City of Dallas

2018 City of Dallas DirectionFinder® Survey

Final Report

Submitted to

The City of Dallas, TX

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ETC INSTITUTE

Contents

# *2018 City of Dallas Community Survey*
Executive Summary Report

Overview and Methodology

Between January and March of 2018, ETC Institute administered a Community Survey on behalf of the City of Dallas. Previous Community Surveys were conducted in 2005, 2006, 2007, 2009, 2011, 2013, 2014 and 2016. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services, to help improve the quality of city services, and to determine priorities for the community.

The seven-page survey was mailed to a random sample of households in the City of Dallas. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey and encouraged residents to return their surveys in the mail. A link to an online survey was provided for those who preferred to fill out the survey over the internet. A total of 1,442 households completed the survey: 1,173 by mail, 262 online, and 7 by phone in Spanish. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online vs. phone).

The results for the random sample of 1,442 households have a 95% level of confidence with a precision of at least +/- 2.6%. In order to better understand how well services are being delivered by the City, ETC Institute mapped the home address of respondents to the survey. This allowed ETC Institute to analyze the data per Council District. A minimum of 100 surveys were completed for each of the 14 Council Districts. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.
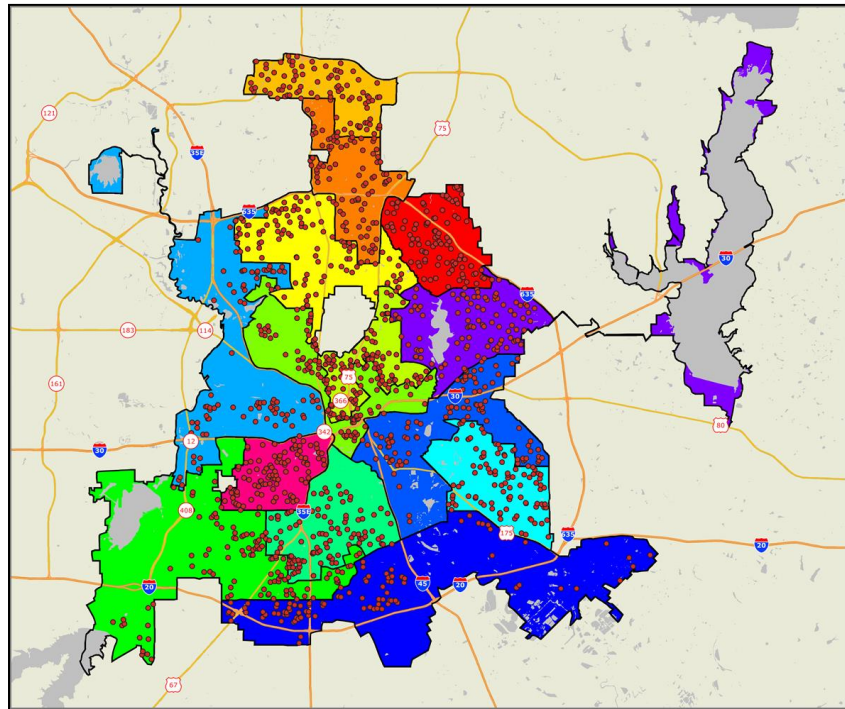
The results of the individual surveys were kept confidential.

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

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Dallas with the results from other communities in ETC Institute's *DirectionFinder®* database. Since the "don't know" responses often reflect the utilization and awareness of city services, the percentage of "don't know" responses have been provided in the tabular data section of this report (Section 4).

This summary report contains:

- a summary of the methodology for administering the survey and major findings;
- charts showing the overall results for most questions on the survey;
- importance-satisfaction analysis;
- composite satisfaction indices;
- tabular data that show the results for each question on the survey; and
- a copy of the survey instrument.

Trend Summary

Overall the satisfaction with the quality of City services decreased from 2016 to 2018. To objectively assess the change in overall satisfaction with city services from 2016 to 2018, ETC Institute developed a Composite Satisfaction Index for the City. The Composite Satisfaction Index is derived from the mean rating given for the 12 major categories of city services that were assessed in 2009, 2011, 2013, 2014, 2016 and 2018. The index is calculated by dividing the mean rating from 2018 by the mean rating from 2009 and then multiplying the result by 100.
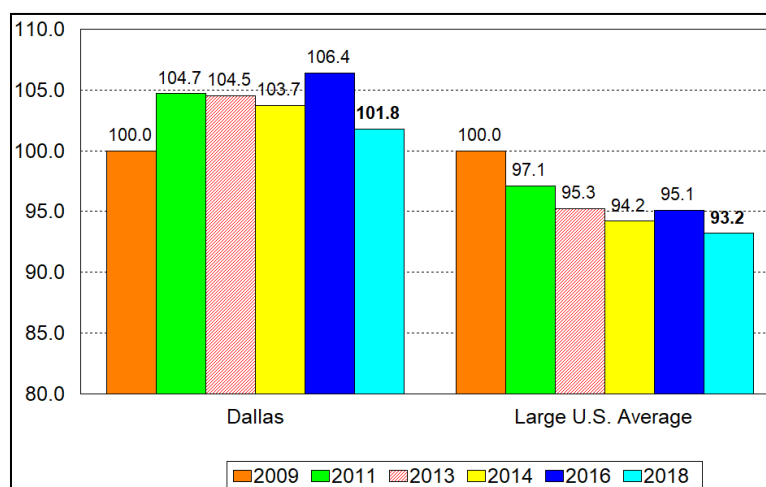
The chart above shows the Composite Satisfaction Index from 2009, 2011, 2013, 2014, 2016 and 2018 for the City of Dallas and large U.S. communities. In 2018 the Composite Satisfaction Index for the City of Dallas rated at 101.8, which is a decrease of 4.6 points from 2016, and an increase of 1.8 points from the baseline year of 2009.

The satisfaction with the overall quality of services by the City of Dallas has decreased by 10% since the 2016 survey. There were other significant changes in some of the specific areas that were assessed on the survey. Given the sample size of both surveys, changes of 3.0% or more from 2016 to 2018 were statistically significant. Concerns about the economy, public safety, and national and regional attitudes toward local government may have contributed to decreases in satisfaction during the past two years.

Major Findings by Area

- **Perception of the Overall Quality of Life in Dallas.** Seventy-two percent (72%) of the residents surveyed felt the quality of life in Dallas was "excellent" (16%) or "good" (56%); 24% of residents felt the quality of life in Dallas was "fair" and only 4% felt it was poor.

- **Ratings of Dallas as a Place to Live, Place to Work and do Business.** Eighty-four percent (84%) of the residents surveyed felt Dallas was an "excellent" (40%) or "good" (44%) place to work; 84% of residents felt Dallas was an "excellent" (41%) or "good" (43%) place to do business; and 80% felt Dallas was an "excellent" (28%) or "good" (52%) place to live.

- **Ratings of Various Characteristics and Opportunities in the City.** Seventy-four percent (74%) of the residents surveyed rated opportunities to attend arts/cultural events in Dallas as "excellent" (29%) or "good" (45%); and 63% of residents rated the overall image/reputation of Dallas as "excellent" (12%) or "good" (51%).

- **Ratings of Access in the Community.** Sixty-five percent (65%) of residents rated the access to affordable, quality food in Dallas as "excellent" (24%) or "good" (41%); and 55% of residents rated the access to living wage jobs as "excellent" (15%) or "good" (40%).

- **Ratings of Mobility in the Community.** Forty-nine percent (49%) of residents rated the ease of rail travel in Dallas as "excellent" (12%) or "good" (37%); 45% of residents rated the ease of bus travel in Dallas as "excellent" (12%) or "good" (33%); and 44% of residents rated the ease of car travel in the City as "excellent" (10%) or "good" (34%).

- **Speed of Growth.** Sixty percent (60%) of residents felt population growth in Dallas was "much too fast" or "too fast," 38% felt it was "about right" and 2% felt it was "much too slow" or "too slow". Twenty-nine percent (29%) of residents felt job growth in Dallas was "much too slow" or "too slow," 63% felt it was "about right" and 8% felt it was "much too fast" or "too fast."

- **Perceptions of Problems in the City.** The items that residents felt were the biggest problems in the City, based upon the percentage of residents who rated the item as a "major" problem, were: homelessness (64%), infrastructure and streets

(58%), drugs (56%), crime (48%), and aggressive solicitation and panhandling (41%).

- **Perception of Safety in the City.** Based upon the combined percentage of residents who felt "very safe" or "safe," residents felt most safe in their neighborhood during the day (76%), in Dallas's parks during the day (65%), and in Dallas's downtown area during the day (64%). Residents felt least safe in Dallas's parks after dark (10%).

- **Major Categories of City Services.** The City services that residents rated the highest, based upon a combination of "excellent" and "good" ratings, were: Dallas Love Field Airport (91%), fire services (89%), public library services (85%), arts and cultural programs/facilities (84%), sewer services (78%), ambulance/emergency medical services (78%), and solid waste services (75%). Residents rated the maintenance of infrastructure the lowest (24%). The City services that residents felt should be the top three priorities were: 1) maintenance of infrastructure, 2) police services, and 3) neighborhood code enforcement.

- **Public Safety.** The public safety services that residents rated the highest, based upon a combination of "excellent" and "good" responses, were: the response time of the fire department to emergencies (75%) and fire prevention and education (63%). Residents rated crime prevention (40%) the lowest. The public safety services that residents felt were most important were: 1) crime prevention and 2) response time of police to emergencies.

- **Parks and Recreation.** The parks and recreation services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses, were: the accessibility of parks (76%), City parks (74%), the accessibility of recreation centers and facilities (71%), and walking trails in the city (69%). The parks and recreation services that residents felt were most important were: 1) walking trails in the city, 2) city parks, and 3) the appearance and maintenance of parks.

- **Code Enforcement.** The code enforcement services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses, were: enforcement of food safety in restaurants (46%), efforts to survey/abate mosquitos carrying viruses (46%), and enforcement of bulk and brush trash violations (42%). The code enforcement services that residents felt were most important were: 1) enforcement of food safety in restaurants, 2) efforts to survey/abate mosquitos carrying viruses, 3) enforcement of blighted residential properties.

- **Solid Waste.** The solid waste services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses, were: garbage collections (80%) and bulk trash pick-up (78%). The solid waste services that residents felt should be the City's top priorities were: 1) garbage collections and 2) recycling.

- **Streets and Infrastructure/Mobility.** The streets and infrastructure/mobility services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses, were: traffic signs and signal operations (54%), street lighting (37%), and street cleaning (32%). Residents rated alley maintenance the lowest (17%). The streets and infrastructure/mobility services that residents felt were most important were: 1) maintenance and repair of thoroughfares and major streets and 2) maintenance and repair of neighborhood streets.

- **Water and Wastewater.** The water and wastewater services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses were, water pressure in your home (75%) and the ease of understanding your water/wastewater bill (63%). The water and wastewater services that residents felt should be the City's top priorities were: 1) the taste and smell of tap water in your home and 2) pricing for water and wastewater services.

- **Other City Services/Facilities.** Other city services and facilities that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses, were: appearance/maintenance of arts and cultural centers/facilities (76%), variety of arts and cultural programs (72%), and appearance/maintenance of libraries/facilities (72%). Residents rated services to low-income people the lowest (33%).

- **Public Information.** The public information services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses, were: WRR's 101.1 FM broadcast of City Council meetings (61%), 3-1-1 services (60%), quality of City's cable television channel (51%), and the quality of City website (45%). The public information services that residents felt were most important were: 1) the level of public involvement in decision making, 2) availability of information about city programs and services, and 3) 3-1-1 services.

   The top two sources where residents get news and information about City programs, services and events were: television news (66%) and social media (50%).

- **Customer Service.** More than three-fourths (78%) of the residents surveyed rated the courtesy of City employees they interacted with as "excellent" (45%) or "good" (33%); 74% of residents rated the knowledge of City employees as "excellent" (39%) or "good" (35%); and 71% of residents rated the overall quality of customer service from City employees as "excellent" (39%) or "good" (32%).

- **Overall Quality of Governmental Service Provided by the City of Dallas.** Fifty-three percent (53%) of the residents surveyed rated the quality of services provided by the City of Dallas as "excellent" (9%) or "good" (44%); 37% rated City services as "fair" and 10% rated City services as "poor."

Investment Priorities

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

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services in the future. If the City wants to improve its overall satisfaction rating, it should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 2 of this report.

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top three priorities for investment in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:

  o Maintenance of infrastructure (IS Rating= 0.4180)
  o Police services (IS Rating=0.2014)
  o Neighborhood code enforcement (IS Rating=0.1890)

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

  o **Public Safety:** crime prevention, response time of police to emergencies, and efforts by police to fight crime in your neighborhood
  o **Parks and Recreation:** walking trails in the city, appearance and maintenance of parks, and city parks
  o **Code Enforcement:** enforcement of food safety in restaurants, enforcement of blighted residential properties, enforcement at multi-family building conditions, and efforts to survey/abate mosquitos carrying viruses
  o **Solid Waste:** none of the solid waste services were selected as a "high priority" for improvement

- o **Streets and Infrastructure/Mobility:** Maintenance/repair of thoroughfares/major streets and maintenance/repair of neighborhood streets
- o **Water and Wastewater:** pricing for water and wastewater service and taste/smell of tap water in your home
- o **Public Information:** level of public involvement in decision making and availability of information about city programs and services

Section 1:
Charts and Graphs

City of Dallas
2018 Community Survey

Perceptions of the City

Q1-9. Ratings of the Overall Quality of Life in Dallas

by percentage of respondents (excluding don't knows)

Excellent
16%

Poor
4%

Good
56%

Fair
24%
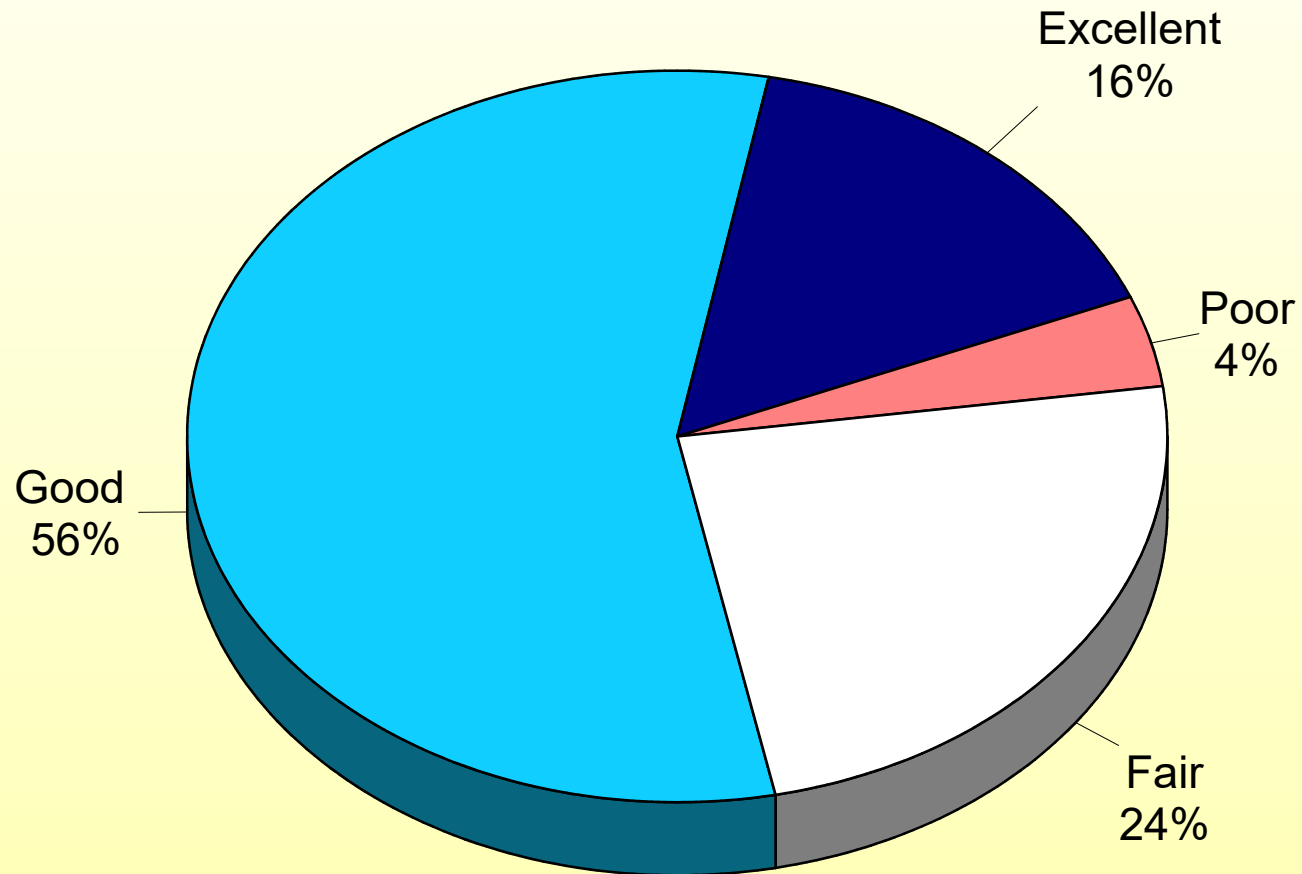
Q1. Quality of Life Ratings

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

Item	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Dallas as a place to work	40%	44%	13%	3%
Dallas as a place to do business	41%	43%	13%	3%
Dallas as a place to live	28%	52%	17%	3%
Overall quality of life in Dallas	16%	56%	24%	4%
Quality of economic development in Dallas	29%	43%	21%	7%
Your neighborhood as a place to live	27%	42%	22%	9%
Dallas as a place to raise children	19%	42%	30%	9%
Dallas as a place to retire	18%	36%	30%	16%
Quality of public schools in Dallas	7%	21%	35%	37%

Legend: ■ Excellent (4) ■ Good (3) □ Fair (2) ■ Poor (1)
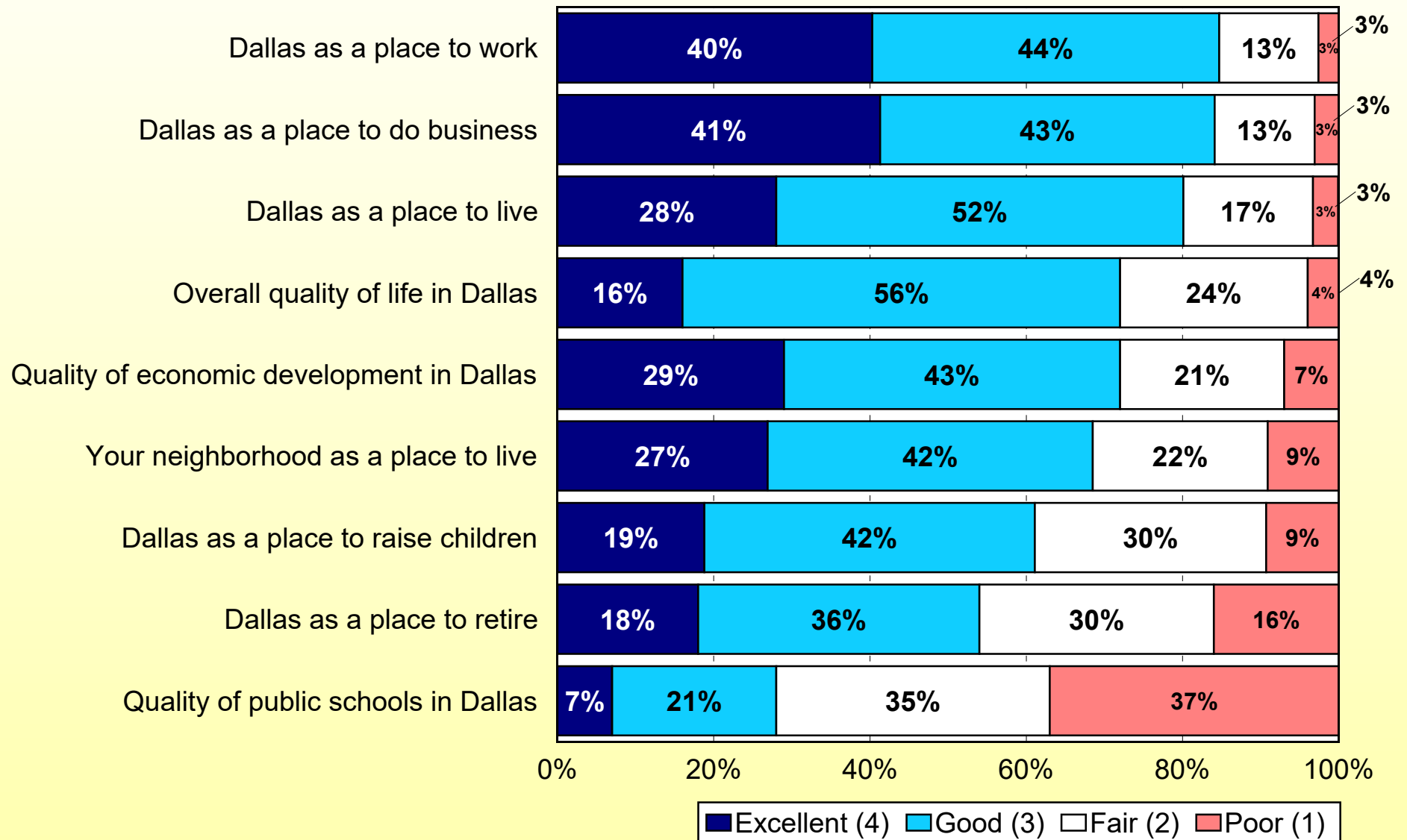
Q1. Quality of Life Ratings
Trends - 2018, 2016, 2014, 2013 & 2011

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

Dallas as a place to work
- 2018: 85%
- 2016: 87%
- 2014: 83%
- 2013: 82%
- 2011: 75%

Dallas as a place to do business
- 2018: 84%
- 2016: 86%
- 2014: 83%
- 2013: 82%
- 2011: 77%

Dallas as a place to live
- 2018: 80%
- 2016: 84%
- 2014: 82%
- 2013: 82%
- 2011: 76%

Overall quality of life in Dallas
- 2018: 72%
- 2016: 77%
- 2014: 73%
- 2013: 73%
- 2011: 67%

Quality of economic development in Dallas
- 2018: 72%
- 2016: 75%
- 2014: 73%
- 2013: 67%
- 2011: 56%

Your neighborhood as a place to live
- 2018: 69%
- 2016: 74%
- 2014: 71%
- 2013: 69%
- 2011: 69%

Dallas as a place to raise children
- 2018: 61%
- 2016: 68%
- 2014: 62%
- 2013: 66%
- 2011: 59%

Dallas as a place to retire
- 2018: 54%
- 2016: 62%
- 2014: 58%
- 2013: 57%
- 2011: 52%

Quality of public schools in Dallas
- 2018: 28%
- 2016: 26%
- 2014: 27%
- 2013: 33%
- 2011: 34%

Legend: ■ 2018 □ 2016 ▨ 2014 ■ 2013 ■ 2011

Source: ETC Institute (2018)

Q2. Ratings of Characteristics of the Community: <u>General Characteristics and Opportunities</u>

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

Characteristic	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Opportunities to attend arts/cultural events	29%	45%	20%	6%
Overall image/reputation of Dallas	12%	51%	30%	7%
Acceptance of people w/ diverse backgrounds	10%	42%	35%	13%
Air quality	8%	42%	36%	14%
Sense of community	9%	40%	39%	12%

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

Source: ETC Institute (2018)
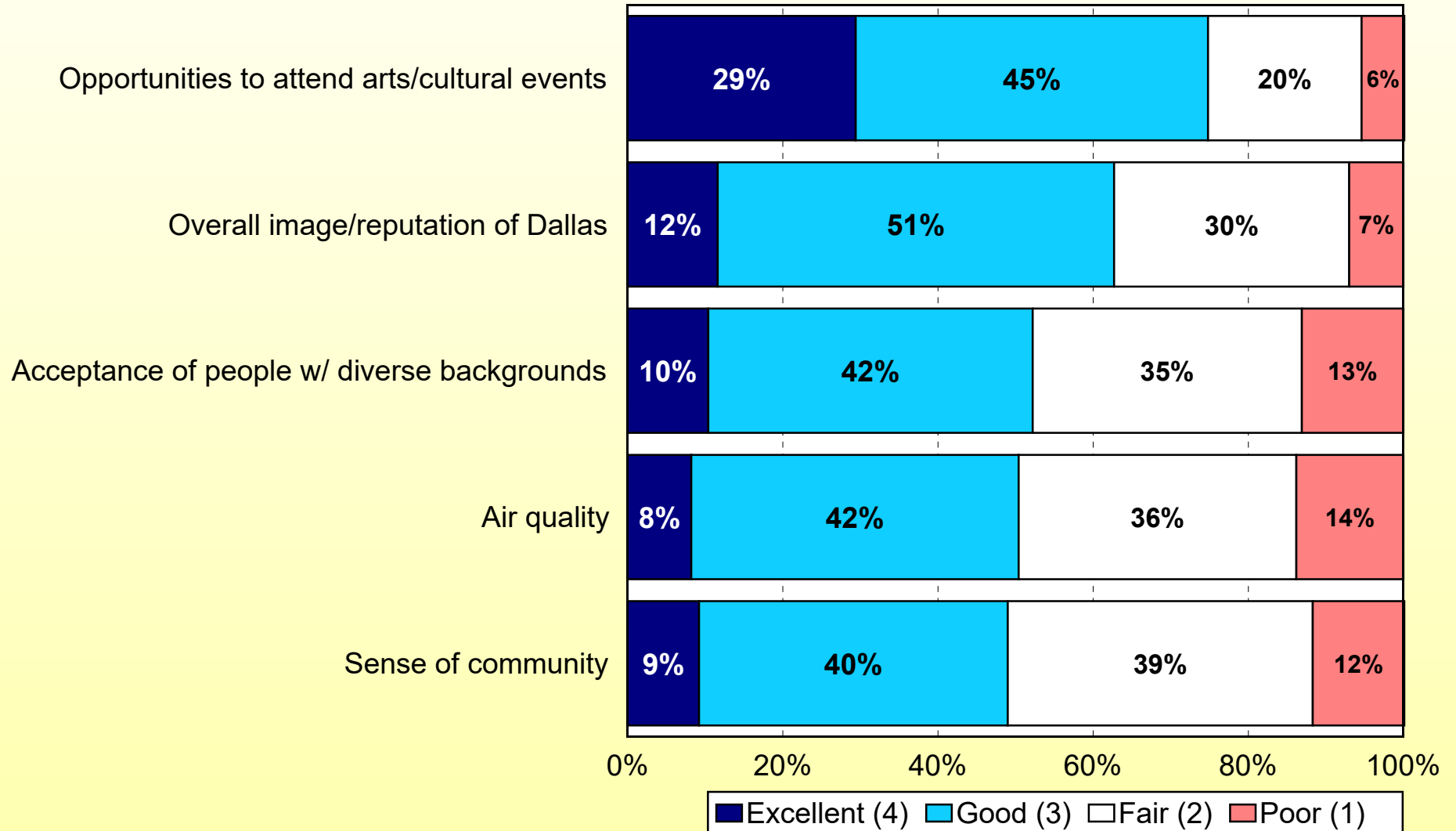
Q2. Ratings of Characteristics of the Community: <u>General Characteristics and Opportunities</u> *Trends - 2018, 2016, 2014, 2013 & 2011*

by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)
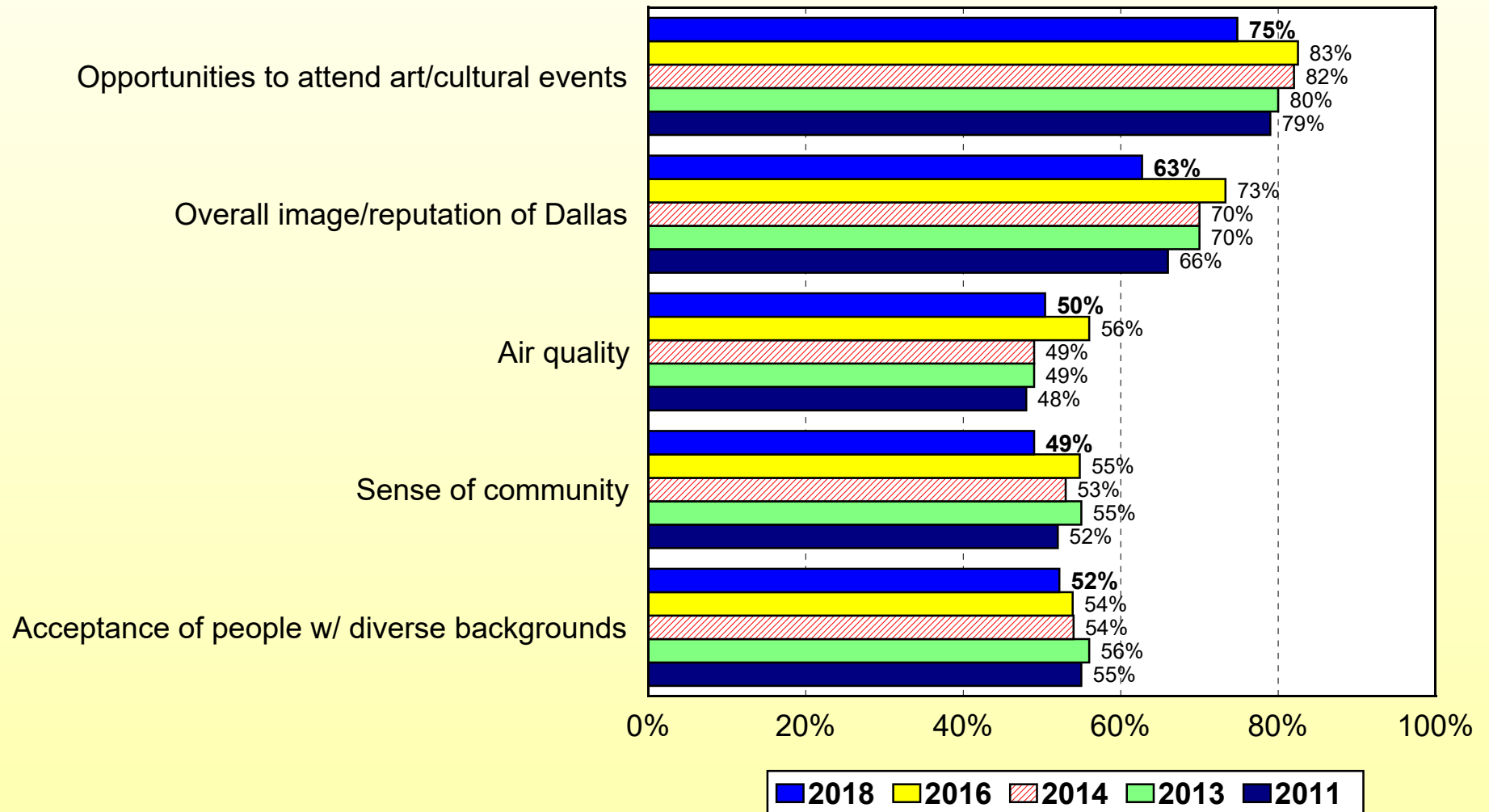
Q2. Ratings of Characteristics of the Community: <u>Access</u>

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

Characteristic	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Access to affordable quality food	24%	41%	24%	11%
Access to living wage jobs	15%	40%	32%	13%
Access to quality education	16%	37%	31%	16%
Access to affordable quality health care	13%	36%	31%	20%
Access to affordable quality child care	7%	28%	38%	27%
Access to affordable quality housing	7%	28%	36%	29%

■ Excellent (4) ■ Good (3) □ Fair (2) ■ Poor (1)
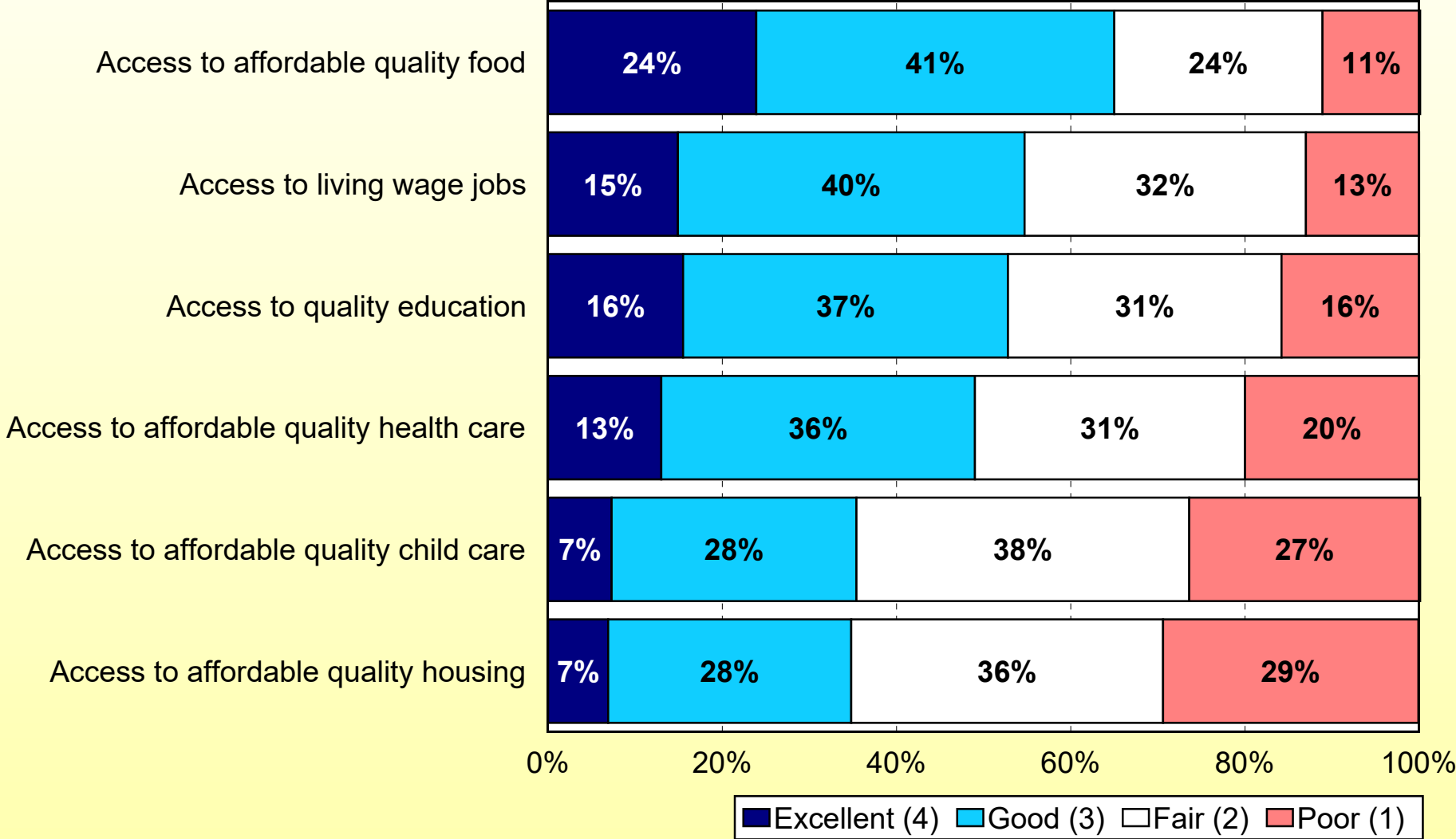
Q2. Ratings of Characteristics of the Community: <u>Access</u>
Trends - 2018, 2016, 2014, 2013 & 2011

by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)
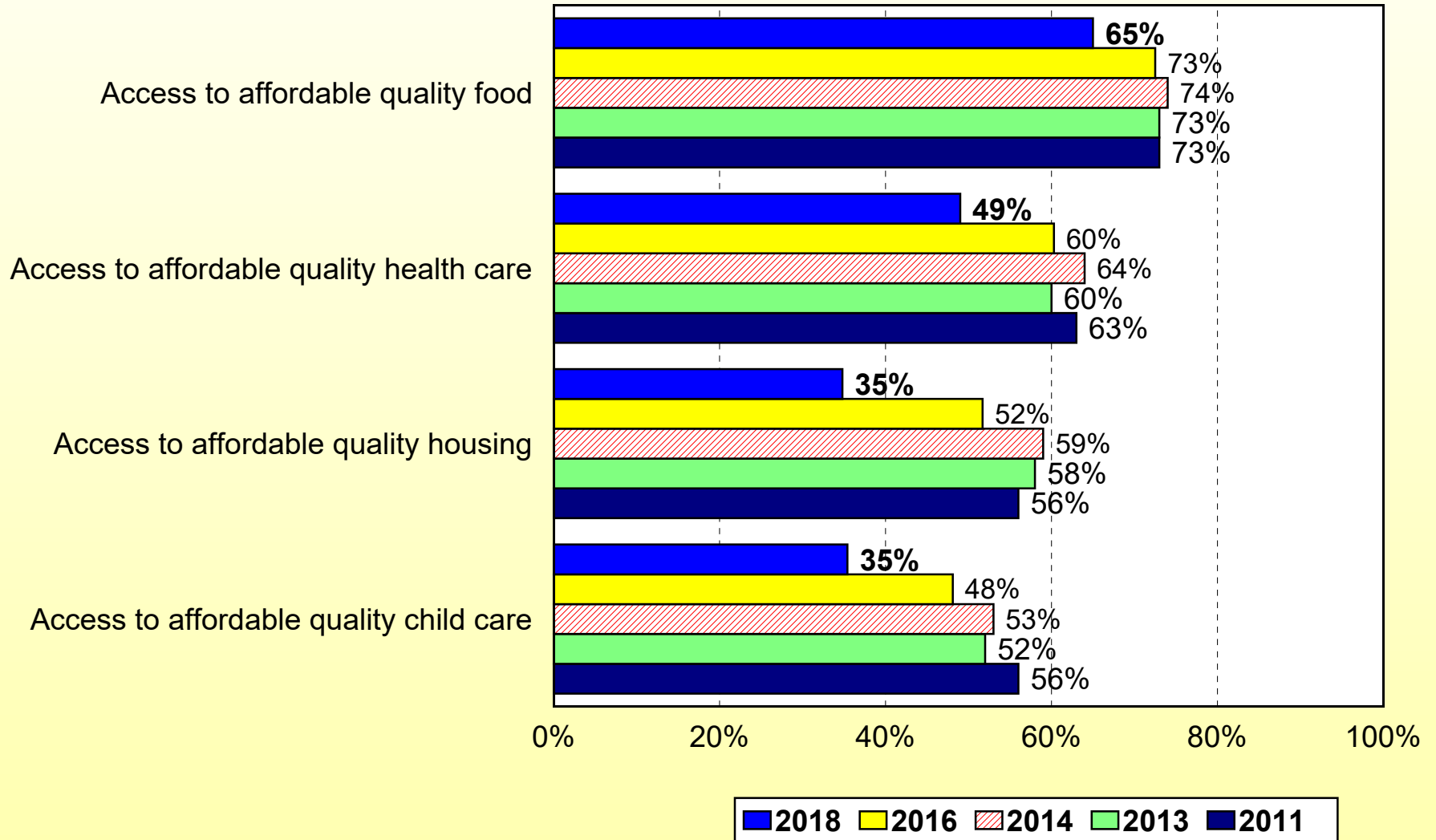
Q2. Ratings of Characteristics of the Community: Mobility

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

	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Ease of rail travel in Dallas	12%	37%	33%	18%
Ease of bus travel in Dallas	12%	33%	33%	22%
Ease of car travel in Dallas	10%	34%	35%	21%
Ease of walking in Dallas	7%	25%	36%	32%
Ease of bicycle travel in Dallas	8%	23%	37%	32%

Legend: ■ Excellent (4) ■ Good (3) □ Fair (2) ■ Poor (1)
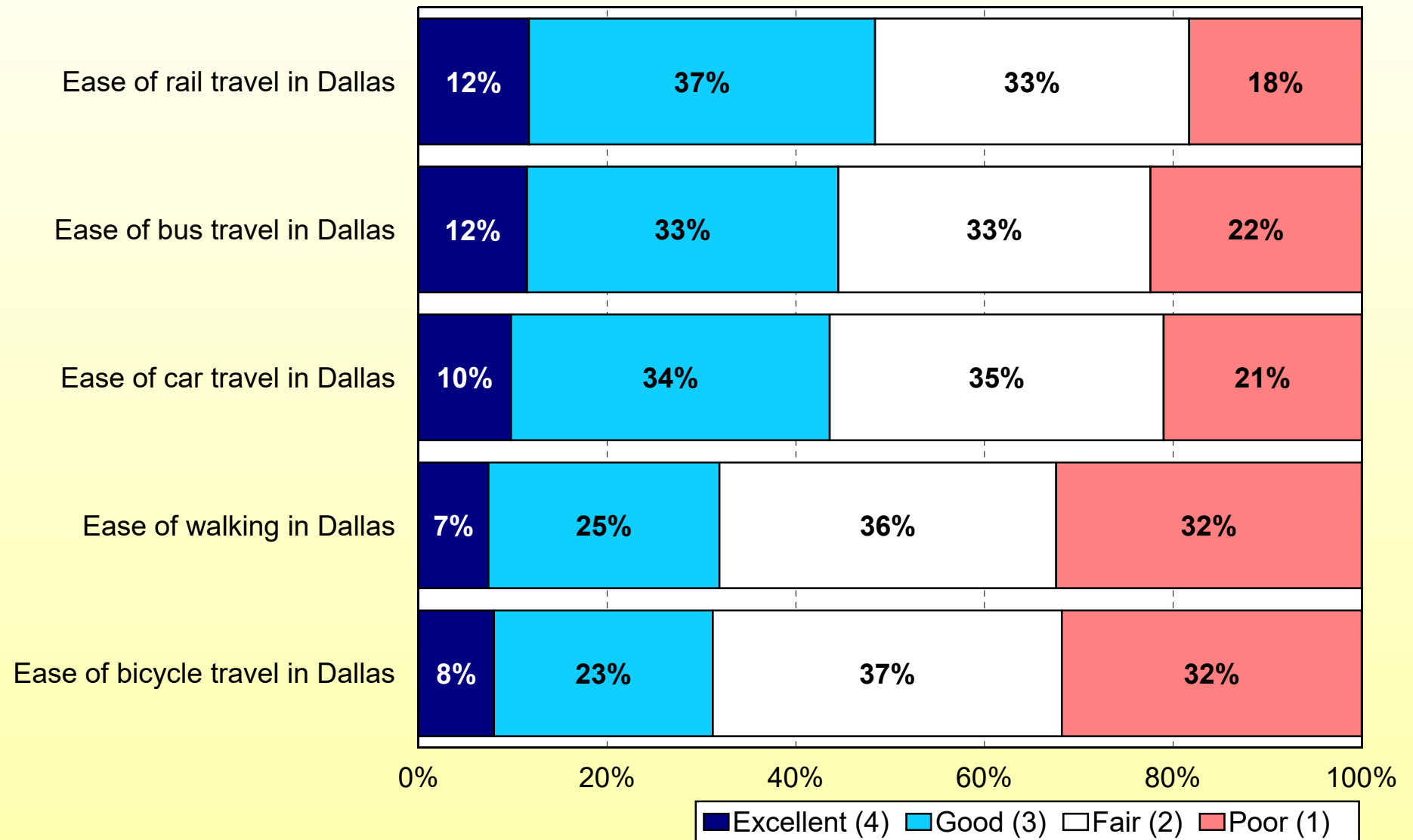
Q2. Ratings of Characteristics of the Community: <u>Mobility</u>
Trends - 2018, 2016, 2014, 2013 & 2011

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

Ease of rail travel in Dallas
- 2018: **48%**
- 2016: 57%
- 2014: 59%
- 2013: 59%
- 2011: 62%

Ease of bus travel in Dallas
- 2018: **45%**
- 2016: 52%
- 2014: 55%
- 2013: 55%
- 2011: 55%

Ease of car travel in Dallas
- 2018: **44%**
- 2016: 52%
- 2014: 49%
- 2013: 50%
- 2011: 53%

Ease of walking in Dallas
- 2018: **32%**
- 2016: 39%
- 2014: 39%
- 2013: 42%
- 2011: 43%

Ease of bicycle travel in Dallas
- 2018: **31%**
- 2016: 34%
- 2014: 36%
- 2013: 38%
- 2011: 37%

Legend: 2018, 2016, 2014, 2013, 2011
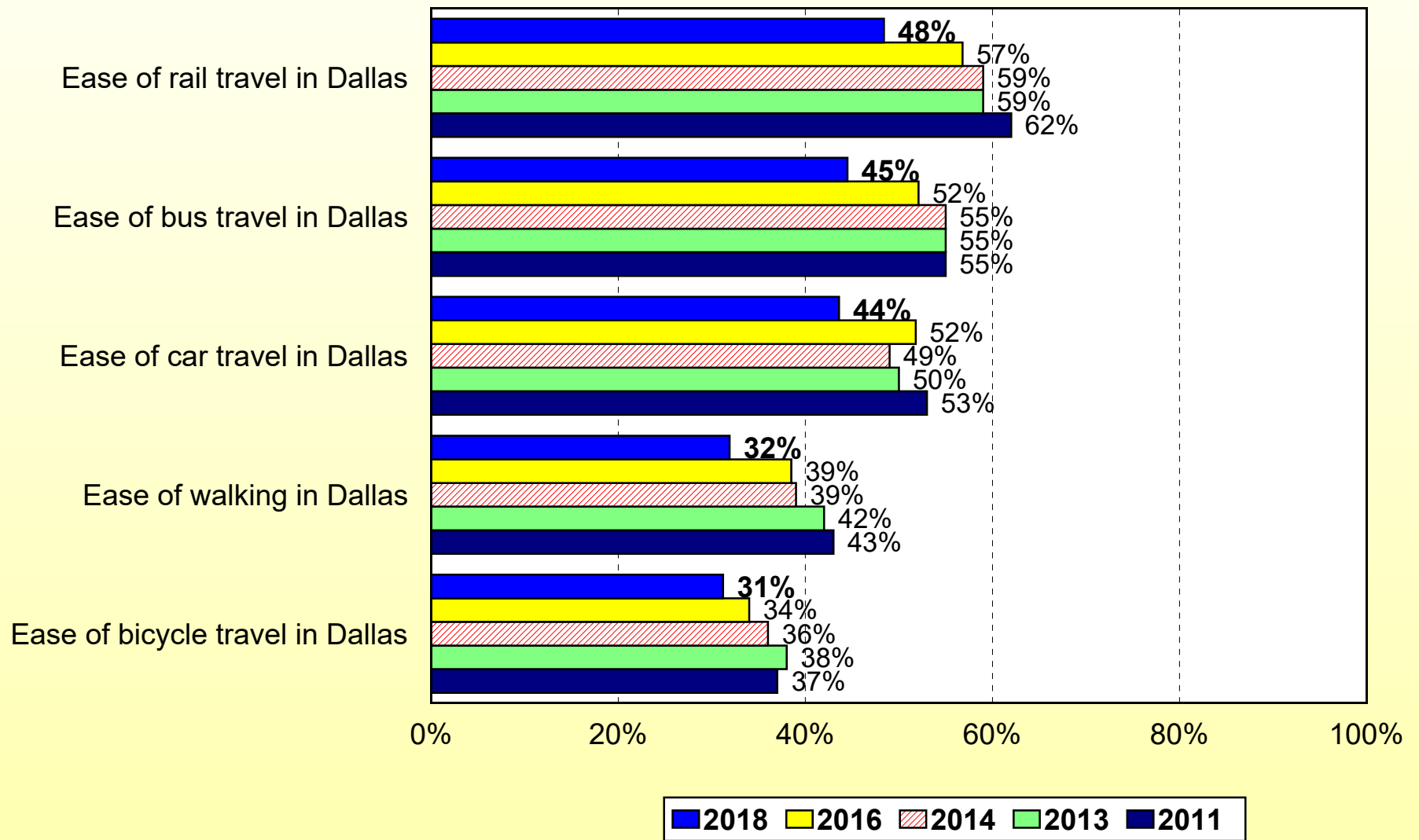
Q3. <u>Characteristics of the Community</u> Residents Think Should Be the Top Priorities

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

Characteristic	Percentage
Access to affordable quality housing	39%
Access to quality education	32%
Access to living wage jobs	30%
Access to affordable quality health care	22%
Acceptance of people w/ diverse backgrounds	17%
Ease of car travel in Dallas	16%
Air quality	15%
Sense of community	15%
Access to affordable quality food	11%
Ease of walking in Dallas	11%
Overall image/reputation of Dallas	9%
Access to affordable quality child care	7%
Ease of rail travel in Dallas	7%
Ease of bicycle travel in Dallas	6%
Opportunities to attend arts & cultural events	4%
Ease of bus travel in Dallas	4%

Sum of Top Three Choices

Source: ETC Institute (2018)

Q4. Ratings of the Speed of Growth in Dallas Over the Past Two Years

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 is "much too slow" and a rating of 1 is "much too fast" (excluding don't knows)

	Much Too Slow (5)	Too Slow (4)	About Right (3)	Too Fast (1/2)
Job growth	5%	24%	63%	8%
Retail growth	4%	11%	62%	23%
Population growth	2%		38%	60%

Legend: Much Too Slow (5), Too Slow (4), About Right (3), Too Fast (1/2)
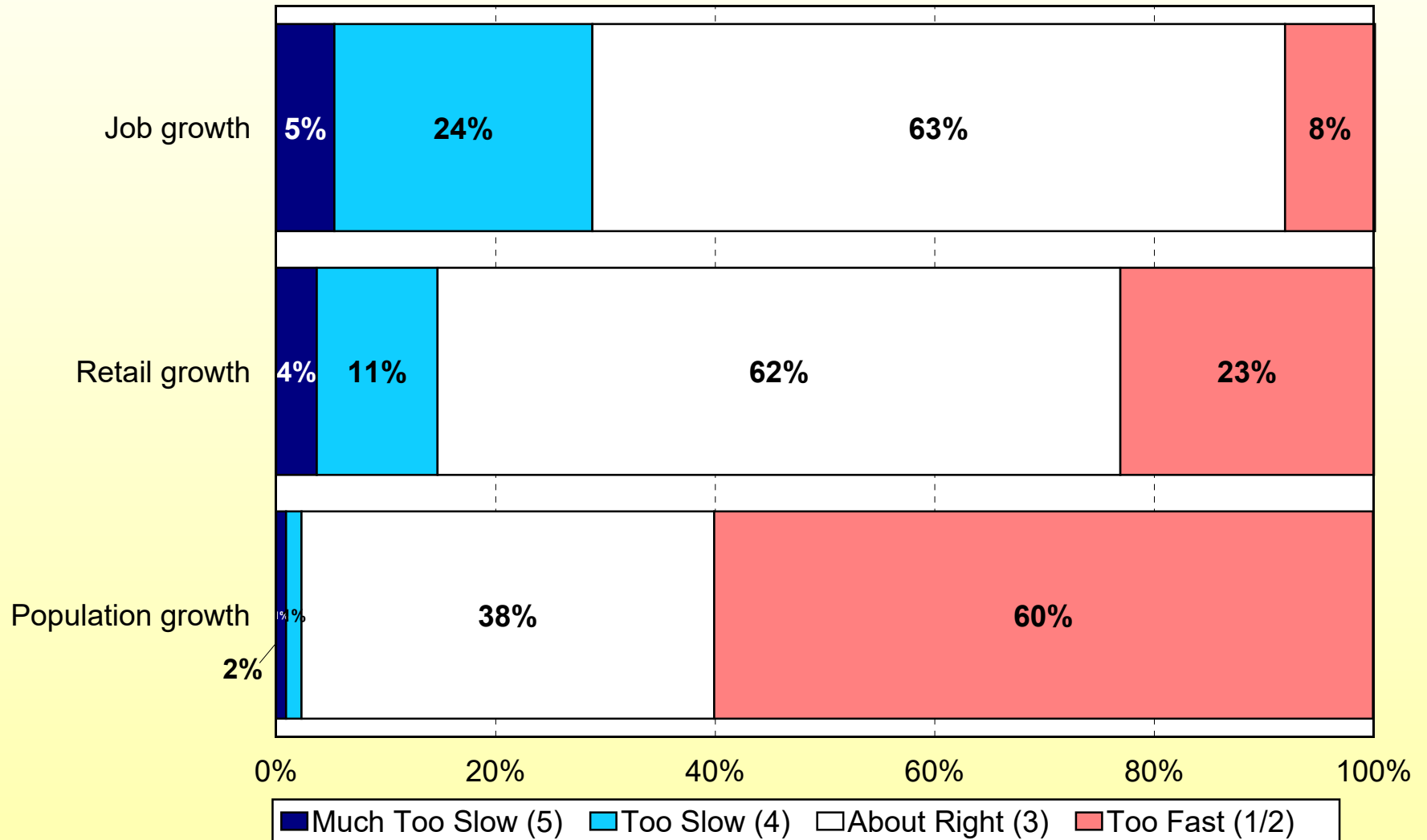
Q4. Ratings of <u>Population Growth</u> in Dallas:
Trends - 2018, 2016, 2014, 2013 & 2011

by percentage of respondents who rated the item on a 4-point scale
("About right" responses were omitted and "don't know" responses were excluded to compare previous results)

Too Fast
- 60%
- 57%
- 54%
- 49%
- 51%

Too Slow
- 2%
- 1%
- 3%
- 3%
- 5%

0%   20%   40%   60%   80%

Legend: **2018** **2016** **2014** **2013** **2011**
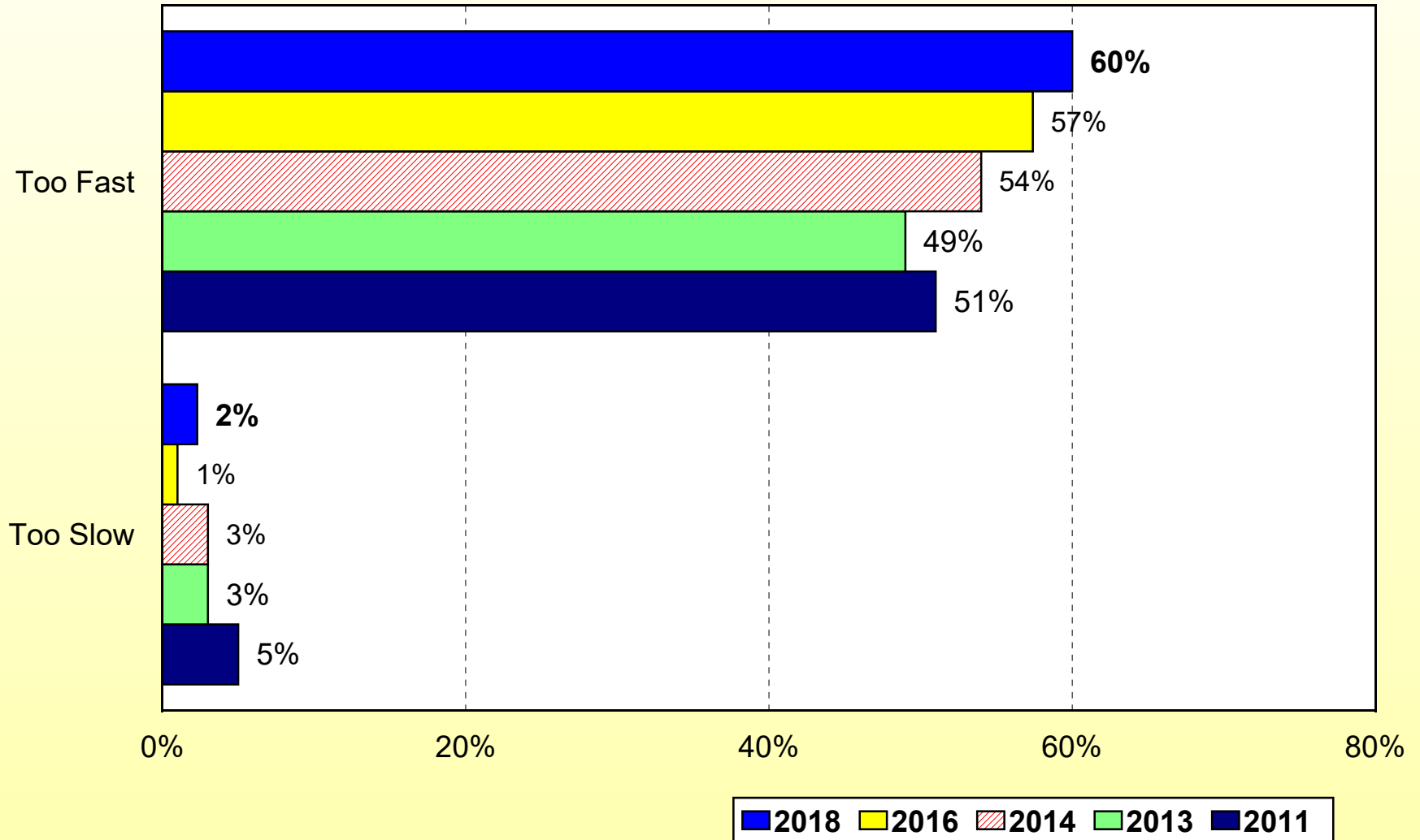
Q4. Ratings of <u>Retail Growth</u> in Dallas:
Trends - 2018, 2016, 2014, 2013 & 2011

by percentage of respondents who rated the item on a 4-point scale
("About right" responses were omitted and "don't know" responses were excluded to compare previous results)

Too Fast
- 23% (2018)
- 25% (2016)
- 20% (2014)
- 21% (2013)
- 20% (2011)

Too Slow
- 15% (2018)
- 13% (2016)
- 14% (2014)
- 14% (2013)
- 19% (2011)

Legend: ■ 2018 ■ 2016 ▨ 2014 ■ 2013 ■ 2011
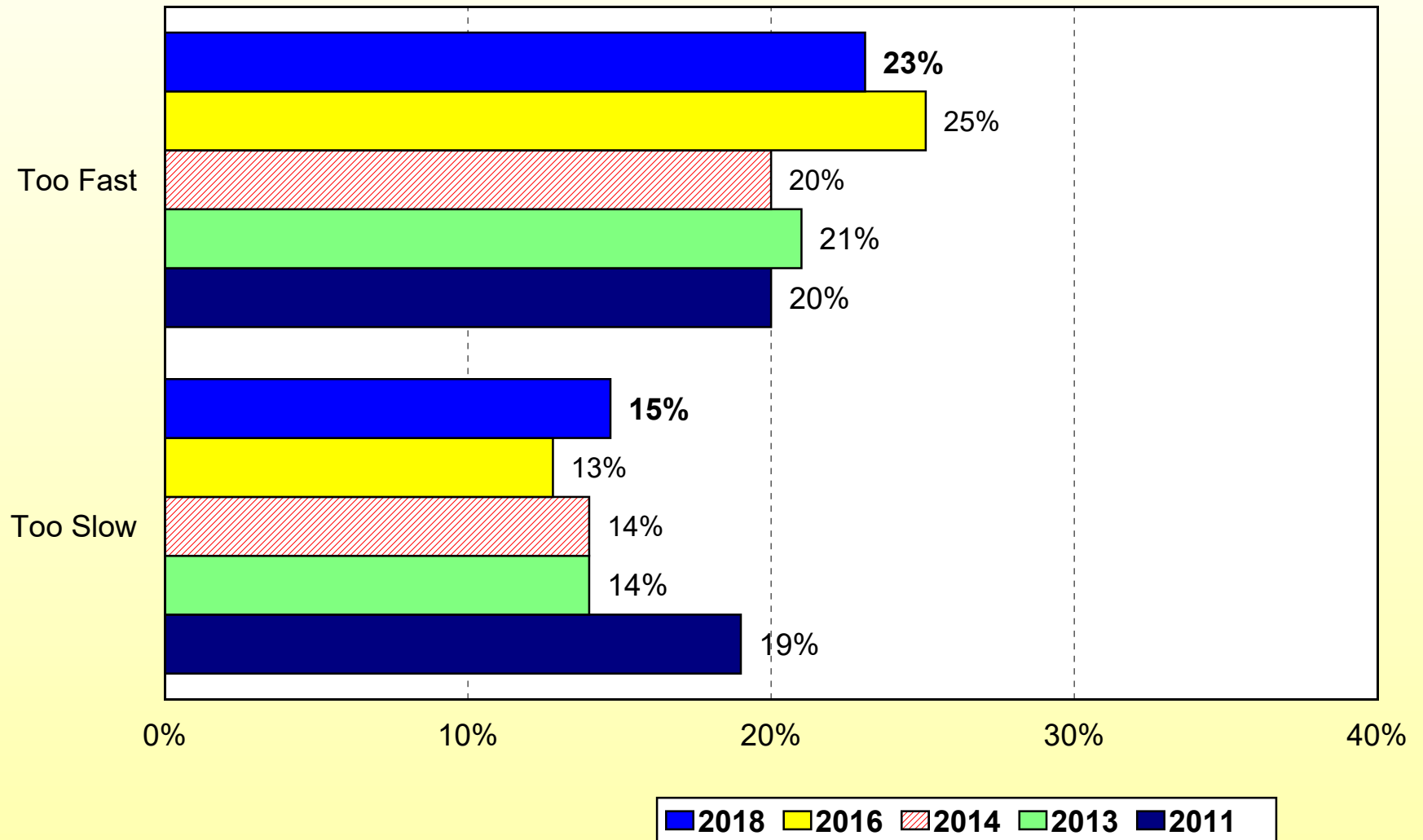
Q4. Ratings of <u>Job Growth</u> in Dallas:
Trends - 2018, 2016, 2014, 2013 & 2011

by percentage of respondents who rated the item on a 4-point scale
("About right" responses were omitted and "don't know" responses were excluded to compare previous results)
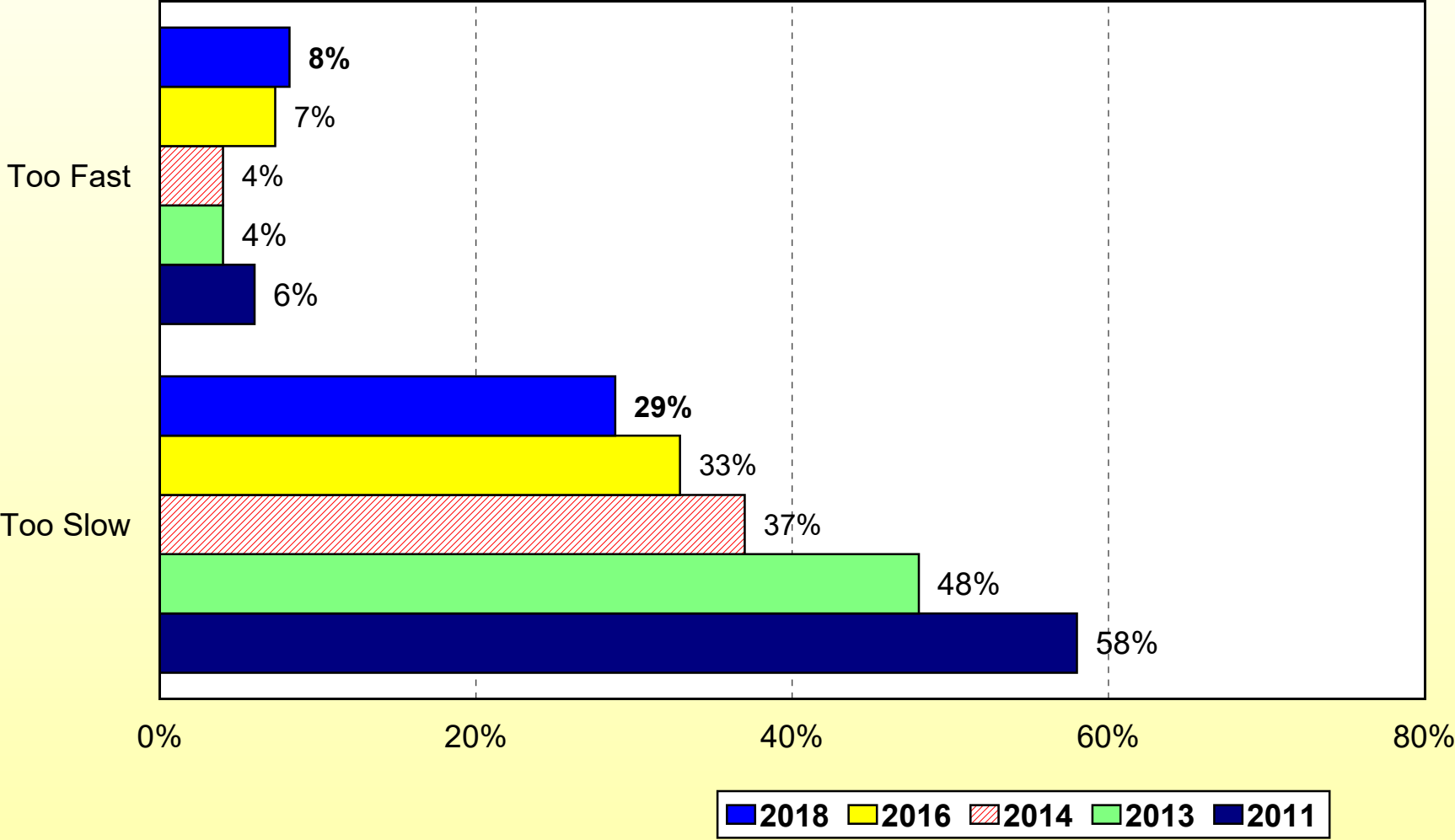
Q5. Perceptions of Problems in the City of Dallas

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

Q5. Perceptions of Problems in the City of Dallas
Trends - 2018, 2016, 2014, 2013 & 2011
by percentage of respondents who rated the item as a "major problem" (<u>excluding don't knows</u>)

Homelessness
- 2018: **64%**
- 2016: 52%
- 2014: 40%
- 2013: 38%
- 2011: 38%

Drugs
- 2018: **56%**
- 2016: 55%
- 2014: 55%
- 2013: 57%
- 2011: 57%

Crime
- 2018: **48%**
- 2016: 52%
- 2014: 39%
- 2013: 43%
- 2011: 42%

Loose dogs & unrestrained pets
- 2018: **31%**
- 2016: 28%
- 2014: 28%
- Not previously asked

Environmental hazard(s), air quality & toxic waste
- 2018: **24%**
- 2016: 19%
- 2014: 14%
- 2013: 14%
- 2011: 17%

Blighted buildings
- 2018: **20%**
- 2016: 14%
- 2014: 29%
- 2013: 26%
- 2011: 25%

Weeds
- 2018: **18%**
- 2016: 18%
- 2014: 21%
- 2013: 20%
- 2011: 19%

Noise
- 2018: **16%**
- 2016: 13%
- 2014: 17%
- 2013: 12%
- 2011: 16%

Legend: 2018 | 2016 | 2014 | 2013 | 2011

X-axis: 0% 20% 40% 60% 80%
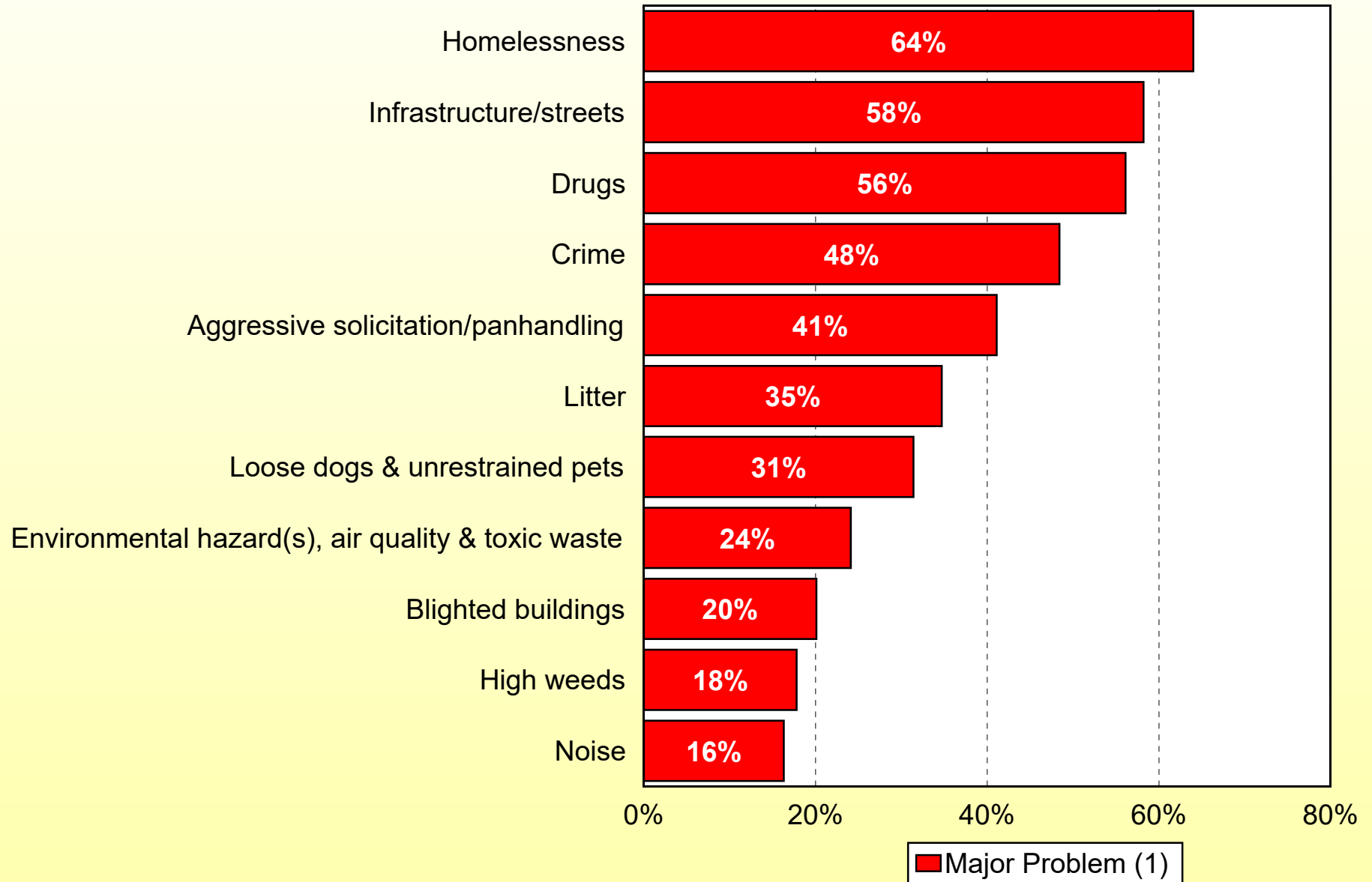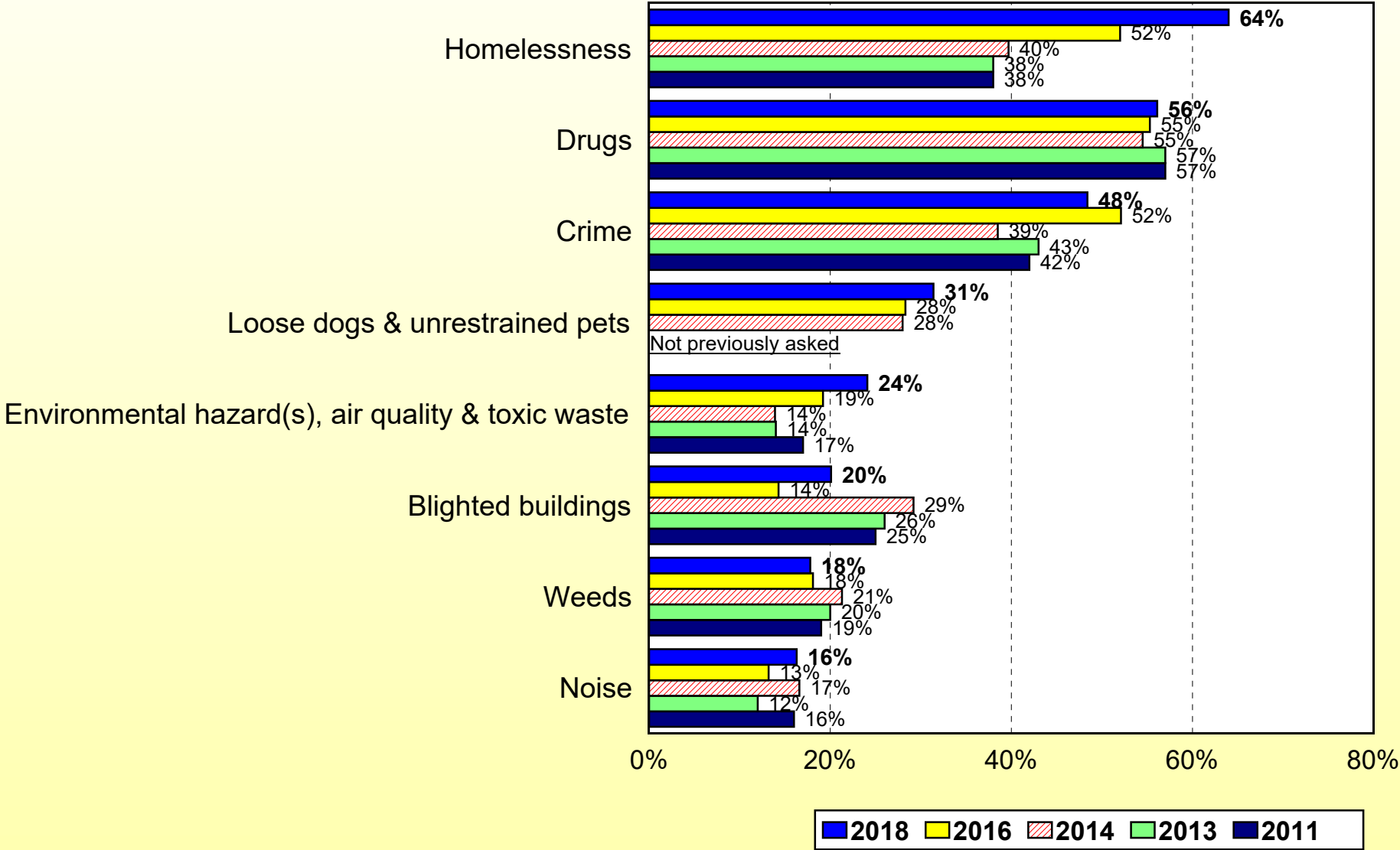
Perceptions of Safety

Q6. How Safe Do You Feel:

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale,
where a rating of 5 meant "very safe" and a rating of 1 meant "very unsafe" (excluding don't knows)

	Very Safe (5)	Safe (4)	Neither Safe or Unsafe (3)	Unsafe (2/1)
In your neighborhood during the day	32%	44%	14%	10%
In Dallas' parks during the day	17%	48%	22%	13%
In Dallas' downtown area during the day	15%	49%	23%	13%
From fire	15%	43%	30%	12%
In your neighborhood after dark	11%	36%	22%	31%
From violent crime (rape, assault, robbery)	4%	21%	29%	46%
From property crime (burglary, theft)	2%	15%	26%	57%
In Dallas' downtown area after dark	2%	12%	25%	61%
In Dallas' parks after dark	2%	8%	24%	66%

Q6. Perceptions of Safety in the City
Trends - 2018, 2016, 2014, 2013 & 2011

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

In your neighborhood during the day
- 2018: **76%**
- 2016: 79%
- 2014: 81%
- 2013: 80%
- 2011: 78%

In Dallas' parks during the day
- 2018: **65%**
- 2016: 65%
- 2014: 68%
- 2013: 68%
- 2011: 68%

In Dallas' downtown area during the day
- 2018: **64%**
- 2016: 66%
- 2014: 73%
- 2013: 73%
- 2011: 68%

From fire
- 2018: **58%**
- 2016: 56%
- 2014: 63%
- 2013: 61%
- 2011: 58%

In your neighborhood after dark
- 2018: **47%**
- 2016: 52%
- 2014: 57%
- 2013: 55%
- 2011: 52%

From violent crime (rape, assault, robbery)
- 2018: **25%**
- 2016: 25%
- 2014: 31%
- 2013: 28%
- 2011: 29%

From property crime (burglary, theft)
- 2018: **17%**
- 2016: 18%
- 2014: 23%
- 2013: 20%
- 2011: 20%

In Dallas' downtown area after dark
- 2018: **14%**
- 2016: 16%
- 2014: 24%
- 2013: 24%
- 2011: 22%

In Dallas' parks after dark
- 2018: **10%**
- 2016: 12%
- 2014: 15%
- 2013: 13%
- 2011: 14%

Legend: 2018, 2016, 2014, 2013, 2011

Source: ETC Institute (2018)

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

by percentage of respondents

Q7a. If yes, was this crime (these crimes) reported to the police?

(asked only to residents who indicated they had been a victim of crime during the past twelve months)

No
79%

Yes
19%

Not provided
2%

Yes
75%

Not provided
1%

No
24%
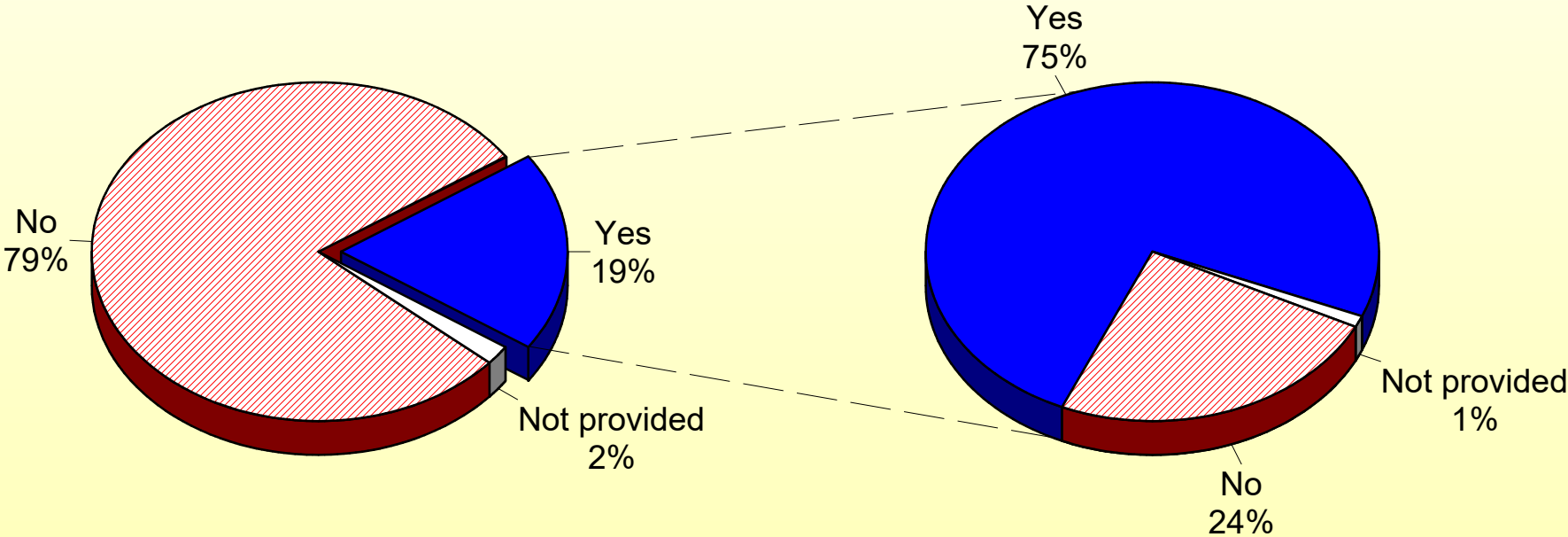
Q7. During the past twelve months, were you or anyone in your household the victim of any crime?
Trends - 2018, 2016, 2014, 2013 & 2011

by percentage of respondents

No-Household member was not a victim of crime
- **79%**
- 83%
- 82%
- 78%
- 80%

Yes-Household member was a victim of crime
- **19%**
- 17%
- 13%
- 17%
- 14%

Not provided
- **2%**
- 0%
- 5%
- 5%
- 6%

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

■2018 □2016 ▨2014 ▨2013 ■2011
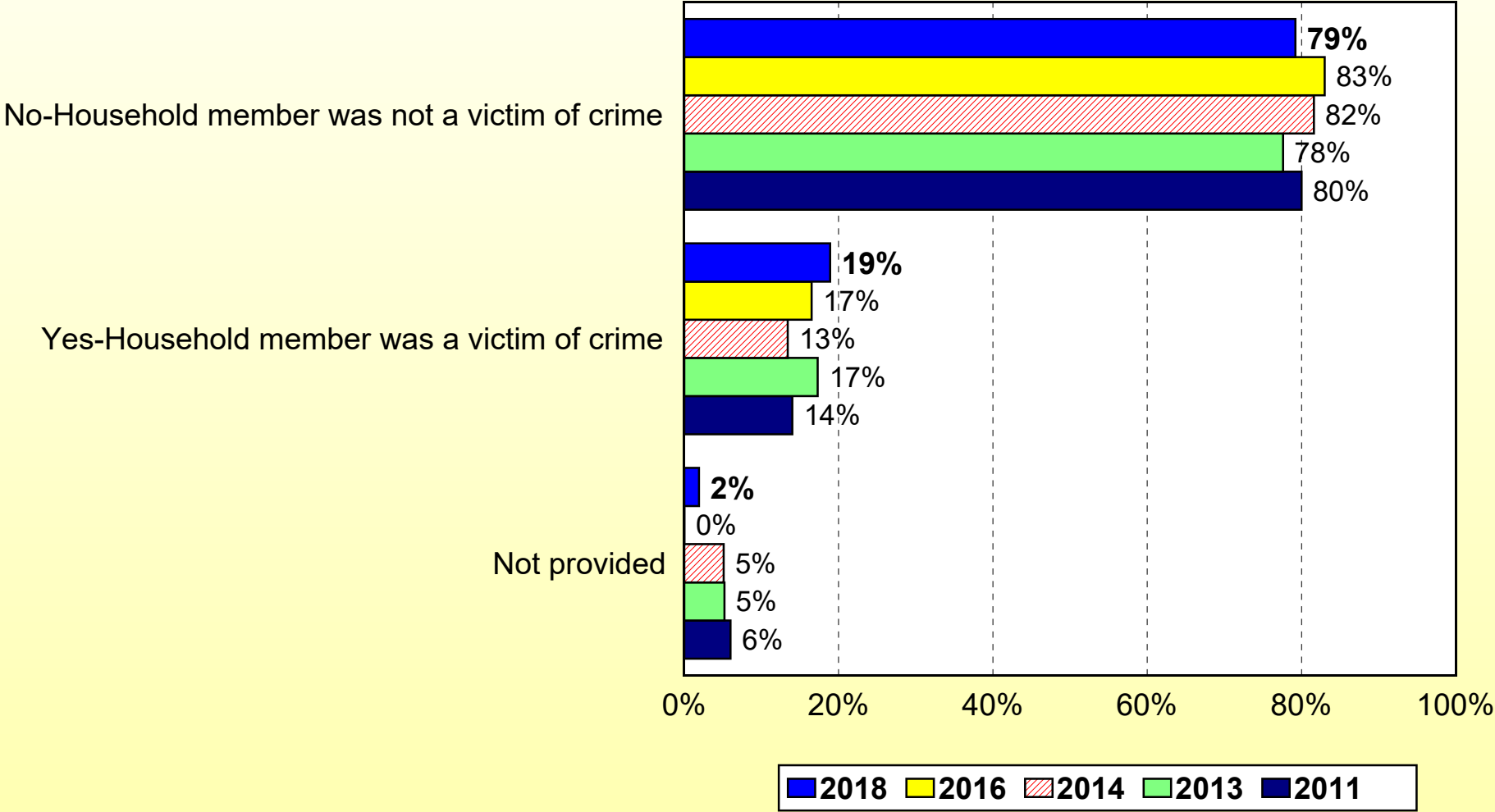
Q7a. If yes, was this crime (or these crimes) reported to the police?
Trends - 2018, 2016, 2014, 2013 & 2011

asked only to residents who indicated they had been a victim of crime during the past twelve months

Did not report the crime
- **24%** (2018)
- 23% (2016)
- 21% (2014)
- 25% (2013)
- 14% (2011)

Reported the crime
- **75%** (2018)
- 77% (2016)
- 78% (2014)
- 75% (2013)
- 82% (2011)

Not provided
- **1%** (2018)
- 0% (2016)
- 2% (2014)
- 0% (2013)
- 4% (2011)

Legend: ■2018 □2016 ▨2014 ■2013 ■2011
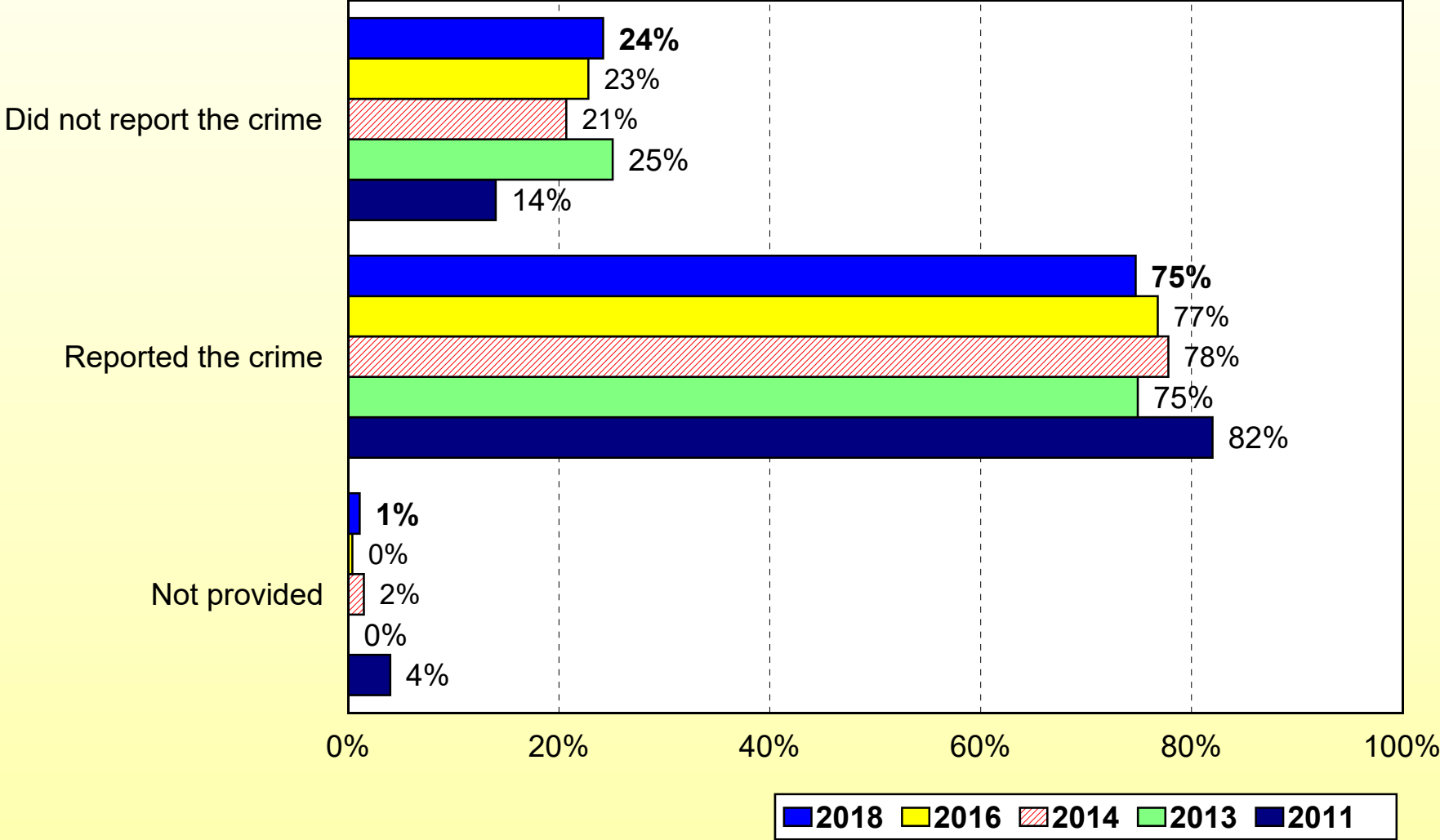
Major Categories of City Services

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

by percentage of respondents who had used the City service during the past year

Service	Percentage
Solid waste services	74%
Drinking water	67%
Sewer services	54%
City's parks & recreation system	54%
Traffic signal timing	53%
Dallas Love Field Airport	48%
Art & cultural programs/facilities	47%
Customer service provided by city employees	46%
Maintenance of infrastructure	45%
Storm drainage	40%
Public library services	40%
Police services	33%
Public information services	26%
Neighborhood code enforcement	25%
Municipal court services	20%
Ambulance/emergency medical services	16%
Land use, planning, & zoning	11%
Fire services	9%

Source: ETC Institute (2018)

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

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

Category	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Dallas Love Field Airport	49%	42%	8%	1%
Fire services	56%	33%	9%	2%
Public library services	43%	42%	12%	3%
Art and Cultural programs/facilities	37%	47%	14%	2%
Sewer services	24%	54%	16%	6%
Ambulance/emergency medical services	45%	33%	18%	4%
Solid waste services	32%	43%	17%	8%
Parks and recreation system	19%	52%	22%	7%
Drinking water	22%	46%	23%	9%
Storm drainage	19%	44%	23%	14%
Public information services	17%	46%	26%	11%
Police services	24%	38%	19%	19%
Customer service provided by city employees	22%	40%	24%	14%
Municipal court services	18%	37%	32%	13%
Traffic signal timing	10%	41%	32%	17%
Land use, planning, and zoning	12%	26%	29%	33%
Neighborhood code enforcement	10%	27%	29%	34%
Maintenance of infrastructure	5%	19%	32%	44%

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

Q8. Ratings of <u>Major Categories</u> of City Services
Trends - 2018, 2016, 2014, 2013 & 2011

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

Dallas Love Field Airport
- 91%
- 91%
- 85%
- <u>Not asked until 2014</u>

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

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

Arts and cultural programs
- 84%
- 95%
- 84%
- 80%
- 79%

Sewer services
- 78%
- 82%
- 72%
- 67%
- 71%

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

Solid waste services
- 75%
- 82%
- 75%
- 75%
- 73%

The City's parks and recreation system
- 71%
- 78%
- 59%
- 57%
- 54%

Drinking water
- 68%
- 78%
- 69%
- 55%
- 66%

Legend: 2018 | 2016 | 2014 | 2013 | 2011
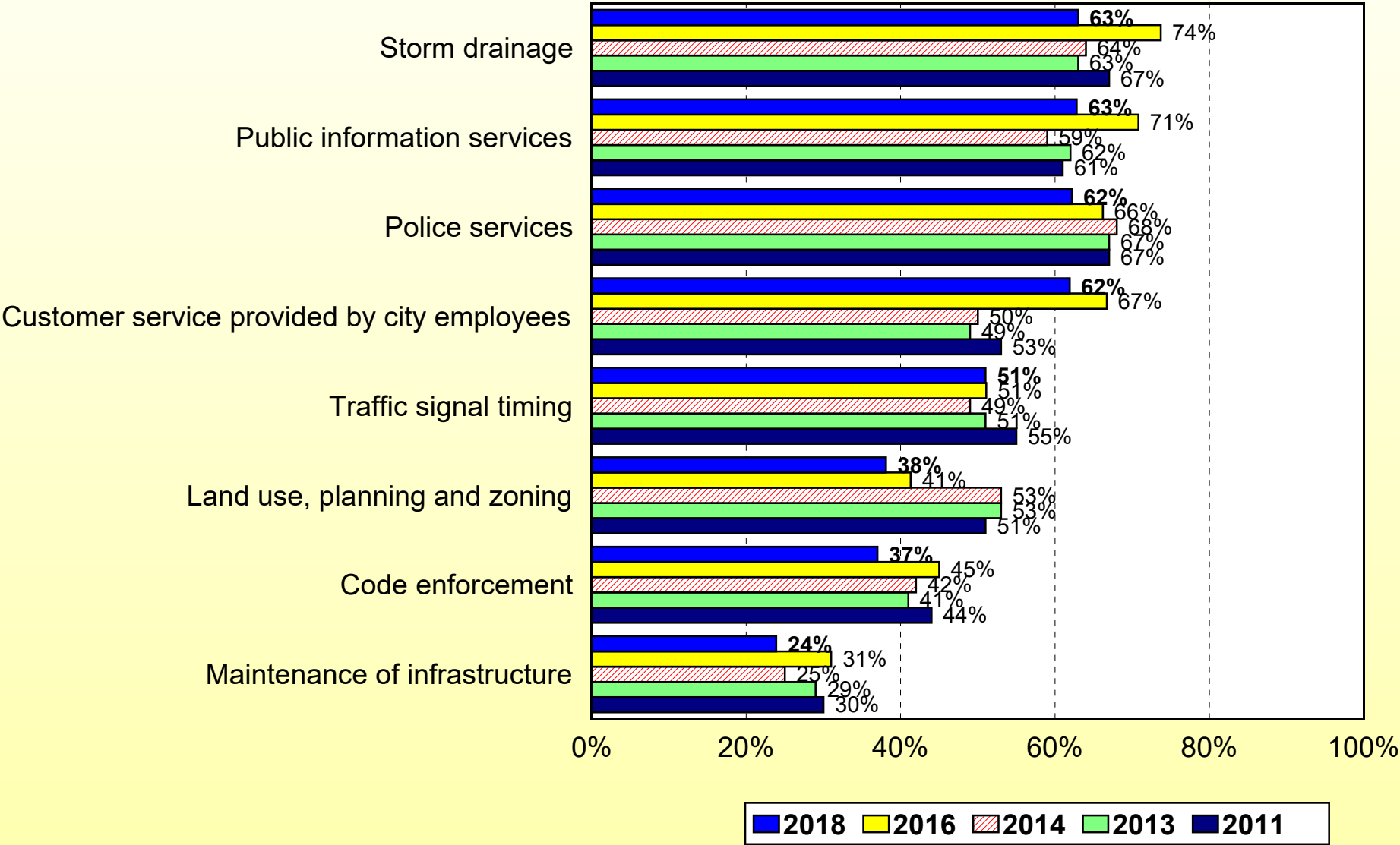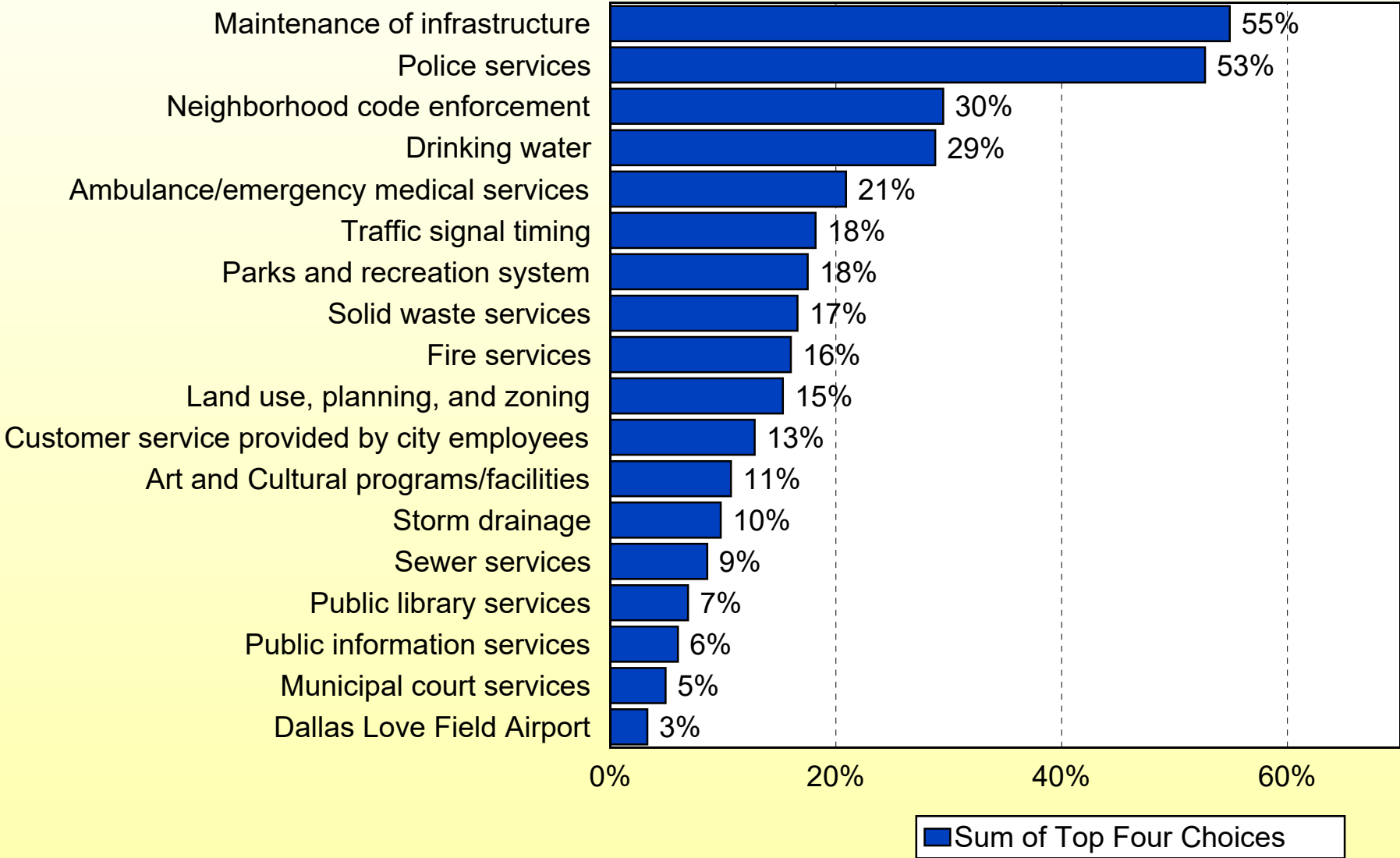
Q8. (Cont.) Ratings of <u>Major Categories</u> of City Services
Trends - 2018, 2016, 2014, 2013 & 2011

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

Storm drainage
- 63% (2018)
- 74% (2016)
- 64% (2014)
- 63% (2013)
- 67% (2011)

Public information services
- 63% (2018)
- 71% (2016)
- 59% (2014)
- 62% (2013)
- 61% (2011)

Police services
- 62% (2018)
- 66% (2016)
- 68% (2014)
- 67% (2013)
- 67% (2011)

Customer service provided by city employees
- 62% (2018)
- 67% (2016)
- 50% (2014)
- 49% (2013)
- 53% (2011)

Traffic signal timing
- 51% (2018)
- 51% (2016)
- 49% (2014)
- 51% (2013)
- 55% (2011)

Land use, planning and zoning
- 38% (2018)
- 41% (2016)
- 53% (2014)
- 53% (2013)
- 51% (2011)

Code enforcement
- 37% (2018)
- 45% (2016)
- 42% (2014)
- 41% (2013)
- 44% (2011)

Maintenance of infrastructure
- 24% (2018)
- 31% (2016)
- 25% (2014)
- 29% (2013)
- 30% (2011)

Legend: 2018, 2016, 2014, 2013, 2011

Q9. <u>Major Categories</u> of City Services Residents Think Should Be the Top Priorities
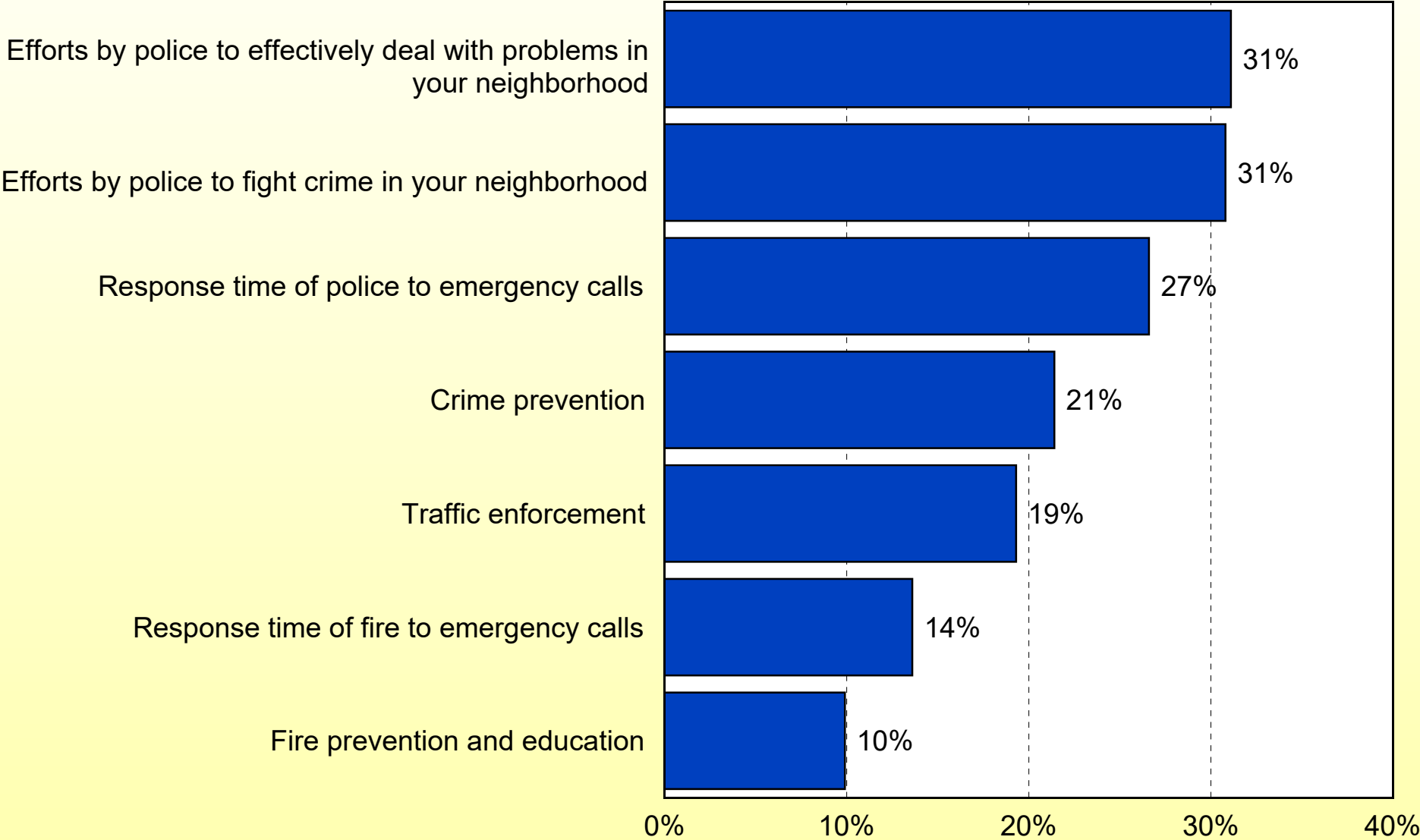
by percentage of respondents who selected the item as one of their top four choices
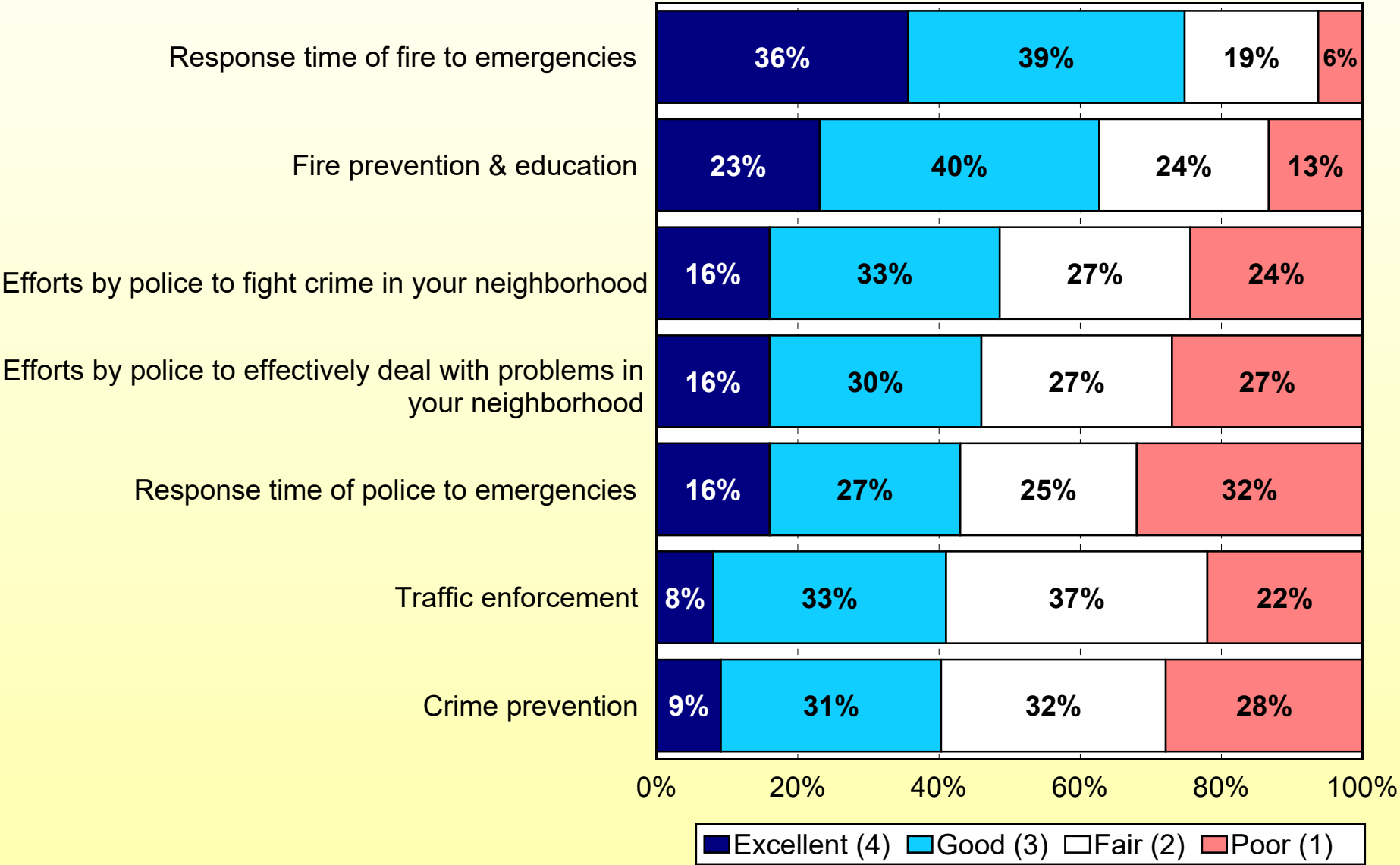
Public Safety Services

Q10. Use of <u>Public Safety Services</u>

by percentage of respondents who had used the service during the past year

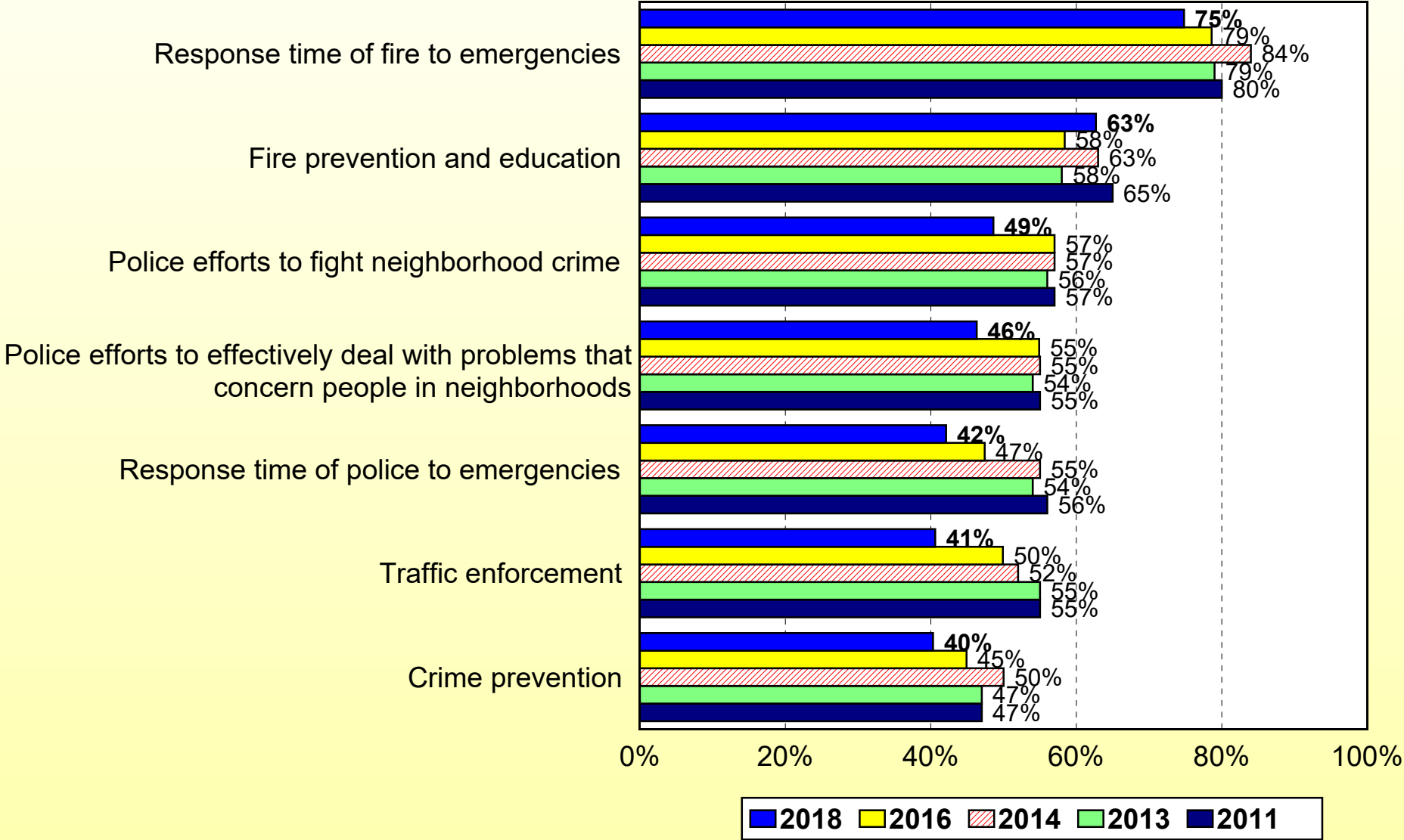| Service	Percentage
Efforts by police to effectively deal with problems in your neighborhood	31%
Efforts by police to fight crime in your neighborhood	31%
Response time of police to emergency calls	27%
Crime prevention	21%
Traffic enforcement	19%
Response time of fire to emergency calls	14%
Fire prevention and education	10%

Q10. Ratings of Public Safety Services

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

	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Response time of fire to emergencies	36%	39%	19%	6%
Fire prevention & education	23%	40%	24%	13%
Efforts by police to fight crime in your neighborhood	16%	33%	27%	24%
Efforts by police to effectively deal with problems in your neighborhood	16%	30%	27%	27%
Response time of police to emergencies	16%	27%	25%	32%
Traffic enforcement	8%	33%	37%	22%
Crime prevention	9%	31%	32%	28%

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

Source: ETC Institute (2018)

Q10. Ratings of <u>Public Safety</u> Services
Trends - 2018, 2016, 2014, 2013 & 2011

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

Response time of fire to emergencies
- 75%
- 79%
- 84%
- 79%
- 80%

Fire prevention and education
- 63%
- 58%
- 63%
- 58%
- 65%

Police efforts to fight neighborhood crime
- 49%
- 57%
- 57%
- 56%
- 57%

Police efforts to effectively deal with problems that concern people in neighborhoods
- 46%
- 55%
- 55%
- 54%
- 55%

Response time of police to emergencies
- 42%
- 47%
- 55%
- 54%
- 56%

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

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

Legend: 2018 | 2016 | 2014 | 2013 | 2011

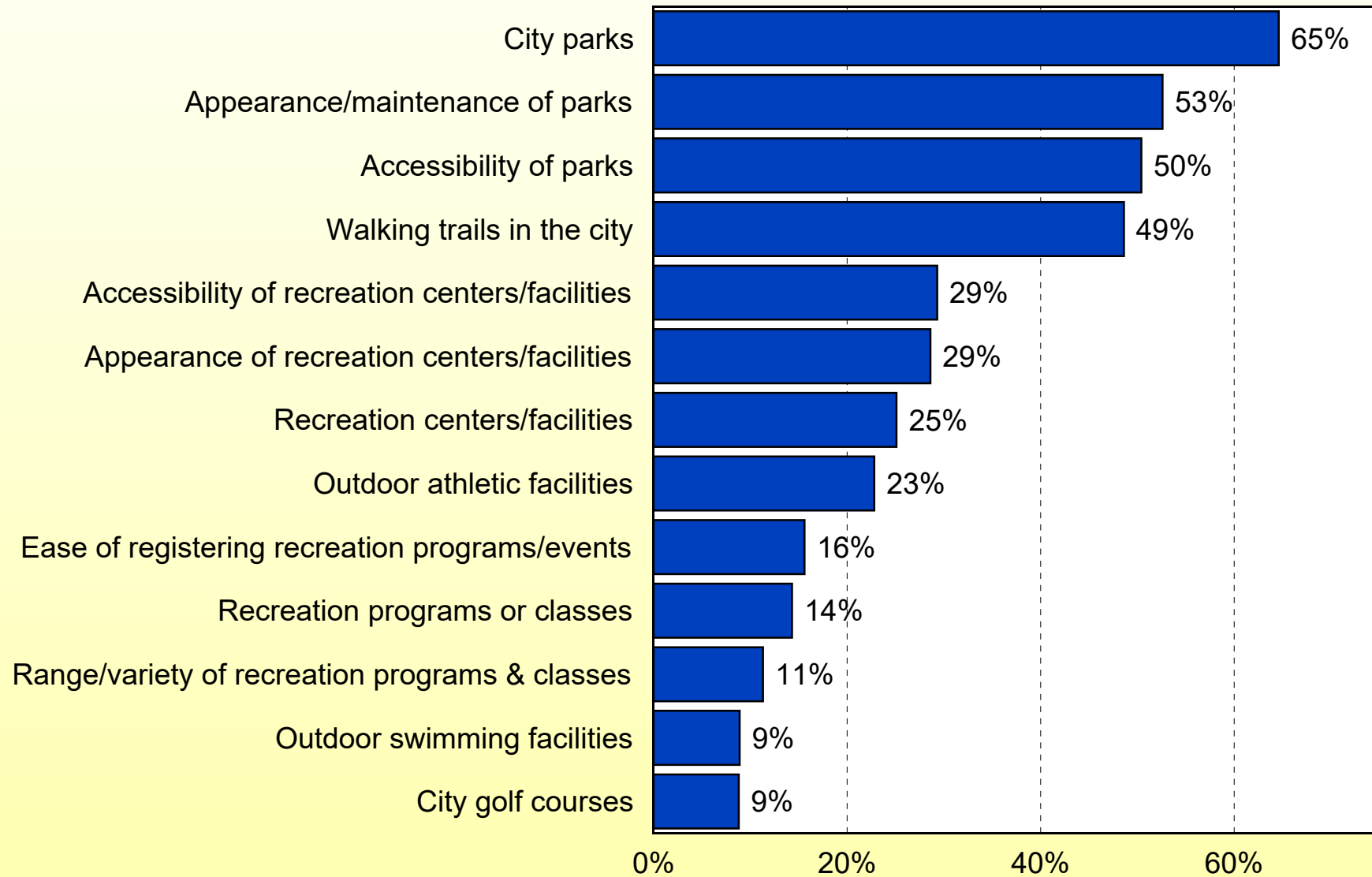# Q11. <u>Public Safety</u> Services Residents Think Should Be the City's Top Priorities

by percentage of respondents who selected the item as one of their top two choices
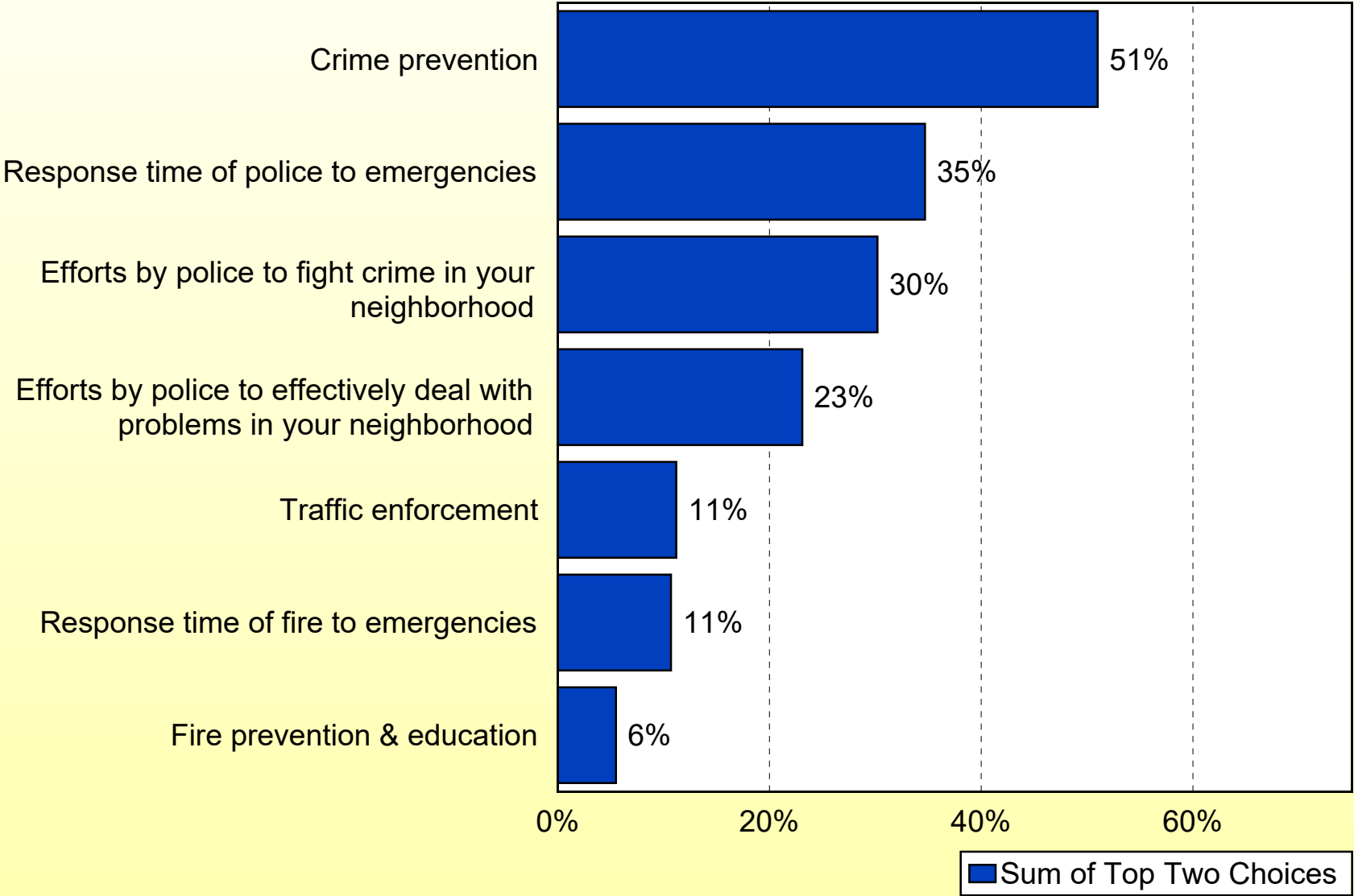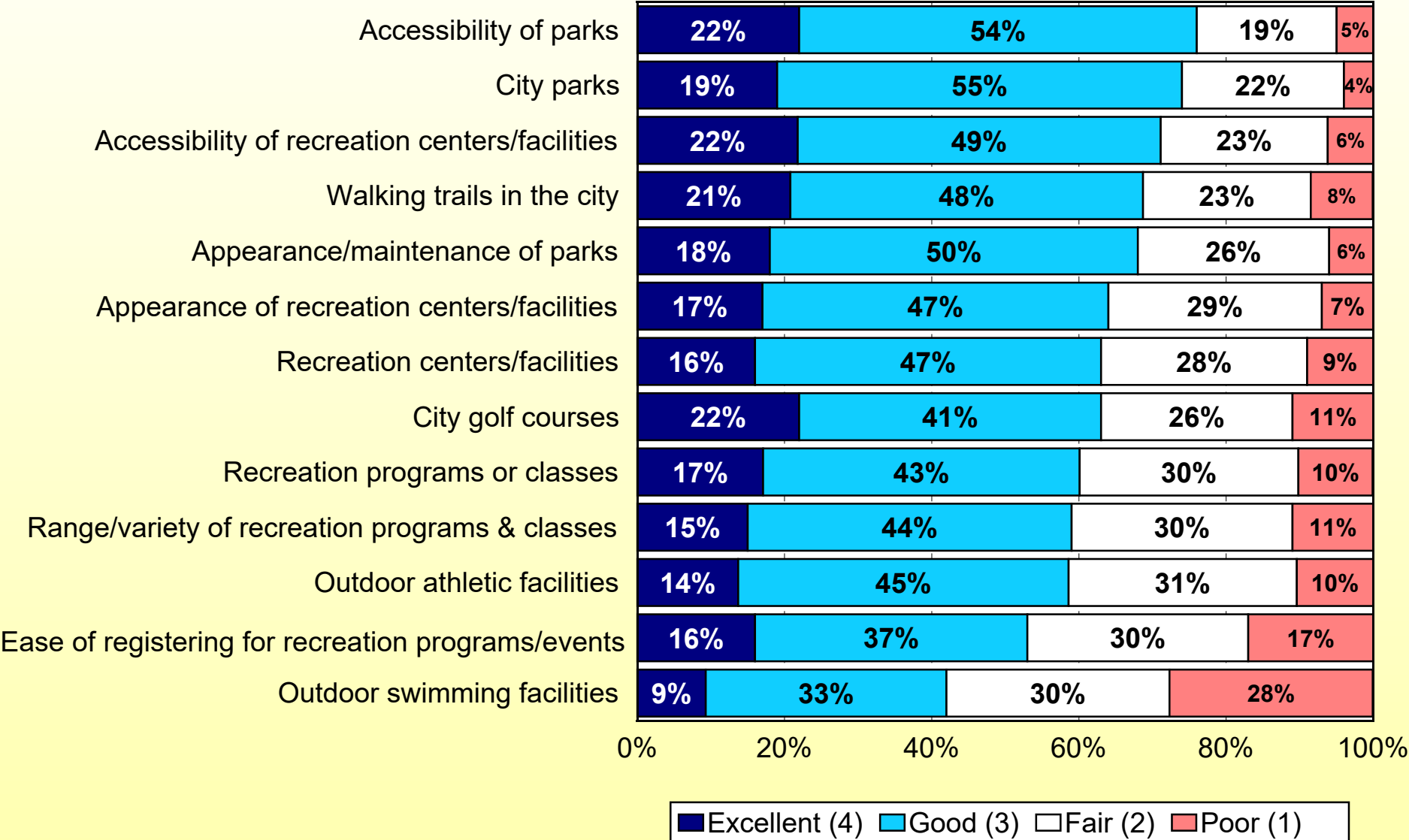
Parks and Recreation Services

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

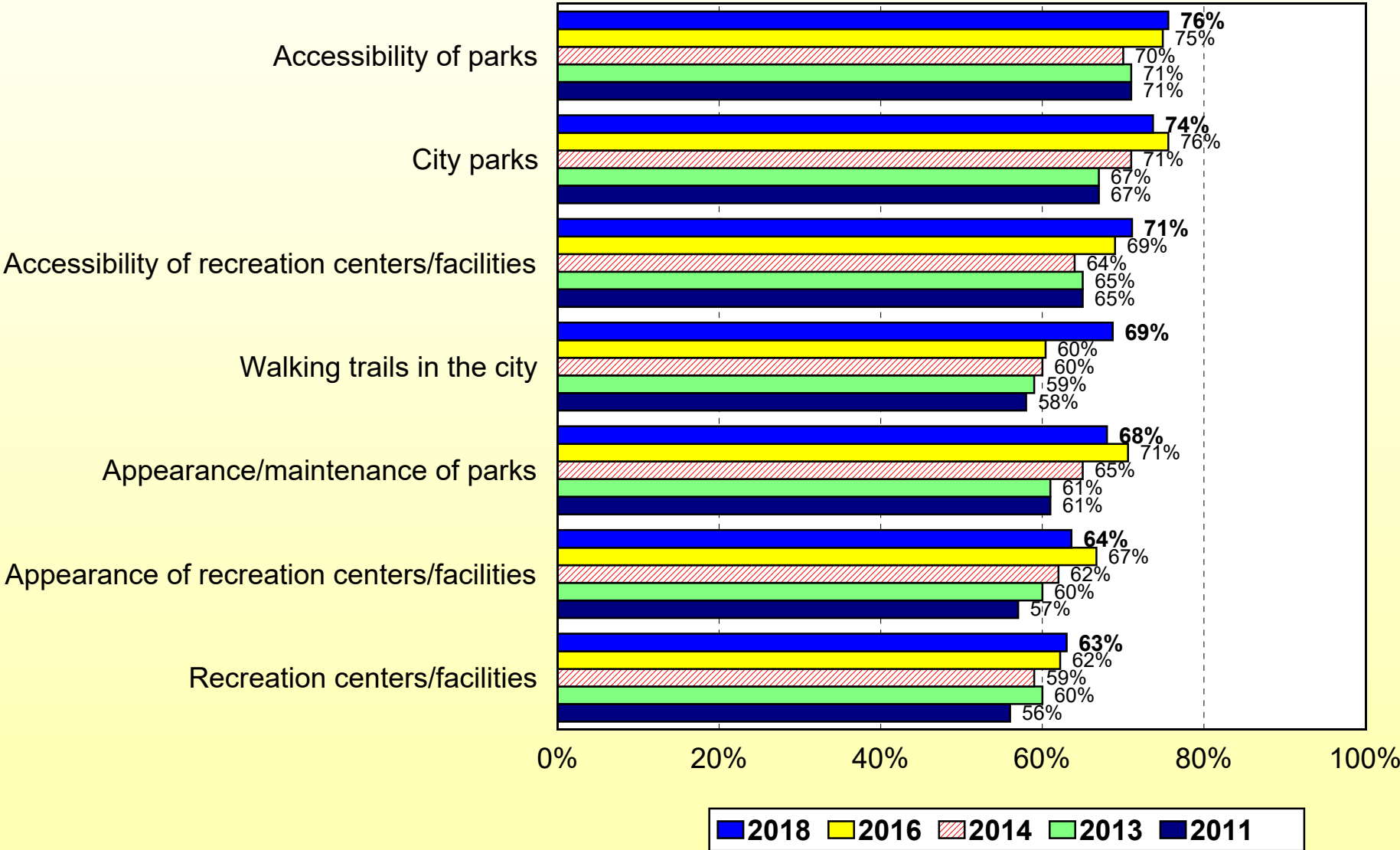by percentage of respondents who had used the service during the past year

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

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

Item	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Accessibility of parks	22%	54%	19%	5%
City parks	19%	55%	22%	4%
Accessibility of recreation centers/facilities	22%	49%	23%	6%
Walking trails in the city	21%	48%	23%	8%
Appearance/maintenance of parks	18%	50%	26%	6%
Appearance of recreation centers/facilities	17%	47%	29%	7%
Recreation centers/facilities	16%	47%	28%	9%
City golf courses	22%	41%	26%	11%
Recreation programs or classes	17%	43%	30%	10%
Range/variety of recreation programs & classes	15%	44%	30%	11%
Outdoor athletic facilities	14%	45%	31%	10%
Ease of registering for recreation programs/events	16%	37%	30%	17%
Outdoor swimming facilities	9%	33%	30%	28%

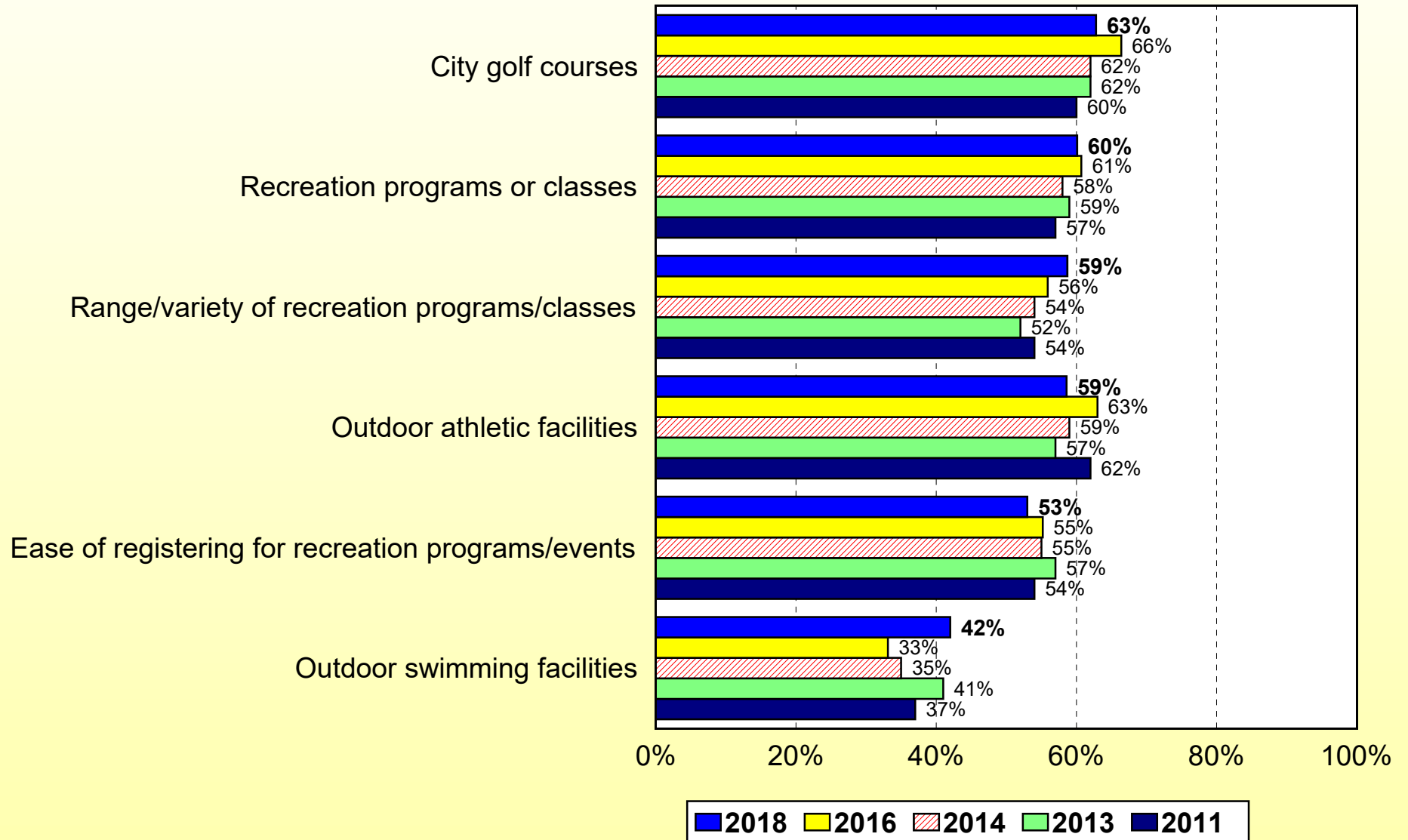Legend: ■ Excellent (4) ■ Good (3) □ Fair (2) ■ Poor (1)

Q12. Ratings of <u>Parks and Recreation</u> Services
Trends - 2018, 2016, 2014, 2013 & 2011
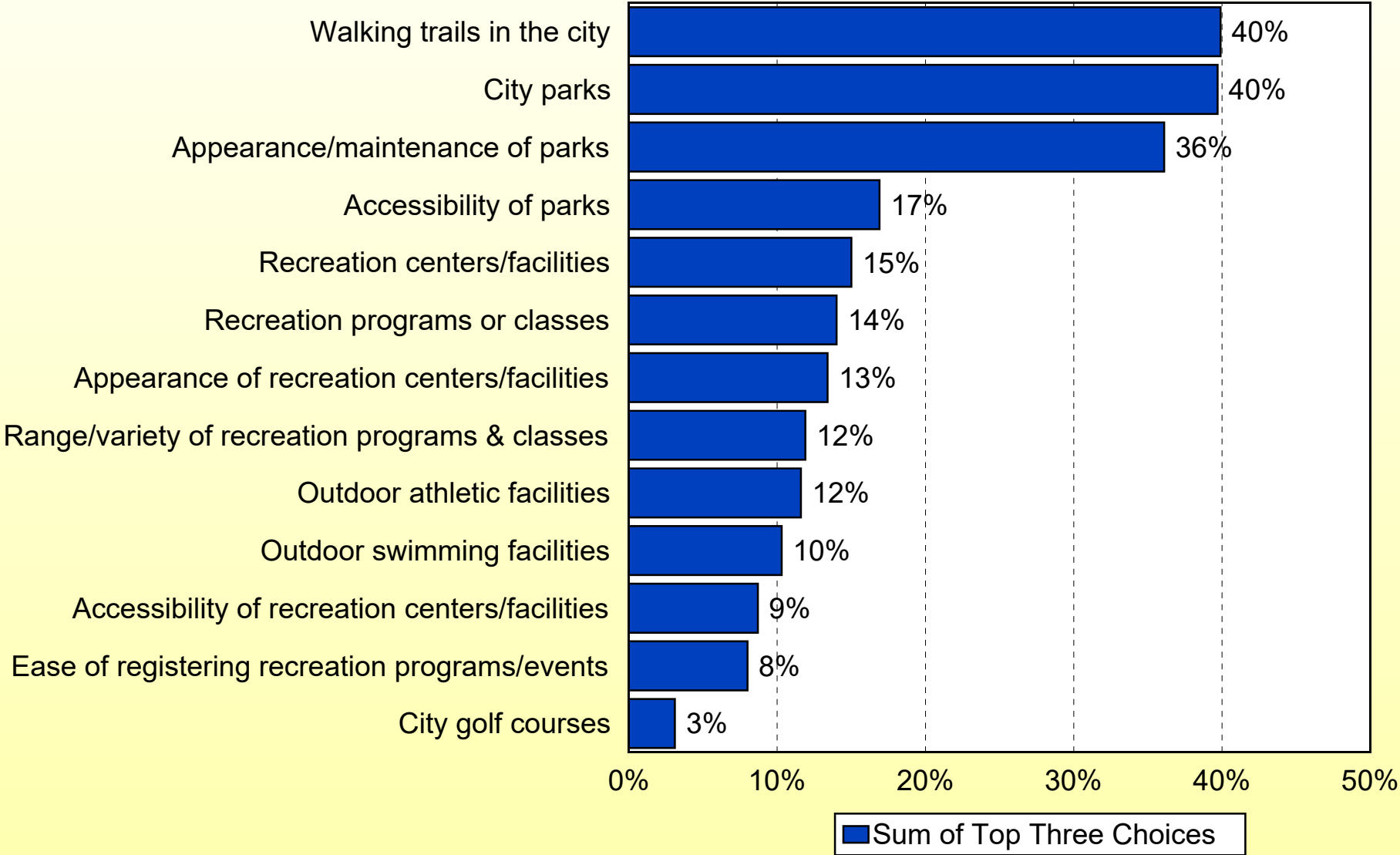by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

Accessibility of parks
- 2018: **76%**
- 2016: 75%
- 2014: 70%
- 2013: 71%
- 2011: 71%

City parks
- 2018: **74%**
- 2016: 76%
- 2014: 71%
- 2013: 67%
- 2011: 67%

Accessibility of recreation centers/facilities
- 2018: **71%**
- 2016: 69%
- 2014: 64%
- 2013: 65%
- 2011: 65%

Walking trails in the city
- 2018: **69%**
- 2016: 60%
- 2014: 60%
- 2013: 59%
- 2011: 58%

Appearance/maintenance of parks
- 2018: **68%**
- 2016: 71%
- 2014: 65%
- 2013: 61%
- 2011: 61%

Appearance of recreation centers/facilities
- 2018: **64%**
- 2016: 67%
- 2014: 62%
- 2013: 60%
- 2011: 57%

Recreation centers/facilities
- 2018: **63%**
- 2016: 62%
- 2014: 59%
- 2013: 60%
- 2011: 56%

Legend: ■2018 ■2016 ▨2014 ■2013 ■2011

Scale: 0% 20% 40% 60% 80% 100%

Q12. (Cont.) Ratings of <u>Parks and Recreation</u> Services
Trends - 2018, 2016, 2014, 2013 & 2011
by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

City golf courses
- **63%** (2018)
- 66% (2016)
- 62% (2014)
- 62% (2013)
- 60% (2011)

Recreation programs or classes
- **60%** (2018)
- 61% (2016)
- 58% (2014)
- 59% (2013)
- 57% (2011)

Range/variety of recreation programs/classes
- **59%** (2018)
- 56% (2016)
- 54% (2014)
- 52% (2013)
- 54% (2011)

Outdoor athletic facilities
- **59%** (2018)
- 63% (2016)
- 59% (2014)
- 57% (2013)
- 62% (2011)

Ease of registering for recreation programs/events
- **53%** (2018)
- 55% (2016)
- 55% (2014)
- 57% (2013)
- 54% (2011)

Outdoor swimming facilities
- **42%** (2018)
- 33% (2016)
- 35% (2014)
- 41% (2013)
- 37% (2011)

Legend: 2018 2016 2014 2013 2011

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

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

Code Enforcement

Q14. Use of <u>Code Enforcement Services</u>

by percentage of respondents who had used the service during the past year
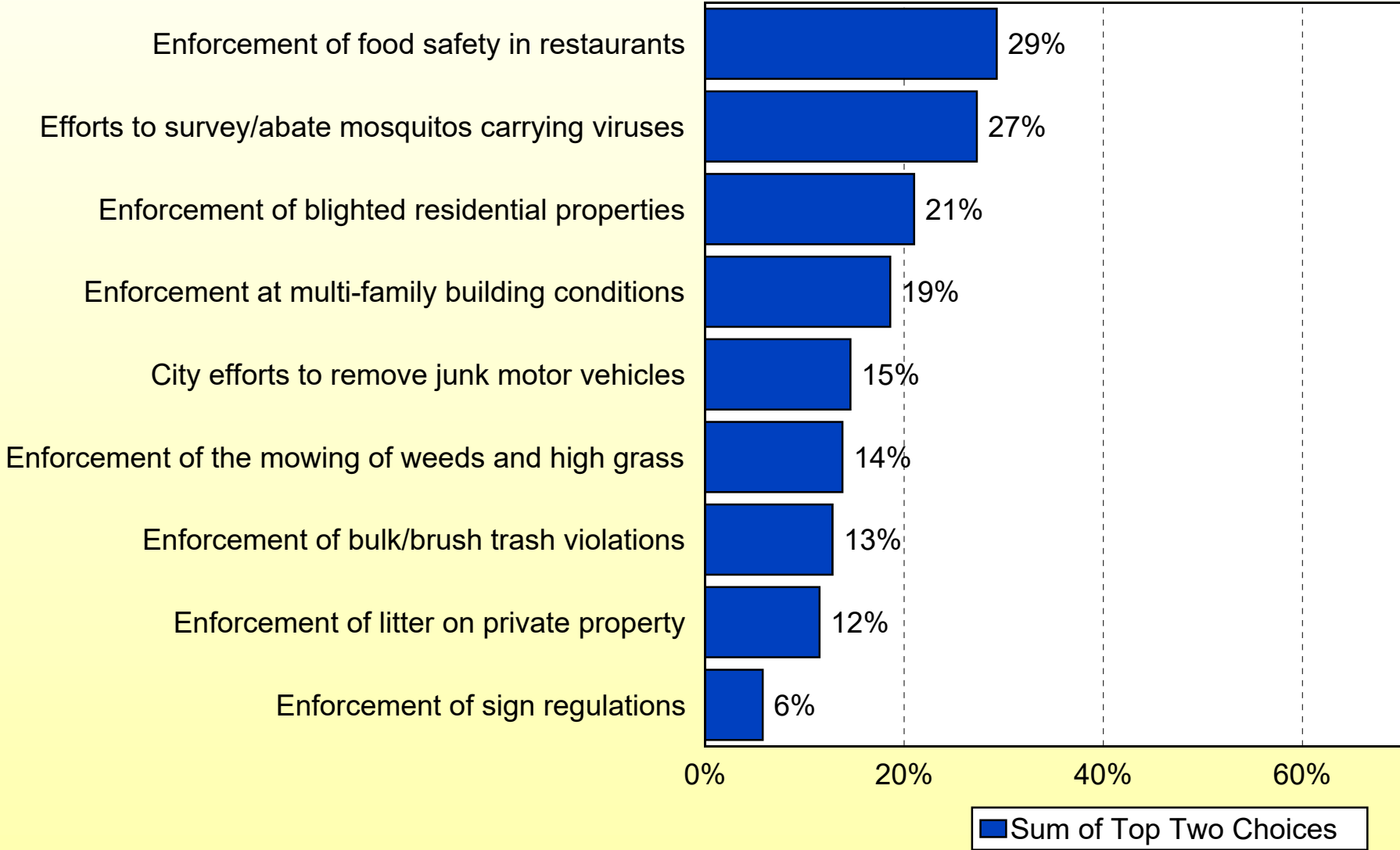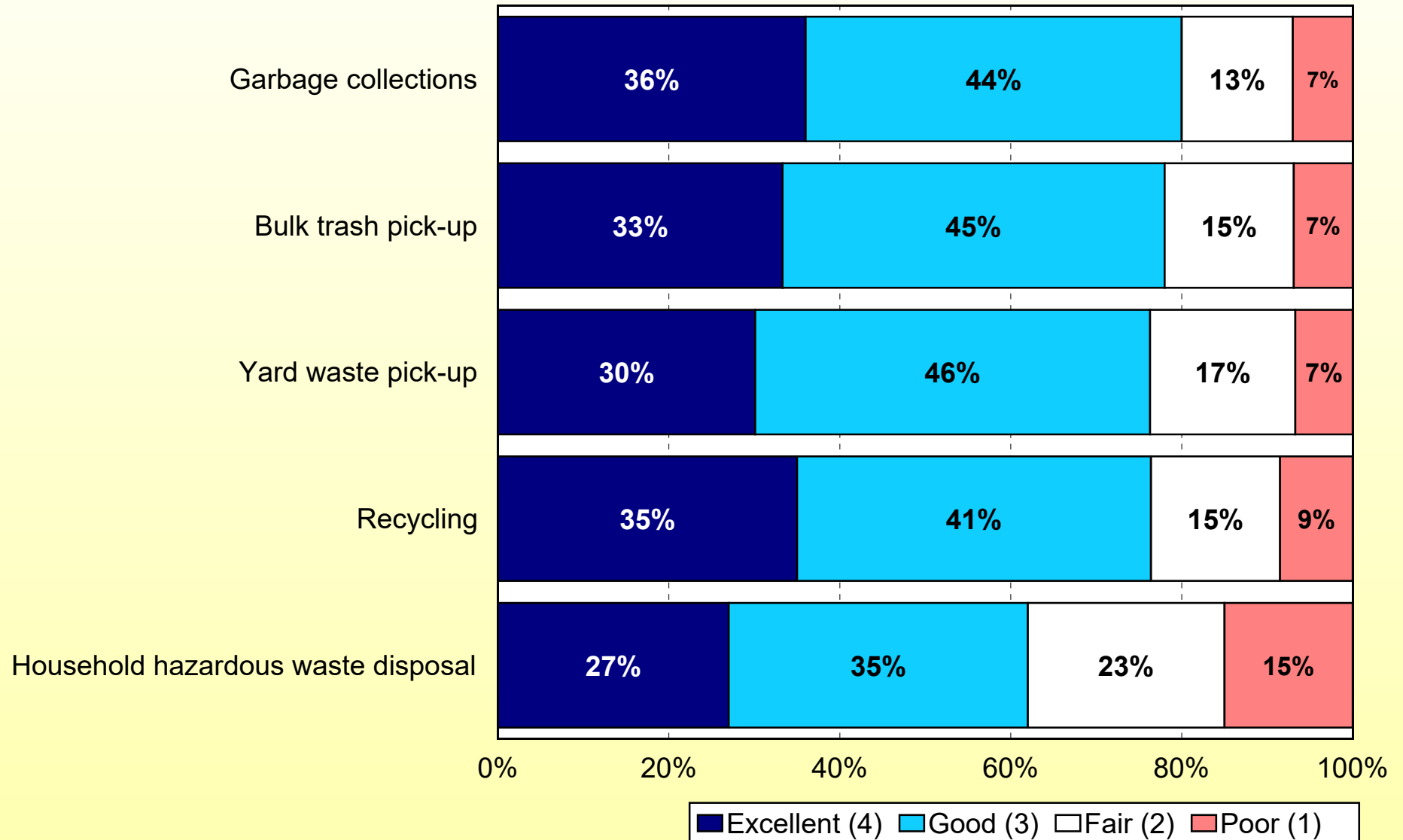

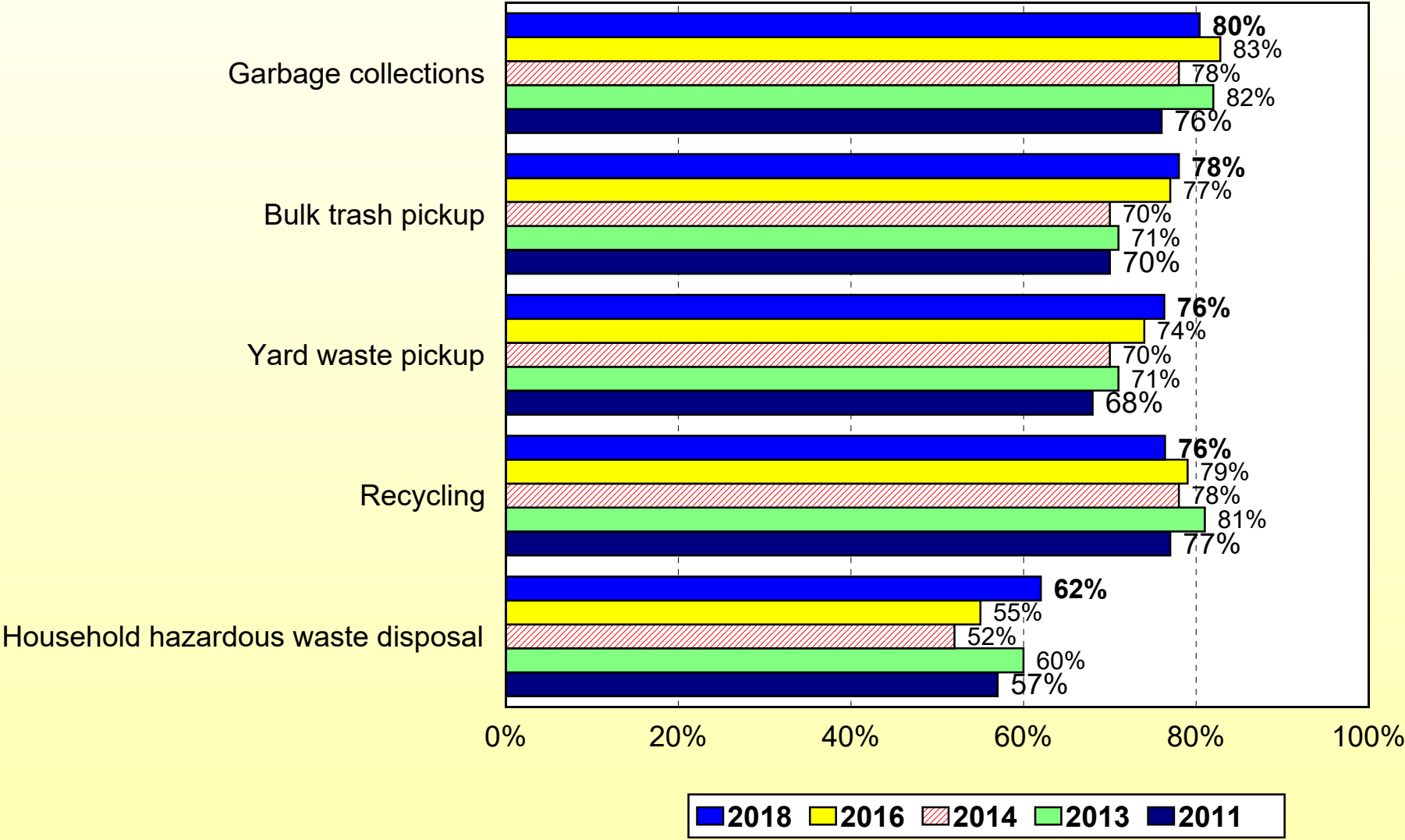| Service	Percentage
Enforcement of bulk/brush trash violations	23%
Efforts to survey/abate mosquitos carrying viruses	20%
Enforcement of food safety in restaurants	19%
Enforcement of the mowing of weeds and high grass	18%
Enforcement of litter on private property	15%
City efforts to remove junk motor vehicles	14%
Enforcement of sign regulations	13%
Enforcement of blighted residential properties	12%
Enforcement at multi-family building conditions	10%

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

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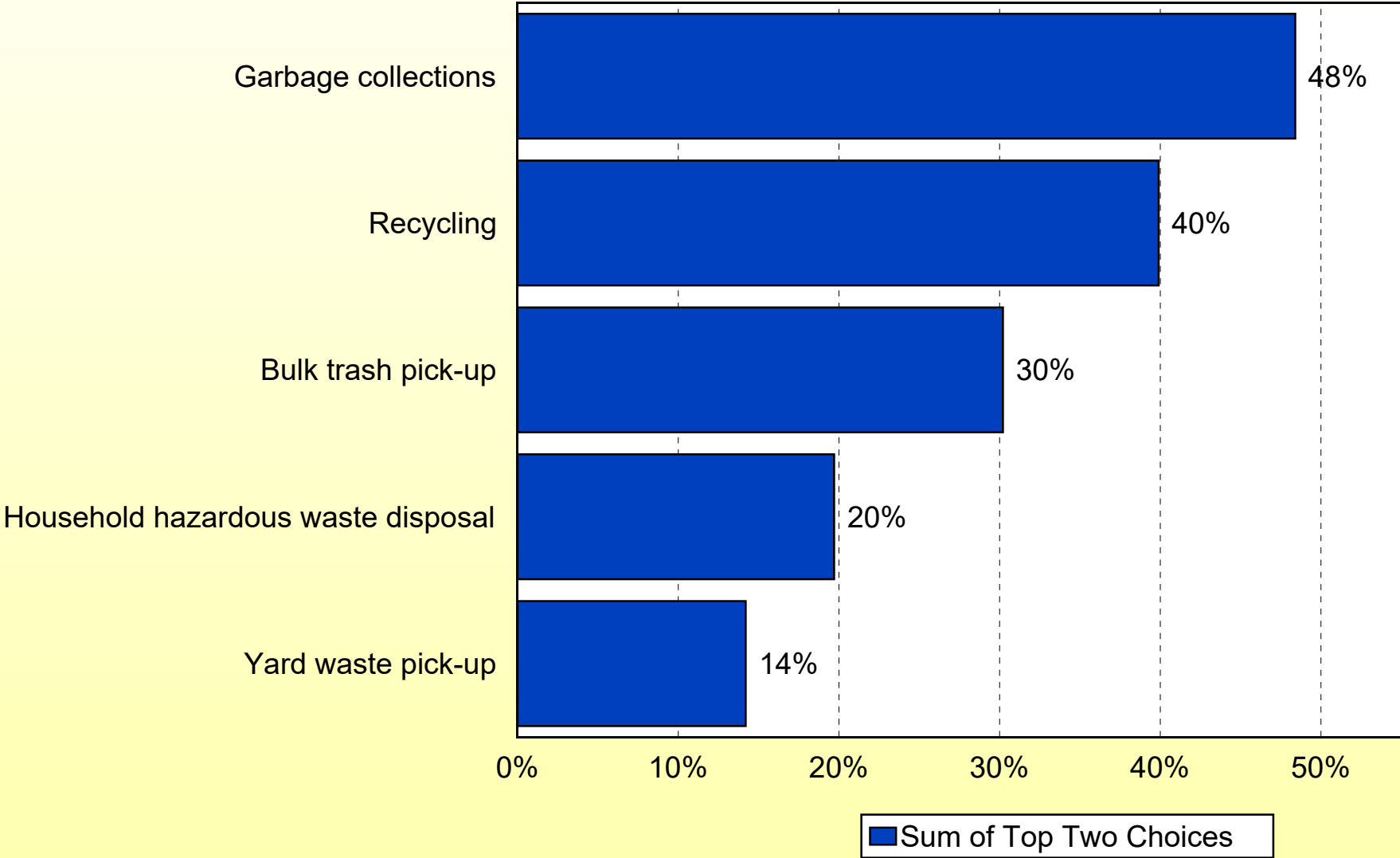where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)

	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Enforcement of food safety in restaurants	10%	36%	31%	23%
Efforts to survey/abate mosquitos carrying viruses	12%	34%	29%	25%
Enforcement of bulk/brush trash violations	10%	32%	28%	30%
Enforcement of the mowing of weeds and high grass	8%	29%	33%	30%
Enforcement of sign regulations	6%	27%	35%	32%
Enforcement of litter on private property	7%	26%	27%	40%
City efforts to remove junk motor vehicles	8%	21%	31%	40%
Enforcement of blighted residential properties	5%	21%	33%	41%
Enforcement at multi-family building conditions	5%	18%	38%	39%

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

Q15. <u>Code Enforcement</u> Services Residents Think Should Be the City's Top Priorities

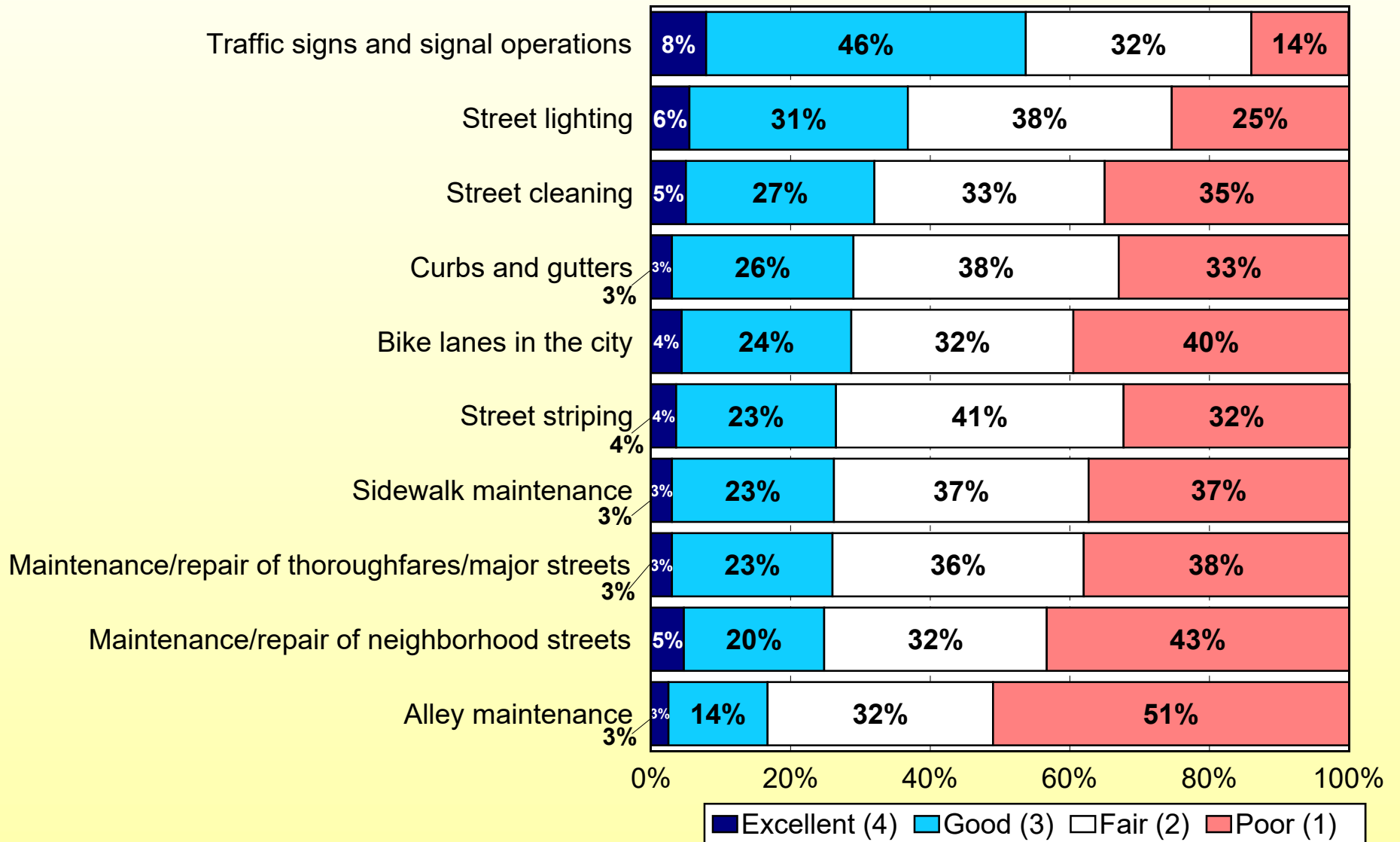by percentage of respondents who selected the item as one of their top two choices

Enforcement of food safety in restaurants — 29%

Efforts to survey/abate mosquitos carrying viruses — 27%

Enforcement of blighted residential properties — 21%

Enforcement at multi-family building conditions — 19%

City efforts to remove junk motor vehicles — 15%

Enforcement of the mowing of weeds and high grass — 14%

Enforcement of bulk/brush trash violations — 13%

Enforcement of litter on private property — 12%

Enforcement of sign regulations — 6%

0% 20% 40% 60%

■ Sum of Top Two Choices

Solid Waste Services

Q16. Use of <u>Solid Waste Services</u>

by percentage of respondents who had used the service during the past year

- Garbage collections — 86%
- Recycling — 70%
- Bulk trash pick-up — 66%
- Yard waste pick-up — 47%
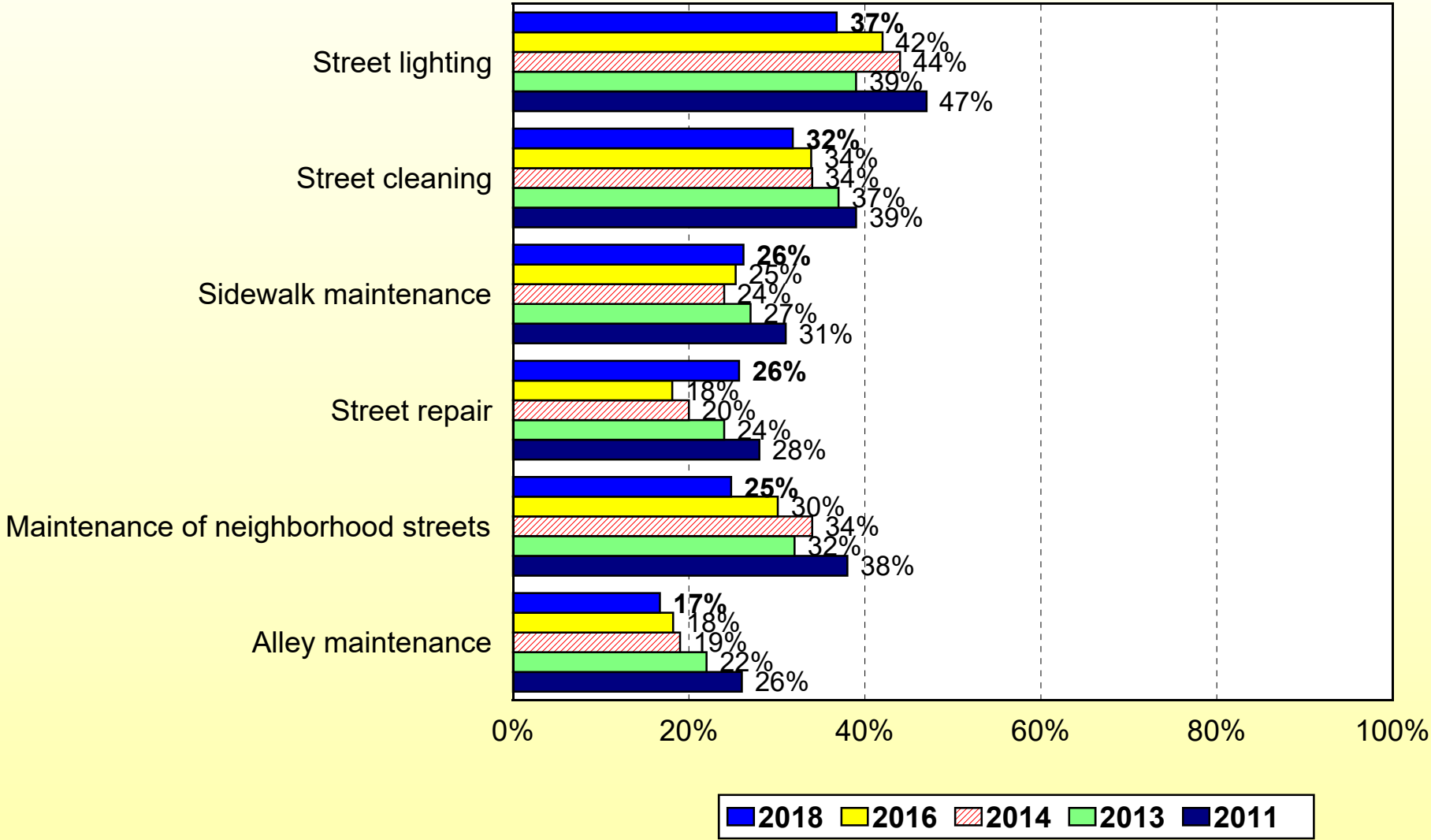- Household hazardous waste disposal — 19%

(x-axis: 0% 20% 40% 60% 80% 100%)

Q16. Ratings of <u>Solid Waste</u> Services

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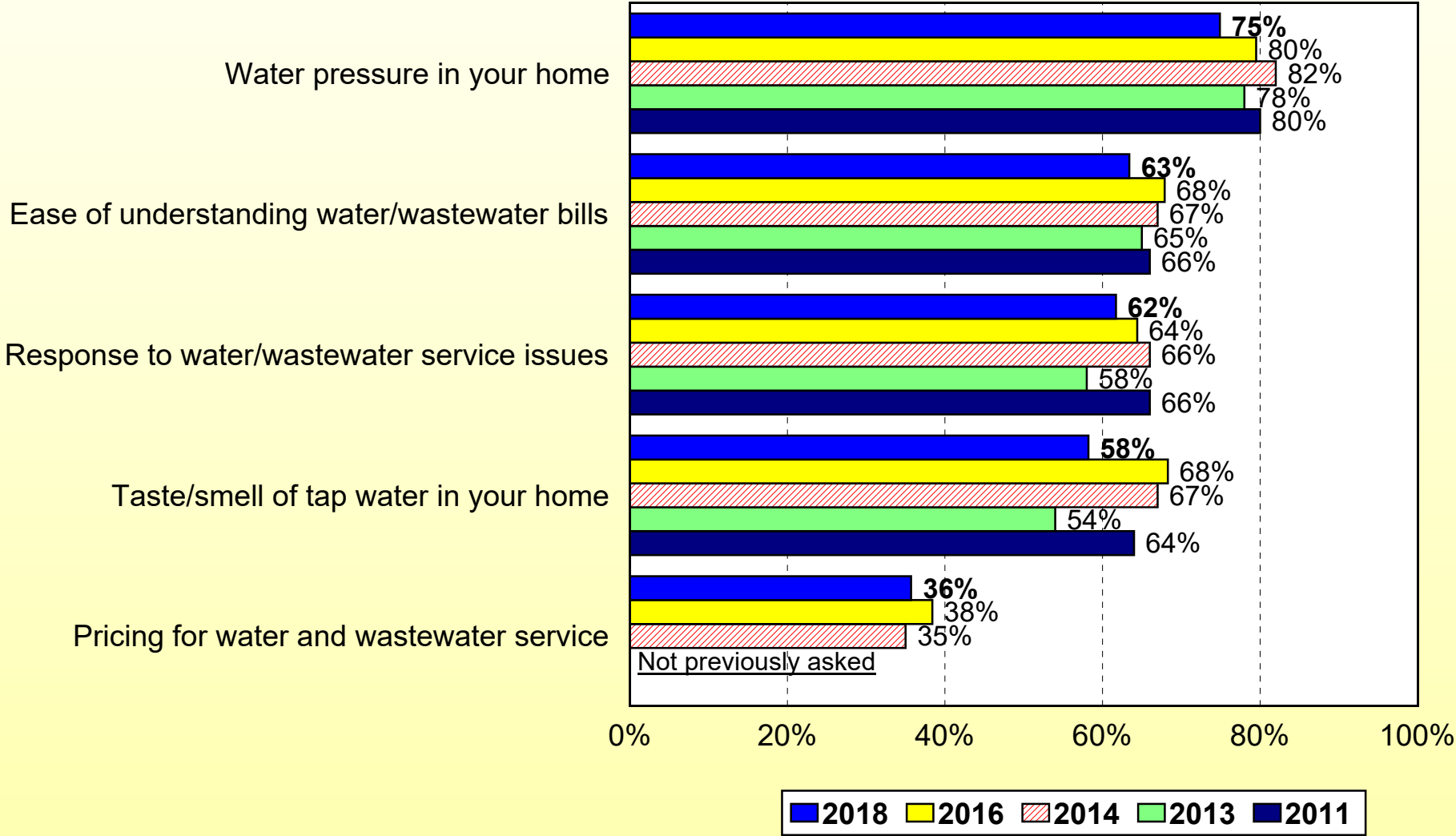where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)

|	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Garbage collections	36%	44%	13%	7%
Bulk trash pick-up	33%	45%	15%	7%
Yard waste pick-up	30%	46%	17%	7%
Recycling	35%	41%	15%	9%
Household hazardous waste disposal	27%	35%	23%	15%
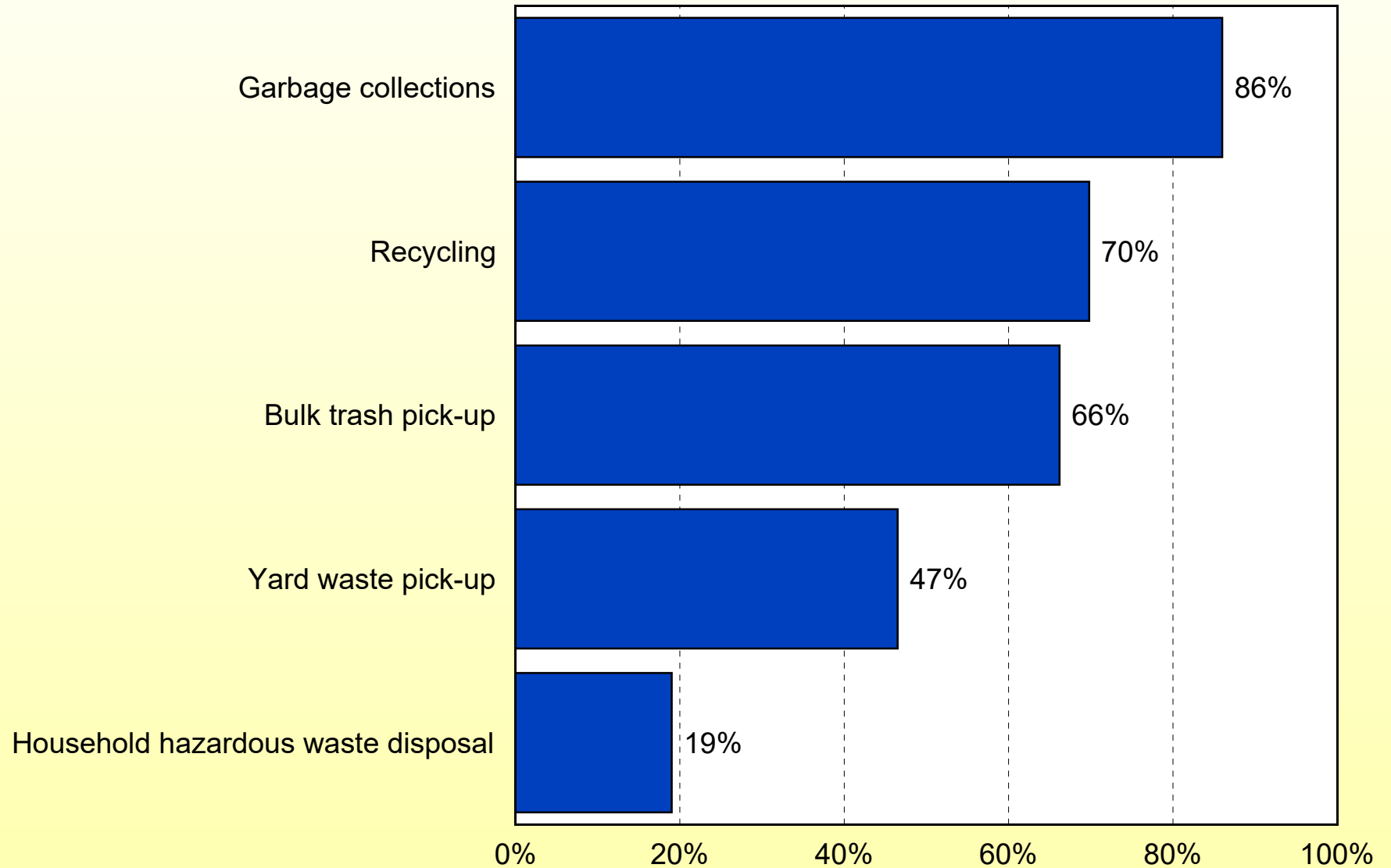
Q16. Ratings of <u>Solid Waste</u> Services
Trends - 2018, 2016, 2014, 2013 & 2011
by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

Garbage collections
- **80%** (2018)
- 83% (2016)
- 78% (2014)
- 82% (2013)
- 76% (2011)

Bulk trash pickup
- **78%** (2018)
- 77% (2016)
- 70% (2014)
- 71% (2013)
- 70% (2011)

Yard waste pickup
- **76%** (2018)
- 74% (2016)
- 70% (2014)
- 71% (2013)
- 68% (2011)

Recycling
- **76%** (2018)
- 79% (2016)
- 78% (2014)
- 81% (2013)
- 77% (2011)

Household hazardous waste disposal
- **62%** (2018)
- 55% (2016)
- 52% (2014)
- 60% (2013)
- 57% (2011)

Legend: **2018** **2016** **2014** **2013** **2011**

Q17. <u>Solid Waste</u> Services Residents Think Should Be the City's Top Priorities

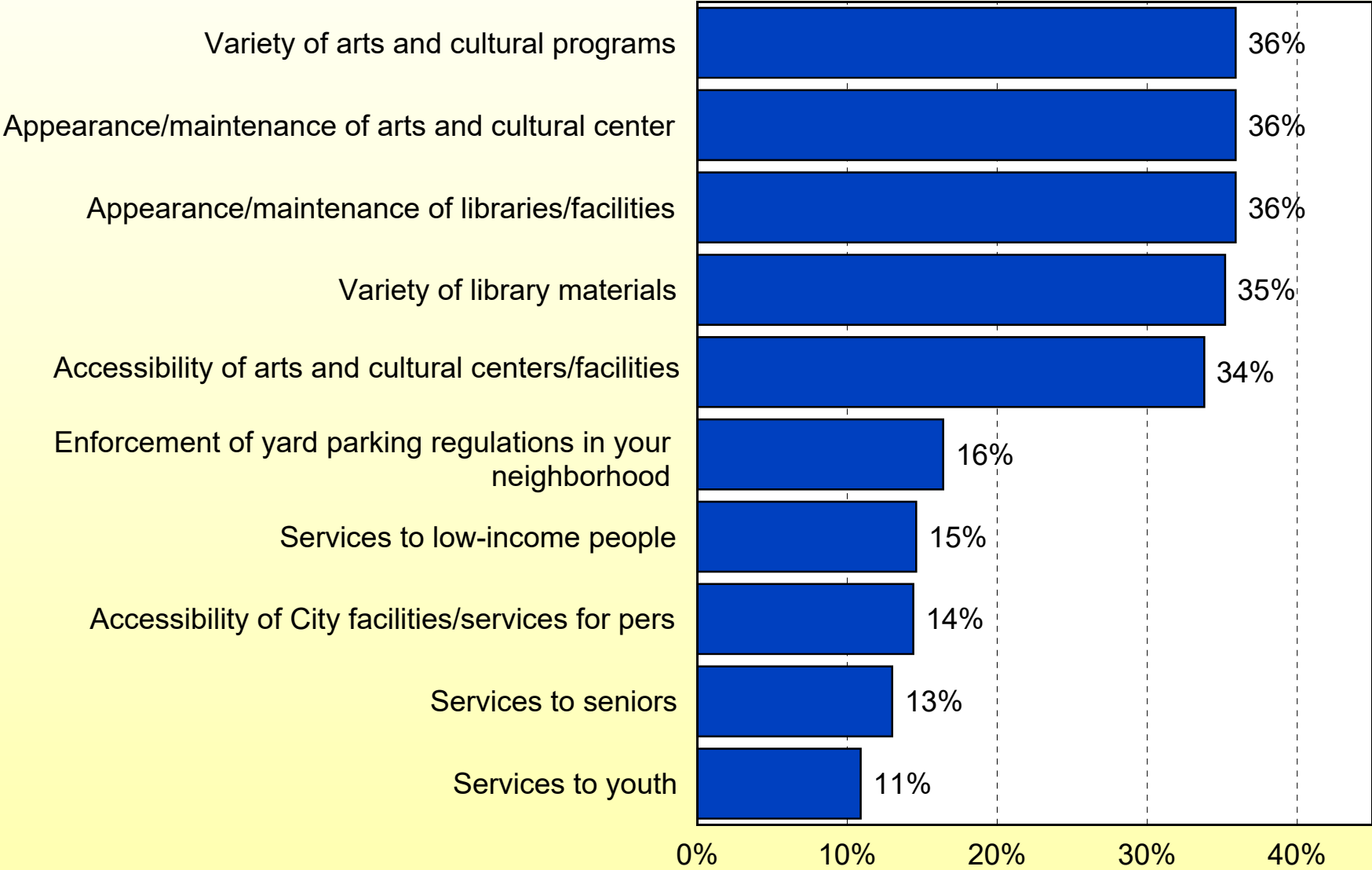by percentage of respondents who selected the item as one of their top two choices

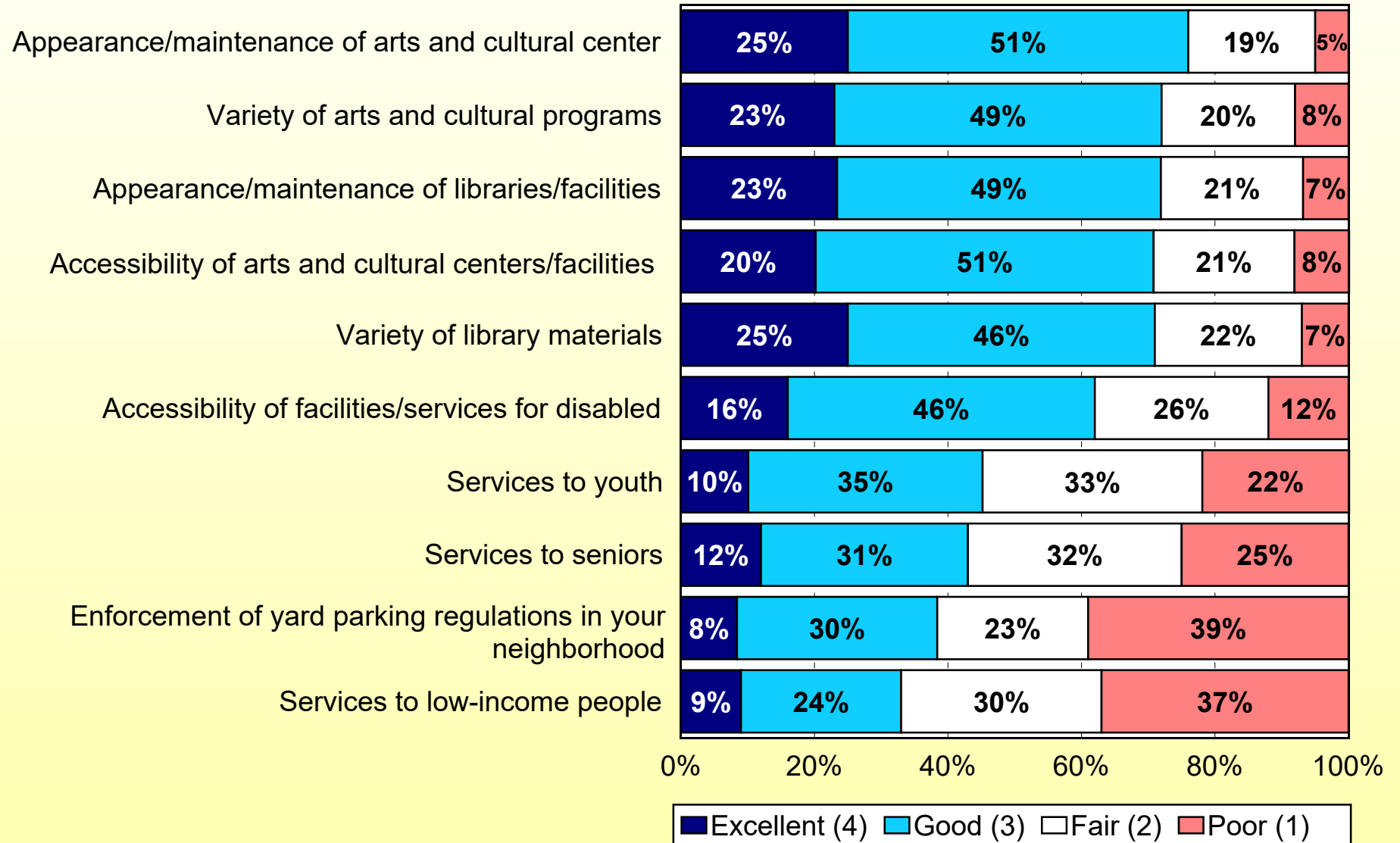| Service	Percentage
Garbage collections	48%
Recycling	40%
Bulk trash pick-up	30%
Household hazardous waste disposal	20%
Yard waste pick-up	14%

Legend: Sum of Top Two Choices

Streets and Infrastructure/Mobility

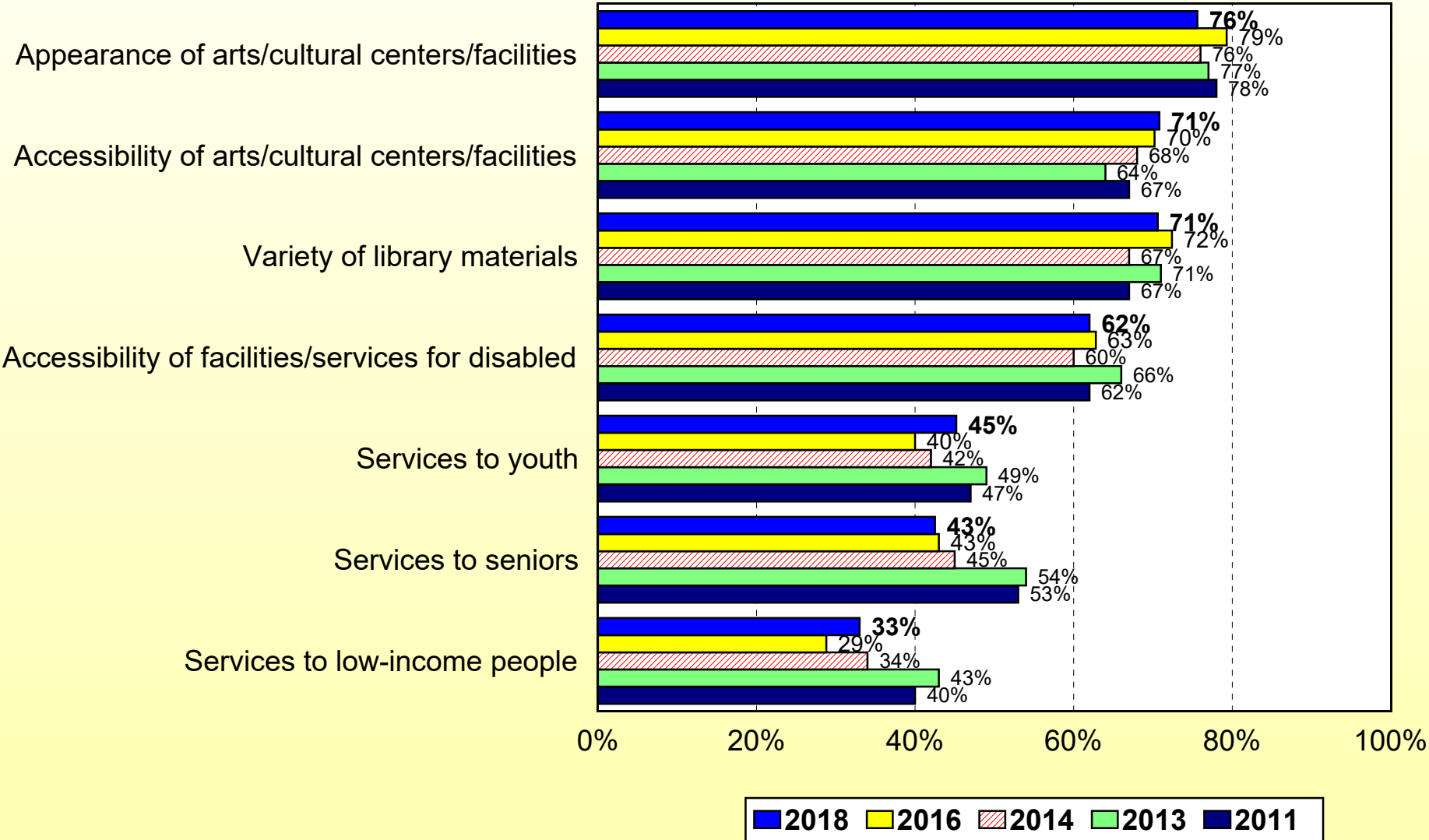# Q18. Ratings of <u>Street and Infrastructure/Mobility</u> Services

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

	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Traffic signs and signal operations	8%	46%	32%	14%
Street lighting	6%	31%	38%	25%
Street cleaning	5%	27%	33%	35%
Curbs and gutters	3%	26%	38%	33%
Bike lanes in the city	4%	24%	32%	40%
Street striping	4%	23%	41%	32%
Sidewalk maintenance	3%	23%	37%	37%
Maintenance/repair of thoroughfares/major streets	3%	23%	36%	38%
Maintenance/repair of neighborhood streets	5%	20%	32%	43%
Alley maintenance	3%	14%	32%	51%

Q18. Ratings of <u>Streets and Infrastructure/Mobility</u> Services
Trends - 2018, 2016, 2014, 2013 & 2011
by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

	2018	2016	2014	2013	2011
Street lighting	37%	42%	44%	39%	47%
Street cleaning	32%	34%	34%	37%	39%
Sidewalk maintenance	26%	25%	24%	27%	31%
Street repair	26%	18%	20%	24%	28%
Maintenance of neighborhood streets	25%	30%	34%	32%	38%
Alley maintenance	17%	18%	19%	22%	26%

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

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

Category	Percentage
Maintenance/repair of thoroughfares/major streets	54%
Maintenance/repair of neighborhood streets	50%
Street lighting	14%
Sidewalk maintenance	12%
Traffic signs and signal operations	10%
Alley maintenance	9%
Bike lanes in the city	9%
Street cleaning	8%
Street striping	5%
Curbs and gutters	3%

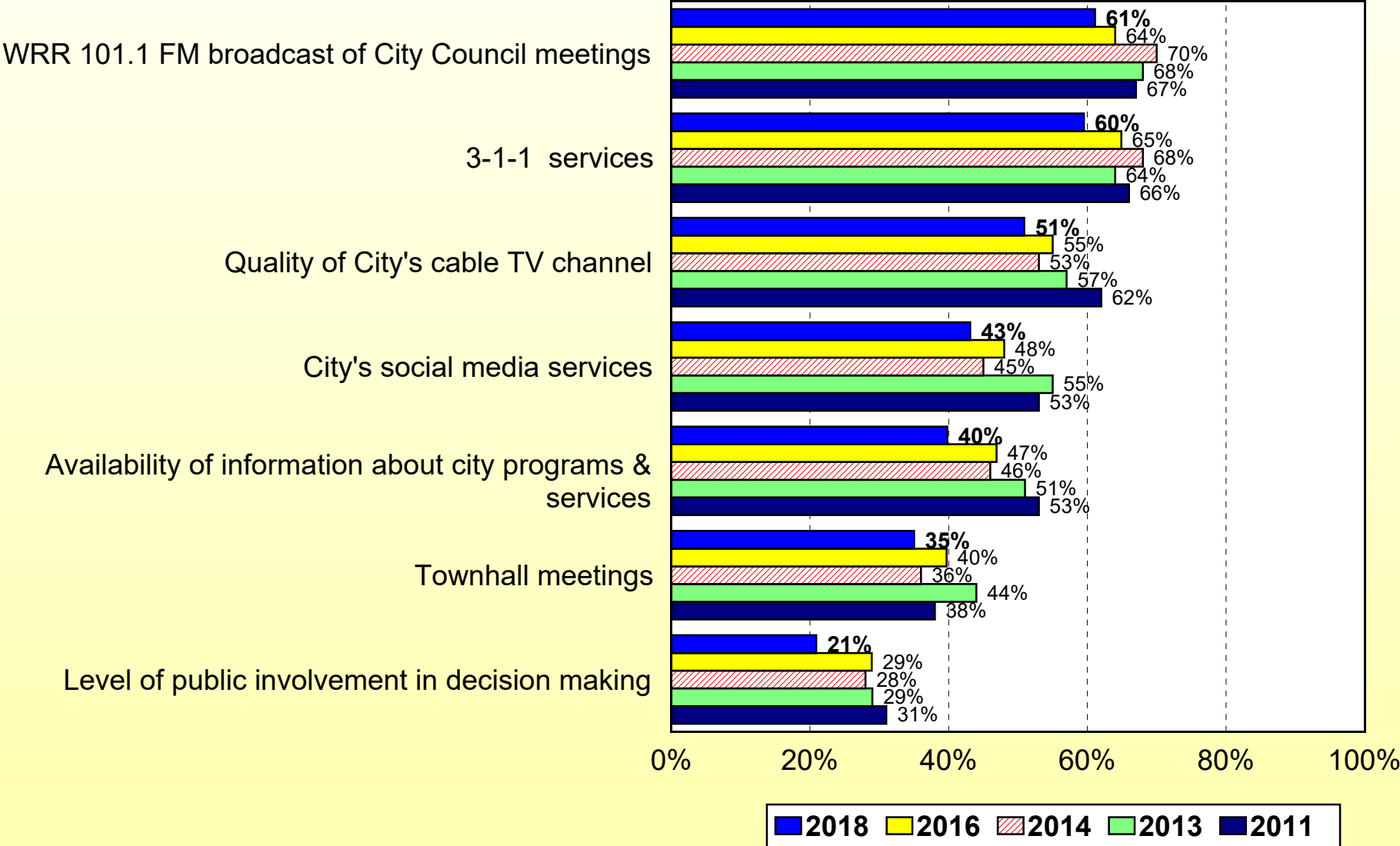Sum of Top Two Choices
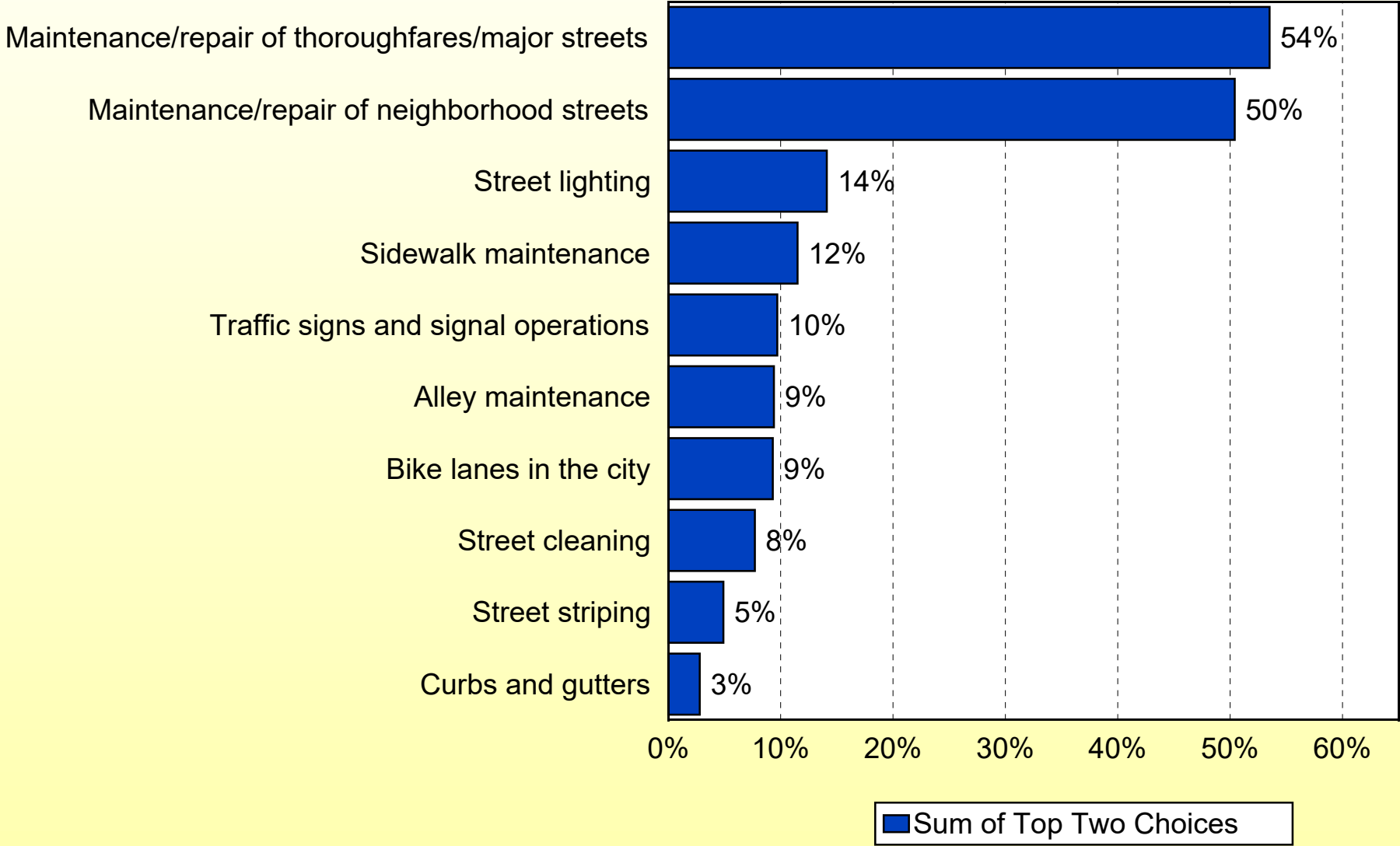
Water and Wastewater Services

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

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

	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Water pressure in your home	27%	48%	18%	7%
Ease of understanding your water/wastewater bill	18%	45%	25%	12%
Efforts by the City to respond timely to water/wastewater service issues at your home or business	18%	44%	27%	11%
Taste/smell of tap water in your home	16%	42%	28%	14%
Pricing for water & wastewater service	8%	28%	40%	24%

■Excellent (4) ■Good (3) □Fair (2) ■Poor (1)
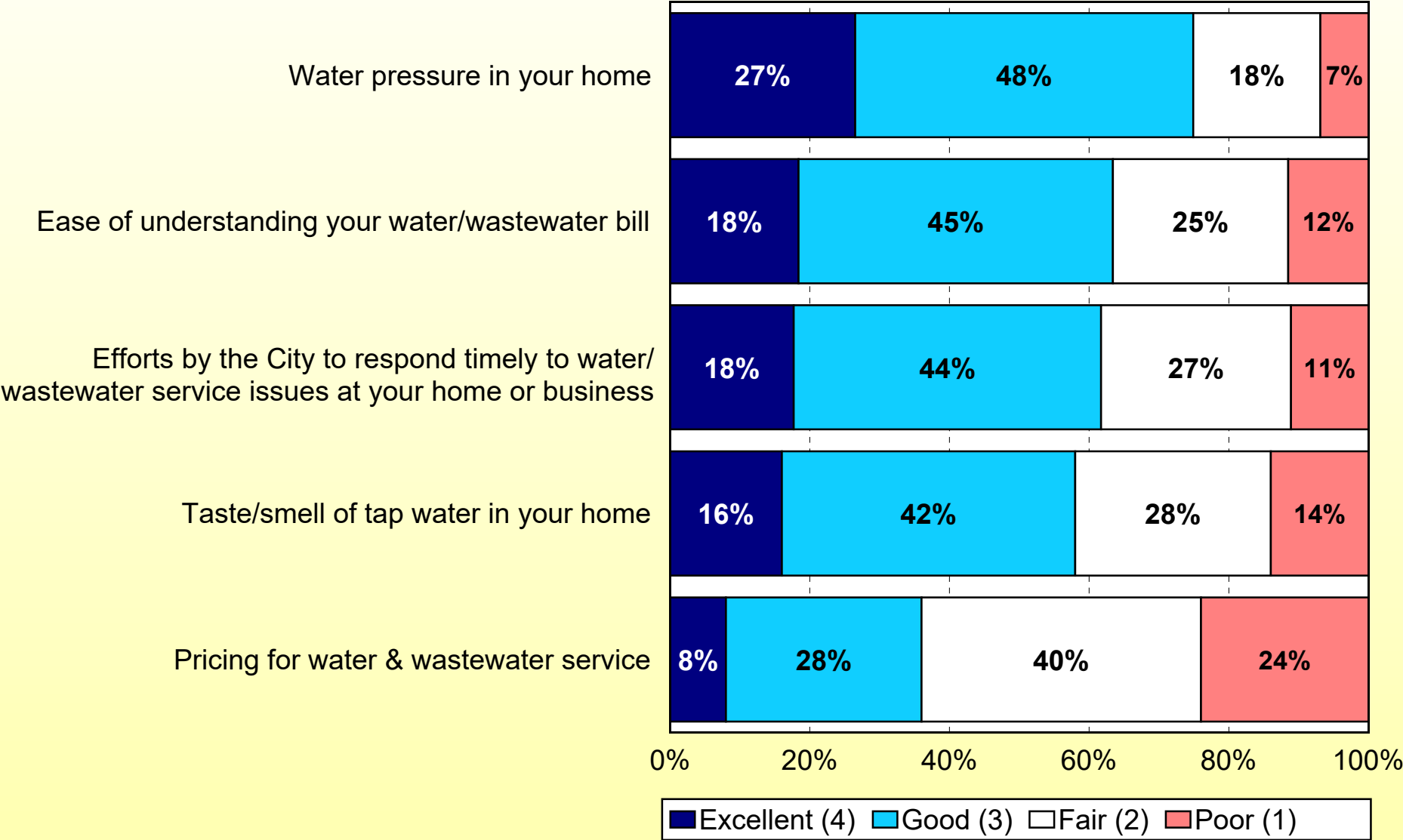
Q20. Ratings of <u>Water and Wastewater</u> Services
Trends - 2018, 2016, 2014, 2013 & 2011

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

Water pressure in your home
- 2018: **75%**
- 2016: 80%
- 2014: 82%
- 2013: 78%
- 2011: 80%

Ease of understanding water/wastewater bills
- 2018: **63%**
- 2016: 68%
- 2014: 67%
- 2013: 65%
- 2011: 66%

Response to water/wastewater service issues
- 2018: **62%**
- 2016: 64%
- 2014: 66%
- 2013: 58%
- 2011: 66%

Taste/smell of tap water in your home
- 2018: **58%**
- 2016: 68%
- 2014: 67%
- 2013: 54%
- 2011: 64%

Pricing for water and wastewater service
- 2018: **36%**
- 2016: 38%
- 2014: 35%
- <u>Not previously asked</u>

Legend: ■2018 □2016 ▨2014 ▨2013 ■2011

Q21. <u>Water and Wastewater</u> Services Residents Think Should Be the City's Top Priorities

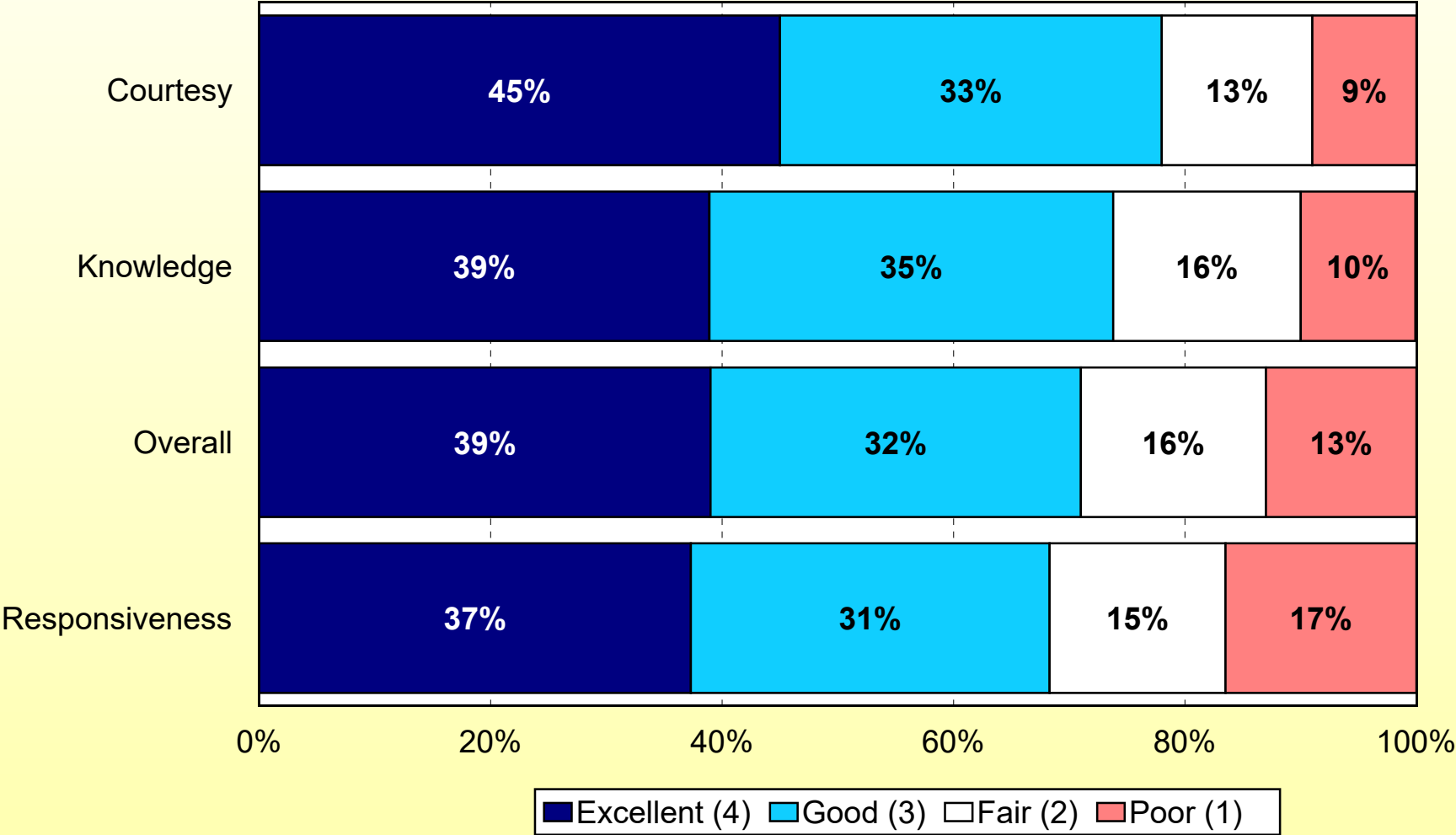by percentage of respondents who selected the item as one of their top two choices
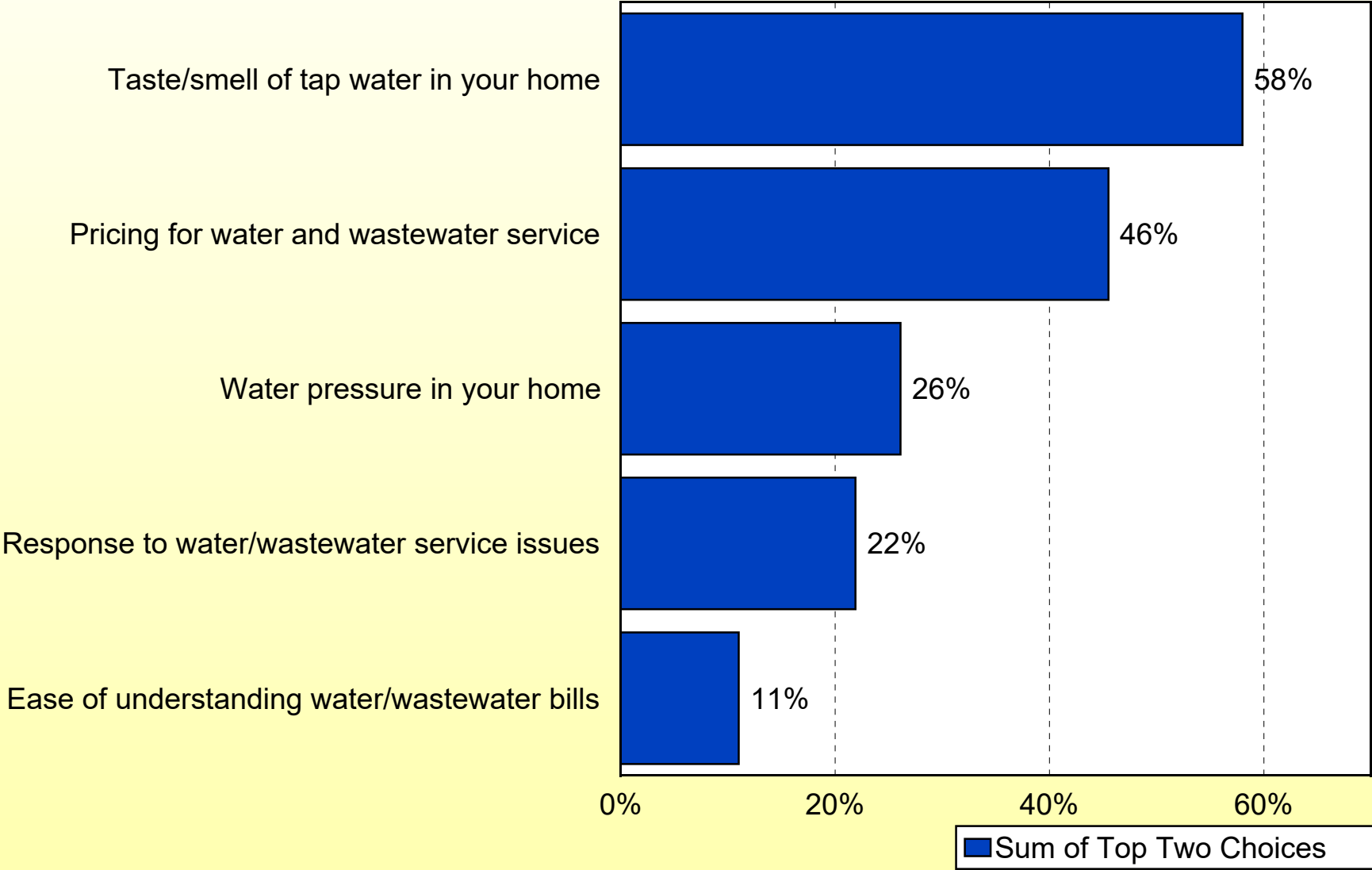
Other City Services/Facilities

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

by percentage of respondents who had used the service during the past year

Service	Percentage
Variety of arts and cultural programs	36%
Appearance/maintenance of arts and cultural center	36%
Appearance/maintenance of libraries/facilities	36%
Variety of library materials	35%
Accessibility of arts and cultural centers/facilities	34%
Enforcement of yard parking regulations in your neighborhood	16%
Services to low-income people	15%
Accessibility of City facilities/services for pers	14%
Services to seniors	13%
Services to youth	11%

0%   10%   20%   30%   40%

Q22. Ratings of Other City Services/Facilities

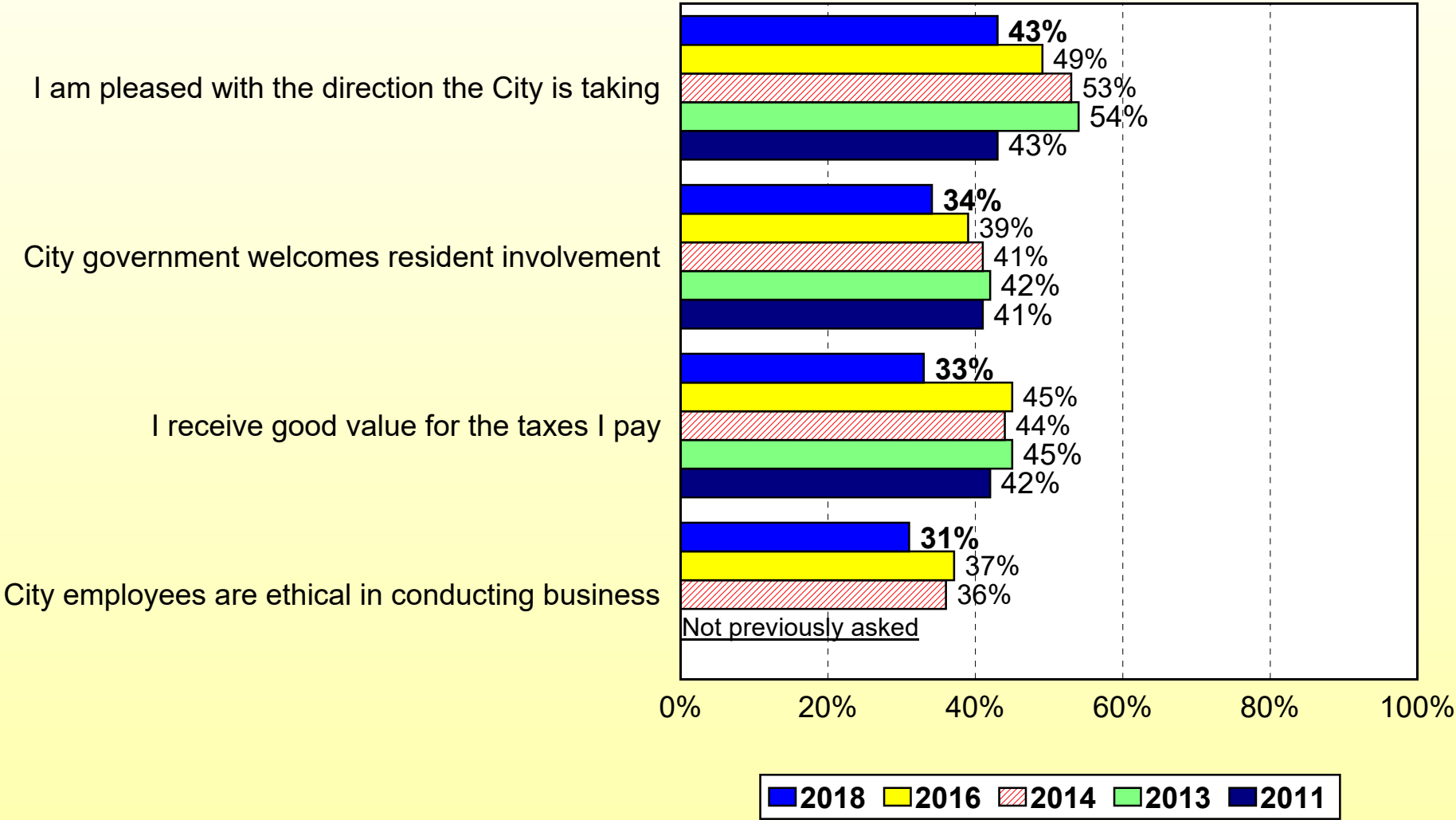by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale,
where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)

Service/Facility	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Appearance/maintenance of arts and cultural center	25%	51%	19%	5%
Variety of arts and cultural programs	23%	49%	20%	8%
Appearance/maintenance of libraries/facilities	23%	49%	21%	7%
Accessibility of arts and cultural centers/facilities	20%	51%	21%	8%
Variety of library materials	25%	46%	22%	7%
Accessibility of facilities/services for disabled	16%	46%	26%	12%
Services to youth	10%	35%	33%	22%
Services to seniors	12%	31%	32%	25%
Enforcement of yard parking regulations in your neighborhood	8%	30%	23%	39%
Services to low-income people	9%	24%	30%	37%

Q22. Ratings of Other City Services/Facilities
Trends - 2018, 2016, 2014, 2013 & 2011

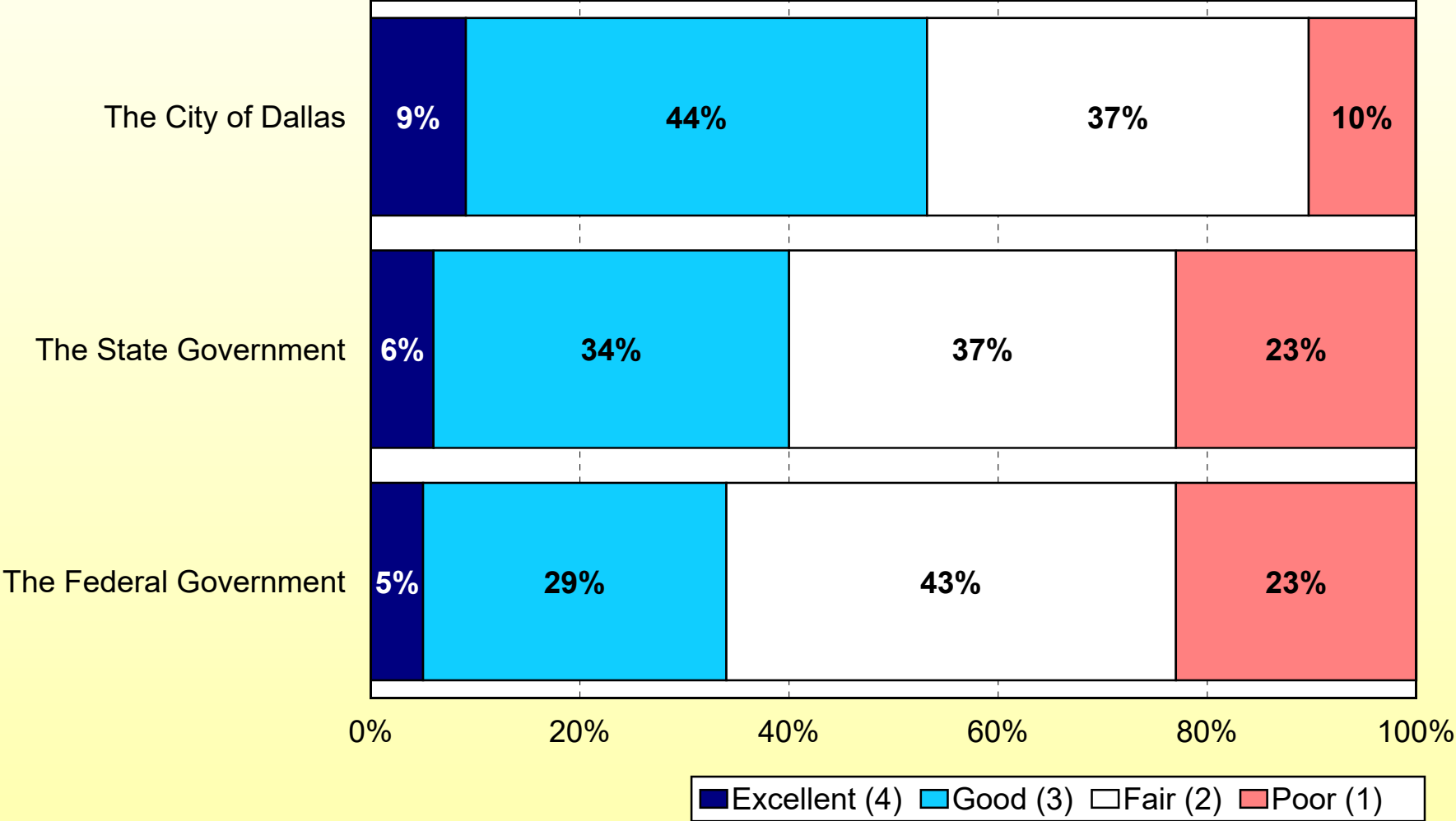by percentage of respondents who rated the item as "excellent" or "good" (<u>excluding don't knows</u>)

Service/Facility	2018	2016	2014	2013	2011
Appearance of arts/cultural centers/facilities	76%	79%	76%	77%	78%
Accessibility of arts/cultural centers/facilities	71%	70%	68%	64%	67%
Variety of library materials	71%	72%	67%	71%	67%
Accessibility of facilities/services for disabled	62%	63%	60%	66%	62%
Services to youth	45%	40%	42%	49%	47%
Services to seniors	43%	43%	45%	54%	53%
Services to low-income people	33%	29%	34%	43%	40%

Legend: ■ 2018 ■ 2016 ▨ 2014 ■ 2013 ■ 2011

Public Information Services

Q23. Sources Where Residents Currently Get News and Information about City Programs, Services and Events

by percentage of respondents (multiple responses allowed)

Source	Percentage
Television news	66%
Social media	50%
Local newspapers	40%
Other local radio	33%
City website	24%
Dallas City TV (cable)	21%
311	11%
Radio FM 101.1	11%
Town Hall meetings	10%

Source: ETC Institute (2018)

Q24. Ratings of <u>Public Information</u> Services

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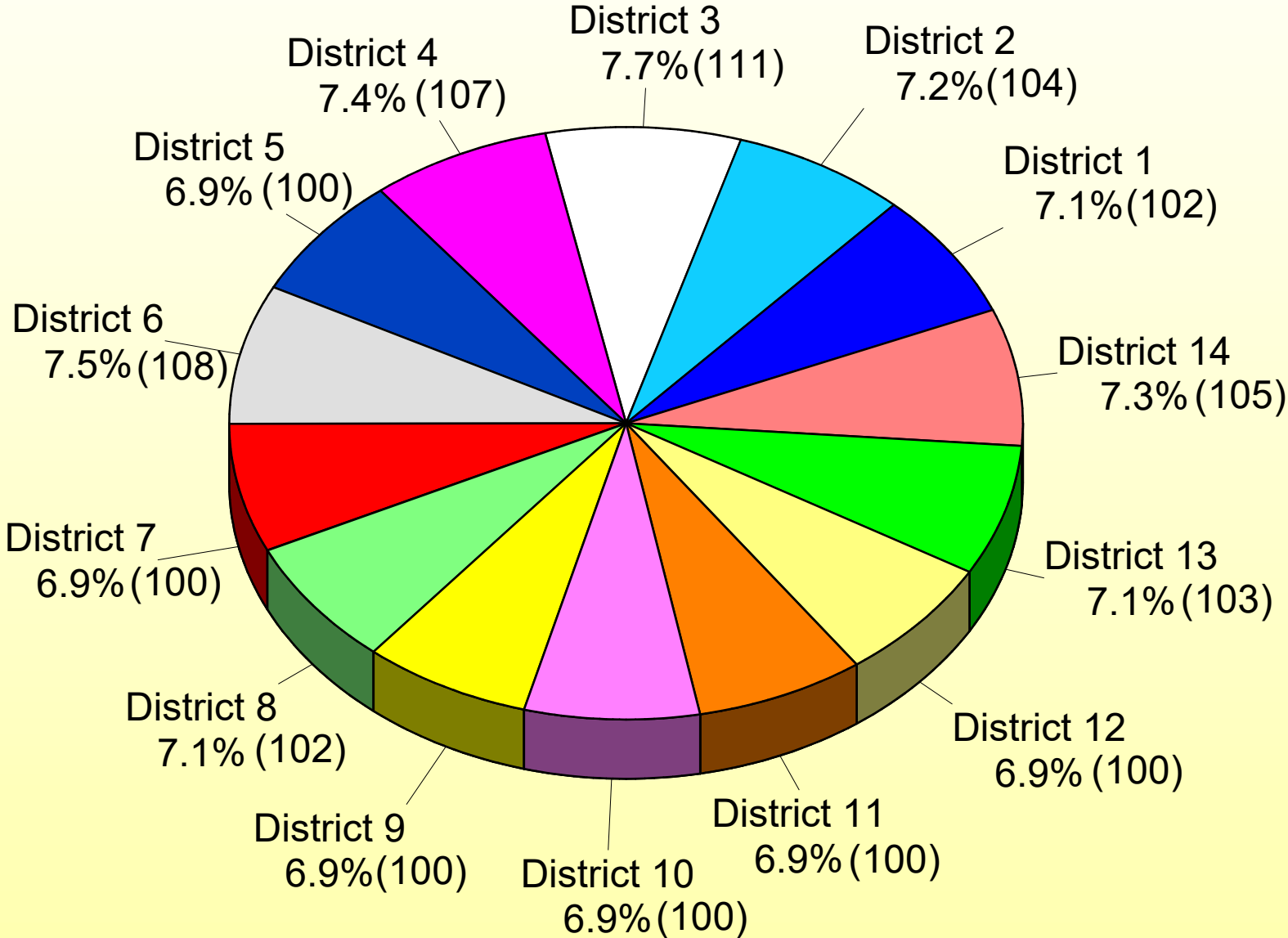where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)

Service	Excellent (4)	Good (3)	Fair (2)	Poor (1)
WRR 101.1 FM broadcast of City Council meetings	19%	42%	29%	10%
3-1-1 services	16%	44%	28%	12%
Quality of City's cable television channel	11%	40%	33%	16%
Quality of City website	7%	38%	41%	14%
City's social media services	10%	33%	41%	16%
Availability of information about city programs & services	7%	33%	40%	20%
Town Hall meetings	5%	30%	39%	26%
Level of public involvement in decision making	4%	17%	38%	41%

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

Q24. Ratings of <u>Public Information</u> Services
Trends - 2018, 2016, 2014, 2013 & 2011

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

WRR 101.1 FM broadcast of City Council meetings
- 61%
- 64%
- 70%
- 68%
- 67%

3-1-1 services
- 60%
- 65%
- 68%
- 64%
- 66%

Quality of City's cable TV channel
- 51%
- 55%
- 53%
- 57%
- 62%

City's social media services
- 43%
- 48%
- 45%
- 55%
- 53%

Availability of information about city programs & services
- 40%
- 47%
- 46%
- 51%
- 53%

Townhall meetings
- 35%
- 40%
- 36%
- 44%
- 38%

Level of public involvement in decision making
- 21%
- 29%
- 28%
- 29%
- 31%

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

2018 **2016** **2014** **2013** **2011**

Q25. Public Information Services Residents Think Should Be the City's Top Priorities

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

Category	Percentage
Level of public involvement in decision making	35%
Availability of information about city programs & services	35%
3-1-1 services	28%
Quality of City website	21%
Town Hall meetings	12%
City's social media services	11%
Quality of City's cable television channel	9%
WRR 101.1 FM broadcast of City Council meetings	4%

0%   10%   20%   30%   40%

■ Sum of Top Two Choices

Customer Service

Q26. Have you had any in-person or phone contact with an employee of the City of Dallas within the last 12 months?

by percentage of respondents

Yes
56%

No
44%
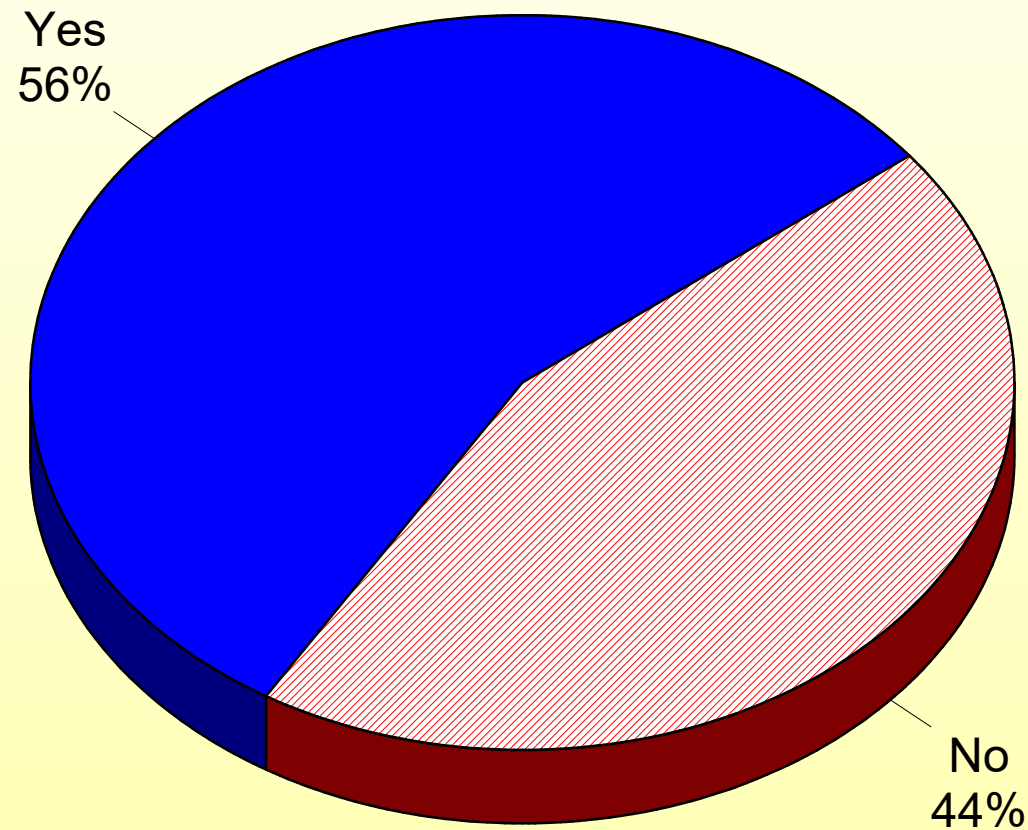
Q26b. Ratings of <u>Customer Service</u> Provided by City Employees

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

	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Courtesy	45%	33%	13%	9%
Knowledge	39%	35%	16%	10%
Overall	39%	32%	16%	13%
Responsiveness	37%	31%	15%	17%

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

Q26b. Ratings of City Customer Service
Trends - 2018, 2016, 2014, 2013 & 2011

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

Courtesy
- 78% (2018)
- 77% (2016)
- 74% (2014)
- 75% (2013)
- 74% (2011)

Knowledge
- 74% (2018)
- 75% (2016)
- 73% (2014)
- 74% (2013)
- 74% (2011)

Overall
- 71% (2018)
- 73% (2016)
- 67% (2014)
- 67% (2013)
- 67% (2011)

Responsiveness
- 68% (2018)
- 69% (2016)
- 64% (2014)
- 68% (2013)
- 67% (2011)

Legend: ■2018 □2016 ▧2014 ■2013 ■2011
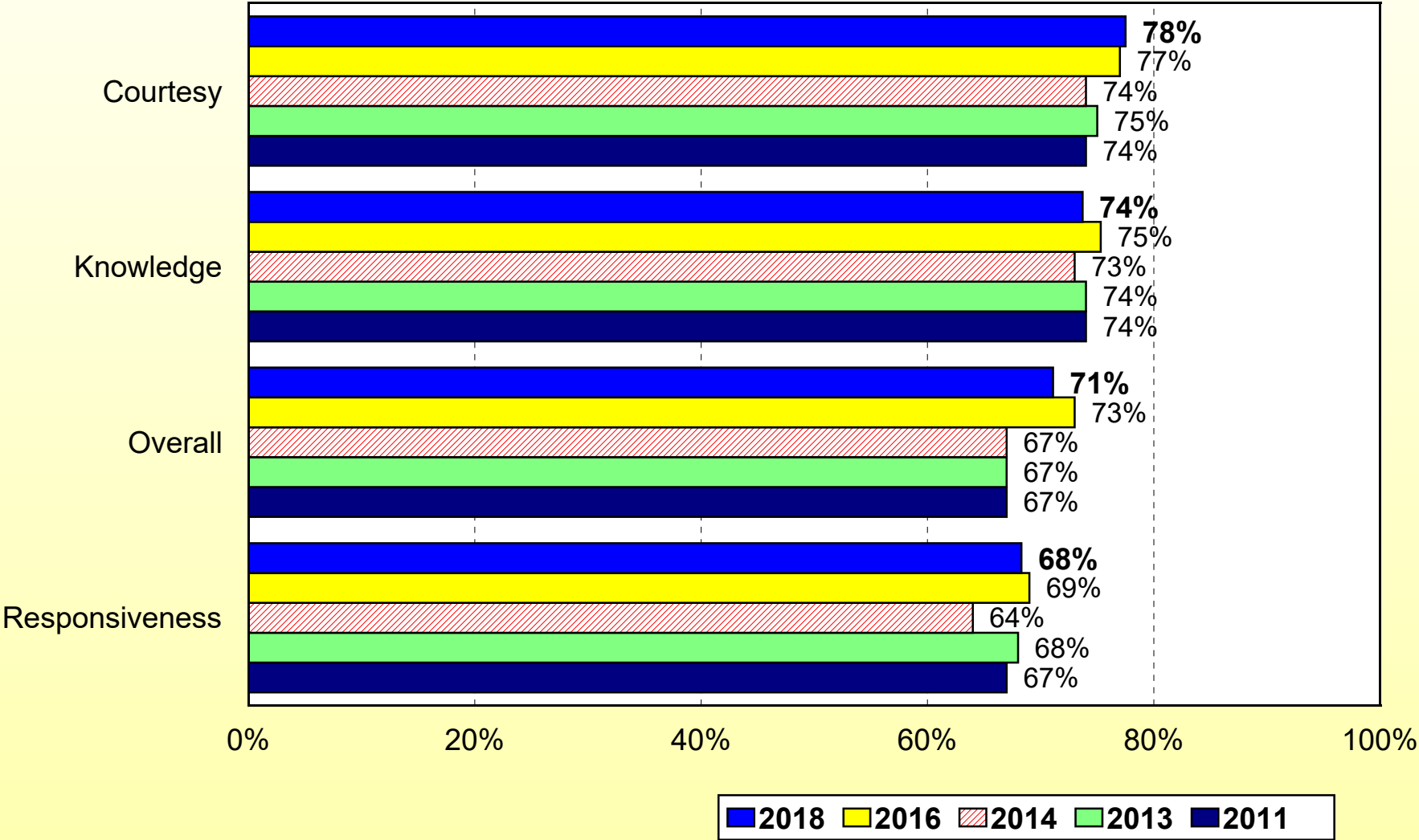
Overall Quality of Governmental Services

Q27. Level of Agreement with Statements Related to the City of Dallas

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "strongly agree" and a rating of 1 meant "strongly disagree" (excluding don't knows)
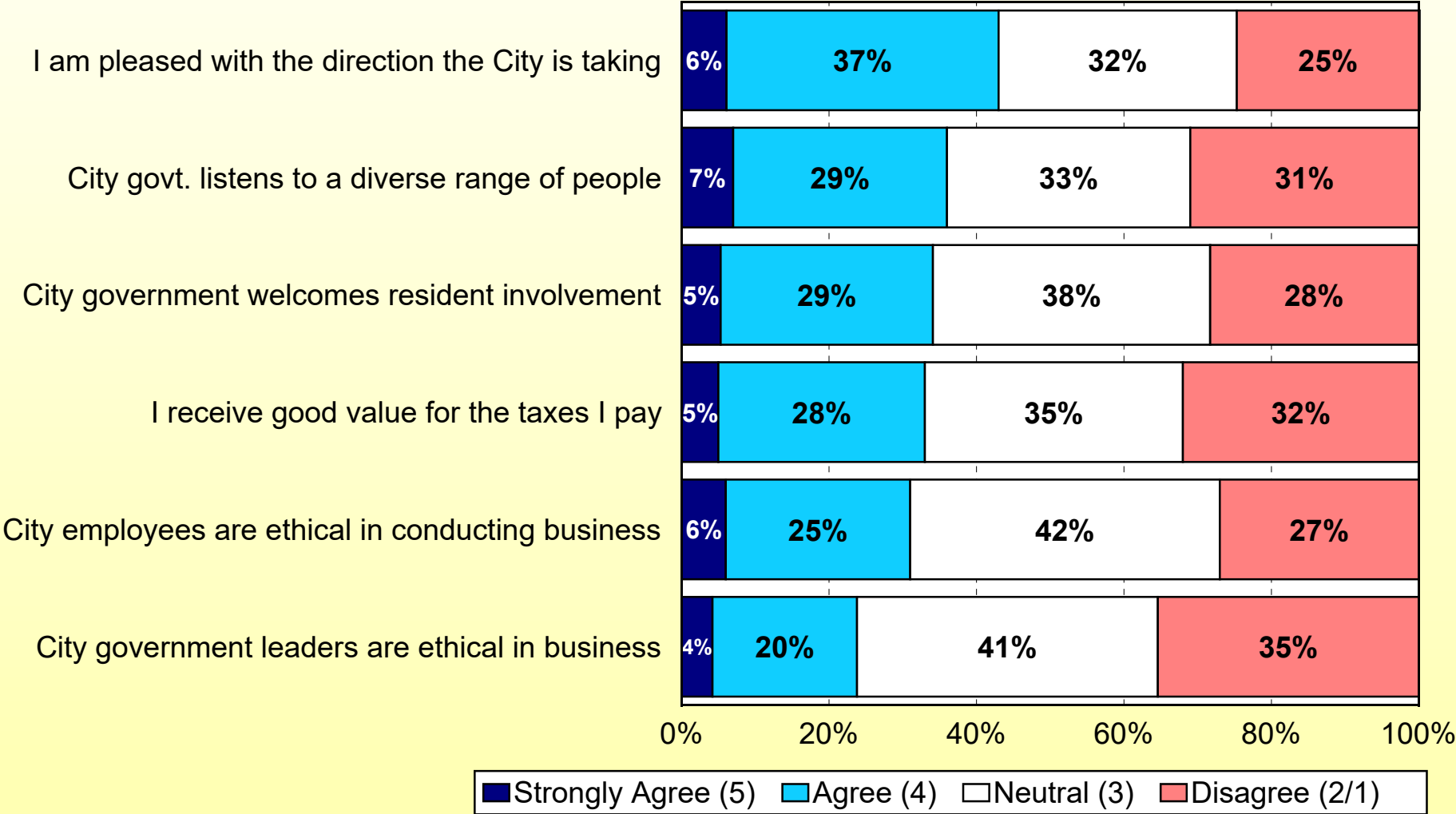
Statement	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2/1)
I am pleased with the direction the City is taking	6%	37%	32%	25%
City govt. listens to a diverse range of people	7%	29%	33%	31%
City government welcomes resident involvement	5%	29%	38%	28%
I receive good value for the taxes I pay	5%	28%	35%	32%
City employees are ethical in conducting business	6%	25%	42%	27%
City government leaders are ethical in business	4%	20%	41%	35%

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

Q27. Level of Agreement with Statements Related to the City of Dallas
Trends - 2018, 2016, 2014, 2013 & 2011
by percentage of respondents who rated the item as "strongly agree" or "agree" (<u>excluding don't knows</u>)

I am pleased with the direction the City is taking
- 2018: **43%**
- 2016: 49%
- 2014: 53%
- 2013: 54%
- 2011: 43%

City government welcomes resident involvement
- 2018: **34%**
- 2016: 39%
- 2014: 41%
- 2013: 42%
- 2011: 41%

I receive good value for the taxes I pay
- 2018: **33%**
- 2016: 45%
- 2014: 44%
- 2013: 45%
- 2011: 42%

City employees are ethical in conducting business
- 2018: **31%**
- 2016: 37%
- 2014: 36%
- <u>Not previously asked</u>

Legend: ■2018 □2016 ▨2014 □2013 ■2011

Q28. Overall Quality of Services Provided by the City of Dallas

by percentage of respondents (excluding don't knows)

Good
44%

Excellent
9%

Poor
10%

Fair
37%
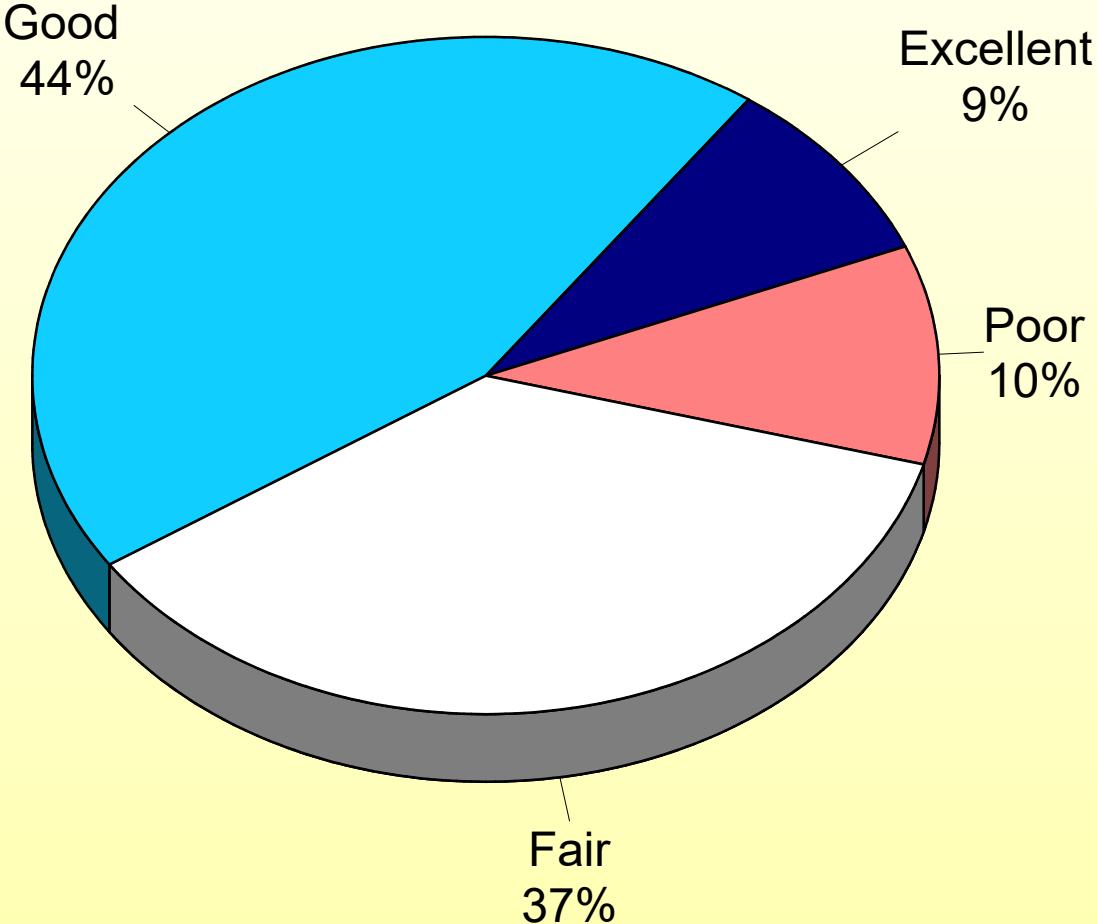
Q28. How Would Your Rate the Quality of Services Provided By:

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

	Excellent (4)	Good (3)	Fair (2)	Poor (1)
The City of Dallas	9%	44%	37%	10%
The State Government	6%	34%	37%	23%
The Federal Government	5%	29%	43%	23%

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

Q28. Overall Ratings of Government
Trends - 2018, 2016, 2014, 2013 & 2011

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

The City of Dallas
- **53%** (2018)
- 63% (2016)
- 59% (2014)
- 61% (2013)
- 61% (2011)

The State Government
- **40%** (2018)
- 46% (2016)
- 42% (2014)
- 47% (2013)
- 46% (2011)

The Federal Government
- **34%** (2018)
- 47% (2016)
- 37% (2014)
- 47% (2013)
- 46% (2011)

Legend: ■2018 ■2016 ▨2014 ■2013 ■2011
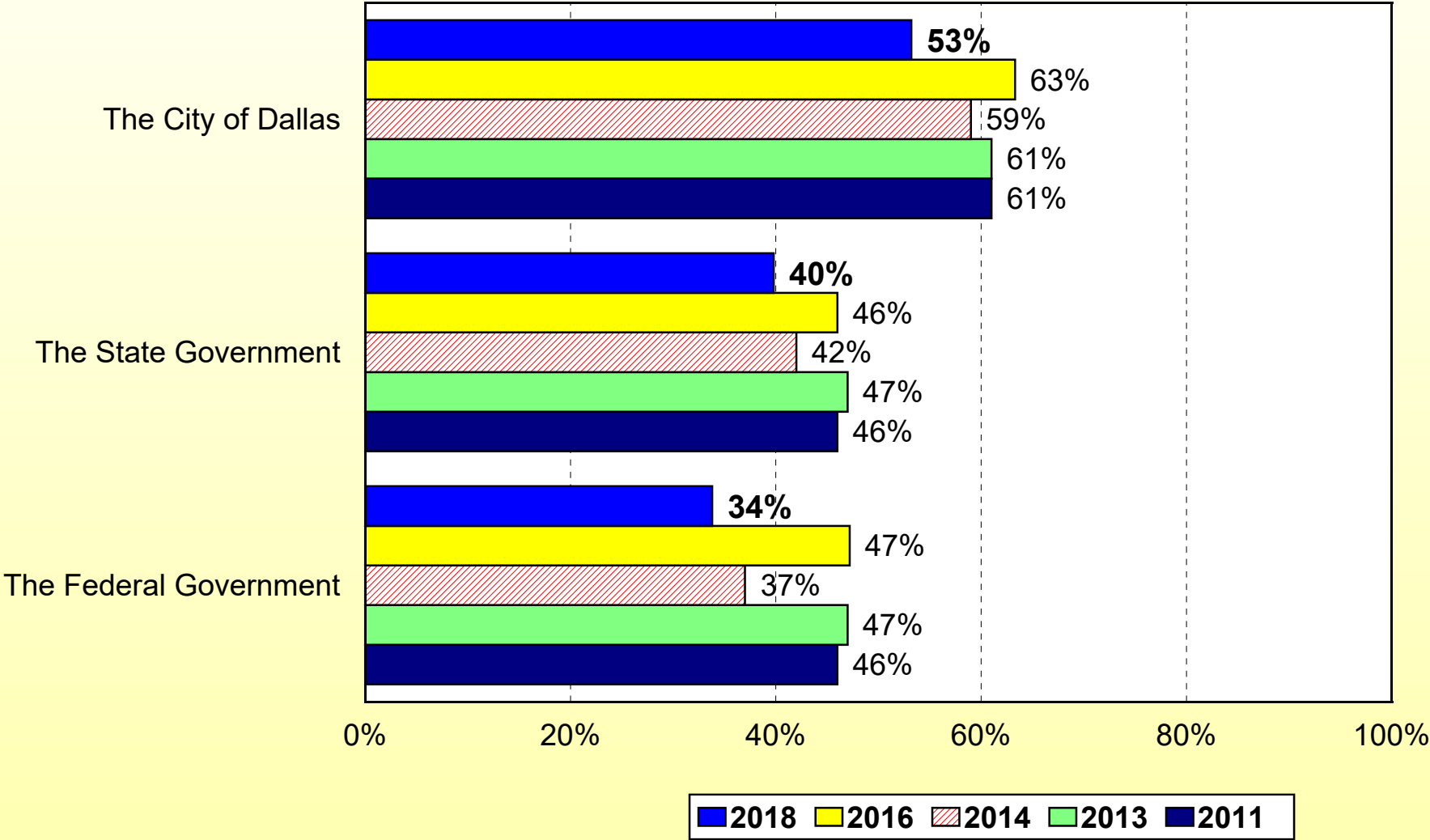
Survey Respondents by Council District

by percentage of respondents

District 3
7.7%(111)

District 4
7.4% (107)

District 2
7.2%(104)

District 5
6.9% (100)

District 1
7.1%(102)

District 6
7.5%(108)

District 14
7.3% (105)

District 7
6.9% (100)

District 13
7.1% (103)

District 8
7.1% (102)

District 12
6.9% (100)

District 9
6.9%(100)

District 11
6.9% (100)

District 10
6.9% (100)

Section 2:
Importance-Satisfaction Analysis

Importance-Satisfaction Analysis
2018 Dallas Community Survey

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for the services they provide. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 3 and 4 on a 4-point scale where 4 was "excellent" and 3 was "good"). The "don't know" responses were also excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable [IS=Importance x (1-Satisfaction)].

Example Calculation. Respondents were asked to identify the major categories of city services they thought should be the City's top priorities. Thirty percent (30%) of the residents surveyed felt *neighborhood code enforcement* should be one of the City's top priorities.

With regard to satisfaction (ratings of "excellent" or "good"), 37% of the residents surveyed rated the city's overall performance in *neighborhood code enforcement* as a "3" or a "4" on a 4-point scale (where "4" means "excellent") excluding "don't know" responses. The IS rating for *neighborhood code enforcement* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 30% was multiplied by 63% [IS=.30 x (1-.37). This calculation yielded an IS rating of **0.1890**, which was ranked third out of eighteen major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as a top priority and 0% of respondents indicate that they are positively satisfied (ratings of "excellent" or "good" with the delivery of the service).

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service

- if none (0%) of the respondents selected the service a top priority.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis from the City. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis (IS>=0.20)*

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

- *Maintain Current Emphasis (IS<0.10)*

The results for Dallas are provided on the following pages.

2018 Importance-Satisfaction Rating
City of Dallas
Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of infrastructure	55%	1	24%	18	0.4180	1
Police services	53%	2	62%	12	0.2014	2
High Priority (IS .10-.20)						
Neighborhood code enforcement	30%	3	37%	17	0.1890	3
Medium Priority (IS <.10)						
Land use, planning, and zoning	15%	10	38%	16	0.0930	4
Drinking water	29%	4	68%	9	0.0928	5
Traffic signal timing	18%	6	51%	15	0.0882	6
Parks and recreation system	18%	7	71%	8	0.0522	7
Customer service provided by city employees	13%	11	62%	13	0.0494	8
Ambulance/emergency medical services	21%	5	78%	6	0.0462	9
Solid waste services	17%	8	75%	7	0.0425	10
Storm drainage	10%	13	63%	10	0.0370	11
Municipal court services	5%	17	55%	14	0.0225	12
Public information services	6%	16	63%	11	0.0222	13
Sewer services	9%	14	78%	5	0.0198	14
Art and Cultural programs/facilities	11%	12	84%	4	0.0176	15
Fire services	16%	9	89%	2	0.0176	16
Public library services	7%	15	85%	3	0.0105	17
Dallas Love Field Airport	3%	18	91%	1	0.0027	18

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:
The "Most Important" percentage represents the sum of the first, second, third and fourth
most important responses for each item. Respondents were asked to identify
the items they thought should be the City's top priorities.

Satisfaction %:
The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.'
Respondents ranked their level of satisfaction with each of the items on a scale
of 1 to 4 with "4" being excellent and "1" being poor.

2018 Importance-Satisfaction Rating
City of Dallas
Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Crime prevention	51%	1	40%	7	0.3060	1
High Priority (IS .10-.20)						
Response time of police to emergencies	35%	2	43%	5	0.1995	2
Efforts by police to fight crime in your neighborhood	30%	3	49%	3	0.1530	3
Efforts by police to effectively deal with problems in your neighborhood	23%	4	46%	4	0.1242	4
Medium Priority (IS <.10)						
Traffic enforcement	11%	5	41%	6	0.0649	5
Response time of fire to emergencies	11%	6	75%	1	0.0275	6
Fire prevention & education	6%	7	63%	2	0.0222	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second
most important responses for each item. Respondents were asked to identify
the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.'
Respondents ranked their level of satisfaction with each of the items on a scale
of 1 to 4 with "4" being excellent and "1" being poor.

2018 Importance-Satisfaction Rating
City of Dallas
Park and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Walking trails in the city	40%	1	69%	4	0.1240	1
Appearance/maintenance of parks	36%	3	68%	5	0.1152	2
City parks	40%	2	74%	2	0.1040	3
Medium Priority (IS <.10)						
Outdoor swimming facilities	10%	10	42%	13	0.0580	4
Recreation programs or classes	14%	6	60%	9	0.0560	5
Recreation centers/facilities	15%	5	63%	7	0.0555	6
Range/variety of recreation programs & classes	12%	8	59%	10	0.0492	7
Outdoor athletic facilities	12%	9	59%	11	0.0492	8
Appearance of recreation centers/facilities	13%	7	64%	6	0.0468	9
Accessibility of parks	17%	4	76%	1	0.0408	10
Ease of registering for recreation programs/events	8%	12	53%	12	0.0376	11
Accessibility of recreation centers/facilities	9%	11	71%	3	0.0261	12
City golf courses	3%	13	63%	8	0.0111	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:   The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:   The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "4" being excellent and "1" being poor.

Source: ETC Institute (2018)

2018 Importance-Satisfaction Rating
City of Dallas
Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcement of food safety in restaurants	29%	1	46%	1	0.1566	1
Enforcement of blighted residential properties	21%	3	26%	8	0.1554	2
Enforcement at multi-family building conditions	19%	4	23%	9	0.1463	3
Efforts to survey/abate mosquitos carrying viruses	27%	2	46%	2	0.1458	4
City efforts to remove junk motor vehicles	15%	5	29%	7	0.1065	5
Medium Priority (IS <.10)						
Enforcement of the mowing of weeds and high grass	14%	6	37%	4	0.0882	6
Enforcement of litter on private property	12%	8	33%	6	0.0804	7
Enforcement of bulk/brush trash violations	13%	7	42%	3	0.0754	8
Enforcement of sign regulations	6%	9	33%	5	0.0402	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:   The "Most Important" percentage represents the sum of the ftop two
most important responses for each item. Respondents were asked to identify
the items they thought should be the City's top priorities.

Satisfaction %:   The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.'
Respondents ranked their level of satisfaction with each of the items on a scale
of 1 to 4 with "4" being excellent and "1" being poor.

Source: ETC Institute (2018)

2018 Importance-Satisfaction Rating
City of Dallas
Solid Waste Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Garbage collections	48%	1	80%	1	0.0960	1
Recycling	40%	2	76%	4	0.0960	2
Household hazardous waste disposal	20%	4	62%	5	0.0760	3
Bulk trash pick-up	30%	3	78%	2	0.0660	4
Yard waste pick-up	14%	5	76%	3	0.0336	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "4" being excellent and "1" being poor.

2018 Importance-Satisfaction Rating
City of Dallas
Streets and Infrastructure/ Mobility Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance/repair of thoroughfares/major streets	54%	1	26%	8	0.3996	1
Maintenance/repair of neighborhood streets	50%	2	25%	9	0.3750	2
Medium Priority (IS <.10)						
Sidewalk maintenance	12%	4	26%	7	0.0888	3
Street lighting	14%	3	37%	2	0.0882	4
Alley maintenance	9%	6	17%	10	0.0747	5
Bike lanes in the city	9%	7	28%	5	0.0648	6
Street cleaning	8%	8	32%	3	0.0544	7
Traffic signs and signal operations	10%	5	54%	1	0.0460	8
Street striping	5%	9	27%	6	0.0365	9
Curbs and gutters	3%	10	29%	4	0.0213	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "4" being excellent and "1" being poor.

2018 Importance-Satisfaction Rating
City of Dallas
Water and Wastewater Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Pricing for water & wastewater service	46%	2	36%	5	0.2944	1
Taste/smell of tap water in your home	58%	1	58%	4	0.2436	2
Medium Priority (IS <.10)						
Efforts by the City to respond timely to water/ wastewater service issues at your home or business	22%	4	62%	3	0.0836	3
Water pressure in your home	26%	3	75%	1	0.0650	4
Ease of understanding your water/wastewater bill	11%	5	63%	2	0.0407	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "4" being excellent and "1" being poor.

2018 Importance-Satisfaction Rating
City of Dallas
Public Information Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Level of public involvement in decision making	35%	1	21%	8	0.2765	1
Availability of information about city programs & services	35%	2	40%	6	0.2100	2
High Priority (IS .10-.20)						
Quality of City website	21%	4	45%	4	0.1155	3
3-1-1 services	28%	3	60%	2	0.1120	4
Medium Priority (IS <.10)						
Town Hall meetings	12%	5	35%	7	0.0780	5
City's social media services	11%	6	43%	5	0.0627	6
Quality of City's cable television channel	9%	7	51%	3	0.0441	7
WRR 101.1 FM broadcast of City Council meetings	4%	8	62%	1	0.0152	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second

most important responses for each item. Respondents were asked to identify

the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.'

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

of 1 to 4 with "4" being excellent and "1" being poor.

Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction (IS) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low (higher levels of "fair" and "poor" ratings) and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The "Y" axis on the matrix represents Satisfaction (vertical) and the "X" axis on the matrix represents relative Importance (horizontal).

The IS matrix should be interpreted as follows.

- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.

- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.

- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.

- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Dallas are provided on the following pages.

2018 City of Dallas DirectionFinder
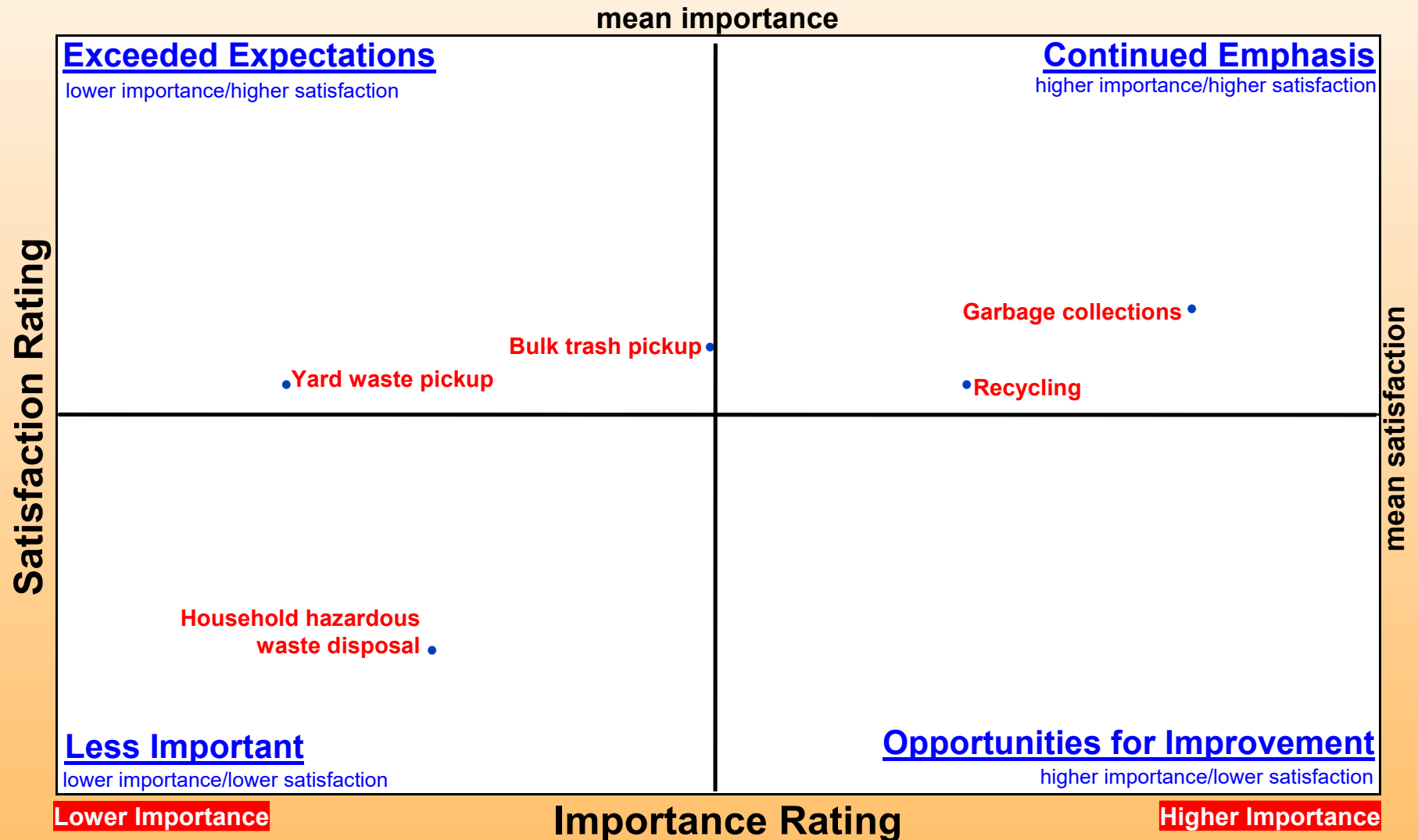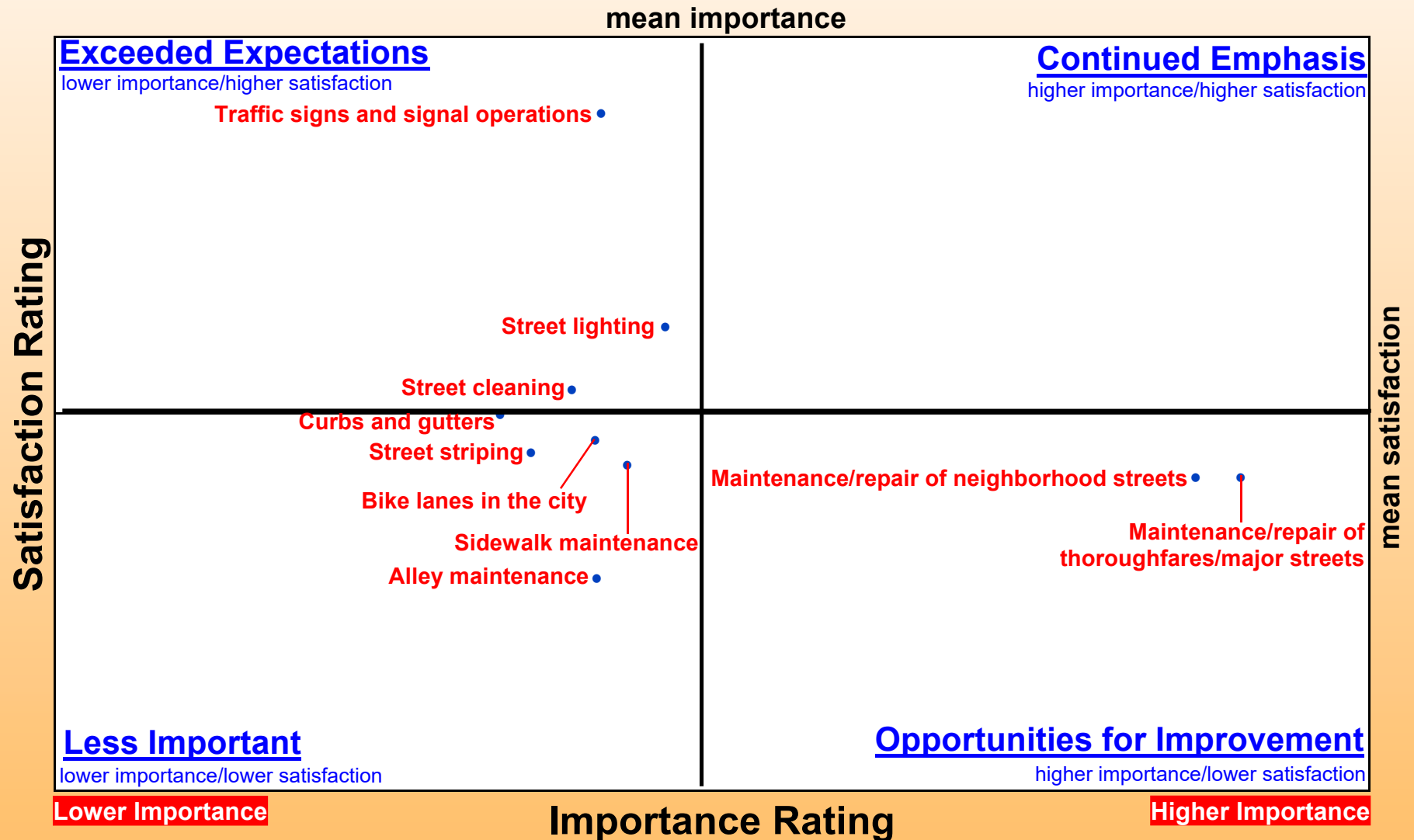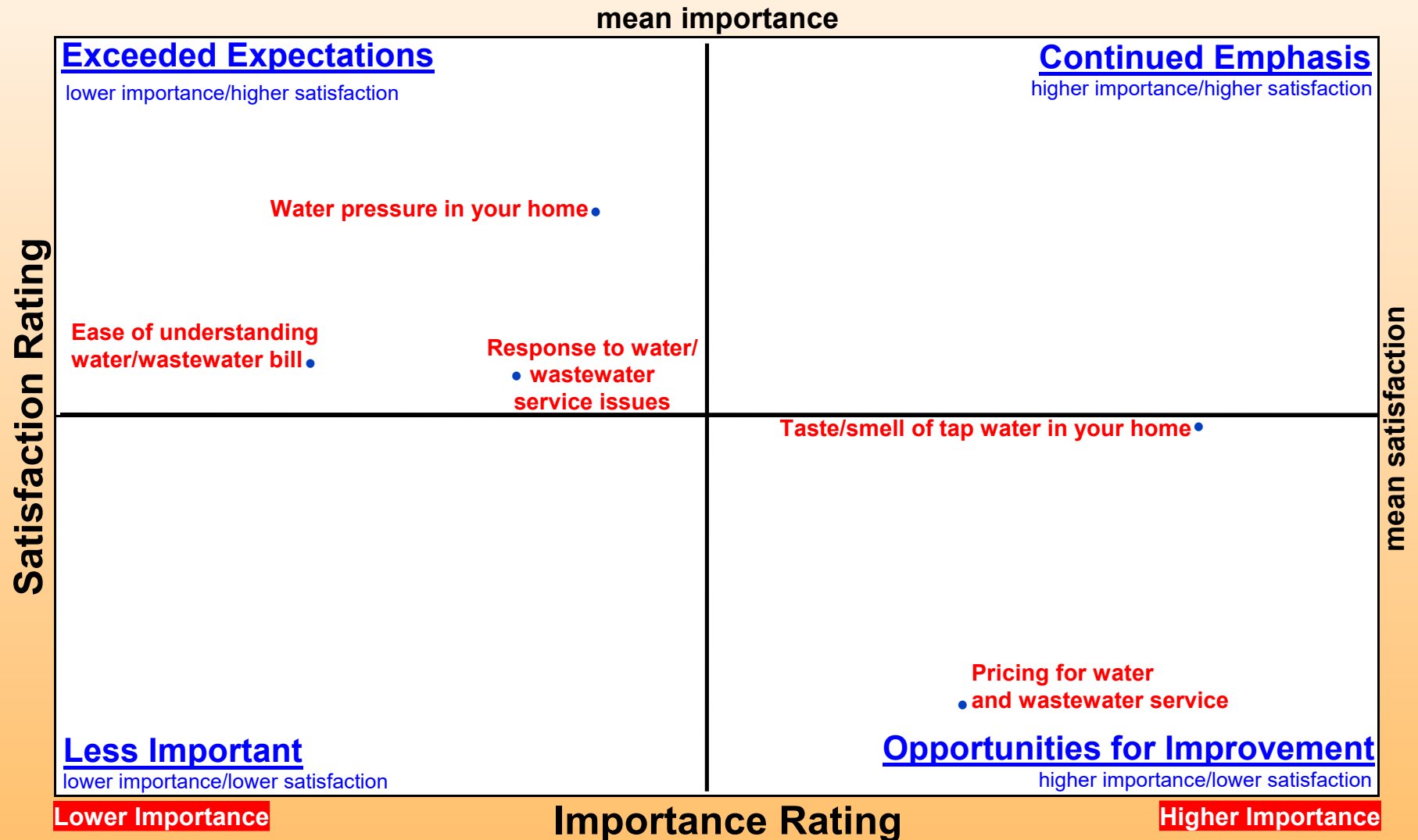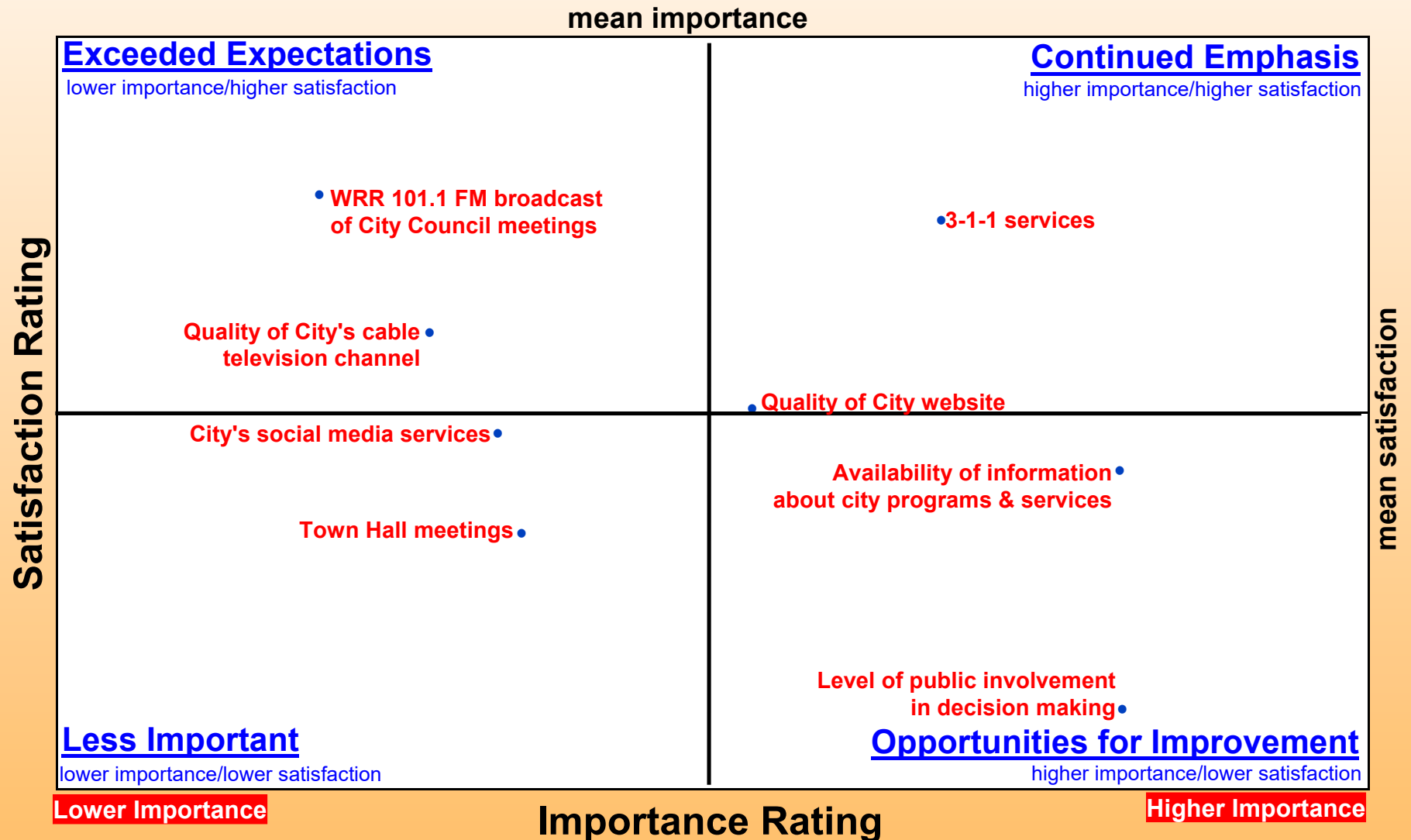# Importance-Satisfaction Assessment Matrix
-Major Categories of City Services-

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

mean importance

Satisfaction Rating

mean satisfaction

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Dallas Love Field Airport ●

Fire services ●

Public library services ●
Arts and cultural programs/facilities ●

Sewer services ●

● Ambulance/emergency medical services

Solid waste services ●
Parks & Recreation system ●

● Drinking water

Public information services ● ●
Storm drainage

● Police services

Municipal court services ●

● Traffic signal timing

Customer service provided by city employees

Land use, planning and zoning ●

● Neighborhood code enforcement

Less Important
lower importance/lower satisfaction

Maintenance of infrastructure ●

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Importance Rating

Higher Importance

2018 City of Dallas DirectionFinder
Importance-Satisfaction Assessment Matrix
-Public Safety Services-

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

mean importance

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

• **Response time of fire to emergencies**

Fire prevention & education •

Satisfaction Rating

mean satisfaction

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

Efforts by police to effectively deal with problems in your neighborhood •

• **Response time of police to emergencies**

Traffic enforcement •

Crime prevention •

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Importance Rating

Higher Importance

2018 City of Dallas DirectionFinder
Importance-Satisfaction Assessment Matrix
-Park and Recreation Services-

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

mean importance

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Accessibility of parks •

City parks •
Walking trails in the city •

Accessibility of recreation• centers/facilities

Appearance/maintenance of parks •

Recreation centers/facilities •
Appearance of recreation centers/facilities • •

City golf courses •
Recreation programs or classes •
Outdoor athletic facilities •

Range/variety of recreation programs & classes
Ease of registering for •
recreation programs/events

Outdoor swimming facilities •

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

mean satisfaction

Satisfaction Rating

Lower Importance

Higher Importance

Importance Rating

2018 City of Dallas DirectionFinder
Importance-Satisfaction Assessment Matrix
-Code Enforcement-

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

mean importance

Satisfaction Rating

mean satisfaction

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Efforts to survey/abate
mosquitos carrying viruses

• Enforcement of food
safety in restaurants

Enforcement of bulk/brush trash violations •

Enforcement of mowing & cutting of
weeds & high grass on private property •

Enforcement of
sign regulations •

Enforcement of litter on private property

City efforts to remove junk motor vehicles•

• Enforcement of blighted residential properties

•Enforcement at multi-family building conditions

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Higher Importance

Importance Rating

2018 City of Dallas DirectionFinder
Importance-Satisfaction Assessment Matrix
-Solid Waste Services-

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

mean importance

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Satisfaction Rating

mean satisfaction

• **Garbage collections** •

Bulk trash pickup •

•**Yard waste pickup**

•**Recycling**

Household hazardous
waste disposal •

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Importance Rating

Higher Importance

2018 City of Dallas DirectionFinder
Importance-Satisfaction Assessment Matrix
-Streets and Infrastructure Services-

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

mean importance

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Traffic signs and signal operations •

Street lighting •

Street cleaning •

Curbs and gutters •

Street striping •

Bike lanes in the city

Sidewalk maintenance

Alley maintenance •

Maintenance/repair of neighborhood streets • •

Maintenance/repair of thoroughfares/major streets

mean satisfaction

Satisfaction Rating

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Higher Importance

Importance Rating

2018 City of Dallas DirectionFinder
Importance-Satisfaction Assessment Matrix
-Water and Wastewater Services-

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

mean importance

Satisfaction Rating

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Water pressure in your home ●

Ease of understanding
water/wastewater bill ●

Response to water/
● wastewater
service issues

Taste/smell of tap water in your home ●

mean satisfaction

Pricing for water
● and wastewater service

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Importance Rating

Higher Importance

2018 City of Dallas DirectionFinder
Importance-Satisfaction Assessment Matrix
-Public Information Services-

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

mean importance

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Satisfaction Rating

mean satisfaction

• WRR 101.1 FM broadcast
of City Council meetings

•3-1-1 services

Quality of City's cable •
television channel

• Quality of City website

City's social media services•

Availability of information •
about city programs & services

Town Hall meetings •

Level of public involvement
in decision making •

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Higher Importance

Importance Rating

Section 3:
Composite Satisfaction Indices

City of Dallas Composite Satisfaction Indices

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

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

INDIVIDUAL INDICES

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

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

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

City of Dallas Composite Satisfaction Indices

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

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

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

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

City of Dallas Composite Satisfaction Indices

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

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

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

Section 4:
Tabular Data

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

(N=1442)

	Excellent	Good	Fair	Poor	Don't know
Q1-1. Dallas as a place to live	27.6%	51.4%	16.4%	3.2%	1.4%
Q1-2. Your neighborhood as a place to live	26.6%	41.2%	22.2%	9.0%	1.0%
Q1-3. Dallas as a place to raise children	17.3%	39.0%	27.3%	8.6%	7.8%
Q1-4. Dallas as a place to work	39.2%	43.2%	12.3%	2.6%	2.7%
Q1-5. Dallas as a place to retire	16.3%	32.8%	27.9%	14.4%	8.6%
Q1-6. Dallas as a place to do business	38.3%	39.7%	11.9%	2.9%	7.2%
Q1-7. Quality of economic development in Dallas	27.1%	40.0%	19.7%	7.1%	6.1%
Q1-8. Quality of public schools in Dallas	6.0%	18.9%	30.7%	32.2%	12.2%
Q1-9. Overall quality of life in Dallas	15.8%	54.6%	24.1%	3.9%	1.6%

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

(N=1442)

	Excellent	Good	Fair	Poor
Q1-1. Dallas as a place to live	28.0%	52.1%	16.7%	3.2%
Q1-2. Your neighborhood as a place to live	26.9%	41.6%	22.4%	9.1%
Q1-3. Dallas as a place to raise children	18.8%	42.3%	29.6%	9.3%
Q1-4. Dallas as a place to work	40.3%	44.4%	12.7%	2.6%
Q1-5. Dallas as a place to retire	17.8%	35.9%	30.5%	15.8%
Q1-6. Dallas as a place to do business	41.3%	42.8%	12.8%	3.1%
Q1-7. Quality of economic development in Dallas	28.9%	42.6%	21.0%	7.5%
Q1-8. Quality of public schools in Dallas	6.8%	21.5%	35.0%	36.7%
Q1-9. Overall quality of life in Dallas	16.1%	55.5%	24.5%	3.9%

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

(N=1442)

	Excellent	Good	Fair	Poor	Don't know
Q2-1. Sense of community	8.8%	38.1%	37.7%	11.3%	4.1%
Q2-2. Openness & acceptance of community towards people of diverse backgrounds	10.0%	40.2%	33.4%	12.6%	3.8%
Q2-3. Opportunities to attend arts & cultural events	28.0%	43.3%	18.9%	5.2%	4.6%
Q2-4. Air quality	8.0%	40.8%	34.6%	13.3%	3.3%
Q2-5. Access to affordable quality housing	6.2%	25.3%	32.5%	26.6%	9.4%
Q2-6. Access to affordable quality child care	4.5%	17.5%	23.7%	16.4%	37.9%
Q2-7. Access to affordable quality health care	12.4%	33.1%	28.3%	18.0%	8.2%
Q2-8. Access to affordable quality food	23.2%	40.0%	23.2%	10.9%	2.7%
Q2-9. Access to living wage jobs	13.5%	35.9%	29.2%	11.7%	9.7%
Q2-10. Access to quality education	14.1%	34.1%	28.7%	14.5%	8.6%
Q2-11. Ease of car travel in Dallas	9.5%	32.8%	34.3%	20.4%	3.0%
Q2-12. Ease of bus travel in Dallas	8.0%	23.2%	23.2%	15.7%	29.9%
Q2-13. Ease of rail travel in Dallas	8.7%	27.4%	24.8%	13.7%	25.4%
Q2-14. Ease of bicycle travel in Dallas	5.8%	16.9%	26.8%	23.1%	27.4%
Q2-15. Ease of walking in Dallas	6.7%	22.3%	32.5%	29.5%	9.0%
Q2-16. Overall image/reputation of Dallas	11.3%	49.8%	29.5%	6.8%	2.6%

WITHOUT "DON'T KNOW"

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

(N=1442)

	Excellent	Good	Fair	Poor
Q2-1. Sense of community	9.2%	39.8%	39.3%	11.7%
Q2-2. Openness & acceptance of community towards people of diverse backgrounds	10.4%	41.8%	34.7%	13.1%
Q2-3. Opportunities to attend arts & cultural events	29.4%	45.4%	19.8%	5.4%
Q2-4. Air quality	8.2%	42.2%	35.8%	13.8%
Q2-5. Access to affordable quality housing	6.9%	27.9%	35.9%	29.3%
Q2-6. Access to affordable quality child care	7.3%	28.1%	38.2%	26.4%
Q2-7. Access to affordable quality health care	13.5%	36.1%	30.8%	19.6%
Q2-8. Access to affordable quality food	23.9%	41.1%	23.9%	11.1%
Q2-9. Access to living wage jobs	14.9%	39.8%	32.3%	13.0%
Q2-10. Access to quality education	15.5%	37.3%	31.4%	15.8%
Q2-11. Ease of car travel in Dallas	9.8%	33.8%	35.4%	21.0%
Q2-12. Ease of bus travel in Dallas	11.5%	33.0%	33.1%	22.4%
Q2-13. Ease of rail travel in Dallas	11.7%	36.7%	33.3%	18.3%
Q2-14. Ease of bicycle travel in Dallas	8.0%	23.2%	37.0%	31.7%
Q2-15. Ease of walking in Dallas	7.4%	24.5%	35.7%	32.4%
Q2-16. Overall image/reputation of Dallas	11.6%	51.1%	30.3%	7.0%

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

Q3. Top choice	Number	Percent
Sense of community	91	6.3 %
Openness & acceptance of community towards people of diverse backgrounds	97	6.7 %
Opportunities to attend arts & cultural events	17	1.2 %
Air quality	90	6.2 %
Access to affordable quality housing	278	19.3 %
Access to affordable quality child care	15	1.0 %
Access to affordable quality health care	82	5.7 %
Access to affordable quality food	33	2.3 %
Access to living wage jobs	113	7.8 %
Access to quality education	196	13.6 %
Ease of car travel in Dallas	80	5.5 %
Ease of bus travel in Dallas	15	1.0 %
Ease of rail travel in Dallas	22	1.5 %
Ease of bicycle travel in Dallas	13	0.9 %
Ease of walking in Dallas	20	1.4 %
Overall image/reputation of Dallas	37	2.6 %
None chosen	243	17.0 %
Total	1442	100.0 %

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

Q3. 2nd choice	Number	Percent
Sense of community	55	3.8 %
Openness & acceptance of community towards people of diverse backgrounds	85	5.9 %
Opportunities to attend arts & cultural events	17	1.2 %
Air quality	65	4.5 %
Access to affordable quality housing	165	11.4 %
Access to affordable quality child care	56	3.9 %
Access to affordable quality health care	143	9.9 %
Access to affordable quality food	50	3.5 %
Access to living wage jobs	169	11.7 %
Access to quality education	131	9.1 %
Ease of car travel in Dallas	76	5.3 %
Ease of bus travel in Dallas	16	1.1 %
Ease of rail travel in Dallas	35	2.4 %
Ease of bicycle travel in Dallas	33	2.3 %
Ease of walking in Dallas	56	3.9 %
Overall image/reputation of Dallas	22	1.5 %
None chosen	268	18.6 %
Total	1442	100.0 %

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

Q3. 3rd choice	Number	Percent
Sense of community	64	4.4 %
Openness & acceptance of community towards people of diverse backgrounds	69	4.8 %
Opportunities to attend arts & cultural events	30	2.1 %
Air quality	63	4.4 %
Access to affordable quality housing	113	7.8 %
Access to affordable quality child care	34	2.4 %
Access to affordable quality health care	96	6.7 %
Access to affordable quality food	71	4.9 %
Access to living wage jobs	154	10.7 %
Access to quality education	127	8.8 %
Ease of car travel in Dallas	73	5.1 %
Ease of bus travel in Dallas	31	2.1 %
Ease of rail travel in Dallas	47	3.3 %
Ease of bicycle travel in Dallas	40	2.8 %
Ease of walking in Dallas	76	5.3 %
Overall image/reputation of Dallas	65	4.5 %
None chosen	289	19.9%
Total	1442	100.0 %

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

Q3. Sum of top 3 choices	Number	Percent
Sense of community	210	14.6 %
Openness & acceptance of community towards people of diverse backgrounds	251	17.4 %
Opportunities to attend arts & cultural events	64	4.4 %
Air quality	218	15.1 %
Access to affordable quality housing	556	38.6 %
Access to affordable quality child care	105	7.3 %
Access to affordable quality health care	321	22.3 %
Access to affordable quality food	154	10.7 %
Access to living wage jobs	436	30.2 %
Access to quality education	454	31.5 %
Ease of car travel in Dallas	229	15.9 %
Ease of bus travel in Dallas	62	4.3 %
Ease of rail travel in Dallas	104	7.2 %
Ease of bicycle travel in Dallas	86	6.0 %
Ease of walking in Dallas	152	10.5 %
Overall image/reputation of Dallas	124	8.6 %
None chosen	243	16.9 %
Total	3769	

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

(N=1442)

	Much too slow	Too slow	About right	Too fast	Much too fast	Don't know
Q4-1. Population growth	0.8%	1.3%	34.2%	34.3%	20.3%	9.1%
Q4-2. Retail growth (stores, restaurants, etc.)	3.5%	10.3%	58.2%	14.6%	7.0%	6.4%
Q4-3. Job growth	4.5%	20.1%	54.0%	5.1%	1.9%	14.4%

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

(N=1442)

	Much too slow	Too slow	About right	Too fast	Much too fast
Q4-1. Population growth	0.9%	1.4%	37.7%	37.7%	22.3%
Q4-2. Retail growth (stores, restaurants, etc.)	3.7%	11.0%	62.2%	15.6%	7.5%
Q4-3. Job growth	5.3%	23.5%	63.0%	5.9%	2.3%

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

(N=1442)

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Q5-1. Crime	1.0%	9.4%	39.4%	46.7%	3.5%
Q5-2. Drugs	1.7%	11.0%	26.8%	50.3%	10.2%
Q5-3. High weeds	11.9%	33.4%	27.3%	15.7%	11.7%
Q5-4. Noise	12.1%	36.8%	31.1%	15.5%	4.5%
Q5-5. Blighted buildings	7.9%	26.8%	31.4%	16.6%	17.3%
Q5-6. Homelessness	1.3%	9.3%	24.2%	61.9%	3.3%
Q5-7. Environmental hazard(s), air quality, & toxic waste	7.3%	24.6%	34.5%	21.2%	12.4%
Q5-8. Loose dogs & unrestrained pets	12.1%	25.2%	27.2%	29.6%	5.9%
Q5-9. Litter	4.6%	24.1%	34.8%	33.8%	2.7%
Q5-10. Infrastructure/streets	2.1%	11.4%	27.0%	56.5%	3.0%
Q5-11. Aggressive solicitation/panhandling	5.1%	21.8%	28.3%	38.5%	6.3%
Q5-12. Other	1.6%	3.2%	9.6%	85.6%	0.0%

WITHOUT "DON'T KNOW"

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

(N=1442)

	Not a problem	Minor problem	Moderate problem	Major problem
Q5-1. Crime	1.1%	9.7%	40.8%	48.4%
Q5-2. Drugs	1.9%	12.2%	29.9%	56.0%
Q5-3. High weeds	13.5%	37.8%	30.9%	17.8%
Q5-4. Noise	12.7%	38.5%	32.6%	16.2%
Q5-5. Blighted buildings	9.6%	32.4%	38.0%	20.0%
Q5-6. Homelessness	1.4%	9.6%	25.0%	64.0%
Q5-7. Environmental hazard(s), air quality, & toxic waste	8.4%	28.1%	39.4%	24.1%
Q5-8. Loose dogs & unrestrained pets	12.9%	26.8%	28.9%	31.4%
Q5-9. Litter	4.7%	24.8%	35.8%	34.7%
Q5-10. Infrastructure/streets	2.2%	11.8%	27.8%	58.2%
Q5-11. Aggressive solicitation/panhandling	5.4%	23.3%	30.2%	41.1%
Q5-12. Other	1.6%	3.2%	9.6%	85.6%

Q5. Other

Q5-12. Other	Number	Percent
ACCESS TO GUNS	1	0.4 %
ACCESS TO SAFE GAS/COOKED HEALTH FOOD	1	0.4 %
AFFORDABLE HOUSING FOR SENIORS AND DISABLED	1	0.4 %
AGGRESSIVE BEHAVIOR IN PUBLIC	1	0.4 %
AGGRESSIVE DRIVERS	1	0.4 %
ALLEYS CRUMBLING	1	0.4 %
AUTOMOBILE THEFT	1	0.4 %
Abuse of 311 to citizens to enact grudges no accountability	1	0.4 %
Access to mental health services	1	0.4 %
Affordable housing	1	0.4 %
Aggressive driving	1	0.4 %
Aging rec centers and libraries	1	0.4 %
Alley potholes	1	0.4 %
Amount of police	1	0.4 %
Animal services	1	0.4 %
Assault/solicitation of prostitution	1	0.4 %
BAD STREET LIGHTING IN RESIDENTIAL AREAS	1	0.4 %
BAD STREETS NEED REPAIR	1	0.4 %
BAD STREETS, POTHOLES EVERYWHERE	1	0.4 %
BICYCLES EVERYWHERE	1	0.4 %
BIKE RENTAL LITTER	1	0.4 %
BIKES	2	0.8 %
BLIGHTED HOMES/RESIDENTIAL PREP	1	0.4 %
Bad street, poor topping	1	0.4 %
Bicycles being left everywhere on streets and neighborhoods	1	0.4 %
Bicycles everywhere blocking sidewalks downtown	1	0.4 %
Bicycles in the way. Lack of affording housing.	1	0.4 %
Bike sharing plight	1	0.4 %
Bikes/rental on streets	1	0.4 %
Bite shore pollution	1	0.4 %
Businesses in residential areas	1	0.4 %
CAR WRECKS	1	0.4 %
CITY BUDGET WASTE	1	0.4 %
CITY GOVERNMENT INVOLVEMENT WITH CITIZENS	1	0.4 %
CITY SUPPORTS DISD, BUT NOT OTHER ISD'S WITHIN DALLAS	1	0.4 %
CITY TREES NEED TO BE CUT	1	0.4 %
COMPLETE LACK OF ACCESS/HELP FOR AFFORDABLE HOUSING	1	0.4 %
CONFLICT WITH MOTOR VEHICLES, PEDESTRIANS AND BIKES	1	0.4 %
CONSTRUCTION OF LOTS OF APARTMENT COMPLEXES	1	0.4 %
CONTRA RACISM	1	0.4 %
CURBS NOT HIGHLIGHTED AND ALL STREET SIGNS NOT IDENTIFIED	1	0.4 %
Car noise	1	0.4 %
Car travel time	1	0.4 %
City Councilman	1	0.4 %
City government	1	0.4 %
Code compliance in Southern Dallas	1	0.4 %
Code enforcement	4	1.6 %
Congested traffic/street	1	0.4 %

Q5. Other

Q5-12. Other	Number	Percent
Cost of living	1	0.4 %
Coyotes eating cats, etc.	1	0.4 %
Crime on rail, buses	1	0.4 %
Crumbling infrastructure of Dallas Police Department	1	0.4 %
Cultural/entertainment/livable City	1	0.4 %
Customer service and accesability to information needed	1	0.4 %
DART crossings breaking and preventing road use around my business	1	0.4 %
DRUG USE IN PUBLIC	1	0.4 %
Daily gunshots	1	0.4 %
Damaged streets	1	0.4 %
Disrepair of housing	1	0.4 %
Dog littler	1	0.4 %
Drainage, sewer, sidewalk	1	0.4 %
ECONOMIC DEVELOPMENT	1	0.4 %
ECONOMIC DEVELOPMENT IN SOUTHERN SECTOR	1	0.4 %
EXCESSIVE TOLL ROADS	1	0.4 %
Education has become a serious problem with all the school closings	1	0.4 %
Event applications too easy to obtain without businesses or owner notification	1	0.4 %
FIRING OF GUNS	1	0.4 %
FIRST RESPONDERS	1	0.4 %
Feral cat population	1	0.4 %
Food deserts	2	0.8 %
GAS IN CARS	1	0.4 %
GENTRIFICATION	3	1.2 %
GREEN OPTIONS FOR BUILDINGS INFRASTRUCTURE	1	0.4 %
GUN SHOTS ON WEEKENDS	1	0.4 %
GUNS ROBBERY AND MURDER	1	0.4 %
Graffiti	1	0.4 %
HEALTH CARE LOCATIONS	1	0.4 %
HIGH AIRPLANE NOISE & TRAFFIC OVER LOVE FIELDS & OAKLAWN NEIGHBORHOODS	1	0.4 %
HOME BREAK-IN	1	0.4 %
HOUSING AFFORDAB LE	1	0.4 %
HUMAN TRAFFICKING/PROSTITUTION	1	0.4 %
High five intersections	1	0.4 %
I-30 AT I-45 TRAFFIC AT I-35 TRAFFIC	1	0.4 %
ILLEGAL IMMIGRANTS	1	0.4 %
INEPT HANDLING OF POLICE PENSION FUND	1	0.4 %
In certain areas, problems still exist and need attention	1	0.4 %
Interactig with City staff for overall quality of City work and outcomes	1	0.4 %
JUNK IN FRONT YARDS	1	0.4 %
K2 ROBBERIES	1	0.4 %
LACK OF A PUBLIC TRANSPORTATION	1	0.4 %
LACK OF BIKE LANES	1	0.4 %
LACK OF GREEN SPACE	1	0.4 %
LACK OF RAIL SYSTEM IN OTHER AREAS	1	0.4 %
LACK OF STORES	1	0.4 %
LIGHT POLLUTION	1	0.4 %

Q5. Other

Q5-12. Other	Number	Percent
LIME BIKES AND RENTAL BIKES	1	0.4 %
LOITERING	1	0.4 %
LOUD MUFFLERS IN OAKCLIFF	1	0.4 %
Lack of Senior Centers throughout Dallas neighborhoods	1	0.4 %
Lack of voter participation	1	0.4 %
Landlord tenant relations	1	0.4 %
Liberal City Council	1	0.4 %
Loose dogs in South Dallas and Kiest Park	1	0.4 %
Love Dallas	1	0.4 %
MAJOR PANHANDLING	1	0.4 %
Mental health access	1	0.4 %
Minimum wage	1	0.4 %
Misisng sidewalks	1	0.4 %
More tag school	1	0.4 %
Multiple families living in a single family home	1	0.4 %
NO AFFORDABLE HOUSING	1	0.4 %
NO POLICE WATCH	1	0.4 %
NON-WORKING CARS ON CITY STREETS	1	0.4 %
NOT ENOUGH POLICE	1	0.4 %
NOT ENOUGH POLICE TO HANDLE CALLS	1	0.4 %
Need more urban neighborhoods, mixing retail and residential	1	0.4 %
Neighborhood gas lines, highway/City street potholes	1	0.4 %
Neighborhoods where you live	1	0.4 %
Neighbors and things they do	1	0.4 %
No new shopping centers in the growing ares of Oakcliff	1	0.4 %
No quality development of grocery stores & Restaurants in Southern Sector	1	0.4 %
Noise polution	1	0.4 %
Not enough Public Transit projects connecting the city	1	0.4 %
Not enough police	1	0.4 %
Overcrowding (more than one family per house)	1	0.4 %
PANHANDLING IS OUT OF CONTROL & AGGRESSIVE	1	0.4 %
POLICE PRESENCE	1	0.4 %
POLICE RESPONSE IS TOO SLOW	1	0.4 %
POLLUTION	1	0.4 %
POOR PUBLIC SCHOOLS	1	0.4 %
POOR QUALITY OF STREET REPAIR	1	0.4 %
POOR ROADS	1	0.4 %
POTHOLES	4	1.6 %
POTHOLES-SIGNAGE	1	0.4 %
PROPERTY TAX	1	0.4 %
PROPERTY TAXES	1	0.4 %
PROSTITUTION	2	0.8 %
PROSTITUTION/TRAFFICKING	1	0.4 %
Parks	1	0.4 %
Paying your vendors on time	1	0.4 %
People at light asking for money	1	0.4 %
People attitude	1	0.4 %
Police not patrolling streets	1	0.4 %
Police patrol	1	0.4 %
Police response	1	0.4 %
Police response time	1	0.4 %

Q5. Other

Q5-12. Other	Number	Percent
Political agenda of Mayor	1	0.4 %
Poor City police response	1	0.4 %
Poor quality public schools	1	0.4 %
Potholes	1	0.4 %
Potholes on major streets	1	0.4 %
Property tax rates	1	0.4 %
Property taxes too high	1	0.4 %
Prostitution	1	0.4 %
Public schools	1	0.4 %
Quality of education in Dallas public school system we all fund as tax payers	1	0.4 %
Quality-cost ratio (of) public schools	1	0.4 %
RACISM	1	0.4 %
RESIDENTIAL SPENDING	1	0.4 %
RESTRICTIONS ON POLICE KEEPING THEM FROM DOING THEIR JOBS	1	0.4 %
ROAD CONDITION	1	0.4 %
ROAD CONSTRUCTION	1	0.4 %
ROAD REPAIRS	1	0.4 %
ROBO CALLS ON PHONE	1	0.4 %
Racial indifference/equal rights, housing	1	0.4 %
Racing on major streets	1	0.4 %
Racist	1	0.4 %
Rental bikes	1	0.4 %
Robbery, in houses on streets	1	0.4 %
SEX TRAFFICKING	1	0.4 %
SHORTAGE OF POLICE	1	0.4 %
SOLICITATION PHONE CALLS	1	0.4 %
SPEED BUMPS NEEDED IN NEIGHBORHOODS	1	0.4 %
STEROTYPING BLACK AMERICANS	1	0.4 %
STREET NEEDING REPAIR	1	0.4 %
STREETS AND SIDEWALKS	1	0.4 %
SUPORT FOR TEI IN SCHOOLS	1	0.4 %
Safe place to exercise	1	0.4 %
School district too large	1	0.4 %
Schools	1	0.4 %
Segreation by race in housing	1	0.4 %
Sidewalks	2	0.8 %
Southside developer	1	0.4 %
Speeding in neighborhoods	1	0.4 %
Street conditions	1	0.4 %
Street gangs	1	0.4 %
Street lights	1	0.4 %
Street racing	1	0.4 %
Street/highway cleaniness	1	0.4 %
Streets	1	0.4 %
Support for artists	1	0.4 %
TAXES TOO HIGH	1	0.4 %
TELEMARKETING	1	0.4 %
THE PERSONS DRIVER	1	0.4 %
THE TOWNHOMES AND SOLANA RIDGE NEED TO BE KNOCKED DOWN	1	0.4 %

Q5. Other

Q5-12. Other	Number	Percent
TOLL ROADS	1	0.4 %
TOO MANY DRUG HOUSES IN APT	1	0.4 %
TOO MUCH CONGESTION	1	0.4 %
TRAFFIC	2	0.8 %
TRAFFIC ACCIDENT CLEARANCE	1	0.4 %
TRAFFIC CONTROL	1	0.4 %
TRAFFIC LIGHTS	1	0.4 %
TRAFFIC PEAK HOURS	1	0.4 %
TRAFFIC, ESPECIALLY 635 (EAST)	1	0.4 %
TRUANCY	1	0.4 %
Taxes	1	0.4 %
Taxes, bond money	1	0.4 %
Terrible public schools	1	0.4 %
The city does not listen to the majority of us as residents	1	0.4 %
Too many abortions	1	0.4 %
Too many bikes on streets	1	0.4 %
Too many dope dealer in the apartment complex	1	0.4 %
Too many loud parties	1	0.4 %
Traffic congestion	3	1.2 %
Traffic signal infrastructure	1	0.4 %
Traffic signs	1	0.4 %
Transients peripheral to the homeless concentration Downtown	1	0.4 %
Trash	1	0.4 %
Trash around roadways	1	0.4 %
Trash in streets	1	0.4 %
Trash pick up (messy)	1	0.4 %
Trash/waste from Feeders needs to be addressed	1	0.4 %
Trashy/dirty neighbors	1	0.4 %
UPDATE OLDER SCHOOL BUILDINGS, ALLEYS AND STREETS	1	0.4 %
Unaccessible sidewalks for people with disabilities	1	0.4 %
Unattended City property	1	0.4 %
Undocumented workers	1	0.4 %
VACANT HOMES	1	0.4 %
WATER	1	0.4 %
Water and sewer supplies	1	0.4 %
Water infrastructure	1	0.4 %
We don't have enough police	1	0.4 %
YOUTH PROGRAM	1	0.4 %
Total	248	100.0 %

Q6. Perception of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe", please indicate how safe you feel in the following situations.

(N=1442)

	Very Safe	Safe	Neither safe or unsafe	Unsafe	Very unsafe	Don't know
Q6-1. In your neighborhood during the day	31.2%	43.8%	14.2%	7.4%	2.4%	1.0%
Q6-2. In your neighborhood after dark	10.6%	35.6%	21.6%	20.2%	10.5%	1.5%
Q6-3. In Dallas' Downtown area during the day	13.3%	43.3%	19.7%	8.5%	2.6%	12.6%
Q6-4. In Dallas' Downtown area after dark	2.1%	10.3%	21.6%	34.3%	16.6%	15.1%
Q6-5. In Dallas' parks during the day	15.0%	43.6%	20.5%	8.5%	3.3%	9.1%
Q6-6. In Dallas' parks after dark	1.6%	6.6%	19.3%	33.4%	20.9%	18.2%
Q6-7. From violent crime (rape, assault, robbery)	3.5%	19.6%	27.0%	24.8%	18.1%	7.0%
Q6-8. From property crime (burglary, theft)	2.3%	14.2%	24.5%	34.5%	20.0%	4.5%
Q6-9. From fire	13.7%	38.7%	27.4%	7.3%	3.1%	9.8%

WITHOUT "DON'T KNOW"

Q6. Perception of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe", please indicate how safe you feel in the following situations. (without "don't know")

(N=1442)

	Very Safe	Safe	Neither safe or unsafe	Unsafe	Very unsafe
Q6-1. In your neighborhood during the day	31.5%	44.2%	14.3%	7.5%	2.5%
Q6-2. In your neighborhood after dark	10.8%	36.1%	21.9%	20.5%	10.7%
Q6-3. In Dallas' Downtown area during the day	15.2%	49.5%	22.6%	9.7%	3.0%
Q6-4. In Dallas' Downtown area after dark	2.4%	12.2%	25.4%	40.4%	19.6%
Q6-5. In Dallas' parks during the day	16.5%	48.0%	22.5%	9.4%	3.6%
Q6-6. In Dallas' parks after dark	1.9%	8.0%	23.7%	40.8%	25.6%
Q6-7. From violent crime (rape, assault, robbery)	3.8%	21.1%	29.0%	26.6%	19.5%
Q6-8. From property crime (burglary, theft)	2.4%	14.9%	25.6%	36.1%	21.0%
Q6-9. From fire	15.2%	42.9%	30.4%	8.1%	3.4%

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

Q7. Were you or anyone in your household the victim of any crime during past twelve months	Number	Percent
Yes	273	18.9 %
No	1142	79.2 %
Not provided	27	1.9 %
Total	1442	100.0 %

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

Q7. Were you or anyone in your household the victim of any crime during past twelve months	Number	Percent
Yes	273	19.3 %
No	1142	80.7 %
Total	1415	100.0 %

Q7a. Was this crime/these crimes reported to the police?

Q7a. Was this crime/these crimes reported to the police	Number	Percent
Yes	204	74.7 %
No	66	24.2 %
Not provided	3	1.1 %
Total	273	100.0 %

WITHOUT "NOT PROVIDED"
Q7a. Was this crime/these crimes reported to the police? (without "not provided")

Q7a. Was this crime/these crimes reported to the police	Number	Percent
Yes	204	75.6 %
No	66	24.4 %
Total	270	100.0 %

Q8. Major Categories of City Services. Please indicate if you have used each of the major categories of services listed below during the past 12 months.

(N=1442)

	Yes	No
Q8-1. Ambulance/emergency medical services	16.2%	83.8%
Q8-2. Art & cultural programs/facilities	46.7%	53.3%
Q8-3. Neighborhood code enforcement (e.g. high weeds, litter, blight)	24.8%	75.2%
Q8-4. Customer service provided by City employees	45.6%	54.4%
Q8-5. Drinking water	67.0%	33.0%
Q8-6. Fire services	8.6%	91.4%
Q8-7. Solid waste services (e.g. garbage & recycling collection)	74.4%	25.6%
Q8-8. Land use, planning, & zoning	10.8%	89.2%
Q8-9. Maintenance of infrastructure (e.g. City streets & sidewalks)	45.0%	55.0%
Q8-10. Parks & recreation system	53.7%	46.3%
Q8-11. Police services	33.2%	66.8%
Q8-12. Public information services	25.5%	74.5%
Q8-13. Public library services	39.6%	60.4%
Q8-14. Sewer services (e.g. sanitary sewer/ wastewater)	54.4%	45.6%
Q8-15. Storm drainage	40.4%	59.6%
Q8-16. Traffic signal timing	53.2%	46.8%
Q8-17. Dallas Love Field Airport	48.2%	51.8%
Q8-18. Municipal court services	19.8%	80.2%

Q8. Then, rate the City's overall performance in that service by circling the corresponding number.

(N=1339)

	Excellent	Good	Fair	Poor	Don't know
Q8-1. Ambulance/emergency medical services	41.7%	30.2%	16.7%	4.2%	7.2%
Q8-2. Art & cultural programs/facilities	26.8%	34.2%	10.7%	1.5%	26.8%
Q8-3. Neighborhood code enforcement (e.g. high weeds, litter, blight)	9.9%	26.9%	28.0%	33.1%	2.1%
Q8-4. Customer service provided by City employees	21.5%	38.9%	23.0%	14.0%	2.6%
Q8-5. Drinking water	21.0%	45.1%	22.0%	8.9%	3.0%
Q8-6. Fire services	49.6%	28.9%	8.3%	1.7%	11.5%
Q8-7. Solid waste services (e.g. garbage & recycling collection)	31.1%	41.3%	16.7%	8.2%	2.7%
Q8-8. Land use, planning, & zoning	11.1%	23.5%	26.1%	30.1%	9.2%
Q8-9. Maintenance of infrastructure (e.g. City streets & sidewalks)	4.7%	18.2%	30.8%	42.4%	3.9%
Q8-10. Parks & recreation system	18.2%	50.7%	21.1%	6.4%	3.6%
Q8-11. Police services	23.3%	36.3%	18.2%	18.2%	4.0%
Q8-12. Public information services	15.7%	43.8%	24.7%	10.7%	5.1%
Q8-13. Public library services	41.0%	40.3%	11.8%	2.5%	4.4%
Q8-14. Sewer services (e.g. sanitary sewer/ wastewater)	22.8%	50.7%	14.6%	5.3%	6.6%
Q8-15. Storm drainage	18.2%	42.3%	22.4%	13.1%	4.0%
Q8-16. Traffic signal timing	9.6%	39.1%	31.2%	16.8%	3.3%
Q8-17. Dallas Love Field Airport	46.3%	40.3%	7.3%	1.3%	4.8%
Q8-18. Municipal court services	17.1%	34.6%	30.0%	12.1%	6.2%

WITHOUT "DON'T KNOW"
Q8. Then, rate the City's overall performance in that service by circling the corresponding number. (without "don't know")

(N=1339)

	Excellent	Good	Fair	Poor
Q8-1. Ambulance/emergency medical services	44.9%	32.6%	18.0%	4.5%
Q8-2. Art & cultural programs/facilities	36.6%	46.7%	14.6%	2.1%
Q8-3. Neighborhood code enforcement (e.g. high weeds, litter, blight)	10.1%	27.5%	28.6%	33.8%
Q8-4. Customer service provided by City employees	22.0%	39.9%	23.7%	14.4%
Q8-5. Drinking water	21.6%	46.5%	22.7%	9.2%
Q8-6. Fire services	56.1%	32.7%	9.3%	1.9%
Q8-7. Solid waste services (e.g. garbage & recycling collection)	32.0%	42.4%	17.2%	8.4%
Q8-8. Land use, planning, & zoning	12.2%	25.9%	28.8%	33.1%
Q8-9. Maintenance of infrastructure (e.g. City streets & sidewalks)	4.9%	19.0%	32.0%	44.1%
Q8-10. Parks & recreation system	18.9%	52.5%	21.9%	6.7%
Q8-11. Police services	24.3%	37.9%	18.9%	18.9%
Q8-12. Public information services	16.6%	46.2%	26.0%	11.2%
Q8-13. Public library services	42.9%	42.1%	12.4%	2.6%
Q8-14. Sewer services (e.g. sanitary sewer/ wastewater)	24.4%	54.2%	15.8%	5.6%
Q8-15. Storm drainage	18.9%	44.1%	23.4%	13.6%
Q8-16. Traffic signal timing	9.9%	40.4%	32.3%	17.4%
Q8-17. Dallas Love Field Airport	48.6%	42.3%	7.7%	1.4%
Q8-18. Municipal court services	18.3%	36.9%	31.9%	12.9%

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

Q9. Top choice	Number	Percent
Ambulance/emergency medical services	107	7.4 %
Art & cultural programs/facilities	25	1.7 %
Neighborhood code enforcement (e.g. high weeds, litter, blight)	97	6.7 %
Customer service provided by City employees	25	1.7 %
Drinking water	135	9.4 %
Fire services	13	0.9 %
Solid waste services (e.g. garbage & recycling collection)	35	2.4 %
Land use, planning, & zoning	37	2.6 %
Maintenance of infrastructure (e.g. City streets & sidewalks)	337	23.4 %
Parks & recreation system	25	1.7 %
Police services	340	23.6 %
Public information services	7	0.5 %
Public library services	8	0.6 %
Sewer services (e.g. sanitary sewer/wastewater)	6	0.4 %
Storm drainage	18	1.2 %
Traffic signal timing	29	2.0 %
Dallas Love Field Airport	4	0.3 %
Municipal court services	10	0.7 %
None chosen	184	12.8 %
Total	1442	100.0 %

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

Q9. 2nd choice	Number	Percent
Ambulance/emergency medical services	75	5.2 %
Art & cultural programs/facilities	32	2.2 %
Neighborhood code enforcement (e.g. high weeds, litter, blight)	119	8.3 %
Customer service provided by City employees	51	3.5 %
Drinking water	102	7.1 %
Fire services	101	7.0 %
Solid waste services (e.g. garbage & recycling collection)	59	4.1 %
Land use, planning, & zoning	48	3.3 %
Maintenance of infrastructure (e.g. City streets & sidewalks)	210	14.6 %
Parks & recreation system	54	3.7 %
Police services	195	13.5 %
Public information services	16	1.1 %
Public library services	25	1.7 %
Sewer services (e.g. sanitary sewer/wastewater)	28	1.9 %
Storm drainage	30	2.1 %
Traffic signal timing	66	4.6 %
Dallas Love Field Airport	5	0.3 %
Municipal court services	10	0.7 %
None chosen	216	15.1 %
Total	1442	100.0 %

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

Q9. 3rd choice	Number	Percent
Ambulance/emergency medical services	67	4.6 %
Art & cultural programs/facilities	36	2.5 %
Neighborhood code enforcement (e.g. high weeds, litter, blight)	106	7.4 %
Customer service provided by City employees	39	2.7 %
Drinking water	97	6.7 %
Fire services	74	5.1 %
Solid waste services (e.g. garbage & recycling collection)	83	5.8 %
Land use, planning, & zoning	69	4.8 %
Maintenance of infrastructure (e.g. City streets & sidewalks)	151	10.5 %
Parks & recreation system	89	6.2 %
Police services	137	9.5 %
Public information services	31	2.1 %
Public library services	24	1.7 %
Sewer services (e.g. sanitary sewer/wastewater)	42	2.9 %
Storm drainage	44	3.1 %
Traffic signal timing	70	4.9 %
Dallas Love Field Airport	14	1.0 %
Municipal court services	21	1.5 %
None chosen	248	17.0 %
Total	1442	100.0 %

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

Q9. 4th choice	Number	Percent
Ambulance/emergency medical services	52	3.6 %
Art & cultural programs/facilities	61	4.2 %
Neighborhood code enforcement (e.g. high weeds, litter, blight)	104	7.2 %
Customer service provided by City employees	70	4.9 %
Drinking water	82	5.7 %
Fire services	42	2.9 %
Solid waste services (e.g. garbage & recycling collection)	63	4.4 %
Land use, planning, & zoning	66	4.6 %
Maintenance of infrastructure (e.g. City streets & sidewalks)	94	6.5 %
Parks & recreation system	85	5.9 %
Police services	88	6.1 %
Public information services	33	2.3 %
Public library services	42	2.9 %
Sewer services (e.g. sanitary sewer/wastewater)	48	3.3 %
Storm drainage	49	3.4 %
Traffic signal timing	97	6.7 %
Dallas Love Field Airport	24	1.7 %
Municipal court services	29	2.0 %
None chosen	313	21.7 %
Total	1442	100.0 %

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

Q9. Sum of top 4 choices	Number	Percent
Ambulance/emergency medical services	301	20.9 %
Art & cultural programs/facilities	154	10.7 %
Neighborhood code enforcement (e.g. high weeds, litter, blight)	426	29.5 %
Customer service provided by City employees	185	12.8 %
Drinking water	416	28.8 %
Fire services	230	16.0 %
Solid waste services (e.g. garbage & recycling collection)	240	16.6 %
Land use, planning, & zoning	220	15.3 %
Maintenance of infrastructure (e.g. City streets & sidewalks)	792	54.9 %
Parks & recreation system	253	17.5 %
Police services	760	52.7 %
Public information services	87	6.0 %
Public library services	99	6.9 %
Sewer services (e.g. sanitary sewer/wastewater)	124	8.6 %
Storm drainage	141	9.8 %
Traffic signal timing	262	18.2 %
Dallas Love Field Airport	47	3.3 %
Municipal court services	70	4.9 %
None chosen	184	12.8 %
Total	4991	

Q10. Public Safety Services. Have you used this service during the past year?

(N=1442)

	Yes	No
Q10-1. Crime prevention	21.4%	78.6%
Q10-2. Traffic enforcement	19.3%	80.7%
Q10-3. Efforts by police to fight crime in your neighborhood	30.8%	69.2%
Q10-4. Efforts by police to effectively deal with problems in your neighborhood	31.1%	68.9%
Q10-5. Response time of police to emergency calls	26.6%	73.4%
Q10-6. Response time of fire to emergency calls	13.6%	86.4%
Q10-7. Fire prevention & education	9.9%	90.1%

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

(N=1442)

	Excellent	Good	Fair	Poor	Don't know
Q10-1. Crime prevention	6.6%	22.8%	23.3%	20.5%	26.8%
Q10-2. Traffic enforcement	6.1%	24.1%	27.6%	16.6%	25.6%
Q10-3. Efforts by police to fight crime in your neighborhood	13.1%	26.7%	22.1%	20.0%	18.1%
Q10-4. Efforts by police to effectively deal with problems in your neighborhood	12.9%	24.9%	21.7%	22.2%	18.3%
Q10-5. Response time of police to emergency calls	11.0%	18.9%	17.8%	23.2%	29.1%
Q10-6. Response time of fire to emergency calls	19.1%	21.0%	10.2%	3.4%	46.3%
Q10-7. Fire prevention & education	11.3%	19.3%	11.7%	6.5%	51.2%

WITHOUT "DON'T KNOW"
Q10. Please rate the City's performance in the following areas. (without "don't know")

(N=1442)

	Excellent	Good	Fair	Poor
Q10-1. Crime prevention	9.1%	31.2%	31.8%	27.9%
Q10-2. Traffic enforcement	8.2%	32.4%	37.1%	22.3%
Q10-3. Efforts by police to fight crime in your neighborhood	16.0%	32.6%	27.0%	24.4%
Q10-4. Efforts by police to effectively deal with problems in your neighborhood	15.8%	30.5%	26.6%	27.1%
Q10-5. Response time of police to emergency calls	15.5%	26.6%	25.2%	32.7%
Q10-6. Response time of fire to emergency calls	35.6%	39.2%	18.9%	6.3%
Q10-7. Fire prevention & education	23.1%	39.6%	24.0%	13.3%

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

Q11. Top choice	Number	Percent
Crime prevention	576	39.9 %
Traffic enforcement	52	3.6 %
Efforts by police to fight crime in your neighborhood	194	13.5 %
Efforts by police to effectively deal with problems in your neighborhood	118	8.2 %
Response time of police to emergency calls	232	16.1 %
Response time of fire to emergency calls	28	1.9 %
Fire prevention & education	22	1.5 %
None chosen	220	15.3 %
Total	1442	100.0 %

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

Q11. 2nd choice	Number	Percent
Crime prevention	159	11.0 %
Traffic enforcement	109	7.6 %
Efforts by police to fight crime in your neighborhood	242	16.8 %
Efforts by police to effectively deal with problems in your neighborhood	215	14.9 %
Response time of police to emergency calls	268	18.6 %
Response time of fire to emergency calls	126	8.7 %
Fire prevention & education	57	4.0 %
None chosen	266	18.4 %
Total	1442	100.0 %

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

Q11. Sum of top 2 choices	Number	Percent
Crime prevention	735	51.0 %
Traffic enforcement	161	11.2 %
Efforts by police to fight crime in your neighborhood	436	30.2 %
Efforts by police to effectively deal with problems in your neighborhood	333	23.1 %
Response time of police to emergency calls	500	34.7 %
Response time of fire to emergency calls	154	10.7 %
Fire prevention & education	79	5.5 %
None chosen	220	15.3 %
Total	2618	

Q12. Parks and Recreation. Have you used this service during the past year?

(N=1442)

	Yes	No
Q12-1. City parks	64.6%	35.4%
Q12-2. Recreation programs or classes	14.3%	85.7%
Q12-3. Range/variety of recreation programs & classes	11.3%	88.7%
Q12-4. Recreation centers/facilities	25.1%	74.9%
Q12-5. Accessibility of parks	50.4%	49.6%
Q12-6. Accessibility of recreation centers/ facilities	29.3%	70.7%
Q12-7. Appearance/maintenance of parks	52.6%	47.4%
Q12-8. Appearance/maintenance of recreation centers/facilities	28.6%	71.4%
Q12-9. Outdoor athletic facilities (soccer/ baseball fields, tennis courts)	22.8%	77.2%
Q12-10. Walking trails in City	48.6%	51.4%
Q12-11. Outdoor swimming facilities	8.9%	91.1%
Q12-12. Ease of registering for City recreation programs/events	15.6%	84.4%
Q12-13. City golf courses	8.8%	91.2%

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

(N=1442)

	Excellent	Good	Fair	Poor	Don't know
Q12-1. City parks	17.2%	50.0%	20.5%	3.5%	8.8%
Q12-2. Recreation programs or classes	7.7%	19.3%	13.4%	4.6%	55.0%
Q12-3. Range/variety of recreation programs & classes	6.4%	18.2%	12.7%	4.6%	58.1%
Q12-4. Recreation centers/facilities	8.9%	27.4%	16.0%	5.4%	42.3%
Q12-5. Accessibility of parks	19.1%	45.9%	16.5%	4.5%	14.0%
Q12-6. Accessibility of recreation centers/ facilities	14.6%	33.1%	15.2%	4.2%	32.9%
Q12-7. Appearance/maintenance of parks	15.9%	44.3%	23.6%	5.5%	10.7%
Q12-8. Appearance/maintenance of recreation centers/facilities	11.0%	31.4%	19.7%	4.6%	33.3%
Q12-9. Outdoor athletic facilities (soccer/ baseball fields, tennis courts)	8.1%	26.6%	18.3%	6.2%	40.8%
Q12-10. Walking trails in City	16.9%	39.0%	18.6%	6.9%	18.6%
Q12-11. Outdoor swimming facilities	3.4%	12.0%	11.1%	10.2%	63.3%
Q12-12. Ease of registering for City recreation programs/events	7.1%	16.2%	12.7%	7.3%	56.7%
Q12-13. City golf courses	6.8%	12.3%	8.0%	3.3%	69.6%

WITHOUT "DON'T KNOW"

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

(N=1442)

	Excellent	Good	Fair	Poor
Q12-1. City parks	18.9%	54.8%	22.5%	3.8%
Q12-2. Recreation programs or classes	17.1%	43.0%	29.8%	10.1%
Q12-3. Range/variety of recreation programs & classes	15.3%	43.4%	30.4%	10.9%
Q12-4. Recreation centers/facilities	15.5%	47.5%	27.7%	9.3%
Q12-5. Accessibility of parks	22.2%	53.4%	19.2%	5.2%
Q12-6. Accessibility of recreation centers/ facilities	21.8%	49.3%	22.7%	6.2%
Q12-7. Appearance/maintenance of parks	17.8%	49.6%	26.5%	6.1%
Q12-8. Appearance/maintenance of recreation centers/facilities	16.5%	47.1%	29.5%	6.9%
Q12-9. Outdoor athletic facilities (soccer/ baseball fields, tennis courts)	13.7%	44.9%	31.0%	10.4%
Q12-10. Walking trails in City	20.8%	47.9%	22.9%	8.4%
Q12-11. Outdoor swimming facilities	9.3%	32.7%	30.4%	27.6%
Q12-12. Ease of registering for City recreation programs/events	16.4%	37.3%	29.4%	16.9%
Q12-13. City golf courses	22.4%	40.4%	26.4%	10.8%

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

Q13. Top choice	Number	Percent
City parks	349	24.2 %
Recreation programs or classes	79	5.5 %
Range/variety of recreation programs & classes	35	2.4 %
Recreation centers/facilities	59	4.1 %
Accessibility of parks	81	5.6 %
Accessibility of recreation centers/facilities	29	2.0 %
Appearance/maintenance of parks	181	12.6 %
Appearance/maintenance of recreation centers/facilities	28	1.9 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	42	2.9 %
Walking trails in City	175	12.1 %
Outdoor swimming facilities	40	2.8 %
Ease of registering for City recreation programs/events	21	1.5 %
City golf courses	12	0.8 %
None chosen	311	21.6 %
Total	1442	100.0 %

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

Q13. 2nd choice	Number	Percent
City parks	130	9.0 %
Recreation programs or classes	61	4.2 %
Range/variety of recreation programs & classes	71	4.9 %
Recreation centers/facilities	81	5.6 %
Accessibility of parks	86	6.0 %
Accessibility of recreation centers/facilities	55	3.8 %
Appearance/maintenance of parks	189	13.1 %
Appearance/maintenance of recreation centers/facilities	95	6.6 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	62	4.3 %
Walking trails in City	179	12.4 %
Outdoor swimming facilities	50	3.5 %
Ease of registering for City recreation programs/events	29	2.0 %
City golf courses	12	0.8 %
None chosen	342	23.8 %
Total	1442	100.0 %

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

Q13. 3rd choice	Number	Percent
City parks	93	6.4 %
Recreation programs or classes	62	4.3 %
Range/variety of recreation programs & classes	65	4.5 %
Recreation centers/facilities	76	5.3 %
Accessibility of parks	77	5.3 %
Accessibility of recreation centers/facilities	41	2.8 %
Appearance/maintenance of parks	150	10.4 %
Appearance/maintenance of recreation centers/facilities	70	4.9 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	63	4.4 %
Walking trails in City	221	15.3 %
Outdoor swimming facilities	58	4.0 %
Ease of registering for City recreation programs/events	65	4.5 %
City golf courses	21	1.5 %
None chosen	380	26.4 %
Total	1442	100.0 %

SUM OF TOP 3 CHOICES
Q13. Which THREE of the Park and Recreation services in Question 12 do you think should be the City's TOP PRIORITIES? (top 3)

Q13. Sum of top 3 choices	Number	Percent
City parks	572	39.7 %
Recreation programs or classes	202	14.0 %
Range/variety of recreation programs & classes	171	11.9 %
Recreation centers/facilities	216	15.0 %
Accessibility of parks	244	16.9 %
Accessibility of recreation centers/facilities	125	8.7 %
Appearance/maintenance of parks	520	36.1 %
Appearance/maintenance of recreation centers/facilities	193	13.4 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	167	11.6 %
Walking trails in City	575	39.9 %
Outdoor swimming facilities	148	10.3 %
Ease of registering for City recreation programs/events	115	8.0 %
City golf courses	45	3.1 %
None chosen	311	21.6 %
Total	3604	

Q14. Code Enforcement Services. Have you used this service during the past year?

(N=1442)

	Yes	No
Q14-1. Enforcement at multi-family building conditions	9.8%	90.2%
Q14-2. Enforcement of mowing of weeds & high grass on private property	18.0%	82.0%
Q14-3. Enforcement of blighted residential properties	12.4%	87.6%
Q14-4. Enforcement of sign regulations	12.6%	87.4%
Q14-5. City efforts to remove junk motor vehicles (inoperative) on private property	14.4%	85.6%
Q14-6. Enforcement of bulk/brush trash violations	22.6%	77.4%
Q14-7. Enforcement of litter on private property	15.0%	85.0%
Q14-8. City efforts to survey & abate mosquitos carrying viruses	20.0%	80.0%
Q14-9. Enforcement of food safety in restaurants	18.9%	81.1%

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

(N=1442)

	Excellent	Good	Fair	Poor	Don't know
Q14-1. Enforcement at multi-family building conditions	2.5%	8.3%	17.9%	18.3%	53.0%
Q14-2. Enforcement of mowing of weeds & high grass on private property	5.2%	19.1%	21.8%	19.7%	34.2%
Q14-3. Enforcement of blighted residential properties	2.8%	11.5%	18.6%	22.9%	44.2%
Q14-4. Enforcement of sign regulations	3.5%	14.9%	19.1%	17.8%	44.7%
Q14-5. City efforts to remove junk motor vehicles (inoperative) on private property	4.8%	13.0%	18.7%	24.3%	39.2%
Q14-6. Enforcement of bulk/brush trash violations	7.1%	22.4%	19.7%	21.4%	29.4%
Q14-7. Enforcement of litter on private property	4.0%	15.7%	16.7%	24.9%	38.7%
Q14-8. City efforts to survey & abate mosquitos carrying viruses	8.2%	22.7%	19.5%	16.6%	33.0%
Q14-9. Enforcement of food safety in restaurants	6.0%	21.5%	18.3%	13.9%	40.3%

WITHOUT "DON'T KNOW"

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

(N=1442)

	Excellent	Good	Fair	Poor
Q14-1. Enforcement at multi-family building conditions	5.4%	17.7%	38.1%	38.8%
Q14-2. Enforcement of mowing of weeds & high grass on private property	7.9%	29.1%	33.0%	30.0%
Q14-3. Enforcement of blighted residential properties	5.1%	20.7%	33.3%	40.9%
Q14-4. Enforcement of sign regulations	6.4%	26.9%	34.6%	32.1%
Q14-5. City efforts to remove junk motor vehicles (inoperative) on private property	7.9%	21.4%	30.8%	39.9%
Q14-6. Enforcement of bulk/brush trash violations	10.0%	31.8%	27.9%	30.3%
Q14-7. Enforcement of litter on private property	6.5%	25.7%	27.3%	40.5%
Q14-8. City efforts to survey & abate mosquitos carrying viruses	12.2%	33.9%	29.1%	24.8%
Q14-9. Enforcement of food safety in restaurants	10.1%	36.0%	30.7%	23.2%

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

Q15. Top choice	Number	Percent
Enforcement at multi-family building conditions	176	12.2 %
Enforcement of mowing of weeds & high grass on private property	100	6.9 %
Enforcement of blighted residential properties	161	11.2 %
Enforcement of sign regulations	44	3.1 %
City efforts to remove junk motor vehicles (inoperative) on private property	93	6.4 %
Enforcement of bulk/brush trash violations	73	5.1 %
Enforcement of litter on private property	49	3.4 %
City efforts to survey & abate mosquitos carrying viruses	214	14.8 %
Enforcement of food safety in restaurants	224	15.5 %
None chosen	308	21.4 %
Total	1442	100.0 %

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

Q15. 2nd choice	Number	Percent
Enforcement at multi-family building conditions	92	6.4 %
Enforcement of mowing of weeds & high grass on private property	99	6.9 %
Enforcement of blighted residential properties	142	9.8 %
Enforcement of sign regulations	39	2.7 %
City efforts to remove junk motor vehicles (inoperative) on private property	118	8.2 %
Enforcement of bulk/brush trash violations	111	7.7 %
Enforcement of litter on private property	117	8.1 %
City efforts to survey & abate mosquitos carrying viruses	180	12.5 %
Enforcement of food safety in restaurants	198	13.7 %
None chosen	346	24.0 %
Total	1442	100.0 %

SUM OF TOP 2 CHOICES

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

Q15. Sum of top 2 choices	Number	Percent
Enforcement at multi-family building conditions	268	18.6 %
Enforcement of mowing of weeds & high grass on private property	199	13.8 %
Enforcement of blighted residential properties	303	21.0 %
Enforcement of sign regulations	83	5.8 %
City efforts to remove junk motor vehicles (inoperative) on private property	211	14.6 %
Enforcement of bulk/brush trash violations	184	12.8 %
Enforcement of litter on private property	166	11.5 %
City efforts to survey & abate mosquitos carrying viruses	394	27.3 %
Enforcement of food safety in restaurants	422	29.3 %
None chosen	308	21.4 %
Total	2538	

Q16. Solid Waste Services. Have you used this service during the past year?

(N=1442)

	Yes	No
Q16-1. Garbage collections	86.0%	14.0%
Q16-2. Recycling	69.8%	30.2%
Q16-3. Yard waste pick-up	46.5%	53.5%
Q16-4. Bulk trash pick-up	66.2%	33.8%
Q16-5. Household hazardous waste disposal	19.0%	81.0%

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

(N=1442)

	Excellent	Good	Fair	Poor	Don't know
Q16-1. Garbage collections	35.7%	43.4%	13.0%	6.3%	1.6%
Q16-2. Recycling	31.5%	37.3%	13.6%	7.6%	10.0%
Q16-3. Yard waste pick-up	22.4%	34.4%	12.7%	5.0%	25.5%
Q16-4. Bulk trash pick-up	30.0%	40.3%	13.6%	6.2%	9.9%
Q16-5. Household hazardous waste disposal	12.5%	16.3%	11.1%	7.2%	52.9%

WITHOUT "DON'T KNOW"
Q16. Please rate the City's performance in the following areas. (without "don't know")

(N=1442)

	Excellent	Good	Fair	Poor
Q16-1. Garbage collections	36.3%	44.1%	13.2%	6.4%
Q16-2. Recycling	35.0%	41.4%	15.1%	8.5%
Q16-3. Yard waste pick-up	30.1%	46.2%	17.0%	6.7%
Q16-4. Bulk trash pick-up	33.3%	44.7%	15.1%	6.9%
Q16-5. Household hazardous waste disposal	26.6%	34.6%	23.5%	15.3%

Q17. Which TWO of the solid waste services listed in Question 16 on the previous page do you think should be the City's TOP PRIORITIES?

Q17. Top choice	Number	Percent
Garbage collections	530	36.8 %
Recycling	279	19.3 %
Yard waste pick-up	70	4.9 %
Bulk trash pick-up	140	9.7 %
Household hazardous waste disposal	102	7.1 %
None chosen	321	22.2 %
Total	1442	100.0 %

Q17. Which TWO of the solid waste services listed in Question 16 on the previous page do you think should be the City's TOP PRIORITIES?

Q17. 2nd choice	Number	Percent
Garbage collections	168	11.7 %
Recycling	296	20.5 %
Yard waste pick-up	135	9.4 %
Bulk trash pick-up	295	20.5 %
Household hazardous waste disposal	182	12.6 %
None chosen	366	25.3 %
Total	1442	100.0 %

SUM OF TOP 2 CHOICES

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

Q17. Sum of top 2 choices	Number	Percent
Garbage collections	698	48.4 %
Recycling	575	39.9 %
Yard waste pick-up	205	14.2 %
Bulk trash pick-up	435	30.2 %
Household hazardous waste disposal	284	19.7 %
None chosen	321	22.3 %
Total	2518	

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

(N=1442)

	Excellent	Good	Fair	Poor	Don't know
Q18-1. Maintenance & repair of thoroughfares & major streets	3.2%	21.6%	34.5%	37.0%	3.7%
Q18-2. Maintenance & repair of streets in your neighborhood	4.5%	19.4%	30.9%	41.9%	3.3%
Q18-3. Street striping	3.2%	20.3%	36.6%	28.8%	11.1%
Q18-4. Street cleaning	4.2%	24.1%	29.1%	31.6%	11.0%
Q18-5. Street lighting	5.3%	29.8%	35.9%	24.2%	4.8%
Q18-6. Traffic signs & signal operations	7.5%	43.3%	30.6%	13.2%	5.4%
Q18-7. Sidewalk maintenance	2.8%	21.7%	34.3%	35.0%	6.2%
Q18-8. Alley maintenance	1.9%	11.2%	25.3%	40.0%	21.6%
Q18-9. Curbs & gutters	2.6%	23.2%	32.9%	28.4%	12.9%
Q18-10. Bike lanes in City (shared, protected & multi-use)	3.2%	17.5%	22.9%	28.4%	28.0%

WITHOUT "DON'T KNOW"

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

(N=1442)

	Excellent	Good	Fair	Poor
Q18-1. Maintenance & repair of thoroughfares & major streets	3.3%	22.4%	35.9%	38.4%
Q18-2. Maintenance & repair of streets in your neighborhood	4.7%	20.1%	31.9%	43.3%
Q18-3. Street striping	3.6%	22.9%	41.2%	32.3%
Q18-4. Street cleaning	4.7%	27.1%	32.7%	35.5%
Q18-5. Street lighting	5.5%	31.3%	37.8%	25.4%
Q18-6. Traffic signs & signal operations	7.9%	45.8%	32.4%	13.9%
Q18-7. Sidewalk maintenance	3.0%	23.2%	36.5%	37.2%
Q18-8. Alley maintenance	2.5%	14.2%	32.3%	51.0%
Q18-9. Curbs & gutters	2.9%	26.6%	37.8%	32.7%
Q18-10. Bike lanes in City (shared, protected & multi-use)	4.4%	24.3%	31.8%	39.5%

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

Q19. Top choice	Number	Percent
Maintenance & repair of thoroughfares & major streets	625	43.3 %
Maintenance & repair of streets in your neighborhood	293	20.3 %
Street striping	24	1.7 %
Street cleaning	32	2.2 %
Street lighting	81	5.6 %
Traffic signs & signal operations	37	2.6 %
Sidewalk maintenance	40	2.8 %
Alley maintenance	57	4.0 %
Curbs & gutters	7	0.5 %
Bike lanes in City (shared, protected & multi-use)	63	4.4 %
None chosen	183	12.6 %
Total	1442	100.0 %

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

Q19. 2nd choice	Number	Percent
Maintenance & repair of thoroughfares & major streets	146	10.1 %
Maintenance & repair of streets in your neighborhood	434	30.1 %
Street striping	47	3.3 %
Street cleaning	79	5.5 %
Street lighting	122	8.5 %
Traffic signs & signal operations	103	7.1 %
Sidewalk maintenance	126	8.7 %
Alley maintenance	79	5.5 %
Curbs & gutters	33	2.3 %
Bike lanes in City (shared, protected & multi-use)	71	4.9 %
None chosen	202	14.0 %
Total	1442	100.0 %

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

Q19. Sum of top 2 choices	Number	Percent
Maintenance & repair of thoroughfares & major streets	771	53.5 %
Maintenance & repair of streets in your neighborhood	727	50.4 %
Street striping	71	4.9 %
Street cleaning	111	7.7 %
Street lighting	203	14.1 %
Traffic signs & signal operations	140	9.7 %
Sidewalk maintenance	166	11.5 %
Alley maintenance	136	9.4 %
Curbs & gutters	40	2.8 %
Bike lanes in City (shared, protected & multi-use)	134	9.3 %
None chosen	183	12.7 %
Total	2682	

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

(N=1442)

	Excellent	Good	Fair	Poor	Don't know
Q20-1. Water pressure in your home	25.5%	46.6%	17.5%	6.7%	3.7%
Q20-2. Taste/smell of tap water in your home	15.5%	39.5%	25.9%	13.6%	5.5%
Q20-3. Ease of understanding your water/ wastewater bill	16.4%	40.2%	22.4%	10.3%	10.7%
Q20-4. Efforts by City to respond timely to water/wastewater service issues at your home or business	9.8%	24.5%	15.1%	6.2%	44.4%
Q20-5. Pricing for water & wastewater service	6.9%	23.6%	34.8%	20.4%	14.3%

WITHOUT "DON'T KNOW"

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

(N=1442)

	Excellent	Good	Fair	Poor
Q20-1. Water pressure in your home	26.5%	48.4%	18.2%	6.9%
Q20-2. Taste/smell of tap water in your home	16.4%	41.8%	27.4%	14.4%
Q20-3. Ease of understanding your water/ wastewater bill	18.4%	45.0%	25.1%	11.5%
Q20-4. Efforts by City to respond timely to water/wastewater service issues at your home or business	17.7%	44.0%	27.2%	11.1%
Q20-5. Pricing for water & wastewater service	8.1%	27.6%	40.6%	23.7%

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

Q21. Top choice	Number	Percent
Water pressure in your home	182	12.6 %
Taste/smell of tap water in your home	565	39.2 %
Ease of understanding your water/wastewater bill	50	3.5 %
Efforts by City to respond timely to water/wastewater service issues at your home or business	114	7.9 %
Pricing for water & wastewater service	298	20.7 %
None chosen	233	16.1 %
Total	1442	100.0 %

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

Q21. 2nd choice	Number	Percent
Water pressure in your home	195	13.5 %
Taste/smell of tap water in your home	271	18.8 %
Ease of understanding your water/wastewater bill	109	7.6 %
Efforts by City to respond timely to water/wastewater service issues at your home or business	202	14.0 %
Pricing for water & wastewater service	358	24.8 %
None chosen	307	21.3 %
Total	1442	100.0 %

SUM OF TOP 2 CHOICES
Q21. Which TWO of the water and wastewater services in Question 20 do you think should be the City's TOP PRIORITIES? (top 2)

Q21. Sum of top 2 choices	Number	Percent
Water pressure in your home	377	26.1 %
Taste/smell of tap water in your home	836	58.0 %
Ease of understanding your water/wastewater bill	159	11.0 %
Efforts by City to respond timely to water/wastewater service issues at your home or business	316	21.9 %
Pricing for water & wastewater service	656	45.5 %
None chosen	233	16.2 %
Total	2577	

Q22. Other City Services/Facilities. Have you used this service during the past year?

(N=1442)

	Yes	No
Q22-1. Services to seniors	13.0%	87.0%
Q22-2. Services to youth	10.9%	89.1%
Q22-3. Services to low-income people	14.6%	85.4%
Q22-4. Variety of arts & cultural programs	35.9%	64.1%
Q22-5. Appearance/maintenance of arts & cultural centers/facilities	35.9%	64.1%
Q22-6. Accessibility of arts & cultural centers/ facilities	33.8%	66.2%
Q22-7. Variety of library materials	35.2%	64.8%
Q22-8. Appearance/maintenance of libraries/ facilities	35.9%	64.1%
Q22-9. Accessibility of City facilities/services for persons with disabilities	14.4%	85.6%
Q22-10. Enforcement of yard parking regulations in your neighborhood (was listed under Code enforcement in 2014)	16.4%	83.6%

Q22. Please rate the City's performance in the following areas.

(N=1442)

	Excellent	Good	Fair	Poor	Don't know
Q22-1. Services to seniors	4.8%	12.8%	13.2%	10.5%	58.7%
Q22-2. Services to youth	4.0%	14.1%	13.2%	8.9%	59.8%
Q22-3. Services to low-income people	4.0%	11.4%	13.9%	17.3%	53.4%
Q22-4. Variety of arts & cultural programs	17.1%	36.2%	14.3%	6.1%	26.3%
Q22-5. Appearance/maintenance of arts & cultural centers/facilities	18.2%	37.7%	13.9%	4.1%	26.1%
Q22-6. Accessibility of arts & cultural centers/facilities	14.6%	36.4%	15.2%	5.9%	27.9%
Q22-7. Variety of library materials	17.3%	31.8%	15.2%	5.3%	30.4%
Q22-8. Appearance/maintenance of libraries/facilities	17.3%	35.8%	15.7%	5.0%	26.2%
Q22-9. Accessibility of City facilities/ services for persons with disabilities	7.0%	21.0%	11.7%	5.5%	54.8%
Q22-10. Enforcement of yard parking regulations in your neighborhood (was listed under Code enforcement in 2014)	4.2%	15.0%	11.3%	19.5%	50.0%

WITHOUT "DON'T KNOW"
Q22. Please rate the City's performance in the following areas. (without "don't know")

(N=1442)

	Excellent	Good	Fair	Poor
Q22-1. Services to seniors	11.6%	30.9%	32.0%	25.5%
Q22-2. Services to youth	10.1%	35.1%	32.9%	21.9%
Q22-3. Services to low-income people	8.5%	24.5%	29.8%	37.2%
Q22-4. Variety of arts & cultural programs	23.2%	49.1%	19.4%	8.3%
Q22-5. Appearance/maintenance of arts & cultural centers/facilities	24.6%	51.0%	18.8%	5.6%
Q22-6. Accessibility of arts & cultural centers/ facilities	20.2%	50.6%	21.1%	8.1%
Q22-7. Variety of library materials	24.9%	45.7%	21.8%	7.6%
Q22-8. Appearance/maintenance of libraries/ facilities	23.4%	48.5%	21.3%	6.8%
Q22-9. Accessibility of City facilities/services for persons with disabilities	15.5%	46.5%	25.8%	12.2%
Q22-10. Enforcement of yard parking regulations in your neighborhood (was listed under Code enforcement in 2014)	8.4%	30.0%	22.6%	39.0%

Q23. Public Information Services. Where do you currently get news and information about city programs, services, and events?

Q23. Where do you currently get news & information about City programs, services, & events	Number	Percent
Local newspapers	575	39.9 %
Social media	726	50.3 %
Dallas City TV (cable)	298	20.7 %
City website	349	24.2 %
Other local radio	474	32.9 %
Television news	944	65.5 %
Radio FM 101.1	151	10.5 %
311	156	10.8 %
Townhall meetings	139	9.6 %
Total	3812	

Q24. Please rate the City's performance in the following areas of communication.

(N=1442)

	Excellent	Good	Fair	Poor	Don't know
Q24-1. Quality of City's cable television channel	4.4%	16.1%	13.5%	6.3%	59.7%
Q24-2. WRR 101.1 FM broadcast of City Council meetings	5.6%	12.0%	8.5%	2.8%	71.1%
Q24-3. 311 services	9.2%	26.1%	16.7%	7.3%	40.7%
Q24-4. Availability of information about City programs & services	4.6%	21.0%	25.7%	13.0%	35.7%
Q24-5. Level of public involvement in decision making	2.1%	10.0%	21.7%	23.9%	42.3%
Q24-6. Townhall meetings	2.4%	13.4%	17.3%	11.2%	55.7%
Q24-7. City's social media services (e.g. Facebook, Twitter)	4.4%	14.5%	17.8%	7.1%	56.2%
Q24-8. Quality of City website	4.2%	21.6%	23.0%	8.0%	43.2%

WITHOUT "DON'T KNOW"
Q24. Please rate the City's performance in the following areas of communication. (without "don't know")

(N=1442)

	Excellent	Good	Fair	Poor
Q24-1. Quality of City's cable television channel	11.0%	39.9%	33.4%	15.7%
Q24-2. WRR 101.1 FM broadcast of City Council meetings	19.5%	41.6%	29.3%	9.6%
Q24-3. 311 services	15.5%	44.0%	28.2%	12.3%
Q24-4. Availability of information about City programs & services	7.1%	32.7%	40.0%	20.2%
Q24-5. Level of public involvement in decision making	3.6%	17.3%	37.7%	41.4%
Q24-6. Townhall meetings	5.3%	30.3%	39.1%	25.3%
Q24-7. City's social media services (e.g. Facebook, Twitter)	10.0%	33.1%	40.6%	16.3%
Q24-8. Quality of City website	7.4%	38.0%	40.4%	14.2%

Q25. Which TWO of the public information services listed in Question 24 do you think should be the City's TOP PRIORITIES?

Q25. Top choice	Number	Percent
Quality of City's cable television channel	93	6.4 %
WRR 101.1 FM broadcast of City Council meetings	27	1.9 %
311 services	279	19.3 %
Availability of information about City programs & services	260	18.0 %
Level of public involvement in decision making	229	15.9 %
Townhall meetings	57	4.0 %
City's social media services (e.g. Facebook, Twitter)	63	4.4 %
Quality of City website	151	10.5 %
None chosen	283	19.6 %
Total	1442	100.0 %

Q25. Which TWO of the public information services listed in Question 24 do you think should be the City's TOP PRIORITIES?

Q25. 2nd choice	Number	Percent
Quality of City's cable television channel	31	2.1 %
WRR 101.1 FM broadcast of City Council meetings	37	2.6 %
311 services	126	8.7 %
Availability of information about City programs & services	243	16.9 %
Level of public involvement in decision making	276	19.1 %
Townhall meetings	118	8.2 %
City's social media services (e.g. Facebook, Twitter)	98	6.8 %
Quality of City website	151	10.5 %
None chosen	362	25.1 %
Total	1442	100.0 %

SUM OF TOP 2 CHOICES
Q25. Which TWO of the public information services listed in Question 24 do you think should be the City's TOP PRIORITIES? (top 2)

Q25. Sum of top 2 choices	Number	Percent
Quality of City's cable television channel	124	8.6 %
WRR 101.1 FM broadcast of City Council meetings	64	4.4 %
311 services	405	28.1 %
Availability of information about City programs & services	503	34.9 %
Level of public involvement in decision making	505	35.0 %
Townhall meetings	175	12.1 %
City's social media services (e.g. Facebook, Twitter)	161	11.2 %
Quality of City website	302	20.9 %
None chosen	283	19.6 %
Total	2522	

Q26. Customer Service. Have you had any in-person or phone contact with an employee of the City of Dallas within the last 12 months (including police, receptionists, librarians, or any others)?

Q26. Have you had any in-person or phone contact with a City employee within last 12 months	Number	Percent
Yes	805	55.8 %
No	637	44.2 %
Total	1442	100.0 %

Q26a. Which department did you contact MOST RECENTLY?

Q26a. Which Department did you contact most recently	Number	Percent
Police	146	18.9 %
311	110	14.2 %
Library	104	13.4 %
Water	70	9.0 %
Code Enforcement	20	2.6 %
Sanitation	19	2.5 %
Fire Dept	14	1.8 %
911	14	1.8 %
Animal Control	12	1.6 %
Trash	9	1.2 %
Code Compliance	7	0.9 %
City Hall	7	0.9 %
Housing	7	0.9 %
DMV	7	0.9 %
Water/utilities	6	0.8 %
City Councilman	6	0.8 %
Streets	6	0.8 %
Parks & Recreation	5	0.6 %
City Council	4	0.5 %
Zoning	4	0.5 %
Municipal Court	3	0.4 %
Building permits	3	0.4 %
Tax Office	3	0.4 %
Recycle	3	0.4 %
Receptionist	3	0.4 %
Bulk trash pickup	3	0.4 %
Records	3	0.4 %
Code	3	0.4 %
Garbage	3	0.4 %
Water/Utilities	3	0.4 %
Court House	3	0.4 %
DISD	2	0.3 %
Home repair	2	0.3 %
Waste	2	0.3 %
Permits	2	0.3 %
311 & 911	2	0.3 %
Ambulance	2	0.3 %
Office of Special Events	2	0.3 %
Parking	2	0.3 %
Jury Duty	2	0.3 %
Waste Management	2	0.3 %
City	2	0.3 %
311 & 911	2	0.3 %
Street	2	0.3 %
Utility	2	0.3 %
Courts	2	0.3 %
Alarm permits	2	0.3 %
Permit	2	0.3 %
Building inspection	2	0.3 %
Utilities	2	0.3 %
Townhall meetings	2	0.3 %
Mayor's Office	2	0.3 %

Q26a. Which department did you contact MOST RECENTLY?

Q26a. Which Department did you contact most recently	Number	Percent
Dallas Water	1	0.1 %
District 7 Councilman & Mayor's office	1	0.1 %
Water Utilities	1	0.1 %
Planning	1	0.1 %
City councilman	1	0.1 %
City Council representative Scott Griggs	1	0.1 %
Building inpsections	1	0.1 %
Alarms and permits	1	0.1 %
Streets/Sanitation	1	0.1 %
Food licensing permits	1	0.1 %
SNAP customer service	1	0.1 %
Alley repair	1	0.1 %
Jury duty	1	0.1 %
Property Taxes	1	0.1 %
Public Records	1	0.1 %
CITY PLANNING COMMISSION	1	0.1 %
Public Information	1	0.1 %
Receptionists	1	0.1 %
Homeless	1	0.1 %
Planning & Zoning	1	0.1 %
EMS	1	0.1 %
Voters registration	1	0.1 %
DALLAS SWIM/AQUATICS	1	0.1 %
Street maintenance	1	0.1 %
Waste & Service	1	0.1 %
Building Dept	1	0.1 %
City secretary's office	1	0.1 %
Fire Marshall	1	0.1 %
Marriage Dept	1	0.1 %
Senior Citizen Commission	1	0.1 %
Dallas Police Department on Simpsong Stuart Road	1	0.1 %
Department to get permit renewal for security system	1	0.1 %
Phone	1	0.1 %
Municipality Dallas	1	0.1 %
DPD	1	0.1 %
Sidewalk repair	1	0.1 %
Alarms	1	0.1 %
Police, Library	1	0.1 %
Councilman office	1	0.1 %
Office of Homeless Solutions	1	0.1 %
311/library	1	0.1 %
Parks and Recreation	1	0.1 %
City council	1	0.1 %
Emergency	1	0.1 %
Health & Human Services	1	0.1 %
Sewer	1	0.1 %
Code and police	1	0.1 %
Trash pickup/recycle	1	0.1 %
311/trash pickup	1	0.1 %
Public Works Department	1	0.1 %
Economic Development	1	0.1 %
Complaint	1	0.1 %

Q26a. Which department did you contact MOST RECENTLY?

Q26a. Which Department did you contact most recently	Number	Percent
City Hall/Rezoning	1	0.1 %
Tree services, roads	1	0.1 %
Library/Parks & Recreation	1	0.1 %
Parkland Hospital	1	0.1 %
State car registration	1	0.1 %
Vital records	1	0.1 %
City Pound	1	0.1 %
Dallas County Tax Office	1	0.1 %
Gas	1	0.1 %
Home Tax	1	0.1 %
Vitality	1	0.1 %
West Dallas multipurpose center	1	0.1 %
City Manager's office	1	0.1 %
Water/wastewater	1	0.1 %
Traffic and Transportation	1	0.1 %
City Court and Police Department	1	0.1 %
County Clerk	1	0.1 %
TRASH/TREE CITY COUNCIL	1	0.1 %
Open records	1	0.1 %
Property Tax	1	0.1 %
Dallas Public Library Oaklawn	1	0.1 %
Housing Authority	1	0.1 %
Traffic Court	1	0.1 %
Parks Maintenance	1	0.1 %
Recycling	1	0.1 %
311/411	1	0.1 %
Street lighting	1	0.1 %
Street Maintenance	1	0.1 %
Water, street repair	1	0.1 %
Maintenance and repair of neighborhood streets	1	0.1 %
Unclaimed property	1	0.1 %
Toll tags	1	0.1 %
City Manager/Mayor	1	0.1 %
City liability adjuster	1	0.1 %
Atmos Gas	1	0.1 %
Trash collection	1	0.1 %
Procment	1	0.1 %
Repair sidewalks and curbs	1	0.1 %
City Secretary	1	0.1 %
Landmark Commission	1	0.1 %
Alley cleaning	1	0.1 %
Vote	1	0.1 %
City Services	1	0.1 %
Street Signs	1	0.1 %
Alarm services	1	0.1 %
City Manager's Office	1	0.1 %
Tickets and Civil	1	0.1 %
Burglar alarm permit	1	0.1 %
Court	1	0.1 %
Court System	1	0.1 %
Southeast Police	1	0.1 %
Building inspections	1	0.1 %

Q26a. Which department did you contact MOST RECENTLY?

Q26a. Which Department did you contact most recently	Number	Percent
Littering	1	0.1 %
Special collections	1	0.1 %
Health Dept	1	0.1 %
Mark Clayton	1	0.1 %
INFORMATION	1	0.1 %
Fire Dept, Library, Police	1	0.1 %
Passport Office	1	0.1 %
Citizen action	1	0.1 %
DMV, City park	1	0.1 %
WIC	1	0.1 %
Tax Collections Office	1	0.1 %
Waste Water	1	0.1 %
Fair Housing & Human Rights	1	0.1 %
Homestead Exemption	1	0.1 %
Post Office	1	0.1 %
SUBSTATION ON NE HWY	1	0.1 %
Election Clerk	1	0.1 %
DOT	1	0.1 %
Total	774	100.0 %

Q26b. Please rate the performance of the City employees who helped you the last time you contacted the City in the following areas.

(N=805)

	Excellent	Good	Fair	Poor	Don't know
Q26b-1. Knowledge	37.9%	34.0%	15.8%	9.7%	2.6%
Q26b-2. Responsiveness	36.6%	30.4%	14.9%	16.1%	2.0%
Q26b-3. Courtesy	44.1%	32.2%	12.9%	9.3%	1.5%
Q26b-4. Overall	37.6%	31.7%	15.7%	12.5%	2.5%

WITHOUT "DON'T KNOW"
Q26b. Please rate the performance of the City employees who helped you the last time you contacted the City in the following areas. (without "don't know")

(N=805)

	Excellent	Good	Fair	Poor
Q26b-1. Knowledge	38.9%	34.9%	16.3%	9.9%
Q26b-2. Responsiveness	37.3%	31.0%	15.2%	16.5%
Q26b-3. Courtesy	44.8%	32.7%	13.1%	9.4%
Q26b-4. Overall	38.6%	32.5%	16.1%	12.8%

Q27. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements.

(N=1442)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q27-1. I receive good value for City taxes I pay	4.7%	24.5%	30.3%	16.6%	10.5%	13.4%
Q27-2. I am pleased with overall direction City is taking	5.4%	32.9%	28.8%	15.9%	6.2%	10.8%
Q27-3. City government welcomes resident involvement	4.1%	22.1%	28.8%	14.8%	6.7%	23.5%
Q27-4. City government listens to a diverse range of people	4.9%	21.5%	25.1%	15.3%	8.1%	25.1%
Q27-5. City employees are ethical in the way they conduct City business	4.2%	17.6%	29.8%	13.0%	7.0%	28.4%
Q27-6. City government leaders are ethical in the way they conduct business	3.1%	14.2%	29.5%	15.7%	9.9%	27.6%

WITHOUT "DON'T KNOW"

Q27. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please rate your level of agreement with the following statements. (without "don't know")

(N=1442)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q27-1. I receive good value for City taxes I pay	5.4%	28.3%	34.9%	19.2%	12.2%
Q27-2. I am pleased with overall direction City is taking	6.1%	36.9%	32.2%	17.8%	7.0%
Q27-3. City government welcomes resident involvement	5.3%	28.8%	37.7%	19.4%	8.8%
Q27-4. City government listens to a diverse range of people	6.5%	28.7%	33.5%	20.5%	10.8%
Q27-5. City employees are ethical in the way they conduct City business	5.8%	24.6%	41.6%	18.2%	9.8%
Q27-6. City government leaders are ethical in the way they conduct business	4.2%	19.6%	40.8%	21.7%	13.7%

Q28. Overall Quality of Governmental Services. Overall, how would you rate the quality of services provided by...

(N=1442)

	Excellent	Good	Fair	Poor	Don't know
Q28-1. City of Dallas	8.5%	41.0%	33.9%	9.5%	7.1%
Q28-2. Federal government	4.6%	24.8%	37.2%	20.5%	12.9%
Q28-3. State Government	5.2%	29.2%	32.3%	19.6%	13.7%

WITHOUT "DON'T KNOW"
Q28. Overall Quality of Governmental Services. Overall, how would you rate the quality of services provided by... (without "don't know")

(N=1442)

	Excellent	Good	Fair	Poor
Q28-1. City of Dallas	9.1%	44.1%	36.6%	10.2%
Q28-2. Federal government	5.3%	28.5%	42.7%	23.5%
Q28-3. State Government	6.0%	33.8%	37.5%	22.7%

Q29. How many years have you lived in Dallas?

Q29. How many years have you lived in Dallas	Number	Percent
0-5	219	15.2 %
6-10	123	8.5 %
11-15	78	5.4 %
16-20	112	7.8 %
21-30	204	14.1 %
31+	672	46.6 %
Not provided	34	2.4 %
Total	1442	100.0 %

WITHOUT "NOT PROVIDED"
Q29. How many years have you lived in Dallas? (without "not provided")

Q29. How many years have you lived in Dallas	Number	Percent
0-5	219	15.6 %
6-10	123	8.7 %
11-15	78	5.5 %
16-20	112	8.0 %
21-30	204	14.5 %
31+	672	47.7 %
Total	1408	100.0 %

Q30. What is your age?

Q30. Your age	Number	Percent
18-34	296	20.5 %
35-44	286	19.8 %
45-54	281	19.5 %
55-64	291	20.2 %
65+	248	17.2 %
Not provided	40	2.8 %
Total	1442	100.0 %

WITHOUT "NOT PROVIDED"
Q30. What is your age? (without "not provided")

Q30. Your age	Number	Percent
18-34	296	21.1 %
35-44	286	20.4 %
45-54	281	20.0 %
55-64	291	20.8 %
65+	248	17.7 %
Total	1402	100.0 %

Q31. What is your gender?

Q31. Your gender	Number	Percent
Male	699	48.5 %
Female	735	50.9 %
Self-identified	8	0.6 %
Total	1442	100.0 %

Q32. What is your race?

Q32. Your race	Number	Percent
American Indian/Alaskan native	27	1.9 %
Asian/Pacific Islander	48	3.3 %
Black, African/American	372	25.8 %
White/Caucasian	753	52.2 %
Other	280	19.4 %
Total	1480	

Q32. Other

Q32. Other	Number	Percent
Hispanic	218	77.9 %
Multi racial	33	11.8 %
Latino	15	5.4 %
Mexican	8	2.9 %
Middle Eastern	2	0.7 %
Spanish	1	0.4 %
Ethiopian	1	0.4 %
Latin American	1	0.4 %
Cuba	1	0.4 %
Total	280	100.0 %

Q33. Are you of Hispanic, Latino, or Spanish origin?

Q33. Are you of Hispanic, Latino, or Spanish origin	Number	Percent
Yes	577	40.0 %
No	859	59.6 %
Not provided	6	0.4 %
Total	1442	100.0 %

WITHOUT "NOT PROVIDED"
Q33. Are you of Hispanic, Latino, or Spanish origin? (without "not provided")

Q33. Are you of Hispanic, Latino, or Spanish origin	Number	Percent
Yes	577	40.2 %
No	859	59.8 %
Total	1436	100.0 %

Q34. What is the highest degree or level of education you have completed?

Q34. Highest degree or level of education you have completed	Number	Percent
Less than high school	109	7.6 %
High school graduate	182	12.6 %
Some college	285	19.8 %
Associate's degree	125	8.7 %
Bachelor's degree	357	24.8 %
Graduate degree	342	23.7 %
Not provided	42	2.8 %
Total	1442	100.0 %

WITHOUT "NOT PROVIDED"
Q34. What is the highest degree or level of education you have completed? (without "not provided")

Q34. Highest degree or level of education you have completed	Number	Percent
Less than high school	109	7.8 %
High school graduate	182	13.0 %
Some college	285	20.4 %
Associate's degree	125	8.9 %
Bachelor's degree	357	25.5 %
Graduate degree	342	24.4 %
Total	1400	100.0 %

Q35. Which modes of transportation do you use on a regular basis?

Q35. Which modes of transportation do you use on a regular basis	Number	Percent
Drive alone	1291	89.5 %
Carpool	184	12.8 %
Light rail	190	13.2 %
Bus	126	8.7 %
Bicycle	130	9.0 %
Walk	341	23.6 %
Telecommute	77	5.3 %
Other	27	1.9 %
Total	2366	

Q35. Other

Q35. Other	Number	Percent
Uber	10	37.0 %
Car services	2	7.4 %
Motorcycle	2	7.4 %
Air	2	7.4 %
Cab	2	7.4 %
Ride Share	2	7.4 %
Ride with family	1	3.7 %
Uber/Lyft	1	3.7 %
DART	1	3.7 %
House Bound	1	3.7 %
Work shuttle	1	3.7 %
Disabled and don't drive	1	3.7 %
Car	1	3.7 %
Total	27	100.0 %

Q36. Including yourself, how many people in your household are...

	Mean	Sum
number	2.4	3410
Under age 12	0.3	375
Ages 12-17	0.2	228
Ages 18-34	0.6	820
Ages 35-49	0.5	720
Ages 50-64	0.6	799
Ages 65+	0.3	468

Q37. What is the primary language spoken in your home?

Q37. What is the primary language spoken in your home	Number	Percent
English	1244	86.3 %
Spanish	150	10.4 %
Arabic	1	0.1 %
Korean	3	0.2 %
Chinese	3	0.2 %
Vietnamese	5	0.3 %
Other	15	1.0 %
Not provided	21	1.5 %
Total	1442	100.0 %

WITHOUT "NOT PROVIDED"
Q37. What is the primary language spoken in your home? (without "not provided")

Q37. What is the primary language spoken in your home	Number	Percent
English	1244	87.5 %
Spanish	150	10.6 %
Arabic	1	0.1 %
Korean	3	0.2 %
Chinese	3	0.2 %
Vietnamese	5	0.4 %
Other	15	1.0 %
Total	1421	100.0 %

Q37. Other

Q37. Other	Number	Percent
Portuguese	3	19.8 %
Amharic	2	13.2 %
Urdu	1	6.7 %
German	1	6.7 %
Polish	1	6.7 %
Yoruba	1	6.7 %
Farsi	1	6.7 %
Spanish and English	1	6.7 %
Chinese	1	6.7 %
Bilingual	1	6.7 %
Sign language	1	6.7 %
Filipino	1	6.7 %
Total	15	100.0 %

Q38. What is your total annual household income?

Q38. What is your total annual household income	Number	Percent
Less than $24,999	224	15.5 %
$25K - $49,999	268	18.6 %
$50K- $74,999	244	16.9 %
$75K - $99,999	258	17.9 %
$100K+	312	21.6 %
Not provided	136	9.5 %
Total	1442	100.0 %

WITHOUT "NOT PROVIDED"
Q38. What is your total annual household income? (without "not provided")

Q38. What is your total annual household income	Number	Percent
Less than $24,999	224	17.2 %
$25K - $49,999	268	20.5 %
$50K- $74,999	244	18.7 %
$75K - $99,999	258	19.8 %
$100K+	312	23.8 %
Total	1306	100.0 %

Q39. Do you own or rent your home?

Q39. Do you own or rent your home	Number	Percent
Own	863	59.8 %
Rent (or occupy without paying)	570	39.5 %
Not provided	9	0.7 %
Total	1442	100.0 %

WITHOUT "NOT PROVIDED"
Q39. Do you own or rent your home? (without "not provided")

Q39. Do you own or rent your home	Number	Percent
Own	863	60.2 %
Rent (or occupy without paying)	570	39.8 %
Total	1433	100.0 %

Q40. Which of the following best describes your home?

Q40. What best describes your home	Number	Percent
Single family home	1069	74.1 %
Apartment/condo	326	22.6 %
Mobile home	2	0.1 %
Other	24	1.7 %
Not provided	21	1.5 %
Total	1442	100.0 %

WITHOUT "NOT PROVIDED"
Q40. Which of the following best describes your home? (without "not provided")

Q40. What best describes your home	Number	Percent
Single family home	1069	75.2 %
Apartment/condo	326	22.9 %
Mobile home	2	0.1 %
Other	24	1.8 %
Total	1421	100.0 %

Q40. Other

Q40. Other	Number	Percent
Duplex	8	47.0 %
Townhouse	5	29.4 %
House	1	5.9 %
Group home	1	5.9 %
Dallas Housing Apt	1	5.9 %
Rooms for rent	1	5.9 %
Total	17	100.0 %

District

District	Number	Percent
1	102	7.1 %
2	104	7.2 %
3	111	7.8 %
4	107	7.4 %
5	100	6.9 %
6	108	7.6 %
7	100	6.9 %
8	102	7.1 %
9	100	6.9 %
10	100	6.9 %
11	100	6.9 %
12	100	6.9 %
13	103	7.1 %
14	105	7.3 %
Total	1442	100.0 %

Section 5:
Survey Instrument

City of Dallas

January 2018

My Fellow Resident of Dallas:

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. I have said many times the most important product we deliver to our residents and taxpayers is service. *You are our most important customer. We are working hard to improve our processes and deliver services with empathy, through ethical behavior in the spirit of excellence, with equity for all.*

Since my arrival, I have listened to and learned from the community, and made changes in City Hall based on that feedback. I am proud of the hard-working, dedicated staff in Dallas, but I understand that the City still has room for growth. In my opinion, improving customer service has no end point. We can always improve, and we should never be afraid to ask our customers how we're doing.

This is where you come in.

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

To participate, here are some basic instructions:

1. Of those individuals living in your home, the adult 18 years or older who had the most recent birthday should fill out the survey.
2. Fill out the survey completely. "Don't Know" is an acceptable response.
3. Send the completed survey back in the enclosed postage-paid envelope.
4. Only complete one survey per household.
5. Call 888-801-5368 if you have any questions. *Si usted no habla ingles y quiere participar en esta encuesta, por favor llame al 1-844-811-0411.*

Results will be posted on the City's website June 2018 at www.dallascityhall.com. You can also check out the results from prior surveys. Thank you so much for your time and for helping the City of Dallas!

Sincerely,

T.C. Broadnax
City Manager

2018 Community Survey

Thank you for taking time to complete this important survey. Your input will be used to help improve the quality of city services and set priorities for the community. If you have any questions, please call us toll free at (888) 801-5368. When you are finished, please return your completed survey in the enclosed postage-paid envelope. Your responses will remain confidential. If you would prefer to take this survey online, please go to *www.DallasCommunitySurvey.org*.

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

How would you rate...	Excellent	Good	Fair	Poor	Don't Know
1. Dallas as a place to live	4	3	2	1	9
2. Your neighborhood as a place to live	4	3	2	1	9
3. Dallas as a place to raise children	4	3	2	1	9
4. Dallas as a place to work	4	3	2	1	9
5. Dallas as a place to retire	4	3	2	1	9
6. Dallas as a place to do business	4	3	2	1	9
7. The quality of economic development in Dallas	4	3	2	1	9
8. The quality of public schools in Dallas	4	3	2	1	9
9. The overall quality of life in Dallas	4	3	2	1	9

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

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

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

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

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

How would you rate...	Much too slow	Too Slow	About Right	Too Fast	Much too Fast	Don't Know
1. Population growth	5	4	3	2	1	9
2. Retail growth (stores, restaurants, etc.)	5	4	3	2	1	9
3. Job growth	5	4	3	2	1	9

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

Problem in The City	Not a Problem	Minor Problem	Moderate Problem	Major Problem	Don't Know
01. Crime	4	3	2	1	9
02. Drugs	4	3	2	1	9
03. High weeds	4	3	2	1	9
04. Noise	4	3	2	1	9
05. Blighted buildings	4	3	2	1	9
06. Homelessness	4	3	2	1	9
07. Environmental hazard(s), air quality, and toxic waste	4	3	2	1	9
08. Loose dogs and unrestrained pets	4	3	2	1	9
09. Litter	4	3	2	1	9
10. Infrastructure/Streets	4	3	2	1	9
11. Aggressive solicitation/panhandling	4	3	2	1	9
12. Other: _____	4	3	2	1	9

6. Perception of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe", please indicate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Safe	Neither Safe or Unsafe	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood after dark	5	4	3	2	1	9
3. In Dallas' downtown area during the day	5	4	3	2	1	9
4. In Dallas' downtown area after dark	5	4	3	2	1	9
5. In Dallas' parks during the day	5	4	3	2	1	9
6. In Dallas' parks after dark	5	4	3	2	1	9
7. From violent crime (rape, assault, robbery)	5	4	3	2	1	9
8. From property crime (burglary, theft)	5	4	3	2	1	9
9. From fire	5	4	3	2	1	9

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

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

7a. Was this crime/these crimes reported to the police?   ____(1) Yes   ____(2) No

8. **Major Categories of City Services. Please indicate if you have used each of the major categories of services listed below during the past 12 months. Then, rate the City's overall performance in that service by circling the corresponding number.**

Major categories of city services	Have you used this service during the past year?		Excellent	Good	Fair	Poor	Don't Know
01. Ambulance/emergency medical services	Yes	No	4	3	2	1	9
02. Art and Cultural programs/facilities	Yes	No	4	3	2	1	9
03. Neighborhood code enforcement (e.g. high weeds, litter, blight)	Yes	No	4	3	2	1	9
04. Customer service provided by city employees	Yes	No	4	3	2	1	9
05. Drinking water	Yes	No	4	3	2	1	9
06. Fire services	Yes	No	4	3	2	1	9
07. Solid waste services (e.g. garbage and recycling collection)	Yes	No	4	3	2	1	9
08. Land use, planning, and zoning	Yes	No	4	3	2	1	9
09. Maintenance of infrastructure (e.g. city streets and sidewalks)	Yes	No	4	3	2	1	9
10. Parks and recreation system	Yes	No	4	3	2	1	9
11. Police services	Yes	No	4	3	2	1	9
12. Public information services	Yes	No	4	3	2	1	9
13. Public library services	Yes	No	4	3	2	1	9
14. Sewer services (e.g. sanitary sewer/wastewater)	Yes	No	4	3	2	1	9
15. Storm drainage	Yes	No	4	3	2	1	9
16. Traffic signal timing	Yes	No	4	3	2	1	9
17. Dallas Love Field Airport	Yes	No	4	3	2	1	9
18. Municipal court services	Yes	No	4	3	2	1	9

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

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

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

Public safety services	Have you used this service during the past year?		Excellent	Good	Fair	Poor	Don't Know
1. Crime prevention	Yes	No	4	3	2	1	9
2. Traffic enforcement	Yes	No	4	3	2	1	9
3. Efforts by police to fight crime in your neighborhood	Yes	No	4	3	2	1	9
4. Efforts by police to effectively deal with problems in your neighborhood	Yes	No	4	3	2	1	9
5. Response time of police to emergency calls	Yes	No	4	3	2	1	9
6. Response time of fire to emergency calls	Yes	No	4	3	2	1	9
7. Fire prevention and education	Yes	No	4	3	2	1	9

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

1st: ____   2nd: ____

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

Parks and Recreation services	Have you used this service during the past year?		Excellent	Good	Fair	Poor	Don't Know
01. City parks	Yes	No	4	3	2	1	9
02. Recreation programs or classes	Yes	No	4	3	2	1	9
03. Range/variety of recreation programs and classes	Yes	No	4	3	2	1	9
04. Recreation centers/facilities	Yes	No	4	3	2	1	9
05. Accessibility of parks	Yes	No	4	3	2	1	9
06. Accessibility of recreation centers/facilities	Yes	No	4	3	2	1	9
07. Appearance/maintenance of parks	Yes	No	4	3	2	1	9
08. Appearance/maintenance of recreation centers/facilities	Yes	No	4	3	2	1	9
09. Outdoor athletic facilities (soccer/baseball fields, tennis courts)	Yes	No	4	3	2	1	9
10. Walking trails in the city	Yes	No	4	3	2	1	9
11. Outdoor swimming facilities	Yes	No	4	3	2	1	9
12. Ease of registering for city recreation programs/events	Yes	No	4	3	2	1	9
13. City golf courses	Yes	No	4	3	2	1	9

13.   Which THREE of the Park and Recreation services in Question 12 do you think should be the City's TOP PRIORITIES? *[Write in your answers below using the numbers from the list in Question 12.]*

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

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

Code enforcement services	Have you used this service during the past year?		Excellent	Good	Fair	Poor	Don't Know
1. Enforcement at multi-family building conditions	Yes	No	4	3	2	1	9
2. Enforcement of the mowing of weeds and high grass on private property	Yes	No	4	3	2	1	9
3. Enforcement of blighted residential properties	Yes	No	4	3	2	1	9
4. Enforcement of sign regulations	Yes	No	4	3	2	1	9
5. City efforts to remove junk motor vehicles (inoperative) on private property	Yes	No	4	3	2	1	9
6. Enforcement of bulk/brush trash violations	Yes	No	4	3	2	1	9
7. Enforcement of litter on private property	Yes	No	4	3	2	1	9
8. City efforts to survey and abate mosquitos carrying viruses	Yes	No	4	3	2	1	9
9. Enforcement of food safety in restaurants	Yes	No	4	3	2	1	9

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

1st: ____   2nd: ____

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

Solid waste services	Have you used this service during the past year?		Excellent	Good	Fair	Poor	Don't Know
1. Garbage collections	Yes	No	4	3	2	1	9
2. Recycling	Yes	No	4	3	2	1	9
3. Yard waste pick-up	Yes	No	4	3	2	1	9
4. Bulk trash pick-up	Yes	No	4	3	2	1	9
5. Household hazardous waste disposal	Yes	No	4	3	2	1	9

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

1st: _____   2nd: _____

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

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

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

1st: _____   2nd: _____

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

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

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

1st: _____   2nd: _____

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

Other city services/facilities	Have you used this service during the past year?		Excellent	Good	Fair	Poor	Don't Know
01. Services to seniors	Yes	No	4	3	2	1	9
02. Services to youth	Yes	No	4	3	2	1	9
03. Services to low-income people	Yes	No	4	3	2	1	9
04. Variety of arts and cultural programs	Yes	No	4	3	2	1	9
05. Appearance/maintenance of arts and cultural centers/facilities	Yes	No	4	3	2	1	9
06. Accessibility of arts and cultural centers/facilities	Yes	No	4	3	2	1	9
07. Variety of library materials	Yes	No	4	3	2	1	9
08. Appearance/maintenance of libraries/facilities		No	4	3	2	1	9
09. Accessibility of City facilities/services for persons with disabilities	Yes	No	4	3	2	1	9
10. Enforcement of yard parking regulations in your neighborhood (was listed under Code enforcement in 2014)	Yes	No	4	3	2	1	9

23. **Public Information Services. Where do you currently get news and information about city programs, services, and events?** *[Check all that apply.]*

____(1) Local newspapers	____(4) City website	____(7) Radio FM 101.1
____(2) Social media	____(5) Other local radio	____(8) 311
____(3) Dallas City TV (Cable)	____(6) Television News	____(9) Townhall meetings

24. **Please rate the City's performance in the following areas of communication.**

Public information services	Excellent	Good	Fair	Poor	Don't Know
1. Quality of City's cable television channel	4	3	2	1	9
2. WRR 101.1 FM broadcast of City Council meetings	4	3	2	1	9
3. 3-1-1 services	4	3	2	1	9
4. Availability of information about city programs and services	4	3	2	1	9
5. Level of public involvement in decision making	4	3	2	1	9
6. Townhall meetings	4	3	2	1	9
7. The City's social media services (e.g. Facebook, Twitter)	4	3	2	1	9
8. Quality of City website	4	3	2	1	9

25. **Which TWO of the public information services listed in Question 24 do you think should be the City's TOP PRIORITIES?** *[Write in your answers below using the numbers from the list in Question 24.]*

1st: ____   2nd: ____

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

____(1) Yes *[Answer Q26a-b.]*   ____(2) No *[Skip to Q27.]*

26a. **Which department did you contact MOST RECENTLY?**   _____

26b. **Please rate the performance of the City employees who helped you the last time you contacted the City in the following areas.**

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

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

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

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

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

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

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

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

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

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

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

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

____(1) Less than high school ____(3) Some college ____(5) Bachelor's degree
____(2) High school graduate ____(4) Associate's degree ____(6) Graduate degree

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

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

36. **Including yourself, how many people in your household are...**

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

37. **What is the primary language spoken in your home?**

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

38. **What is your total annual household income?**

____(1) Less than $24,999 ____(3) $50,000 - $74,999 ____(5) $100,000 or more
____(2) $25,000 - $49,999 ____(4) $75,000 - $99,999

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

40. **Which of the following best describes your home?**

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

This concludes the survey – Thank you for your time!
Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Individual responses to the survey will remain confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having difficulties with city services. If your address is not correct, please provide the correct information. Thank you.