

2024 Business Survey

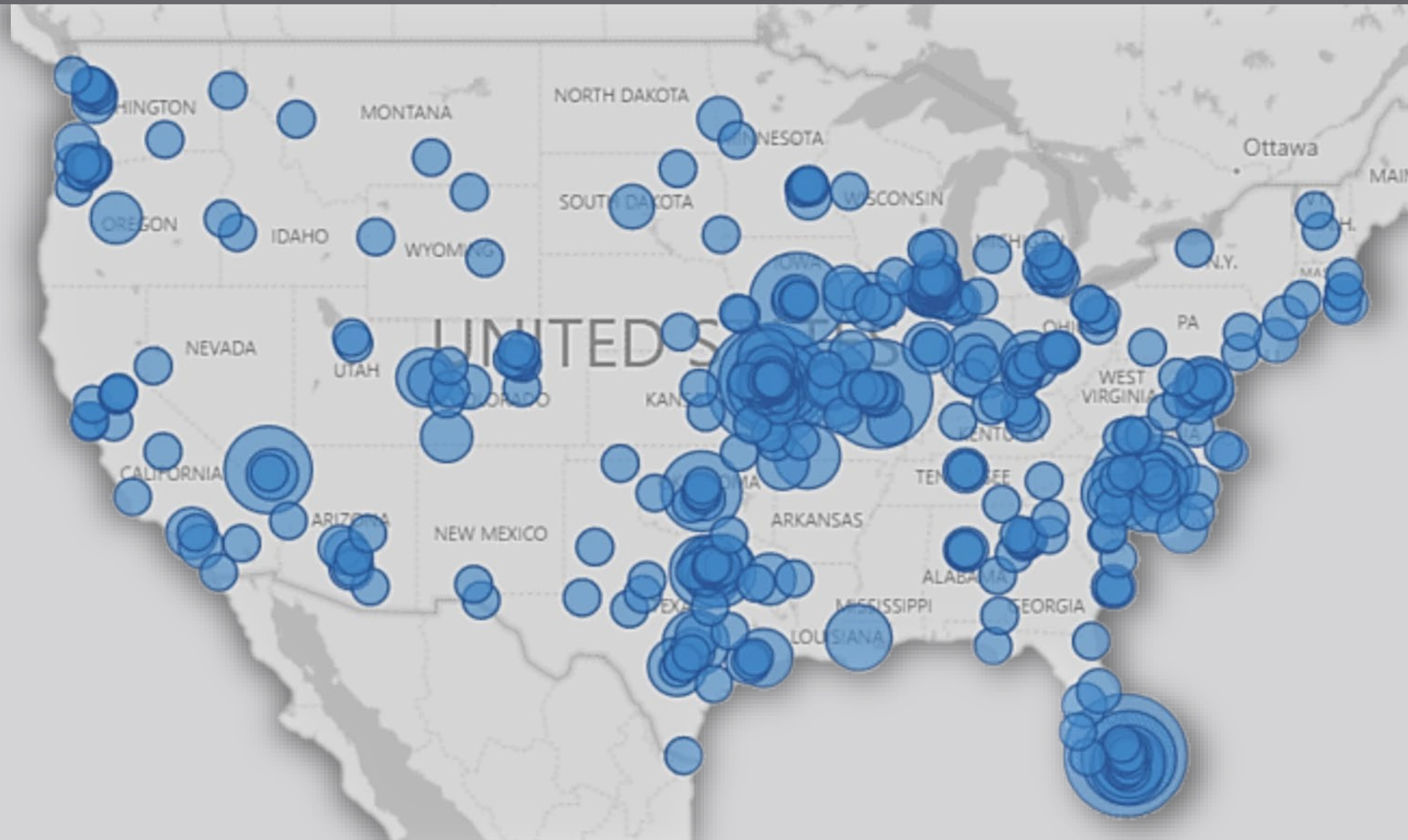
City of Dallas, Texas



AUGUST 2024

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For over 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



More Than 3,000,000 Person's Surveyed Since 2014 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



Purpose

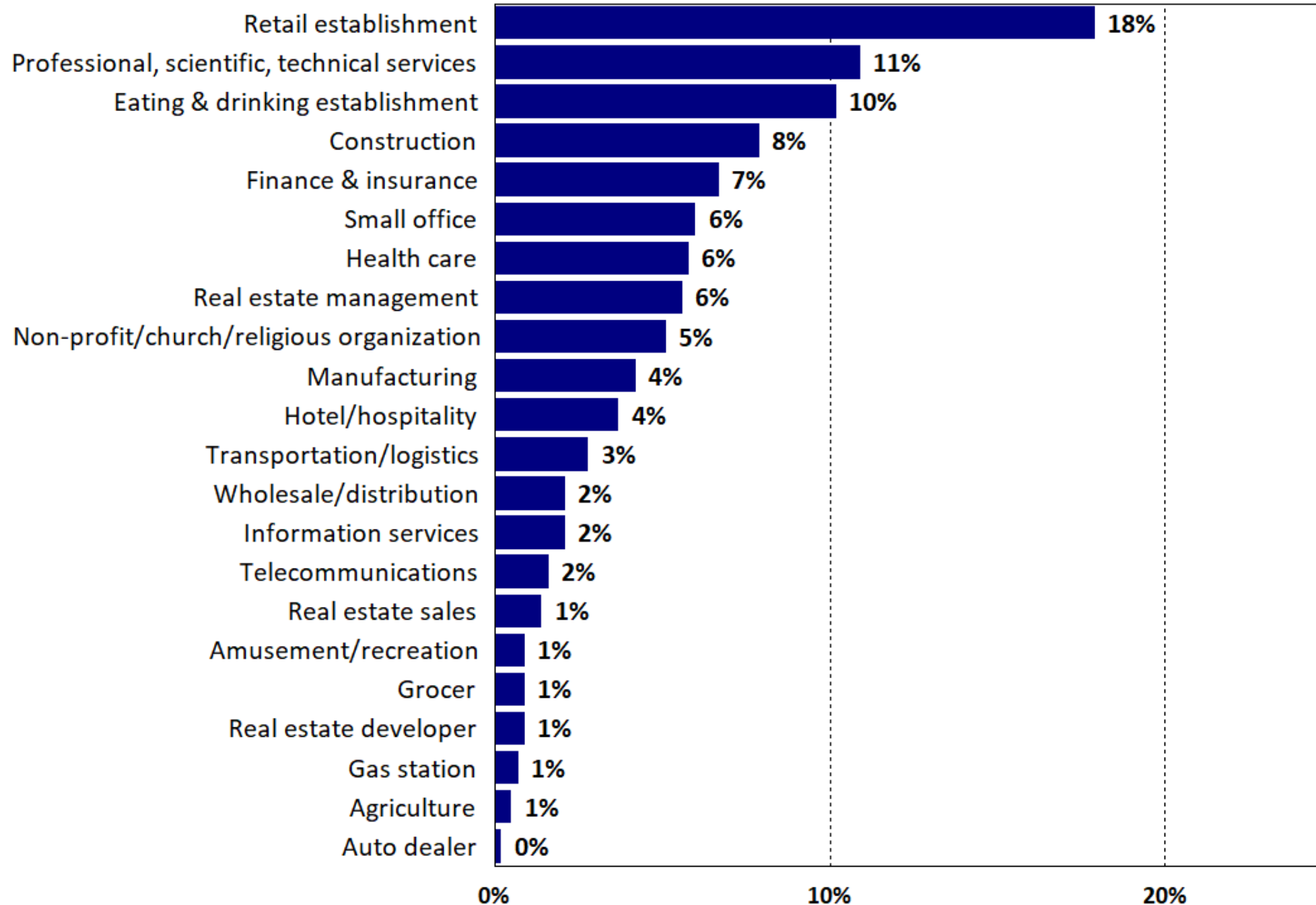
- To objectively assess the delivery of major City services to businesses in Dallas
- To identify ways to improve the quality of City services that are provided to Dallas businesses
- To identify issues that impact the Dallas business community

Methodology

- **Survey Description**
 - Five-page survey
 - Took 15-20 minutes to complete
- **Method of Administration**
 - By mail, online and phone to randomly selected sample of businesses throughout the City
 - The survey was available in English, Spanish, Vietnamese and Korean
- **Sample Size**
 - 430 completed surveys; including at least 30 per City Council District
 - Margin of error: +/- 4.7% at the 95% level of confidence

Q18. What type of business is your establishment?

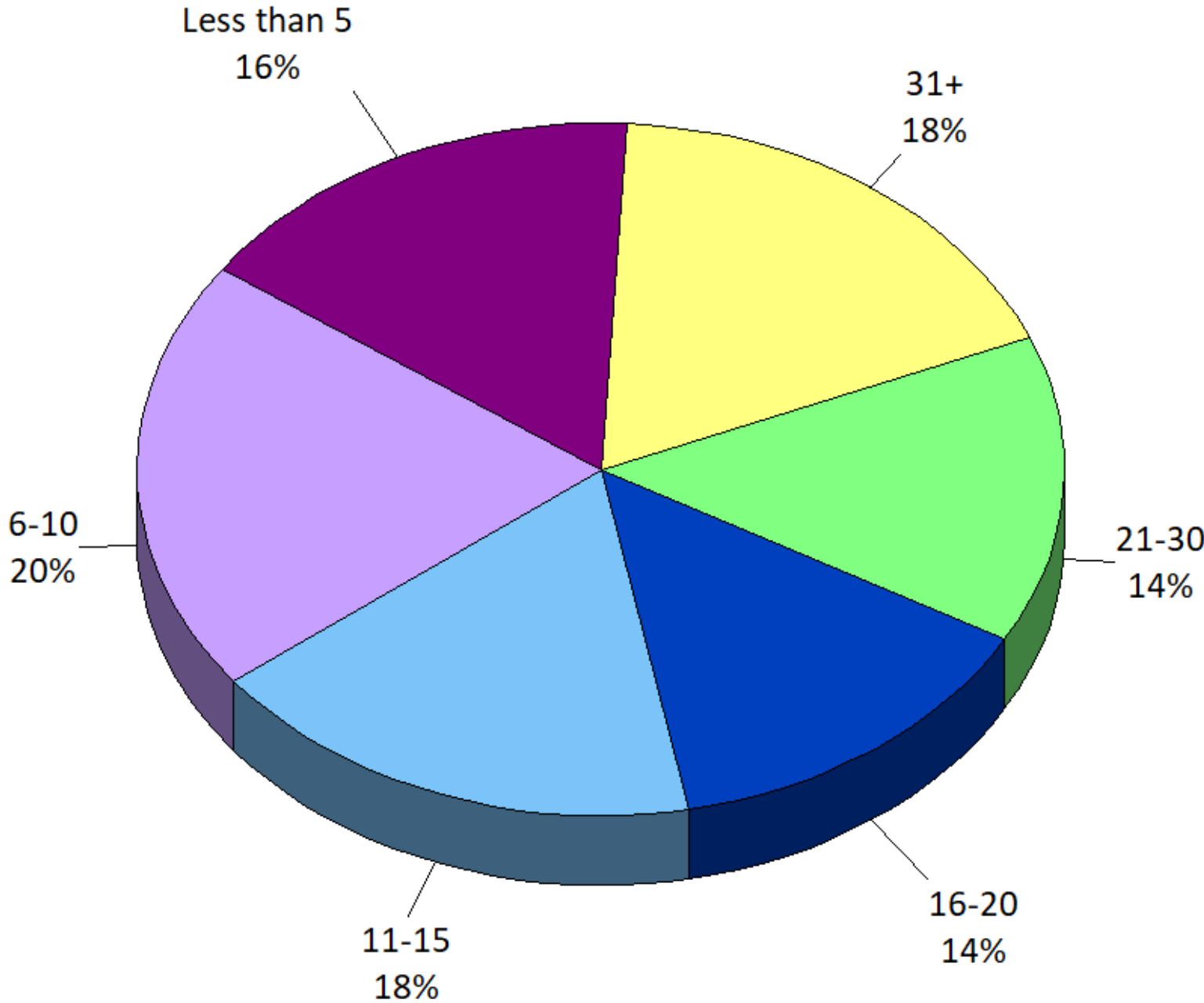
by percentage of respondents (multiple selections could be made)



Good Representation by Type of Business

Q21. How many years has your business been in Dallas?

by percentage of respondents (excluding "not provided")



Good Representation by Number of Years Business Has Been in Dallas

What We Learned

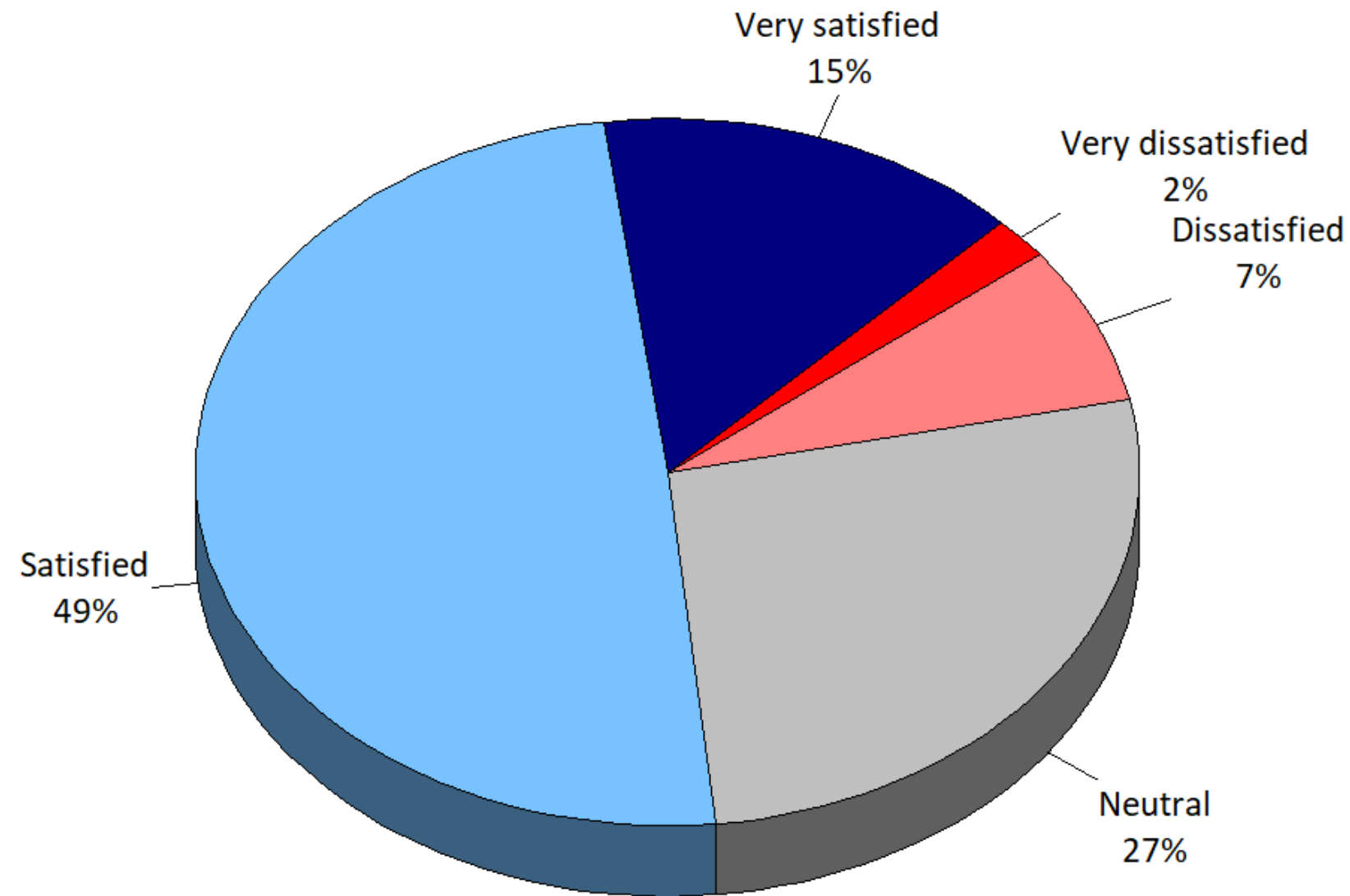
- **Businesses Have a Positive Perception of the City of Dallas**
- **Overall Satisfaction with City Services Is High**
 - 69% of Businesses Are Satisfied with the Overall Quality of City Services; Only 8% Are Dissatisfied
- **Low Crime Rate, Level of Taxation, and the Overall Quality of Life Are the Reasons That Are Most Important to Retaining Businesses**
- **Top Overall Priorities for City Services**
 - Street Maintenance
 - Building Permits
 - Police Department
 - Small Business Services

Topic #1

**Businesses Have a Positive Perception
of the City**

Q6. How satisfied are you with the current overall business climate in the City of Dallas?

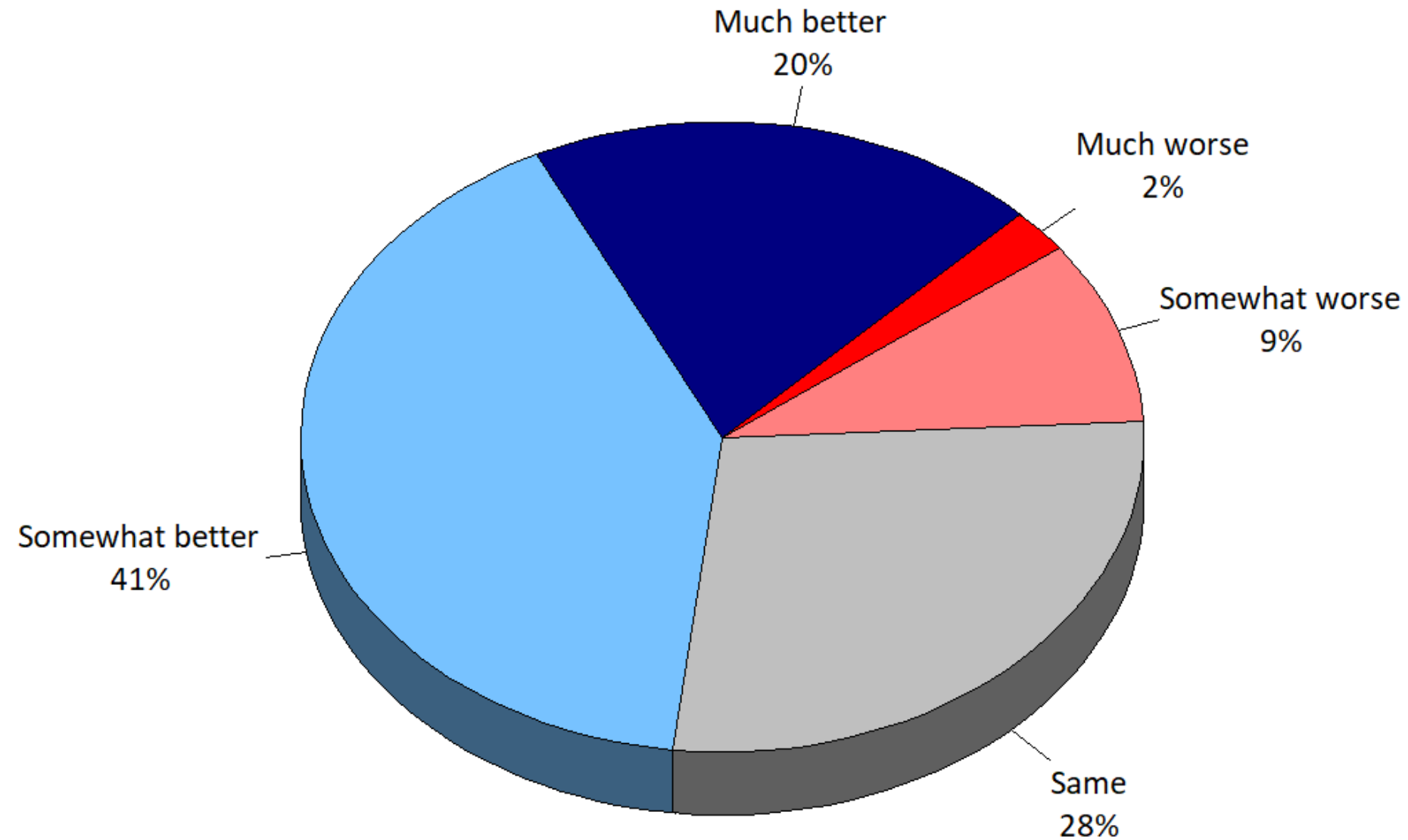
by percentage of respondents (excluding "haven't used City services")



64% of Businesses Are Satisfied with the Overall Business Climate in Dallas; Only 9% Dissatisfied

Q7. Which best describes what you believe the business climate will be like in Dallas two years from now?

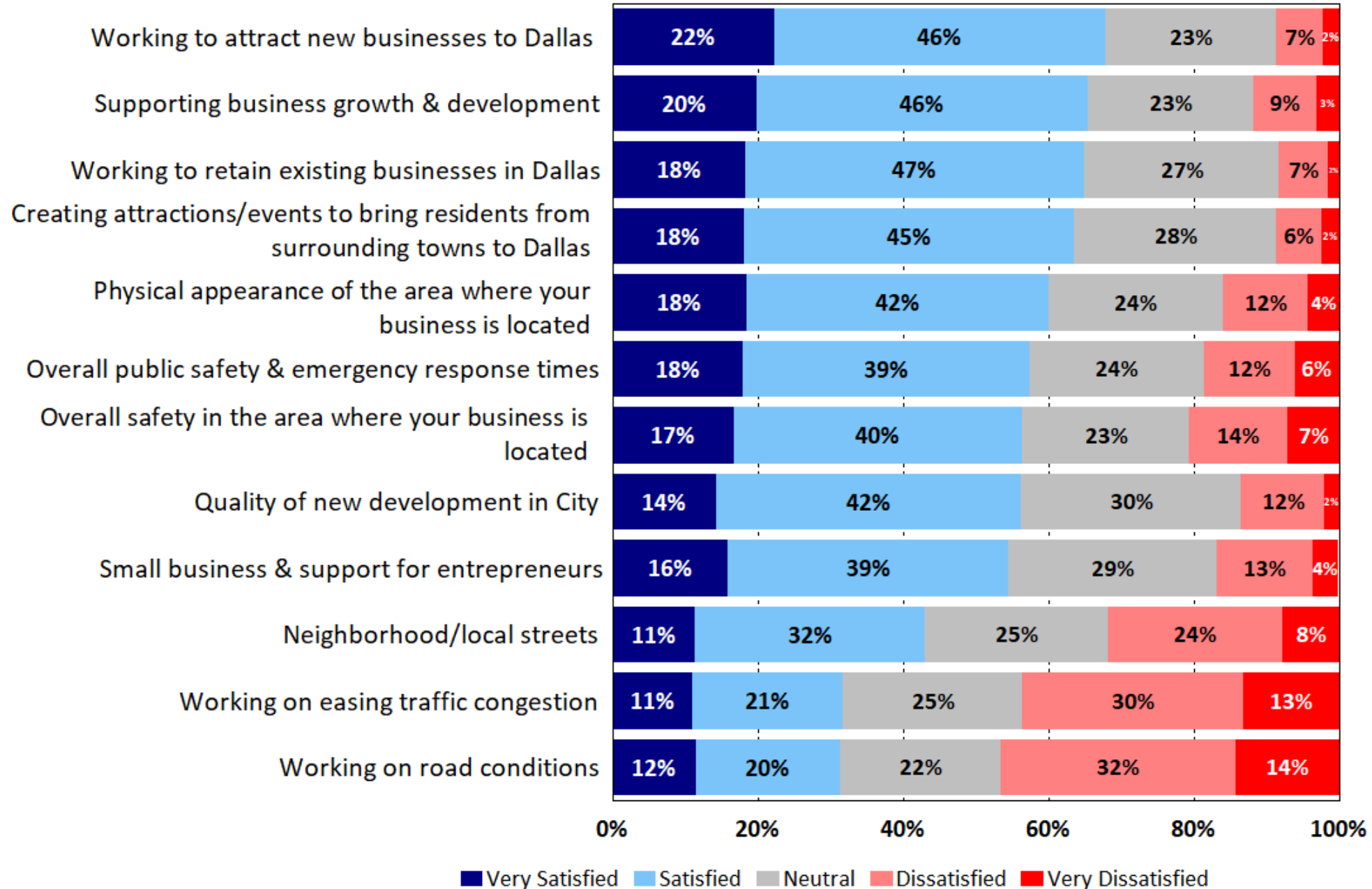
by percentage of respondents (excluding "haven't used City services")



61% Feel the Business Climate in Dallas Will Be Better in Two Years; Only 11% Feel It Will Be Worse

Q5. Please indicate how satisfied your business is with the City of Dallas in the following areas.

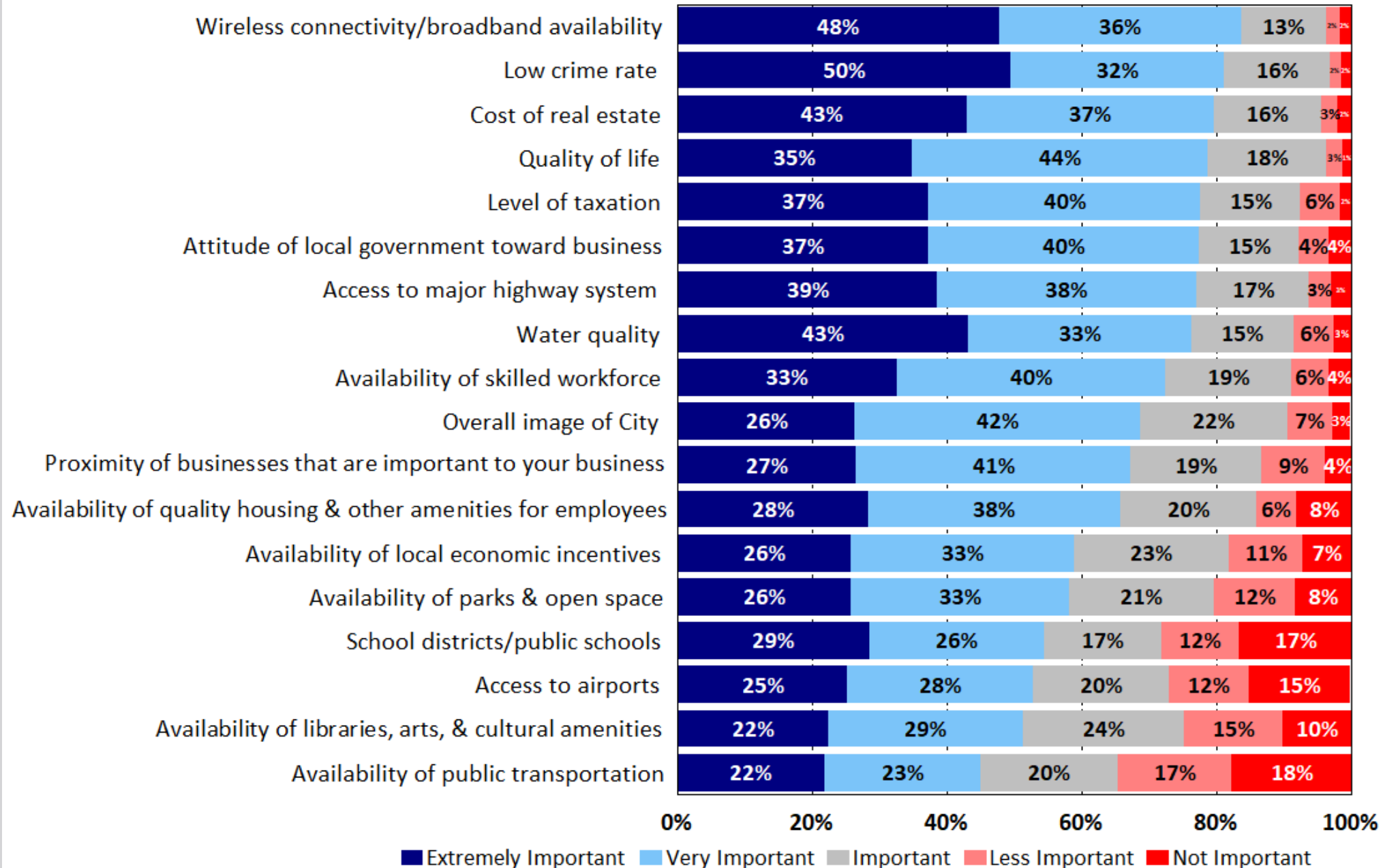
by percentage of respondents (excluding "don't know")



Over 65% Are Satisfied with How the City Is Working to Attract New Businesses & Supporting Business Growth and Development

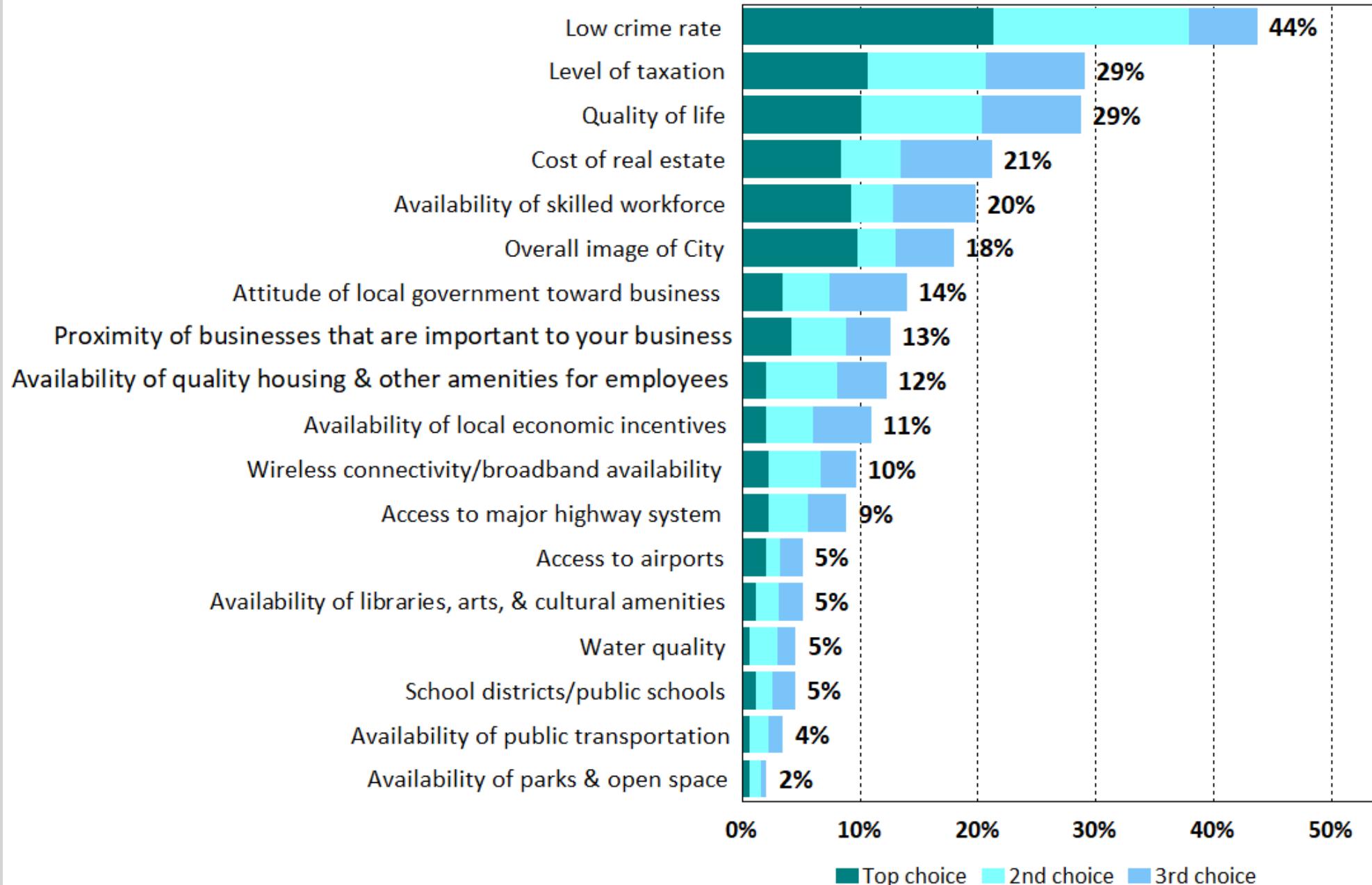
Q9. Please indicate how important each of the following reasons were in your decision to locate your business in Dallas.

by percentage of respondents (excluding "not provided")



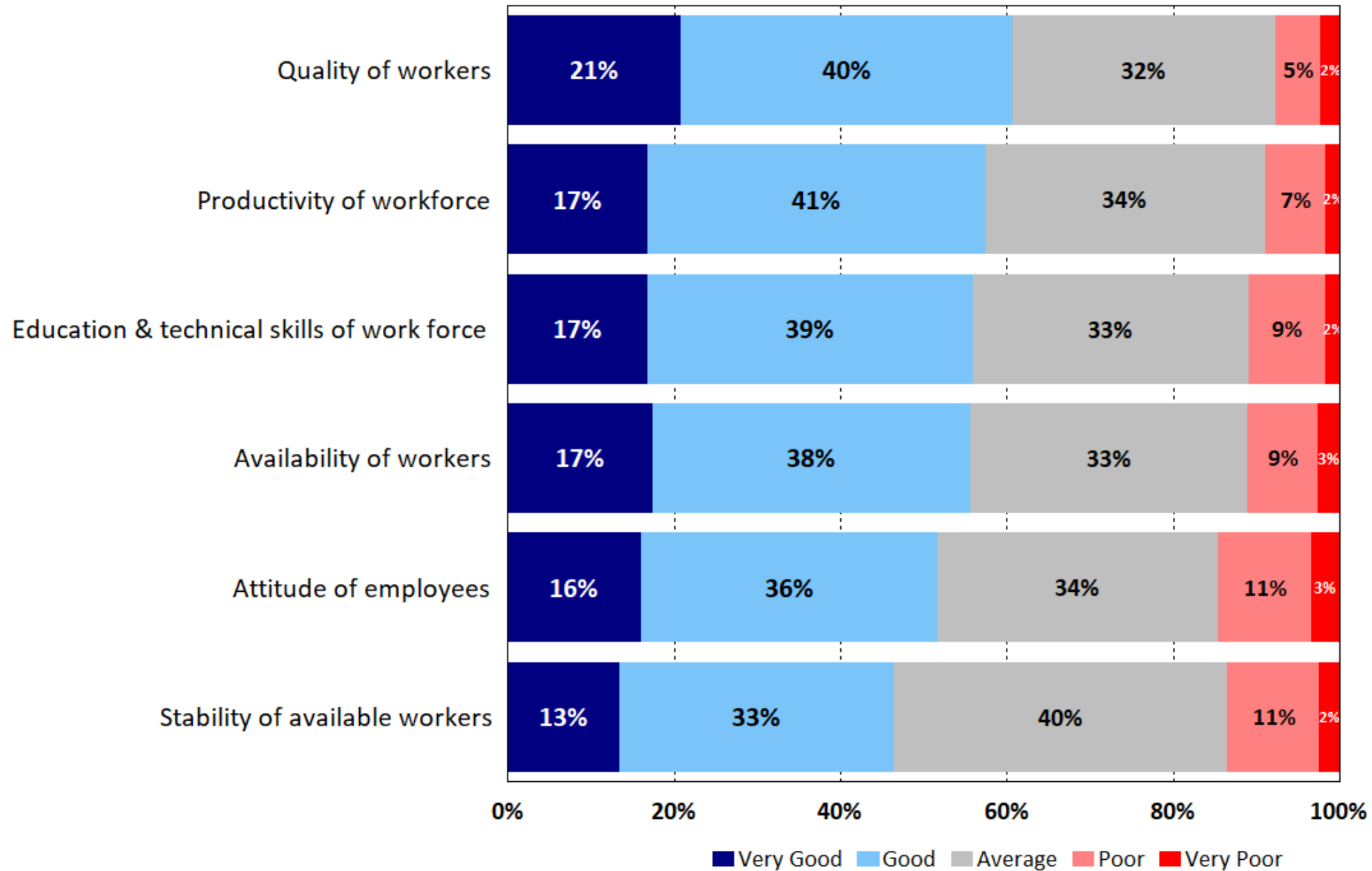
Q10. Which three of the reasons will have the most impact on your business's decision to stay in the City of Dallas for the next 10 years?

by percentage of respondents who selected the items as one of their top three choices



Q11. Please rate the labor pool in the Dallas area on the following characteristics.

by percentage of respondents (excluding "don't know")

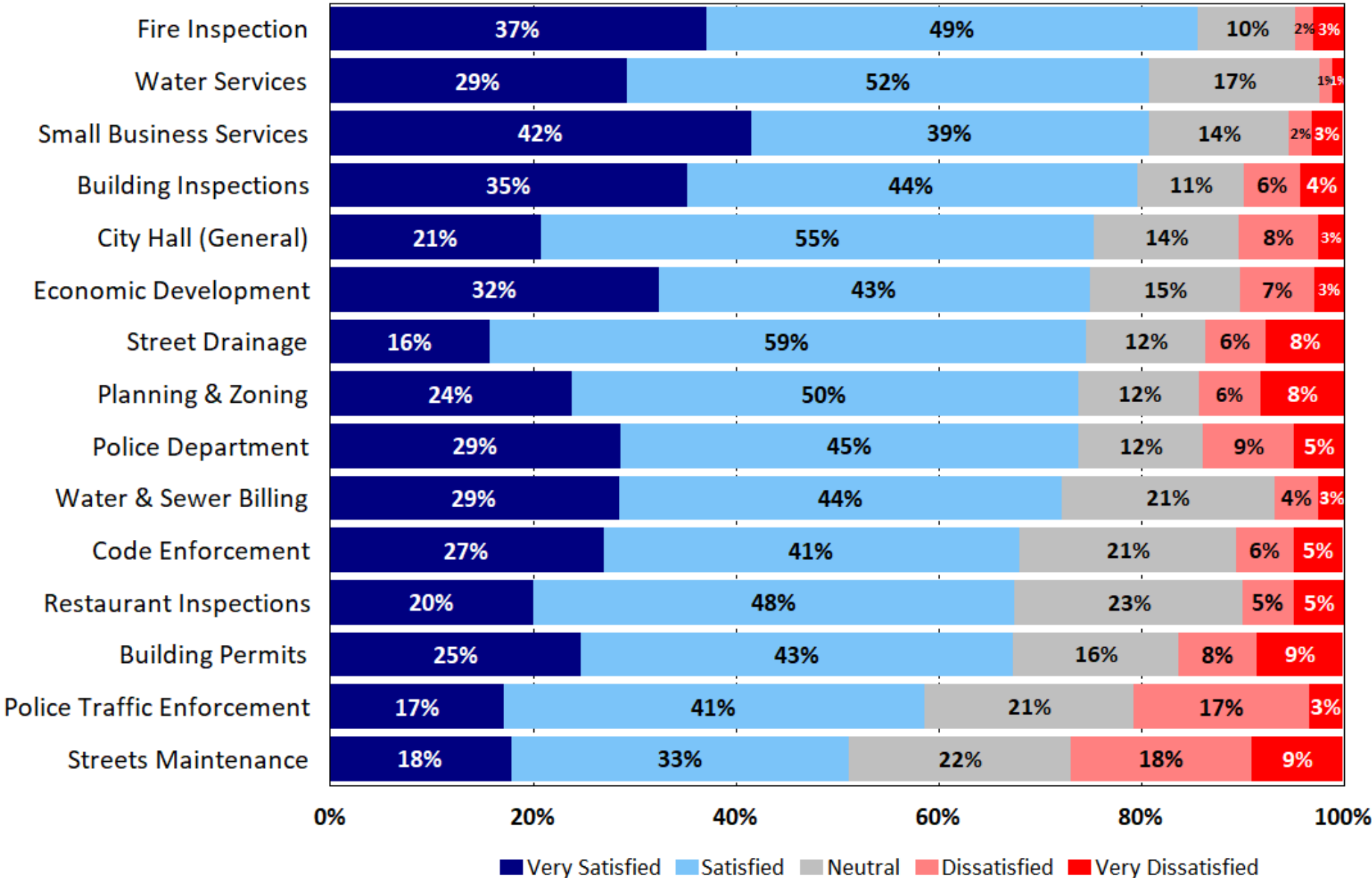


Topic #2

Satisfaction with City Services

Q1. If your business has used the service, please rate your overall satisfaction with each service.

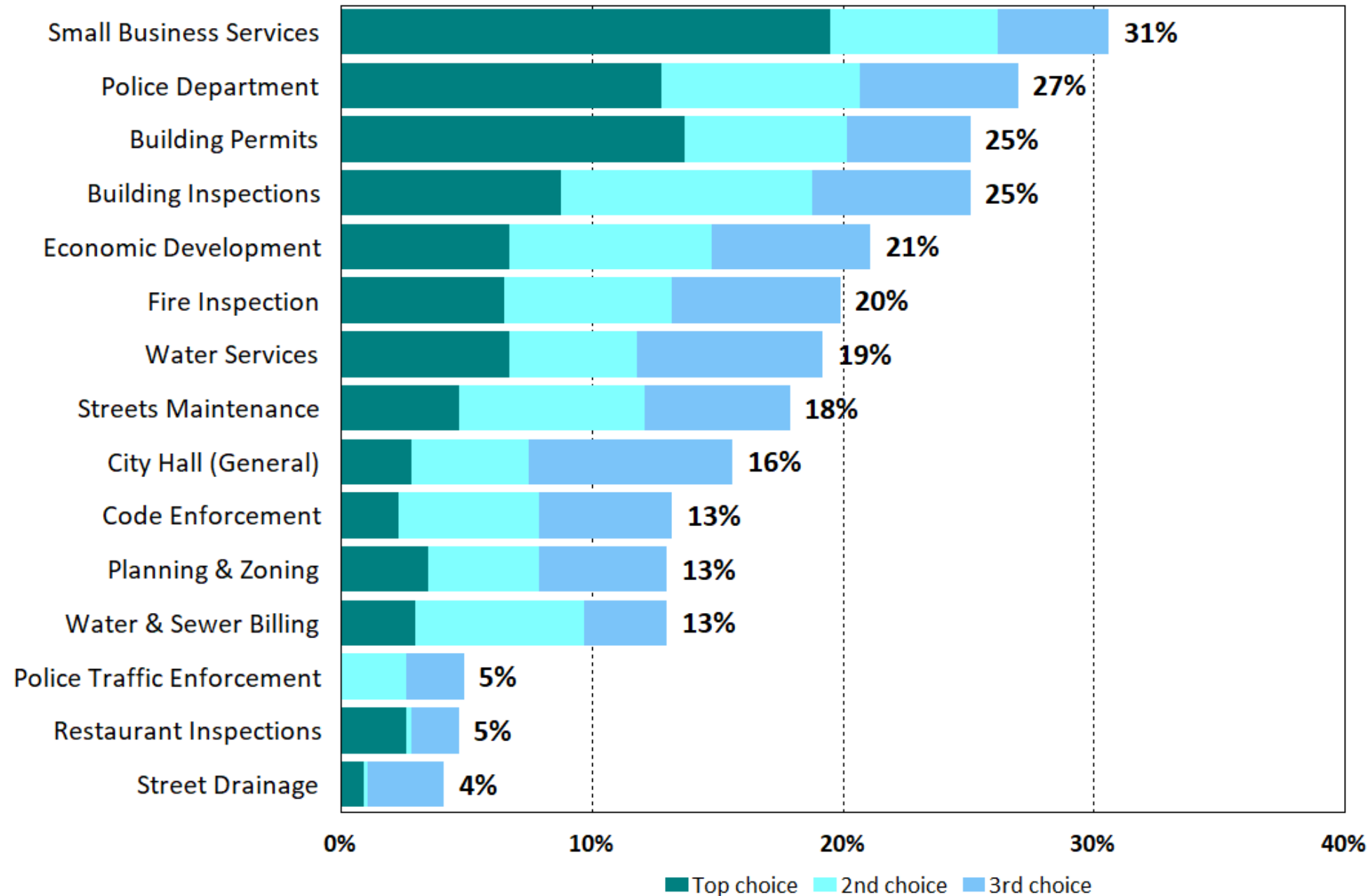
by percentage of respondents (excluding "don't know")



City Services Received High Ratings from Businesses

Q2. Which three of the services, City departments, or programs are most important to your business?

by percentage of respondents who selected the items as one of their top three choices



Importance-Satisfaction Rating

2024 City of Dallas Business Survey

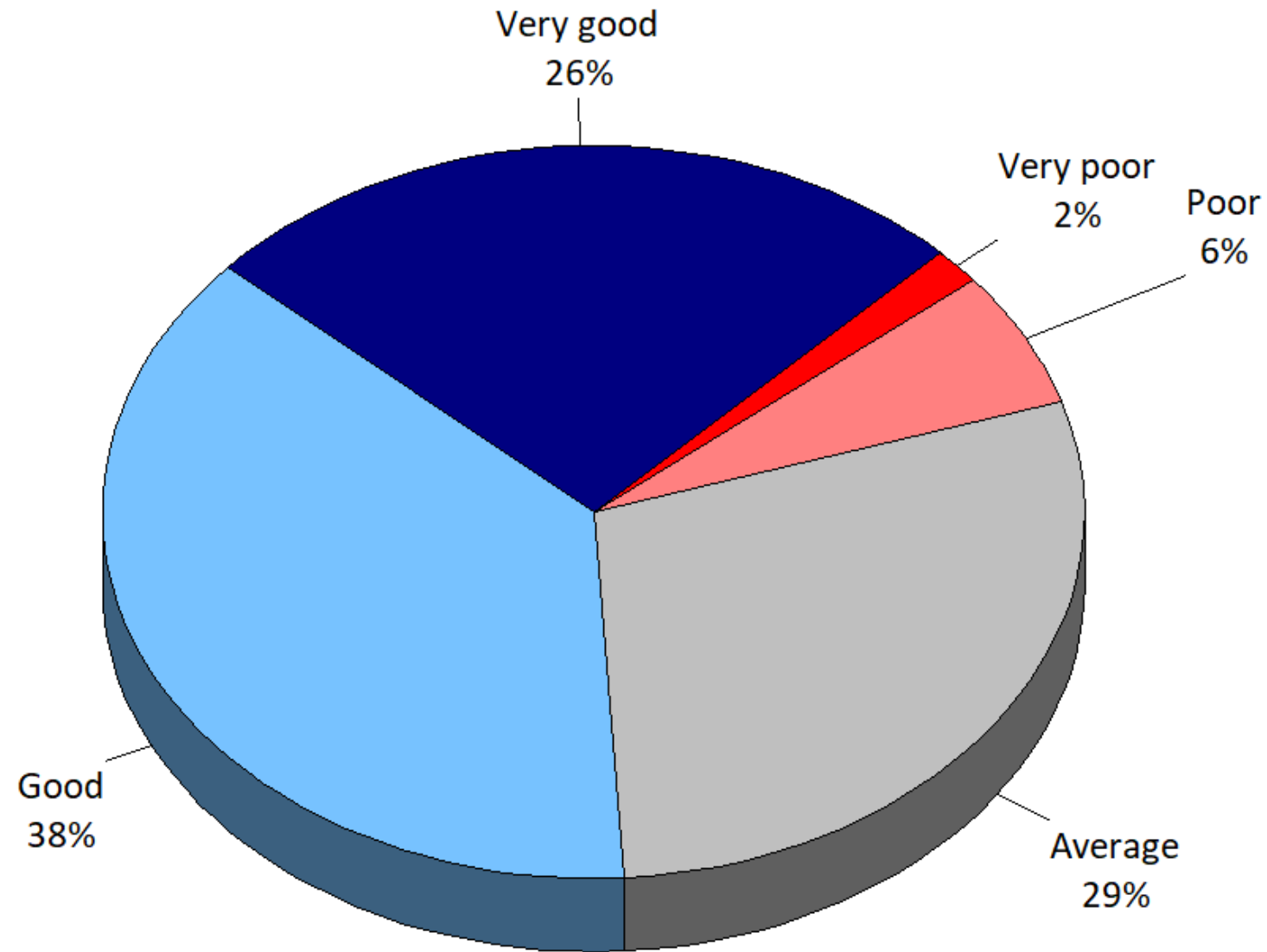
City Services/Programs

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS < .10)</u>						
Streets Maintenance	18%	8	51%	15	0.0874	1
Building Permits	25%	3	67%	13	0.0821	2
Police Department	27%	2	74%	9	0.0707	3
Small Business Services	31%	1	81%	3	0.0591	4
Economic Development	21%	5	75%	6	0.0528	5
Building Inspections	25%	4	80%	4	0.0512	6
Code Enforcement	13%	10	68%	11	0.0422	7
City Hall (General)	16%	9	75%	5	0.0385	8
Water Services	19%	7	81%	2	0.0369	9
Water & Sewer Billing	13%	12	72%	10	0.0361	10
Planning & Zoning	13%	11	74%	8	0.0341	11
Fire Inspection	20%	6	86%	1	0.0287	12
Police Traffic Enforcement	5%	13	59%	14	0.0203	13
Restaurant Inspections	5%	14	68%	12	0.0153	14
Street Drainage	4%	15	75%	7	0.0105	15

Top Priorities Are Street Maintenance, Building Permits, Police Department and Small Business Services

Q3. Overall, how would you rate the City of Dallas' customer service?

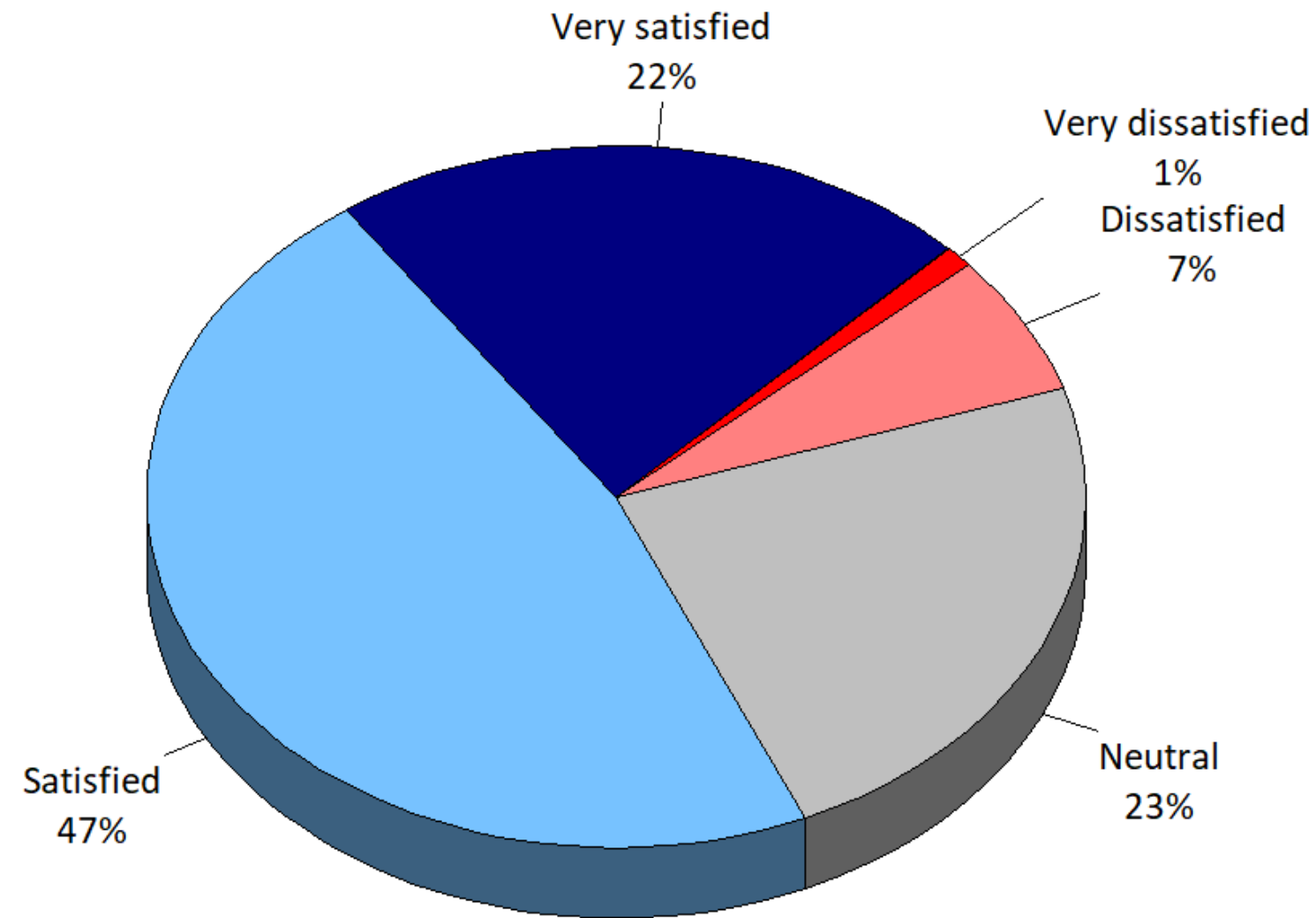
by percentage of respondents (excluding "haven't used Dallas customer service")



64% Rated the City's Customer Service as "Very Good" or "Good"; only 8% Gave a Rating of "Poor" or "Very Poor" ²⁰

Q4. In general, how satisfied are you with the overall quality of services provided by the City of Dallas?

by percentage of respondents (excluding "haven't used City services")



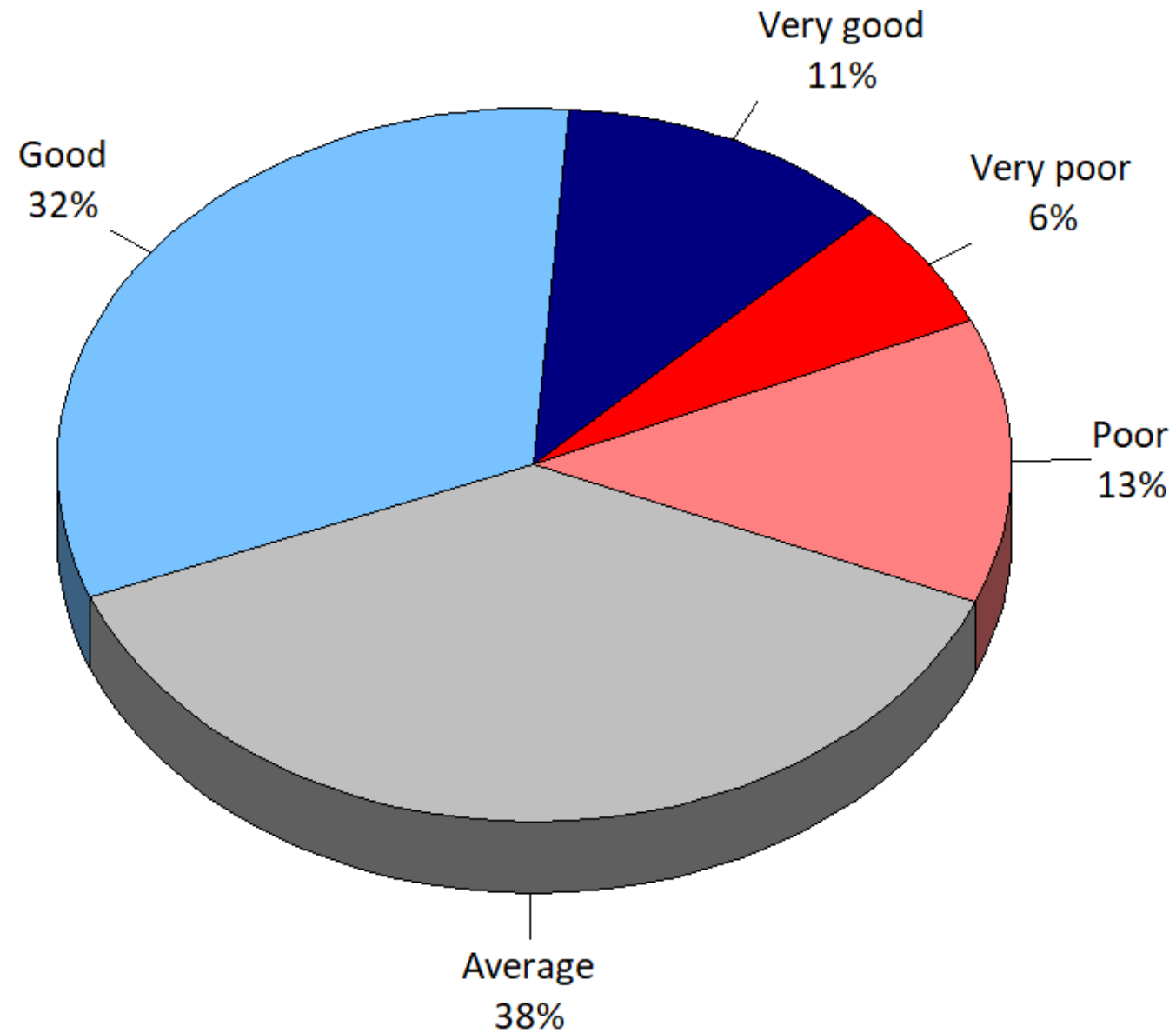
69% Are Satisfied with the Overall Quality of Services Provided by the City; Only 8% Are Dissatisfied

Topic #3

Communication

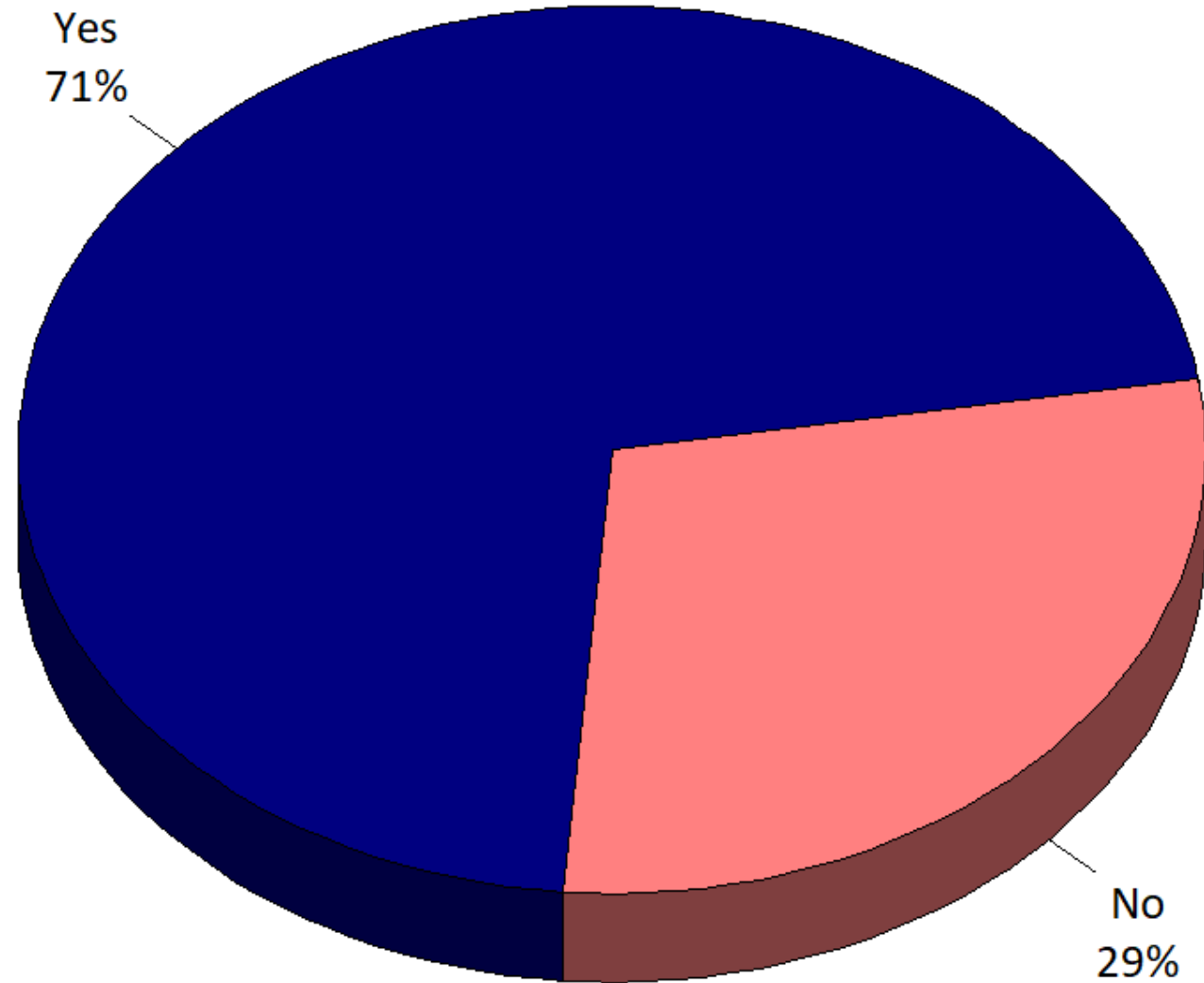
Q15. Overall, how would you rate the job the City of Dallas does in communicating with business owners and managers?

by percentage of respondents (excluding "don't know/unsure/not needed")



Q12. Has your business used the City of Dallas website to get information on City services?

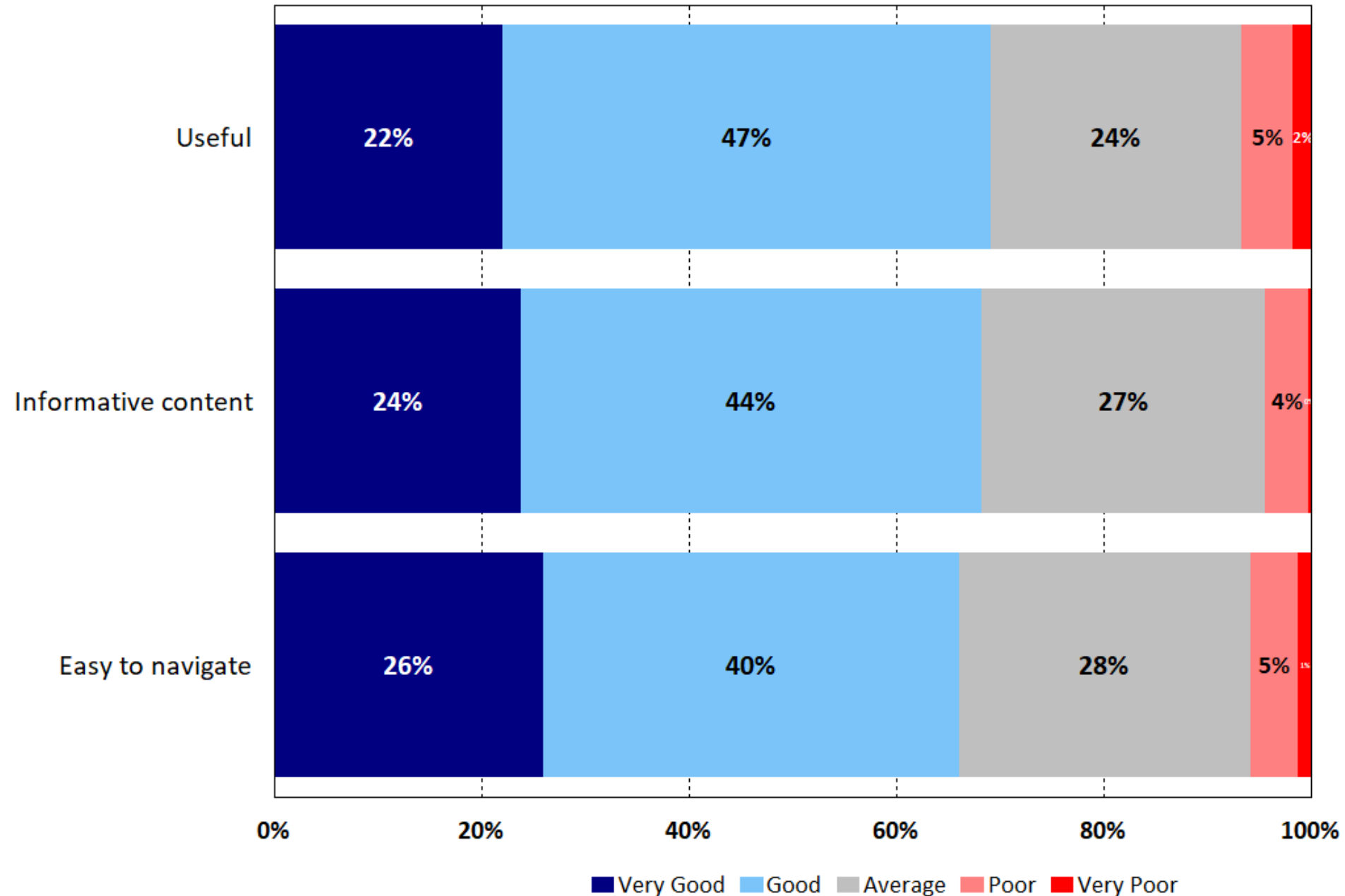
by percentage of respondents (excluding "don't know/unsure")



71% of Businesses Have Gotten Information on City Services from the City's Website

Q13. Please rate the website on the following characteristics.

by percentage of respondents (excluding "don't know")



Most Businesses Have Feel the City's Website Is Useful, Informative, and Easy to Navigate

Summary

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Questions?

Thank You!!