the City of Dunwoody**





- In order to compare citizens' perceptions of Dunwoody's strengths versus their views of the City's weaknesses for a specific factor, a net differential score was calculated for each of the issues examined. It is a simple calculation: percentage of respondents who indicated an issue was strength of the City minus the percentage of respondents who considered the issue to be a weakness: (strength %) – (weakness %). Overall, the more positive the net differential score is, the higher the proportion of citizens who consider that factor to be a strength for the City. And, vice versa. The lower the net differential score, the higher the proportion of citizens who consider the factor as a weakness of the City.
- Consistent with research findings reported earlier, *location* had the highest (most positive) net differential score: strength (89%) minus weakness (1%) = +88%.
- *Safe community* (+62%) and *lifestyle/entertainment* (+25%) also had positive net differential scores, followed by *education* (+15%), *business climate* (+5%), and *workforce* (+3%).
- Substantially negative net scores were calculated for *streets/infrastructure* (-27%), *transportation* (-27%), and *elected officials* (-29%).
- By far, the lowest net differential score was for *traffic* (-68%).

**Table 39**  
**Comparative Analysis Dunwoody's Strengths/Weaknesses**



## Appendix A Invitation Letter



Name  
Address  
City, State, Zip

**Survey ID: XXXXX**

### The City of Dunwoody Wants to Hear From You!

Dear Resident:

In order to plan for our future as a community, it is important that the City of Dunwoody understands the views, opinions, and needs of its residents. We would like to invite you to participate in the *Dunwoody 2013 Community Survey*. The survey asks residents their opinion on subjects such as quality of services, City priorities and various City programs and departments. Please provide your opinions online via the survey link listed below.

To protect your privacy, an independent research firm – Pioneer Marketing Research – will be conducting the survey for Dunwoody. Your responses will remain anonymous and confidential. Survey results will be reported to City Council and the community later this year. Please take the time to provide your candid feedback. All respondents will be entered into a drawing to win one of three \$100 Visa gift cards as a token of the City's appreciation for your time and input. To ensure your opinion is counted, please complete the survey at your earliest convenience.

To take the online survey, enter the survey link listed below in your computer's address bar (usually located near the top left of your screen), and not in a search engine like Google, Bing, or Yahoo. To begin, enter your personal Survey ID# located at the top of this form. If you have to stop, you can always re-enter your Survey ID# at the survey site, and you will be taken to the exact place you exited.

**Survey link:** <http://www.2013dunwoodysurvey.com>

For questions about the survey, please contact [cmontgomery@pioneermarketingresearch.com](mailto:cmontgomery@pioneermarketingresearch.com), or call 770-455-0114.

Thank you in advance for your input and participation!



Mike Davis  
Mayor

## Appendix B Online Survey Script



### City of Dunwoody 2013 Community Survey

The City of Dunwoody invites you to participate in the *2013 Community Survey* which will provide input for strategic planning and decision making for the future of our community. Your participation is crucial for assisting us in determining how we are doing and how we can improve, so please be as honest and thoughtful as you possibly can. Because a third-party research company is conducting this survey, we guarantee that your responses will remain anonymous and confidential.

All respondents who complete the survey will be entered into a drawing to win one of three \$100 Visa gift cards as a token of the City's appreciation for their time and input. Please take the time to provide your candid feedback as soon as possible.

S1. Are you a resident of the City of Dunwoody?

1. Yes
2. No/Refused [Terminate]

S2. Which of the following categories includes your age?

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. How long have you lived in Dunwoody?

1. Less than 1 year – newcomer
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 own or rent 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. Mobile / manufactured / modular home
  5. Other \_\_\_\_\_
  
4. Do you also 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. How far do you commute to your place of employment? [*Please indicate one-way distance*]
  1. Do not commute / Work from home      [Skip to Q8]
  2. 1-5 miles
  3. 6-10 miles
  4. 11-15 miles
  5. 16-20 miles
  6. 21-30 miles
  7. 31 or more miles
  
7. During a typical week, what form of transportation is the primary mode that you use for commuting to your place of employment? [*Mark only one answer*]
  1. Single occupant vehicle
  2. Carpool
  3. MARTA Bus
  4. MARTA Train
  5. Motorcycle / Motor scooter
  6. Bicycle
  7. Other [*Specify*]: \_\_\_\_\_
  8. None (work from home, not working, etc.)

### Quality of Life / Issues Facing Dunwoody

8. 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
9. 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 feeling of safety
  3. Overall appearance of the City
  4. As a place to work
  5. As a place to retire
  6. As a place to raise children
  7. As a place to visit
  8. Quality of new development
  9. City signage
  10. City of Dunwoody branding
  11. The future prospects of Dunwoody
10. 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 to participate in community matters
  6. Availability of healthy lifestyle activities
  7. Availability of paths and walking trails
  8. Financial transparency of City spending
  9. Entertainment options
  10. Housing options
  11. Arts and culture
  12. Overall reputation of Dunwoody
11. What do you consider the biggest issue facing the City of Dunwoody today? [Please be specific]

12. 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 taxes they pay.

### City/County Services

13. How satisfied are you with the following City/County 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. Fire services
- 3. City parks and recreation programs
- 4. Quality of landscaping in parks and public spaces
- 5. Maintenance of streets
- 6. Garbage collection
- 7. Drinking water
- 8. Sewer system
- 9. Schools
- 10. Effectiveness of City communications with residents
- 11. Flow of traffic and congestion
- 12. Enforcement of City codes and ordinances (e.g. trash and debris, tall weeds and grass, abandoned vehicles, etc.)
- 13. Municipal Court
- 14. Right-of-way mowing
- 15. Sidewalk maintenance
- 16. Traffic signal timing
- 17. Storm drainage

14. 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. DeKalb County Government
- 7. State of Georgia Government
- 8. The Federal Government

15. Have you contacted a City employee during the past year?

- 1. Yes [Ask Q16]
- 2. No/Refused [Skip to Q17]

16. Please rate your level of agreement with each of the following statements concerning your most recent contact 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

### **Communication with the Community**

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

1. City of Dunwoody website: ([www.dunwoodyga.gov](http://www.dunwoodyga.gov))
2. City of Dunwoody's Facebook page
3. City of Dunwoody on Twitter
4. City of Dunwoody on Flickr
5. City of Dunwoody on Pinterest
6. Talking to a neighbor
7. Homeowners' Association
8. *Dunwoody Reporter*
9. *Dunwoody Crier*
10. *Dunwoody Neighbor*
11. *AJC*
12. Attend meetings sponsored by City Government
13. Receive email updates from the City
14. RSS feeds
15. YouTube
16. Other [Please Specify]: \_\_\_\_\_
17. Do not get information about the City of Dunwoody

18. Which of these are your favorite methods of getting information about the City of Dunwoody? [Please Check up to Three Answers] [List All selected in Q17. Rotate Order]

19. 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"]

20. Please check which of the following social media channels you have used in the past twelve months to get information about the City. [Check all that apply]

1. City of Dunwoody website ([www.dunwoodyga.gov](http://www.dunwoodyga.gov)) [Ask Q21]
2. City of Dunwoody's Facebook page [Skip to Q22]
3. City of Dunwoody's Twitter account [Skip to Q22]
4. Other, such as John's blog, third party blogs, etc.
5. None of these [Skip to Q22]

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

1. Overall look and feel/format
2. Projecting proper image of Dunwoody
3. Ease of navigation
4. Quality/accuracy of information
5. Value of external links
6. Availability of needed information
7. Ease of providing feedback
8. Dunwoody's website overall

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

### **Parks and Recreation / Events**

23. 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. Quality of bike trails
6. Special interest programs
7. Youth offerings
8. Overall quality of Dunwoody parks

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

1. Children's playground
2. Dog walking paths
3. Dog Park
4. Bicycle paths
5. Walking/Nature Trails
6. Picnic areas
7. Skate park
8. Nature preserve
9. Baseball/softball diamonds
10. Tennis courts
11. Other [Please Specify]: \_\_\_\_\_
12. Do not use Dunwoody parks

25. 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]



26. Which of the following special events have you attended in the past year?

1. Friday Night Hike
2. Perimeter Business Expo
3. Bike/Walk to Lunch Day
4. Nature Center Summer Concert
5. Dunwoody Sunday Cycle
6. Household Hazardous Waste Disposal Event
7. Stream Cleanup
8. Community Garden and Edy's Orchard Planting Event
9. Light Up Dunwoody
10. Dunwoody Lemonade Days
11. Dunwoody Arts Festival
12. Dunwoody Annual State of the City Event
13. Celebrate Animals Event
14. Dunwoody Preservation Celebration
15. Dunwoody Sunday Cycle
16. Run Dunwoody 5K
17. Dunwoody Chamber 2012 Gala and Annual Meeting
18. July 4<sup>th</sup> Parade
19. Kick Up Your Heels Chamber Event
20. Nature Center Butterfly Festival
21. Movie Under the Stars
22. Go Skateboarding Day
23. A "Pic in the Park" Free Movie Event
24. Other [Please Specify]: \_\_\_\_\_
25. Have Not attended any special events in past year

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

1. Special events help promote awareness of Dunwoody's amenities
2. Special events increase commerce in Dunwoody
3. Special events are worth the disruption of regular City activities
4. The traffic associated with special events is not a major problem
5. Special events are worth the public dollars spent
6. Special events are worth the public and private personnel resources expended
7. Overall, special events are valuable to the City

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

29. 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"]

30. Which of the following would you like to see added in Dunwoody? Check all that apply.

1. City sponsored basketball facilities/events/leagues
2. Sand volleyball
3. City sponsored gymnastics facilities
4. Open fields for scheduled play
5. Organized outdoor sports
6. A senior center community facility

### **Licensing and Permitting**

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

1. Yes [Ask Q32]
2. No/Refused [Skip to Q33]

32. How would you rate the permitting process 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 Public Works Department 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. 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 Q36]
2. No [Skip to Q37]
3. Prefer not to answer [Skip to Q37]

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 Mall 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 and 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. Maintaining and improving the Dunwoody Village area is important to Dunwoody's sense of community and economic vitality.
6. 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 strengths 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

42. From the following list of attributes concerning the City of Dunwoody, please now select the three items you consider to be the top weaknesses 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. Some other race alone
5. Two or more races
6. Prefer not to answer

D4. Do you consider yourself as having a Hispanic/Latino ethnic background?

1. Yes
2. No
3. Prefer not to answer

D5. 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 \_\_\_\_\_

D6. What is your home zip code?

ZIP CODE: \_ \_ \_ \_ \_

D7. 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

QF1. By completing the survey, you are eligible to be entered into a drawing to win one of three \$100 Visa gift cards. Do you wish to be entered into the drawing?

1. Yes [Get Contact Information]
2. No/Refused [Go to Closing]

Contact Information for Drawing

Name: \_\_\_\_\_

Address: \_\_\_\_\_

### Follow-up Research

QF2. Finally, we are interested in talking further by phone 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: \_\_\_\_\_

### Closing

Thank you for participating in this important research study for the City of Dunwoody. Your participation will assist the City to gain a better understanding of how it is doing and how it can improve.