

Memorandum



CITY OF DALLAS

DATE March 27, 2009

TO Honorable Mayor Tom Leppert and Members of the Dallas City Council

SUBJECT 2009 Community Survey Findings Report

Attached is a briefing of the results from the 2009 Community Survey prepared by ETC Institute that will be presented on Wednesday, April 1, 2009.

We look forward to your feedback on these results. Please let me know if you have any questions or need any additional information.

A handwritten signature in black ink, appearing to read 'Mary K. Suhm'. The signature is fluid and cursive.

Mary K. Suhm
City Manager

Attachment

C: Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander
Ryan S. Evans, First Assistant City Manager
Jill Jordan, P.E., Assistant City Manager

Forest Turner, Interim Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
Dave Cook, Chief Financial Officer
Frank Libro, Director, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager

2009 Community Survey Findings Report



Presented to

Dallas City Council

By

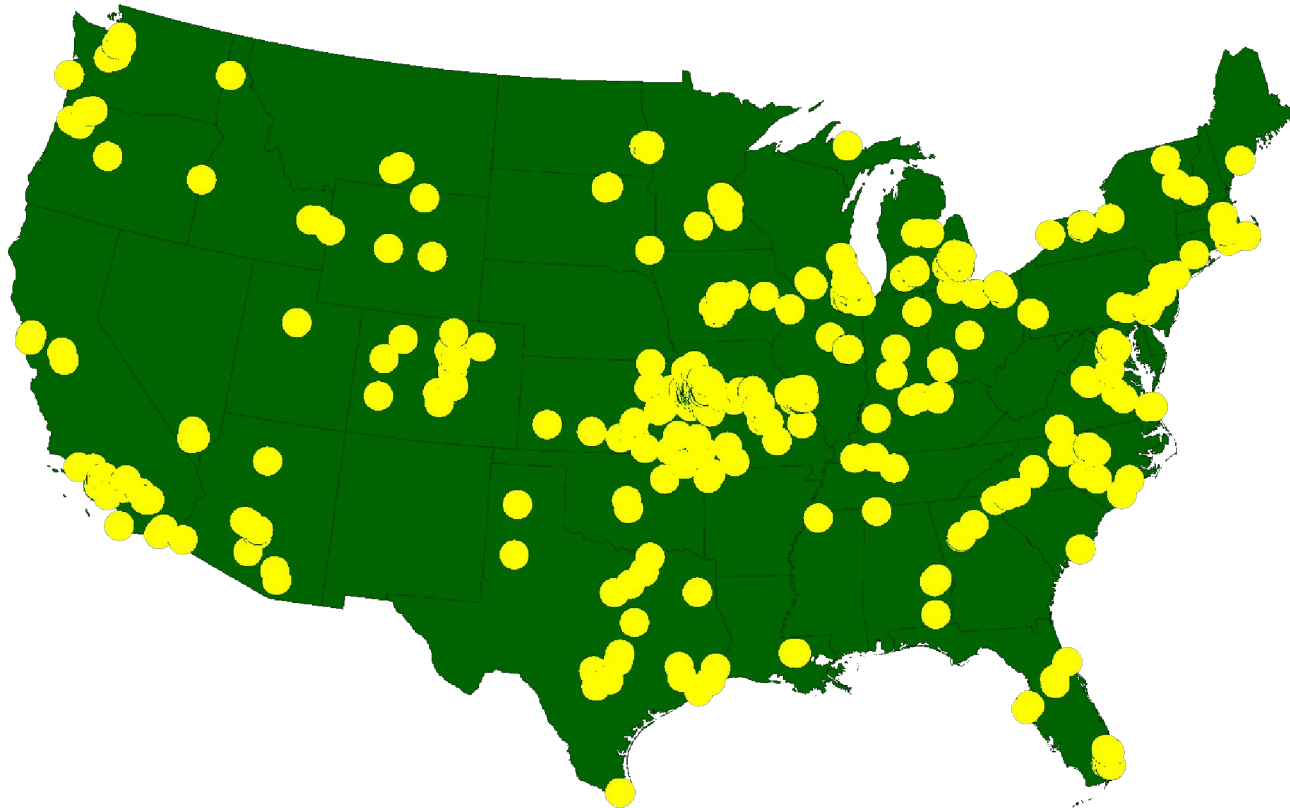
ETC Institute

April 1, 2009



ETC Institute

*Helping Local Governments Use
Community Input to Make Better Decisions*



More than 1,350,000 residents surveyed for more than 425 communities in 46 States since 2001 ²

Agenda

- **Purpose**
- **Methodology**
- **Bottom Line Up Front**
- **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**

Methodology

- **Survey Description:**
 - survey was 7 pages long
 - took 20-25 minutes to complete
- **Sample size:**
 - Goal = 1,400
 - Actual Number of Completed Surveys = 1,646
 - At least 100 were completed in each district
- **Method of Administration:**
 - by mail with follow-up by phone
 - randomly selected sample of households
- **Accuracy: +/-2.4% at the 95% level of confidence**

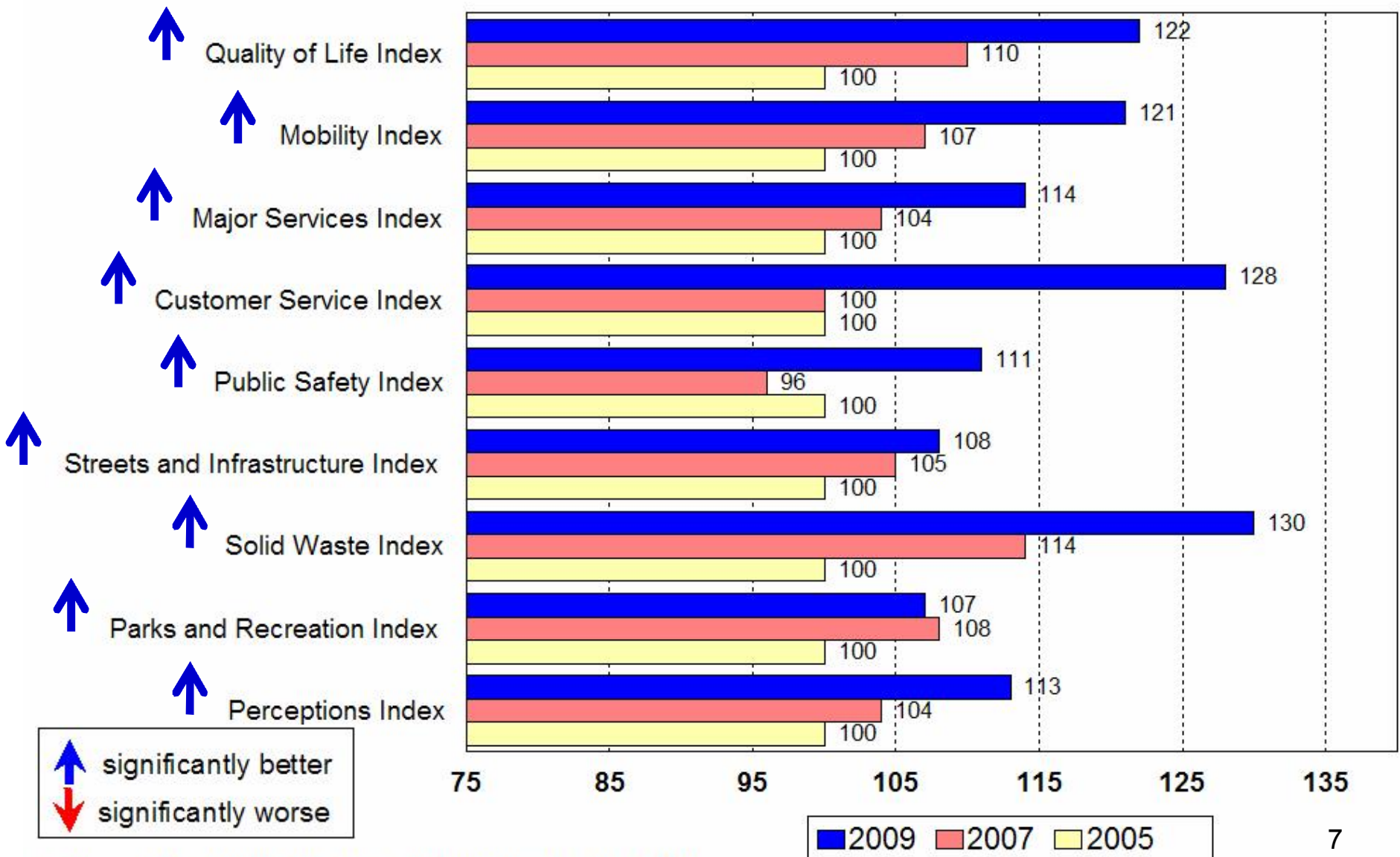
HEADLINE STORY



- **Overall Satisfaction with City Services Has Improved Greatly During the Past 2 Years**
 - Among 109 areas that were assessed on the City's survey in both 2007 & 2009
 - Ratings IMPROVED in 91 areas
 - Ratings STAYED THE SAME in 6 areas
 - Ratings DECREASED in just 12 areas
- **Overall satisfaction with city services in Dallas exceeds the national average**




**Overall Satisfaction
Has Improved in
Every Major Area**

Composite Satisfaction Indices

(Base Year 2005=100)



 significantly better
 significantly worse

 2009
  2007
  2005

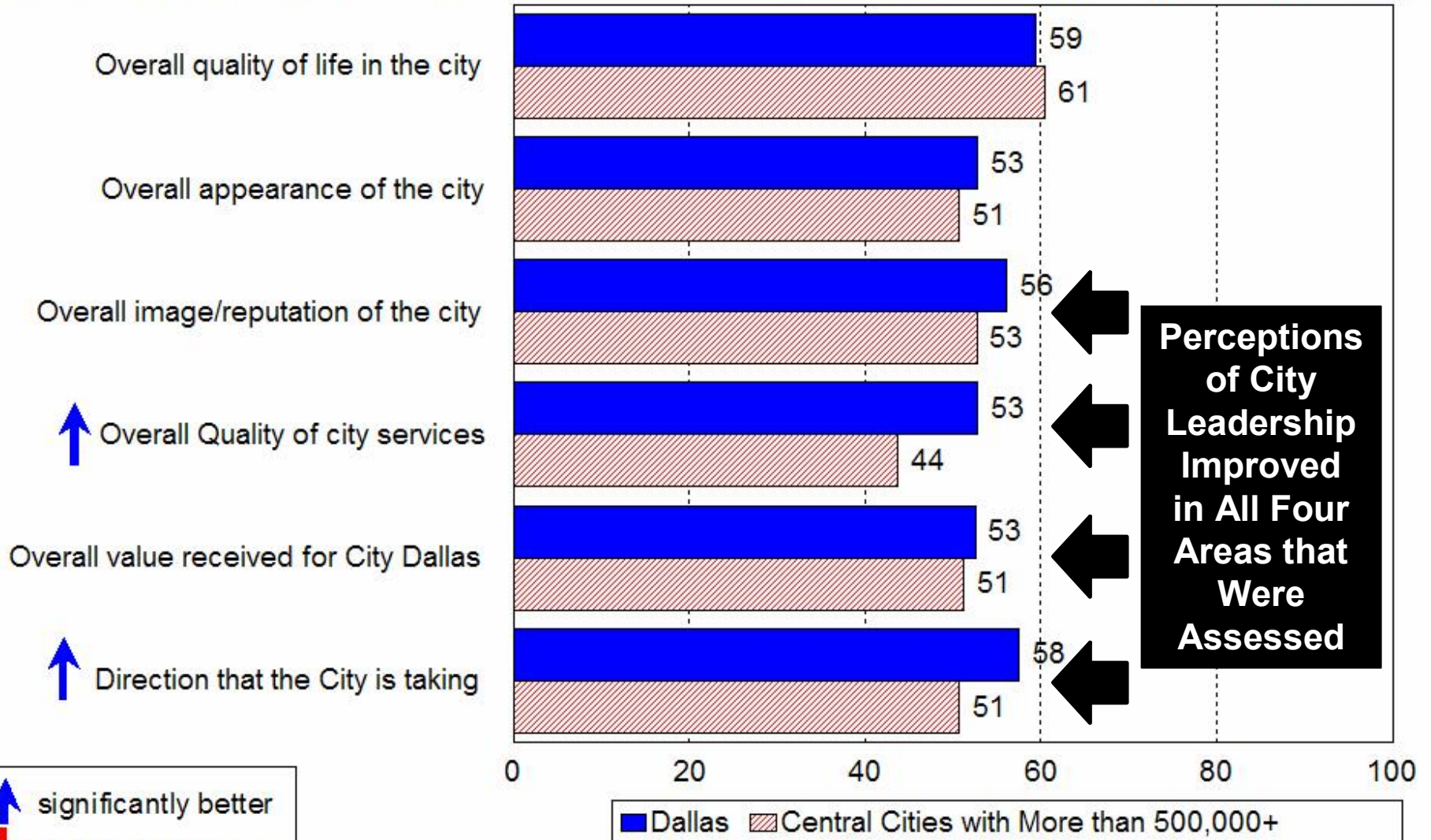
Source: ETC Institute DirectionFinder (City of Dallas 2008)

Perceptions of the City Dallas vs. Other Large U.S. Cities

expanded mean rating where 100=Best and 1=Worst (excluding "don't know")

*Large Community Benchmarks

Source: ETC Institute (2009 National DirectionFinder Survey)



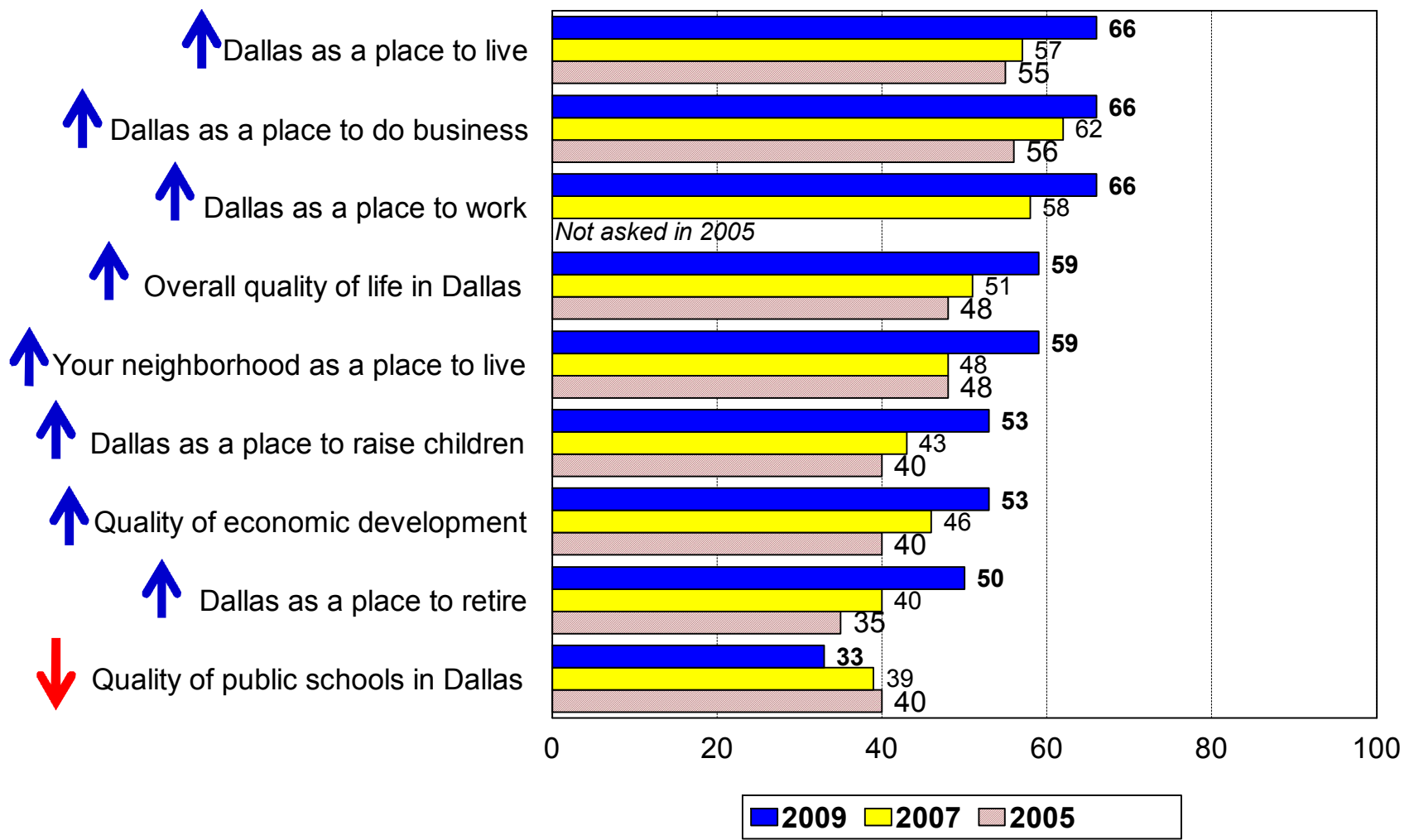
Perceptions of City Leadership Improved in All Four Areas that Were Assessed

Quality of Life and Mobility

**Residents Generally
Feel Better About
the City**

Quality of Life Ratings Trends - 2009, 2007 & 2005

by "average ratings" where 100="excellent" and 1="poor" (excluding "don't know")

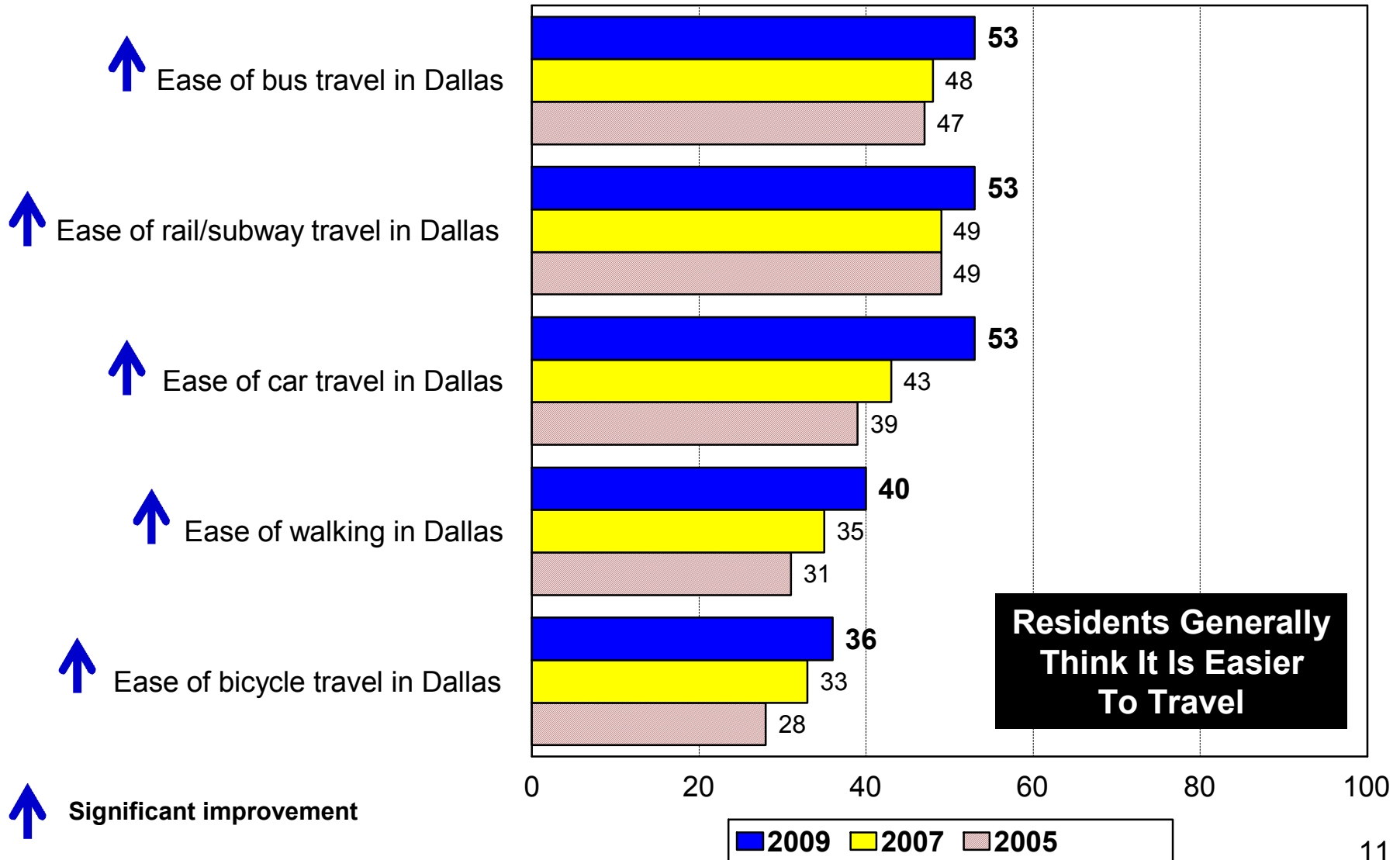


Source: ETC Institute (February 2009)

↑ Significant improvement **↓ Significant decline**

Ratings of Characteristics of the Community: Mobility - Trends 2009, 2007 & 2005

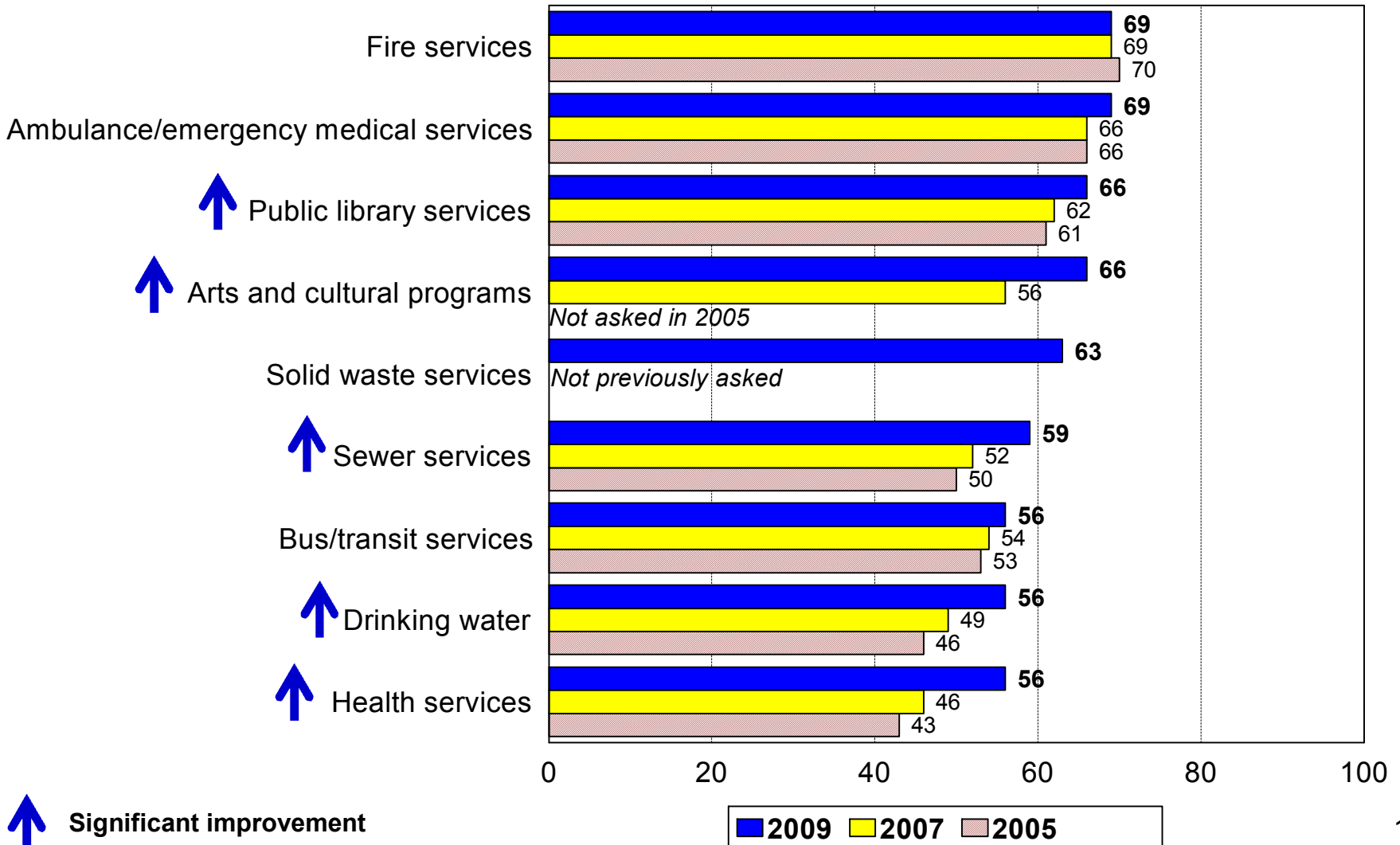
by "average ratings" where 100="excellent" and 1="poor" (excluding "don't know")



Major Categories of City Services

Ratings of Major Categories of City Services Trends - 2009, 2007 & 2005

by "average ratings" where 100="excellent" and 1="poor" (excluding "don't know")



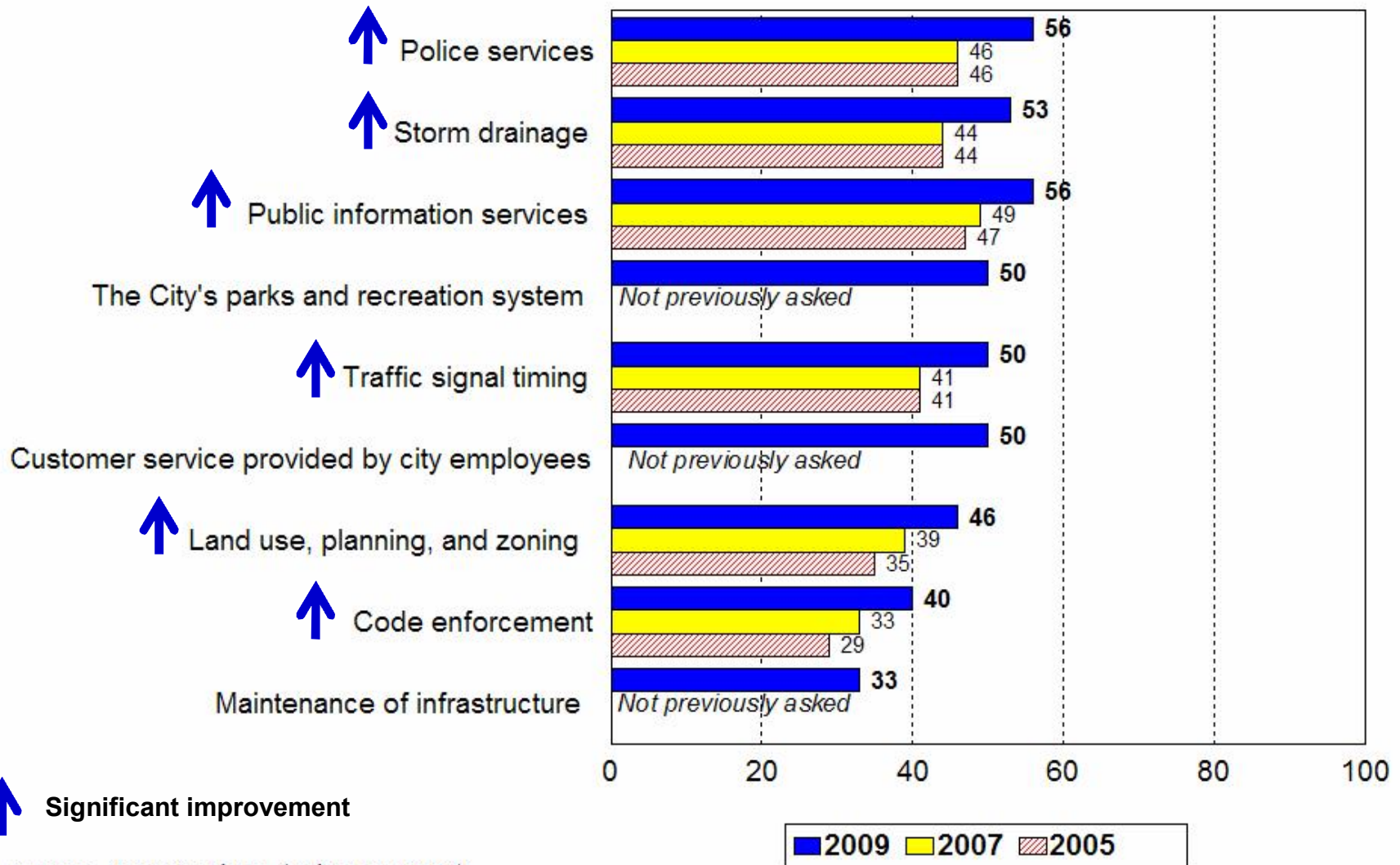
↑ Significant improvement

Source: ETC Institute (February 2009)

Ratings of Major Categories of City Services (Cont.)

Trends - 2009, 2007 & 2005

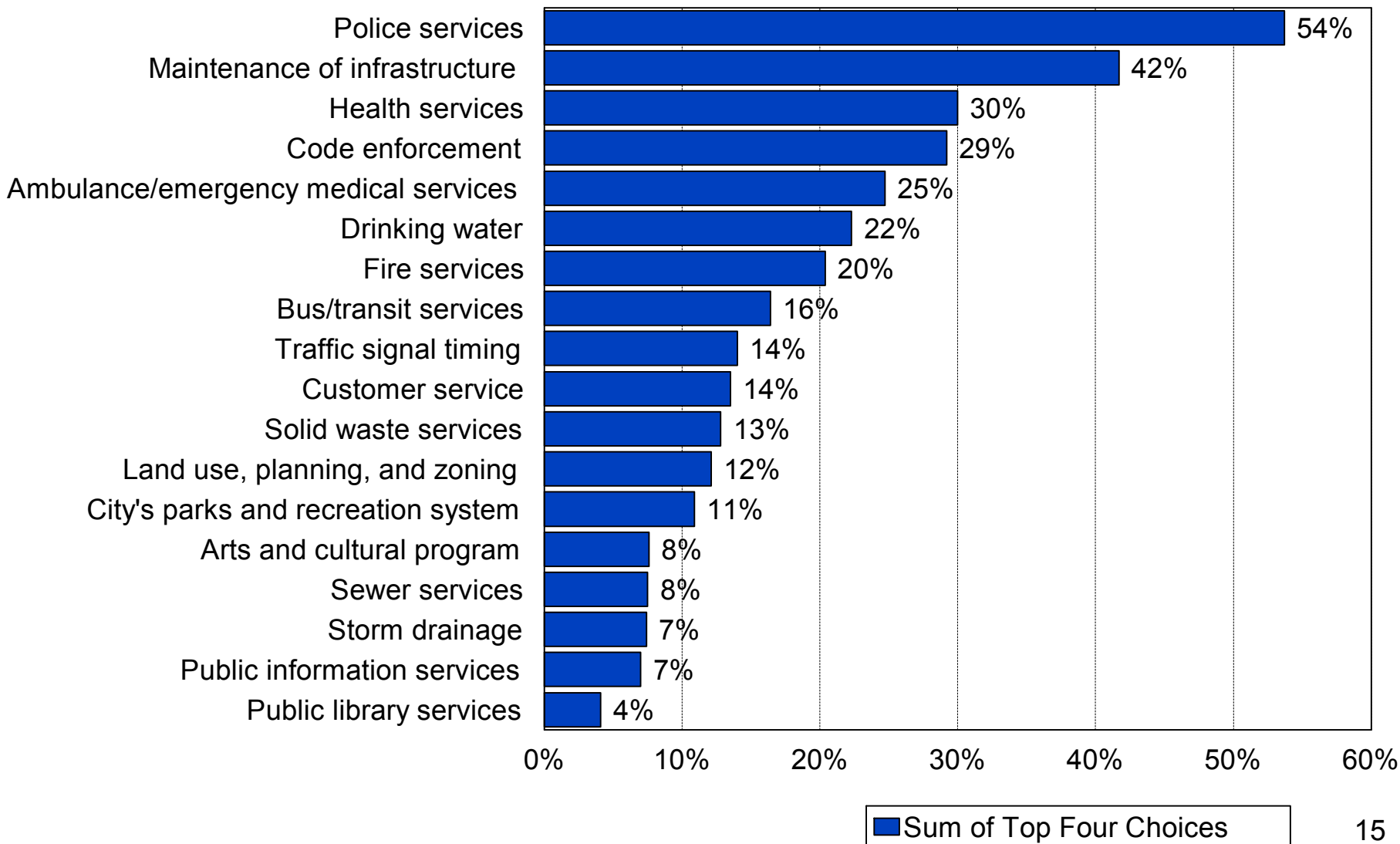
by "average ratings" where 100="excellent" and 1="poor" (excluding "don't know")



Source: ETC Institute (February 2009)

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

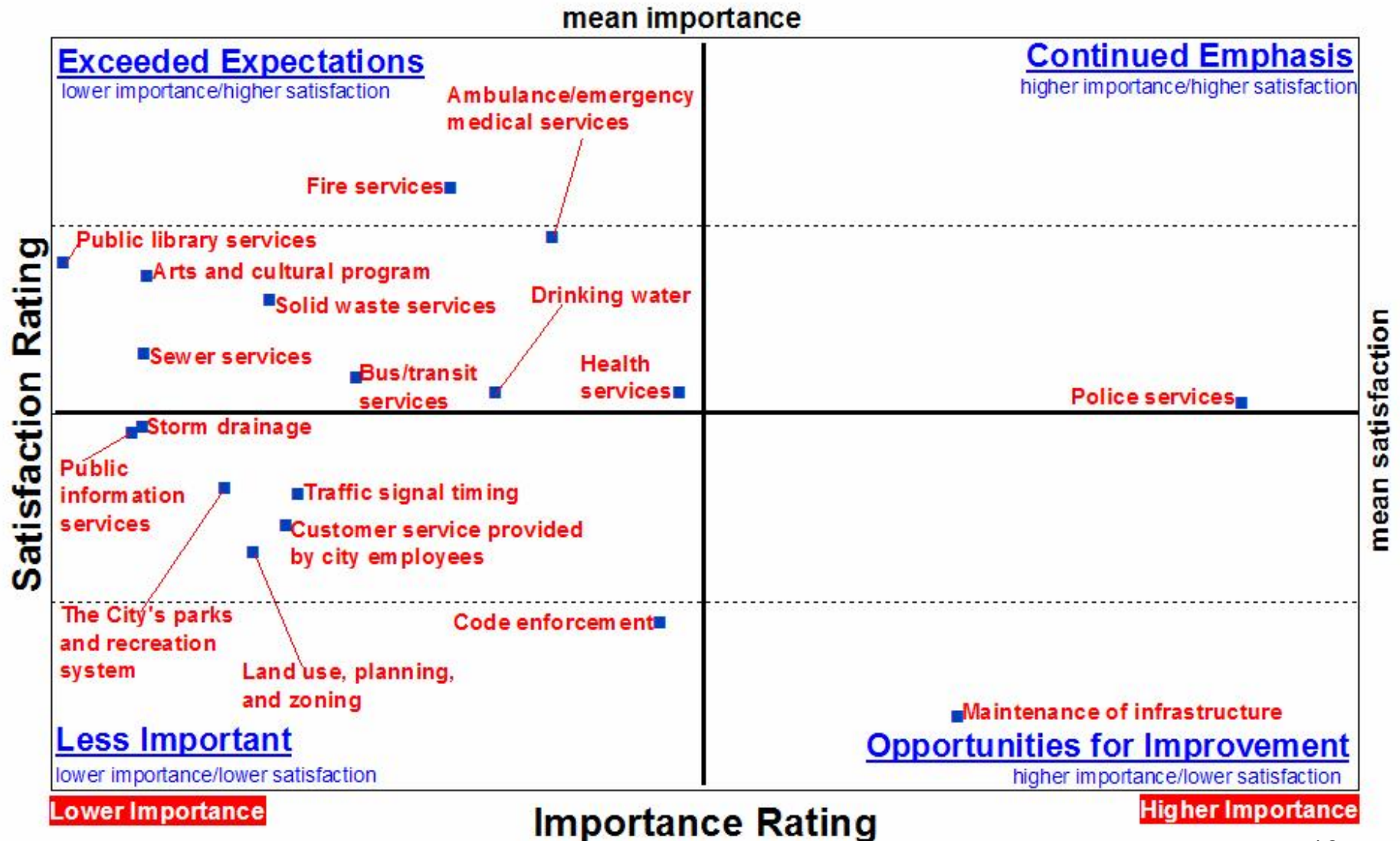
by percentage of respondents who selected the item as one of their top four choices



2009 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

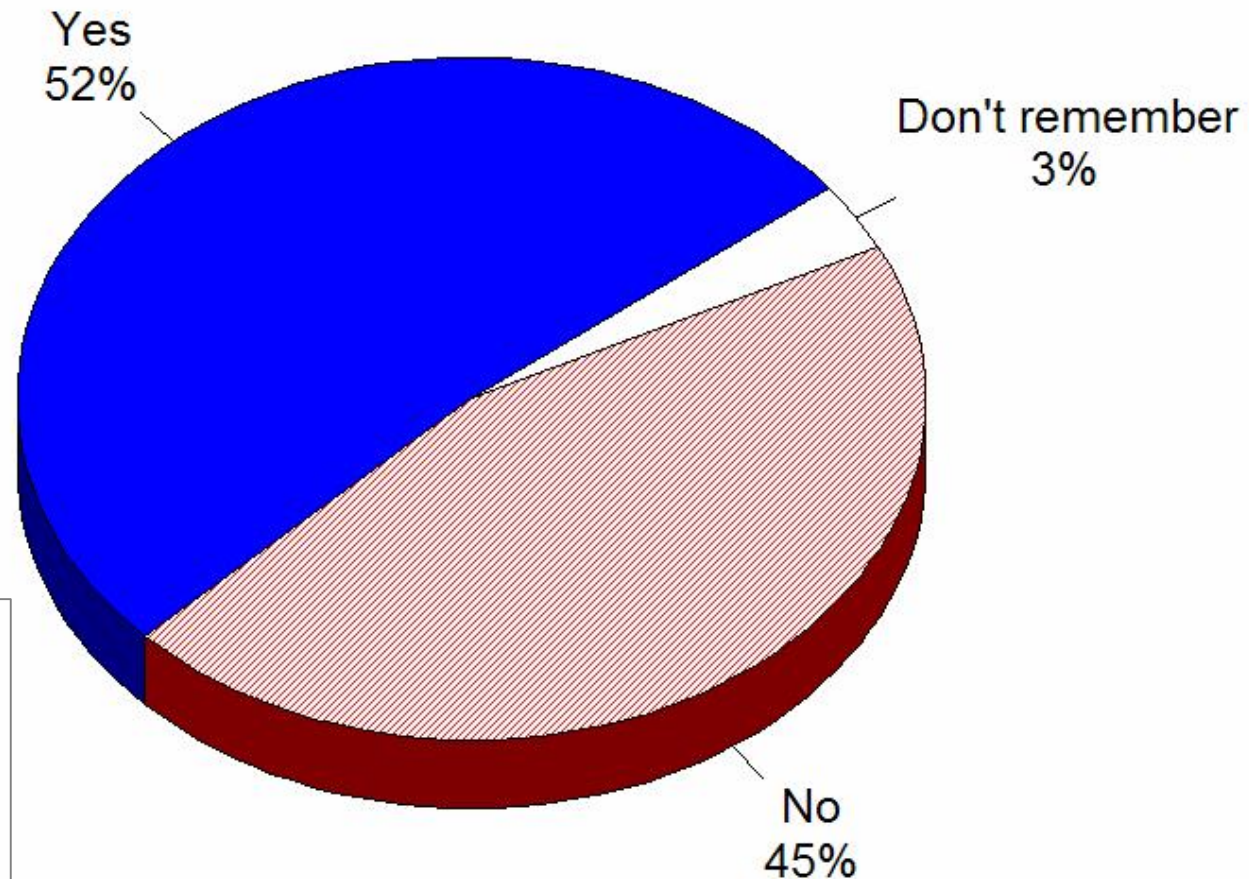
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Customer Service

Have you had any in-person or phone contact with an employee of the City of Dallas within the last 12 months?

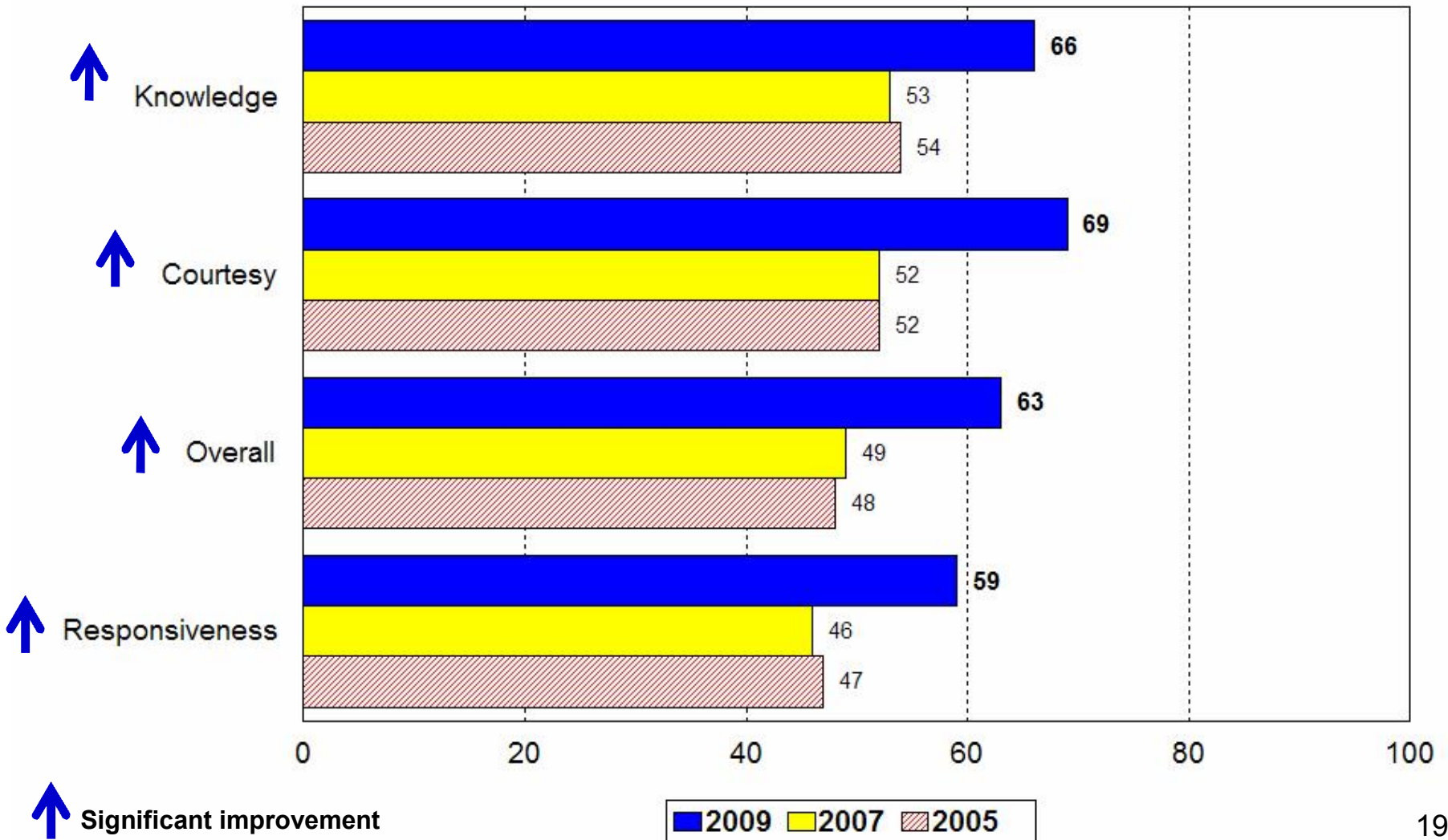
by percentage of respondents



A Very High Percentage of Residents Interact with City Employees

Ratings of the Customer Service *Trends - 2009, 2007 & 2005*

by "average ratings" where 100="excellent" and 1="poor" (excluding "don't know")

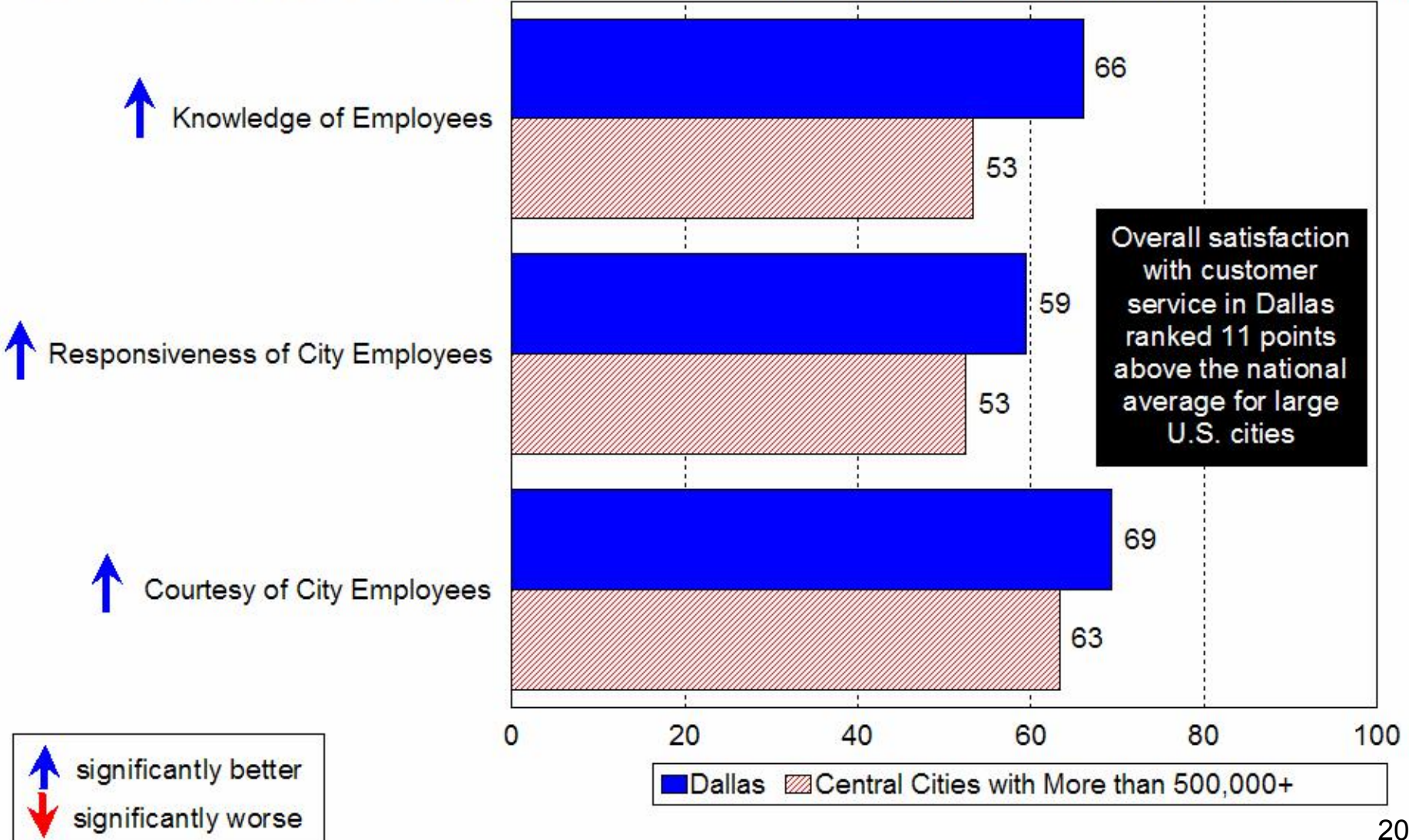


Satisfaction with Customer Service from City Employees Dallas vs. Other Large U.S. Cities

expanded mean rating where 100=Best and 1=Worst (excluding "don't know")

*Large Community Benchmarks

Source: ETC Institute (2009 National DirectionFinder Survey)

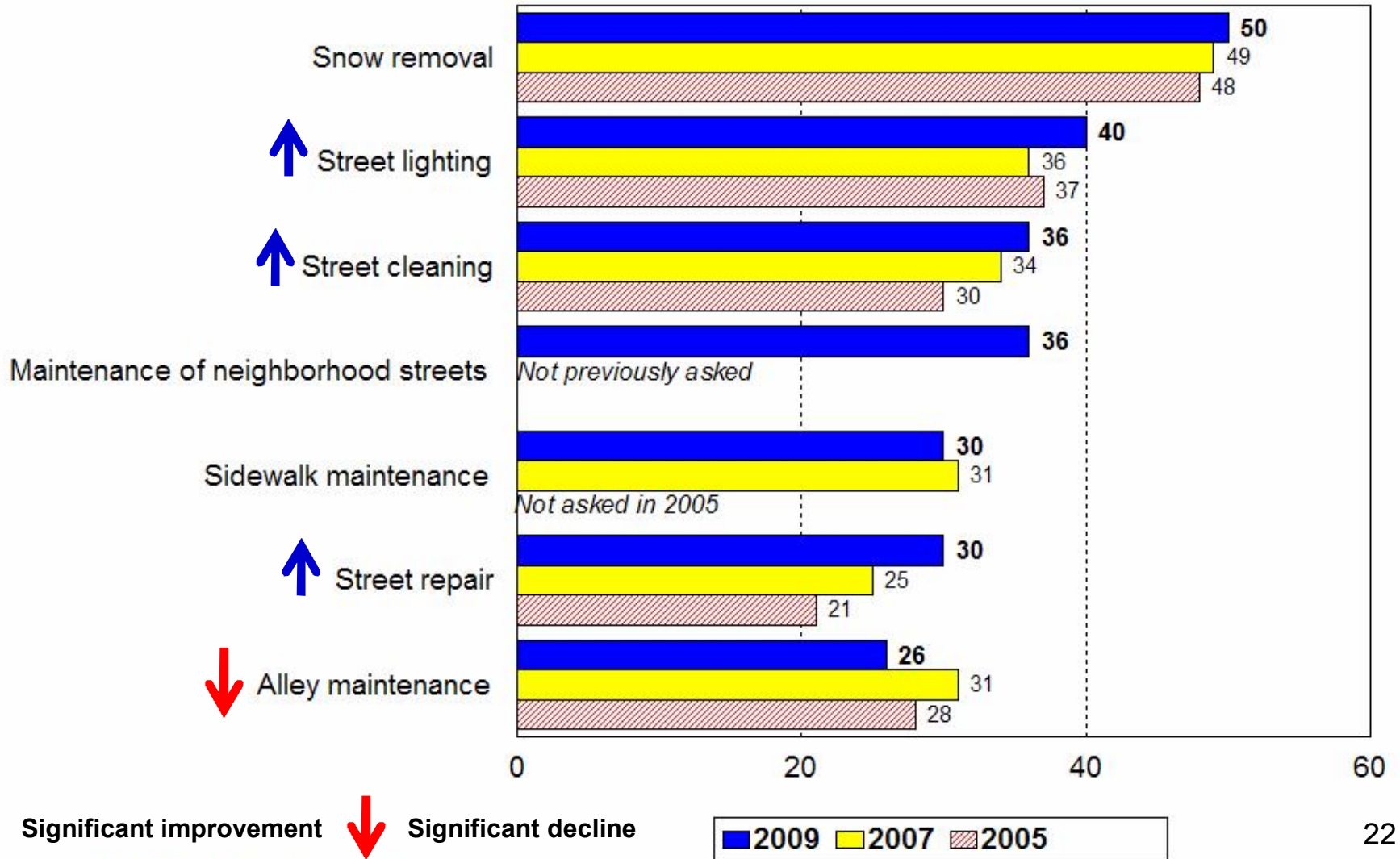


Streets and Infrastructure

Ratings of Streets and Infrastructure Services

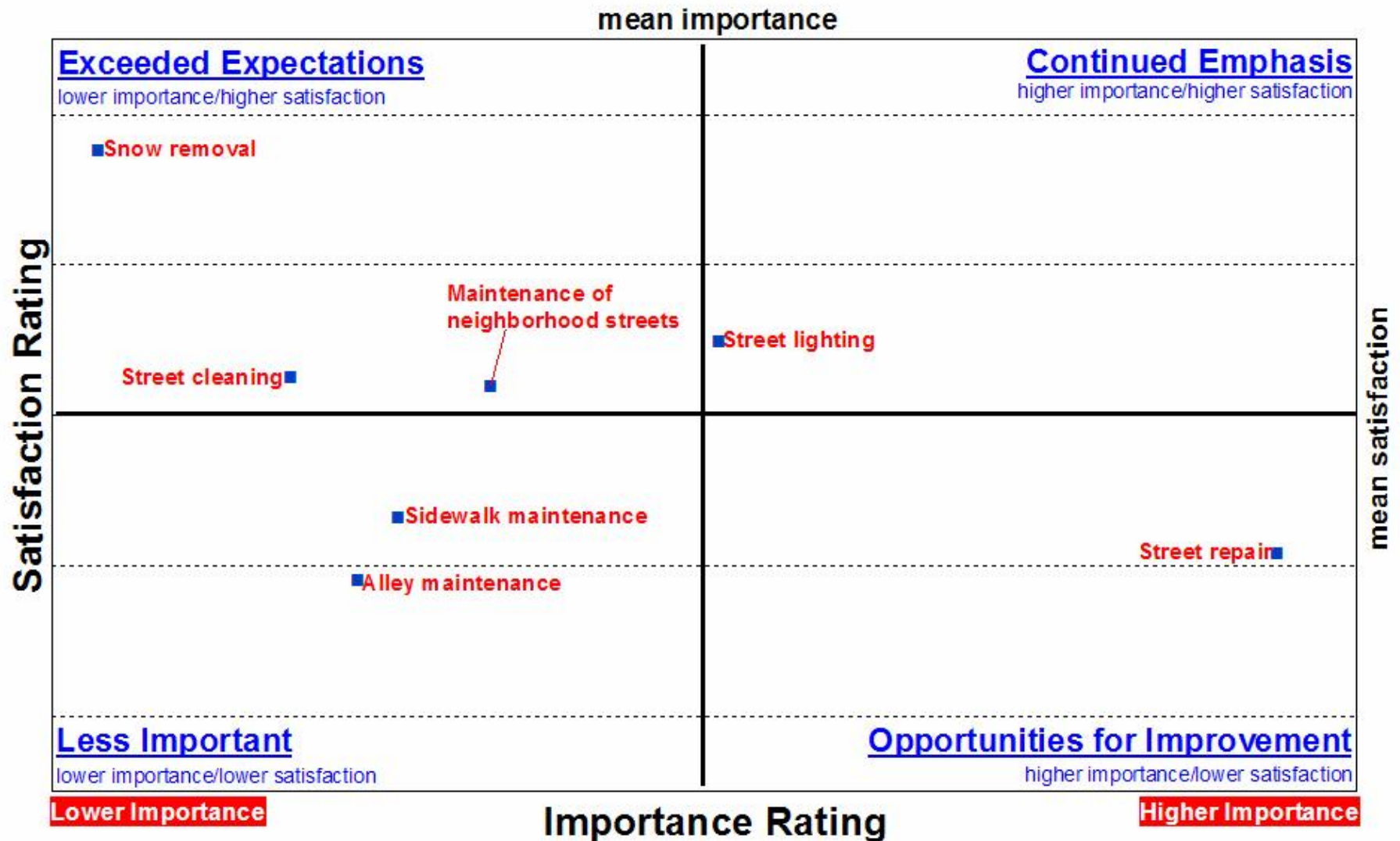
Trends - 2009, 2007 & 2005

by "average ratings" where 100="excellent" and 1="poor" (excluding "don't know")



2009 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)

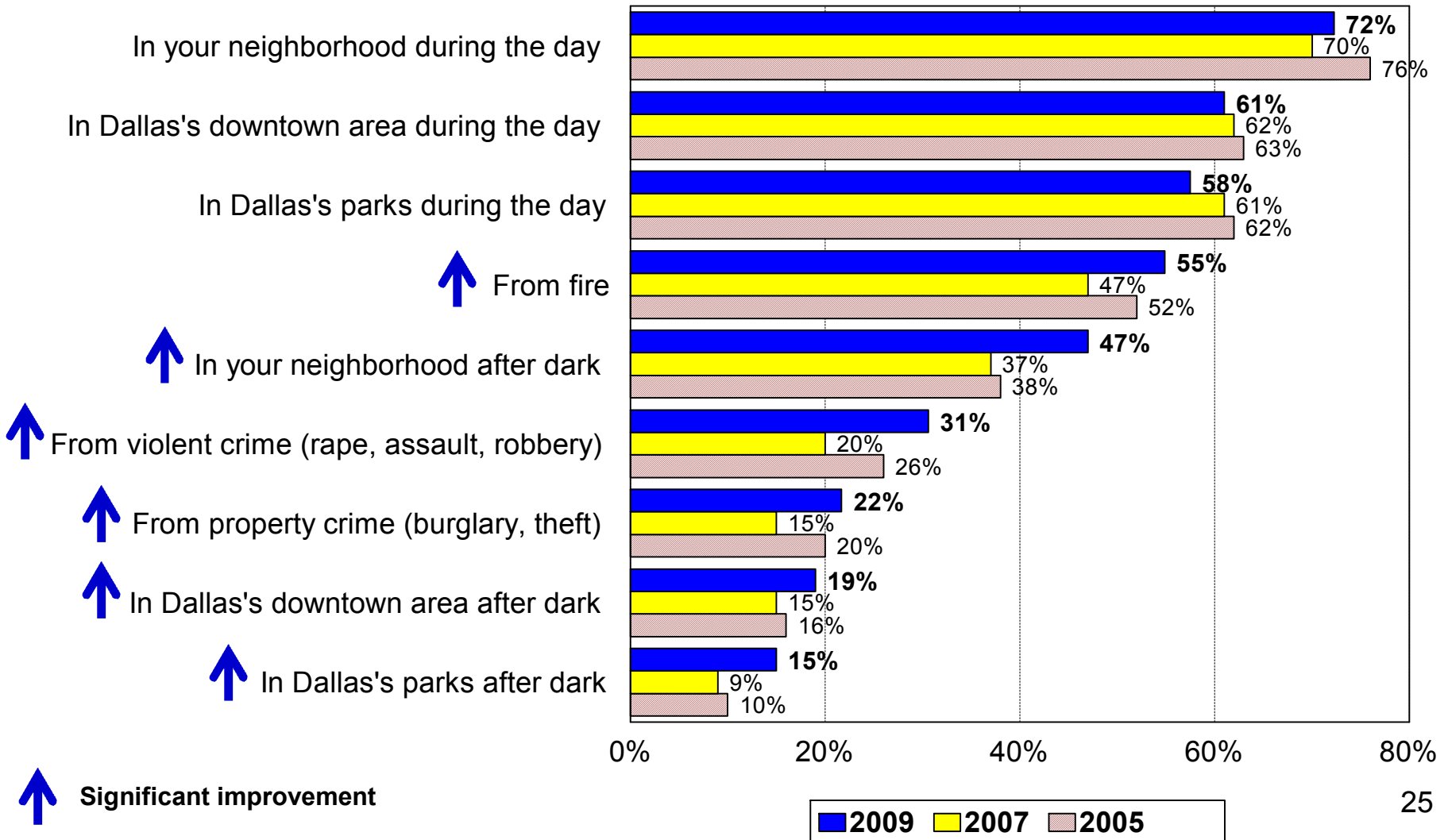


Public Safety Ratings

Perceptions of Safety in the City

Trends - 2009, 2007 & 2005

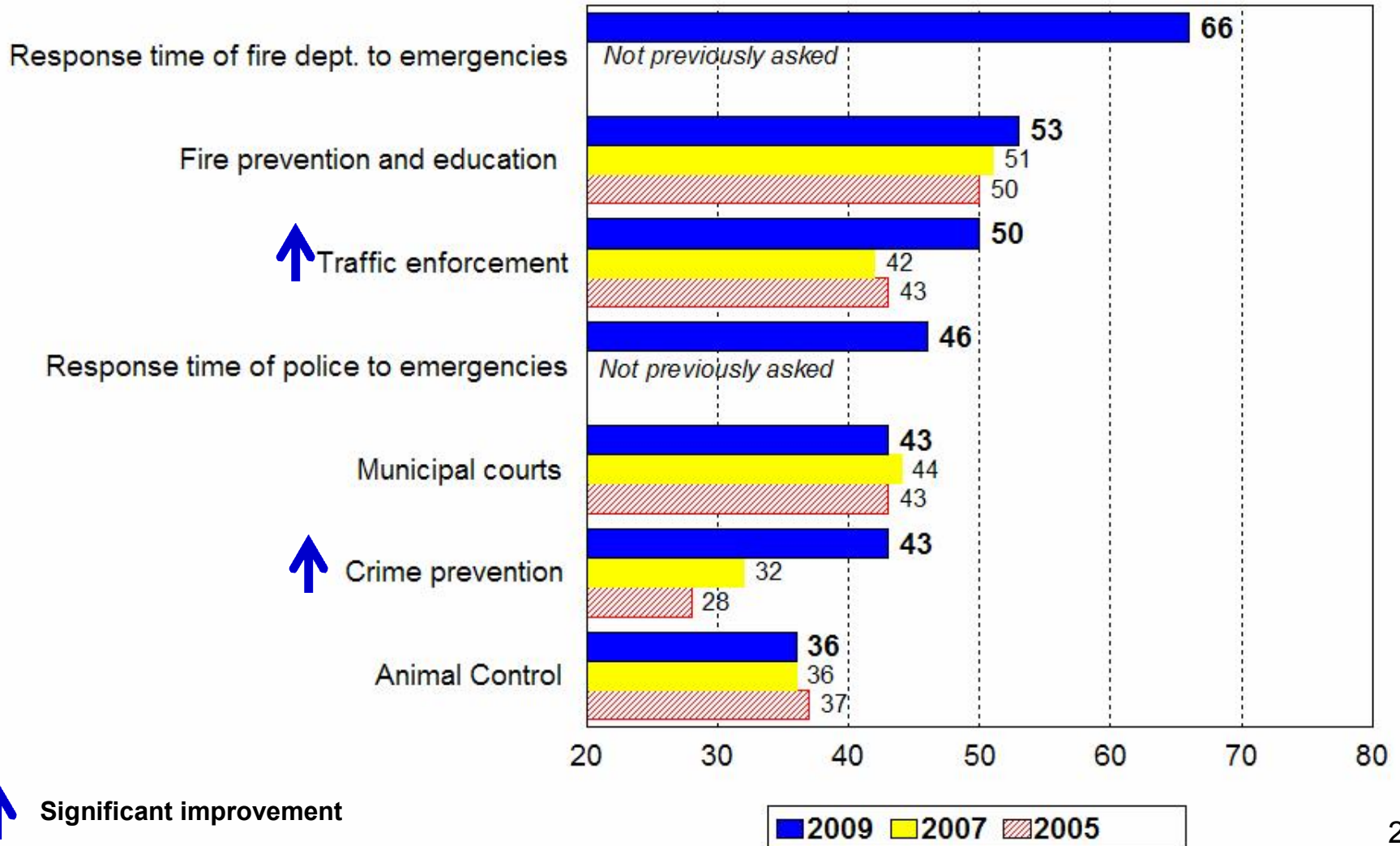
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very safe" and 4 was "somewhat safe" (excluding don't knows)



Ratings of Public Safety Services

Trends - 2009, 2007 & 2005

by "average ratings" where 100="excellent" and 1="poor" (excluding "don't know")

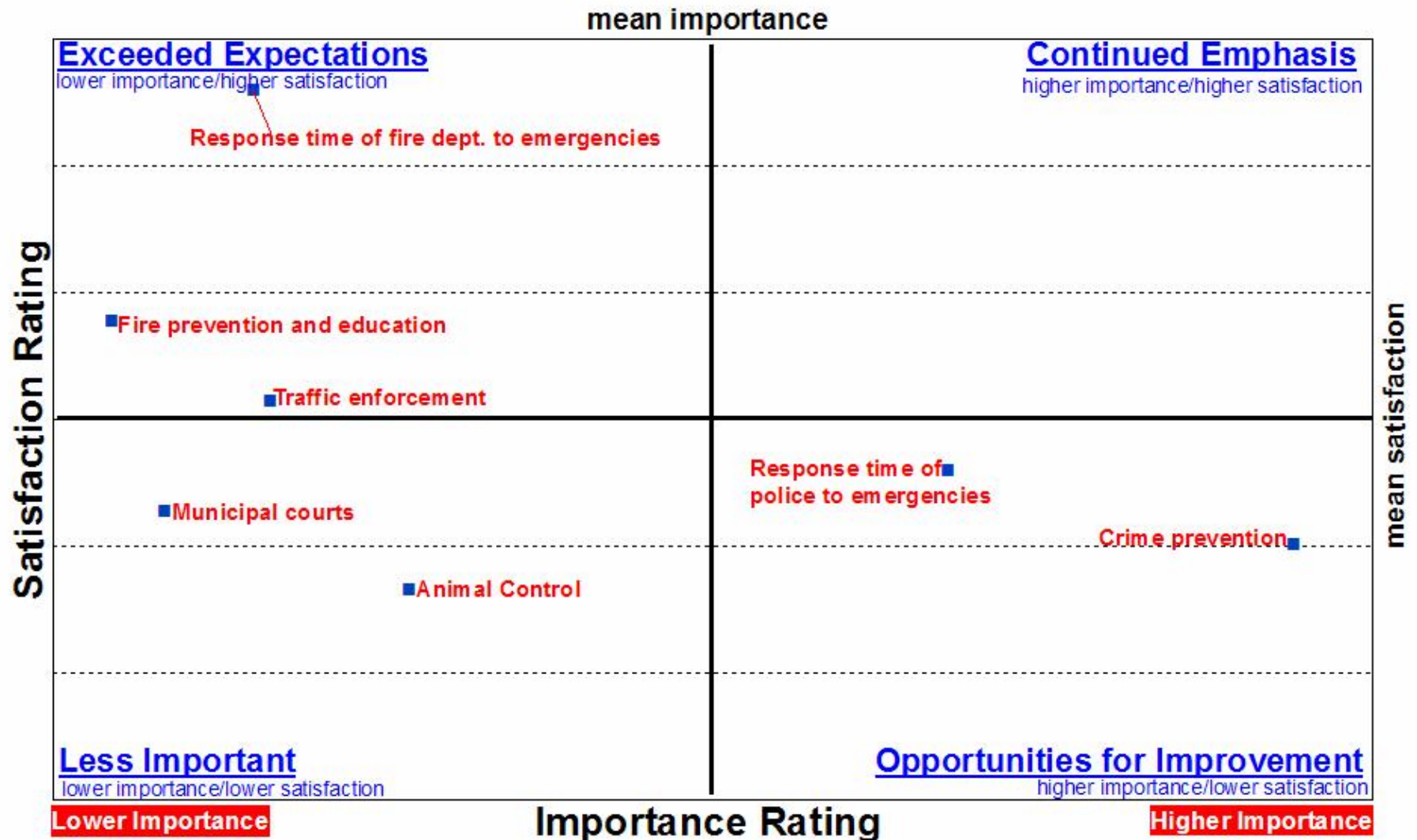


↑ Significant improvement

Source: ETC Institute (February 2009)

2009 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix -Public Safety Services-

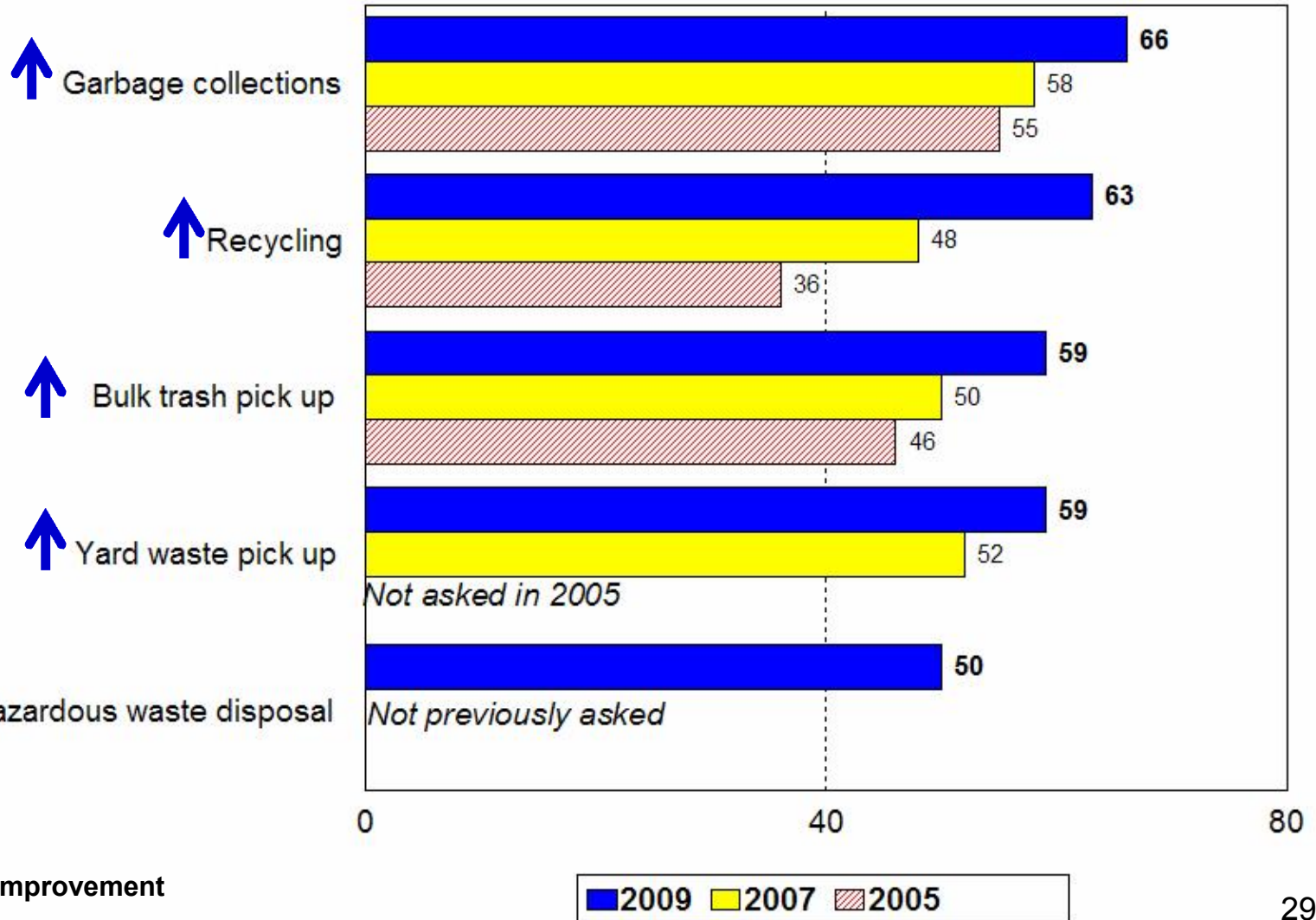
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Solid Waste Ratings

Ratings of Solid Waste Services Trends - 2009, 2007 & 2005

by "average ratings" where 100="excellent" and 1="poor" (excluding "don't know")

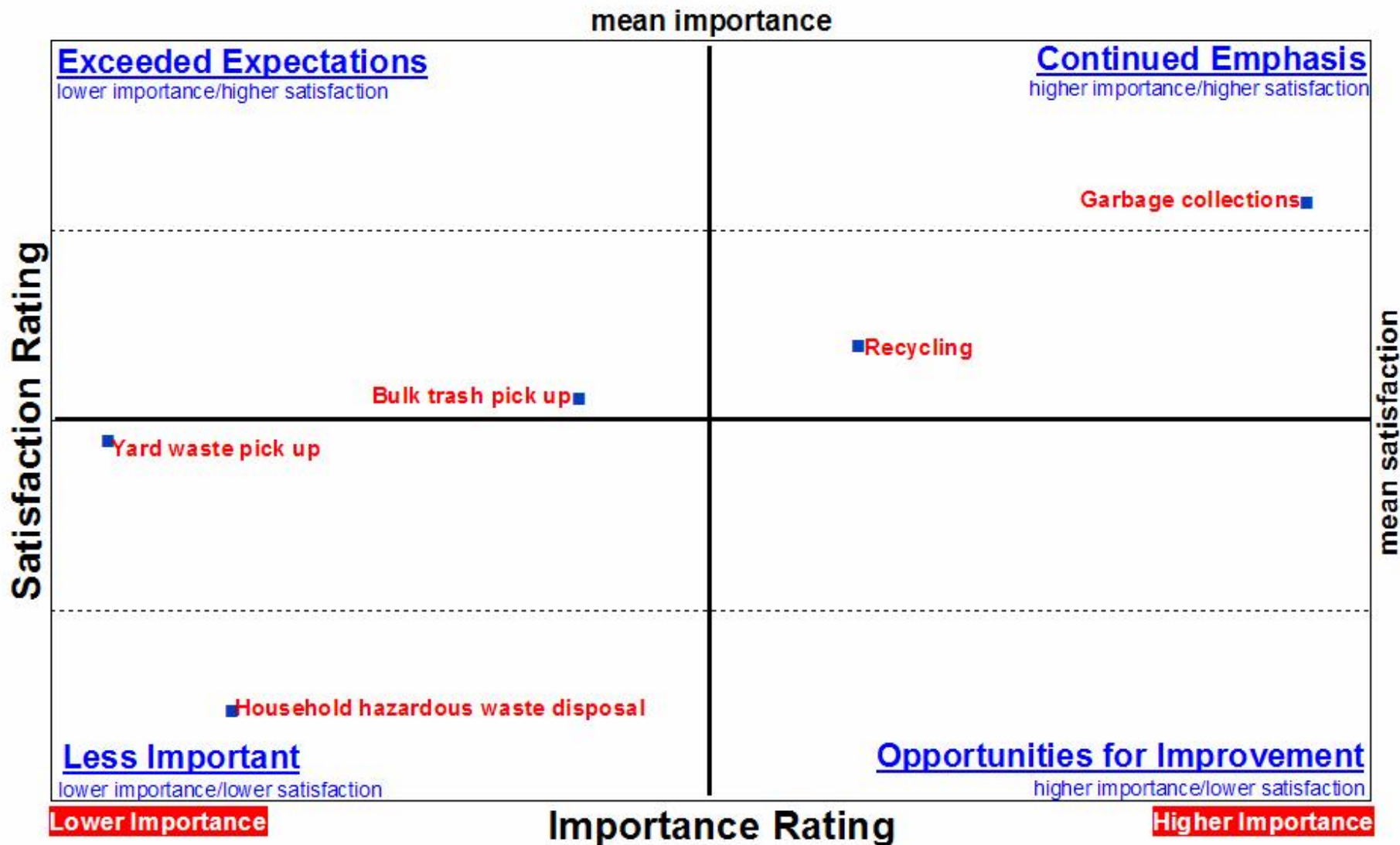


↑ Significant improvement

Source: ETC Institute (February 2009)

2009 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix -Solid Waste Services-

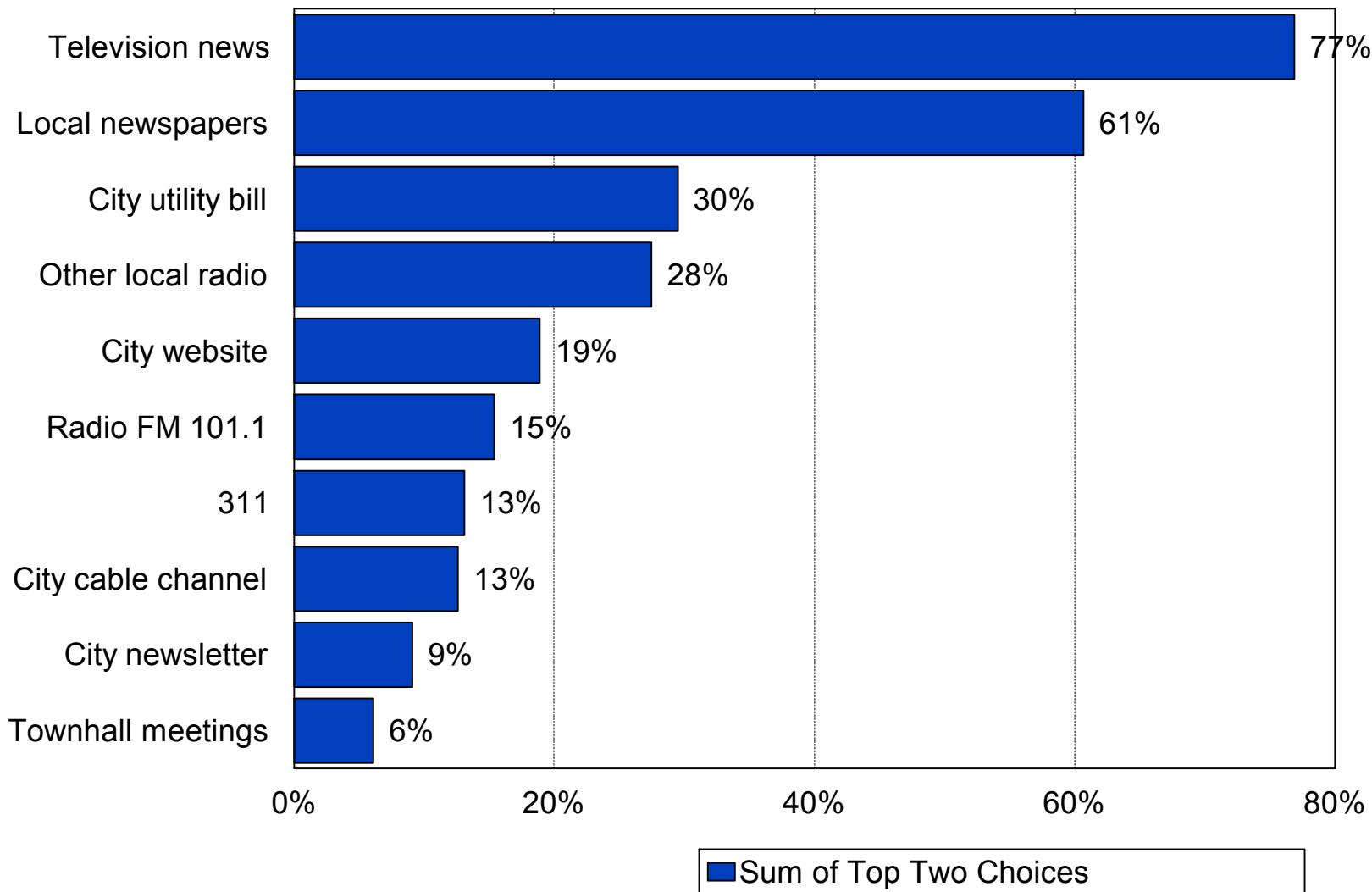
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Public Information

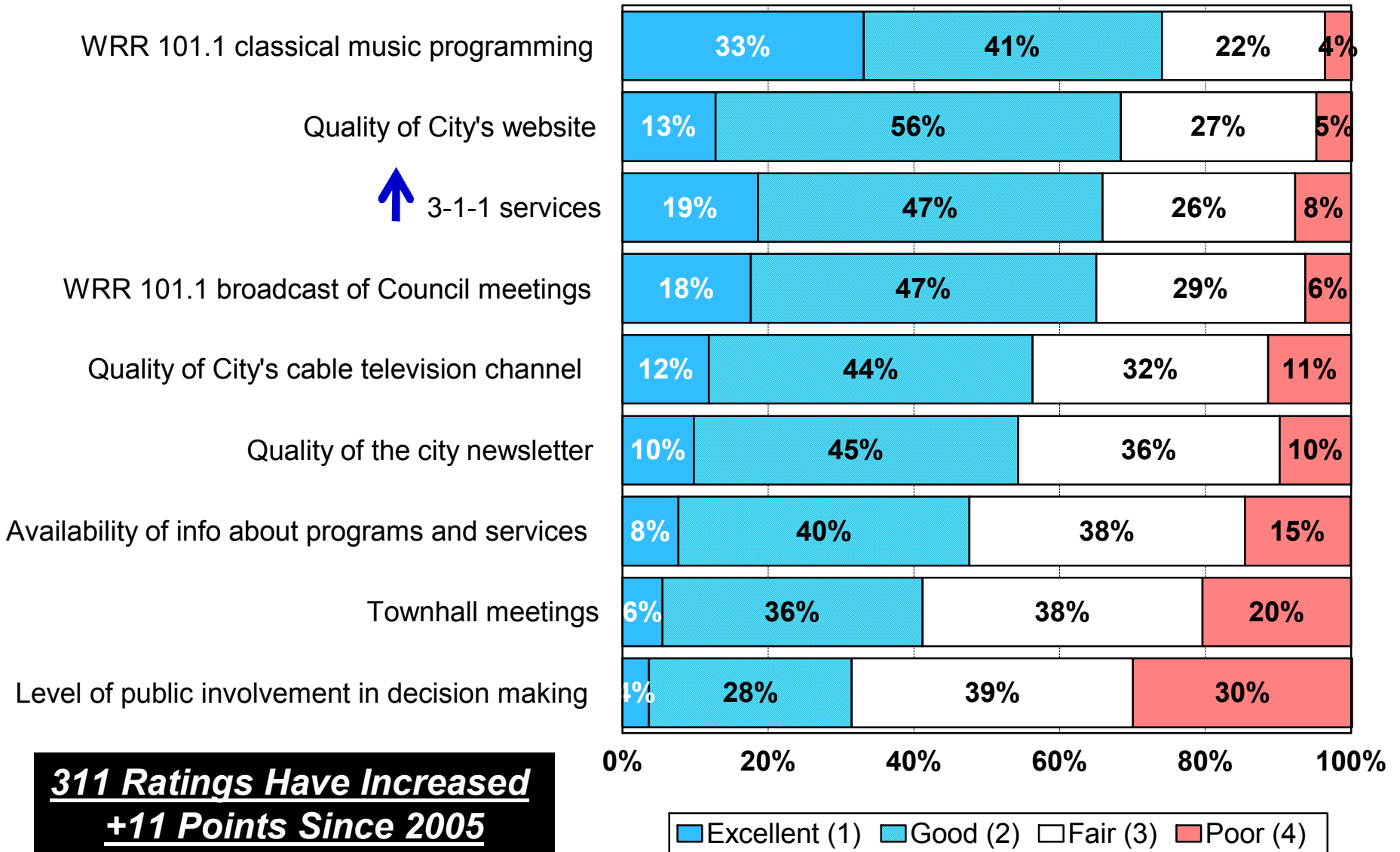
Sources Where Residents Currently Get News and Information about City Programs, Services and Events

by percentage of respondents (multiple responses allowed)



Ratings of Public Information Services

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

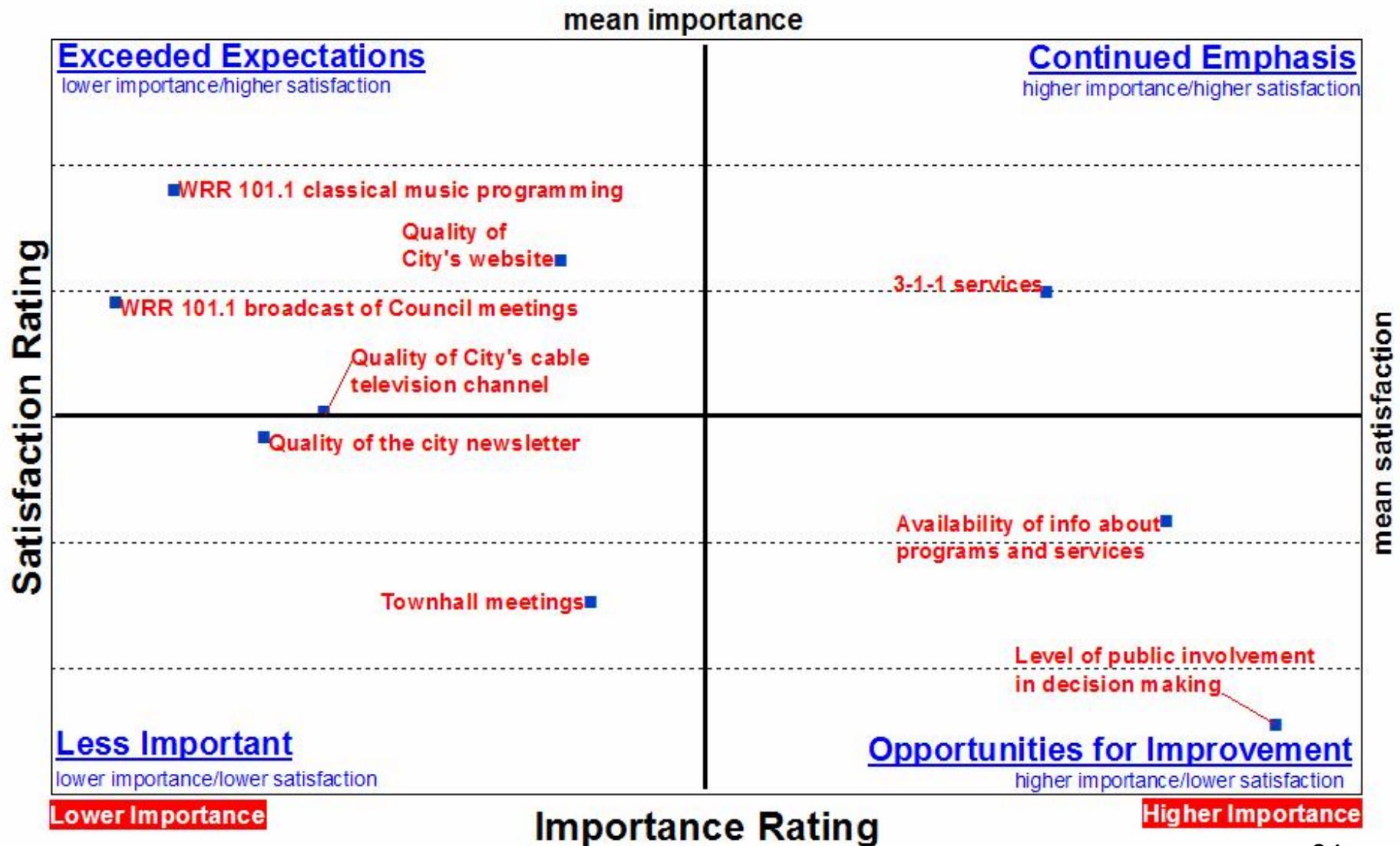


311 Ratings Have Increased
+11 Points Since 2005

2009 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Information Services-

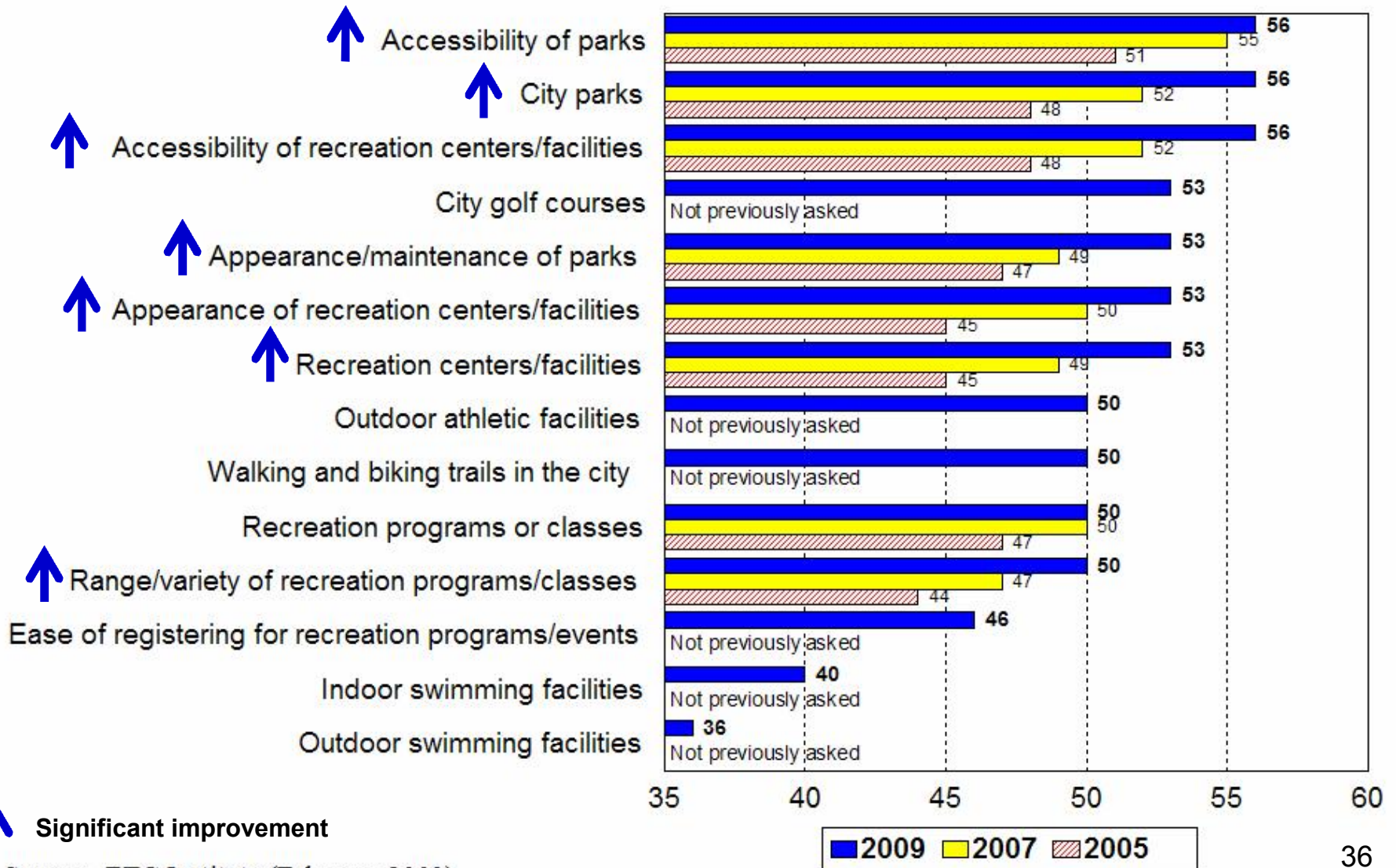
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Parks and Recreation

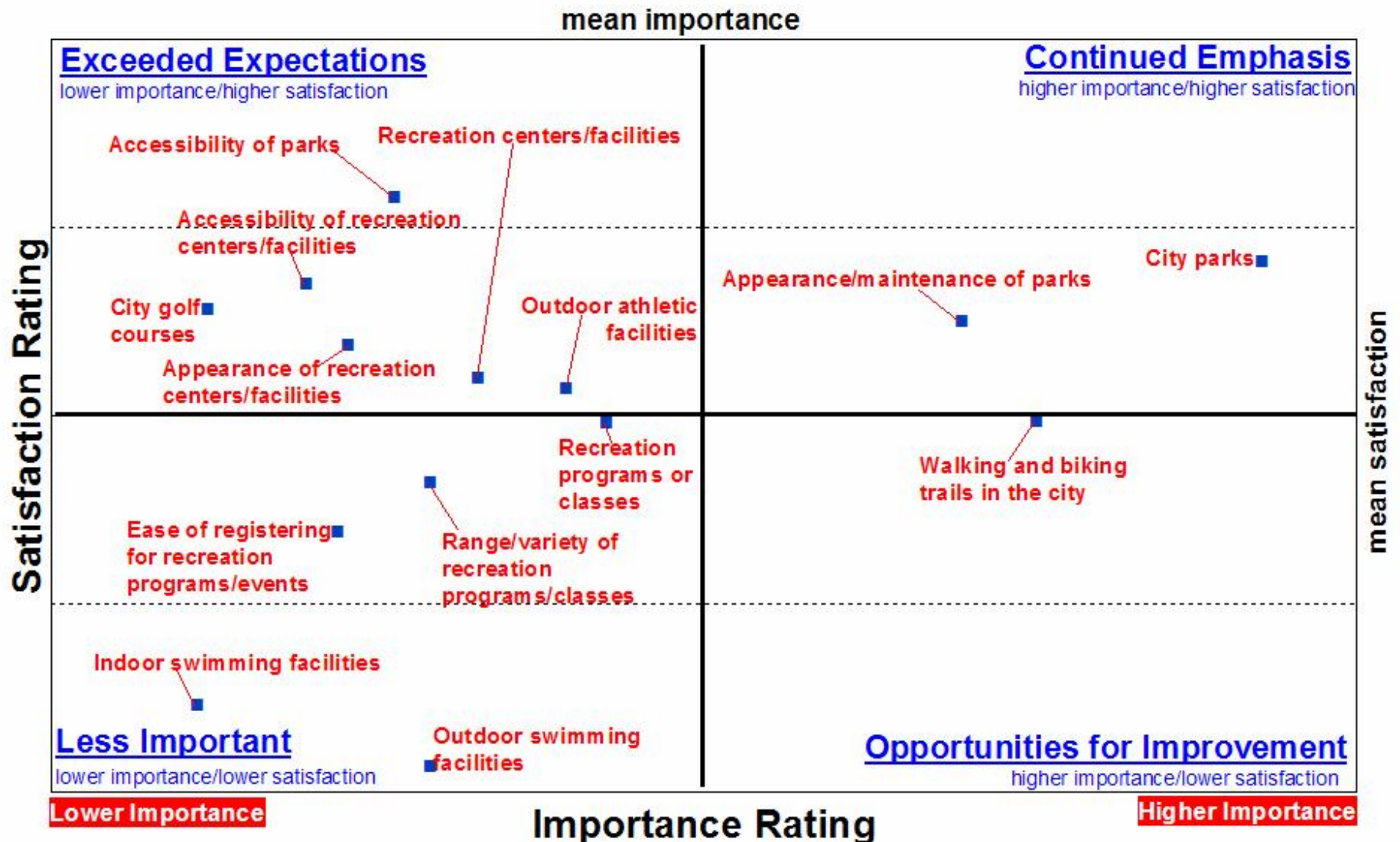
Ratings of Parks and Recreation Services Trends - 2009, 2007 & 2005

by "average ratings" where 100="excellent" and 1="poor" (excluding "don't know")



2009 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix -Parks and Recreation Services-

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

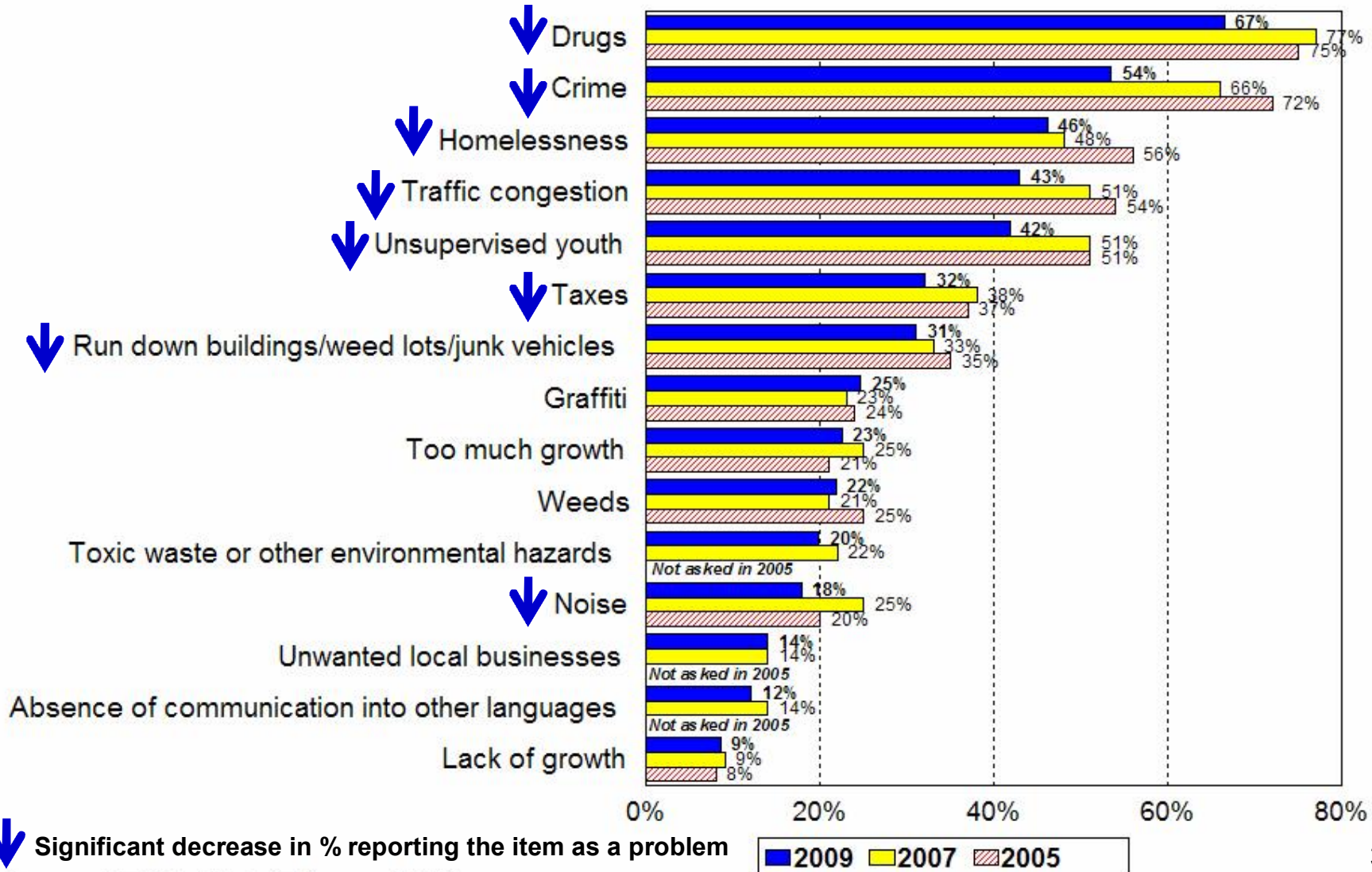


Perceptions of Problems in the City

Perceptions of Problems in the City of Dallas

Trends - 2009, 2007 & 2005

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

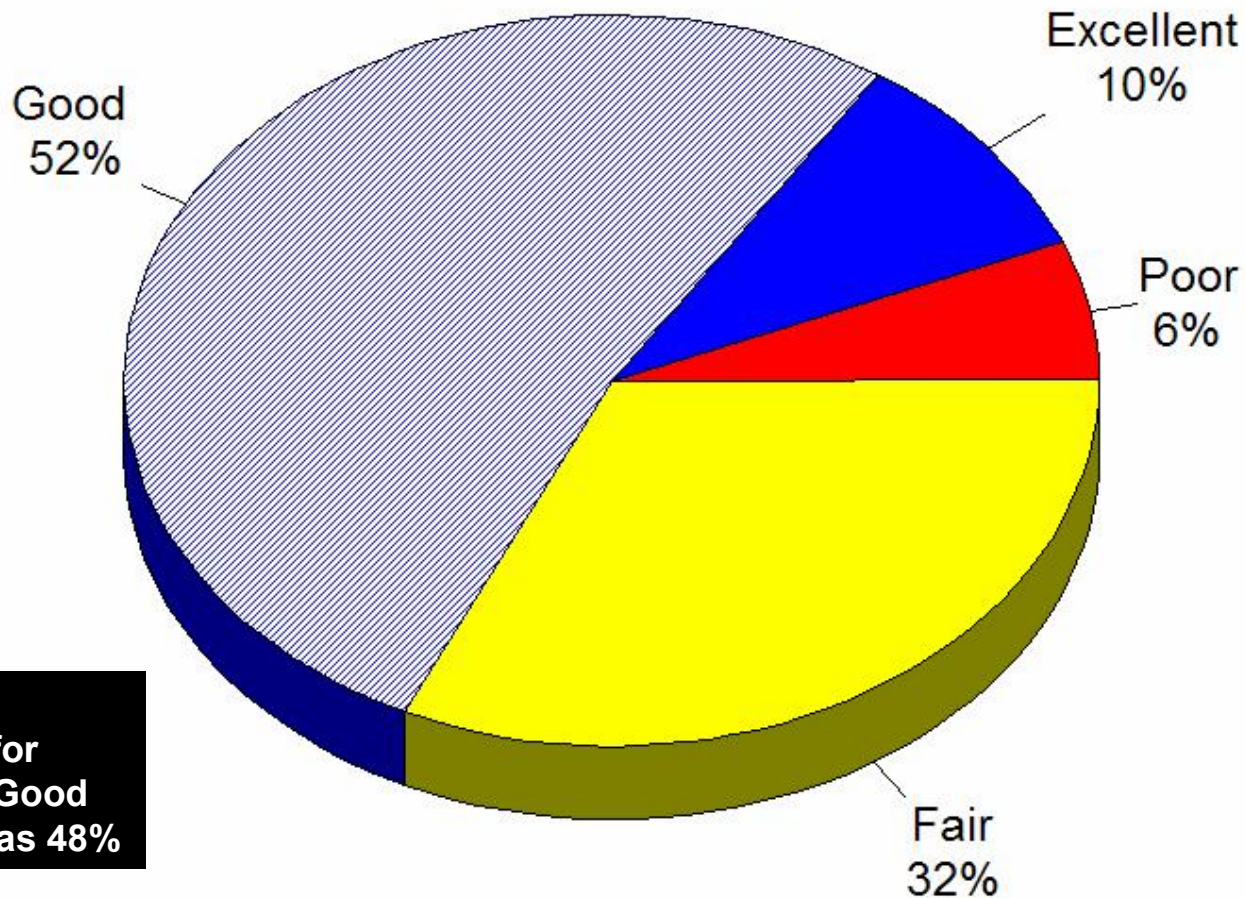


Source: ETC Institute (February 2009)

Perceptions of City Government

Overall Quality of Services Provided by the City of Dallas

by percentage of respondents (excluding don't knows)



**2007 Survey
Responses for
Excellent & Good
combined was 48%**

Level of Agreement with Statements Related to City Leadership: *Trends - 2009, 2007 & 2005*

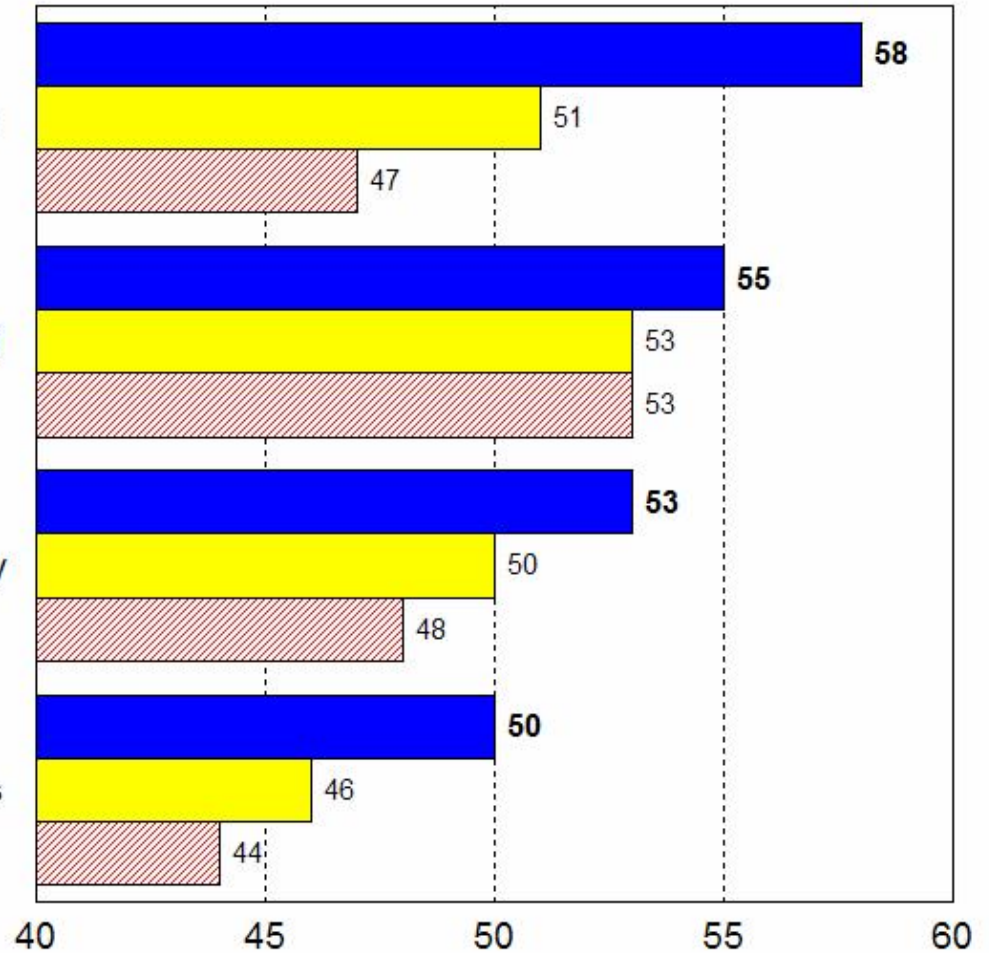
by "average ratings" where 100="strongly agree" and 1="strongly disagree" (excluding "don't know")

↑ I am pleased with the direction the City taking

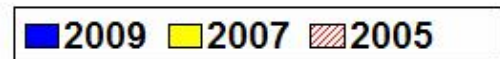
City government welcomes citizen involvement

↑ I receive good value for the taxes I pay

↑ City government listens to citizens



↑ Significant improvement



Summary

- **Overall Satisfaction with City Services Has Improved Greatly During the Past 2 Years**
 - Among 109 areas that were assessed on the City's survey in both 2007 & 2009
 - Ratings IMPROVED in 91 areas
 - Ratings STAYED THE SAME in 6 areas
 - Ratings DECREASED in just 12 areas
- **Overall satisfaction with city services in Dallas is significantly higher than the national average**

Highest/Lowest Rated Services

Highest Rated:

- Customer Service
- Ambulance/emergency medical services
- Fire services
- Arts and cultural programs
- Solid waste services
- Public library services
- Sewer services
- 3-1-1 services

Lowest Rated:

- Alley maintenance
- Sidewalk maintenance
- Street repair
- Amount of public parking
- Animal Control
- Services to low-income people
- Street cleaning
- Street lighting
- Code enforcement
- Crime prevention

Priorities for Improvement

(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 repairs and maintenance
- Street lighting

- **Parks and Recreation Priorities**

- Appearance and maintenance of existing parks
- Walking/biking trails

Questions ???