# City of Austin
# 2015 Community Survey Findings

Presented by

*ETC Institute*

February 2016

# Agenda

- Purpose and Methodology
- Bottom Line Upfront
- Major Findings
- Conclusions
- Questions

# Purpose

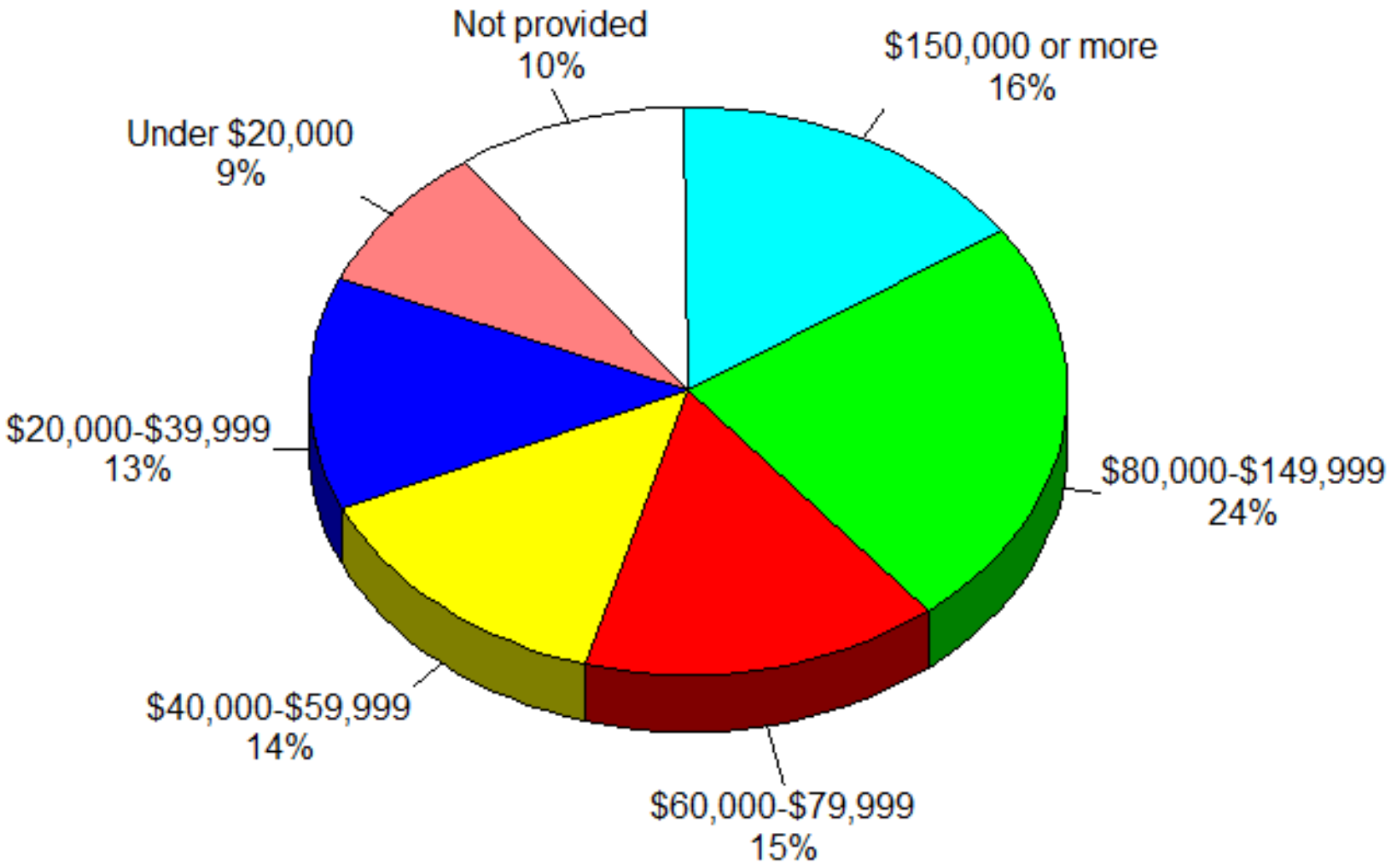
- To objectively assess resident satisfaction with the delivery of City services
- To measure trends from 2009 to 2015
- To gather input from residents to help set budget priorities
- To compare Austin's performance with other large cities

# Methodology

- **Survey Description**
  - **included most of the questions that were asked on surveys administered between 2009 and 2014**
- **Method of Administration**
  - **by mail, phone and Internet to a randomly selected sample of households (in both English and Spanish)**
  - **sample included households with traditional land lines and cell phones**
  - **each survey took approximately 15 minutes to complete**
- **Sample size:**
  - **2,060 completed surveys**
  - **a minimum of 200 surveys completed in each of the City's 10 Council Districts**
- **Confidence level: 95%**
- **Margin of error: +/- 2.1% overall**

# **Q24.** Demographics: Total Annual Household Income

by percentage of respondents

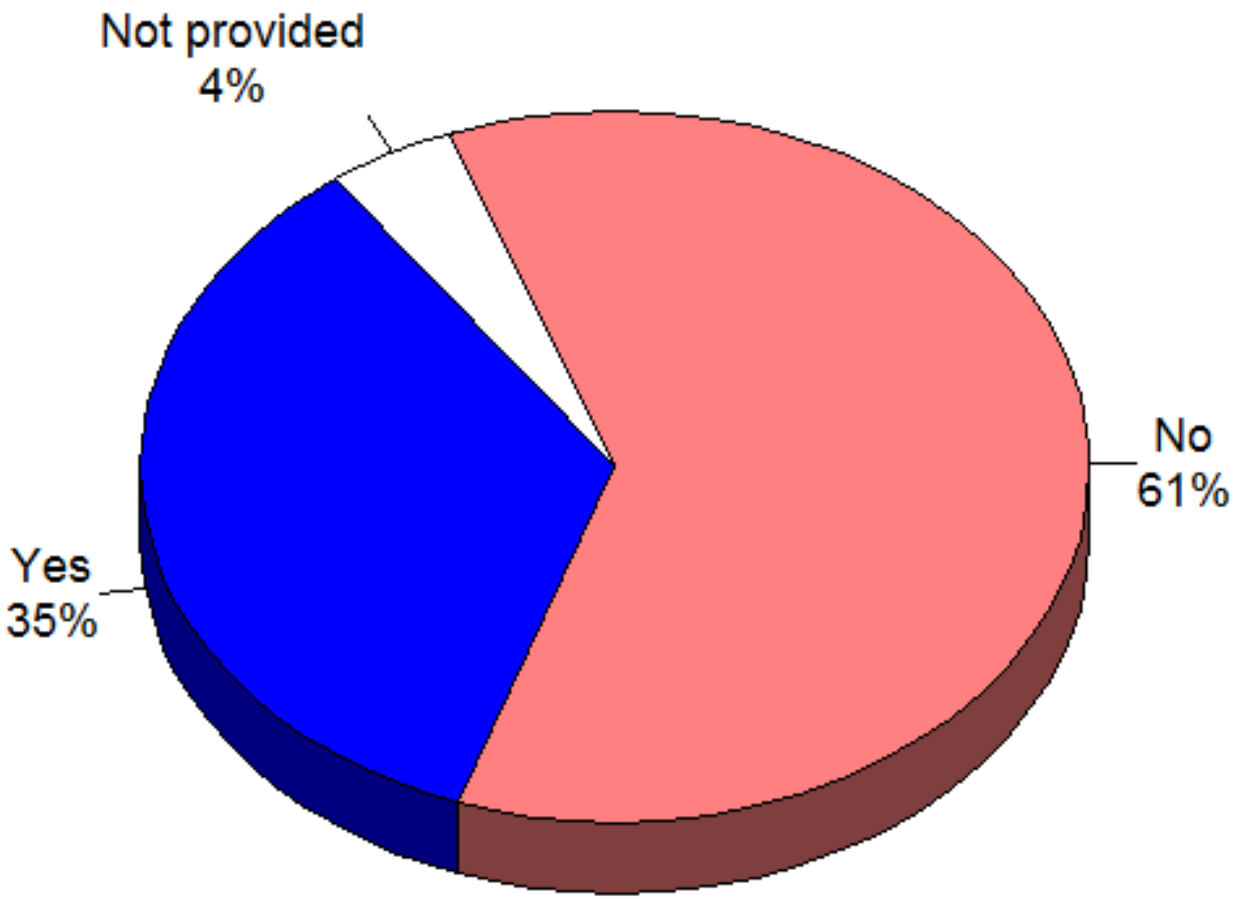



*Source: ETC Institute DirectionFinder (2015 - Austin, TX)*

Good Representation By INCOME

# **Q23.** Demographics: Are you Hispanic, Latino, or of other Spanish ancestry?

by percentage of respondents

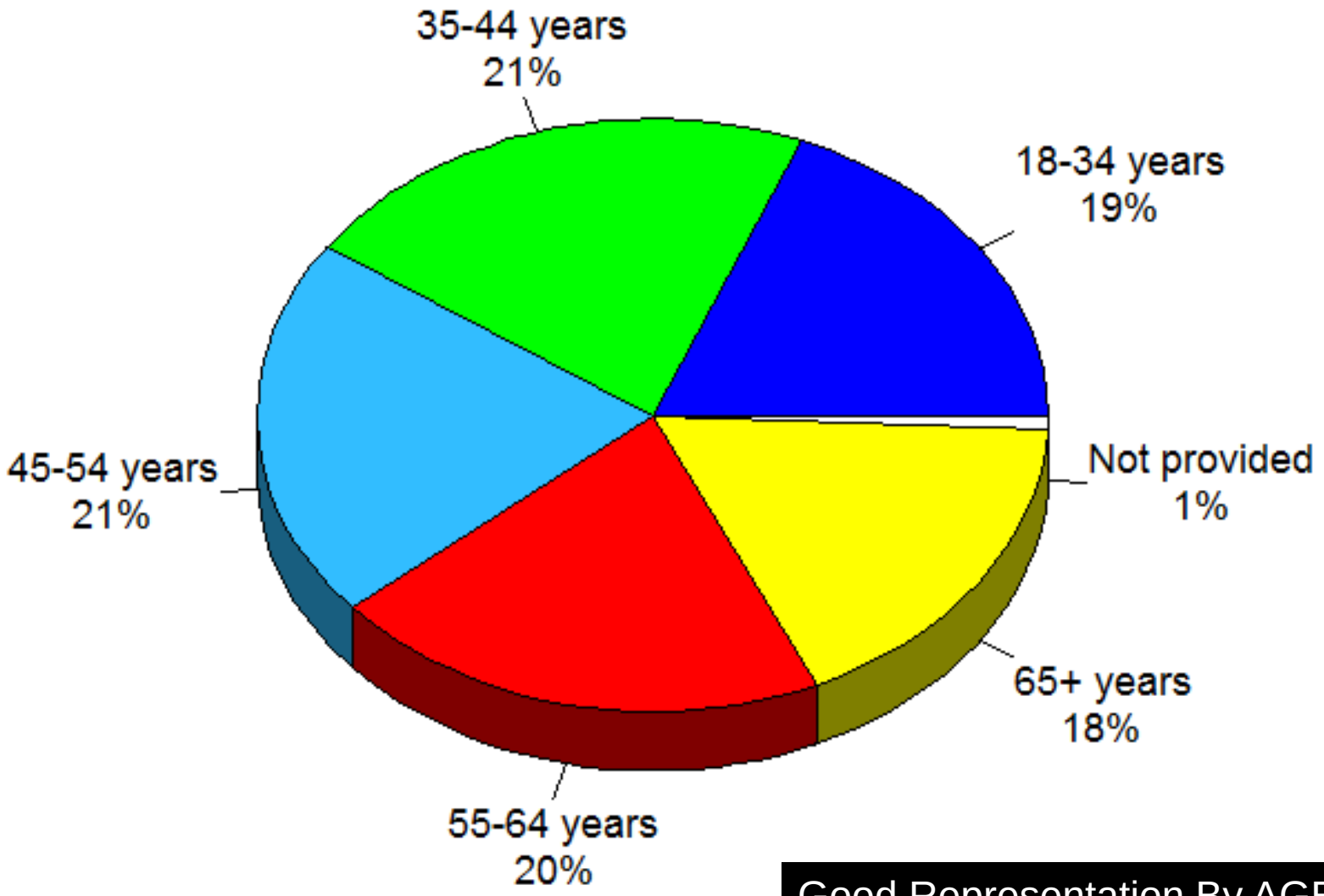



Good Representation By HISPANIC ANCESTRY

*Source: ETC Institute DirectionFinder (2015 - Austin, TX)*

# **Q20.** Demographics: Age of Respondents

by percentage of respondents

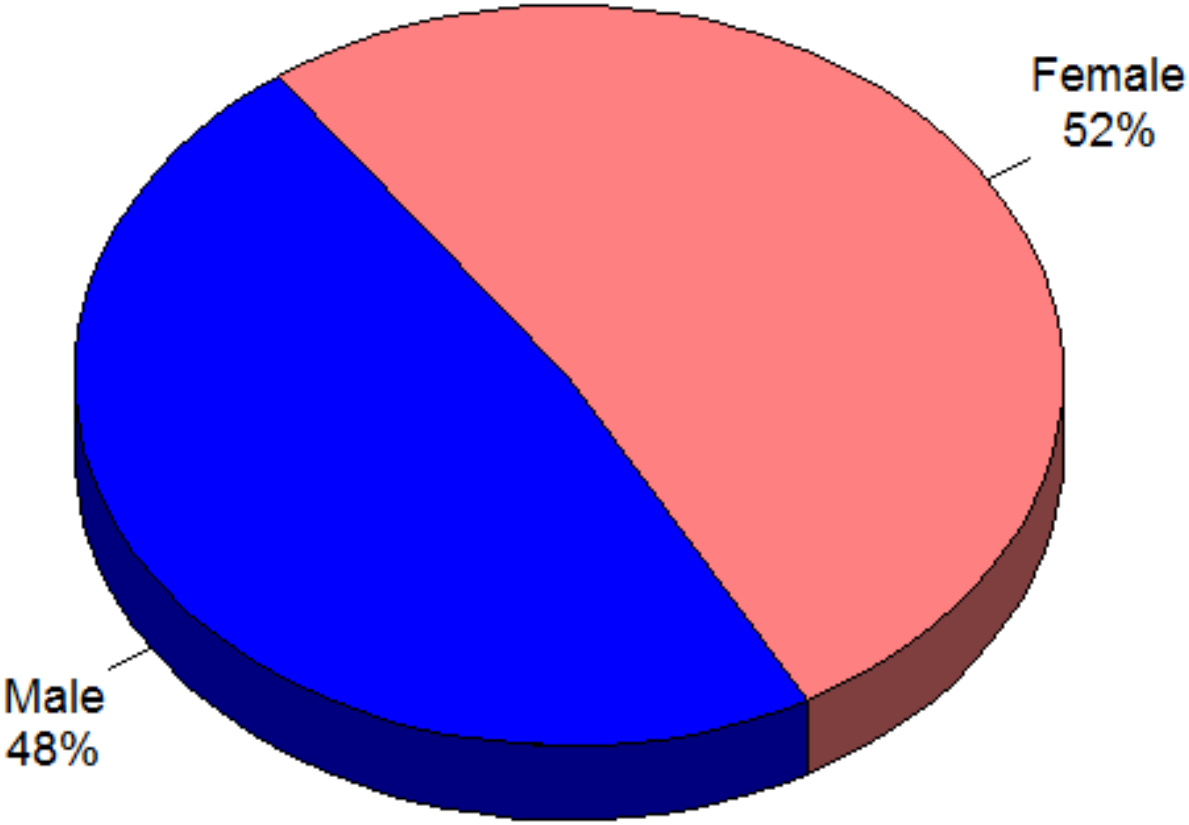



Good Representation By AGE

*Source: ETC Institute DirectionFinder (2015 - Austin, TX)*

# **Q25.** Demographics: Gender

by percentage of respondents

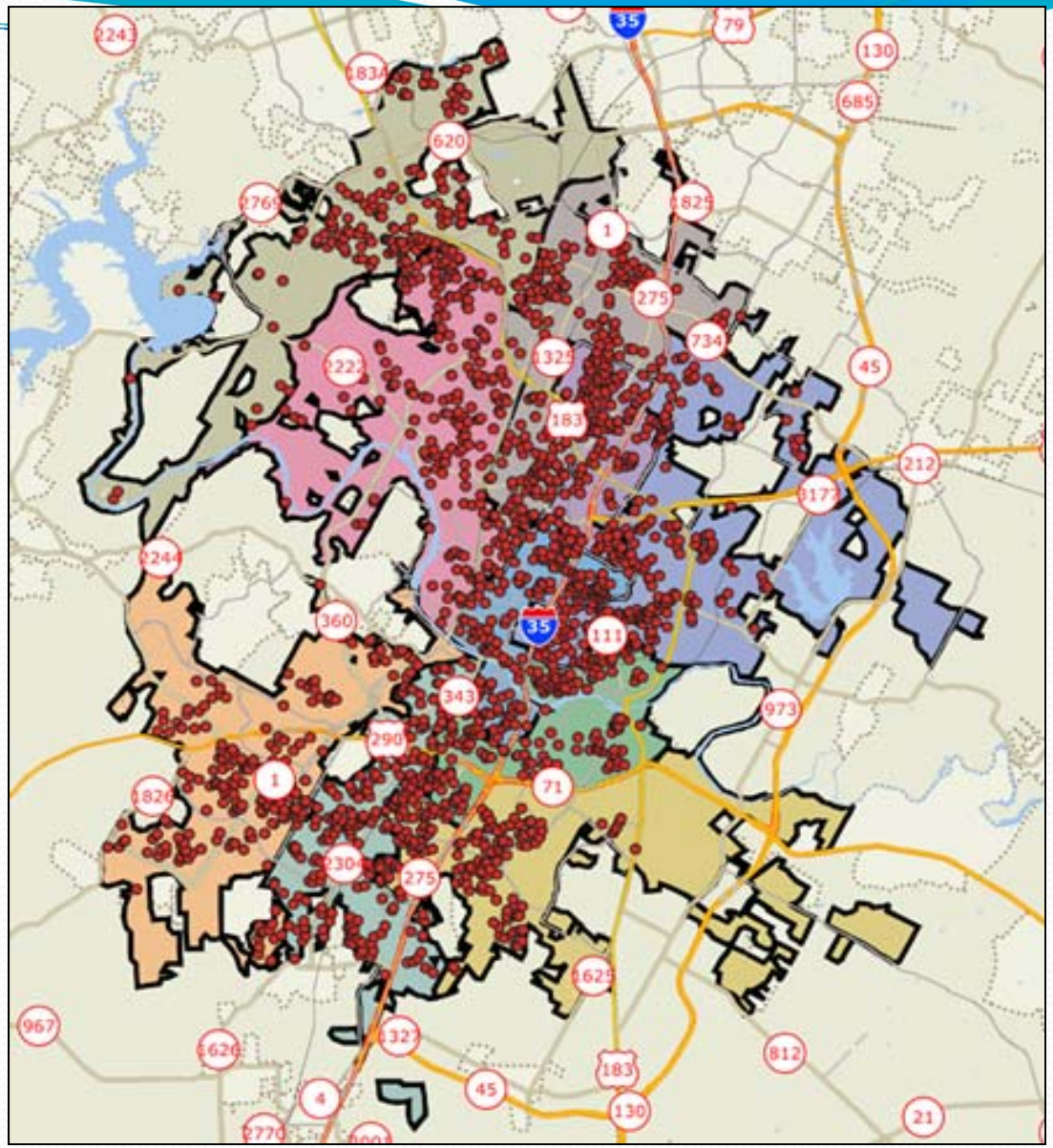



Good Representation By GENDER

*Source: ETC Institute DirectionFinder (2015 - Austin, TX)*

# 2015 City of Austin Community Survey

# Location of Respondents




"Excellent" Representation By LOCATION

# Bottom Line Up Front

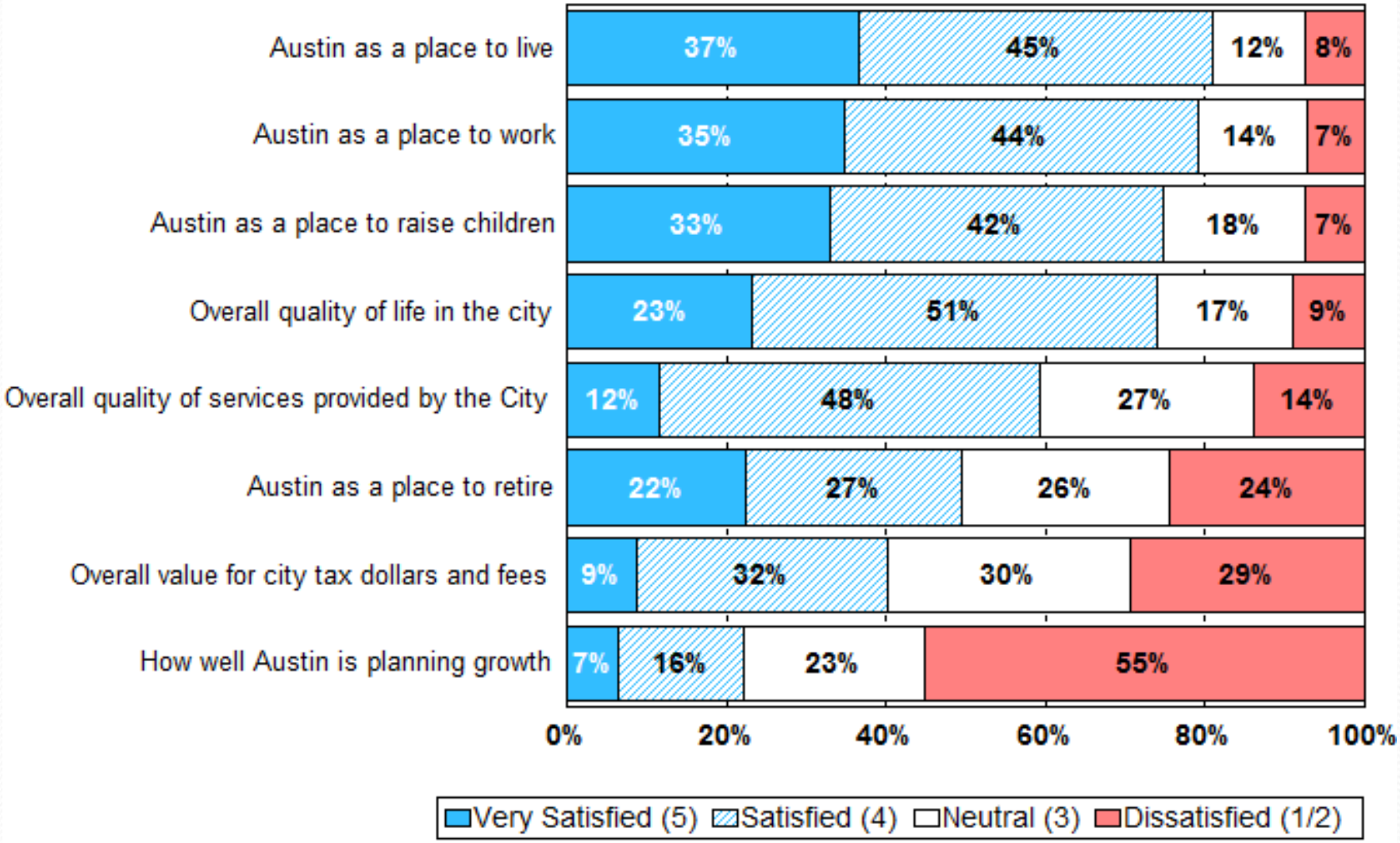
- **Residents generally have a positive perception of the City**
- **Satisfaction is the same in most areas of the City**
- **Austin is setting the standard for <u>customer service</u> among other large U.S. cities with a population of more than 250,000**
  - Overall satisfaction with City services rated 11% above the large national average
  - Customer service rated 25% above the large national average
- **Opportunities for Improvement that will have the most positive impact on overall satisfaction over the next year:**
  - **<u>Traffic Flow</u>** is clearly the top priority for residents!
  - Other priorities include:
    - Planning, development review, permitting and inspection services
    - Public safety services
    - Maintenance of major city streets
    - Health and human services

# ***Major Finding #1***

## Residents Generally Have a Positive Perception of the City

# Q1. Perception Residents Have of the City

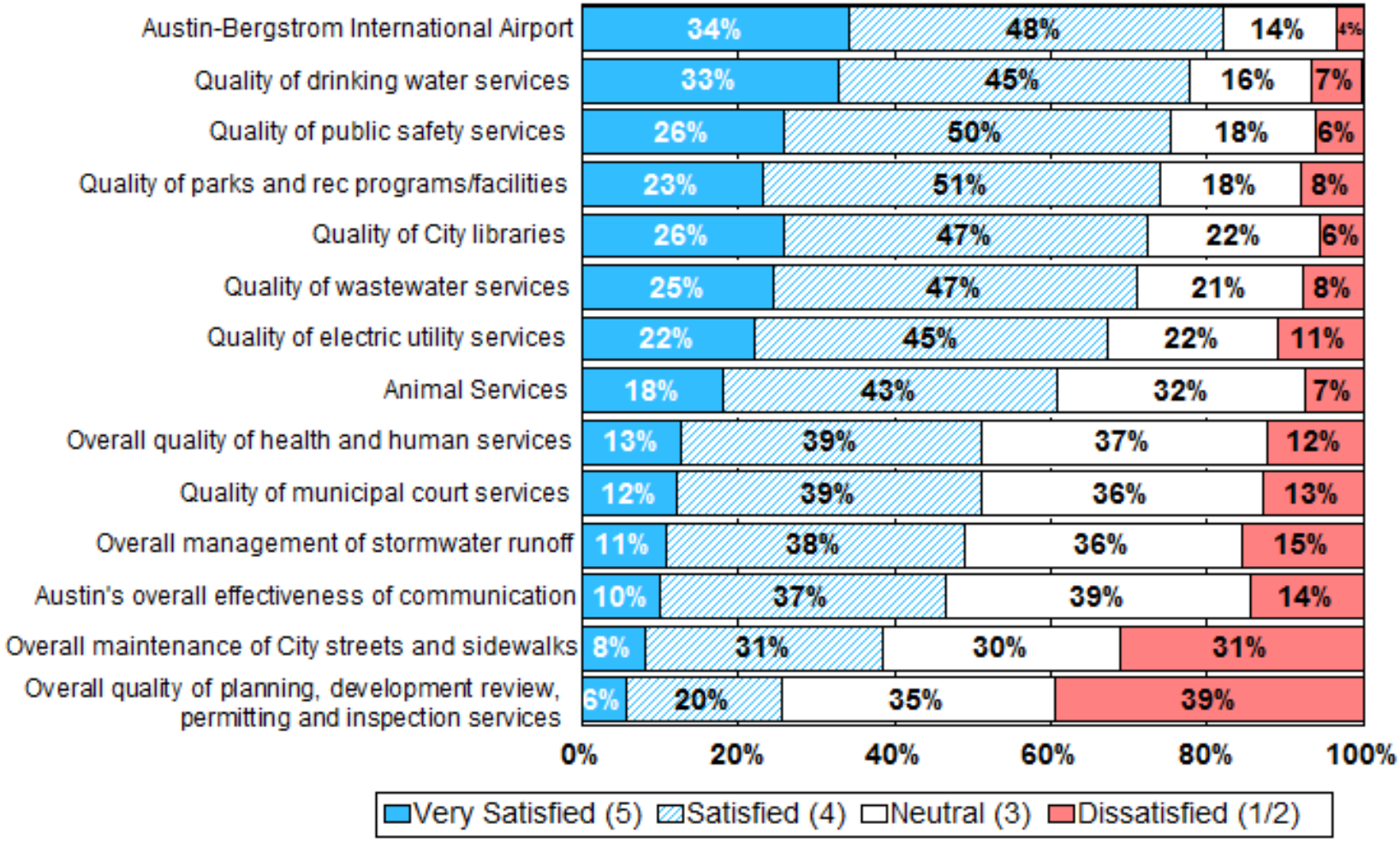
by percentage of respondents (excluding don't knows)




**Most Residents Feel Good About Living in Austin, but There Are Concerns About Growth**

# **Q2.** Overall Satisfaction With Various Aspects of City Services by Major Category

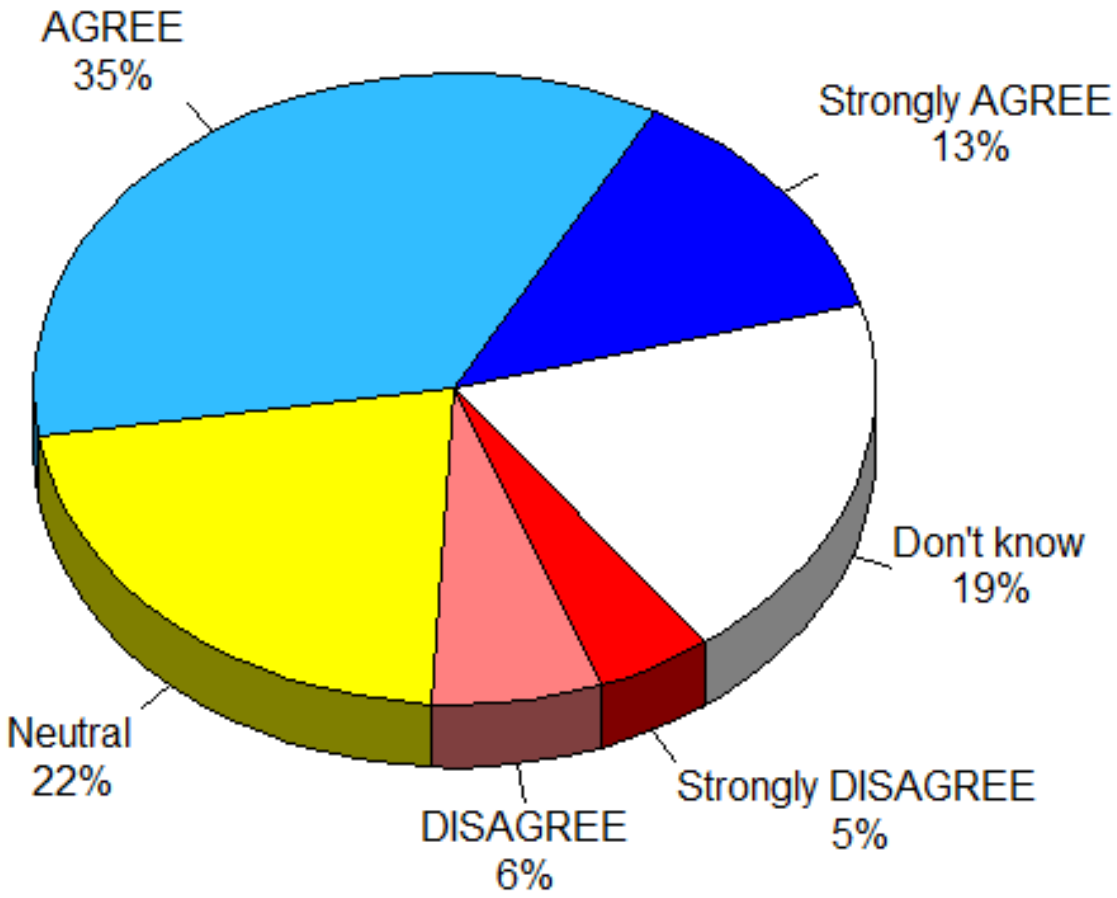
by percentage of respondents (excluding don't knows)




With the Exception of Planning/Development Review/Permitting/Inspection Services and Street/Sidewalk Maintenance, no more than 15% of the Residents Surveyed Were Dissatisfied With Any of the Overall City Services Assessed

# **Q18.** Level of Agreement with the statement: "Employees of the City of Austin are ethical in the way they conduct City business"

by percentage of respondents




Only 11% of the Residents Surveyed Disagreed

# ***Major Finding #2***

## Overall Satisfaction with City Services Is Generally the Same Throughout the City

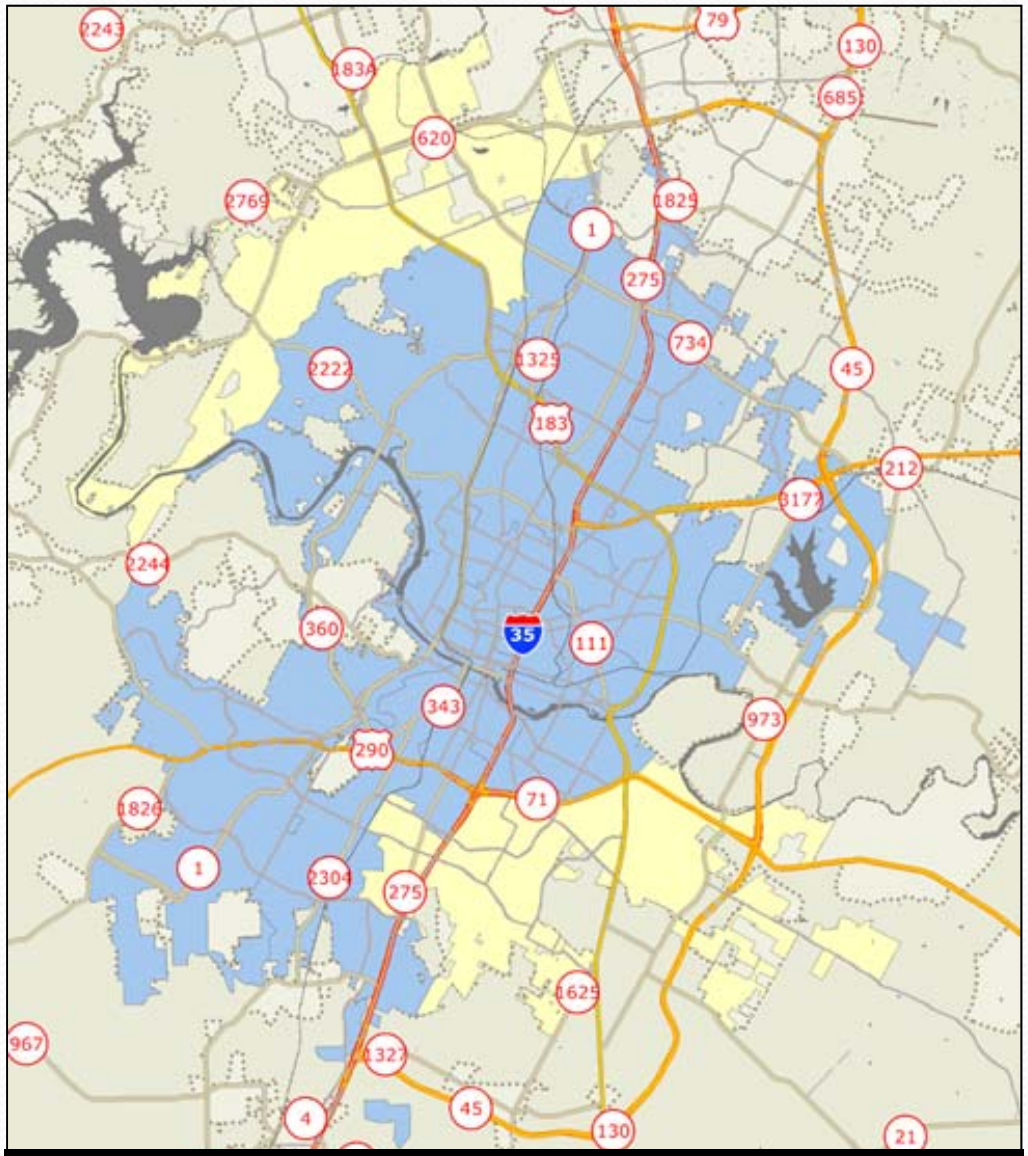
# Q1h Satisfaction with the overall quality of services provided by the City

## While There Are Some Differences for Specific Services, Overall Satisfaction With City Services Is the Same in Most Parts of the City

***LEGEND***

Mean rating
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)




**2015 City of Austin Community Survey**

Shading reflects the mean rating for all respondents by Council District

# ***Major Finding #3***

**Satisfaction Levels in the City of Austin Are Higher than the National Average**

# Benchmarking Communities

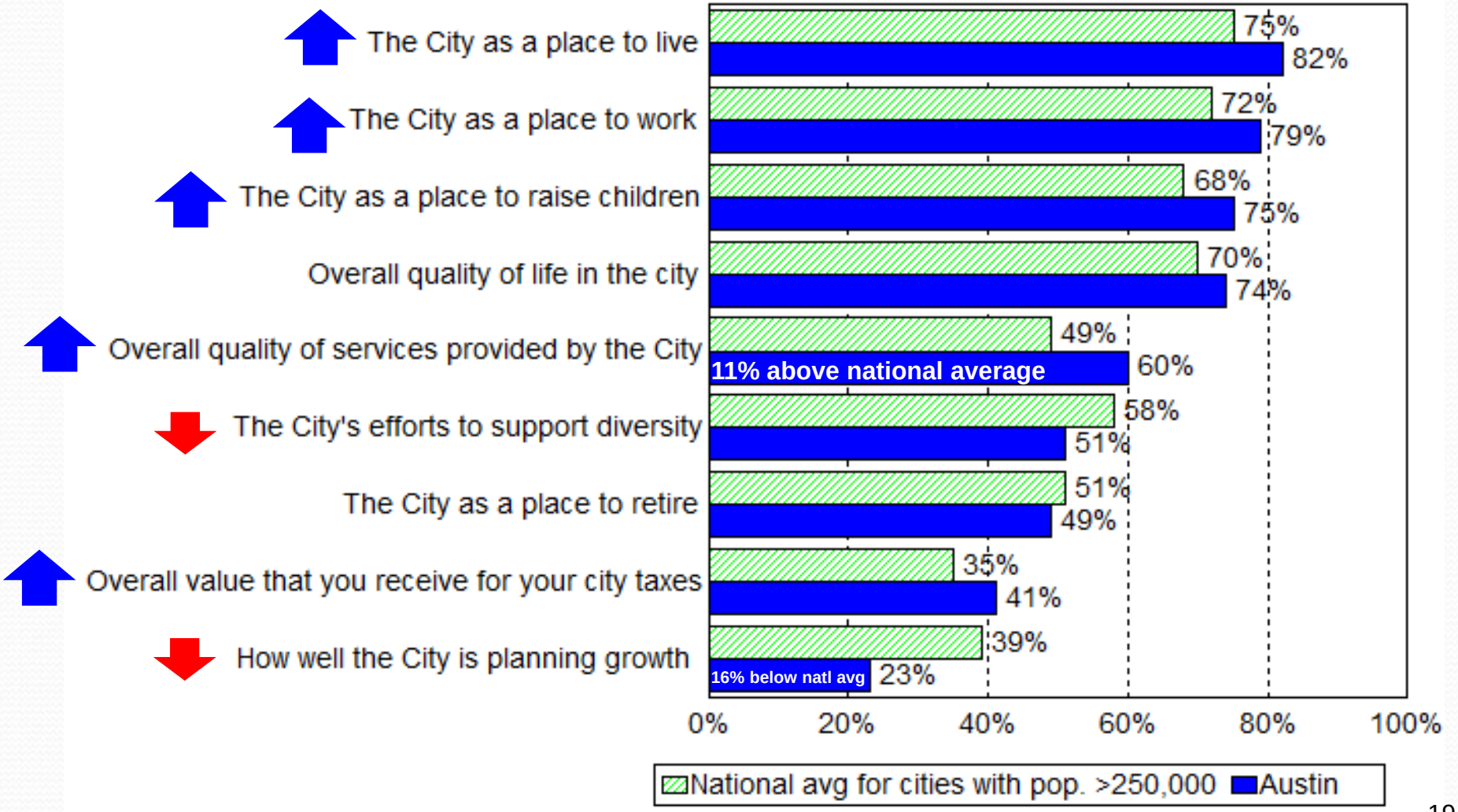
- Arlington County, VA
- Arlington, TX
- Austin, TX
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Durham, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Houston, TX
- Indianapolis, IN
- Johnson County, KS
- Kansas City, MO
- Las Vegas, NV
- Mecklenburg County, NC
- Miami-Dade County, FL
- Minneapolis, MN
- Oklahoma City, OK
- Plano, TX
- Providence, RI
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- St. Louis, MO
- Tempe, AZ
- Tulsa, OK
- Tucson, AZ
- Wichita, KS
- Yuma County, AZ

# Perceptions of the City

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"

***National Comparisons***





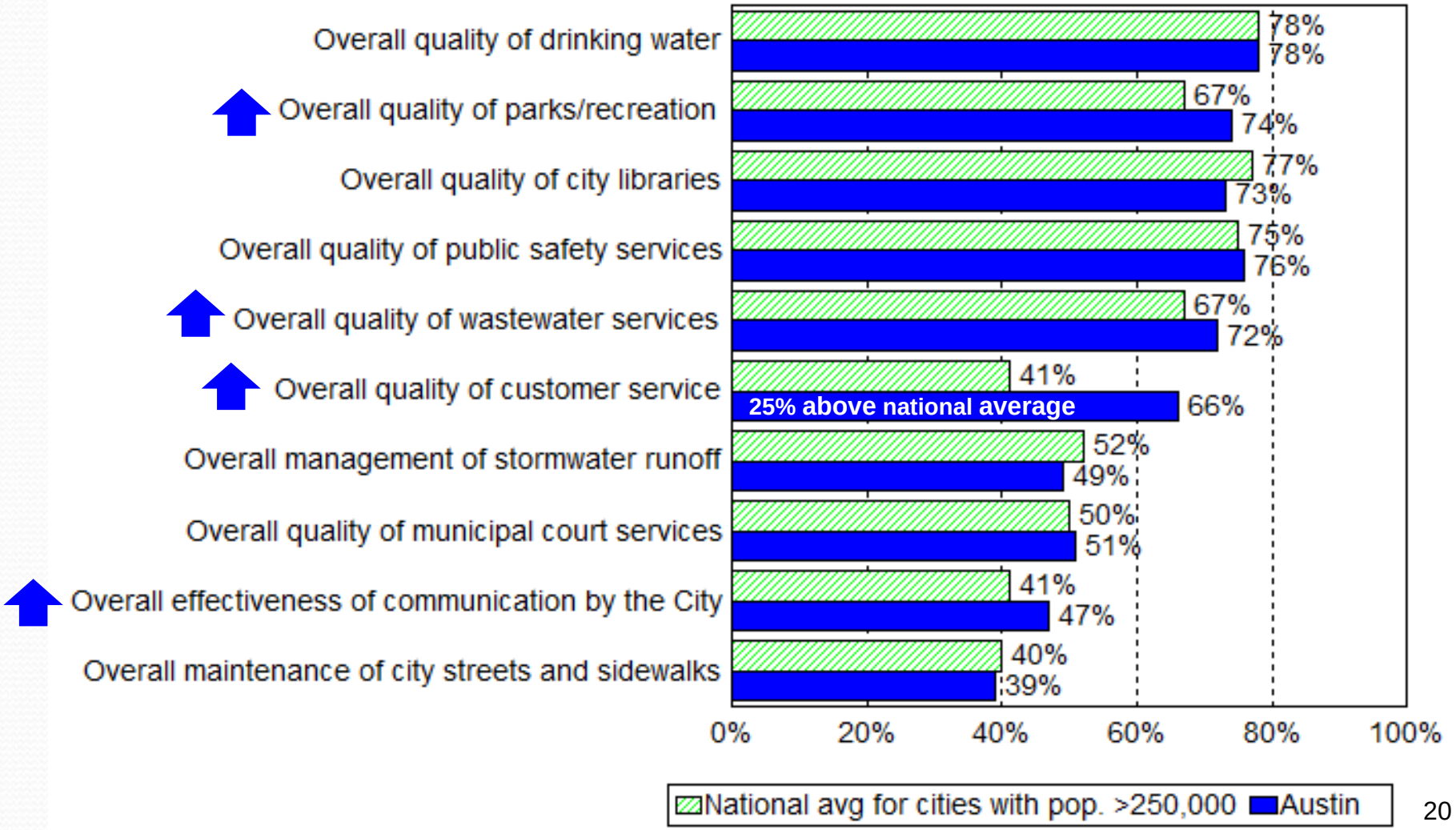

**Significantly Higher:** ↑ **Significantly Lower:** ↓

# Satisfaction with Major Categories of City Services

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"

***National Comparisons***





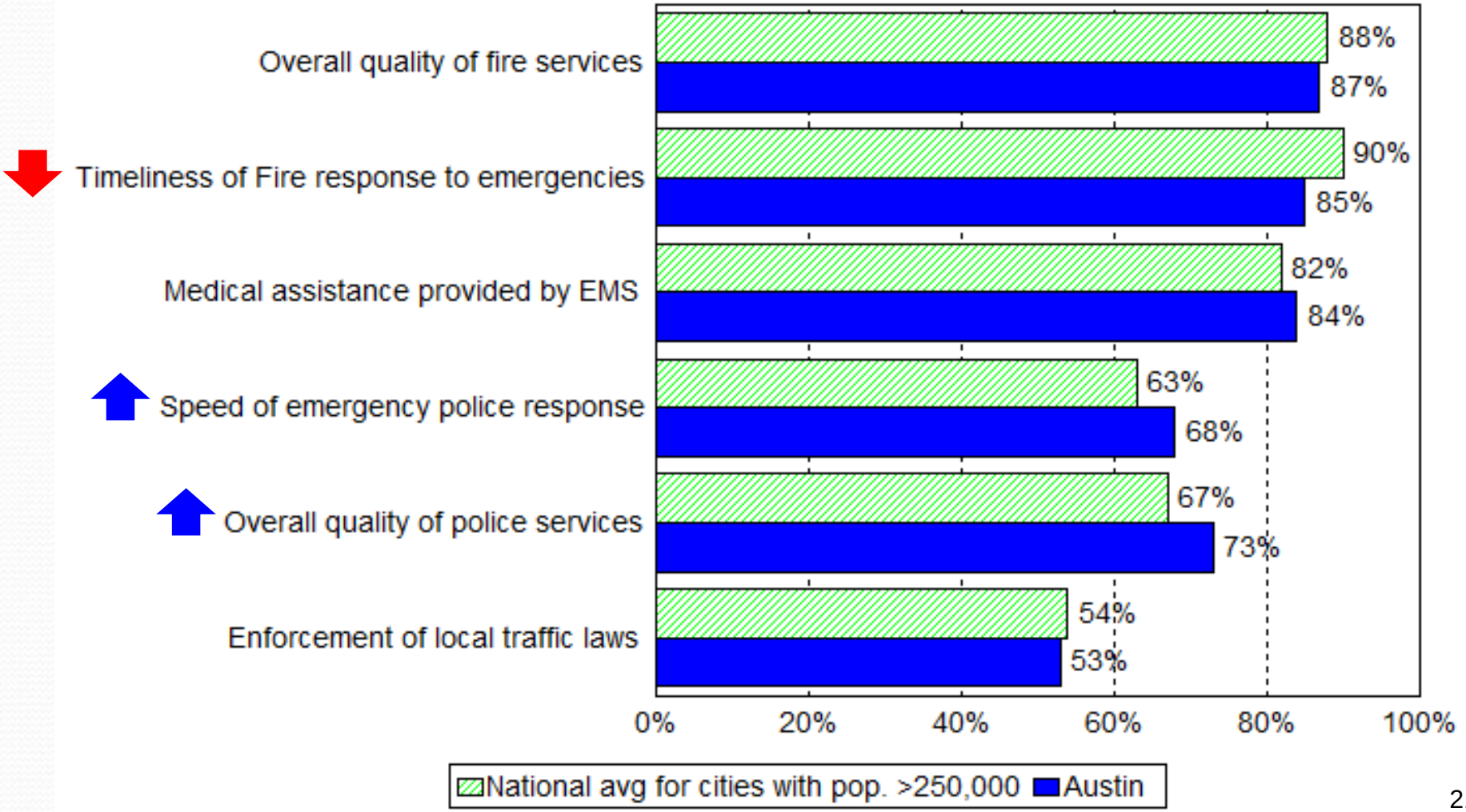

**Significantly Higher:** ↑ **Significantly Lower:** ↓

# Satisfaction with Public Safety Services

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"

***National Comparisons***





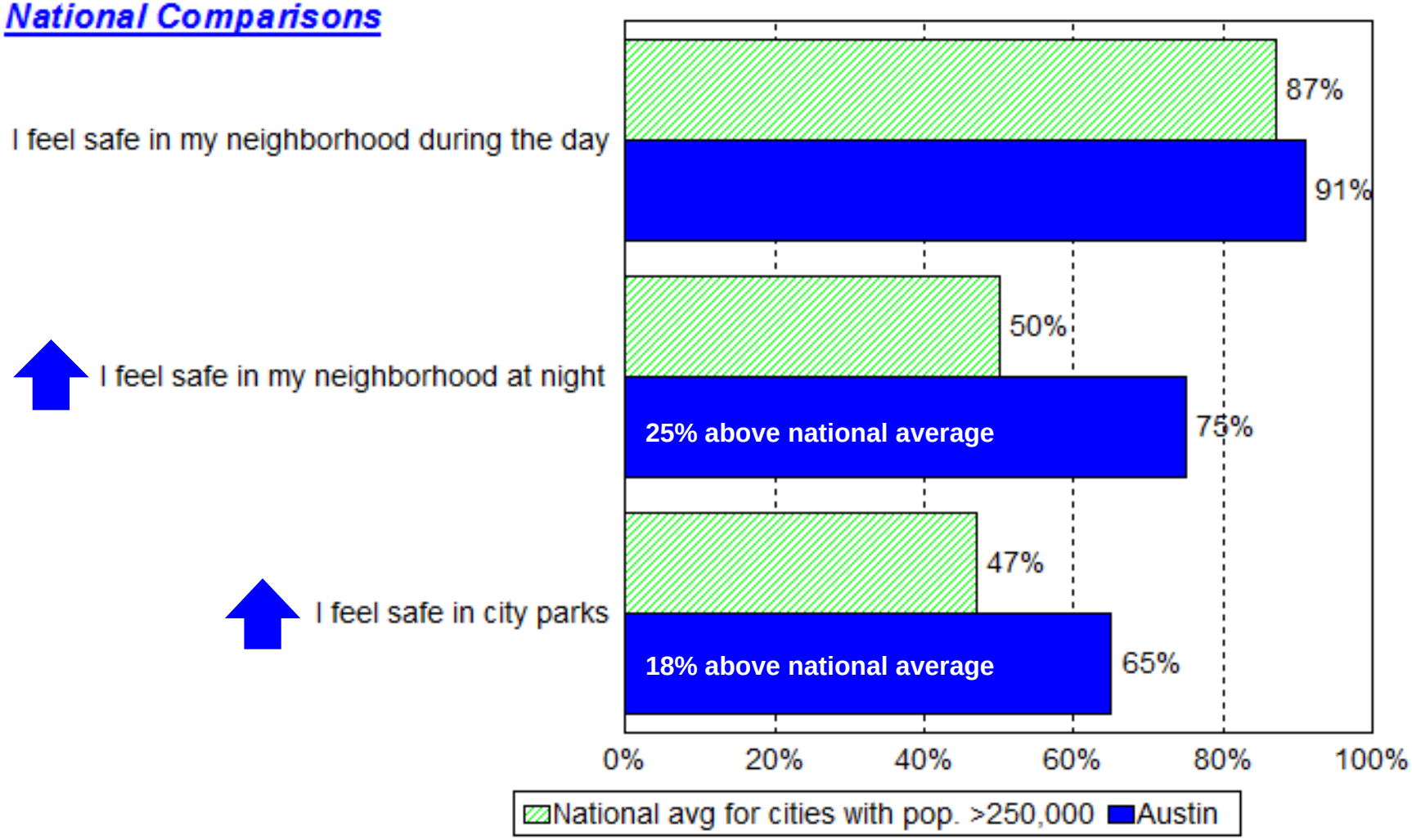

**Significantly Higher:** ↑ **Significantly Lower:** ↓

# Feeling of Safety in the City

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "strongly agree"

***National Comparisons***





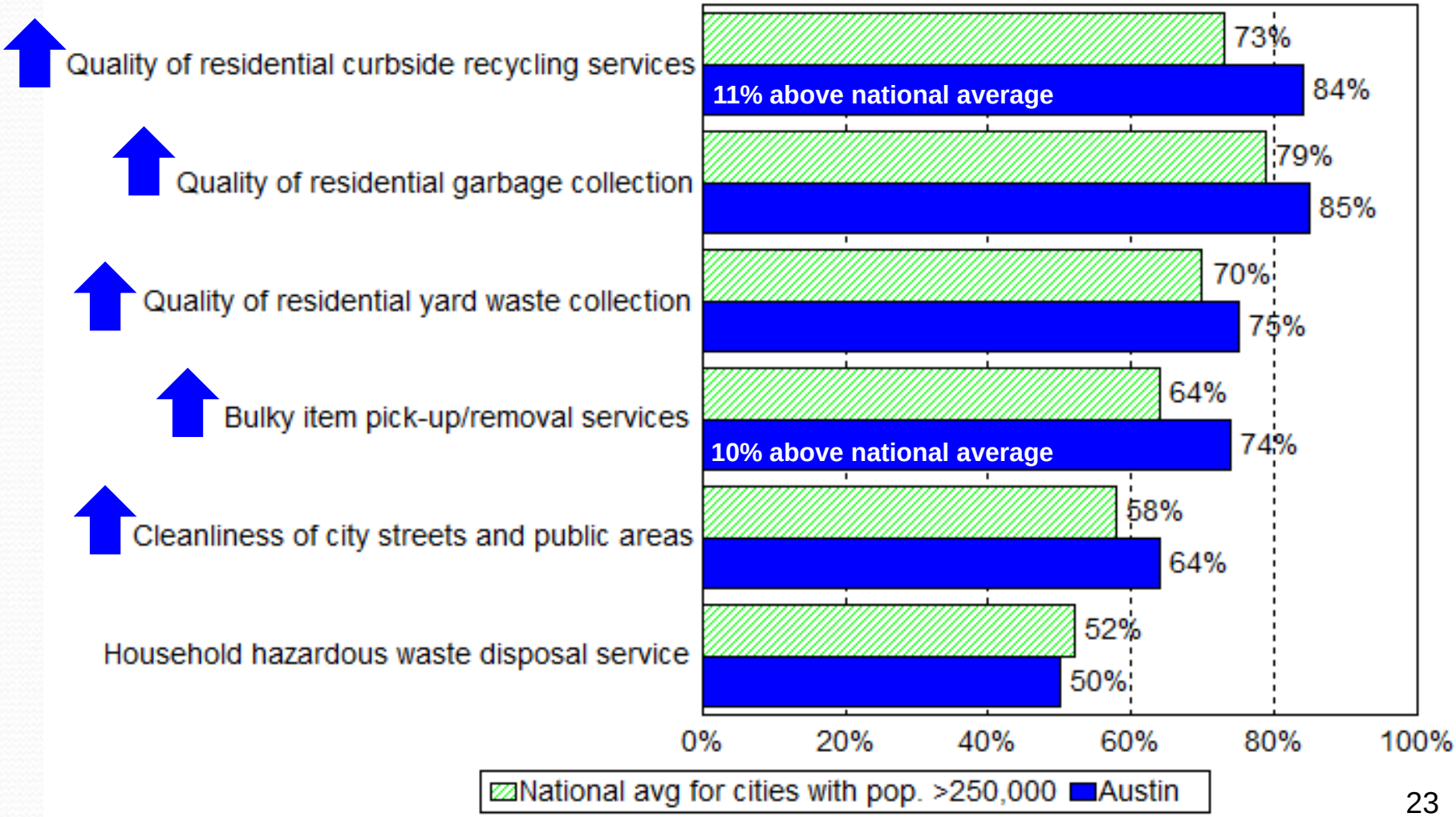

**Significantly Higher:** **Significantly Lower:**

# Satisfaction with Neighborhood Services

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"

***National Comparisons***





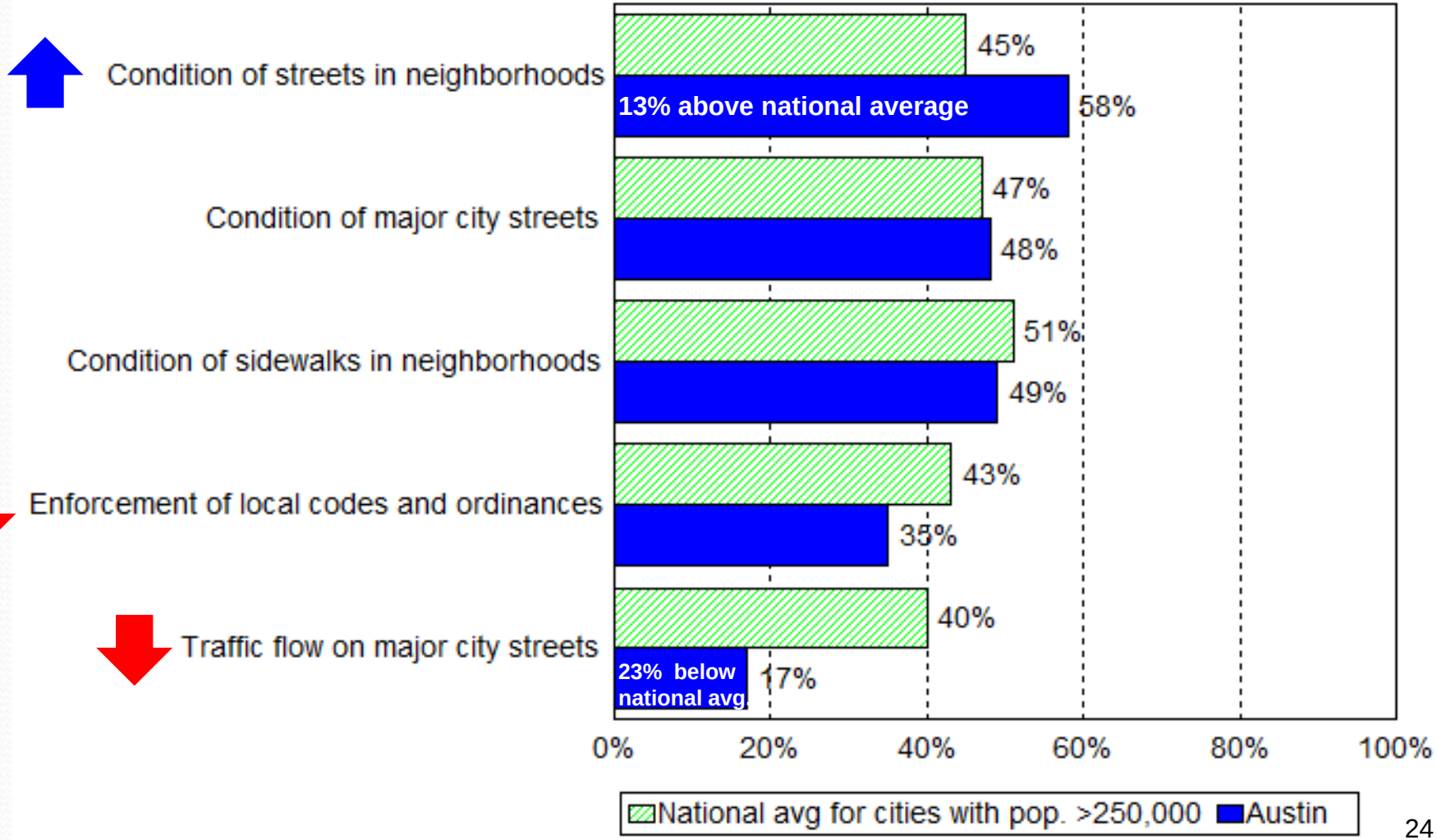

**Significantly Higher:** **Significantly Lower:**

# Satisfaction with Maintenance Services

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"

***National Comparisons***





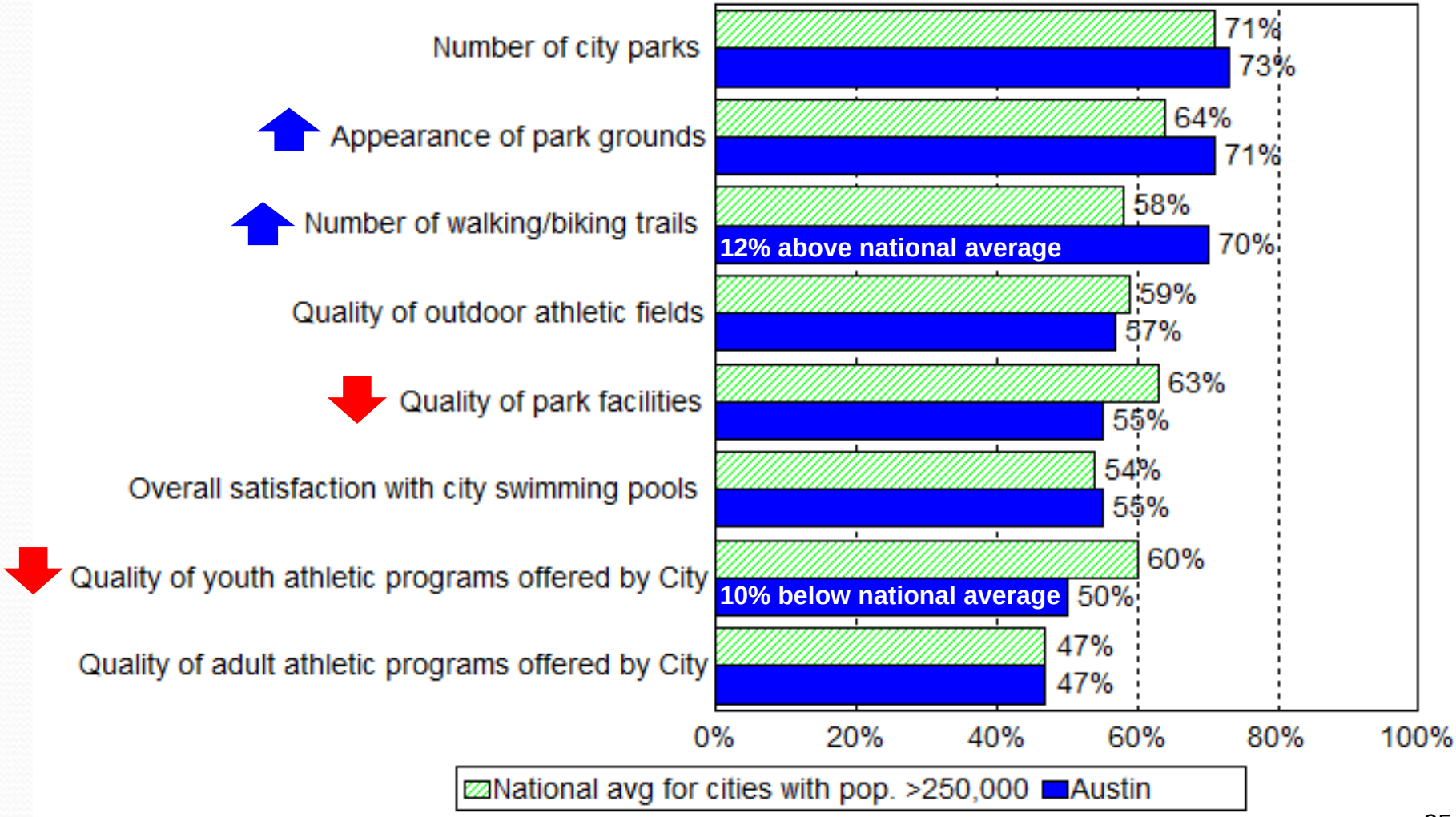

**Significantly Higher:** ↑ **Significantly Lower:** ↓

# Satisfaction with Parks and Recreation Services

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"

***National Comparisons***





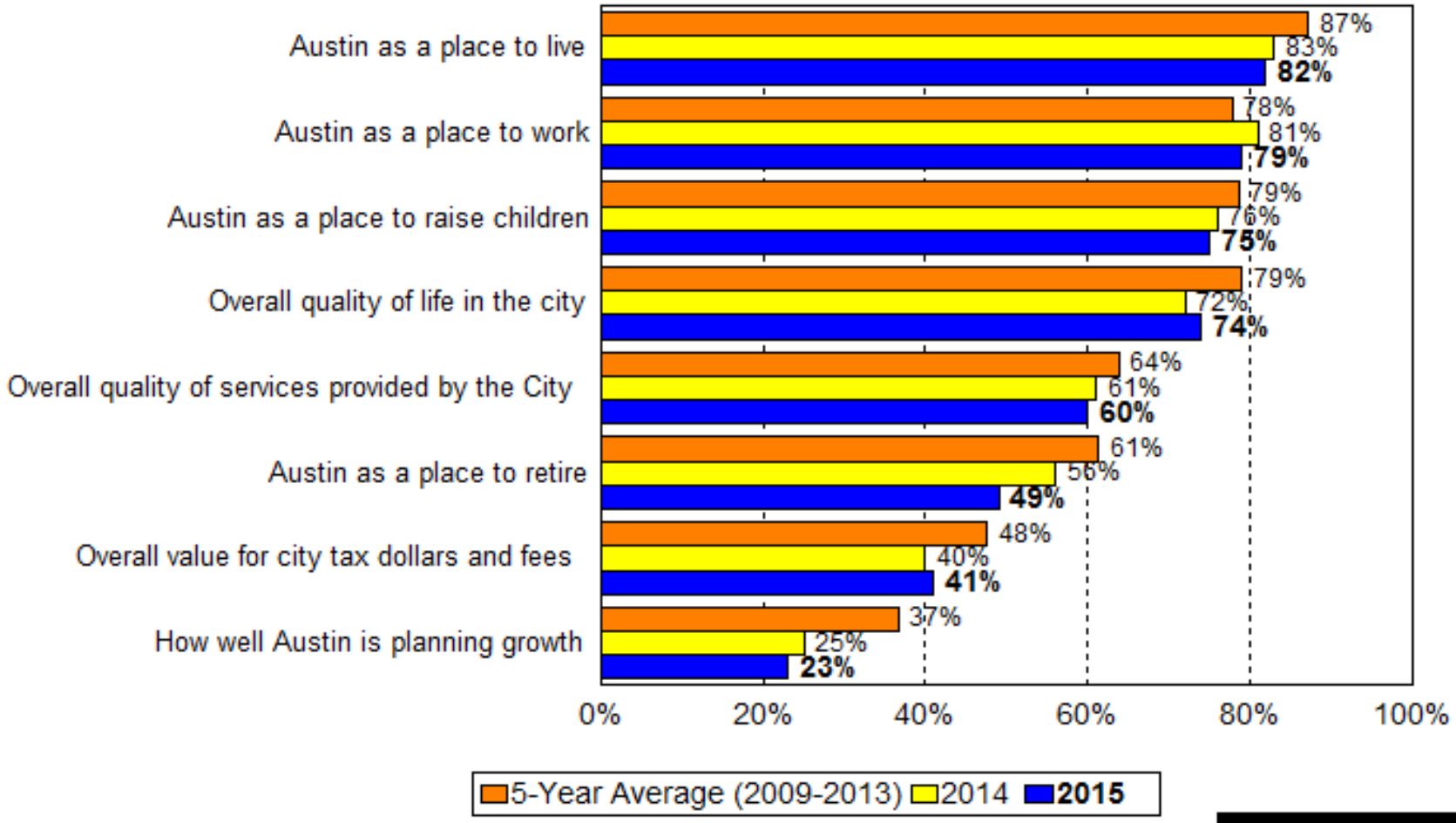

**Significantly Higher:** ↑ **Significantly Lower:** ↓

# *Major Finding #4*

## Satisfaction with City Services Stayed About the Same From 2009 to 2015

# Overall Perception Residents Have of the City - 2009 to 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

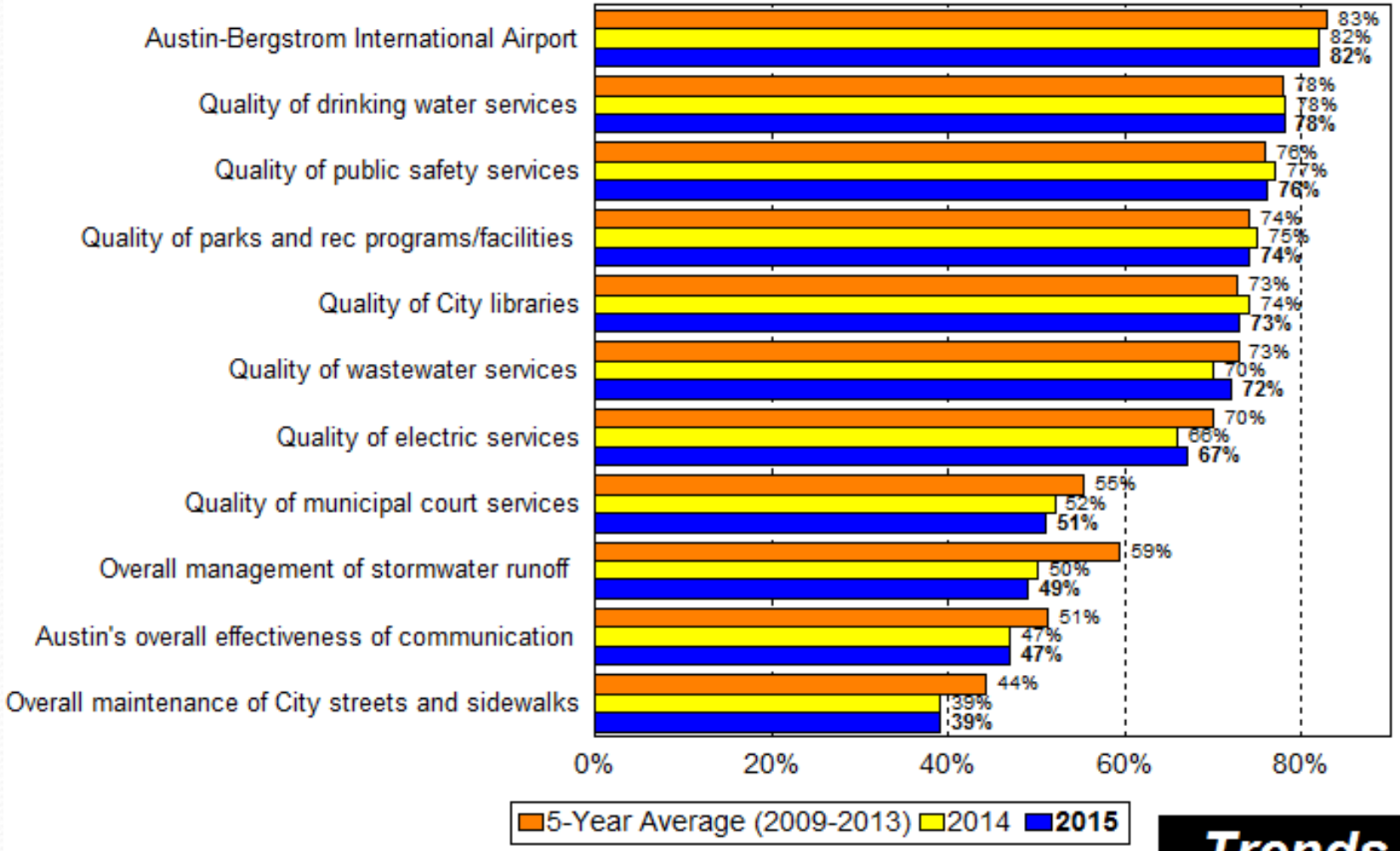



**Trends**

The Most Significant Change from 2009 to 2015 Involved How Well Austin is Planning Growth

# Overall Satisfaction With Various Aspects of City Services by Major Category - 2009 to 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

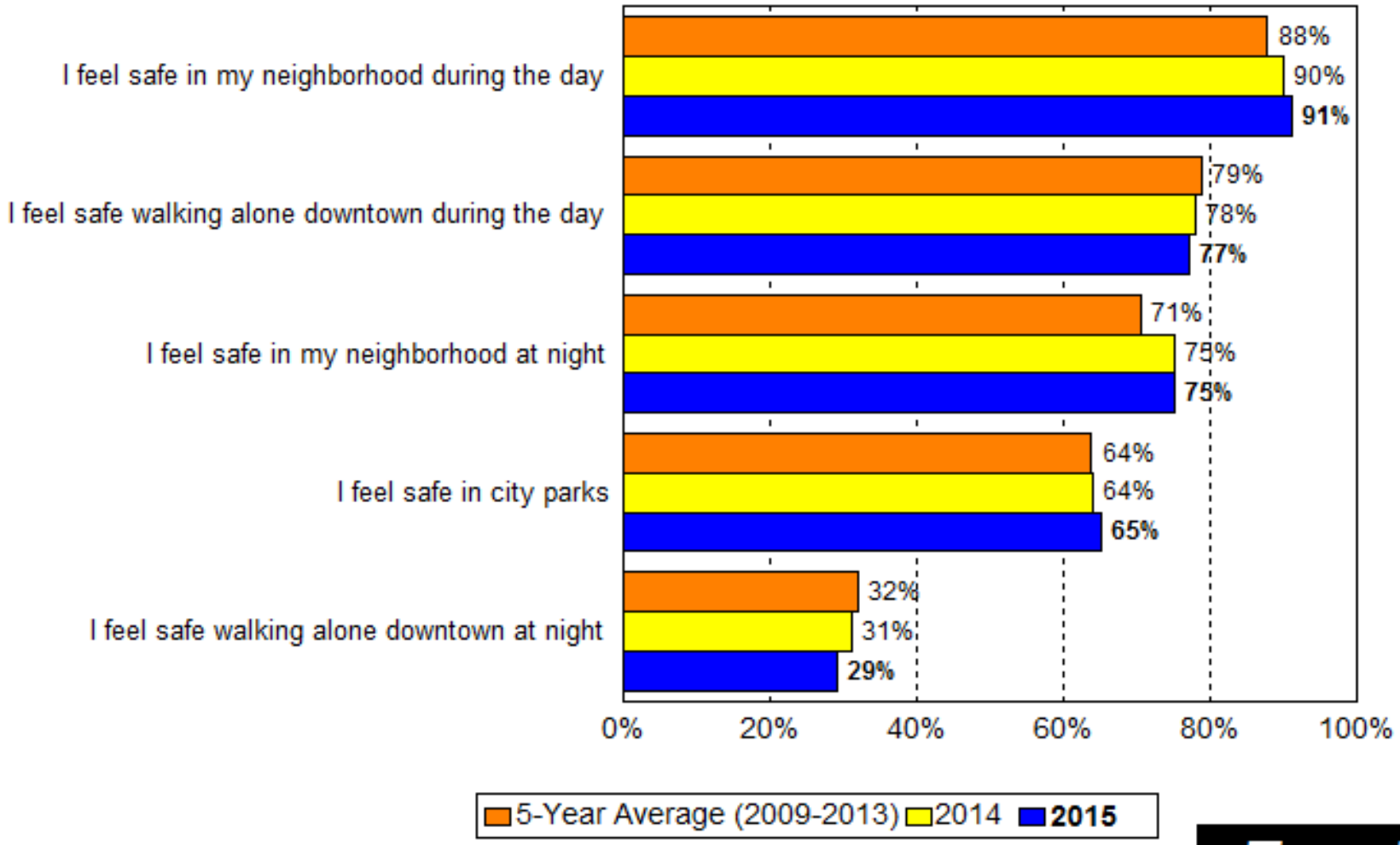



**Trends**

The Most Significant Changes in Major Services from 2009 to 2015 Included Management of Stormwater Runoff and Maintenance of City Streets and Sidewalks

# Perceptions of Public Safety and Security - 2009 to 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)




**Trends**

There Were NO Significant Changes from 2009 to 2015,
But Residents Generally Feel Safer in Neighborhoods and Parks

# ***Major Finding #5***

## Opportunities for Improvement

# Importance-Satisfaction Rating

## Austin, TX

## Maintenance and Appearance

**TRAFFIC FLOW IS THE TOP PRIORITY FOR RESIDENTS**

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|---|---|---|---|---|---|
| **Very High Priority (IS >.20)** | | | | | | |
| Traffic flow on major city streets | 63% | 1 | 17% | 8 | 0.5216 | **1** |
| Condition of major city streets | 58% | 2 | 47% | 3 | 0.3078 | **2** |
| **High Priority (IS .10-.20)** | | | | | | |
| Timing of traffic signals on city streets | 32% | 3 | 41% | 5 | 0.1928 | **3** |
| Pedestrian accessibility | 24% | 5 | 41% | 4 | 0.1428 | **4** |
| Enforcement of local codes and ordinances | 21% | 6 | 35% | 7 | 0.1346 | **5** |
| Condition of streets in your neighborhood | 29% | 4 | 58% | 1 | 0.1213 | **6** |
| **Medium Priority (IS <.10)** | | | | | | |
| Bicycle accessibility | 17% | 8 | 40% | 6 | 0.0998 | **7** |
| Condition of sidewalks in your neighborhood | 18% | 7 | 49% | 2 | 0.0899 | **8** |

**Highest Priority:**

# Importance-Satisfaction Rating

## Austin, TX

## OVERALL

**STEET MAINTENANCE, PLANNING, PUBLIC SAFETY, AND HEALTH/HUMAN SERVICES ARE NEXT TIER OF PRIORITIES**

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|---|---|---|---|---|---|
| **Very High Priority (IS>.20)** | | | | | | |
| Overall maintenance of City streets and sidewalks | 34% | 3 | 39% | 13 | 0.2106 | 1 |
| **High Priority (IS .10-.20)** | | | | | | |
| Overall quality of planning, development review, permitting and inspection services | 22% | 5 | 26% | 14 | 0.1624 | 2 |
| Quality of public safety services | 53% | 1 | 75% | 3 | 0.1311 | 3 |
| Overall quality of health and human services | 21% | 6 | 51% | 9 | 0.1002 | 4 |
| **Medium Priority (IS <.10)** | | | | | | |
| Quality of drinking water services | 38% | 2 | 78% | 2 | 0.0833 | 5 |
| Quality of electric utility services | 24% | 4 | 67% | 7 | 0.0775 | 6 |
| Quality of parks and rec programs/facilities | 19% | 7 | 74% | 4 | 0.0506 | 7 |
| Austin's overall effectiveness of communication | 7% | 10 | 47% | 12 | 0.0379 | 8 |
| Overall management of stormwater runoff | 6% | 11 | 49% | 11 | 0.0322 | 9 |
| Quality of municipal court services | 5% | 14 | 51% | 10 | 0.0235 | 10 |
| Animal Services | 6% | 12 | 61% | 8 | 0.0227 | 11 |
| Quality of wastewater services | 7% | 9 | 71% | 6 | 0.0214 | 12 |
| Quality of City libraries | 8% | 8 | 73% | 5 | 0.0206 | 13 |
| Austin-Bergstrom International Airport | 5% | 13 | 82% | 1 | 0.0094 | 14 |

**2nd Tier Priorities:**

# Importance-Satisfaction Rating

## Austin, TX

## Public Safety Services

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|---|---|---|---|---|---|
| **High Priority (IS .10-.20)** | | | | | | |
| Overall quality of police services | 44% | 1 | 72% | 5 | 0.1224 | **1** |
| Speed of emergency police response | 33% | 2 | 67% | 6 | 0.1066 | **2** |
| **Medium Priority (IS <.10)** | | | | | | |
| Enforcement of local traffic laws | 10% | 7 | 52% | 7 | 0.0483 | **3** |
| Timeliness of EMS response to emergency location | 22% | 5 | 84% | 4 | 0.0357 | **4** |
| Timeliness of Fire response to emergency location | 23% | 3 | 84% | 3 | 0.0354 | **5** |
| Overall quality of fire services | 23% | 4 | 86% | 1 | 0.0312 | **6** |
| Medical assistance provided by EMS | 18% | 6 | 85% | 2 | 0.0282 | **7** |

**Public Safety Priorities:**

# Importance-Satisfaction Rating

## Austin, TX

## Environmental Services

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|---|---|---|---|---|---|
| **High Priority (IS .10-.20)** | | | | | | |
| Flood control efforts | 34% | 2 | 48% | 5 | 0.1771 | **1** |
| Water Conservation programs within Austin | 40% | 1 | 59% | 1 | 0.1652 | **2** |
| The water quality of lakes and streams | 33% | 3 | 57% | 4 | 0.1418 | **3** |
| Water/wastewater utility emergency response time | 31% | 4 | 57% | 3 | 0.1329 | **4** |
| Energy Conservation program | 30% | 5 | 58% | 2 | 0.1262 | **5** |

**Environmental Services Priorities: Most Items Are Important**

# Importance-Satisfaction Rating

## Austin, TX

## Recreational and Cultural Services

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|---|---|---|---|---|---|
| **High Priority (IS .10-.20)** | | | | | | |
| Safety in City parks and park facilities | 41% | 1 | 58% | 9 | 0.1726 | **1** |
| **Medium Priority (IS <.10)** | | | | | | |
| Quality of youth athletic programs | 17% | 7 | 50% | 13 | 0.0857 | **2** |
| Quality of parks and recreation programs | 28% | 2 | 70% | 5 | 0.0831 | **3** |
| Quality of facilities (picnic shelters, etc.) | 17% | 8 | 55% | 12 | 0.0755 | **4** |
| Number of walking/biking trails | 22% | 4 | 69% | 7 | 0.0674 | **5** |
| Number of City parks | 24% | 3 | 73% | 2 | 0.0661 | **6** |
| Satisfaction with City swimming pools | 14% | 10 | 55% | 11 | 0.0635 | **7** |
| Appearance of park grounds in Austin | 19% | 5 | 71% | 4 | 0.0542 | **8** |
| Materials at libraries | 17% | 6 | 70% | 6 | 0.0517 | **9** |
| Library programs | 16% | 9 | 72% | 3 | 0.0460 | **10** |
| Library hours | 9% | 11 | 62% | 8 | 0.0357 | **11** |
| Quality of adult athletic programs | 6% | 12 | 46% | 15 | 0.0329 | **12** |
| Quality of outdoor athletic fields | 5% | 14 | 57% | 10 | 0.0195 | **13** |
| Satisfaction with aquatic programs | 3% | 15 | 49% | 14 | 0.0138 | **14** |
| Cleanliness of library facilities | 5% | 13 | 77% | 1 | 0.0103 | **15** |

**Recreation and Cultural Services Priorities:**

# Importance-Satisfaction Rating

## Austin, TX

## Residential and Neighborhood Services

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|---|---|---|---|---|---|
| **High Priority (IS .10-.20)** | | | | | | |
| Code enforcement of weed lots, abandoned vehicles, graffiti and dilapidated buildings | 27% | 5 | 41% | 10 | 0.1579 | **1** |
| Safety of your drinking water | 55% | 1 | 80% | 4 | 0.1112 | **2** |
| Cleanliness of city streets and public areas | 29% | 4 | 64% | 8 | 0.1060 | **3** |
| **Medium Priority (IS <.10)** | | | | | | |
| Reliability of your electric service | 39% | 3 | 84% | 3 | 0.0635 | **4** |
| Quality of residential garbage collection | 39% | 2 | 85% | 1 | 0.0582 | **5** |
| Household hazardous waste disposal service | 11% | 8 | 50% | 9 | 0.0530 | **6** |
| Cleanliness of your neighborhood | 18% | 6 | 71% | 7 | 0.0521 | **7** |
| Quality of residential curbside recycling services | 17% | 7 | 83% | 2 | 0.0284 | **8** |
| Bulky item pick-up/removal services | 10% | 9 | 74% | 6 | 0.0260 | **9** |
| Quality of residential yard waste collection | 8% | 10 | 75% | 5 | 0.0187 | **10** |

**Residential and Neighborhood Services Priorities:**

# Summary and Conclusions

- **Residents generally have a positive perception of the City**
- **Satisfaction is the same in most areas of the City**
- **Austin is setting the standard for <u>customer service</u> among other large U.S. cities with a population of more than 250,000**
  - Overall satisfaction with City services rated 11% above the large national average
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- **Opportunities for Improvement that will have the most positive impact on overall satisfaction over the next year:**
  - **<u>Traffic Flow</u>** is clearly the top priority for residents!
  - Other priorities include:
    - Planning, development review, permitting and inspection services
    - Public safety services
    - Maintenance of major city streets
    - Health and human services

# Questions?

THANK YOU!!