

TOWN OF NORTHLAKE, TEXAS

# 2020 RESIDENT SURVEY RESULTS

FEBRUARY 27, 2020

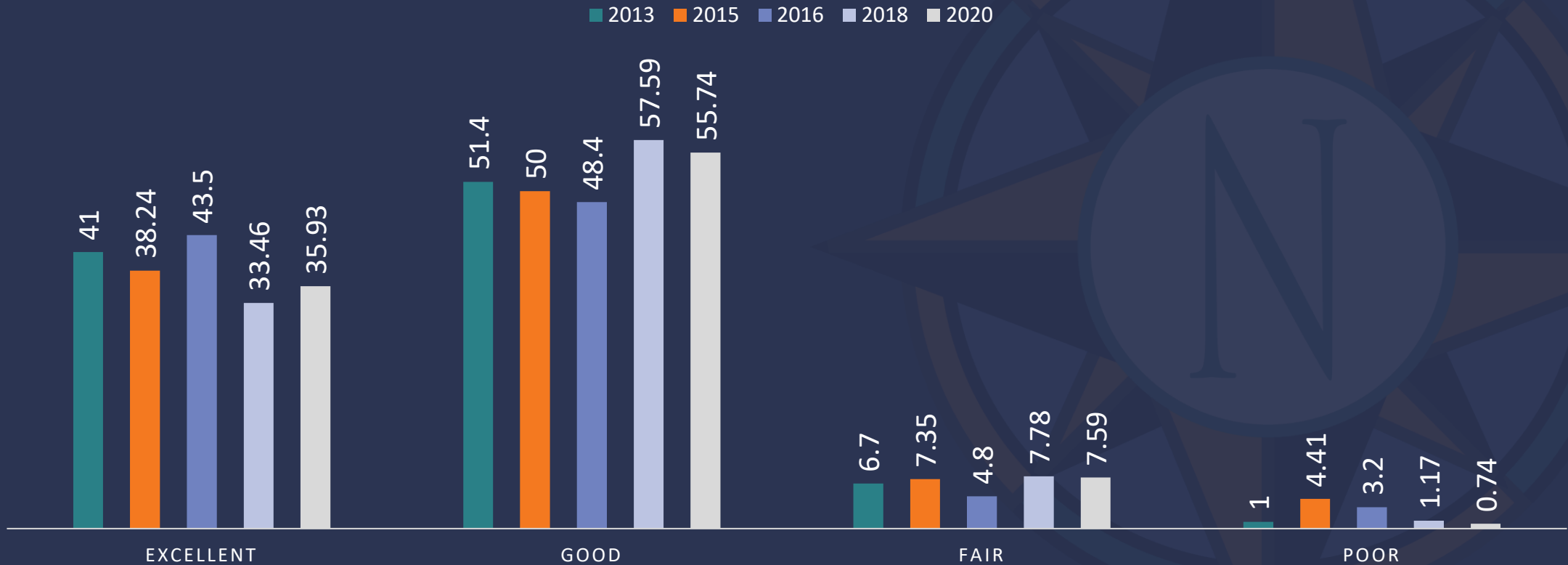


# RESIDENT SURVEY

SURVEY	2010	2013	2016	2018	2020
Number of respondents	67	105	138	266	566
Northlake Residents	67	105	63	252	312
Harvest Residents			47	16	236
Non-residents			28	6	18
Methodology	Mail	Mail/Internet	Internet	Internet	Internet
Administration	Staff	Retail Coach	Staff	UTA Group	Staff
Response rate	~33%	~50%	~6%	~17%	~13%
Sample size (households)	210	210	1,000	1,500	4,100
Special Focus		Retail Preferences	Comprehensive Plan		Household Hazardous Waste

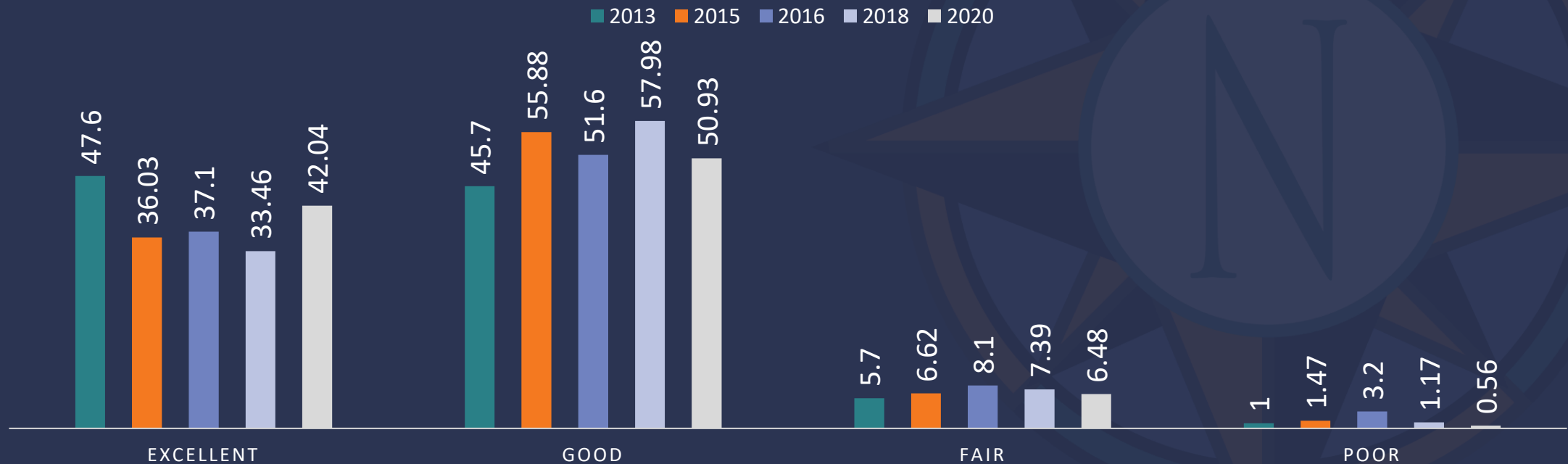
# QUALITY OF LIFE

## HOW WOULD YOU RATE QUALITY OF LIFE IN NORTHLAKE?



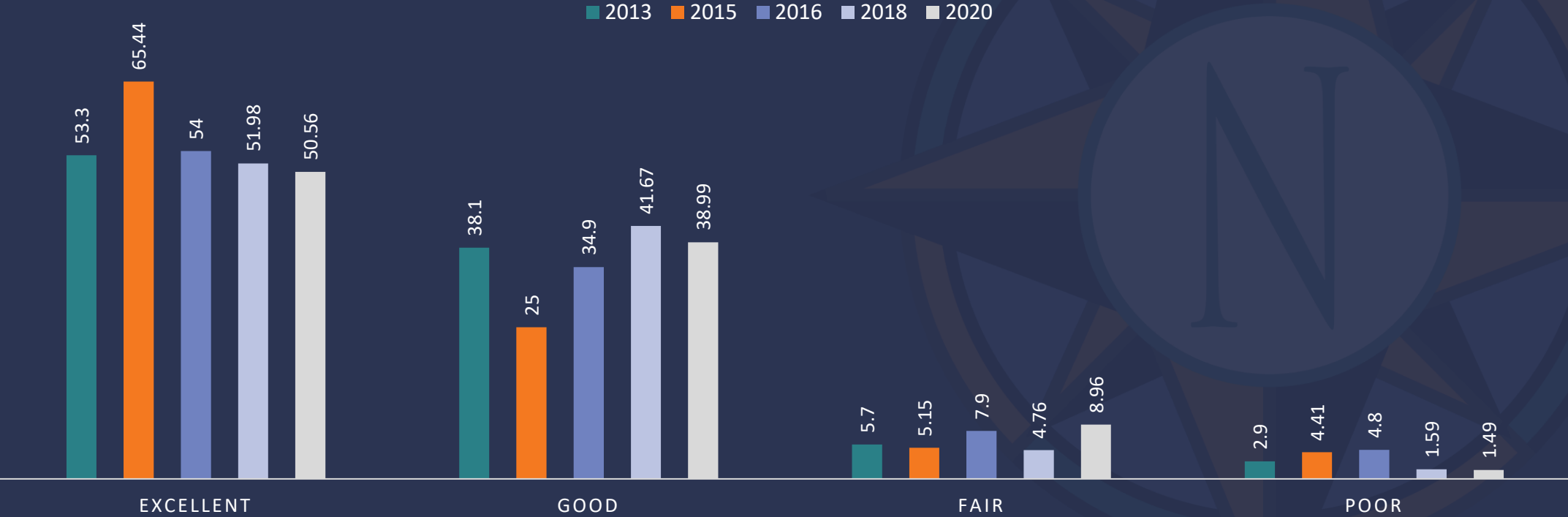
# GENERAL APPEARANCE

IN TERMS OF GENERAL APPEARANCE (CLEANLINESS, QUALITY OF HOMES, ETC.) HOW WOULD YOU RATE THE CONDITION OF NORTHLAKE?



# POLICE SERVICE

OVERALL, HOW WOULD YOU RATE THE SERVICE PROVIDED BY THE NORTHLAKE POLICE DEPARTMENT?



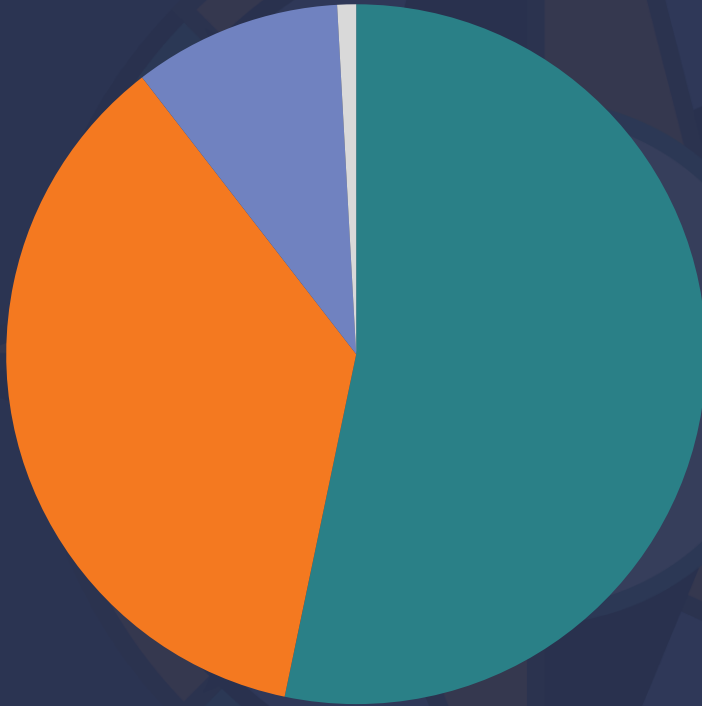
# POLICE SERVICE

Northlake



■ Excellent ■ Good ■ Fair ■ Poor

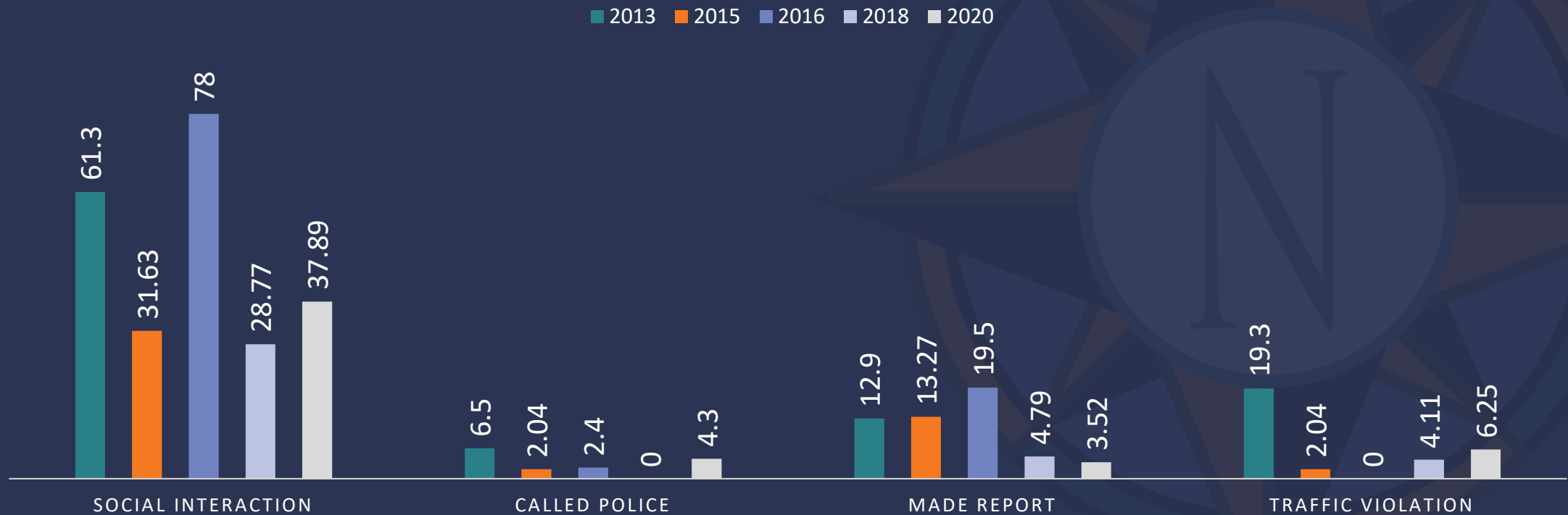
Harvest



■ Excellent ■ Good ■ Fair ■ Poor

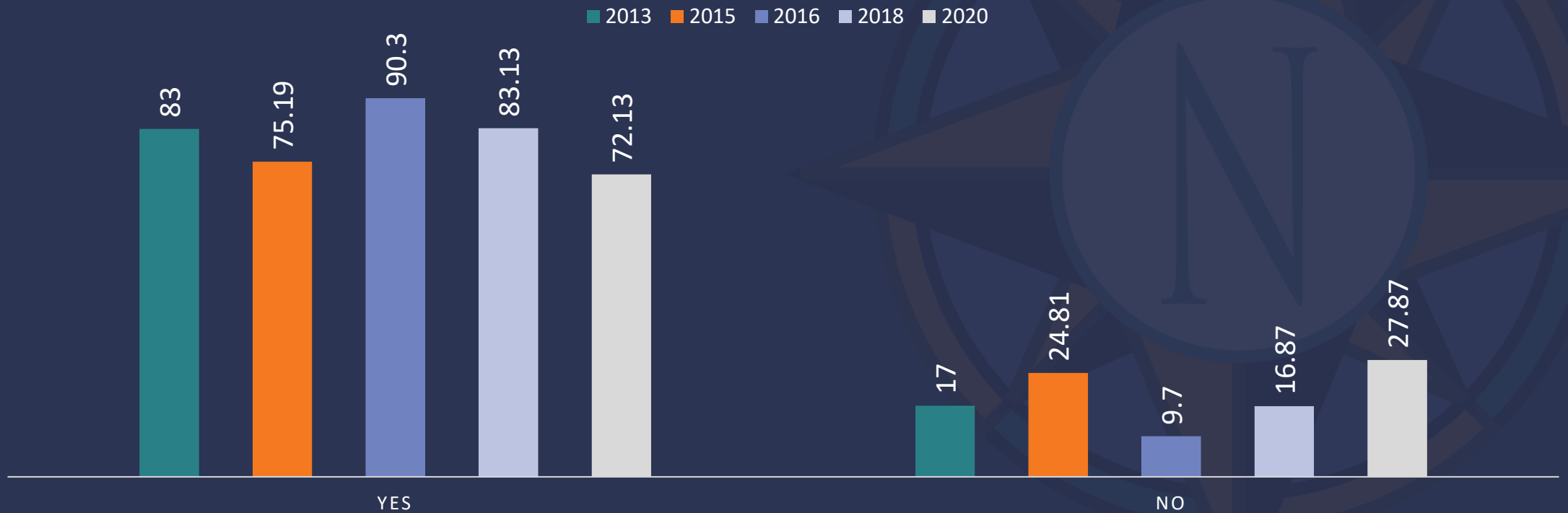
# REASON FOR POLICE CONTACT

WHAT WAS THE REASON FOR YOUR MOST RECENT CONTACT WITH THE NORTHLAKE POLICE DEPARTMENT?



# VISITED TOWN WEBSITE

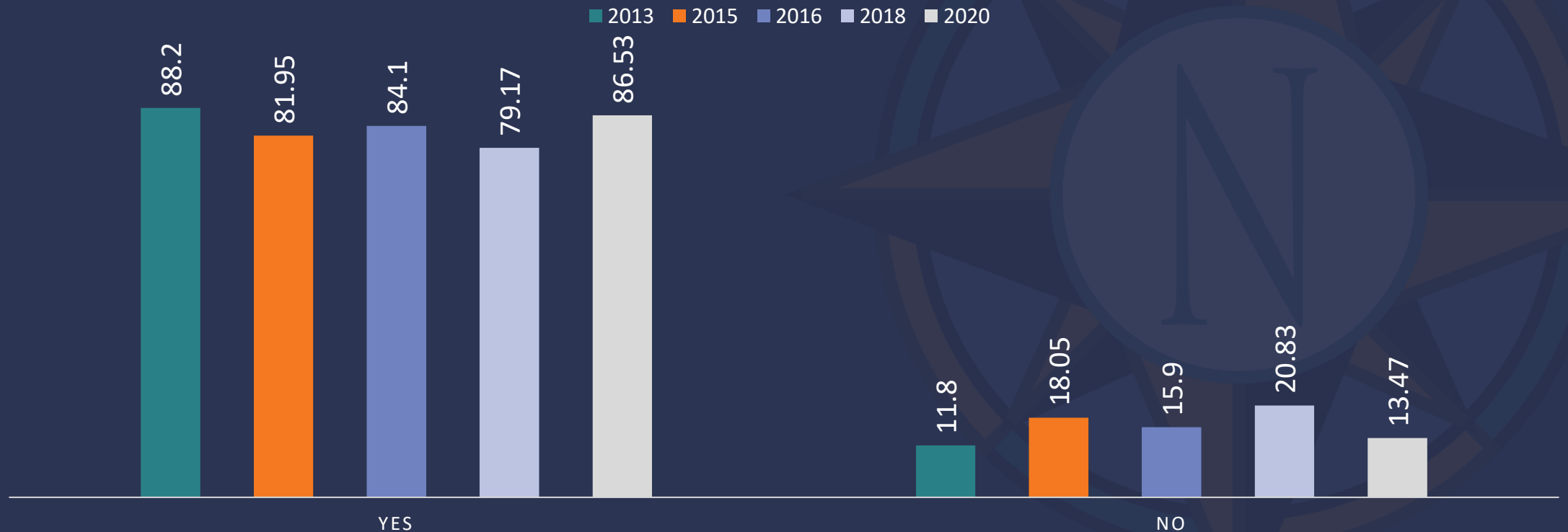
HAVE YOU VISITED THE TOWN OF NORTHLAKE'S WEBSITE  
(WWW.TOWN.NORTHLAKE.TX.US)?





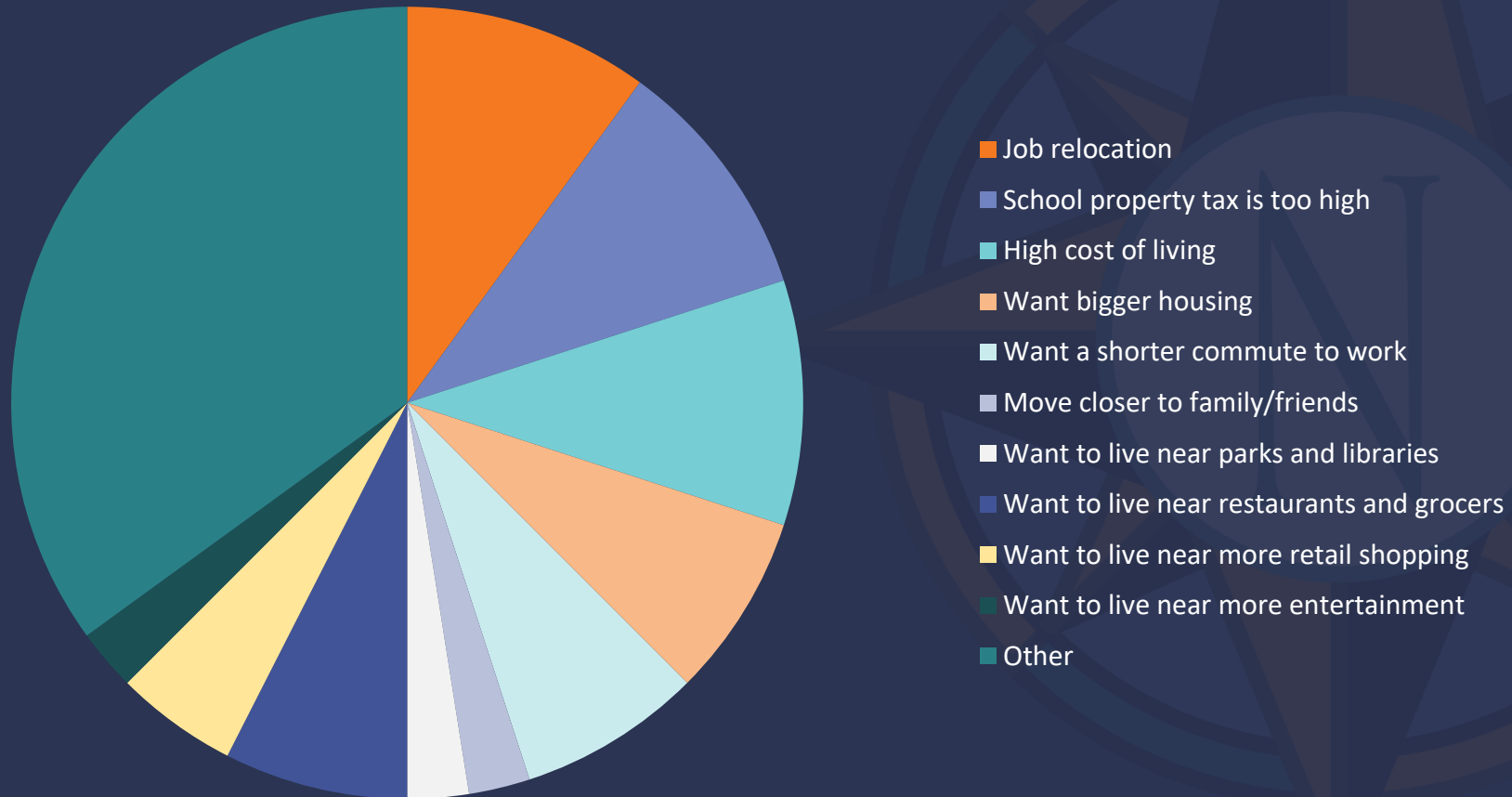
# STAYING IN NORTHLAKE

LOOKING AHEAD FOR THE NEXT SEVERAL YEARS, DO YOU PLAN ON REMAINING IN NORTHLAKE?



# REASONS FOR LEAVING

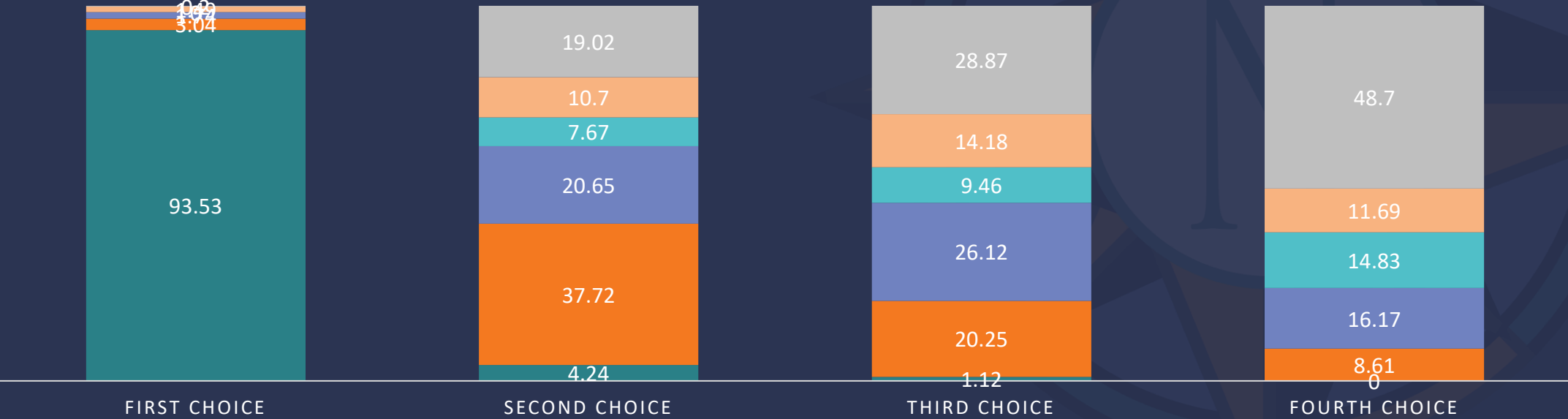
What is the primary reason for you to consider leaving Northlake?



# RETAIL PREFERENCES

WHAT TYPE OF RETAIL GOODS AND SERVICES WOULD YOU LIKE TO SEE LOCATE IN NORTHLAKE? RANK IN ORDER OF PREFERENCE WITH #1 BEING MOST PREFERRED.

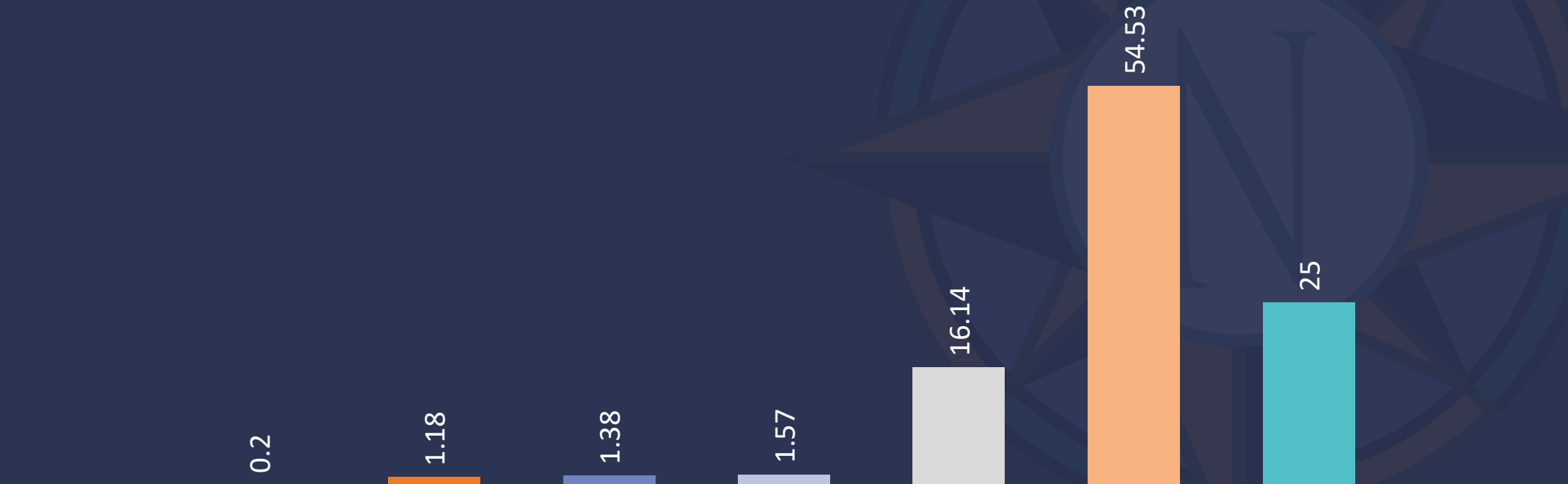
■ Grocery Store  
 ■ Pharmacy  
 ■ Home Improvement/Hardware Store  
 ■ Department Store  
 ■ Bank/Financial Services  
 ■ Other



# HOUSEHOLD HAZARDOUS WASTE

HOW OFTEN WOULD YOUR HOUSEHOLD UTILIZE A HOUSEHOLD HAZARDOUS WASTE (HHW) COLLECTION SERVICE?

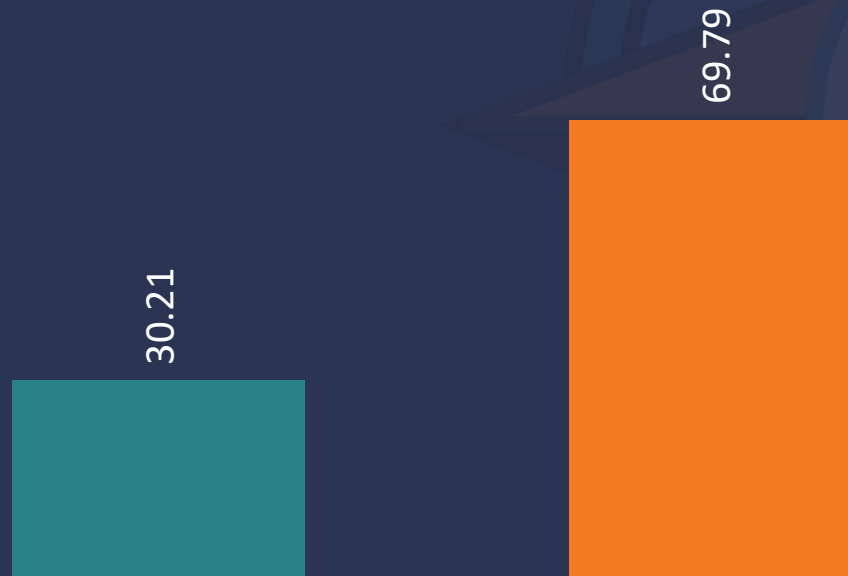
■ Every day ■ A few times per week ■ About once per week ■ A few times per month ■ Once per month ■ Once per year ■ Never



# HOUSEHOLD HAZARDOUS WASTE

## IF AN HHW COLLECTION SERVICE WAS AVAILABLE, WHICH WOULD YOU PREFER?

- Resident transports HHW to an environmental collection center. Resident pays a fee of \$50.00 per drop off.
- Front-porch pickup service; additional charge (less than \$1.00) is added to monthly trash bill regardless of whether or not the resident utilizes the service that month.



# SUMMARY

- Quality of life remains high; slight shift from “good” to “excellent”
- Satisfaction with Northlake Police Department remains high
- More residents plan to remain in Northlake in the future
- Overwhelming desire for a grocery store, followed by a pharmacy
- Household Hazardous Waste Collection Service
  - Most households anticipated an annual use
  - Most households preferred the front-porch pickup service