
2011 City of Dallas Community Survey

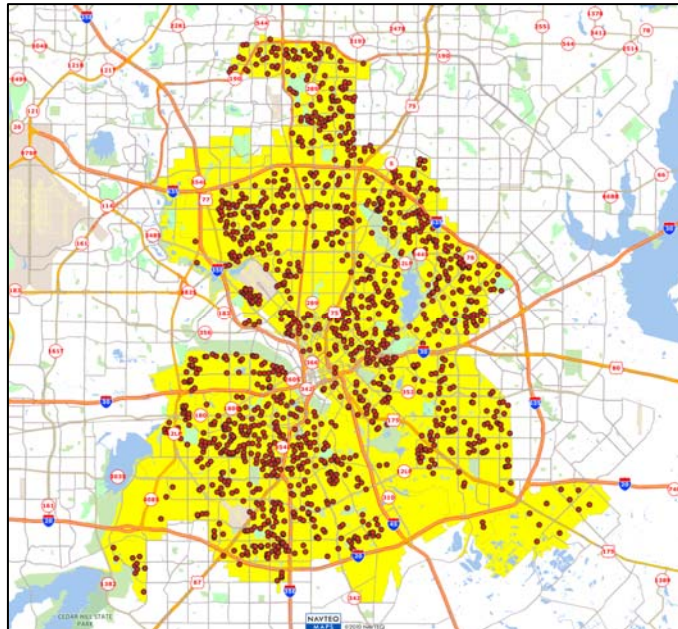
Executive Summary Report

Overview and Methodology

During the spring of 2011, ETC Institute administered a Community Survey on behalf of the City of Dallas. Previous Community Surveys were conducted in 2005, 2006, 2007 and 2009. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services to help improve the quality of city services and to determine priorities for the community.

The seven-page survey was mailed to a random sample of 10,000 households in the City of Dallas. Approximately seven days after the surveys were mailed; residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. A total of 1,428 households completed the survey.

The results for the random sample of 1,428 households have a 95% level of confidence with a precision of at least +/- 2.6%. In order to better understand how well services are being delivered by the City, ETC Institute mapped the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Dallas with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report.

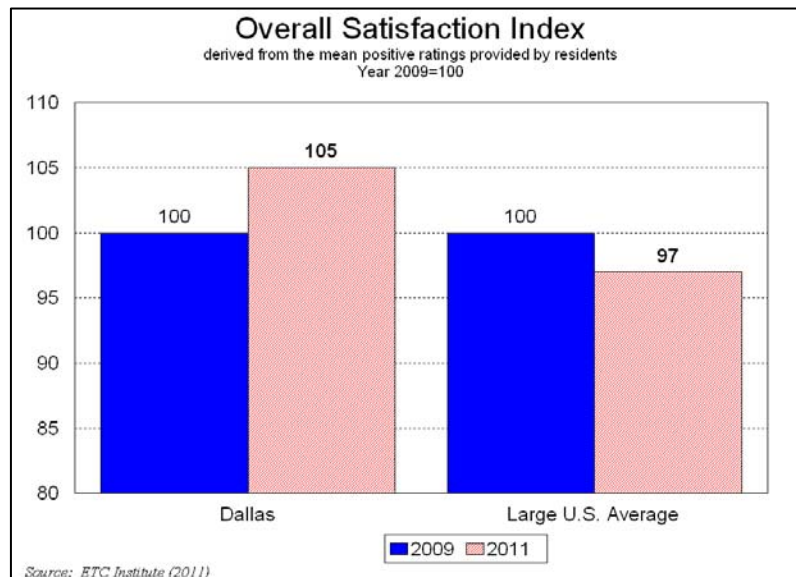
This summary report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- GIS maps that show the results of selected questions as maps of the City
- importance-satisfaction analysis
- tabular data that show the results for each question on the survey
- a copy of the English and Spanish survey instruments.

Trend Summary

To objectively assess the change in overall satisfaction with city services from 2009 to 2011, ETC Institute developed a Composite Satisfaction Index for the City. The Composite Satisfaction Index is derived from the mean rating given for the 12 major categories of city services that were assessed in both 2009 and 2011. The index is calculated by dividing the mean rating from 2011 by the mean rating from 2009 and then multiplying the result by 100.

The chart to the right shows the Composite Satisfaction Index from 2009 and 2011 for the City of Dallas and large U.S. communities. While the Composite Customer Satisfaction Index for the City of Dallas improved by 5 points from 2009 to 2011, the U.S. average for large communities declined by 3 points. City leaders in Dallas are to be commended for their efforts to sustain high levels of service during a period in which national and regional attitudes toward local government have generally become more negative.



Although overall satisfaction improved or stayed about the same in all 12 of the major service categories that were rated, there were significant changes in some of the specific areas that were assessed on the survey. Given the sample size of both surveys, changes of 3.0% or more from 2009 to 2011 were statistically significant. The five most significant increases and decreases among all items that were assessed in 2009 and 2011 on the survey are listed below.

- **Most Significant INCREASES.** The most significant increases in satisfaction from 2009 to 2011 were:
 - Feeling of safety in Dallas's parks during the day (+10%)
 - Access to affordable quality health care (+10%)
 - Response time of police to emergencies (+10%)
 - Services to low-income people (+10%)
 - Street lighting (+9%)
- **Most Significant DECREASES.** The most significant decreases in satisfaction from 2009 to 2010 were:
 - Quality of the City's website (-5%)
 - Ease of bus travel in Dallas (-4%)
 - Ease of car travel in Dallas (-4%)
 - Traffic enforcement (-4%)
 - Townhall meetings (-4%)

Major Findings

- **Perception of the Overall Quality of Life in Dallas.** More than two-thirds (67%) of the residents surveyed felt the quality of life in Dallas was “excellent” (15%) or “good” (52%); 29% of residents felt the quality of life in Dallas was “fair” and only 4% felt it was poor.
- **Ratings of Dallas as a Place to Do Business, Place to Live, and Work.** Seventy-seven percent (77%) of the residents surveyed felt Dallas was an “excellent” (29%) or “good” (48%) place to do business; 76% of residents felt Dallas was an “excellent” (26%) or “good” (50%) place to live and 75% felt Dallas was an “excellent” (28%) or “good” (47%) place to work.
- **Ratings of Various Characteristics and Opportunities in the City.** Eighty-four percent (84%) of the residents surveyed rated shopping opportunities in Dallas as “excellent” (46%) or “good” (38%); 79% of residents rated the opportunities to attend art/cultural events in Dallas as “excellent” (29%) or “good” (50%) and 68% of residents rated educational opportunities in Dallas as “excellent” (21%) or “good” (47%).

- **Ratings of Access in the Community.** Seventy-three percent (73%) of residents rated the access to affordable, quality food in Dallas as “excellent” (24%) or “good” (49%) and 63% of residents rated the access to affordable quality housing as “excellent” (19%) or “good” (44%).
- **Ratings of Mobility in the Community.** Sixty-two percent (62%) of residents rated the ease of rail/subway travel in Dallas as “excellent” (20%) or “good” (42%); 55% of residents rated the ease of bus travel in Dallas as “excellent” (16%) or “good” (39%), and 53% of residents rated the ease of car travel in the City as “excellent” (13%) or “good” (40%).
- **Speed of Growth.** More than half (51%) of residents felt population growth in Dallas was “much too fast” (18%) or “too fast” (33%), 43% felt it was “about right” and 5% felt it was “much too slow” (1%) or “too slow” (4%). More than half (58%) of residents felt job growth in Dallas was “much too slow” (13%) or “too slow” (45%), 37% felt it was “about right” and 6% felt it was “much too fast” (2%) or “too fast” (4%).
- **Perceptions of Problems in the City.** The items that residents felt were the biggest problems in the City, based upon the percentage of residents who rated the item as a “major” problem, were: drugs (57%), traffic congestion (45%), crime (42%), homelessness (38%), and unsupervised youth (34%).
- **Perception of Safety in the City.** Based upon the combined percentage of residents who felt “very safe” or “safe,” residents felt most safe walking in their neighborhood during the day (68%), in Dallas’s downtown area during the day (68%) and in Dallas’s parks during the day (68%). Residents felt least safe in Dallas’s parks after dark (14%).
- **Major Categories of City Services.** The City services that residents rated the highest, based upon a combination of “excellent” and “good” ratings, were: fire services (89%), ambulance/emergency medical services (84%), arts and cultural programs (79%), public library services (76%), solid waste services (73%) and sewer services (71%). Residents rated the maintenance of infrastructure lowest (30%). The City services that residents felt should be the top four priorities were: 1) police services, 2) the maintenance of infrastructure, 3) code enforcement and 4) drinking water.
- **Public Safety.** The public safety services that residents rated the highest, based upon a combination of “excellent” and “good” responses were: the fire department’s response time to emergencies (80%) and fire prevention and education (65%). Residents rated the quality of animal control lowest (43%). The public safety services that residents felt were most important were: 1) crime prevention and 2) police response time to emergencies.

- **Streets and Infrastructure.** The street and infrastructure services that residents rated the highest, based upon a combined percentage of “excellent” and “good” responses were: street lighting (47%), street cleaning (39%) and the maintenance of neighborhood streets (38%). Residents rated alley maintenance lowest (26%). The streets and infrastructure services that residents felt were most important were: 1) street repair and 2) street lighting.
- **Solid Waste.** The solid waste services that residents rated the highest, based a combined percentage of “excellent” and “good” responses were: recycling (77%), garbage collections (76%) and bulk trash pickup (70%). The solid waste services that residents felt should be the City’s top priorities were: 1) garbage collections and 2) recycling.
- **Water and Wastewater.** The water and wastewater service that residents rated the highest, based a combined percentage of “excellent” and “good” responses was water pressure (80%). The water and wastewater services that residents felt should be the City’s top priorities were: 1) taste of tap water in the home and 2) water pressure in the home.
- **Public Information.** The public information services that residents rated the highest, based upon a combined percentage of “excellent” and “good” responses were: WRR’s 101.1 broadcast of City Council meetings (67%), 3-1-1 services (66%), the quality of the City’s website (64%), and the quality of the City’s cable television channel (62%). The public information services that residents felt were most important were: 1) 3-1-1 services and 2) the availability of information about City programs and services.

The top two sources where residents get news and information about City programs, services and events were: the television (72%) and local newspapers (54%).

- **Park and Recreation.** The park and recreation services that residents rated the highest, based upon a combined percentage of “excellent” and “good” responses were: the accessibility of parks (71%), City parks (67%), the accessibility of recreation centers and facilities (65%), outdoor athletic facilities (62%), the appearance/maintenance of parks (61%) and City golf course (60%). The park and recreation services that residents felt were most important were: 1) City parks, 2) the appearance and maintenance of City parks and 3) walking and biking trails in the City.
- **Customer Service.** Seventy-four percent (74%) of the residents surveyed rated the courtesy of City employees they interacted with as “excellent” (38%) or “good” (36%); 74% of residents rated the knowledge of City employees as “excellent” (34%) or “good” (40%) and 67% of residents rated the overall quality of City customer service as “excellent” (33%) or “good” (34%).

- **3-1-1 Customer Service.** Three-fourths (75%) of the residents surveyed rated the 3-1-1 customer service agent who handled their call as “excellent” (36%) or “good” (39%); 70% of residents rated the quality of service provided for calls related to water service as “excellent” (32%) or “good” (38%) and 68% of residents rated the quality of the City’s Web-Based Service Request System as “excellent” (28%) or “good” (40%).
- **Overall Quality of Service Provided by the City of Dallas.** Sixty-one percent (61%) of the residents surveyed rated the quality of services provided by the City of Dallas as “excellent” (13%) or “good” (48%); 32% rated City services as “fair” and 7% rated City services as “poor.”

Other Findings

- More than three-fourths (78%) of the residents surveyed rated the appearance of arts and cultural centers and facilities in the City as “excellent” (26%) or “good” (52%) and 67% of residents rated the accessibility of arts and cultural centers and facilities in the City as “excellent” (17%) or “good” (50%).
- Sixty-seven percent (67%) of residents rated the variety of library materials in Dallas as “excellent” (22%) or “good” (45%).
- Eighty-five percent (85%) of residents had never used the Trinity River Corridor’s recreation amenities; 7% of residents had used the Trinity River Corridor’s recreational amenities at least once and 8% did not provide a response.
- Eighty-five percent (85%) of residents reported the mode of transportation they used on a regular basis was driving alone.