



2004 City Services Survey

FINAL Report

**Prepared For:
CITY OF ARLINGTON**

**Study #040755
January 2005**

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BACKGROUND AND OBJECTIVES

The City of Arlington was interested in conducting a survey among city residents to examine perceptions of quality of life in Arlington and neighborhoods, to assess current perceptions of city services, in terms of perceived importance vs. satisfaction, to identify areas where the City is perceived as doing well and areas where improvement may be needed, and to examine perceptions regarding city budget priorities.

The objectives of this survey, and the questions asked, were different from previous waves of an annual citizen survey conducted since December 2000, but key overall measures were retained for comparison. Much of this survey was patterned after a survey conducted by the city of Bellevue, WA.

METHODS

A total of 450 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.

Dates of interviewing were December 9 through December 21, 2004.

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

Overall, Arlington residents report a high level of satisfaction with the city and their neighborhoods in terms of quality of life (79% rate the city as excellent or good, 78% rate their neighborhood as excellent or good). More than three-fourths of residents (77%) feel that the city is generally “on the right track,” and 70% feel they get their money’s worth in terms of city services and facilities for their tax dollars.

Some of the things residents like most about their city are its amenities, services, convenience and location, as well as the people, neighborhoods and sense of community.

Some concerns or areas for improvement that were seen consistently were issues related to streets, traffic and transportation, and issues related to safety and security. These concerns were repeatedly evident in responses about how to improve quality of life, current neighborhood problems, suggested budget priorities, and city services with the largest “gaps” between ratings of importance and current satisfaction levels.

DETAILED FINDINGS

QUALITY OF LIFE IN ARLINGTON AND NEIGHBORHOODS

Overall Perceptions Of Quality Of Life

Quality Of Life In Arlington, Overall. Arlington residents continue to rate the city highly as a place to live overall, in terms of quality of life. About 8 of 10 residents rate Arlington as either “good” or “excellent,” while only three percent rate Arlington as “poor.” The overall rating of quality of life in Arlington is similar to 2003, but has declined significantly from 2000.

Respondents who rate the overall quality of life in Arlington as good or excellent most often mention amenities, services, convenience or location as reasons.

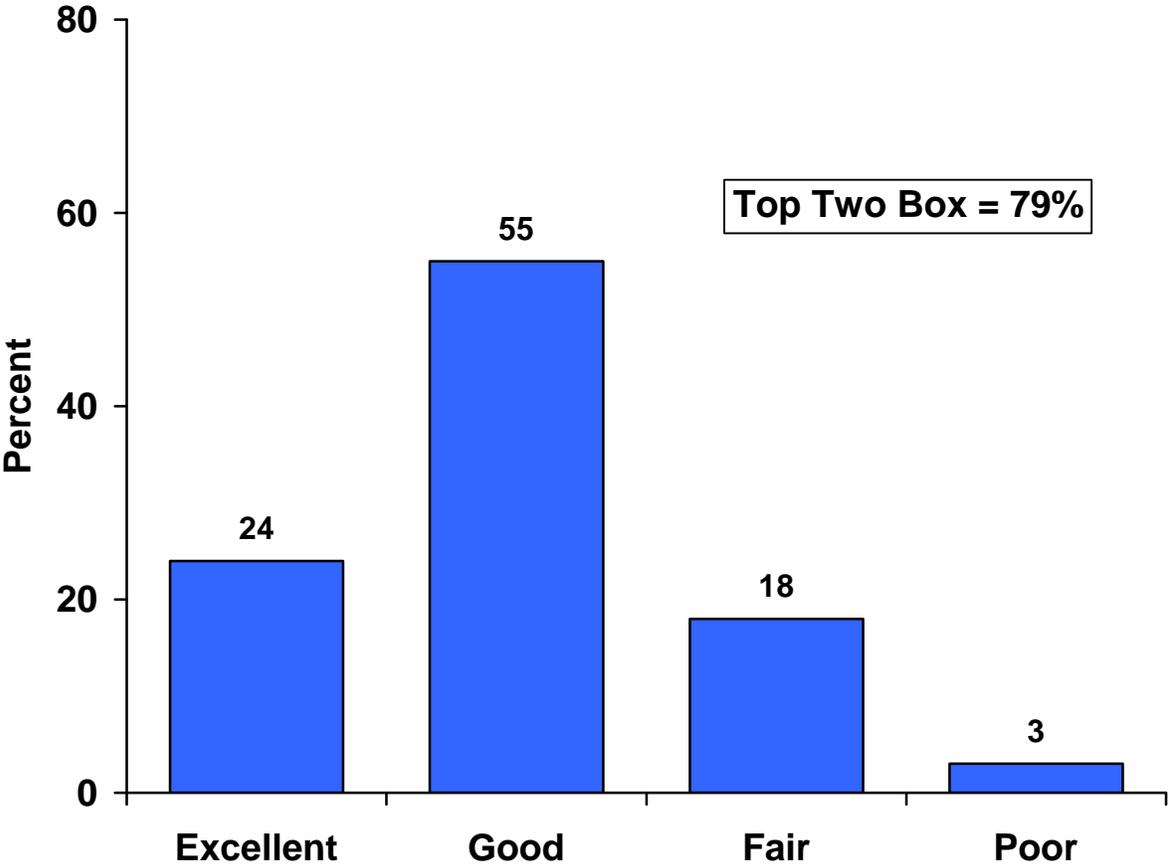
Respondents who rate the quality of life in Arlington somewhere below “excellent” most often mention streets or traffic as reasons, followed by lack of public transportation.

Quality Of Life In Neighborhoods, Overall. Arlington residents also continue to rate their neighborhoods positively in terms of quality of life (78% “excellent” or “good”). As with overall ratings for the city, the overall rating of quality of life in the neighborhoods is similar to last year, but has declined significantly from 2000.

Of respondents who rate the overall quality of life in their neighborhoods as good or excellent, “good neighbors, neighborhoods, or sense of community” is the most frequently mentioned reason.

Arlington residents who rate the quality of life in their neighborhood somewhere below excellent most frequently mention streets or traffic issues as reasons.

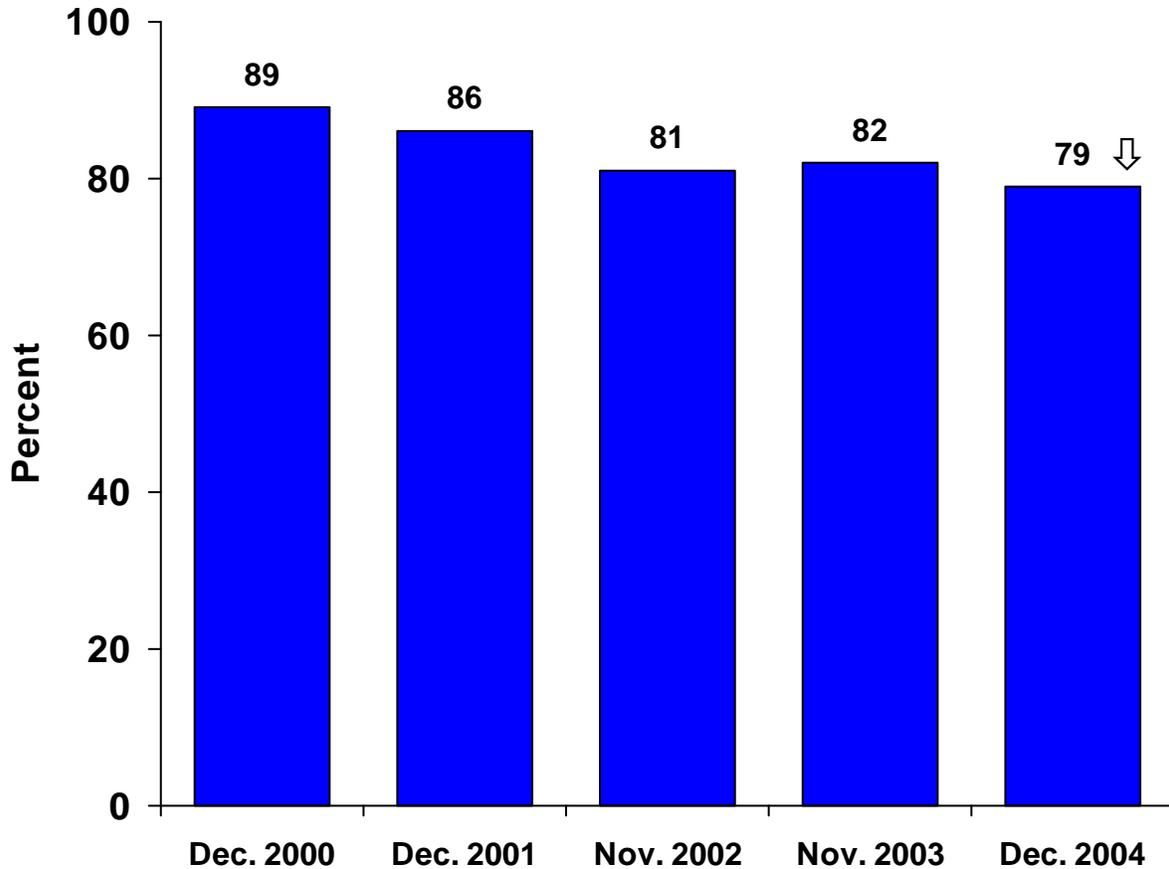
Rating Of Quality Of Life In Arlington



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=448)

Rating Of Quality Of Life In Arlington – 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; 2002 n=498; 2003 n=504; 2004 n=448)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2003. A block "up" arrow (⇧) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Reasons For Good/Excellent Quality Of Life In Arlington (Open-End — Most Frequent Responses)

	Arlington Overall
(Base: Respondents Who Rated “Good” Or “Excellent”)	(355)
Amenities/Convenience/Location (Net)	57%
<i>Availability Of Amenities And Services (Subnet)</i>	48
Quality schools	18
General availability of amenities and services/facilities	11
Shopping/malls/close to/access to shopping	9
Has good entertainment/lots to do	8
Parks/recreation/open space/the environment	8
It has everything I need	4
<i>Convenience/Location (Subnet)</i>	22
Location/convenience	5
Good transportation/streets	5
Neighbors/Neighborhoods/ Community (Net)	21
<i>Good Neighbors/Neighborhoods/ Community (Subnet)</i>	12
Nice people/neighbors/community	4
<i>Neighborhood/Community Aesthetics (Subnet)</i>	10
It’s clean	6
Positive Experience (Net)	16
I’ve lived here a long time/all my life	6
It’s a good city/place to live	5

(Continued)

Reasons For Good/Excellent Quality Of Life In Arlington (Cont.)

(Open-End — Most Frequent Responses)

	Arlington Overall
(Base: Respondents Who Rated "Good" Or "Excellent")	(355)
Safety (Net)	16%
Safe/quick response (police/fire services)	10
Public safety/low crime rates	6
Economic Factors (Net)	12
Affordable/low cost of living	5
Other (positive comments)	12
Nothing/Don't know	2

Question: "Why do you rate Arlington as (Excellent/Good/Fair/Poor) in terms of quality of life?"
 "Why do you rate your neighborhood as (Excellent/Good/Fair/Poor) place to live in terms of quality of life?"

What Would Improve Quality Of Life In Arlington (Open-End — Most Frequent Responses)

	Arlington Overall
(Base: Respondents Who Rated Below “Excellent”)	(339)
<i>Street/Roads/Traffic (Net)</i>	33%
<i>Improve Roads/Streets (Subnet)</i>	24
Improve roads	14
Better maintain/repair roads	6
<i>Traffic Issues (Subnet)</i>	11
Reduce traffic	7
Better traffic control	4
<i>Public Transportation (Net)</i>	25
Improve bus/transit service/public transportation	22
<i>Economy/Development Issues (Net)</i>	17
More/better jobs	5
Cancel the new stadium	4
<i>Neighborhoods/Community (Net)</i>	11
Neighborhood/community appearance/aesthetics	6
Good neighborhoods/sense of community	6
<i>Safety/Police (Net)</i>	10
More police/less crime (enhance safety)	9
Improve schools/more school support	9
<i>More Services/Access/Responsiveness (Net)</i>	8
More responsive government/better government communication	4

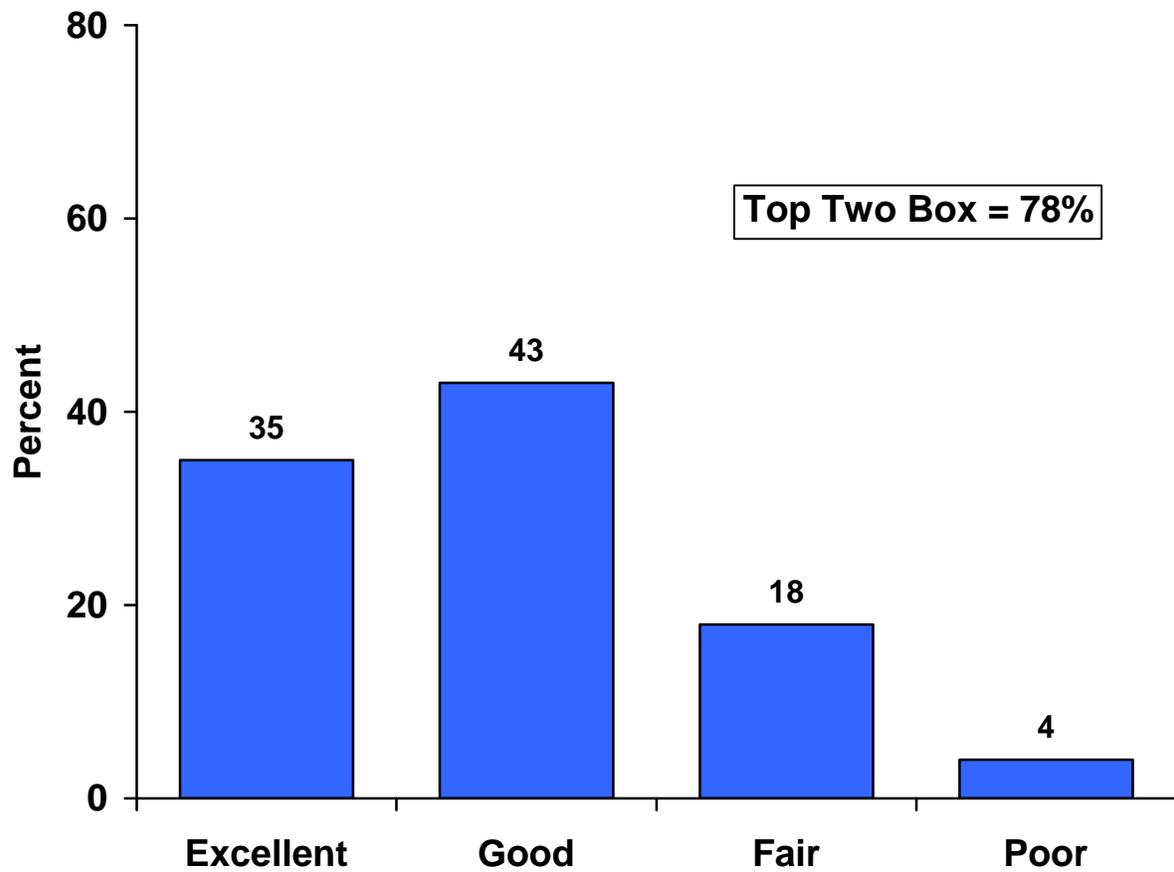
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What Would Improve Quality Of Life In Arlington (Cont.) (Open-End — Most Frequent Responses)

	Arlington Overall (339)
(Base: Respondents Who Rated Below “Excellent”)	
Misc. services/amenities	7%
Taxes/Cost Of Living (Net)	5
Reduce/stop raising taxes	4
Other	6
Nothing	5
Don't know	7

Question: “What can you think of that would improve the quality of life in Arlington?”
“What can you think of that would improve the quality of life in your neighborhood?”

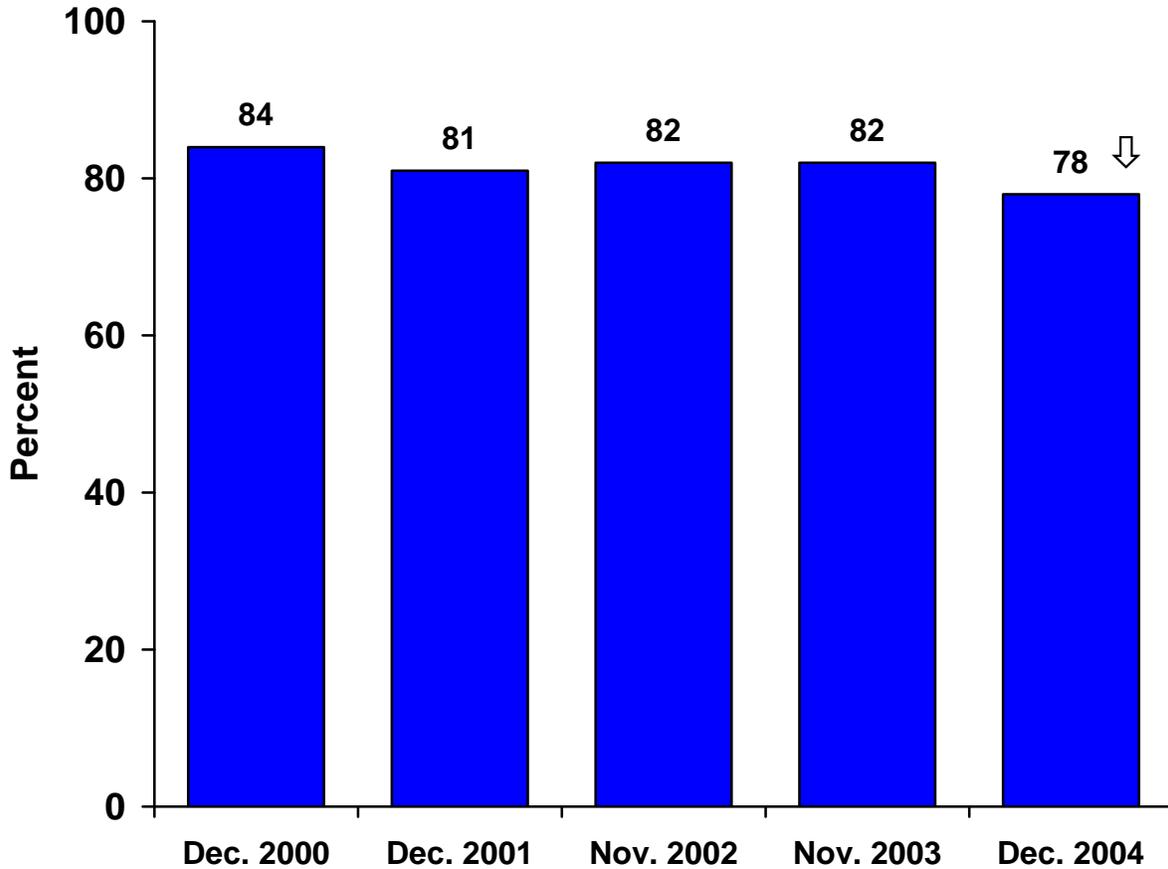
Rating Of Quality Of Life In Neighborhood



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=448)

Rating Of Quality Of Life In Neighborhood – 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; 2002 n=500; 2003 n=504; 2004 n=448)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2003. A block "up" arrow (⇧) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Reasons For Good/Excellent Quality Of Life In Neighborhood (Open-End — Most Frequent Responses)

	<u>Neighborhood</u>
(Base: Respondents Who Rated “Good” Or “Excellent”)	(351)
Neighbors/Neighborhoods/ Community (Net)	67%
<i>Good Neighbors/Neighborhoods/ Community (Subnet)</i>	44
Good/friendly neighbors/we take care of each other	22
Good neighborhood/sense of community	6
Nice people/neighbors/community	5
Family oriented/good place for kids	4
<i>Neighborhood/Community Aesthetics (Subnet)</i>	40
Nice/well-maintained homes/property	17
Quiet/peaceful	15
It’s clean	11
Amenities/Convenience/Location (Net)	38
<i>Convenience/Location (Subnet)</i>	25
Location/convenience	6
Not much traffic	5
Close to schools	5
Good transportation/streets	4
<i>Availability Of Amenities And Services (Subnet)</i>	23
Quality schools	8
Parks/recreation/open space/the environment	7
Shopping/malls/close to/access to shopping	7

(Continued)

Reasons For Good/Exc. Quality Of Life In Neighborhood (Cont.)

(Open-End — Most Frequent Responses)

(Base: Respondents Who Rated "Good" Or "Excellent")	<u>Neighborhood</u> (351)
Safety (Net)	33%
Safe/quick response (police/fire services)	21
Public safety/low crime rates	13
Positive experience	6
Other (positive comments)	7
Nothing/Don't know	1

Question: "Why do you rate Arlington as (Excellent/Good/Fair/Poor) in terms of quality of life?"
 "Why do you rate your neighborhood as (Excellent/Good/Fair/Poor) place to live in terms of quality of life?"

What Would Improve Quality Of Life In Neighborhood (Open-End — Most Frequent Responses)

(Base: Respondents Who Rated Below “Excellent”)	<u>Neighborhood</u> (293)
Street/Roads/Traffic (Net)	31%
<i>Improve Roads/Streets (Subnet)</i>	15
Better maintain/repair roads	8
Improve roads	4
<i>Traffic Issues (Subnet)</i>	9
Enforce speeding/traffic laws/more speed bumps	4
<i>Pedestrian/Bike Improvements (Subnet)</i>	8
Improve/add sidewalks, crosswalks, etc.	7
Neighborhoods/Community (Net)	19
<i>Neighborhood/Community Appearance/Aesthetics (Subnet)</i>	12
Code enforcement	4
Good neighborhoods/sense of community	7
More police/less crime (enhance safety)	18
Misc. services/amenities	9
Improve bus/transit service/public transportation	4
Economy/development issues	4

(Continued)

What Would Improve Quality Of Life (Cont.)

(Open-End — Most Frequent Responses)

	<u>Neighborhood</u>
(Base: Respondents Who Rated Below "Excellent")	(293)
Other	18%
Nothing	13
Don't know	6

Question: "What can you think of that would improve the quality of life in Arlington?"
"What can you think of that would improve the quality of life in your neighborhood?"

**Summary Of Reasons For Good/Excellent Quality Of Life —
Arlington Overall Vs. Neighborhood
(Open-End — Most Frequent Responses)**

	Arlington Overall
(Base: Respondents Who Rated “Good” Or “Excellent”)	(355)
Amenities/Convenience/ Location (Net)	57%
Availability of amenities and services	48
Convenience/location	22
Neighbors/Neighborhoods/ Community (Net)	21
Good neighbors/ neighborhoods/community	12
Neighborhood/community aesthetics	10
Positive Experience	16
Safety	16
Economic Factors	12

	Neighbor- hood
(Base: Respondents Who Rated “Good” Or “Excellent”)	(351)
Neighbors/Neighborhoods/ Community (Net)	67%
Good neighbors/ neighborhoods/community	44
Neighborhood/community aesthetics	40
Amenities/Convenience/ Location (Net)	38
Convenience/location	25
Availability of amenities and services	23
Safety	33
Positive Experience	6

Question: “Why do you rate Arlington as (Excellent/Good/Fair/Poor) in terms of quality of life?”

“Why do you rate your neighborhood as (Excellent/Good/Fair/Poor) place to live in terms of quality of life?”

Summary Of What Would Improve Quality Of Life — Arlington Overall Vs. Neighborhood (Open-End — Most Frequent Responses)

	Arlington Overall
(Base: Respondents Who Rated Below “Excellent”)	(339)
Street/Roads/Traffic (Net)	33%
Improve roads/streets	24
Traffic issues	11
Public transportation	25
Economy/development issues	17
Neighborhoods/community	11
Safety/police	10
Improve schools/more school support	9

	Neighbor- hood
(Base: Respondents Who Rated Below “Excellent”)	(293)
Street/Roads/Traffic (Net)	31%
Improve roads/streets	15
Traffic issues	9
Pedestrian/bike improvements	8
Neighborhoods/Community (Net)	19
Neighborhood/community appearance/aesthetics	12
Good neighborhoods/sense of community	7
More police/less crime (enhance safety)	18
Misc. services/amenities	9
Improve bus/transit services/public transportation	4
Economy/development issues	4

Question: “What can you think of that would improve the quality of life in Arlington?”
 “What can you think of that would improve the quality of life in your neighborhood?”

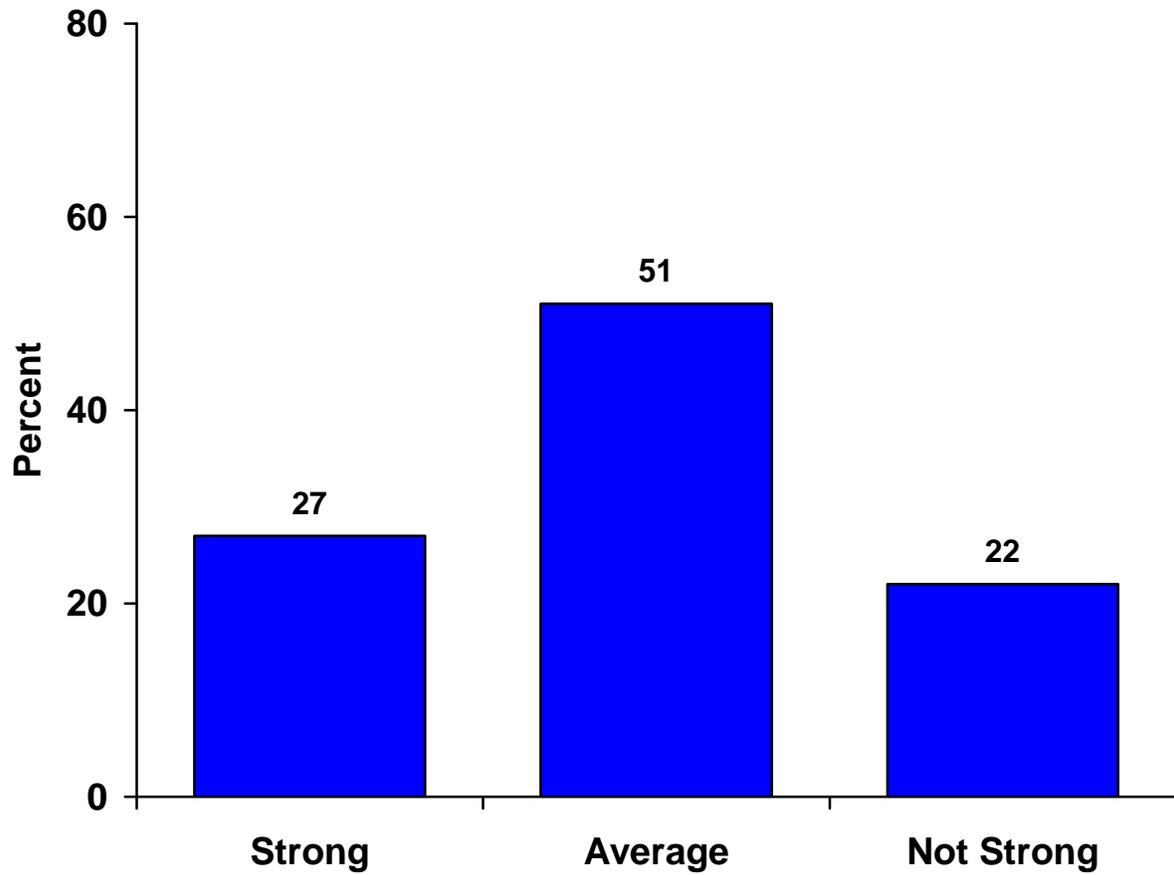
MORE PERCEPTIONS OF NEIGHBORHOODS

Sense Of Community And Problems In Neighborhoods

About half of Arlington residents rate their neighborhoods as “average” in terms of sense of community, while about one in four rates their neighborhood’s sense of community as “strong.”

Neighborhood problems mentioned most often were safety or security related: cars speeding on neighborhood streets (mentioned as a problem by almost half of city residents), cars running red lights, and car burglaries.

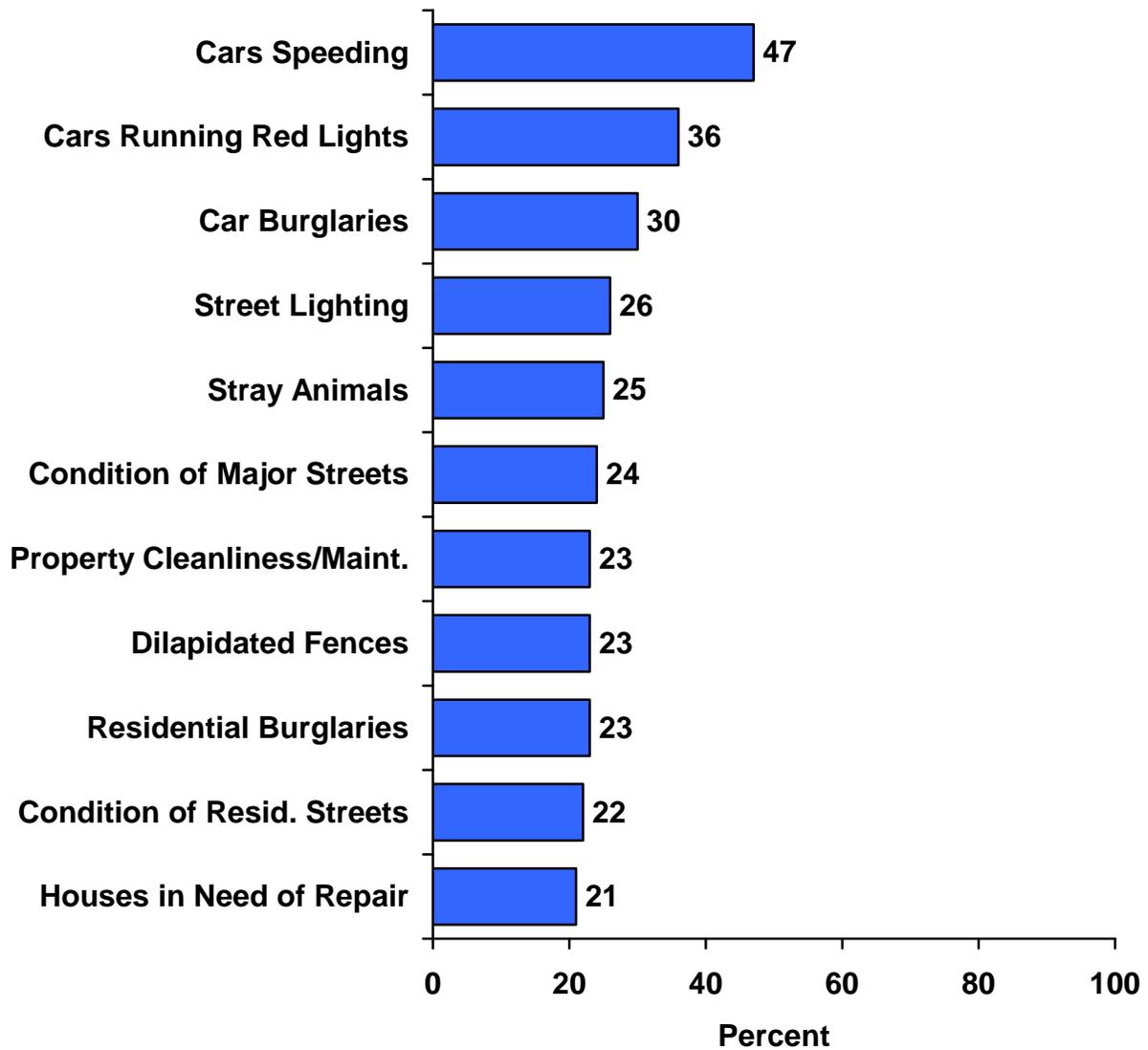
Sense Of Community In The Neighborhood



Question: "Some people might describe their neighborhood as having a **strong "sense of community,"** while other people might not. Would you describe the "sense of community" in your neighborhood as...?"

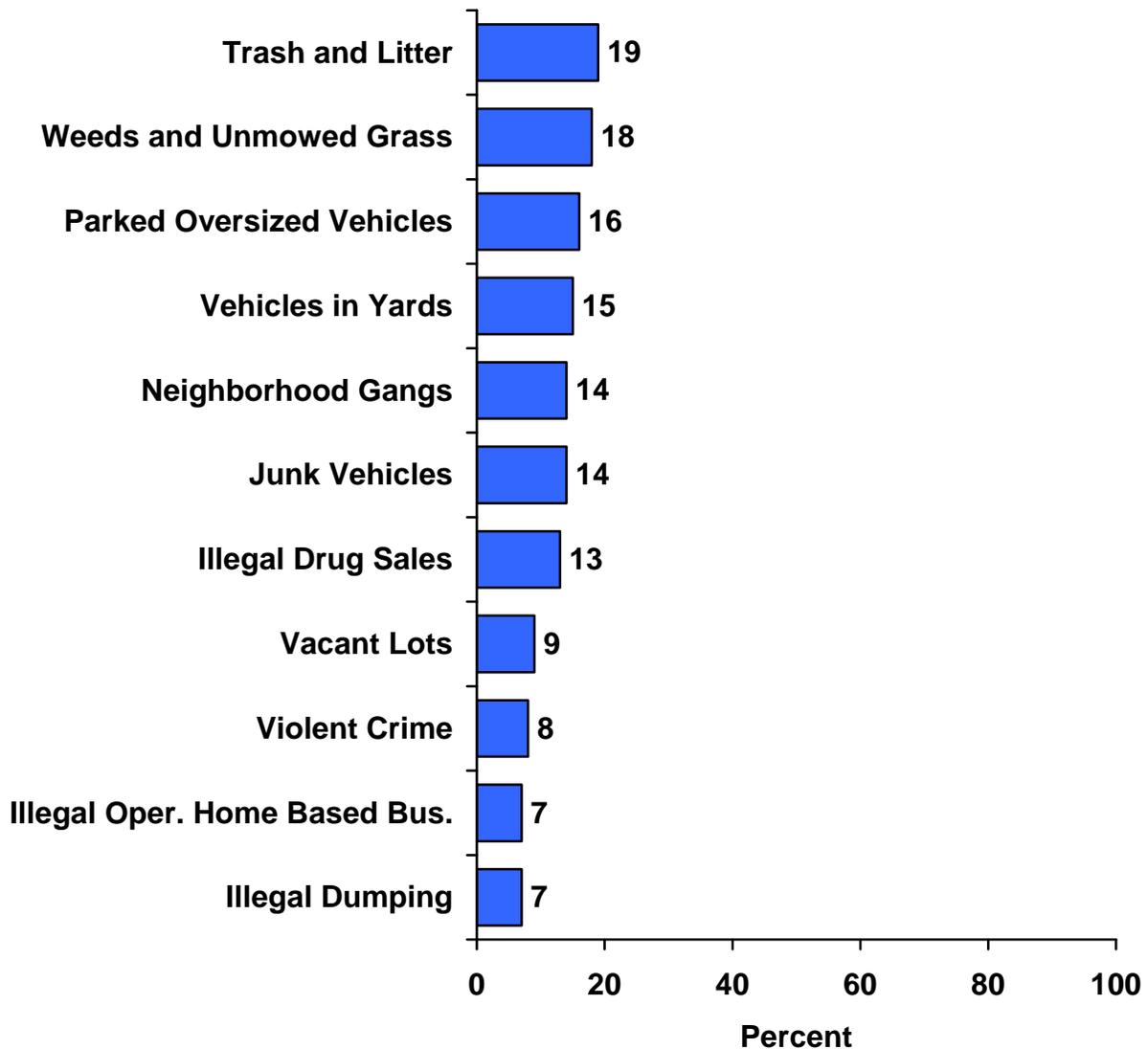
Base: Total respondents, excluding "don't knows." (n=448)

Perceptions Of Neighborhood Problems (Yes—Is A Problem)



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Perceptions Of Neighborhood Problems (Cont.) (Yes—Is A Problem)



Question: "I'm going to read you a list of possible problems that neighborhoods might or might not have. Thinking about the neighborhood you live in, please tell me whether you feel that these are problems in your neighborhood, or not. As I read each item, just say "yes" if you feel it *is* a problem in your neighborhood, and "no" if you feel it is *not*."

Base: Total respondents. (n=450)

MORE PERCEPTIONS OF ARLINGTON OVERALL

Perceptions Of City Direction And Services

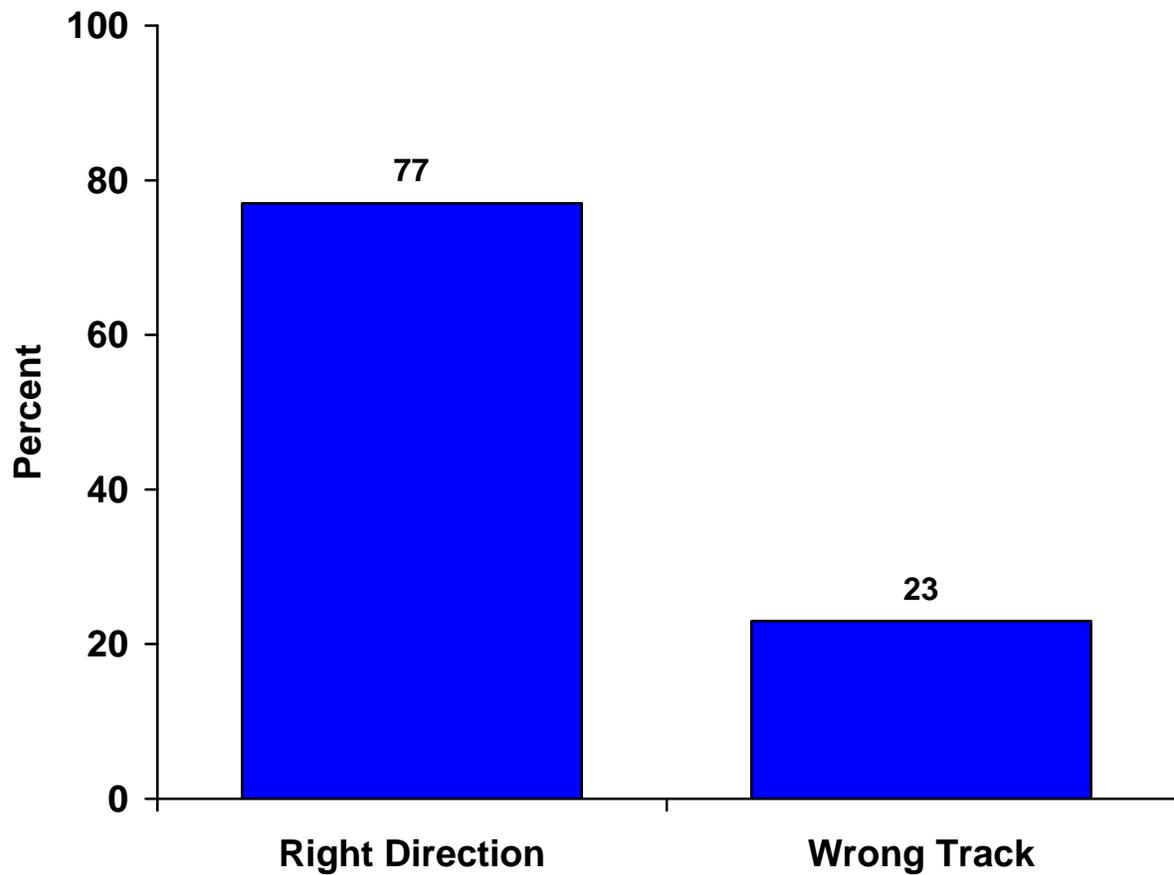
City's Direction. Over three-fourths of Arlington residents (77%) say that they feel the city is generally on the right track.

Getting Money's Worth. Most residents (70%) also feel that they get their money's worth in terms of city services and facilities for their tax dollars.

Residents who feel that they are getting their money's worth most often cite as reasons the general amount and quality of services the city provides, the quality of life in the city, and safety. Those who do not feel they are getting their money's worth most often cite safety concerns, economic concerns, and street or traffic concerns as reasons.

View On Tax Rate Vs. City Services. Most Arlington residents (73%) say they would prefer that the city keep taxes and services about at current levels. Only about 10% would prefer to decrease services and decrease taxes, and about the same number (13%) would prefer that the city increase taxes in order to increase services.

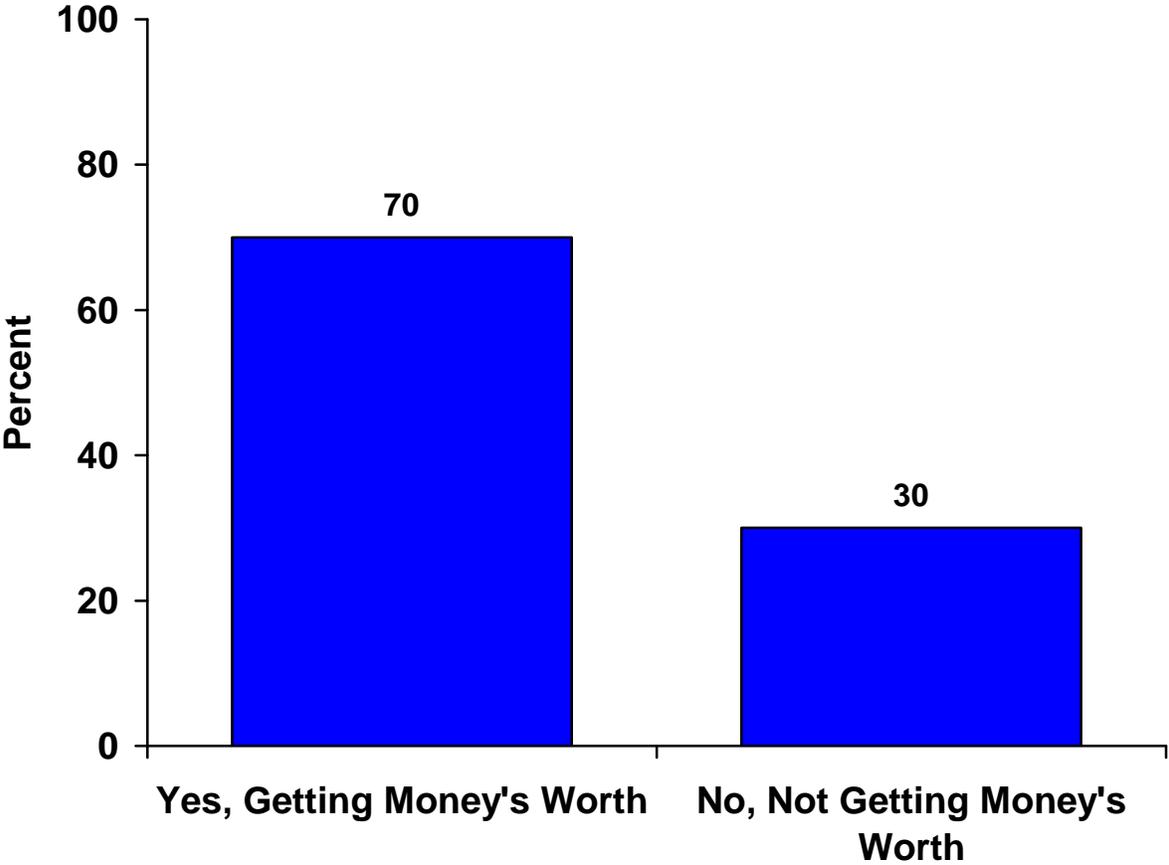
Overall Rating Of The City Of Arlington In Terms Of Direction



Question: "Overall, do you feel that the City of Arlington is generally headed in the *right direction*, or is it on the *wrong track*?"

Base: Total respondents, excluding "don't knows." (n=443)

Overall Rating Of City Services On Getting Money's Worth For Tax Dollars



Question: "The City of Arlington provides its citizens with a variety of services such as Police, Fire, Parks, Water and other types of services and facilities. Thinking about the services and facilities that the City provides, do you feel that you are getting your money's worth for your tax dollars, or not?"

Base: Total respondents, excluding "don't knows." (n=441)

Reasons Say “Yes, Getting Money’s Worth” (Open-End — Most Frequent Responses)

	<u>Total Respondents</u>
(Base: Respondents Answering “Yes, Getting Money’s Worth”)	(310)
General Amount/Quality Of Services (Net)	34%
Good services available/the city provides a lot of services	15
Quick response/they are there when you need them	14
Services I receive are worth the taxes I pay	4
Good Experience/Quality Of Life (Net)	26
I have not had any problems	21
It is a good place to live/a growing/up-and-coming city	4
Safety (Net)	19
Good police department/good police presence/patrols	13
Good fire department	6
I feel safe/protected	6
Misc. Services/Amenities (Net)	17
Good water system/service	6
Well-maintained parks/recreational areas	6
Regular trash pickup	4
Streets (Net)	13
Streets are clean/well maintained	12
Good school system	6
Taxes are low	4
The city is well maintained/taken care of	4
Other (positive comments)	8
Nothing/Don’t know	6

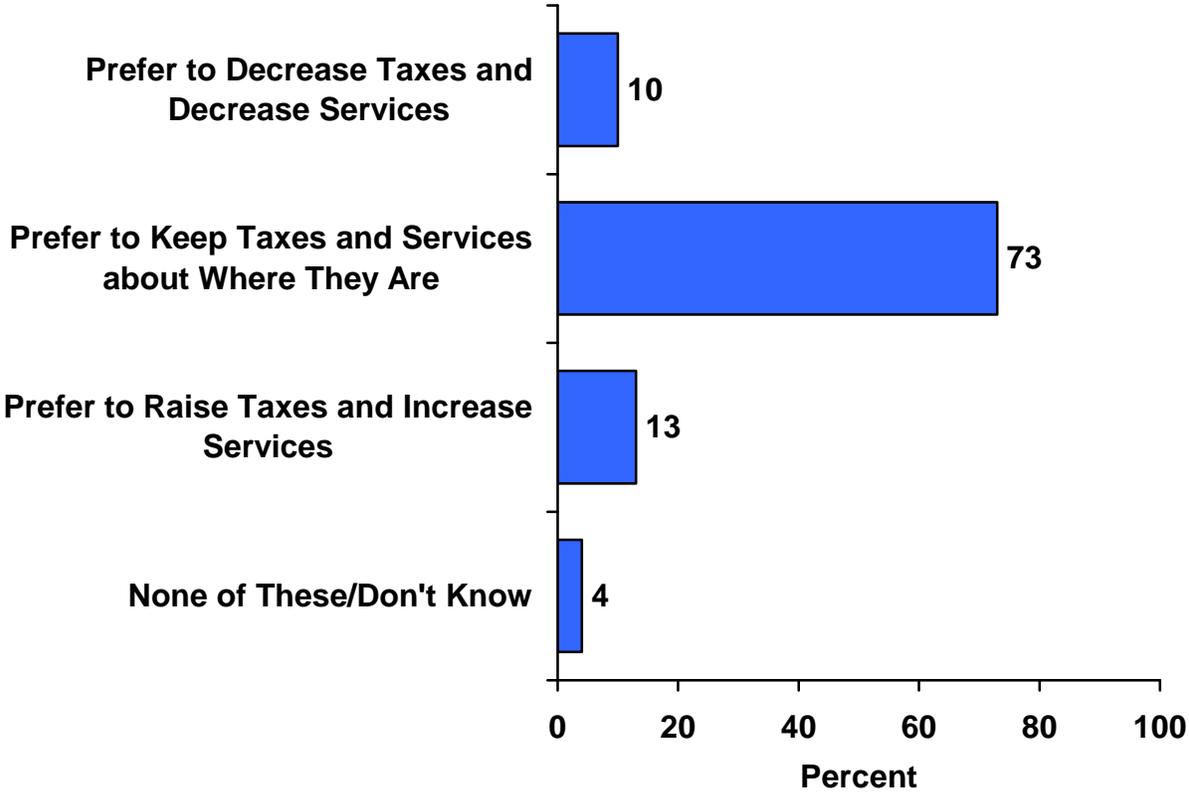
Question: “Why do you feel that you (**are/are not**) getting your money’s worth for your tax dollars?”

Reasons Say “No, Not Getting Money’s Worth” (Open-End — Most Frequent Responses)

	<u>Total Respondents</u>
(Base: Respondents Answering “No, Not Getting Money’s Worth”)	(131)
Safety (Net)	26%
Need more police/increase police presence	12
Police do not respond/take too long to respond	6
Too much crime/crime is going up in area	5
Economic Issues (Net)	26
Taxes are too high	12
Taxes keep going up, but not seeing any improvement in services	12
Sports team/stadium comments	5
Streets/Traffic (Net)	25
Streets are not maintained/repared	21
Traffic problems/need to address the traffic problems	5
Management/Quality Of Services (Net)	18
City services need improving/they could provide better services	7
City could do a better job handling the money/would like to know where the money goes	7
Misc. Services/Amenities (Net)	12
Need more/better/cleaner parks/recreational areas	4
No public transportation/need better public transportation	7
Need a better public education system	5
Other (negative comments)	19
Don’t know	1

Question: “Why do you feel that you (*are/are not*) getting your money’s worth for your tax dollars?”

View On Tax Rate Vs. City Services



Questions: "The City of Arlington is funded primarily by receiving a portion of property, sales and other taxes collected in the City. Considering on one hand all of the services the City provides, and on the other hand, all of the taxes you pay, which of the following statements comes closest to your view?"

Base: Total respondents. (n=450)

City Services Ratings Of Importance Vs. Satisfaction

Importance Of City Services. City services that received the highest ratings for importance were mostly related to safety or security:

- Respond to fires
- Provide safe drinking water
- Provide emergency medical services
- Respond to citizens' calls
- Investigate and solve crimes
- Respond to hazardous accidents
- Maintain streetlights and traffic signals
- Prevent fires

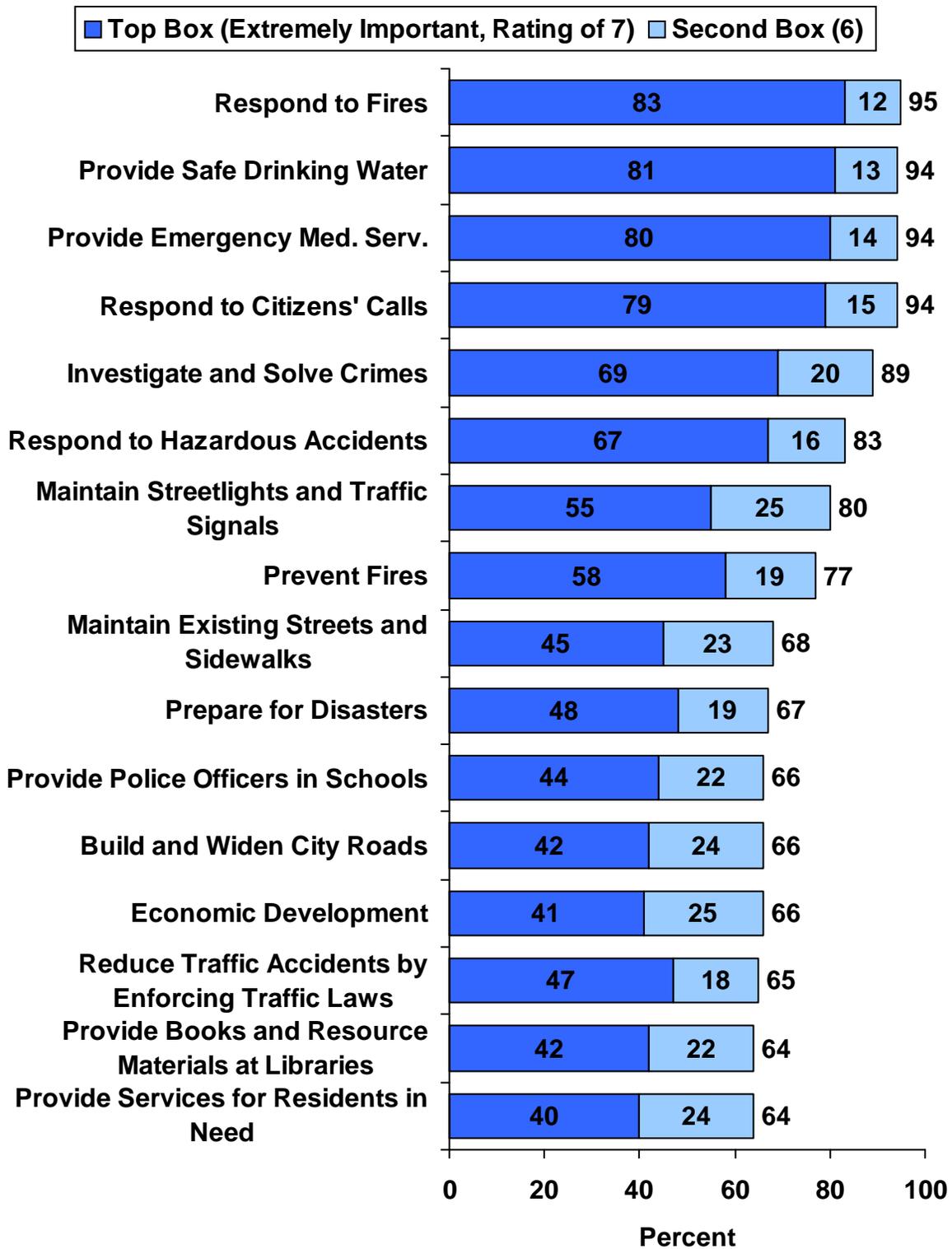
Satisfaction With City Services. Many of these same services were among those rated highest for satisfaction:

- Respond to fires
- Provide emergency medical services
- Provide safe drinking water
- Prevent fires
- Respond to hazardous accidents
- Respond to citizens' calls
- Maintain streetlights and traffic signals
- Ensure clean and well-maintained parks

“Gaps” Between Importance And Satisfaction. The size of “gaps” between mean importance and satisfaction ratings was calculated as a way to help identify important areas that might need improvement, or additional effort or resources by the city. Services with relatively **large** gaps (where the mean rating of importance is **at least 1.0 rating points** higher than the mean rating of satisfaction) include:

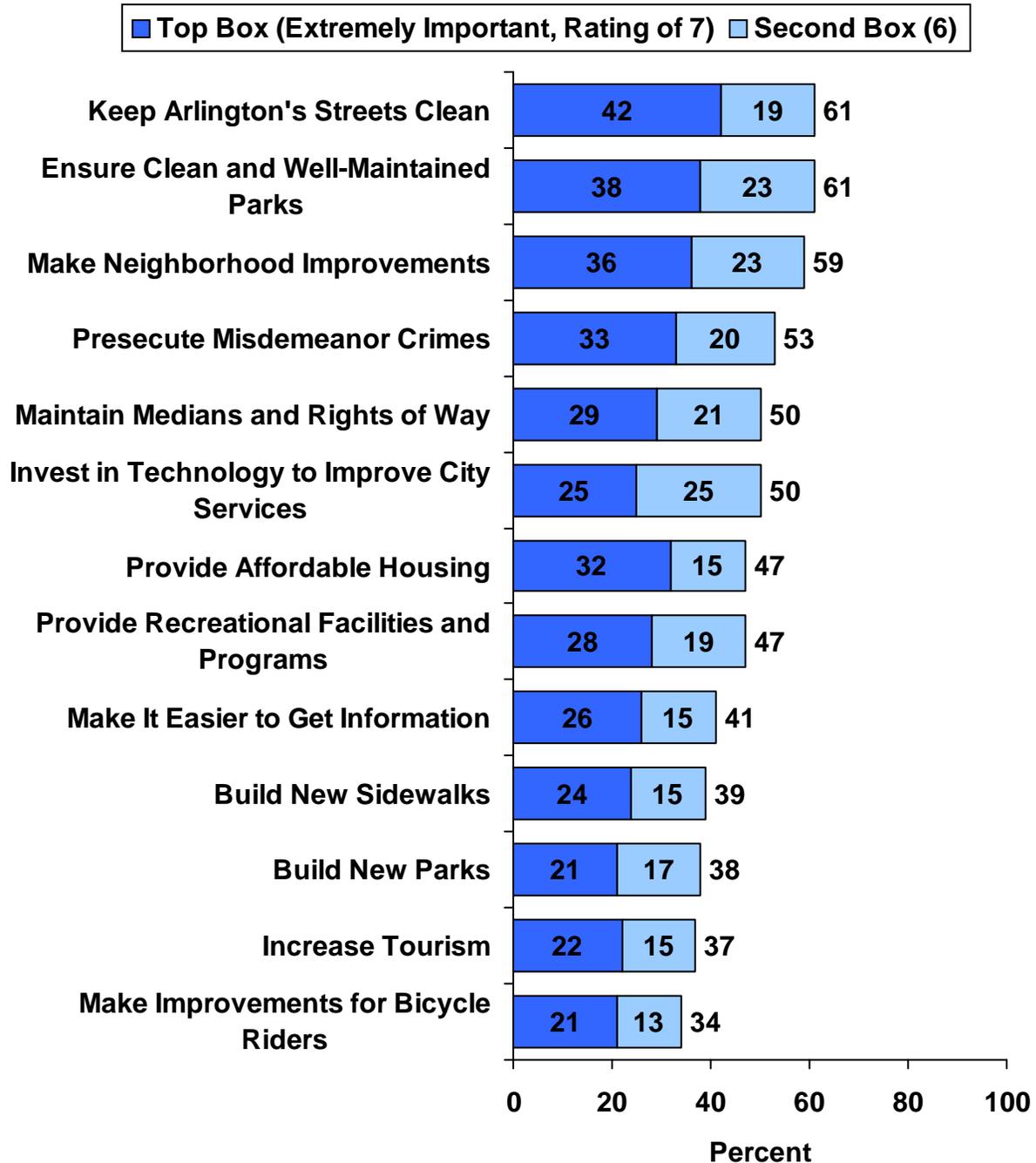
- Maintaining existing streets and sidewalks
- Investigating and solving crimes
- Building and widening city roads
- Making neighborhood improvements
- Responding to citizens' calls for police assistance.

Importance Of City Services (Top Two Box Ratings)



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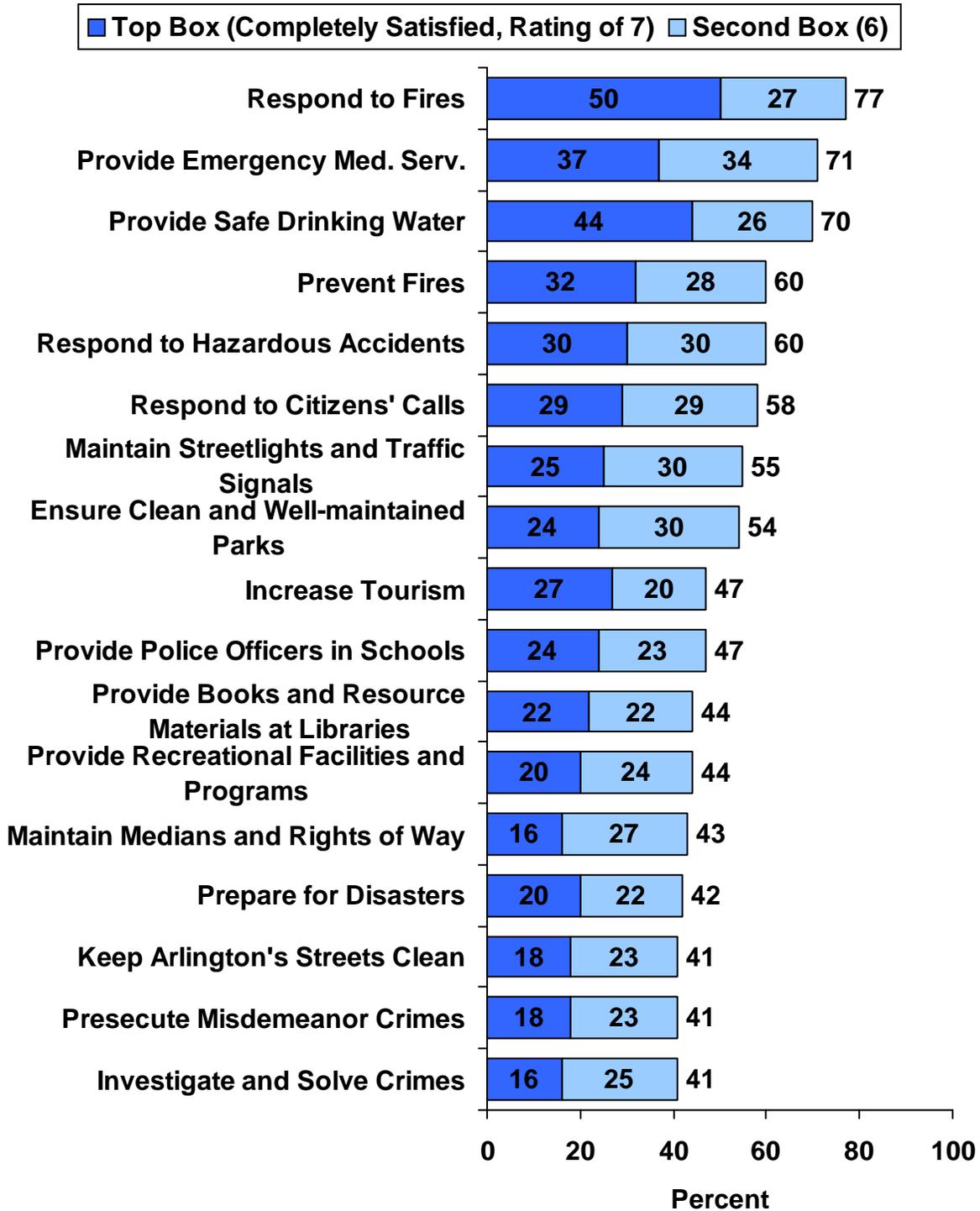
Importance Of City Services (Cont.) (Top Two Box Ratings)



Question: "I'm going to read you a list of Arlington city services, and I would like you to tell me how *important* each of these services is to you, personally. Please use a scale of 1 to 7, where "1" means *not at all important*, and "7" means *extremely important*. And, remember, you can choose any number from 1 to 7."

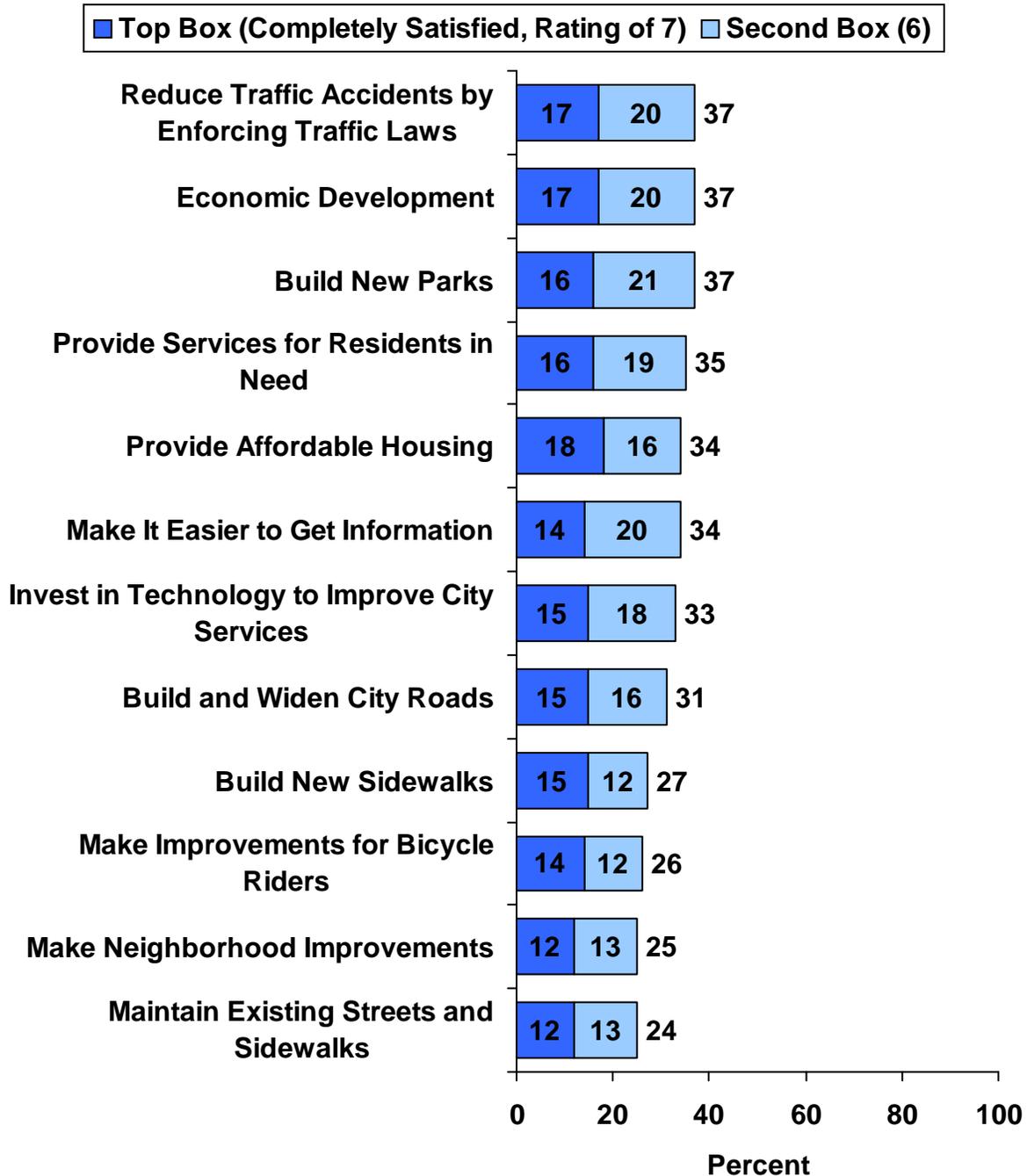
Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: n=448)

Satisfaction Rating Of City Services (Top Two Box Ratings)



(Continued)

Satisfaction Rating Of City Services (Cont.) (Top Two Box Ratings)



Question: “Now, I would like you to tell me how *satisfied* you are with each of these Arlington city services. Again, we’ll use a scale of 1 to 7, this time where “1” means *not at all satisfied*, and “7” means *completely satisfied*. And, remember, you can choose any number from 1 to 7.”

Base: Total respondents, excluding “don’t knows.” (Base Varies; Average Base Size: n=422)

Gaps Between Importance And Satisfaction

(Base: Varies)	<u>Importance Mean Rating</u>	<u>Satisfaction Mean Rating</u>	<u>Gap Score (I-S)</u>
Maintain Existing Streets and Sidewalks	5.97	4.40	1.57
Investigate and Solve Crimes	6.51	5.06	1.45
Build and Widen City Roads	5.81	4.63	1.18
Make Neighborhood Improvements	5.63	4.48	1.15
Respond to Citizens' Calls	6.68	5.56	1.12
Economic Development	5.80	4.81	0.99
Reduce Traffic Accidents by Enforcing Traffic Laws	5.74	4.82	0.92
Provide Services for Residents in Need	5.76	4.90	0.86
Provide Safe Drinking Water	6.70	5.89	0.81
Keep Arlington's Streets Clean	5.78	5.00	0.78
Maintain Streetlights and Traffic Signals	6.27	5.51	0.76
Provide Emergency Med. Serv.	6.67	5.93	0.74
Prepare for Disasters	5.89	5.17	0.72
Respond to Hazardous Accidents	6.39	5.72	0.67
Respond to Fires	6.74	6.16	0.58
Provide Books and Resource Materials at Libraries	5.78	5.21	0.57
Build New Sidewalks	5.05	4.49	0.56
Invest in Technology to Improve City Services	5.44	4.89	0.55
Prosecute Misdemeanor Crimes	5.48	4.97	0.51
Prevent Fires	6.18	5.70	0.48

(Continued)

Gaps Between Importance And Satisfaction (Cont.)

(Base: Varies)	<u>Importance Mean Rating</u>	<u>Satisfaction Mean Rating</u>	<u>Gap Score (I-S)</u>
Provide Police Officers in Schools	5.73	5.30	0.43
Maintain Medians and Rights of Way	5.47	5.05	0.42
Ensure Clean and Well-Maintained Parks	5.80	5.41	0.39
Make It Easier to Get Information	5.08	4.87	0.21
Make Improvements for Bicycle Riders	4.58	4.40	0.18
Provide Affordable Housing	4.98	4.84	0.14
Provide Recreational Facilities and Programs	5.33	5.22	0.11
Build New Parks	4.94	4.94	0.00
Increase Tourism	4.76	5.11	-0.35

Question: "I'm going to read you a list of Arlington city services, and I would like you to tell me how **important** each of these services is to you, personally. Please use a scale of 1 to 7, where "1" means **not at all important**, and "7" means **extremely important**. And, remember, you can choose any number from 1 to 7."

"Now, I would like you to tell me how **satisfied** you are with each of these Arlington city services. Again, we'll use a scale of 1 to 7, this time where "1" means **not at all satisfied**, and "7" means **completely satisfied**. And, remember, you can choose any number from 1 to 7."

Most Important Budget Priorities

When asked in an open-end question (i.e., on an unaided basis) what they would like to see the city make its biggest budget priority next year, Arlington citizens most often mentioned streets, traffic or transportation issues, followed by law enforcement or safety issues.

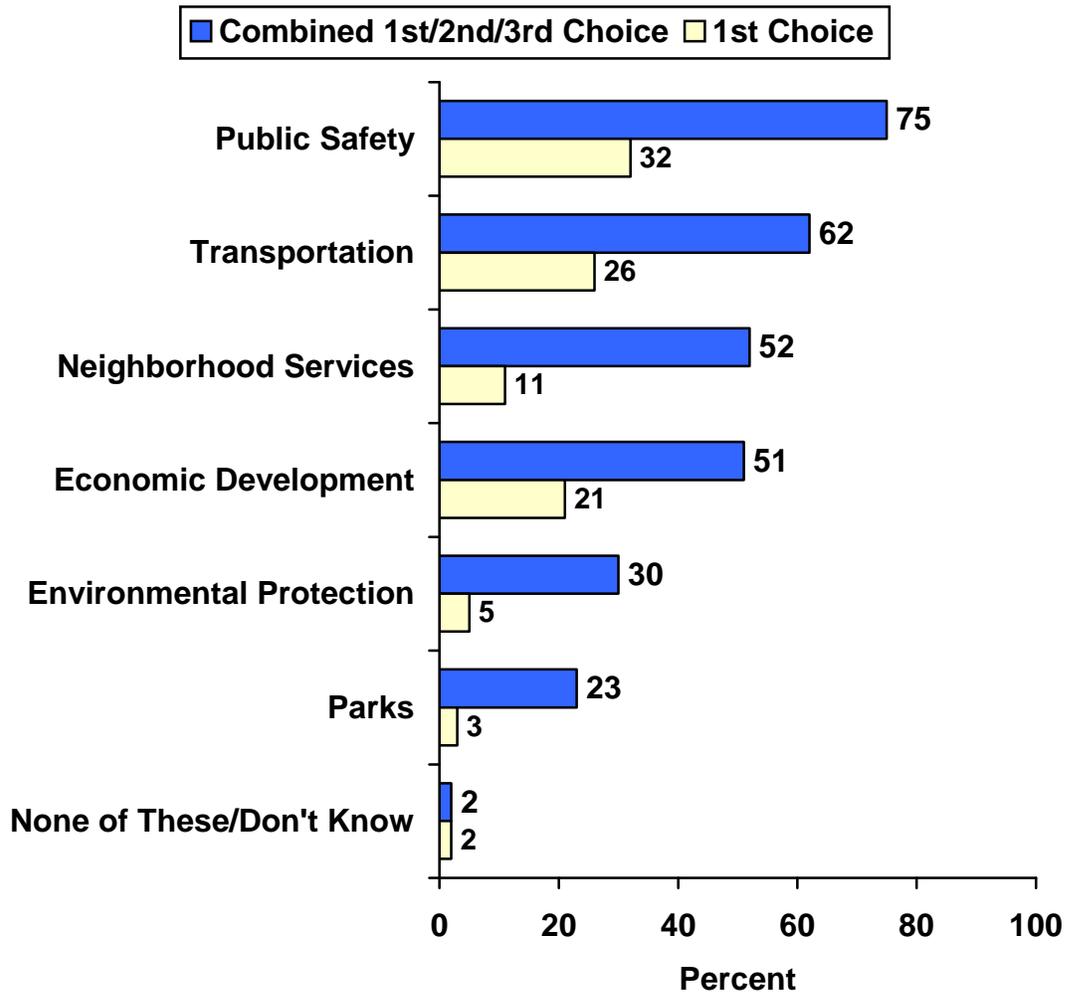
When presented a list of very broad categories and asked which ones they feel are most important as budget priorities for Arlington over the next year or two, residents most often mentioned public safety and transportation.

Suggestions For Biggest Budget Priority (Open-End — Most Frequent Responses)

	<u>Total Respondents</u>
(Base: Total Respondents)	(450)
<i>Streets/Traffic/Transportation (Net)</i>	40%
Repair the roads/streets	25
Provide mass/public transportation	9
More traffic control/reduce traffic	4
<i>Law Enforcement (Net)</i>	22
More law enforcement/patrols/less crime/enhance safety	21
<i>Schools/Education System (Net)</i>	19
Schools/better education/more/better trained teachers	15
<i>Neighborhood/Community Environment (Net)</i>	12
Provide more parks/recreational centers	7
<i>Economic Growth/Development (Net)</i>	10
Bring in new industry/businesses	5
Fire department	6
Social services	4
Other	11
Nothing/Don't know	8

Questions: "The City of Arlington will soon be developing its ***budget*** for next year. What would you like for the City to make its ***biggest budget priority*** when allocating funding to programs and services over the next year or two?"

Most Important Budget Priorities Among Listed Categories



Question: “Which one of these categories do you feel is **most important** as a **budget priority** for Arlington over the next year or two?”

“Which one of these categories do you feel is **next most important** as a **budget priority** for Arlington over the next year or two?”

“Which one of these categories do you feel is **next most important** as a **budget priority** for Arlington over the next year or two?”

Base: Total respondents. (n=450)

Why Public Safety Should Be A Top Budget Priority (Open-End — Most Frequent Responses)

	<u>Total</u>
(Base: Chose As First Or Second Most Important Budget Priority)	(253)
<i>Police/Fire Department/Services (Net)</i>	76%
Need more police/public safety	51
There is more crime in the area	24
<i>Traffic/Transportation/Roads (Net)</i>	17
People running red lights/need to enforce traffic laws	11
Other	10
Nothing/Don't know	4

Question: "What are your concerns about (*INSERT Q18 ANSWER*) that lead you to choose it as the **most important budget priority** for Arlington?"

"What are your concerns about (*INSERT Q19 ANSWER*) that lead you to choose it as the **second most important budget priority** for Arlington?"

Why Transportation Should Be A Top Budget Priority (Open-End — Most Frequent Responses)

	Total
(Base: Chose As First Or Second Most Important Budget Priority)	(220)
Traffic/Transportation/Roads (Net)	95%
Need a transit system/public transportation system	65
Need to reduce the traffic congestion/improve the traffic flow	26
Road improvement/street repairs	9
Other	8
Nothing/Don't know	2

Question: "What are your concerns about **(INSERT Q18 ANSWER)** that lead you to choose it as the **most important budget priority** for Arlington?"

"What are your concerns about **(INSERT Q19 ANSWER)** that lead you to choose it as the **second most important budget priority** for Arlington?"

Why Economic Development Should Be A Top Budget Priority (Open-End — Most Frequent Responses)

	<u>Total</u>
(Base: Chose As First Or Second Most Important Budget Priority)	(161)
<i>Economic Growth/Development (Net)</i>	66%
Attract more businesses/more higher-end businesses/encourage economic growth	28
Unemployment is too high/create more jobs	23
More businesses mean more money/lower taxes	7
Stadium comments	6
Improve neighborhood/services	7
Tax/budget comments	6
Other	20
Nothing/Don't know	7

Question: "What are your concerns about (*INSERT Q18 ANSWER*) that lead you to choose it as the **most important budget priority** for Arlington?"

"What are your concerns about (*INSERT Q19 ANSWER*) that lead you to choose it as the **second most important budget priority** for Arlington?"

Why Neighborhood Services Should Be A Top Budget Priority (Open-End — Most Frequent Responses)

	<u>Total</u>
(Base: Chose As First Or Second Most Important Budget Priority)	(146)
<i>Improve Neighborhood/Services (Net)</i>	38%
Clean up neighborhoods/clean up old houses/lawns	18
Better code enforcement	8
Need more neighborhood services	4
<i>Traffic/Transportation/Roads (Net)</i>	19
Road improvement/street repairs	8
Keep the streets/sidewalks clean	6
Better lighting/more street lights	5
<i>Police/Fire Department/Services (Net)</i>	14
Need more police/public safety	8
There is more crime in the area	5
Improve parks/recreation/facilities	5
Other	23
Nothing/Don't know	14

Question: "What are your concerns about (*INSERT Q18 ANSWER*) that lead you to choose it as the **most important budget priority** for Arlington?"

"What are your concerns about (*INSERT Q19 ANSWER*) that lead you to choose it as the **second most important budget priority** for Arlington?"

Why Environmental Protection Should Be A Top Budget Priority (Open-End — Most Frequent Responses)

	<u>Total</u>
(Base: Chose As First Or Second Most Important Budget Priority)	(61)
<i>Improve Air/Water/Waste Environment (Net)</i>	74%
Improve air quality/reduce smog/pollution	30
Concerned about clean water	20
Need to maintain a clean environment/important to our health	15
Stop illegal dumping	8
Concern about chemical/hazardous pollutants in our environment	7
Improve parks/recreation/facilities	7
Other	14
Nothing/Don't know	9

Question: "What are your concerns about (*INSERT Q18 ANSWER*) that lead you to choose it as the **most important budget priority** for Arlington?"

"What are your concerns about (*INSERT Q19 ANSWER*) that lead you to choose it as the **second most important budget priority** for Arlington?"

Why Parks Should Be A Top Budget Priority (Open-End — Most Frequent Responses)

	<u>Total</u>
(Base: Chose As First Or Second Most Important Budget Priority)	(42)
<i>Improve Parks/Recreation/Facilities (Net)</i>	88%
Provide more parks/not enough parks in the city	50
Improve the parks/existing parks are run-down/not clean/maintained	40
<i>Police/Fire Department/Services (Net)</i>	7
Need more police/public safety	5
Other	7
Nothing/Don't know	2

Question: "What are your concerns about (*INSERT Q18 ANSWER*) that lead you to choose it as the **most important budget priority** for Arlington?"

"What are your concerns about (*INSERT Q19 ANSWER*) that lead you to choose it as the **second most important budget priority** for Arlington?"

APPENDIX

- Respondent Profile
- More Discussion Of Methods

Respondent Profile

	December <u>2000</u>	December <u>2001</u>	November <u>2002</u>	November <u>2003</u>	December <u>2004</u>
(Base: Total Respondents)	(500)	(502)	(500)	(505)	(450)
Years In Arlington					
Less than one year	7%	7%	5%	5%	3%
1-3 years	17	18	15	14	11
4-6 years	13	14	14	15	11
7-10 years	12	10	12	10	13
More than 10 years	51	51	53	54	61
Refused/No answer	0	0	1	2	1
Primary Residence					
Own	67	67	70	70	80
Rent	32	33	29	25	18
Refused/No answer	0	1	2	5	2
Vote In City Elections					
Always	27	26	30	22	40
Often	34	33	30	34	34
Seldom	17	21	17	18	12
Never	21	20	20	21	12
Don't know/No answer	1	1	2	5	2
Ethnicity*					
African American or Black	NA	NA	9	10	10
American Indian	NA	NA	1	1	1
Asian or Pacific Islander	NA	NA	2	4	4
Caucasian or White	NA	NA	74	66	70
Hispanic or Latin American	NA	NA	8	8	7
Multi-ethnic	NA	NA	1	2	2
Other ethnic background	NA	NA	2	3	3
Refused/No answer	NA	NA	3	8	3

* Ethnicity asked beginning in 2002.

(Continued)

Respondent Profile (Continued)

	December <u>2000</u>	December <u>2001</u>	November <u>2002</u>	November <u>2003</u>	December <u>2004</u>
(Base: Total Respondents)	(500)	(502)	(500)	(505)	(450)
Zip Code (By Quota)					
76001	6%	6%	6%	6%	6%
76002	2	2	2	2	2
76006	7	7	8	7	7
76010	13	13	12	12	13
76011	7	8	7	7	6
76012	9	9	9	8	9
76013	10	9	10	10	10
76014	10	10	8	9	10
76015	6	5	6	6	6
76016	11	10	10	11	10
76017	14	14	13	14	12
76018	7	6	7	7	7
Age (By Quota)					
18-24	9	9	9	9	8
25-34	23	23	21	22	19
35-44	27	28	29	28	31
45-54	20	20	20	20	20
55-64	11	11	11	11	11
65 or older	10	10	10	10	10
Gender (By Quota)					
Male	50	50	50	50	50
Female	50	50	50	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*					
Size of Sample	At Various Percentage Levels				
	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%
	50	±14.0	±13.7	±12.8	±11.2
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