Memorandum

CITY OF DALLAS

DATE June 16, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **2023 Community Survey Results**

Budget and Management Services (BMS) partnered with ETC Institute for the 2023 Community Survey, which ran April through May. The purpose of the survey is to assess resident perceptions of Dallas and understand community priorities regarding City services.

We are pleased to present the findings of the 2023 Community Survey. Notably, Dallas rates above the national average for large U.S. cities in 11 of 13 areas in 'Major Categories of City Services.' The survey results also highlight areas for improvement which will help inform our preparation of the next biennial budget.

ETC Institute will present survey findings and results at your June 21 City Council meeting and budget workshop. ETC Institute has conducted research for more major U.S. cities than any other firm. Other clients include San Antonio, Las Vegas, Houston, and Washington, D.C.

Attached is the briefing with the results. Previous survey data is available on the Financial Transparency website. If you have any questions, please contact me or Janette Weedon, Director of Budget and Management Services.

Jack Ireland
Chief Financial Officer

c: T.C. Broadnax, City Manager
Tammy Palomino, Interim City Attorney
Mark Swann, City Auditor
Bilierae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizor Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager
Majed A. Al-Ghafry, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Robert Perez, Assistant City Manager
Carl Simpson, Assistant City Manager
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors

2023 Community Survey
City of Dallas, Texas

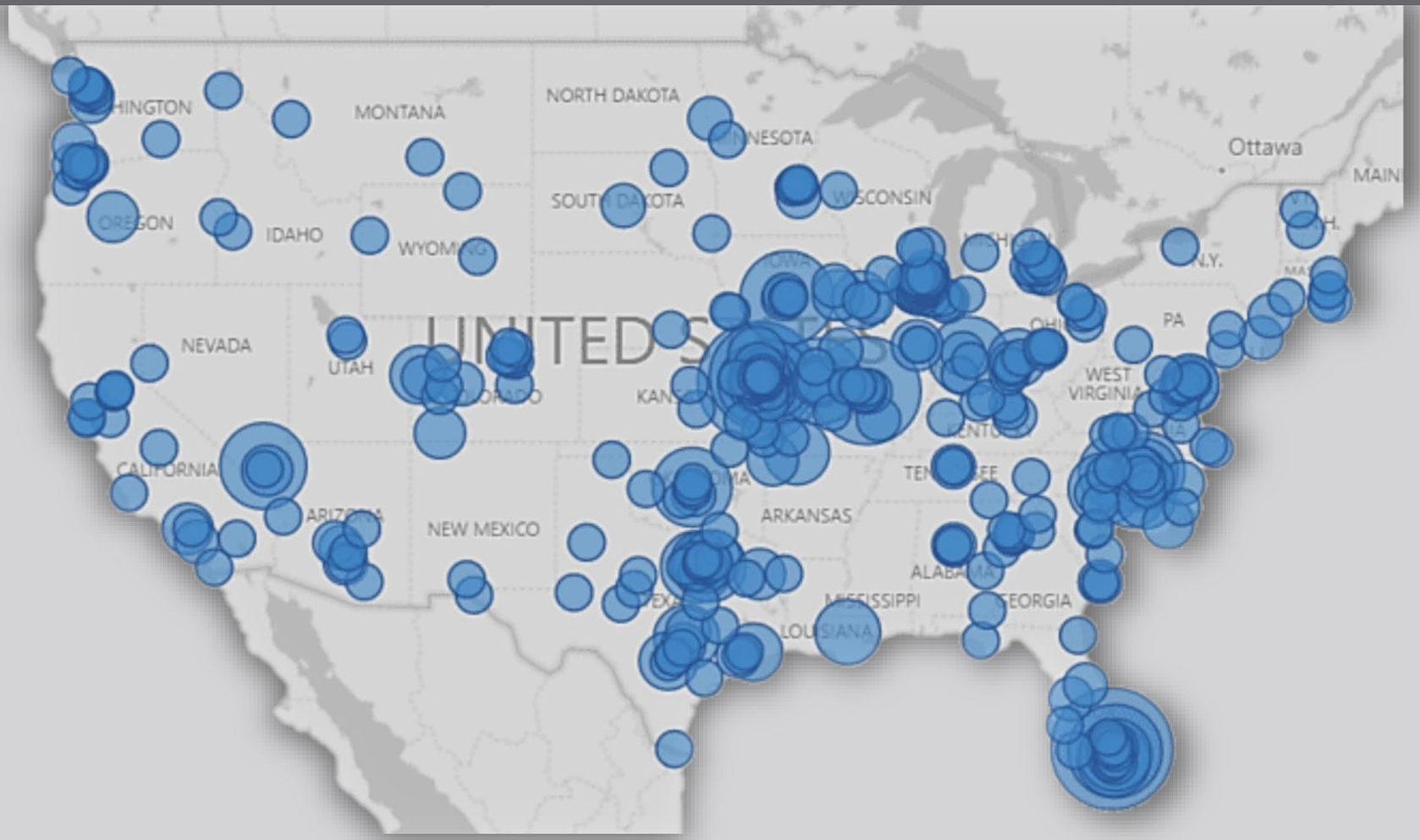
PRESENTED BY

ETC INSTITUTE

JUNE 2023

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

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



More Than 2,500,000 Person's Surveyed Since 2013 for More Than 1,000 Communities in 49 States

Large Cities in ETC Institute's Database

- Austin, TX
- Dallas, TX
- El Paso, TX
- Fort Worth, TX
- San Antonio, TX
- Atlanta, GA
- Columbus, OH
- Charlotte, NC
- Denver, CO
- Detroit, MI
- Indianapolis, IN
- Kansas City, MO
- Las Vegas, NV
- Los Angeles, CA
- Louisville, KY
- Memphis, TN
- Miami, FL
- Milwaukee, WI
- Nashville, TN
- Oklahoma City, OK
- Raleigh, NC
- San Diego, CA
- San Francisco, CA
- Tampa, FL
- Tucson, AZ
- Virginia Beach, VA
- Washington D.C.

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

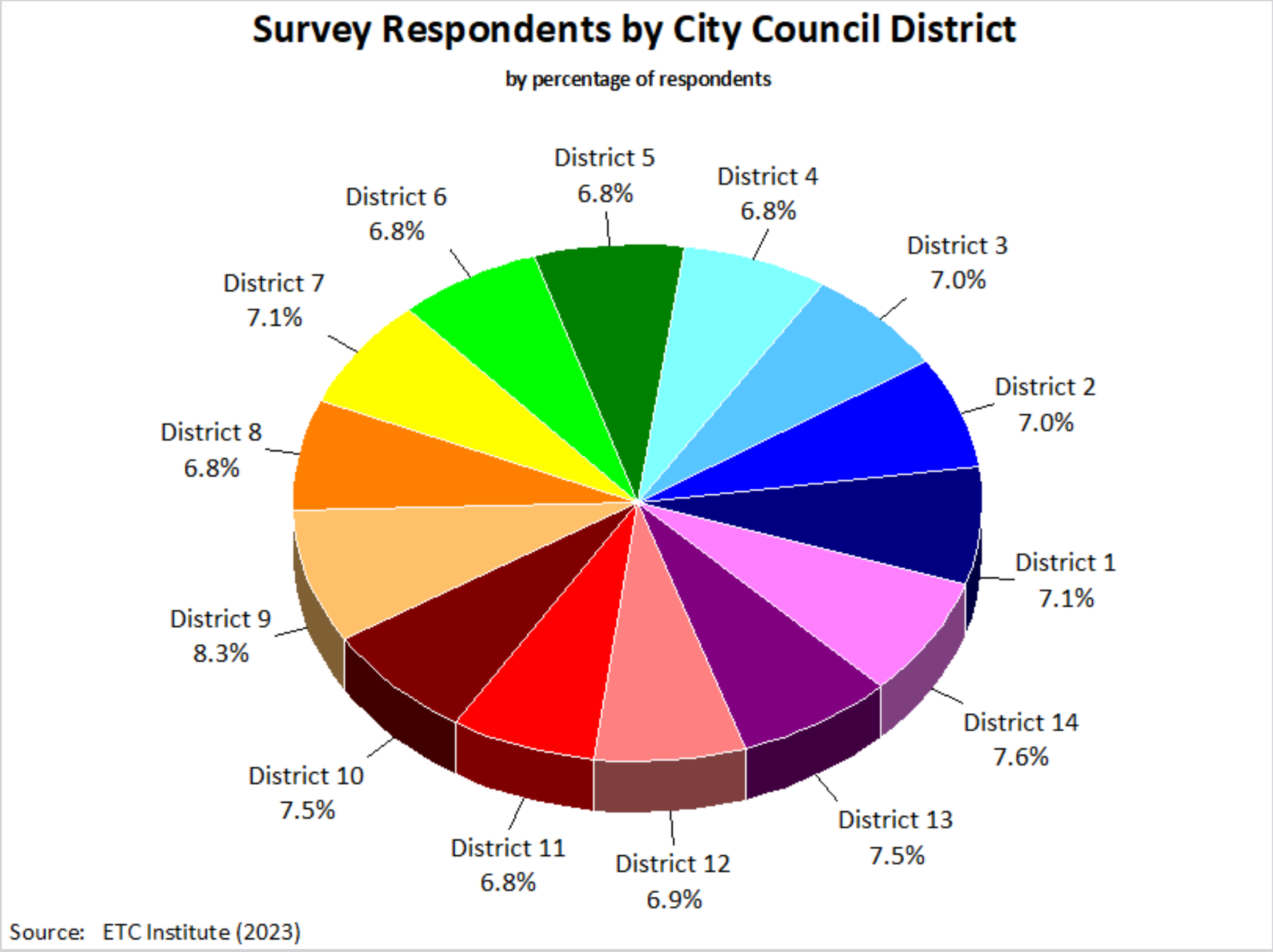
Questions

Purpose

- Gather input from residents to objectively assess the quality of City services
- Help determine priorities for the community
- Track the City’s performance over time
- Help identify opportunities for improvement

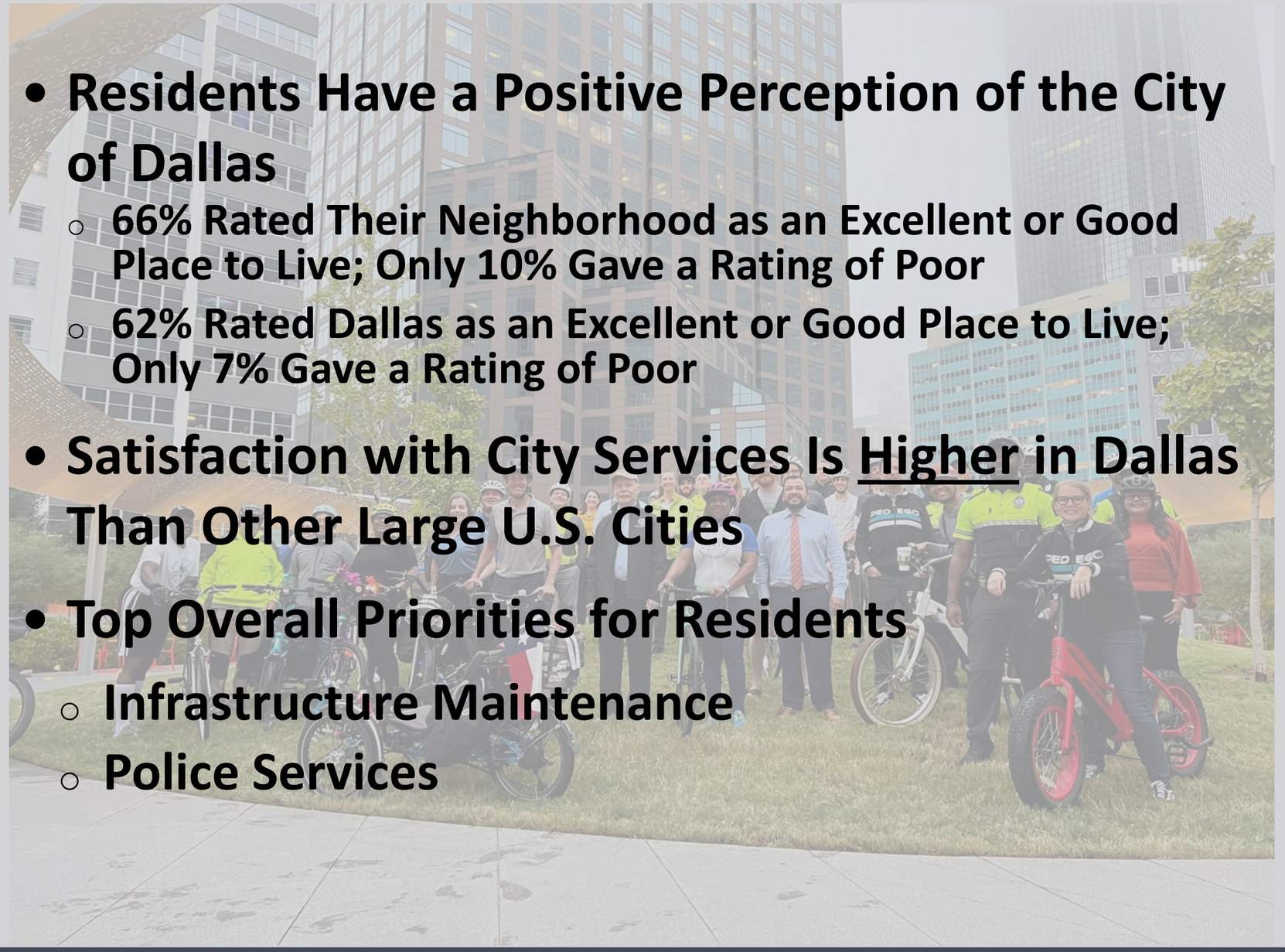
Methodology

- **Survey Description**
  - Six-page survey
  - Took 15-20 minutes to complete
- **Method of Administration**
  - By mail, online and phone to randomly selected sample of households in the City
- **Sample Size**
  - 1,475 completed surveys; including over 100 per City Council District
  - Margin of error: +/- 2.5% at the 95% level of confidence



Good Representation by Council District

What We Learned



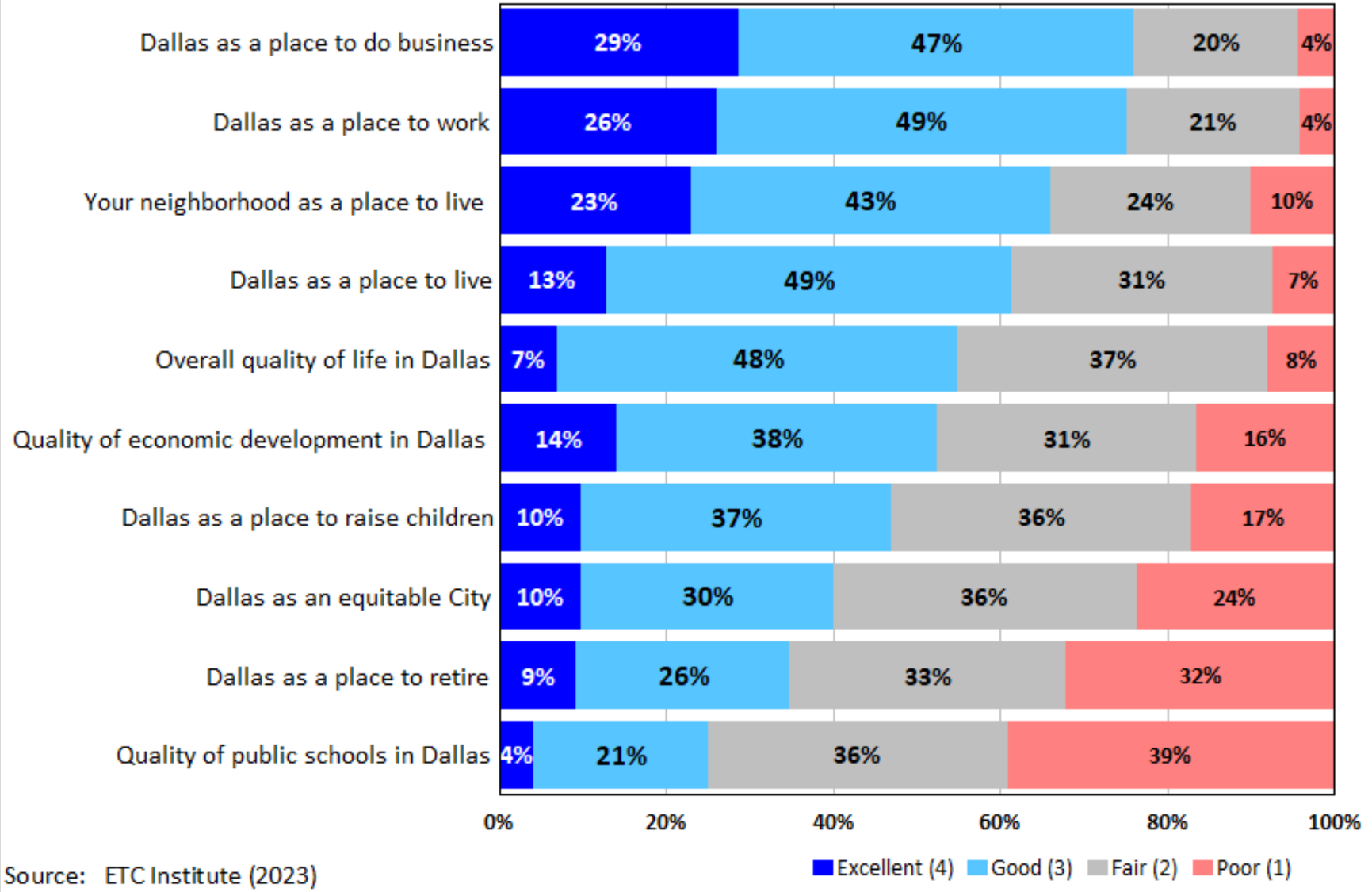
- **Residents Have a Positive Perception of the City of Dallas**
  - 66% Rated Their Neighborhood as an Excellent or Good Place to Live; Only 10% Gave a Rating of Poor
  - 62% Rated Dallas as an Excellent or Good Place to Live; Only 7% Gave a Rating of Poor
- **Satisfaction with City Services Is Higher in Dallas Than Other Large U.S. Cities**
- **Top Overall Priorities for Residents**
  - Infrastructure Maintenance
  - Police Services

Topic #1

Residents Have a Positive Perception of the City

Q1. Quality of Life Ratings

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

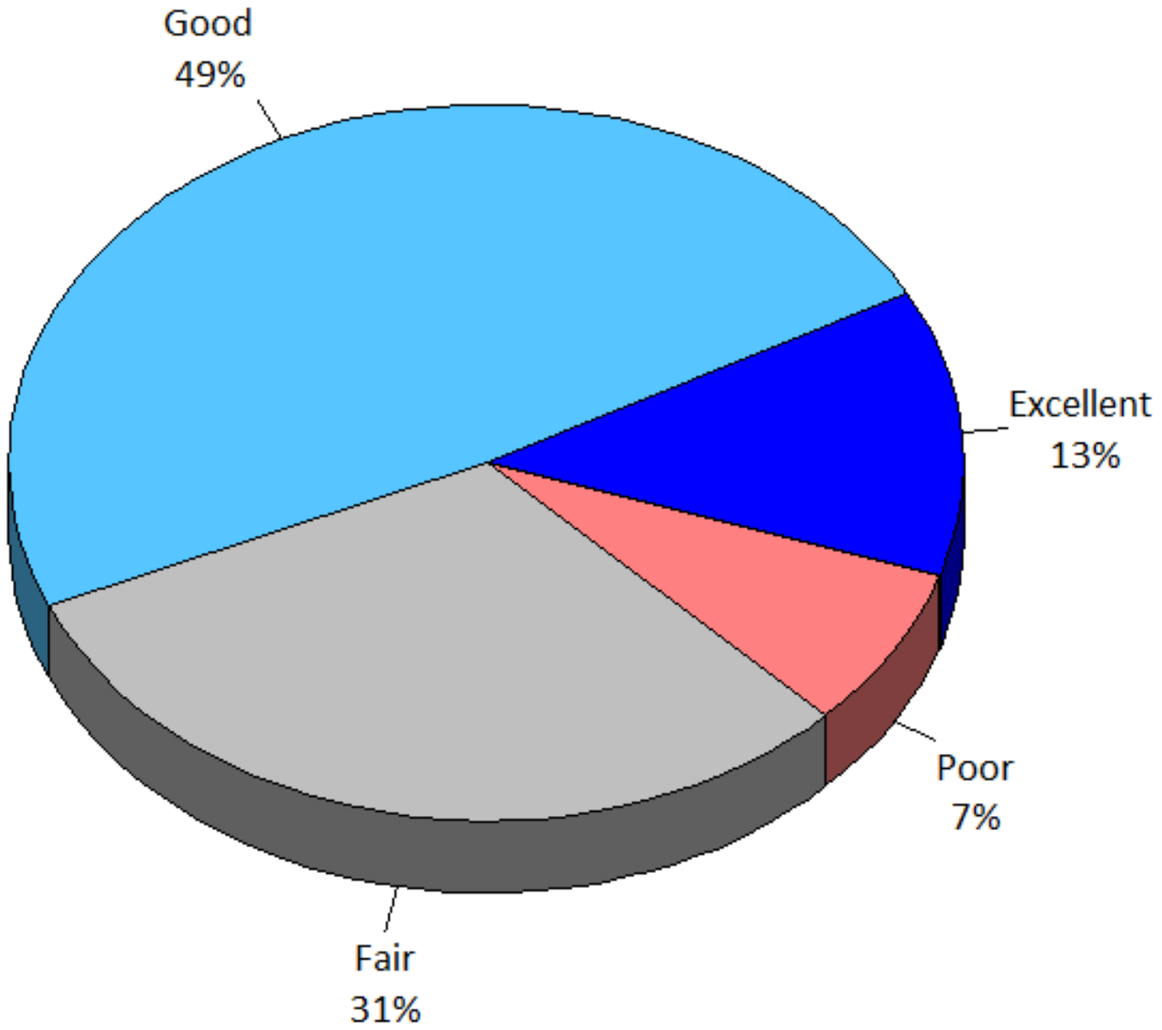


Source: ETC Institute (2023)

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

Q1. Dallas as a Place to Live

by percentage of respondents (excluding "not provided")

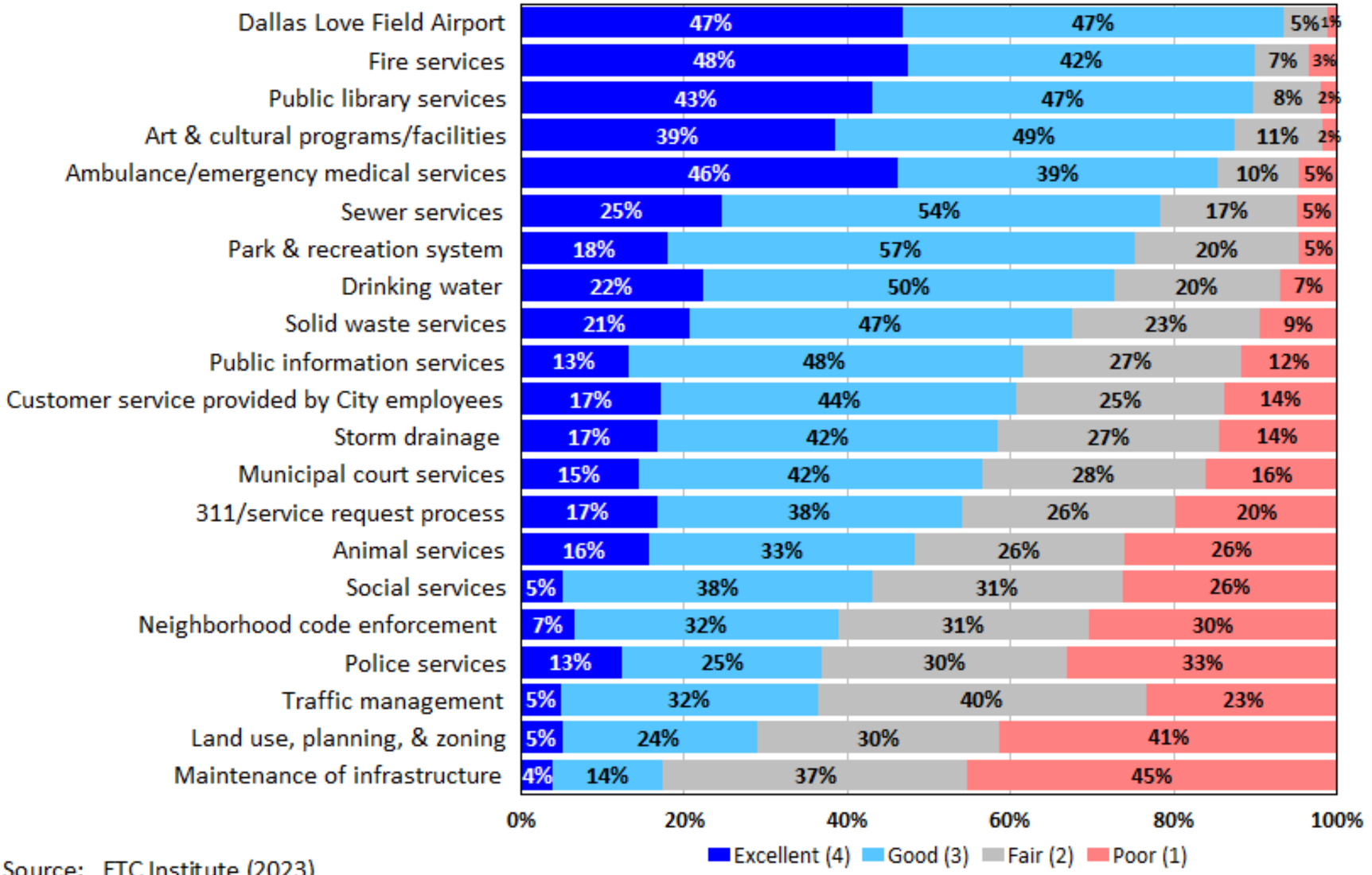


Source: ETC Institute (2023)

62% of Respondents Rated Dallas as an “Excellent” or “Good” Place to Live; Only 7% Gave a Rating of “Poor”

Q7. Ratings of Major Categories of City Services

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



Source: ETC Institute (2023)

Most Major City Services Received High Ratings

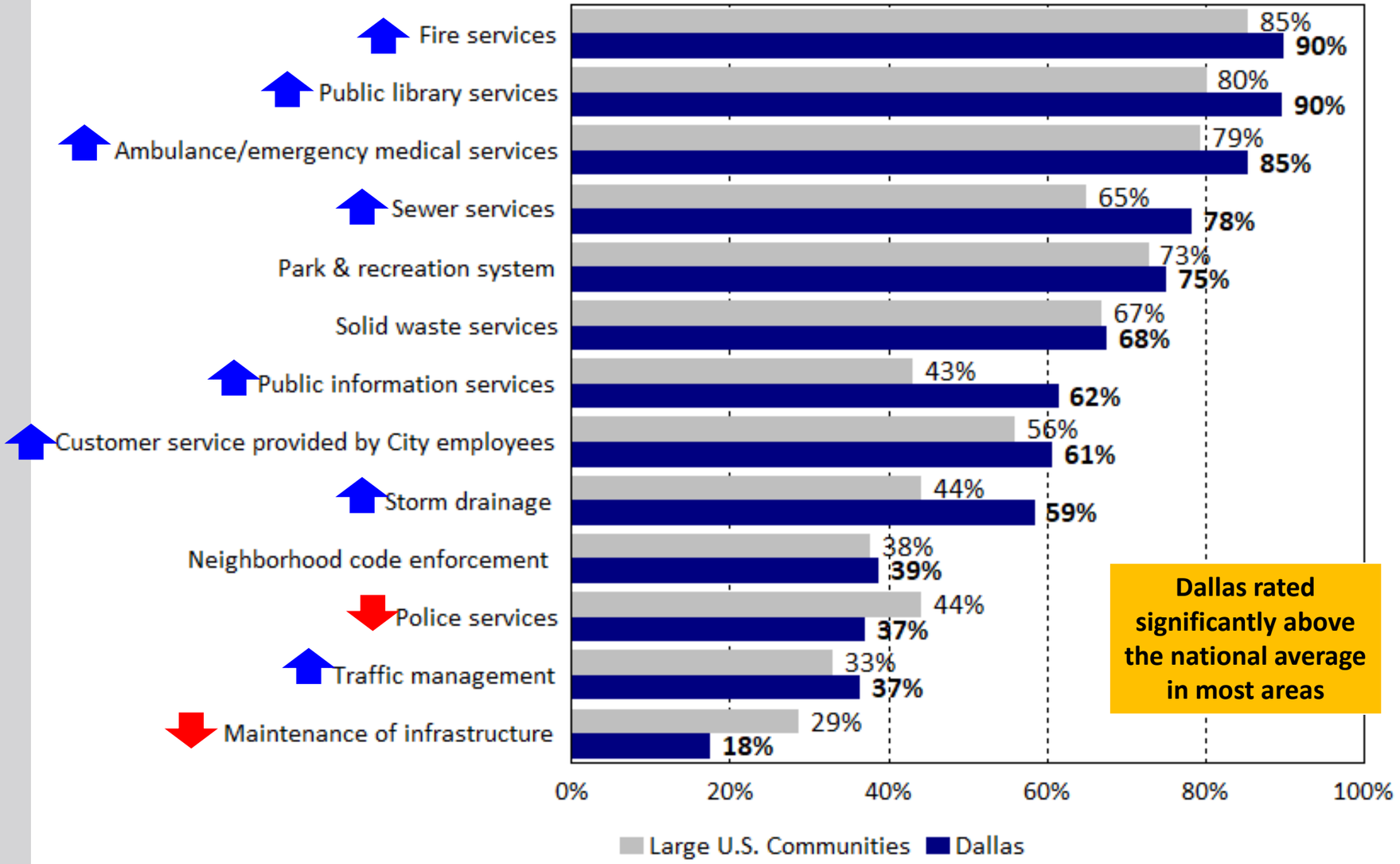
Topic #2

Satisfaction with City Services Is Higher in Dallas Than Other Large Cities

Major Categories of City Services

Dallas vs. Large U.S. Communities

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



Significantly Higher ▲ Significantly Lower ▼

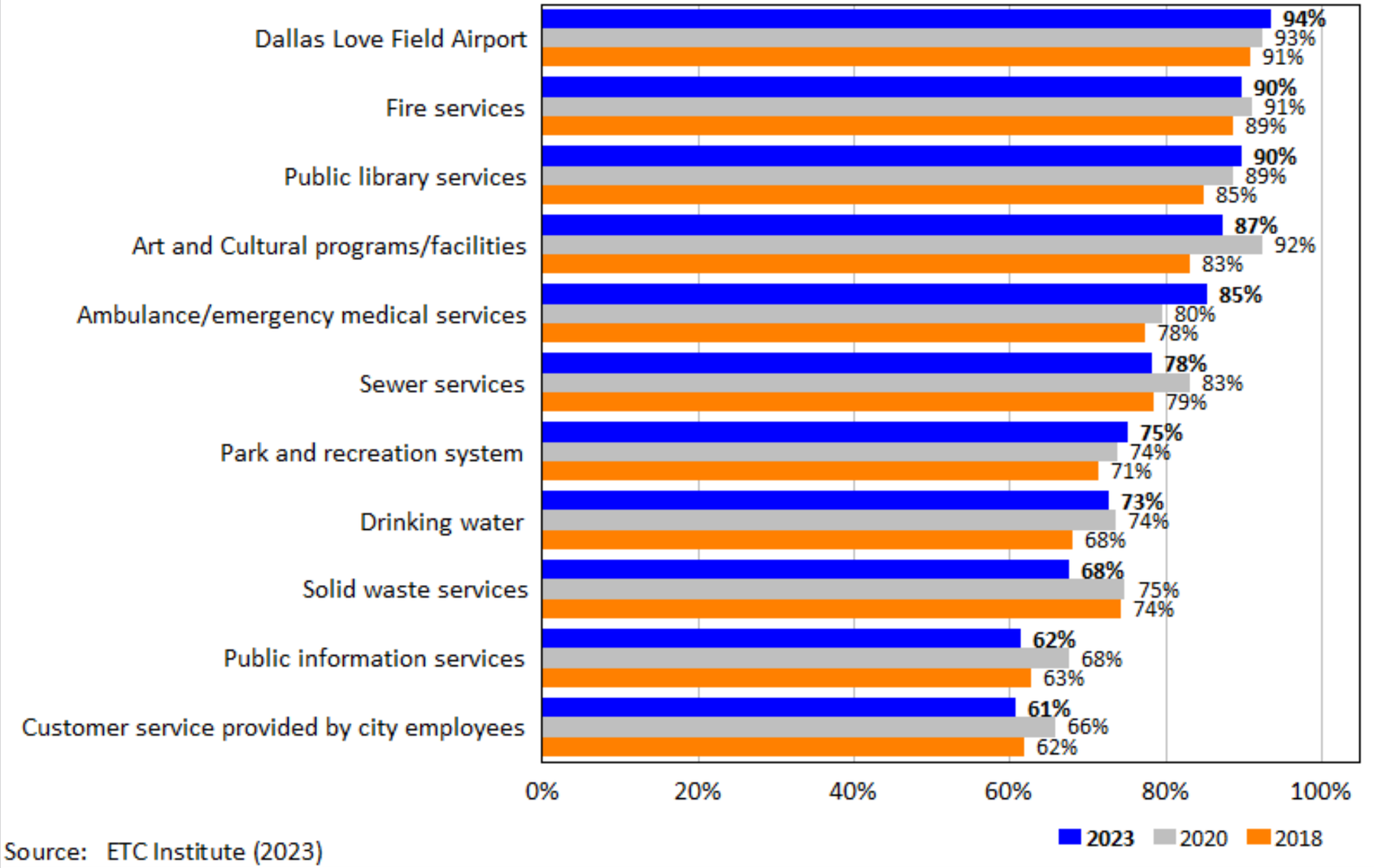
Topic #3

Trend Analysis

Q7. Ratings of Major Categories of City Services

Trends - 2023, 2020, 2018

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

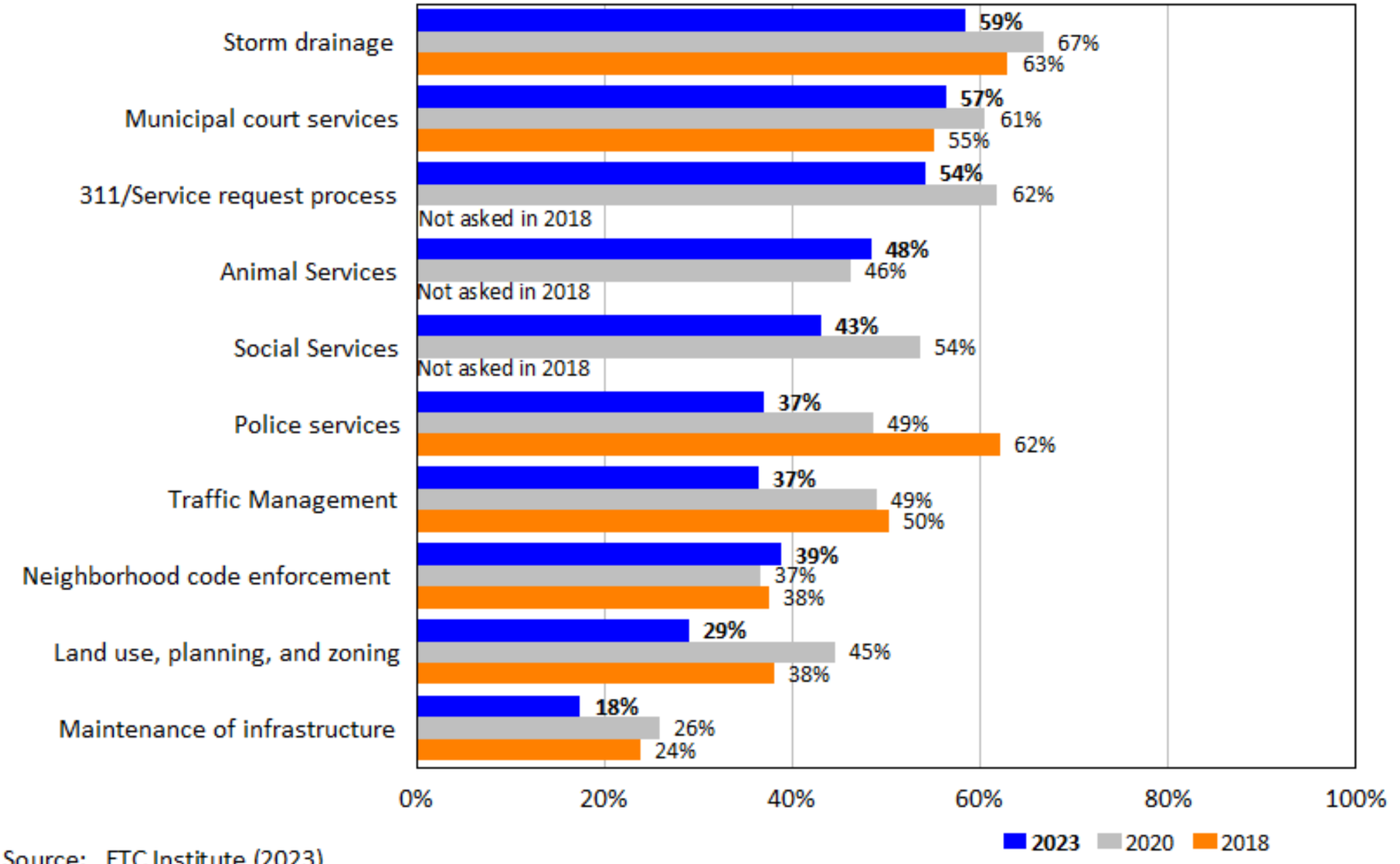


Source: ETC Institute (2023)

Q7. Ratings of Major Categories of City Services (Cont.)

Trends - 2023, 2020, 2018

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



Source: ETC Institute (2023)

Trend Analysis

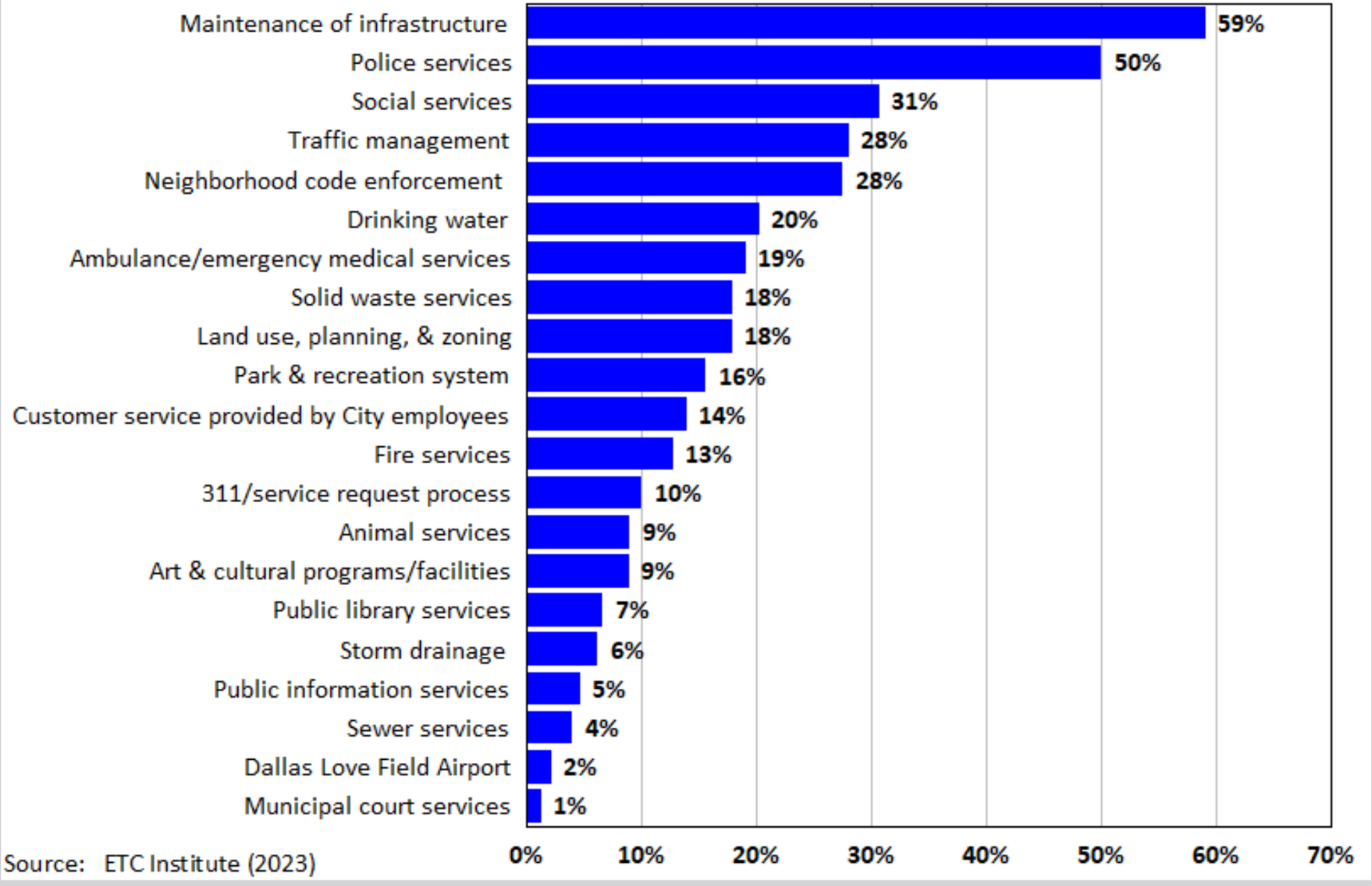
- **Notable *Increases* in Satisfaction Since 2020:**
  - **Ambulance/Emergency Medical Services**
  - **Appearance/Maintenance of Recreation Centers/Facilities**
  - **Feeling of Safety from Fire**
  - **Appearance/Maintenance of Parks**
  - **Outdoor Athletic Facilities**
- **Notable *Decreases* in Satisfaction Since 2020:**
  - **Air Quality**
  - **Land Use, Planning, Zoning**
  - **Access to Affordable, Quality Housing**
  - **Access to Affordable, Quality Childcare**
  - **Traffic Management**

Topic #4

Top Priorities

Q8. Major Categories 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



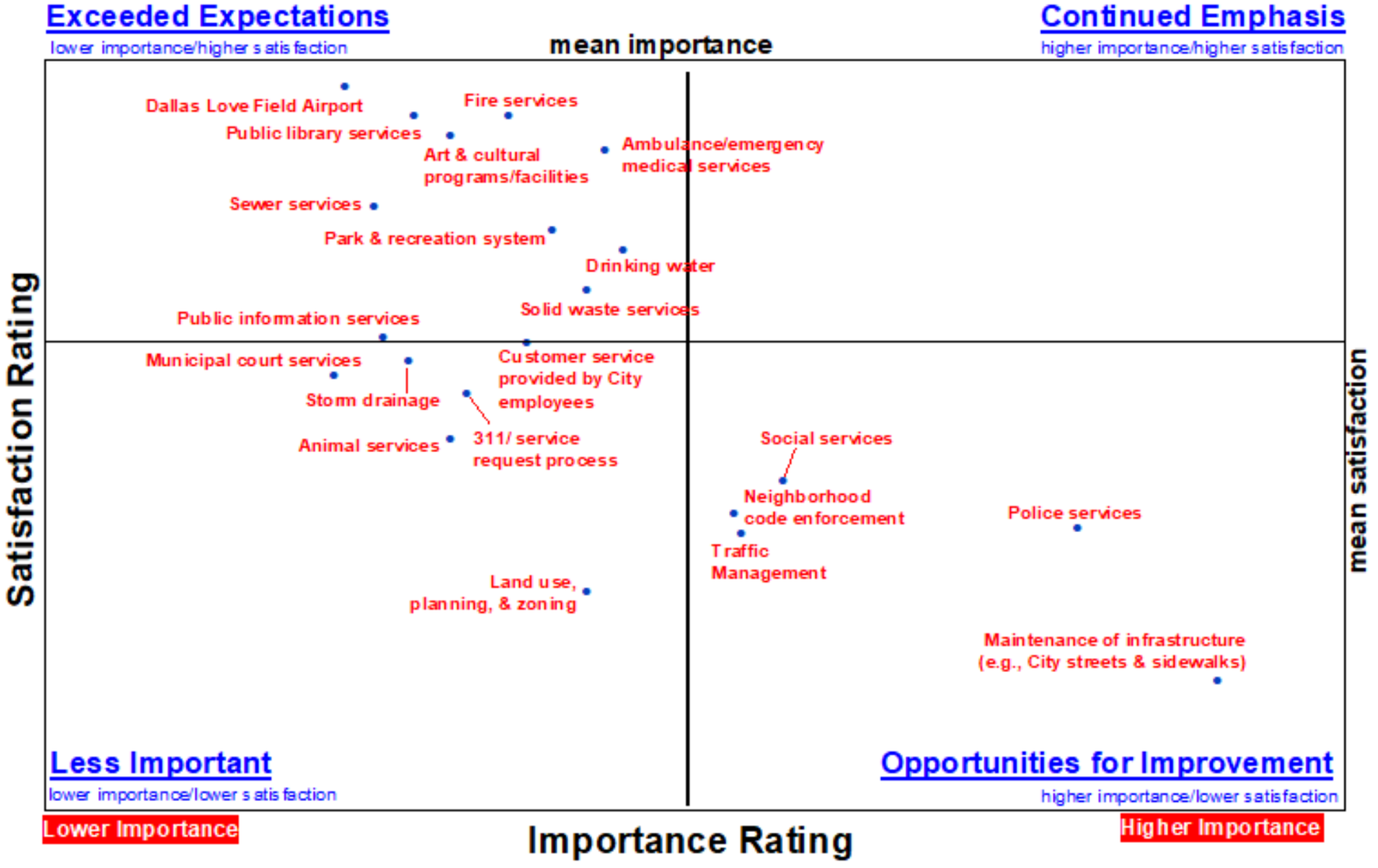
Source: ETC Institute (2023)

2023 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 (City streets & sidewalks)	59%	1	18%	21	0.4884	**1**
Police services	50%	2	37%	18	0.3156	**2**
High Priority (IS .10-.20)						
Traffic management	28%	4	37%	19	0.1784	**3**
Social services	31%	3	43%	16	0.1753	**4**
Neighborhood code enforcement	28%	5	39%	17	0.1686	**5**
Land use, planning, & zoning	18%	9	29%	20	0.1278	**6**
Medium Priority (IS <.10)						
Solid waste services	18%	8	68%	9	0.0583	**7**
Drinking water	20%	6	73%	8	0.0554	**8**
Customer service provided by City employees	14%	11	61%	11	0.0549	**9**
Animal services	9%	14	48%	15	0.0470	**10**
311/service request process	10%	13	54%	14	0.0463	**11**
Park & recreation system	16%	10	75%	7	0.0389	**12**
Ambulance/emergency medical services	19%	7	85%	5	0.0280	**13**
Storm drainage	6%	17	59%	12	0.0261	**14**
Public information services	5%	18	62%	10	0.0181	**15**
Fire services	13%	12	90%	2	0.0129	**16**
Art & cultural programs/facilities	9%	15	87%	4	0.0113	**17**
Sewer services	4%	19	78%	6	0.0089	**18**
Public library services	7%	16	90%	3	0.0068	**19**
Municipal court services	1%	21	57%	13	0.0061	**20**
Dallas Love Field Airport	2%	20	94%	1	0.0014	**21**

2023 City of Dallas Community Survey
Importance-Satisfaction Assessment Matrix
-Major Categories of City Services-

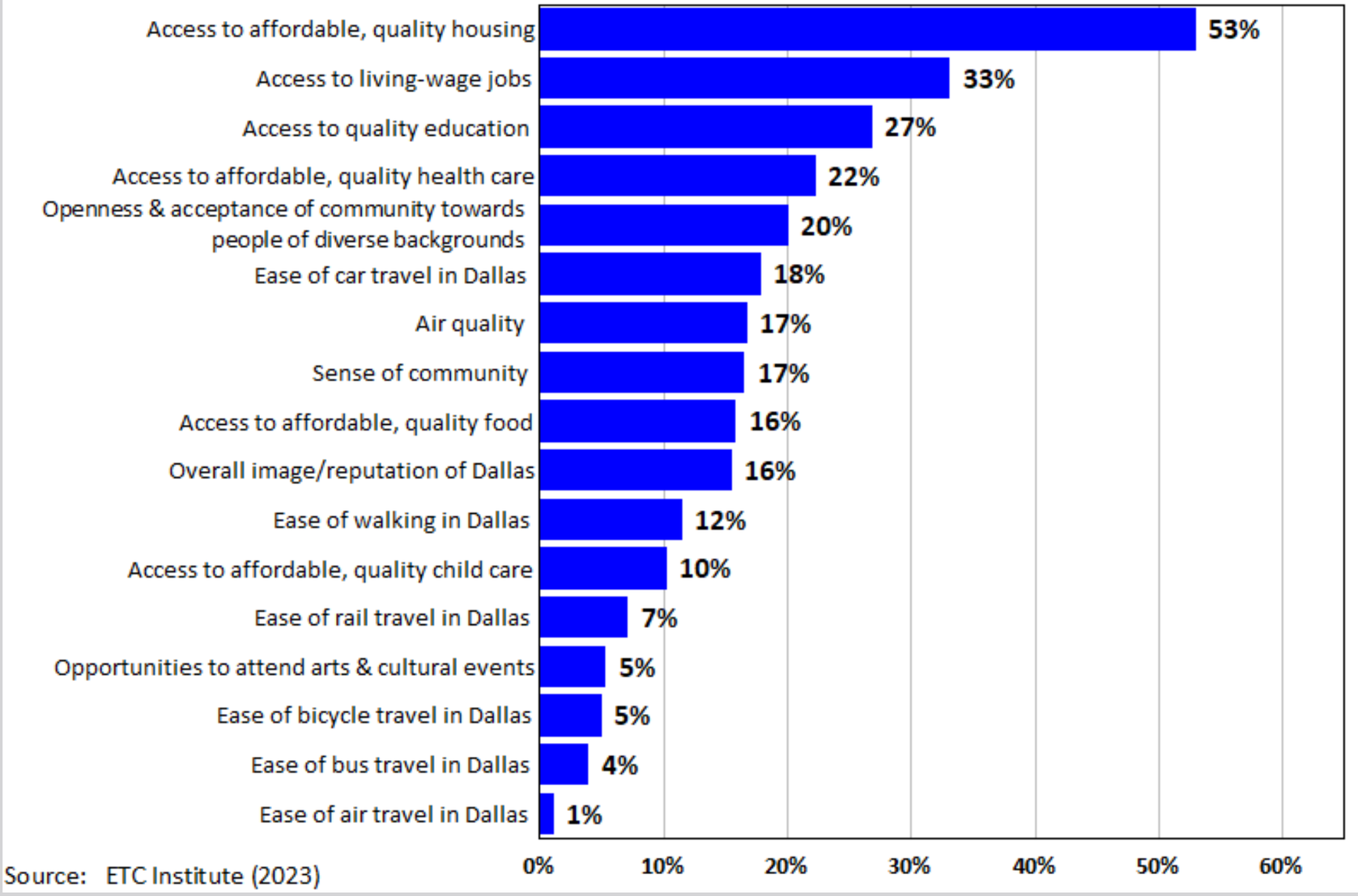
(points on the graph show deviations from the mean importance and agreement ratings given by respondents to the survey)



Source: ETC Institute (2023)

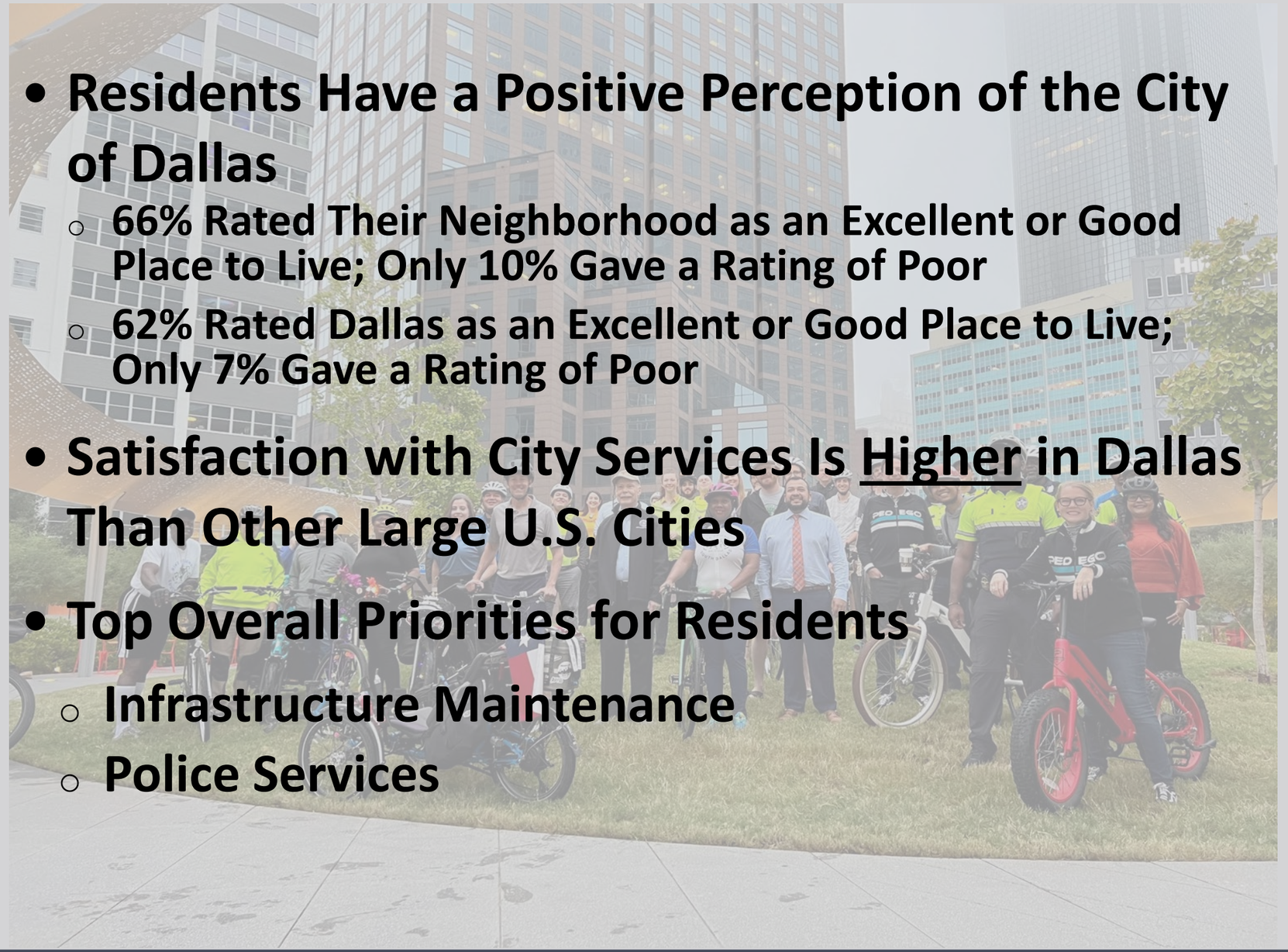
Q3. Characteristics of the Community Residents Think Should Be the City's Top Priorities

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



Source: ETC Institute (2023)

Summary



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Questions?

Thank You!!

Appendix

Top 3 Priorities by Council District

CD#	Priority #1	Priority #2	Priority #3
1	Maintenance of Infrastructure	Police services	Social services
2	Maintenance of Infrastructure	Police services	Social services
3	Maintenance of Infrastructure	Police services	Neighborhood code enforcement
4	Maintenance of Infrastructure	Police services	Neighborhood code enforcement
5	Police services	Maintenance of Infrastructure	Social services
6	Maintenance of Infrastructure	Police services	Neighborhood code enforcement
7	Maintenance of Infrastructure	Police services	Social services
8	Maintenance of Infrastructure	Police services	Neighborhood code enforcement
9	Maintenance of Infrastructure	Police services	Traffic management
10	Police services	Maintenance of Infrastructure	Traffic management
11	Maintenance of Infrastructure	Police services	Social services
12	Maintenance of Infrastructure	Police services	Ambulance/emergency medical
13	Maintenance of Infrastructure	Police services	Traffic management
14	Maintenance of Infrastructure	Police services	Traffic management