## 2009 Austin Community Survey

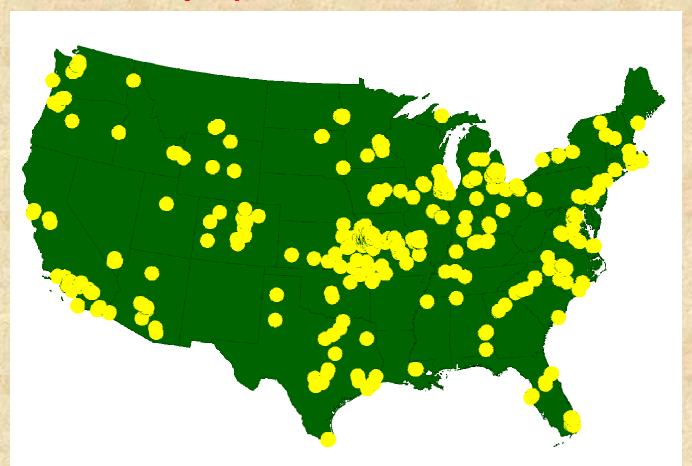
Presented by

ETC Institute

August 2009

### **ETC Institute**

Helping Local Governments Use Community Input to Make Better Decisions



More than 1,350,000 residents surveyed for more than 425 communities in 46 States since 2001 <sup>2</sup>

### Agenda

- Purpose of the Survey
- Methodology
- Findings
- Summary
- Questions

### Purpose of the Survey

 Gather input from residents to help leaders make decisions

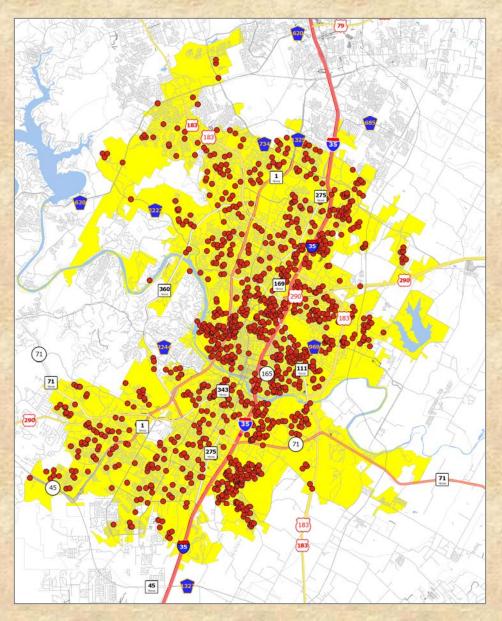
 Assess City performance over time

 Help identify community priorities

### **Survey Methodology**

- Survey Description:
  - survey took 15-20 minutes to complete
- Sample size: 1,293 completed surveys
- Method of Administration:
  - by mail with follow-up by phone
  - randomly selected sample of households in the City
- Confidence level: 95%
- Margin of error: +/- 2.8% overall
- GIS Mapping

### **Location of Survey Respondents**

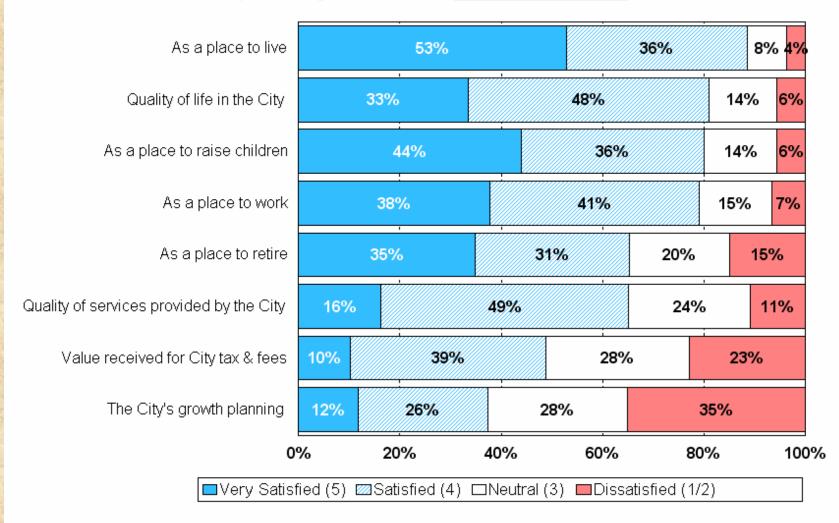




# Findings: General Perceptions of the City

### Q1. Perception Residents Have of the City

by percentage of respondents (excluding don't knows)

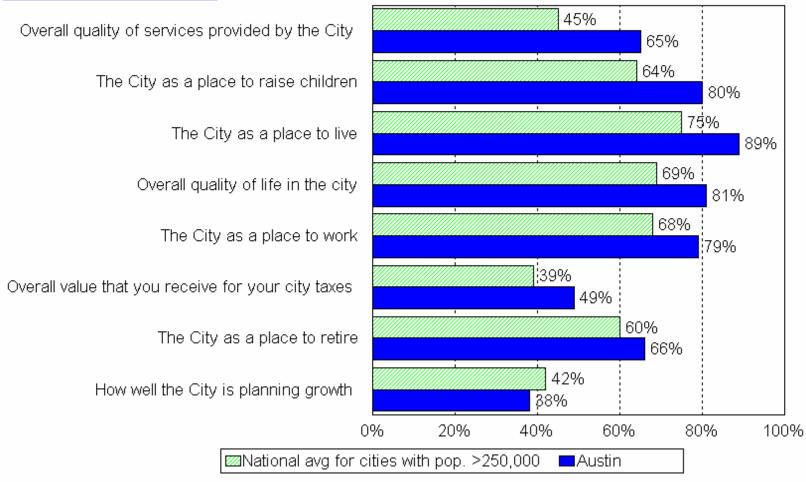


### Perceptions of the City

### 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"

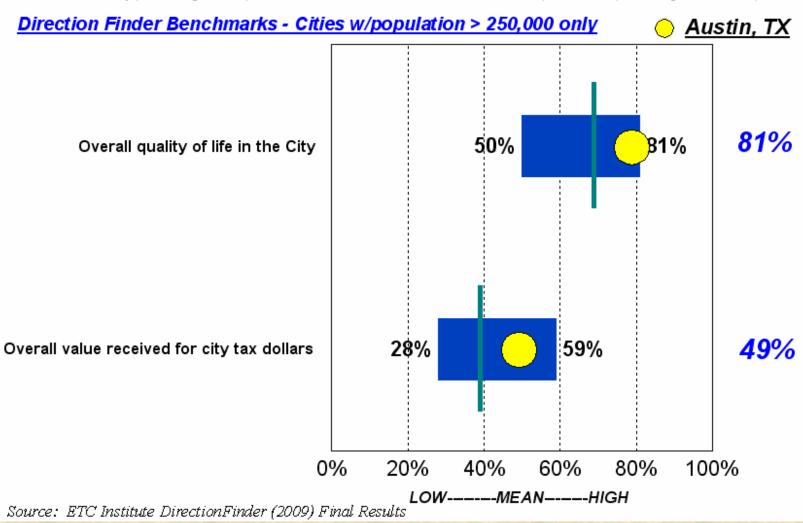
### **National Comparisons**



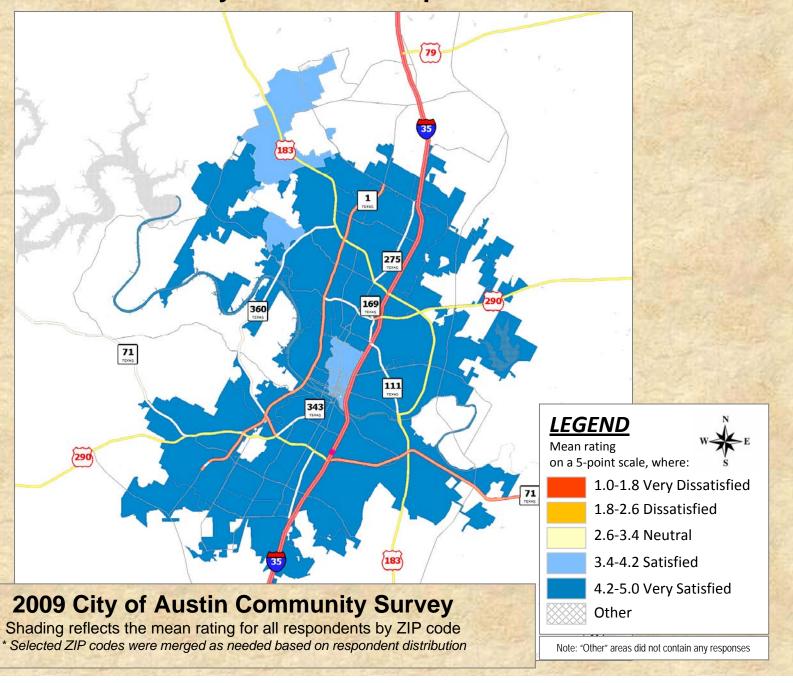
Source: ETC Institute DirectionFinder (2009) Final Results

## Perceptions Residents Have of the City in Which They Live - 2009

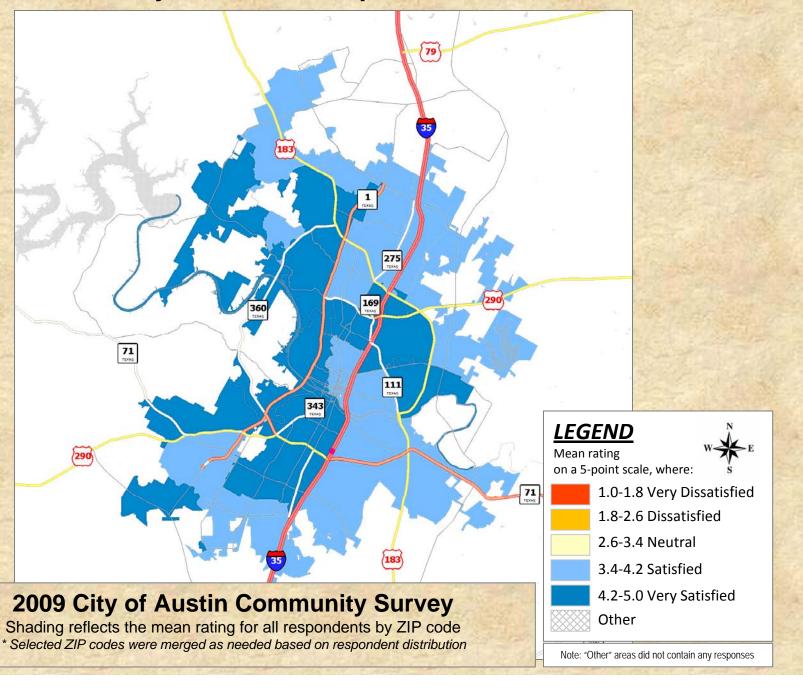
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



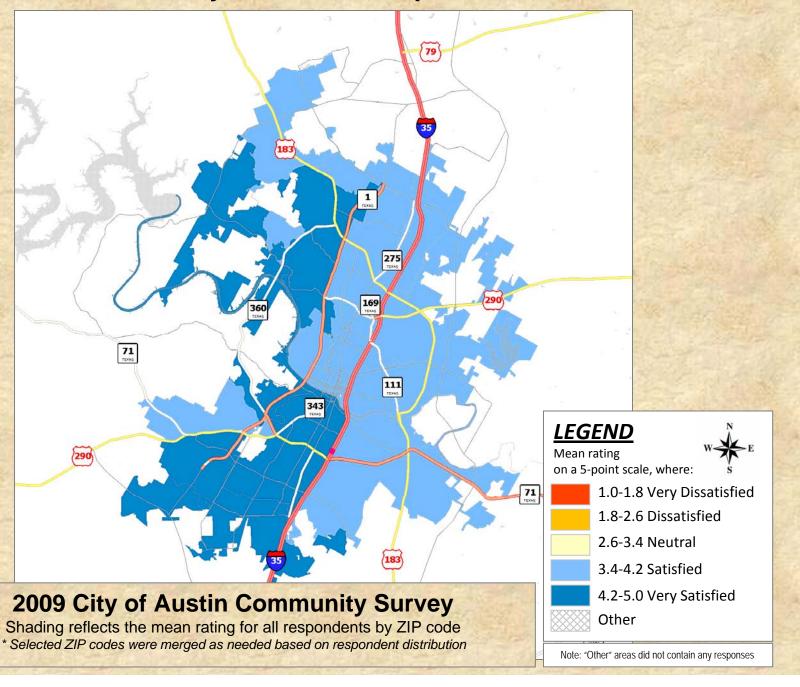
### Q1a The City of Austin as a place to live



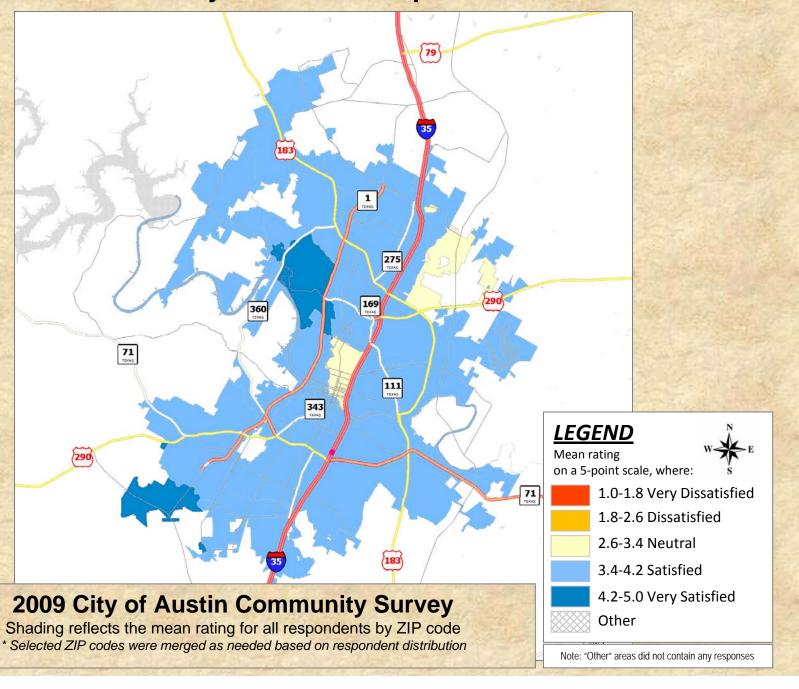
### Q1b The City of Austin as a place to raise children



### Q1c The City of Austin as a place to work



### Q1d The City of Austin as a place to retire

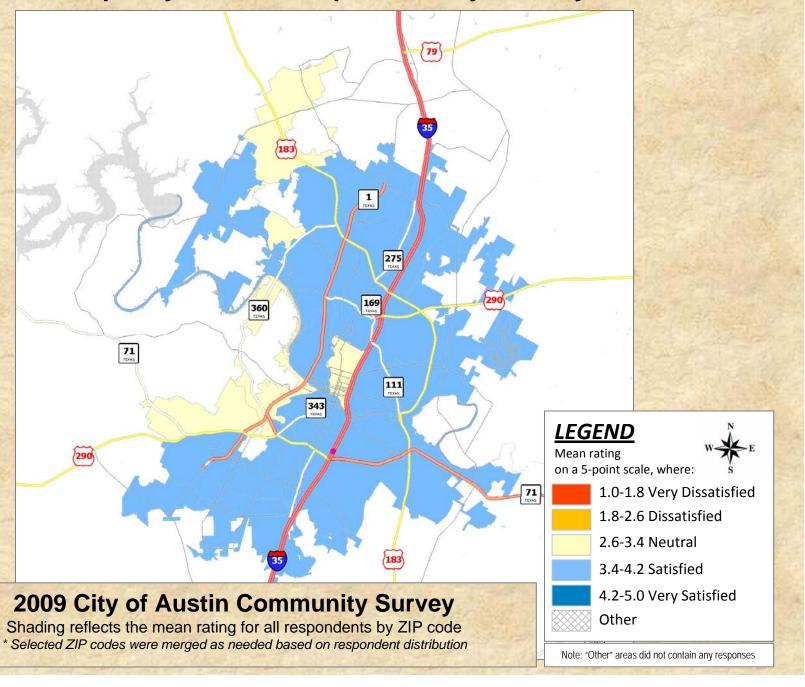


### Q1f Overall quality of life in the city 79 169 111 TEXAS **LEGEND** Mean rating 290 on a 5-point scale, where: 1.0-1.8 Very Dissatisfied 1.8-2.6 Dissatisfied 2.6-3.4 Neutral 3.4-4.2 Satisfied 4.2-5.0 Very Satisfied **2009 City of Austin Community Survey** Other Shading reflects the mean rating for all respondents by ZIP code

Note: "Other" areas did not contain any responses

\* Selected ZIP codes were merged as needed based on respondent distribution

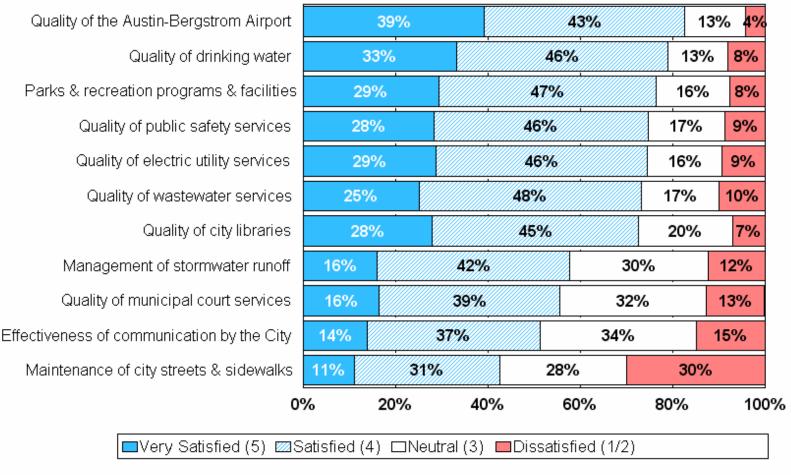
### Q1h Overall quality of services provided by the City of Austin



## Overall Satisfaction with City Services

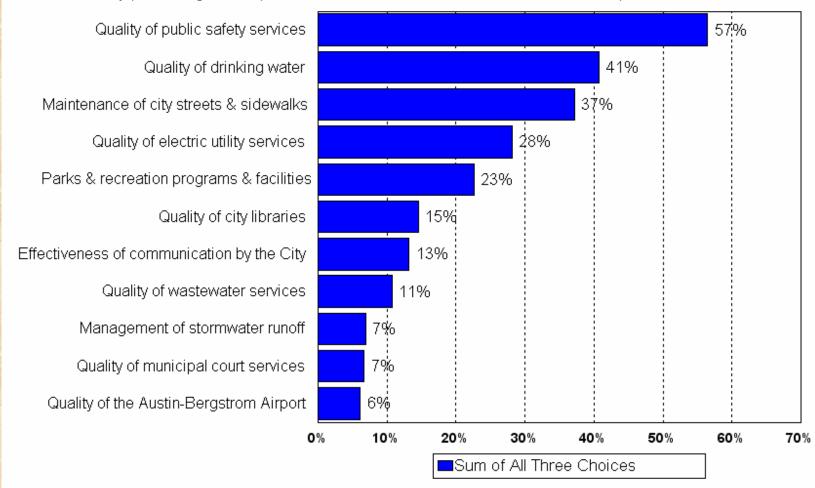
### Q2. Overall Satisfaction With Various Aspects of City Services by Major Category

by percentage of respondents (excluding don't knows)



## Q3. <u>City Services</u> That Are The Most Important For The City of Austin to Provide by Major Category

by percentage of respondents who selected the item as one of their top three choices

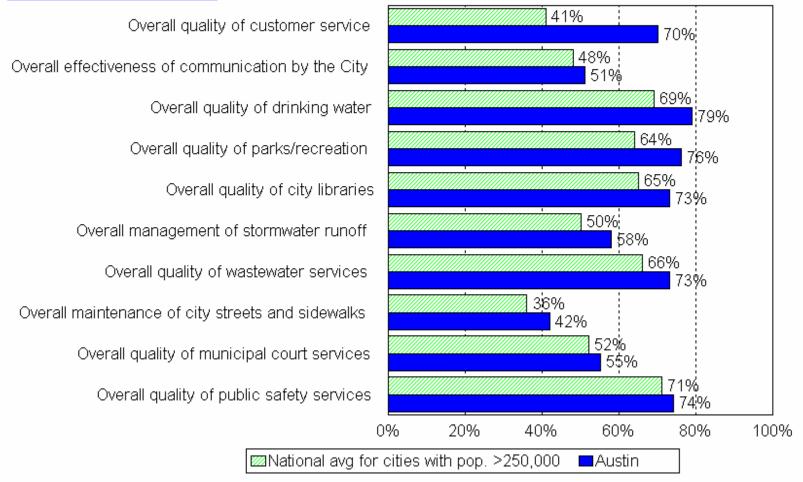


### Satisfaction with Major Categories of City Services

### 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**



Source: ETC Institute DirectionFinder (2009) Final Results

### 2009 City of Austin DirectionFinder Importance-Satisfaction Assessment Matrix

### -Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

#### mean importance

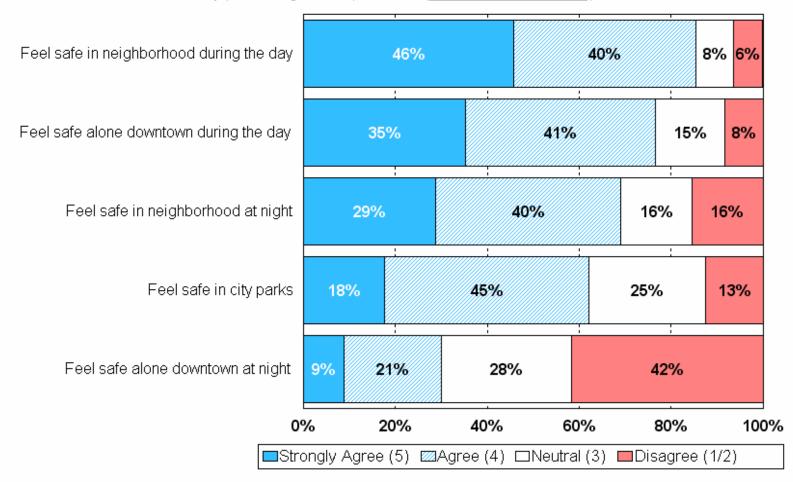


Source: ETC Institute (2009)

## Feeling of Safety in Austin

## **Q4.** Level of Agreement with Statements Concerning Public Safety and Security

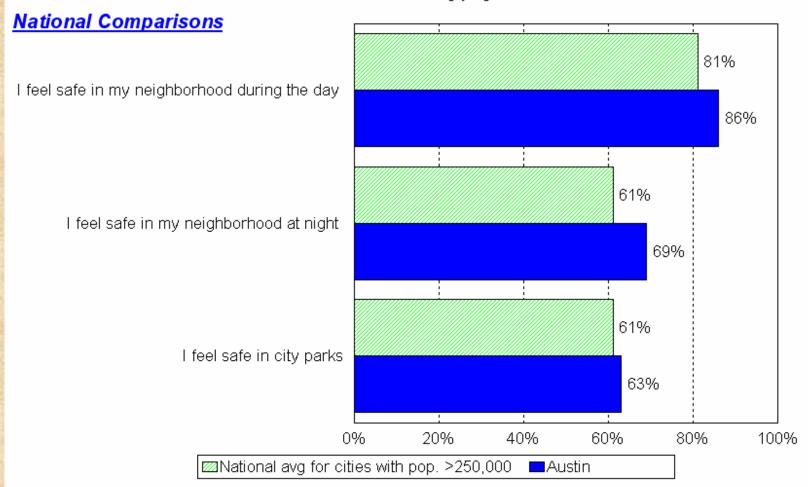
by percentage of respondents (excluding don't knows)



### 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"

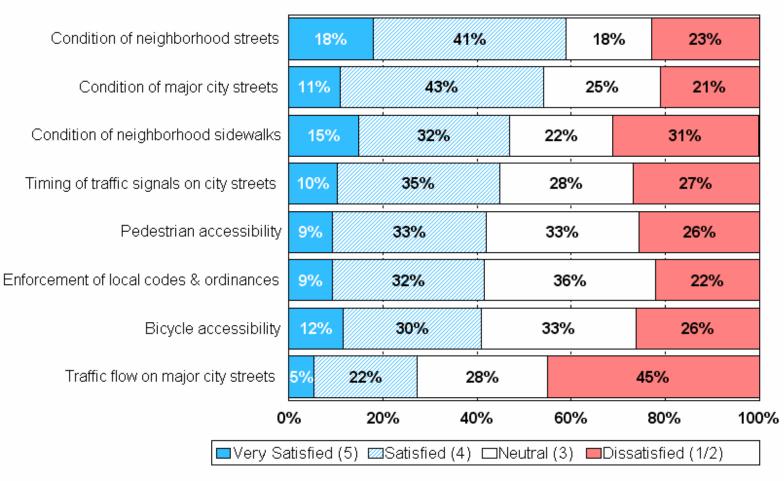


Source: ETC Institute DirectionFinder (2009) Final Results

## Maintenance and Appearance

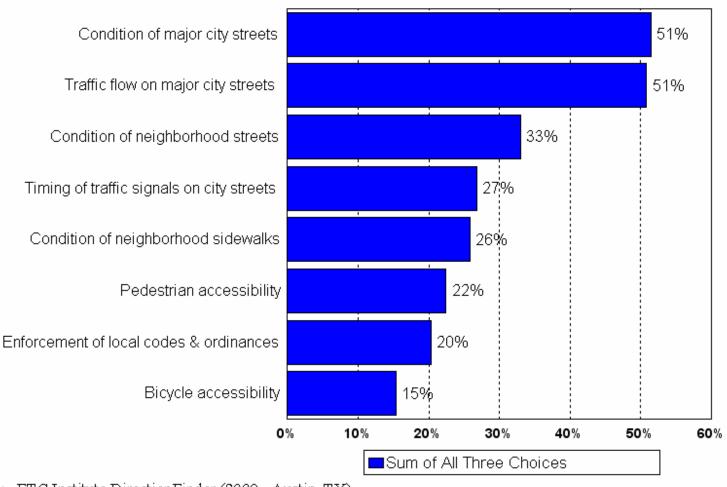
## **Q5.** Satisfaction With Various Aspects of Maintenance and Appearance by Major Category

by percentage of respondents (excluding don't knows)



## **Q6.** Maintenance Services That Are The Most Important For The City of Austin to Provide by Major Category

by percentage of respondents who selected the item as one of their top three choices

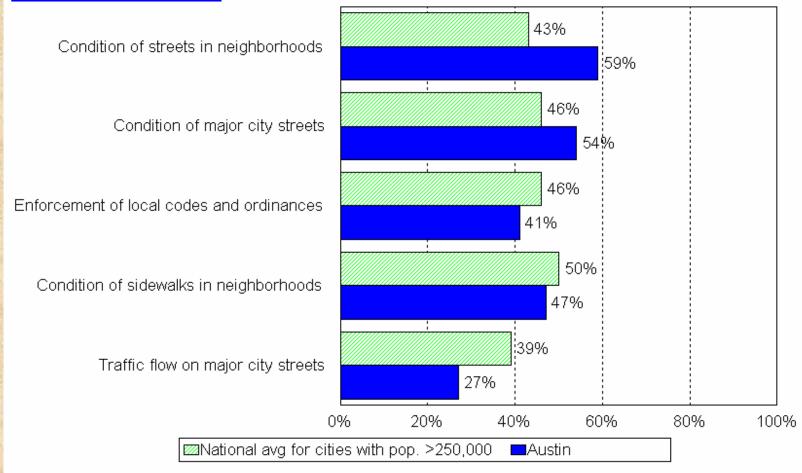


### **Satisfaction with Maintenance Services**

### 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"

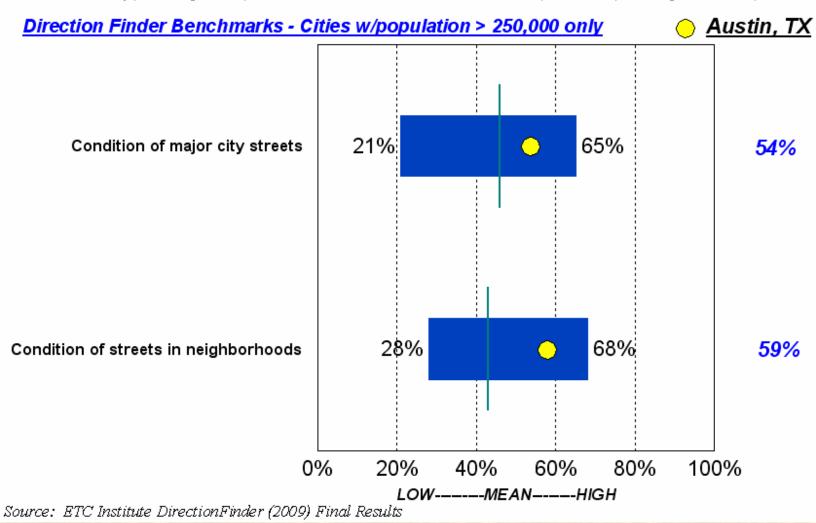
### **National Comparisons**



Source: ETC Institute DirectionFinder (2009) Final Results

## Satisfaction with Maintenance Services **2009**

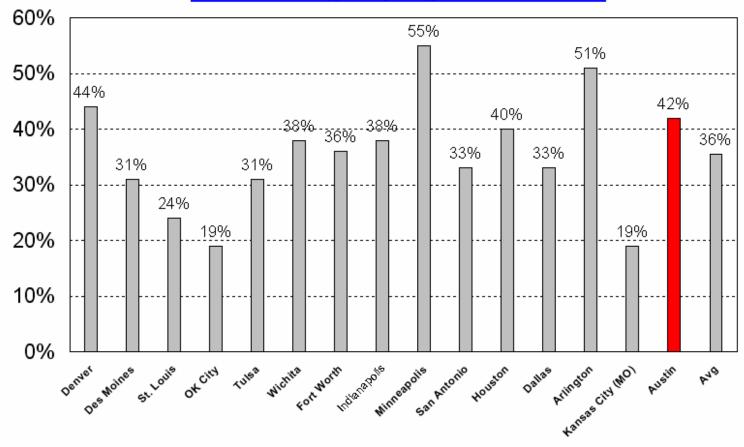
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



### Overall Satisfaction With Maintenance - 2009

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

#### Central US Large City Regional Benchmarks



Source: ETC Institute DirectionFinder (2009) Final Results

### 2009 City of Austin DirectionFinder Importance-Satisfaction Assessment Matrix

### -Maintenance and Appearance-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

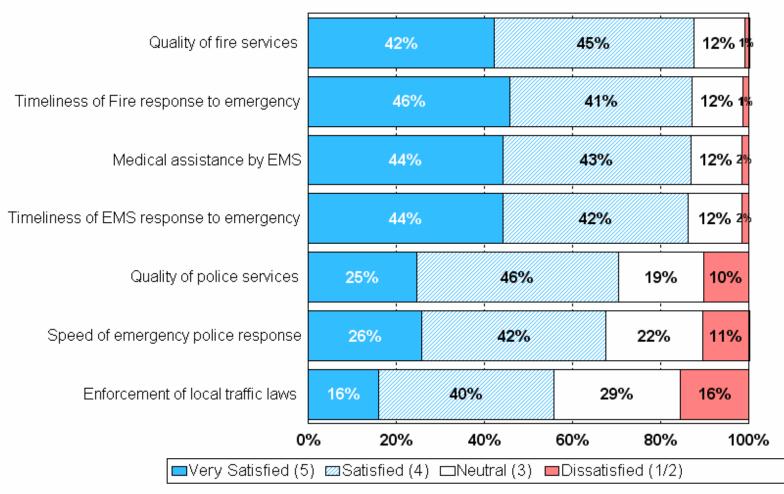
#### mean importance **Continued Emphasis** Exceeded Expectations higher importance/higher satisfaction lower importance/higher satisfaction Condition of neighborhood streets Rating Condition of major city streets\* Timing of traffic signals on city streets satisfaction Condition of neighborhood sidewalks . atisfaction Pedestrian accessibility mean Enforcement of local Bicycle accessibility codes & ordinances Traffic flow on major city streets Less Important Opportunities for Improvement lower importance/lower satisfaction Importance Rating Lower Importance Higher Importance

Source: ETC Institute (2009)

## Satisfaction with Public Safety Services

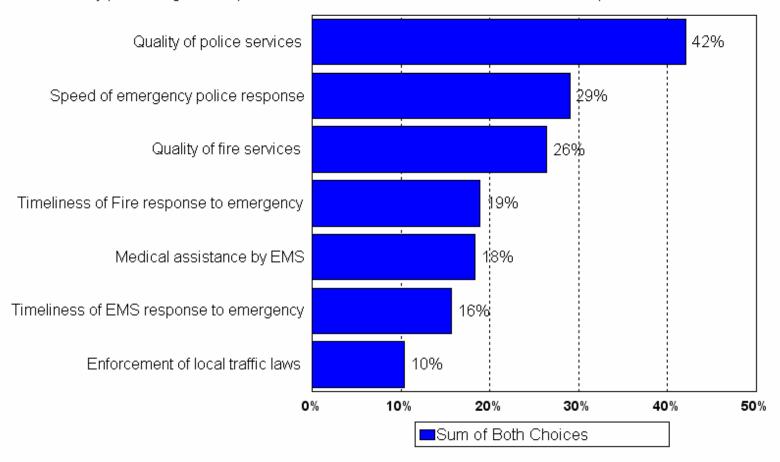
## **Q7.** Satisfaction with Various Aspects of Public Safety Services by Major Category

by percentage of respondents (excluding don't knows)



## Q8. Public Safety Services That Are The Most Important For The City of Austin to Provide by Major Category

by percentage of respondents who selected the item as one of their top two choices

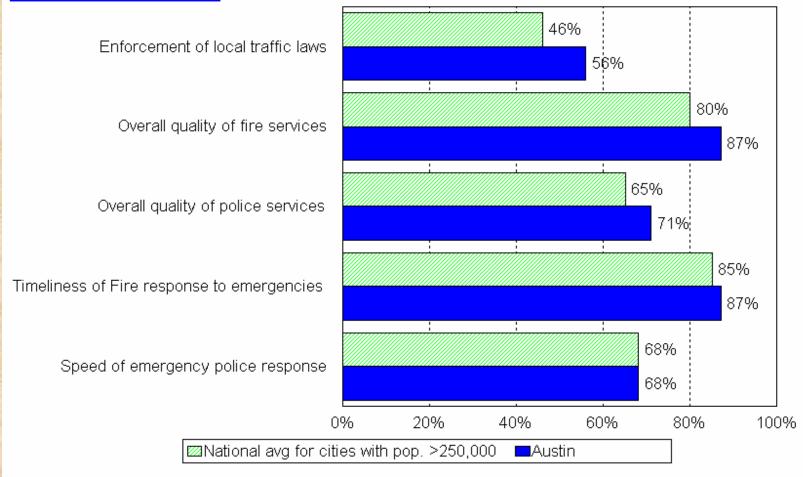


### Satisfaction with Public Safety Services

### 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"

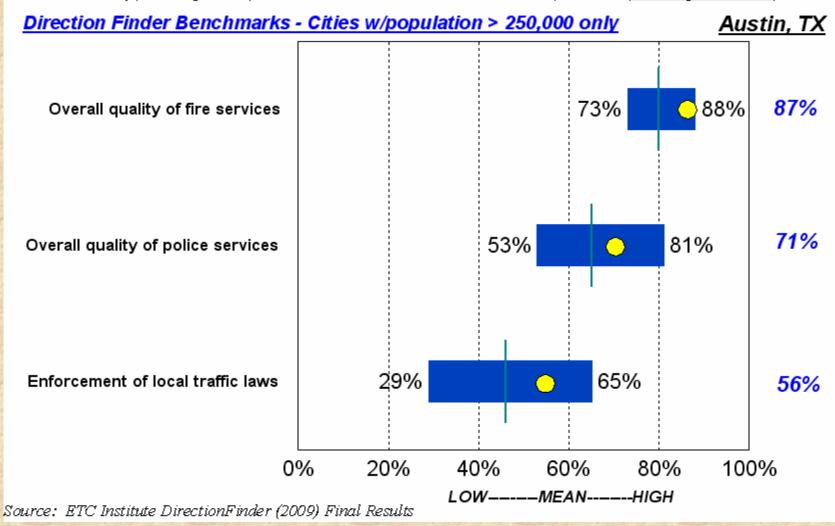
#### **National Comparisons**



Source: ETC Institute DirectionFinder (2009) Final Results

## Satisfaction with Public Safety Services **2009**

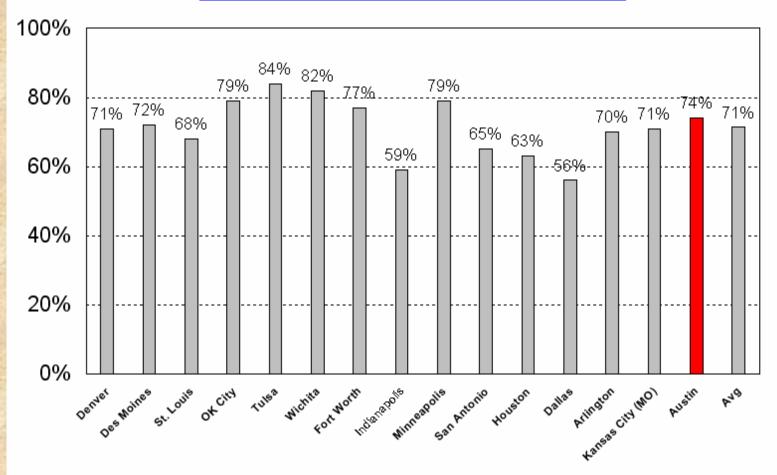
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



## Overall Satisfaction With *Public Safety - 2009*

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

#### Central US Large City Regional Benchmarks



## 2009 City of Austin DirectionFinder Importance-Satisfaction Assessment Matrix

#### -Public Safety Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

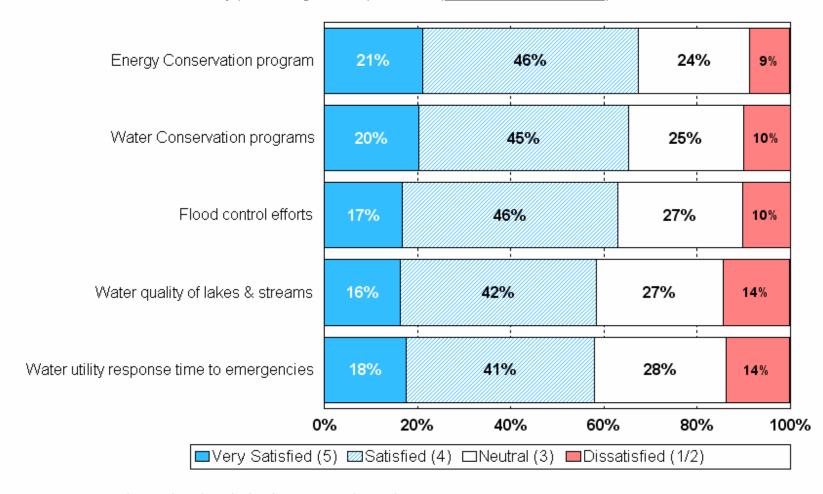
#### mean importance Continued Emphasis higher importance/higher satisfaction **Exceeded Expectations** lower importance/higher satisfaction Quality of fire services Medical assistance by EMS Rating mean satisfaction Timeliness of Fire Timeliness of EMS response to emergency response to emergency Satisfaction Quality of Speed of emergency police services \_police response Enforcement of local traffic laws Opportunities for Improvement Less Important higher importance/lower satisfaction ower Importance Higher Importance Importance Rating

Source: ETC Institute (2009)

## Satisfaction With Environmental Services

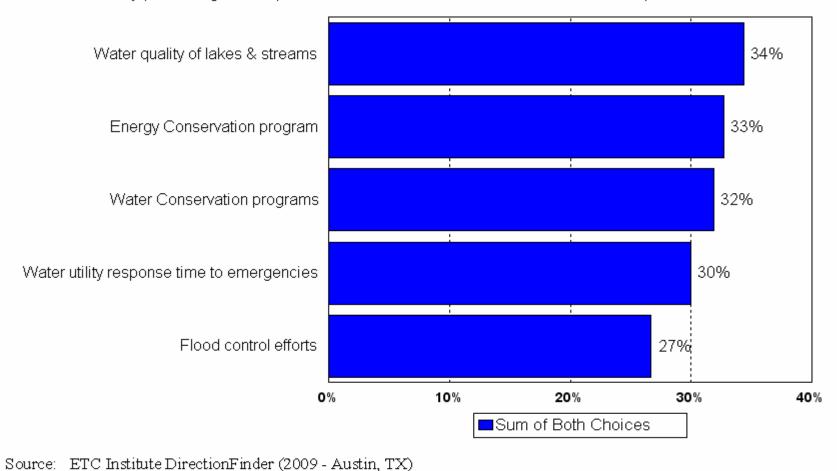
## **Q9.** Satisfaction with Various Aspects of Environmental Services by Major Category

by percentage of respondents (excluding don't knows)



## Q10. Environmental Services That Are The Most Important For The City of Austin to Provide by Major Category

by percentage of respondents who selected the item as one of their top two choices



### 2009 City of Austin DirectionFinder Importance-Satisfaction Assessment Matrix

### -Environmental Services-

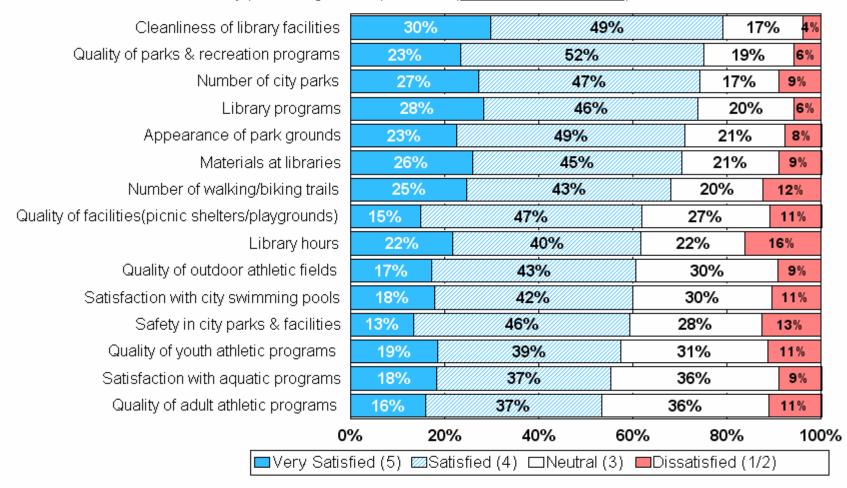
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

#### mean importance **Continued Emphasis** Exceeded Expectations lower importance/higher satisfaction **Energy Conservation** program Satisfaction Rating Water mean satisfaction Flood control efforts Conservation programs Water utility response time to emergencies Water quality of lakes & streams **Less Important Opportunities for Improvement** higher importance/lower satisfaction lower importance/lower satisfaction Importance Rating Lower Importance Higher Importance

## Overall Satisfaction with Parks and Recreation

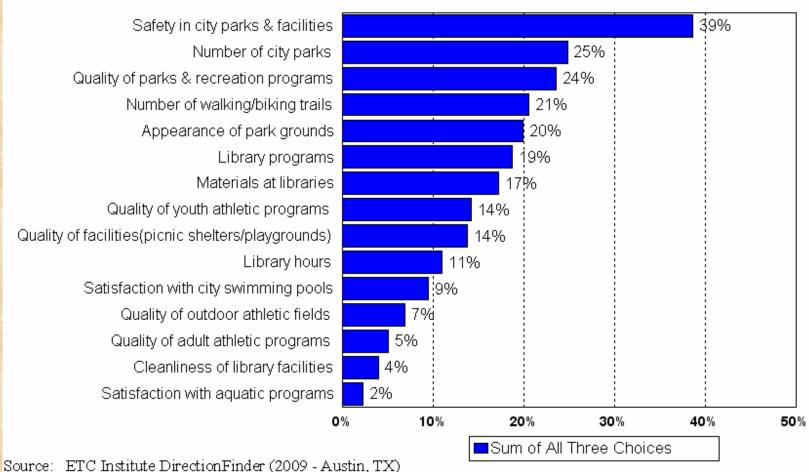
## Q11. Satisfaction with Various Aspects of Recreation and Cultural Services by Major Category

by percentage of respondents (excluding don't knows)



## Q12. Recreation and Cultural Services That Are The Most Important For The City of Austin to Provide by Major Category

by percentage of respondents who selected the item as one of their top three choices

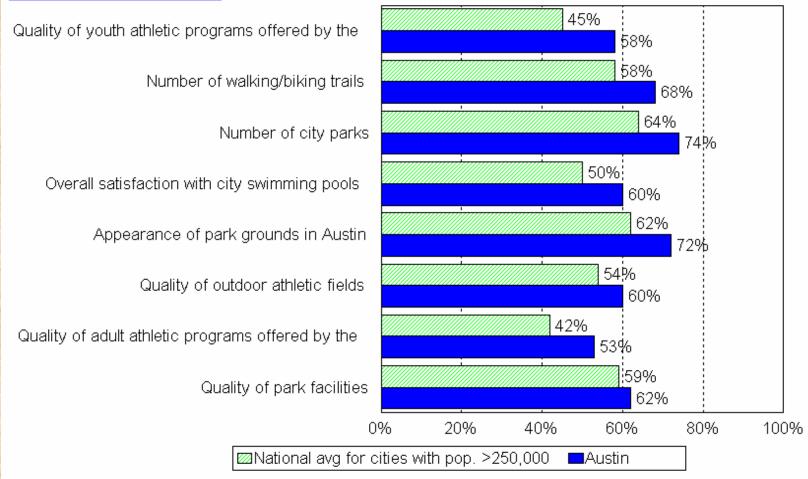


## Satisfaction with Parks and Recreation Services

### 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"

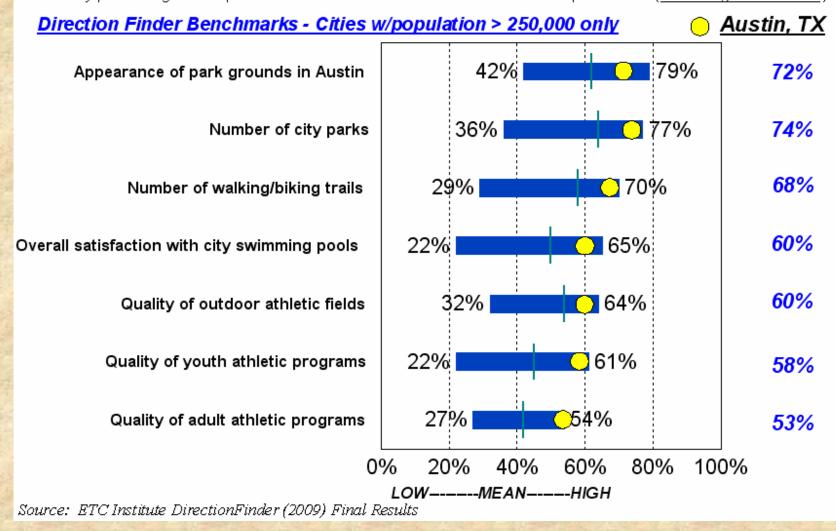
#### **National Comparisons**



Source: ETC Institute DirectionFinder (2009) Final Results

## Satisfaction with Parks and Recreation Services **2009**

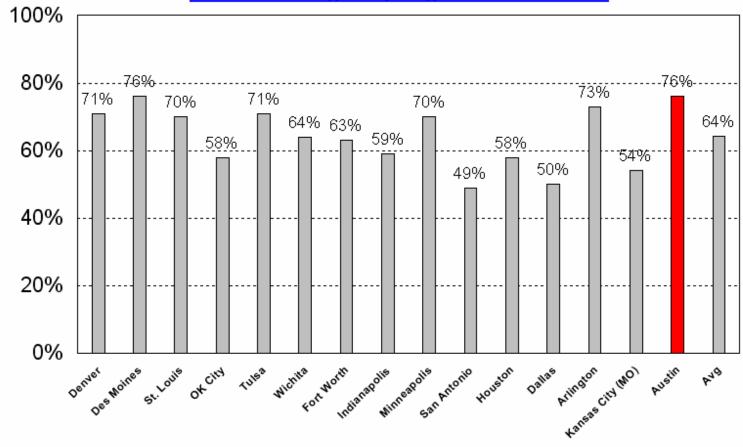
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



## Overall Satisfaction With Parks and Recreation - 2009

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

#### Central US Large City Regional Benchmarks



Source: ETC Institute DirectionFinder (2009) Final Results

## 2009 City of Austin DirectionFinder Importance-Satisfaction Assessment Matrix

#### -Recreational and Cultural Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

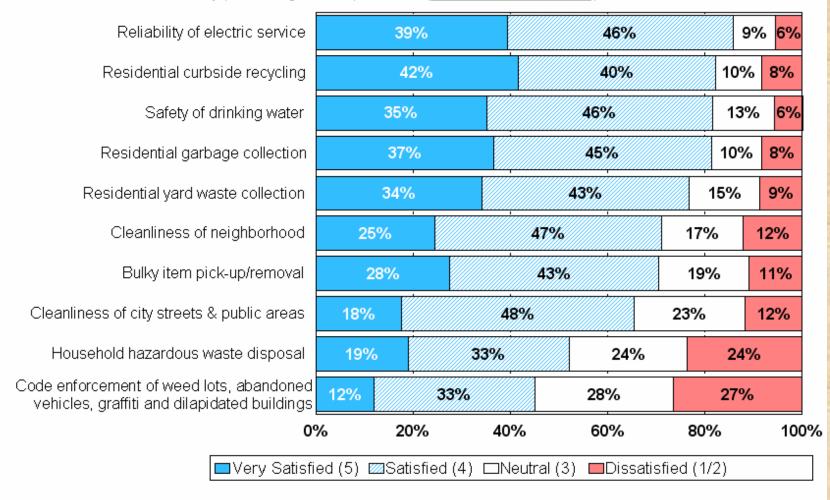
#### mean importance **Exceeded Expectations Continued Emphasis** higher importance/higher satisfaction lower importance/higher satisfaction Cleanliness of Quality of parks & recreation programs library facilities Library programs Number of city parks atisfaction Rating Materials at libraries mean satisfaction Number of walking/biking trails Appearance of park grounds Quality of outdoor Quality of facilitie Library hours (picnic shelters/ ath letic fields playgrounds) Safety in city parks & facilities. Satisfaction with Satisfaction with Quality of youth aquatic programs city swimming pools athletic programs Quality of adult athletic programs Opportunities for Improvement Less Important higher importance/lower satisfaction lower importance/lower satisfaction \_ower Importance Importance Rating Higher Importance

Source: ETC Institute (2009)

## Satisfaction With Residential and Neighborhood Services

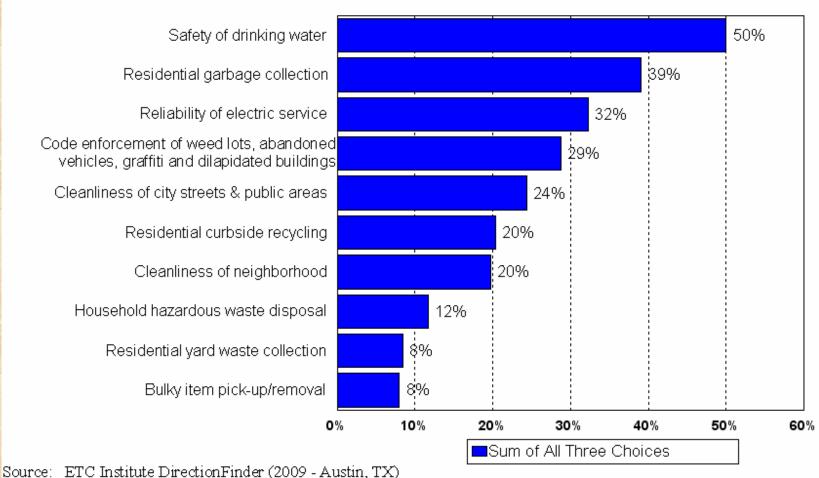
## Q13. Satisfaction With Various Aspects of Residential and Neighborhood Services by Major Category

by percentage of respondents (excluding don't knows)



## Q14. Residential and Neighborhood Services That Are The Most Important For The City of Austin to Provide by Major Category

by percentage of respondents who selected the item as one of their top three choices



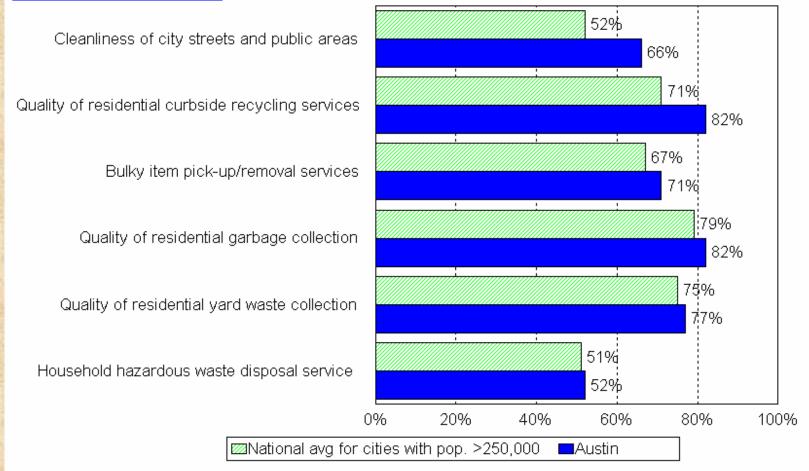
52

## 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**



Source: ETC Institute DirectionFinder (2009) Final Results

## 2009 City of Austin DirectionFinder Importance-Satisfaction Assessment Matrix

#### -Residential and Neighborhood Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

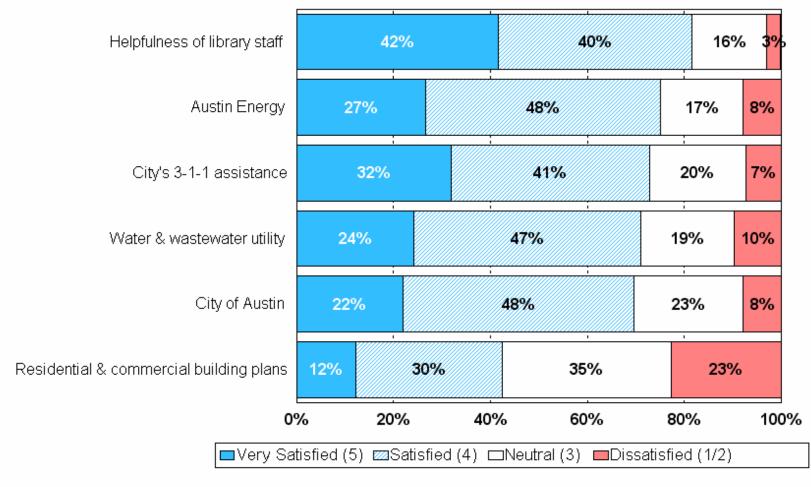
#### mean importance **Continued Emphasis Exceeded Expectations** higher importance/higher satisfaction lower importance/higher satisfaction Residential curbside Reliability of electric service recycling Safety of drinking water Rating mean satisfaction Residential yard waste collection Residential garbage collection Satisfaction Cleanliness of Bulky item neighborhood pick-up/removal Cleanliness of city streets & public areas Household hazardous waste disposal Code enforcement of weed lots, abandoned Less Important Opportunities for Improvement vehicles, graffiti and higher importance/lower satisfaction lower importance/lower satisfaction dilapidated buildings Lower Importance Importance Rating Higher Importance

Source: ETC Institute (2009)

## Satisfaction With Customer Service

## Q15. Satisfaction With Various Aspects of Customer Service by Major Category

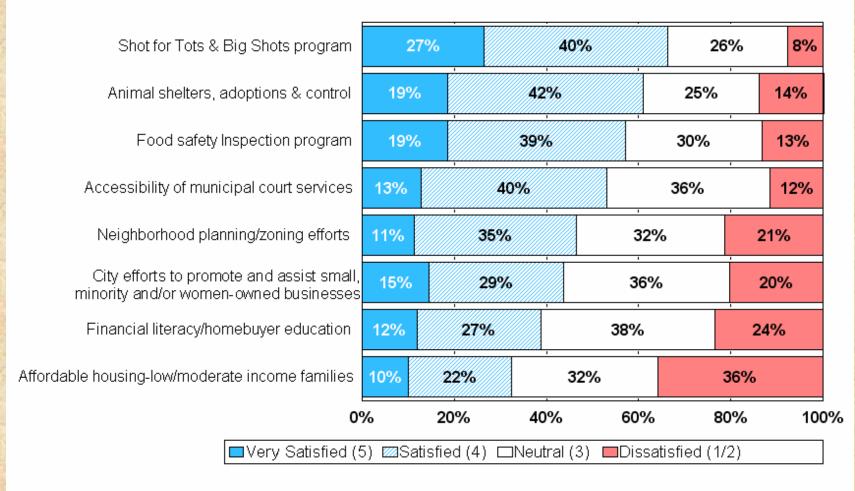
by percentage of respondents (excluding don't knows)



## Satisfaction With Other Services

## Q16. Satisfaction With Various Aspects of Other City Services by Major Category

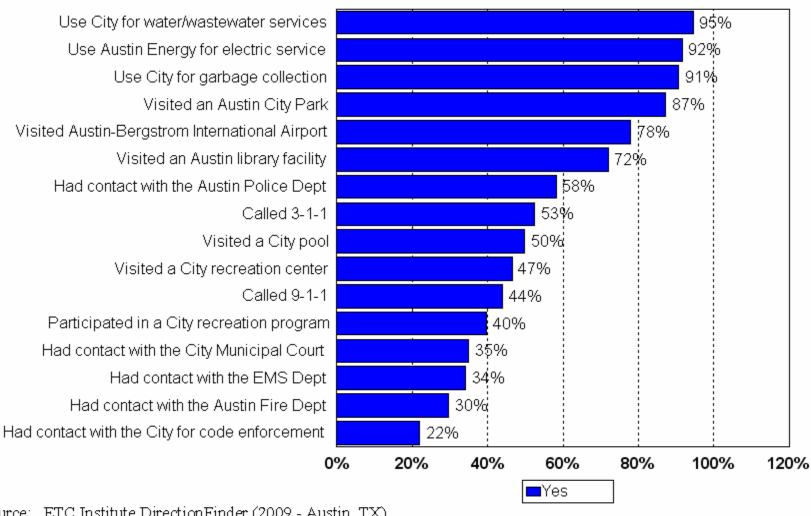
by percentage of respondents (excluding don't knows)



## Percentage of Residents Who Have Used Various City Services

## Q17. Percentage of Residents who have used various city services and facilities

by percentage of respondents who marked YES

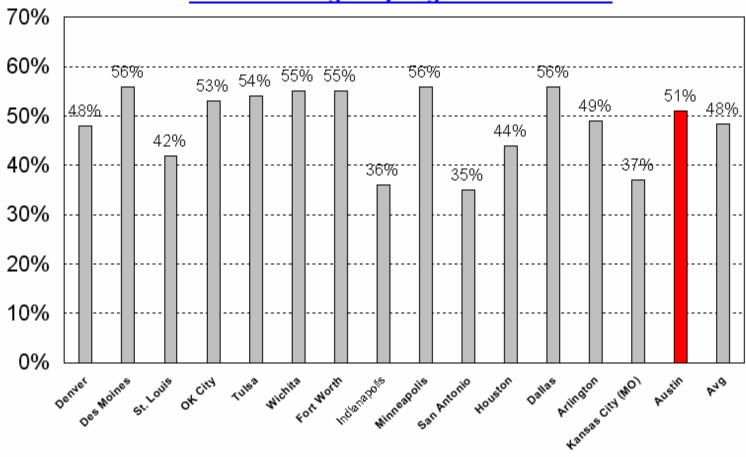


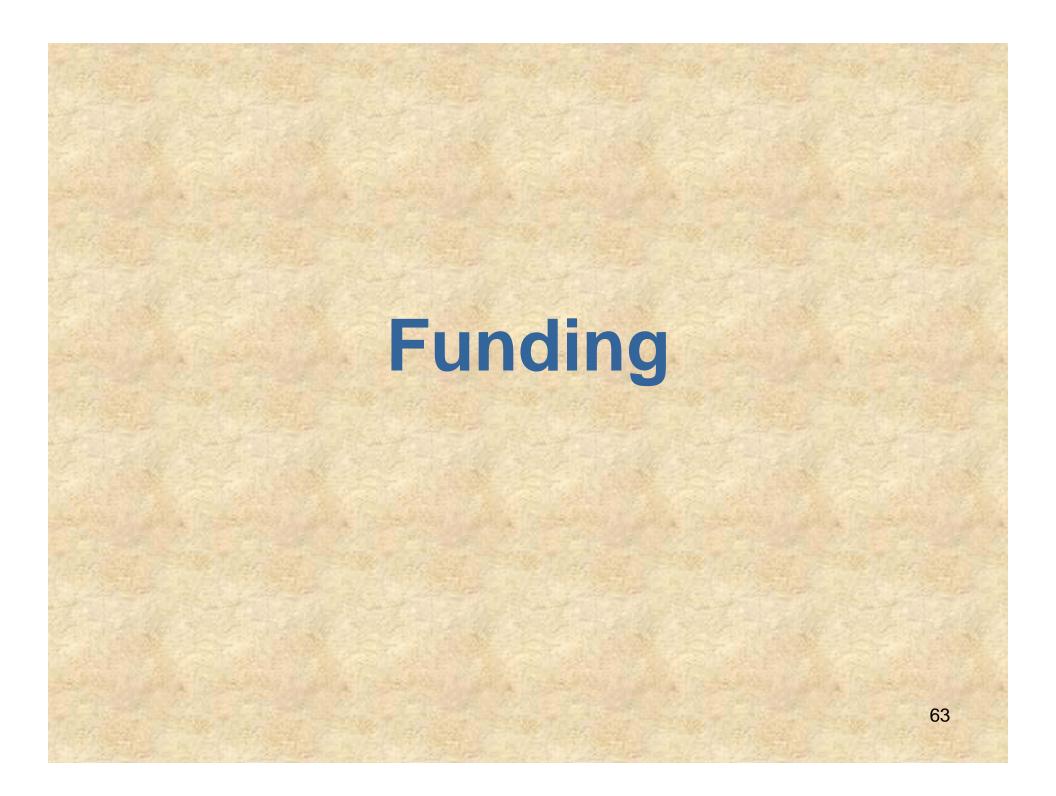
# Communication 61

## Overall Satisfaction With City Communications - 2009

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

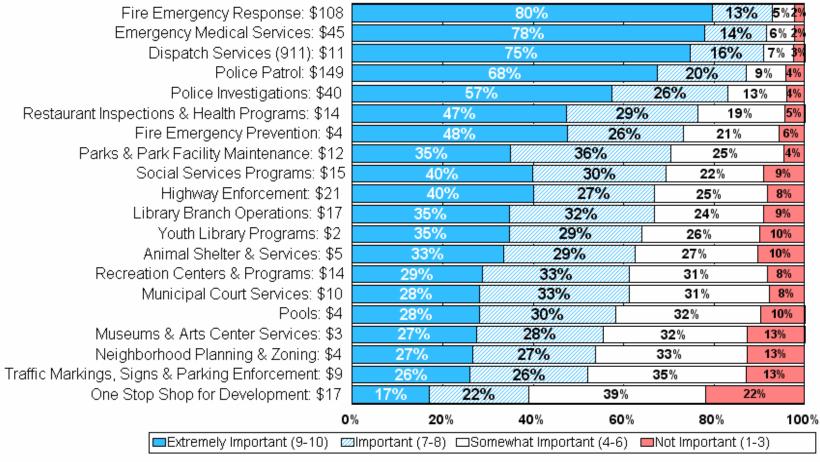
#### Central US Large City Regional Benchmarks





## Q18. Level of Importance Placed on Continuing to Spend the Amount of Money Shown on each of the Following Services

by percentage of respondents (excluding no response)

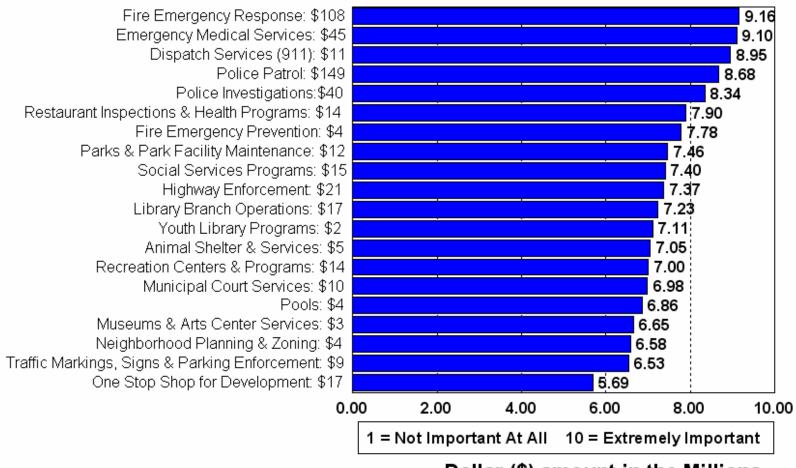


Source: ETC Institute DirectionFinder (2009 - Austin, TX)

Dollar (\$) amount in the Millions

## Q18. The Mean Level of Importance Placed on Continuing to Spend the Amount of Money Shown on each of the Following Services

by percentage of respondents (excluding "no response")

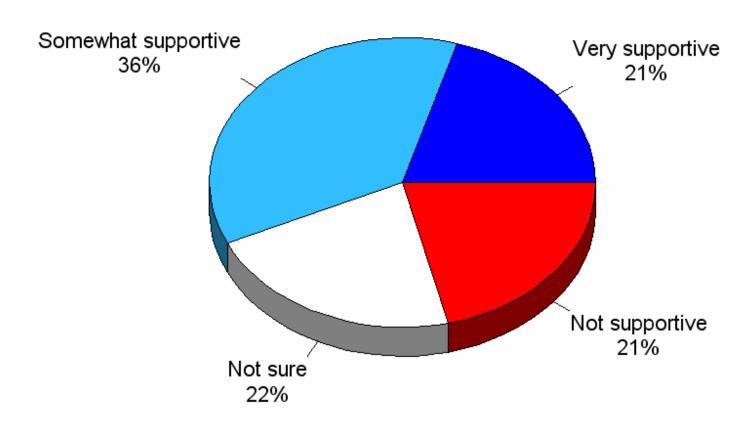


Source: ETC Institute DirectionFinder (2009 - Austin, TX)

Dollar (\$) amount in the Millions

## Q19. How supportive would you be of having the City raise user fees to avoid cuts in services, such as recreation programs, permitting and inspections?

by percentage of respondents



## Summary

## Austin is setting the standard of performance among large U.S. Cities

- The City rated above the national average for cities with a population of more then 250,000 in 41 of the 45 areas assessed
  - The areas in which Austin are setting the standard (at least 10% over national averages) include:
    - Overall quality of customer service by City employees (+29%)
    - Overall quality of services provided by the City (+20%)
    - The City as a place to raise children (+16%)
    - Conditions of the streets in neighborhoods (+16%)
- Most residents have a positive perception of the City
  - 89% of those surveyed, who had an opinion, gave a positive rating of Austin as a place to live.
  - 81% gave positive ratings for quality of life in Austin
- Those services that the residents thought where most important for the City to provide include:
  - Quality of public safety services
  - Quality of drinking water
  - Maintenance of City streets and sidewalks

# Questions?? 68