



2001 City Services Satisfaction Survey

Final Report

CONFIDENTIAL

**Prepared For:
CITY OF ARLINGTON**

**Study #010645
January 2002**

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BACKGROUND AND OBJECTIVES

This is the second wave of a planned annual survey among City of Arlington residents to measure satisfaction with city services. The first wave was conducted in December 2000. The purpose of the survey is to assess citizens' current perceptions of city services, to identify areas where the City is perceived as doing well and areas where improvement may be needed, and to monitor the effectiveness of the City's efforts to improve services. Information gathered from this second wave of interviews will also be used in planning and budgeting for 2002.

METHODS

A total of 502 telephone interviews were conducted among residents within Arlington city limits. Within this sample, quotas were set for gender, age and zip code to ensure an accurate representation of the city's population. Random-digit sampling was used primarily. (Some supplemental purchased listed sample was used to fill quotas in a few zip codes that are difficult to target using random-digit sampling.)

All respondents were age 18 or over and live within Arlington city limits, excluding Dalworthington Gardens and Pantego. Half were male and half were female.

All interviewing was done on computers. Dates of interviewing were December 10 through December 19, 2001.

A copy of the questionnaire, along with further discussion of data collection and data processing procedures, is presented in the Appendix.

USE OF DECISION ANALYST, INC. NAME

Prior written approval from Decision Analyst, Inc. is required for the use of its **name** in connection with any public release of research data, the substantiation of any advertising claims, and/or the use of research data as evidence in any legal proceedings or litigation.

EXECUTIVE SUMMARY

Arlington residents give high ratings to both the city and their neighborhoods as a place to live in terms of quality of life. Eighty-six percent (86%) give the city a rating of “good” or “excellent,” and 81% rate their neighborhood as “good” or “excellent.”

Overall perceptions of most city services are very positive. The fire department receives extremely high ratings, and higher than any other city services. Street maintenance and traffic-related issues continue to be areas where residents see the most room for improvement.

Recreation and library facilities are widely used and are generally perceived very favorably.

Arlington residents show a strong interest in public transportation options, both intercity (to Dallas and Fort Worth), and within Arlington. There was particularly strong interest in rail service to Dallas and Fort Worth.

More Arlington residents this year are reporting having visited the City of Arlington’s website, and residents continue to feel it is important for the City to provide citizen access to information by Internet.

Overall, measures from this wave are very consistent with prior year measures. However, there were some notable improvements over last year. There was a significant decrease in perceptions of residential burglaries* and junk vehicles as neighborhood problems for Arlington residents. There was a notable improvement in perceptions of the condition or major city-maintained streets, as well as a decrease in perceptions of construction as a problem while driving in Arlington. Ratings of the City also improved on providing citizen access or input to government.

* Note: Wording of this category has changed, which may have affected ratings. Wording in December 2000 was “Burglaries,” and wording in 2001 was “Residential Burglaries.”

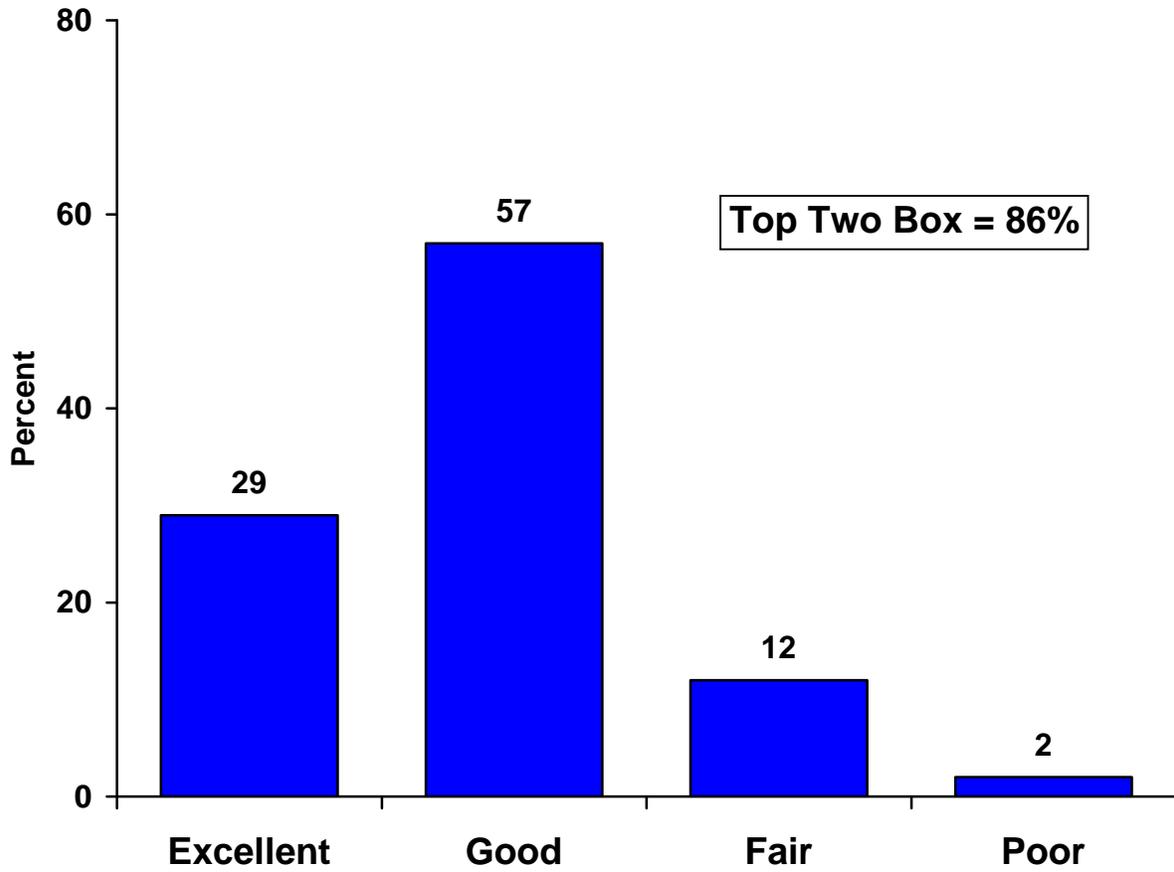
DETAILED FINDINGS

Overall Rating Of Arlington And City Services

Overall, residents give Arlington a high rating as a place to live, in terms of quality of life. A large majority of residents (86%) rate Arlington as either “good” or “excellent,” while only two percent rate Arlington as “poor.” This rating is similar to ratings from the previous year.

City services in Arlington generally receive high overall ratings, with most services receiving a top-two-box rating (“excellent” or “good”) of 80% or higher. The Arlington Fire Department receives the highest ratings among City services. “Park and ride” locations or services for carpooling, vans, or regional bus connections—a services category added to the survey this year—receives the lowest rating. Ratings for street maintenance and zoning policy enforcement also indicate much room for improvement in those services. Other areas in which residents’ perceptions are relatively low are availability of affordable housing, code enforcement, animal service, and building inspection. Ratings for services are consistent with ratings from the previous year, showing no significant changes.

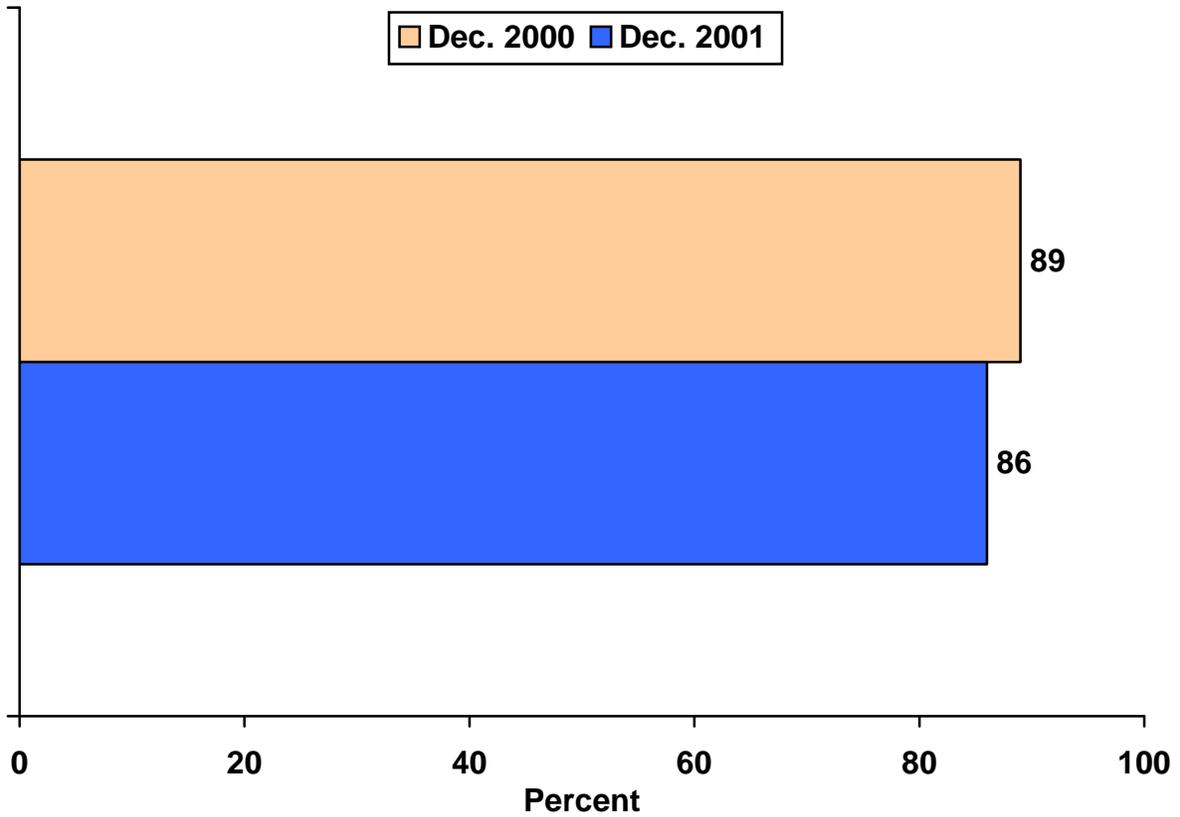
Overall Rating Of Arlington As A Place To Live



Question: "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (n=500)

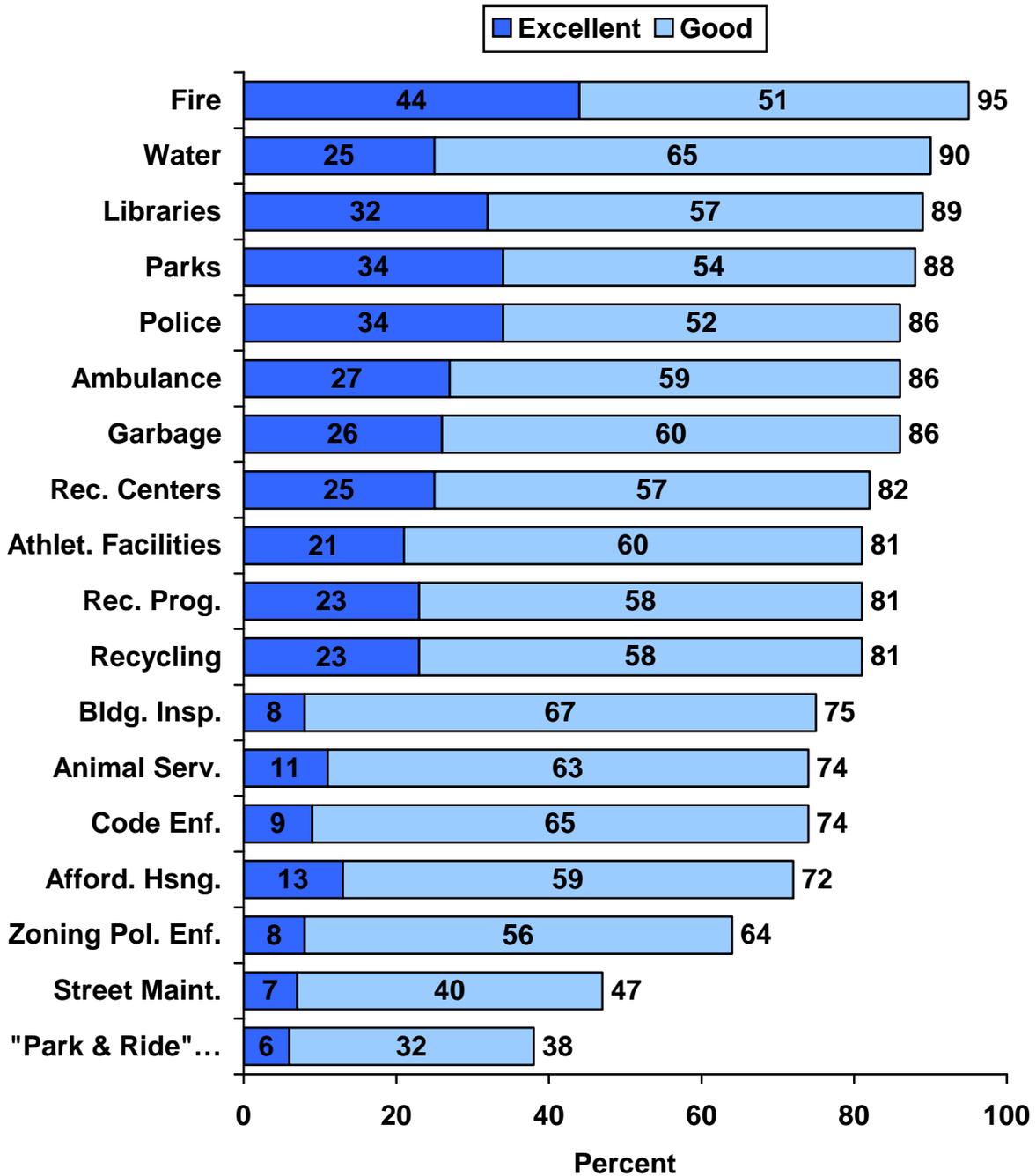
Overall Rating Of Arlington As A Place To Live – Trend (Top Two Box—Excellent/Good)



Question: "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (2000 n=496; 2001 n=500)

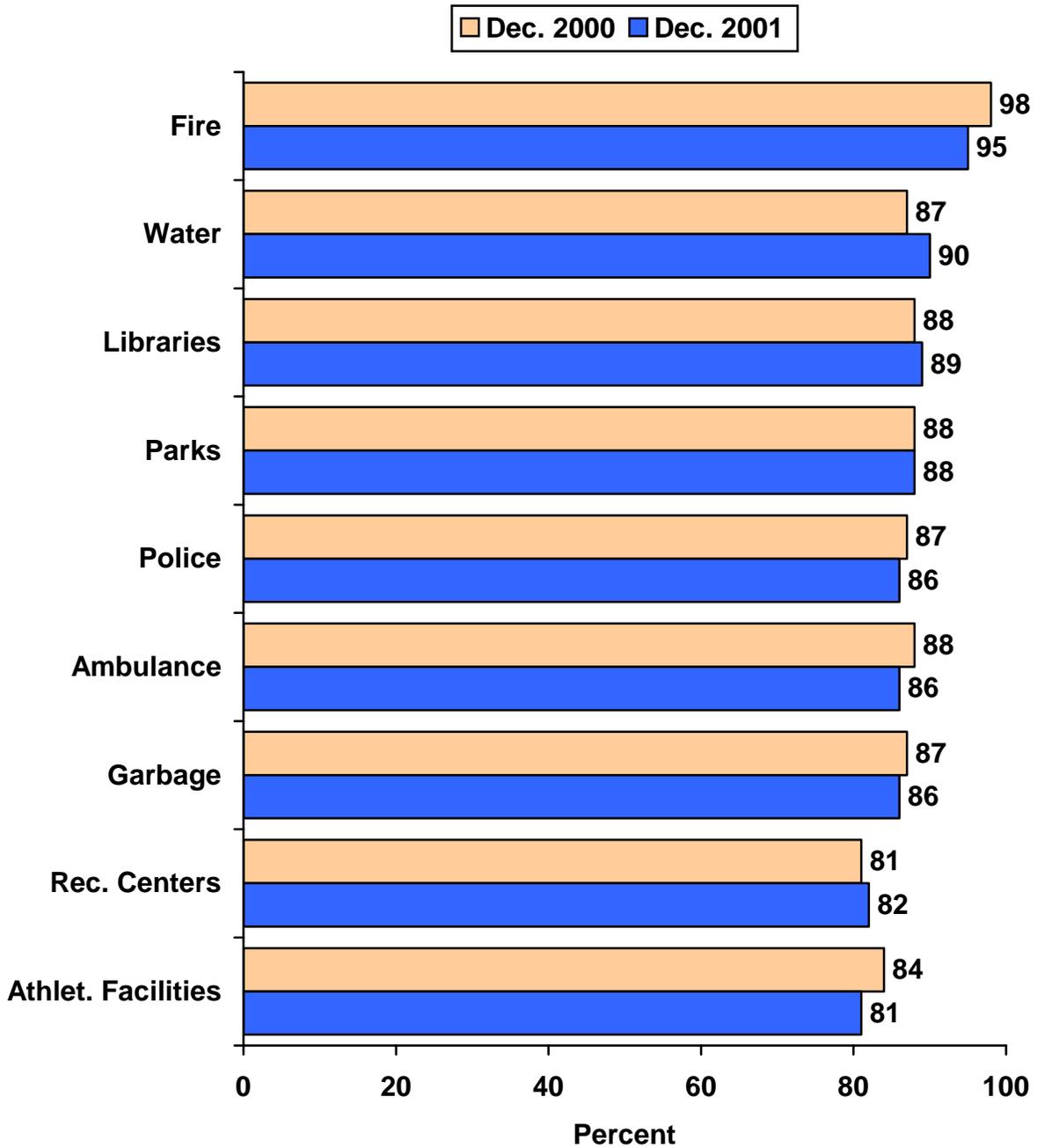
Overall Ratings Of Arlington City Services



Question: "And please rate each of the following services that the City provides, using a scale of excellent, good, fair, and poor."

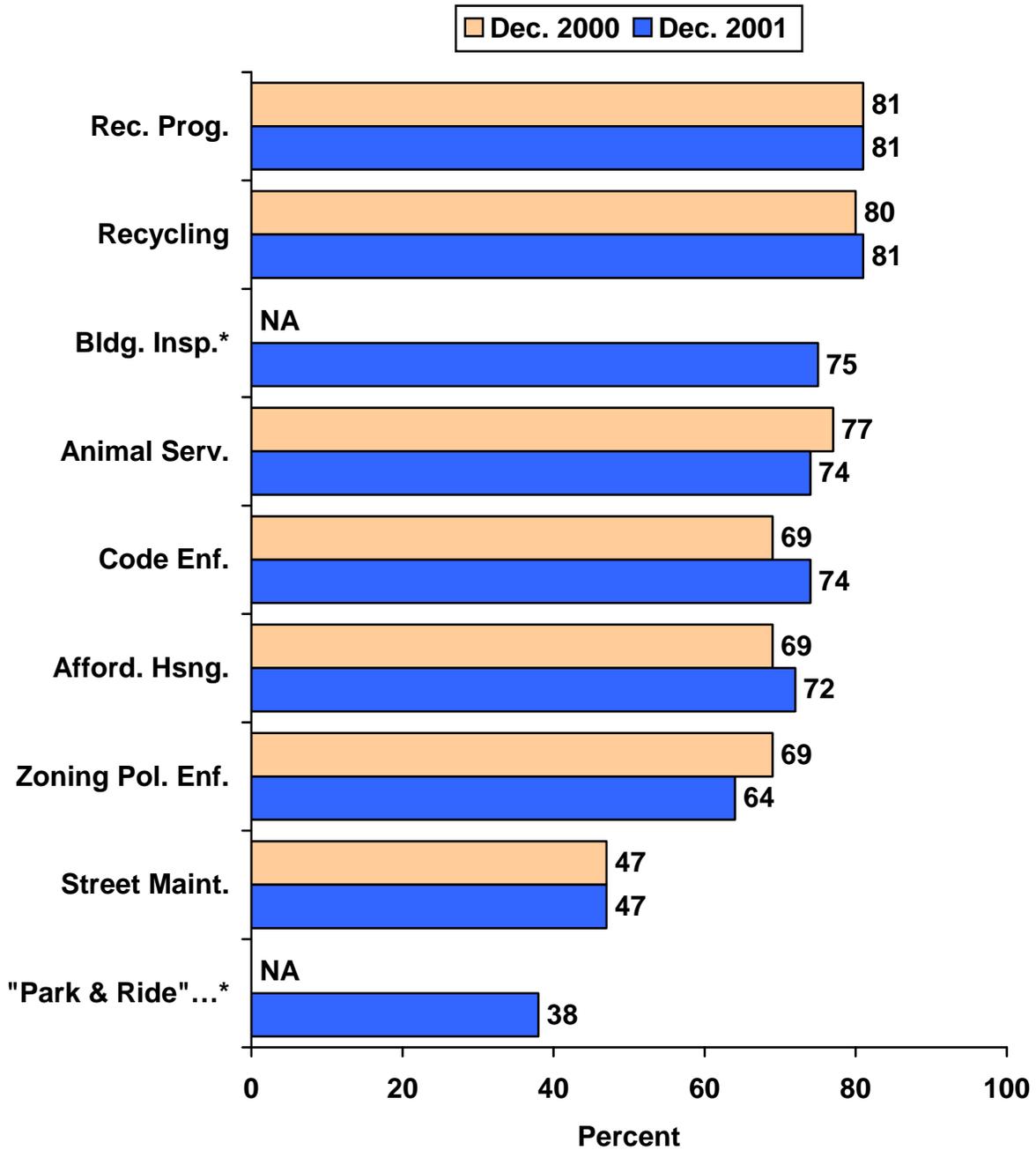
Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=433)

Overall Ratings Of Arlington City Services – Trend (Top Two Box—Excellent/Good)



(Continued)

Overall Ratings Of Arlington City Services – Trend (Cont.) (Top Two Box—Excellent/Good)



Question: "And please rate each of the following services that the City provides, using a scale of excellent, good, fair, and poor."

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=451; 2001 n=433)

* Ratings for Building Inspection and "Park & Ride" Locations... begin in 2001.

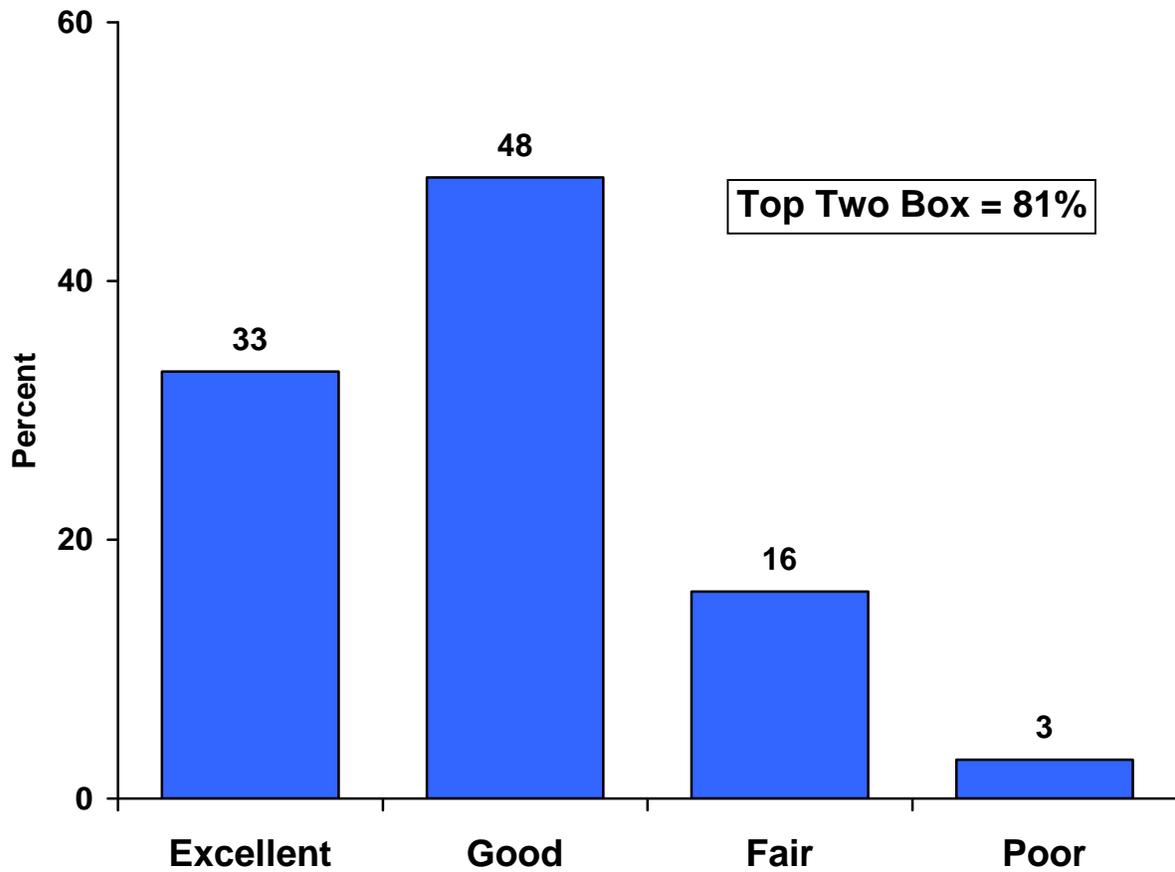
Neighborhoods

Most Arlington residents rate their neighborhoods favorably, in terms of quality of life (81% “excellent” or “good”). Speeding on neighborhood streets is perceived as the most widespread problem in city neighborhoods. Among other areas identified most often as neighborhood problems are the condition of major streets in or near neighborhoods, car burglaries, condition of residential streets, residential burglaries, street lighting, stray animals, and dilapidated fences. All of these are viewed as at least minor problems by one-third or more of Arlington residents. While residents’ perceptions of most neighborhood problems remained consistent to previous year measures, there was a significant decrease in perceptions of residential burglaries* and junk vehicles as neighborhood problems.

Most residents feel very safe in their neighborhoods during the day, and one out of three say they would feel very safe walking alone in their neighborhood at night. Most residents (63%) say they would feel safer walking alone at night in their own neighborhood than in other neighborhoods in Arlington. An even larger percentage say they would feel safer walking alone at night in Arlington neighborhoods than neighborhoods in Dallas or Fort Worth.

* Note: Wording of this category has changed, which may have affected ratings. Wording in December 2000 was “Burglaries,” and wording in 2001 was “Residential Burglaries.”

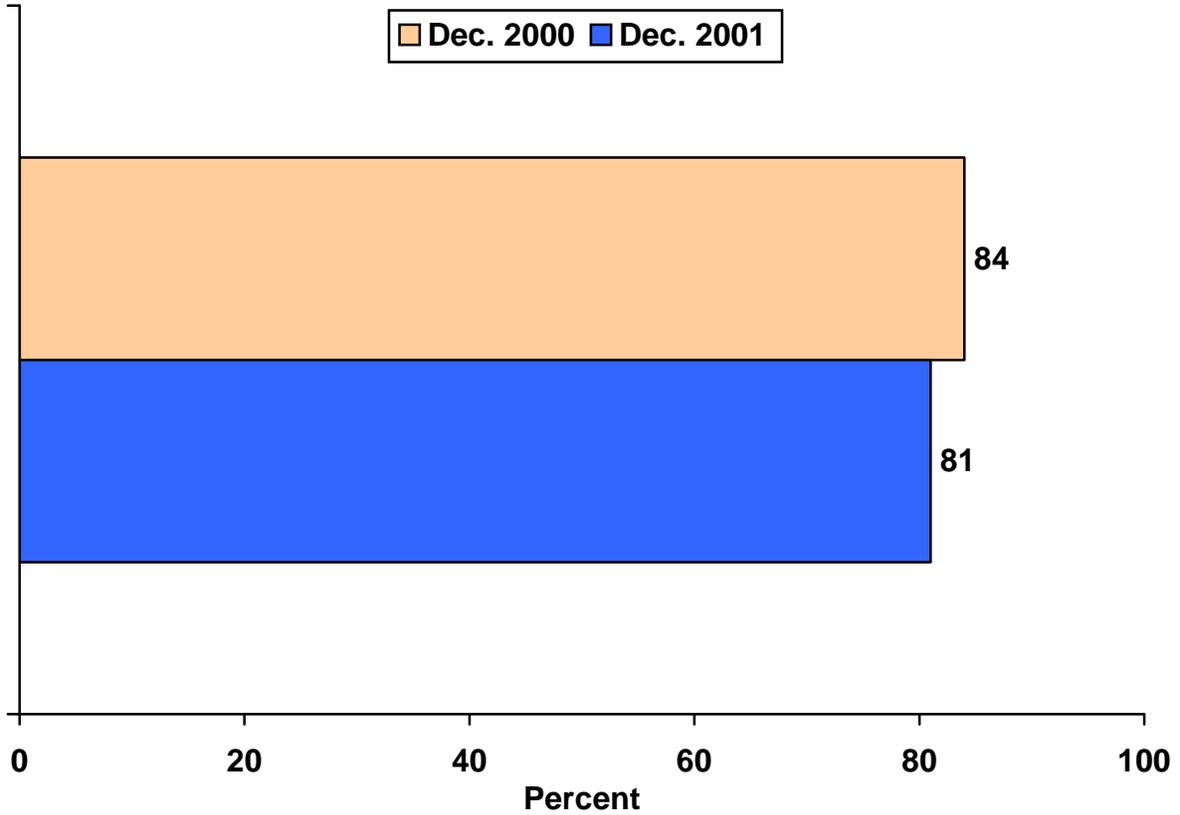
Overall Rating Of Neighborhood As A Place To Live



Question: "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows". (n=502)

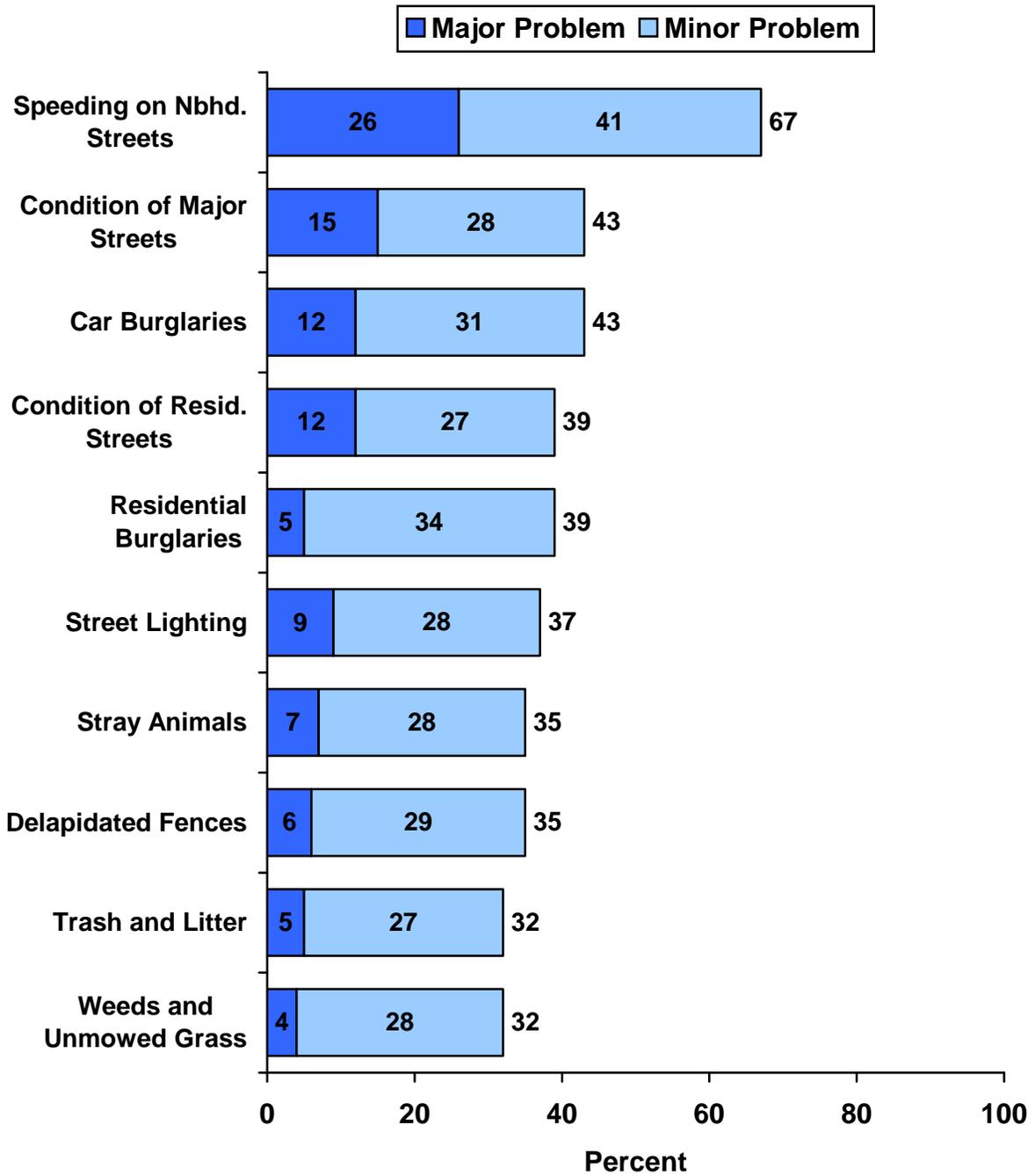
Overall Rating Of Neighborhood As A Place To Live – Trend (Top Two Box—Excellent/Good)



Question: "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

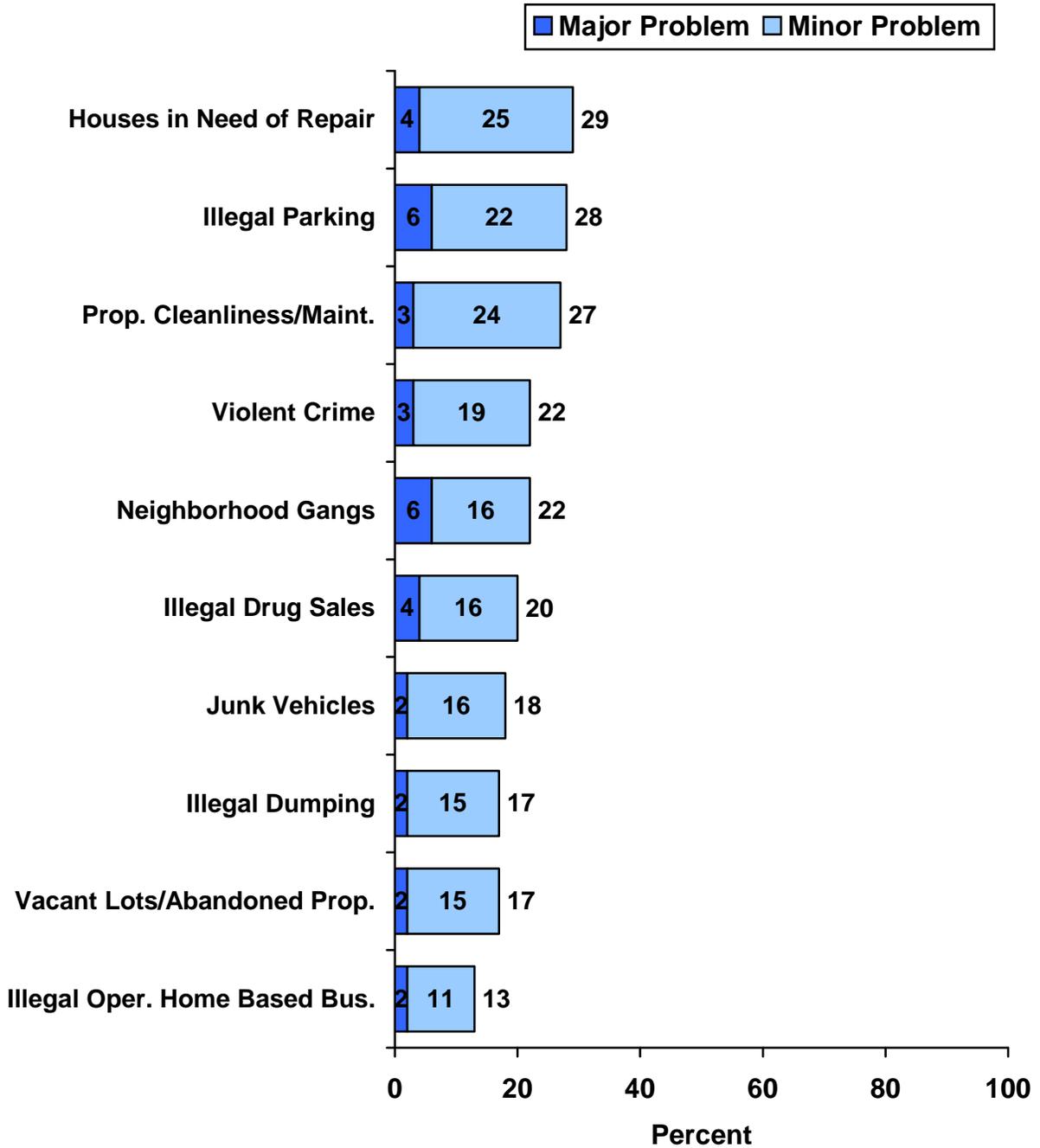
Base: Total respondents, excluding "don't knows". (2000 n=499; 2001 n=502)

Perceptions Of Neighborhood Problems



(Continued)

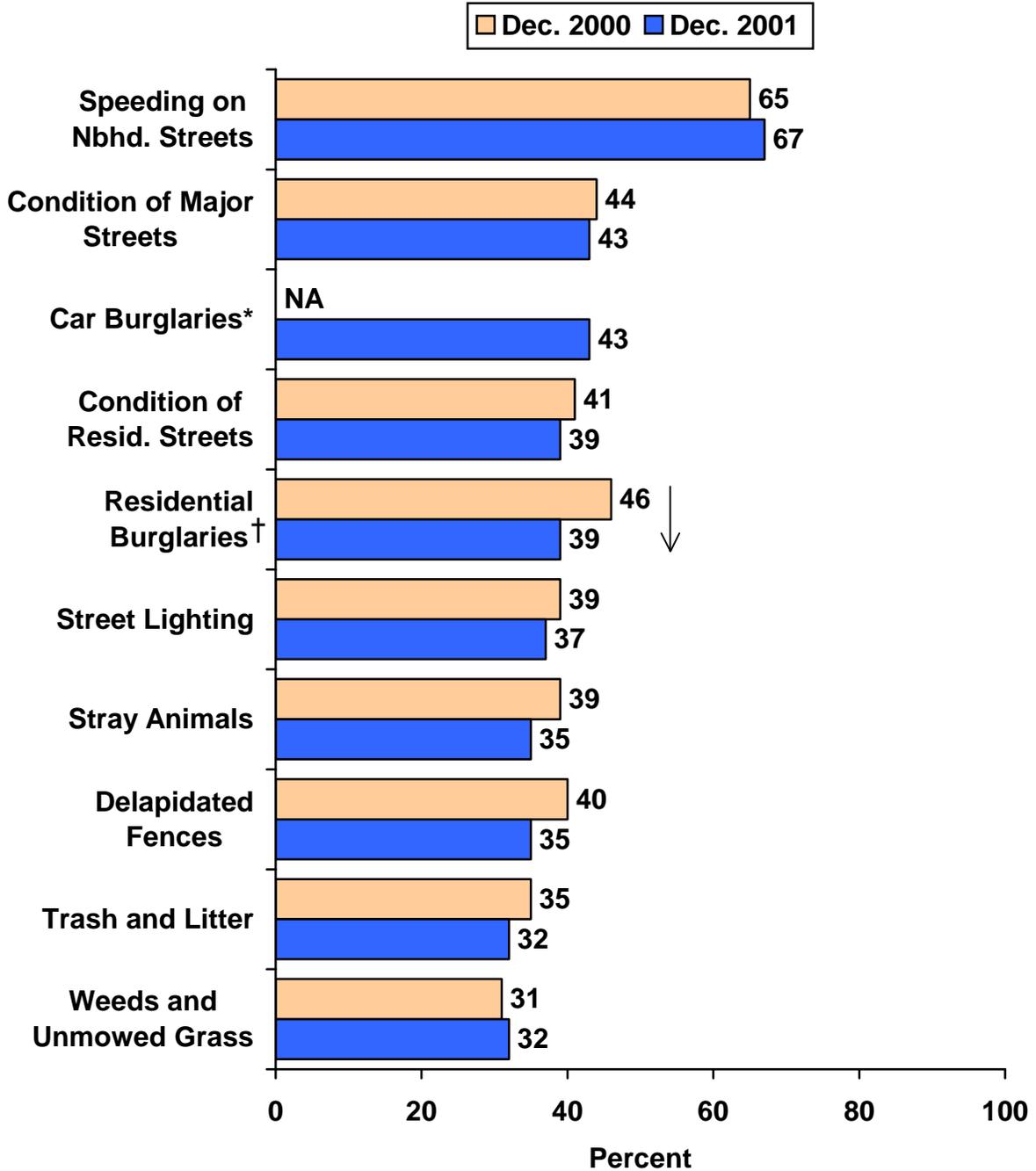
Perceptions Of Neighborhood Problems (Cont.)



Question: "And thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, a minor problem, or not a problem in your neighborhood?"

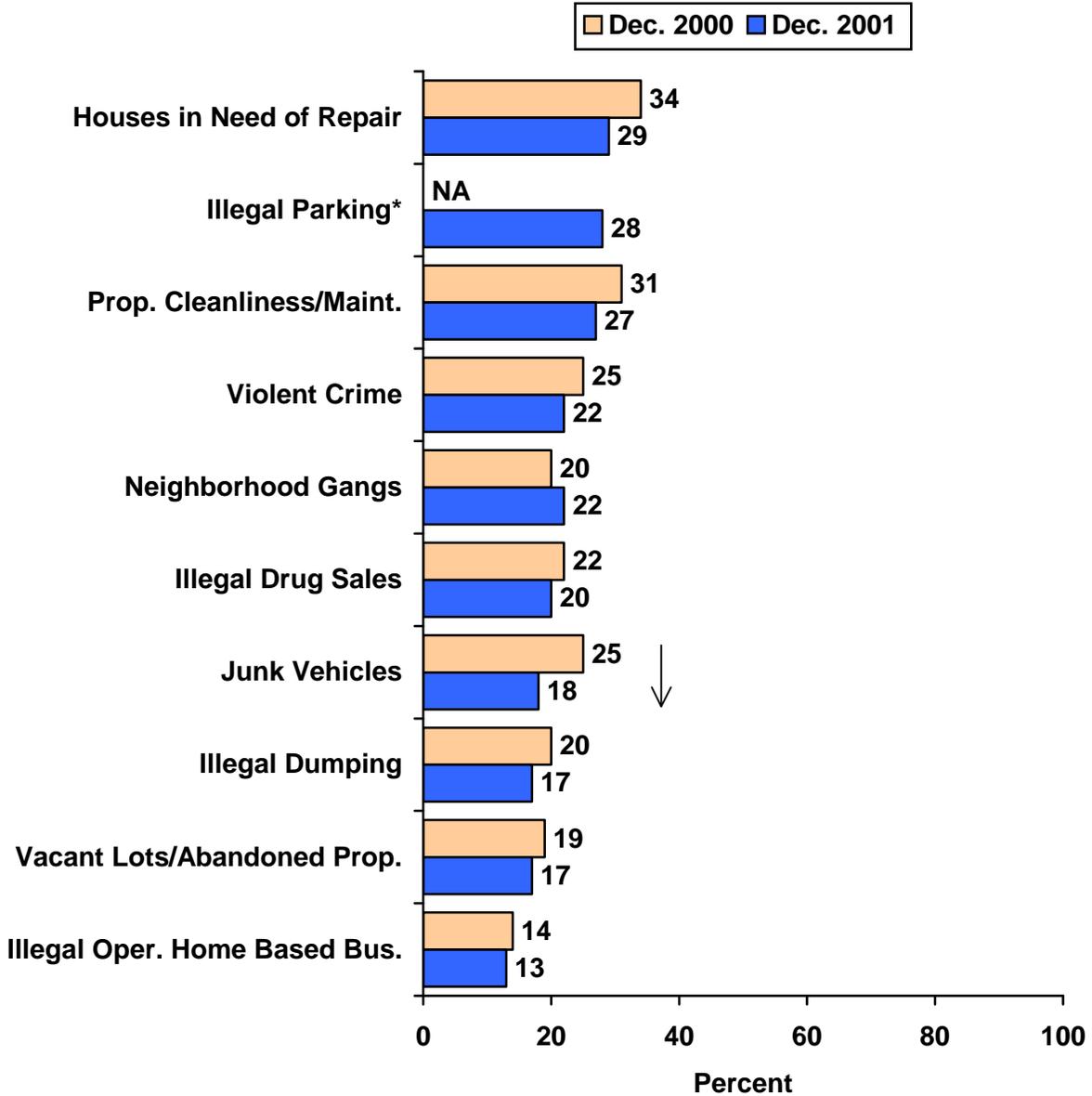
Base: Total respondents. (n=502)

Perceptions Of Neighborhood Problems – Trend (Major/Minor Problem)



(Continued)

Perceptions Of Neighborhood Problems – Trend (Cont.) (Major/Minor Problem)



Question: “And thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, a minor problem, or not a problem in your neighborhood?”

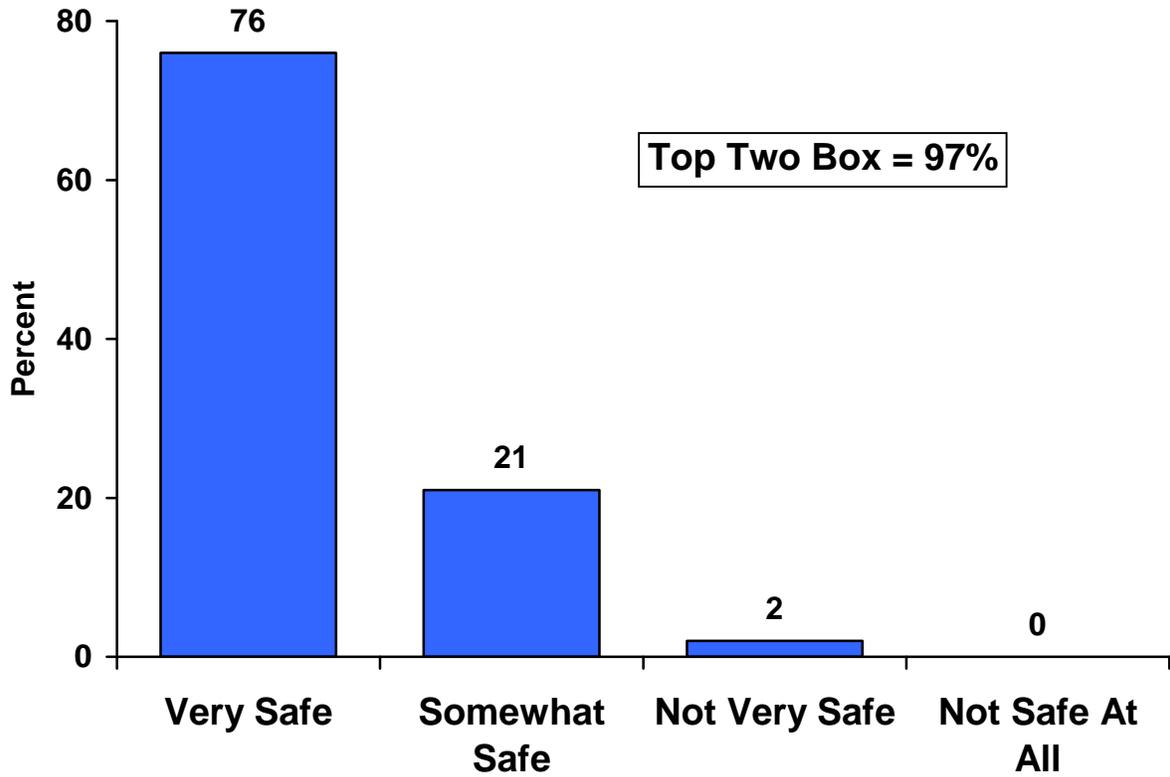
Base: Total respondents. (2000 n=500; 2001 n=502)

* Ratings for Car Burglaries and Illegal Parking begin in 2001.

† Note: Wording of this category has changed, which may have affected ratings. Wording in December 2000 was “Burglaries,” and wording in 2001 was “Residential Burglaries.”

Statistical Note: An “up” arrow (↑) indicates a significant increase and a “down” arrow (↓) indicates a significant decrease from the previous year (i.e., difference significant at or above the 95% confidence level).

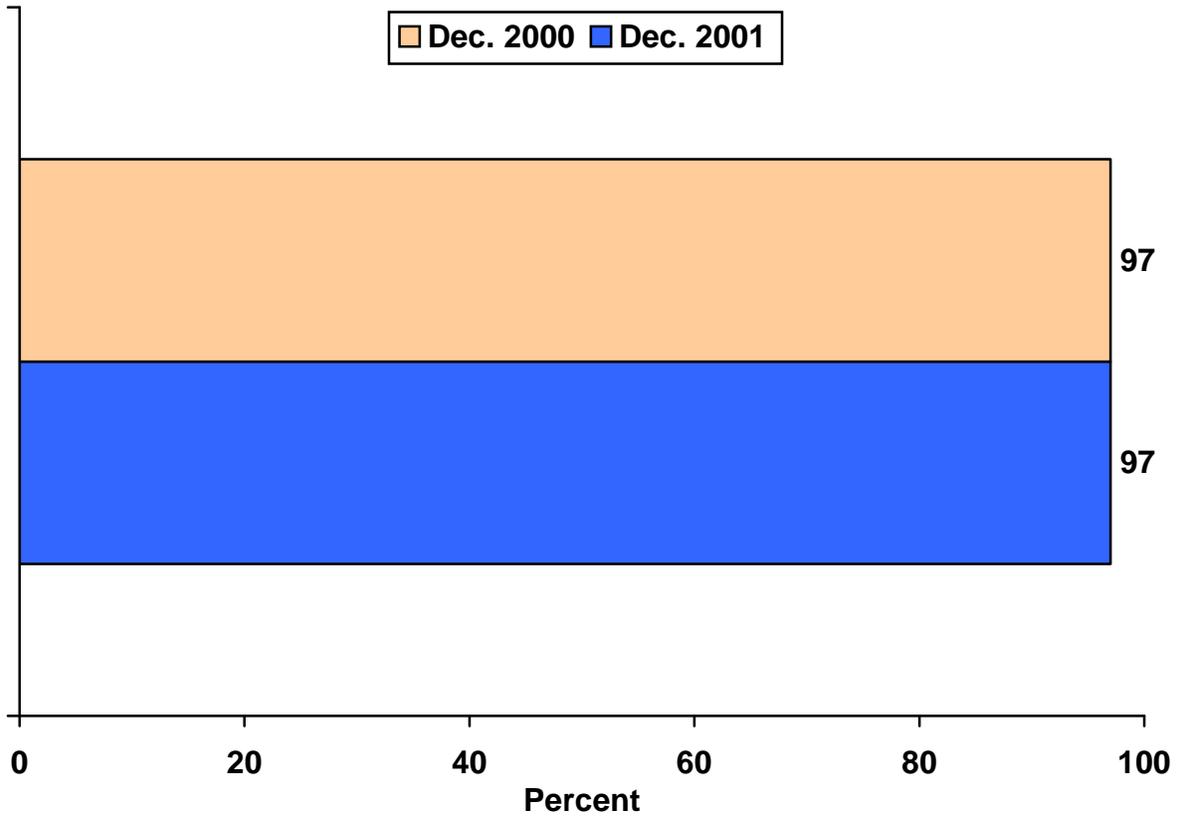
Feeling Of Safety Walking Alone In Neighborhood During The Day



Question: "How safe would you feel walking alone in your neighborhood during the day? Would you say you feel...?"

Base: Total respondents, excluding "don't knows." (n=501)

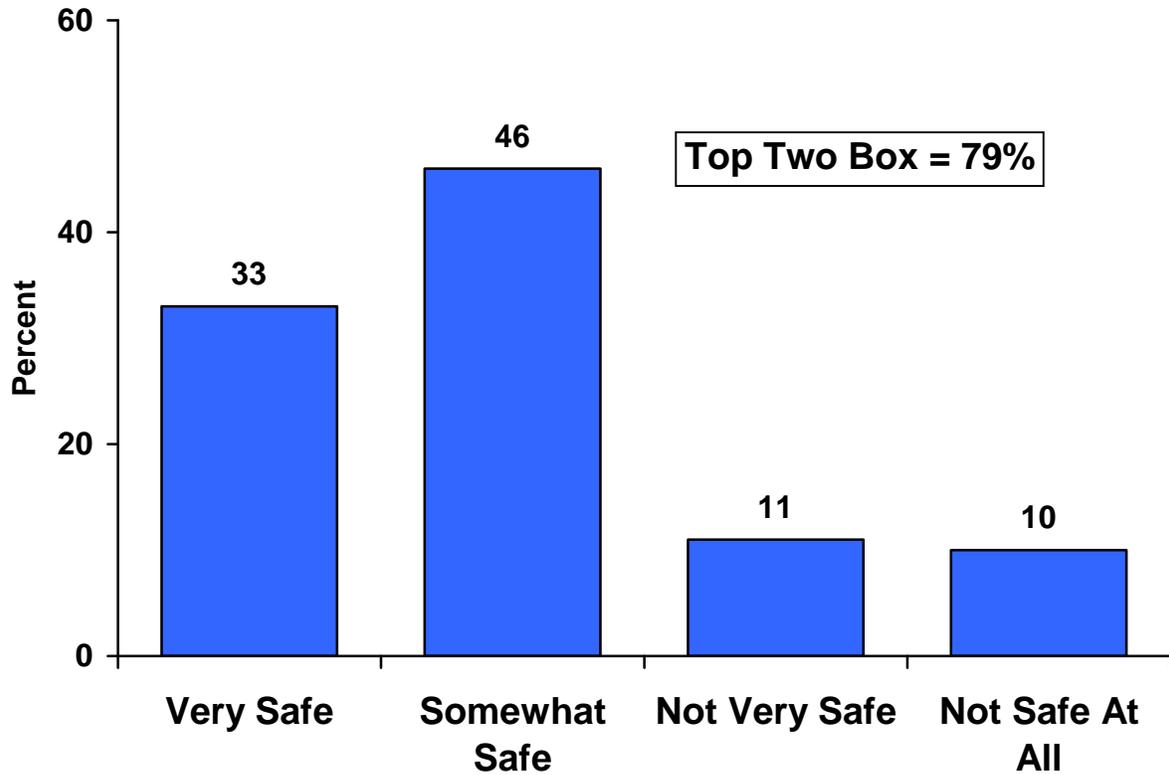
Feeling Of Safety Walking Alone In Neighborhood During The Day – Trend (Top Two Box—Very/Somewhat Safe)



Question: "How safe would you feel walking alone in your neighborhood during the day? Would you say you feel...?"

Base: Total respondents, excluding "don't knows." (2000 n=500; 2001 n=501)

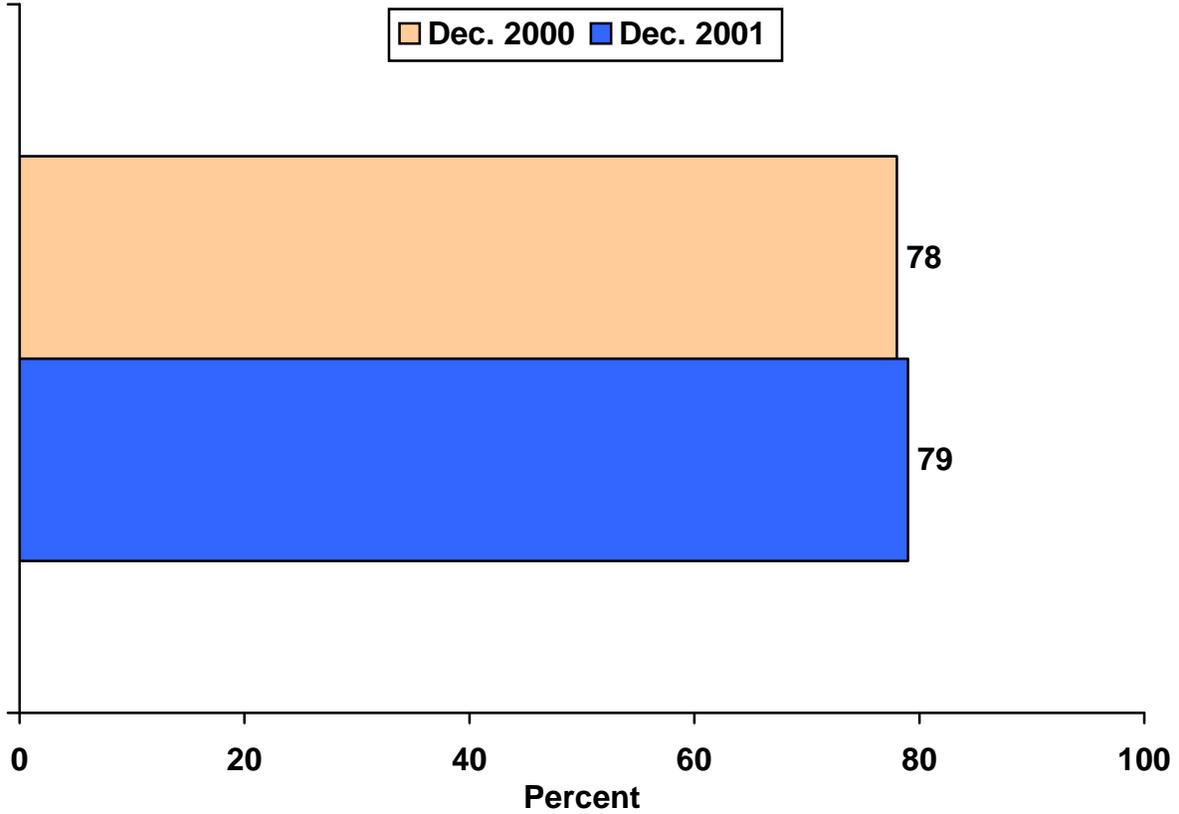
Feeling Of Safety Walking Alone In Neighborhood At Night



Question: "And how safe would you feel walking alone in your neighborhood at night? Would you say you feel...?"

Base: Total respondents, excluding "don't knows." (n=492)

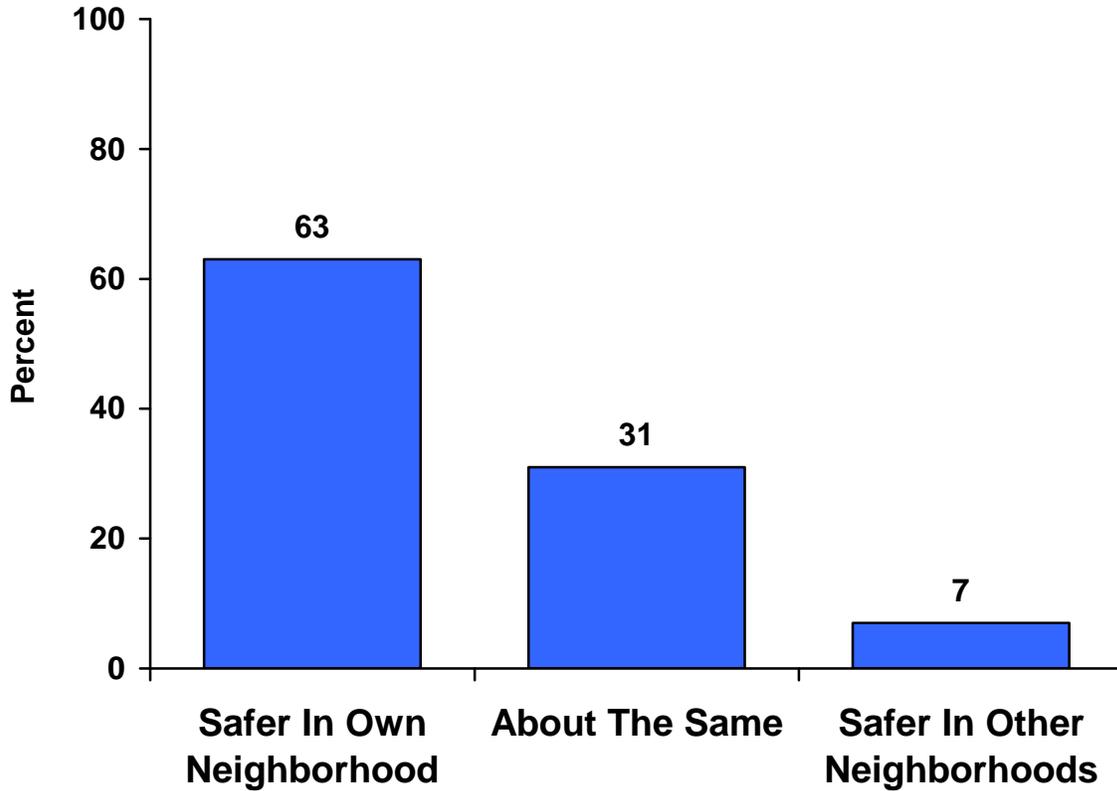
Feeling Of Safety Walking Alone In Neighborhood At Night – Trend (Top Two Box—Very/Somewhat Safe)



Question: "And how safe would you feel walking alone in your neighborhood at night? Would you say you feel...?"

Base: Total respondents, excluding "don't knows." (2000 n=497; 2001 n=492)

Walking Alone At Night In Neighborhood Compared To Other Neighborhoods In Arlington

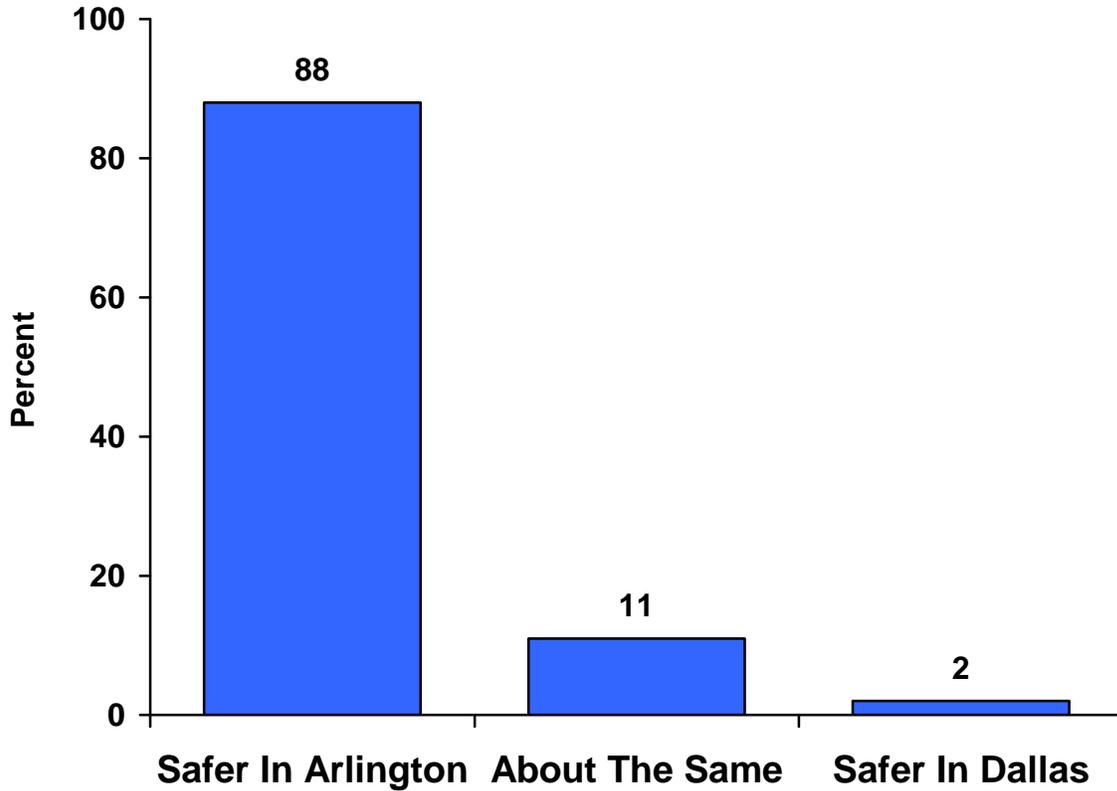


Question*: "Now, please think about how you would feel walking alone at night in your neighborhood versus walking alone at night in other neighborhoods in Arlington. Generally, do you think you would feel...?"

Base: Total respondents, excluding "don't knows." (n=481)

* This question was asked beginning in 2001.

Walking Alone At Night In Arlington Neighborhoods Compared To Dallas Neighborhoods

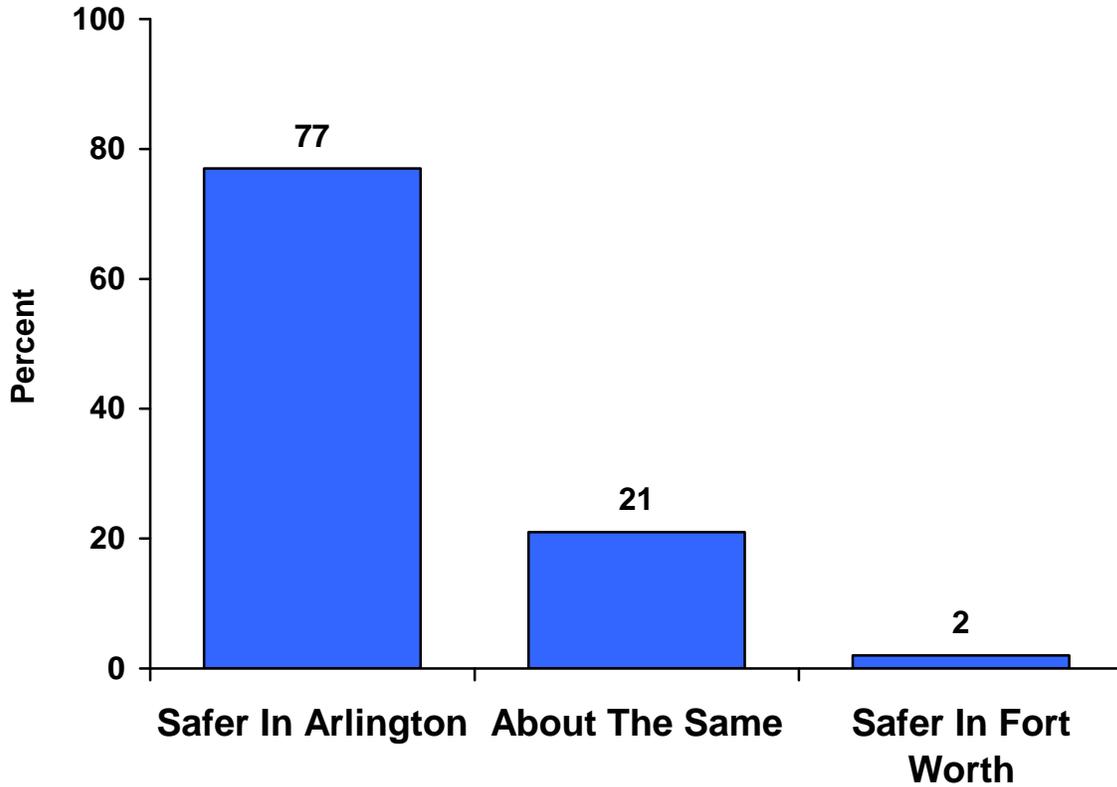


Question*: "Now, please think about how you would feel walking alone at night in Arlington neighborhoods versus walking alone at night in Dallas neighborhoods. Generally, do you think you would feel...?"

Base: Total respondents, excluding "don't knows." (n=472)

* This question was asked beginning in 2001.

Walking Alone At Night In Arlington Neighborhoods Compared To Fort Worth Neighborhoods



Question*: "Now, please think about how you would feel walking alone at night in Arlington neighborhoods versus walking alone at night in Fort Worth neighborhoods. Generally, do you think you would feel...?"

Base: Total respondents, excluding "don't knows." (n=469)

* This question was asked beginning in 2001.

Rating Of Services On Specific Attributes By General Population

Police Department. The police department tends to be rated positively on all attribute measures. Areas in which the police department is rated highest include courtesy of officers and providing a feeling of safety. The areas rated lowest are “reducing drug activities” and “enforcing traffic regulations,” although most residents rate the police “good” or “excellent” even on these measures. The only notable change in residents’ ratings of the police department was a significant increase in rating of visibility of police*.

In regard to community policing efforts, residents are most likely to be aware of police being involved with children (49%), talking with residents (44%), or attending community events (40%). Residents are least likely to be aware of police implementing foot patrols or bike patrols in neighborhoods, talking with business owners, attending community meetings or addressing quality of life offenses.

Fire Department. The emergency services provided by the Arlington fire department are viewed very positively by Arlington residents. In fact, there may be little room for improvement on this measure. Perceptions of the department’s non-emergency community education services are positive, as well, but there is probably some room for improvement.

Streets. Arlington residents appear to perceive streets as an area where there is much room for improvement. Areas in which 65% or less of Arlington residents give the city a rating of “good” or “excellent” include: management of traffic on major thoroughfares during peak traffic hours, condition of sidewalks, and availability of sidewalks. However, one notable improvement was a significant increase in the rating of the condition of major city-maintained streets (from 60% to 66% “excellent” or “good”).

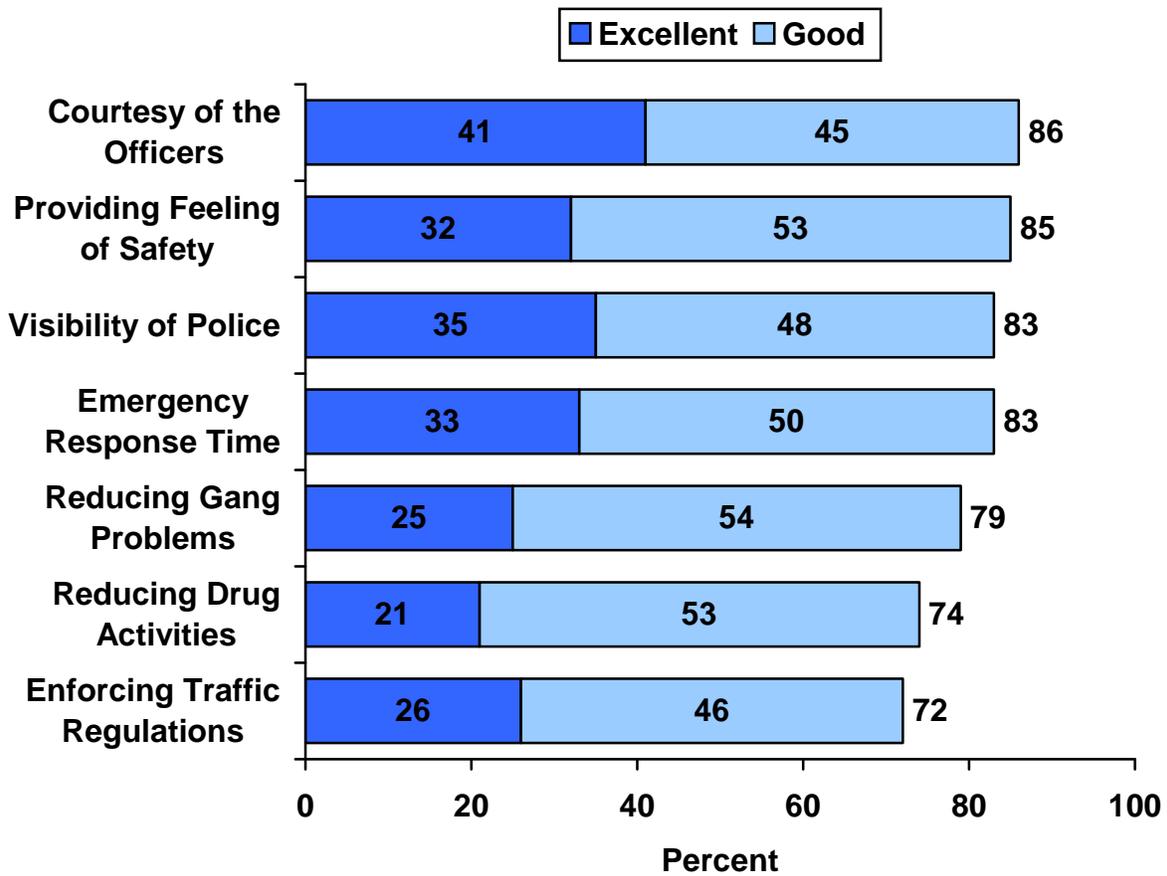
* Note: The events of September 11, 2001, may have affected this measure either by increased visibility of police or increased sensitivity to police. This should be taken into consideration when assessing ratings of this attribute this year or in the future.

Rating Of Services On Attributes By General Population (Cont.)

Residents also see a number of problems when driving in Arlington. Areas rated as at least a minor problem by more than 80% of residents include: too much traffic on city streets, speeding, and cars running red lights. There was a significant improvement from the previous year in residents' perceptions of construction as a problem when driving in Arlington.

Water. The quality of the water and wastewater services provided by the City of Arlington is generally perceived positively by Arlington residents. However, residents do perceive room for improvement regarding overall quality of the tap water. Water rates in Arlington are perceived to be reasonable to possibly somewhat high.

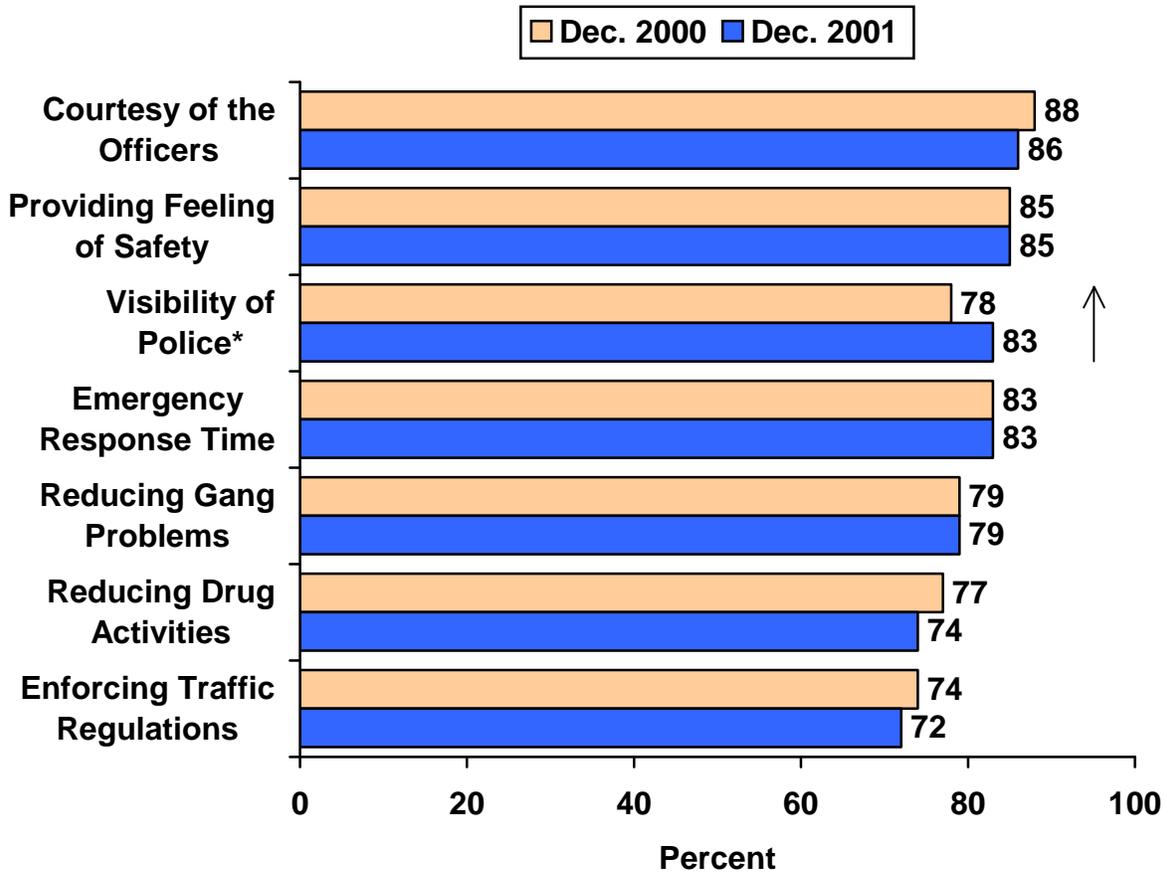
Ratings Of Arlington Police Department By Attribute



Question: "Now thinking about the service of the Arlington Police Department, using a scale of excellent, good, fair, and poor, please rate the police department on...?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=427)

Ratings Of Arlington Police Department – Trend (Top Two Box—Excellent/Good)



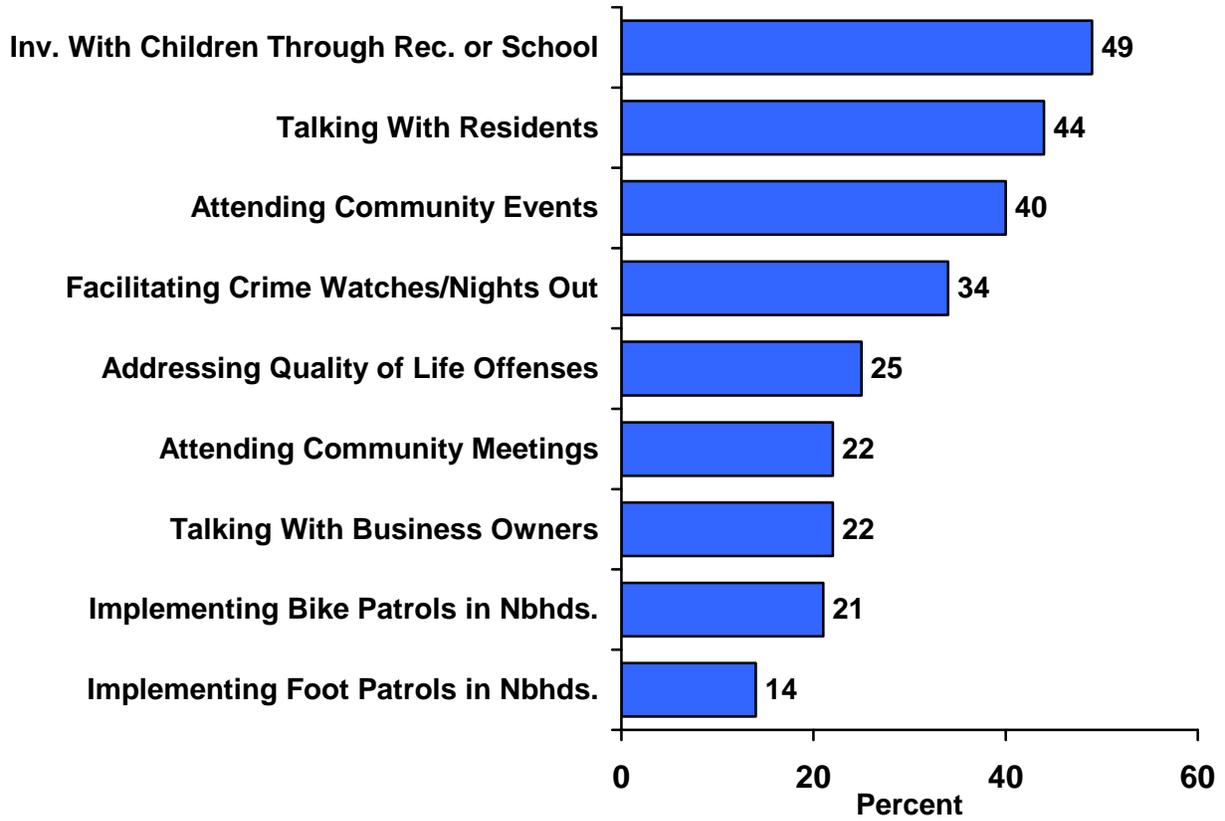
Question: “Now thinking about the service of the Arlington Police Department, using a scale of excellent, good, fair, and poor, please rate the police department on...”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=427; 2001 n=427)

Statistical Note: An “up” arrow (↑) indicates a significant increase and a “down” arrow (↓) indicates a significant decrease from the previous year (i.e., difference significant at or above the 95% confidence level).

* Note: The events of September 11, 2001, may have affected this measure either by increased visibility of police or increased sensitivity to police. This should be taken into consideration when assessing ratings of this attribute this year or in the future.

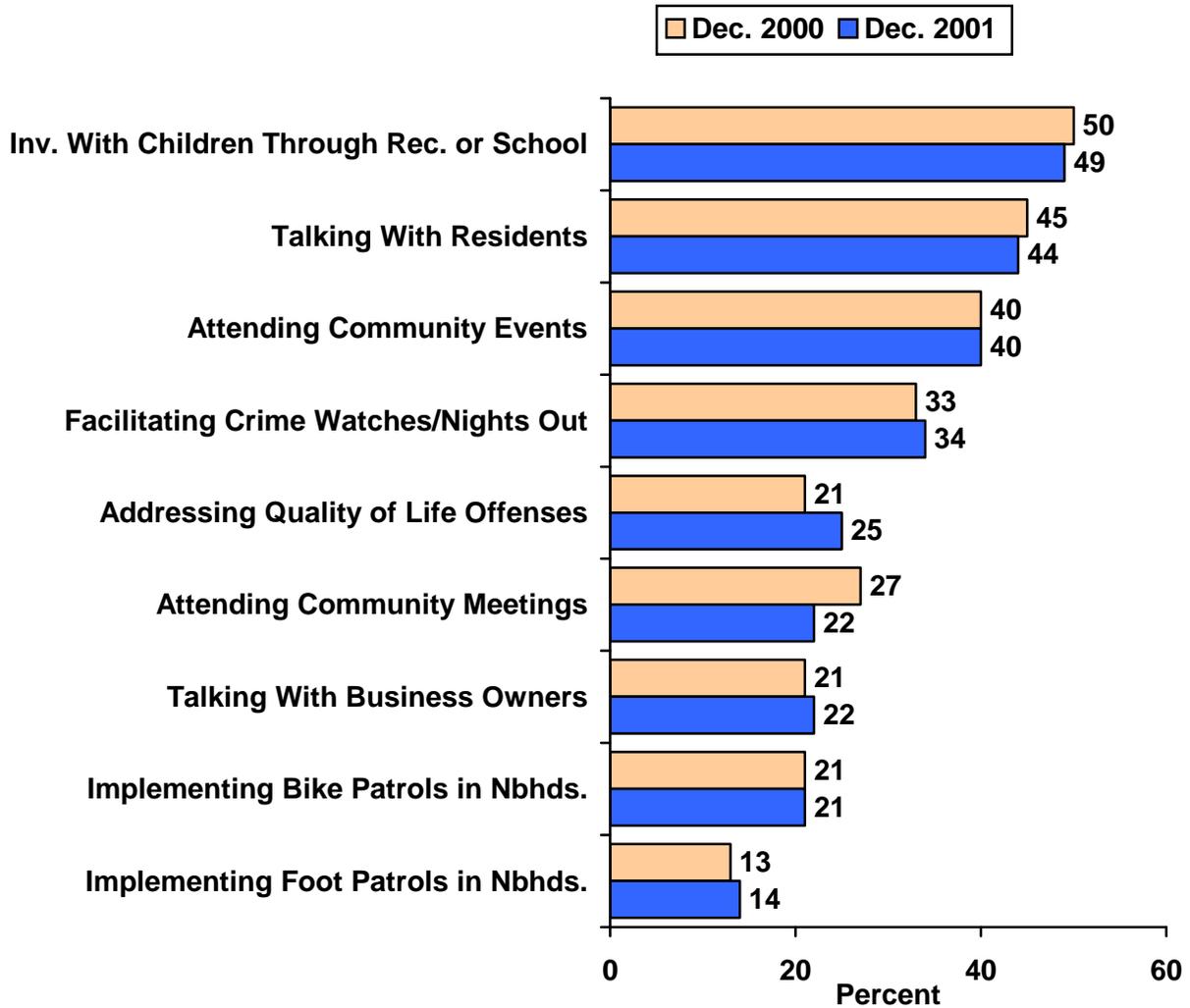
Awareness Of Community Policing Efforts



Question: "In the past 12 months, have you seen or were you aware of Arlington police officers performing any of the following activities?"

Base: Total respondents. (n=502)

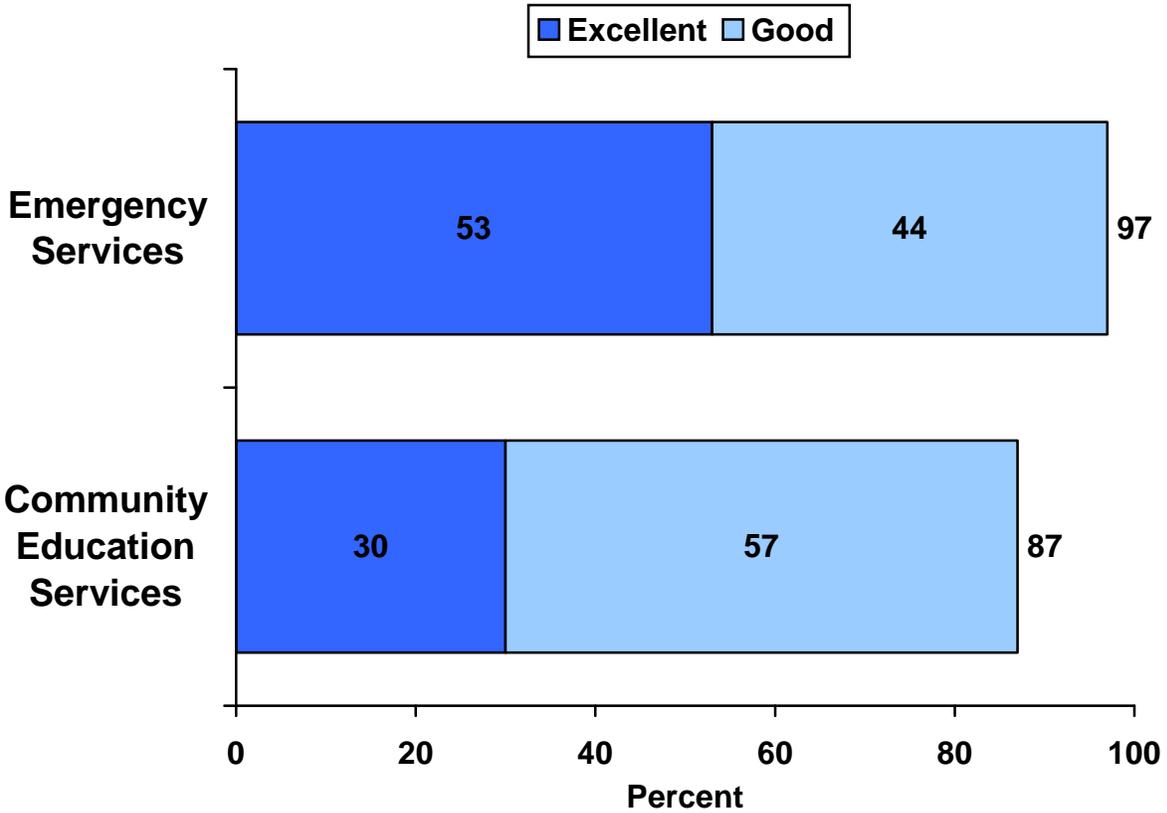
Awareness Of Community Policing Efforts – Trend



Question: "In the past 12 months, have you seen or were you aware of Arlington police officers performing any of the following activities?"

Base: Total respondents. (2000 n=500; 2001 n=502)

Ratings Of Arlington Fire Department By Attribute

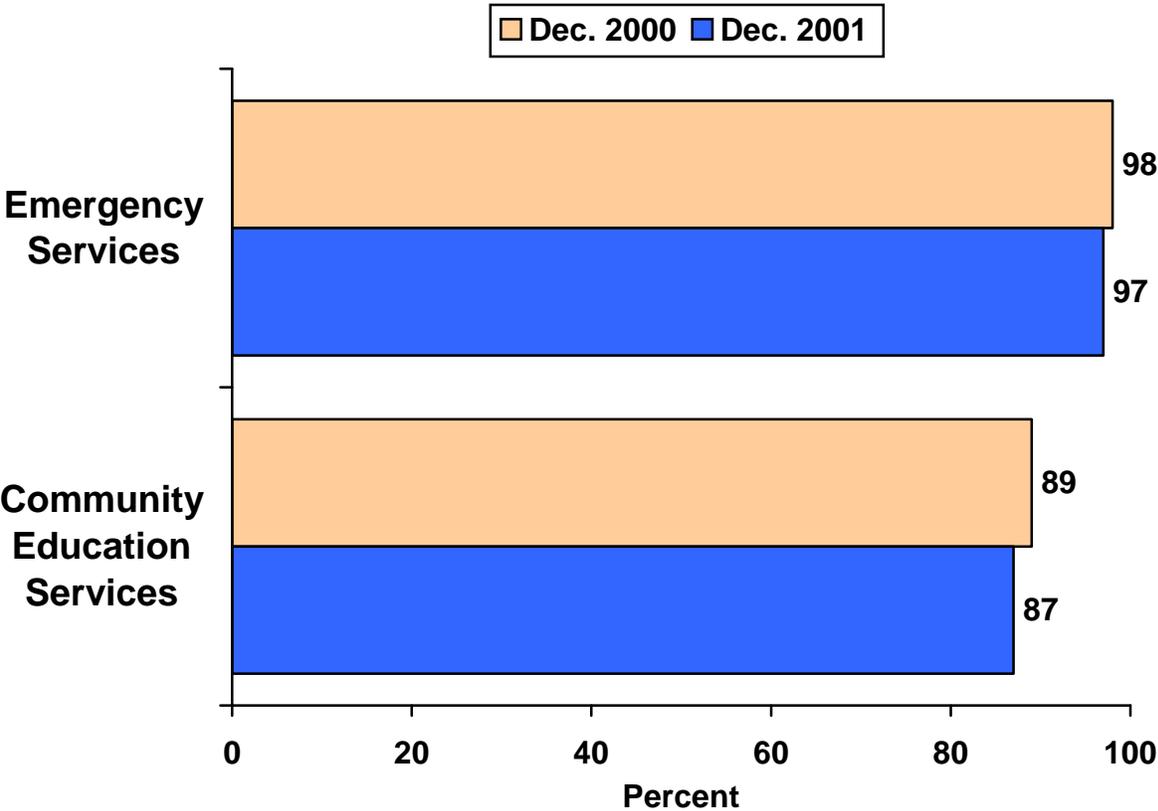


Questions: "Now thinking about the Arlington Fire Department, how would you rate the emergency services provided by the fire department?"

"And how would you rate the fire department's non-emergency community education services?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=373)

Ratings Of Arlington Fire Department – Trend
(Top Two Box—Excellent/Good)

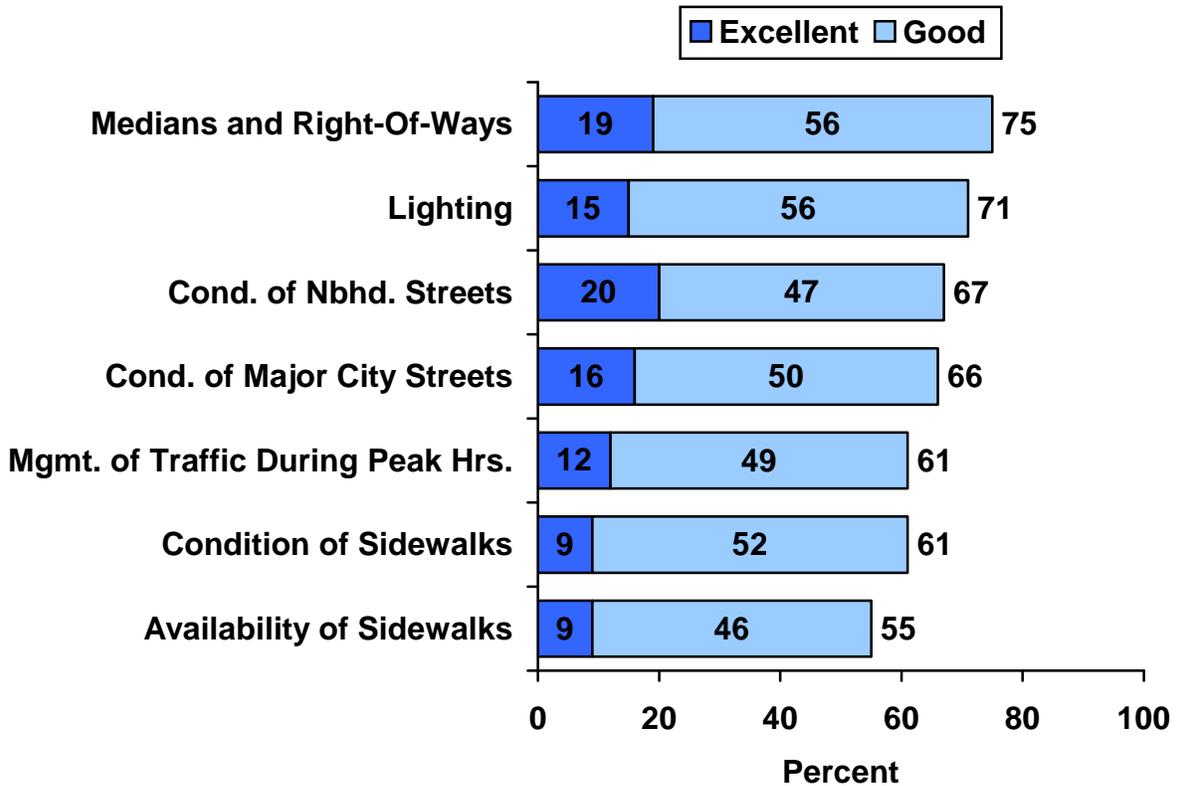


Questions: “Now thinking about the Arlington Fire Department, how would you rate the emergency services provided by the fire department?”

“And how would you rate the fire department’s non-emergency community education services?”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2001 n=376; 2002 n=373)

Ratings Of Streets By Attribute



Questions: “Now thinking about the streets in Arlington, how would you rate the condition of all major city-maintained streets such as Collins, Division, Lamar, Green Oaks, and Sublett?”

“And how would you rate the condition of your neighborhood streets?”

“And using a scale of excellent, good, fair, poor, how good a job do you feel the City does in managing traffic on the major thoroughfares, not including highways, during peak traffic hours?”

“How would you rate the maintenance of medians and right-of-ways in Arlington?”

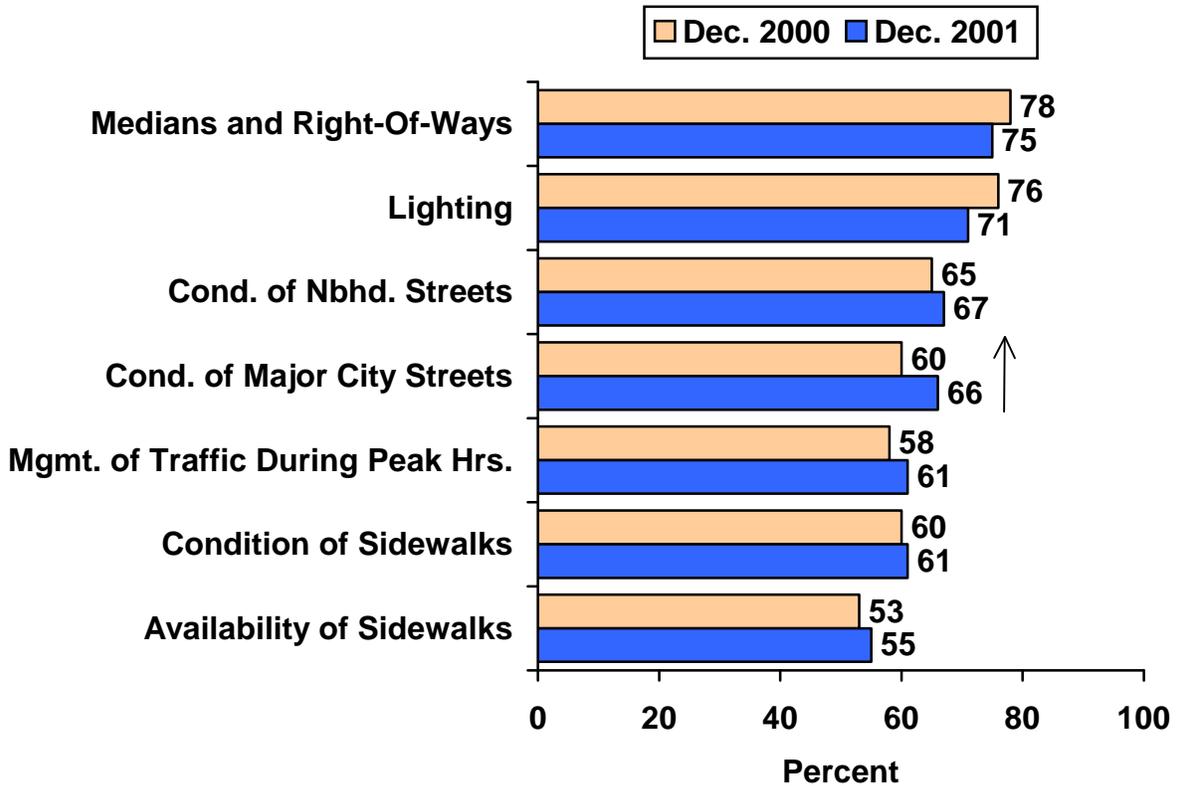
“How would you rate the lighting in Arlington?”

“How would you rate the availability of sidewalks in Arlington?”

“How would you rate the condition of sidewalks in Arlington?”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: n=492)

Ratings Of Streets – Trend (Top Two Box—Excellent/Good)

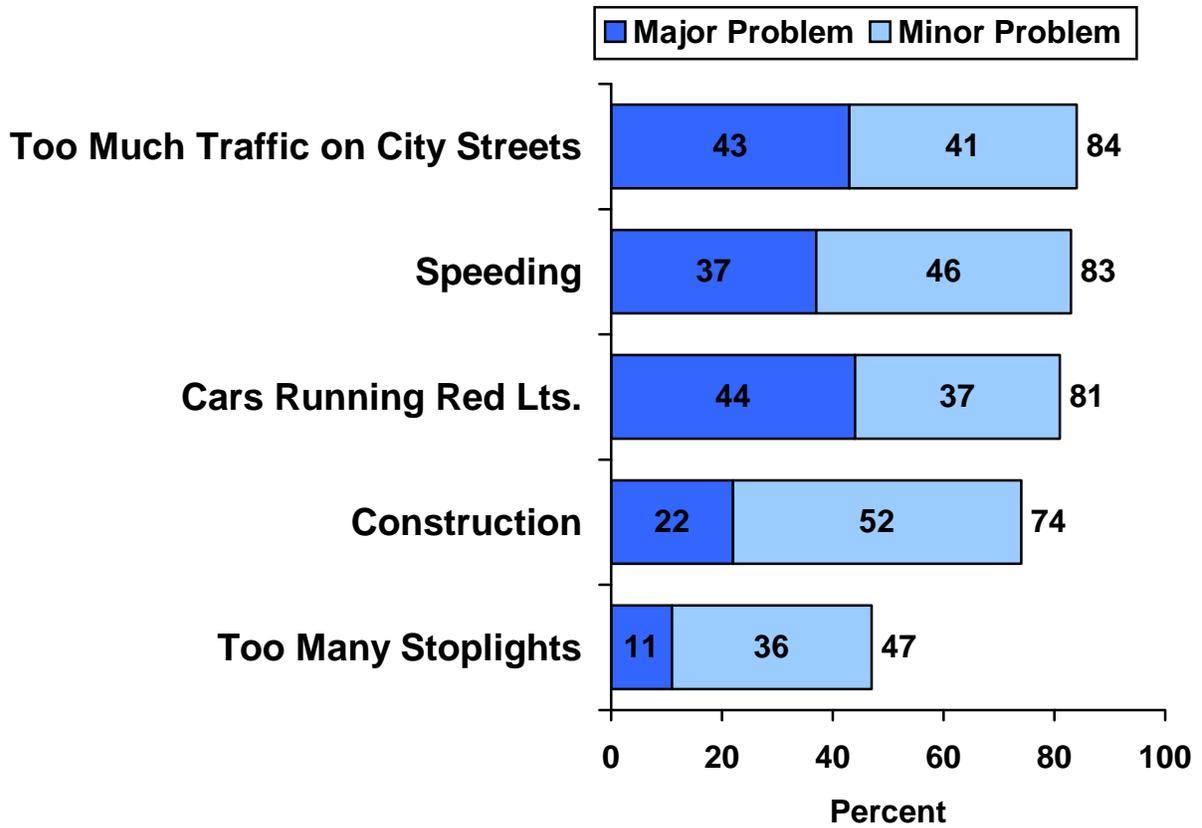


Questions: “Now thinking about the streets in Arlington, how would you rate the condition of all major city-maintained streets such as Collins, Division, Lamar, Green Oaks, and Sublett?”
 “And how would you rate the condition of your neighborhood streets?”
 “And using a scale of excellent, good, fair, poor, how good a job do you feel the City does in managing traffic on the major thoroughfares, not including highways, during peak traffic hours?”
 “How would you rate the maintenance of medians and right-of-ways in Arlington?”
 “How would you rate the lighting in Arlington?”
 “How would you rate the availability of sidewalks in Arlington?”
 “How would you rate the condition of sidewalks in Arlington?”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=486; 2001 n=492)

Statistical Note: An “up” arrow (↑) indicates a significant increase and a “down” arrow (↓) indicates a significant decrease from the previous year (i.e., difference significant at or above the 95% confidence level).

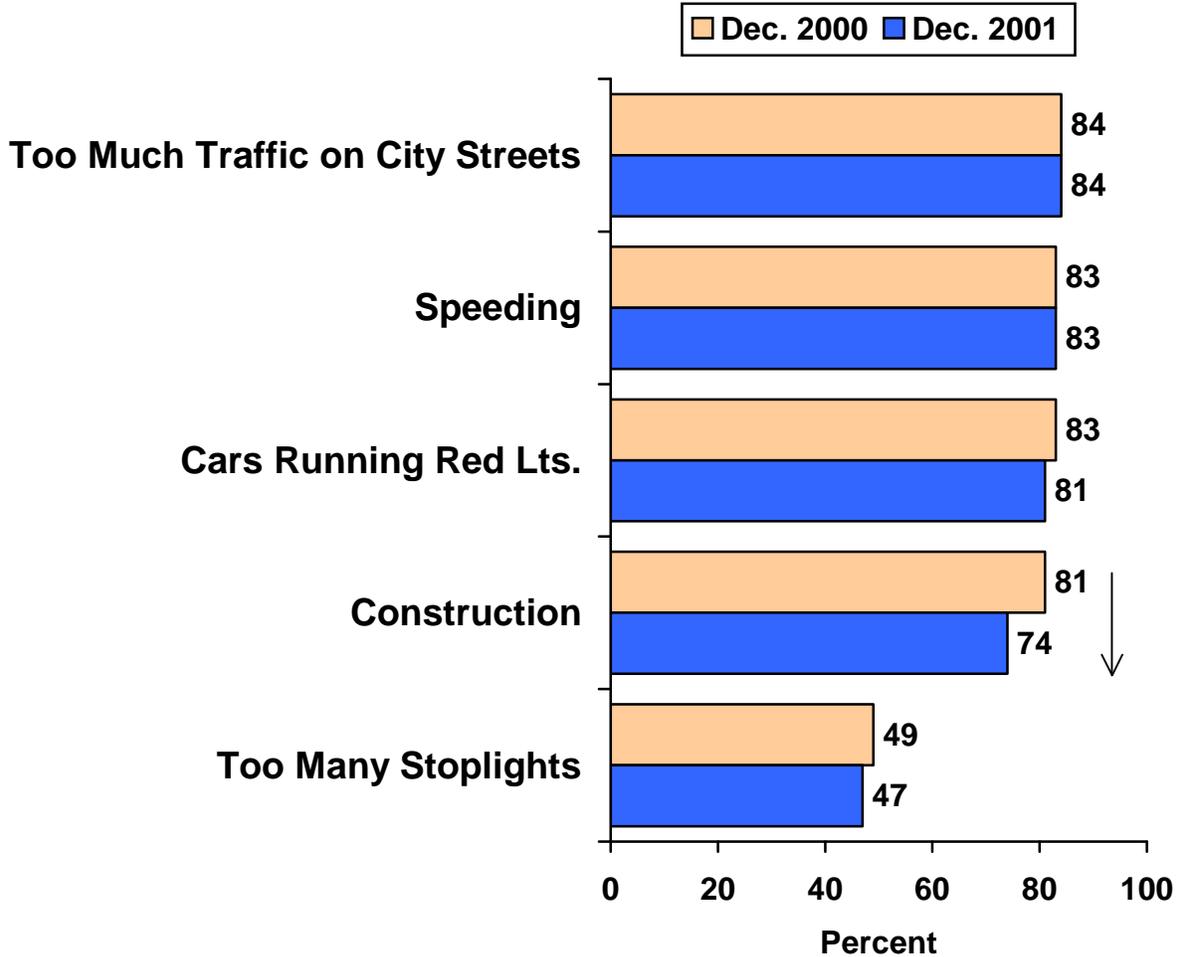
Problems When Driving In Arlington



Question: "When driving in Arlington, how much of a problem is each of the following?"

Base: Total respondents. (n=502)

Problems When Driving In Arlington – Trend (Major/Minor Problem)

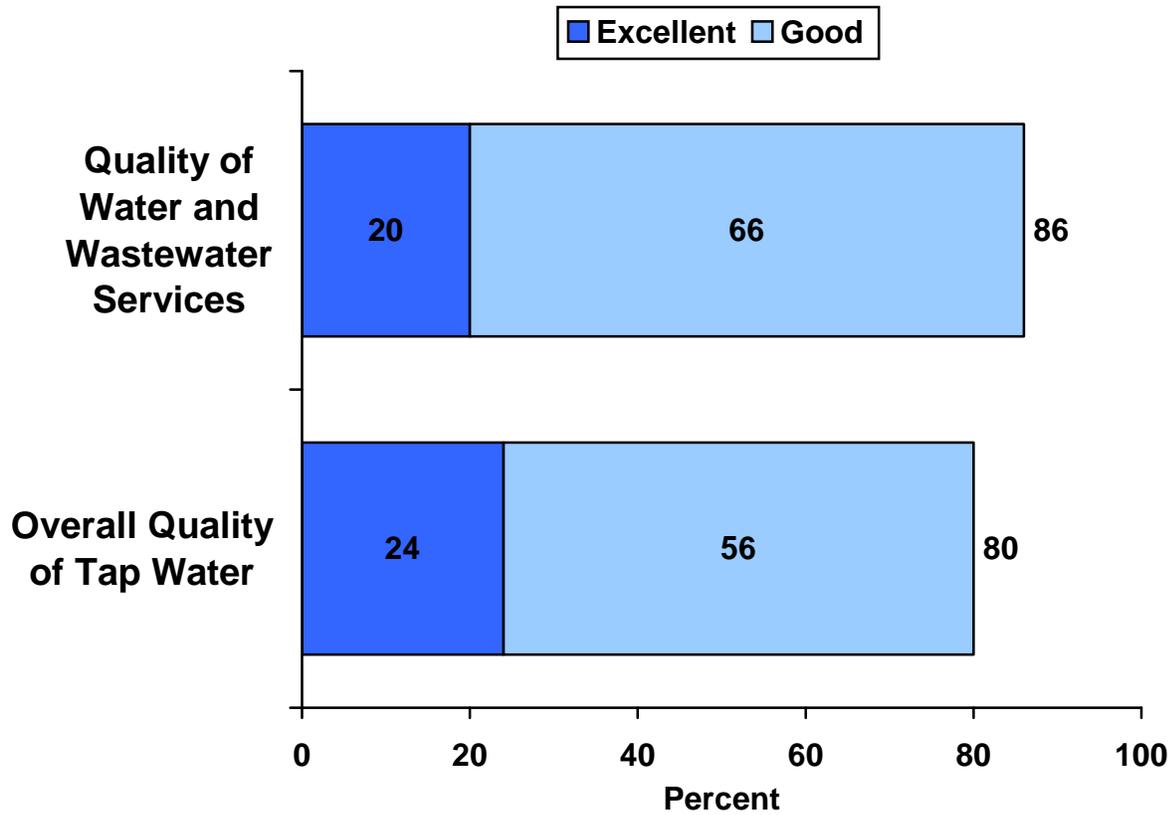


Question: "When driving in Arlington, how much of a problem is each of the following?"

Base: Total respondents. (2000 n=500; 2001 n=502)

Statistical Note: An "up" arrow (↑) indicates a significant increase and a "down" arrow (↓) indicates a significant decrease from the previous year (i.e., difference significant at or above the 95% confidence level).

Ratings Of Arlington Water Service By Attribute

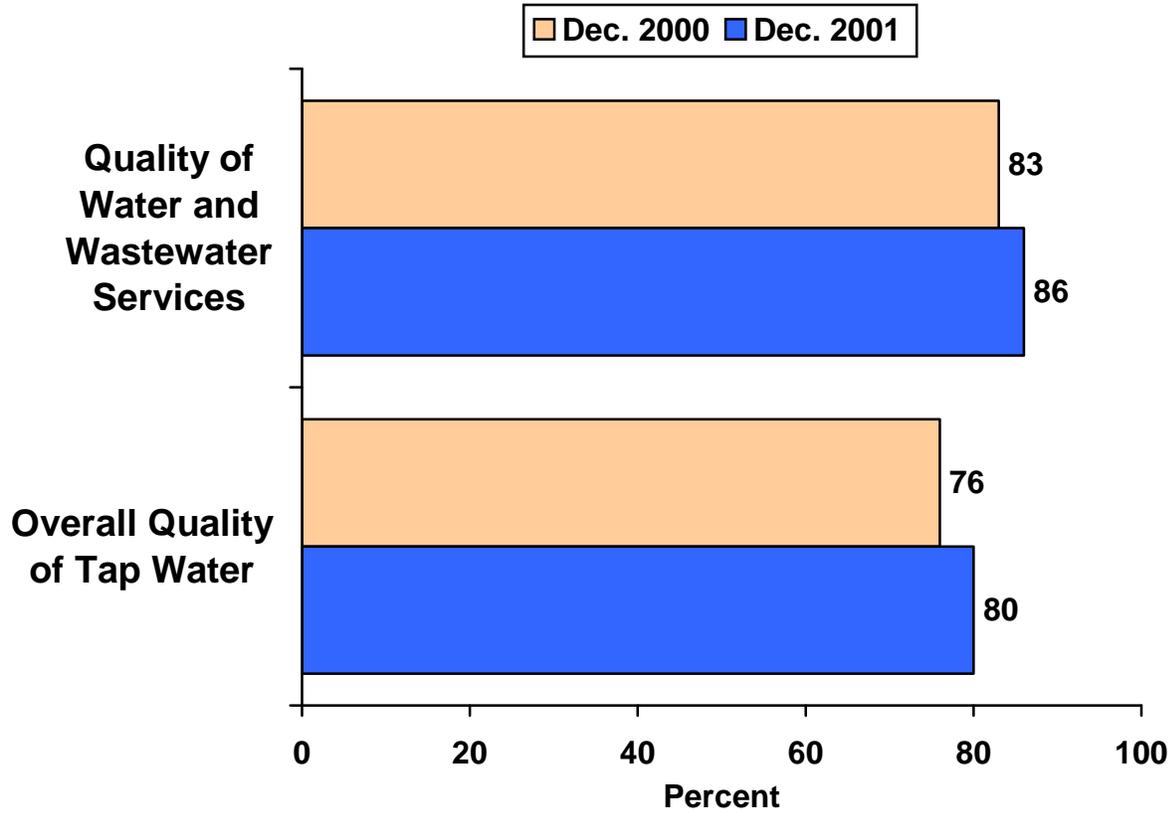


Questions: "Now thinking about city water services, how would you rate the quality of your local tap water supplied by the City of Arlington?"

"How would you rate the quality of water and wastewater service supplied by the City of Arlington?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=480)

Ratings Of Arlington Water Service – Trend (Top Two Box—Excellent/Good)

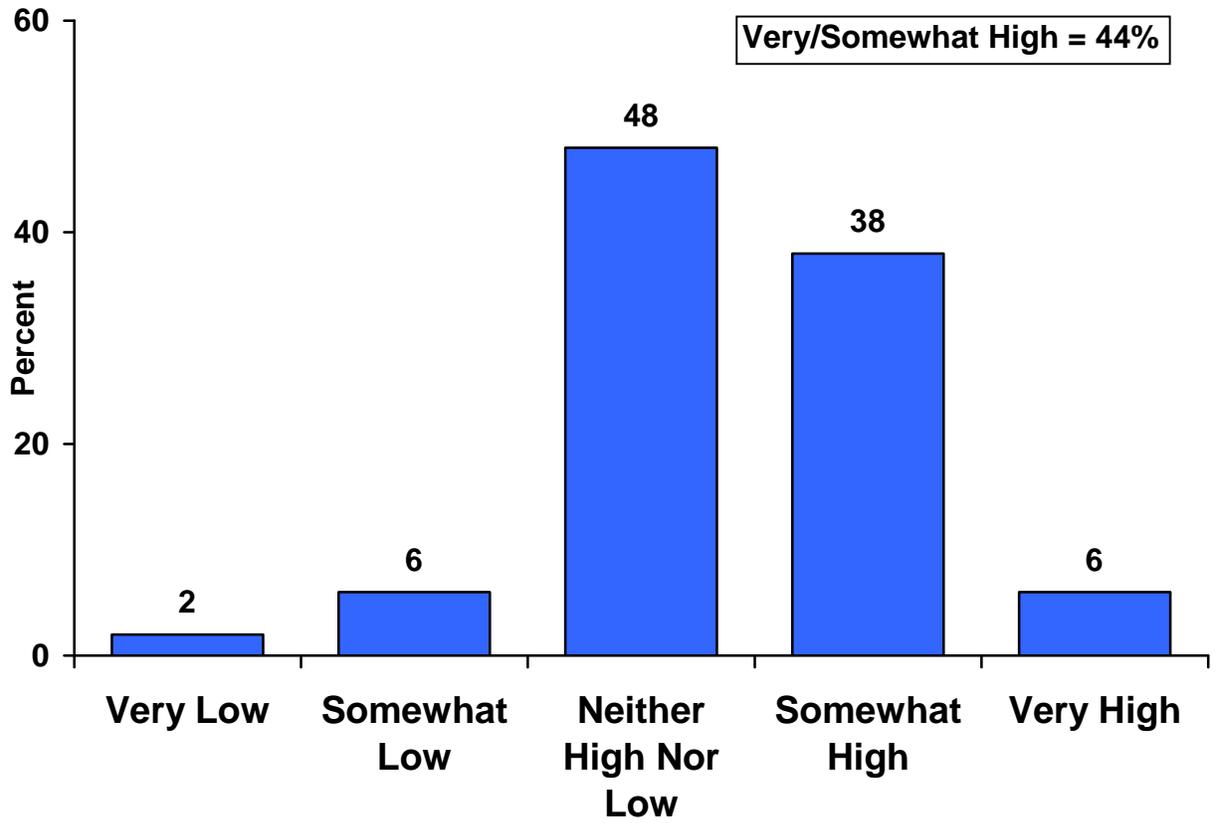


Questions: "Now thinking about city water services, how would you rate the quality of your local tap water supplied by the City of Arlington?"

"How would you rate the quality of water and wastewater service supplied by the City of Arlington?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=487; 2001 n=480)

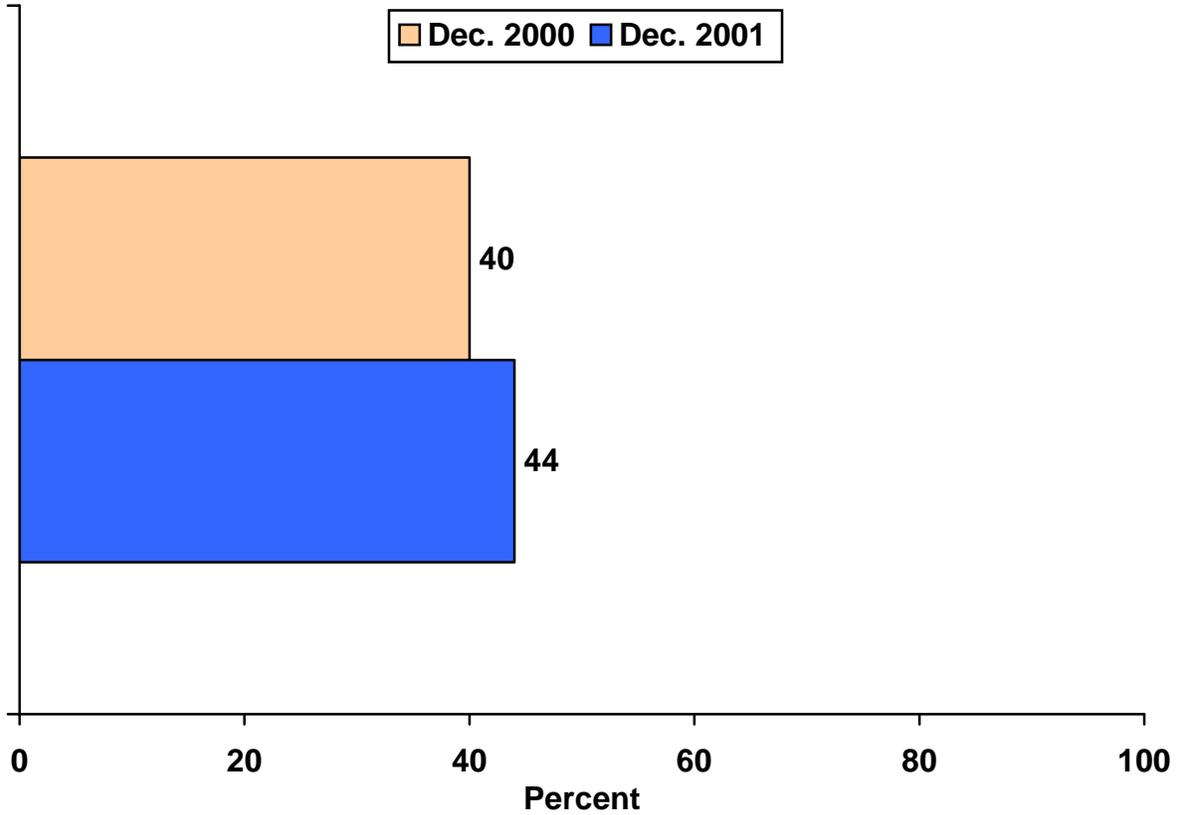
Perceptions Of Water Rates In Arlington



Question: "Your water utility bill includes charges for water, trash collection and other city fees. Thinking about water rates in Arlington—that is, the rate you pay for water only—do you think the water rates are...?"

Base: Pay water, excluding "don't knows." (n=425)

Perceptions Of Water Rates In Arlington – Trend (Very/Somewhat High)



Question: "Your water utility bill includes charges for water, trash collection and other city fees. Thinking about water rates in Arlington—that is, the rate you pay for water only—do you think the water rates are...?"

Base: Pay water, excluding "don't knows." (2000 n=456; 2001 n=425)

Usage Of Services And Perceptions Of Users

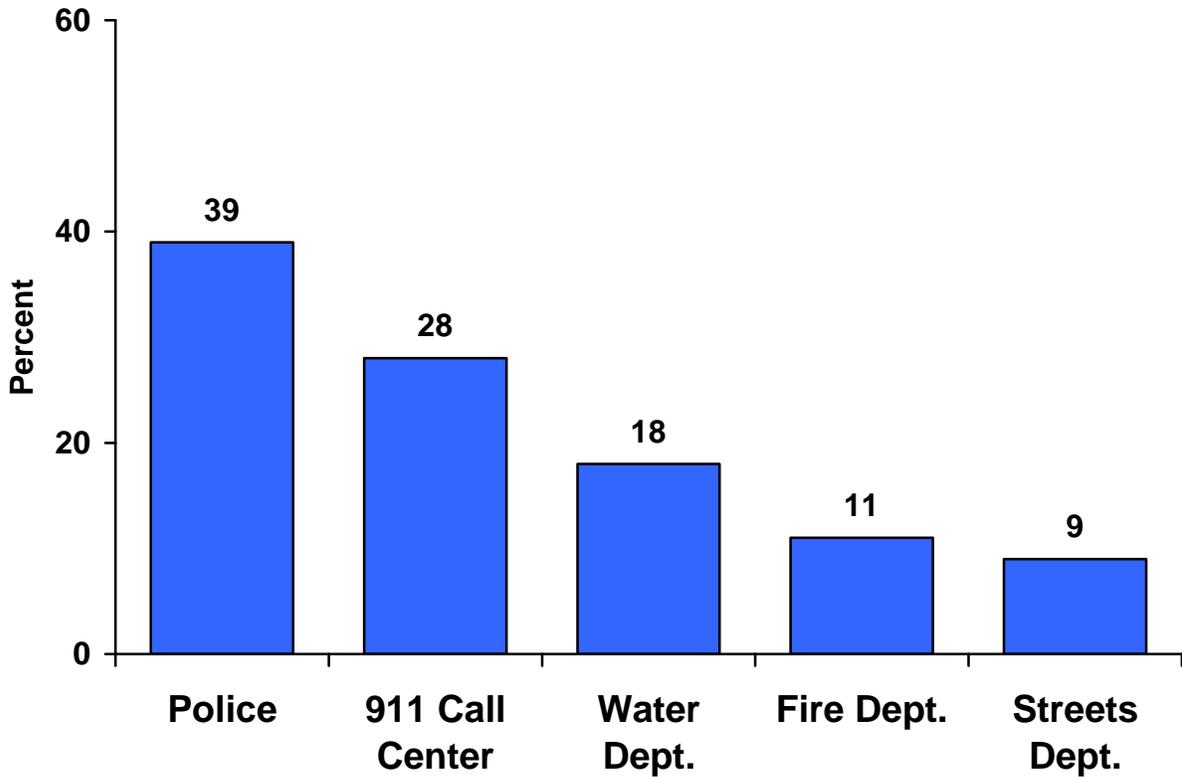
Services. Generally, residents who have had contact with various city services rate those services very high on “promptness” and “courtesy.” The fire department is especially strong on both of these measures. While the streets and water departments are viewed favorably with regard to “courtesy and attentiveness,” residents perceive need for improvement for both departments in terms of “handling your issue or concern promptly.”

Recreation Facilities. City parks and city libraries are widely used (76% and 67% visited or used in past year, respectively), although reported usage of city libraries has decreased significantly from previous year reported use. More than one-third of Arlington households have visited a city recreation center, a city athletic field, or Lake Arlington in the past year. Overall quality of recreation facilities is generally perceived very positively. Among recreation facilities, Lake Arlington is seen to have the most room for improvement.

Miscellaneous Facilities or Services. Reported use of the Arlington Convention Center has decreased significantly from the previous year. Still, about three out of ten Arlington residents (31%) report to have visited the Convention Center in the past 12 months, and the overall quality of the convention center is rated very high. The overall quality of the Arlington animal shelter and landfill are also viewed positively among residents who have visited in the past 12 months. Residents who have visited the Arlington Municipal court in the past 12 months appear to see a strong need for improvement with regard to courtesy and attentiveness of employees, and length of wait.

Recycling. Approximately three out of four Arlington homeowners (74%) say that they participate in Arlington’s curbside recycling program. Reasons given for not participating in the recycling program varied. However, about one-fourth of those who do not participate say it is either because they are not aware of the program (16%) or don’t know how to participate (8%).

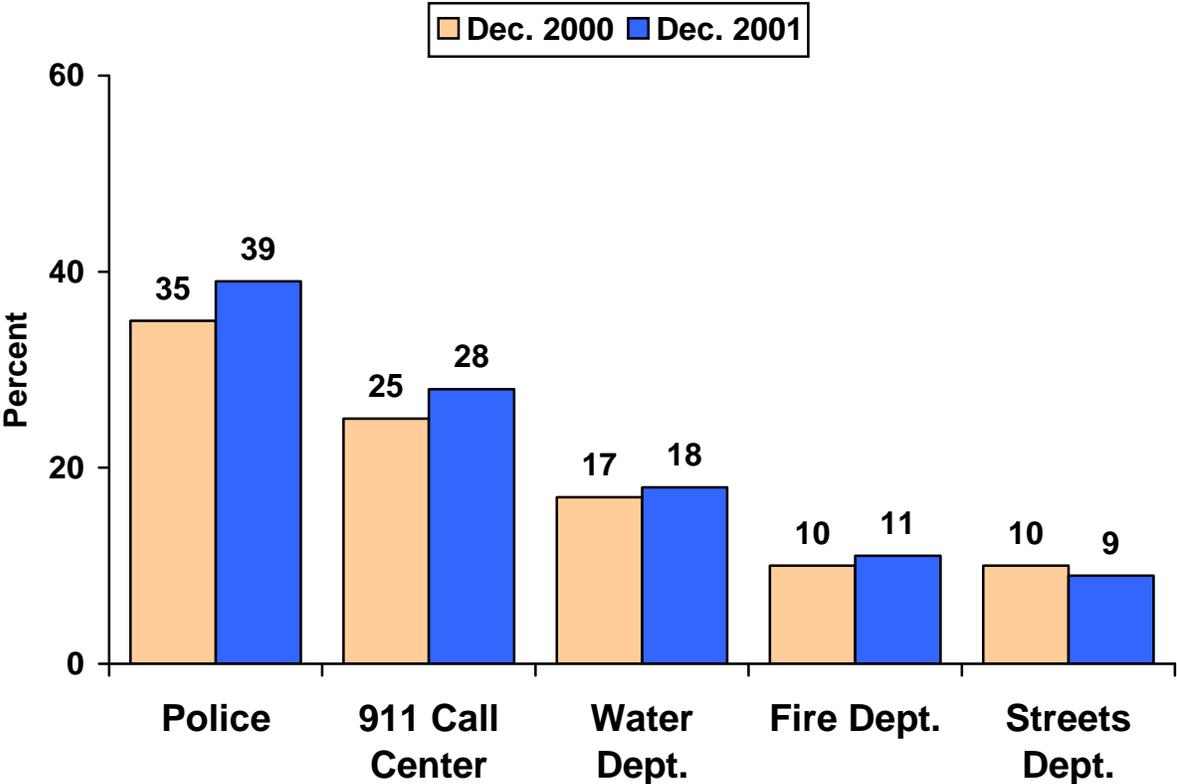
Had Contact With Services In Past 12 Months



Question: "In the past 12 months, which of the following have you had any contact with in Arlington?"

Base: Total respondents. (n=502)

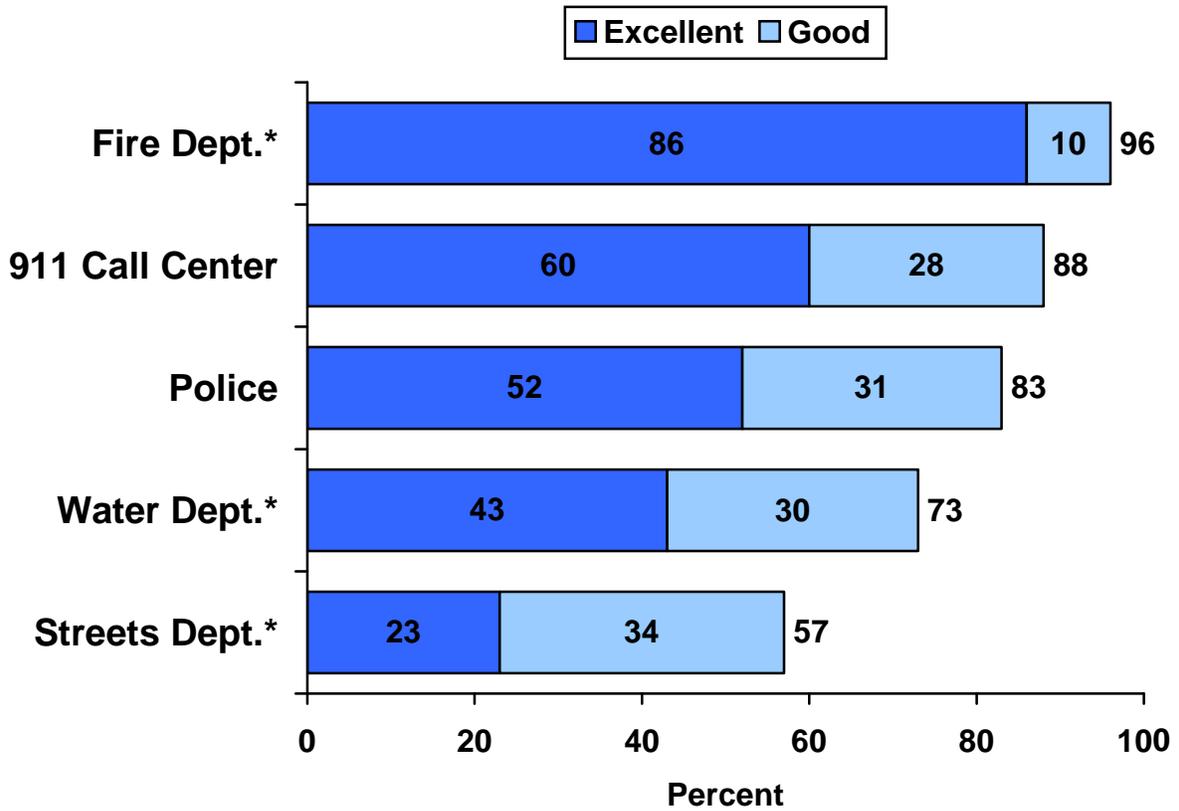
Had Contact With Services In Past 12 Months – Trend



Question: "In the past 12 months, which of the following have you had any contact with in Arlington?"

Base: Total respondents. (2000 n=500; 2001 n=502)

Rating Of Services By Users On “Promptness”

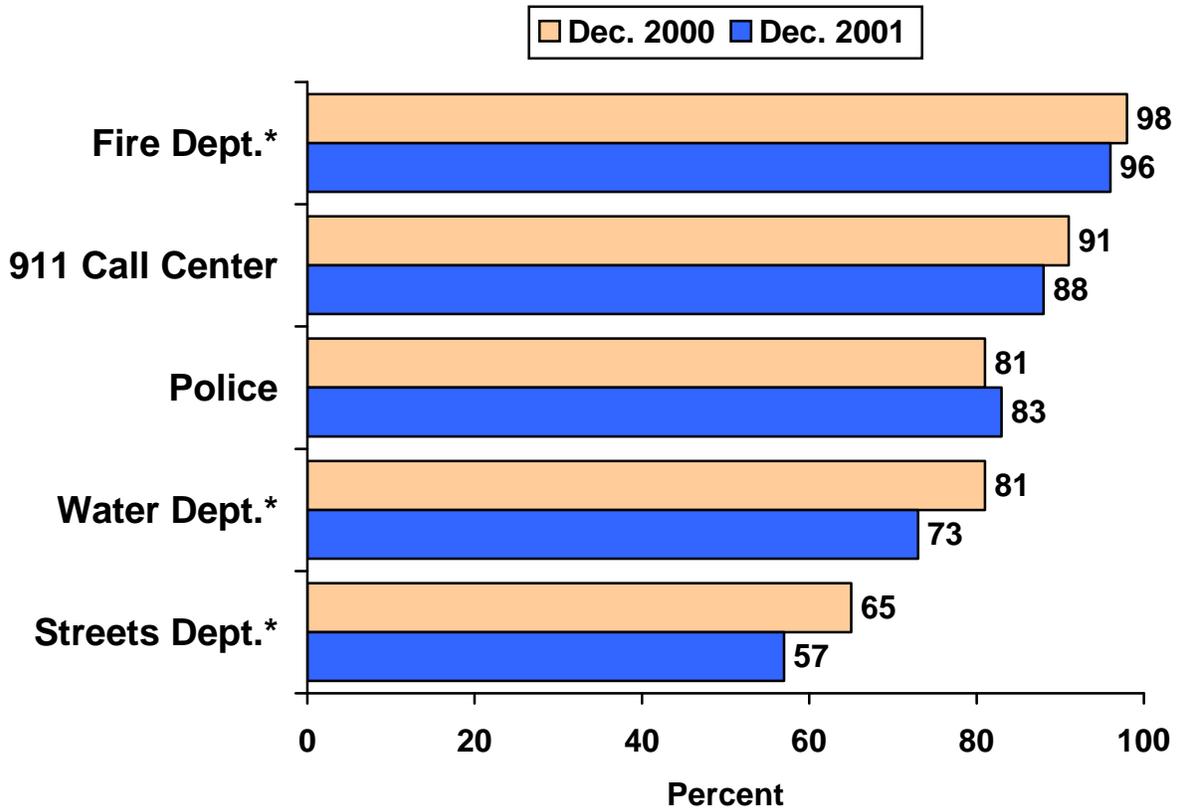


Question: “Thinking about any contact you have had with ... in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the ... on...handling your issue or concern promptly.”

Base: Have had contact with the ... service in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: n=104*)

* Caution: Some small base sizes.

Rating Of Services By Users On “Promptness” – Trend (Top Two Box—Excellent/Good)

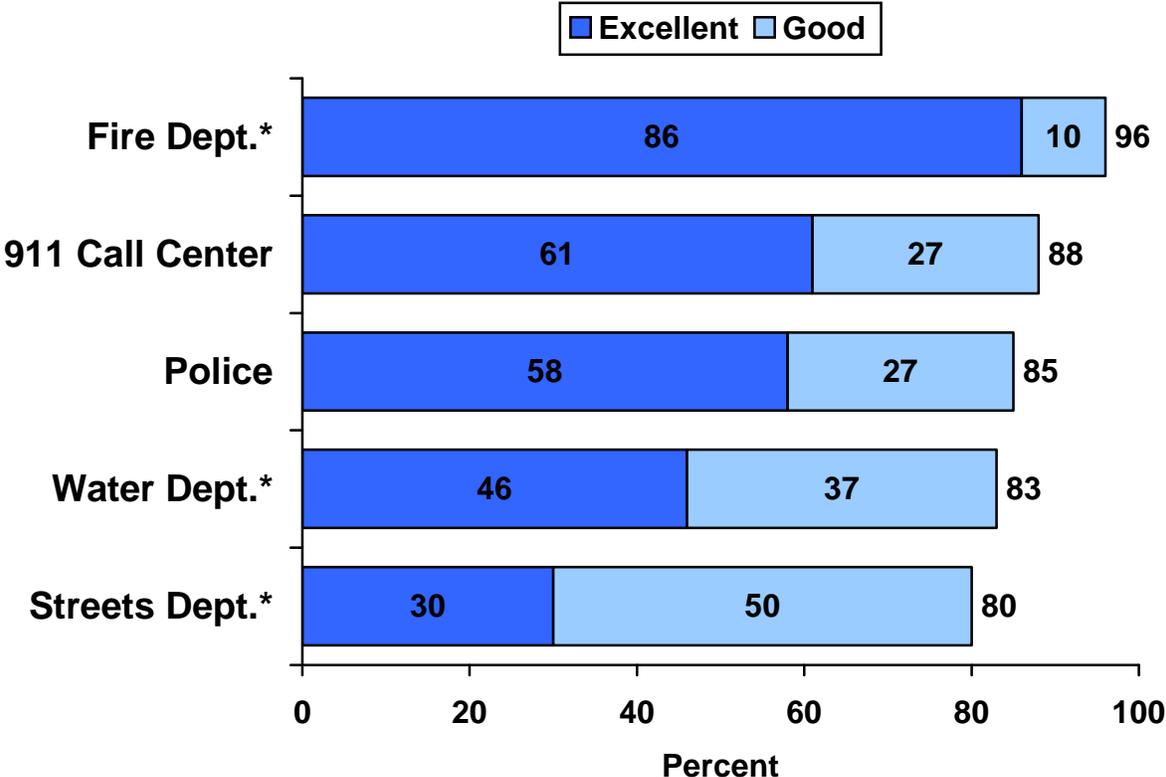


Question: “Thinking about any contact you have had with ... in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the ... on...handling your issue or concern promptly.”

Base: Have had contact with the ... service in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=95*; 2001 n=104*)

* Caution: Some small base sizes.

Rating Of Services By Users On “Courtesy And Attentiveness”

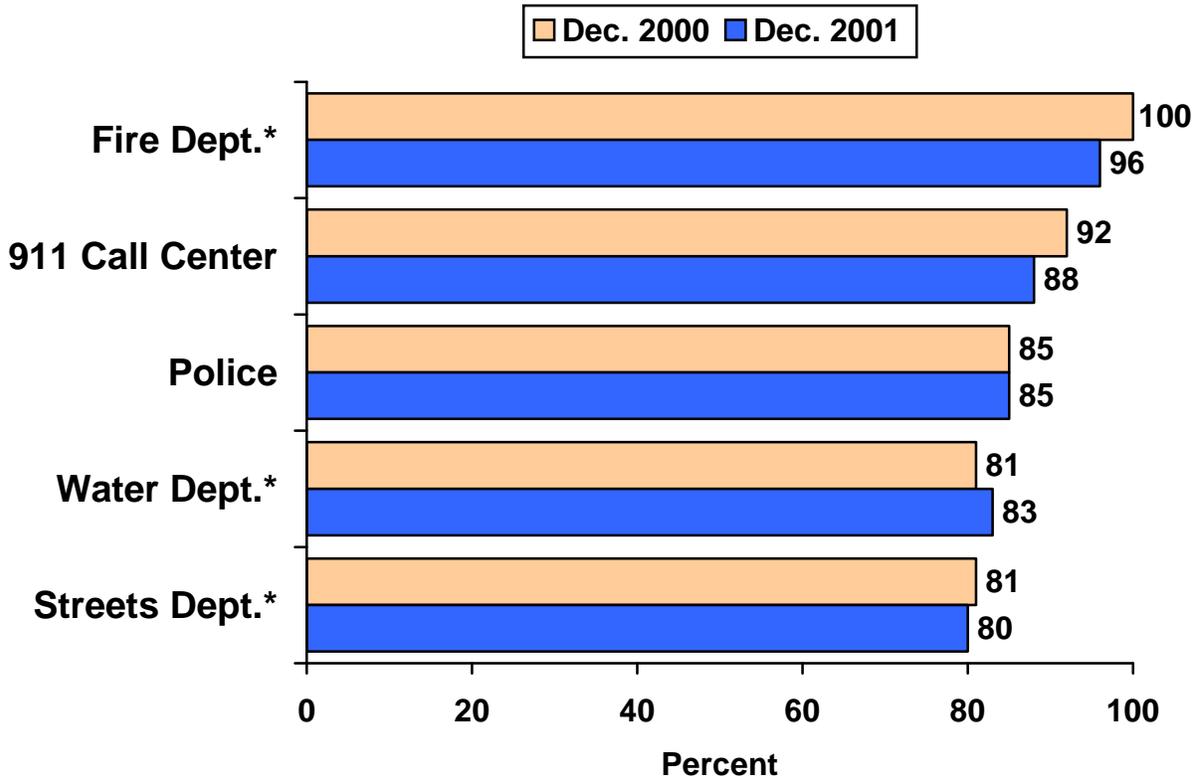


Question: "Thinking about any contact you have had with ... in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the ... on... Courtesy and attentiveness."

Base: Have had contact with the ... service in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: n=105*)

* Caution: Some small base sizes.

**Rating Of Services By Users On
 “Courtesy And Attentiveness” – Trend
 (Top Two Box—Excellent/Good)**

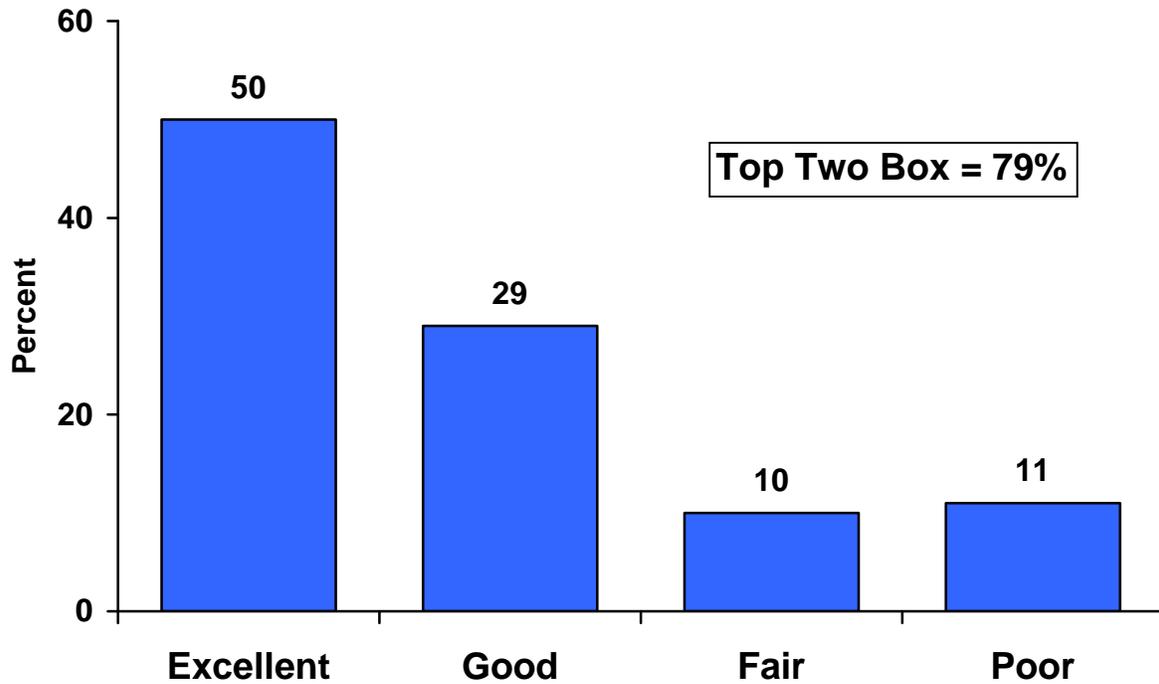


Question: “Thinking about any contact you have had with ... in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the ... on... Courtesy and attentiveness.”

Base: Have had contact with the ... service in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=96*; 2001 n=105*)

* Caution: Some small base sizes.

Rating Of Police Department By Users On “Handling Concern To Your Satisfaction”

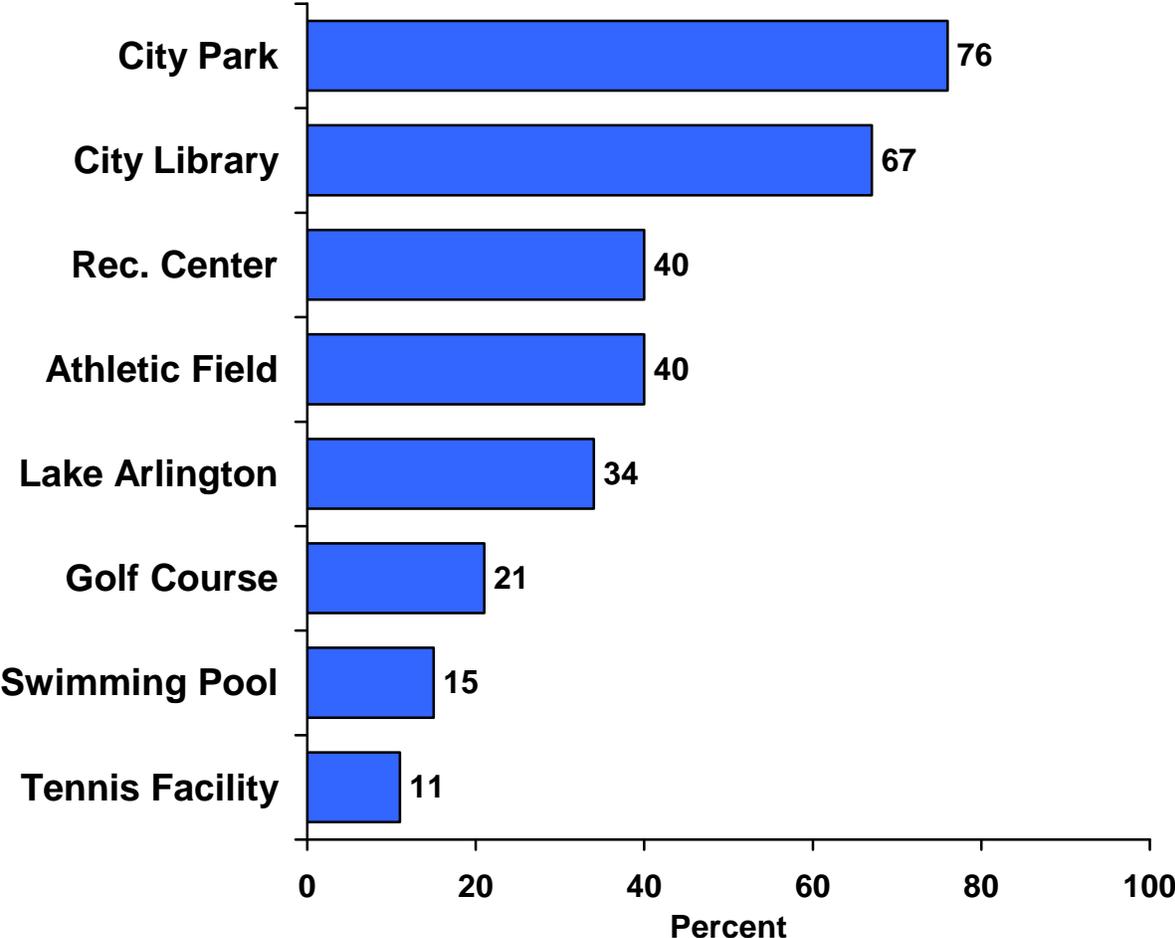


Question*: “Thinking about any contact you have had with the Arlington police in the past 12 months, using a scale of “excellent,” “good,” “fair,” and “poor,” please rate the police department on...Handling your concern to your satisfaction.”

Base: Total respondents, excluding “don’t knows.” (n=197)

* This measure was asked beginning in 2001.

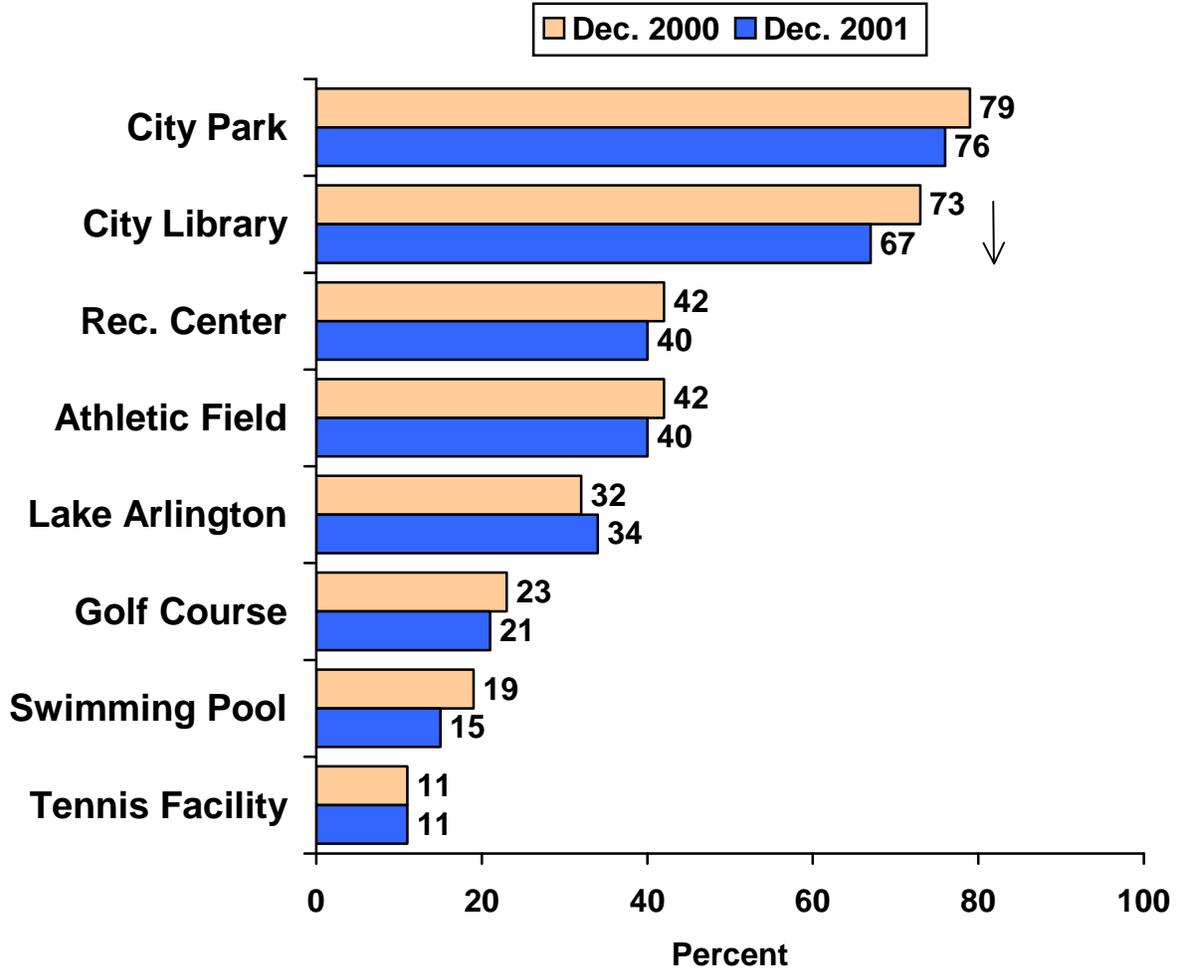
Recreation/Library Facilities Visited Or Used In Past 12 Months



Question: "In the past 12 months, which of the following have you or anyone in your household visited or used?"

Base: Total respondents. (n=502)

Recreation/Library Facilities Visited Or Used In Past 12 Months – Trend

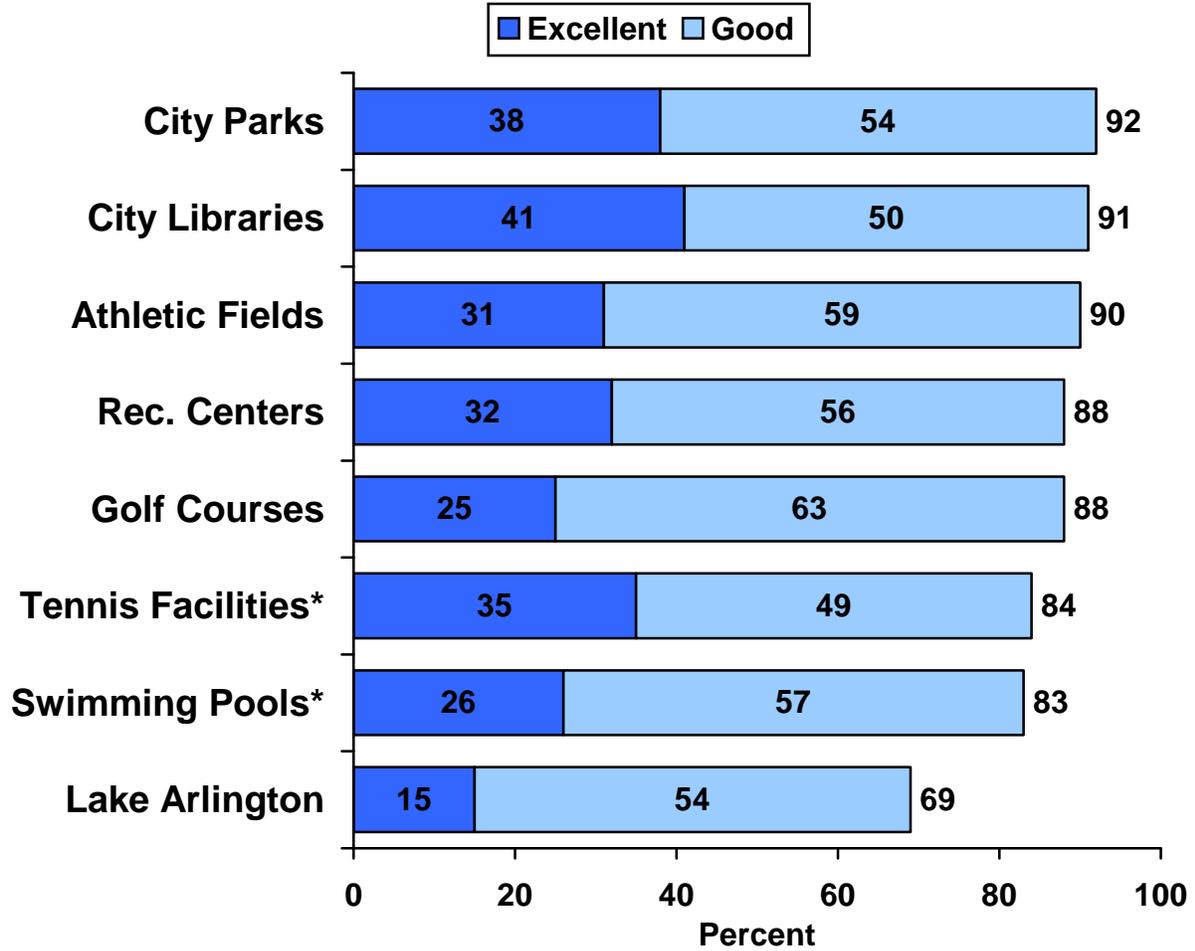


Question: "In the past 12 months, which of the following have you or anyone in your household visited or used?"

Base: Total respondents. (2000 n=500; 2001 n=502)

Statistical Note: An "up" arrow (↑) indicates a significant increase and a "down" arrow (↓) indicates a significant decrease from the previous year (i.e., difference significant at or above the 95% confidence level).

Rating Of Recreation/Library Facilities By Users On “Overall Quality”

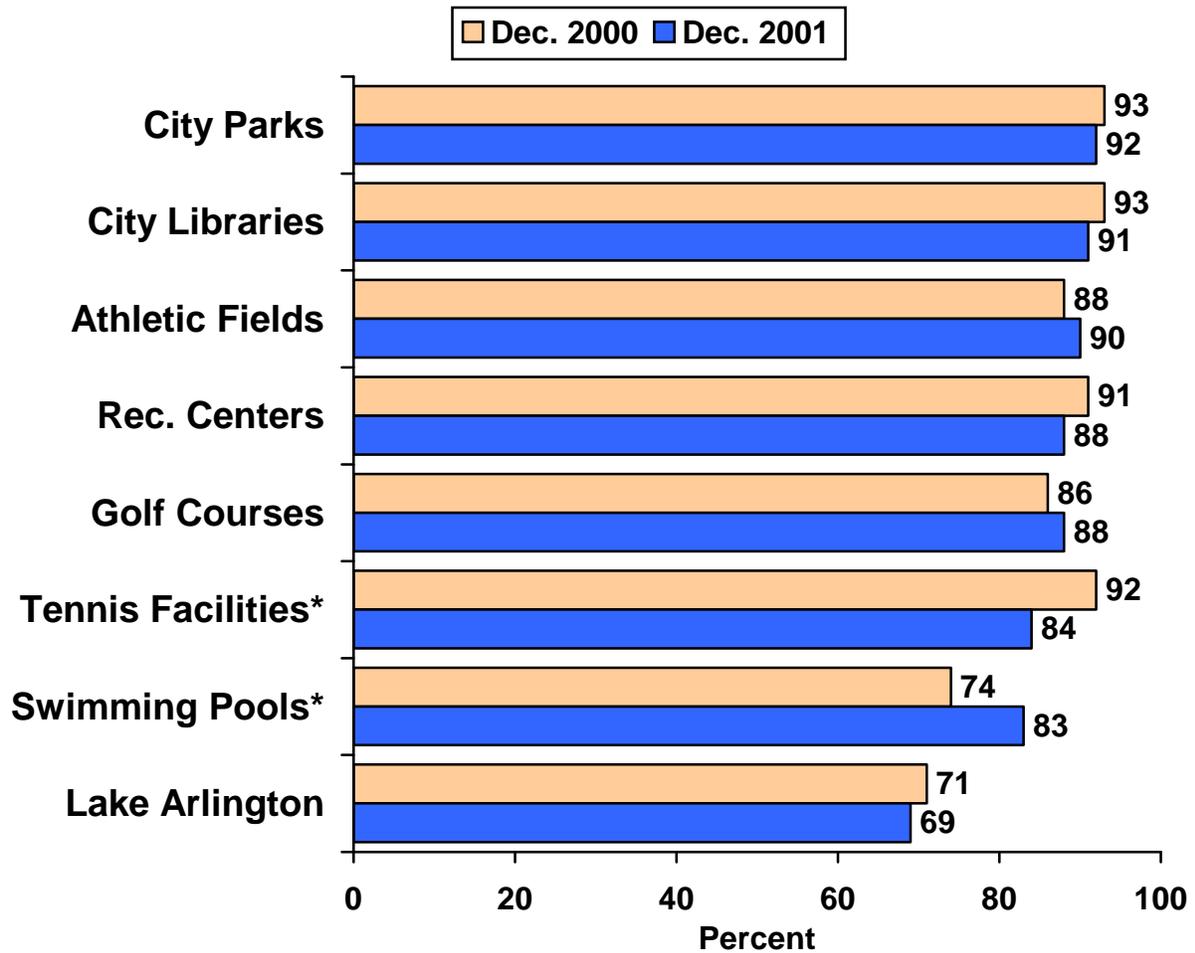


Question: “Thinking about ..., how would you rate Arlington on...?”

Base: Have visited or used ... in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: n=187*)

* Caution: Some small base sizes.

**Rating Of Recreation/Library Facilities By Users
On “Overall Quality” – Trend
(Top Two Box—Excellent/Good)**

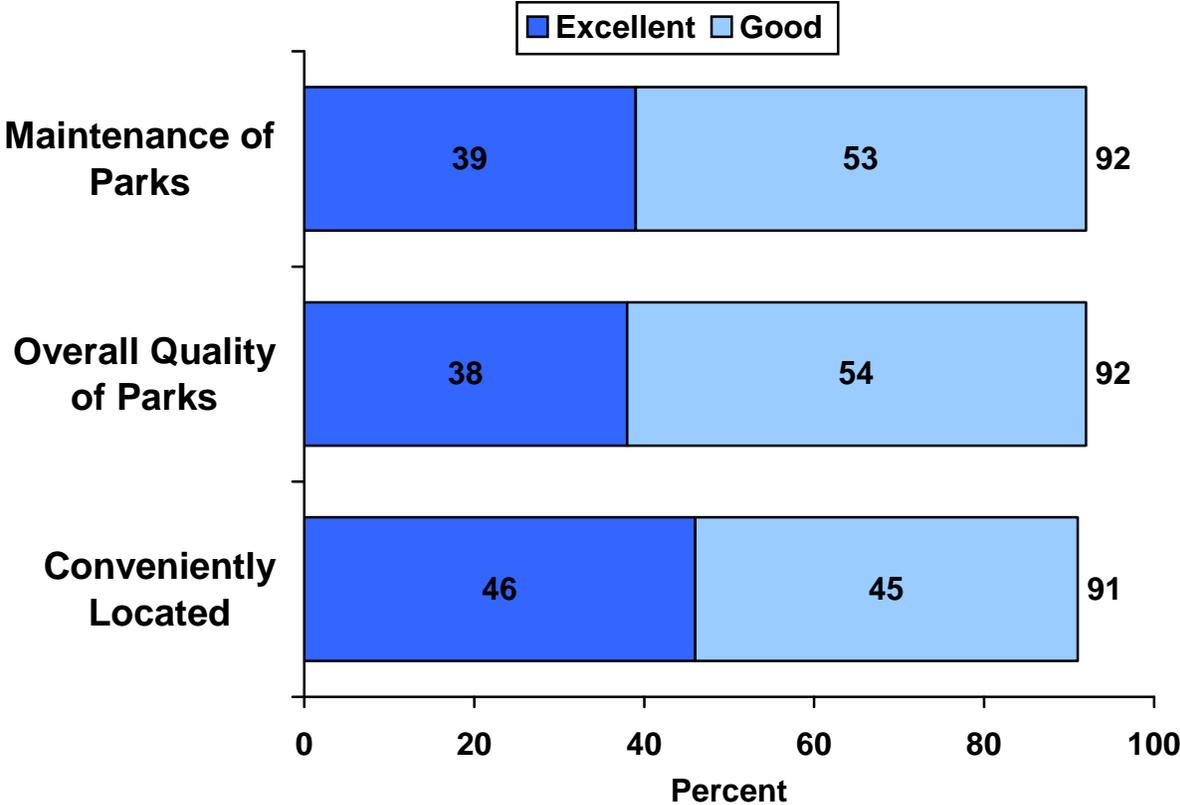


Question: “Thinking about ..., how would you rate Arlington on...?”

Base: Have visited or used ... in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=199*; 2001 n=187*)

* Caution: Some small base sizes.

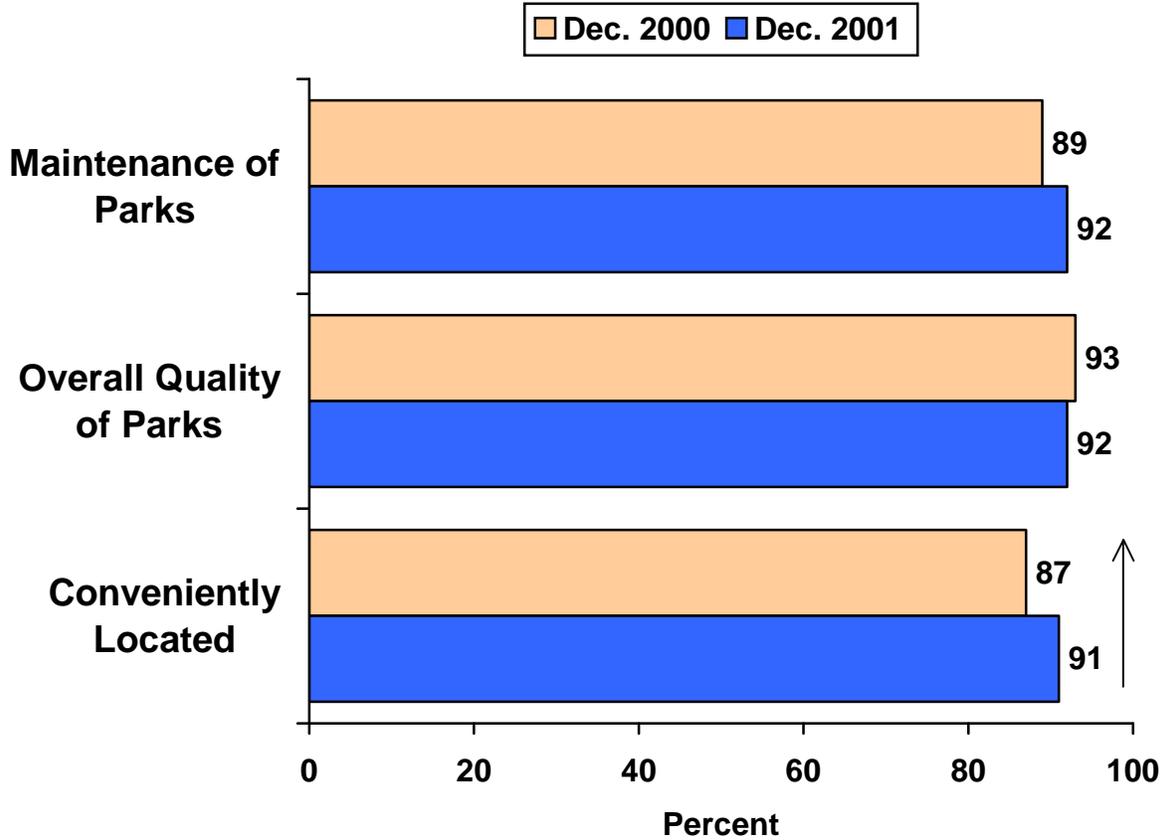
Rating Of City Parks By Users



Question: "Thinking about parks in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city park in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: n=380)

Rating Of City Parks By Users – Trend (Top Two Box—Excellent/Good)

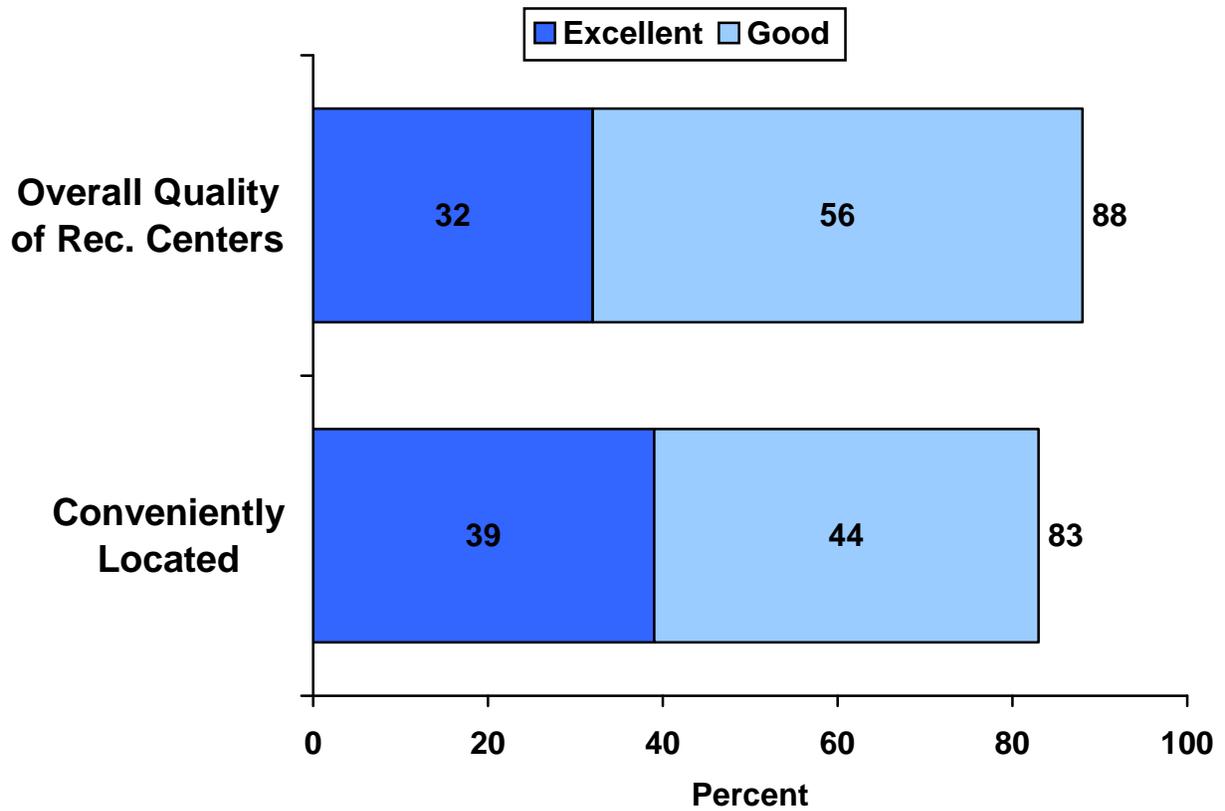


Question: "Thinking about parks in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city park in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=396; 2001 n=380)

Statistical Note: An "up" arrow (↑) indicates a significant increase and a "down" arrow (↓) indicates a significant decrease from the previous year (i.e., difference significant at or above the 95% confidence level).

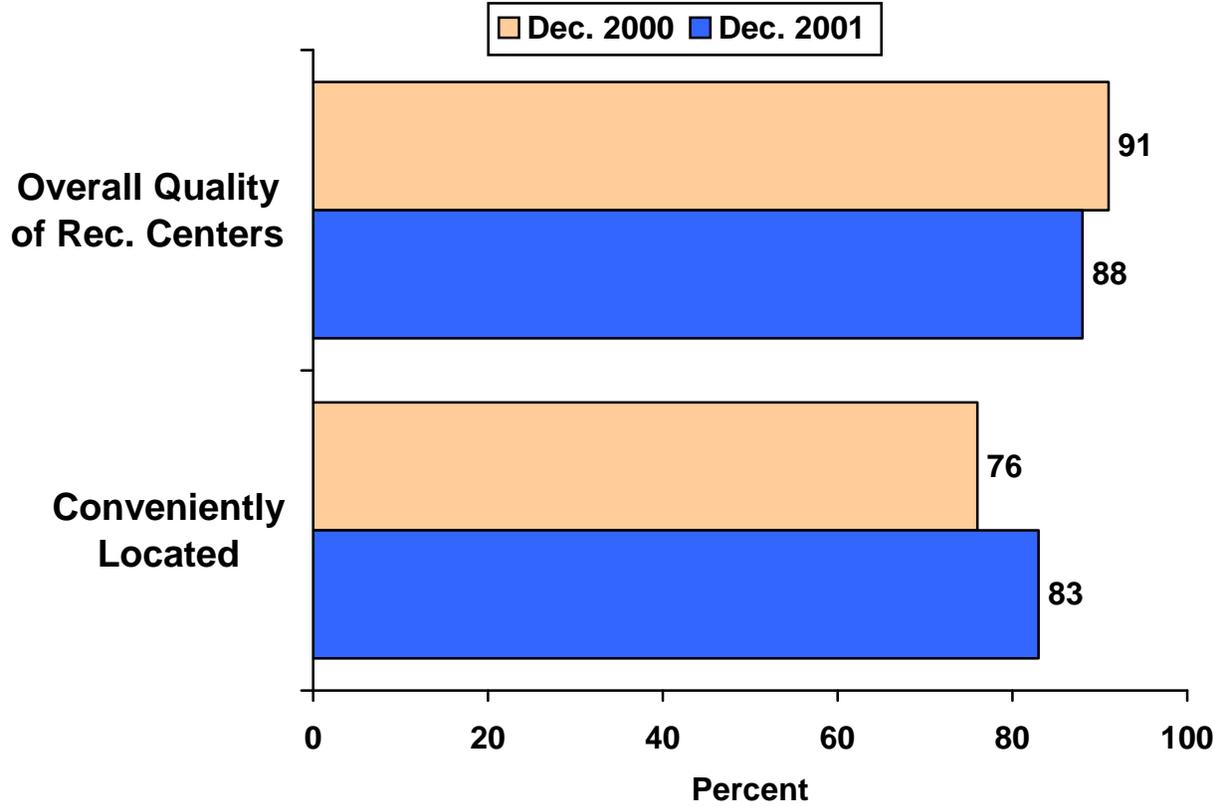
Rating Of City Recreation Centers By Users



Question: "Thinking about recreation centers in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city recreation center in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: n=199)

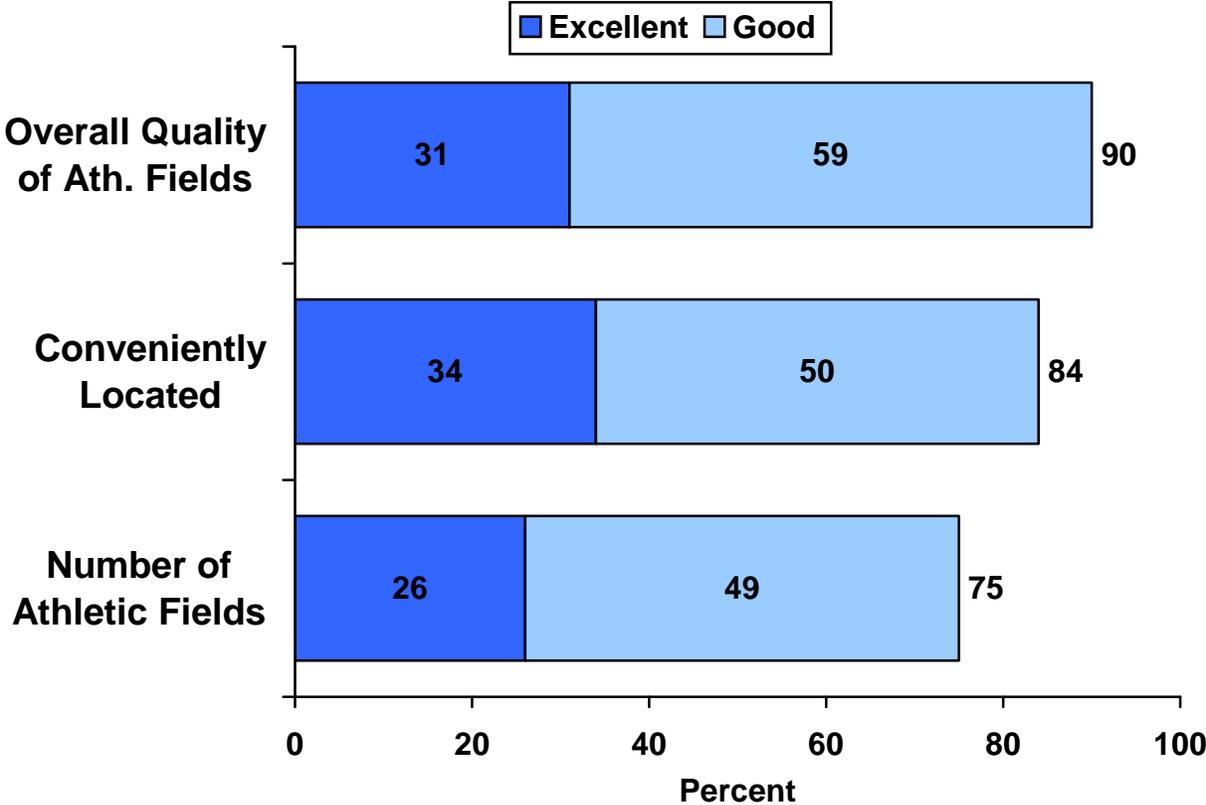
Rating Of City Recreation Centers By Users – Trend (Top Two Box—Excellent/Good)



Question: "Thinking about recreation centers in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city recreation center in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=209; 2001 n=199)

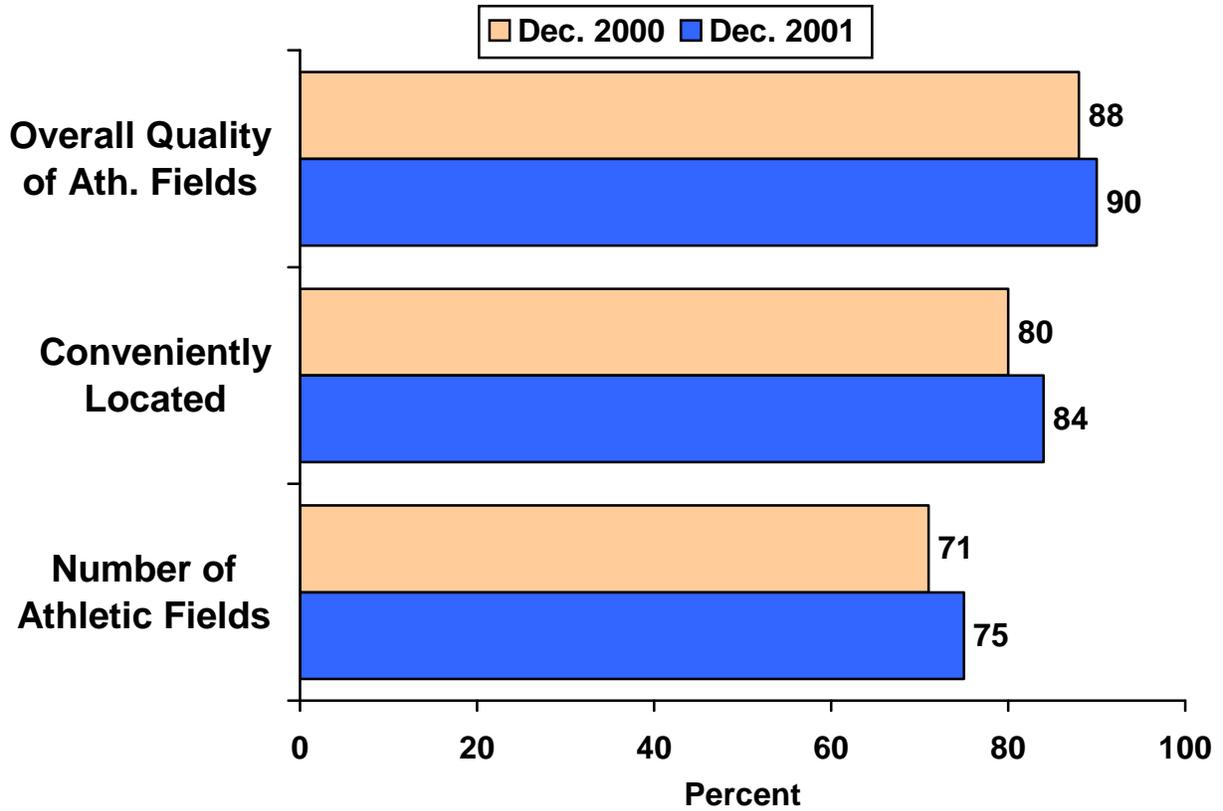
Rating Of City Athletic Fields By Users



Question: "Thinking about athletic fields in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city athletic field in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: n=193)

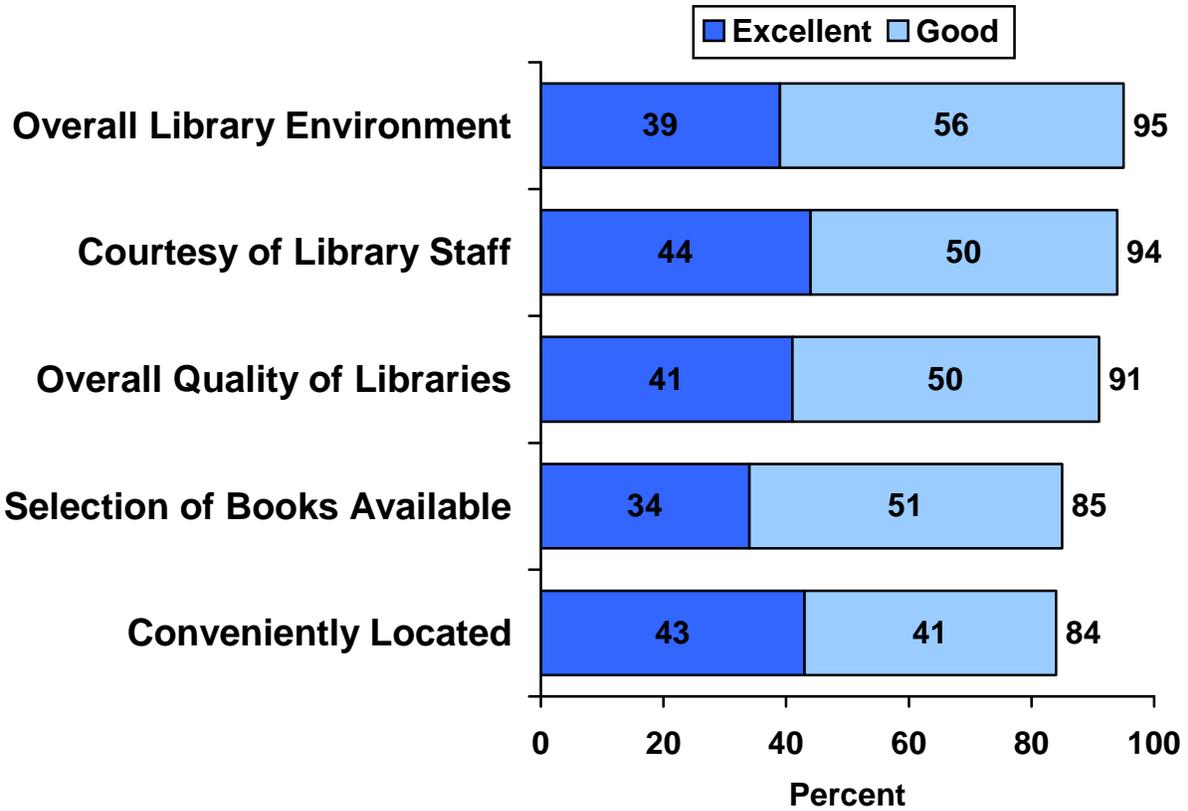
Rating Of City Athletic Fields By Users – Trend (Top Two Box—Excellent/Good)



Question: "Thinking about athletic fields in Arlington, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city athletic field in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=208; 2001 n=193)

Rating Of City Libraries By Users



Question: "Thinking about Arlington city libraries, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city library in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: n=333)

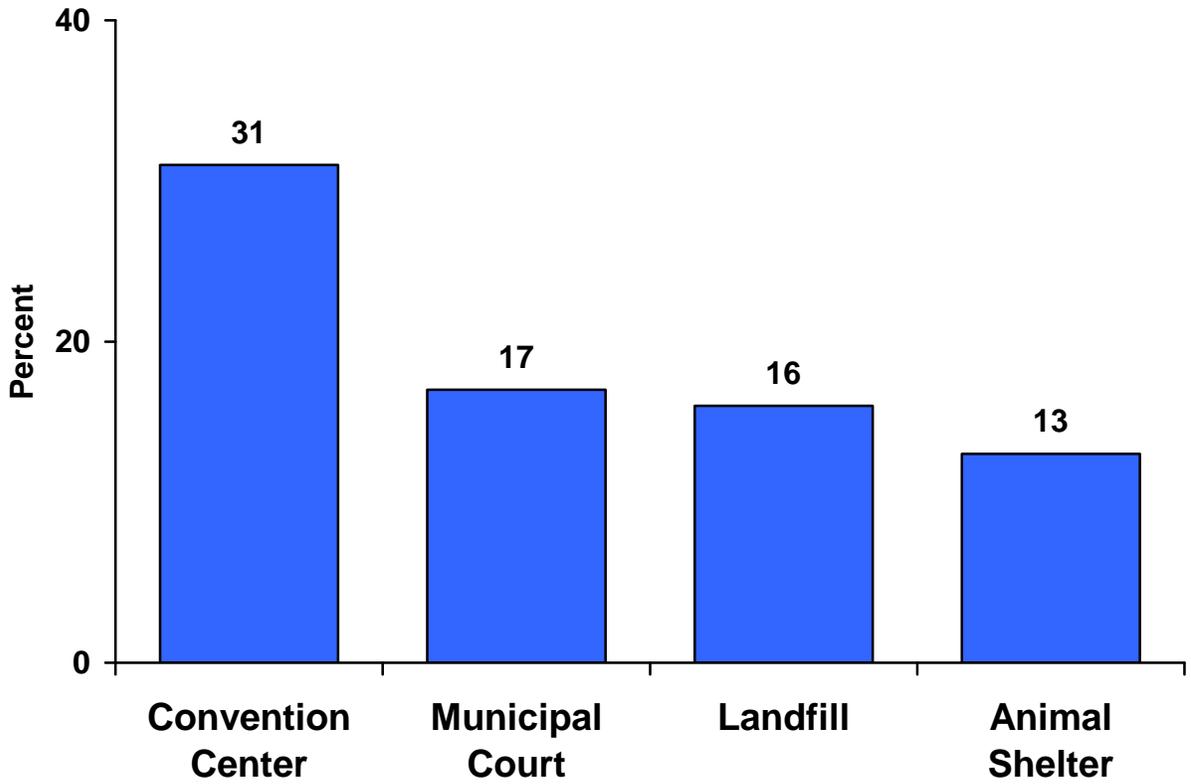
Rating Of City Libraries By Users – Trend (Top Two Box—Excellent/Good)



Question: "Thinking about Arlington city libraries, how would you rate Arlington on...?"

Base: Have visited or used an Arlington city library in past 12 months, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=364; 2001 n=333)

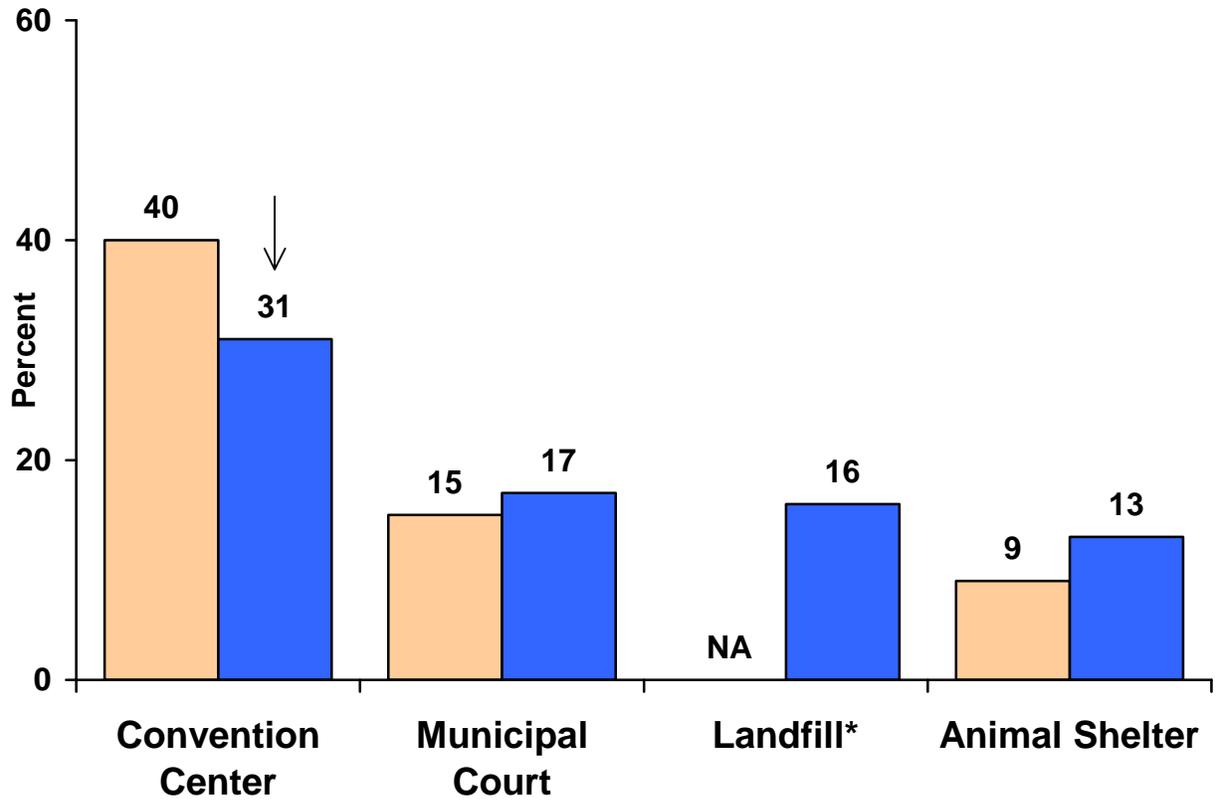
Miscellaneous Facilities Visited In Past 12 Months



Question: "In the past 12 months, which of the following have you visited in Arlington?"

Base: Total respondents. (n=502)

Miscellaneous Facilities Visited In Past 12 Months – Trend



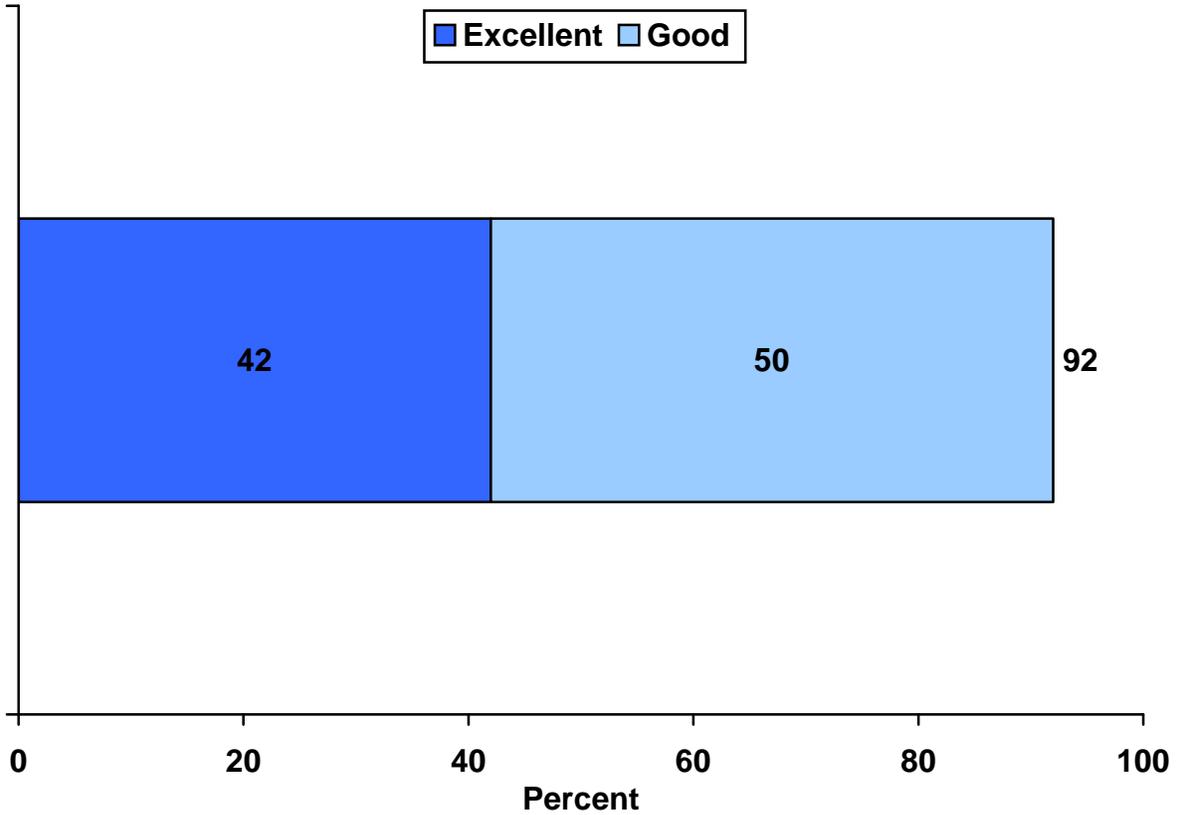
Question: "In the past 12 months, which of the following have you visited in Arlington?"

Base: Total respondents. (2000 n=500; 2001 n=502)

* Landfill included beginning in 2001.

Statistical Note: An "up" arrow (↑) indicates a significant increase and a "down" arrow (↓) indicates a significant decrease from the previous year (i.e., difference significant at or above the 95% confidence level).

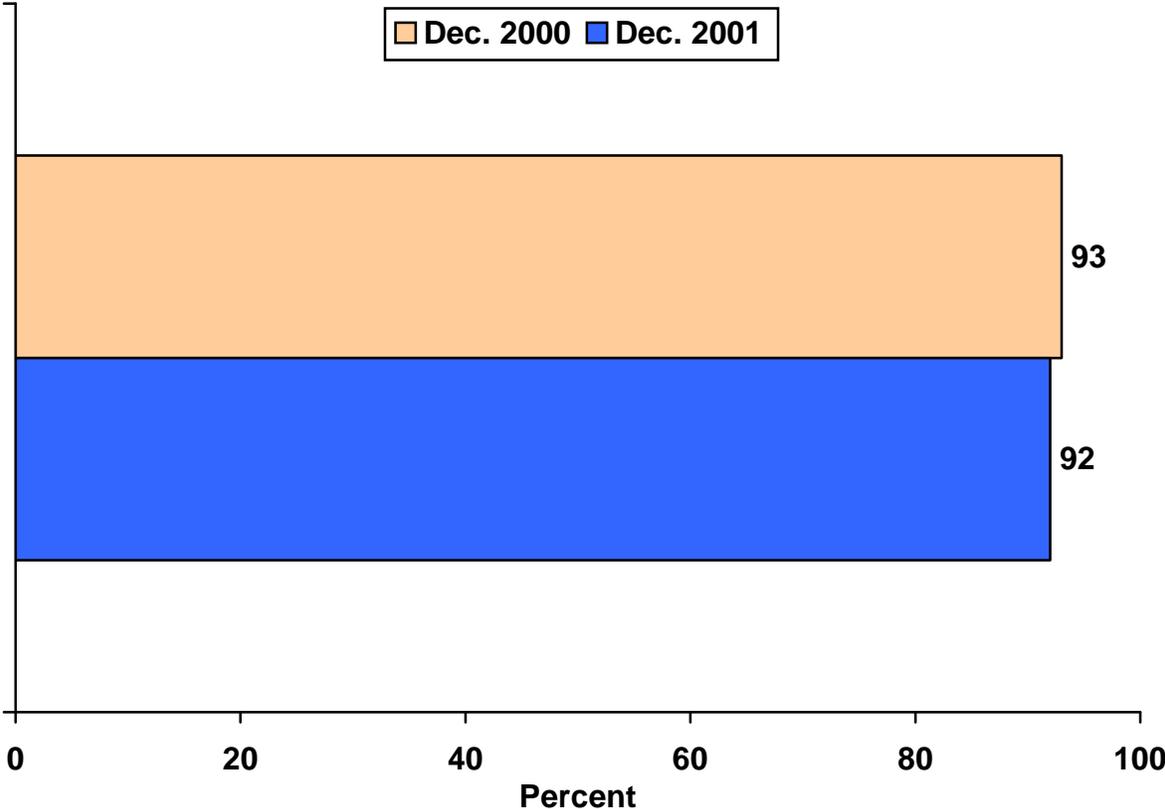
Overall Rating Of Arlington Convention Center By Users



Question: "Thinking about any times you have visited the Arlington convention center in the past 12 months, how would you rate the convention center overall?"

Base: Have visited the Arlington convention center in past 12 months, excluding "don't knows." (n=154)

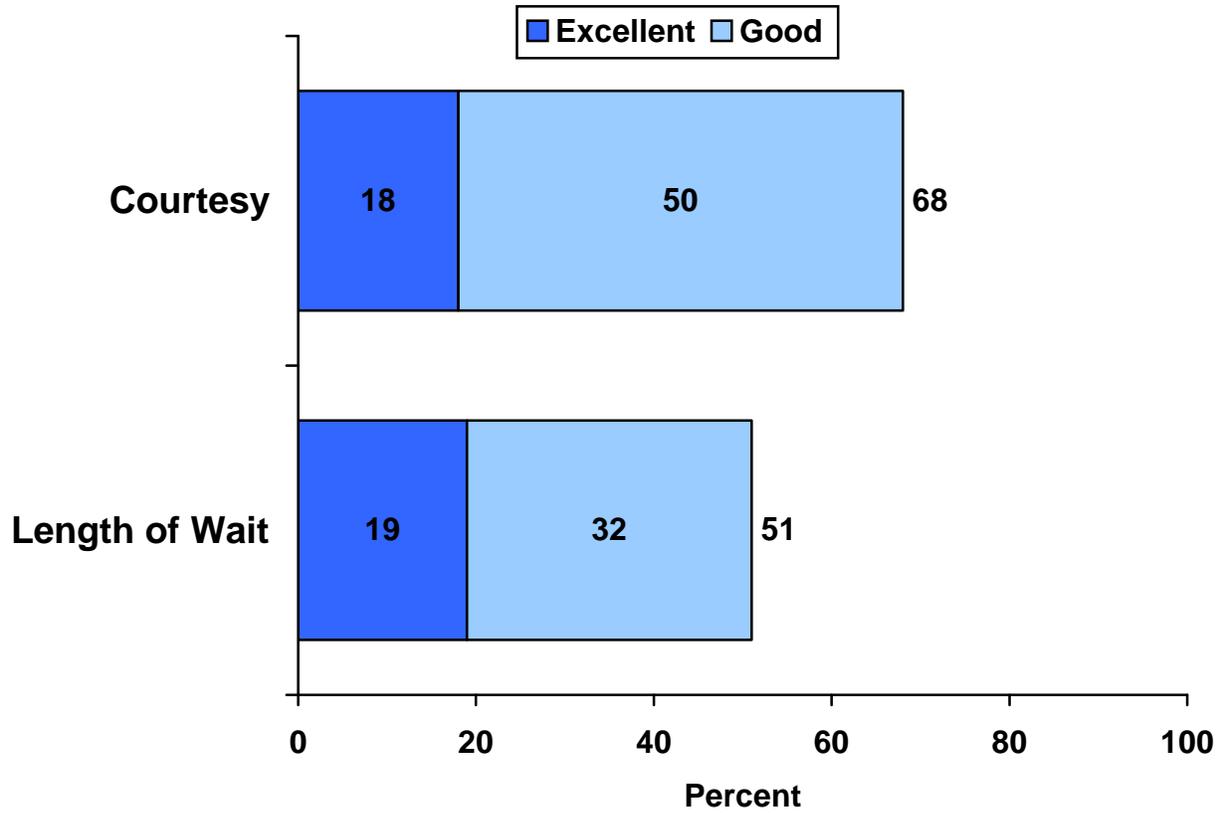
Overall Rating Of Arlington Convention Center By Users – Trend (Top Two Box—Excellent/Good)



Question: "Thinking about any times you have visited the Arlington convention center in the past 12 months, how would you rate the convention center overall?"

Base: Have visited the Arlington convention center in past 12 months, excluding "don't knows." (2000 n=199; 2001 n=154)

Attribute Rating Of Arlington Municipal Court By Users

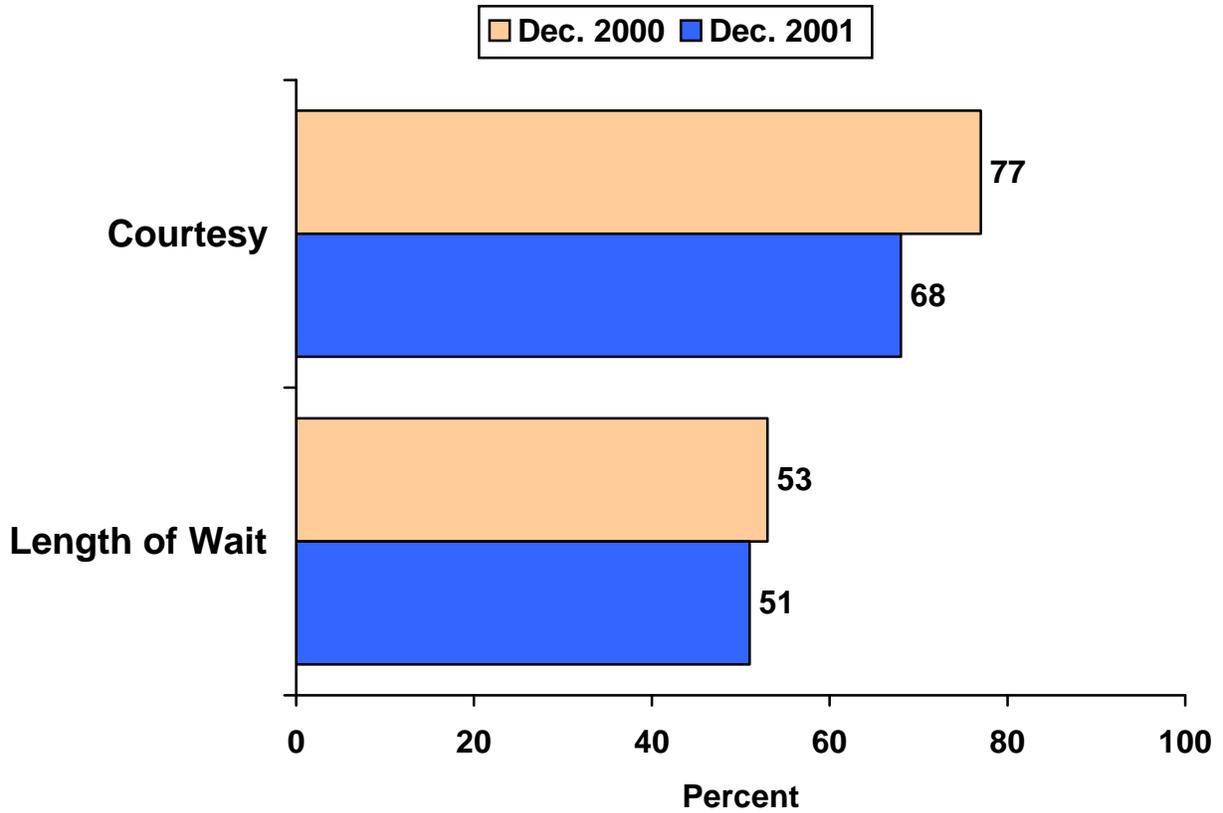


Question: "Thinking about any times you have visited the Arlington municipal court in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the municipal court on...Length of wait. What about ...Courtesy and attentiveness of employees?"

Base: Have visited the Arlington municipal court in past 12 months, excluding "don't knows." (n=82*)

* Caution: Small base size.

Attribute Rating Of Arlington Municipal Court By Users – Trend (Top Two Box—Excellent/Good)

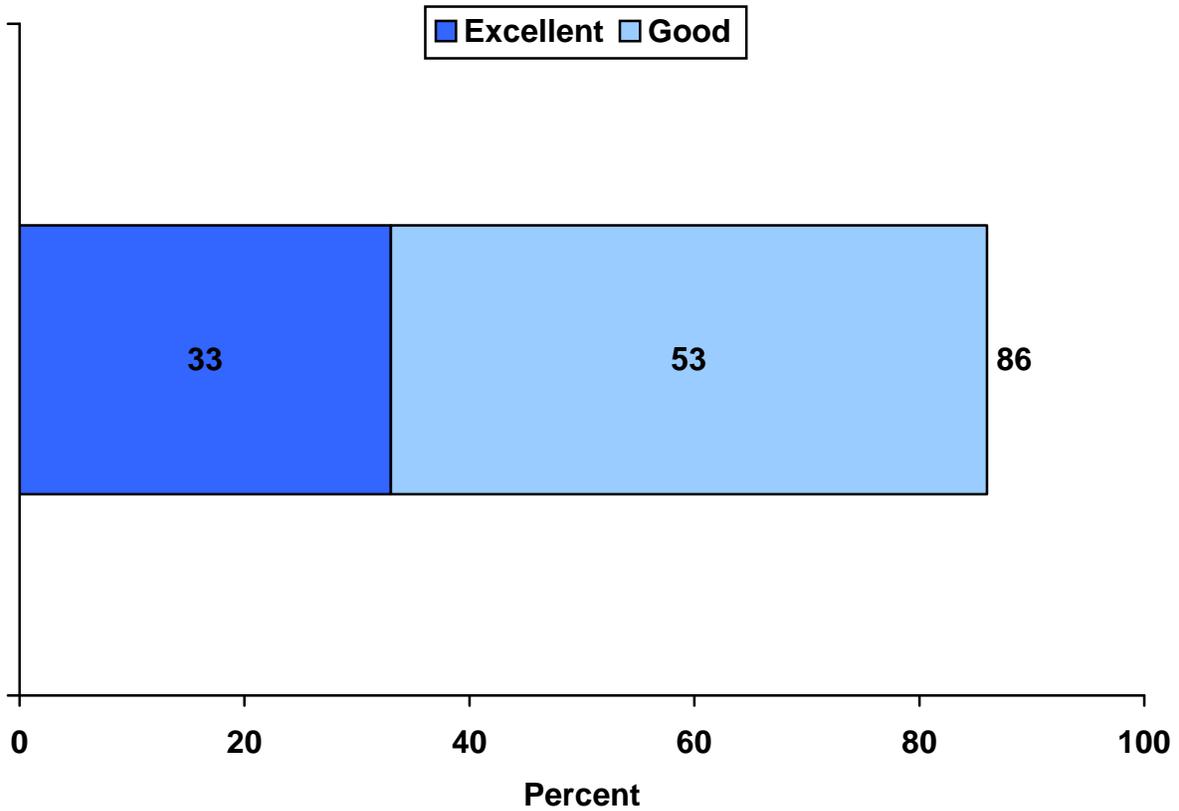


Question: "Thinking about any times you have visited the Arlington municipal court in the past 12 months, using a scale of excellent, good, fair, and poor, please rate the municipal court on...Length of wait. What about ...Courtesy and attentiveness of employees?"

Base: Have visited the Arlington municipal court in past 12 months, excluding "don't knows." (2000 n=74*; 2001 n=82*)

* Caution: Small base size.

Overall Rating Of Arlington Animal Shelter By Users

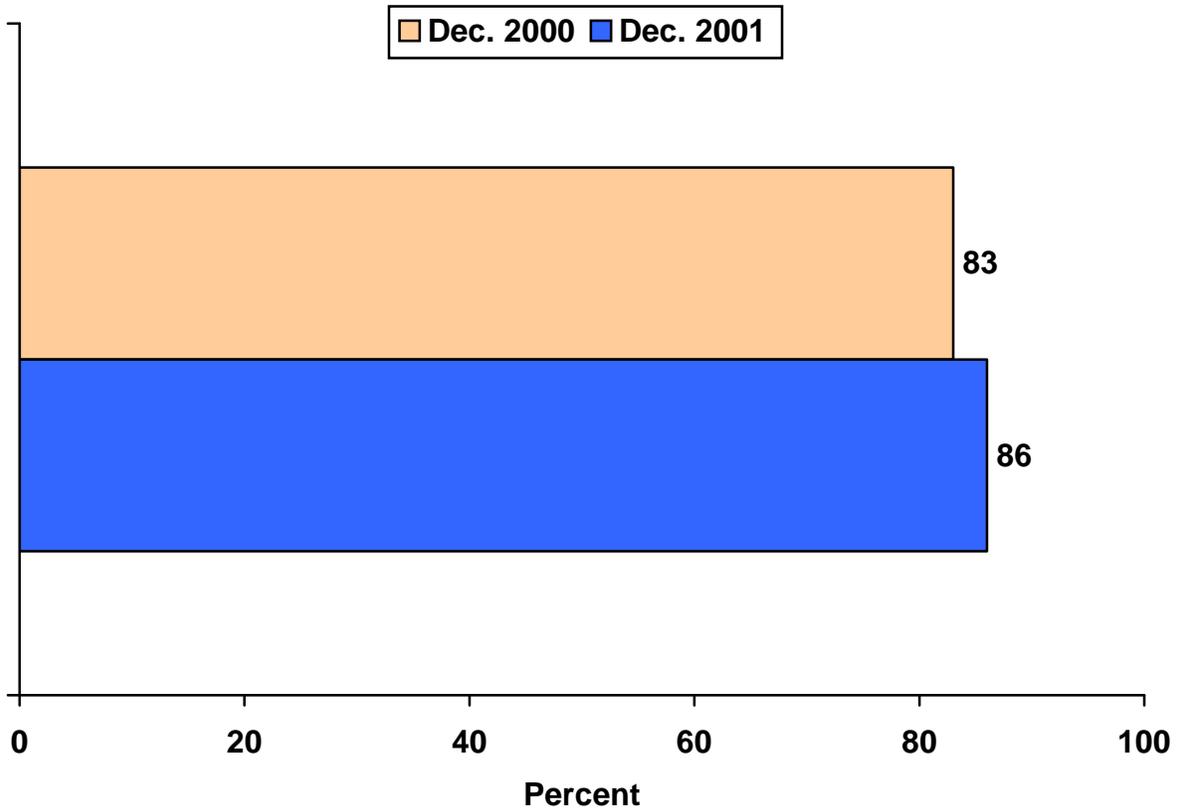


Question: "Thinking about any times you have visited an Arlington animal shelter in the past 12 months, how would you rate the shelter overall?"

Base: Have visited an Arlington animal shelter in past 12 months, excluding "don't knows." (n=64*)

* Caution: Small base size.

Overall Rating Of Arlington Animal Shelter By Users – Trend (Top Two Box—Excellent/Good)

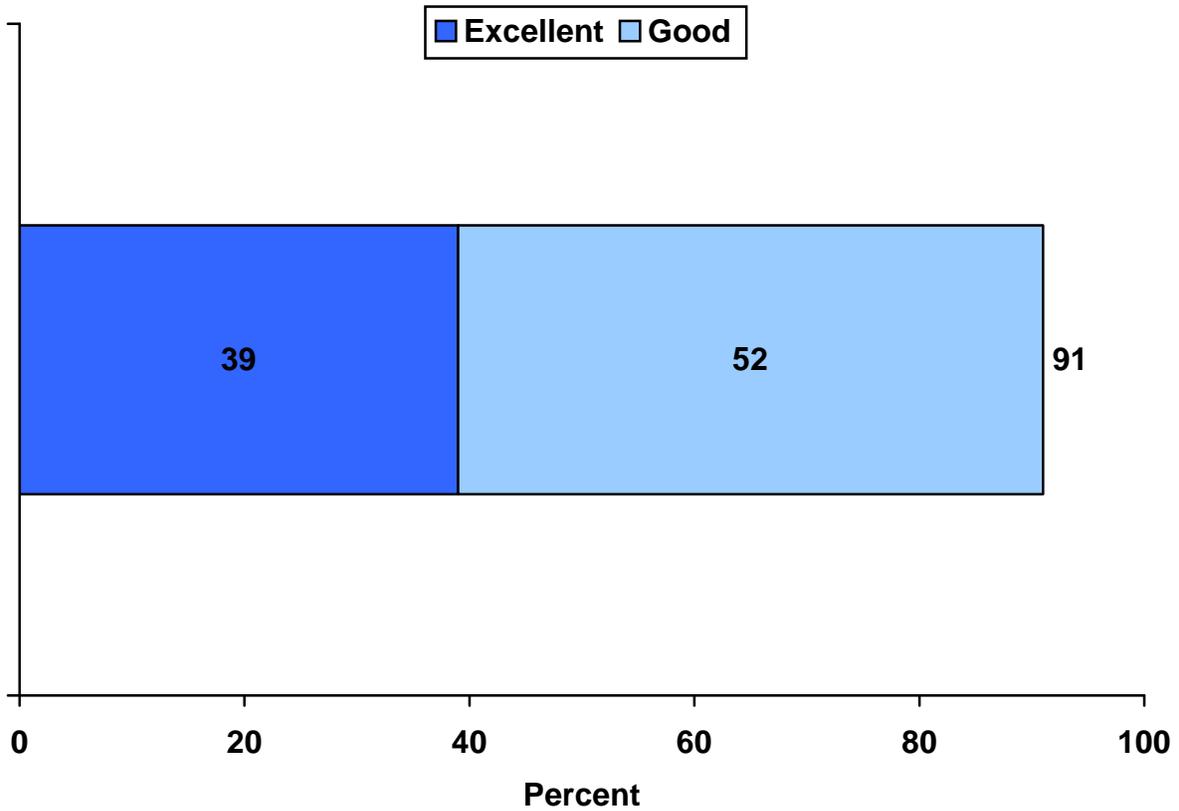


Question: "Thinking about any times you have visited an Arlington animal shelter in the past 12 months, how would you rate the shelter overall?"

Base: Have visited an Arlington animal shelter in past 12 months, excluding "don't knows." (2000 n=46*; 2001 n=64*)

* Caution: Small base size.

Overall Rating Of Arlington Landfill By Users



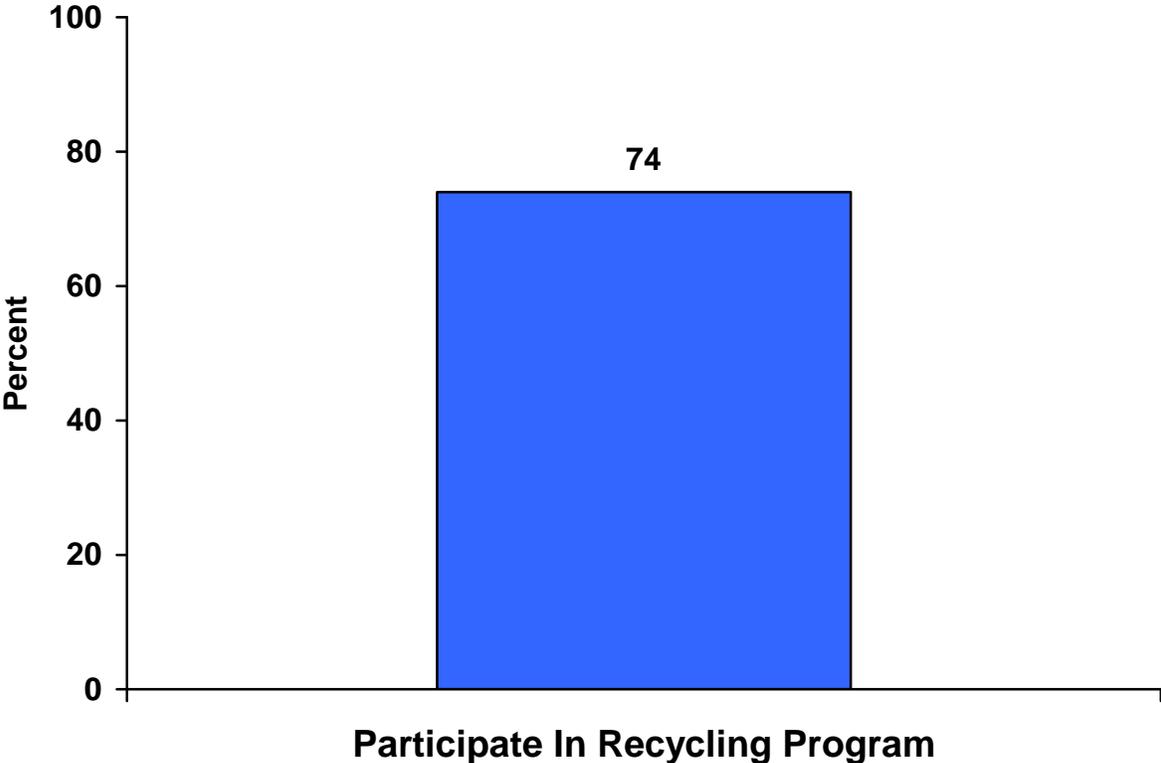
Question[†]: "Thinking about any times you have visited or used an Arlington landfill in the past 12 months, how would you rate the landfill overall?"

Base: Have visited an Arlington landfill in past 12 months, excluding "don't knows." (n=79*)

[†] This question was asked beginning in 2001.

* Caution: Small base size.

Participate In Recycling Program (Among Homeowners)

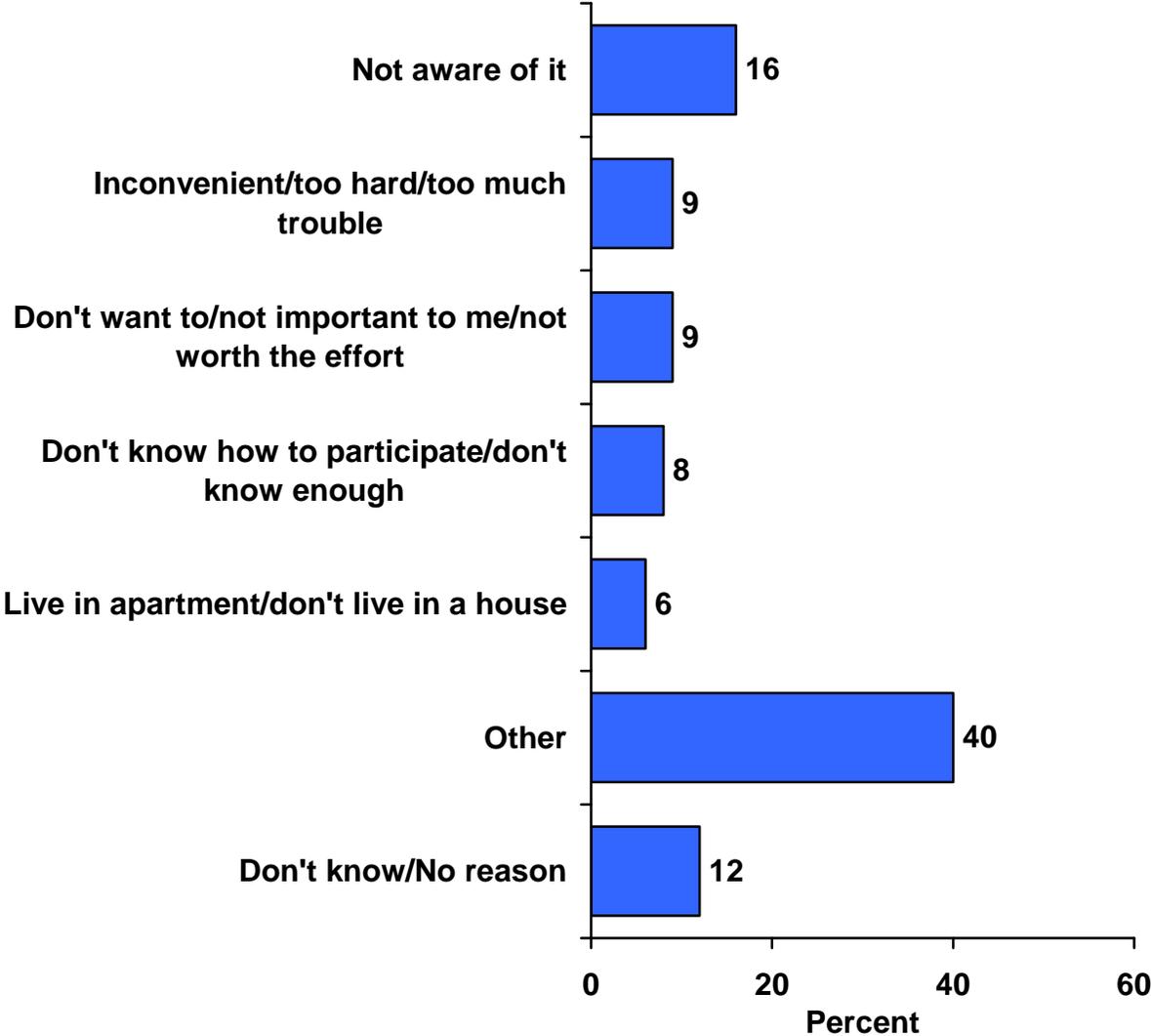


Question*: "Do you participate in Arlington's curbside recycling program, or not?"

Base: Own primary residence (n=336)

* This question was asked beginning in 2001.

Reasons For Not Participating In Recycling Program (Among Homeowners)



Question*: "Why do you not participate in the curbside recycling program?"

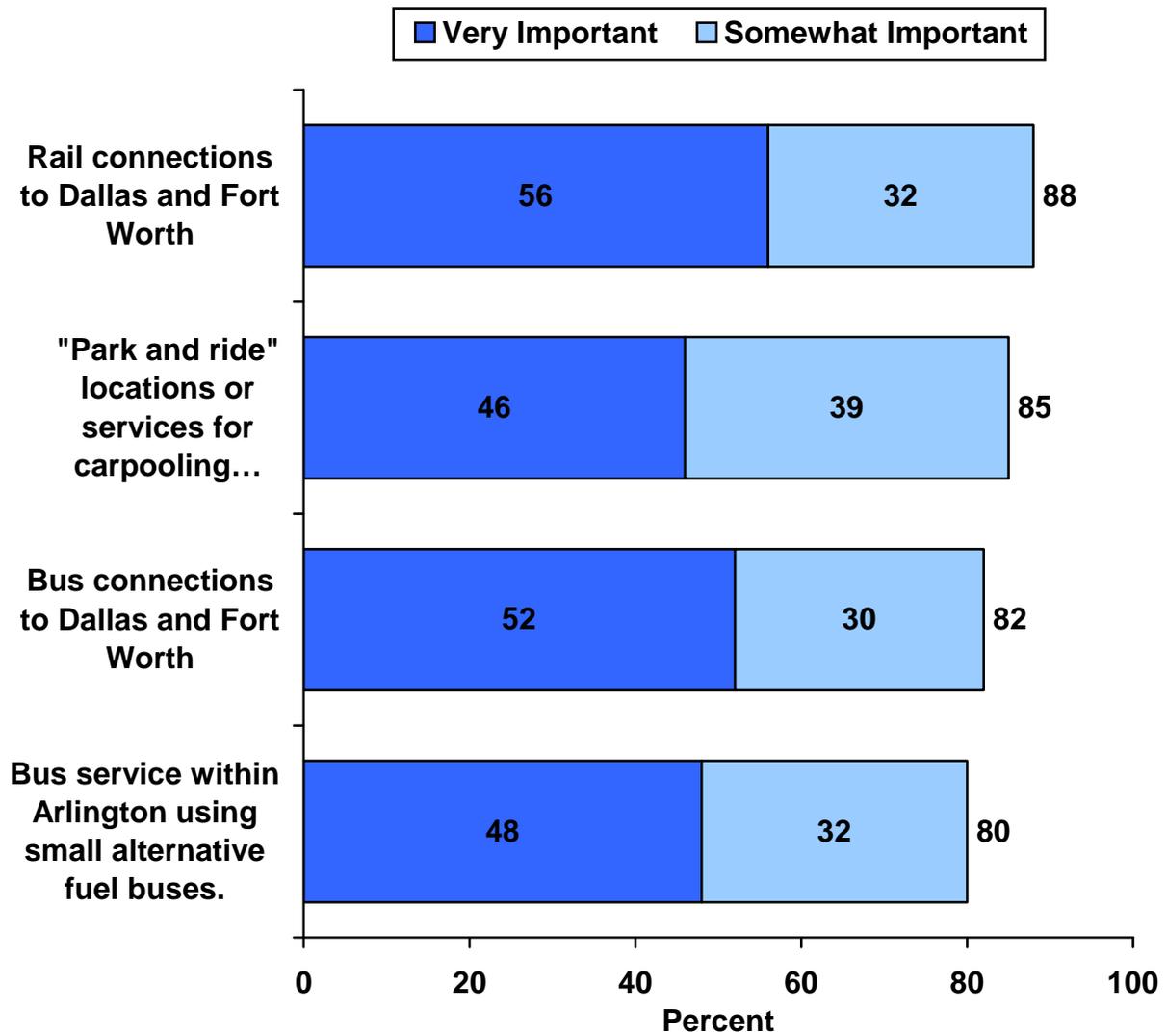
Base: Own primary residence, and do not participate in curbside recycling program. (n=86)

* This question was asked beginning in 2001.

Importance Of Offering Transportation/Transit Services

Arlington residents feel that it is important that the City provide transportation services, both intercity (to Dallas and Fort Worth) and within Arlington. Nearly half of all residents feel that all of these services are “very important,” and at four out of five feel that these services are at least “somewhat important” for the City to provide. The greatest interest was shown for rail connections to Dallas and Fort Worth (56% rated it “very important” and 88% “very” or “somewhat” important).

Importance Of Offering Transportation/Transit Services



Question*: "How important do you feel it is that the City of Arlington provide the following types of transportation or transit services?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=486)

* This question was asked beginning in 2001.

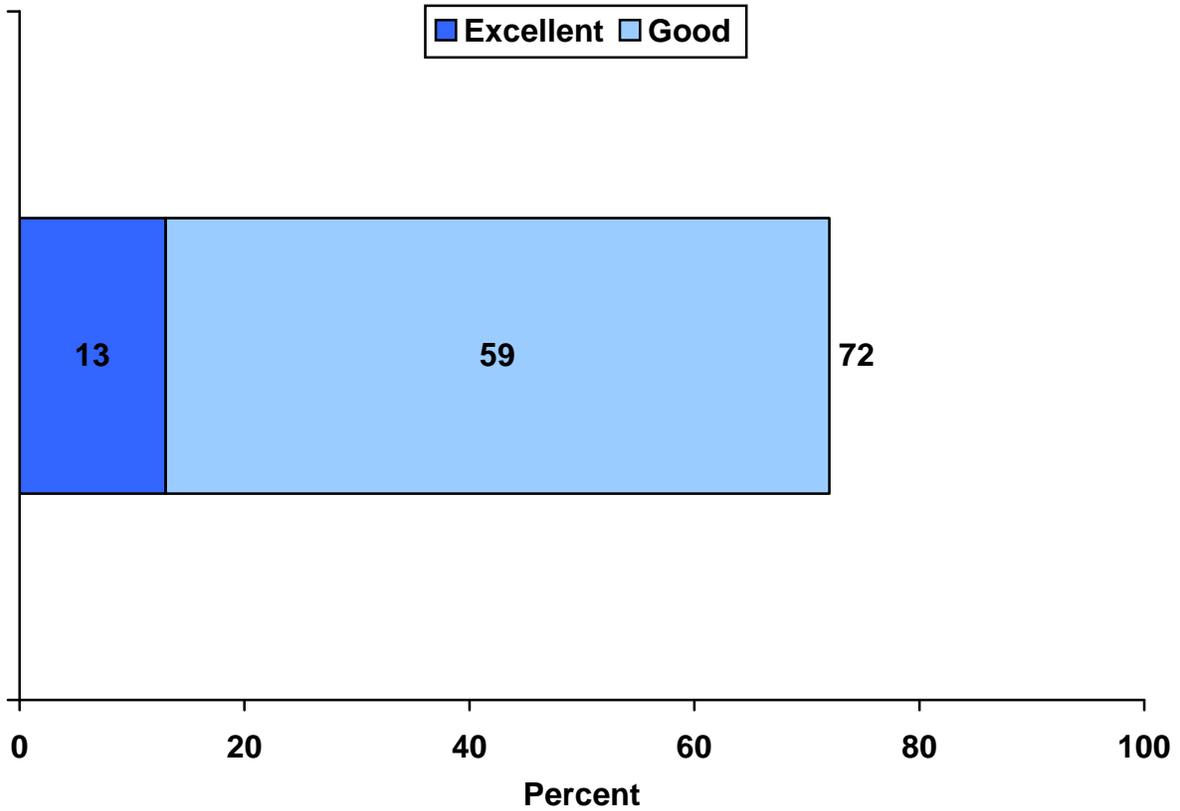
Access To City Gov't And Importance Of Internet Communication

Arlington residents appear to feel that the City is doing a fairly good job of “providing citizen access or input to government.” Resident perceptions have improved significantly in this area from the previous year.

About one out of four residents (27%) report having had contact with a City of Arlington official, department or service by telephone in the past 12 months, and about one out of five (19%) say they have had in-person contact. Over half (56%) say they have not had any contact with city personnel in the past 12 months.

Over one third of residents (35%) say they have visited the City of Arlington’s website, which is a significant increase from the previous year (26%). Among those who have visited, 75% rate the website as “good” or “excellent” in terms of usefulness, suggesting there is room for improvement. Consistent with the previous year, the vast majority of residents (89%) feel it is at least “somewhat important” for citizens to be able to receive information about the city by Internet. Almost half (47%) feel it is “very important.”

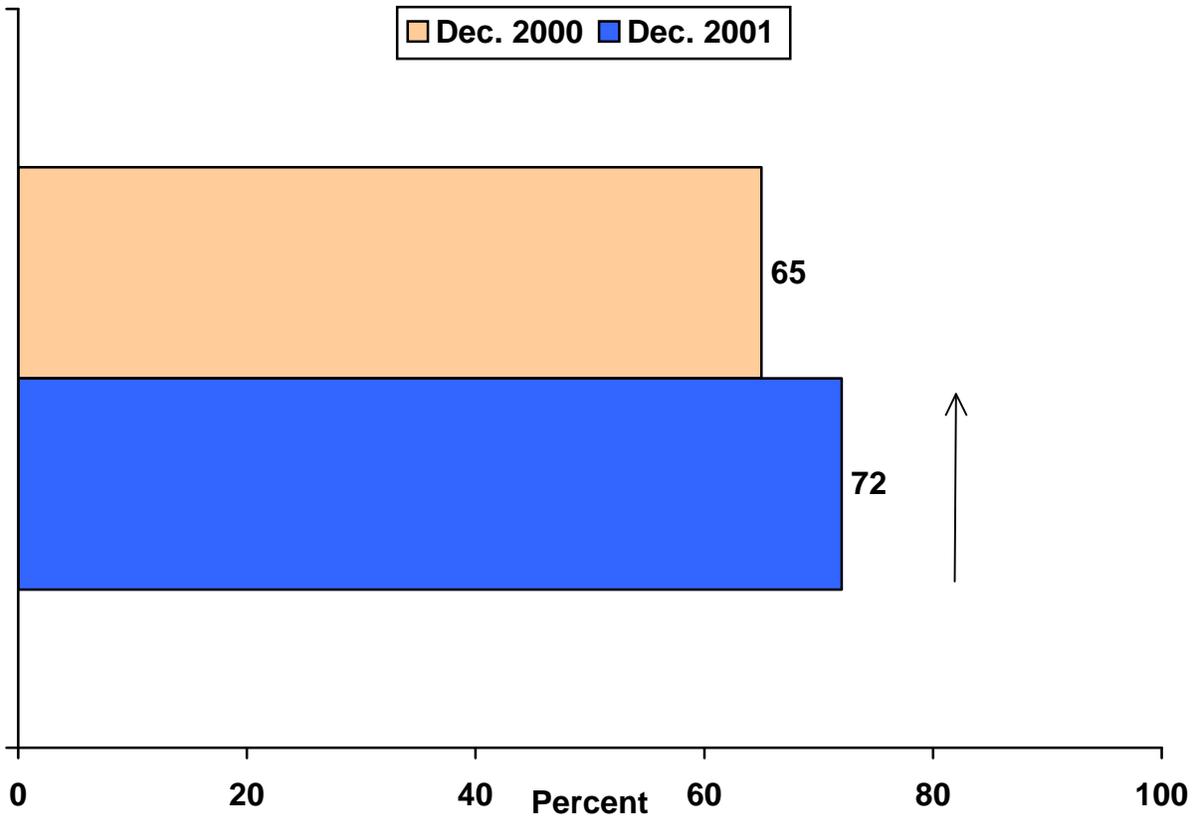
Rating Of Arlington On Providing Citizen Access Or Input To Government



Question: "And how would you rate Arlington in terms of providing citizen access or input to government?"

Base: Total respondents, excluding "don't knows." (n=436)

Rating On Providing Citizen Access Or Input To Gov't – Trend (Top Two Box—Excellent/Good)

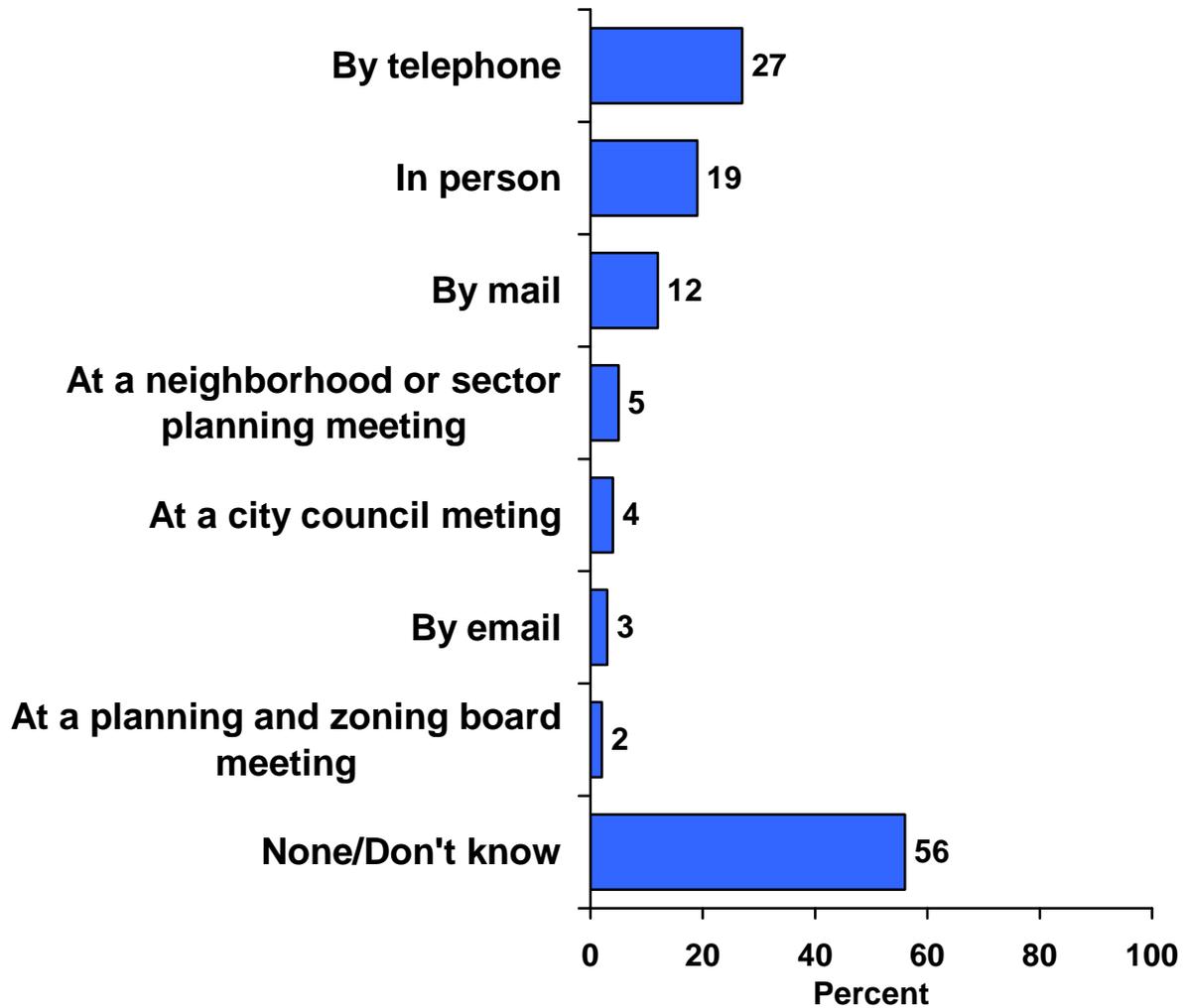


Question: "And how would you rate Arlington in terms of providing citizen access or input to government?"

Base: Total respondents, excluding "don't knows." (2000 n=448; 2001 n=436)

Statistical Note: An "up" arrow (↑) indicates a significant increase and a "down" arrow (↓) indicates a significant decrease from the previous year (i.e., difference significant at or above the 95% confidence level).

Contact With City Of Arlington In Past 12 Months

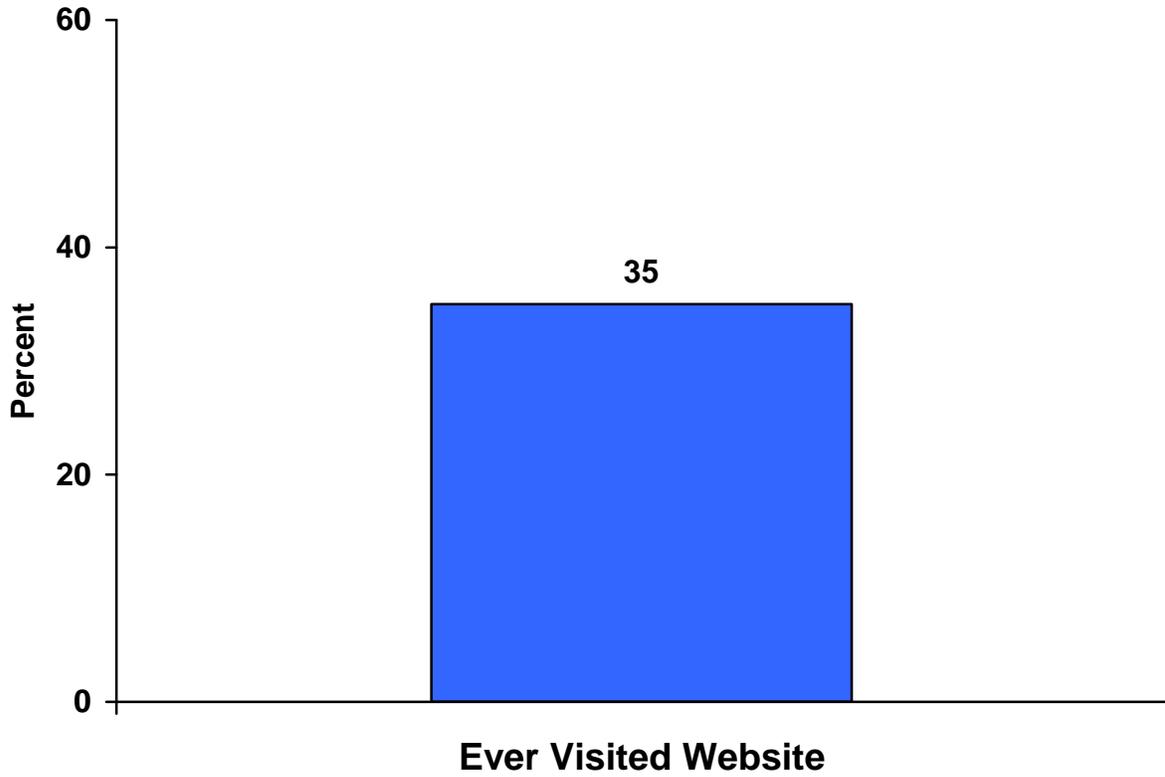


Question*: "In the past 12 months, in which if any of the following ways have you had contact with City of Arlington officials, departments or services?"

Base: Total respondents. (n=502)

* This question was asked beginning in 2001.

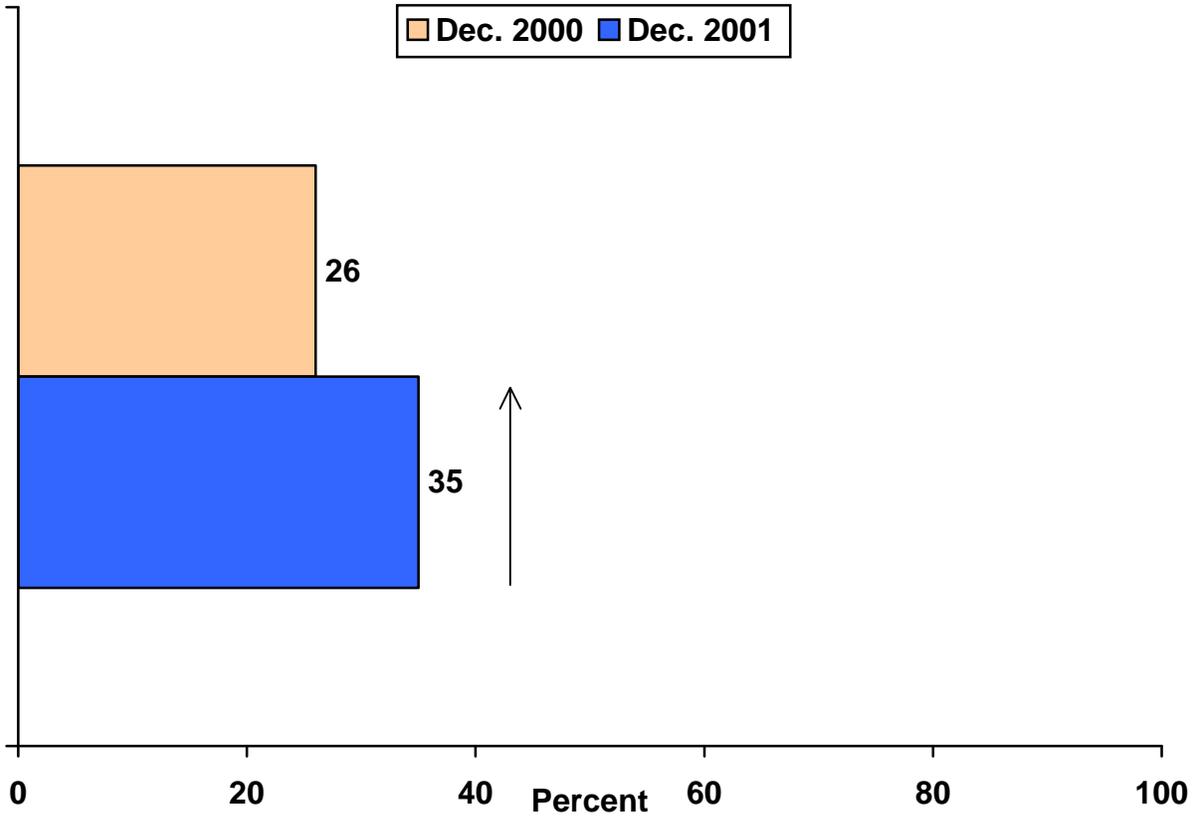
Ever Visited City Of Arlington's Website



Question: "Have you ever visited the City of Arlington's website?"

Base: Total respondents, excluding "don't knows." (n=500)

Ever Visited City Of Arlington's Website – Trend

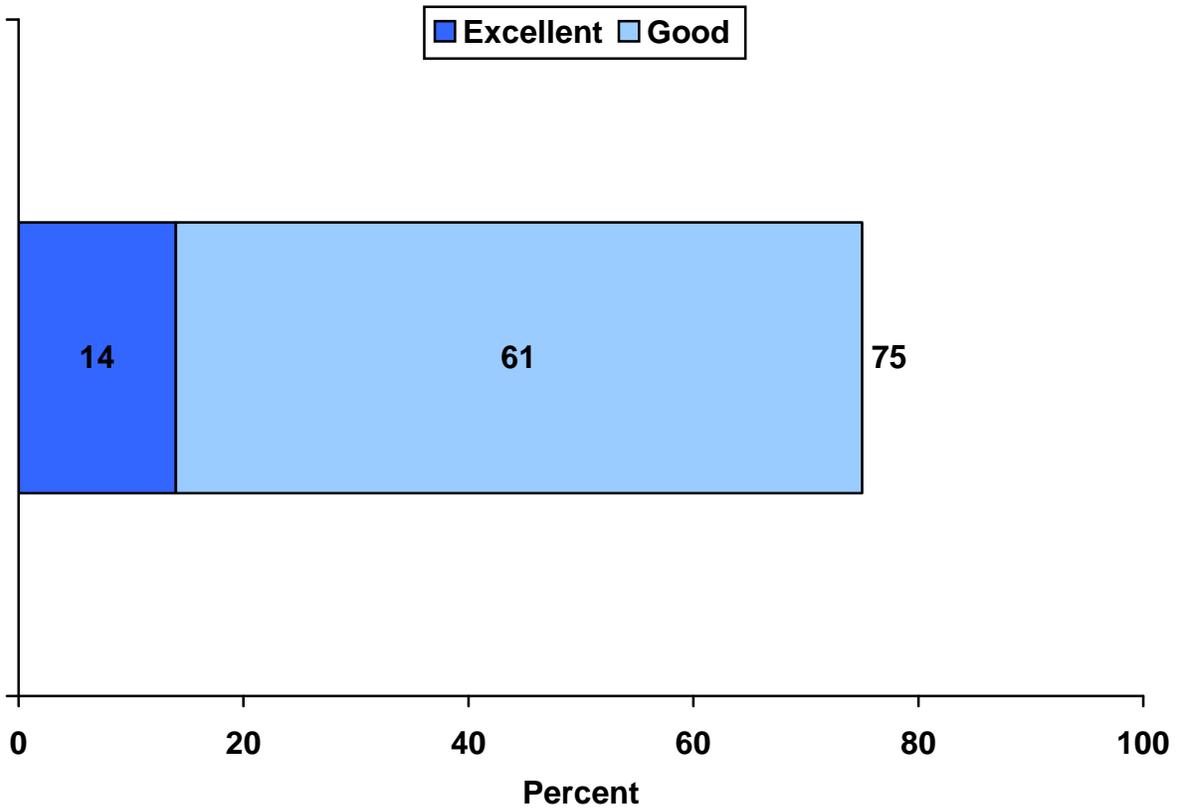


Question: "Have you ever visited the City of Arlington's website?"

Base: Total respondents, excluding "don't knows." (2000 n=499; 2001 n=500)

↑ Indicates a significant increase from previous year.

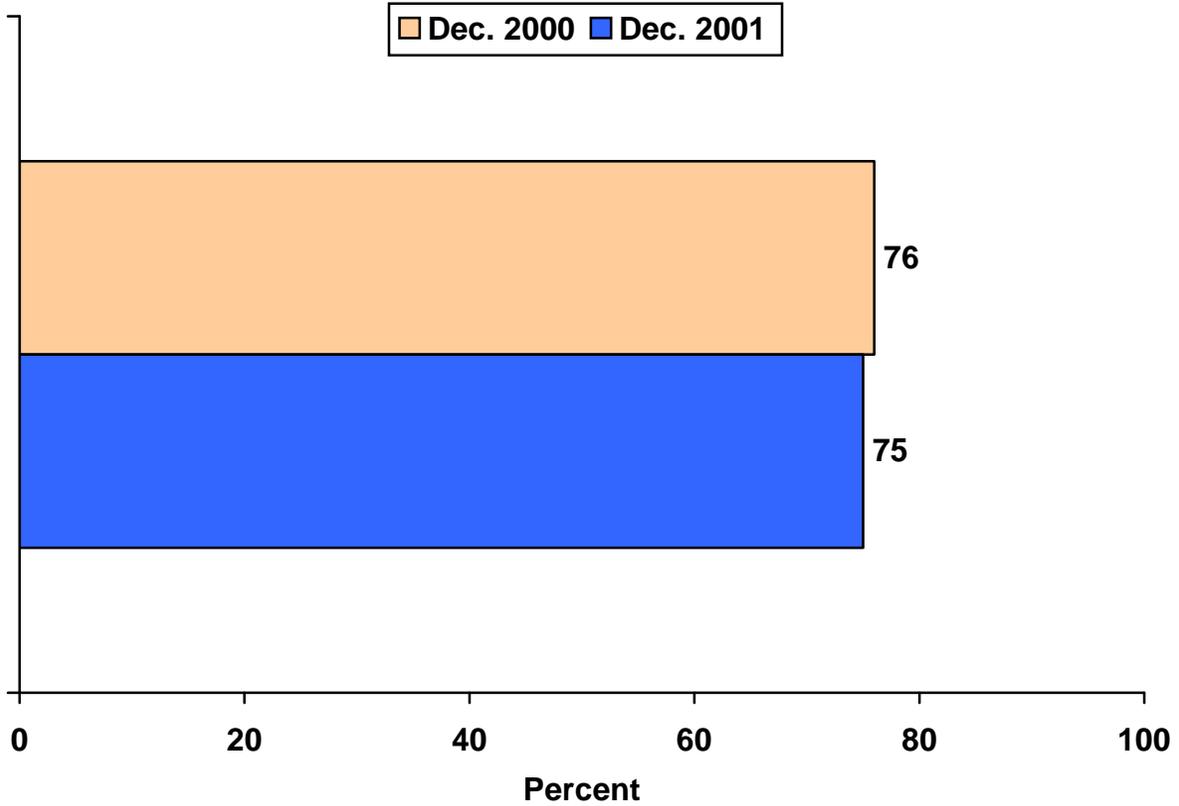
Usefulness Of Website



Question: "How would you rate the website in terms of usefulness?"

Base: Have visited the City of Arlington's website, excluding "don't knows." (n=169)

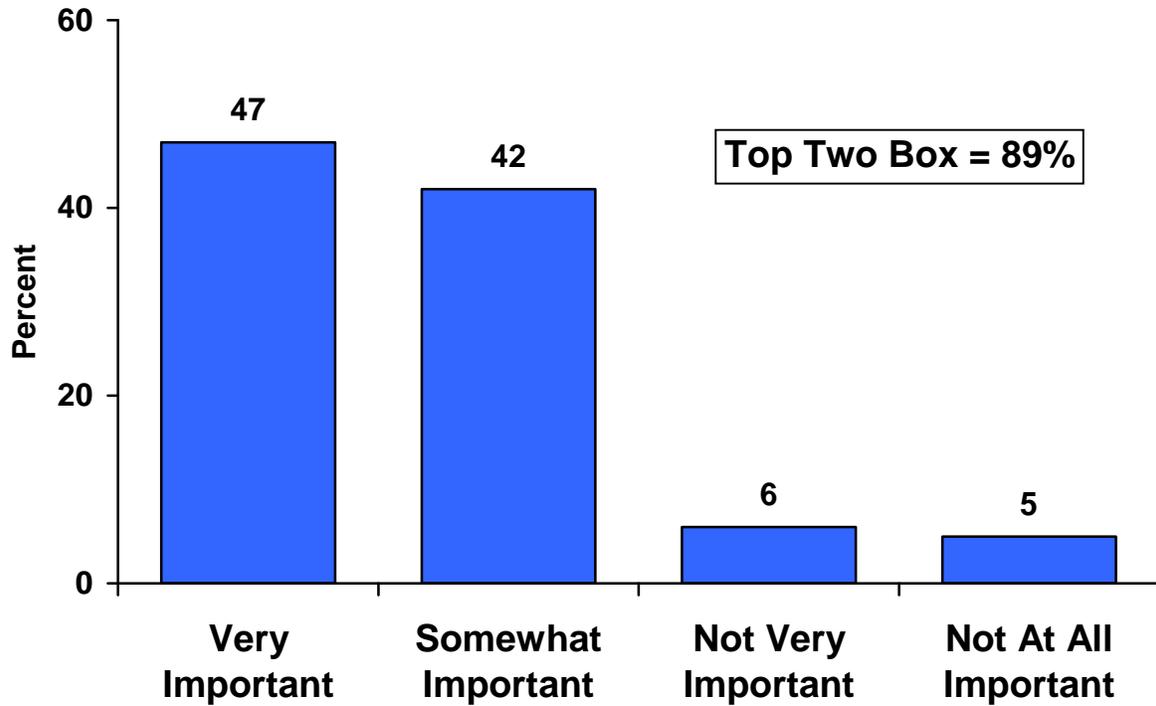
Usefulness Of Website – Trend (Top Two Box—Excellent/Good)



Question: "How would you rate the website in terms of usefulness?"

Base: Have visited the City of Arlington's website, excluding "don't knows." (2000 n=124; 2001 n=169)

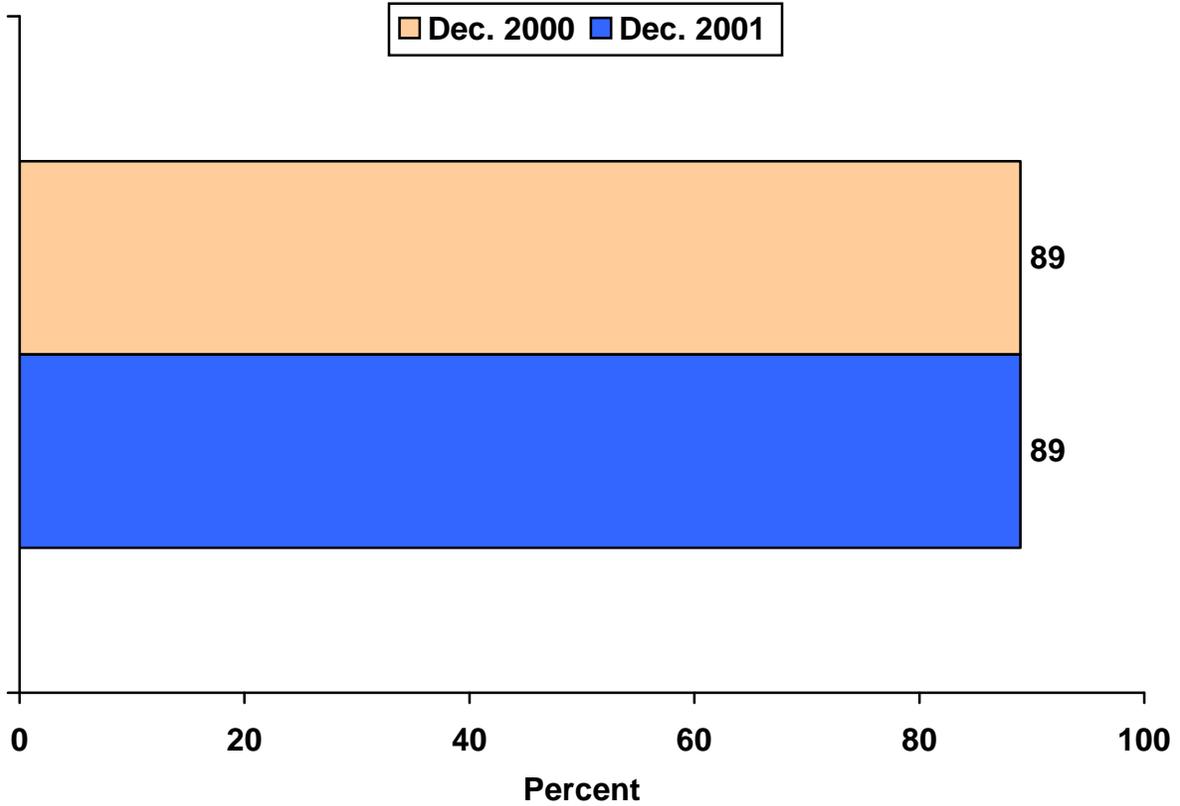
Importance Of Availability Of Information By Internet



Question: "How important do you feel it is for citizens to be able to receive information about the city by Internet?"

Base: Total respondents, excluding "don't knows." (n=488)

Importance Of Availability Of Information By Internet – Trend (Top Two Box—Very/Somewhat Important)



Question: "How important do you feel it is for citizens to be able to receive information about the city by Internet?"

Base: Total respondents, excluding "don't knows." (2000 n=492; 2001 n=488)

Tax Rate Vs. City Services

Reactions were somewhat mixed regarding different trade-off scenarios between levels of city services versus property tax rates. Not surprisingly, very few residents would be “very willing” to see either an increase in property tax rates or a decrease in city services. However, willingness of residents to see an increase in property tax in order to increase key city services increased significantly from the previous year (from 55% “somewhat” or “very willing” to 61%). Residents seem to be somewhat less willing to trade off key city services for the sake of maintaining the current tax rate.

Tax Rate Vs. City Services



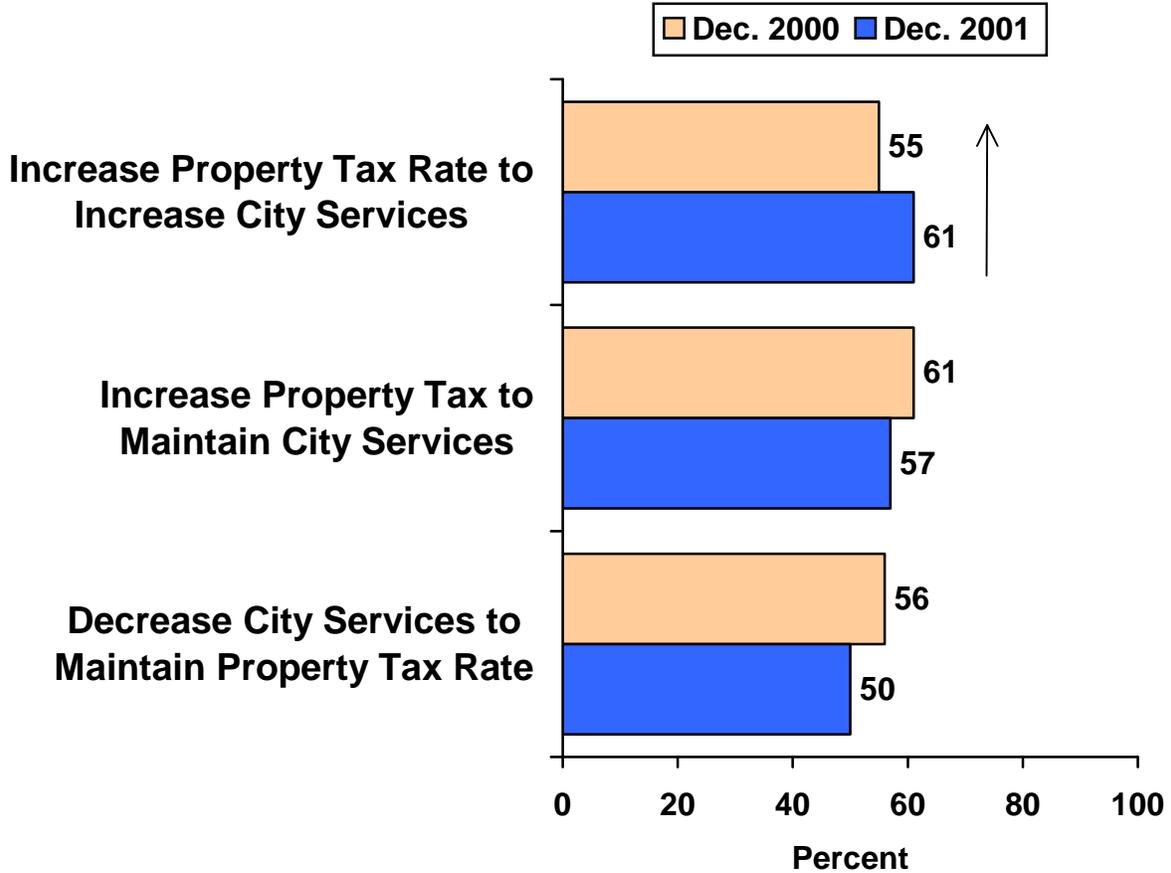
Questions: "If the situation required it, how willing would you be to see a decrease in City services in order to keep the property tax rate at the current level?"

"If the situation required it, how willing would you be to see an increase in the property tax rate in order to maintain City services at their current level?"

"How willing would you be to see an increase in the property tax rate in order to increase key City services?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=477)

Tax Rate Vs. City Services – Trend (Top Two Box—Very/Somewhat Willing)



Questions: “If the situation required it, how willing would you be to see a decrease in City services in order to keep the property tax rate at the current level?”

“If the situation required it, how willing would you be to see an increase in the property tax rate in order to maintain City services at their current level?”

“How willing would you be to see an increase in the property tax rate in order to increase key City services?”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: 2000 n=331; 2001 n=477)

Statistical Note: An “up” arrow (↑) indicates a significant increase and a “down” arrow (↓) indicates a significant decrease from the previous year (i.e., difference significant at or above the 95% confidence level).

APPENDIX

- Respondent Profile
- More Discussion Of Methods
- Questionnaire

Respondent Profile

	<u>December 2000</u>	<u>December 2001</u>
(Base: Total Respondents)	(500)	(502)
Years In Arlington		
Less than one year	7%	7%
1-3 years	17	18
4-6 years	13	14
7-10 years	12	10
More than 10 years	51	51
Primary Residence		
Own	67	67
Rent	32	33
Vote In City Elections		
Always	27	26
Often	34	33
Seldom	17	21
Never	21	20
Internet Access		
Yes	85	84
No	15	16
Zip Code (By Quota)		
76001	6	6
76002	2	2
76006	7	7
76010	13	13
76011	7	8
76012	9	9
76013	10	9
76014	10	10
76015	6	5
76016	11	10
76017	14	14
76018	7	6

(Continued)

Respondent Profile (Continued)

	<u>December 2000</u>	<u>December 2001</u>
(Base: Total Respondents)	(500)	(502)
Age (By Quota)		
18-24	9%	9%
25-34	23	23
35-44	27	28
45-54	20	20
55-64	11	11
65 or older	10	10
Gender (By Quota)		
Male	50	50
Female	50	50

Data Collection

Telephone Interviewing

Each primary number in the sample received an original call and up to two callbacks at different times on different days. If, including weekends, an interview could not be completed after two callbacks, substitution was permitted.

Data Tabulation

The final statistical tables were created via UNCLE®. This comprehensive data management and cross-tabulation system has one overriding objective in mind: the production of consistently accurate statistical tables. For example, most formatting is automatic within UNCLE® to eliminate format-related errors. The software contains hundreds of embedded error-trapping algorithms to eliminate syntactical errors. The system produces a Summary Report, to condense all of the programmer's instructions into a simple, easy-to-read format, which makes any programming errors easy to find during quality-control checking. Another quality-control procedure involves a thorough crosscheck of percentages in the statistical tables against the same percentages in an UNCLE® Marginal report. (Within UNCLE®, the Marginal program and the program module which compiles the statistical tables are based upon different algorithms so that each can serve as an independent accuracy check upon the other.) Additionally, tabulation programmers follow a multi-step, quality-control checklist to ensure production of accurate statistical tables.

All questionnaires and source documents will be stored by Decision Analyst for six months before being destroyed. The data itself will be stored on magnetic tape for three years. During this time period, additional cross-tabulations or statistical analyses can be purchased at Decision Analyst's standard hourly rates.

Statistical Tables

The statistical tables are labeled across the top (i.e., the banner) with the respective cross-tabulation descriptors (bannerpoints such as male, female, Western Washington, Balance of West). Below these Bannerpoint descriptors are the bases (the number of respondents) used to calculate the columns of percentages. Columns of percentages which add to more than 100% are the result of computer-rounding errors or multiple responses. Small differences from 100% are usually computer-rounding errors, while large differences typically are the result of multiple responses.

Statistical Variation. All percentages shown in the statistical tables are subject to statistical variation, or statistical error. The smaller the sample of respondents (i.e., the smaller the "base"), the larger is the statistical variation in the corresponding percentages, usually. The table below presents approximate statistical error for percentages based upon different sample sizes.

Statistical Error Ranges*						
At Various Percentage Levels						
Size of Sample	40%		30%		20%	
	or 50%	or 60%	or 70%	or 80%	or 90%	10%
50	±14.0	±13.7	±12.8	±11.2	±8.3	
75	±11.4	±11.1	±10.4	±9.1	±6.8	
100	±9.8	±9.6	±9.0	±7.9	±5.9	
150	±8.0	±7.8	±7.3	±6.4	±4.8	
200	±6.9	±6.8	±6.3	±5.5	±4.2	
250	±6.2	±6.1	±5.7	±4.9	±3.7	
300	±5.6	±5.5	±5.2	±4.5	±3.4	
400	±4.9	±4.8	±4.5	±3.9	±2.9	
500	±4.3	±4.3	±4.0	±3.5	±2.6	
600	±4.0	±3.9	±3.6	±3.2	±2.4	
700	±3.7	±3.6	±3.3	±2.9	±2.2	
800	±3.4	±3.3	±3.1	±2.7	±2.0	
900	±3.2	±3.1	±2.9	±2.6	±1.9	
1000	±3.0	±3.0	±2.8	±2.4	±1.8	

*At 95% level of confidence.

When sample sizes are small (less than 100), extra caution should be exercised in interpreting the corresponding percentages.

QUESTIONNAIRE