



2011 (FY 2012) City Services Satisfaction Survey

Final Report

**Prepared For:
CITY OF ARLINGTON**

**Study #110528
February 2012**

TABLE OF CONTENTS

BACKGROUND AND OBJECTIVES.....	3
METHODS	3
USE OF DECISION ANALYST, INC. NAME	4
EXECUTIVE SUMMARY.....	5
DETAILED FINDINGS.....	10
Overall Rating And Perceptions Of Arlington.....	11
Neighborhoods	19
Ratings And Perceptions Of Specific Services And Facilities	29
Perceptions Of City's Initiatives And Communication Efforts.....	63
Fees And Taxes	71
APPENDIX	76
QUESTIONNAIRE.....	81

BACKGROUND AND OBJECTIVES

This is the **tenth** annual survey among City of Arlington residents to measure satisfaction with city services. The benchmark telephone survey was conducted in December 2000, and subsequent telephone survey waves have occurred in November or December each year, except for the 2006 wave which was conducted in January and February of 2007 and was significantly changed from previous waves. In 2011, the data collection method changed from a telephone survey to an **online** survey for the first time.

Reasons for **switching to an Internet method** included: 1) Increased Internet usage among citizens, 2) Better access to citizens via online (compared to poor production via telephone), 3) Convenience and ease of online interviewing for respondents to take time in order to give thoughtful answers on key questions (as opposed to somewhat spontaneous answers given the time limit in telephone survey), and 4) Lower cost and faster timing. A potential negative effect of switching methodologies is that comparability with previous waves may be lost to some extent (for the first year). For this reason, year-to-year comparisons should be interpreted **with caution**.

The purpose of the survey is to assess citizens' current perceptions of city services, to identify areas where the City of Arlington 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 wave of interviewing will also be used in planning and budgeting for 2012.

METHODS

All interviewing was completed over the Internet via Decision Analyst's secure web server. A total of 29,974 invitations (including 24,922 from Library and Parks email distribution lists and 5,052 from mailing lists selected from a total list of occupied residences in the city) were sent to obtain **537 Internet interviews** (including 303 from email lists and 234 from mailing lists) among residents within Arlington city limits. The library sample and occupied residences sample were pulled randomly and proportionately to the zip code distribution of Arlington.

Respondents were screened to identify Arlington citizens and those who qualified were invited to complete the survey. As extra security, participants had to enter their email addresses or personal passwords before they could enter the survey. Interviews were

conducted for 3 weeks from December 21, 2011 through January 12, 2012. As the survey progressed, the data were transferred from the Internet server to Decision Analyst's internal computers, safe behind a protective "firewall."

All respondents were aged 18 or over and live within Arlington city limits, excluding Dalworthington Gardens and Pantego. Upon completion of data collection, to ensure a representation of the city's population, the data were weighted by gender, age, and district distribution.

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.

Caution On Year-To-Year Comparisons

With the change from telephone to Internet methodology for this year's survey, it was recognized that there might be differences in year-to-year comparisons that could not be explained by anything other than that change.

- Some of the factors that might result in differences include: different sample; respondents looking at or reading questions rather than listening; self-administered questions vs. interaction with an interviewer; the type of person willing to participate in an Internet survey vs. someone willing to participate in a phone survey; and many other possible factors, including unknown factors.

Especially for the first year, comparability with previous waves may be lost to some extent. Unexplained differences were in fact seen in a number of year-to-year comparisons. They have generally been presented here for informational purposes, without attempted explanation. For all these reasons, year-to-year comparisons should be interpreted with caution.

EXECUTIVE SUMMARY

Overall Rating And Perceptions Of Arlington

The perception of “quality of life” within Arlington continues to be high among residents, and they generally perceive the City of Arlington positively in various aspects.

- About three-quarters of Arlington residents (74%) rate the city moderately high as a place to live. Compared to last year, overall rating of Arlington offering a “good” or “excellent” quality of life has declined significantly from 82%* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).
- Most-cited reasons for living in Arlington are Arlington’s location (53%), convenience (42%), and affordable housing and property taxes (36%).
- The city is perceived very highly for its cultural diversity and various housing options (for each, 83% “strongly” or “somewhat agree”).
- However, the city is rated relatively low as a place to retire (43%) and a place to operate a business (46%).

Consistently, most Arlington residents feel the city is generally headed in the right direction, and most would recommend Arlington to others.

- About three-quarters of Arlington residents agree the city is headed in the right direction (73%), and say they would recommend Arlington to others (76%). Despite all being rated moderately high, these ratings have declined significantly, compared to last year* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

Neighborhoods

Residents continue to rate their neighborhoods moderately high in terms of quality of life, and residents’ perceptions of neighborhood problems generally appear to be consistent with last year’s, with only a few being perceived major.

- About seven out of ten Arlington residents rate their neighborhoods moderately high in terms of quality of life. Compared to last year, overall rating of neighborhoods as a place to live has declined significantly (68% “excellent” or “good” vs. 79% in 2010)* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

- Among neighborhood problems, residential and car burglaries and speeding in neighborhoods continue to be among the top concerns for residents, with over one-third reporting each to be at least somewhat of a problem.

Overall sense of safety in neighborhoods and in Arlington continues to be stable in general, with some decline from last year.

- Neighborhoods and business areas in Arlington, despite some statistical drops in 2011, continue to be rated very safe for walking alone **during the day** (for neighborhoods 90% very/somewhat safe vs. 94% in 2010; for business areas 88% vs. 95%).
- As would be expected, safety ratings **at night** are much lower for both neighborhoods and business areas in Arlington (for neighborhoods 62% very/somewhat safe vs. 66% in 2010; for business areas 45% vs. 56%). It is notable that the extent of drops is largest in the safety rating of business areas in Arlington at night.
- Although the vast majority of residents (81%) report that neither they, nor anyone in their household, were the victim of any crime in the past 12 months, the incidence of being a crime victim has significantly increased from 13% in 2010 to 19% in 2011* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

Ratings And Perceptions Of Specific Services And Facilities

Most city services in Arlington continue to receive moderately high to high overall ratings.

- About two-thirds of city services rated receive a top-two-box rating (“good” or “excellent”) of 70% or higher.
- Ambulance/emergency medical services, fire services, libraries facilities, and parks and recreation continue to be rated very high, with most top-two-box ratings above 90%. On the opposite end, city services that are rated under 60% top-two-box ratings are code enforcement, zoning service, graffiti removal, Handitran, health inspection, and municipal airport.

Below is a summary of each city service.

Fire Department. Consistent with last year, virtually all of the users rate the fire department as “excellent” or “good” on quality of service and on timeliness of service. Top-two-box rating of community education services by the fire department (75%) is comparatively lower than ratings of the fire services above (90%+), but still viewed positively among citizens.

Ambulance/Emergency Medical Services. Among users in the past 12 months, ambulance and emergency medical services continue to be rated very high (95%+ top-two box) on quality of service and timeliness of service.

Police Department. Among users in the past 12 months, the police department is rated high with 75% and above top-two box, in terms of overall competence of police employees, behavior/attitude of police officers, and quality of services. Compared to these areas, top-two-box ratings of timeliness of services (68%) and community education services by the police department (70%) indicate more room for improvement.

Parks/Recreation Facilities. Consistent with last year, residents in Arlington perceive the overall quality of parks and recreation facilities very positively, with top-two-box ratings of all attributes at 85% or higher. Specifically, about 90% of residents rate “excellent” or “good” on parks and recreation programs/classes, appearance of parks and facilities, and overall quality of parks.

Library Services/Facilities. Among users in the past 12 months, library services and facilities in Arlington continue to be rated very high, with top-two-box ratings of all attributes at 85% or higher. Specifically, about 90% of residents rate “excellent” or “good” on quality of library services and library facilities.

Community Services. Consistent with last year, among users in the past 12 months, quality of customer service is rated high (78% top-two box), while timeliness of service (65%) indicates room for some improvement.

Water Utilities Services. Among users in the past 12 months, the water utilities department is rated very high with 85% and above top-two box, in terms of availability of service, quality of services, and timeliness of services. Not only past-year users but also residents in Arlington perceive the water utilities department very positively.

Specifically, about 90% of residents rate “excellent” or “good” on water treatment service, and overall quality of products and services (88% for each).

Other Miscellaneous Services. City services that are rated high at or above 75% top-two box include electronic bill-paying service, garbage collection, recycling services, dispatch service (911), convention center, and landfill service. On the opposite end, city services that are rated lower than 60% top-two-box ratings are code enforcement, zoning service, graffiti removal, Handitran, health inspection, and municipal airport. It is notable that, except a few, top-two-box ratings of these services show downtrend compared to last year* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

Streets in Arlington continue to be perceived generally as an area where there is much room for improvement, with top-two box ranging from 42% to 67%.

- Some of the most needed areas for improvement (at or below 50% top-two box) include road work/street repair services, traffic signal timing, overall condition of streets and roads, and management of traffic on the major thoroughfares during peak times.

Perceptions Of City’s Initiatives And Communication Efforts

Consistent with last year, the city’s initiatives and projects/campaigns are rated with a wide range of top-two-box ratings, from 31% to 81%, indicating a mix of positive and negative.

- The city’s efforts in encouraging tourism continue to be perceived very positively (81% “excellent” or “good”). Compared to last year, the only area that gains significant improvement is the city’s efforts to grow and diversify the economy (67% top-two box vs. 59% in 2010).
- However, similar to last year, the city’s projects that ***need some improvement*** (rated lower than 60% top-two-box ratings) are:
 - Focusing on mobility and transportation
 - Enhancing and preserving neighborhoods
 - Protecting from flooding and erosion
 - Focusing on financial stewardship
 - Championing redevelopment opportunities

The city's communications with citizens continue to receive generally positive reactions, with some desire for improvements.

- About two-thirds of Arlington residents feel that they would get answers they need when they visit or call a city facility, and that city employees either provide the answer or find someone who can. However, it is notable that perceptions of the city's communication via phone and of city employees' responsiveness have declined compared to last year* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).
- Also, consistent with last year, only about half agree that they would get the same answer when they ask the same question from different city employees. This continues to suggest more improvements for unequivocal communications with citizens.
- The majority of citizens report they use various information sources, including Internet (76%), newspaper (53%), and TV (49%), to keep up with Arlington. Among city's communication channels, the city website continues to be rated highest at a top-two-box rating of 76%, followed by city TV channels (63%), and the council webcast (56%). However, compared to last year, ratings of these city's communication channels have declined, and indicate some needs for enhancement or promotion* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

DETAILED FINDINGS

Caution On Year-To-Year Comparisons

With the change from telephone to Internet methodology for this year's survey, it was recognized that there might be differences in year-to-year comparisons that could not be explained by anything other than that change.

- Some of the factors that might result in differences include: different sample; respondents looking at or reading questions rather than listening; self-administered questions vs. interaction with an interviewer; the type of person willing to participate in an Internet survey vs. someone willing to participate in a phone survey; and many other possible factors, including unknown factors.

Especially for the first year, comparability with previous waves may be lost to some extent. Unexplained differences were in fact seen in a number of year-to-year comparisons. They have generally been presented here for informational purposes, without attempted explanation. For all these reasons, year-to-year comparisons should be interpreted with caution.

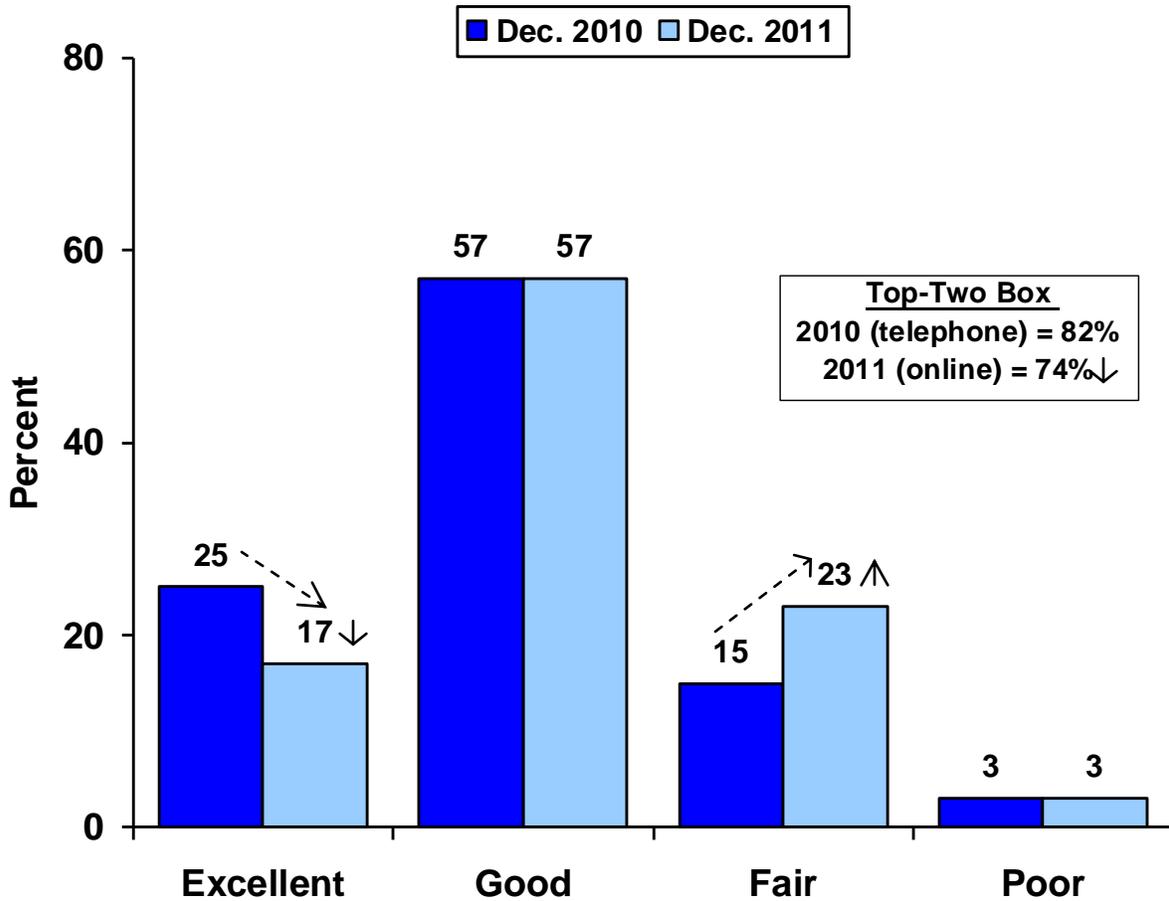
Overall Rating and Perceptions of Arlington

In terms of quality of life, about three-quarters of Arlington residents (74%) rate the city moderately high as a place to live. Compared to last year, overall rating of Arlington offering a “good” or “excellent” quality of life has declined significantly from 82%* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

Most-cited reasons for living in Arlington are Arlington’s location (53%), convenience (42%), and affordable housing and property taxes (36%). Citizens generally perceive the City of Arlington positively. Specifically, the city is perceived very highly for its cultural diversity and various housing options (for each, 83% “strongly” or “somewhat agree”). However, the city is rated relatively low as a place to retire (43%) and a place to operate a business (46%).

Consistently, most Arlington residents feel that the city is headed in the right direction (73%); say they would recommend Arlington to others (76%); and say they intend to continue residing in Arlington (70%). Despite all being rated moderately high, these ratings have declined significantly, compared to last year* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

Overall Rating of Arlington as a Place to Live 2-Wave Trend

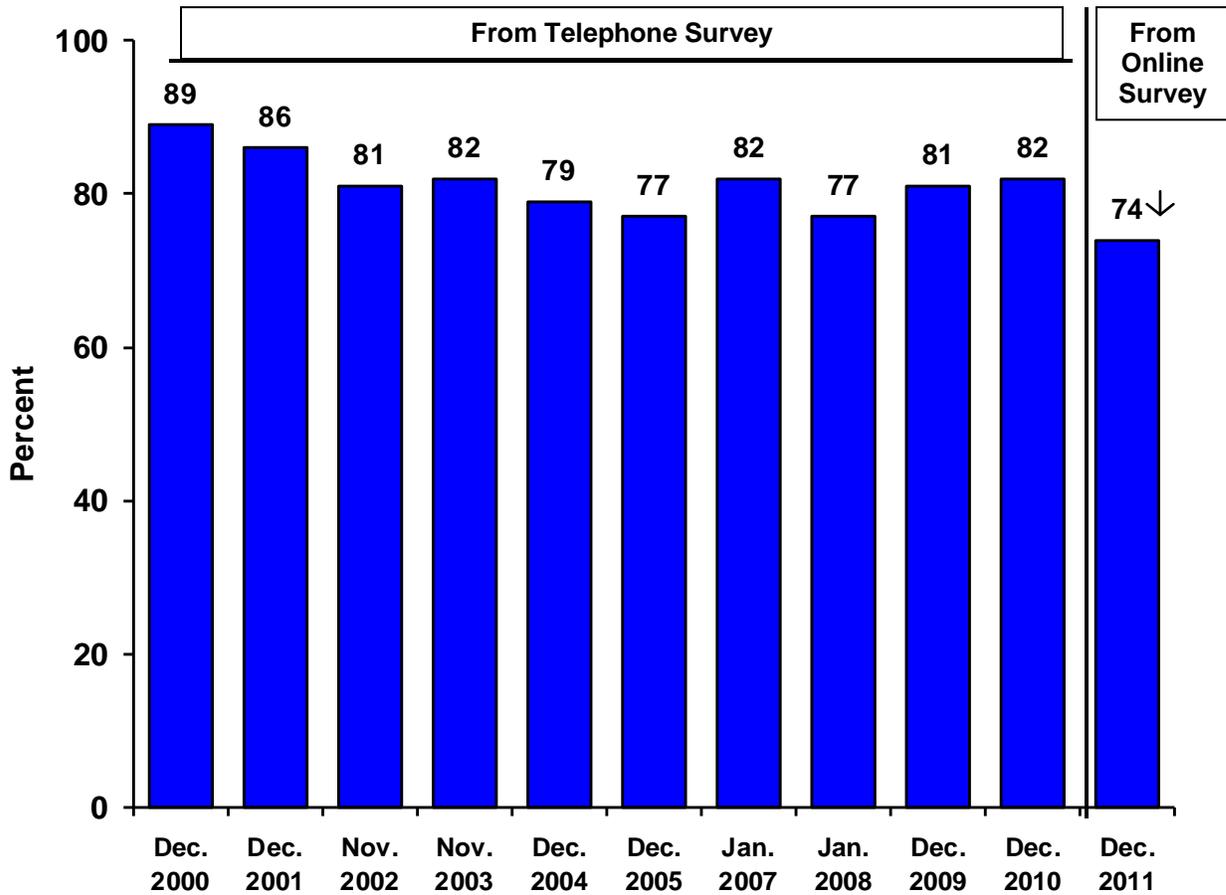


Question: Q1. "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (n=537)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington as a Place to Live – Trend (Top-Two Box—Excellent/Good)

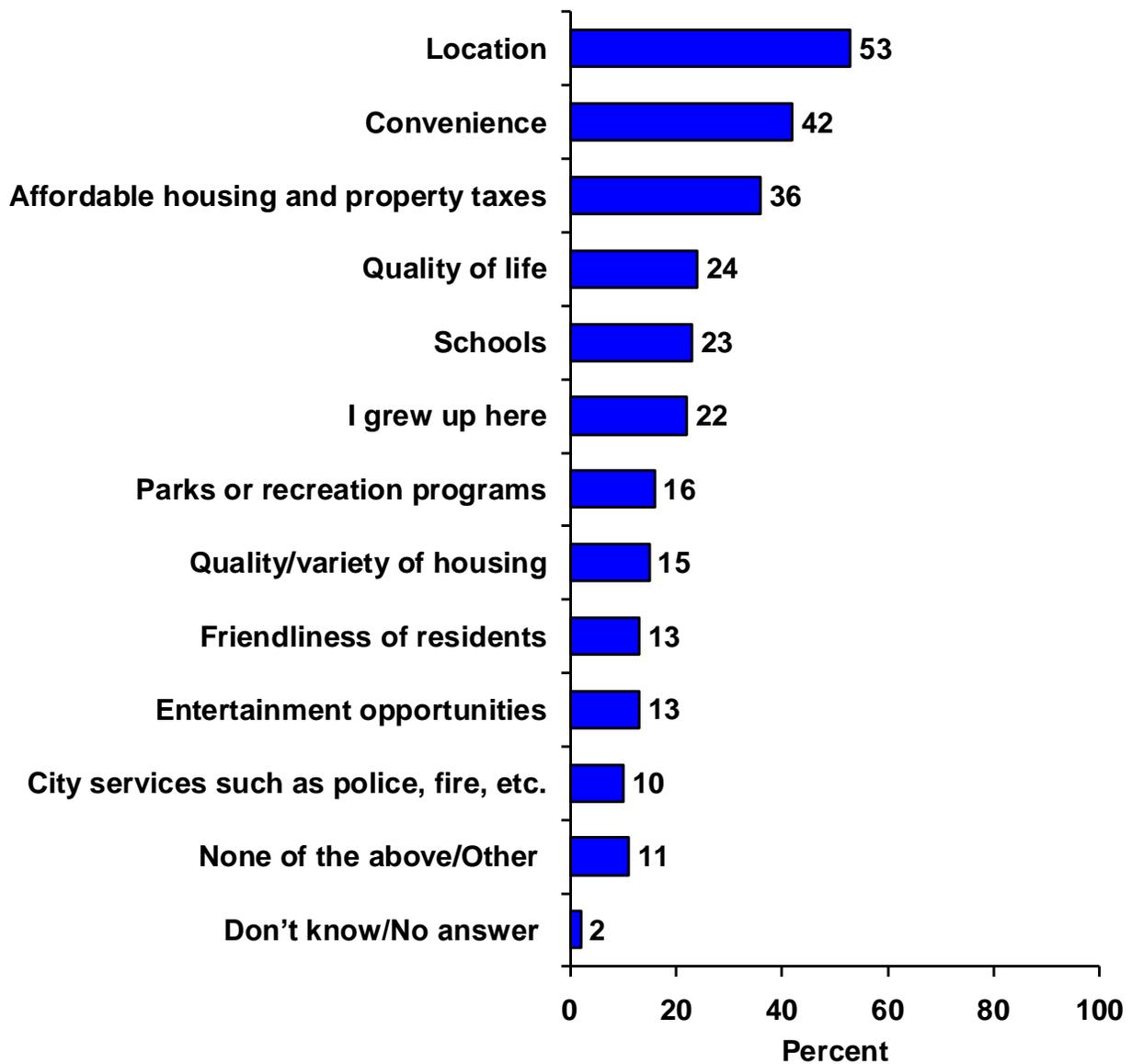


Question: Q1. "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (2000 n=496; 2001 n=500; 2002 n=498; 2003 n=504; 2004 n=448; 2005 n=455; 2007 n=445; 2008 n=437; 2009 n=399; 2010 n=309; 2011 n=537)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Reasons for Living in Arlington (Listed Multiple Responses)

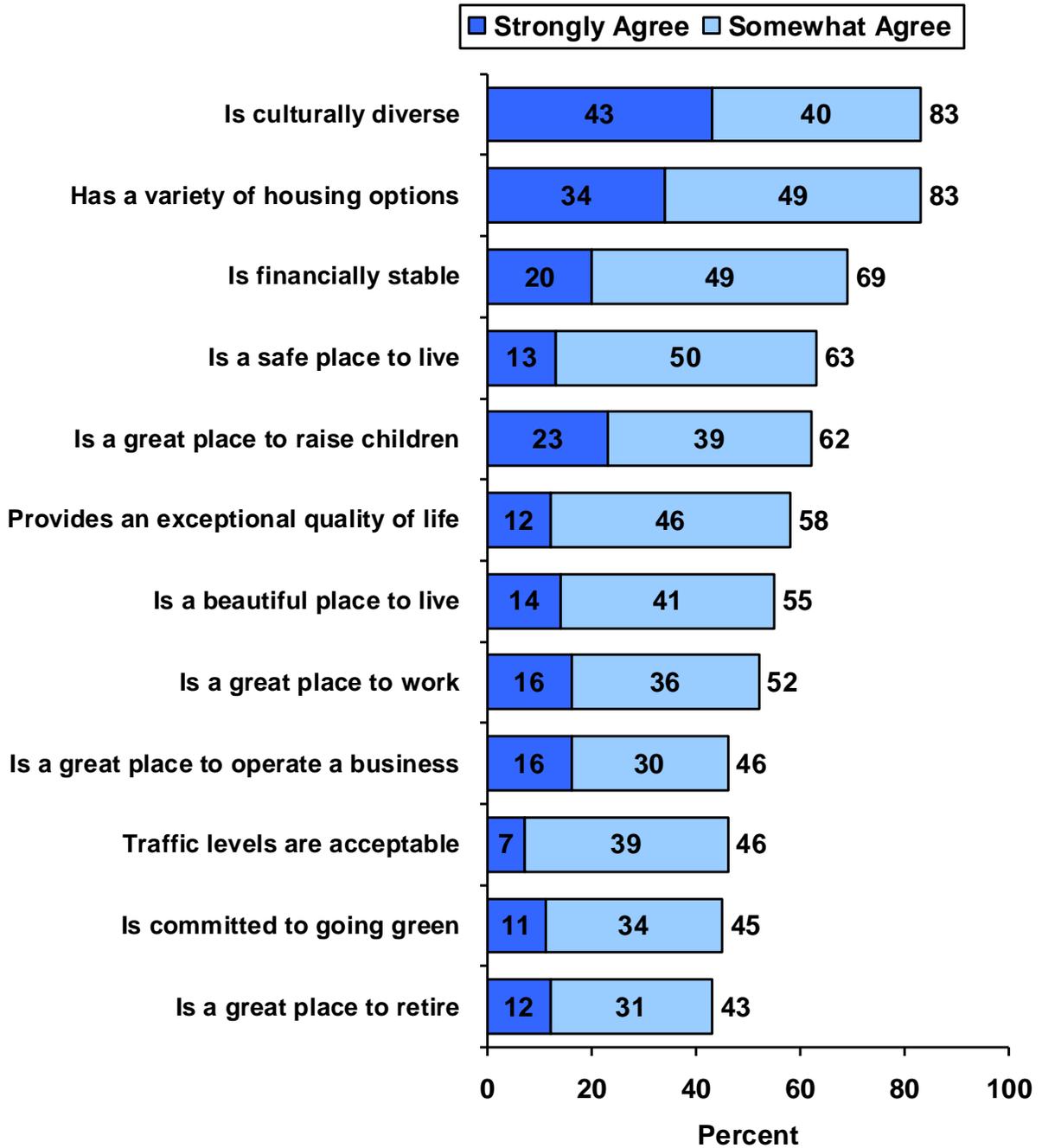


Question: Q1z. "Which of the following are reasons why you live in Arlington, Texas? "

Note: This question asked beginning in 2011.

Base: Total respondents. (n=537)

Perceptions of the City of Arlington

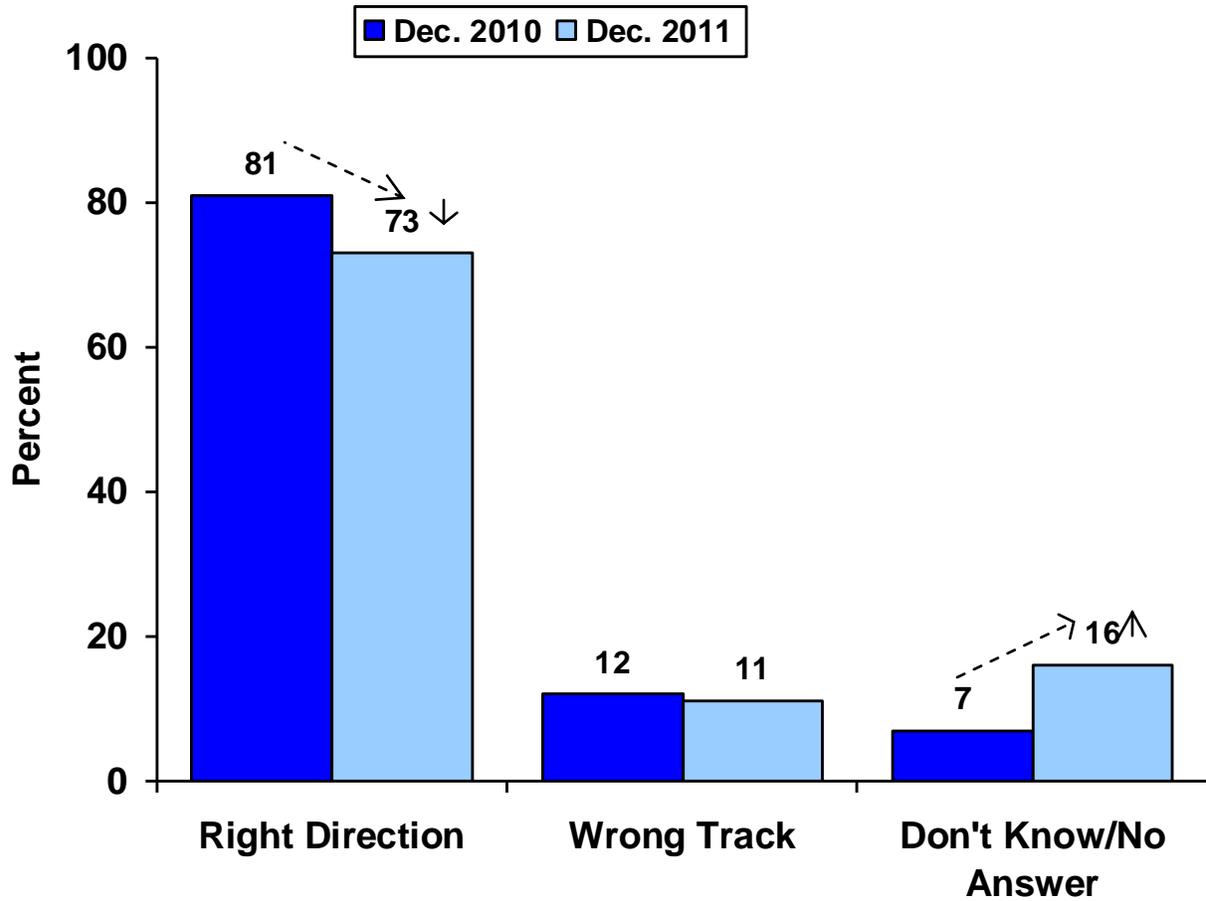


Question: Q1g. “How much would you agree or disagree with the following statements about ***the City of Arlington***, using a scale of “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” and “strongly disagree?”

Note: This question asked beginning in 2010.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Overall Rating of the City of Arlington 2-Wave Trend (In Terms of Direction)

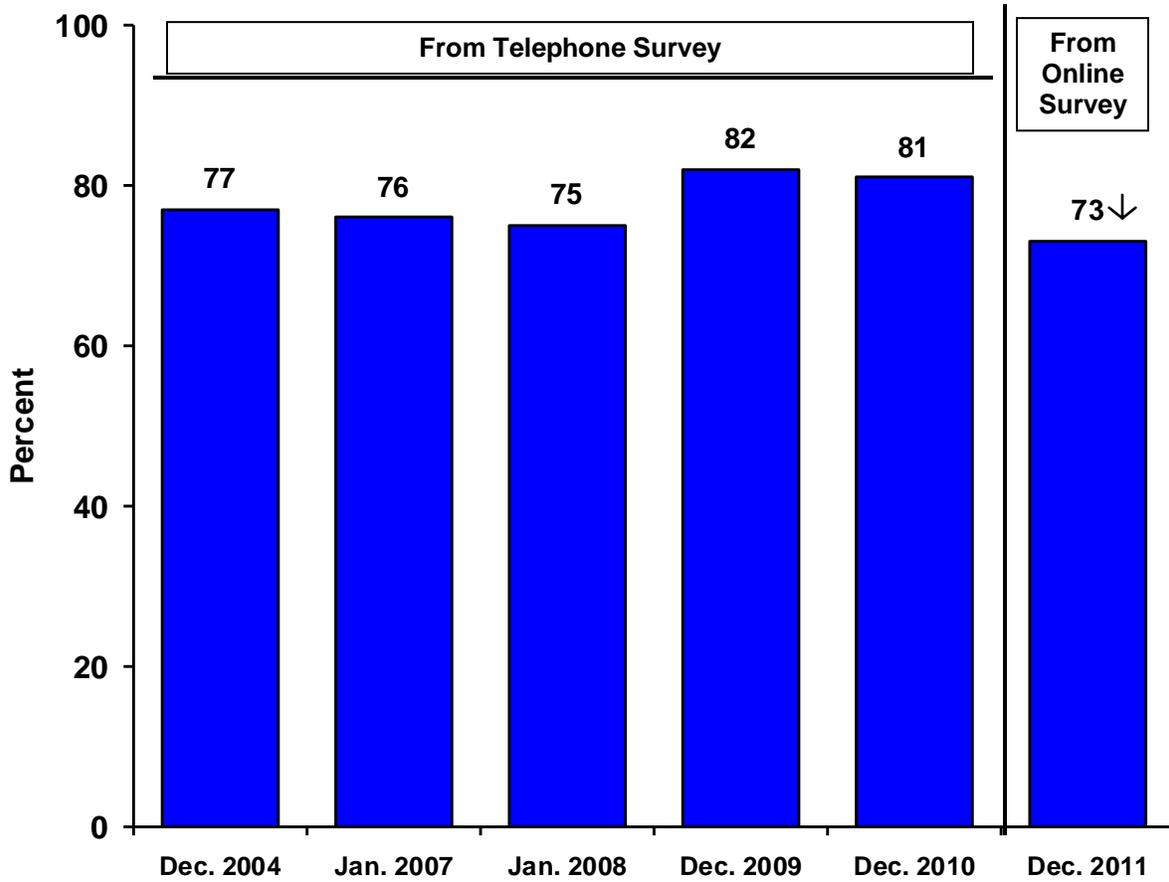


Question: Q23. "Overall, do you feel that the City of Arlington is generally headed in the right direction or on the wrong track?"

Base: Total respondents. (n=537)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of the City of Arlington – Trend ("Right Direction")

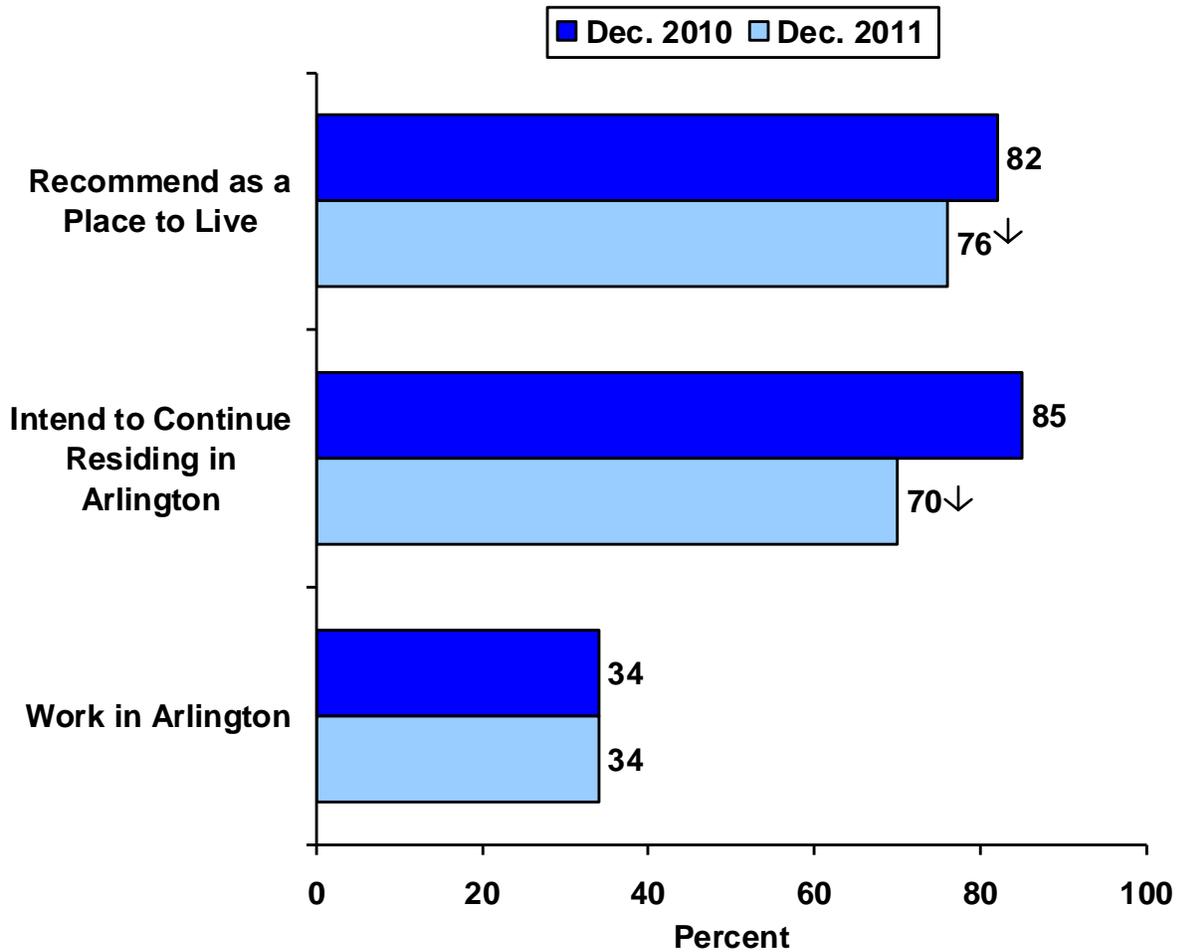


Question: Q23. "Overall, do you feel that the City of Arlington is generally headed in the right direction or on the wrong track?"

Base: Total respondents. (2004 n=441; 2007 n=445; 2008 n=437; 2009 n=400; 2010 n=309; 2011 n=537)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Affinity to Arlington – 2-Wave Trend (Answering “Yes”)



Question: Q1d. “Would you recommend Arlington, Texas to others as a place to live?”
 Q1e. “Do you intend to continue residing in Arlington?”
 Q1f. “Do you work in Arlington?”

Note: These questions asked beginning in 2010.

Base: Total respondents. (2004 n=441; 2007 n=445; 2008 n=437; 2009 n=400; 2010 n=309; 2011 n=537)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Neighborhoods

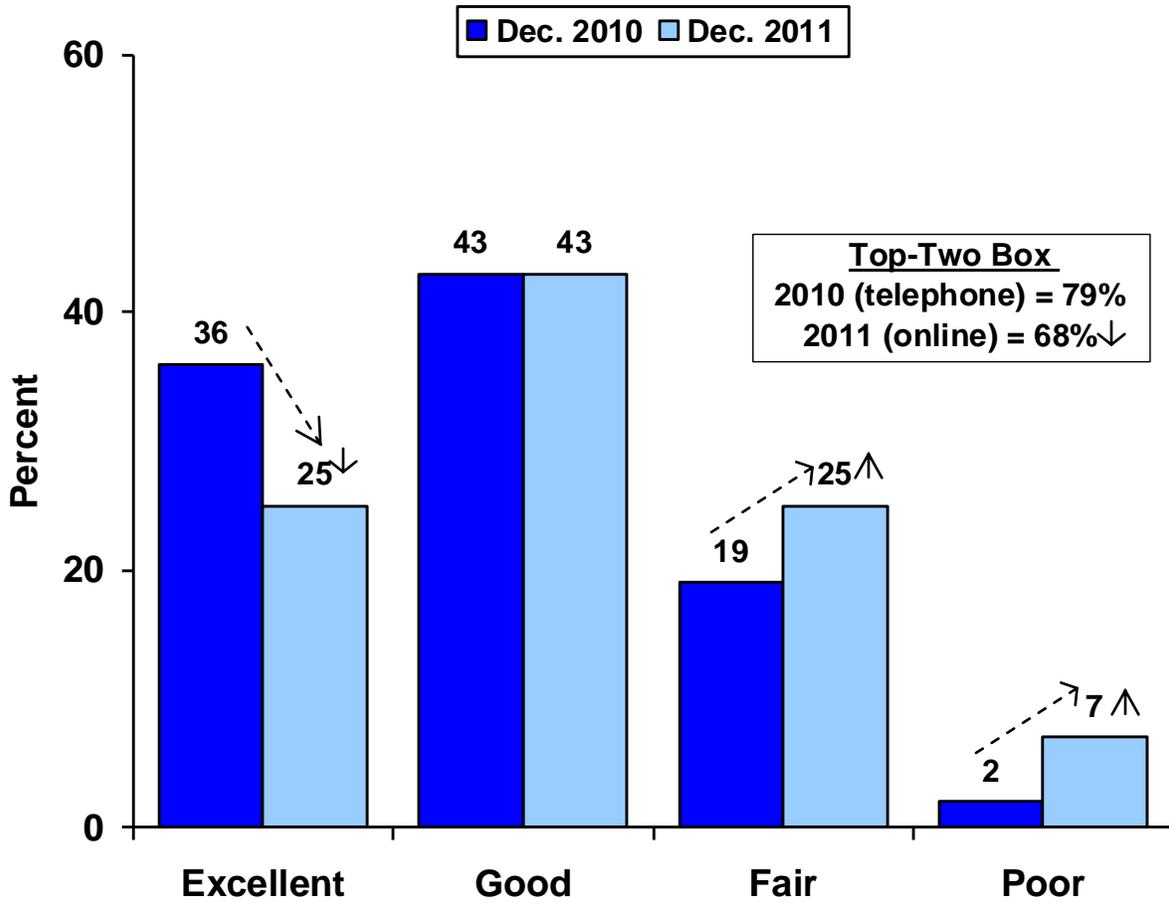
About seven out of ten Arlington residents rate their neighborhoods moderately high in terms of quality of life. Compared to last year, overall rating of neighborhoods as a place to live has declined significantly (68% “excellent” or “good” vs. 79% in 2010) * (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

However, residents’ perceptions of major neighborhood problems generally appear to be consistent with last year’s. Residential and car burglaries and speeding in neighborhoods continue to be among the top concerns for residents, with over one-third reporting each to be at least somewhat of a problem.

Compared to last year, overall sense of safety in neighborhoods and in business areas appears to have declined* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons). Despite these statistical drops in 2011, neighborhoods and business areas in Arlington continue to be rated very safe for walking alone **during the day** (for neighborhoods 90% very/somewhat safe vs. 94% in 2010; for business areas 88% vs. 95%). As would be expected based on historical data, safety ratings **at night** are much lower for both neighborhoods and business areas in Arlington (for neighborhoods 62% very/somewhat safe vs. 66% in 2010; for business areas 45% vs. 56%). It is notable that the extent of drops is largest in the safety rating of business areas in Arlington at night.

Although the vast majority of residents (81%) report that neither they, nor anyone in their household, were the victim of any crime in the past 12 months, the incidence of being a crime victim has significantly increased from 13% in 2010 to 19% in 2011. Contrarily, participation in any neighborhood associations has declined from 24% in 2010 to 18% in 2011* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

Overall Rating of Neighborhood as a Place to Live 2-Wave Trend

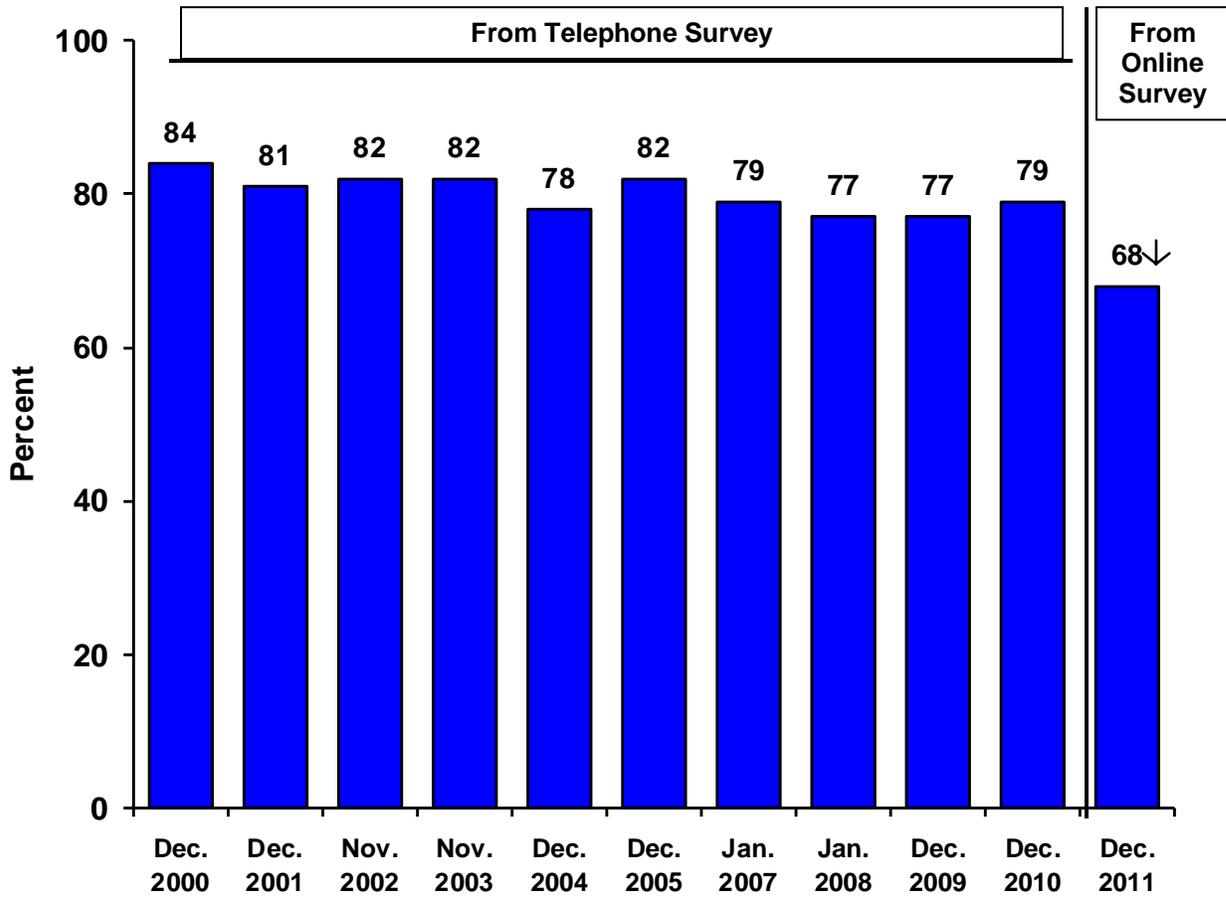


Question: Q2. "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (n=537)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Neighborhood as a Place to Live – Trend (Top-Two Box—Excellent/Good)

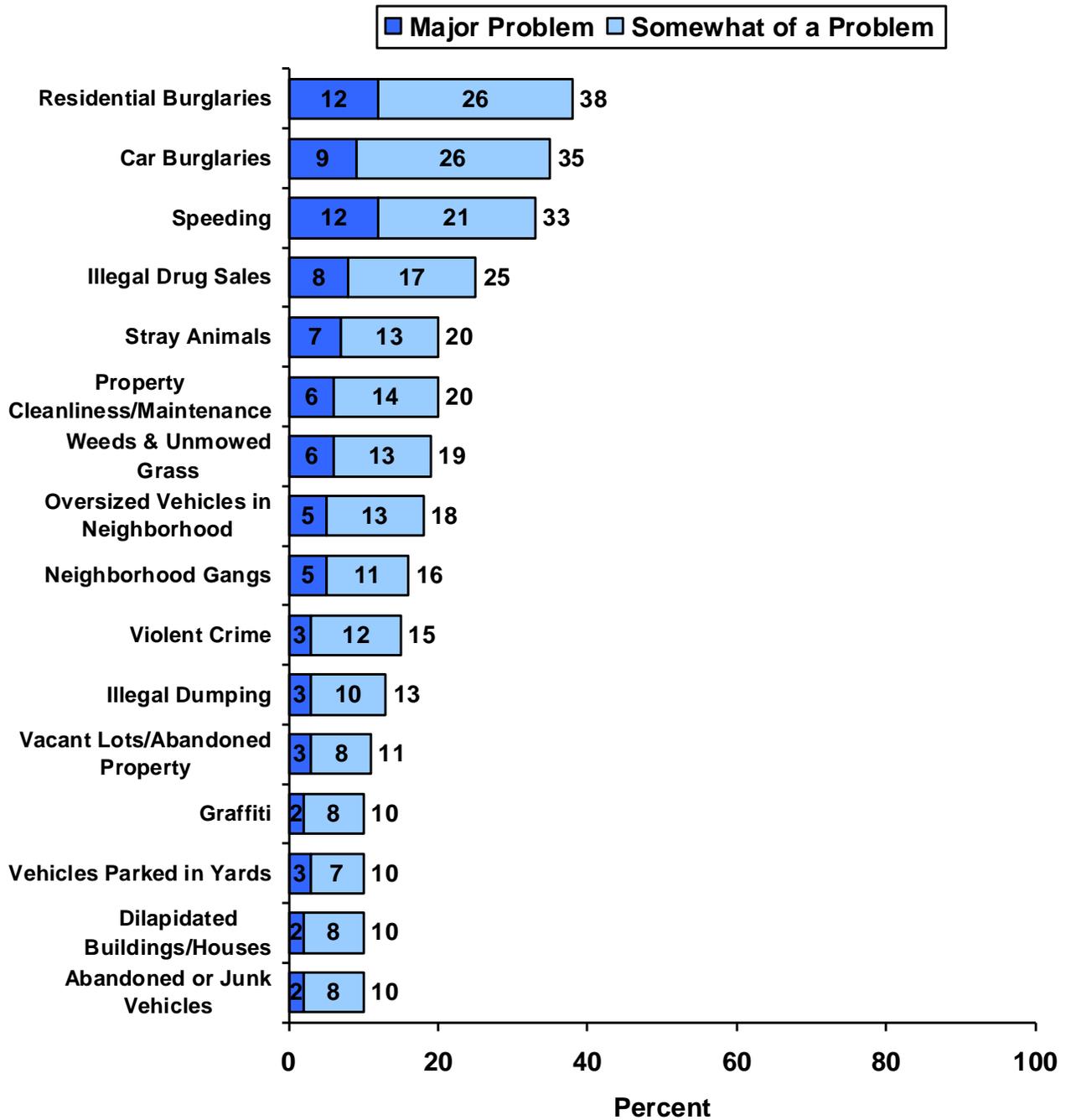


Question: Q2. "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (2000 n=499; 2001 n=502; 2002 n=500; 2003 n=504; 2004 n=448; 2005 n=457; 2007 n=445; 2008 n=437; 2009 n=399; 2010 n=306; 2011 n=537)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

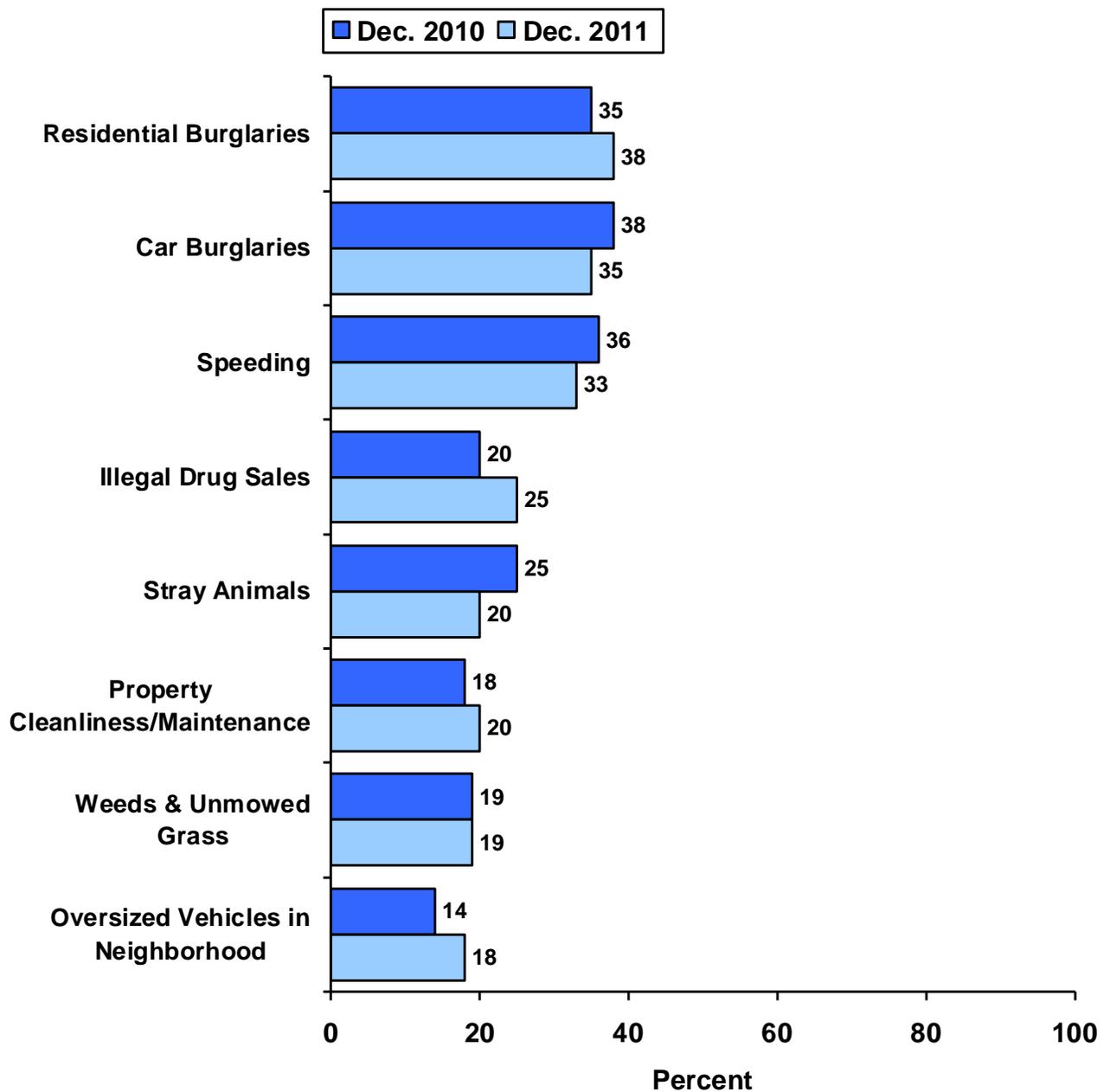
Perceptions of Neighborhood Problems



Question: Q3. "Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem."

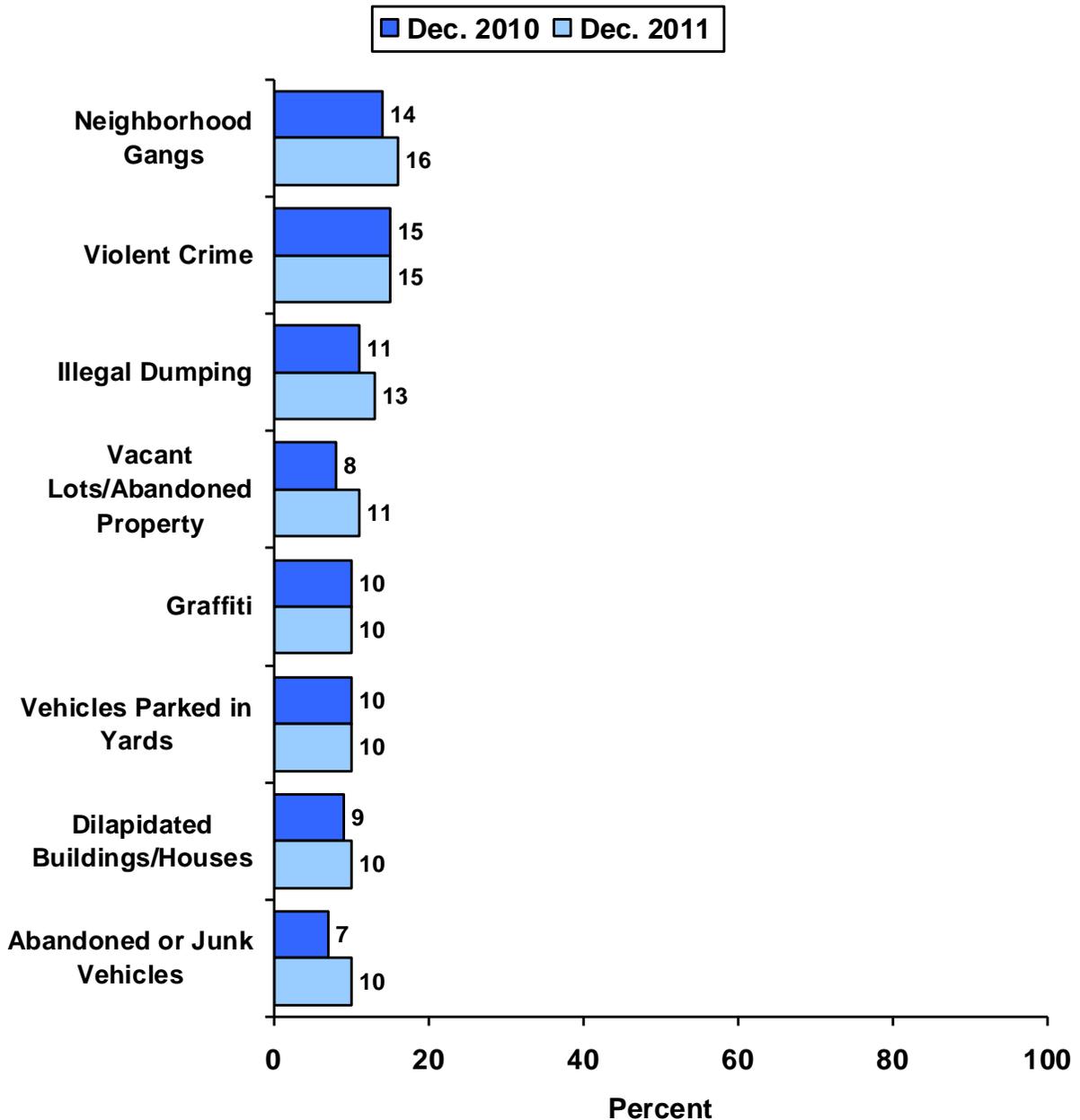
Base: Total respondents, excluding "don't knows." (Base Varies)

Perceptions of Neighborhood Problems – 2-Wave Trend (Major/Somewhat Of a Problem)



(Continued)

Perceptions of Neighborhood Problems – 2-Wave Trend (Major/Somewhat of a Problem) (Cont.)

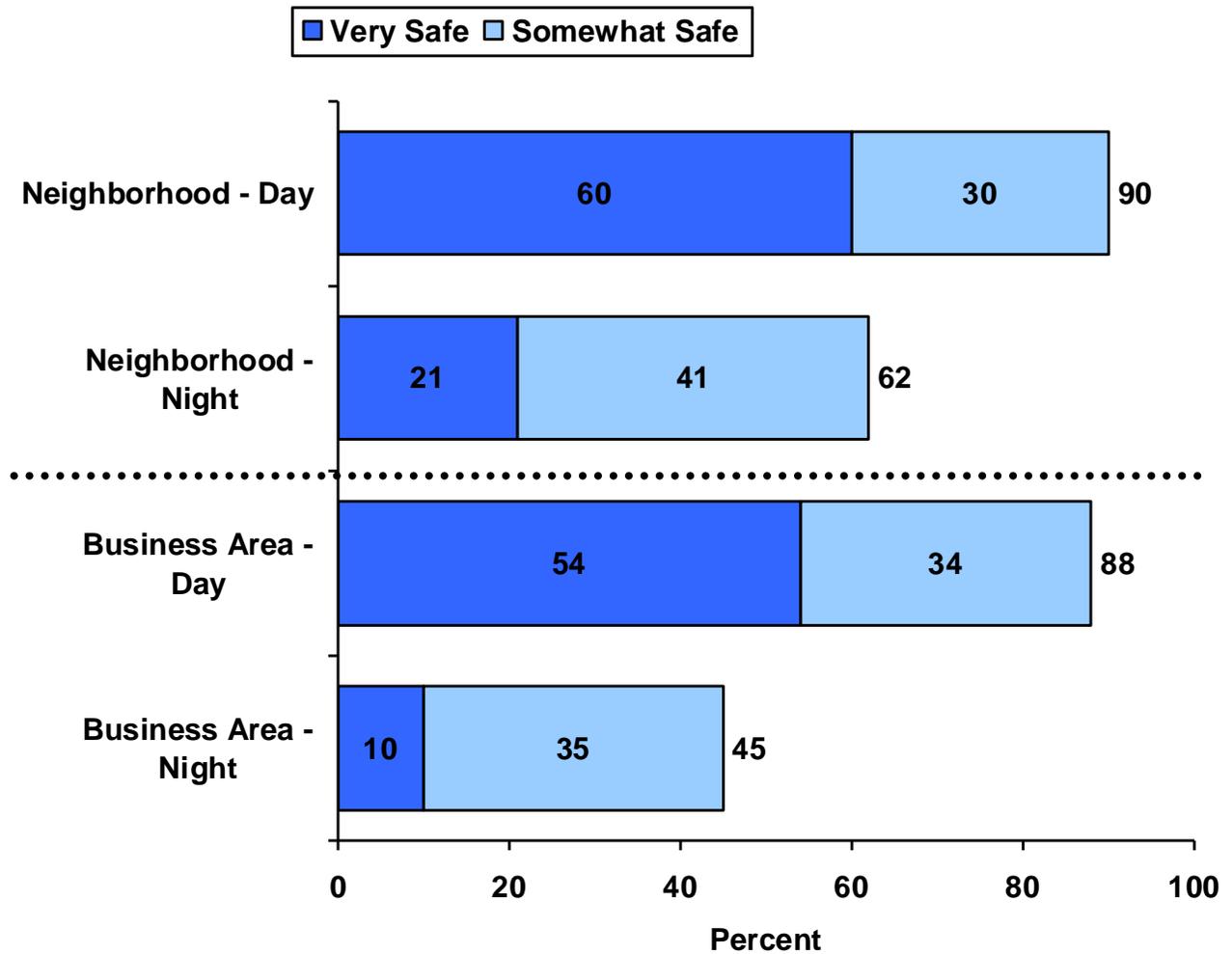


Question: Q3 “Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem.”

Base: Total respondents, excluding “don’t knows”. (Base Varies)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

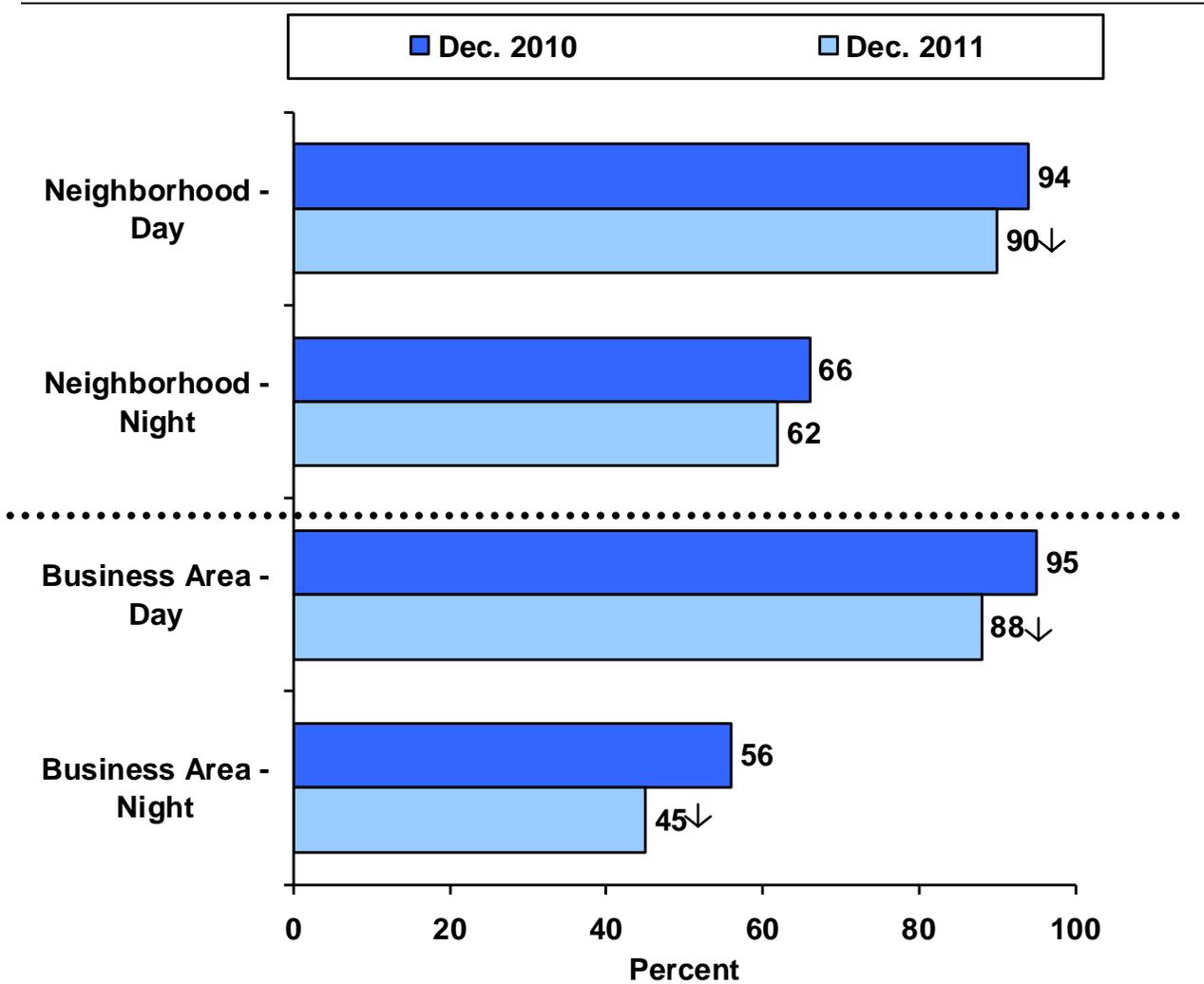
Feeling of Safety Walking Alone...



Question: Q19b/c/d/e. "How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Feeling Of Safety Walking Alone... – 2-Wave Trend (Top-Two Box—Very Safe/Somewhat Safe)

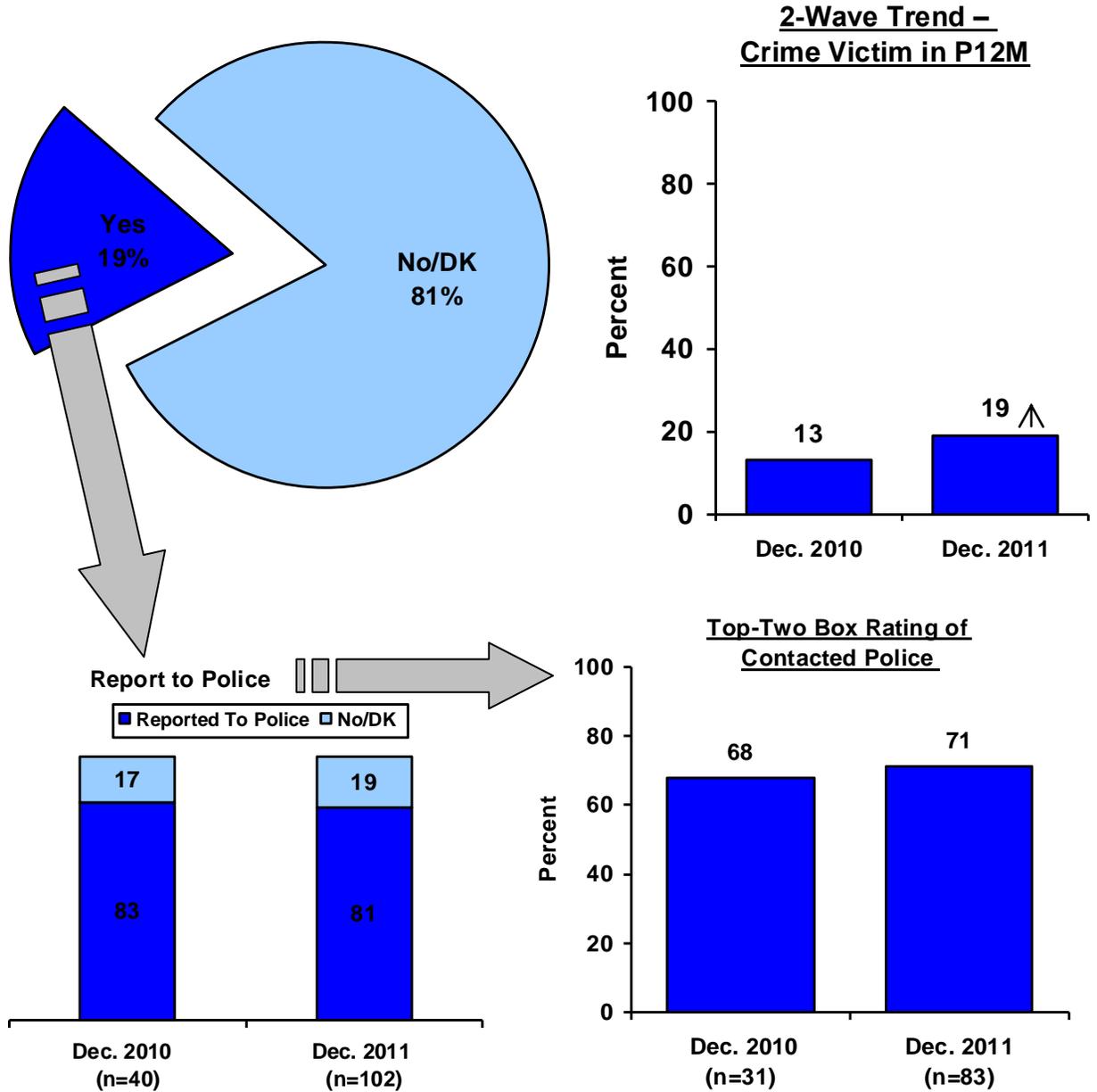


Question: Q19a/b/c/d/e “How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Victim of Crime in Past 12 Months



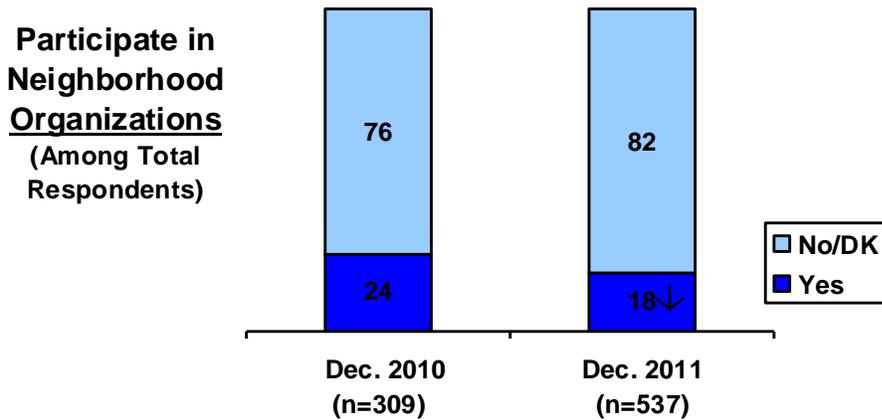
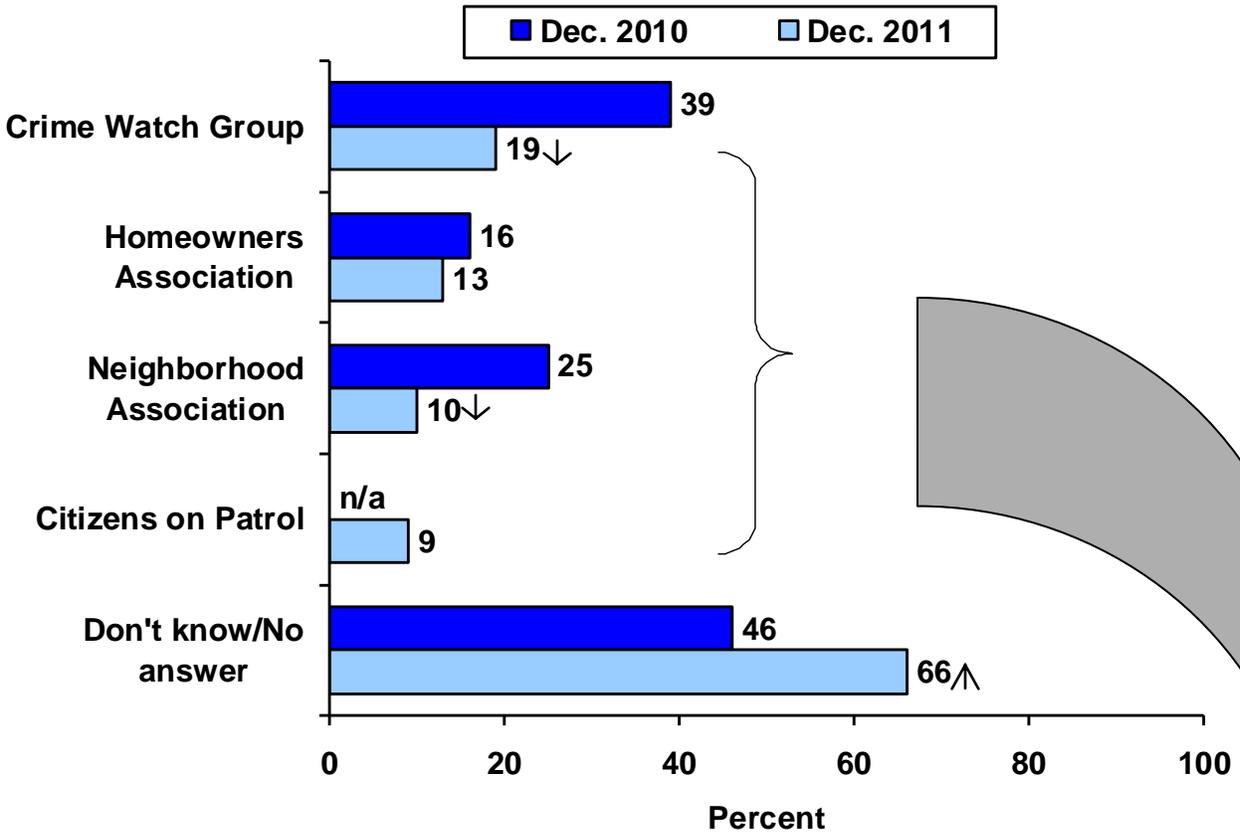
Question: Q19f. "During the past 12 months, were you or anyone in your household the victim of any crime?"
 Q19g. "Did you report any of these crimes to the police?"
 Q19gX. "How would you rate the contact you had with the police?"

Base: Total respondents. (n=537)

Note: This question asked beginning in 2009.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Involvement in Neighborhood Organizations 2-Wave Trend



Question: Q3b. "Thinking about your neighborhood, does your neighborhood have any of the following organizations?"

Q3c.: "Do you participate in any of these associations?"

Base: Total respondents. (n=537)

Note: This question asked beginning in 2010.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Ratings and Perceptions of Specific Services and Facilities

City Services Overall. City services in Arlington generally continue to receive moderately high to high overall ratings, with about two-thirds of city services rated receiving a top-two-box rating (“good” or “excellent”) of 70% or higher. Ambulance/emergency medical services, fire services, libraries facilities, and parks and recreation continue to be rated very high, with most top-two-box ratings above 90%. On the opposite end, city services that are rated under 60% top-two-box ratings are code enforcement, zoning service, graffiti removal, Handitran, health inspection, and municipal airport.

Fire Department. Consistent with last year, virtually all of the users rate the fire department as “excellent” or “good” on quality of service and on timeliness of service. Top-two-box rating of community education services by the fire department (75%) is comparatively lower than ratings of the fire services above (90%+), but still viewed positively among citizens.

Ambulance/Emergency Medical Services. Among users in the past 12 months, ambulance and emergency medical services continue to be rated very high (95%+ top-two box) on quality of service and timeliness of service.

Police Department. Among users in the past 12 months, the police department is rated high with 75% and above top-two box, in terms of overall competence of police employees, behavior/attitude of police officers, and quality of services. Compared to these areas, top-two-box ratings of timeliness of services (68%) and community education services by the police department (70%) indicate more room for improvement.

Parks/Recreation Facilities. Consistent with last year, residents in Arlington perceive the overall quality of parks and recreation facilities very positively, with top-two-box ratings of all attributes at 85% or higher. Specifically, about 90% of residents rate “excellent” or “good” on parks and recreation programs/classes, appearance of parks and facilities, and overall quality of parks. However, despite very high top-two-box rating levels at 86%, quality of customer service, and range of activities could be considered for more improvements to achieve excellence.

Library Services/Facilities. Among users in the past 12 months, library services and facilities in Arlington continue to be rated very high, with top-two-box ratings of all attributes at 85% or higher. Specifically, about 90% of residents rate “excellent” or “good” on quality of library services and library facilities. Although its top-two-box rating level is very high at 86%, some desire may exist for availability of materials.

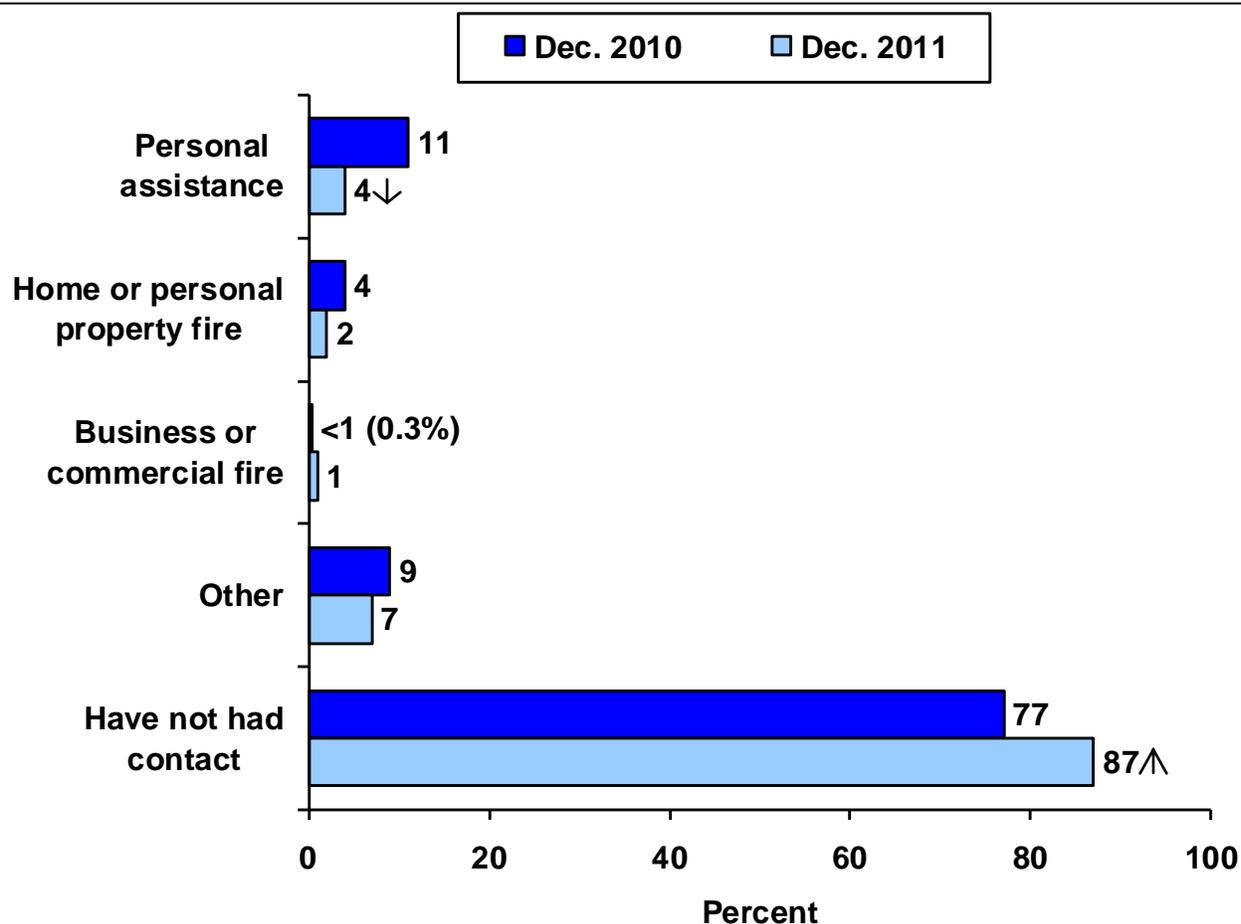
Community Services. Consistent with last year, among users in the past 12 months, quality of customer service is rated high (78% top-two box), while timeliness of service (65%) indicates room for some improvement.

Water Utilities Services. Among users in the past 12 months, the water utilities department is rated very high with 85% and above top-two box, in terms of availability of service, quality of services, and timeliness of services. Not only past-year users but also residents in Arlington perceive the water utilities department very positively. Specifically, about 90% of residents rate “excellent” or “good” on water treatment service, and overall quality of products and services (88% for each). However, despite very high top-two-box rating levels at 79%, speed in completing water/sewer construction, and water conservation efforts could be considered for more improvements to achieve excellence in all areas.

Other Miscellaneous Services. City services that are rated high at or above 75% top-two box include electronic bill-paying service, garbage collection, recycling services, dispatch service (911), convention center, and landfill service. On the opposite end, city services that are rated lower than 60% top-two-box ratings are code enforcement, zoning service, graffiti removal, Handitran, health inspection, and municipal airport. It is notable that, except a few, top-two-box ratings of these services show downtrend compared to last year* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

Streets Overall. Streets in Arlington continue to be perceived generally as an area where there is much room for improvements, with top-two box ranging from 42% to 67%. Some of the most needed areas for improvement (at or below 50% top-two box) include road work/street repair services, traffic signal timing, overall condition of streets and roads, and management of traffic on the major thoroughfares during peak times.

Services Fire Department Contacted for in Past 12 Months 2-Wave Trend



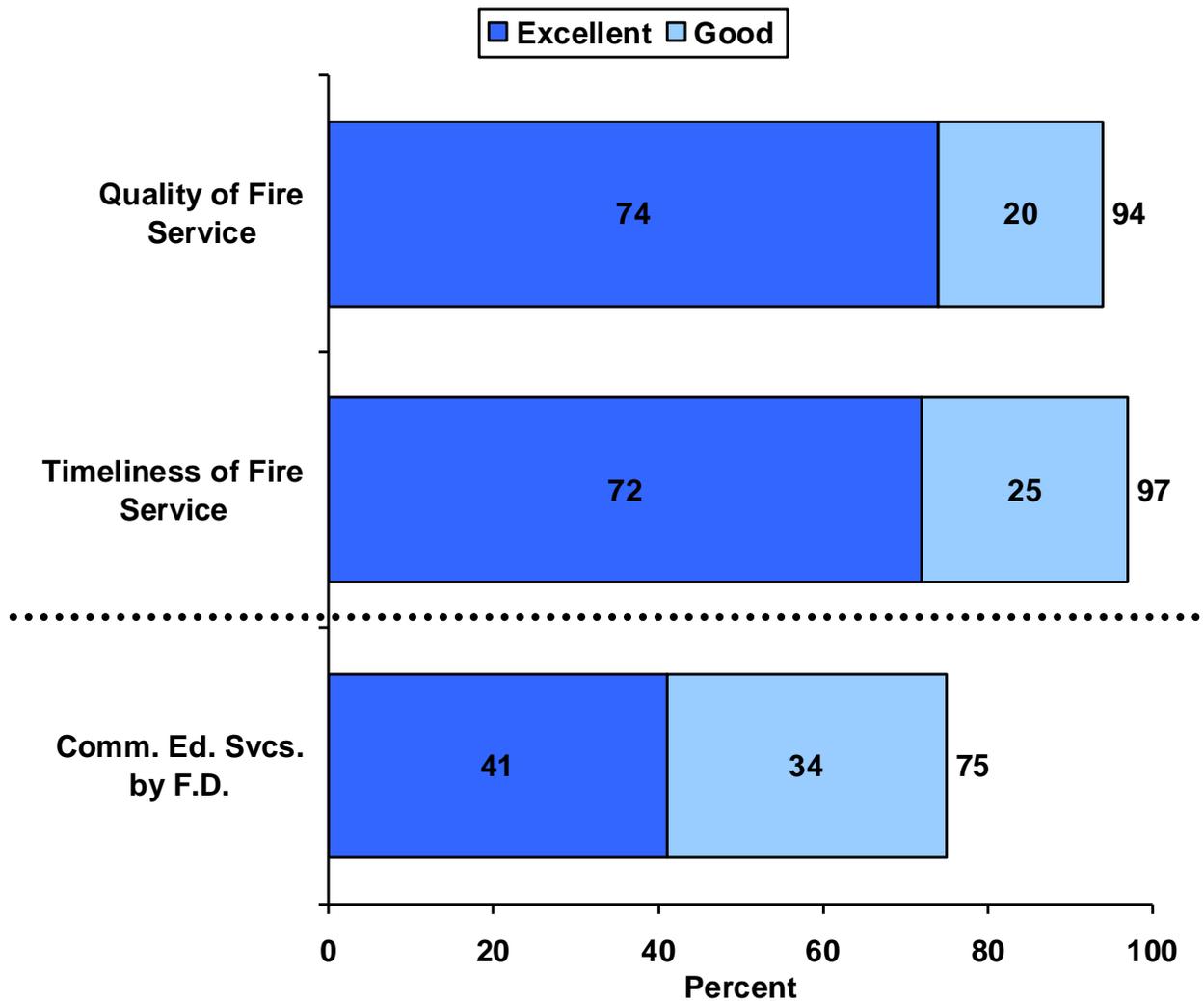
Question: Q11x. "If you have had contact with the Fire Department over the past 12 months, what was the nature of the service?"

Base: Total respondents. (n=537)

Note: This question asked beginning in 2010.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Ratings of Fire Department Services by Users



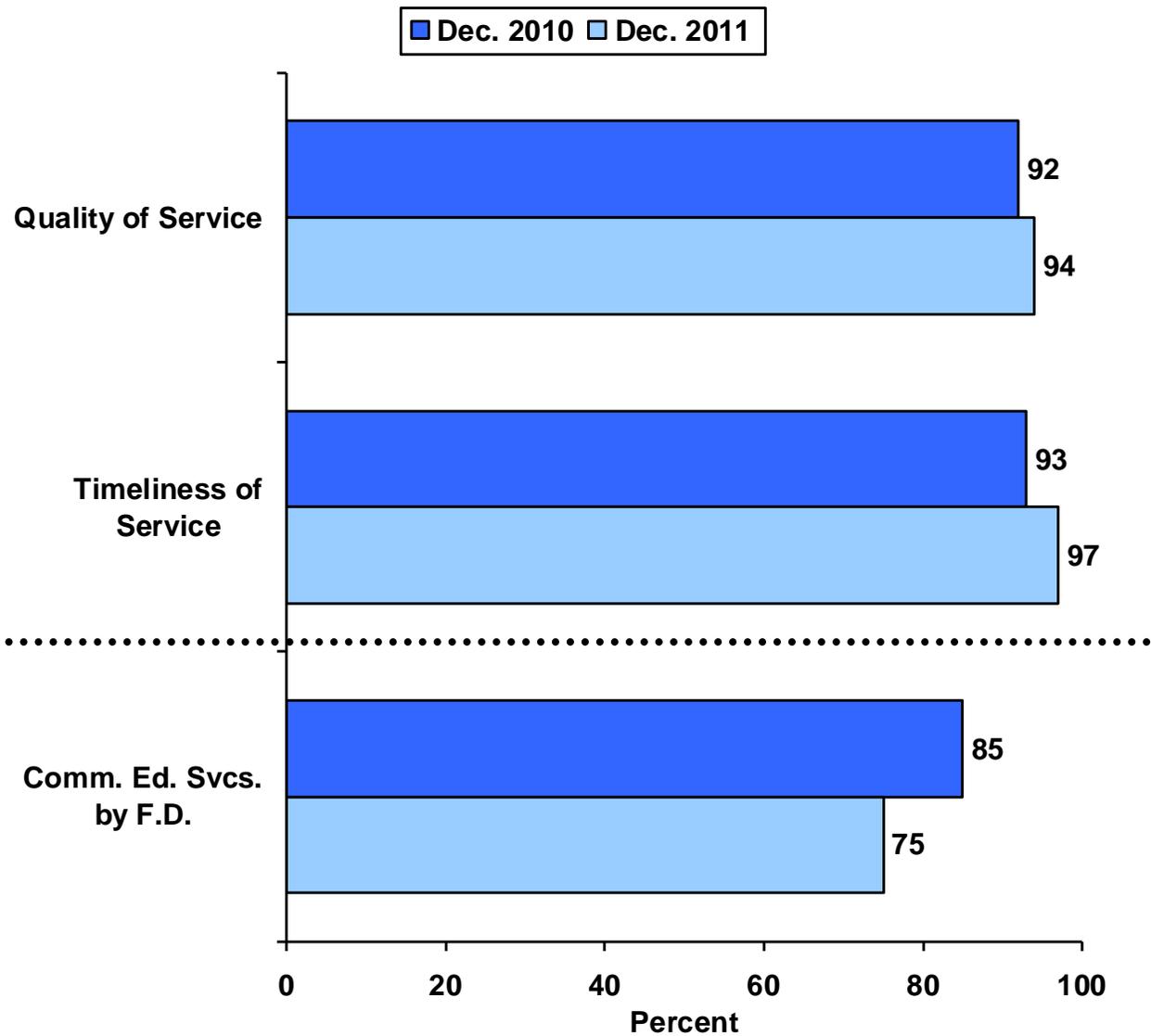
Question: Q11a. "Now, thinking about **fire services** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited **in the past 12 months**."

Base: Respondents who have used Fire Services in the past 12 months, excluding "don't knows.. (Base Varies)

Note: This question asked beginning in 2009.

Ratings of Fire Department Services by Users – 2-Wave Trend (Top-Two Box—Excellent/Good)

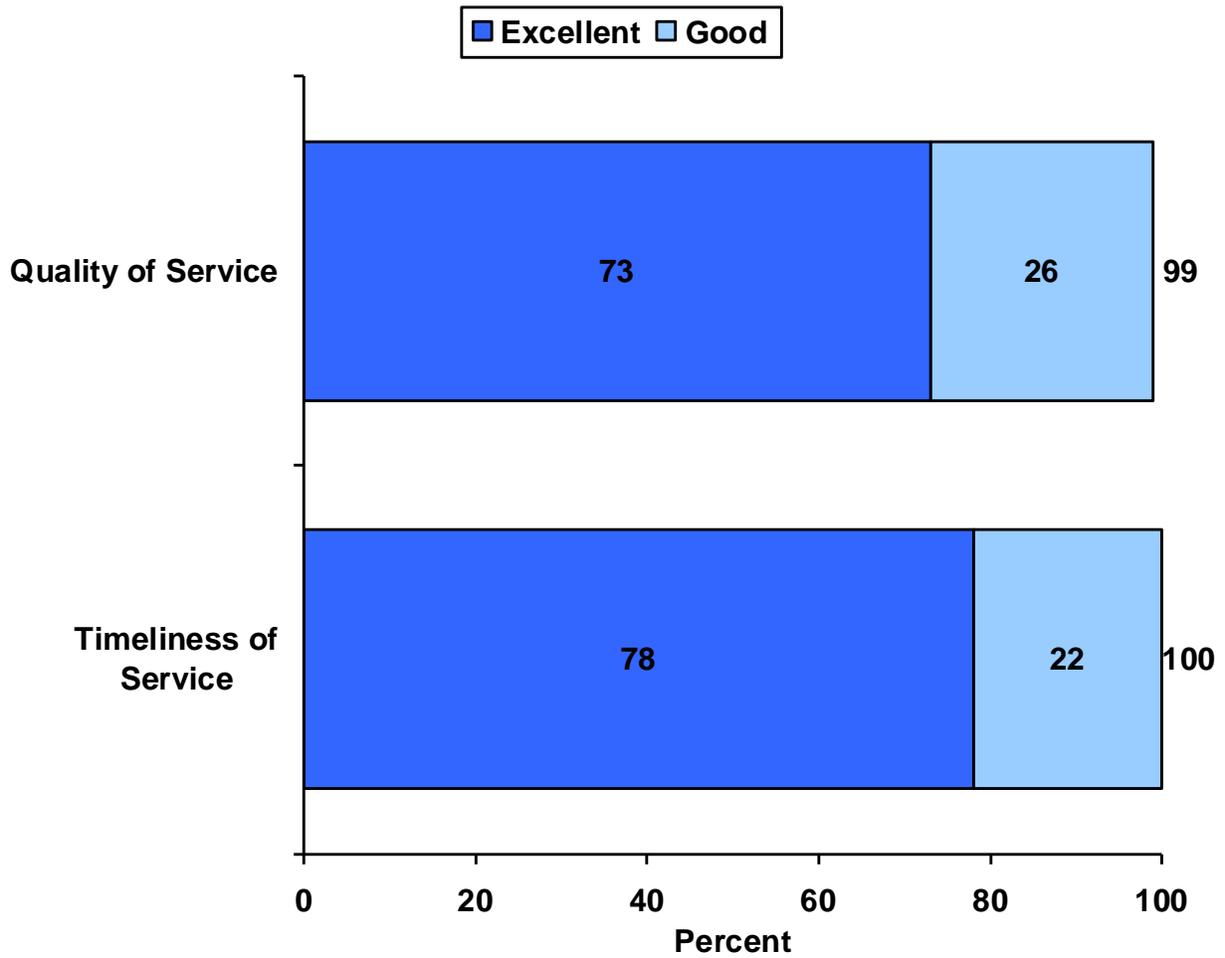


Question: Q11a. “Now, thinking about **fire services** that the City provides, please rate each of the following, using a scale of “excellent,” “good,” “fair,” and “poor.”
 Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited **in the past 12 months**.”

Base: Respondents who have used Fire Services in the past 12 months, excluding “don’t knows.” (Base Varies)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Ratings of Ambulance/Emergency Medical Services by Users

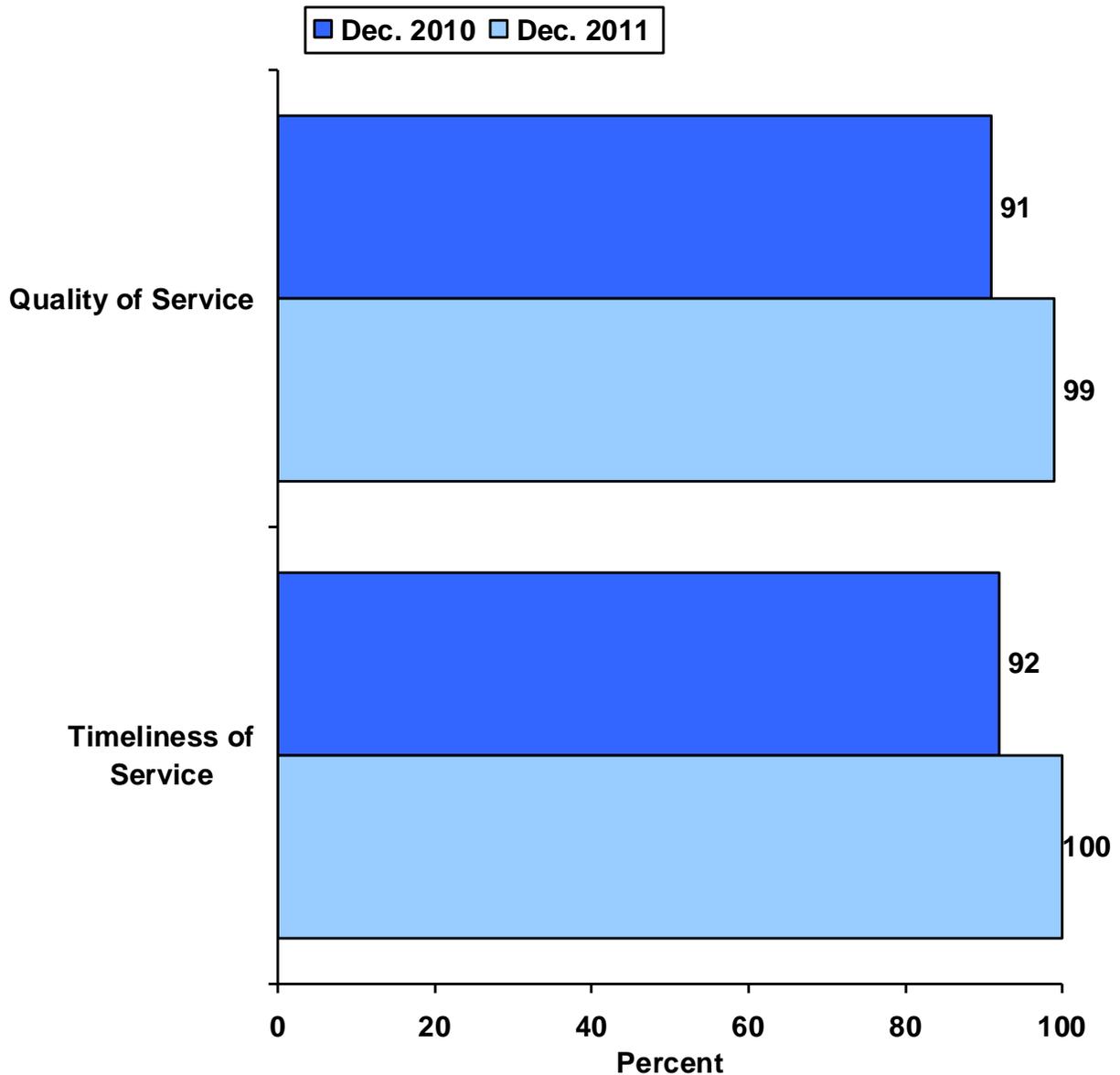


Question: Q11b. "Now, thinking about **ambulance services or emergency medical services** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Base: Respondents who have used ambulance services/emergency medical services in the past 12 months, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2009.

Ratings of Ambulance/Emergency Medical Services by Users – 2-Wave Trend (Top-Two Box—Excellent/Good)

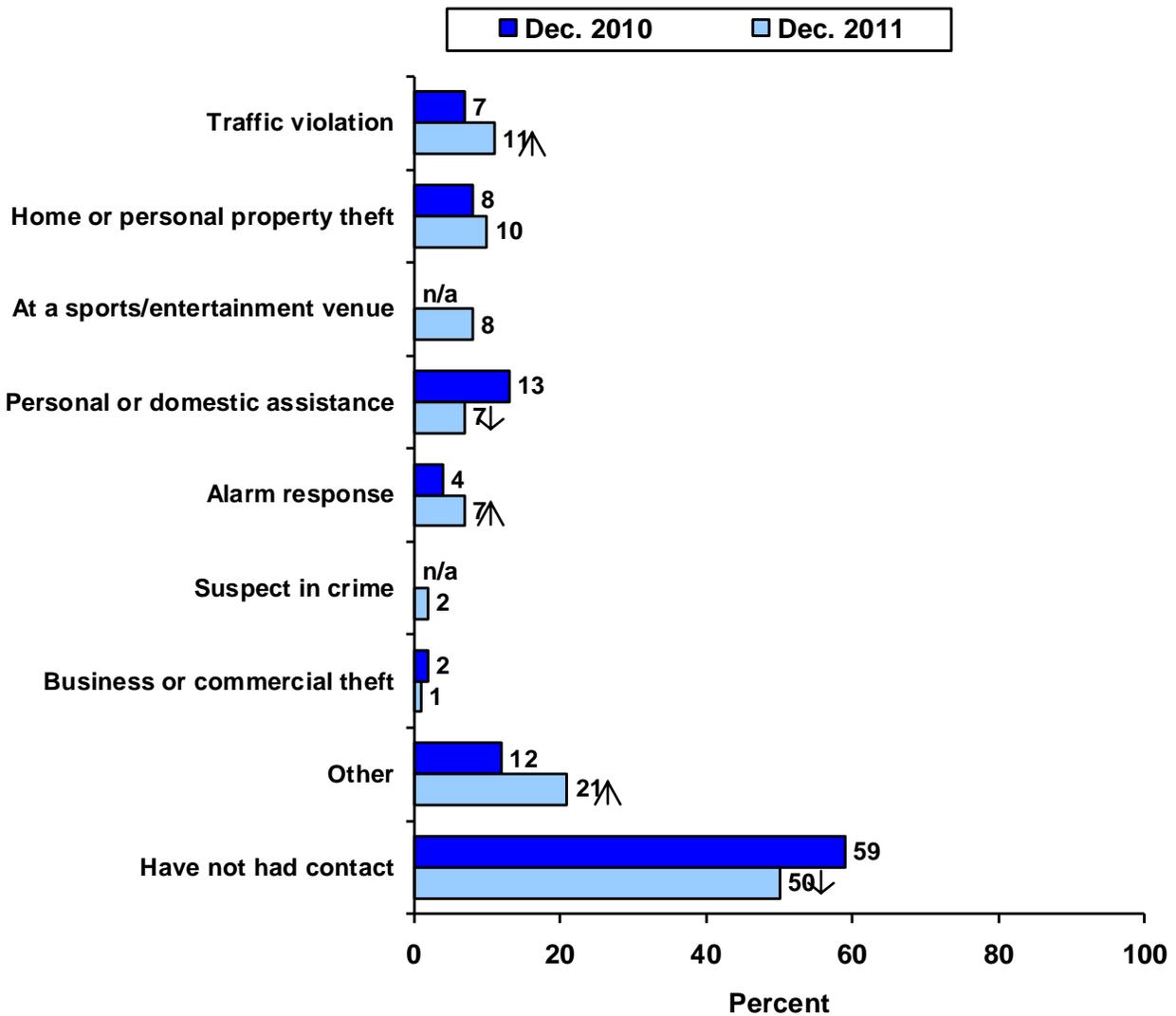


Question: Q11b. “Now, thinking about *ambulance services or emergency medical services* that the City provides, please rate each of the following, using a scale of “excellent,” “good,” “fair,” and “poor.”

Base: Respondents who have used ambulance services/emergency medical services in the past 12 months, excluding “don’t knows.” (Base Varies)

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 2010* (i.e., difference significant at or above the 95% confidence level.)

Services Police Department Contacted for in Past 12 Months 2-Wave Trend



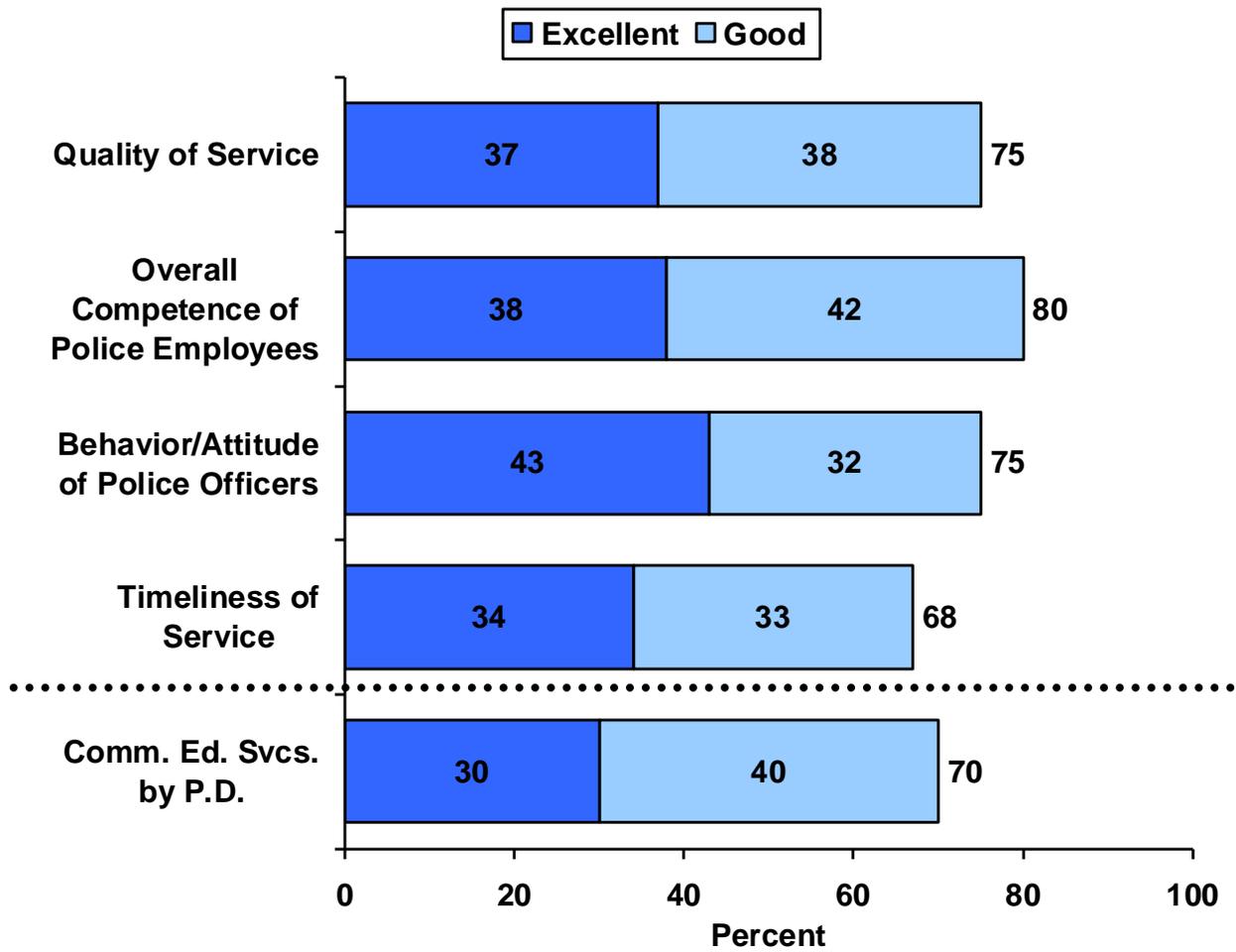
Question: Q11c. "If you have had contact with the Arlington Police Department over the past 12 months, what was the nature of the service?"

Base: Total respondents. (n=537)

Note: This question asked beginning in 2010.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Ratings of Police Services by Users

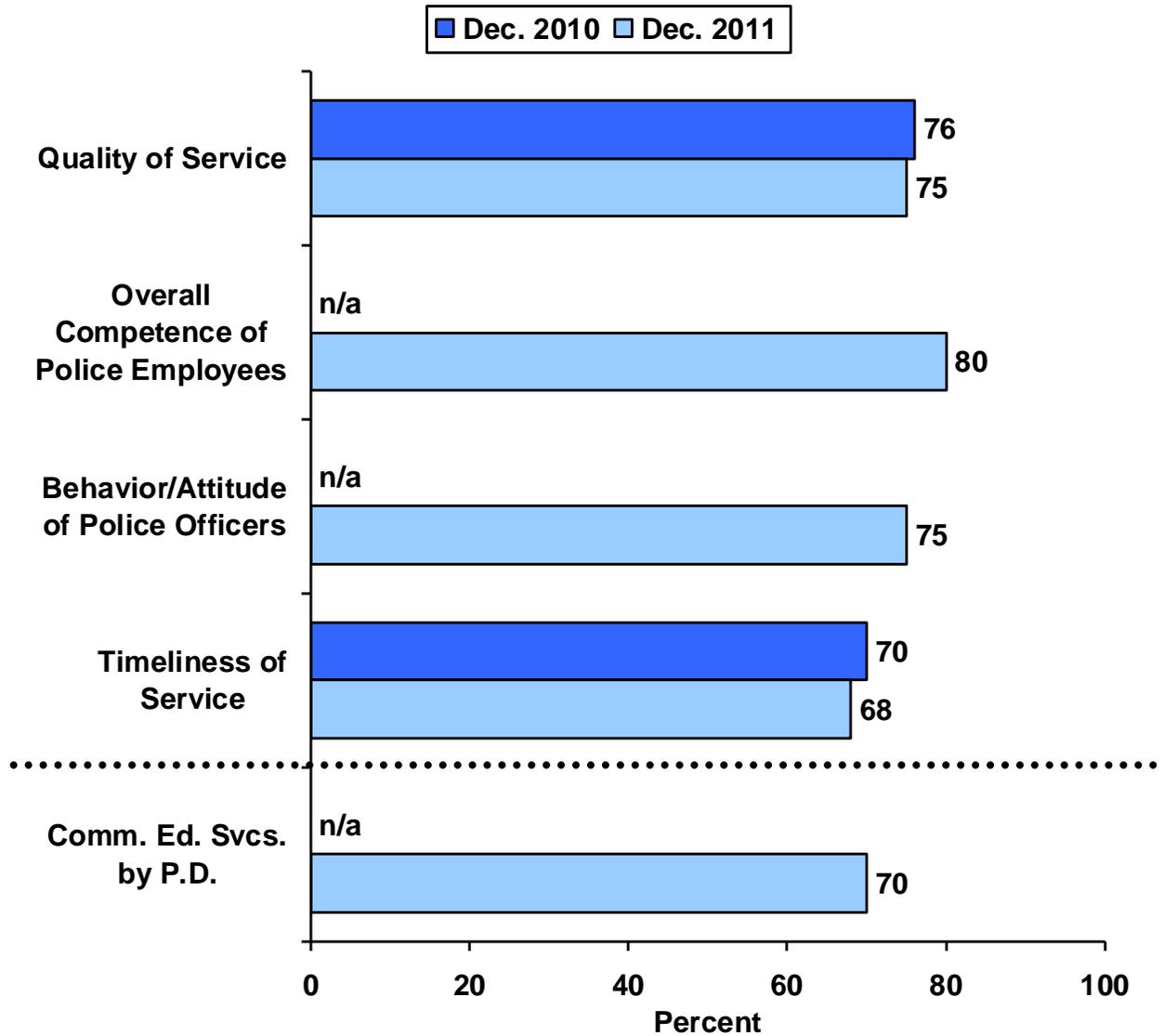


Question: Q11d. "Now, thinking about **police services** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Base: Respondents who have used Police Services in the past 12 months, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2010.

Ratings of Police Services by Users – 2-Wave Trend (Top-Two Box—Excellent/Good)



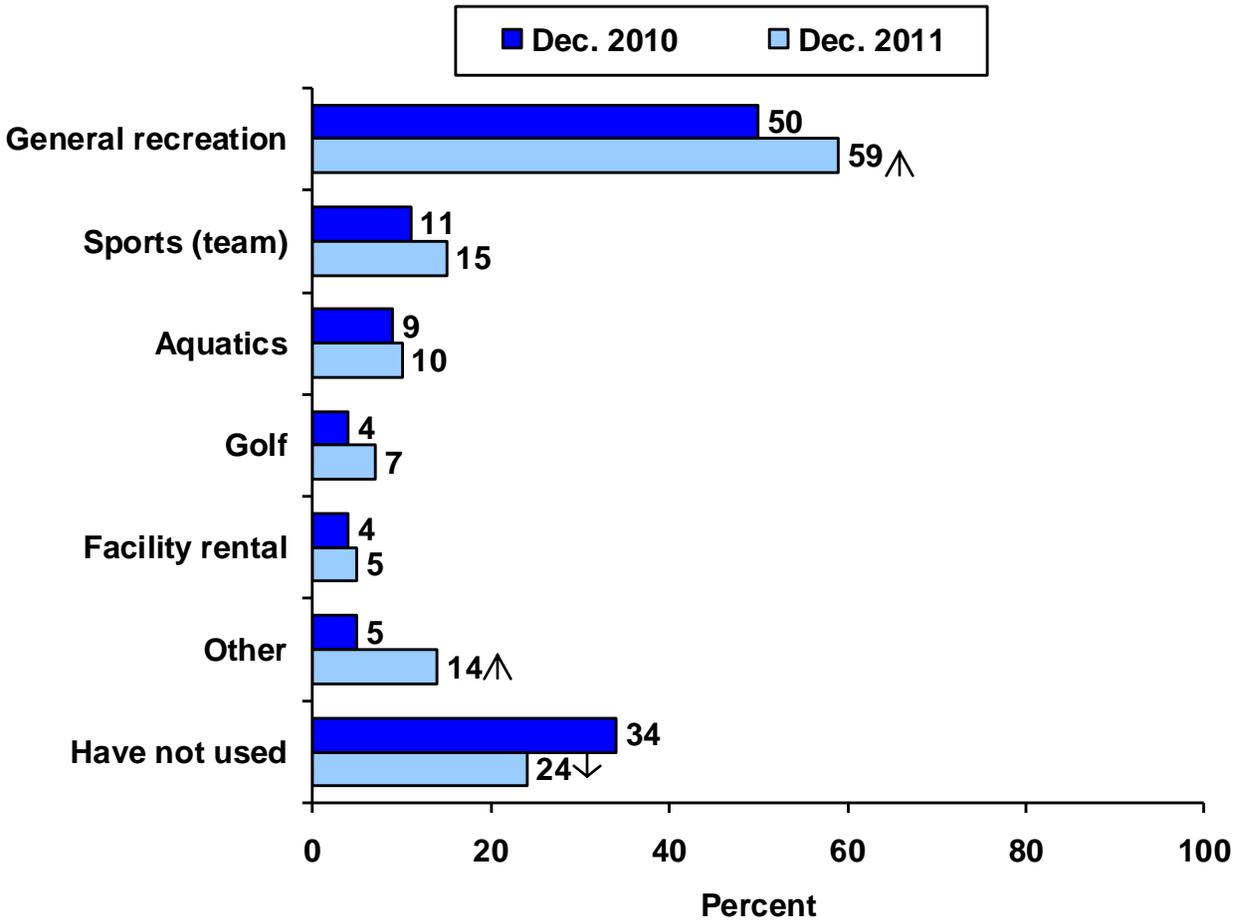
Question: Q11d. “Now, thinking about **police services** that the City provides, please rate each of the following, using a scale of “excellent,” “good,” “fair,” and “poor.”
 Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited **in the past 12 months**.”

Base: Respondents who have used Police Services in the past 12 months, excluding “don’t knows.” (Base Varies)

Note: This question asked beginning in 2010.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

City Park/Facility Services Used in Past 12 Months 2-Wave Trend



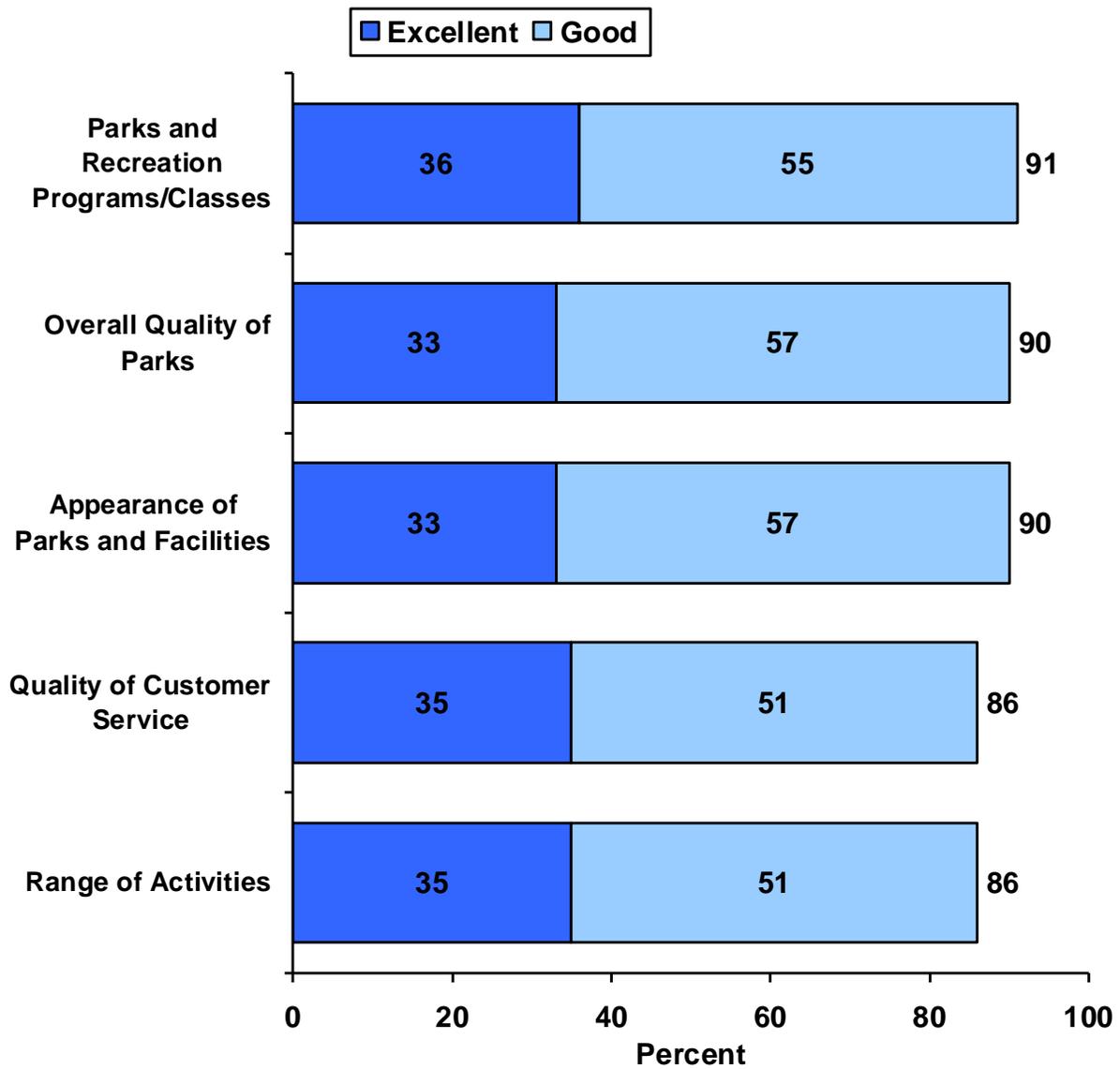
Question: Q11e. "If you have used a city park or facility over the past 12 months, what was the nature of the service?"

Base: Total respondents. (n=537)

Note: This question asked beginning in 2010.

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 2010* (i.e., difference significant at or above the 95% confidence level.)

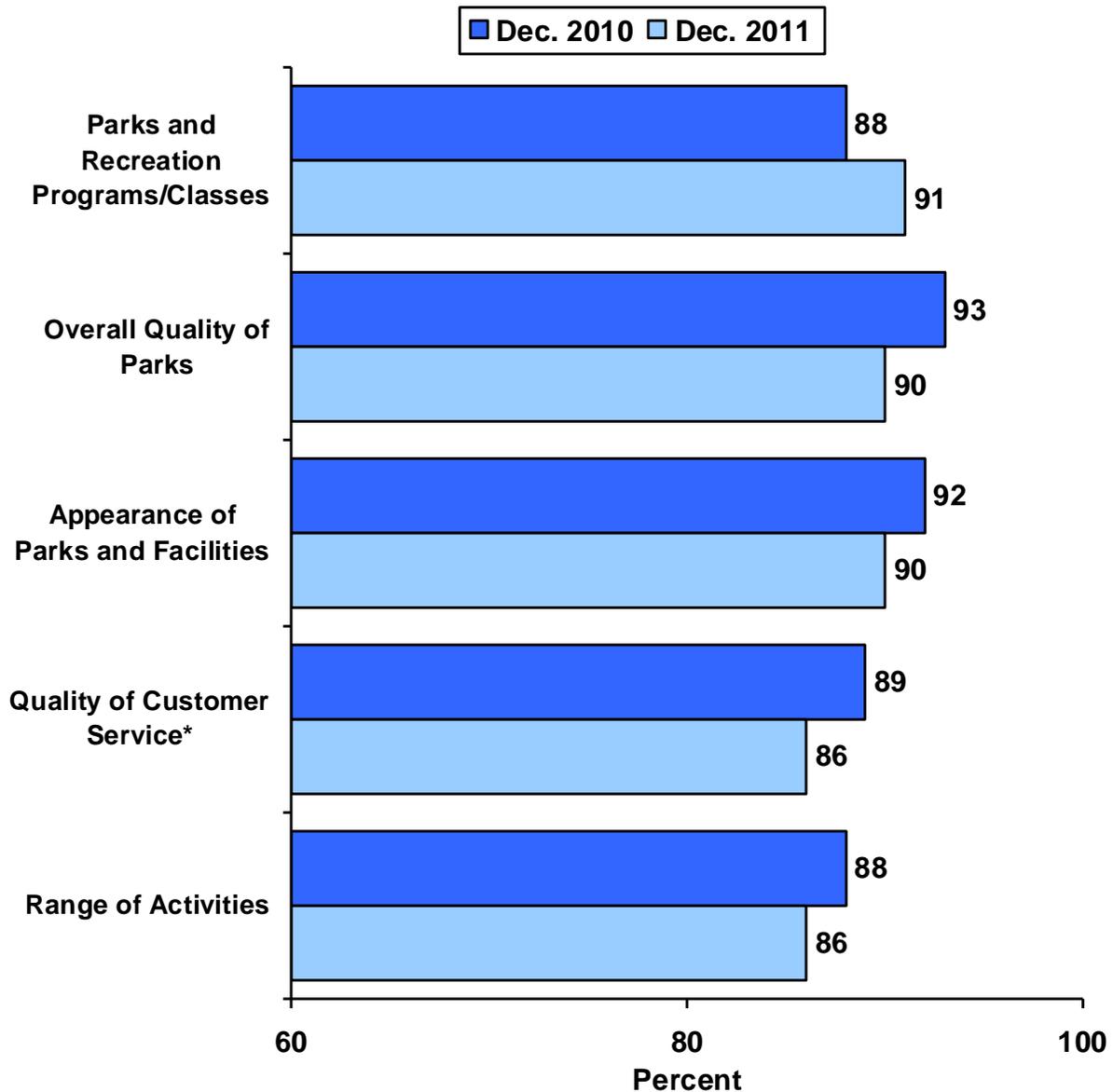
Ratings of Parks and Recreation Facilities



Question: Q12a. "Now, thinking about the Arlington parks and recreation facilities, please rate each of the following, using a scale of "excellent", "good", "fair", and "poor".

Base: Total respondents, excluding "don't knows." (Base Varies)

Ratings of Parks and Recreation Facilities – 2-Wave Trend (Top-Two Box—Excellent/Good)



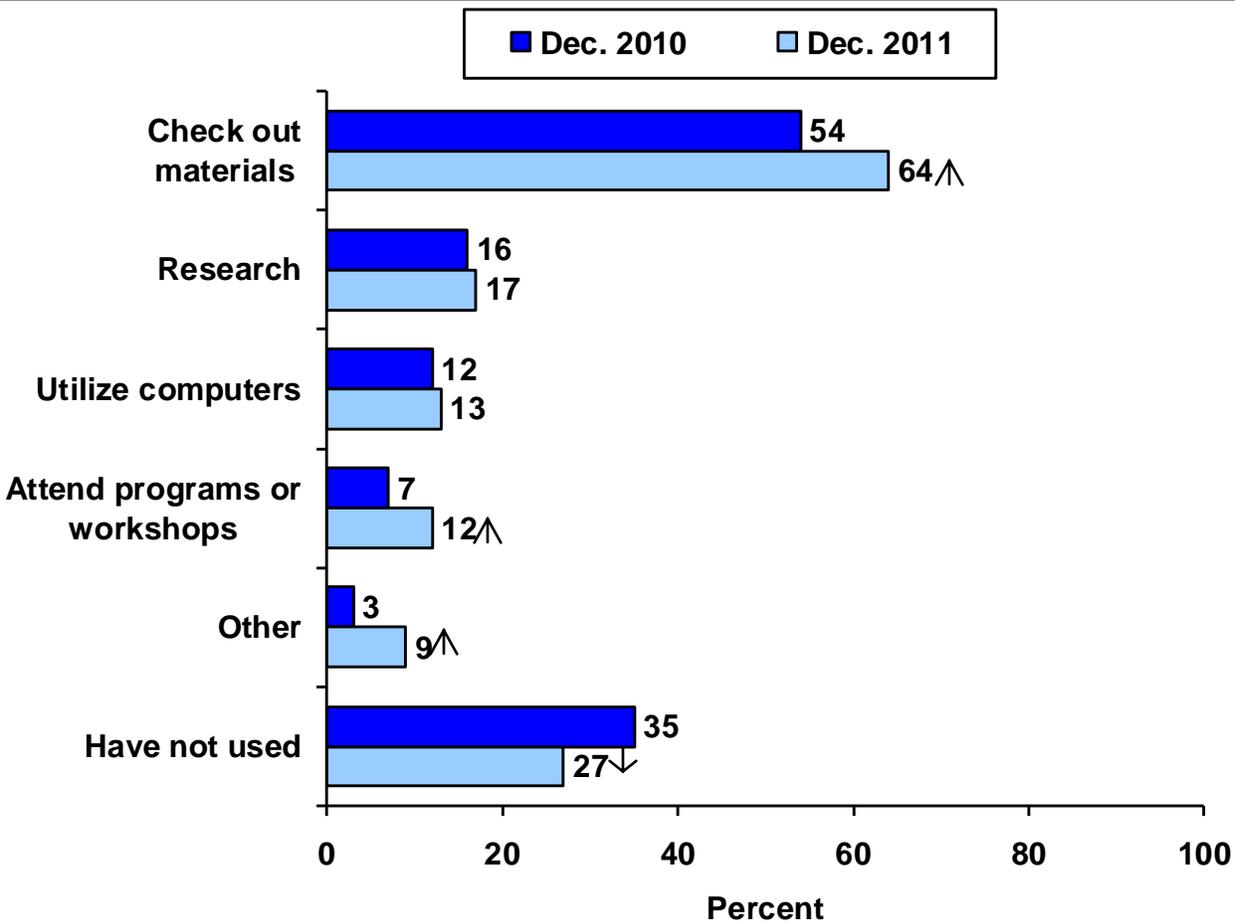
Question: Q12a. “Now, thinking about the Arlington parks and recreation facilities, please rate each of the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

* Added in 2010.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

City Library Services Used in Past 12 Months 2-Wave Trend



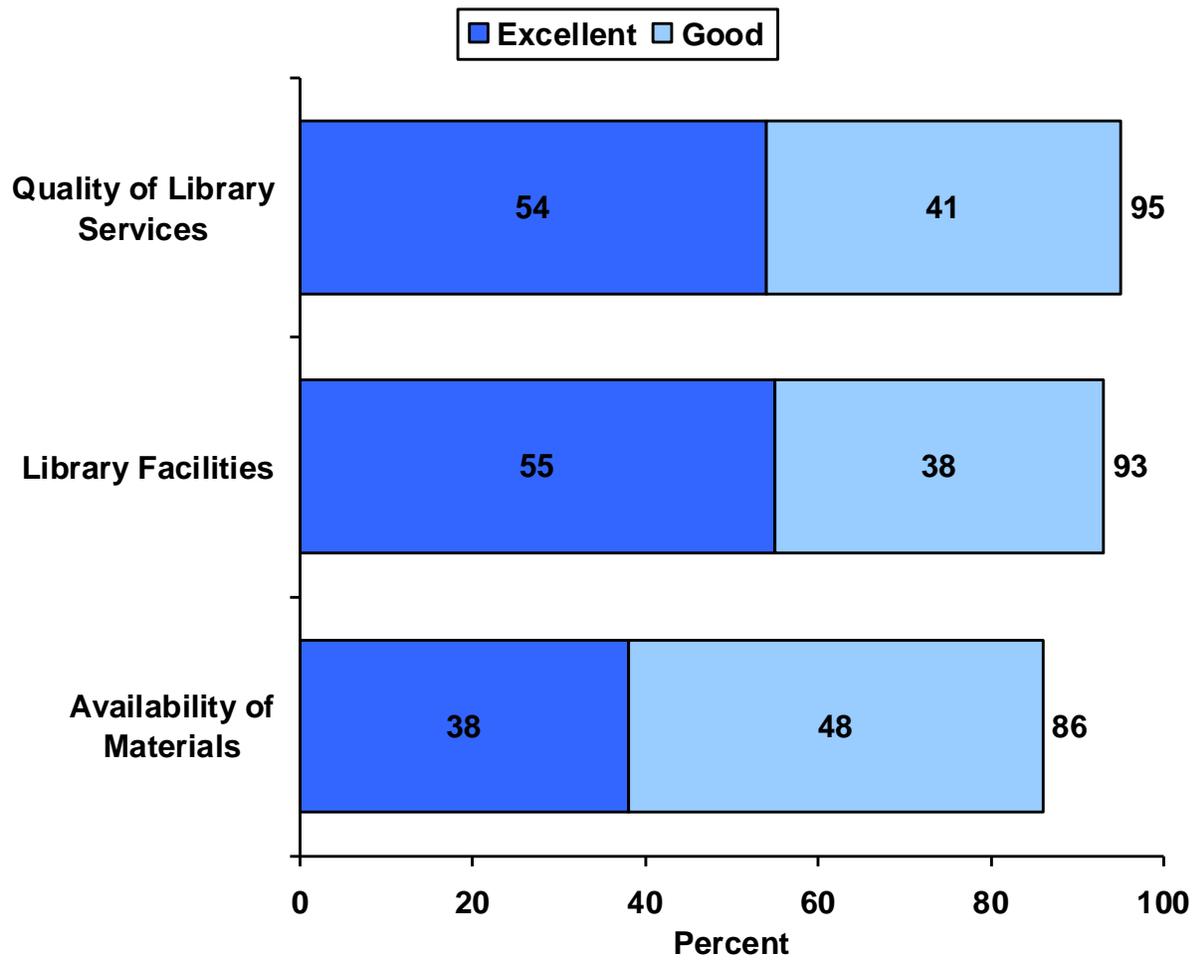
Question: Q12b. "If you, or anyone in your household, have used a city library over the past 12 months, what was the nature of the service?"

Base: Total respondents. (n=537)

Note: This question asked beginning in 2010.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

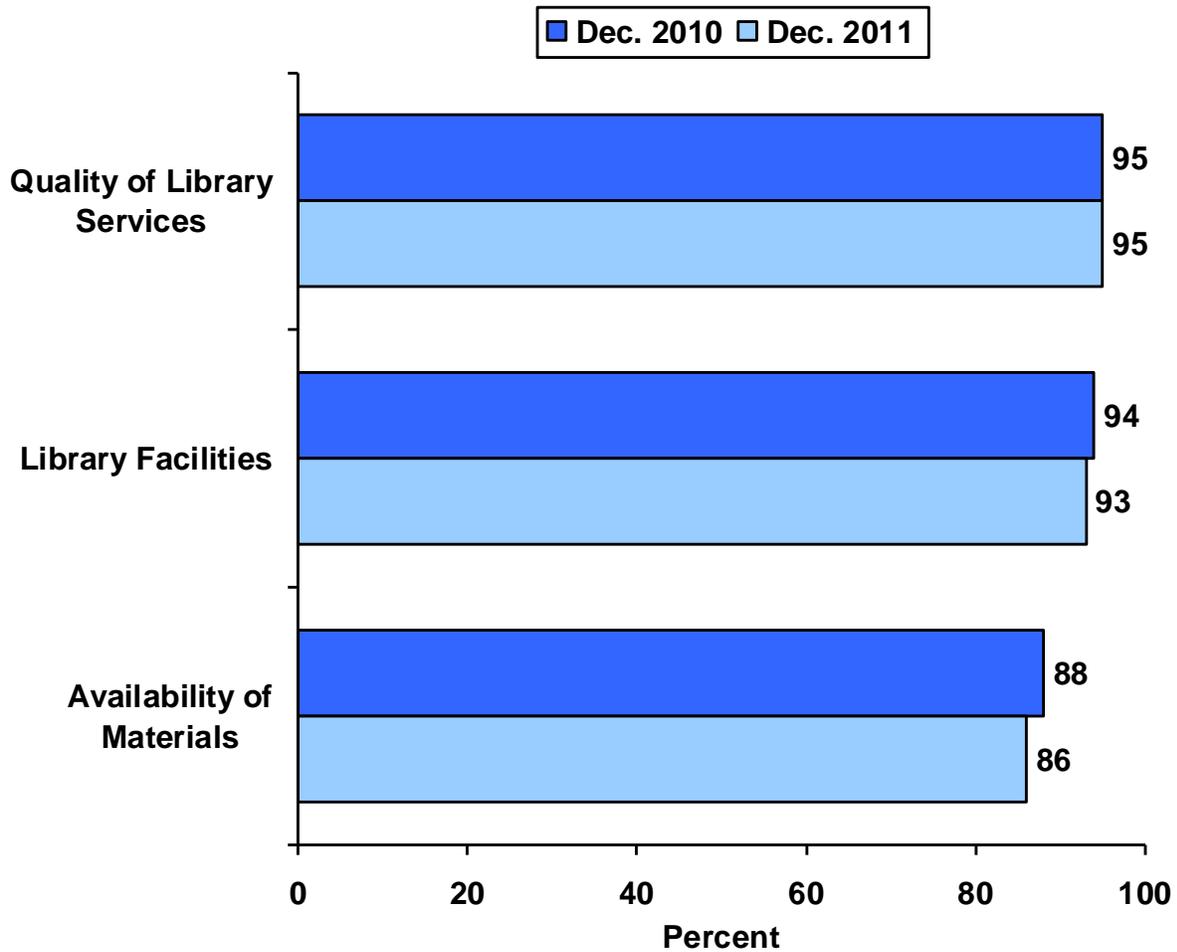
Ratings of Library Services/Facilities by Users



Question: Q13. "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

Base: Respondents who have visited a library in the past 12 months. (Base Varies)

Ratings of Library Services/Facilities by Users – 2-Wave Trend (Top-Two Box—Excellent/Good)

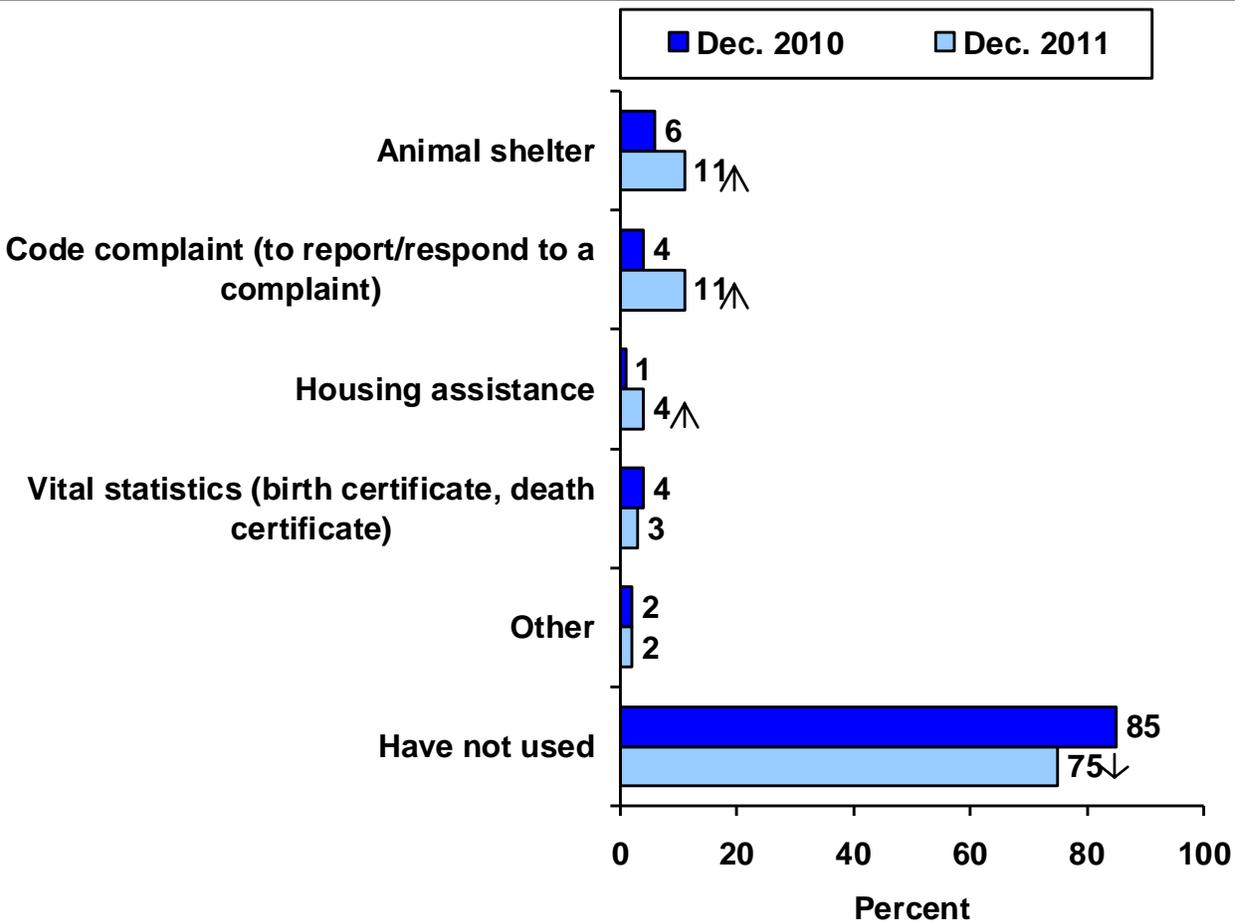


Question: Q13. "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

Base: Respondents who have visited a library in the past 12 months. (Base Varies)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Community Services Used in Past 12 Months 2-Wave Trend



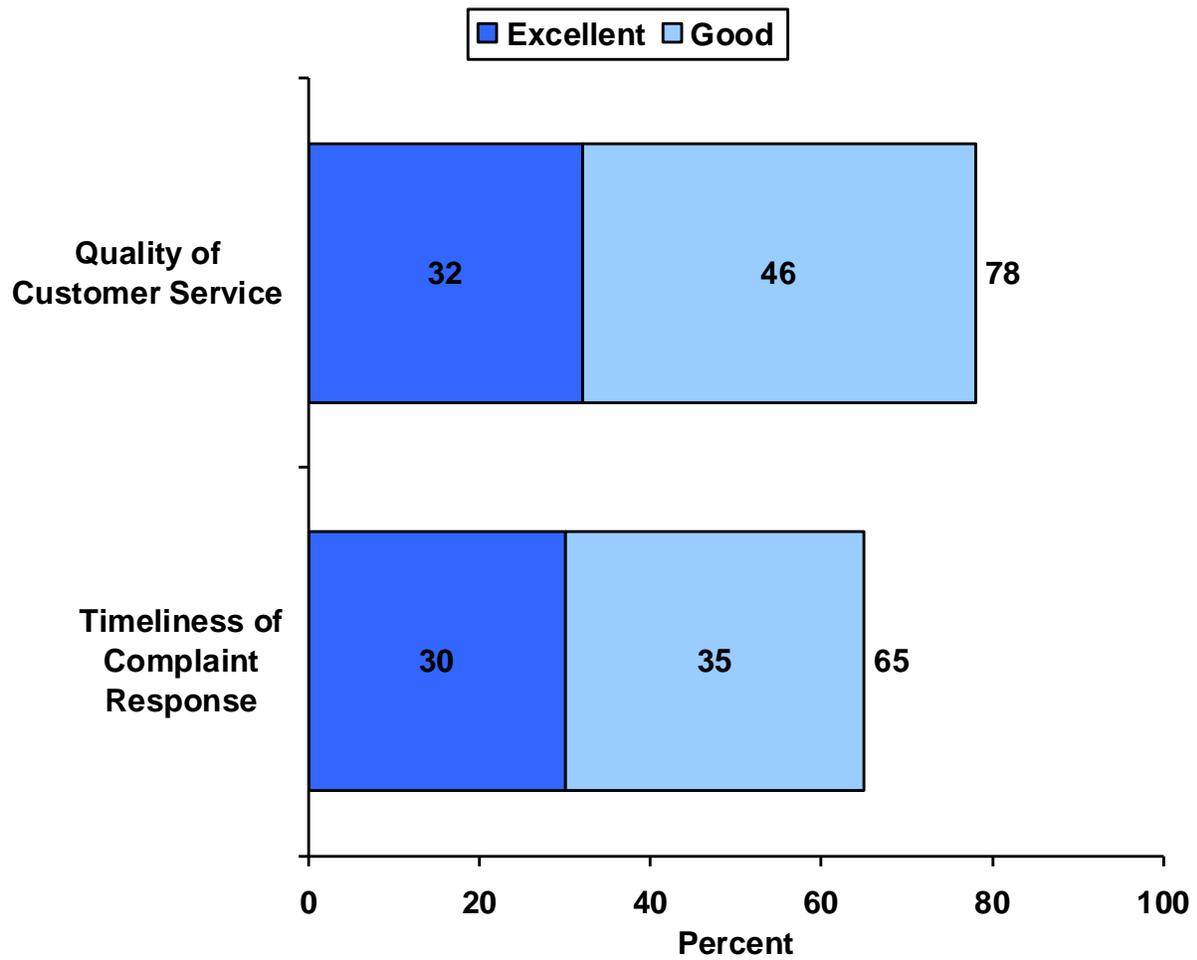
Question: Q13a. "If you have utilized community services over the past 12 months, what was the nature of the service?"

Base: Total respondents. (n=537)

Note: This question asked beginning in 2010.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Ratings of Community Services by Users

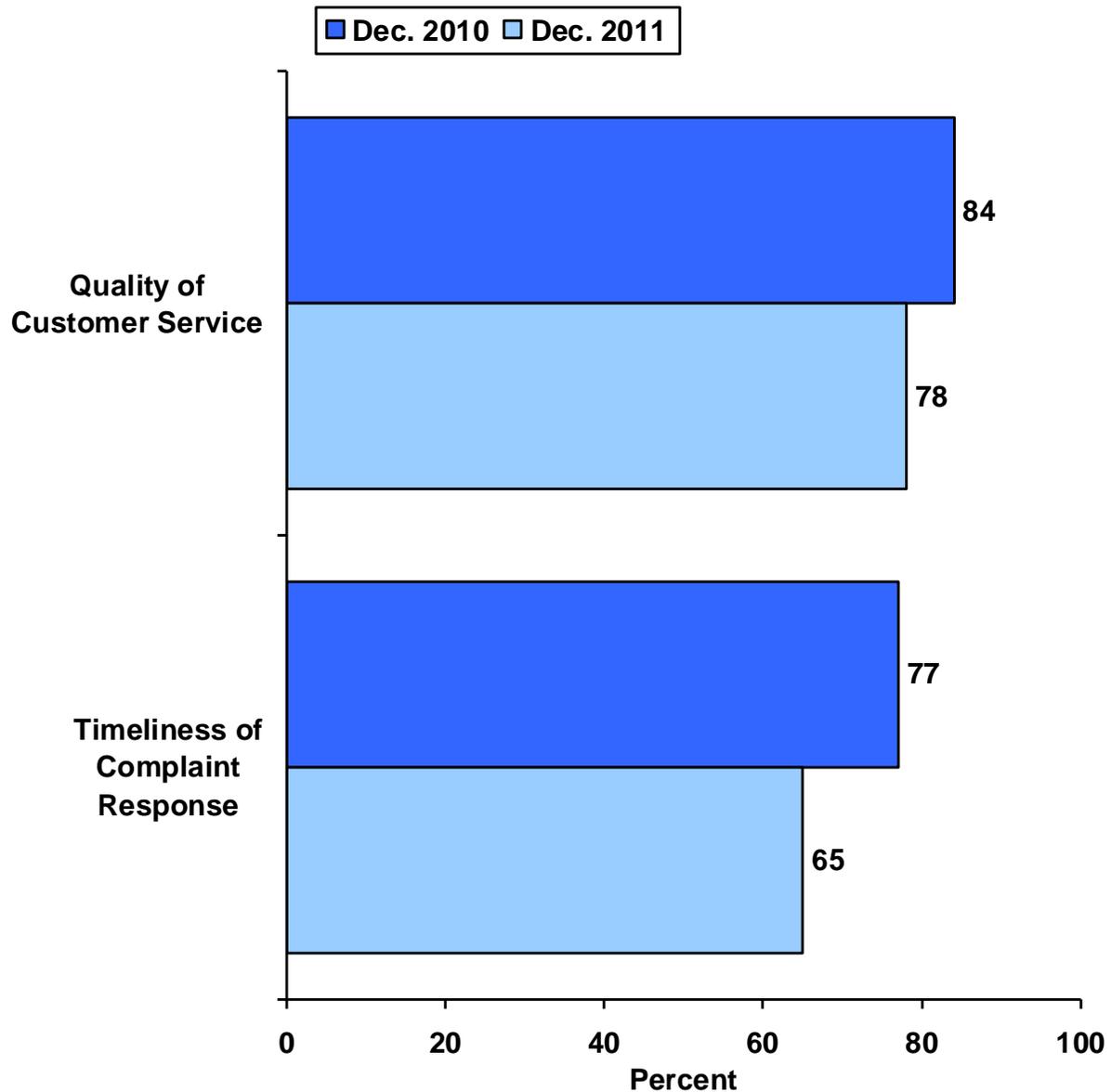


Question: Q13b. "Considering the services that community services provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Base: Respondents who have used Community Services in the past 12 months, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2010.

Ratings of Community Services by Users – 2-Wave Trend (Top-Two Box—Excellent/Good)



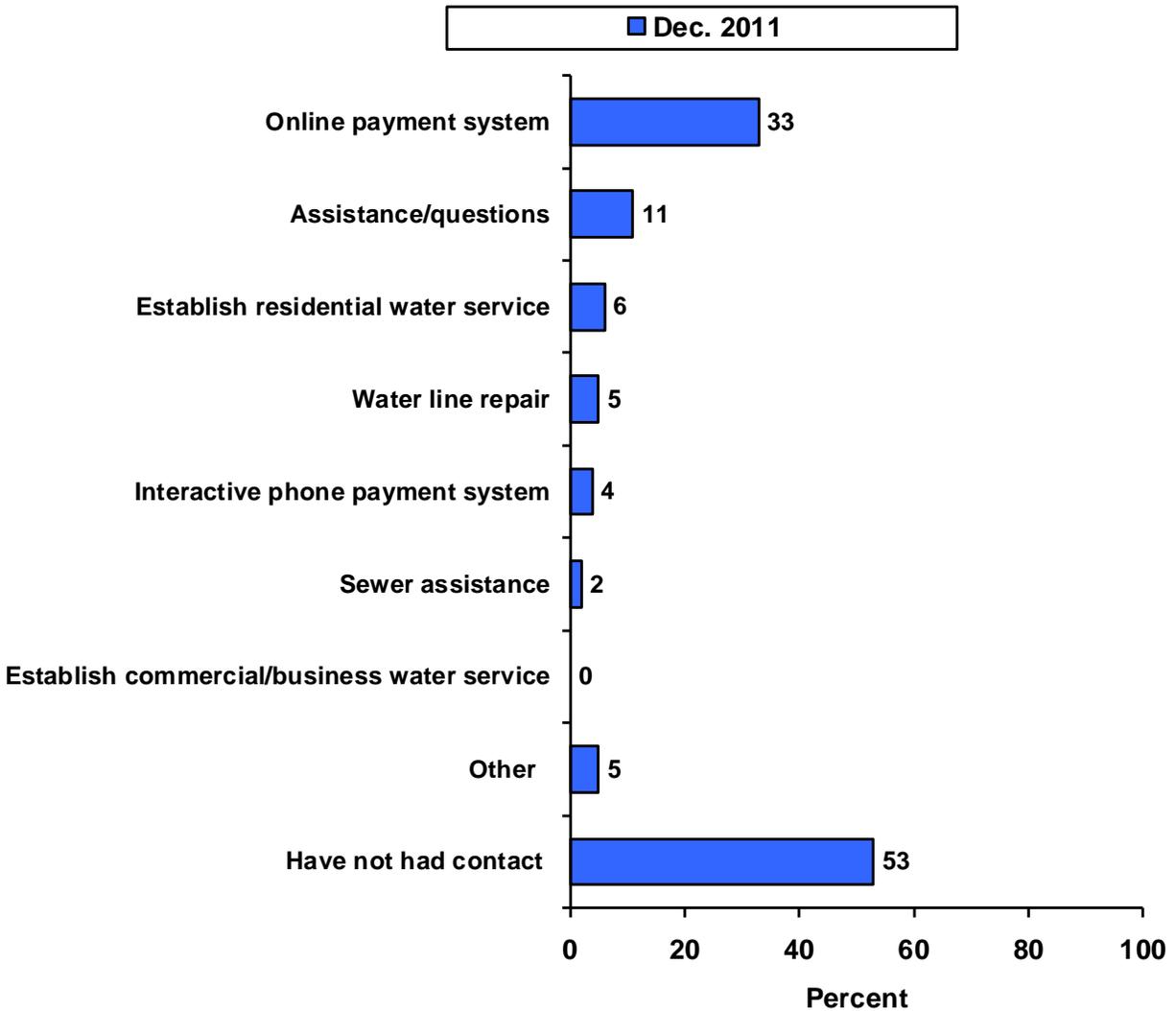
Question: Q13b. “Considering the services that community services provides, please rate each of the following, using a scale of “excellent,” “good,” “fair,” and “poor.”

Base: Respondents who have used Community Services in the past 12 months, excluding “don’t knows.” (Base Varies)

Note: This question asked beginning in 2010.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Services Water Utilities Department Contacted for in Past 12 Months



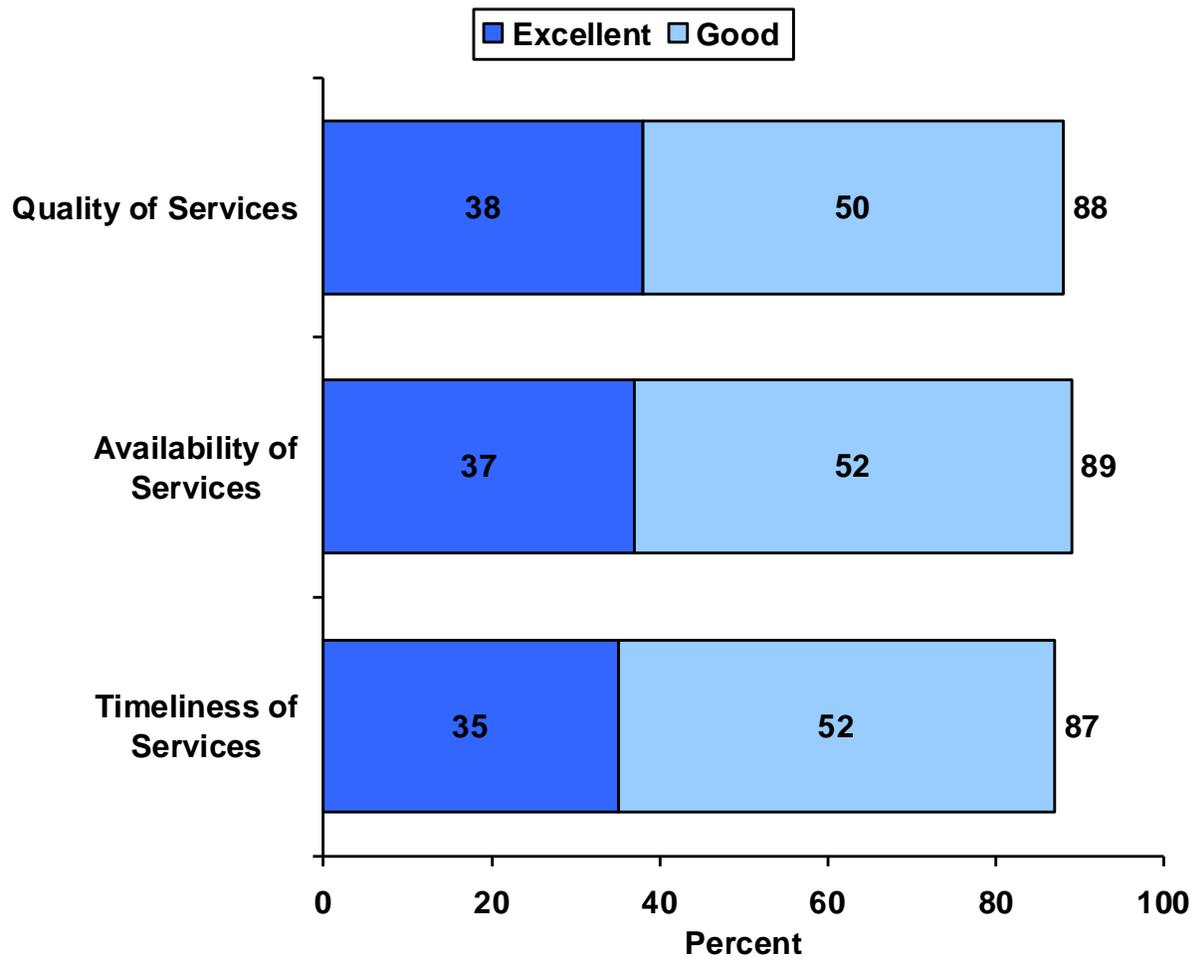
Question: Q14a. "During the past 12 months, if you have had contact with the Water Utilities Department, what was the nature of the contact?"

Base: Total respondents. (n=537)

Note: This question asked beginning in 2012.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Ratings of Water Utilities Services by Users

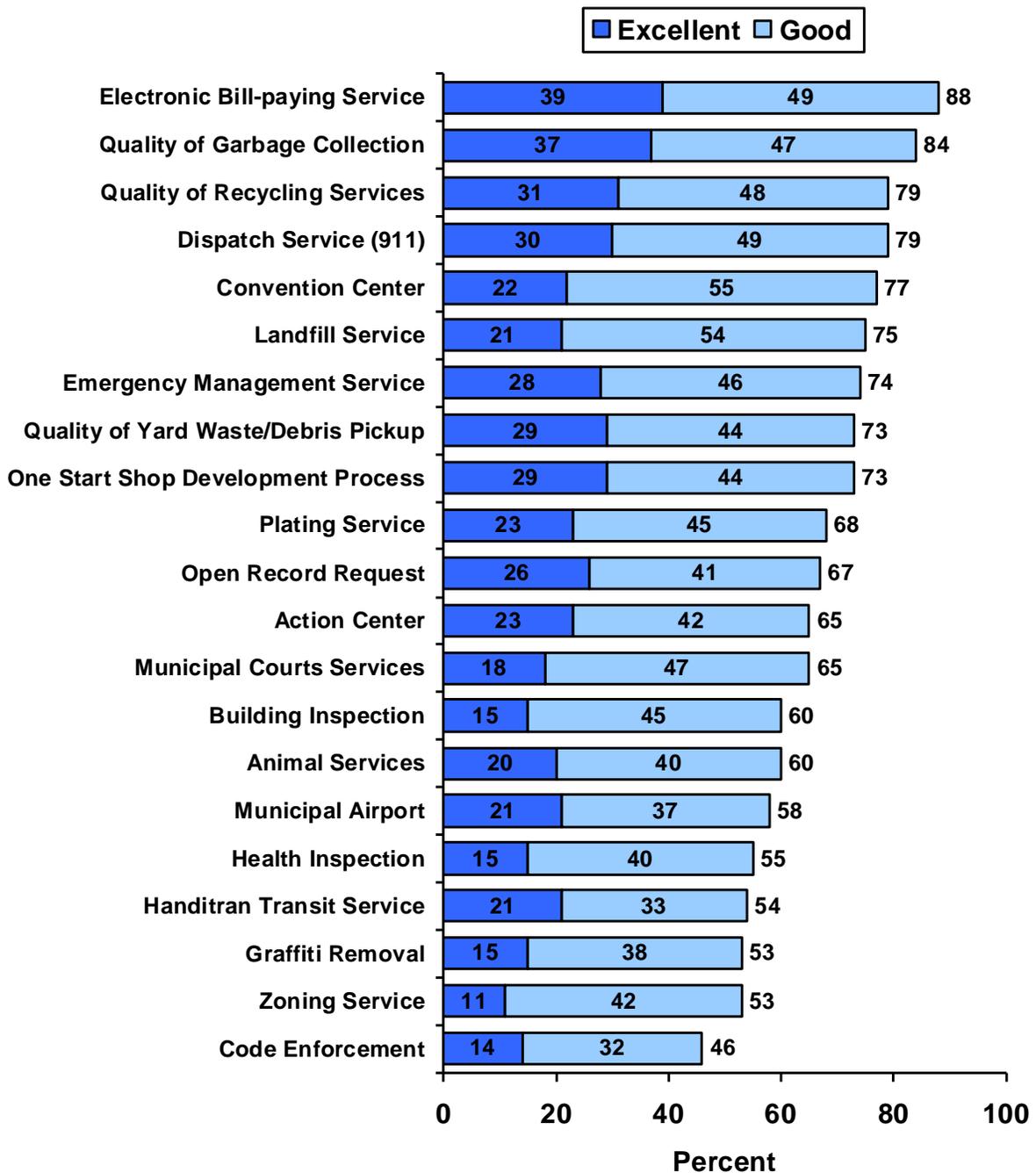


Question: Q14b. "Now, thinking about water customer services that the City provides, please rate each of the following. "

Base: Respondents who have used Water Customer Services in the past 12 months, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2012.

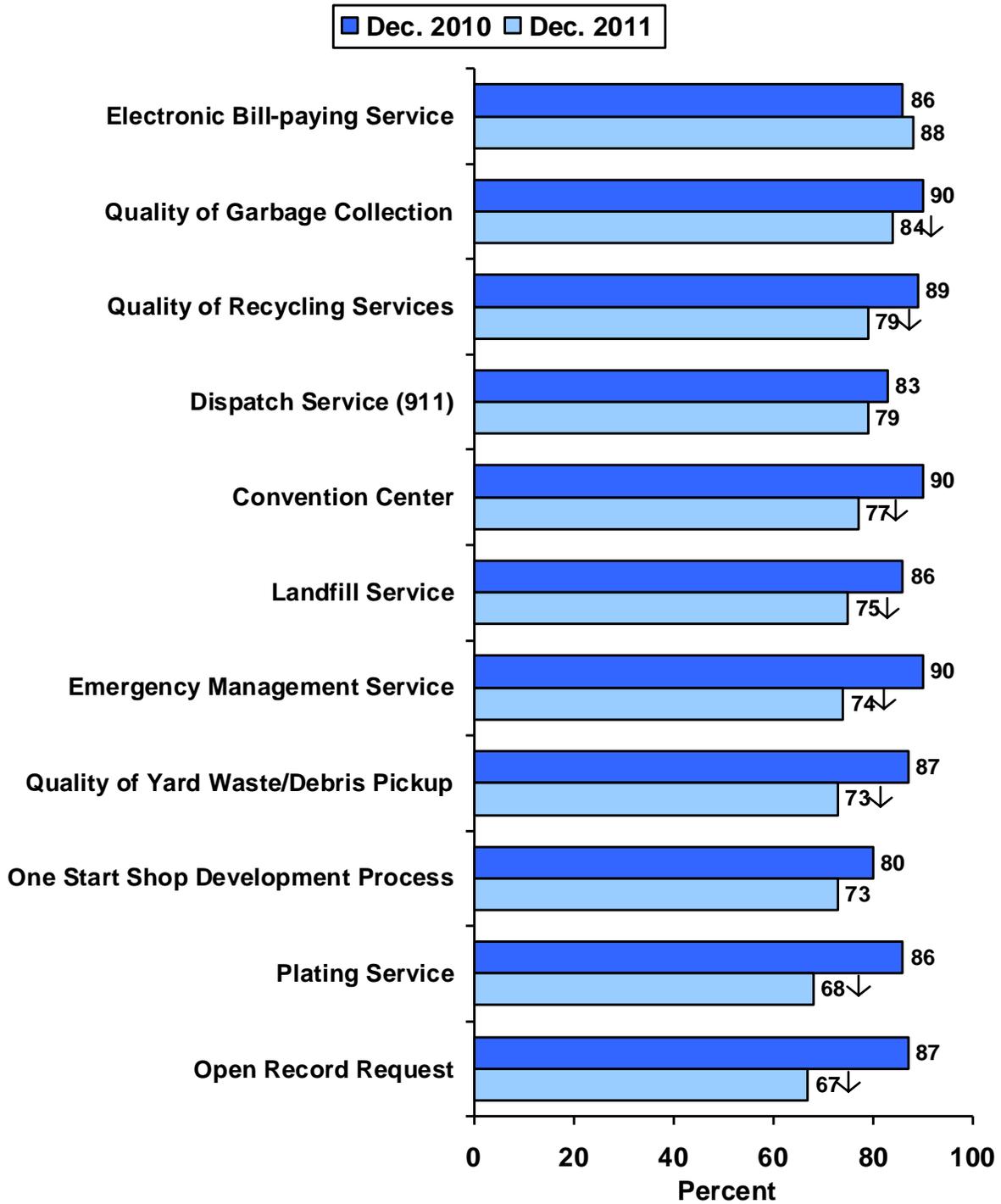
Ratings of Other City Services by Users



Question: Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited **in the past 12 months**."

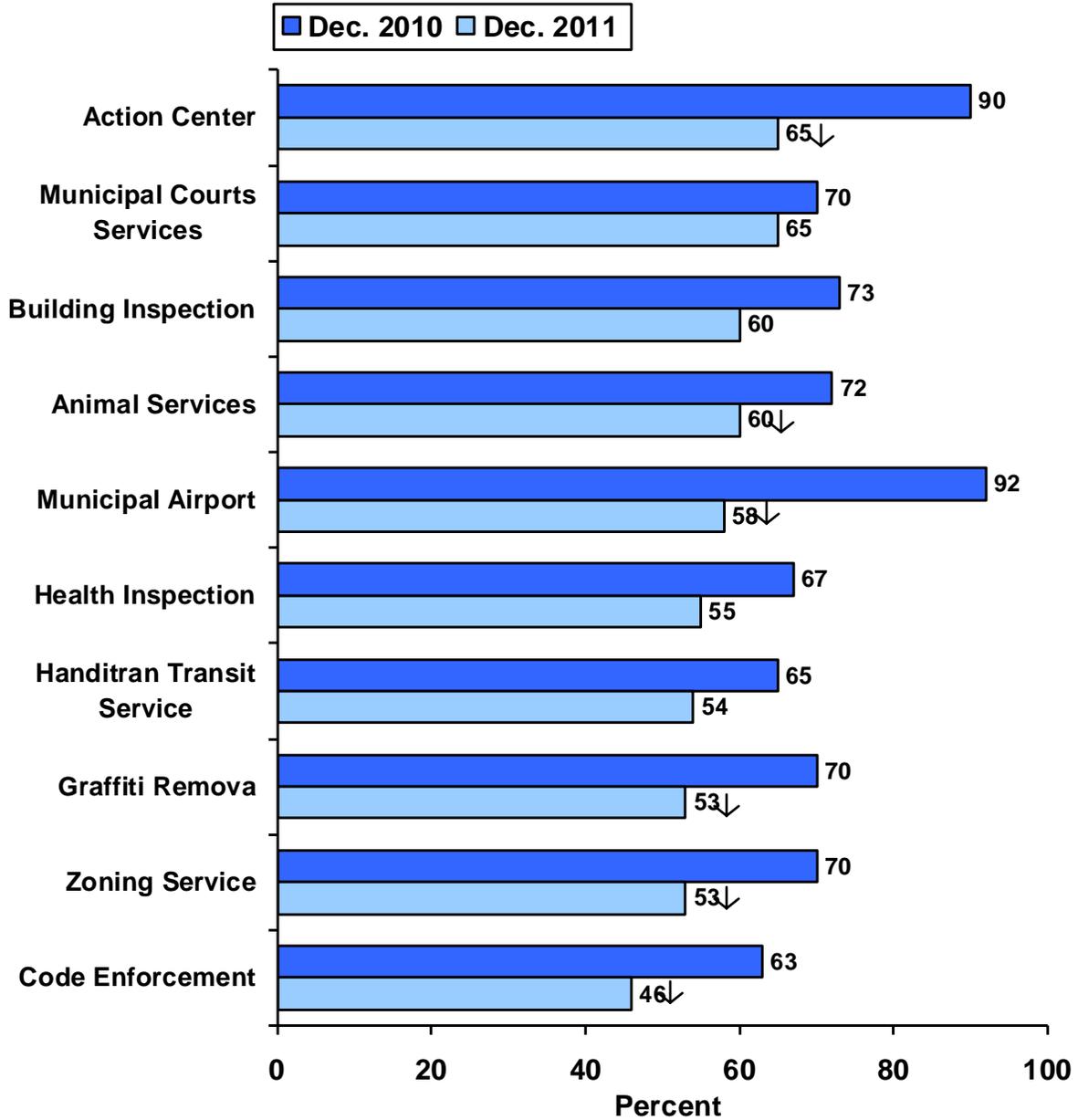
Base: Total respondents, excluding "don't knows." (Base Varies)

Ratings of Other City Services by Users – 2-Wave Trend (Top-Two Box—Excellent/Good)



(Continued)

Ratings of Other City Services by Users – 2-Wave Trend (Top-Two Box—Excellent/Good) (Cont.)

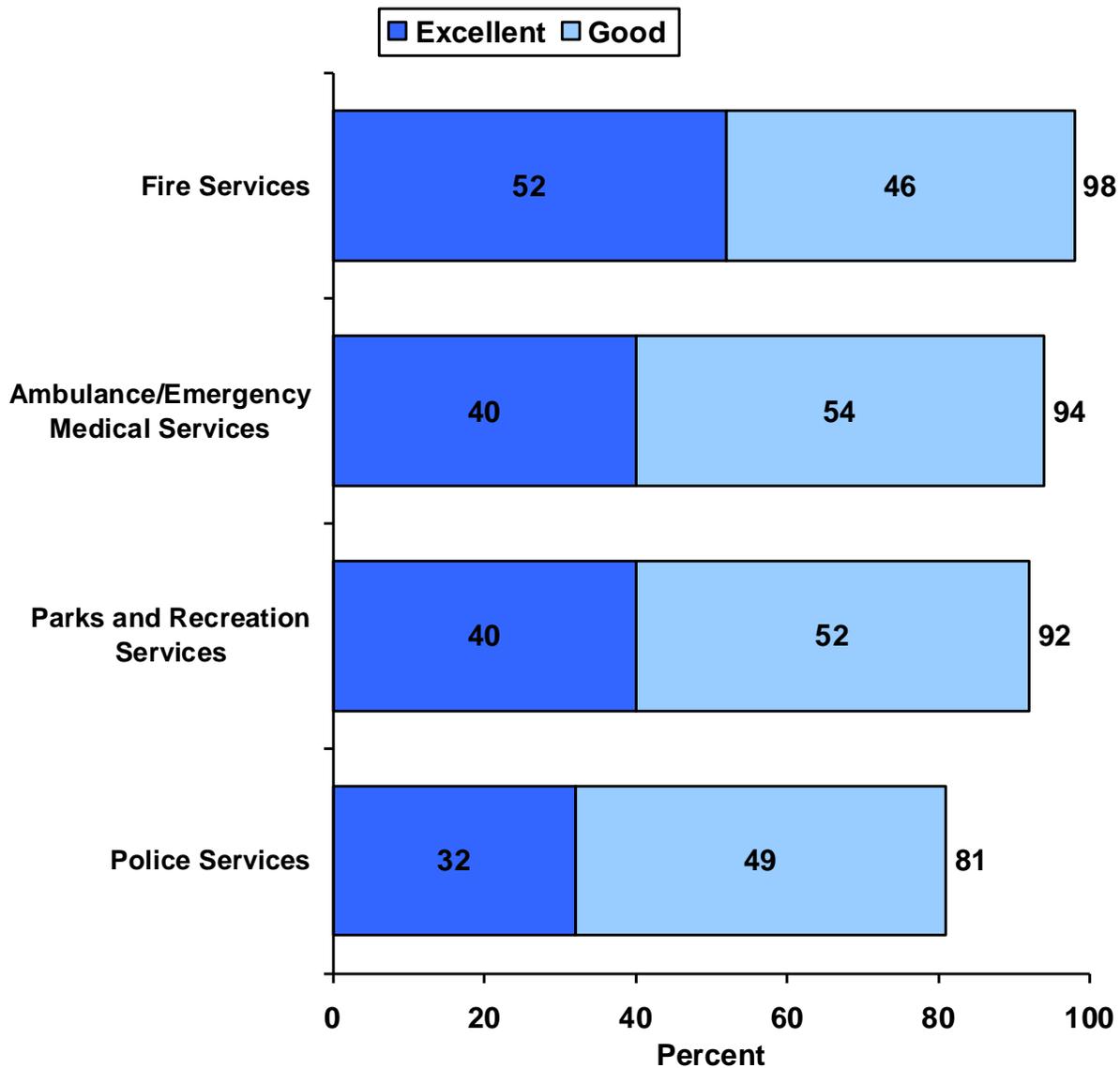


Question: Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited **in the past 12 months.**”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Perceptions of “Quality of Services in the City” by All Citizens



Question: Q11aX. “Whether or not you’ve had direct contact with the Fire Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

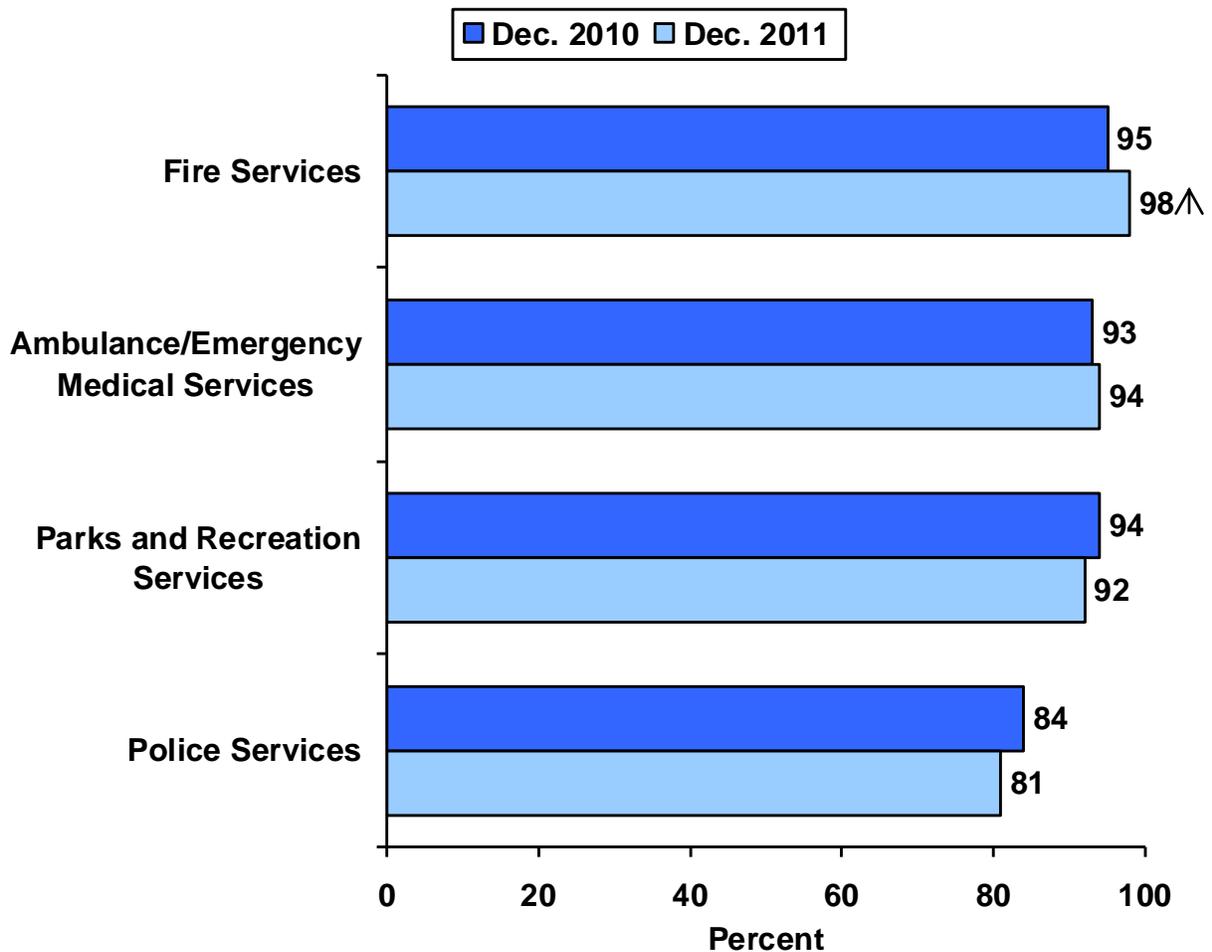
Q11bX. “Whether or not you’ve had direct contact or experience with ambulance services or emergency medical services in the city, how would you rate quality of ambulance services or emergency medical services in the city?”

Q11dX. “Whether or not you’ve had direct contact with the Police Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Q12aX. “Whether or not you’ve had direct contact with the Parks & Recreation Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Perceptions of “Quality of Services in the City” by All Citizens 2-Wave Trend (Top-Two Box—Excellent/Good)

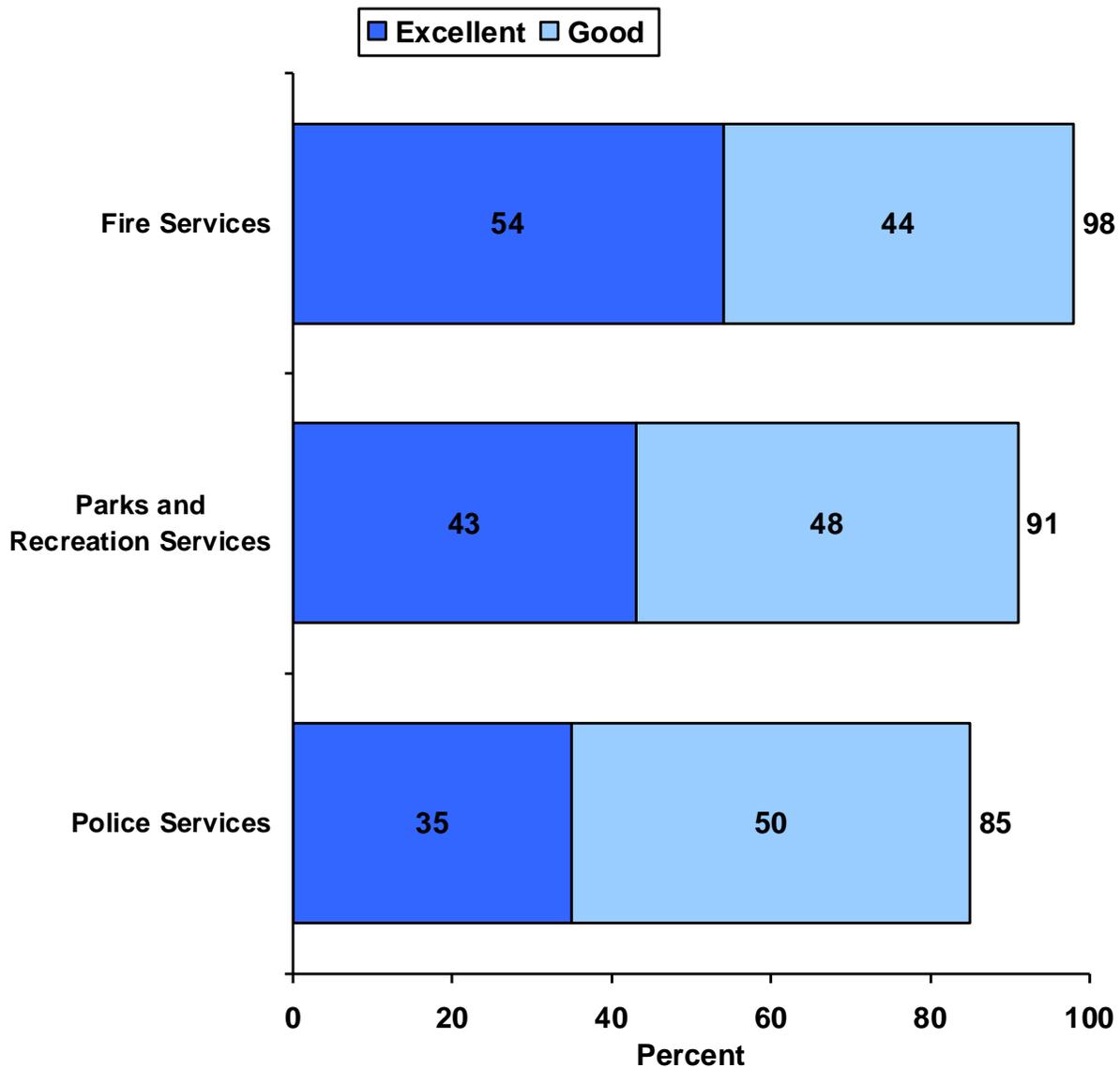


- Question: Q11aX. “Whether or not you’ve had direct contact with the Fire Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.
- Q11bX. “Whether or not you’ve had direct contact or experience with ambulance services or emergency medical services in the city, how would you rate quality of ambulance services or emergency medical services in the city?”
- Q11dX. “Whether or not you’ve had direct contact with the Police Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.
- Q12aX. “Whether or not you’ve had direct contact with the Parks & Recreation Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Perceptions of “Availability of Services” by All Citizens



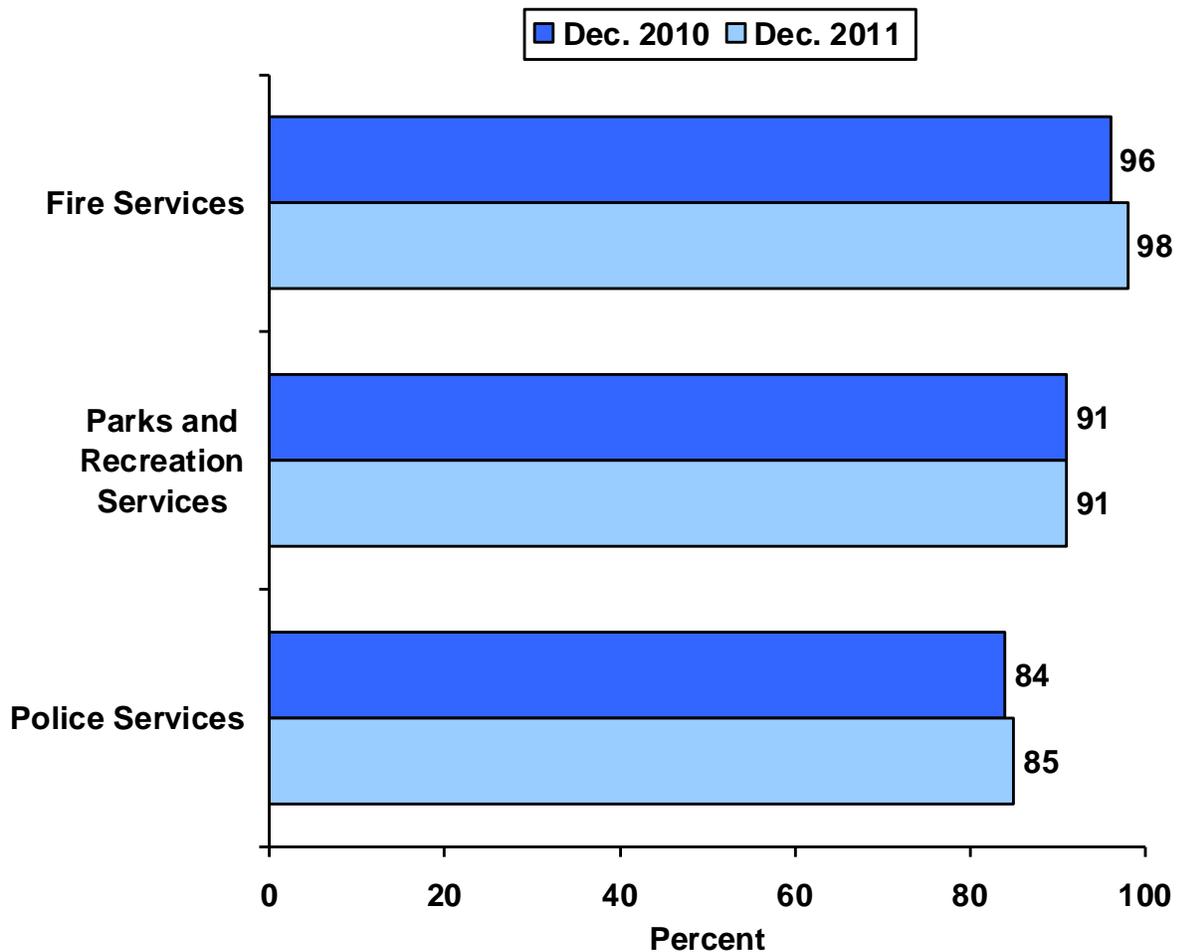
Question: Q11aX. “Whether or not you’ve had direct contact with the Fire Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Q11dX. “Whether or not you’ve had direct contact with the Police Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Q12aX. “Whether or not you’ve had direct contact with the Parks & Recreation Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Perceptions of “Availability of Services” by All Citizens 2-Wave Trend (Top-Two Box—Excellent/Good)



Question: Q11aX. “Whether or not you’ve had direct contact with the Fire Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

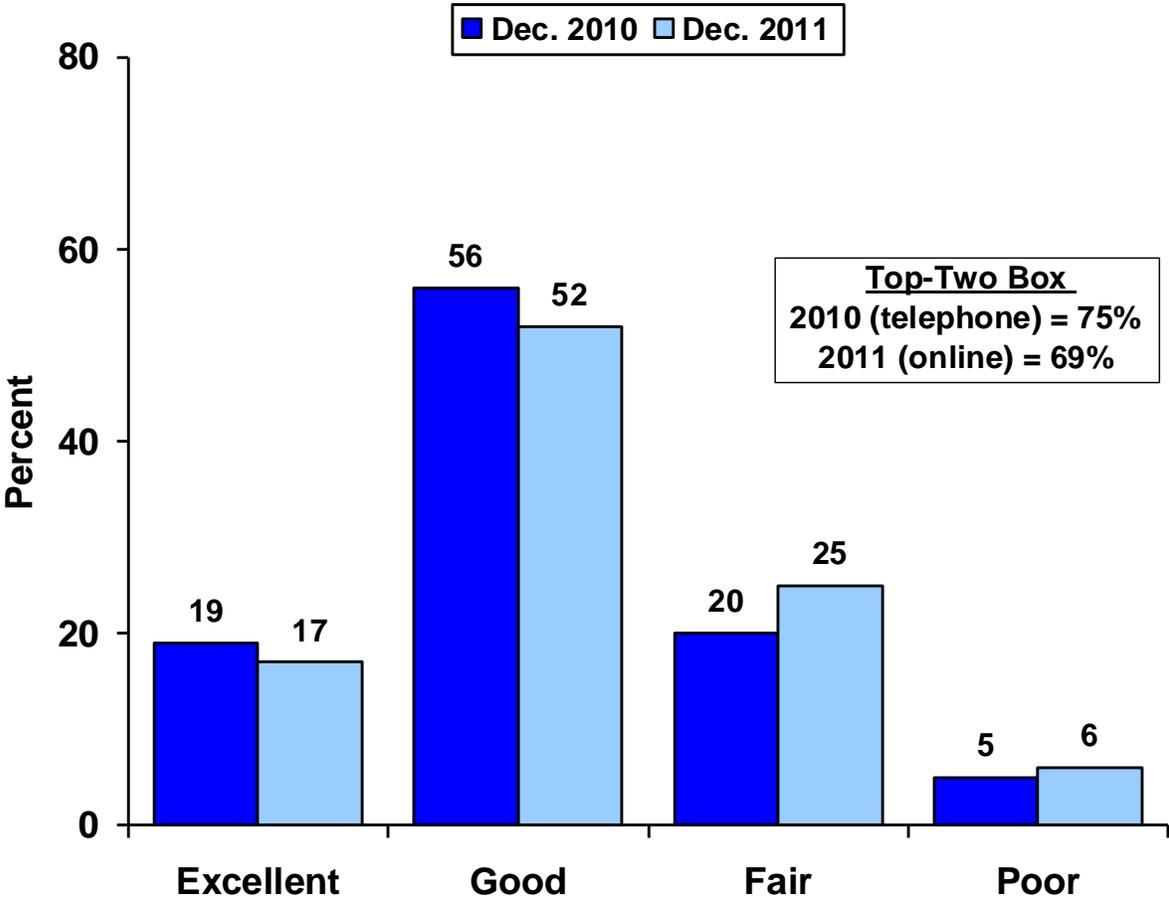
Q11dX. “Whether or not you’ve had direct contact with the Police Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Q12aX. “Whether or not you’ve had direct contact with the Parks & Recreation Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Customer Service Provided by City 2-Wave Trend



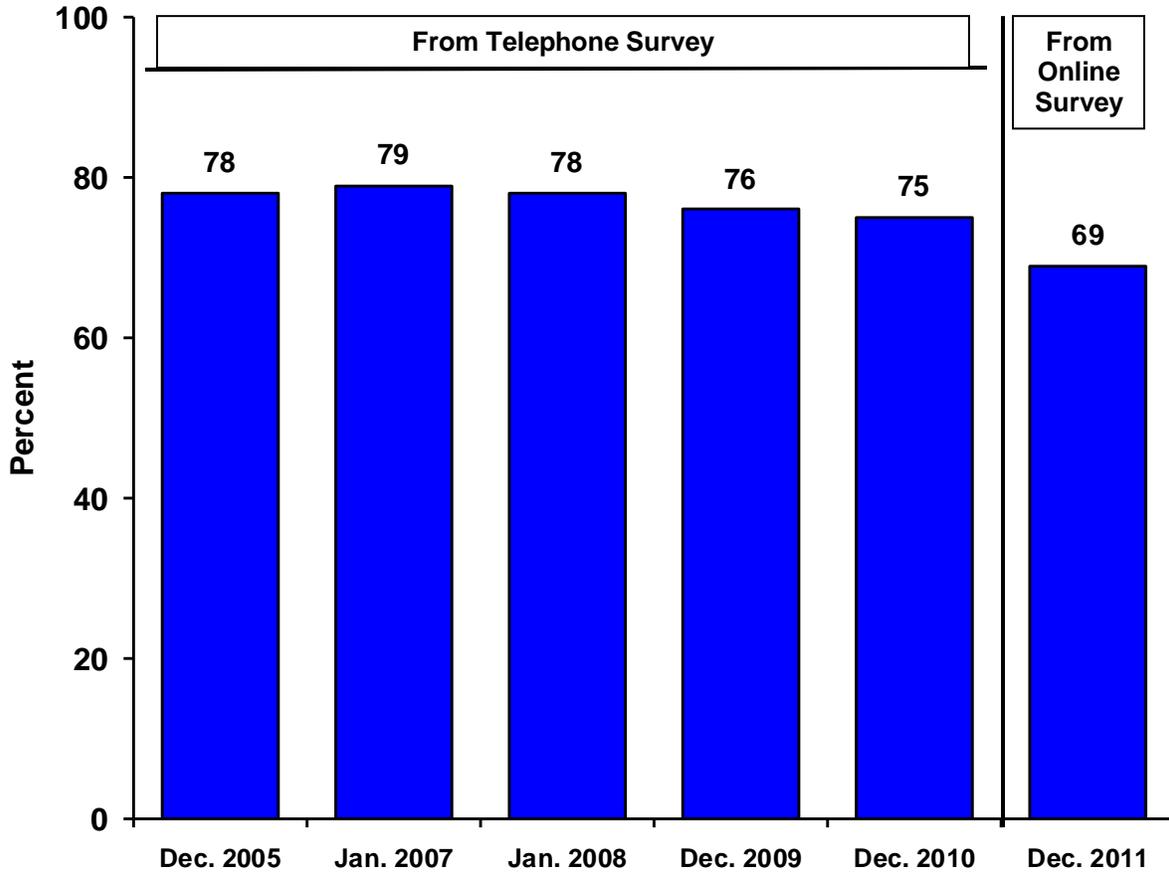
Question: Q6. "Overall, how would you rate the level of customer service provided by City of Arlington departments?"

Base: Total respondents, excluding "don't knows." (n=452)

Note: This question asked beginning in 2005.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Customer Service Provided by City - Trend (Top-Two Box—Excellent/Good)



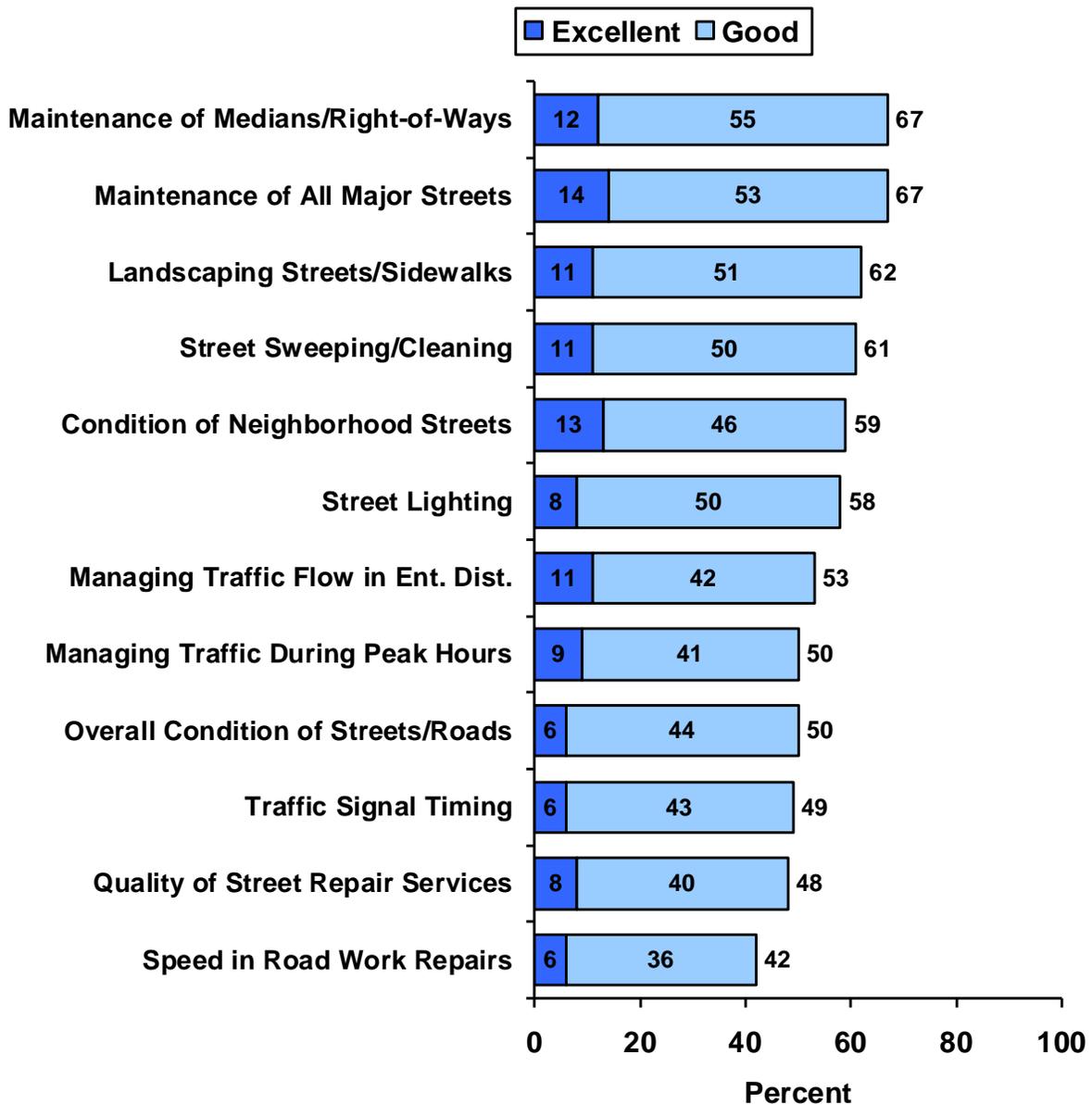
Question: Q6. "Overall, how would you rate the level of customer service provided by City Of Arlington departments?"

Base: Total respondents, excluding "don't knows." (2005 n= 416; 2007 n=425; 2008 n=418; 2009 n=382; 2010 n=299; 2011 n=452)

Note: This question asked beginning in 2005.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

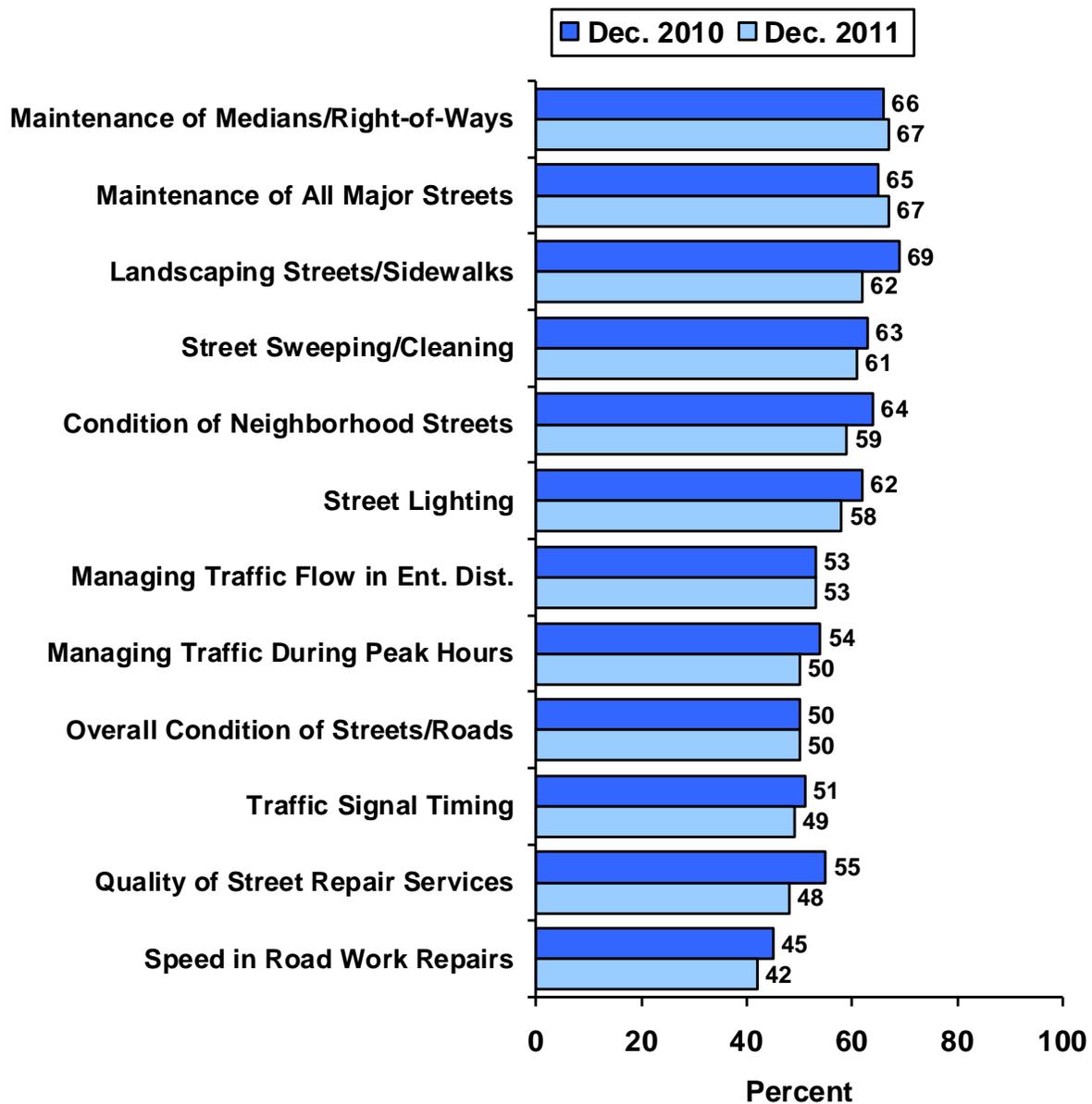
Ratings of Streets by Attribute by All Citizens



Question: Q14. "Thinking about the streets and roads in Arlington, how would you rate the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Ratings of Streets by Attribute by All Citizens – 2-Wave Trend (Top-Two Box—Excellent/Good)

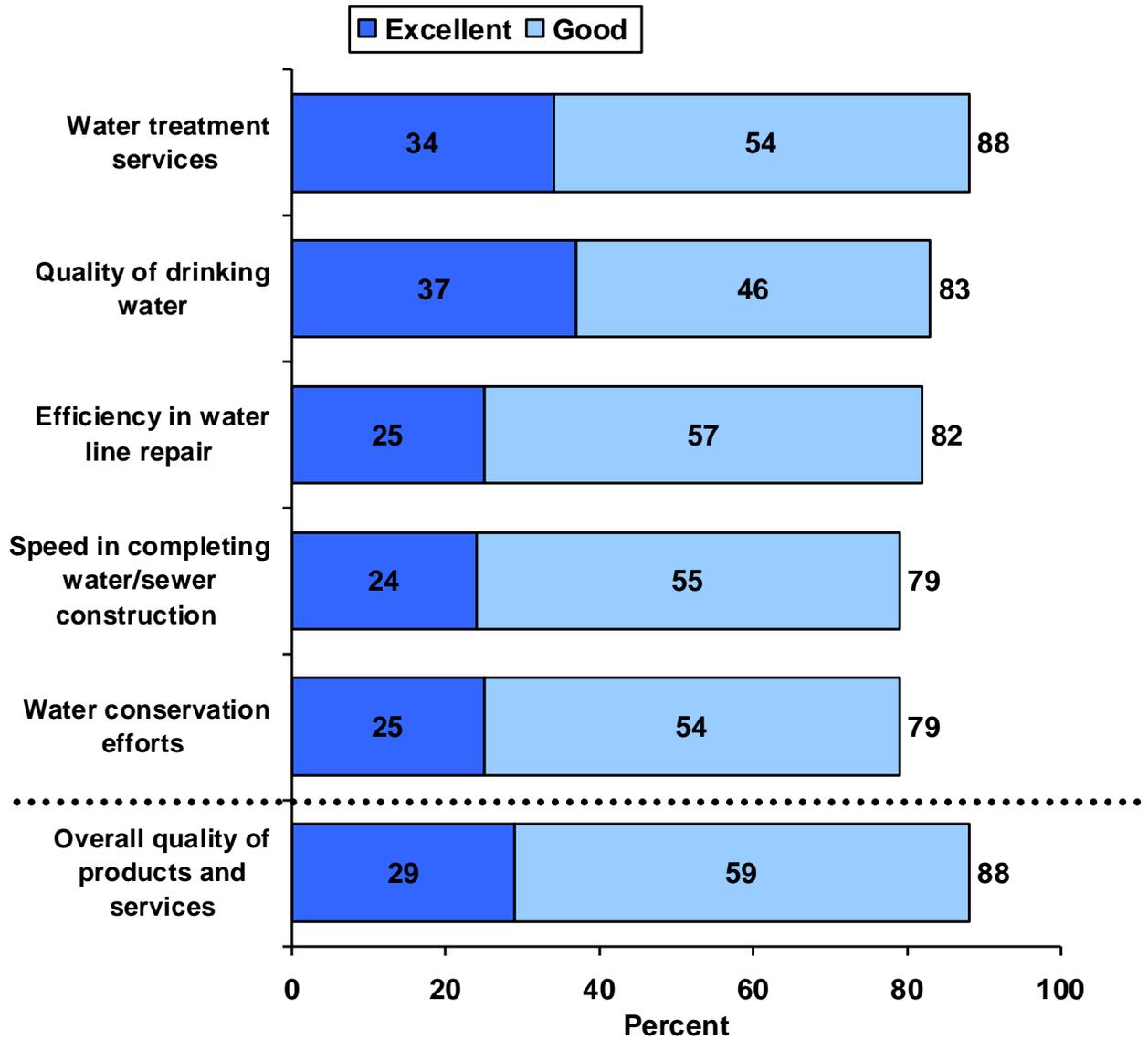


Question: Q14. "Thinking about the streets and roads in Arlington, how would you rate the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Ratings of Water Utilities Department by All Citizens



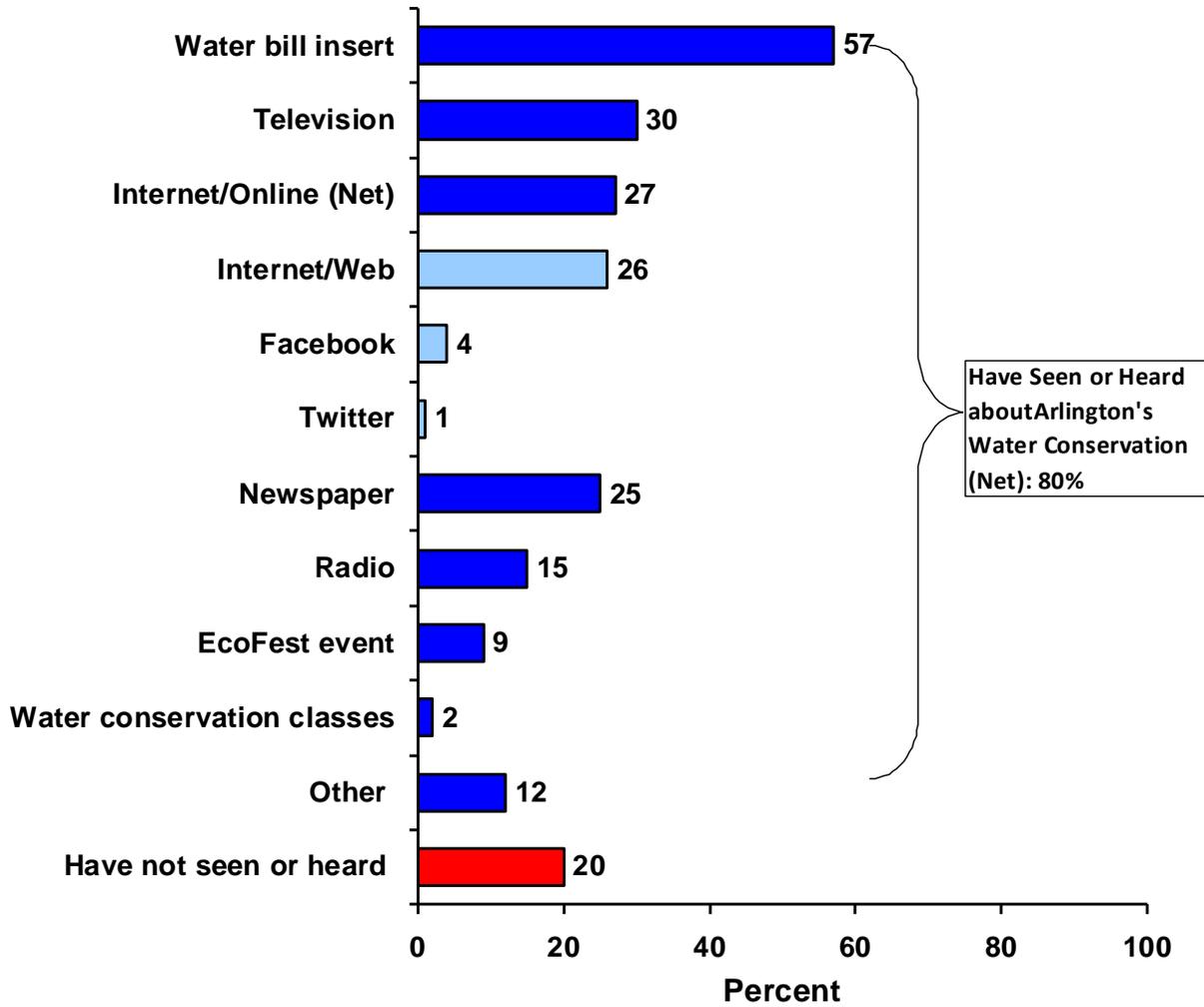
Question: Q14c. "Whether or not you've had direct contact with the Water Utilities Department, please provide your opinion on the following."

Q14e. "Overall, how do you rate the quality of products and services the Water Utilities Department provides?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2012.

Information Sources for Arlington's Water Conservation Efforts



Question: Q28c. "The City works on several ways to encourage water conservation. Where have you seen or heard about Arlington's water conservation efforts?"

Base: Total respondents. (n=537)

Note: This question asked beginning in 2012.

Perceptions of City's Initiatives and Communication Efforts

Consistent with last year, the city's initiatives and projects/campaigns are rated with a wide range of top-two-box ratings, from 31% to 81%, indicating a mix of positive and negative. The city's efforts in encouraging tourism continue to be perceived very positively (81% "excellent" or "good"). Compared to last year, the only area that gains significant improvement is the city's efforts to grow and diversify the economy (67% top-two box vs. 59% in 2010).

However, similar to last year, the city's projects that ***need some improvement*** (rated lower than 60% top-two-box ratings) are:

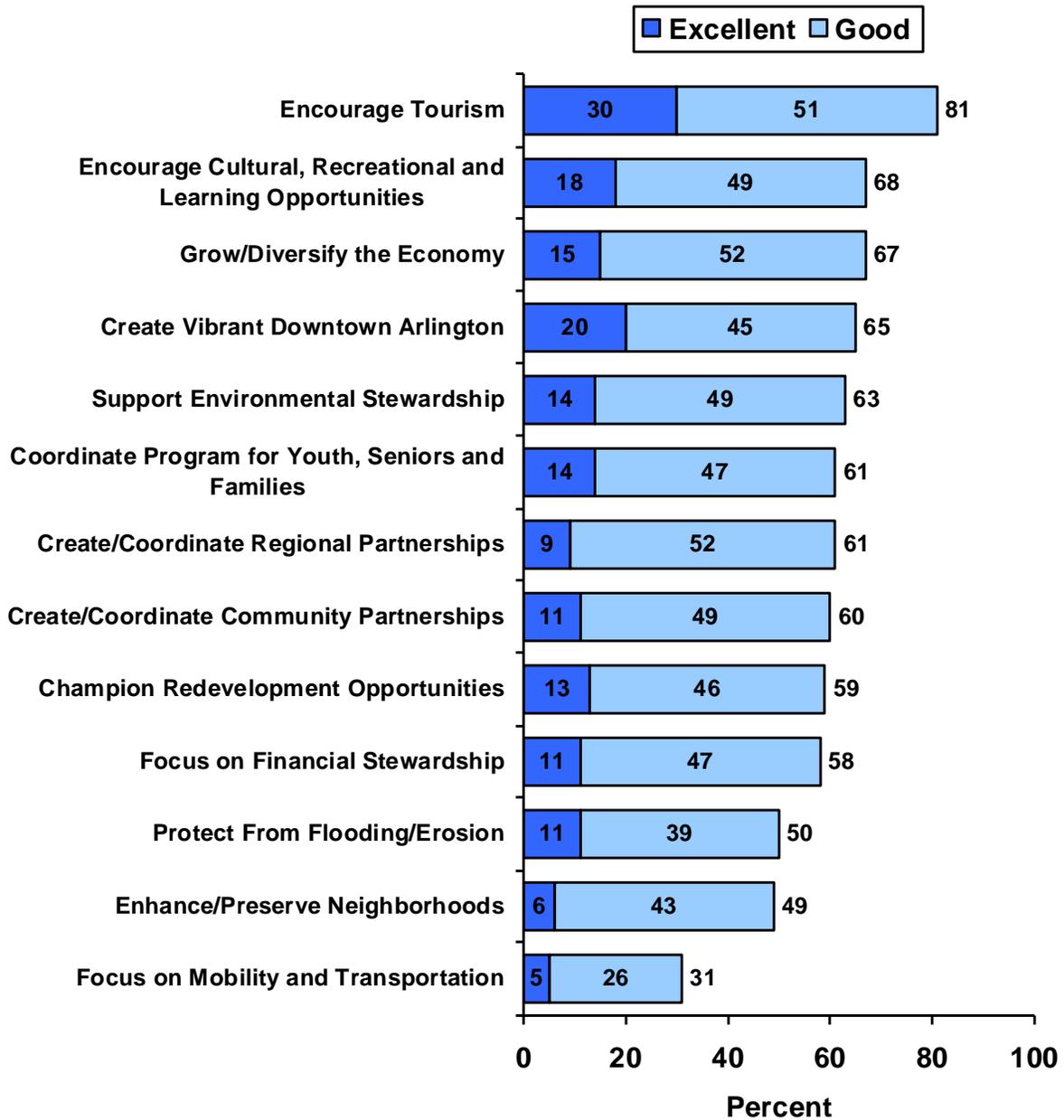
- Focusing on mobility and transportation
- Enhancing and preserving neighborhoods
- Protecting from flooding and erosion
- Focusing on financial stewardship
- Championing redevelopment opportunities

About two-thirds of Arlington residents feel that they would get answers they need when they visit or call a city facility, and that city employees either provide the answer or find someone who can. However, it is notable that perceptions of the city's communication via phone and of city employees' responsiveness have declined compared to last year* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

Also, consistent with last year, only about half agree that they would get the same answer when they ask the same question from different city employees. This continues to suggest more improvements for unequivocal communications with citizens.

The majority of citizens report they use various information sources, including Internet (76%), newspaper (53%), and TV (49%), to keep up with Arlington. Among city's communication channels, the city website continues to be rated highest at a top-two-box rating of 76%, followed by city TV channels (63%), and the council webcast (56%). However, compared to last year, ratings of these city's communication channels have declined, and indicate some needs for enhancement or promotion* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons).

Ratings of City Efforts on Initiatives

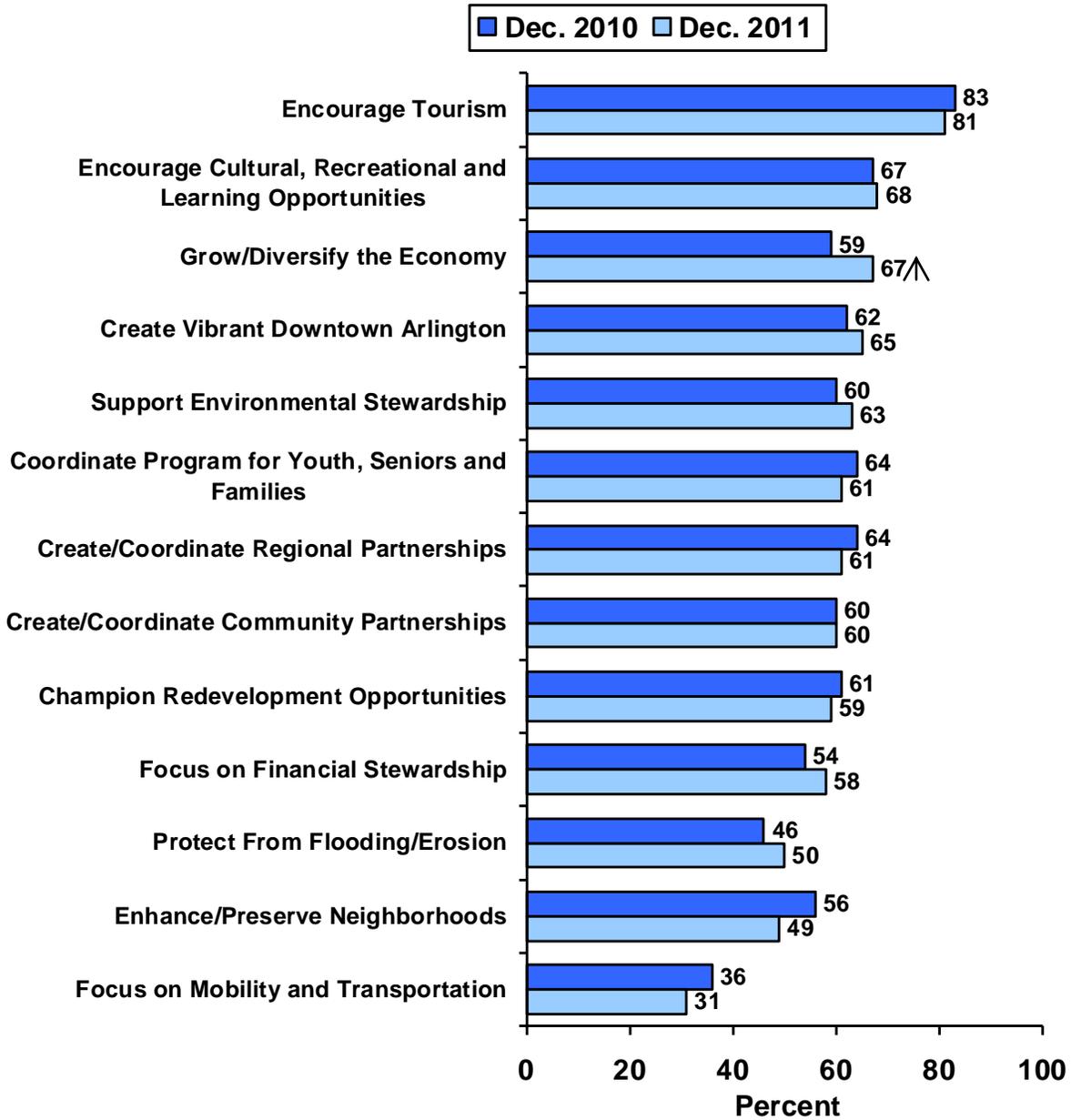


Question: Q20a. "How would you rate the City's efforts in the following areas, using a scale of "excellent," "good," "fair," and "poor"?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2009.

Ratings of City Efforts on Initiatives – 2-Wave Trend (Top-Two Box—Excellent/Good)



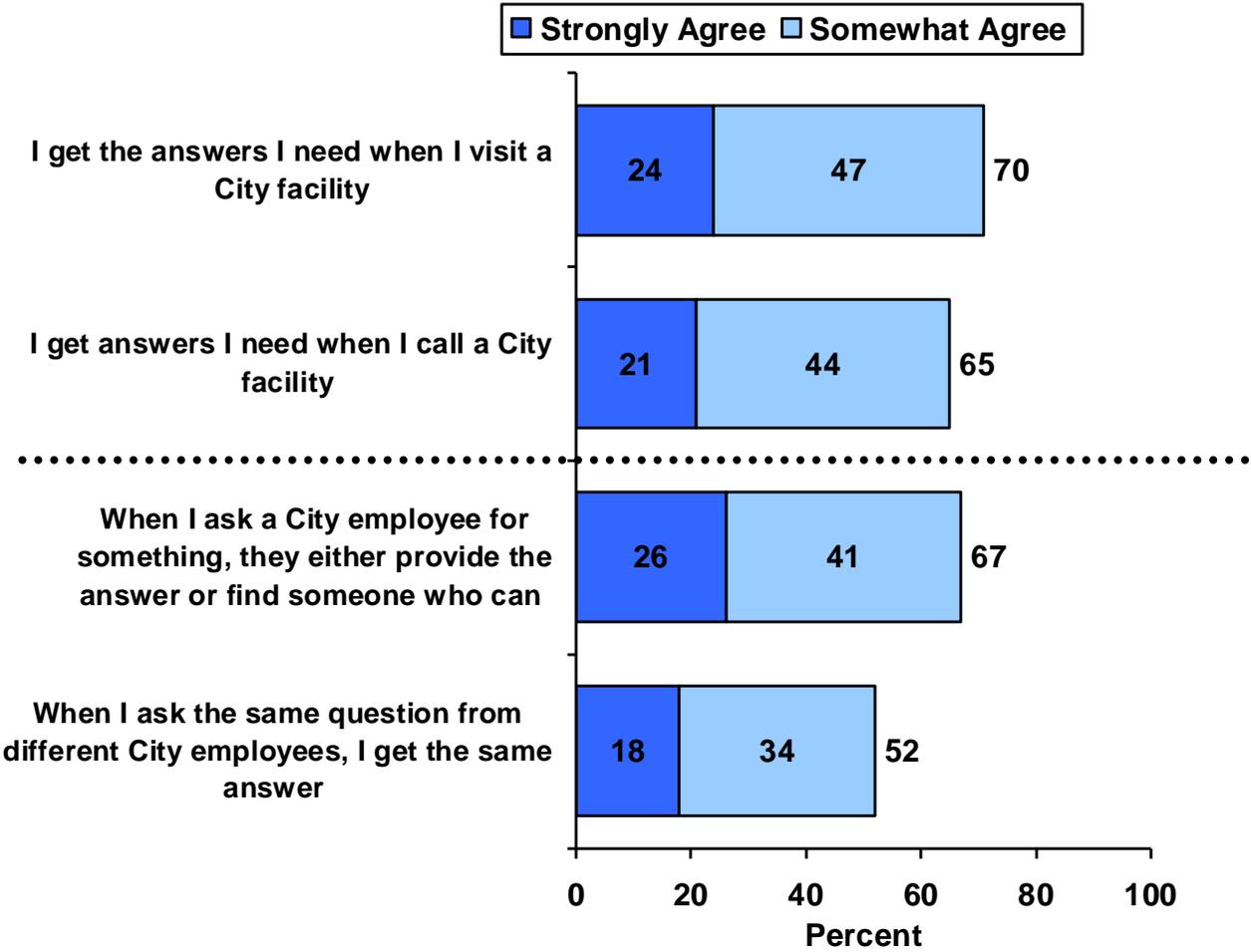
Question: Q20a. “How would you rate the City’s efforts in the following areas, using a scale of “excellent,” “good,” “fair,” and “poor”?”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Note: This question asked beginning in 2009.

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 2010* (i.e., difference significant at or above the 95% confidence level.)

Ratings of City Council/Staff

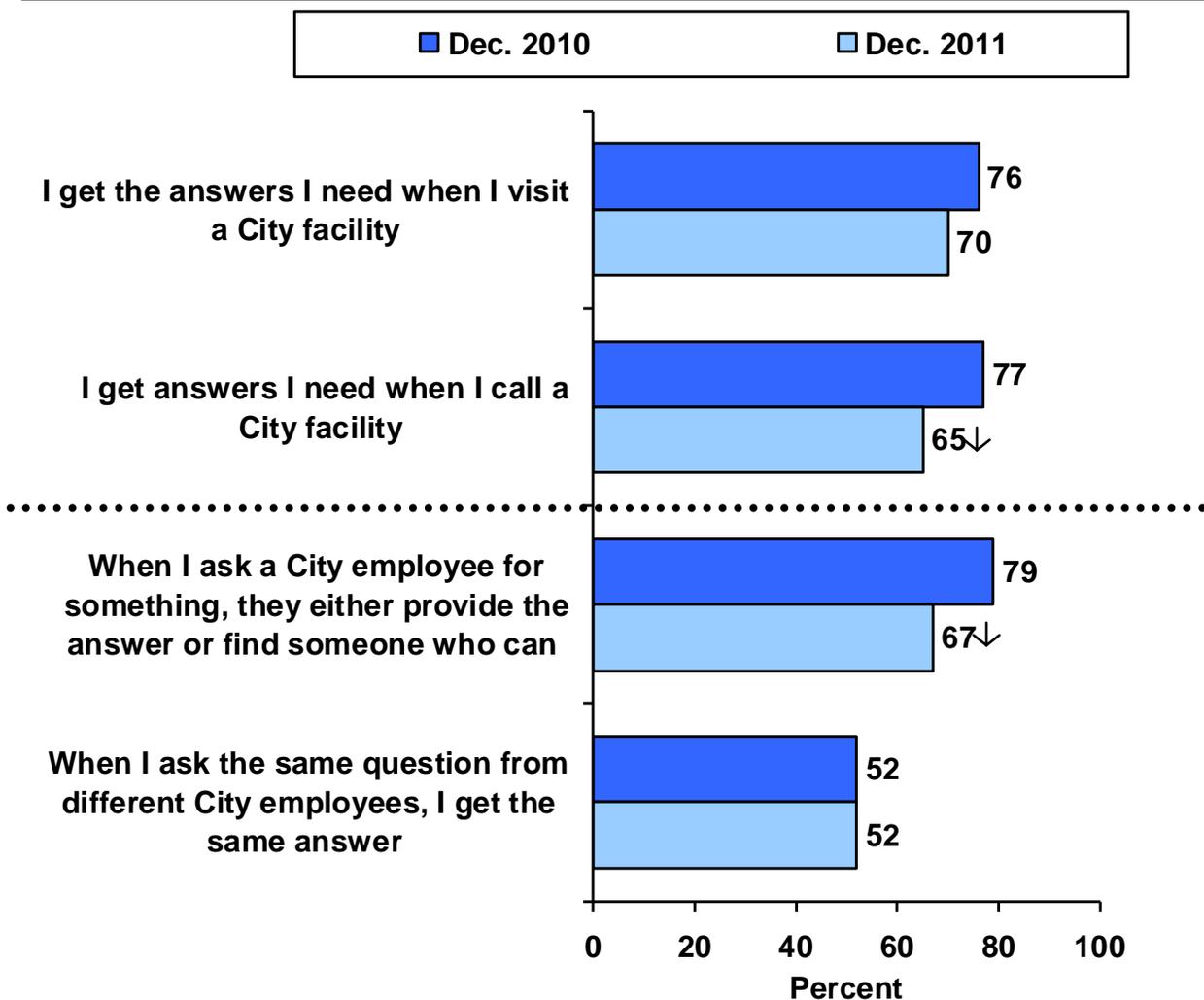


Question: Q16b. “Based on your impression or experience, how much would you agree or disagree with the following statements, using a scale of “strongly agree,” “somewhat agree,” “Neither agree nor disagree,” “somewhat disagree,” and “strongly disagree.”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Note: This question asked beginning in 2010.

Ratings of City Council/Staff – 2-Wave Trend (Top-Two Box—Strongly/Somewhat Agree)



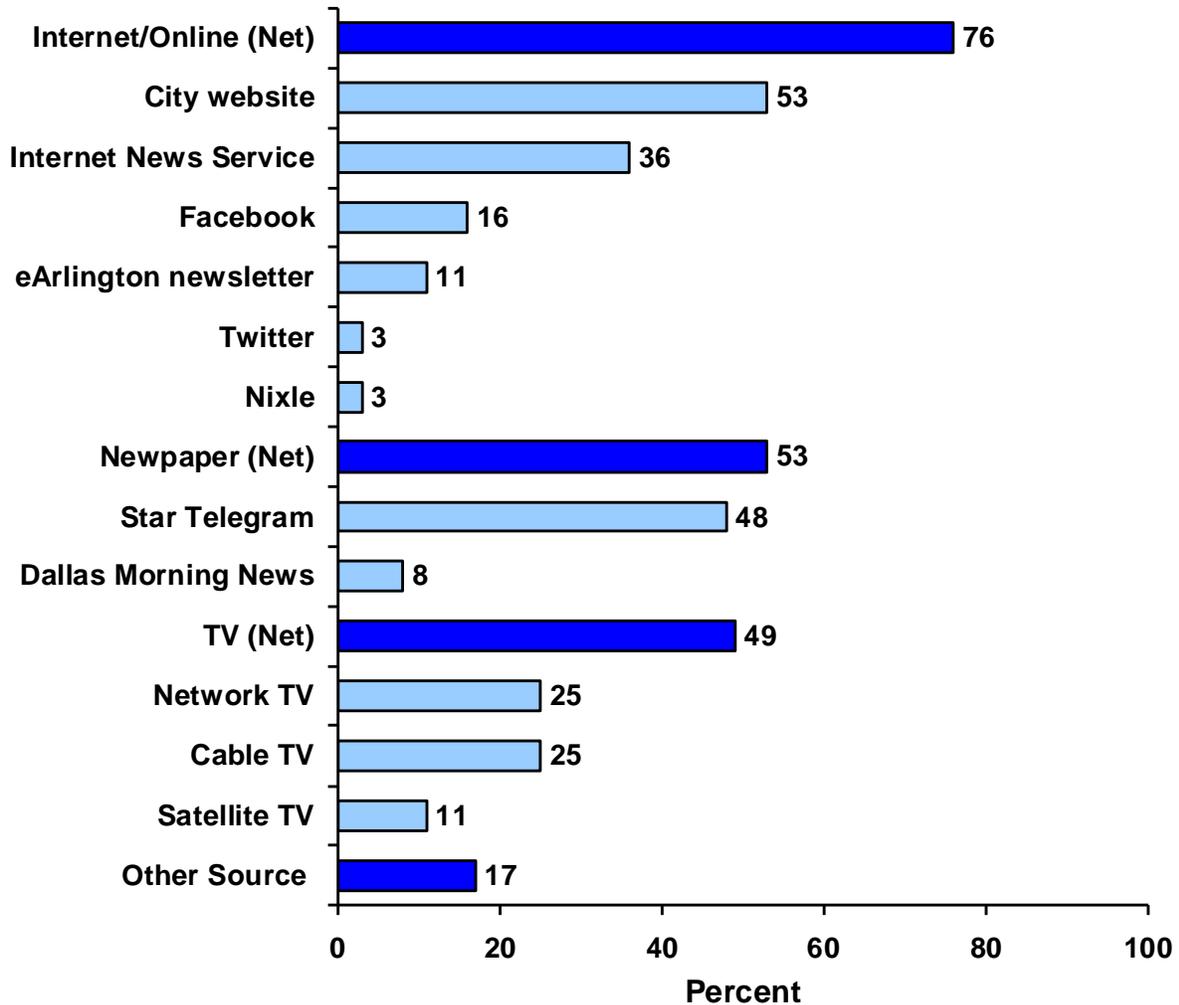
Question: Q16b. “Based on your impression or experience, how much would you agree or disagree with the following statements, using a scale of “strongly agree,” “somewhat agree,” “Neither agree nor disagree,” “somewhat disagree,” and “strongly disagree.”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Note: This question asked beginning in 2010.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Information Service Used to Keep up With Arlington

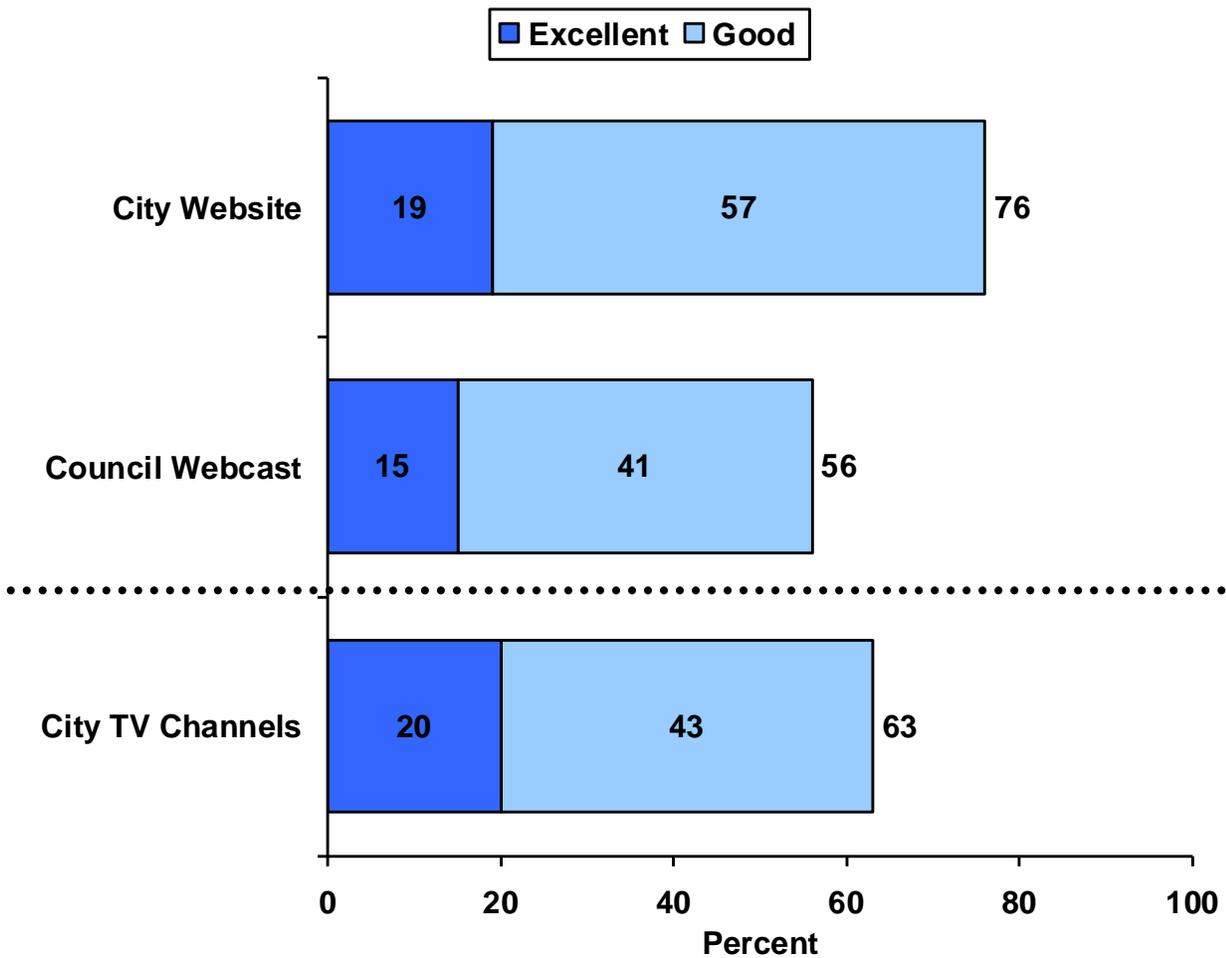


Question: Q28c. "What type of information service do you use to keep up with Arlington?"

Question added in 2009.

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

Ratings of City's Communication Channels by Users

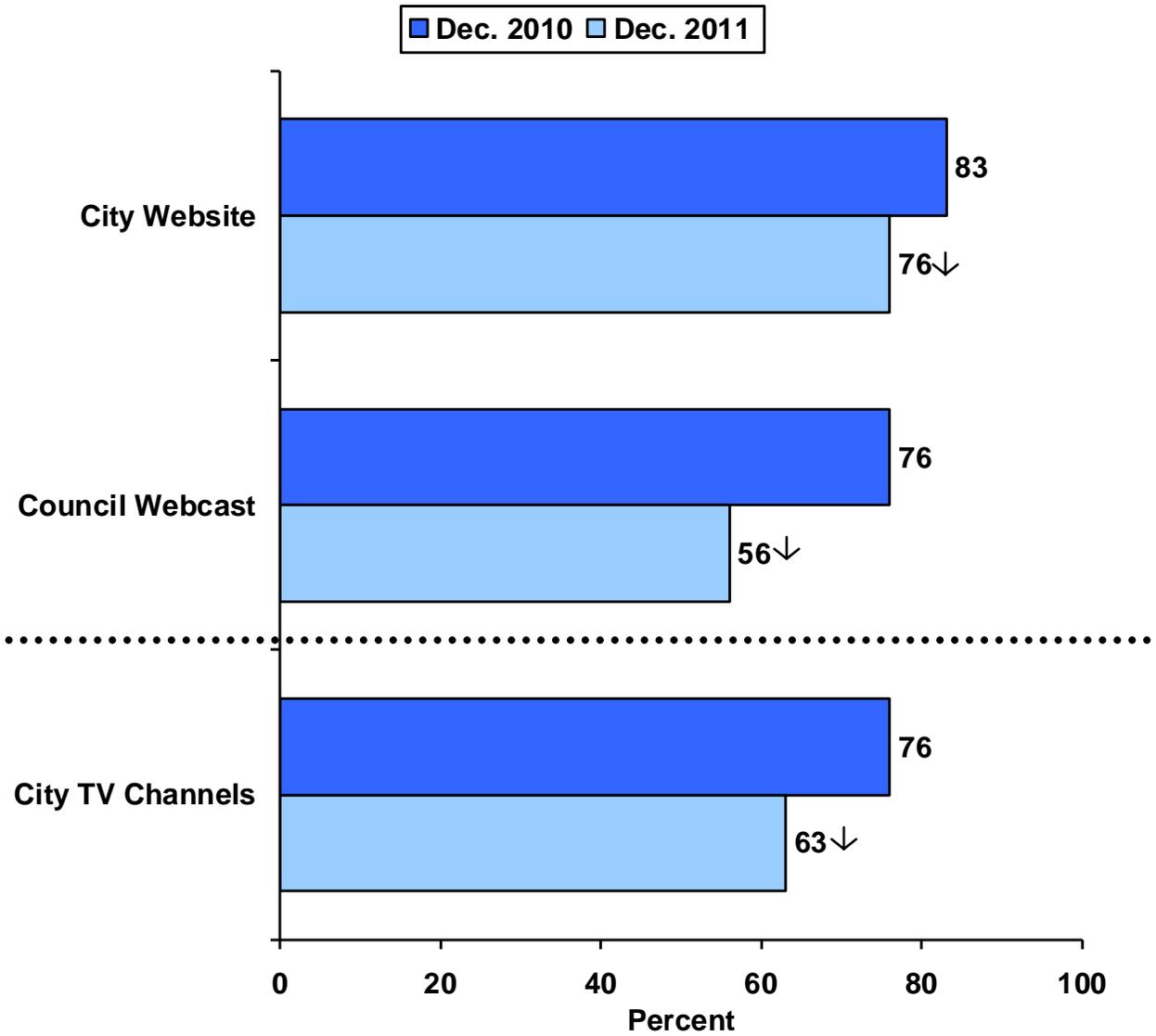


Question: Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited *in the past 12 months*."

Base: Total respondents, excluding "don't knows." (Base Varies)

* Question added in 2010.

Ratings of City’s Communication Channels by Users – 2-Wave Trend (Top-Two Box—Excellent/Good)



Question: Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited *in the past 12 months.*”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

* Question added in 2010.

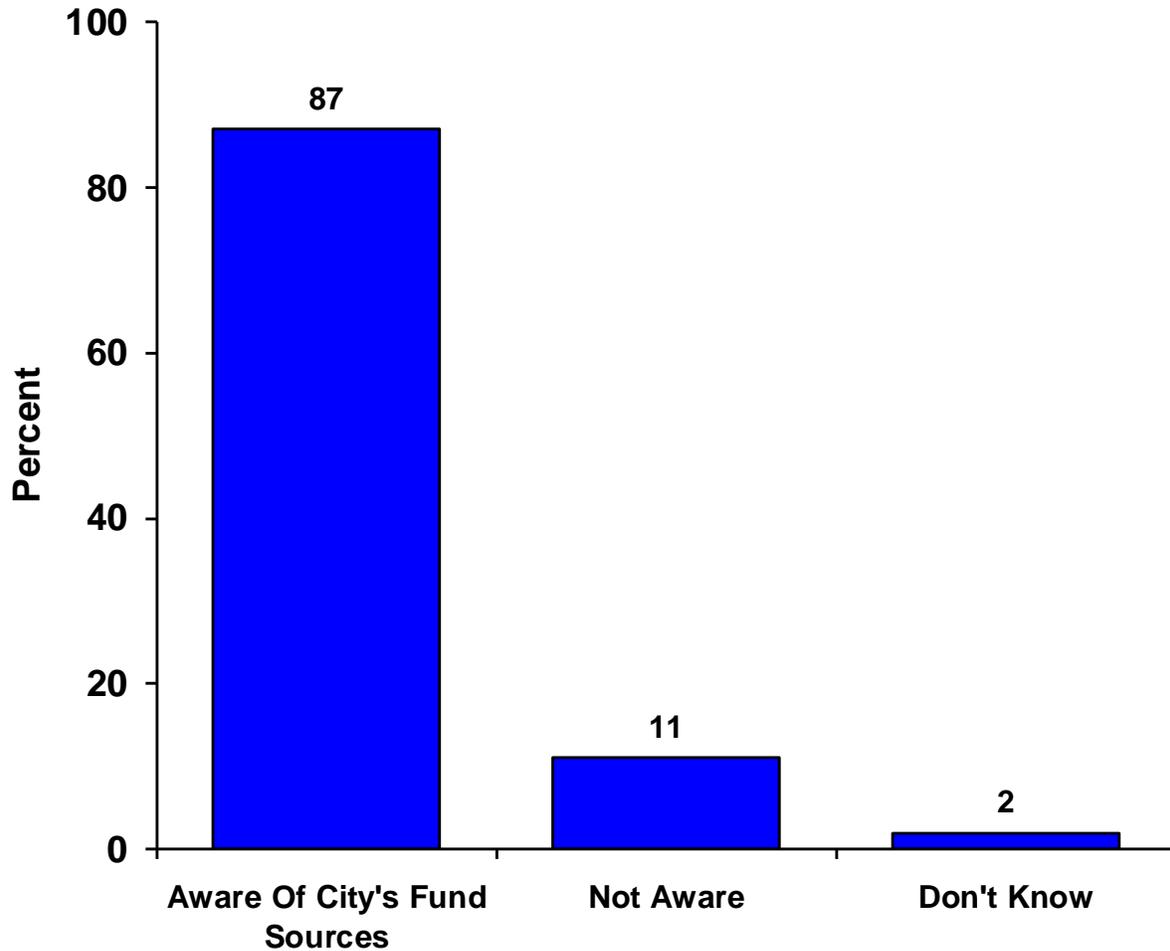
Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the *last wave in 2010* (i.e., difference significant at or above the 95% confidence level.)

Fees and Taxes

Consistent with last year, the vast majority of citizens (87%) are aware of city's fund sources through a portion of property, sales, and other taxes.

Most residents feel that they are getting their money's worth when it comes to the services the city provides for the taxes they pay (64%), and that they would prefer the city keep taxes and services about where they are (66%). Compared to last year, these measures have declined significantly* (likely a function of methodology change, as noted in the Caution On Year-To-Year Comparisons). However, it's interesting to report that, despite the opinion still being considered minor, more citizens prefer to raise taxes and increase services compared to last year (11% in 2011 vs. 6% in 2010).

Aware of City's Fund Sources (From Property and Shopping Dollars)



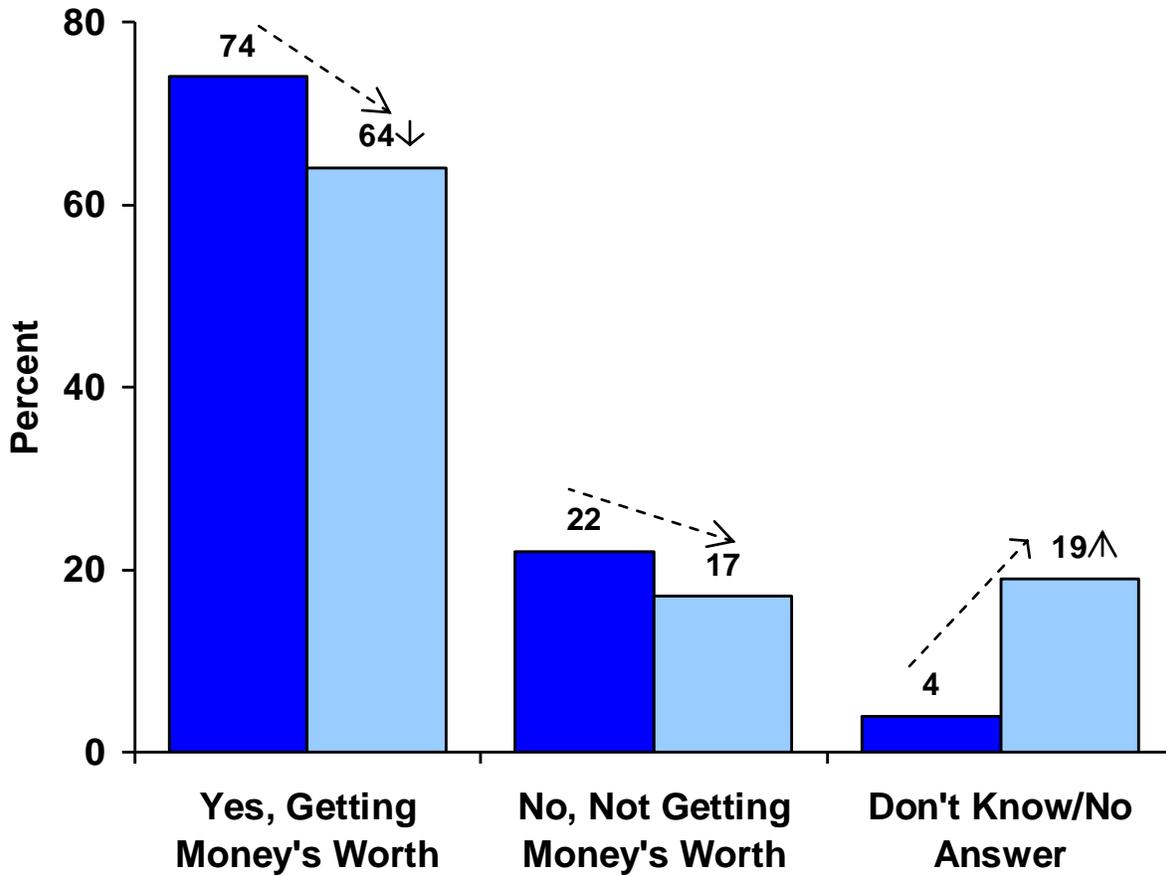
Question: Q21a "Are you **aware** that the City is primarily funded through a portion of property, sales and other taxes collected in the City, and that your property and shopping dollars matter to the sustainability of the City structure?"

Base: Total respondents. (n=537)

Note: This question asked beginning in 2010.

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services 2-Wave Trend (On Getting Money's Worth for Tax Dollars)

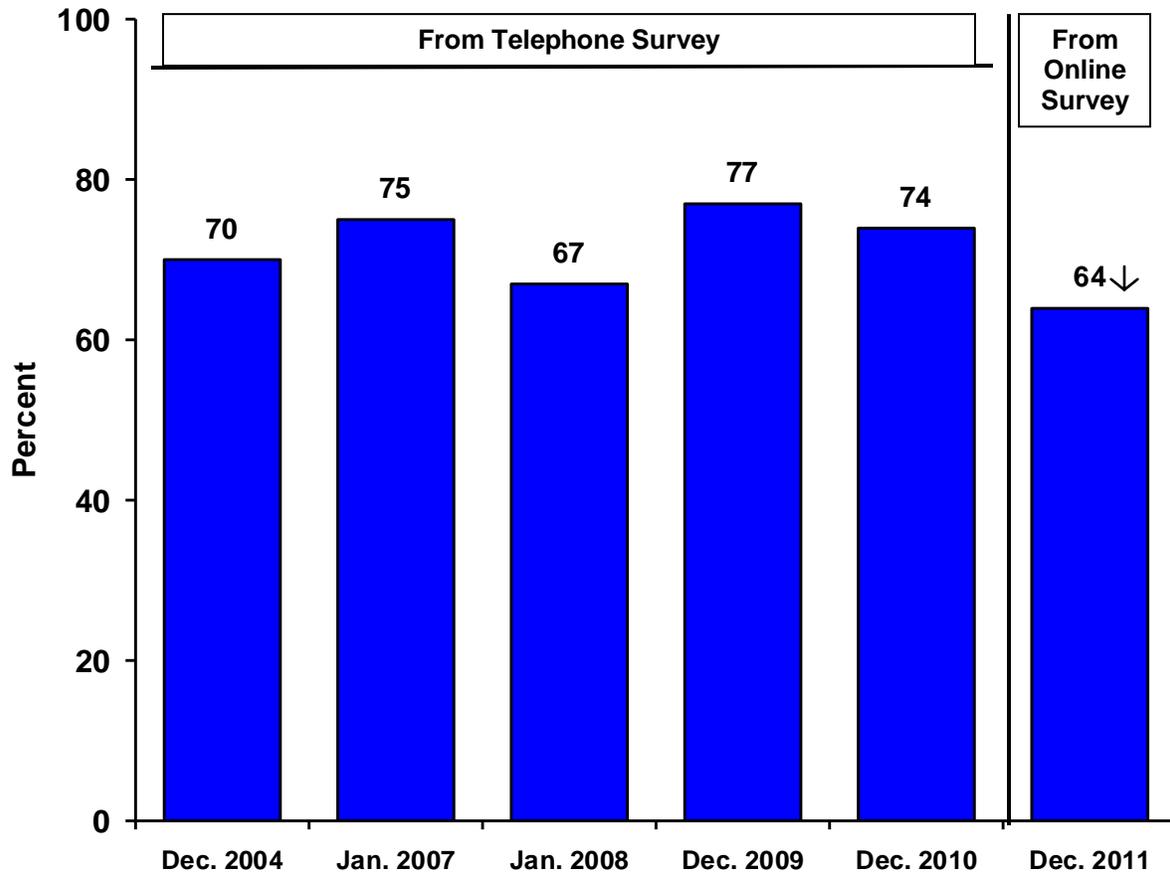


Question: Q21. "Thinking about the services and facilities that the city provides, do you feel that you are getting your money's worth for your tax dollars, or not?"

Base: Total respondents. (n=537)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend On Getting Money’s Worth for Tax Dollars

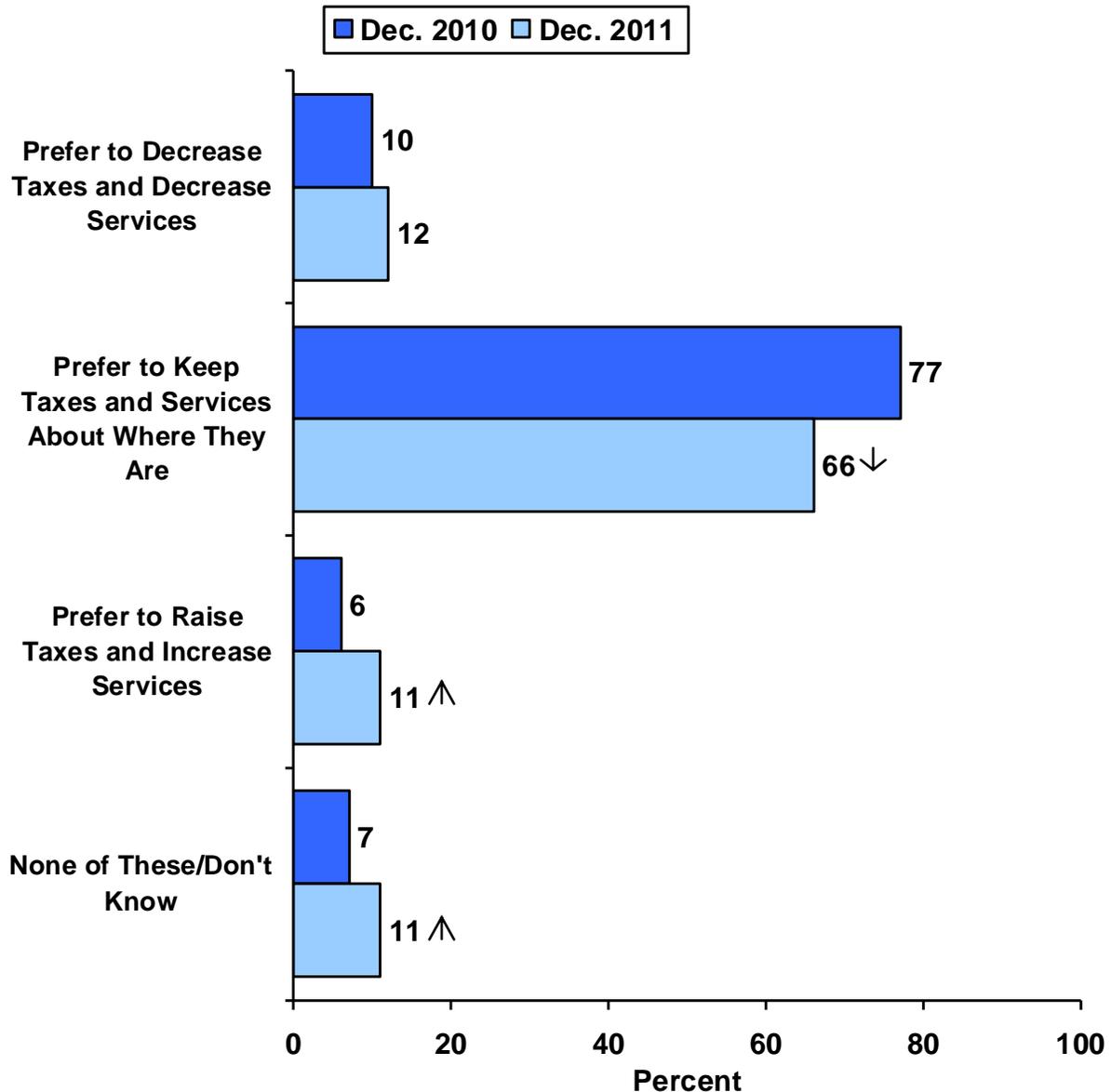


Question: Q21. “Thinking about the services and facilities that the city provides, do you feel that you are getting your money’s worth for your tax dollars, or not?”

Base: Total respondents. (2004 n=443; 2007 n=445; 2008 n=437; 2009 n=400; 2010 n=309; 2011 n=537)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

View on Tax Rate vs. City Services – 2-Wave Trend



Questions: Q22: “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. (2004 n=450; 2007 n=445; 2008 n=437; 2009 n=400; 2010 n=309; 2011 n=537)

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 2010** (i.e., difference significant at or above the 95% confidence level.)

APPENDIX

- Respondent Profile
- More Discussion Of Methods

Respondent Profile

	Dec. 2010	Dec. 2011**
(Base: Total Respondents)	(309)	(537)
Years In Arlington	%	%
Less than one year	3	5
1-3 years	10	14
4-6 years	10	15
7-10 years	13	9
More than 10 years	63	56
Refused/No answer	2	--
Primary Residence		
Own	75	71
Rent	22	26
Refused/No answer	3	3
Type of Dwelling		
Single-family home	80	77
Duplex	2	3
Mobile home	1	1
Condominium	3	2
Apartment	11	16
Other	1	1
Refused/No answer	2	1
Ethnicity*		
African American or Black	11	7
American Indian	1	1
Asian or Pacific Islander	3	7
Caucasian or White	68	68
Hispanic or Latin American	7	12
Multi-ethnic	5	1
Other ethnic background	3	1
Refused/No answer	3	3

** Results after weighting.

(Continued)

Statistical Note: A blue box indicates a significant increase and a red box indicates a significant decrease from the *last wave* (i.e., difference significant at or above the 95% confidence level.)

Respondent Profile (Continued)

	Dec. <u>2010</u>	Dec. <u>2011**</u>
(Base: Total Respondents)	(309)	(537)
Zip Code	%	%
76001	7	7
76002	2	8
76006	7	9
76010	10	9
76011	7	6
76012	10	12
76013	10	14
76014	7	6
76015	6	4
76016	12	9
76017	15	11
76018	7	6
Age		
18-24	6	5
25-44 (<i>Net</i>)	48	51
25-34	12	31
35-44	36	20
45-54	20	19
55-64	12	13
65 or older	13	11
Gender		
Male	46	48
Female	54	52

** Results after weighting.

Statistical Note: A blue box indicates a significant increase and a red box indicates a significant decrease from the **last wave** (i.e., difference significant at or above the 95% confidence level.)

Data Collection—Internet

All interviewing was completed over the Internet via Decision Analyst's secure web server. All data on the Internet server, and all communication between Decision Analyst's internal computers and the Internet server, are using secure sockets layer (SSL) certificates. Incoming survey data are stored in a redundant disk array system. Multiple sample sources (provided by the City for email lists and postcard mailing lists) were utilized to invite a representative sample of Arlington citizens (mirroring the age, gender, and district distribution of Arlington households). Respondents were screened to identify Arlington citizens and those who qualified were invited to complete the survey.

As extra security, participants had to enter their email addresses or personal passwords before they could enter the survey. As the survey progressed, the data were transferred from the Internet server to Decision Analyst's internal computers, safe behind a protective "firewall."

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	±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



**City of Arlington
Citizen Satisfaction Survey Results FY 2012
Summary Report**

**Produced by Office of Management and Budget
February 17, 2012**

Introduction

The City of Arlington conducts a citizen satisfaction survey annually to gauge the opinion of residents on city service delivery. The annual citizen satisfaction survey provides crucial information on City services and programs. The data obtained is necessary for our performance management program and assists the Mayor and Council in determining community priorities and resource allocation.

The citizen satisfaction survey is a large project requiring logical question preparation covering all customer service areas of the City and the International City/County Management Association Center for Performance Measurement (ICMA CPM) requirements. The City completed the FY 2012 survey questioning in January with tabulation of data and trending completed in February.

This report is a supporting document. The final report provided by Decision Analyst has a comprehensive view of the survey results. Please see the final report for further information not provided in this document.

Methodology

In an effort to provide a representative sampling of the demographics in Arlington, valid data, and trend analysis, OMB staff recommended a different data gathering methodology than in the past. Over the past decade, the City utilized the services of Decision Analyst, a local market research firm, to gather data through CATI (computer assisted telephone interview) methodology for the citizen satisfaction survey. While this method was the most efficient and cost-effective for many years, it became outdated. Issues associated with the CATI survey included fewer persons using a home telephone number and the length of the survey when conducted by telephone interviews. The response from populations of 18 – 35 year olds was difficult to obtain due to the lack of a home telephone number. Also, the survey interview was very long (~25 minutes) by telephone, which discouraged participation. Additionally, households were contacted utilizing information obtained from water bills. This reduced the representation across the City for residents that do not live in a house or have a water bill. All issues mentioned created difficulty in obtaining the data needed for a representative sample and created a catalyst for the City to make a methodology change to online surveying. The survey continued to be processed through Decision Analyst, however, the cost was reduced \$7,000 by putting the survey instrument online and placing the greater amount of burden for resident contact on a City staff person rather than hiring telephone interviewers.

Marketing the Survey:

Community Development and Planning was requested to produce a list of residences in the city that were occupied so that random sampling could be performed. The list produced 172,039 addresses. From these residences, City staff performed the random selection process to obtain 5,052 addresses for postcards to be mailed out. City staff also utilized 24,922 randomly selected emails (from a pool of approximately 50,000 emails) from email distribution lists in the Library and Parks departments to request participation in the online survey. Password controls were put in place to allow limited access to the survey and specific location addresses (relating to zip code and council district) reduced the ability for non residents to participate.

Due to the methodology change, a greater amount of residents participated in the FY 2012 survey process and the representation across the city was greater. In FY 2011, a total of 92,685 calls were made to obtain 309 complete telephone interviews among Arlington residents. In FY 2012, 29,974 invitations were processed and 537 surveys produced, indicating participation at 173% in FY 2012 over FY 2011.

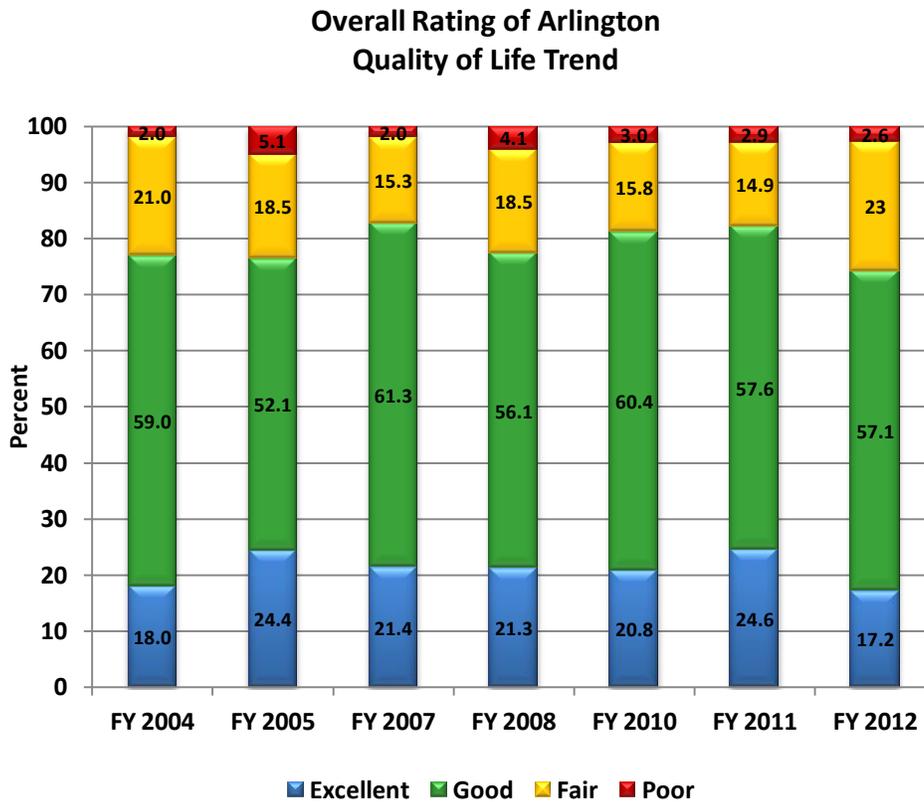
Results

Due to a methodology change, the data obtained in FY 2012 is considered “base year” data. Some discrepancies in the data from trending over past years could be due to the methodology change.

Quality of Life

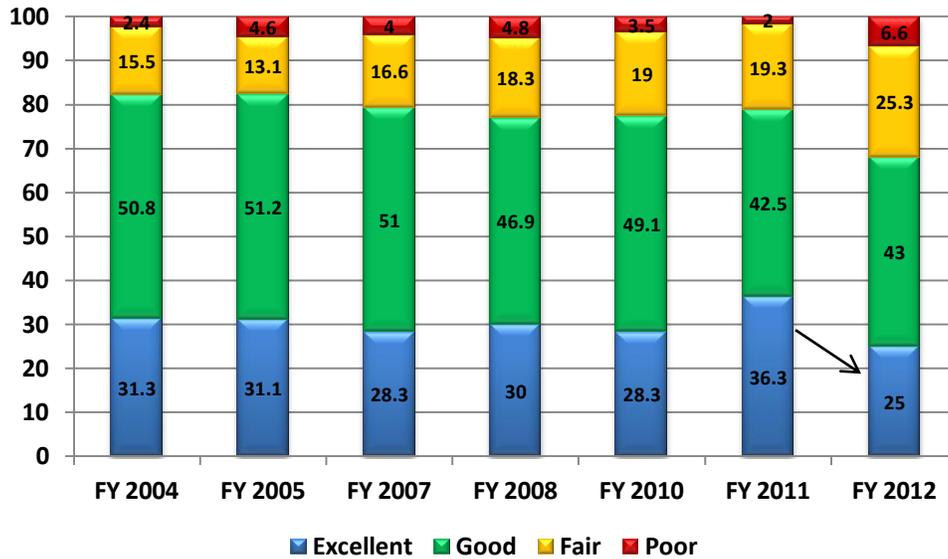
Several questions were asked regarding the opinion of residents on the quality of life in Arlington. The following graphs represent the data for questions asking the overall rating of Arlington, the quality of life in neighborhoods, reasons residents live in Arlington, how residents perceive Arlington, the top problems in Arlington, and how safe residents feel.

The overall excellent rating for the *quality of life* in Arlington reduced significantly from 24.6% in FY 2011 to 17.2% in FY 2012. The fair rating increased significantly from 14.9% in FY 2011 to 23% in FY 2012.



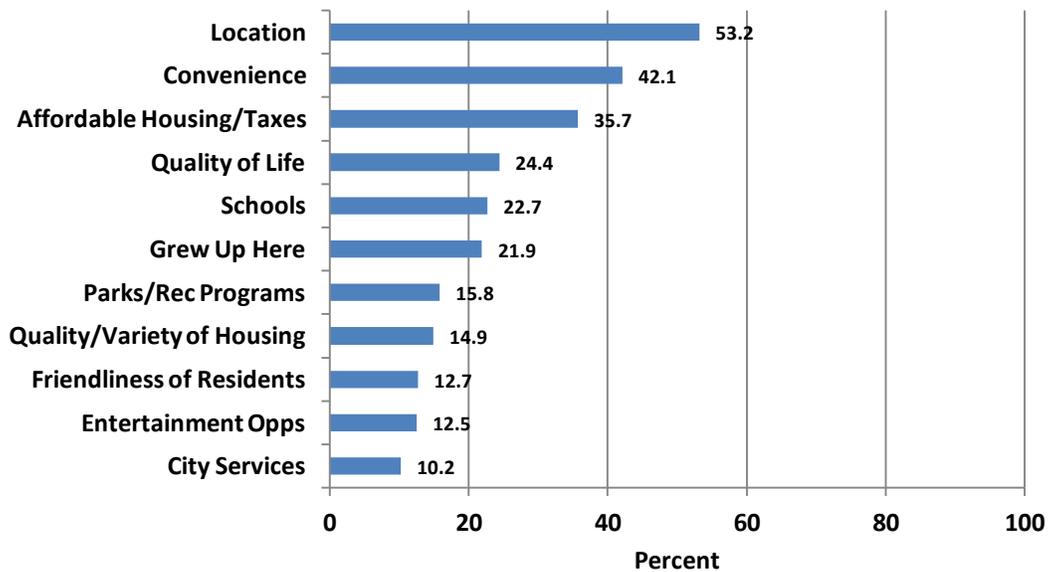
The *quality of life in neighborhoods* received a reduced excellent rating of 36.3% in FY 2011 to 25% in FY 2012. Similar to the overall rating for quality of life, the quality of life in neighborhoods also received an increased fair rating from 19.3% in FY 2011 to 25.3% in FY 2012.

Quality of Life - Neighborhoods



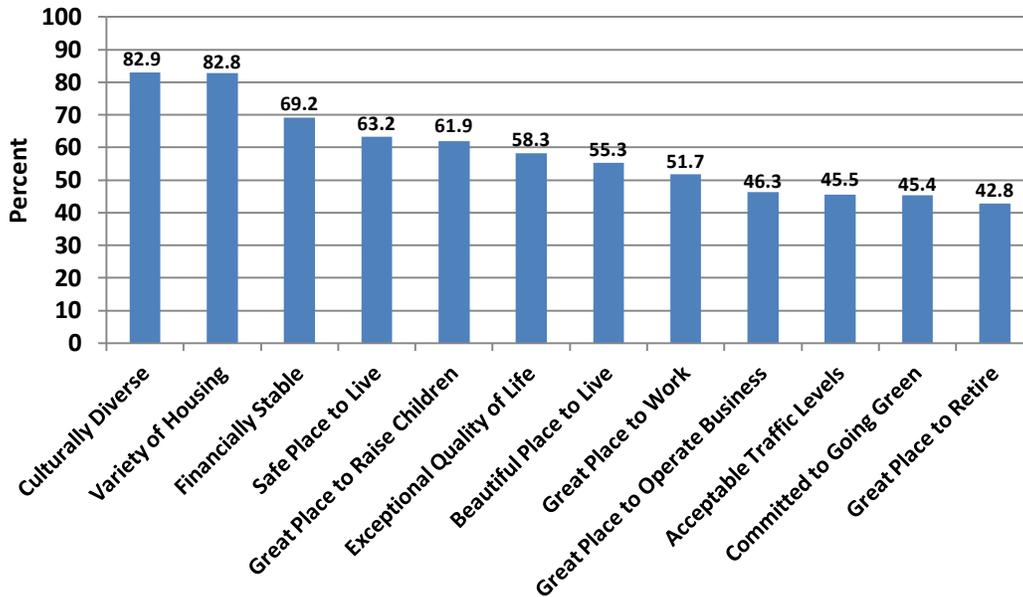
When residents were asked *why they live in Arlington*, the top reasons were location, convenience, and affordable housing and property taxes. The bottom reasons were city services, entertainment opportunities, and the friendliness of residents.

Why Live in Arlington



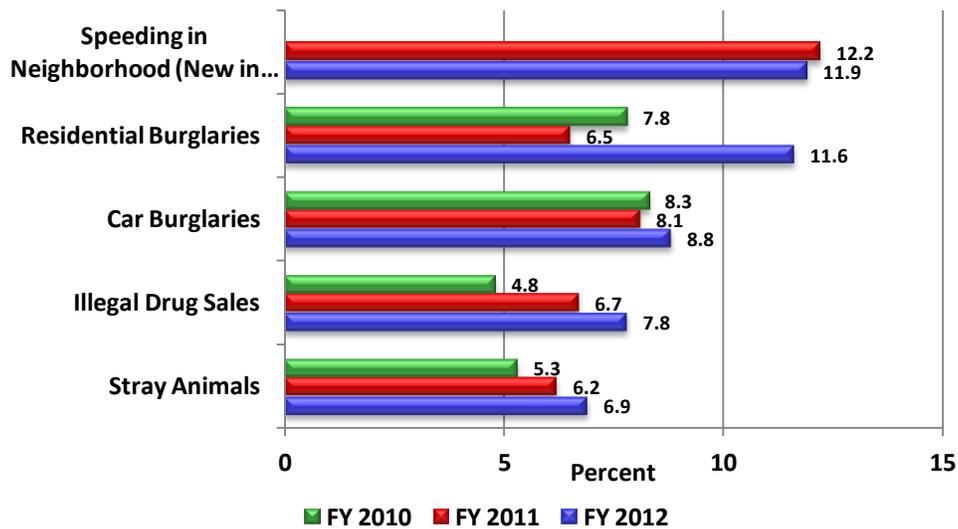
When asked if residents *agreed or not with specific statements about Arlington*, they most agreed that Arlington is culturally diverse, there is a variety of housing, and it is a financially stable city. They least agreed that there are acceptable traffic levels, there is a commitment to going green, or it is a great place to retire.

What Citizens Think About Arlington



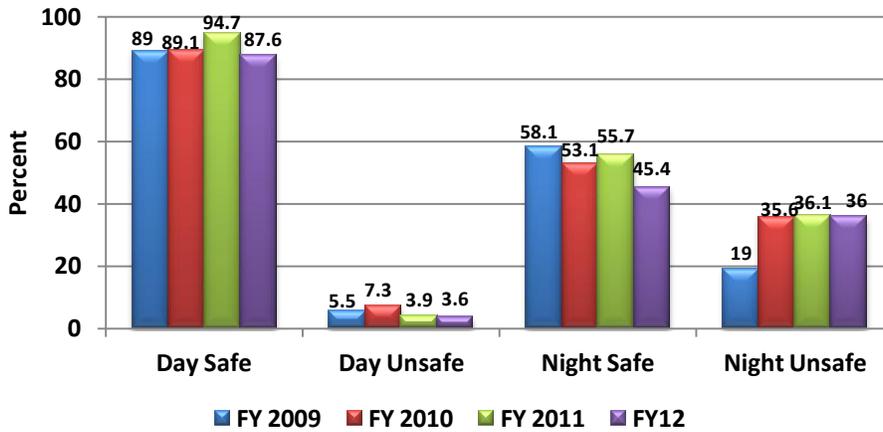
All neighborhoods have perceived problems or negative implications. Residents were asked to rate *various neighborhood issues as problems*. The following graph represents the top 5 problems rated in FY 2012 and shows how it compares to past years. Residential burglaries received a significant increase as a major problem in FY 2012 over previous years.

Neighborhood Perceptions Top 5 Problems (Major)

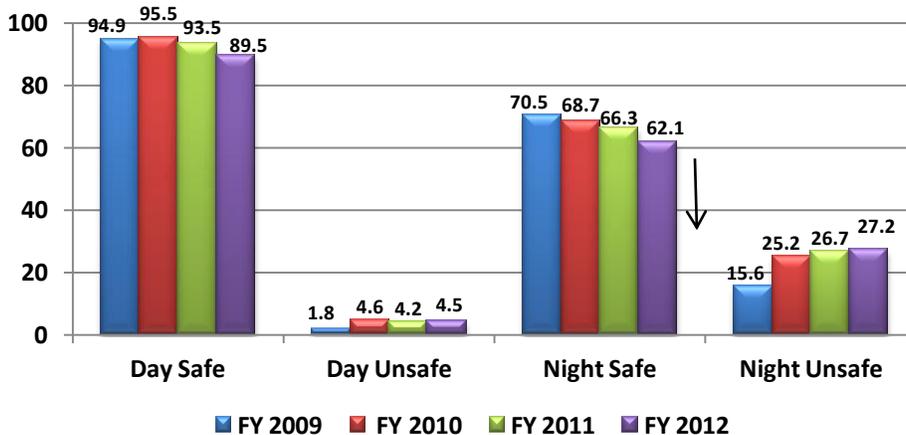


Residents were asked if they felt **safe in neighborhoods and business** areas during the day and during the evening. For both neighborhoods and business areas, more people responded that they felt less safe during the day and at night, however, the feeling safe in business areas at night significantly decreased from 55.7% in FY 2011 to 45.4% in FY 2012.

**Feeling Safe in Business Areas
(Day/Night)**



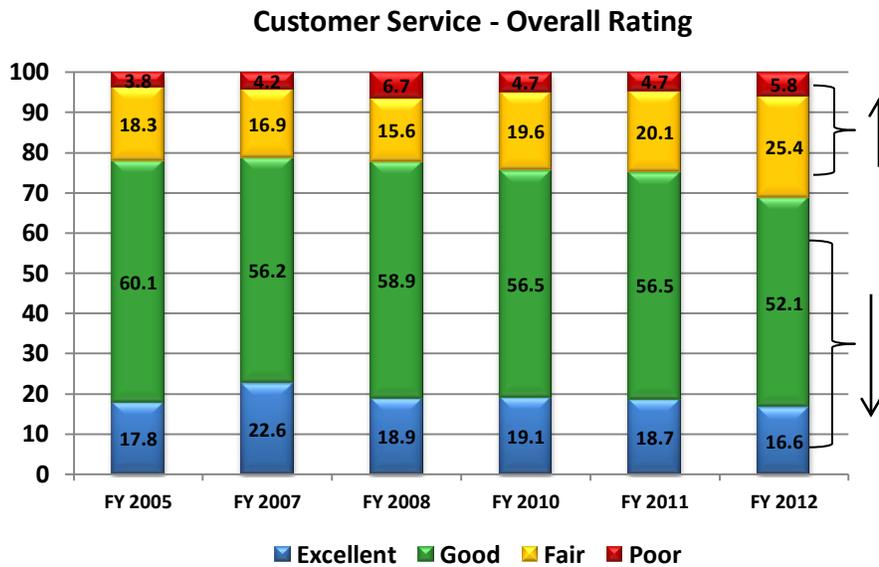
**Feeling Safe in Neighborhoods
(Day/Night)**



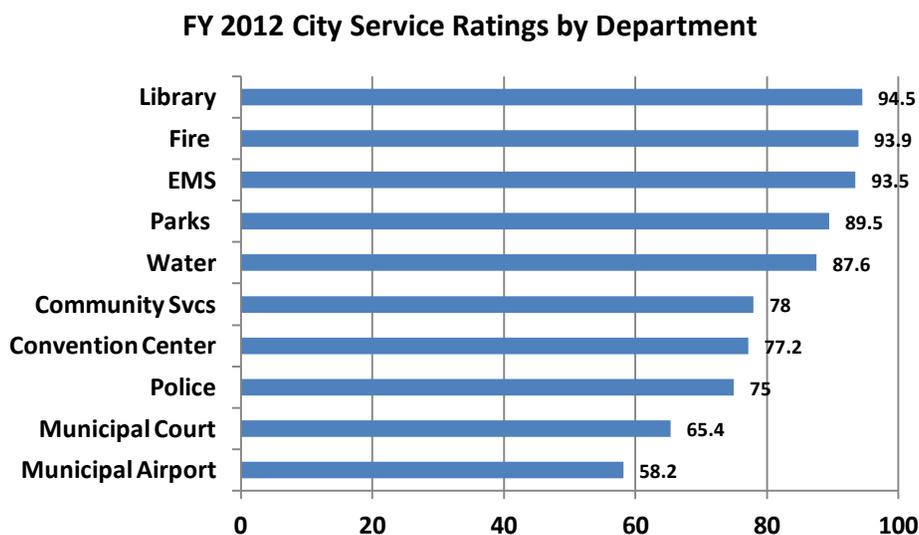
Customer Service

Several questions were asked regarding the opinion of residents on the level of customer service provided by City of Arlington. The following graphs represent the data for how residents rated customer service overall, by department, and city services.

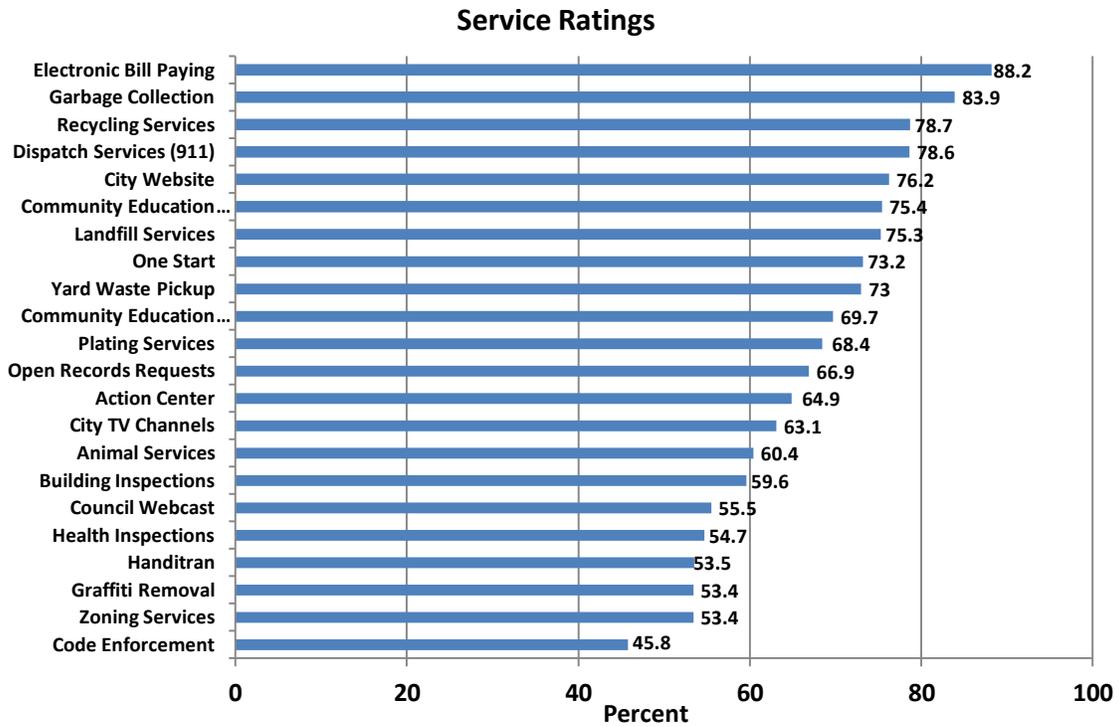
The **overall customer service** rating for excellent and good decreased in FY 2012 over previous years, however the fair rating increased.



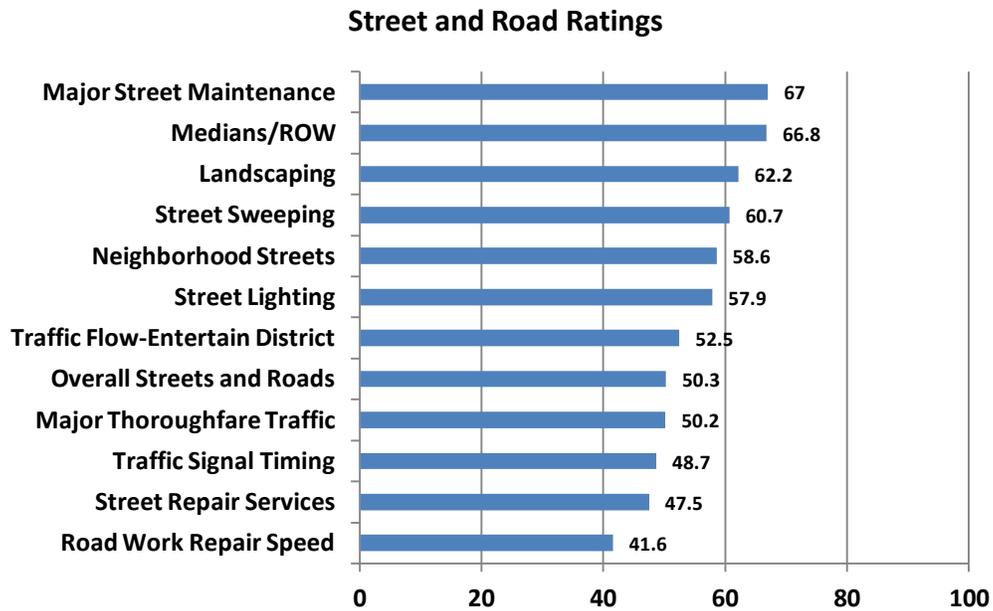
FY 2012 **city service ratings by department** indicate that Library, Fire, EMS, Parks, and Water all received ratings for customer service above 80%.



Residents were asked to provide their opinion on the **various services** provided by the City. The top rated services are electronic bill paying, garbage collection, recycling services, dispatch services (911), and the City website. The lowest rated services are code enforcement, graffiti removal, zoning services, Handitran, and health inspections.



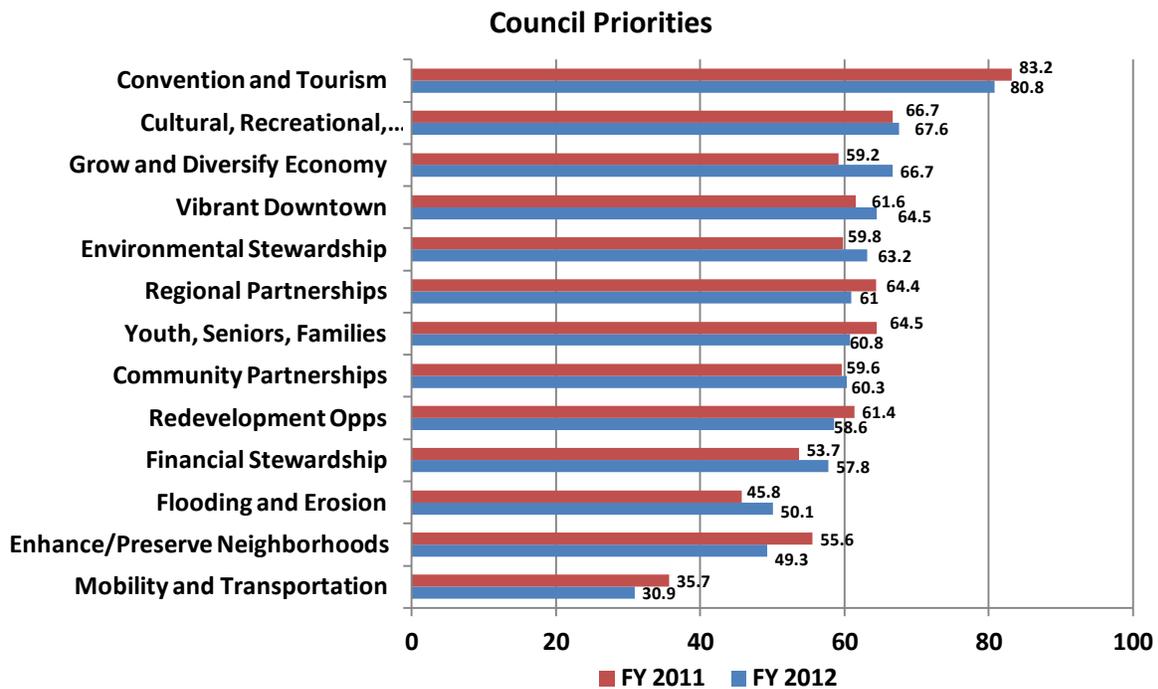
An area of concern involves residents' opinions about City of Arlington streets. When asked to rate the **quality and maintenance of City streets**, all areas came in below 70%.



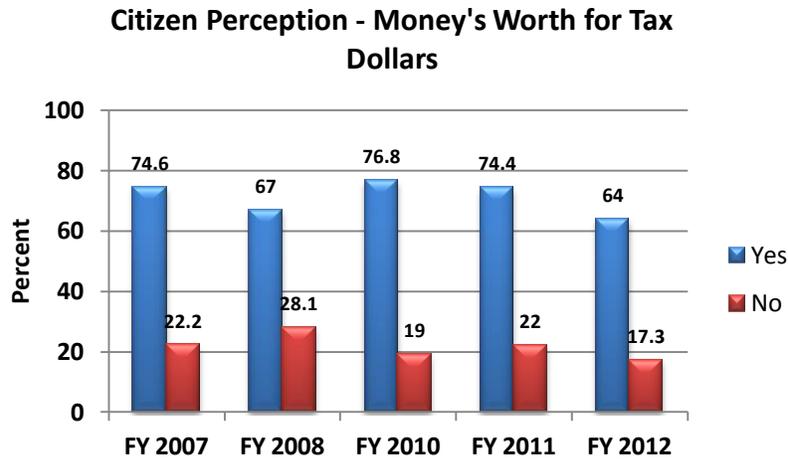
Council Priorities and City Direction

Several questions were asked regarding the opinion of residents on how well Council priorities were met and what direction the City was headed. The following graphs represent the data for Council priority ratings, getting their money's worth from tax dollars, tax levels for services received, and the overall direction for the City.

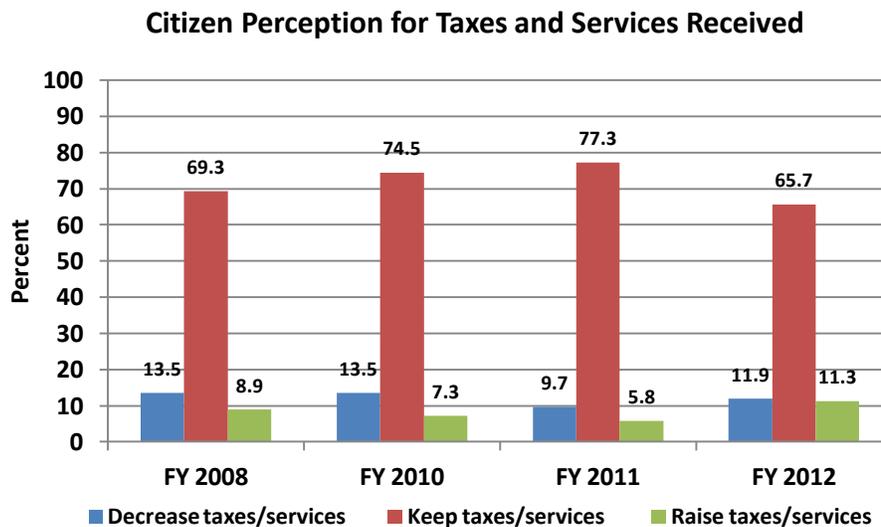
Residents were asked to rate how well Council is meeting their priorities. The top rated priorities are convention and tourism, cultural, recreational and learning opportunities, grow and diversify the economy, and vibrant downtown. The lowest rated priorities are flooding and erosion, enhance and preserve neighborhoods, and mobility and transportation.



When residents were asked if they believe they were **getting their money's worth for their tax dollars**, there was a decrease in those who said yes and those who said no. Interestingly, 18.7% said they either didn't know or did not provide an answer.



When residents were asked for their perception for taxes and services received, fewer respondents than in previous years said we should keep taxes and services about the same, while a significant amount said we should raise taxes and services. 65.7% said we should keep them the same in FY 2012 compared to 77.3% in FY 2011 and 11.3% indicate we should raise them in FY 2012 compared to 5.8% in FY 2011.



Overall, it appears that residents believe the City is headed in the right direction. When asked for the **overall direction for the City of Arlington**, 72.7% said we are headed in the right direction and 11% said we were on the wrong track.



Conclusion/Recommendations

Overall, the City is doing well but there are areas that need particular focus. Streets received low ratings when asked specifically, and the Council priority relating to Mobility and Transportation received the lowest ratings of all priorities the past two years. This indicates that streets and transportation need to continue to have direct focus in the immediate future.

The areas receiving less than 60% on service ratings most likely need further evaluation. These areas include code enforcement (45.8%), zoning services (53.4%), graffiti removal (53.4%), Handitrans (53.5%), and health inspections (54.7%). These areas were rated by residents who have used these services in the past 12 months.

To reiterate, the change in methodology for the survey could be reason for some of the discrepancies between percentage differences over a trending period. Due to the methodology change, FY 2012 is now considered the 'base year' for future data trending and comparison. Overall, the survey was conducted successfully and provides the data we need to make informed decisions about our services.

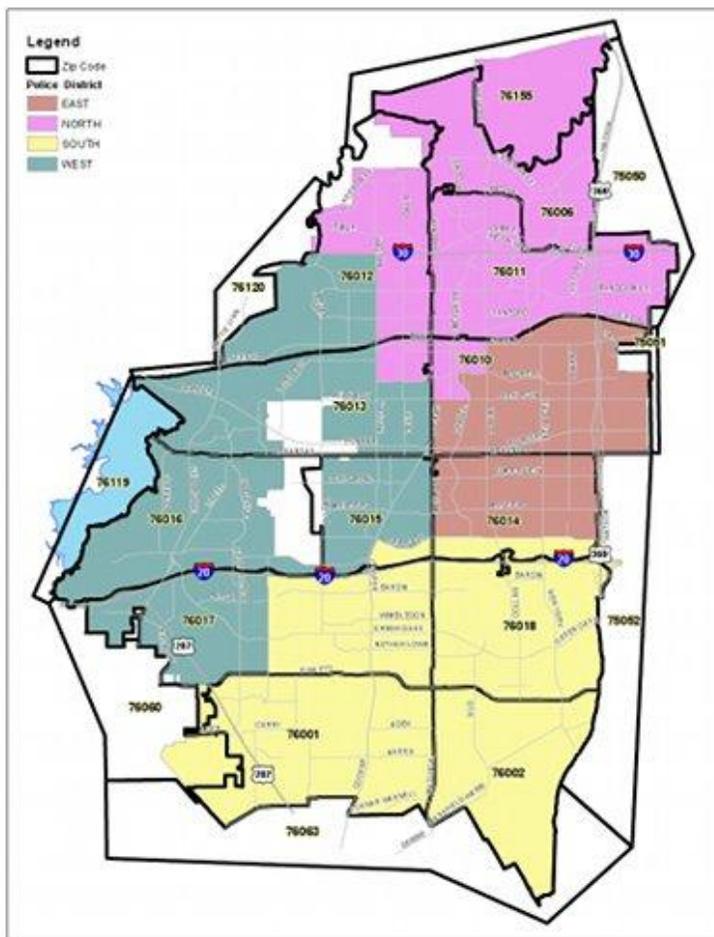
2011 (FY2012) Dec. CITY SERVICES SURVEY – Internet

S1. Just to confirm, do you live in the Arlington city limits, excluding Dalworthington Gardens and Pantego? {Choose One Answer}

SR

- 1 Yes
- 2 No (DNQ1)
- 3 Don't know/No answer (DNQ2)

S1a. Which of the following Arlington districts do you live in? Please look over the map carefully before you answer. {Choose One Answer}



SR

- 1 East district (Brown area)
- 2 North district (Pink area)
- 3 South district (Yellow area)
- 4 West district (Green area)
- 5 None of these (DNQ3)

S2. **And could you please tell us your zip code?** {Choose One Answer}

SR

- 01 76001
- 02 76002
- 03 76006
- 04 76010
- 05 76011
- 06 76012
- 07 76013
- 08 76014
- 09 76015
- 10 76016
- 11 76017
- 12 76018
- 15 76119
- 16 76155
- 13 Other zip code (DNQ4)
- 14 Don't know/No answer (DNQ5)

S3. **Which, if any, of the following do you, or does anyone in your household, work for?** {Choose All Correct Answers}

MR

- 1 Marketing research firm (DNQ)
- 2 Newspaper, magazine, radio or TV station (DNQ)
- 3 The City of Arlington (DNQ)
- 4 Another city government (DNQ)
- 5 None of these

S4. **What is your age?** {Choose One Answer}

SR

- 1 Under 18 (DNQ8)
- 2 18-24
- 3 25-34
- 4 35-44
- 5 45-54
- 6 55-64
- 7 65 or older
- 8 Don't know/No answer (DNQ9)

S5. **Are you...?** {Choose One Answer}

SR

- 1 Male
- 2 Female

2011 (FY2012) Dec. CITY SERVICES SURVEY – Questionnaire

Q1Z. Which of the following are reasons why you live in Arlington, Texas? {Choose All Correct Answers}

MR

- 01 Convenience
- 02 Quality of life
- 03 Affordable housing and property taxes
- 04 Friendliness of residents
- 05 Parks or recreation programs
- 06 Entertainment opportunities
- 07 Location
- 08 I grew up here
- 09 City services such as police, fire, etc.
- 10 Schools
- 11 Quality/variety of housing
- 12 None of the above/Other
- 13 Don't know/No answer

Q1. Overall, how would you rate Arlington as a city to live in, in terms of quality of life? {Choose One Answer}

SR

- 1 Excellent
- 2 Good
- 3 Fair
- 4 Poor
- 5 Don't know/No answer

Q1A.-Q1C., Q1X (SKIP)

Q1d. Would you recommend Arlington, Texas to others as a place to live? {Choose One Answer}

SR

- 1 Yes
- 2 No
- 3 Don't know/No answer

Q1e. Do you intend to continue residing in Arlington? {Choose One Answer}

SR

- 1 Yes
- 2 No
- 3 Don't know/No answer

Q1f. Do you work in Arlington? {Choose One Answer}

SR

- 1 Yes
- 2 No
- 3 Don't know/No answer

Q1g. How much would you agree or disagree with the following statements about the City of Arlington? How much would you agree or disagree that the City of Arlington...? {Choose One Answer For Each Row}

SG

	Strongly Agree	Some-what Agree	Neither Agree Nor Disagree	Some-what Disagree	Strongly Disagree	Don't Know
Is financially stable.....	1	2	3	4	5	6
Is a great place to operate a business	1	2	3	4	5	6
Is a safe place to live	1	2	3	4	5	6
Is a great place to raise children	1	2	3	4	5	6
Is a great place to work.....	1	2	3	4	5	6
Is a great place to retire	1	2	3	4	5	6
Is a beautiful place to live	1	2	3	4	5	6
Is culturally diverse	1	2	3	4	5	6
Has a variety of housing options	1	2	3	4	5	6
Provides an exceptional quality of life	1	2	3	4	5	6
Traffic levels are acceptable	1	2	3	4	5	6
Is committed to going green	1	2	3	4	5	6

Q2. Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life? {Choose One Answer}

SR

- 1 Excellent
- 2 Good
- 3 Fair
- 4 Poor
- 5 Don't know/No answer

Q2A.-Q2G. (SKIP)

Q2X-Q2Y. (SKIP)

Q3. Thinking about the neighborhood you live in, please tell us whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem in your neighborhood. {Choose One Answer For Each Row}

SG

	<u>Major Problem</u>	<u>Somewhat Of A Problem</u>	<u>Only A Small Problem</u>	<u>Not A Problem</u>	<u>Don't Know</u>
Dilapidated buildings or houses	1	2	3	4	5
Stray animals	1	2	3	4	5
Weeds and unmowed grass	1	2	3	4	5
Illegal drug sales	1	2	3	4	5
Residential burglaries	1	2	3	4	5
Violent crime	1	2	3	4	
Car burglaries	1	2	3	4	5
Vacant lots or abandoned property	1	2	3	4	5
Neighborhood gangs.....	1	2	3	4	5
Abandoned or junk vehicles	1	2	3	4	5
Property cleanliness or maintenance	1	2	3	4	5
Illegal dumping.....	1	2	3	4	5
Vehicles parked in yards.....	1	2	3	4	5
Oversized vehicles parking in the neighborhood	1	2	3	4	5
Graffiti	1	2	3	4	5
Speeding	1	2	3	4	5

Q3a. (SKIP)

Q3b. **Thinking about your neighborhood, does your neighborhood have any of the following organizations?** {Choose All Correct Answers}

MR

- 1 Community Watch Group
- 2 Neighborhood Association
- 3 Homeowners Association
- 5 Citizens on Patrol
- 4 Don't know/No answer

Q3c. (ASK IF CODE 1-3 OR 5, ORGANIZATION IN Q3b; OTHERWISE SKIP TO Q6) **Do you participate in any of these associations?** {Choose One Answer}

SR

- 1 Yes
- 2 No
- 3 Don't know/No answer

Q4-Q5. (SKIP)

Q6. **Overall, how would you rate the level of customer service provided by City of Arlington departments?** {Choose One Answer}

SR

- 1 Excellent
- 2 Good
- 3 Fair
- 4 Poor
- 5 Don't know/No answer

Q7.-Q10. (SKIP)

Q11. And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited *in the past 12 months*. If you have *not* used the City service or facility in the past 12 months, please select “Have not used in the past 12 months” for the service. {Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Have NOT Used In The Past 12 Months</u>	<u>Don't Know</u>
Community education services by the Fire Department.....	1	2	3	4	5	6
Quality of garbage collection services.	1	2	3	4	5	6
Quality of recycling services	1	2	3	4	5	6
Landfill services	1	2	3	4	5	6
Animal services.....	1	2	3	4	5	6
Handitran transit service	1	2	3	4	5	6
Convention Center	1	2	3	4	5	6
Municipal court services.....	1	2	3	4	5	6
One Start Shop development services	1	2	3	4	5	6
Code enforcement	1	2	3	4	5	6
Action Center	1	2	3	4	5	6
Quality of yard waste/debris pickup ...	1	2	3	4	5	6
Emergency Management services	1	2	3	4	5	6
Graffiti removal	1	2	3	4	5	6
City website	1	2	3	4	5	6
City television channels	1	2	3	4	5	6
Council webcast	1	2	3	4	5	6
Electronic bill-paying service	1	2	3	4	5	6
Open records requests	1	2	3	4	5	6
Plating services	1	2	3	4	5	6
Zoning services	1	2	3	4	5	6
Dispatch services (911)	1	2	3	4	5	6
Building inspections	1	2	3	4	5	6
Municipal airport	1	2	3	4	5	6
Health inspections	1	2	3	4	5	6
Community education services by the Police Department.....	1	2	3	4	5	6

Q11x. If you have had contact with the Fire Department over the past 12 months, what was the nature of the service? {Choose All Correct Answers}

MR

- 1 Home or personal property fire
- 2 Business or commercial fire
- 3 Personal assistance
- 4 Other
- 5 Have **not** had contact in the past 12 months

Q11a. (ASK IF CODE 1-4, ANY SERVICE IN Q11x; OTHERWISE SKIP TO Q11aX) **Now, thinking about Fire services that the City provides, please rate each of the following.** {Choose One Answer For Each Row}

SG

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
a.	Quality of service	1	2	3	4	5
b.	Timeliness of service	1	2	3	4	5

Q11aX. **Whether or not you've had direct contact with the Fire Department, please provide your opinion on the following.** {Choose One Answer For Each Row}

SG

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
a.	Quality of Fire services in the city.....	1	2	3	4	5
b.	Availability of Fire services.....	1	2	3	4	5

Q11aY. **In the past 12 months**, have you or anyone in your household used **ambulance services or emergency medical services**? {Choose One Answer}

SR

- 1 Yes
- 2 No
- 3 Don't know/No answer

Q11b. (ASK IF CODE 1, YES, IN Q11aY; OTHERWISE SKIP TO Q11bX) **Now, thinking about ambulance services or emergency medical services that the City provides, please rate each of the following.**
{Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
a. Quality of service	1	2	3	4	5
b. Timeliness of service	1	2	3	4	5

Q11bX. **Whether or not you've had direct contact or experience with ambulance services or emergency medical services in the City, how would you rate the quality of ambulance services or emergency medical services in the City?** {Choose One Answer}

SR

- 1 Excellent
- 2 Good
- 3 Fair
- 4 Poor
- 5 Don't know/No answer

Q11c. If you have had contact with the Arlington Police Department over the past 12 months, what was the nature of the service? {Choose All Correct Answers}

MR

- 1 Personal or domestic disturbance assistance
- 2 Home or personal property theft
- 3 Business or commercial theft
- 4 Alarm response
- 5 Traffic violation
- 8 At a sporting or entertainment venue
- 9 Suspect in crime
- 6 Other
- 7 Have **not** had contact in the past 12 months

Q11d. (ASK IF CODE 1-6 OR 8-9, ANY SERVICE IN Q11c; OTHERWISE SKIP TO Q11dX) **Now, thinking about police services that the City provides, please rate each of the following.** {Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
a. Quality of service	1	2	3	4	5
b. Timeliness of service	1	2	3	4	5
c. Overall competence of Police employees	1	2	3	4	5
d. Behavior and attitude of Police officers	1	2	3	4	5

Q11dX. **Whether or not you've had direct contact with the Police Department, please provide your opinion on the following.** {Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
a. Quality of Police services in the city	1	2	3	4	5
b. Availability of Police services	1	2	3	4	5
c. Overall competence of Police employees	1	2	3	4	5
d. Behavior and attitude of Police officers	1	2	3	4	5

Q11eX. Please tell us if you have any recommendations or suggestions for improvement at the Police Department. {Please Type Your Answers In The Box Below. Please Be Specific And Include Details.}

TO

Q11e.If you have used a city park or facility over the past 12 months, what was the nature of the service? {Choose All Correct Answers}

MR

- 1 General recreation
- 2 Sports (team)
- 3 Golf
- 4 Aquatics
- 5 Facility rental
- 6 Other
- 7 Have **not** used in the past 12 months

Q12. (SKIP)

Q12aX. Whether or not you've had direct contact with the Parks & Recreation Department, please provide your opinion on the following. {Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
a. Quality of Parks & Recreation services in the city	1	2	3	4	5
b. Availability of Parks & Recreation services	1	2	3	4	5

Q12a.Now, thinking about the Arlington Parks and Recreation facilities, please rate each of the following. {Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
Quality of parks and recreation programs or classes	1	2	3	4	5
Range or variety of parks and recreation activities	1	2	3	4	5
Quality and appearance of parks and recreation facilities or centers	1	2	3	4	5
Overall quality of city parks	1	2	3	4	5
Quality of customer service	1	2	3	4	5

Q12b. If you, or anyone in your household, have used a City Library over the past 12 months, what was the nature of the service? {Choose All Correct Answers}

MR

- 1 Check out materials
- 2 Utilize computers
- 3 Attend programs or workshops
- 4 Research
- 5 Other
- 6 Have **not** used in the past 12 months

Q12z. (SKIP)

Q13. (ASK IF CODE 1-5, ANY SERVICE IN Q12b; OTHERWISE SKIP TO Q13a) **Now, thinking about services that the City Library provides, please rate each of the following.** {Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
a. Quality of library services	1	2	3	4	5
b. Library facilities	1	2	3	4	5
c. Availability of materials you wanted at Arlington libraries	1	2	3	4	5

Q13a. If you have utilized Community Services over the past 12 months, what was the nature of the service? {Choose All Correct Answers}

MR

- 1 Code complaint (to report or respond to a complaint)
- 2 Vital statistics (birth certificate, death certificate)
- 3 Animal shelter
- 4 Housing assistance
- 5 Other
- 6 Have **not** utilized in the past 12 months

Q13b. (ASK IF CODE 1-5, ANY SERVICE IN Q13a; OTHERWISE SKIP TO Q14) **Considering the services that Community Services provides, please rate each of the following.** {Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
a. Quality of customer service	1	2	3	4	5
b. Timeliness of complaint response	1	2	3	4	5

Q13c.-Q14x. (SKIP)

Q14. Now, thinking about the streets and roads in Arlington, how would you rate each of the following? {Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
Overall condition of streets and roads.....	1	2	3	4	5
Condition of your neighborhood streets	1	2	3	4	5
Maintenance of all major city-maintained streets, such as Fielder Road, Green Oaks, and Sublett	1	2	3	4	5
Maintenance of street medians and right-of-ways	1	2	3	4	5
Quality of street sweeping or cleaning	1	2	3	4	5
Managing traffic flow in entertainment district	1	2	3	4	5
Managing traffic on the major thoroughfares, <i>not</i> including highways, during peak traffic hours	1	2	3	4	5
Quality of street repair services	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Landscaping along streets and sidewalks ..	1	2	3	4	5
Street lighting	1	2	3	4	5
Speed in completing road work repairs	1	2	3	4	5

Q14a. During the past 12 months, if you have had contact with the Water Utilities Department, what was the nature of the contact? {Choose All Correct Answers}

MR

- 1 Establish residential water service
- 2 Establish commercial/business water service
- 3 Water line repair
- 4 Sewer assistance
- 5 Online payment system
- 6 Assistance/questions
- 7 Interactive phone payment system
- 8 Other
- 9 Have **not** had contact in the past 12 months

Q14b. (ASK IF CODE 1-8, ANY SERVICE IN Q14a; OTHERWISE SKIP TO Q14c) **Now, thinking about water customer services that the City provides, please rate each of the following.** {Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
a. Quality of service	1	2	3	4	5
b. Timeliness of service	1	2	3	4	5
c. Availability of service.....	1	2	3	4	5

Q14c. **Whether or not you've had direct contact with the Water Utilities Department, please provide your opinion on the following.** {Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
a. Quality of drinking water	1	2	3	4	5
b. Efficiency in water line repair	1	2	3	4	5
c. Speed in completing water/sewer construction	1	2	3	4	5
d. Water treatment services	1	2	3	4	5
e. Water conservation efforts	1	2	3	4	5

Q14d. **The City works on several ways to encourage water conservation. Where have you seen or heard about Arlington's water conservation efforts?** {Choose All Correct Answers}

MR

- 01 Newspaper
- 02 Television
- 03 Radio
- 04 Internet/Web
- 05 Facebook
- 06 Twitter
- 07 EcoFest event
- 08 Water conservation classes
- 09 Water bill insert
- 10 Other
- 11 Have **not** seen or heard anything

Q14e. **Overall, how do you rate the quality of products and services the Water Utilities Department provides?** {Choose One Answer}

SR

- 1 Excellent
- 2 Good
- 3 Fair
- 4 Poor
- 5 Don't know/No answer

Q15a.-Q15b. (SKIP)

Q16. (SKIP)

Q16a. **Have you had contact with staff or City Council at City Hall or another City facility in the past 12 months?** {Choose One Answer}

SR

- 1 Yes
- 2 No
- 3 Don't know/No answer

Q16b. **Based on your impression or experience, how much would you agree or disagree with the following statements?** {Choose One Answer For Each Row}

SG

	Strongly Agree	Some-what Agree	Neither Agree Nor Disagree	Some-what Disagree	Strongly Disagree	Don't Know
I get answers I need when I call a City facility (such as City Hall, Municipal Court, Police)	1	2	3	4	5	6
I get the answers I need when I visit a City facility (such as City Hall, Municipal Court, Police)	1	2	3	4	5	6
When I ask a City employee for something, they either provide the answer or find someone who can.....	1	2	3	4	5	6
When I ask the same question from different City employees, I get the same answer	1	2	3	4	5	6

Q17.-Q17a. (SKIP)

Q18. (SKIP)

The City of Arlington has a Council-driven priority of safety anywhere, all the time. Please answer the following questions regarding safety in Arlington.

Q19a. (SKIP)

Q19b. How safe would you feel walking alone in your neighborhood during the day? Would you say you feel...? {Choose One Answer}

SR

- 1 Very safe
- 2 Somewhat safe
- 3 Neither safe nor unsafe
- 4 Somewhat unsafe
- 5 Very unsafe
- 6 Don't know/No answer

Q19c. And how safe would you feel walking alone in your neighborhood at night? Would you say you feel...? {Choose One Answer}

SR

- 1 Very safe
- 2 Somewhat safe
- 3 Neither safe nor unsafe
- 4 Somewhat unsafe
- 5 Very unsafe
- 6 Don't know/No answer

Q19d. How safe would you feel walking alone in business areas in Arlington during the day? Would you say you would feel...? {Choose One Answer}

SR

- 1 Very safe
- 2 Somewhat safe
- 3 Neither safe nor unsafe
- 4 Somewhat unsafe
- 5 Very unsafe
- 6 Don't know/No answer

Q19e. And how safe would you feel walking alone in business areas in Arlington at night? Would you say you would feel...? {Choose One Answer}

SR

- 1 Very safe
- 2 Somewhat safe
- 3 Neither safe nor unsafe
- 4 Somewhat unsafe
- 5 Very unsafe
- 6 Don't know/No answer

Q19f. **During the past 12 months**, were you or anyone in your household the victim of **any crime?**
{Choose One Answer}

SR

- 1 Yes
- 2 No
- 3 Don't remember/Don't know

Q19g.(ASK IF CODE 1, YES IN Q19f; OTHERWISE SKIP TO Q20a) **Did you report any of these crimes to the police?** {Choose One Answer}

SR

- 1 Yes
- 2 No
- 3 Don't remember/Don't know

Q19gX.(ASK IF CODE 1, YES IN Q19g; OTHERWISE SKIP TO Q20a) **How would you rate the contact you had with the police?** {Choose One Answer}

SR

- 1 Excellent
- 2 Good
- 3 Fair
- 4 Poor
- 5 Don't know/No answer

Q19h.-Q19i. (SKIP)

Q20. (SKIP)

Q20a. How would you rate the City's efforts on the following Council-directed priorities? {Choose One Answer For Each Row}

SG

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
Creating a vibrant downtown Arlington.....	1	2	3	4	5
Encouraging conventions and tourism	1	2	3	4	5
Protection from flooding and erosion	1	2	3	4	5
Coordinating programs for youth, seniors and families	1	2	3	4	5
Enhancing and preserving neighborhoods	1	2	3	4	5
Supporting environmental stewardship	1	2	3	4	5
Focusing on mobility and transportation	1	2	3	4	5
Growing and diversifying the economy	1	2	3	4	5
Championing redevelopment opportunities	1	2	3	4	5
Encouraging cultural, recreational and learning opportunities	1	2	3	4	5
Focusing on financial stewardship	1	2	3	4	5
Creating or coordinating regional partnerships	1	2	3	4	5
Creating or coordinating community partnerships	1	2	3	4	5

Q20b.-Q20d. (SKIP)

The City is concerned about the financial constraints the economy has imposed upon residents. Please tell us whether or not the economy has affected you in the following ways.

Q20e. Has your employment situation changed over the past 12 months? Or have you been unemployed over the past 12 months? {Choose One Answer}

SR

- 1 Yes
- 2 No
- 3 Don't know/No answer

Q20f. Have you missed house payments over the past 12 months due to the economic downturn? {Choose One Answer}

SR

- 1 Yes
- 2 No
- 3 Don't know/No answer

Q20g. Have you foreclosed on a home in the past 12 months? {Choose One Answer}

SR

- 1 Yes
- 2 No
- 3 Don't know/No answer

Q21. 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? {Choose One Answer}

SR

- 1 Yes, getting money's worth
- 2 No, not getting money's worth
- 3 Don't know/No answer

Q21a. Are you aware that the City is primarily funded through a portion of property, sales and other taxes collected in the City, and that your property and shopping dollars matter to the sustainability of the City structure? {Choose One Answer}

SR

- 1 Yes, I am aware
- 2 No, I am not aware
- 3 Don't know/No answer

Q22. **Considering all of the services the City provides, and all of the taxes you pay, which of the following statements comes closest to your view?** {Choose One Answer}

SR

- 1 I would prefer that the City **decrease taxes and decrease services**
- 2 I would prefer that the City **keep taxes and services about where they are**
- 3 I would prefer that the City **raise taxes and increase services**
- 4 None of these/Don't know/No answer

Q22a. (SKIP)

Q23. **Overall, do you feel that the City of Arlington is generally headed in the right direction, or is it on the wrong track?** {Choose One Answer}

SR

- 1 Right direction
- 2 Wrong track
- 3 Don't know/No answer

Q24.-Q24B. (SKIP)

Q25. **These last few questions are just for classification purposes.**

How long have you lived in Arlington? {Choose One Answer}

SR

- 1 Less than one year
- 2 1-3 years
- 3 4-6 years
- 4 7-10 years
- 5 More than 10 years
- 6 Don't know/No answer

Q26. **Do you own or rent your primary residence?** {Choose One Answer}

SR

- 1 Own
- 2 Rent
- 3 Don't know/No answer

Q26a. **What type of dwelling do you currently live in?** {Choose One Answer}

SR

- 1 Single-family home
- 2 Duplex
- 3 Mobile home
- 4 Condominium
- 5 Apartment
- 6 Other
- 7 Don't know/No answer

Q27. (SKIP)

Q28. Q28b. (SKIP)

Q28c. **How do you get information about Arlington? What type of information service do you use to keep up with Arlington?** {Choose All Correct Answers}

MR

- 01 Network TV
- 02 Cable TV
- 03 Satellite TV
- 04 Star-Telegram
- 05 Dallas Morning News
- 07 Internet news service
- 08 Facebook
- 09 Twitter
- 12 City website
- 13 eArlington newsletter
- 14 Nixle
- 10 Other source
- 11 Don't know/No answer

Q29. **Which of the following categories contains your approximate annual household income, before taxes?** {Choose One Answer}

SR

- 01 Under \$15,000
- 02 \$15,000 but under \$25,000
- 03 \$25,000 but under \$35,000
- 04 \$35,000 but under \$50,000
- 05 \$50,000 but under \$75,000
- 06 \$75,000 but under \$100,000
- 09 \$100,000 but under \$125,000
- 10 \$125,000 but under \$150,000
- 11 \$150,000 or more
- 08 Don't know/No answer

Q30. **What is your ethnic background?** {Choose One Answer}

SR

- 1 African American or Black
- 2 American Indian
- 3 Asian or Pacific Islander
- 4 Caucasian or White
- 5 Hispanic or Latin American
- 6 Multi-ethnic
- 7 Other ethnic background
- 8 Don't know/No answer

Q30a. (ASK IF NOT CODE 5, HISPANIC/LATINO, IN Q30; OTHERWISE AUTOPUNCH CODE 1 AND SKIP TO END) **Regardless of any other ancestry, and regardless of how many generations back it may be, do you consider yourself to be, at least somewhat, of Hispanic, Latino or Spanish origin?**
{Choose One Answer}

SR

- 1 Yes
- 2 No

SURVEY COMPLETED!

Thanks for completing this survey.

Your answers and personal information are private, protected, and secure.

Thanks again for your help!

Kim Probasco
City of Arlington