2020 City of Dallas Community Survey

Findings Report

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2020

Submitted to the City of Dallas
ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061
March 2020

ETC Institute

Contents

City of Dallas 2020 Community Survey Executive Summary

Overview and Methodology

During the winter of 2020, ETC Institute administered a Community Survey on behalf of the City of Dallas. Previous Community Surveys were conducted in 2005, 2006, 2007, 2009, 2011, 2013, 2014, 2016, and 2018. 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 households in the City of Dallas. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey and encouraged residents to return their surveys in the mail. A link to an online survey was provided for those who preferred to fill out the survey over the internet. A total of 1,677 households completed the survey: 1,081 by mail and 596 online. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online).

The results for the random sample of 1,677 households have a 95% level of confidence with a precision of at least +/-2.4%. To better understand how well services are being delivered in the City, ETC Institute geocoded the home address of respondents to the survey. This allowed ETC Institute to analyze the data by Council District. A minimum of 100 surveys were completed in each of the City's 14 Council Districts.

ETC Institute has carefully reviewed the data to ensure that the demographics of households that completed a survey are comparable to the actual demographics of Dallas residents based on data from the U.S. Census in key demographics such as age, ethnicity, and gender.

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 "don't know" responses often reflect 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
- trend charts comparing year over year survey results
- importance-satisfaction analysis
- composite satisfaction indices
- tabular data that show the results for each question on the survey
- a copy of the survey instrument

Executive Summary

Trend Summary

Overall, the satisfaction with the quality of City services has decreased from 2016 to 2018 and from 2018 to 2020. To objectively assess the change in overall satisfaction with city services from 2018 to 2020, ETC Institute developed a Composite Satisfaction Index. The Composite Satisfaction Index is derived from the mean rating given for the 12 major categories of city services that were assessed in 2009, 2011, 2013, 2014, 2015, 2018, and 2020. The index is calculated by dividing the mean rating from 2020 by the mean rating from 2009 and then multiplying the results by 100.

City of Dallas Composite Satisfaction Index 2009-2020

	Dallas	Large U.S. Average
2020	95.6	91.8
2018	101.8	93.2
2016	106.4	95.1
2014	103.7	94.2
2013	104.5	95.3
2011	104.7	97.1
2009	100.0	100.0

Source: ETC Institute (2020)
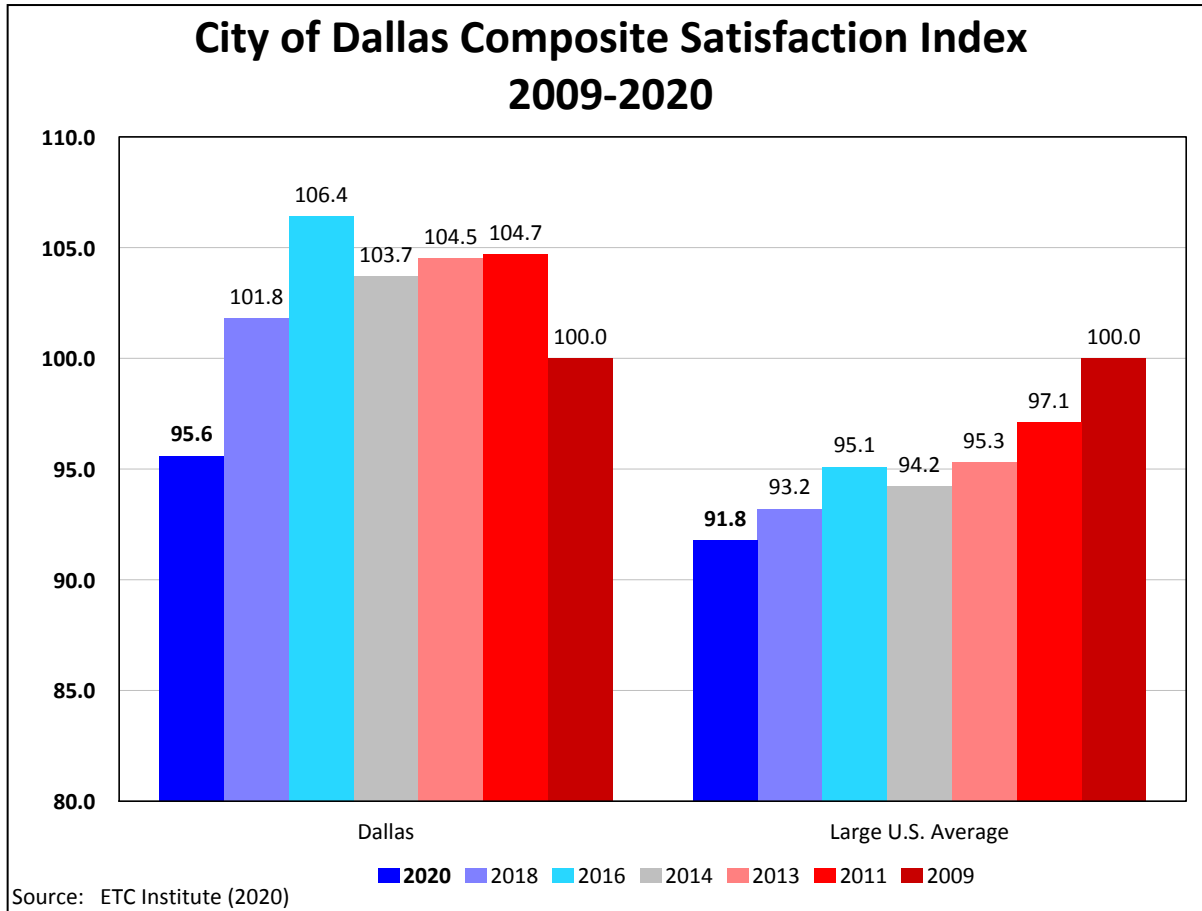
The chart above shows the Composite Satisfaction Index from 2009, 2011, 2013, 2014, 2016, 2018, and 2020 for the City of Dallas and Large U.S. communities. In 2020 the Composite Satisfaction Index for the City of Dallas rated at 95.6, this represents a decrease of 6.2 points from 2018, and a decrease of 10.8 from 2016 which was the best year the City has experienced since conducting the survey. The 2020 Composite Satisfaction Index of 95.6 represents a 4.4-point decrease from the baseline year of 2009.

The satisfaction with the overall quality of life in the City has decreased 4% since the 2018 survey. There were other significant changes in areas that were assessed on the survey. Given the sample size of both surveys, changes of 3.0% or more from 2018 to 2020 were considered significant.

Major Findings by Area

- **Perception of the Overall Quality of Life in Dallas.** Seventy-two percent (67%) of the residents surveyed felt the quality of life in Dallas was "excellent" (15%) or "good" (52%); 28% of residents felt the quality of life in Dallas was "fair" and only 5% felt it was poor.

- **Ratings of Dallas as a Place to Live, Place to Work and do Business.** Eighty-three percent (83%) of the residents surveyed felt Dallas was an "excellent" (36%) or "good" (47%) place to work; 83% of residents felt Dallas was an "excellent" (39%) or "good" (44%) place to do business; and 76% felt Dallas was an "excellent" (24%) or "good" (52%) place to live.

- **Ratings of Various Characteristics and Opportunities in the City.** Seventy-nine percent (79%) of the residents surveyed rated opportunities to attend arts/cultural events in Dallas as "excellent" (33%) or "good" (46%); and 63% of residents rated the overall image/reputation of Dallas as "excellent" (13%) or "good" (50%).

- **Ratings of Access in the Community.** Sixty-seven percent (68%) of residents rated the access to affordable, quality food in Dallas as "excellent" (27%) or "good" (41%); and 56% of residents rated the access to living wage jobs as "excellent" (16%) or "good" (40%).

- **Ratings of Mobility in the Community.** Eighty-two percent (82%) of residents rated the ease of air travel in Dallas as "excellent" (39%) or "good" (43%); 47% of residents rated the ease of rail travel in Dallas as "excellent" (12%) or "good" (35%); and 42% of residents rated the ease of bus travel in the City as "excellent" (10%) or "good" (32%).

- **Speed of Growth.** Sixty-four percent (64%) of residents felt population growth in Dallas was "much too fast" or "too fast," 34% felt it was "about right" and 2% felt it was "much too slow" or "too slow". Twenty-nine percent (29%) of residents felt job growth in Dallas was "much too slow" or "too slow," 65% felt it was "about right" and 6% felt it was "much too fast" or "too fast."

- **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: crime (69%), drugs (63%), homelessness (63%), infrastructure/streets (60%), and aggressive solicitation and panhandling (40%).

- **Perception of Safety in the City.** Based upon the combined percentage of residents who felt "very safe" or "safe," residents felt most safe in Dallas' restaurant/retail areas during the day (76%), in neighborhoods during the day (73%), and in Dallas's parks during the day (64%). Residents felt least safe in Dallas's parks after dark (9%).

- **Major Categories of City Services.** The City services that residents rated the highest, based upon a combination of "excellent" and "good" ratings, were: Dallas Love Field

Airport (93%), art and cultural programs/facilities (92%), fire services (91%), public library services (89%), sewer services (83%), ambulance/emergency medical services (80%), and solid waste services (75%). Residents rated the maintenance of infrastructure the lowest (26%). The City services that residents felt should be the top three priorities were: 1) police services, 2) maintenance of infrastructure, and 3) traffic management.

- **Public Safety.** The public safety services that residents rated the highest, based upon a combination of "excellent" and "good" responses, were: the response time of the fire department to medical emergencies (78%) and response time of fire to structure fires (78%). Residents rated mental health programs (13%) the lowest. The public safety services that residents felt were most important were: 1) crime prevention and 2) efforts by police to fight crime in neighborhoods.

- **Parks and Recreation.** The parks and recreation services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses, were: the accessibility of parks (69%), City parks (66%), the accessibility of recreation centers and facilities (65%), and the appearance/maintenance of parks (61%). The parks and recreation services that residents felt were most important were: city parks, 2) walking trails in the city, and 3) the appearance/maintenance of parks.

- **Code Enforcement.** The code enforcement services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses, were: enforcement of food safety in restaurants (52%), efforts to survey/abate mosquitos carrying viruses (43%), and enforcement of yard parking regulations in neighborhoods (43%). The code enforcement services that residents felt were most important were: 1) enforcement of multi-family building conditions, 2) enforcement of blighted residential properties, 3) enforcement of food safety in restaurants.

- **Solid Waste.** The solid waste services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses, were: garbage collections (79%) and bulk trash pick-up (74%). The solid waste services that residents felt should be the City's top priorities were: 1) garbage collections and 2) bulk trash pick-up.

- **Streets and Infrastructure/Mobility.** The streets and infrastructure/mobility services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses, were: traffic signs and signal operations (56%), street lighting (36%), and bike lanes in the city (30%). Residents rated alley maintenance the lowest (17%). The streets and infrastructure/mobility services that residents felt were most important were: 1) maintenance and repair of thoroughfares and major streets and 2) maintenance and repair of neighborhood streets.

- **Water and Wastewater.** The water and wastewater services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses were, water pressure in your home (78%) and the ease of understanding your water/wastewater bill (69%). The water and wastewater services that residents felt

should be the City's top priorities were: 1) pricing for water and wastewater services and 2) the taste and smell of tap water in your home.

- **Other City Services/Facilities.** Other city services and facilities that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses, were: appearance/maintenance of arts and cultural centers/facilities (73%), variety of library materials (72%), and variety of arts and cultural programs (71%). Residents rated services to those experiencing homelessness the lowest (13%).

- **Customer Service.** Over half (56%) of residents indicated they have had in-person contact with an employee of the City of Dallas within the past 12 months. More than three-fourths (80%) of the residents who indicated they have had contact with the city rated the courtesy of City employees they interacted with as "excellent" (48%) or "good" (32%); 76% of residents rated the knowledge of City employees as "excellent" (43%) or "good" (33%); and 71% of residents rated the overall quality of customer service from City employees as "excellent" (42%) or "good" (29%).

- **Overall Quality of Governmental Service Provided by the City of Dallas.** Fifty-two percent (52%) of the residents surveyed rated the quality of services provided by the City of Dallas as "excellent" (9%) or "good" (43%); 36% rated City services as "fair" and 12% rated City services as "poor."

Investment Priorities

To help the City identify future investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services in the future. If the City wants to improve its overall satisfaction rating, the City should prioritize improvements in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top three priorities for investment in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
  - Maintenance of infrastructure (IS Rating: 0.4038)
  - Police services (IS Rating: 0.2966)
  - Neighborhood code enforcement (IS Rating: 0.1760)
  - Traffic management (IS Rating: 0.1598)
  - Social services (IS Rating: 0.1148)

- **Quality of Life Characteristics:**
    - Access to affordable, quality housing (IS Rating: 0.2913)
    - Access to quality education (IS Rating: 0.1639)
    - Access to living-wage jobs (IS Rating: 0.1473)
    - Ease of car travel in Dallas (IS Rating: 0.1317)
    - Openness and acceptance of the community towards people of diverse backgrounds (IS Rating: 0.1102)

- **Priorities within Departments and Specific Areas.** This analysis reviewed the importance of and satisfaction with services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department and area are listed below:

    - **Public Safety:**
        - Crime prevention (IS Rating: 0.4909)
        - Mental health programs (IS Rating: 0.1862)
        - Response time of police to emergency calls (IS Rating: 0.1669)
        - Efforts by police to fight crime in your neighborhood (IS Rating: 0.1565)

    - **Parks and Recreation:**
        - Walking trails in the city (IS Rating: 0.1461)
        - Appearance/maintenance of parks (IS Rating: 0.1375)
        - City parks (IS Rating: 0.1349)

    - **Code Enforcement:**
        - Enforcement of multi-family building conditions (IS Rating: 0.2274)
        - Enforcement of blighted residential properties (IS Rating: 0.2179)
        - City efforts to survey and abate mosquitos carrying viruses (IS Rating: 0.1161)
        - Enforcement of food safety in restaurants (IS Rating: 0.1064)
        - Enforcement of mowing of weeds and high grass on private property (IS Rating: 0.1015)

    - **Solid Waste:**
        - Household hazardous waste disposal (IS Rating: 0.1376)
        - Bulk trash pick-up (IS Rating: 0.1121)
        - Garbage collections (IS Rating: 0.1040)
        - Recycling (IS Rating: 0.1001)

    - **Streets and Infrastructure/Mobility:**
        - Maintenance and repair of thoroughfares and major streets (IS Rating: 0.4398)
        - Maintenance and repair of streets in your neighborhood (IS Rating: 0.3823)

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- **Water and Wastewater Services:**
  - Pricing for water and wastewater service (IS Rating: 0.3234)
  - Taste/smell of tap water in your home (IS Rating: 0.1769)

Section 1
Charts and Graphs

City of Dallas
2020 Community Survey

Source: ETC Institute (2020)

Perceptions of the City

Source: ETC Institute (2020)

Q1. Quality of Life Ratings

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

Item	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Dallas as a place to do business	39%	44%	13%	3%
Dallas as a place to do business	39%	44%	14%	3%
Dallas as a place to work	36%	47%	14%	3%
Dallas as a place to live	24%	52%	20%	4%
Your neighborhood as a place to live	32%	41%	18%	9%
The overall quality of life in Dallas	15%	52%	28%	5%
The quality of economic development in Dallas	23%	41%	26%	10%
Dallas as a place to raise children	17%	42%	29%	12%
Dallas as an equitable city	13%	39%	34%	14%
Dallas as a place to retire	14%	35%	32%	19%
The quality of public schools in Dallas	5%	21%	38%	36%

Legend: ■ Excellent (4) ■ Good (3) ■ Fair (2) ■ Poor (1)

Source: ETC Institute (2020)

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

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

	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Opportunities to attend arts and cultural events	33%	46%	16%	5%
Overall image/reputation of Dallas	13%	50%	28%	9%
Air quality	9%	42%	35%	14%
Openness and acceptance of the community towards people of diverse backgrounds	10%	37%	38%	15%
Sense of community	9%	38%	38%	15%
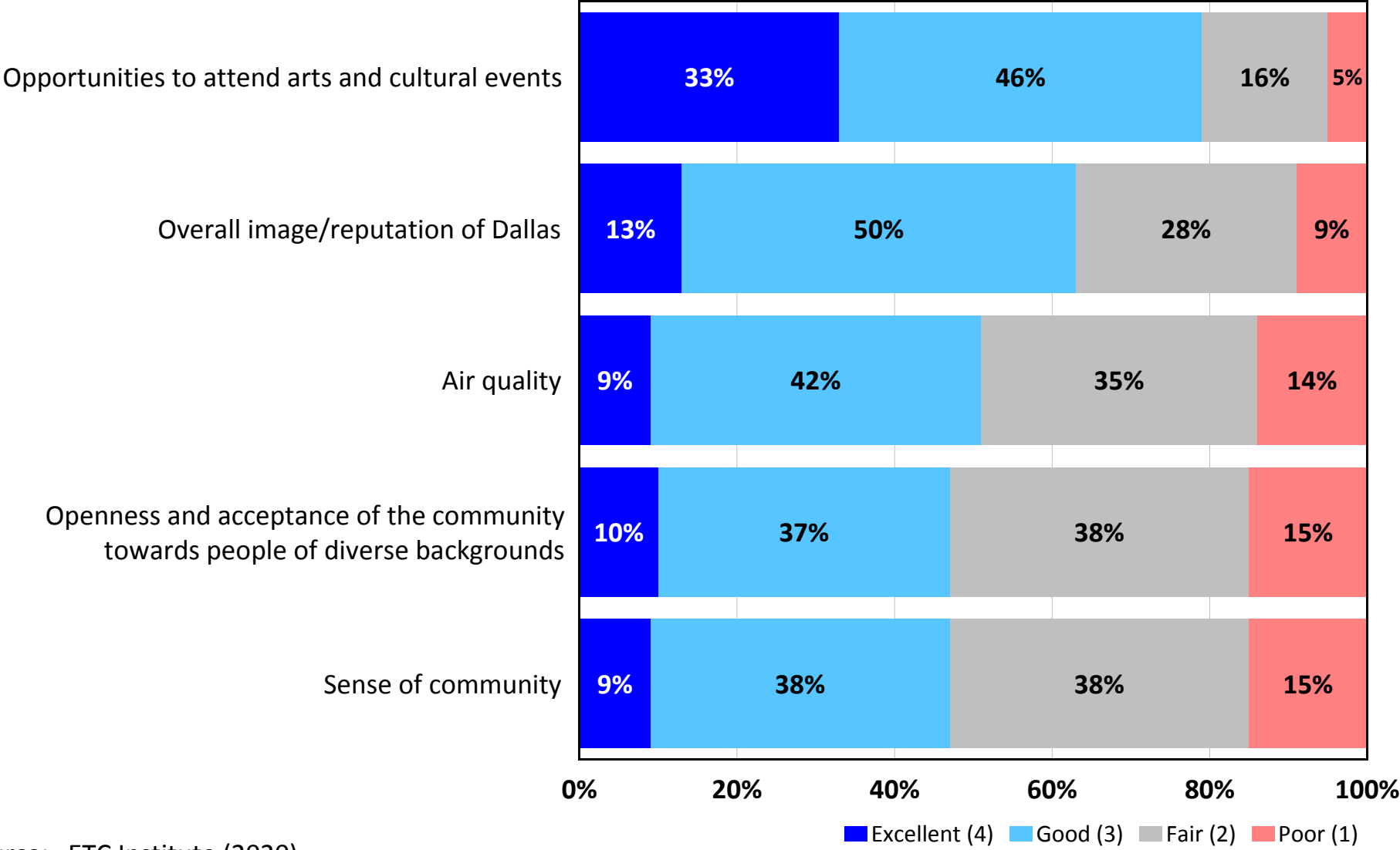
Source: ETC Institute (2020)

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 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)
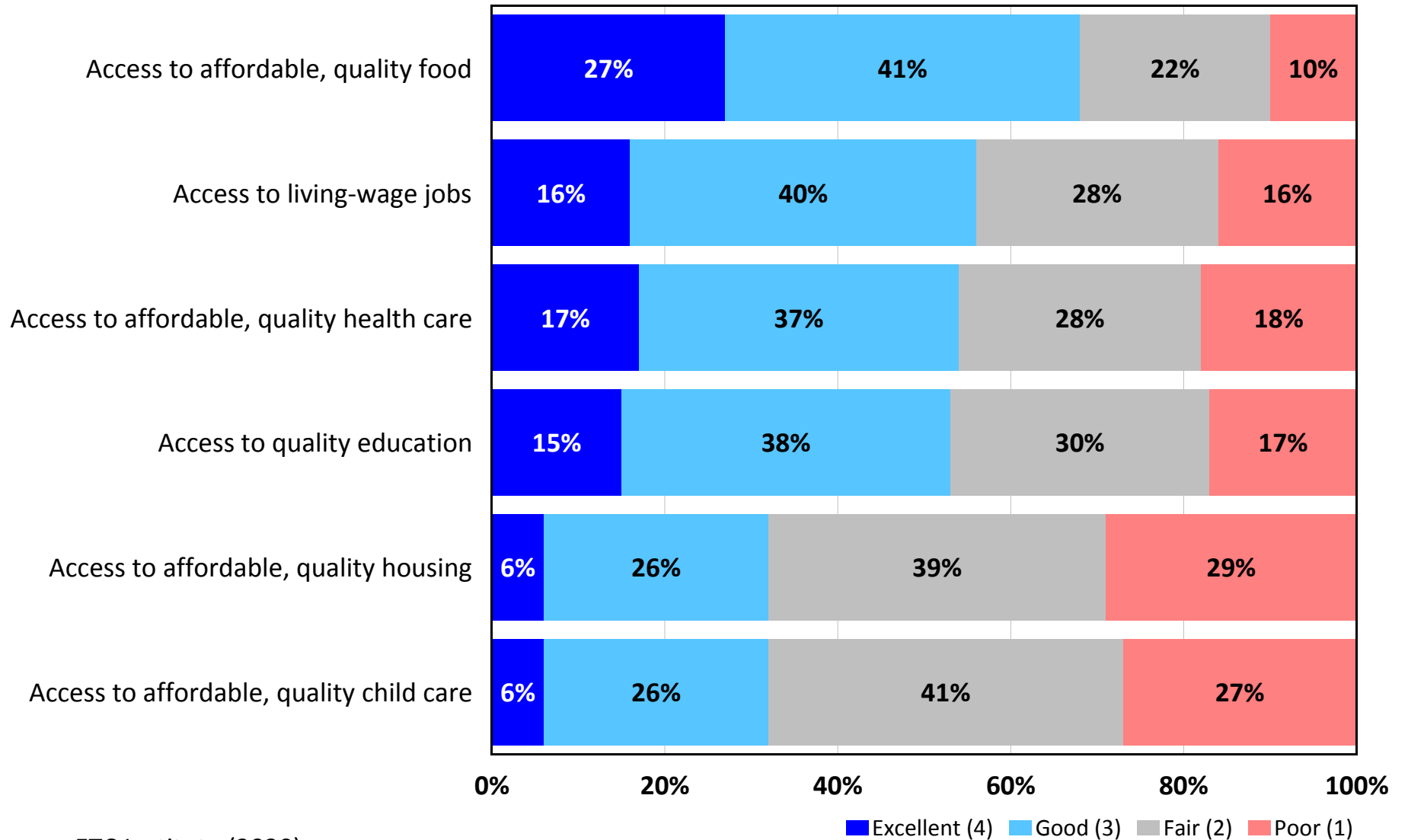
Source: ETC Institute (2020)

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

Characteristic	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Ease of air travel in Dallas	39%	43%	15%	3%
Ease of rail travel in Dallas	12%	35%	34%	19%
Ease of bus travel in Dallas	10%	32%	33%	25%
Ease of car travel in Dallas	7%	31%	37%	25%
Ease of walking in Dallas	6%	29%	35%	30%
Ease of bicycle travel in Dallas	7%	28%	37%	28%

Legend: ■ Excellent (4) ■ Good (3) ■ Fair (2) ■ Poor (1)
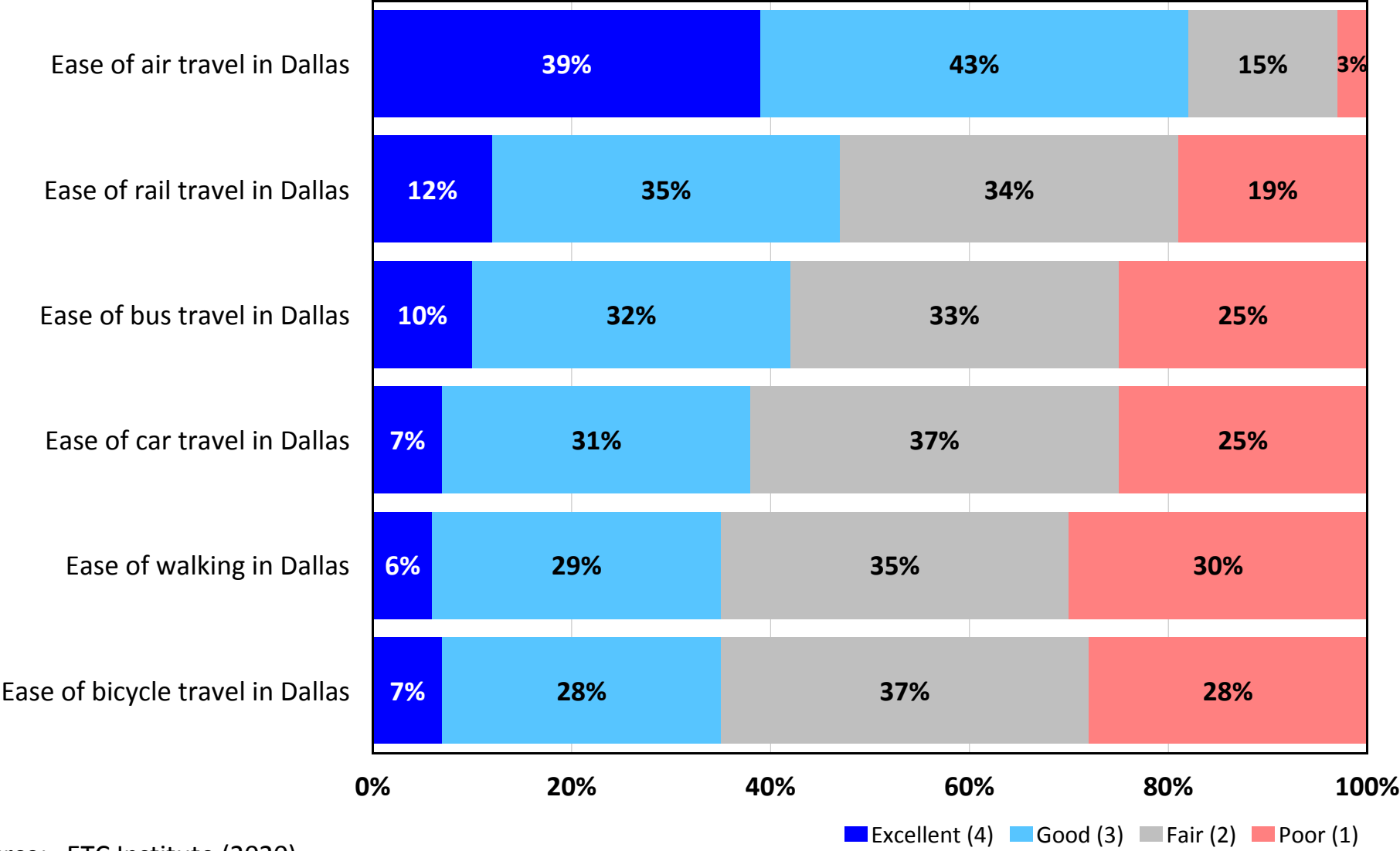
Source: ETC Institute (2020)

Q3. <u>Characteristics of the Community</u> Residents Think Should Be the City's Top Priorities

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

Characteristic	Percentage
Access to affordable, quality housing	43%
Access to quality education	35%
Access to living-wage jobs	33%
Ease of car travel in Dallas	21%
Openness and acceptance of the community towards people of diverse backgrounds	21%
Access to affordable, quality health care	19%
Air quality	18%
Sense of community	17%
Overall image/reputation of Dallas	16%
Access to affordable, quality food	9%
Ease of walking in Dallas	8%
Access to affordable, quality child care	6%
Ease of rail travel in Dallas	6%
Ease of bicycle travel in Dallas	5%
Opportunities to attend arts and cultural events	4%
Ease of bus travel in Dallas	3%
Ease of air travel in Dallas	1%

Source: ETC Institute (2020)

Q4. Ratings of the <u>Speed of Growth</u> 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 slow" and a rating of 1 is "much too fast" <u>(excluding don't knows)</u>
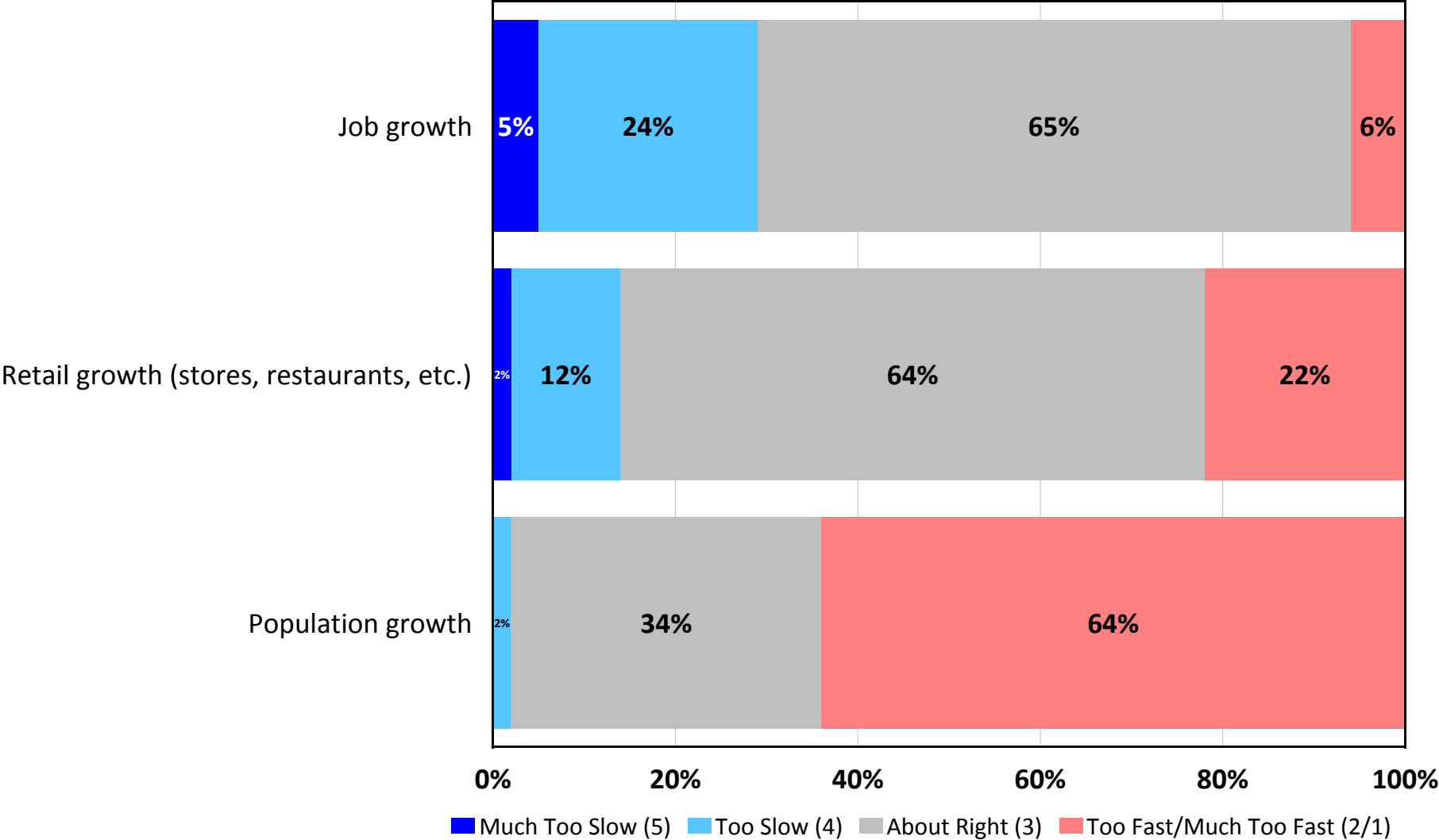
Source: ETC Institute (2020)

Q5. Perceptions of Problems in the City of Dallas

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

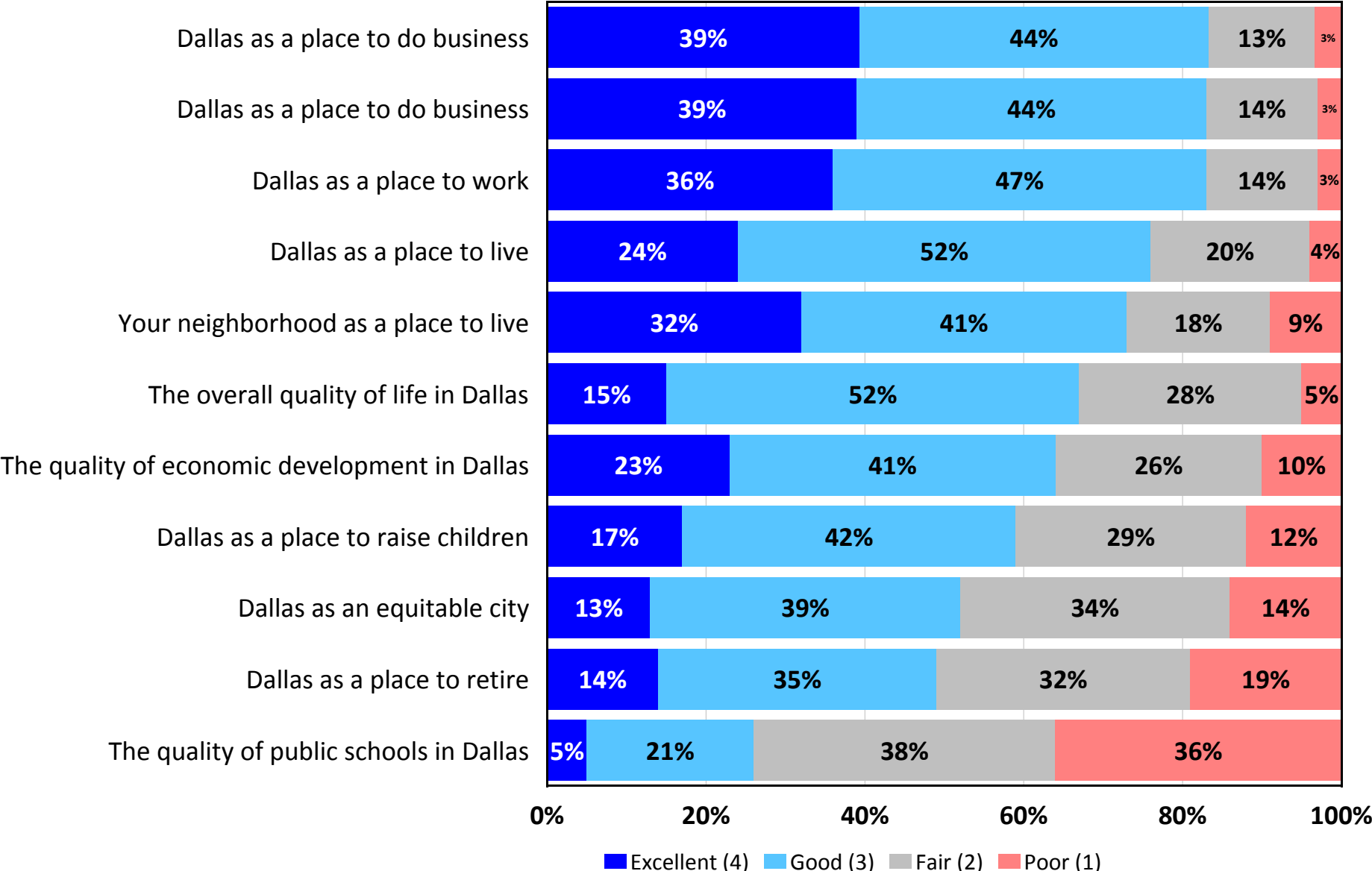| Category	Major Problem (1)
Crime	69%
Drugs	63%
Homelessness	63%
Infrastructure/streets	60%
Aggressive solicitation/panhandling	40%
Litter	29%
Climate Change	27%
Loose dogs and unrestrained pets	23%
Environmental hazard(s), air quality and toxic waste	22%
Blighted buildings	19%
High weeds	15%
Noise	15%

■ Major Problem (1)

Source: ETC Institute (2020)

Perceptions of the Safety

Source: ETC Institute (2020)

Q6. 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)

Item	Very Safe (5)	Safe (4)	Neither Safe or Unsafe (3)	Unsafe/Very Unsafe (2/1)
In Dallas' restaurant/retail areas during the day	25%	50%	20%	5%
In your neighborhood during the day	33%	41%	17%	9%
In Dallas' parks during the day	18%	45%	26%	11%
In Dallas' downtown area during the day	15%	45%	28%	12%
From fire	17%	42%	34%	7%
In your neighborhood after dark	13%	34%	25%	28%
In Dallas' restaurant/retail areas after dark	8%	29%	36%	27%
From violent crime (rape, assault, robbery)	4%	18%	28%	50%
In Dallas' downtown area after dark	2%	12%	30%	56%
From property crime (burglary, theft)	2%	12%	26%	60%
In Dallas' parks after dark	1%	7%	24%	68%

Source: ETC Institute (2020)

Q7. During the past twelve months, were you or anyone in your household the victim of a crime?

by percentage of respondents

Yes ■ No ■

Source: ETC Institute (2020)

Q7a. If you have been a victim of a crime in the past twelve months, was the crime(s) reported to the police?

by percentage of respondents who have been the victim of a crime during the past 12 months)

Legend: ■ Yes ■ No ■ Not provided

77%

22%

1%
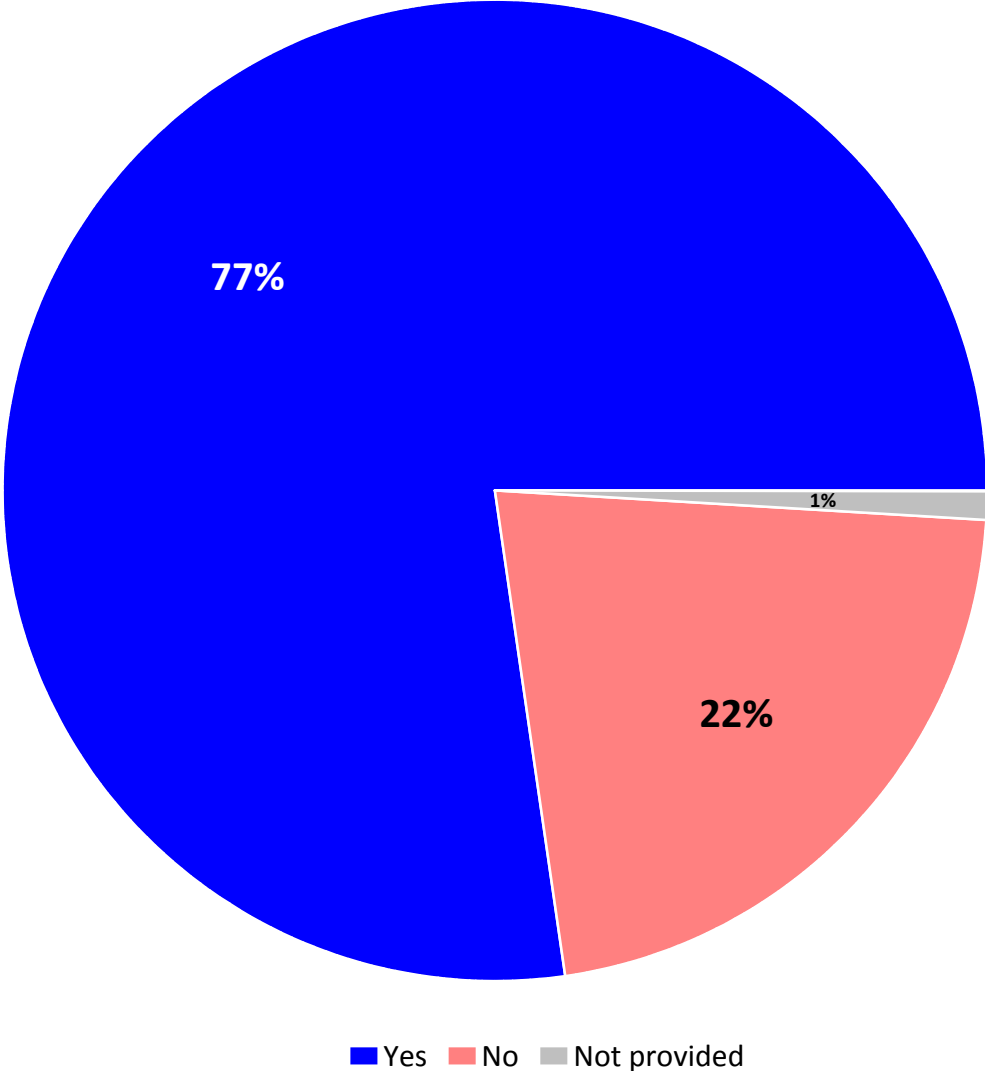
Source: ETC Institute (2020)

Major Categories of City Services

Source: ETC Institute (2020)

Q8. Use of <u>Major Categories</u> of City Services During the Past Year

by percentage of respondents (multiple choices could be made)

Service	Percentage
Solid waste services	76%
Drinking water	56%
Art and Cultural programs/facilities	53%
Sewer services	51%
Dallas Love Field Airport	49%
Traffic Management	48%
Park and recreation system	44%
311/Service request process	38%
Maintenance of infrastructure	38%
Customer service provided by city employees	37%
Public library services	36%
Storm drainage	35%
Police services	27%
Neighborhood code enforcement	26%
Public information services	20%
Ambulance/emergency medical services	16%
Municipal court services	15%
Animal Services	13%
Social Services	11%
Land use, planning, and zoning	10%
Fire services	6%

Source: ETC Institute (2020)

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Q8. Ratings of <u>Major Categories</u> of City Services

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale,
where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)
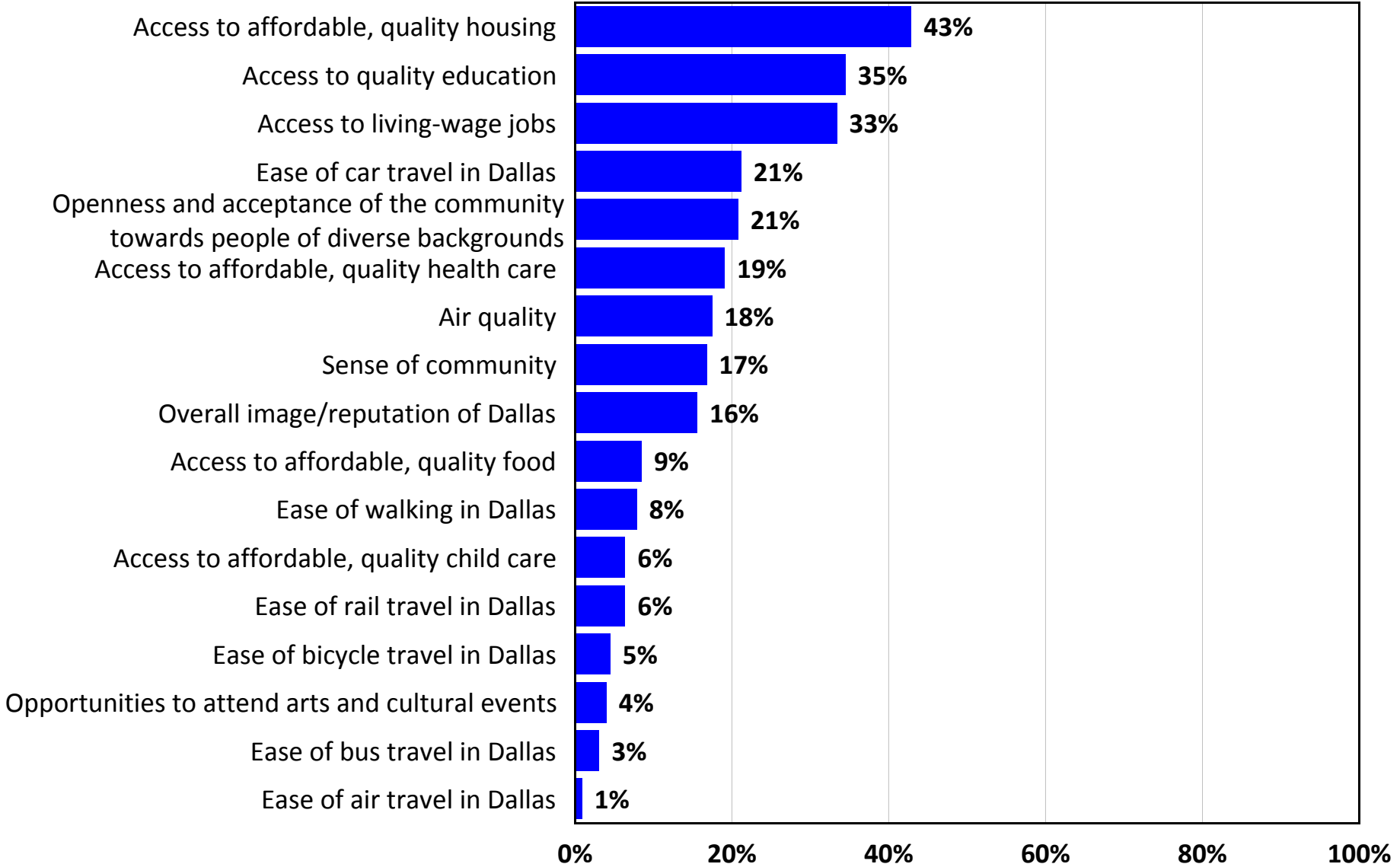
Category	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Dallas Love Field Airport	52%	40%	6%	2%
Art and Cultural programs/facilities	47%	46%	6%	1%
Fire services	55%	37%	5%	3%
Public library services	48%	41%	9%	2%
Sewer services	26%	57%	13%	4%
Ambulance/emergency medical services	47%	33%	15%	5%
Solid waste services	28%	47%	19%	6%
Park and recreation system	22%	52%	21%	5%
Drinking water	26%	47%	21%	6%
Public information services	19%	49%	24%	8%
Storm drainage	17%	49%	24%	10%
Customer service provided by city employees	20%	46%	22%	12%
311/Service request process	21%	41%	21%	17%
Municipal court services	17%	43%	27%	13%
Social Services	15%	39%	29%	17%
Traffic Management	12%	37%	33%	18%
Police services	18%	30%	29%	23%
Animal Services	15%	31%	26%	28%
Land use, planning, and zoning	13%	31%	30%	26%
Neighborhood code enforcement	7%	29%	29%	35%
Maintenance of infrastructure	8%	18%	30%	44%

Source: ETC Institute (2020)

Q9. <u>Major Categories</u> of City Services Residents Think Should Be the City's Top Priorities

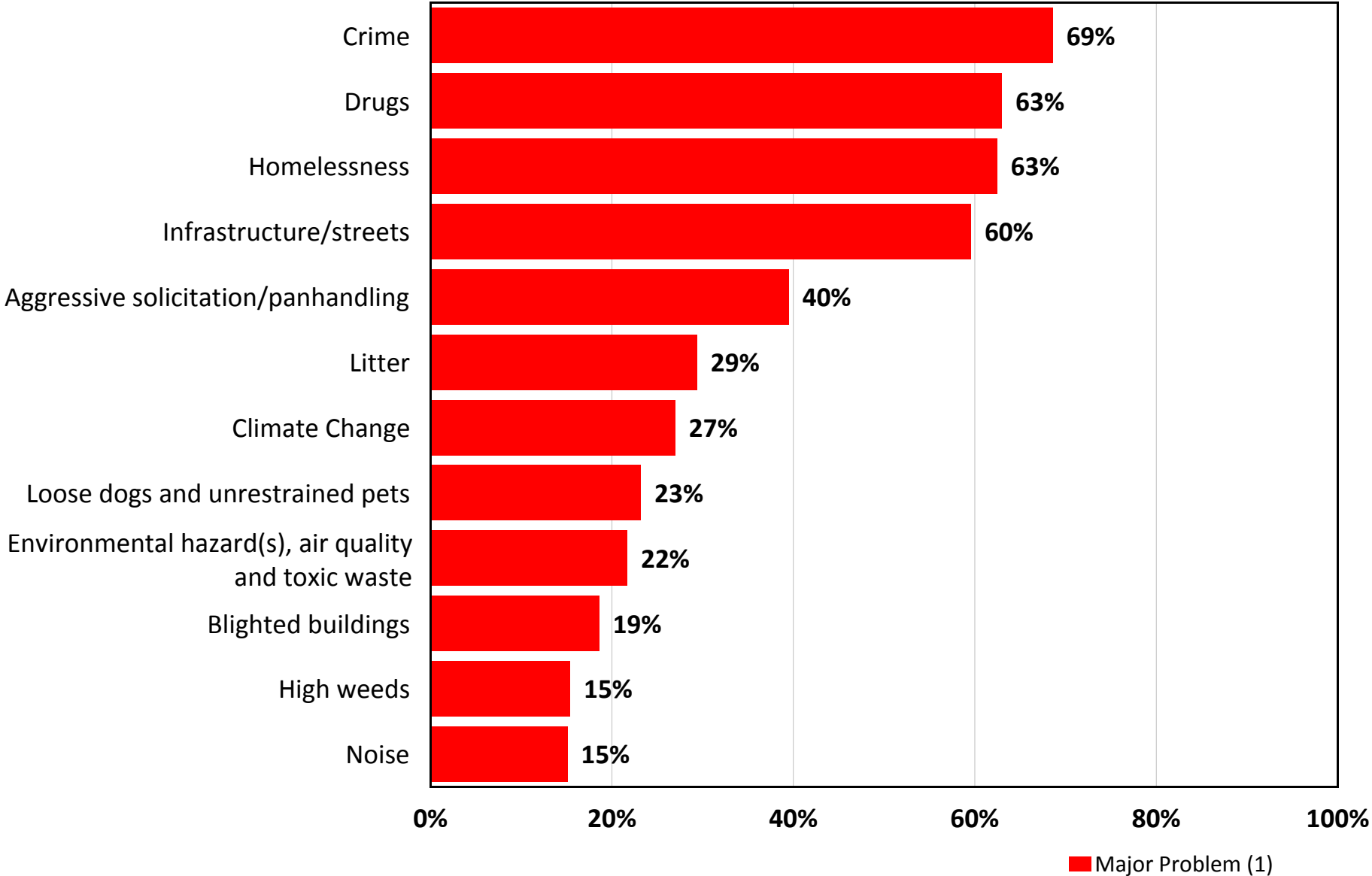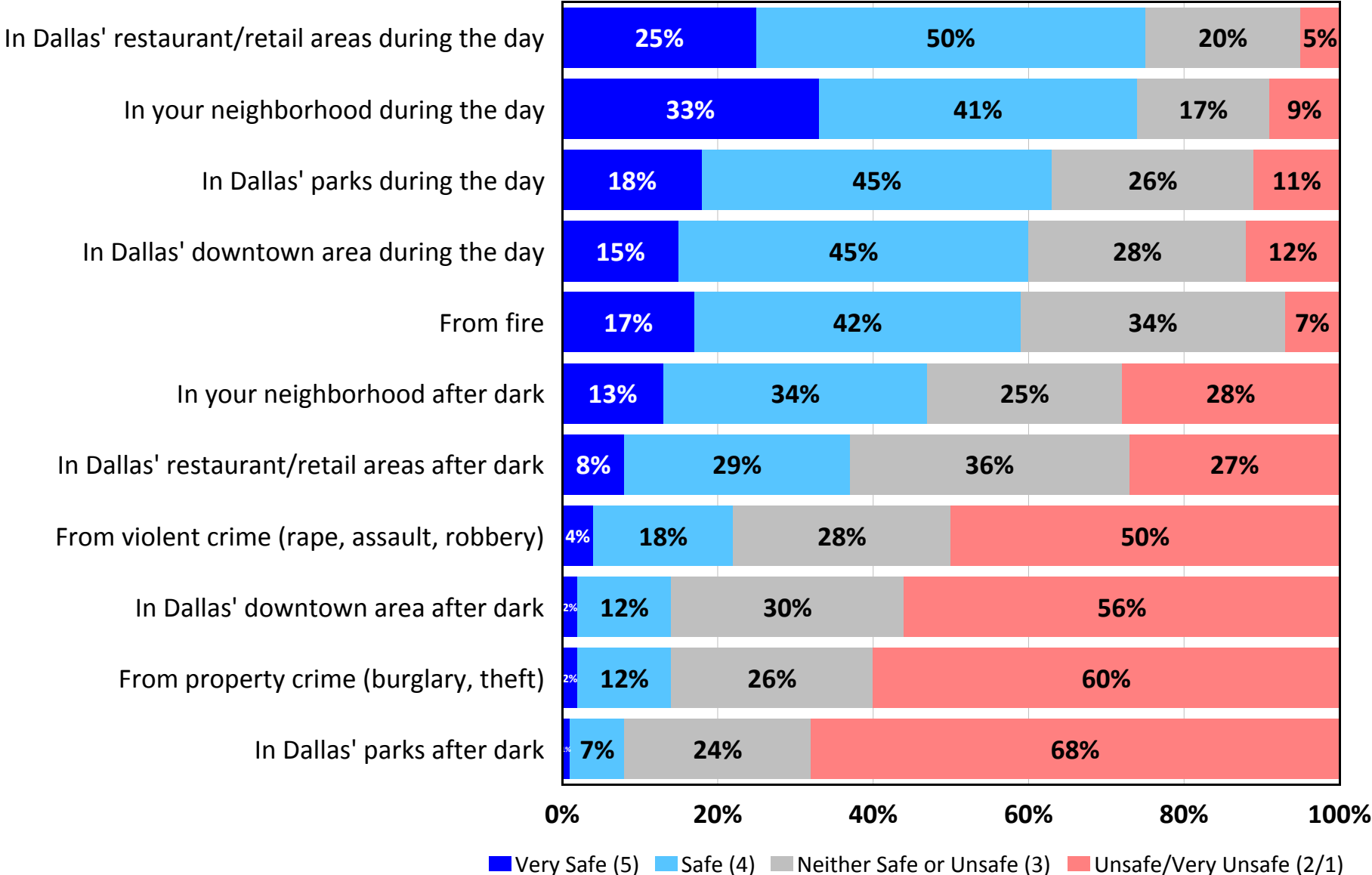by percentage of respondents who selected the item as one of their top four choices

Category	Percentage
Police services	58%
Maintenance of infrastructure	55%
Traffic Management	31%
Neighborhood code enforcement	28%
Social Services	25%
Drinking water	21%
Ambulance/emergency medical services	19%
Solid waste services	15%
Fire services	13%
Park and recreation system	13%
Land use, planning, and zoning	13%
Customer service provided by city employees	12%
Animal Services	11%
311/Service request process	9%
Storm drainage	7%
Art and Cultural programs/facilities	7%
Sewer services	5%
Public library services	5%
Public information services	4%
Dallas Love Field Airport	3%
Municipal court services	2%

Source: ETC Institute (2020)

Public Safety Services

Q10. Ratings of <u>Public Safety</u> Services
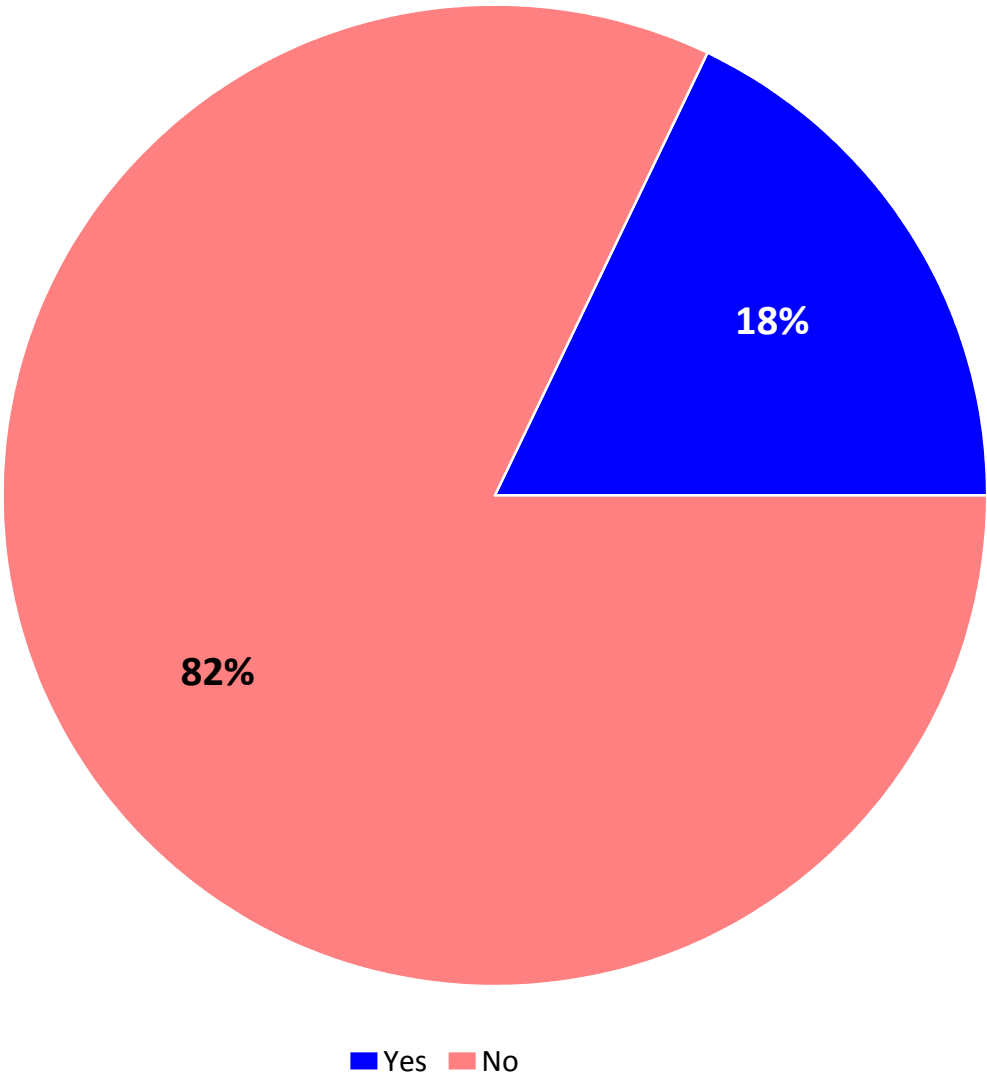
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale,
where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)

Service	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Response time of fire to medical emergencies	29%	50%	17%	4%
Response time of fire to structure fires	27%	51%	18%	4%
Fire prevention and education	13%	41%	33%	13%
Quality of disaster response programs	9%	33%	39%	19%
Efforts by police to effectively deal with problems in your neighborhood	9%	33%	33%	25%
Efforts by police to fight crime in your neighborhood	9%	32%	32%	27%
Prevention programs for youth	7%	30%	35%	28%
Traffic enforcement	5%	30%	42%	23%
Response time of police to emergency calls	8%	24%	31%	37%
Crime prevention	2%	19%	39%	40%
Mental health programs	3%	11%	29%	57%

■ Excellent (4) ■ Good (3) ■ Fair (2) ■ Poor (1)

Source: ETC Institute (2020)

Q11. <u>Public Safety</u> 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

Service	Percentage
Crime prevention	63%
Efforts by police to fight crime in your neighborhood	27%
Response time of police to emergency calls	24%
Mental health programs	22%
Efforts by police to effectively deal with problems in your neighborhood	12%
Traffic enforcement	12%
Prevention programs for youth	9%
Quality of disaster response programs	5%
Response time of fire to medical emergencies	4%
Response time of fire to structure fires	2%
Fire prevention and education	1%

Source: ETC Institute (2020)

Parks and Recreation Services

Source: ETC Institute (2020)

Q12. Ratings of <u>Parks and Recreation</u> Services

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale,
where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)
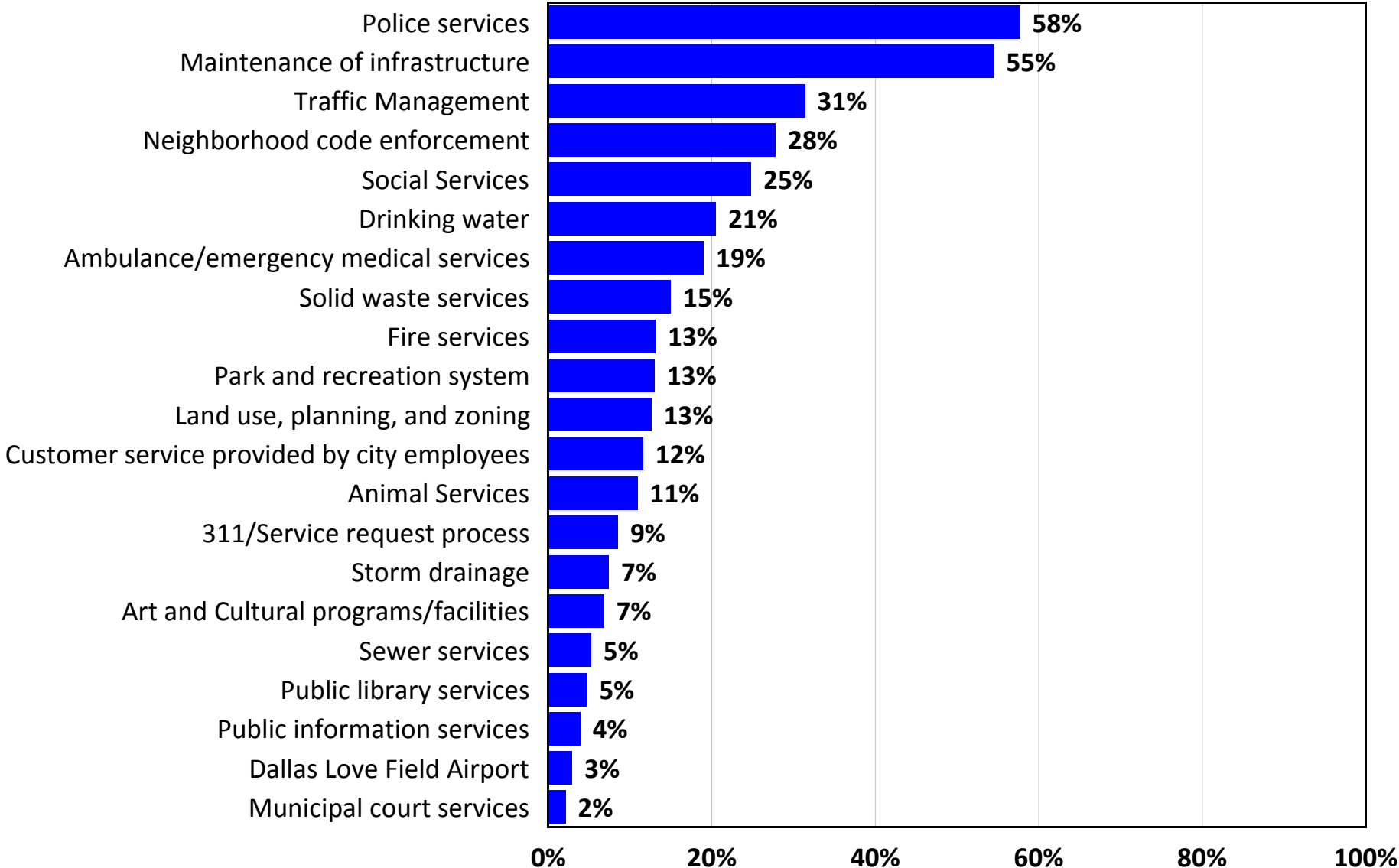
Service	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Accessibility of parks	18%	52%	25%	5%
City parks	14%	52%	28%	6%
Accessibility of recreation centers/facilities	15%	49%	28%	8%
Appearance/maintenance of parks	13%	48%	31%	8%
City golf courses	15%	45%	28%	12%
Walking trails in the city	16%	43%	28%	13%
Appearance/maintenance of recreation centers/facilities	11%	47%	34%	8%
Outdoor athletic facilities	12%	44%	32%	12%
Recreation centers/facilities	11%	44%	35%	10%
Recreation programs or classes	11%	42%	35%	12%
Ease of registering for city recreation programs/events	11%	40%	34%	15%
Range/variety of recreation programs and classes	11%	39%	35%	15%
Outdoor swimming facilities	10%	30%	33%	27%

Legend: ■ Excellent (4) ■ Good (3) ■ Fair (2) ■ Poor (1)

Source: ETC Institute (2020)

Q13. <u>Parks and Recreation</u> Services Residents Think Should Be the City's Top Priorities

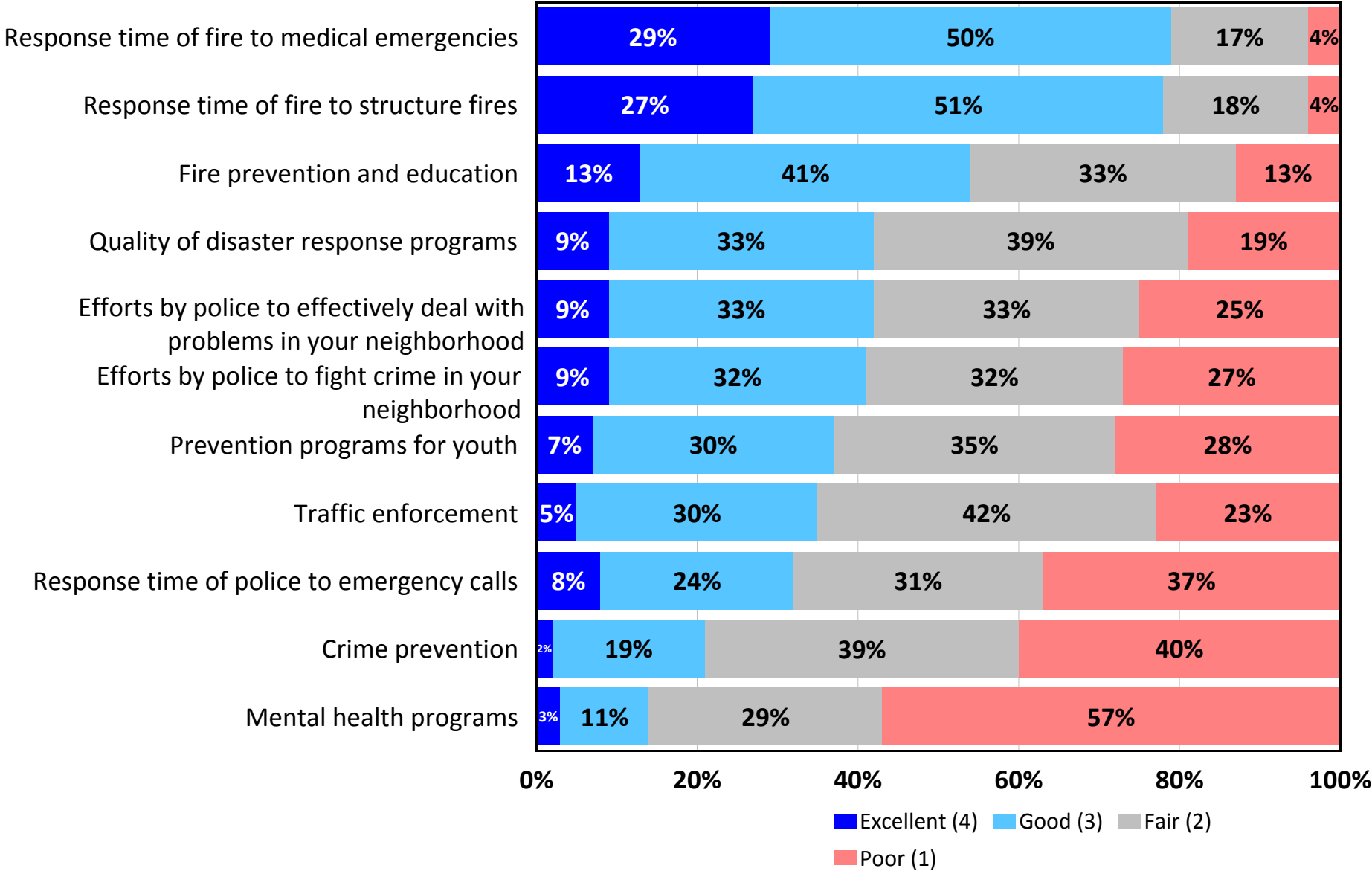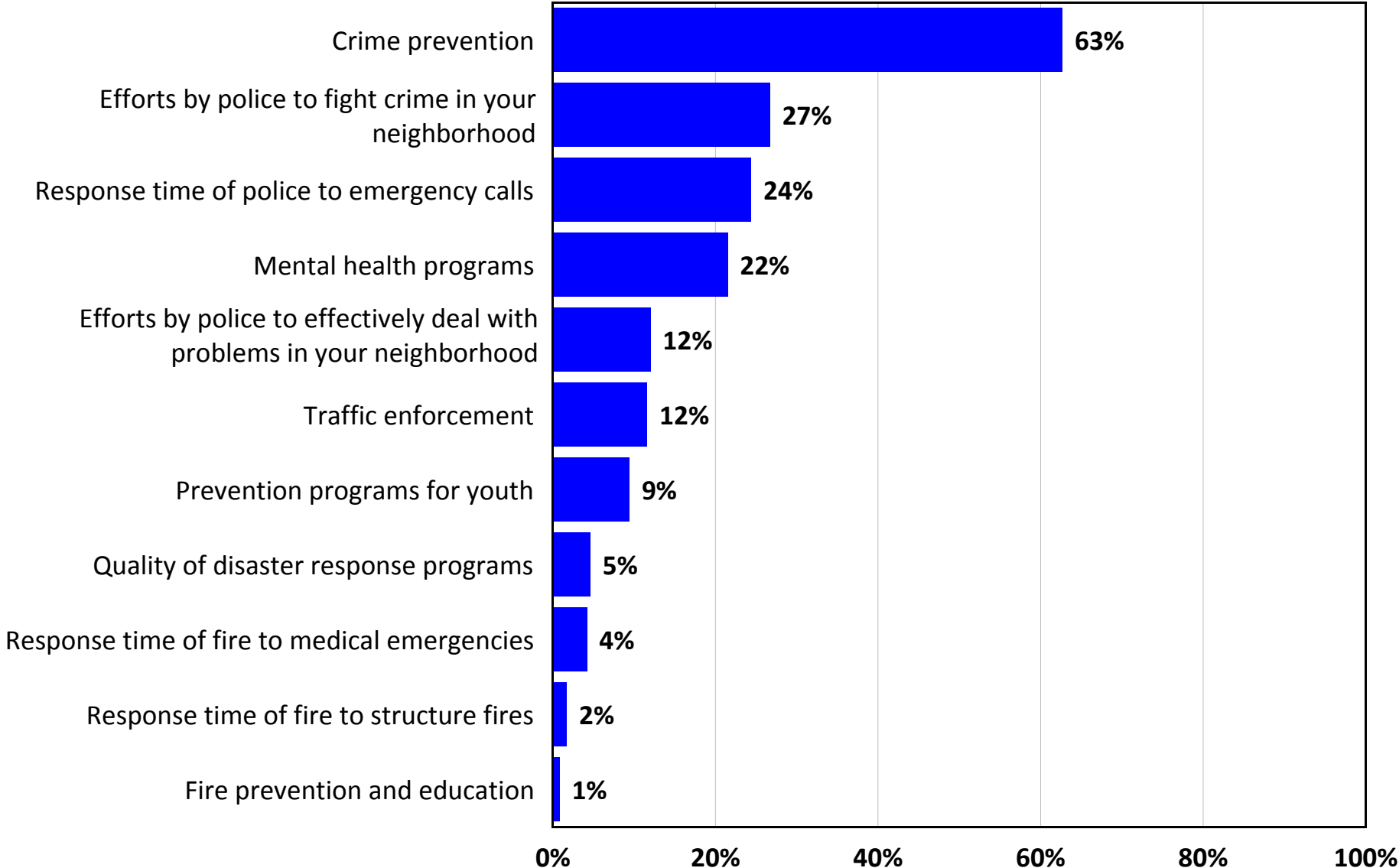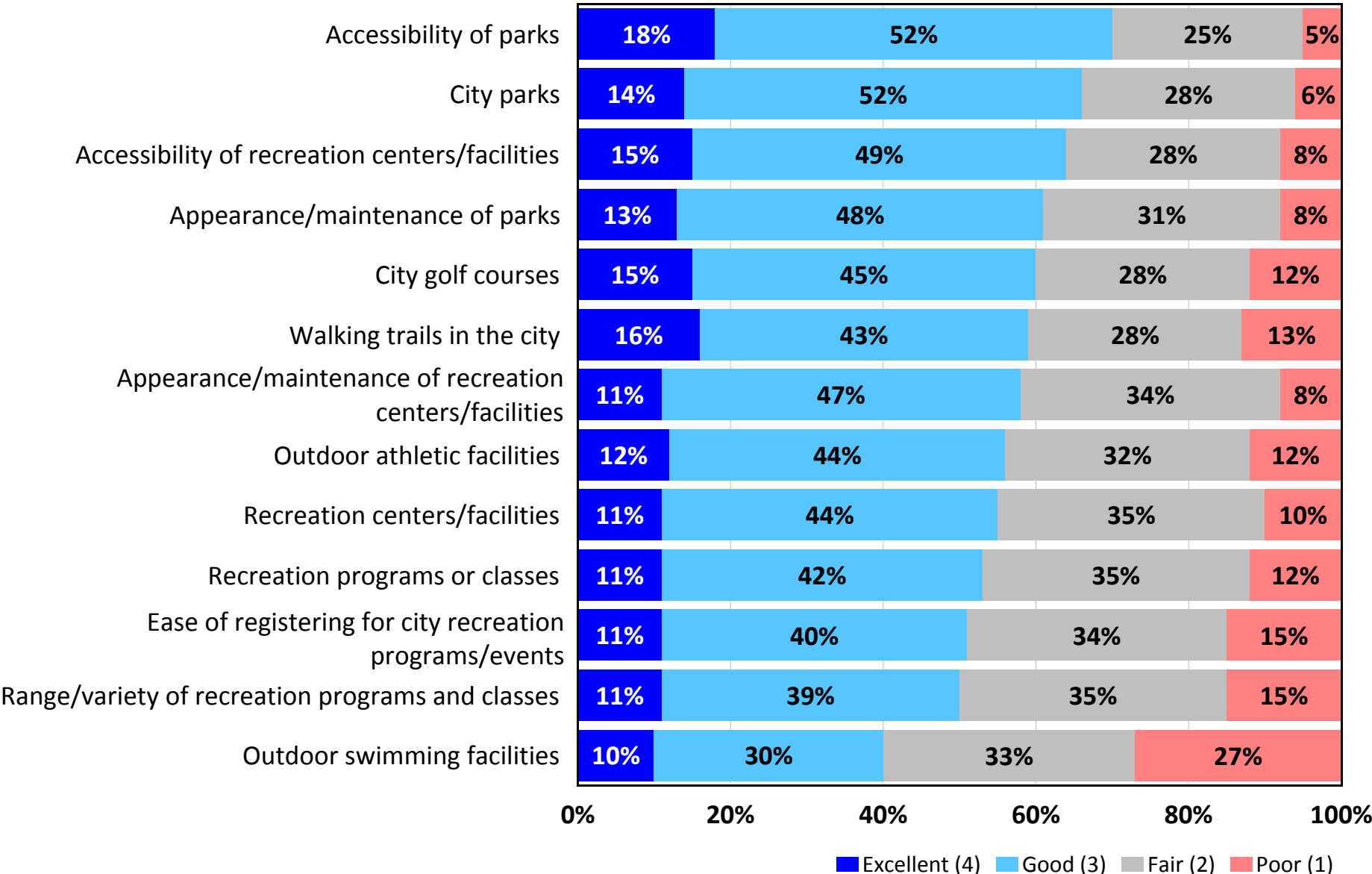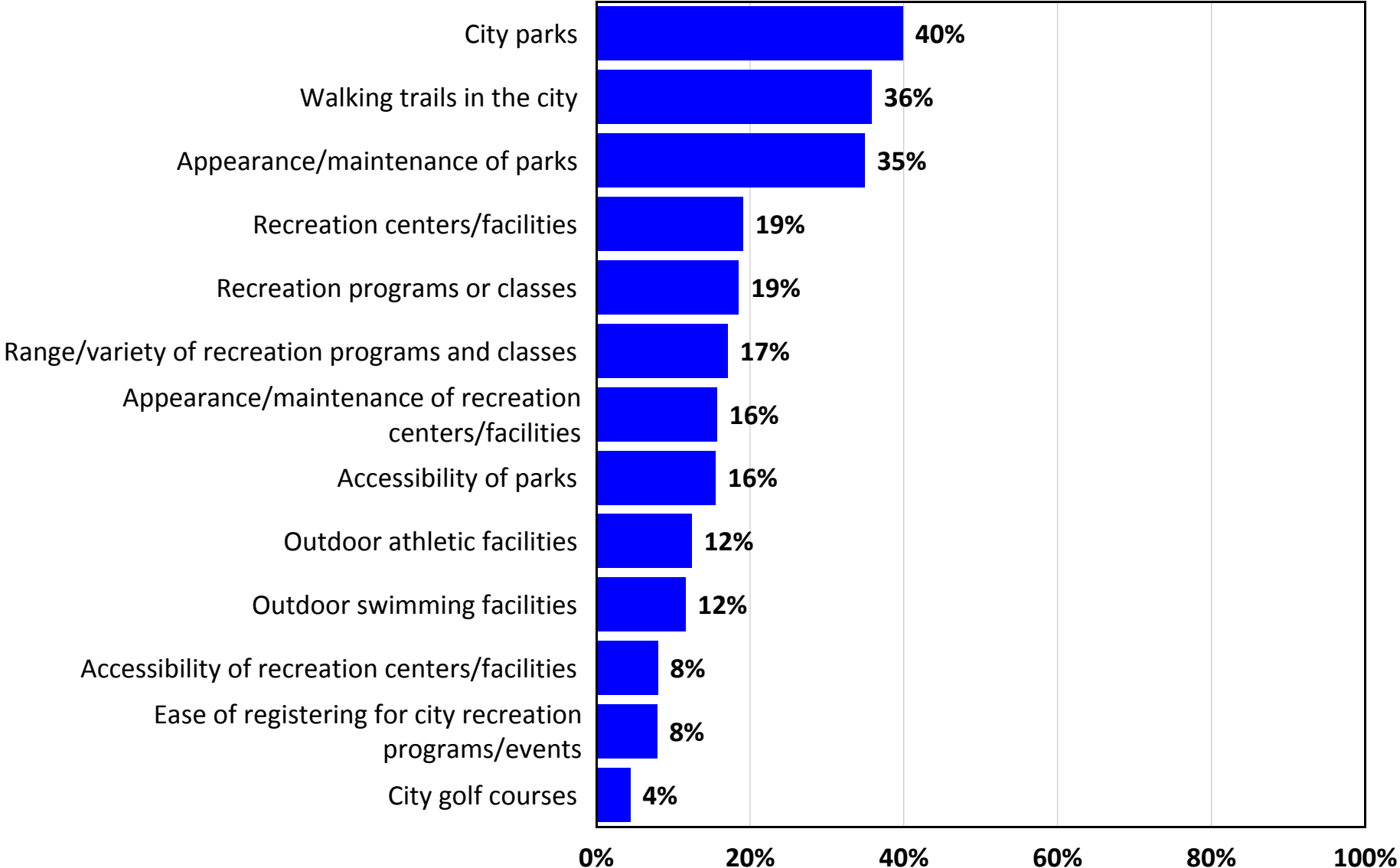by percentage of respondents who selected the item as one of their top three choices

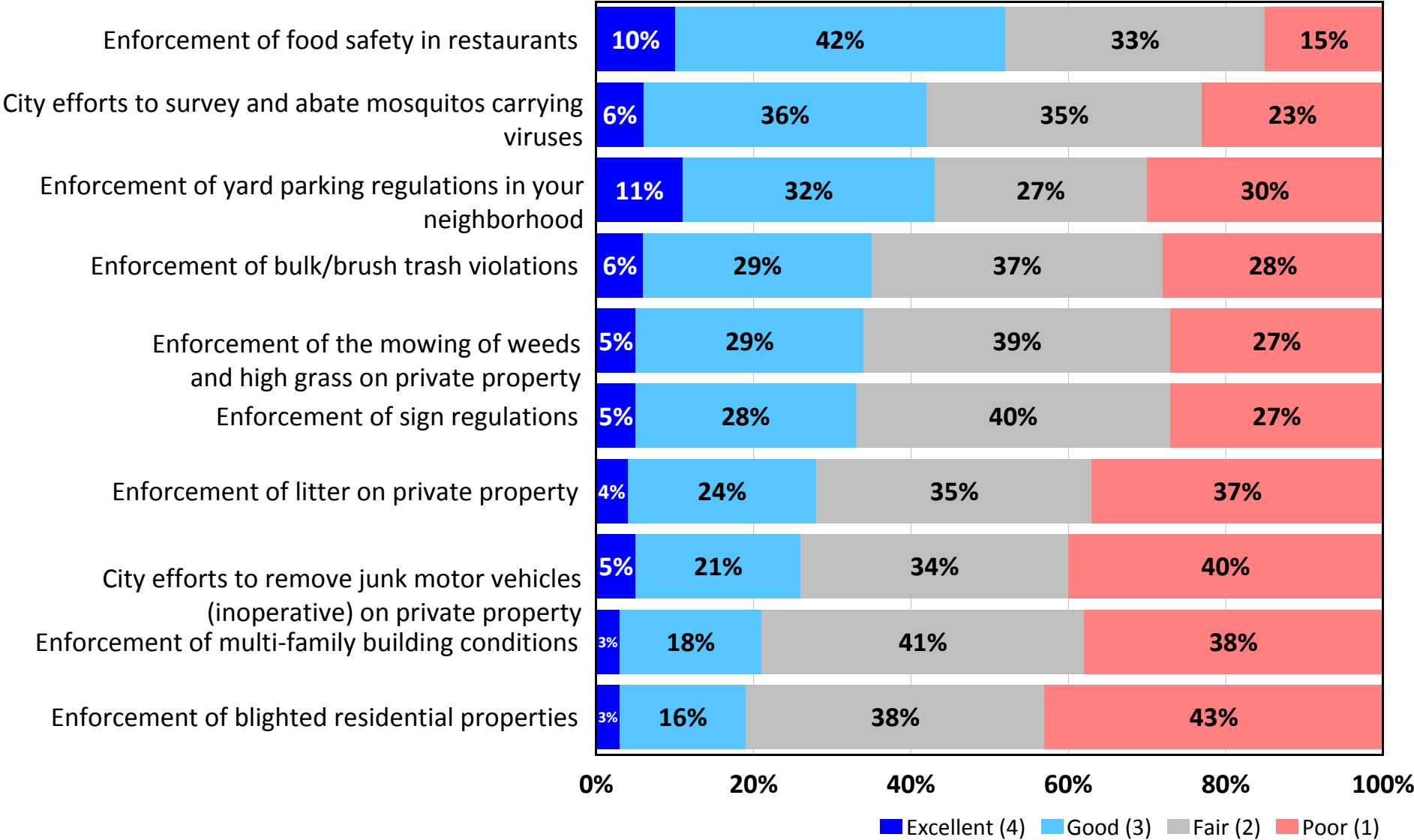| Service	Percentage
City parks	40%
Walking trails in the city	36%
Appearance/maintenance of parks	35%
Recreation centers/facilities	19%
Recreation programs or classes	19%
Range/variety of recreation programs and classes	17%
Appearance/maintenance of recreation centers/facilities	16%
Accessibility of parks	16%
Outdoor athletic facilities	12%
Outdoor swimming facilities	12%
Accessibility of recreation centers/facilities	8%
Ease of registering for city recreation programs/events	8%
City golf courses	4%

Source: ETC Institute (2020)

Code Enforcement

Source: ETC Institute (2020)

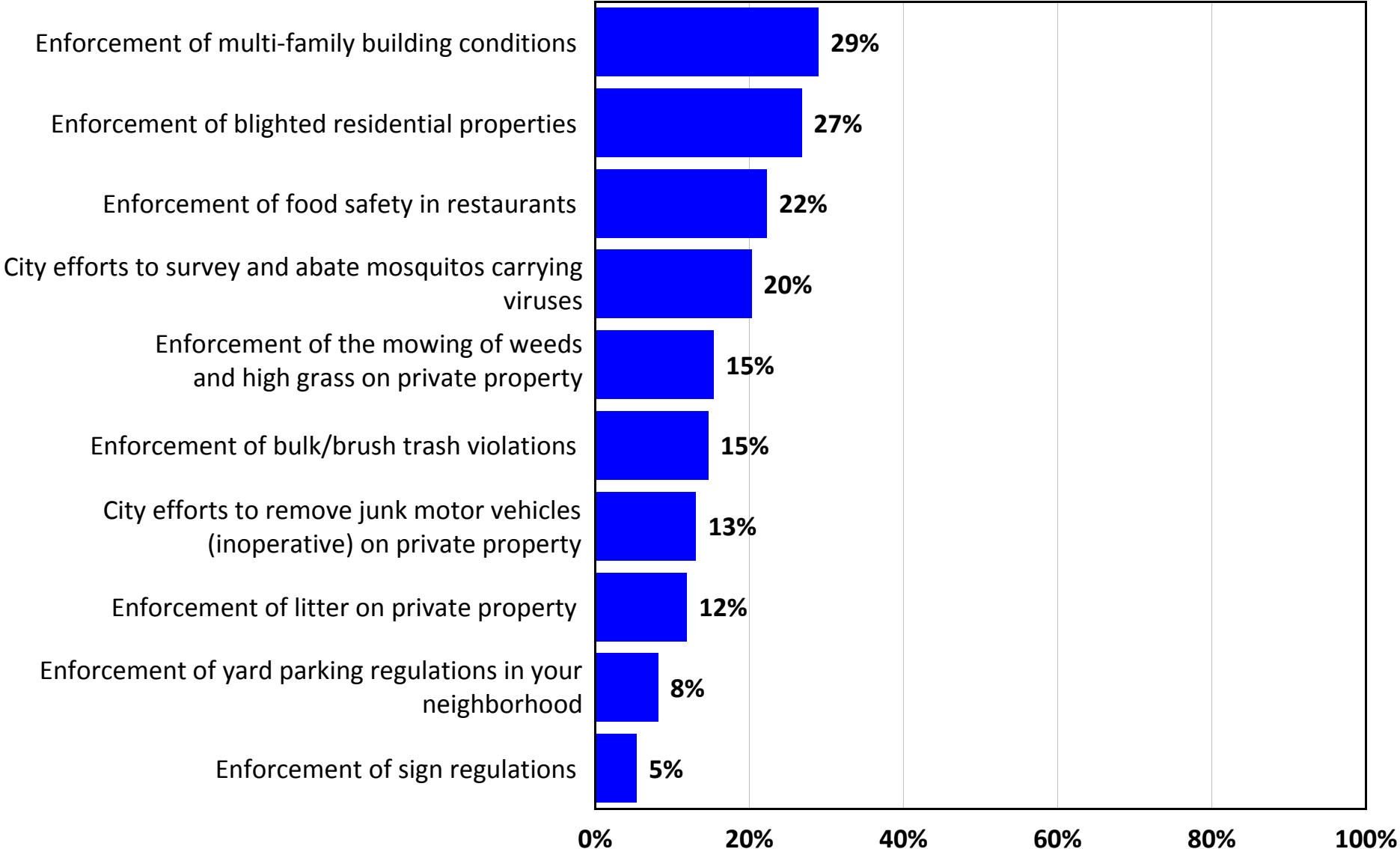# Q14. Ratings of <u>Code Enforcement</u> Services

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

Item	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Enforcement of food safety in restaurants	10%	42%	33%	15%
City efforts to survey and abate mosquitos carrying viruses	6%	36%	35%	23%
Enforcement of yard parking regulations in your neighborhood	11%	32%	27%	30%
Enforcement of bulk/brush trash violations	6%	29%	37%	28%
Enforcement of the mowing of weeds and high grass on private property	5%	29%	39%	27%
Enforcement of sign regulations	5%	28%	40%	27%
Enforcement of litter on private property	4%	24%	35%	37%
City efforts to remove junk motor vehicles (inoperative) on private property	5%	21%	34%	40%
Enforcement of multi-family building conditions	3%	18%	41%	38%
Enforcement of blighted residential properties	3%	16%	38%	43%

Legend: Excellent (4) | Good (3) | Fair (2) | Poor (1)

Source: ETC Institute (2020)

Q15. <u>Code Enforcement</u> 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

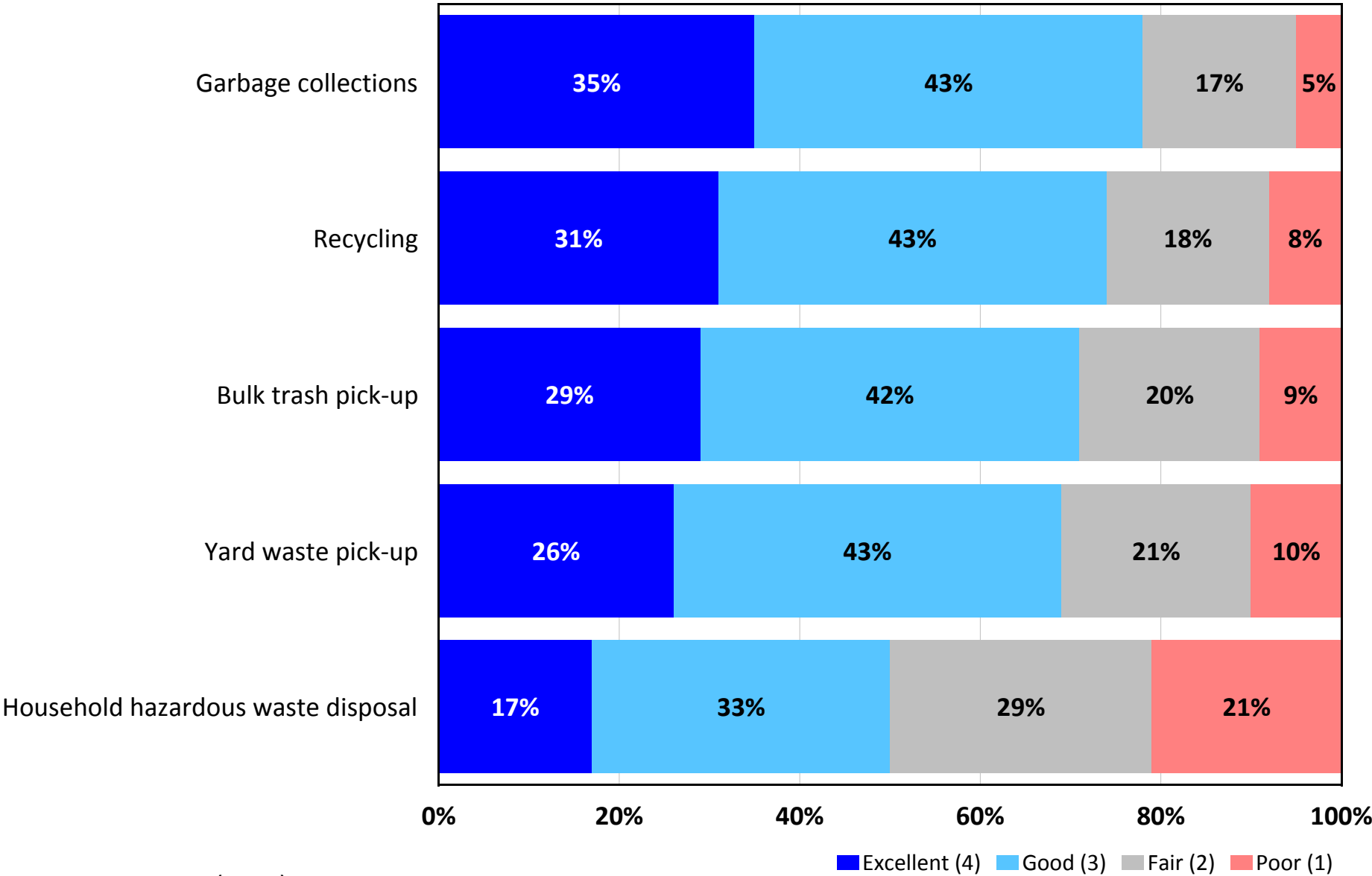| Service	Percentage
Enforcement of multi-family building conditions	29%
Enforcement of blighted residential properties	27%
Enforcement of food safety in restaurants	22%
City efforts to survey and abate mosquitos carrying viruses	20%
Enforcement of the mowing of weeds and high grass on private property	15%
Enforcement of bulk/brush trash violations	15%
City efforts to remove junk motor vehicles (inoperative) on private property	13%
Enforcement of litter on private property	12%
Enforcement of yard parking regulations in your neighborhood	8%
Enforcement of sign regulations	5%

0%   20%   40%   60%   80%   100%

Source: ETC Institute (2020)

Solid Waste Services

Source: ETC Institute (2020)
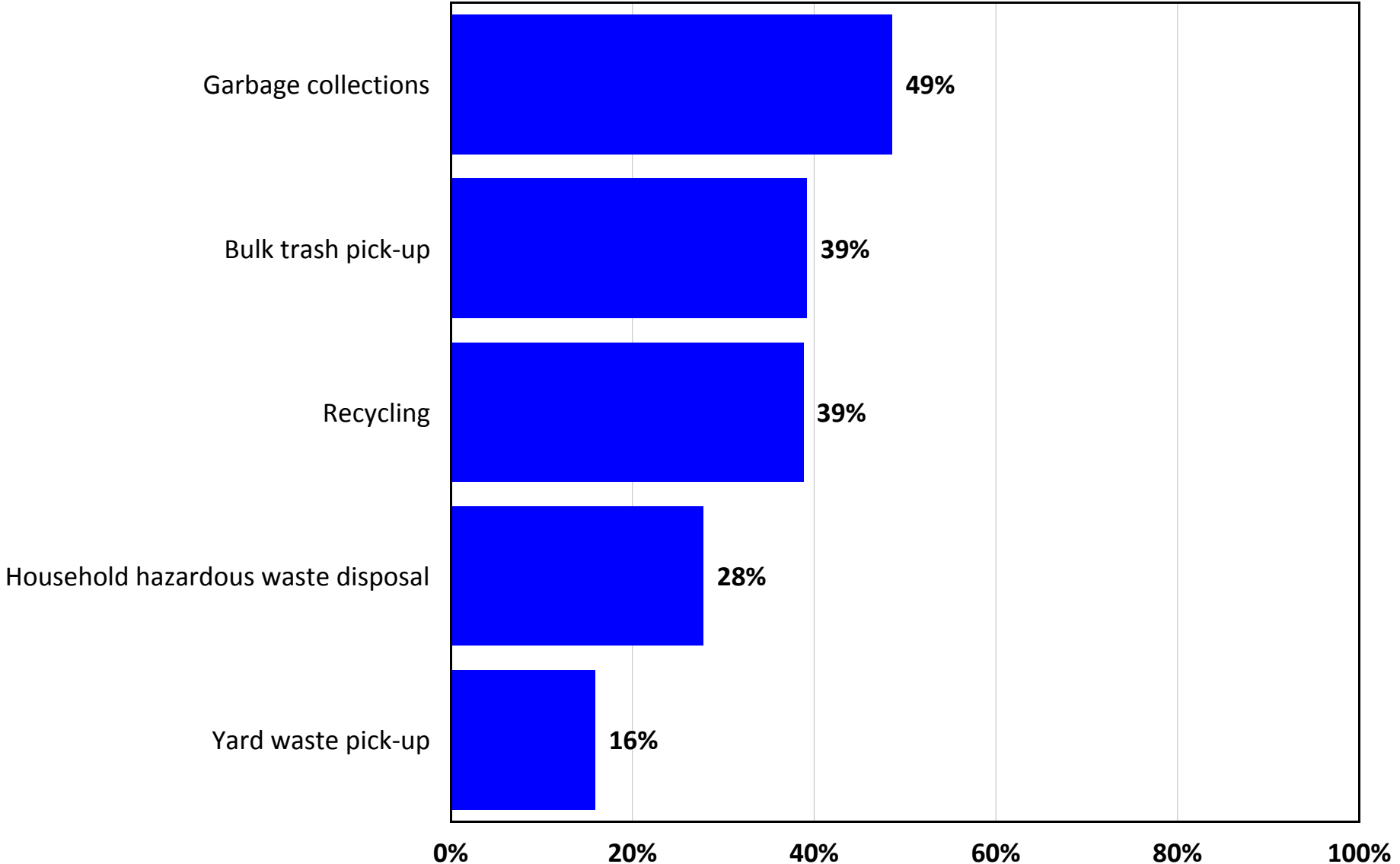
Q16. Ratings of <u>Solid Waste</u> Services

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

Service	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Garbage collections	35%	43%	17%	5%
Recycling	31%	43%	18%	8%
Bulk trash pick-up	29%	42%	20%	9%
Yard waste pick-up	26%	43%	21%	10%
Household hazardous waste disposal	17%	33%	29%	21%

■ Excellent (4)   ■ Good (3)   ■ Fair (2)   ■ Poor (1)

Source: ETC Institute (2020)

Q17. <u>Solid Waste</u> 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

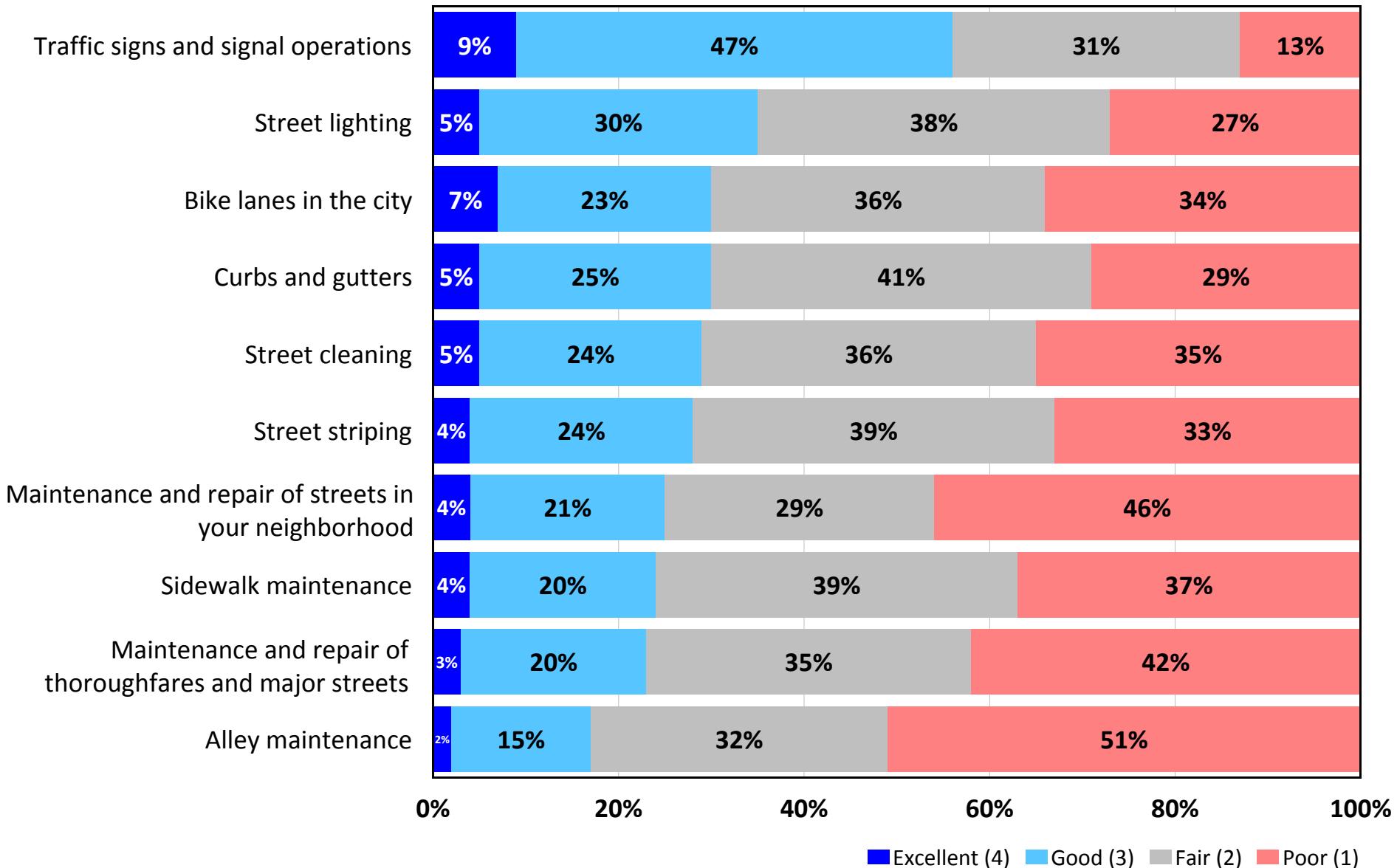| Service	Percentage
Garbage collections	49%
Bulk trash pick-up	39%
Recycling	39%
Household hazardous waste disposal	28%
Yard waste pick-up	16%

Source: ETC Institute (2020)

Streets and Infrastructure/Mobility

Source: ETC Institute (2020)

Q18. Ratings of <u>Streets and Infrastructure/Mobility</u> Services
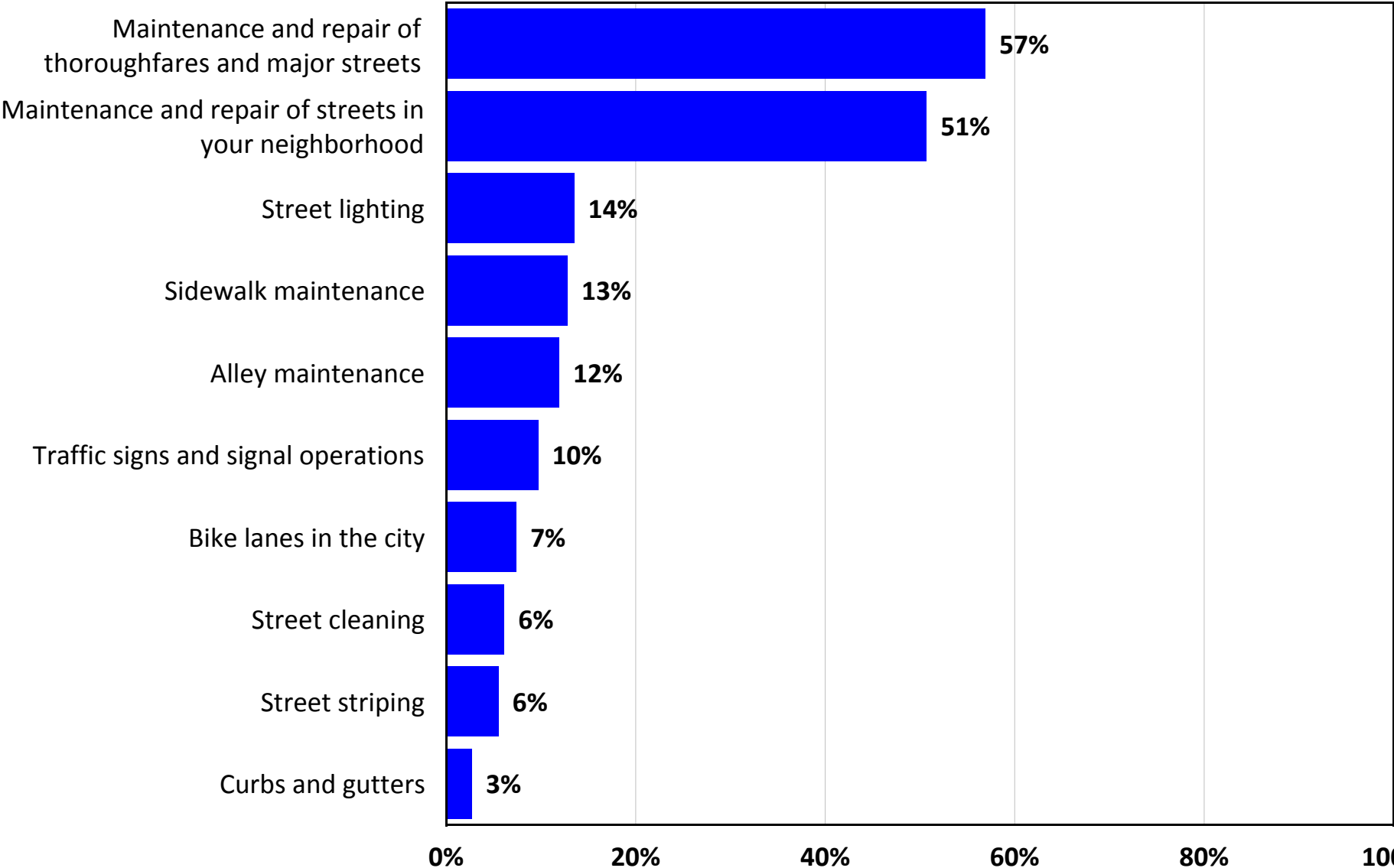
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale,
where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)

Service	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Traffic signs and signal operations	9%	47%	31%	13%
Street lighting	5%	30%	38%	27%
Bike lanes in the city	7%	23%	36%	34%
Curbs and gutters	5%	25%	41%	29%
Street cleaning	5%	24%	36%	35%
Street striping	4%	24%	39%	33%
Maintenance and repair of streets in your neighborhood	4%	21%	29%	46%
Sidewalk maintenance	4%	20%	39%	37%
Maintenance and repair of thoroughfares and major streets	3%	20%	35%	42%
Alley maintenance	2%	15%	32%	51%

Legend: ■ Excellent (4) ■ Good (3) ■ Fair (2) ■ Poor (1)

Source: ETC Institute (2020)

Q19. <u>Streets and Infrastructure/Mobility</u> Services Residents Think Should Be the City's Top Priorities

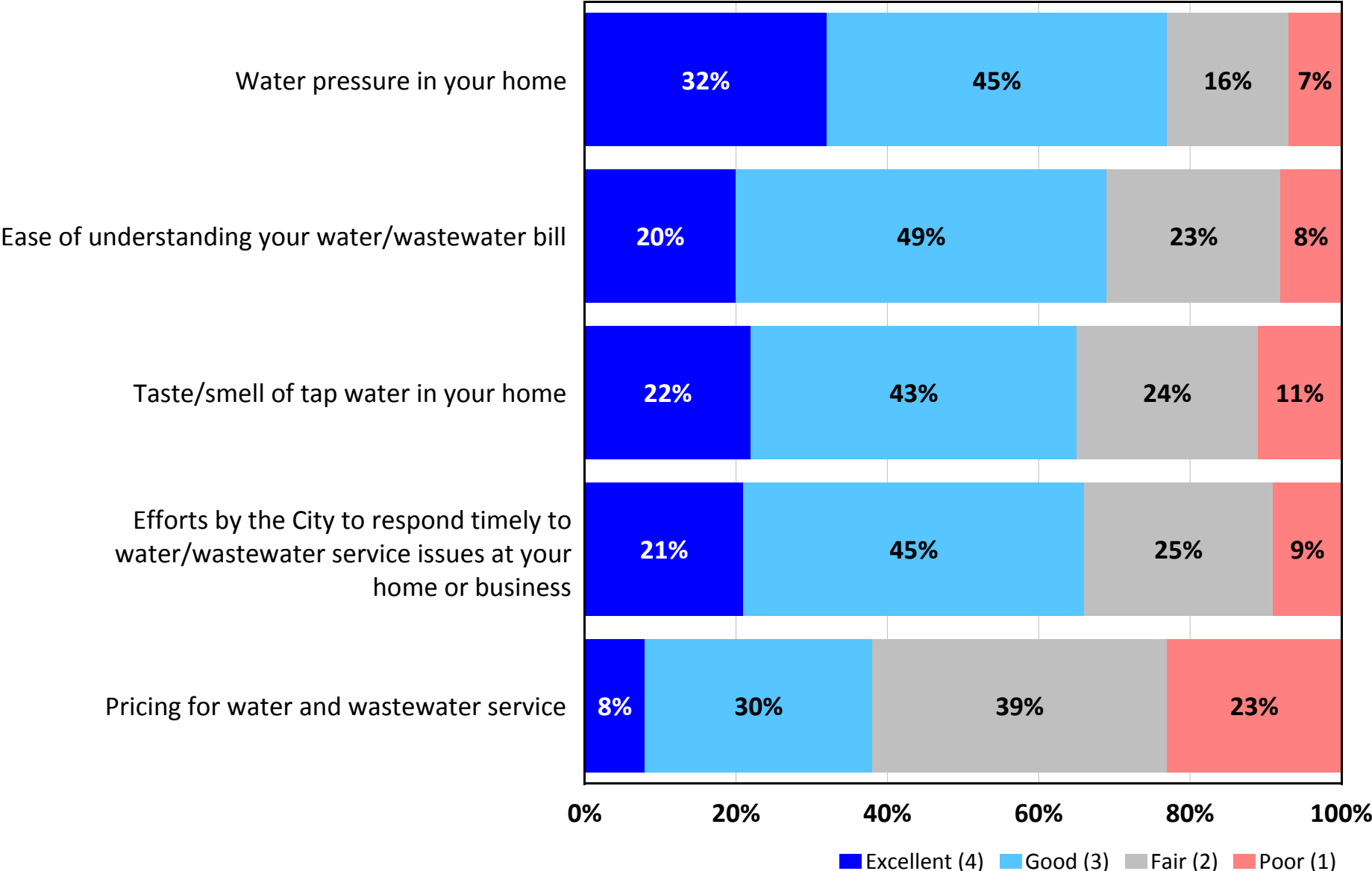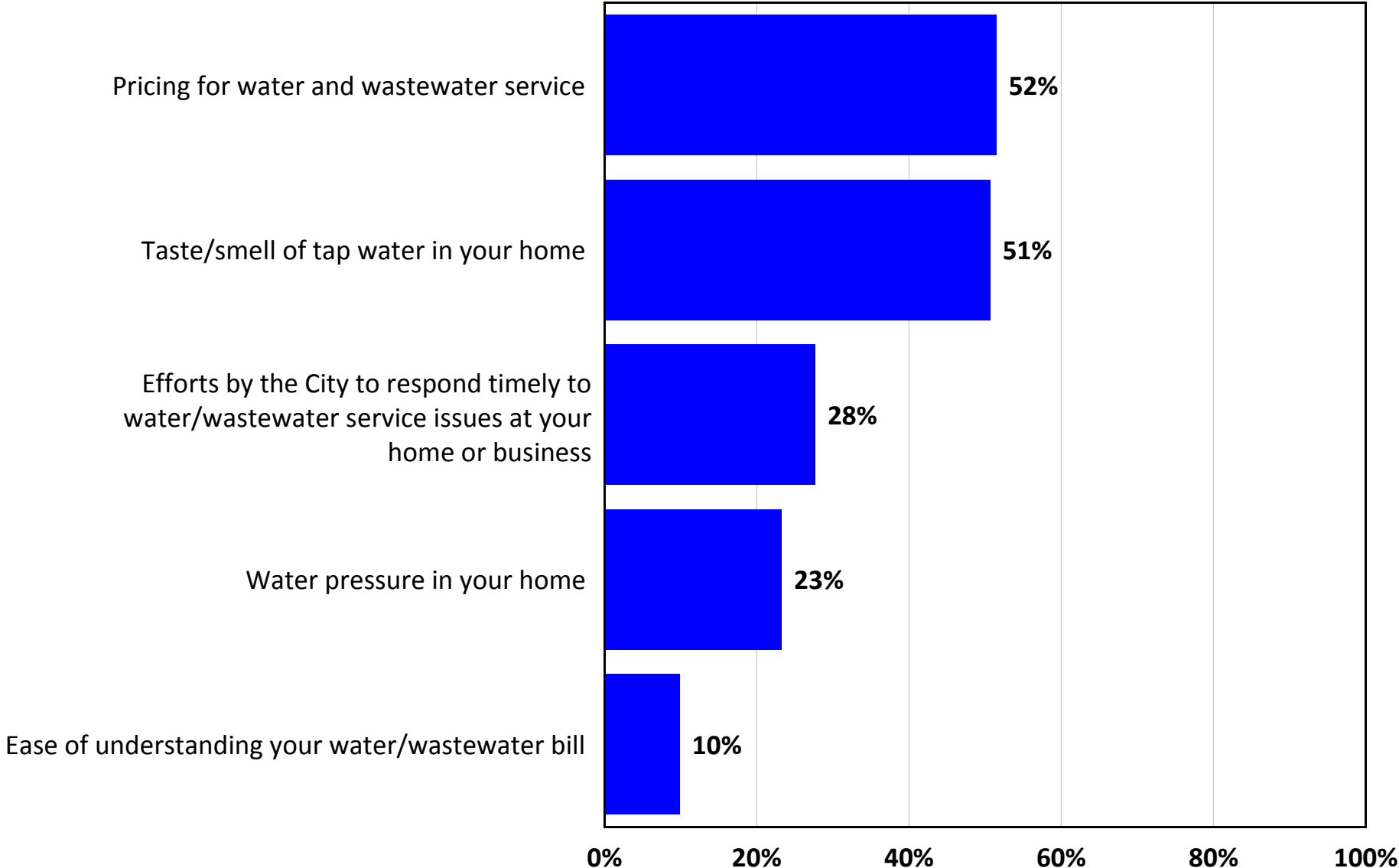by percentage of respondents who selected the item as one of their top two choices

Service	Percentage
Maintenance and repair of thoroughfares and major streets	57%
Maintenance and repair of streets in your neighborhood	51%
Street lighting	14%
Sidewalk maintenance	13%
Alley maintenance	12%
Traffic signs and signal operations	10%
Bike lanes in the city	7%
Street cleaning	6%
Street striping	6%
Curbs and gutters	3%

Source: ETC Institute (2020)

Water and Wastewater Services

Source: ETC Institute (2020)

Q20. Ratings of <u>Water and Wastewater</u> Services

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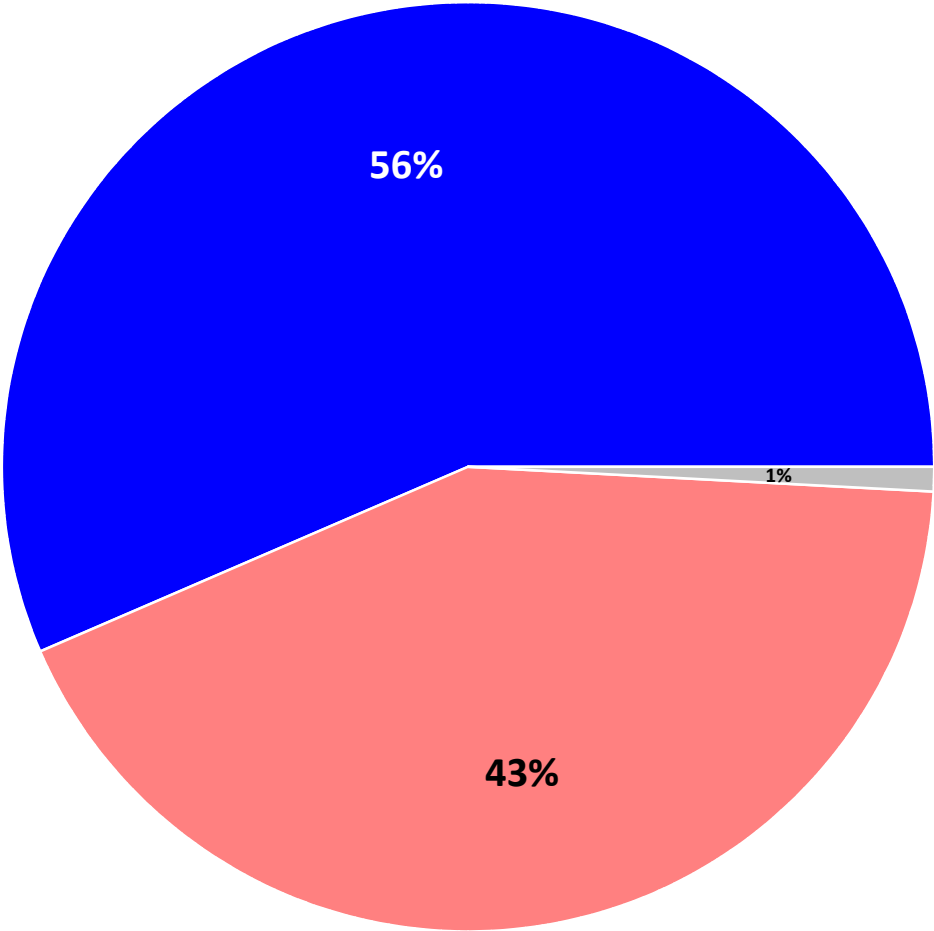where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)

	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Water pressure in your home	32%	45%	16%	7%
Ease of understanding your water/wastewater bill	20%	49%	23%	8%
Taste/smell of tap water in your home	22%	43%	24%	11%
Efforts by the City to respond timely to water/wastewater service issues at your home or business	21%	45%	25%	9%
Pricing for water and wastewater service	8%	30%	39%	23%

Source: ETC Institute (2020)

Q21. <u>Water and Wastewater</u> 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

Pricing for water and wastewater service	52%
Taste/smell of tap water in your home	51%
Efforts by the City to respond timely to water/wastewater service issues at your home or business	28%
Water pressure in your home	23%
Ease of understanding your water/wastewater bill	10%

Source: ETC Institute (2020)

Other City Services/Facilities

Source: ETC Institute (2020)

Q22. Ratings of <u>Other City Services/Facilities</u>

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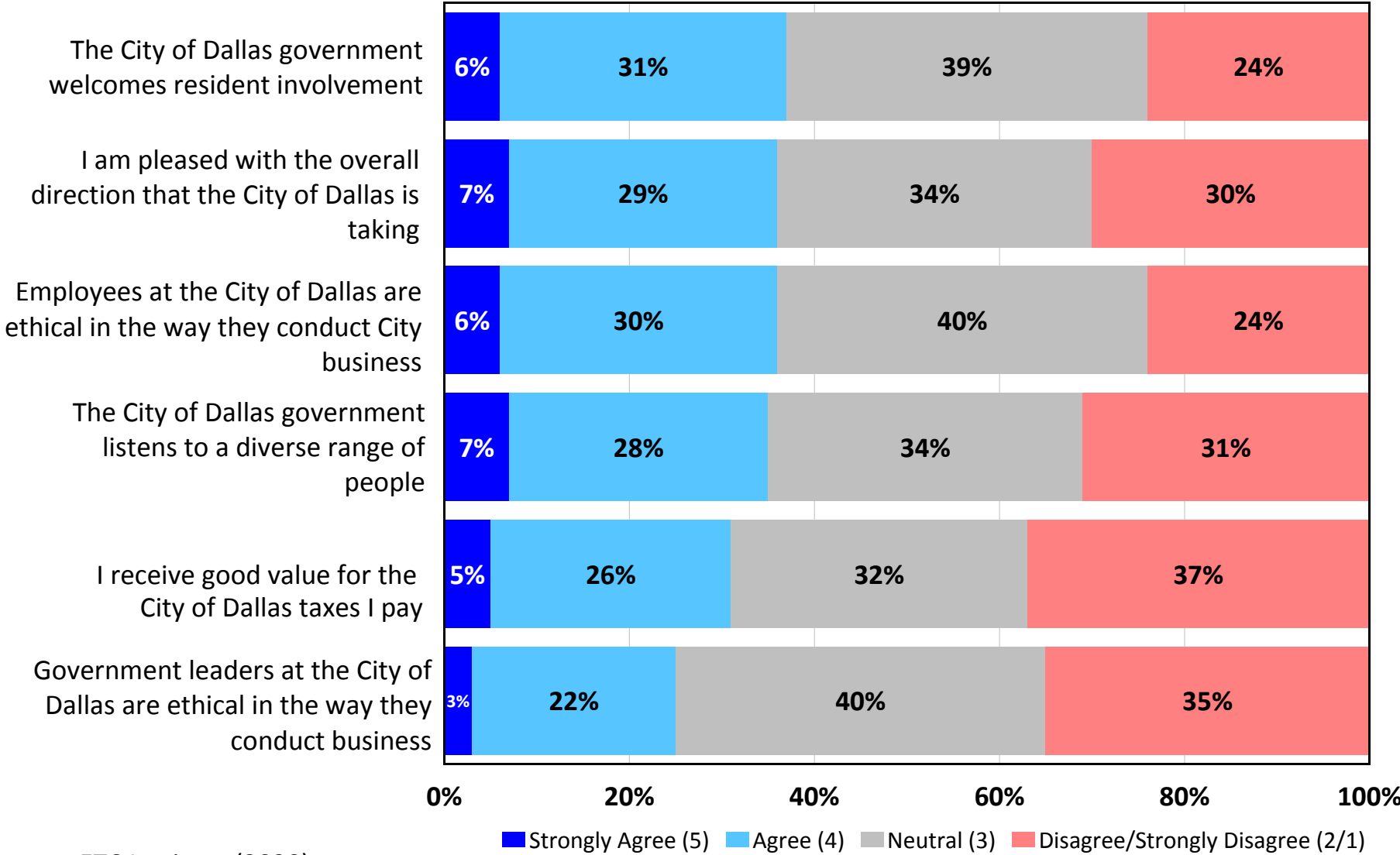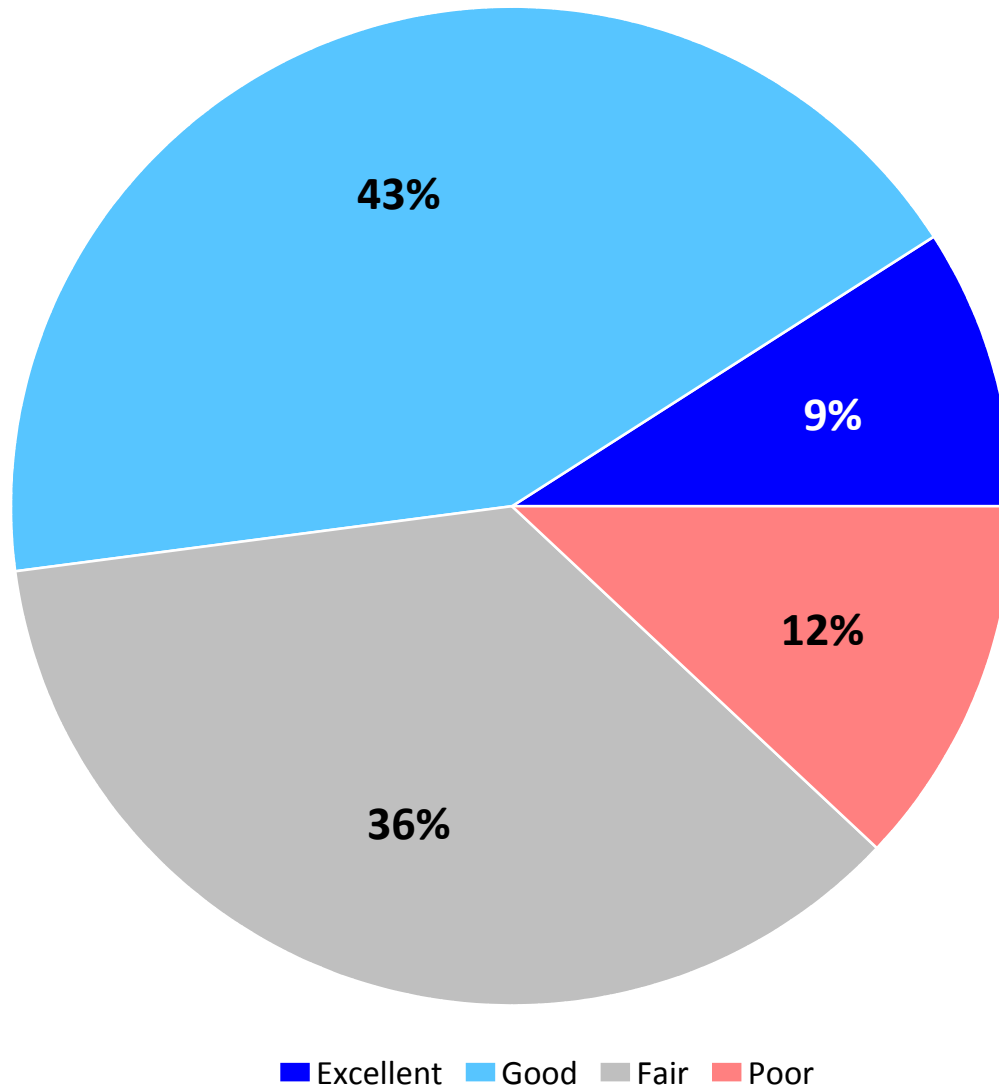where a rating of 4 is "excellent" and a rating of 1 is "poor" (<u>excluding don't knows</u>)

Service/Facility	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Appearance/maintenance of arts and cultural centers/facilities	26%	47%	21%	6%
Variety of library materials	23%	48%	23%	6%
Variety of arts and cultural programs	26%	44%	23%	7%
Appearance/maintenance of libraries/facilities	21%	49%	24%	6%
Accessibility of arts and cultural centers/facilities	23%	45%	25%	7%
Variety of arts and cultural programs	24%	44%	24%	8%
Accessibility of City facilities/services for persons with disabilities	16%	45%	28%	11%
Services to seniors	6%	32%	35%	27%
Services to youth	5%	31%	38%	26%
Services to low-income people	4%	17%	35%	44%
Housing services programs	4%	14%	34%	48%
Services to homeless residents	3%	11%	26%	60%

Source: ETC Institute (2020)

Customer Service

Source: ETC Institute (2020)

Q23. 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, librarians, or any others)?

by percentage of respondents

Yes ■ No ■ Not provided

56%

43%

1%

Q23b. Ratings of <u>Customer Service</u> Provided by City Employees

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

Source: ETC Institute (2020)

Legend: Excellent (4), Good (3), Fair (2), Poor (1)

Category	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Courtesy	48%	32%	12%	8%
Knowledge	43%	33%	14%	10%
Overall	42%	29%	17%	12%
Responsiveness	40%	28%	16%	16%
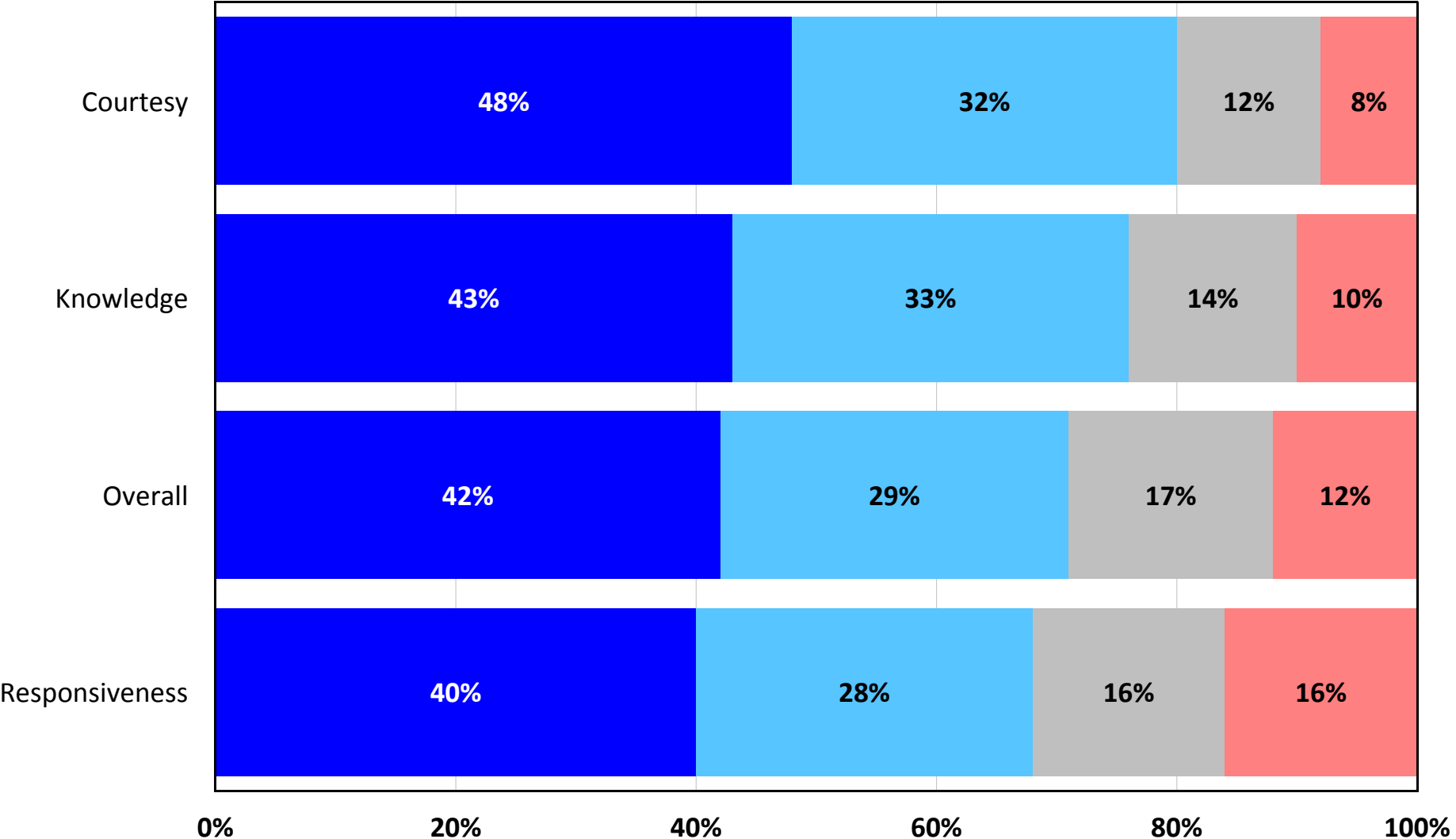
Overall Quality of Governmental Services

Q24. 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)

Statement	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree/Strongly Disagree (2/1)
The City of Dallas government welcomes resident involvement	6%	31%	39%	24%
I am pleased with the overall direction that the City of Dallas is taking	7%	29%	34%	30%
Employees at the City of Dallas are ethical in the way they conduct City business	6%	30%	40%	24%
The City of Dallas government listens to a diverse range of people	7%	28%	34%	31%
I receive good value for the City of Dallas taxes I pay	5%	26%	32%	37%
Government leaders at the City of Dallas are ethical in the way they conduct business	3%	22%	40%	35%

Legend: ■ Strongly Agree (5) ■ Agree (4) ■ Neutral (3) ■ Disagree/Strongly Disagree (2/1)

Source: ETC Institute (2020)

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

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

43%

9%

12%

36%

■ Excellent ■ Good ■ Fair ■ Poor

Source: ETC Institute (2020)

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

	Excellent (4)	Good (3)	Fair (2)	Poor (1)
The City of Dallas	9%	43%	36%	12%
The State Government	7%	34%	37%	22%
The Federal Government	5%	33%	40%	22%

Legend: ■ Excellent (4) ■ Good (3) ■ Fair (2) ■ Poor (1)
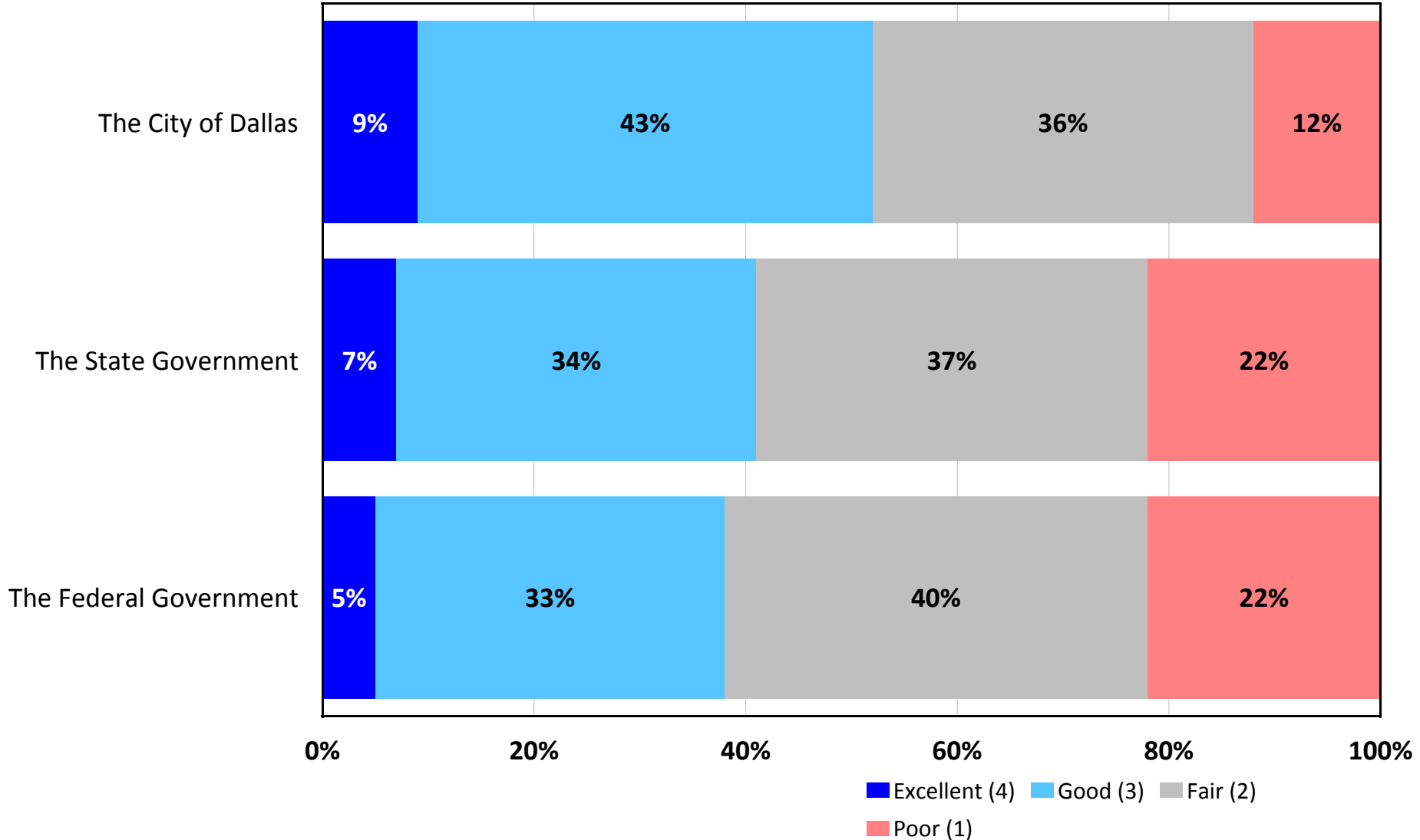
Source: ETC Institute (2020)

Survey Respondents by Council District

by percentage of respondents

Legend:
1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
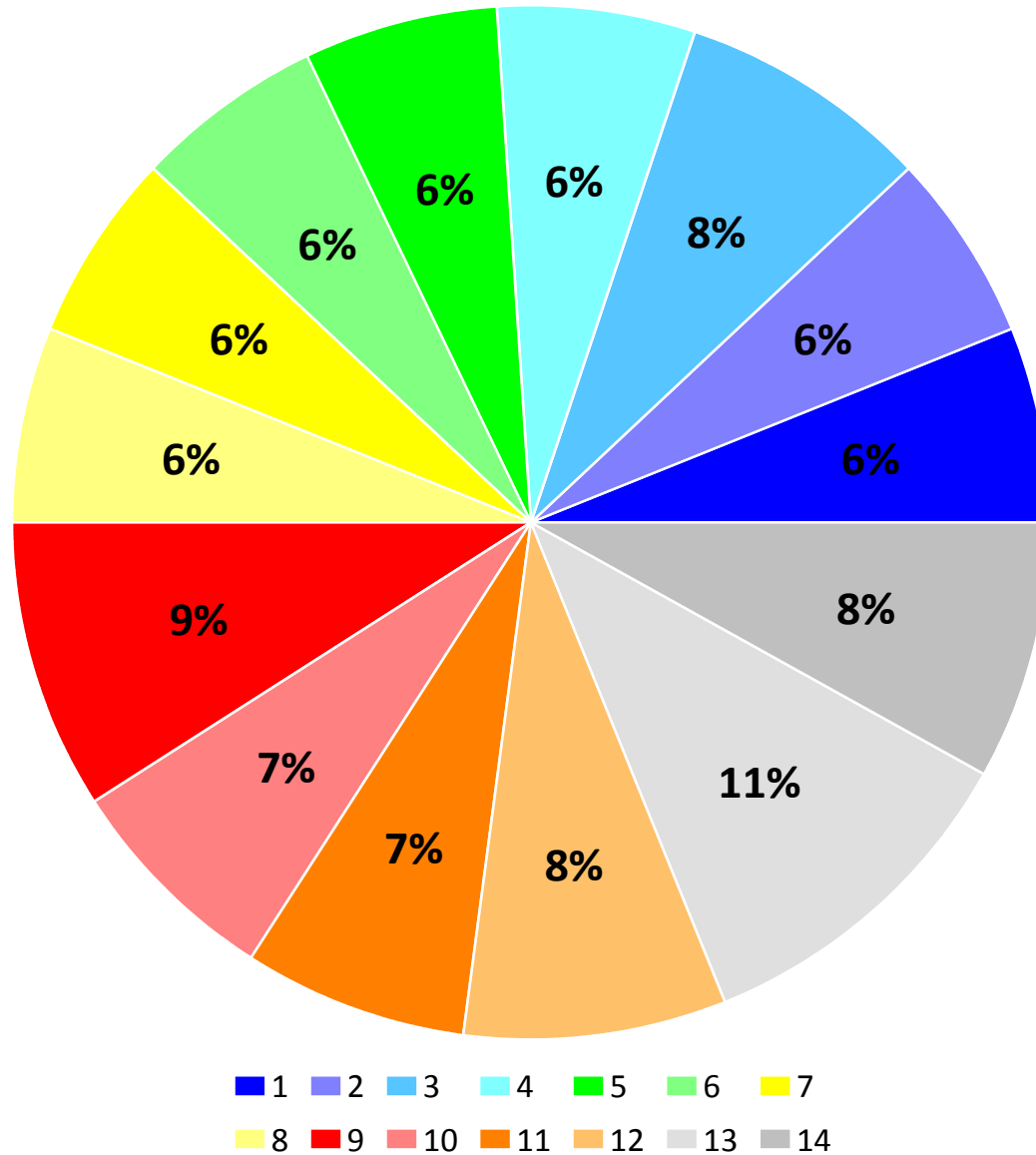
Section 2
Trend Charts

Q1. Quality of Life Ratings
Trends - 2020, 2018, 2016, 2014, 2013

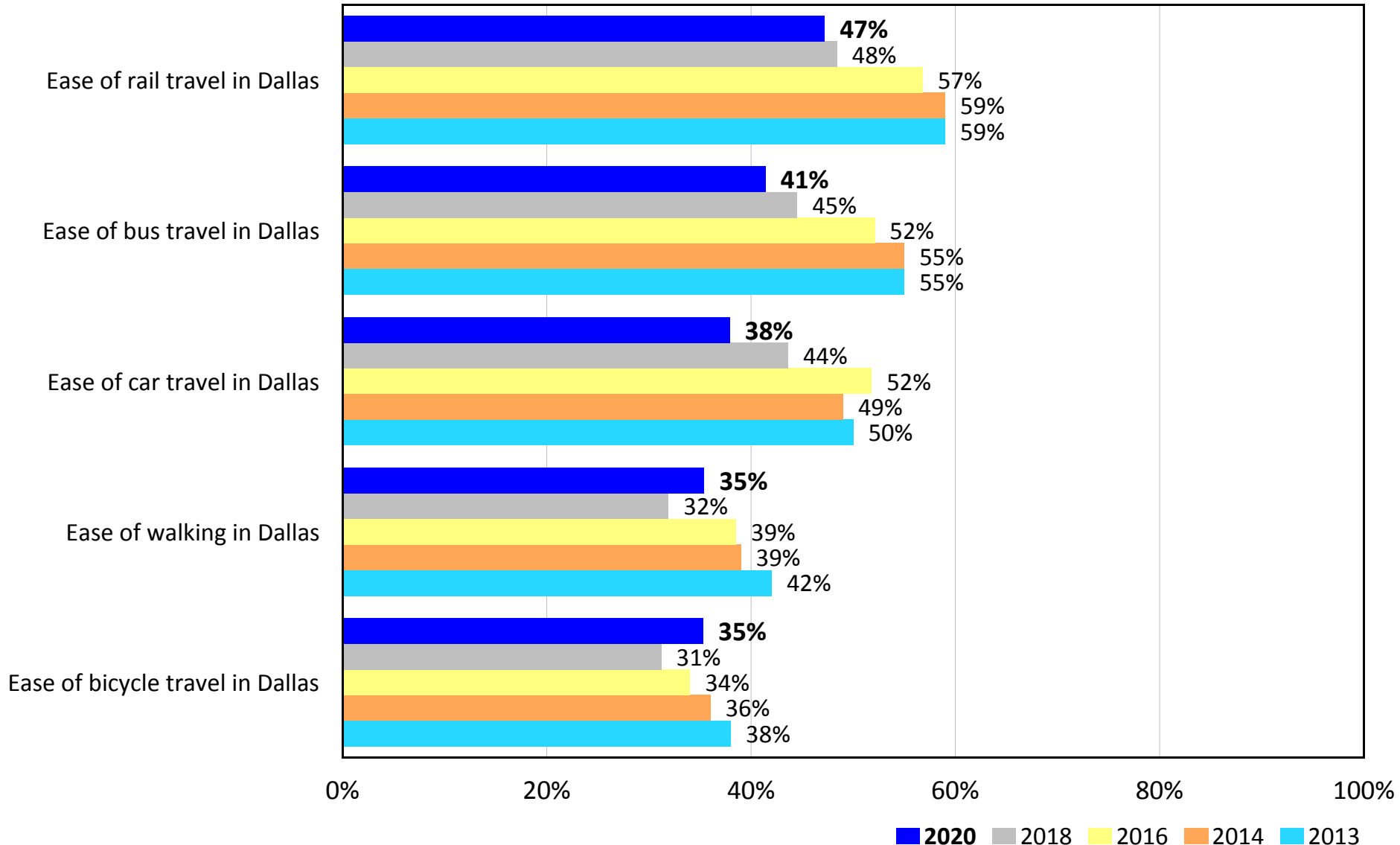by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)

Category	2020	2018	2016	2014	2013
Dallas as a place to do business	**83%**	84%	86%	83%	82%
Dallas as a place to work	**83%**	85%	87%	83%	82%
Dallas as a place to live	**76%**	80%	84%	82%	82%
Your neighborhood as a place to live	**73%**	69%	74%	71%	69%
The overall quality of life in Dallas	**67%**	72%	77%	73%	73%
The quality of economic development in Dallas	**64%**	72%	75%	73%	67%
Dallas as a place to raise children	**59%**	61%	68%	62%	66%
Dallas as a place to retire	**49%**	54%	62%	58%	57%
The quality of public schools in Dallas	**26%**	28%	26%	27%	33%

Legend: **2020** 2018 2016 2014 2013
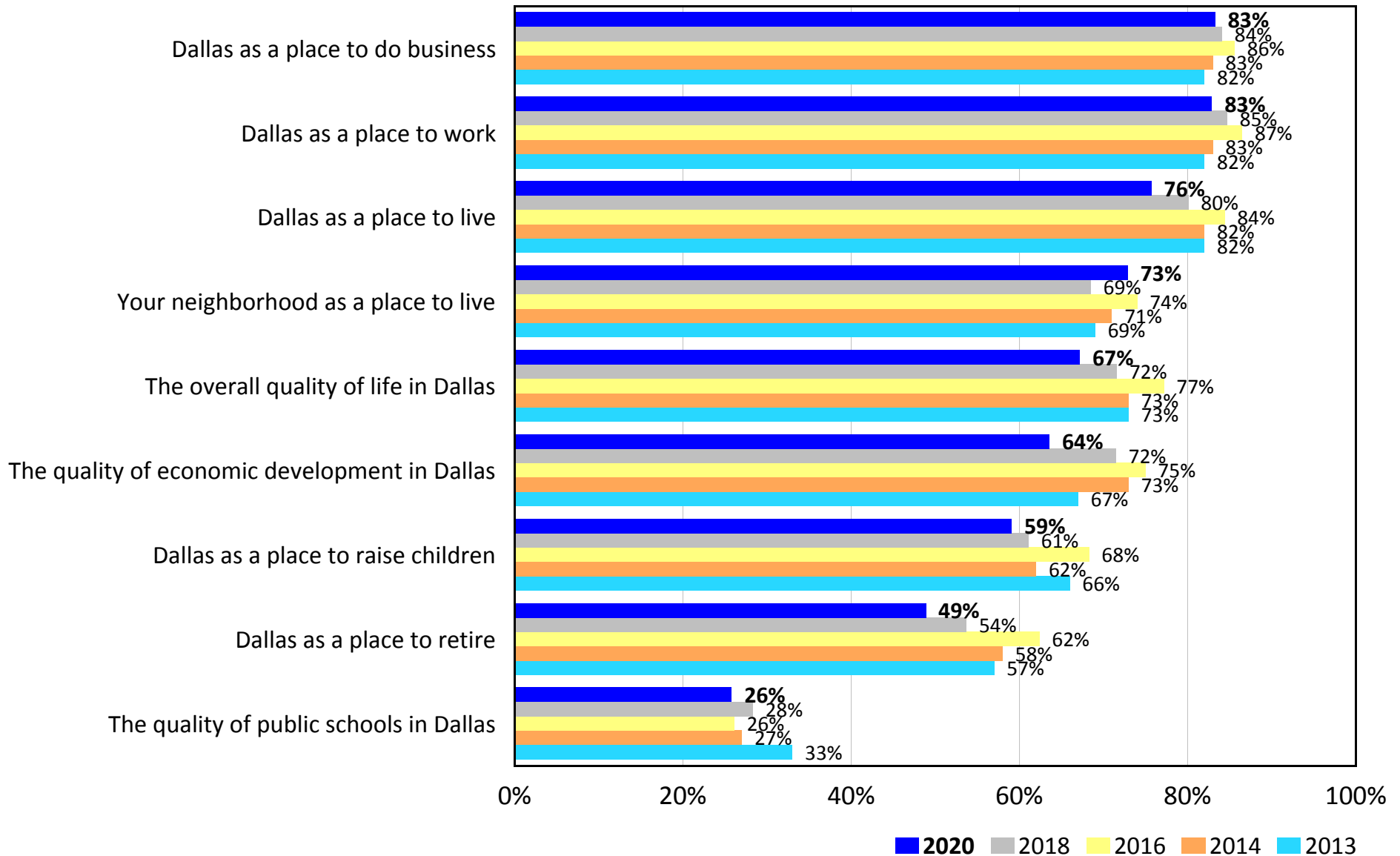
Source: ETC Institute (2020)

Q2. Ratings of Characteristics of the Community: General Characteristics and Opportunities
Trends - 2020, 2018, 2016, 2014, 2013
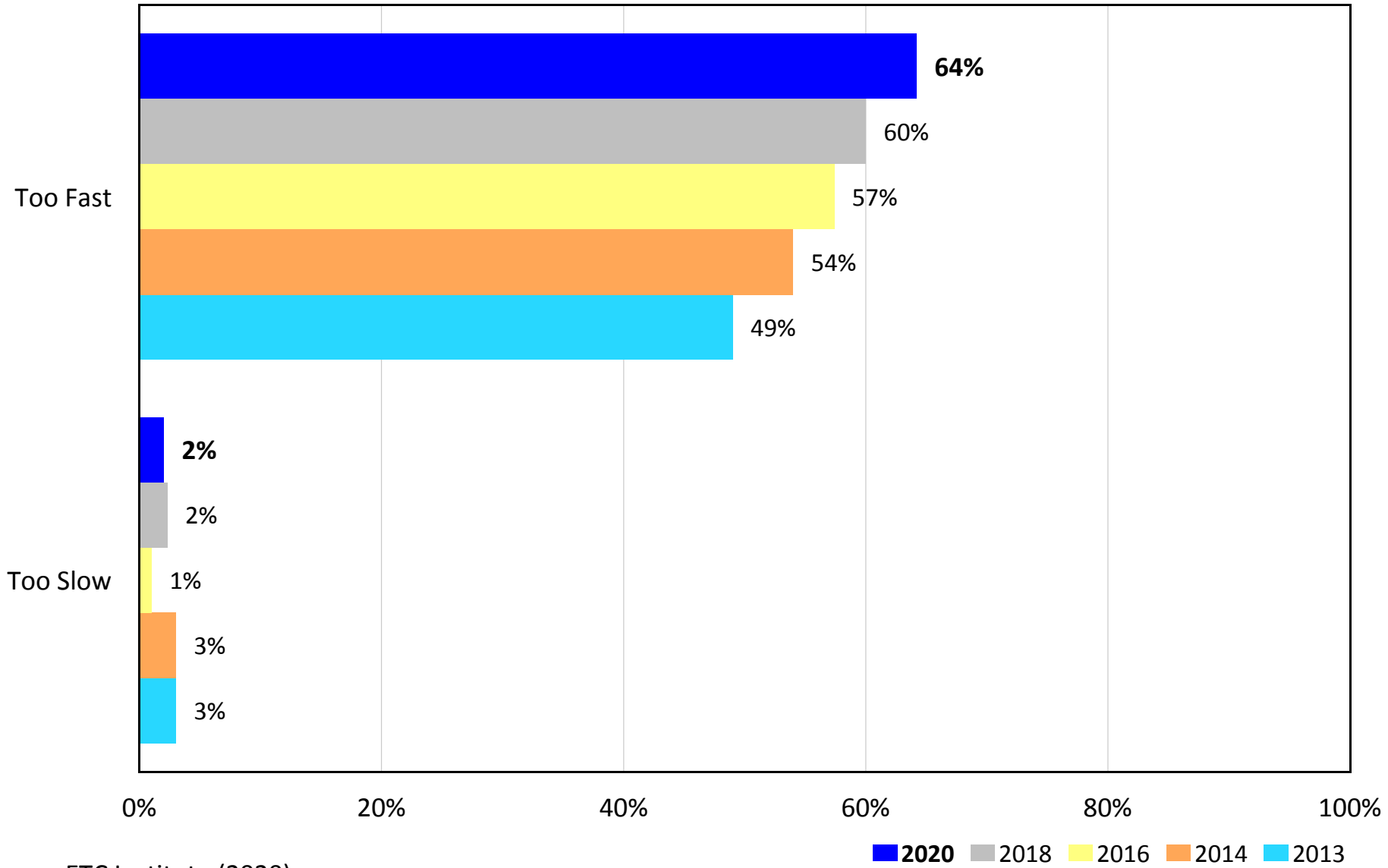by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)

Opportunities to attend arts and cultural events
- 2020: 79%
- 2018: 75%
- 2016: 83%
- 2014: 82%
- 2013: 80%

Overall image/reputation of Dallas
- 2020: 62%
- 2018: 63%
- 2016: 73%
- 2014: 70%
- 2013: 70%

Air quality
- 2020: 50%
- 2018: 50%
- 2016: 56%
- 2014: 49%
- 2013: 49%

Openness and acceptance of the community towards people of diverse backgrounds
- 2020: 47%
- 2018: 52%
- 2016: 54%
- 2014: 54%
- 2013: 56%

Sense of community
- 2020: 47%
- 2018: 49%
- 2016: 55%
- 2014: 53%
- 2013: 55%

Legend: ■ 2020 ■ 2018 ■ 2016 ■ 2014 ■ 2013
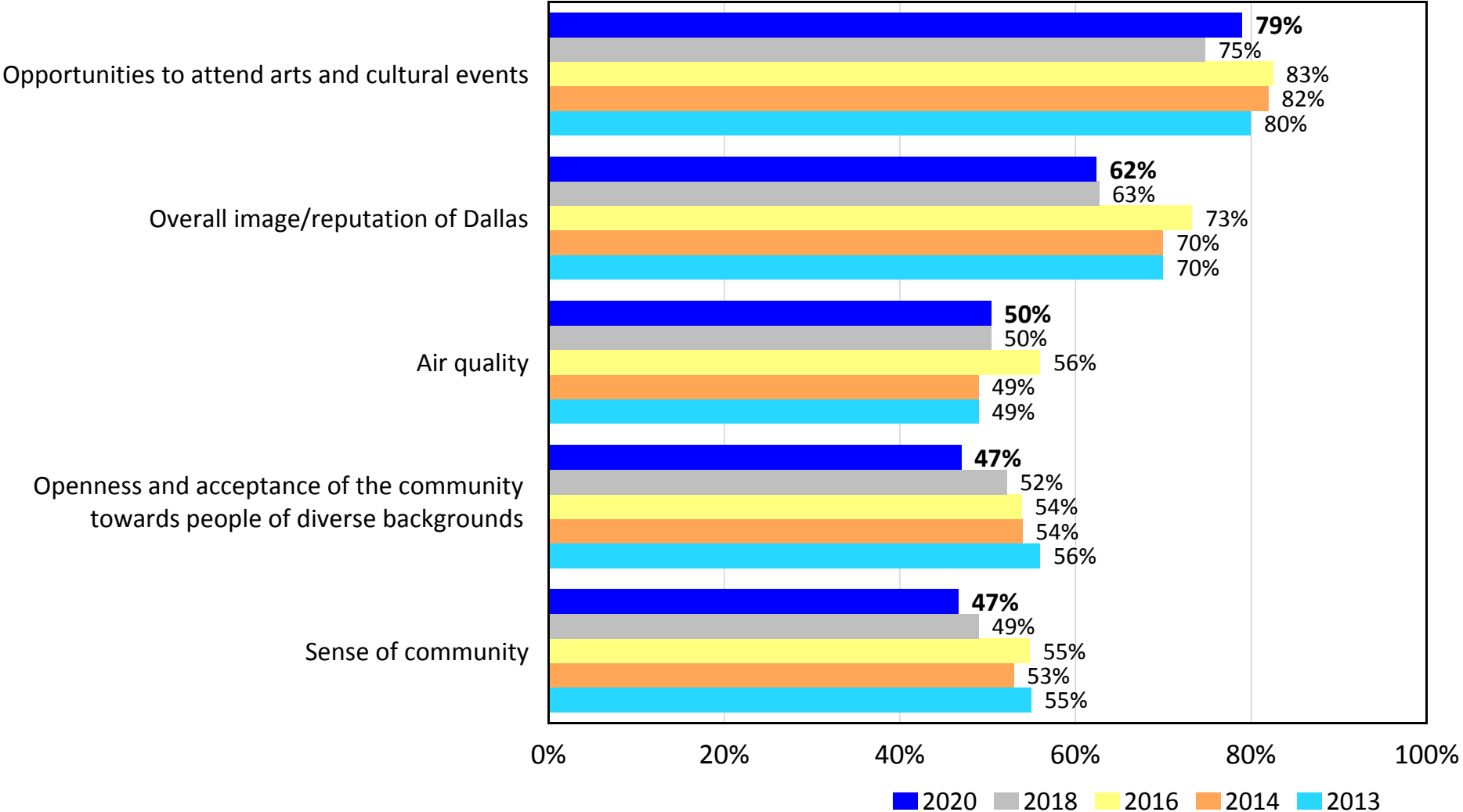
Source: ETC Institute (2020)

Q2. Ratings of Characteristics of the Community: <u>Access</u>
Trends - 2020, 2018, 2016, 2014, 2013

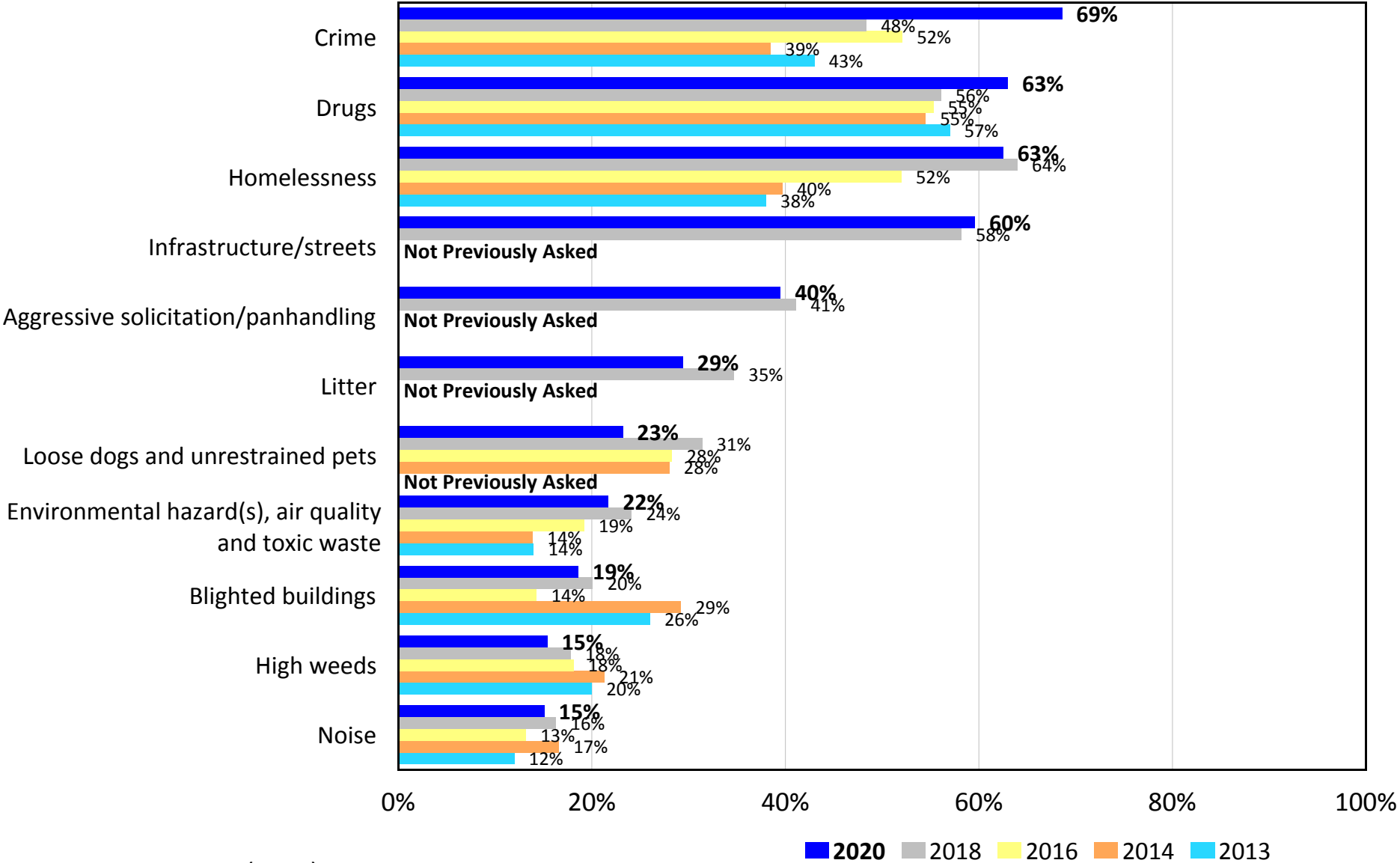by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

Access to affordable, quality food
- 2020: **67%**
- 2018: 65%
- 2016: 73%
- 2014: 74%
- 2013: 73%

Access to living-wage jobs
- 2020: **56%**
- 2018: 55%
- **Not Previously Asked**

Access to affordable, quality health care
- 2020: **55%**
- 2018: 50%
- 2016: 60%
- 2014: 64%
- 2013: 60%

Access to quality education
- 2020: **53%**
- 2018: 53%
- **Not Previously Asked**

Access to affordable, quality housing
- 2020: **32%**
- 2018: 35%
- 2016: 52%
- 2014: 59%
- 2013: 58%

Access to affordable, quality child care
- 2020: **32%**
- 2018: 35%
- 2016: 48%
- 2014: 53%
- 2013: 52%

Legend: **2020** | 2018 | 2016 | 2014 | 2013
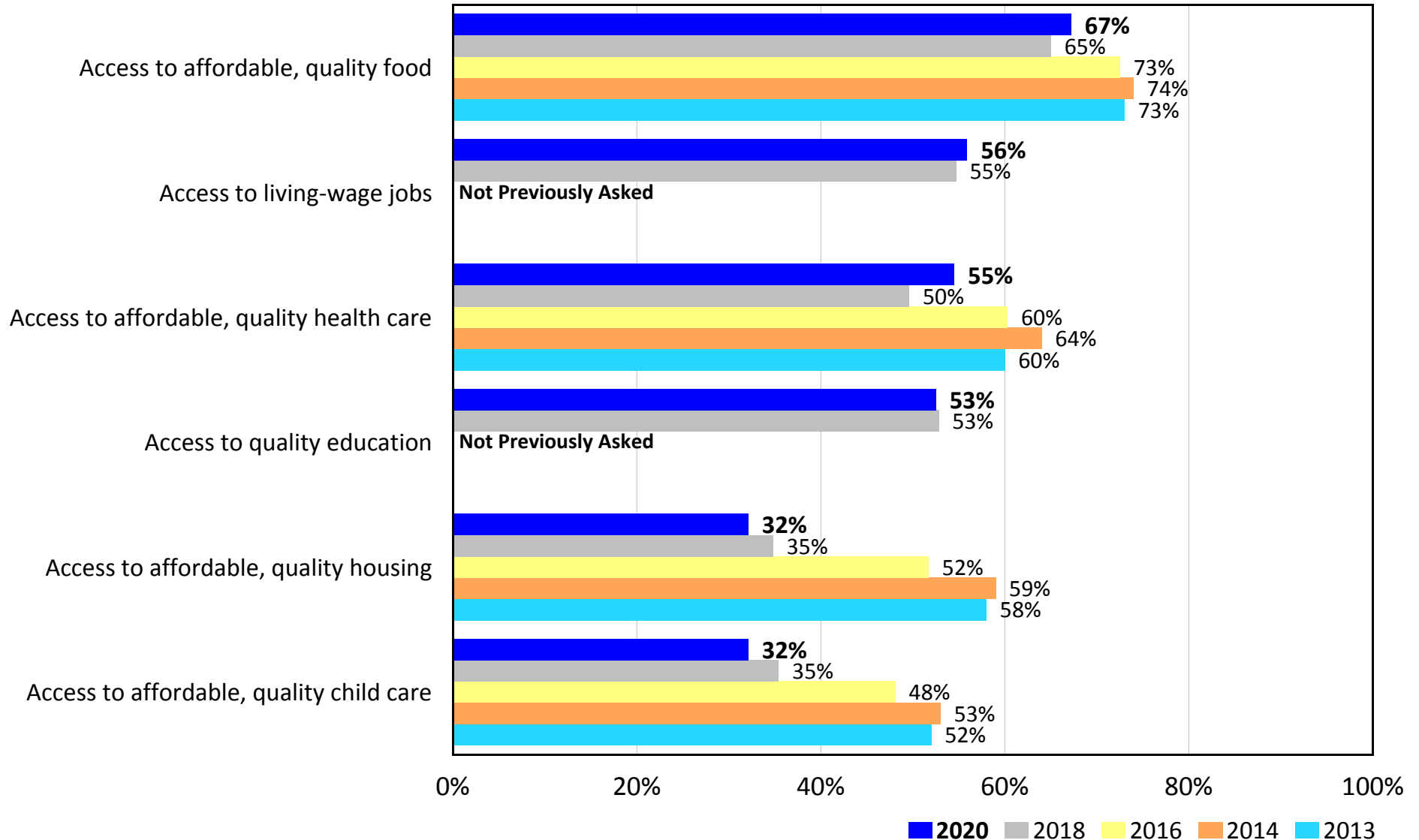
Source: ETC Institute (2020)

Q2. Ratings of Characteristics of the Community: <u>Mobility</u>
Trends - 2020, 2018, 2016, 2014, 2013

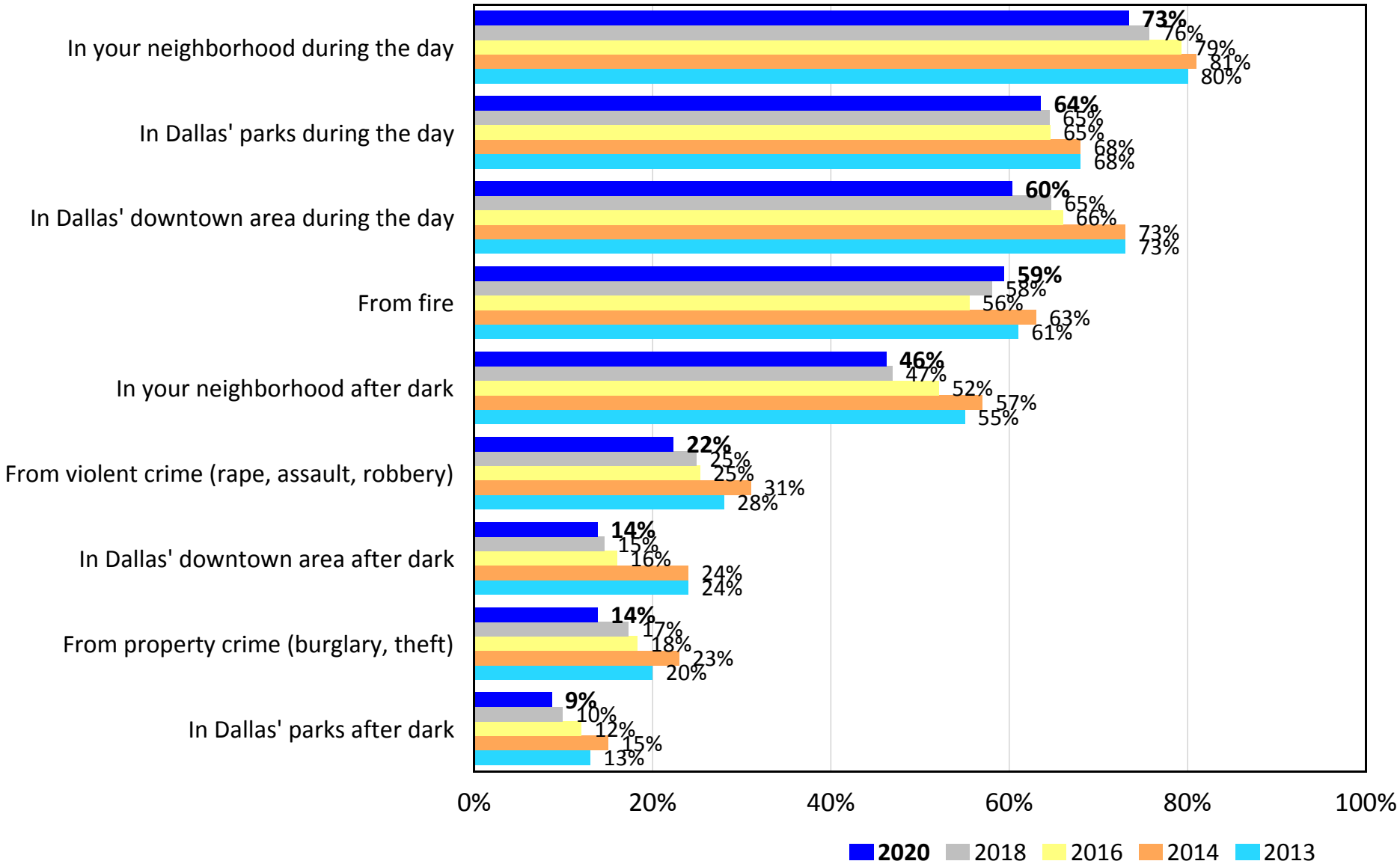by percentage of respondents who rated the item as "excellent" or "good" <u>(excluding don't knows)</u>

Ease of rail travel in Dallas
- **47%** (2020)
- 48% (2018)
- 57% (2016)
- 59% (2014)
- 59% (2013)

Ease of bus travel in Dallas
- **41%** (2020)
- 45% (2018)
- 52% (2016)
- 55% (2014)
- 55% (2013)

Ease of car travel in Dallas
- **38%** (2020)
- 44% (2018)
- 52% (2016)
- 49% (2014)
- 50% (2013)

Ease of walking in Dallas
- **35%** (2020)
- 32% (2018)
- 39% (2016)
- 39% (2014)
- 42% (2013)

Ease of bicycle travel in Dallas
- **35%** (2020)
- 31% (2018)
- 34% (2016)
- 36% (2014)
- 38% (2013)

X-axis: 0%, 20%, 40%, 60%, 80%, 100%

Legend: **2020** | 2018 | 2016 | 2014 | 2013

Source: ETC Institute (2020)

Q4. Ratings of <u>Population Growth</u> in Dallas:
Trends - 2020, 2018, 2016, 2014, 2013

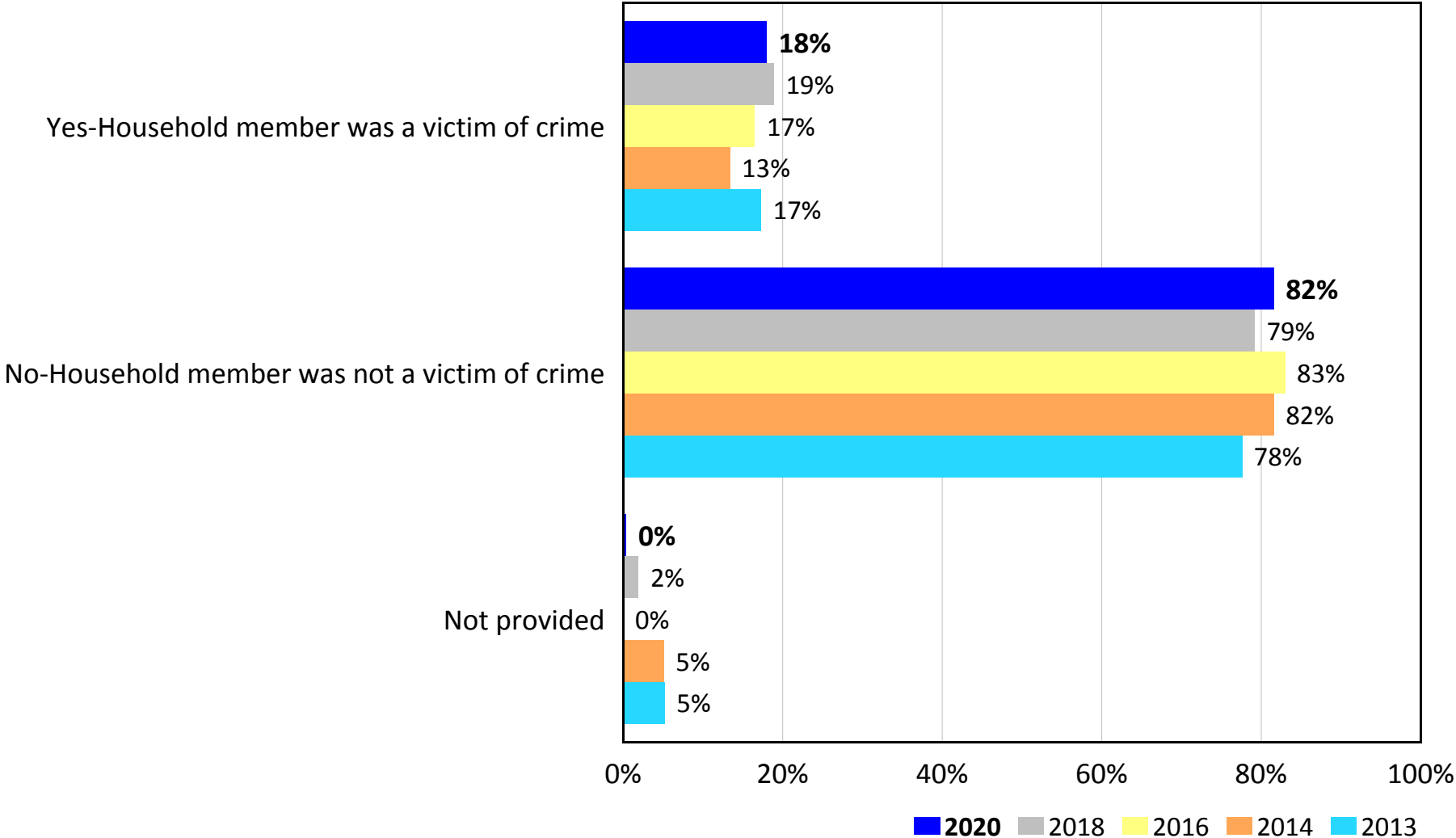by percentage of respondents who rated the item as "excellent" or "good" <u>(excluding don't knows)</u>

Too Fast
- **64%** (2020)
- 60% (2018)
- 57% (2016)
- 54% (2014)
- 49% (2013)

Too Slow
- **2%** (2020)
- 2% (2018)
- 1% (2016)
- 3% (2014)
- 3% (2013)

0%   20%   40%   60%   80%   100%

2020 2018 2016 2014 2013

Source: ETC Institute (2020)

Q4. Ratings of <u>Retail Growth</u> in Dallas:
Trends - 2020, 2018, 2016, 2014, 2013

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

Too Fast
- 22% (2020)
- 23% (2018)
- 25% (2016)
- 20% (2014)
- 21% (2013)

Too Slow
- 14% (2020)
- 15% (2018)
- 13% (2016)
- 14% (2014)
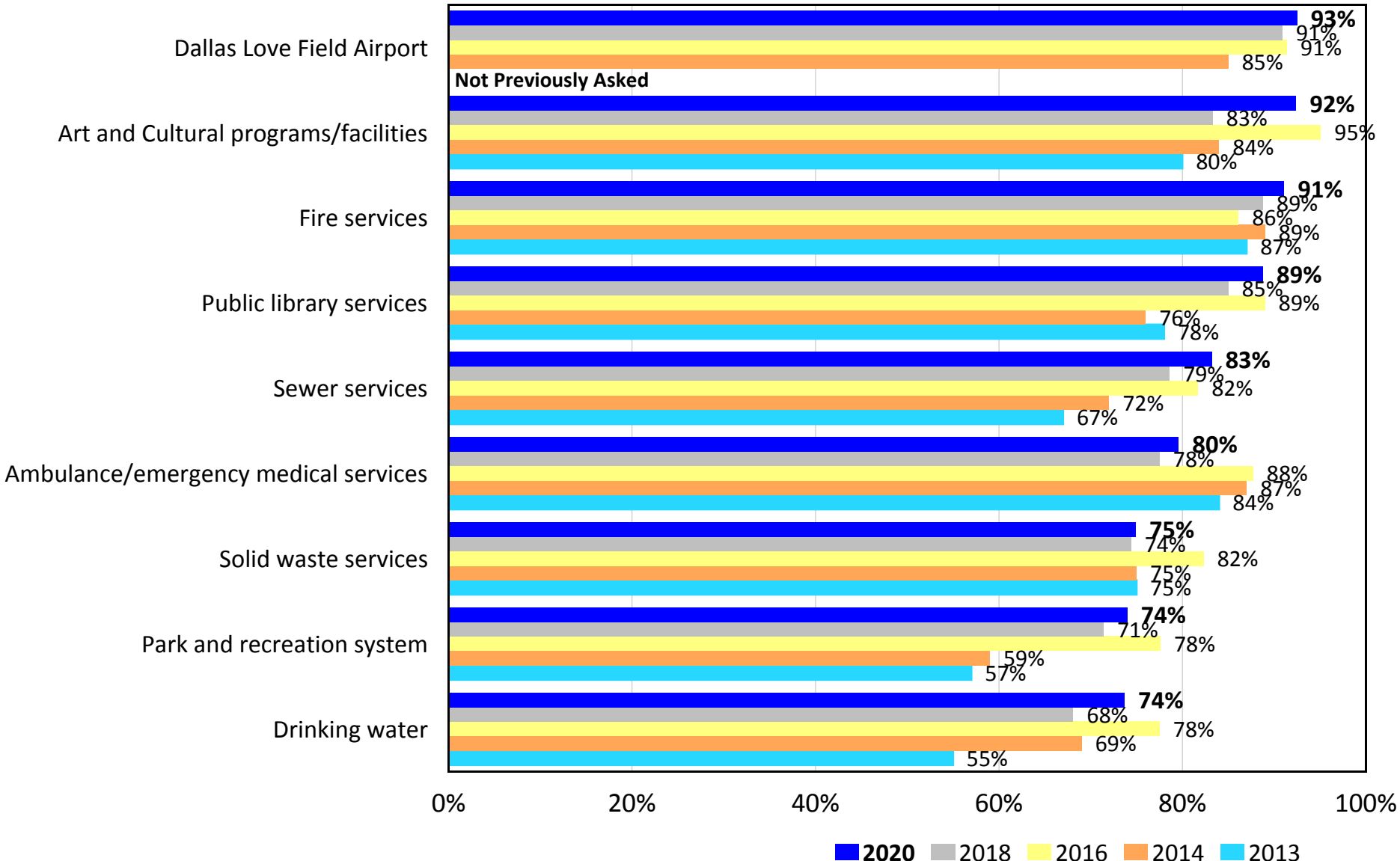- 14% (2013)

Legend: **2020** | 2018 | 2016 | 2014 | 2013
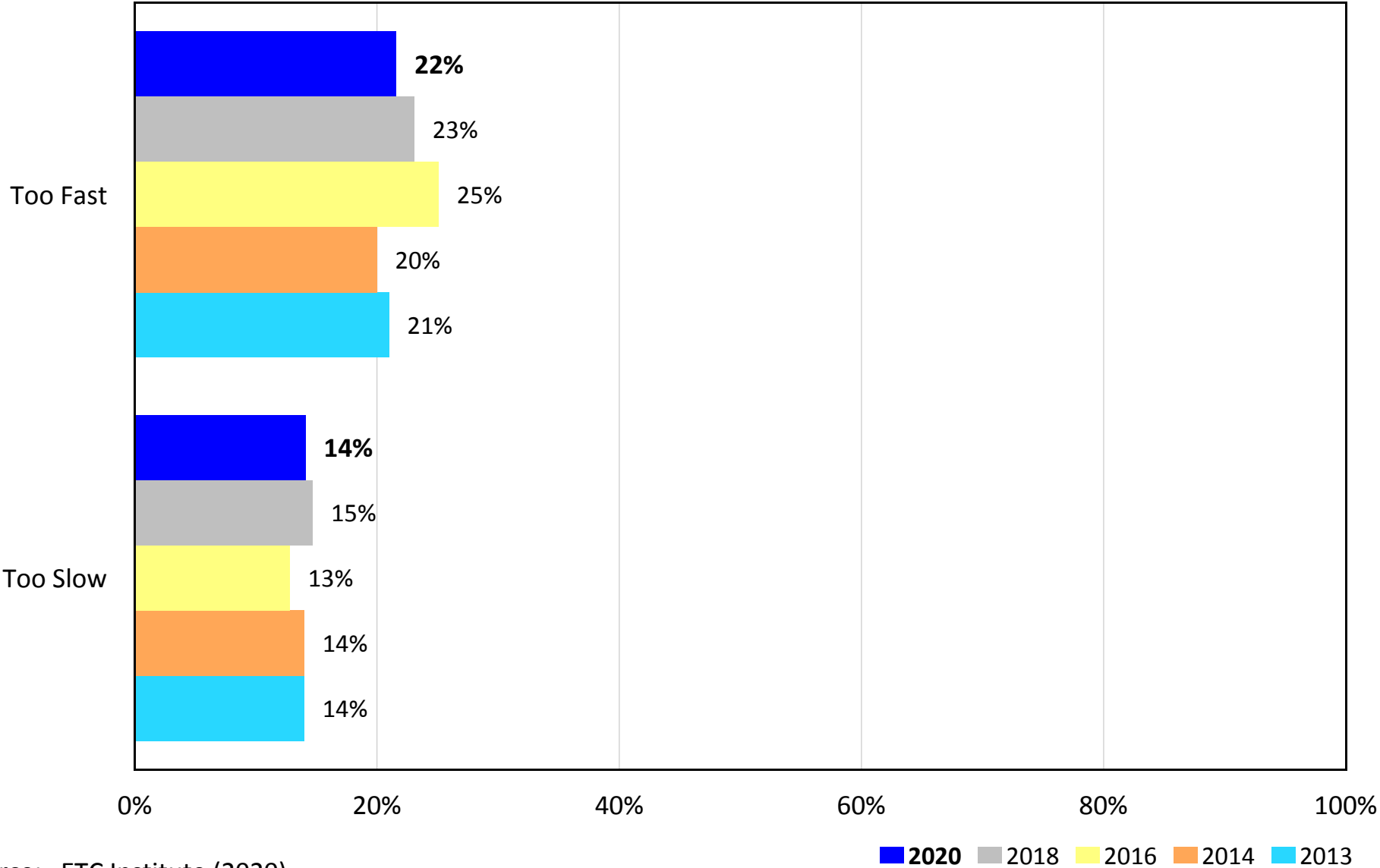
Source: ETC Institute (2020)

Q4. Ratings of <u>Job Growth</u> in Dallas:
Trends - 2020, 2018, 2016, 2014, 2013

by percentage of respondents who rated the item as "excellent" or "good" <u>(excluding don't knows)</u>
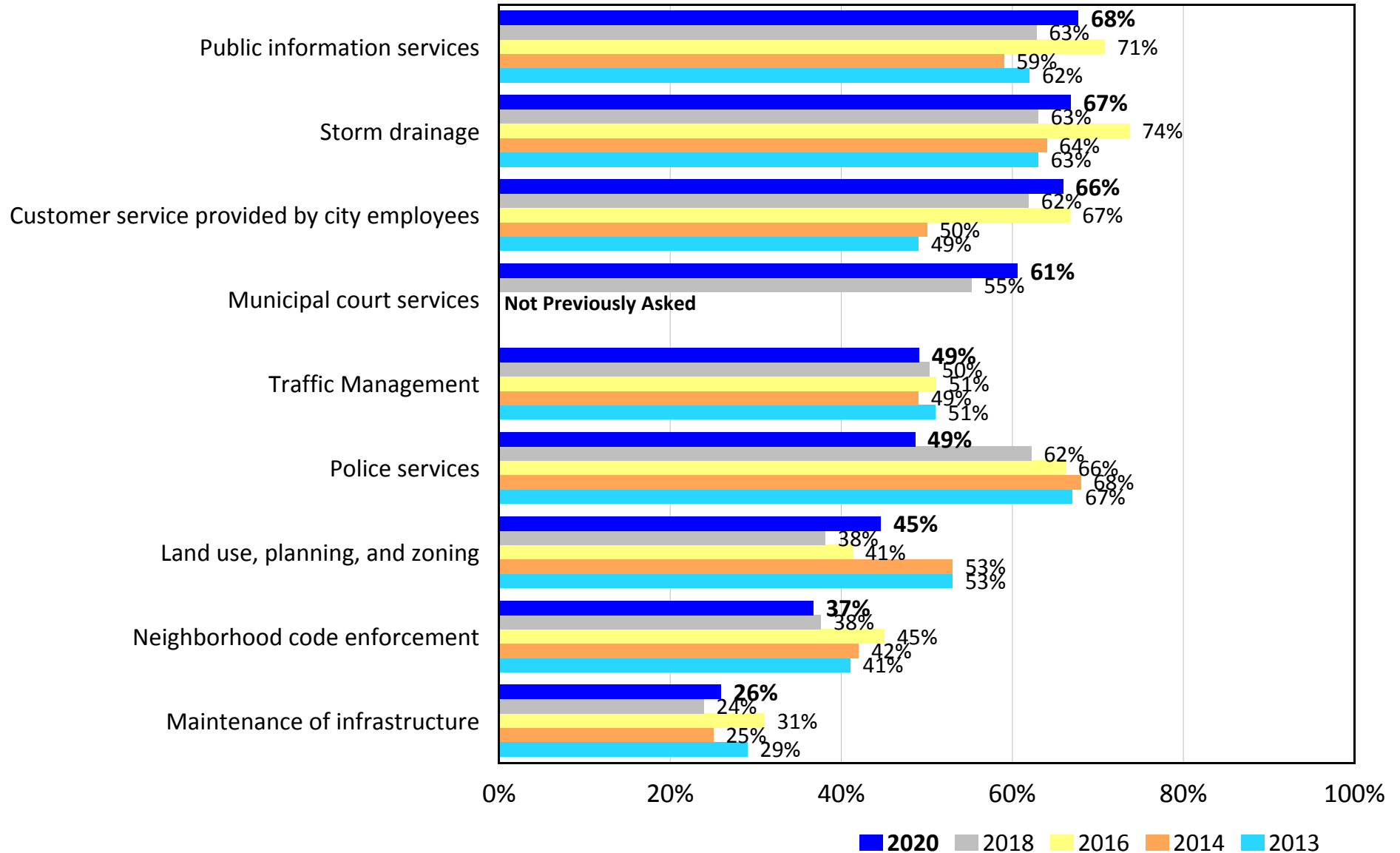
Too Fast
- 6% (2020)
- 8% (2018)
- 7% (2016)
- 4% (2014)
- 4% (2013)

Too Slow
- 29% (2020)
- 29% (2018)
- 33% (2016)
- 37% (2014)
- 48% (2013)

0%   20%   40%   60%   80%   100%

Legend: **2020** ■ 2018 ■ 2016 ■ 2014 ■ 2013

Source: ETC Institute (2020)

Q5. Perceptions of Problems in the City of Dallas
Trends - 2020, 2018, 2016, 2014, 2013

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

Crime
- 69% (2020)
- 48% (2018)
- 52% (2016)
- 39% (2014)
- 43% (2013)

Drugs
- 63% (2020)
- 56% (2018)
- 53% (2016)
- 55% (2014)
- 57% (2013)

Homelessness
- 63% (2020)
- 64% (2018)
- 52% (2016)
- 40% (2014)
- 38% (2013)

Infrastructure/streets
- 60% (2020)
- 58% (2018)
- Not Previously Asked

Aggressive solicitation/panhandling
- 40% (2020)
- 41% (2018)
- Not Previously Asked

Litter
- 29% (2020)
- 35% (2018)
- Not Previously Asked

Loose dogs and unrestrained pets
- 23% (2020)
- 31% (2018)
- 28% (2016)
- 28% (2014)
- Not Previously Asked

Environmental hazard(s), air quality and toxic waste
- 22% (2020)
- 24% (2018)
- 19% (2016)
- 14% (2014)
- 14% (2013)

Blighted buildings
- 19% (2020)
- 20% (2018)
- 14% (2016)
- 29% (2014)
- 26% (2013)

High weeds
- 15% (2020)
- 18% (2018)
- 18% (2016)
- 21% (2014)
- 20% (2013)

Noise
- 15% (2020)
- 16% (2018)
- 13% (2016)
- 17% (2014)
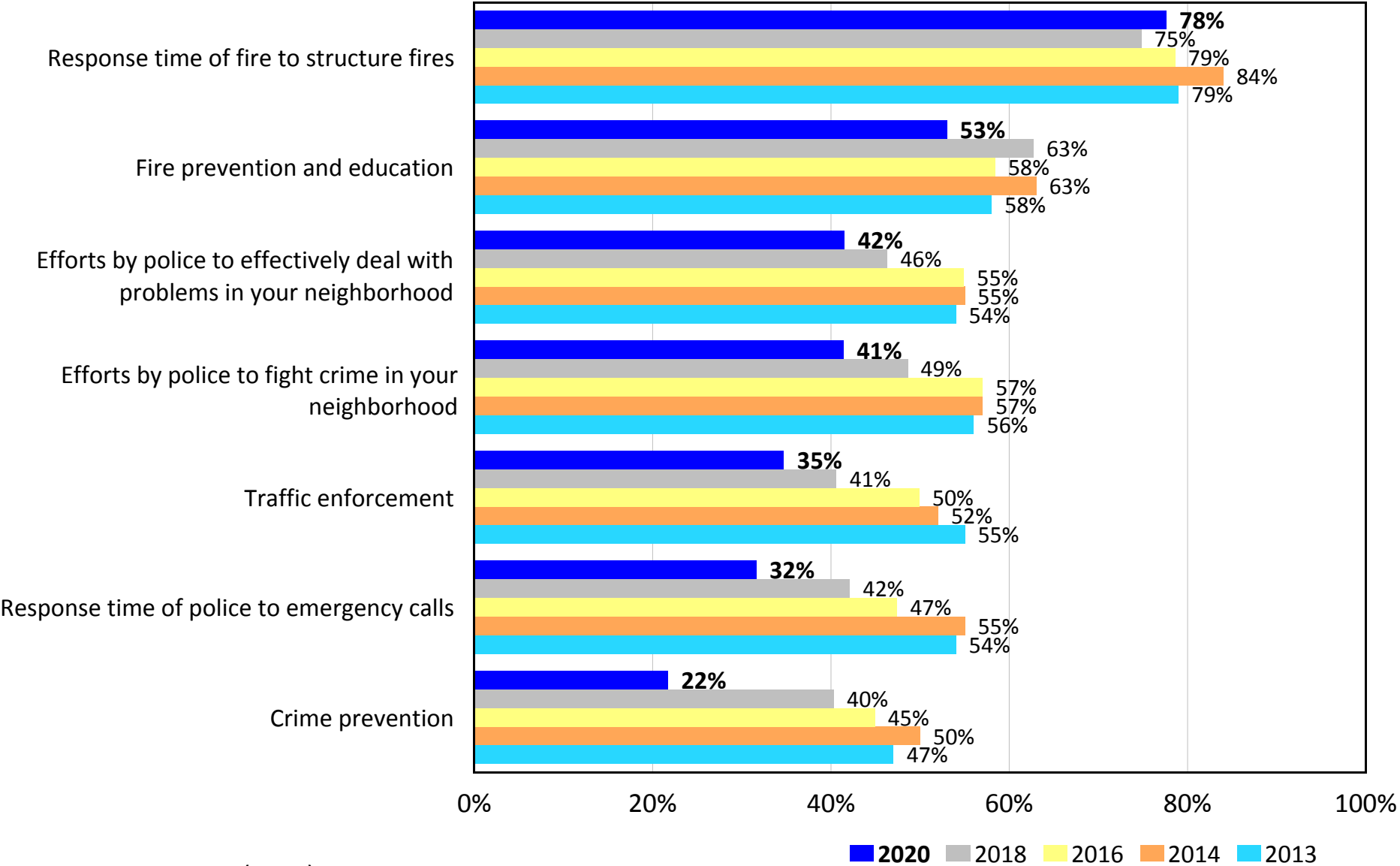- 12% (2013)

Legend: **2020** 2018 2016 2014 2013

Source: ETC Institute (2020)

Q6. Perceptions of Safety in the City
Trends - 2020, 2018, 2016, 2014, 2013

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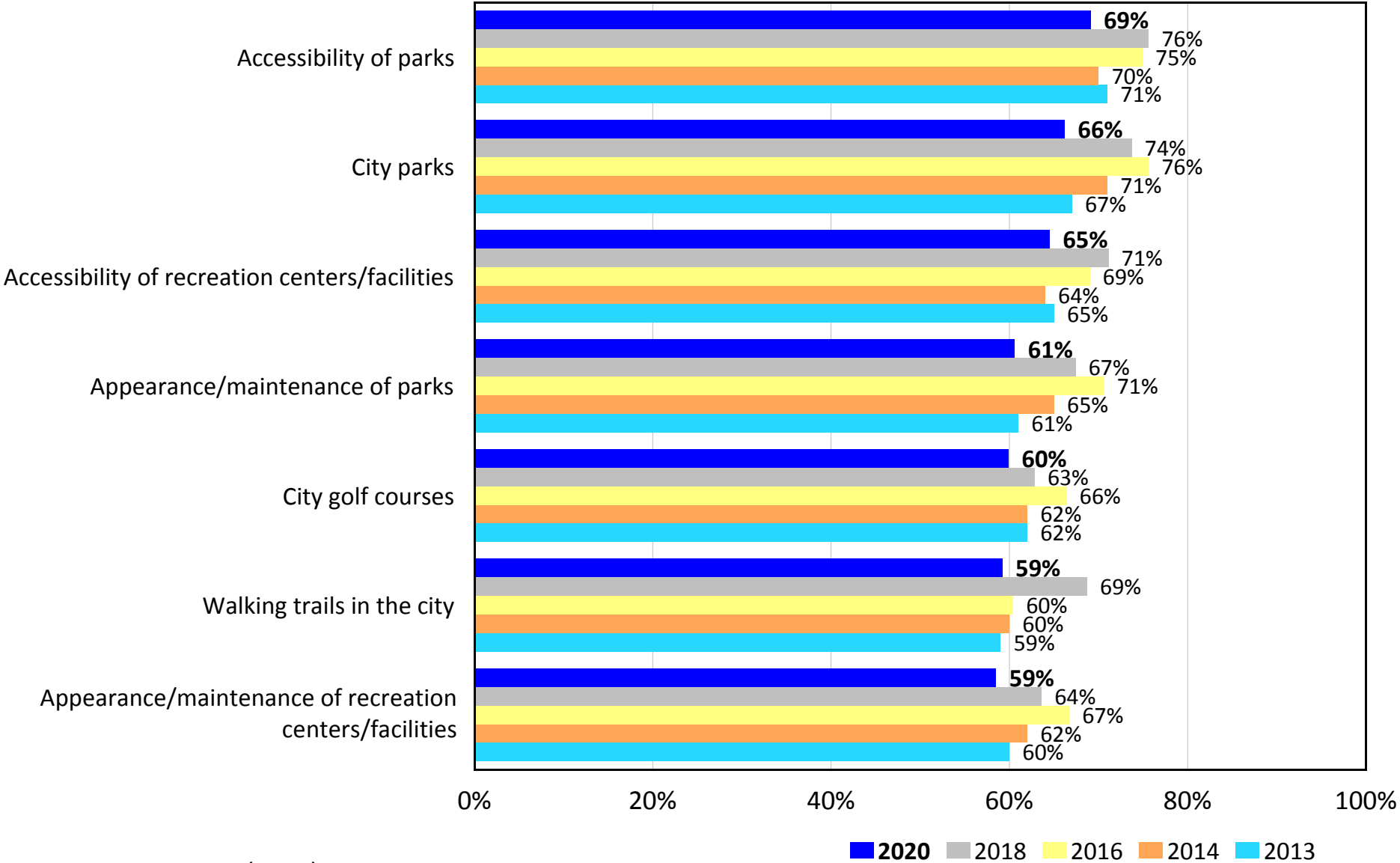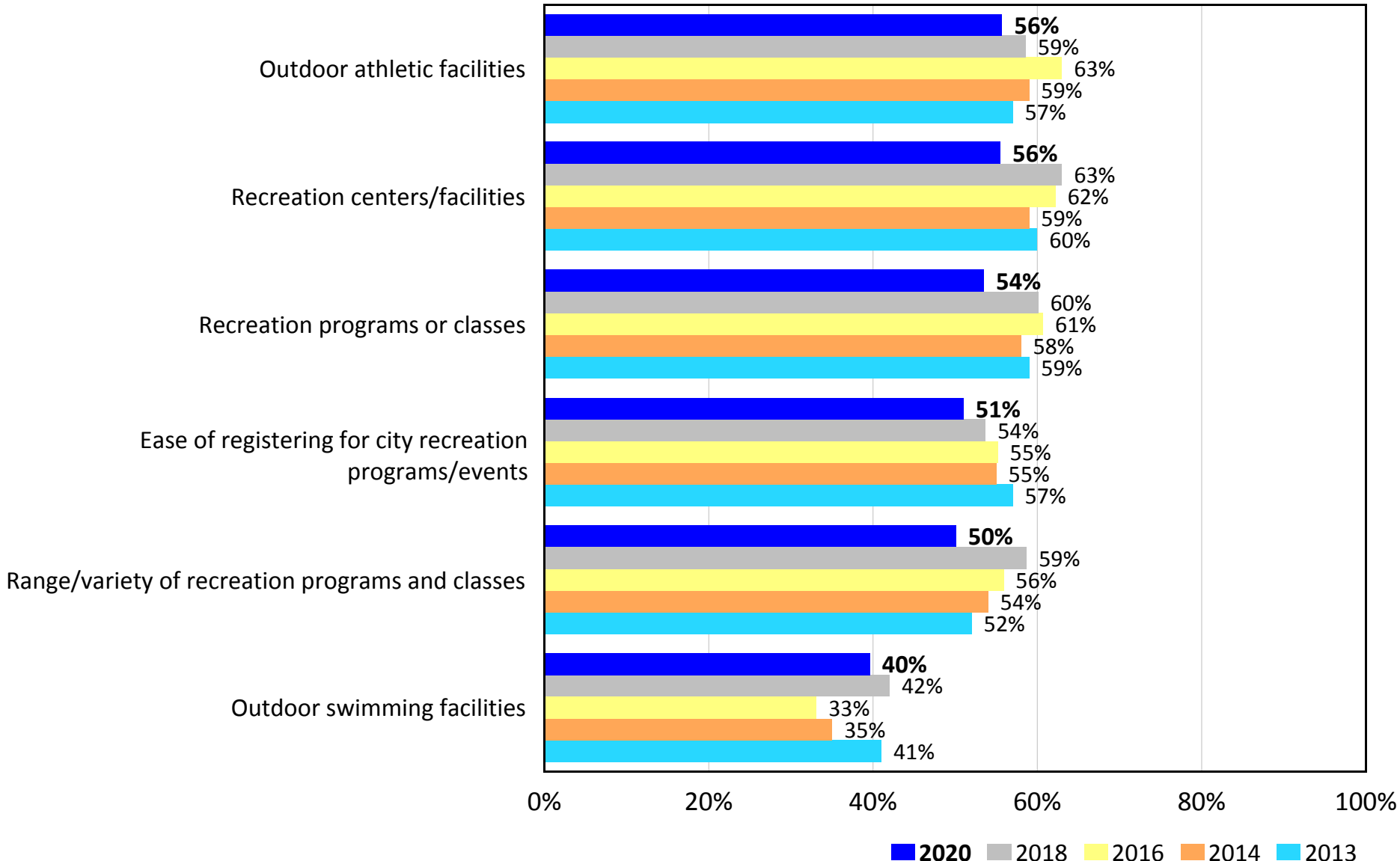

In your neighborhood during the day
- **73%** (2020)
- 76% (2018)
- 79% (2016)
- 81% (2014)
- 80% (2013)

In Dallas' parks during the day
- **64%** (2020)
- 65% (2018)
- 65% (2016)
- 68% (2014)
- 68% (2013)

In Dallas' downtown area during the day
- **60%** (2020)
- 65% (2018)
- 66% (2016)
- 73% (2014)
- 73% (2013)

From fire
- **59%** (2020)
- 58% (2018)
- 56% (2016)
- 63% (2014)
- 61% (2013)

In your neighborhood after dark
- **46%** (2020)
- 47% (2018)
- 52% (2016)
- 57% (2014)
- 55% (2013)

From violent crime (rape, assault, robbery)
- **22%** (2020)
- 25% (2018)
- 25% (2016)
- 31% (2014)
- 28% (2013)

In Dallas' downtown area after dark
- **14%** (2020)
- 15% (2018)
- 16% (2016)
- 24% (2014)
- 24% (2013)

From property crime (burglary, theft)
- **14%** (2020)
- 17% (2018)
- 18% (2016)
- 23% (2014)
- 20% (2013)

In Dallas' parks after dark
- **9%** (2020)
- 10% (2018)
- 12% (2016)
- 15% (2014)
- 13% (2013)

Legend: **2020** | 2018 | 2016 | 2014 | 2013

Source: ETC Institute (2020)

Q7. During the past twelve months, were you or anyone in your household the victim of a crime?
Trends - 2020, 2018, 2016, 2014, 2013

by percentage of respondents

| | 2020 | 2018 | 2016 | 2014 | 2013 |

Yes-Household member was a victim of crime: 18%, 19%, 17%, 13%, 17%

No-Household member was not a victim of crime: 82%, 79%, 83%, 82%, 78%

Not provided: 0%, 2%, 0%, 5%, 5%

Legend: **2020**, 2018, 2016, 2014, 2013

Q7a. If you have been a victim of a crime in the past twelve months, was the crime(s) reported to the police?
Trends - 2020, 2018, 2016, 2014, 2013

by percentage of respondents who have the been the victim of a crime during the past 12 months
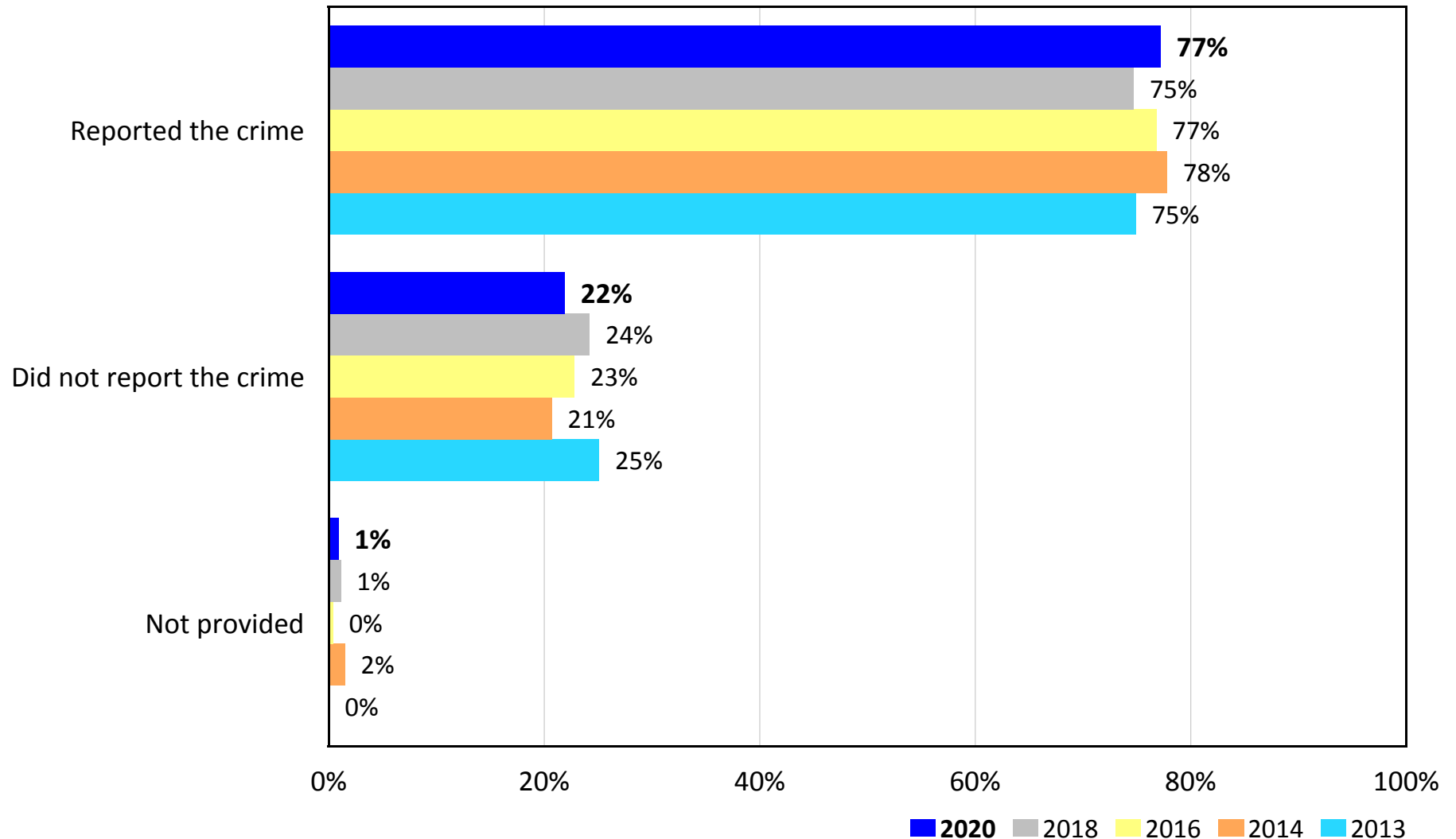
Reported the crime
- **77%** (2020)
- 75% (2018)
- 77% (2016)
- 78% (2014)
- 75% (2013)

Did not report the crime
- **22%** (2020)
- 24% (2018)
- 23% (2016)
- 21% (2014)
- 25% (2013)

Not provided
- **1%** (2020)
- 1% (2018)
- 0% (2016)
- 2% (2014)
- 0% (2013)

Legend: **2020** ■ 2018 ■ 2016 ■ 2014 ■ 2013

Source: ETC Institute (2020)

Q8. Ratings of <u>Major Categories</u> of City Services
Trends - 2020, 2018, 2016, 2014, 2013
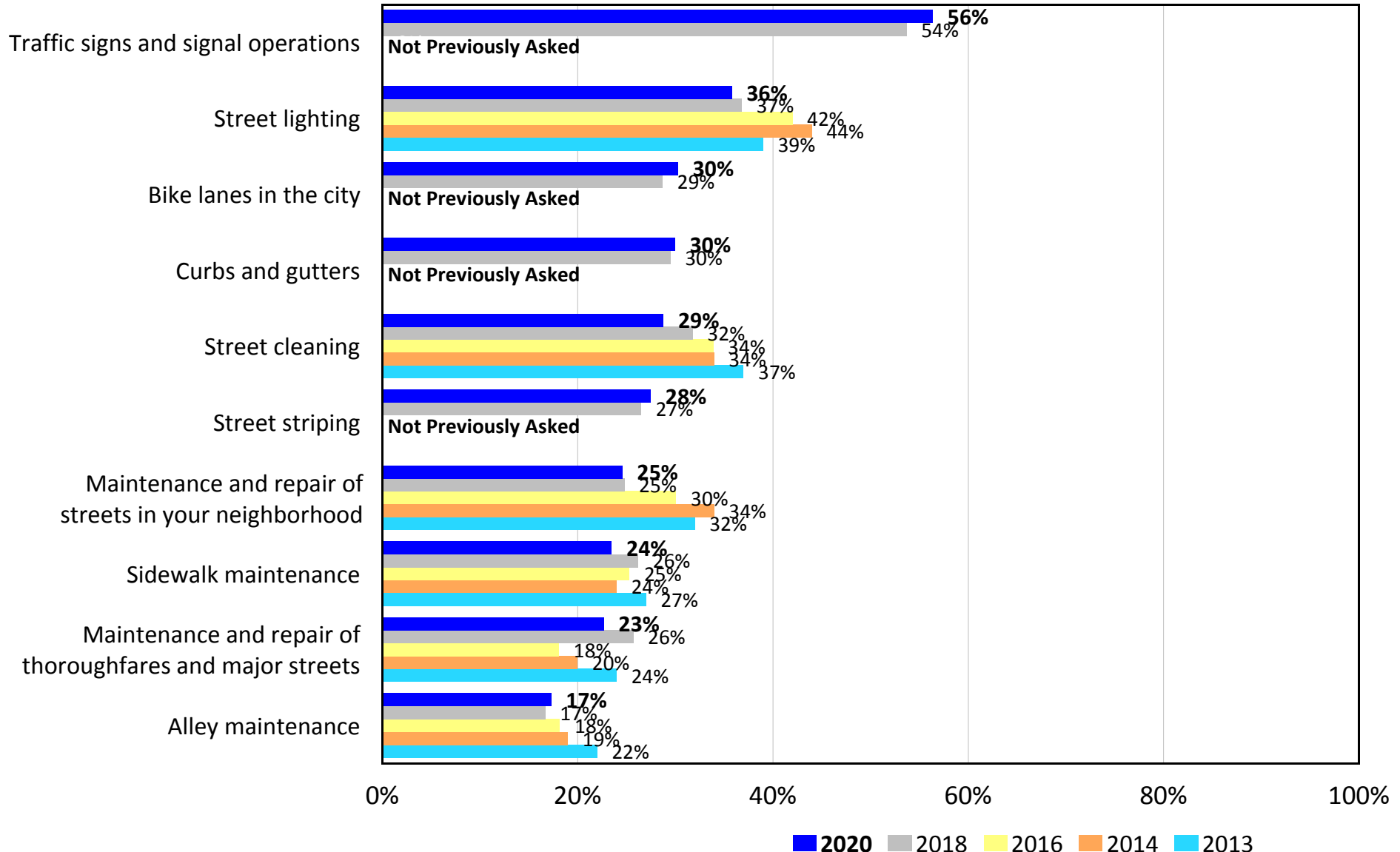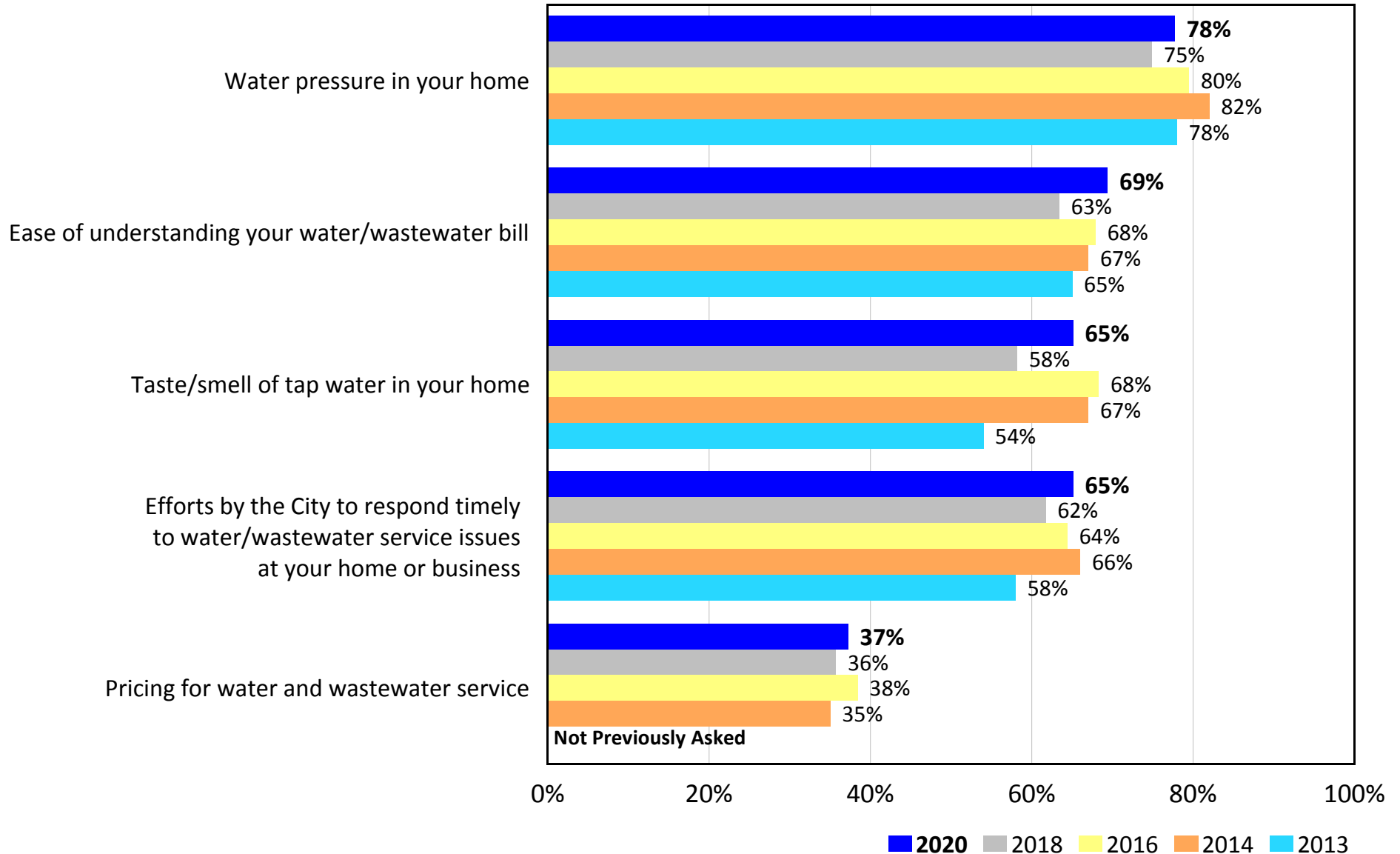by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

Dallas Love Field Airport
- 93%
- 91%
- 91%
- 85%
- Not Previously Asked

Art and Cultural programs/facilities
- 92%
- 83%
- 95%
- 84%
- 80%

Fire services
- 91%
- 89%
- 86%
- 89%
- 87%

Public library services
- 89%
- 85%
- 89%
- 76%
- 78%

Sewer services
- 83%
- 79%
- 82%
- 72%
- 67%

Ambulance/emergency medical services
- 80%
- 78%
- 88%
- 87%
- 84%

Solid waste services
- 75%
- 74%
- 82%
- 75%
- 75%

Park and recreation system
- 74%
- 71%
- 78%
- 59%
- 57%

Drinking water
- 74%
- 68%
- 78%
- 69%
- 55%

0%   20%   40%   60%   80%   100%

Legend: **2020** | 2018 | 2016 | 2014 | 2013

Source: ETC Institute (2020)

Q8. Ratings of <u>Major Categories</u> of City Services (Cont.)
Trends - 2020, 2018, 2016, 2014, 2013
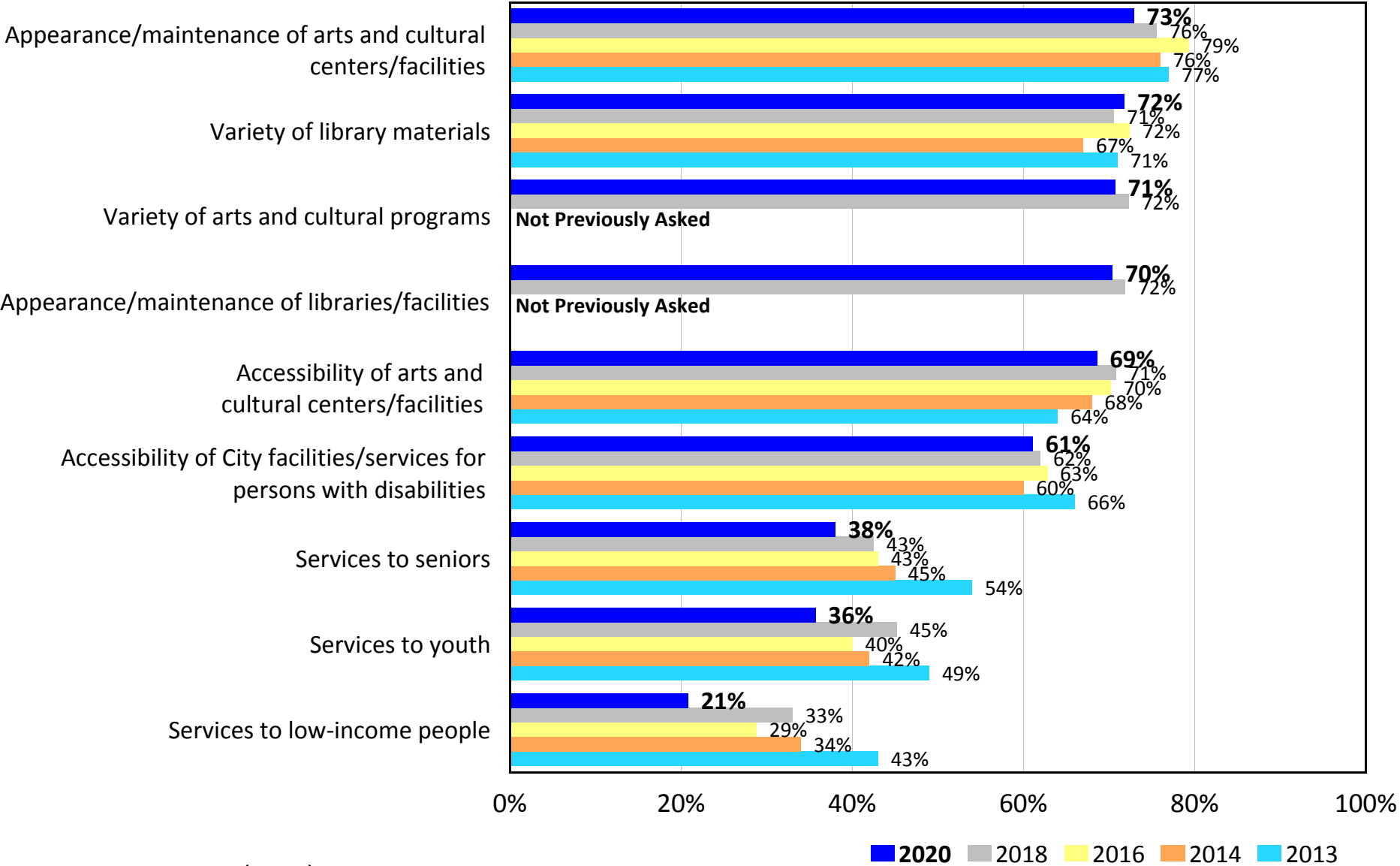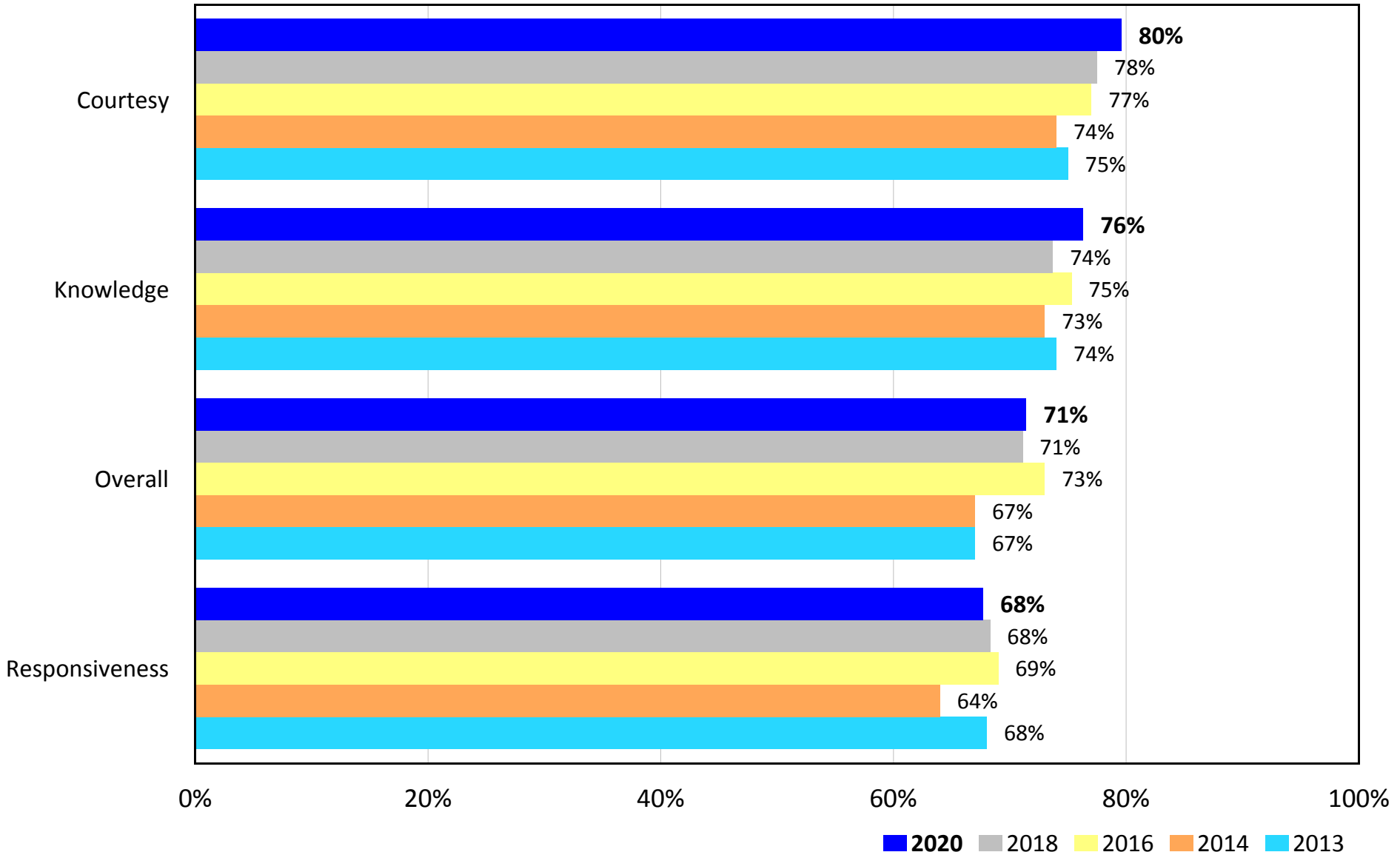by percentage of respondents who rated the item as "excellent" or "good" <u>(excluding don't knows)</u>

Category	2020	2018	2016	2014	2013
Public information services	68%	63%	71%	59%	62%
Storm drainage	67%	63%	74%	64%	63%
Customer service provided by city employees	66%	62%	67%	50%	49%
Municipal court services	61%	55%	Not Previously Asked		
Traffic Management	49%	50%	51%	49%	51%
Police services	49%	62%	66%	68%	67%
Land use, planning, and zoning	45%	38%	41%	53%	53%
Neighborhood code enforcement	37%	38%	45%	42%	41%
Maintenance of infrastructure	26%	24%	31%	25%	29%

Source: ETC Institute (2020)

Q10. Ratings of <u>Public Safety</u> Services
Trends - 2020, 2018, 2016, 2014, 2013
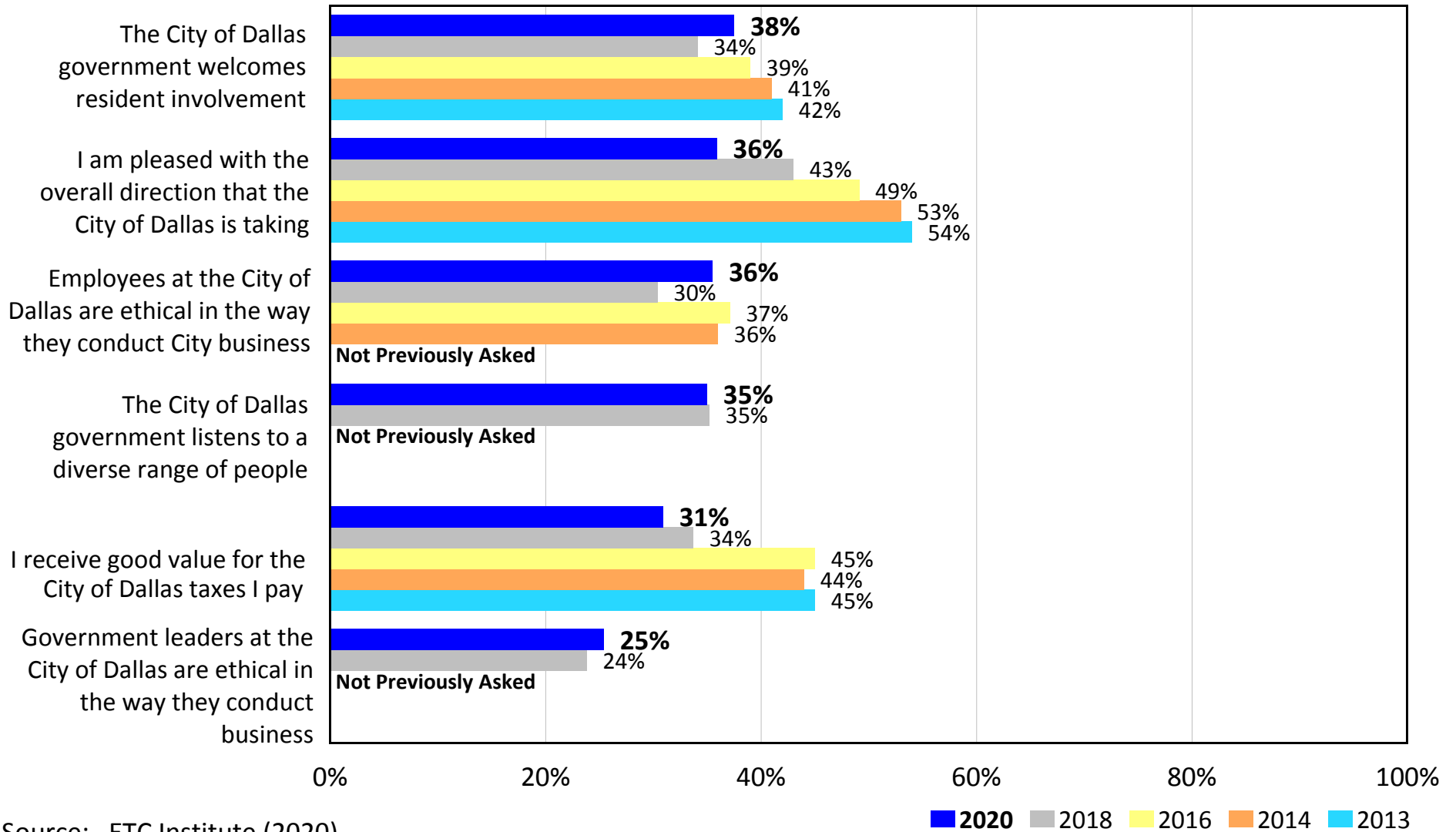by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

Response time of fire to structure fires
- 78%
- 75%
- 79%
- 84%
- 79%

Fire prevention and education
- 53%
- 63%
- 58%
- 63%
- 58%

Efforts by police to effectively deal with problems in your neighborhood
- 42%
- 46%
- 55%
- 55%
- 54%

Efforts by police to fight crime in your neighborhood
- 41%
- 49%
- 57%
- 57%
- 56%

Traffic enforcement
- 35%
- 41%
- 50%
- 52%
- 55%

Response time of police to emergency calls
- 32%
- 42%
- 47%
- 55%
- 54%

Crime prevention
- 22%
- 40%
- 45%
- 50%
- 47%

Legend: **2020** 2018 2016 2014 2013

Source: ETC Institute (2020)

Q12. Ratings of <u>Parks and Recreation</u> Services
Trends - 2020, 2018, 2016, 2014, 2013
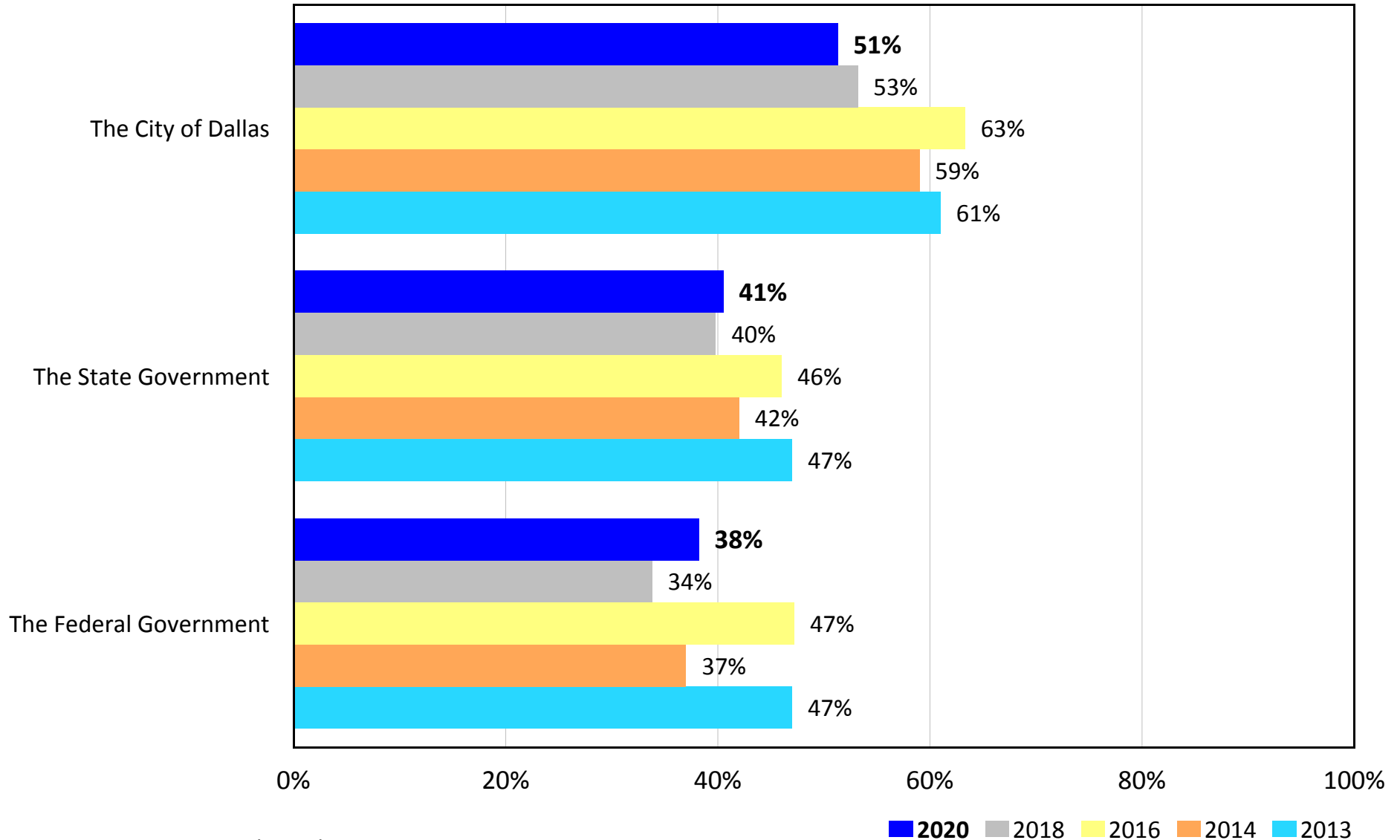by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

Accessibility of parks
- 2020: 69%
- 2018: 76%
- 2016: 75%
- 2014: 70%
- 2013: 71%

City parks
- 2020: 66%
- 2018: 74%
- 2016: 76%
- 2014: 71%
- 2013: 67%

Accessibility of recreation centers/facilities
- 2020: 65%
- 2018: 71%
- 2016: 69%
- 2014: 64%
- 2013: 65%

Appearance/maintenance of parks
- 2020: 61%
- 2018: 67%
- 2016: 71%
- 2014: 65%
- 2013: 61%

City golf courses
- 2020: 60%
- 2018: 63%
- 2016: 66%
- 2014: 62%
- 2013: 62%

Walking trails in the city
- 2020: 59%
- 2018: 69%
- 2016: 60%
- 2014: 60%
- 2013: 59%

Appearance/maintenance of recreation centers/facilities
- 2020: 59%
- 2018: 64%
- 2016: 67%
- 2014: 62%
- 2013: 60%

Legend: **2020** | 2018 | 2016 | 2014 | 2013

Source: ETC Institute (2020)

Q12. Ratings of <u>Parks and Recreation</u> Services (Cont.)
Trends - 2020, 2018

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

Outdoor athletic facilities
- 2020: **56%**
- 2018: 59%
- 2016: 63%
- 2014: 59%
- 2013: 57%

Recreation centers/facilities
- 2020: **56%**
- 2018: 63%
- 2016: 62%
- 2014: 59%
- 2013: 60%

Recreation programs or classes
- 2020: **54%**
- 2018: 60%
- 2016: 61%
- 2014: 58%
- 2013: 59%

Ease of registering for city recreation programs/events
- 2020: **51%**
- 2018: 54%
- 2016: 55%
- 2014: 55%
- 2013: 57%

Range/variety of recreation programs and classes
- 2020: **50%**
- 2018: 59%
- 2016: 56%
- 2014: 54%
- 2013: 52%

Outdoor swimming facilities
- 2020: **40%**
- 2018: 42%
- 2016: 33%
- 2014: 35%
- 2013: 41%

Legend: **2020** ■ 2018 ■ 2016 ■ 2014 ■ 2013

Source: ETC Institute (2020)

Q14. Ratings of <u>Code Enforcement</u> Services
Trends - 2020, 2018

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

Item	2020	2018
Enforcement of food safety in restaurants	52%	46%
City efforts to survey and abate mosquitos carrying viruses	43%	46%
Enforcement of yard parking regulations in your neighborhood	43%	38%
Enforcement of bulk/brush trash violations	36%	42%
Enforcement of the mowing of weeds and high grass on private property	34%	37%
Enforcement of sign regulations	33%	33%
Enforcement of litter on private property	28%	32%
City efforts to remove junk motor vehicles (inoperative) on private property	26%	29%
Enforcement of multi-family building conditions	22%	23%
Enforcement of blighted residential properties	19%	26%

2020 2018

Source: ETC Institute (2020)

Q16. Ratings of <u>Solid Waste</u> Services
Trends - 2020, 2018, 2016, 2014, 2013
by percentage of respondents who rated the item as "excellent" or "good" <u>(excluding don't knows)</u>

Garbage collections
- 79% (2020)
- 80% (2018)
- 83% (2016)
- 78% (2014)
- 82% (2013)

Recycling
- 74% (2020)
- 76% (2018)
- 79% (2016)
- 78% (2014)
- 81% (2013)

Bulk trash pick-up
- 71% (2020)
- 78% (2018)
- 77% (2016)
- 70% (2014)
- 71% (2013)

Yard waste pick-up
- 69% (2020)
- 76% (2018)
- 74% (2016)
- 70% (2014)
- 71% (2013)

Household hazardous waste disposal
- 51% (2020)
- 61% (2018)
- 55% (2016)
- 52% (2014)
- 60% (2013)

Legend: **2020** | 2018 | 2016 | 2014 | 2013

Source: ETC Institute (2020)

Q18. Ratings of <u>Streets and Infrastructure/Mobility</u> Services
Trends - 2020, 2018, 2016, 2014, 2013
by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

Traffic signs and signal operations
- **56%** (2020)
- 54% (2018)
- Not Previously Asked

Street lighting
- **36%** (2020)
- 37% (2018)
- 42% (2016)
- 44% (2014)
- 39% (2013)

Bike lanes in the city
- **30%** (2020)
- 29% (2018)
- Not Previously Asked

Curbs and gutters
- **30%** (2020)
- 30% (2018)
- Not Previously Asked

Street cleaning
- **29%** (2020)
- 32% (2018)
- 34% (2016)
- 34% (2014)
- 37% (2013)

Street striping
- **28%** (2020)
- 27% (2018)
- Not Previously Asked

Maintenance and repair of streets in your neighborhood
- **25%** (2020)
- 25% (2018)
- 30% (2016)
- 34% (2014)
- 32% (2013)

Sidewalk maintenance
- **24%** (2020)
- 26% (2018)
- 25% (2016)
- 24% (2014)
- 27% (2013)

Maintenance and repair of thoroughfares and major streets
- **23%** (2020)
- 26% (2018)
- 18% (2016)
- 20% (2014)
- 24% (2013)

Alley maintenance
- **17%** (2020)
- 17% (2018)
- 18% (2016)
- 19% (2014)
- 22% (2013)

Legend: **2020** | 2018 | 2016 | 2014 | 2013

Source: ETC Institute (2020)

Q20. Ratings of <u>Water and Wastewater</u> Services
Trends - 2020, 2018, 2016, 2014, 2013

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

Water pressure in your home
- 2020: **78%**
- 2018: 75%
- 2016: 80%
- 2014: 82%
- 2013: 78%

Ease of understanding your water/wastewater bill
- 2020: **69%**
- 2018: 63%
- 2016: 68%
- 2014: 67%
- 2013: 65%

Taste/smell of tap water in your home
- 2020: **65%**
- 2018: 58%
- 2016: 68%
- 2014: 67%
- 2013: 54%

Efforts by the City to respond timely to water/wastewater service issues at your home or business
- 2020: **65%**
- 2018: 62%
- 2016: 64%
- 2014: 66%
- 2013: 58%

Pricing for water and wastewater service
- 2020: **37%**
- 2018: 36%
- 2016: 38%
- 2014: 35%
- 2013: **Not Previously Asked**

Legend: **2020** | 2018 | 2016 | 2014 | 2013

Source: ETC Institute (2020)

Q22. Ratings of <u>Other City Services/Facilities</u>
Trends - 2020, 2018, 2016, 2014, 2013
by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

Appearance/maintenance of arts and cultural centers/facilities	73% / 76% / 79% / 76% / 77%
Variety of library materials	72% / 71% / 72% / 67% / 71%
Variety of arts and cultural programs	71% / 72% / Not Previously Asked
Appearance/maintenance of libraries/facilities	70% / 72% / Not Previously Asked
Accessibility of arts and cultural centers/facilities	69% / 71% / 70% / 68% / 64%
Accessibility of City facilities/services for persons with disabilities	61% / 62% / 63% / 60% / 66%
Services to seniors	38% / 43% / 43% / 45% / 54%
Services to youth	36% / 45% / 40% / 42% / 49%
Services to low-income people	21% / 33% / 29% / 34% / 43%

Legend: **2020** 2018 2016 2014 2013

Source: ETC Institute (2020)

Q23b. Ratings of <u>Customer Service</u> from City Employees
Trends - 2020, 2018, 2016, 2014, 2013
by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

Courtesy
- 2020: **80%**
- 2018: 78%
- 2016: 77%
- 2014: 74%
- 2013: 75%

Knowledge
- 2020: **76%**
- 2018: 74%
- 2016: 75%
- 2014: 73%
- 2013: 74%

Overall
- 2020: **71%**
- 2018: 71%
- 2016: 73%
- 2014: 67%
- 2013: 67%

Responsiveness
- 2020: **68%**
- 2018: 68%
- 2016: 69%
- 2014: 64%
- 2013: 68%

Legend: **2020** 2018 2016 2014 2013

Source: ETC Institute (2020)

Q24. Level of Agreement with Statements Related to the City of Dallas
Trends - 2020, 2018, 2016, 2014, 2013

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

The City of Dallas government welcomes resident involvement
- 2020: **38%**
- 2018: 34%
- 2016: 39%
- 2014: 41%
- 2013: 42%

I am pleased with the overall direction that the City of Dallas is taking
- 2020: **36%**
- 2018: 43%
- 2016: 49%
- 2014: 53%
- 2013: 54%

Employees at the City of Dallas are ethical in the way they conduct City business
- 2020: **36%**
- 2018: 30%
- 2016: 37%
- 2014: 36%
- **Not Previously Asked**

The City of Dallas government listens to a diverse range of people
- 2020: **35%**
- 2018: 35%
- **Not Previously Asked**

I receive good value for the City of Dallas taxes I pay
- 2020: **31%**
- 2018: 34%
- 2016: 45%
- 2014: 44%
- 2013: 45%

Government leaders at the City of Dallas are ethical in the way they conduct business
- 2020: **25%**
- 2018: 24%
- **Not Previously Asked**

Legend: **2020** | 2018 | 2016 | 2014 | 2013

Source: ETC Institute (2020)

Q25. Overall Ratings of Government
Trends - 2020, 2018, 2016, 2014, 2013

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

The City of Dallas
- **51%** (2020)
- 53% (2018)
- 63% (2016)
- 59% (2014)
- 61% (2013)

The State Government
- **41%** (2020)
- 40% (2018)
- 46% (2016)
- 42% (2014)
- 47% (2013)

The Federal Government
- **38%** (2020)
- 34% (2018)
- 47% (2016)
- 37% (2014)
- 47% (2013)

Legend: **2020** | 2018 | 2016 | 2014 | 2013

Source: ETC Institute (2020)

Section 3
Importance-Satisfaction Analysis

Importance-Satisfaction Analysis
City of Dallas, Texas

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 public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas 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 first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 3 and 4 on a 4-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: Respondents were asked to identify the major categories of City services they think are most important for the City to provide. Fifty-five percent (54.5%) of respondents selected *maintenance of infrastructure,* as one of the most important services for the City to provide.

With regard to satisfaction, 25.9% of respondents surveyed rated the City's overall performance in *maintenance of infrastructure,* as a "3" or "4" on a 4-point scale (where "5" means "Excellent") excluding "Don't Know" responses. The I-S rating for the *maintenance of infrastructure,* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 54.5% was multiplied by 74.1% (1-0.259). This calculation yielded an I-S rating of 0.4038 which ranked first out of 21 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 as one for the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* (IS>=0.20)
- *Increase Current Emphasis* (0.10<=IS<0.20)
- *Maintain Current Emphasis* (IS<0.10)

The results for the City of Dallas are provided on the following pages.

2020 Importance-Satisfaction Rating
Dallas, Texas
Quality of Life Characteristics

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Access to affordable, quality housing	43%	1	32%	16	0.2913	1
High Priority (IS .10-.20)						
Access to quality education	35%	2	53%	7	0.1639	2
Access to living-wage jobs	33%	3	56%	5	0.1473	3
Ease of car travel in Dallas	21%	4	38%	13	0.1317	4
Openness and acceptance of the community towards people of diverse backgrounds	21%	5	47%	10	0.1102	5
Medium Priority (IS <.10)						
Sense of community	17%	8	47%	11	0.0895	6
Access to affordable, quality health care	19%	6	55%	6	0.0869	7
Air quality	18%	7	50%	8	0.0868	8
Overall image/reputation of Dallas	16%	9	62%	4	0.0587	9
Ease of walking in Dallas	8%	11	35%	14	0.0510	10
Access to affordable, quality child care	6%	12	32%	17	0.0435	11
Ease of rail travel in Dallas	6%	13	47%	9	0.0338	12
Ease of bicycle travel in Dallas	5%	14	35%	15	0.0291	13
Access to affordable, quality food	9%	10	67%	3	0.0279	14
Ease of bus travel in Dallas	3%	16	41%	12	0.0182	15
Opportunities to attend arts and cultural events	4%	15	79%	2	0.0084	16
Ease of air travel in Dallas	1%	17	82%	1	0.0016	17

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 "4" and "3" excluding 'don't knows.'

Respondents ranked their level of satisfaction with each of the items on a scale

of 4 to 1 with "4" being Excellent and "1" being Poor.

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2020 Importance-Satisfaction Rating
Dallas, Texas
Major Categories of City Services

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

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 "4" and "3" excluding 'don't knows.'
Respondents ranked their level of satisfaction with each of the items on a scale
of 4 to 1 with "4" being Excellent and "1" being Poor.

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2020 Importance-Satisfaction Rating
Dallas, Texas
Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Crime prevention	63%	1	22%	10	0.4909	1
High Priority (IS .10-.20)						
Mental health programs	22%	4	13%	11	0.1862	2
Response time of police to emergency calls	24%	3	32%	9	0.1669	3
Efforts by police to fight crime in your neighborhood	27%	2	41%	6	0.1565	4
Medium Priority (IS <.10)						
Traffic enforcement	12%	6	35%	8	0.0757	5
Efforts by police to effectively deal with problems in your neighborhood	12%	5	42%	5	0.0702	6
Prevention programs for youth	9%	7	36%	7	0.0600	7
Quality of disaster response programs	5%	8	43%	4	0.0265	8
Response time of fire to medical emergencies	4%	9	78%	1	0.0092	9
Response time of fire to structure fires	2%	10	78%	2	0.0038	10
Fire prevention and education	1%	11	53%	3	0.0038	11

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 "4" and "3" excluding 'don't knows.'
Respondents ranked their level of satisfaction with each of the items on a scale
of 4 to 1 with "4" being Excellent and "1" being Poor.

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2020 Importance-Satisfaction Rating
Dallas, Texas
Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Walking trails in the city	36%	2	59%	6	0.1461	1
Appearance/maintenance of parks	35%	3	61%	4	0.1375	2
City parks	40%	1	66%	2	0.1349	3
Medium Priority (IS <.10)						
Recreation programs or classes	19%	5	54%	10	0.0860	4
Range/variety of recreation programs and classes	17%	6	50%	12	0.0853	5
Recreation centers/facilities	19%	4	56%	9	0.0850	6
Outdoor swimming facilities	12%	10	40%	13	0.0701	7
Appearance/maintenance of recreation centers/facilities	16%	7	59%	7	0.0652	8
Outdoor athletic facilities	12%	9	56%	8	0.0549	9
Accessibility of parks	16%	8	69%	1	0.0479	10
Ease of registering for city recreation programs/events	8%	12	51%	11	0.0387	11
Accessibility of recreation centers/facilities	8%	11	65%	3	0.0284	12
City golf courses	4%	13	60%	5	0.0176	13

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 "4" and "3" excluding 'don't knows.'

Respondents ranked their level of satisfaction with each of the items on a scale

of 4 to 1 with "4" being Excellent and "1" being Poor.

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2020 Importance-Satisfaction Rating
Dallas, Texas
Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Enforcement of multi-family building conditions	29%	1	22%	9	0.2274	1
Enforcement of blighted residential properties	27%	2	19%	10	0.2179	2
High Priority (IS .10-.20)						
City efforts to survey and abate mosquitos carrying viruses	20%	4	43%	2	0.1161	3
Enforcement of food safety in restaurants	22%	3	52%	1	0.1064	4
Enforcement of the mowing of weeds and high grass on private property	15%	5	34%	5	0.1015	5
Medium Priority (IS <.10)						
City efforts to remove junk motor vehicles (inoperative) on private property	13%	7	26%	8	0.0968	6
Enforcement of bulk/brush trash violations	15%	6	36%	4	0.0944	7
Enforcement of litter on private property	12%	8	28%	7	0.0862	8
Enforcement of yard parking regulations in your neighborhood	8%	9	43%	3	0.0469	9
Enforcement of sign regulations	5%	10	33%	6	0.0363	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 "4" and "3" excluding 'don't knows.'

Respondents ranked their level of satisfaction with each of the items on a scale

of 4 to 1 with "4" being Excellent and "1" being Poor.

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2020 Importance-Satisfaction Rating
Dallas, Texas
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)						
Household hazardous waste disposal	28%	4	51%	5	0.1376	1
Bulk trash pick-up	39%	2	71%	3	0.1121	2
Garbage collections	49%	1	79%	1	0.1040	3
Recycling	39%	3	74%	2	0.1001	4
Medium Priority (IS <.10)						
Yard waste pick-up	16%	5	69%	4	0.0491	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 "4" and "3" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 4 to 1 with "4" being Excellent and "1" being Poor.

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2020 Importance-Satisfaction Rating
Dallas, Texas
Streets and Infrastructure/Mobility

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance and repair of thoroughfares and major streets	57%	1	23%	9	0.4398	1
Maintenance and repair of streets in your neighborhood	51%	2	25%	7	0.3823	2
High Priority (IS .10-.20)						
None						
Medium Priority (IS <.10)						
Alley maintenance	12%	5	17%	10	0.0984	3
Sidewalk maintenance	13%	4	24%	8	0.0979	4
Street lighting	14%	3	36%	2	0.0867	5
Bike lanes in the city	7%	7	30%	3	0.0516	6
Street cleaning	6%	8	29%	5	0.0434	7
Traffic signs and signal operations	10%	6	56%	1	0.0423	8
Street striping	6%	9	28%	6	0.0399	9
Curbs and gutters	3%	10	30%	4	0.0189	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 "4" and "3" excluding 'don't knows.'

Respondents ranked their level of satisfaction with each of the items on a scale

of 4 to 1 with "4" being Excellent and "1" being Poor.

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2020 Importance-Satisfaction Rating
Dallas, Texas
Water and Wastewater Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Pricing for water and wastewater service	52%	1	37%	5	0.3234	1
High Priority (IS .10-.20)						
Taste/smell of tap water in your home	51%	2	65%	3	0.1769	2
Medium Priority (IS <.10)						
Efforts by the City to respond timely to water/wastewater service issues at your home or business	28%	3	65%	4	0.0967	3
Water pressure in your home	23%	4	78%	1	0.0520	4
Ease of understanding your water/wastewater bill	10%	5	69%	2	0.0303	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 "4" and "3" excluding 'don't knows.'
Respondents ranked their level of satisfaction with each of the items on a scale
of 4 to 1 with "4" being Excellent and "1" being Poor.

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Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction 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, 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 I-S (Importance-Satisfaction) 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 the City of Dallas are provided on the following pages.

City of Dallas Community Survey
Importance-Satisfaction Assessment Matrix
-Quality of Life Characteristics-
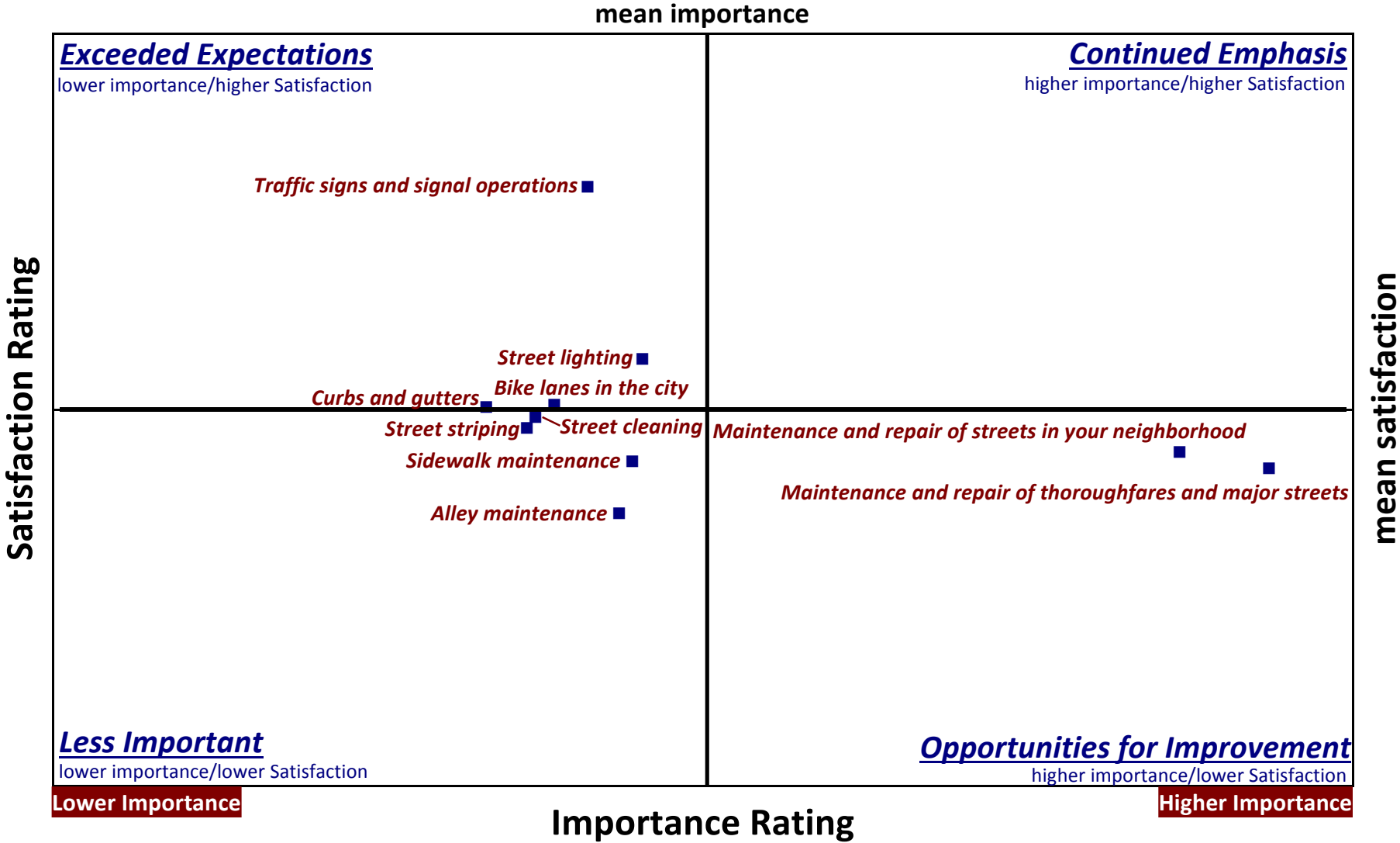
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance
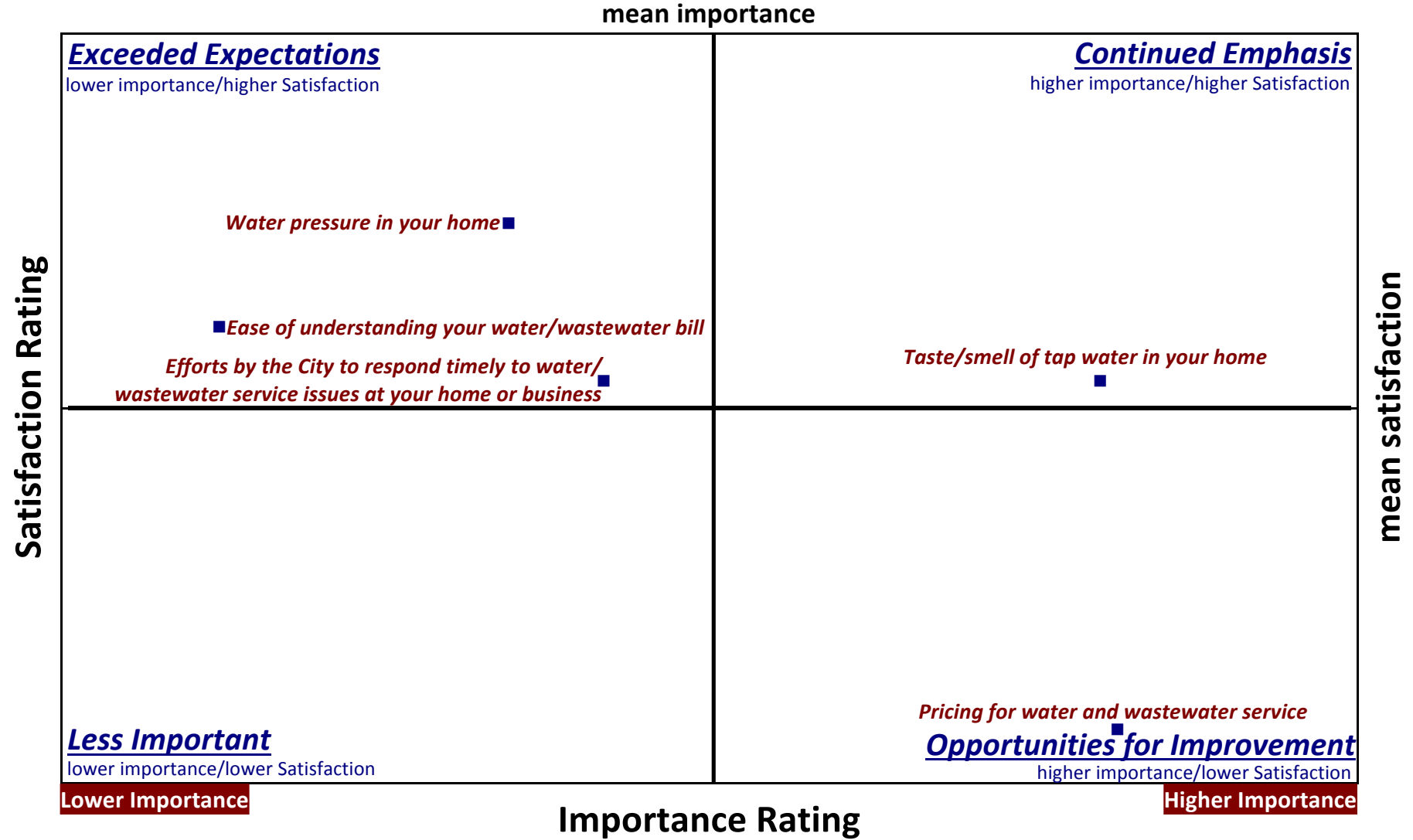

Exceeded Expectations
lower importance/higher Satisfaction

■ *Ease of air travel in Dallas*

Opportunities to attend arts and cultural events

Access to affordable, quality food ■

Continued Emphasis
higher importance/higher Satisfaction

Overall image/reputation of Dallas

Access to affordable, quality health care

■ *Access to living-wage jobs*

■ *Access to quality education*

Air quality

Ease of rail travel in Dallas ■

Openness and acceptance of the community towards people of diverse backgrounds

Sense of community

Ease of bus travel in Dallas ■

Ease of walking in Dallas

Ease of bicycle travel in Dallas ■

■ *Ease of car travel in Dallas*

Access to affordable, quality child care ■

Access to affordable, quality housing ■

Less Important
lower importance/lower Satisfaction

Opportunities for Improvement
higher importance/lower Satisfaction

Lower Importance

Higher Importance

Satisfaction Rating

mean satisfaction

Importance Rating

City of Dallas Community Survey
Importance-Satisfaction Assessment Matrix
-Major Categories of City Services-

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

mean importance

Exceeded Expectations
lower importance/higher Satisfaction

Continued Emphasis
higher importance/higher Satisfaction

Satisfaction Rating

Art and Cultural programs/facilities

Dallas Love Field Airport ■

Fire services ■

Public library services ■

Sewer services ■

Solid waste services

Park and recreation system

Customer service provided by city employees

Storm drainage

Public information services ■

■ Ambulance/emergency medical services

■ Drinking water

Municipal court services ■

311/Service request process

■ Social Services

Traffic Management ■

Police services ■

Animal Services ■
Land use, planning, and zoning

■ Neighborhood code enforcement

Maintenance of infrastructure ■

Less Important
lower importance/lower Satisfaction

Opportunities for Improvement
higher importance/lower Satisfaction

mean satisfaction

Lower Importance

Higher Importance

Importance Rating

Source: ETC Institute (2020)

City of Dallas Community Survey
Importance-Satisfaction Assessment Matrix
-Public Safety-

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

mean importance

Exceeded Expectations
lower importance/higher Satisfaction

Continued Emphasis
higher importance/higher Satisfaction

Response time of fire to structure fires ■ ■

Response time of fire to medical emergencies

Fire prevention and education ■

Satisfaction Rating

mean satisfaction

Quality of disaster response programs ■
Efforts by police to effectively deal with problems in your neighborhood
Prevention programs for youth ■ ■
Traffic enforcement

■ *Efforts by police to fight crime in your neighborhood*

■ *Response time of police to emergency calls*

Crime prevention ■

■ *Mental health programs*

Less Important
lower importance/lower Satisfaction

Opportunities for Improvement
higher importance/lower Satisfaction

Lower Importance

Higher Importance

Importance Rating

Source: ETC Institute (2020)

City of Dallas Community Survey
Importance-Satisfaction Assessment Matrix
-Parks and Recreation-

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

mean importance

Exceeded Expectations
lower importance/higher Satisfaction

Continued Emphasis
higher importance/higher Satisfaction

Satisfaction Rating

Accessibility of parks ■

City parks ■

Accessibility of recreation centers/facilities
■

City golf courses ■
Appearance/maintenance of recreation centers/facilities ■

Appearance/maintenance of parks ■
Walking trails in the city ■

Outdoor athletic facilities ■

■ Recreation centers/facilities
■ Recreation programs or classes

Ease of registering for city recreation programs/events ■

Range/variety of recreation programs and classes ─ ■

mean satisfaction

Outdoor swimming facilities ■

Less Important
lower importance/lower Satisfaction

Opportunities for Improvement
higher importance/lower Satisfaction

Lower Importance

Higher Importance

Importance Rating

City of Dallas Community Survey
Importance-Satisfaction Assessment Matrix
-Code Enforcement-

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

mean importance

Exceeded Expectations
lower importance/higher Satisfaction

■ Enforcement of food
safety in restaurants

Continued Emphasis
higher importance/higher Satisfaction

Enforcement of yard parking regulations in your neighborhood ■

■ City efforts to survey and abate
mosquitos carrying viruses

Enforcement of bulk/brush trash violations ─ ■

Enforcement of the mowing of weeds
and high grass on private property ─── ■

mean satisfaction

Enforcement of sign regulations ■

Enforcement of litter on private property ■

City efforts to remove junk motor vehicles
(inoperative) on private property ■

Enforcement of multi-family building conditions ■

■ Enforcement of blighted residential properties

Less Important
lower importance/lower Satisfaction

Opportunities for Improvement
higher importance/lower Satisfaction

Lower Importance

Higher Importance

Satisfaction Rating (y-axis)

Importance Rating (x-axis)

City of Dallas Community Survey
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)

mean importance

Exceeded Expectations
lower importance/higher Satisfaction

Continued Emphasis
higher importance/higher Satisfaction

■ Garbage collections ■

■ Recycling

■ Bulk trash pick-up

■ Yard waste pick-up

Satisfaction Rating

mean satisfaction

Less Important
lower importance/lower Satisfaction

Household hazardous waste disposal
■

Opportunities for Improvement
higher importance/lower Satisfaction

Lower Importance

Higher Importance
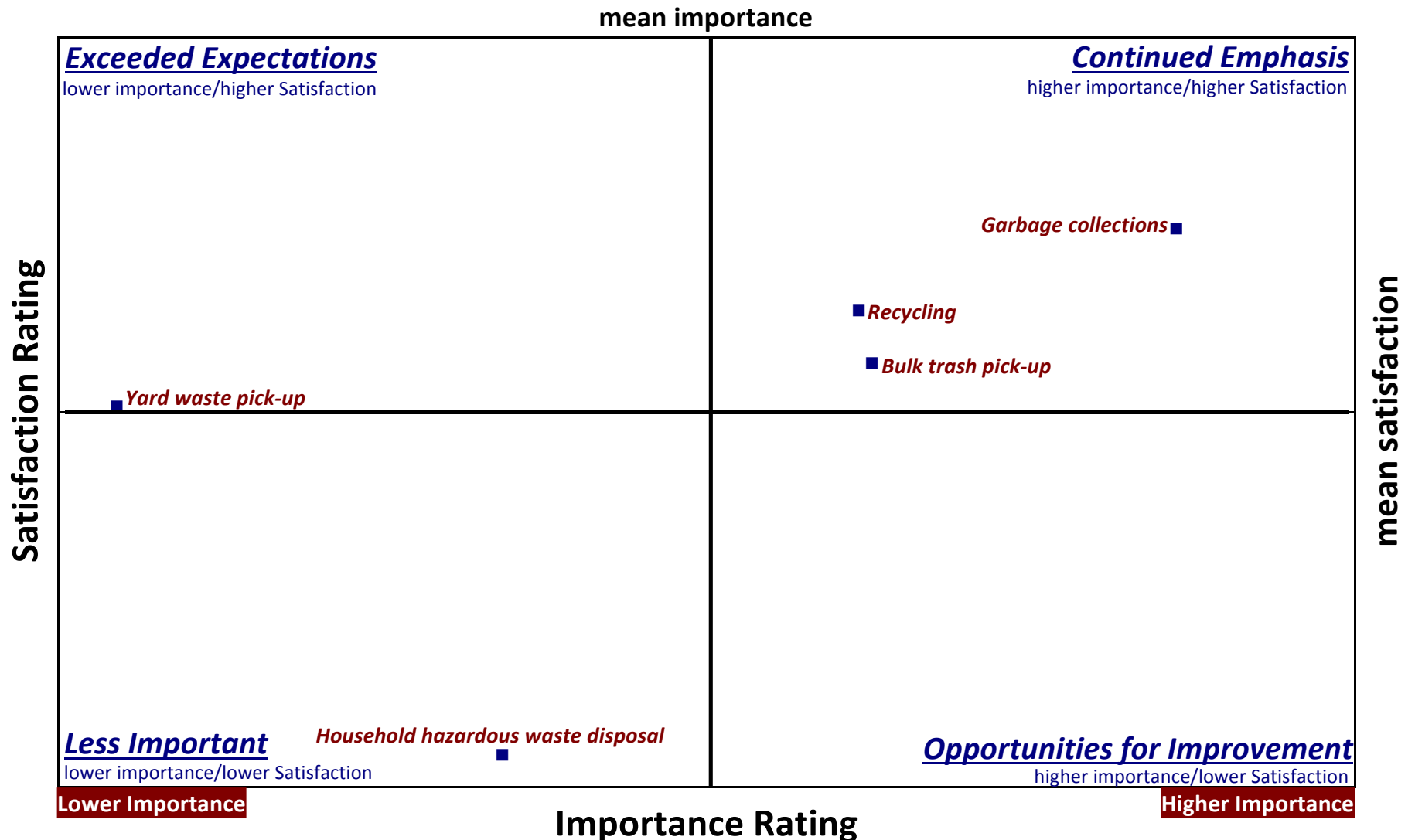
Importance Rating

Source: ETC Institute (2020)

City of Dallas Community Survey
Importance-Satisfaction Assessment Matrix
-Streets and Infrastructure/Mobility-

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

mean importance

Exceeded Expectations
lower importance/higher Satisfaction

Continued Emphasis
higher importance/higher Satisfaction

Traffic signs and signal operations ■

Street lighting ■
Bike lanes in the city
Curbs and gutters
Street striping ■ **Street cleaning**
Sidewalk maintenance ■

Maintenance and repair of streets in your neighborhood ■
■

Alley maintenance ■

Maintenance and repair of thoroughfares and major streets

Less Important
lower importance/lower Satisfaction

Opportunities for Improvement
higher importance/lower Satisfaction

Lower Importance

Higher Importance

Satisfaction Rating

mean satisfaction

Importance Rating

Source: ETC Institute (2020)

City of Dallas Community Survey
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)

mean importance

Exceeded Expectations
lower importance/higher Satisfaction

Continued Emphasis
higher importance/higher Satisfaction

Satisfaction Rating

Water pressure in your home ■

■*Ease of understanding your water/wastewater bill*

*Efforts by the City to respond timely to water/
wastewater service issues at your home or business* ■

Taste/smell of tap water in your home
■

mean satisfaction

Less Important
lower importance/lower Satisfaction

Pricing for water and wastewater service
■
Opportunities for Improvement
higher importance/lower Satisfaction

Lower Importance

Higher Importance

Importance Rating

Source: ETC Institute (2020)

Section 4
Composite Satisfaction Indices

City of Dallas Composite Satisfaction Indices

INDEX	2020	2018	2016	2014	2013	2011	2009	2007
Quality of Life Index	118	123	130	124	124	115	114	100
Perceptions Index	120	121	135	129	131	126	116	100
Mobility Index	91	93	108	110	112	115	113	100
Major Services Index	120	116	126	118	115	118	113	100
Public Safety Index	80	106	113	121	119	123	115	100
Streets and Infrastructure Index	91	97	97	100	105	121	104	100
Solid Waste Index	124	131	132	125	129	123	119	100
Parks and Recreation Index	108	130	123	114	112	111	105	100
Customer Service Index	131	130	131	124	126	125	128	100
Total Value of 9 Individual Indices	**983**	**1046**	**1094**	**1065**	**1074**	**1077**	**1028**	**900**
Comp Index with 2009 Base Year	**95.6**	**101.8**	**106.4**	**103.7**	**104.5**	**104.7**	**100.0**	**NA**
Comp Index with 2007 Base Year	**109.2**	**116.3**	**121.5**	**118.4**	**119.3**	**119.6**	**114.2**	**100.0**

Calculation [(current year value divided by base year value) multiplied by 100]

INDIVIDUAL INDICES

Values by year represent the percentage of very satisfied and satisfied respondents

QUALITY OF LIFE INDEX	2020	2018	2016	2014	2013	2011	2009	2007
Dallas as a place to live	76	80	84	83	82	76	78	67
Dallas as a place to work	83	84	87	83	82	75	77	68
Dallas as a place to do business	83	84	86	83	81	77	78	73
Overall quality of life in Dallas	67	72	77	73	74	67	67	58
Your neighborhood as a place to live	73	69	74	71	70	69	65	53
Dallas as a place to raise children	59	61	68	62	67	59	59	48
Quality of economic development in Dallas	64	72	75	73	67	56	58	50
Dallas as a place to retire	49	54	62	58	57	52	54	43
Quality of public schools in Dallas	26	29	26	27	33	34	28	33
Total Value	**579**	**605**	**639**	**613**	**613**	**565**	**564**	**493**
Comp Index with 2007 Base Year	**118**	**123**	**130**	**124**	**124**	**115**	**114**	**NA**

PERCEPTIONS INDEX	2020	2018	2016	2014	2013	2011	2009	2007
Acceptance of people w/ diverse backgrounds	47	52	54	54	56	55	49	41
Air quality	50	50	56	49	49	48	43	36
Opportunities to attend art/cultural events	79	74	83	82	80	79	74	70
Overall image/reputation of Dallas	62	63	73	70	70	66	63	53
Sense of community	47	49	55	53	56	52	48	38
Total Value	**286**	**288**	**321**	**308**	**311**	**300**	**277**	**238**
Comp Index with 2007 Base Year	**120**	**121**	**135**	**129**	**131**	**126**	**116**	**NA**

City of Dallas Composite Satisfaction Indices

MOBILITY INDEX	2020	2018	2016	2014	2013	2011	2009	2007
Ease of bicycle travel in Dallas	35	31	34	36	38	37	33	30
Ease of bus travel in Dallas	41	45	52	55	55	55	59	53
Ease of car travel in Dallas	38	44	52	49	50	53	57	46
Ease of rail travel in Dallas	47	49	57	59	59	62	57	53
Ease of walking in Dallas	35	32	39	39	42	43	40	35
Total Value	**197**	**201**	**234**	**238**	**244**	**250**	**246**	**217**
Comp Index with 2007 Base Year	**91**	**93**	**108**	**110**	**112**	**115**	**113**	**NA**

MAJOR SERVICES INDEX	2020	2018	2016	2014	2013	2011	2009	2007
Ambulance/emergency medical services	80	78	88	87	84	84	81	77
Arts and cultural programs	92	84	95	84	80	79	76	64
Code enforcement	37	38	45	42	41	44	39	32
Drinking water	74	69	78	69	55	66	64	56
Fire services	91	89	86	89	87	89	86	86
Land use, planning, and zoning	45	38	41	53	53	51	48	41
Police services	49	62	66	68	67	67	63	52
Public information services	68	63	71	59	62	61	60	53
Public library services	89	85	89	76	78	76	78	73
Sewer services	83	78	82	72	67	71	68	60
Storm drainage	67	63	74	64	62	67	60	50
Traffic management	49	50	51	49	51	55	53	43
Total Value	**822**	**797**	**866**	**812**	**787**	**810**	**776**	**687**
Comp Index with 2007 Base Year	**120**	**116**	**126**	**118**	**115**	**118**	**113**	**NA**

PUBLIC SAFETY INDEX	2020	2018	2016	2014	2013	2011	2009	2007
Fire prevention and education	53	63	58	63	59	65	58	56
Traffic enforcement	35	41	50	52	55	55	59	50
Crime prevention	22	40	45	50	48	47	40	30
Total Value	**109**	**144**	**153**	**165**	**162**	**167**	**157**	**136**
Comp Index with 2007 Base Year	**80**	**106**	**113**	**121**	**119**	**123**	**115**	**NA**

STREETS & INFRASTRUCTURE INDEX	2020	2018	2016	2014	2013	2011	2009	2007
Street lighting	36	37	42	44	39	47	38	34
Street cleaning	29	32	34	34	37	39	36	34
Sidewalk maintenance	24	26	25	24	27	31	26	27
Street repair	23	25	18	20	23	28	24	20
Alley maintenance	17	17	18	19	22	26	22	26
Total Value	**128**	**137**	**137**	**141**	**148**	**171**	**146**	**141**
Comp Index with 2007 Base Year	**91**	**97**	**97**	**100**	**105**	**121**	**104**	**NA**

City of Dallas Composite Satisfaction Indices

SOLID WASTE INDEX	2020	2018	2016	2014	2013	2011	2009	2007
Garbage collections	79	80	83	78	82	76	78	69
Recycling	74	76	79	78	81	77	70	53
Yard waste pick up	69	76	74	70	72	68	66	58
Bulk trash pick up	71	78	77	70	71	70	67	57
Total Value	293	310	313	296	306	291	281	237
Comp Index with 2007 Base Year	124	131	132	125	129	123	119	NA

PARKS AND RECREATION INDEX	2020	2018	2016	2014	2013	2011	2009	2007
Accessibility of parks	69	80	75	70	71	71	65	64
City parks	66	77	76	71	68	67	62	58
Accessibility of recreation centers/facilities	65	75	69	64	65	65	61	57
Appearance/maintenance of parks	61	71	71	65	61	61	59	55
Appearance of recreation centers/facilities	59	66	67	62	60	57	58	55
Recreation centers/facilities	56	67	67	59	60	56	56	52
Recreation programs or classes	54	69	61	58	59	57	53	53
Range/variety of recreation programs/classes	50	70	56	54	52	54	50	47
Total Value	478	575	542	503	496	488	464	441
Comp Index with 2007 Base Year	108	130	123	114	112	111	105	NA

CUSTOMER SERVICE INDEX	2020	2018	2016	2014	2013	2011	2009	2007
Courtesy	80	78	77	74	75	74	75	57
Knowledge	76	74	75	73	74	74	75	60
Responsiveness	68	68	69	64	68	67	69	54
Overall	71	72	73	67	67	67	69	54
Total Value	295	292	294	278	284	282	288	225
Comp Index with 2007 Base Year	131	130	131	124	126	125	128	NA

Section 5
Tabular Data

Q1. Perceptions of the City. Please rate the following items by circling the corresponding number below.

(N=1677)

	Excellent	Good	Fair	Poor	Don't know
Q1-1. Dallas as a place to live	23.9%	50.7%	19.6%	4.2%	1.6%
Q1-2. Your neighborhood as a place to live	31.1%	40.8%	17.9%	8.9%	1.3%
Q1-3. Dallas as a place to raise children	15.3%	38.8%	26.7%	10.6%	8.6%
Q1-4. Dallas as a place to work	34.8%	45.0%	13.5%	2.9%	3.8%
Q1-5. Dallas as a place to retire	13.3%	31.8%	29.8%	17.3%	7.8%
Q1-6. Dallas as a place to do business	36.0%	40.2%	12.2%	3.0%	8.6%
Q1-7. Dallas as an equitable City	11.8%	36.0%	30.9%	12.8%	8.5%
Q1-8. Quality of economic development in Dallas	21.4%	38.6%	25.2%	9.3%	5.5%
Q1-9. Quality of public schools in Dallas	4.3%	19.2%	34.6%	32.8%	9.1%
Q1-10. Overall quality of life in Dallas	14.5%	51.4%	27.6%	4.7%	1.8%

Q1. Perceptions of the City. Please rate the following items by circling the corresponding number below. (without "don't know")

(N=1677)

	Excellent	Good	Fair	Poor
Q1-1. Dallas as a place to live	24.2%	51.5%	20.1%	4.2%
Q1-2. Your neighborhood as a place to live	31.5%	41.4%	18.1%	9.0%
Q1-3. Dallas as a place to raise children	16.7%	42.4%	29.4%	11.5%
Q1-4. Dallas as a place to work	36.1%	46.8%	14.1%	3.0%
Q1-5. Dallas as a place to retire	14.4%	34.5%	32.3%	18.8%
Q1-6. Dallas as a place to do business	39.3%	44.0%	13.4%	3.3%
Q1-7. Dallas as an equitable City	12.9%	39.3%	33.8%	14.0%
Q1-8. Quality of economic development in Dallas	22.7%	40.9%	26.6%	9.8%
Q1-9. Quality of public schools in Dallas	4.7%	21.1%	38.1%	36.1%
Q1-10. Overall quality of life in Dallas	14.8%	52.4%	28.0%	4.8%

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

(N=1677)

	Excellent	Good	Fair	Poor	Don't know
Q2-1. Sense of community	8.5%	36.3%	36.6%	14.8%	3.8%
Q2-2. Openness & acceptance of community towards people of diverse backgrounds	9.7%	35.2%	36.1%	14.5%	4.5%
Q2-3. Opportunities to attend arts & cultural events	32.1%	44.3%	16.0%	4.4%	3.2%
Q2-4. Air quality	8.2%	40.4%	34.2%	13.7%	3.5%
Q2-5. Access to affordable, quality housing	5.7%	23.6%	35.4%	26.8%	8.5%
Q2-6. Access to affordable, quality child care	3.9%	16.8%	26.2%	17.6%	35.5%
Q2-7. Access to affordable, quality health care	16.3%	34.8%	26.2%	16.5%	6.2%
Q2-8. Access to affordable, quality food	25.8%	39.7%	22.6%	9.5%	2.4%
Q2-9. Access to living-wage jobs	14.6%	36.1%	25.7%	14.4%	9.2%
Q2-10. Access to quality education	14.0%	35.1%	28.5%	16.0%	6.4%
Q2-11. Ease of car travel in Dallas	7.0%	29.9%	36.0%	24.4%	2.7%
Q2-12. Ease of bus travel in Dallas	6.3%	20.7%	22.0%	16.2%	34.8%
Q2-13. Ease of rail travel in Dallas	8.9%	25.0%	24.5%	13.5%	28.1%
Q2-14. Ease of air travel in Dallas	34.8%	39.3%	13.5%	2.9%	9.5%
Q2-15. Ease of bicycle travel in Dallas	5.2%	20.0%	26.3%	20.0%	28.5%
Q2-16. Ease of walking in Dallas	5.7%	25.9%	30.7%	27.1%	10.6%
Q2-17. Overall image/reputation of Dallas	12.0%	48.1%	27.6%	8.5%	3.8%

Q2. Please rate each of the following characteristics as they relate to Dallas as a whole. (without "don't know")

(N=1677)

	Excellent	Good	Fair	Poor
Q2-1. Sense of community	8.9%	37.8%	37.9%	15.4%
Q2-2. Openness & acceptance of community towards people of diverse backgrounds	10.1%	36.9%	37.8%	15.2%
Q2-3. Opportunities to attend arts & cultural events	33.2%	45.8%	16.5%	4.5%
Q2-4. Air quality	8.5%	41.9%	35.5%	14.1%
Q2-5. Access to affordable, quality housing	6.3%	25.8%	38.6%	29.3%
Q2-6. Access to affordable, quality child care	6.0%	26.1%	40.6%	27.3%
Q2-7. Access to affordable, quality health care	17.4%	37.1%	27.9%	17.6%
Q2-8. Access to affordable, quality food	26.5%	40.7%	23.1%	9.7%
Q2-9. Access to living-wage jobs	16.1%	39.8%	28.2%	15.9%
Q2-10. Access to quality education	15.0%	37.5%	30.4%	17.1%
Q2-11. Ease of car travel in Dallas	7.2%	30.7%	37.0%	25.1%
Q2-12. Ease of bus travel in Dallas	9.7%	31.7%	33.8%	24.8%
Q2-13. Ease of rail travel in Dallas	12.4%	34.8%	34.0%	18.8%
Q2-14. Ease of air travel in Dallas	38.5%	43.4%	14.9%	3.2%
Q2-15. Ease of bicycle travel in Dallas	7.3%	28.0%	36.8%	27.9%
Q2-16. Ease of walking in Dallas	6.4%	29.0%	34.3%	30.3%
Q2-17. Overall image/reputation of Dallas	12.5%	49.9%	28.8%	8.8%

Q3. Which THREE of the quality of life characteristics listed in Question 2 do you think should be the City's top priorities?

Q3. Top choice	Number	Percent
Sense of community	94	5.6 %
Openness & acceptance of community towards people of diverse backgrounds	136	8.1 %
Opportunities to attend arts & cultural events	13	0.8 %
Air quality	104	6.2 %
Access to affordable, quality housing	346	20.6 %
Access to affordable, quality child care	15	0.9 %
Access to affordable, quality health care	76	4.5 %
Access to affordable, quality food	23	1.4 %
Access to living-wage jobs	156	9.3 %
Access to quality education	260	15.5 %
Ease of car travel in Dallas	126	7.5 %
Ease of bus travel in Dallas	9	0.5 %
Ease of rail travel in Dallas	23	1.4 %
Ease of air travel in Dallas	2	0.1 %
Ease of bicycle travel in Dallas	13	0.8 %
Ease of walking in Dallas	27	1.6 %
Overall image/reputation of Dallas	80	4.8 %
None chosen	174	10.4 %
Total	1677	100.0 %

Q3. Which THREE of the quality of life characteristics listed in Question 2 do you think should be the City's top priorities?

Q3. 2nd choice	Number	Percent
Sense of community	79	4.7 %
Openness & acceptance of community towards people of diverse backgrounds	106	6.3 %
Opportunities to attend arts & cultural events	28	1.7 %
Air quality	88	5.2 %
Access to affordable, quality housing	231	13.8 %
Access to affordable, quality child care	50	3.0 %
Access to affordable, quality health care	119	7.1 %
Access to affordable, quality food	54	3.2 %
Access to living-wage jobs	227	13.5 %
Access to quality education	189	11.3 %
Ease of car travel in Dallas	115	6.9 %
Ease of bus travel in Dallas	22	1.3 %
Ease of rail travel in Dallas	39	2.3 %
Ease of air travel in Dallas	5	0.3 %
Ease of bicycle travel in Dallas	23	1.4 %
Ease of walking in Dallas	42	2.5 %
Overall image/reputation of Dallas	63	3.8 %
None chosen	197	11.7 %
Total	1677	100.0 %

Q3. Which THREE of the quality of life characteristics listed in Question 2 do you think should be the City's top priorities?

Q3. 3rd choice	Number	Percent
Sense of community	108	6.4 %
Openness & acceptance of community towards people of diverse backgrounds	106	6.3 %
Opportunities to attend arts & cultural events	26	1.6 %
Air quality	102	6.1 %
Access to affordable, quality housing	143	8.5 %
Access to affordable, quality child care	42	2.5 %
Access to affordable, quality health care	126	7.5 %
Access to affordable, quality food	66	3.9 %
Access to living-wage jobs	177	10.6 %
Access to quality education	129	7.7 %
Ease of car travel in Dallas	115	6.9 %
Ease of bus travel in Dallas	21	1.3 %
Ease of rail travel in Dallas	46	2.7 %
Ease of air travel in Dallas	8	0.5 %
Ease of bicycle travel in Dallas	39	2.3 %
Ease of walking in Dallas	64	3.8 %
Overall image/reputation of Dallas	119	7.1 %
None chosen	240	14.3 %
Total	1677	100.0 %

Q3. Which THREE of the quality of life characteristics listed in Question 2 do you think should be the City's top priorities? (top 3)

Q3. Sum of Top 3 Choices	Number	Percent
Sense of community	281	16.8 %
Openness & acceptance of community towards people of diverse backgrounds	348	20.8 %
Opportunities to attend arts & cultural events	67	4.0 %
Air quality	294	17.5 %
Access to affordable, quality housing	720	42.9 %
Access to affordable, quality child care	107	6.4 %
Access to affordable, quality health care	321	19.1 %
Access to affordable, quality food	143	8.5 %
Access to living-wage jobs	560	33.4 %
Access to quality education	578	34.5 %
Ease of car travel in Dallas	356	21.2 %
Ease of bus travel in Dallas	52	3.1 %
Ease of rail travel in Dallas	108	6.4 %
Ease of air travel in Dallas	15	0.9 %
Ease of bicycle travel in Dallas	75	4.5 %
Ease of walking in Dallas	133	7.9 %
Overall image/reputation of Dallas	262	15.6 %
None chosen	174	10.4 %
Total	4594	

Q4. Please rate the speed of growth in the following categories in Dallas over the past TWO years.

(N=1677)

	Much too slow	Too slow	About right	Too fast	Much too fast	Don't know
Q4-1. Population growth	0.4%	1.5%	31.4%	36.0%	23.7%	7.0%
Q4-2. Retail growth (stores, restaurants, etc.)	2.4%	10.7%	60.0%	13.8%	6.3%	6.8%
Q4-3. Job growth	4.5%	20.8%	55.9%	3.6%	1.8%	13.4%

Q4. Please rate the speed of growth in the following categories in Dallas over the past TWO years. (without "don't know")

(N=1677)

	Much too slow	Too slow	About right	Too fast	Much too fast
Q4-1. Population growth	0.4%	1.6%	33.8%	38.7%	25.5%
Q4-2. Retail growth (stores, restaurants, etc.)	2.6%	11.5%	64.3%	14.8%	6.8%
Q4-3. Job growth	5.2%	24.0%	64.5%	4.2%	2.1%

Q5. Please indicate the extent to which you think each of the following are an issue in the City of Dallas by circling the corresponding number below.

(N=1677)

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Q5-1. Crime	0.7%	3.6%	26.5%	67.2%	2.0%
Q5-2. Drugs	1.3%	6.1%	26.6%	57.9%	8.1%
Q5-3. High weeds	12.8%	34.6%	29.7%	14.1%	8.8%
Q5-4. Noise	12.2%	34.2%	34.5%	14.4%	4.7%
Q5-5. Blighted buildings	8.1%	28.0%	33.9%	16.0%	14.0%
Q5-6. Homelessness	0.9%	7.1%	28.5%	60.7%	2.8%
Q5-7. Environmental hazard(s), air quality & toxic waste	6.4%	23.7%	39.6%	19.3%	11.0%
Q5-8. Loose dogs & unrestrained pets	12.0%	29.6%	31.0%	21.9%	5.5%
Q5-9. Litter	5.1%	27.0%	36.4%	28.5%	3.0%
Q5-10. Infrastructure/streets	1.9%	10.8%	26.6%	58.0%	2.7%
Q5-11. Aggressive solicitation/panhandling	5.1%	20.5%	32.8%	38.1%	3.5%
Q5-12. Climate change (extreme heat, flooding, tree canopy, etc.)	13.2%	21.8%	32.4%	25.0%	7.6%
Q5-13. Other	3.8%	2.4%	15.7%	69.4%	8.7%

Q5. Please indicate the extent to which you think each of the following are an issue in the City of Dallas by circling the corresponding number below. (without "don't know")

(N=1677)

	Not a problem	Minor problem	Moderate problem	Major problem
Q5-1. Crime	0.7%	3.7%	27.0%	68.6%
Q5-2. Drugs	1.4%	6.6%	29.0%	63.0%
Q5-3. High weeds	14.0%	37.9%	32.7%	15.4%
Q5-4. Noise	12.8%	35.9%	36.2%	15.1%
Q5-5. Blighted buildings	9.4%	32.6%	39.4%	18.6%
Q5-6. Homelessness	0.9%	7.3%	29.3%	62.5%
Q5-7. Environmental hazard(s), air quality & toxic waste	7.2%	26.7%	44.4%	21.7%
Q5-8. Loose dogs & unrestrained pets	12.7%	31.4%	32.7%	23.2%
Q5-9. Litter	5.2%	27.9%	37.5%	29.4%
Q5-10. Infrastructure/streets	2.0%	11.1%	27.3%	59.6%
Q5-11. Aggressive solicitation/panhandling	5.3%	21.2%	34.0%	39.5%
Q5-12. Climate change (extreme heat, flooding, tree canopy, etc.)	14.3%	23.6%	35.1%	27.0%
Q5-13. Other	4.2%	2.7%	17.1%	76.0%

Q6. Perception of Safety. 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.

(N=1677)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6-1. In your neighborhood during the day	32.4%	40.0%	17.2%	6.3%	2.7%	1.4%
Q6-2. In your neighborhood after dark	12.5%	32.7%	25.1%	18.4%	9.3%	2.0%
Q6-3. In Dallas' Downtown area during the day	13.8%	40.4%	25.1%	7.9%	2.7%	10.1%
Q6-4. In Dallas' Downtown area after dark	1.8%	10.2%	26.0%	33.9%	14.9%	13.2%
Q6-5. In Dallas' restaurant/retail areas during the day	24.3%	49.0%	19.1%	3.0%	1.7%	2.9%
Q6-6. In Dallas' restaurant/retail areas after dark	7.1%	27.5%	33.6%	21.3%	4.4%	6.1%
Q6-7. In Dallas' parks during the day	16.9%	41.4%	23.5%	7.7%	2.3%	8.2%
Q6-8. In Dallas' parks after dark	1.2%	6.3%	19.8%	36.6%	22.1%	14.0%
Q6-9. From violent crime (rape, assault, robbery)	4.1%	17.1%	26.5%	28.6%	18.4%	5.3%
Q6-10. From property crime (burglary, theft)	1.8%	11.6%	25.1%	36.1%	22.2%	3.2%
Q6-11. From fire	16.1%	39.2%	31.0%	4.3%	2.5%	6.9%

Q6. Perception of Safety. 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. (without "don't know")

(N=1677)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. In your neighborhood during the day	32.9%	40.5%	17.5%	6.4%	2.7%
Q6-2. In your neighborhood after dark	12.8%	33.4%	25.5%	18.8%	9.5%
Q6-3. In Dallas' Downtown area during the day	15.3%	45.0%	27.9%	8.8%	3.0%
Q6-4. In Dallas' Downtown area after dark	2.1%	11.7%	29.9%	39.1%	17.2%
Q6-5. In Dallas' restaurant/retail areas during the day	25.1%	50.4%	19.7%	3.1%	1.7%
Q6-6. In Dallas' restaurant/retail areas after dark	7.6%	29.4%	35.6%	22.7%	4.7%
Q6-7. In Dallas' parks during the day	18.4%	45.1%	25.6%	8.4%	2.5%
Q6-8. In Dallas' parks after dark	1.4%	7.3%	23.1%	42.6%	25.6%
Q6-9. From violent crime (rape, assault, robbery)	4.3%	18.0%	28.0%	30.2%	19.5%
Q6-10. From property crime (burglary, theft)	1.9%	11.9%	26.0%	37.3%	22.9%
Q6-11. From fire	17.3%	42.1%	33.3%	4.6%	2.7%

Q7. During the past twelve months, were you or anyone in your household the victim of any crimes?

Q7. Were you the victim of any crimes during past 12 months	Number	Percent
Yes	302	18.0 %
No	1368	81.6 %
Not provided	7	0.4 %
Total	1677	100.0 %

Q7. During the past twelve months, were you or anyone in your household the victim of any crimes? (without "not provided")

Q7. Were you the victim of any crimes during past 12 months	Number	Percent
Yes	302	18.1 %
No	1368	81.9 %
Total	1670	100.0 %

Q7a. Were these crimes reported to the police?

Q7a. Were these crimes reported to police	Number	Percent
Yes	233	77.2 %
No	66	21.9 %
Not provided	3	0.9 %
Total	302	100.0 %

Q7a. Were these crimes reported to the police? (without "not provided")

Q7a. Were these crimes reported to police	Number	Percent
Yes	233	77.9 %
No	66	22.1 %
Total	299	100.0 %

Q8. Major Categories of City Services. Please indicate whether you or any members of your household have used each of the following services in the past 12 months.

(N=1677)

	Yes	No
Q8-1. Ambulance/emergency medical services	15.7%	84.3%
Q8-2. Art & cultural programs/facilities	53.1%	46.9%
Q8-3. Neighborhood code enforcement (e.g., high weeds, litter, blight)	25.8%	74.2%
Q8-4. Customer service provided by City employees	36.8%	63.2%
Q8-5. Drinking water	56.0%	44.0%
Q8-6. Fire services	6.4%	93.6%
Q8-7. Solid waste services (e.g., garbage & recycling collection)	76.0%	24.0%
Q8-8. Land use, planning, & zoning	10.0%	90.0%
Q8-9. Maintenance of infrastructure (e.g., City streets & sidewalks)	37.6%	62.4%
Q8-10. Park & recreation system	44.2%	55.8%
Q8-11. Police services	26.6%	73.4%
Q8-12. Public information services	19.7%	80.3%
Q8-13. Public library services	35.7%	64.3%
Q8-14. Sewer services (e.g. sanitary sewer/wastewater)	50.9%	49.1%
Q8-15. Storm drainage	35.4%	64.6%
Q8-16. Traffic management (traffic signals, traffic flow, signs, parking)	47.6%	52.4%
Q8-17. Dallas Love Field Airport	49.3%	50.7%

Q8. Major Categories of City Services. Please indicate whether you or any members of your household have used each of the following services in the past 12 months.

	Yes	No
Q8-18. Municipal Court services	15.0%	85.0%
Q8-19. Social services (community centers, child care programs, homeless programs, senior programs)	11.2%	88.8%
Q8-20. 311/service request process (call to report problem)	37.9%	62.1%
Q8-21. Animal services	13.4%	86.6%

Q8. If "Yes," please rate the City's overall performance in each of the major categories of City services.

(N=1615)

	Excellent	Good	Fair	Poor	Don't know
Q8-1. Ambulance/emergency medical services	45.8%	31.9%	15.0%	5.0%	2.3%
Q8-2. Art & cultural programs/facilities	46.1%	45.5%	6.4%	1.2%	0.8%
Q8-3. Neighborhood code enforcement (e.g., high weeds, litter, blight)	7.4%	29.0%	28.2%	34.4%	1.0%
Q8-4. Customer service provided by City employees	20.2%	45.3%	22.4%	11.4%	0.7%
Q8-5. Drinking water	25.9%	46.7%	20.1%	5.8%	1.5%
Q8-6. Fire services	52.9%	35.6%	5.7%	2.9%	2.9%
Q8-7. Solid waste services (e.g., garbage & recycling collection)	27.9%	46.5%	18.6%	6.2%	0.8%
Q8-8. Land use, planning, & zoning	12.7%	30.1%	27.7%	25.3%	4.2%
Q8-9. Maintenance of infrastructure (e.g., City streets & sidewalks)	8.2%	17.4%	29.9%	43.9%	0.6%
Q8-10. Park & recreation system	21.7%	51.6%	20.5%	5.2%	1.0%
Q8-11. Police services	18.2%	30.3%	28.7%	22.6%	0.2%
Q8-12. Public information services	18.9%	48.0%	24.5%	7.4%	1.2%
Q8-13. Public library services	47.7%	40.2%	9.1%	2.0%	1.0%
Q8-14. Sewer services (e.g. sanitary sewer/ wastewater)	25.4%	56.2%	13.1%	3.4%	1.9%
Q8-15. Storm drainage	17.2%	48.8%	23.3%	9.5%	1.2%
Q8-16. Traffic management (traffic signals, traffic flow, signs, parking)	12.2%	36.8%	32.6%	18.1%	0.3%

Q8. If "Yes," please rate the City's overall performance in each of the major categories of City services.

	Excellent	Good	Fair	Poor	Don't know
Q8-17. Dallas Love Field Airport	52.3%	40.2%	5.1%	2.3%	0.1%
Q8-18. Municipal Court services	16.9%	41.9%	25.9%	12.5%	2.8%
Q8-19. Social services (community centers, child care programs, homeless programs, senior programs)	14.1%	37.3%	28.1%	16.2%	4.3%
Q8-20. 311/service request process (call to report problem)	20.6%	40.8%	20.9%	16.9%	0.8%
Q8-21. Animal services	14.9%	30.8%	25.3%	27.6%	1.4%

Q8. If "Yes," please rate the City's overall performance in each of the major categories of City services. (without "don't know")

(N=1615)

	Excellent	Good	Fair	Poor
Q8-1. Ambulance/emergency medical services	46.9%	32.7%	15.3%	5.1%
Q8-2. Art & cultural programs/facilities	46.5%	45.9%	6.3%	1.3%
Q8-3. Neighborhood code enforcement (e.g., high weeds, litter, blight)	7.4%	29.3%	28.5%	34.8%
Q8-4. Customer service provided by City employees	20.3%	45.6%	22.6%	11.5%
Q8-5. Drinking water	26.3%	47.4%	20.4%	5.9%
Q8-6. Fire services	54.5%	36.6%	5.9%	3.0%
Q8-7. Solid waste services (e.g., garbage & recycling collection)	28.1%	46.8%	18.9%	6.2%
Q8-8. Land use, planning, & zoning	13.2%	31.4%	29.0%	26.4%
Q8-9. Maintenance of infrastructure (e.g., City streets & sidewalks)	8.3%	17.6%	29.9%	44.2%
Q8-10. Park & recreation system	21.9%	52.1%	20.8%	5.2%
Q8-11. Police services	18.3%	30.3%	28.7%	22.7%
Q8-12. Public information services	19.1%	48.6%	24.8%	7.5%
Q8-13. Public library services	48.2%	40.6%	9.1%	2.1%
Q8-14. Sewer services (e.g. sanitary sewer/ wastewater)	25.9%	57.3%	13.3%	3.5%
Q8-15. Storm drainage	17.4%	49.4%	23.6%	9.6%
Q8-16. Traffic management (traffic signals, traffic flow, signs, parking)	12.2%	36.9%	32.8%	18.1%

Q8. If "Yes," please rate the City's overall performance in each of the major categories of City services. (without "don't know")

	Excellent	Good	Fair	Poor
Q8-17. Dallas Love Field Airport	52.3%	40.2%	5.2%	2.3%
Q8-18. Municipal Court services	17.4%	43.2%	26.5%	12.9%
Q8-19. Social services (community centers, child care programs, homeless programs, senior programs)	14.7%	39.0%	29.4%	16.9%
Q8-20. 311/service request process (call to report problem)	20.7%	41.2%	21.1%	17.0%
Q8-21. Animal services	15.1%	31.2%	25.7%	28.0%

Q9. Which FOUR of the services listed in Question 8 do you think should be the City's top priorities?

Q9. Top choice	Number	Percent
Ambulance/emergency medical services	112	6.7 %
Art & cultural programs/facilities	9	0.5 %
Neighborhood code enforcement (e.g., high weeds, litter, blight)	106	6.3 %
Customer service provided by City employees	40	2.4 %
Drinking water	125	7.5 %
Fire services	9	0.5 %
Solid waste services (e.g., garbage & recycling collection)	34	2.0 %
Land use, planning, & zoning	33	2.0 %
Maintenance of infrastructure (e.g., City streets & sidewalks)	335	20.0 %
Park & recreation system	17	1.0 %
Police services	521	31.1 %
Public information services	5	0.3 %
Public library services	5	0.3 %
Sewer services (e.g. sanitary sewer/wastewater)	6	0.4 %
Storm drainage	9	0.5 %
Traffic management (traffic signals, traffic flow, signs, parking)	74	4.4 %
Dallas Love Field Airport	5	0.3 %
Municipal Court services	4	0.2 %
Social services (community centers, child care programs, homeless programs, senior programs)	58	3.5 %
311/service request process (call to report problem)	19	1.1 %
Animal services	20	1.2 %
None chosen	131	7.8 %
Total	1677	100.0 %

Q9. Which FOUR of the services listed in Question 8 do you think should be the City's top priorities?

Q9. 2nd choice	Number	Percent
Ambulance/emergency medical services	89	5.3 %
Art & cultural programs/facilities	22	1.3 %
Neighborhood code enforcement (e.g., high weeds, litter, blight)	127	7.6 %
Customer service provided by City employees	47	2.8 %
Drinking water	74	4.4 %
Fire services	98	5.8 %
Solid waste services (e.g., garbage & recycling collection)	72	4.3 %
Land use, planning, & zoning	44	2.6 %
Maintenance of infrastructure (e.g., City streets & sidewalks)	268	16.0 %
Park & recreation system	48	2.9 %
Police services	231	13.8 %
Public information services	13	0.8 %
Public library services	17	1.0 %
Sewer services (e.g. sanitary sewer/wastewater)	15	0.9 %
Storm drainage	33	2.0 %
Traffic management (traffic signals, traffic flow, signs, parking)	136	8.1 %
Dallas Love Field Airport	10	0.6 %
Municipal Court services	10	0.6 %
Social services (community centers, child care programs, homeless programs, senior programs)	97	5.8 %
311/service request process (call to report problem)	25	1.5 %
Animal services	34	2.0 %
None chosen	167	10.0 %
Total	1677	100.0 %

Q9. Which FOUR of the services listed in Question 8 do you think should be the City's top priorities?

Q9. 3rd choice	Number	Percent
Ambulance/emergency medical services	71	4.2 %
Art & cultural programs/facilities	31	1.8 %
Neighborhood code enforcement (e.g., high weeds, litter, blight)	119	7.1 %
Customer service provided by City employees	57	3.4 %
Drinking water	79	4.7 %
Fire services	70	4.2 %
Solid waste services (e.g., garbage & recycling collection)	71	4.2 %
Land use, planning, & zoning	67	4.0 %
Maintenance of infrastructure (e.g., City streets & sidewalks)	179	10.7 %
Park & recreation system	82	4.9 %
Police services	124	7.4 %
Public information services	21	1.3 %
Public library services	23	1.4 %
Sewer services (e.g. sanitary sewer/wastewater)	33	2.0 %
Storm drainage	35	2.1 %
Traffic management (traffic signals, traffic flow, signs, parking)	164	9.8 %
Dallas Love Field Airport	17	1.0 %
Municipal Court services	11	0.7 %
Social services (community centers, child care programs, homeless programs, senior programs)	125	7.5 %
311/service request process (call to report problem)	45	2.7 %
Animal services	51	3.0 %
None chosen	202	12.0 %
Total	1677	100.0 %

Q9. Which FOUR of the services listed in Question 8 do you think should be the City's top priorities?

Q9. 4th choice	Number	Percent
Ambulance/emergency medical services	46	2.7 %
Art & cultural programs/facilities	52	3.1 %
Neighborhood code enforcement (e.g., high weeds, litter, blight)	114	6.8 %
Customer service provided by City employees	50	3.0 %
Drinking water	66	3.9 %
Fire services	42	2.5 %
Solid waste services (e.g., garbage & recycling collection)	74	4.4 %
Land use, planning, & zoning	68	4.1 %
Maintenance of infrastructure (e.g., City streets & sidewalks)	132	7.9 %
Park & recreation system	71	4.2 %
Police services	92	5.5 %
Public information services	26	1.6 %
Public library services	33	2.0 %
Sewer services (e.g. sanitary sewer/wastewater)	34	2.0 %
Storm drainage	47	2.8 %
Traffic management (traffic signals, traffic flow, signs, parking)	153	9.1 %
Dallas Love Field Airport	17	1.0 %
Municipal Court services	11	0.7 %
Social services (community centers, child care programs, homeless programs, senior programs)	136	8.1 %
311/service request process (call to report problem)	54	3.2 %
Animal services	78	4.7 %
None chosen	281	16.8 %
Total	1677	100.0 %

Q9. Which FOUR of the services listed in Question 8 do you think should be the City's top priorities? (top 4)

Q9. Sum of Top 4 Choices	Number	Percent
Ambulance/emergency medical services	318	19.0 %
Art & cultural programs/facilities	114	6.8 %
Neighborhood code enforcement (e.g., high weeds, litter, blight)	466	27.8 %
Customer service provided by City employees	194	11.6 %
Drinking water	344	20.5 %
Fire services	219	13.1 %
Solid waste services (e.g., garbage & recycling collection)	251	15.0 %
Land use, planning, & zoning	212	12.6 %
Maintenance of infrastructure (e.g., City streets & sidewalks)	914	54.5 %
Park & recreation system	218	13.0 %
Police services	968	57.7 %
Public information services	65	3.9 %
Public library services	78	4.7 %
Sewer services (e.g. sanitary sewer/wastewater)	88	5.2 %
Storm drainage	124	7.4 %
Traffic management (traffic signals, traffic flow, signs, parking)	527	31.4 %
Dallas Love Field Airport	49	2.9 %
Municipal Court services	36	2.1 %
Social services (community centers, child care programs, homeless programs, senior programs)	416	24.8 %
311/service request process (call to report problem)	143	8.5 %
Animal services	183	10.9 %
None chosen	131	7.8 %
Total	6058	

Q10. Public Safety Services. Please rate the City's performance in the following areas.

(N=1677)

	Excellent	Good	Fair	Poor	Don't know
Q10-1. Crime prevention	2.3%	18.4%	36.0%	38.2%	5.1%
Q10-2. Traffic enforcement	4.5%	28.3%	40.3%	21.4%	5.5%
Q10-3. Efforts by police to fight crime in your neighborhood	8.6%	30.1%	30.0%	24.7%	6.6%
Q10-4. Efforts by police to effectively deal with problems in your neighborhood	8.1%	29.2%	29.8%	22.8%	10.1%
Q10-5. Response time of police to emergency calls	5.7%	17.4%	22.6%	27.3%	27.0%
Q10-6. Response time of fire to structure fires	13.9%	26.1%	9.4%	2.1%	48.5%
Q10-7. Response time of fire to medical emergencies	16.2%	28.1%	10.0%	2.4%	43.3%
Q10-8. Fire prevention & education	6.6%	21.2%	17.6%	7.0%	47.6%
Q10-9. Prevention programs for youth (PALS, after-school programming, etc.)	2.4%	10.9%	13.5%	10.1%	63.1%
Q10-10. Mental health programs	1.4%	5.6%	15.4%	29.8%	47.8%
Q10-11. Quality of disaster response programs (Community Emergency Response Team)	4.5%	16.4%	19.0%	9.2%	50.9%

Q10. Public Safety Services. Please rate the City's performance in the following areas. (without "don't know")

(N=1677)

	Excellent	Good	Fair	Poor
Q10-1. Crime prevention	2.4%	19.3%	38.0%	40.3%
Q10-2. Traffic enforcement	4.7%	30.0%	42.6%	22.7%
Q10-3. Efforts by police to fight crime in your neighborhood	9.2%	32.2%	32.1%	26.5%
Q10-4. Efforts by police to effectively deal with problems in your neighborhood	9.0%	32.5%	33.2%	25.3%
Q10-5. Response time of police to emergency calls	7.8%	23.8%	31.0%	37.4%
Q10-6. Response time of fire to structure fires	27.0%	50.6%	18.2%	4.2%
Q10-7. Response time of fire to medical emergencies	28.5%	49.6%	17.6%	4.3%
Q10-8. Fire prevention & education	12.5%	40.5%	33.6%	13.4%
Q10-9. Prevention programs for youth (PALS, after-school programming, etc.)	6.6%	29.6%	36.3%	27.5%
Q10-10. Mental health programs	2.7%	10.7%	29.6%	57.0%
Q10-11. Quality of disaster response programs (Community Emergency Response Team)	9.1%	33.4%	38.8%	18.7%

Q11. Which TWO of the public safety services listed in Question 10 do you think should be the City's top priorities?

Q11. Top choice	Number	Percent
Crime prevention	882	52.6 %
Traffic enforcement	56	3.3 %
Efforts by police to fight crime in your neighborhood	159	9.5 %
Efforts by police to effectively deal with problems in your neighborhood	57	3.4 %
Response time of police to emergency calls	157	9.4 %
Response time of fire to structure fires	3	0.2 %
Response time of fire to medical emergencies	19	1.1 %
Prevention programs for youth (PALS, after-school programming, etc.)	45	2.7 %
Mental health programs	129	7.7 %
Quality of disaster response programs (Community Emergency Response Team)	20	1.2 %
None chosen	150	8.9 %
Total	1677	100.0 %

Q11. Which TWO of the public safety services listed in Question 10 do you think should be the City's top priorities?

Q11. 2nd choice	Number	Percent
Crime prevention	170	10.1 %
Traffic enforcement	139	8.3 %
Efforts by police to fight crime in your neighborhood	289	17.2 %
Efforts by police to effectively deal with problems in your neighborhood	145	8.6 %
Response time of police to emergency calls	252	15.0 %
Response time of fire to structure fires	25	1.5 %
Response time of fire to medical emergencies	51	3.0 %
Fire prevention & education	14	0.8 %
Prevention programs for youth (PALS, after-school programming, etc.)	112	6.7 %
Mental health programs	231	13.8 %
Quality of disaster response programs (Community Emergency Response Team)	57	3.4 %
None chosen	192	11.4 %
Total	1677	100.0 %

Q11. Which TWO of the public safety services listed in Question 10 do you think should be the City's top priorities? (top 2)

Q11. Sum of Top 2 Choices	Number	Percent
Crime prevention	1052	62.7 %
Traffic enforcement	195	11.6 %
Efforts by police to fight crime in your neighborhood	448	26.7 %
Efforts by police to effectively deal with problems in your neighborhood	202	12.0 %
Response time of police to emergency calls	409	24.4 %
Response time of fire to structure fires	28	1.7 %
Response time of fire to medical emergencies	70	4.2 %
Fire prevention & education	14	0.8 %
Prevention programs for youth (PALS, after-school programming, etc.)	157	9.4 %
Mental health programs	360	21.5 %
Quality of disaster response programs (Community Emergency Response Team)	77	4.6 %
None chosen	150	8.9 %
Total	3162	

Q12. Parks and Recreation. Please rate the City's performance in the following areas.

(N=1677)

	Excellent	Good	Fair	Poor	Don't know
Q12-1. City parks	12.6%	45.9%	25.0%	5.0%	11.5%
Q12-2. Recreation programs or classes	6.4%	24.6%	19.9%	7.0%	42.1%
Q12-3. Range/variety of recreation programs & classes	6.0%	21.7%	19.5%	8.1%	44.7%
Q12-4. Recreation centers/facilities	7.5%	30.2%	23.6%	6.7%	32.0%
Q12-5. Accessibility of parks	15.1%	44.5%	22.3%	4.5%	13.6%
Q12-6. Accessibility of recreation centers/ facilities	11.2%	35.5%	20.1%	5.5%	27.7%
Q12-7. Appearance/maintenance of parks	11.6%	42.3%	27.9%	7.2%	11.0%
Q12-8. Appearance/maintenance of recreation centers/facilities	8.3%	34.3%	24.5%	5.8%	27.1%
Q12-9. Outdoor athletic facilities (soccer/ baseball fields, tennis courts)	8.5%	32.2%	23.8%	8.5%	27.0%
Q12-10. Walking trails in City	13.3%	34.9%	22.4%	10.9%	18.5%
Q12-11. Outdoor swimming facilities	5.1%	15.6%	17.4%	14.1%	47.8%
Q12-12. Ease of registering for City recreation programs/events	5.2%	18.2%	15.4%	7.0%	54.2%
Q12-13. City golf courses	6.2%	18.1%	11.3%	4.9%	59.5%

Q12. Parks and Recreation. Please rate the City's performance in the following areas. (without "don't know")

(N=1677)

	Excellent	Good	Fair	Poor
Q12-1. City parks	14.3%	51.9%	28.1%	5.7%
Q12-2. Recreation programs or classes	11.1%	42.4%	34.3%	12.2%
Q12-3. Range/variety of recreation programs & classes	10.9%	39.2%	35.4%	14.5%
Q12-4. Recreation centers/facilities	11.1%	44.4%	34.7%	9.8%
Q12-5. Accessibility of parks	17.5%	51.6%	25.7%	5.2%
Q12-6. Accessibility of recreation centers/ facilities	15.4%	49.1%	27.8%	7.7%
Q12-7. Appearance/maintenance of parks	13.0%	47.6%	31.3%	8.1%
Q12-8. Appearance/maintenance of recreation centers/facilities	11.4%	47.1%	33.5%	8.0%
Q12-9. Outdoor athletic facilities (soccer/ baseball fields, tennis courts)	11.6%	44.1%	32.7%	11.6%
Q12-10. Walking trails in City	16.3%	42.9%	27.4%	13.4%
Q12-11. Outdoor swimming facilities	9.7%	29.9%	33.3%	27.1%
Q12-12. Ease of registering for City recreation programs/events	11.3%	39.7%	33.6%	15.4%
Q12-13. City golf courses	15.3%	44.6%	28.0%	12.1%

Q13. Which THREE of the Park and Recreation services listed in Question 12 do you think should be the City's top priorities?

Q13. Top choice	Number	Percent
City parks	417	24.9 %
Recreation programs or classes	138	8.2 %
Range/variety of recreation programs & classes	97	5.8 %
Recreation centers/facilities	93	5.5 %
Accessibility of parks	67	4.0 %
Accessibility of recreation centers/facilities	26	1.6 %
Appearance/maintenance of parks	206	12.3 %
Appearance/maintenance of recreation centers/facilities	45	2.7 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	43	2.6 %
Walking trails in City	178	10.6 %
Outdoor swimming facilities	39	2.3 %
Ease of registering for City recreation programs/events	28	1.7 %
City golf courses	22	1.3 %
None chosen	278	16.6 %
Total	1677	100.0 %

Q13. Which THREE of the Park and Recreation services listed in Question 12 do you think should be the City's top priorities?

Q13. 2nd choice	Number	Percent
City parks	147	8.8 %
Recreation programs or classes	102	6.1 %
Range/variety of recreation programs & classes	100	6.0 %
Recreation centers/facilities	131	7.8 %
Accessibility of parks	111	6.6 %
Accessibility of recreation centers/facilities	73	4.4 %
Appearance/maintenance of parks	203	12.1 %
Appearance/maintenance of recreation centers/facilities	98	5.8 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	71	4.2 %
Walking trails in City	201	12.0 %
Outdoor swimming facilities	59	3.5 %
Ease of registering for City recreation programs/events	37	2.2 %
City golf courses	17	1.0 %
None chosen	327	19.5 %
Total	1677	100.0 %

Q13. Which THREE of the Park and Recreation services listed in Question 12 do you think should be the City's top priorities?

Q13. 3rd choice	Number	Percent
City parks	105	6.3 %
Recreation programs or classes	70	4.2 %
Range/variety of recreation programs & classes	89	5.3 %
Recreation centers/facilities	96	5.7 %
Accessibility of parks	82	4.9 %
Accessibility of recreation centers/facilities	35	2.1 %
Appearance/maintenance of parks	176	10.5 %
Appearance/maintenance of recreation centers/facilities	120	7.2 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	94	5.6 %
Walking trails in City	222	13.2 %
Outdoor swimming facilities	96	5.7 %
Ease of registering for City recreation programs/events	67	4.0 %
City golf courses	34	2.0 %
None chosen	391	23.3 %
Total	1677	100.0 %

Q13. Which THREE of the Park and Recreation services listed in Question 12 do you think should be the City's top priorities? (top 3)

Q13. Sum of Top 3 Choices	Number	Percent
City parks	669	39.9 %
Recreation programs or classes	310	18.5 %
Range/variety of recreation programs & classes	286	17.1 %
Recreation centers/facilities	320	19.1 %
Accessibility of parks	260	15.5 %
Accessibility of recreation centers/facilities	134	8.0 %
Appearance/maintenance of parks	585	34.9 %
Appearance/maintenance of recreation centers/facilities	263	15.7 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	208	12.4 %
Walking trails in City	601	35.8 %
Outdoor swimming facilities	194	11.6 %
Ease of registering for City recreation programs/events	132	7.9 %
City golf courses	73	4.4 %
None chosen	278	16.6 %
Total	4313	

Q14. Code Enforcement Services. Please rate the City's performance in following areas.

(N=1677)

	Excellent	Good	Fair	Poor	Don't know
Q14-1. Enforcement of multi-family building conditions	1.7%	10.0%	21.9%	20.5%	45.9%
Q14-2. Enforcement of mowing of weeds & high grass on private property	3.7%	21.9%	28.9%	20.5%	25.0%
Q14-3. Enforcement of blighted residential properties	1.7%	10.6%	25.6%	28.2%	33.9%
Q14-4. Enforcement of sign regulations	3.0%	18.1%	26.1%	17.2%	35.6%
Q14-5. City efforts to remove junk motor vehicles (inoperative) on private property	3.0%	12.9%	20.7%	24.7%	38.7%
Q14-6. Enforcement of bulk/brush trash violations	4.8%	22.2%	27.3%	21.4%	24.3%
Q14-7. Enforcement of litter on private property	2.7%	15.8%	23.5%	24.9%	33.1%
Q14-8. City efforts to survey & abate mosquitos carrying viruses	4.7%	27.0%	25.2%	17.1%	26.0%
Q14-9. Enforcement of food safety in restaurants	6.5%	26.7%	21.1%	9.2%	36.5%
Q14-10. Enforcement of yard parking regulations in your neighborhood	7.1%	21.0%	18.2%	19.4%	34.3%

Q14. Code Enforcement Services. Please rate the City's performance in following areas. (without "don't know")

(N=1677)

	Excellent	Good	Fair	Poor
Q14-1. Enforcement of multi-family building conditions	3.2%	18.4%	40.5%	37.9%
Q14-2. Enforcement of mowing of weeds & high grass on private property	4.9%	29.2%	38.5%	27.4%
Q14-3. Enforcement of blighted residential properties	2.6%	16.1%	38.6%	42.7%
Q14-4. Enforcement of sign regulations	4.6%	28.1%	40.6%	26.7%
Q14-5. City efforts to remove junk motor vehicles (inoperative) on private property	5.0%	21.1%	33.6%	40.3%
Q14-6. Enforcement of bulk/brush trash violations	6.4%	29.4%	35.9%	28.3%
Q14-7. Enforcement of litter on private property	4.0%	23.6%	35.2%	37.2%
Q14-8. City efforts to survey & abate mosquitos carrying viruses	6.4%	36.4%	34.2%	23.0%
Q14-9. Enforcement of food safety in restaurants	10.2%	42.1%	33.1%	14.6%
Q14-10. Enforcement of yard parking regulations in your neighborhood	10.8%	32.0%	27.6%	29.6%

Q15. Which TWO of the code enforcement services listed in Question 14 do you think should be the City's top priorities?

Q15. Top choice	Number	Percent
Enforcement of multi-family building conditions	343	20.5 %
Enforcement of mowing of weeds & high grass on private property	144	8.6 %
Enforcement of blighted residential properties	231	13.8 %
Enforcement of sign regulations	35	2.1 %
City efforts to remove junk motor vehicles (inoperative) on private property	110	6.6 %
Enforcement of bulk/brush trash violations	101	6.0 %
Enforcement of litter on private property	63	3.8 %
City efforts to survey & abate mosquitos carrying viruses	173	10.3 %
Enforcement of food safety in restaurants	174	10.4 %
Enforcement of yard parking regulations in your neighborhood	50	3.0 %
None chosen	253	15.1 %
Total	1677	100.0 %

Q15. Which TWO of the code enforcement services listed in Question 14 do you think should be the City's top priorities?

Q15. 2nd choice	Number	Percent
Enforcement of multi-family building conditions	144	8.6 %
Enforcement of mowing of weeds & high grass on private property	115	6.9 %
Enforcement of blighted residential properties	218	13.0 %
Enforcement of sign regulations	55	3.3 %
City efforts to remove junk motor vehicles (inoperative) on private property	109	6.5 %
Enforcement of bulk/brush trash violations	146	8.7 %
Enforcement of litter on private property	137	8.2 %
City efforts to survey & abate mosquitos carrying viruses	167	10.0 %
Enforcement of food safety in restaurants	200	11.9 %
Enforcement of yard parking regulations in your neighborhood	88	5.2 %
None chosen	298	17.8 %
Total	1677	100.0 %

Q15. Which TWO of the code enforcement services listed in Question 14 do you think should be the City's top priorities? (top 2)

Q15. Sum of Top 2 Choices	Number	Percent
Enforcement of multi-family building conditions	487	29.0 %
Enforcement of mowing of weeds & high grass on private property	259	15.4 %
Enforcement of blighted residential properties	449	26.8 %
Enforcement of sign regulations	90	5.4 %
City efforts to remove junk motor vehicles (inoperative) on private property	219	13.1 %
Enforcement of bulk/brush trash violations	247	14.7 %
Enforcement of litter on private property	200	11.9 %
City efforts to survey & abate mosquitos carrying viruses	340	20.3 %
Enforcement of food safety in restaurants	374	22.3 %
Enforcement of yard parking regulations in your neighborhood	138	8.2 %
None chosen	253	15.1 %
Total	3056	

Q16. Solid Waste Services. Please rate the City's performance in the following areas.

(N=1677)

	Excellent	Good	Fair	Poor	Don't know
Q16-1. Garbage collections	34.2%	42.1%	15.7%	5.0%	3.0%
Q16-2. Recycling	29.0%	40.0%	16.5%	7.5%	7.0%
Q16-3. Yard waste pick-up	22.5%	36.7%	18.2%	8.3%	14.3%
Q16-4. Bulk trash pick-up	27.7%	39.8%	18.5%	8.6%	5.4%
Q16-5. Household hazardous waste disposal	11.0%	20.9%	18.0%	13.2%	36.9%

Q16. Solid Waste Services. Please rate the City's performance in the following areas. (without "don't know")

(N=1677)

	Excellent	Good	Fair	Poor
Q16-1. Garbage collections	35.2%	43.4%	16.2%	5.2%
Q16-2. Recycling	31.2%	43.0%	17.8%	8.0%
Q16-3. Yard waste pick-up	26.3%	42.8%	21.2%	9.7%
Q16-4. Bulk trash pick-up	29.3%	42.1%	19.5%	9.1%
Q16-5. Household hazardous waste disposal	17.4%	33.1%	28.5%	21.0%

Q17. Which TWO of the solid waste services listed in Question 16 do you think should be the City's top priorities?

Q17. Top choice	Number	Percent
Garbage collections	634	37.8 %
Recycling	308	18.4 %
Yard waste pick-up	88	5.2 %
Bulk trash pick-up	218	13.0 %
Household hazardous waste disposal	213	12.7 %
None chosen	216	12.9 %
Total	1677	100.0 %

Q17. Which TWO of the solid waste services listed in Question 16 do you think should be the City's top priorities?

Q17. 2nd choice	Number	Percent
Garbage collections	181	10.8 %
Recycling	343	20.5 %
Yard waste pick-up	179	10.7 %
Bulk trash pick-up	440	26.2 %
Household hazardous waste disposal	253	15.1 %
None chosen	281	16.8 %
Total	1677	100.0 %

Q17. Which TWO of the solid waste services listed in Question 16 do you think should be the City's top priorities? (top 2)

Q17. Sum of Top 2 choices	Number	Percent
Garbage collections	815	48.6 %
Recycling	651	38.8 %
Yard waste pick-up	267	15.9 %
Bulk trash pick-up	658	39.2 %
Household hazardous waste disposal	466	27.8 %
None chosen	216	12.9 %
Total	3073	

Q18. Streets and Infrastructure/Mobility. Please rate the City's performance in the following areas.

(N=1677)

	Excellent	Good	Fair	Poor	Don't know
Q18-1. Maintenance & repair of thoroughfares & major streets	3.1%	18.9%	33.9%	41.1%	3.0%
Q18-2. Maintenance & repair of streets in your neighborhood	3.8%	20.2%	28.8%	44.5%	2.7%
Q18-3. Street striping	3.5%	20.9%	35.3%	28.9%	11.4%
Q18-4. Street cleaning	4.2%	21.2%	31.9%	30.8%	11.9%
Q18-5. Street lighting	5.1%	29.0%	35.4%	26.1%	4.4%
Q18-6. Traffic signs & signal operations	8.8%	44.8%	29.2%	12.4%	4.8%
Q18-7. Sidewalk maintenance	3.3%	18.4%	36.5%	34.5%	7.3%
Q18-8. Alley maintenance	1.8%	12.7%	26.1%	43.1%	16.3%
Q18-9. Curbs & gutters	4.1%	22.2%	35.5%	25.6%	12.6%
Q18-10. Bike lanes in City (shared, protected & multi-use)	4.9%	16.2%	25.2%	23.7%	30.0%

Q18. Streets and Infrastructure/Mobility. Please rate the City's performance in the following areas. (without "don't know")

(N=1677)

	Excellent	Good	Fair	Poor
Q18-1. Maintenance & repair of thoroughfares & major streets	3.2%	19.5%	34.9%	42.4%
Q18-2. Maintenance & repair of streets in your neighborhood	3.9%	20.7%	29.7%	45.7%
Q18-3. Street striping	3.9%	23.6%	39.9%	32.6%
Q18-4. Street cleaning	4.8%	24.0%	36.2%	35.0%
Q18-5. Street lighting	5.4%	30.4%	36.9%	27.3%
Q18-6. Traffic signs & signal operations	9.3%	47.1%	30.6%	13.0%
Q18-7. Sidewalk maintenance	3.6%	19.9%	39.3%	37.2%
Q18-8. Alley maintenance	2.1%	15.2%	31.2%	51.5%
Q18-9. Curbs & gutters	4.6%	25.4%	40.7%	29.3%
Q18-10. Bike lanes in City (shared, protected & multi-use)	7.1%	23.2%	35.8%	33.9%

Q19. Which TWO of the street and infrastructure services in Question 18 do you think should be the City's top priorities?

Q19. Top choice	Number	Percent
Maintenance & repair of thoroughfares & major streets	762	45.4 %
Maintenance & repair of streets in your neighborhood	390	23.3 %
Street striping	29	1.7 %
Street cleaning	31	1.8 %
Street lighting	75	4.5 %
Traffic signs & signal operations	40	2.4 %
Sidewalk maintenance	46	2.7 %
Alley maintenance	73	4.4 %
Curbs & gutters	9	0.5 %
Bike lanes in City (shared, protected & multi-use)	49	2.9 %
None chosen	173	10.3 %
Total	1677	100.0 %

Q19. Which TWO of the street and infrastructure services in Question 18 do you think should be the City's top priorities?

Q19. 2nd choice	Number	Percent
Maintenance & repair of thoroughfares & major streets	193	11.5 %
Maintenance & repair of streets in your neighborhood	460	27.4 %
Street striping	64	3.8 %
Street cleaning	72	4.3 %
Street lighting	152	9.1 %
Traffic signs & signal operations	122	7.3 %
Sidewalk maintenance	168	10.0 %
Alley maintenance	127	7.6 %
Curbs & gutters	37	2.2 %
Bike lanes in City (shared, protected & multi-use)	75	4.5 %
None chosen	207	12.3 %
Total	1677	100.0 %

Q19. Which TWO of the street and infrastructure services in Question 18 do you think should be the City's top priorities? (top 2)

Q19. Sum of Top 2 Choices	Number	Percent
Maintenance & repair of thoroughfares & major streets	955	56.9 %
Maintenance & repair of streets in your neighborhood	850	50.7 %
Street striping	93	5.5 %
Street cleaning	103	6.1 %
Street lighting	227	13.5 %
Traffic signs & signal operations	162	9.7 %
Sidewalk maintenance	214	12.8 %
Alley maintenance	200	11.9 %
Curbs & gutters	46	2.7 %
Bike lanes in City (shared, protected & multi-use)	124	7.4 %
None chosen	173	10.3 %
Total	3147	

Q20. Water and Wastewater Services. Please rate the City's performance in the following areas.

(N=1677)

	Excellent	Good	Fair	Poor	Don't know
Q20-1. Water pressure in your home	31.5%	44.4%	15.2%	6.6%	2.3%
Q20-2. Taste/smell of tap water in your home	21.1%	42.0%	23.2%	10.7%	3.0%
Q20-3. Ease of understanding your water/ wastewater bill	18.7%	45.9%	20.6%	7.8%	7.0%
Q20-4. Efforts by City to respond timely to water/wastewater service issues at your home or business	12.3%	26.7%	15.5%	5.4%	40.1%
Q20-5. Pricing for water & wastewater service	6.7%	26.4%	35.6%	20.5%	10.8%

Q20. Water and Wastewater Services. Please rate the City's performance in the following areas. (without "don't know")

(N=1677)

	Excellent	Good	Fair	Poor
Q20-1. Water pressure in your home	32.3%	45.4%	15.5%	6.8%
Q20-2. Taste/smell of tap water in your home	21.8%	43.3%	23.9%	11.0%
Q20-3. Ease of understanding your water/ wastewater bill	20.1%	49.3%	22.3%	8.3%
Q20-4. Efforts by City to respond timely to water/wastewater service issues at your home or business	20.6%	44.5%	25.9%	9.0%
Q20-5. Pricing for water & wastewater service	7.6%	29.6%	39.9%	22.9%

Q21. Which TWO of the water and wastewater services listed in Question 20 do you think should be the City's top priorities?

Q21. Top choice	Number	Percent
Water pressure in your home	202	12.0 %
Taste/smell of tap water in your home	585	34.9 %
Ease of understanding your water/wastewater bill	57	3.4 %
Efforts by City to respond timely to water/wastewater service issues at your home or business	173	10.3 %
Pricing for water & wastewater service	411	24.5 %
None chosen	249	14.8 %
Total	1677	100.0 %

Q21. Which TWO of the water and wastewater services listed in Question 20 do you think should be the City's top priorities?

Q21. 2nd choice	Number	Percent
Water pressure in your home	189	11.3 %
Taste/smell of tap water in your home	265	15.8 %
Ease of understanding your water/wastewater bill	109	6.5 %
Efforts by City to respond timely to water/wastewater service issues at your home or business	291	17.4 %
Pricing for water & wastewater service	452	27.0 %
None chosen	371	22.1 %
Total	1677	100.0 %

Q21. Which TWO of the water and wastewater services listed in Question 20 do you think should be the City's top priorities? (top 2)

Q21. Top choice	Number	Percent
Water pressure in your home	391	23.3 %
Taste/smell of tap water in your home	850	50.7 %
Ease of understanding your water/wastewater bill	166	9.9 %
Efforts by City to respond timely to water/wastewater service issues at your home or business	464	27.7 %
Pricing for water & wastewater service	863	51.5 %
None chosen	249	14.8 %
Total	2983	

Q22. Other City Services/Facilities. Please rate the City's performance in the following areas.

(N=1677)

	Excellent	Good	Fair	Poor	Don't know
Q22-1. Services to seniors	3.2%	15.9%	17.6%	13.4%	49.9%
Q22-2. Services to youth	2.4%	15.4%	19.2%	13.1%	49.9%
Q22-3. Services to low-income people	2.0%	9.1%	19.0%	23.6%	46.3%
Q22-4. Services to homeless residents	1.7%	6.4%	16.6%	36.3%	39.0%
Q22-5. Housing services programs (home repair, loan assistance, neighborhood grants, etc.)	1.7%	6.3%	15.1%	21.1%	55.8%
Q22-6. Variety of arts & cultural programs	18.3%	33.9%	18.9%	6.6%	22.3%
Q22-7. Appearance/maintenance of arts & cultural centers/facilities	20.5%	37.4%	17.0%	4.6%	20.5%
Q22-8. Accessibility of arts & cultural centers/ facilities	18.4%	35.9%	19.0%	5.8%	20.9%
Q22-9. Variety of library materials	16.4%	33.9%	15.9%	3.9%	29.9%
Q22-10. Appearance/maintenance of libraries/ facilities	16.3%	38.0%	18.2%	4.7%	22.8%
Q22-11. Accessibility of City facilities/services for persons with disabilities	8.8%	24.2%	15.0%	6.1%	45.9%
Q22-12. Variety of arts & cultural programs	19.9%	33.6%	17.2%	4.9%	24.4%

Q22. Other City Services/Facilities. Please rate the City's performance in the following areas. (without "don't know")

(N=1677)

	Excellent	Good	Fair	Poor
Q22-1. Services to seniors	6.3%	31.7%	35.2%	26.8%
Q22-2. Services to youth	4.9%	30.8%	38.2%	26.1%
Q22-3. Services to low-income people	3.8%	17.0%	35.2%	44.0%
Q22-4. Services to homeless residents	2.7%	10.6%	27.2%	59.5%
Q22-5. Housing services programs (home repair, loan assistance, neighborhood grants, etc.)	3.9%	14.2%	34.1%	47.8%
Q22-6. Variety of arts & cultural programs	23.6%	43.7%	24.3%	8.4%
Q22-7. Appearance/maintenance of arts & cultural centers/facilities	25.8%	47.1%	21.3%	5.8%
Q22-8. Accessibility of arts & cultural centers/ facilities	23.2%	45.4%	24.1%	7.3%
Q22-9. Variety of library materials	23.4%	48.4%	22.7%	5.5%
Q22-10. Appearance/maintenance of libraries/ facilities	21.2%	49.2%	23.6%	6.0%
Q22-11. Accessibility of City facilities/services for persons with disabilities	16.3%	44.8%	27.5%	11.4%
Q22-12. Variety of arts & cultural programs	26.3%	44.4%	22.8%	6.5%

Q23. Customer Service. 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, librarians, or any others)?

Q23. Have you had any in-person or phone contact with a City employee within last 12 months	Number	Percent
Yes	946	56.4 %
No	718	42.8 %
Not provided	13	0.8 %
Total	1677	100.0 %

Q23. Customer Service. 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, librarians, or any others)? (without "not provided")

Q23. Have you had any in-person or phone contact with a City employee within last 12 months	Number	Percent
Yes	946	56.9 %
No	718	43.1 %
Total	1664	100.0 %

Q23b. Please rate the performance of the City employees who helped you the last time you contacted the City in the following areas.

(N=946)

	Excellent	Good	Fair	Poor	Don't know
Q23b-1. Knowledge	42.1%	32.2%	13.7%	9.4%	2.6%
Q23b-2. Responsiveness	38.8%	27.4%	15.7%	15.9%	2.2%
Q23b-3. Courtesy	46.9%	31.1%	12.5%	7.5%	2.0%
Q23b-4. Overall	41.3%	28.5%	16.7%	11.4%	2.1%

Q23b. Please rate the performance of the City employees who helped you the last time you contacted the City in the following areas. (without "don't know")

(N=946)

	Excellent	Good	Fair	Poor
Q23b-1. Knowledge	43.2%	33.1%	14.0%	9.7%
Q23b-2. Responsiveness	39.7%	28.0%	16.1%	16.2%
Q23b-3. Courtesy	47.9%	31.7%	12.7%	7.7%
Q23b-4. Overall	42.2%	29.2%	16.9%	11.7%

Q24. 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.

(N=1677)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q24-1. I receive good value for City of Dallas taxes I pay	5.0%	23.6%	29.9%	21.2%	12.8%	7.5%
Q24-2. I am pleased with overall direction that City of Dallas is taking	6.6%	27.1%	32.5%	18.5%	9.3%	6.0%
Q24-3. City of Dallas government welcomes resident involvement	5.1%	25.8%	31.3%	13.8%	6.3%	17.7%
Q24-4. City of Dallas government listens to a diverse range of people	5.4%	22.1%	26.7%	17.1%	7.1%	21.6%
Q24-5. Employees at City of Dallas are ethical in the way they conduct City business	4.4%	23.4%	31.4%	12.5%	6.6%	21.7%
Q24-6. Government leaders at City of Dallas are ethical in the way they conduct business	2.7%	17.3%	31.3%	17.0%	10.4%	21.3%

Q24. 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. (without "don't know")

(N=1677)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q24-1. I receive good value for City of Dallas taxes I pay	5.4%	25.5%	32.3%	22.9%	13.9%
Q24-2. I am pleased with overall direction that City of Dallas is taking	7.0%	28.9%	34.5%	19.7%	9.9%
Q24-3. City of Dallas government welcomes resident involvement	6.2%	31.3%	38.2%	16.7%	7.6%
Q24-4. City of Dallas government listens to a diverse range of people	6.9%	28.1%	34.2%	21.8%	9.0%
Q24-5. Employees at City of Dallas are ethical in the way they conduct City business	5.6%	29.9%	40.1%	15.9%	8.5%
Q24-6. Government leaders at City of Dallas are ethical in the way they conduct business	3.4%	22.0%	39.8%	21.6%	13.2%

Q25. Overall Quality of Governmental Services. Overall, how would you rate the quality of services provided by...

(N=1677)

	Excellent	Good	Fair	Poor	Don't know
Q25-1. City of Dallas	8.3%	40.9%	35.0%	11.9%	3.9%
Q25-2. Federal Government	4.7%	30.1%	36.6%	20.0%	8.6%
Q25-3. State Government	5.9%	31.0%	34.5%	19.8%	8.8%

Q25. Overall Quality of Governmental Services. Overall, how would you rate the quality of services provided by... (without "don't know")

(N=1677)

	Excellent	Good	Fair	Poor
Q25-1. City of Dallas	8.7%	42.6%	36.3%	12.4%
Q25-2. Federal Government	5.2%	33.0%	39.9%	21.9%
Q25-3. State Government	6.5%	34.0%	37.8%	21.7%

Q26. How many years have you lived in Dallas?

Q26. How many years have you lived in Dallas	Number	Percent
0-5	62	3.7 %
6-10	92	5.5 %
11-15	118	7.0 %
16-20	124	7.4 %
21-30	328	19.6 %
31+	930	55.5 %
Not provided	23	1.3 %
Total	1677	100.0 %

Q26. How many years have you lived in Dallas? (without "not provided")

Q26. How many years have you lived in Dallas	Number	Percent
0-5	62	3.8 %
6-10	92	5.6 %
11-15	118	7.1 %
16-20	124	7.5 %
21-30	328	19.8 %
31+	930	56.2 %
Total	1654	100.0 %

Q27. What is your age?

Q27. Your age	Number	Percent
18-34	329	19.6 %
35-44	319	19.0 %
45-54	337	20.1 %
55-64	339	20.2 %
65+	332	19.8 %
Not provided	21	1.3 %
Total	1677	100.0 %

Q27. What is your age? (without "not provided")

Q27. Your age	Number	Percent
18-34	329	19.9 %
35-44	319	19.2 %
45-54	337	20.4 %
55-64	339	20.5 %
65+	332	20.0 %
Total	1656	100.0 %

Q28. What is your gender?

Q28. Your gender	Number	Percent
Male	836	49.8 %
Female	832	49.6 %
Self-identified	6	0.4 %
Not provided	3	0.2 %
Total	1677	100.0 %

Q28. What is your gender? (without "not provided")

Q28. Your gender	Number	Percent
Male	836	49.9 %
Female	832	49.7 %
Self-identified	6	0.4 %
Total	1674	100.0 %

Q29. What is your race?

Q29. Your race	Number	Percent
American Indian/Alaskan native	32	1.9 %
Asian/Pacific Islander	58	3.4 %
Black/African American	417	24.6 %
White/Caucasian	1031	60.8 %
Other	157	9.3 %
Total	1695	

Q29-5. Other

Q29-5. Other	Number	Percent
Ashkanazi	1	0.6 %
Caucasian and Native American	1	0.6 %
Caucasian/Hispanic	1	0.6 %
Chicano	1	0.6 %
Columbian	1	0.6 %
European American	1	0.6 %
Hispanic	124	78.6 %
Irish	1	0.6 %
Latino	12	7.7 %
Louisiana Creole	1	0.6 %
Mexican American	6	3.9 %
Mixed	4	2.6 %
Mixed American Indian	1	0.6 %
Mixed Basque & French	1	0.6 %
Spanish	1	0.6 %
White & Hispanic mixed	1	0.6 %
Total	158	100.0 %

Q30. Are you of Hispanic, Latino, or Spanish origin?

Q30. Are you of Hispanic, Latino, or Spanish origin	Number	Percent
Yes	674	40.2 %
No	988	58.9 %
Not provided	15	0.9 %
Total	1677	100.0 %

Q30. Are you of Hispanic, Latino, or Spanish origin? (without "not provided")

Q30. Are you of Hispanic, Latino, or Spanish origin	Number	Percent
Yes	674	40.6 %
No	988	59.4 %
Total	1662	100.0 %

Q31. What is the highest degree or level of education you have completed?

Q31. Highest degree or level of education you have completed	Number	Percent
Less than high school	143	8.5 %
High school graduate	213	12.7 %
Some college	337	20.1 %
Associate's degree	176	10.5 %
Bachelor's degree	416	24.8 %
Graduate degree	351	20.9 %
Not provided	41	2.5 %
Total	1677	100.0 %

Q31. What is the highest degree or level of education you have completed? (without "not provided")

Q31. Highest degree or level of education you have completed	Number	Percent
Less than high school	143	8.7 %
High school graduate	213	13.0 %
Some college	337	20.6 %
Associate's degree	176	10.8 %
Bachelor's degree	416	25.4 %
Graduate degree	351	21.5 %
Total	1636	100.0 %

Q32. Which modes of transportation do you use on a regular basis?

Q32. What modes of transportation do you use on a regular basis	Number	Percent
Drive alone	1579	94.2 %
Carpool	156	9.3 %
Light rail	174	10.4 %
Bus	75	4.5 %
Bicycle	132	7.9 %
Walk	380	22.7 %
Scooter	22	1.3 %
Other	38	2.3 %
Total	2556	

Q32-8. Other

Q32-8. Other	Number	Percent
AIR SANA	1	2.7 %
AIRLINES	1	2.7 %
Air travel	1	2.7 %
CAR	1	2.7 %
DART Paratransit	2	5.4 %
DRIVE CHILDREN	1	2.7 %
DRIVE WITH WIFE	1	2.7 %
Drive with others	1	2.7 %
Drive/passenger	1	2.7 %
Drive/walk with significant other	1	2.7 %
LYFT	1	2.7 %
MOTORCYCLE AND AIRPLANE	1	2.7 %
MY SON DRIVES ME TO PLACES	1	2.7 %
McKinney Ave Trolley	1	2.7 %
Motorcycle	3	8.2 %
My boy friend takes me	1	2.7 %
My child takes me everywhere that I need to go	1	2.7 %
Para transit, I am legally blind	1	2.7 %
Paratransit	1	2.7 %
RAIL	1	2.7 %
RIDE WITH FAMILY	1	2.7 %
Ride share (Uber, Lyft, etc.)	1	2.7 %
Ride share services like Uber and Alto	1	2.7 %
Ride with son	1	2.7 %
Streetcar	1	2.7 %
Uber	3	8.1 %
Uber, Lyft	2	5.4 %
Uber, Lyft, DART	1	2.7 %
Wheelchair	1	2.7 %
Wife drives me	1	2.7 %
Wife provides transportation	1	2.7 %
Total	37	100.0 %

Q33. Including yourself, how many people in your household are...

	Mean	Sum
number	2.42	4047
Under age 12	0.27	455
Ages 12-17	0.22	372
Ages 18-34	0.46	771
Ages 35-49	0.51	850
Ages 50-64	0.54	901
Ages 65+	0.42	698

Q34. What is the primary language spoken in your home?

Q34. Primary language spoken in your home	Number	Percent
English	1445	86.2 %
Spanish	185	11.0 %
French	3	0.2 %
Arabic	2	0.1 %
Korean	2	0.1 %
Chinese	1	0.1 %
Vietnamese	1	0.1 %
Other	11	0.6 %
Not provided	27	1.6 %
Total	1677	100.0 %

Q34. What is the primary language spoken in your home? (without "not provided")

Q34. Primary language spoken in your home	Number	Percent
English	1445	87.6 %
Spanish	185	11.2 %
French	3	0.2 %
Arabic	2	0.1 %
Korean	2	0.1 %
Chinese	1	0.1 %
Vietnamese	1	0.1 %
Other	11	0.6 %
Total	1650	100.0 %

Q34-8. Other

Q34-8. Other	Number	Percent
Dutch and German	1	8.3 %
French Creole	1	8.3 %
PORTUGUESE	1	8.3 %
Polish	1	8.3 %
Spanglish	4	33.4 %
Swahili	2	16.8 %
Tagalog and Ilocano	1	8.3 %
Urdu	1	8.3 %
Total	12	100.0 %

Q35. What is your total annual household income?

Q35. Your total annual household income	Number	Percent
Less than $25K	264	15.7 %
$25K-$49,999	335	20.0 %
$50K-$74,999	289	17.2 %
$75K-$99,999	318	19.0 %
$100K+	315	18.8 %
Not provided	156	9.3 %
Total	1677	100.0 %

Q35. What is your total annual household income? (without "not provided")

Q35. Your total annual household income	Number	Percent
Less than $25K	264	17.4 %
$25K-$49,999	335	22.0 %
$50K-$74,999	289	19.0 %
$75K-$99,999	318	20.9 %
$100K+	315	20.7 %
Total	1521	100.0 %

Q36. Do you own or rent your home?

Q36. Do you own or rent your home	Number	Percent
Own	991	59.1 %
Rent (or occupy without paying)	664	39.6 %
Not provided	22	1.3 %
Total	1677	100.0 %

Q36. Do you own or rent your home? (without "not provided")

Q36. Do you own or rent your home	Number	Percent
Own	991	59.9 %
Rent (or occupy without paying)	664	40.1 %
Total	1655	100.0 %

Q37. Which of the following best describes your home?

Q37. What best describes your home	Number	Percent
Single family home	1479	88.2 %
Apartment/condo	143	8.5 %
Mobile home	2	0.1 %
Other	23	1.4 %
Not provided	30	1.8 %
Total	1677	100.0 %

Q37. Which of the following best describes your home? (without "not provided")

Q37. What best describes your home	Number	Percent
Single family home	1479	89.8 %
Apartment/condo	143	8.7 %
Mobile home	2	0.1 %
Other	23	1.4 %
Total	1647	100.0 %

Q37-4. Other

Q37-4. Other	Number	Percent
Casa Residencial	1	4.5 %
Duplex	12	54.7 %
Extended stay hotel	1	4.5 %
Half a duplex	1	4.5 %
Home with 4 units	1	4.5 %
House share	1	4.5 %
Townhouse	5	22.8 %
Total	22	100.0 %

Council District

Council District	Number	Percent
1	106	6.3 %
2	102	6.1 %
3	124	7.4 %
4	105	6.3 %
5	101	6.0 %
6	104	6.2 %
7	103	6.1 %
8	103	6.1 %
9	156	9.3 %
10	121	7.2 %
11	109	6.5 %
12	135	8.1 %
13	182	10.9 %
14	126	7.5 %
Total	1677	100.0 %

Section 6
Survey Instrument

CITY OF DALLAS

January 2020

My fellow Dallas resident:

Have you ever thought of yourself as a customer of government services? Well, at the City of Dallas, we recognize you have a choice about where you live, work, and play. I have said many times the most important product we deliver to our residents and taxpayers is service. **You are our most important customer.** We are working hard to improve our processes and deliver services with empathy and high ethical standards, in the spirit of excellence and with equity for all.

I am proud of the hard-working, dedicated staff in Dallas, but I understand the City still has room for growth. 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.

The City of Dallas is asking Dallas residents to complete the enclosed satisfaction survey. Your household is among a small percentage of Dallas households randomly selected to receive this year's survey. We want to hear both what you like and where we can improve. **Your honest opinion carries a great deal of weight for future spending decisions in the city!**

To participate, 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. *Si usted no habla inglés y quiere participar en esta encuesta, por favor llame al 1-844-811-0411.*

Results will be posted in May 2020 on the City's website 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!

Sincerely,

T.C. Broadnax
City Manager

2020 Community Survey

City of Dallas

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

1. **Perceptions of the City.** **Please rate the following items by circling the corresponding number below.**

How would you rate...	Excellent	Good	Fair	Poor	Don't Know
01. Dallas as a place to live	4	3	2	1	9
02. Your neighborhood as a place to live	4	3	2	1	9
03. Dallas as a place to raise children	4	3	2	1	9
04. Dallas as a place to work	4	3	2	1	9
05. Dallas as a place to retire	4	3	2	1	9
06. Dallas as a place to do business	4	3	2	1	9
07. Dallas as an equitable city	4	3	2	1	9
08. The quality of economic development in Dallas	4	3	2	1	9
09. The quality of public schools in Dallas	4	3	2	1	9
10. The overall quality of life in Dallas	4	3	2	1	9

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

How would you rate...	Excellent	Good	Fair	Poor	Don't Know
01. Sense of community	4	3	2	1	9
02. Openness and acceptance of the community towards people of diverse backgrounds	4	3	2	1	9
03. Opportunities to attend arts and cultural events	4	3	2	1	9
04. Air quality	4	3	2	1	9
05. Access to affordable, quality housing	4	3	2	1	9
06. Access to affordable, quality child care	4	3	2	1	9
07. Access to affordable, quality health care	4	3	2	1	9
08. Access to affordable, quality food	4	3	2	1	9
09. Access to living-wage jobs	4	3	2	1	9
10. Access to quality education	4	3	2	1	9
11. Ease of car travel in Dallas	4	3	2	1	9
12. Ease of bus travel in Dallas	4	3	2	1	9
13. Ease of rail travel in Dallas	4	3	2	1	9
14. Ease of air travel in Dallas	4	3	2	1	9
15. Ease of bicycle travel in Dallas	4	3	2	1	9
16. Ease of walking in Dallas	4	3	2	1	9
17. Overall image/reputation of Dallas	4	3	2	1	9

3. **Which THREE of the quality of life characteristics listed above do you think should be the City's top priorities?** *[Write in your answers below using the numbers from the list in Question 2.]*

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

4. **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
1. Population growth	5	4	3	2	1	9
2. Retail growth (stores, restaurants, etc.)	5	4	3	2	1	9
3. Job growth	5	4	3	2	1	9

5. **Please indicate the extent to which you think each of the following are an issue in the City of Dallas by circling the corresponding number below.**

Problems in the city	Not A Problem	Minor Problem	Moderate Problem	Major Problem	Don't Know
01. Crime	4	3	2	1	9
02. Drugs	4	3	2	1	9
03. High weeds	4	3	2	1	9
04. Noise	4	3	2	1	9
05. Blighted buildings	4	3	2	1	9
06. Homelessness	4	3	2	1	9
07. Environmental hazard(s), air quality and toxic waste	4	3	2	1	9
08. Loose dogs and unrestrained pets	4	3	2	1	9
09. Litter	4	3	2	1	9
10. Infrastructure/streets	4	3	2	1	9
11. Aggressive solicitation/panhandling	4	3	2	1	9
12. Climate Change (extreme heat, flooding, tree canopy, etc.)	4	3	2	1	9
13. Other: _____	4	3	2	1	9

6. **Perceptions of Safety. 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	Neutral	Unsafe	Very Unsafe	Don't Know
01. In your neighborhood during the day	5	4	3	2	1	9
02. In your neighborhood after dark	5	4	3	2	1	9
03. In Dallas' downtown area during the day	5	4	3	2	1	9
04. In Dallas' downtown area after dark	5	4	3	2	1	9
05. In Dallas' restaurant/retail areas during the day	5	4	3	2	1	9
06. In Dallas' restaurant/retail areas after dark	5	4	3	2	1	9
07. In Dallas' parks during the day	5	4	3	2	1	9
08. In Dallas' parks after dark	5	4	3	2	1	9
09. From violent crime (rape, assault, robbery)	5	4	3	2	1	9
10. From property crime (burglary, theft)	5	4	3	2	1	9
11. From fire	5	4	3	2	1	9

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

____(1) Yes *[Answer Q7a.]*   ____(2) No *[Skip to Q8.]*

    7a. **Were these crimes reported to the police?**   ____(1) Yes   ____(2) No

8. **Major Categories of City Services.** **Please indicate whether you or any member of your household have used each of the following services in the past 12 months. If "Yes", please rate the City's overall performance in each of the major categories of city services.**

Major categories of city services	Have you used this service in the past 12 months?		How would you rate the overall performance?				
			Excellent	Good	Fair	Poor	Don't Know
01. Ambulance/emergency medical services	Yes	No	4	3	2	1	9
02. Art and Cultural programs/facilities	Yes	No	4	3	2	1	9
03. Neighborhood code enforcement (e.g., high weeds, litter, blight)	Yes	No	4	3	2	1	9
04. Customer service provided by city employees	Yes	No	4	3	2	1	9
05. Drinking water	Yes	No	4	3	2	1	9
06. Fire services	Yes	No	4	3	2	1	9
07. Solid waste services (e.g., garbage and recycling collection)	Yes	No	4	3	2	1	9
08. Land use, planning, and zoning	Yes	No	4	3	2	1	9
09. Maintenance of infrastructure (e.g., city streets and sidewalks)	Yes	No	4	3	2	1	9
10. Park and recreation system	Yes	No	4	3	2	1	9
11. Police services	Yes	No	4	3	2	1	9
12. Public information services	Yes	No	4	3	2	1	9
13. Public library services	Yes	No	4	3	2	1	9
14. Sewer services (e.g. sanitary sewer/wastewater)	Yes	No	4	3	2	1	9
15. Storm drainage	Yes	No	4	3	2	1	9
16. Traffic Management (traffic signals, traffic flow, signs, parking)	Yes	No	4	3	2	1	9
17. Dallas Love Field Airport	Yes	No	4	3	2	1	9
18. Municipal court services	Yes	No	4	3	2	1	9
19. Social Services (community centers, child care programs, homeless programs, senior programs)	Yes	No	4	3	2	1	9
20. 311/Service request process (call to report problem)	Yes	No	4	3	2	1	9
21. Animal Services	Yes	No	4	3	2	1	9

9. **Which FOUR of the services listed above do you think should be the City's top priorities?** *[Write in your answers below using the numbers from the list in Question 8.]*

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

10. **Public Safety Services.** **Please rate the City's performance in the following areas.**

Public safety services	Excellent	Good	Fair	Poor	Don't Know
01. Crime prevention	4	3	2	1	9
02. Traffic enforcement	4	3	2	1	9
03. Efforts by police to fight crime in your neighborhood	4	3	2	1	9
04. Efforts by police to effectively deal with problems in your neighborhood	4	3	2	1	9
05. Response time of police to emergency calls	4	3	2	1	9
06. Response time of fire to structure fires	4	3	2	1	9
07. Response time of fire to medical emergencies	4	3	2	1	9
08. Fire prevention and education	4	3	2	1	9
09. Prevention programs for youth (PALS, after-school programming, etc.)	4	3	2	1	9
10. Mental health programs	4	3	2	1	9
11. Quality of disaster response programs (Community Emergency Response Team)	4	3	2	1	9

11. **Which TWO of the public safety services listed above do you think should be the City's top priorities?** *[Write in your answers below using the numbers from the list in Question 10.]*

1st: ____   2nd: ____

12. **Parks and Recreation. Please rate the City's performance in the following areas.**

	Park and Recreation services	Excellent	Good	Fair	Poor	Don't Know
01.	City parks	4	3	2	1	9
02.	Recreation programs or classes	4	3	2	1	9
03.	Range/variety of recreation programs and classes	4	3	2	1	9
04.	Recreation centers/facilities	4	3	2	1	9
05.	Accessibility of parks	4	3	2	1	9
06.	Accessibility of recreation centers/facilities	4	3	2	1	9
07.	Appearance/maintenance of parks	4	3	2	1	9
08.	Appearance/maintenance of recreation centers/facilities	4	3	2	1	9
09.	Outdoor athletic facilities (soccer/baseball fields, tennis courts)	4	3	2	1	9
10.	Walking trails in the city	4	3	2	1	9
11.	Outdoor swimming facilities	4	3	2	1	9
12.	Ease of registering for city recreation programs/events	4	3	2	1	9
13.	City golf courses	4	3	2	1	9

13. **Which THREE of the park and recreation services listed above do you think should be the City's top priorities?** *[Write in your answers below using the numbers from the list in Question 12.]*

1st: ____   2nd: ____   3rd: ____

14. **Code Enforcement Services. Please rate the City's performance in following areas.**

	Code enforcement services	Excellent	Good	Fair	Poor	Don't Know
01.	Enforcement of multi-family building conditions	4	3	2	1	9
02.	Enforcement of the mowing of weeds and high grass on private property	4	3	2	1	9
03.	Enforcement of blighted residential properties	4	3	2	1	9
04.	Enforcement of sign regulations	4	3	2	1	9
05.	City efforts to remove junk motor vehicles (inoperative) on private property	4	3	2	1	9
06.	Enforcement of bulk/brush trash violations	4	3	2	1	9
07.	Enforcement of litter on private property	4	3	2	1	9
08.	City efforts to survey and abate mosquitos carrying viruses	4	3	2	1	9
09.	Enforcement of food safety in restaurants	4	3	2	1	9
10.	Enforcement of yard parking regulations in your neighborhood	4	3	2	1	9

15. **Which TWO of the code enforcement services listed above do you think should be the City's top priorities?** *[Write in your answers below using the numbers from the list in Question 14.]*

1st: ____   2nd: ____

16. **Solid Waste Services. Please rate the City's performance in the following areas.**

	Solid waste services	Excellent	Good	Fair	Poor	Don't Know
1.	Garbage collections	4	3	2	1	9
2.	Recycling	4	3	2	1	9
3.	Yard waste pick-up	4	3	2	1	9
4.	Bulk trash pick-up	4	3	2	1	9
5.	Household hazardous waste disposal	4	3	2	1	9

17. **Which TWO of the solid waste services listed above do you think should be the City's top priorities?** *[Write in your answers below using the numbers from the list in Question 16.]*

1st: ____   2nd: ____

18. **Streets and Infrastructure/Mobility.** **Please rate the City's performance in the following areas.**

	Streets and infrastructure	Excellent	Good	Fair	Poor	Don't Know
01.	Maintenance and repair of thoroughfares and major streets	4	3	2	1	9
02.	Maintenance and repair of streets in your neighborhood	4	3	2	1	9
03.	Street striping	4	3	2	1	9
04.	Street cleaning	4	3	2	1	9
05.	Street lighting	4	3	2	1	9
06.	Traffic signs and signal operations	4	3	2	1	9
07.	Sidewalk maintenance	4	3	2	1	9
08.	Alley maintenance	4	3	2	1	9
09.	Curbs and gutters	4	3	2	1	9
10.	Bike lanes in the city (shared, protected and multi-use)	4	3	2	1	9

19. **Which TWO of the street and infrastructure services listed above do you think should be the City's top priorities?** *[Write in your answers below using the numbers from the list in Question 18.]*

1st: ____   2nd: ____

20. **Water and Wastewater Services.** **Please rate the City's performance in the following areas.**

	Water and wastewater	Excellent	Good	Fair	Poor	Don't Know
1.	Water pressure in your home	4	3	2	1	9
2.	Taste/smell of tap water in your home	4	3	2	1	9
3.	Ease of understanding your water/wastewater bill	4	3	2	1	9
4.	Efforts by the City to respond timely to water/wastewater service issues at your home or business	4	3	2	1	9
5.	Pricing for water and wastewater service	4	3	2	1	9

21. **Which TWO of the water and wastewater services listed above do you think should be the City's top priorities?** *[Write in your answers below using the numbers from the list in Question 20.]*

1st: ____   2nd: ____

22. **Other City Services/Facilities.** **Please rate the City's performance in the following areas.**

	Other city services	Excellent	Good	Fair	Poor	Don't Know
01.	Services to seniors	4	3	2	1	9
02.	Services to youth	4	3	2	1	9
03.	Services to low-income people	4	3	2	1	9
04.	Services to homeless residents	4	3	2	1	9
05.	Housing services programs (home repair, loan assistance, neighborhood grants, etc.)	4	3	2	1	9
06.	Variety of arts and cultural programs	4	3	2	1	9
07.	Appearance/maintenance of arts and cultural centers/facilities	4	3	2	1	9
08.	Accessibility of arts and cultural centers/facilities	4	3	2	1	9
09.	Variety of library materials	4	3	2	1	9
10.	Appearance/maintenance of libraries/facilities	4	3	2	1	9
11.	Accessibility of City facilities/services for persons with disabilities	4	3	2	1	9
12.	Variety of arts and cultural programs	4	3	2	1	9

23. <u>Customer Service.</u> **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, librarians, or any others)?**

_____(1) Yes *[Answer Q23a-b.]*   _____(2) No *[Skip to Q24.]*

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

_____

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

Customer service	Excellent	Good	Fair	Poor	Don't Know
1. Knowledge	4	3	2	1	9
2. Responsiveness	4	3	2	1	9
3. Courtesy	4	3	2	1	9
4. Overall	4	3	2	1	9

24. **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	Neutral	Disagree	Strongly Disagree	Don't Know
1. I receive good value for the City of Dallas taxes I pay	5	4	3	2	1	9
2. I am pleased with the overall direction that the City of Dallas is taking	5	4	3	2	1	9
3. The City of Dallas government welcomes resident involvement	5	4	3	2	1	9
4. The City of Dallas government listens to a diverse range of people	5	4	3	2	1	9
5. Employees at the City of Dallas are ethical in the way they conduct City business	5	4	3	2	1	9
6. Government leaders at the City of Dallas are ethical in the way they conduct business	5	4	3	2	1	9

25. <u>Overall Quality Of Governmental Services.</u> **Overall how would you rate the quality of services provided by...**

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

Demographics

26. **How many years have you lived in Dallas?** _____ years

27. **What is your age?** _____ years

28. **What is your gender?** ____(1) Male ____(2) Female ____(3) Self-identified

29. **What is your race?** *[Check all that apply.]*

____(1) American Indian/Alaskan native   ____(3) Black/African American   ____(5) Other: _____
____(2) Asian/Pacific Islander   ____(4) White/Caucasian

30. **Are you of Hispanic, Latino, or Spanish origin?** ____(1) Yes ____(2) No

31.   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

32.   Which modes of transportation do you use on a regular basis? *[Check all that apply.]*

____(1) Drive alone   ____(4) Bus   ____(7) Scooter
____(2) Carpool   ____(5) Bicycle   ____(8) Other: _____
____(3) Light rail   ____(6) Walk

33.   Including yourself, how many persons in your household are...

Under age 12: ____   Ages 18-34:   ____   Ages 50-64:   ____
Ages 12-17:   ____   Ages 35-49:   ____   Ages 65+:   ____

34.   What is the primary language spoken in your home?

____(1) English   ____(4) Arabic   ____(7) Vietnamese
____(2) Spanish   ____(5) Korean   ____(8) Other: _____
____(3) French   ____(6) Chinese

35.   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

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

37.   Which of the following best describes your home?

____(1) Single family home   ____(3) Mobile home
____(2) Apartment/Condo   ____(4) Other: _____

This concludes the survey. Thank you for your time.
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 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. Thank you.