

# Memorandum



DATE June 14, 2013

TO Honorable Mayor and Members of the City Council

SUBJECT 2013 City of Dallas Community Survey Findings

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. Overall satisfaction with City services is 15% above the national average for large U.S. cities. In addition, Dallas rated above the national average for large U.S. cities in all areas of customer service that were assessed on the survey. Chris Tatham with ETC Institute (the vendor that conducted the survey) will be with us on June 19 to discuss the results with you. Mr. Tatham has worked with many large U.S. cities, including Houston, San Antonio, Austin, Boston, Indianapolis, San Diego, and New York City.



Mary K. Suhm  
City Manager

## Attachment

- c: Rosa A. Rios, City Secretary
- Thomas P. Perkins, City Attorney
- Craig D. Kinton, City Auditor
- Judge Daniel F. Solis, Administrative Judge
- A.C. Gonzalez, First Assistant City Manager
- Ryan S. Evans, Assistant City Manager
- Jill A. Jordan, P.E., Assistant City Manager
- Forest Turner, Assistant City Manager
- Joey Zapata, Assistant City Manager
- Jeanne Chipperfield, Chief Financial Officer
- Frank Libro, Public Information Officer
- Stephanie Cooper, Assistant to the City Manager

# *2013 City of Dallas Community Survey Findings*

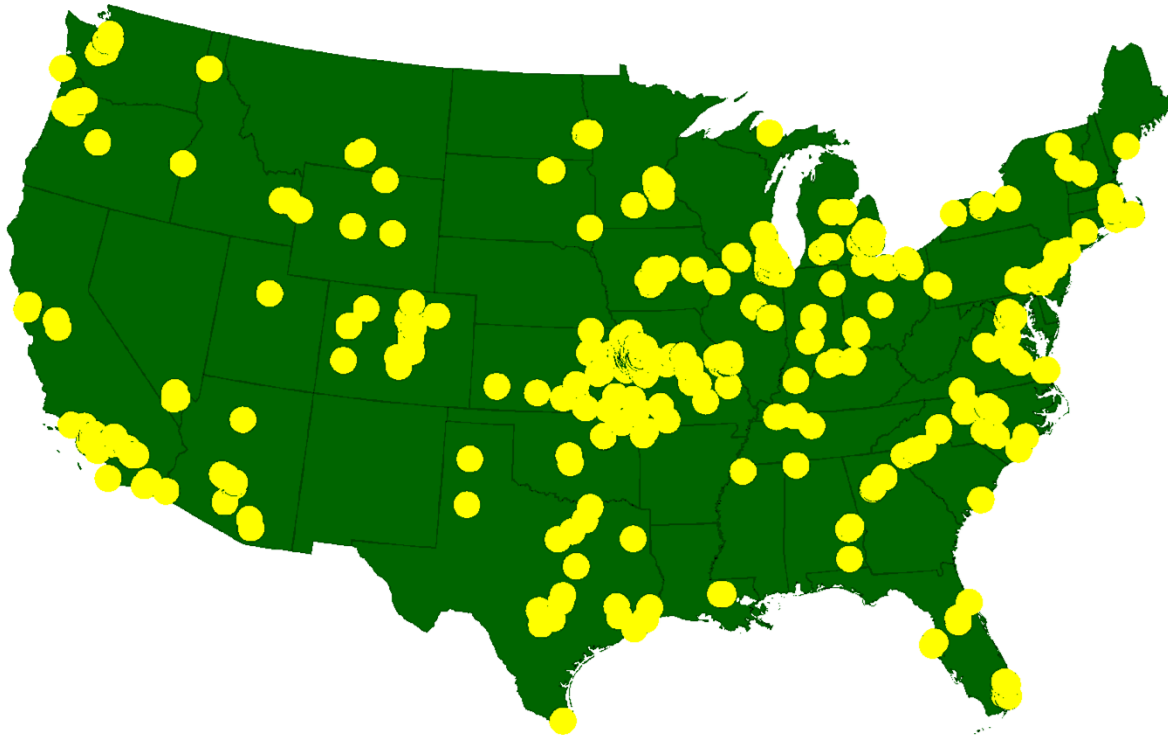


Presented by  
*ETC Institute*

June 19, 2013

# 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 30 years



More than 1,750,000 persons surveyed since 2006 for more than 600 cities in 48 states, including 11 of the 20 largest U.S. cities and 10 of the 20 largest U.S. counties.

# Communities with Populations Above 500,000 in ETC Institute's Database

- San Antonio, TX
- Austin, TX
- Las Vegas, NV
- Detroit, MI
- Boston, MA
- Miami-Dade County, FL
- Seattle, WA
- San Diego, CA
- Columbus, OH
- Oklahoma City, OK
- Houston
- Indianapolis
- Charlotte, NC
- Nashville, TN
- Fort Worth, TX
- Denver, CO
- New York, NY
- El Paso, TX
- Tucson, AZ
- Portland, OR

**ETC Institute  
maintains data  
for 20 of the 31  
U.S. cities with  
populations  
above 500,000**

# Agenda

- **Purpose**
- **Survey methodology**
- **Bottom line up front**
- **Major findings**
- **Summary and conclusions**
- **Questions**

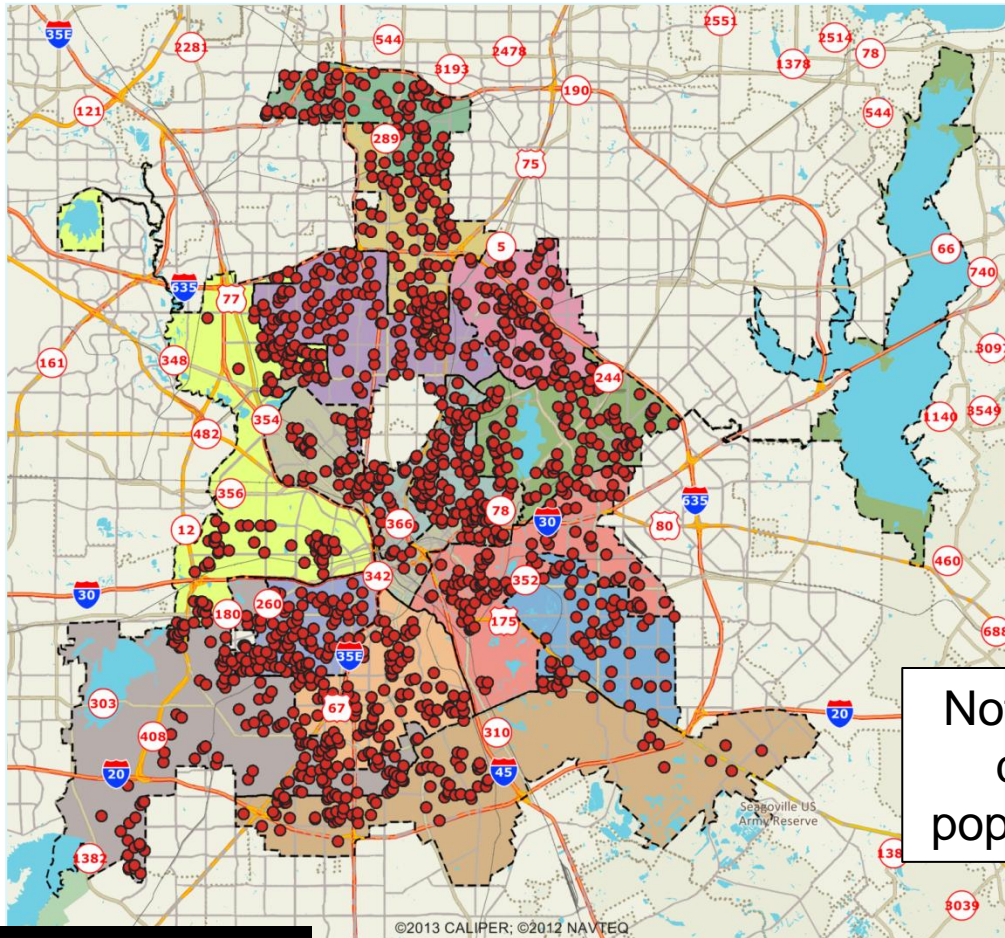
# Purpose

- **Gather input from residents to objectively assess the quality of City services**
- **Track the City's performance over time**
- **Help identify opportunities for improvement**

# Survey Methodology

- **Survey description:**
  - survey was 7 pages long
  - took 15-20 minutes to complete
- **Sample size:** 1,431 completed surveys
  - at least 100 surveys were completed per district
  - response rate exceeded 30% in each district
- **Method of administration:**
  - by mail with follow-up by phone
  - randomly selected sample of households in the City
  - results valid for 14 council districts
- **Confidence level:** 95%
- **Margin of error:** +/- 2.6% overall
- **GIS mapping**

# 2013 City of Dallas Community Survey Location of Respondents



Note: areas without dots have low population densities.

Good representation by location



# Bottom Line Up Front

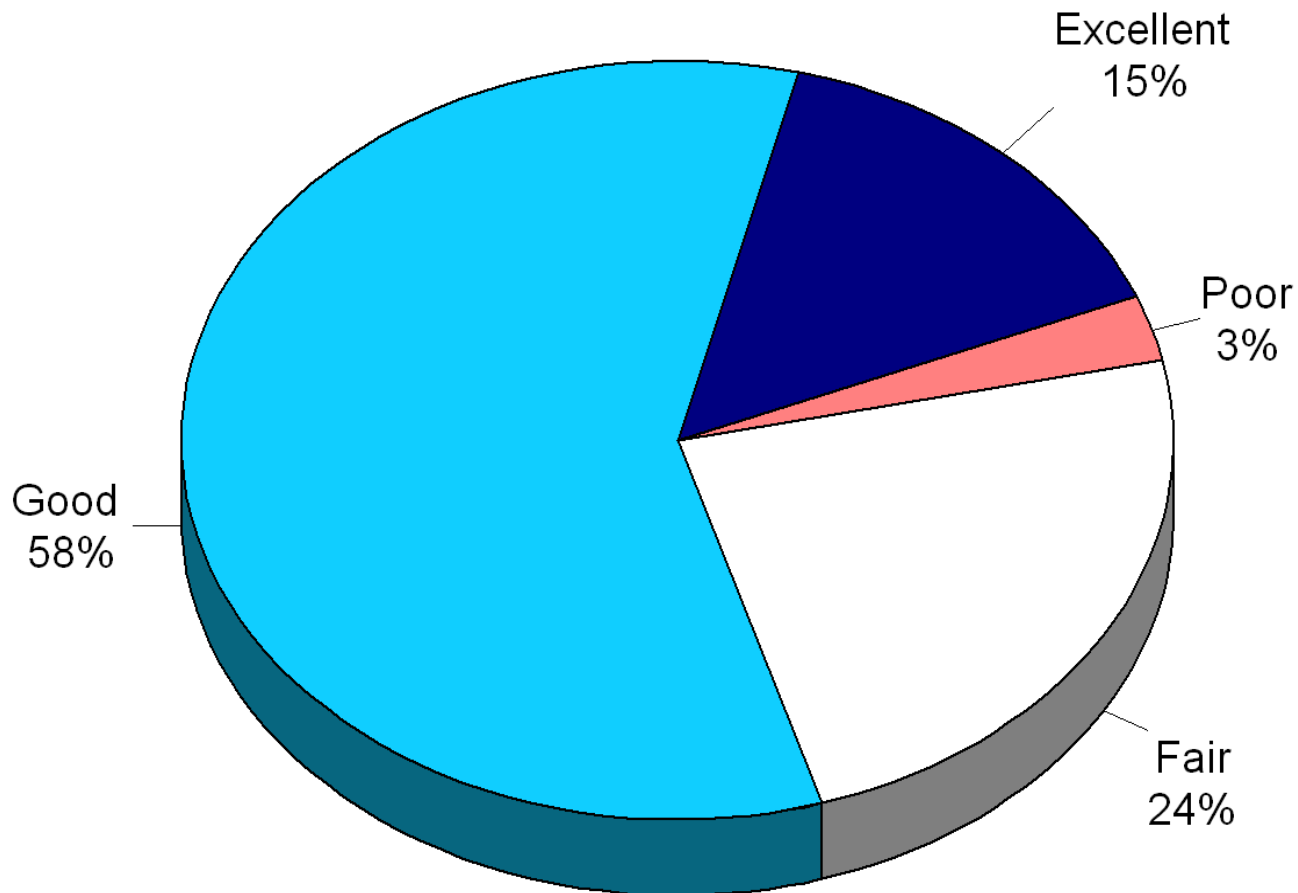
- Overall satisfaction with City services is 15% above the national average for large U.S. cities
- The City is moving in the right direction
- Overall satisfaction with city services is about the same in all 14 council districts
  - This suggests the City is doing a good job of equitably delivering services throughout the City
- Dallas rated above the national average for large U.S. cities in all areas of customer service that were assessed on the survey
- Although the City is heading in the right direction, there are still opportunities for improvement

## Major finding #1

Residents generally have a positive perception of the City

# Q1. Ratings of the Overall Quality of Life in Dallas

by percentage of respondents (excluding don't knows)

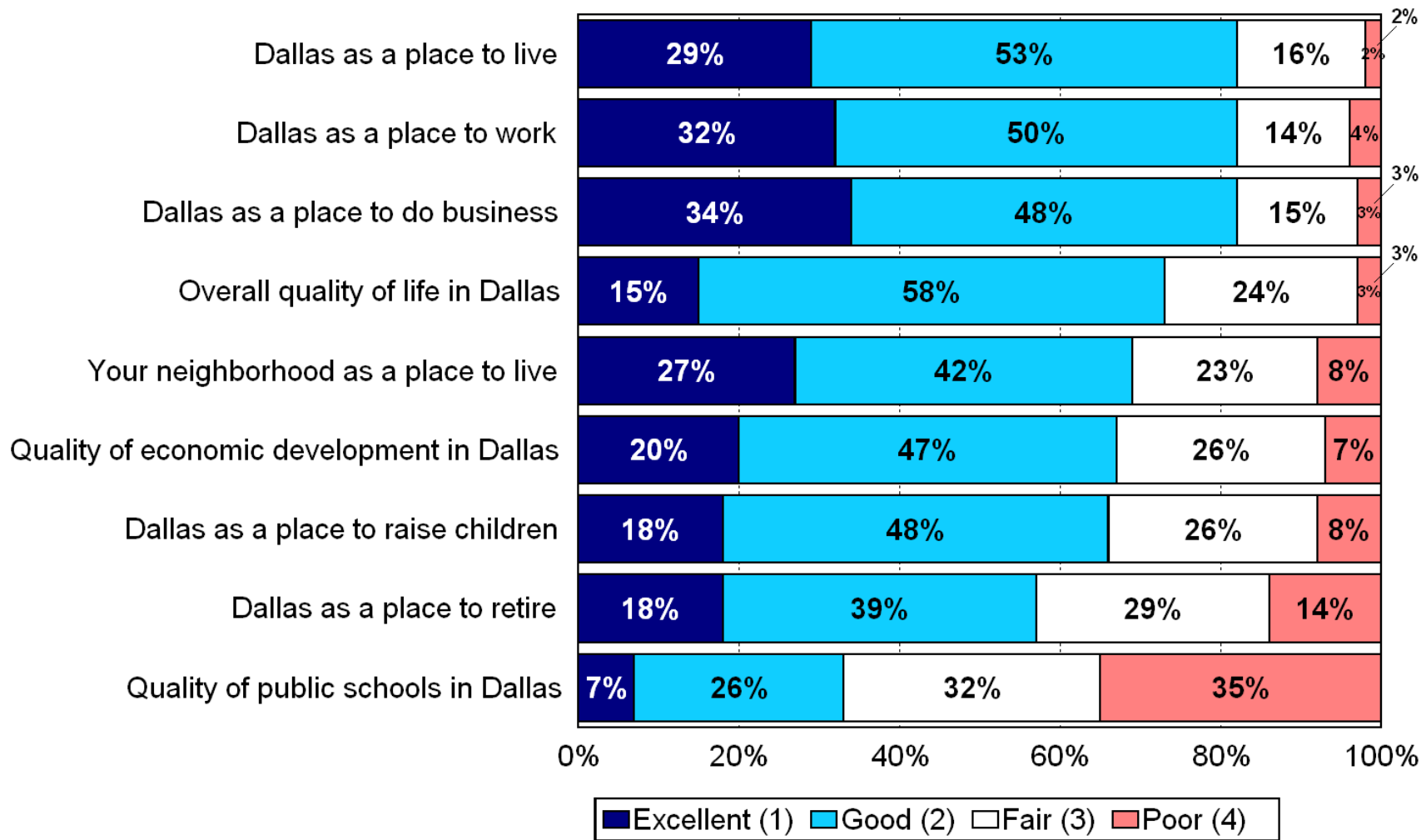


Source: ETC Institute (May 2013)

**73% of the residents surveyed rated the overall quality of life in Dallas as “excellent” or “good”**

# Q1. Quality of Life Ratings

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is "excellent" and a rating of 4 is "poor" (excluding don't knows)

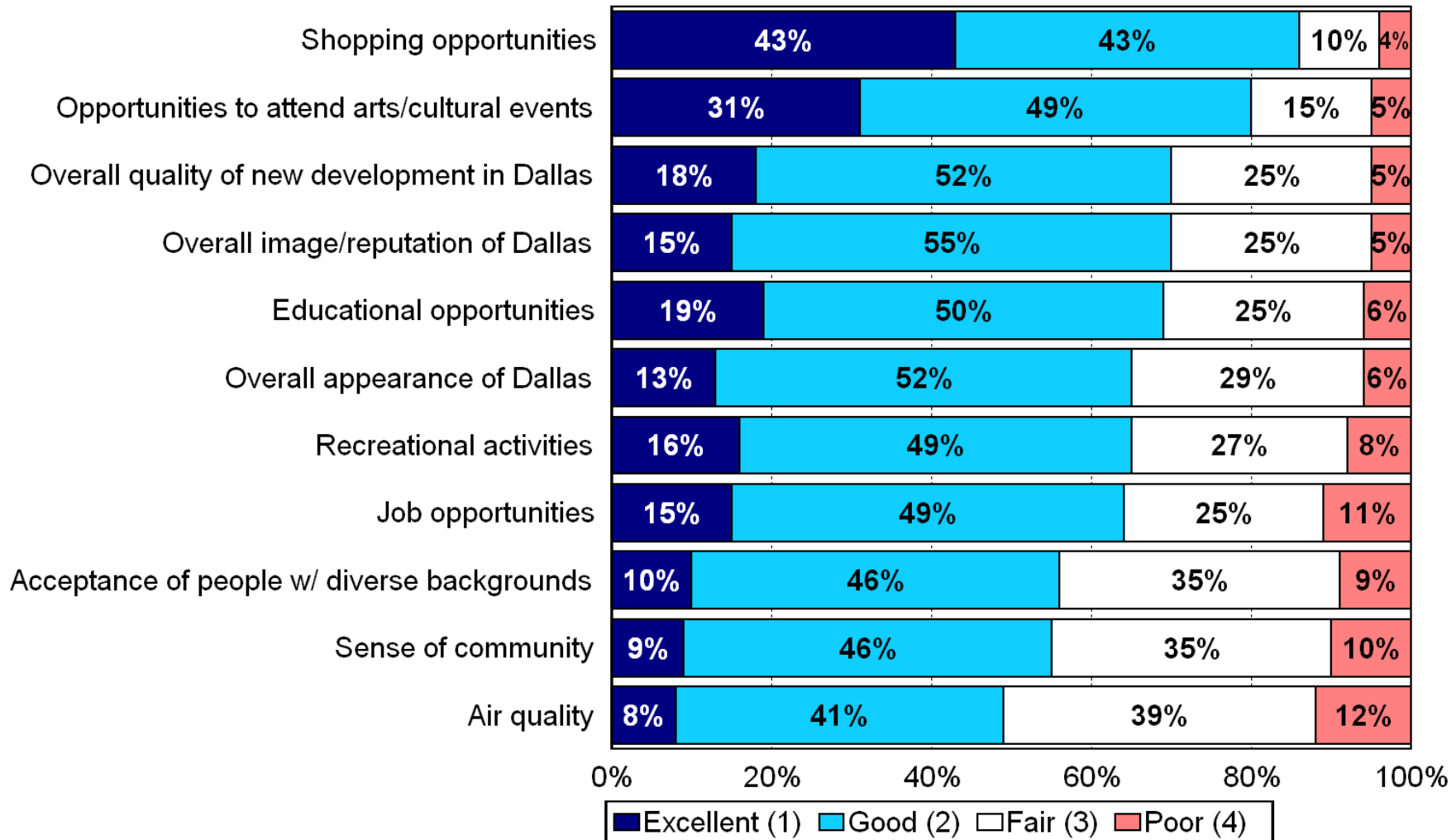


Source: ETC Institute (May 2013)

**Most residents gave positive ratings for Dallas as a place to live, work and do business**

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

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don’t knows)

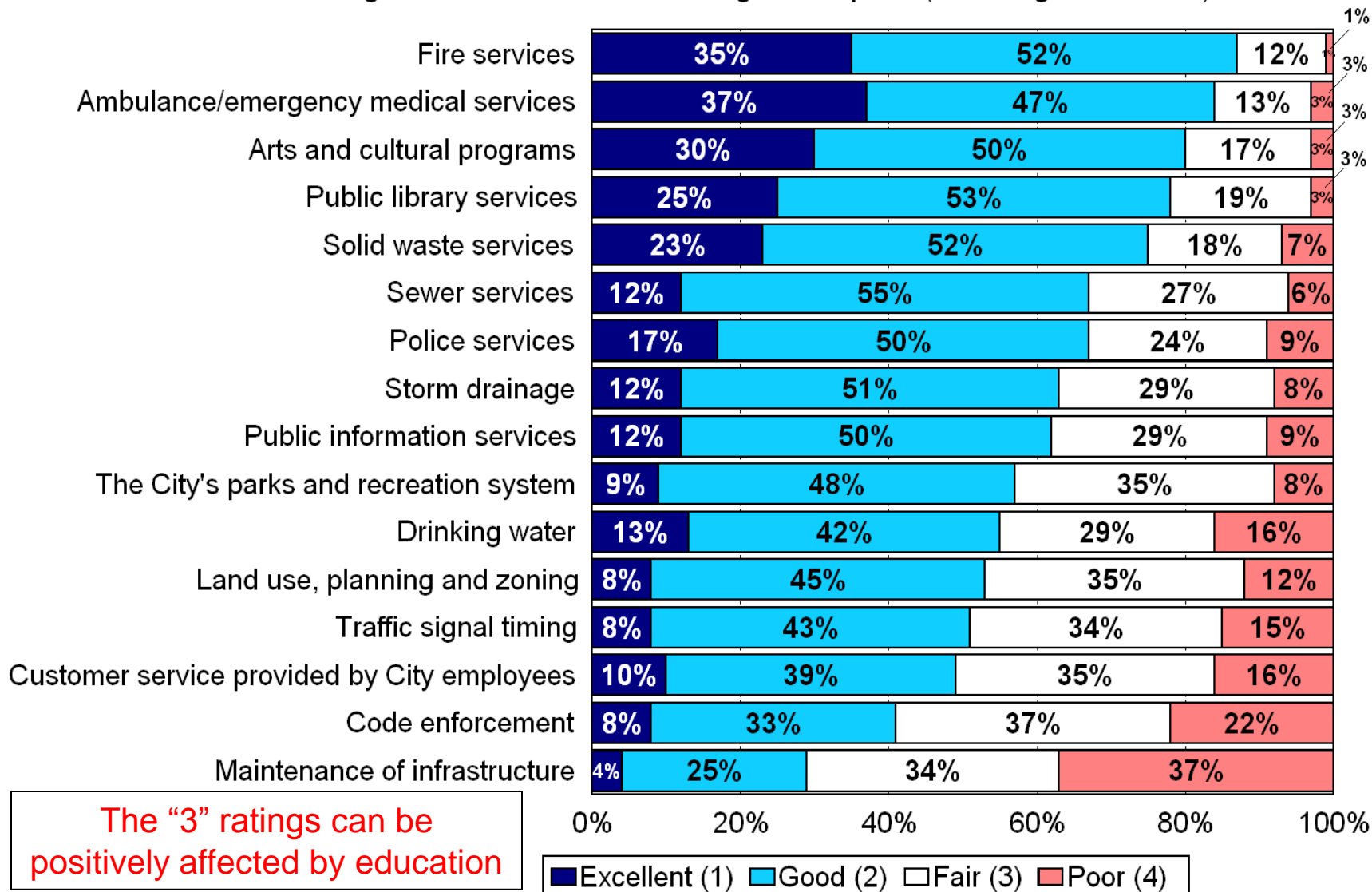


Source: ETC Institute (May 2013)

Dissatisfaction was low in all of the areas rated within this category

# Q7. Ratings of Major Categories of City Services

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is "excellent" and a rating of 4 is "poor" (excluding don't knows)



The "3" ratings can be positively affected by education

With the exception of the maintenance of infrastructure, fewer than 25% of the residents surveyed gave negative ratings for any of the major categories of City services that were rated

## Major finding #2

While there are some differences for specific services, overall satisfaction with City services is generally the same throughout the City

# Ratings of the Overall Quality of Governmental Services Provided by the City of Dallas

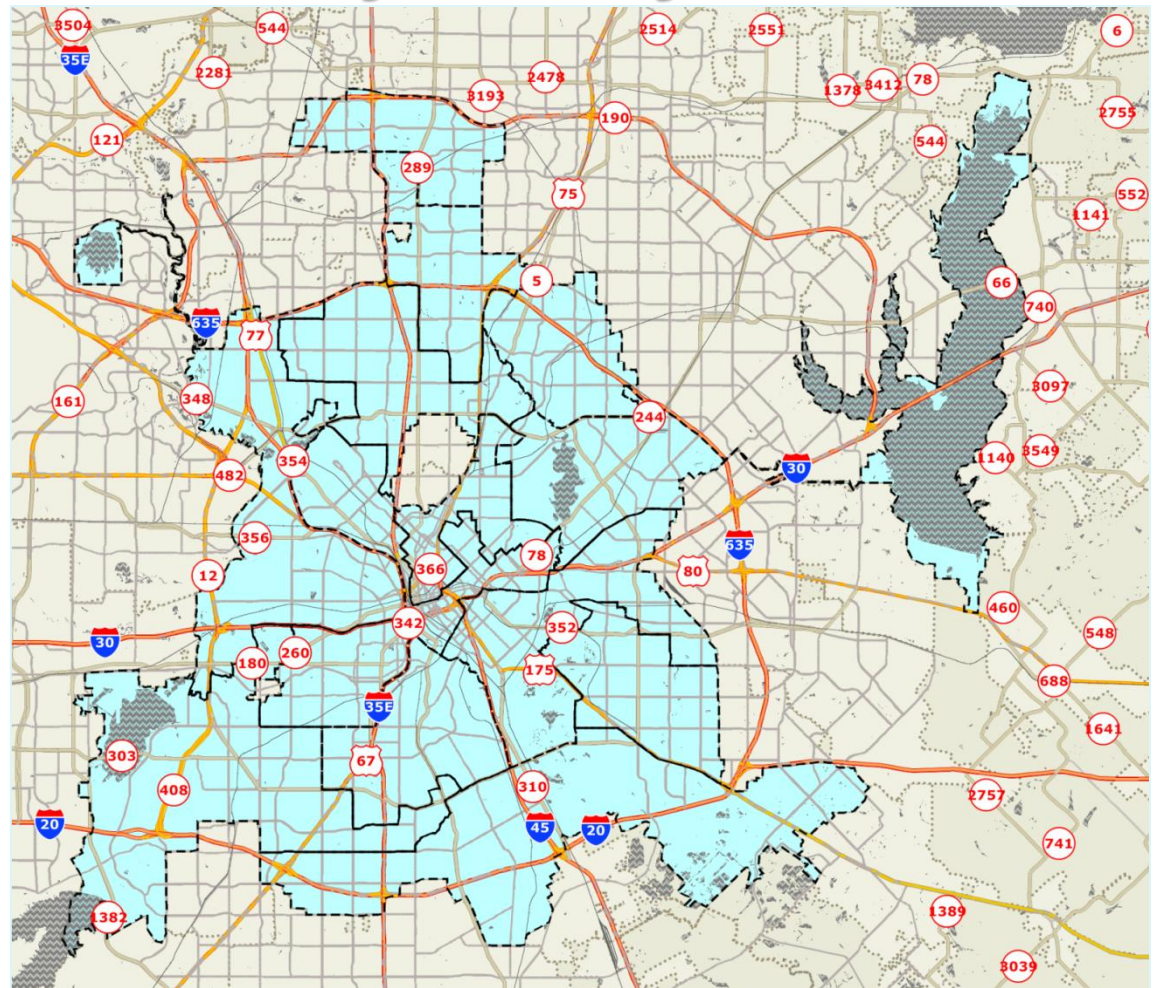
## 2013 Dallas Community Survey

Shading reflects the mean rating for all respondents by District

### LEGEND

Mean rating on a 100-point scale, where 100=excellent and 0=poor

- Excellent
- Good
- Fair
- Poor
- Other (no responses)



Positive ratings in all areas of the City



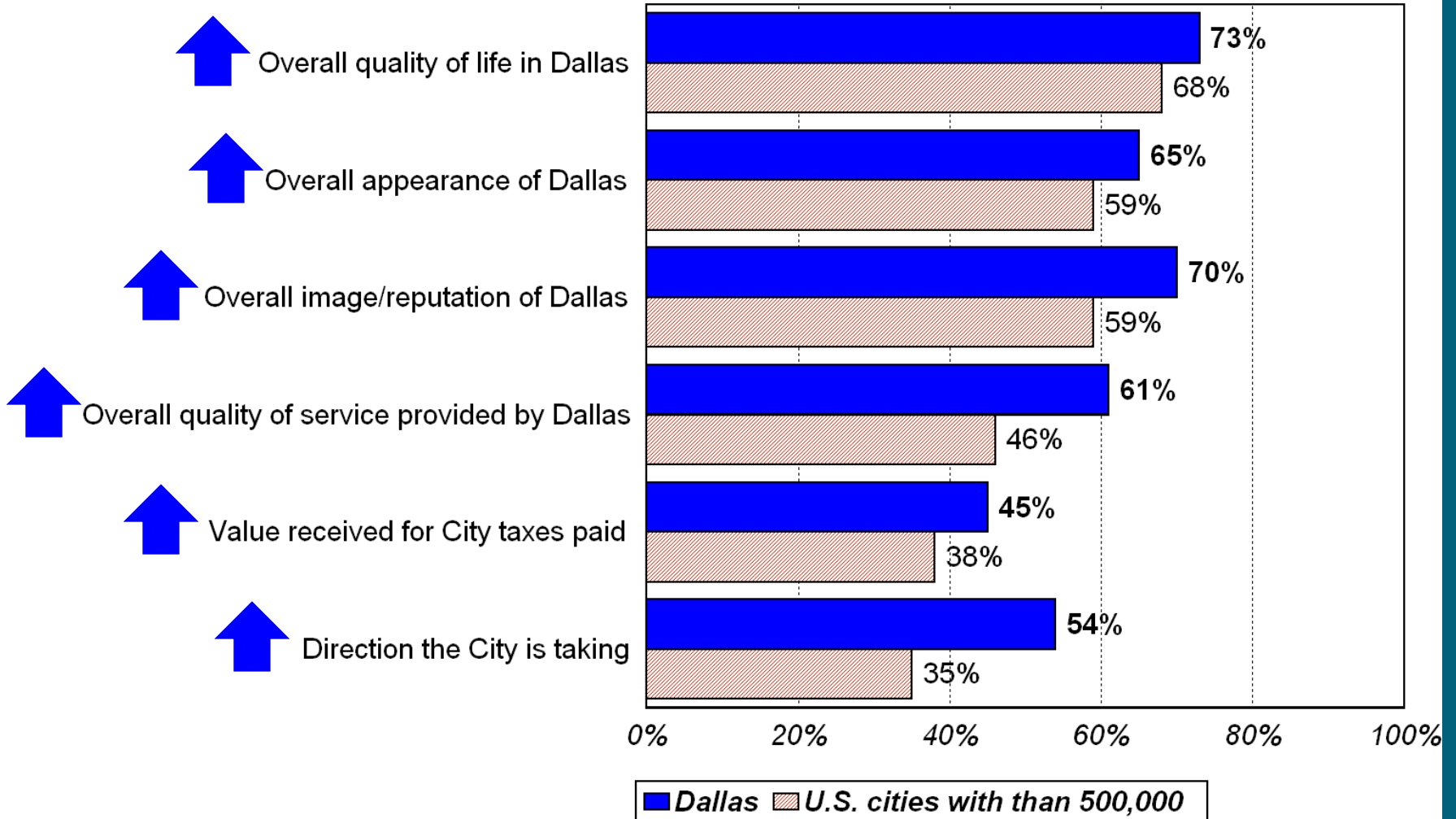
### Major finding #3

The City of Dallas is setting the standard for service delivery compared to other large cities

# 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 (2013)

**Significantly higher:**

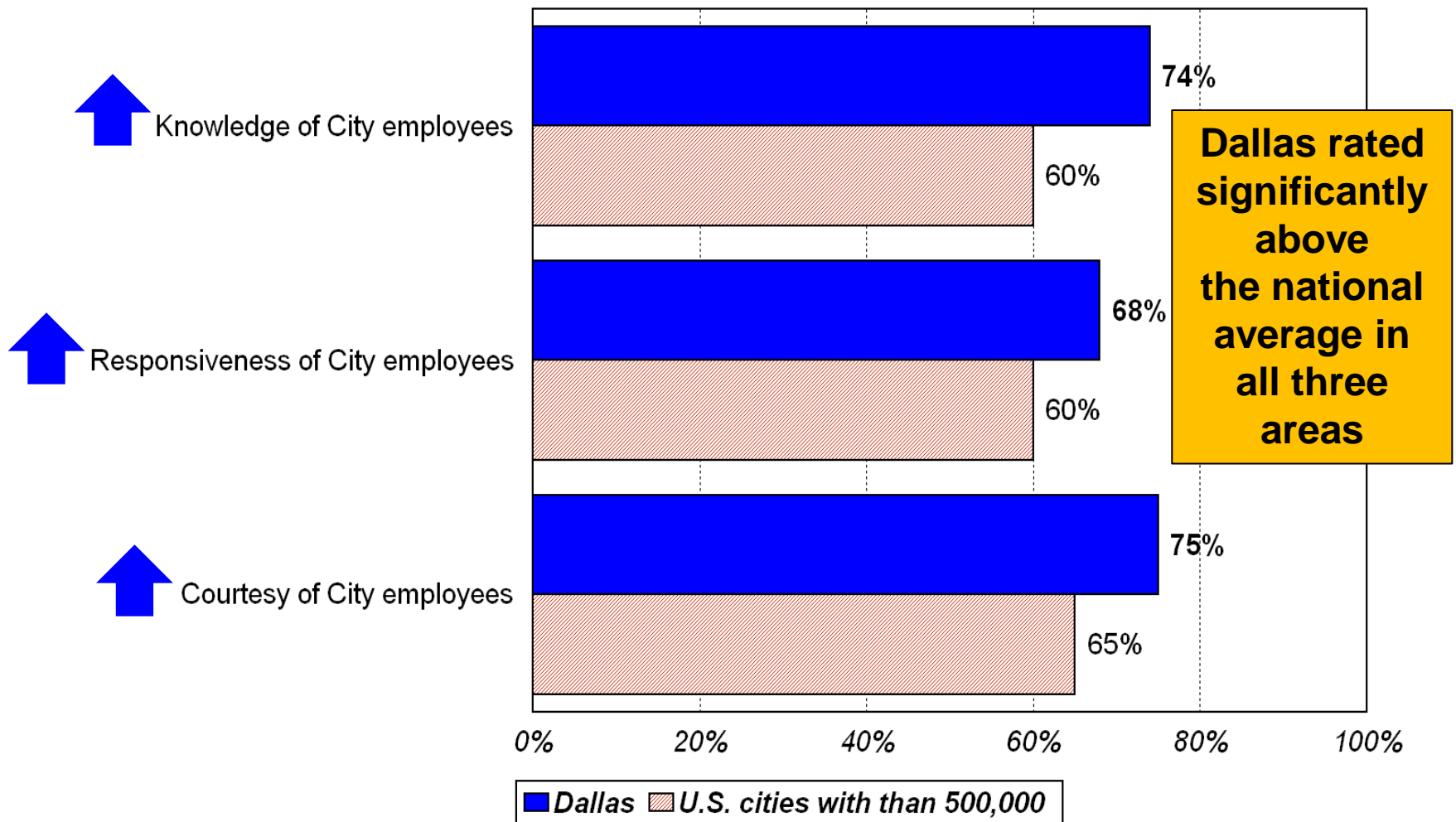


**Significantly lower:**



# 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



Source: ETC Institute (2013)

**Significantly higher:** 

**Significantly lower:** 

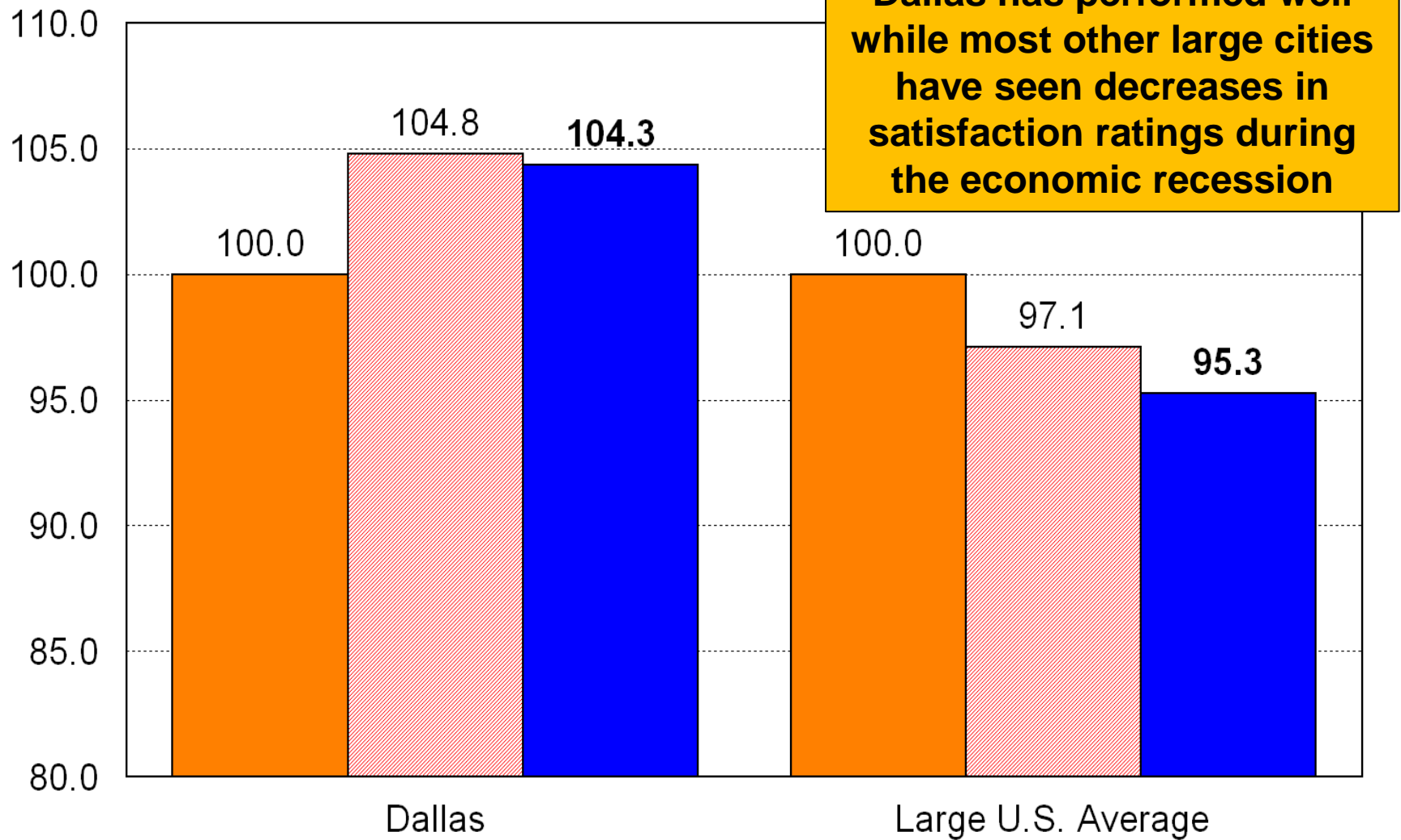
## Major finding #4

The City continues to maintain high overall satisfaction ratings even though the results for most other large U.S. cities have decreased

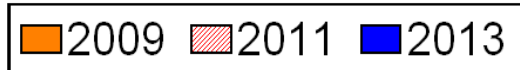
# Overall Satisfaction Index

derived from the mean positive ratings provided by residents

Year 2009=100



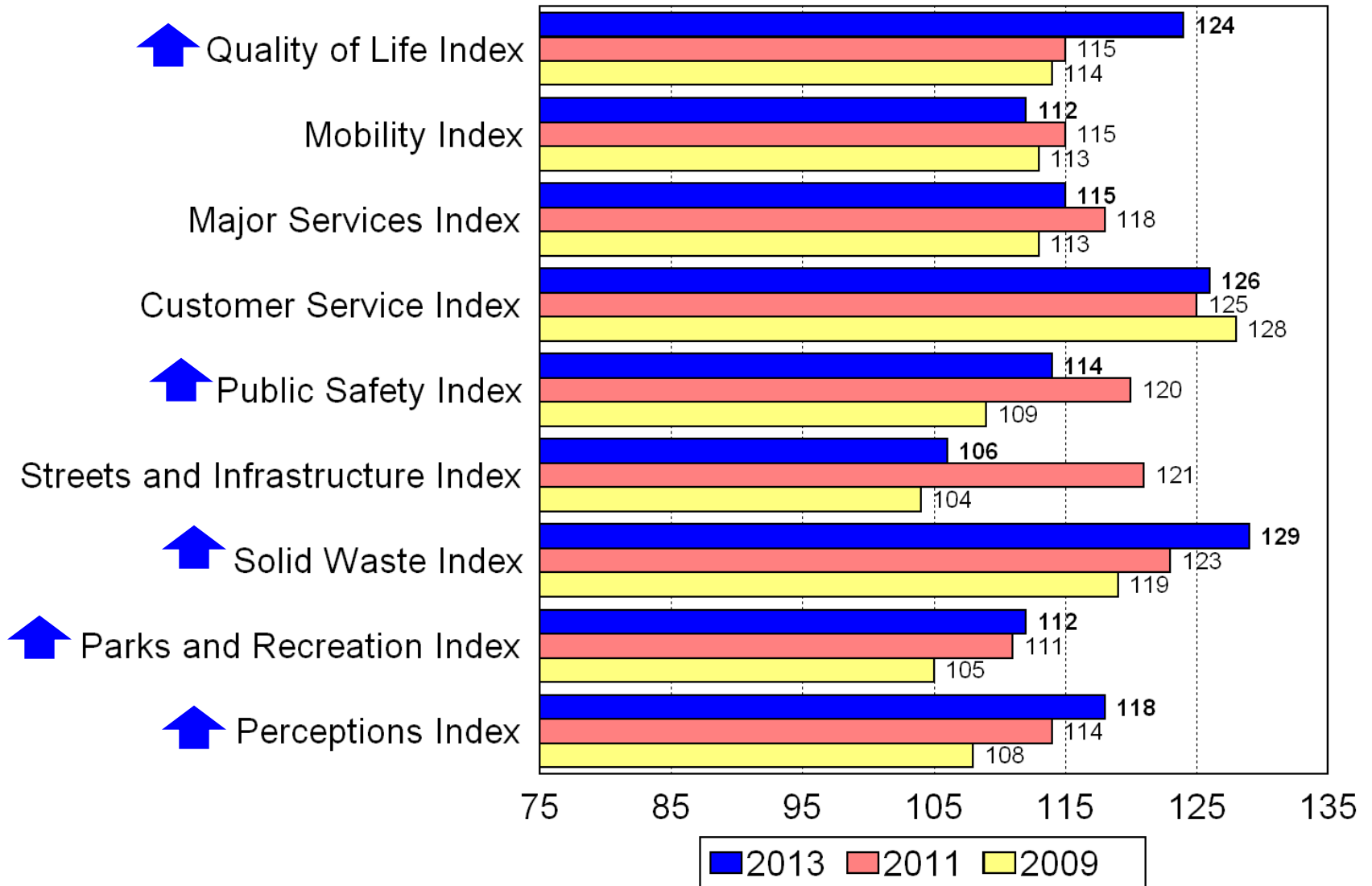
Changes of 3 points or more are significant



The overall satisfaction index stayed about the same from 2011 to 2013

# Composite Satisfaction Indices

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



Changes of 3 points or more are significant

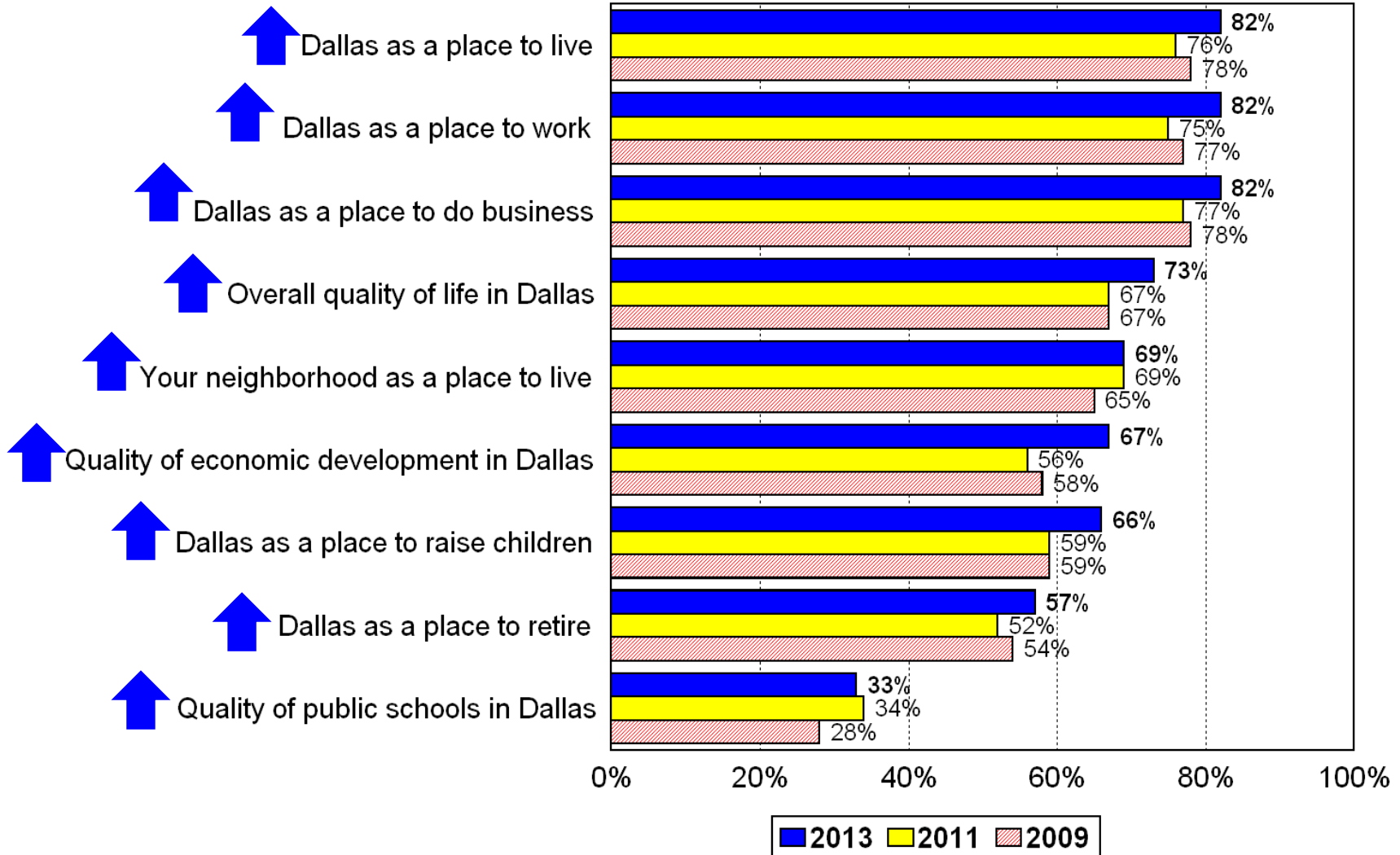
Significantly higher than 2009:

Significantly lower than 2009:

# Q1. Quality of Life Ratings

## Trends - 2013, 2011 & 2009

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



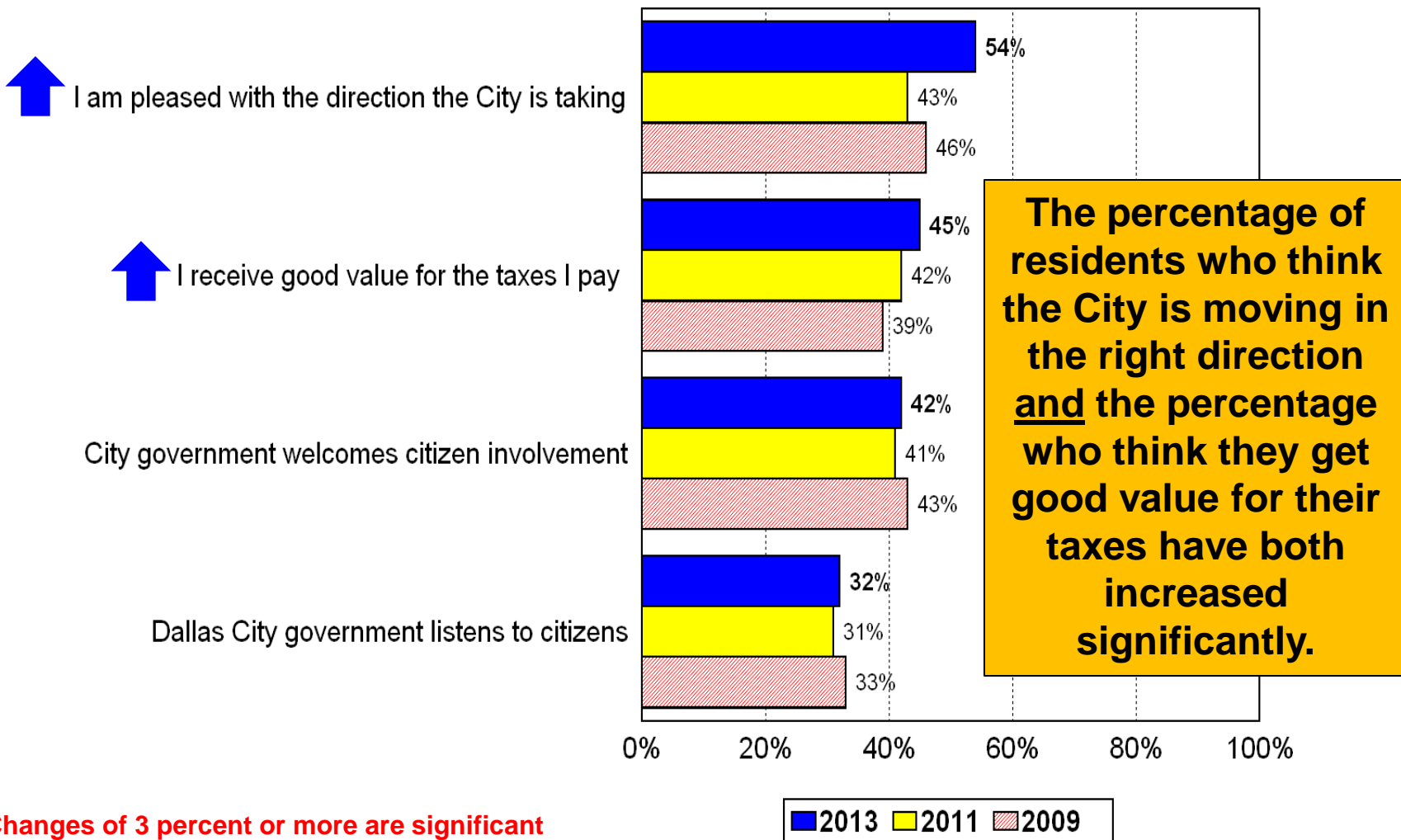
Changes of 3 percent or more are significant

Significantly higher than 2009:

Significantly lower than 2009:

# Q26. Level of Agreement with Statements Related to the City of Dallas: *Trends - 2013, 2011 & 2009*

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



**Significantly higher than 2009:** ↑

**Significantly lower than 2009:** ↓



# Most Notable INCREASES from 2011-2013

(areas where ratings increased by 5% or more)

- Quality of economic development in Dallas
- I am pleased with the direction the City is taking
- Dallas as a place to work
- Dallas as a place to raise children
- Job opportunities
- Dallas as a place to live
- Overall quality of life in Dallas
- Garbage collections
- Townhall meetings
- Dallas as a place to do business
- Dallas as a place to retire
- Quality of new development in Dallas
- Perceptions of safety in Dallas's downtown area during the day

# Most Notable DECREASES from 2011-2013

(areas where ratings decreased by 5% or more)

- Water related issues
- Street lighting
- Fire prevention and education
- Maintenance of neighborhood streets
- Quality of City's cable TV channel
- Outdoor athletic facilities

## Major finding #5

Although the City is heading in the right direction, there are still opportunities for improvement

# Importance-Satisfaction Rating

## City of Dallas

### Major Categories of City Services

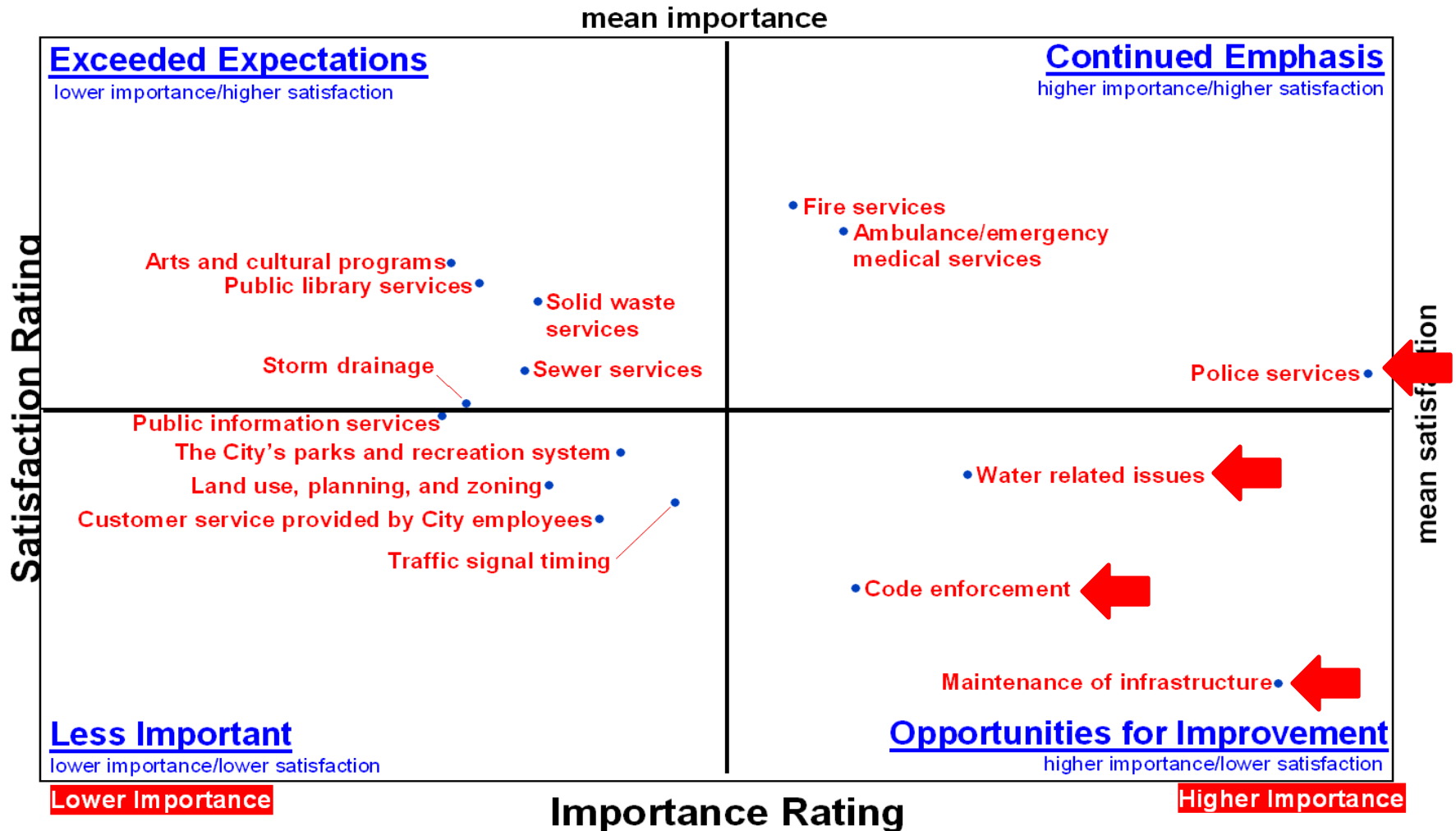
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of infrastructure	51%	2	29%	16	0.3621	1
<b><u>High Priority (IS .10-.20)</u></b>						
Police services	56%	1	67%	7	0.1848	2
Code enforcement	29%	4	41%	15	0.1711	3
Water related issues	35%	3	55%	11	0.1575	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Traffic signal timing	19%	7	51%	13	0.0931	5
Customer service provided by City employees	15%	9	49%	14	0.0765	6
The City's parks and recreation system	16%	8	57%	10	0.0688	7
Land use, planning and zoning	12%	10	53%	12	0.0564	8
Ambulance/emergency medical services	28%	5	84%	2	0.0448	9
Sewer services	11%	12	67%	6	0.0363	10
Fire services	25%	6	87%	1	0.0325	11
Solid waste services	12%	11	75%	5	0.0300	12
Storm drainage	8%	14	63%	8	0.0296	13
Public information services	7%	16	62%	9	0.0266	14

**Overall priorities:**

# 2013 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)



Source: ETC Institute (2013)

# Summary and Conclusions

- Overall satisfaction with City services is 15% above the national average for large U.S. cities
- The City is moving in the right direction
- Overall satisfaction with city services is about the same in all 14 council districts
  - This suggests the City is doing a good job of equitably delivering services throughout the City
- Dallas rated above the national average for large U.S. cities in all areas of customer service that were assessed on the survey
- Although the City is heading in the right direction, there are still opportunities for improvement

# Questions?

**THANK YOU**