

2024 Community Survey

City of Dallas, Texas



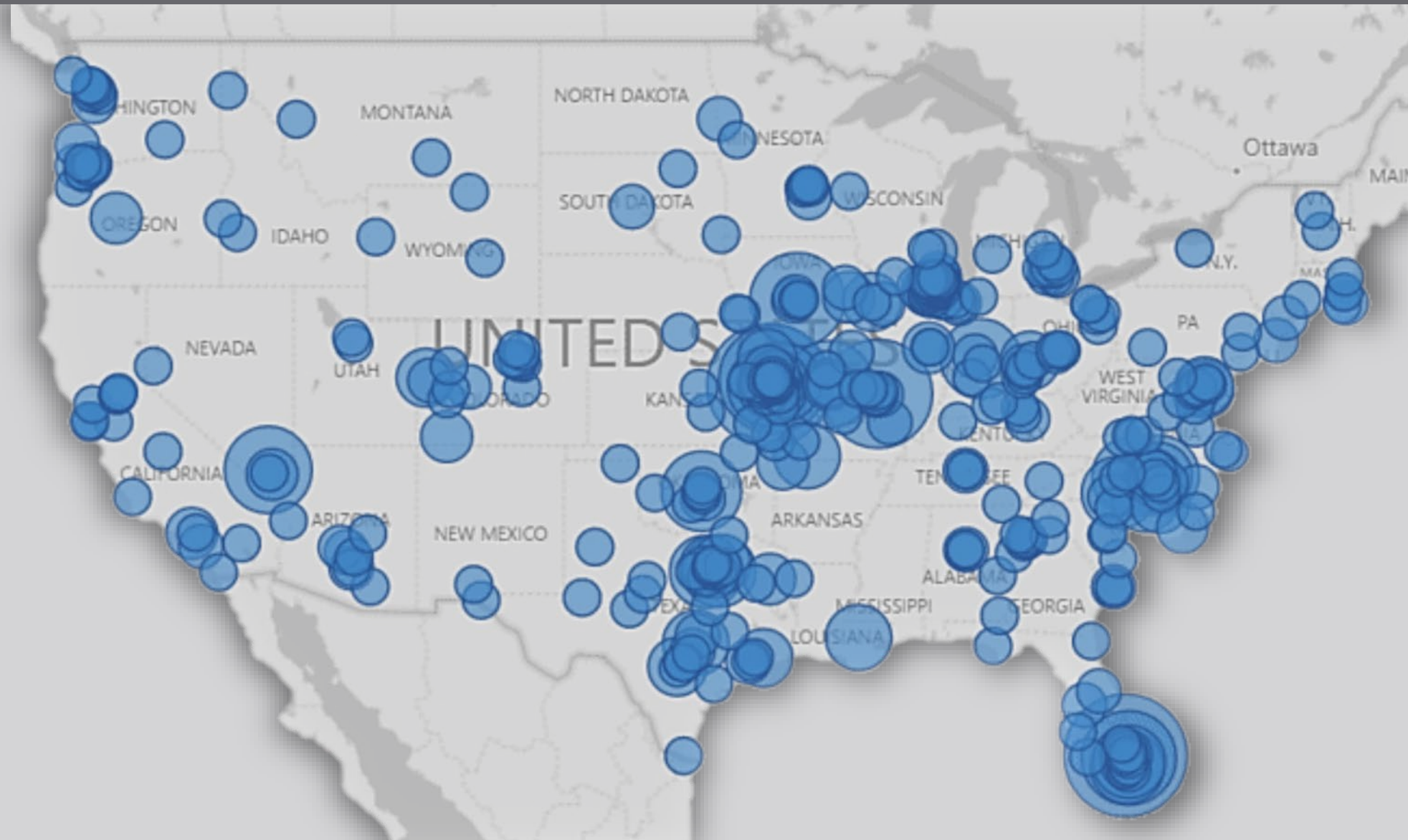
PRESENTED BY



PROVIDED TO CITY COUNCIL
JUNE 2024 & BRIEFED TO CITY
COUNCIL FEBRUARY 2025

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 3,000,000 Person's Surveyed Since 2014 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
- Cincinnati, OH
- Denver, CO
- Detroit, MI
- Indianapolis, IN
- Kansas City, MO
- Las Vegas, NV
- Louisville, KY
- Memphis, TN
- Miami, FL
- Milwaukee, WI
- Nashville, TN
- Oklahoma City, OK
- Philadelphia, PA
- Phoenix, AZ
- Raleigh, NC
- San Diego, CA
- San Francisco, CA
- Tampa, FL
- Virginia Beach, VA

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



Purpose

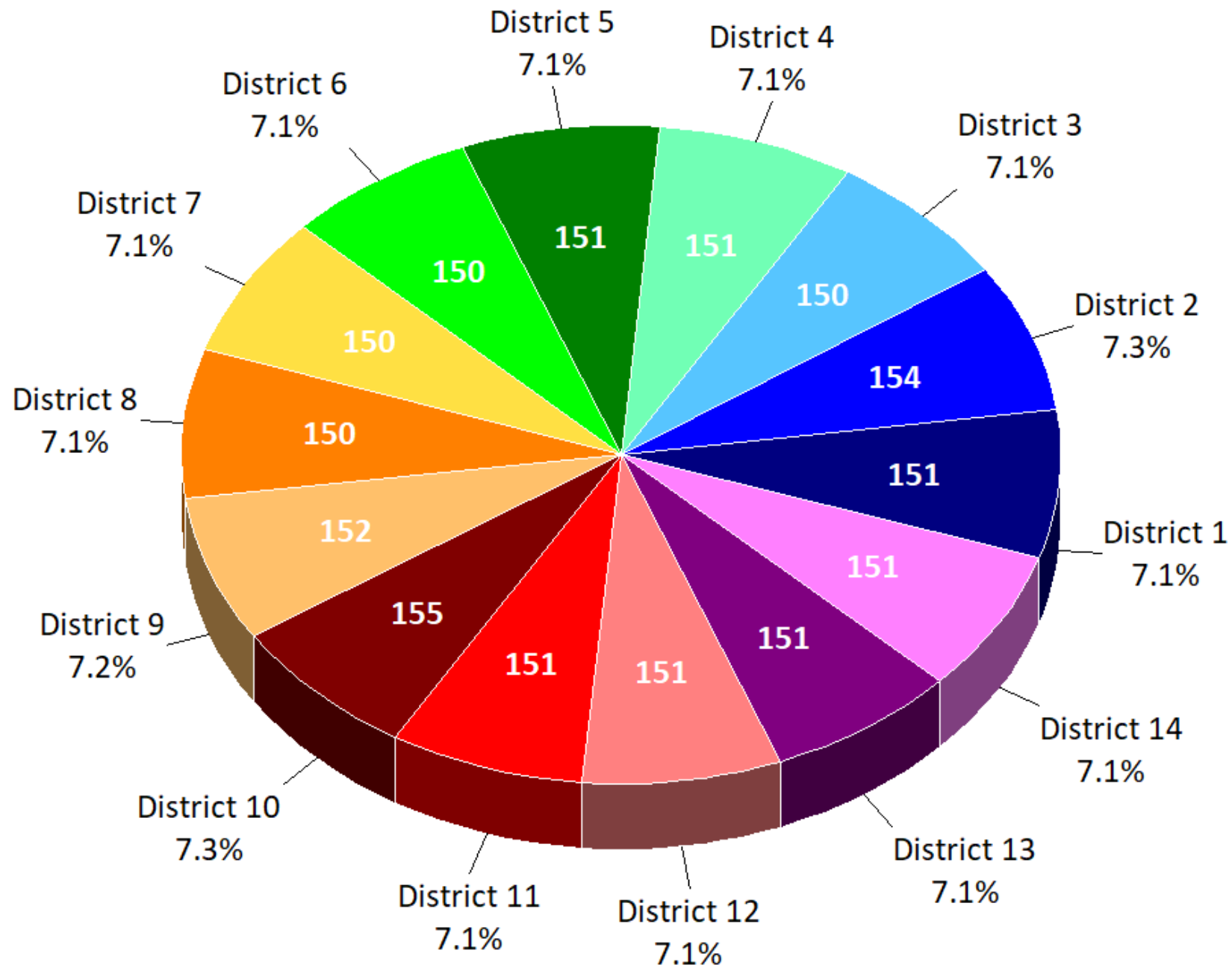
- Gather input from residents to objectively assess the perception of City services
- Help determine priorities for the community
- Track the City's performance over time
- Help identify opportunities for improvement

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 throughout the City
 - The survey was available in English, Spanish and Vietnamese
- **Sample Size**
 - 2,118 completed surveys; including at least 150 per City Council District
 - Margin of error: +/- 2.1% at the 95% level of confidence
 - Demographics of survey respondents reflects the actual population of the City

Survey Respondents by City Council District

by percentage of respondents

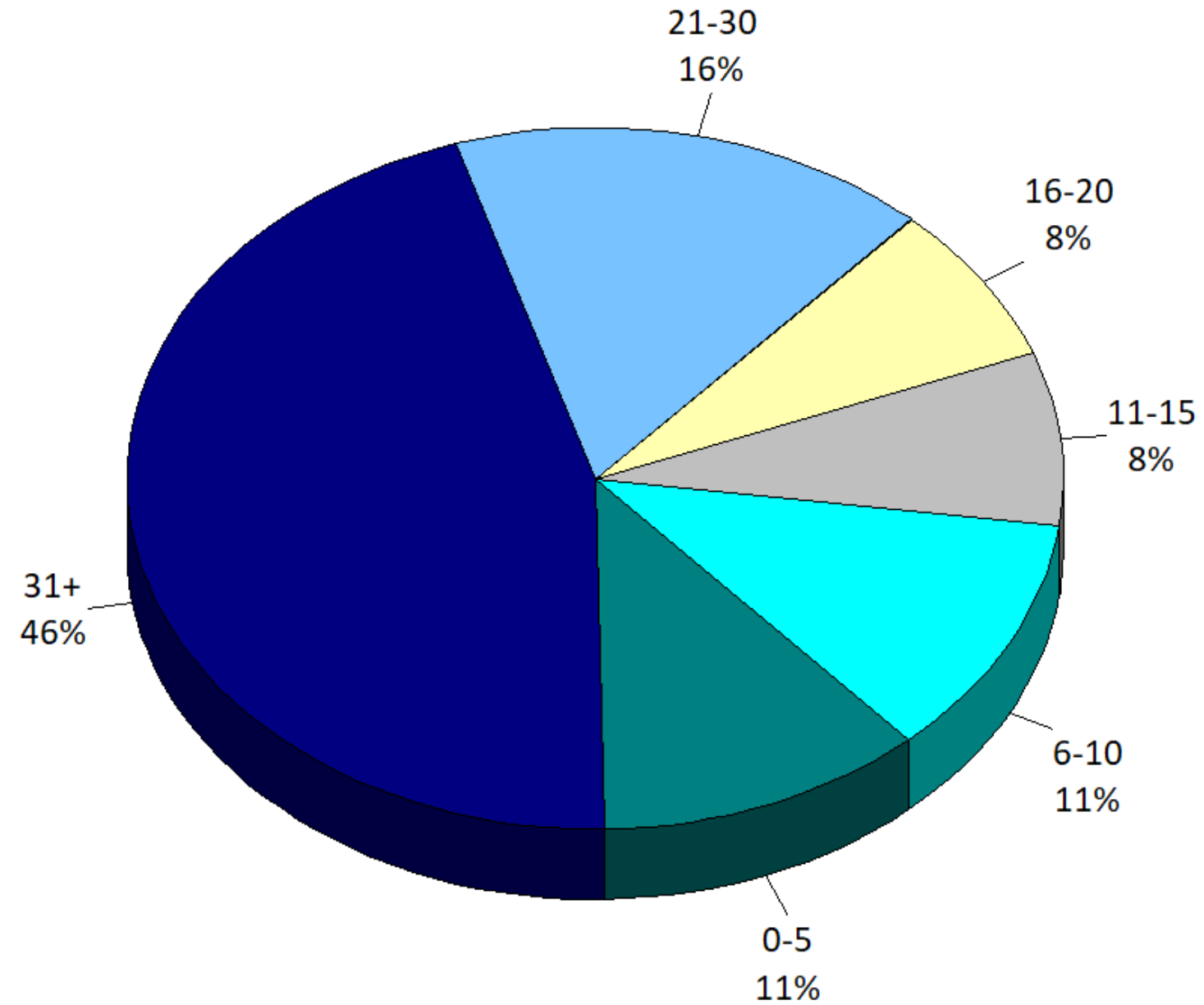


Source: ETC Institute (2024)

Good Representation by Council District

Q22. How many years have you lived in Dallas?

by percentage of respondents (excluding "not provided")

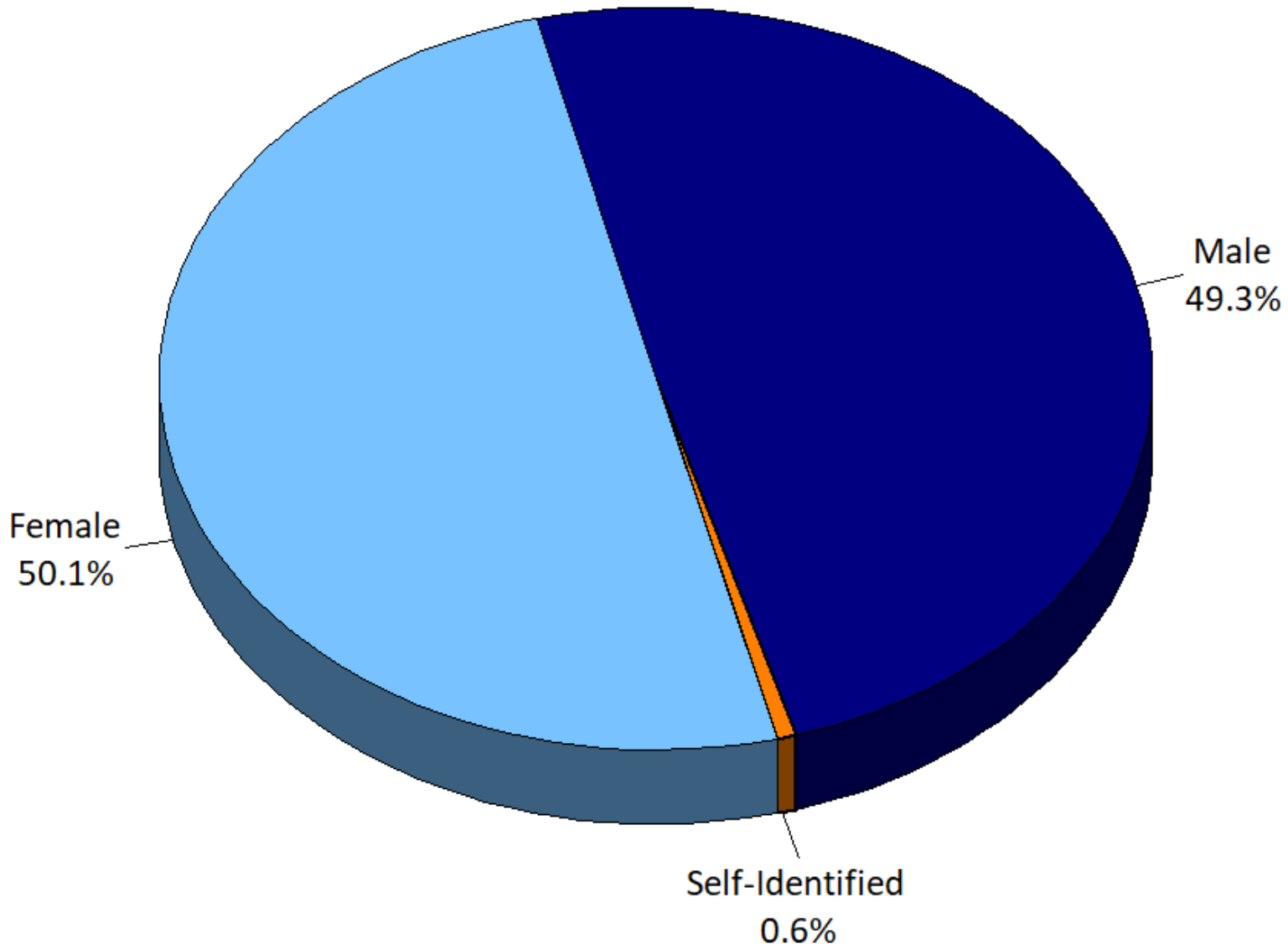


Source: ETC Institute (2024)

Good Representation by Number of Years Lived in Dallas

Q24. What is your gender?

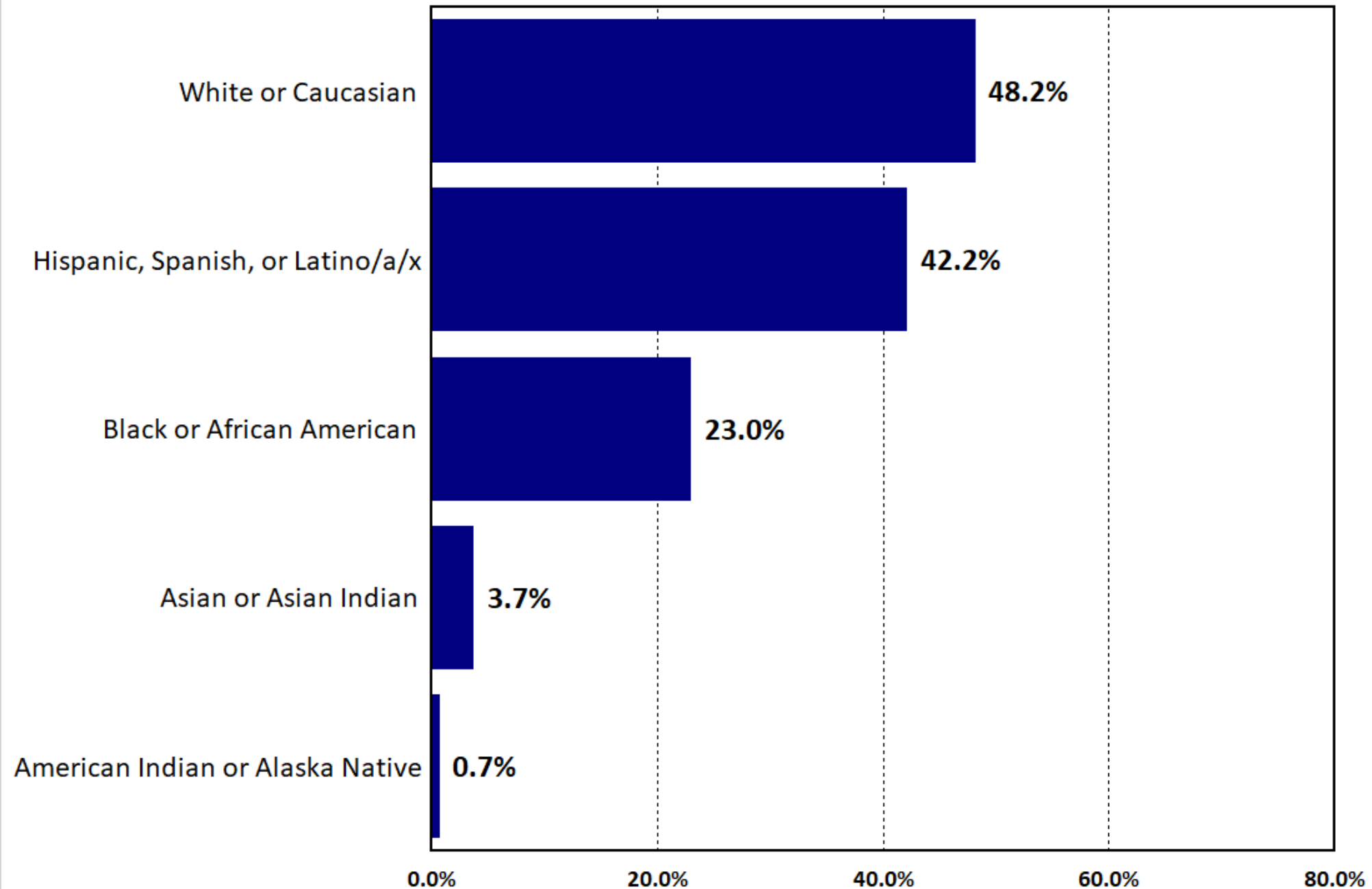
by percentage of respondents



Source: ETC Institute (2024)

Q26. Which of the following best describes your race/ethnicity?

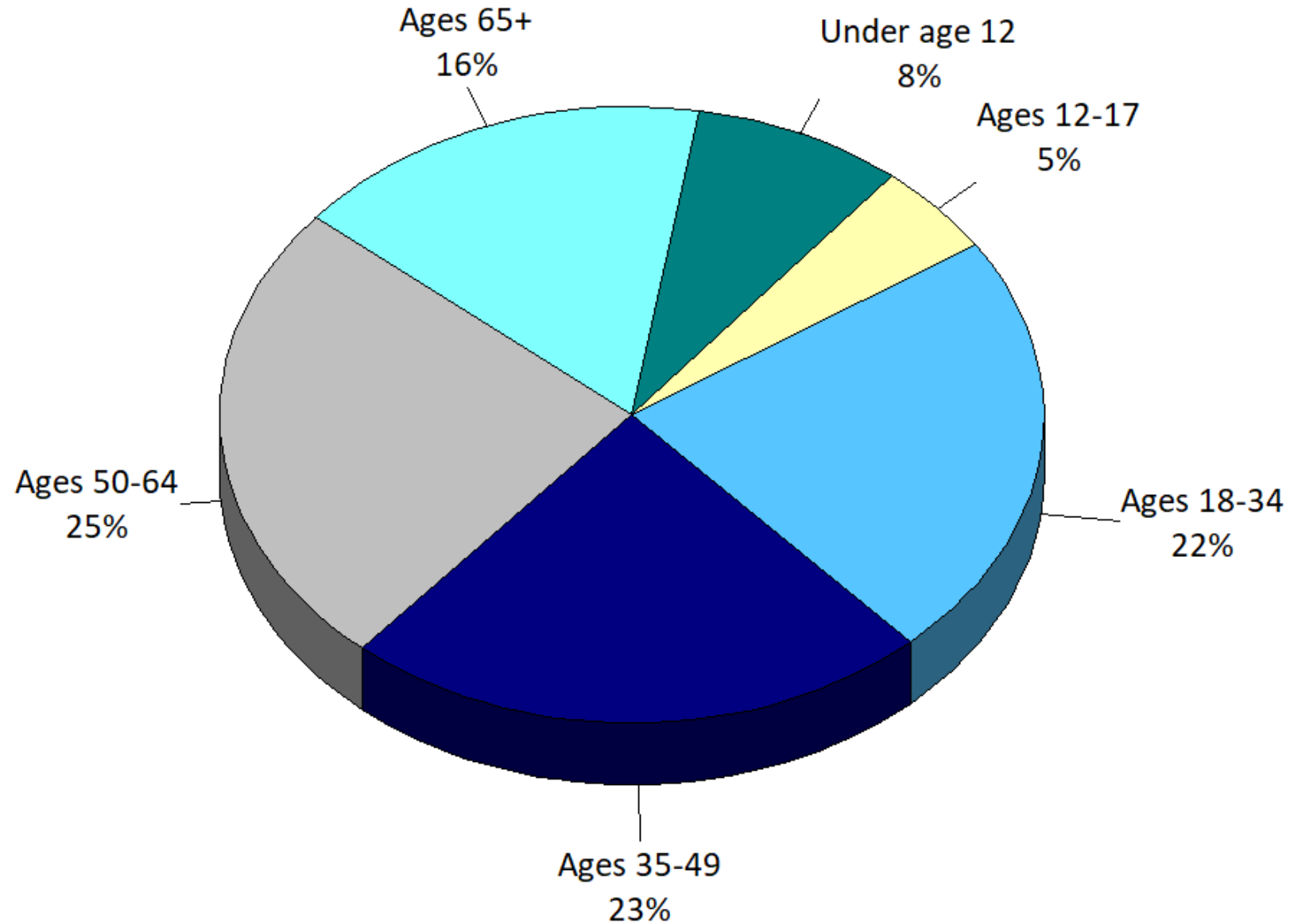
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2024)

Q27. Including yourself, how many people in your household are in the following age groups?

by percentage of persons in household

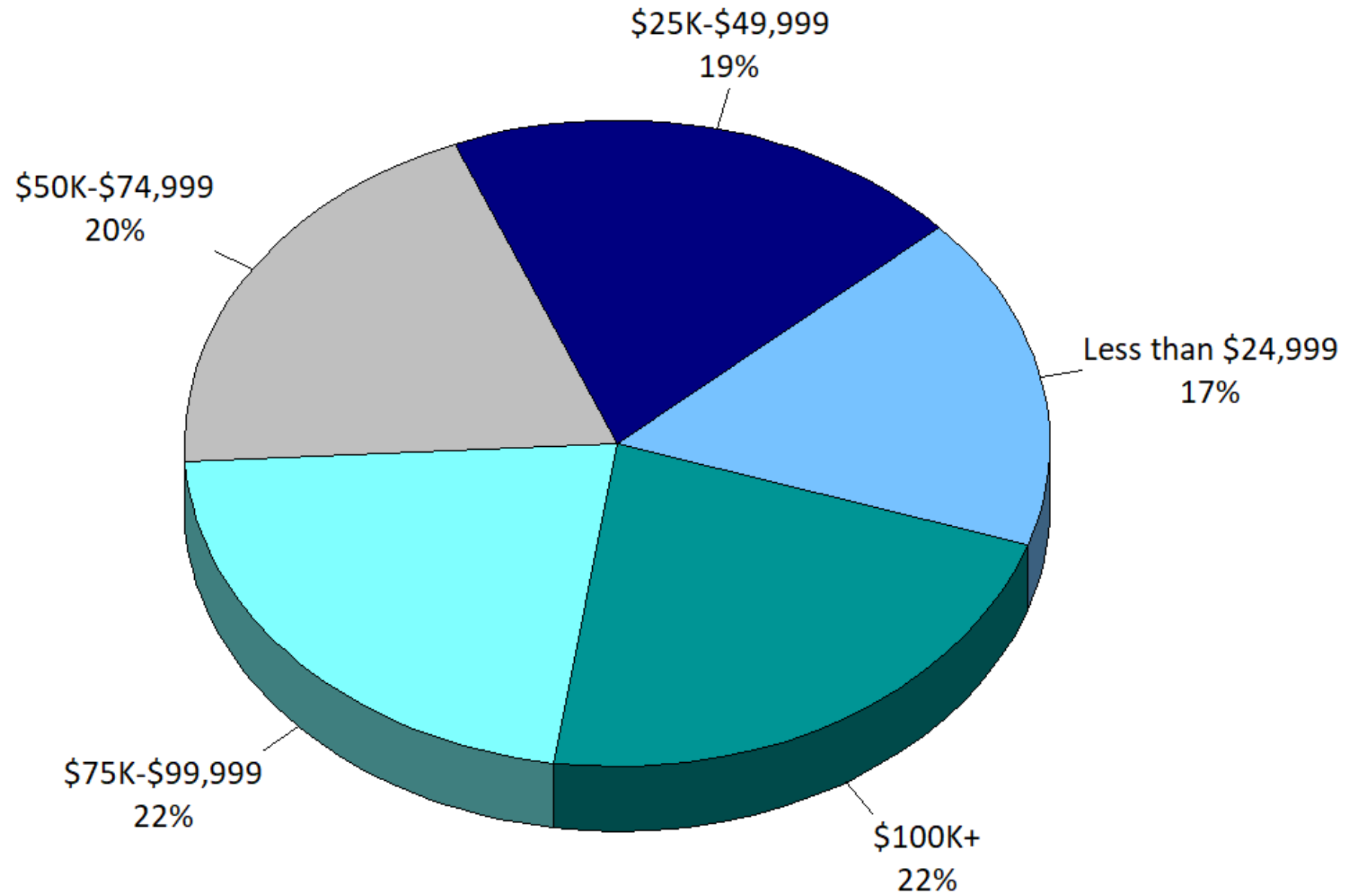


Source: ETC Institute (2024)

Good Representation by Age

Q29. What is your total annual household income?

by percentage of respondents (excluding "not provided")



Source: ETC Institute (2024)

What We Learned

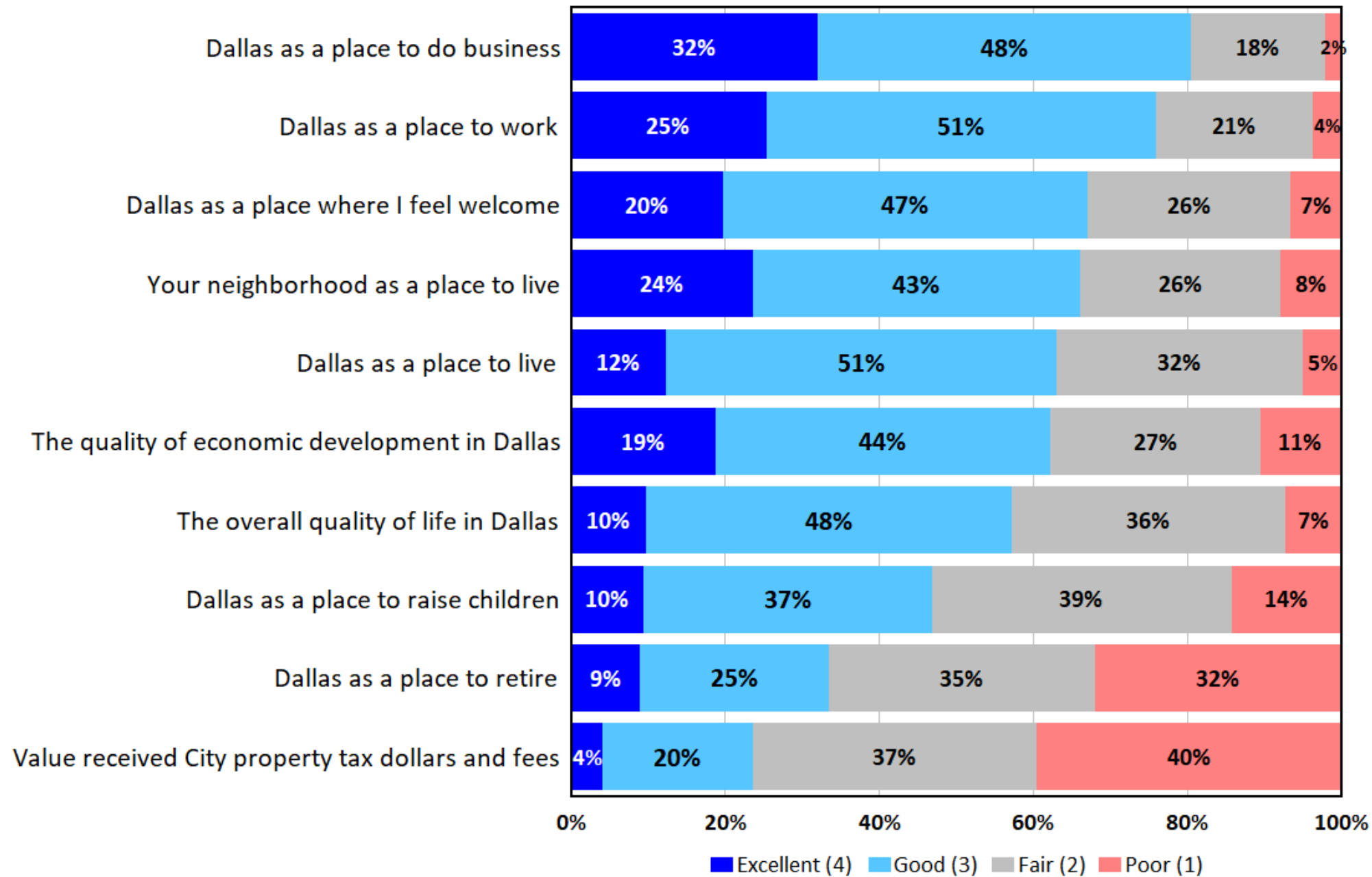
- **Residents Have a Positive Perception of the City of Dallas**
 - **66% Rated Their Neighborhood as an Excellent or Good Place to Live; Only 8% Gave a Rating of Poor**
- **The City Is Moving in the Right Direction**
 - **Satisfaction Ratings Have Increased in 75 of 127 Areas Since 2023**
- **Satisfaction with City Services Is Higher in Dallas Than Other Large U.S. Cities**
- **Top Overall Priorities for City Services**
 - **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)

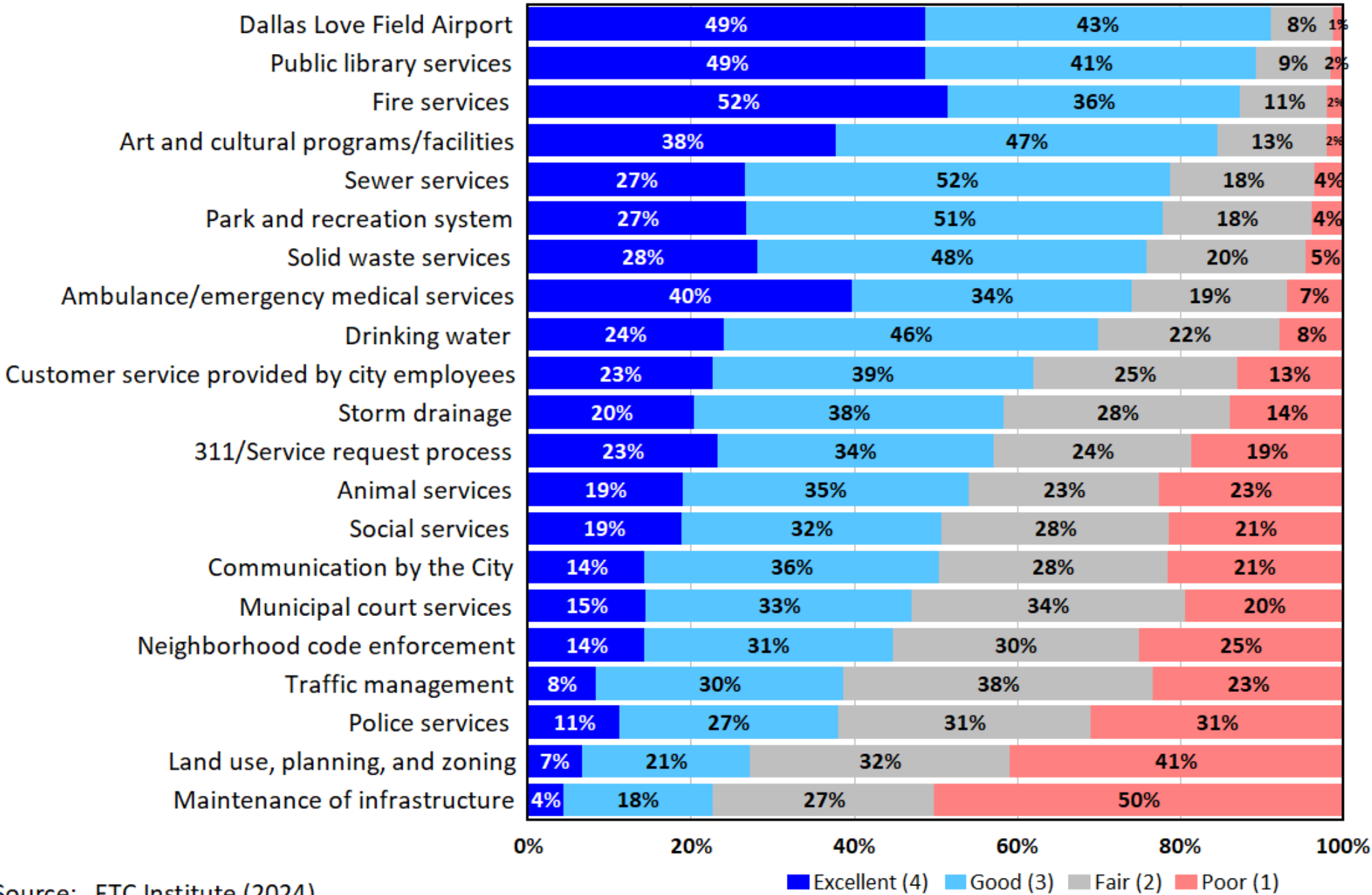


Source: ETC Institute (2024)

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

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)

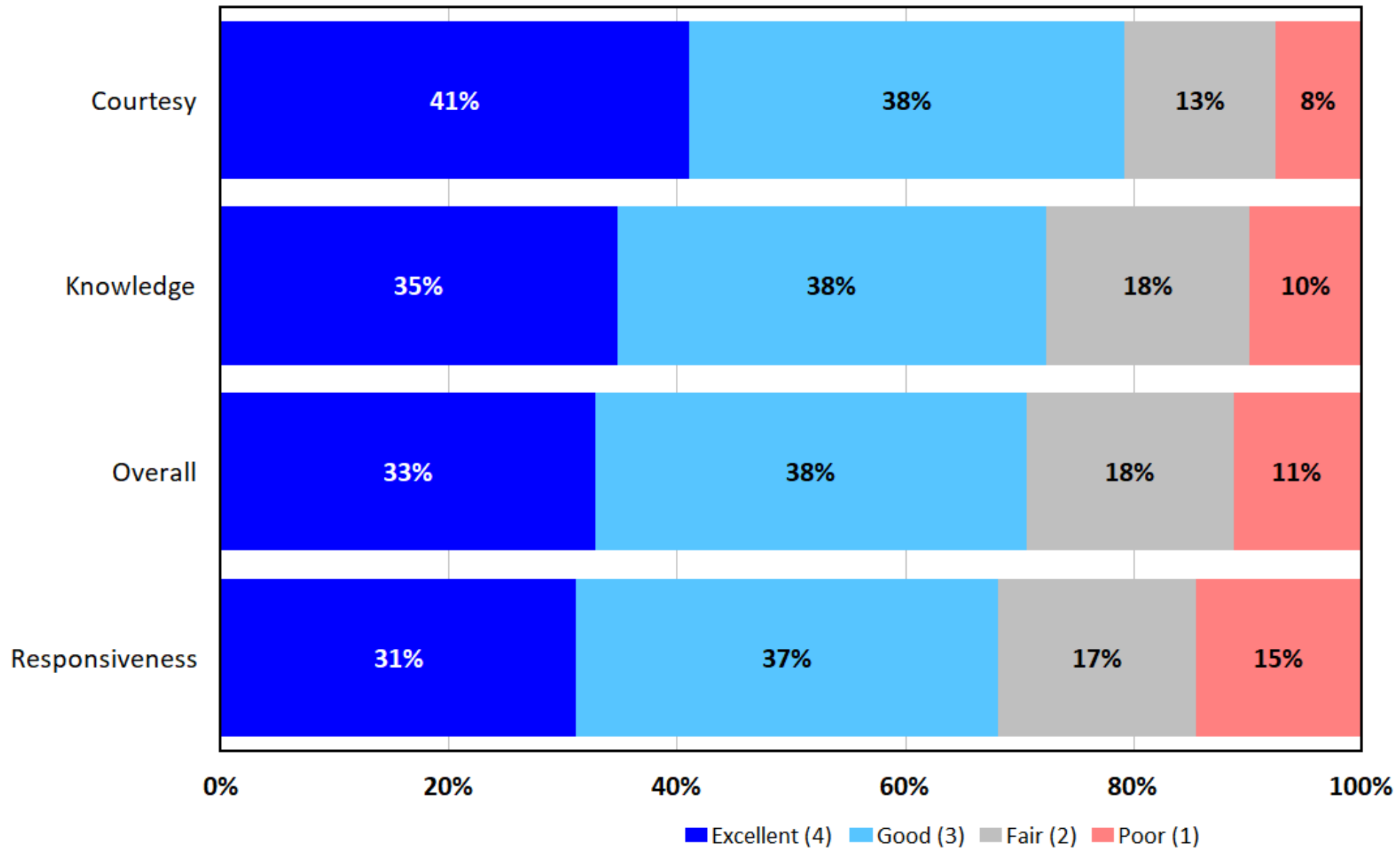


Source: ETC Institute (2024)

Most Major City Services Received High Ratings

Q20a. Ratings of Customer Service 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" (excluding don't knows)



Source: ETC Institute (2024)

Residents Have Had Positive Interactions with City Employees

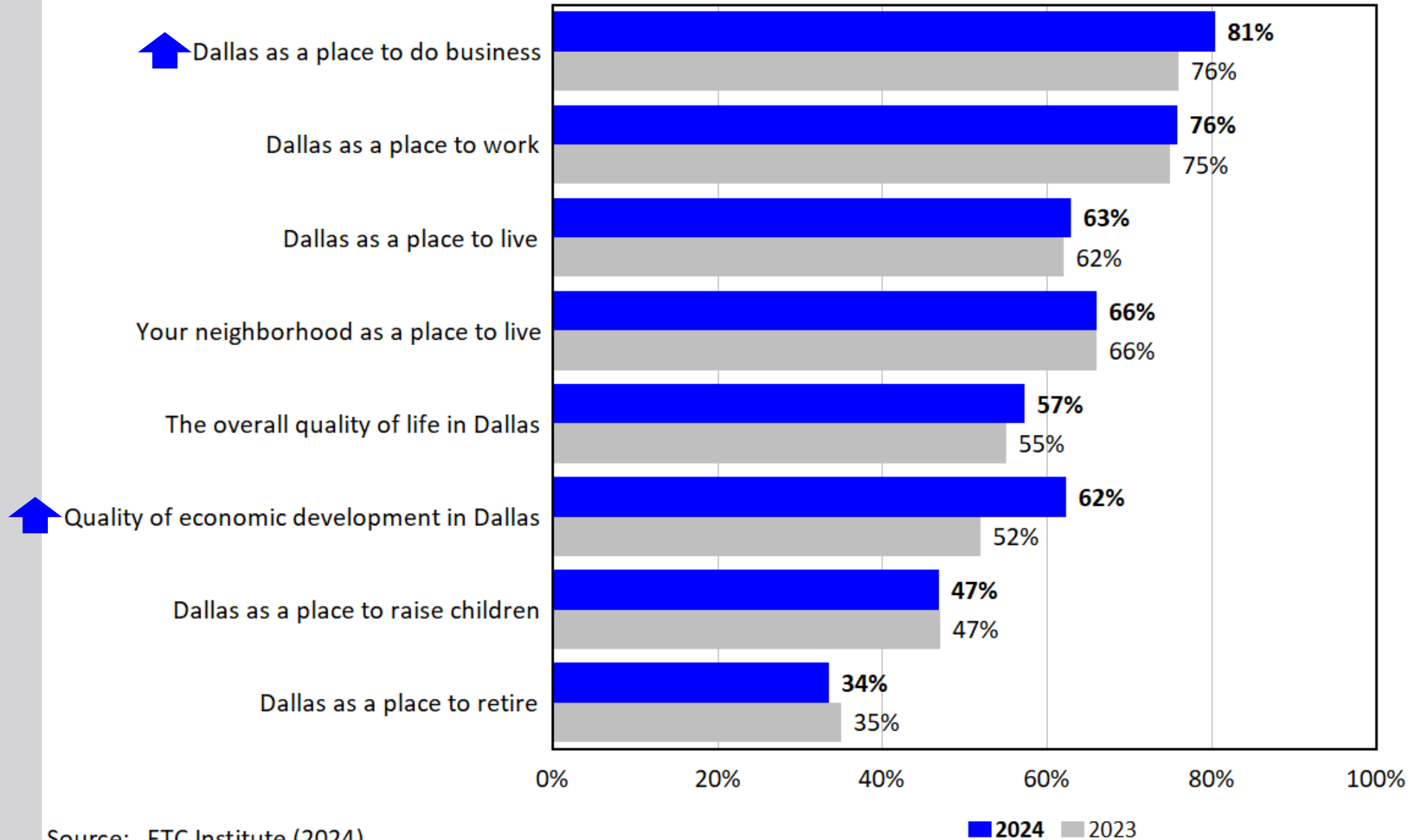
Topic #2

The City Is Moving in the Right Direction

Q1. Quality of Life Ratings

Trends - 2023 & 2024

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



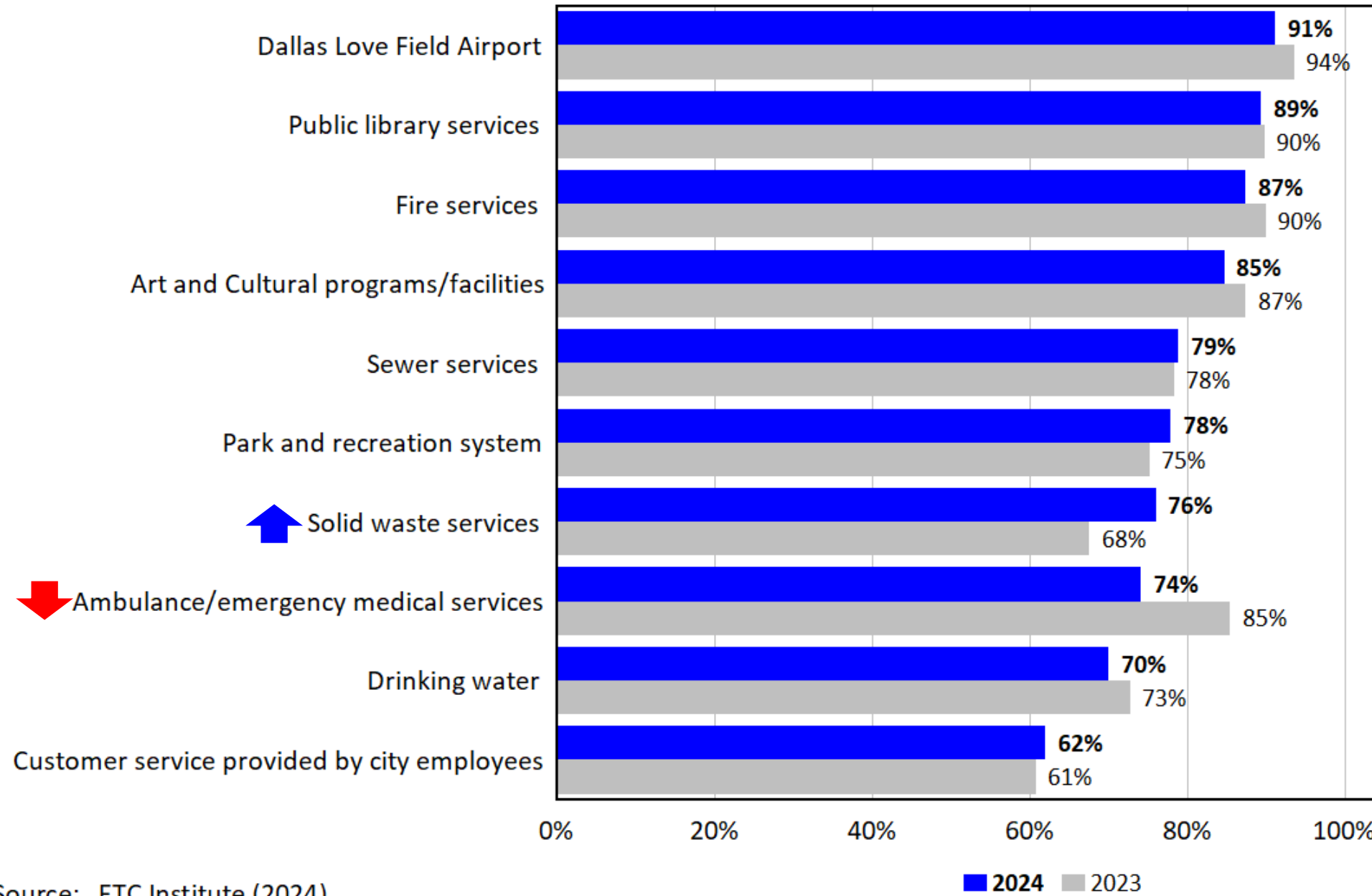
Significant Increase Since 2023 ↑

Significant Decrease Since 2023 ↓

Q7. Ratings of Major Categories of City Services

Trends - 2023 & 2024

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



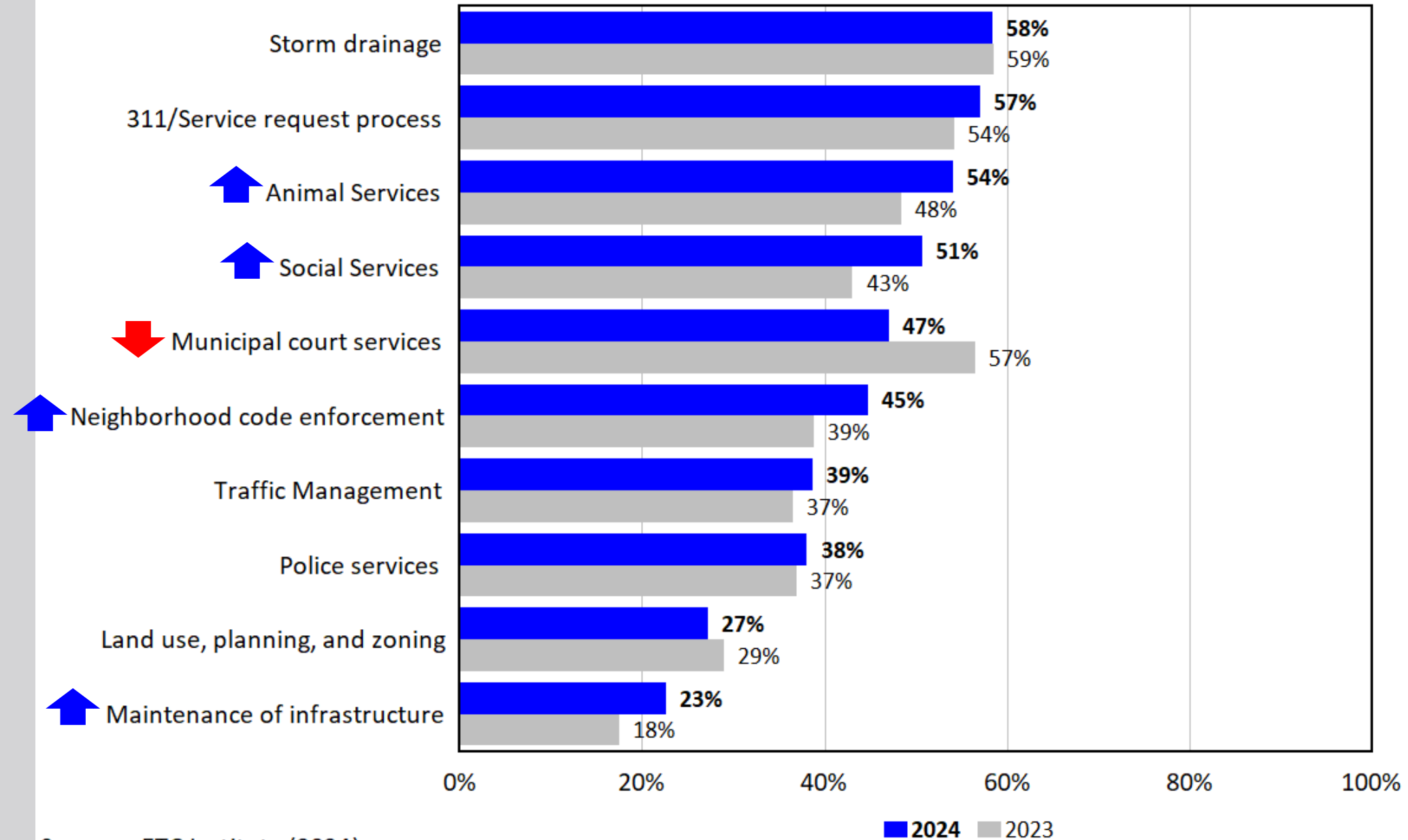
Significant Increase Since 2023 ↑

Significant Decrease Since 2023 ↓

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

Trends - 2023 & 2024

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



Source: ETC Institute (2024)

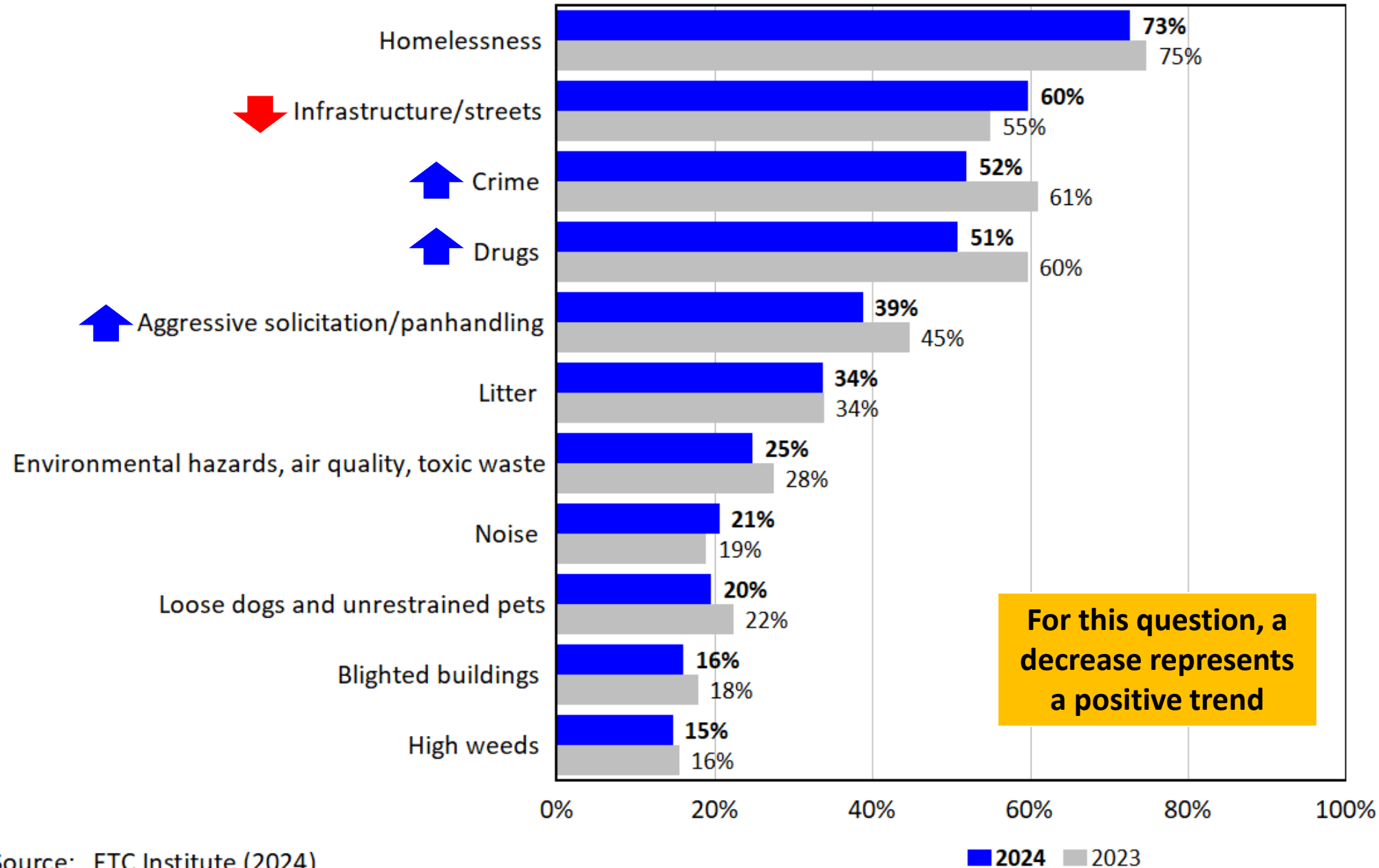
Significant Increase Since 2023 ↑

Significant Decrease Since 2023 ↓

Q5. Perceptions of Problems in the City of Dallas

Trends - 2023 & 2024

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



Significant Decrease Since 2023 ↑

Significant Increase Since 2023 ↓

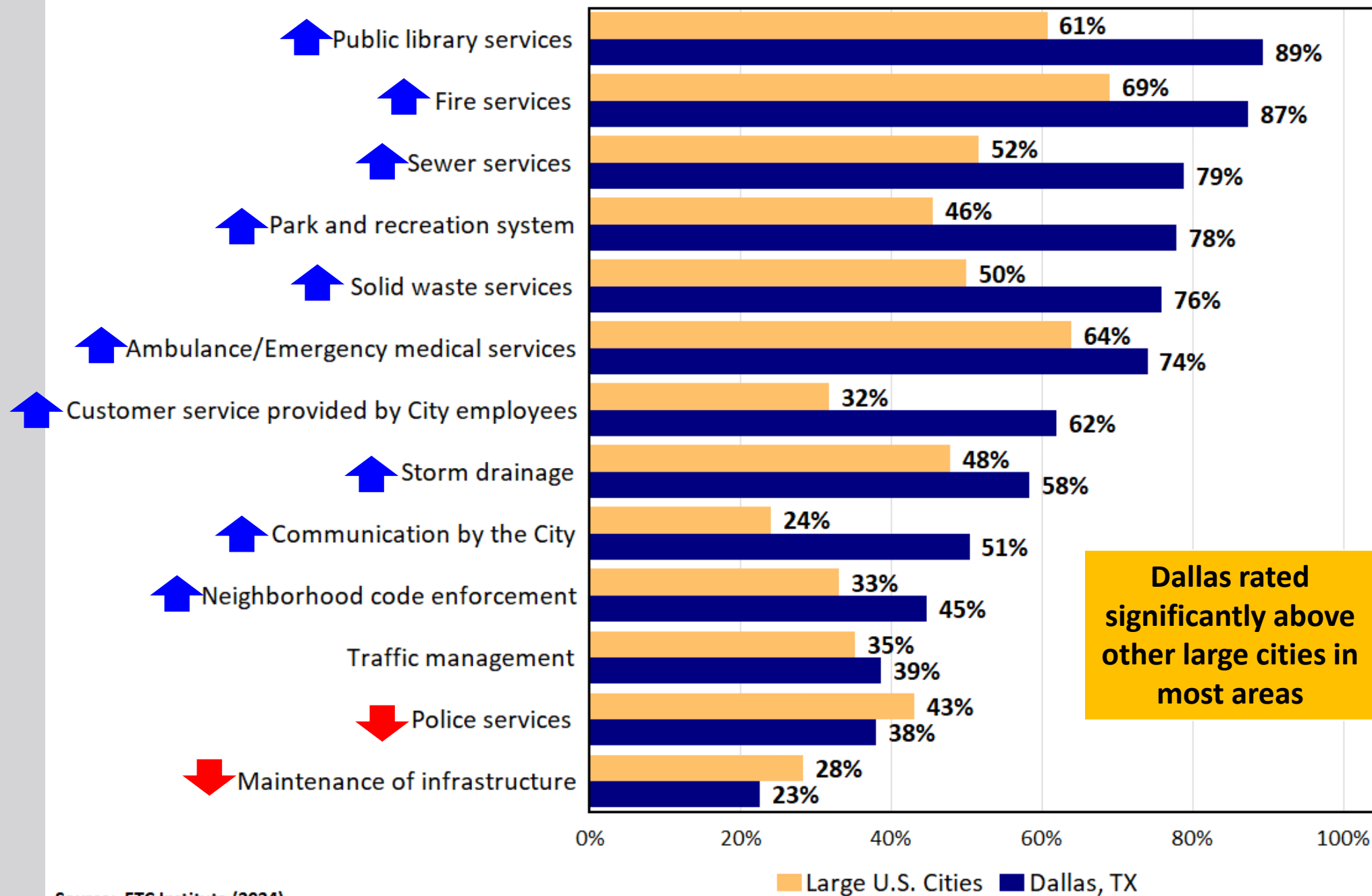
Topic #3

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

Benchmarking: Satisfaction with Major Categories of City Services

Dallas vs. Large U.S. Cities

by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (without "don't know")



Source: ETC Institute (2024)

Significantly Higher

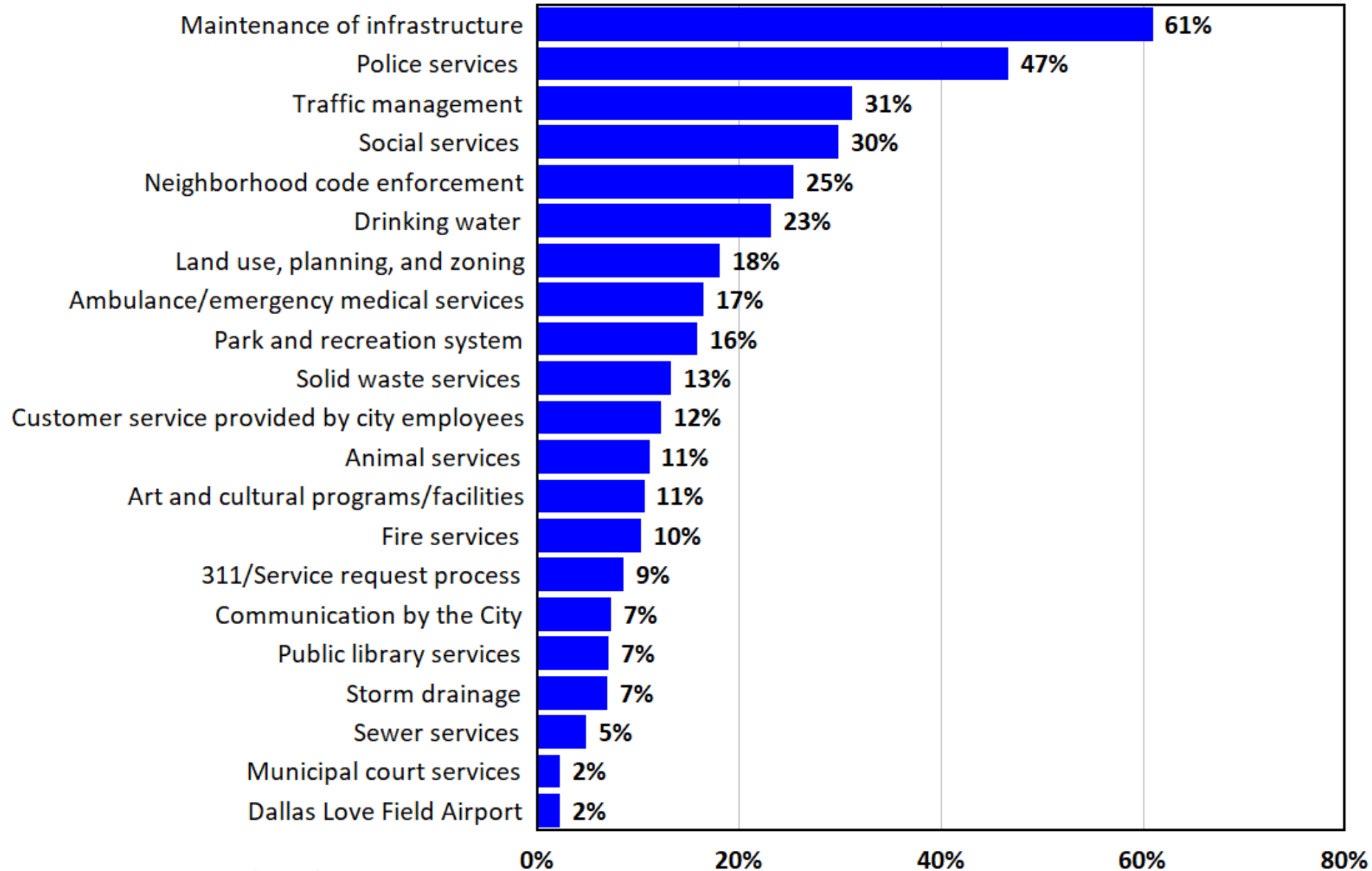
Significantly Lower

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 (2024)

2024 Importance-Satisfaction Rating

Dallas, Texas

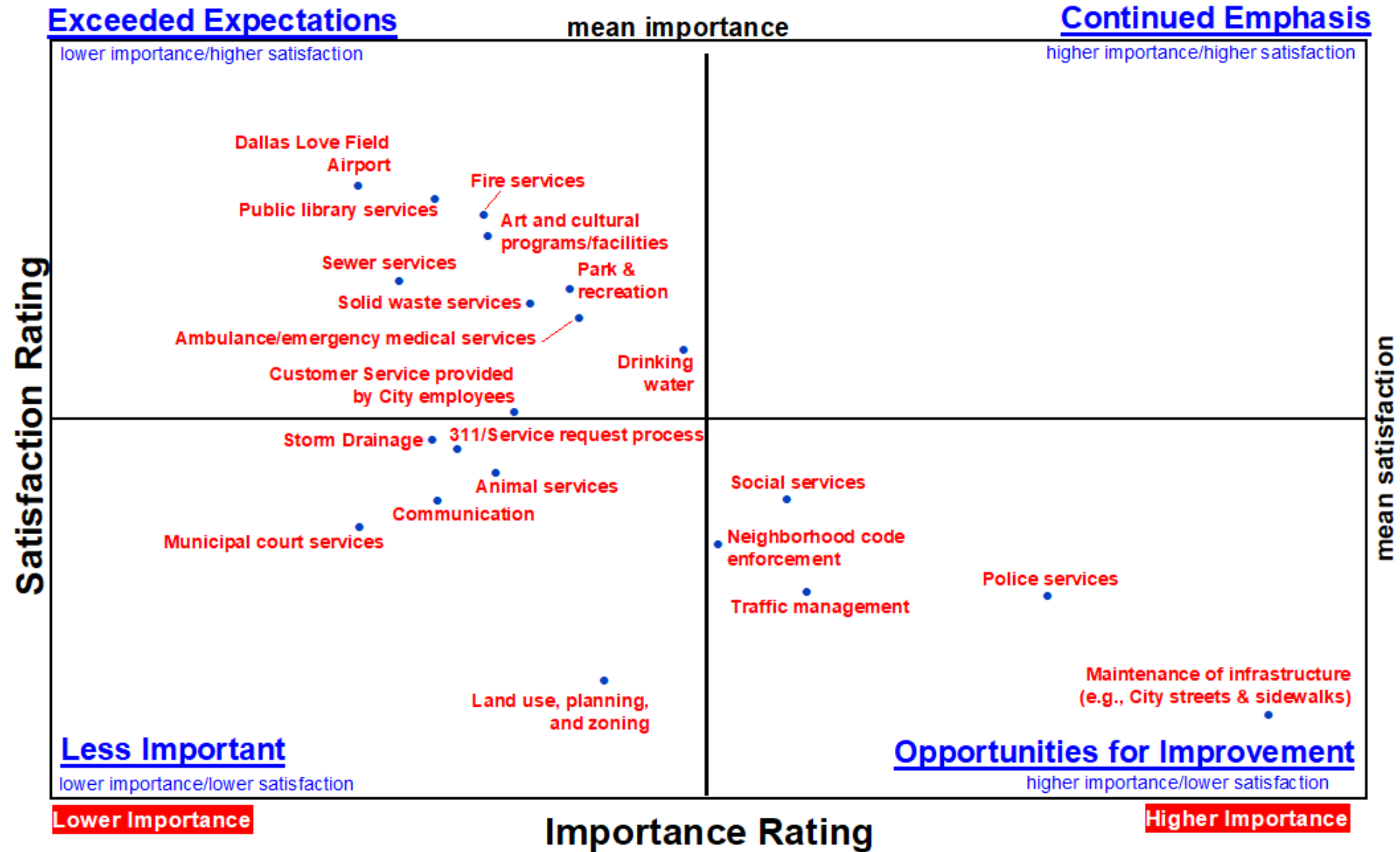
Major Categories of City Services

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	61%	1	23%	21	0.4715	1
Police services	47%	2	38%	19	0.2891	2
High Priority (IS .10-.20)						
Traffic management	31%	3	39%	18	0.1913	3
Social services	30%	4	51%	14	0.1474	4
Neighborhood code enforcement	25%	5	45%	17	0.1402	5
Land use, planning, and zoning	18%	7	27%	20	0.1318	6
Medium Priority (IS <.10)						
Drinking water	23%	6	70%	9	0.0696	7
Animal services	11%	12	54%	13	0.0509	8
Customer service provided by city employees	12%	11	62%	10	0.0467	9
Ambulance/emergency medical services	17%	8	74%	8	0.0427	10
311/Service request process	9%	15	57%	12	0.0369	11
Communication by the City	7%	16	51%	15	0.0361	12
Park and recreation system	16%	9	78%	6	0.0351	13
Solid waste services	13%	10	76%	7	0.0319	14
Storm drainage	7%	18	58%	11	0.0291	15

Overall Priorities

2024 City of Dallas Community Survey Importance-Satisfaction Assessment Matrix -Major Categories of City Services-

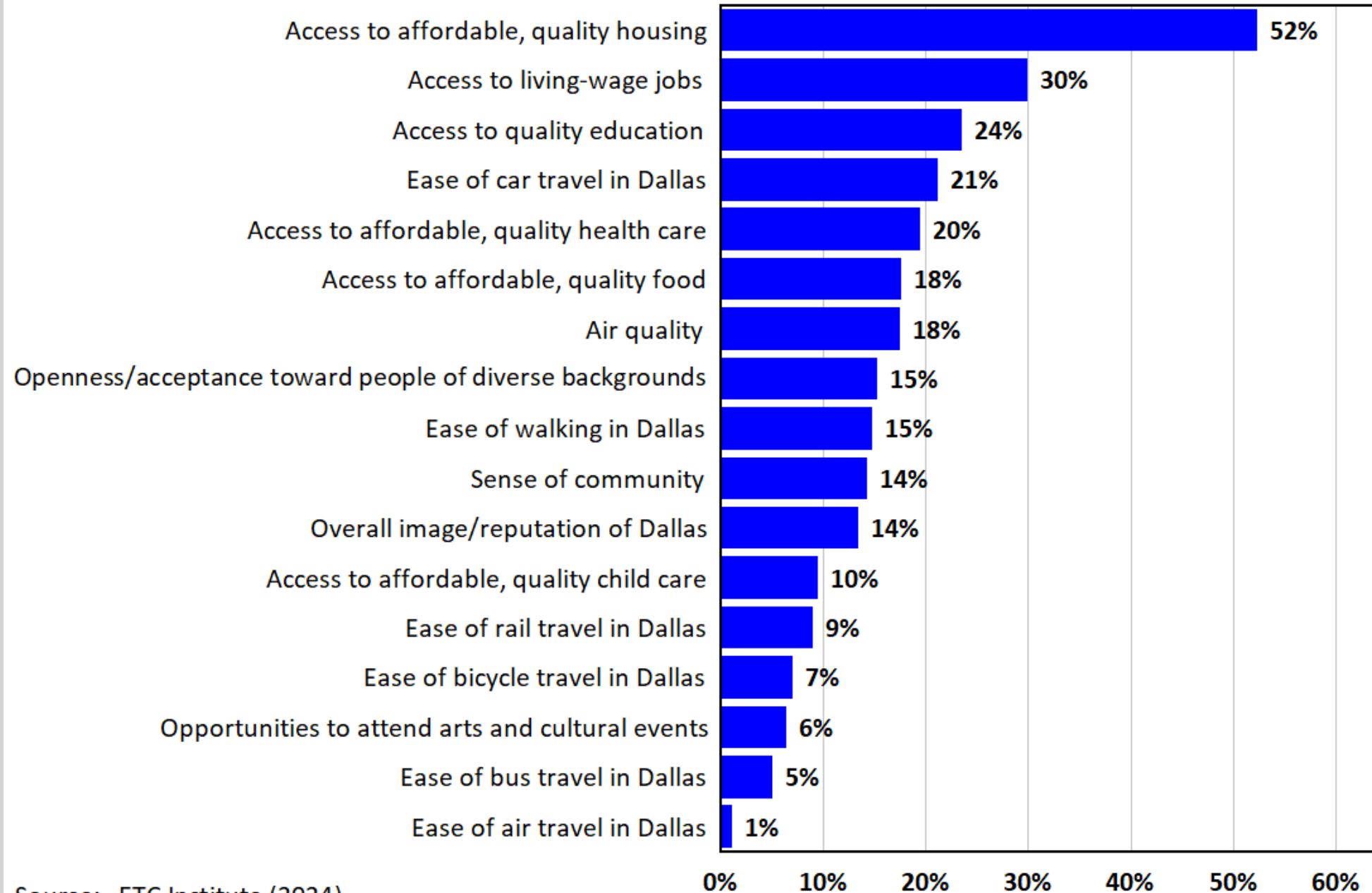
(points on the graph show deviations from the mean importance and agreement ratings given by respondents to the survey)



Source: ETC Institute (2024)

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 (2024)

Summary

- **Residents Have a Positive Perception of the City of Dallas**
 - **66% Rated Their Neighborhood as an Excellent or Good Place to Live; Only 8% Gave a Rating of Poor**
- **The City Is Moving in the Right Direction**
 - **Satisfaction Ratings Have Increased in 75 of 127 Areas Since 2023**
- **Satisfaction with City Services Is Higher in Dallas Than Other Large U.S. Cities**
- **Top Overall Priorities for City Services**
 - **Infrastructure Maintenance**
 - **Police Services**

Questions?

Thank You!!

Appendix

Top 3 Priorities by Council District

CD#	Priority #1	Priority #2	Priority #3
1	Maintenance of Infrastructure	Police Services	Traffic Management
2	Maintenance of Infrastructure	Traffic Management	Social Services
3	Maintenance of Infrastructure	Police Services	Neighborhood Code Enforcement
4	Police Services	Maintenance of Infrastructure	Neighborhood Code Enforcement
5	Maintenance of Infrastructure	Police Services	Social Services
6	Maintenance of Infrastructure	Police Services	Drinking Water
7	Maintenance of Infrastructure	Police Services	Neighborhood Code Enforcement
8	Maintenance of Infrastructure	Police Services	Traffic Management
9	Maintenance of Infrastructure	Police Services	Social Services
10	Maintenance of Infrastructure	Police Services	Traffic Management
11	Maintenance of Infrastructure	Police Services	Traffic Management
12	Maintenance of Infrastructure	Police Services	Traffic Management
13	Maintenance of Infrastructure	Police Services	Traffic Management
14	Maintenance of Infrastructure	Police Services	Traffic Management

FY 2024-25 Community Survey

City Council Briefing
February 5, 2025

Janette Weedon, Director
Budget & Management Services



City of Dallas

Overview



- Background
- Survey Methodology
- Alignment to Citywide Process
- Survey Outreach
- Project Timeline
- Next Steps



Background



- Community Survey has been conducted by ETC Institute since 2005
 - Measure resident satisfaction about city service delivery
 - Determine priority investments for the community
 - Monitor and benchmark progress since the prior year Community Survey
- Previous Community Survey results and questions are available on the Financial Transparency website
 - <https://dallascityhall.com/departments/budget/Pages/community-survey.aspx>



Survey Methodology



- Survey is conducted as random sample and has a confidence level at 95%
- Survey responses include 150 per Council District for a minimum total of 2,100 surveys
- Demographic make up of Dallas residents based on data from the U.S. Census
- Survey reports include major findings, overall results, trend analysis, satisfaction indices, tabular data and results, and survey questions
- Languages to include English, Spanish, and Vietnamese



Survey Methodology



- Survey questions determined by the City of Dallas
- Consistent questions are utilized over time to establish trend analysis and compilation of historical data
- Similar questions are included for benchmark purposes and for national trend analysis
- Questions are a combination of previous survey questions and current topics



Alignment to Citywide Process



- Overall findings are shared with the City Council and departments
- Results are considered in the budget development process
- Complements citywide outreach opportunities
- Determine satisfaction of city services (public safety, parks and recreation, sanitation services, water services, etc.)



Survey Outreach



- New feature this year
 - Online version of the survey available for residents not selected in random sample
 - This online version not included in statistical analysis
 - Available for distribution at outreach events
 - Available for distribution at high equity areas at recreation centers and libraries
- Discontinue Annual Budget Priority Survey (March-July)
- Social Media
- Actively gauge participation and report status



Project Timeline



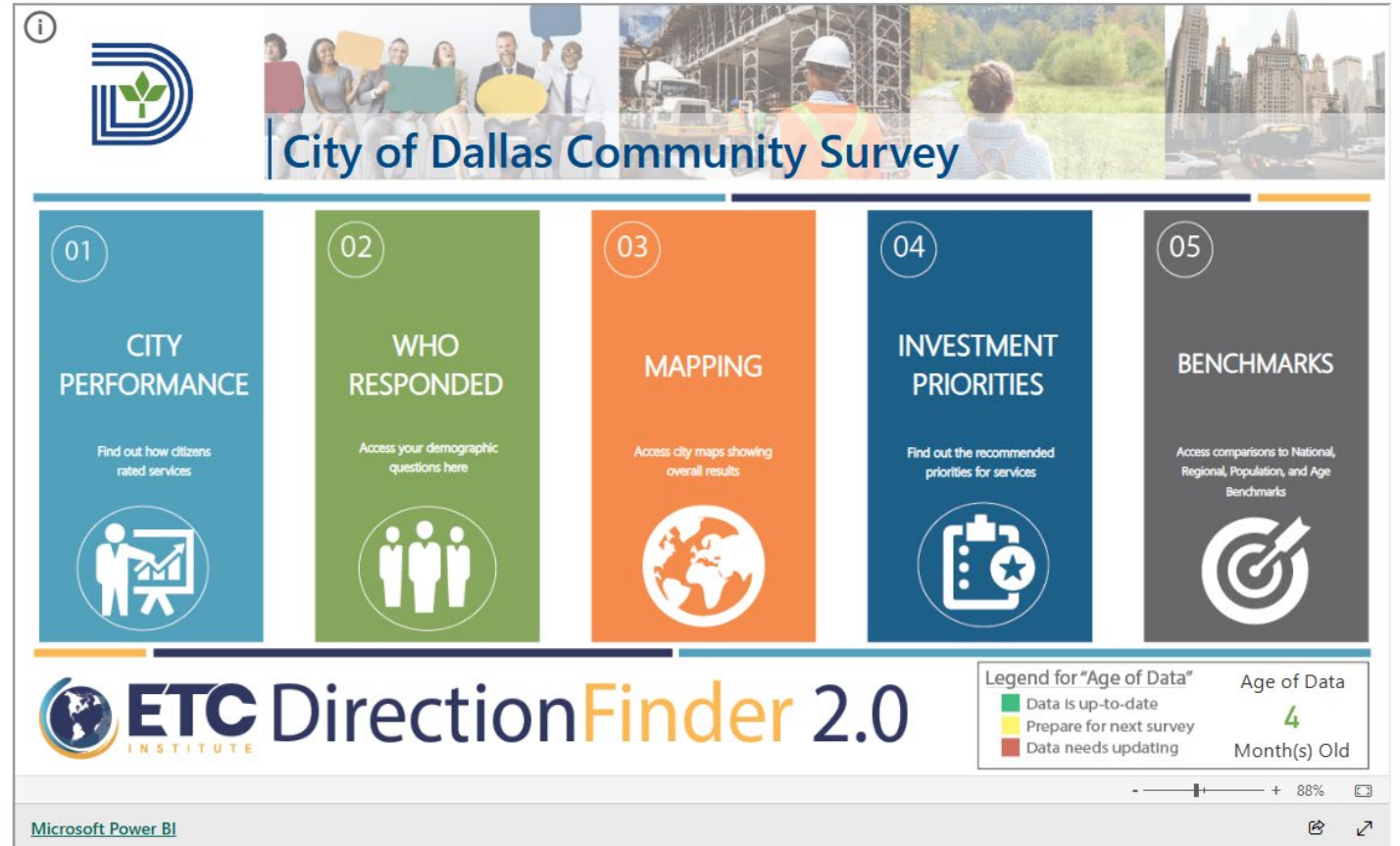
Survey Deliverable	Month/Year
Survey Design	January 2025
Survey Administration	February – March 2025
Survey Draft	May 2025
Final Results	June 2025



Next Steps



- Receive and Incorporate feedback from City Council
- Present 2025 Community Survey results to City Council in June



<https://etcinstitute.com/directionfinder2-0/dallas-tx/>



FY 2024-25 Community Survey

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February 5, 2025

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Budget & Management Services



City of Dallas



Appendix A – 2025 Community Survey



2025 City of Dallas Community Survey

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. If you prefer, you can take the survey online at dallasurvey.org. 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 a place where I feel welcome	4	3	2	1	9
08. The quality of economic development in Dallas	4	3	2	1	9
09. The overall quality of life in Dallas	4	3	2	1	9
10. The overall value you receive for your City property tax dollars and fees	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 toward 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. Racial and ethnic inequities	4	3	2	1	9
14. Other: _____		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 (murder, 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. How can the City improve public trust?

- ___ (1) Actively engage with diverse communities
- ___ (2) Demonstrate responsiveness to citizen concerns
- ___ (3) Consistently uphold ethical conduct by its officials
- ___ (4) Provide accessible information and opportunities for public input in decision-making process

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?				
	Yes	No	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. Communication by the City	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 (e.g., traffic and parking ticket processing, misdemeanor court cases, fine collection)	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 (e.g., shelter, adoptions, animal control)	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 9.]

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. Visibility of police in commercial and retail areas	4	3	2	1	9
02. Traffic enforcement	4	3	2	1	9
03. Visibility of police in neighborhoods	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 (programs that divert police and EMS calls for services)	4	3	2	1	9
11. Quality of volunteer 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 11.]

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 (appearance, quality, amenities)	4	3	2	1	9
02.	Recreation programs or classes (classes offered, activities, resources)	4	3	2	1	9
03.	Range/variety of recreation programs and classes	4	3	2	1	9
04.	Recreation centers/facilities (appearance, quality, safety)	4	3	2	1	9
05.	Accessibility of parks (ease of access from home)	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 (access, appearance, quality)	4	3	2	1	9
11.	Swimming facilities (access, appearance, quality)	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 13.]

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

14. Code Enforcement Services. Please rate the City's performance in the 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 diseases	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 15.]

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 17.]

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 19.]

1st: ____ 2nd: ____

20. 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 underserved communities, including populations who face barriers such as low income, lower levels of education, limited English proficiency, and mental or physical disabilities	4	3	2	1	9
04.	Services to unhoused 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 all persons	4	3	2	1	9
12.	Variety of arts and cultural programs	4	3	2	1	9
13.	Services that seek to address racial and ethnic disparities	4	3	2	1	9

21. 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)?

____(1) Yes [Answer Q22a.] ____ (2) No [Skip to Q23.]

21a. 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

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

Communication		Excellent	Good	Fair	Poor	Don't Know
1.	The availability of information about City programs and services	4	3	2	1	9
2.	Overall usefulness of the City's website	4	3	2	1	9
3.	Opportunity to engage/provide input into decisions made by the City	4	3	2	1	9
4.	Quality of city video programming including city television channel and web streaming	4	3	2	1	9
5.	The City's use of social media	4	3	2	1	9

23. Which TWO of the communication 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 23.]

1st: ____ 2nd: ____

24. Which are your top 2 preferred methods of receiving information from the City? [Write in your answers using the numbers from the list below.]

- (1) City website
- (2) Text messages to mobile
- (3) Channel 16 (tv or web)
- (4) Social media (e.g. X/Facebook/Nextdoor)
- (5) Email notification/releases

1st: ____ 2nd: ____

25. How have you watched Channel 16 or other video content from the City of Dallas in the last year? [Check all that apply]

- ____ (1) Watched Channel 16 on TV
- ____ (2) Watched live stream of Channel 16 online
- ____ (3) Watched videos posted on social media
- ____ (4) None of these

26. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. I am pleased with the overall direction that the City of Dallas is taking	5	4	3	2	1	9
2. The City of Dallas government welcomes resident involvement	5	4	3	2	1	9
3. The City of Dallas government listens to a diverse range of people	5	4	3	2	1	9
4. Employees at the City of Dallas are ethical in the way they conduct City business	5	4	3	2	1	9
5. Government leaders at the City of Dallas are ethical in the way they conduct business	5	4	3	2	1	9
6. I am pleased with the direction the City is taking to address racial and ethnic disparities	5	4	3	2	1	9

27. How many years have you lived in Dallas? ____ years

28. What is your age? ____ years

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

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

31. Which of the following best describes your race?

- (01) Asian or Asian Indian (04) White or Caucasian
 (02) Black or African American (05) Native Hawaiian or other Pacific Islander
 (03) American Indian or Alaska Native (99) Other: _____

32. 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+:

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

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

34. 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

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

36. Are you or is anyone in your household disabled? (1) Yes (2) No

37. Are you or is anyone in your household a member of the LGBTQ+ community?

- (1) Yes (2) No

38. Which of the following best describes your employment status?

- (1) Employed full-time (4) Business owned/self-employed
 (2) Employed part-time (5) Retired and not employed
 (3) Unemployed/looking for work (6) Student

39. Would you be willing to participate in future surveys sponsored by the City of Dallas?

- (1) Yes [Answer Q41a.] (2) No

39a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

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.