City of Dallas

2016 City of Dallas DirectionFinder® Survey

Final Report

Submitted to

The City of Dallas, TX

ETC Institute

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2016 City of Dallas Community Survey
Executive Summary Report

Overview and Methodology

During the spring of 2016, 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, and 2014. 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 10,000 households in the City of Dallas. Approximately seven days after the surveys were mailed residents who received the survey were contacted by phone. Those who indicated they had not returned the survey were given the option of completing it by phone. A total of 1,512 households completed the survey.

The results for the random sample of 1,512 households have a 95% level of confidence with a precision of at least +/- 2.5%. 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. Between 100 and 120 surveys were completed for each of the 14 Council Districts.

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 reflects the utilization and awareness of city services, the percentage of "don't know" responses has been provided in the tabular data section of this report.

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
- GIS maps that show the results of selected questions as maps of the City
- importance-satisfaction analysis
- composite satisfaction indices
- tabular data that show the results for each question on the survey
- a copy of the survey instrument

Trend Summary

Overall the satisfaction with the quality of City services increased from 2014 to 2016. To objectively assess the change in overall satisfaction with city services from 2014 to 2016, ETC Institute developed a Composite Satisfaction Index for the City. The Composite Satisfaction Index is derived from the mean rating given for the 16 major categories of city services that were assessed in 2009, 2011, 2013, 2014, and 2016. The index is calculated by dividing the mean rating from 2016 by the mean rating from 2009 and then multiplying the result by 100.

The chart to the right shows the Composite Satisfaction Index from 2009, 2011, 2013, 2014 and 2016 for the City of Dallas and large U.S. communities. In 2016 the Composite Satisfaction Index for the City of Dallas rated at an all-time high of 107.1, which is an increase of 3.6 points from 2014, and an increase of 7.1 points from the baseline year of 2009. While the City of Dallas continues to score well above the 2009 baseline rating, the Composite Satisfaction Index for other large U.S. Cities has remained below the baseline year of 2009. City leaders in Dallas are to be commended for their efforts to sustain high levels of service during a period in which national and regional attitudes toward local government continue to become more negative.

The satisfaction with the overall quality of services by the City of Dallas has increased by 4% since the 2014 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 2014 to 2016 were statistically significant. The most significant increases and decreases among all items that were assessed in 2014 and 2016 on the survey are listed below.

Most Significant INCREASES. The areas where ratings increased by 5% or more from 2014 to 2016 were:

- The City's parks and recreation system (+19%)
- Customer service provided by City employees (+17%)
- Public library services (+13%)
- Arts and cultural programs (+11%)
- Sewer services (+10%)
- Storm drainage (+10%)
- Drinking water (+9%)
- Job opportunities (+8%)
- Solid waste services (+7%)
- Air quality (+7%)
- Bulk trash pickup (+7%)
- Overall quality of Dallas Love Field Airport (+6%)
- Dallas as a place to raise children (+6%)
- Maintenance of infrastructure (+6%)
- Overall quality of life (+6%)
- Appearance and maintenance of parks (+6%)
- Variety of library materials (+5%)
- Accessibility of recreation centers and facilities (+5%)
- Responsiveness (+5%)
- Accessibility of parks (+5%)
- Garbage collections (+5%)
- Appearance of recreation centers and facilities (+5%)
- City parks (+5%)

Most Significant DECREASES. The areas where ratings decreased by 5% or more from 2014 to 2016 were:

- Land use, planning and zoning (-12%)
- Feeling of safety in downtown area after dark (-8%)
- Response time of police to emergencies (-8%)
- Feeling of safety from fire (-8%)
- Access to affordable quality housing7%)
- Feeling of safety in downtown area during the day (-7%)
- WRR 101.1 FM broadcast of City Council Meetings (-6%)
- Feeling of safety from violent crime (-6%)
- Response time of fire department to emergencies (-5%)
- Services to low-income people (-5%)
- Crime prevention (-5%)
- Feeling of safety in neighborhoods after dark (-5%)
- Access to affordable quality child care (-5%)
- Feeling of safety from property crime (-5%)
- Fire prevention and education (-5%)

Major Findings by Area

- **Perception of the Overall Quality of Life in Dallas.** Seventy-seven percent (77%) of the residents surveyed felt the quality of life in Dallas was "excellent" (19%) or "good" (58%); 20% of residents felt the quality of life in Dallas was "fair" and only 3% felt it was poor.

- **Ratings of Dallas as a Place to Live, Place to Work and do Business.** Eighty-seven percent (87%) of the residents surveyed felt Dallas was an "excellent" (41%) or "good" (46%) place to work; 86% of residents felt Dallas was an "excellent" (43%) or "good" (43%) place to do business; and 84% felt Dallas was an "excellent" (31%) or "good" (53%) place to live.

- **Ratings of Various Characteristics and Opportunities in the City.** Eighty-six percent (86%) of the residents surveyed rated shopping opportunities in Dallas as "excellent" (51%) or "good" (35%); and 83% of residents rated the opportunities to attend arts and cultural events in Dallas as "excellent" (37%) or "good" (46%).

- **Ratings of Access in the Community.** Seventy-three percent (73%) of residents rated the access to affordable, quality food in Dallas as "excellent" (28%) or "good" (45%); and 60% of residents rated the access to affordable, quality health care as "excellent" (20%) or "good" (40%).

- **Ratings of Mobility in the Community.** Fifty-seven percent (57%) of residents rated the ease of rail travel in Dallas as "excellent" (16%) or "good" (41%); 52% of residents rated the ease of bus travel in Dallas as "excellent" (13%) or "good" (39%); and 52% of residents rated the ease of car travel in the City as "excellent" (12%) or "good" (40%).

- **Speed of Growth.** Fifty-seven percent (57%) of residents felt population growth in Dallas was "much too fast" (19%) or "too fast" (38%), 42% felt it was "about right" and 1% felt it was "much too slow" or "too slow". Thirty-three percent (33%) of residents felt job growth in Dallas was "much too slow" or "too slow", 60% felt it was "about right" and 7% felt it was "much too fast" (2%) or "too fast" (5%).

- **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: drugs (55%), infrastructure and streets (55%), crime (52%), homelessness (52%), and loose dogs and unrestrained pets (28%).

- **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 (79%), in Dallas's downtown area during the day (66%) and in Dallas's parks during the day (65%). Residents felt least safe in Dallas's parks after dark (12%).

- **Major Categories of City Services.** The City services that residents rated the highest, based upon a combination of "excellent" and "good" ratings, were: art and cultural programs and facilities (95%), overall quality of Dallas Love Field Airport (91%), public library services (89%), ambulance and emergency medical services (88%), fire services (86%), solid waste services (82%) and sewer services (82%). Residents rated the maintenance of infrastructure lowest (31%). 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 (79%) and fire prevention and education (58%). Residents rated crime prevention (45%) the lowest. The public safety services that residents felt were most important were: 1) crime prevention and 2) efforts by police to fight crime in their neighborhood.

- **Park and Recreation.** The park and recreation services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses were: City parks (76%), the accessibility of parks (75%), the appearance and maintenance of parks (71%), the accessibility of recreation centers and facilities (69%) and the appearance of recreation centers and facilities (67%). The park and recreation services that residents felt were most important were: 1) City parks, 2) walking trails in the City, 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 bulk and brush trash violations (47%), enforcement of open storage of junk violations (44%), and the enforcement of sign regulations (44%). The code enforcement services that residents felt were most important were: 1) enforcement of loose dogs and unrestrained pets, 2) enforcement of blighted residential properties, 3) enforcement of open storage of junk violations.

- **Streets and Infrastructure.** The street and infrastructure services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses were: street lighting (42%), street cleaning (34%) and the maintenance of neighborhood streets (30%). Residents rated street repair lowest (18%). The streets and infrastructure services that residents felt were most important were: 1) street repair and 2) maintenance of neighborhood streets.

- **Solid Waste.** The solid waste services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses were: garbage collections (83%) and recycling (79%). The solid waste services that residents felt should be the City's top priorities were: 1) garbage collections and 2) bulk trash pick-up.

- **Water and Wastewater.** The water and wastewater services that residents rated the highest, based a combined percentage of "excellent" and "good" responses were water pressure in your home (80%) and the taste and smell of tap water in the home (68%). 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.

- **3-1-1 Customer Service.** Sixty-seven percent (67%) of residents surveyed rated the service provided by agents handling water service calls as "excellent" (32%) or "good" (35%); and 63% of residents rated the quality of the City's Web-based Service Request System as "excellent" (26%) or "good" (36%).

- **Public Information.** The public information services that residents rated the highest, based upon a combined percentage of "excellent" and "good" responses were: 3-1-1 services (65%), WRR's 101.1 FM broadcast of City Council meetings (64%), quality of City's cable television channel (55%), and quality of DallasCityHall.com (55%). The public information services that residents felt were most important were: 1) availability of information about city programs and services, 2) 311 services, and 3) the level of public involvement in decision making.

  The top two sources where residents get news and information about City programs, services and events were: the television news (70%) and local newspapers (50%).

- **Customer Service.** Over three-fourths (77%) of the residents surveyed rated the courtesy of City employees they interacted with as "excellent" (41%) or "good" (36%); 75% of residents rated the knowledge of City employees as "excellent" (34%) or "good" (41%); and 73% of residents rated the overall quality of customer service from City employees as "excellent" (36%) or "good" (37%).

- **Overall Quality of Governmental Service Provided by the City of Dallas.** Sixty-three percent (63%) of the residents surveyed rated the quality of services provided by the City of Dallas as "excellent" (11%) or "good" (52%); 28% rated City services as "fair" and 9% rated City services as "poor."

Other Findings

- More than three-fourths (79%) of the residents surveyed rated the appearance of arts and cultural centers and facilities in the City as "excellent" (28%) or "good" (51%); and 72% of residents rated the variety of library materials in the City as "excellent" (20%) or "good" (52%).

- Seventy-two percent (72%) of residents rated the variety of arts and cultural programs in Dallas as “excellent” (22%) or “good” (50%).

- Seventy percent (70%) of the residents surveyed rated the accessibility of arts and cultural centers and facilities as “excellent” (20%) or “good” (50%).

- Ninety-four percent (94%) of residents reported they had used the Trinity River Corridor’s recreation amenities during the last 12 months 0-5 times, and 6% indicated they had used the Corridor’s recreational amenities 6+ times during the past 12 months.

- Most (89%) of the residents surveyed reported the mode of transportation they used on a regular basis was driving alone.

Section 1:
Charts and Graphs

City of Dallas
2016 Community Survey

Perceptions of the City

Q1. Ratings of the Overall Quality of Life in Dallas

by percentage of respondents (excluding don't knows)

Source: ETC Institute (May 2016)

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 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)

Source: ETC Institute (May 2016)

Q1. Quality of Life Ratings
Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Q2. Ratings of Characteristics of the Community: General Characteristics and Opportunities

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

Source: ETC Institute (May 2016)

Q2. Ratings of Characteristics of the Community: General Characteristics and Opportunities

Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Q2. Ratings of Characteristics of the Community: Access

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

Source: ETC Institute (May 2016)

Q2. Ratings of Characteristics of the Community: Access -*Trends 2016, 2014, 2013 & 2011*

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

Source: ETC Institute (May 2016)

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 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)

Source: ETC Institute (May 2016)

Q2. Ratings of Characteristics of the Community: Mobility -*Trends 2016, 2014, 2013 & 2011*

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

Source: ETC Institute (May 2016)

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

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

Source: ETC Institute (May 2016)

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 fast" and a rating of 1 is "much too slow" (excluding don't knows)

Source: ETC Institute (May 2016)

Q4. Ratings of Population Growth in Dallas: *Trends - 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)

Source: ETC Institute (May 2016)

Q4. Ratings of Retail Growth in Dallas: *Trends - 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)

Source: ETC Institute (May 2016)

Q4. Ratings of Job Growth in Dallas: *Trends - 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)

Source: ETC Institute (May 2016)

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)

Source: ETC Institute (May 2016)

Q5. Perceptions of Problems in the City of Dallas
Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

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)

Source: ETC Institute (May 2016)

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

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

Source: ETC Institute (May 2016)

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

by percentage of respondents

Source: ETC Institute (May 2016)

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

Trends - 2016, 2014, 2013 & 2011

by percentage of respondents who said "yes"

Source: ETC Institute (May 2016)

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

Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Major Categories of City Services

Q8. Use of Major Categories of City Services During the Past Year

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

Source: ETC Institute (May 2016)

Q8. Ratings of Major Categories of City Services

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

Source: ETC Institute (May 2016)

Q8. Ratings of Major Categories of City Services
Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Q8. (Cont.) Ratings of Major Categories of City Services
Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Q9. Major Categories 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

Source: ETC Institute (May 2016)

Public Safety Services

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 1 is "excellent" and a rating of 4 is "poor" (excluding don't knows)

Source: ETC Institute (May 2016)

Q9. Ratings of Public Safety Services
Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Q11. Public Safety 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

Source: ETC Institute (May 2016)

Park and Recreation Services

Q12. Ratings of Park and Recreation Services

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

Source: ETC Institute (May 2016)

Q12. Ratings of Park and Recreation Services
Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Q12. (Continued) Ratings of Park and Recreation Services *Trends - 2016, 2014, 2013 & 2011*

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

Source: ETC Institute (May 2016)

Q13. Park and Recreation 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

Source: ETC Institute (May 2016)

Code Enforcement

Q14. Ratings of Code Enforcement Services

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

Source: ETC Institute (May 2016)

Q15. Code Enforcement 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

Source: ETC Institute (May 2016)

Streets and Infrastructure

Q16. Ratings of Street and Infrastructure Services

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

Source: ETC Institute (May 2016)

Q16. Ratings of Streets and Infrastructure Services
Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Q17. Street and Infrastructure 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

Source: ETC Institute (May 2016)

Solid Waste Services

Q18. Ratings of Solid Waste Services

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

Source: ETC Institute (May 2016)

Q18. Ratings of Solid Waste Services
Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Q19. Solid Waste 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

Source: ETC Institute (May 2016)

Water and Wastewater Services

Q20. Ratings of Water and Wastewater Services

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

Source: ETC Institute (May 2016)

Q20. Ratings of Water and Wastewater Services
Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Q21. Water and Wastewater 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

Source: ETC Institute (May 2016)

3-1-1 Customer Service Call Center

Q22. Have you used either the City's 3-1-1 Customer Service Call Center or the Water Customer Service line in the past 6 months?

by percentage of respondents

Source: ETC Institute (May 2016)

Q22a-b. Ratings of the 3-1-1 Customer Service Call Center Provided by City Employees

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

Source: ETC Institute (May 2016)

Q22a-b. Ratings of 3-1-1 Customer Service Call Center

Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

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: ETC Institute (May 2016)

Q24. Ratings of Public Information Services

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

Source: ETC Institute (May 2016)

Q24. Ratings of Public Information Services
Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

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

Source: ETC Institute (May 2016)

Other City Services

Q26. Ratings of Various City Services

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

Source: ETC Institute (May 2016)

Q26. Ratings of Various City Services
Trends - 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Customer Service

Q27. 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

Source: ETC Institute (May 2016)

Q27b-e. Ratings of the Customer Service 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 1 is "excellent" and a rating of 4 is "poor" (excluding don't knows)

Source: ETC Institute (May 2016)

Q27b-e. Ratings of City Customer Service
Trends - 2016, 2014, 2013 & 2011

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

Source: ETC Institute (May 2016)

Overall Quality of Governmental Services

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

by percentage of respondents (excluding don't knows)

Source: ETC Institute (May 2016)

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 1 is “excellent” and a rating of 4 is “poor” (excluding don't knows)

Source: ETC Institute (May 2016)

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

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

Source: ETC Institute (May 2016)

Q29. 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)

Source: ETC Institute (May 2016)

Q29. Level of Agreement with Statements Related to the City of Dallas: *Trends - 2016, 2014, 2013 & 2011*

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

Source: ETC Institute (May 2016)

Q30. In the last 12 months, have you observed, watched, listened to, or attened a City Council meeting?

by percentage of respondents (Excluding “Not Provided”)

Source: ETC Institute (May 2016)

Q31. In the last 12 months, how many times, if ever, have you or other household members used the Trinity River Corridor's recreational amenities?

by percentage of respondents

Source: ETC Institute (May 2016)

Q32. Which modes of transportation do you use on a regular basis?

by percentage of respondents

Source: ETC Institute (May 2016)

Survey Respondents by Council District

by percentage of respondents

Source: ETC Institute (May 2016)

Section 2:
GIS Maps

Location of Survey Respondents

2016 City of Dallas Community Survey

Q1-1 Satisfaction with Dallas as a Place to Live

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q1-2 Satisfaction with Respondent's Neighborhood as a Place to Live

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q1-3 Satisfaction with Dallas as a Place to Raise Children

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q1-4 Satisfaction with Dallas as a Place to Work

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q1-5 Satisfaction with Dallas as a Place to Retire

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q1-6 Satisfaction with Dallas as a Place to do Business

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q1-7 Satisfaction with the Quality of Economic Development in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q1-8 Satisfaction with the Quality of Public Schools in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q1-9 Satisfaction with the Overall Quality of Life in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-1 Ratings of Dallas' Sense of Community

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-2 Ratings of the Openness and Acceptance of the Community Towards People of Diverse Backgrounds

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-3 Ratings of the Overall Appearance of Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-4 Ratings of the Opportunities to Attend Arts and Cultural Events

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-5 Ratings of Shopping Opportunities in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-6 Ratings of the Air Quality in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-7 Ratings of the Recreational Activities in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-8 Ratings of the Job Opportunities in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-9 Ratings of the Access to Affordable Quality Housing

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-10 Ratings of the Access to Affordable Quality Child Care

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-11 Ratings of the Access to Affordable Quality Healthcare

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-12 Ratings of the Access to Affordable Quality Food

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-13 Ratings of the Ease of Car Travel in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-14 Ratings of the Ease of Bus Travel in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-15 Ratings of the Ease of Rail Travel in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-16 Ratings of the Ease of Bicycle Travel in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-17 Ratings of the Ease of Walking in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-18 Ratings of Educational Opportunities

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-19 Ratings of the Overall Image/Reputation of Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q2-20 Ratings of the Overall Quality of New Development in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q4-1 Ratings of the Population Growth Speed in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q4-2 Ratings of Retail Growth Speed in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q4-3 Ratings of Job Growth Speed in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-1 Ratings of Crime as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-2 Ratings of Drugs as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-3 Ratings of High Weeds as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-4 Ratings of Noise as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-5 Ratings of Blighted Buildings as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-6 Ratings of Unsupervised Youth as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-7 Ratings of Homelessness as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-8 Ratings of Unwanted Local Businesses as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-9 Ratings of Environmental Hazards, Air Quality & Toxic Waste as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-10 Ratings of Loose Dogs and Unrestrained Pets as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-11 Ratings of Litter as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-12 Ratings of Infrastructure/Streets as a Problem in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q5-13 Ratings of Other Options as Problems in Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q6-1 Feeling of Safety in Your Neighborhood During the Day

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q6-2 Feeling of Safety in Your Neighborhood After Dark

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q6-3 Feeling of Safety in Dallas' Downtown Area During the Day

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q6-4 Feeling of Safety in Dallas' Downtown Area After Dark

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q6-5 Feeling of Safety in Dallas' Parks During the Day

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q6-6 Feeling of Safety in Dallas' Parks After Dark

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q6-7 Feeling of Safety From Violent Crime (Rape, Assault, Robbery)

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q6-8 Feeling of Safety From Property Crime (Burglary, Theft)

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q6-9 Feeling of Safety From Fire

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-01 Performance Ratings of Ambulance/Emergency Medical Services

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-02 Performance Ratings of Art and Cultural Programs/Facilities

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-03 Performance Ratings of Neighborhood Code Enforcement

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-04 Performance Ratings of Customer Service Provided by City Employees

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-05 Performance Ratings of Drinking Water

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-06 Performance Ratings of Fire Services

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-07 Performance Ratings of Solid Waste Services

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-08 Performance Ratings of Land Use, Planning, & Zoning

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-09 Performance Ratings of Maintenance of Infrastructure

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-10 Performance Ratings of the City's Parks and Recreation System

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-11 Performance Ratings of Police Services

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-12 Performance Ratings of Public Information Services

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-13 Performance Ratings of Public Library Services

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-14 Performance Ratings of Sewer Services

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-15 Performance Ratings of Storm Drainage

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-16 Performance Ratings of Traffic Signal Timing

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-17 Performance Ratings of Overall Quality of the Dallas Love Field Airport

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q8-2-18 Performance Ratings of the Municipal Court Services

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q10-1 Ratings of Crime Prevention

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q10-2 Ratings of Traffic Enforcement

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q10-3 Ratings of Efforts by Police to Fight Crime in Respondent's Neighborhood

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q10-4 Ratings of Efforts by Police to Effectively Deal with Problems in Respondent's Neighborhood

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q10-5 Ratings of Response Time of Police to Emergencies

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q10-6 Ratings of Response Time of Fire to Emergencies

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q10-7 Ratings of Fire Prevention and Education

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q10-8 Ratings of Enforcement of Yard Parking Regulations in Respondent's Neighborhood

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-1 Ratings of City Parks

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-2 Ratings of Recreation Programs or Classes

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-3 Ratings of Range/Variety of Recreation Programs and Classes

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-4 Ratings of Recreation Centers/Facilities

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-5 Ratings of Accessibility of Parks

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-6 Ratings of Accessibility of Recreation Centers/Facilities

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-7 Ratings of Appearance/Maintenance of Parks

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-8 Ratings of Appearance of Recreation Centers/Facilities

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-9 Ratings of Outdoor Athletic Facilities

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-10 Ratings of Walking Trails in the City

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-11 Ratings of Bike Lanes in the City

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-12 Ratings of Outdoor Swimming Facilities

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-13 Ratings of Ease of Registering for City Recreation Programs/Events

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q12-14 Ratings of City Golf Courses

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q14-1 Ratings of Enforcement of Open Storage of Junk Violations

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q14-2 Ratings of Enforcement of the Mowing and Cutting of Weeds/High Grass on Private Property

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q14-3 Ratings of Enforcement of Blighted Residential Properties

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q14-4 Ratings of Enforcement of Sign Regulations

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q14-5 Ratings of City efforts to Remove Abandoned or Inoperative Vehicles

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q14-6 Ratings of Enforcement of Bulk/Brush Trash Violations

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q14-7 Ratings of Enforcement of Loose Dogs and Unrestrained Pets

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q16-1 Ratings of Street Repair

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q16-2 Ratings of Street Cleaning

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q16-3 Ratings of Street Lighting

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q16-4 Ratings of Sidewalk Maintenance

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q16-5 Ratings of Alley Maintenance

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q16-6 Ratings of Maintenance of Streets in Respondent's Neighborhood

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q18-1 Ratings of Garbage Collections

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q18-2 Ratings of Recycling

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q18-3 Ratings of Yard Waste Pick-Up

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q18-4 Ratings of Bulk Trash Pick-Up

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q18-5 Ratings of Household Hazardous Waste Disposal

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q20-1 Ratings of Water Pressure in Respondent's Home

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q20-2 Ratings of Taste/Smell of Tap Water in Respondent's Home

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q20-3 Ratings of Water Conservation Programs Sponsored by the City

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q20-4 Ratings of Respondent's Ease of Understanding Water/Wastewater Bill

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q20-5 Ratings of Efforts by the City to Respond Timely to Water/Wastewater Service Issues at Respondent's Home or Business

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q20-6 Ratings of Pricing for Water and Wastewater Service

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q22-2-01 Ratings of Quality of the City's Web-Based Service Request System

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q22-2-02 Ratings of Quality of Service Provided by Agent Who Handled Respondent's Call

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q24-1 Ratings of Quality of City s Cable Television Channel

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q24-2 Ratings of WRR 101.1 FM Broadcast of City Council Meetings

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q24-3 Ratings of 3-1-1 Services

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q24-4 Ratings of Availability of Information about City Programs & Services

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q24-5 Ratings of Level of Public Involvement in Decision Making

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q24-6 Ratings of Town Hall Meetings

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q24-7 Ratings of the City's Social Media Services

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q24-8 Ratings of the Quality of dallascitynews.net

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q24-9 Ratings of the Quality of DallasCityHall.com

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q26-1 Ratings of Services to Seniors

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q26-2 Ratings of Services to Youth

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q26-3 Ratings of Services to Low-Income People

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q26-4 Ratings of Amount of Public Parking

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q26-5 Ratings of Accessibility of Arts and Cultural Centers/Facilities

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q26-6 Ratings of Appearance of Arts and Cultural Centers/Facilities

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q26-7 Ratings of Variety of Library Materials

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q26-8 Ratings of Accessibility of City Facilities/Services for Persons with Disabilities

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q26-9 Ratings of Variety of Arts and Cultural Programs

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q26-10 Ratings of Online Transparency

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q27-3-1 Ratings of Customer Service Knowledge

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q27-3-2 Ratings of Customer Service Responsiveness

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q27-3-3 Ratings of Customer Service Courtesy

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q27-3-4 Ratings of Customer Service Overall

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q28-1 Ratings of the City of Dallas

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q28-2 Ratings of the Federal Government

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q28-3 Ratings of the State Government

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q29-1 Agreement with Receiving Good Value for the City of Dallas Taxes Paid

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q29-2 Agreement with Being Pleased with the Overall Direction that the City of Dallas is Taking

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q29-3 Agreement with the City of Dallas Government Welcoming Citizen Involvment

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q29-4 Agreement with the City of Dallas Government Listening to Citizens

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q29-5 Agreement with Employees at the City of Dallas Being Ethical in the Way They Conduct City Business

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Q29-6 Agreement with Leaders at the City of Dallas Being Ethical in the Way They Conduct Business

2016 City of Dallas Community Survey

Shading reflects the mean rating for all respondents by Council District

Section 3:
Importance-Satisfaction Analysis

Importance-Satisfaction Analysis
2016 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 1 and 2 on a 4-point scale where 1 was “excellent” and 2 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. Fifty percent (50%) of the residents surveyed felt *police services* should be one the City’s top priorities.

With regard to satisfaction (ratings of “excellent” or “good”), 66% of the residents survey rated the city’s overall performance in *police services* as a “1” or a “2” on a 4-point scale (where “1” means “excellent”) excluding “Don't know” responses. The IS rating for *police services* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 50% was multiplied by 34% (1-0.66). This calculation yielded an IS rating of **0.1700**, which was ranked third out of sixteen 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.

2016 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	57%	1	31%	18	0.3933	1
High Priority (IS .10-.20)						
Neighborhood code enforcement	31%	3	45%	16	0.1705	2
Police services	50%	2	66%	13	0.1700	3
Medium Priority (IS <.10)						
Land use, planning and zoning	15%	9	41%	17	0.0885	4
Traffic signal timing	18%	7	51%	15	0.0882	5
Drinking water	28%	4	78%	9	0.0616	6
Customer service provided by city employees	15%	11	67%	12	0.0495	7
The City's parks and recreation system	18%	6	78%	8	0.0396	8
Municipal court services	7%	15	60%	14	0.0280	9
Solid waste services	15%	10	82%	6	0.0270	10
Ambulance/emergency medical services	22%	5	88%	4	0.0264	11
Storm drainage	10%	13	74%	10	0.0260	12
Fire services	17%	8	86%	5	0.0238	13
Sewer services	10%	12	82%	7	0.0180	14
Public information services	6%	17	71%	11	0.0174	15
Public library services	6%	16	89%	3	0.0066	16
Arts and cultural programs	9%	14	95%	1	0.0045	17
Overall quality of Dallas Love Field Airport	3%	18	91%	2	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 "1" being excellent and "4" being poor.

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2016 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 and wastewater service	40%	2	38%	6	0.2470	1
Taste/smell of tap water in your home	51%	1	68%	5	0.1629	2
Medium Priority (IS <.10)						
Water conservation programs	26%	4	64%	1	0.0943	3
Response to water/wastewater service issues	20%	5	64%	2	0.0716	4
Water pressure in your home	22%	3	80%	4	0.0440	5
Ease of understanding water/wastewater bills	8%	6	68%	3	0.0253	6

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 "1" being excellent and "4" being poor.

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2016 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	63%	1	45%	8	0.3471	1
High Priority (IS .10-.20)						
Response time of police to emergencies	31%	3	47%	6	0.1610	2
Efforts by police to fight crime in your neighborhood	33%	2	56%	3	0.1417	3
Efforts by police to effectively deal with problems in your neighborhood	16%	4	55%	4	0.0717	4
Medium Priority (IS <.10)						
Traffic enforcement	13%	5	50%	5	0.0661	5
Enforcement of yard parking regulations in your neighborhood	9%	6	46%	7	0.0478	6
Response time of fire to emergencies	9%	7	79%	1	0.0186	7
Fire prevention & education	4%	8	58%	2	0.0167	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 "1" being excellent and "4" being poor.

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2016 Importance-Satisfaction Rating
City of Dallas
Streets and Infrastructure Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Street repair	75%	1	18%	5	0.6142	1
Maintenance of neighborhood streets	31%	2	30%	3	0.2142	2
High Priority (IS .10-.20)						
Sidewalk maintenance	22%	4	25%	4	0.1643	3
Street lighting	29%	3	43%	1	0.1630	4
Medium Priority (IS <.10)						
Alley maintenance	16%	5	18%	6	0.1320	5
Street cleaning	10%	6	34%	2	0.0647	6

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 "1" being excellent and "4" being poor.

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2016 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)						
Household hazardous waste disposal	21%	4	54%	5	0.0976	4
Garbage collections	51%	1	83%	1	0.0879	1
Bulk trash pick-up	34%	2	77%	3	0.0773	2
Recycling	34%	3	79%	2	0.0692	3
Yard waste pick-up	20%	5	75%	4	0.0500	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 "1" being excellent and "4" being poor.

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2016 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	30%	3	29%	9	0.2105	1
High Priority (IS .10-.20)						
Availability of information about city programs & services	33%	1	47%	7	0.1726	2
311 services	30%	2	65%	1	0.1053	3
Medium Priority (IS <.10)						
Town Hall meetings	11%	4	40%	8	0.0675	4
Quality of City's cable television channel	10%	5	55%	3	0.0437	5
Quality of DallasCityHall.com	8%	6	55%	4	0.0380	6
City's social media services	5%	7	47%	6	0.0275	7
Quality of DallasCityNews.net	4%	8	53%	5	0.0198	8
WRR 101.1 FM broadcast of City Council meetin	3%	9	64%	2	0.0107	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 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 "1" being excellent and "4" being poor.

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2016 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)						
Bike lanes in the city	22%	4	41%	13	0.1289	1
Walking trails in the city	32%	2	60%	10	0.1267	2
Outdoor swimming facilities	15%	8	33%	14	0.1004	3
Medium Priority (IS <.10)						
Appearance/maintenance of parks	31%	3	71%	3	0.0911	4
City parks	36%	1	76%	1	0.0870	5
Range/variety of recreation programs & classes	16%	6	56%	11	0.0706	6
Recreation programs or classes	17%	5	61%	9	0.0668	7
Recreation centers/facilities	15%	7	62%	8	0.0567	8
Outdoor athletic facilities	13%	10	63%	7	0.0481	9
Accessibility of parks	15%	9	75%	2	0.0377	10
Ease of registering recreation programs/events	8%	12	55%	12	0.0358	11
Appearance of recreation centers/facilities	10%	11	67%	5	0.0333	12
Accessibility of recreation centers/facilities	8%	13	69%	4	0.0248	13
City golf courses	4%	14	66%	6	0.0134	14

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 "1" being excellent and "4" being poor.

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2016 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
Very High Priority (IS >.20)						
Enforcement of loose dogs & unrestrained pets	37%	1	30%	7	0.2601	1
Enforcement of blighted residential properties	32%	2	30%	6	0.2234	2
High Priority (IS .10-.20)						
Enforcement of mowing & cutting of weeds & high grass on private property	27%	4	42%	4	0.1597	3
Enforcement of open storage of junk violations	28%	3	44%	2	0.1582	4
City efforts to remove abandoned or inoperative vehicles	17%	5	39%	5	0.1060	5
Medium Priority (IS <.10)						
Enforcement of bulk/brush trash violations	15%	6	47%	1	0.0785	6
Enforcement of sign regulations	7%	7	43%	3	0.0420	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 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 "1" being excellent and "4" being poor.

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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.

2016 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)

Source: ETC Institute (2016)

2016 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)

Source: ETC Institute (2016)

2016 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)

Source: ETC Institute (2016)

2016 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)

Source: ETC Institute (2016)

2016 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)

Source: ETC Institute (2016)

2016 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)

Source: ETC Institute (2016)

2016 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)

Source: ETC Institute (2016)

2016 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)

Source: ETC Institute (2016)

Section 4:
Composite Satisfaction Indices

Composite-Satisfaction Indices
2016 Dallas Community Survey

Overview

To objectively assess the change in satisfaction with city services from previous surveys, ETC Institute developed Composite Satisfaction Indices for the City.

The indices are calculated by dividing the mean rating for each year the survey was administered by the mean rating from the baseline year of 2007 and then multiplying the result by 100. ETC Institute created indices for nine categories of city services:

- Quality of Life
- Perceptions
- Mobility
- Major Services
- Public Safety
- Streets and Infrastructure
- Solid Waste
- Parks and Recreation
- Customer Service

The satisfaction index for each of these nine categories is based on the satisfaction ratings for questions on the survey that fall within each category. The following pages show the survey questions that make up each of the nine categories.

ETC Institute also created an overall satisfaction index, which is based on the ratings for each of the nine individual indices.

The following pages show the overall satisfaction index and the individual indices for 2007, 2009, 2011, 2013, 2014, and 2016.

City of Dallas Composite Satisfaction Indices

INDEX	2016	2014	2013	2011	2009	2007
Quality of Life Index	130	124	124	115	114	100
Mobility Index	108	110	112	115	113	100
Major Services Index	126	118	115	118	113	100
Customer Service Index	131	124	126	125	128	100
Public Safety Index	115	114	115	120	109	100
Streets and Infrastructure Index	97	100	105	121	104	100
Solid Waste Index	132	125	129	123	119	100
Parks and Recreation Index	123	114	112	111	105	100
Perceptions Index	124	120	118	114	108	100
Total Value of 9 Individual Indices	**1086**	**1049**	**1057**	**1062**	**1013**	**900**
Comp Index with 2009 Base Year	**107.1**	**103.5**	**104.3**	**104.8**	**100.0**	**NA**
Comp Index with 2007 Base Year	**120.6**	**116.5**	**117.5**	**118.0**	**112.6**	**100.0**

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

INDIVIDUAL INDICES

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

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

PERCEPTIONS INDEX	2016	2014	2013	2011	2009	2007
Acceptance of people w/ diverse backgrounds	54	54	56	55	49	41
Air quality	56	49	49	48	43	36
Educational opportunities	69	69	70	68	67	64
Job opportunities	77	69	64	57	58	57
Opportunities to attend art/cultural events	83	82	80	79	74	70
Overall appearance of Dallas	70	67	65	65	60	55
Overall image/reputation of Dallas	73	70	70	66	63	53
Quality of new development in Dallas	74	73	70	65	66	64
Recreational activities	68	69	65	64	57	56
Sense of community	55	53	56	52	48	38
Shopping opportunities	86	86	86	84	82	83
Total Value	**765**	**741**	**731**	**703**	**667**	**617**
Comp Index with 2007 Base Year	**124**	**120**	**118**	**114**	**108**	**NA**

City of Dallas Composite Satisfaction Indices

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

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

PUBLIC SAFETY INDEX	2016	2014	2013	2011	2009	2007
Fire prevention and education	58	63	59	65	58	56
Traffic enforcement	50	52	55	55	59	50
Crime prevention	45	50	48	47	40	30
Municipal courts	60	45	46	50	43	44
Animal Control	36	36	40	43	36	36
Total Value	**249**	**246**	**248**	**260**	**236**	**216**
Comp Index with 2007 Base Year	**115**	**114**	**115**	**120**	**109**	**NA**

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

City of Dallas Composite Satisfaction Indices

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

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

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

Section 5:
Tabular Data

Q1. PERCEPTIONS OF THE CITY. Please rate the following items by circling the corresponding number below.

(N=1512)

	Excellent	Good	Fair	Poor	Don't Know
Q1-1. Dallas as a place to live	31.1%	52.9%	13.9%	1.5%	0.6%
Q1-2. Your neighborhood as a place to live	35.0%	38.3%	18.7%	7.2%	0.8%
Q1-3. Dallas as a place to raise children	20.4%	44.9%	24.1%	6.1%	4.5%
Q1-4. Dallas as a place to work	39.6%	45.2%	10.2%	3.1%	1.9%
Q1-5. Dallas as a place to retire	20.3%	38.9%	25.2%	10.4%	5.2%
Q1-6. Dallas as a place to do business	39.5%	40.5%	10.5%	2.9%	6.6%
Q1-7. Quality of economic development in Dallas	29.1%	41.6%	18.2%	6.2%	4.9%
Q1-8. Quality of public schools in Dallas	5.2%	19.1%	33.2%	35.4%	7.1%
Q1-9. Overall quality of life in Dallas	18.8%	57.5%	19.8%	2.7%	1.2%

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=1512)

	Excellent	Good	Fair	Poor
Q1-1. Dallas as a place to live	31.3%	53.2%	14.0%	1.5%
Q1-2. Your neighborhood as a place to live	35.3%	38.7%	18.8%	7.2%
Q1-3. Dallas as a place to raise children	21.3%	47.0%	25.2%	6.5%
Q1-4. Dallas as a place to work	40.4%	46.1%	10.4%	3.1%
Q1-5. Dallas as a place to retire	21.4%	41.0%	26.6%	11.0%
Q1-6. Dallas as a place to do business	42.3%	43.3%	11.2%	3.2%
Q1-7. Quality of economic development in Dallas	30.6%	43.7%	19.2%	6.5%
Q1-8. Quality of public schools in Dallas	5.6%	20.5%	35.8%	38.1%
Q1-9. Overall quality of life in Dallas	19.0%	58.2%	20.0%	2.8%

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

(N=1512)

	Excellent	Good	Fair	Poor	Don't Know
Q2-1. Sense of community	9.9%	43.5%	34.3%	9.9%	2.4%
Q2-2. Openness & acceptance of community towards people of diverse backgrounds	10.3%	41.6%	33.1%	11.4%	3.6%
Q2-3. Overall appearance of Dallas	15.4%	53.2%	24.2%	6.0%	1.2%
Q2-4. Opportunities to attend arts & cultural events	35.6%	44.3%	13.6%	3.4%	3.1%
Q2-5. Shopping opportunities	50.6%	35.0%	9.6%	3.8%	1.0%
Q2-6. Air quality	9.1%	45.4%	32.1%	10.8%	2.6%
Q2-7. Recreational activities	20.0%	46.6%	24.1%	7.0%	2.3%
Q2-8. Job opportunities	28.6%	44.4%	16.3%	5.2%	5.5%
Q2-9. Access to affordable quality housing	10.2%	36.5%	29.2%	14.4%	9.7%
Q2-10. Access to affordable quality child care	7.2%	26.6%	24.8%	11.6%	29.8%
Q2-11. Access to affordable quality health care	18.4%	37.6%	24.2%	12.7%	7.1%
Q2-12. Access to affordable quality food	27.1%	43.3%	19.8%	6.9%	2.9%
Q2-13. Ease of car travel in Dallas	11.3%	38.7%	30.5%	16.1%	3.4%
Q2-14. Ease of bus travel in Dallas	9.2%	27.0%	23.5%	9.8%	30.5%
Q2-15. Ease of rail travel in Dallas	12.0%	30.3%	23.1%	9.1%	25.5%
Q2-16. Ease of bicycle travel in Dallas	5.7%	19.1%	27.9%	19.2%	28.1%
Q2-17. Ease of walking in Dallas	8.0%	27.6%	33.3%	23.3%	7.8%
Q2-18. Educational opportunities	20.9%	43.1%	22.4%	6.7%	6.9%
Q2-19. Overall image/reputation of Dallas	16.2%	55.2%	21.2%	4.7%	2.7%
Q2-20. Overall quality of new development in Dallas	21.5%	47.5%	18.2%	5.9%	6.9%

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=1512)

	Excellent	Good	Fair	Poor
Q2-1. Sense of community	10.2%	44.6%	35.2%	10.0%
Q2-2. Openness & acceptance of community towards people of diverse backgrounds	10.7%	43.2%	34.4%	11.7%
Q2-3. Overall appearance of Dallas	15.5%	53.9%	24.5%	6.1%
Q2-4. Opportunities to attend arts & cultural events	36.8%	45.7%	14.0%	3.5%
Q2-5. Shopping opportunities	51.1%	35.3%	9.7%	3.9%
Q2-6. Air quality	9.4%	46.6%	32.9%	11.1%
Q2-7. Recreational activities	20.4%	47.7%	24.7%	7.2%
Q2-8. Job opportunities	30.3%	46.9%	17.3%	5.5%
Q2-9. Access to affordable quality housing	11.3%	40.4%	32.3%	16.0%
Q2-10. Access to affordable quality child care	10.2%	37.9%	35.4%	16.5%
Q2-11. Access to affordable quality health care	19.9%	40.4%	26.0%	13.7%
Q2-12. Access to affordable quality food	27.9%	44.6%	20.4%	7.1%
Q2-13. Ease of car travel in Dallas	11.7%	40.1%	31.5%	16.7%
Q2-14. Ease of bus travel in Dallas	13.3%	38.8%	33.8%	14.1%
Q2-15. Ease of rail travel in Dallas	16.1%	40.7%	31.0%	12.2%
Q2-16. Ease of bicycle travel in Dallas	8.0%	26.5%	38.8%	26.7%
Q2-17. Ease of walking in Dallas	8.6%	29.9%	36.1%	25.4%
Q2-18. Educational opportunities	22.4%	46.3%	24.1%	7.2%
Q2-19. Overall image/reputation of Dallas	16.6%	56.7%	21.8%	4.9%
Q2-20. Overall quality of new development in Dallas	23.1%	51.0%	19.6%	6.3%

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	90	6.0 %
Openness & acceptance of community towards people of diverse backgrounds	101	6.7 %
Overall appearance of Dallas	102	6.7 %
Opportunities to attend arts & cultural events	22	1.5 %
Shopping opportunities	17	1.1 %
Air quality	99	6.5 %
Recreational activities	23	1.5 %
Job opportunities	208	13.8 %
Access to affordable quality housing	163	10.8 %
Access to affordable quality child care	14	0.9 %
Access to affordable quality health care	59	3.9 %
Access to affordable quality food	14	0.9 %
Ease of car travel in Dallas	97	6.4 %
Ease of bus travel in Dallas	10	0.7 %
Ease of rail travel in Dallas	22	1.5 %
Ease of bicycle travel in Dallas	19	1.3 %
Ease of walking in Dallas	25	1.7 %
Educational opportunities	119	7.9 %
Overall image/reputation of Dallas	34	2.2 %
Overall quality of new development in Dallas	26	1.7 %
None chosen	248	16.3 %
Total	1512	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	67	4.4 %
Openness & acceptance of community towards people of diverse backgrounds	87	5.8 %
Overall appearance of Dallas	76	5.0 %
Opportunities to attend arts & cultural events	24	1.6 %
Shopping opportunities	15	1.0 %
Air quality	81	5.4 %
Recreational activities	48	3.2 %
Job opportunities	149	9.9 %
Access to affordable quality housing	140	9.3 %
Access to affordable quality child care	53	3.5 %
Access to affordable quality health care	94	6.2 %
Access to affordable quality food	24	1.6 %
Ease of car travel in Dallas	93	6.2 %
Ease of bus travel in Dallas	14	0.9 %
Ease of rail travel in Dallas	32	2.1 %
Ease of bicycle travel in Dallas	24	1.6 %
Ease of walking in Dallas	54	3.6 %
Educational opportunities	102	6.7 %
Overall image/reputation of Dallas	45	3.0 %
Overall quality of new development in Dallas	29	1.9 %
None chosen	261	17.1 %
Total	1512	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	73	4.8 %
Openness & acceptance of community towards people of diverse backgrounds	69	4.6 %
Overall appearance of Dallas	76	5.0 %
Opportunities to attend arts & cultural events	27	1.8 %
Shopping opportunities	21	1.4 %
Air quality	80	5.3 %
Recreational activities	52	3.4 %
Job opportunities	76	5.0 %
Access to affordable quality housing	106	7.0 %
Access to affordable quality child care	45	3.0 %
Access to affordable quality health care	103	6.8 %
Access to affordable quality food	39	2.6 %
Ease of car travel in Dallas	80	5.3 %
Ease of bus travel in Dallas	25	1.7 %
Ease of rail travel in Dallas	29	1.9 %
Ease of bicycle travel in Dallas	39	2.6 %
Ease of walking in Dallas	60	4.0 %
Educational opportunities	85	5.6 %
Overall image/reputation of Dallas	68	4.5 %
Overall quality of new development in Dallas	69	4.6 %
None chosen	290	19.1 %
Total	1512	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? (top 3)

Q3. Sum of Top 3 Choices	Number	Percent
Sense of community	230	15.2 %
Openness & acceptance of community towards people of diverse backgrounds	257	17.0 %
Overall appearance of Dallas	254	16.8 %
Opportunities to attend arts & cultural events	73	4.8 %
Shopping opportunities	53	3.5 %
Air quality	260	17.2 %
Recreational activities	123	8.1 %
Job opportunities	433	28.6 %
Access to affordable quality housing	409	27.1 %
Access to affordable quality child care	112	7.4 %
Access to affordable quality health care	256	16.9 %
Access to affordable quality food	77	5.1 %
Ease of car travel in Dallas	270	17.9 %
Ease of bus travel in Dallas	49	3.2 %
Ease of rail travel in Dallas	83	5.5 %
Ease of bicycle travel in Dallas	82	5.4 %
Ease of walking in Dallas	139	9.2 %
Educational opportunities	306	20.2 %
Overall image/reputation of Dallas	147	9.7 %
Overall quality of new development in Dallas	124	8.2 %
None chosen	248	16.4 %
Total	3985	

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

(N=1512)

	Much too fast	Too fast	About right	Too slow	Much too slow	Don't know
Q4-1. Population growth	18.3%	35.2%	38.9%	0.8%	0.1%	6.7%
Q4-2. Retail growth (stores, restaurants)	7.3%	16.8%	59.4%	10.0%	2.3%	4.2%
Q4-3. Job growth	2.2%	4.4%	53.9%	24.2%	5.5%	9.8%

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=1512)

	Much too fast	Too fast	About right	Too slow	Much too slow
Q4-1. Population growth	19.4%	37.8%	41.7%	1.0%	0.1%
Q4-2. Retail growth (stores, restaurants)	7.6%	17.5%	62.1%	10.4%	2.4%
Q4-3. Job growth	2.4%	4.9%	59.8%	26.8%	6.1%

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=1512)

	Major problem	Moderate problem	Minor problem	Not a problem	Don't know
Q5-1. Crime	50.8%	40.5%	5.7%	0.5%	2.5%
Q5-2. Drugs	51.4%	33.0%	7.1%	1.5%	7.0%
Q5-3. High weeds	16.9%	29.7%	35.3%	11.5%	6.6%
Q5-4. Noise	12.8%	31.0%	38.7%	14.0%	3.5%
Q5-5. Blighted buildings	12.6%	30.8%	33.6%	11.1%	11.9%
Q5-6. Unsupervised youth	24.6%	33.2%	23.6%	6.8%	11.8%
Q5-7. Homelessness	49.6%	30.2%	13.0%	2.6%	4.6%
Q5-8. Unwanted local businesses	10.4%	21.7%	31.3%	21.1%	15.5%
Q5-9. Environmental hazard(s), air quality & toxic waste	17.3%	31.6%	29.1%	12.3%	9.7%
Q5-10. Loose dogs & unrestrained pets	26.9%	22.2%	30.1%	15.8%	5.0%
Q5-11. Litter	24.3%	31.4%	34.1%	8.0%	2.2%
Q5-12. Infrastructure/streets	52.7%	29.3%	11.9%	2.7%	3.4%
Q5-13. Other	30.2%	7.2%	1.5%	0.9%	60.2%

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=1512)

	Major problem	Moderate problem	Minor problem	Not a problem
Q5-1. Crime	52.1%	41.5%	5.9%	0.5%
Q5-2. Drugs	55.3%	35.5%	7.7%	1.5%
Q5-3. High weeds	18.1%	31.8%	37.8%	12.3%
Q5-4. Noise	13.2%	32.1%	40.1%	14.6%
Q5-5. Blighted buildings	14.3%	34.9%	38.2%	12.6%
Q5-6. Unsupervised youth	27.9%	37.6%	26.8%	7.7%
Q5-7. Homelessness	52.0%	31.7%	13.7%	2.6%
Q5-8. Unwanted local businesses	12.3%	25.7%	37.0%	25.0%
Q5-9. Environmental hazard(s), air quality & toxic waste	19.2%	35.0%	32.2%	13.6%
Q5-10. Loose dogs & unrestrained pets	28.3%	23.3%	31.7%	16.7%
Q5-11. Litter	24.8%	32.1%	34.9%	8.2%
Q5-12. Infrastructure/streets	54.6%	30.3%	12.3%	2.8%
Q5-13. Other	76.0%	18.1%	3.7%	2.2%

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

(N=1512)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q6-1. In your neighborhood during the day	35.9%	43.0%	13.9%	4.6%	2.1%	0.5%
Q6-2. In your neighborhood after dark	12.4%	39.0%	25.0%	14.3%	7.8%	1.5%
Q6-3. In Dallas downtown area during the day	14.7%	43.8%	22.9%	6.8%	1.6%	10.2%
Q6-4. In Dallas downtown area after dark	2.0%	11.7%	30.2%	29.9%	11.3%	14.9%
Q6-5. In Dallas parks during the day	15.2%	44.3%	24.1%	6.2%	2.3%	7.9%
Q6-6. In Dallas parks after dark	1.8%	8.3%	21.9%	36.5%	15.7%	15.8%
Q6-7. From violent crime (rape, assault, robbery)	3.3%	20.9%	30.5%	26.0%	14.6%	4.7%
Q6-8. From property crime (burglary, theft)	2.0%	15.7%	32.4%	31.4%	15.5%	3.0%
Q6-9. From fire	15.5%	36.5%	33.2%	5.8%	2.7%	6.3%

WITHOUT DON'T KNOW

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

(N=1512)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q6-1. In your neighborhood during the day	36.1%	43.2%	14.0%	4.6%	2.1%
Q6-2. In your neighborhood after dark	12.5%	39.6%	25.3%	14.6%	8.0%
Q6-3. In Dallas downtown area during the day	16.4%	48.8%	25.4%	7.6%	1.8%
Q6-4. In Dallas downtown area after dark	2.3%	13.7%	35.5%	35.2%	13.3%
Q6-5. In Dallas parks during the day	16.5%	48.1%	26.2%	6.7%	2.5%
Q6-6. In Dallas parks after dark	2.1%	9.9%	26.0%	43.3%	18.7%
Q6-7. From violent crime (rape, assault, robbery)	3.4%	21.9%	32.0%	27.3%	15.4%
Q6-8. From property crime (burglary, theft)	2.1%	16.2%	33.3%	32.4%	16.0%
Q6-9. From fire	16.5%	39.0%	35.4%	6.2%	2.9%

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 12 months	Number	Percent
Yes	250	16.5 %
No	1262	83.5 %
Total	1512	100.0 %

Q7-1. (If YES to Question 7) Was this crime reported to the police?

Q7a. Was this crime reported to police	Number	Percent
Yes	192	76.8 %
No	57	22.8 %
Not provided	1	0.4 %
Total	250	100.0 %

Q8. MAJOR CATEGORIES OF CITY SERVICES. Please indicate if you have used each of the major categories listed below during the past 12 months.

(N=1512)

	Yes	No
Q8-1. Ambulance/emergency medical services	16.1%	83.9%
Q8-2. Art & cultural programs/facilities	48.5%	51.5%
Q8-3. Neighborhood code enforcement (e.g. high weeds, litter, blight)	22.7%	77.3%
Q8-4. Customer service provided by city employees	42.6%	57.4%
Q8-5. Drinking water	61.0%	39.0%
Q8-6. Fire services	5.8%	94.2%
Q8-7. Solid waste services (e.g. garbage & recycling collection)	74.3%	25.7%
Q8-8. Land use, planning, & zoning	9.9%	90.1%
Q8-9. Maintenance of infrastructure (e.g. city streets & sidewalks)	41.2%	58.8%
Q8-10. City's parks & recreation system	52.1%	47.9%
Q8-11. Police services	24.7%	75.3%
Q8-12. Public information services	22.6%	77.4%
Q8-13. Public library services	38.9%	61.1%
Q8-14. Sewer services (e.g. sanitary sewer/ wastewater)	51.2%	48.8%
Q8-15. Storm drainage	38.8%	61.2%
Q8-16. Traffic signal timing	48.5%	51.5%
Q8-17. Overall quality of Dallas Love Field Airport	45.3%	54.7%
Q8-18. Municipal court services	19.8%	80.2%

Q8. For each city service you have used in the past 12 months, please rate the City's overall performance in that category by circling the corresponding number.

(N=1371)

	Excellent	Good	Fair	Poor	Don't Know
Q8-1. Ambulance/emergency medical services	52.5%	34.9%	7.1%	5.0%	0.5%
Q8-2. Art & cultural programs/facilities	54.0%	40.7%	4.3%	0.6%	0.4%
Q8-3. Neighborhood code enforcement (e.g. high weeds, litter, blight)	15.8%	28.3%	27.1%	28.3%	0.5%
Q8-4. Customer service provided by city employees	23.6%	43.0%	19.3%	13.9%	0.2%
Q8-5. Drinking water	29.4%	47.5%	16.9%	5.4%	0.8%
Q8-6. Fire services	53.6%	27.4%	7.1%	6.0%	5.9%
Q8-7. Solid waste services (e.g. garbage & recycling collection)	35.9%	45.9%	13.0%	4.6%	0.6%
Q8-8. Land use, planning, & zoning	14.5%	26.2%	29.7%	28.3%	1.3%
Q8-9. Maintenance of infrastructure (e.g. city streets & sidewalks)	9.3%	22.1%	28.7%	39.4%	0.5%
Q8-10. City's parks & recreation system	23.7%	53.2%	18.1%	4.1%	0.9%
Q8-11. Police services	27.5%	38.2%	20.6%	12.9%	0.8%
Q8-12. Public information services	22.0%	47.9%	22.6%	6.3%	1.2%
Q8-13. Public library services	44.2%	43.8%	7.6%	3.3%	1.1%
Q8-14. Sewer services (e.g. sanitary sewer/ wastewater)	27.1%	52.8%	12.5%	5.5%	2.1%
Q8-15. Storm drainage	23.4%	49.5%	17.8%	8.2%	1.1%
Q8-16. Traffic signal timing	9.8%	40.6%	32.4%	15.7%	1.5%
Q8-17. Overall quality of Dallas Love Field Airport	52.7%	38.2%	7.1%	1.5%	0.5%
Q8-18. Municipal court services	15.5%	43.9%	25.7%	13.5%	1.4%

WITHOUT DON'T KNOW

Q8. For each city service you have used in the past 12 months, please rate the City's overall performance in that category by circling the corresponding number. (without "don't know")

(N=1371)

	Excellent	Good	Fair	Poor
Q8-1. Ambulance/emergency medical services	52.7%	35.0%	7.2%	5.1%
Q8-2. Art & cultural programs/facilities	54.2%	40.9%	4.3%	0.6%
Q8-3. Neighborhood code enforcement (e.g. high weeds, litter, blight)	15.9%	28.4%	27.2%	28.5%
Q8-4. Customer service provided by city employees	23.6%	43.1%	19.3%	14.0%
Q8-5. Drinking water	29.6%	47.9%	17.0%	5.5%
Q8-6. Fire services	57.0%	29.1%	7.6%	6.3%
Q8-7. Solid waste services (e.g. garbage & recycling collection)	36.1%	46.2%	13.0%	4.7%
Q8-8. Land use, planning, & zoning	14.7%	26.6%	30.1%	28.6%
Q8-9. Maintenance of infrastructure (e.g. city streets & sidewalks)	9.3%	22.2%	28.9%	39.6%
Q8-10. City's parks & recreation system	23.9%	53.7%	18.3%	4.1%
Q8-11. Police services	27.7%	38.5%	20.8%	13.0%
Q8-12. Public information services	22.3%	48.5%	22.9%	6.3%
Q8-13. Public library services	44.7%	44.3%	7.7%	3.3%
Q8-14. Sewer services (e.g. sanitary sewer/wastewater)	27.7%	54.0%	12.8%	5.5%
Q8-15. Storm drainage	23.7%	50.0%	18.0%	8.3%
Q8-16. Traffic signal timing	9.9%	41.2%	33.0%	15.9%
Q8-17. Overall quality of Dallas Love Field Airport	53.0%	38.4%	7.1%	1.5%
Q8-18. Municipal court services	15.8%	44.5%	26.0%	13.7%

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	118	7.8 %
Art & cultural programs/facilities	20	1.3 %
Neighborhood code enforcement (e.g. high weeds, litter, blight)	127	8.4 %
Customer service provided by city employees	43	2.8 %
Drinking water	142	9.4 %
Fire services	20	1.3 %
Solid waste services (e.g. garbage & recycling collection)	24	1.6 %
Land use, planning, & zoning	28	1.9 %
Maintenance of infrastructure (e.g. city streets & sidewalks)	391	25.9 %
City's parks & recreation system	30	2.0 %
Police services	312	20.6 %
Public information services	8	0.5 %
Public library services	6	0.4 %
Sewer services (e.g. sanitary sewer/wastewater)	9	0.6 %
Storm drainage	12	0.8 %
Traffic signal timing	40	2.6 %
Overall quality of Dallas Love Field Airport	6	0.4 %
Municipal court services	13	0.9 %
None chosen	163	10.8 %
Total	1512	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	87	5.8 %
Art & cultural programs/facilities	36	2.4 %
Neighborhood code enforcement (e.g. high weeds, litter, blight)	127	8.4 %
Customer service provided by city employees	65	4.3 %
Drinking water	93	6.2 %
Fire services	115	7.6 %
Solid waste services (e.g. garbage & recycling collection)	82	5.4 %
Land use, planning, & zoning	61	4.0 %
Maintenance of infrastructure (e.g. city streets & sidewalks)	198	13.1 %
City's parks & recreation system	55	3.6 %
Police services	187	12.4 %
Public information services	18	1.2 %
Public library services	18	1.2 %
Sewer services (e.g. sanitary sewer/wastewater)	27	1.8 %
Storm drainage	41	2.7 %
Traffic signal timing	64	4.2 %
Overall quality of Dallas Love Field Airport	5	0.3 %
Municipal court services	20	1.3 %
None chosen	213	14.1 %
Total	1512	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	63	4.2 %
Art & cultural programs/facilities	39	2.6 %
Neighborhood code enforcement (e.g. high weeds, litter, blight)	108	7.1 %
Customer service provided by city employees	48	3.2 %
Drinking water	97	6.4 %
Fire services	62	4.1 %
Solid waste services (e.g. garbage & recycling collection)	56	3.7 %
Land use, planning, & zoning	80	5.3 %
Maintenance of infrastructure (e.g. city streets & sidewalks)	178	11.8 %
City's parks & recreation system	101	6.7 %
Police services	145	9.6 %
Public information services	23	1.5 %
Public library services	39	2.6 %
Sewer services (e.g. sanitary sewer/wastewater)	56	3.7 %
Storm drainage	41	2.7 %
Traffic signal timing	79	5.2 %
Overall quality of Dallas Love Field Airport	12	0.8 %
Municipal court services	23	1.5 %
None chosen	262	17.3 %
Total	1512	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	57	3.8 %
Art & cultural programs/facilities	43	2.8 %
Neighborhood code enforcement (e.g. high weeds, litter, blight)	111	7.3 %
Customer service provided by city employees	65	4.3 %
Drinking water	84	5.6 %
Fire services	58	3.8 %
Solid waste services (e.g. garbage & recycling collection)	61	4.0 %
Land use, planning, & zoning	59	3.9 %
Maintenance of infrastructure (e.g. city streets & sidewalks)	93	6.2 %
City's parks & recreation system	92	6.1 %
Police services	111	7.3 %
Public information services	38	2.5 %
Public library services	28	1.9 %
Sewer services (e.g. sanitary sewer/wastewater)	64	4.2 %
Storm drainage	56	3.7 %
Traffic signal timing	94	6.2 %
Overall quality of Dallas Love Field Airport	22	1.5 %
Municipal court services	49	3.2 %
None chosen	327	21.7 %
Total	1512	100.0 %

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	325	21.5 %
Art & cultural programs/facilities	138	9.1 %
Neighborhood code enforcement (e.g. high weeds, litter, blight)	473	31.3 %
Customer service provided by city employees	221	14.6 %
Drinking water	416	27.5 %
Fire services	255	16.9 %
Solid waste services (e.g. garbage & recycling collection)	223	14.7 %
Land use, planning, & zoning	228	15.1 %
Maintenance of infrastructure (e.g. city streets & sidewalks)	860	56.9 %
City's parks & recreation system	278	18.4 %
Police services	755	49.9 %
Public information services	87	5.8 %
Public library services	91	6.0 %
Sewer services (e.g. sanitary sewer/wastewater)	156	10.3 %
Storm drainage	150	9.9 %
Traffic signal timing	277	18.3 %
Overall quality of Dallas Love Field Airport	45	3.0 %
Municipal court services	105	6.9 %
None chosen	163	10.8 %
Total	5246	

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

(N=1512)

	Excellent	Good	Fair	Poor	Don't Know
Q10-1. Crime prevention	4.3%	36.6%	34.6%	15.8%	8.7%
Q10-2. Traffic enforcement	5.7%	40.7%	32.8%	13.7%	7.1%
Q10-3. Efforts by police to fight crime in your neighborhood	12.2%	38.8%	24.9%	14.7%	9.4%
Q10-4. Efforts by police to effectively deal with problems in your neighborhood	11.7%	36.1%	25.0%	14.3%	12.9%
Q10-5. Response time of police to emergencies	9.5%	24.9%	21.6%	16.6%	27.4%
Q10-6. Response time of fire to emergencies	19.9%	29.1%	10.3%	3.0%	37.7%
Q10-7. Fire prevention & education	9.2%	27.5%	18.7%	7.3%	37.3%
Q10-8. Enforcement of yard parking regulations in your neighborhood	9.4%	24.0%	19.3%	19.5%	27.8%

WITHOUT DON'T KNOW

Q10. PUBLIC SAFETY SERVICES. Please rate the City's performance in the following areas. (without "don't know")

(N=1512)

	Excellent	Good	Fair	Poor
Q10-1. Crime prevention	4.8%	40.1%	37.9%	17.2%
Q10-2. Traffic enforcement	6.1%	43.8%	35.3%	14.8%
Q10-3. Efforts by police to fight crime in your neighborhood	13.5%	42.8%	27.5%	16.2%
Q10-4. Efforts by police to effectively deal with problems in your neighborhood	13.4%	41.5%	28.7%	16.4%
Q10-5. Response time of police to emergencies	13.1%	34.3%	29.8%	22.8%
Q10-6. Response time of fire to emergencies	31.9%	46.7%	16.5%	4.9%
Q10-7. Fire prevention & education	14.6%	43.8%	29.8%	11.8%
Q10-8. Enforcement of yard parking regulations in your neighborhood	13.0%	33.3%	26.7%	27.0%

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	799	52.8 %
Traffic enforcement	65	4.3 %
Efforts by police to fight crime in your neighborhood	168	11.1 %
Efforts by police to effectively deal with problems in your neighborhood	68	4.5 %
Response time of police to emergencies	172	11.4 %
Response time of fire to emergencies	21	1.4 %
Fire prevention & education	7	0.5 %
Enforcement of yard parking regulations in your neighborhood	58	3.8 %
None chosen	154	10.2 %
Total	1512	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	153	10.1 %
Traffic enforcement	134	8.9 %
Efforts by police to fight crime in your neighborhood	324	21.4 %
Efforts by police to effectively deal with problems in your neighborhood	173	11.4 %
Response time of police to emergencies	291	19.2 %
Response time of fire to emergencies	110	7.3 %
Fire prevention & education	53	3.5 %
Enforcement of yard parking regulations in your neighborhood	76	5.0 %
None chosen	198	13.2 %
Total	1512	100.0 %

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	952	63.0 %
Traffic enforcement	199	13.2 %
Efforts by police to fight crime in your neighborhood	492	32.5 %
Efforts by police to effectively deal with problems in your neighborhood	241	15.9 %
Response time of police to emergencies	463	30.6 %
Response time of fire to emergencies	131	8.7 %
Fire prevention & education	60	4.0 %
Enforcement of yard parking regulations in your neighborhood	134	8.9 %
None chosen	154	10.2 %
Total	2826	

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

(N=1512)

	Excellent	Good	Fair	Poor	Don't Know
Q12-1. City parks	16.6%	50.1%	18.4%	3.2%	11.7%
Q12-2. Recreation programs or classes	7.6%	29.1%	17.0%	6.8%	39.5%
Q12-3. Range/variety of recreation programs & classes	7.6%	25.3%	17.6%	8.4%	41.1%
Q12-4. Recreation centers/facilities	9.7%	36.4%	21.0%	6.9%	26.0%
Q12-5. Accessibility of parks	17.6%	48.7%	17.7%	4.6%	11.4%
Q12-6. Accessibility of recreation centers/facilities	13.3%	40.9%	18.7%	5.7%	21.4%
Q12-7. Appearance/maintenance of parks	15.4%	48.7%	21.3%	5.4%	9.2%
Q12-8. Appearance of recreation centers/facilities	10.7%	41.9%	21.3%	5.0%	21.1%
Q12-9. Outdoor athletic facilities (soccer/ baseball fields, tennis courts)	11.7%	37.0%	21.0%	7.6%	22.7%
Q12-10. Walking trails in the city	13.5%	35.6%	21.8%	10.4%	18.7%
Q12-11. Bike lanes in the city (shared, protected & multi-use)	6.0%	24.7%	25.5%	18.0%	25.8%
Q12-12. Outdoor swimming facilities	2.9%	16.4%	20.7%	18.5%	41.5%
Q12-13. Ease of registering for city recreation programs/events	6.2%	22.1%	14.9%	8.0%	48.8%
Q12-14. City golf courses	7.0%	23.4%	10.5%	4.8%	54.3%

WITHOUT DON'T KNOW

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

(N=1512)

	Excellent	Good	Fair	Poor
Q12-1. City parks	18.8%	56.8%	20.8%	3.6%
Q12-2. Recreation programs or classes	12.6%	48.1%	28.1%	11.2%
Q12-3. Range/variety of recreation programs & classes	12.9%	43.0%	29.8%	14.3%
Q12-4. Recreation centers/facilities	13.1%	49.1%	28.4%	9.4%
Q12-5. Accessibility of parks	19.9%	55.0%	19.9%	5.2%
Q12-6. Accessibility of recreation centers/facilities	16.9%	52.1%	23.8%	7.2%
Q12-7. Appearance/maintenance of parks	17.0%	53.6%	23.5%	5.9%
Q12-8. Appearance of recreation centers/facilities	13.6%	53.1%	27.0%	6.3%
Q12-9. Outdoor athletic facilities (soccer/ baseball fields, tennis courts)	15.1%	47.9%	27.2%	9.8%
Q12-10. Walking trails in the city	16.6%	43.8%	26.8%	12.8%
Q12-11. Bike lanes in the city (shared, protected & multi-use)	8.1%	33.3%	34.4%	24.2%
Q12-12. Outdoor swimming facilities	5.0%	28.1%	35.3%	31.6%
Q12-13. Ease of registering for city recreation programs/events	12.0%	43.2%	29.2%	15.6%
Q12-14. City golf courses	15.3%	51.1%	23.0%	10.6%

Q13. Which THREE of the park and recreation services listed in Question 12 do you think should be the City's top priorities?

Q13. Top choice	Number	Percent
City parks	361	23.9 %
Recreation programs or classes	103	6.8 %
Range/variety of recreation programs & classes	54	3.6 %
Recreation centers/facilities	77	5.1 %
Accessibility of parks	65	4.3 %
Accessibility of recreation centers/facilities	32	2.1 %
Appearance/maintenance of parks	153	10.1 %
Appearance of recreation centers/facilities	20	1.3 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	41	2.7 %
Walking trails in the city	123	8.1 %
Bike lanes in the city (shared, protected & multi-use)	110	7.3 %
Outdoor swimming facilities	74	4.9 %
Ease of registering for city recreation programs/events	28	1.9 %
City golf courses	12	0.8 %
None chosen	259	17.1 %
Total	1512	100.0 %

Q13. Which THREE of the park and recreation services listed in Question 12 do you think should be the City's top priorities?

Q13. 2nd choice	Number	Percent
City parks	89	5.9 %
Recreation programs or classes	103	6.8 %
Range/variety of recreation programs & classes	83	5.5 %
Recreation centers/facilities	81	5.4 %
Accessibility of parks	92	6.1 %
Accessibility of recreation centers/facilities	42	2.8 %
Appearance/maintenance of parks	174	11.5 %
Appearance of recreation centers/facilities	67	4.4 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	67	4.4 %
Walking trails in the city	200	13.2 %
Bike lanes in the city (shared, protected & multi-use)	120	7.9 %
Outdoor swimming facilities	61	4.0 %
Ease of registering for city recreation programs/events	27	1.8 %
City golf courses	14	0.9 %
None chosen	292	19.4 %
Total	1512	100.0 %

Q13. Which THREE of the park and recreation services listed in Question 12 do you think should be the City's top priorities?

Q13. 3rd choice	Number	Percent
City parks	91	6.0 %
Recreation programs or classes	56	3.7 %
Range/variety of recreation programs & classes	97	6.4 %
Recreation centers/facilities	71	4.7 %
Accessibility of parks	66	4.4 %
Accessibility of recreation centers/facilities	40	2.6 %
Appearance/maintenance of parks	142	9.4 %
Appearance of recreation centers/facilities	58	3.8 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	84	5.6 %
Walking trails in the city	163	10.8 %
Bike lanes in the city (shared, protected & multi-use)	102	6.7 %
Outdoor swimming facilities	91	6.0 %
Ease of registering for city recreation programs/events	69	4.6 %
City golf courses	28	1.9 %
None chosen	354	23.4 %
Total	1512	100.0 %

Q13. Which THREE of the park and recreation services listed 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	541	35.8 %
Recreation programs or classes	262	17.3 %
Range/variety of recreation programs & classes	234	15.5 %
Recreation centers/facilities	229	15.1 %
Accessibility of parks	223	14.7 %
Accessibility of recreation centers/facilities	114	7.5 %
Appearance/maintenance of parks	469	31.0 %
Appearance of recreation centers/facilities	145	9.6 %
Outdoor athletic facilities (soccer/baseball fields, tennis courts)	192	12.7 %
Walking trails in the city	486	32.1 %
Bike lanes in the city (shared, protected & multi-use)	332	22.0 %
Outdoor swimming facilities	226	14.9 %
Ease of registering for city recreation programs/events	124	8.2 %
City golf courses	54	3.6 %
None chosen	259	17.1 %
Total	3890	

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

(N=1512)

	Excellent	Good	Fair	Poor	Don't Know
Q14-1. Enforcement of open storage of junk violations	6.8%	26.0%	23.2%	19.1%	24.9%
Q14-2. Enforcement of mowing & cutting of weeds & high grass on private property	6.9%	26.9%	26.5%	20.7%	19.0%
Q14-3. Enforcement of blighted residential properties	4.3%	16.8%	26.3%	22.5%	30.1%
Q14-4. Enforcement of sign regulations	4.8%	24.3%	24.9%	14.5%	31.5%
Q14-5. City efforts to remove abandoned or inoperative vehicles	5.3%	22.2%	22.7%	20.2%	29.6%
Q14-6. Enforcement of bulk/brush trash violations	8.4%	28.3%	24.3%	17.7%	21.3%
Q14-7. Enforcement of loose dogs & unrestrained pets	4.5%	18.3%	20.7%	33.3%	23.2%

WITHOUT DON'T KNOW

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

(N=1512)

	Excellent	Good	Fair	Poor
Q14-1. Enforcement of open storage of junk violations	9.1%	34.6%	30.9%	25.4%
Q14-2. Enforcement of mowing & cutting of weeds & high grass on private property	8.5%	33.2%	32.7%	25.6%
Q14-3. Enforcement of blighted residential properties	6.1%	24.0%	37.6%	32.3%
Q14-4. Enforcement of sign regulations	7.0%	35.5%	36.4%	21.1%
Q14-5. City efforts to remove abandoned or inoperative vehicles	7.5%	31.6%	32.2%	28.7%
Q14-6. Enforcement of bulk/brush trash violations	10.6%	36.0%	30.9%	22.5%
Q14-7. Enforcement of loose dogs & unrestrained pets	5.9%	23.8%	26.9%	43.4%

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 of open storage of junk violations	234	15.5 %
Enforcement of mowing & cutting of weeds & high grass on private property	197	13.0 %
Enforcement of blighted residential properties	282	18.7 %
Enforcement of sign regulations	41	2.7 %
City efforts to remove abandoned or inoperative vehicles	91	6.0 %
Enforcement of bulk/brush trash violations	96	6.3 %
Enforcement of loose dogs & unrestrained pets	328	21.7 %
None chosen	243	16.1 %
Total	1512	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 of open storage of junk violations	191	12.6 %
Enforcement of mowing & cutting of weeds & high grass on private property	218	14.4 %
Enforcement of blighted residential properties	202	13.4 %
Enforcement of sign regulations	70	4.6 %
City efforts to remove abandoned or inoperative vehicles	172	11.4 %
Enforcement of bulk/brush trash violations	126	8.3 %
Enforcement of loose dogs & unrestrained pets	232	15.3 %
None chosen	301	20.0 %
Total	1512	100.0 %

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 of open storage of junk violations	425	28.1 %
Enforcement of mowing & cutting of weeds & high grass on private property	415	27.4 %
Enforcement of blighted residential properties	484	32.0 %
Enforcement of sign regulations	111	7.3 %
City efforts to remove abandoned or inoperative vehicles	263	17.4 %
Enforcement of bulk/brush trash violations	222	14.7 %
Enforcement of loose dogs & unrestrained pets	560	37.0 %
None chosen	243	16.1 %
Total	2723	

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

(N=1512)

	Excellent	Good	Fair	Poor	Don't Know
Q16-1. Street repair	2.7%	15.0%	31.1%	49.3%	1.9%
Q16-2. Street cleaning	4.5%	26.9%	33.2%	28.0%	7.4%
Q16-3. Street lighting	5.4%	36.3%	34.2%	22.2%	1.9%
Q16-4. Sidewalk maintenance	3.0%	20.9%	32.4%	38.4%	5.3%
Q16-5. Alley maintenance	2.0%	13.6%	26.7%	43.3%	14.4%
Q16-6. Maintenance of streets in your neighborhood	5.4%	23.9%	31.4%	36.9%	2.4%

WITHOUT DON'T KNOW

Q16. STREETS & INFRASTRUCTURE. Please rate the City's performance in the following areas. (without "don't know")

(N=1512)

	Excellent	Good	Fair	Poor
Q16-1. Street repair	2.8%	15.3%	31.7%	50.2%
Q16-2. Street cleaning	4.9%	29.0%	35.9%	30.2%
Q16-3. Street lighting	5.5%	37.0%	34.9%	22.6%
Q16-4. Sidewalk maintenance	3.2%	22.1%	34.2%	40.5%
Q16-5. Alley maintenance	2.3%	15.9%	31.2%	50.6%
Q16-6. Maintenance of streets in your neighborhood	5.6%	24.5%	32.2%	37.7%

Q17. Which TWO of the street and infrastructure services listed in Question 16 do you think should be the City's top priorities?

Q17. Top choice	Number	Percent
Street repair	942	62.3 %
Street cleaning	41	2.7 %
Street lighting	114	7.5 %
Sidewalk maintenance	65	4.3 %
Alley maintenance	72	4.8 %
Maintenance of streets in your neighborhood	157	10.4 %
None chosen	121	8.0 %
Total	1512	100.0 %

Q17. Which TWO of the street and infrastructure services listed in Question 16 do you think should be the City's top priorities?

Q17. 2nd choice	Number	Percent
Street repair	190	12.6 %
Street cleaning	107	7.1 %
Street lighting	318	21.0 %
Sidewalk maintenance	266	17.6 %
Alley maintenance	172	11.4 %
Maintenance of streets in your neighborhood	306	20.2 %
None chosen	153	10.1 %
Total	1512	100.0 %

Q17. Which TWO of the street and infrastructure services listed in Question 16 do you think should be the City's top priorities? (top 2)

Q17. Sum of top 2 Choices	Number	Percent
Street repair	1132	74.9 %
Street cleaning	148	9.8 %
Street lighting	432	28.6 %
Sidewalk maintenance	331	21.9 %
Alley maintenance	244	16.1 %
Maintenance of streets in your neighborhood	463	30.6 %
None chosen	121	8.0 %
Total	2871	

Q18. SOLID WASTE SERVICES. Please rate the City's performance in the following areas.

(N=1512)

	Excellent	Good	Fair	Poor	Don't Know
Q18-1. Garbage collections	34.4%	46.6%	13.2%	3.6%	2.2%
Q18-2. Recycling	31.3%	43.1%	15.0%	4.3%	6.3%
Q18-3. Yard waste pick-up	24.7%	40.7%	16.4%	5.8%	12.4%
Q18-4. Bulk trash pick-up	29.2%	43.5%	15.5%	6.3%	5.5%
Q18-5. Household hazardous waste disposal	10.8%	23.8%	18.5%	10.4%	36.5%

WITHOUT DON'T KNOW

Q18. SOLID WASTE SERVICES. Please rate the City's performance in the following areas. (without "don't know")

(N=1512)

	Excellent	Good	Fair	Poor
Q18-1. Garbage collections	35.1%	47.7%	13.5%	3.7%
Q18-2. Recycling	33.5%	46.0%	16.0%	4.5%
Q18-3. Yard waste pick-up	28.2%	46.5%	18.8%	6.5%
Q18-4. Bulk trash pick-up	31.0%	46.0%	16.4%	6.6%
Q18-5. Household hazardous waste disposal	16.9%	37.5%	29.2%	16.4%

Q19. Which TWO of the solid waste services listed in Question 18 do you think should be the City's top priorities?

Q19. Top choice	Number	Percent
Garbage collections	643	42.5 %
Recycling	199	13.2 %
Yard waste pick-up	108	7.1 %
Bulk trash pick-up	137	9.1 %
Household hazardous waste disposal	151	10.0 %
None chosen	274	18.1 %
Total	1512	100.0 %

Q19. Which TWO of the solid waste services listed in Question 18 do you think should be the City's top priorities?

Q19. 2nd choice	Number	Percent
Garbage collections	129	8.5 %
Recycling	309	20.4 %
Yard waste pick-up	190	12.6 %
Bulk trash pick-up	371	24.5 %
Household hazardous waste disposal	173	11.4 %
None chosen	340	22.6 %
Total	1512	100.0 %

Q19. Which TWO of the solid waste services listed in Question 18 do you think should be the City's top priorities? (top 2)

Q19. Sum of Top 2 Choices	Number	Percent
Garbage collections	772	51.1 %
Recycling	508	33.6 %
Yard waste pick-up	298	19.7 %
Bulk trash pick-up	508	33.6 %
Household hazardous waste disposal	324	21.4 %
None chosen	274	18.1 %
Total	2684	

Q20. WATER & WASTEWATER SERVICES. Please rate the City's performance in the following areas.

(N=1512)

	Excellent	Good	Fair	Poor	Don't Know
Q20-1. Water pressure in your home	32.4%	45.6%	15.0%	5.2%	1.8%
Q20-2. Taste/smell of tap water in your home	22.2%	44.5%	21.2%	9.8%	2.3%
Q20-3. Water conservation programs sponsored by the City	12.0%	34.3%	19.3%	7.2%	27.2%
Q20-4. Ease of understanding your water/ wastewater bill	16.8%	45.1%	21.5%	7.7%	8.9%
Q20-5. Efforts by the City to respond timely to water/wastewater service issues at your home or business	10.9%	29.3%	16.0%	6.2%	37.6%
Q20-6. Pricing for water & wastewater service	5.7%	28.3%	35.3%	19.2%	11.5%

WITHOUT DON'T KNOW

Q20. WATER & WASTEWATER SERVICES. Please rate the City's performance in the following areas. (without "don't know")

(N=1512)

	Excellent	Good	Fair	Poor
Q20-1. Water pressure in your home	33.0%	46.5%	15.2%	5.3%
Q20-2. Taste/smell of tap water in your home	22.7%	45.6%	21.8%	9.9%
Q20-3. Water conservation programs sponsored by the City	16.5%	47.2%	26.5%	9.8%
Q20-4. Ease of understanding your water/wastewater bill	18.4%	49.5%	23.6%	8.5%
Q20-5. Efforts by the City to respond timely to water/ wastewater service issues at your home or business	17.5%	46.9%	25.6%	10.0%
Q20-6. Pricing for water & wastewater service	6.4%	32.0%	39.9%	21.7%

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

Q21. Top choice	Number	Percent
Water pressure in your home	209	13.8 %
Taste/smell of tap water in your home	487	32.2 %
Water conservation programs sponsored by the City	162	10.7 %
Ease of understanding your water/wastewater bill	45	3.0 %
Efforts by the City to respond timely to water/wastewater service issues at your home or business	102	6.7 %
Pricing for water & wastewater service	300	19.8 %
None chosen	207	13.8 %
Total	1512	100.0 %

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

Q21. 2nd choice	Number	Percent
Water pressure in your home	124	8.2 %
Taste/smell of tap water in your home	282	18.7 %
Water conservation programs sponsored by the City	234	15.5 %
Ease of understanding your water/wastewater bill	75	5.0 %
Efforts by the City to respond timely to water/wastewater service issues at your home or business	199	13.2 %
Pricing for water & wastewater service	306	20.2 %
None chosen	292	19.2 %
Total	1512	100.0 %

Q21. Which TWO of the water and wastewater services listed 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	333	22.0 %
Taste/smell of tap water in your home	769	50.9 %
Water conservation programs sponsored by the City	396	26.2 %
Ease of understanding your water/wastewater bill	120	7.9 %
Efforts by the City to respond timely to water/wastewater service issues at your home or business	301	19.9 %
Pricing for water & wastewater service	606	40.1 %
None chosen	207	13.7 %
Total	2732	

Q22. 311 CUSTOMER SERVICE CALL CENTER. Have you used either the City's 311 Customer Service Call Center or the Water Customer Service line (214) 651-1441, in the past 6 months?

Q22. Have you used either City's 3-1-1 Customer Service Call Center or Water Customer Service line (214) 651-1441 in past 6 months	Number	Percent
Yes	593	39.2 %
No	919	60.8 %
Total	1512	100.0 %

Q22a. (If YES to Question 22) Please rate the performance of the City's 311 Customer Service Call Center in the following areas:

(N=593)

	Excellent	Good	Fair	Poor	Don't Know
Q22a-1. Quality of City's Web-based Service Request System which allows you to enter & track service requests online	19.1%	26.4%	19.3%	7.7%	27.5%
Q22a-2. Quality of service provided by agent who handled your call (if applicable)	30.5%	32.5%	19.0%	12.0%	6.0%

WITHOUT DON'T KNOW

Q22a. (If YES to Question 22) Please rate the performance of the City's 311 Customer Service Call Center in the following areas: (without "don't know")

(N=593)

	Excellent	Good	Fair	Poor
Q22a-1. Quality of City's Web-based Service Request System which allows you to enter & track service requests online	26.4%	36.5%	26.6%	10.5%
Q22a-2. Quality of service provided by agent who handled your call (if applicable)	32.4%	34.6%	20.2%	12.8%

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	762	50.4 %
Facebook	242	16.0 %
Twitter	52	3.4 %
DallasCityNews.net	123	8.1 %
Dallas City TV cable	165	10.9 %
City website	324	21.4 %
Other local radio	460	30.4 %
Television news	1058	70.0 %
Radio FM 101.1	164	10.8 %
311	120	7.9 %
Town Hall meetings	110	7.3 %
Total	3580	

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

(N=1512)

	Excellent	Good	Fair	Poor	Don't Know
Q24-1. Quality of City's cable television channel	4.5%	16.2%	11.6%	5.4%	62.3%
Q24-2. WRR 101.1 FM broadcast of City Council meetings	6.8%	15.1%	9.1%	3.0%	66.0%
Q24-3. 311 services	12.4%	29.3%	17.6%	5.0%	35.7%
Q24-4. Availability of information about city programs & services	5.7%	26.7%	25.9%	10.9%	30.8%
Q24-5. Level of public involvement in decision making	2.7%	14.8%	23.6%	19.3%	39.6%
Q24-6. Town Hall meetings	2.1%	15.5%	17.7%	9.1%	55.6%
Q24-7. City's social media services (e.g. Facebook, Twitter, etc.)	2.7%	12.3%	12.3%	4.6%	68.1%
Q24-8. Quality of DallasCityNews.net	2.6%	11.8%	9.6%	3.3%	72.7%
Q24-9. Quality of DallasCityHall.com	4.7%	16.1%	13.0%	4.2%	62.0%

WITHOUT DON'T KNOW

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

(N=1512)

	Excellent	Good	Fair	Poor
Q24-1. Quality of City's cable television channel	12.0%	43.0%	30.8%	14.2%
Q24-2. WRR 101.1 FM broadcast of City Council meetings	19.9%	44.6%	26.7%	8.8%
Q24-3. 311 services	19.3%	45.6%	27.4%	7.7%
Q24-4. Availability of information about city programs & services	8.3%	38.6%	37.4%	15.7%
Q24-5. Level of public involvement in decision making	4.5%	24.4%	39.1%	32.0%
Q24-6. Town Hall meetings	4.8%	34.9%	39.8%	20.5%
Q24-7. City's social media services (e.g. Facebook, Twitter, etc.)	8.5%	38.6%	38.4%	14.5%
Q24-8. Quality of DallasCityNews.net	9.5%	43.3%	35.1%	12.1%
Q24-9. Quality of DallasCityHall.com	12.4%	42.4%	34.2%	11.0%

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	98	6.5 %
WRR 101.1 FM broadcast of City Council meetings	23	1.5 %
311 services	345	22.8 %
Availability of information about city programs & services	251	16.6 %
Level of public involvement in decision making	185	12.2 %
Town Hall meetings	41	2.7 %
City's social media services (e.g. Facebook, Twitter, etc.)	31	2.1 %
Quality of DallasCityNews.net	27	1.8 %
Quality of DallasCityHall.com	50	3.3 %
None chosen	461	30.5 %
Total	1512	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	49	3.2 %
WRR 101.1 FM broadcast of City Council meetings	23	1.5 %
311 services	109	7.2 %
Availability of information about city programs & services	240	15.9 %
Level of public involvement in decision making	263	17.4 %
Town Hall meetings	128	8.5 %
City's social media services (e.g. Facebook, Twitter, etc.)	47	3.1 %
Quality of DallasCityNews.net	37	2.4 %
Quality of DallasCityHall.com	77	5.1 %
None chosen	539	35.7 %
Total	1512	100.0 %

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	147	9.7 %
WRR 101.1 FM broadcast of City Council meetings	46	3.0 %
311 services	454	30.0 %
Availability of information about city programs & services	491	32.5 %
Level of public involvement in decision making	448	29.6 %
Town Hall meetings	169	11.2 %
City's social media services (e.g. Facebook, Twitter, etc.)	78	5.2 %
Quality of DallasCityNews.net	64	4.2 %
Quality of DallasCityHall.com	127	8.4 %
None chosen	461	30.5 %
Total	2485	

Q26. OTHER CITY SERVICES. Please rate the City's performance in the following areas.

(N=1512)

	Excellent	Good	Fair	Poor	Don't Know
Q26-1. Services to seniors	4.0%	18.1%	18.6%	11.7%	47.6%
Q26-2. Services to youth	2.5%	18.2%	19.5%	12.4%	47.3%
Q26-3. Services to low-income people	3.3%	12.8%	20.4%	19.4%	44.1%
Q26-4. Amount of public parking	3.3%	23.3%	35.6%	24.2%	13.6%
Q26-5. Accessibility of arts & cultural centers/ facilities	16.7%	41.3%	18.8%	5.8%	17.4%
Q26-6. Appearance of arts & cultural centers/ facilities	23.3%	42.2%	14.2%	2.8%	17.5%
Q26-7. Variety of library materials	15.2%	38.0%	16.0%	4.3%	26.5%
Q26-8. Accessibility of City facilities/services for persons with disabilities	8.7%	26.4%	15.5%	5.3%	44.1%
Q26-9. Variety of arts & cultural programs	17.0%	39.3%	16.5%	5.2%	22.0%
Q26-10. Online transparency	3.9%	15.6%	13.8%	7.2%	59.5%

WITHOUT DON'T KNOW

Q26. OTHER CITY SERVICES. Please rate the City's performance in the following areas. (without "don't know")

(N=1512)

	Excellent	Good	Fair	Poor
Q26-1. Services to seniors	7.7%	34.5%	35.5%	22.3%
Q26-2. Services to youth	4.8%	34.6%	37.1%	23.5%
Q26-3. Services to low-income people	6.0%	22.8%	36.5%	34.7%
Q26-4. Amount of public parking	3.8%	27.0%	41.2%	28.0%
Q26-5. Accessibility of arts & cultural centers/facilities	20.2%	50.0%	22.8%	7.0%
Q26-6. Appearance of arts & cultural centers/facilities	28.2%	51.1%	17.2%	3.5%
Q26-7. Variety of library materials	20.6%	51.8%	21.8%	5.8%
Q26-8. Accessibility of City facilities/services for persons with disabilities	15.5%	47.3%	27.7%	9.5%
Q26-9. Variety of arts & cultural programs	21.8%	50.4%	21.1%	6.7%
Q26-10. Online transparency	9.7%	38.5%	34.0%	17.8%

Q27. 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, planners or any others)?

Q27. Have you had any in-person or phone contact with a City employee within last 12 months	Number	Percent
Yes	639	42.3 %
No	873	57.7 %
Total	1512	100.0 %

Q27b. (If YES to Question 27) Please rate the performance of the City employees who helped you the last time you contacted the City in the following areas:

(N=639)

	Excellent	Good	Fair	Poor	Don't Know
Q27b-1. Knowledge	33.2%	40.6%	15.7%	8.5%	2.0%
Q27b-2. Responsiveness	35.8%	32.6%	15.9%	14.8%	0.9%
Q27b-3. Courtesy	41.2%	35.3%	12.6%	10.3%	0.6%
Q27b-4. Overall	35.1%	36.3%	16.2%	11.3%	1.1%

WITHOUT DON'T KNOW

Q27b. (If YES to Question 27) 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=639)

	Excellent	Good	Fair	Poor
Q27b-1. Knowledge	33.9%	41.4%	16.1%	8.6%
Q27b-2. Responsiveness	36.1%	32.9%	16.1%	14.9%
Q27b-3. Courtesy	41.4%	35.6%	12.7%	10.3%
Q27b-4. Overall	35.5%	36.8%	16.4%	11.3%

Q28. OVERALL QUALITY OF GOVERNMENTAL SERVICES. Overall how would you rate the quality of services provided by:

(N=1512)

	Excellent	Good	Fair	Poor	Don't Know
Q28-1. City of Dallas	10.3%	48.2%	25.7%	8.2%	7.6%
Q28-2. Federal Government	6.4%	33.3%	28.4%	16.1%	15.8%
Q28-3. State Government	6.0%	32.9%	28.0%	16.5%	16.6%

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=1512)

	Excellent	Good	Fair	Poor
Q28-1. City of Dallas	11.1%	52.2%	27.8%	8.9%
Q28-2. Federal Government	7.6%	39.6%	33.7%	19.1%
Q28-3. State Government	7.2%	39.4%	33.5%	19.9%

Q29. 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=1512)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q29-1. I receive good value for the City of Dallas taxes I pay	6.2%	35.8%	27.7%	15.9%	7.8%	6.6%
Q29-2. I am pleased with the overall direction that the City of Dallas is taking	7.3%	38.7%	30.7%	11.8%	5.3%	6.2%
Q29-3. The City of Dallas government welcomes citizen involvement	5.4%	25.9%	33.1%	11.5%	4.3%	19.8%
Q29-4. The City of Dallas government listens to citizens	4.3%	20.2%	34.3%	15.9%	7.1%	18.2%
Q29-5. Employees at the City of Dallas are ethical in the way they conduct City business	4.5%	25.1%	31.7%	11.5%	7.0%	20.2%
Q29-6. Government leaders at the City of Dallas are ethical in the way they conduct business	3.9%	20.1%	32.1%	15.8%	8.6%	19.5%

WITHOUT DON'T KNOW

Q29. 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=1512)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q29-1. I receive good value for the City of Dallas taxes I pay	6.6%	38.4%	29.6%	17.0%	8.4%
Q29-2. I am pleased with the overall direction that the City of Dallas is taking	7.8%	41.3%	32.7%	12.6%	5.6%
Q29-3. The City of Dallas government welcomes citizen involvement	6.7%	32.3%	41.2%	14.4%	5.4%
Q29-4. The City of Dallas government listens to citizens	5.3%	24.7%	41.9%	19.5%	8.6%
Q29-5. Employees at the City of Dallas are ethical in the way they conduct City business	5.7%	31.4%	39.8%	14.4%	8.7%
Q29-6. Government leaders at the City of Dallas are ethical in the way they conduct business	4.9%	25.0%	39.9%	19.6%	10.6%

Q30. Have you observed, watched, listened to, or attended a City Council meeting in the past 12 months?

Q30. Have you observed, watched, listened to, or attended a City Council meeting in past 12 months	Number	Percent
Yes	315	20.8 %
No	1109	73.3 %
Not provided	88	5.9 %
Total	1512	100.0 %

Q31. In the last 12 months, about how many times, if ever, have you or other household members used Trinity River Corridor's recreational amenities (e,g. Audubon Center, Horse Park, soccer fields, etc.)?

Q31. About how many times have you used Trinity River Corridor's recreational amenities in last 12 months	Number	Percent
Never	1059	70.0 %
1-2 times	158	10.4 %
3-5 times	75	5.0 %
More than 5 times	84	5.6 %
Not provided	136	9.0 %
Total	1512	100.0 %

Q32. Which modes of transportation do you use on a regular basis?

Q32. Which modes of transportation do you use on a regular basis	Number	Percent
Drive alone	1352	89.4 %
Bicycle	164	10.8 %
Carpool	185	12.2 %
Walk	488	32.3 %
Light rail	240	15.9 %
Telecommute	52	3.4 %
Bus	142	9.4 %
Other	45	3.0 %
Total	2668	

Q33. How many years have you lived in Dallas?

Q33. How many years have you lived in Dallas	Number	Percent
Under 5	65	4.3 %
5 to 14	159	10.5 %
15 to 24	241	15.9 %
25 to 34	302	20.0 %
35+	715	47.3 %
Not provided	30	2.0 %
Total	1512	100.0 %

Q34. How many persons in your household, counting yourself, are:

	Mean	Sum
number	2.77	4181
Under age 12	0.35	529
Ages 12-17	0.28	421
Ages 18-34	0.61	922
Ages 35-49	0.56	839
Ages 50-64	0.58	870
Ages 65+	0.40	600

Q35. What is your age?

Q35. Your age	Number	Percent
18-34	361	23.9 %
35-44	294	19.4 %
45-54	302	20.0 %
55-64	291	19.2 %
65+	235	15.5 %
Not provided	29	2.0 %
Total	1512	100.0 %

Q36. Which of the following best describes your home?

Q36. Which of the following best describes your home	Number	Percent
Single family home	1008	66.7 %
Apartment/Condo	456	30.2 %
Mobile home	2	0.1 %
Other	27	1.8 %
Not provided	19	1.2 %
Total	1512	100.0 %

Q37. Do you own or rent your home?

Q37. Do you own or rent your home	Number	Percent
Own	896	59.3 %
Rent (or occupy without paying)	593	39.2 %
Not provided	23	1.5 %
Total	1512	100.0 %

Q38. Do any members of your household have a physical disability?

Q38. Do any members of your household have a physical disability	Number	Percent
Yes	282	18.7 %
No	1199	79.3 %
Not provided	31	2.0 %
Total	1512	100.0 %

Q39. What is your race?

Q39. Your race	Number	Percent
American Indian/Alaskan native	30	2.0 %
Asian/Pacific Islander	41	2.7 %
Black, African/American	389	25.7 %
White/Caucasian	803	53.1 %
Other	275	18.2 %
Not provided	11	0.7 %
Total	1549	

Q40. Are you of Hispanic, Latino, or Spanish origin?

Q40. Hispanic, Latino, or Spanish origin	Number	Percent
Yes	610	40.3 %
No	871	57.6 %
Not provided	31	2.1 %
Total	1512	100.0 %

Q41. What is the primary language spoken in your home?

Q41. Primary language spoken in your home	Number	Percent
English	1313	86.8 %
Spanish	160	10.6 %
French	7	0.5 %
Arabic	1	0.1 %
Korean	3	0.2 %
Chinese	4	0.3 %
Vietnamese	2	0.1 %
Other	7	0.5 %
Not provided	15	0.9 %
Total	1512	100.0 %

Q42. What is your total annual household income?

Q42. Your total annual household income	Number	Percent
Less than $24,999	257	17.0 %
$25K to $49,999	310	20.5 %
$50K to $74,999	261	17.3 %
$75K to $99,999	174	11.5 %
$100K+	362	23.9 %
Not provided	148	9.8 %
Total	1512	100.0 %

Q43. What is the highest degree or level of education you have completed?

Q43. Highest degree or level of education you have completed	Number	Percent
Less than high school	124	8.2 %
High school graduate	247	16.3 %
Some college	307	20.3 %
Associate's degree	83	5.5 %
Bachelor's degree	401	26.5 %
Graduate degree	313	20.7 %
Not provided	37	2.5 %
Total	1512	100.0 %

Q44. Are you currently employed?

Q44. Are you currently employed	Number	Percent
Yes	968	64.0 %
No	544	36.0 %
Total	1512	100.0 %

Q45. Are you registered to vote in the jurisdiction where you live?

Q45. Are you registered to vote in the jurisdiction where you live	Number	Percent
Yes	1361	90.0 %
No	129	8.5 %
Not provided	22	1.5 %
Total	1512	100.0 %

Q46. Do you plan to vote in the next City election?

Q46. Do you plan to vote in the next City election	Number	Percent
Yes	1181	78.1 %
No	115	7.6 %
Don't know	216	14.3 %
Total	1512	100.0 %

Q47. What is your gender?

47. Your gender	Number	Percent
Male	741	49.0 %
Female	764	50.5 %
Self-identified	7	0.5 %
Total	1512	100.0 %

Section 6:
Survey Instrument

City of Dallas

Marzo de 2016

Compañero Residente de Dallas:

¿Alguna vez se ha considerado usted como cliente de los servicios públicos? Bueno, en la Ciudad de Dallas, reconocemos que usted tiene una opción sobre el lugar donde viven, trabajan y se divierten. **Usted es nuestro cliente más importante, y estamos trabajando duro para cambiar las actitudes y mejorar nuestros procesos para ofrecer servicios con una actitud positiva.**

En mi opinión, mejorar el servicio al cliente no tiene punto final. Siempre podemos mejorar, y nunca se debe tener miedo de preguntar a nuestros clientes cómo lo estamos haciendo.

Aquí es donde entra usted.

Por la octava vez, la Ciudad de Dallas está enviando la encuesta de satisfacción a los residentes de Dallas. Su hogar se encuentra entre un pequeño porcentaje de todos los hogares de Dallas seleccionados al azar para recibir la encuesta este año. Queremos escuchar tanto lo que le gusta y lo que podemos mejorar. **Su opinión honesta ¡lleva una gran cantidad de peso!**

Aquí están algunas instrucciones básicas:

1. De las personas que viven en su hogar, el adulto de 18 años o mayor que recién haya cumplido años puede llenar la encuesta.
2. Llene el cuestionario completo. "No sé "es una respuesta aceptable.
3. Envíe la encuesta completa en el sobre adjunto con el franqueo pagado.
4. Solo complete una encuesta por hogar.
5. Llame al 888-801-5368 si tiene alguna pregunta.

Los resultados se publicarán en la página Web de la Ciudad en Julio de 2016 en www.dallascityhall.com. Usted también puede revisar los resultados de encuestas anteriores. Gracias por su tiempo y por ayudar a la Ciudad de Dallas a lograr nuestra visión de ser la ciudad número uno en Estados Unidos ¡por el servicio al cliente!

Atentamente,

A.C. Gonzalez
Administrador del Ayuntamiento

OFFICE OF THE CITY MANAGER CITY HALL 1500 MARILLA ST., 4EN DALLAS, TEXAS 75201 TELEPHONE 214-670-3297
"Dallas, The City That Works. Diverse, Vibrant and Progressive"

City of Dallas

March 2016

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. ***You are our most important customer. We are working hard to improve our processes and deliver services with a positive attitude.***

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

This is where you come in.

For the eighth time, the City of Dallas is sending out the enclosed satisfaction survey to residents of Dallas. Your household is among a very small percent of all Dallas households randomly selected to receive this year's survey. We want to hear both what you liked and where we can improve. ***Your honest opinion carries a great deal of weight!***

Here are some basic instructions:

1. Of those individuals living in your home, the adult 18 years or older who had the most recent birthday should fill out the survey.
2. Fill out the survey completely. "Don't Know" is an acceptable response.
3. Send the completed survey back in the enclosed postage-paid envelope.
4. Only complete one survey per household.
5. Call 888-801-5368 if you have any questions.

Results will be posted on the City's website in July 2016 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 achieve our vision of becoming the number one city in America for customer service!

Sincerely,

A.C. Gonzalez
City Manager

OFFICE OF THE CITY MANAGER CITY HALL 1500 MARILLA ST., 4EN DALLAS, TEXAS 75201 TELEPHONE 214-670-3297
"Dallas, The City That Works. Diverse, Vibrant and Progressive"

City of Dallas

2016 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.

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1. PERCEPTIONS OF THE CITY. Please rate the following items by circling the corresponding number below.

HOW WOULD YOU RATE:		PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
1.	Dallas as a place to live?	1	2	3	4	9
2.	Your neighborhood as a place to live?	1	2	3	4	9
3.	Dallas as a place to raise children?	1	2	3	4	9
4.	Dallas as a place to work?	1	2	3	4	9
5.	Dallas as a place to retire?	1	2	3	4	9
6.	Dallas as a place to do business?	1	2	3	4	9
7.	The quality of economic development in Dallas?	1	2	3	4	9
8.	The quality of public schools in Dallas?	1	2	3	4	9
9.	The overall quality of life in Dallas?	1	2	3	4	9

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

HOW WOULD YOU RATE:		PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
1.	Sense of community	1	2	3	4	9
2.	Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	9
3.	Overall appearance of Dallas	1	2	3	4	9
4.	Opportunities to attend arts and cultural events	1	2	3	4	9
5.	Shopping opportunities	1	2	3	4	9
6.	Air quality	1	2	3	4	9
7.	Recreational activities	1	2	3	4	9
8.	Job opportunities	1	2	3	4	9
9.	Access to affordable quality housing	1	2	3	4	9
10.	Access to affordable quality child care	1	2	3	4	9
11.	Access to affordable quality health care	1	2	3	4	9
12.	Access to affordable quality food	1	2	3	4	9
13.	Ease of car travel in Dallas	1	2	3	4	9
14.	Ease of bus travel in Dallas	1	2	3	4	9
15.	Ease of rail travel in Dallas	1	2	3	4	9
16.	Ease of bicycle travel in Dallas	1	2	3	4	9
17.	Ease of walking in Dallas	1	2	3	4	9
18.	Educational opportunities	1	2	3	4	9
19.	Overall image/reputation of Dallas	1	2	3	4	9
20.	Overall quality of new development in Dallas	1	2	3	4	9

3. Which THREE of the quality of life characteristics listed above do you think should be the City's top priorities? (list your top 3 choices 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	1	2	3	4	5	9
2.	Retail growth (stores, restaurants, etc.)	1	2	3	4	5	9
3.	Job growth	1	2	3	4	5	9

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

PROBLEMS IN THE CITY		PERFORMANCE				
		Not A Problem	Minor Problem	Moderate Problem	Major Problem	Don't Know
1.	Crime	1	2	3	4	9
2.	Drugs	1	2	3	4	9
3.	High weeds	1	2	3	4	9
4.	Noise	1	2	3	4	9
5.	Blighted buildings	1	2	3	4	9
6.	Unsupervised youth	1	2	3	4	9
7.	Homelessness	1	2	3	4	9
8.	Unwanted local businesses	1	2	3	4	9
9.	Environmental hazard(s), air quality and toxic waste	1	2	3	4	9
10.	Loose dogs and unrestrained pets	1	2	3	4	9
11.	Litter	1	2	3	4	9
12.	Infrastructure/streets	1	2	3	4	9
13.	Other (describe):	1	2	3	4	9

6. <u>PERCEPTIONS OF SAFETY</u>. 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: **<u>IF YES</u> – was this crime (these crimes) reported to the police?** YES NO

___(2) No

8. MAJOR CATEGORIES OF CITY SERVICES. Please rate the City's overall performance in each of the major categories listed below by circling the corresponding number below. If you have used the service during the past 12 months, please check the gray box to the far right.

MAJOR CATEGORIES OF CITY SERVICES		PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
1.	Ambulance/emergency medical services	1	2	3	4	9	
2.	Art and Cultural programs/facilities	1	2	3	4	9	
3.	Neighborhood code enforcement (e.g., high weeds, litter, blight)	1	2	3	4	9	
4.	Customer service provided by city employees	1	2	3	4	9	
5.	Drinking water	1	2	3	4	9	
6.	Fire services	1	2	3	4	9	
7.	Solid waste services (e.g., garbage and recycling collection)	1	2	3	4	9	
8.	Land use, planning, and zoning	1	2	3	4	9	
9.	Maintenance of infrastructure (e.g., city streets and sidewalks)	1	2	3	4	9	
10.	The City's parks and recreation system	1	2	3	4	9	
11.	Police services	1	2	3	4	9	
12.	Public information services	1	2	3	4	9	
13.	Public library services	1	2	3	4	9	
14.	Sewer services (e.g. sanitary sewer / wastewater)	1	2	3	4	9	
15.	Storm drainage	1	2	3	4	9	
16.	Traffic signal timing	1	2	3	4	9	
17.	Overall quality of Dallas Love Field Airport	1	2	3	4	9	
18.	Municipal court services	1	2	3	4	9	

9. Which FOUR of the services listed above do you think should be the City's top priorities? (list your top 4 choices 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		PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
1.	Crime prevention	1	2	3	4	9	
2.	Traffic enforcement	1	2	3	4	9	
3.	Efforts by police to fight crime in your neighborhood	1	2	3	4	9	
4.	Efforts by police to effectively deal with problems in your neighborhood	1	2	3	4	9	
5.	Response time of police to emergencies	1	2	3	4	9	
6.	Response time of fire to emergencies	1	2	3	4	9	
7.	Fire prevention and education	1	2	3	4	9	
8.	Enforcement of yard parking regulations in your neighborhood	1	2	3	4	9	

11. Which TWO of the public safety services listed above do you think should be the City's top priorities? (list your top 2 choices 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.

	PARK AND RECREATION SERVICES	PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
1.	City parks	1	2	3	4	9	
2.	Recreation programs or classes	1	2	3	4	9	
3.	Range/variety of recreation programs and classes	1	2	3	4	9	
4.	Recreation centers/facilities	1	2	3	4	9	
5.	Accessibility of parks	1	2	3	4	9	
6.	Accessibility of recreation centers/facilities	1	2	3	4	9	
7.	Appearance/maintenance of parks	1	2	3	4	9	
8.	Appearance of recreation centers/facilities	1	2	3	4	9	
9.	Outdoor athletic facilities (soccer/baseball fields, tennis courts)	1	2	3	4	9	
10.	Walking trails in the city	1	2	3	4	9	
11.	Bike lanes in the city (shared, protected and multi-use)	1	2	3	4	9	
12.	Outdoor swimming facilities	1	2	3	4	9	
13.	Ease of registering for city recreation programs/events	1	2	3	4	9	
14.	City golf courses	1	2	3	4	9	

13. Which THREE of the park and recreation services listed above do you think should be the City's top priorities? (list your top 3 choices below using the numbers from the list in Question 12)

1st:_____ 2nd:_____ 3rd:_____

14. CODE ENFORCEMENT SERVICES. Please rate the City's performance in following areas.

	CODE ENFORCEMENT SERVICES	PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
1.	Enforcement of open storage of junk violations (e.g., furniture, appliances, etc.)	1	2	3	4	9
2.	Enforcement of the mowing and cutting of weeds and high grass on private property	1	2	3	4	9
3.	Enforcement of blighted residential properties	1	2	3	4	9
4.	Enforcement of sign regulations	1	2	3	4	9
5.	City efforts to remove abandoned or inoperative vehicles	1	2	3	4	9
6.	Enforcement of bulk/brush trash violations	1	2	3	4	9
7.	Enforcement of loose dogs and unrestrained pets	1	2	3	4	9

15. Which TWO of the code enforcement services listed above do you think should be the City's top priorities? (list your top 2 choices below using the numbers from the list in Question 14)

1st:_____ 2nd:_____

16. STREETS & INFRASTRUCTURE. Please rate the City's performance in the following areas.

	STREETS AND INFRASTRUCTURE	PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
1.	Street repair	1	2	3	4	9
2.	Street cleaning	1	2	3	4	9
3.	Street lighting	1	2	3	4	9
4.	Sidewalk maintenance	1	2	3	4	9
5.	Alley maintenance	1	2	3	4	9
6.	Maintenance of streets in your neighborhood	1	2	3	4	9

17. Which TWO of the street and infrastructure services listed above do you think should be the City's top priorities? (list your top 2 choices below using the numbers from the list in Question 16)

1st:_____ 2nd:_____

18. SOLID WASTE SERVICES. Please rate the City's performance in the following areas.

SOLID WASTE SERVICES		PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
1.	Garbage collections	1	2	3	4	9
2.	Recycling	1	2	3	4	9
3.	Yard waste pick-up	1	2	3	4	9
4.	Bulk trash pick-up	1	2	3	4	9
5.	Household hazardous waste disposal	1	2	3	4	9

19. Which TWO of the solid waste services listed above do you think should be the City's top priorities? (list your top 2 choices 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		PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
1.	Water pressure in your home	1	2	3	4	9
2.	Taste/smell of tap water in your home	1	2	3	4	9
3.	Water conservation programs sponsored by the City	1	2	3	4	9
4.	Ease of understanding your water/wastewater bill	1	2	3	4	9
5.	Efforts by the City to respond timely to water/wastewater service issues at your home or business	1	2	3	4	9
6.	Pricing for water and wastewater service	1	2	3	4	9

21. Which TWO of the water and wastewater services listed above do you think should be the City's top priorities? (list your top 2 choices below using the numbers from the list in Question 20)

1st:_____ 2nd:_____

22. 3-1-1 CUSTOMER SERVICE CALL CENTER. Have you used either the City's 3-1-1 Customer Service Call Center or the Water Customer Service line (214) 651-1441, in the past 6 months?

___(1) Yes ___(2) No [go to Question 23]

22-1.-2. Please rate the performance of the City's 3-1-1 Customer Service Call Center in the following areas:

HOW WOULD YOU RATE THE:		PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
1.	Quality of the City's Web-based Service Request System which allows you to enter and track service requests on-line	1	2	3	4	9
2.	Quality of service provided by agent who handled your call (if applicable)	1	2	3	4	9

23. PUBLIC INFORMATION SERVICES. Where do you currently get news and information about city programs, services, and events? (check all that apply)

___(01) Local newspapers
___(02) Facebook
___(03) Twitter
___(04) Dallascitynews.net
___(05) Dallas City TV Cable
___(06) City website
___(07) Other local radio
___(08) Television News
___(09) Radio FM 101.1
___(10) 311
___(11) Townhall meetings

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

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

25. Which TWO of the public information services listed above do you think should be the City's top priorities? (list your top 2 choices below using the numbers from the list in Question 24)

1st:_____ 2nd:_____

26. OTHER CITY SERVICES. Please rate the City's performance in the following areas.

	OTHER CITY SERVICES	PERFORMANCE					Check here if you used this service during the past year
		Excellent	Good	Fair	Poor	Don't Know	
1.	Services to seniors	1	2	3	4	9	
2.	Services to youth	1	2	3	4	9	
3.	Services to low-income people	1	2	3	4	9	
4.	Amount of public parking	1	2	3	4	9	
5.	Accessibility of arts and cultural centers/facilities	1	2	3	4	9	
6.	Appearance of arts and cultural centers/facilities	1	2	3	4	9	
7.	Variety of library materials	1	2	3	4	9	
8.	Accessibility of City facilities/services for persons with disabilities	1	2	3	4	9	
9.	Variety of arts and cultural programs	1	2	3	4	9	
10.	Online transparency	1	2	3	4	9	

27. 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, planners or any others)?

___(1) Yes [answer Question 27-1-3] ___(2) No [go to Question 28]

27-1. Which department did you contact most recently? _____

27-2.-3.Please rate the performance of the City employees who helped you the last time you contacted the City in the following areas:

	CUSTOMER SERVICE	PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
1.	Knowledge	1	2	3	4	9
2.	Responsiveness	1	2	3	4	9
3.	Courtesy	1	2	3	4	9
4.	Overall	1	2	3	4	9

28. OVERALL QUALITY OF GOVERNMENTAL SERVICES. Overall how would you rate the quality of services provided by:

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

29. 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	Neither Agree or Disagree	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 citizen involvement	5	4	3	2	1	9
4.	The City of Dallas government listens to citizens	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

30. Have you observed, watched, listened to, or attended a City Council meeting in the past 12 months?
___(1) Yes ___(2) No

31. In the last 12 months, about how many times, if ever, have you or other household members used Trinity River Corridor's recreational amenities (e,g, Audubon Center, Horse Park, soccer fields, etc.)?
_____ times

32. Which modes of transportation do you use on a regular basis? (Check all that apply)
___(1) Drive alone ___(2) Carpool ___(3) Light rail ___(4) Bus
___(5) Bicycle ___(6) Walk ___(7) Telecommute ___(8) Other: _____

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

34. How many persons in your household (<u>counting yourself</u>), are:
Under age 12 ____ Ages 18-34 ____ Ages 50-64 ____
Ages 12-17 ____ Ages 35-49 ____ Ages 65+ ____

35. What is your age? _____ years

36. Which of the following best describes your home?
___(1) Single family home ___(2) Apartment/Condo ___(3) Mobile home ___(3) Other

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

38. Do any members of your household have a physical disability? ___(1) Yes ___(2) No

39. 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

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

41. 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: _____

42. 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

43. 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

44. Are you currently employed? ___(1) Yes ___(2) No

45. Are you registered to vote in the jurisdiction where you live? ___(1) Yes ___(2) No

46. Do you plan to vote in the next City election? ___(1) Yes ___(2) No ___(9) Don't know

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

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.