



City of Dallas

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The City of Dallas, Texas

Report of Results 2007



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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Dallas staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Dallas staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 8,400 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. All mailed materials were printed in English and Spanish. Of the mailed postcards, 748 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 1,192 residents, for a response rate of 16%. Typically, the response rates obtained on citizen surveys range from 20% to 40%. Response rates for individual Council Districts are reported in Appendix B.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 1,192 residents is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Dallas. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.

4. Selecting the respondent within the household using an unbiased sampling procedure¹.
5. Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by City officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other

¹ The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 2 points based on all respondents.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years’ results; found primarily in the graphic representations of the data. In these graphs, data from 2007 are compared to data from 2005 and 2006. The table following a graph contains 2007 data only, and is titled accordingly. Differences between years can be considered “statistically significant” if they are greater than 3 percentage points or 2 points on a 100 point scale.

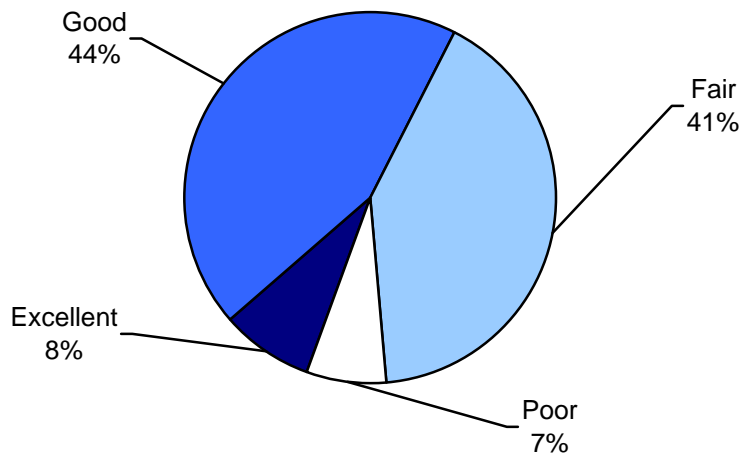
COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Dallas. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Dallas. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Dallas.

Quality of Life

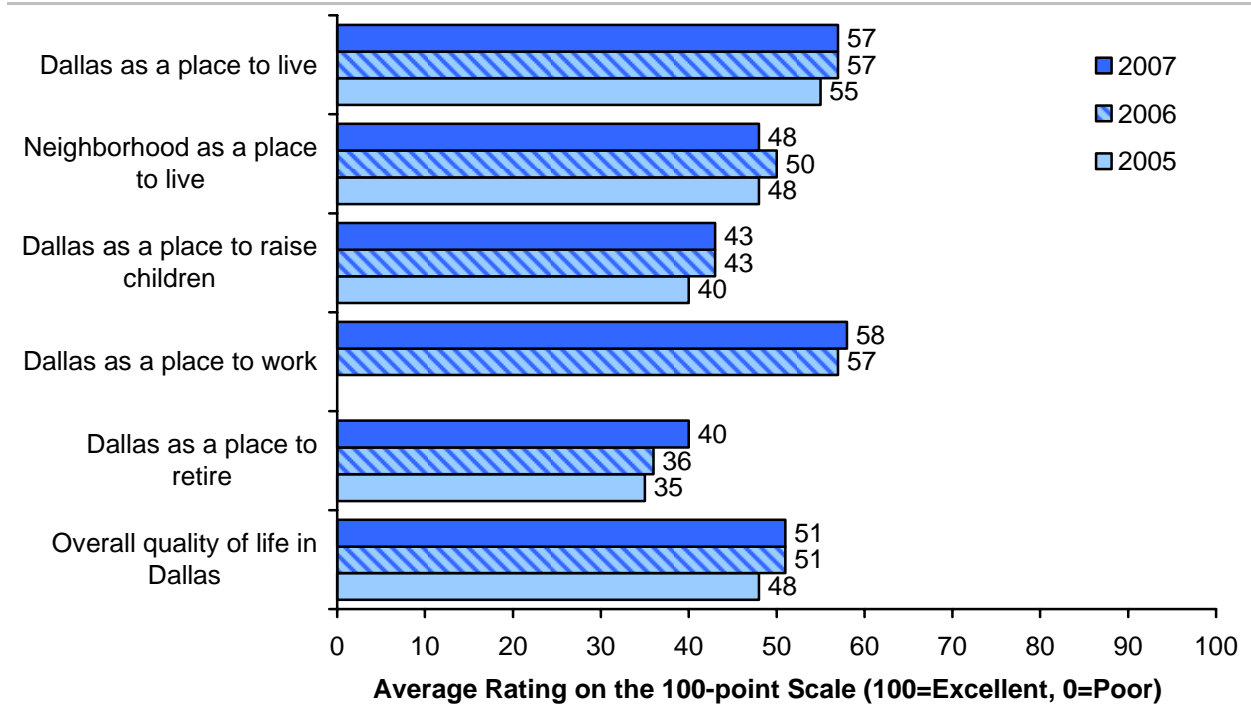
When asked to rate the overall quality of life in Dallas, 8% of respondents thought it was “excellent.” Only 7% rated overall quality of life as “poor.”

Figure 1: Overall Quality of Life in Dallas



The average rating of overall quality of life on a 100-point scale was 48 in 2005 and 51 in 2006. In 2007, the rating was 51. Dallas as a place to raise children received an average rating of 40 on a 100-point scale in 2005 and 43 in 2006, compared to 43 in 2007. Other ratings can be seen in the charts below.

Figure 2: Quality of Life Ratings



2007 Quality of Life Ratings

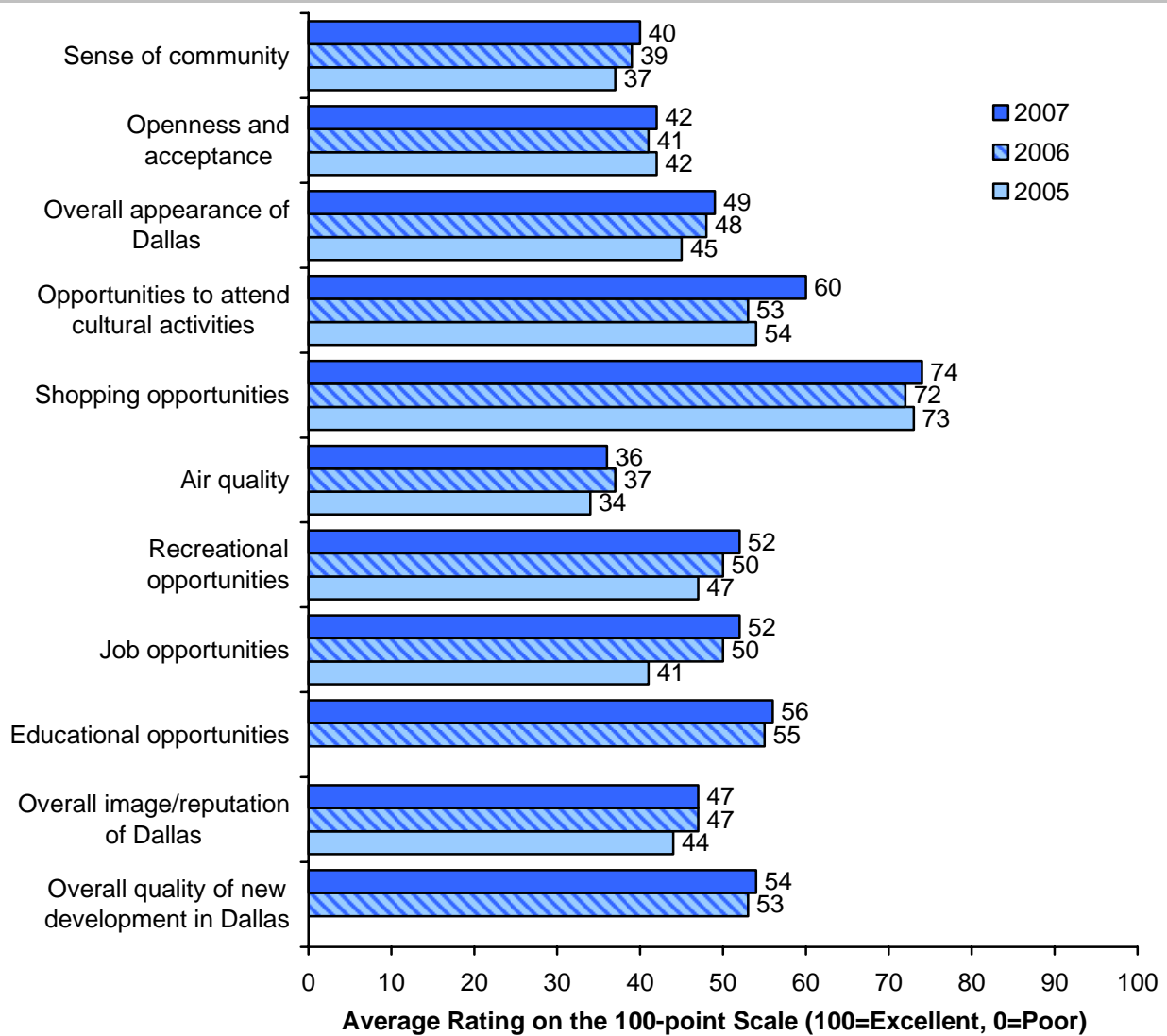
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Dallas as a place to live?	12%	52%	31%	5%	100%	57
How do you rate your neighborhood as a place to live?	14%	34%	34%	18%	100%	48
How do you rate Dallas as a place to raise children?	6%	35%	40%	19%	100%	43
How do you rate Dallas as a place to work?	15%	50%	29%	6%	100%	58
How do you rate Dallas as a place to retire?	7%	32%	36%	25%	100%	40
How do you rate the overall quality of life in Dallas?	8%	44%	41%	7%	100%	51

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Dallas

In 2007, the highest rated characteristics of Dallas were shopping opportunities, opportunities to attend cultural activities, and educational opportunities. The average rating on a 100-point scale given to shopping opportunities in 2007 was 74 compared to 73 in 2005 and 72 in 2006. Average ratings given to all the characteristics are shown in Figures 3, 4 and 5.

Figure 3: Characteristics of the Community: General and Opportunities

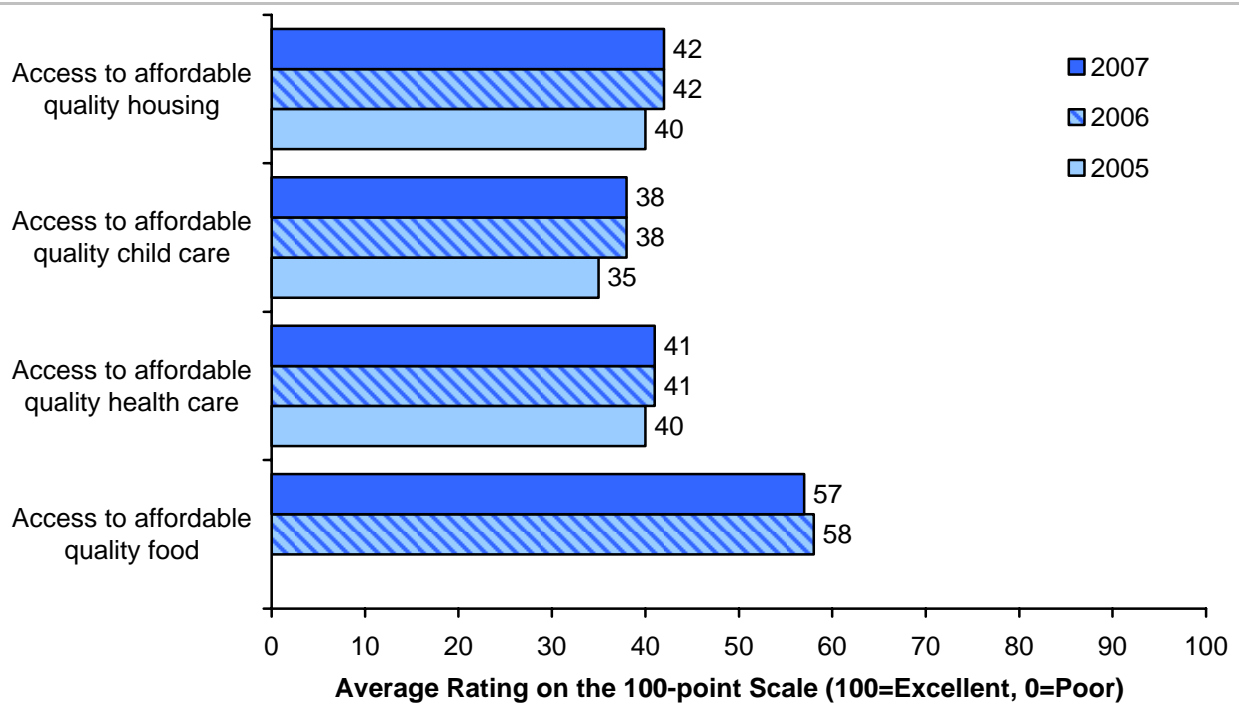


2007 Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Dallas as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Sense of community	4%	32%	46%	18%	100%	40
Openness and acceptance of the community towards people of diverse backgrounds	6%	31%	46%	18%	100%	42
Overall appearance of Dallas	8%	41%	42%	9%	100%	49
Opportunities to attend cultural activities	20%	49%	25%	7%	100%	60
Shopping opportunities	42%	41%	14%	3%	100%	74
Air quality	5%	25%	45%	25%	100%	36
Recreational opportunities	10%	45%	35%	10%	100%	52
Job opportunities	13%	43%	33%	12%	100%	52
Educational opportunities	17%	43%	30%	9%	100%	56
Overall image/reputation of Dallas	7%	40%	42%	11%	100%	47
Overall quality of new development in Dallas	12%	48%	32%	9%	100%	54

Note: "don't know" responses have been removed.

Figure 4: Characteristics of the Community: Access

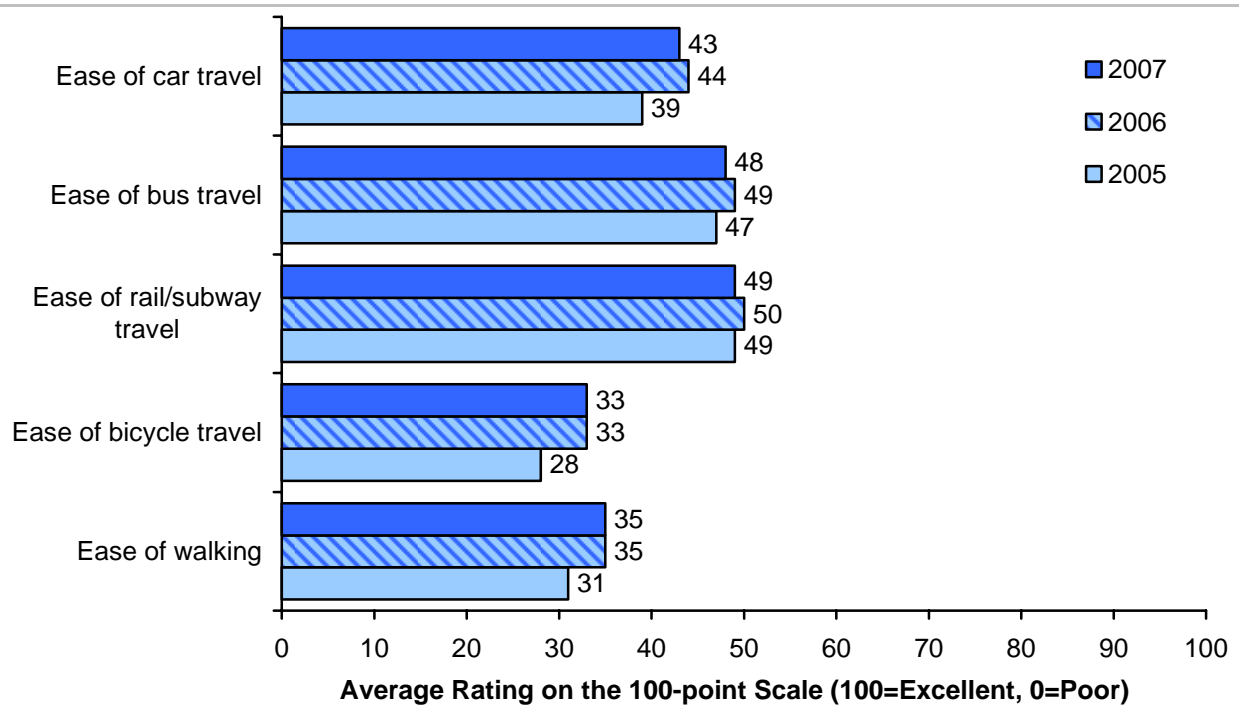


2007 Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Dallas as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	8%	30%	40%	22%	100%	42
Access to affordable quality child care	6%	25%	44%	25%	100%	38
Access to affordable quality health care	10%	29%	35%	26%	100%	41
Access to affordable quality food	20%	38%	34%	8%	100%	57

Note: "don't know" responses have been removed.

Figure 5: Characteristics of the Community: Mobility



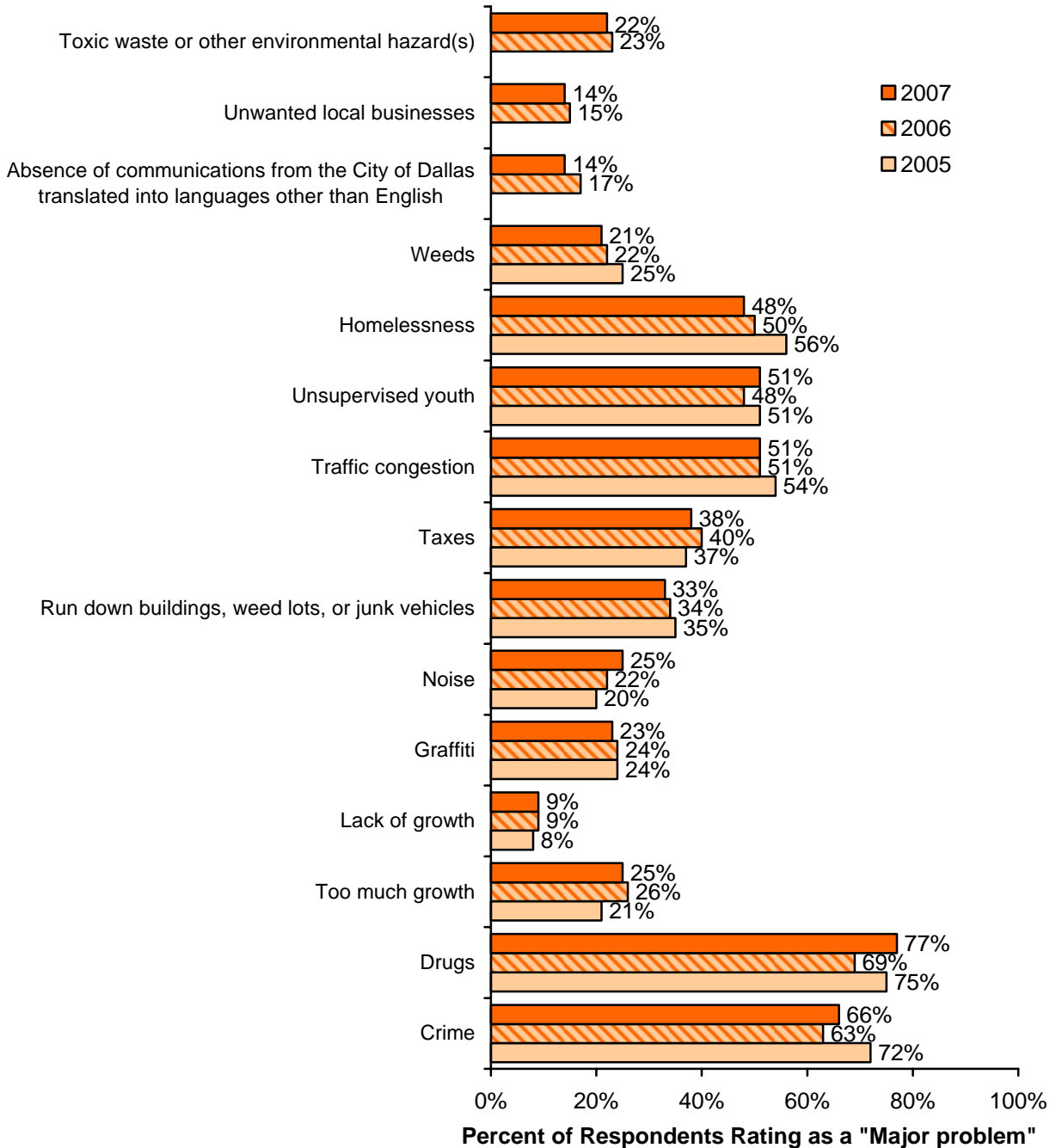
2007 Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Dallas as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Dallas	8%	33%	39%	19%	100%	43
Ease of bus travel in Dallas	12%	37%	34%	17%	100%	48
Ease of rail/subway travel in Dallas	14%	36%	35%	15%	100%	49
Ease of bicycle travel in Dallas	8%	21%	35%	37%	100%	33
Ease of walking in Dallas	7%	23%	38%	32%	100%	35

Note: "don't know" responses have been removed.

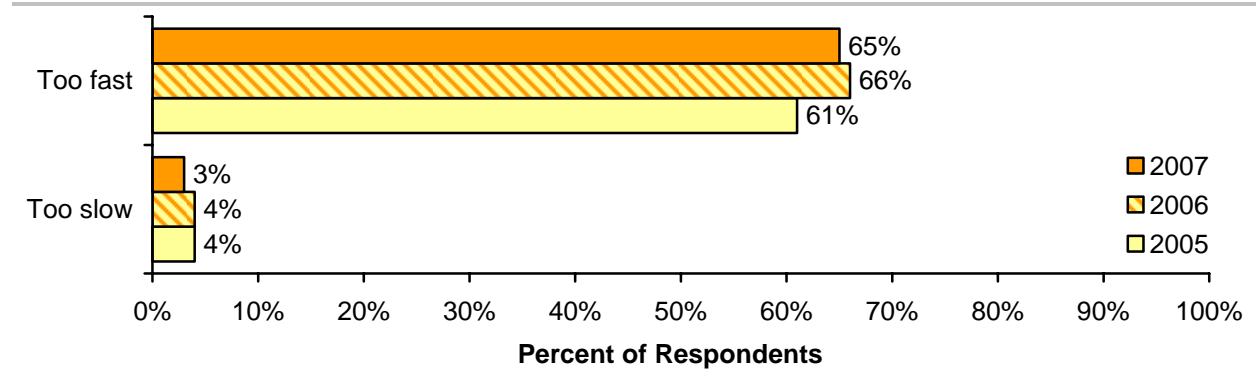
When asked about potential problems in Dallas, the two concerns rated by the highest proportion of respondents as a “major problem” in 2007 were drugs and crime. In 2007 77% rated drugs as a “major problem” compared to 75% in 2005 and 69% in 2006.

Figure 6: Ratings of Potential Problems in Dallas



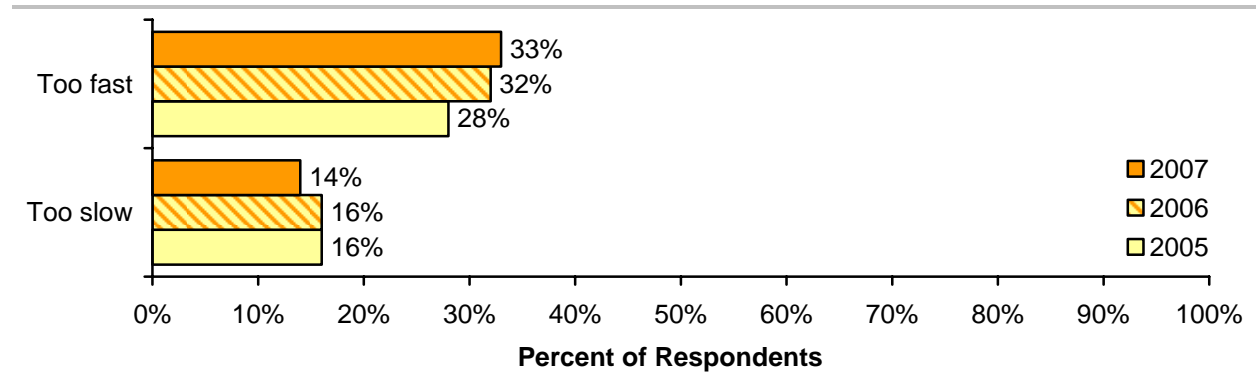
In 2007, the rate of population growth in Dallas was viewed as “too fast” by 65% of respondents, while 3% thought it was “too slow.”

Figure 7a: Ratings of Population Growth by Year in Dallas



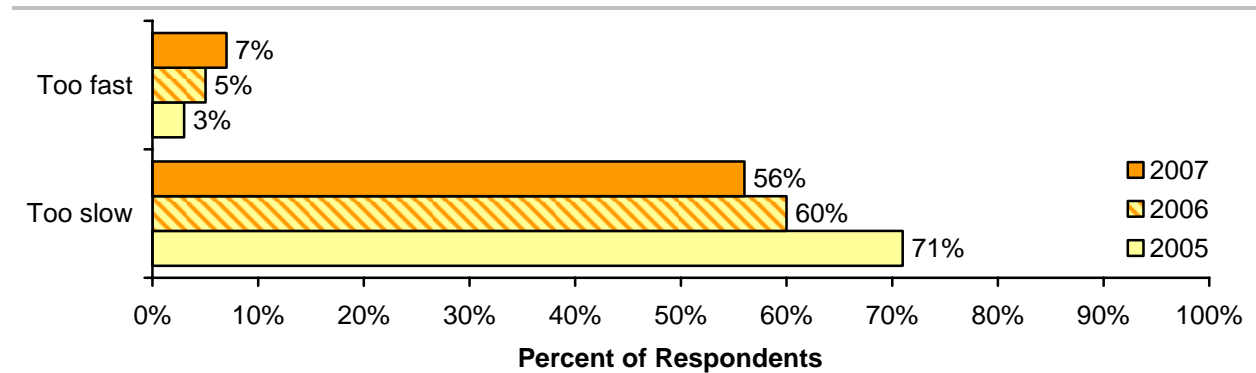
Note: Responses of “right amount” were omitted.

Figure 7b: Ratings of Retail Growth by Year in Dallas



Note: Responses of “right amount” were omitted.

Figure 7c: Ratings of Jobs Growth by Year in Dallas



Note: Responses of “right amount” were omitted.

In 2007, 31% of respondents felt the impact of the economy would be positive on their family income in the next 12 months, while 24% felt it would be negative. In 2005, 31% of respondents and in 2006, 30% felt the impact of the economy would be positive.

Figure 8a: 2007 Perceptions of Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be...

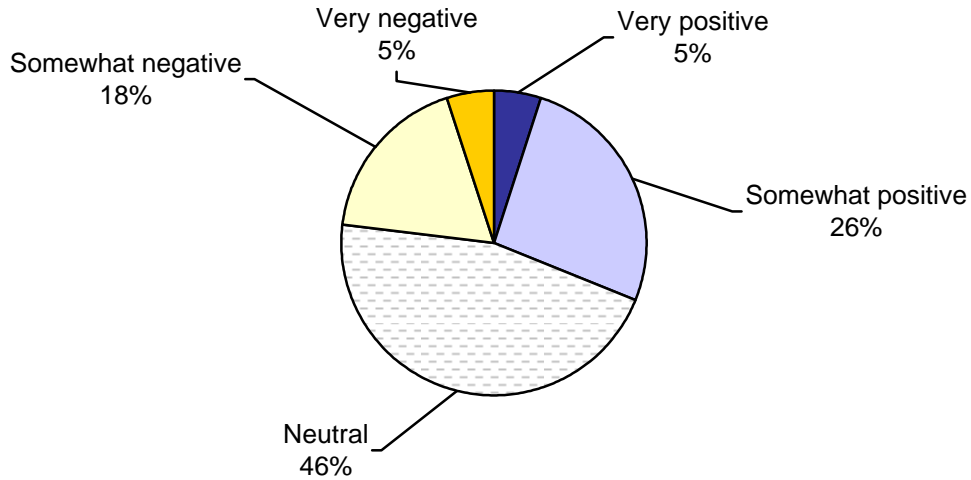
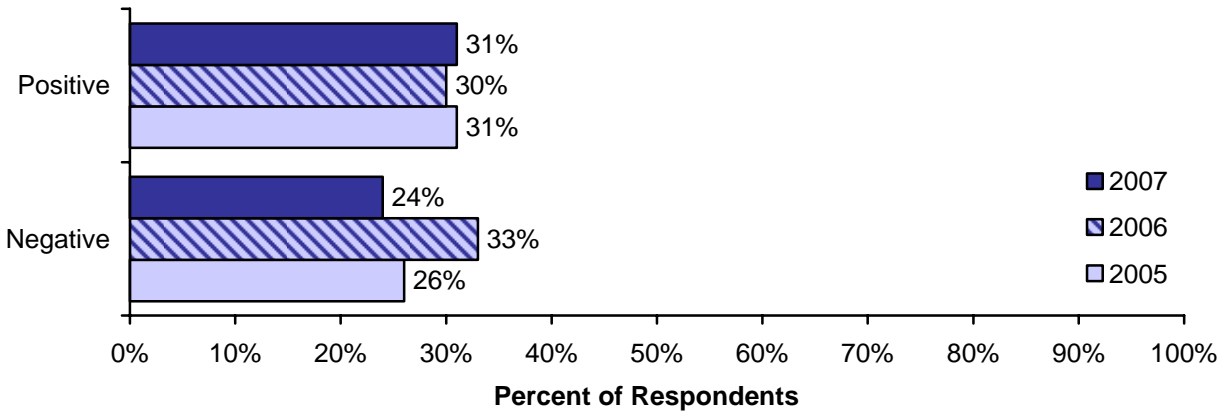


Figure 8b: Comparisons of Perceptions of Economy by Year



Note: Responses of "neutral" were omitted.

Perceptions of Safety

When evaluating safety in the community, 20% of respondents felt “somewhat” or “very safe” from violent crimes in Dallas in 2007, compared to 26% in 2005 and 26% in 2006. In their neighborhood after dark, 37% of survey participants felt “somewhat” or “very safe” in 2007, compared to 38% in 2005 and 42% in 2006.

In 2007, as assessed by the survey, 29% of households reported that at least one member had been the victim of one or more crimes in the past year. In 2005 and in 2006, 29% of households had reported that at least one member had been a crime. Of those who had been the victim of a crime in 2007, 70% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Dallas by Year

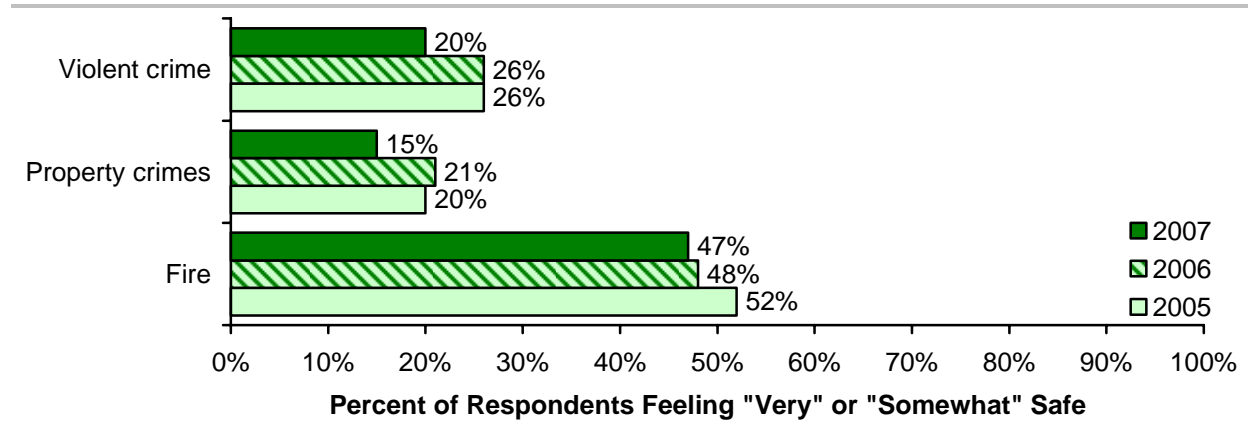


Figure 10: Ratings of Safety in Various Areas in Dallas by Year

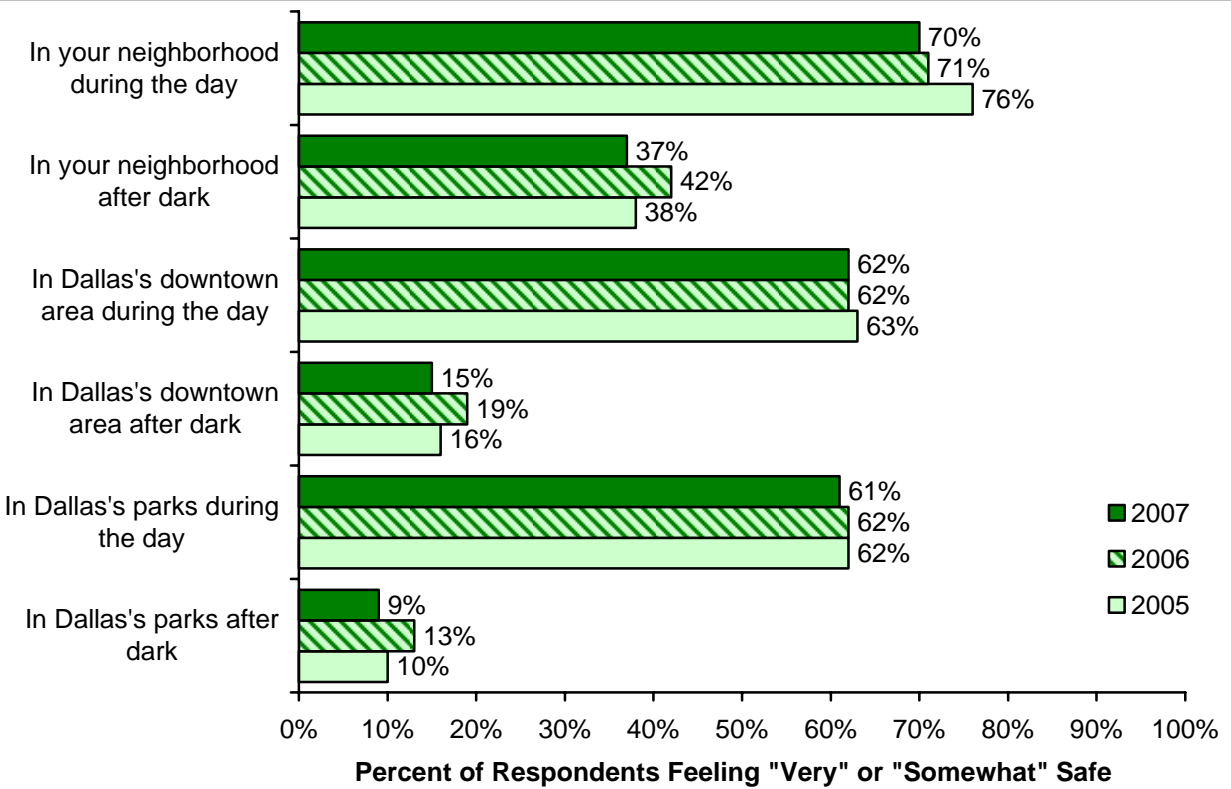


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months by Year

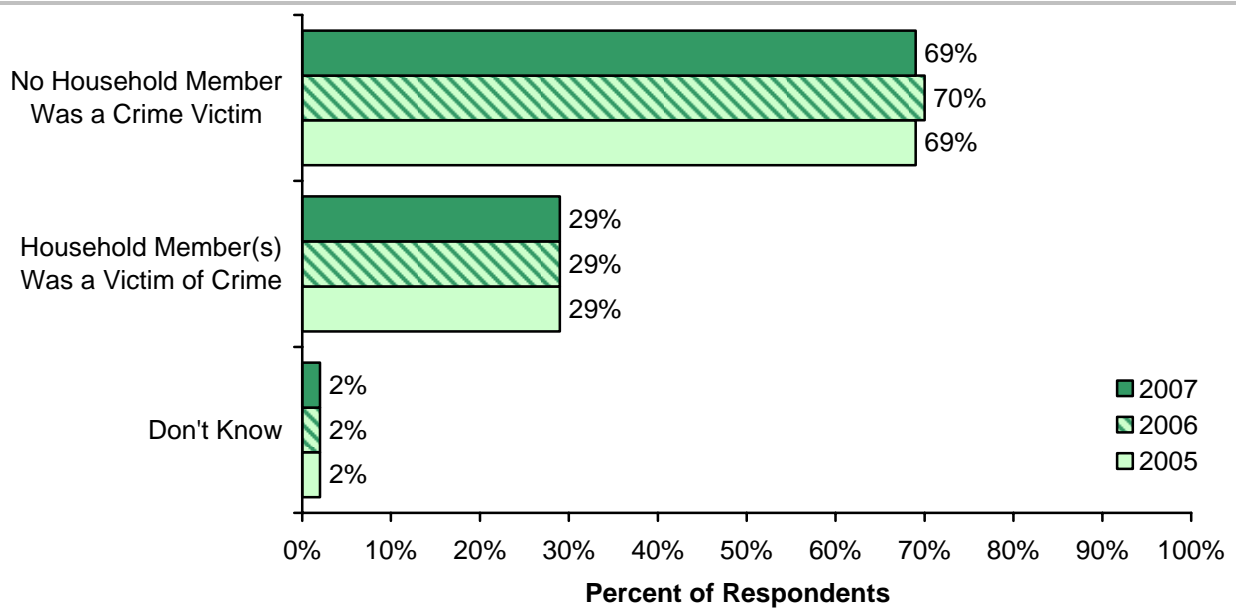
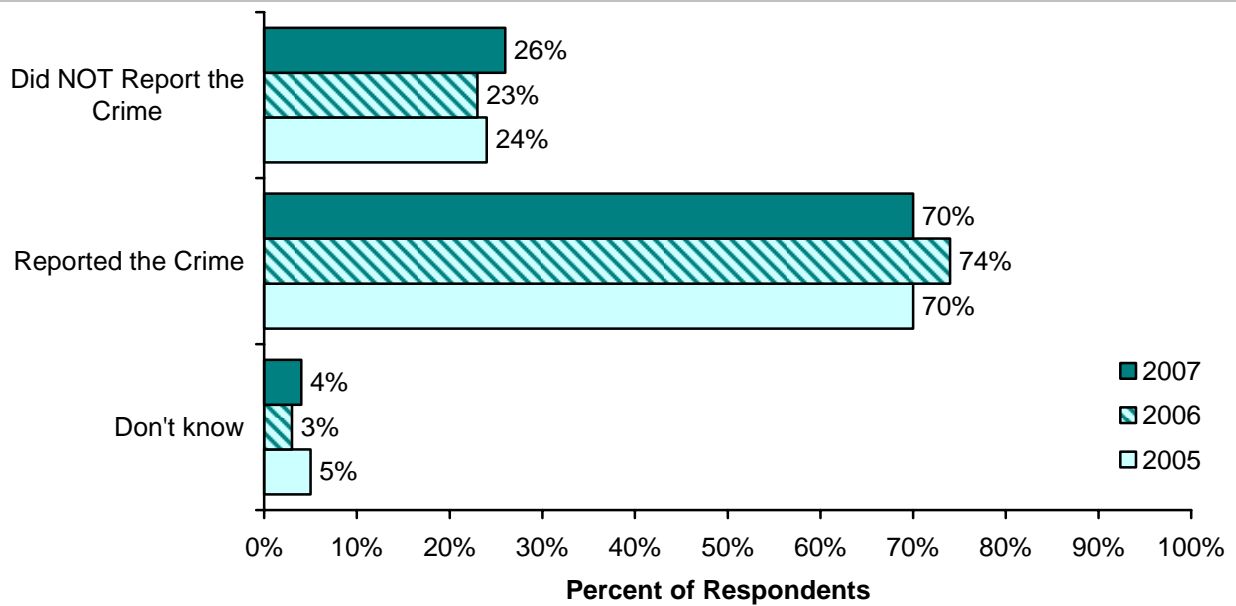


Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime by Year



Community Participation

Participation in the civic, social and economic life of Dallas during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below, with comparisons made between 2007, 2006 and 2005. Among those completing the questionnaire in 2007, 43% reported volunteering in the past year compared to 42% in 2005 and 43% in 2006. Voter status was also estimated, and is shown on the next page.²

² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

Figure 13: Percent of Respondents Engaging in Various Activities in Dallas in the Last 12 Months by Year

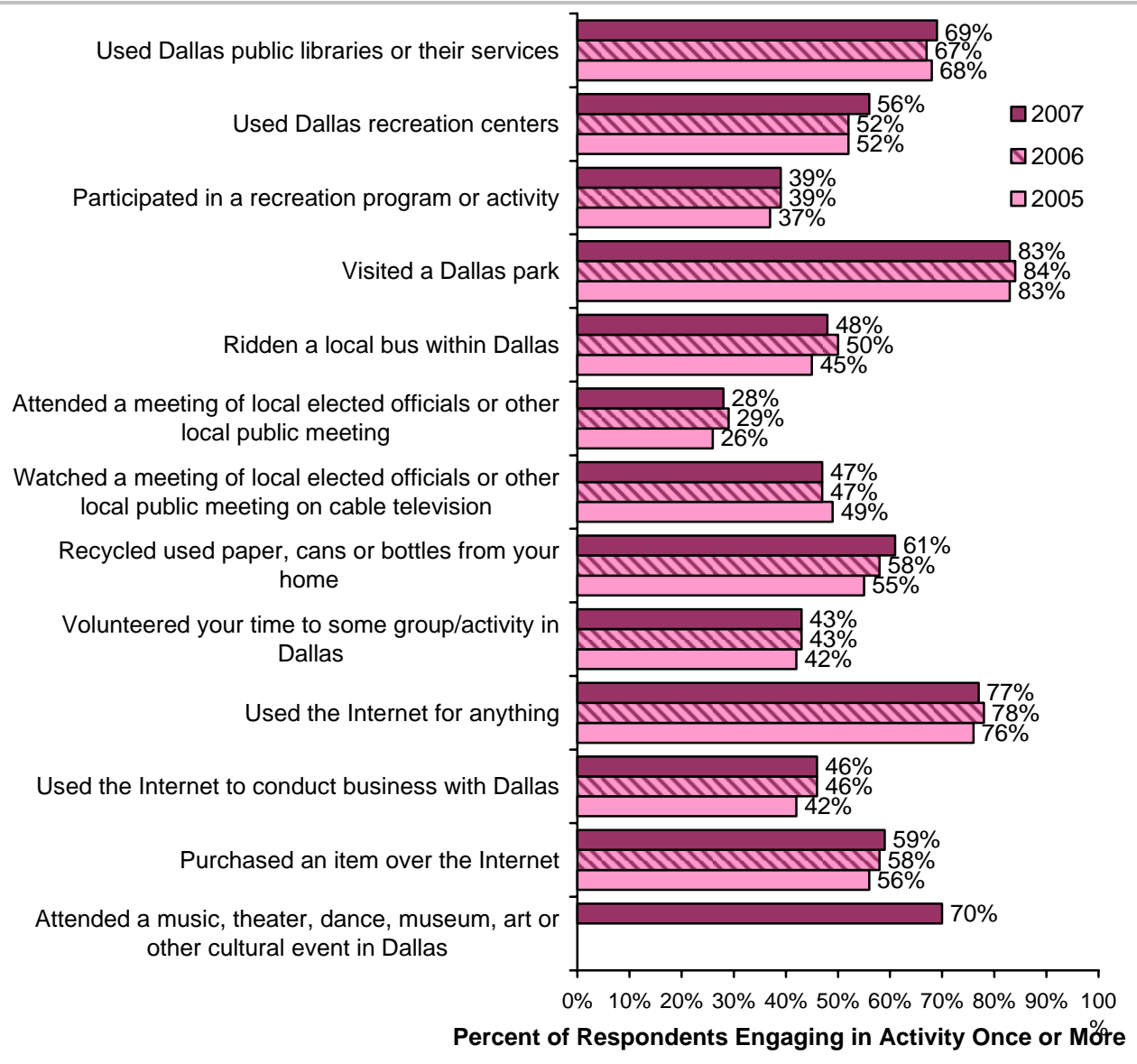
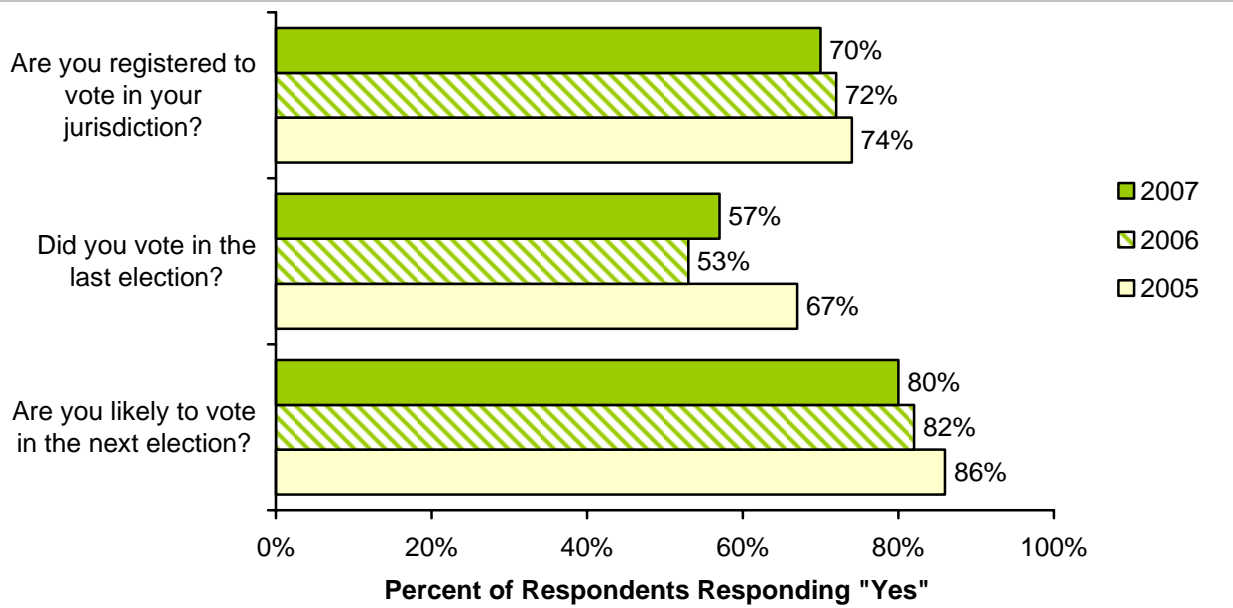


Figure 14: Voter Status and Activity by Year



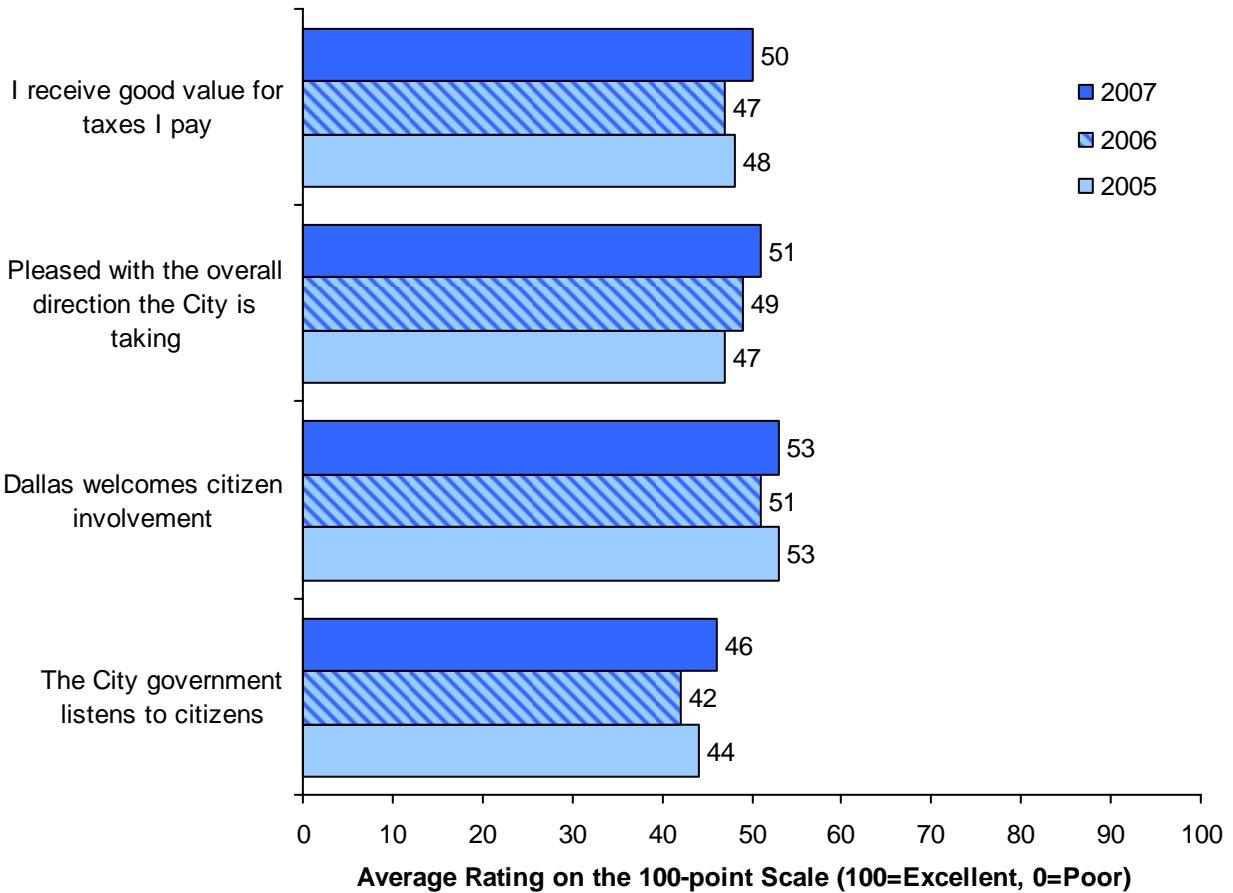
LOCAL GOVERNMENT

Several aspects of the government of the City of Dallas were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Dallas. Those who had any contact with a City of Dallas employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they were pleased with the overall direction taken by the City of Dallas, residents gave an average rating of 51 on a 100-point scale in 2007, compared to 47 in 2005 and 49 in 2006.

Figure 15: Ratings of Public Trust by Year



The City of Dallas Citizen Survey

Local Government

2007 Public Trust Ratings

Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the City of Dallas taxes I pay	8%	31%	26%	19%	15%	100%	50
I am pleased with the overall direction that the City of Dallas is taking	8%	32%	28%	20%	12%	100%	51
The City of Dallas government welcomes citizen involvement	10%	33%	27%	20%	10%	100%	53
The City of Dallas government listens to citizens	5%	28%	28%	21%	18%	100%	46

Note: "don't know" responses have been removed.

Service Provided by Dallas

The overall quality of services provided by the City of Dallas was rated as 47 on a 100-point scale in 2007, compared to 43 in 2005 and 45 in 2006. Ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the City of Dallas

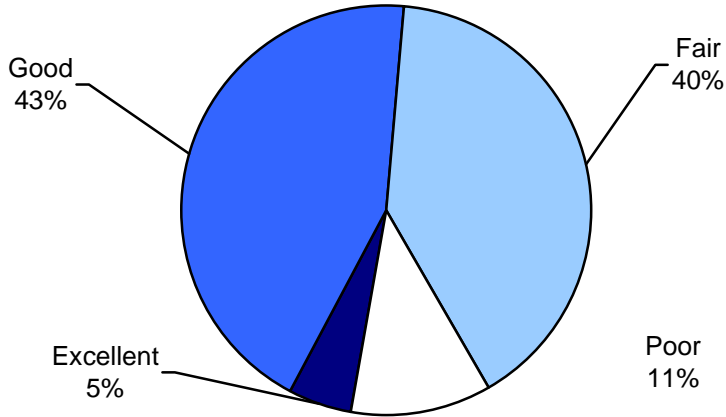
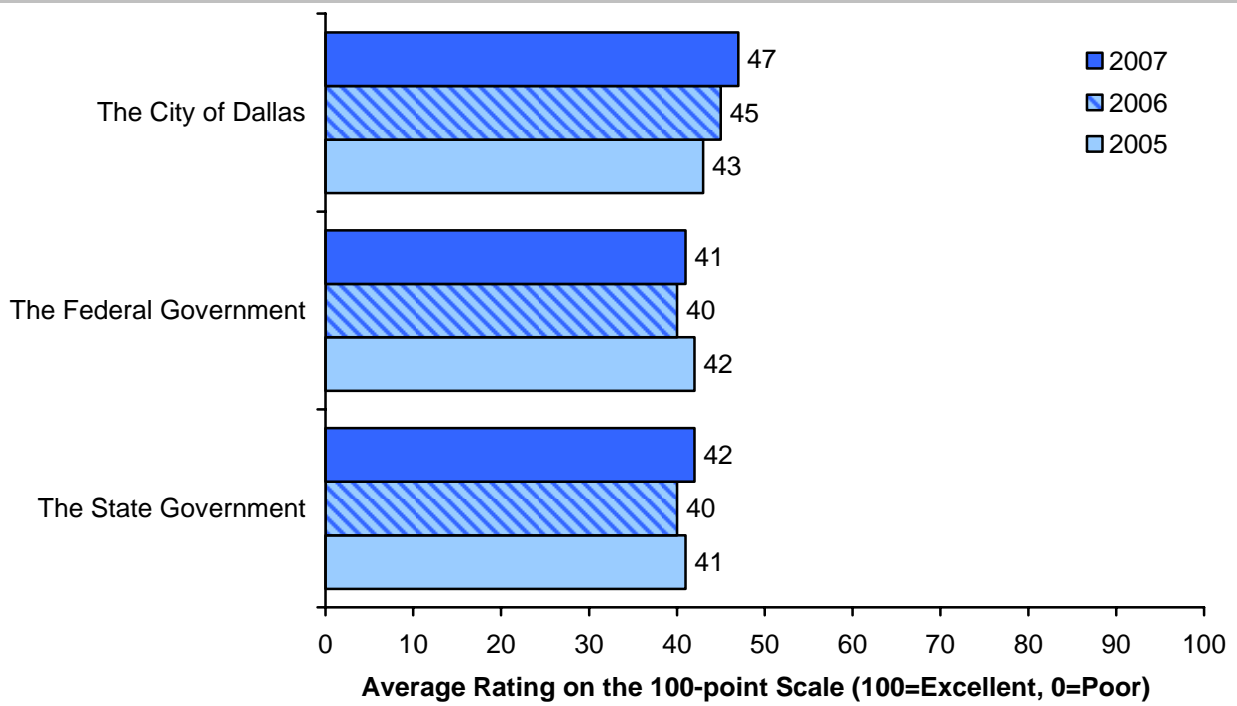


Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government by Year

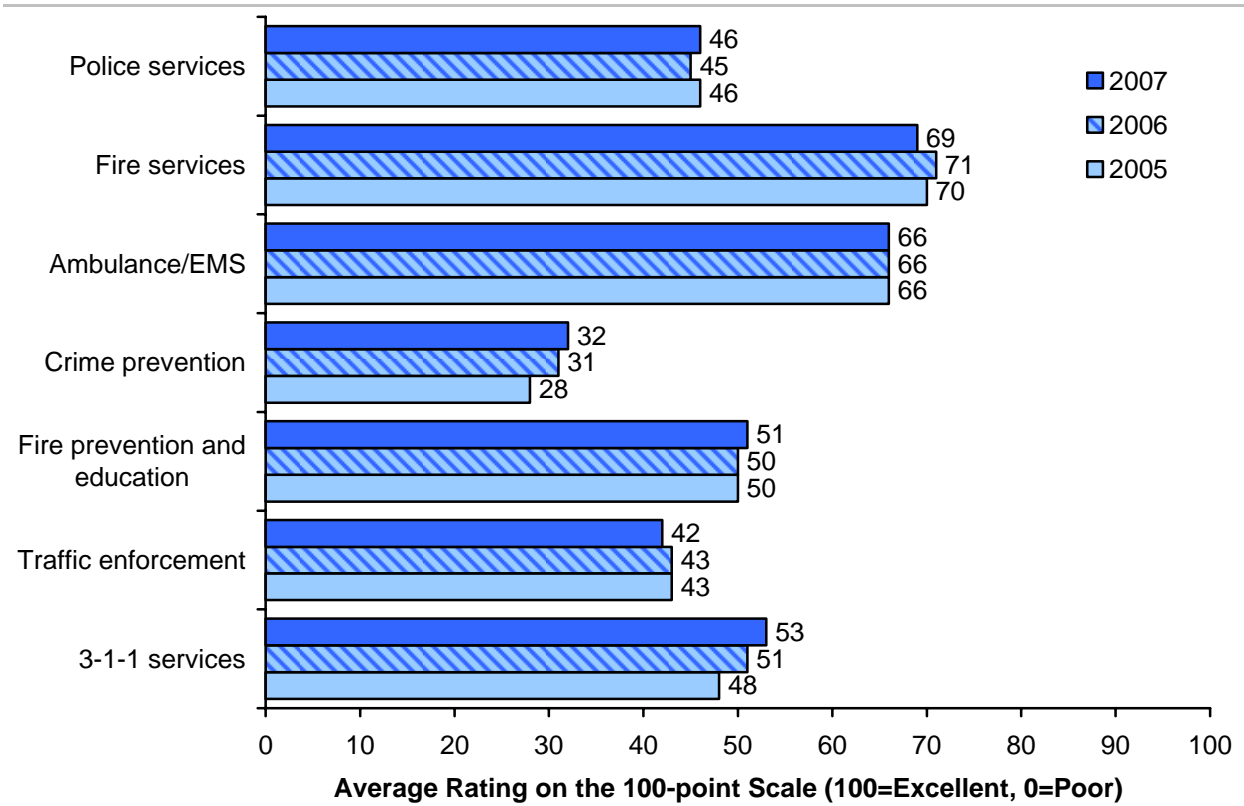


2007 Overall Quality of Services: City of Dallas, Federal Government and State Government

Overall, how would you rate the quality of services provided by...						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
The City of Dallas	5%	43%	40%	11%	100%	47
The Federal Government	5%	33%	42%	20%	100%	41
The State Government	5%	33%	44%	18%	100%	42

Note: "don't know" responses have been removed.

Figure 18: Quality of Public Safety Services by Year

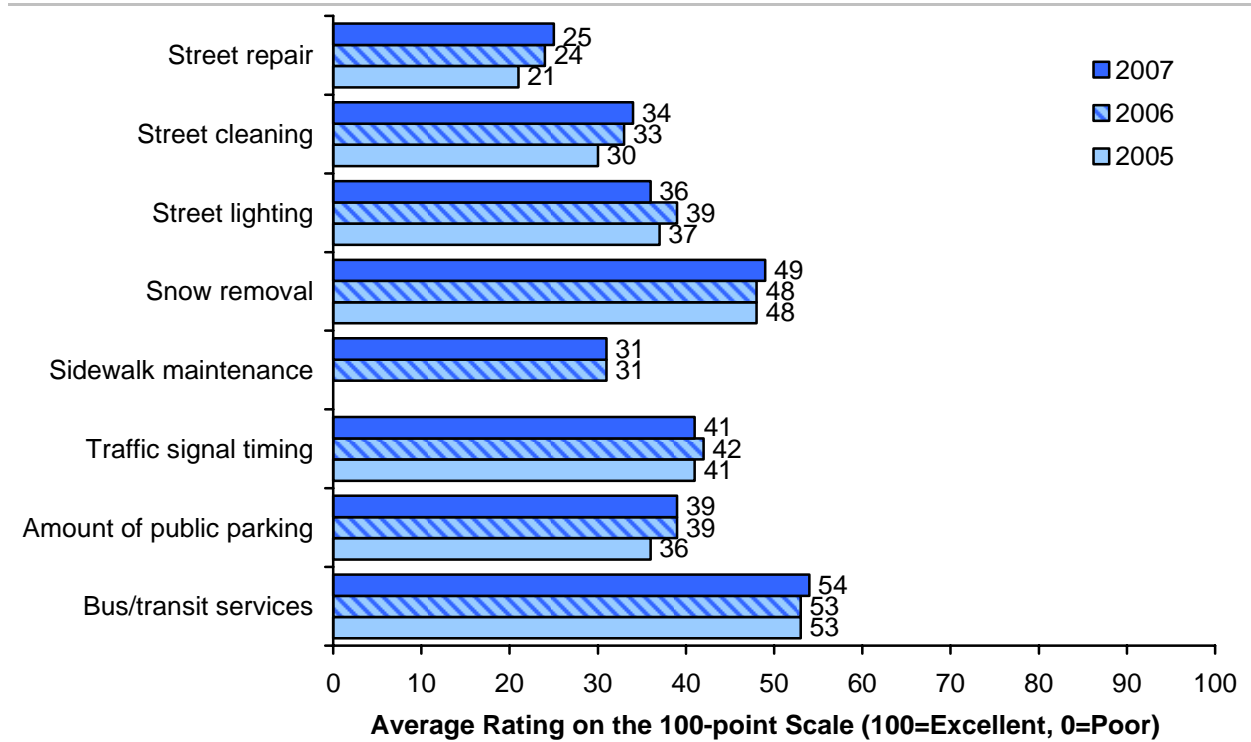


2007 Quality of Public Safety Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Police services	8%	39%	36%	17%	100%	46
Fire services	24%	59%	16%	1%	100%	69
Ambulance/emergency medical services	24%	53%	19%	4%	100%	66
Crime prevention	2%	23%	43%	32%	100%	32
Fire prevention and education	10%	41%	39%	9%	100%	51
Traffic enforcement	6%	35%	38%	20%	100%	42
3-1-1 services	15%	39%	33%	12%	100%	53

Note: "don't know" responses have been removed.

Figure 19: Quality of Transportation Services by Year

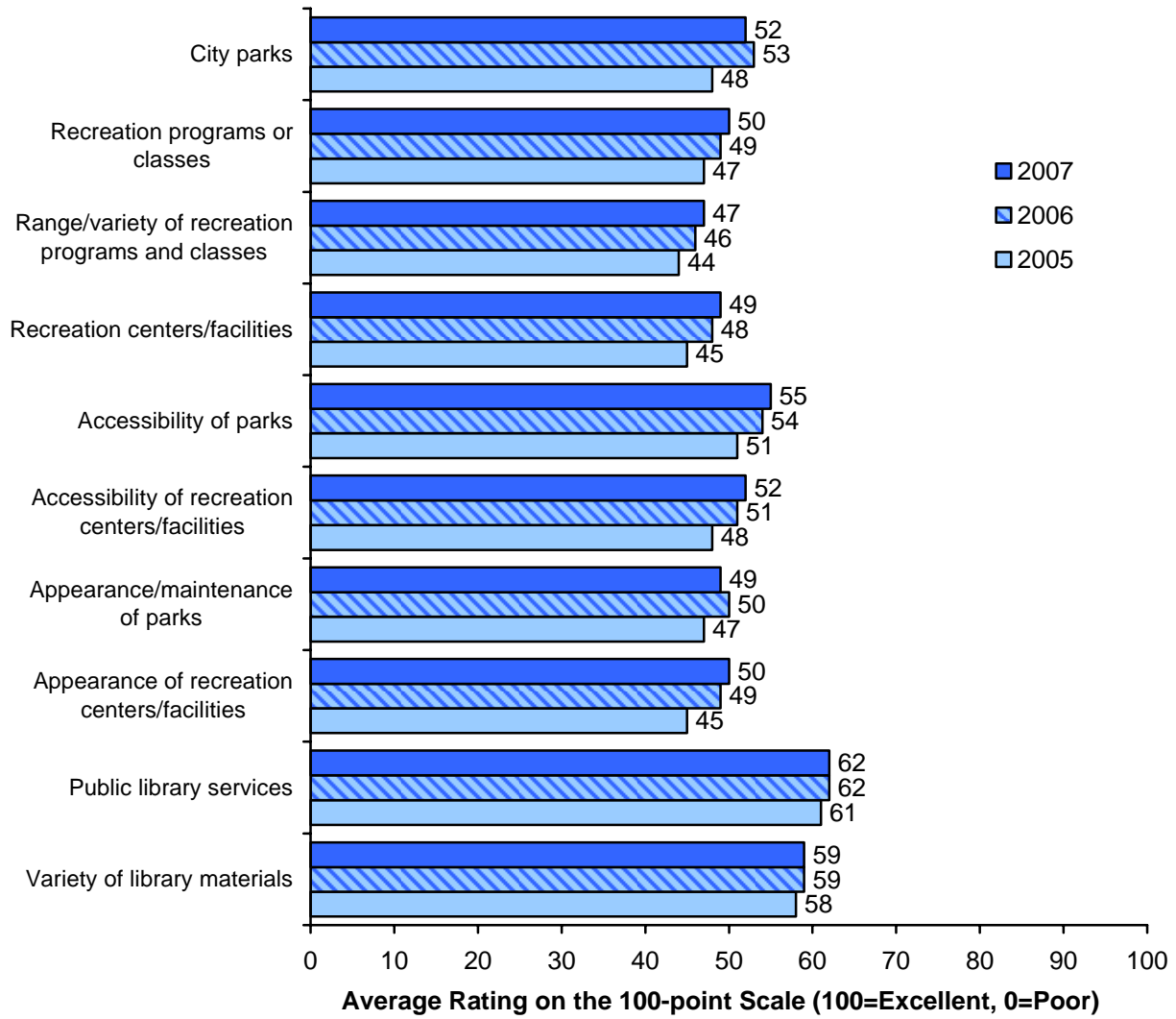


2007 Quality of Transportation Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total		
Street repair	3%	18%	29%	50%	100%	25	
Street cleaning	4%	27%	36%	33%	100%	34	
Street lighting	5%	26%	40%	29%	100%	36	
Snow removal	13%	37%	35%	15%	100%	49	
Sidewalk maintenance	4%	22%	36%	37%	100%	31	
Traffic signal timing	7%	30%	42%	21%	100%	41	
Amount of public parking	6%	29%	41%	23%	100%	39	
Bus/transit services	14%	43%	33%	9%	100%	54	

Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services by Year

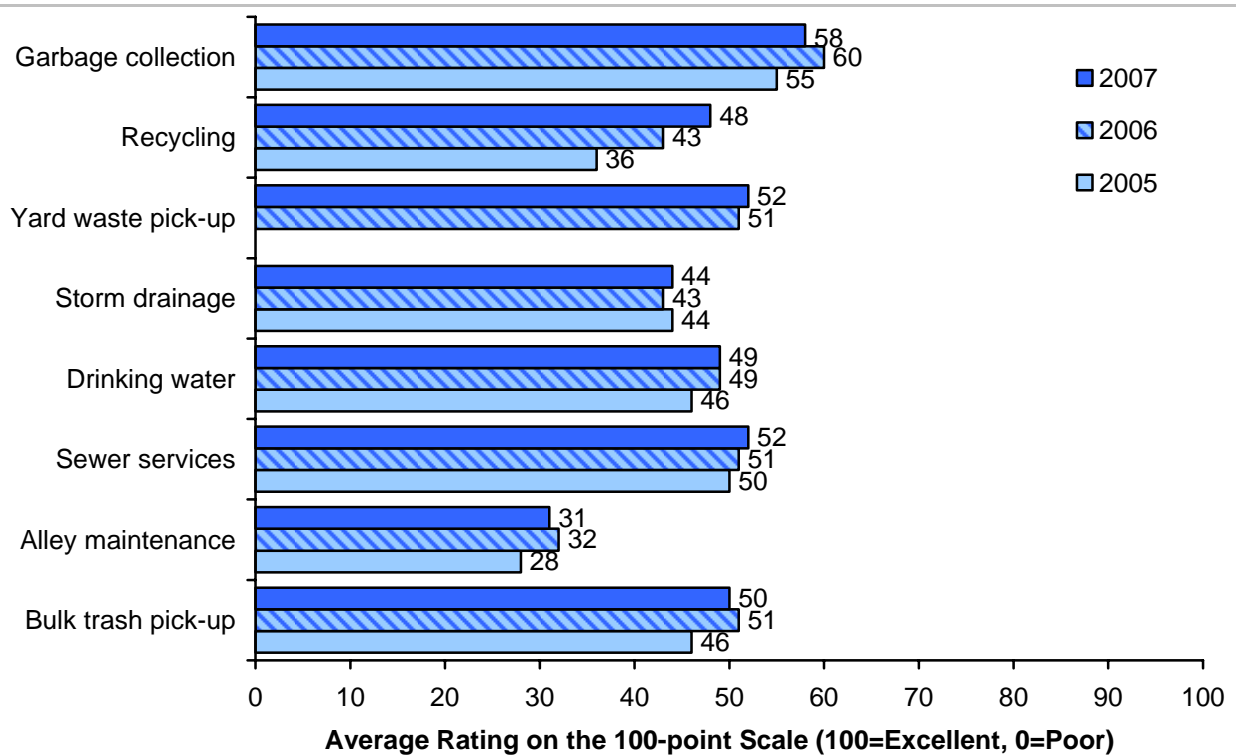


2007 Quality of Leisure Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
City parks	9%	46%	36%	8%	100%	52
Recreation programs or classes	9%	40%	43%	8%	100%	50
Range/variety of recreation programs and classes	8%	36%	43%	12%	100%	47
Recreation centers/facilities	8%	39%	43%	10%	100%	49
Accessibility of parks	12%	48%	33%	7%	100%	55
Accessibility of recreation centers/facilities	11%	43%	37%	9%	100%	52
Appearance/maintenance of parks	9%	41%	39%	11%	100%	49
Appearance of recreation centers/facilities	11%	37%	43%	9%	100%	50
Public library services	21%	47%	27%	4%	100%	62
Variety of library materials	18%	46%	31%	5%	100%	59

Note: "don't know" responses have been removed.

Figure 21: Quality of Utility Services by Year

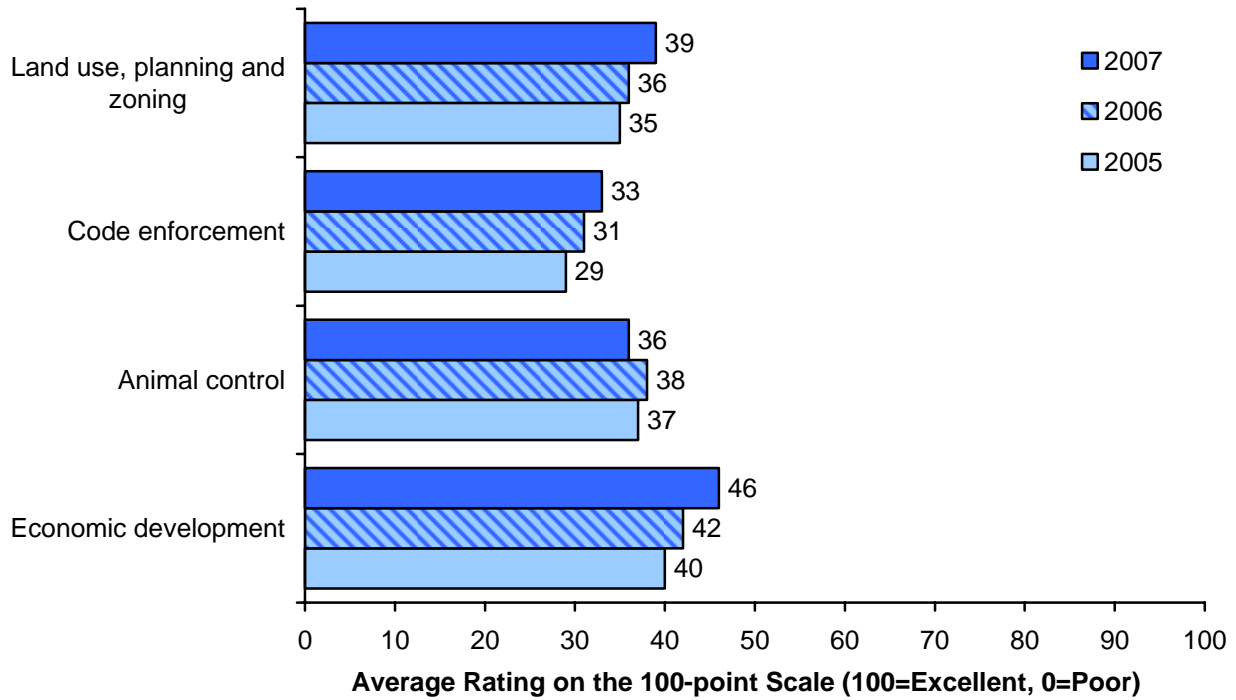


2007 Quality of Utility Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Garbage collection	18%	48%	26%	8%	100%	58
Recycling	14%	39%	26%	21%	100%	48
Yard waste pick-up	16%	38%	31%	14%	100%	52
Storm drainage	6%	36%	40%	18%	100%	44
Drinking water	12%	40%	32%	16%	100%	49
Sewer services	9%	45%	38%	8%	100%	52
Bulk trash pick-up	13%	40%	34%	14%	100%	50
Alley maintenance	6%	21%	33%	40%	100%	31

Note: "don't know" responses have been removed.

Figure 22: Quality of Planning and Code Enforcement Services by Year

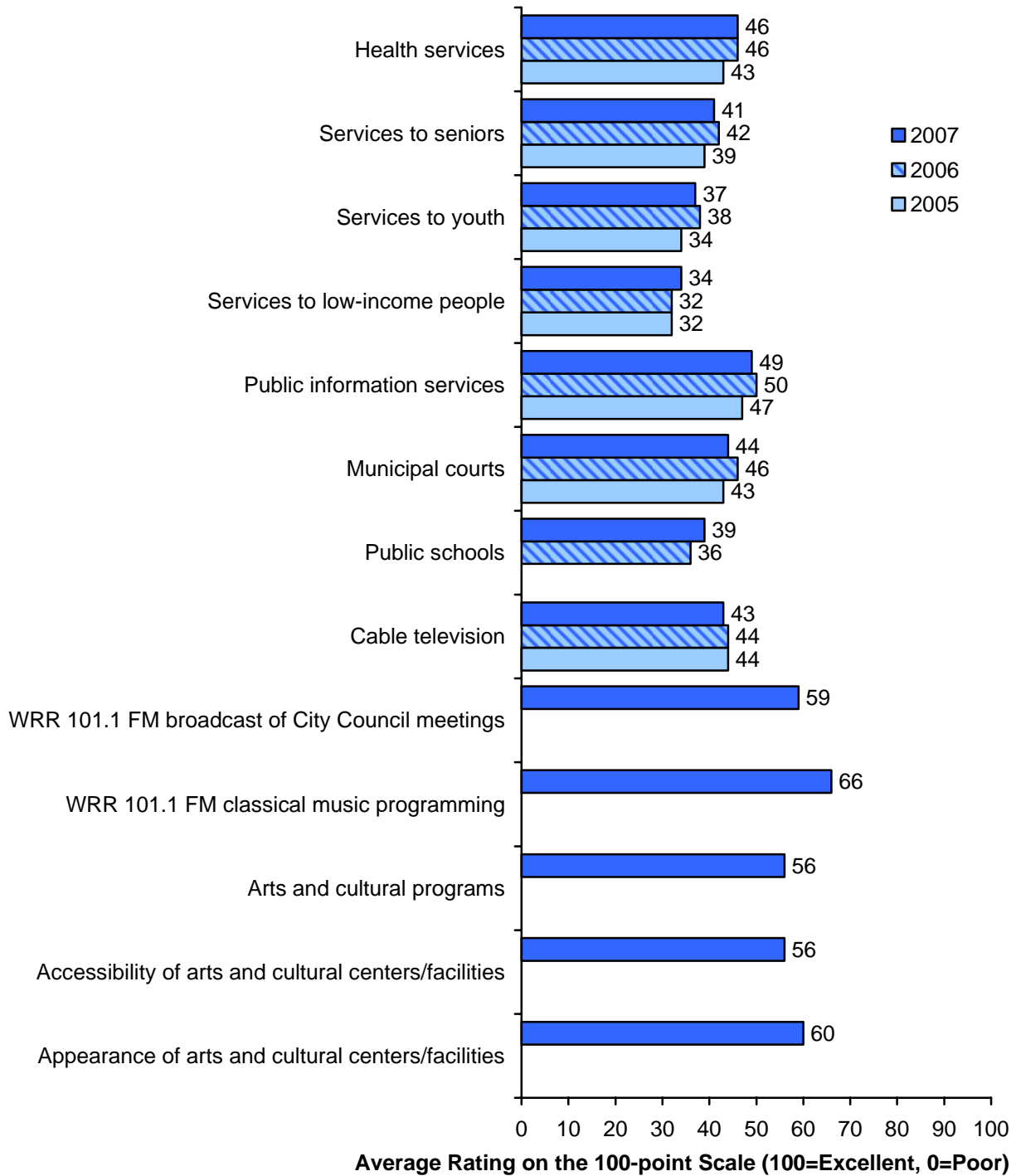


2007 Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Land use, planning and zoning	5%	29%	46%	20%	100%	39
Code enforcement (weeds, abandoned buildings, etc)	5%	23%	39%	33%	100%	33
Animal control	5%	29%	36%	31%	100%	36
Economic development	7%	38%	42%	13%	100%	46

Note: "don't know" responses have been removed.

Figure 23: Quality of Services to Special Populations and Other Services by Year



2007 Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Health services	9%	36%	40%	16%	100%	46
Services to seniors	9%	28%	41%	22%	100%	41
Services to youth	6%	27%	41%	26%	100%	37
Services to low-income people	7%	21%	38%	34%	100%	34
Public information services	12%	35%	42%	11%	100%	49
Municipal courts	7%	35%	41%	17%	100%	44
Public schools	11%	24%	37%	27%	100%	39
Cable television	9%	32%	38%	21%	100%	43
WRR 101.1 FM broadcast of City Council meetings	21%	42%	31%	6%	100%	59
WRR 101.1 FM classical music programming	34%	32%	30%	4%	100%	66
Arts and cultural programs	16%	43%	36%	5%	100%	56
Accessibility of arts and cultural centers/facilities	16%	42%	36%	7%	100%	56
Appearance of arts and cultural centers/facilities	19%	45%	31%	5%	100%	60

Note: "don't know" responses have been removed.

The City of Dallas Employees

Impressions of the City of Dallas employees were assessed on the questionnaire. In 2007, those who had been in contact with a City of Dallas employee in the past year (59%) rated their overall impression as 49 on a 100-point scale, compared to an average rating of 48 received in 2005 and 47 in 2006.

Figure 24: Percent of Respondents Who Had Contact with a City of Dallas Employee in 2007

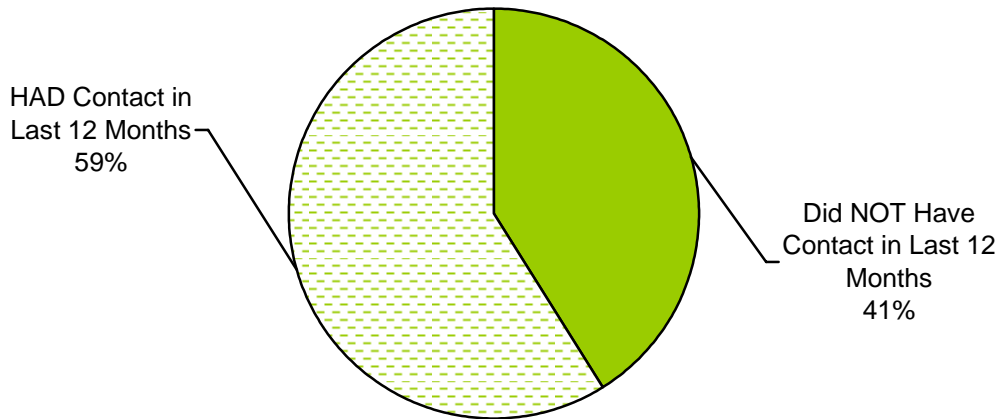
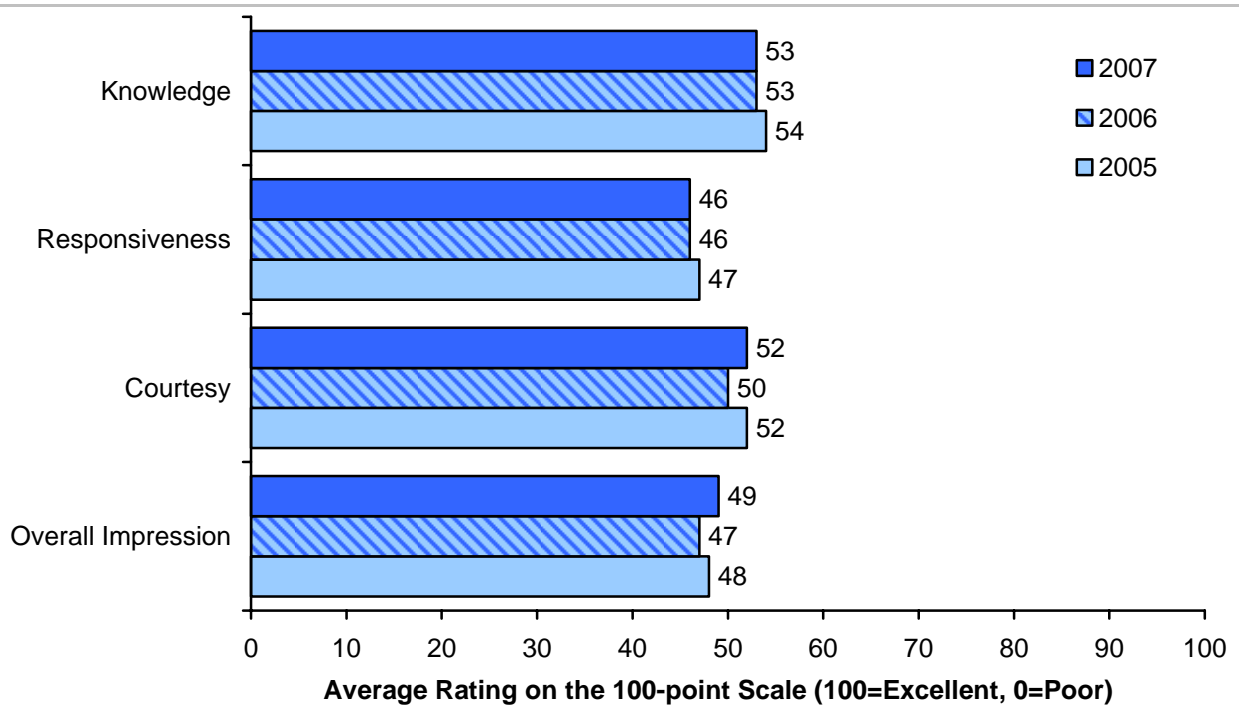


Figure 25: Ratings of Contact with the City of Dallas Employees by Year



2007 Ratings of Contact with City of Dallas Employees

What was your impression of employees of the City of Dallas in your most recent contact?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Knowledge	15%	43%	30%	13%	100%	53
Responsiveness	13%	35%	31%	21%	100%	46
Courtesy	18%	36%	29%	17%	100%	52
Overall Impression	13%	38%	32%	17%	100%	49

Note: "don't know" responses have been removed.

ADDITIONAL QUESTIONS

Four additional questions were asked by the City of Dallas. The results for these questions are displayed below.

Policy Question #1

How do you rate Dallas as a place to do business?

Excellent	18%
Good	54%
Fair	25%
Poor	3%
Total	100%

Policy Question 2

Which modes of transportation do you use on a regular basis?	Percent of Respondents
Drive alone	84%
Walk	29%
Carpool	23%
Bus	19%
Light rail	15%
Telecommute	10%
Bicycle	7%
Other	4%
Total may exceed 100% as respondents could select more than one category.	

Policy Question #3

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

Never	90%
1-2 times	6%
3-5 times	1%
More than 5 times	2%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #4

Please indicate the total number of individuals living in your household:

0	0%
1	28%
2	28%
3	16%
4	15%
5	8%
6	4%
7	1%
8	0%
9	0%
10	0%
Total	100%

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

This appendix displays the complete distribution of responses to questions in 2007. The “don’t know” responses are shown, where applicable.

Question 1: Quality of Life Ratings						
	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Dallas as a place to live?	12%	52%	31%	5%	0%	100%
How do you rate your neighborhood as a place to live?	14%	34%	34%	18%	0%	100%
How do you rate Dallas as a place to raise children?	6%	33%	37%	17%	7%	100%
How do you rate Dallas as a place to work?	15%	48%	28%	6%	3%	100%
How do you rate Dallas as a place to retire?	6%	28%	32%	22%	11%	100%
How do you rate the overall quality of life in Dallas?	8%	44%	41%	7%	1%	100%

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

	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	4%	30%	44%	18%	4%	100%
Openness and acceptance of the community towards people of diverse backgrounds	6%	29%	44%	17%	4%	100%
Overall appearance of Dallas	8%	40%	42%	9%	1%	100%
Opportunities to attend cultural activities	19%	47%	24%	6%	5%	100%
Shopping opportunities	42%	40%	14%	3%	1%	100%
Air quality	5%	25%	44%	25%	2%	100%
Recreational opportunities	10%	43%	34%	10%	3%	100%
Job opportunities	12%	41%	31%	11%	5%	100%
Access to affordable quality housing	8%	29%	38%	20%	6%	100%
Access to affordable quality child care	4%	16%	28%	16%	37%	100%
Access to affordable quality health care	9%	26%	32%	24%	8%	100%
Access to affordable quality food	20%	38%	33%	8%	2%	100%
Ease of car travel in Dallas	8%	32%	38%	19%	2%	100%
Ease of bus travel in Dallas	9%	27%	25%	12%	27%	100%
Ease of rail/subway travel in Dallas	10%	26%	26%	11%	26%	100%
Ease of bicycle travel in Dallas	5%	14%	24%	26%	31%	100%
Ease of walking in Dallas	6%	21%	35%	30%	8%	100%
Educational opportunities	16%	40%	28%	9%	7%	100%
Overall image/reputation of Dallas	7%	39%	40%	11%	3%	100%
Overall quality of new development in Dallas	10%	42%	28%	8%	13%	100%

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

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	0%	2%	27%	34%	21%	16%	100%
Retail growth (stores, restaurants etc.)	2%	10%	48%	20%	10%	10%	100%
Jobs growth	13%	31%	29%	4%	2%	21%	100%

Question 4: To what degree are the following problems in Dallas

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	0%	3%	31%	64%	2%	100%
Drugs	1%	3%	18%	73%	5%	100%
Too much growth	11%	17%	37%	21%	14%	100%
Lack of growth	35%	19%	17%	7%	21%	100%
Graffiti	6%	35%	28%	21%	11%	100%
Noise	11%	30%	31%	24%	4%	100%
Run down buildings, weed lots, or junk vehicles	6%	26%	32%	31%	6%	100%
Taxes	8%	17%	31%	33%	12%	100%
Traffic congestion	2%	14%	32%	50%	2%	100%
Unsupervised youth	3%	14%	28%	45%	10%	100%
Homelessness	2%	13%	32%	43%	11%	100%
Weeds	11%	27%	32%	18%	12%	100%
Absence of communications from the City of Dallas translated into languages other than English	30%	20%	15%	11%	24%	100%
Unwanted local businesses	20%	31%	18%	11%	20%	100%
Toxic waste or other environmental hazard(s)	10%	22%	22%	15%	32%	100%

Question 5: Please rate how safe you feel from the following occurring to you in Dallas

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crime (e.g., rape, assault, robbery)	3%	17%	20%	34%	26%	1%	100%
Property crimes (e.g., burglary, theft)	1%	14%	16%	33%	36%	1%	100%
Fire	13%	32%	26%	18%	6%	5%	100%

The City of Dallas Citizen Survey

Appendix A: Survey Frequencies

Question 6: Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
In your neighborhood during the day	27%	43%	13%	13%	4%	0%	100%
In your neighborhood after dark	9%	28%	15%	26%	21%	1%	100%
In Dallas's downtown area during the day	20%	35%	17%	14%	3%	10%	100%
In Dallas's downtown area after dark	2%	11%	15%	28%	31%	14%	100%
In Dallas's parks during the day	18%	38%	18%	14%	4%	9%	100%
In Dallas's parks after dark	1%	6%	11%	25%	42%	15%	100%

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

	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	69%	29%	2%	100%

Question 8: If yes, was this crime (these crimes) reported to the police?

	No	Yes	Don't know	Total
If yes, was this crime (these crimes) reported to the police?	26%	70%	4%	100%

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Dallas?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Dallas public libraries or their services	31%	27%	24%	10%	8%	100%
Used Dallas recreation centers	44%	30%	17%	6%	3%	100%
Participated in a recreation program or activity	61%	22%	11%	3%	3%	100%
Visited a Dallas park	17%	28%	30%	14%	11%	100%
Ridden a local bus within Dallas	52%	20%	12%	5%	11%	100%
Attended a meeting of local elected officials or other local public meeting	72%	21%	7%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	53%	26%	17%	2%	2%	100%
Recycled used paper, cans or bottles from your home	39%	18%	15%	8%	20%	100%
Volunteered your time to some group/activity in Dallas	57%	19%	12%	4%	8%	100%
Used the Internet for anything	23%	5%	9%	8%	55%	100%
Used the Internet to conduct business with Dallas	54%	14%	12%	7%	13%	100%
Purchased an item over the Internet	41%	11%	22%	8%	17%	100%
Attended a music, theater, dance, museum, art or other cultural event in Dallas	30%	29%	28%	9%	4%	100%

Question 10: How do you rate the quality of each of the following services in Dallas?

	Excellent	Good	Fair	Poor	Don't know	Total
Police services	7%	36%	32%	16%	9%	100%
Fire services	18%	45%	12%	1%	23%	100%
Ambulance/emergency medical services	18%	39%	14%	3%	27%	100%
Crime prevention	2%	18%	33%	25%	22%	100%
Fire prevention and education	7%	28%	27%	6%	32%	100%
Traffic enforcement	5%	29%	32%	17%	17%	100%
Garbage collection	16%	43%	24%	7%	10%	100%
Recycling	11%	30%	20%	17%	23%	100%
Yard waste pick-up	13%	31%	25%	11%	21%	100%
Street repair	3%	17%	28%	47%	5%	100%
Street cleaning	4%	25%	32%	30%	9%	100%
Street lighting	5%	25%	38%	28%	5%	100%
Snow removal	8%	23%	22%	9%	37%	100%
Sidewalk maintenance	4%	19%	31%	32%	14%	100%
Traffic signal timing	7%	28%	40%	20%	5%	100%
Amount of public parking	5%	26%	37%	21%	11%	100%
Bus/transit services	10%	31%	23%	7%	29%	100%
Storm drainage	5%	31%	34%	15%	14%	100%
Drinking water	11%	38%	31%	15%	5%	100%
Sewer services	8%	38%	32%	7%	16%	100%
City parks	9%	41%	33%	7%	10%	100%
Recreation programs or classes	6%	25%	26%	5%	38%	100%
Range/variety of recreation programs and classes	5%	22%	26%	7%	40%	100%
Recreation centers/facilities	6%	27%	30%	7%	30%	100%
Accessibility of parks	10%	42%	29%	6%	12%	100%
Accessibility of recreation centers/facilities	8%	32%	28%	7%	24%	100%
Appearance/maintenance of parks	8%	36%	35%	10%	10%	100%
Appearance of recreation centers/facilities	8%	28%	32%	7%	25%	100%
Land use, planning and zoning	3%	20%	32%	14%	32%	100%
Code enforcement (weeds, abandoned buildings, etc)	4%	19%	32%	27%	19%	100%
Animal control	4%	23%	29%	25%	18%	100%

Question 10: How do you rate the quality of each of the following services in Dallas?

	Excellent	Good	Fair	Poor	Don't know	Total
Economic development	6%	30%	34%	10%	20%	100%
Health services	7%	29%	33%	13%	18%	100%
Services to seniors	5%	17%	24%	13%	40%	100%
Services to youth	3%	16%	24%	15%	41%	100%
Services to low-income people	5%	14%	25%	22%	34%	100%
Public library services	18%	39%	22%	3%	18%	100%
Variety of library materials	14%	36%	25%	4%	21%	100%
Public information services	9%	27%	33%	8%	23%	100%
Municipal courts	4%	21%	26%	10%	38%	100%
Public schools	8%	19%	29%	21%	23%	100%
Cable television	7%	25%	29%	16%	23%	100%
Bulk trash pick-up	10%	30%	26%	10%	24%	100%
Alley maintenance	4%	15%	24%	29%	28%	100%
3-1-1 services	10%	25%	21%	8%	37%	100%
WRR 101.1 FM broadcast of City Council meetings	8%	15%	11%	2%	64%	100%
WRR 101.1 FM classical music programming	15%	14%	13%	2%	56%	100%
Arts and cultural programs	11%	29%	25%	3%	32%	100%
Accessibility of arts and cultural centers/facilities	11%	29%	25%	5%	30%	100%
Appearance of arts and cultural centers/facilities	14%	31%	22%	3%	30%	100%

Question 10 Part 2: Percent of respondents using services	
If you had direct interaction with the listed service or department in the last 12 months, please check the box marked "user."	Percent users
Police services	28%
Fire services	6%
Ambulance/emergency medical services	10%
Crime prevention	6%
Fire prevention and education	2%
Traffic enforcement	9%
Garbage collection	20%
Recycling	16%
Yard waste pick-up	13%
Street repair	12%
Street cleaning	8%
Street lighting	9%
Snow removal	5%
Sidewalk maintenance	9%
Traffic signal timing	12%
Amount of public parking	11%
Bus/transit services	10%
Storm drainage	7%
Drinking water	16%
Sewer services	11%
City parks	16%
Recreation programs or classes	6%
Range/variety of recreation programs and classes	5%
Recreation centers/facilities	8%
Accessibility of parks	12%
Accessibility of recreation centers/facilities	6%
Appearance/maintenance of parks	11%
Appearance of recreation centers/facilities	6%
Land use, planning and zoning	5%
Code enforcement (weeds, abandoned buildings, etc)	9%
Animal control	9%
Economic development	4%

Question 10 Part 2: Percent of respondents using services	
If you had direct interaction with the listed service or department in the last 12 months, please check the box marked "user."	Percent users
Health services	8%
Services to seniors	4%
Services to youth	3%
Services to low-income people	5%
Public library services	13%
Variety of library materials	11%
Public information services	7%
Municipal courts	8%
Public schools	7%
Cable television	13%
Bulk trash pick-up	12%
Alley maintenance	8%
3-1-1 services	12%
WRR 101.1 FM broadcast of City Council meetings	4%
WRR 101.1 FM classical music programming	8%
Arts and cultural programs	11%
Accessibility of arts and cultural centers/facilities	10%
Appearance of arts and cultural centers/facilities	10%

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent	Good	Fair	Poor	Don't know	Total
The City of Dallas	5%	42%	39%	11%	2%	100%
The Federal Government	4%	29%	37%	18%	12%	100%
The State Government	4%	29%	39%	16%	12%	100%

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

	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Dallas within the last 12 months?	41%	59%	100%

Question 13: What was your impression of the employees of the City of Dallas in your most recent contact?

	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	14%	40%	28%	12%	6%	100%
Responsiveness	12%	34%	30%	20%	4%	100%
Courtesy	17%	34%	28%	16%	5%	100%
Overall Impression	12%	35%	30%	16%	6%	100%

The City of Dallas Citizen Survey

Appendix A: Survey Frequencies

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for the City of Dallas taxes I pay	7%	28%	23%	17%	14%	12%	100%
I am pleased with the overall direction that the City of Dallas is taking	8%	29%	26%	18%	11%	8%	100%
The City of Dallas government welcomes citizen involvement	8%	28%	23%	17%	8%	17%	100%
The City of Dallas government listens to citizens	5%	24%	23%	18%	15%	15%	100%

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	5%	26%	46%	18%	5%	100%

The City of Dallas Citizen Survey

Appendix A: Survey Frequencies

Question 16a: Policy Question 1

	Excellent	Good	Fair	Poor	Total
How do you rate Dallas as a place to do business?	18%	54%	25%	3%	100%

Question 16b: Policy Question 2

Which modes of transportation do you use on a regular basis? (Check all that apply.)	Percent of Respondents
Drive alone	84%
Carpool	23%
Light rail	15%
Bus	19%
Bicycle	7%
Walk	29%
Telecommute	10%
Other	4%
Total may exceed 100% as respondents could select more than one category.	

Question 16c: Policy Question 3

	Never	1-2 times	3-5 times	More than 5 times	Did not know about recreational opportunities	Total
In the last 12 months, about how many times, if ever, have you or other household members used Trinity River Corridor's recreational amenities?	75%	5%	1%	2%	17%	100%

Question 16d: Policy Question 4

	0	1	2	3	4	5	6	7	8	9	10	Total
Please indicate the total number of individuals living in your household:	0%	28%	28%	16%	15%	8%	4%	1%	0%	0%	0%	100%

Question 17: Do you live within the City limits of the City of Dallas?

	No	Yes	Total
Do you live within the limits of the City of Dallas?	3%	97%	100%

Question 18: Employment Status

	No	Yes	Total
Are you currently employed?	28%	72%	100%

Question 18a: Usual Mode of Transportation to Work

What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

Motorized vehicle	89%
Bus, Rail, Subway, or other public transportation	7%
Walk	1%
Work at home	3%
Other	1%
Total	100%

Question 18b: Drive Alone or Carpool

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	72%	28%	100%

Usual Mode of Transportation to Work, Including Carpooling

	Usual mode of transportation to work
Motorized vehicle, no others (SOV)	65%
Motorized vehicle, with others (MOV)	24%
Bus, rail, subway, or other public transportation	7%
Walk	1%
Work at home	3%
Other	1%
Total	100%

Question 19: Length of Residency

How many years have you lived in Dallas?

Less than 2 years	10%
2 to 5 years	11%
6 to 10 years	16%
11 to 20 years	16%
More than 20 years	47%
Total	100%

Question 20: Type of Housing Unit

Which best describes the building you live in?

One family house detached from any other houses	49%
One family house attached to one or more houses	6%
Building with two or more apartments or condominiums	44%
Mobile home	0%
Other	1%
Total	100%

Question 21: Tenure Status

	Rented for cash or occupied without cash payment?	Owned by you or someone in this house	Total
Is this house, apartment, or mobile home...	55%	45%	100%

Questions 22 to 25: Household Characteristics

	No	Yes	Total
Do any children age 12 or under live in your household?	64%	36%	100%
Do any teenagers ages 13 through 17 live in your household?	85%	15%	100%
Are you or any other members of your household aged 65 or older?	84%	16%	100%
Does any member of your household have a physical handicap or is anyone disabled?	84%	16%	100%

Question 26: Education

What is the highest degree or level of school you have completed?

12th Grade or less, no diploma	17%
High school diploma	16%
Some college, no degree	23%
Associate's degree (e.g. AA, AS)	7%
Bachelor's degree (e.g. BA, AB, BS)	22%
Graduate degree or professional degree	14%
Total	100%

Question 27: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?

Less than \$24,999	34%
\$25,000 to \$49,999	30%
\$50,000 to \$99,999	21%
\$100,000 or more	15%
Total	100%

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	68%	32%	100%

Question 29: Race

What is your race?	Percent of Respondents
American Indian or Alaskan native	3%
Asian or Pacific Islander	4%
Black, African American	25%
White/Caucasian	48%
Other	25%

Total may exceed 100% as respondents could select more than one category.

Question 30: Age

In which category is your age?

18 to 24 years	7%
25 to 34 years	35%
35 to 44 years	17%
45 to 54 years	20%
55 to 64 years	8%
65 to 74 years	8%
75 years or older	5%
Total	100%

Question 31: Gender

	Female	Male	Total
What is your gender?	51%	49%	100%

Questions 32 to 34: Voter Status and Activity

	No	Yes	Don't know	Total
Are you registered to vote in your jurisdiction?	29%	65%	6%	100%
Did you vote in the last election?	42%	56%	2%	100%
Are you likely to vote in the next election?	17%	69%	14%	100%

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The methods detailed in the following section are for the 2007 administration of The NCS in the City of Dallas. Information about the implementation in previous years can be found in past reports.

Sampling

Approximately 8,400 households were selected to participate in the survey using a stratified systematic sampling method.³ An individual within each household was selected using the birthday method.⁴

Survey Administration

Selected households received three mailings, one week apart, beginning April 16, 2007. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following six weeks.

³ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

⁴ The birthday method is a process to remove bias in the selection of a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys but leaving selection of respondent to household members will lead to bias.

Response Rate and Confidence Intervals

Of the 7,652 eligible households, 1,192 completed the survey providing a response rate of 16%. Approximately 748 addresses sampled were “vacant” or “not found.”⁵ In general, the response rates obtained on citizen surveys range from 20% to 40%. For the City of Dallas, response rates were also calculated for each of the 14 Council Districts. Response rates by Council District can be seen in the table on the following page. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. The sample drawn for Dallas used USPS data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

The City of Dallas staff opted to have surveys sent in both English and Spanish to each of the 8,400 households. Of the 1,192 completed surveys, 147 (12% of the total number of completed surveys) were completed in Spanish.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 3 percentage points in either direction from what would have been obtained had responses been collected from all Dallas adults. This difference is also called a “margin of error.”⁶ This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

⁵ “Eligible” households refer to addresses that belong to residences that are not vacant within the City of Dallas.

⁶ The margin of error was calculated using the following formula: $1.96 * \text{square root}(0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

City of Dallas 2007 Citizen Survey Response Rates by Council District

	Number of surveys mailed within district	Number of completed surveys received	Number of postcards returned as undeliverable/vacant	Response rate
District 1	600	100	40	18%
District 2	600	56	73	11%
District 3	600	80	42	14%
District 4	600	86	55	16%
District 5	600	79	41	14%
District 6	600	39	56	7%
District 7	600	89	80	17%
District 8	600	69	45	12%
District 9	600	125	47	23%
District 10	600	83	83	16%
District 11	600	92	42	17%
District 12	600	81	22	14%
District 13	600	119	55	22%
District 14	600	93	67	17%

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the City of Dallas as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Generally, characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction's demographic profile and because differences in opinion are observed between subgroups of these characteristics. For the City of Dallas, each of the 14 Council Districts were weighted individually. The weights of the individual Council Districts were then used to determine the overall weight for the City. The socioeconomic characteristics that were used to weight the data were tenure, gender, and age. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting schemes are presented in the tables on the following pages.

Weighting Scheme for the 2007 City of Dallas Citizen Survey (City as a whole)			
Respondent Characteristics	Population Norm⁷	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	57%	34%	55%
Own Home	43%	66%	45%
Type of Housing Unit			
Single-Family Detached	44%	62%	49%
Attached	56%	38%	51%
Ethnicity			
Non-Hispanic	64%	79%	68%
Hispanic	36%	21%	32%
Race			
White/Caucasian	51%	57%	46%
Black/African American	23%	23%	23%
Other ⁸	26%	20%	31%
Gender			
Female	50%	57%	51%
Male	50%	43%	49%
Age			
18-34	43%	16%	42%
35-54	37%	40%	37%
55+	21%	44%	21%

⁷ Source: 2000 Census

⁸ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 1**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure⁹			
Rent Home	46%	29%	44%
Own Home	54%	71%	56%
Type of Housing Unit⁹			
Single-Family Detached	62%	72%	65%
Attached	38%	28%	35%
Ethnicity¹⁰			
Non-Hispanic	20%	47%	38%
Hispanic	80%	53%	62%
Race¹⁰			
White/Caucasian	48%	42%	27%
Black/African American	6%	9%	9%
Other ¹¹	46%	48%	65%
Gender⁹			
Female	47%	49%	47%
Male	53%	51%	53%
Age⁹			
18-34	47%	17%	43%
35-54	36%	42%	38%
55+	17%	40%	17%

⁹ Source: City of Dallas

¹⁰ Source: United States Census 2000

¹¹ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 2**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure¹²			
Rent Home	80%	65%	80%
Own Home	20%	35%	20%
Type of Housing Unit¹²			
Single-Family Detached	25%	29%	19%
Attached	75%	71%	81%
Ethnicity¹³			
Non-Hispanic	29%	61%	60%
Hispanic	71%	39%	40%
Race¹³			
White/Caucasian	45%	52%	51%
Black/African American	11%	14%	10%
Other ¹⁴	45%	34%	39%
Gender¹²			
Female	43%	55%	43%
Male	57%	45%	57%
Age¹²			
18-34	53%	25%	55%
35-54	34%	38%	33%
55+	13%	38%	12%

¹² Source: City of Dallas

¹³ Source: United States Census 2000

¹⁴ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 3**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure¹⁵			
Rent Home	48%	38%	47%
Own Home	52%	62%	53%
Type of Housing Unit¹⁵			
Single-Family Detached	57%	38%	38%
Attached	43%	32%	32%
Ethnicity¹⁶			
Non-Hispanic	58%	76%	64%
Hispanic	42%	24%	36%
Race¹⁶			
White/Caucasian	35%	48%	40%
Black/African American	36%	36%	34%
Other ¹⁷	28%	16%	26%
Gender¹⁵			
Female	51%	64%	51%
Male	49%	36%	49%
Age¹⁵			
18-34	42%	17%	41%
35-54	38%	44%	39%
55+	20%	40%	21%

¹⁵ Source: City of Dallas

¹⁶ Source: United States Census 2000

¹⁷ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 4**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure¹⁸			
Rent Home	39%	31%	43%
Own Home	61%	69%	57%
Type of Housing Unit¹⁶			
Single-Family Detached	78%	74%	68%
Attached	22%	26%	32%
Ethnicity¹⁹			
Non-Hispanic	70%	77%	66%
Hispanic	30%	23%	34%
Race¹⁹			
White/Caucasian	21%	14%	15%
Black/African American	60%	61%	54%
Other ²⁰	20%	24%	31%
Gender¹⁶			
Female	53%	55%	52%
Male	47%	45%	48%
Age¹⁶			
18-34	36%	11%	36%
35-54	36%	28%	36%
55+	28%	61%	28%

¹⁸ Source: City of Dallas

¹⁹ Source: United States Census 2000

²⁰ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 5**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure²¹			
Rent Home	34%	18%	30%
Own Home	66%	82%	70%
Type of Housing Unit²¹			
Single-Family Detached	73%	82%	74%
Attached	27%	18%	26%
Ethnicity²²			
Non-Hispanic	68%	76%	53%
Hispanic	32%	24%	47%
Race²²			
White/Caucasian	25%	23%	22%
Black/African American	55%	61%	49%
Other ²³	21%	17%	36%
Gender²¹			
Female	52%	67%	53%
Male	48%	33%	47%
Age²¹			
18-34	37%	11%	35%
35-54	38%	36%	35%
55+	25%	54%	29%

²¹ Source: City of Dallas

²² Source: United States Census 2000

²³ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 6**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure²⁴			
Rent Home	70%	50%	73%
Own Home	30%	50%	27%
Type of Housing Unit²⁴			
Single-Family Detached	41%	60%	45%
Attached	59%	40%	55%
Ethnicity²⁵			
Non-Hispanic	23%	26%	22%
Hispanic	77%	74%	78%
Race²⁵			
White/Caucasian	52%	32%	27%
Black/African American	10%	3%	2%
Other ²⁶	38%	65%	71%
Gender²⁴			
Female	43%	60%	43%
Male	57%	40%	57%
Age²⁴			
18-34	56%	31%	49%
35-54	33%	33%	34%
55+	11%	36%	17%

²⁴ Source: City of Dallas

²⁵ Source: United States Census 2000

²⁶ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 7**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure²⁷			
Rent Home	59%	27%	55%
Own Home	41%	73%	45%
Type of Housing Unit²⁷			
Single-Family Detached	50%	74%	52%
Attached	50%	26%	48%
Ethnicity²⁸			
Non-Hispanic	71%	85%	74%
Hispanic	29%	15%	26%
Race²⁸			
White/Caucasian	27%	48%	27%
Black/African American	54%	38%	53%
Other ²⁹	19%	15%	20%
Gender²⁷			
Female	52%	62%	52%
Male	48%	38%	48%
Age²⁷			
18-34	38%	18%	37%
35-54	37%	24%	39%
55+	25%	58%	24%

²⁷ Source: City of Dallas

²⁸ Source: United States Census 2000

²⁹ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 8**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure³⁰			
Rent Home	48%	21%	42%
Own Home	52%	79%	58%
Type of Housing Unit³⁰			
Single-Family Detached	53%	83%	76%
Attached	47%	17%	24%
Ethnicity³¹			
Non-Hispanic	79%	79%	57%
Hispanic	21%	21%	43%
Race³¹			
White/Caucasian	28%	22%	10%
Black/African American	57%	59%	50%
Other ³²	14%	19%	40%
Gender³⁰			
Female	53%	73%	53%
Male	47%	27%	47%
Age³⁰			
18-34	42%	12%	39%
35-54	38%	41%	45%
55+	20%	47%	17%

³⁰ Source: City of Dallas

³¹ Source: United States Census 2000

³² "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 9**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure³³			
Rent Home	47%	37%	47%
Own Home	53%	63%	53%
Type of Housing Unit³³			
Single-Family Detached	54%	66%	58%
Attached	46%	34%	42%
Ethnicity³⁴			
Non-Hispanic	75%	86%	77%
Hispanic	25%	14%	23%
Race³⁴			
White/Caucasian	69%	76%	70%
Black/African American	14%	8%	11%
Other ³⁵	17%	16%	19%
Gender³³			
Female	52%	60%	64%
Male	48%	40%	36%
Age³³			
18-34	36%	11%	36%
35-54	37%	49%	36%
55+	27%	42%	27%

³³ Source: City of Dallas

³⁴ Source: United States Census 2000

³⁵ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 10**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure³⁶			
Rent Home	64%	41%	62%
Own Home	36%	59%	38%
Type of Housing Unit³⁶			
Single-Family Detached	32%	60%	43%
Attached	68%	40%	57%
Ethnicity³⁷			
Non-Hispanic	86%	94%	92%
Hispanic	14%	6%	8%
Race³⁷			
White/Caucasian	55%	62%	44%
Black/African American	29%	20%	30%
Other ³⁸	16%	18%	26%
Gender³⁶			
Female	52%	58%	52%
Male	48%	42%	48%
Age³⁶			
18-34	42%	18%	41%
35-54	38%	38%	37%
55+	20%	44%	22%

³⁶ Source: City of Dallas

³⁷ Source: United States Census 2000

³⁸ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 11**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure³⁹			
Rent Home	72%	47%	72%
Own Home	28%	53%	28%
Type of Housing Unit³⁹			
Single-Family Detached	18%	31%	21%
Attached	82%	69%	79%
Ethnicity⁴⁰			
Non-Hispanic	71%	84%	75%
Hispanic	29%	16%	25%
Race⁴⁰			
White/Caucasian	71%	73%	57%
Black/African American	10%	8%	12%
Other ⁴¹	19%	19%	31%
Gender³⁹			
Female	49%	54%	61%
Male	51%	46%	39%
Age³⁹			
18-34	47%	17%	46%
35-54	33%	37%	34%
55+	20%	46%	20%

³⁹ Source: City of Dallas

⁴⁰ Source: United States Census 2000

⁴¹ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 12**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure⁴²			
Rent Home	63%	40%	62%
Own Home	37%	60%	38%
Type of Housing Unit⁴²			
Single-Family Detached	34%	56%	34%
Attached	66%	44%	66%
Ethnicity⁴³			
Non-Hispanic	92%	92%	94%
Hispanic	8%	8%	6%
Race⁴³			
White/Caucasian	79%	81%	75%
Black/African American	7%	8%	8%
Other ⁴⁴	14%	11%	17%
Gender⁴²			
Female	50%	50%	50%
Male	50%	50%	50%
Age⁴²			
18-34	44%	16%	43%
35-54	40%	49%	40%
55+	16%	35%	17%

⁴² Source: City of Dallas

⁴³ Source: United States Census 2000

⁴⁴ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 13**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure⁴⁵			
Rent Home	43%	15%	42%
Own Home	57%	85%	58%
Type of Housing Unit⁴⁵			
Single-Family Detached	48%	72%	52%
Attached	52%	28%	48%
Ethnicity⁴⁶			
Non-Hispanic	76%	91%	89%
Hispanic	24%	9%	11%
Race⁴⁶			
White/Caucasian	74%	88%	80%
Black/African American	11%	4%	9%
Other ⁴⁷	15%	8%	11%
Gender⁴⁵			
Female	50%	50%	50%
Male	50%	50%	50%
Age⁴⁵			
18-34	32%	9%	32%
35-54	37%	44%	37%
55+	31%	46%	31%

⁴⁵ Source: City of Dallas

⁴⁶ Source: United States Census 2000

⁴⁷ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

**Weighting Scheme for the City of Dallas 2007 Citizen Survey
District 14**

Respondent Characteristics	Population Norm	Unweighted Survey Data	Weighted Survey Data
Tenure⁴⁸			
Rent Home	69%	41%	68%
Own Home	31%	59%	32%
Type of Housing Unit⁴⁸			
Single-Family Detached	26%	26%	13%
Attached	74%	74%	87%
Ethnicity⁴⁹			
Non-Hispanic	80%	92%	90%
Hispanic	20%	8%	10%
Race⁴⁹			
White/Caucasian	76%	86%	83%
Black/African American	10%	8%	8%
Other ⁵⁰	15%	6%	9%
Gender⁴⁸			
Female	47%	49%	47%
Male	53%	51%	53%
Age⁴⁸			
18-34	51%	28%	51%
35-54	33%	46%	33%
55+	16%	27%	17%

⁴⁸ Source: City of Dallas

⁴⁹ Source: United States Census 2000

⁵⁰ "Other" includes respondents who identified themselves as American Indian or Alaskan native, Asian or Pacific Islander or another race, as well as those respondents who selected more than one racial category.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Dallas. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



City of Dallas

OFFICE OF THE CITY MANAGER
CITY OF DALLAS
1500 MARILLA, L1AS
DALLAS, TX 75201

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Dallas

OFFICE OF THE CITY MANAGER
CITY OF DALLAS
1500 MARILLA, L1AS
DALLAS, TX 75201

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

DALLAS DELIVERS!

DALLAS DELIVERS!



City of Dallas

OFFICE OF THE CITY MANAGER
CITY OF DALLAS
1500 MARILLA, L1AS
DALLAS, TX 75201

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Dallas

OFFICE OF THE CITY MANAGER
CITY OF DALLAS
1500 MARILLA, L1AS
DALLAS, TX 75201

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

DALLAS DELIVERS!

DALLAS DELIVERS!

Dear Dallasite,

You may not think of yourself as a 'customer' of city government, but we sure do. In fact, we're focused on improving our service to you. Won't you please tell us how we're doing? Your household was randomly selected to receive a survey that will arrive in the mail shortly. Please take some time to fill it out. It's easy, anonymous and will help us provide customer-driven public service!

Sincerely,



Mary K. Suhm
City Manager/Administradora Municipal

Estimado residente de Dallas,

Ud. no se consideraría un "cliente" del gobierno municipal, pero nosotros si. Nos interesa mejorar nuestros servicios para usted. ¿Lo estamos haciendo bien? Ud. fue seleccionado al azar para recibir una encuesta que pronto le llegara por correo. Tome un momento para llenar la encuesta. Es muy fácil, anónima y nos ayudara a mejorar nuestros servicios para el público

Atentamente,

Dear Dallasite,

You may not think of yourself as a 'customer' of city government, but we sure do. In fact, we're focused on improving our service to you. Won't you please tell us how we're doing? Your household was randomly selected to receive a survey that will arrive in the mail shortly. Please take some time to fill it out. It's easy, anonymous and will help us provide customer-driven public service!

Sincerely,



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City Manager/Administradora Municipal

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Atentamente,

Dear Dallasite,

You may not think of yourself as a 'customer' of city government, but we sure do. In fact, we're focused on improving our service to you. Won't you please tell us how we're doing? Your household was randomly selected to receive a survey that will arrive in the mail shortly. Please take some time to fill it out. It's easy, anonymous and will help us provide customer-driven public service!

Sincerely,



Mary K. Suhm
City Manager/Administradora Municipal

Estimado residente de Dallas,

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Atentamente,

Dear Dallasite,

You may not think of yourself as a 'customer' of city government, but we sure do. In fact, we're focused on improving our service to you. Won't you please tell us how we're doing? Your household was randomly selected to receive a survey that will arrive in the mail shortly. Please take some time to fill it out. It's easy, anonymous and will help us provide customer-driven public service!

Sincerely,



Mary K. Suhm
City Manager/Administradora Municipal

Estimado residente de Dallas,

Ud. no se consideraría un "cliente" del gobierno municipal, pero nosotros si. Nos interesa mejorar nuestros servicios para usted. ¿Lo estamos haciendo bien? Ud. fue seleccionado al azar para recibir una encuesta que pronto le llegara por correo. Tome un momento para llenar la encuesta. Es muy fácil, anónima y nos ayudara a mejorar nuestros servicios para el público

Atentamente,



April 2007

Dear Dallasite:

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

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

This is where you come in.

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

Here are some basic instructions:

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

Thank you so much for your time and for helping the City of Dallas achieve our vision of becoming the number one city in America for customer service!

Sincerely,

Mary K. Suhm
City Manager

Results will be posted on the City's website in June 2007 at www.dallascityhall.com. You can also check out the results from prior surveys.



April 2007

Dear Dallasite:

NOTE: About one week ago, you should have received a copy of the enclosed survey. If you completed it and sent it back, we thank you for your time and ask that you recycle the attached materials. If not, please read further.

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

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THE CITY OF DALLAS 2007 CITIZEN SURVEY

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Dallas as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Dallas as a place to raise children?	1	2	3	4	5
How do you rate Dallas as a place to work?	1	2	3	4	5
How do you rate Dallas as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Dallas?	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Dallas	1	2	3	4	5
Opportunities to attend arts and cultural activities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Air quality	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Access to affordable quality health care	1	2	3	4	5
Access to affordable quality food	1	2	3	4	5
Ease of car travel in Dallas	1	2	3	4	5
Ease of bus travel in Dallas	1	2	3	4	5
Ease of rail/subway travel in Dallas	1	2	3	4	5
Ease of bicycle travel in Dallas	1	2	3	4	5
Ease of walking in Dallas	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Overall image/reputation of Dallas	1	2	3	4	5
Overall quality of new development in Dallas	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Dallas over the past 2 years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are the following problems in Dallas:

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Taxes	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Homelessness	1	2	3	4	5
Weeds	1	2	3	4	5
Absence of communications from the City of Dallas translated into languages other than English	1	2	3	4	5
Unwanted local businesses	1	2	3	4	5
Toxic waste or other environmental hazard(s)	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Dallas:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

6. Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Dallas's downtown area during the day	1	2	3	4	5	6
In Dallas's downtown area after dark	1	2	3	4	5	6
In Dallas's parks during the day	1	2	3	4	5	6
In Dallas's parks after dark	1	2	3	4	5	6

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

- No → Go to question #9 Yes → Go to question #8 Don't know

8. If yes, was this crime (these crimes) reported to the police?

- No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Dallas?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Dallas public libraries or their services	1	2	3	4	5
Used Dallas recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood or City park	1	2	3	4	5
Ridden a local bus within Dallas	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Recycled used paper, cans or bottles from your home	1	2	3	4	5
Volunteered your time to some group/activity in Dallas	1	2	3	4	5
Used the Internet for anything	1	2	3	4	5
Used the Internet to conduct business with Dallas	1	2	3	4	5
Purchased an item over the Internet	1	2	3	4	5
Attended a music, theater, dance, museum, art or other cultural event in Dallas	1	2	3	4	5

10. How do you rate the quality of each of the following services in Dallas? If you have had direct interaction with the listed service or department in the past 12 months, please check the box marked "user."

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>	<u>User</u>
Police services.....	1	2	3	4	5	<input type="radio"/>
Fire services	1	2	3	4	5	<input type="radio"/>
Ambulance/emergency medical services	1	2	3	4	5	<input type="radio"/>
Crime prevention	1	2	3	4	5	<input type="radio"/>
Fire prevention and education	1	2	3	4	5	<input type="radio"/>
Traffic enforcement.....	1	2	3	4	5	<input type="radio"/>
Garbage collection.....	1	2	3	4	5	<input type="radio"/>
Recycling	1	2	3	4	5	<input type="radio"/>
Yard waste pick-up	1	2	3	4	5	<input type="radio"/>
Street repair	1	2	3	4	5	<input type="radio"/>
Street cleaning.....	1	2	3	4	5	<input type="radio"/>
Street lighting	1	2	3	4	5	<input type="radio"/>
Snow removal	1	2	3	4	5	<input type="radio"/>
Sidewalk maintenance.....	1	2	3	4	5	<input type="radio"/>
Traffic signal timing.....	1	2	3	4	5	<input type="radio"/>
Amount of public parking	1	2	3	4	5	<input type="radio"/>
Bus/transit services.....	1	2	3	4	5	<input type="radio"/>
Storm drainage	1	2	3	4	5	<input type="radio"/>
Drinking water.....	1	2	3	4	5	<input type="radio"/>
Sewer services	1	2	3	4	5	<input type="radio"/>
City parks... ..	1	2	3	4	5	<input type="radio"/>
Recreation programs or classes.....	1	2	3	4	5	<input type="radio"/>
Range/variety of recreation programs and classes	1	2	3	4	5	<input type="radio"/>
Recreation centers/facilities.....	1	2	3	4	5	<input type="radio"/>
Accessibility of parks	1	2	3	4	5	<input type="radio"/>
Accessibility of recreation centers/facilities	1	2	3	4	5	<input type="radio"/>
Appearance/maintenance of parks.....	1	2	3	4	5	<input type="radio"/>
Appearance of recreation centers/facilities	1	2	3	4	5	<input type="radio"/>
Land use, planning and zoning	1	2	3	4	5	<input type="radio"/>
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5	<input type="radio"/>
Animal control	1	2	3	4	5	<input type="radio"/>
Economic development	1	2	3	4	5	<input type="radio"/>
Health services	1	2	3	4	5	<input type="radio"/>
Services to seniors	1	2	3	4	5	<input type="radio"/>
Services to youth	1	2	3	4	5	<input type="radio"/>
Services to low-income people.....	1	2	3	4	5	<input type="radio"/>
Public library services.....	1	2	3	4	5	<input type="radio"/>
Variety of library materials	1	2	3	4	5	<input type="radio"/>
Public information services.....	1	2	3	4	5	<input type="radio"/>
Municipal courts	1	2	3	4	5	<input type="radio"/>
Public schools.....	1	2	3	4	5	<input type="radio"/>
Cable television	1	2	3	4	5	<input type="radio"/>
Bulk trash pick-up	1	2	3	4	5	<input type="radio"/>
Alley maintenance	1	2	3	4	5	<input type="radio"/>
3-1-1 services	1	2	3	4	5	<input type="radio"/>
WRR 101.1 FM broadcast of City Council meetings.....	1	2	3	4	5	<input type="radio"/>
WRR 101.1 FM classical music programming	1	2	3	4	5	<input type="radio"/>
Arts and cultural programs	1	2	3	4	5	<input type="radio"/>
Accessibility of arts and cultural centers/facilities.....	1	2	3	4	5	<input type="radio"/>
Appearance of arts and cultural centers/facilities.....	1	2	3	4	5	<input type="radio"/>

11. Overall, how would you rate the quality of the services provided by...

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Dallas?	1	2	3	4	5
The Federal Government?	1	2	3	4	5
The State Government?	1	2	3	4	5

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

- No → Go to question #14 Yes → Go to question #13

13. What was your impression of employees of the City of Dallas in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
I receive good value for the City of Dallas taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the City of Dallas is taking	1	2	3	4	5	6
The City of Dallas government welcomes citizen involvement	1	2	3	4	5	6
The City of Dallas government listens to citizens	1	2	3	4	5	6

15. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

16. Please check the response that comes closest to your opinion for each of the following questions:

a. How do you rate Dallas as a place to do business?

- Excellent
 Good
 Fair
 Poor

b. Which modes of transportation do you use on a regular basis? (Check all that apply.)

- Drive alone
 Carpool
 Light rail
 Bus
 Bicycle
 Walk
 Telecommute
 Other

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

- Never
 1-2 times
 3-5 times
 More than 5 times
 Did not know about recreational opportunities

d. Please indicate in the total number of individuals living in your household: _____

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

17. Do you live within the City limits of the City of Dallas?

- No Yes

18. Are you currently employed?

- No → Go to question #19
 Yes → Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
 Bus, Rail, Subway, or other public transportation
 Walk
 Work at home
 Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- No Yes

19. How many years have you lived in Dallas?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

20. Which best describes the building you live in?

- One family house detached from any other houses
 House attached to one or more houses (e.g., a duplex or townhome)
 Building with two or more apartments or condominiums
 Mobile home
 Other

21. Is this house, apartment, or mobile home...

- Rented for cash or occupied without cash payment?
 Owned by you or someone in this house with a mortgage or free and clear?

22. Do any children 12 or under live in your household?

- No Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- No Yes

24. Are you or any other members of your household aged 65 or older?

- No Yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- No Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- 12th Grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g. AA, AS)
 Bachelor's degree (e.g. BA, AB, BS)
 Graduate degree or professional degree

27. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 or more

28. Are you Spanish/Hispanic/Latino?

- No Yes

29. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

30. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

31. What is your sex?

- Female Male

32. Are you registered to vote in your jurisdiction?

- No Yes Don't know

33. Did you vote in the last election?

- No Yes Don't know

34. Are you likely to vote in the next election?

- No Yes Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



Abril de 2007

Estimado residente de Dallas:

¿Se considera usted cliente de los servicios de gobierno? En el Ayuntamiento de Dallas reconocemos que usted tiene la libertad de escoger donde vivir. **Por eso usted es nuestro más importante cliente y estamos trabajando para cambiar la actitud y mejorar el proceso por el cual le proveemos un mejor servicio.**

En mi concepto, mejorar el servicio al consumidor es una labor interminable. Siempre podemos mejorar y nunca debemos temer preguntarle a los usuarios, ¿cómo lo estamos haciendo?

Aquí es donde Ud. nos puede ayudar.

Por tercer año consecutivo, la Ciudad de Dallas esta enviando una encuesta sobre satisfacción del cliente a los residentes de Dallas. Su hogar esta entre un pequeño porcentaje de todas las casas en Dallas que fue seleccionado al azar para la encuesta de este año. ***Su opinión honesta es de suma importancia!***

He aquí las instrucciones básicas:

1. De los moradores de su hogar, el adulto mayor de 18 años de edad, quien haya cumplido años recientemente, es quien debe llenar la encuesta.
2. Llene la encuesta completamente. "No se" es una respuesta aceptable.
3. Regrese la encuesta completa al Ayuntamiento en el sobre adjunto.
4. Solo llene una encuesta por hogar.
5. Llame al 3-1-1, numero de servicio al cliente, si tiene alguna pregunta.

Le agradezco mucho su tiempo por ayudar a la Ciudad de Dallas a cumplir con nuestra visión de ser el Ayuntamiento numero uno de América en servicio al consumidor.

Cordialmente,

Mary K. Suhm
Administradora del Ayuntamiento

Los resultados serán colocados en la página web del Ayuntamiento en Junio de 2007 www.alcaldiadedallas.com. Ud. podrá revisar los resultados de previas encuestas.



Abril de 2007

Estimado residente de Dallas:

NOTA: Hace una semana ud. debió haber recibido una copia de la encuesta. Si ya la completo, favor de regresarla, le agradecemos su tiempo y pedimos que recicle los materiales incluidos. Si no, por favor siga leyendo.

¿Se considera usted cliente de los servicios de gobierno? En el Ayuntamiento de Dallas reconocemos que usted tiene la libertad de escoger donde vivir. **Por eso usted es nuestro más importante cliente y estamos trabajando para cambiar la actitud y mejorar el proceso por el cual le proveemos un mejor servicio.**

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ENCUESTA CIUDADANA DEL 2007 DE LA CIUDAD DE DALLAS

Por favor llene este cuestionario si usted es el adulto (18 años o más) de su hogar que ha tenido el cumpleaños más reciente. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor encierre en un círculo en el número que mejor represente su opinión para cada una de las siguientes preguntas:

	<u>Excelente</u>	<u>Bueno</u>	<u>Aceptable</u>	<u>Malo</u>	<u>No sé</u>
¿Cómo evalúa a Dallas como lugar de residencia?.....	1	2	3	4	5
¿Cómo evalúa su vecindario como lugar de residencia?.....	1	2	3	4	5
¿Cómo evalúa la Ciudad de Dallas como lugar para criar a sus hijos?	1	2	3	4	5
¿Cómo evalúa a Dallas como lugar de trabajo?	1	2	3	4	5
¿Cómo evalúa la Ciudad de Dallas como lugar para jubilarse?	1	2	3	4	5
¿Cómo evalúa la calidad de vida en general en la Ciudad de Dallas?	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Dallas:

	<u>Excelente</u>	<u>Bueno</u>	<u>Aceptable</u>	<u>Malo</u>	<u>No sé</u>
Sentido de cooperación comunitaria	1	2	3	4	5
La aceptación de la comunidad de gente de diferentes orígenes.....	1	2	3	4	5
Aspecto general de la Ciudad de Dallas	1	2	3	4	5
Oportunidades para asistir a actividades culturales.....	1	2	3	4	5
Suficientes lugares para ir de compras	1	2	3	4	5
Calidad del aire.....	1	2	3	4	5
Oportunidades de recreación	1	2	3	4	5
Oportunidades de empleo	1	2	3	4	5
Disponibilidad de viviendas a precios económicos	1	2	3	4	5
Guarderías infantiles a precios económicos	1	2	3	4	5
Asistencia médica a precios económicos.....	1	2	3	4	5
Acceso a comida de buena calidad a precios razonables	1	2	3	4	5
Facilidad para andar en automóvil	1	2	3	4	5
Facilidad para andar en autobús	1	2	3	4	5
Facilidad para viajar en tren / metro	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para andar a pie	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Imagen/reputación general de Dallas.....	1	2	3	4	5
Calidad general de proyectos nuevos de desarrollo en Dallas	1	2	3	4	5

3. Por favor evalúe la rapidez de crecimiento en Dallas durante los últimos 2 años en las siguientes categorías:

	<u>demasiado lento</u>	<u>un poco lento</u>	<u>cantidad apropiada</u>	<u>un poco rápido</u>	<u>demasiado rápido</u>	<u>no sé</u>
Crecimiento de la población	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.) ...	1	2	3	4	5	6
Aumento de oportunidades de empleo.....	1	2	3	4	5	6

4. ¿A qué nivel, si es que existe alguno, se encuentran los siguientes problemas en la Ciudad de Dallas?

	<u>no hay problema</u>	<u>problema menor</u>	<u>problema moderado</u>	<u>gran problema</u>	<u>no sé</u>
Crimen	1	2	3	4	5
Drogas	1	2	3	4	5
Demasiado crecimiento	1	2	3	4	5
Falta de crecimiento	1	2	3	4	5
Graffiti	1	2	3	4	5
Ruido	1	2	3	4	5
Edificios sin mantenimiento, terrenos con maleza, vehículos abandonados	1	2	3	4	5
Impuestos	1	2	3	4	5
Congestión de tránsito.....	1	2	3	4	5
Juventud sin supervisión	1	2	3	4	5
Indigencia	1	2	3	4	5
Hierba / maleza.....	1	2	3	4	5
Falta de comunicaciones de la Ciudad de Dallas traducidas a idiomas excepto el inglés.....	1	2	3	4	5
Negocios locales no deseados.....	1	2	3	4	5
Desecho tóxico u otro(s) peligro(s) ambiental(es).....	1	2	3	4	5

5. Por favor indique qué tan seguro se siente respecto a las cosas que podrían ocurrirle a usted en Dallas:

	<u>muy seguro</u>	<u>más o menos seguro</u>	<u>ni seguro ni inseguro</u>	<u>más o menos inseguro</u>	<u>muy inseguro</u>	<u>no sé</u>
Crímenes violentos (Ej. violación, asalto, robo)	1	2	3	4	5	6
Delitos contra su propiedad (Ej. asalto, robo)	1	2	3	4	5	6
Incendios	1	2	3	4	5	6

6. Por favor indique qué tan seguro se siente:

	<u>muy seguro</u>	<u>más o menos seguro</u>	<u>ni seguro ni inseguro</u>	<u>más o menos inseguro</u>	<u>muy inseguro</u>	<u>no sé</u>
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En el centro de la ciudad durante el día	1	2	3	4	5	6
En el centro de la ciudad durante la noche	1	2	3	4	5	6
En los parques durante el día.....	1	2	3	4	5	6
En los parques durante la noche.....	1	2	3	4	5	6

7. En los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen

- No → Vaya a la pregunta #9 Sí → Vaya a la pregunta #8 No sé

8. ¿Si usted marcó sí, denunció esos crímenes a la policía?

- No Sí No sé

9. En los últimos 12 meses, ¿cuántas veces participó en las siguientes actividades en la Ciudad de Dallas (usted o algún miembro de su familia)?

	<u>Nunca</u>	<u>1 ó 2 veces</u>	<u>3 a 12 veces</u>	<u>13 a 26 veces</u>	<u>más de 26 veces</u>
Utilizó las bibliotecas públicas de Dallas y sus servicios	1	2	3	4	5
Utilizó los centros de recreación de Dallas	1	2	3	4	5
Participó en programas o actividades recreativas	1	2	3	4	5
Visitó un parque del vecindario o de la ciudad	1	2	3	4	5
Utilizó un autobús local dentro de la ciudad	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública.....	1	2	3	4	5
Vio por cable (TV) una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Recicló papel, latas o botellas en su casa	1	2	3	4	5
Participó como voluntario en algún grupo o actividad	1	2	3	4	5
Utilizó el Internet para cualquier cosa.....	1	2	3	4	5
Utilizó el Internet para hacer negocios con la Ciudad de Dallas.....	1	2	3	4	5
Compró algún producto a través del Internet.....	1	2	3	4	5
Asistió a un evento de música, teatro, danza, museo, arte u otro evento cultural en Dallas.....	1	2	3	4	5

10. ¿Cómo evalúa la calidad de cada uno de los siguientes servicios de la Ciudad de Dallas? Si usted se ha comunicado directamente con el servicio o departamento de la siguiente lista en los últimos 12 meses, por favor elija la opción marcada como “usuario.”

	<u>Excelente</u>	<u>Bueno</u>	<u>Aceptable</u>	<u>Malo</u>	<u>No sé</u>	<u>Usuario</u>
Servicios de la Policía.....	1	2	3	4	5	<input type="radio"/>
Servicios de Bomberos.....	1	2	3	4	5	<input type="radio"/>
Servicios de ambulancia / médicos de emergencia	1	2	3	4	5	<input type="radio"/>
Prevención de crímenes.....	1	2	3	4	5	<input type="radio"/>
Educación y prevención contra incendios	1	2	3	4	5	<input type="radio"/>
Imposición de las leyes de tránsito.....	1	2	3	4	5	<input type="radio"/>
Recolección de basura	1	2	3	4	5	<input type="radio"/>
Reciclaje	1	2	3	4	5	<input type="radio"/>
Recolección de desechos del patio (jardín)	1	2	3	4	5	<input type="radio"/>
Reparación de calles	1	2	3	4	5	<input type="radio"/>
Limpieza de calles	1	2	3	4	5	<input type="radio"/>
Iluminación de calles	1	2	3	4	5	<input type="radio"/>
Eliminación de nieve	1	2	3	4	5	<input type="radio"/>
Mantenimiento de aceras	1	2	3	4	5	<input type="radio"/>
Regulación de semáforos / señales de tránsito	1	2	3	4	5	<input type="radio"/>
Disponibilidad de estacionamiento público	1	2	3	4	5	<input type="radio"/>
Servicios de autobús / transporte	1	2	3	4	5	<input type="radio"/>
Drenajes	1	2	3	4	5	<input type="radio"/>
Agua potable.....	1	2	3	4	5	<input type="radio"/>
Servicios de al cantarillado.....	1	2	3	4	5	<input type="radio"/>
Parques de la ciudad.....	1	2	3	4	5	<input type="radio"/>
Clases o programas recreativos.....	1	2	3	4	5	<input type="radio"/>
Cantidad / variedad de clases o programas recreativos	1	2	3	4	5	<input type="radio"/>
Centros de recreación	1	2	3	4	5	<input type="radio"/>
Accesibilidad a los parques	1	2	3	4	5	<input type="radio"/>
Accesibilidad a los centros de recreación	1	2	3	4	5	<input type="radio"/>
Aspecto y mantenimiento de parques	1	2	3	4	5	<input type="radio"/>
Aspecto de los centros de recreación	1	2	3	4	5	<input type="radio"/>
Uso, planificación y zonificación de terreno	1	2	3	4	5	<input type="radio"/>
Imposición de las ordenanzas (maleza, edificios abandonados, etc.)	1	2	3	4	5	<input type="radio"/>
Control de animales	1	2	3	4	5	<input type="radio"/>
Desarrollo económico	1	2	3	4	5	<input type="radio"/>
Servicios de salud.....	1	2	3	4	5	<input type="radio"/>
Servicios para personas de la tercera edad (ancianos)	1	2	3	4	5	<input type="radio"/>
Servicios para Jóvenes	1	2	3	4	5	<input type="radio"/>
Servicios para personas de bajos recursos	1	2	3	4	5	<input type="radio"/>
Servicios de bibliotecas públicas.....	1	2	3	4	5	<input type="radio"/>
Variedad de materiales en la biblioteca.....	1	2	3	4	5	<input type="radio"/>
Servicios de información pública	1	2	3	4	5	<input type="radio"/>
Tribunales municipales.....	1	2	3	4	5	<input type="radio"/>
Escuelas públicas	1	2	3	4	5	<input type="radio"/>
Televisión por cable.....	1	2	3	4	5	<input type="radio"/>
Recolección de desechos voluminosos.....	1	2	3	4	5	<input type="radio"/>
Mantenimiento de callejones	1	2	3	4	5	<input type="radio"/>
Servicios del 3-1-1	1	2	3	4	5	<input type="radio"/>
Transmisión de reuniones del concejo de la Ciudad por WRR 101.1 FM	1	2	3	4	5	<input type="radio"/>
Programación en música clásica de WRR 101.1 FM.....	1	2	3	4	5	<input type="radio"/>
Programas de artes y culturas.....	1	2	3	4	5	<input type="radio"/>
Accesibilidad a centros/servicios de artes y culturas	1	2	3	4	5	<input type="radio"/>
Aspecto de centros/servicios de artes y culturas	1	2	3	4	5	<input type="radio"/>

11. En general, ¿cómo evalúa usted los servicios suministrados por...

	<u>Excelente</u>	<u>Bueno</u>	<u>Aceptable</u>	<u>Malo</u>	<u>No sé</u>
la Ciudad de Dallas?.....	1	2	3	4	5
el Gobierno Federal?	1	2	3	4	5
el Gobierno Estatal?	1	2	3	4	5

12. ¿Ha tenido comunicación o por teléfono con algún empleado de la Ciudad de Dallas durante los últimos 12 meses (incluyendo policía, recepcionistas, planificadores u otros)?

- No → Vaya a la pregunta #14 Sí → Vaya a la pregunta #13

13. ¿Cuál fue su impresión de los empleados de la Ciudad de Dallas en su más reciente contacto? (Evalúe cada característica abajo.)

	Excelente	Bueno	Aceptable	Malo	No sé
Conocimiento	1	2	3	4	5
Comprensión	1	2	3	4	5
Cortesía	1	2	3	4	5
Impresión general	1	2	3	4	5

14. Por favor evalúe las siguientes declaraciones encerrando en un círculo en el número que represente mejor su opinión:

	Completamente de acuerdo	Más o menos de acuerdo	Ni de acuerdo ni en desacuerdo	Más o menos en desacuerdo	Completamente en desacuerdo	No sé
Recibo un bien valor por los impuestos que pago a la Ciudad de Dallas	1	2	3	4	5	6
Estoy satisfecho con la dirección general de la Ciudad de Dallas	1	2	3	4	5	6
El gobierno de la Ciudad de Dallas promueve la participación de los residentes	1	2	3	4	5	6
El gobierno de la Ciudad de Dallas escucha a los residentes	1	2	3	4	5	6

15. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

- Muy positivo Más o menos positivo Neutral Más o menos negativo Muy negativo

16. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas:

a. ¿Cómo califica a Dallas como lugar para hacer negocios?

- Excelente
 Bueno
 Aceptable
 Deficiente

b. ¿Cuáles medios de transporte utiliza usted frecuentemente? (Marque todos los que aplican.)

- Conducir solo
 Automóvil de uso compartido
 Tren ligero
 Autobús
 Bicicleta
 Caminar
 Comunicación por teléfono o computadora desde su casa
 Otro

c. En los últimos 12 meses, ¿cuántas veces, si del todo, ha usado usted u otros miembros de su hogar las instalaciones del Corredor del Río Trinity?

- Nunca
 1-2 veces
 3-5 veces
 Más de 5 veces
 No sabía sobre las oportunidades recreativas

d. Por favor indique el número total de individuos que viven en su casa: _____

Nuestras últimas preguntas son acerca de usted y su hogar. Todas las respuestas son anónimas y serán reportadas en forma general.

17. ¿Vive dentro de los límites del Condado de Dallas?

- No Sí

18. ¿Tiene empleo actualmente?

- No → Vaya a la pregunta #19
 Sí → Vaya a la pregunta #18a

18a. ¿Qué tipo de transporte utiliza usualmente (para la parte más larga de su viaje) para ir al trabajo?

- Vehículo motorizado (Ej. automóvil, camioneta, van, motocicleta, etc....)
 Autobús, tren, metro u otro servicio público de transporte
 Caminar
 Trabajo en la casa
 Otro

18b. Si marcó en la pregunta 18a vehículo motorizado (Ej. automóvil, camioneta, van, motocicleta), ¿hay otras personas (adultos o niños) que usualmente viajan con usted a o del trabajo?

- No Sí

19. ¿Cuántos años tiene usted viviendo en Dallas?

- Menos de 2 años 11-20 años
 2-5 años Más de 20 años
 6-10 años

20. ¿Cuál de las siguientes opciones describe mejor la vivienda (edificio) en la que reside?

- Casa unifamiliar separada de otras casas
 Casa unida a una o más casas (Ej. dúplex, townhome)
 Edificio con 2 o más apartamentos o condominios
 Casa móvil / rodante
 Otro

21. ¿Es esta casa, apartamento o casa móvil / rodante es...

- Alquilada o la ocupa sin pago?
 Propia, o de alguien de su familia que paga la hipoteca o ya está pagada?

22. ¿Hay niños de 12 años o menores que viven en su casa?

- No Sí

23. ¿Hay adolescentes de edades entre 13-17 que viven en su casa?

- No Sí

24. ¿Tiene usted o cualquiera de los miembros de su hogar 65 años o más?

- No Sí

25. ¿Hay algún miembro de su familia que tenga incapacidad física o que esté incapacitado?

- No Sí

26. ¿Cuál es el nivel de estudio más alto que usted alcanzó? (marque solo uno)

- Grado 12 ó menos, sin diploma
 Diploma de preparatoria / secundaria
 Algo de universidad, sin título
 Grado asociado (Ej. técnico en artes o ciencias)
 Licenciatura (Ej. ciencias y artes)
 Grado profesional (maestría, doctorado)

27. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total los ingresos de todas las personas de su casa.)

- Menos de \$24,999
 \$25,000 a \$49,999
 \$50,000 a \$99,999
 \$100,000 o más

28. ¿Es usted Hispano / Latino?

- No Sí

29. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)

- Indio Americano / Nativo de Alaska
 Asiático
 Afroamericano
 Caucásico
 Otro

30. ¿En que categoría está su edad?

- 18-24 años 55-64 años
 25-34 años 65-74 años
 35-44 años 75 años o más
 45-54 años

31. ¿Cuál es su sexo?

- Femenino Masculino

32. ¿Está registrado para votar en su jurisdicción?

- No Sí No sé

33. ¿Votó en las últimas elecciones?

- No Sí No sé

34. ¿Cree que votará en las próximas elecciones?

- No Sí No sé

Gracias por llenar esta encuesta. Por favor regrese la encuesta en el sobre prepago a: National Research Center, Inc., 3005 30th St., Boulder, CO 80301



City of Dallas

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