



CITY SERVICES SATISFACTION SURVEY YEAR 2014

**Data Collected and Report Prepared by Decision Analyst
March 2015**



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Project Details

Project Background and Objectives

- Since 2000, the City of Arlington has conducted an annual survey among city residents to measure and track satisfaction with city services.
- This survey, which covers all major city services, is designed to provide a good overview of citizen satisfaction and a reliable comparison of perceptions across services.
- Information gathered from this survey will be used:
 - In planning and budgeting for 2015.
 - As a means to measure improvement or change in citizens' perceptions from previous years.
 - To enable the City to continue tracking citizens' perceptions in the future.

Methodology

- An online survey was conducted among 996 Arlington residents aged 18 and older.
- Survey invitations were sent via mail and email to randomly selected Arlington residents.
 - Mailed invitations were postcards that asked residents to visit the survey website. Decision Analyst managed the postcard printing and mailing.
 - Email invitations provided a direct link to the survey and were sent by the City.
 - Only those residents who were invited to participate were given access to the online survey. As a security measure, participants had to enter their email addresses or personal passwords (printed on the postcards) before accessing the survey.
- Interviews were conducted between February 23 and March 9, 2015.

Sample Sources and Response Rates

- In total 29,908 invitations were sent, with an overall response rate of 3%.

Invitation Method	Sample Source	Record Selection Method	Number of Invitations Sent	Response Rate
Mailed postcard	A list of all occupied residences in Arlington	Randomly selected residential addresses proportionate to the City zip code distribution	5,000	4%
Email	Email addresses provided by lists from the Library and Parks Departments	Randomly selected emails proportionate to the City zip code distribution	24,908	3%

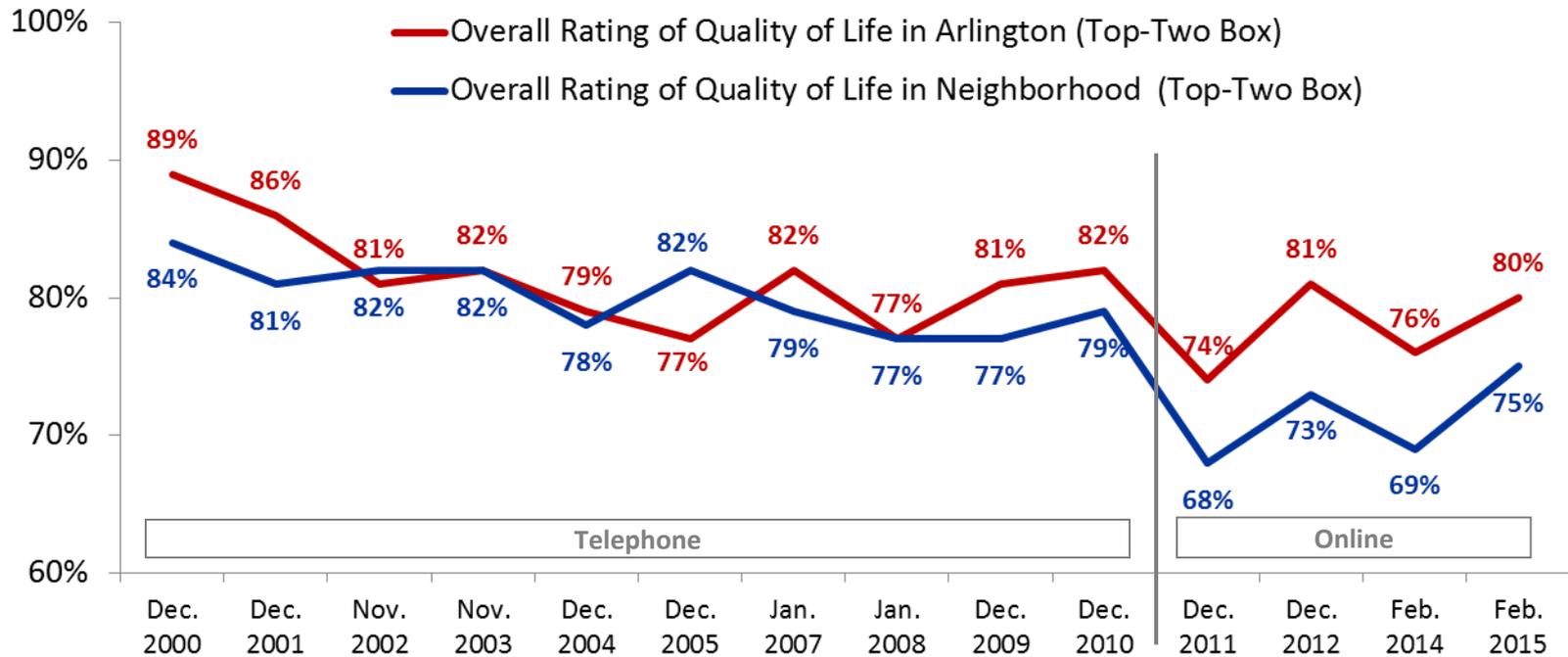
About Results

- Upon completion of data collection, the data were weighted by gender, age, and district distribution to ensure a representation of the City's population.
- For most ratings, residents rated Arlington or its services on a scale of "excellent," "good," "fair," or "poor."
 - "Don't knows" have been excluded from percentages.
 - Most charts will summarize the top-two-box positive ratings ("excellent" or "good").
- One way to interpret ratings is as follows:
 - 85%+ positive: Not a lot of room for improvement
 - 60-84% positive: Some room for improvement
 - Less than 60% positive: Much room for improvement
- Results presented here are an overview.
 - Detailed cross-tabulation tables are provided separately to allow deeper analysis, if desired.
 - For instance, results may be analyzed by different areas of the City or by homeowners versus renters.

Detailed Findings

Overview of Life in Arlington

Quality of Life Ratings



Detailed Responses (Past Two Waves)

	Feb. 2014	Feb. 2015
Overall Rating – Arlington Quality of Life		
Excellent	16%	16%
Good	60	64
Fair	21	19
Poor	3	1

Detailed Responses (Past Two Waves)

	Feb. 2014	Feb. 2015
Overall Rating – Neighborhood Quality of Life		
Excellent	25%	25%
Good	44	50*
Fair	25	21
Poor	6	4

Question:

Q1/Q2: Overall, how would you rate Arlington/your neighborhood as a city/neighborhood to live in, in terms of quality of life?

Base:

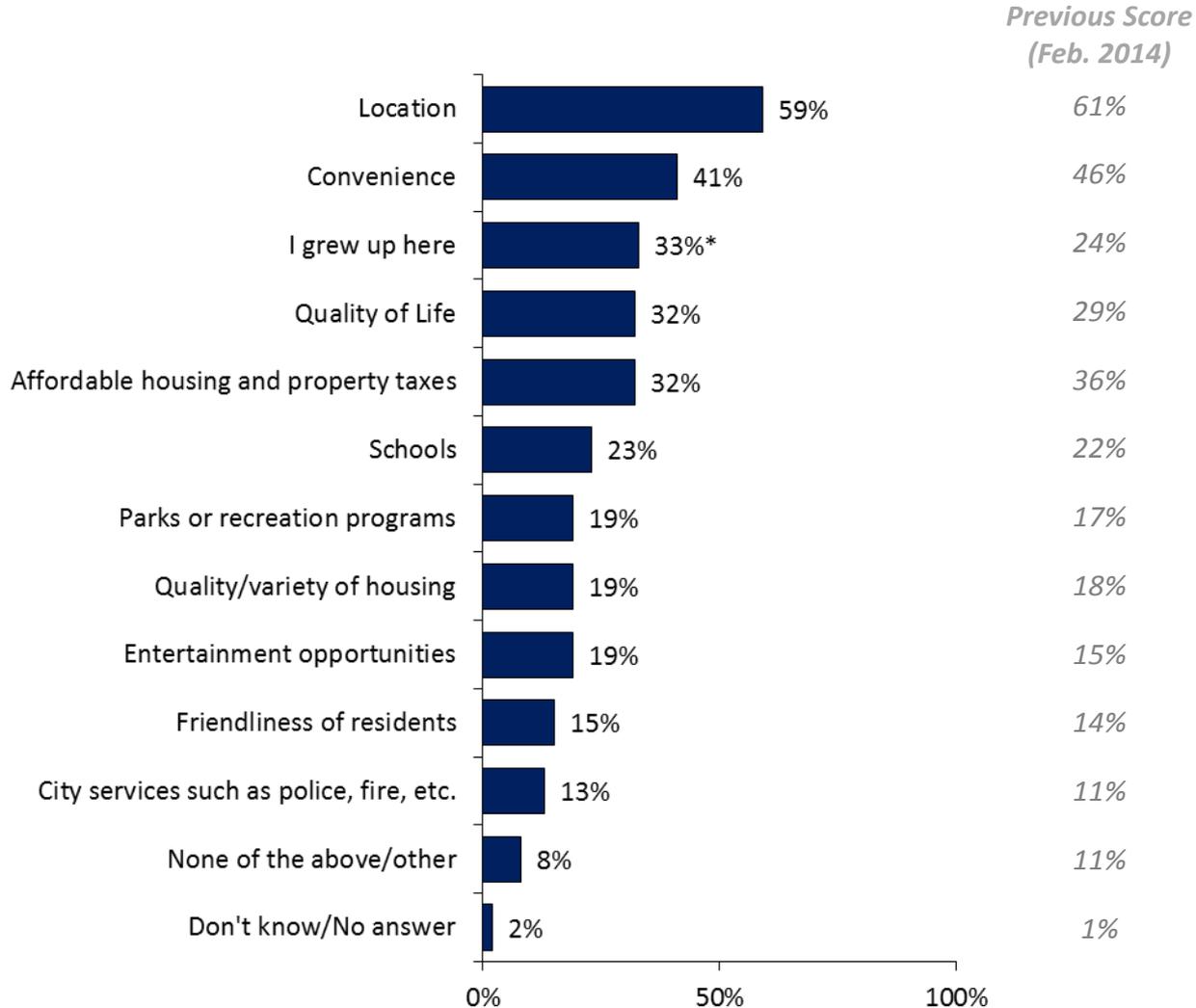
Total respondents (2000 n=496; 2001 n=500; 2002 n=498; 2003 n=504; 2004 n=448; 2005 n=455; 2007 n=445; 2008 n=437; 2009 n=399; 2010 n=309; 2011 n=537; 2012 n=598; 2014 n=1,105; 2015 n=996)

Statistical Note:

An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

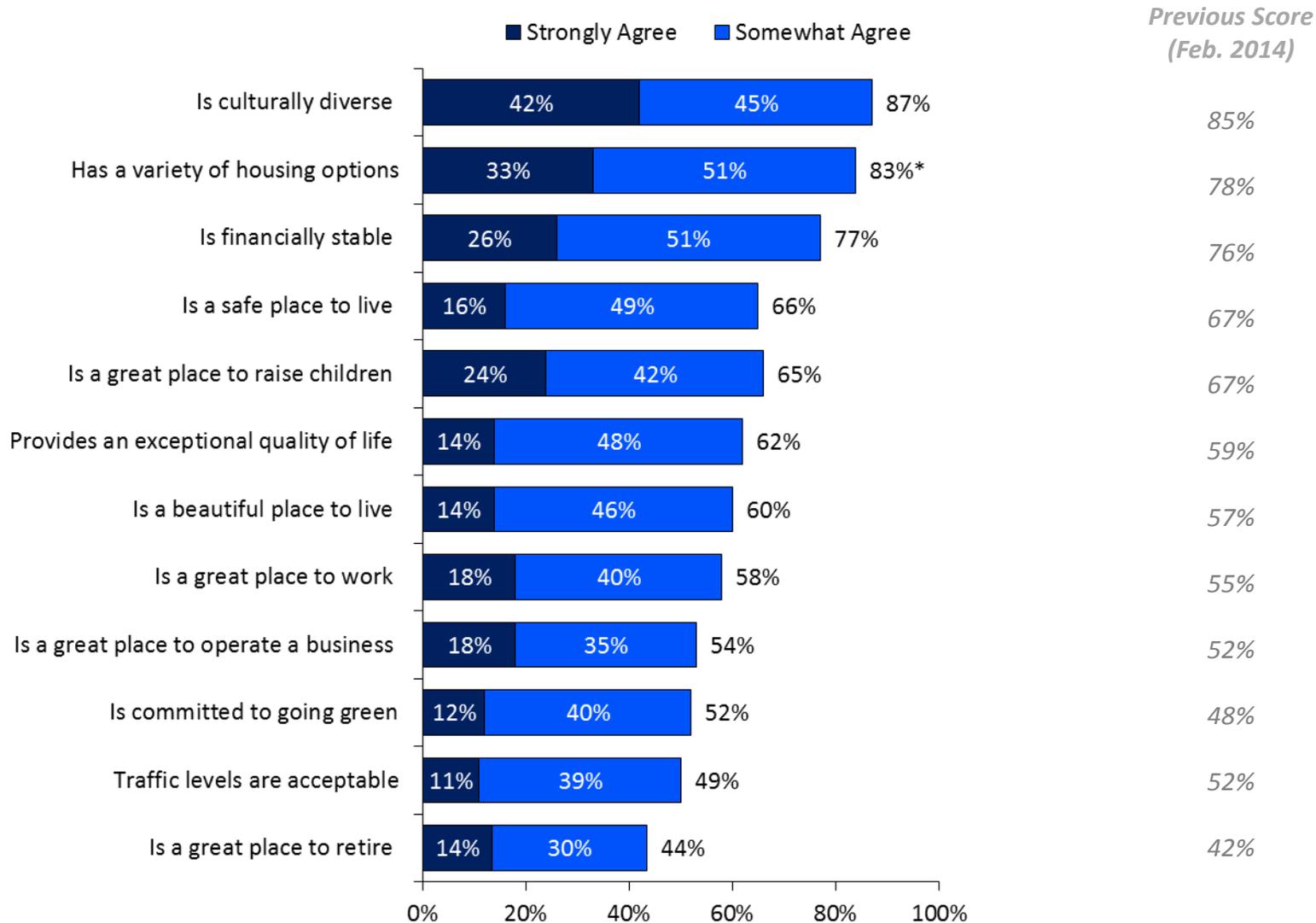


Reasons for Living in Arlington



Question: Q1z. Which of the following are reasons why you live in Arlington, Texas?
 Base: Total respondents (n=996)
 Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Perceptions of City of Arlington



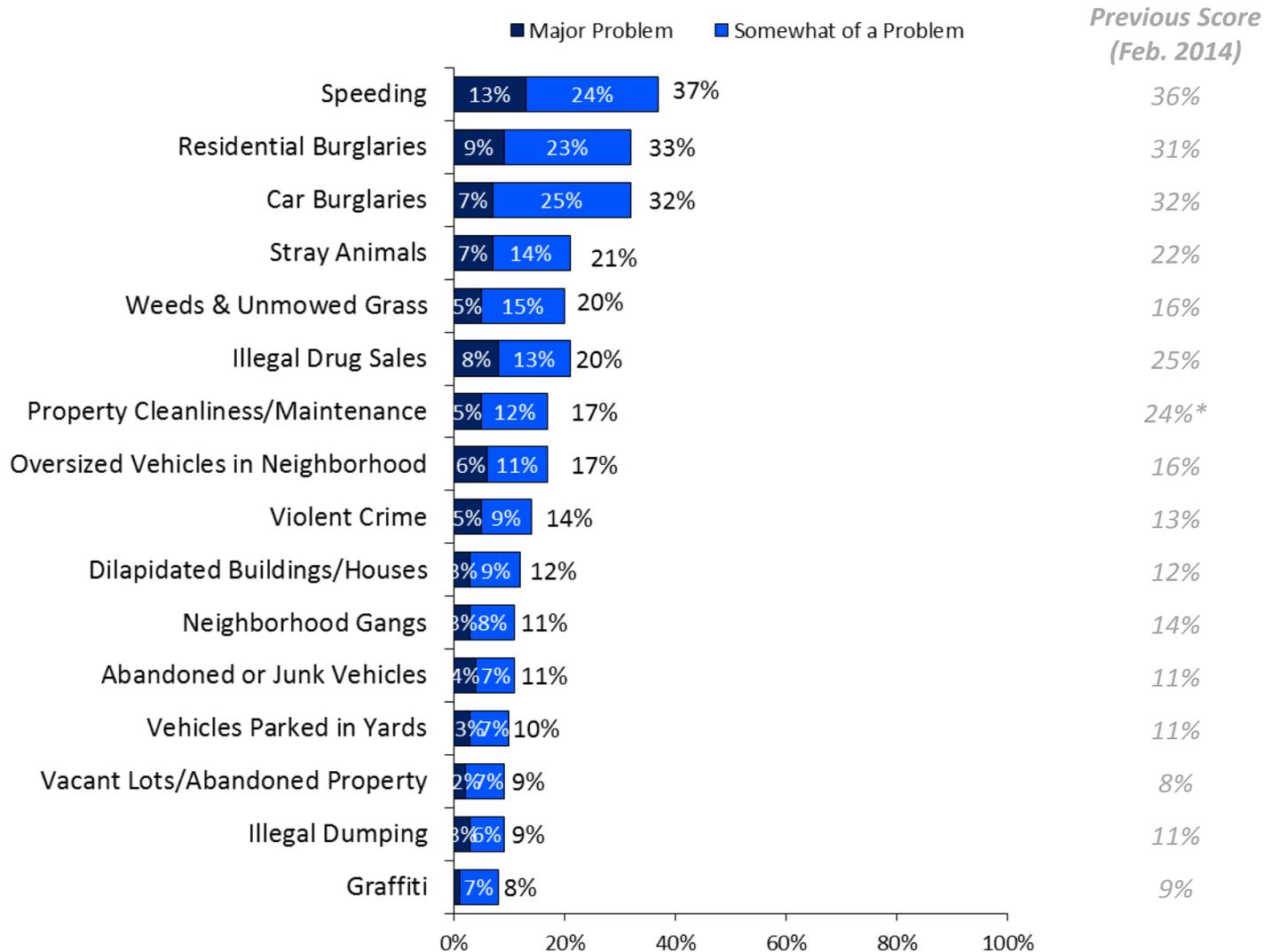
Question: Q1g. How much would you agree or disagree with the following statements about the City of Arlington? How much would you agree or disagree that the City of Arlington is...? (5-point scale, Strongly Agree to Strongly Disagree)

Base: Total respondents, excluding "don't know" (varies by statement)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.



Perceptions of Neighborhood Problems

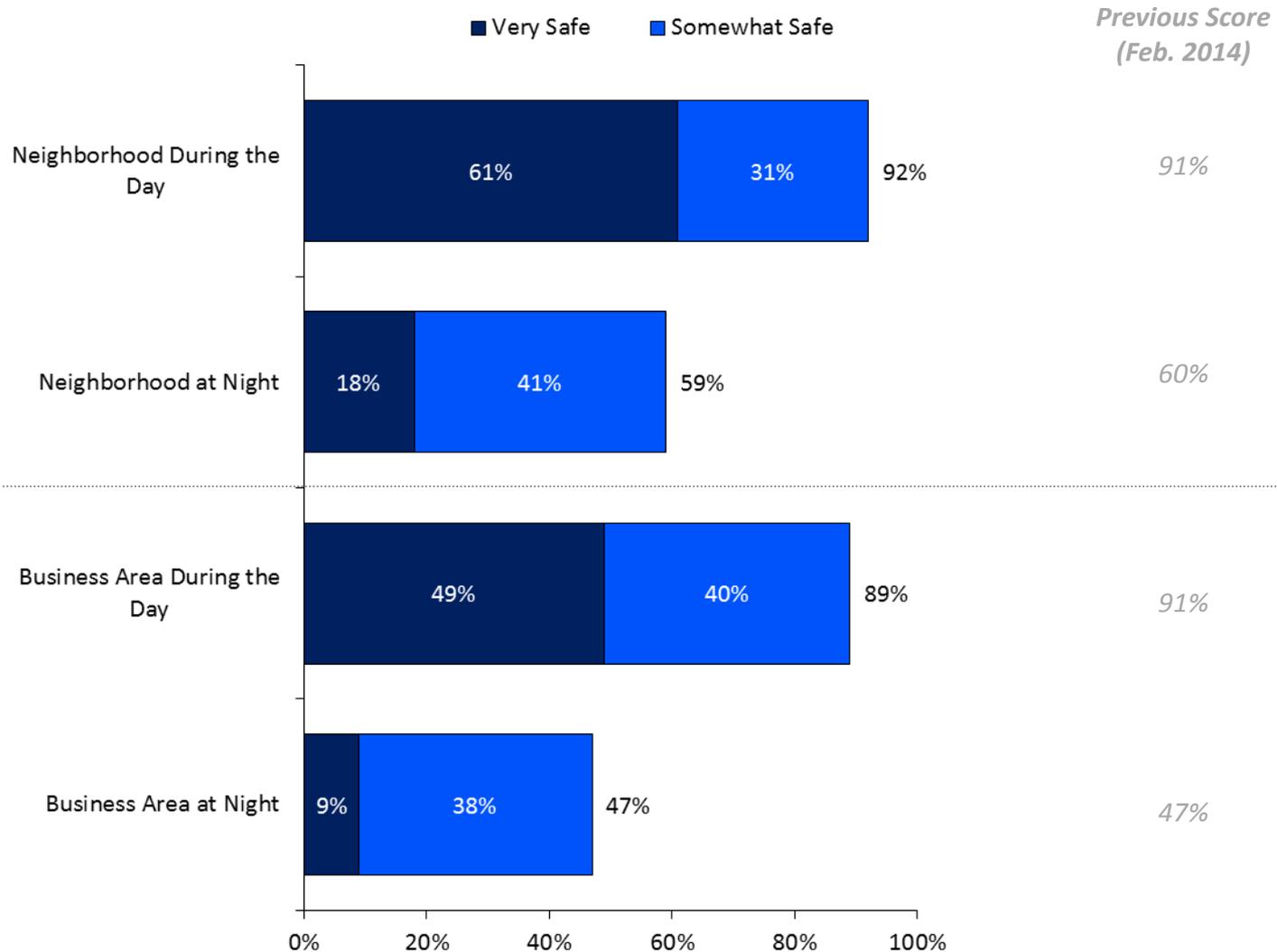


Question: Q3. Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem. (4-point scale, Major Problem to Not a Problem)

Base: Total respondents, excluding "don't know" (varies by statement)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Feeling of Safety

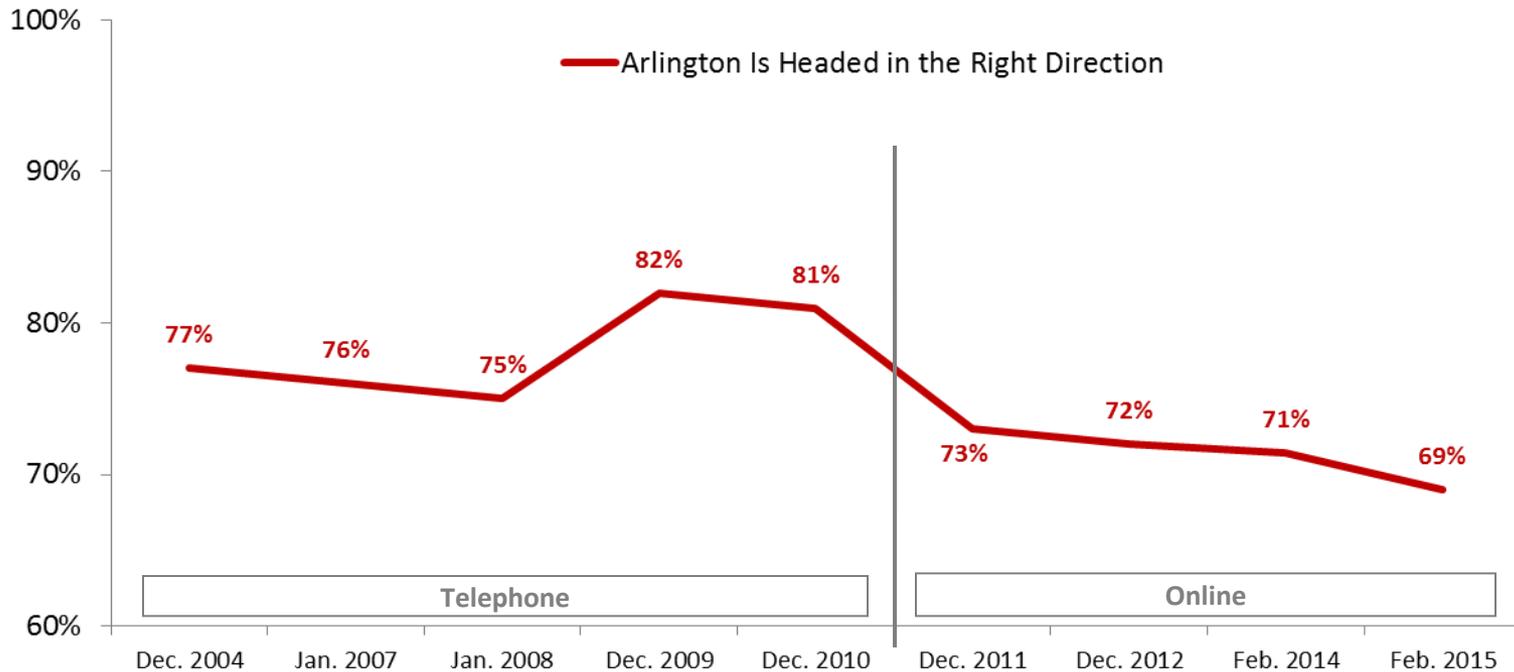


Question: Q19b/c/d/e. How safe would you feel walking alone in your neighborhood/business area during the day/at night? (5-point scale, Very Safe to Very Unsafe)

Base: Total respondents, excluding "don't know" (varies)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

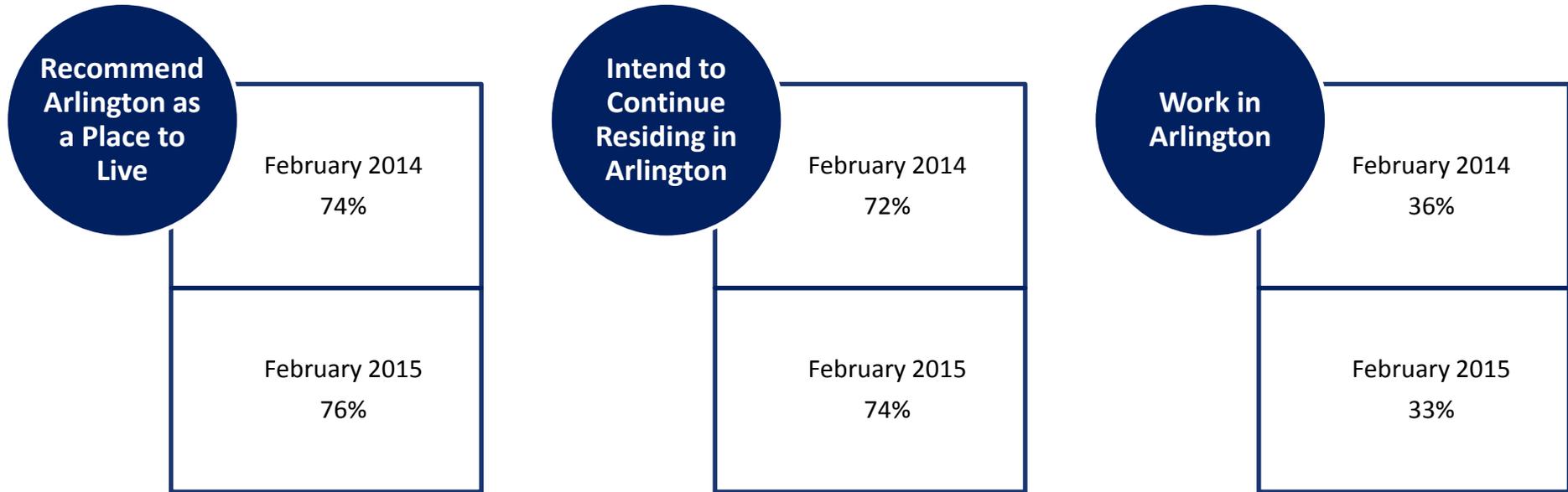
Direction of Arlington



Detailed Responses (Past Two Waves)		
	February 2014	February 2015
Arlington is headed in the right direction	71%	69%
Arlington is on the wrong track	12	15
Don't know/No answer	16	16

Question: Q23. Overall, do you feel that the City of Arlington is generally headed in the right direction, or is it on the wrong track?
 Base: Total Respondents (2004 n=448; 2005 n=455; 2007 n=445; 2008 n=437; 2009 n=399; 2010 n=309; 2011 n=537; 2012 n=598; 2014 n=1,105; 2015 n=996)
 Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Affinity to Arlington



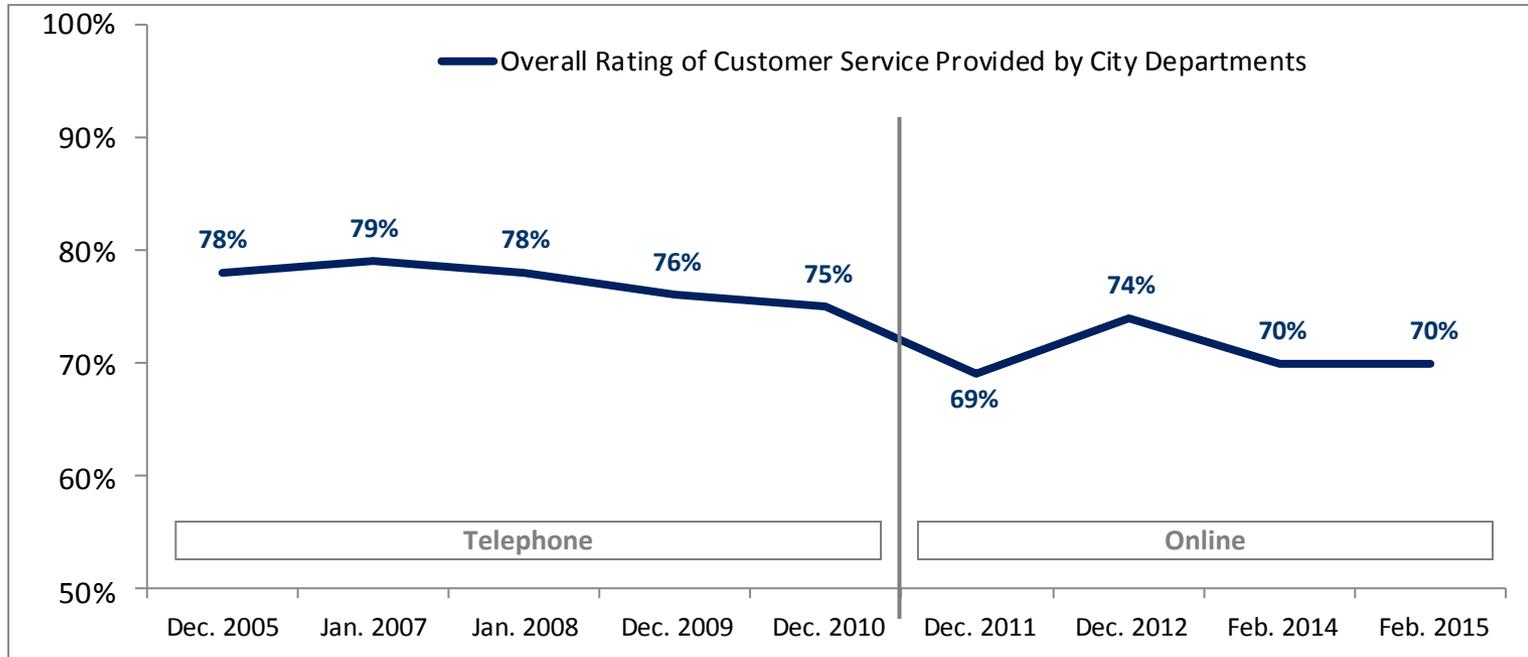
Question: Q1d. Would you recommend Arlington, Texas to others as a place to live?
Q1e. Do you intend to continue residing in Arlington?
Q1f. Do you work in Arlington?

Base: Total Respondents (2014 n=1,105; 2015 n=996)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Overview of City Services

Customer Service



Detailed Responses (Past Two Waves)		
	February 2014	February 2015
Overall Rating of Customer Service		
<i>Top-Two Box (Excellent + Good)</i>	70%	70%
Excellent	19	17
Good	52	53
Fair	24	23
Poor	6	7

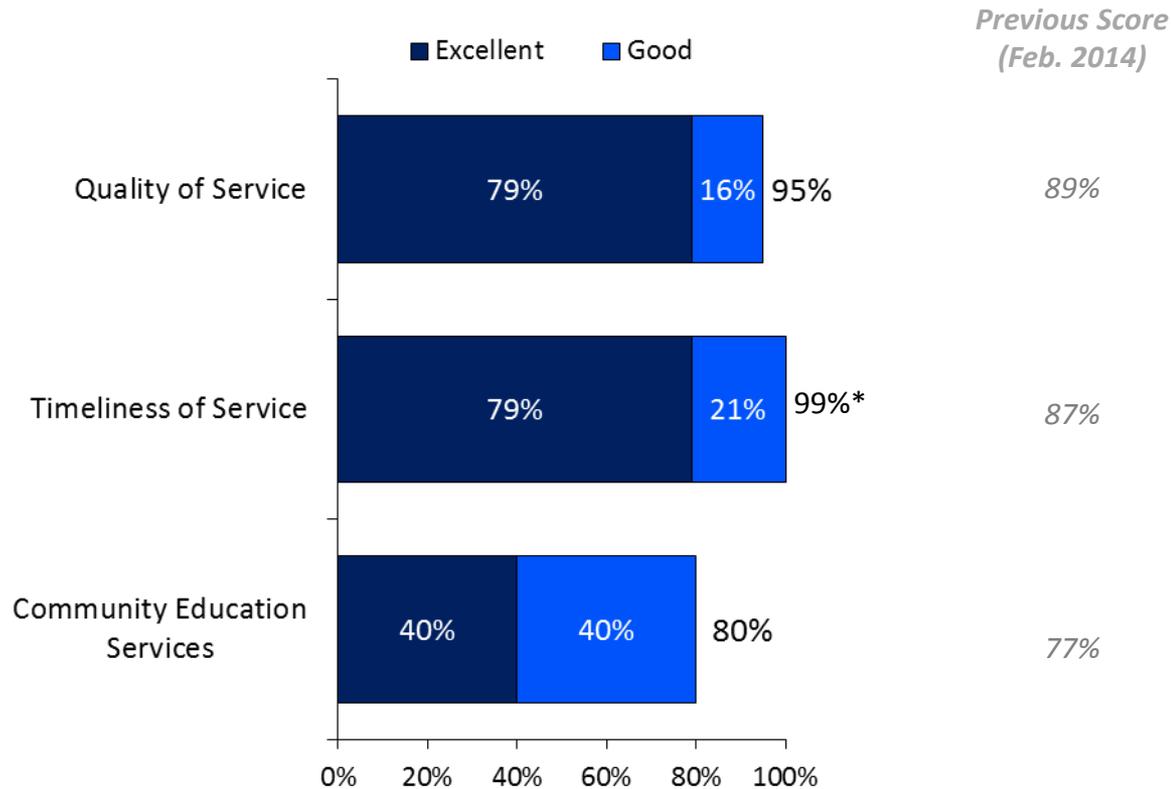
Question: Q6.Overall, how would you rate the level of customer service provided by City of Arlington departments? (4-point scale, Excellent to Poor)

Base: All respondents, excluding "don't know" (base varies)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Fire Department Services

Contacted the Fire Department for Services in Past 12 Months	
February 2014	February 2015
15%	12%



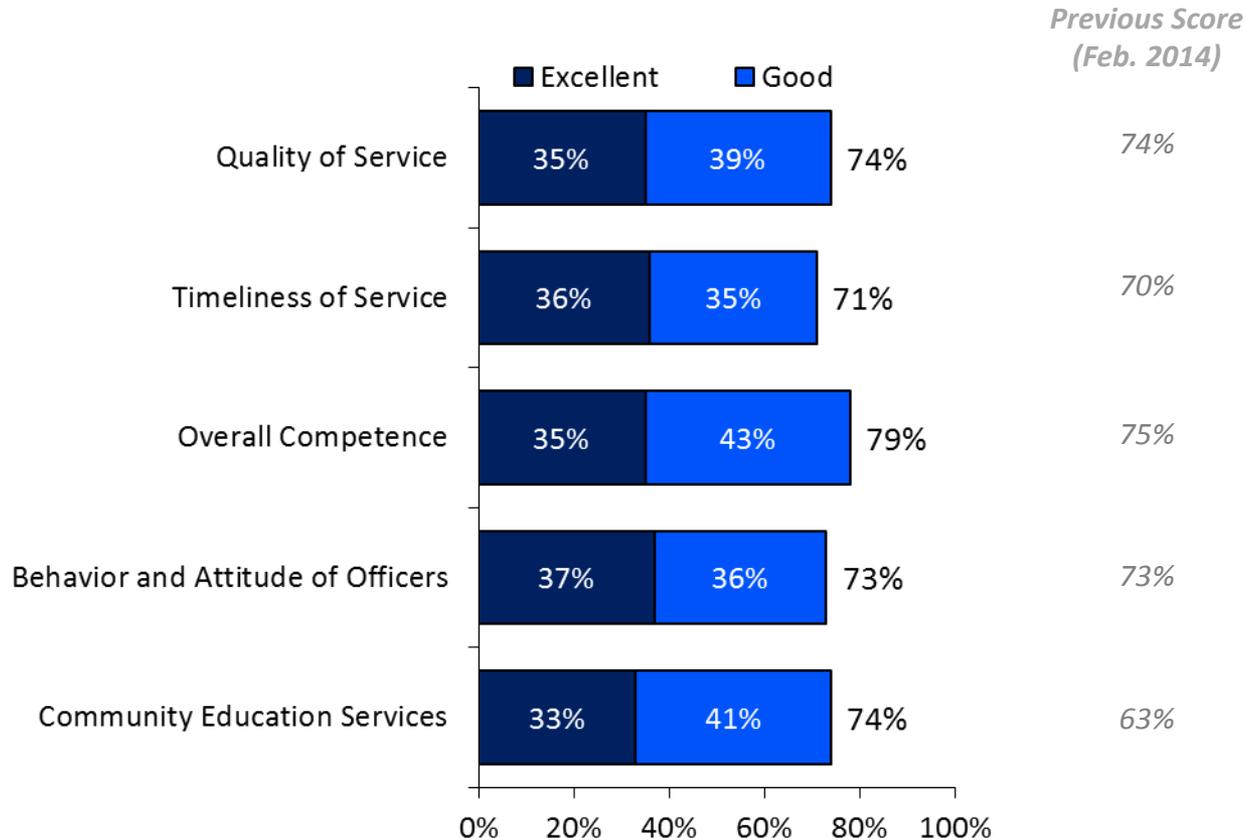
Question: Q11x. If you have had contact with the Fire Department over the past 12 months, what was the nature of the service?
 Q11a. Now, thinking about fire services that the City provides, please rate each of the following. (4-point scale, Excellent to Poor)
 Q11. And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months. (4-point scale, Excellent to Poor)

Base: Respondents who have used Fire Services in the past 12 months, excluding "don't know" (base varies)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Police Services

Contacted the Police Department for Services in Past 12 Months	
February 2014	February 2015
46%	49%



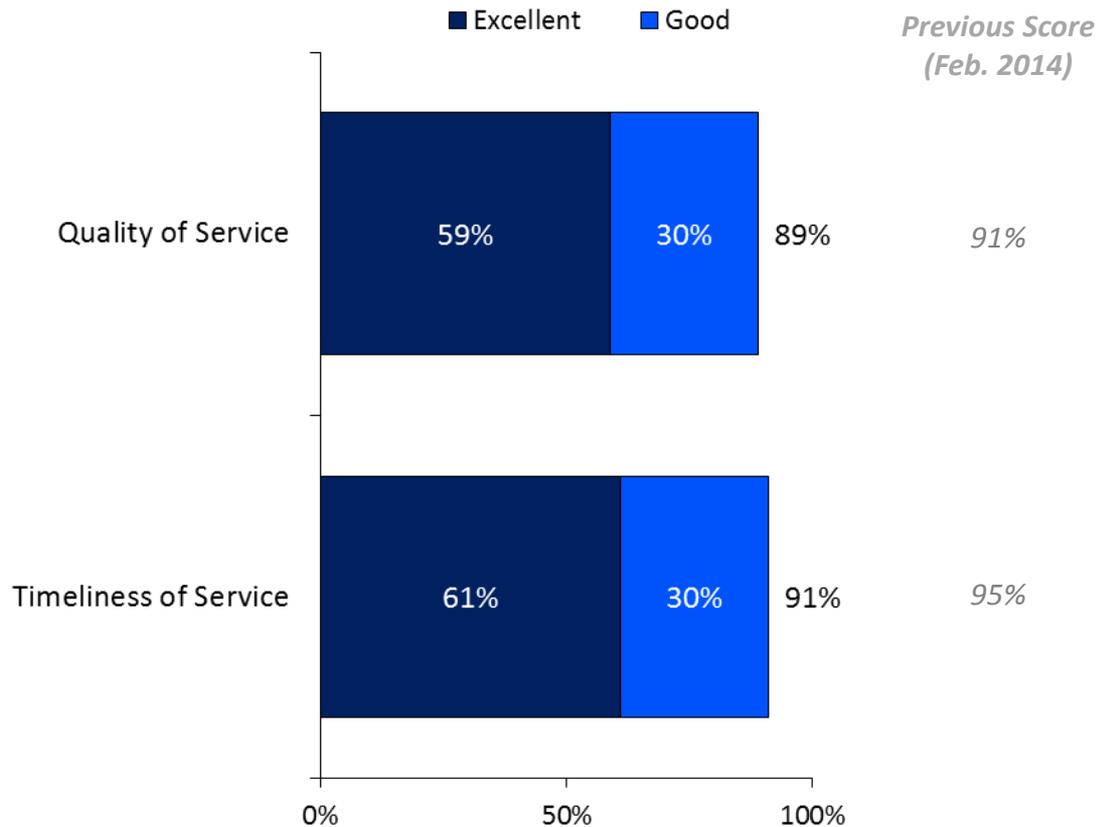
Question: Q11c. If you have had contact with the Arlington Police Department over the past 12 months, what was the nature of the service?
 Q11d. Now, thinking about police services that the City provides, please rate each of the following. (4-point scale, Excellent to Poor)
 Q11. And thinking about any 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. (4-point scale, Excellent to Poor)

Base: Respondents who have used Police Services in the past 12 months, excluding "don't know" (base varies)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Ambulance/Emergency Medical Services

Used Ambulance/Emergency Medical Services in Past 12 Months	
February 2014	February 2015
11%	11%



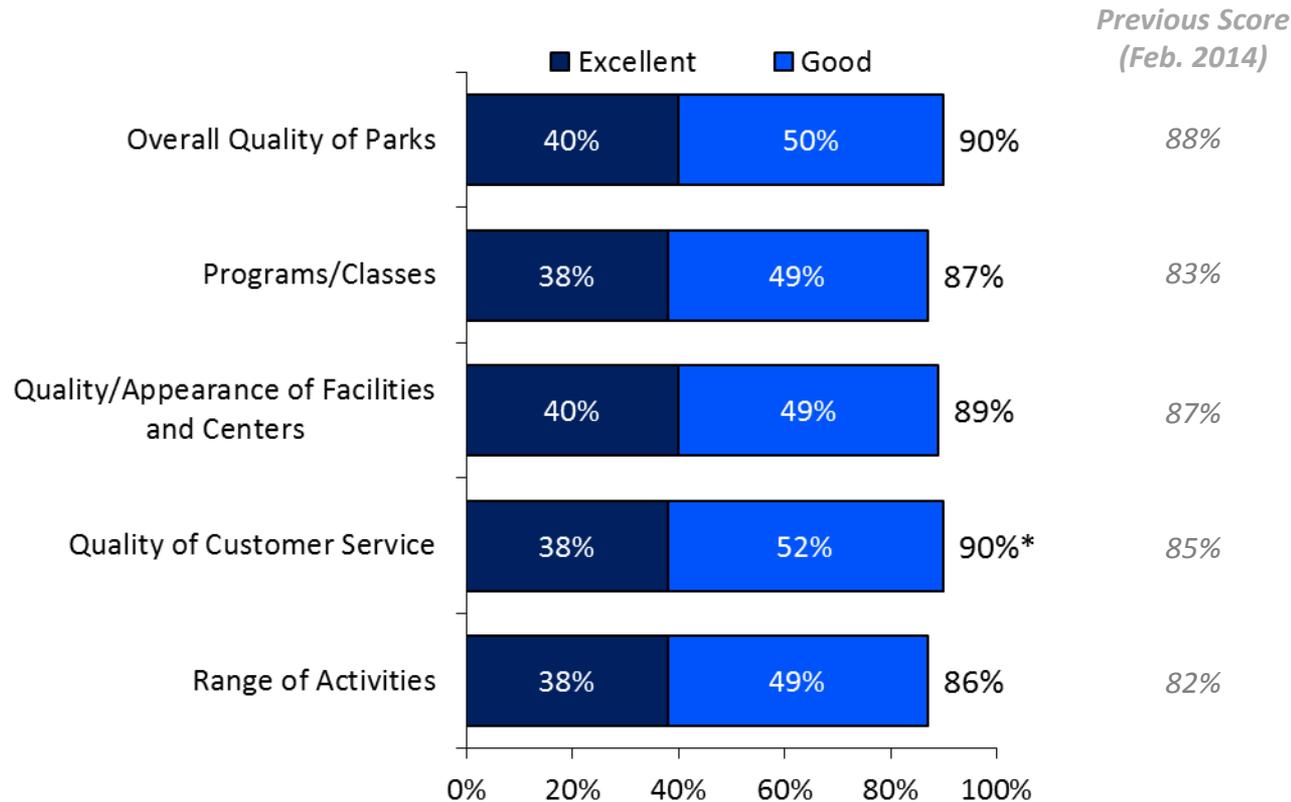
Question: Q11ay. In the past 12 months, have you or anyone in your household used ambulance services or emergency medical services?
 Q11b. Now, thinking about the ambulance services or emergency services that the City provides, please rate each of the following. (4-point scale, Excellent to Poor)

Base: Respondents who have used Ambulance/Emergency Medical Services in the past 12 months, excluding "don't know" (base varies)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Parks and Recreation Facilities

Used Parks and Recreation Facilities in Past 12 Months	
February 2014 79%	February 2015 78%



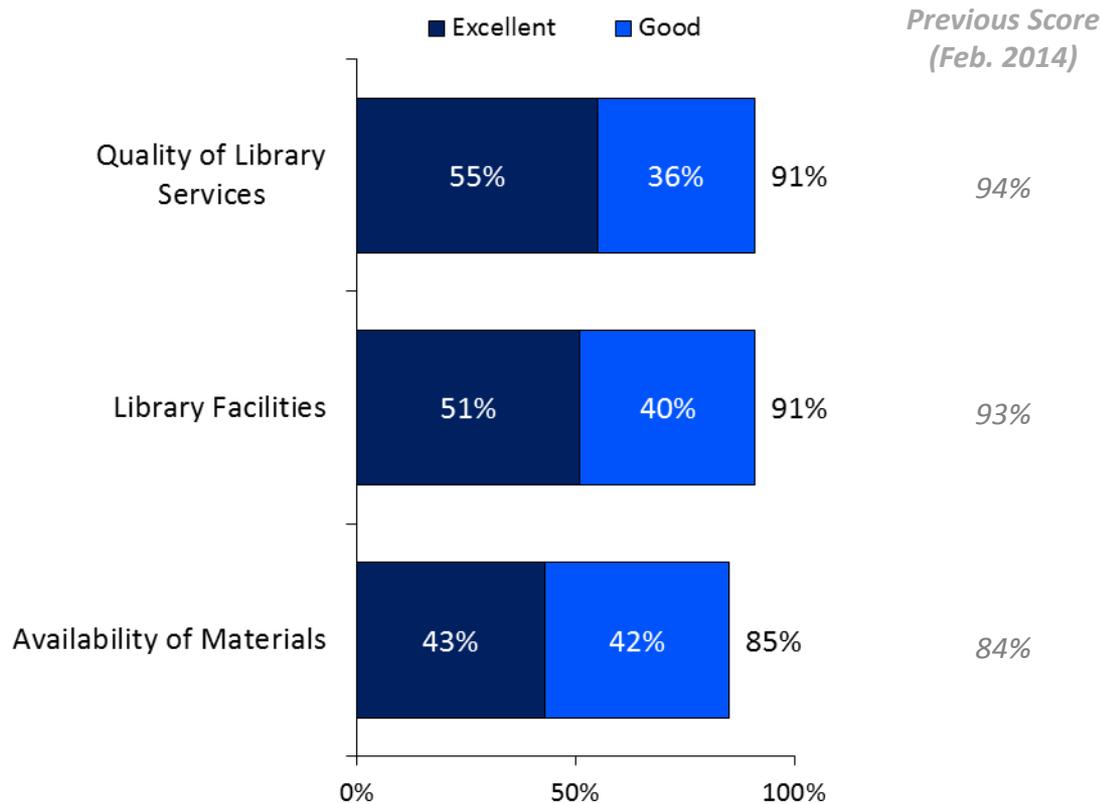
Question: Q11e. If you have used a city park or facility over the past 12 months, what was the nature of the service?
 Q12a. Now, thinking about the Arlington Parks and Recreation facilities, please rate each of the following. (4-point scale, Excellent to Poor)

Base: Respondents who have used city parks or facilities in the past 12 months, excluding "don't know" (base varies)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

City Library Services

Used Library Services in Past 12 Months	
February 2014 70%	February 2015 77%*



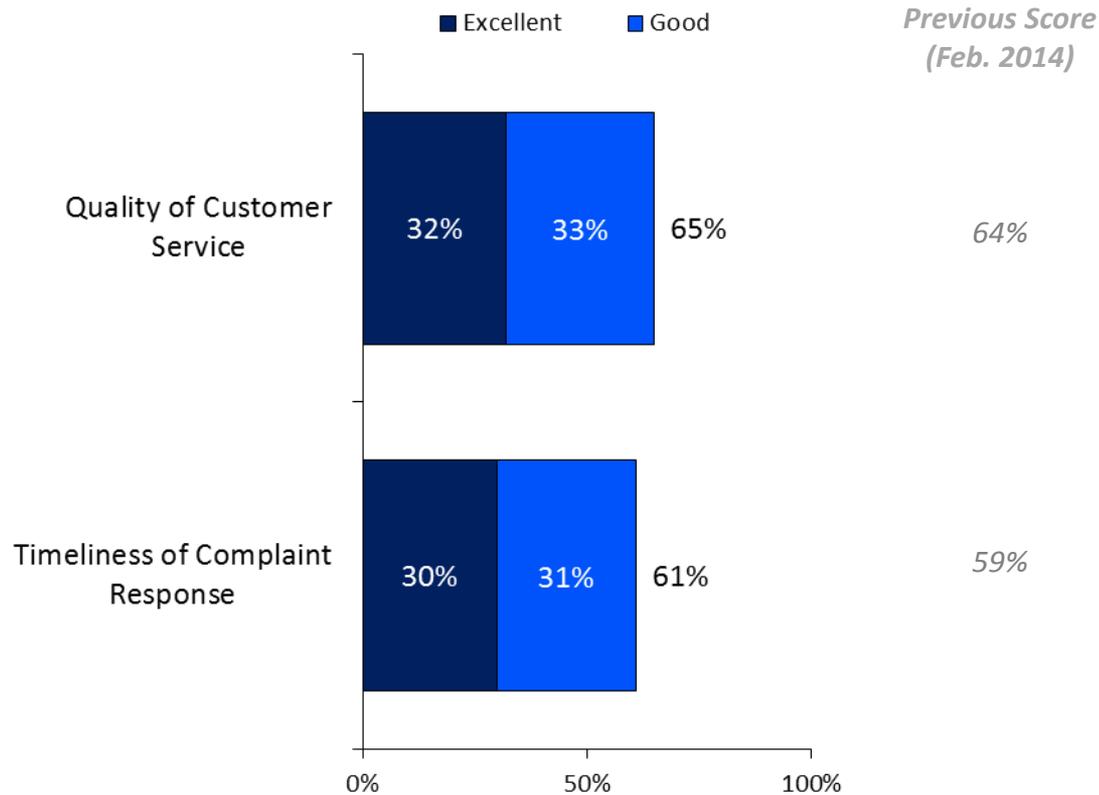
Question: Q12b. If you, or anyone in your household, have used a City Library over the past 12 months, what was the nature of the service?
 Q13. Now, thinking about services that the City Library provides, please rate each of the following. (4-point scale, Excellent to Poor)

Base: Respondents who have used City Library Services in the past 12 months, excluding "don't know" (base varies)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Code Compliance

Used Code Compliance in Past 12 Months	
February 2014 21%	February 2015 20%



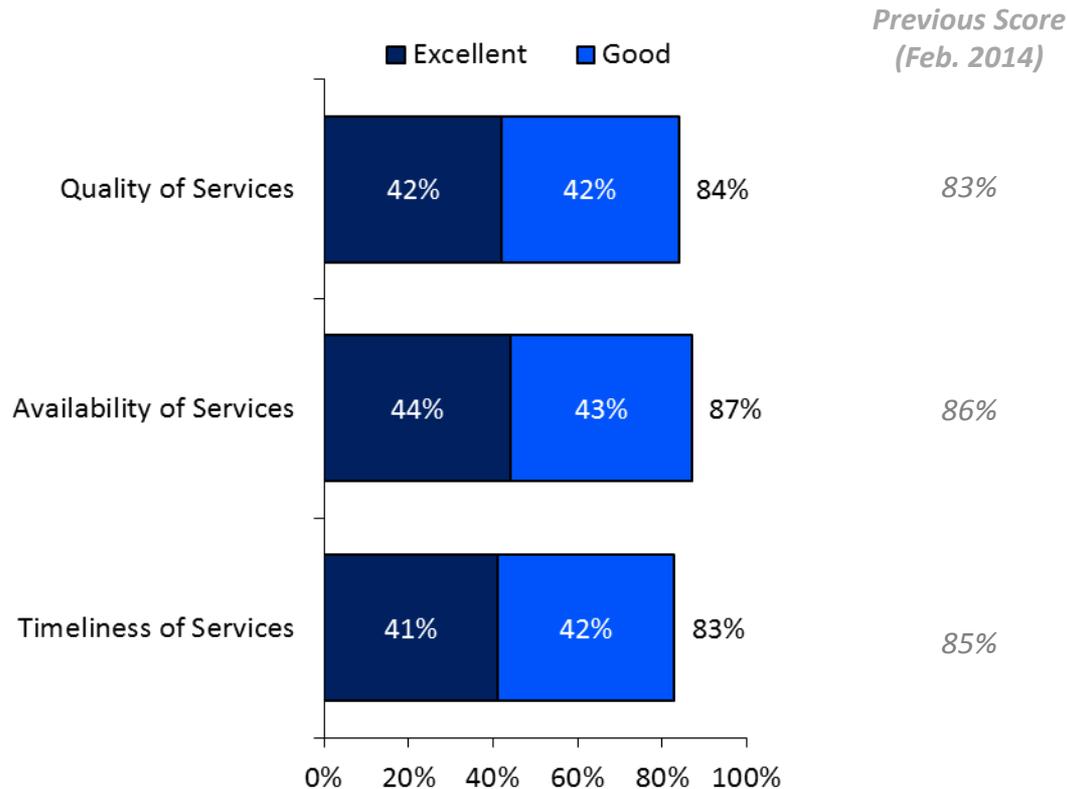
Question: Q13a. If you have utilized Code Compliance over the past 12 months, what was the nature of the service?
 Q13b. Considering the services that Code Compliance provides, please rate each of the following. (4-point scale, Excellent to Poor)

Base: Respondents who have used Code Compliance in the past 12 months, excluding "don't know" (base varies)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Water Utility Services

Contacted Water Utilities in Past 12 Months	
February 2014 44%	February 2015 46%

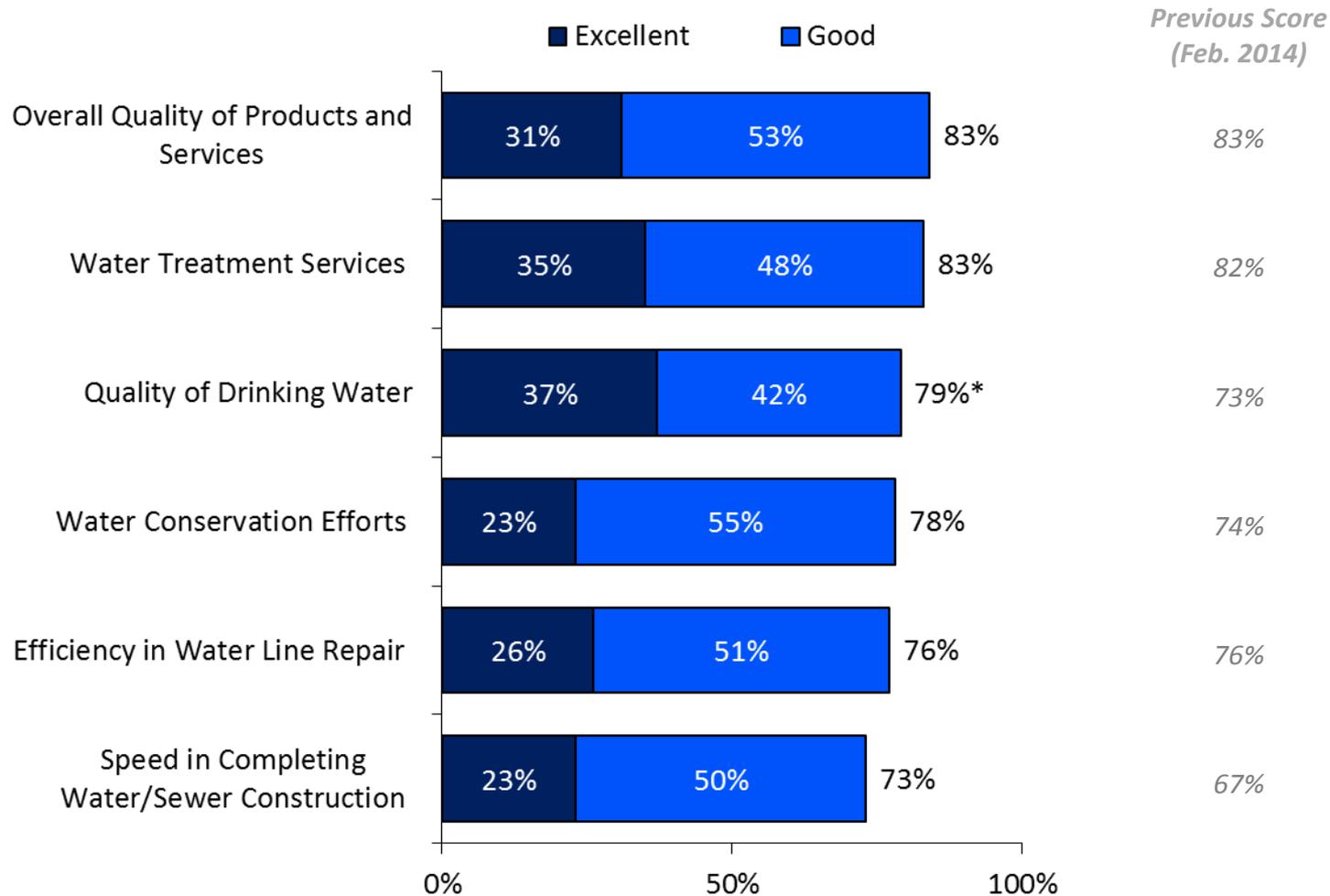


Question: Q14a. During the past 12 months, if you have had contact with the Water Utilities Department, what was the nature of the contact?
Q14b. Now, thinking about the water customer services that the City provides, please rate each of the following. (4-point scale, Excellent to Poor)

Base: Respondents who have used water utility services in the past 12 months, excluding "don't know" (base varies)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Water Utilities Department Ratings

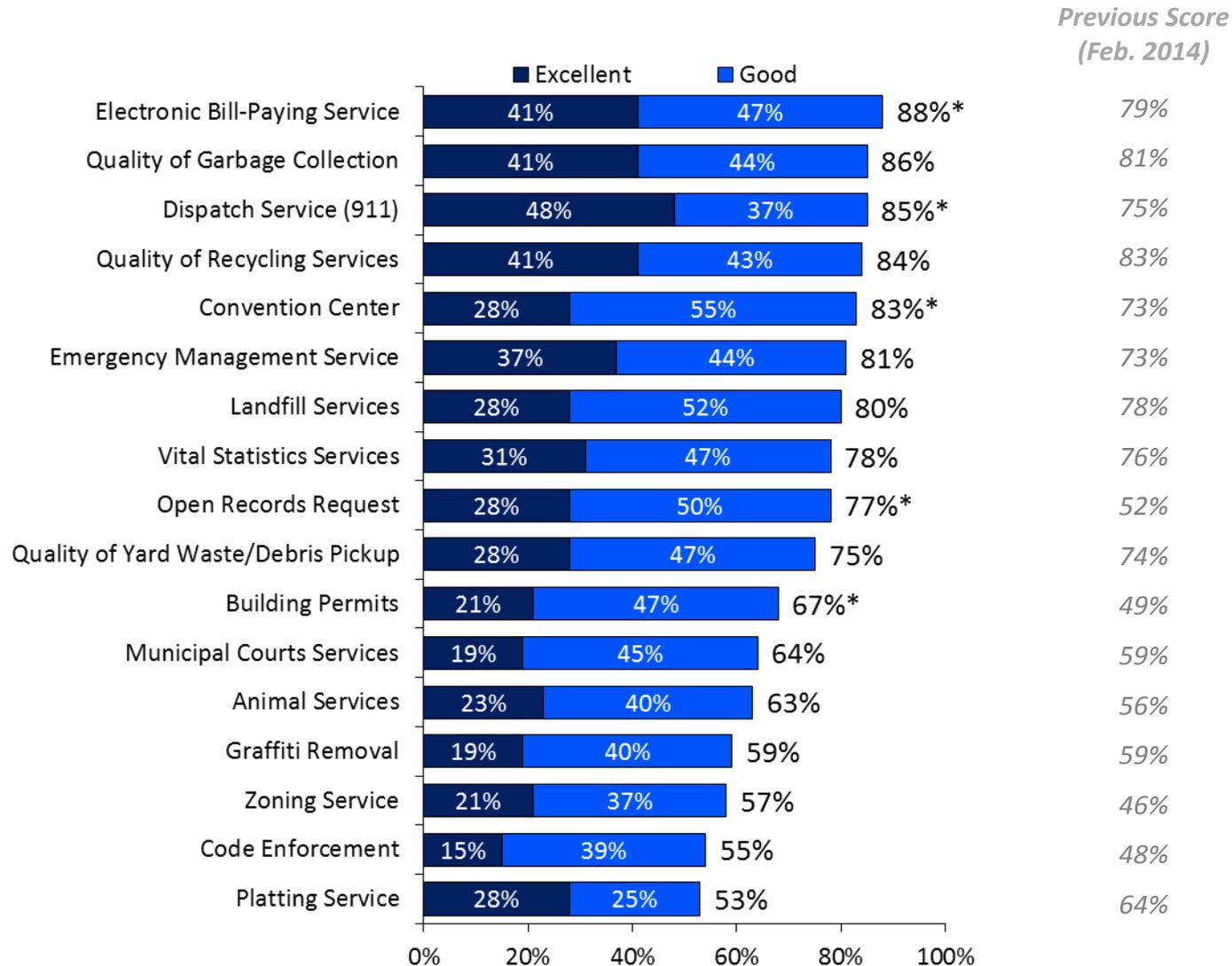


Question: Q14e. Overall, how do you rate the quality of products and services the Water Utilities Department provides?
 Q14c. Whether or not you've had direct contact with the Water Utilities Department, please provide your opinion on the following.
 (4-point scale, Excellent to Poor)

Base: Total respondents, excluding "don't know" (varies by statement)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Ratings of Other Arlington City Services



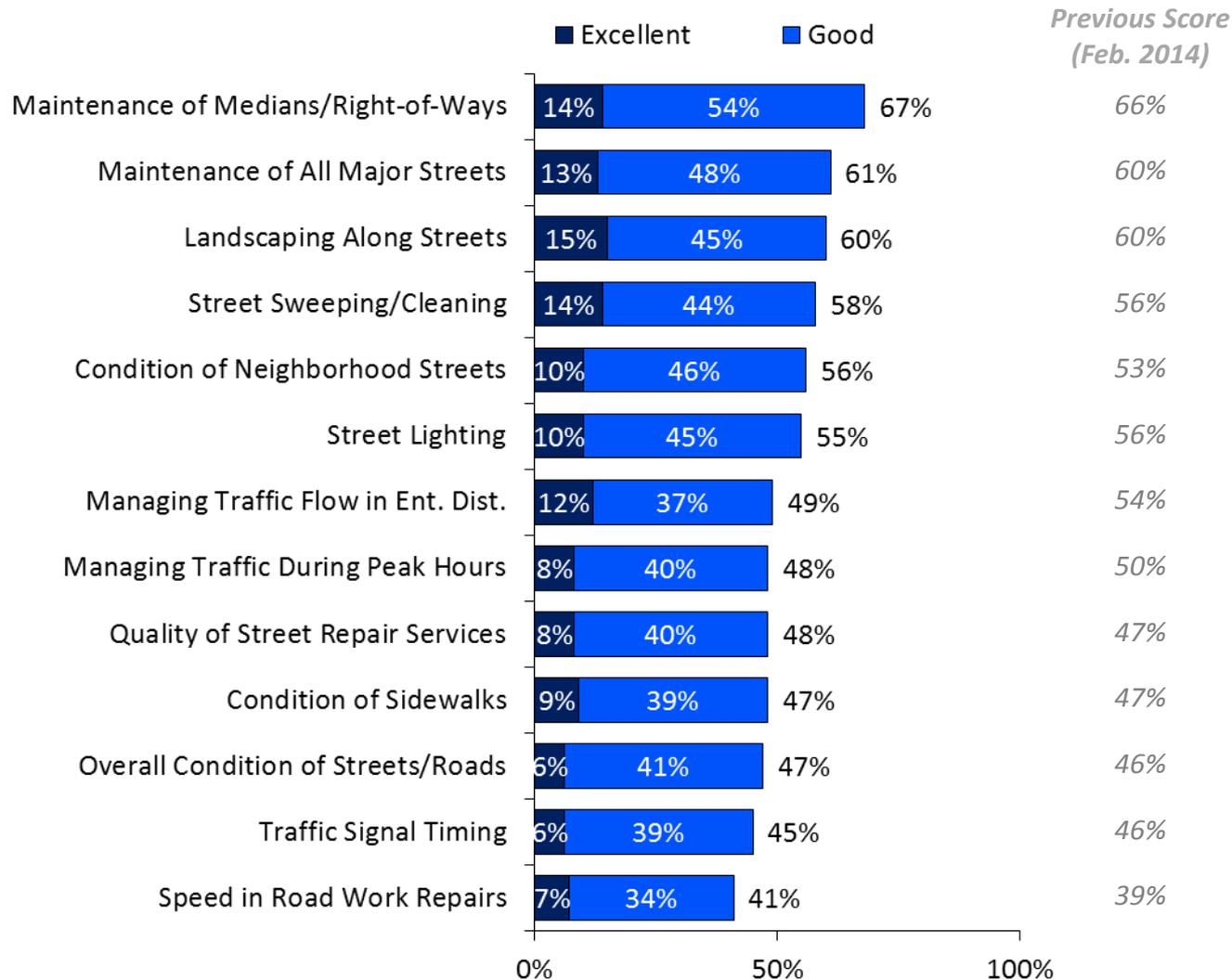
Question: Q11. And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months. (4-point scale, Excellent to Poor)

Base: Total respondents, excluding "don't know" (varies by statement)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.



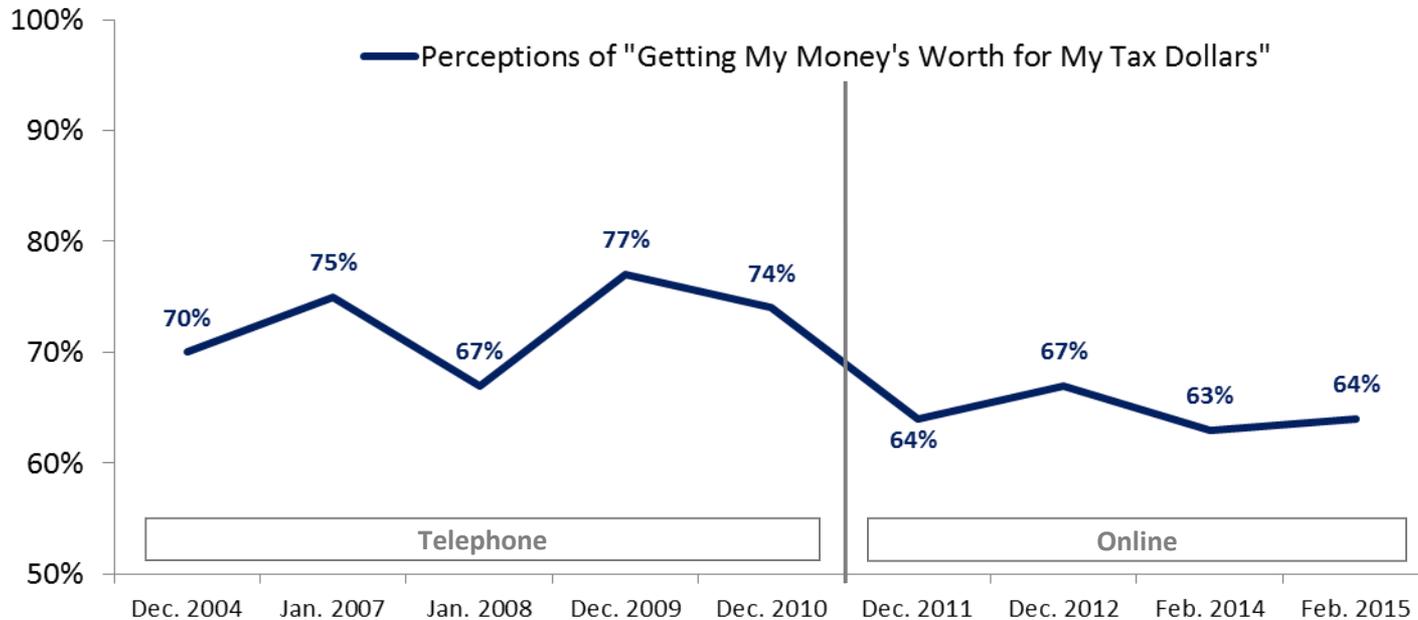
Arlington Streets and Roads



Question: Q14. Thinking about the streets and roads in Arlington, how would you rate the following? (4-point scale, Excellent to Poor)
 Base: Total respondents, excluding "don't know" (varies by statement)
 Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Fees and Taxes

Perceptions of Tax Dollar Value



Detailed Responses (Past Two Waves)		
	February 2014	February 2015
"Getting My Money's Worth for My Tax Dollars"		
Yes, I'm getting my money's worth	63%	64%
No, I'm not getting my money's worth	21	18
Don't know/No answer	16	17

Questions: Q21. Arlington provides its citizens with a variety of services, such as Police, Fire, Parks, Water, and other types of services and facilities. Thinking about the services and facilities that the City provides, do you feel that you are getting your money's worth for your tax dollars, or not?

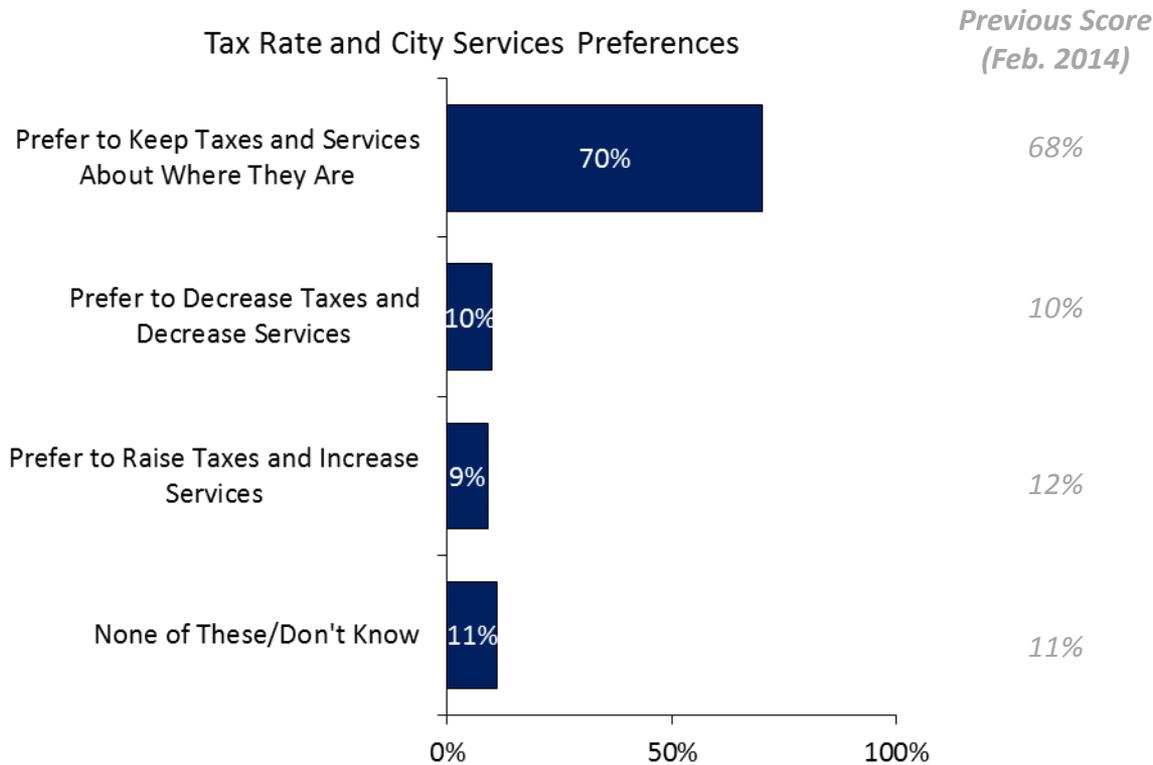
Base: Total respondents (2000 n=496; 2001 n=500; 2002 n=498; 2003 n=504; 2004 n=448; 2005 n=455; 2007 n=445; 2008 n=437; 2009 n=399; 2010 n=309; 2011 n=537; 2012 n=598; 2014 n=1,105; 2015 n=996)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Perceptions of City Funding Through Taxes



Aware That City Funds Are Primarily Property, Sales, and Other Taxes		
	February 2014	February 2015
Aware of city funding sources	85%	85%
Not aware of city funding sources	15	15



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?
 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?

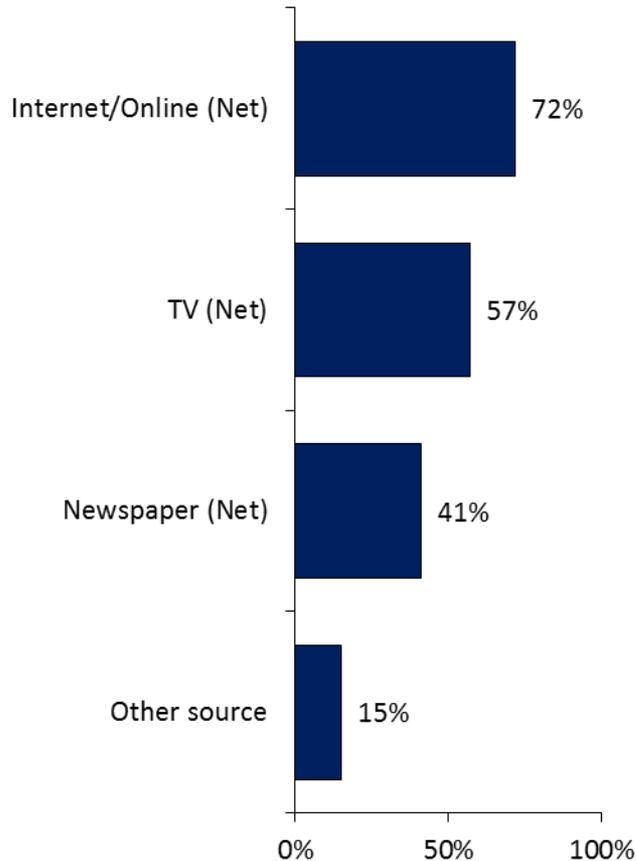
Base: Total Respondents (n=996)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.



City Communication Efforts

Sources Used for Arlington Information



Question: Q28d. How do you get information about Arlington? What type of information service do you use to keep up with Arlington?

Base: Total respondents (n=996)

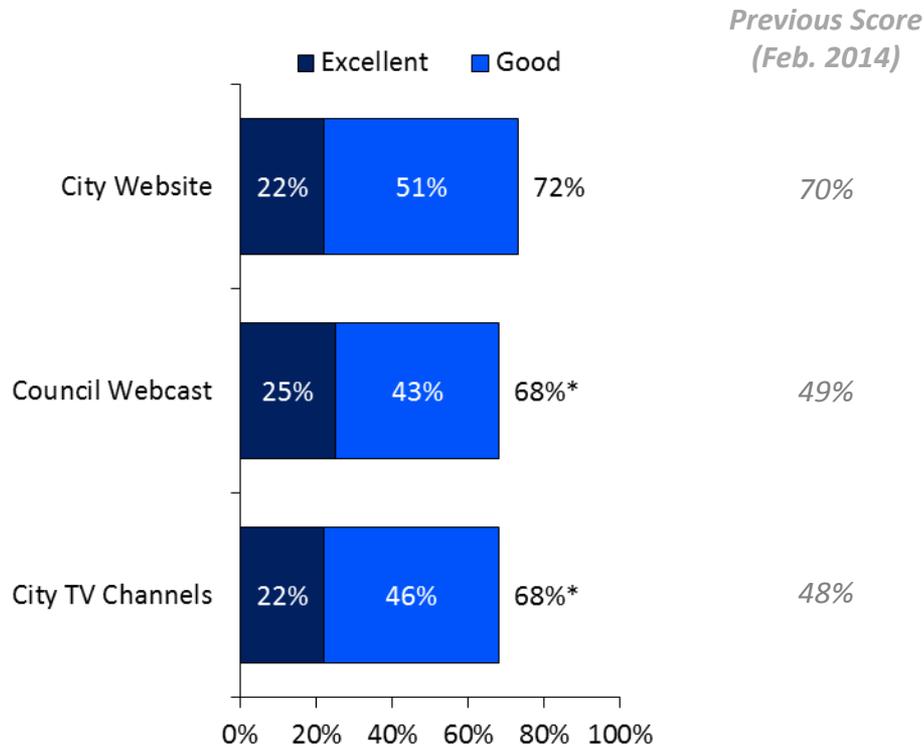
Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Detailed Responses (Past Two Waves)

	February 2014	February 2014
Internet/Online	69%	72%
City-Affiliated Website	54	58
City of Arlington website	49	44
City of Arlington Facebook page	14	26*
City of Arlington news site	9	11
City of Arlington Twitter feed	4	8*
City of Arlington Nixle	4	3
Internet news service	25	28
Non-City Facebook page	7	11*
Non-City Twitter feed	2	3
TV	54%	57%
AT&T U-Verse	26	28
Time Warner Cable TV	12	9
Network TV/Over the air	24	26
Satellite TV	6	5
Newspaper	41%	41%
Fort Worth Star Telegram	40	38
Print edition	28	29
Digital edition	16	15
Dallas Morning News	8	8
Print edition	5	6
Digital edition	5	3
Other	15%	15%

City Communication Channels Ratings

Used Communication Channel in the Past 12 Months		
	February 2014	February 2015
City Website	73%	69%
Council Webcast	11	14
City TV Channels	20	25

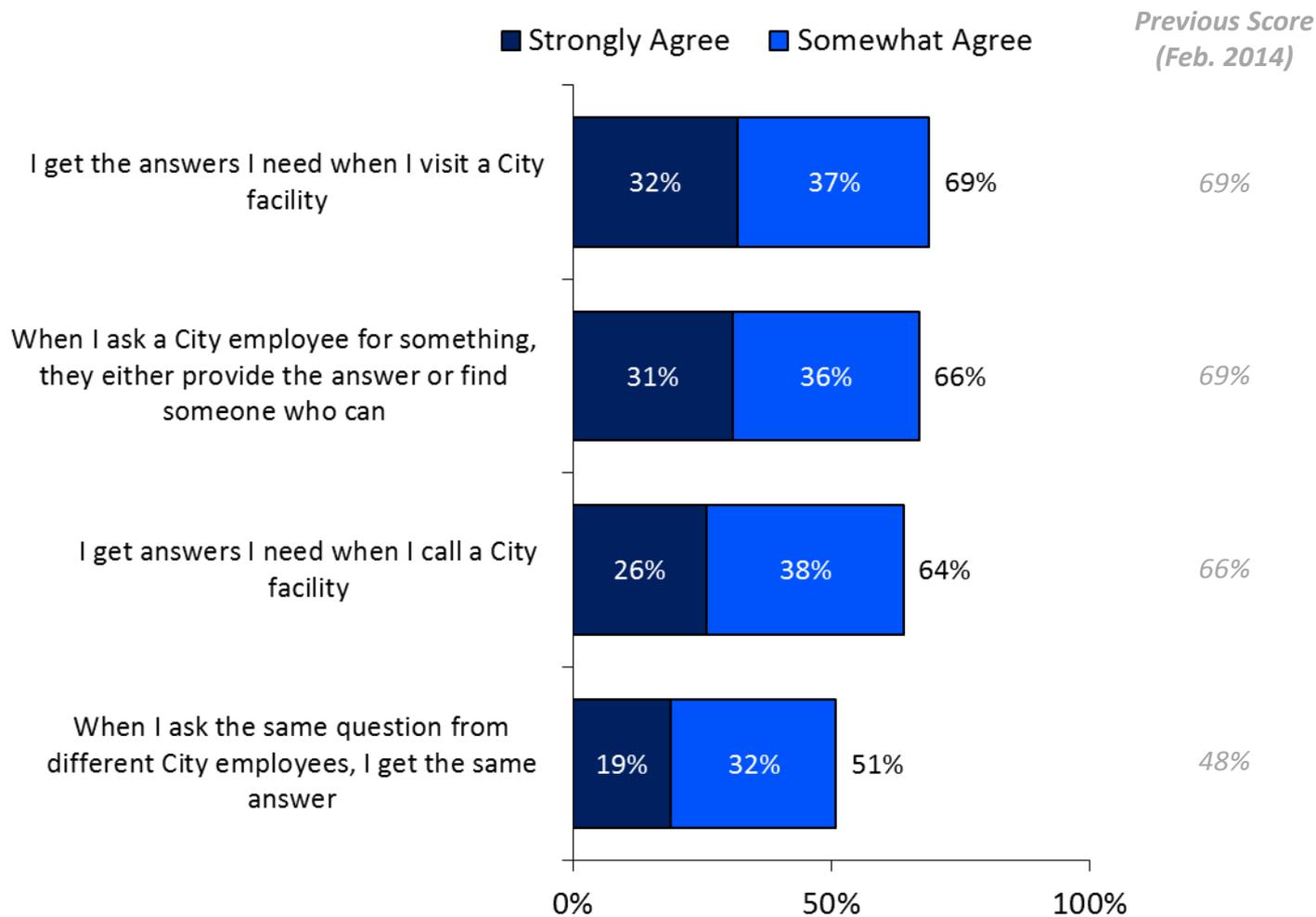


Question: Q11. And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months. (4-point scale, Excellent to Poor)

Base: Respondents who have used communication channels in the past 12 months, excluding "don't know" (base varies)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Ratings of City Council/Staff

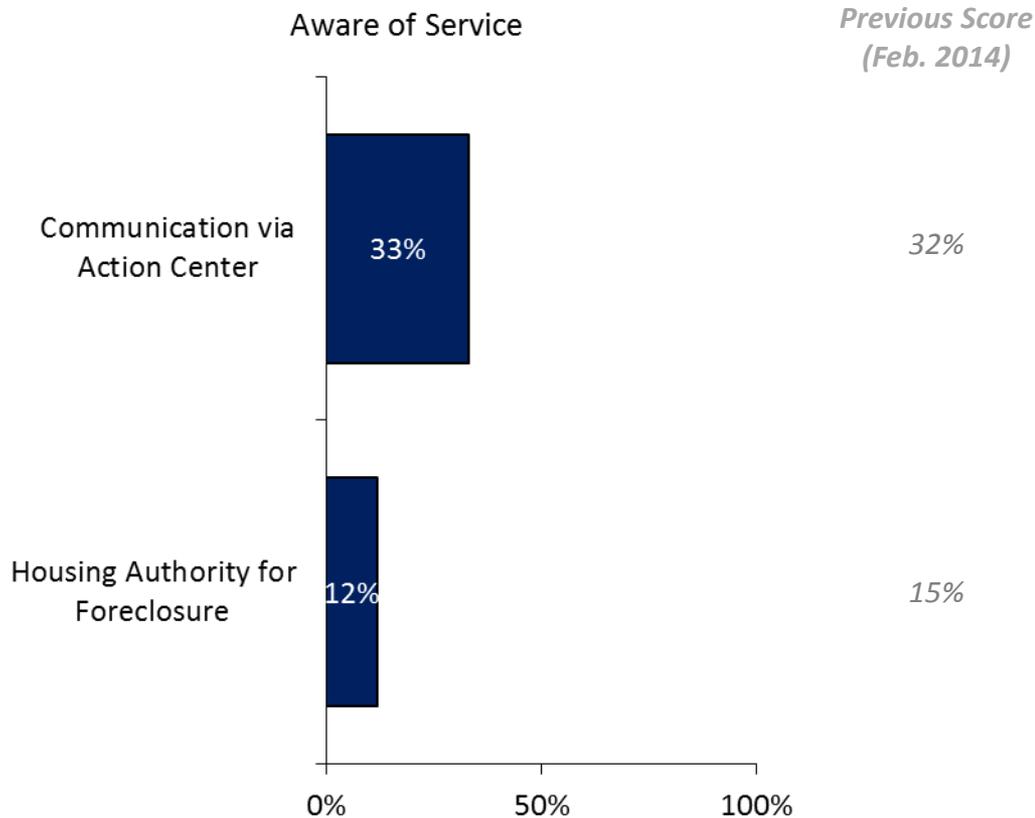


Question: Q16b. Based on your impression or experience, how much would you agree or disagree with the following statements? (5-point scale, Strongly Agree to Strongly Disagree)

Base: Total Respondents, excluding "don't know" (base varies)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Awareness of Action Center and Housing Authority Resources



Question: Q23a. Are you aware that you can submit a question, complaint, comment, or suggestion for the City of Arlington through the Action Center, either online or by telephone?
Q20h. Are you aware of resources available through the Housing Authority for those facing foreclosure?

Base: Total Respondents (n=996)

Statistical Note: An asterisk (*) indicates a significant difference between waves at or above the 95% confidence level.

Executive Summary

Key Findings: Positive Trends

- Overall, results are consistent or shifting positively compared to last year.
- The city of Arlington continues to perform very well on important key measures, such as quality of life, citizen affinity, diversity, safety, customer service, and general measures of quality and availability of major city services.
- These areas were rated as notably (statistically significantly) better, or higher, than last year:
 - Variety of housing options.
 - Fire department timeliness.
 - Parks & Recreation customer service quality.
 - Quality of drinking water.
 - Electronic bill-paying service.
 - Convention center.
 - 911 dispatch.
 - Open-records requests.
 - Building permits.
 - Facebook/Twitter usage among citizens, which are becoming larger communication channels between the city and residents.
 - Satisfaction scores for city TV channels and council webcast.
 - Property cleanliness and maintenance in neighborhoods.

Key Findings: Trends to Watch

- There were a few areas of decline, although the negative shifts were not statistically significant. On the following measures, residents' satisfaction ratings declined 4% to 5% from last year. These measures may deserve additional attention in 2015.
 - Weeds/Unmowed grass in neighborhoods (-4%)
 - Timeliness of ambulance/EMS service (-4%)
 - Managing traffic flow in the entertainment district (-5%)

Key Findings: Areas for Improvement in 2015

- The City received relatively low ratings (<60% satisfaction) in the following areas, which indicate potential areas for improvement.
 - Traffic and road issues
 - Speeding
 - Traffic management, including traffic signal timing
 - Traffic levels
 - Overall condition of roads, streets, and sidewalks
 - Quality and speed of road repairs
 - A great place to work/operate a business
 - “Going green” efforts
 - A great place to retire
 - Car/Residential burglaries
 - Zoning services
 - Consistent answers and information provided by various city departments/employees
 - Awareness of the Action Center
 - Awareness of Housing Authority resources
 - Graffiti removal
 - Code enforcement
 - Platting service

Key Findings: Areas That Have Improved Over 2014 and Trends Worth Noting

- Some services showed enough improvement over last year to meet criteria for resident satisfaction (60%+):
 - Timeliness of Code Compliance response and code enforcement
 - Animal services
 - Open records requests
 - Building permits
 - City TV channels
- Overall, residents continue to perceive the balance between taxes and services to be appropriate.
- Online communications with residents continue to increase in popularity and efforts to maintain or expand the city's capabilities in this area should be pursued. However, there is still a strong base of residents who use TV and newspapers for information. All communication channels should continue to be supported.

Appendix

Moving to Online Data Collection

- Data collection was conducted via phone from 2000 to 2010. In 2011, data collection moved to an online survey.
- Reasons for switching to an Internet method included:
 - Increased Internet usage among citizens.
 - Better access to citizens via online (compared to poor production via telephone).
 - 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).
 - Lower cost and faster timing.
- A potential negative effect of switching methodologies is that comparability with previous waves may be lost to some extent (especially for the first year).
 - As anticipated, the first online wave in 2011 showed various changes related to the data-collection method, but the 2012, 2014, and 2015 waves are on similar levels with natural year-to-year fluctuations. That is expected to continue as we maintain online data collection in the future.