



# 2024 Community Survey

## City of Dallas, Texas



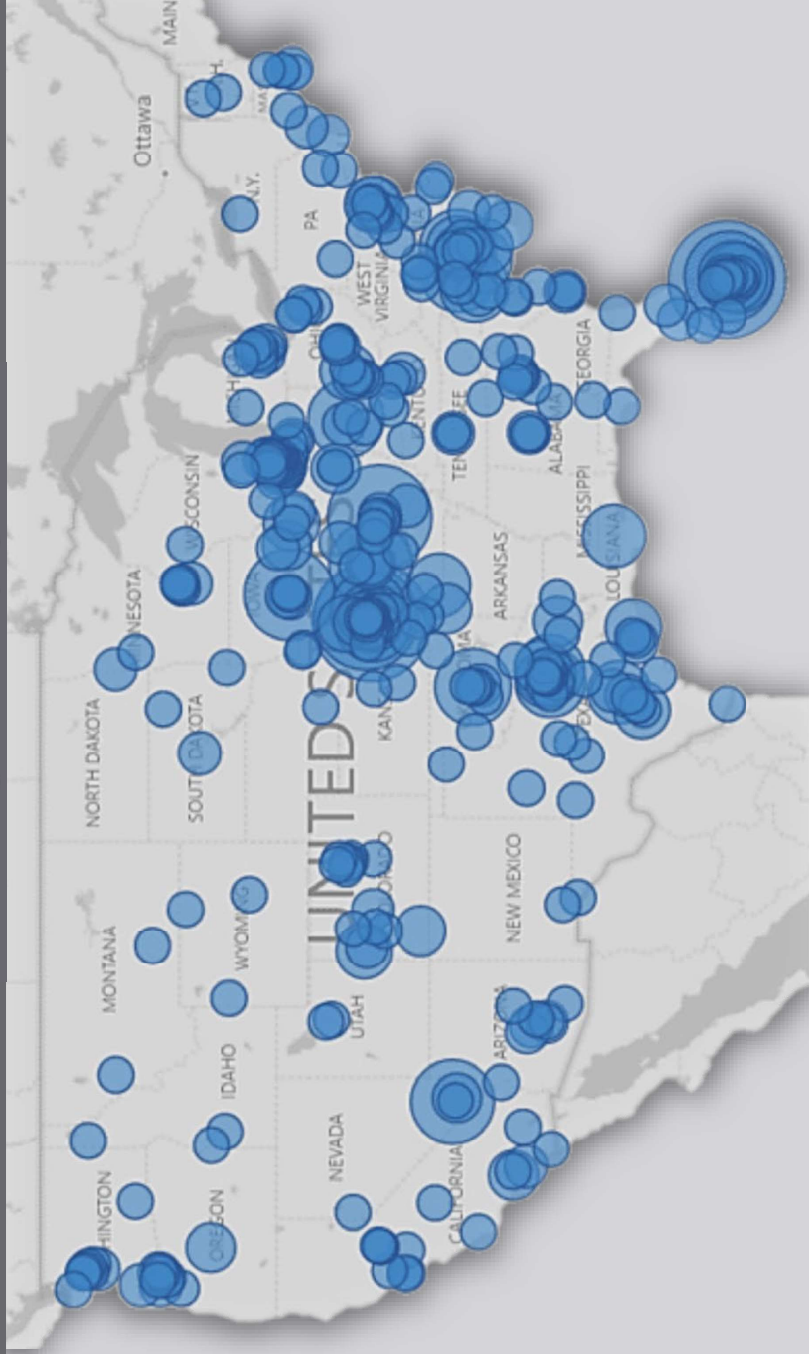
PRESENTED BY



JUNE 2024

# **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

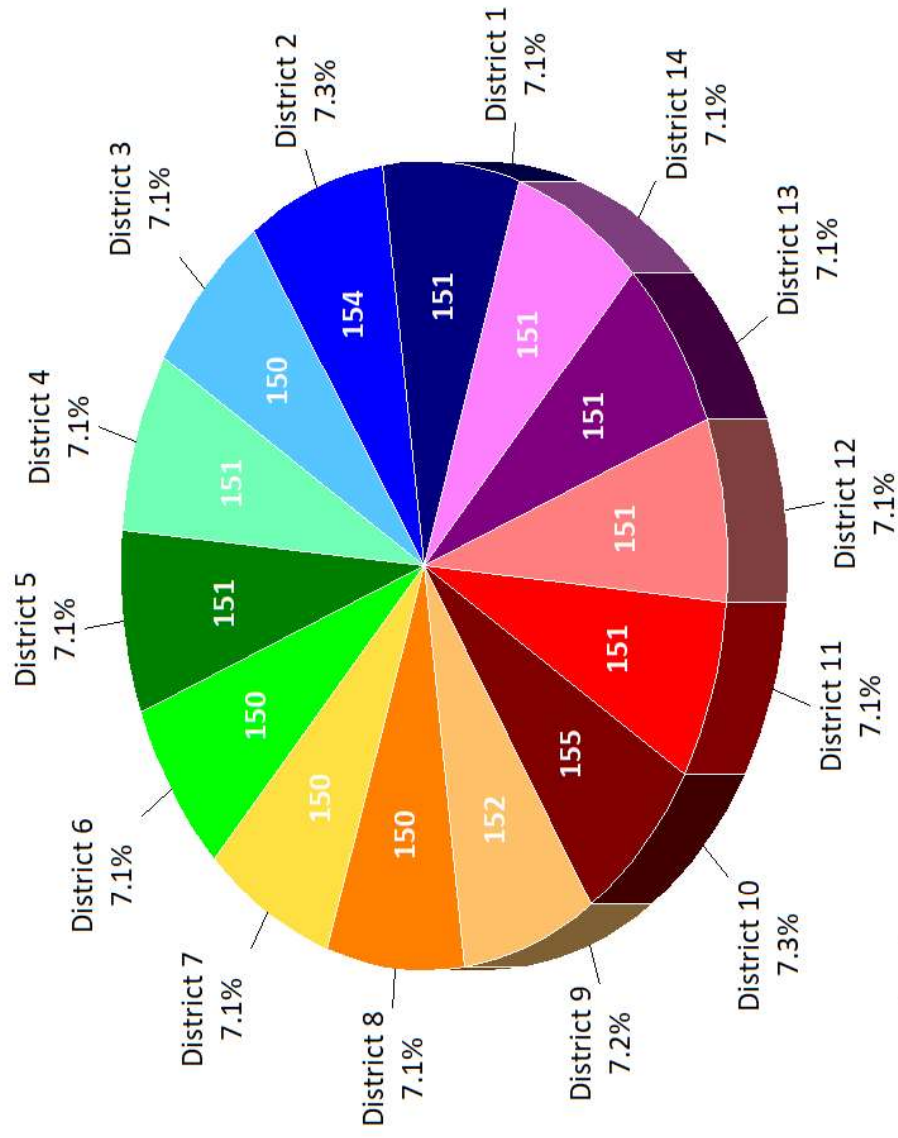


# Methodology

- **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



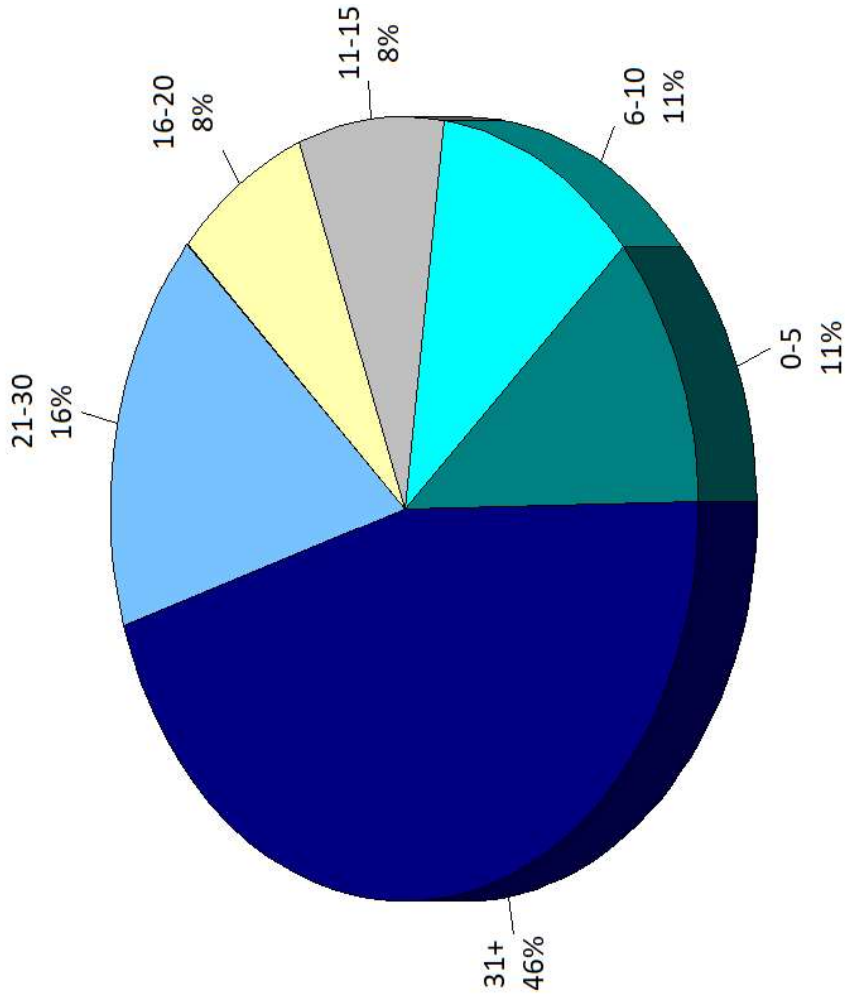
Source: ETC Institute (2024)

Good Representation by Council District



## Q22. How many years have you lived in Dallas?

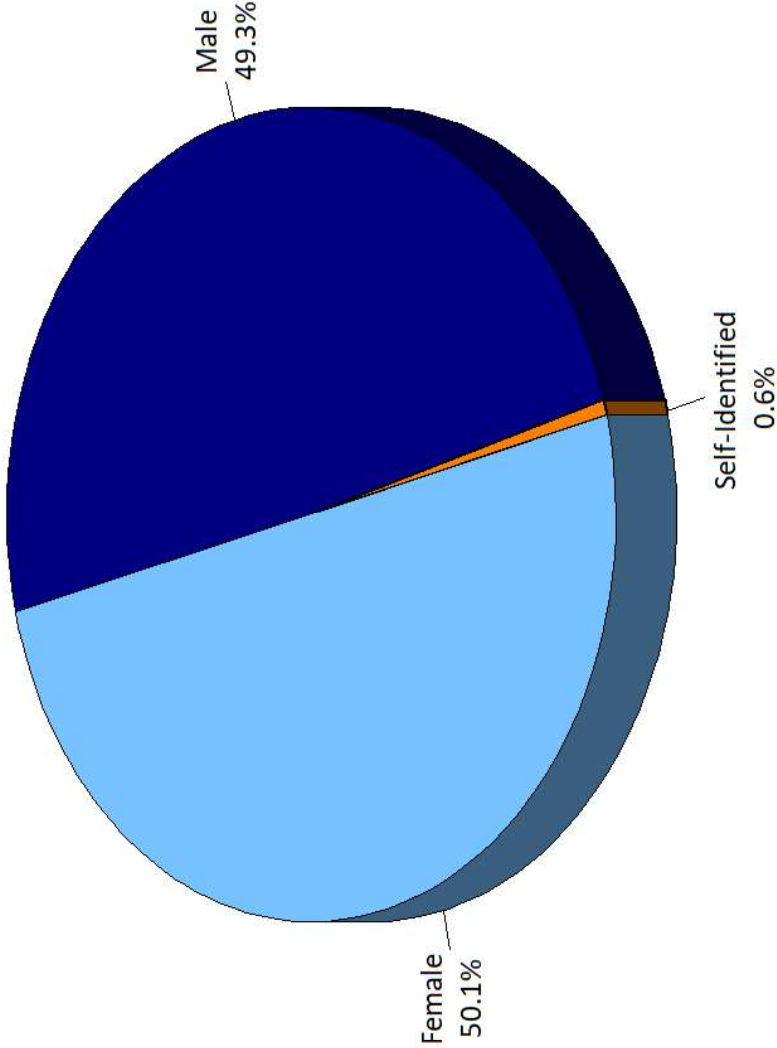
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2024)

# Q24. What is your gender?

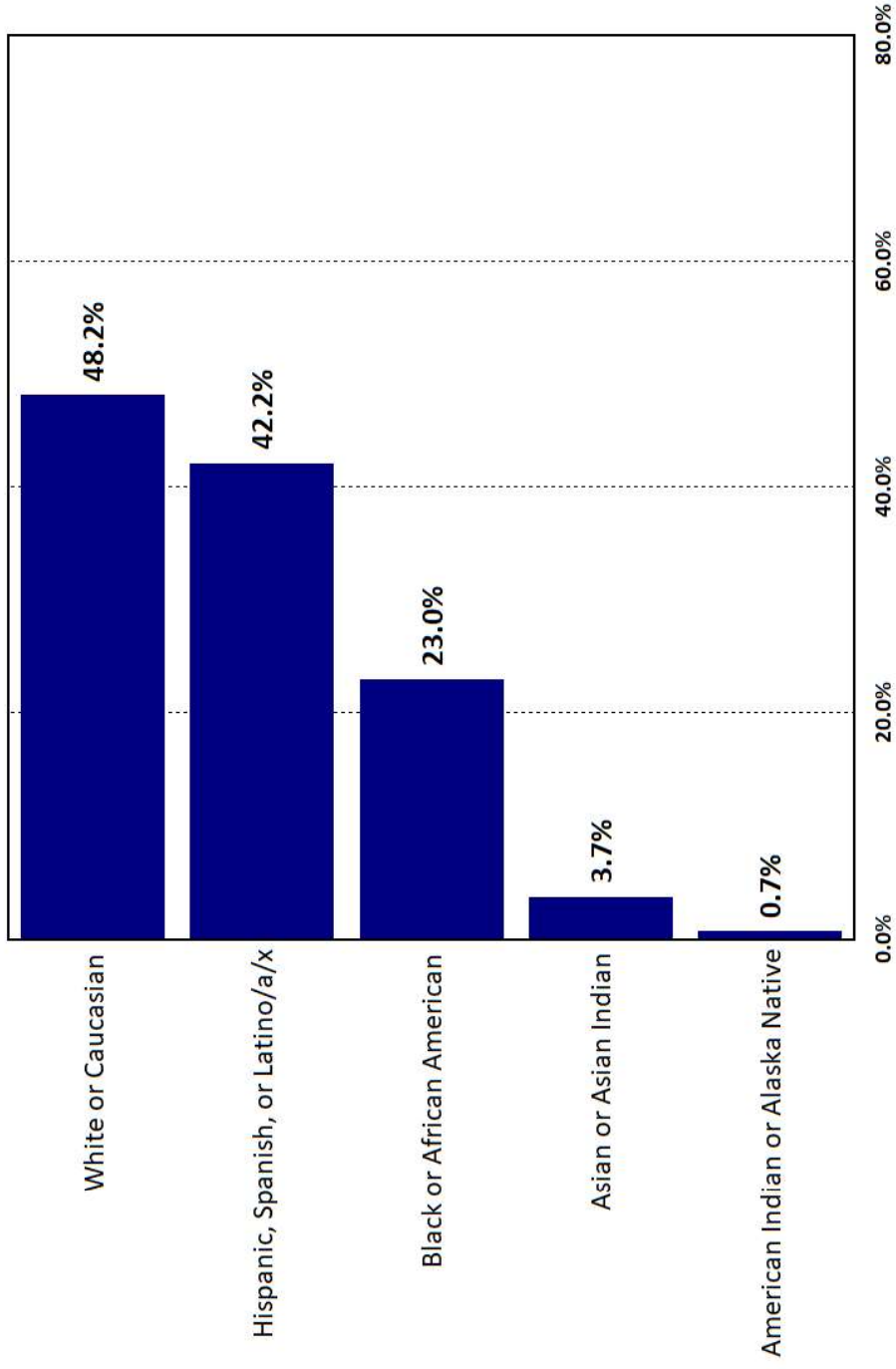
by percentage of respondents



Source: ETC Institute (2024)

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

by percentage of respondents (multiple selections could be made)

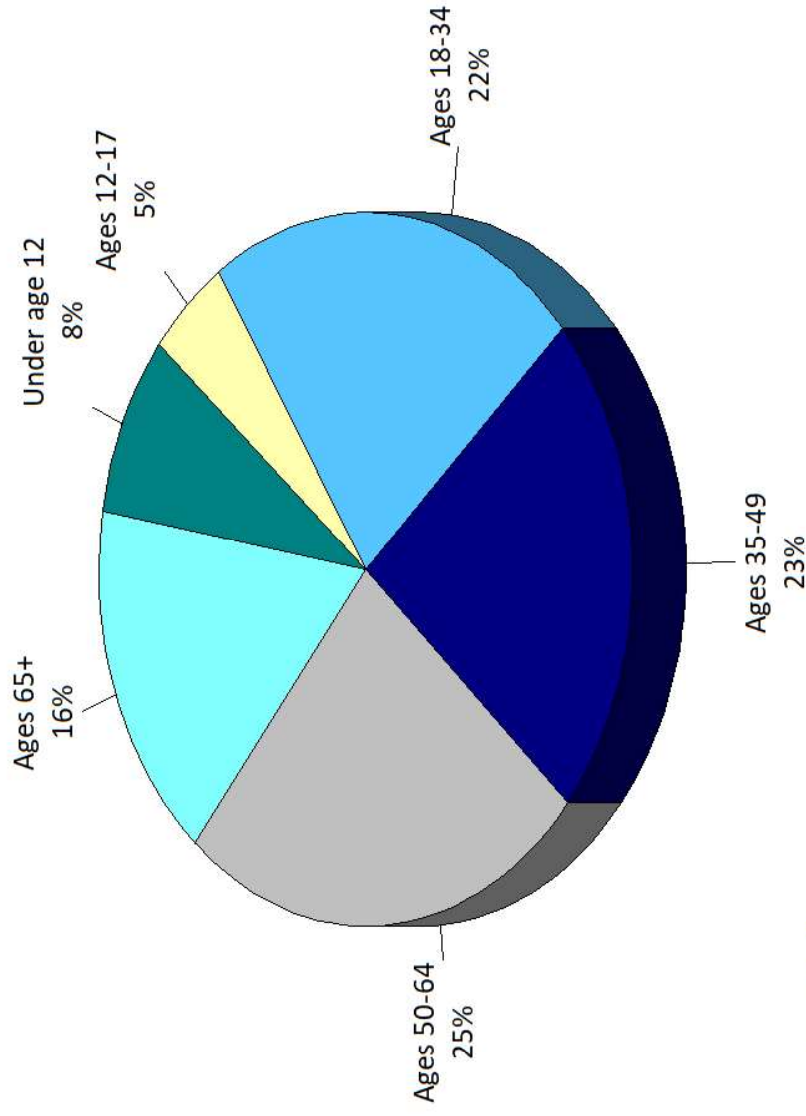


Source: ETC Institute (2024)



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

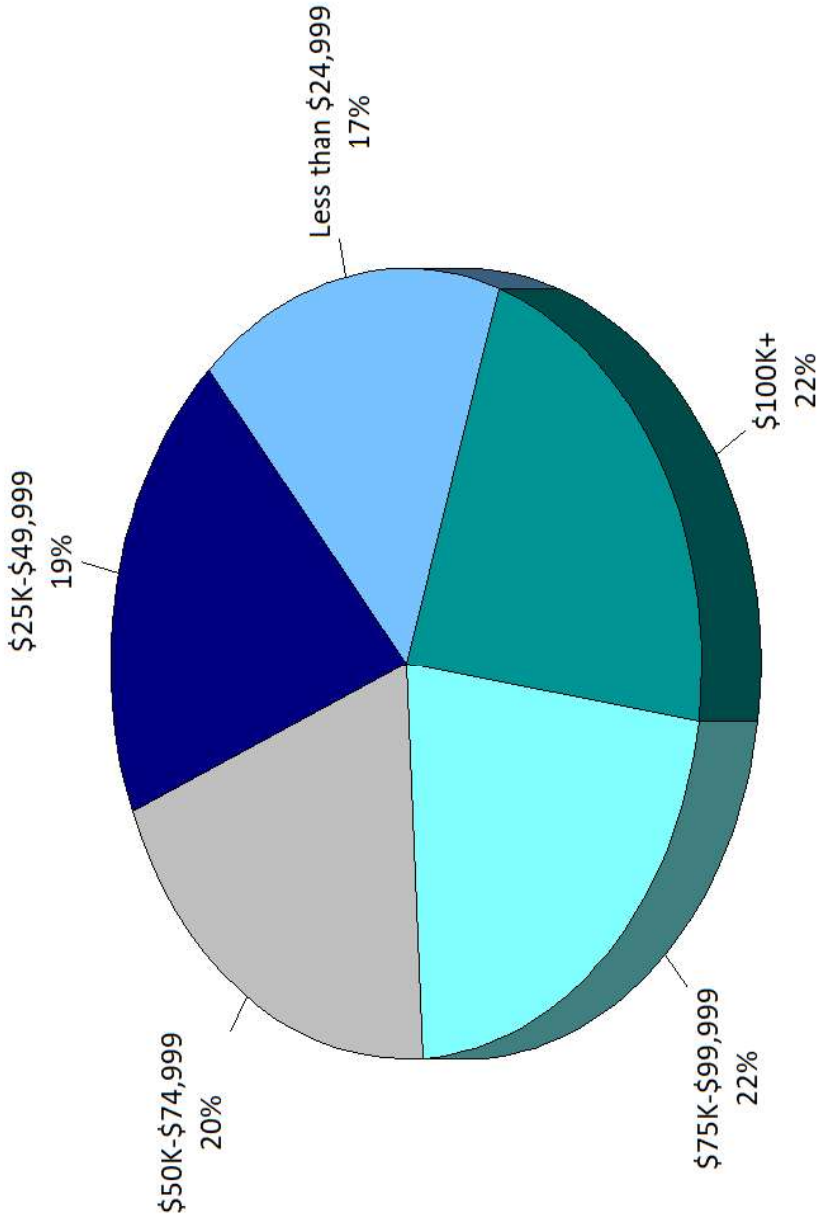
by percentage of persons in household



Source: ETC Institute (2024)

## Q29. What is your total annual household income?

by percentage of respondents (excluding "not provided")



Source: ETC Institute (2024)

## What We Learned

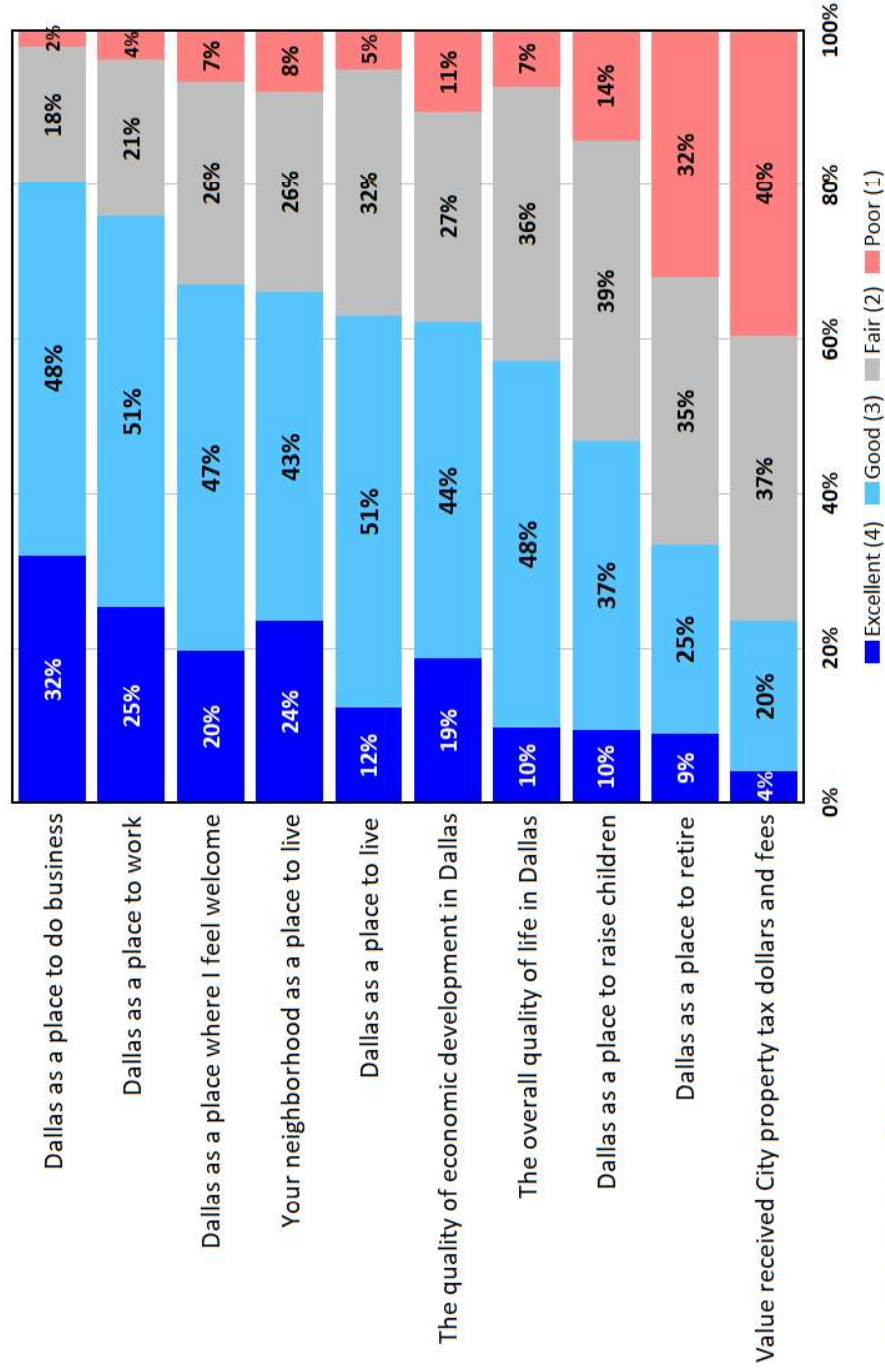
- **Residents Have a Positive Perception of the City of Dallas**
  - 66% Rated Their Neighborhood as an Excellent or Good Place to Live; Only 8% Gave a Rating of Poor
- **The City Is Moving in the Right Direction**
  - Satisfaction Ratings Have Increased in 75 of 127 Areas Since 2023
- **Satisfaction 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

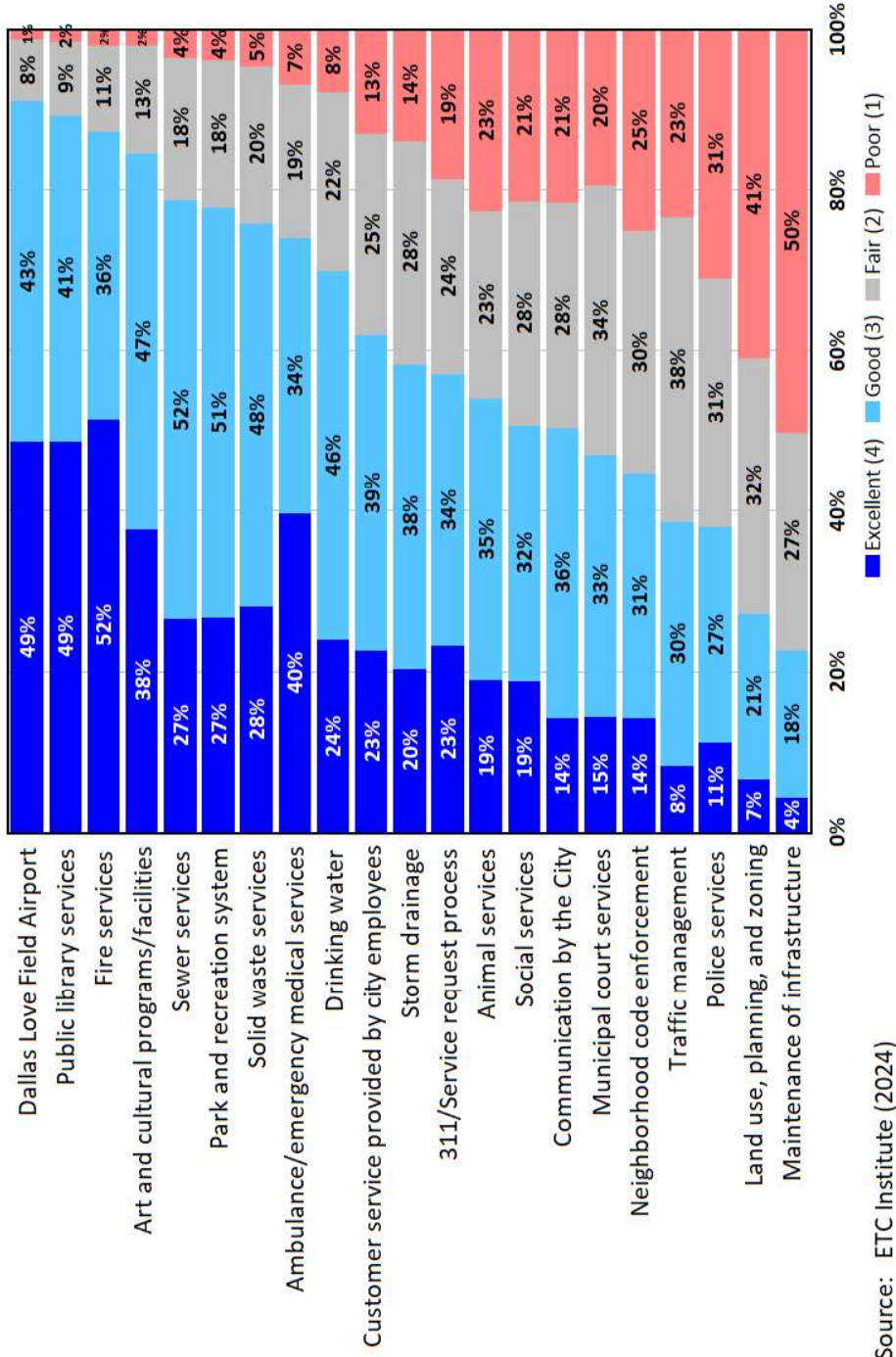
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)



Source: ETC Institute (2024)

## 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)



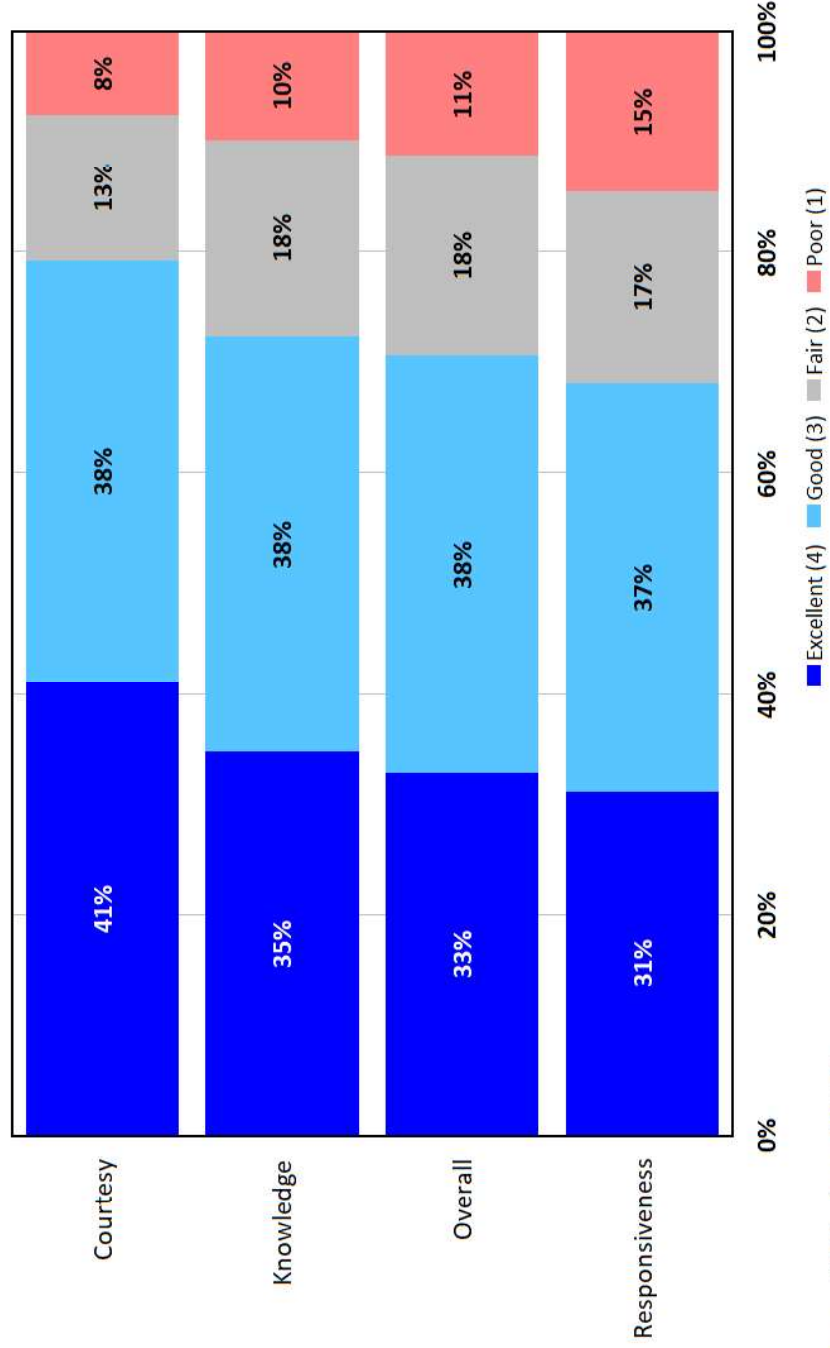
Source: ETC Institute (2024)

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)

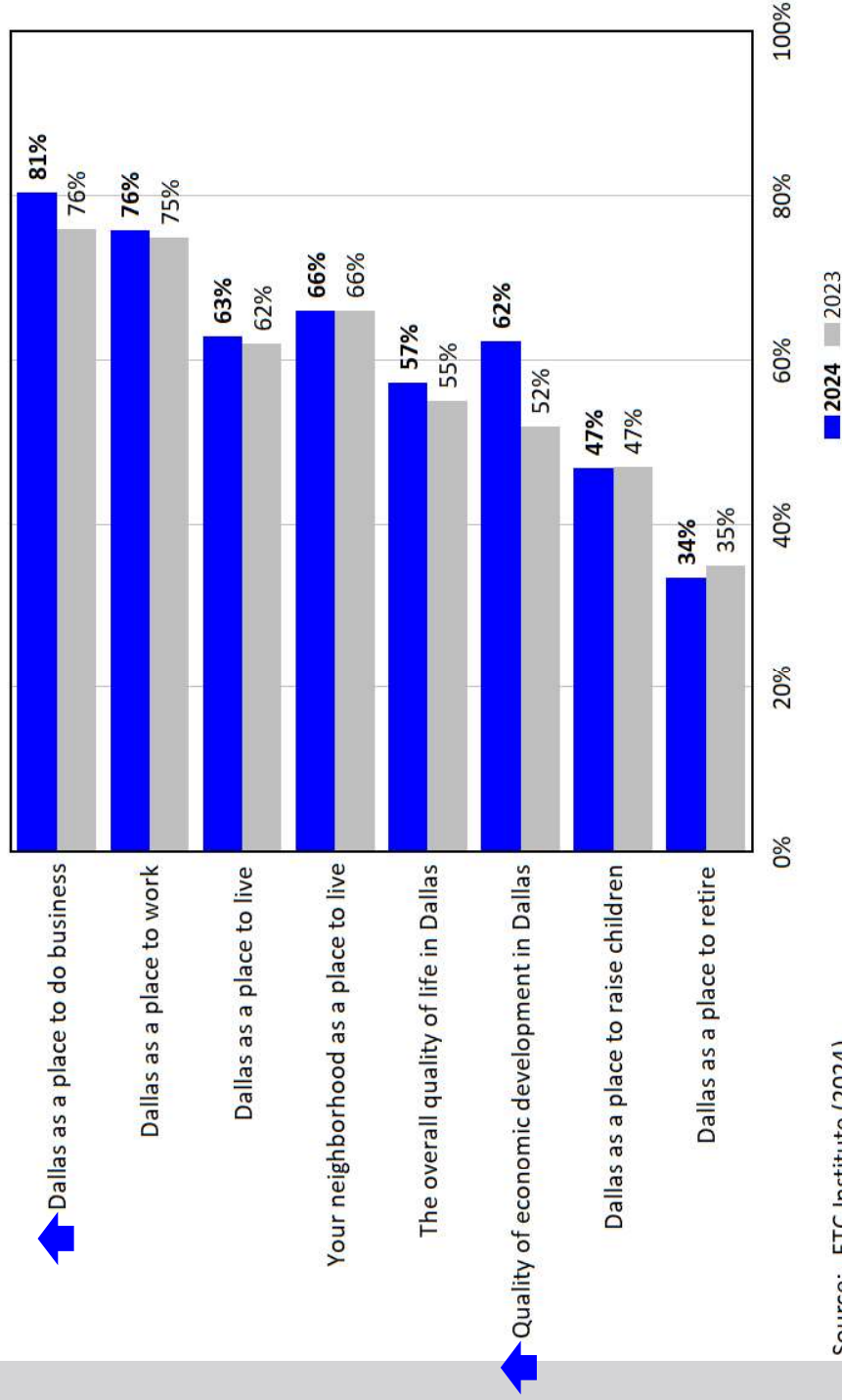
Residents Have Had Positive Interactions with City Employees

## 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)



Source: ETC Institute (2024)

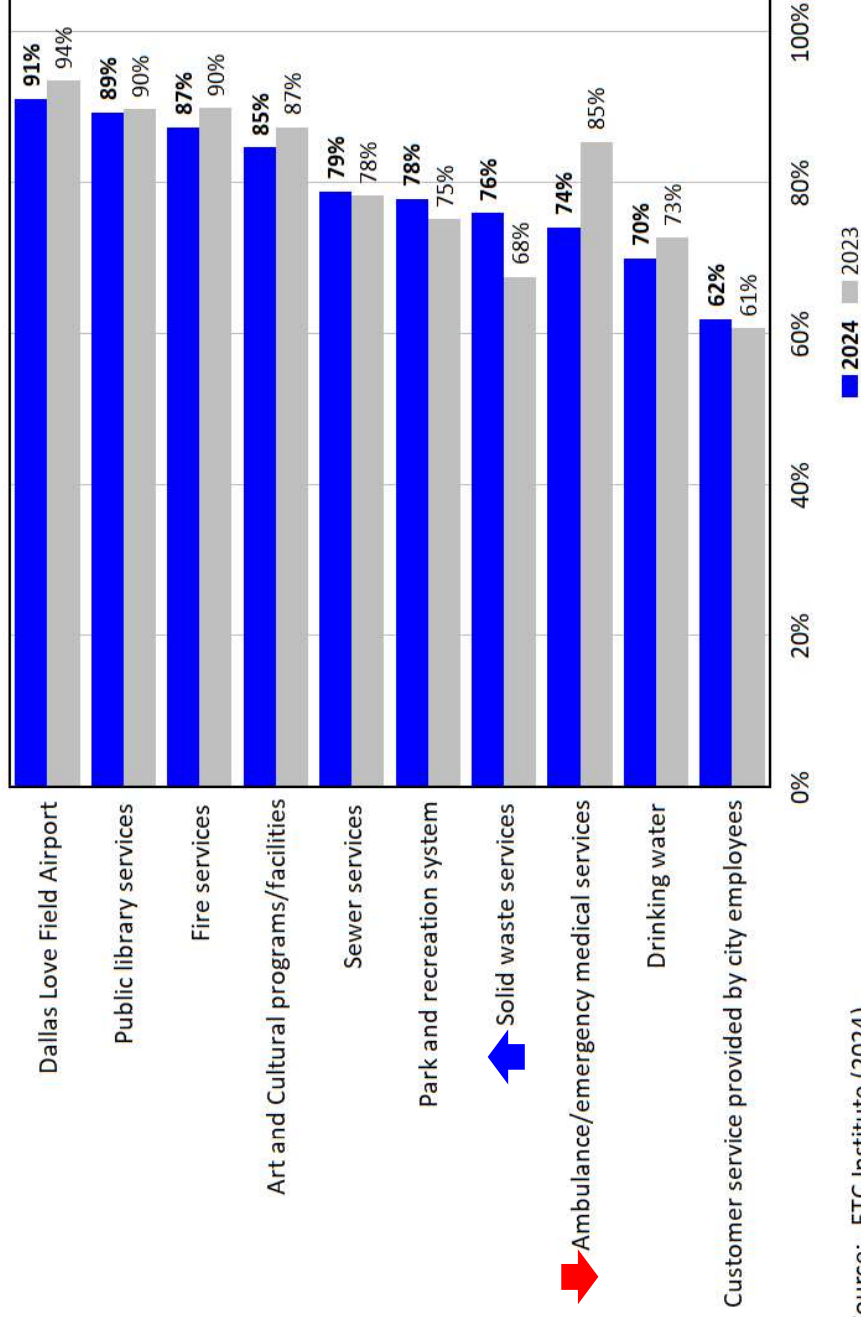
Significant Increase Since 2023

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)



Source: ETC Institute (2024)

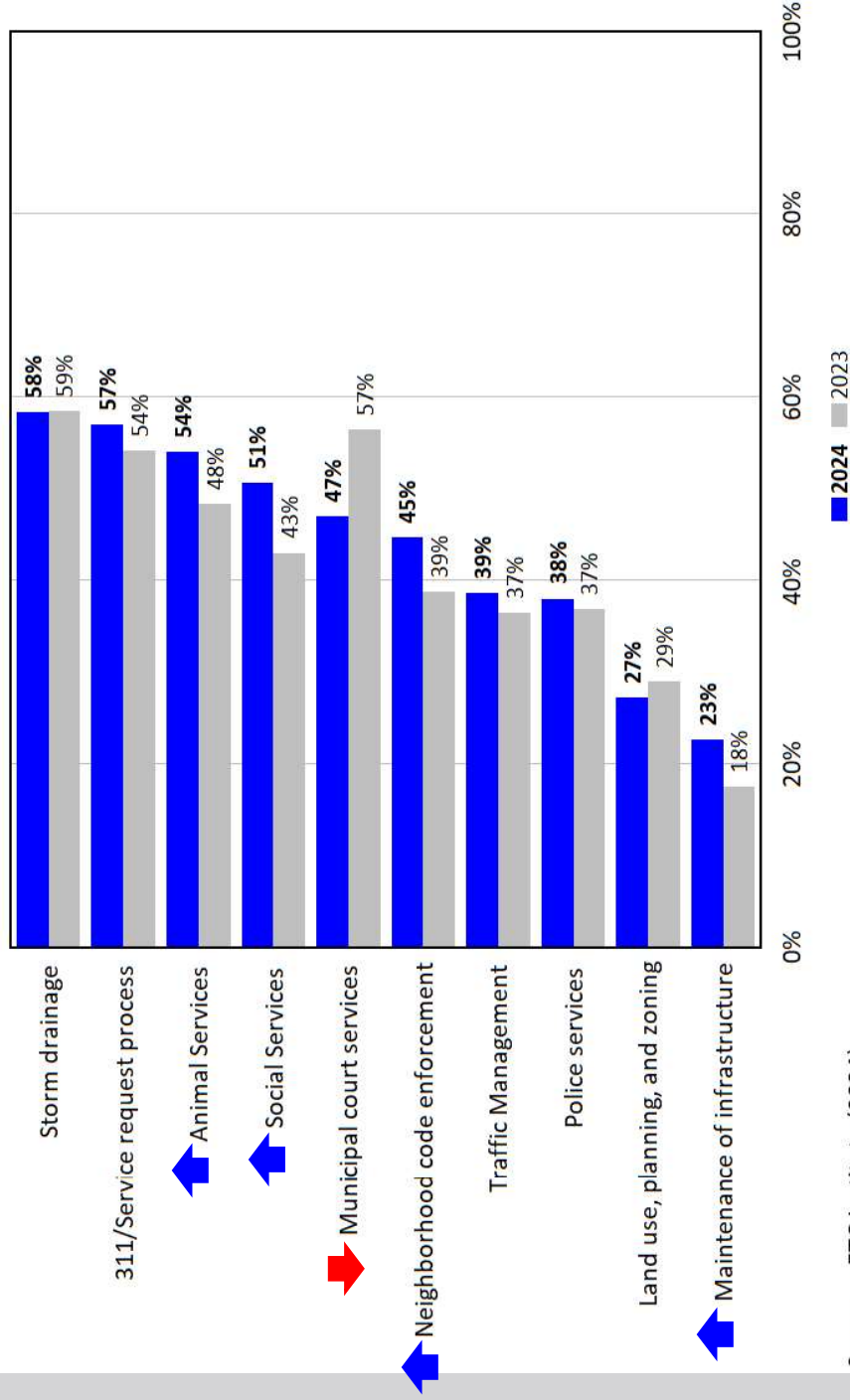
Significant Increase Since 2023

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)



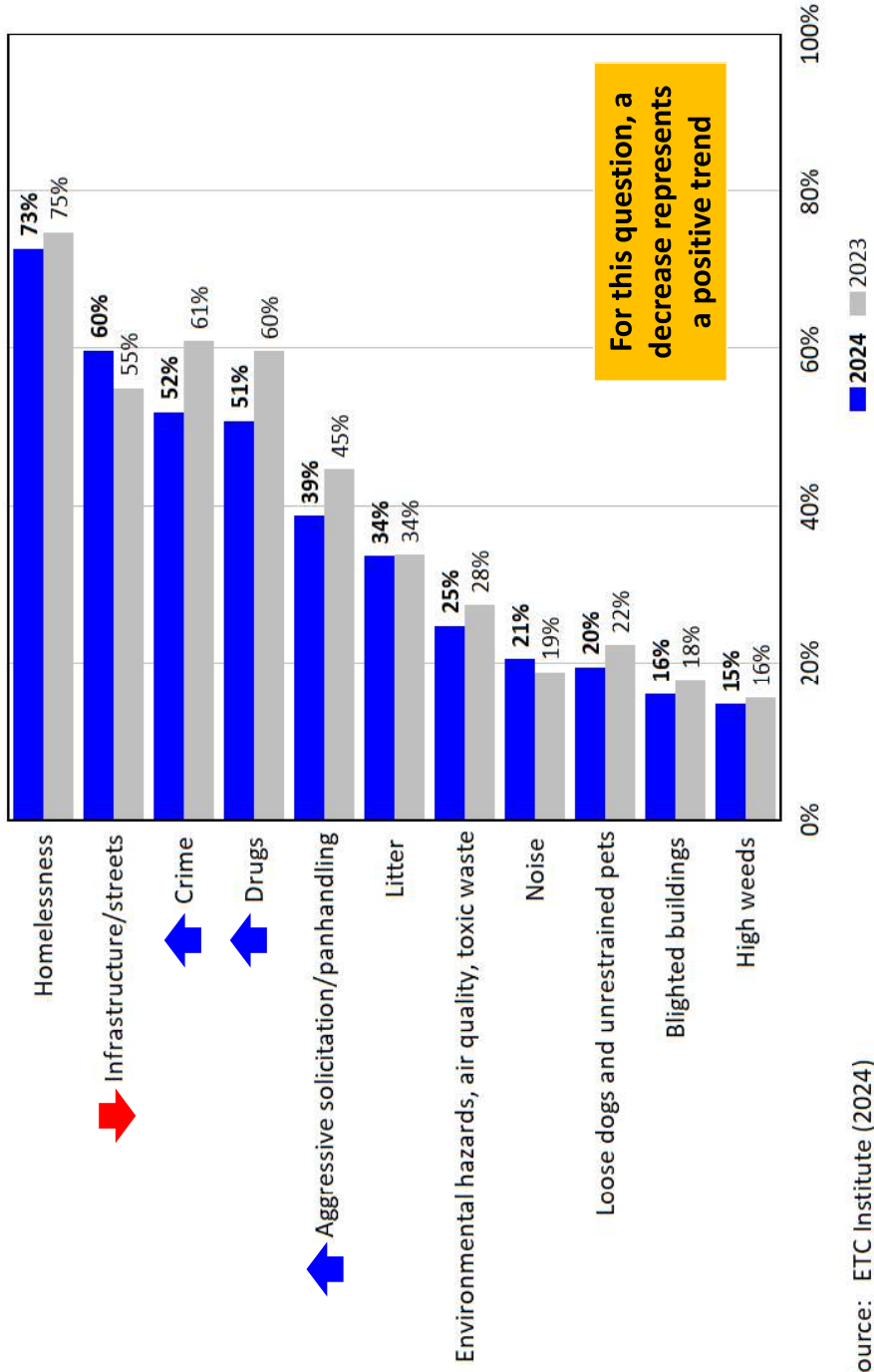
Source: ETC Institute (2024)

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)



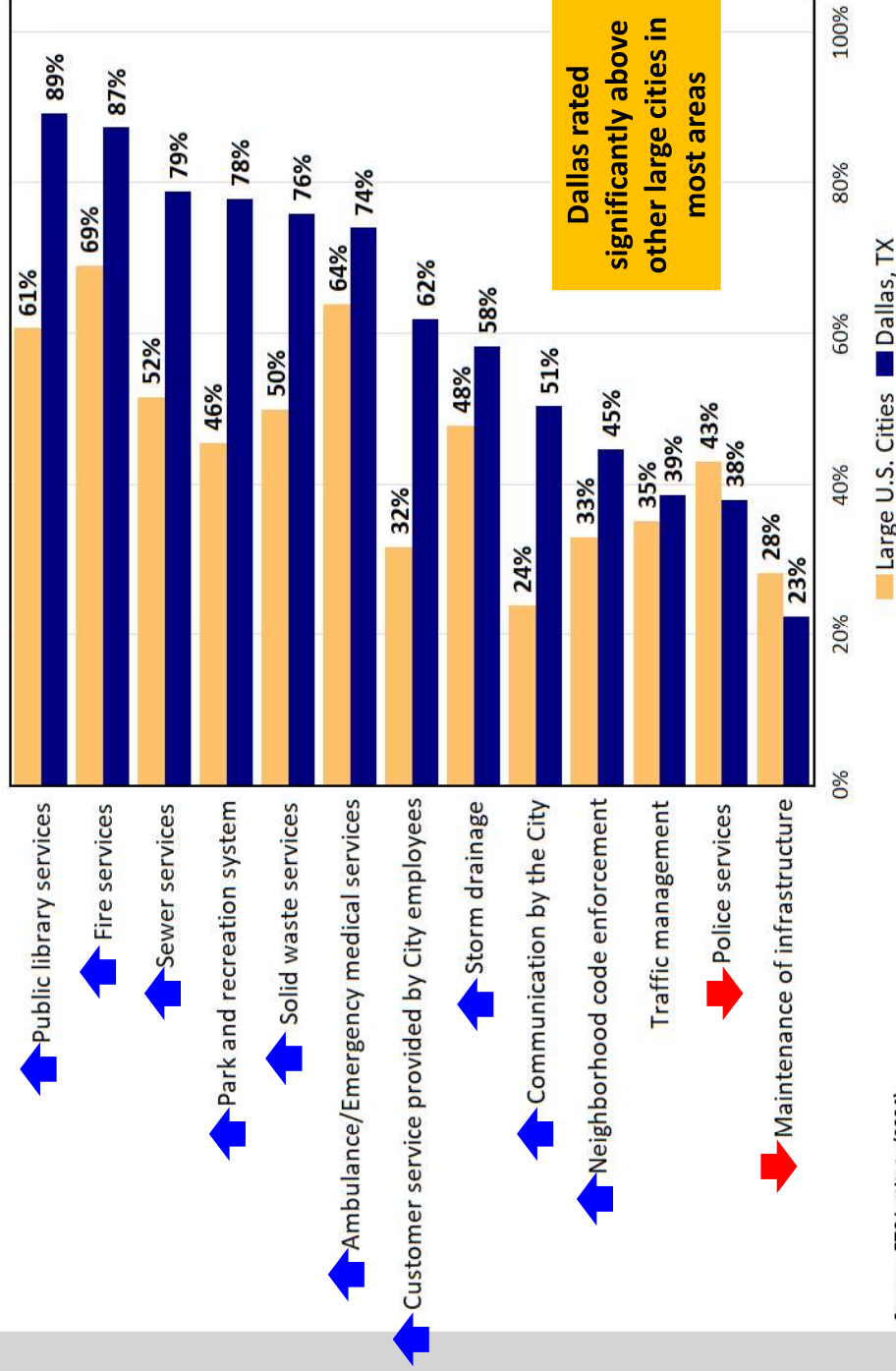
## Topic #3

**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

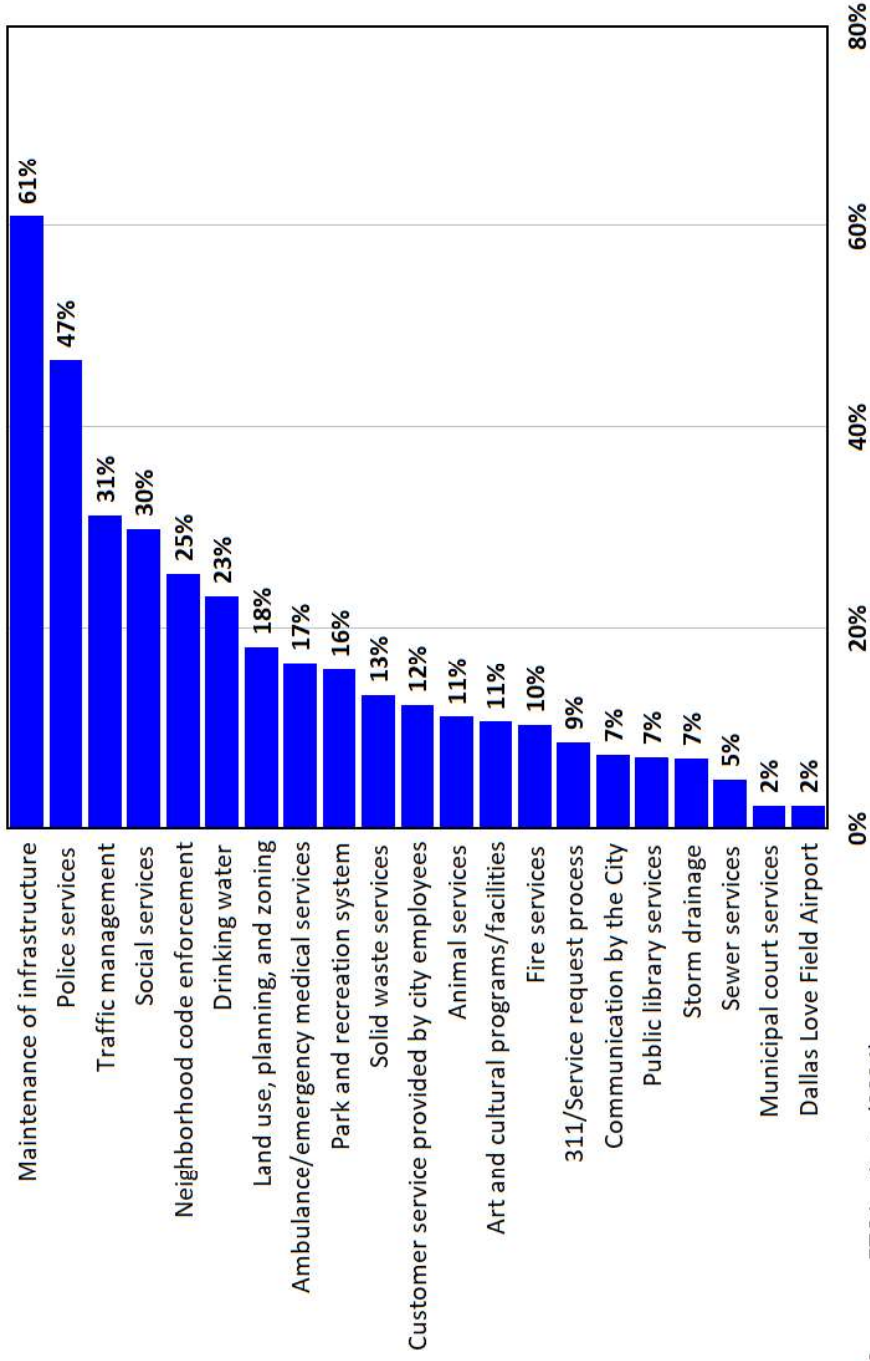
Significantly Lower



# 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

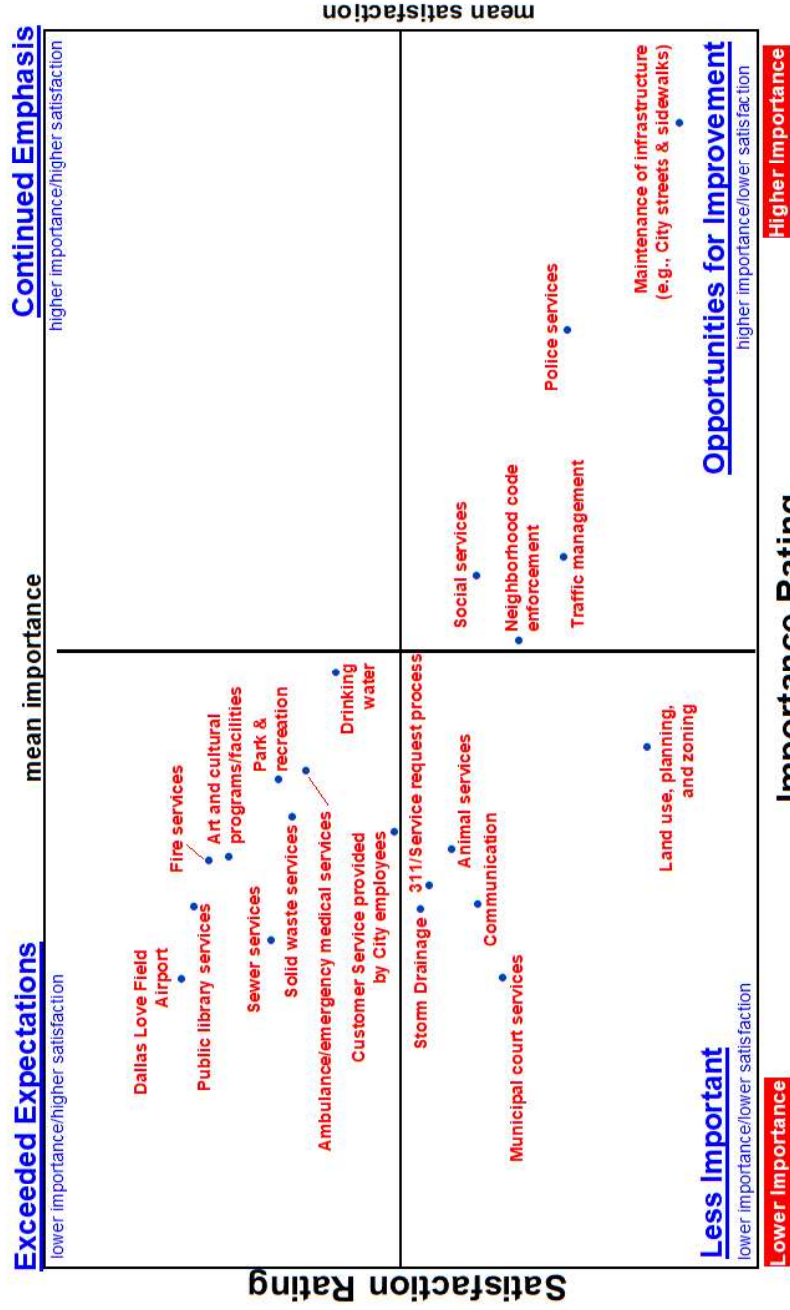
| Category of Service                         | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b>Very High Priority (IS &gt; .20)</b>     |                  |                     |                |                   |                                |                 |
| Maintenance of infrastructure               | 61%              | 1                   | 23%            | 21                | 0.4715                         | 1               |
| Police services                             | 47%              | 2                   | 38%            | 19                | 0.2891                         | 2               |
| <b>High Priority (IS .10-.20)</b>           |                  |                     |                |                   |                                |                 |
| 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               |
| <b>Medium Priority (IS &lt; .10)</b>        |                  |                     |                |                   |                                |                 |
| 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)

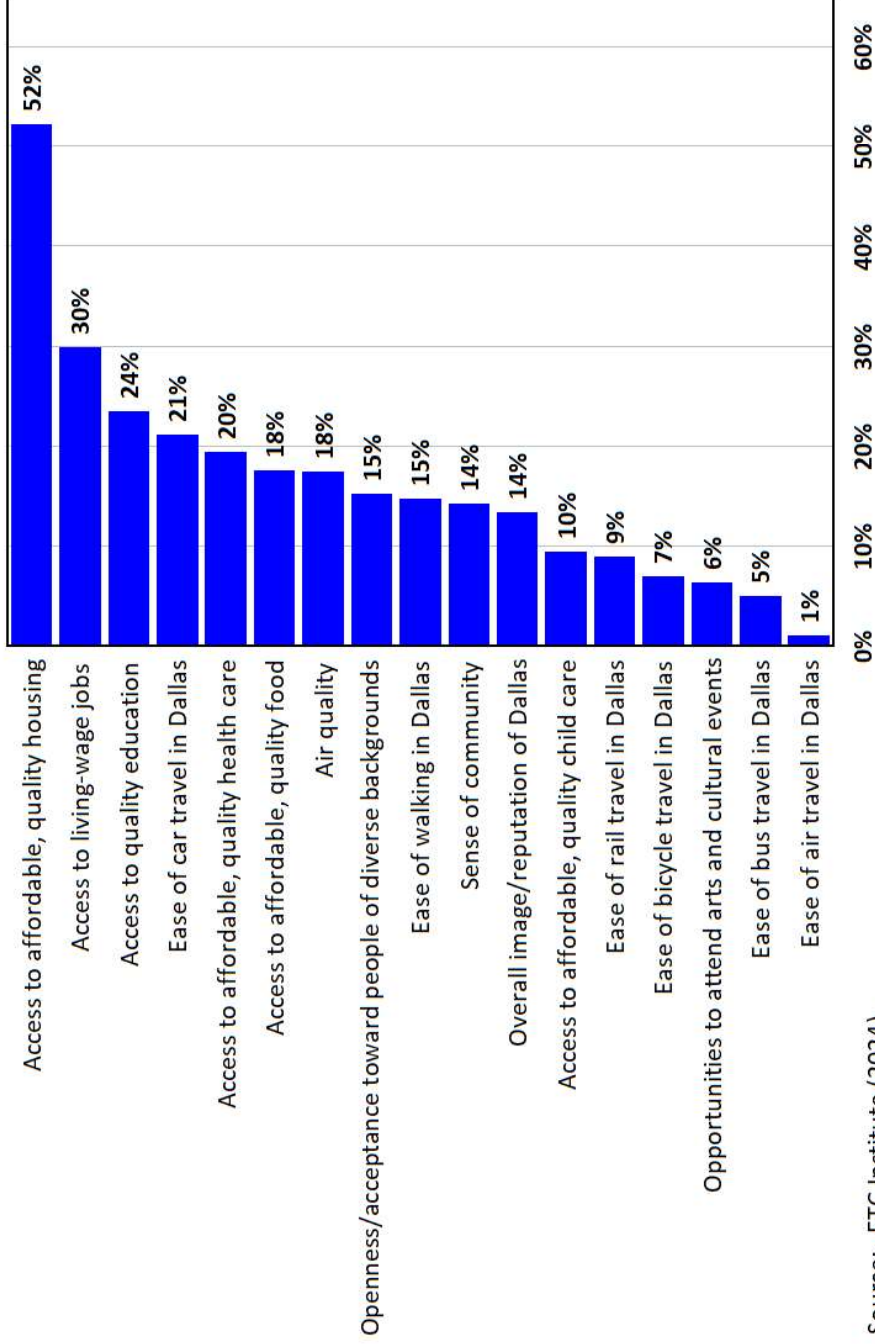


Source: ETC Institute (2024)

## Overall Priorities

### 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
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- **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            |