

# Memorandum



DATE June 10, 2011  
TO Honorable Mayor and Members of the City Council  
SUBJECT Community Survey

Attached is a briefing with the results of the latest Community Survey that was conducted this spring.

We value the citizen feedback the survey provides, and I am encouraged that the results are positive. Chris Tatham with ETC Institute (the vendor that conducted the survey) will be with us on June 15 to discuss the results with you.



Mary K. Suhm  
City Manager

#### Attachment

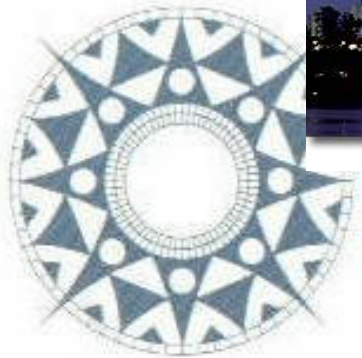
c: Deborah Watkins, City Secretary  
Thomas P. Perkins, City Attorney  
Craig D. Kinton, City Auditor  
Judge Victor Lander  
Ryan S. Evans, First Assistant City Manager  
A. C. Gonzalez, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Helena Stevens-Thompson, Assistant to the City Manager

# 2011 Community Survey Findings Report



Presented to  
**The City of Dallas**

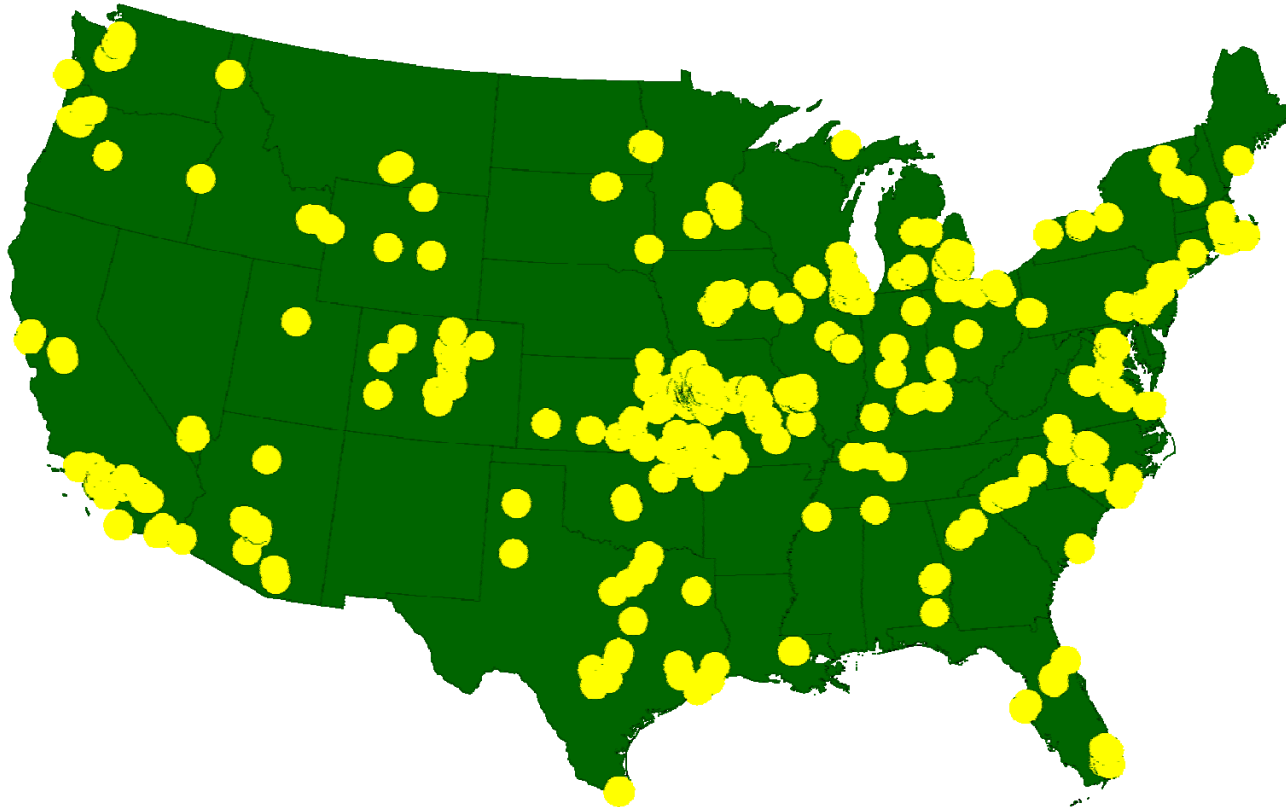
By  
**ETC Institute**



June 2011

# ETC Institute: A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for 25 years



More than 1,500,000 Persons Surveyed  
for more than 500 cities and counties in 48 States

# Benchmarking Communities

- **Houston, Texas (pop 2,076,189)**
- **Phoenix, Arizona (pop 1,476,331)**
- **San Diego, California (pop 1,284,347)**
- **San Antonio, Texas (pop 1,258,733)**
- **Dallas, Texas (pop 1,246,185)**
- **Detroit, Michigan (pop 921,147)**
- **San Jose, California (pop 908,870)**
- **Indianapolis, Indiana (pop 789,250)**
- **San Francisco, California (pop 777,660)**
- **Austin, Texas (pop 708,293)**
- **Fort Worth, Texas (pop 622,311)**
- **El Paso, Texas (pop 587,400)**
- **Nashville-Davidson, Tennessee (pop 579,748)**
- **Seattle, Washington (pop 575,719)**
- **Denver, Colorado (pop 561,323)**
- **Oklahoma City, Oklahoma (pop 532,006)**
- **Tucson, Arizona (pop 528,483)**

# Agenda

- **Purpose**
- **Methodology**
- **Headline Story**
- **Findings**
- **Summary**
- **Questions**

# Purpose of the Survey

- **Assess citizen satisfaction with the delivery of major city services**
- **Identify ways to improve the overall quality of services provided by the City**
- **Gather input from the public to help set community priorities**
- **Measure success over time (fifth survey conducted)**

# Methodology

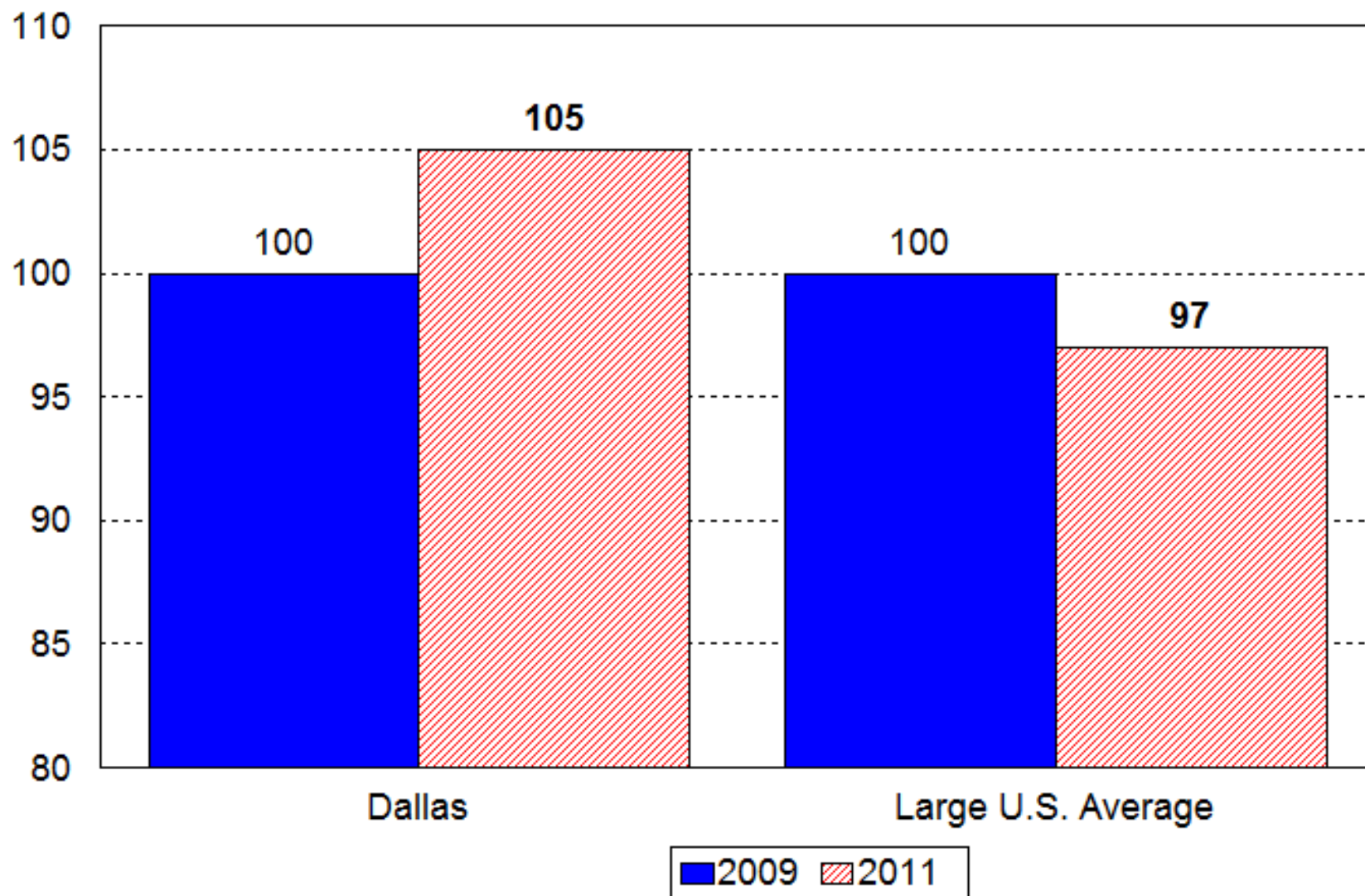
- **Survey Description:**
  - survey was 7 pages long
  - took 20-25 minutes to complete
- **Sample size:**
  - Actual Number of Completed Surveys = 1,428
  - At least 100 were completed in each district
- **Method of Administration:**
  - by mail with follow-up by phone
  - randomly selected sample of households
- **Accuracy:** +/-2.6% at the 95% level of confidence
- **Demographic Composition of the Sample:** mirrors the most recent Census estimates

# HEADLINE STORY

- City is building positive brand equity
- Overall satisfaction with city services is significantly higher in Dallas than other large cities
- Overall satisfaction in Dallas has increased from 2009 while the U.S. average has declined
  - 61 significant increases
  - Only 6 significant decreases
- Top Overall Priorities for Residents
  - Maintenance of Infrastructure
  - Police services
  - Code Enforcement

# Overall Satisfaction Index

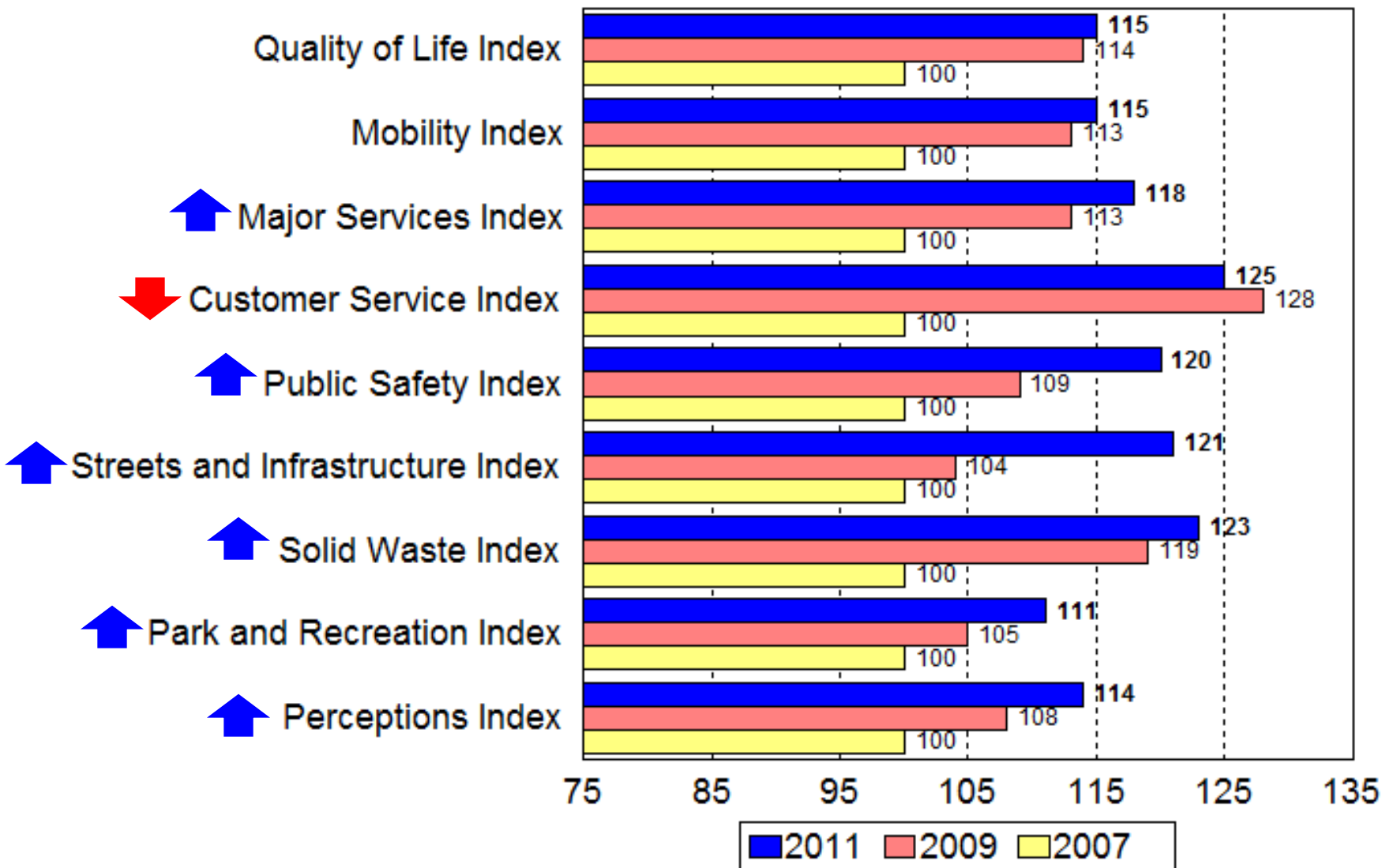
derived from the mean positive ratings provided by residents  
Year 2009=100



Source: ETC Institute (2011)

# Composite Satisfaction Indices

derived from the mean positive ratings provided by residents  
Year 2007=100



Source: ETC Institute (2011)

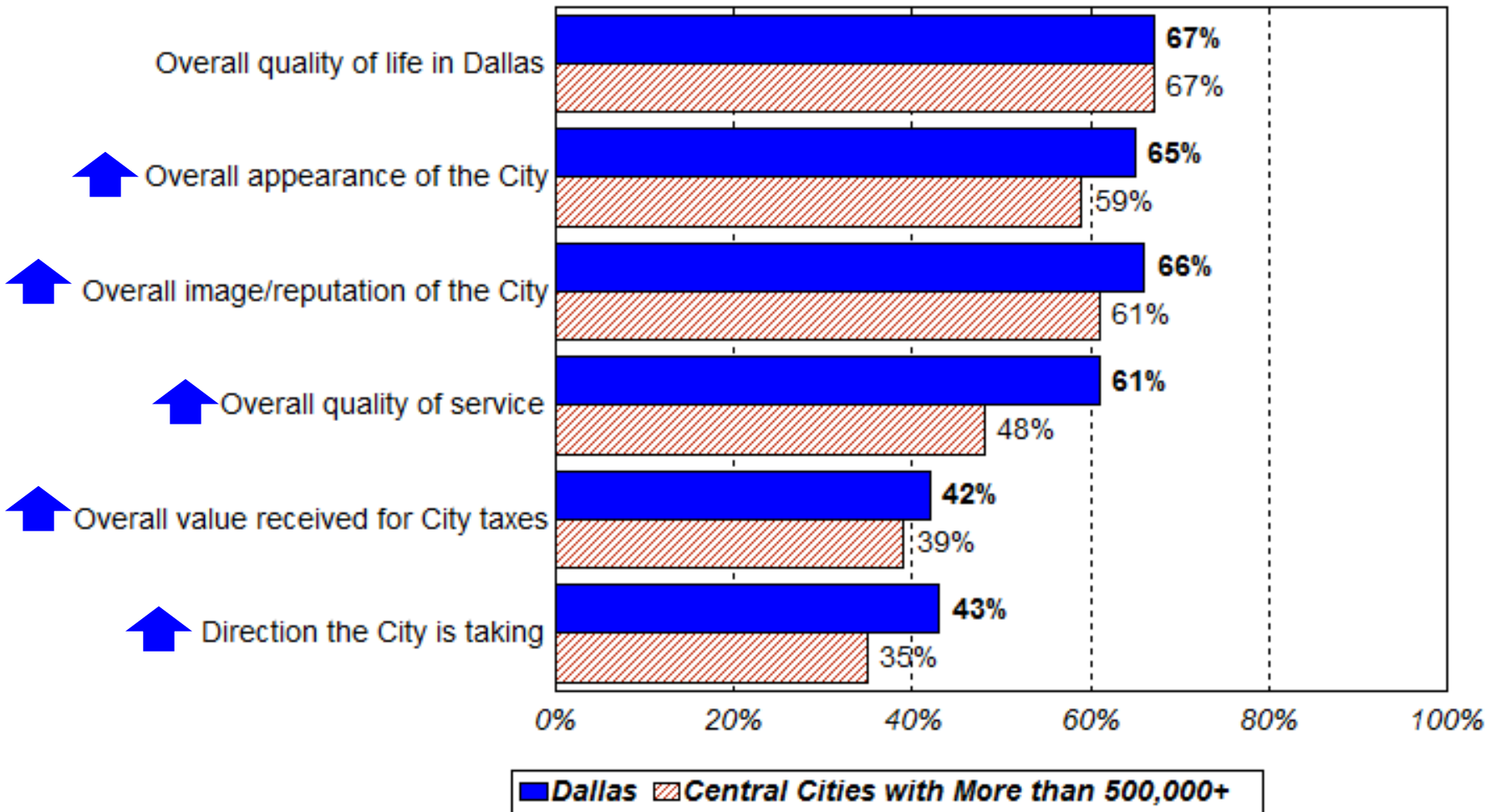
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Perceptions of the City

## *Dallas vs. Other Large U.S. Communities*

by percentage of respondents who gave positive ratings for the item



Source: ETC Institute (2011)

**Significantly Higher:** ↑

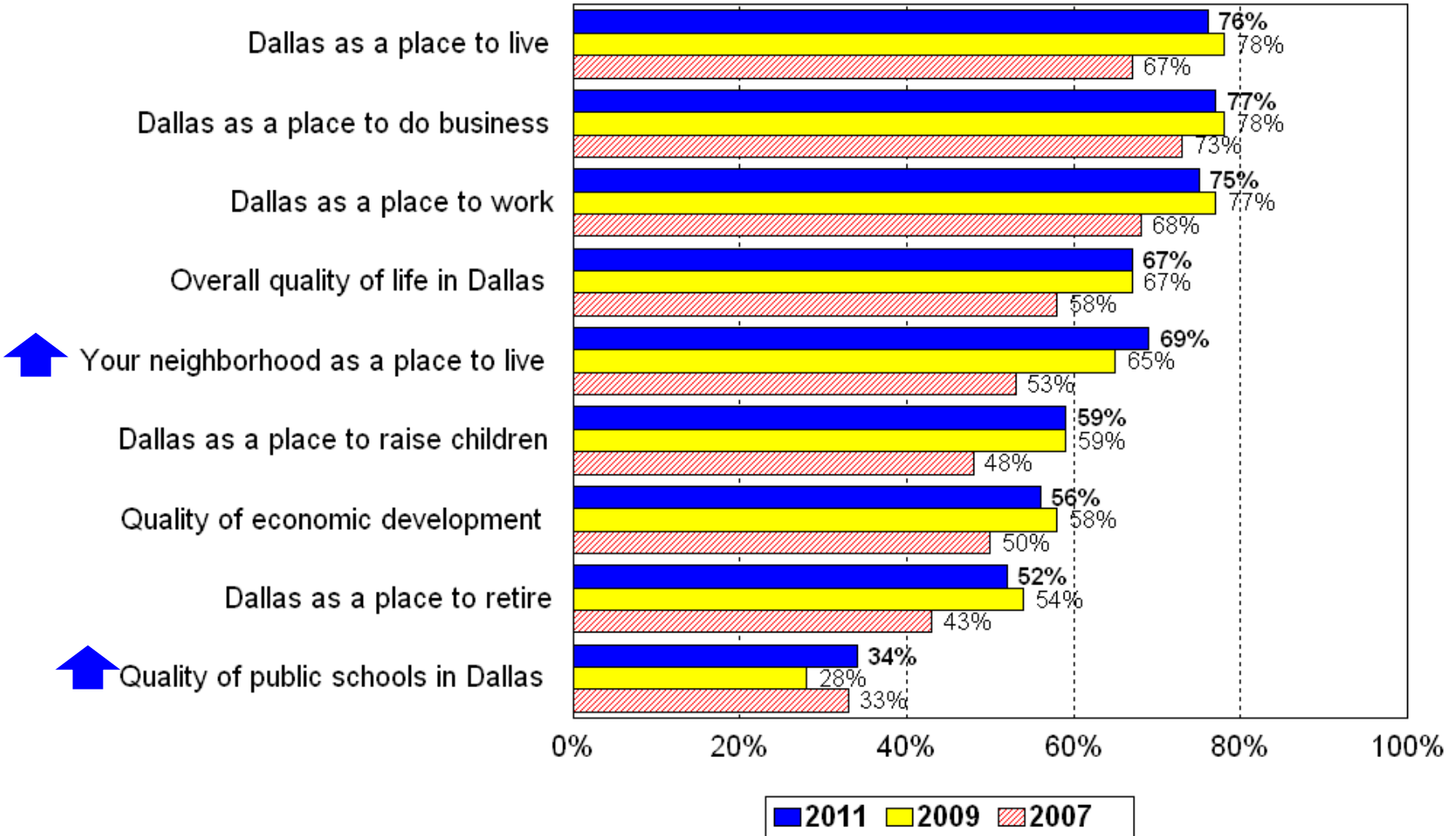
**Significantly Lower:** ↓

# Quality of Life and Perceptions

# Q1. Quality of Life Ratings

## Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

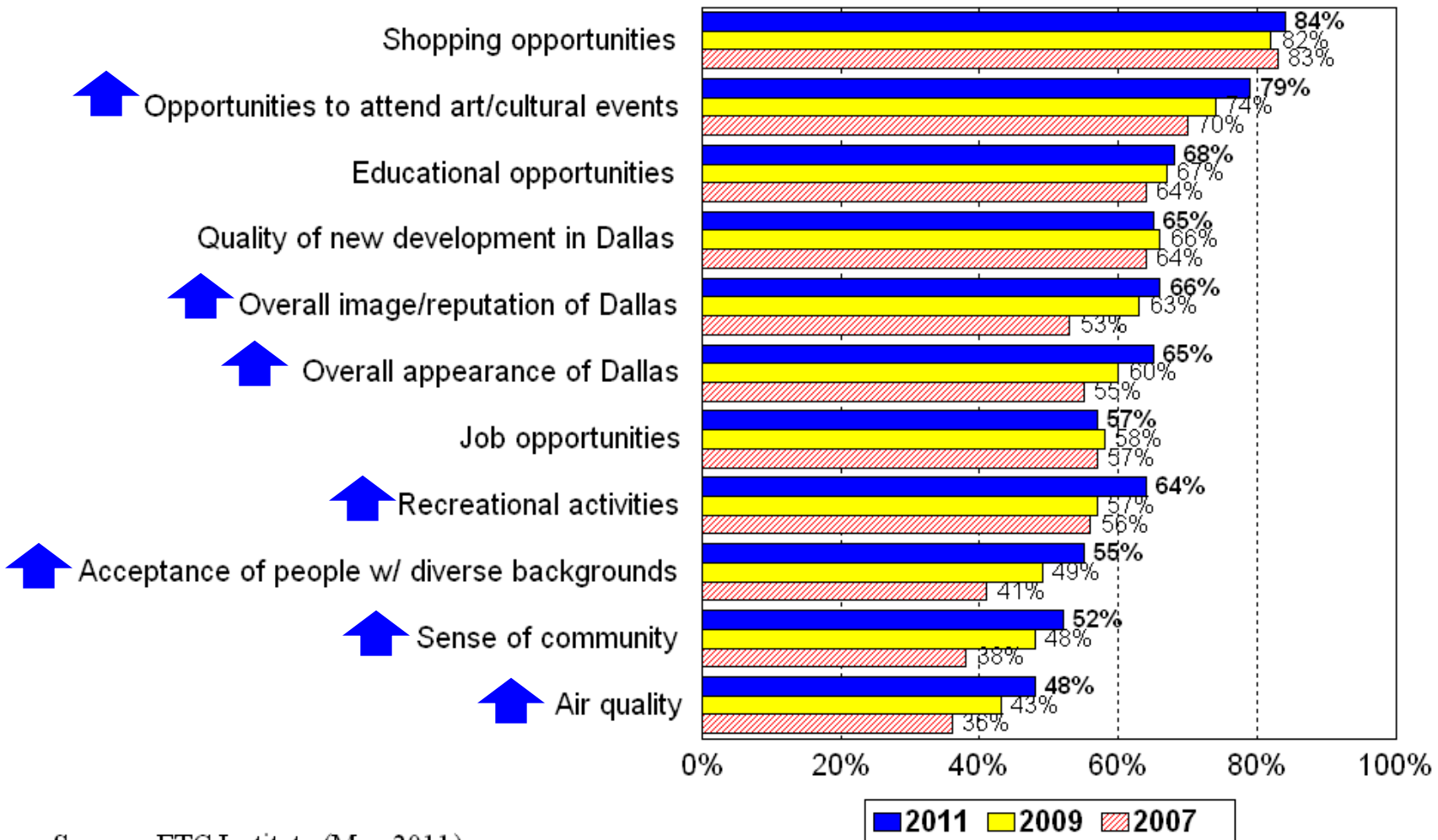
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Q2. Ratings of Characteristics of the Community: General Characteristics and Opportunities

## Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

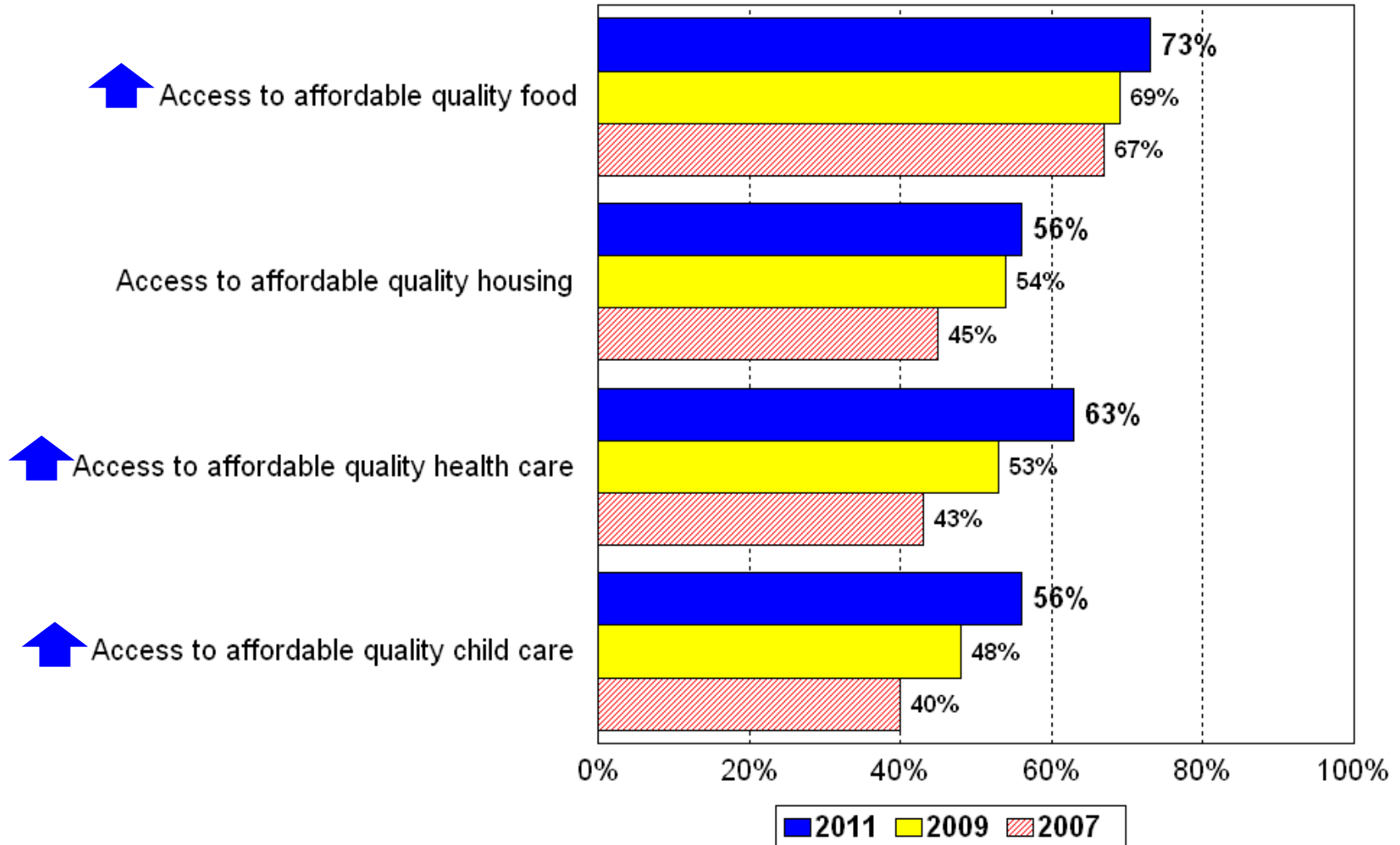
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Access and Mobility

# Q2. Ratings of Characteristics of the Community: Access -Trends 2011, 2009 & 2007

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



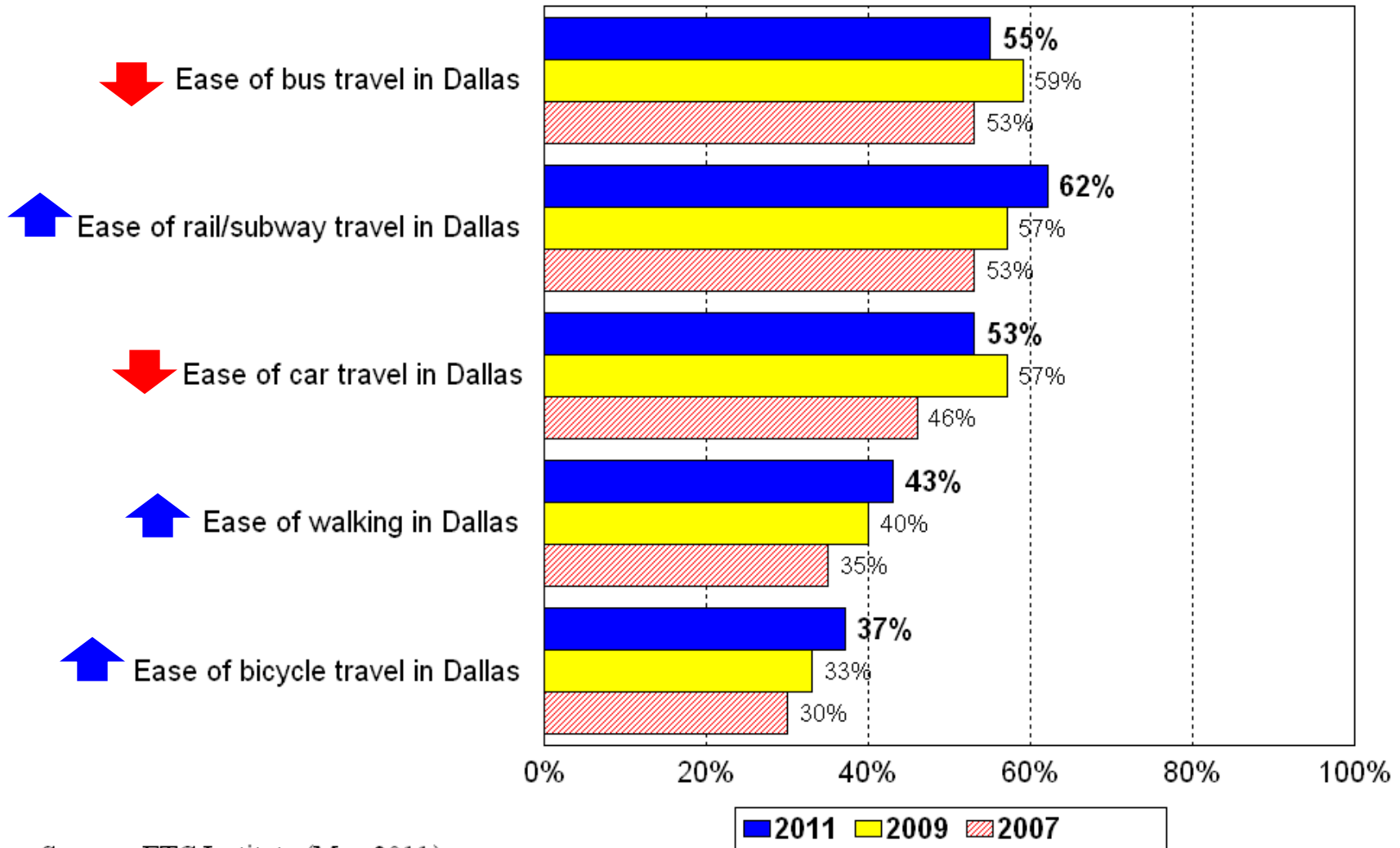
Source: ETC Institute (May 2011)

**Significantly Higher:**

**Significantly Lower:**

# Q2. Ratings of Characteristics of the Community: Mobility - Trends 2011, 2009 & 2007

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

**Significantly Higher:**

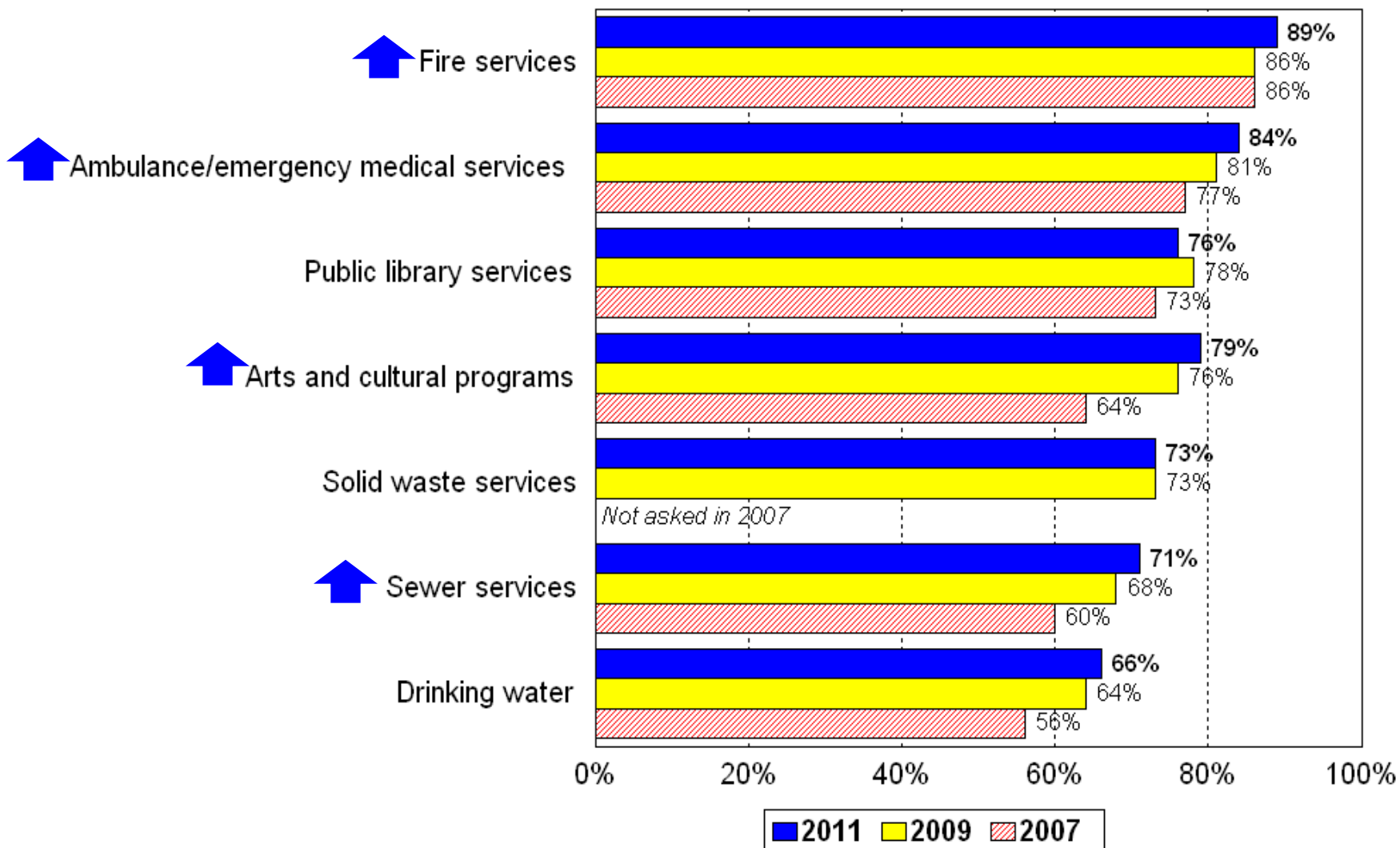
**Significantly Lower:**

# Major Categories of City Services

# Q7. Ratings of Major Categories of City Services

## Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



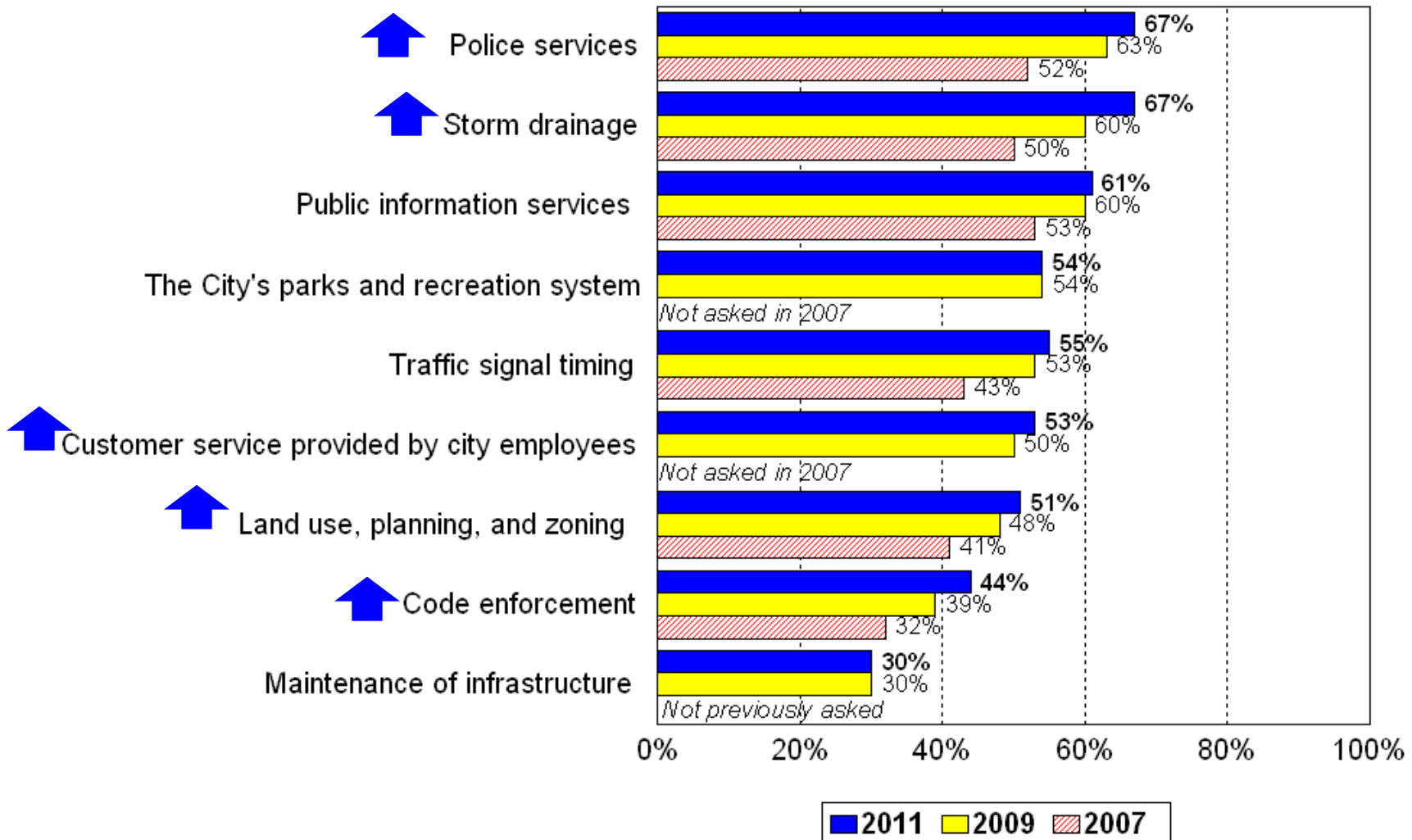
Source: ETC Institute (May 2011)

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Q7. (Cont.) Ratings of Major Categories of City Services Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



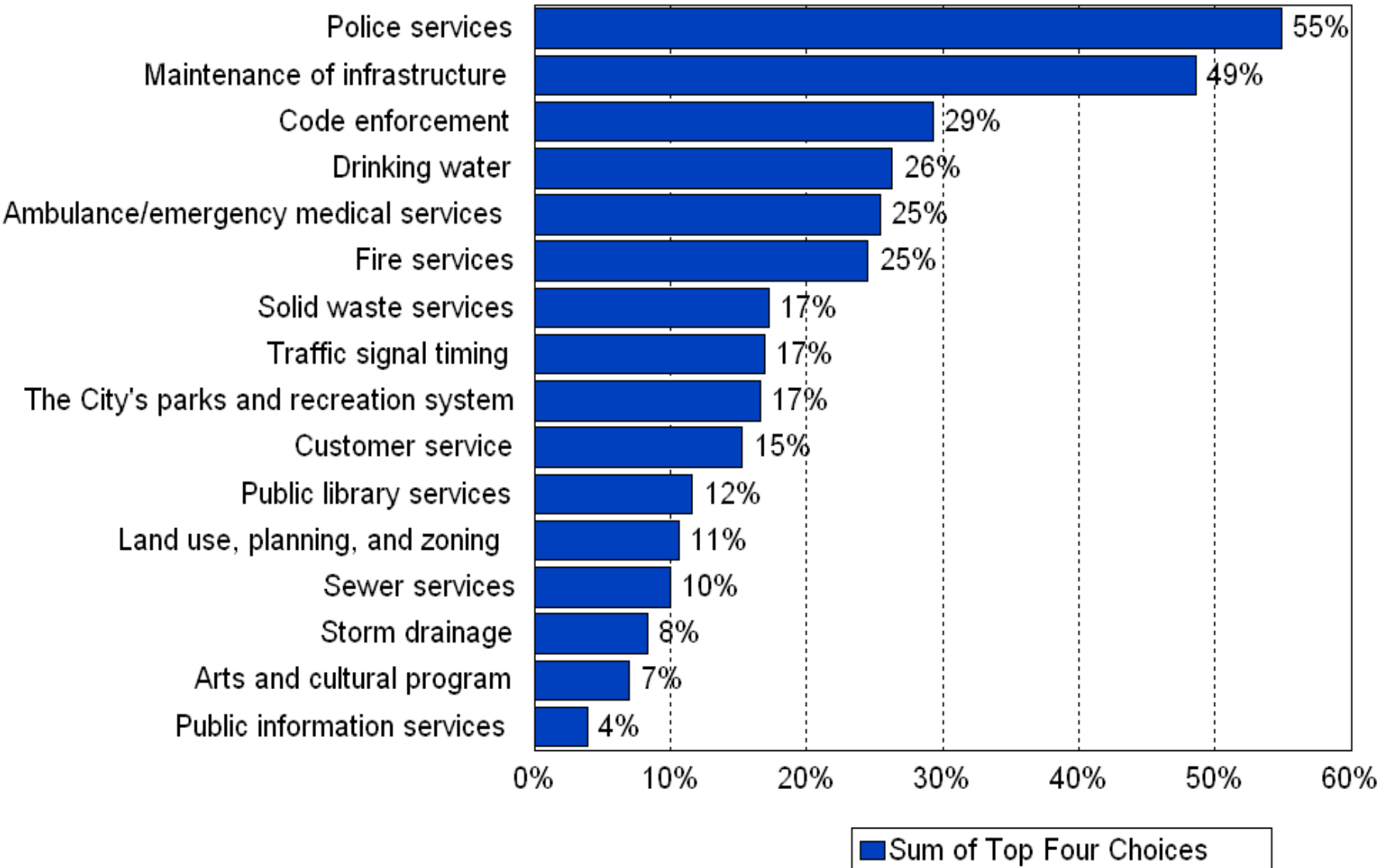
Source: ETC Institute (May 2011)

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Q8. Major Categories of City Services Residents Think Should Be the Top Priorities

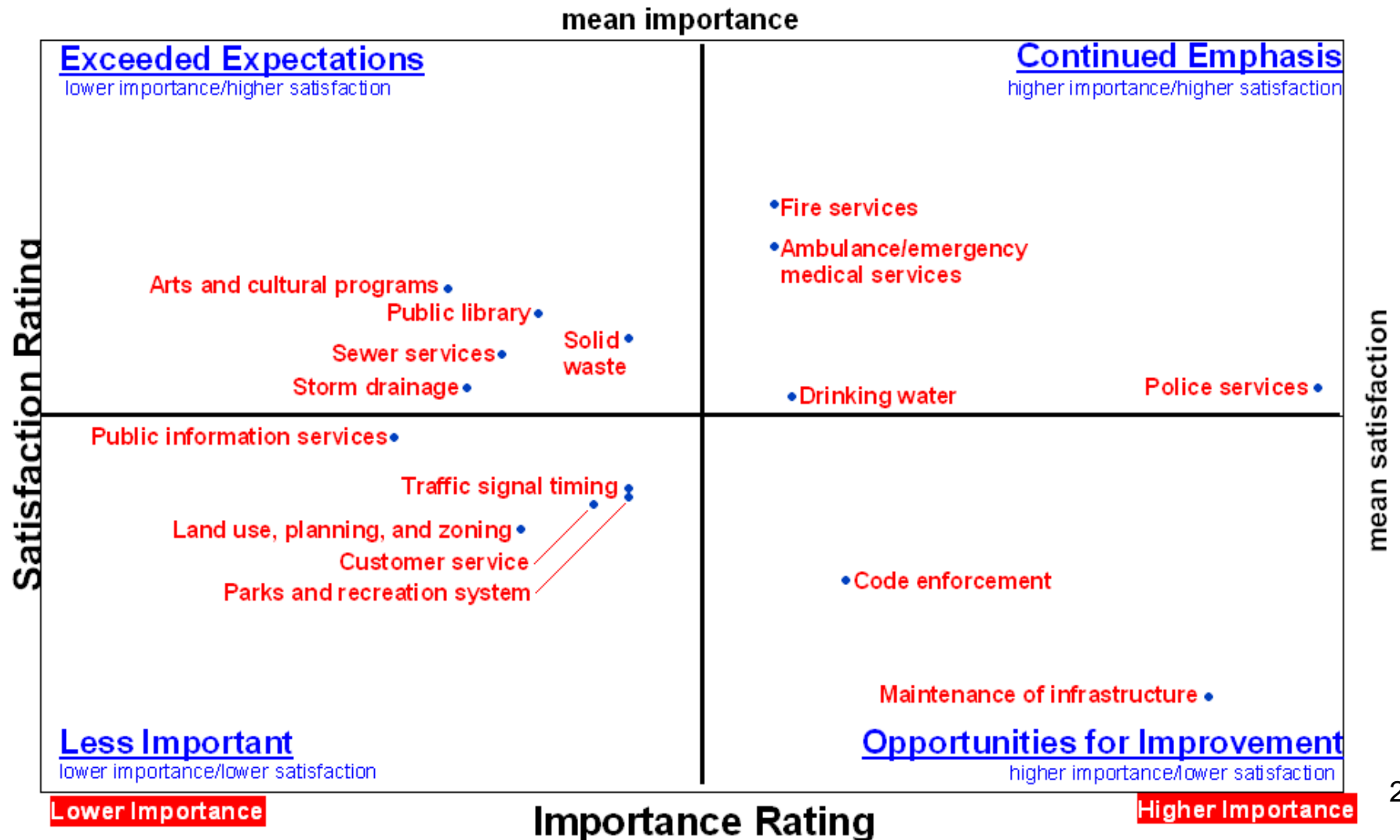
by percentage of respondents who selected the item as one of their top four choices



# 2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

## -Major Categories of City Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



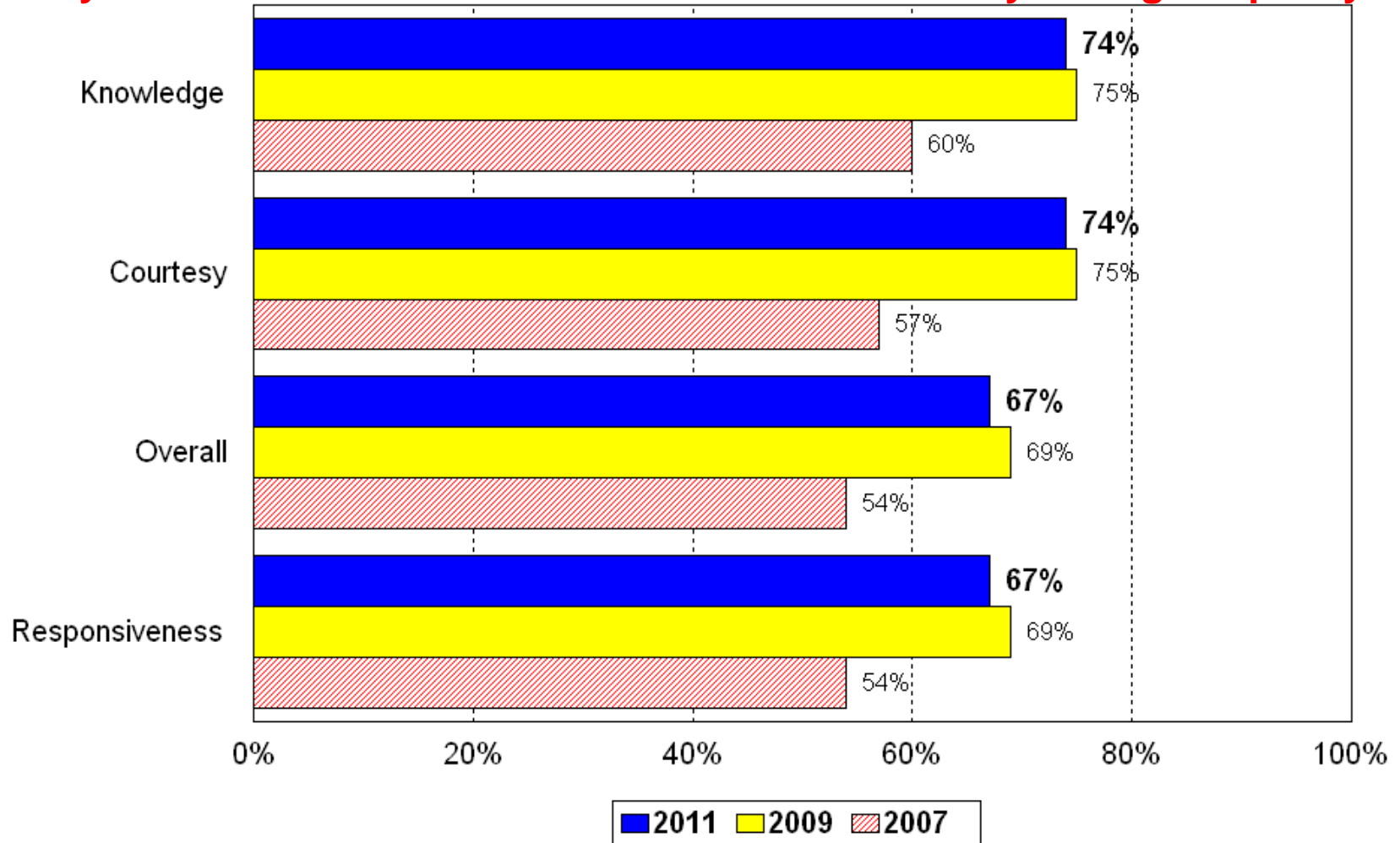
# Customer Service

(residents who contacted the City during the past year only)

# Q23b-e. Ratings of the Customer Service *Trends - 2011, 2009 & 2007*

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)

**only includes residents who have contacted the City during the past year**



Source: ETC Institute (May 2011)

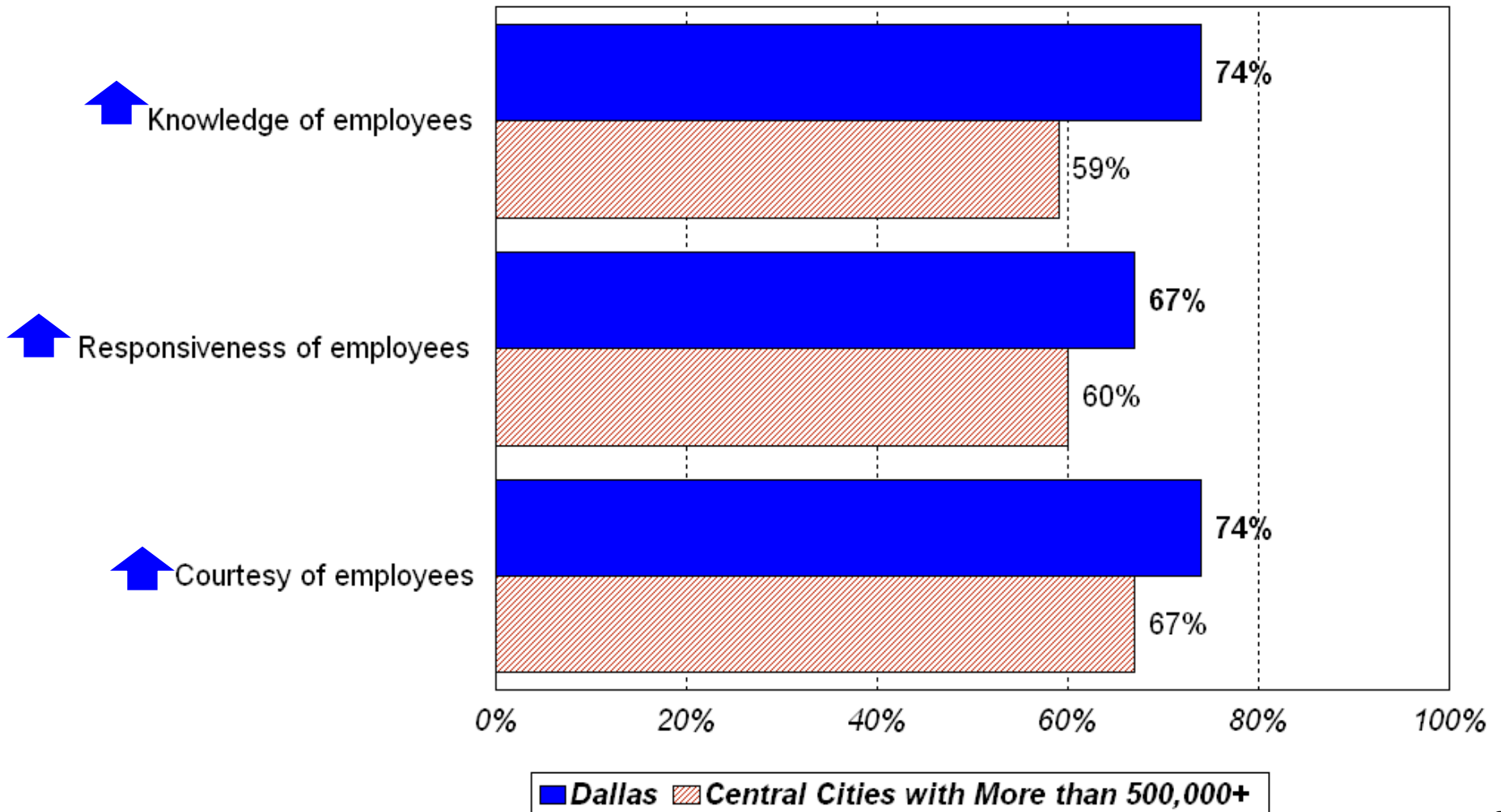
**Significantly Higher:** 

**Significantly Lower:** 

# Satisfaction with Customer Service from City Employees

## *Dallas vs. Other Large U.S. Communities*

by percentage of respondents who gave positive ratings for the item



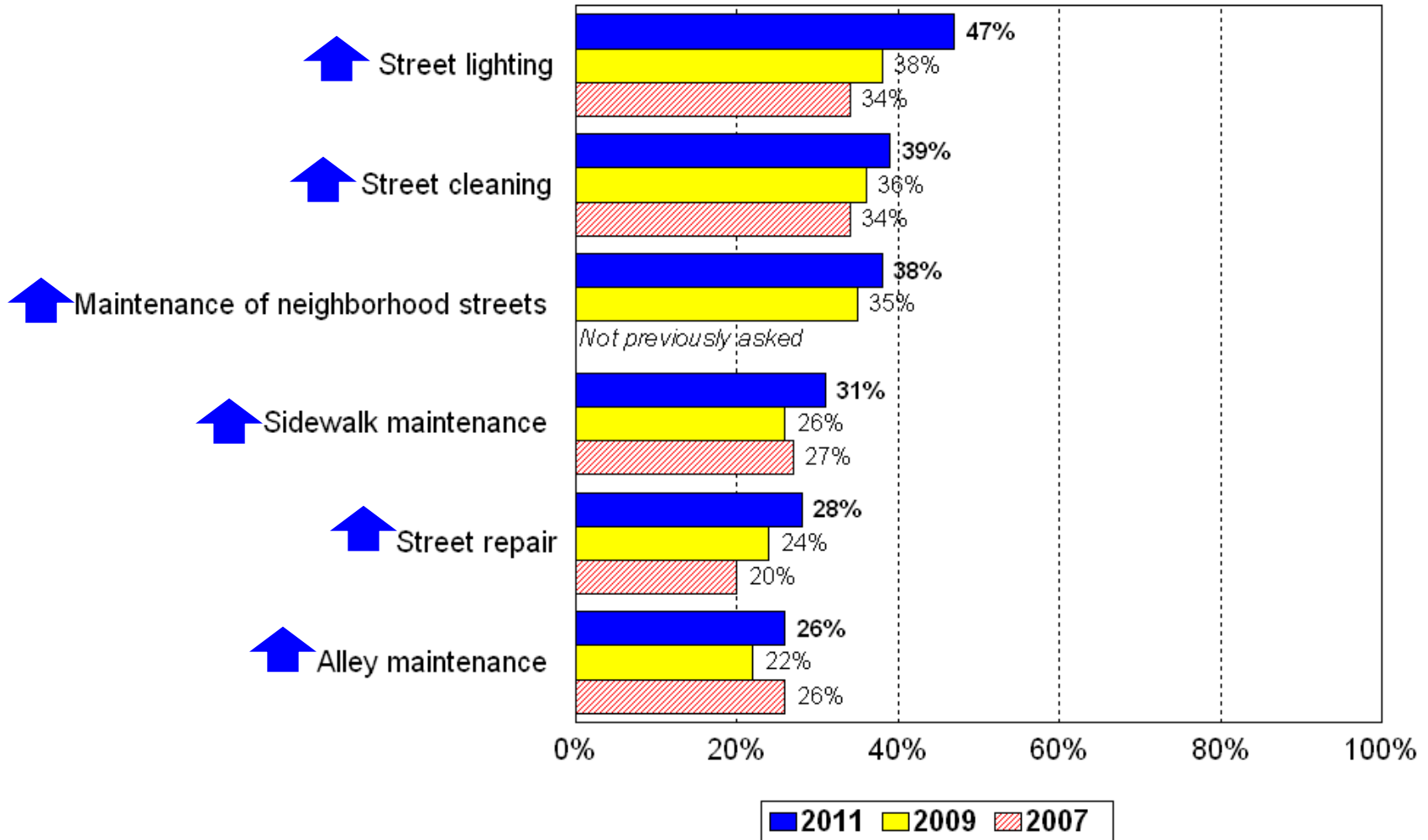
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Streets and Infrastructure

# Q11. Ratings of Streets and Infrastructure Services Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

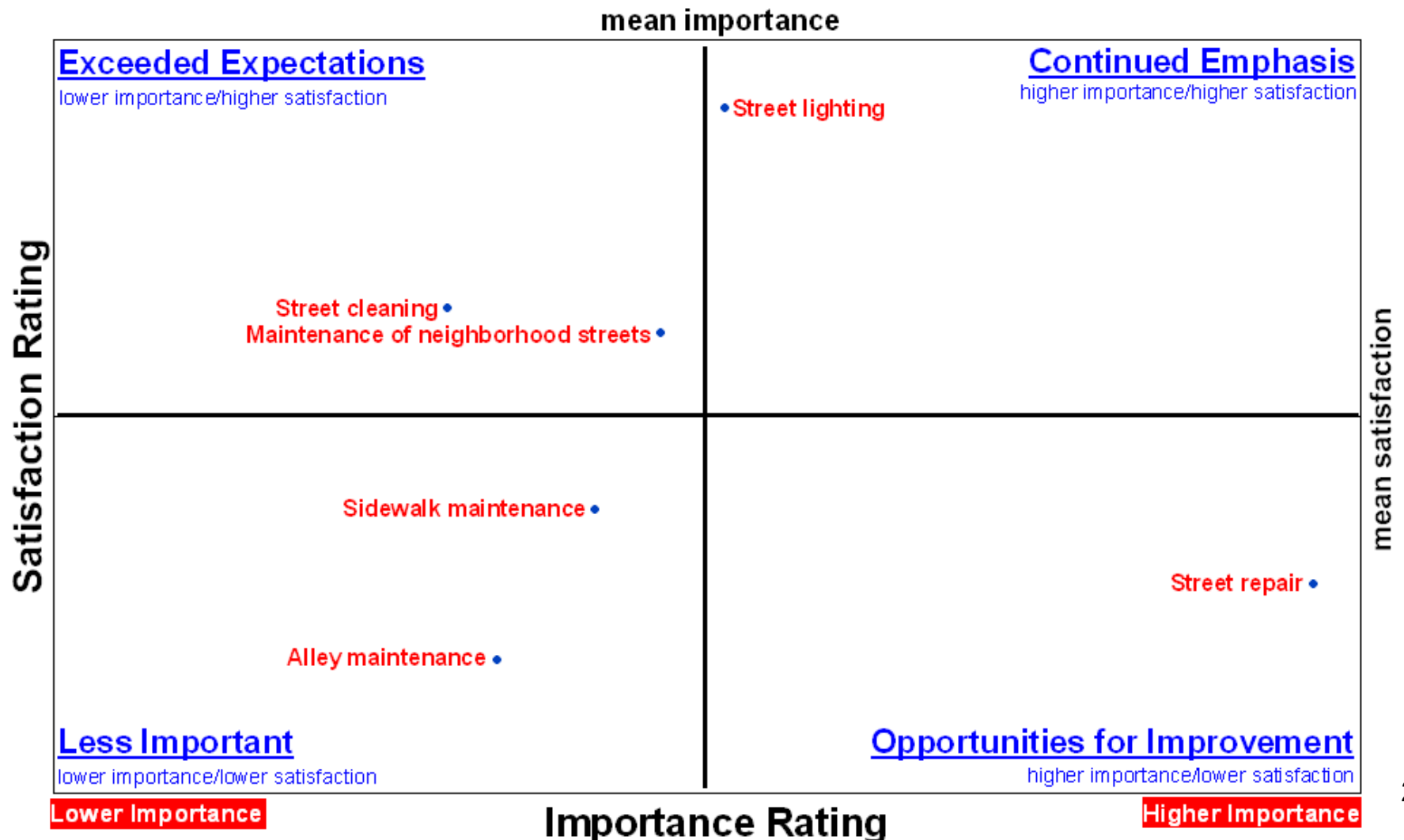
**Significantly Higher:**

**Significantly Lower:**

# 2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

## -Streets and Infrastructure Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

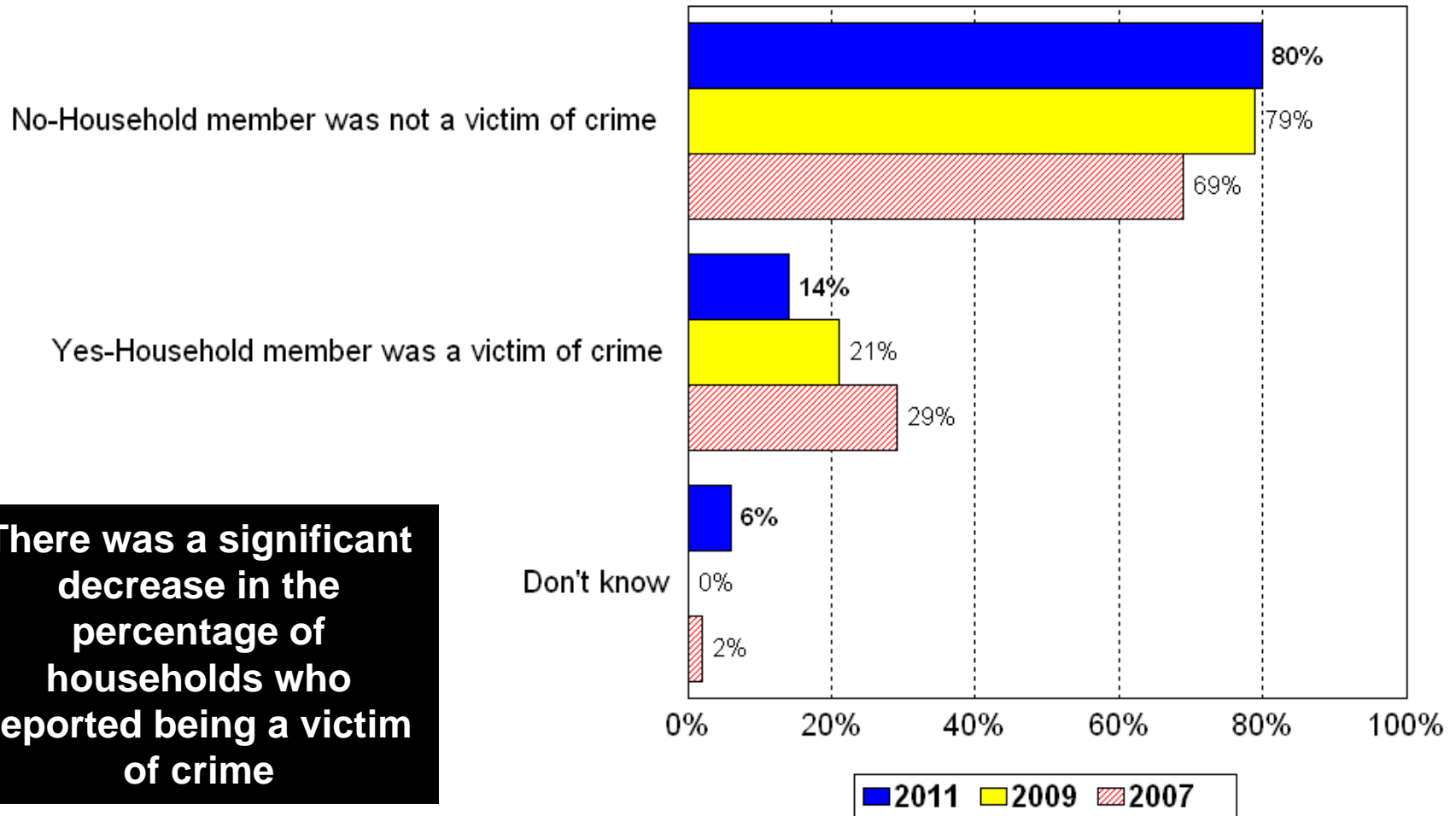


# Public Safety Ratings

# Q6. During the past twelve months, were you or anyone in your household a victim of any crime?

## Trends - 2011, 2009 & 2007

by percentage of respondents

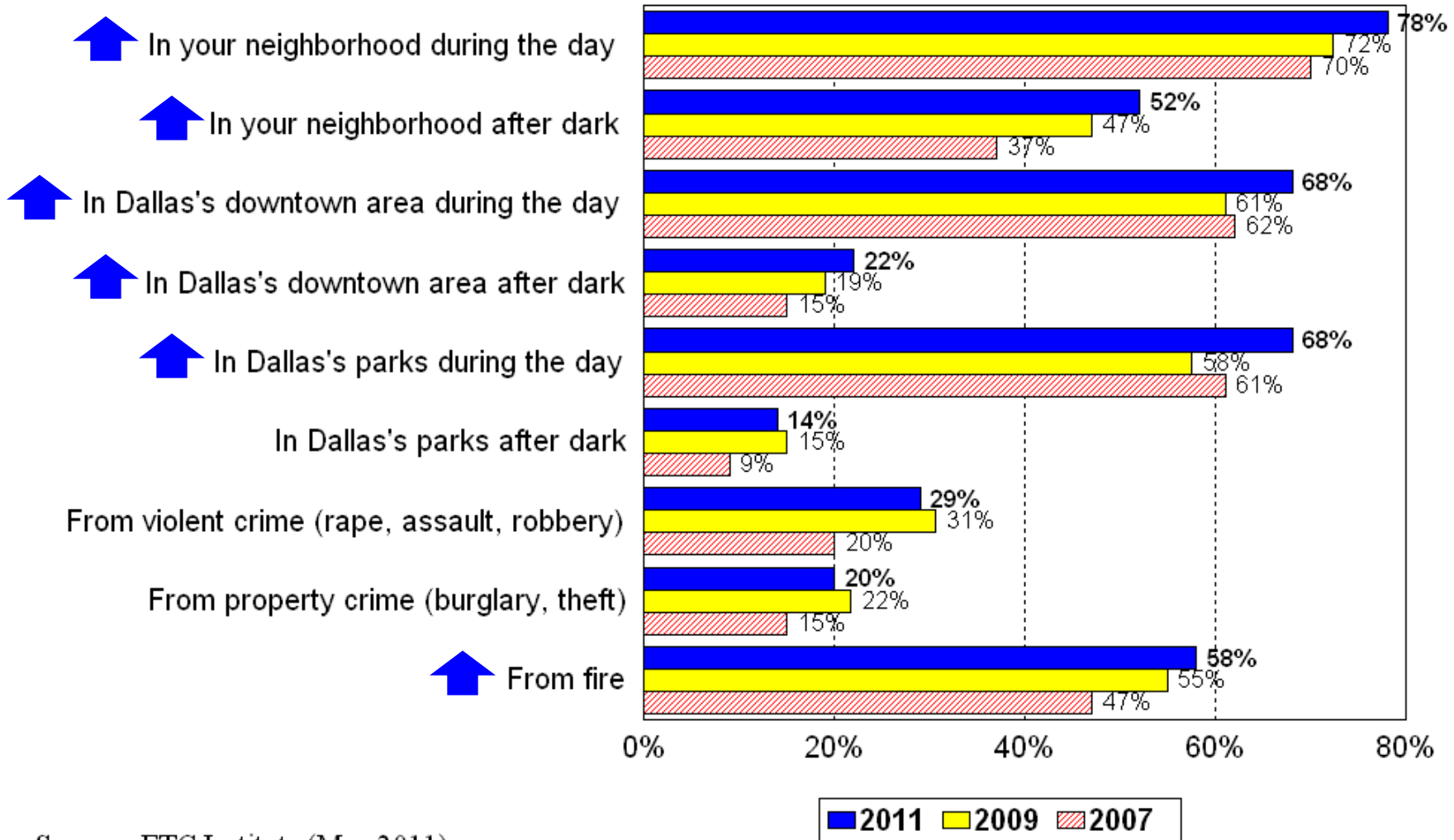


**There was a significant decrease in the percentage of households who reported being a victim of crime**

# Q5. Perceptions of Safety in the City

## Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very safe" and 4 was "somewhat safe" (excluding don't knows)



Source: ETC Institute (May 2011)

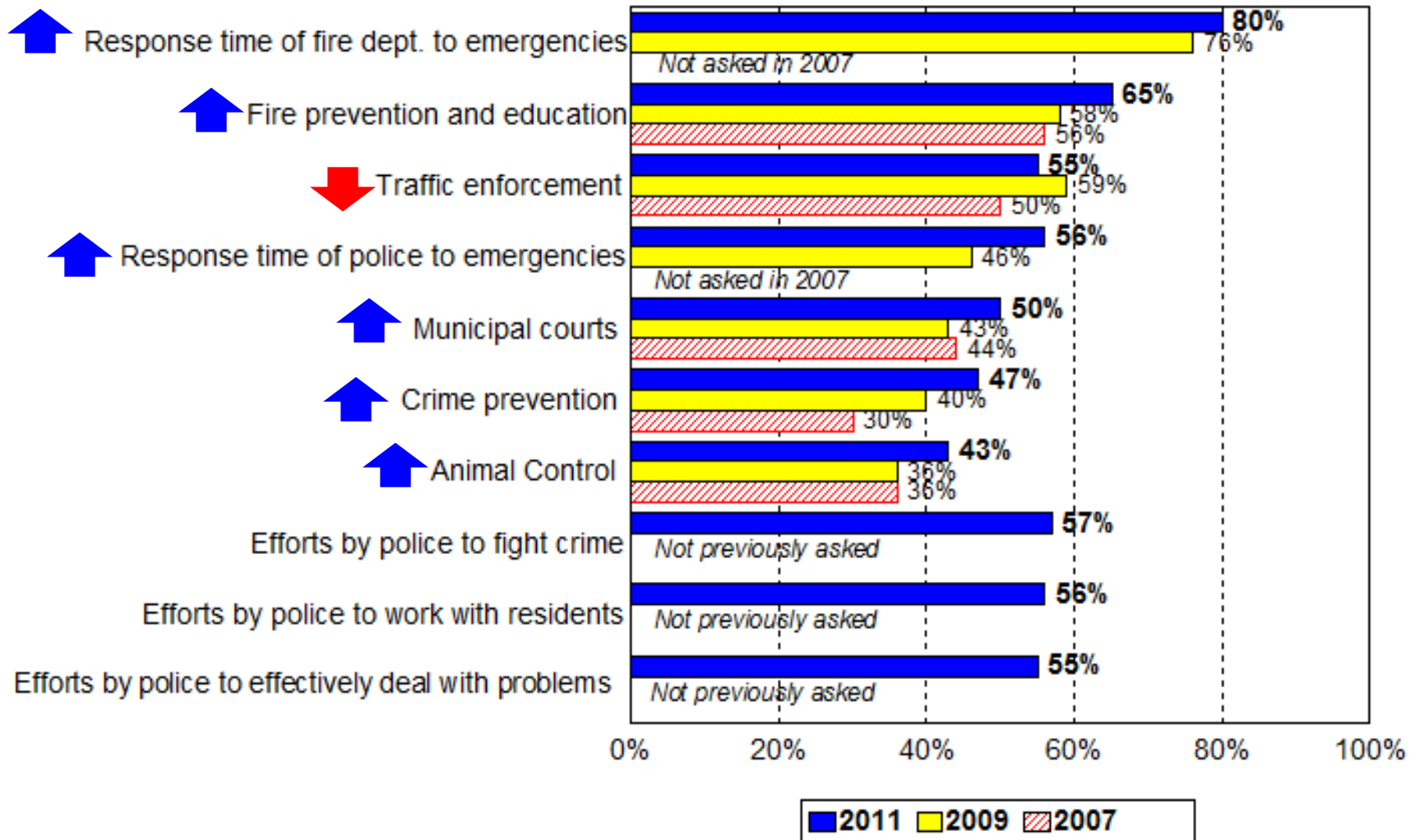
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Q9. Ratings of Public Safety Services

## Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute (May 2011)

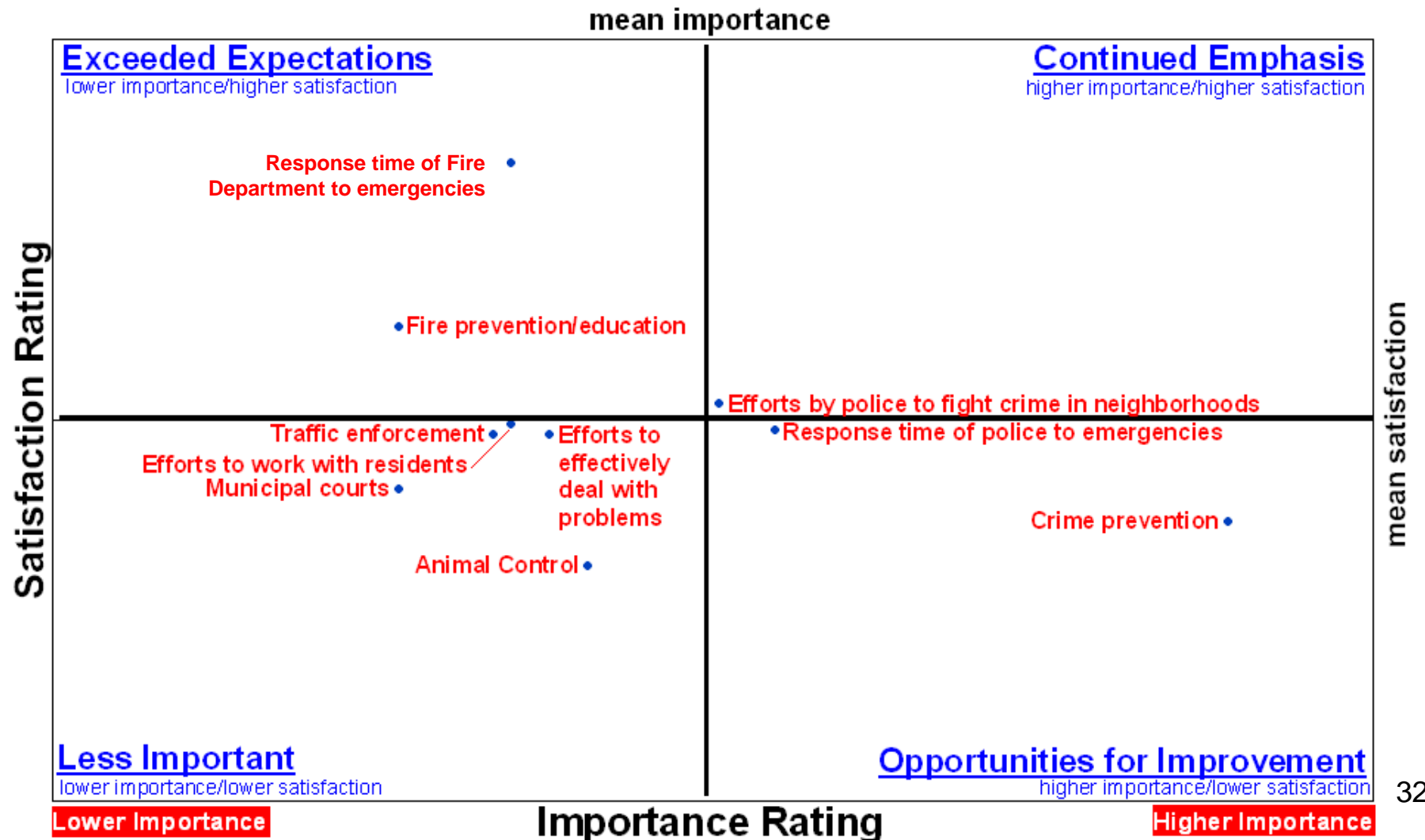
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Safety Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

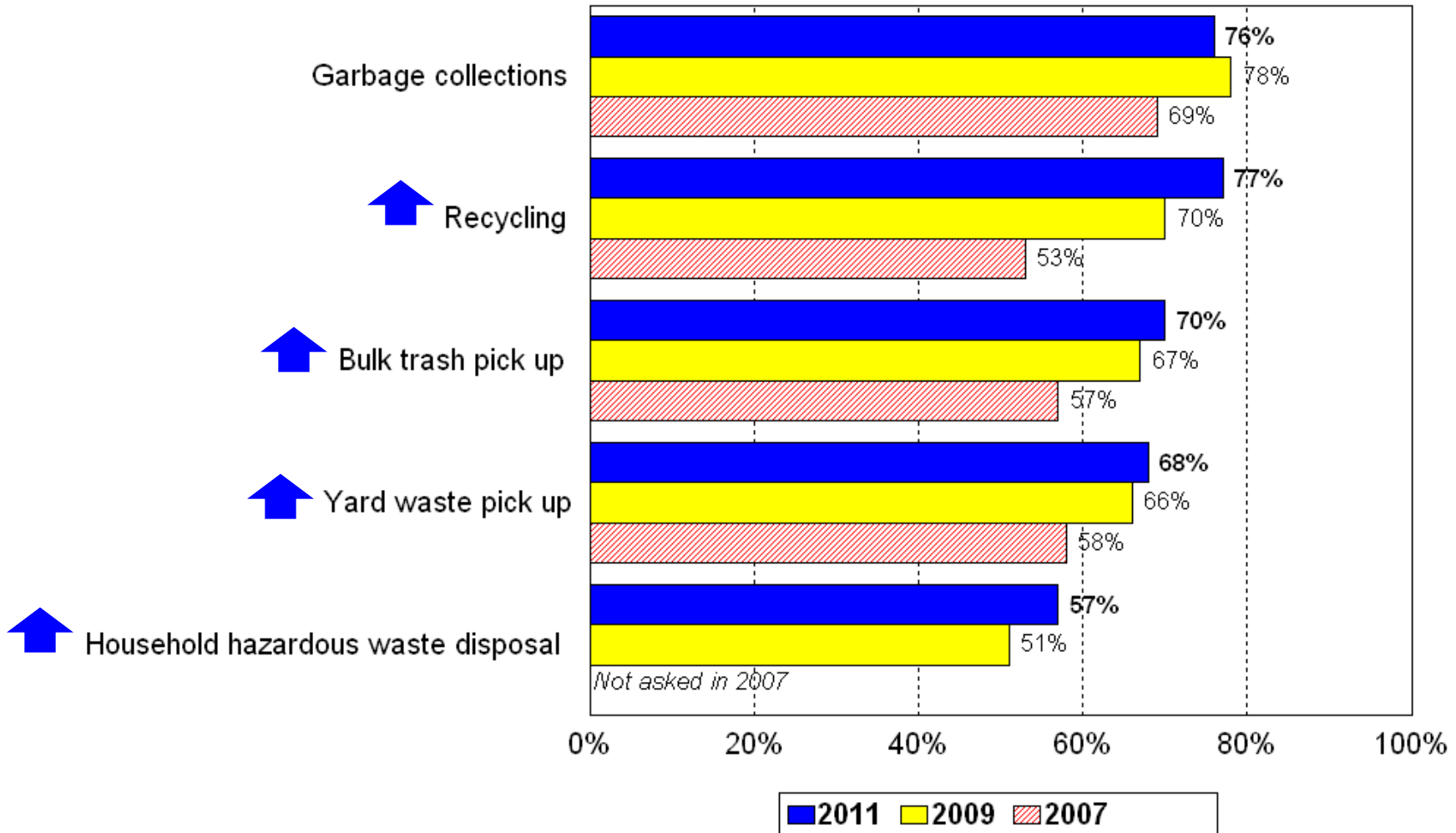


# Solid Waste Ratings

# Q13. Ratings of Solid Waste Services

## Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

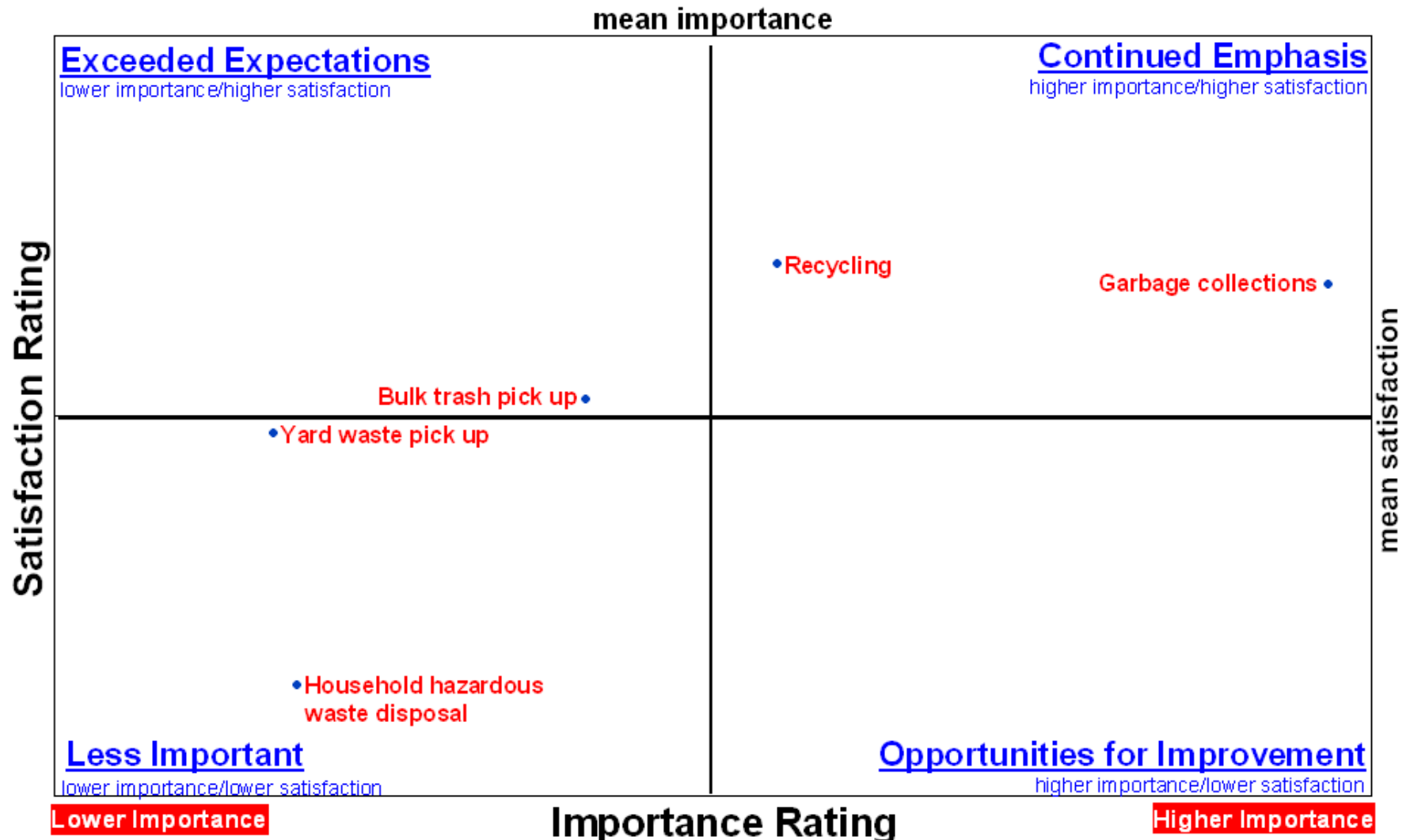
**Significantly Higher:**

**Significantly Lower:**

# 2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

## -Solid Waste Services-

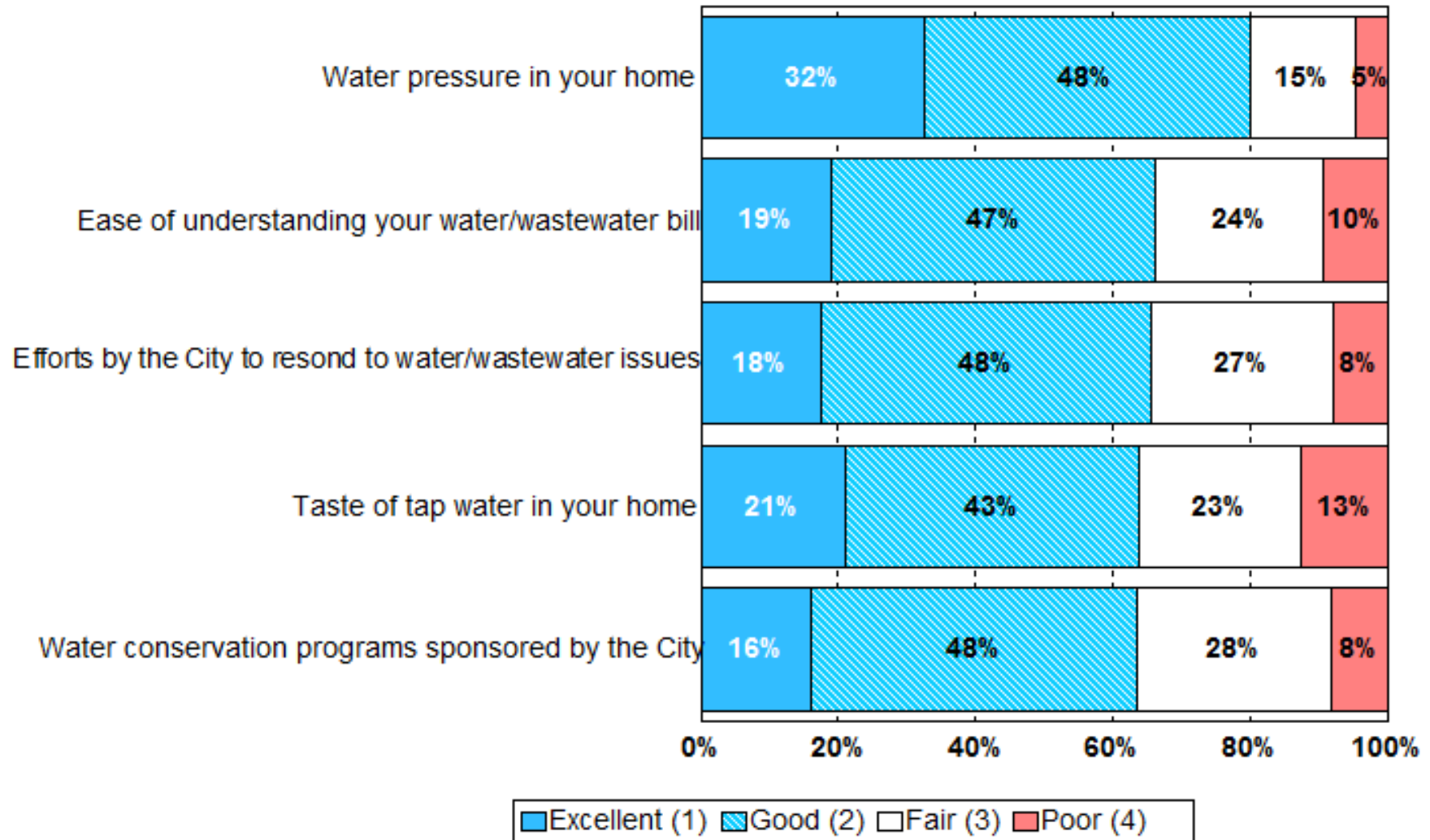
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Water and Wastewater Ratings

# Q15. Ratings of Water and Wastewater Services

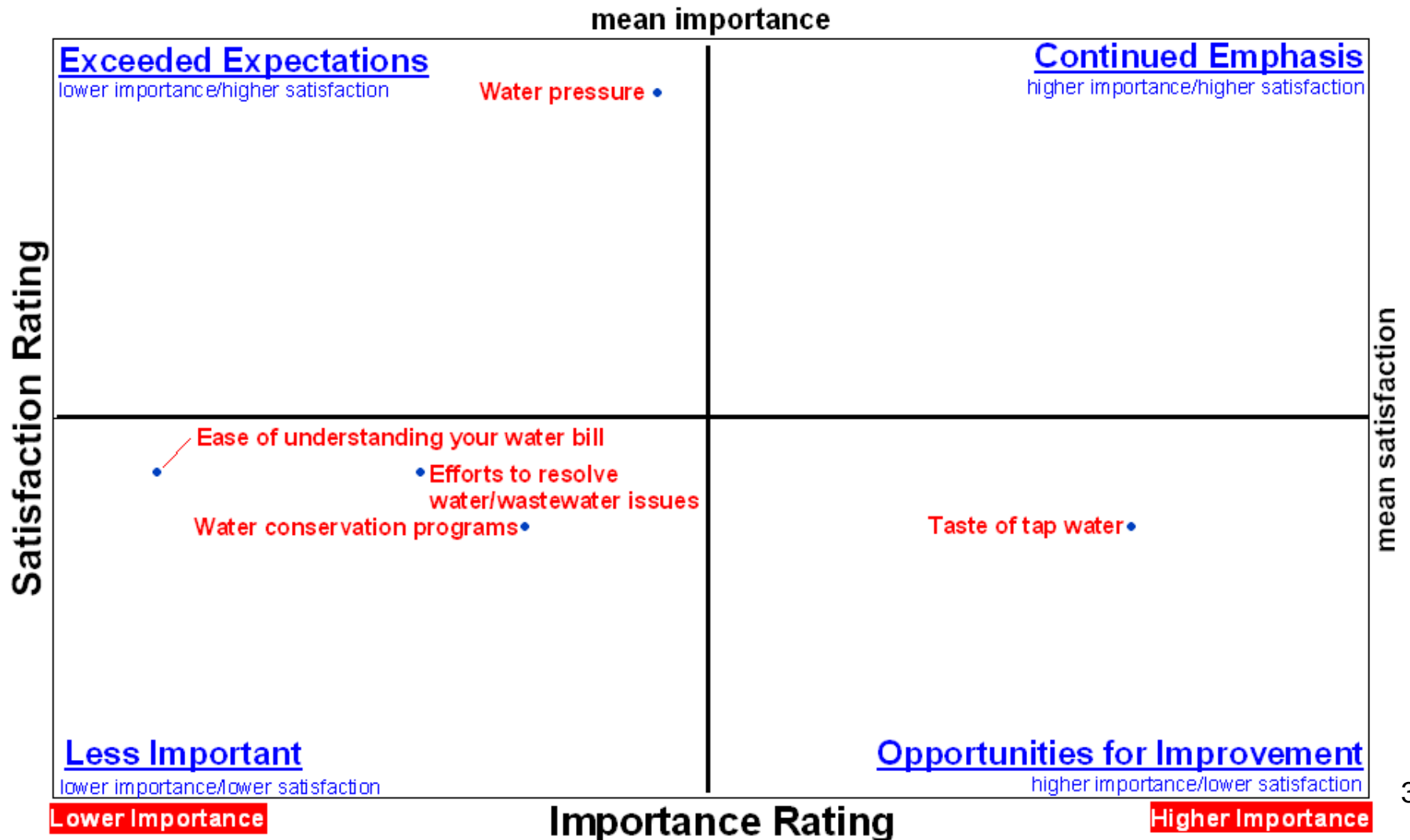
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute (May 2011)

# 2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix -Water and Wastewater Services-

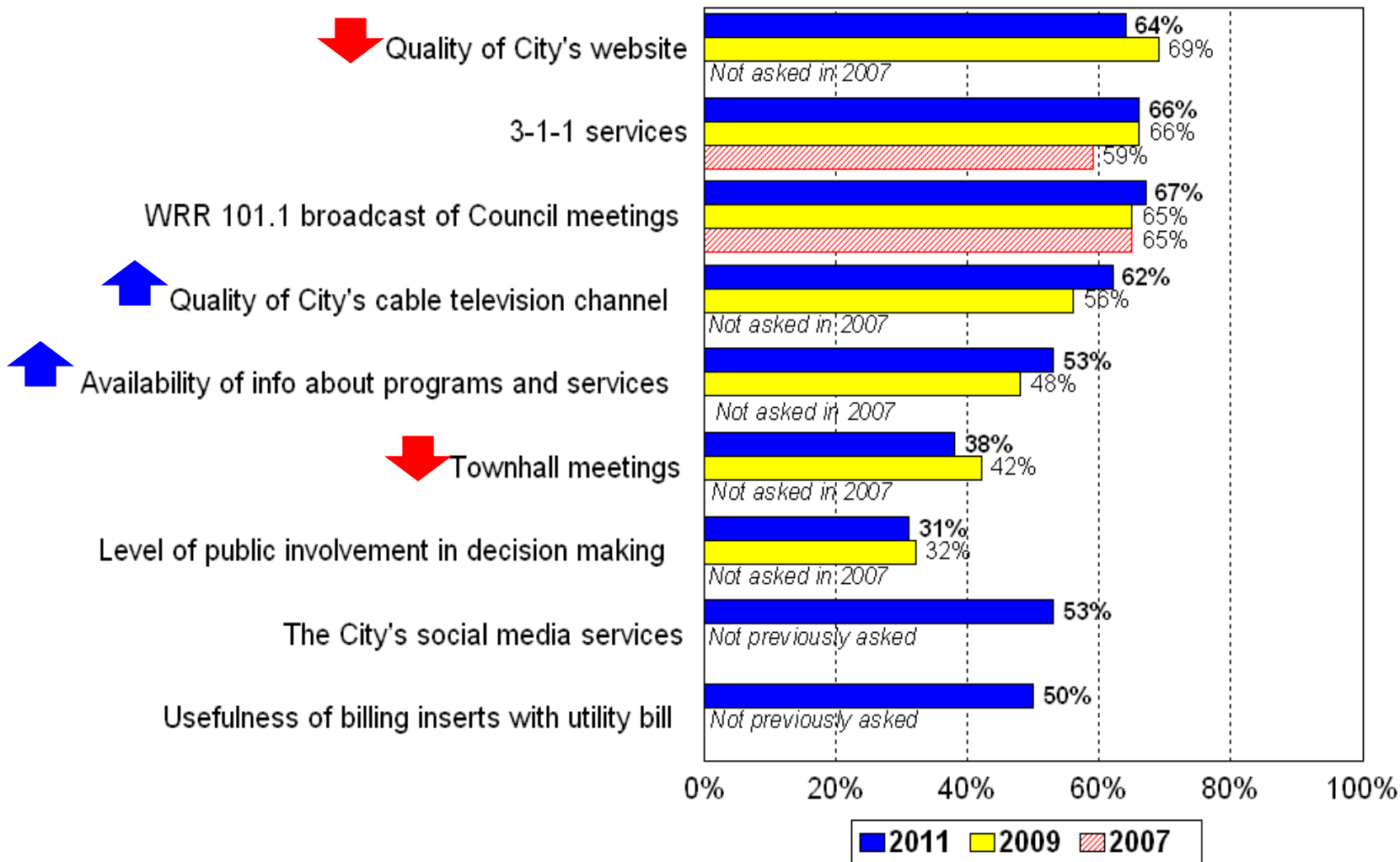
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Public Information

# Q17. Ratings of Public Information Services Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

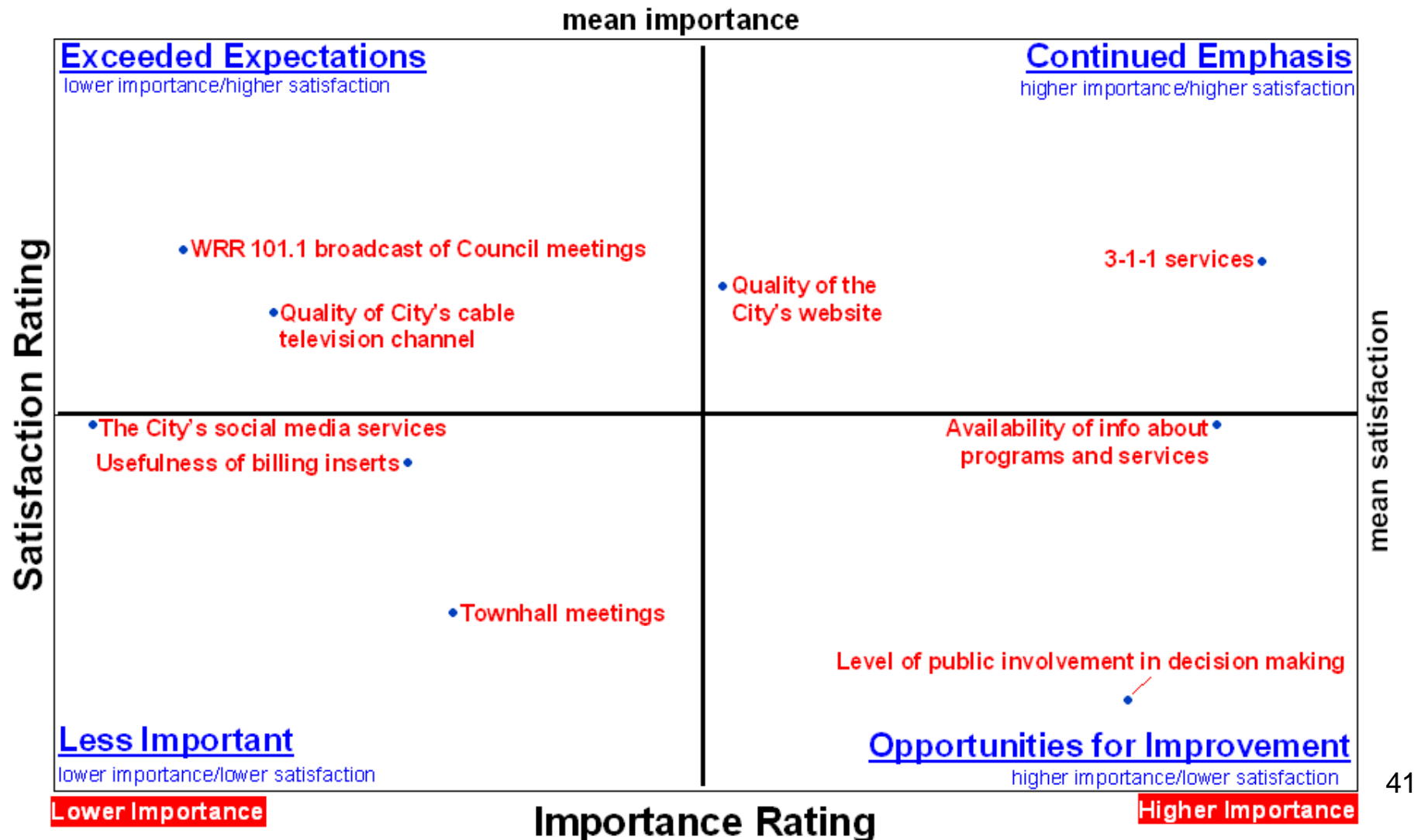
**Significantly Higher:**

**Significantly Lower:**

# 2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Information Services-

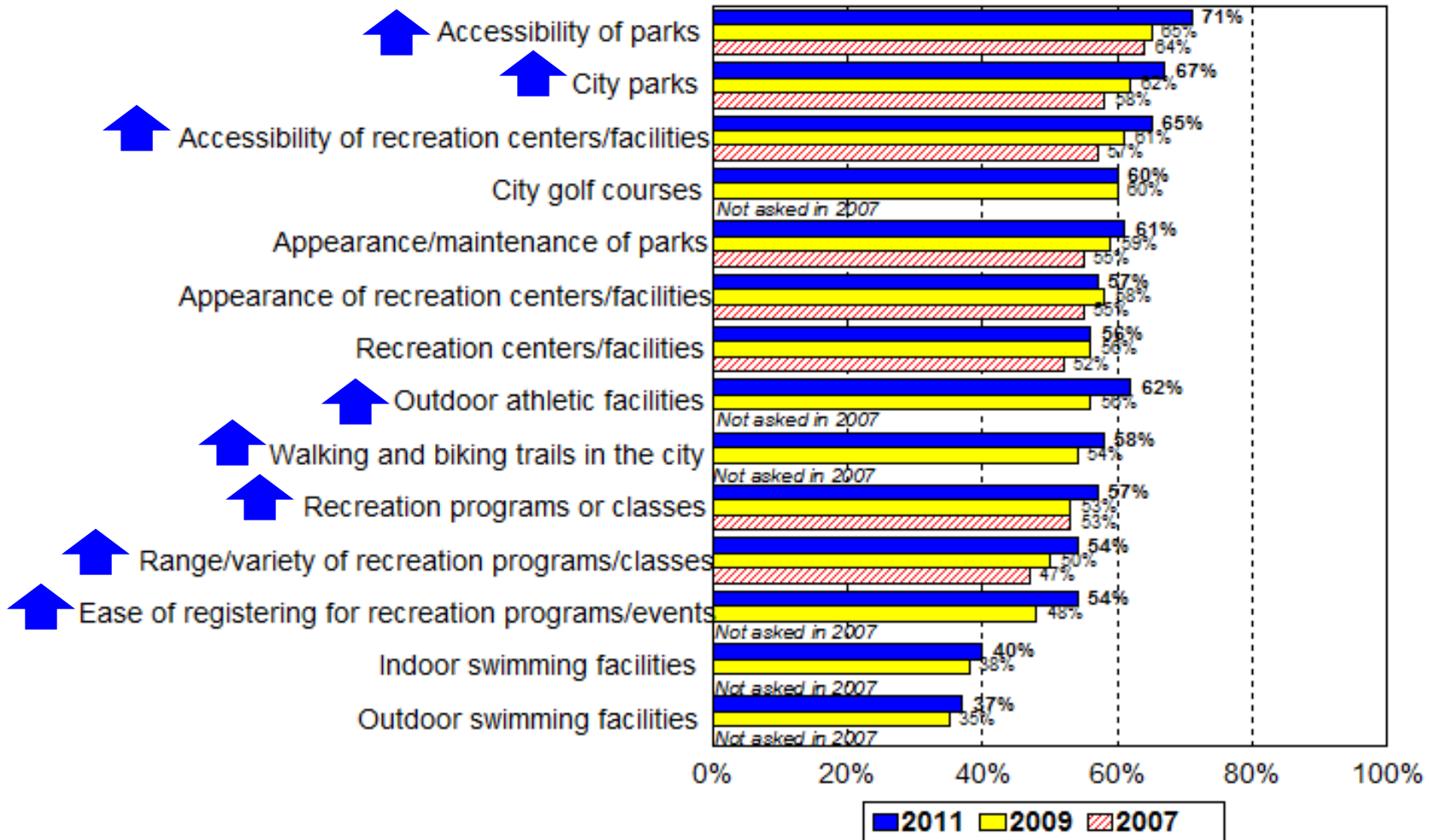
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Park and Recreation

# Q20. Ratings of Park and Recreation Services Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



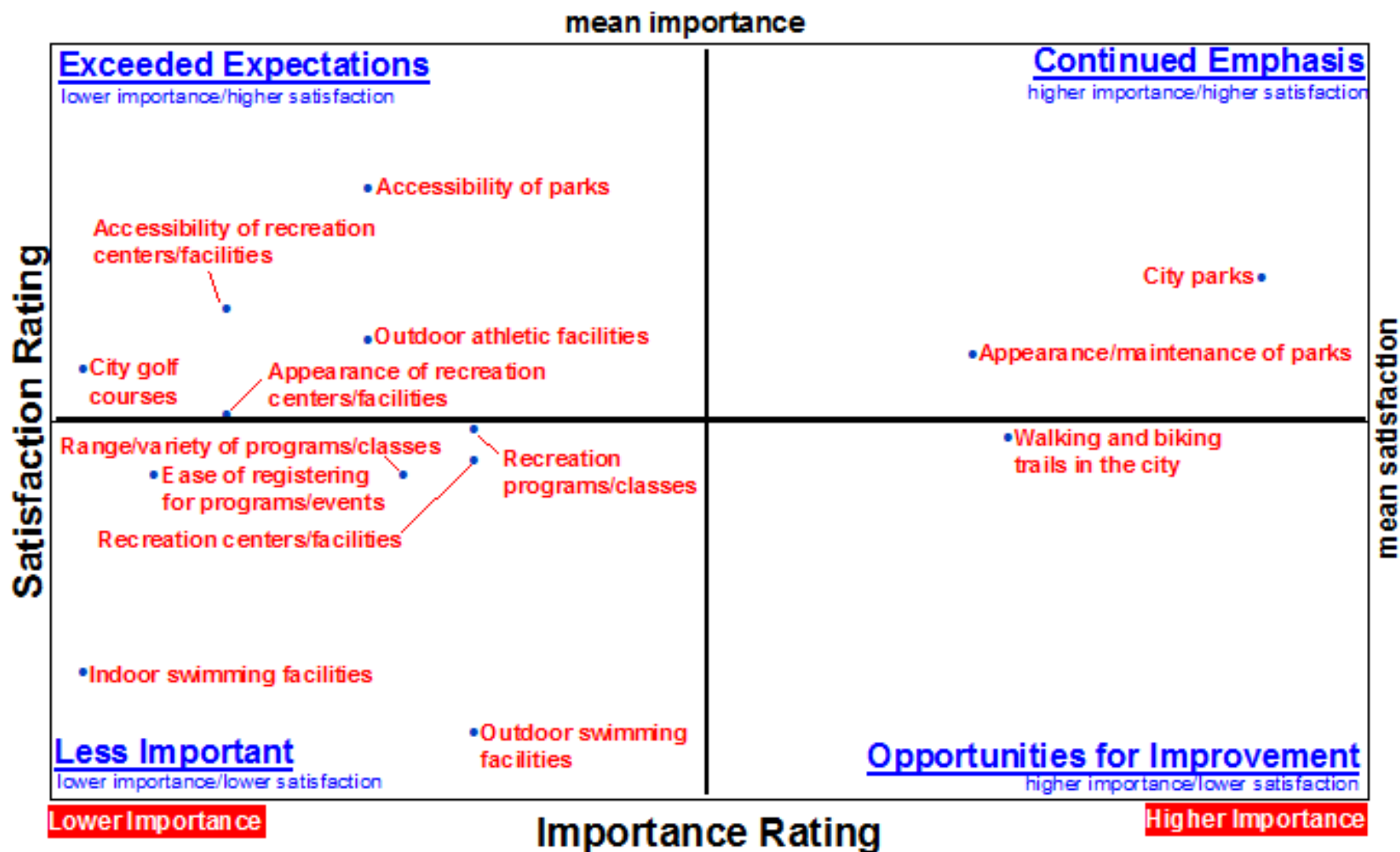
Source: ETC Institute (May 2011)

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix -Park and Recreation Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

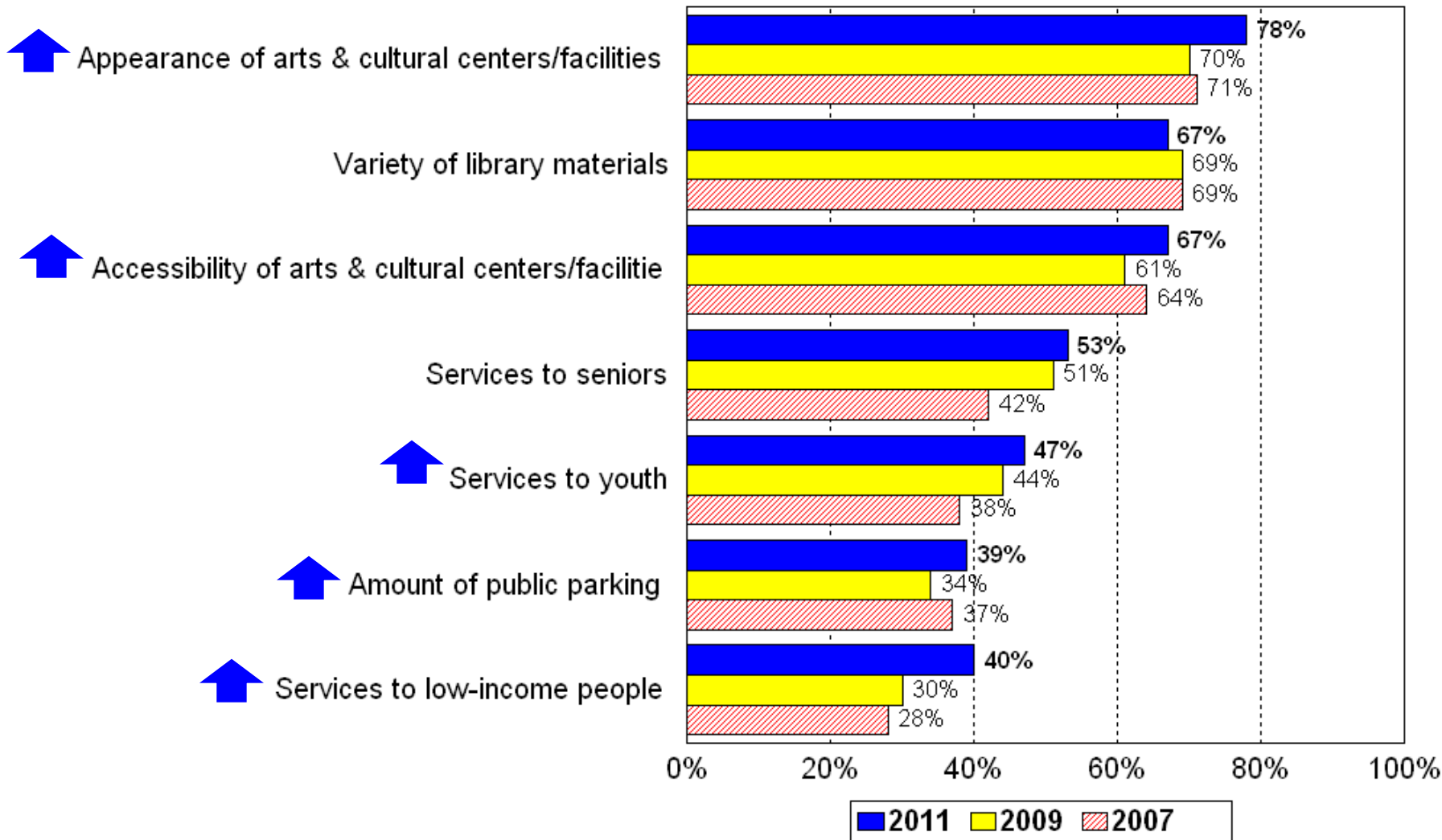


# Other City Services

# Q22. Ratings of Various City Services

## Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

**Significantly Higher:**

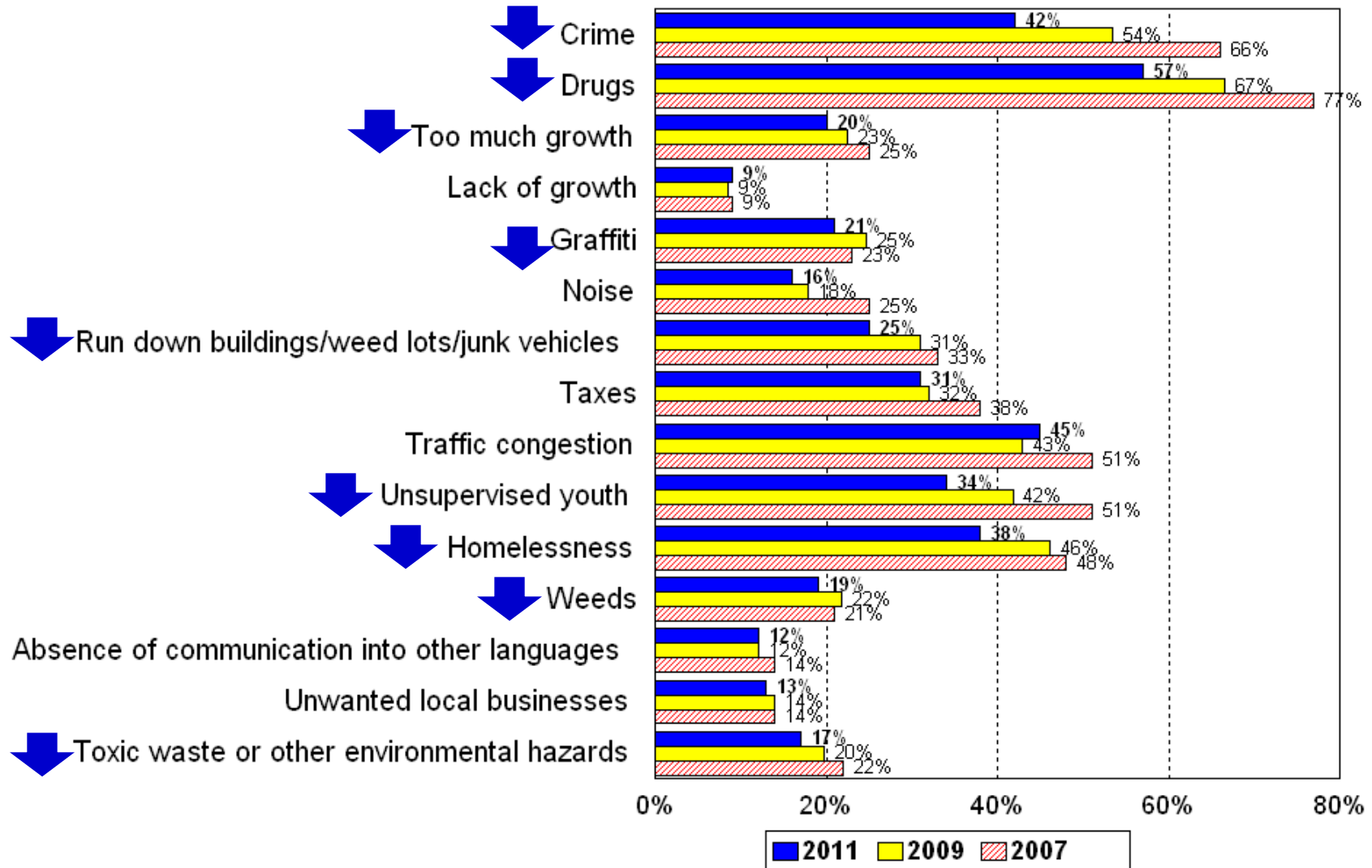
**Significantly Lower:**

# Perceptions of Problems in the City

# Q4. Perceptions of Problems in the City of Dallas

## Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as a "major problem" (excluding don't knows)



Source: ETC Institute (May 2011)

**Significantly Better:**



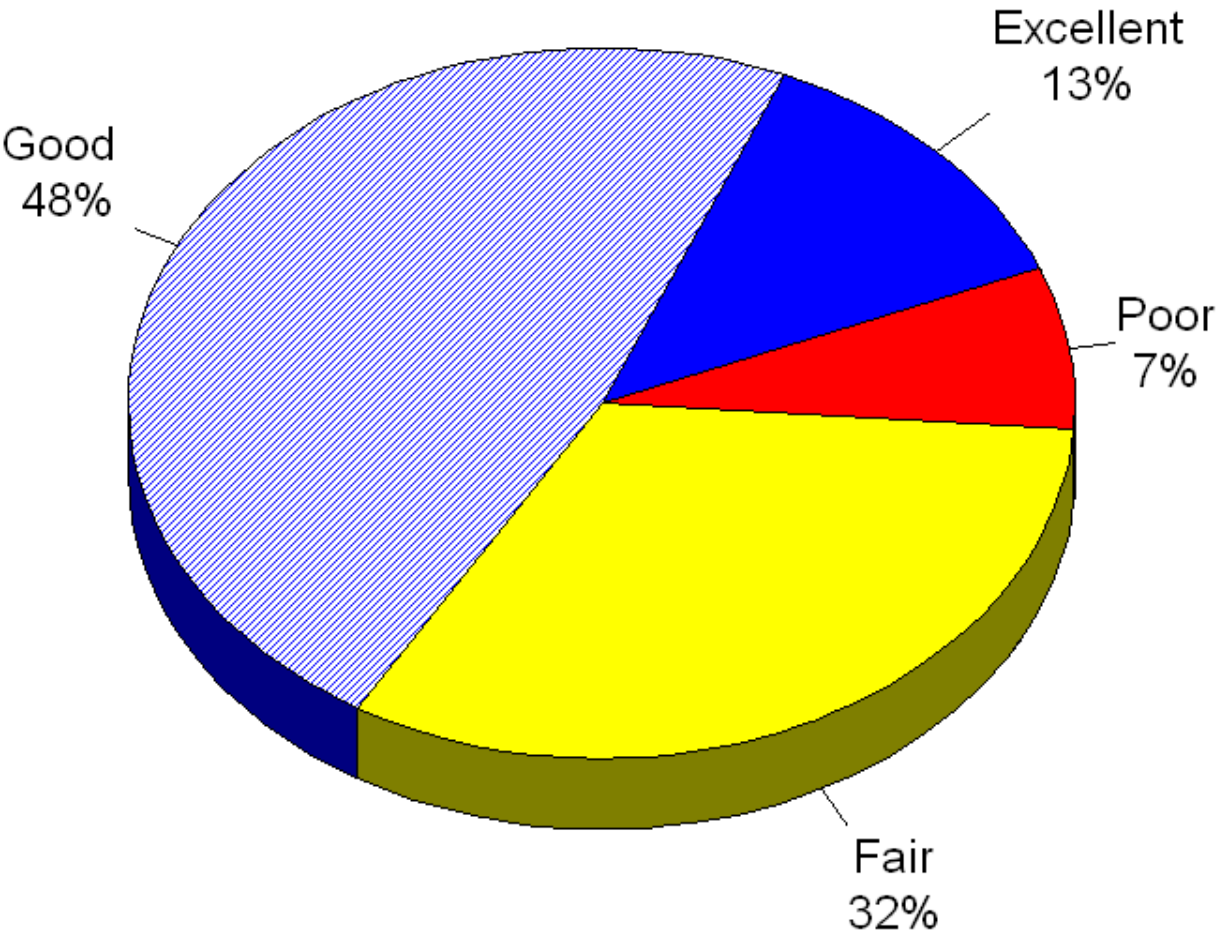
**Significantly Worse:**



# Perceptions of City Government

# Q25. Overall Quality of Services Provided by the City of Dallas

by percentage of respondents (excluding don't knows)



Source: ETC Institute (May 2011)

# Summary

# Conclusion

- City is building positive **brand equity**
- Overall satisfaction with city services is significantly higher in Dallas than other large cities
- Overall satisfaction in Dallas has increased from 2009 while the U.S. average has declined
  - 61 significant increases
  - 6 significant decreases
- Top Overall Priorities for Residents
  - Maintenance of Infrastructure
  - Police services
  - Code Enforcement

# Highest/Lowest Rated Services

## Highest Rated (% Positive Ratings):

- Fire services (89%)
- Shopping opportunities (84%)
- Ambulance/emergency medical services (84%)
- Response time of fire department to emergencies (80%)
- Water pressure in your home (80%)
- Opportunities to attend art/cultural events (79%)
- Arts and cultural programs (79%)
- Feeling of safety in your neighborhood during the day (78%)
- Appearance of arts & cultural centers/facilities (78%)
- Dallas as a place to do business (77%)
- Recycling (77%)
- Ratings of Dallas as a place to live (76%)
- Public library services (76%)
- Garbage collections (76%)

## Lowest Rated (% Positive Ratings):

- Feeling of safety in Dallas's downtown area after dark (22%)
- Feeling of safety from property crime (burglary, theft) (20%)
- Feeling of safety in Dallas's parks after dark (14%)

# Priorities By Major Area

## (based on the I-S Analysis)

- **Overall Priorities**
  - Maintenance of Infrastructure
  - Police services
  - Code Enforcement
- **Public Safety Priorities**
  - Crime prevention
  - Response time of police to emergencies
- **Streets and Infrastructure Priorities**
  - Street repair
- **Water and Wastewater Priorities**
  - Taste of tap water
- **Public Information Priorities**
  - Level of public involvement in decision making
  - Availability of information about programs/services

Questions ???