

# Memorandum



CITY OF DALLAS

DATE December 29, 2017

TO Honorable Mayor and Members of the City Council

SUBJECT **Community Survey Overview**

On January 3, 2018, Jack Ireland and LaToya Jackson, Director and Assistant Director of the Office of Budget, will brief City Council on the Community Survey Overview. I have attached the presentation materials for your review.

Please let me know if you have any questions.

A handwritten signature in blue ink that reads "M. Elizabeth Reich".

M. Elizabeth Reich  
Chief Financial Officer

## Attachment

c: T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Billerae Johnson, City Secretary (Interim)  
Daniel F. Solis, Administrative Judge  
Kimberly Bizer Tolbert, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jo M. (Jody) Puckett, Assistant City Manager (Interim)  
Nadia Chandler Hardy, Chief of Community Services  
Raquel Favela, Chief of Economic Development & Neighborhood Services  
Theresa O'Donnell, Chief of Resilience  
Directors and Assistant Directors

# Community Survey Overview

**City Council Briefing  
January 3, 2018**

**Elizabeth Reich,  
Chief Financial Officer**

**Jack Ireland, Director  
Office of Budget**

**LaToya Jackson, Assistant Director  
Office of Budget**



**City of Dallas**

# Community Survey

- Today, January 3, is kick-off for 2018 customer perception survey
- Numerous outreach efforts to communicate to citizens
  - Press releases to all major media outlets
  - Over 200 media representatives contacted
  - Over 9,500 residents contacted via GovDelivery
  - Social media alerts via Facebook and Twitter
  - DallasCityNews.net feature article
  - Email blast to resident list

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# Community Survey

- This year's survey will be 9<sup>th</sup> in 14 years
  - Previously administered in 1993, 2005, 2006, 2007, 2009, 2011, 2013, 2014, and 2016
- Survey is administered by independent consultant
  - Cost of survey is approximately \$50,000
- Participants/households are randomly selected from list of all residents with a landline or cell phone
- Consultant will ensure a minimum of 1,400 responses with at least 100 from each council district



# Community Survey

- Surveys are conducted by mail with follow-up by phone and email to ensure the minimum number from each council district
- Survey is approximately 7 pages long and will take about 15 to 20 minutes for selected participants to complete
- Results are statistically valid for all 14 council districts
  - Confidence level is 95%
  - Margin of error is +/-2.5%



# Actions and Next Steps

- Continue outreach efforts to alert residents of the community survey
- Distribute introductory letter to selected households by January 5
- Distribute community survey to selected households by January 17
- Present survey findings to Council on May 2



# Appendix A

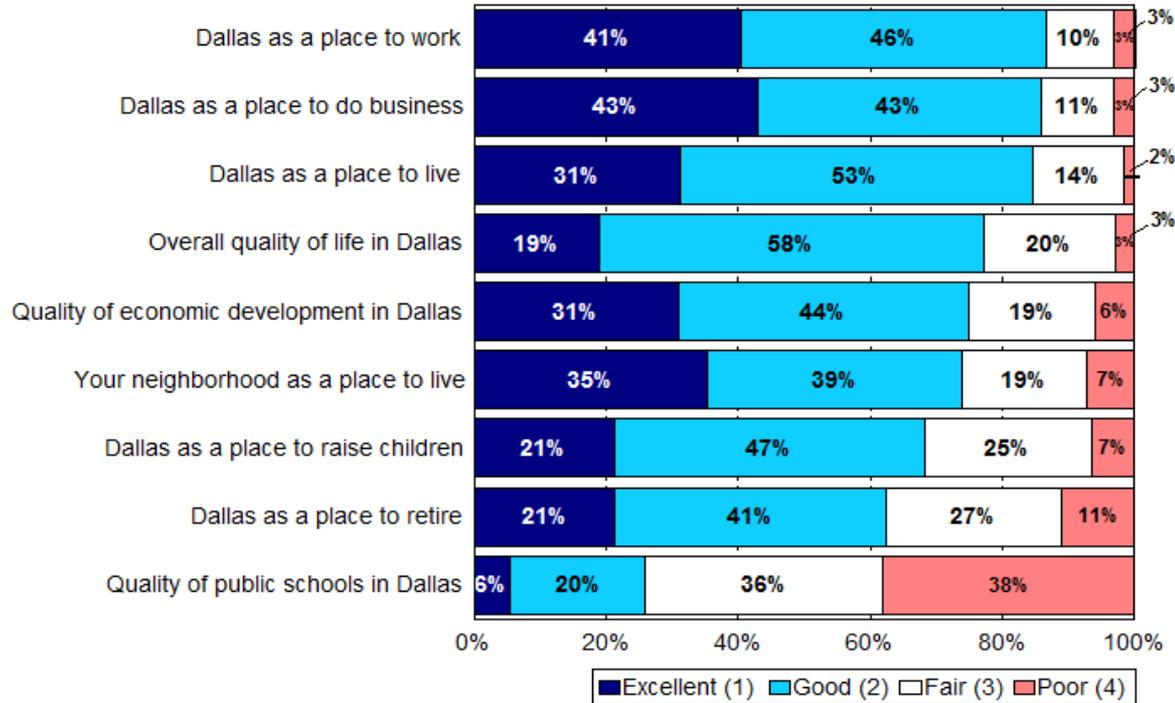
- Sample results from last survey in 2016



# Community Survey

## 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)

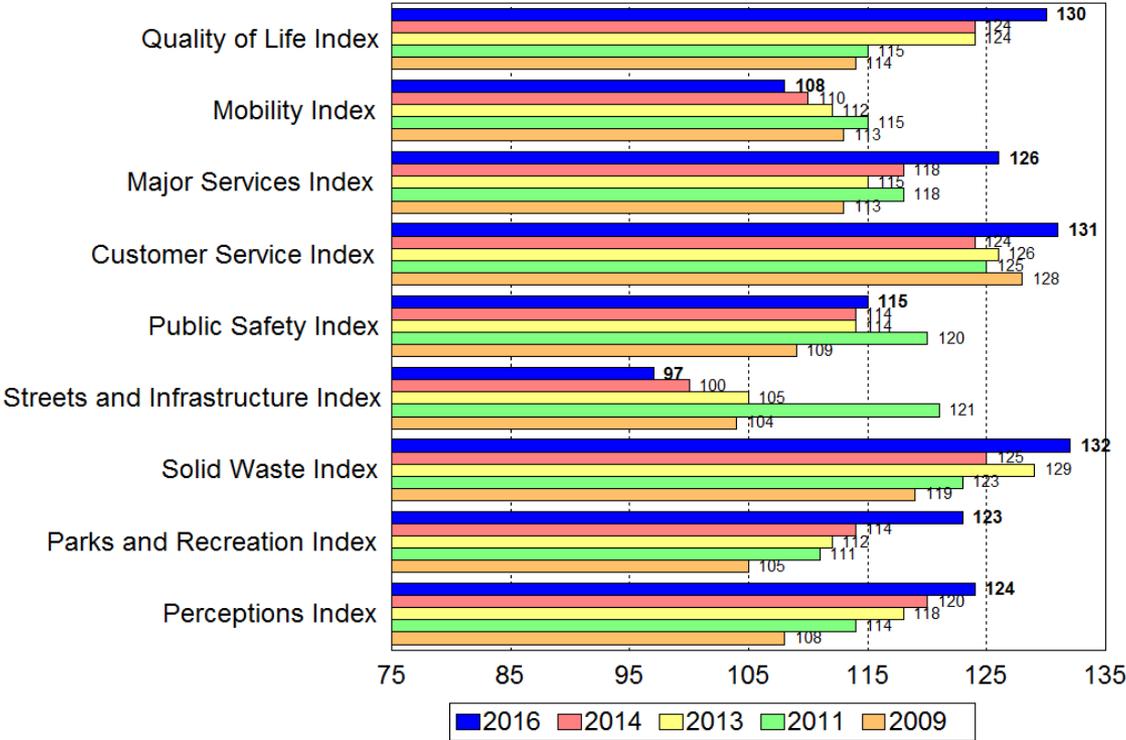


Source: ETC Institute (May 2016)

# Community Survey

## Composite Satisfaction Indices

derived from the mean positive ratings provided by residents  
Year 2007=100



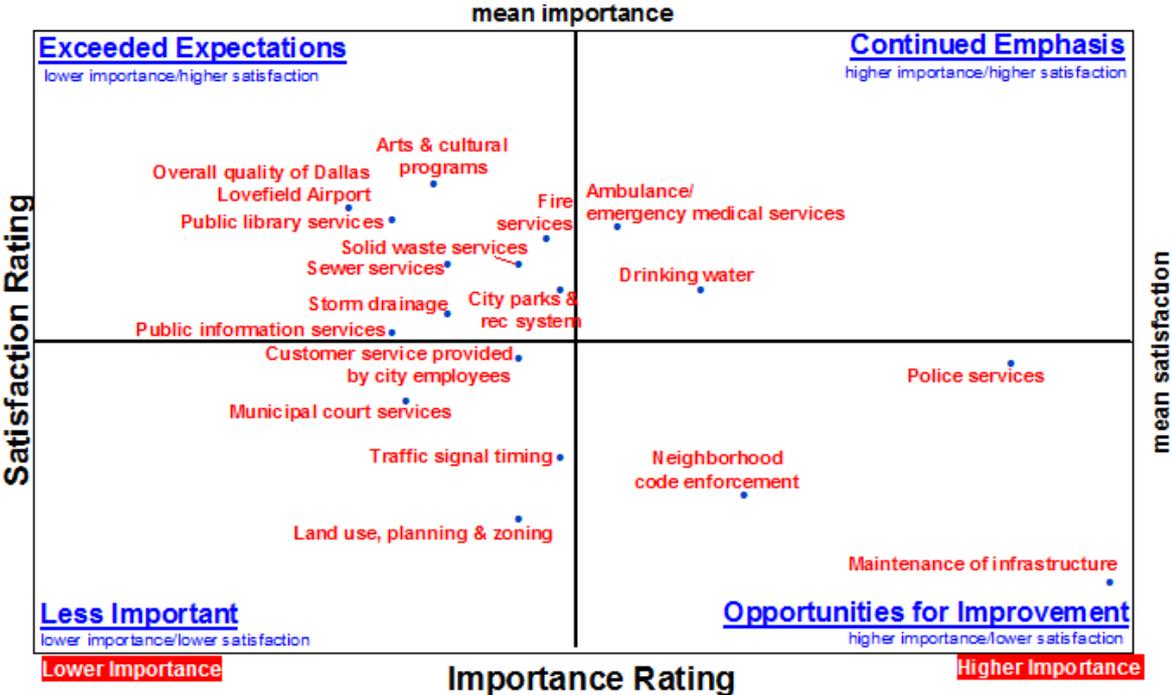
Source: ETC Institute (2016)

# Community Survey

## 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: ETCInstitute (2016)

# Appendix B

- Survey questions



# Survey Questions



## 2018 Community Survey

**City of Dallas** 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.

**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. Opportunities to attend arts and cultural events	1	2	3	4	9
4. Air quality	1	2	3	4	9
5. Access to affordable quality housing	1	2	3	4	9
6. Access to affordable quality child care	1	2	3	4	9
7. Access to affordable quality health care	1	2	3	4	9
8. Access to affordable quality food	1	2	3	4	9
9. Access to living wage jobs	1	2	3	4	9
10. Access to quality education	1	2	3	4	9
11. Ease of car travel in Dallas	1	2	3	4	9
12. Ease of bus travel in Dallas	1	2	3	4	9
13. Ease of rail travel in Dallas	1	2	3	4	9
14. Ease of bicycle travel in Dallas	1	2	3	4	9
15. Ease of walking in Dallas	1	2	3	4	9
16. Overall image/reputation of 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)**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_



# Survey Questions

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. Homelessness	1	2	3	4	9
7. Environmental hazard(s), air quality and toxic waste	1	2	3	4	9
8. Loose dogs and unrestrained pets	1	2	3	4	9
9. Litter	1	2	3	4	9
10. Infrastructure/streets	1	2	3	4	9
11. Aggressive solicitation/panhandling	1	2	3	4	9
12. Other (describe):	1	2	3	4	9

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

How Safe Do You Feel:	Very Safe	Safe	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: IF YES – was this crime (these crimes) reported to the police? YES NO

\_\_\_(2) No

# Survey Questions

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					
	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. 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. 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)

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_

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

PUBLIC SAFETY SERVICES	PERFORMANCE					
	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 emergency calls	1	2	3	4	9	
6. Response time of fire to emergency calls	1	2	3	4	9	
7. Fire prevention and education	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)

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

# Survey Questions

12. **PARKS AND RECREATION.** Please rate the City's performance in the following areas.

PARK AND RECREATION SERVICES	PERFORMANCE				
	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/maintenance 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. Outdoor swimming facilities	1	2	3	4	9
12. Ease of registering for city recreation programs/events	1	2	3	4	9
13. 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)

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

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

CODE ENFORCEMENT SERVICES	PERFORMANCE				
	Excellent	Good	Fair	Poor	Don't Know
1. Enforcement at multi-family building conditions	1	2	3	4	9
2. Enforcement of the mowing 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 junk motor vehicles (inoperative) on private property	1	2	3	4	9
6. Enforcement of bulk/brush trash violations	1	2	3	4	9
7. Enforcement of litter on private property	1	2	3	4	9
8. City efforts to survey and abate mosquitos carrying viruses	1	2	3	4	9
9. Enforcement of food safety in restaurants	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)

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

16. **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

17. 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 16)

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

# Survey Questions

18. **STREETS & INFRASTRUCTURE/MOBILITY.** Please rate the City's performance in the following areas.

STREETS AND INFRASTRUCTURE		PERFORMANCE				
		Excellent	Good	Fair	Poor	Don't Know
1.	Maintenance and repair of thoroughfares and major streets	1	2	3	4	9
2.	Maintenance and repair of streets in your neighborhood	1	2	3	4	9
3.	Street striping	1	2	3	4	9
4.	Street cleaning	1	2	3	4	9
5.	Street lighting	1	2	3	4	9
6.	Traffic signs and signal operations	1	2	3	4	9
7.	Sidewalk maintenance	1	2	3	4	9
8.	Alley maintenance	1	2	3	4	9
9.	Curbs and gutters	1	2	3	4	9
10.	Bike lanes in the city (shared, protected and multi-use)	1	2	3	4	9

19. 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 18)  
 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

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.	Ease of understanding your water/wastewater bill	1	2	3	4	9
4.	Efforts by the City to respond timely to water/wastewater service issues at your home or business	1	2	3	4	9
5.	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)  
 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

22. **OTHER CITY SERVICES/FACILITIES.** Please rate the City's performance in the following areas.

OTHER CITY SERVICES		PERFORMANCE				
		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.	Variety of arts and cultural programs	1	2	3	4	9
5.	Appearance/maintenance of arts and cultural centers/facilities	1	2	3	4	9
6.	Accessibility of arts and cultural centers/facilities	1	2	3	4	9
7.	Variety of library materials	1	2	3	4	9
8.	Appearance/maintenance of libraries/facilities	1	2	3	4	9
9.	Accessibility of City facilities/services for persons with disabilities	1	2	3	4	9
10.	Variety of arts and cultural programs	1	2	3	4	9
11.	Enforcement of yard parking regulations in your neighborhood	1	2	3	4	9

# Survey Questions

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       (04) City website       (07) Radio FM 101.1  
 (02) Social media       (05) Other local radio       (08) 311  
 (03) Dallas City TV Cable       (06) Television News       (09) 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 City website	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)
- 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

26. **CUSTOMER SERVICE.** Have you had any in-person or phone contact with an employee of the City of Dallas within the last 12 months (including police, receptionists, librarians, or any others)?
- (1) Yes [answer Question 27-1-3]       (2) No [go to Question 28]

26-1. Which department did you contact most recently? \_\_\_\_\_

26-2. 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

27. Using a scale of 1 to 5 where 5 means "strongly agree" and 1 means "strongly disagree" please rate your level of agreement with the following statements.

	Strongly Agree	Agree	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 resident involvement	5	4	3	2	1	9
4. The City of Dallas government listens to a diverse range of people	5	4	3	2	1	9
5. Employees at the City of Dallas are ethical in the way they conduct City business	5	4	3	2	1	9
6. Government leaders at the City of Dallas are ethical in the way they conduct business	5	4	3	2	1	9

# Survey Questions

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. How many years have you lived in Dallas? \_\_\_\_\_ years
30. What is your age? \_\_\_\_\_ years
31. What is your gender? \_\_\_(1) Male \_\_\_(2) Female \_\_\_(3) Self-identified
32. What is your race? (check all that apply)  
 \_\_\_(1) American Indian/Alaskan native \_\_\_(3) Black, African/American \_\_\_(5) Other: \_\_\_\_\_  
 \_\_\_(2) Asian/Pacific Islander \_\_\_(4) White/Caucasian
33. Are you of Hispanic, Latino, or Spanish origin? \_\_\_(1) Yes \_\_\_(2) No
34. What is the highest degree or level of education you have completed?  
 \_\_\_(1) less than high school \_\_\_(3) some college \_\_\_(5) Bachelor's degree  
 \_\_\_(2) high school graduate \_\_\_(4) Associate's degree \_\_\_(6) graduate degree
35. Which modes of transportation do you use on a regular basis? (Check all that apply)  
 \_\_\_(1) Drive alone \_\_\_(2) Carpool \_\_\_(3) Light rail \_\_\_(4) Bus  
 \_\_\_(5) Bicycle \_\_\_(6) Walk \_\_\_(7) Telecommute \_\_\_(8) Other: \_\_\_\_\_
36. How many persons in your household (counting yourself), are:  
 Under age 12 \_\_\_\_\_ Ages 18-34 \_\_\_\_\_ Ages 50-64 \_\_\_\_\_  
 Ages 12-17 \_\_\_\_\_ Ages 35-49 \_\_\_\_\_ Ages 65+ \_\_\_\_\_
37. What is the primary language spoken in your home?  
 \_\_\_(1) English \_\_\_(3) French \_\_\_(5) Korean \_\_\_(7) Vietnamese  
 \_\_\_(2) Spanish \_\_\_(4) Arabic \_\_\_(6) Chinese \_\_\_(8) Other: \_\_\_\_\_
38. What is your total annual household income?  
 \_\_\_(1) less than \$24,999 \_\_\_(3) \$50,000 - \$74,999 \_\_\_(5) \$100,000 or more  
 \_\_\_(2) \$25,000 - \$49,999 \_\_\_(4) \$75,000 - \$99,999
39. Do you own or rent your home? \_\_\_(1) Own \_\_\_(2) Rent (or occupy without paying)
40. Which of the following best describes your home?  
 \_\_\_(1) Single family home \_\_\_(2) Apartment/Condo \_\_\_(3) Mobile home \_\_\_(3) Other

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**City Council Briefing  
January 3, 2018**

**Elizabeth Reich,  
Chief Financial Officer**

**Jack Ireland, Director  
Office of Budget**

**LaToya Jackson, Assistant Director  
Office of Budget**



**City of Dallas**