

2020 Community Survey

City of Dallas, Texas



City of Dallas

Presented by

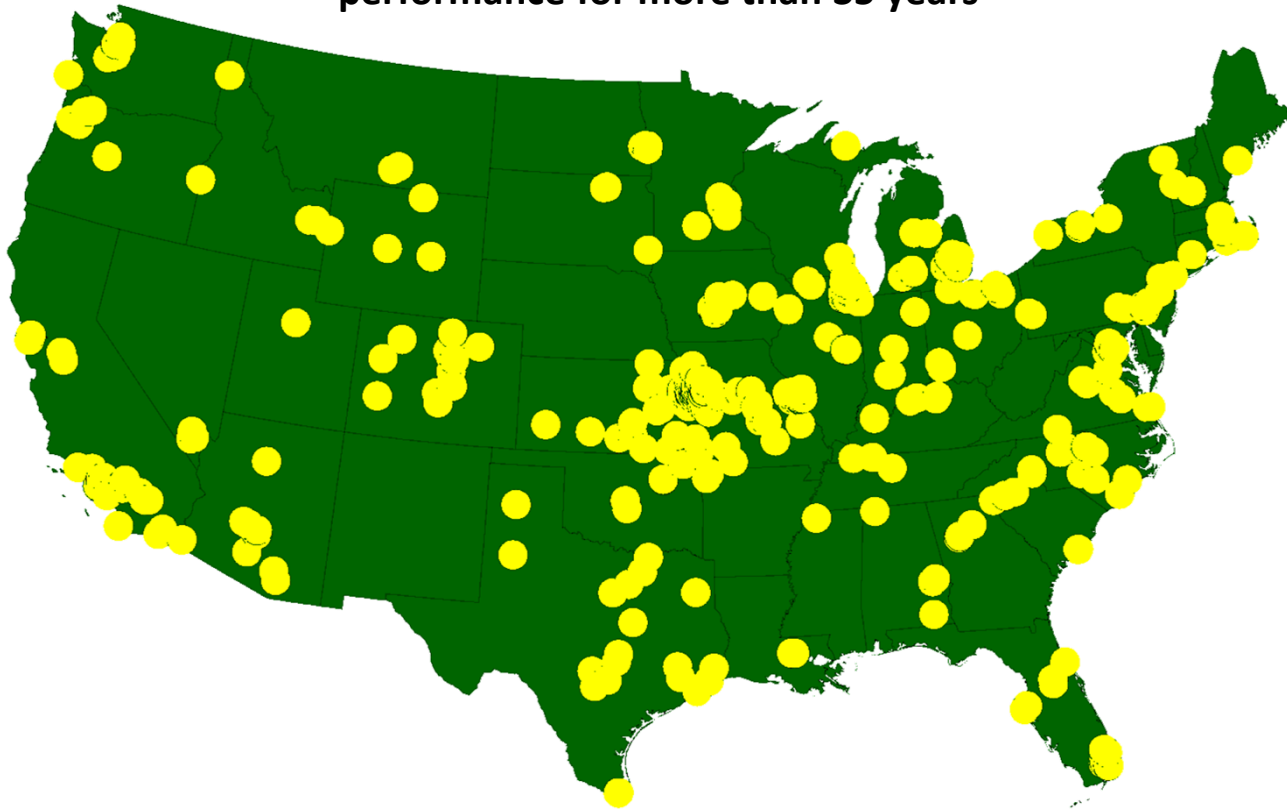


April 2020

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 more than 35 years



More than 2,200,000 persons surveyed since 2010 for more than 900 communities in 49 States, including 13 of the 20 largest U.S. cities

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

- Dallas, TX
- San Antonio, TX
- Austin, TX
- Fort Worth, TX
- El Paso, TX
- Atlanta, GA
- Charlotte, NC
- Columbus, OH
- Denver, CO
- Detroit, MI
- Indianapolis, IN
- Las Vegas, NV
- Los Angeles, CA
- Louisville, KY
- Memphis, TN
- Mesa, AZ
- Milwaukee, WI
- Nashville, TN
- Oklahoma City, OK
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- Tucson, AZ
- Washington D.C.

**ETC Institute
maintains data
for 24 of the 37
U.S. cities with
populations
above 500,000**

Agenda

- **Purpose**
- **Survey Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **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**

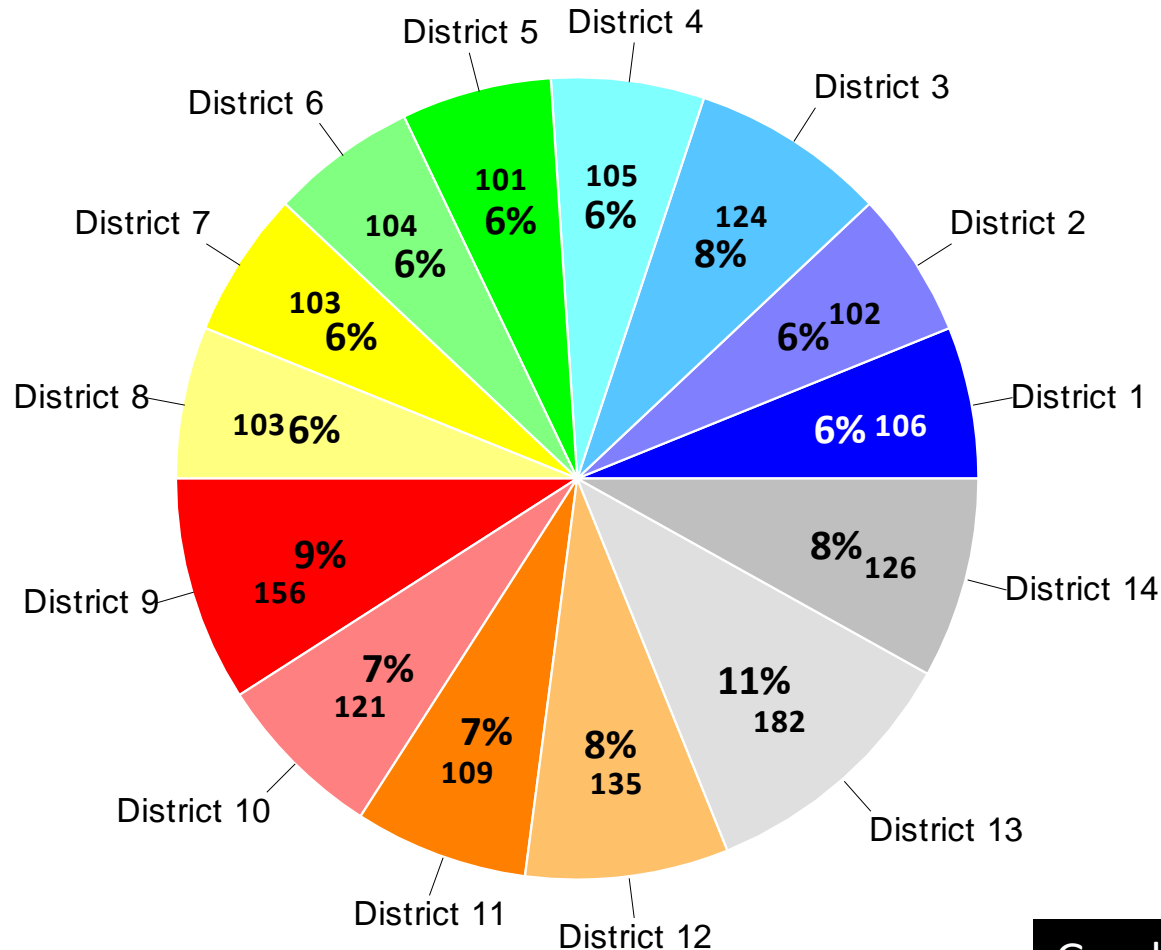
Survey Methodology

- **Survey description:**
 - survey was 7 pages long
 - took 15-20 minutes to complete
- **Sample size:** 1,667 completed surveys
 - over 100 surveys were completed per council district
- **Method of administration:**
 - by mail, online and phone
 - randomly selected sample of households in the City
 - results valid for all 14 council districts
- **Confidence level:** 95%
- **Margin of error:** +/- 2.4% overall
- **GIS mapping**

Location of Survey Respondents

Survey Respondents by Council District

by percentage of respondents



Good representation
by district

Bottom Line Up Front

- Residents have a positive perception of the City
 - ▣ 76% rated Dallas as “excellent” or “good” place to live; only 4% gave a rating of “poor”
- Overall satisfaction with City services is 10% above the national average for large U.S. cities
- Dallas is setting the standard for customer service among large U.S. cities
- Top overall priorities for residents:
 - ▣ Infrastructure maintenance
 - ▣ Police services

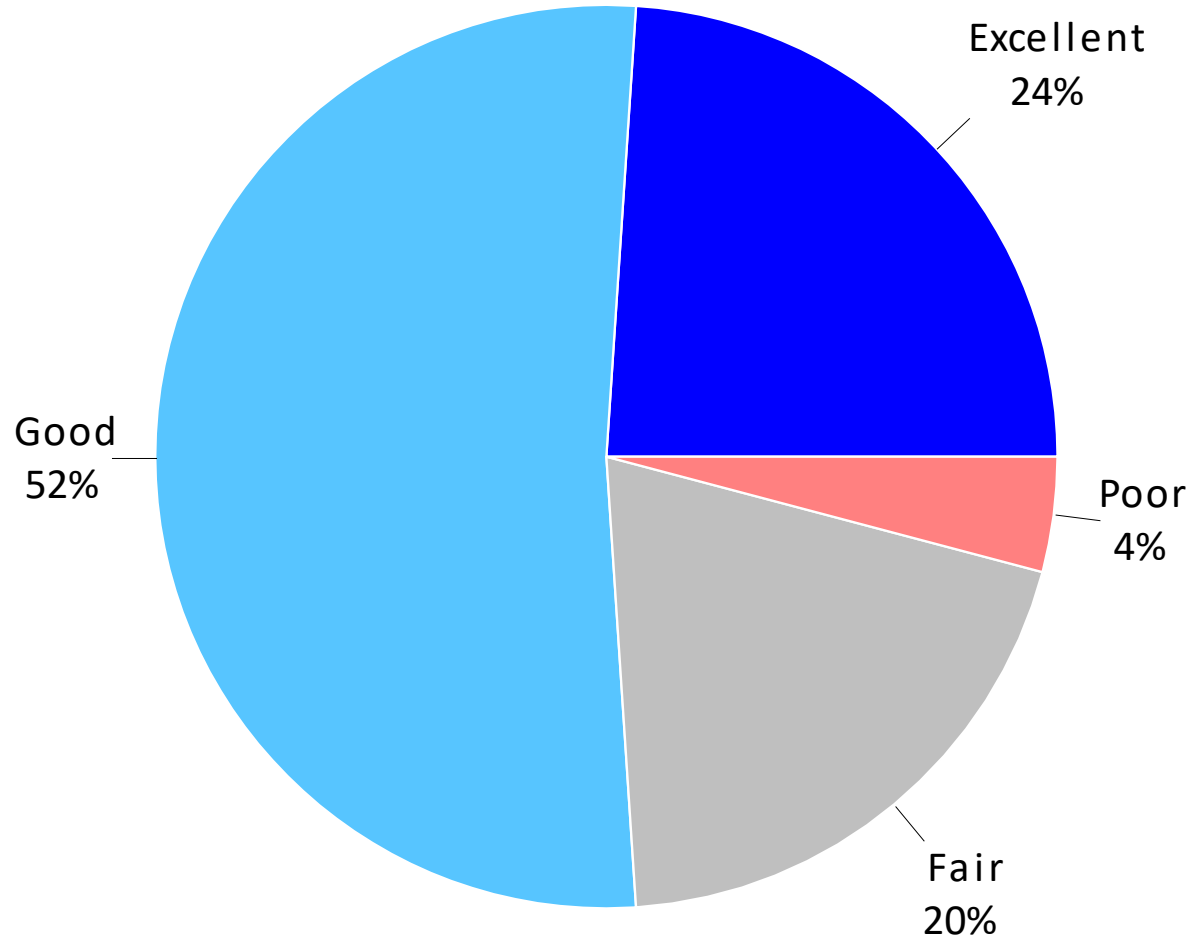


Major Finding #1

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

Q1. Dallas as a Place to Live

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

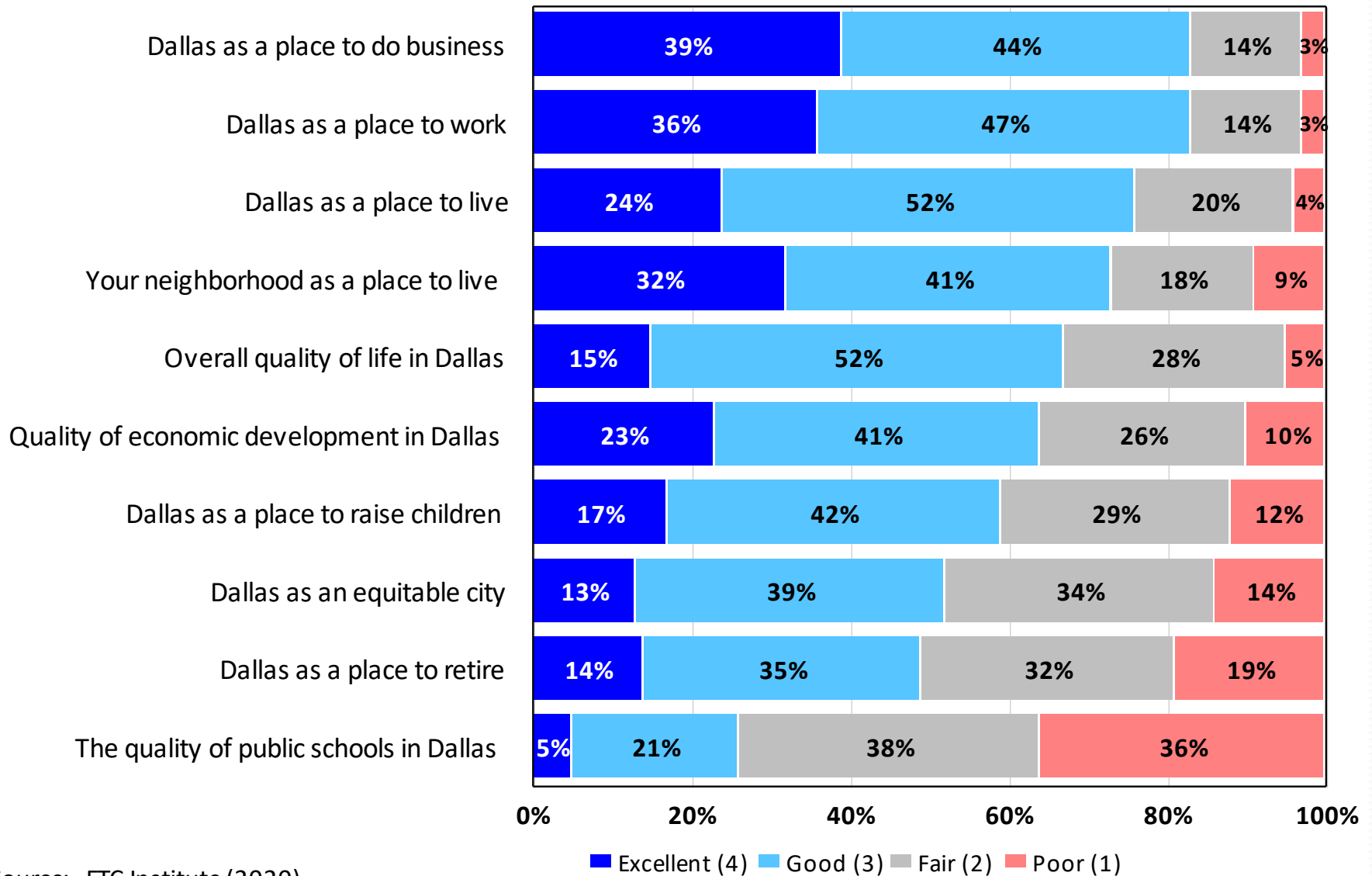


Source: ETC Institute (2020)

**76% of Residents Rated Dallas as an "Excellent" or "Good" Place to Live;
Only 4% Gave a Rating of "Poor"**

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 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)

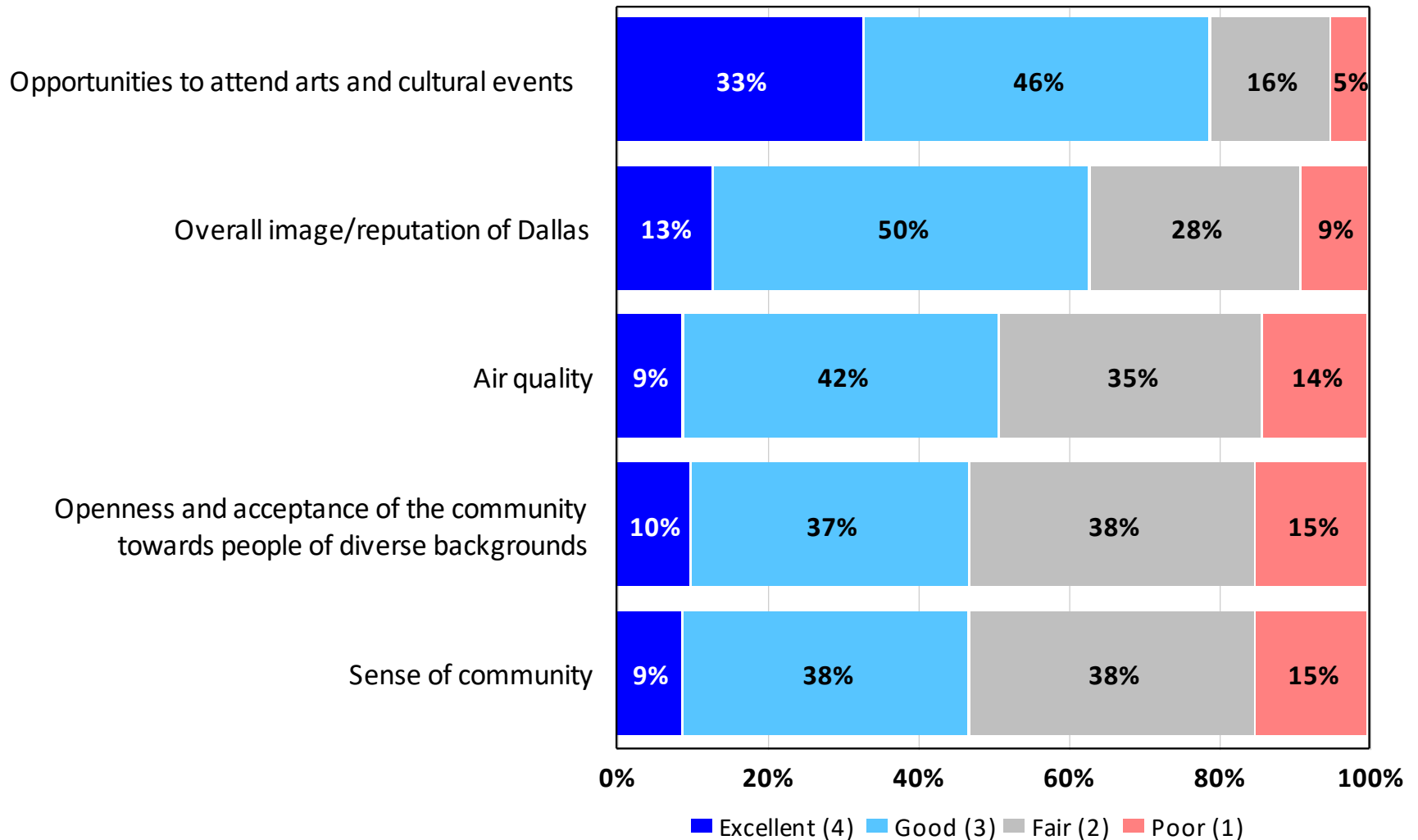


Source: ETC Institute (2020)

Most Residents Gave Positive Ratings for Dallas as a Place to do Business, Work, and Live

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 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)

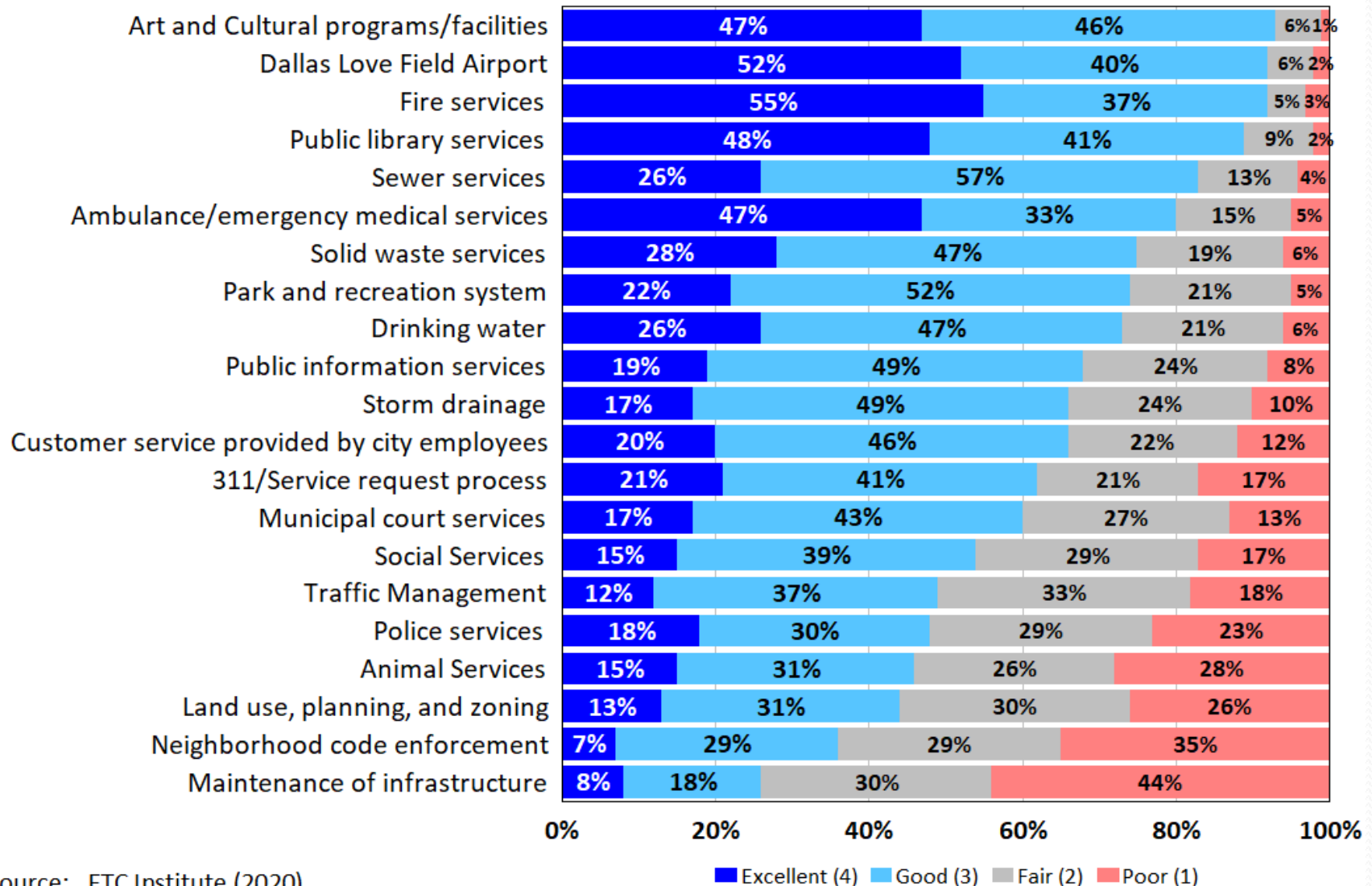


Source: ETC Institute (2020)

Dissatisfaction Was Low in All Areas Rated within this Category

Q8. 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 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)



Source: ETC Institute (2020)

With the Exception of the Maintenance of Infrastructure, the Percentage of "Excellent/Good" Ratings Exceeded the Percentage of "Poor" Ratings



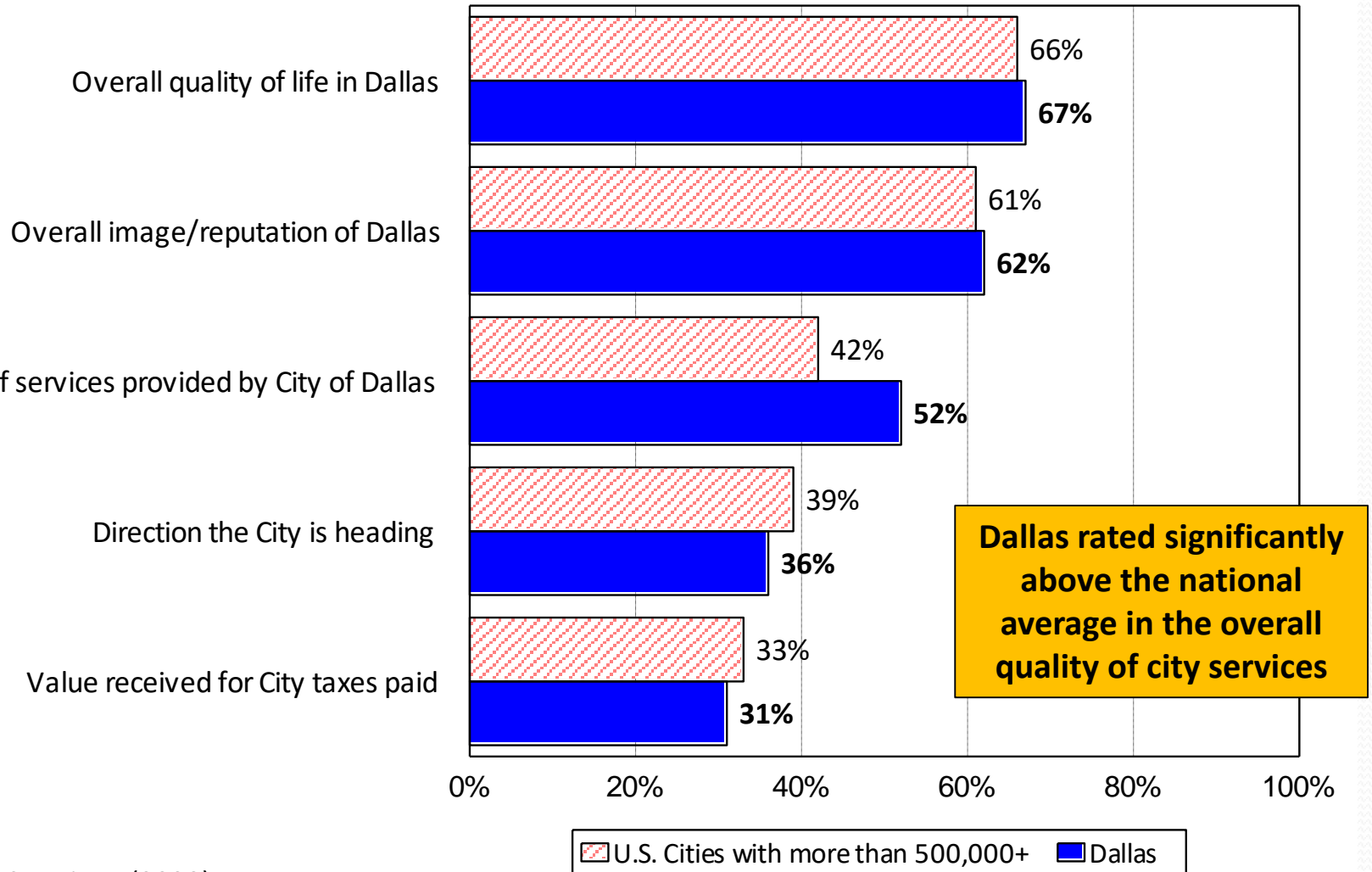
Major Finding #2

**The City 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 rated the item as a 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 4 was "satisfied"



Source: ETC Institute (2020)

Significantly Higher Than U.S. Average:



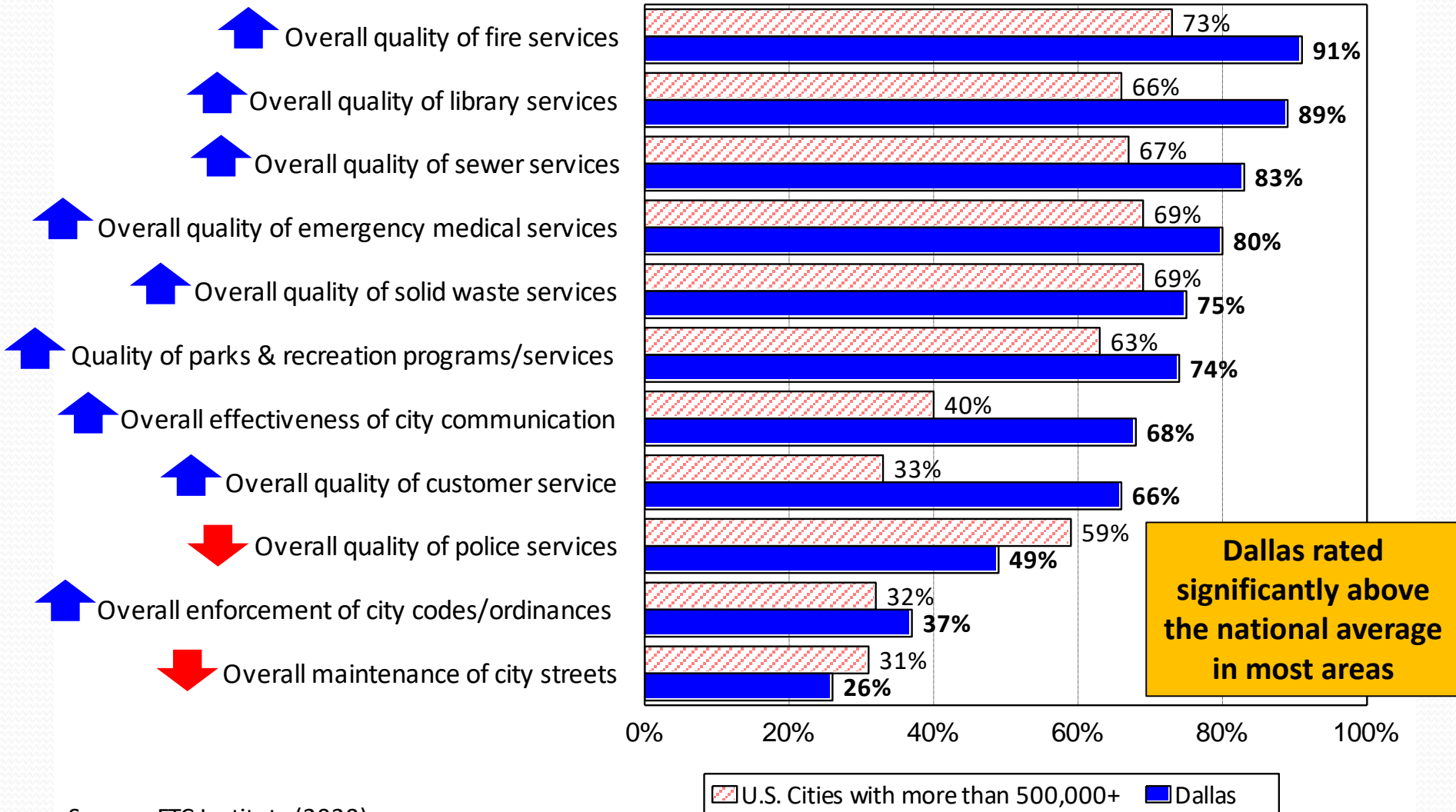
Significantly Lower Than U.S. Average:



Satisfaction with City Services

Dallas vs. Other Large U.S. Communities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 4 was "satisfied"



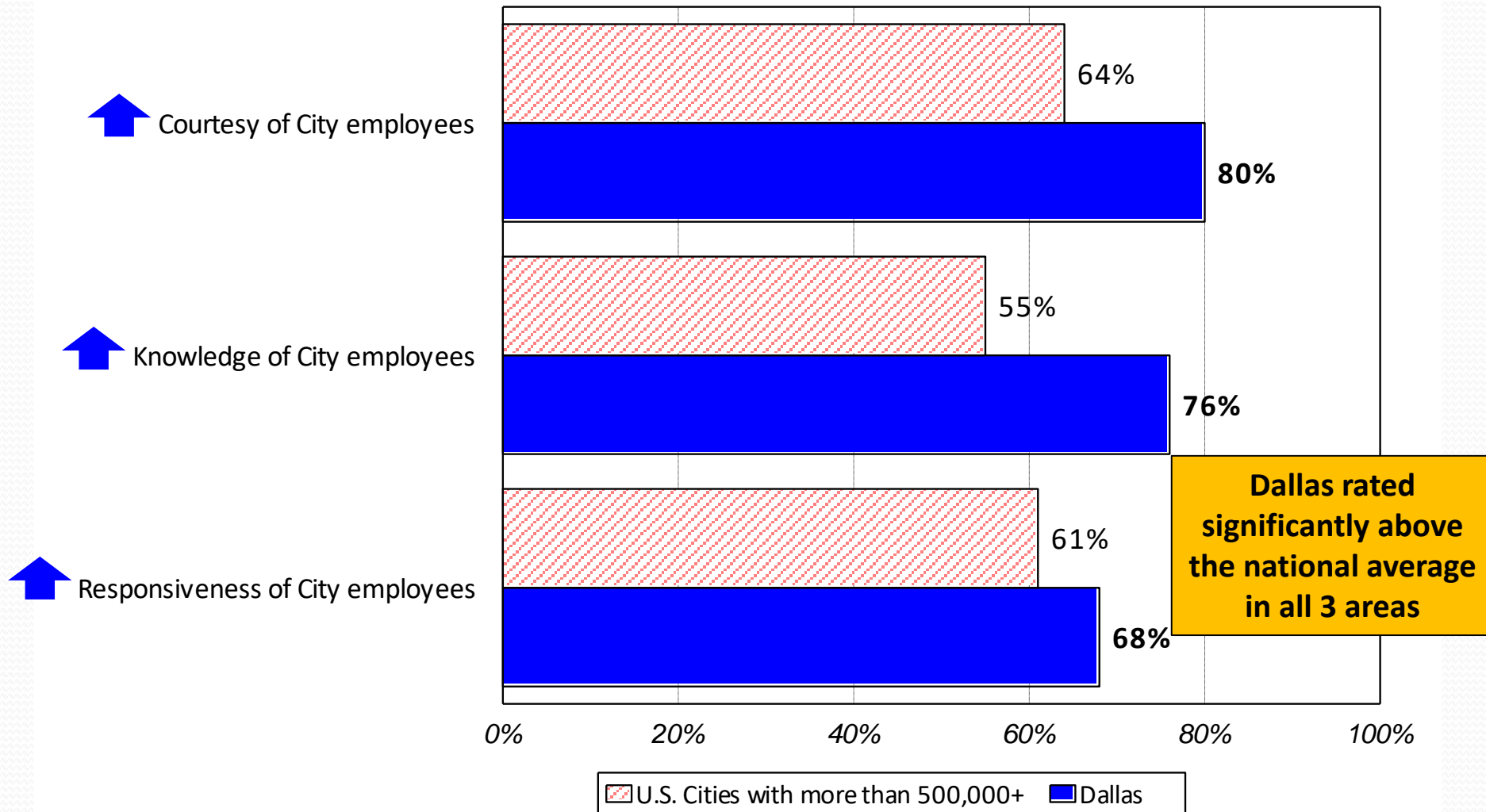
Source: ETC Institute (2020)

Significantly Higher Than U.S. Average: **Significantly Lower Than U.S. Average:**

Customer Service from City Employees

Dallas vs. Other Large U.S. Communities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 4 was "satisfied"



Source: ETC Institute (2020)

Significantly Higher Than U.S. Average:  **Significantly Lower Than U.S. Average:** 



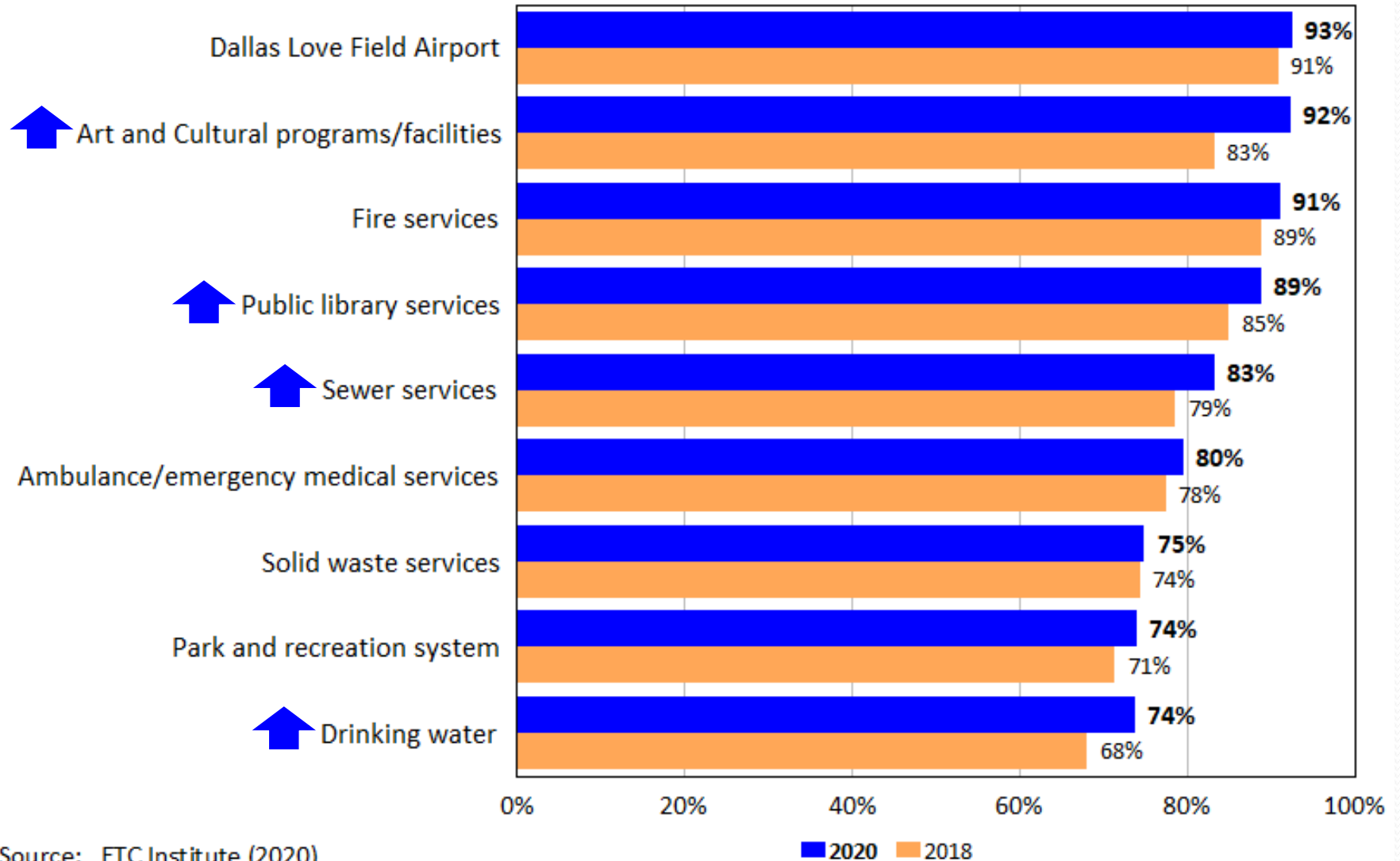
Major Finding #3

Trend Analysis

Q8. Ratings of Major Categories of City Services

Trends

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



Significant Increases From 2018:



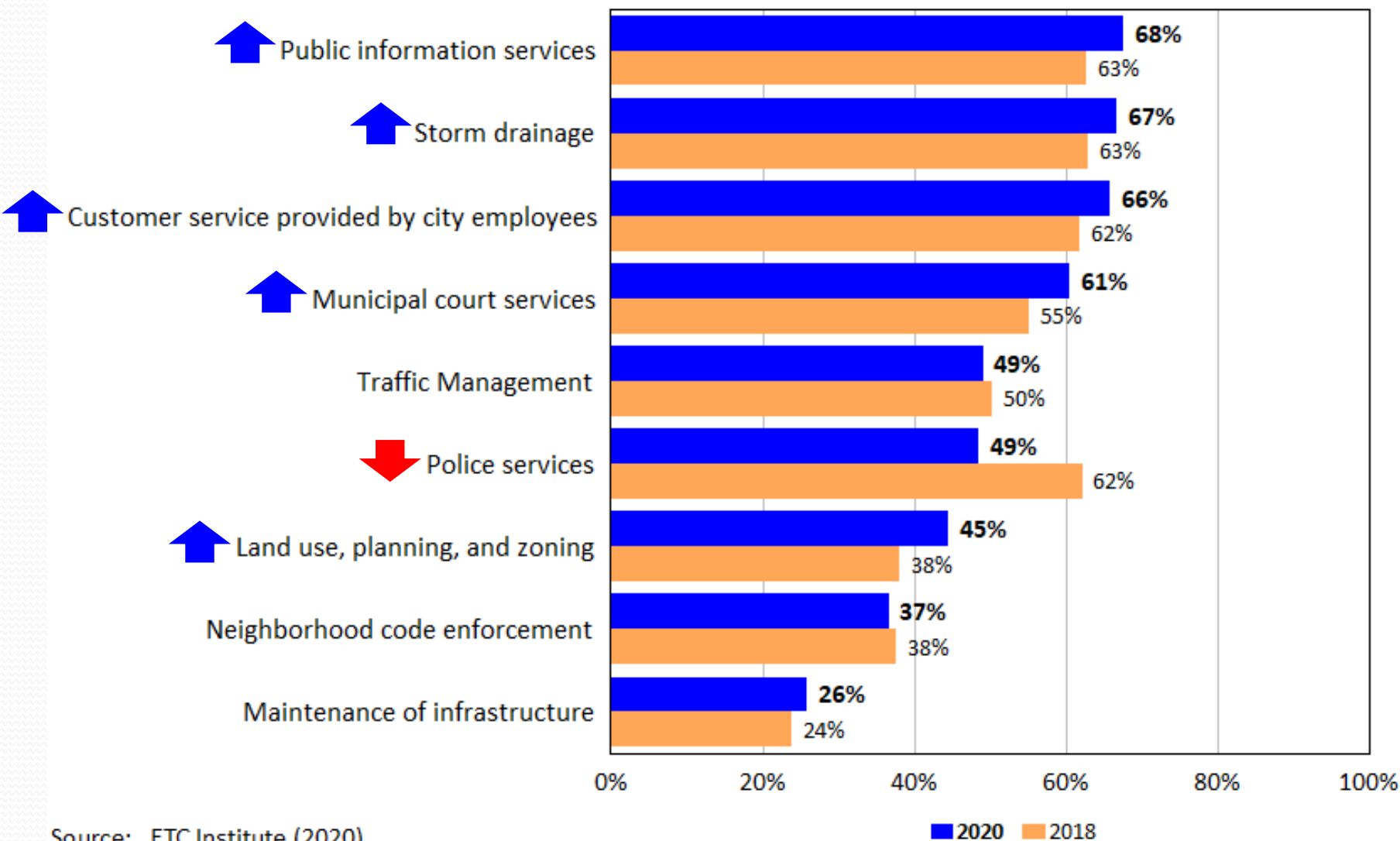
Significant Decreases From 2018:



Q8. Ratings of Major Categories of City Services (Cont.)

Trends

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



Source: ETC Institute (2020)

Significant Increases From 2018:



Significant Decreases From 2018:



Short-Term Trends

Notable Short-Term Increases Since 2018

- ☐ Arts and cultural programs
- ☐ Land use, planning, and zoning
- ☐ Sewer services
- ☐ Public information services
- ☐ Your neighborhood as a place to live

Notable Short-Term Decreases Since 2018

- ☐ Range/variety of recreation programs/classes
- ☐ Crime prevention
- ☐ Recreation centers/facilities
- ☐ Police services
- ☐ Services to low income residents

Long-Term Trends

Notable Short-Term Increases Since 2007

- ☐ Arts and cultural programs
- ☐ Sewer services
- ☐ Courtesy of City employees
- ☐ Your neighborhood as a place to live
- ☐ Overall customer service from City employees

Notable Short-Term Decreases Since 2007

- ☐ Traffic enforcement
- ☐ Ease of travel by bus
- ☐ Alley maintenance
- ☐ Crime prevention
- ☐ Ease of travel by car



Major Finding #4

Opportunities for Improvement

2020 Importance-Satisfaction Rating

Dallas, Texas

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of infrastructure	55%	2	26%	21	0.4038	1
Police services	58%	1	49%	17	0.2966	2
High Priority (IS .10-.20)						
Neighborhood code enforcement	28%	4	37%	20	0.1760	3
Traffic management	31%	3	49%	16	0.1598	4
Social services	25%	5	54%	15	0.1148	5
Medium Priority (IS <.10)						
Land use, planning, and zoning	13%	11	45%	19	0.0698	6
Animal Services	11%	13	46%	18	0.0585	7
Drinking water	21%	6	74%	9	0.0539	8
Customer service provided by city employees	12%	12	66%	12	0.0396	9
Ambulance/emergency medical services	19%	7	80%	6	0.0388	10
Solid waste services	15%	8	75%	7	0.0377	11
Park and recreation system	13%	10	74%	8	0.0338	12
311/Service request process	9%	14	62%	13	0.0324	13
Storm drainage	7%	15	67%	11	0.0246	14
Public information services	4%	19	68%	10	0.0126	15
Fire services	13%	9	91%	3	0.0117	16
Sewer services	5%	17	83%	5	0.0087	17
Municipal court services	2%	21	61%	14	0.0083	18
Public library services	5%	18	89%	4	0.0053	19
Art and Cultural programs/facilities	7%	16	92%	2	0.0052	20
Dallas Love Field Airport	3%	20	93%	1	0.0022	21

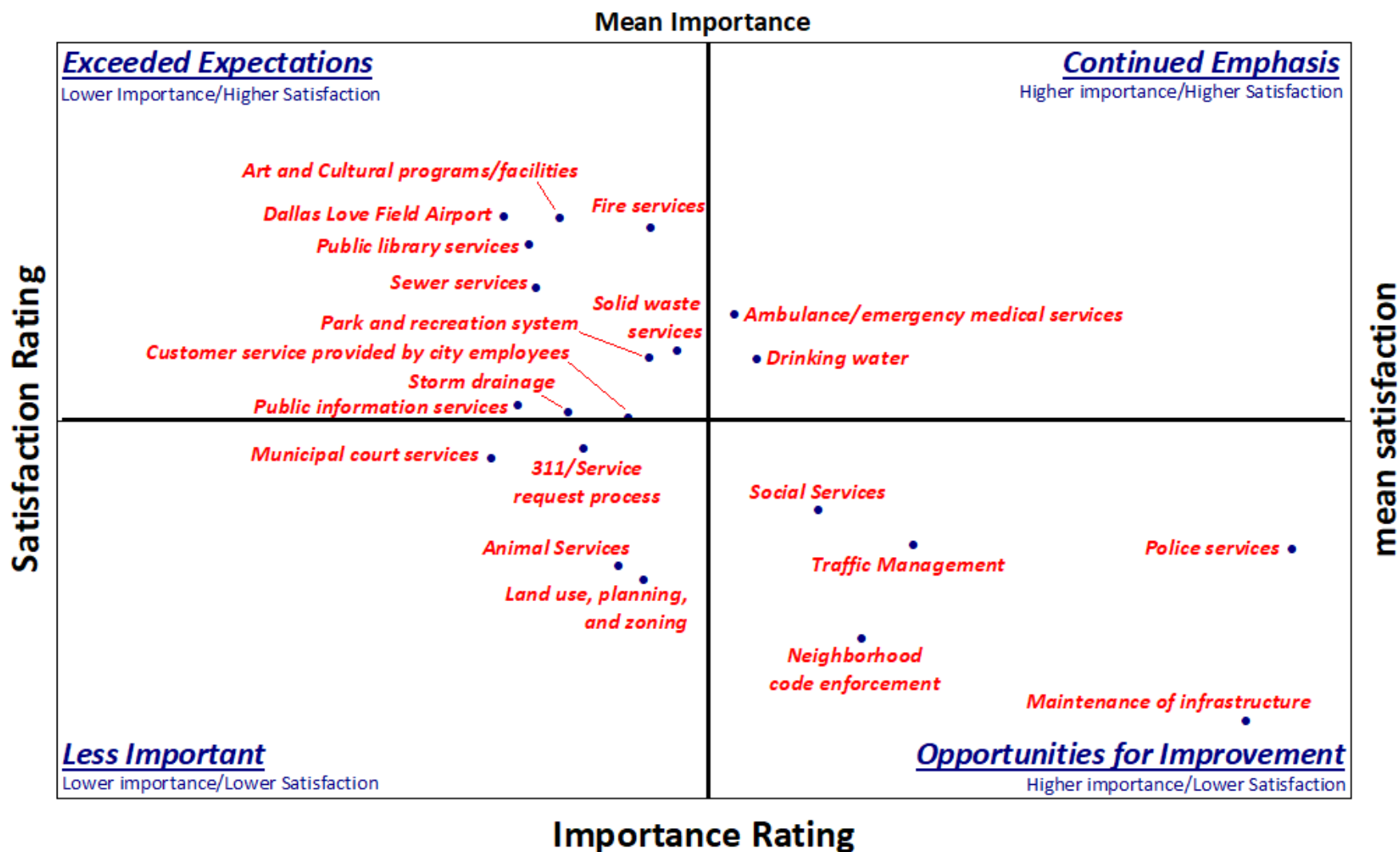
Overall Priorities:

City of Dallas Community Survey

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)





Summary

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Questions?

THANK YOU!!