



City of Dallas

*2011 City of Dallas
DirectionFinder® Survey*

Final Report

Submitted to

The City of Dallas, TX



725 W. Frontier Circle

Olathe, KS 66061

(913) 829- 1215

June 2011



Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: GIS Maps	79
Section 3: Importance-Satisfaction Analysis	153
Importance-Satisfaction Matrix Analysis	163
Section 4: Tabular Data	171
Section 5: Survey Instrument	227



2011 City of Dallas Community Survey

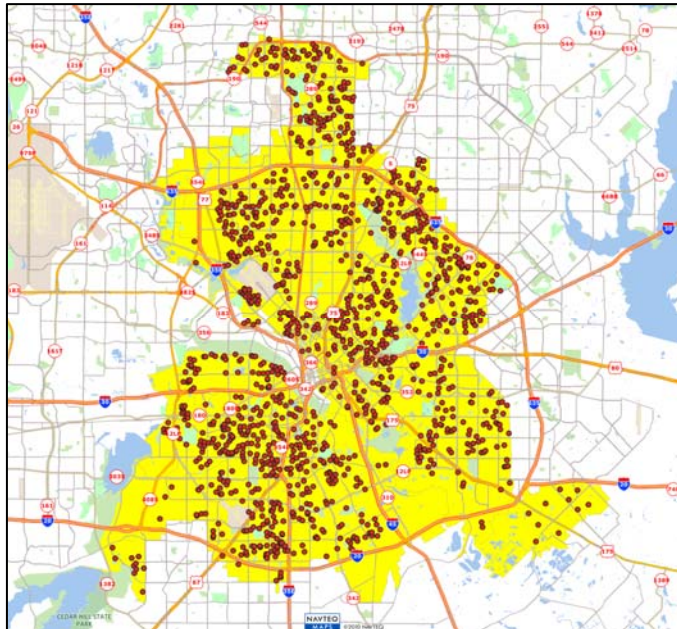
Executive Summary Report

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.

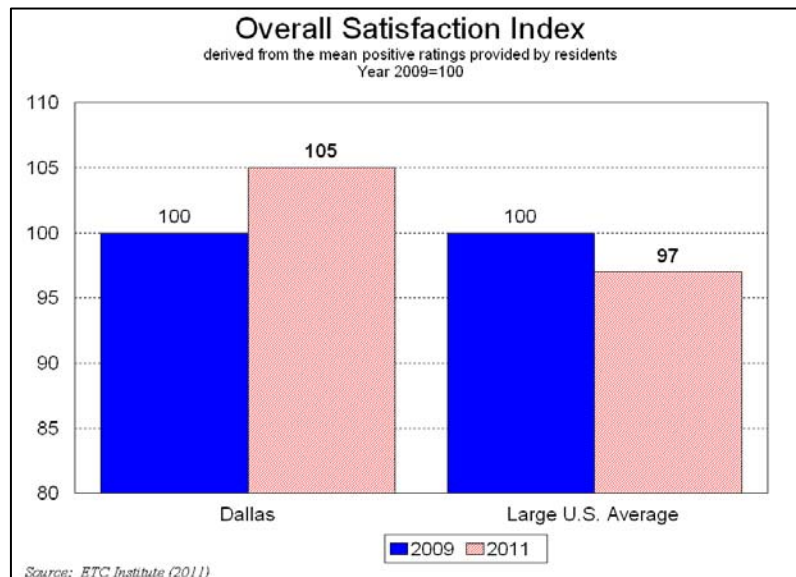
This summary report contains:

- 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

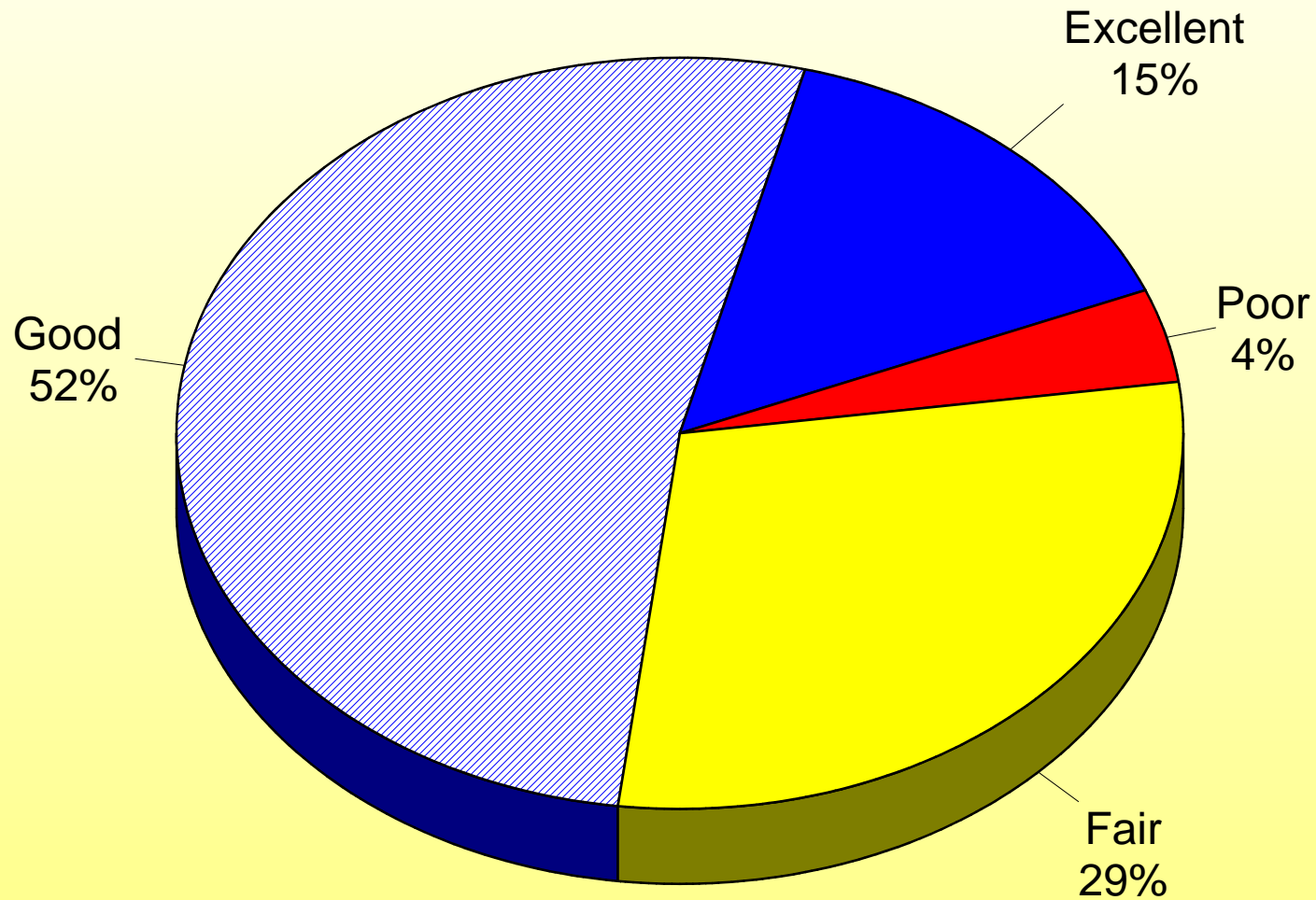
- More than three-fourths (78%) of the residents surveyed rated the appearance of arts and cultural centers and facilities in the City as “excellent” (26%) or “good” (52%) and 67% of residents rated the accessibility of arts and cultural centers and facilities in the City as “excellent” (17%) or “good” (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.

City of Dallas
2011 Community Survey

Perceptions of the City

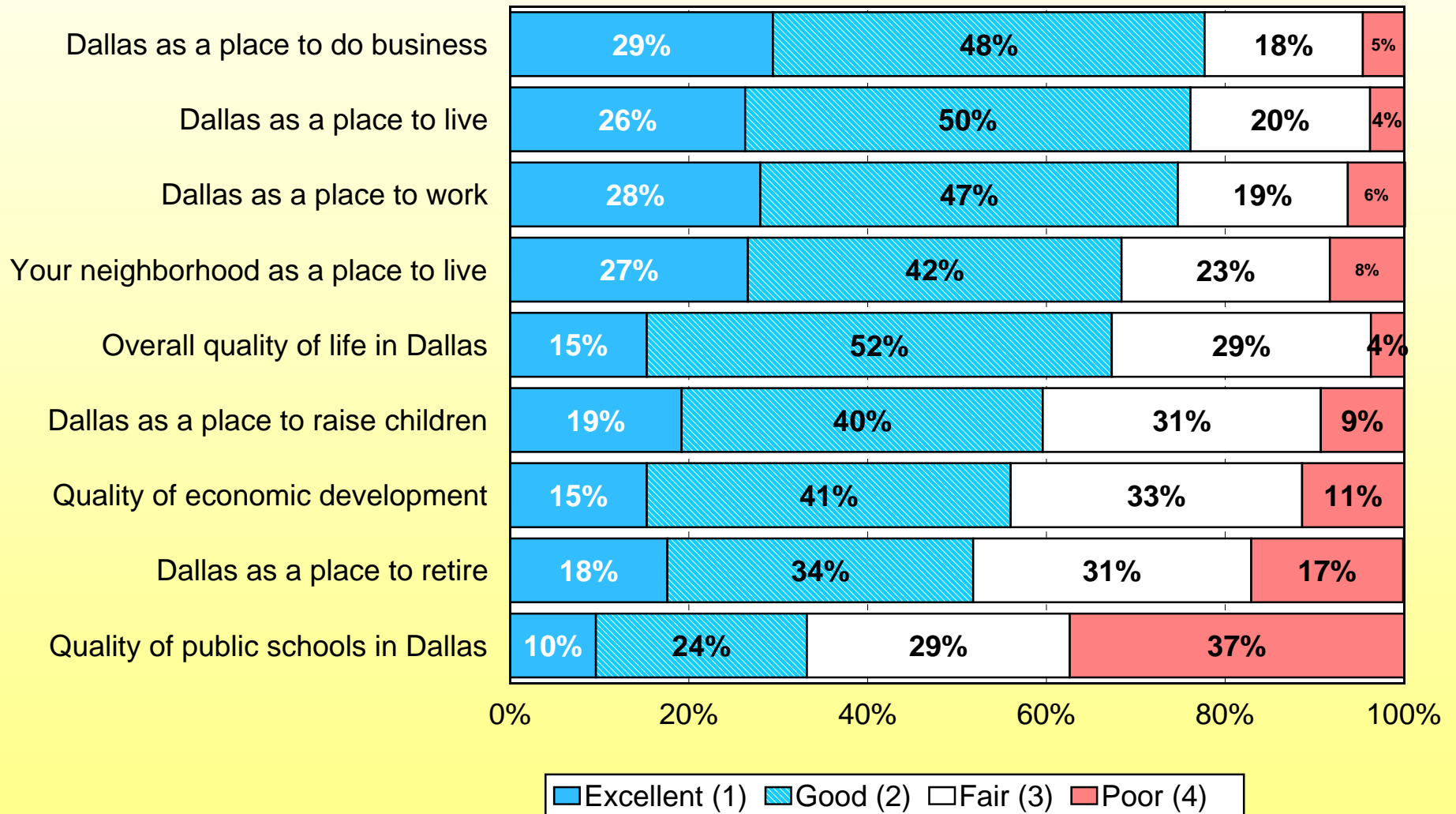
Q1. Ratings of the Overall Quality of Life in Dallas

by percentage of respondents (excluding don't knows)



Q1. Quality of Life Ratings

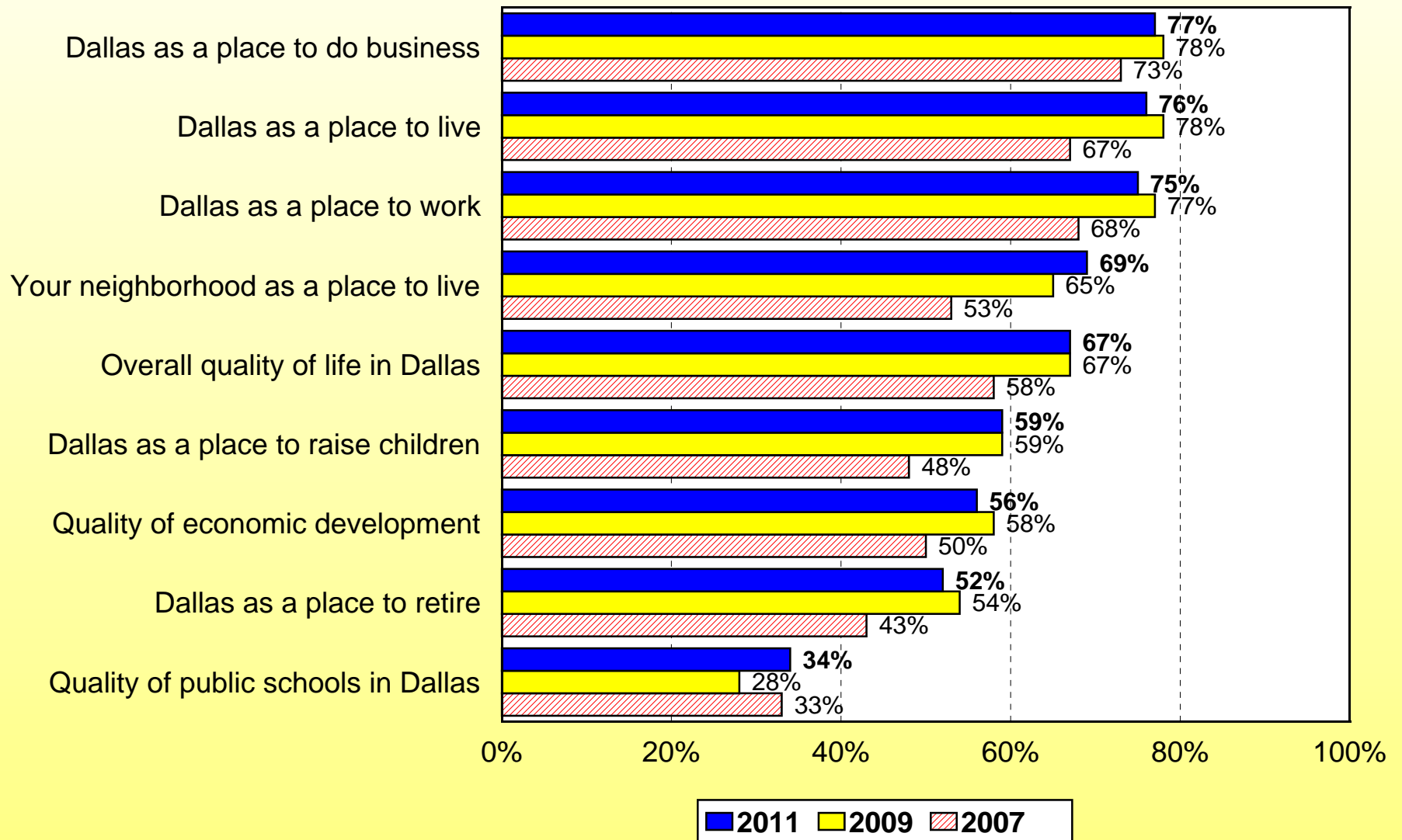
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)



Q1. Quality of Life Ratings

Trends - 2011, 2009 & 2007

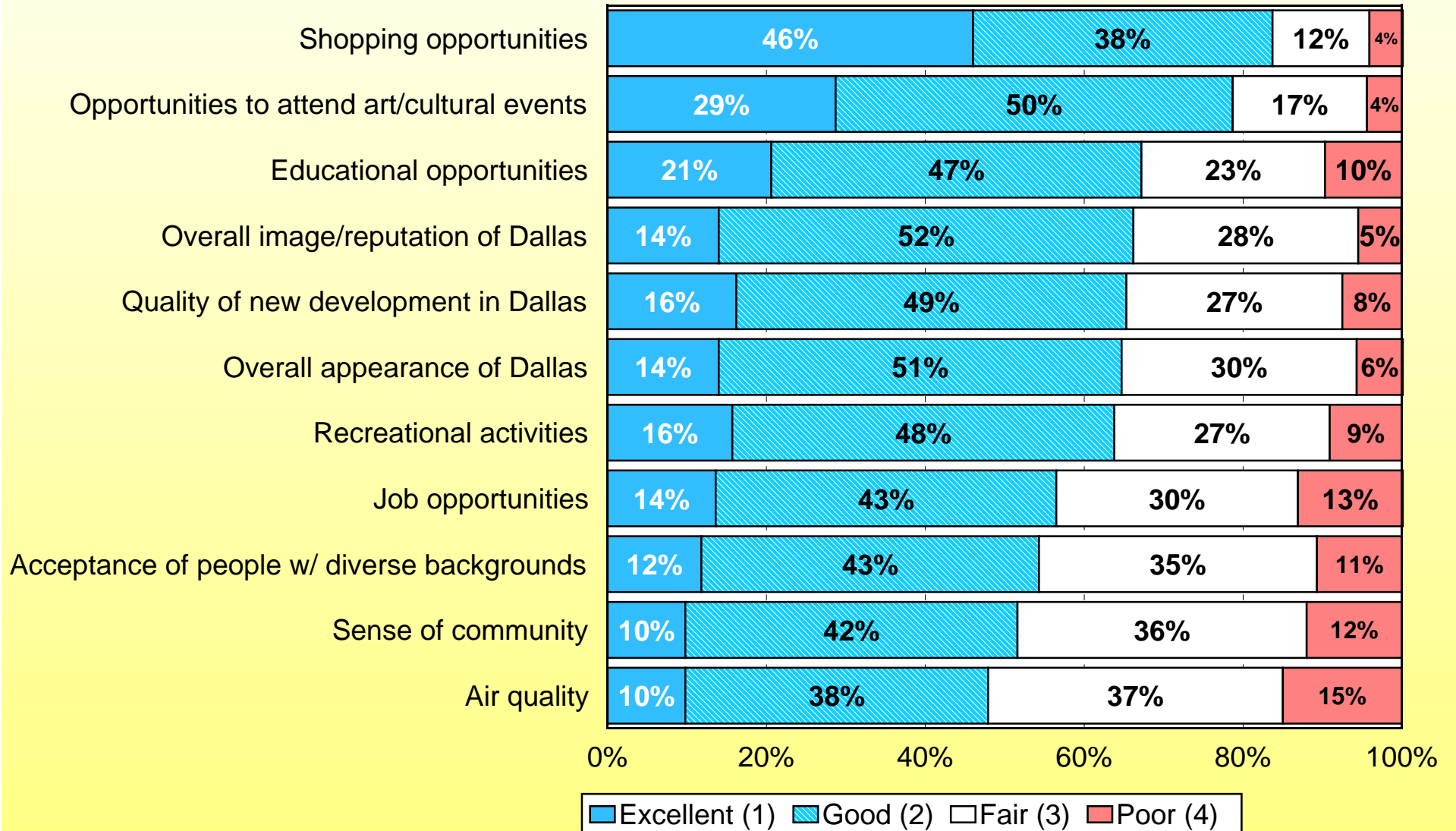
by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

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)

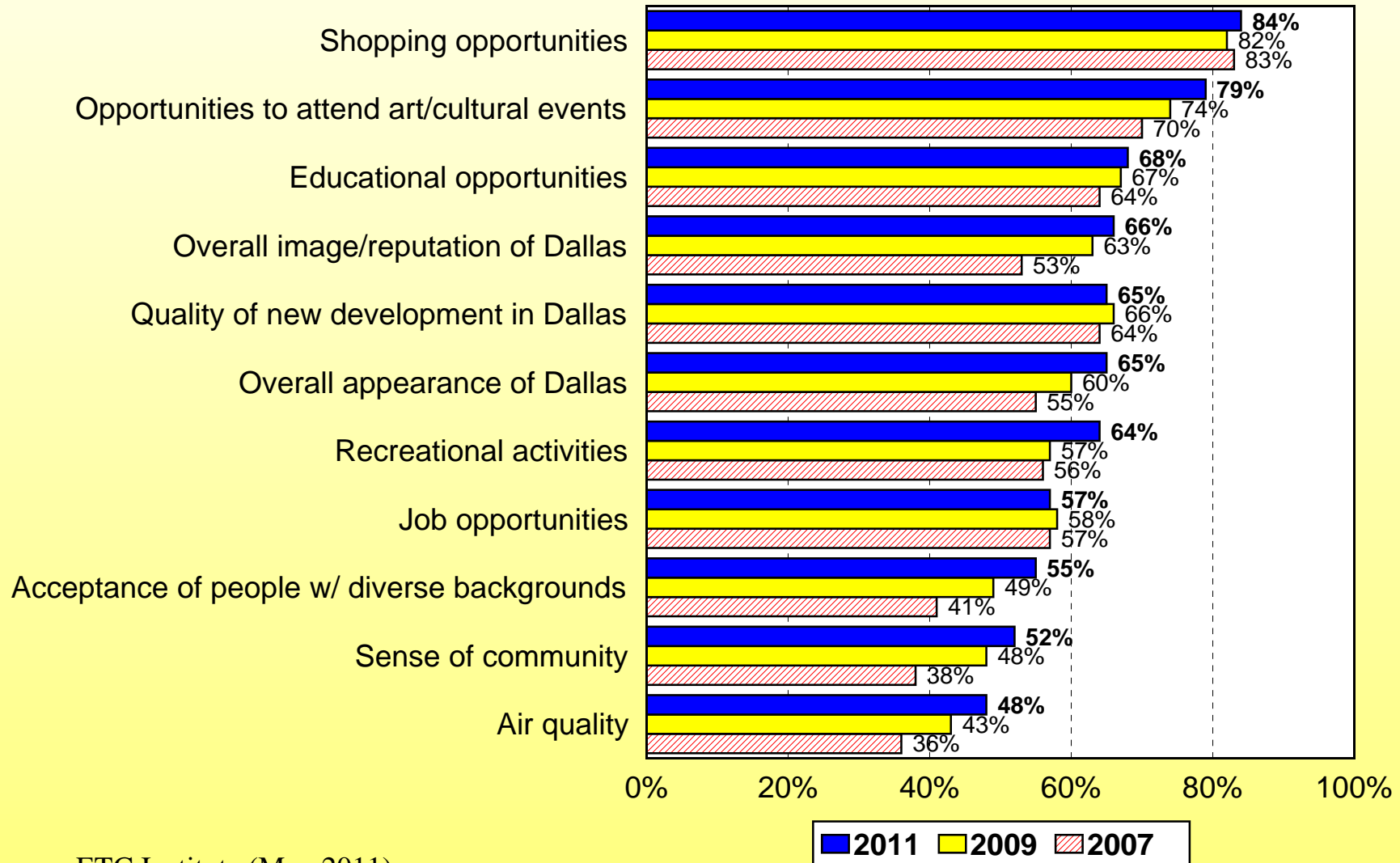


Source: ETC Institute (May 2011)

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

Trends - 2011, 2009 & 2007

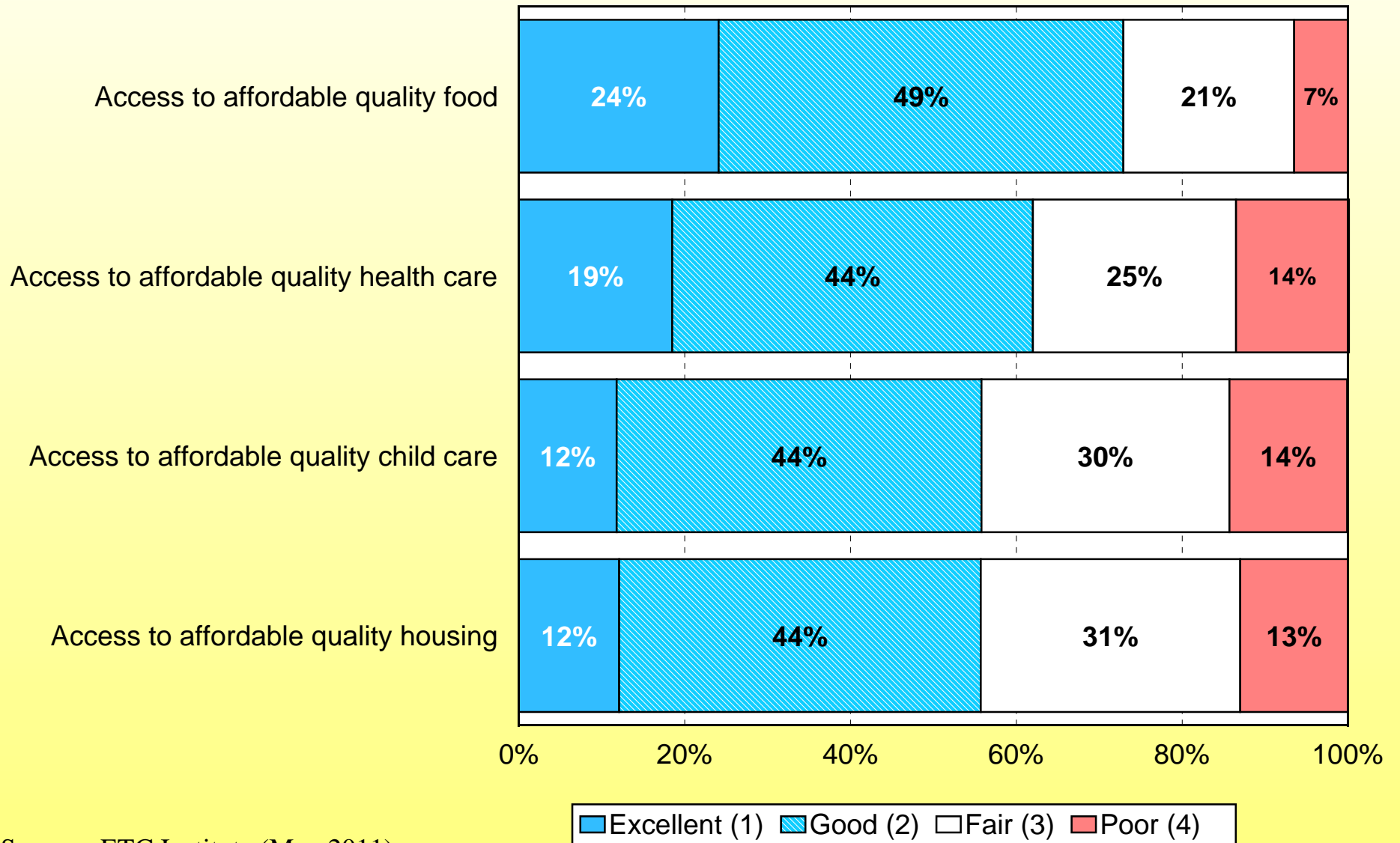
by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

Q2. Ratings of Characteristics of the Community: Access

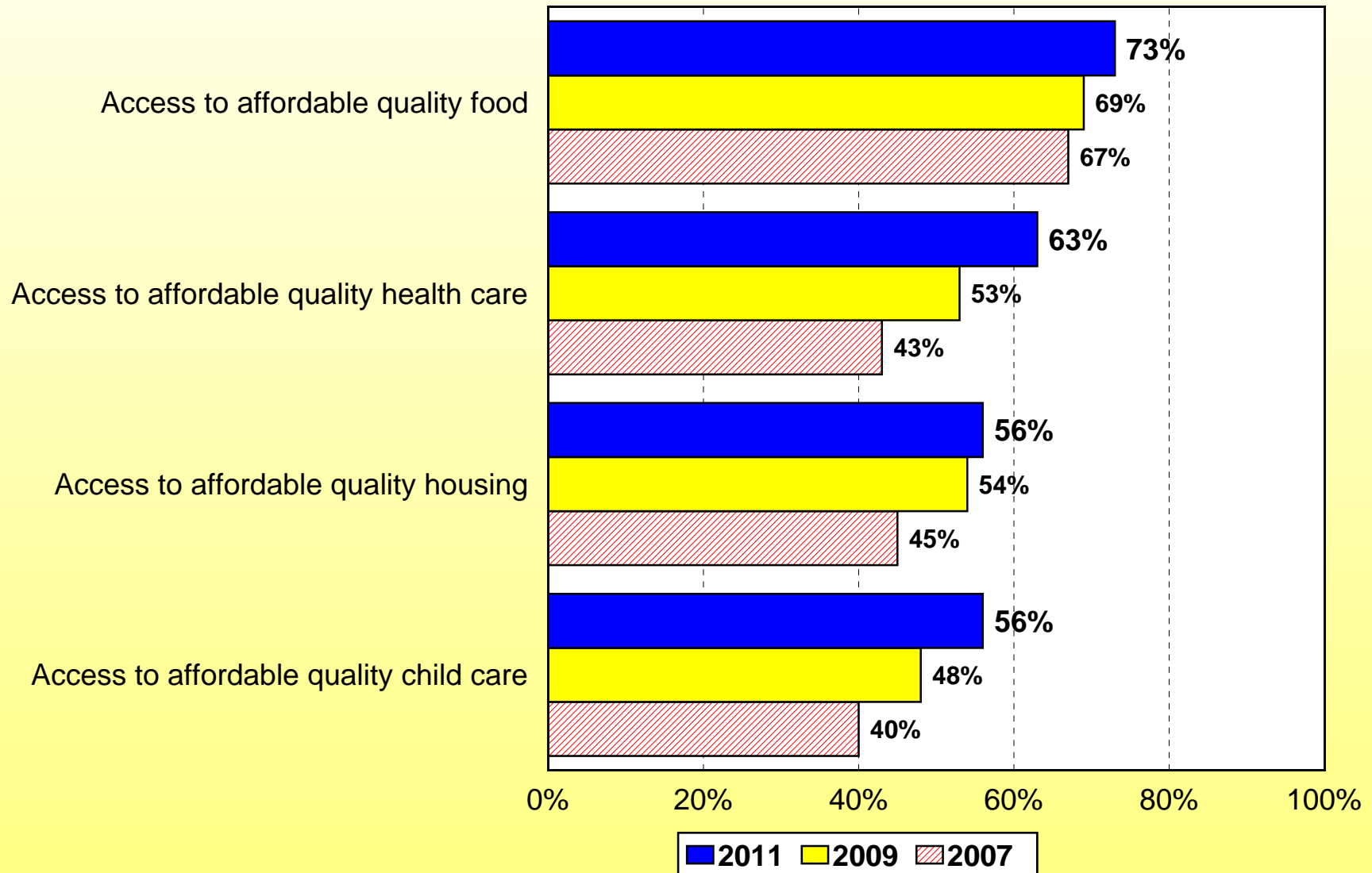
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is "excellent" and a rating of 4 is "poor" (excluding don't knows)



Source: ETC Institute (May 2011)
ETC Institute (2011)

Q2. Ratings of Characteristics of the Community: Access - Trends 2011, 2009 & 2007

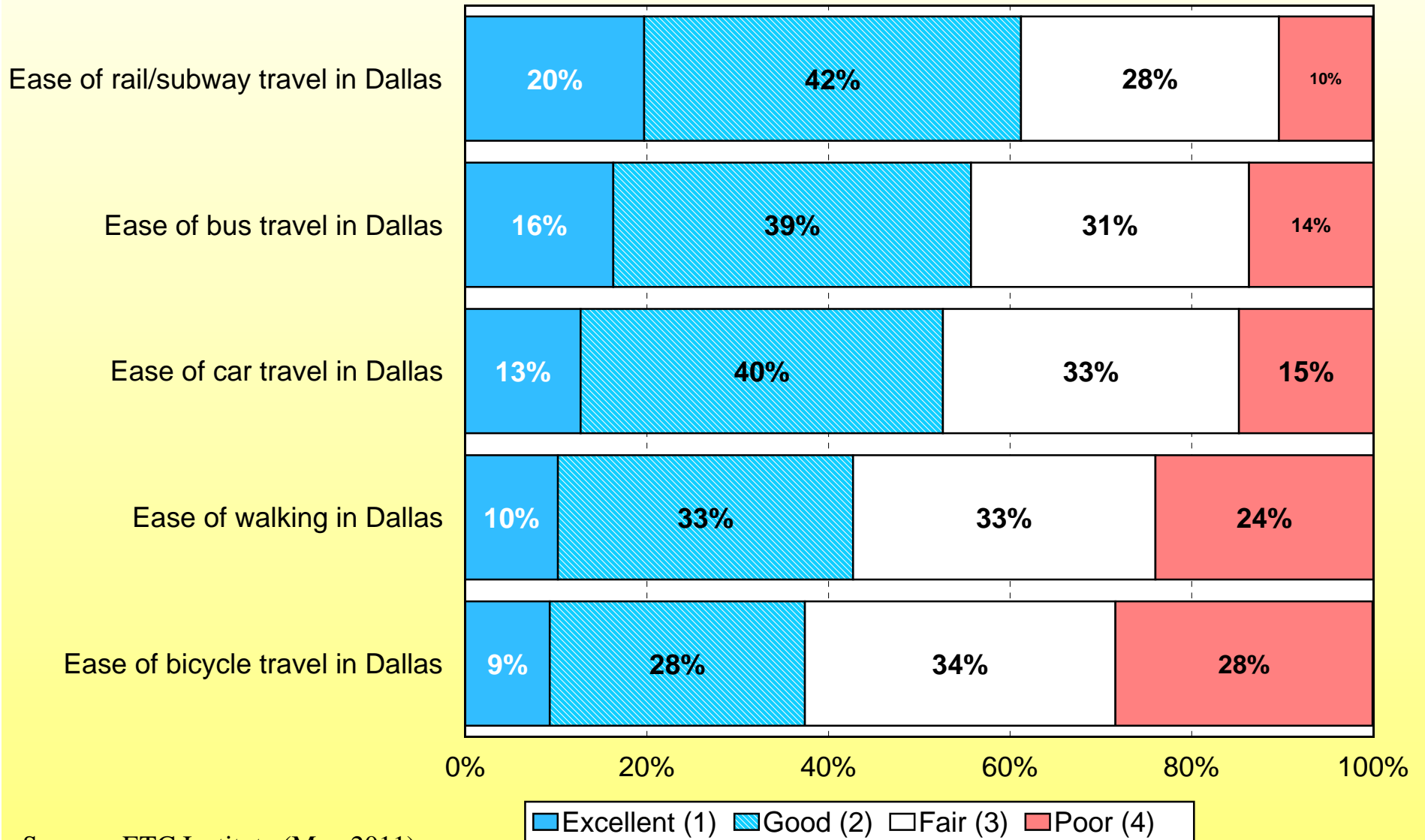
by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

Q2. Ratings of Characteristics of the Community: Mobility

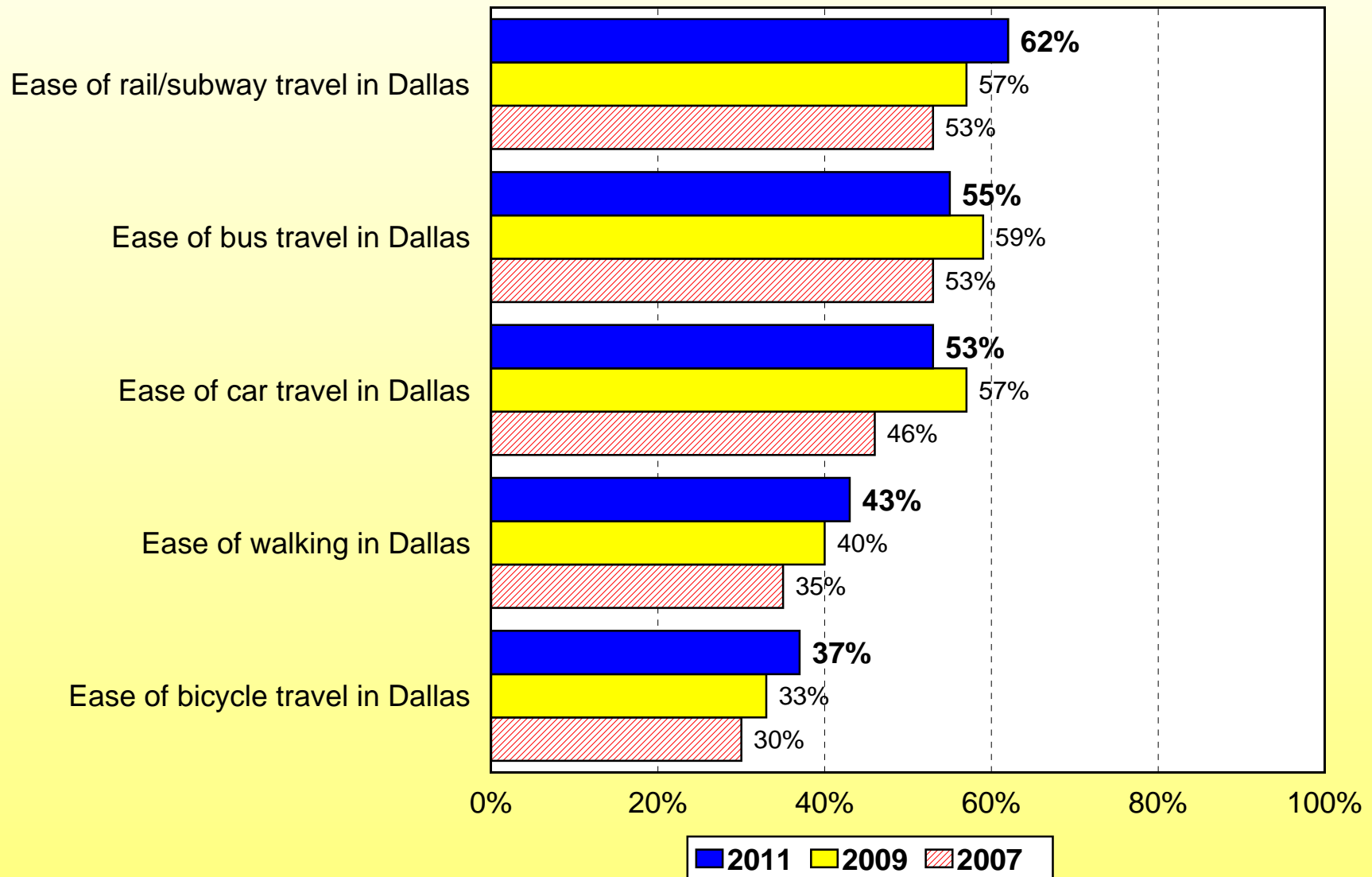
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)



Source: ETC Institute (May 2011)
ETC Institute (2011)

Q2. Ratings of Characteristics of the Community: Mobility - Trends 2011, 2009 & 2007

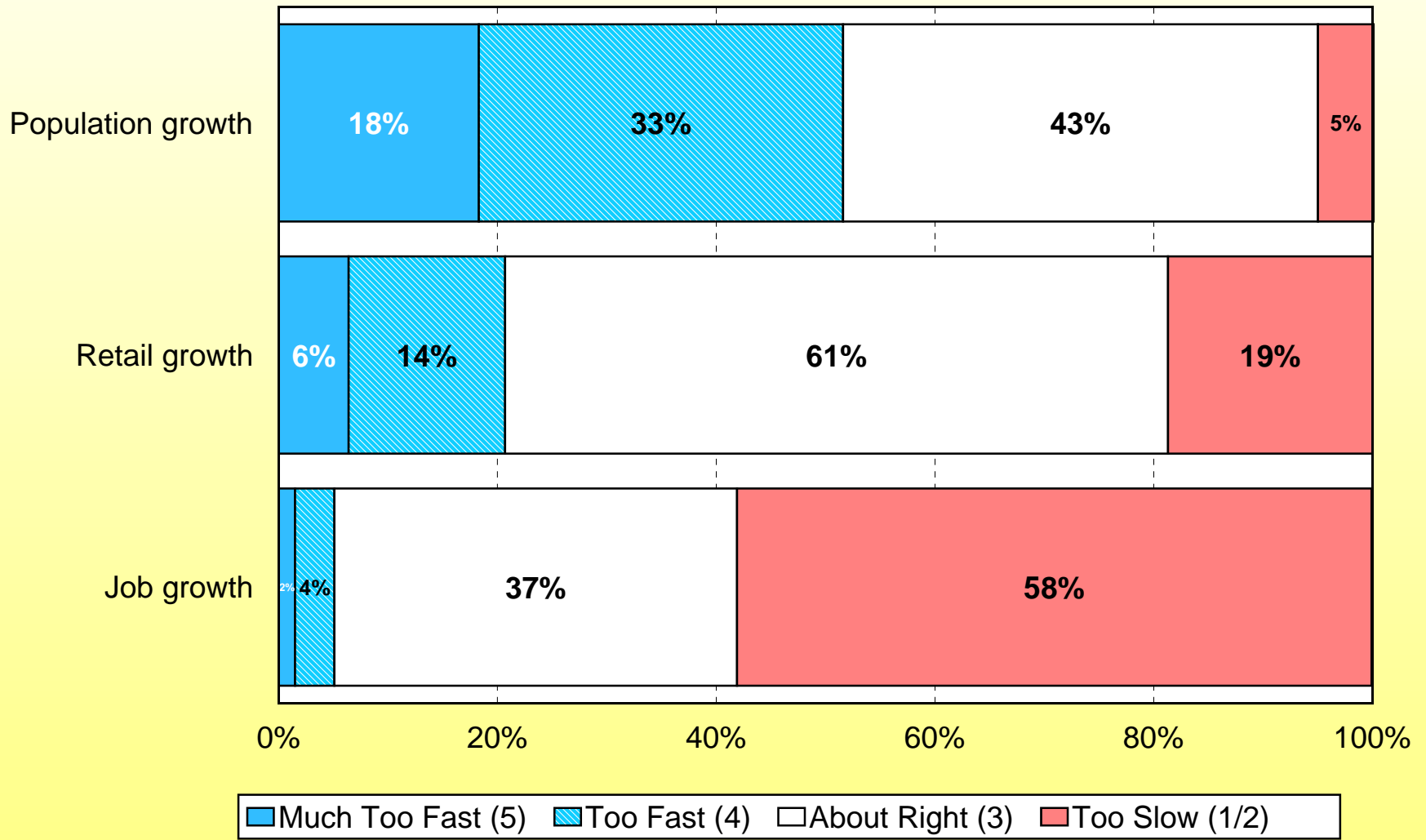
by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

Q3. Ratings of the Speed of Growth in Dallas Over the Past Two Years

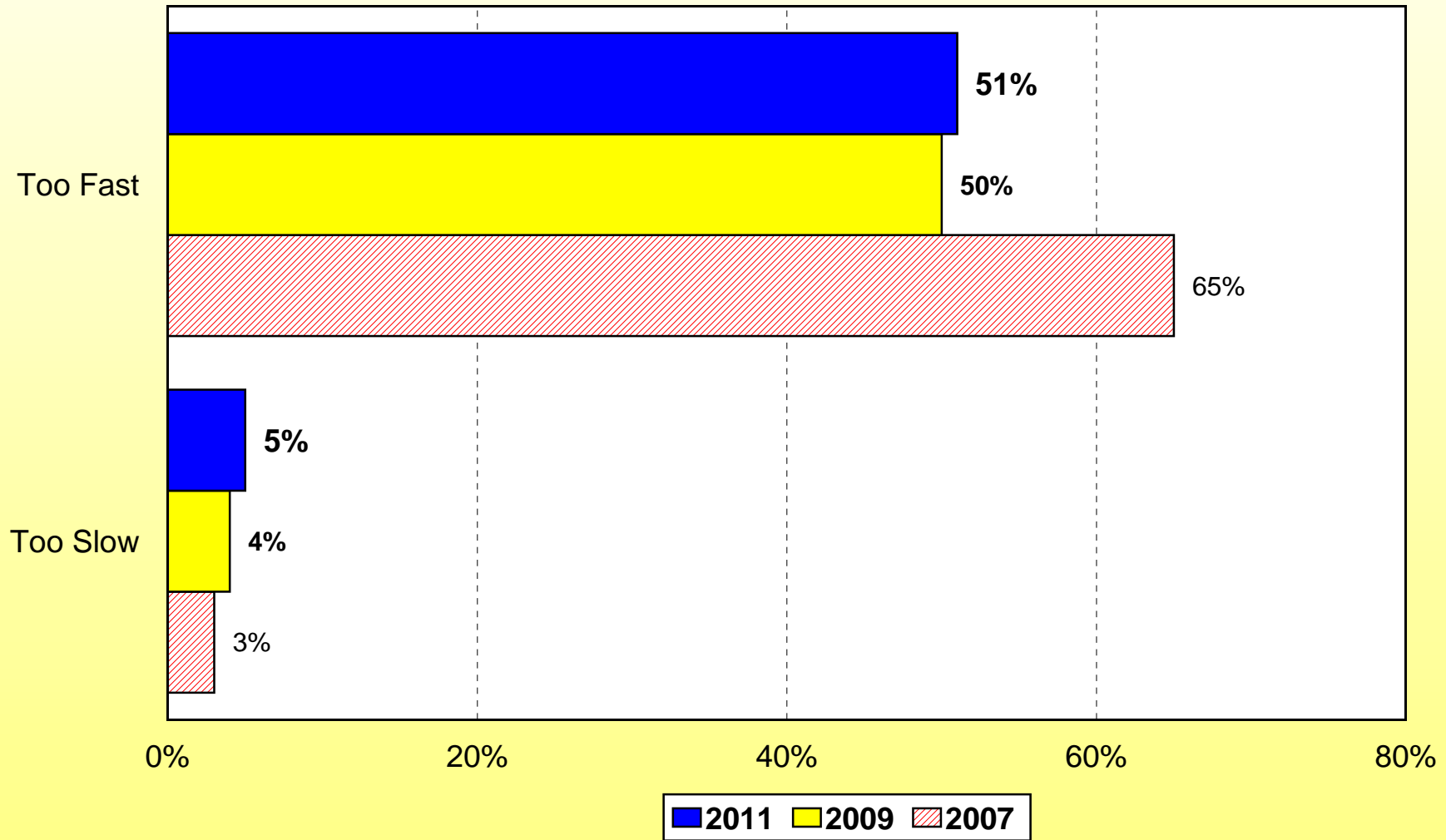
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 is "much too fast" and a rating of 1 is "much too slow" (excluding don't knows)



Q3. Ratings of Population Growth in Dallas: *Trends - 2011, 2009 & 2007*

by percentage of respondents who rated the item on a 4-point scale

("About right" responses were omitted and "Too slow" responses were excluded to compare previous results)

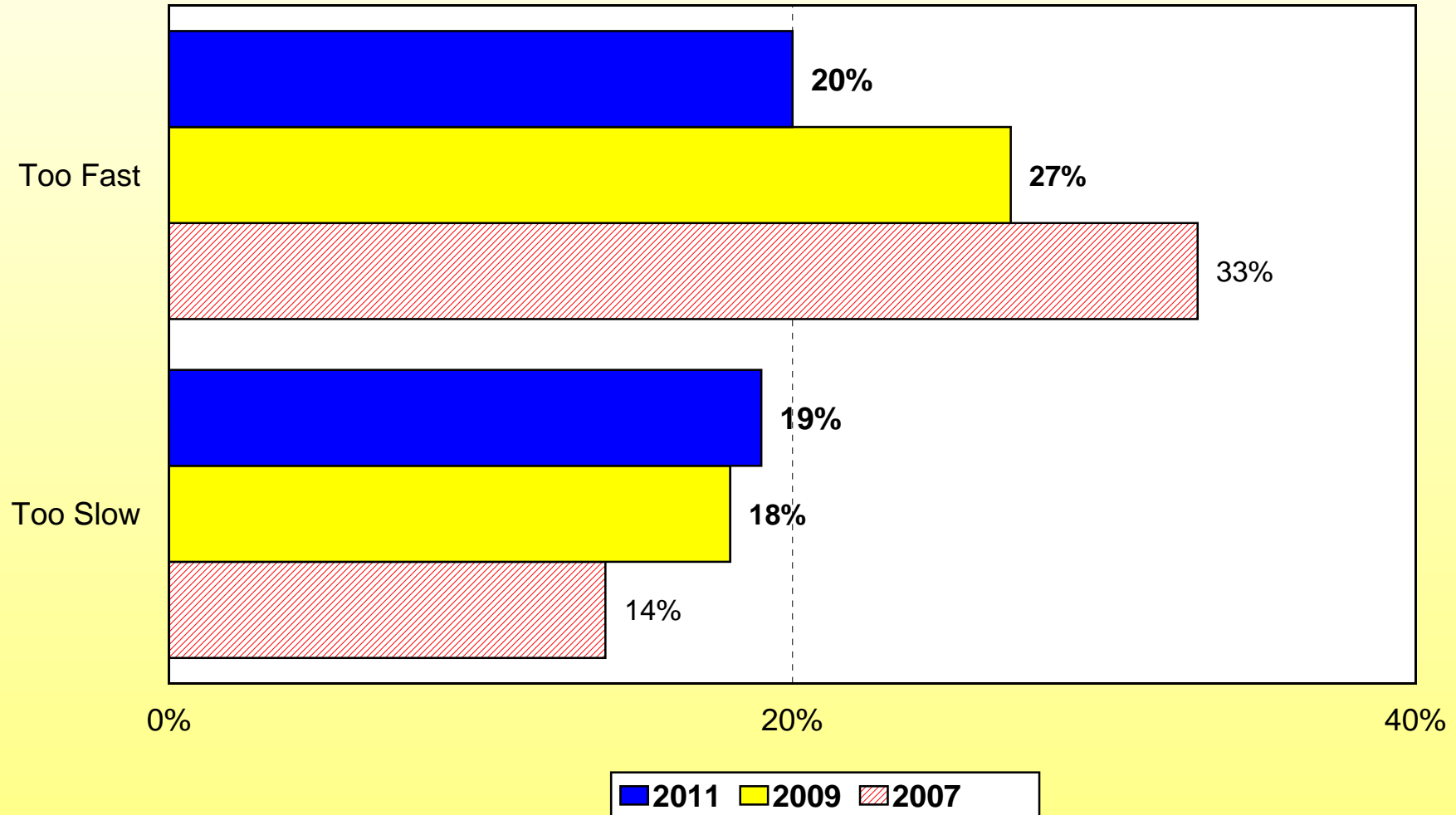


Source: ETC Institute (May 2011)

Q3. Ratings of Retail Growth in Dallas: *Trends - 2011, 2009 & 2007*

by percentage of respondents who rated the item on a 4-point scale

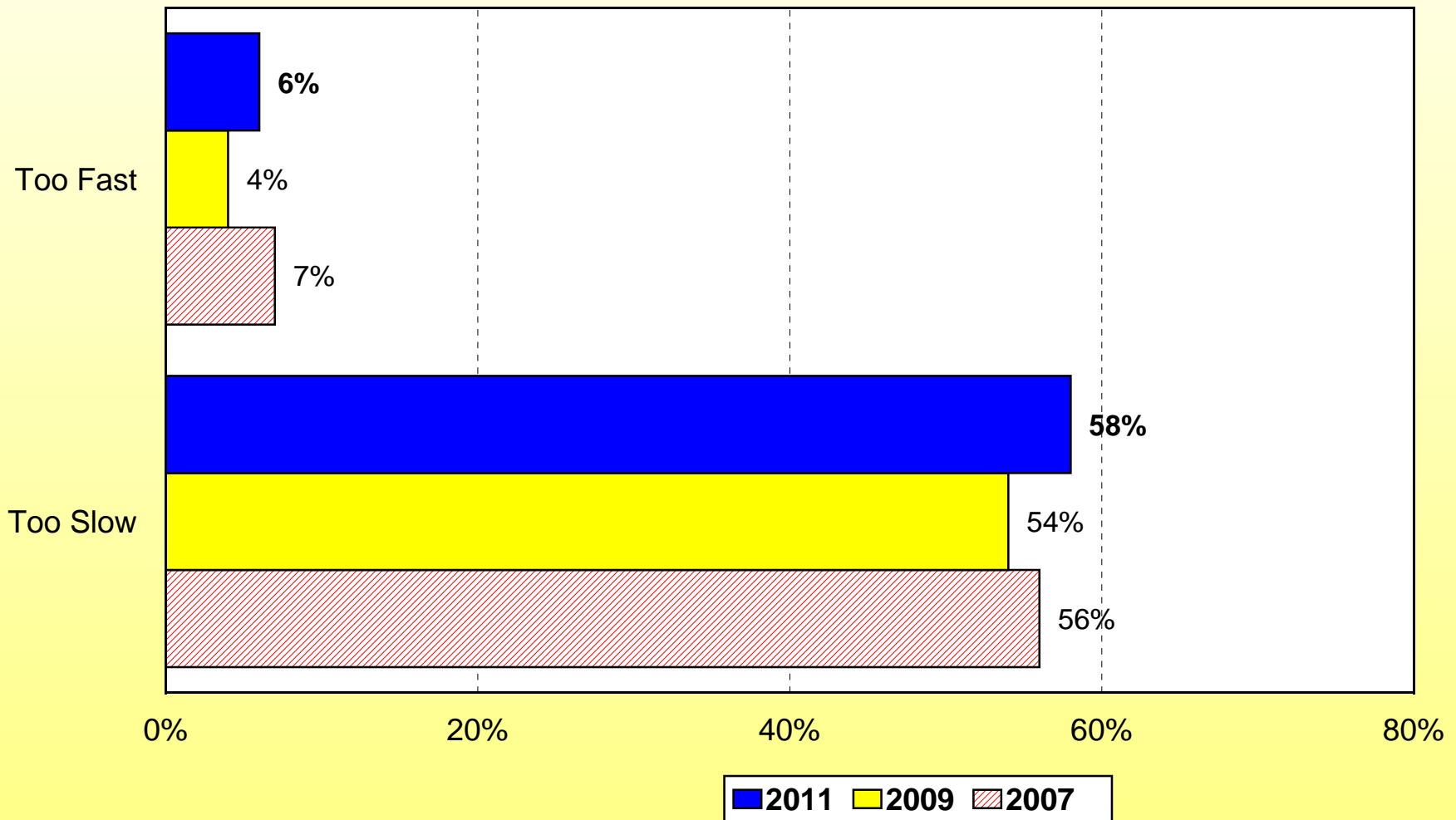
("About right" responses were omitted and "Too slow" responses were excluded to compare previous results)



Source: ETC Institute (May 2011)

Q3. Ratings of Job Growth in Dallas: *Trends - 2011, 2009 & 2007*

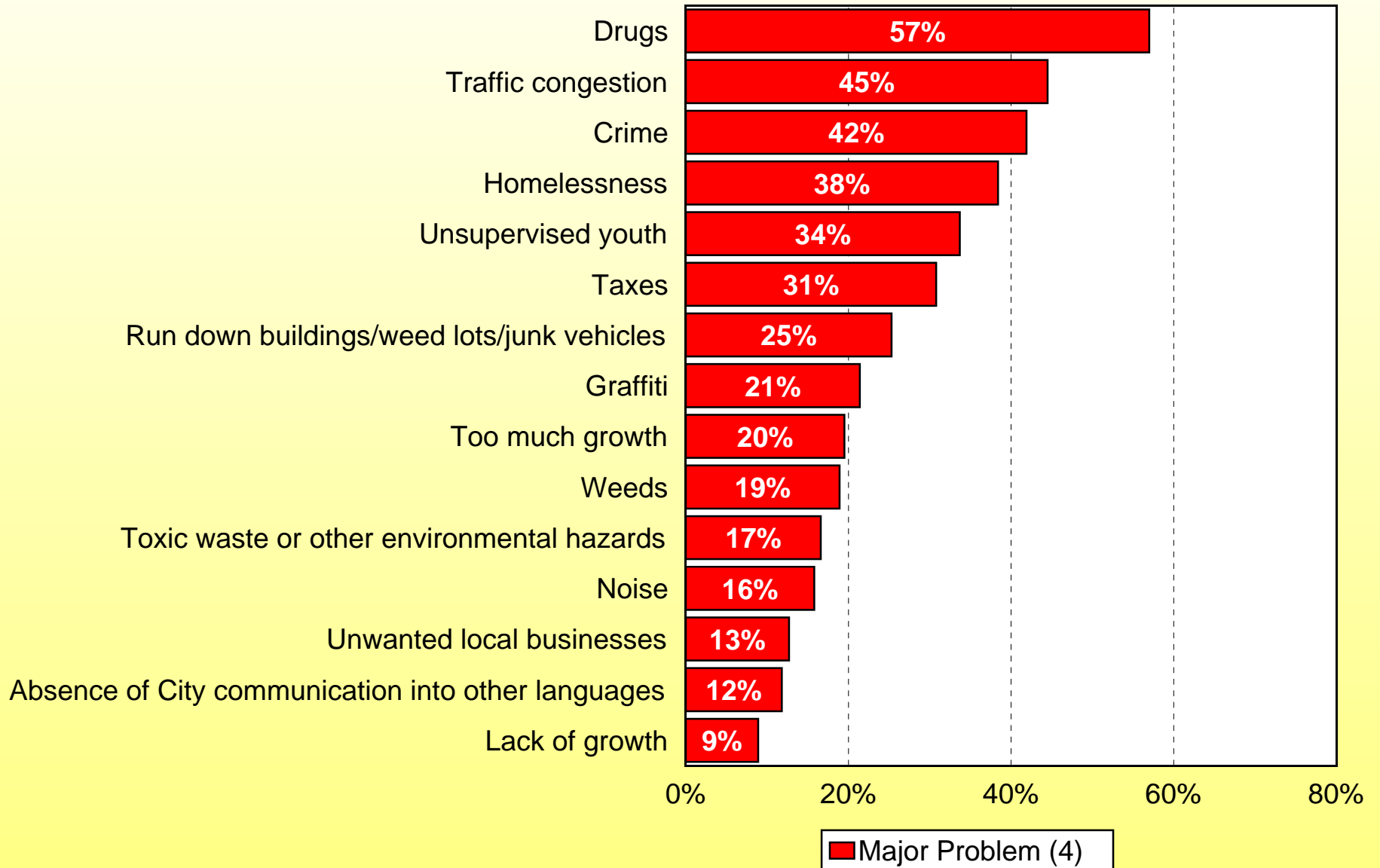
by percentage of respondents who rated the item on a 4-point scale
("About right" responses were omitted and "Too slow" responses were excluded to compare previous results)



Source: ETC Institute (May 2011)

Q4. Perceptions of Problems in the City of Dallas

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

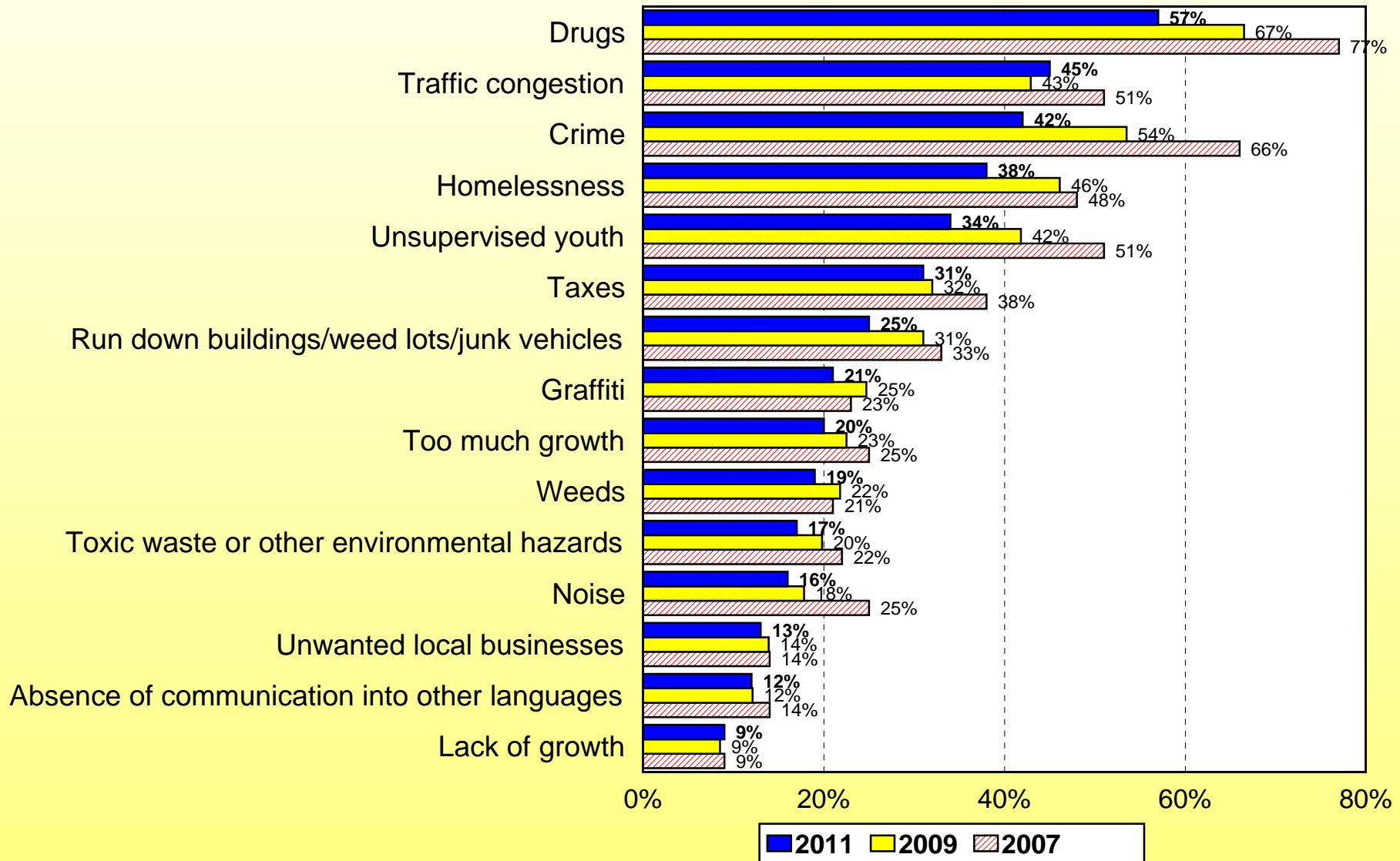


Source: ETC Institute (May 2011)

Q4. Perceptions of Problems in the City of Dallas

Trends - 2011, 2009 & 2007

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

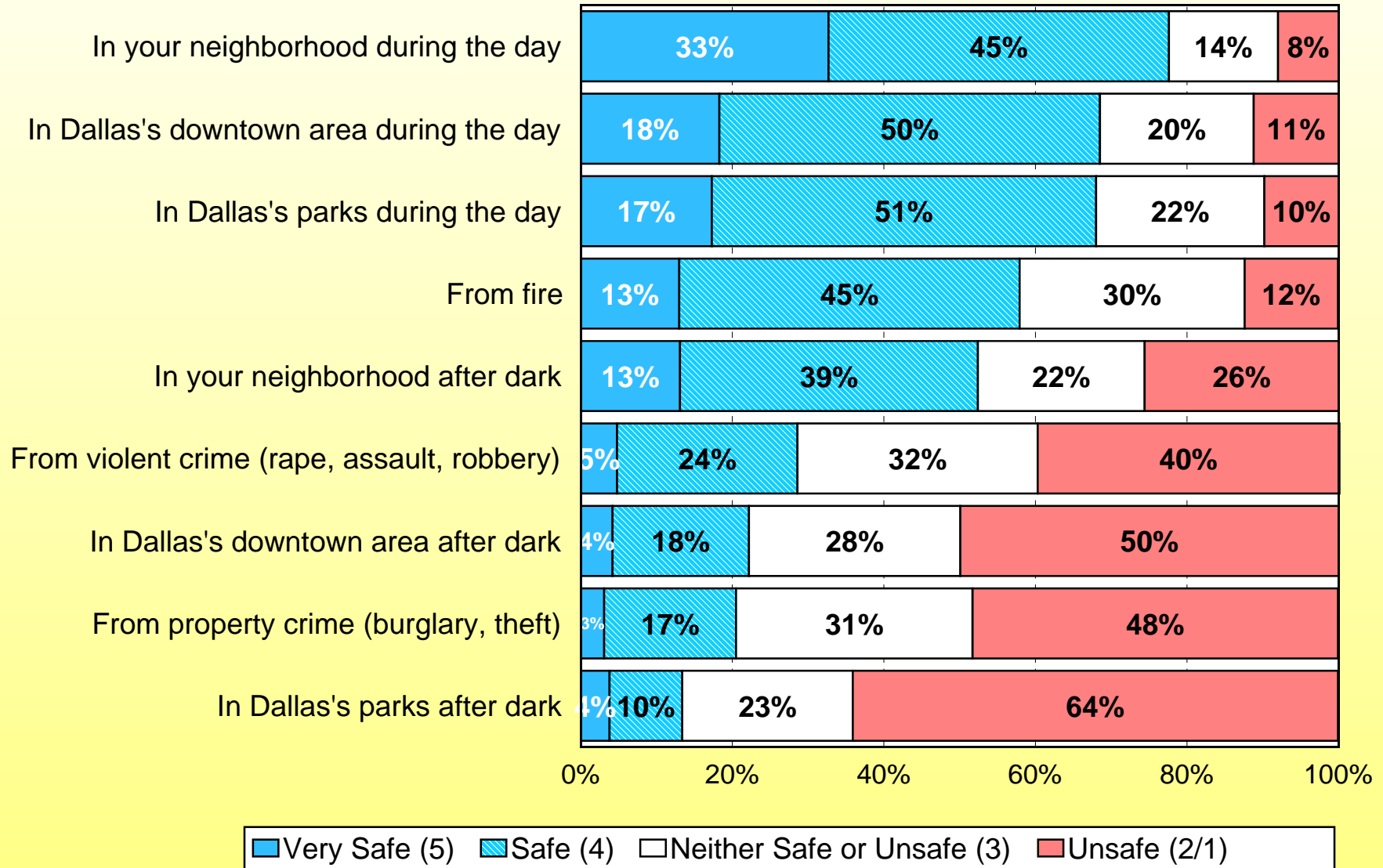


Source: ETC Institute (May 2011)

Perceptions of Safety

Q5. How Safe Do You Feel:

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "very safe" and a rating of 1 meant "very unsafe" (excluding don't knows)

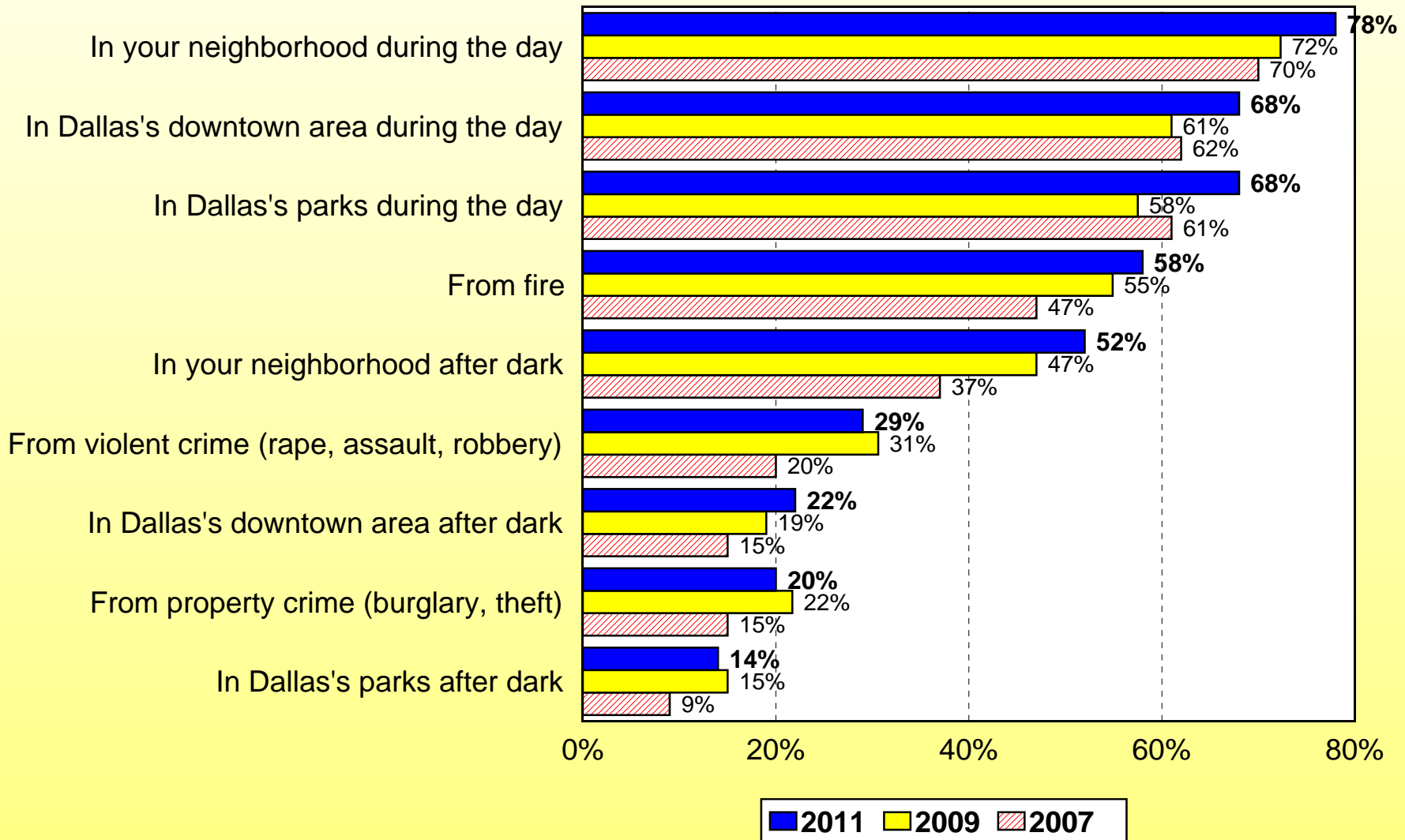


Source: ETC Institute (May 2011)

Q5. Perceptions of Safety in the City

Trends - 2011, 2009 & 2007

by percentage of respondents who rated the item as "very safe" or "somewhat safe" (excluding don't knows)

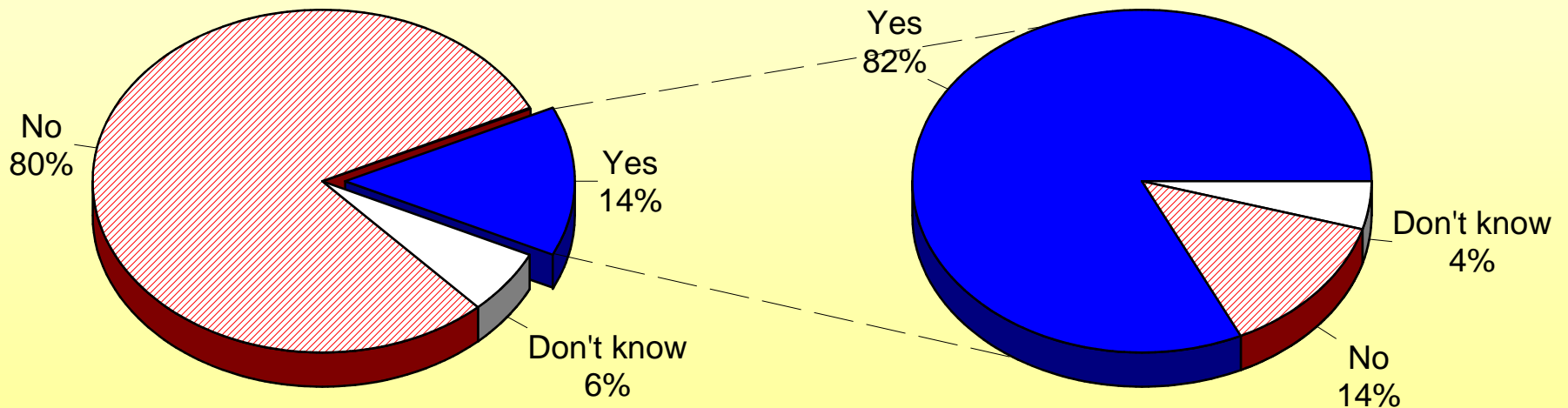


Source: ETC Institute (May 2011)

Q6. During the past twelve months, were you or anyone in your household a victim of any crime?

by percentage of respondents

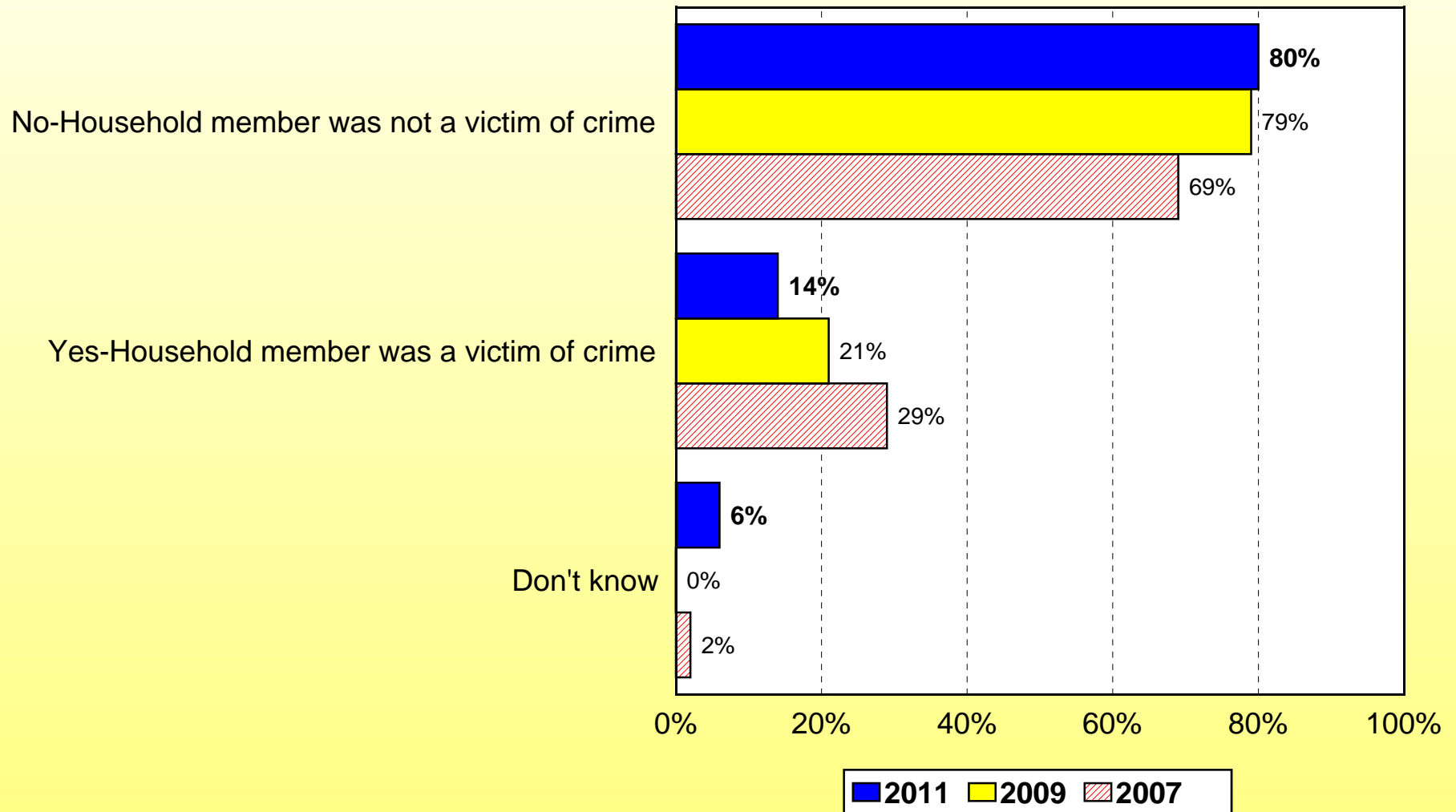
Q6a. IF YES: Was this crime (these crimes) reported to the police?



Q6. During the past twelve months, were you or anyone in your household a victim of any crime?

Trends - 2011, 2009 & 2007

by percentage of respondents who said "yes"

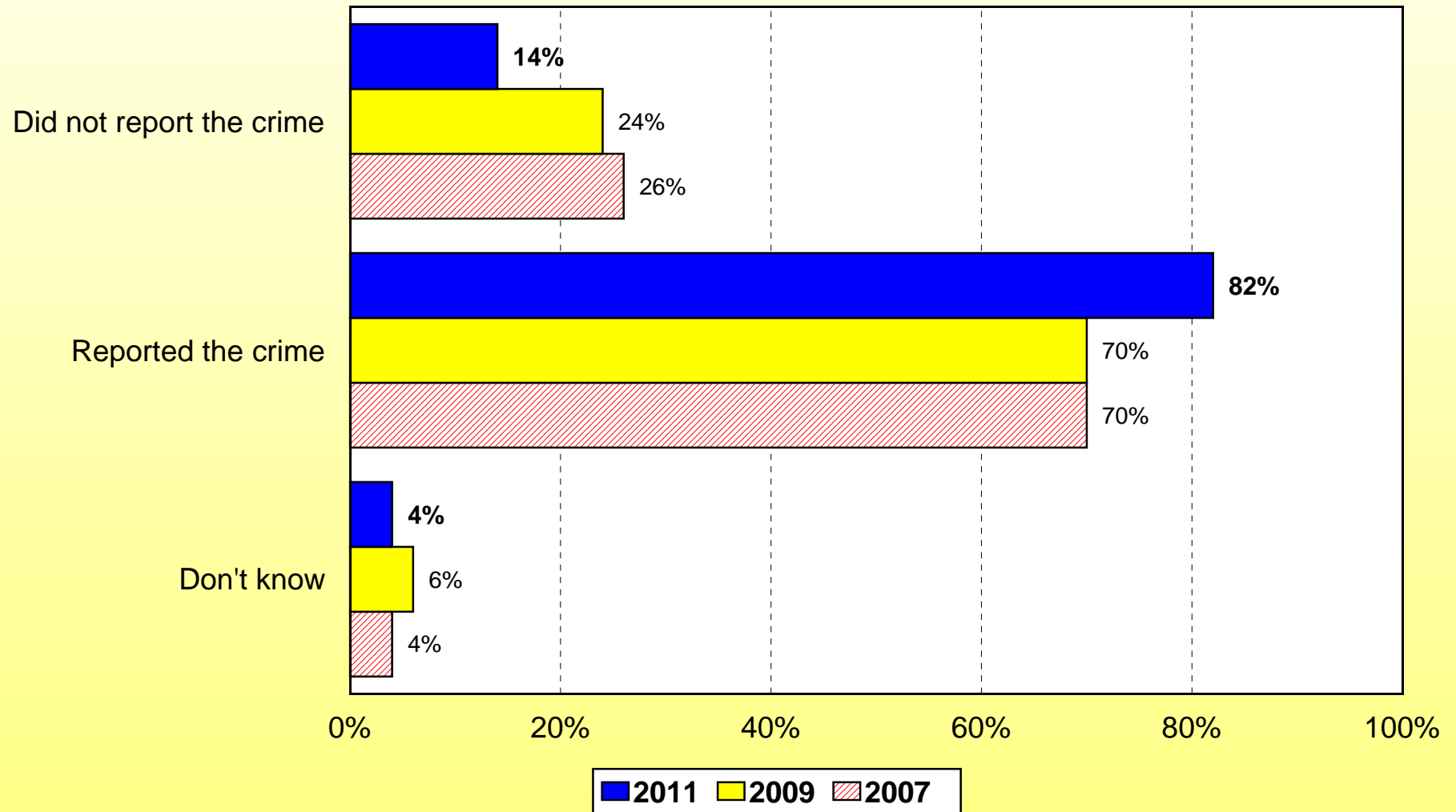


Source: ETC Institute (May 2011)

Q6a. IF YES: Was this crime (or these crimes) reported to the police?

Trends - 2011, 2009 & 2007

by percentage of respondents who indicated someone in their household was a victim of crime the previous year

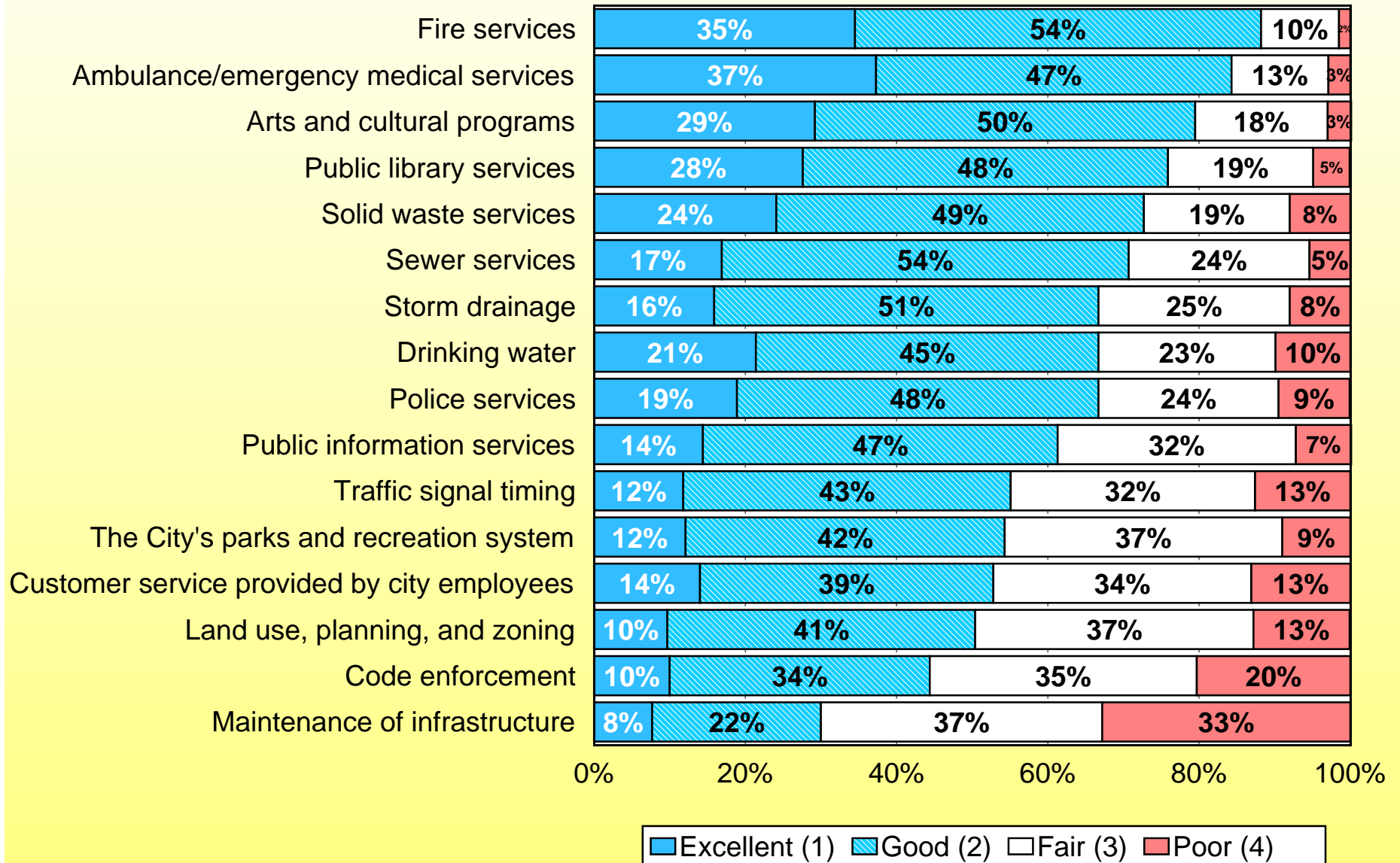


Source: ETC Institute (May 2011)

Major Categories of City Services

Q7. Ratings of Major Categories of City Services

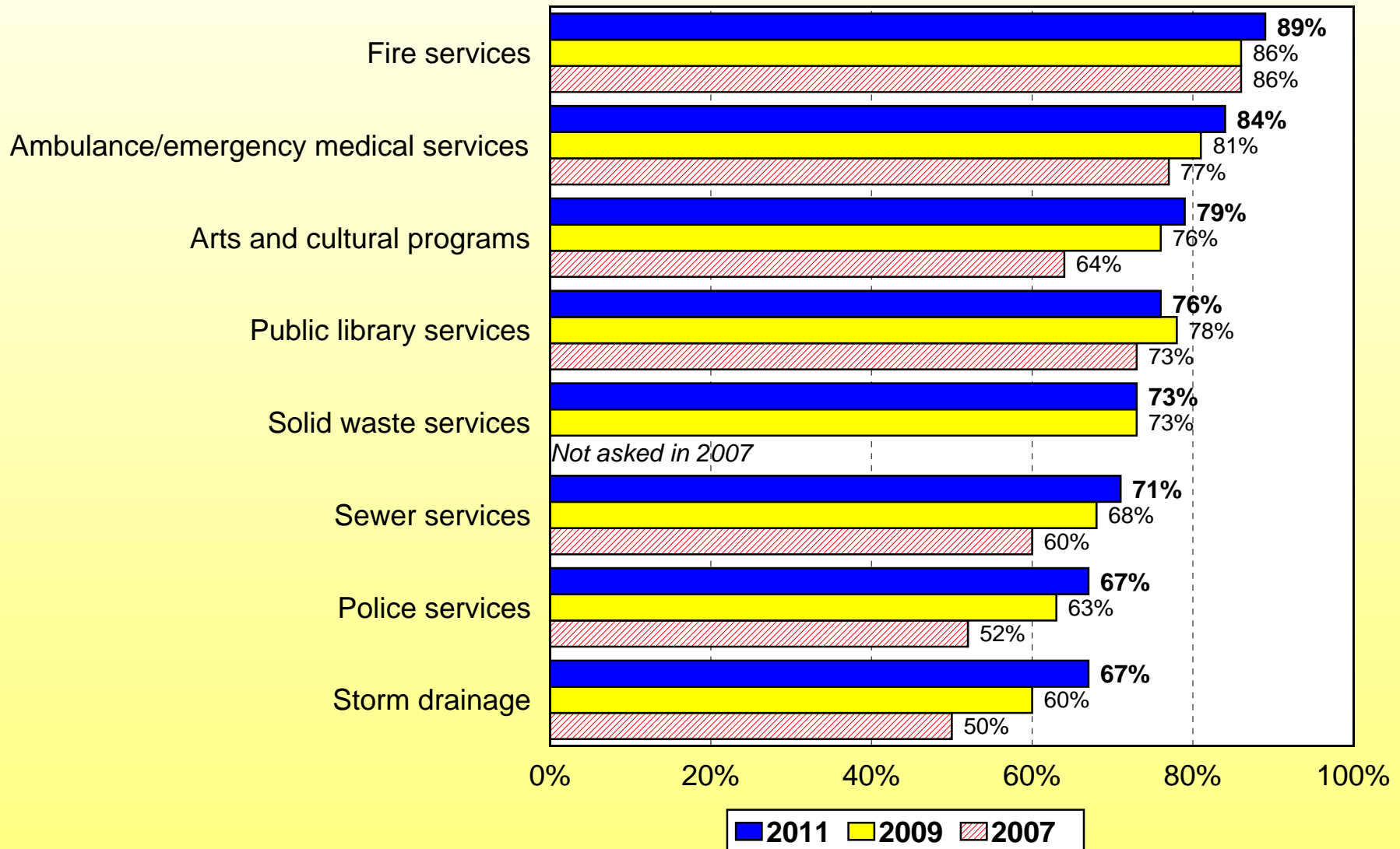
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)



Source: ETC Institute (May 2011)

Q7. Ratings of Major Categories of City Services Trends - 2011, 2009 & 2007

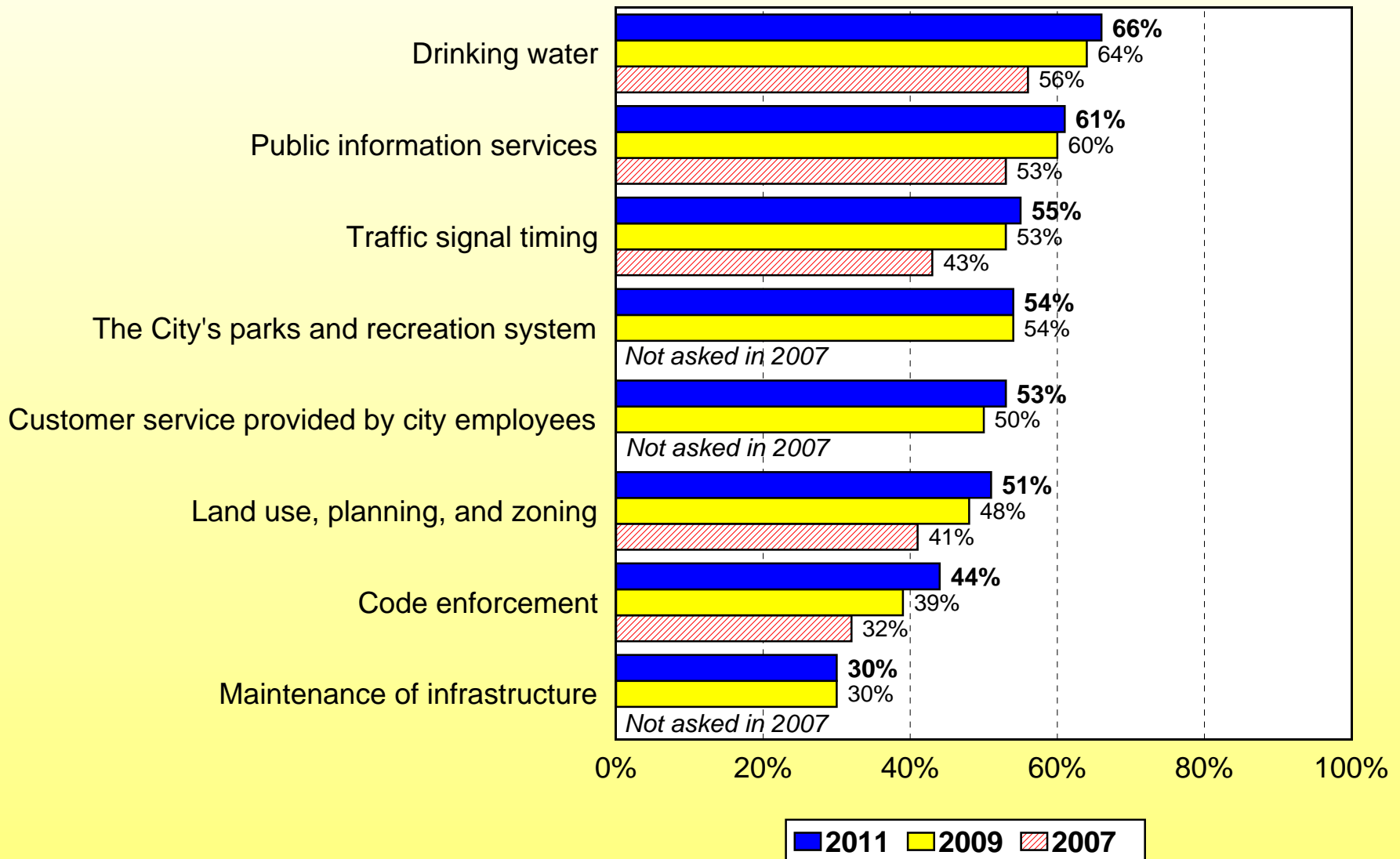
by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

Q7. (Cont.) Ratings of Major Categories of City Services Trends - 2011, 2009 & 2007

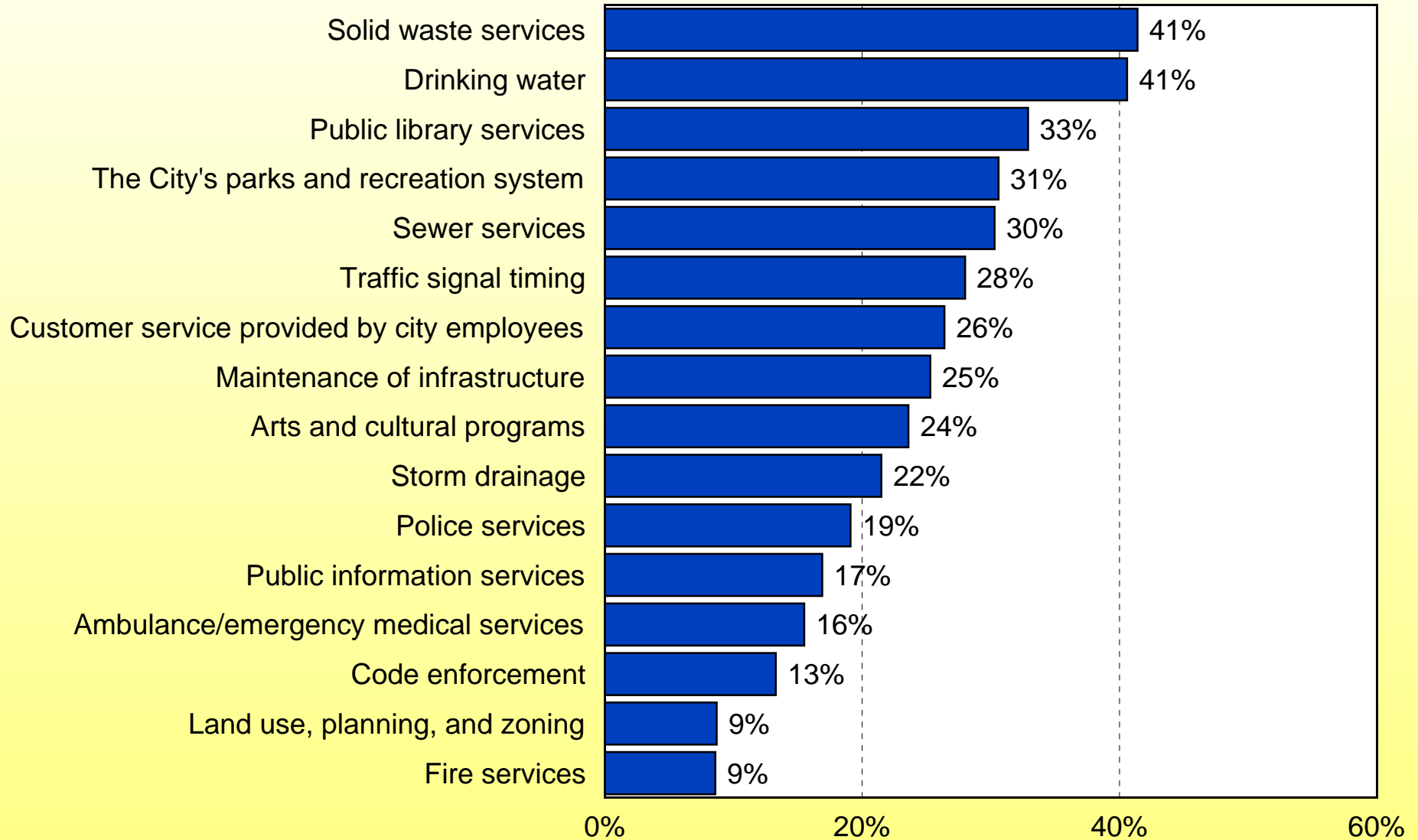
by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

Q7a. Use of Major Categories of City Services During the Past Year

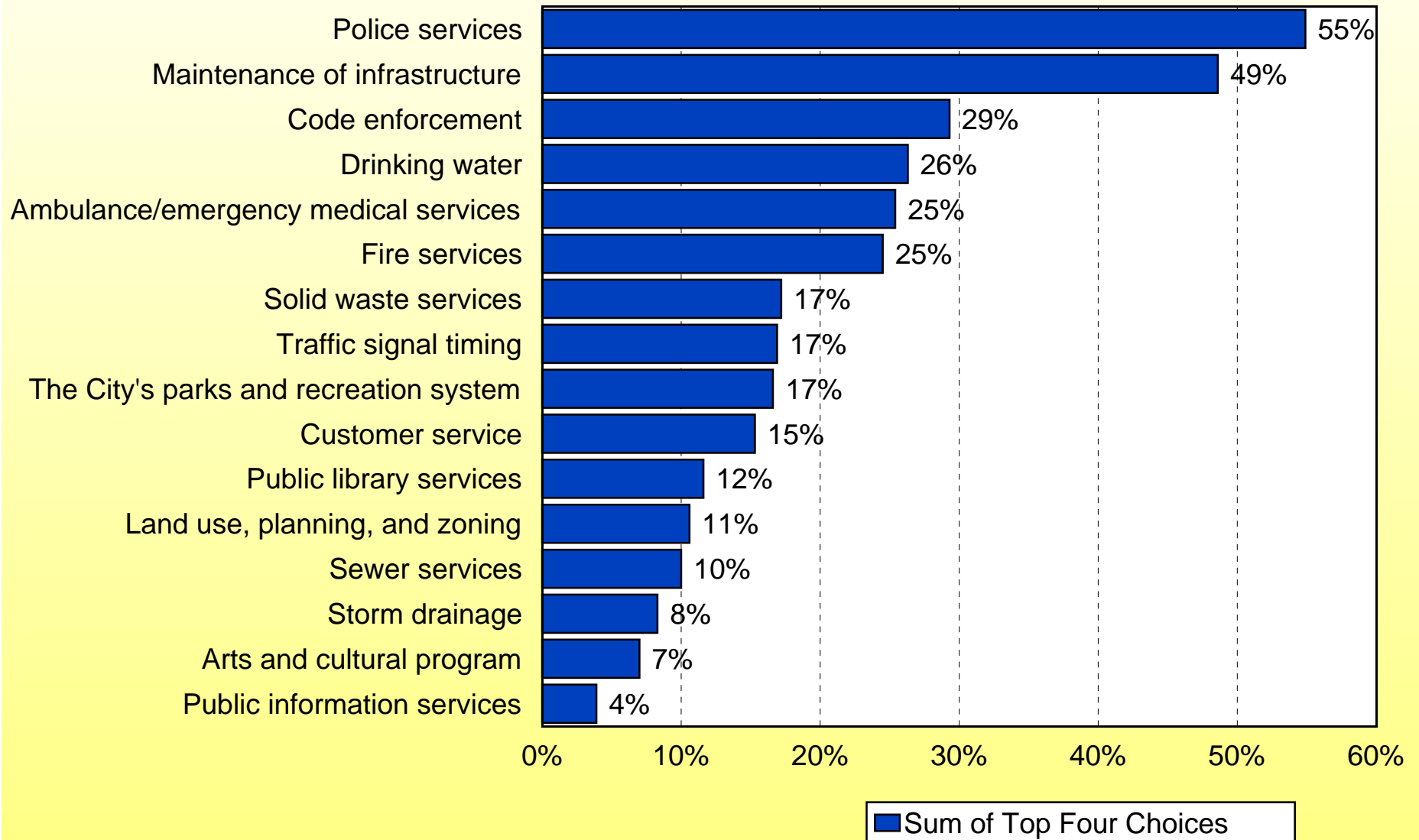
by percentage of respondents who had used the City service during the past year



Source: ETC Institute (May 2011)

Q8. 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

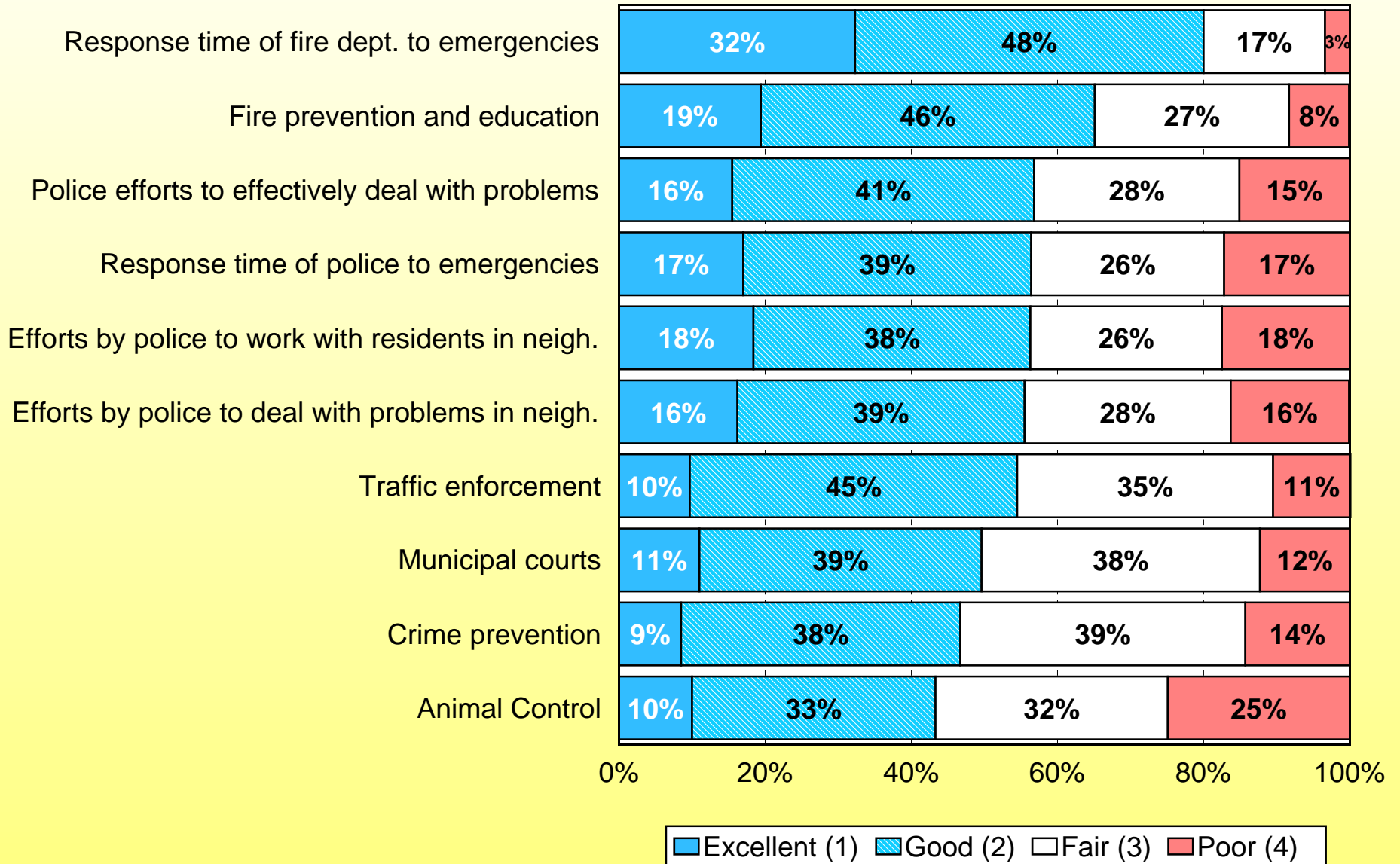


Source: ETC Institute (May 2011)

Public Safety Services

Q9. Ratings of Public Safety Services

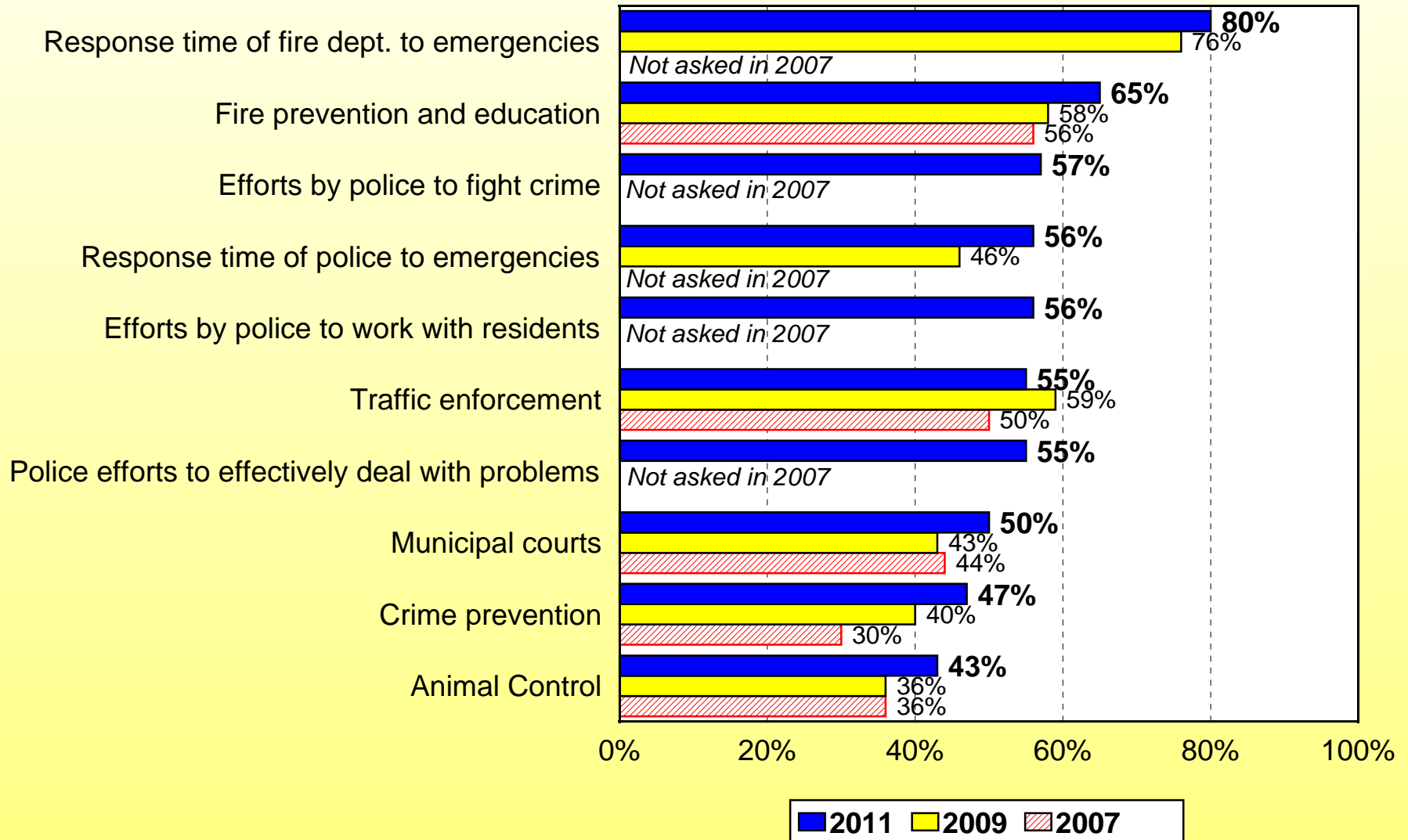
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)



Source: ETC Institute (May 2011)

Q9. Ratings of Public Safety Services Trends - 2011, 2009 & 2007

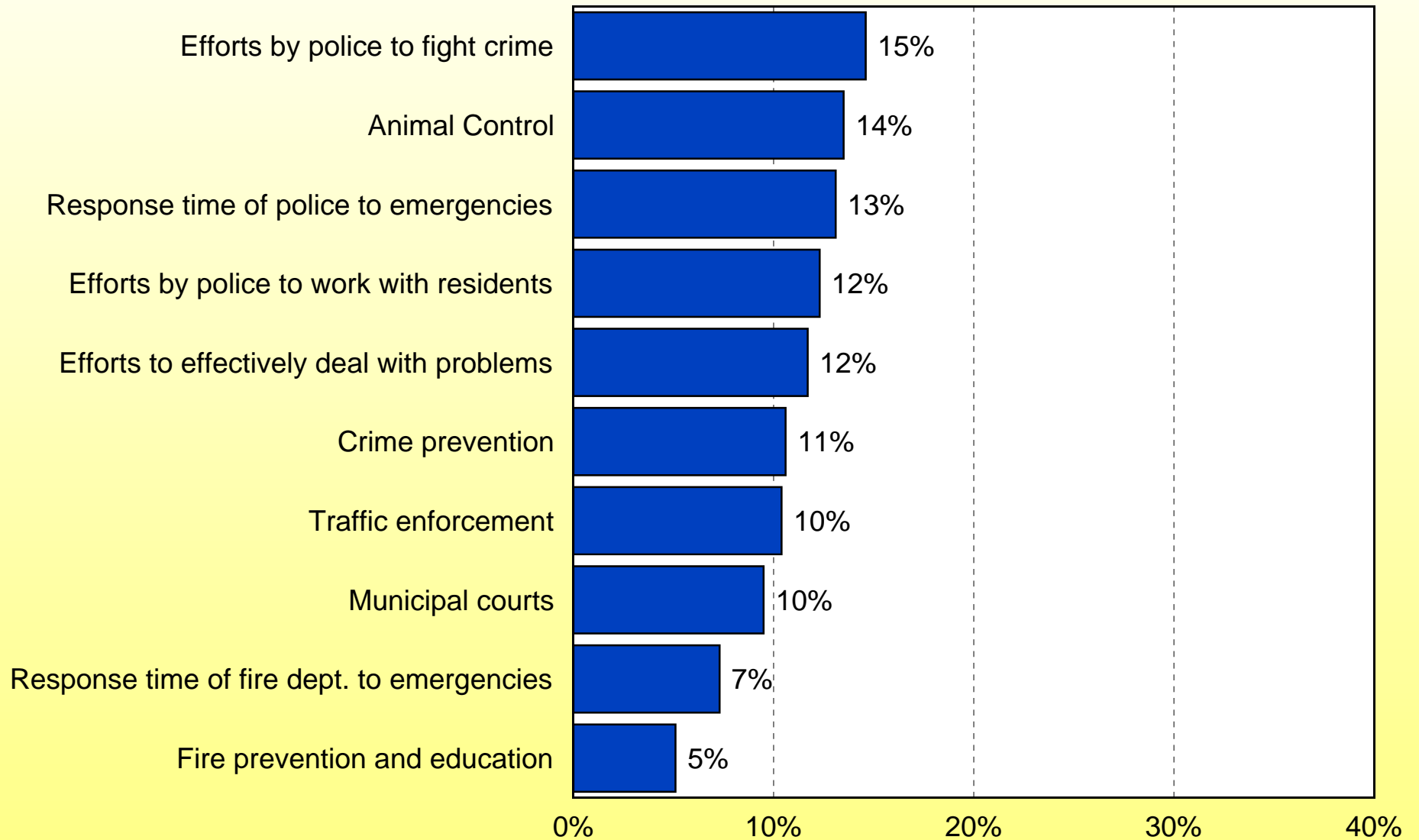
by percentage of respondents who rated the item as “excellent” or “good” (excluding don’t knows)



Source: ETC Institute (May 2011)

Q9a. Use of Public Safety Services During the Past Year

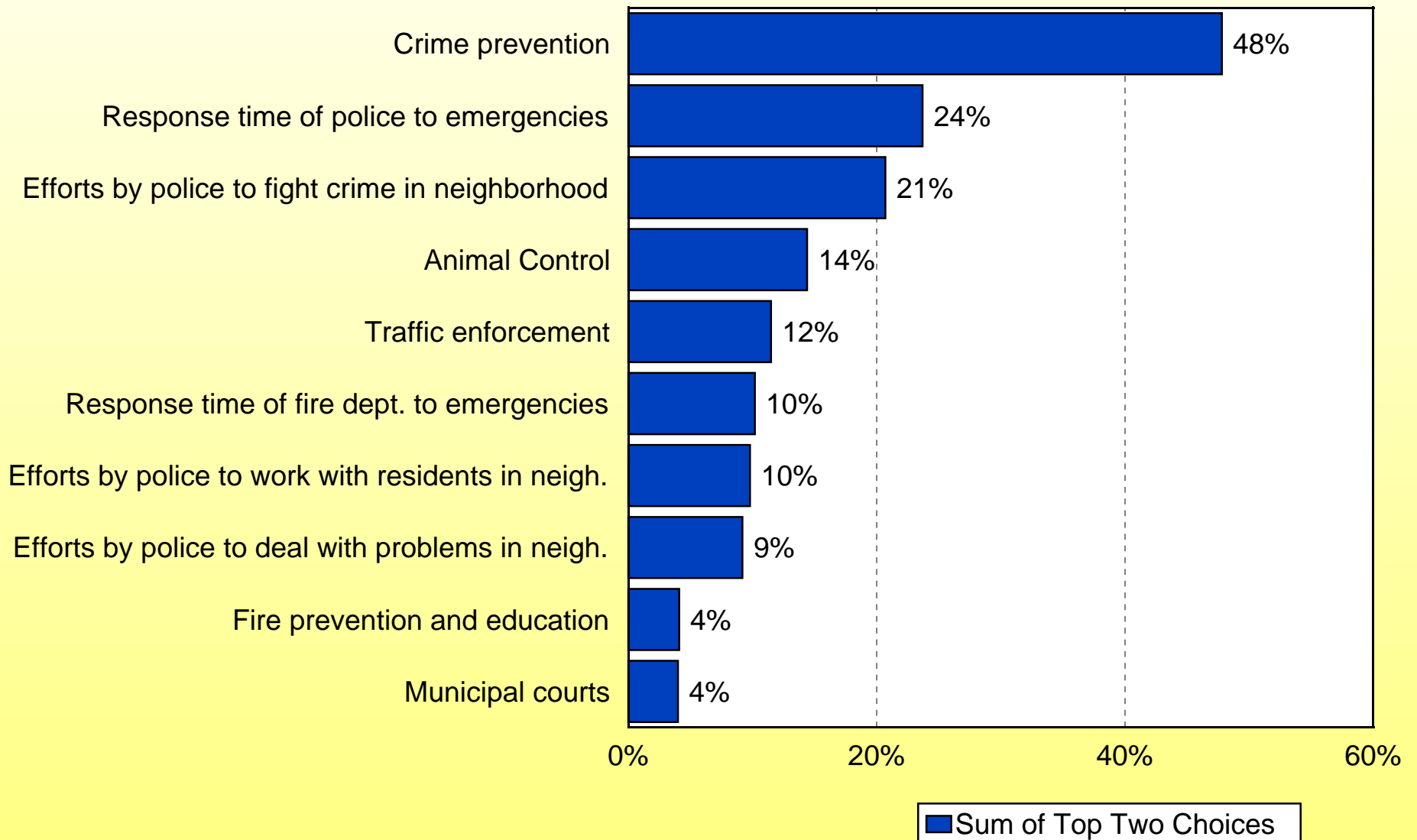
by percentage of respondents who had used the City service during the past year



Source: ETC Institute (May 2011)

Q10. Public Safety Services Residents Think Should Be the City's Top Priorities

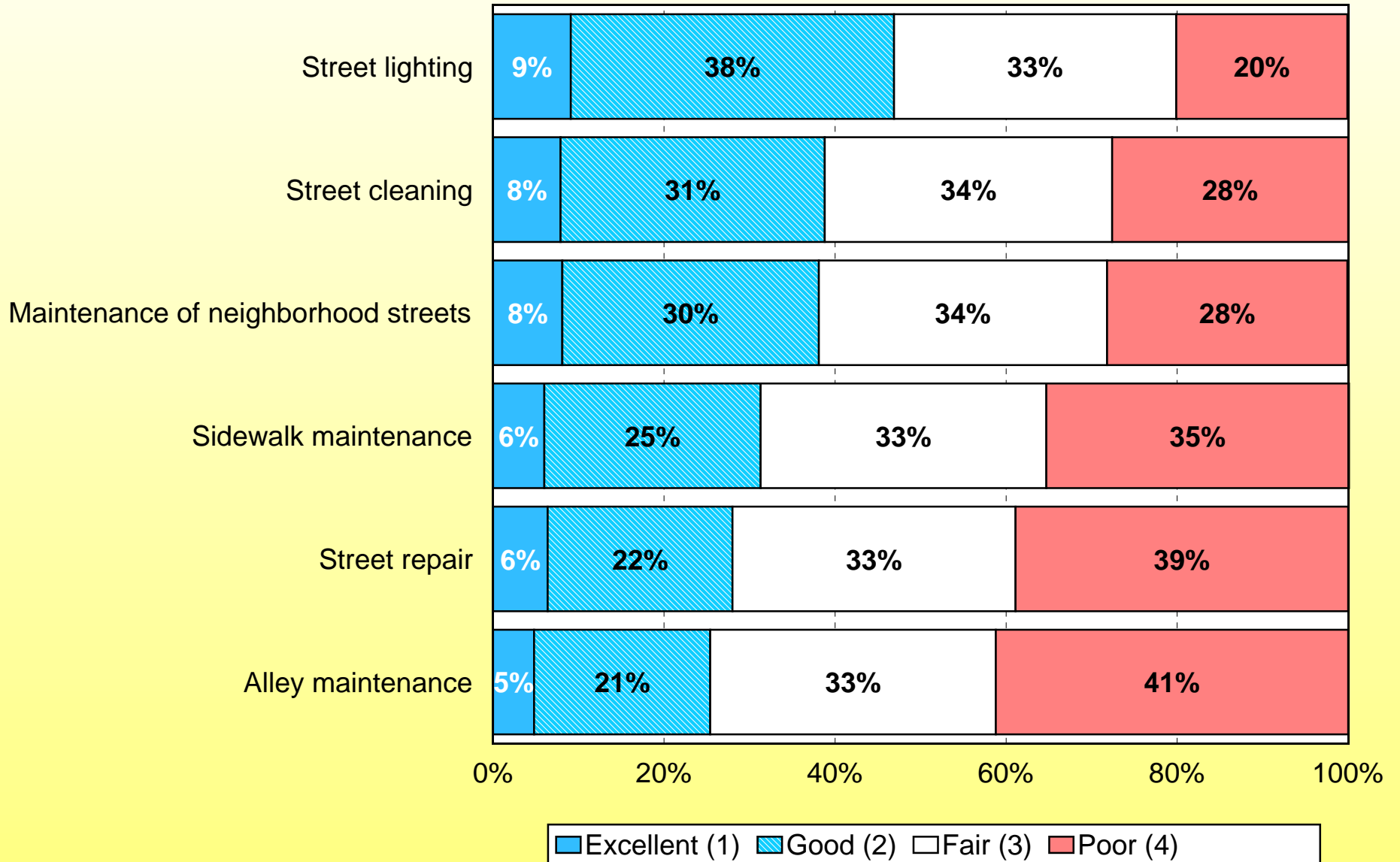
by percentage of respondents who selected the item as one of their top two choices



Streets and Infrastructure

Q11. Ratings of Street and Infrastructure Services

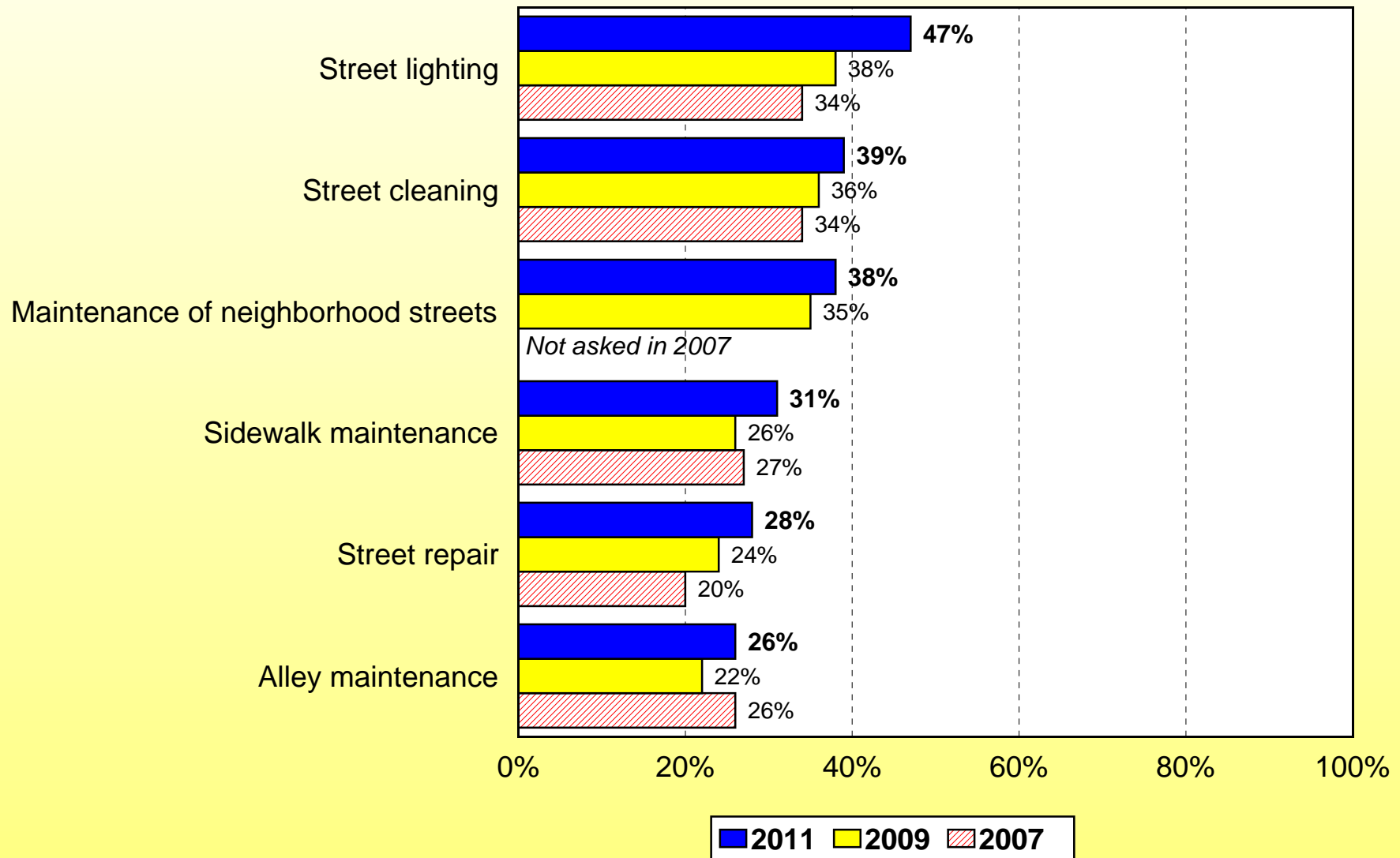
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)



Source: ETC Institute (May 2011)

Q11. Ratings of Streets and Infrastructure Services Trends - 2011, 2009 & 2007

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

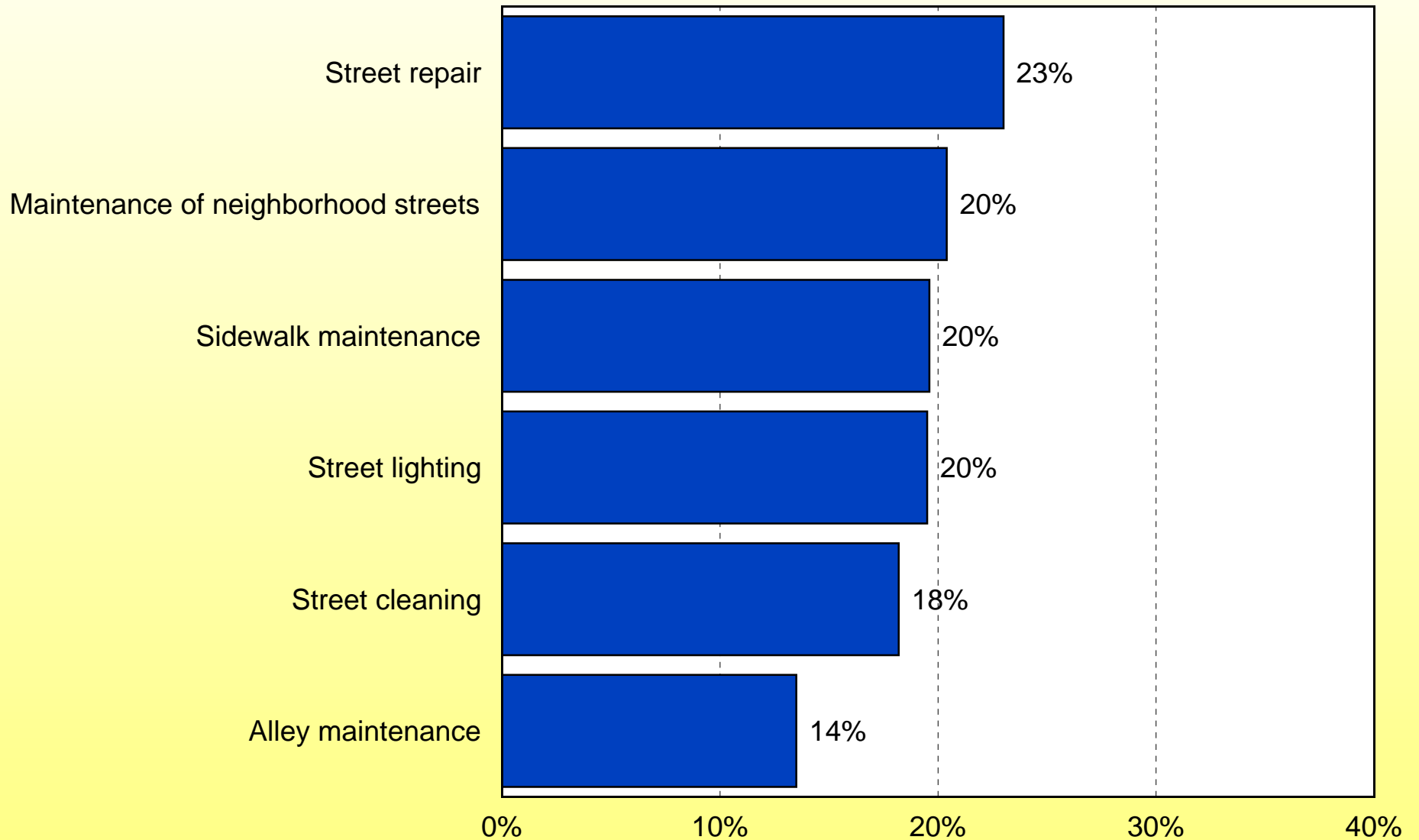


Source: ETC Institute (May 2011)

ETC Institute (2011)

Q11a. Use of Street and Infrastructure Services During the Past Year

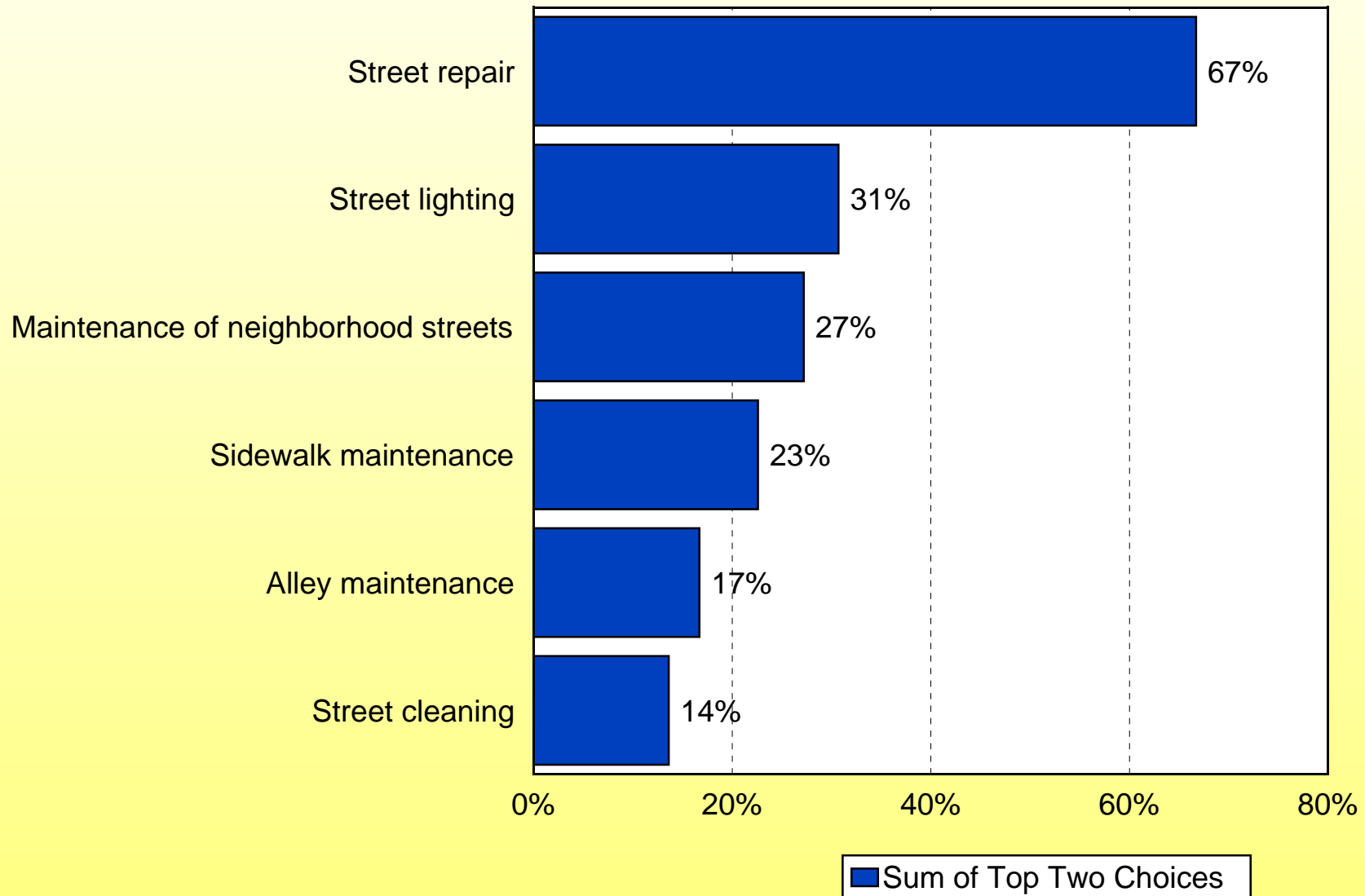
by percentage of respondents who had used the City service during the past year



Source: ETC Institute (May 2011)

Q12. Street and Infrastructure Services Residents Think Should Be the City's Top Priorities

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



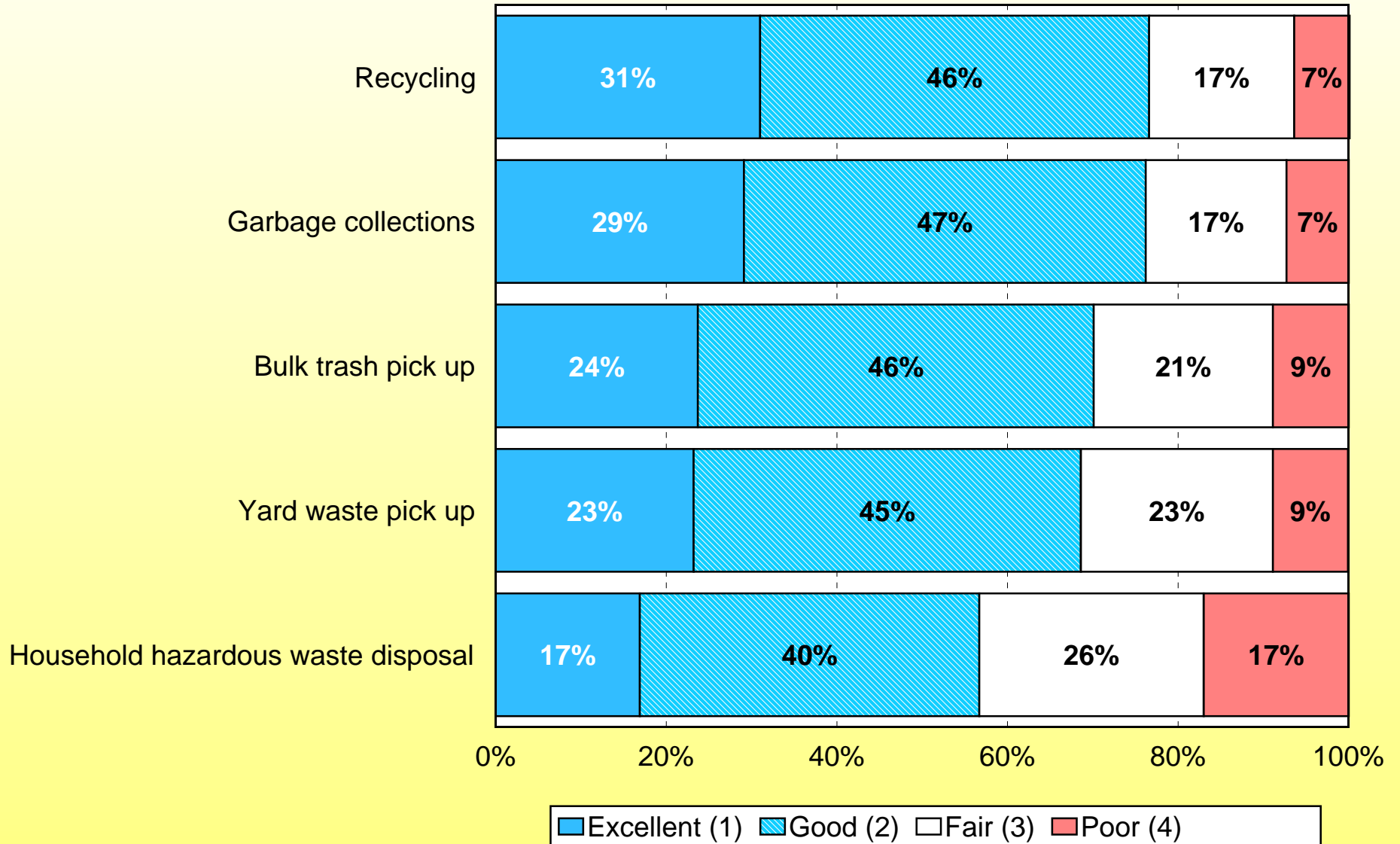
Source: ETC Institute (May 2011)

ETC Institute (2011)

Solid Waste Services

Q13. Ratings of Solid Waste Services

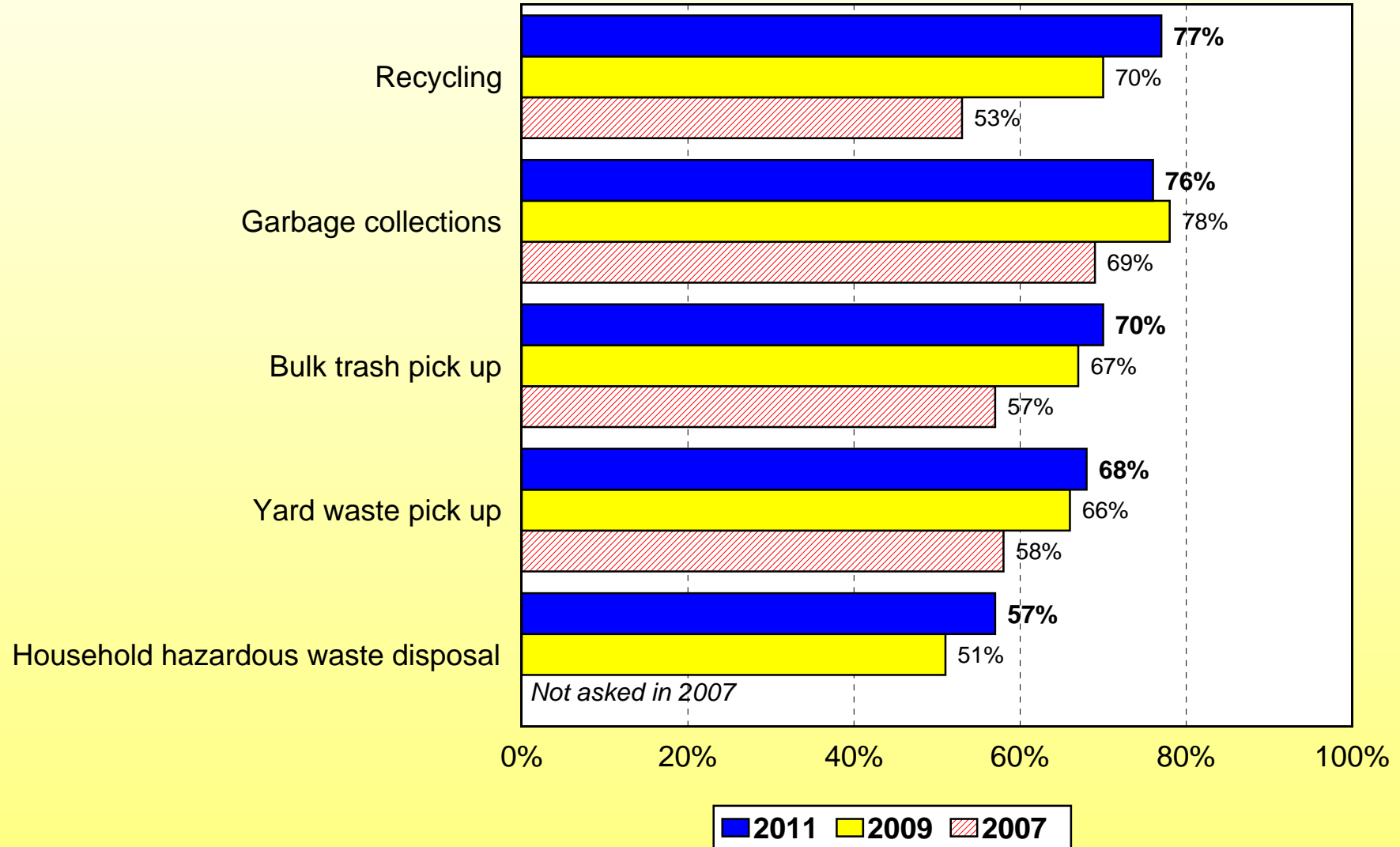
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)



Source: ETC Institute (May 2011)

Q13. Ratings of Solid Waste Services Trends - 2011, 2009 & 2007

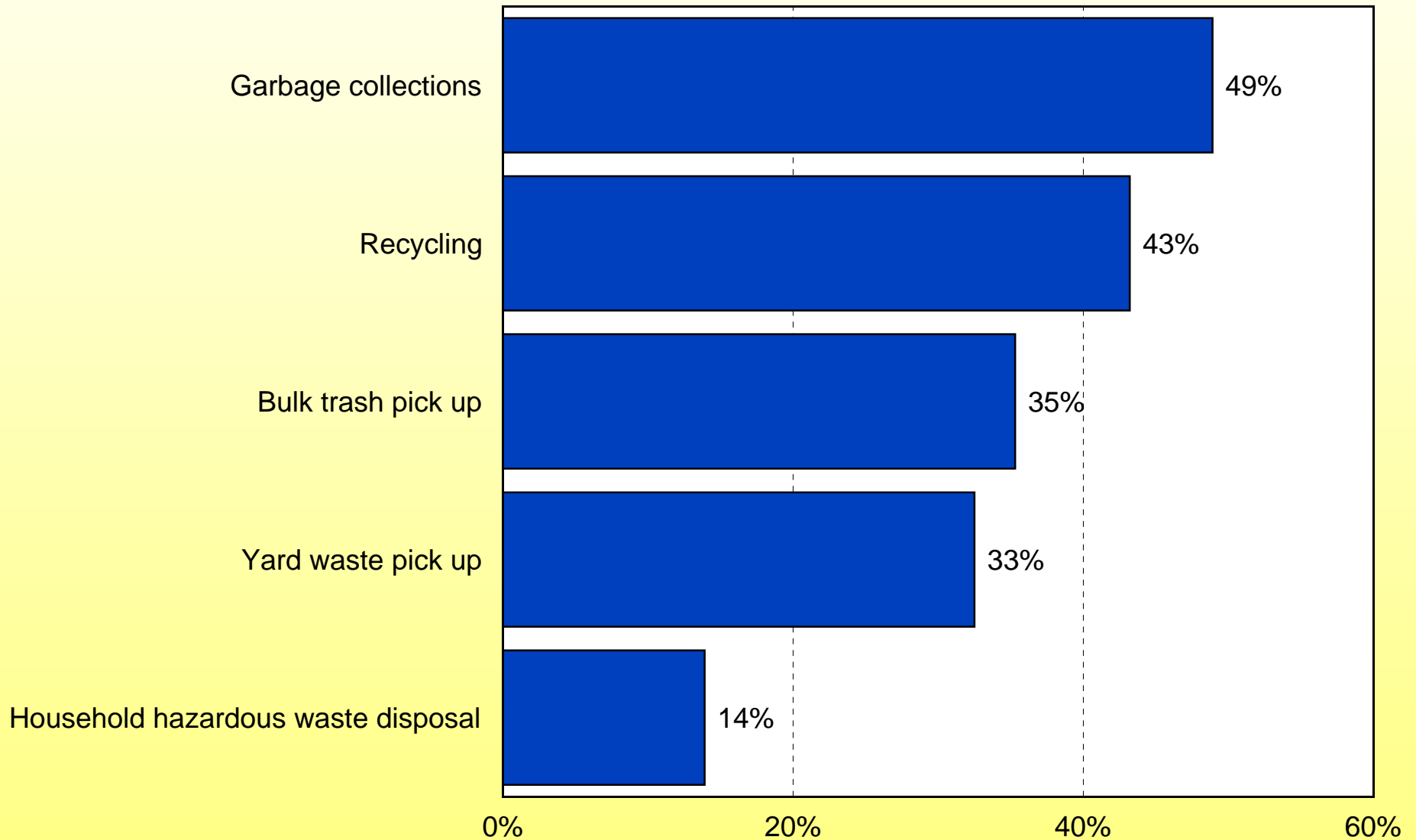
by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

Q13a. Use of Solid Waste Services During the Past Year

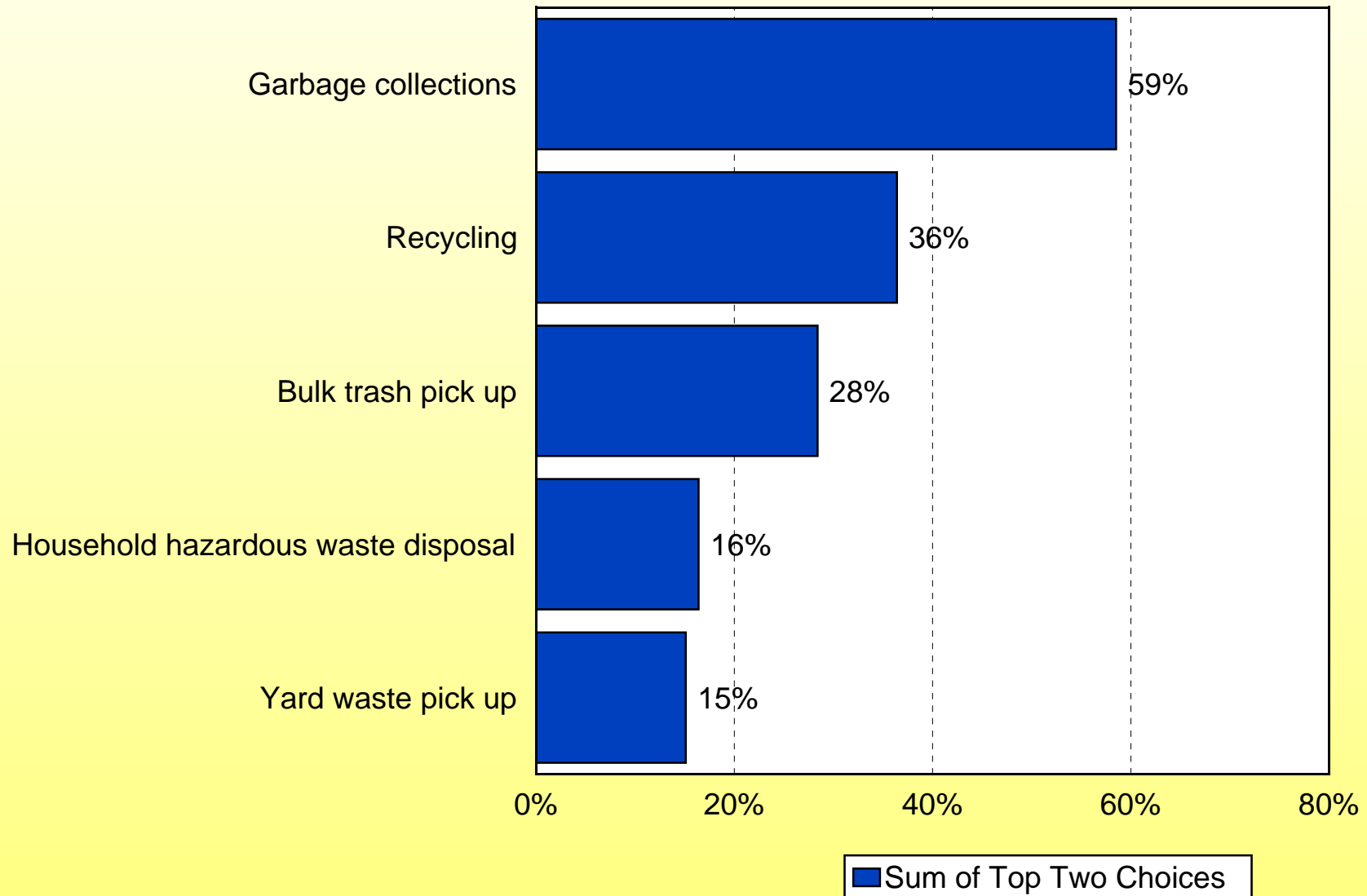
by percentage of respondents who had used the City service during the past year



Source: ETC Institute (May 2011)

Q14. Solid Waste Services Residents Think Should Be the City's Top Priorities

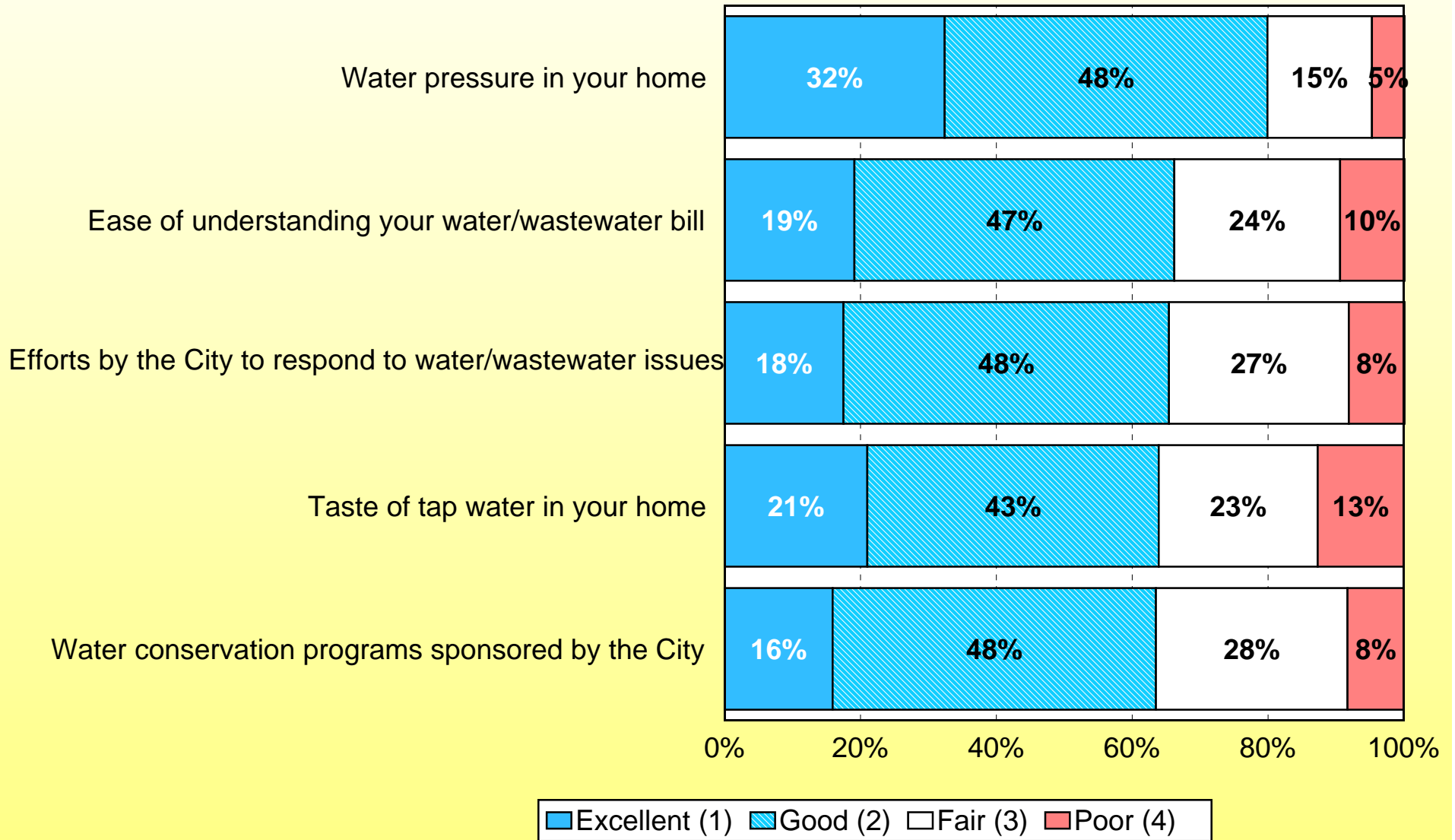
by percentage of respondents who selected the item as one of their top two choices



Water and Wastewater Services

Q15. Ratings of Water and Wastewater Services

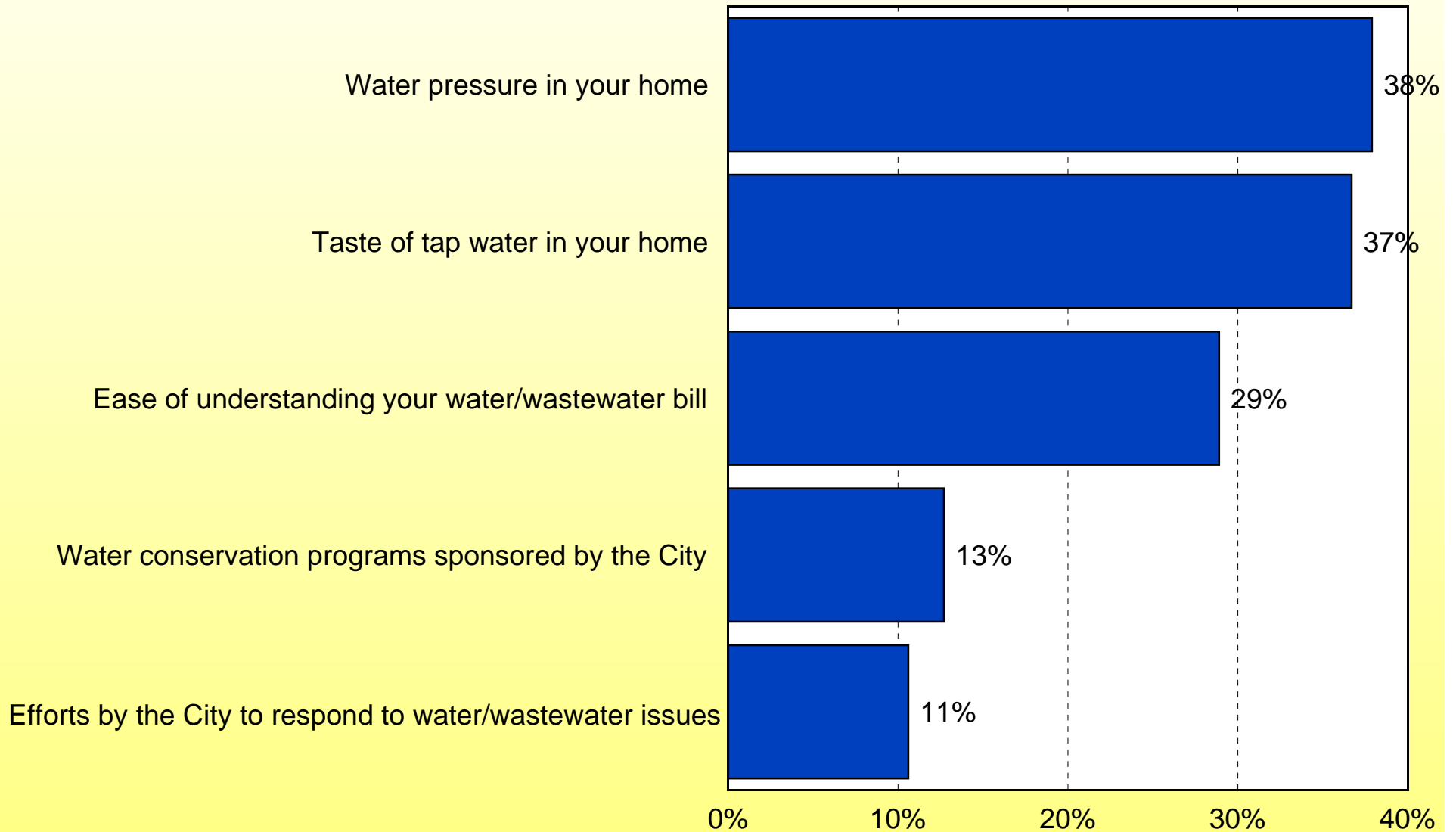
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)



Source: ETC Institute (May 2011)

Q15a. Use of Water and Wastewater Services During the Past Year

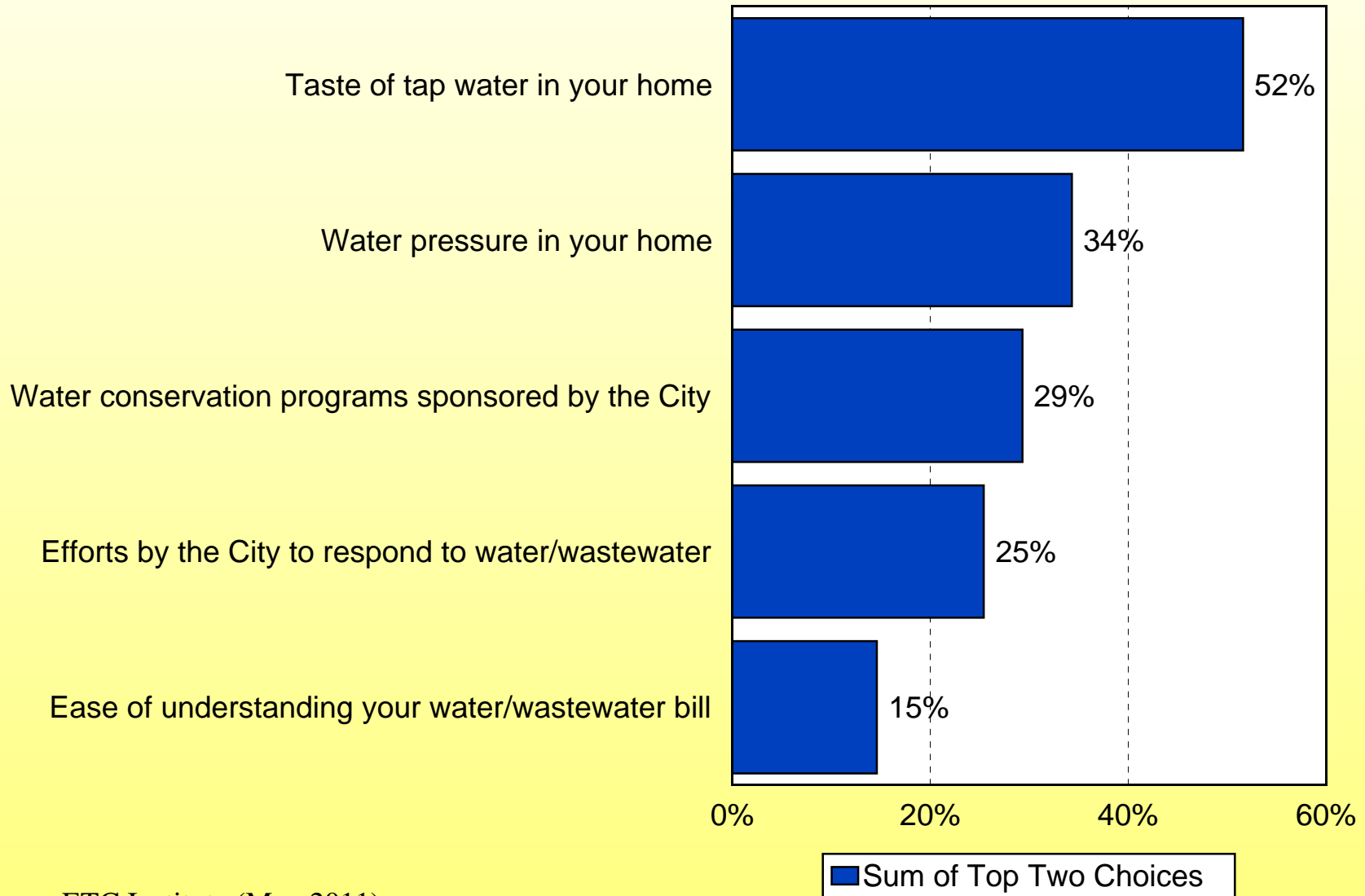
by percentage of respondents who had used the City service during the past year



Source: ETC Institute (May 2011)

Q16. Water and Wastewater Services Residents Think Should Be the City's Top Priorities

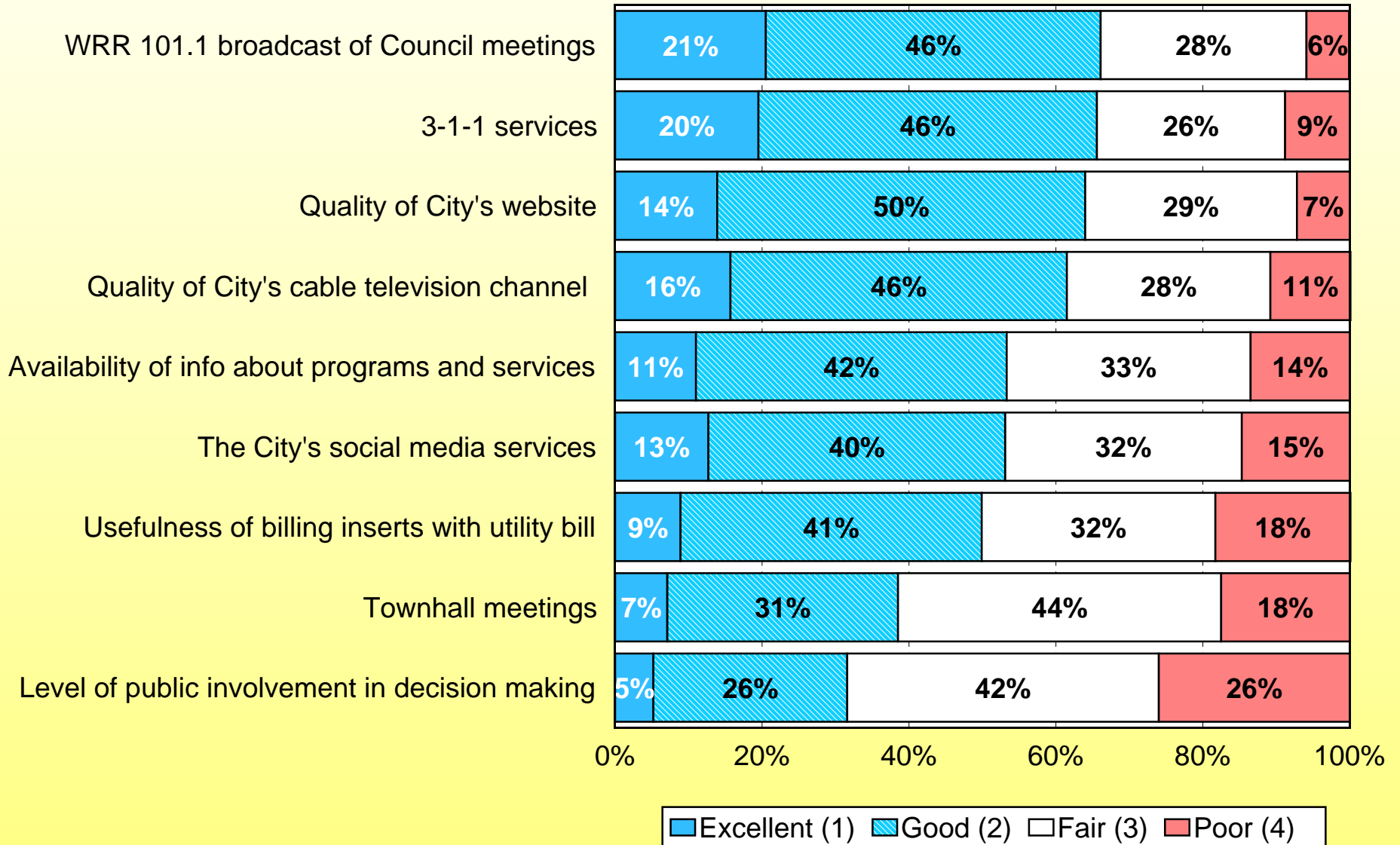
by percentage of respondents who selected the item as one of their top two choices



Public Information Services

Q17. Ratings of Public Information 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)

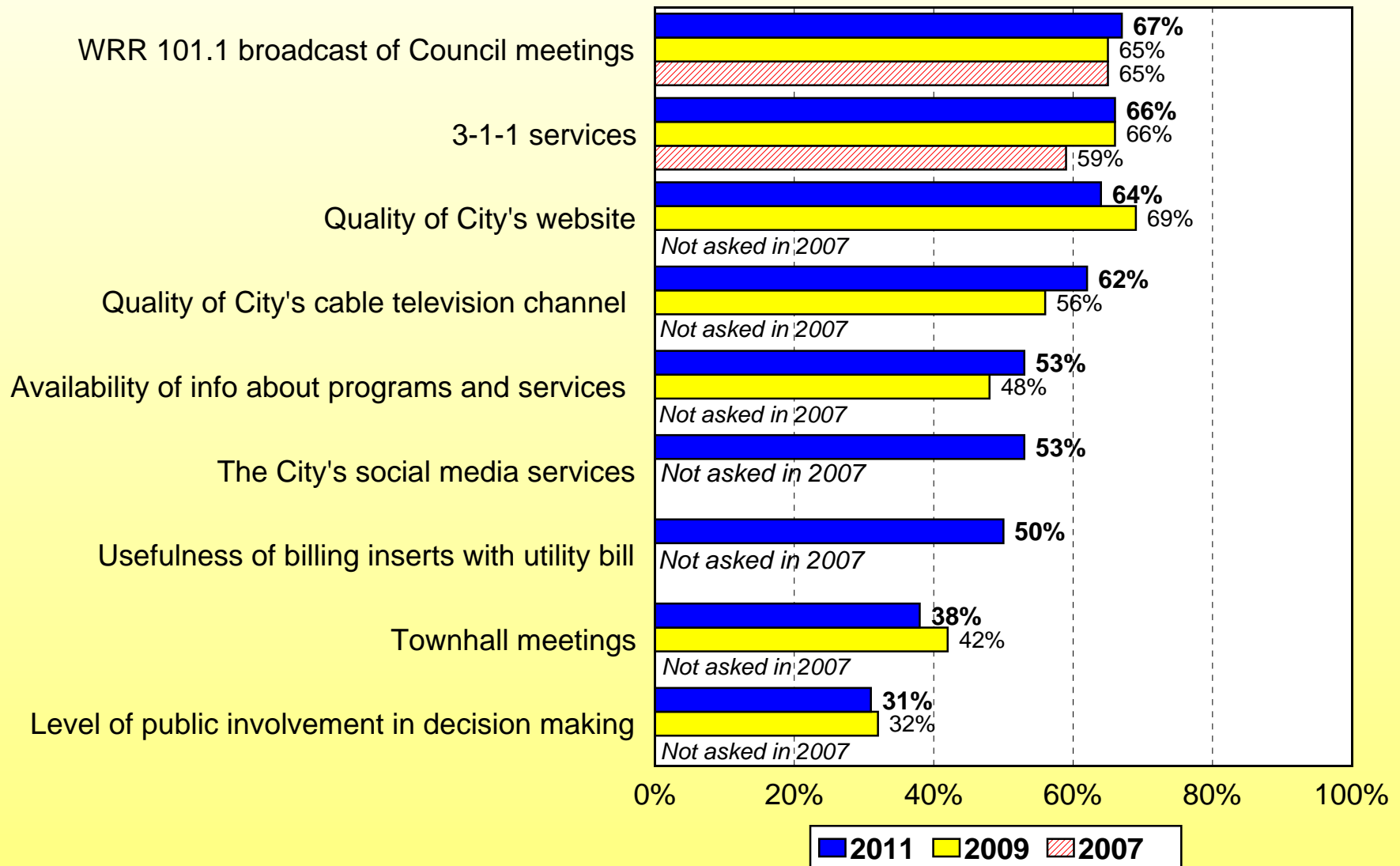


Source: ETC Institute (May 2011)

Q17. Ratings of Public Information Services

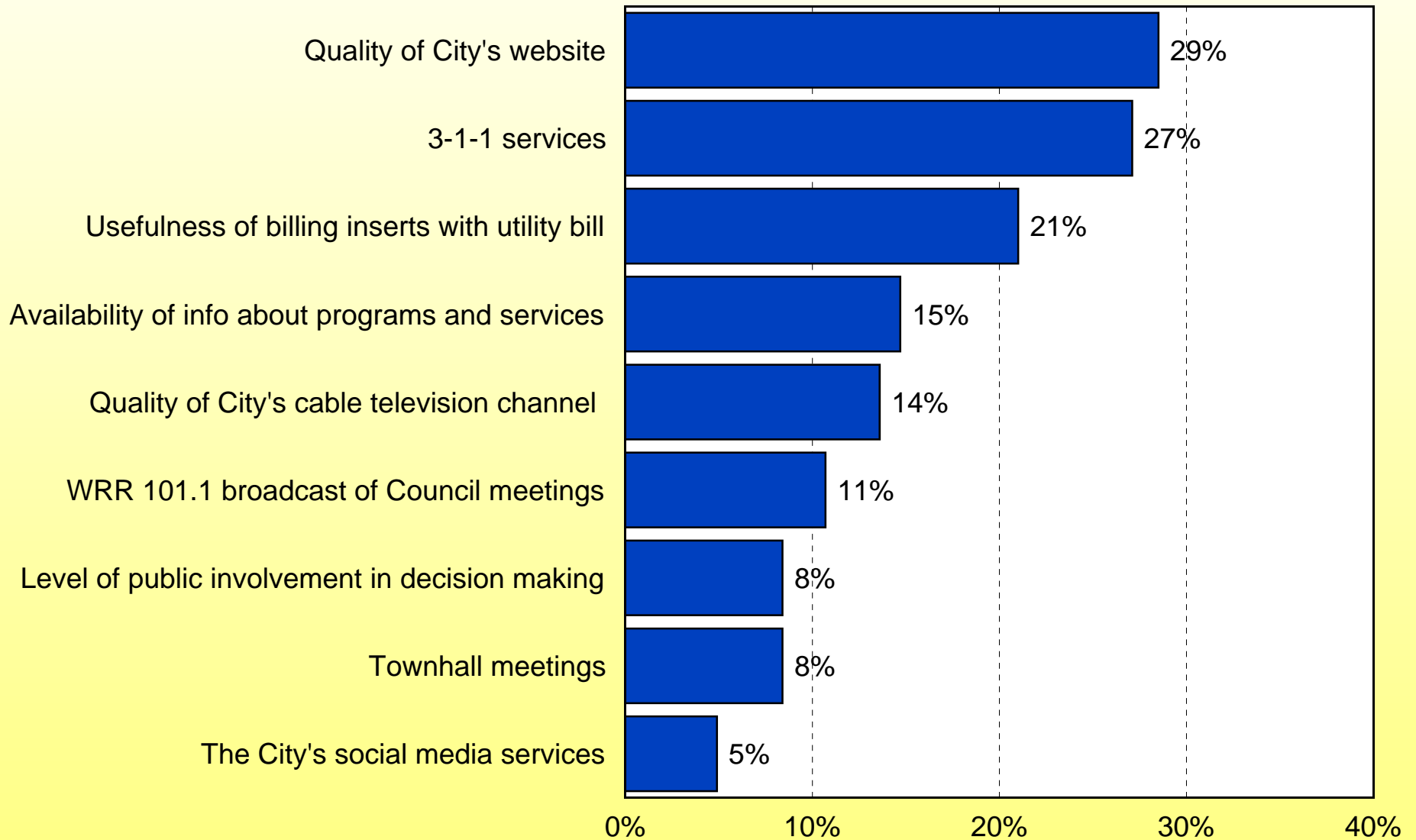
Trends - 2011, 2009 & 2007

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



Q17a. Use of Public Information Services During the Past Year

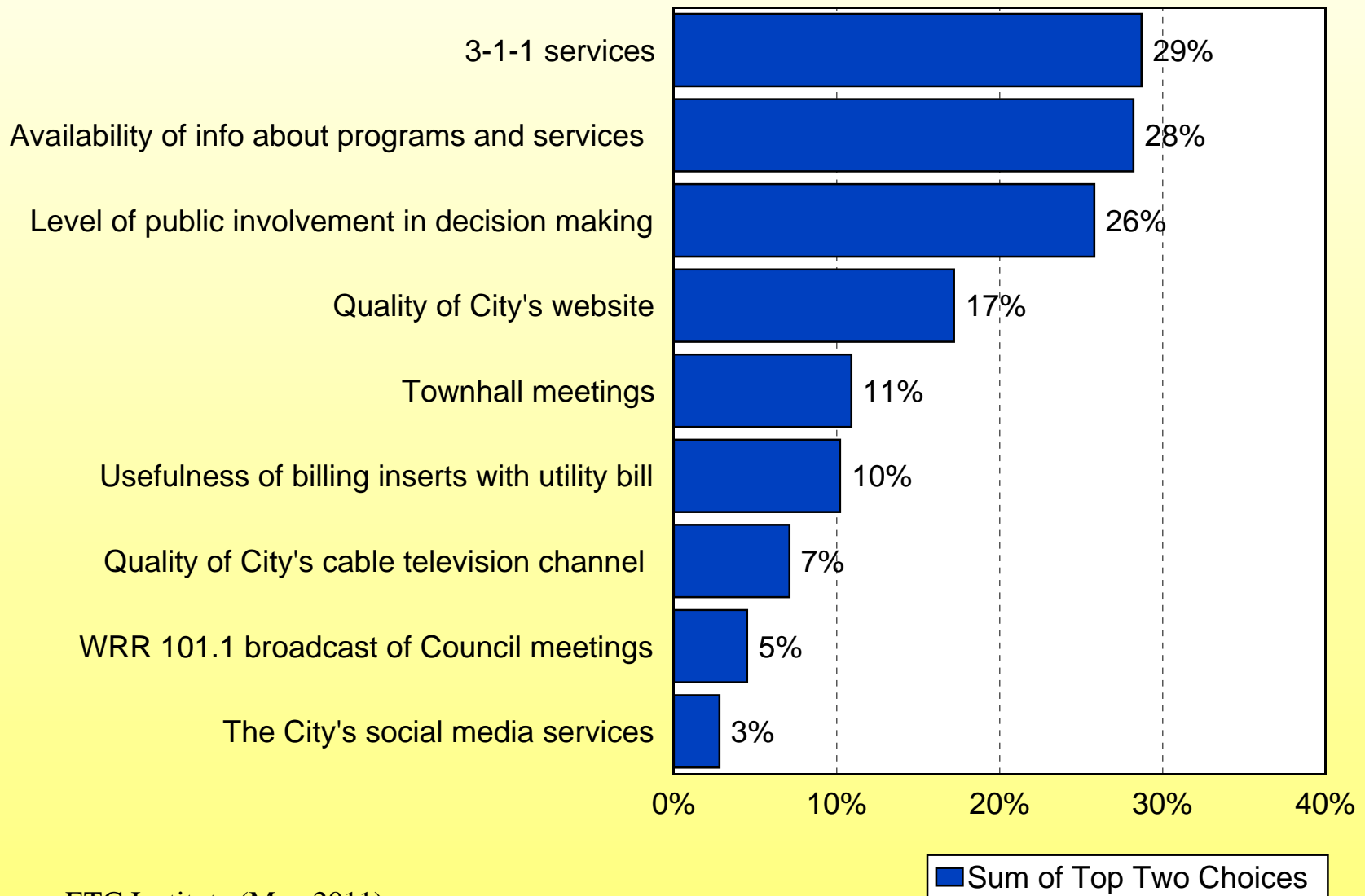
by percentage of respondents who had used the City service during the past year



Source: ETC Institute (May 2011)

Q18. Public Information Services Residents Think Should Be the City's Top Priorities

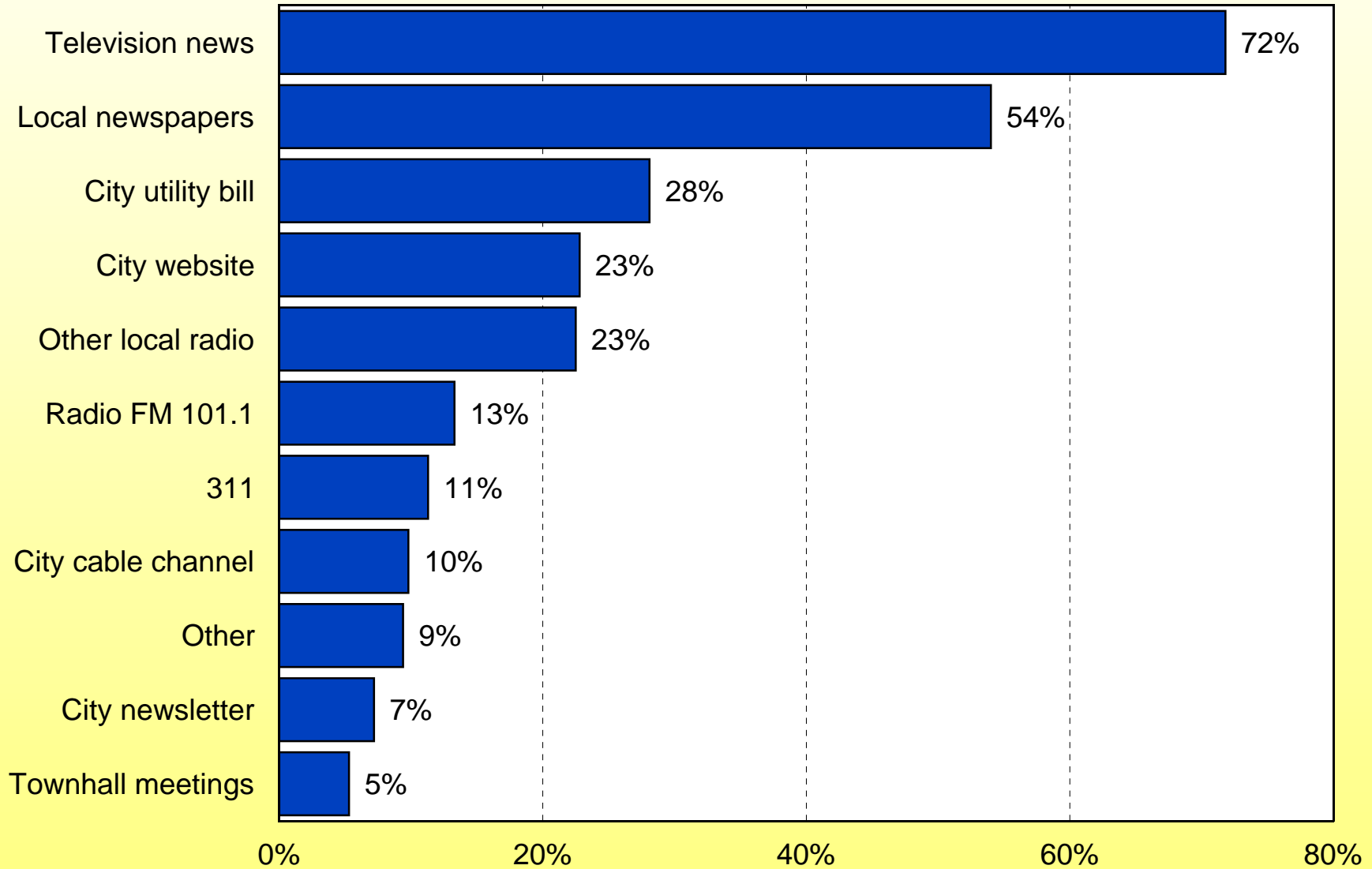
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (May 2011)

Q19. Sources Where Residents Currently Get News and Information about City Programs, Services and Events

by percentage of respondents (multiple responses allowed)

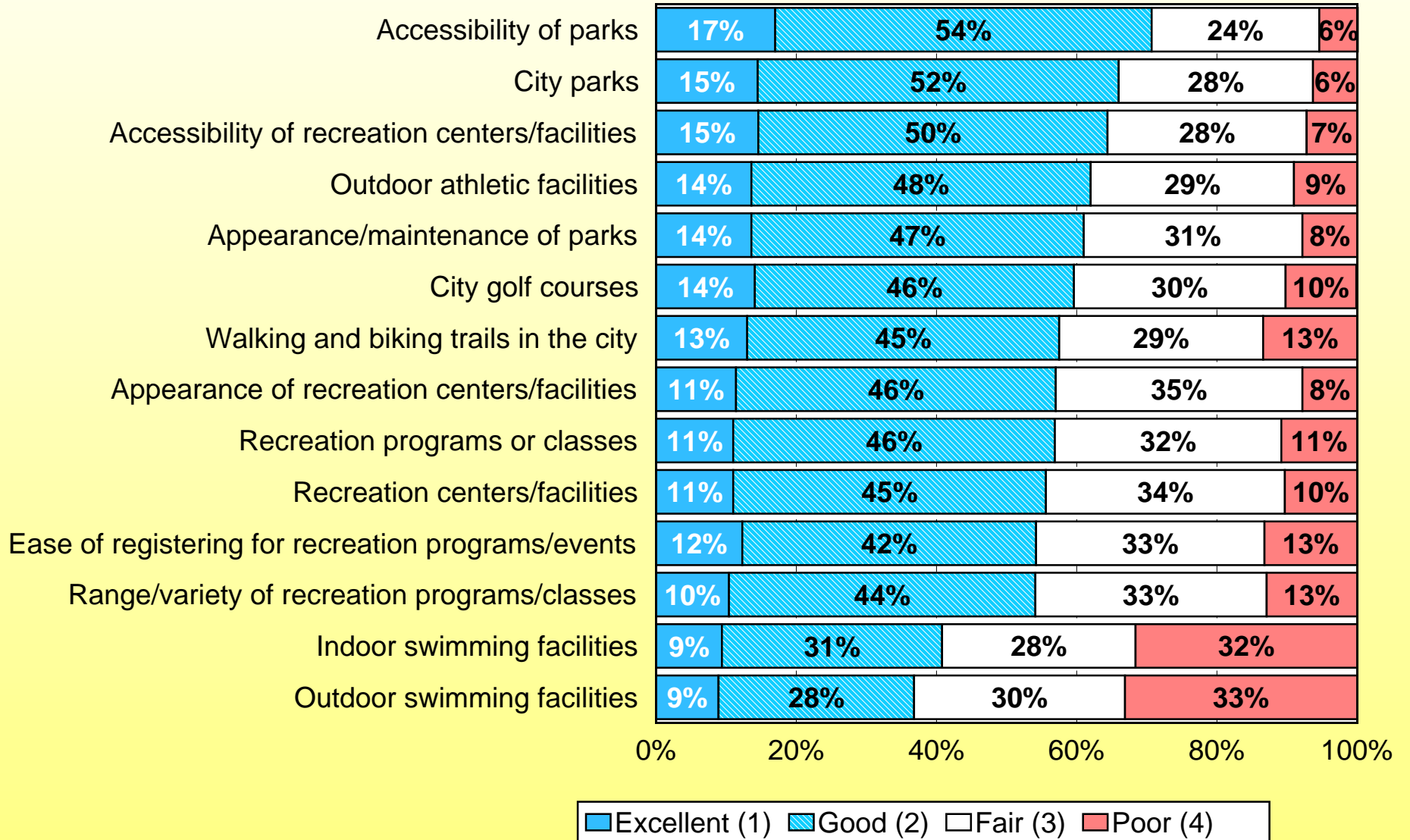


Source: ETC Institute (May 2011)

Park and Recreation Services

Q20. Ratings of Park and Recreation Services

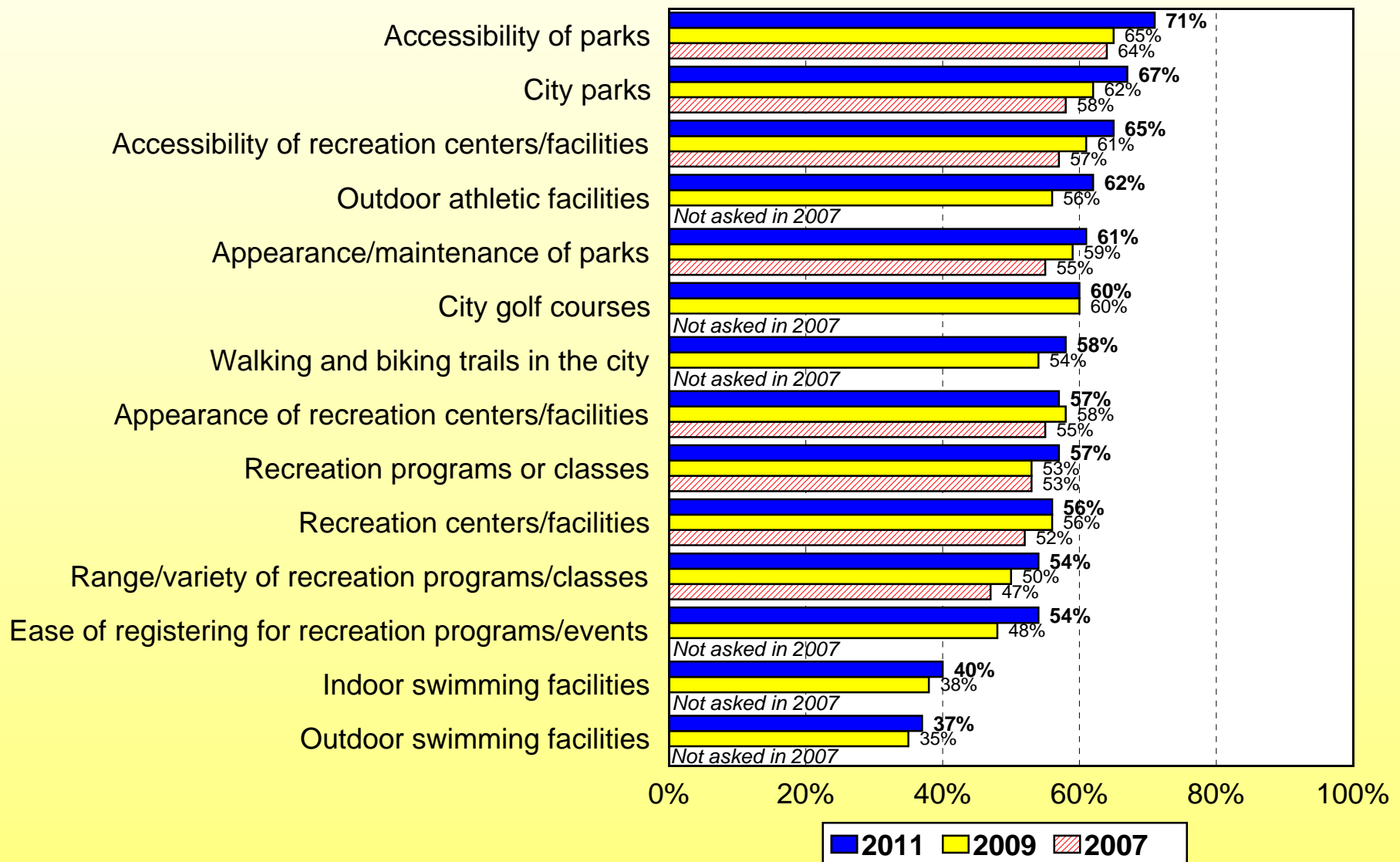
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)



Source: ETC Institute (May 2011)

Q20. Ratings of Park and Recreation Services Trends - 2011, 2009 & 2007

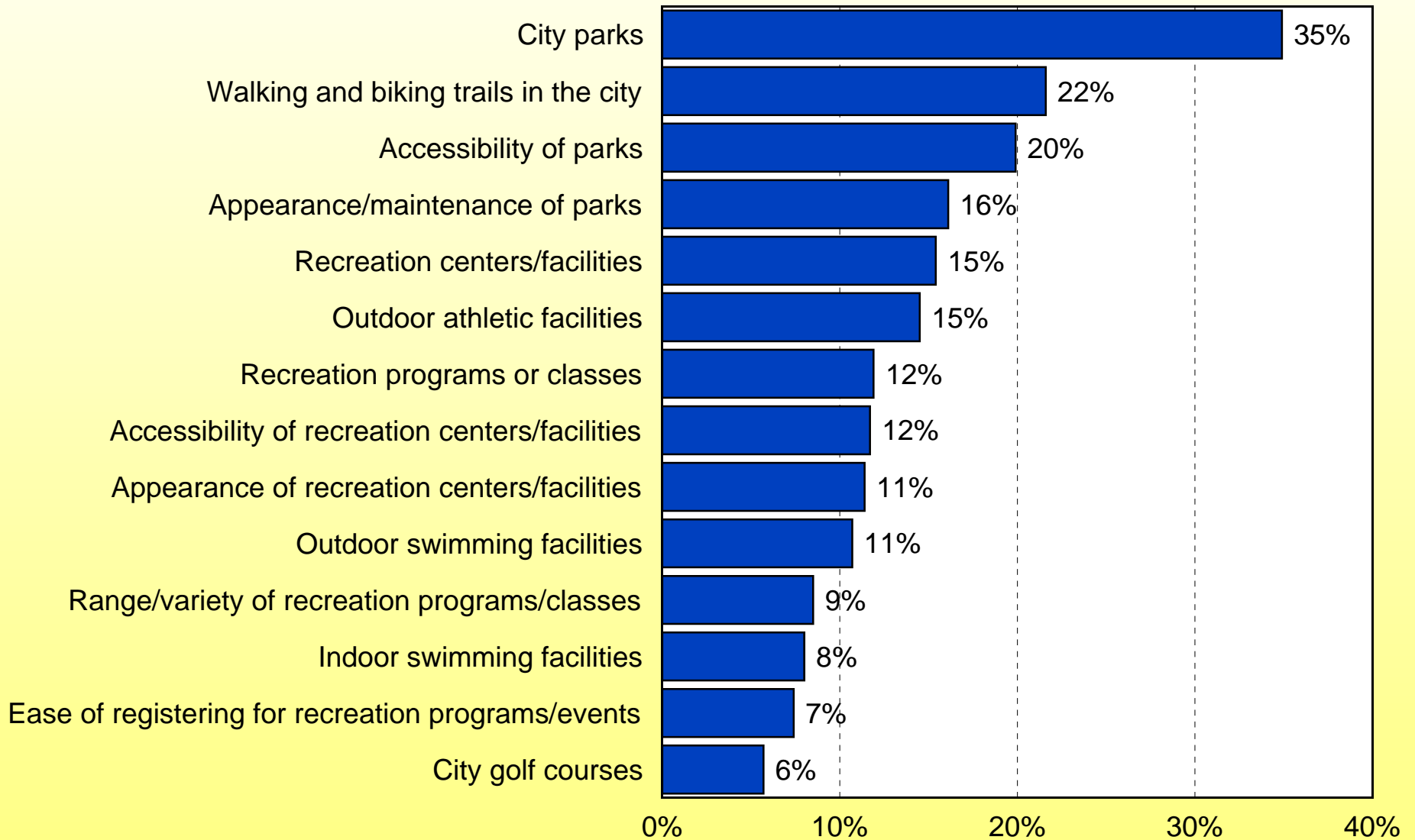
by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

Q20a. Use of Park and Recreation Services During the Past Year

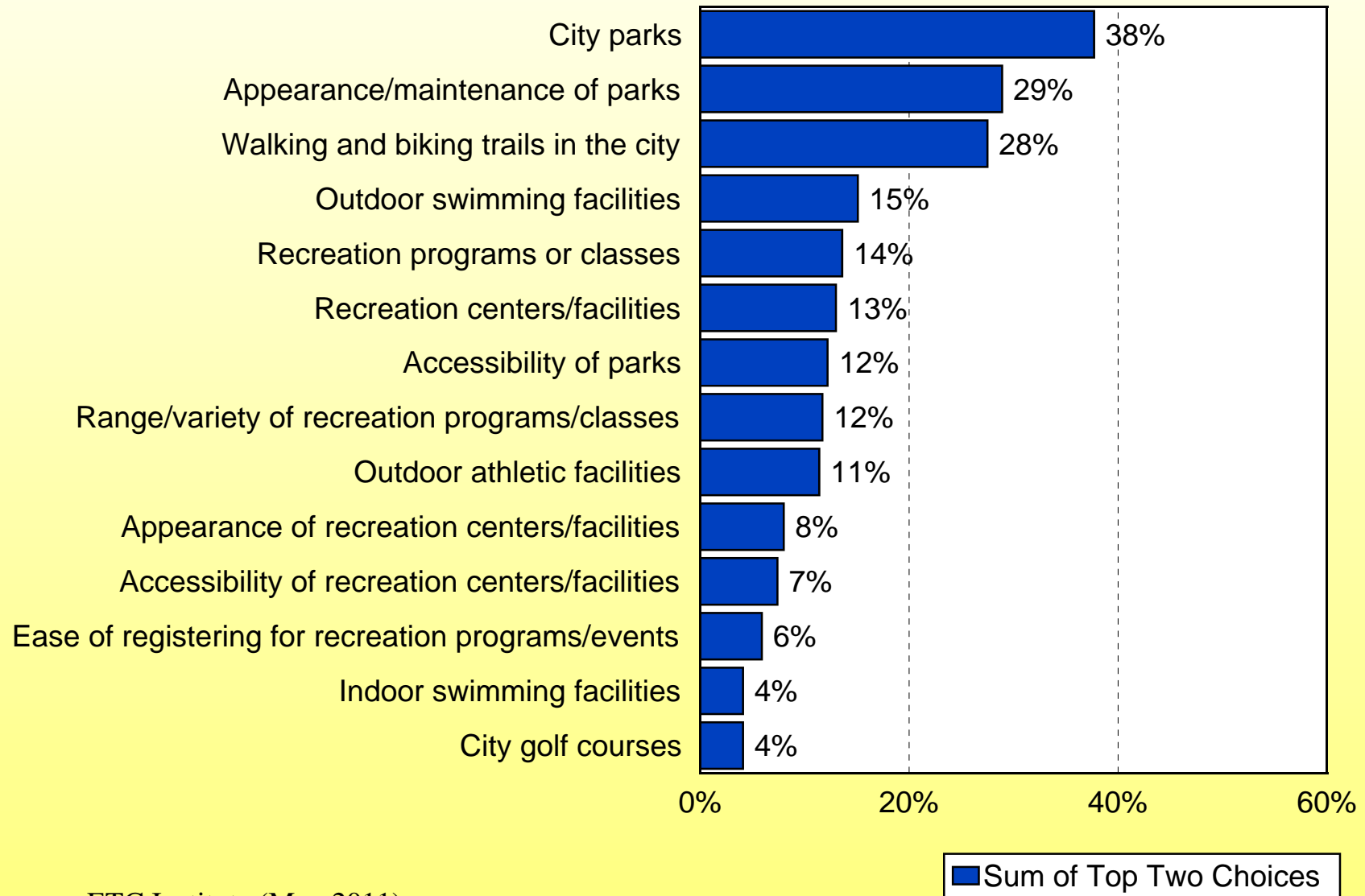
by percentage of respondents who had used the City service during the past year



Source: ETC Institute (May 2011)

Q21. Park and Recreation Services Residents Think Should Be the City's Top Priorities

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

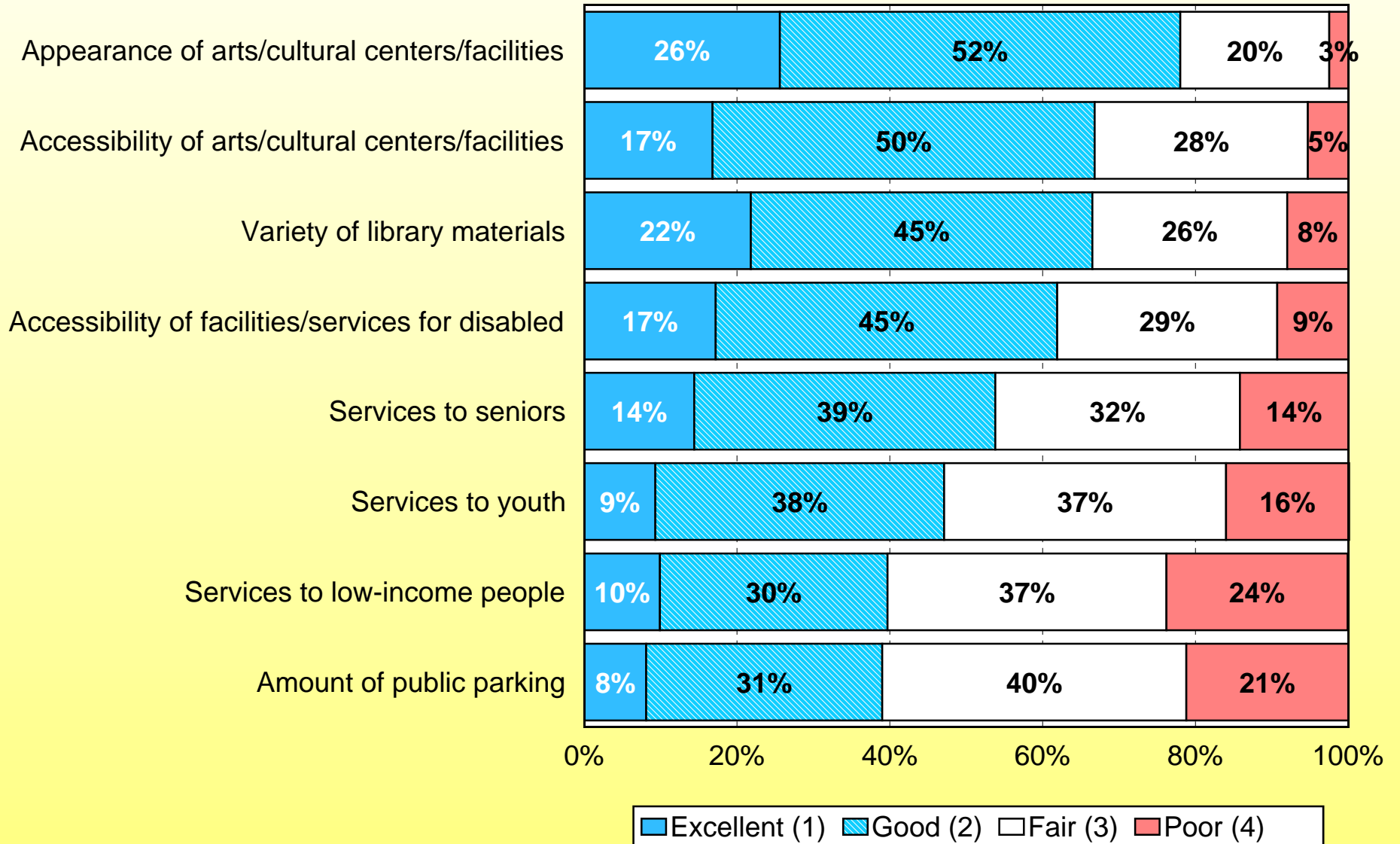


Source: ETC Institute (May 2011)

Other City Services

Q22. Ratings of Various City Services

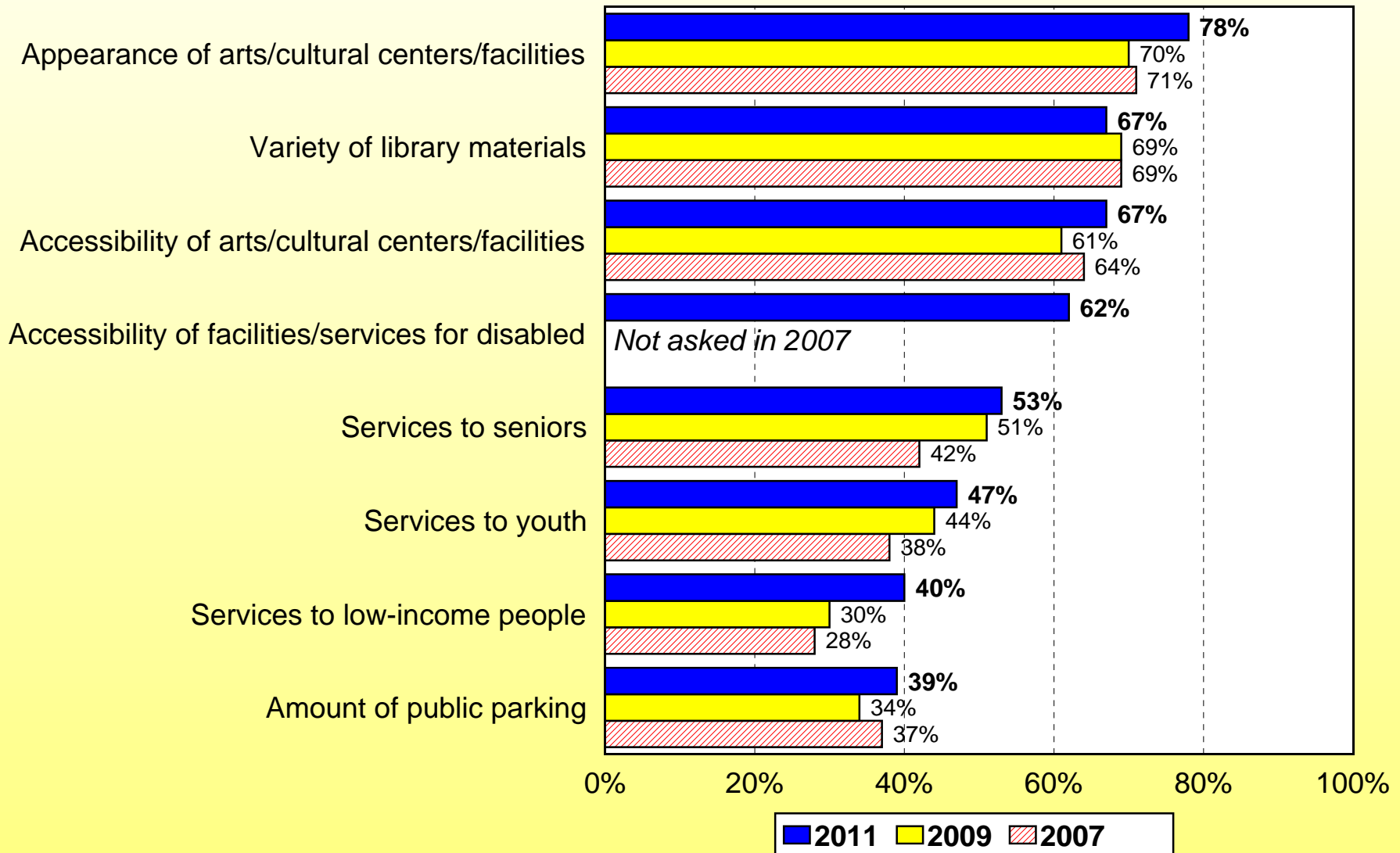
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)



Source: ETC Institute (May 2011)

Q22. Ratings of Various City Services *Trends - 2011, 2009 & 2007*

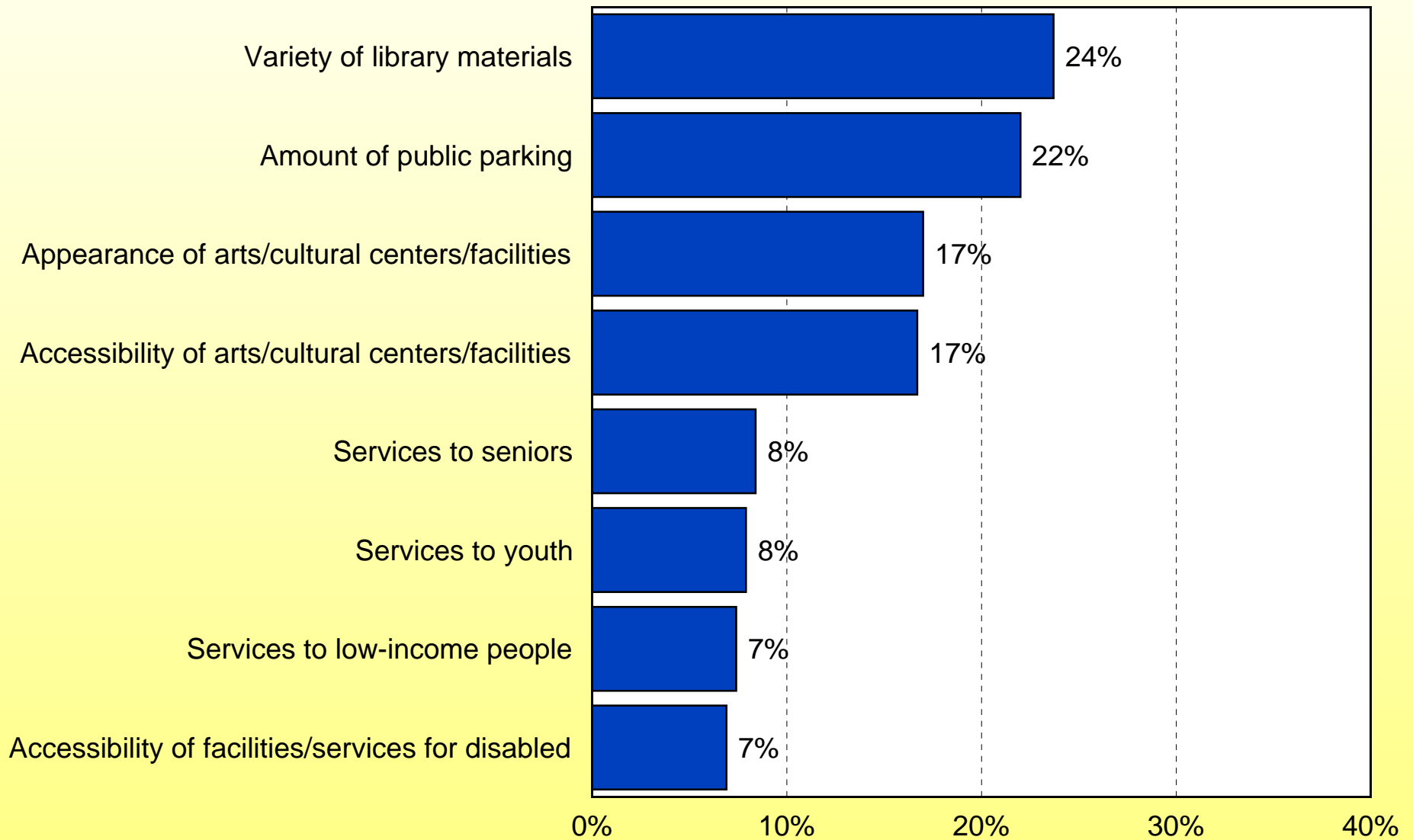
by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

Q22a. Use of Other City Services During the Past Year

by percentage of respondents who had used the City service during the past year

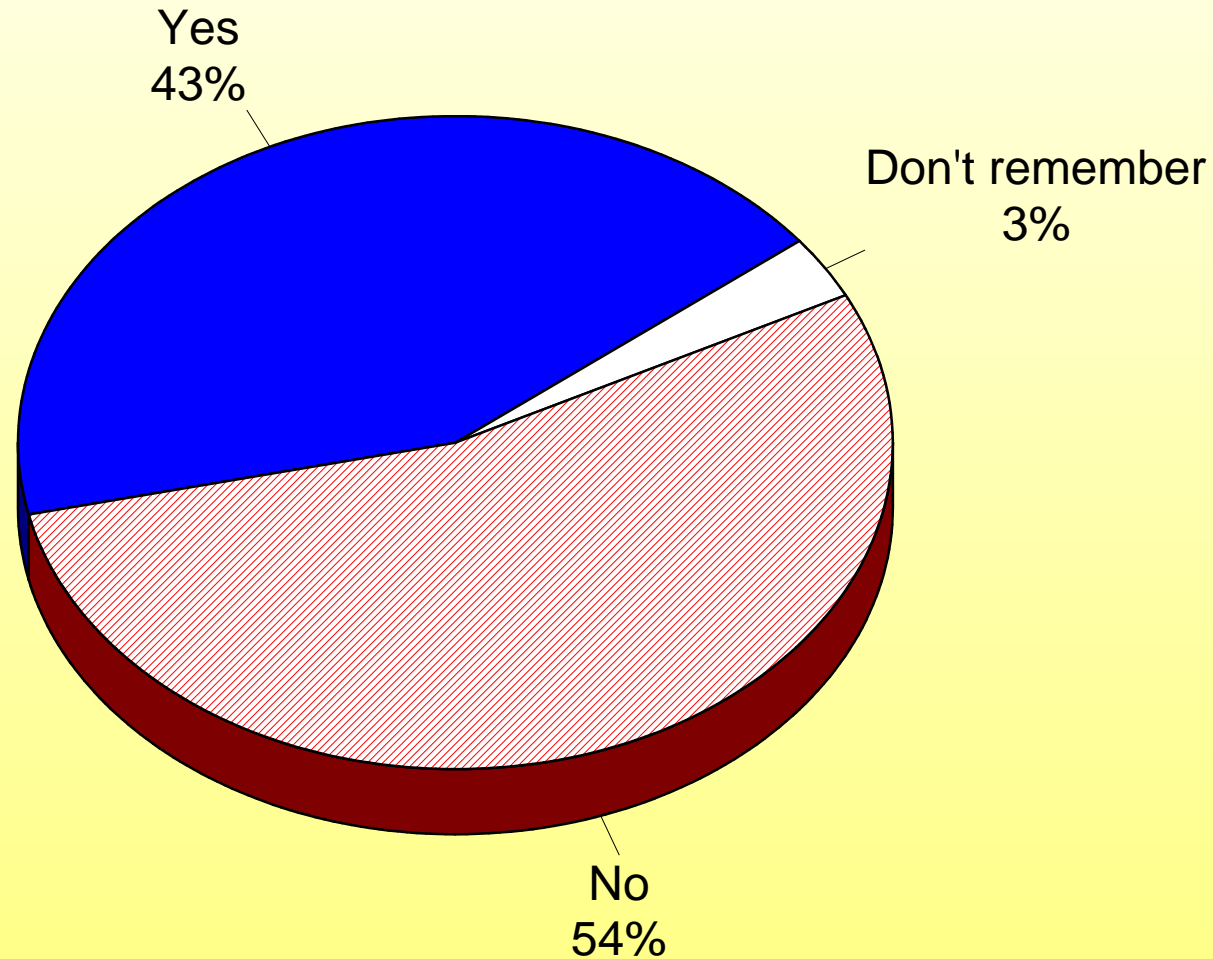


Source: ETC Institute (May 2011)

Customer Service

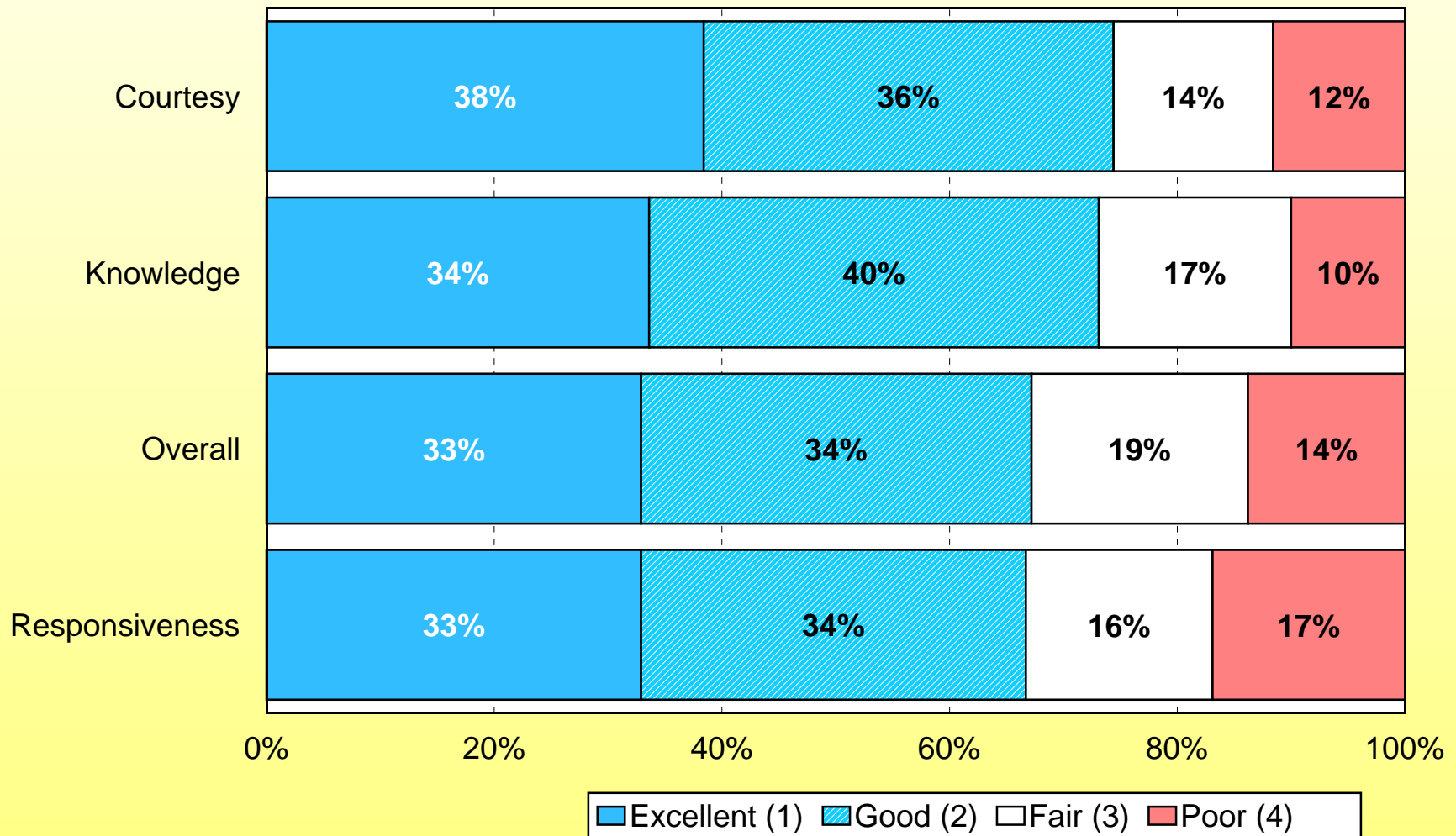
Q23. Have you had any in-person or phone contact with an employee of the City of Dallas within the last 12 months?

by percentage of respondents



Q23b-e. Ratings of the Customer Service Provided by City Employees

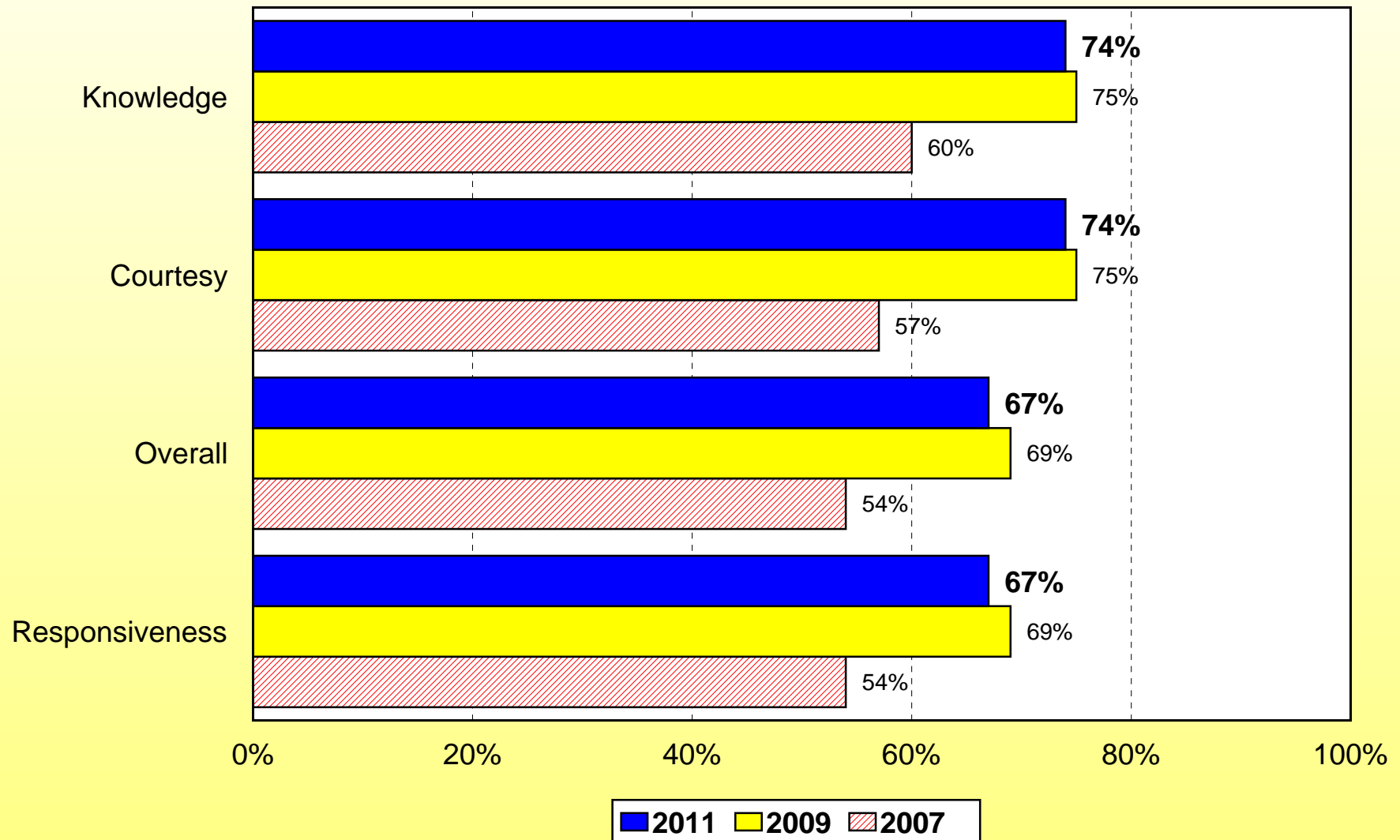
by percentage of respondents who had contact with a City employee during the previous year and by the percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)



Source: ETC Institute (May 2011)

Q23b-e. Ratings of the Customer Service Trends - 2011, 2009 & 2007

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

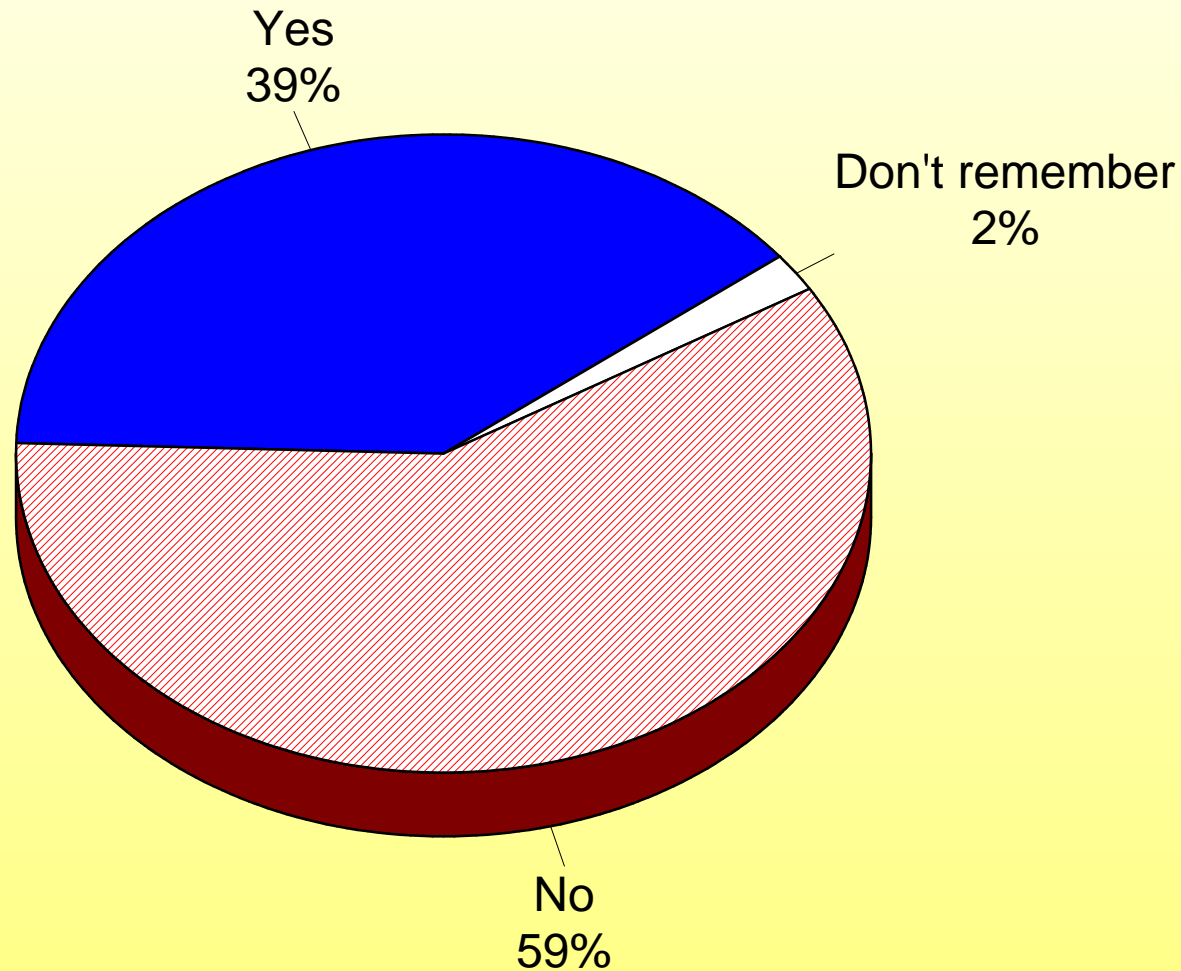


Source: ETC Institute (May 2011)

3-1-1 Customer Service Call Center

Q24. Have you used either the City's 3-1-1 Customer Service Call Center or the Water Customer Service line in the past 6 months?

by percentage of respondents

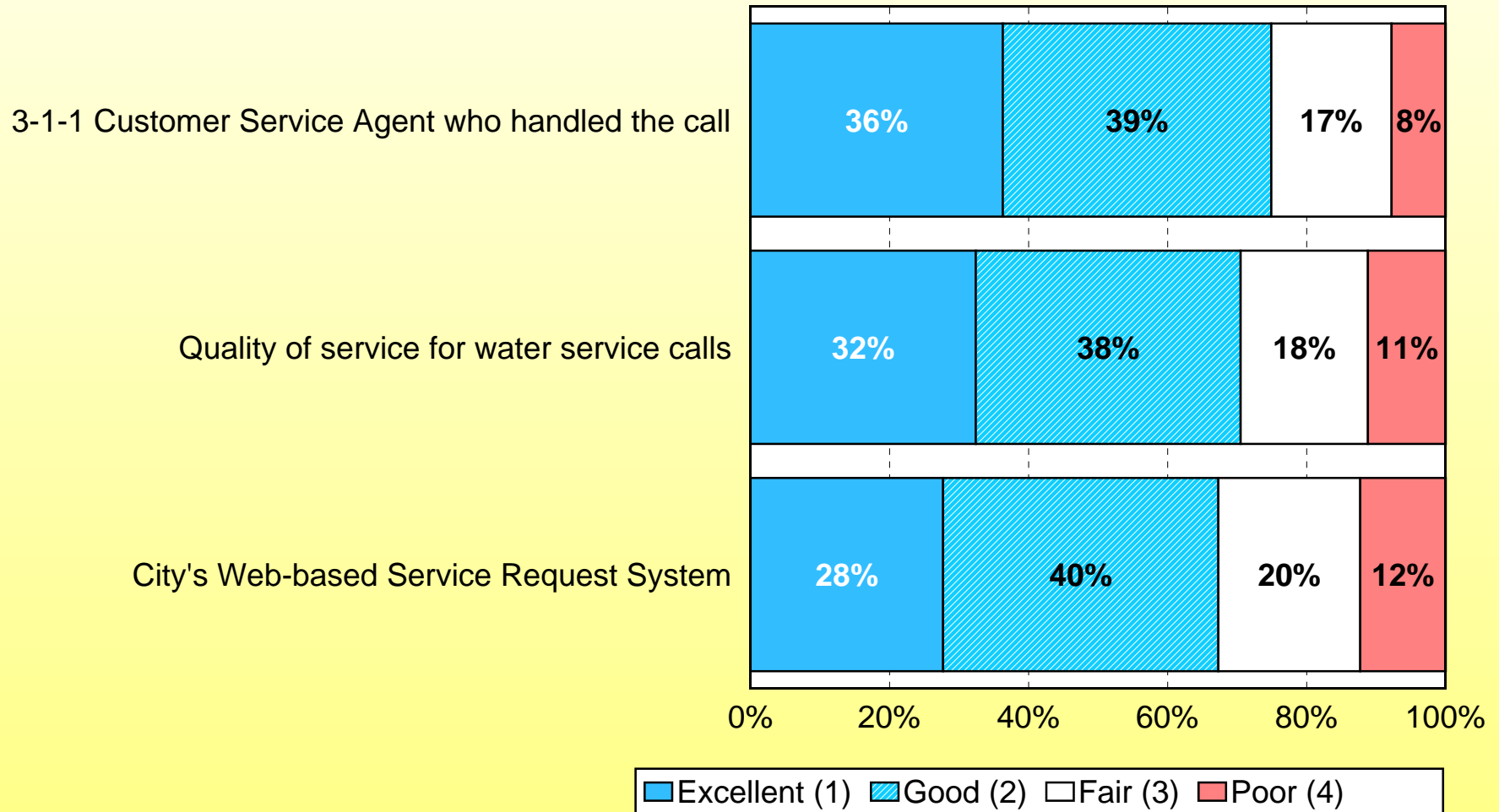


Source: ETC Institute (May 2011)

ETC Institute (2011)

Q24b-d. Ratings of the 3-1-1 Customer Service Provided by City Employees

by percentage of respondents who had contact with a City employee during the previous six months and by the 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)

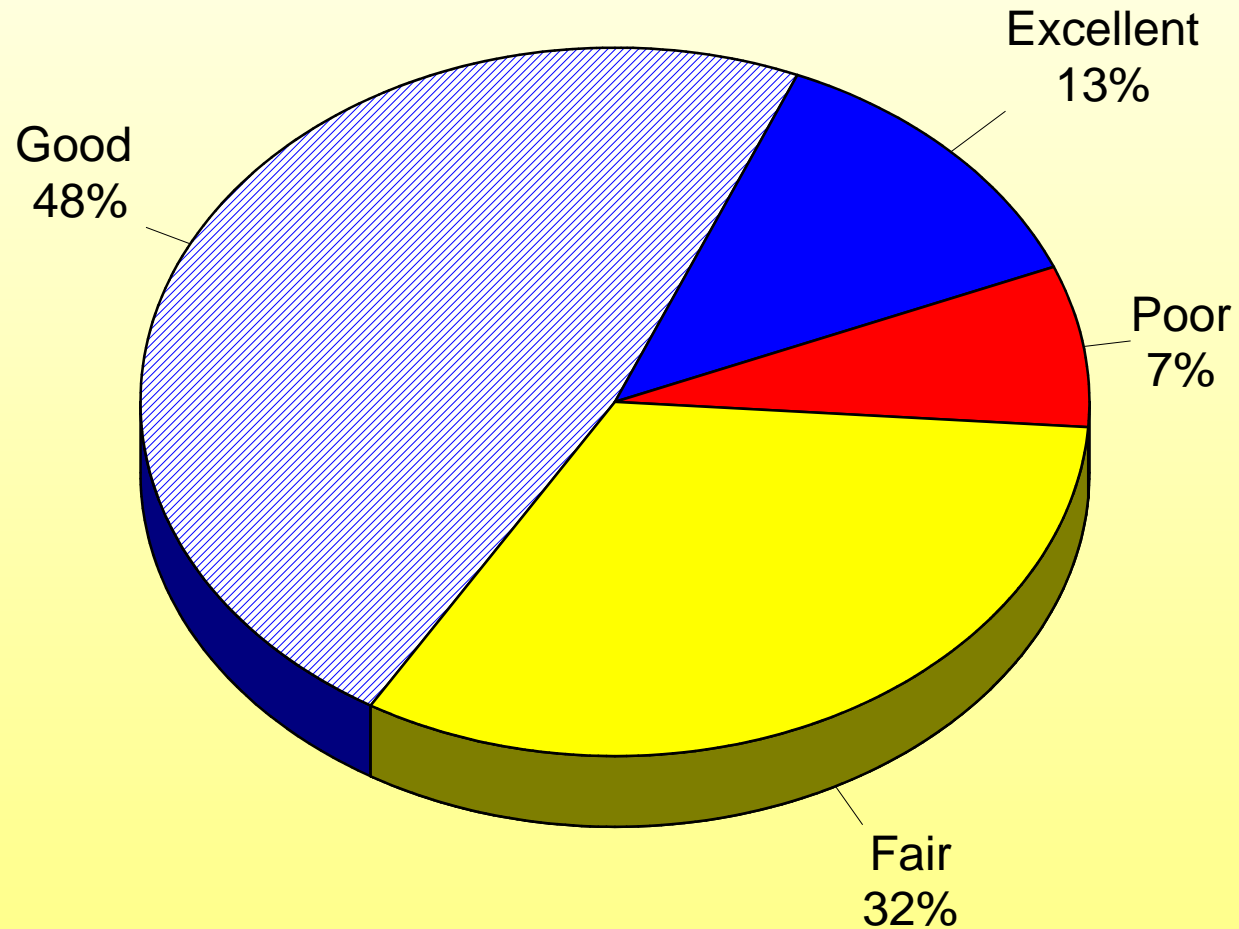


Source: ETC Institute (May 2011)

Overall Quality of Governmental Services

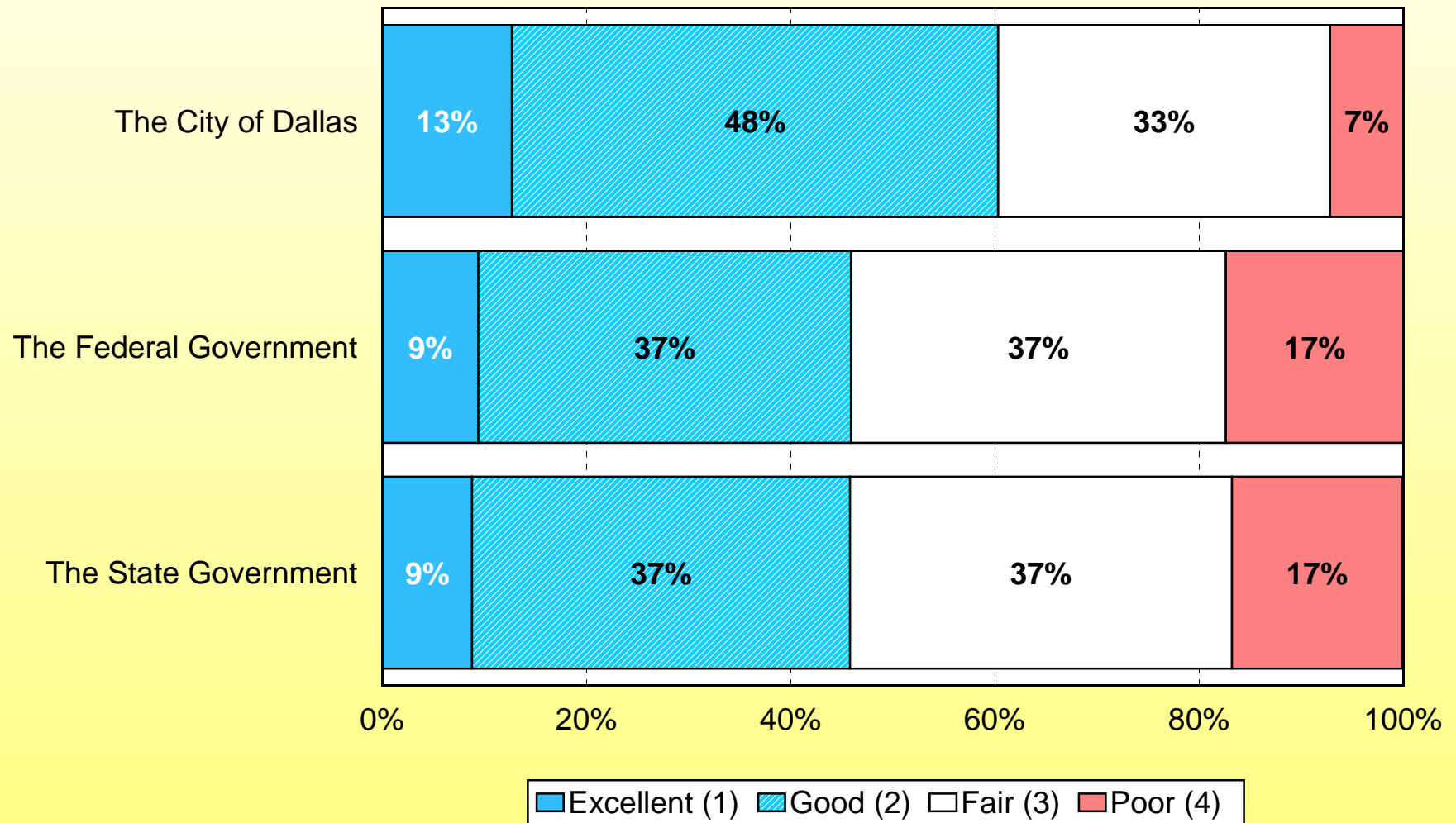
Q25. Overall Quality of Services Provided by the City of Dallas

by percentage of respondents (excluding don't knows)



Q25. How Would You Rate the Quality of Services Provided By:

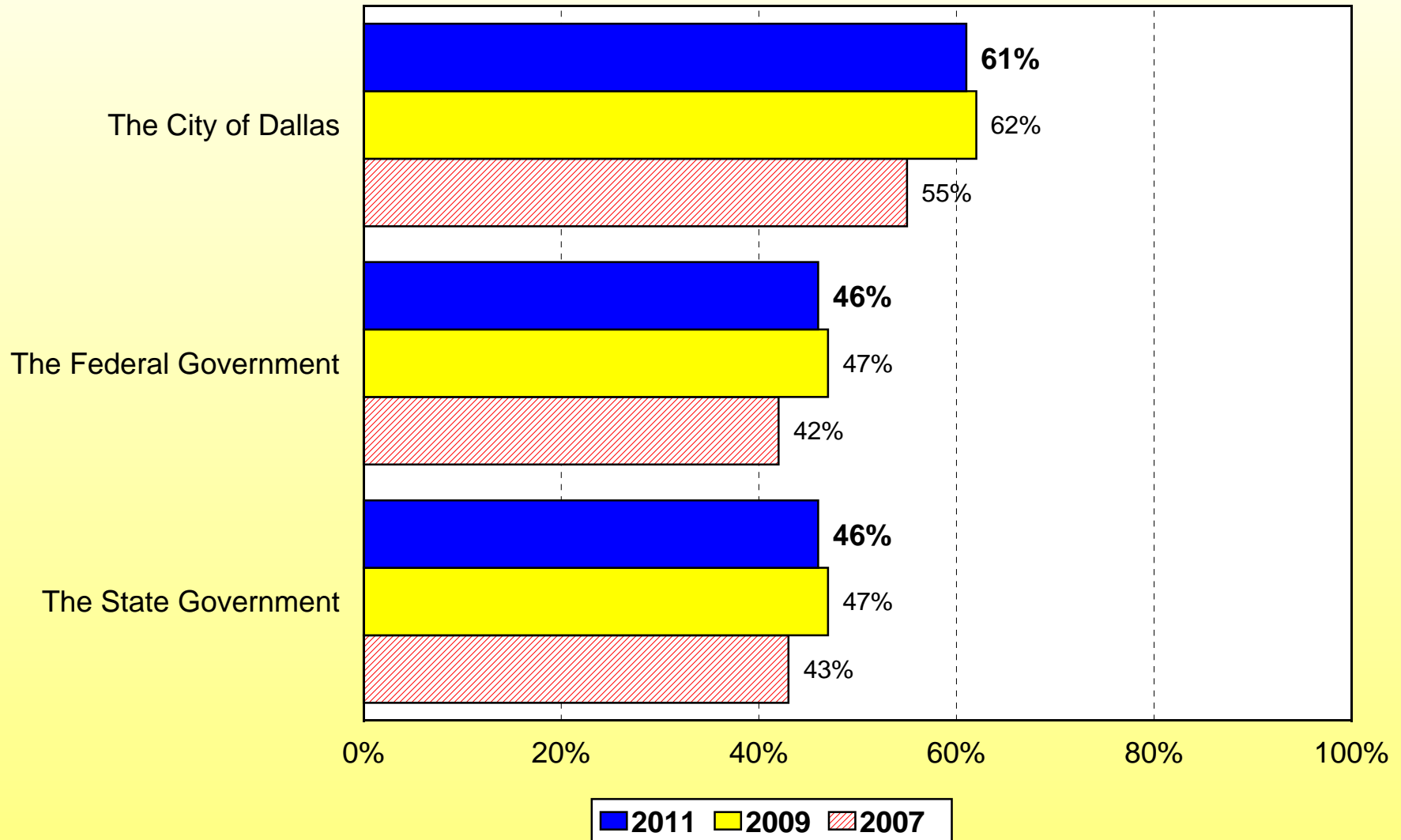
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)



Q25. Overall Ratings of Government

Trends - 2011, 2009 & 2007

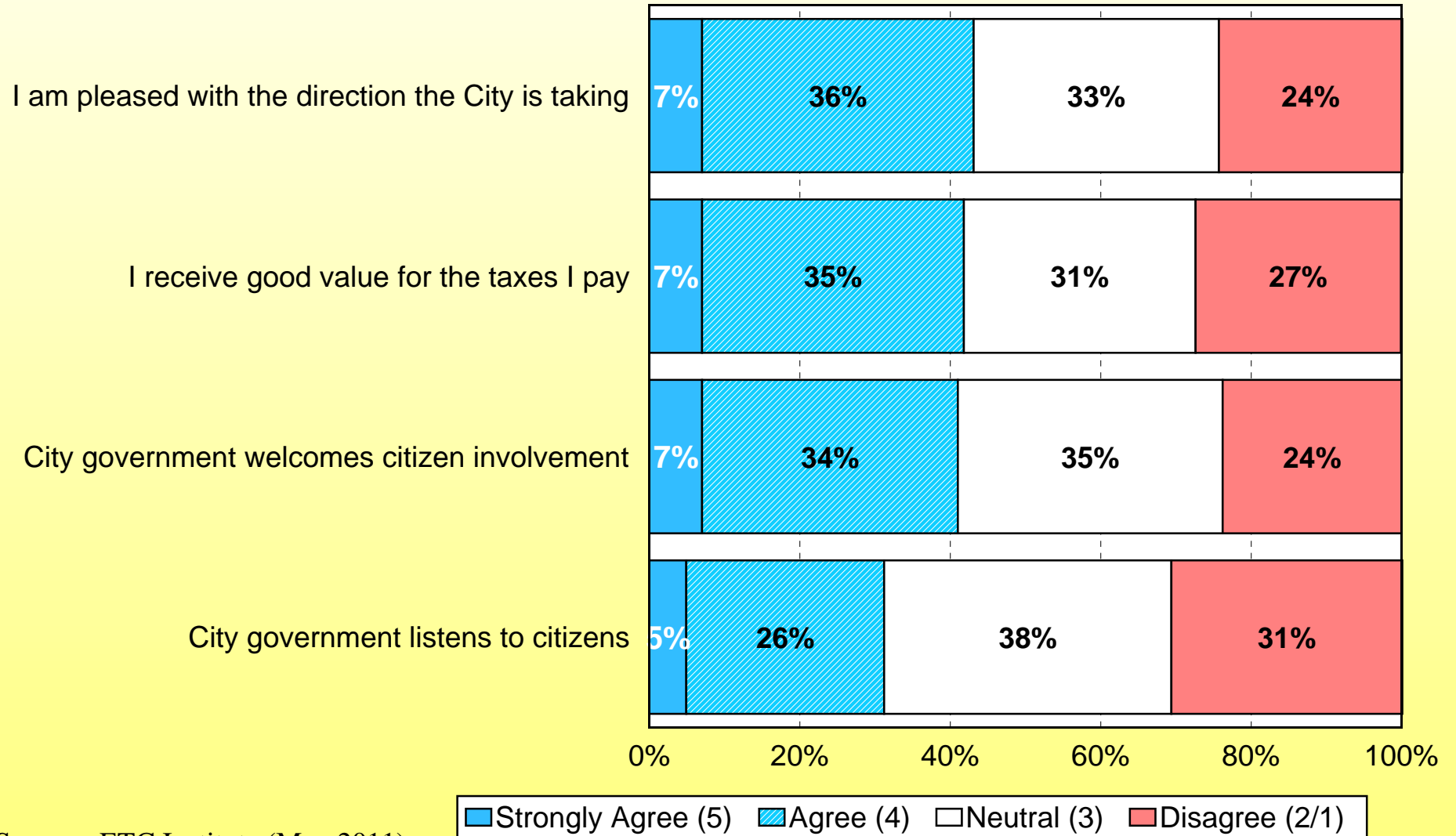
by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Source: ETC Institute (May 2011)

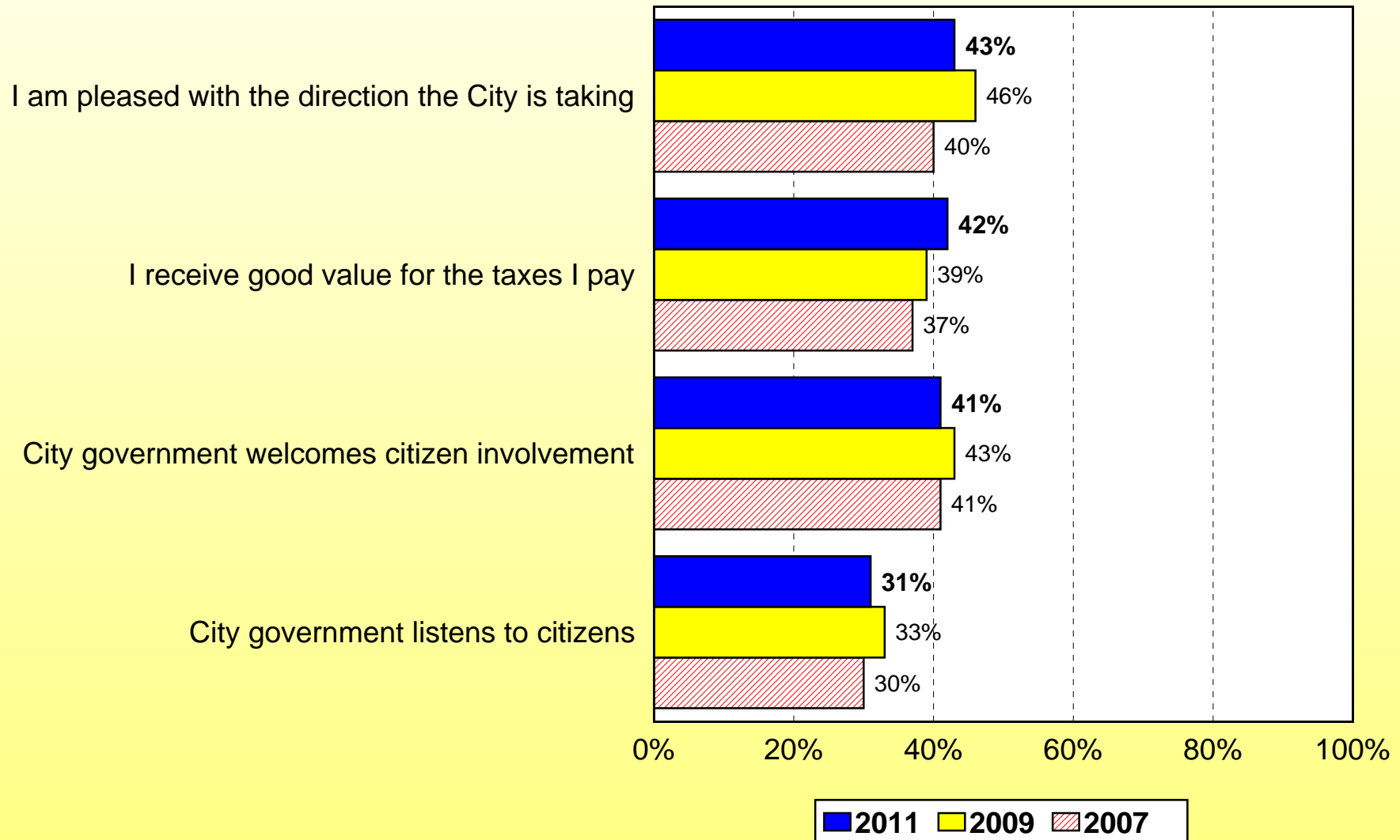
Q26. Level of Agreement with Statements Related to the City of Dallas

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "strongly agree" and a rating of 1 meant "strongly disagree" (excluding don't knows)



Q26. Level of Agreement with Statements Related to the City of Dallas: *Trends - 2011, 2009 & 2007*

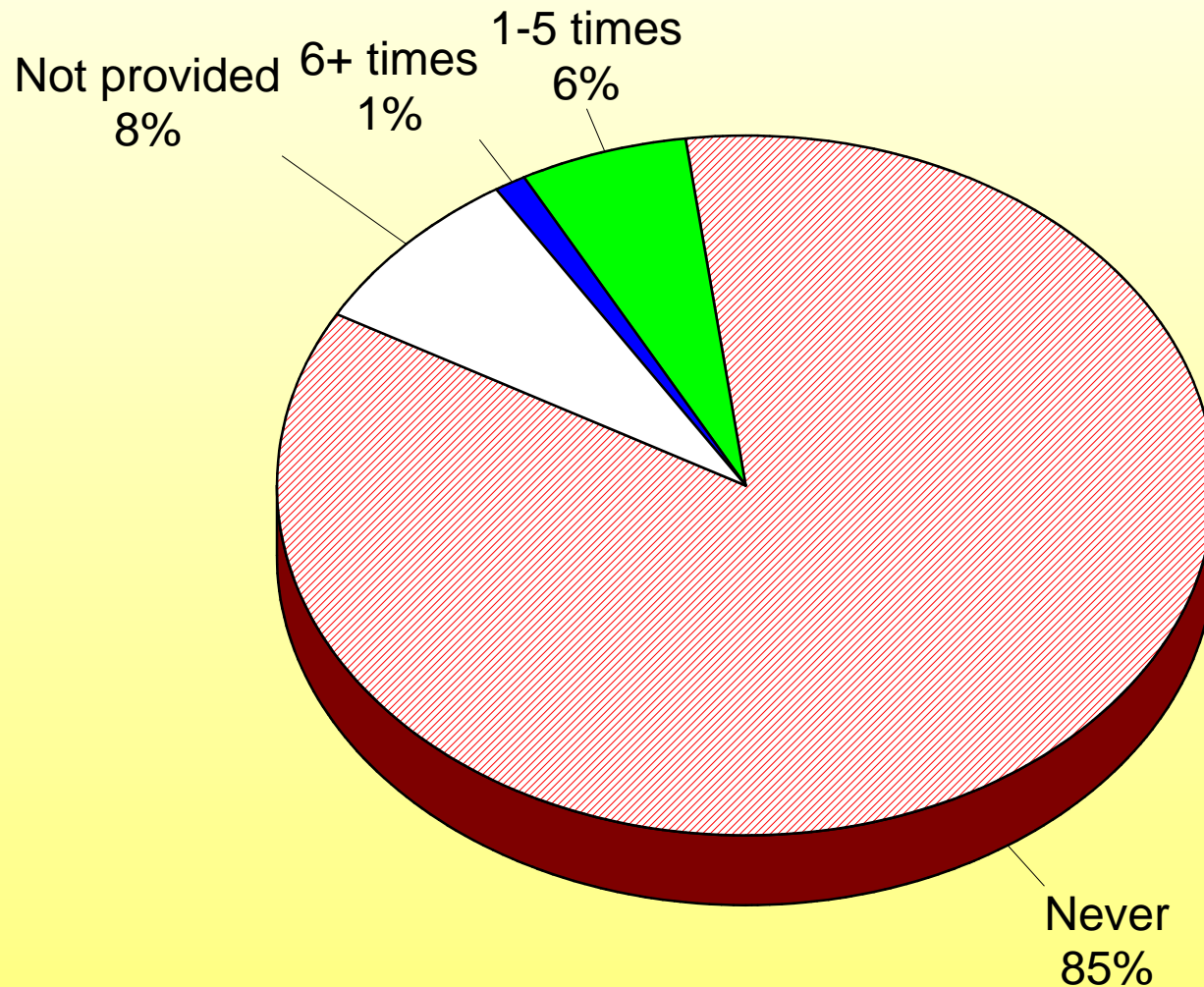
by percentage of respondents who rated the item as “strongly agree” or “agree” (excluding don’t knows)



Source: ETC Institute (May 2011)

Q27. In the last 12 months, how many times, if ever, have you or other household members used the Trinity River Corridor's recreational amenities?

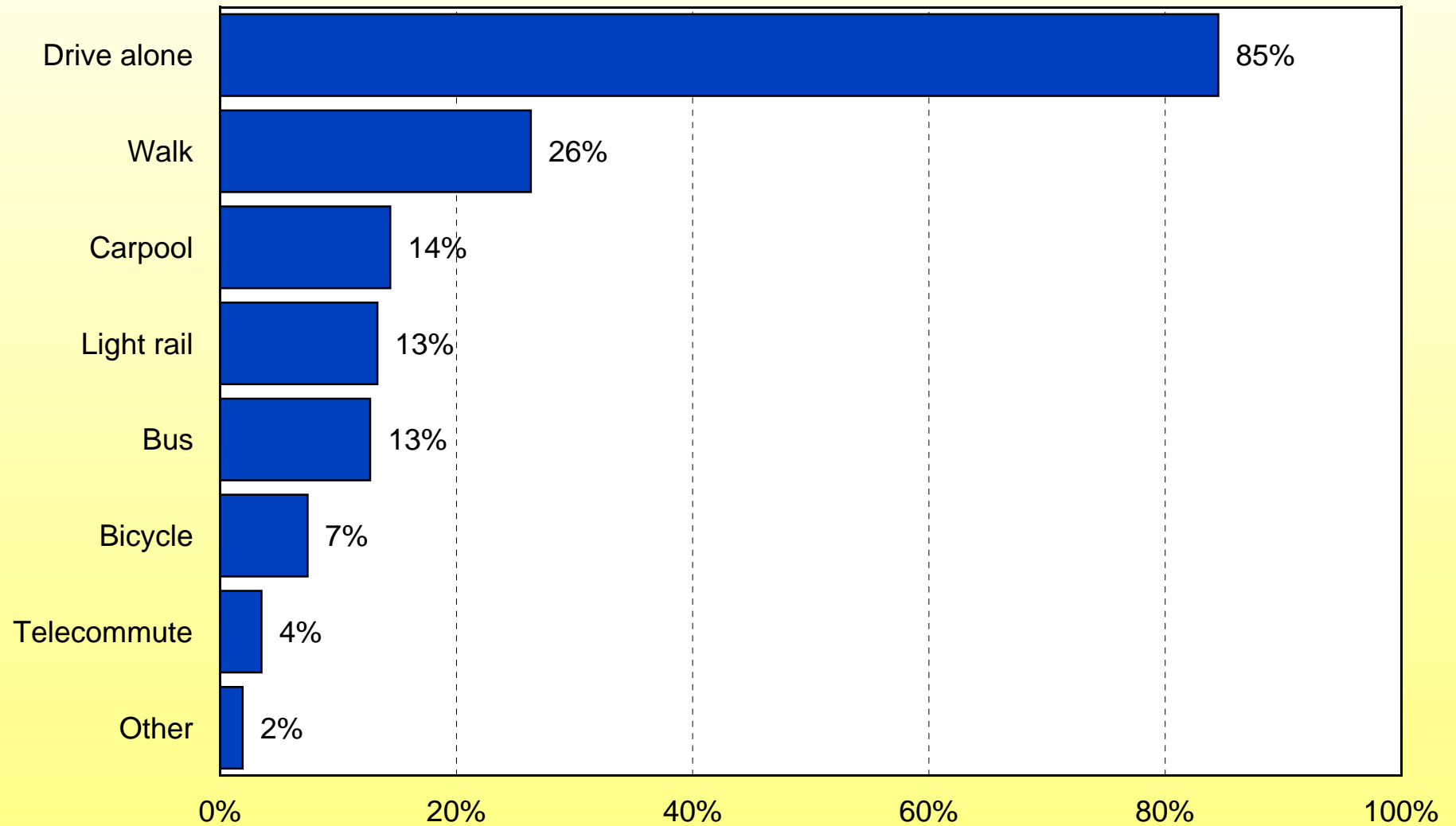
by percentage of respondents



Source: ETC Institute (May 2011)

Q28. Which modes of transportation do you use on a regular basis?

by percentage of respondents



Source: ETC Institute (May 2011)

Section 2: GIS Maps

Interpreting the Maps

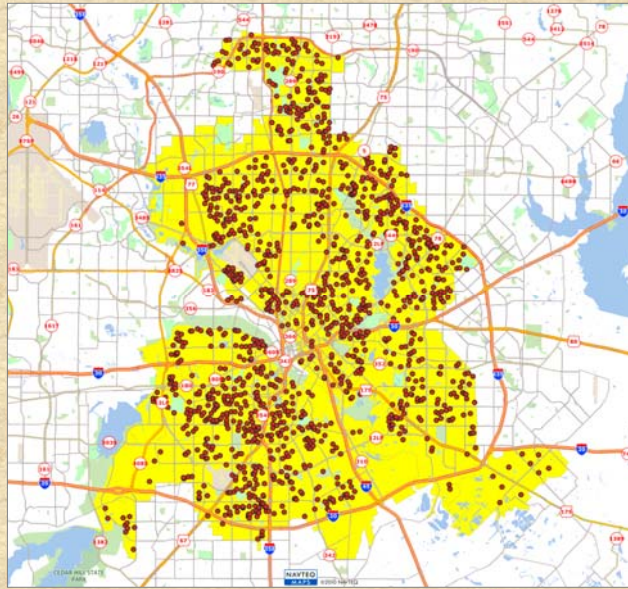
The maps on the following pages show the mean ratings for several questions by the fourteen Council Districts within the City of Dallas.

If all council districts on a map are the same color, then most residents in the City generally feel the same about that issue.

When reading the maps, please use the following color scheme as a guide:

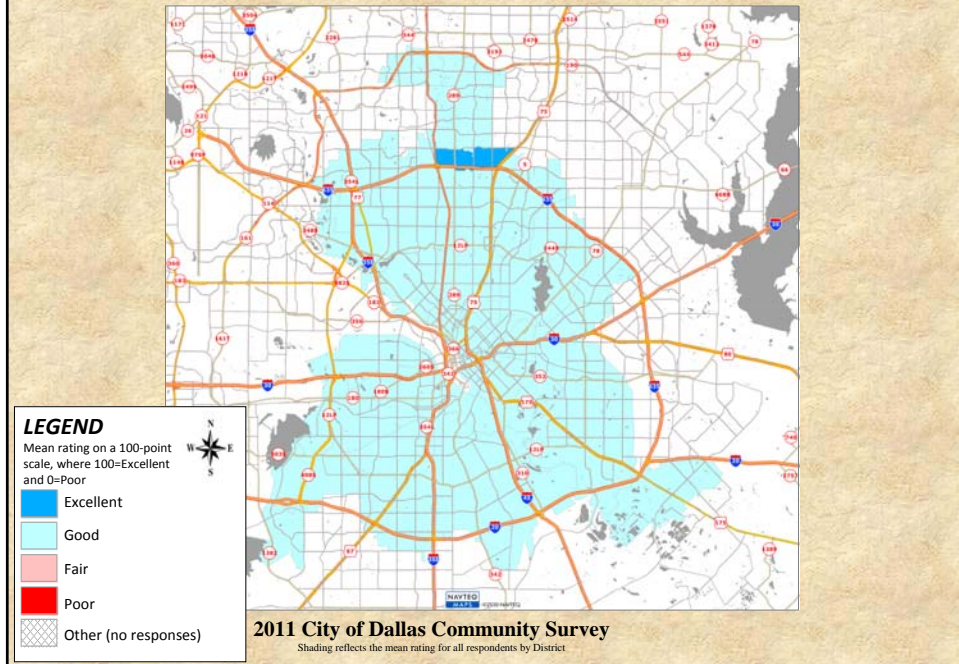
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate higher levels of “excellent” or “good” responses, higher levels of “very safe” or “safe” responses or higher levels of agreement depending upon the type of question.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of off-white generally indicate that residents thought the quality of service delivery is adequate or that residents were neutral about the issue in question.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate higher levels of “fair” or “poor” responses, higher levels of “unsafe” or “very unsafe” responses and higher levels of disagreement depending on the question.

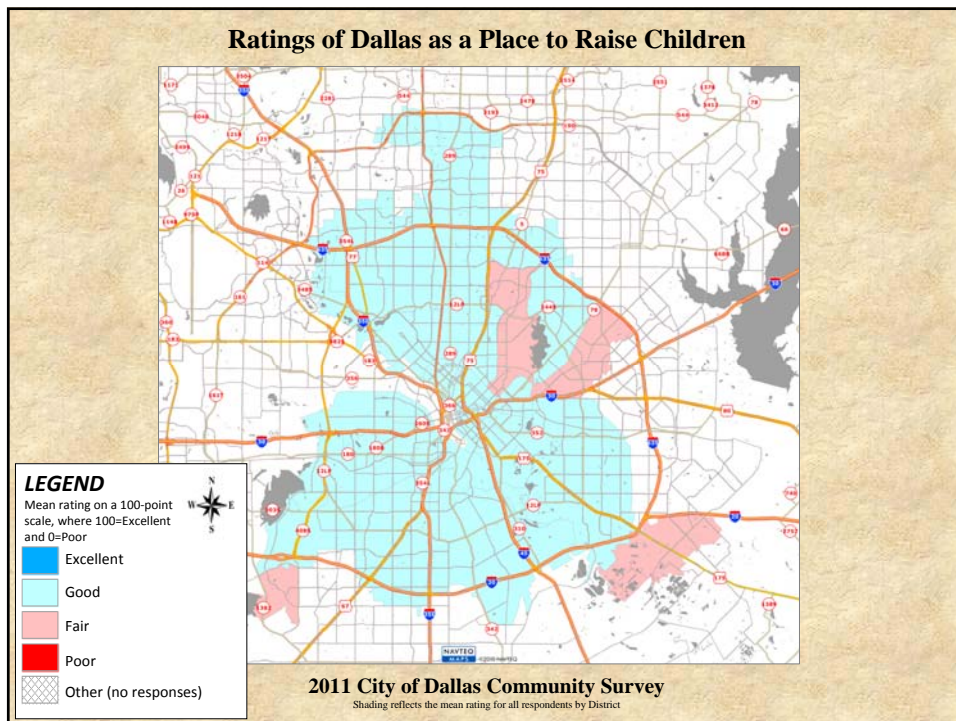
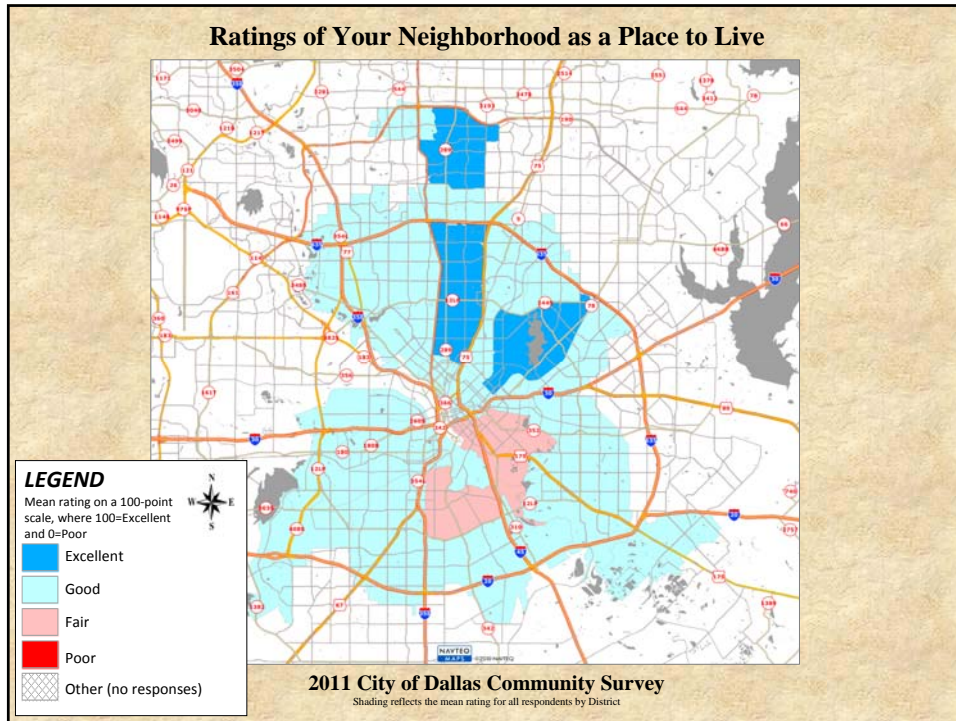
Location of Survey Respondents

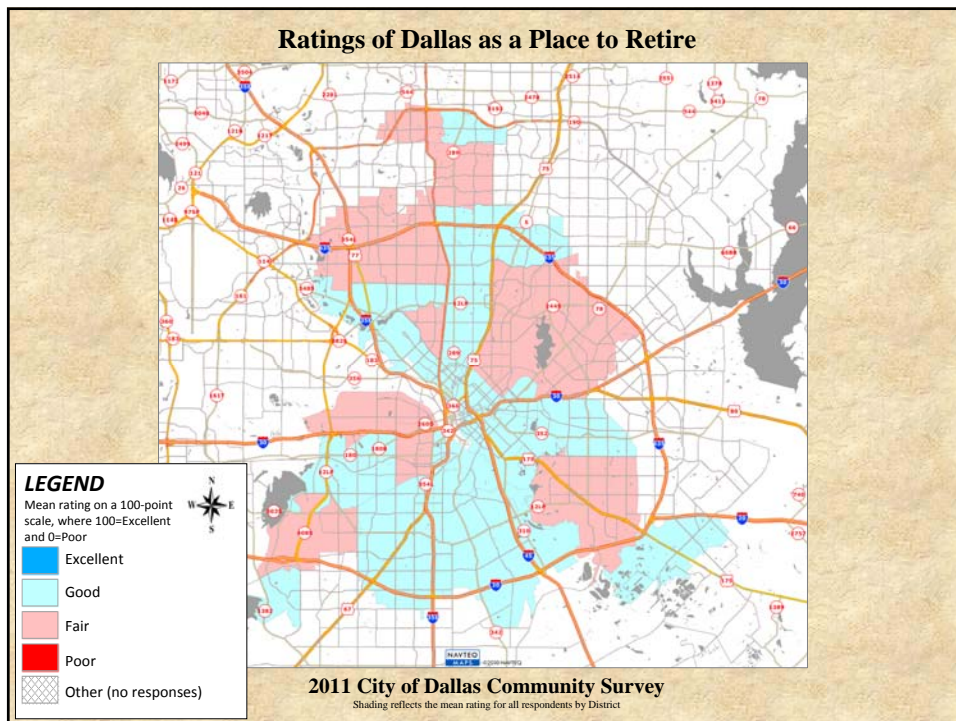
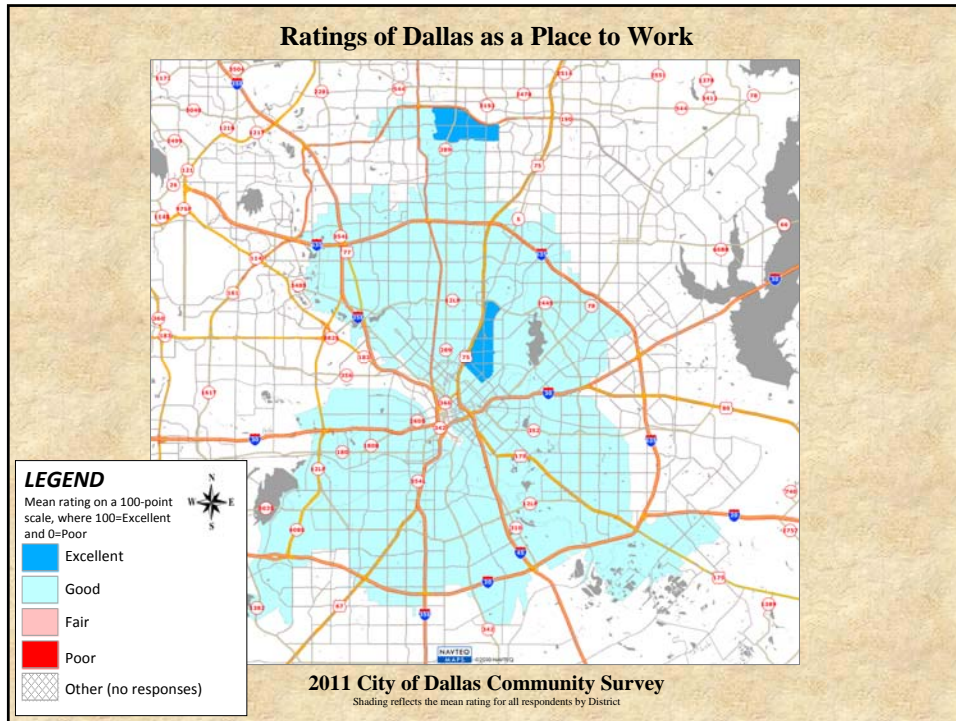


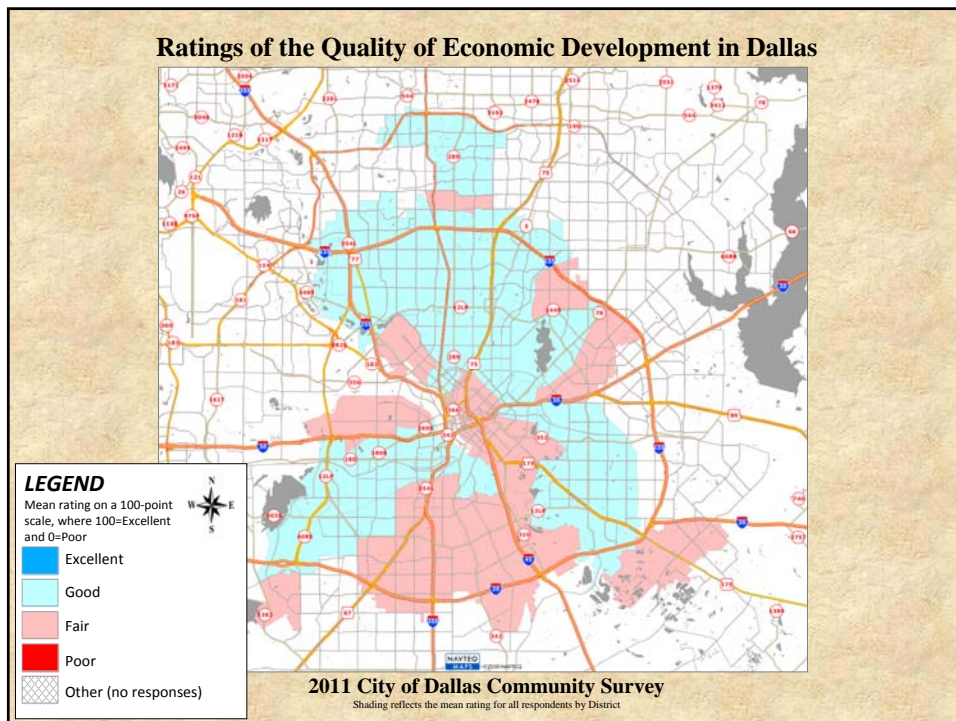
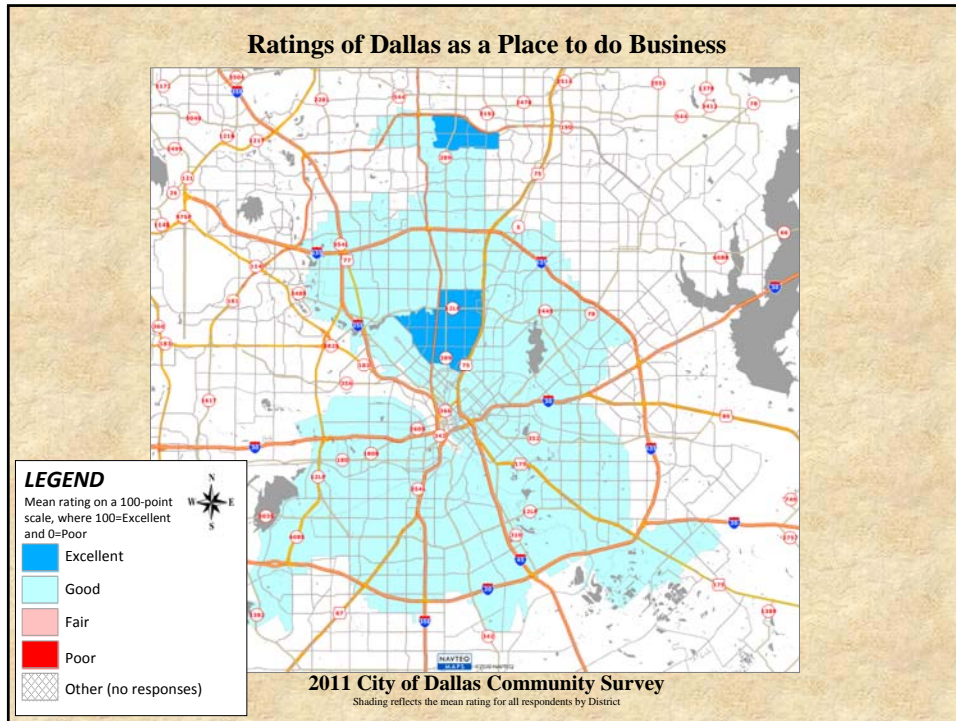
2011 City of Dallas Community Survey

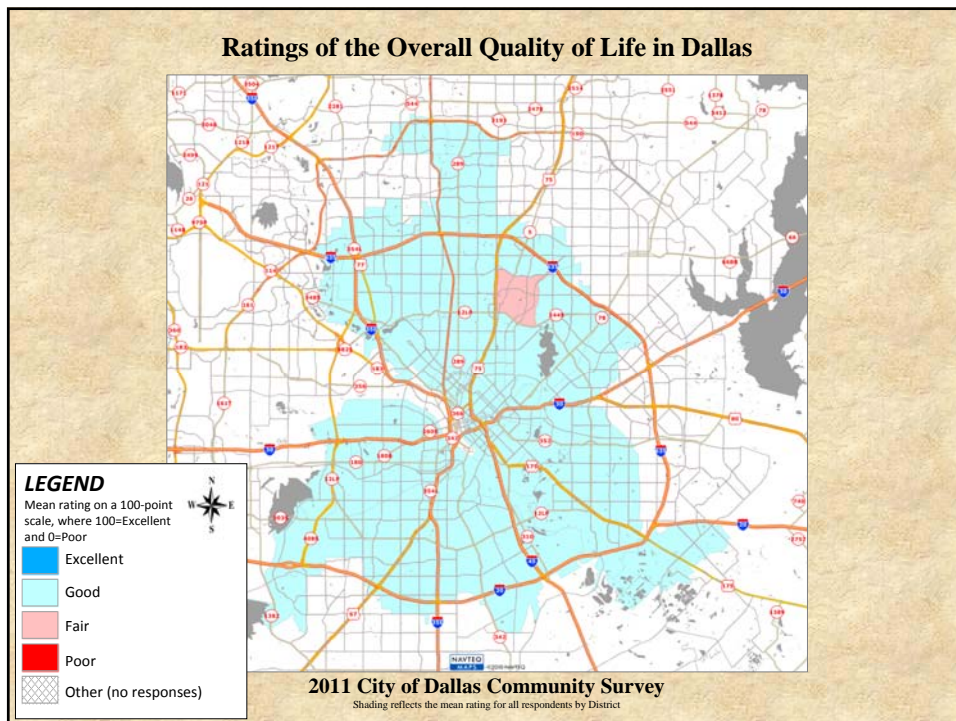
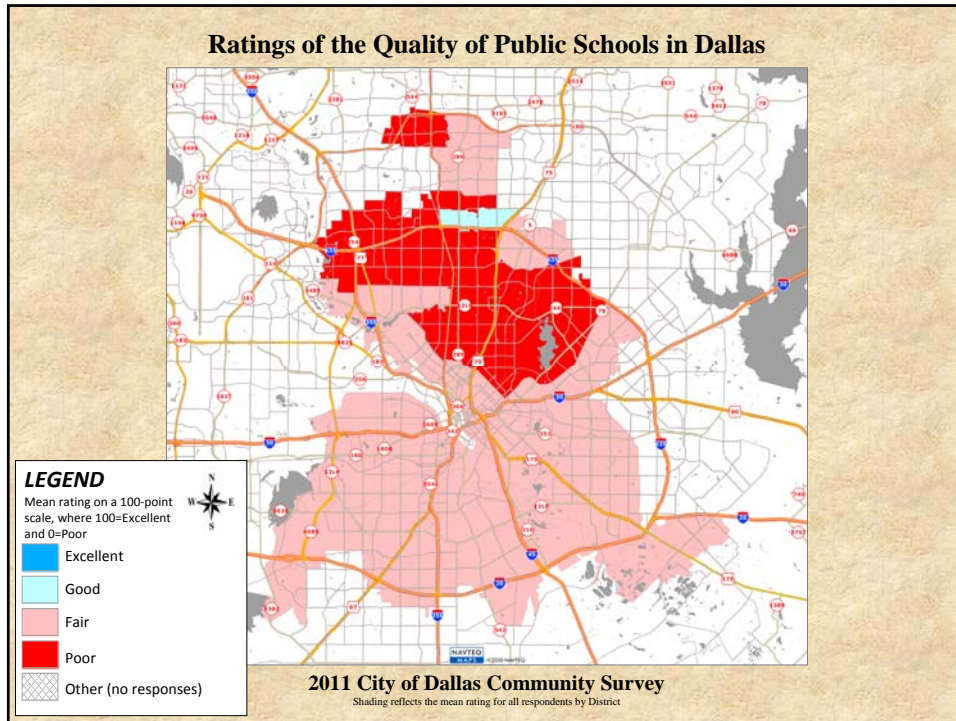
Ratings of Dallas as a Place to Live

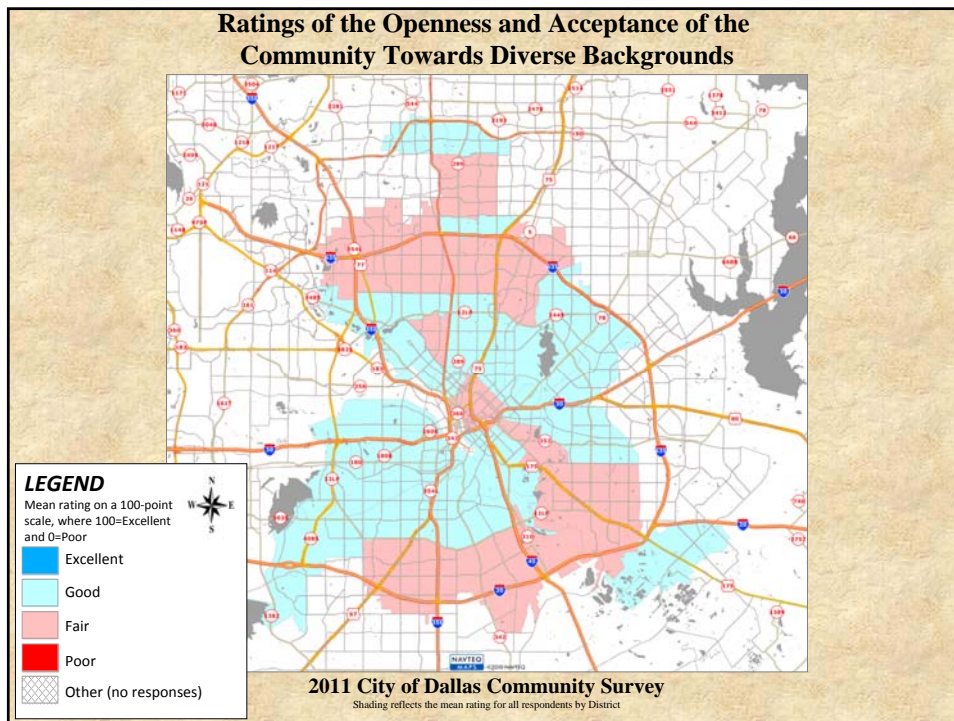
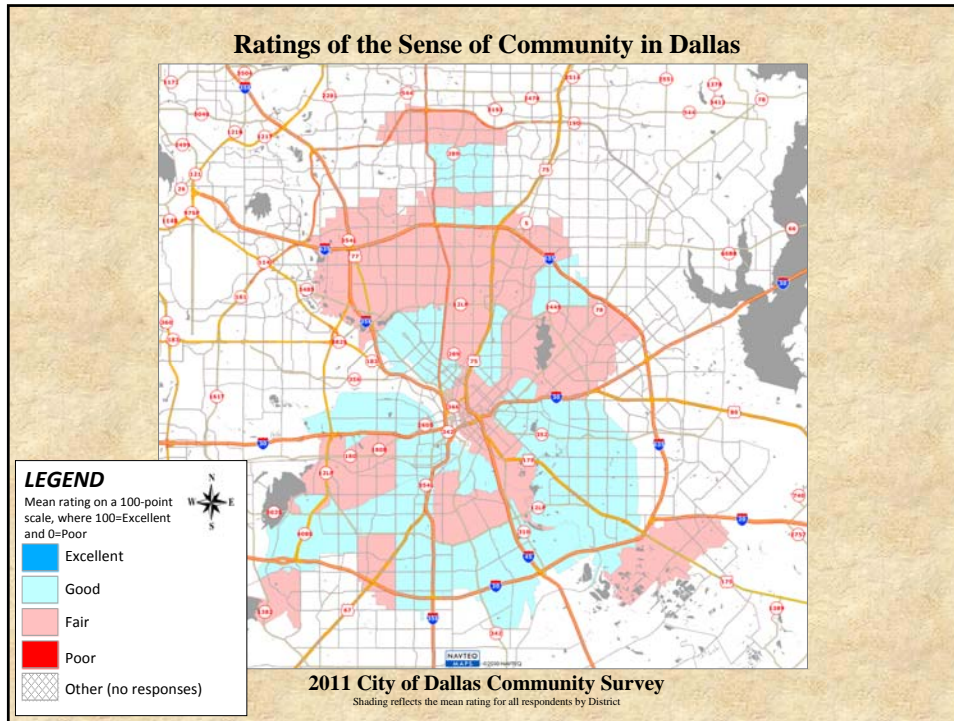


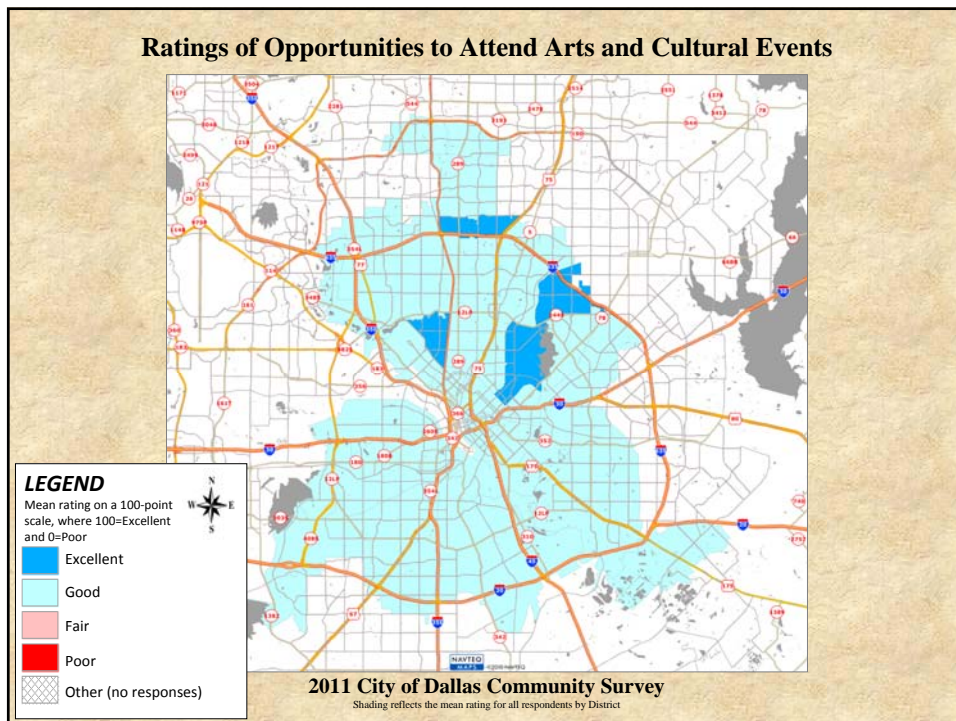
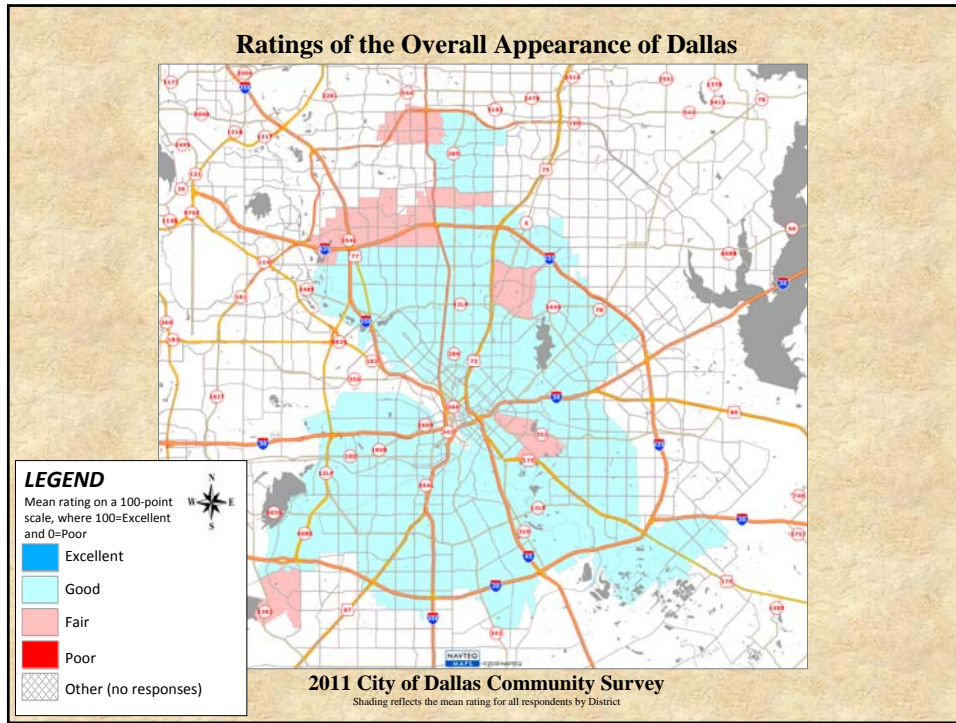


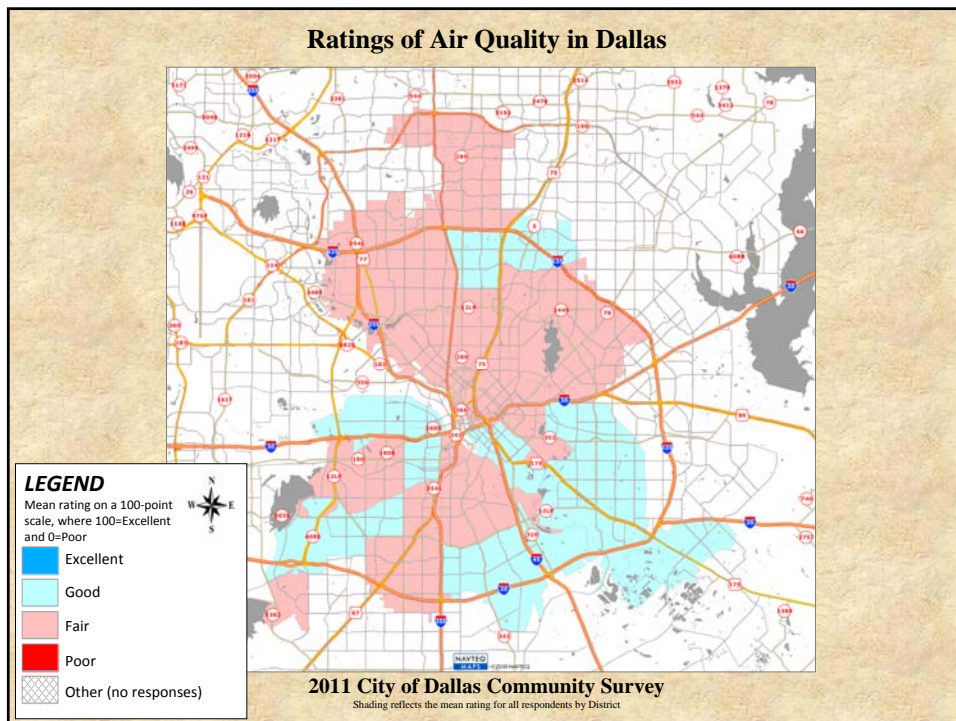
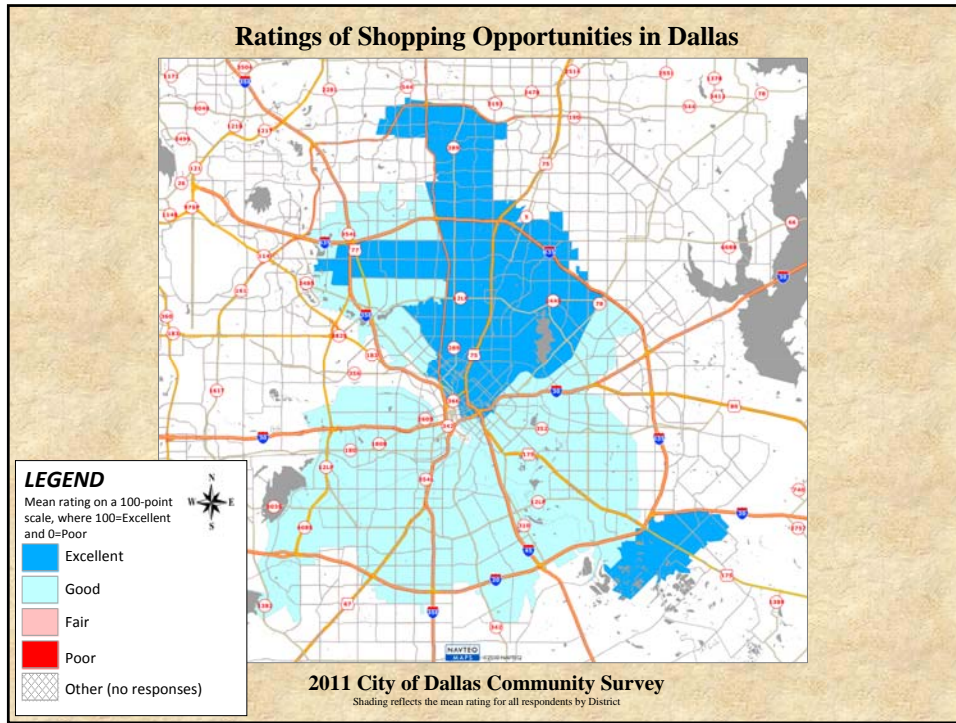


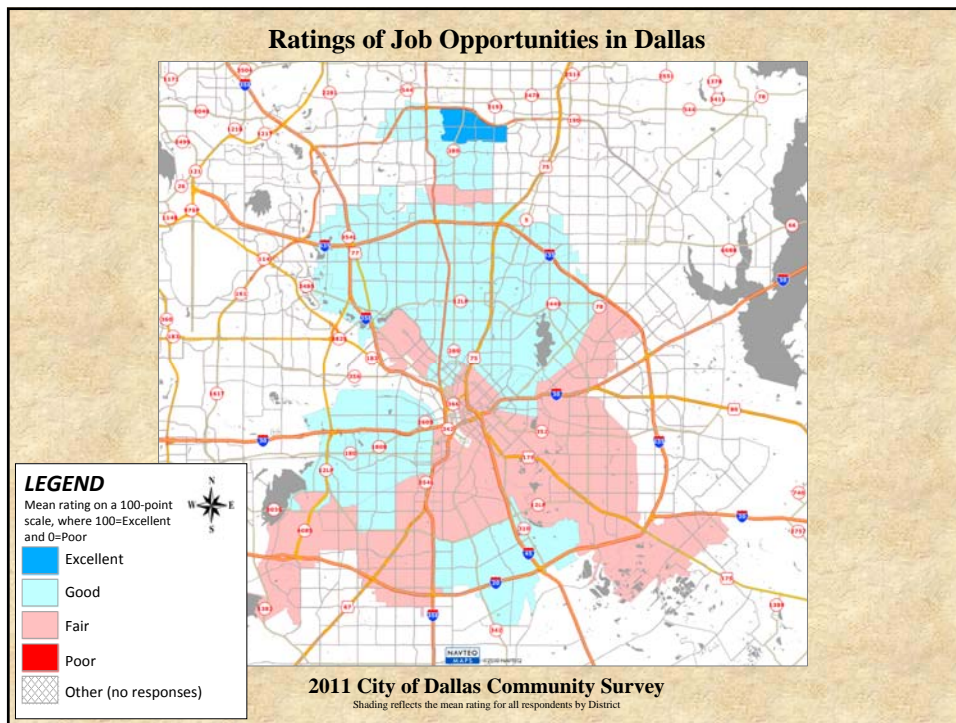
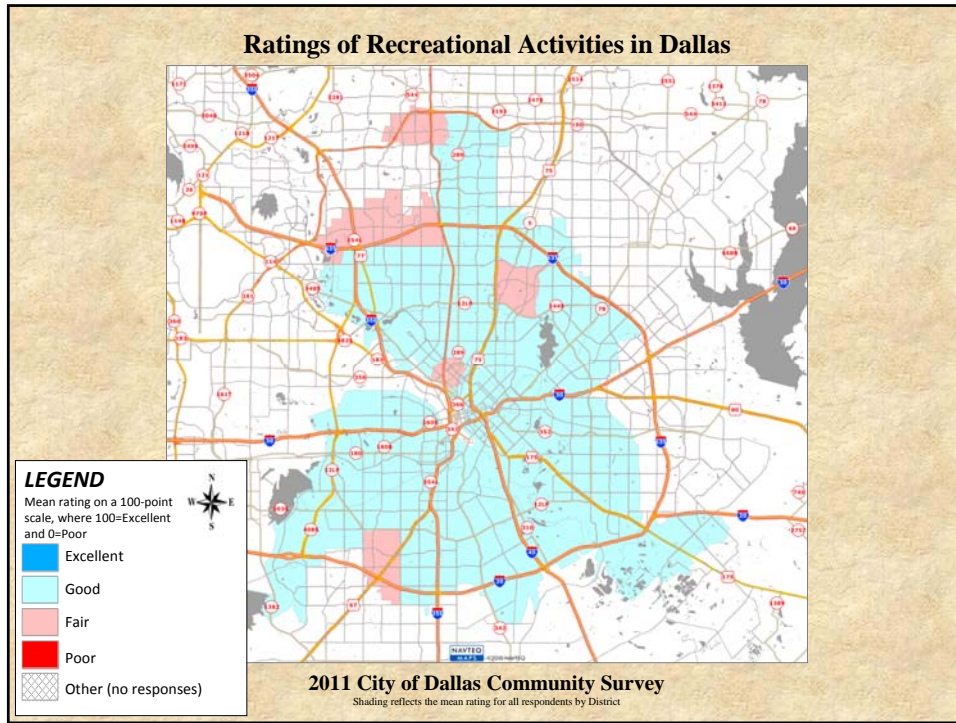


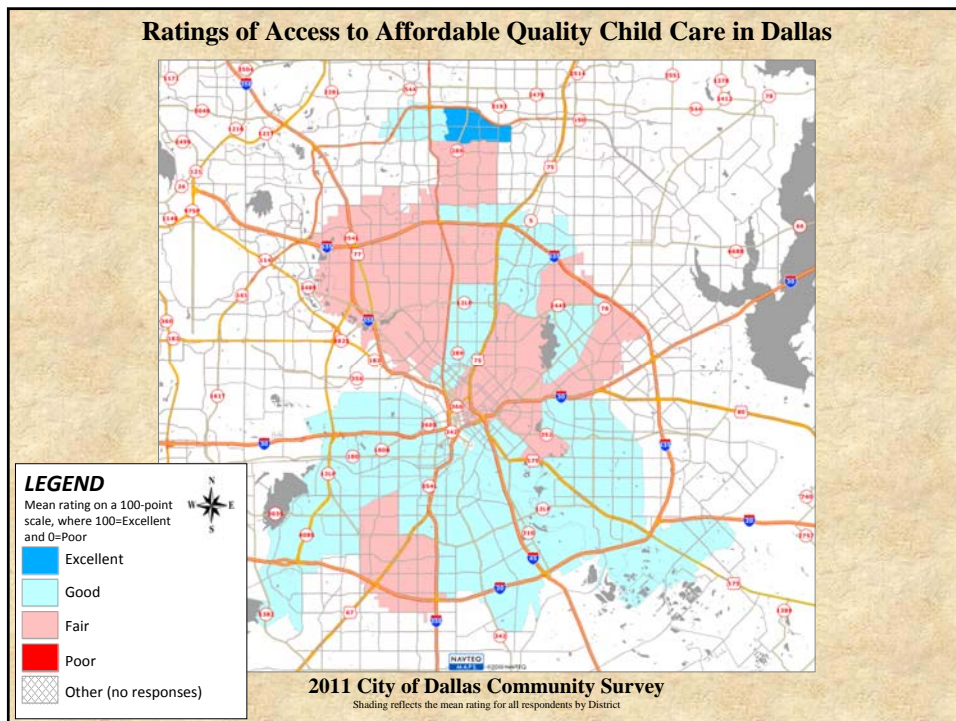
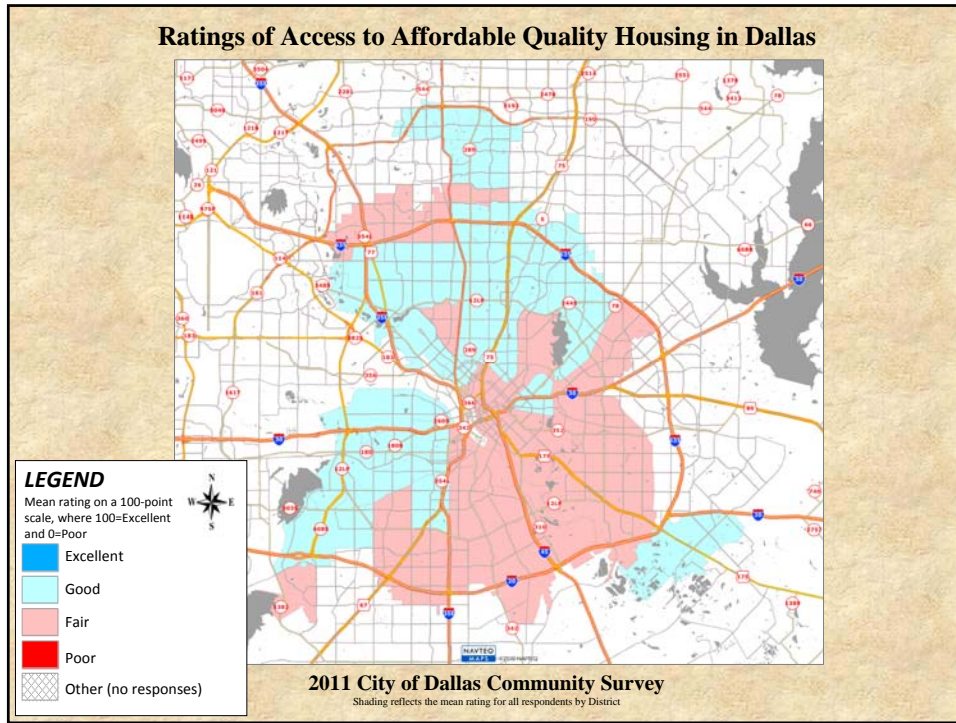


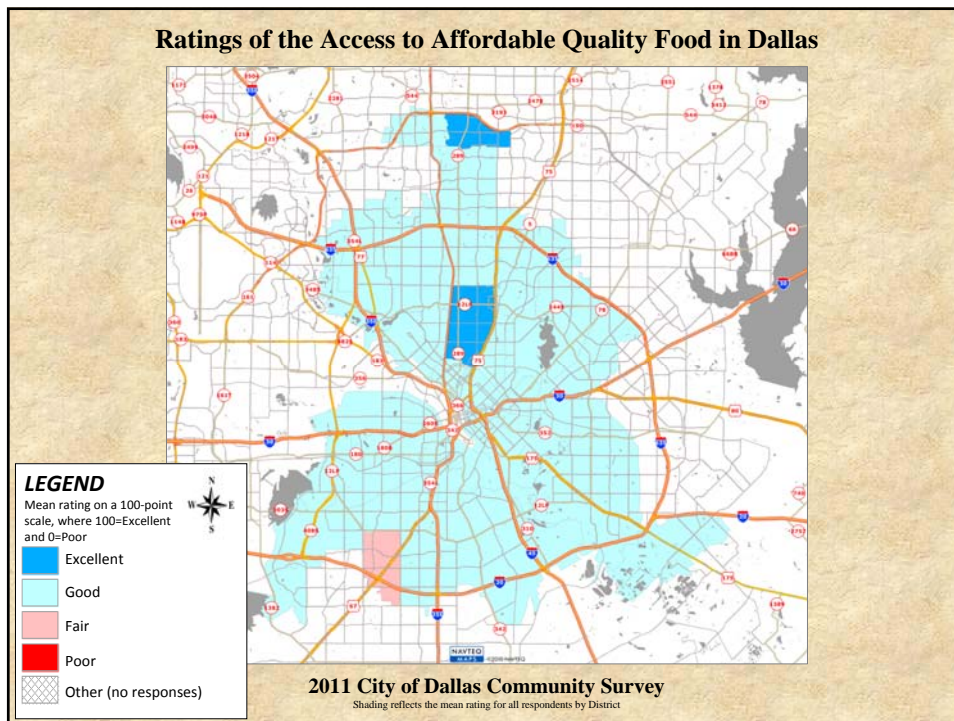
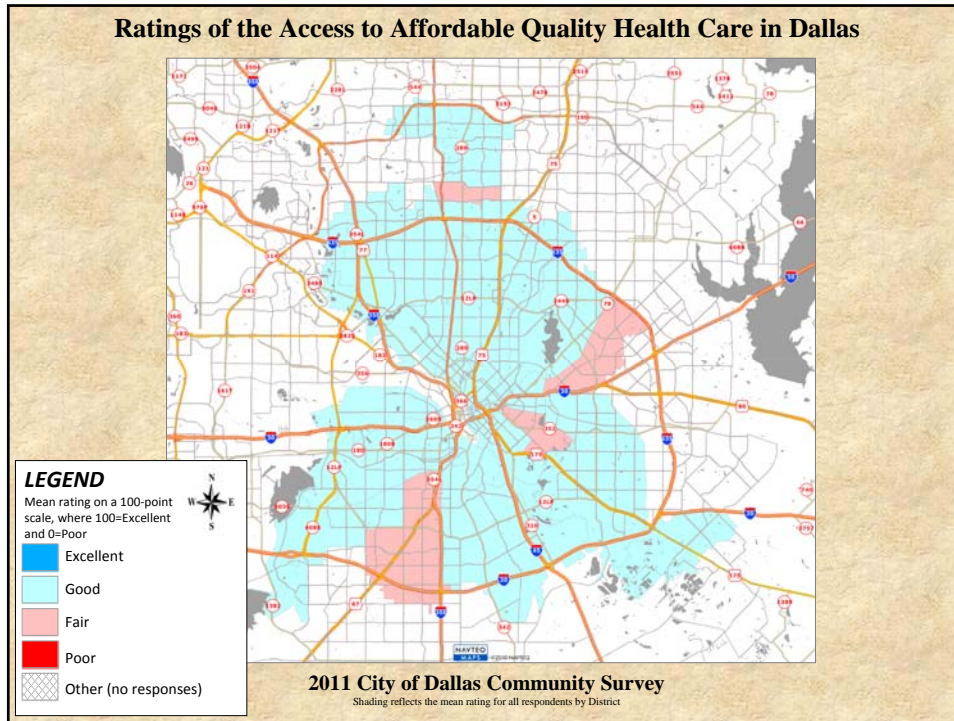


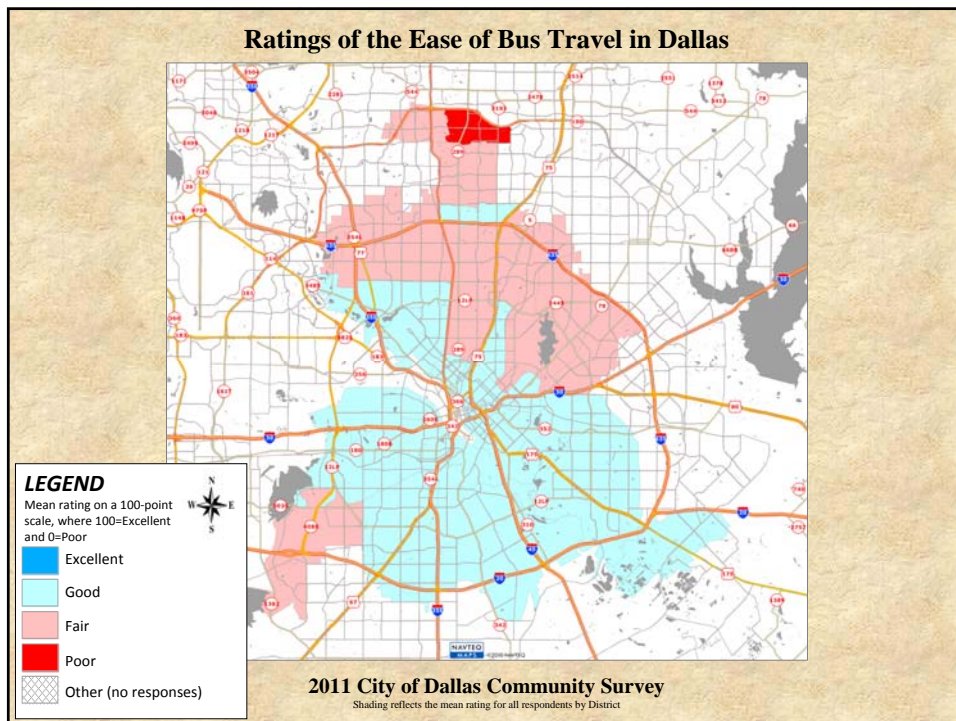
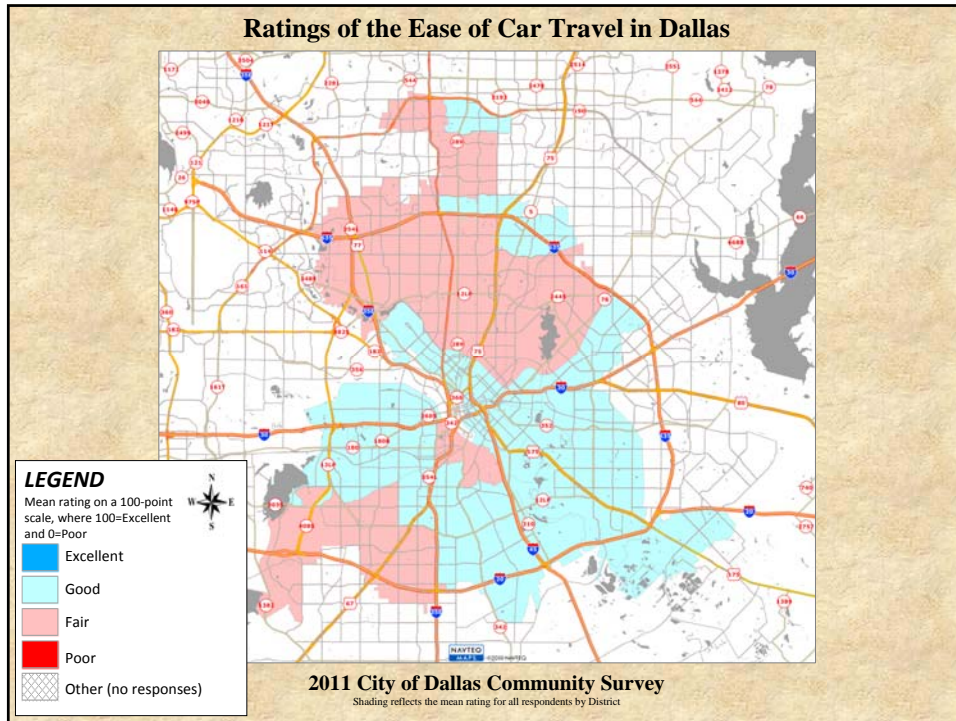


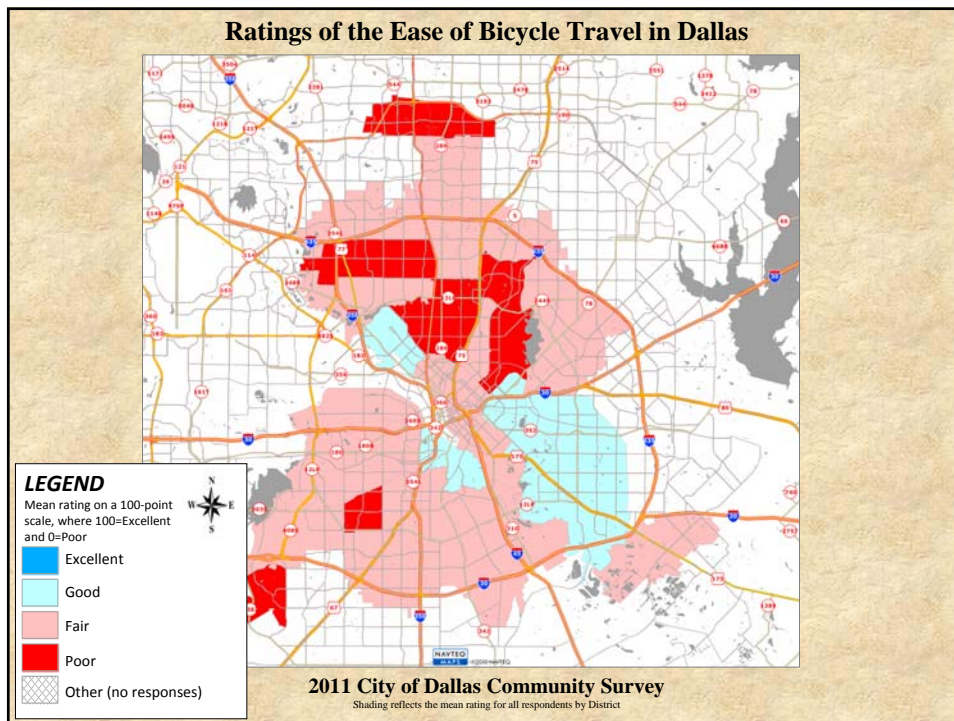
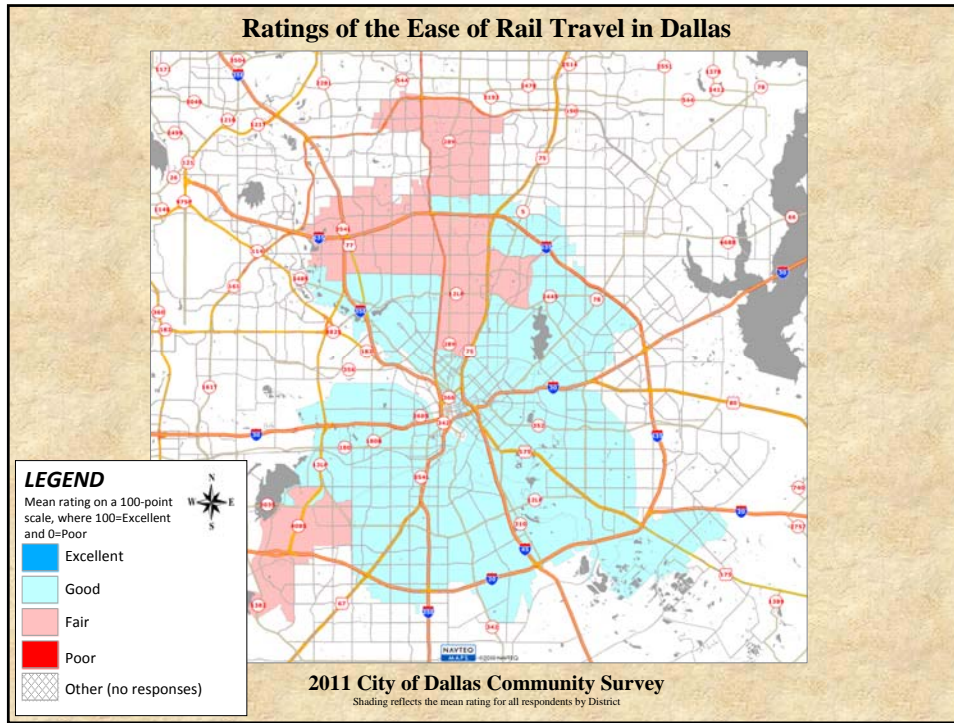


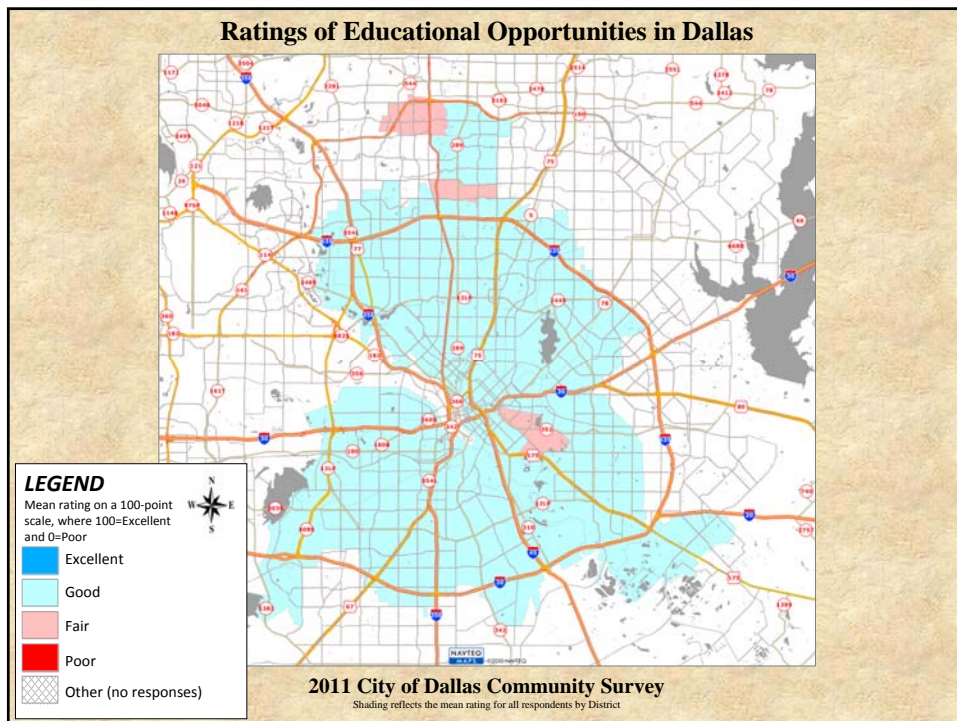
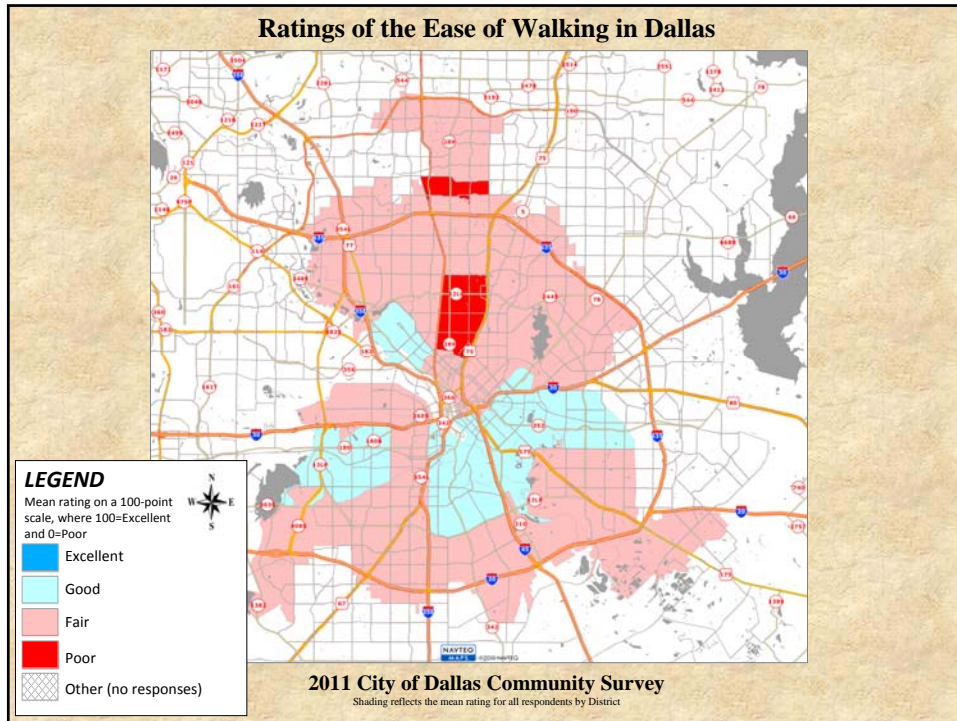


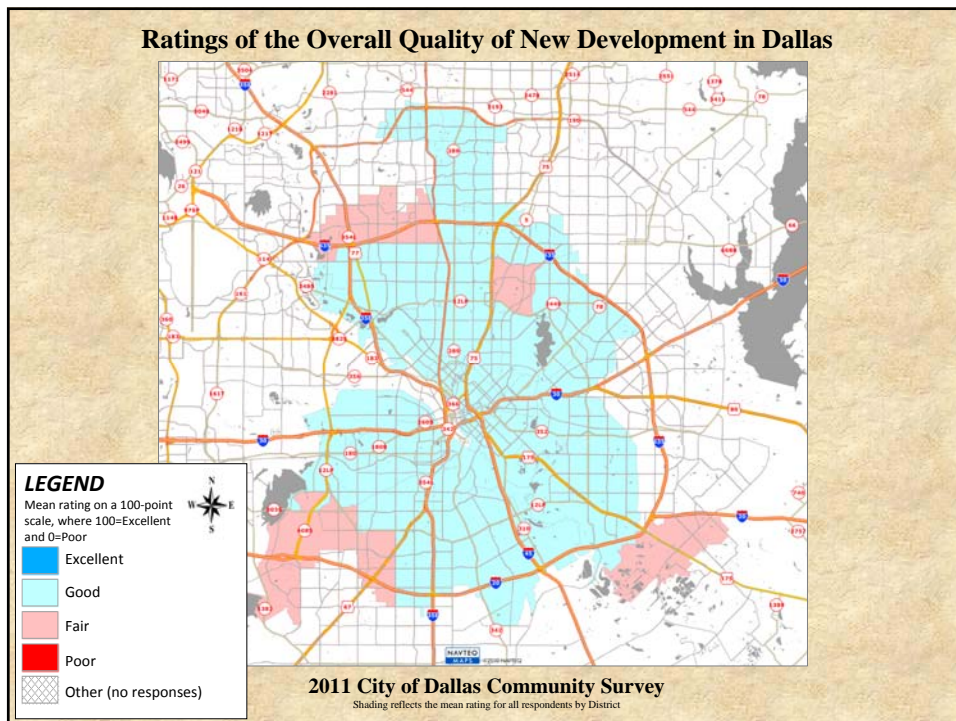
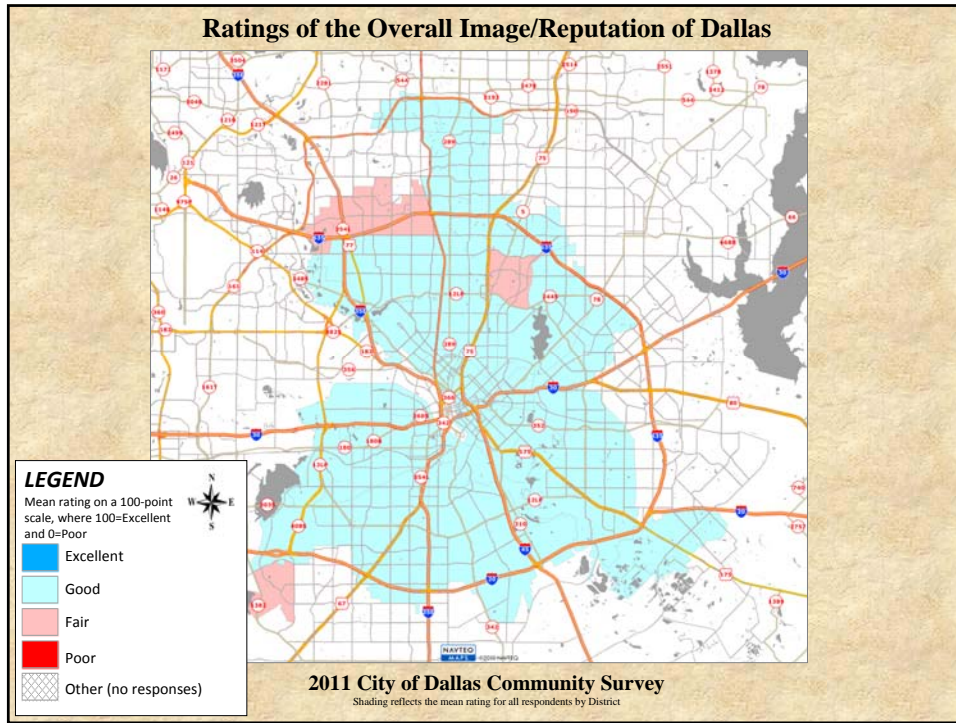


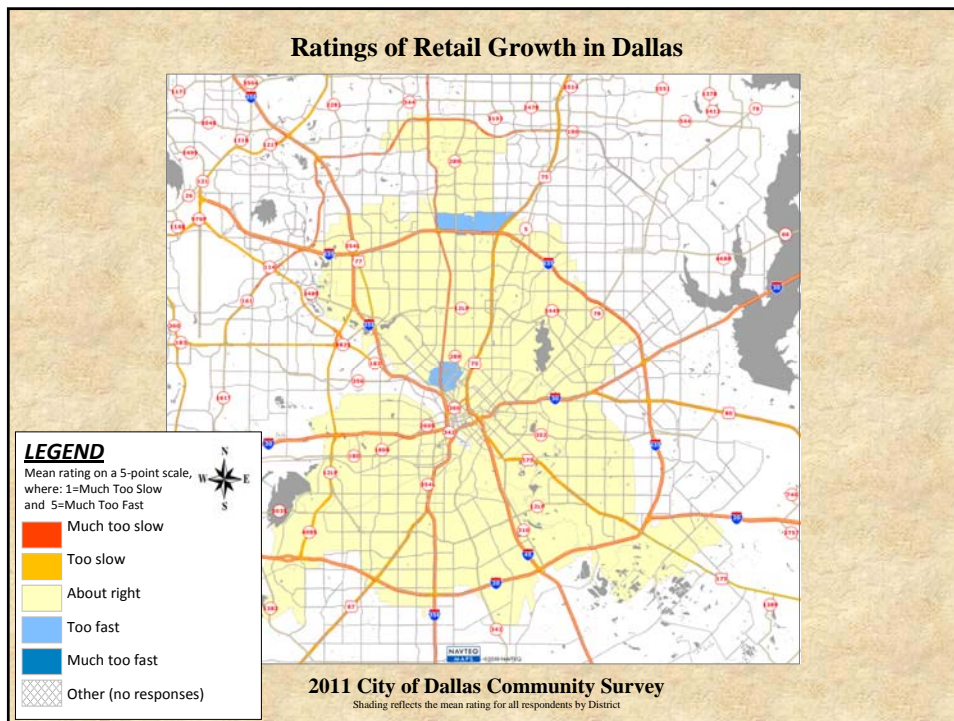
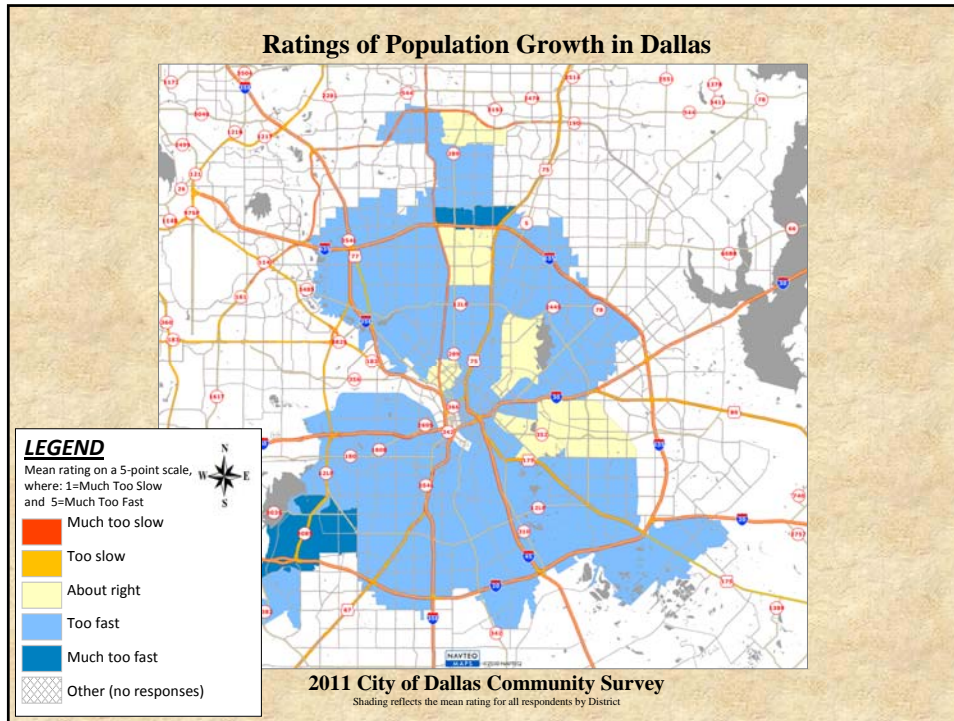


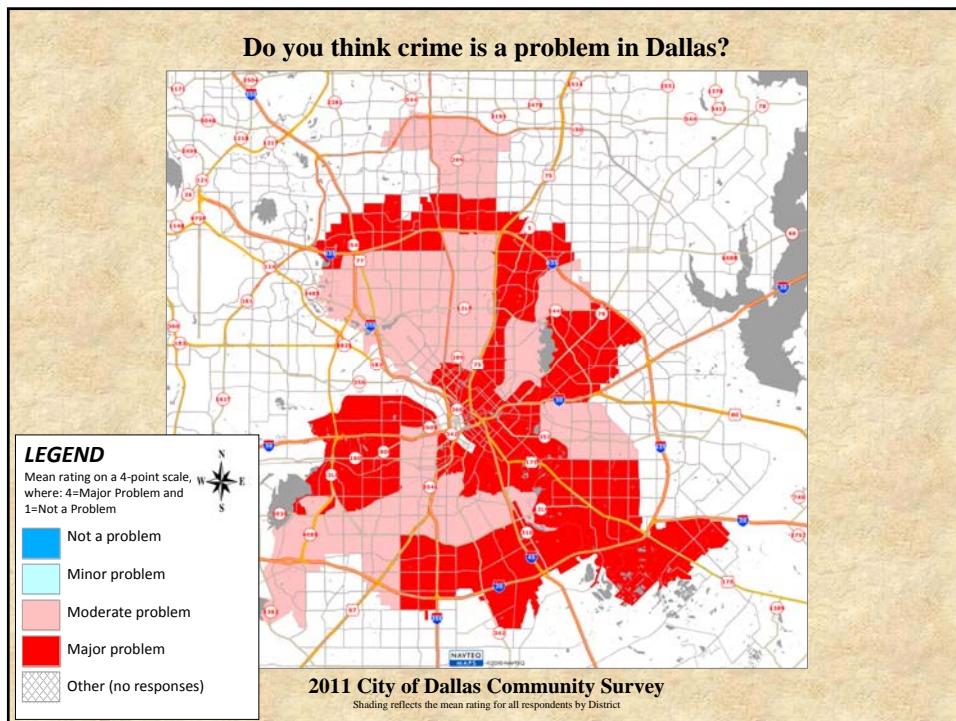
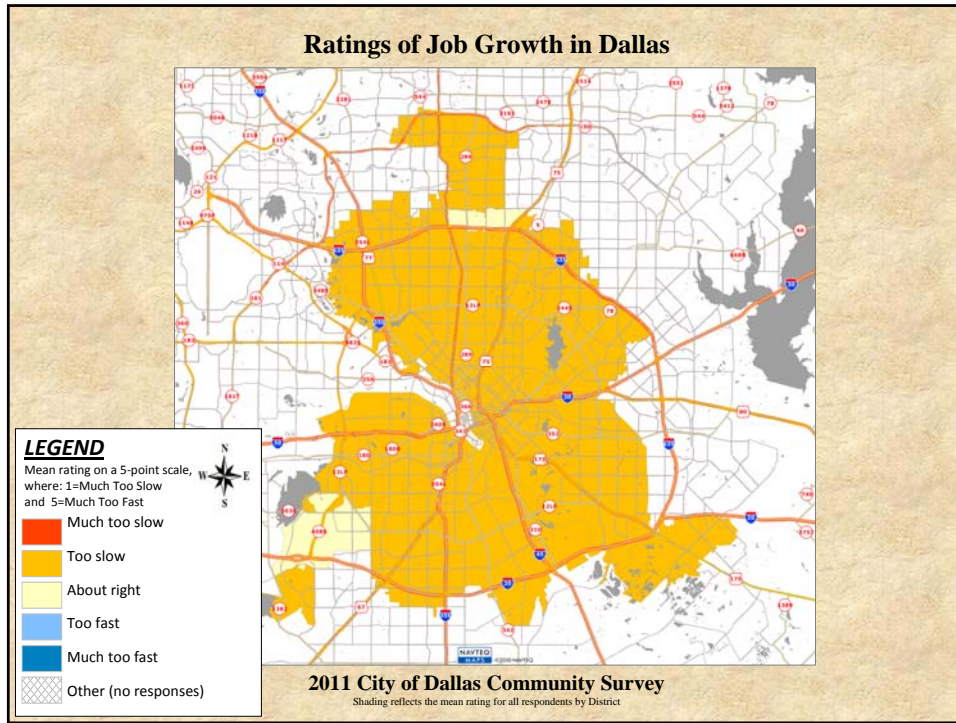


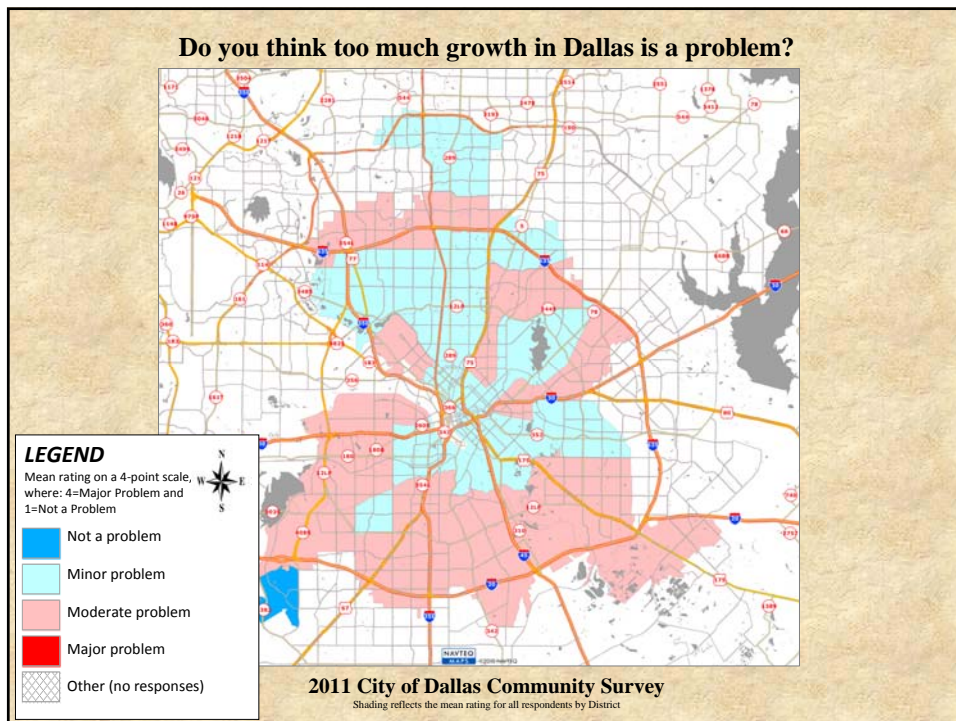
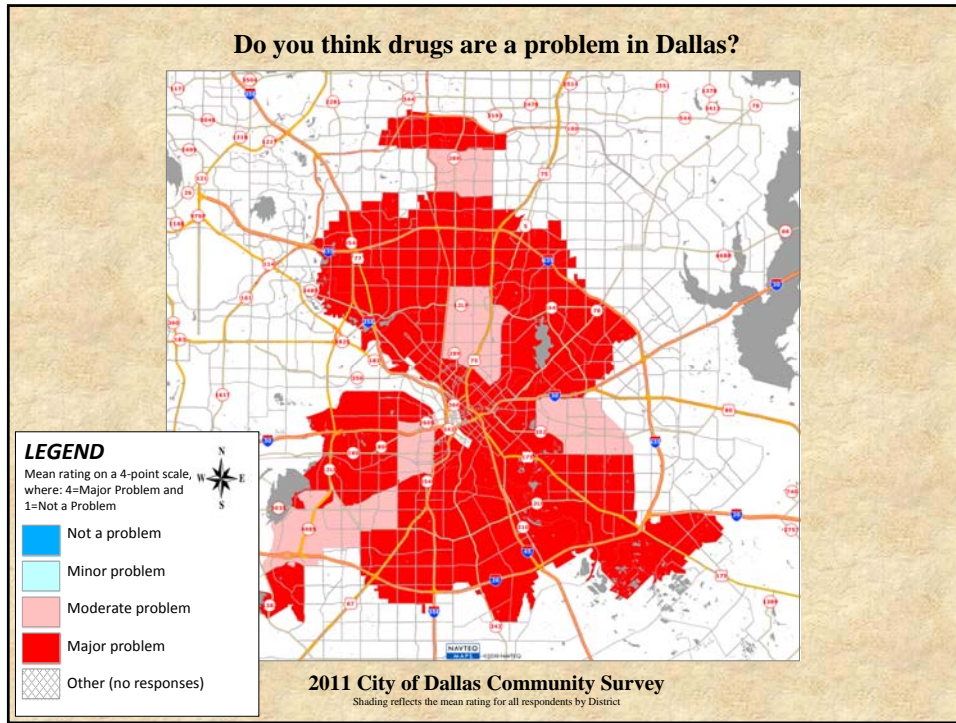


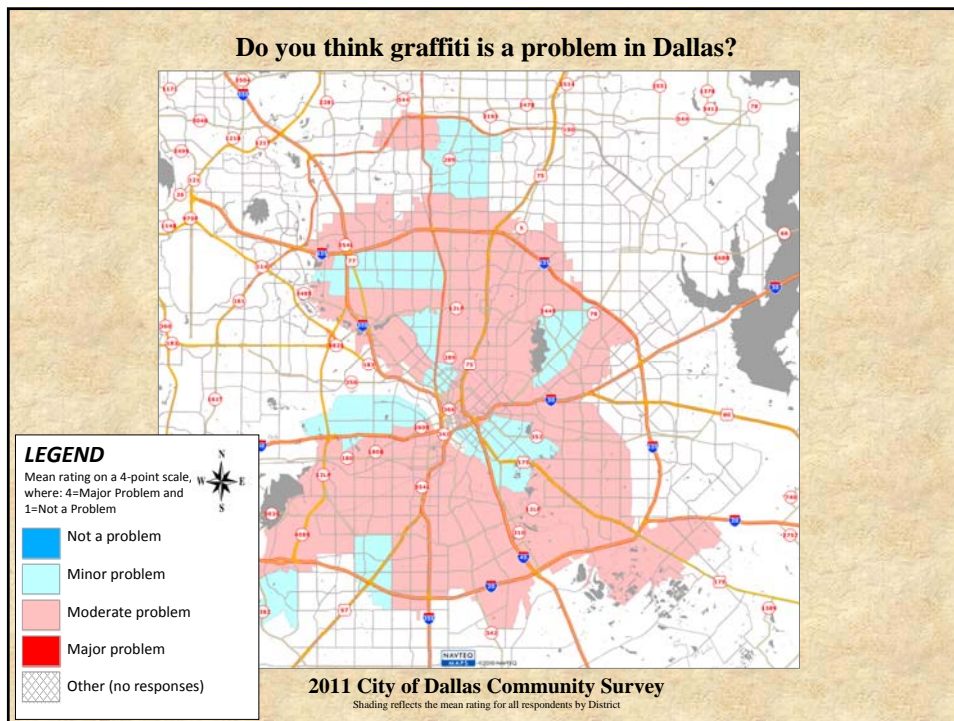
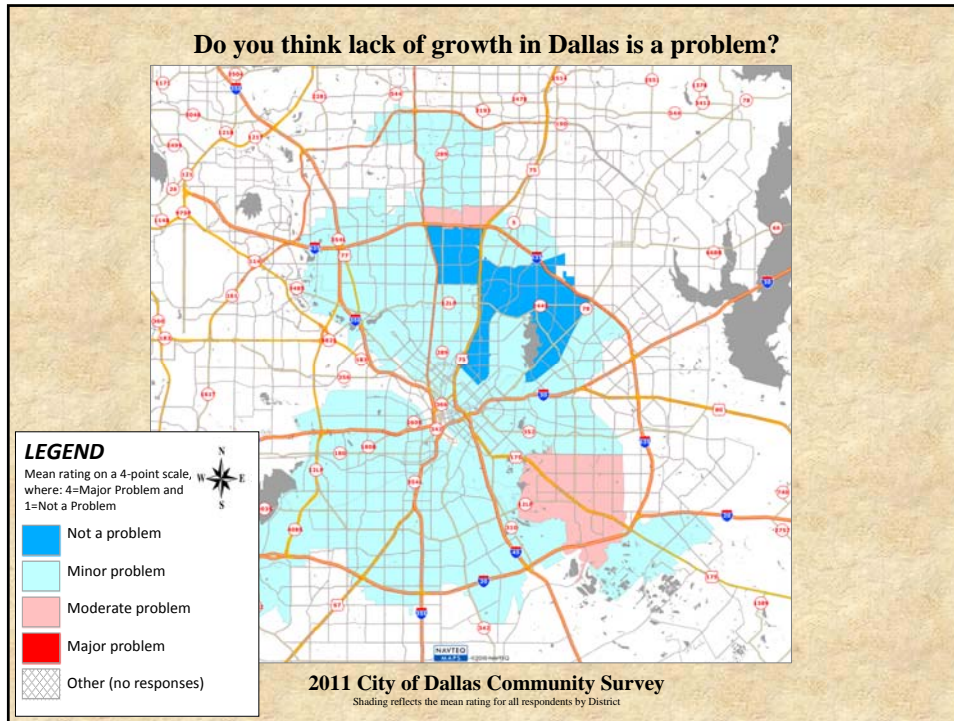


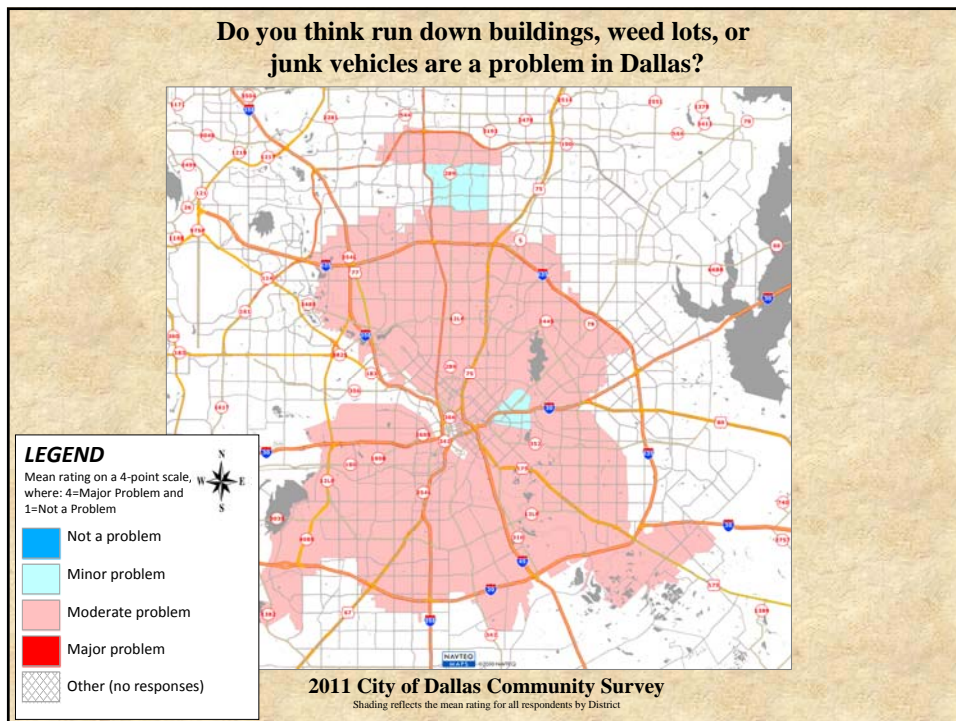
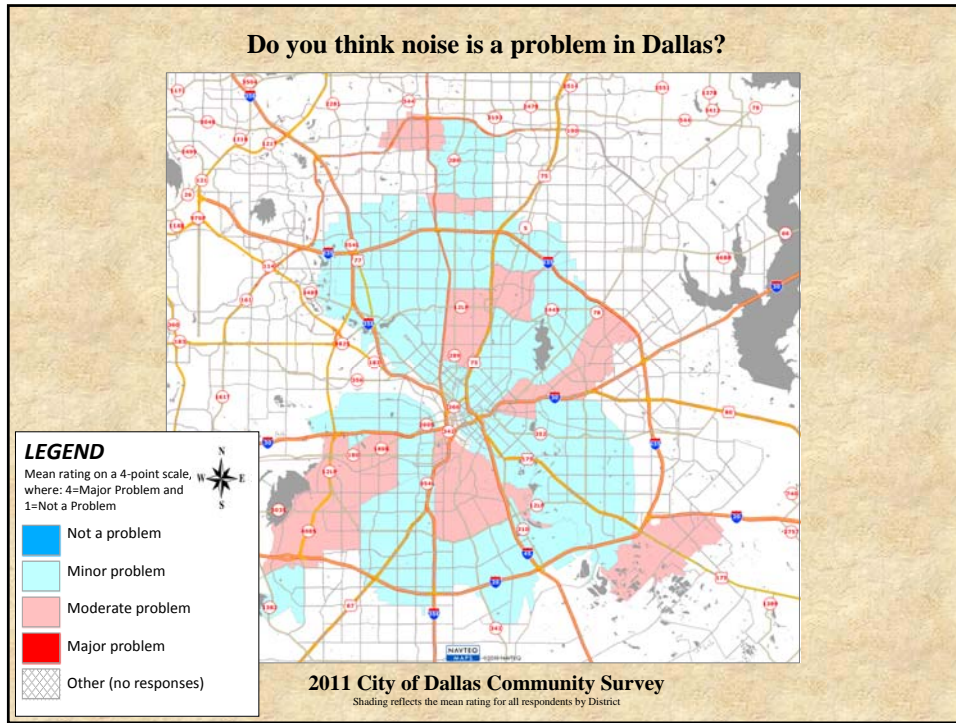


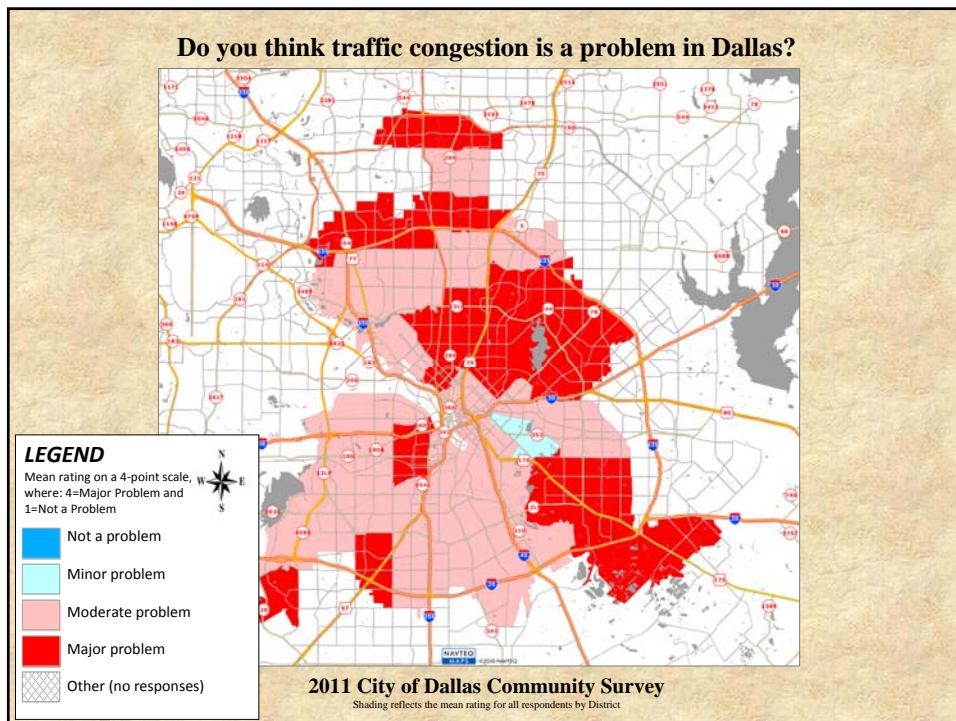
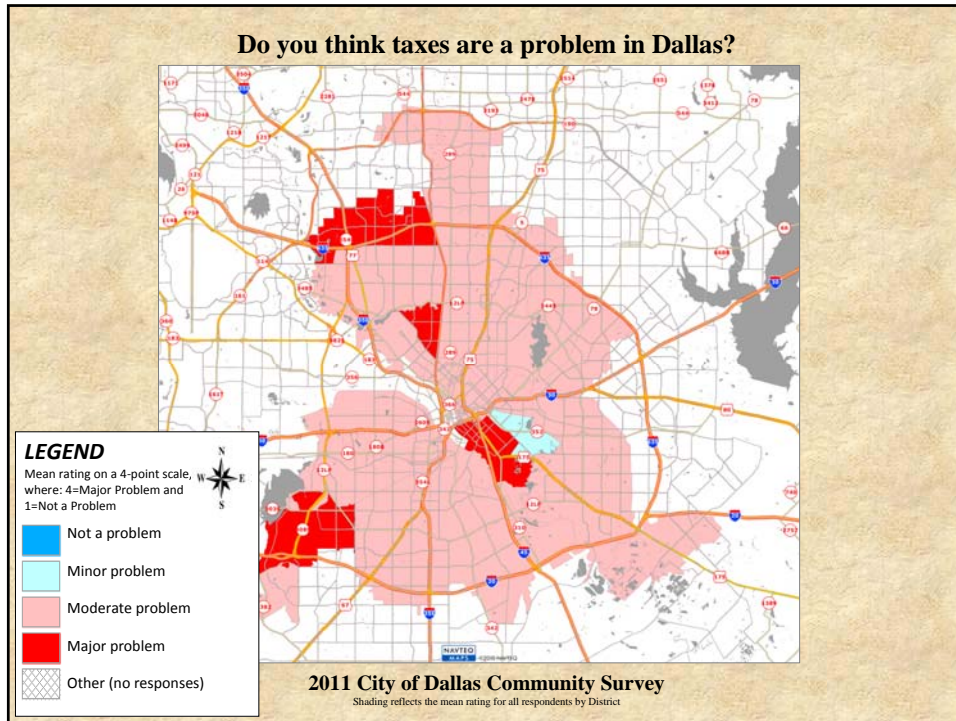


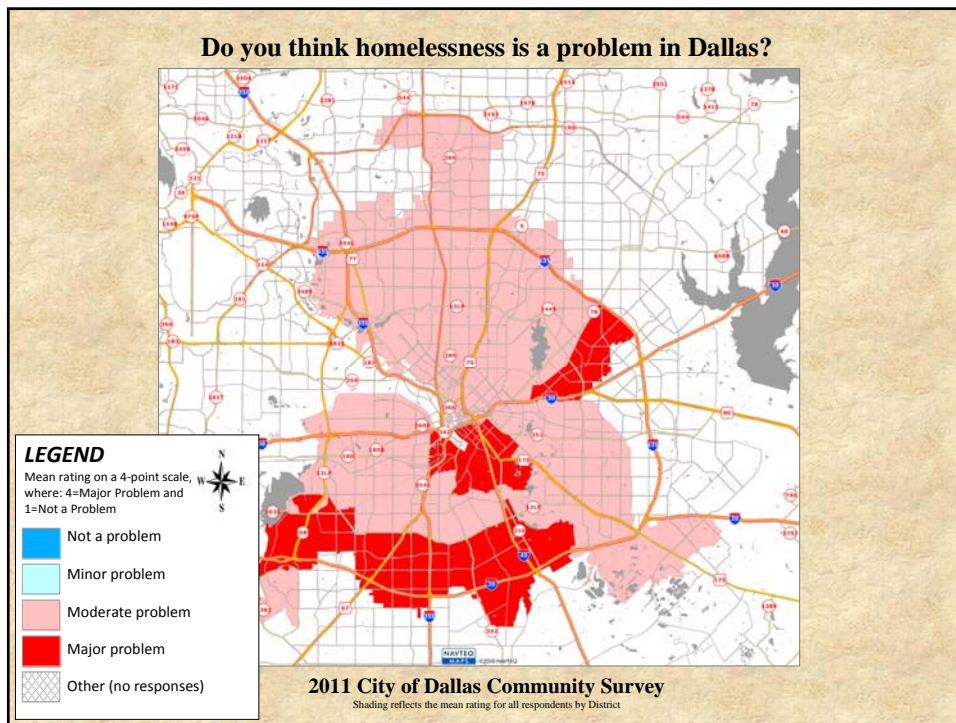
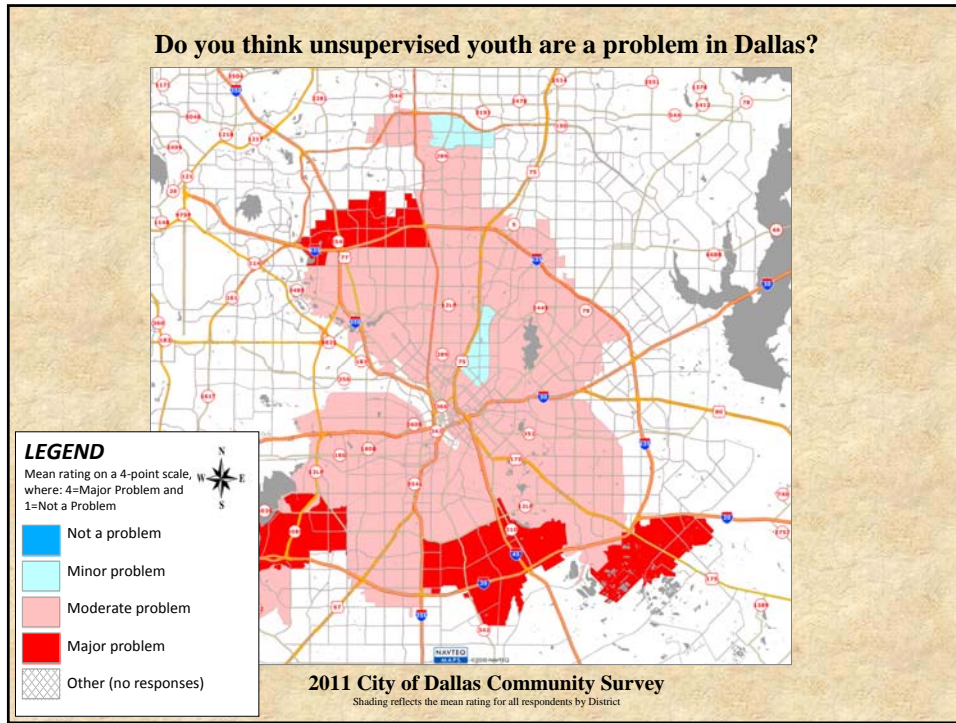


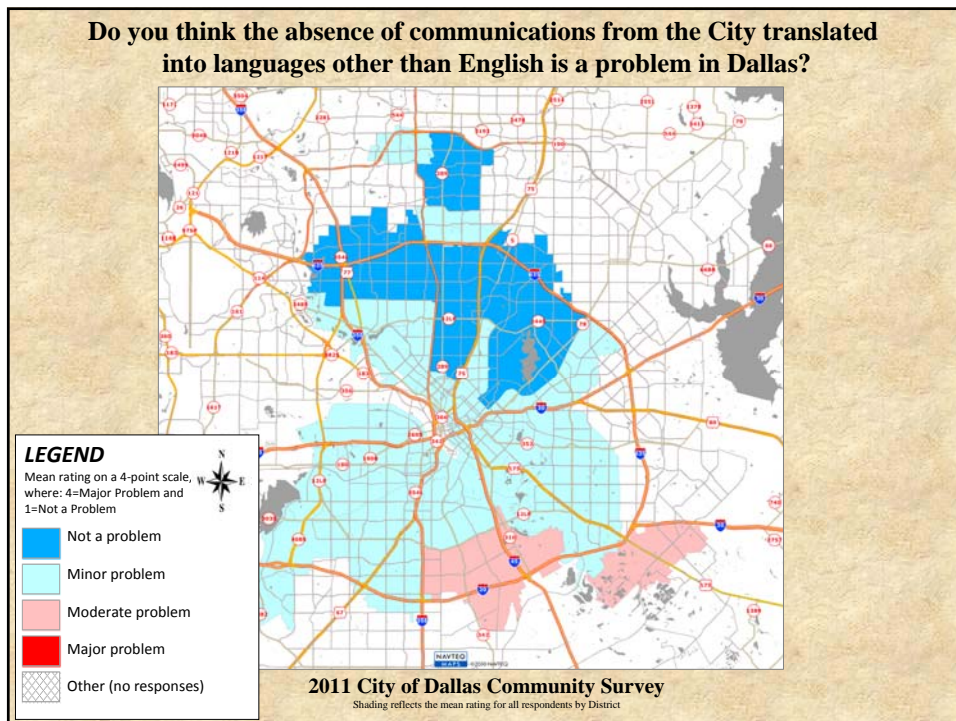
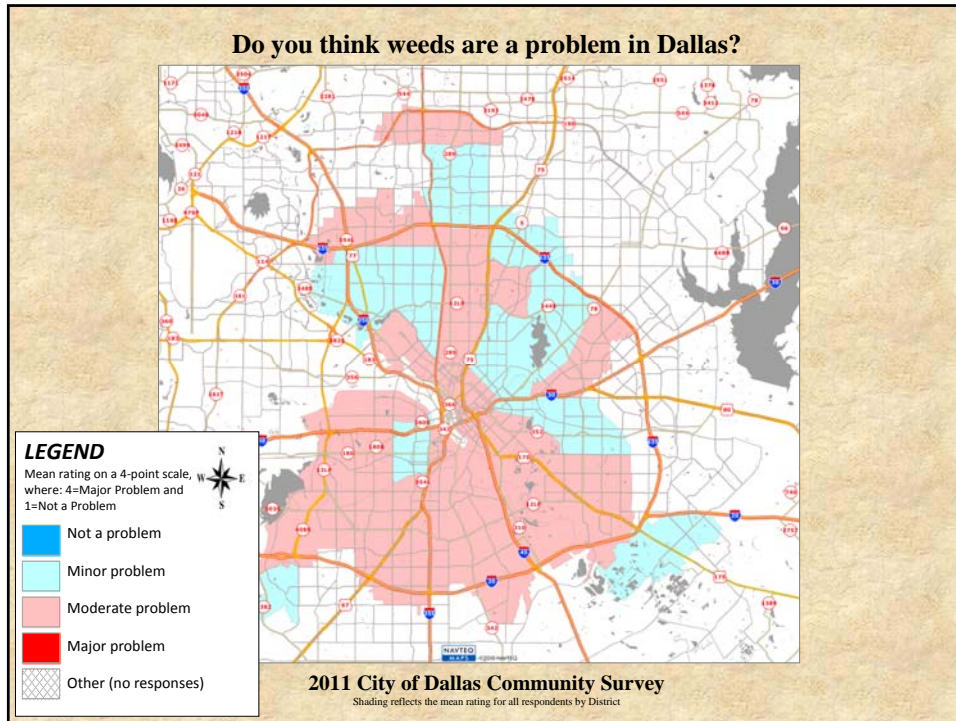


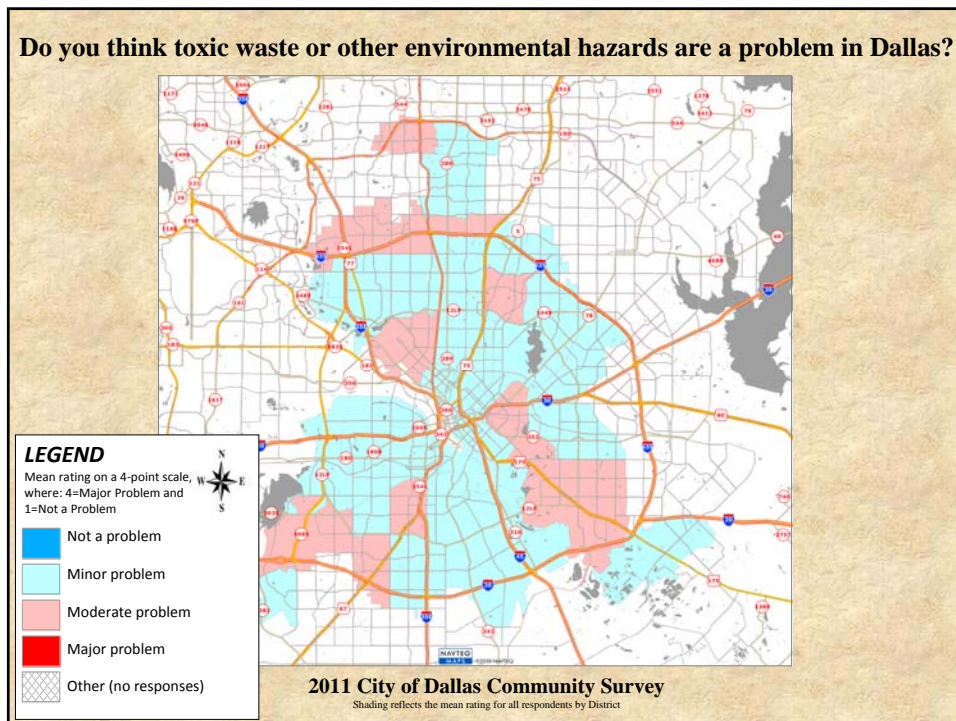
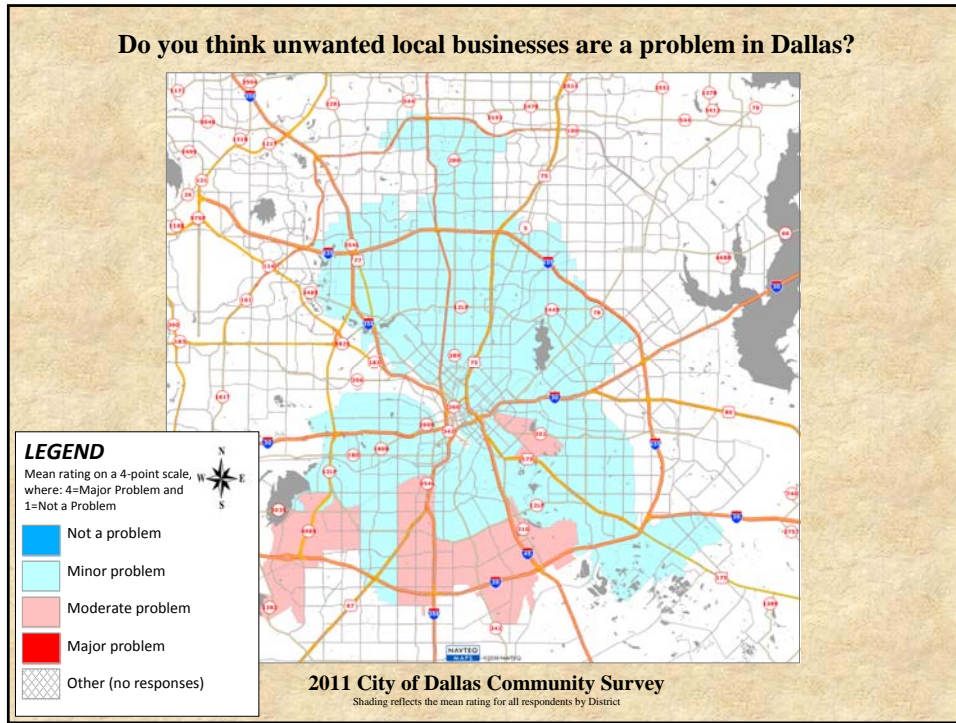


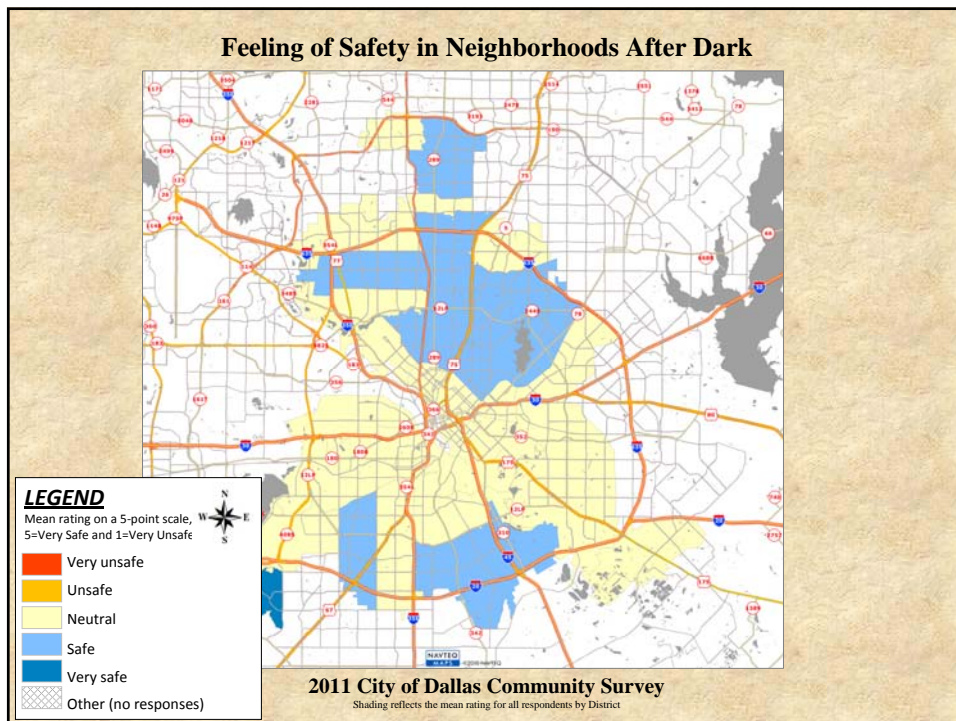
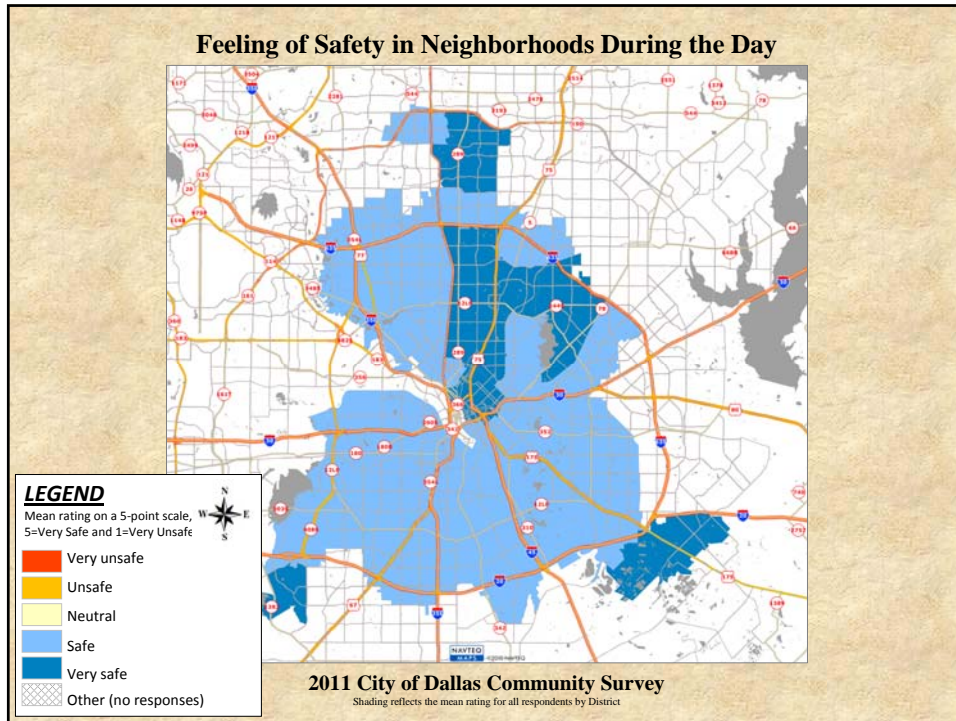


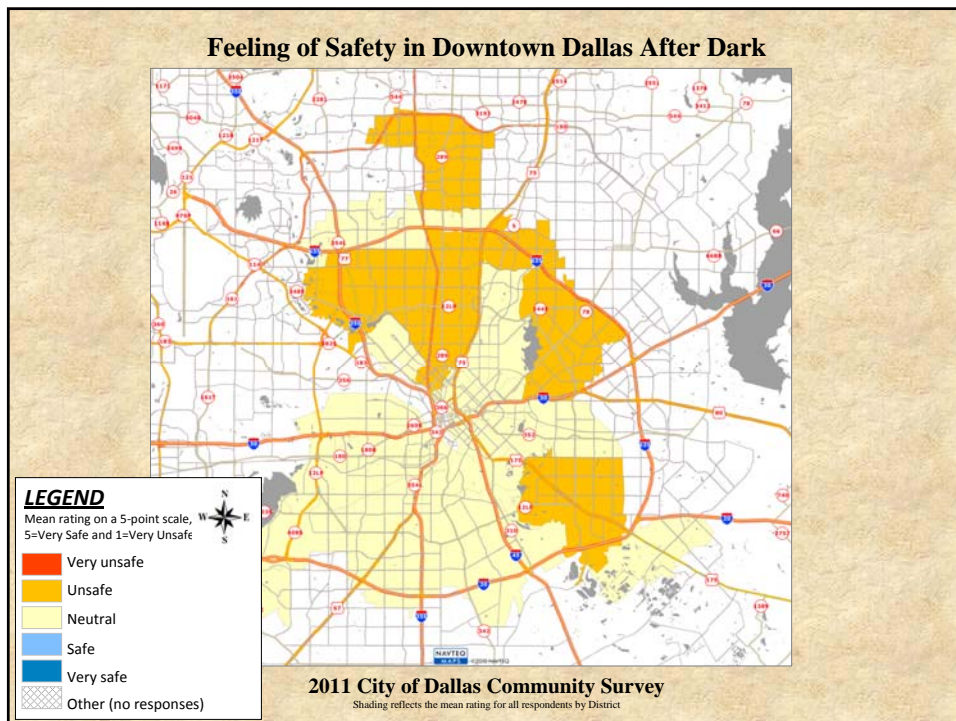
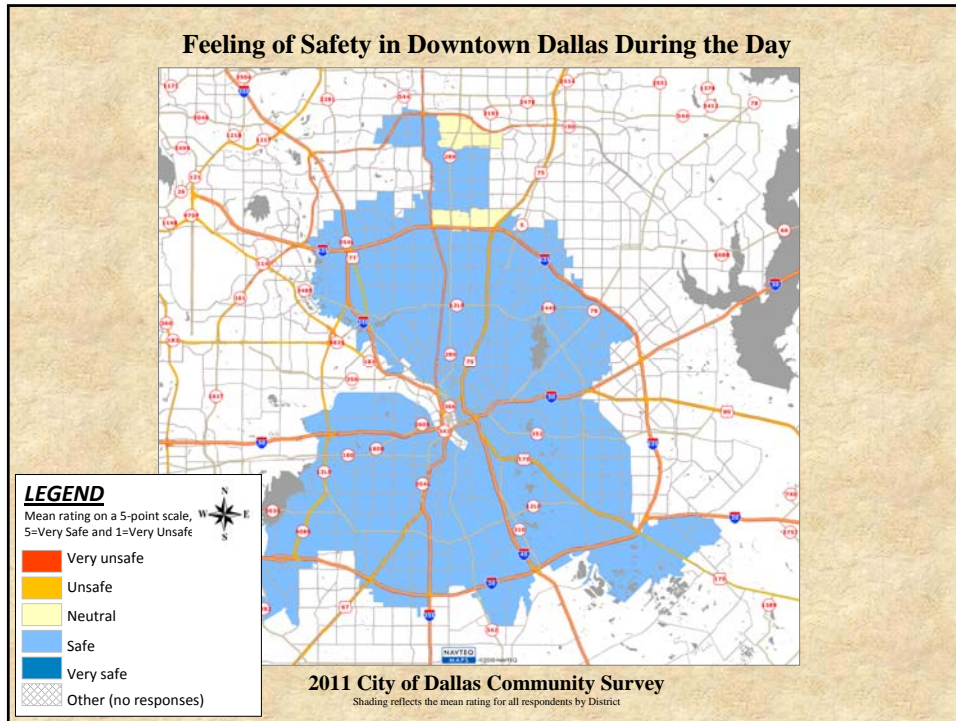


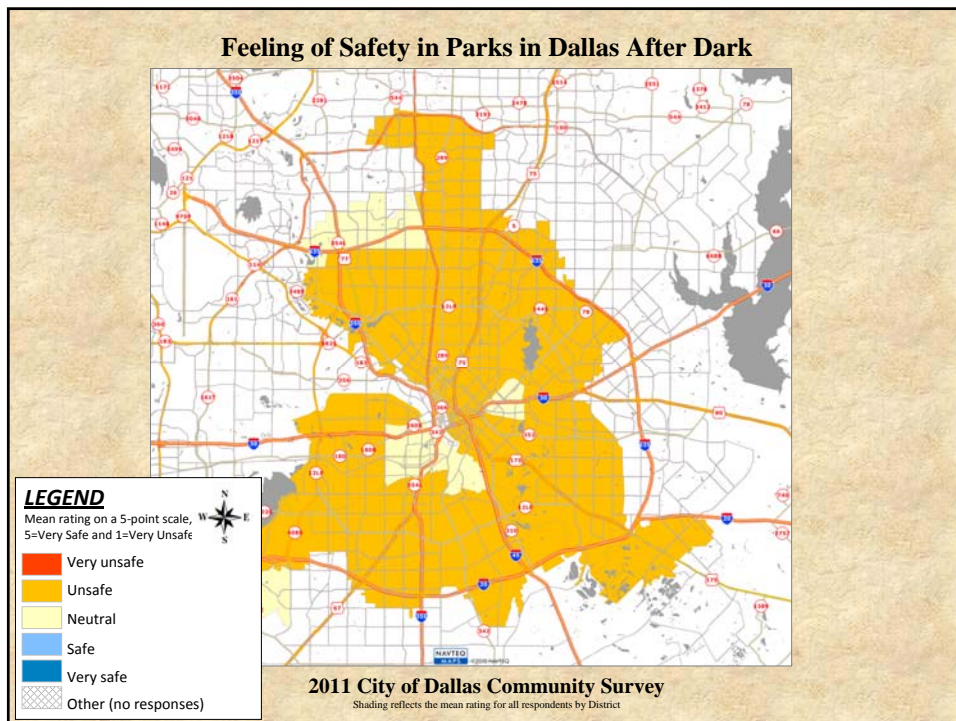
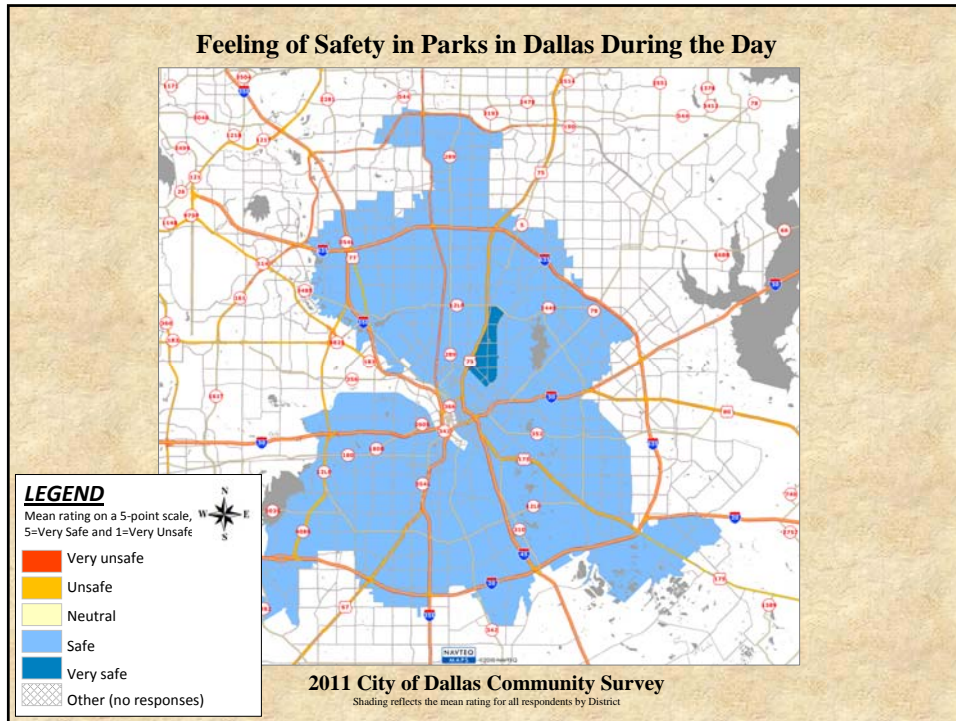


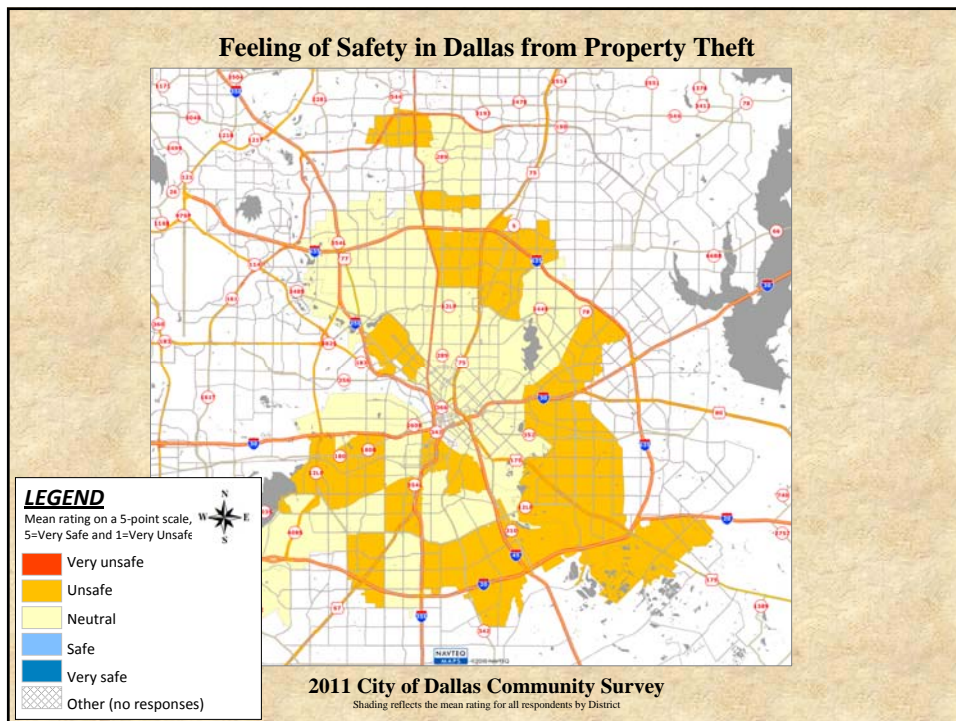
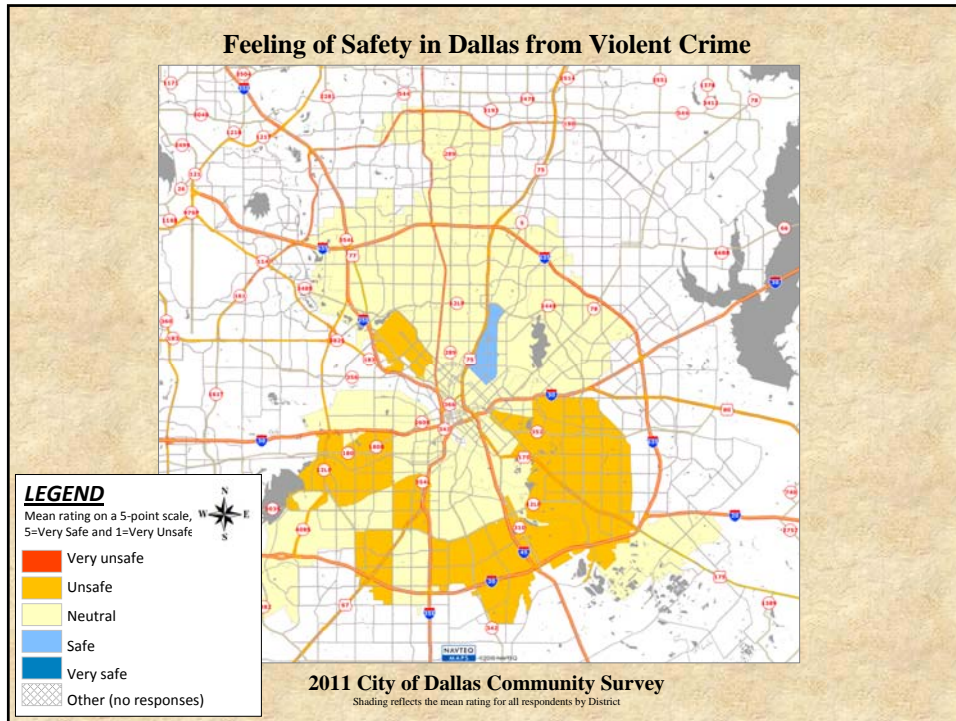


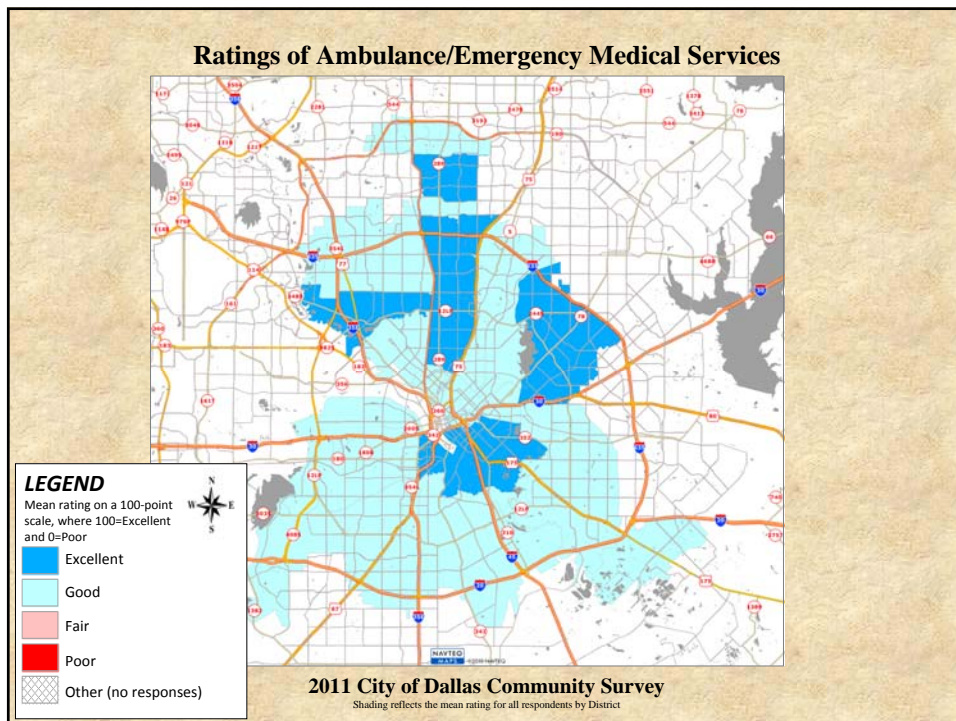
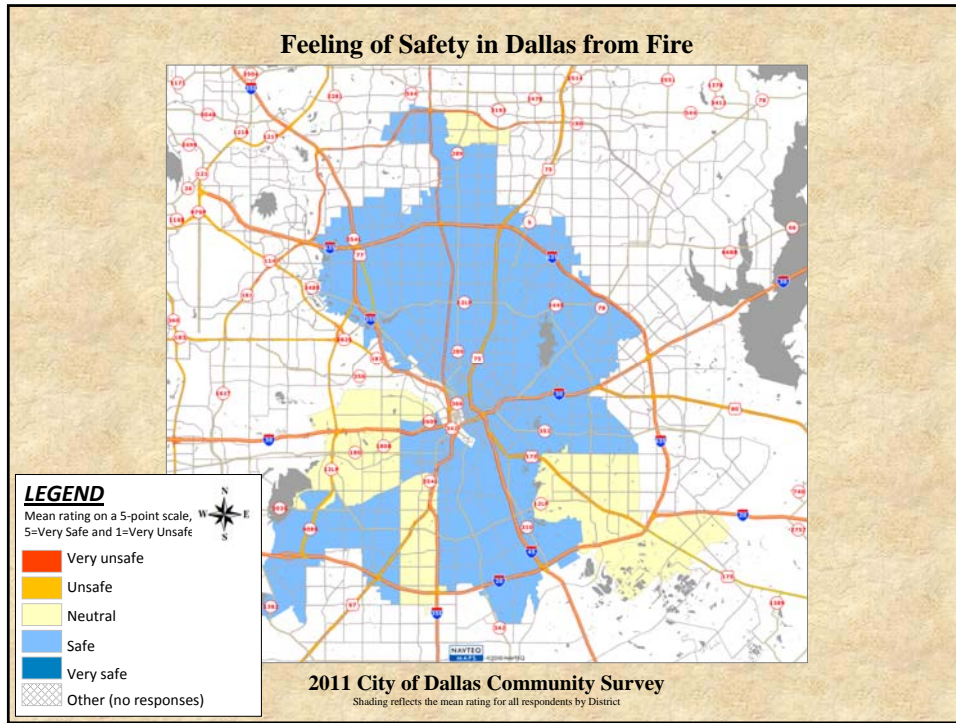


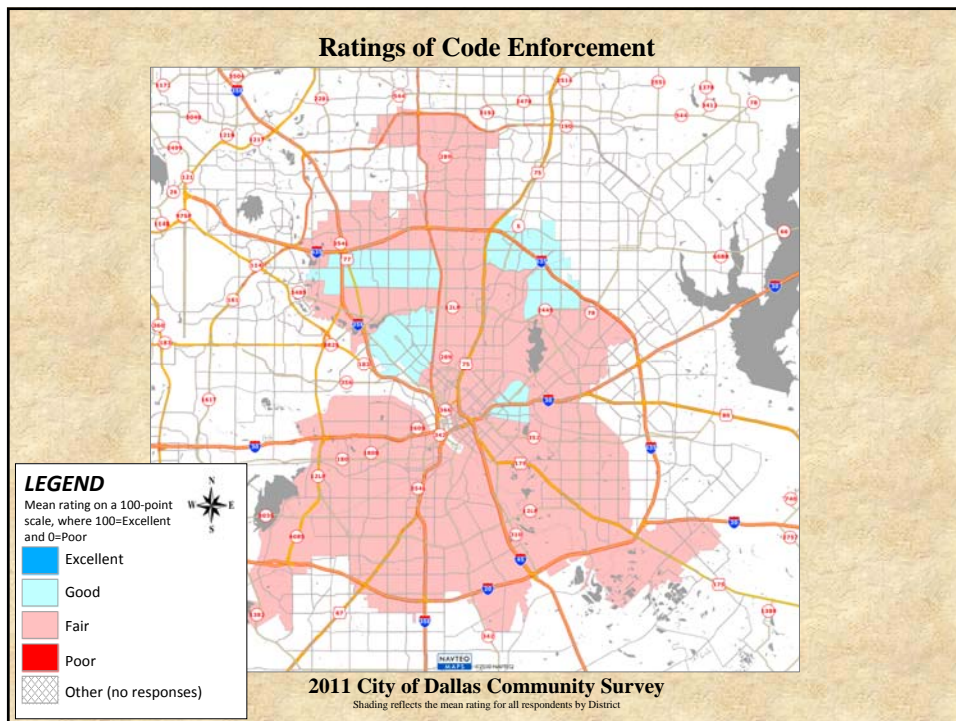
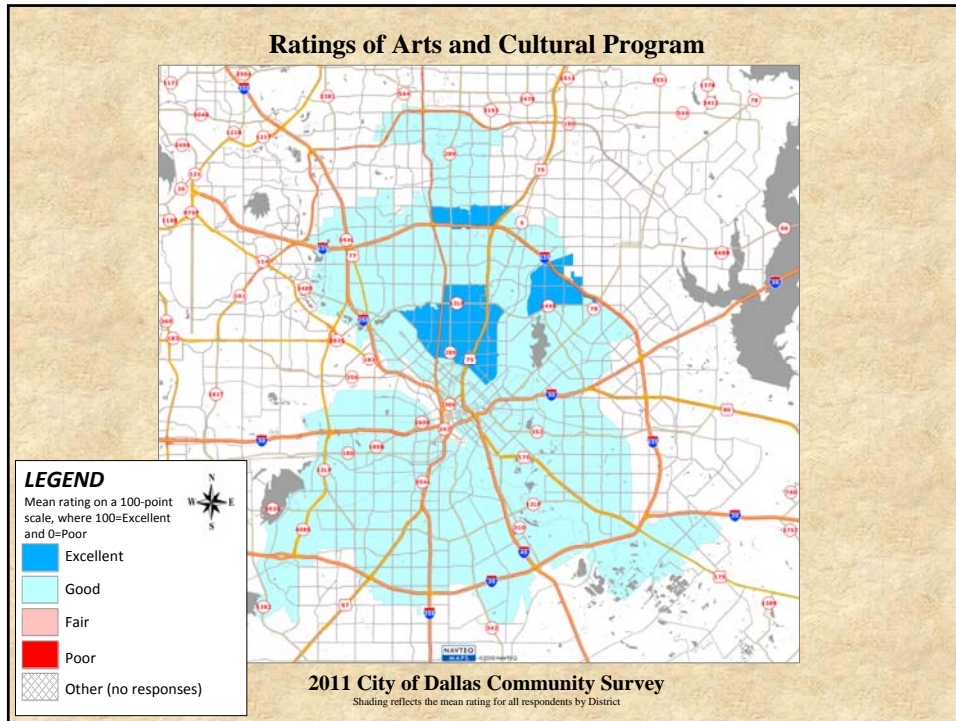


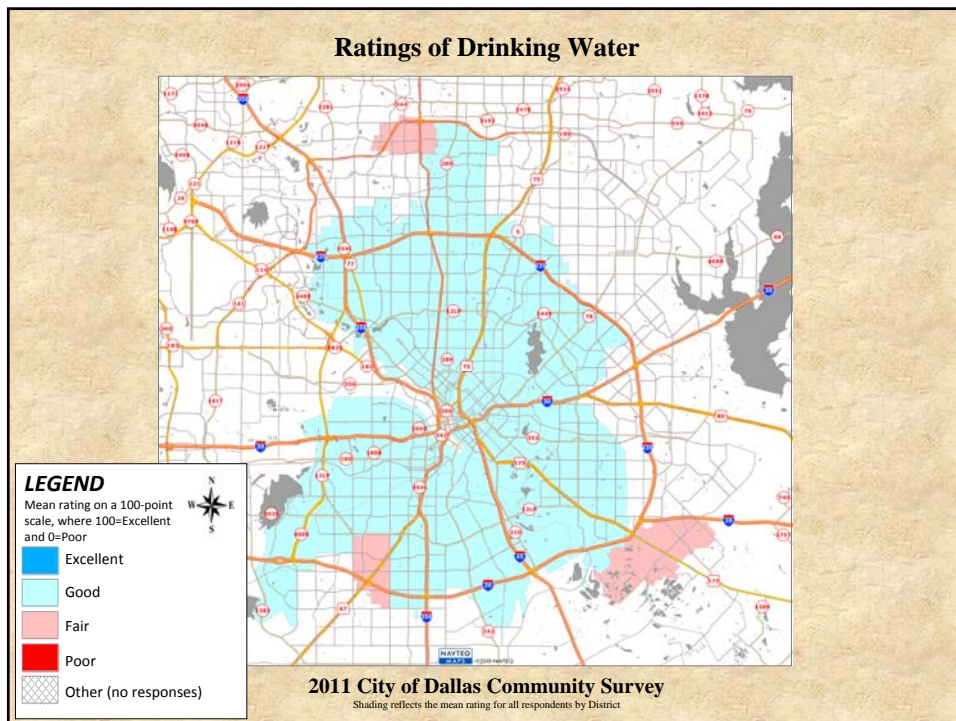
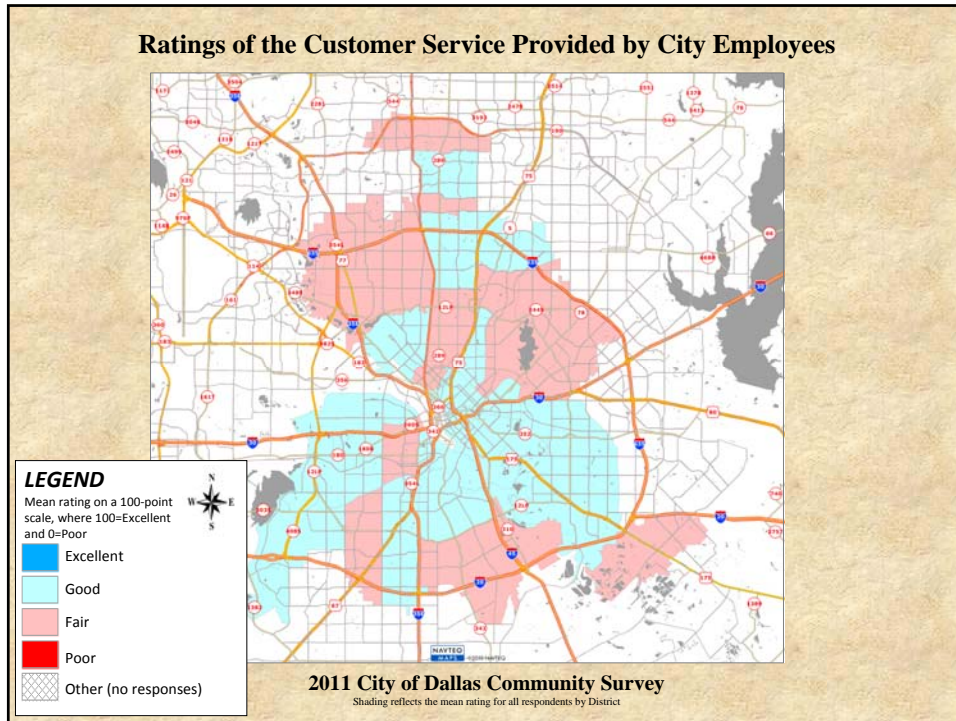


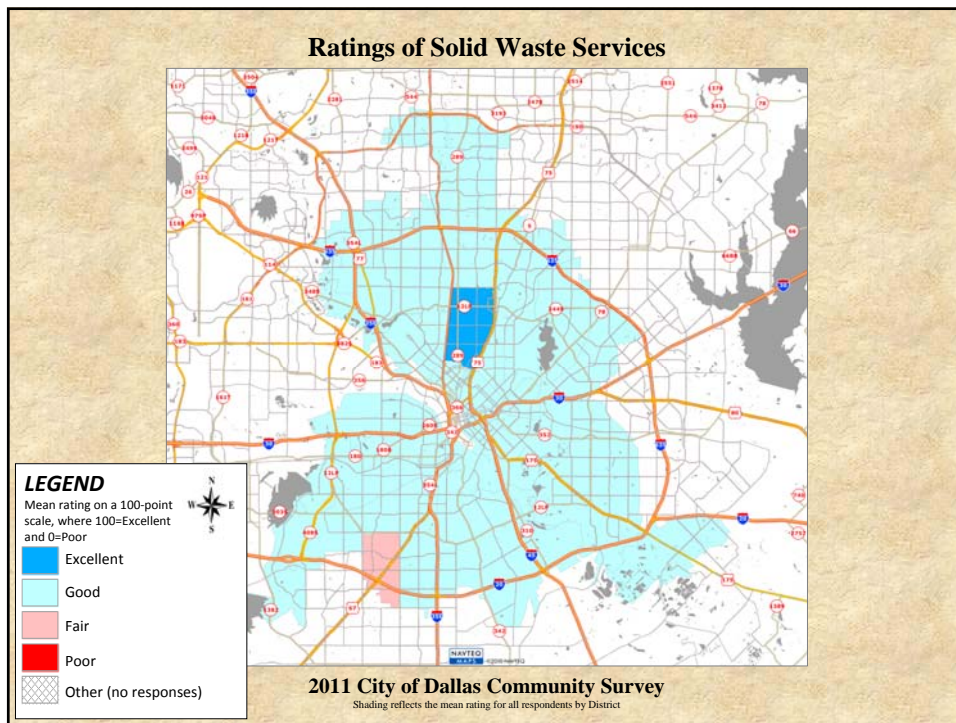
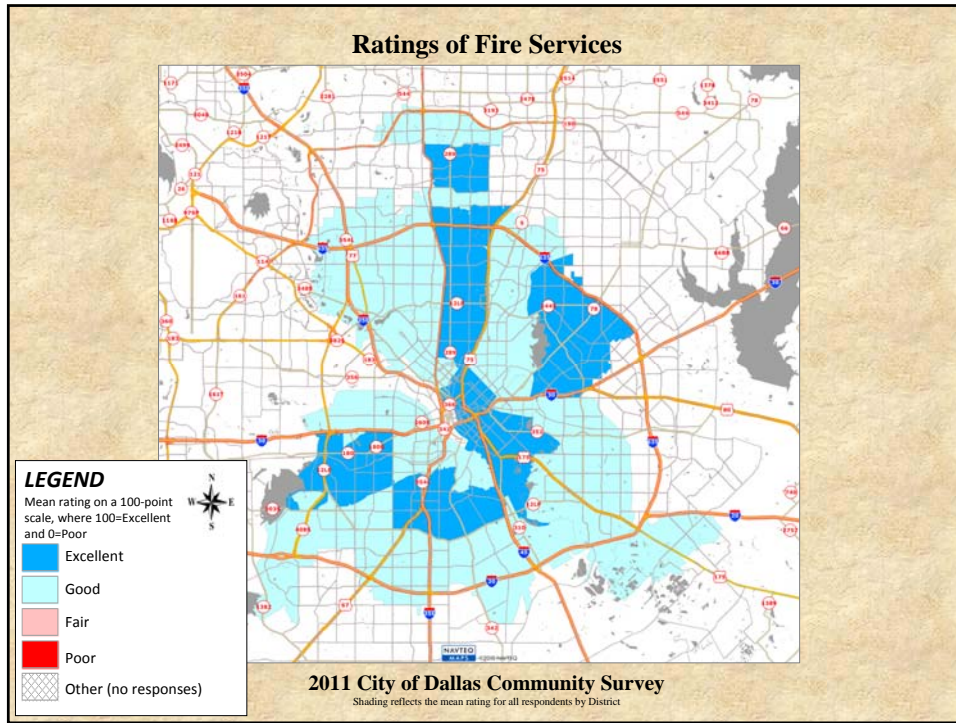


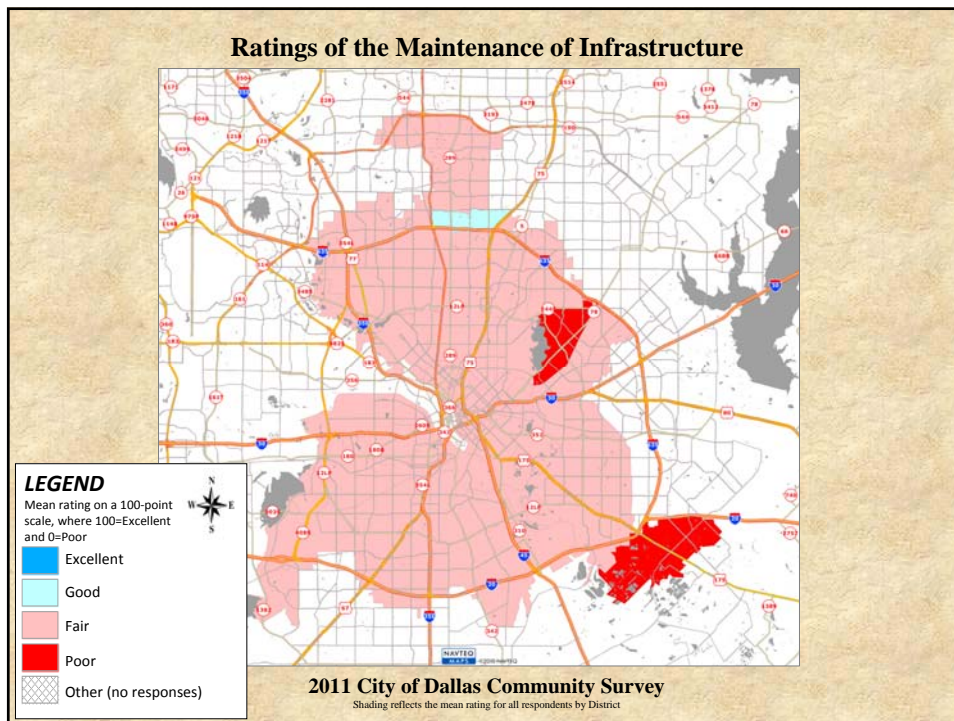
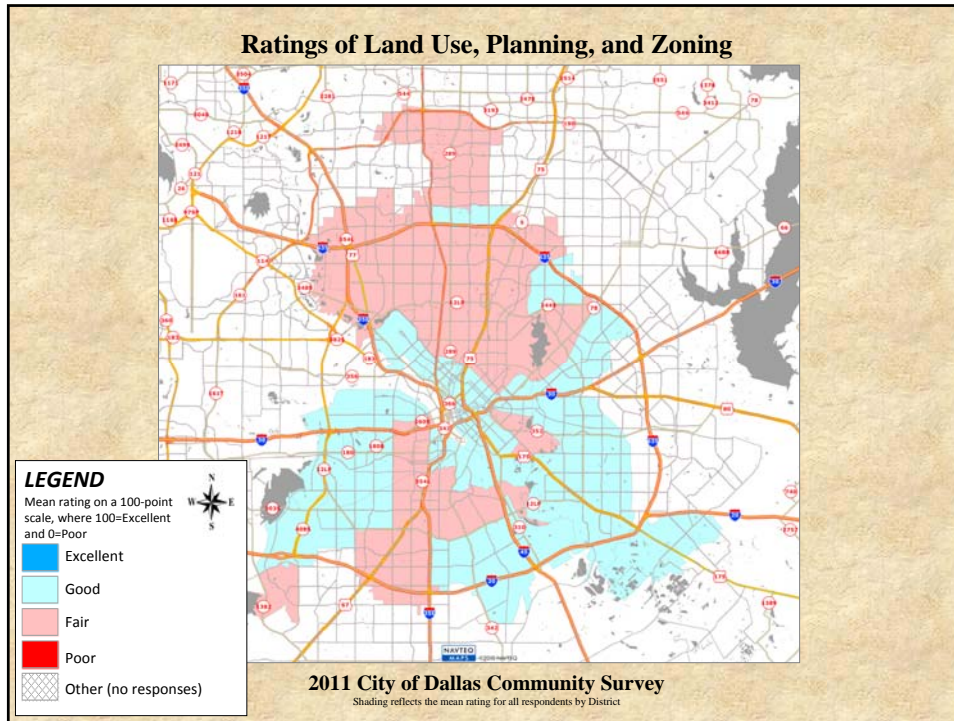


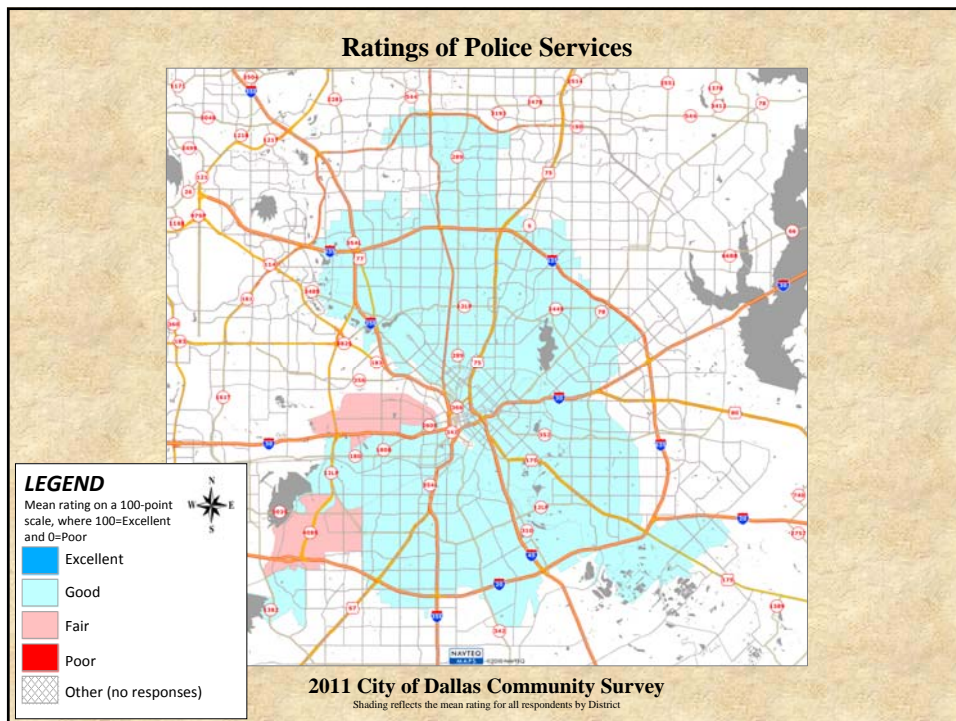
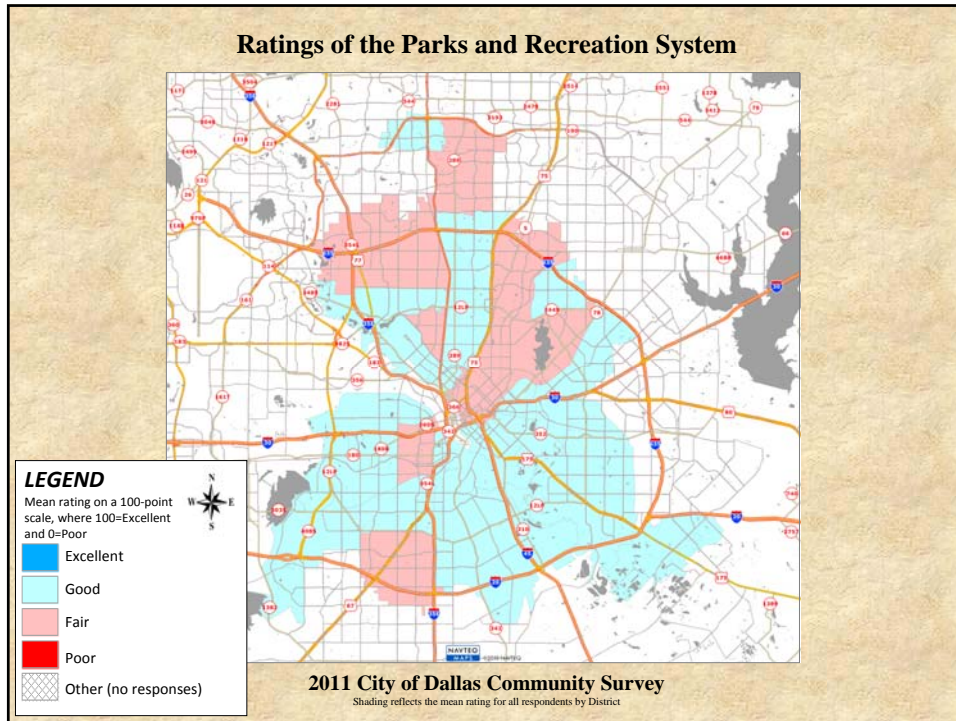


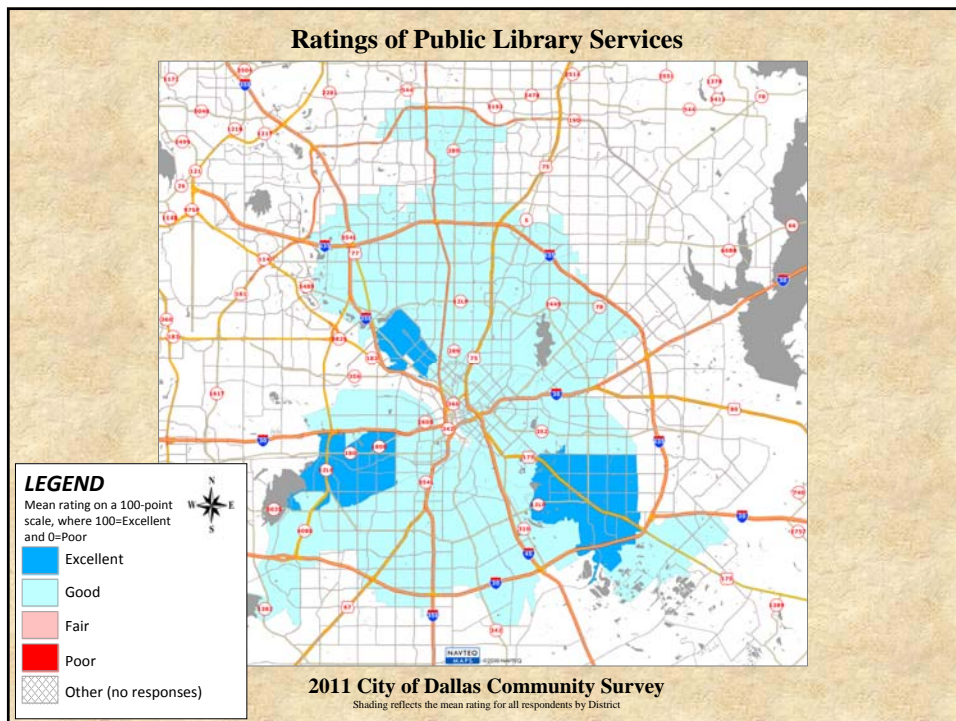
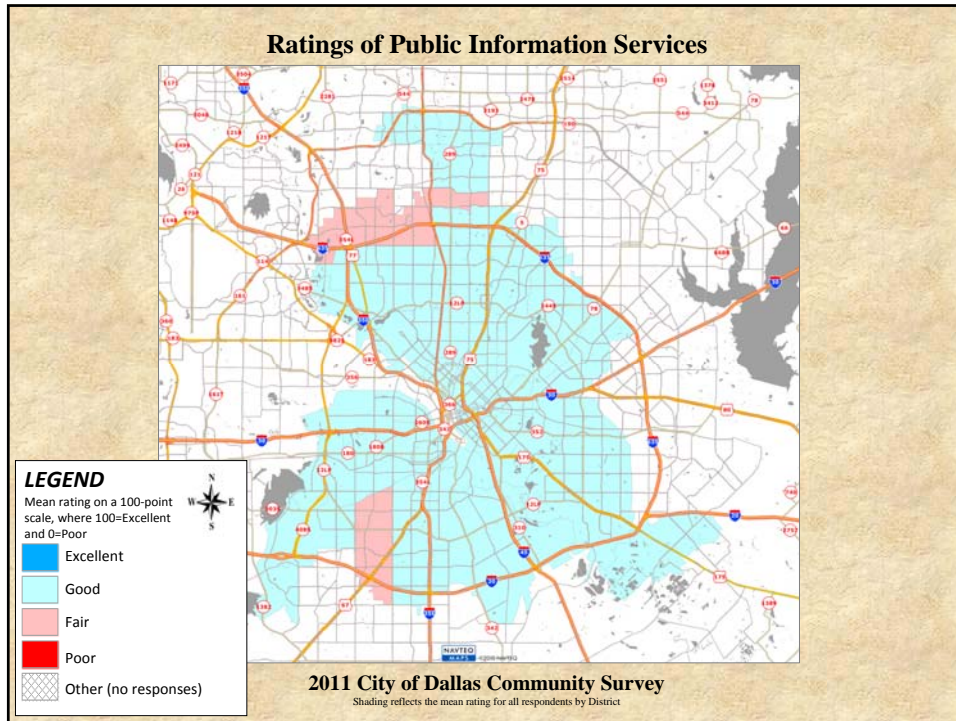


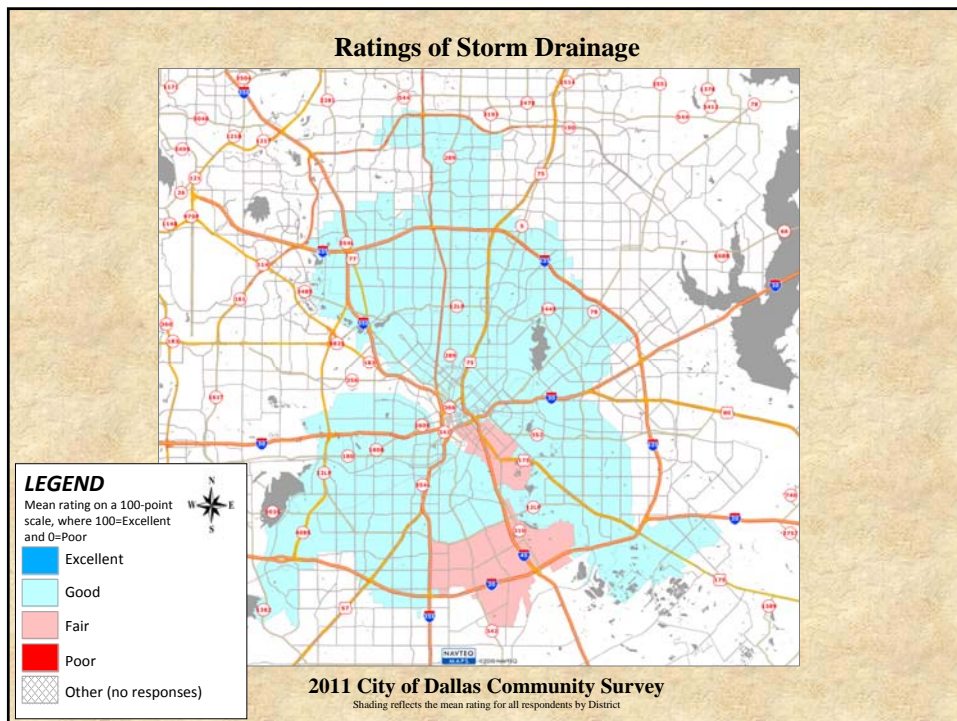
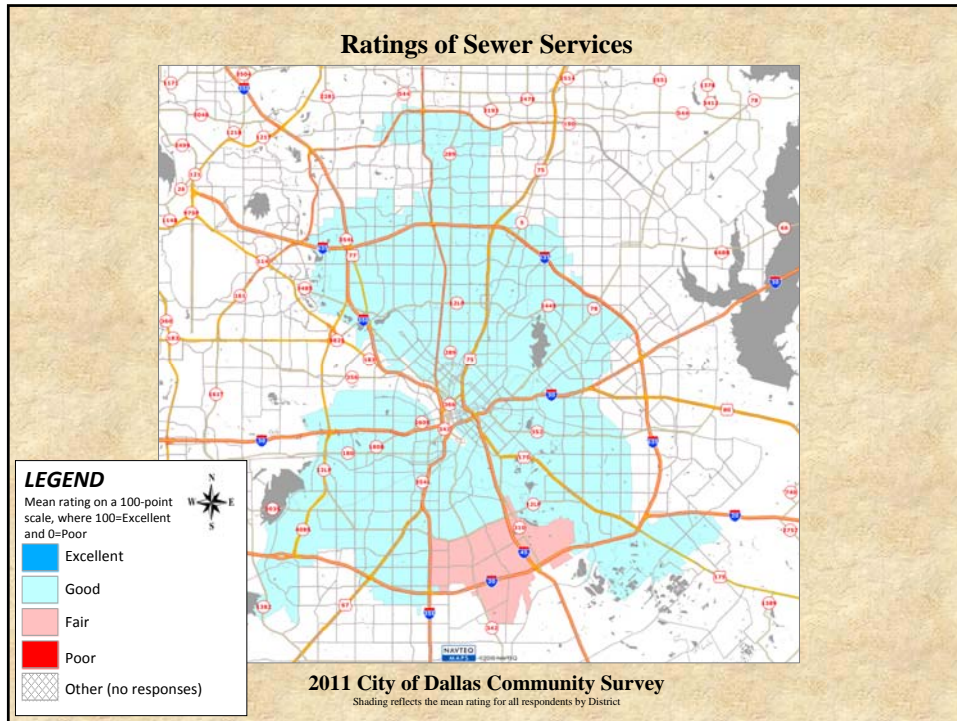


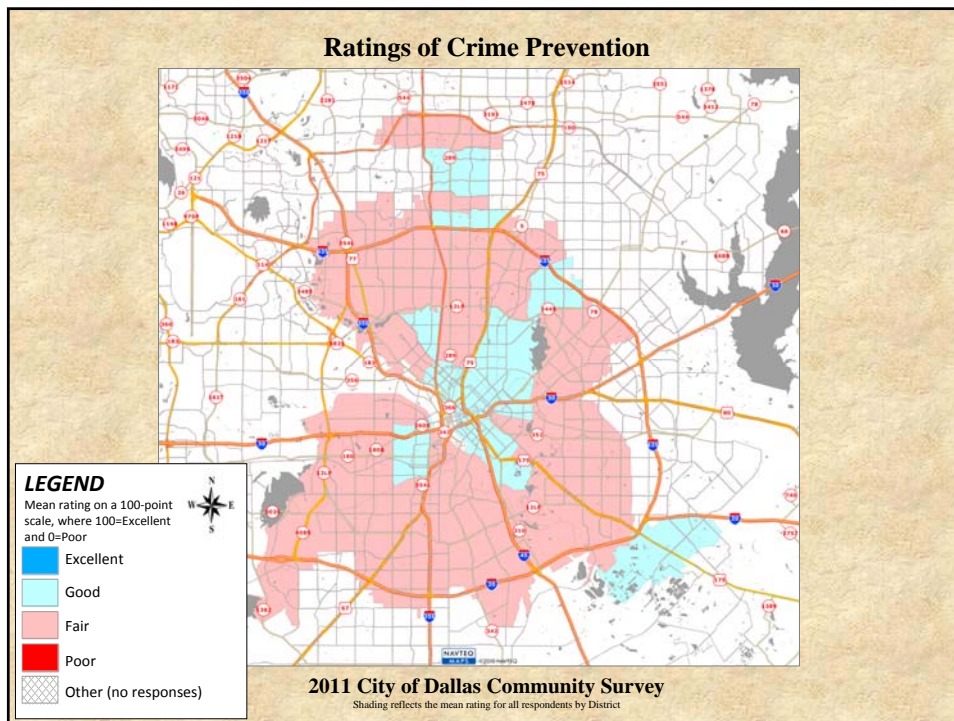
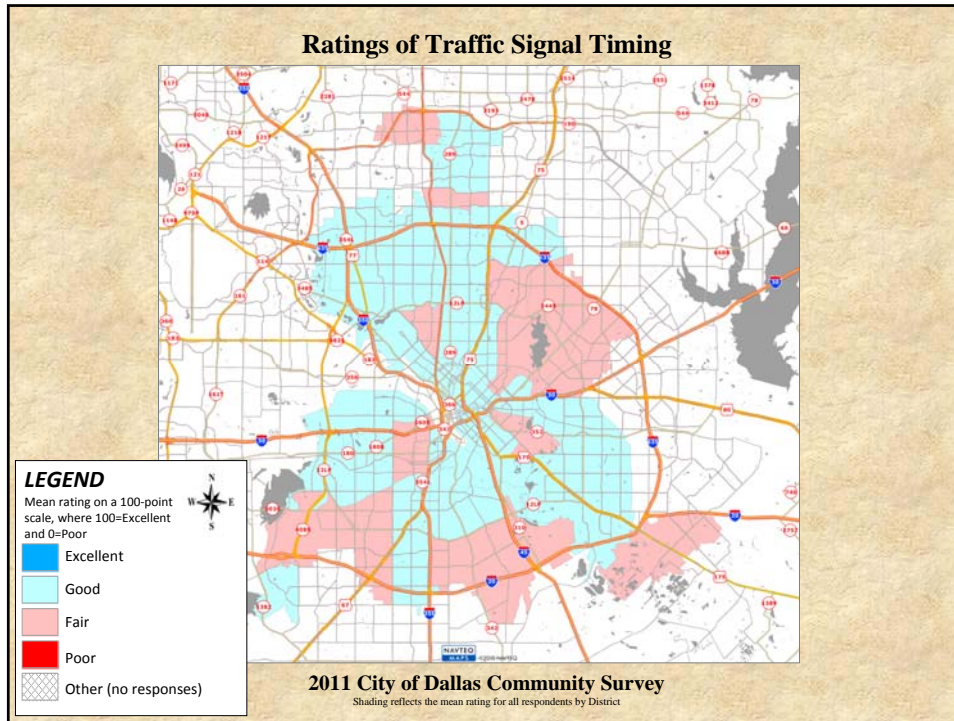


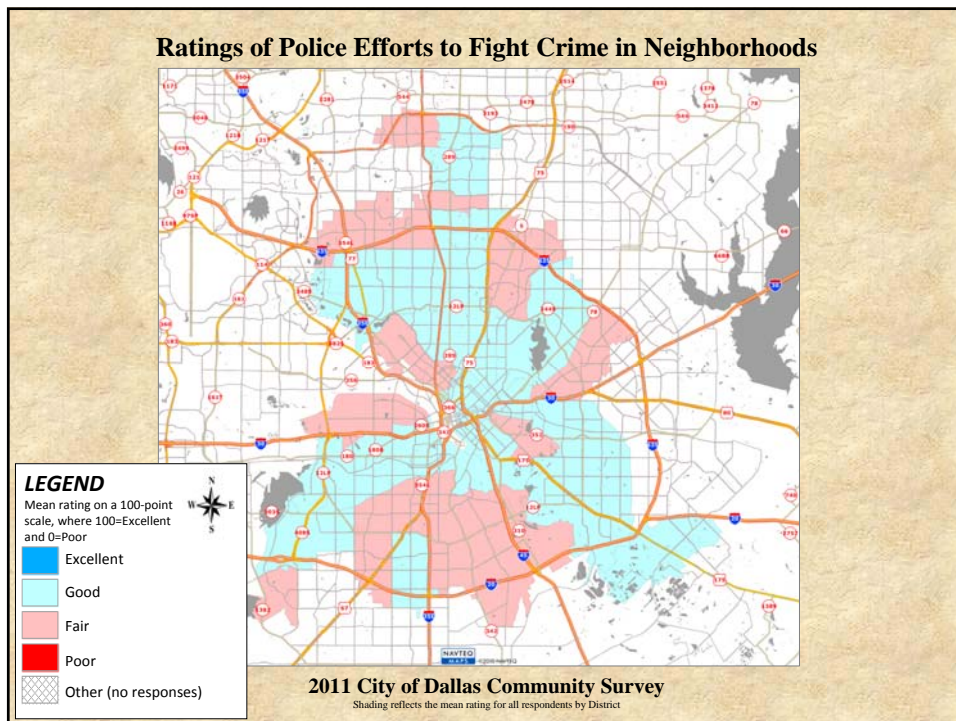
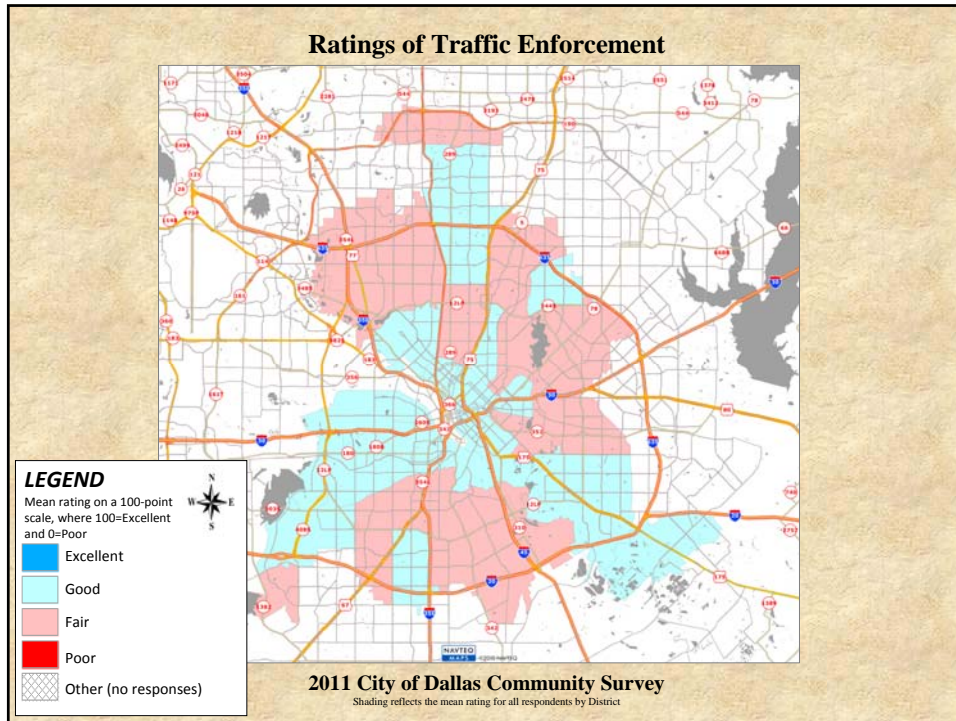


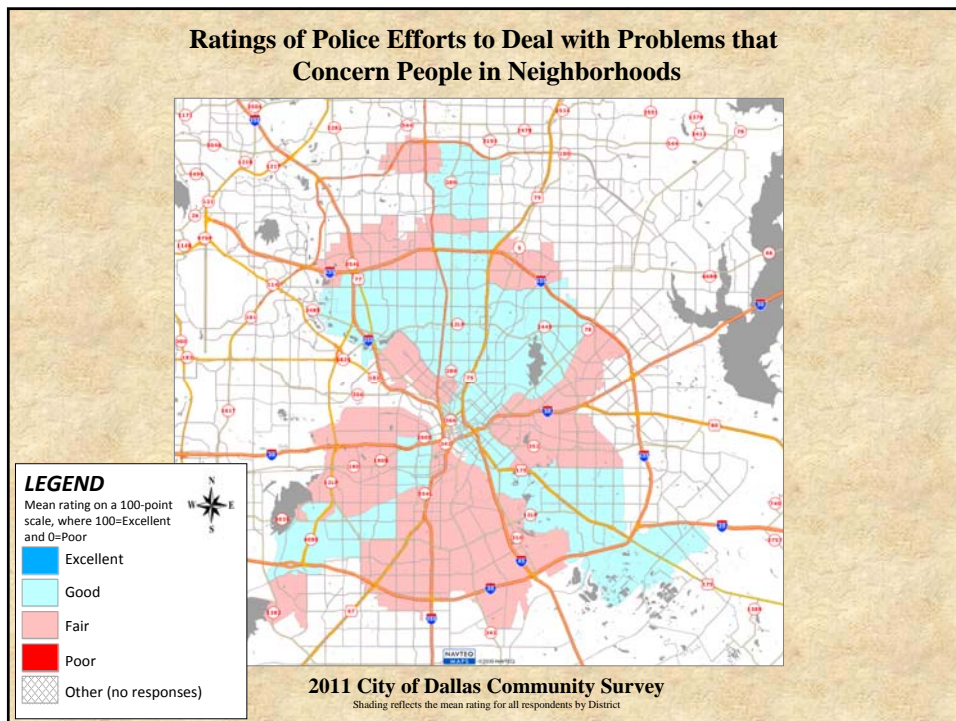
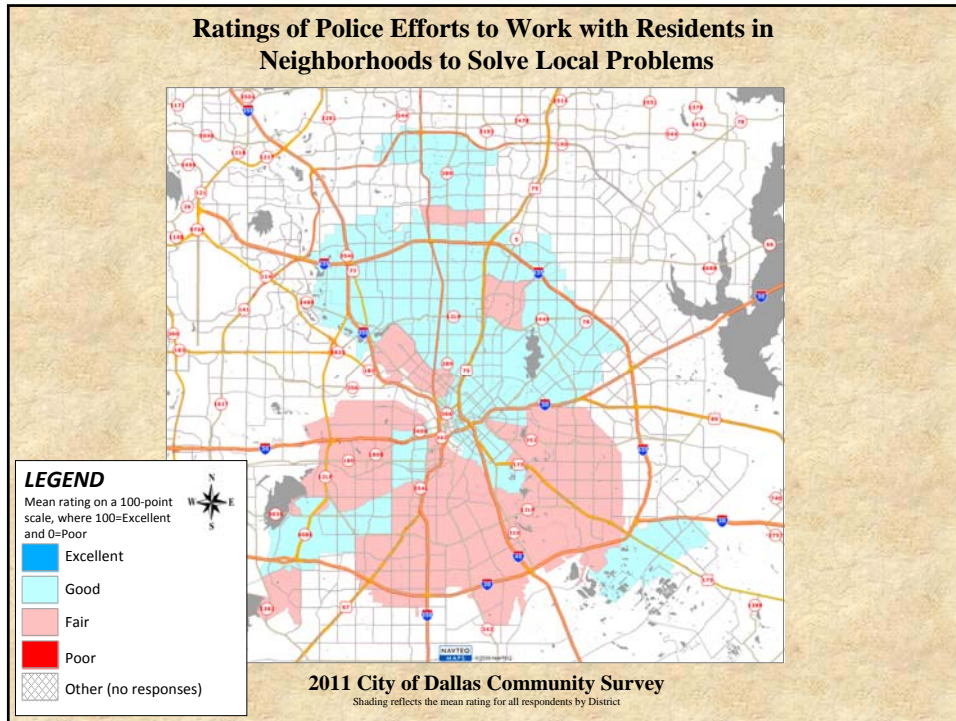


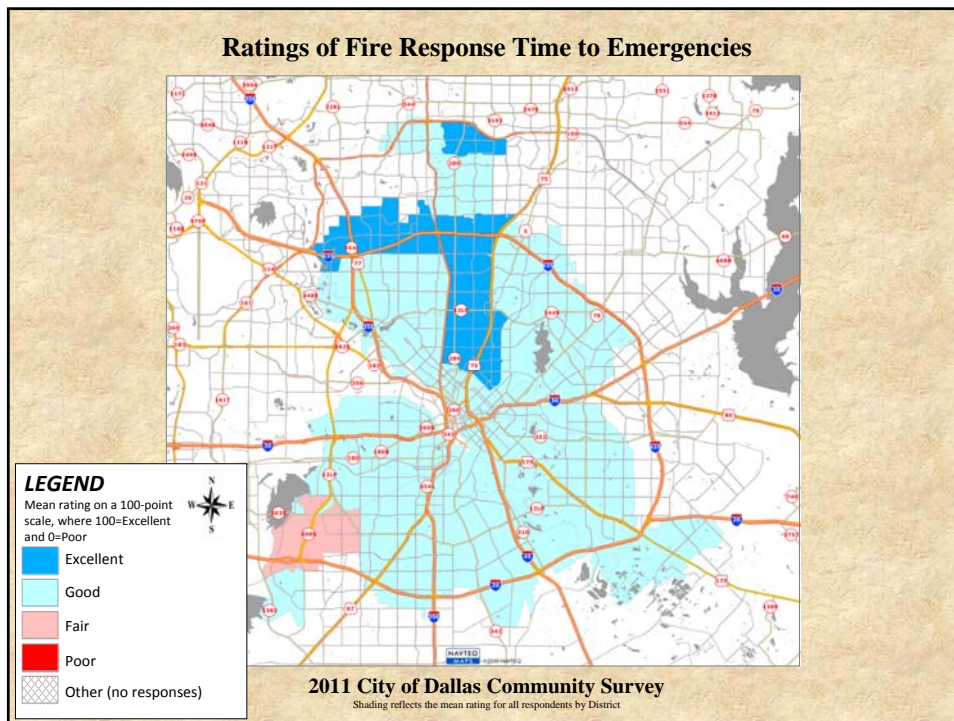
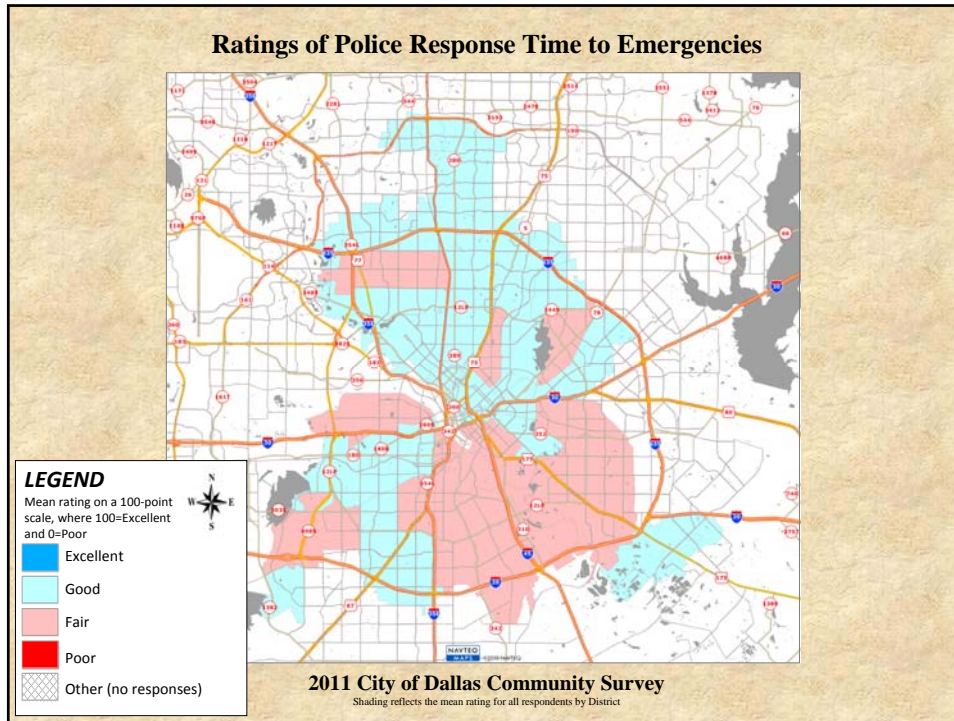


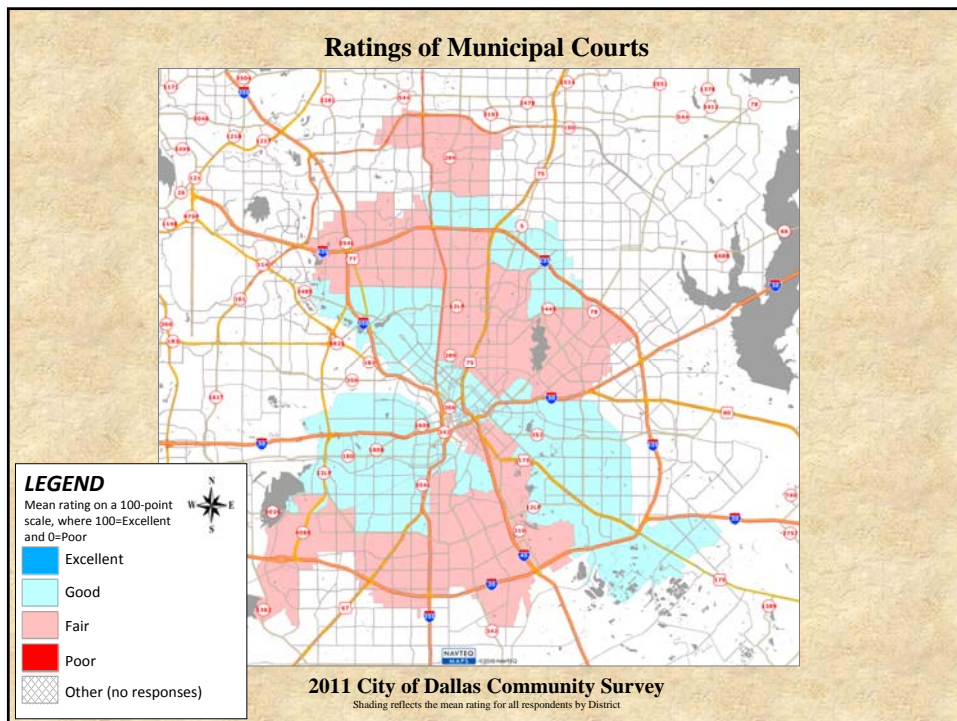
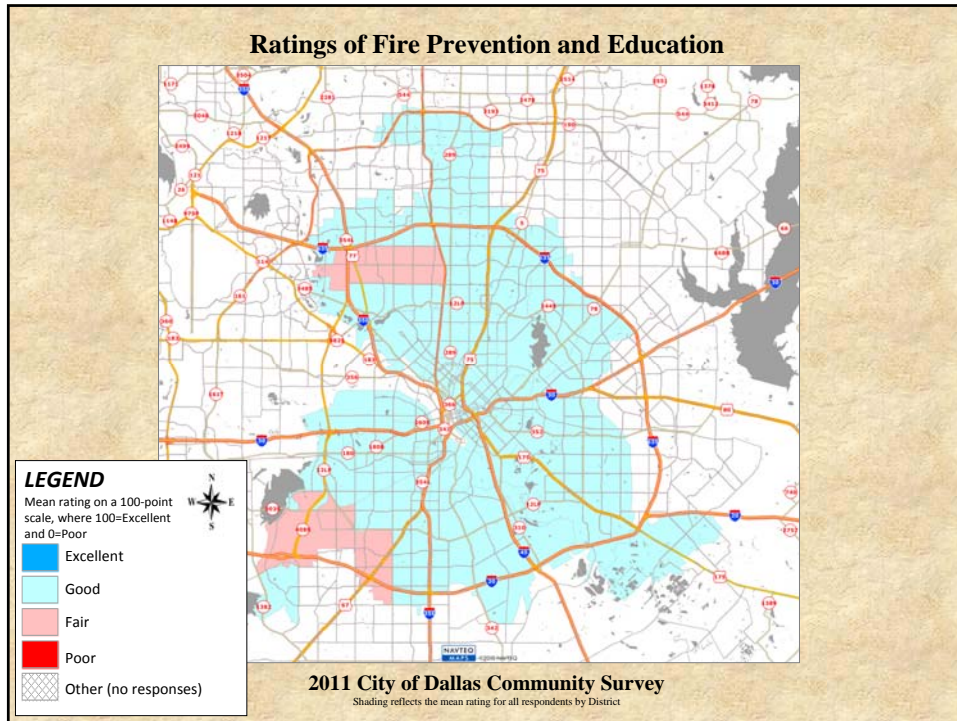


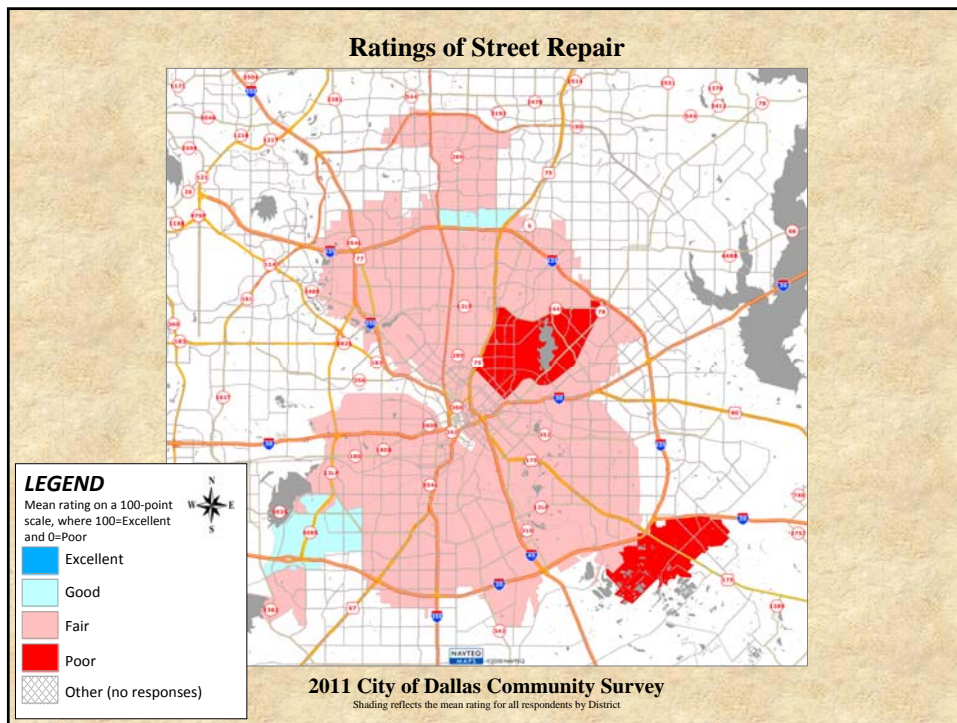
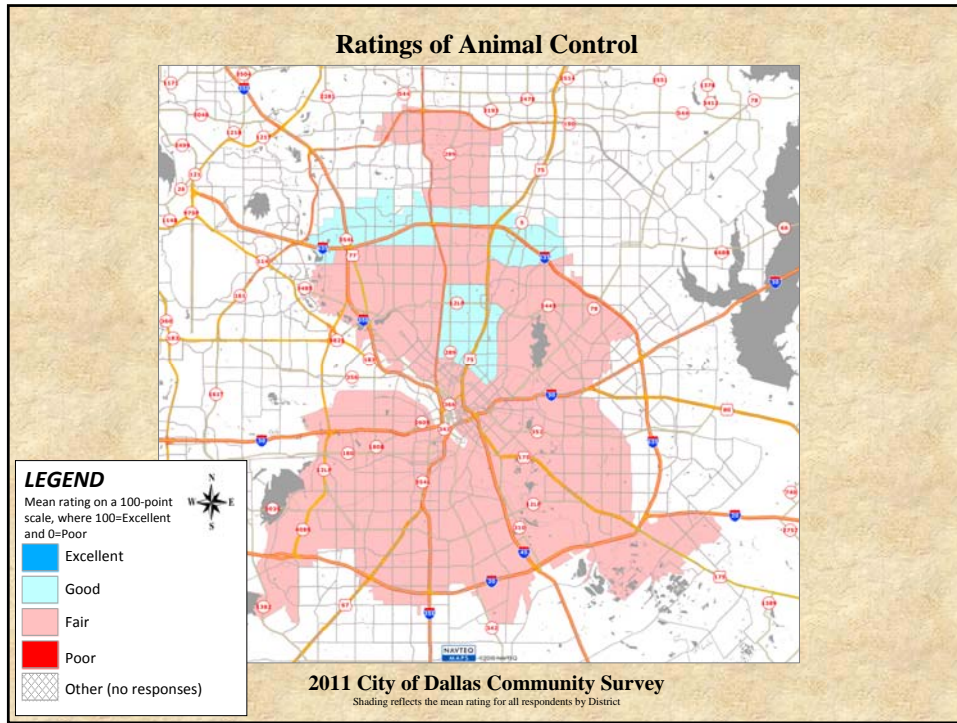


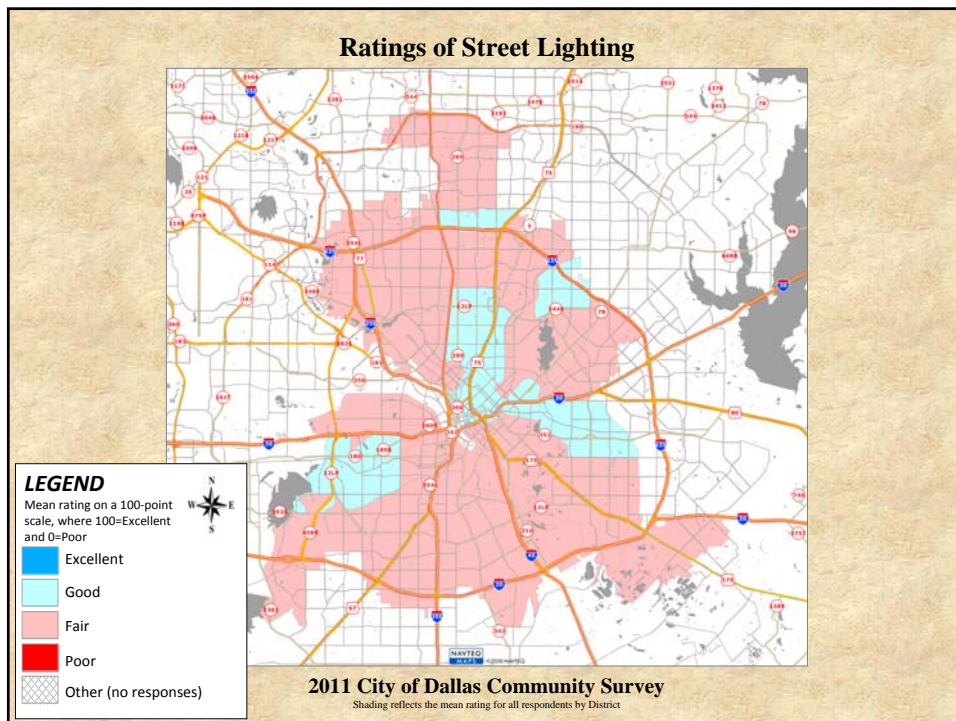
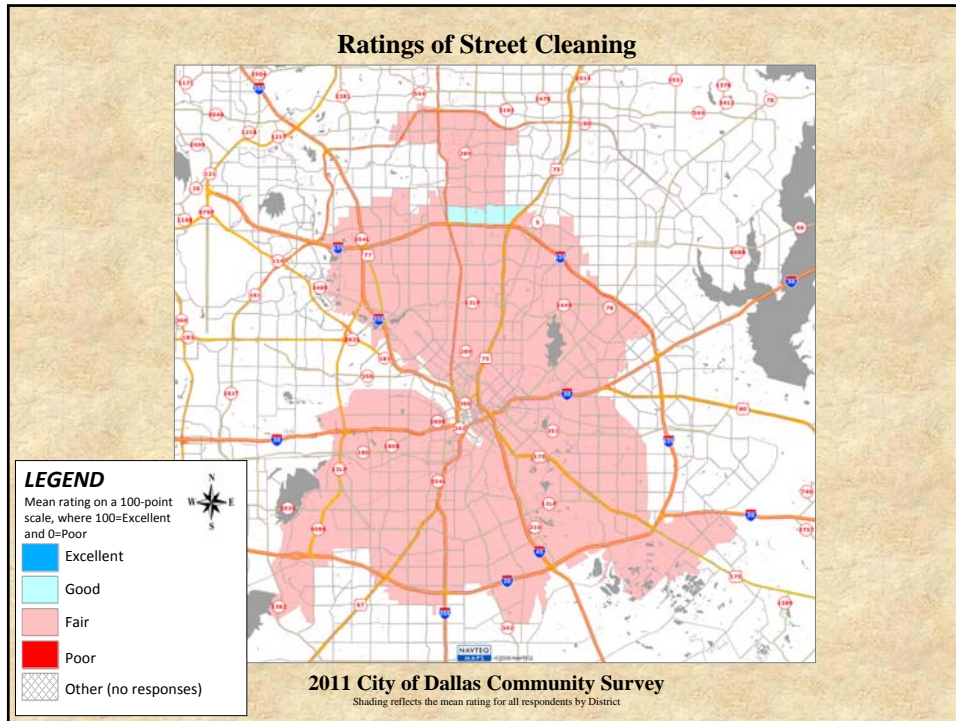


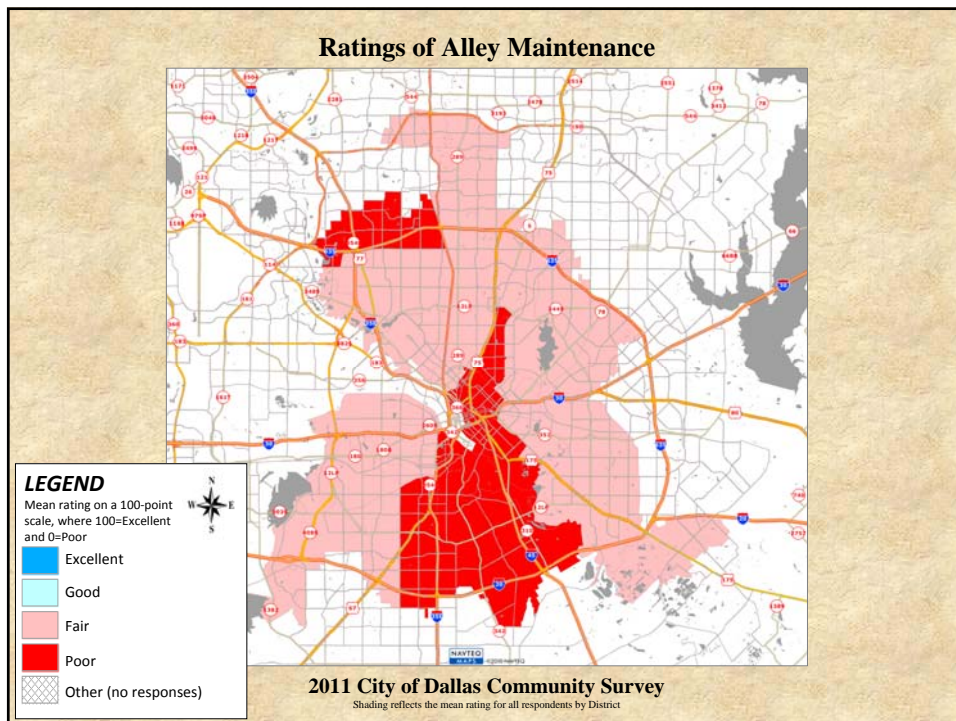
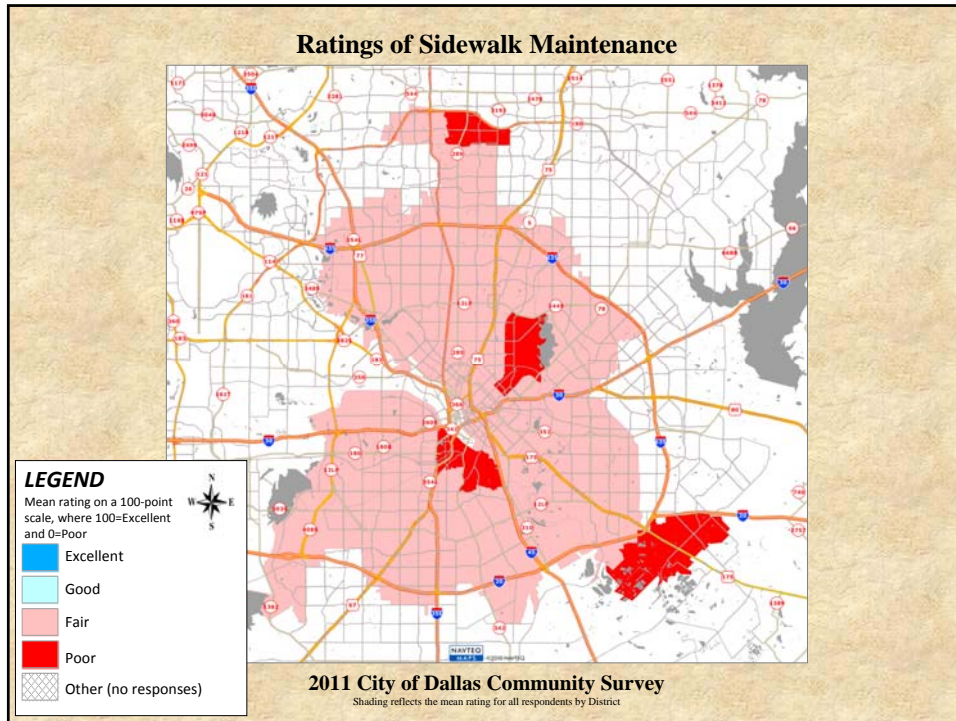


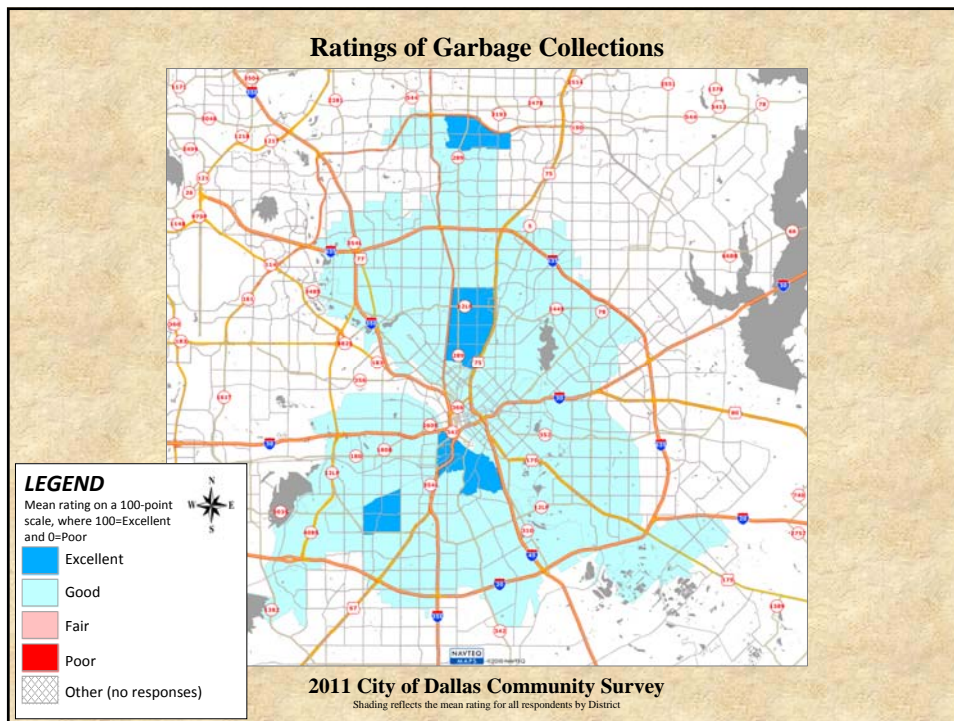
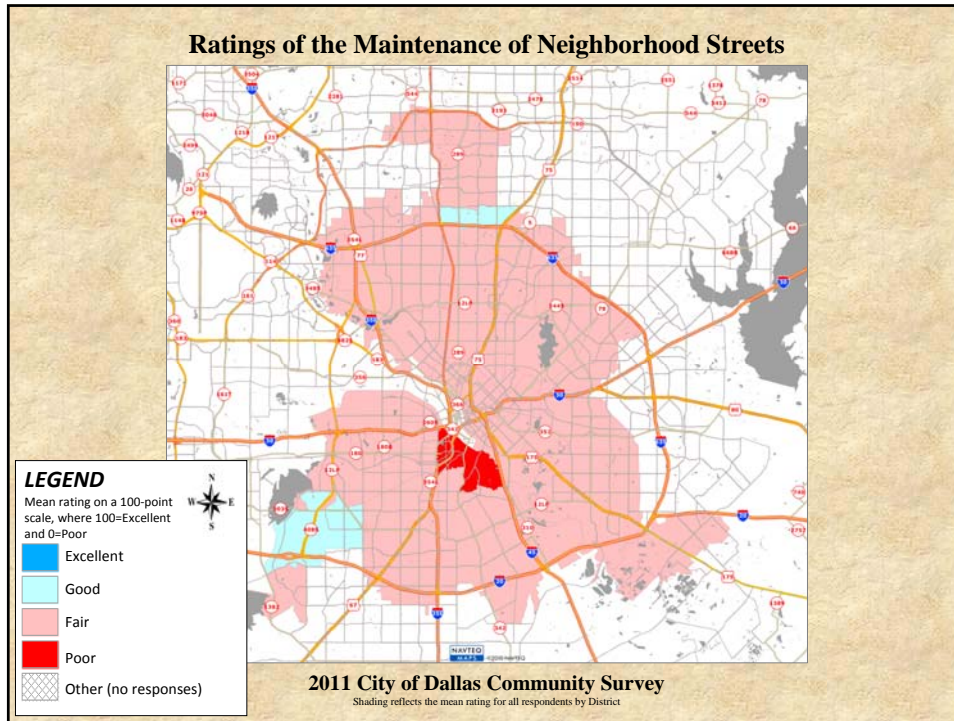


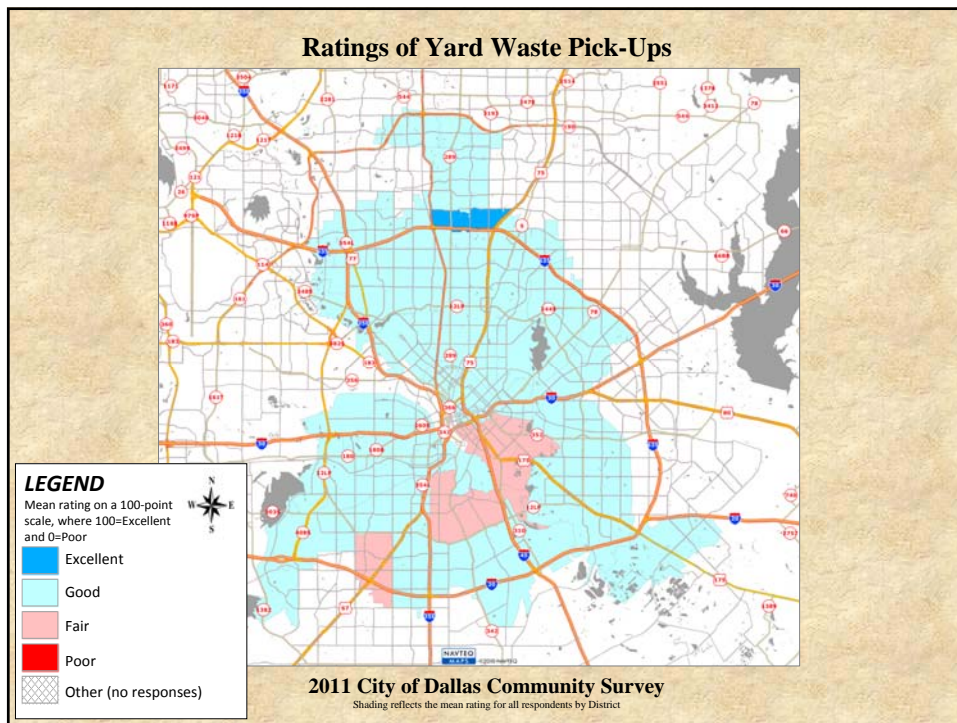
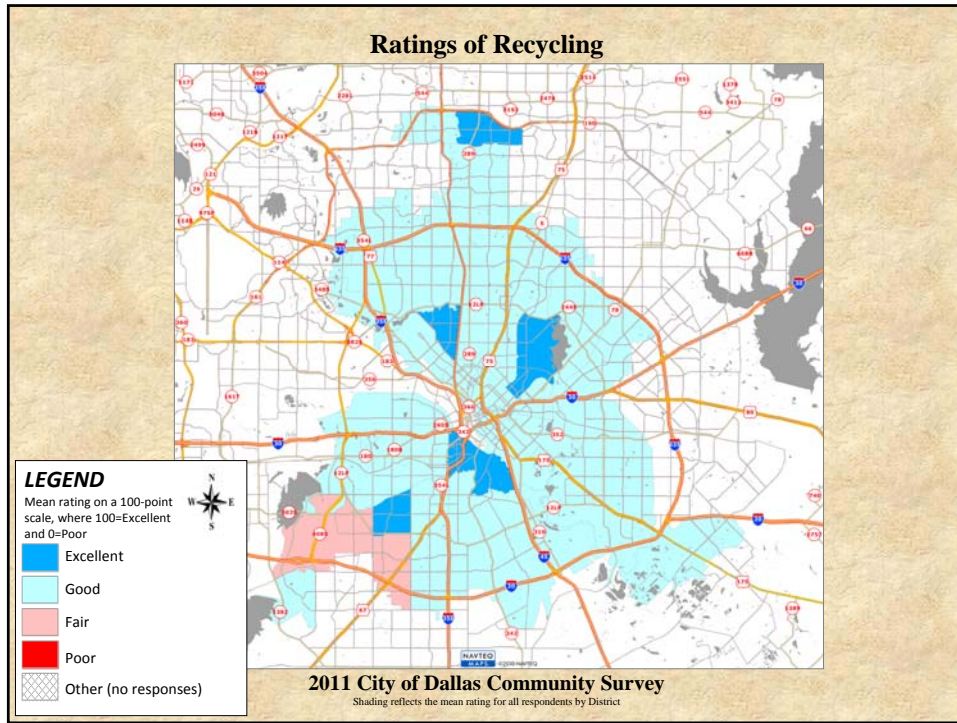


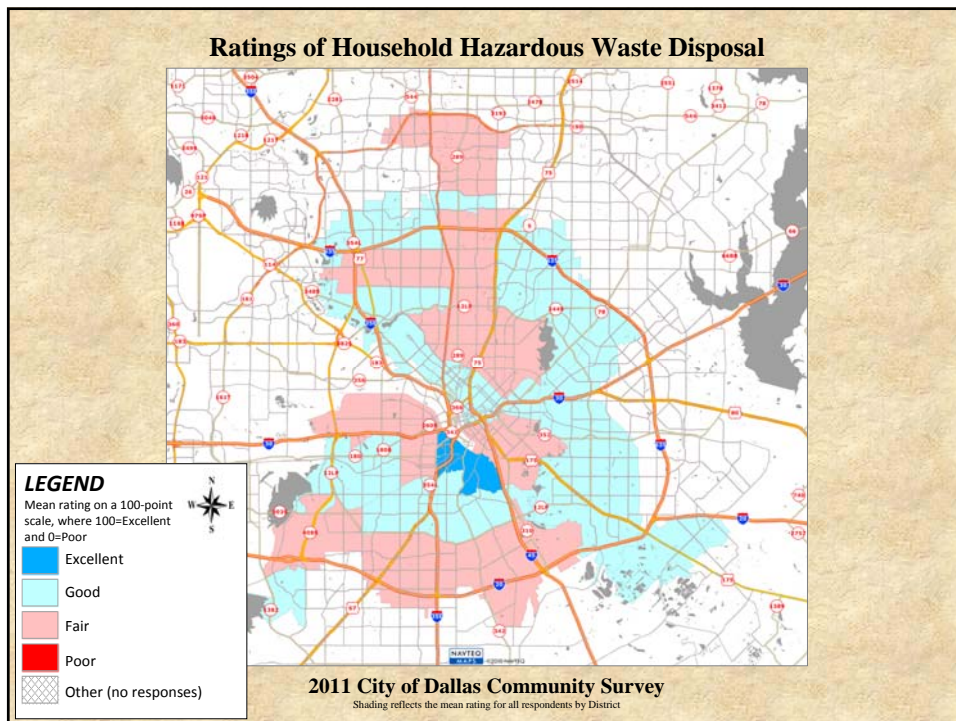
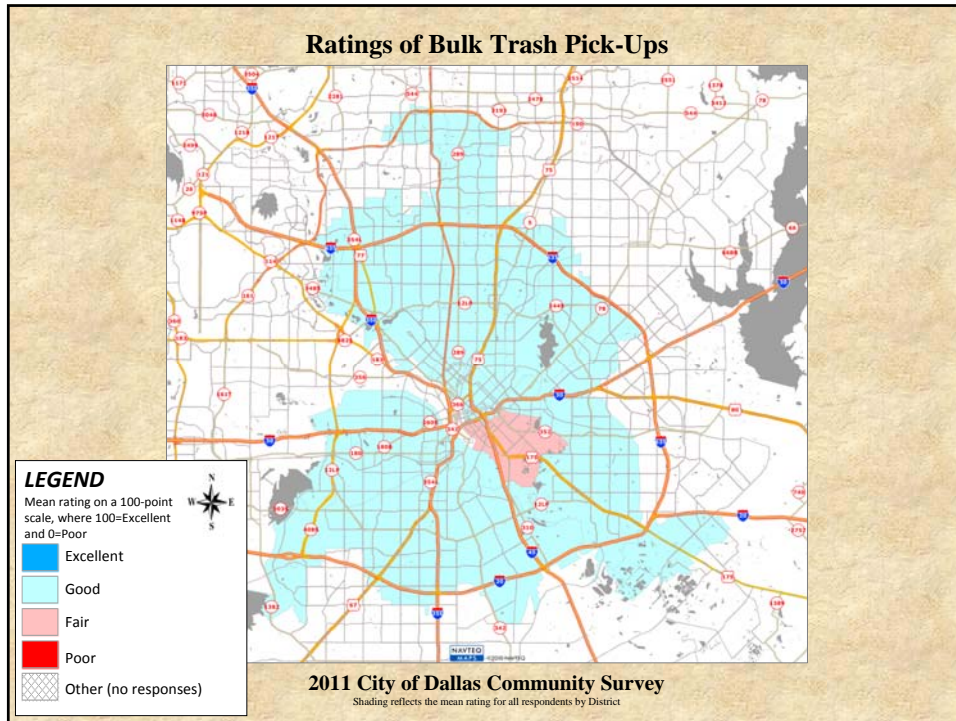


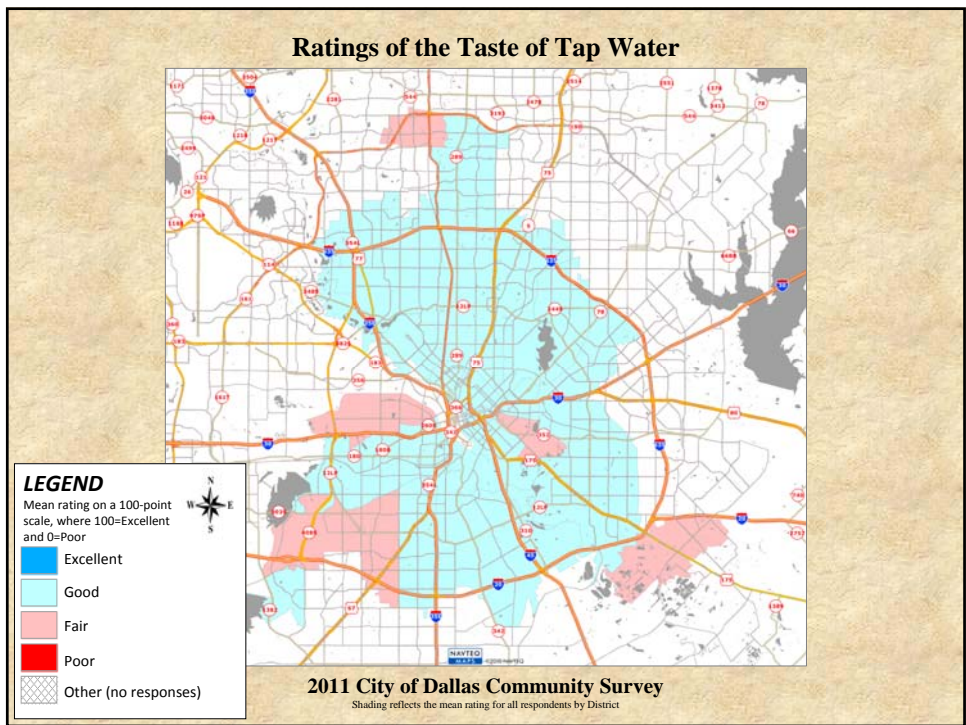
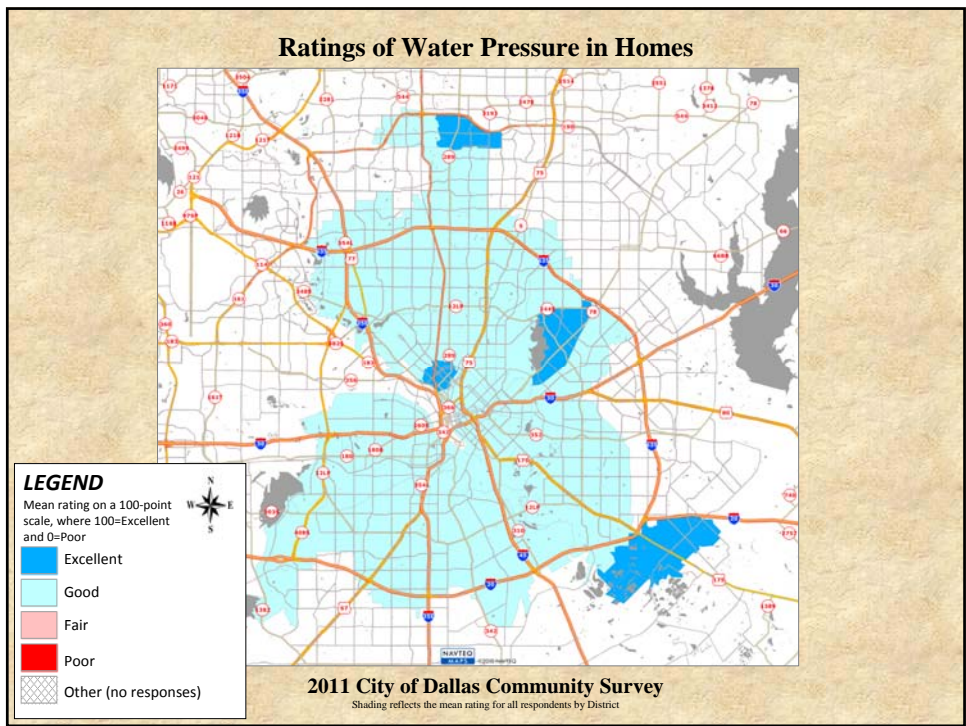


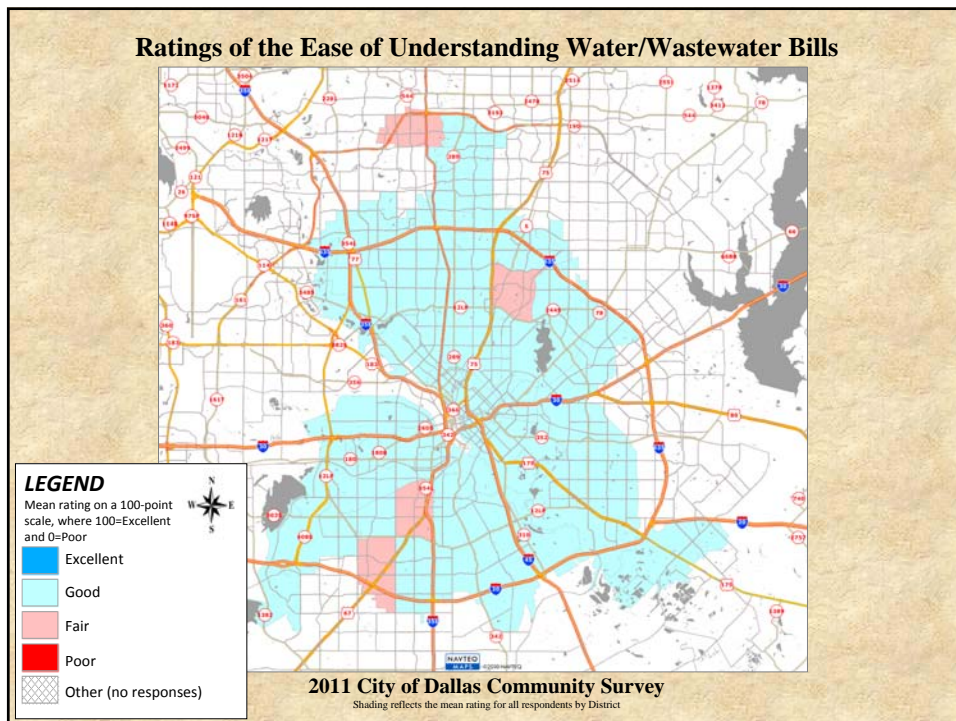
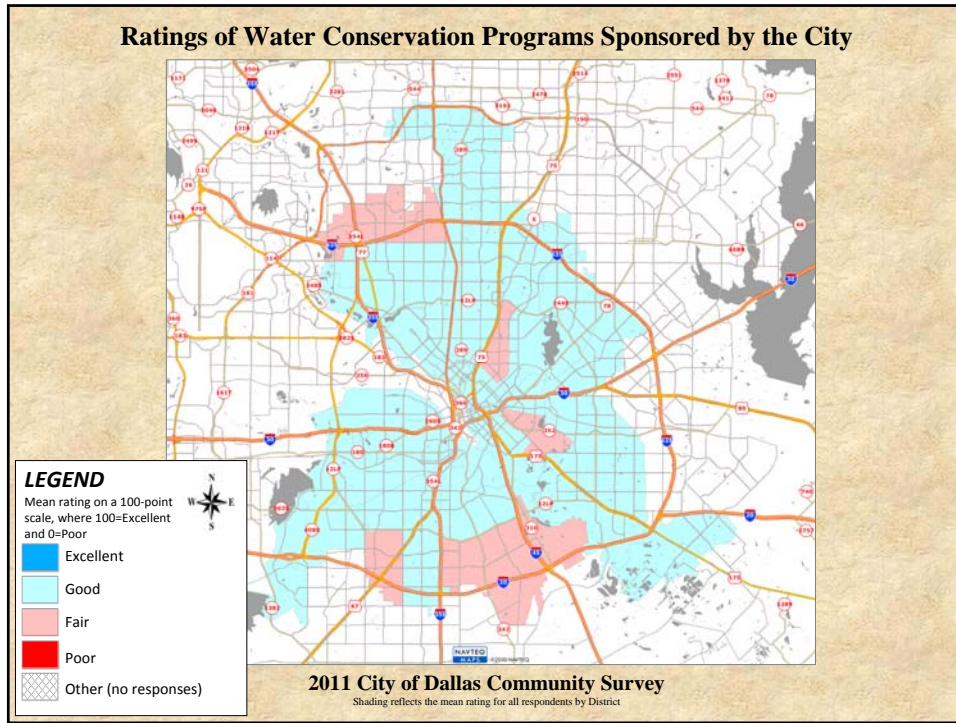


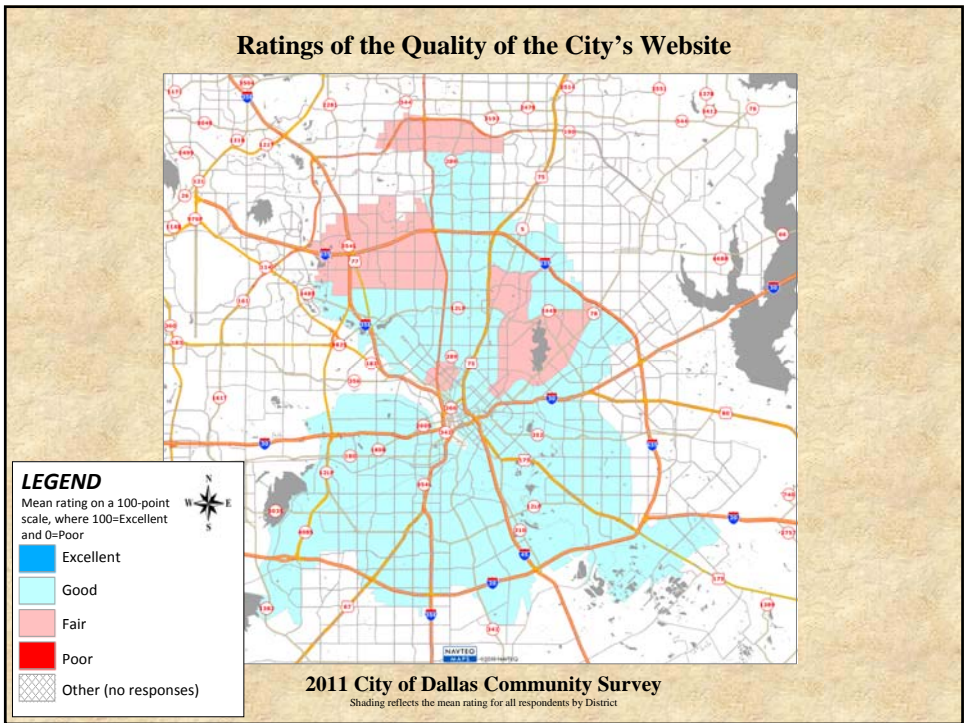
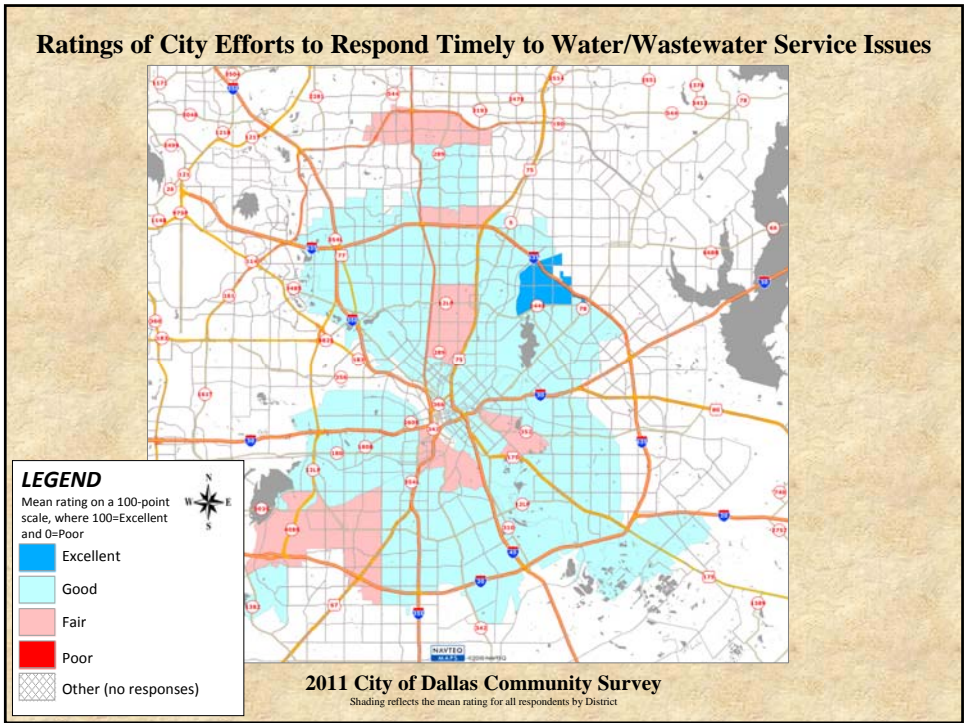


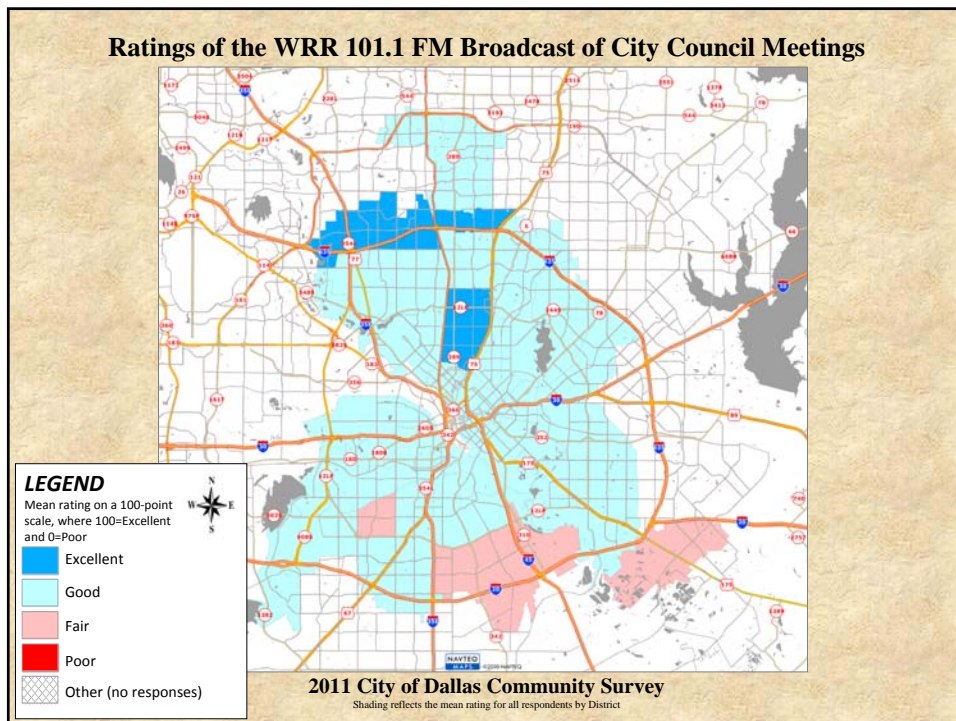
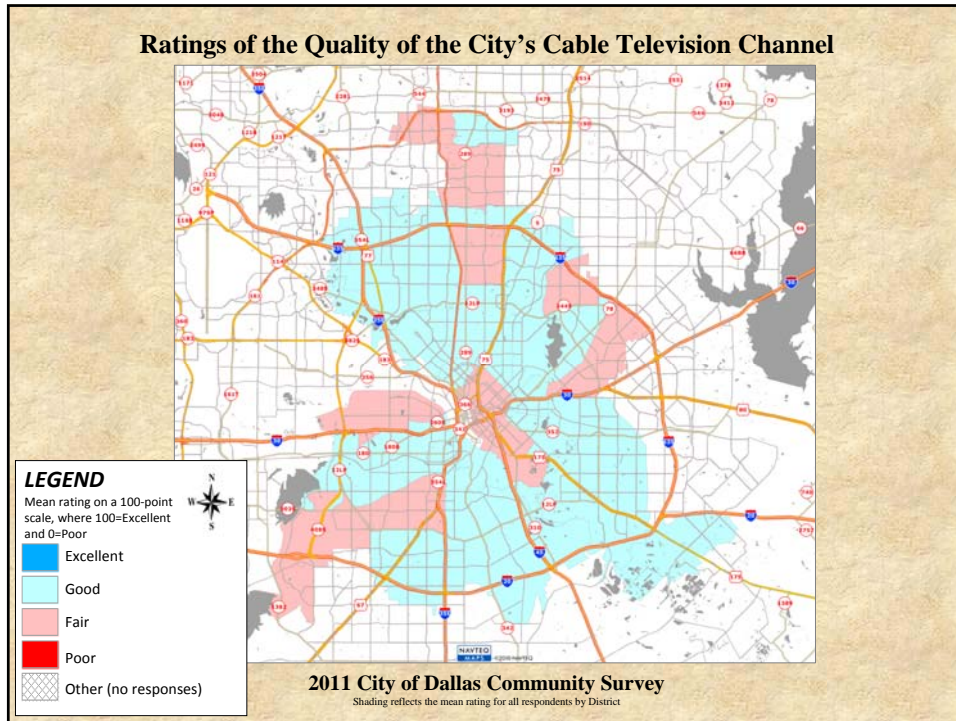


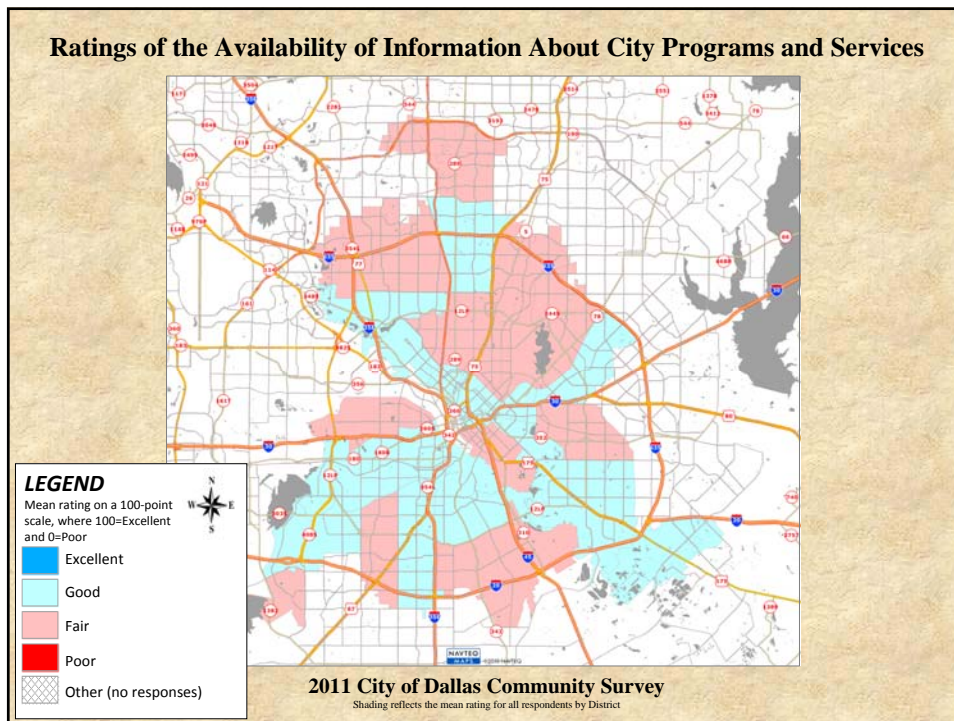
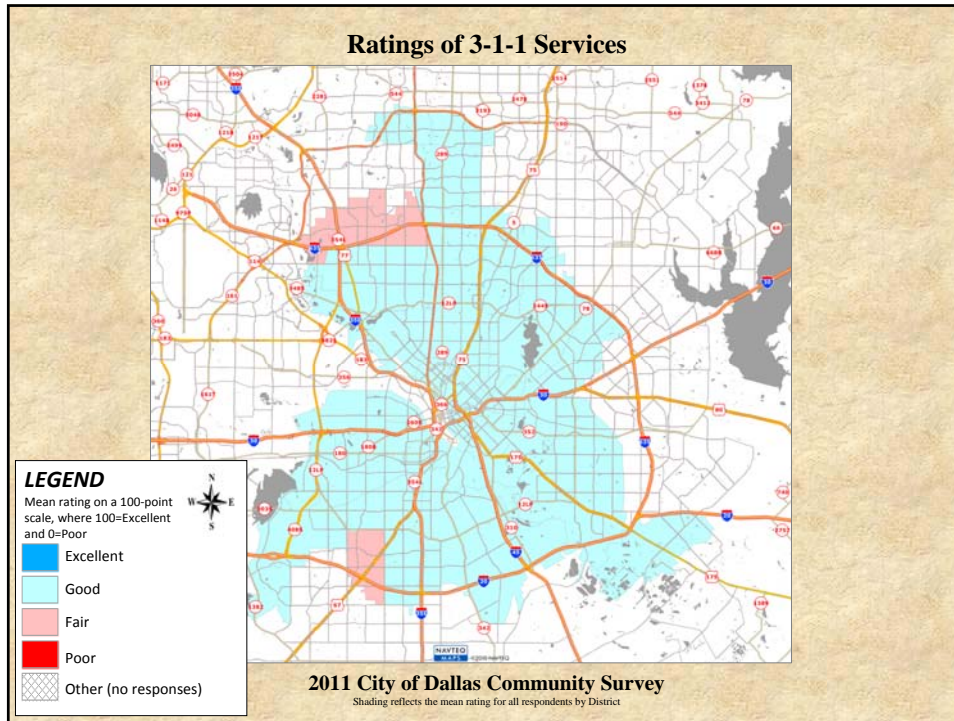


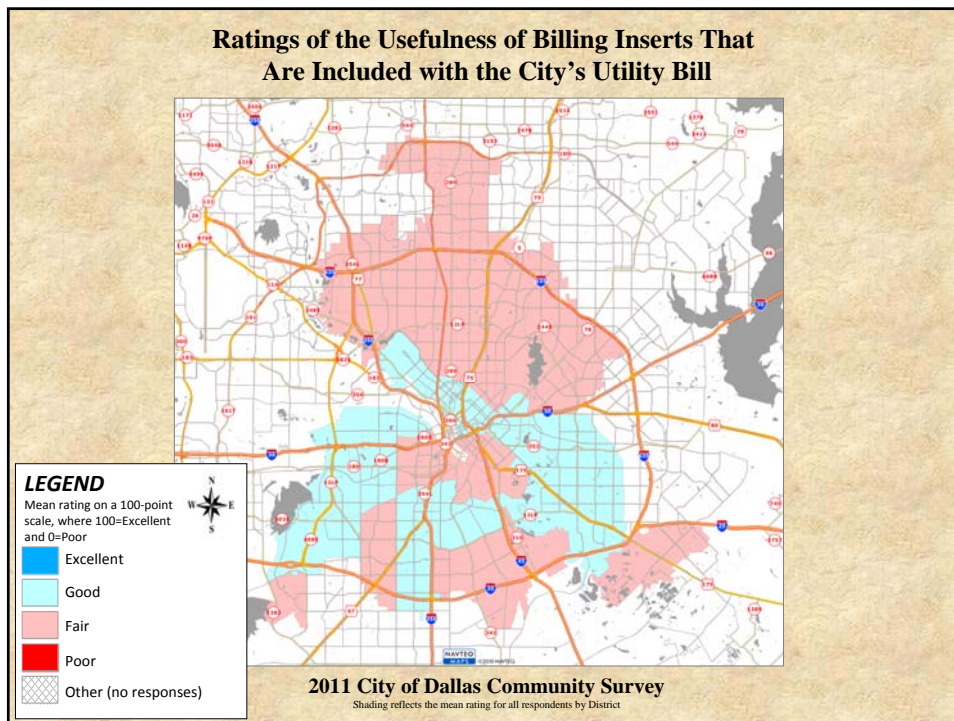
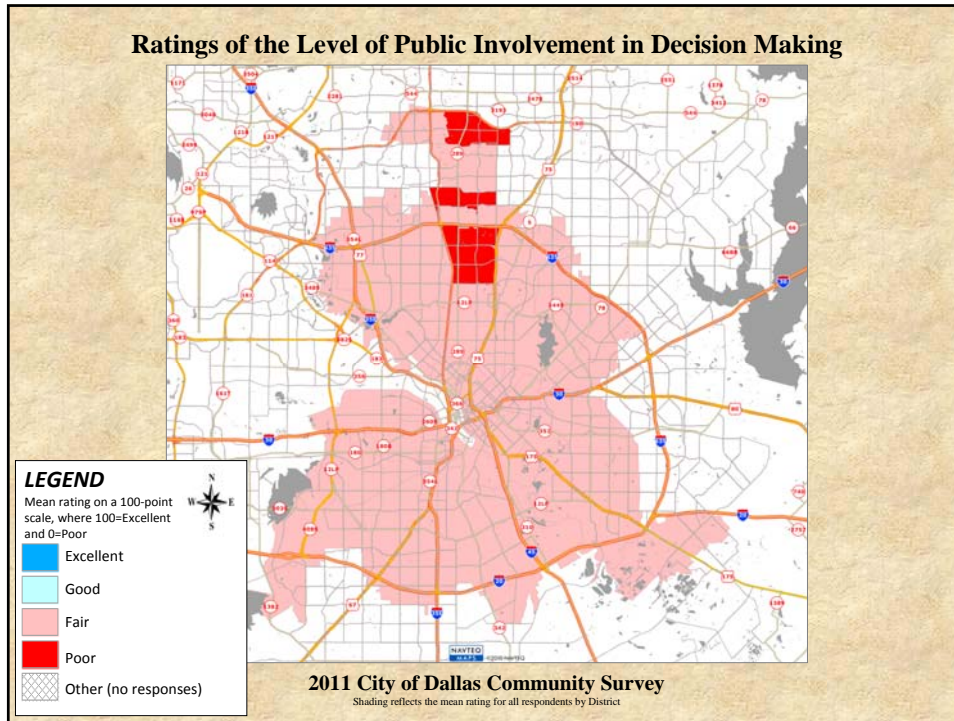


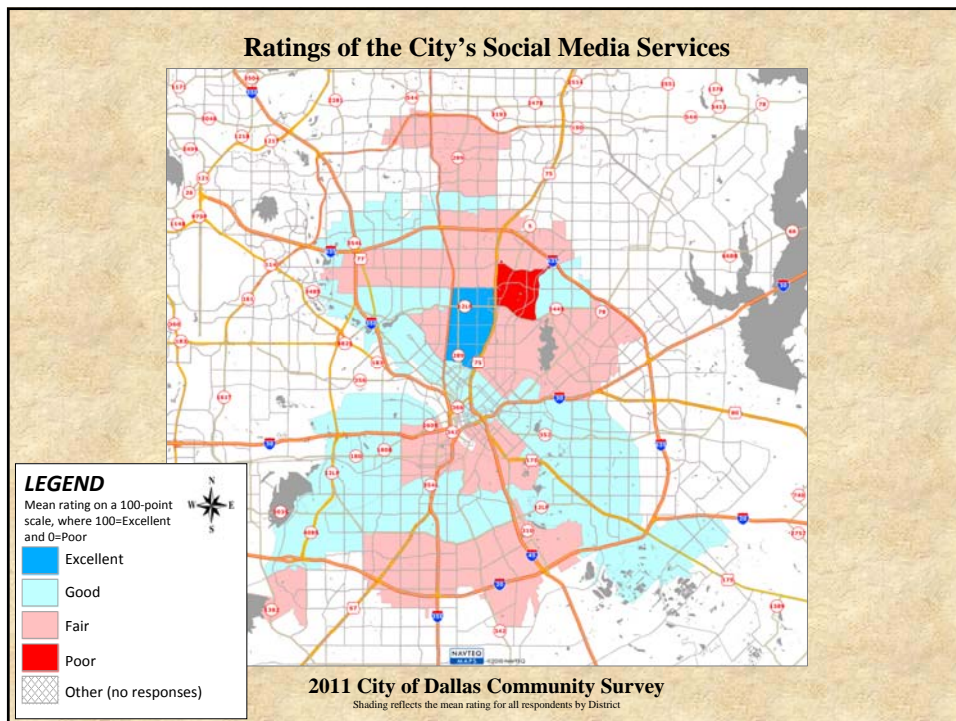
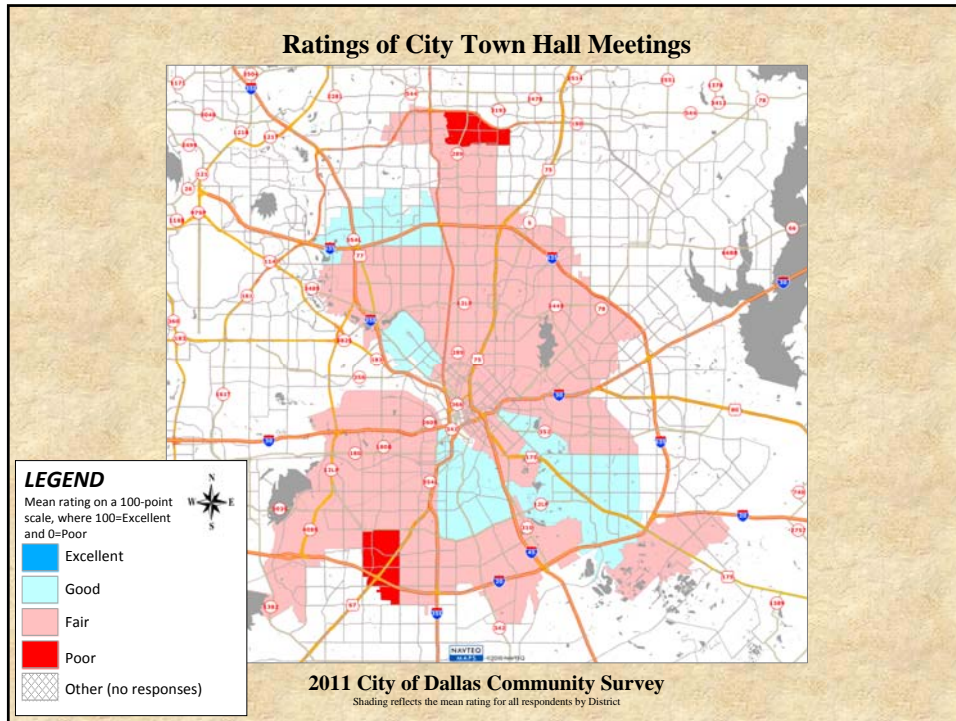


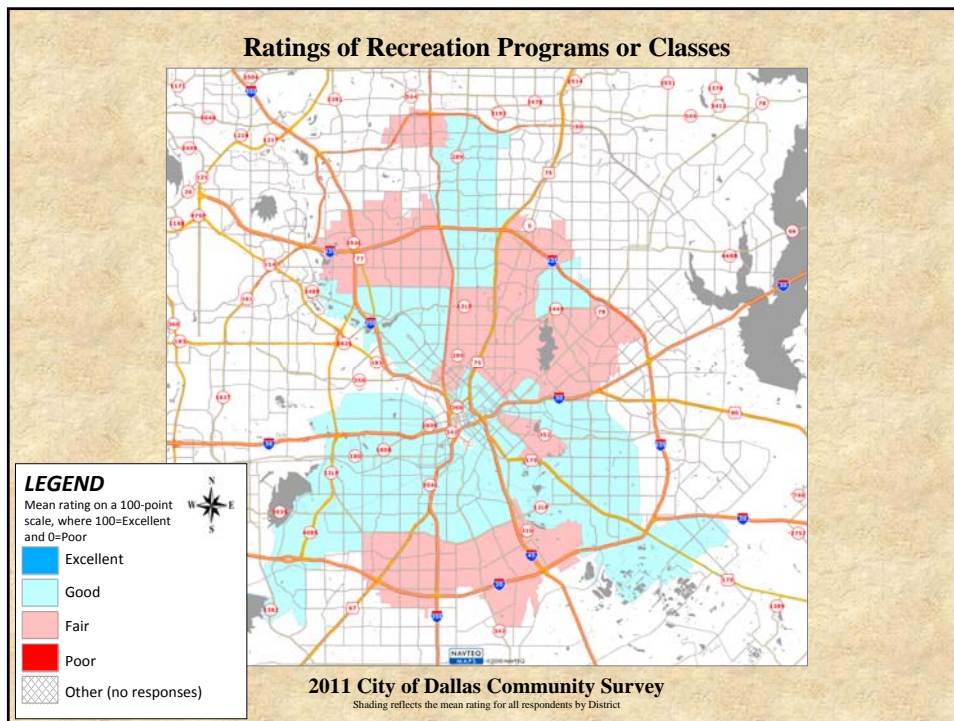
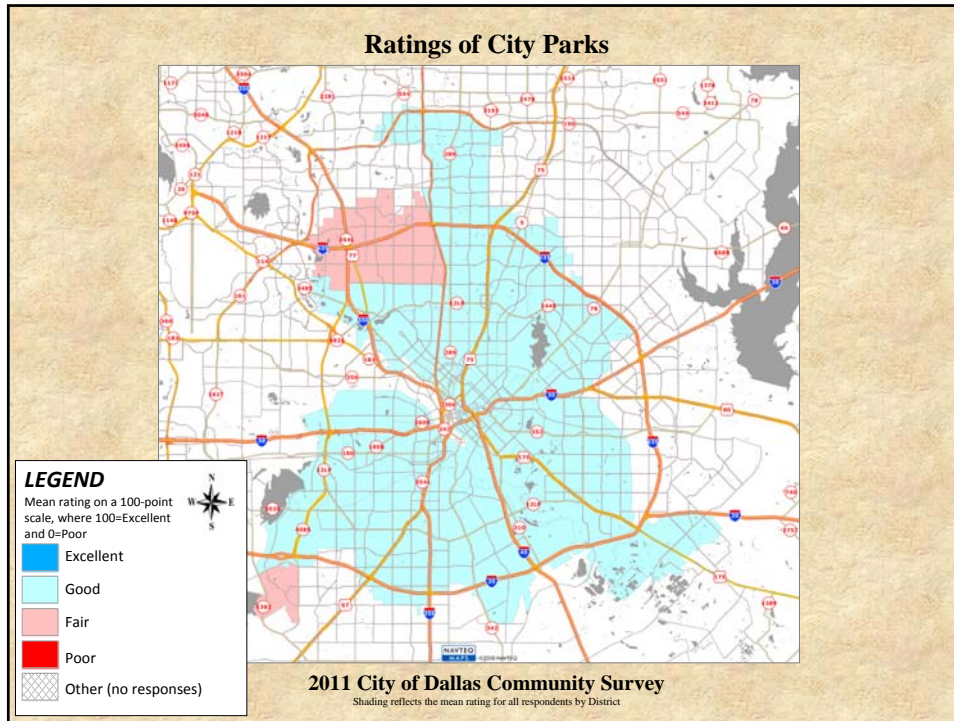


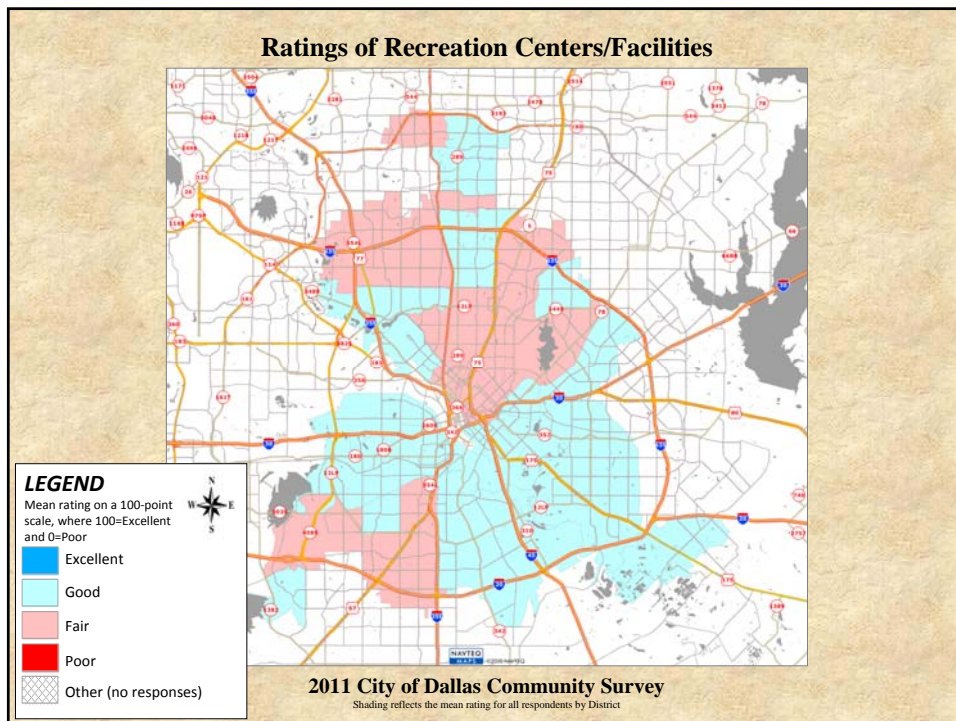
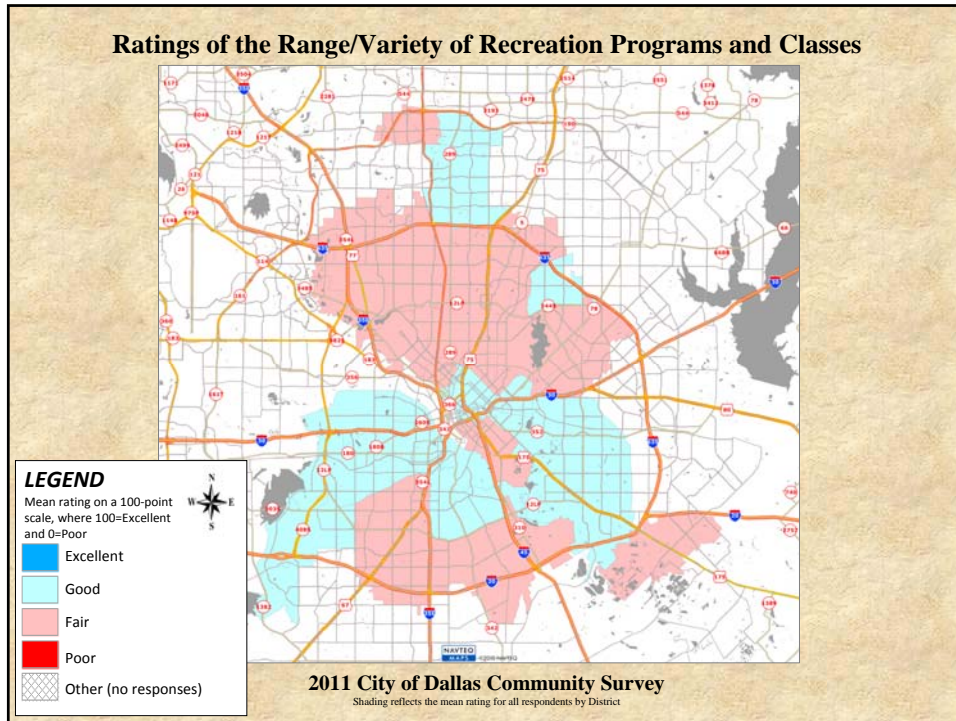


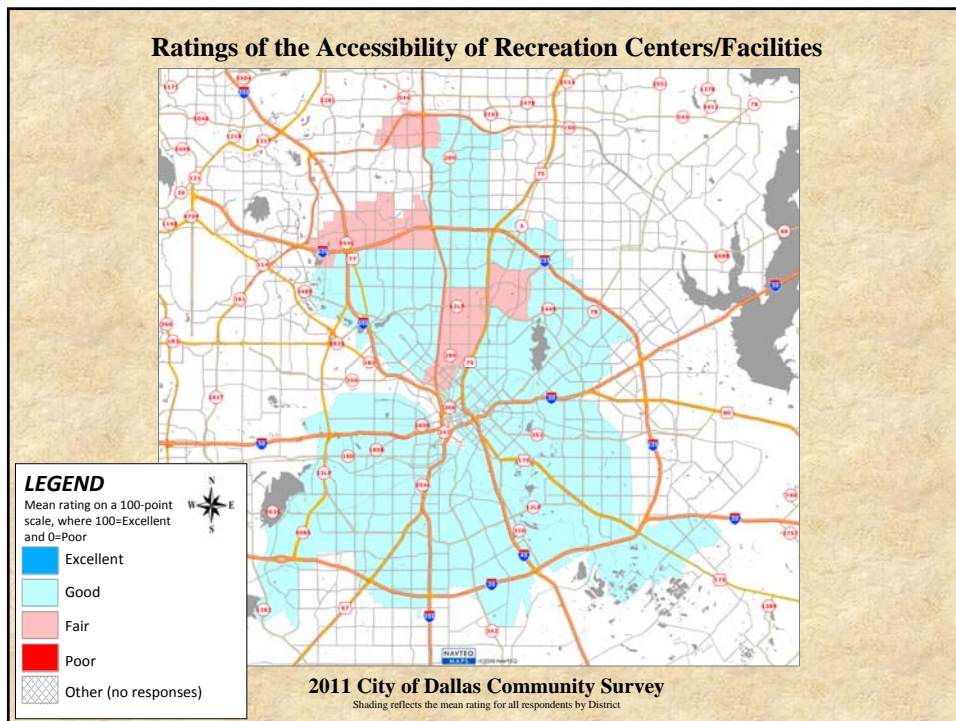
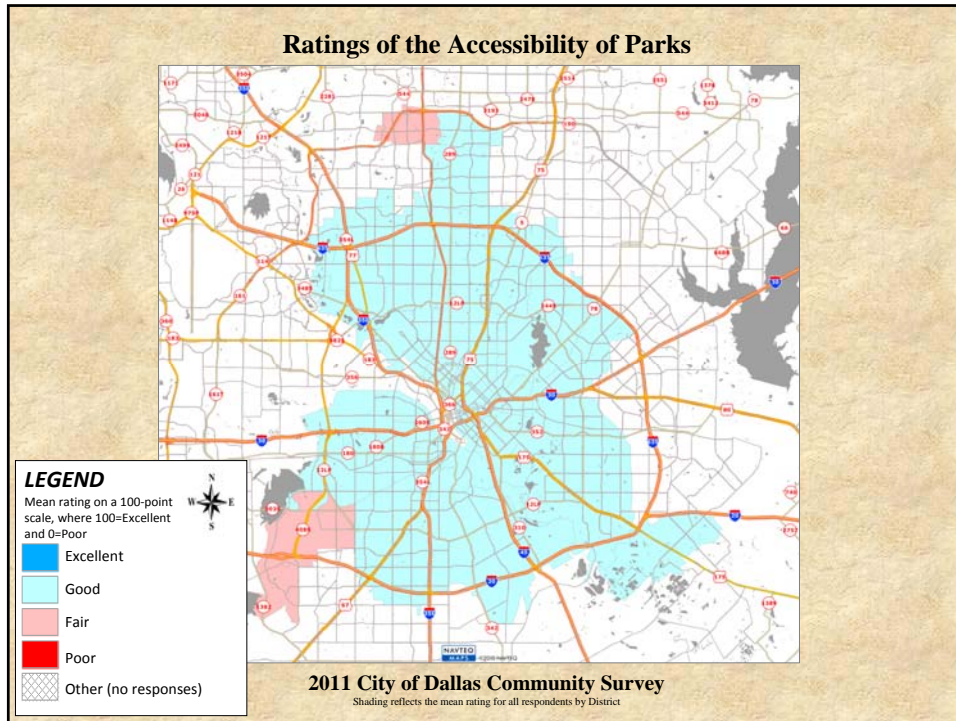


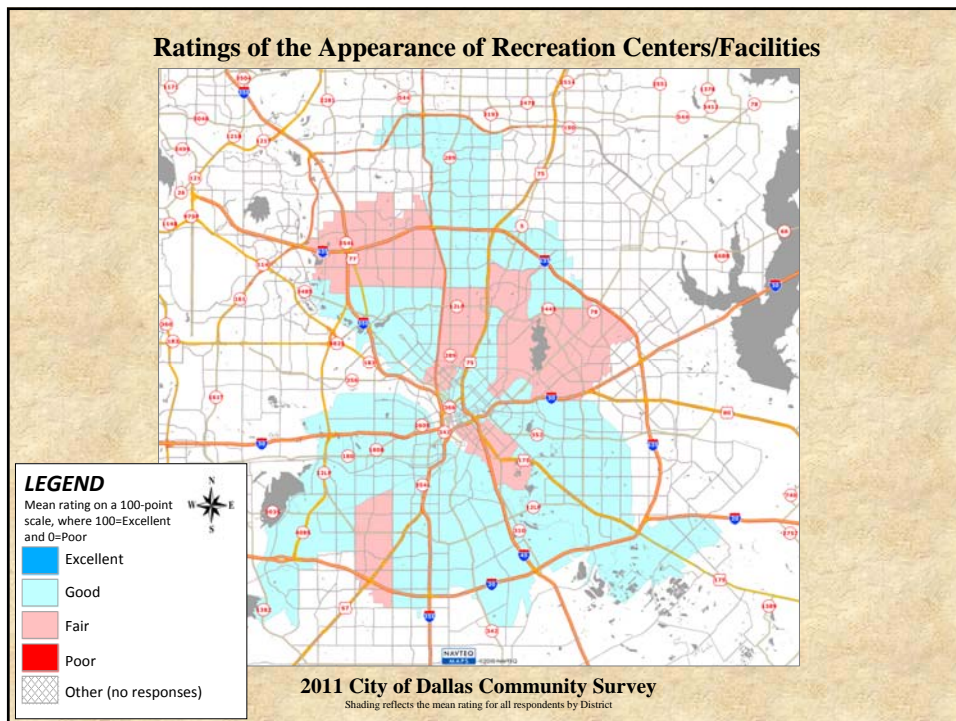
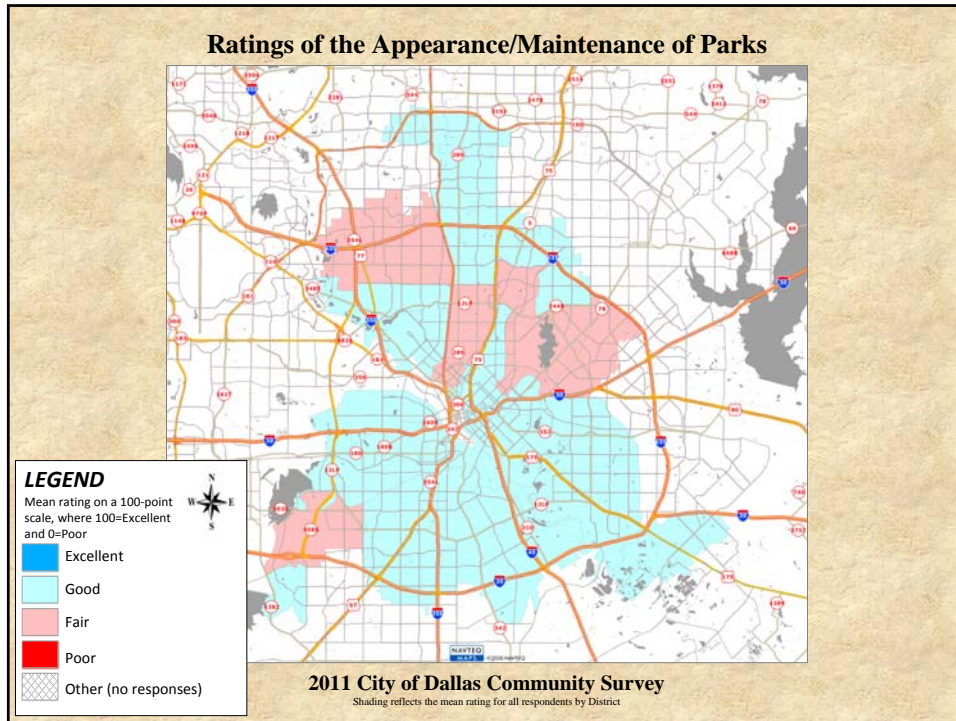


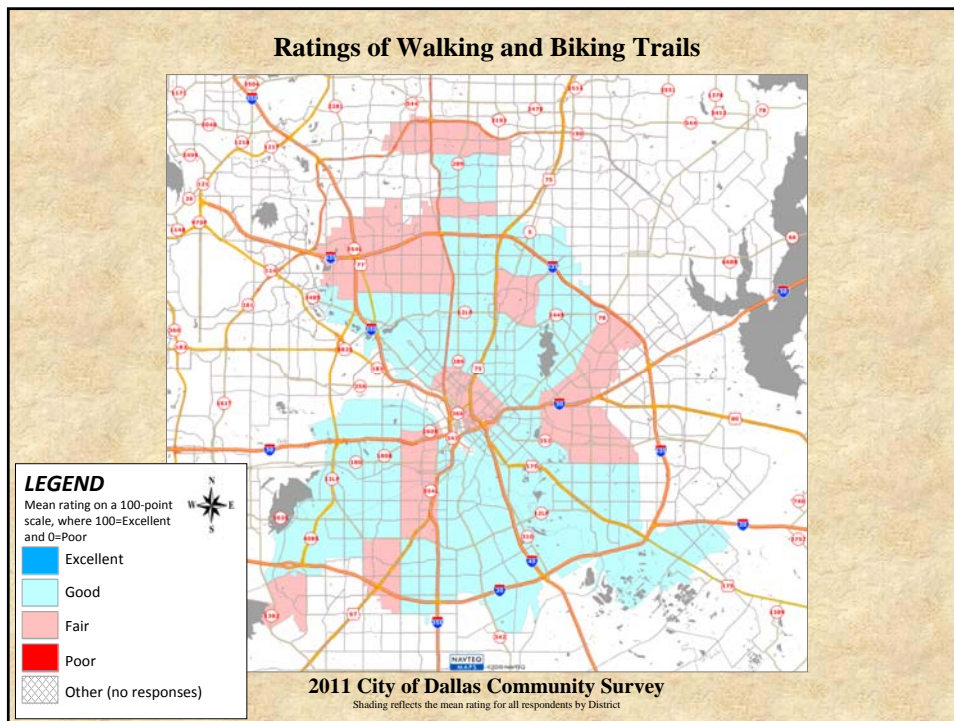
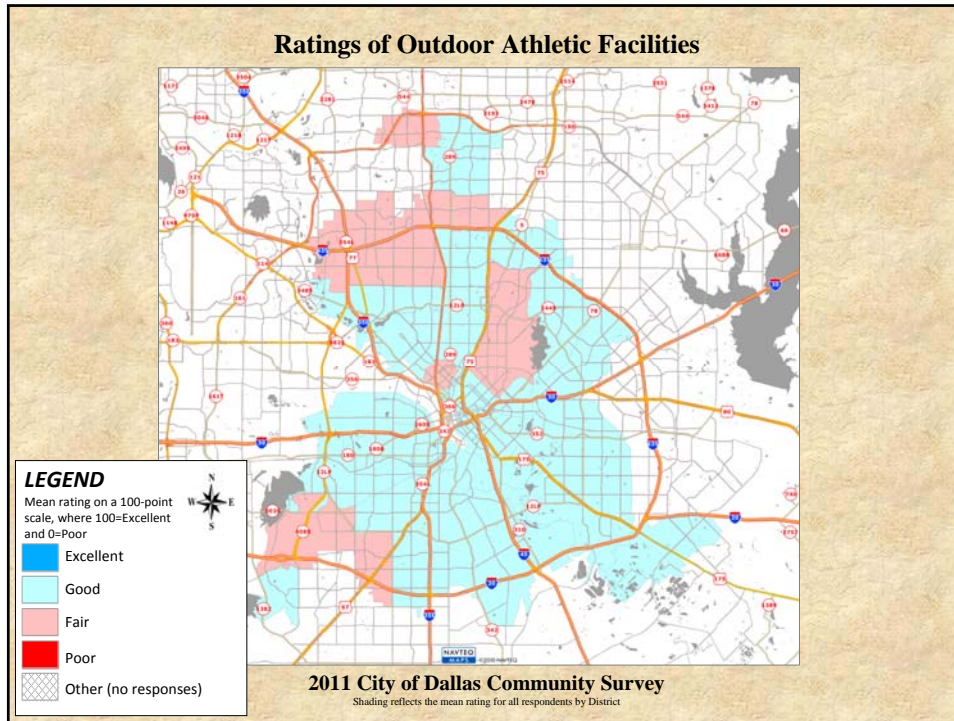


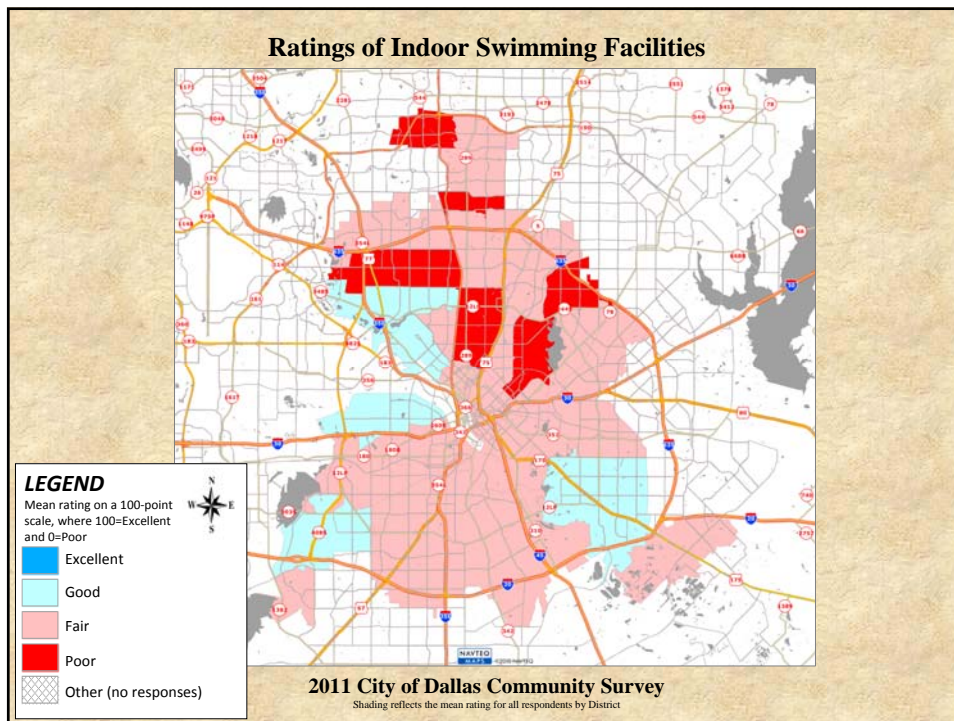
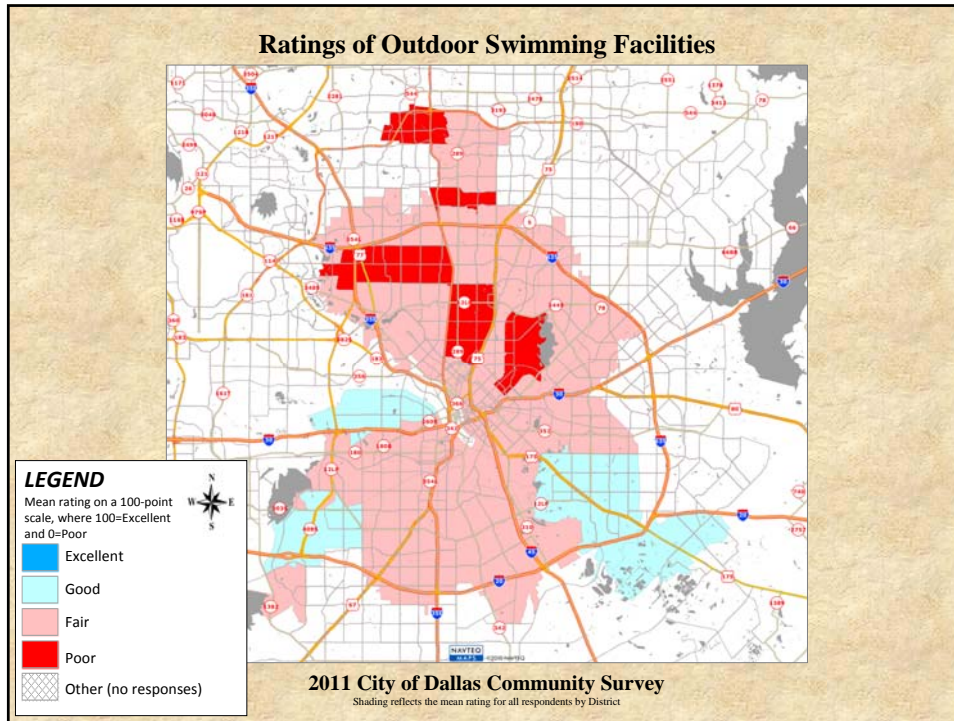


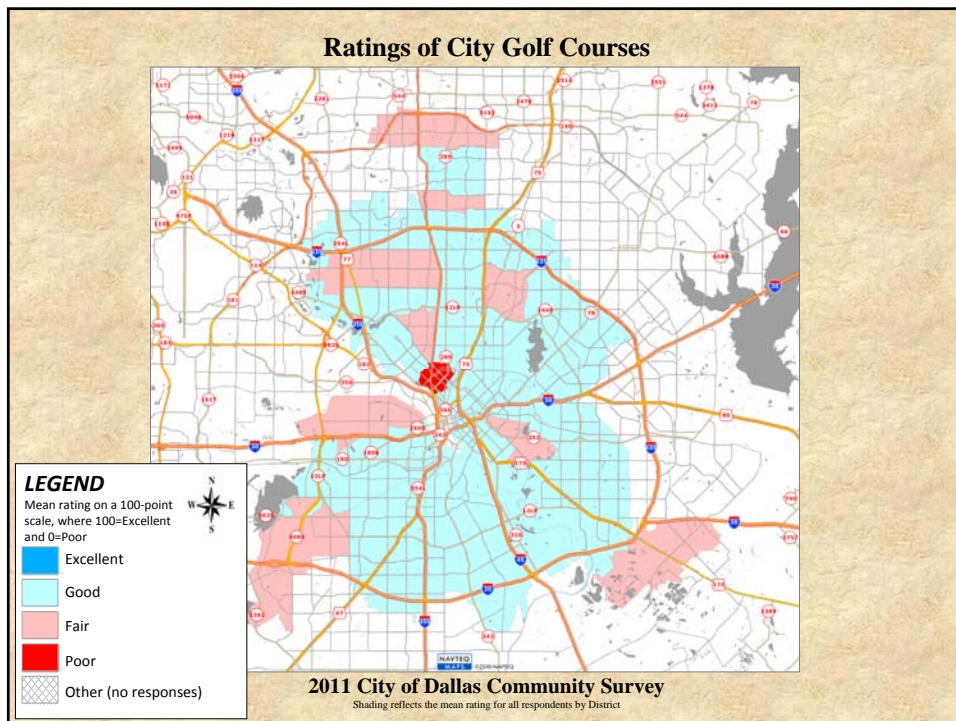
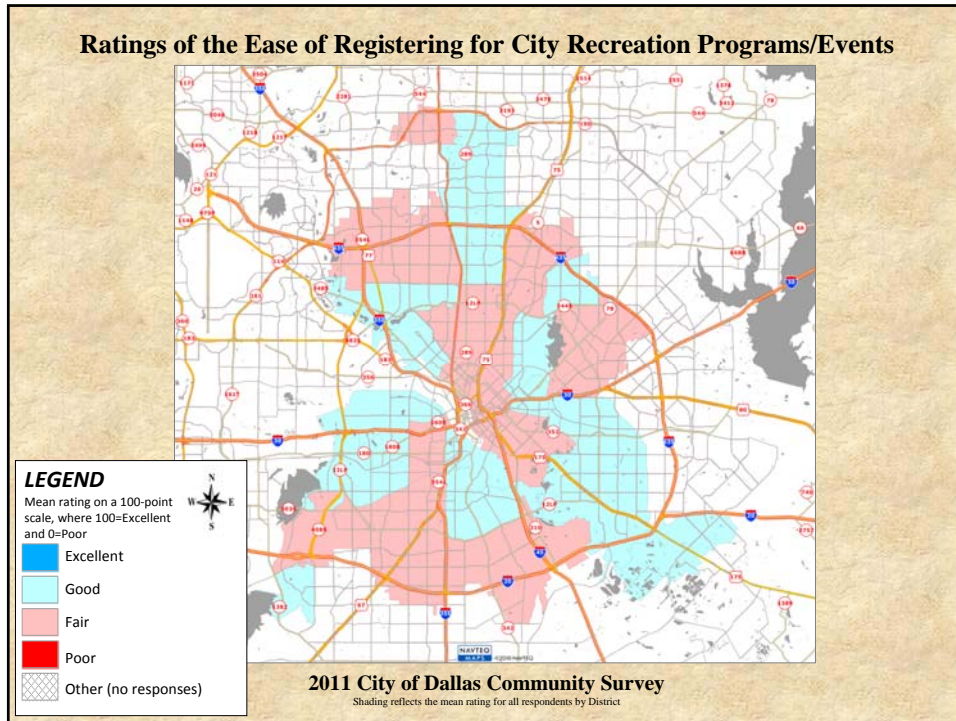


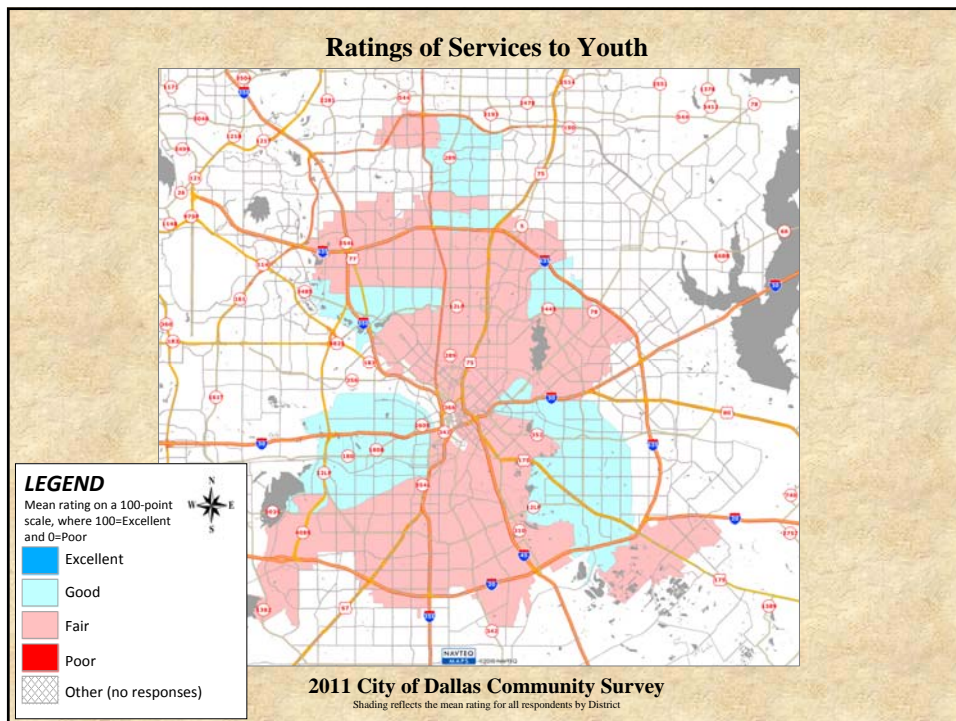
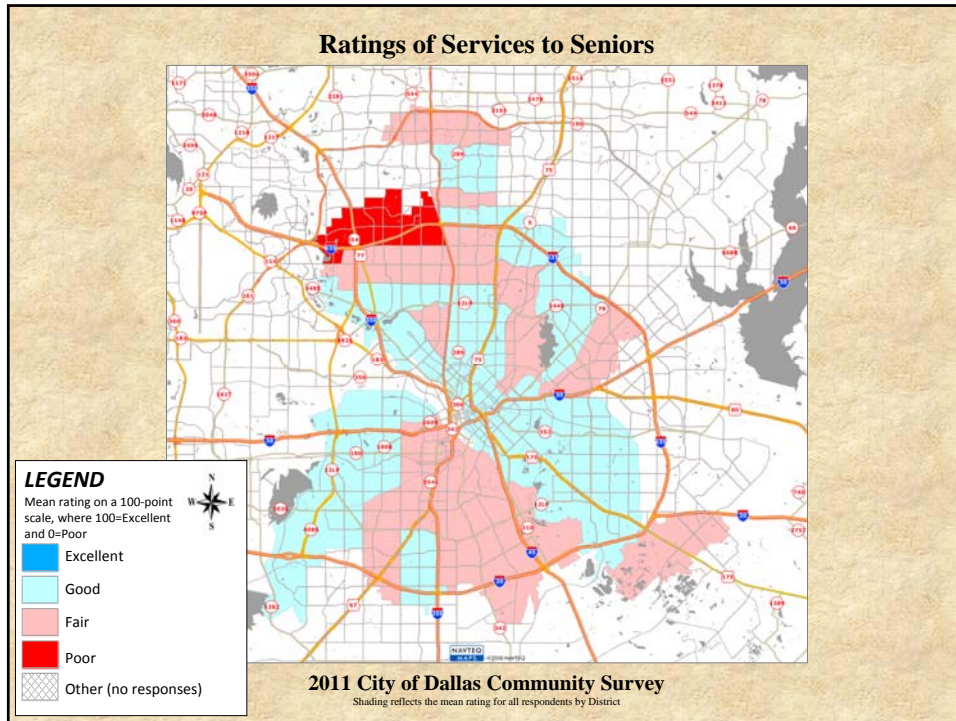


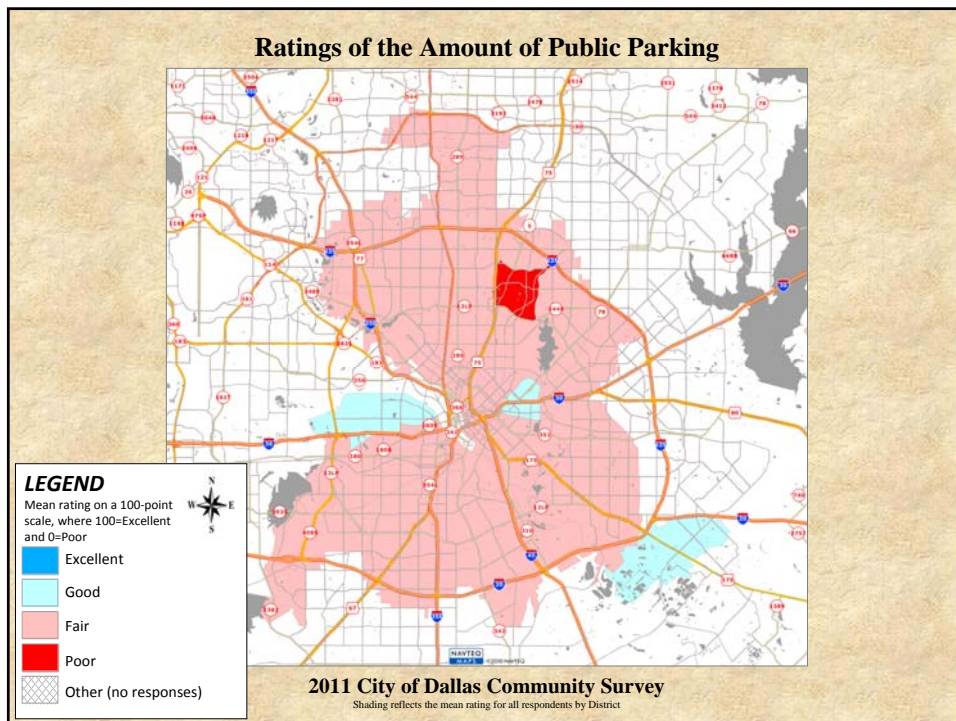
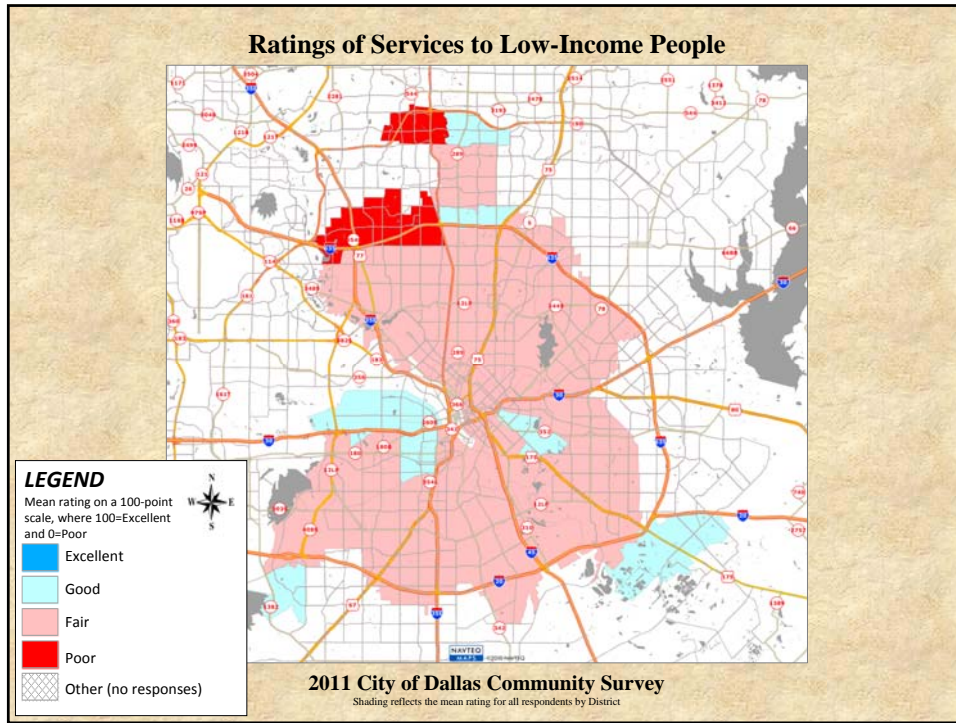


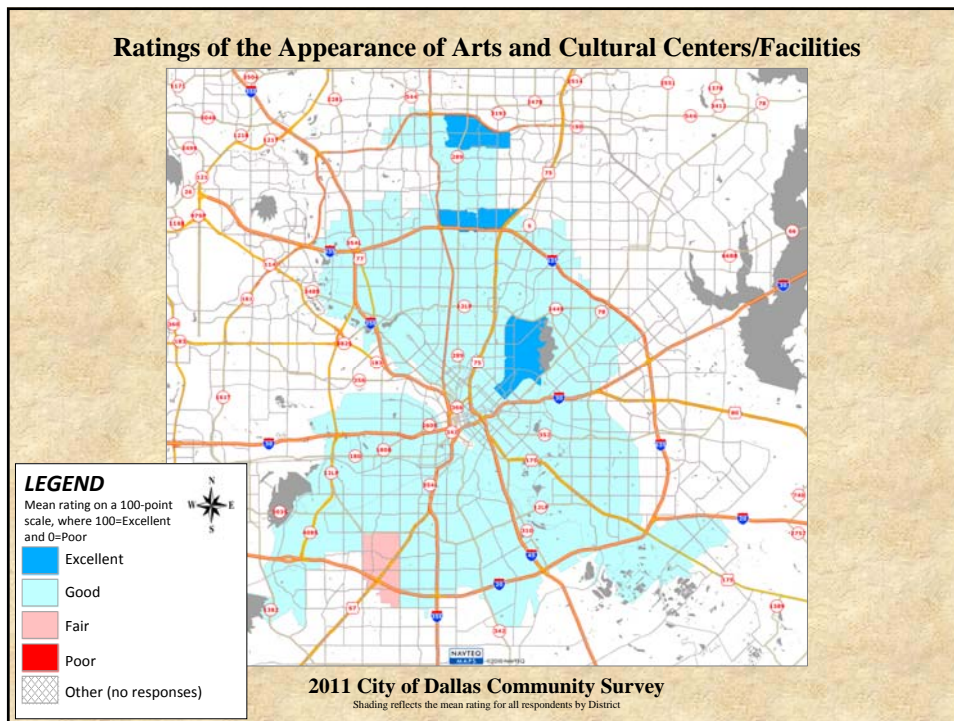
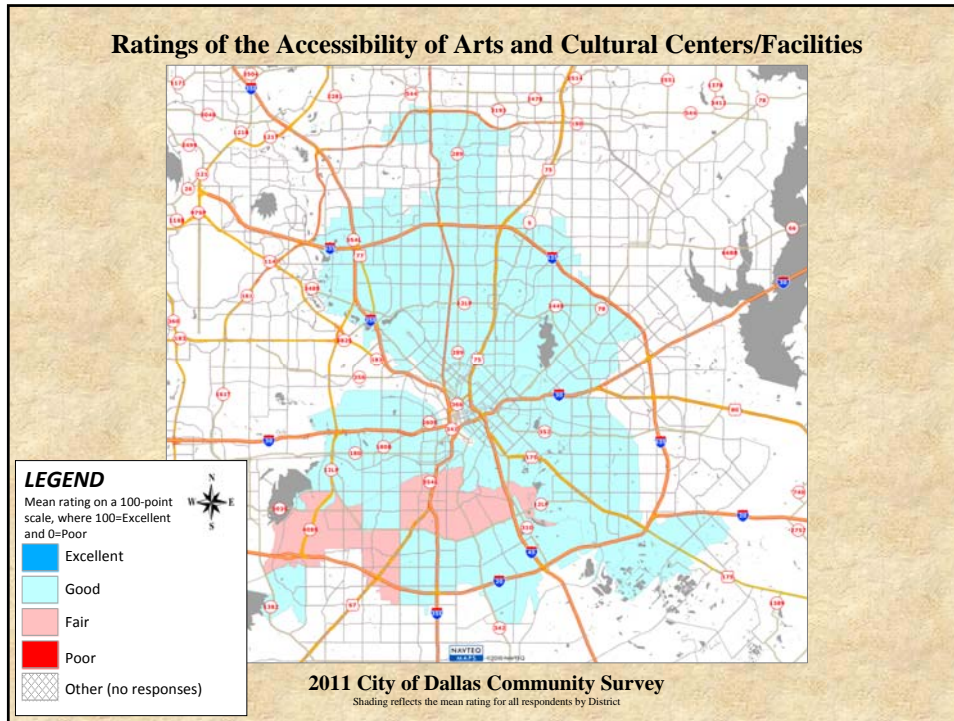


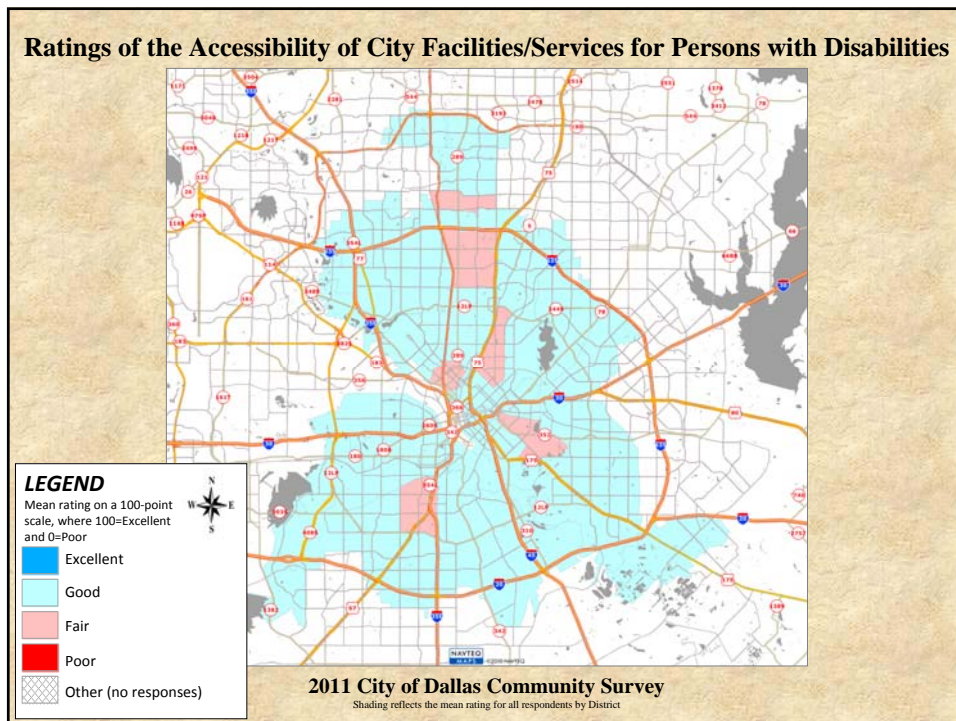
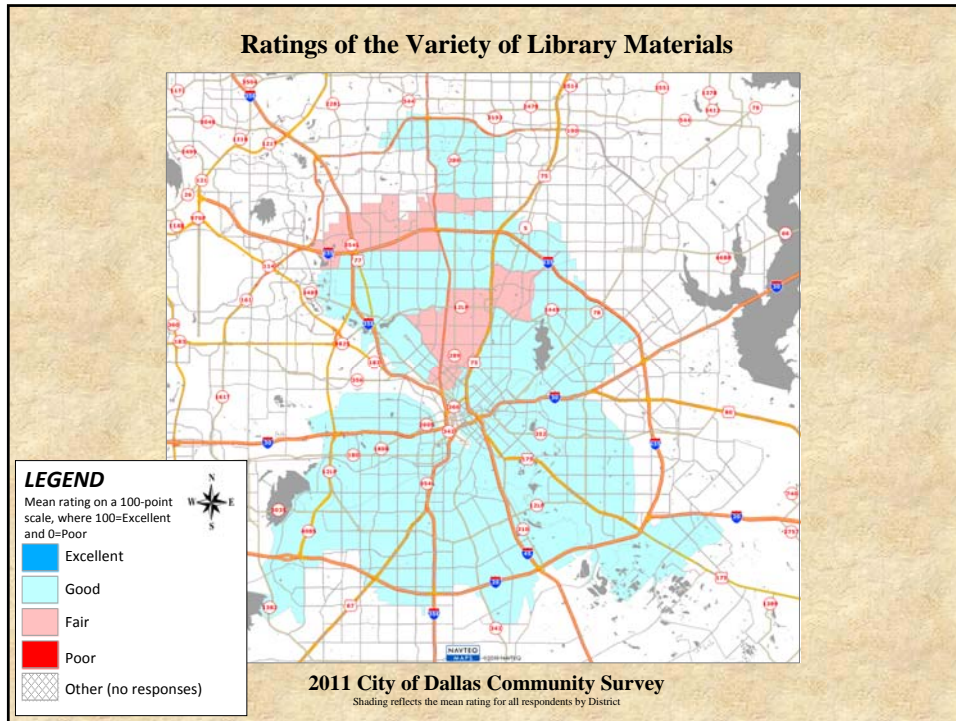


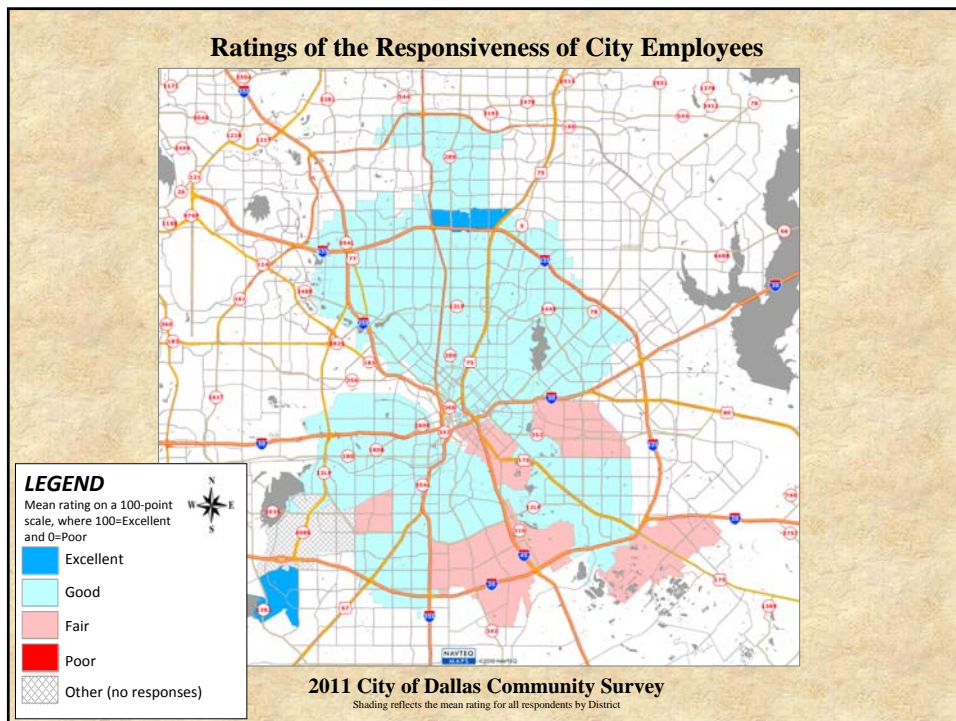
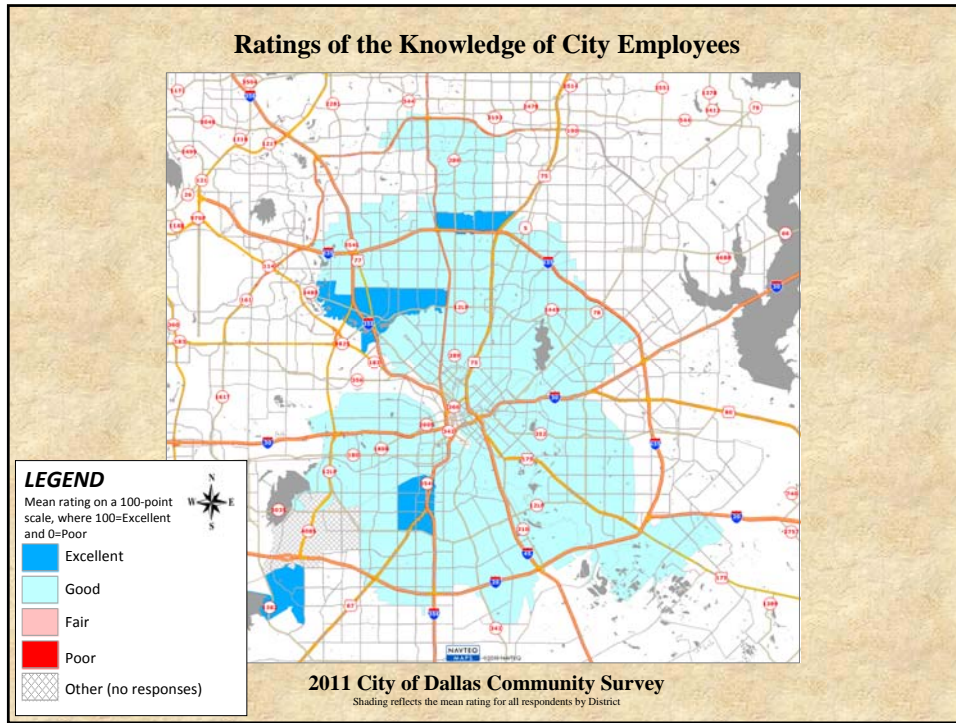


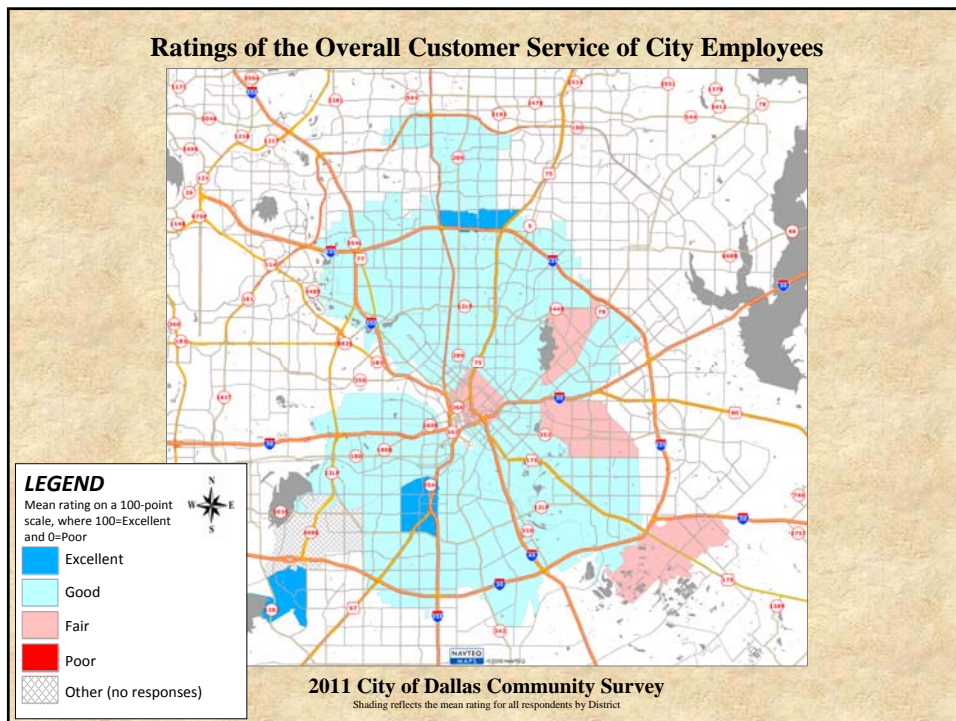
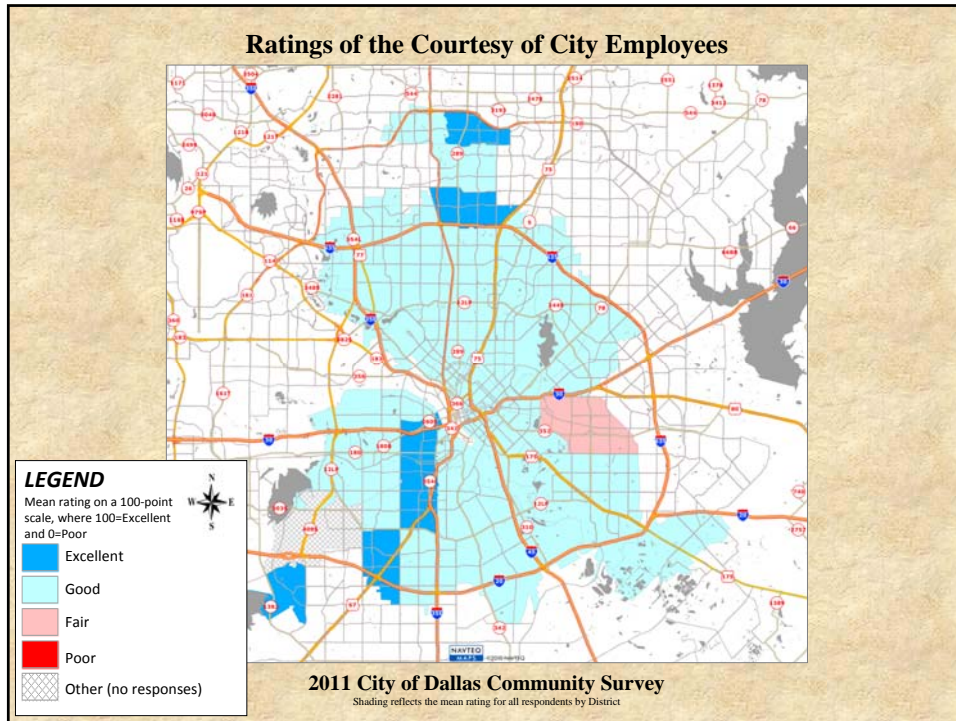


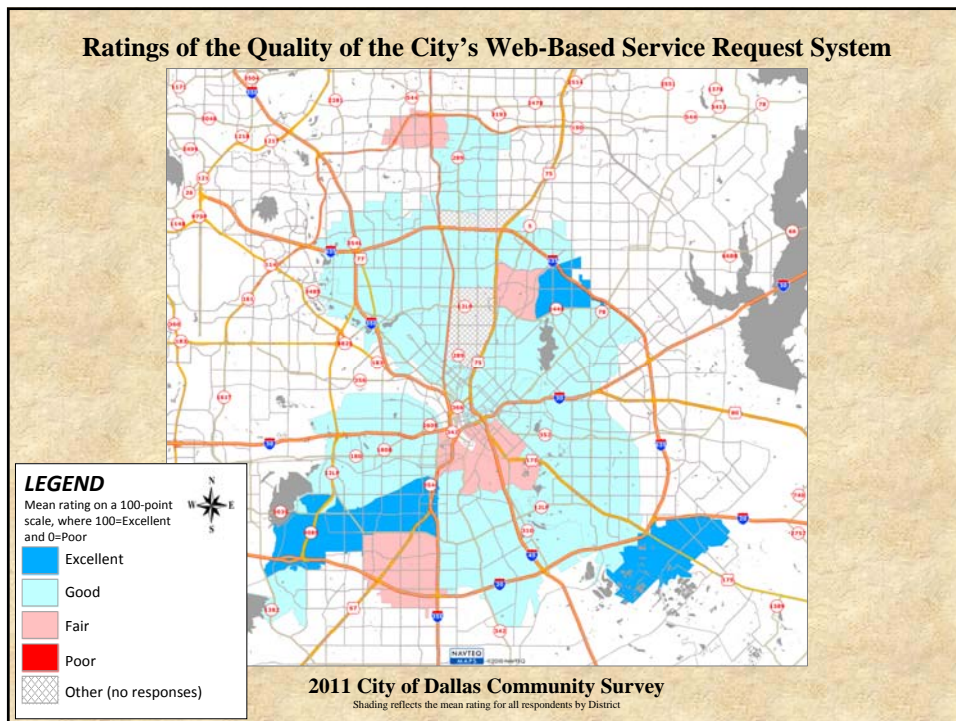
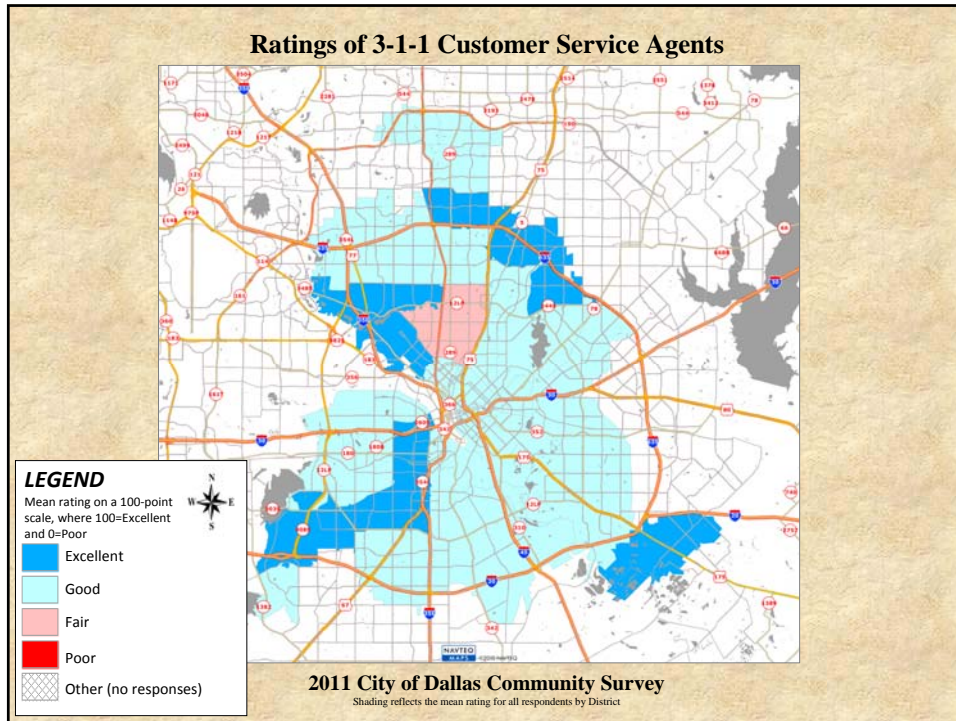


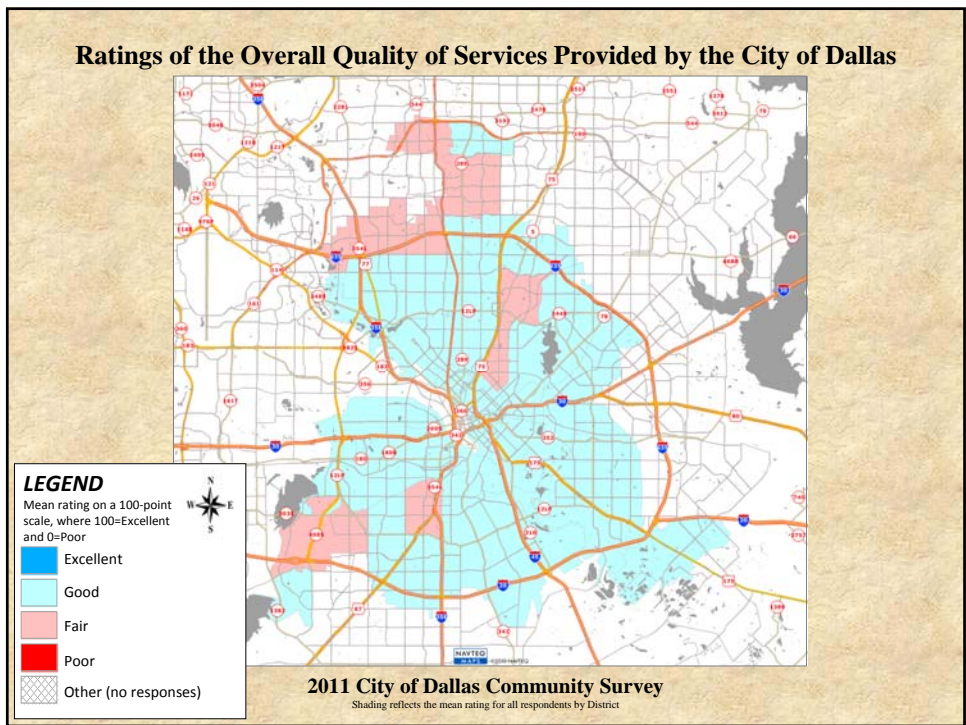
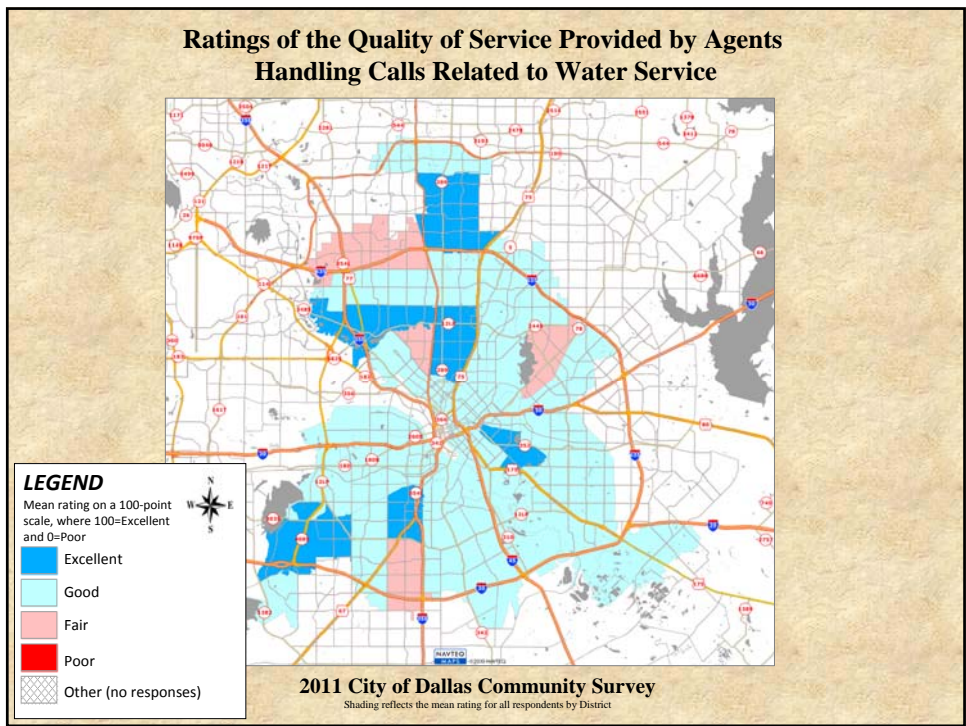


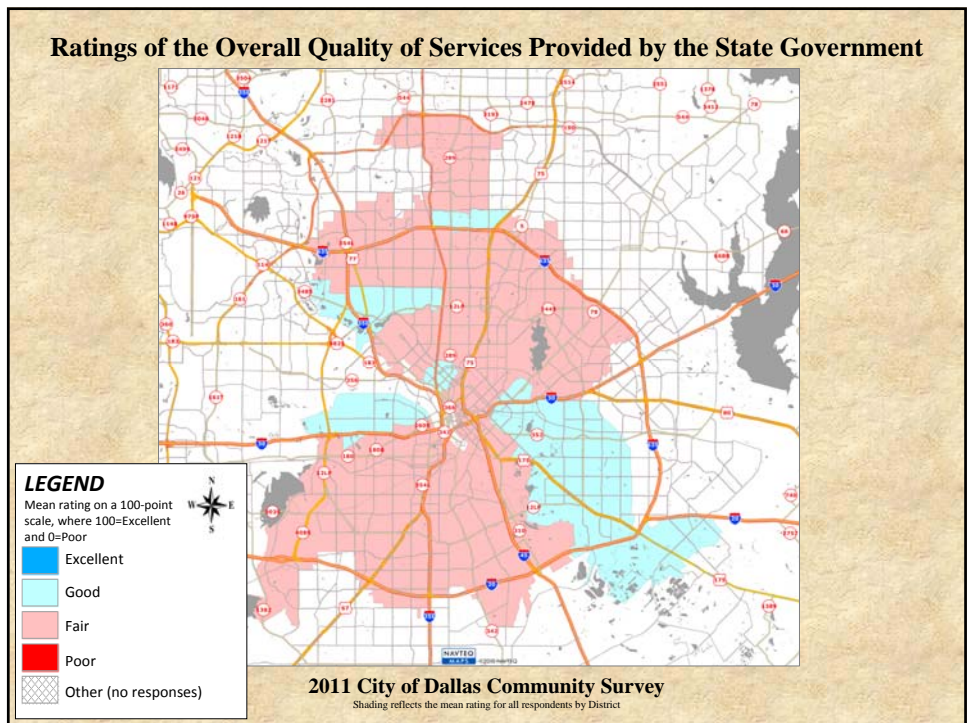
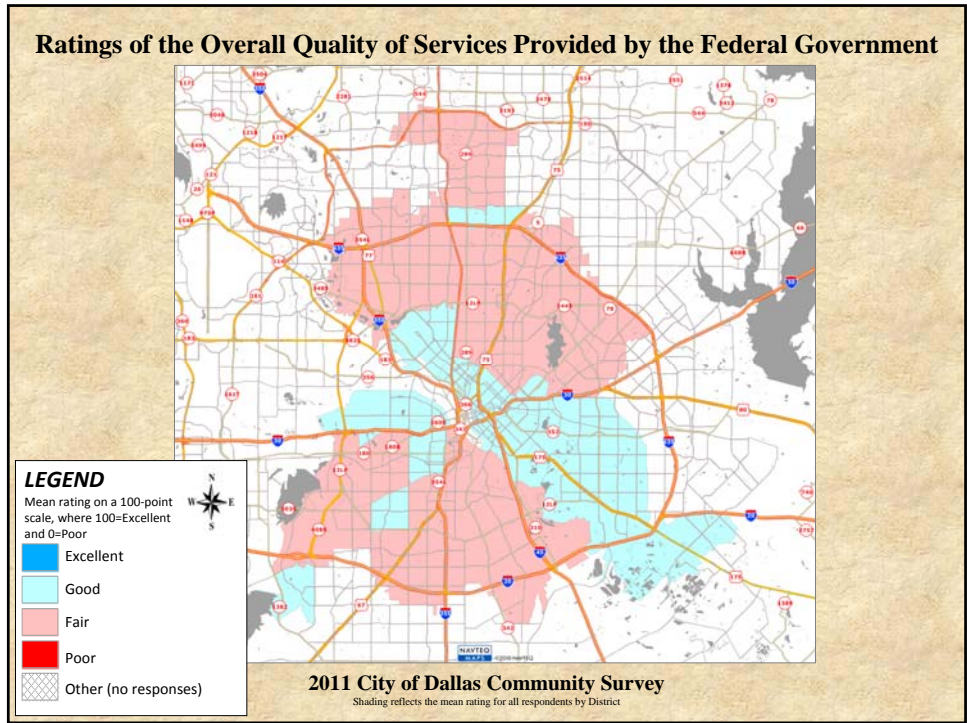


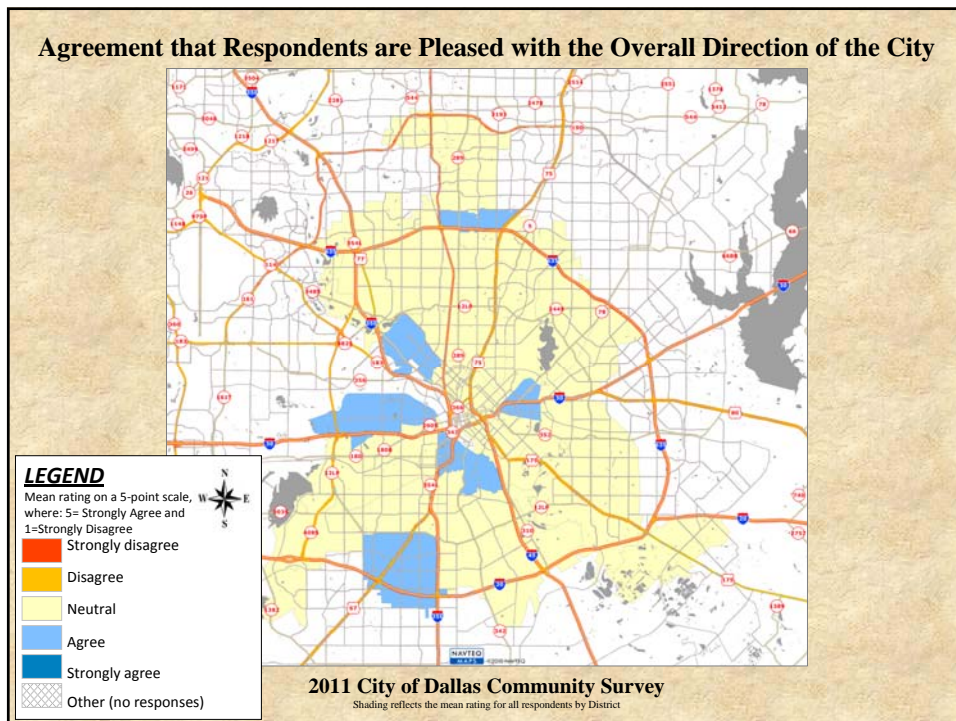
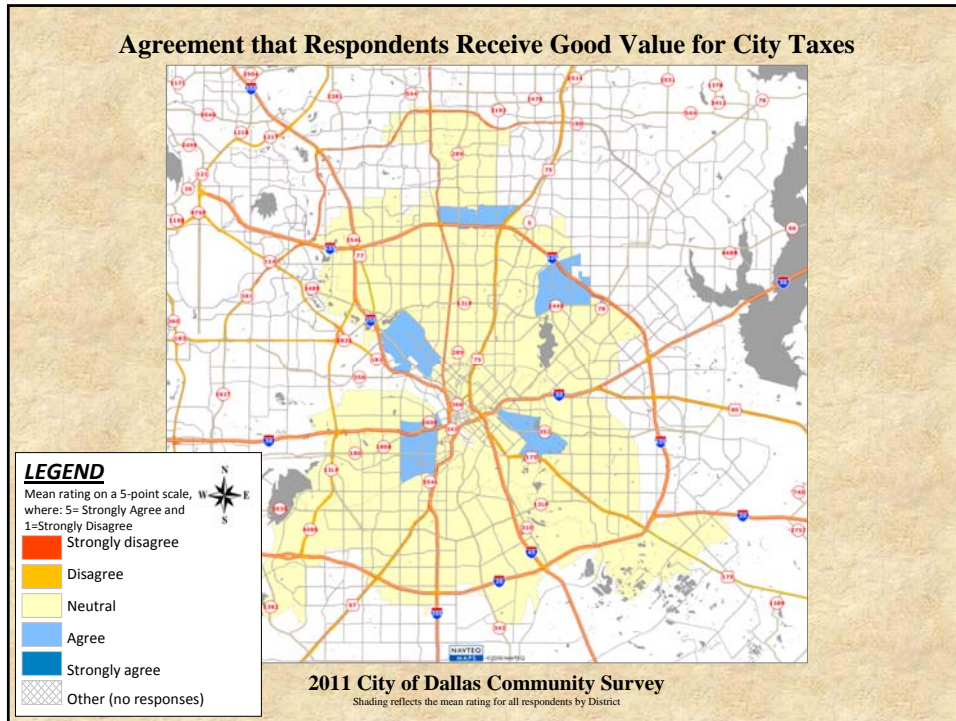


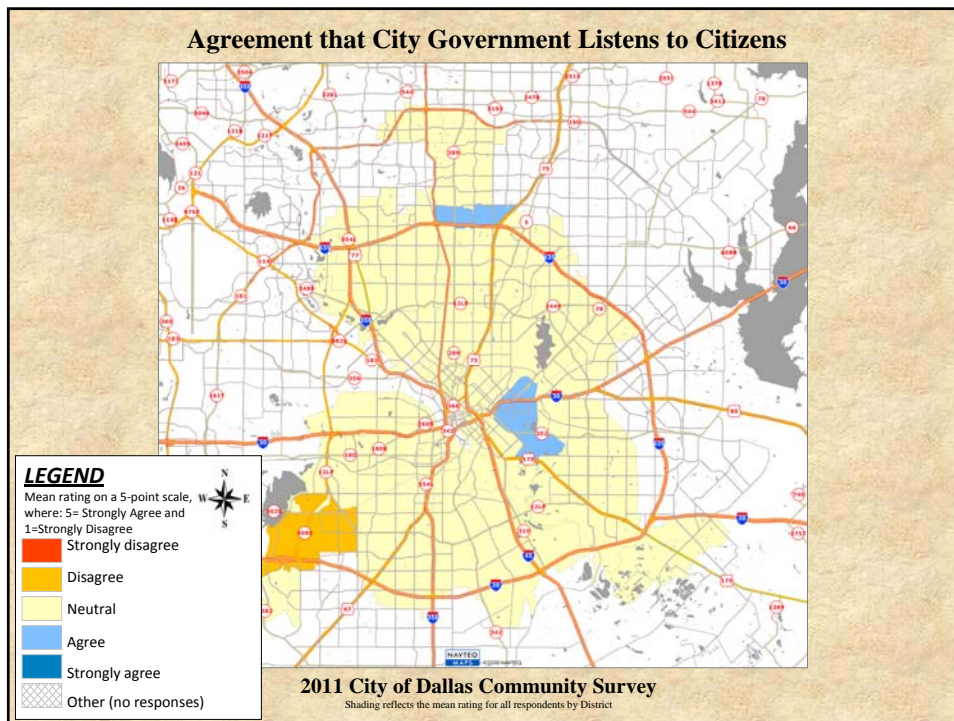
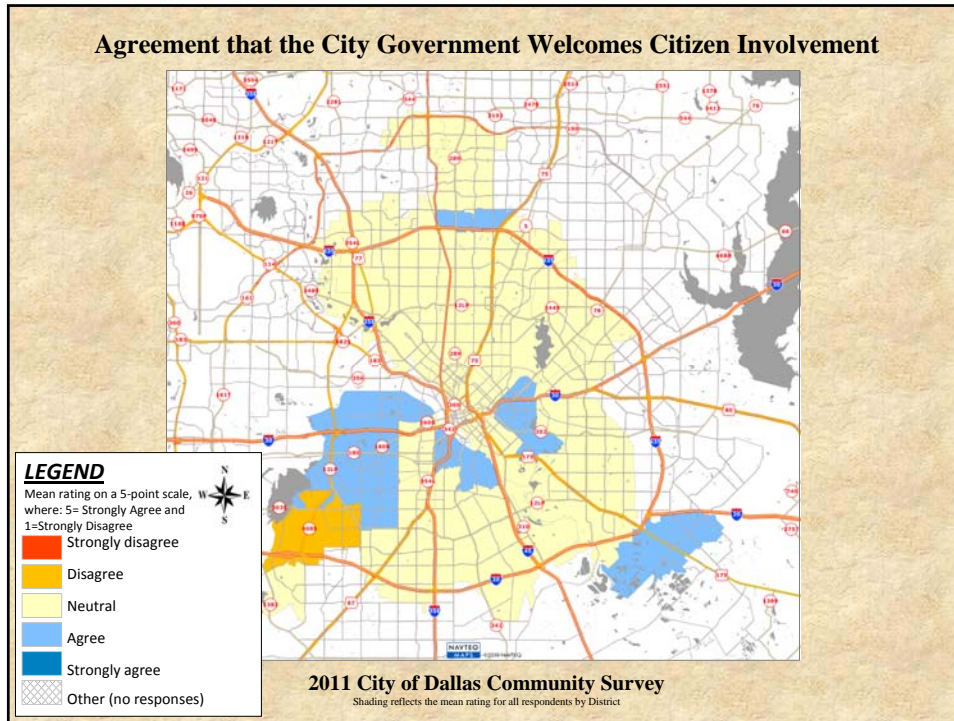












Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

2011 Dallas Community Survey

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 1 and 2 on a 4-point scale where 1 was "excellent" and 2 was "good"). The "don't know" responses were also excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable [IS=Importance x (1-Satisfaction)].

Example Calculation. Respondents were asked to identify the major categories of city services they thought should be the City's top priorities. Fifty-five percent (55%) of the residents surveyed felt *police services* should be one the City's top priorities.

With regard to satisfaction (ratings of "excellent" or "good"), 67% of the residents survey rated the city's overall performance in *police services* as a "1" or a "2" on a 4-point scale (where "1" means "excellent") excluding "Don't know" responses. The IS rating for *police services* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 55% was multiplied by 33% (1-0.67). This calculation yielded an IS rating of **0.1815**, which was ranked second out of sixteen major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as a top priority and 0% of respondents indicate that they are positively satisfied (ratings of “excellent” or “good” with the delivery of the service).

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service a top priority.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis from the City. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Dallas are provided on the following pages.

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
Very High Priority (IS >.20)						
Maintenance of infrastructure	49%	2	30%	16	0.3430	1
High Priority (IS .10-.20)						
Police services	55%	1	67%	9	0.1815	2
Code enforcement	29%	3	44%	15	0.1624	3
Medium Priority (IS <.10)						
Drinking water	26%	4	66%	8	0.0884	4
The City's parks and recreation system	17%	9	54%	12	0.0782	5
Traffic signal timing	17%	8	55%	11	0.0765	6
Customer service provided by city employees	15%	10	53%	13	0.0705	7
Land use, planning, and zoning	11%	12	50%	14	0.0550	8
Solid waste services	17%	7	73%	5	0.0459	9
Ambulance/emergency medical services	25%	5	84%	2	0.0400	10
Sewer services	10%	13	71%	6	0.0290	11
Public library services	12%	11	76%	4	0.0288	12
Fire services	25%	6	89%	1	0.0275	13
Storm drainage	8%	14	67%	7	0.0264	14
Public information services	4%	16	61%	10	0.0156	15
Arts and cultural programs	7%	15	79%	3	0.0147	16

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being excellent and "4" being poor.

Importance-Satisfaction Rating
City of Dallas
Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Crime prevention	48%	1	47%	9	0.2544	1
<u>High Priority (IS .10-.20)</u>						
Response time of police to emergencies	24%	2	56%	4	0.1056	2
<u>Medium Priority (IS <.10)</u>						
Efforts by police to fight crime in neighborhood	21%	3	57%	3	0.0903	3
Animal Control	14%	4	43%	10	0.0798	4
Traffic enforcement	12%	5	55%	7	0.0540	5
Efforts by police to work with residents in neigh.	10%	7	56%	5	0.0440	6
Efforts by police to deal with problems in neigh.	9%	8	55%	6	0.0405	7
Municipal courts	4%	10	50%	8	0.0200	8
Response time of fire dept. to emergencies	10%	6	80%	1	0.0200	9
Fire prevention and education	4%	9	65%	2	0.0140	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being excellent and "4" being poor.

Importance-Satisfaction Rating

City of Dallas

Streets and Infrastructure Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Street repair	67%	1	28%	5	0.4824	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of neighborhood streets	27%	3	38%	3	0.1674	2
Street lighting	31%	2	47%	1	0.1643	3
Sidewalk maintenance	23%	4	31%	4	0.1587	4
Alley maintenance	17%	5	25%	6	0.1275	5
<u>Medium Priority (IS <.10)</u>						
Street cleaning	14%	6	39%	2	0.0854	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being excellent and "4" being poor.

Importance-Satisfaction Rating

City of Dallas

Solid Waste Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Garbage collections	59%	1	76%	2	0.1416	1
Medium Priority (IS <.10)						
Bulk trash pick up	28%	3	70%	3	0.0840	2
Recycling	36%	2	77%	1	0.0828	3
Household hazardous waste disposal	16%	4	57%	5	0.0688	4
Yard waste pick up	15%	5	69%	4	0.0465	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being excellent and "4" being poor.

Importance-Satisfaction Rating

City of Dallas

Water and Wastewater Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Taste of tap water in your home	52%	1	64%	4	0.1872	1
Water conservation programs sponsored by the City	29%	3	64%	5	0.1044	2
Medium Priority (IS <.10)						
Efforts by the City to respond to water/wastewater issues	25%	4	66%	3	0.0850	3
Water pressure in your home	34%	2	80%	1	0.0680	4
Ease of understanding your water/wastewater bill	15%	5	66%	2	0.0510	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being excellent and "4" being poor.

Importance-Satisfaction Rating

City of Dallas

Public Information Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Level of public involvement in decision making	26%	3	31%	9	0.1794	1
Availability of info about programs and services	28%	2	53%	5	0.1316	2
Medium Priority (IS <.10)						
3-1-1 services	29%	1	66%	2	0.0986	3
Townhall meetings	11%	5	38%	8	0.0682	4
Quality of City's website	17%	4	64%	3	0.0612	5
Usefulness of billing inserts included with utility bill	10%	6	50%	7	0.0500	6
Quality of City's cable television channel	7%	7	62%	4	0.0266	7
WRR 101.1 broadcast of Council meetings	5%	8	67%	1	0.0165	8
The City's social media services	3%	9	53%	6	0.0141	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being excellent and "4" being poor.

Importance-Satisfaction Rating

City of Dallas

Park and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
City parks	38%	1	67%	2	0.1254	1
Walking and biking trails in the city	28%	3	58%	7	0.1176	2
Appearance/maintenance of parks	29%	2	61%	5	0.1131	3
Medium Priority (IS <.10)						
Outdoor swimming facilities	15%	4	37%	14	0.0945	4
Recreation programs or classes	14%	5	57%	9	0.0602	5
Recreation centers/facilities	13%	6	56%	10	0.0572	6
Range/variety of recreation programs/classes	12%	8	54%	12	0.0552	7
Outdoor athletic facilities	11%	9	62%	4	0.0418	8
Accessibility of parks	12%	7	71%	1	0.0348	9
Appearance of recreation centers/facilities	8%	10	57%	9	0.0344	10
Ease of registering for recreation programs/events	6%	12	54%	11	0.0276	11
Accessibility of recreation centers/facilities	7%	11	65%	3	0.0245	12
Indoor swimming facilities	4%	13	40%	13	0.0240	13
City golf courses	4%	14	60%	6	0.0160	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows'. Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being excellent and "4" being poor.

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction (IS) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low (higher levels of “fair” and “poor” ratings) and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The IS matrix should be interpreted as follows.

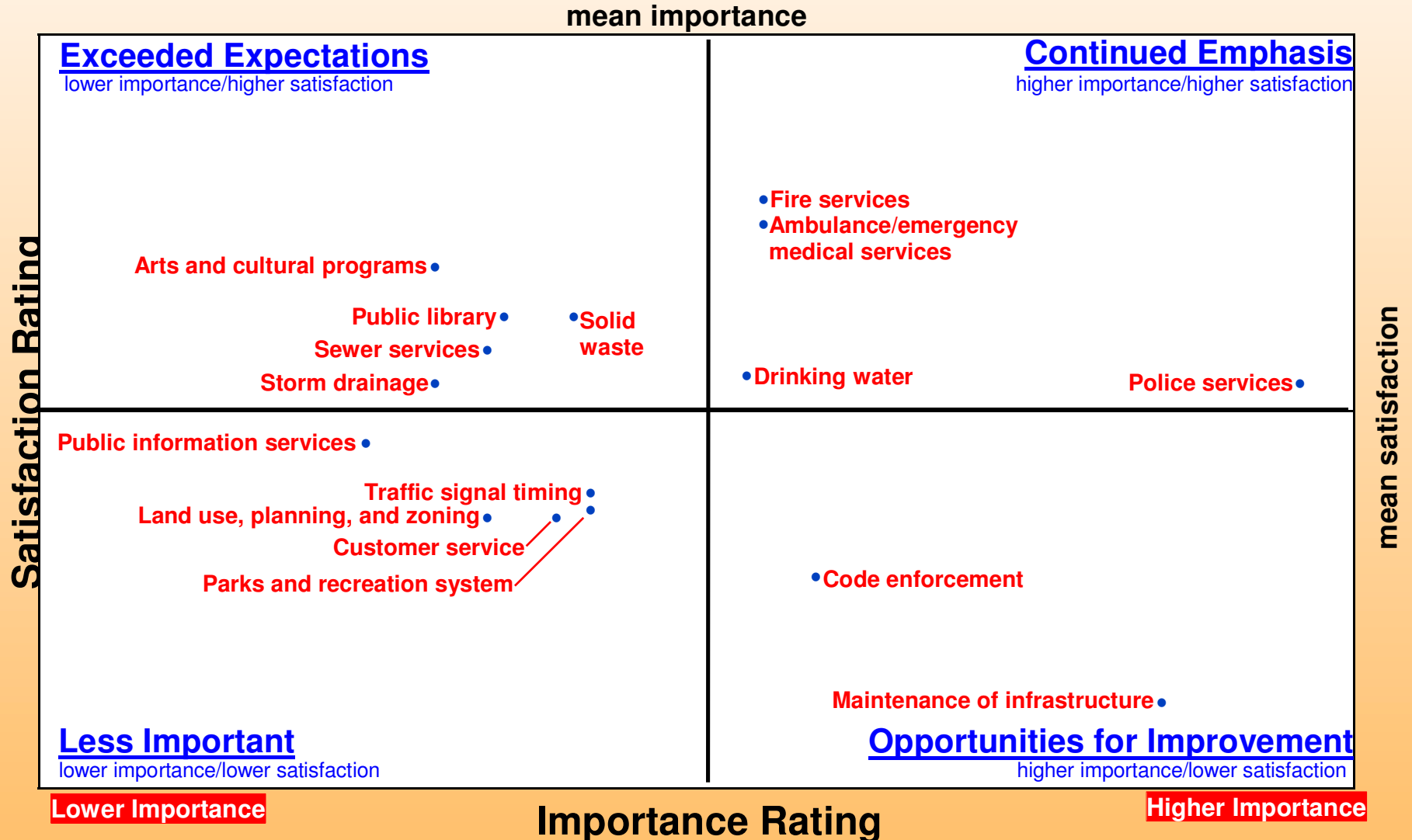
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer’s overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City’s performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Dallas are provided on the following pages.

2011 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)



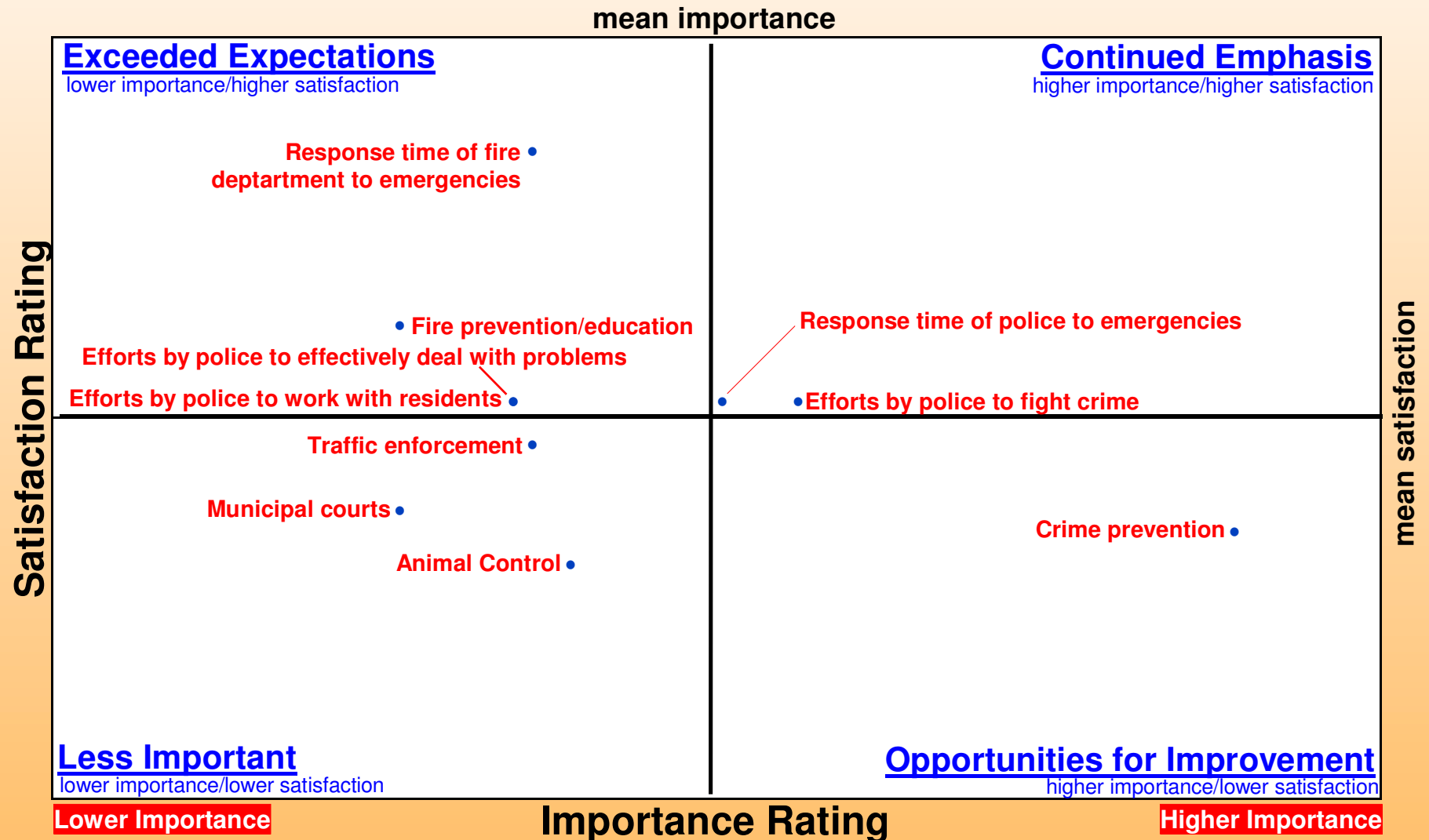
Source: ETC Institute (2011)

ETC Institute (2011)

2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

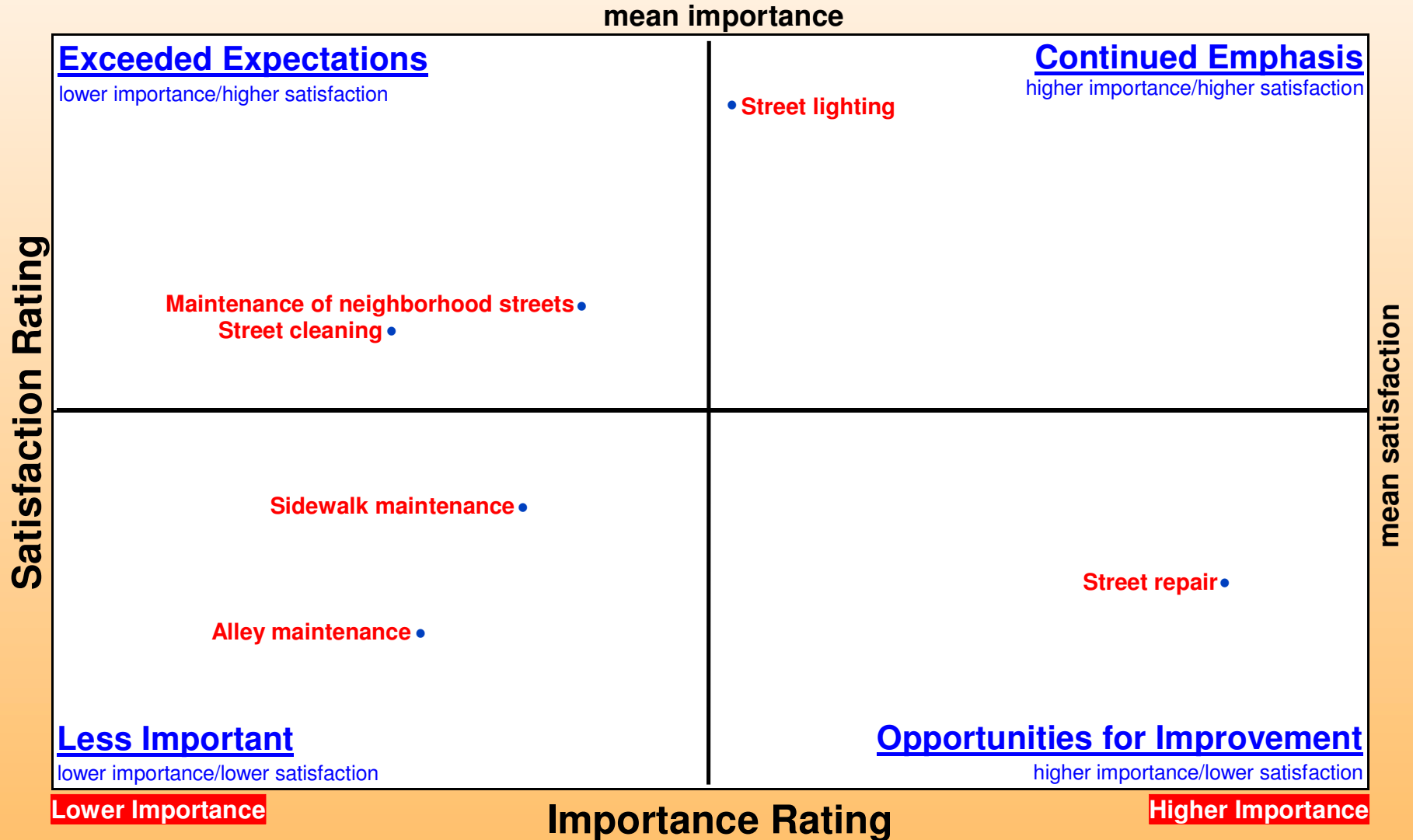
-Public Safety Services-

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



2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix -Streets and Infrastructure Services-

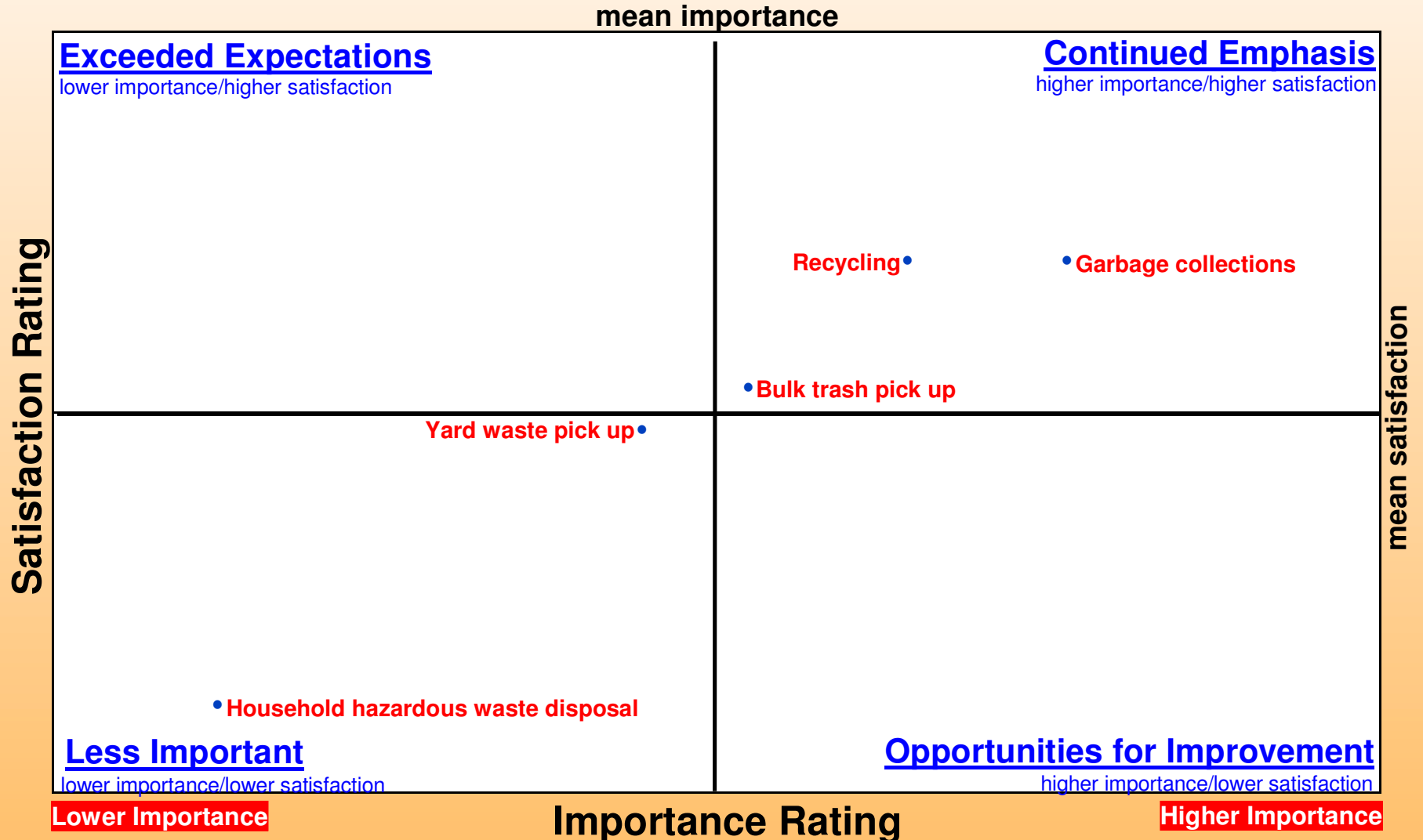
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

-Solid Waste Services-

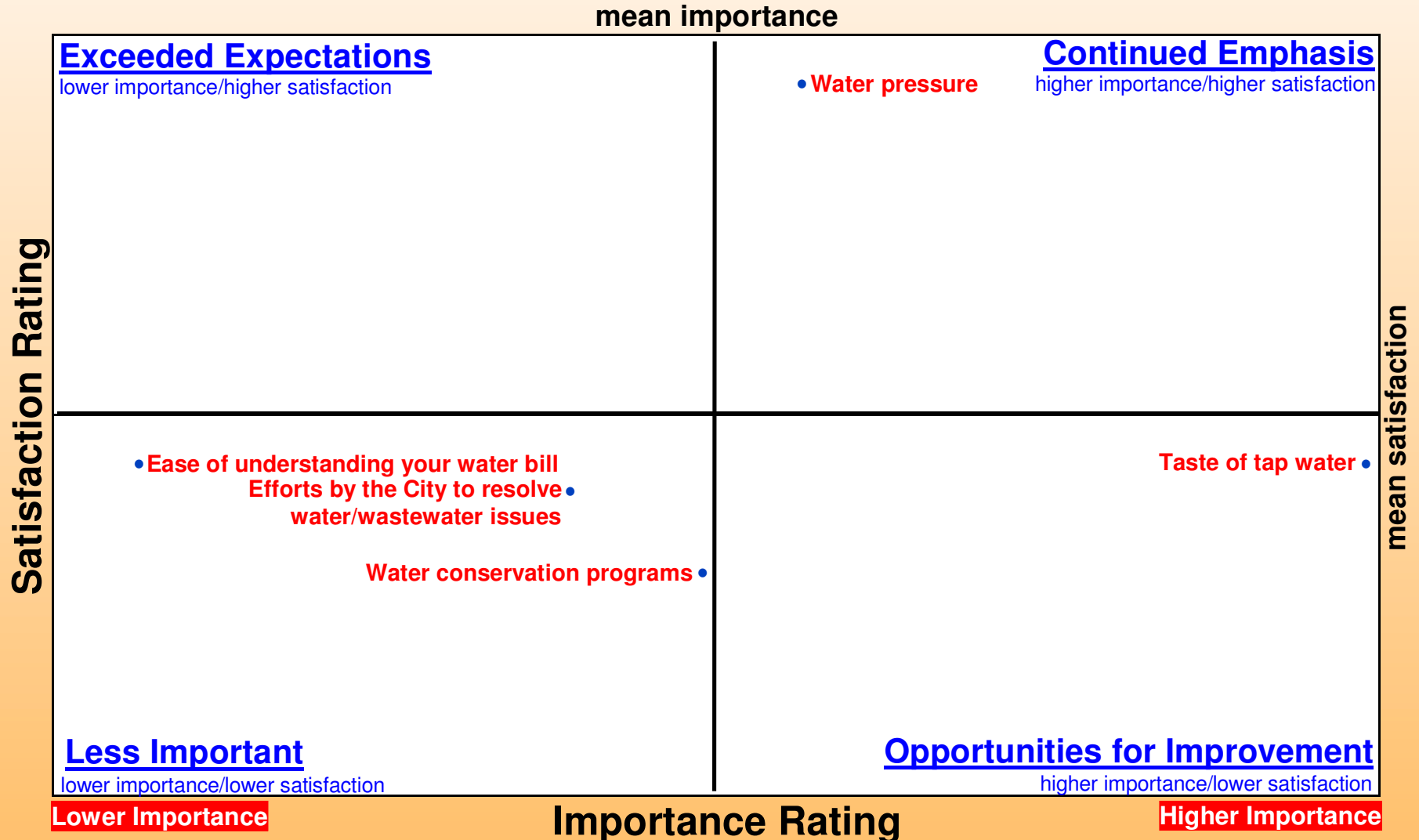
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

-Water and Wastewater Services-

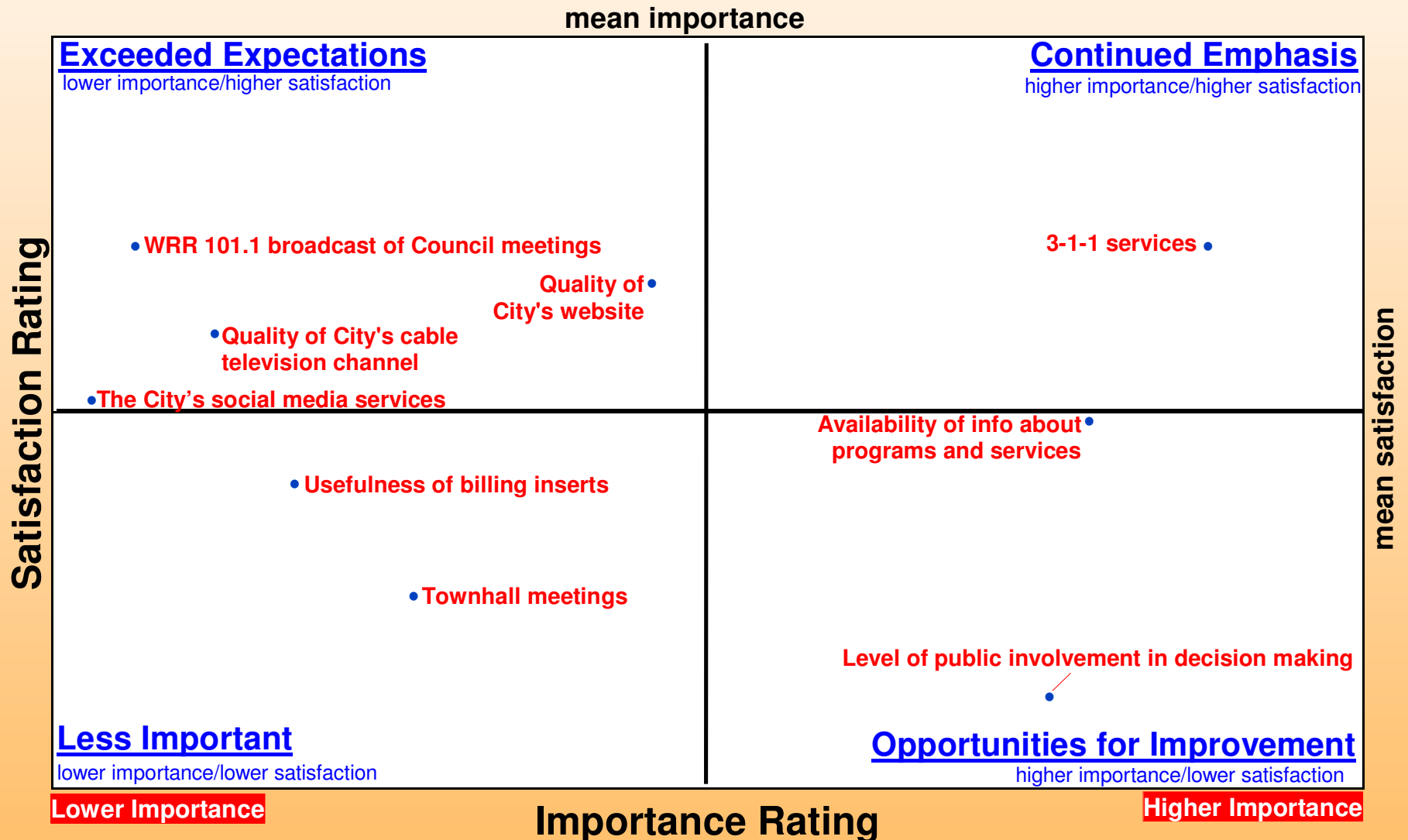
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Information Services-

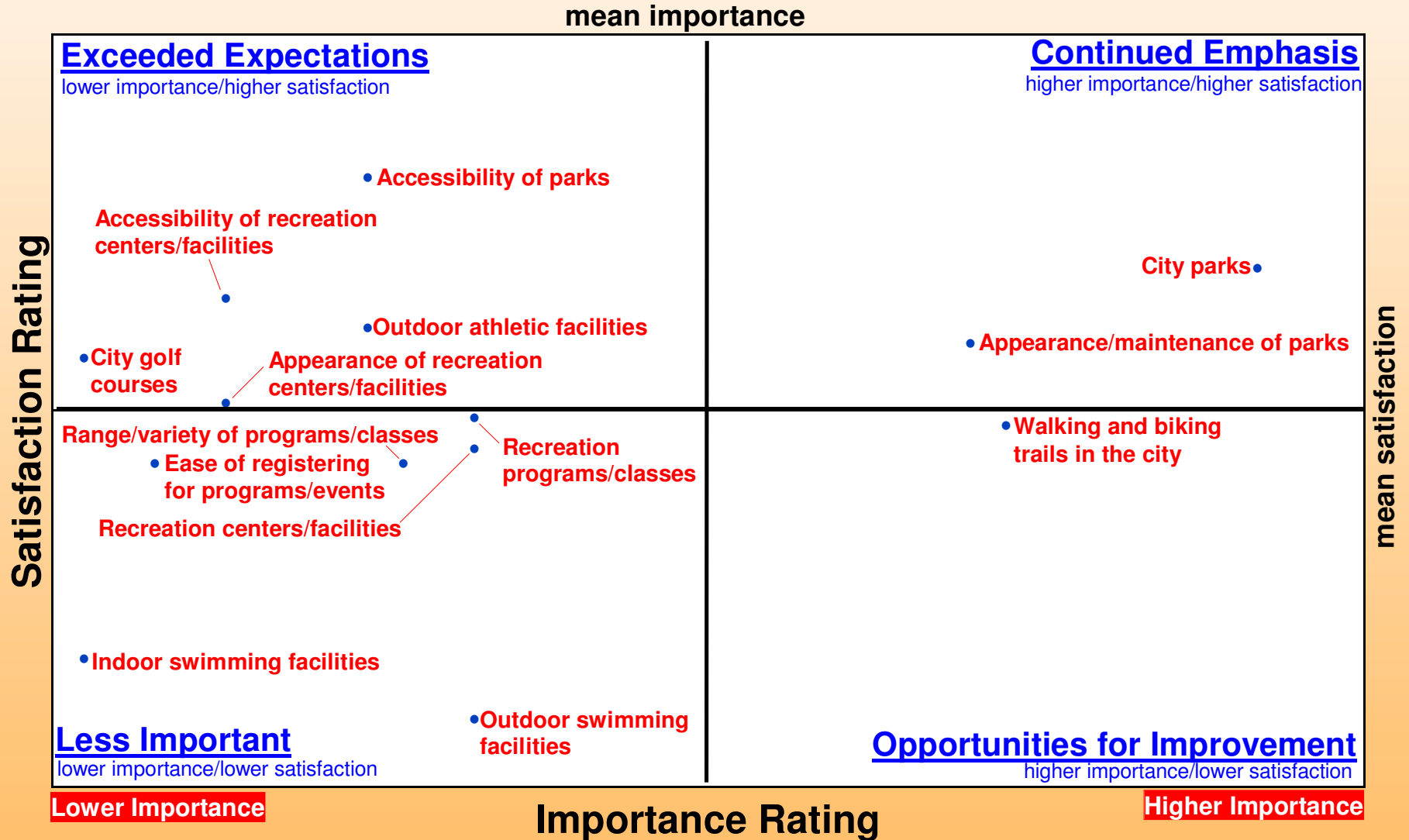
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2011 City of Dallas DirectionFinder Importance-Satisfaction Assessment Matrix

-Park and Recreation Services-

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



Source: ETC Institute (2011)

Section 4: **Tabular Data**

Q1. Please rate the following perceptions of the City.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q1a. Dallas as a place to live	26.2%	49.6%	20.0%	3.8%	0.4%
Q1b. Your neighborhood as a place to live	26.4%	41.5%	23.2%	8.2%	0.7%
Q1c. As a place to raise children	18.1%	38.1%	29.3%	8.8%	5.7%
Q1d. As a place to work	27.4%	45.7%	18.6%	6.2%	2.2%
Q1e. As a place to retire	16.0%	31.1%	28.3%	15.5%	9.2%
Q1f. As a place to do business	27.4%	45.0%	16.5%	4.3%	6.9%
Q1g. Quality of economic development	14.1%	37.7%	30.2%	10.6%	7.4%
Q1h. Quality of public schools	8.9%	21.8%	27.1%	34.5%	7.7%
Q1i. Overall quality of life	15.0%	51.1%	28.5%	3.6%	1.8%

EXCLUDING DON'T KNOW

Q1. Please rate the following perceptions of the City. (without "don't know")

(N=1428)

	Excellent	Good	Fair	Poor
Q1a. Dallas as a place to live	26.3%	49.8%	20.1%	3.8%
Q1b. Your neighborhood as a place to live	26.6%	41.8%	23.3%	8.3%
Q1c. As a place to raise children	19.2%	40.4%	31.1%	9.3%
Q1d. As a place to work	28.0%	46.7%	19.0%	6.4%
Q1e. As a place to retire	17.6%	34.2%	31.1%	17.0%
Q1f. As a place to do business	29.4%	48.3%	17.7%	4.6%
Q1g. Quality of economic development	15.3%	40.7%	32.6%	11.4%
Q1h. Quality of public schools	9.6%	23.6%	29.4%	37.4%
Q1i. Overall quality of life	15.3%	52.0%	29.0%	3.7%

Q2. Please rate the following characteristics as they relate to Dallas as a whole.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q2a. Sense of community	9.4%	39.9%	34.8%	11.4%	4.5%
Q2b. Openness towards and acceptance of people of diverse backgrounds	11.3%	40.5%	33.3%	10.2%	4.7%
Q2c. Overall appearance	13.7%	49.6%	28.9%	5.7%	2.2%
Q2d. Opportunities to attend arts and cultural events	27.0%	47.0%	15.8%	4.1%	6.1%
Q2e. Shopping opportunities	45.4%	37.3%	12.0%	4.1%	1.1%
Q2f. Air quality	9.5%	37.0%	36.1%	14.6%	2.8%
Q2g. Recreational activities	14.7%	45.0%	25.4%	8.5%	6.4%
Q2h. Job opportunities	12.9%	40.6%	28.8%	12.5%	5.3%
Q2i. Access to affordable quality housing	10.9%	39.3%	28.2%	11.8%	9.8%
Q2j. Access to affordable quality childcare	7.8%	29.3%	19.9%	9.5%	33.5%
Q2k. Affordable quality health care	17.2%	40.3%	22.7%	12.6%	7.2%
Q2l. Access to affordable quality food	23.3%	47.3%	20.0%	6.3%	3.2%
Q2m. Ease of car travel	12.3%	38.8%	31.7%	14.4%	2.7%
Q2n. Ease of bus travel	11.4%	27.7%	21.5%	9.6%	29.8%
Q2o. Ease of rail travel	14.0%	29.6%	20.2%	7.4%	28.9%
Q2p. Ease of bicycle travel	6.3%	19.0%	23.1%	19.1%	32.5%
Q2q. Ease of walking	9.2%	29.2%	29.9%	21.6%	10.2%
Q2r. Educational opportunities	19.3%	43.8%	21.7%	9.1%	6.1%
Q2s. Overall image/reputation	13.7%	50.8%	27.6%	5.3%	2.7%
Q2t. Quality of new development	14.8%	44.8%	24.8%	6.9%	8.8%

EXCLUDING DON'T KNOW**Q2. Please rate the following characteristics as they relate to Dallas as a whole. (without "don't know")**

(N=1428)

	Excellent	Good	Fair	Poor
Q2a. Sense of community	9.8%	41.8%	36.4%	12.0%
Q2b. Openness towards and acceptance of people of diverse backgrounds	11.8%	42.5%	35.0%	10.7%
Q2c. Overall appearance	14.0%	50.7%	29.6%	5.8%
Q2d. Opportunities to attend arts and cultural events	28.7%	50.0%	16.9%	4.4%
Q2e. Shopping opportunities	46.0%	37.7%	12.2%	4.2%
Q2f. Air quality	9.8%	38.1%	37.1%	15.0%
Q2g. Recreational activities	15.7%	48.1%	27.1%	9.1%
Q2h. Job opportunities	13.6%	42.9%	30.4%	13.2%
Q2i. Access to affordable quality housing	12.1%	43.6%	31.3%	13.0%
Q2j. Access to affordable quality childcare	11.8%	44.0%	29.9%	14.2%
Q2k. Affordable quality health care	18.5%	43.5%	24.5%	13.6%
Q2l. Access to affordable quality food	24.1%	48.8%	20.6%	6.5%
Q2m. Ease of car travel	12.7%	39.9%	32.6%	14.8%
Q2n. Ease of bus travel	16.3%	39.4%	30.6%	13.7%
Q2o. Ease of rail travel	19.7%	41.5%	28.4%	10.3%
Q2p. Ease of bicycle travel	9.3%	28.1%	34.2%	28.3%
Q2q. Ease of walking	10.2%	32.5%	33.3%	24.0%
Q2r. Educational opportunities	20.6%	46.6%	23.1%	9.7%
Q2s. Overall image/reputation	14.0%	52.2%	28.3%	5.4%
Q2t. Quality of new development	16.2%	49.1%	27.2%	7.5%

Q3. Please rate the speed of growth in the following categories in Dallas over the past two years.

(N=1428)

	Much too slow	Too slow	About right	Too fast	Much too fast	Don't know
Q3a. Population growth	1.1%	3.5%	39.0%	29.9%	16.4%	10.2%
Q3b. Retail growth	2.9%	14.4%	56.2%	13.2%	6.0%	7.3%
Q3c. Job growth	11.8%	39.2%	32.3%	3.2%	1.3%	12.3%

EXCLUDING DON'T KNOW

**Q3. Please rate the speed of growth in the following categories in Dallas over the past two years.
(without "don't know")**

(N=1428)

	Much too slow	Too slow	About right	Too fast	Much too fast
Q3a. Population growth	1.2%	3.9%	43.4%	33.3%	18.3%
Q3b. Retail growth	3.2%	15.5%	60.6%	14.3%	6.4%
Q3c. Job growth	13.4%	44.6%	36.8%	3.6%	1.5%

Q4. Please indicate the extent to which you think each of the following is a problem in Dallas.

(N=1428)

	Not A Problem	Minor Problem	Moderate Problem	Major Problem	Don't Know
Q4a. Crime	2.0%	12.8%	41.5%	40.6%	3.2%
Q4b. Drugs	2.3%	7.9%	29.3%	52.3%	8.1%
Q4c. Too much growth	19.8%	20.9%	29.5%	17.0%	12.8%
Q4d. Lack of growth	34.1%	21.4%	20.1%	7.4%	17.1%
Q4e. Graffiti	11.7%	29.3%	29.9%	19.3%	9.8%
Q4f. Noise	18.8%	30.5%	30.9%	15.1%	4.8%
Q4g. Rundown buildings/weed lots/junk	11.1%	24.4%	34.3%	23.7%	6.5%
Q4h. Taxes	11.0%	19.7%	33.4%	28.5%	7.4%
Q4j. Traffic congestion	4.8%	14.3%	34.2%	42.7%	4.0%
Q4j. Unsupervised youth	7.4%	18.9%	30.3%	28.8%	14.5%
Q4k. Homelessness	4.1%	18.1%	34.1%	35.0%	8.7%
Q4l. Weeds	11.9%	30.8%	30.8%	17.1%	9.4%
Q4m. Absence of communications from the City translated into other languages	32.2%	19.6%	16.5%	9.1%	22.6%
Q4n. Unwanted local businesses	23.3%	27.9%	20.4%	10.4%	18.1%
Q4o. Toxic waste/environmental hazards	16.7%	23.2%	20.2%	12.0%	28.0%
Q4p. Other	4.0%	3.9%	3.2%	8.8%	80.0%

EXCLUDING DON'T KNOW**Q4. Please indicate the extent to which you think each of the following is a problem in Dallas.
(without "don't know")**

(N=1428)

	Not A Problem	Minor Problem	Moderate Problem	Major Problem
Q4a. Crime	2.0%	13.2%	42.8%	41.9%
Q4b. Drugs	2.5%	8.6%	31.9%	57.0%
Q4c. Too much growth	22.7%	23.9%	33.8%	19.5%
Q4d. Lack of growth	41.1%	25.8%	24.3%	8.9%
Q4e. Graffiti	13.0%	32.5%	33.2%	21.4%
Q4f. Noise	19.7%	32.0%	32.5%	15.8%
Q4g. Rundown buildings/weed lots/junk	11.8%	26.1%	36.7%	25.3%
Q4h. Taxes	11.9%	21.3%	36.0%	30.8%
Q4j. Traffic congestion	5.0%	14.9%	35.6%	44.5%
Q4j. Unsupervised youth	8.7%	22.1%	35.5%	33.7%
Q4k. Homelessness	4.5%	19.9%	37.3%	38.4%
Q4l. Weeds	13.1%	34.0%	34.0%	18.9%
Q4m. Absence of communications from the City translated into other languages	41.6%	25.2%	21.4%	11.8%
Q4n. Unwanted local businesses	28.4%	34.0%	24.9%	12.7%
Q4o. Toxic waste/environmental hazards	23.2%	32.2%	28.0%	16.6%
Q4p. Other	20.2%	19.4%	16.2%	44.1%

Q4. Please indicate the extent to which you think each of the following is a problem in Dallas.
(Other Problems Recorded)

<u>Q4p-Other Problems</u>	<u>Number</u>	<u>Percent</u>
DISD	1	0.9 %
GANGS	2	1.8 %
NO JOBS	1	0.9 %
POTHLES	1	0.9 %
LITTERING	1	0.9 %
SIDEWALKS	1	0.9 %
VANDALISM	2	1.8 %
DRUG HOUSES	2	1.8 %
LEADERSHIP	1	0.9 %
LOOSE DOGS	1	0.9 %
SANITATION	2	1.8 %
AIR QUALITY	4	3.6 %
CLEANLINESS OF THE CITY	1	0.9 %
POLICE DEPARTMENT	1	0.9 %
JOB CREATION	1	0.9 %
NEED CAMERAS	1	0.9 %
TRASH PICKUP	1	0.9 %
RUNDOWN HOMES	1	0.9 %
SEWER TOO OLD	1	0.9 %
STREET REPAIR	1	0.9 %
WATER QUALITY	1	0.9 %
GARBAGE PICKUP	1	0.9 %
ILLEGAL ALIENS	1	0.9 %
NO BIKE LANES!	1	0.9 %
POLICE/FIREMEN	1	0.9 %
PUBLIC SCHOOLS	5	4.5 %
RACIAL TENSION	1	0.9 %
ROAD POT HOLES	1	0.9 %
STATE OF ROADS	1	0.9 %
STREET REPAIRS	1	0.9 %
TAXES/SERVICES	1	0.9 %
TRANSPORTATION	1	0.9 %
UNSAFE STREETS	1	0.9 %
HIGHWAY REPAIRS	1	0.9 %
ROAD CONDITIONS	1	0.9 %
TOO MANY PEOPLE	1	0.9 %
HOMELESS ANIMALS	1	0.9 %

Q4. Please indicate the extent to which you think each of the following is a problem in Dallas.
(Other Problems Recorded)

<u>Q4p-Other Problems</u>	<u>Number</u>	<u>Percent</u>
ILLEGAL MEXICANS	1	0.9 %
NEED CLEANING UP	1	0.9 %
PENSION SPENDING	1	0.9 %
TRASH ON STREETS	1	0.9 %
GIGANTIC POTHOLES	1	0.9 %
HOME WASTE PICKUP	1	0.9 %
PARKING TICKETING	1	0.9 %
PETS WITHOUT TAGS	1	0.9 %
ZONING APARTMENTS	1	0.9 %
CONDITION OF ROADS	1	0.9 %
CONSTANT ROAD WORK	1	0.9 %
ILLEGAL IMMIGRANTS	2	1.8 %
ONLY ONE NEWSPAPER	1	0.9 %
PROBLEM APARTMENTS	1	0.9 %
WATER CONSERVATION	1	0.9 %
BAD ROAD CONDITIONS	1	0.9 %
CITY COUNCIL	1	0.9 %
CURB TRASH TOO SOON	1	0.9 %
DALLAS CITY COUNCIL	1	0.9 %
DISPERSING HOMELESS	1	0.9 %
EMPTY HOUSES & LOTS	1	0.9 %
FOREIGNERS GET ASSISTANCE	1	0.9 %
GRAVEL BEHIND THE FENCE	1	0.9 %
NOT ENOUGH MANAGER JOBS	1	0.9 %
PUBLIC TRANSPORTATN	1	0.9 %
SEX STORES/BROTHEL	1	0.9 %
STREET LAMPS ON DURING THE DAY	1	0.9 %
UNETHICAL REPAIRERS	1	0.9 %
BROKEN CURBS/SIDEWKS	1	0.9 %
CITY COUNCIL	1	0.9 %
DALLAS TOO CONGESTED	1	0.9 %
DEV BUSINESS IN SOUTH SECTION	1	0.9 %
GOVERNMENT INTEREST GROUPS	1	0.9 %
LACK OF BUSINESS IN OAK CLIF	1	0.9 %
LACK OF CODE ENFORCEMENT	2	1.8 %
LACK OF COMMUNICATION	1	0.9 %
LACK OF RESPONSIVENESS	1	0.9 %

Q4. Please indicate the extent to which you think each of the following is a problem in Dallas.
(Other Problems Recorded)

<u>Q4p-Other Problems</u>	<u>Number</u>	<u>Percent</u>
LACK OF POLITICAL UNITY	1	0.9 %
LANDSCAPE MAINTENANCE	1	0.9 %
LAX CODE ENFORCEMENT	1	0.9 %
LIGHTING SOUTH OF DOWNTOWN	1	0.9 %
LOUD NEIGHBRHD MUSIC	1	0.9 %
MTE NEGLECT/S DALLAS	1	0.9 %
MY PROPRTY VALUATION	1	0.9 %
NEIGHBORHOOD STREETS	1	0.9 %
NEIGHBORS LOUD PARTY	1	0.9 %
NEW BUSINESS IN OLD NEIGHBORHOODS	1	0.9 %
NO DEVELOPMENT SOUTH	1	0.9 %
NOT ENOUGH POLICE OFFICRS	1	0.9 %
NON ENGLISH SPEAKING PEOPLE	1	0.9 %
POVERTY BECAUSE OF NO EDUCATION	1	0.9 %
REP AS PROGRSSIVE CTY	1	0.9 %
REPAIR SIDEWKS/LIGHTS	1	0.9 %
RESIDENT STEERT PARKNG	1	0.9 %
SPEED LIMITS ARE TOO HIGH	1	0.9 %
STREET CLEAN/ANIMAL CONTROL	1	0.9 %
SUNDAY PARKNG METERS	1	0.9 %
TOURIST DESTINATIONS	1	0.9 %
TOXIC TRASH DISPOSAL	1	0.9 %
USE OF TOXIC CHEMCAL	1	0.9 %
Total	110	100.0 %

Q5. Please indicate how safe you feel in the following situations.

(N=1428)

	Very Safe	Safe	Neither	Unsafe	Very Unsafe	Don't Know
Q5a. In your neighborhood during the day	32.4%	44.5%	14.3%	5.6%	2.3%	0.8%
Q5b. In your neighborhood after dark	12.8%	38.5%	21.5%	17.1%	8.1%	2.0%
Q5c. In the downtown area during the day	16.1%	44.0%	17.8%	6.9%	2.9%	12.4%
Q5d. In the downtown area after dark	3.4%	14.9%	23.1%	29.6%	11.6%	17.3%
Q5e. In parks during the day	15.4%	45.1%	19.7%	6.5%	2.2%	11.1%
Q5f. In parks after dark	3.0%	7.6%	17.8%	32.1%	18.2%	21.3%
Q5g. From violent crime (rape, assault, robbery)	4.5%	22.5%	30.0%	26.0%	11.5%	5.5%
Q5h. From property crime (burglary, theft)	3.0%	16.8%	30.0%	31.6%	14.7%	3.9%
Q5i. Fire	11.8%	40.6%	26.9%	7.4%	3.8%	9.5%

EXCLUDING DON'T KNOW**Q5. Please indicate how safe you feel in the following situations. (without "don't know")**

(N=1428)

	Very Safe	Safe	Neither	Unsafe	Very Unsafe
Q5a. In your neighborhood during the day	32.7%	44.9%	14.4%	5.7%	2.3%
Q5b. In your neighborhood after dark	13.1%	39.3%	22.0%	17.4%	8.2%
Q5c. In the downtown area during the day	18.3%	50.2%	20.3%	7.9%	3.3%
Q5d. In the downtown area after dark	4.2%	18.0%	27.9%	35.8%	14.1%
Q5e. In parks during the day	17.3%	50.7%	22.2%	7.3%	2.5%
Q5f. In parks after dark	3.8%	9.6%	22.5%	40.8%	23.2%
Q5g. From violent crime (rape, assault, robbery)	4.8%	23.8%	31.7%	27.6%	12.2%
Q5h. From property crime (burglary, theft)	3.1%	17.4%	31.2%	32.9%	15.3%
Q5i. Fire	13.0%	44.9%	29.7%	8.1%	4.2%

Q6. During the past twelve months, were you or anyone in your household the victim of any crime?

Q6. During the past twelve months, were you the victim of any crime	Number	Percent
Yes	199	13.9 %
No	1141	79.9 %
Don't remember	88	6.2 %
Total	1428	100.0 %

Q6-1. IF YES - was this crime reported to the police?

Q6-1. Was this crime reported to the police	Number	Percent
Yes	163	81.9 %
No	27	13.6 %
Don't remember	9	4.5 %
Total	199	100.0 %

Q7. Please rate the City's overall performance in each of the major categories.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q7a. Ambulance/emergency medical services	28.7%	36.2%	9.9%	2.2%	23.0%
Q7b. Arts and cultural programs	23.2%	39.9%	13.9%	2.5%	20.5%
Q7c. Code enforcement (weeds, abandoned buildings, etc.)	8.3%	28.7%	29.4%	17.0%	16.5%
Q7d. Customer service provided by City employees	12.1%	33.6%	29.6%	11.4%	13.4%
Q7e. Drinking water	20.1%	42.7%	22.0%	9.3%	5.9%
Q7f. Fire services	27.8%	43.2%	8.3%	1.2%	19.4%
Q7g. Solid waste services (e.g., garbage and recycling collection)	22.9%	46.3%	18.4%	7.6%	4.8%
Q7h. Land use, planning, and zoning	6.8%	28.5%	25.7%	8.9%	30.1%
Q7i. Maintenance of infrastructure (e.g., city streets and sidewalks)	7.1%	20.7%	34.5%	30.5%	7.1%
Q7j. The City's parks and recreation system	10.7%	37.1%	32.3%	7.9%	12.0%
Q7k. Police services	17.6%	44.4%	22.1%	8.8%	7.1%
Q7l. Public information services	11.5%	37.5%	25.2%	5.8%	20.0%
Q7m. Public library services	23.7%	41.4%	16.5%	4.1%	14.3%
Q7n. Sewer services (e.g. sanitary sewer/wastewater)	14.7%	46.8%	20.8%	4.7%	13.0%
Q7o. Storm drainage	13.7%	43.9%	21.9%	6.9%	13.5%
Q7p. Traffic signal timing	11.1%	40.6%	30.3%	11.8%	6.2%

EXCLUDING DON'T KNOW**Q7. Please rate the City's overall performance in each of the major categories. (without "don't know")**

(N=1428)

	Excellent	Good	Fair	Poor
Q7a. Ambulance/emergency medical services	37.3%	47.0%	12.8%	2.9%
Q7b. Arts and cultural programs	29.2%	50.3%	17.5%	3.1%
Q7c. Code enforcement (weeds, abandoned buildings, etc.)	10.0%	34.4%	35.3%	20.3%
Q7d. Customer service provided by City employees	14.0%	38.8%	34.1%	13.1%
Q7e. Drinking water	21.4%	45.3%	23.4%	9.9%
Q7f. Fire services	34.5%	53.7%	10.3%	1.5%
Q7g. Solid waste services (e.g., garbage and recycling collection)	24.1%	48.6%	19.3%	8.0%
Q7h. Land use, planning, and zoning	9.7%	40.7%	36.8%	12.7%
Q7i. Maintenance of infrastructure (e.g., city streets and sidewalks)	7.7%	22.3%	37.2%	32.8%
Q7j. The City's parks and recreation system	12.1%	42.2%	36.7%	9.0%
Q7k. Police services	18.9%	47.8%	23.8%	9.4%
Q7l. Public information services	14.4%	46.9%	31.5%	7.3%
Q7m. Public library services	27.6%	48.3%	19.2%	4.8%
Q7n. Sewer services (e.g. sanitary sewer/wastewater)	16.9%	53.8%	23.9%	5.4%
Q7o. Storm drainage	15.9%	50.8%	25.3%	8.0%
Q7p. Traffic signal timing	11.8%	43.3%	32.3%	12.6%

Q7. Have you used this service in the past year?

(N=1428)

	Yes	No	Not Provided
Q7a. Ambulance/emergency medical services	15.5%	84.2%	0.3%
Q7b. Arts and cultural programs	23.6%	76.2%	0.2%
Q7c. Code enforcement (weeds, abandoned buildings, etc.)	13.3%	86.3%	0.4%
Q7d. Customer service provided by City employees	26.4%	73.4%	0.2%
Q7e. Drinking water	40.6%	59.1%	0.2%
Q7f. Fire services	8.6%	91.1%	0.3%
Q7g. Solid waste services (e.g., garbage and recycling collection)	41.4%	58.4%	0.2%
Q7h. Land use, planning, and zoning	8.7%	91.0%	0.3%
Q7i. Maintenance of infrastructure (e.g., city streets and sidewalks)	25.3%	74.3%	0.4%
Q7j. The City's parks and recreation system	30.6%	69.2%	0.2%
Q7k. Police services	19.1%	80.5%	0.4%
Q7l. Public information services	16.9%	82.9%	0.1%
Q7m. Public library services	32.9%	66.9%	0.1%
Q7n. Sewer services (e.g. sanitary sewer/wastewater)	30.3%	69.4%	0.2%
Q7o. Storm drainage	21.5%	78.3%	0.1%
Q7p. Traffic signal timing	28.0%	71.6%	0.4%

Q8. Which FOUR of the services listed above do you think should be the City's top priorities?
(Sum of Top Four Choices)

<u>Q8. Sum of Top Four Choices</u>	<u>Number</u>	<u>Percent</u>
Ambulance/emergency medical services	362	25.4 %
Arts/cultural programs	100	7.0 %
Code enforcement	418	29.3 %
Customer service	219	15.3 %
Drinking water	375	26.3 %
Fire services	350	24.5 %
Solid waste services	246	17.2 %
Land use planning	151	10.6 %
Maintenance of infrastructure	694	48.6 %
Parks & recreation	237	16.6 %
Police services	784	54.9 %
Public information	55	3.9 %
Public library	166	11.6 %
Sewer services	143	10.0 %
Storm drainage	119	8.3 %
Traffic signal timing	242	16.9 %
None chosen	122	8.5 %
Total	4783	

Q9. Please rate the City's performance in the following areas of public safety services.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q9a. Crime prevention	7.9%	35.5%	36.2%	13.2%	7.1%
Q9b. Traffic enforcement	9.0%	41.6%	32.5%	9.8%	7.1%
Q9c. Efforts by police to fight crime in your neighborhood	14.2%	37.8%	25.7%	13.9%	8.3%
Q9d. Efforts by police to work with your neighborhood to solve local problems	15.4%	31.7%	21.9%	14.6%	16.3%
Q9e. Efforts by police to effectively deal with problems in your neighborhood	13.5%	32.8%	23.5%	13.5%	16.6%
Q9f. Response time of police to emergencies	13.5%	31.1%	20.9%	13.6%	21.0%
Q9g. Response time of fire to emergencies	23.1%	34.1%	11.9%	2.5%	28.4%
Q9h. Fire prevention and education	13.1%	30.8%	17.9%	5.5%	32.6%
Q9i. Municipal courts	6.7%	23.3%	23.0%	7.4%	39.7%
Q9j. Animal control	7.6%	25.1%	24.0%	18.8%	24.6%

EXCLUDING DON'T KNOW

Q9. Please rate the City's performance in the following areas of public safety services. (without "don't know")

(N=1428)

	Excellent	Good	Fair	Poor
Q9a. Crime prevention	8.5%	38.2%	39.0%	14.3%
Q9b. Traffic enforcement	9.7%	44.8%	35.0%	10.6%
Q9c. Efforts by police to fight crime in your neighborhood	15.5%	41.3%	28.1%	15.1%
Q9d. Efforts by police to work with your neighborhood to solve local problems	18.4%	37.9%	26.2%	17.5%
Q9e. Efforts by police to effectively deal with problems in your neighborhood	16.2%	39.3%	28.2%	16.2%
Q9f. Response time of police to emergencies	17.0%	39.4%	26.4%	17.2%
Q9g. Response time of fire to emergencies	32.3%	47.7%	16.6%	3.4%
Q9h. Fire prevention and education	19.4%	45.7%	26.6%	8.2%
Q9i. Municipal courts	11.0%	38.6%	38.1%	12.3%
Q9j. Animal control	10.0%	33.3%	31.8%	24.9%

Q9. Have you used this service in the past year?

(N=1428)

	Yes	No	Not Provided
Q9a. Crime prevention	10.6%	88.9%	0.4%
Q9b. Traffic enforcement	10.4%	89.2%	0.4%
Q9c. Efforts by police to fight crime in your neighborhood	14.6%	85.0%	0.4%
Q9d. Efforts by police to work with your neighborhood to solve local problems	12.3%	87.3%	0.4%
Q9e. Efforts by police to effectively deal with problems in your neighborhood	11.7%	87.9%	0.4%
Q9f. Response time of police to emergencies	13.1%	86.6%	0.3%
Q9g. Response time of fire to emergencies	7.3%	92.3%	0.4%
Q9h. Fire prevention and education	5.1%	94.5%	0.4%
Q9i. Municipal courts	9.5%	90.1%	0.3%
Q9j. Animal control	13.5%	86.2%	0.3%

Q10. Which TWO of the public safety services listed above do you think should be the City's top priorities? (Sum of Top Two Choices)

<u>Q10. Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
Crime prevention	682	47.8 %
Traffic enforcement	164	11.5 %
Fight crime in your neighborhood	295	20.7 %
Work with residents to solve local problems	140	9.8 %
Deal with problems in your neighborhood	132	9.2 %
Response time of police to emergencies	339	23.7 %
Response time of fire to emergencies	145	10.2 %
Fire prevention and education	59	4.1 %
Municipal courts	57	4.0 %
<u>Animal control</u>	<u>205</u>	<u>14.4 %</u>
Total	2218	

Q11. Please rate the City's performance in the areas of streets and infrastructure.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q11a. Street repair	6.3%	21.3%	32.5%	38.2%	1.8%
Q11b. Street cleaning	7.5%	29.2%	31.7%	26.1%	5.5%
Q11c. Street lighting	8.9%	36.9%	32.2%	19.6%	2.4%
Q11d. Sidewalk maintenance	5.6%	23.8%	31.4%	33.3%	6.0%
Q11e. Alley maintenance	4.0%	17.1%	27.8%	34.3%	16.9%
Q11f. Maintenance of streets in your neighborhood	8.0%	29.4%	33.1%	27.5%	2.0%

EXCLUDING DON'T KNOW

Q11. Please rate the City's performance in the following areas of streets and infrastructure. (without "don't know")

(N=1428)

	Excellent	Good	Fair	Poor
Q11a. Street repair	6.4%	21.6%	33.1%	38.9%
Q11b. Street cleaning	7.9%	30.9%	33.6%	27.6%
Q11c. Street lighting	9.1%	37.8%	33.0%	20.0%
Q11d. Sidewalk maintenance	6.0%	25.3%	33.4%	35.4%
Q11e. Alley maintenance	4.8%	20.6%	33.4%	41.2%
Q11f. Maintenance of streets in your neighborhood	8.1%	30.0%	33.7%	28.1%

Q11. Have you used this service in the past year?

(N=1428)

	Yes	No	Not Provided
Q11a. Street repair	23.0%	76.6%	0.4%
Q11b. Street cleaning	18.2%	81.4%	0.4%
Q11c. Street lighting	19.5%	80.0%	0.4%
Q11d. Sidewalk maintenance	19.6%	80.0%	0.4%
Q11e. Alley maintenance	13.5%	86.0%	0.4%
Q11f. Maintenance of streets in your neighborhood	20.4%	79.2%	0.4%

Q12. Which TWO of the street and infrastructure services listed above do you think should be the City's top priorities? (Sum of Top Two Choices)

Q12. Sum of Top Two Choices	Number	Percent
Street repair	953	66.7 %
Street cleaning	194	13.6 %
Street lighting	438	30.7 %
Sidewalk maintenance	323	22.6 %
Alley maintenance	239	16.7 %
Maintenance of streets in your neighborhood	389	27.2 %
Total	2536	

Q13. Please rate the City's performance in the areas of solid waste services.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q13a. Garbage collections	28.6%	46.3%	16.3%	7.1%	1.8%
Q13b. Recycling	28.5%	42.0%	15.6%	6.0%	7.8%
Q13c. Yard waste pickup	20.7%	40.4%	20.0%	7.8%	11.0%
Q13d. Bulk trash pickup	21.7%	42.5%	19.3%	8.1%	8.3%
Q13e. Household hazardous waste disposal	10.0%	23.4%	15.5%	10.0%	41.1%

EXCLUDING DON'T KNOW

Q13. Please rate the City's performance in the areas of solid waste services. (without "don't know")

(N=1428)

	Excellent	Good	Fair	Poor
Q13a. Garbage collections	29.1%	47.1%	16.5%	7.3%
Q13b. Recycling	31.0%	45.6%	17.0%	6.5%
Q13c. Yard waste pickup	23.2%	45.4%	22.5%	8.8%
Q13d. Bulk trash pickup	23.7%	46.4%	21.0%	8.9%
Q13e. Household hazardous waste disposal	16.9%	39.8%	26.3%	17.0%

Q13. Have you used this service in the past year?

(N=1428)

	Yes	No	Not Provided
Q13a. Garbage collections	48.9%	50.8%	0.3%
Q13b. Recycling	43.2%	56.5%	0.3%
Q13c. Yard waste pickup	32.5%	67.3%	0.2%
Q13d. Bulk trash pickup	35.3%	64.5%	0.2%
Q13e. Household hazardous waste disposal	13.9%	86.0%	0.1%

Q14. Which TWO of the solid waste services listed above do you think should be the City's top priorities? (Sum of Top Two Choices)

Q14. Sum of Top Two Choices	Number	Percent
Garbage collections	835	58.5 %
Recycling	520	36.4 %
Yard waste pickup	215	15.1 %
Bulk trash pickup	405	28.4 %
Household hazardous waste disposal	234	16.4 %
Total	2209	

Q15. Please rate the City's performance in the areas of water and wastewater.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q15a. Water pressure in your home	32.0%	46.8%	15.1%	4.7%	1.4%
Q15b. Taste of tap water in your home	19.8%	40.6%	22.1%	12.1%	5.4%
Q15c. Water conservation programs sponsored by the City	11.1%	33.2%	19.7%	5.8%	30.2%
Q15d. Ease of understanding your water/wastewater bill	17.5%	43.2%	22.4%	8.7%	8.3%
Q15e. Efforts to respond in timely manner to water/wastewater service issues	10.9%	29.9%	16.5%	5.1%	37.5%

EXCLUDING DON'T KNOW

Q15. Please rate the City's performance in the area of water and wastewater. (without "don't know")

(N=1428)

	Excellent	Good	Fair	Poor
Q15a. Water pressure in your home	32.4%	47.5%	15.4%	4.8%
Q15b. Taste of tap water in your home	21.0%	42.9%	23.4%	12.7%
Q15c. Water conservation programs sponsored by the City	15.9%	47.6%	28.2%	8.3%
Q15d. Ease of understanding your water/wastewater bill	19.1%	47.1%	24.4%	9.5%
Q15e. Efforts to respond in timely manner to water/wastewater service issues	17.5%	47.9%	26.5%	8.2%

Q15. Have you used this service in the past year?

(N=1428)

	Yes	No	Not Provided
Q15a. Water pressure in your home	37.9%	61.6%	0.4%
Q15b. Taste of tap water in your home	36.7%	62.9%	0.4%
Q15c. Water conservation programs sponsored by the City	12.7%	86.9%	0.4%
Q15d. Ease of understanding your water/wastewater bill	28.9%	70.7%	0.4%
Q15e. Efforts to respond in timely manner to water/wastewater service issues	10.6%	89.1%	0.3%

Q16. Which TWO of the water and wastewater services listed above do you think should be the City's top priorities? (Sum of Top Two Choices)

Q16. Sum of Top Two Choices	Number	Percent
Water pressure in your home	490	34.3 %
Taste of tap water in your home	737	51.6 %
Water conservation programs	418	29.3 %
Ease of understanding your water bill	208	14.6 %
Timely response to water/wastewater service issues	363	25.4 %
Total	2216	

Q17. Please rate the City's performance in the area of public information services.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q17a. Quality of City's website	7.4%	26.5%	15.2%	3.8%	47.2%
Q17b. Quality of City's cable television channel	6.0%	17.4%	10.5%	4.1%	62.0%
Q17c. WRR 101.1 FM broadcast of City Council meetings	6.9%	15.4%	9.5%	2.0%	66.2%
Q17d. 3-1-1 services	13.0%	30.9%	17.2%	5.9%	33.0%
Q17e. Availability of information about city programs & services	7.9%	30.4%	23.9%	9.7%	28.1%
Q17f. Level of public involvement in decision making	3.4%	17.4%	28.0%	17.2%	34.1%
Q17g. Usefulness of billing inserts that are included with your utility bill	6.7%	30.8%	23.9%	13.8%	24.9%
Q17h. Townhall meetings	3.2%	14.4%	20.1%	8.0%	54.3%
Q17i. Social media services (e.g., Facebook, Twitter, etc.)	3.2%	10.0%	8.0%	3.6%	75.2%

EXCLUDING DON'T KNOW**Q17. Please rate the City's performance in the area of public information services. (without "don't know")**

(N=1428)

	Excellent	Good	Fair	Poor
Q17a. Quality of City's website	13.9%	50.1%	28.8%	7.2%
Q17b. Quality of City's cable television channel	15.7%	45.8%	27.7%	10.9%
Q17c. WRR 101.1 FM broadcast of City Council meetings	20.5%	45.6%	28.0%	5.8%
Q17d. 3-1-1 services	19.5%	46.1%	25.6%	8.8%
Q17e. Availability of information about city programs & services	11.0%	42.3%	33.2%	13.5%
Q17f. Level of public involvement in decision making	5.2%	26.4%	42.4%	26.0%
Q17g. Usefulness of billing inserts that are included with your utility bill	8.9%	41.0%	31.8%	18.4%
Q17h. Townhall meetings	7.1%	31.4%	44.0%	17.5%
Q17i. Social media services (e.g., Facebook, Twitter, etc.)	12.7%	40.4%	32.2%	14.7%

Q17. Have you used this service in the past year?

(N=1428)

	Yes	No	Not Provided
Q17a. Quality of City's website	28.5%	71.3%	0.2%
Q17b. Quality of City's cable television channel	13.6%	86.1%	0.3%
Q17c. WRR 101.1 FM broadcast of City Council meetings	10.7%	89.0%	0.3%
Q17d. 3-1-1 services	27.1%	72.4%	0.5%
Q17e. Availability of information about city programs & services	14.7%	85.0%	0.3%
Q17f. Level of public involvement in decision making	8.4%	91.2%	0.4%
Q17g. Usefulness of billing inserts that are included with your utility bill	21.0%	78.5%	0.5%
Q17h. Townhall meetings	8.4%	91.3%	0.3%
Q17i. Social media services (e.g., Facebook, Twitter, etc.)	4.9%	94.9%	0.3%

Q18. Which TWO of the public information services listed above do you think should be the City's top priorities? (Sum of Top Two Choices)

Q18. Sum of Top Two Choices	Number	Percent
Quality of City website	245	17.2 %
Quality of City cable television channel	102	7.1 %
WRR 101.1 FM broadcast of City Council m... 3-1-1 services	64	4.5 %
Information about City programs & services	410	28.7 %
Level of public involvement in decision making	402	28.2 %
Usefulness of billing inserts with your utility bill	369	25.8 %
Townhall meetings	145	10.2 %
Social media services (e.g., Facebook, Twitter., etc.)	155	10.9 %
Total	40	2.8 %
	1932	

Q19. Where do you currently get news and information about city programs, services, and events?

Q19. Where do you get news & information about programs/services/events	Number	Percent
Local newspapers	771	54.0 %
Radio FM 101.1	190	13.3 %
Other local radio	321	22.5 %
Television news	1026	71.8 %
City cable channel	140	9.8 %
Other	134	9.4 %
City website	326	22.8 %
City utility bill	401	28.1 %
City newsletter	103	7.2 %
311	161	11.3 %
Townhall meetings	76	5.3 %
None chosen	41	2.9 %
Total	3690	

Q20. Please rate the City's performance in park and recreation services.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q20a. City parks	12.5%	44.5%	24.0%	5.5%	13.5%
Q20b. Recreation programs or classes	6.2%	25.8%	18.1%	6.1%	43.8%
Q20c. Range/variety of recreation programs and classes	5.5%	23.3%	17.6%	6.9%	46.7%
Q20d. Recreation centers/facilities	7.4%	29.8%	22.8%	6.9%	33.2%
Q20e. Accessibility of parks	14.3%	45.2%	20.1%	4.6%	15.8%
Q20f. Accessibility of recreation centers/facilities	10.5%	35.8%	20.4%	5.2%	28.1%
Q20g. Appearance/maintenance of parks	11.7%	40.8%	26.9%	6.7%	13.9%
Q20h. Appearance of recreation centers/facilities	8.1%	32.4%	25.1%	5.5%	28.8%
Q20i. Outdoor athletic facilities (soccer/baseball fields, tennis courts)	9.3%	33.1%	19.8%	6.2%	31.5%
Q20j. Walking and biking trails in the City	9.5%	32.7%	21.4%	9.9%	26.5%
Q20k. Outdoor swimming facilities	4.7%	14.7%	15.9%	17.4%	47.2%
Q20l. Indoor swimming facilities	4.0%	13.3%	11.7%	13.4%	57.6%
Q20m. Ease of registering for recreation programs/events	5.5%	18.9%	14.7%	6.0%	54.9%
Q20n. City golf courses	5.1%	16.5%	10.9%	3.6%	63.8%

EXCLUDING DON'T KNOW**Q20. Please rate the City's performance in park and recreation services. (without "don't know")**

(N=1428)

	Excellent	Good	Fair	Poor
Q20a. City parks	14.5%	51.5%	27.7%	6.3%
Q20b. Recreation programs or classes	11.0%	45.9%	32.3%	10.8%
Q20c. Range/variety of recreation programs and classes	10.4%	43.7%	33.0%	12.9%
Q20d. Recreation centers/facilities	11.0%	44.6%	34.1%	10.3%
Q20e. Accessibility of parks	17.0%	53.7%	23.9%	5.5%
Q20f. Accessibility of recreation centers/facilities	14.6%	49.8%	28.4%	7.2%
Q20g. Appearance/maintenance of parks	13.6%	47.4%	31.2%	7.8%
Q20h. Appearance of recreation centers/facilities	11.4%	45.6%	35.2%	7.8%
Q20i. Outdoor athletic facilities (soccer/baseball fields, tennis courts)	13.6%	48.4%	29.0%	9.0%
Q20j. Walking and biking trails in the City	13.0%	44.5%	29.1%	13.4%
Q20k. Outdoor swimming facilities	8.9%	27.9%	30.1%	33.1%
Q20l. Indoor swimming facilities	9.4%	31.4%	27.6%	31.6%
Q20m. Ease of registering for recreation programs/events	12.3%	41.9%	32.6%	13.2%
Q20n. City golf courses	14.1%	45.5%	30.2%	10.1%

Q20. Have you used this service in the past year?

(N=1428)

	Yes	No	Not Provided
Q20a. City parks	34.9%	64.8%	0.3%
Q20b. Recreation programs or classes	11.9%	87.7%	0.4%
Q20c. Range/variety of recreation programs and classes	8.5%	91.1%	0.4%
Q20d. Recreation centers/facilities	15.4%	84.3%	0.3%
Q20e. Accessibility of parks	19.9%	79.8%	0.4%
Q20f. Accessibility of recreation centers/facilities	11.7%	87.9%	0.4%
Q20g. Appearance/maintenance of parks	16.1%	83.3%	0.5%
Q20h. Appearance of recreation centers/facilities	11.4%	88.2%	0.4%
Q20i. Outdoor athletic facilities (soccer/baseball fields, tennis courts)	14.5%	85.1%	0.4%
Q20j. Walking and biking trails in the City	21.6%	78.0%	0.4%
Q20k. Outdoor swimming facilities	10.7%	89.0%	0.3%
Q20l. Indoor swimming facilities	8.0%	91.8%	0.3%
Q20m. Ease of registering for recreation programs/events	7.4%	92.4%	0.3%
Q20n. City golf courses	5.7%	93.9%	0.4%

Q21. Which THREE of the park and recreation services listed above do you think should be the City's top priorities? (Sum of Top Three Choices)

<u>Q21. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
City parks	539	37.7 %
Recreation programs & classes	194	13.6 %
Range/variety of recreation programs & classes	167	11.7 %
Recreation centers/facilities	186	13.0 %
Accessibility of parks	174	12.2 %
Accessibility of recreation centers/facilities	105	7.4 %
Appearance/maintenance of parks	412	28.9 %
Appearance recreation centers/facilities	114	8.0 %
Outdoor athletic facilities	163	11.4 %
Walking & biking trails	393	27.5 %
Outdoor swimming facilities	215	15.1 %
Indoor swimming facilities	58	4.1 %
Ease of registration for recreation programs & events	84	5.9 %
City golf courses	59	4.1 %
<u>None chosen</u>	<u>365</u>	<u>25.6 %</u>
Total	3228	

Q22. Please rate the City's performance in other City services.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q22a. Service to seniors	6.8%	18.6%	15.1%	6.7%	52.7%
Q22b. Services to youth	5.0%	20.2%	19.7%	8.6%	46.4%
Q22c. Services to low-income people	5.3%	15.8%	19.4%	12.6%	46.9%
Q22d. Amount of public parking	6.4%	24.7%	31.9%	16.9%	20.0%
Q22e. Accessibility of arts and cultural centers/facilities	12.3%	36.6%	20.4%	3.9%	26.8%
Q22f. Appearance of arts and cultural centers/facilities	19.0%	38.9%	14.4%	1.9%	25.8%
Q22g. Variety of library materials	16.5%	34.0%	19.4%	6.1%	24.0%
Q22h. Accessibility of City facilities/services for persons with disabilities	9.5%	24.6%	15.9%	5.1%	44.9%

EXCLUDING DON'T KNOW**Q22. Please rate the City's performance in other City services. (without "don't know")**

(N=1428)

	Excellent	Good	Fair	Poor
Q22a. Service to seniors	14.4%	39.4%	32.0%	14.2%
Q22b. Services to youth	9.3%	37.8%	36.9%	16.1%
Q22c. Services to low-income people	9.9%	29.8%	36.5%	23.7%
Q22d. Amount of public parking	8.1%	30.9%	39.8%	21.2%
Q22e. Accessibility of arts and cultural centers/facilities	16.8%	50.0%	27.9%	5.3%
Q22f. Appearance of arts and cultural centers/facilities	25.6%	52.4%	19.5%	2.5%
Q22g. Variety of library materials	21.8%	44.7%	25.5%	8.0%
Q22h. Accessibility of City facilities/ services for persons with disabilities	17.2%	44.7%	28.8%	9.3%

Q22. Have you used this service in the past year?

(N=1428)

	Yes	No	Not Provided
Q22a. Service to seniors	8.4%	91.5%	0.2%
Q22b. Services to youth	7.9%	91.8%	0.3%
Q22c. Services to low-income people	7.4%	92.3%	0.2%
Q22d. Amount of public parking	22.0%	77.7%	0.3%
Q22e. Accessibility of arts and cultural centers/facilities	16.7%	82.9%	0.4%
Q22f. Appearance of arts and cultural centers/facilities	17.0%	82.7%	0.2%
Q22g. Variety of library materials	23.7%	76.0%	0.3%
Q22h. Accessibility of City facilities/services for persons with disabilities	6.9%	92.9%	0.2%

Q23. Have you had any in-person or phone contact with an employee of the City within the last 12 months?

Q23. Had any in-person or phone contact with an employee in the last 12 months	Number	Percent
Yes	612	42.9 %
No	771	54.0 %
Don't remember	45	3.2 %
Total	1428	100.0 %

Q23a. Which department did you contact most recently?

Q23a. Which department did you contact most recently	Number	Percent
311	69	11.9 %
311/911	2	0.3 %
311 ANIM CONTROL/CODE ENFORCMT	1	0.2 %
311/ANIMAL CONTROL	2	0.3 %
311/CITY SERVICES	2	0.3 %
311/CODE ENFORCEMENT	1	0.2 %
311/DALLAS COURTS	1	0.2 %
311 FOR SANITATION	1	0.2 %
311/POLICE	2	0.3 %
311/SANITATION	1	0.2 %
311/SEWERS	1	0.2 %
311/STREET	1	0.2 %
311/STREET REPAIR	1	0.2 %
311 TO GET ALARM PERMIT	1	0.2 %
311/WATER	2	0.3 %
911	14	2.4 %
911/POLICE	2	0.3 %
ACCOUNTING/FINANCE	1	0.2 %
ALARM PERMITS	1	0.2 %
ALARMS	1	0.2 %
ALLEY MAINTENANCE	1	0.2 %
AM	1	0.2 %
AMBULANCE	7	1.2 %
ANIMAL CONTROL	19	3.3 %
APPRAISAL/WATER	1	0.2 %
BILLING	1	0.2 %
BIRTH CERTIFICATE	1	0.2 %
BUILDING INSPECTION	3	0.5 %
BUILDING PERMITS	1	0.2 %
BULK PICKUP	1	0.2 %
BULK TRASH PICKUP	1	0.2 %
CAR REGISTRATION & POLICE	1	0.2 %
CAR TITLE	1	0.2 %
CITY ATTORNEY	1	0.2 %
CITY COMPLIANCE	1	0.2 %
CITY COUNCIL	4	0.7 %
CITY COUNCIL/MAYOR	1	0.2 %
CITY HALL	1	0.2 %
CITY OF DALLAS	2	0.3 %
CITY PARK	1	0.2 %
CITY TAX OFFICE	1	0.2 %
CITY WATER	1	0.2 %

Q23a. Which department did you contact most recently?

Q23a. Which department did you contact most recently	Number	Percent
CODE ENFORCEMENT	19	3.4 %
CONTROLLER	1	0.2 %
COUNCIL MEMBER ASSISTANT	1	0.2 %
COUNCILMAN	1	0.2 %
COURTS	6	1.1 %
DALLAS POLICE	1	0.2 %
DALLAS POUND	1	0.2 %
DALLAS WATER UTILITY	1	0.2 %
DALLS POLICE/DONATION	1	0.2 %
DART	1	0.2 %
DART RAPID TRANSIT	1	0.2 %
DOESN'T KNOW	3	0.5 %
DRIVING LICENCE DEPT	5	1.0 %
ELECTRICITY	1	0.2 %
FAR NORTH DALLAS MCCALLUM	1	0.2 %
FIRE DEPT	10	1.8 %
GARBAGE COLLECTION	2	0.3 %
GARBAGE PICKUP	1	0.2 %
GARBAGE/RECYLCING	1	0.2 %
HAZARDOUS WASTE COLLECTION	1	0.2 %
HEALTH	1	0.2 %
HEALTH & HUMAN	1	0.2 %
HOUSING	5	0.9 %
JAIL	1	0.2 %
LBJ PLANNING	1	0.2 %
LIBRARIAN	1	0.2 %
LIBRARY	11	1.9 %
LIGHT BILL	1	0.2 %
MAIN LIBRARY	1	0.2 %
MAINTENANCE	2	0.3 %
MEDICAL EMERGENCY	1	0.2 %
MOTOR VEHICLES	2	0.3 %
MUNICIPAL COURTS	7	1.2 %
NORTHPARK LIBRARY	1	0.2 %
PARKS	2	0.3 %
PARKS & RECREATION	10	1.7 %

Q23a. Which department did you contact most recently?

Q23a. Which department did you contact most recently	Number	Percent
PERMITS	2	0.3 %
PHONE/GAS/WATER	1	0.2 %
PLANNING & ZONING	1	0.2 %
PLANNING & DEVELOPMENT	4	0.8 %
PLANNING HISTORIC PRESERVATION	1	0.2 %
PLANNING/ZONING	1	0.2 %
POLICE	126	21.8 %
POLICE - BURGLARY	1	0.2 %
POLICE/311	1	0.2 %
POLICE/311/WATER	1	0.2 %
POLICE/CITY COUNCIL	1	0.2 %
POLICE/CODE ENFORCEMENT	1	0.2 %
POLICE/CODES	1	0.2 %
POLICE/COURTS	1	0.2 %
POLICE DEPT	4	0.7 %
POLICE/TRASH	1	0.2 %
PUBLIC PARKING	1	0.2 %
PUBLIC WORKS/TRANSPORTATION	1	0.2 %
CUTTING DOWN WEEDS	1	0.2 %
REAL ESTATE	1	0.2 %
RECEPTIONIST	6	1.0 %
RECREATION CENTER	1	0.2 %
RECYCLE	1	0.2 %
RECYCLING	3	0.5 %
REPORT TRAFFIC ACCIDENT	1	0.2 %
ROAD SERVICE	1	0.2 %
SAFELITE ENFORCEMENT	1	0.2 %
SANITATION	18	3.1 %
SANITATION DEPT	1	0.2 %
SANITATION/RECYCLING	1	0.2 %
SANITATION/TRASH PICKUP	1	0.2 %
SECURITY ALARMS	2	0.4 %
SECURITY PERMIT	1	0.2 %
SEWER SERVICE	3	0.5 %
SIDEWALK MAINTENANCE	2	0.4 %

Q23a. Which department did you contact most recently?

Q23a. Which department did you contact most recently	Number	Percent
SOCIAL SECURITY ADMINISTRATION	2	0.4 %
SOLID WASTE	1	0.2 %
STREET MAINTENANCE	4	0.6 %
STREETS/311	1	0.2 %
SW DIV OF POLICE STATION	1	0.2 %
TAX	2	0.3 %
TAX APPRAISAL	1	0.2 %
TAX ASSESSOR	1	0.2 %
TAX DEPT	1	0.2 %
TAX PROFESSIONAL	1	0.2 %
TAXES	1	0.2 %
TICKETS	1	0.2 %
TRAFFIC CONTRAOL	5	0.9 %
TRANSPORT & DRIVING	1	0.2 %
TRASH	6	1.1 %
TRINITY RIVER GROUP	1	0.2 %
UTILITIES	1	0.2 %
VITAL STATISTICS	3	0.5 %
WASTE SERVICE BULK TRASH	1	0.2 %
WASTEWATER	1	0.2 %
WATER	71	12.3 %
WATER/ALLEY/WASTE	1	0.2 %
WATER BILLING DEPT	1	0.2 %
WATER CONSERVATION	1	0.2 %
WATER DEPARTMENT	1	0.2 %
WATER DEPT & GAS CO	1	0.2 %
WATER/PARKS	1	0.2 %
WATER/SEWER/ANIMAL CONTROL	1	0.2 %
WATER UTILITY	2	0.3 %
ZOO	1	0.2 %
Total	578	100.0 %

Q23b-e. Please rate the performance of the City employees who helped you the last time you contacted the City in the area of customer service.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q23b. Knowledge	32.5%	38.2%	16.3%	9.6%	3.4%
Q23c. Responsiveness	32.5%	33.3%	16.2%	16.6%	1.5%
Q23d. Courtesy	37.7%	35.4%	13.7%	11.4%	1.8%
Q23e. Overall	32.3%	33.6%	18.6%	13.5%	2.0%

EXCLUDING DON'T KNOW

Q23b-e. Please rate the performance of the City employees who helped you the last time you contacted the City in the area of customer service. (without "don't know")

(N=1428)

	Excellent	Good	Fair	Poor
Q23b. Knowledge	33.6%	39.5%	16.9%	10.0%
Q23c. Responsiveness	32.9%	33.8%	16.4%	16.9%
Q23d. Courtesy	38.4%	36.0%	14.0%	11.6%
Q23e. Overall	32.9%	34.3%	19.0%	13.8%

Q24. Have you used either the City's 3-1-1 Customer Service Call Center or the Water Customer Service line in the past 6 months?

Q24. Used either 3-1-1 Customer Service or Water Customer Service past 6 months		
	Number	Percent
Yes	552	38.7 %
No	838	58.7 %
Don't remember	38	2.7 %
Total	1428	100.0 %

Q24b-d. Please rate the performance of the City employees who helped you the last time you contacted the City's 3-1-1 Customer Service Call Center.

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q24b. 3-1-1 Customer Service Agent who handled your call	33.8%	35.9%	16.1%	7.2%	7.0%
Q24c. Quality of Web-based Service Request System	14.3%	20.4%	10.5%	6.3%	48.5%
Q24d. Quality of service provided by agents handling calls related to your water service	21.5%	25.3%	12.1%	7.4%	33.6%

EXCLUDING DON'T KNOW

Q24b-d. Please rate the performance of the City employees who helped you the last time you contacted the City's 3-1-1 Customer Service Call Center. (without "don't know")

(N=1428)

	Excellent	Good	Fair	Poor
Q24b. 3-1-1 Customer Service Agent who handled your call	36.3%	38.6%	17.3%	7.8%
Q24c. Quality of Web-based Service Request System	27.7%	39.6%	20.4%	12.3%
Q24d. Quality of service provided by agents handling calls related to your water service	32.4%	38.1%	18.3%	11.2%

Q25. Overall how would you rate the quality of governmental services provided?

(N=1428)

	Excellent	Good	Fair	Poor	Don't Know
Q25a. The City of Dallas	11.7%	43.6%	29.8%	6.6%	8.3%
Q25b. The Federal Government	7.6%	29.6%	29.8%	14.1%	18.8%
Q25c. The State Government	7.2%	30.2%	30.5%	13.7%	18.4%

EXCLUDING DON'T KNOW

Q25. Overall how would you rate the quality of governmental services provided? (without "don't know")

(N=1428)

	Excellent	Good	Fair	Poor
Q25a. The City of Dallas	12.7%	47.6%	32.5%	7.2%
Q25b. The Federal Government	9.4%	36.5%	36.7%	17.4%
Q25c. The State Government	8.8%	37.0%	37.4%	16.7%

Q26. Please rate your level of agreement with the following statements.

(N=1428)

	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know
Q26a. Receive good value for taxes	6.4%	31.9%	28.2%	17.2%	7.9%	8.4%
Q26b. Pleased with overall direction	6.4%	33.1%	29.8%	16.2%	6.1%	8.4%
Q26c. Government welcomes citizen involvement	5.7%	28.0%	29.1%	15.1%	4.6%	17.5%
Q26d. Government listens to citizens	4.1%	22.1%	32.1%	18.0%	7.8%	15.8%

EXCLUDING DON'T KNOW

Q26. Please rate your level of agreement with the following statements. (without "don't know")

(N=1428)

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Q26a. Receive good value for taxes	7.0%	34.8%	30.8%	18.7%	8.6%
Q26b. Pleased with overall direction	7.0%	36.1%	32.6%	17.7%	6.7%
Q26c. Government welcomes citizen involvement	7.0%	34.0%	35.2%	18.3%	5.5%
Q26d. Government listens to citizens	4.9%	26.3%	38.2%	21.4%	9.3%

Q27. How many times have you used Trinity River Corridor's recreational amenities in the last 12 months?

Q27. How many times used Trinity River Corridor's recreational amenities		
	Number	Percent
Never	1216	85.2 %
1-2 times	61	4.3 %
3-5 times	21	1.5 %
More than 5 times	18	1.3 %
Not provided	112	7.8 %
Total	1428	100.0 %

Q28. Which modes of transportation do you use on a regular basis?

Q28. Which modes of transportation use most		
	Number	Percent
Drive alone	1206	84.5 %
Carpool	206	14.4 %
Light rail	190	13.3 %
Bus	182	12.7 %
Bicycle	105	7.4 %
Walk	376	26.3 %
Telecommute	50	3.5 %
Other	27	1.9 %
None chosen	37	2.6 %
Total	2379	

Q29. How many years have you lived in Dallas?

<u>Q29. How many years lived in Dallas</u>	<u>Number</u>	<u>Percent</u>
3 or less	50	3.5 %
4 or 5	125	8.8 %
6 to 10	92	6.4 %
11 to 15	123	8.6 %
16 to 20	132	9.2 %
21 to 30	264	18.5 %
31+	642	45.0 %
Total	1428	100.0 %

Q30. How many persons in your household (counting yourself) are?

	<u>Mean</u>	<u>Sum</u>
Number	2.85	4037
Q30. Under age 12	0.46	657
Ages 12-17	0.26	373
Ages 18-34	0.56	795
Ages 35-49	0.52	739
Ages 50-64	0.68	958
Ages 65+	0.36	515

Q31. What is your age?

<u>Q31. What is your age</u>	<u>Number</u>	<u>Percent</u>
18-24 years	143	10.0 %
25-34 years	229	16.0 %
35-44 years	271	19.0 %
45-54 years	283	19.8 %
55-64 years	251	17.6 %
65-74 years	160	11.2 %
75+ years	91	6.4 %
Total	1428	100.0 %

Q32. Which of the following best describes your home?

<u>Q32. Which describes your home</u>	<u>Number</u>	<u>Percent</u>
Single family home	929	65.1 %
Apartment/condo	484	33.9 %
Mobile home	11	0.8 %
Other	4	0.3 %
Total	1428	100.0 %

Q33. Do you own or rent your home?

<u>Q33. Do you own or rent</u>	<u>Number</u>	<u>Percent</u>
Own	836	58.5 %
Rent	571	40.0 %
<u>Not provided</u>	<u>21</u>	<u>1.5 %</u>
Total	1428	100.0 %

Q34. Do any members of your household have a physical disability?

<u>Q34. Any physical disability</u>	<u>Number</u>	<u>Percent</u>
Yes	261	18.3 %
No	1167	81.7 %
Total	1428	100.0 %

Q35. Which of the following best describes your race/ethnicity?

<u>Q35. Race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
American Indian/Alaska Native	19	1.3 %
Asian/Pacific Islander	30	2.1 %
Black/African-American	352	24.6 %
White/Caucasian	601	42.1 %
Other	436	30.5 %
Total	1438	

Q35. Other

<u>Q35. Other</u>	<u>Number</u>	<u>Percent</u>
AMERICAN	3	0.7 %
BANGLADESHI	1	0.2 %
BROWN	1	0.2 %
DOMINICAN	1	0.2 %
GREEK	1	0.2 %
HISPANIC	392	90.1 %
HISPANIC/LATINO	1	0.2 %
HISPANIC/MEXICAN	4	0.9 %
HUMAN	2	0.5 %
HUSBAND IS HISPANIC	1	0.2 %
ITALIAN AMERICAN	1	0.2 %
LATIN	3	0.7 %
LATIN AMERICAN	1	0.2 %
LATINO	9	2.1 %
LATINO AMERICAN	1	0.2 %
MEXICAN	5	1.1 %
MEXICAN AMERICAN	3	0.7 %
MEXICAN-AMERICAN	1	0.2 %
PERSIAN	1	0.2 %
PUERTO RICAN	1	0.2 %
SPANISH	2	0.5 %
Total	435	100.0 %

Q36. Are you Spanish, Hispanic, or Latino?

<u>Q36. Spanish/Hispanic/Latino</u>	<u>Number</u>	<u>Percent</u>
Yes	598	41.9 %
No	830	58.1 %
Total	1428	100.0 %

Q37. What is your total annual household income?

<u>Q37. Annual household income</u>	<u>Number</u>	<u>Percent</u>
Less than \$24999K	314	22.0 %
\$25K-\$49999	331	23.2 %
\$50K-\$74999	196	13.7 %
\$75K-\$99999	122	8.5 %
\$100K+	262	18.3 %
Not provided	203	14.2 %
Total	1428	100.0 %

Q38. What is the highest degree or level of education you have completed?

<u>Q38. Highest level of education</u>	<u>Number</u>	<u>Percent</u>
Less than High school	189	13.2 %
High school graduate	304	21.3 %
Some college	286	20.0 %
Associate's degree	80	5.6 %
Bachelor's degree	290	20.3 %
Graduate degree	238	16.7 %
Not provided	41	2.9 %
Total	1428	100.0 %

Q39. Are you currently employed?

<u>Q39. Currently employed</u>	<u>Number</u>	<u>Percent</u>
Yes	871	61.0 %
No	554	38.8 %
<u>Not provided</u>	<u>3</u>	<u>0.2 %</u>
Total	1428	100.0 %

Q40. Are you registered to vote in the jurisdiction where you live?

<u>Q40. Registered to vote</u>	<u>Number</u>	<u>Percent</u>
Yes	1162	81.4 %
No	266	18.6 %
Total	1428	100.0 %

Q41. Do you plan to vote in the next City election?

<u>Q41. Plan to vote in next election</u>	<u>Number</u>	<u>Percent</u>
Yes	1028	72.0 %
No	199	13.9 %
<u>Don't Know</u>	<u>201</u>	<u>14.1 %</u>
Total	1428	100.0 %

Q42. What is your gender?

<u>Q42. Gender</u>	<u>Number</u>	<u>Percent</u>
Male	679	47.5 %
Female	749	52.5 %
Total	1428	100.0 %

Section 5:
Survey Instrument



March 2011

Dear Dallasite:

Have you ever thought of yourself as a customer of government services? Well, in the City of Dallas, we recognize that you have a choice about where you live, work and play. ***You are our most important customer, and we are working hard to change attitudes and to improve our processes to give you the best possible service.***

In my opinion, improving customer service has no end point. We can always improve, and we should never be afraid to ask our customers how we're doing.

This is where you come in.

For the fifth year, the City of Dallas is sending out the enclosed satisfaction survey to residents of Dallas. Your household is among a very small percent of all Dallas households randomly selected to receive this year's survey. ***Your honest opinion carries a great deal of weight!***

Here are some basic instructions:

1. Of those individuals living in your home, the adult 18 years or older who had the most recent birthday should fill out the survey.
2. Fill out the survey completely. "Don't Know" is an acceptable response.
3. Send the completed survey back in the enclosed postage-paid envelope.
4. Only complete one survey per household.
5. Call 888-801-5368 if you have any questions.

Results will be posted on the City's website in June 2011 at www.dallascityhall.com. You can also check out the results from prior surveys. Thank you so much for your time, and for helping the City of Dallas achieve our vision of becoming the number one city in America for customer service!

Sincerely,

A handwritten signature in black ink, appearing to read 'Mary K. Suhm'.

Mary K. Suhm
City Manager



2011 Community Survey

City of Dallas

Thank you for taking time to complete this important survey. Your input will be used to help improve the quality of city services and set priorities for the community. If you have any questions, please call us toll free at (888) 801-5368. When you are finished, please return your completed survey in the enclosed postage-paid envelope. Your responses will remain confidential.

PERCEPTIONS OF THE CITY

1. Please rate the following items by circling the corresponding number below.

HOW WOULD YOU RATE:		PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
a.	Dallas as a place to live?	1	2	3	4	9
b.	Your neighborhood as a place to live?	1	2	3	4	9
c.	Dallas as a place to raise children?	1	2	3	4	9
d.	Dallas as a place to work?	1	2	3	4	9
e.	Dallas as a place to retire	1	2	3	4	9
f.	Dallas as a place to do business	1	2	3	4	9
g.	The quality of economic development in Dallas?	1	2	3	4	9
h.	The quality of public schools in Dallas?	1	2	3	4	9
i.	The overall quality of life in Dallas?	1	2	3	4	9

2. Please rate each of the following characteristics as they relate to Dallas as a whole.

HOW WOULD YOU RATE:		PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
a.	Sense of community	1	2	3	4	9
b.	Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	9
c.	Overall appearance of Dallas	1	2	3	4	9
d.	Opportunities to attend arts and cultural events	1	2	3	4	9
e.	Shopping opportunities	1	2	3	4	9
f.	Air quality	1	2	3	4	9
g.	Recreational activities	1	2	3	4	9
h.	Job opportunities	1	2	3	4	9
i.	Access to affordable quality housing	1	2	3	4	9
j.	Access to affordable quality child care	1	2	3	4	9
k.	Access to affordable quality health care	1	2	3	4	9
l.	Access to affordable quality food	1	2	3	4	9
m.	Ease of car travel in Dallas	1	2	3	4	9
n.	Ease of bus travel in Dallas	1	2	3	4	9
o.	Ease of rail travel in Dallas	1	2	3	4	9
p.	Ease of bicycle travel in Dallas	1	2	3	4	9
q.	Ease of walking in Dallas	1	2	3	4	9
r.	Educational opportunities	1	2	3	4	9
s.	Overall image/reputation of Dallas	1	2	3	4	9
t.	Overall quality of new development in Dallas	1	2	3	4	9

3. Please rate the speed of growth in the following categories in Dallas over the past two years:

HOW WOULD YOU RATE:		Much too slow	Too Slow	About Right	Too Fast	Much too Fast	Don't Know
a.	Population growth	1	2	3	4	5	9
b.	Retail growth (stores, restaurants, etc.)	1	2	3	4	5	9
c.	Job growth	1	2	3	4	5	9

4. Please indicate the extent to which you think each of the following is a problem in the City of Dallas by circling the corresponding number below.

PROBLEMS IN THE CITY		PERFORMANCE				
		Not A Problem	Minor Problem	Moderate Problem	Major Problem	Don't Know
a.	Crime	1	2	3	4	9
b.	Drugs	1	2	3	4	9
c.	Too much growth	1	2	3	4	9
d.	Lack of growth	1	2	3	4	9
e.	Graffiti	1	2	3	4	9
f.	Noise	1	2	3	4	9
g.	Run down buildings, weed lots, or junk vehicles	1	2	3	4	9
h.	Taxes	1	2	3	4	9
i.	Traffic congestion	1	2	3	4	9
j.	Unsupervised youth	1	2	3	4	9
k.	Homelessness	1	2	3	4	9
l.	Weeds	1	2	3	4	9
m.	Absence of communications from the City of Dallas translated into languages other than English	1	2	3	4	9
n.	Unwanted local businesses	1	2	3	4	9
o.	Toxic waste or other environmental hazard(s)	1	2	3	4	9
p.	Other (describe):	1	2	3	4	9

PERCEPTIONS OF SAFETY

5. Using a scale of 1 to 5 where 5 means "Very Safe" and 1 means "Very Unsafe" please indicate how safe you feel in the following situations.

How Safe Do You Feel:		Very Safe	Safe	Neither Safe or Unsafe	Unsafe	Very Unsafe	Don't Know
a.	In your neighborhood during the day	5	4	3	2	1	9
b.	In your neighborhood after dark	5	4	3	2	1	9
c.	In Dallas's downtown area during the day	5	4	3	2	1	9
d.	In Dallas's downtown area after dark	5	4	3	2	1	9
e.	In Dallas's parks during the day	5	4	3	2	1	9
f.	In Dallas's parks after dark	5	4	3	2	1	9
g.	From violent crime (rape, assault, robbery)	5	4	3	2	1	9
h.	From property crime (burglary, theft)	5	4	3	2	1	9
i.	Fire	5	4	3	2	1	9

6. During the past twelve months, were you or anyone in your household the victim of any crime?

____(1) Yes: **IF YES** – was this crime (these crimes) reported to the police? YES NO
 ____ (2) No

MAJOR CATEGORIES OF CITY SERVICES

7. Please rate the City’s overall performance in each of the major categories listed below by circling the corresponding number below. If you have used the service during the past 12 months, please check the gray box to the far right.

MAJOR CATEGORIES OF CITY SERVICES		PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
a.	Ambulance/emergency medical services	1	2	3	4	9	
b.	Arts and cultural program	1	2	3	4	9	
c.	Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	9	
d.	Customer service provided by city employees	1	2	3	4	9	
e.	Drinking water	1	2	3	4	9	
f.	Fire services	1	2	3	4	9	
g.	Solid waste services (e.g., garbage and recycling collection)	1	2	3	4	9	
h.	Land use, planning, and zoning	1	2	3	4	9	
i.	Maintenance of infrastructure (e.g., city streets and sidewalks)	1	2	3	4	9	
j.	The City's parks and recreation system	1	2	3	4	9	
k.	Police services	1	2	3	4	9	
l.	Public information services	1	2	3	4	9	
m.	Public library services	1	2	3	4	9	
n.	Sewer services (e.g. sanitary sewer / wastewater)	1	2	3	4	9	
o.	Storm drainage	1	2	3	4	9	
p.	Traffic signal timing	1	2	3	4	9	

8. Which FOUR of the services listed above do you think should be the City’s top priorities? (list your top 4 choices below using the letters from the list in Question 7)

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

PUBLIC SAFETY SERVICES

9. Please rate the City’s performance in following areas.

PUBLIC SAFETY SERVICES		PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
a.	Crime prevention	1	2	3	4	9	
b.	Traffic enforcement	1	2	3	4	9	
c.	Efforts by police to fight crime in your neighborhood	1	2	3	4	9	
d.	Efforts by police to work with residents in your neighborhood to solve local problems	1	2	3	4	9	
e.	Efforts by police to effectively deal with problems that concern people in your neighborhood	1	2	3	4	9	
f.	Response time of police to emergencies	1	2	3	4	9	
g.	Response time of fire to emergencies	1	2	3	4	9	
h.	Fire prevention and education	1	2	3	4	9	
i.	Municipal courts	1	2	3	4	9	
j.	Animal control	1	2	3	4	9	

10. Which TWO of the public safety services listed above do you think should be the City’s top priorities? (list your top 2 choices below using the letters from the list in Question 9)

1st: _____ 2nd: _____

STREETS AND INFRASTRUCTURE

11. Please rate the City’s performance in the following areas.

STREETS AND INFRASTRUCTURE		PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
a.	Street repair	1	2	3	4	9	
b.	Street cleaning	1	2	3	4	9	
c.	Street lighting	1	2	3	4	9	
d.	Sidewalk maintenance	1	2	3	4	9	
e.	Alley maintenance	1	2	3	4	9	
f.	Maintenance of streets in your neighborhood	1	2	3	4	9	

12. Which TWO of the street and infrastructure services listed above do you think should be the City’s top priorities? (list your top 2 choices below using the letters from the list in Question 11)

1st. _____ 2nd. _____

SOLID WASTE SERVICES

13. Please rate the City’s performance in the following areas.

SOLID WASTE SERVICES		PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
a.	Garbage collections	1	2	3	4	9	
b.	Recycling	1	2	3	4	9	
c.	Yard waste pick-up	1	2	3	4	9	
d.	Bulk trash pick-up	1	2	3	4	9	
e.	Household hazardous waste disposal	1	2	3	4	9	

14. Which TWO of the solid waste services listed above do you think should be the City’s top priorities? (list your top 2 choices below using the letters from the list in Question 13)

1st. _____ 2nd. _____

WATER AND WASTEWATER SERVICES

15. Please rate the City’s performance in the following areas.

WATER AND WASTEWATER		PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
a.	Water pressure in your home	1	2	3	4	9	
b.	Taste of tap water in your home	1	2	3	4	9	
c.	Water conservation programs sponsored by the City	1	2	3	4	9	
d.	Ease of understanding your water/wastewater bill	1	2	3	4	9	
e.	Efforts by the City to respond timely to water/wastewater service issues at your home or business	1	2	3	4	9	

16. Which TWO of the water and wastewater services listed above do you think should be the City’s top priorities? (list your top 2 choices below using the letters from the list in Question 15)

1st. _____ 2nd. _____

PUBLIC INFORMATION SERVICES

17. Please rate the City's performance in the following areas of communication.

PUBLIC INFORMATION SERVICES		PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
a.	Quality of City's website	1	2	3	4	9	
b.	Quality of City's cable television channel	1	2	3	4	9	
c.	WRR 101.1 FM broadcast of City Council meetings	1	2	3	4	9	
d.	3-1-1 services	1	2	3	4	9	
e.	Availability of information about city programs & services	1	2	3	4	9	
f.	Level of public involvement in decision making	1	2	3	4	9	
g.	Usefulness of billing inserts that are included with your City of Dallas utility bill	1	2	3	4	9	
h.	Townhall meetings	1	2	3	4	9	
i.	The City's social media services (e.g., Facebook, Twitter, etc.)	1	2	3	4	9	

18. Which TWO of the public information services listed above do you think should be the City's top priorities? (list your top 2 choices below using the letters from the list in Question 17)

1st. _____ 2nd. _____

19. Where do you currently get news and information about city programs, services, and events? (check all that apply)

- | | |
|-----------------------------|----------------------------|
| ____(01) Local newspapers | ____(07) City website |
| ____(02) Radio FM 101.1 | ____(08) City utility bill |
| ____(03) Other local radio | ____(09) City newsletter |
| ____(04) Television News | ____(10) 311 |
| ____(05) City cable channel | ____(11) Townhall meetings |
| ____(06) Other: _____ | |

PARK AND RECREATION SERVICES

20. Please rate the City's performance in the following areas.

PARK AND RECREATION SERVICES		PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
a.	City parks	1	2	3	4	9	
b.	Recreation programs or classes	1	2	3	4	9	
c.	Range/variety of recreation programs and classes	1	2	3	4	9	
d.	Recreation centers/facilities	1	2	3	4	9	
e.	Accessibility of parks	1	2	3	4	9	
f.	Accessibility of recreation centers/facilities	1	2	3	4	9	
g.	Appearance/maintenance of parks	1	2	3	4	9	
h.	Appearance of recreation centers/facilities	1	2	3	4	9	
i.	Outdoor athletic facilities (soccer/baseball fields, tennis courts)	1	2	3	4	9	
j.	Walking and biking trails in the city	1	2	3	4	9	
k.	Outdoor swimming facilities	1	2	3	4	9	
l.	Indoor swimming facilities	1	2	3	4	9	
m.	Ease of registering for city recreation programs/events	1	2	3	4	9	
n.	City golf courses	1	2	3	4	9	

21. Which THREE of the park and recreation services listed above do you think should be the City's top priorities? (list your top 3 choices below using the letters from the list in Question 20)

1st. _____ 2nd. _____ 3rd. _____

22. Please rate the City's performance in the following areas.

OTHER CITY SERVICES		PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
a.	Service to seniors	1	2	3	4	9	
b.	Services to youth	1	2	3	4	9	
c.	Services to low-income people	1	2	3	4	9	
d.	Amount of public parking	1	2	3	4	9	
e.	Accessibility of arts and cultural centers/facilities	1	2	3	4	9	
f.	Appearance of arts and cultural centers/facilities	1	2	3	4	9	
g.	Variety of library materials	1	2	3	4	9	
h.	Accessibility of City facilities/services for persons with disabilities	1	2	3	4	9	

CUSTOMER SERVICE

23. Have you had any in-person or phone contact with an employee of the City of Dallas within the last 12 months (including police, receptionists, planners or any others)?

___(1) Yes [answer Question 23a-e] ___(2) No [go to Question 24]

23a. Which department did you contact most recently? _____

23b-e. Please rate the performance of the City employees who helped you the last time you contacted the City in the following areas:

GOVERNMENT		PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
b.	Knowledge	1	2	3	4	9
c.	Responsiveness	1	2	3	4	9
d.	Courtesy	1	2	3	4	9
e.	Overall	1	2	3	4	9

3-1-1 CUSTOMER SERVICE CALL CENTER

24. Have you used either the City's 3-1-1 Customer Service Call Center or the Water Customer Service line (214) 651-1441, in the past 6 months?

___(1) Yes ___(2) No [go to Question 25]

24b-d. Please rate the performance of the City employees who helped you the last time you contacted the City's 3-1-1 Customer Service Call Center in the following areas:

HOW WOULD YOU RATE THE:		PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
b.	3-1-1 Customer Service Agent who handled your call	1	2	3	4	9
c.	Quality of the City's Web-based Service Request System which allows you to enter and track service requests on-line	1	2	3	4	9
d.	Quality of service provided by agents handling calls related to your water service (if applicable)	1	2	3	4	9

OVERALL QUALITY OF GOVERNMENTAL SERVICES

25. Overall how would you rate the quality of services provided by:

GOVERNMENT		PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
a.	The City of Dallas	1	2	3	4	9
b.	The Federal Government	1	2	3	4	9
c.	The State Government	1	2	3	4	9

26. Using a scale of 1 to 5 where 5 means “strongly agree” and 1 means “strongly disagree” please rate your level of agreement with the following statements.

STATEMENT		Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree	Don't Know
a.	I receive good value for the City of Dallas taxes I pay	5	4	3	2	1	9
b.	I am pleased with the overall direction that the City of Dallas is taking	5	4	3	2	1	9
c.	The City of Dallas government welcomes citizen involvement	5	4	3	2	1	9
d.	The City of Dallas government listens to citizens	5	4	3	2	1	9

27. In the last 12 months, about how many times, if ever, have you or other household members used Trinity River Corridor's recreational amenities? _____ times

28. Which modes of transportation do you use on a regular basis? (Check all that apply)
 ___(1) Drive alone ___(2) Carpool ___(3) Light rail ___(4) Bus
 ___(5) Bicycle ___(6) Walk ___(7) Telecommute ___(8) Other: _____

29. How many years have you lived in Dallas? _____ years

30. How many persons in your household (counting yourself), are:
 Under age 12 ___ Ages 18-34 ___ Ages 50-64 ___
 Ages 12-17 ___ Ages 35-49 ___ Ages 65+ ___

31. What is your age? _____ years

32. Which of the following best describes your home?
 ___(1) Single family home ___(2) Apartment/Condo ___(3) Mobile home ___(3) Other

33. Do you own or rent your home? ___(1) Own ___(2) Rent (or occupy without paying)

34. Do any members of your household have a physical disability? ___(1) Yes ___(2) No

35. What is your race or ethnic group? (check all that apply)
 ___(1) American Indian/Alaskan native ___(4) White/Caucasian
 ___(2) Asian/Pacific Islander ___(5) Other: _____
 ___(3) Black, African/American

36. Are you Spanish, Hispanic, or Latino? ___(1) Yes ___(2) No

37. What is your total annual household income?
 ___(1) less than \$24,999 ___(3) \$50,000 - \$74,999 ___(5) \$100,000 or more
 ___(2) \$25,000 - \$49,999 ___(4) \$75,000 - \$99,999

38. What is the highest degree or level of education you have completed?
 ___(1) less than high school ___(3) some college ___(5) Bachelor's degree
 ___(2) high school graduate ___(4) Associate's degree ___(6) graduate degree

39. Are you currently employed? ___(1) Yes ___(2) No

40. Are you registered to vote in the jurisdiction where you live? ___(1) Yes ___(2) No

41. Do you plan to vote in the next City election? ___(1) Yes ___(2) No ___(9) Don't know

42. What is your gender? ___(1) Male ___(2) Female

**Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061**

Individual responses to the survey will remain confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the city are having difficulties with city services. If your address is not correct, please provide the correct information



Marzo de 2011

Estimado residente de Dallas:

¿Alguna vez ha pensado en usted como si fuera cliente de los servicios públicos? Bueno, en la Ciudad de Dallas, reconocemos que usted tiene una opción sobre el lugar donde viven, trabajan y se divierten. **Usted es nuestro cliente más importante, y estamos trabajando duro para cambiar las actitudes y mejorar nuestros procesos para darle el mejor servicio posible.**

En mi opinión, la mejora de servicio al cliente no tiene punto final. Siempre podemos mejorar, y nunca se debe tener miedo de preguntar a nuestros clientes cómo lo estamos haciendo.

Aquí es donde entra usted

Por quinto año, la ciudad de Dallas envía la encuesta de satisfacción a los residentes de Dallas. Su hogar se encuentra entre un porcentaje muy pequeño de todos los hogares de Dallas seleccionados al azar para recibir la encuesta de este año. **Su opinión honesta lleva una gran cantidad de peso!**

Aquí están algunas instrucciones básicas:

1. De las personas que viven en su hogar, el adulto de 18 años o mayor que recién haya cumplido años puede llenar la encuesta.
2. Llene el cuestionario completo. "No sé "es una respuesta aceptable.
3. Enviar la parte posterior de la encuesta completada en el sobre adjunto con franqueo pagado.
4. Sólo llenar una encuesta por hogar.
5. Llame al 888-801-5368 si tiene alguna pregunta.

Los resultados se publicarán en la página Web de la Ciudad en junio de 2011 en www.dallascityhall.com. También puede consultar los resultados de las encuestas anteriores. Muchas gracias por su tiempo y por ayudar a la Ciudad de Dallas a lograr nuestra visión de ser la ciudad número uno en Estados Unidos por el servicio al cliente!

Atentamente,

Mary K. Suhm
Administradora del Ayuntamiento



Encuesta Ciudadana 2011

City of Dallas

Gracias por tomarse el tiempo para completar esta importante encuesta. Su aportación será usada para ayudar a mejorar la calidad en los servicios de la ciudad y establecer prioridades para la comunidad. Si tiene alguna pregunta, por favor llámenos sin cargo al (888) 801-5368. Cuando haya acabado, por favor de devolver su encuesta completada en el sobre con franqueo que se ha incluido. Sus respuestas permanecerán confidenciales.

PERCEPCIONES DE LA CIUDAD

1. Por favor clasifique los siguientes artículos haciendo un círculo al número correspondiente.

COMO CLASIFICARIA USTED:		RENDIMIENTO				
		Excelente	Bueno	Regular	Malo	No lo Sé
a.	¿Dallas como lugar para vivir?	1	2	3	4	9
b.	¿Su vecindario como lugar para vivir?	1	2	3	4	9
c.	¿Dallas como lugar par criar niños?	1	2	3	4	9
d.	¿Dallas como lugar para trabajar?	1	2	3	4	9
e.	¿Dallas como lugar para retirarse?	1	2	3	4	9
f.	¿Dallas como lugar para hacer negocios?	1	2	3	4	9
g.	¿La calidad del desarrollo económico en Dallas?	1	2	3	4	9
h.	¿La calidad de las escuelas públicas en Dallas?	1	2	3	4	9
i.	¿La calidad general de vida en Dallas?	1	2	3	4	9

2. Por favor clasifique cada una de las siguientes características en cuanto a como se relaciona al total de Dallas

COMO CLASIFICARIA USTED:		RENDIMIENTO				
		Excelente	Bueno	Regular	Malo	No lo Sé
a.	Sensación de comunidad	1	2	3	4	9
b.	Franqueza y aceptación de la comunidad hacia personas de antecedentes diversos	1	2	3	4	9
c.	Apariencia general de Dallas	1	2	3	4	9
d.	Oportunidades para asistir a eventos artísticos y culturales	1	2	3	4	9
e.	Oportunidades para ir de compras	1	2	3	4	9
f.	Calidad de aire	1	2	3	4	9
g.	Actividades recreativas	1	2	3	4	9
h.	Oportunidades de empleo	1	2	3	4	9
i.	Acceso a vivienda de calidad a precio razonable	1	2	3	4	9
j.	Acceso a cuidado de niños de calidad a precio razonable	1	2	3	4	9
k.	Acceso a cuidado de salud de calidad a precio razonable	1	2	3	4	9
l.	Acceso a alimentos de calidad a precio razonable	1	2	3	4	9
m.	Facilidad para andar en automóvil en Dallas	1	2	3	4	9
n.	Facilidad para andar en autobús en Dallas	1	2	3	4	9
o.	Facilidad para andar en tren/metro en Dallas	1	2	3	4	9
p.	Facilidad para andar en bicicleta en Dallas	1	2	3	4	9
q.	Facilidad para andar a pie en Dallas	1	2	3	4	9
r.	Oportunidades educativas	1	2	3	4	9
s.	Imagen/reputación general de Dallas	1	2	3	4	9
t.	Calidad general de los desarrollos nuevos en Dallas	1	2	3	4	9

3. Por favor clasifique la velocidad de crecimiento en las siguientes categorías en Dallas durante los últimos dos años:

COMO CLASIFICARIA USTED:		Muy Lento	Lento	Casi bien	Rápido	Muy Rápido	No Lo Sé
a.	Crecimiento poblacional	1	2	3	4	5	9
b.	Crecimiento Comercial (Tiendas, restaurantes, etc.)	1	2	3	4	5	9
c.	Crecimiento de empleo	1	2	3	4	5	9

4. Por favor indique el alcance en el que usted piensa que cada uno de los siguientes es un problema en la Ciudad de Dallas haciendo un círculo al número correspondiente.

PROBLEMAS EN LA CIUDAD		RENDIMIENTO				
		No Es Un Problema	Problema Menor	Problema Moderado	Problema Mayor	No Lo Sé
a.	Crímen	1	2	3	4	9
b.	Drogas	1	2	3	4	9
c.	Demasiado crecimiento	1	2	3	4	9
d.	Falta de crecimiento	1	2	3	4	9
e.	Graffiti	1	2	3	4	9
f.	Ruido	1	2	3	4	9
g.	Edificios sin mantenimiento, lotes enmalezados, o vehículos abandonados	1	2	3	4	9
h.	Impuestos	1	2	3	4	9
i.	Congestión de tránsito	1	2	3	4	9
j.	Juventud sin supervisión	1	2	3	4	9
k.	Indigencia	1	2	3	4	9
l.	Yerbas/maleza	1	2	3	4	9
m.	Ausencia de comunicación de la Ciudad de Dallas traducida a idiomas que no sean Inglés	1	2	3	4	9
n.	Negocios locales no-deseables	1	2	3	4	9
o.	Desechos tóxicos u otros riesgos ambientales	1	2	3	4	9

PERCEPCIONES DE SEGURIDAD

5. Usando una escala de 1 al 5 en la cual 5 significa "Muy Seguro" y 1 significa "Muy Peligroso" por favor indique que seguro se siente usted en las siguientes situaciones.

QUE SEGURO SE SIENTE:		Muy Seguro	Seguro	Ni Seguro Ni Peligroso	Peligroso	Muy Peligroso	No Lo Sé
a.	En su vecindario durante el día	5	4	3	2	1	9
b.	En su vecindario después del atardecer	5	4	3	2	1	9
c.	En el centro de Dallas durante el día	5	4	3	2	1	9
d.	En el centro de Dallas después del atardecer	5	4	3	2	1	9
e.	En los parques de Dallas durante el día	5	4	3	2	1	9
f.	En los parques de Dallas después del atardecer	5	4	3	2	1	9
g.	De crimen violento (violación, agresión, robo)	5	4	3	2	1	9
h.	De crimen contra la propiedad (escalamiento, robo)	5	4	3	2	1	9
i.	Fuego	5	4	3	2	1	9

6. ¿Durante los últimos doce meses, fue usted o alguien en su hogar víctimas de algún crimen?

- ___ (1) Si: **Es Si** – Este crimen (estos crímenes) fueron reportados a la policía? Si NO
- ___ (2) No

CATEGORIAS PRINCIPALES DE SERVICIOS DE LA CIUDAD

7. Favor de clasificar el desempeño general de la Ciudad en cada una de las categorías principales listadas a continuación haciendo un círculo en el número correspondiente. Si ha usado el servicio en el año pasado, favor de marcar el encasillado gris a la extrema derecha.

CATEGORIAS PRINCIPALES DE SERVICIOS DE LA CIUDAD		RENDIMIENTO					Marque aquí si uso este servicio en el ultimo año
		Excelente	Bueno	Regular	Malo	No Lo Sé	
a.	Servicios de ambulancia/emergencia	1	2	3	4	9	
b.	Programa de arte y cultura	1	2	3	4	9	
c.	Servicios de autobús/transito	1	2	3	4	9	
d.	Ejecución de Códigos (maleza, edificios abandonados, etc.)	1	2	3	4	9	
e.	Servicio al consumidor provisto por empleados de la ciudad	1	2	3	4	9	
f.	Agua potable	1	2	3	4	9	
g.	Servicios de bomberos	1	2	3	4	9	
h.	Servicios de desperdicios sólidos (Ej., recogido de basura y reciclables)	1	2	3	4	9	
i.	Servicios de Salud	1	2	3	4	9	
j.	Uso, planificación y zonificación de terrenos	1	2	3	4	9	
k.	Mantenimiento de infraestructura (Ej., calles y aceras municipales)	1	2	3	4	9	
l.	El sistema de parques y recreos de la Ciudad	1	2	3	4	9	
m.	Servicios de policía	1	2	3	4	9	
n.	Servicios de información pública	1	2	3	4	9	
o.	Servicios de biblioteca pública	1	2	3	4	9	
p.	Servicios de alcantarillado (Ej. alcantarillado sanitario/agua residual)	1	2	3	4	9	
q.	Alcantarillado pluvial	1	2	3	4	9	
r.	Coordinación de señales de transito	1	2	3	4	9	

8. ¿Cuales CUATRO de los servicios arriba listados cree usted que deben ser las prioridades primordiales de la Ciudad? (enumere sus 4 selecciones abajo usando las letras de la lista en la pregunta 7)

1^{ra}: _____ 2^{da}: _____ 3^{ra}: _____ 4^{ta}: _____

SERVICIOS DE SEGURIDAD PUBLICA

9. Por favor clasifique el desempeño de la Ciudad en las siguientes áreas.

SERVICIOS DE SEGURIDAD PUBLICA		RENDIMIENTO					Marque aquí si uso este servicio en el ultimo año
		Excelente	Bueno	Regular	Malo	No Lo Sé	
a.	Prevención de crimen	1	2	3	4	9	
b.	Autoridad de tránsito	1	2	3	4	9	
c.	Los esfuerzos de la policía para combatir el crimen en su barrio	1	2	3	4	9	
d.	Los esfuerzos de la policía para trabajar con los residentes en su barrio para resolver problemas locales	1	2	3	4	9	
e.	Los esfuerzos de la policía para tratar eficazmente los problemas que preocupan a la gente en su barrio	1	2	3	4	9	
f.	Tiempo de respuesta de la policía a emergencias	1	2	3	4	9	
g.	Tiempo de respuesta de los bomberos a emergencias	1	2	3	4	9	
h.	Prevención y educación contra incendios	1	2	3	4	9	
i.	Cortes municipales	1	2	3	4	9	
j.	Control de animales	1	2	3	4	9	

10. ¿Cuales DOS de los servicios de seguridad pública listados arriba piensa usted que deben de ser las prioridades primordiales de la Ciudad? (enumere sus 2 selecciones abajo usando las letras de la lista en la pregunta 9)

1^{ra}: _____ 2^{da}: _____

CALLES E INFRAESTRUCTURA

11. Por favor clasifique el rendimiento de la Ciudad en las siguientes áreas.

CALLES E INFRAESTRUCTURA		RENDIMIENTO					Marque aquí si uso este servicio en el último año
		Excelente	Bueno	Regular	Malo	No Lo Sé	
a.	Reparación de calles	1	2	3	4	9	
b.	Limpieza de calles	1	2	3	4	9	
c.	Alumbrado de calles	1	2	3	4	9	
d.	Remoción de nieve	1	2	3	4	9	
e.	Mantenimiento de aceras	1	2	3	4	9	
f.	Mantenimiento de callejones	1	2	3	4	9	
g.	Mantenimiento de las calles en su vecindario	1	2	3	4	9	

12. ¿Cuales DOS de los servicios de calles e infraestructura listados arriba piensa usted que deben de ser las prioridades primordiales de la Ciudad? (enumere sus 2 selecciones abajo usando las letras de la lista en la pregunta 11)

1^{ra.}: _____ 2^{da.}: _____

SERVICIOS DE DESPERDICIOS SOLIDOS

13. Por favor clasifique el rendimiento de la Ciudad en las siguientes áreas.

SERVICIOS DE DESPERDICIOS SÓLIDOS		RENDIMIENTO					Marque aquí si uso este servicio en el último año
		Excelente	Bueno	Regular	Malo	No Lo Sé	
a.	Recolección de basura	1	2	3	4	9	
b.	Reciclaje	1	2	3	4	9	
c.	Recolección de desperdicios de jardín	1	2	3	4	9	
d.	Recolección de basura a granel	1	2	3	4	9	
e.	Eliminación de desperdicios caseros peligrosos	1	2	3	4	9	

14. ¿Cuales DOS de los servicios de desperdicios sólidos listados arriba piensa usted que deben de ser las prioridades primordiales de la Ciudad? (enumere sus 2 selecciones abajo usando las letras de la lista en la pregunta 13)

1^{ra.}: _____ 2^{da.}: _____

AGUA Y SERVICIOS DE AGUAS RESIDUALES

15. Por favor calificar el desempeño de la ciudad en las siguientes áreas.

AGUA Y SERVICIOS DE AGUAS RESIDUALES		RENDIMIENTO					Marque aquí si uso este servicio en el último año
		Excelente	Bueno	Regular	Malo	No Lo Sé	
a.	La presión del agua en su casa	1	2	3	4	9	
b.	Sabor del agua del grifo de su casa	1	2	3	4	9	
c.	Programas de conservación de agua patrocinado por la Ciudad	1	2	3	4	9	
d.	La facilidad de comprensión de su cuenta de agua / aguas residuales	1	2	3	4	9	
e.	Los esfuerzos de la Ciudad para responder oportunamente al agua / aguas residuales cuestiones servicio en su hogar o negocio	1	2	3	4	9	

16. ¿Cuales DOS de los servicios listados arriba piensa usted que deben de ser las prioridades primordiales de la Ciudad? (enumere sus 2 selecciones abajo usando las letras de la lista en la pregunta 15)

1^{ra.}: _____ 2^{da.}: _____

SERVICIOS DE INFORMACION PUBLICA

17. Por favor clasifique el rendimiento de la Ciudad en las siguientes áreas de comunicación.

SERVICIOS DE INFORMACION PUBLICA		RENDIMIENTO					Marque aquí si uso este servicio en el ultimo año
		Excelente	Bueno	Regular	Malo	No Lo Sé	
a.	Calidad del portal en red de la Ciudad	1	2	3	4	9	
b.	Calidad del canal de televisión por cable de la Ciudad	1	2	3	4	9	
c.	Transmisión de juntas de consejo de Ciudad por WRR 101.1 FM	1	2	3	4	9	
d.	Servicios 3-1-1	1	2	3	4	9	
e.	Disponibilidad de información sobre programas y servicios	1	2	3	4	9	
f.	Nivel de participación pública en la toma de decisiones	1	2	3	4	9	
g.	Utilidad de información adjunta a la facturación que se incluye en su recibo de servicios públicos de la Ciudad de Dallas	1	2	3	4	9	

18. ¿Cuales DOS de los servicios de Información pública listados arriba piensa usted que deben de ser las prioridades primordiales de la Ciudad? (enumere sus 2 selecciones abajo usando las letras de la lista en la pregunta 17)

1^{ra.}: _____ 2^{da.}: _____

19. ¿Donde es que usted actualmente obtiene noticias e información sobre los programas servicios y eventos de la ciudad? (Marque todas las que apliquen)

- | | |
|--|---|
| _____ (01) Periódicos locales | _____ (06) Portal en red de la ciudad |
| _____ (02) Radio FM 101.1 | _____ (07) Factura de servicios de Ciudad |
| _____ (03) Otra radio local | _____ (08) Boletín de la Ciudad |
| _____ (04) Noticias en televisión | _____ (09) 311 |
| _____ (05) Canal de cable de la ciudad | _____ (10) Juntas de ayuntamiento |
| | _____ (99) Otro: _____ |

SERVICIOS DE PARQUES Y RECREACION

20. Por favor clasifique el rendimiento de la Ciudad en las siguientes áreas.

PARQUES Y RECREACION		RENDIMIENTO					Marque aquí si uso este servicio en el ultimo año
		Excelente	Bueno	Regular	Malo	No Lo Sé	
a.	Parques de la ciudad	1	2	3	4	9	
b.	Clases o programas de recreación	1	2	3	4	9	
c.	Gama o variedad de clases y programas de recreación	1	2	3	4	9	
d.	Centros/facilidades de recreación	1	2	3	4	9	
e.	Accesibilidad de parques	1	2	3	4	9	
f.	Accesibilidad de centros/facilidades de recreación	1	2	3	4	9	
g.	Apariencia/mantenimiento de parques	1	2	3	4	9	
h.	Apariencia de centros/facilidades de recreación	1	2	3	4	9	
i.	Facilidades atléticas exteriores (campos de balompié/baseball, canchas de tenis)	1	2	3	4	9	
j.	Caminos para andar a pie y en bicicleta en la ciudad	1	2	3	4	9	
k.	Facilidades exteriores para natación	1	2	3	4	9	
l.	Facilidades interiores para natación	1	2	3	4	9	
m.	Facilidad para registrarse para programas/eventos de recreación de la ciudad	1	2	3	4	9	
n.	Campos de golf municipales	1	2	3	4	9	

21. ¿Cuales TRES de los servicios de parques y recreos listados arriba piensa usted que deben de ser las prioridades primordiales de la Ciudad? (enumere sus 2 selecciones abajo usando las letras de la lista en la pregunta 19)

1^{ra.}: _____ 2^{da.}: _____ 3^{ra.}: _____

22. Por favor clasifique el rendimiento de la Ciudad en las siguientes áreas.

OTROS SERVICIOS DE LA CIUDAD		RENDIMIENTO					Marque aquí si uso este servicio en el último año
		Excelente	Bueno	Regular	Malo	No Lo Sé	
a.	Servicios a personas mayores	1	2	3	4	9	
b.	Servicios a la juventud	1	2	3	4	9	
c.	Servicios para personas de bajos ingresos	1	2	3	4	9	
d.	Cantidad de estacionamiento municipal	1	2	3	4	9	
e.	Accesibilidad a centros/facilidades de arte y cultura	1	2	3	4	9	
f.	Apariencia de los centros/facilidades de arte y cultura	1	2	3	4	9	
g.	Variedad de material bibliotecario	1	2	3	4	9	

SERVICIO A CLIENTES

23. ¿Ha tenido usted algún contacto en persona o telefónico con un empleado de la Ciudad de Dallas en los últimos 12 meses (incluyendo policía, recepcionistas, planificadores o cualquier otros)?

___ (1) Si [conteste la pregunta 23a-e] ___ (2) No [proceda a la 24]

23a. ¿Cuál departamento fue el que contacto más recientemente? _____

23b-e. Por favor clasifique el rendimiento de los empleados de la ciudad que le ayudaron la última vez que usted contactó a la ciudad en las siguientes áreas:

SERVICIO A CLIENTES		RENDIMIENTO				
		Excelente	Bueno	Regular	Malo	No Lo Sé
b.	Conocimiento	1	2	3	4	9
c.	Receptividad	1	2	3	4	9
d.	Cortesía	1	2	3	4	9
e.	En general	1	2	3	4	9

3-1-1 SERVICIO AL CLIENTE CALL CENTER

24. ¿Ha utilizado ya sea al 3-1-1 de la Ciudad de Atención al Cliente Call Center o la línea de Servicio al Cliente de agua (214) 651-1441, en los últimos 6 meses?

___ (1) Si ___ (2) No [proceda a la 25]

24b-d. Por favor calificar el desempeño del empleado de la Ciudad que le ayudó la última vez que contactó al 3-1-1 de la Ciudad de Atención al Cliente Call Center en las siguientes áreas:

3-1-1 SERVICIO AL CLIENTE CALL CENTER		RENDIMIENTO				
		Excelente	Bueno	Regular	Malo	No Lo Sé
b.	311 Agente de Servicio al Cliente que manejó su llamada	1	2	3	4	9
c.	Calidad de la Web basada en la Ciudad de solicitud de servicio del sistema que le permite entrar y seguimiento de las solicitudes de servicios en línea	1	2	3	4	9
d.	Calidad del servicio ofrecido por los agentes de gestión de las llamadas relacionadas con su servicio de agua (si procede)	1	2	3	4	9

25. En general como clasificaría la calidad de los servicios provistos por:

GOBIERNO		RENDIMIENTO				
		Excelente	Bueno	Regular	Malo	No Lo Sé
a.	La Ciudad de Dallas	1	2	3	4	9
b.	El Gobierno Federal	1	2	3	4	9
c.	El Gobierno Estatal	1	2	3	4	9

26. Usando una escala de 1 a 5 en la cual 5 significa “Muy de Acuerdo” y 1 significa “Muy en desacuerdo” por favor clasifique su nivel acuerdo con las siguientes declaraciones.

DECLARACION		Muy de Acuerdo	De Acuerdo	Ni de acuerdo ni desacuerdo	No de acuerdo	En nada de acuerdo	No lo Sé
a.	Recibo un buen valor de la ciudad de Dallas por los impuestos que pago	5	4	3	2	1	9
b.	Estoy satisfecho con la dirección general que la Ciudad de Dallas esta tomando	5	4	3	2	1	9
c.	El gobierno de la Ciudad de Dallas agradece la participación ciudadana	5	4	3	2	1	9
d.	El gobierno de la Ciudad de Dallas escucha a sus ciudadanos	5	4	3	2	1	9

27. ¿En los últimos 12 meses, cuantas veces, si alguna, usted o alguno de los miembros de su hogar han usado las amenidades recreativas del Corredor del Trinity River?

_____ veces

28. ¿Cuales medios de transporte utiliza de manera regular? (marque todos los que se apliquen)

- (1) Conduzco solo (4) Autobús (7) Tele conmuta
 (2) “Carpool” (5) Bicicleta (8) Otro: _____
 (3) Tren ligero (6) Camino

29. ¿Cuantos años ha vivido en Dallas? _____ años

30. ¿Cuantas personas en el hogar (contándose usted), son:

- Menores de 12 _____ De 18-34 _____ De 50-64 _____
 De 12-17 _____ De 35-49 _____ De 65+ _____

31. ¿Cuál es su edad? _____ años

32. ¿Cual de las siguientes mejor describe su hogar?

- (1) Casa de una sola familia (2) Apartamento/Condo (3) Casa Móvil (3) Otro

33. ¿Es usted dueño de, o renta su casa? _____ (1) Dueño _____ (2) Renta (u ocupo sin pagar)

34. ¿Algún miembro de su hogar tiene alguna discapacidad física? _____ (1) Si _____ (2) No

35. ¿Cual es su raza o grupo étnico? (marque todos los que apliquen)

- (1) Indígena Americano /Nativo de Alaska (4) Blanco/Caucásico
 (2) Asiático/Isleño del Pacifico (5) Otro: _____
 (3) Negro, Afro/Americano

36. ¿Es usted Español Hispano o Latino? _____ (1) Si _____ (2) No

37. ¿Cual es el ingreso anual total de su hogar?

- (1) Menos de \$24,999 (3) \$50,000 - \$74,999 (5) \$100,000 o más
 (2) \$25,000 - \$49,999 (4) \$75,000 - \$99,999

38. ¿Cual es el grado o nivel mas alto de educación que usted ha completado?

- (1) Grado 12 o menos (3) Algo de Universidad (5) Grado de Licenciatura
 (2) Graduó de secundaria (4) Grado Asociado (6) Grado post graduado

39. ¿Cuál es su genero? _____ (1) Femenino _____ (2) Masculino

40. ¿Está actualmente empleado? _____ (1) Si _____ (2) No

41. ¿Esta usted registrado para votar en la jurisdicción en la que vive? _____ (1) Si _____ (2) No

42. ¿Planea votar en las próximas elecciones de la Ciudad? _____ (1) Si _____ (2) No _____ (9) No lo sé

**Por favor devuelva su encuesta completada en el sobre con franqueo que se ha incluido a:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061**

Las respuestas individuales a la encuesta permanecerán confidenciales.
La información impresa en la calcomanía a la derecha SOLAMENTE será usada para identificar que áreas de la ciudad están teniendo dificultades con servicios de la ciudad. Si su dirección no está correcta, favor de proveer la información correcta.