

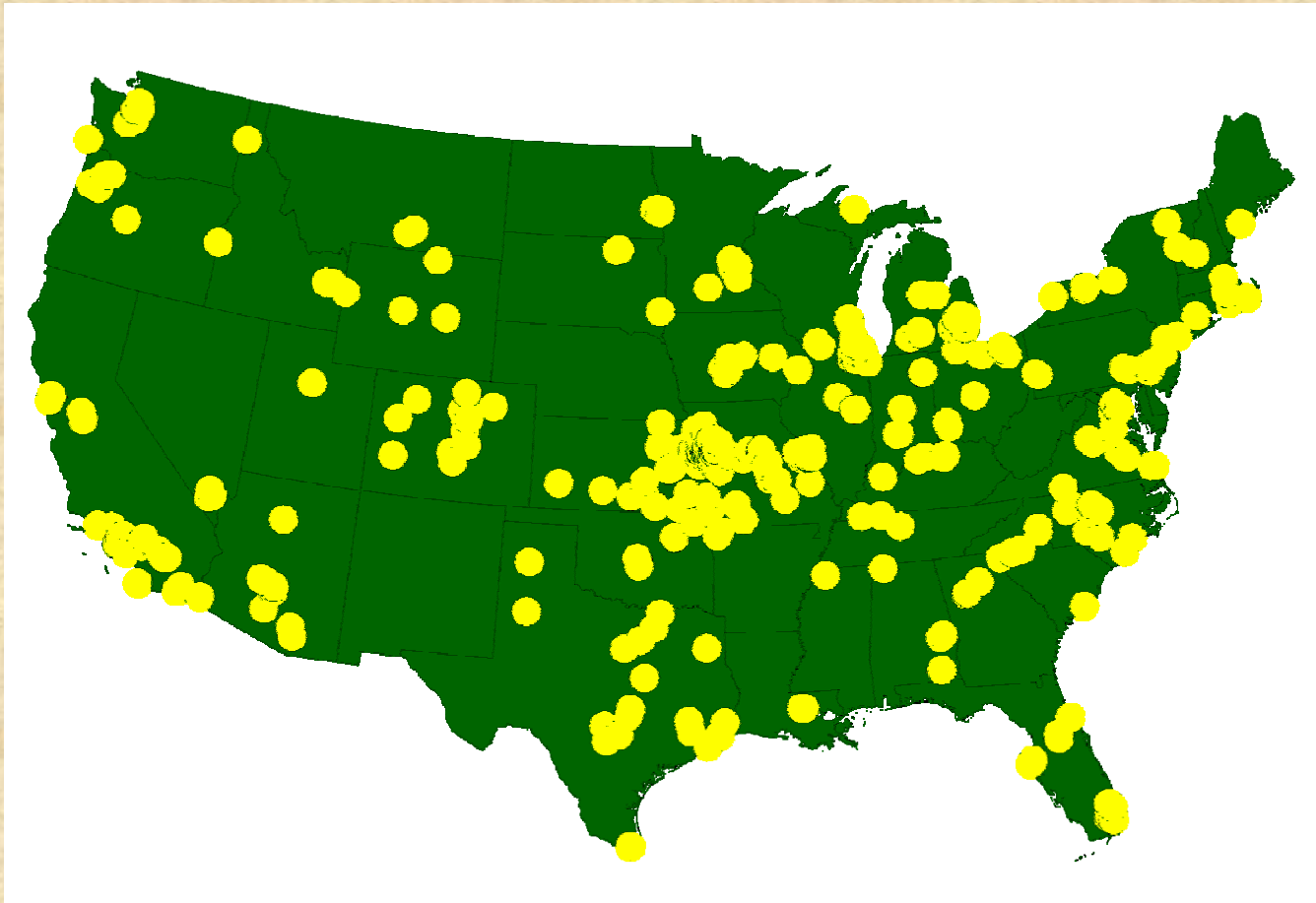
2009 Austin Community Survey

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 ²**

Agenda

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

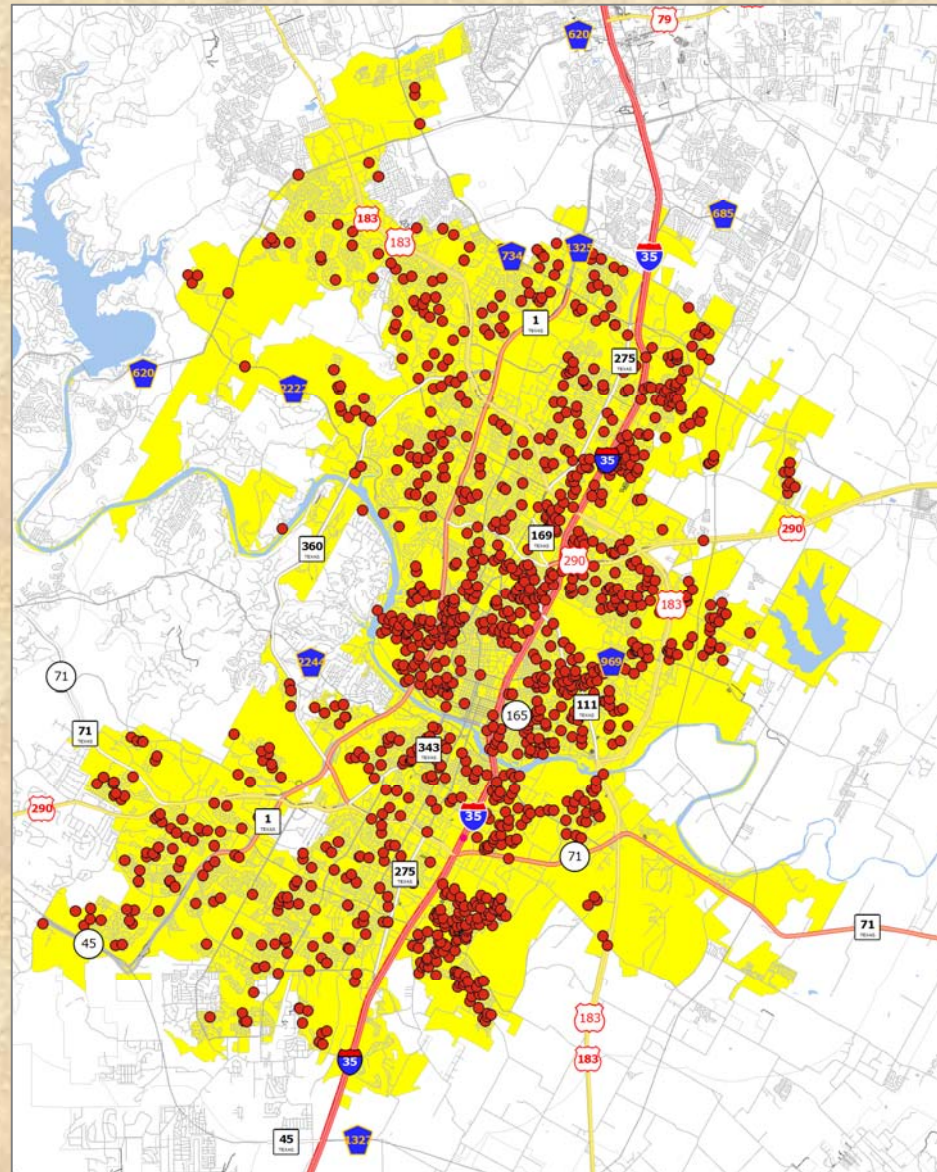
Purpose of the Survey

- **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

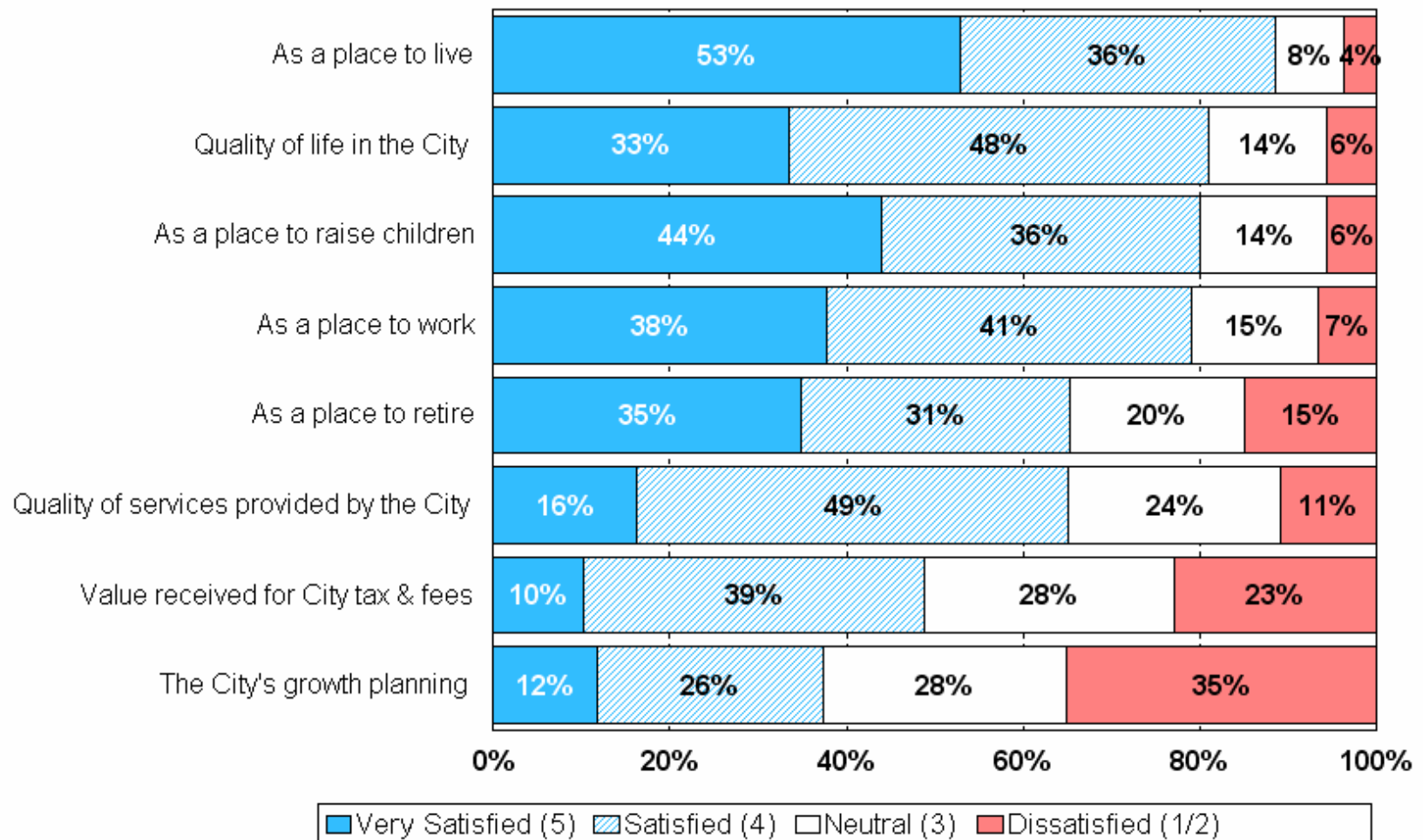


2009 City of Austin Community Survey

Findings:
**General Perceptions
of the City**

Q1. Perception Residents Have of the City

by percentage of respondents (excluding don't knows)



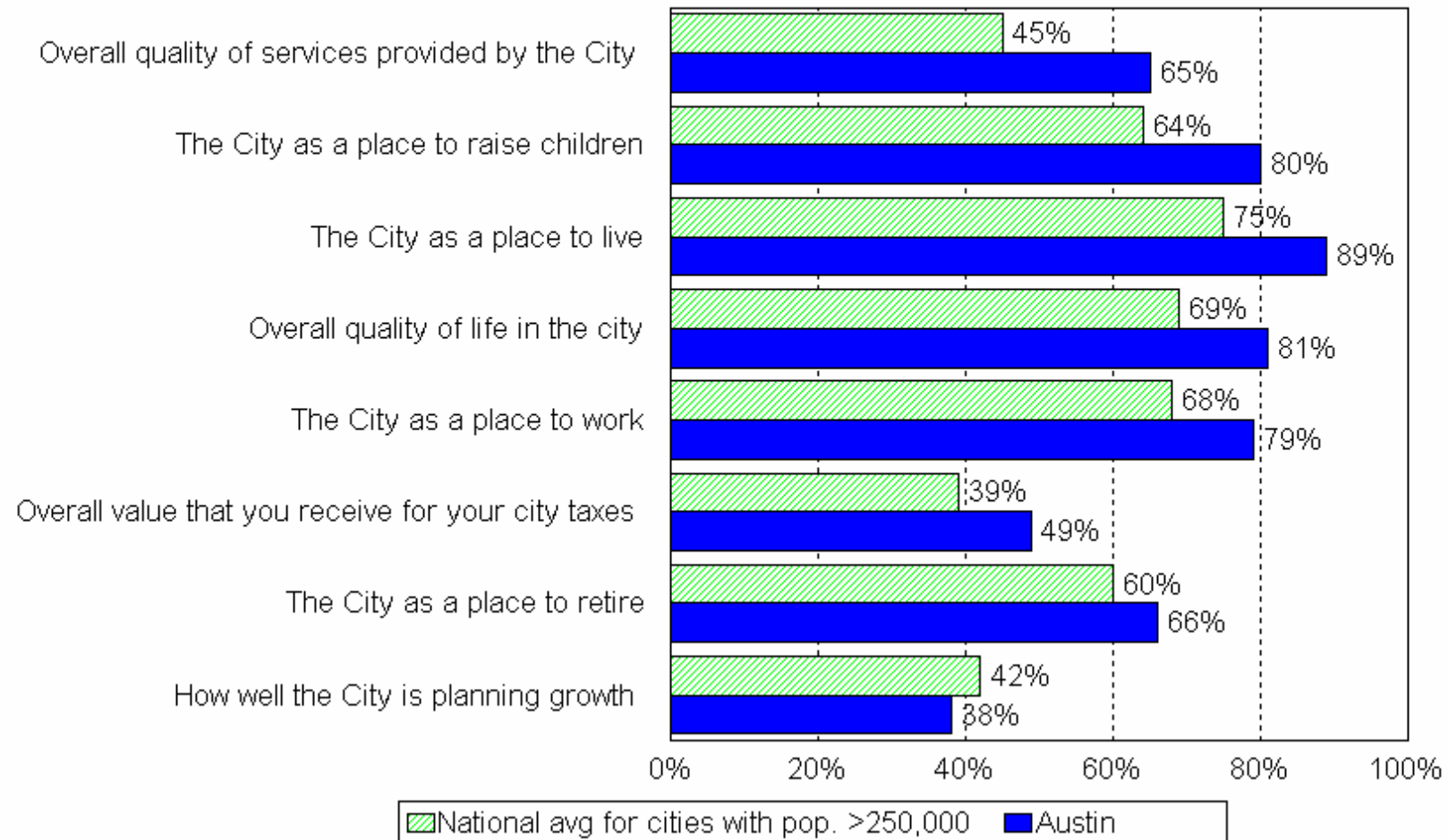
Source: ETC Institute DirectionFinder (2009 - Austin, TX)

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



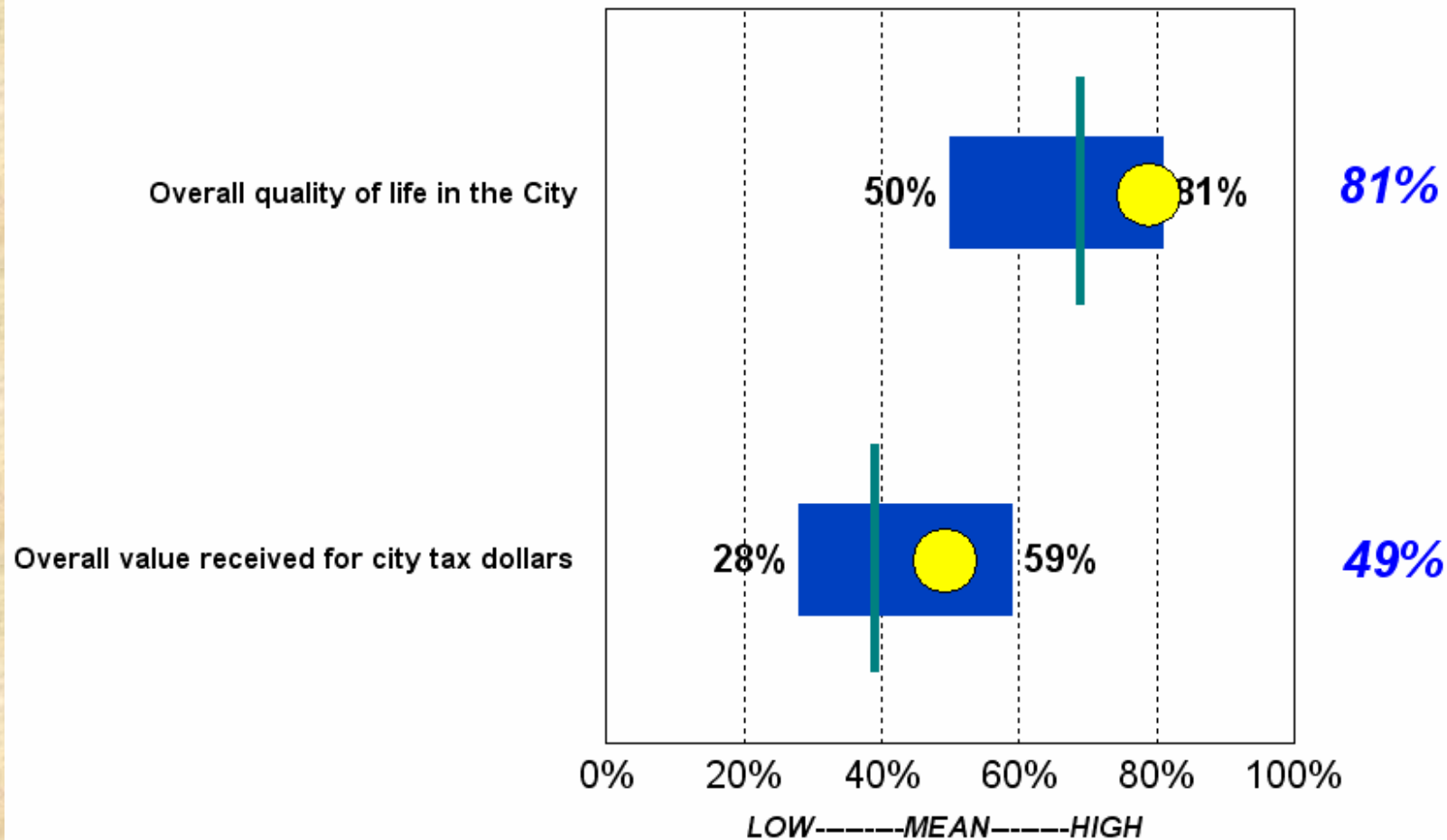
Source: ETC Institute DirectionFinder (2009) Final Results

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)

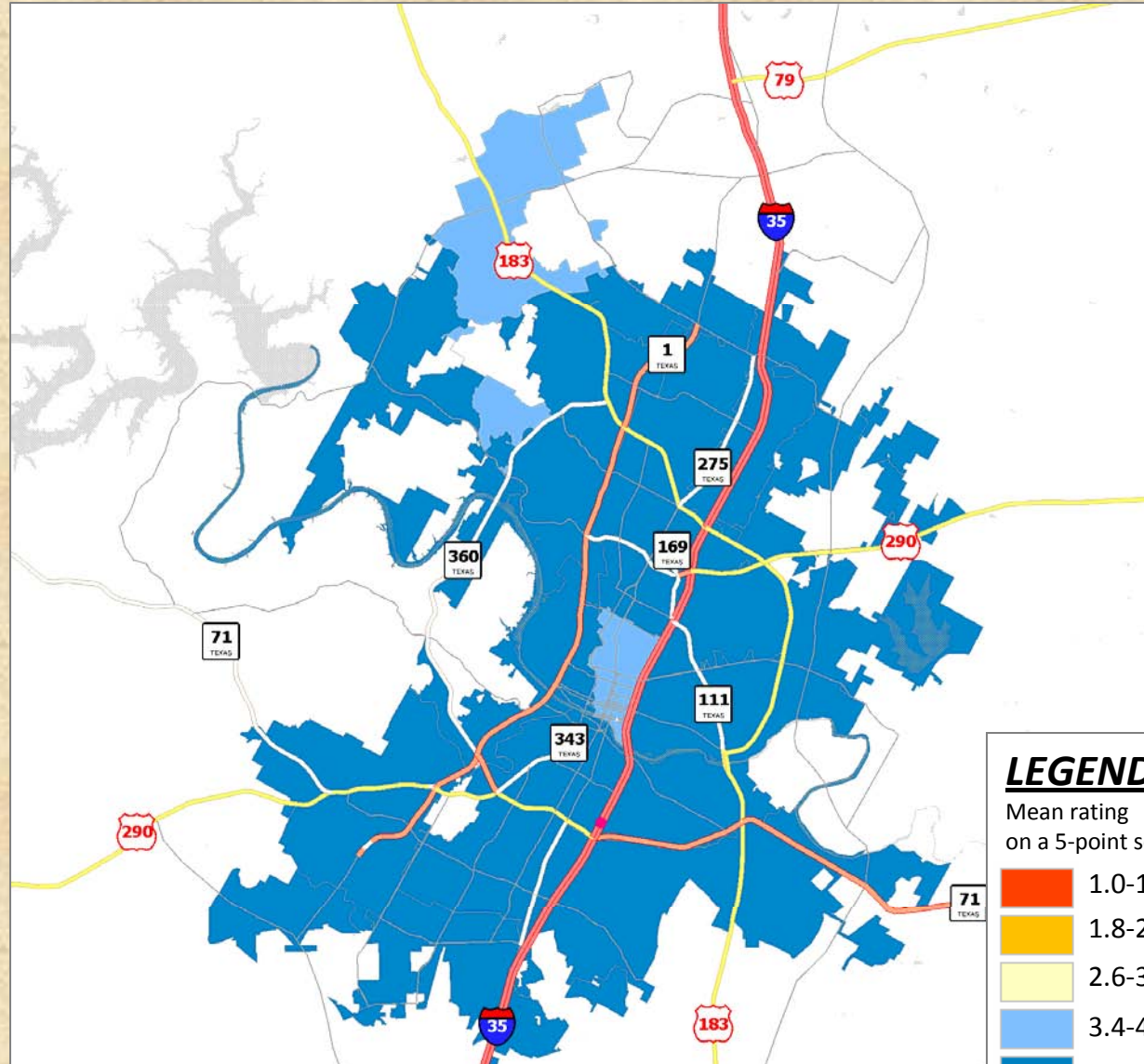
Direction Finder Benchmarks - Cities w/population > 250,000 only

● **Austin, TX**



Source: ETC Institute DirectionFinder (2009) Final Results

Q1a The City of Austin as a place to live



2009 City of Austin Community Survey

Shading reflects the mean rating for all respondents by ZIP code

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

LEGEND

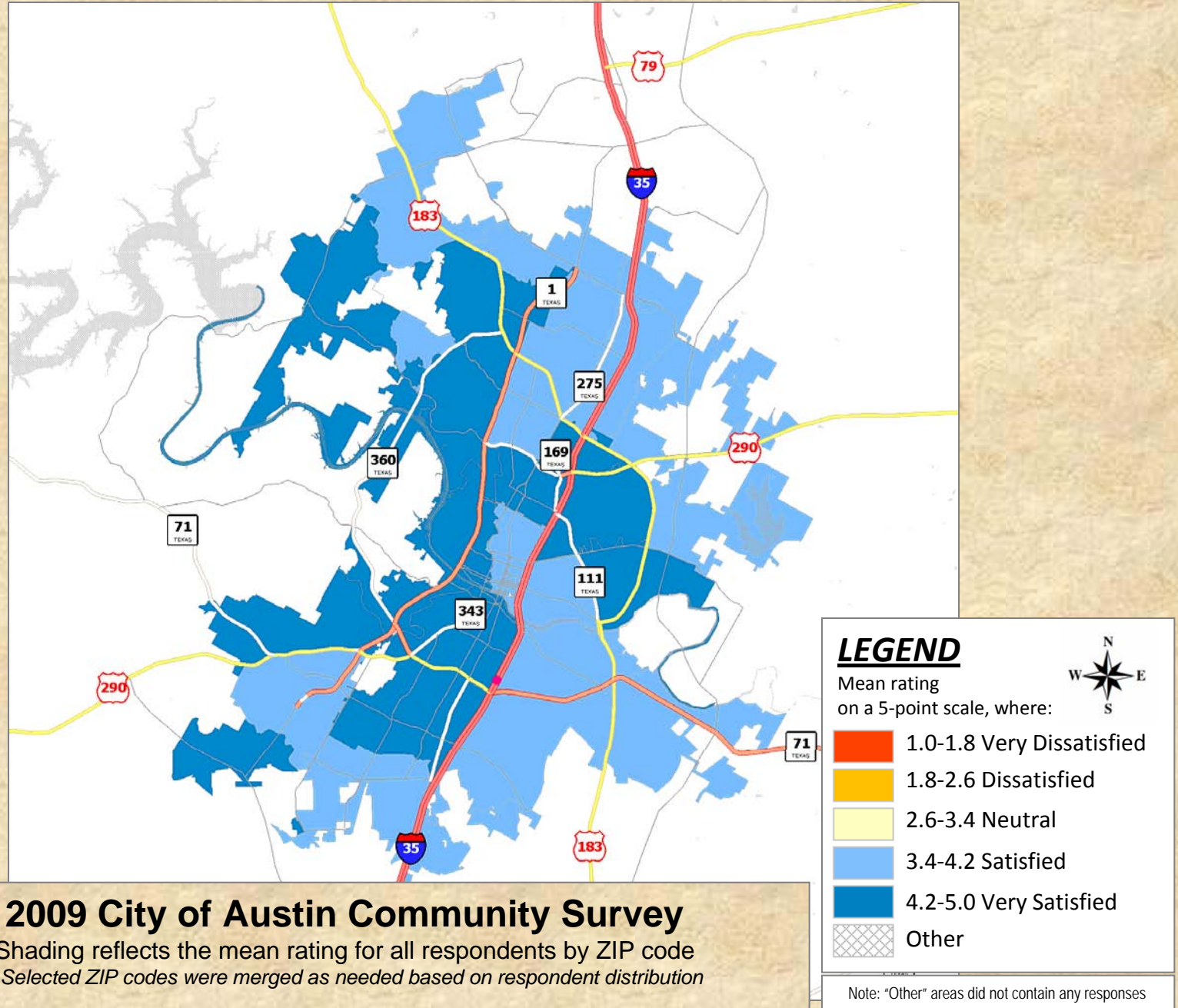
Mean rating
on a 5-point scale, where:

- 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

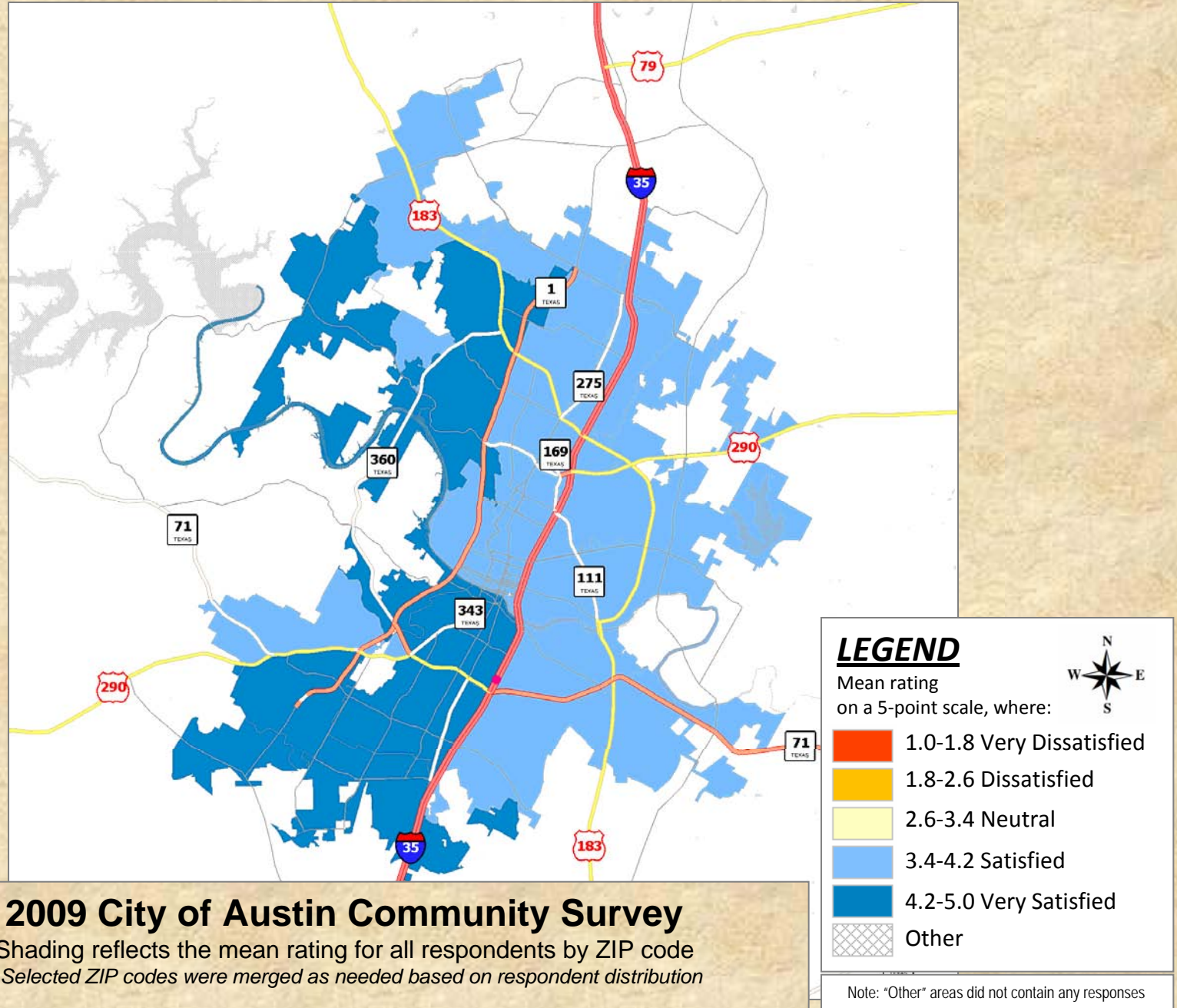


Note: "Other" areas did not contain any responses

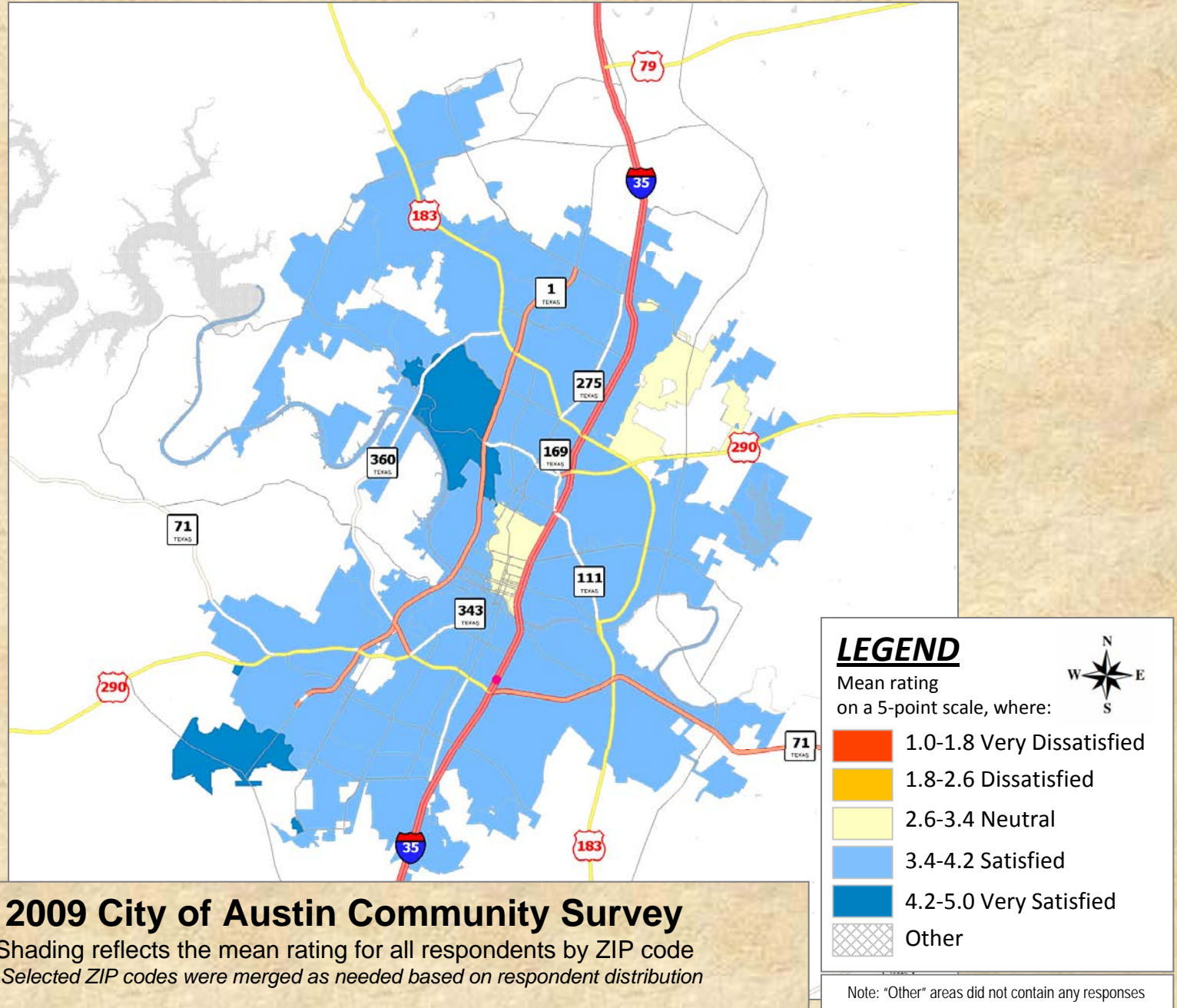
Q1b The City of Austin as a place to raise children



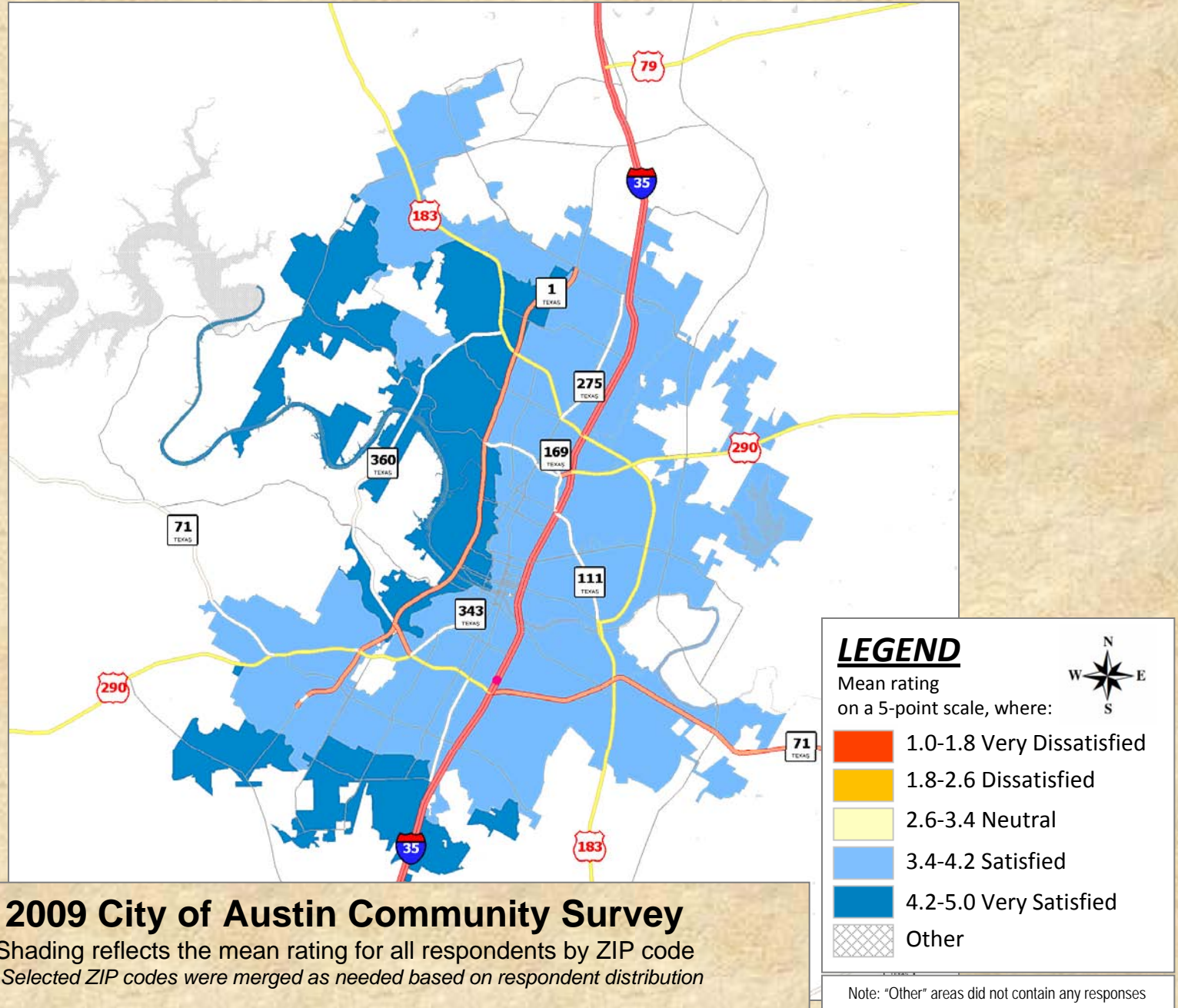
Q1c The City of Austin as a place to work



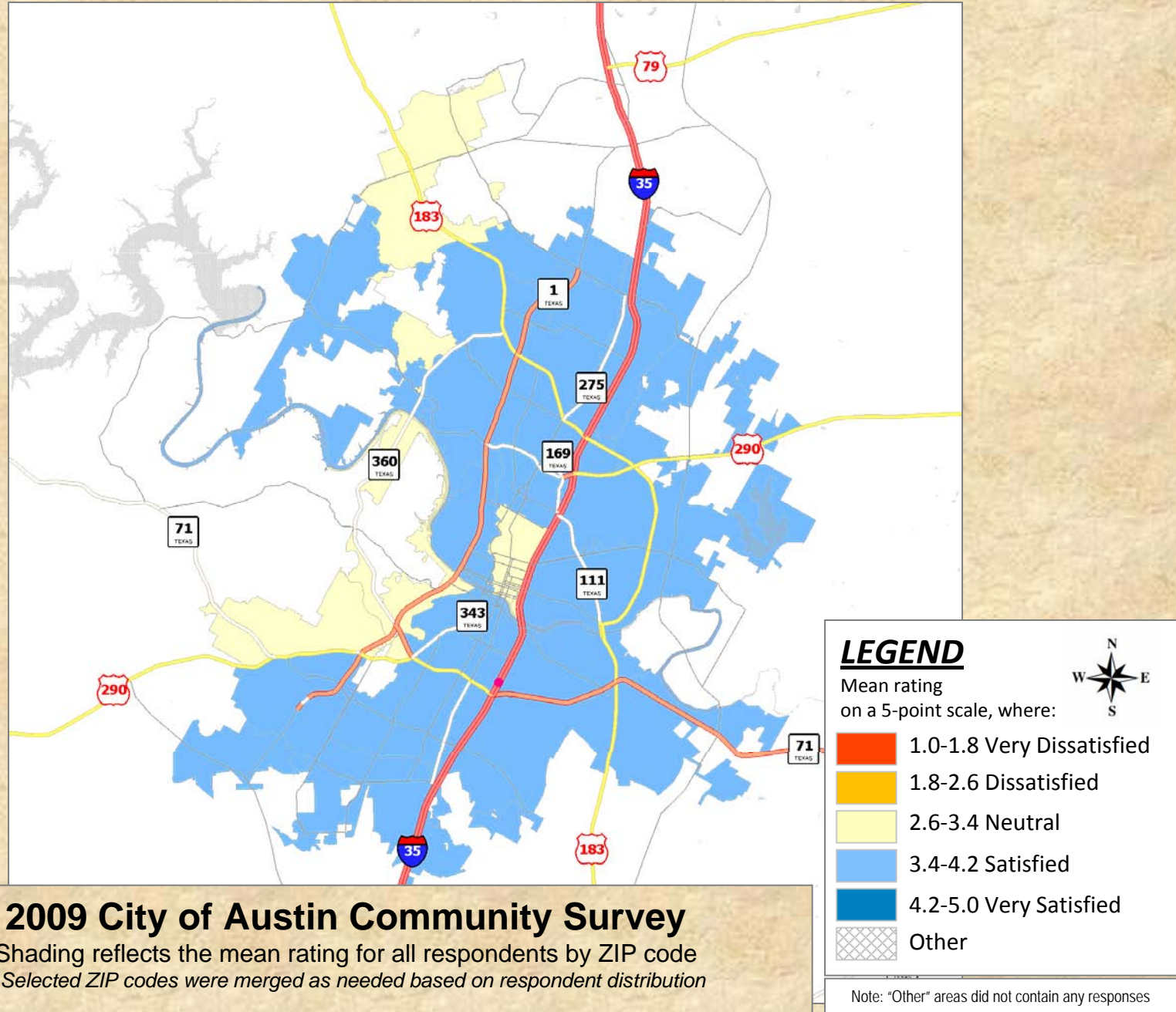
Q1d The City of Austin as a place to retire



Q1f Overall quality of life in the city



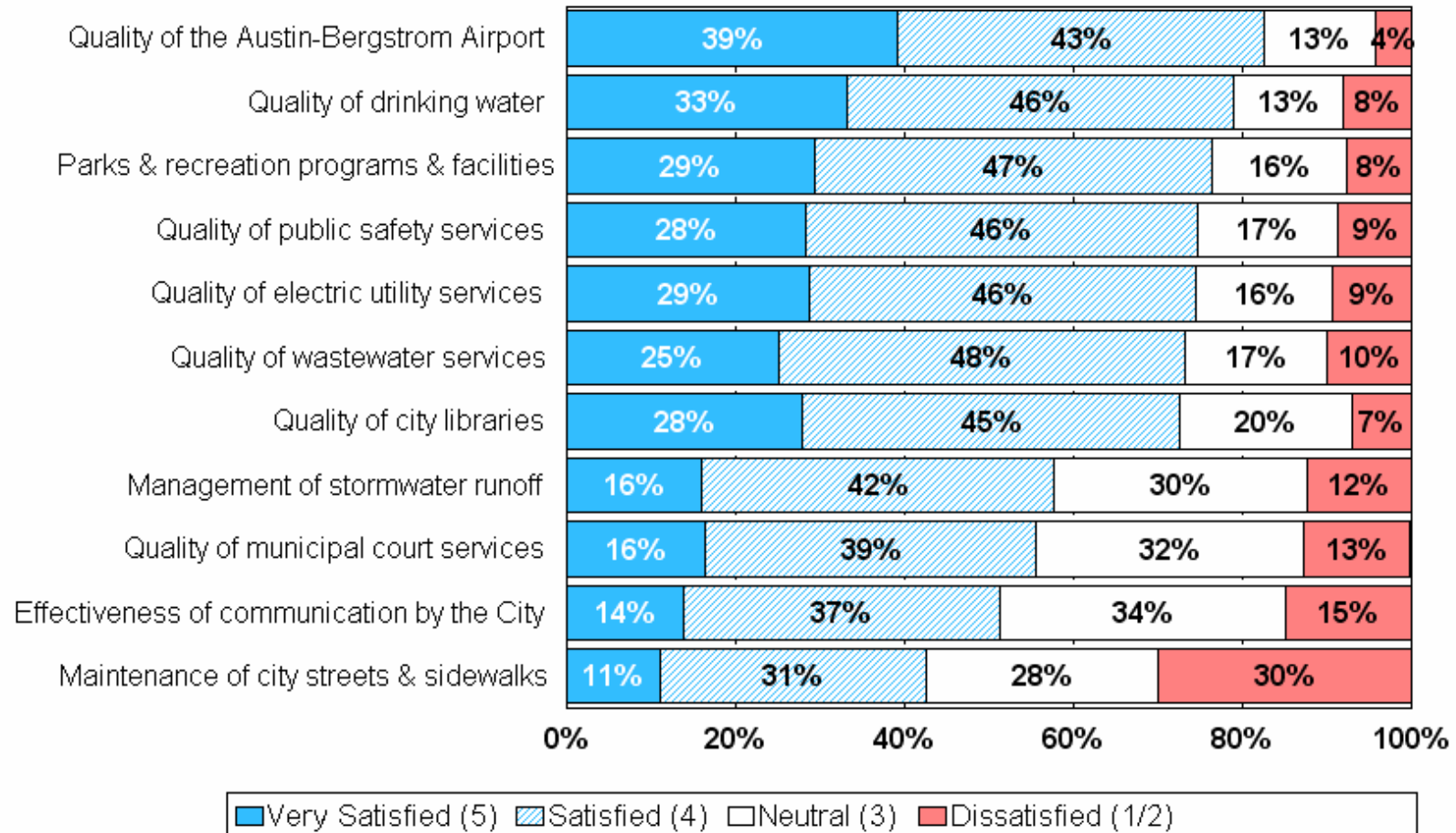
Q1h Overall quality of services provided by the City of Austin



Overall Satisfaction with City Services

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

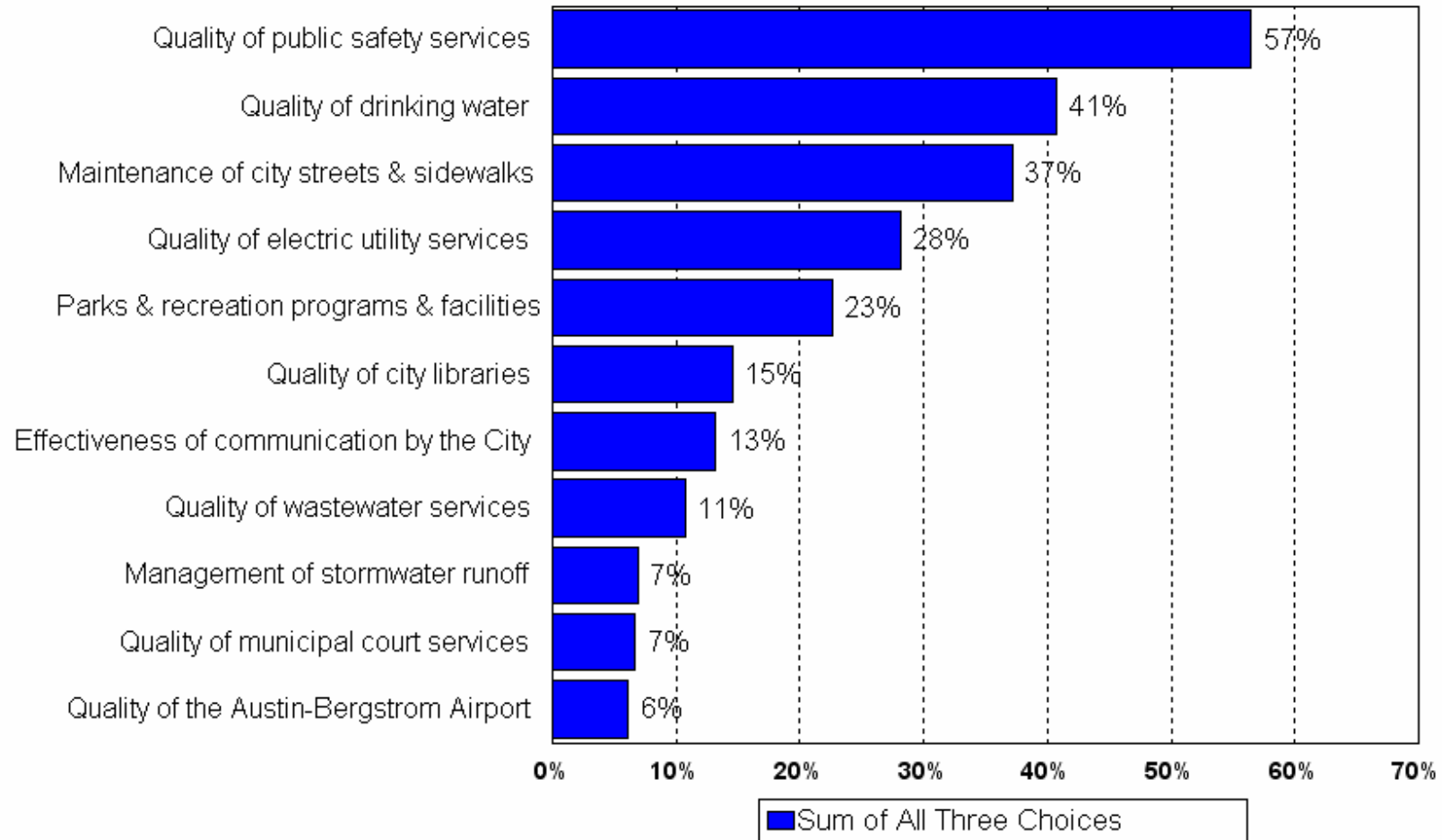
by percentage of respondents (excluding don't knows)



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

Q3. City 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



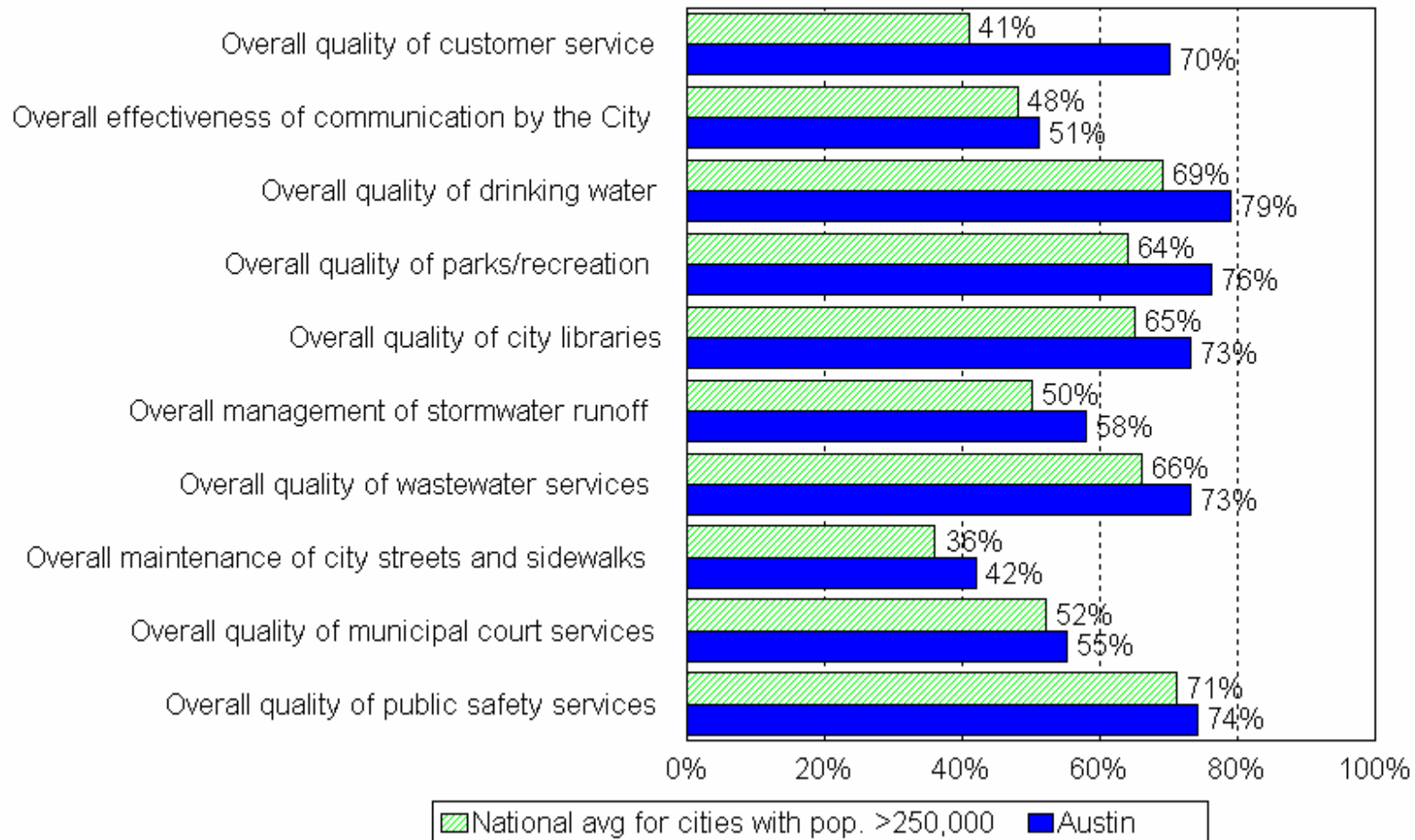
Source: ETC Institute DirectionFinder (2009 - Austin, TX)

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

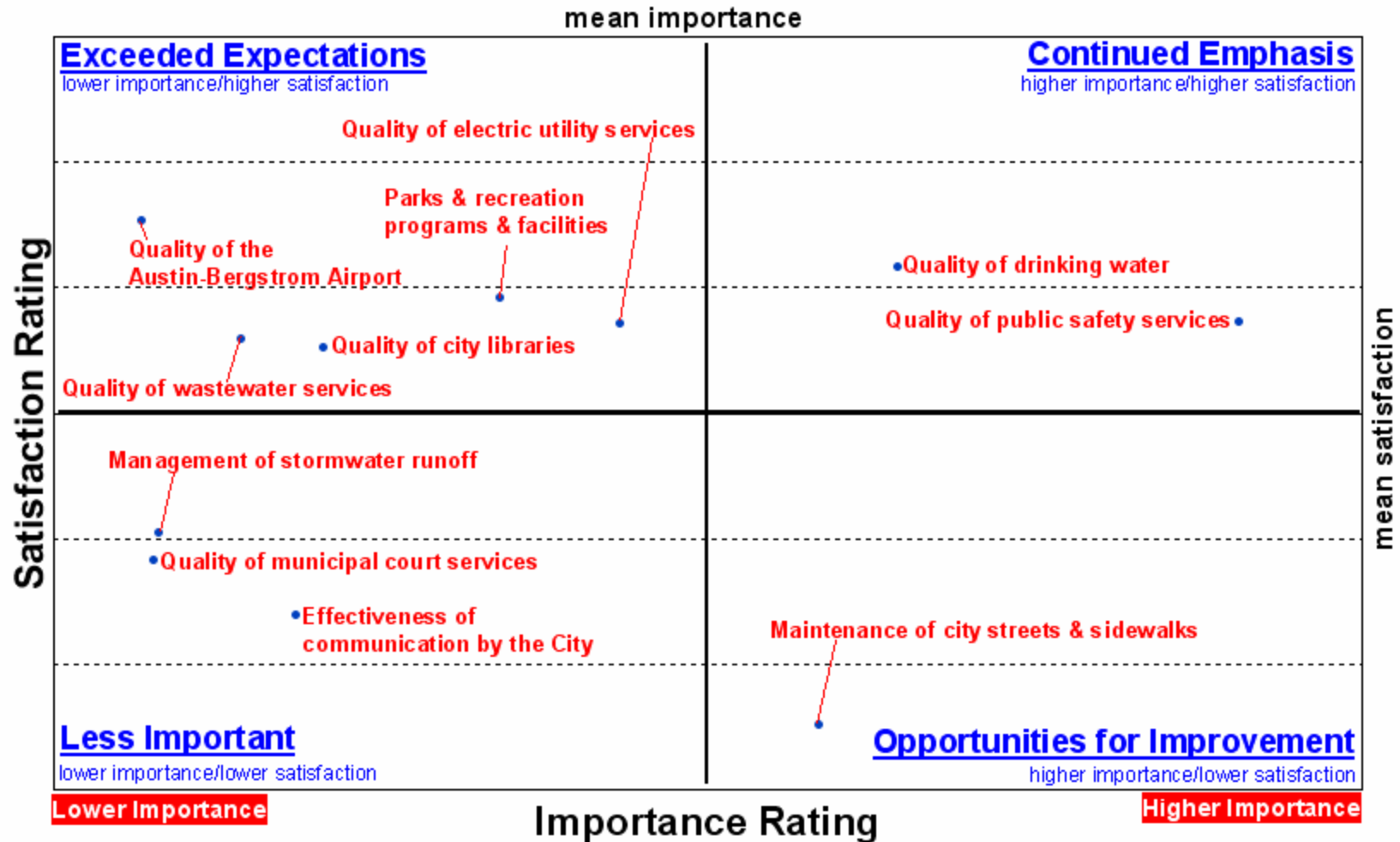


Source: ETC Institute DirectionFinder (2009) Final Results

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)

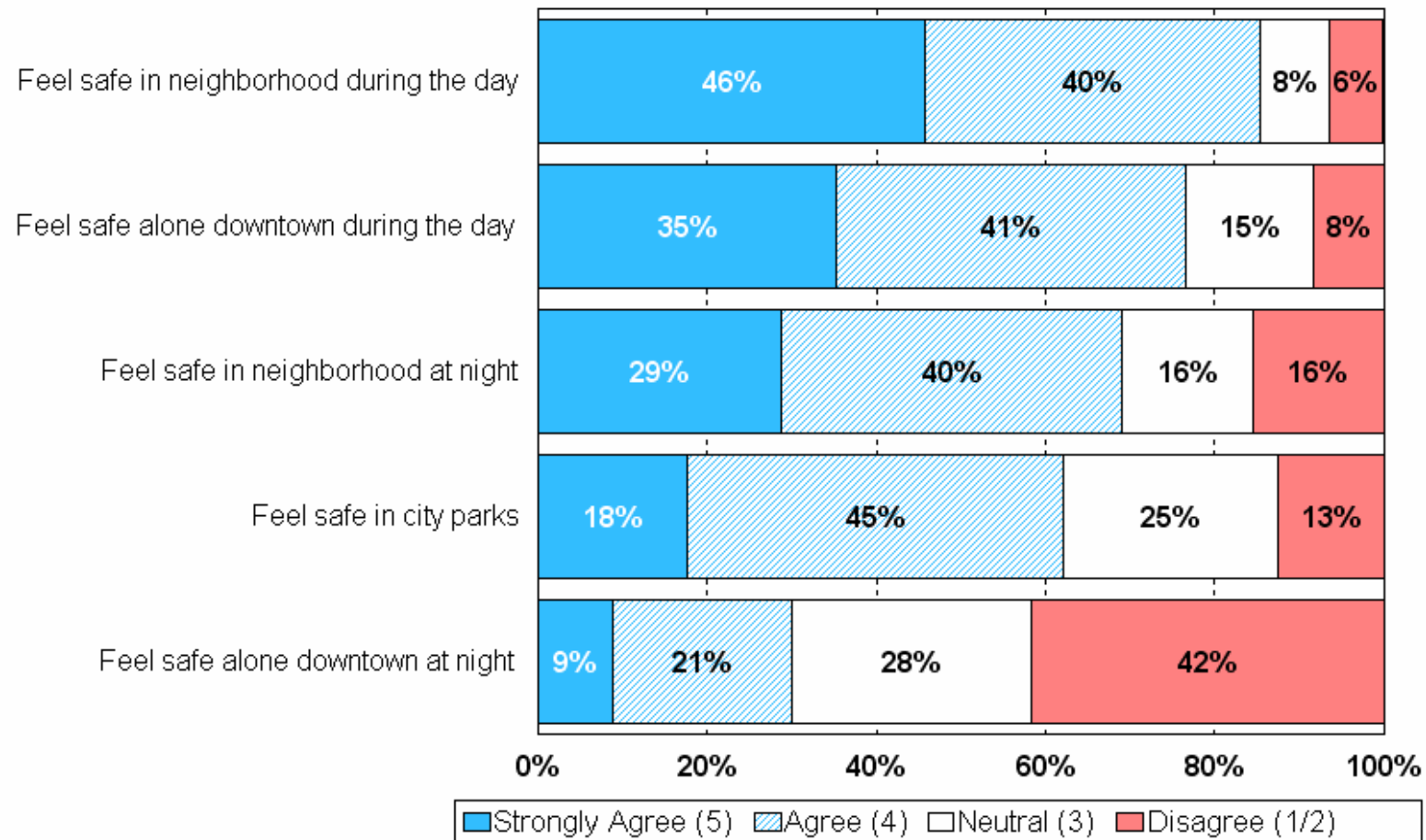


Source: ETC Institute (2009)

Feeling of Safety in Austin

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

by percentage of respondents (excluding don't knows)



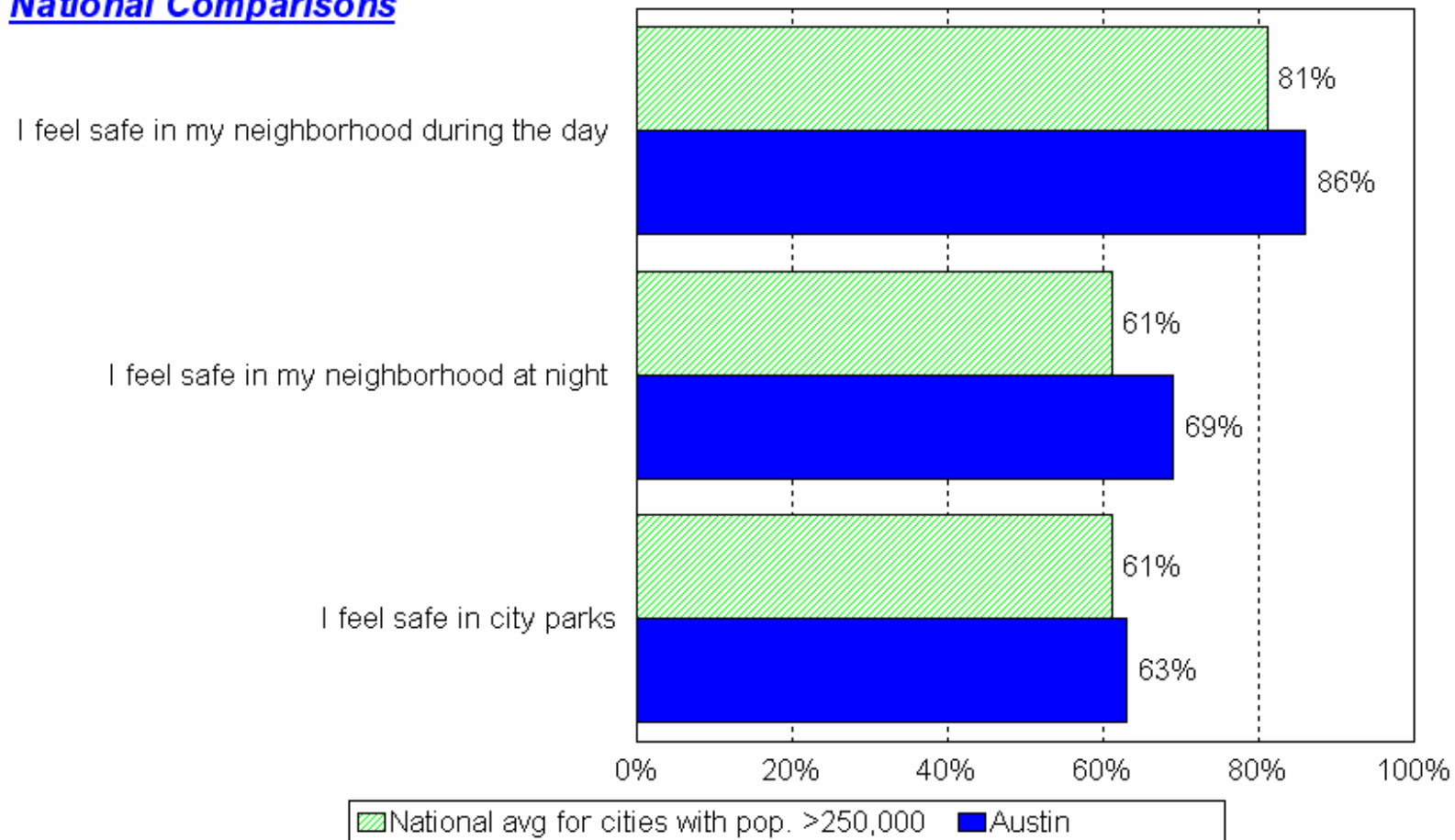
Source: ETC Institute DirectionFinder (2009 - Austin, TX)

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

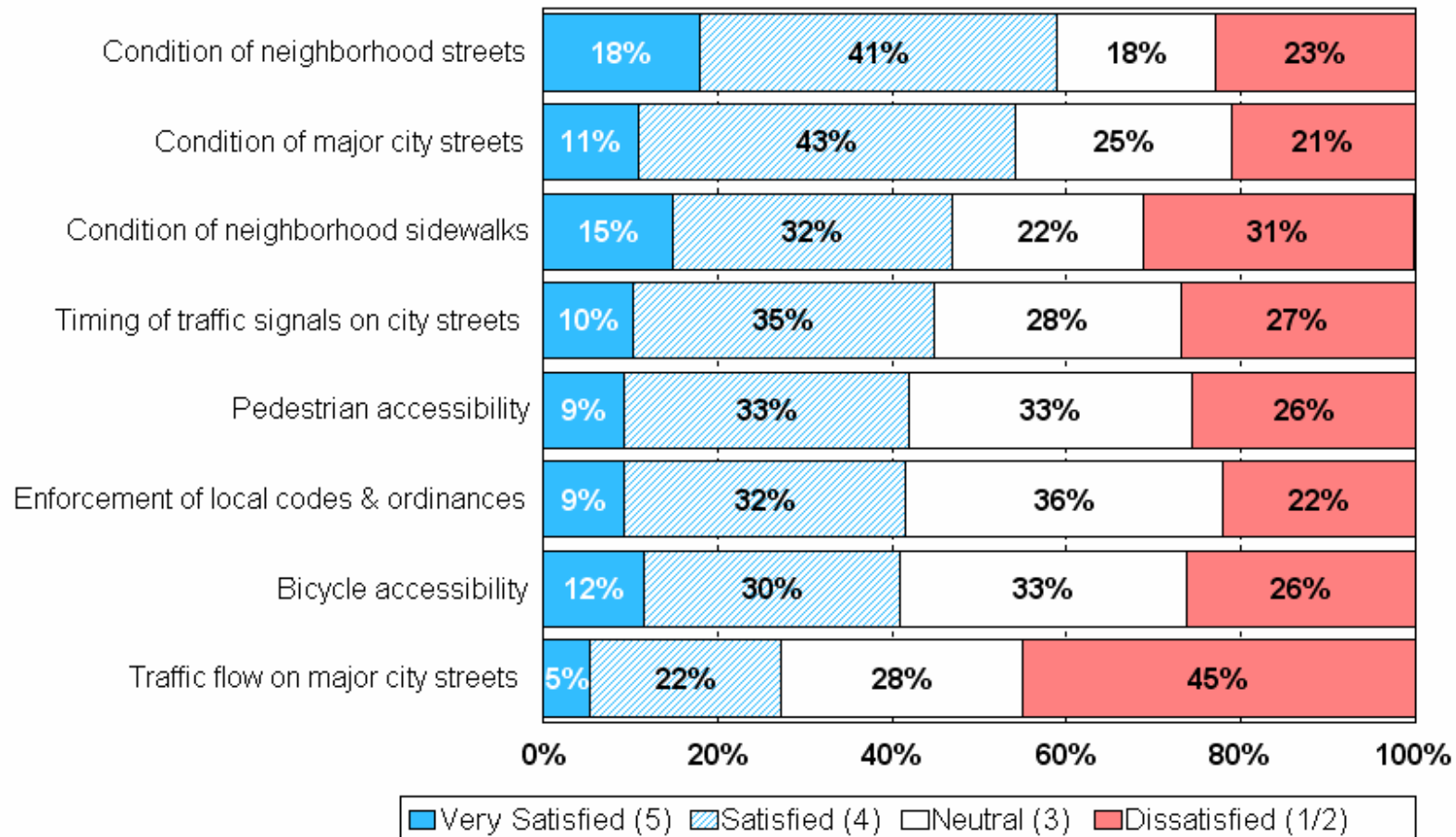


Source: ETC Institute DirectionFinder (2009) Final Results

Maintenance and Appearance

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

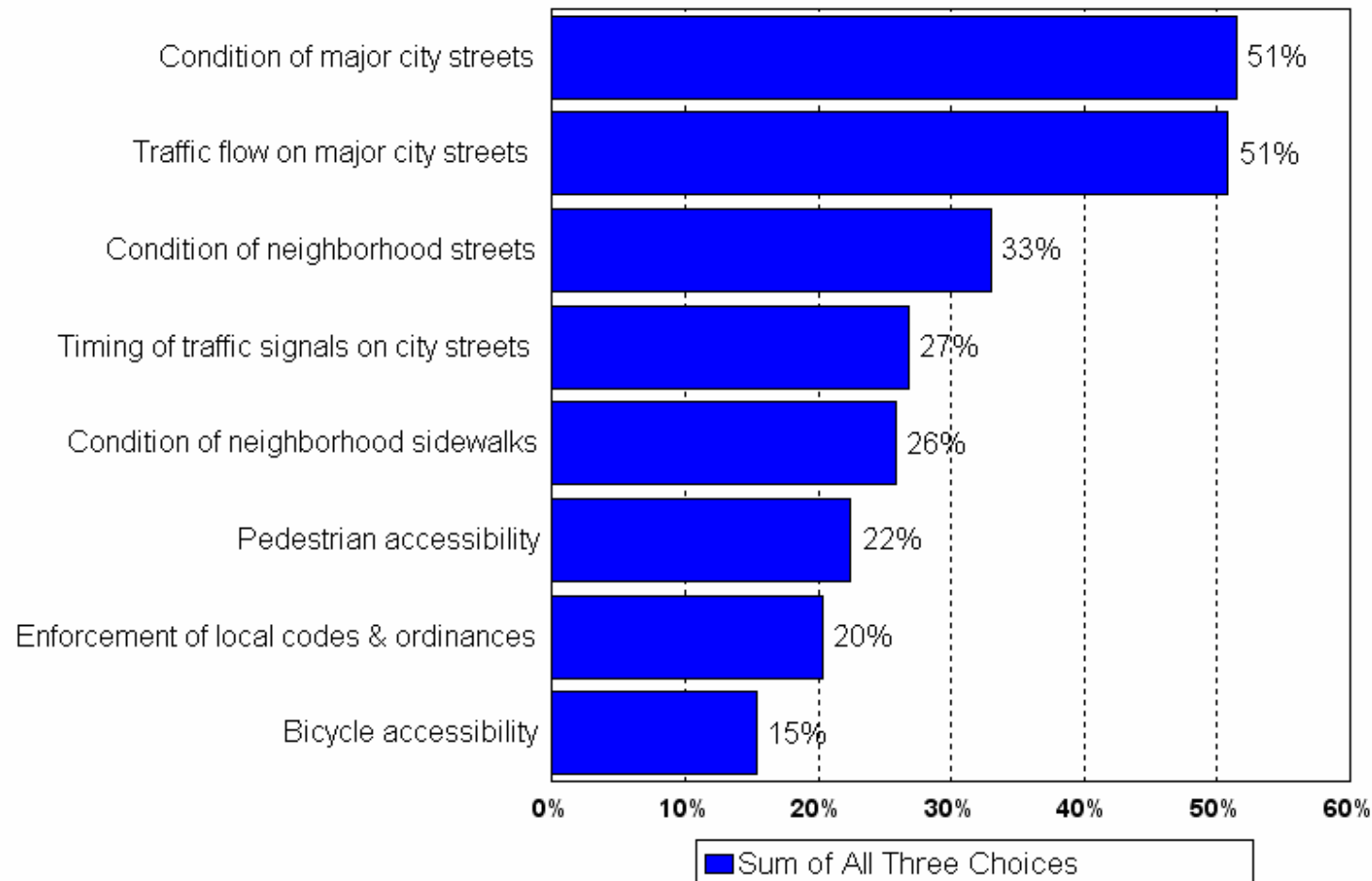
by percentage of respondents (excluding don't knows)



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

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



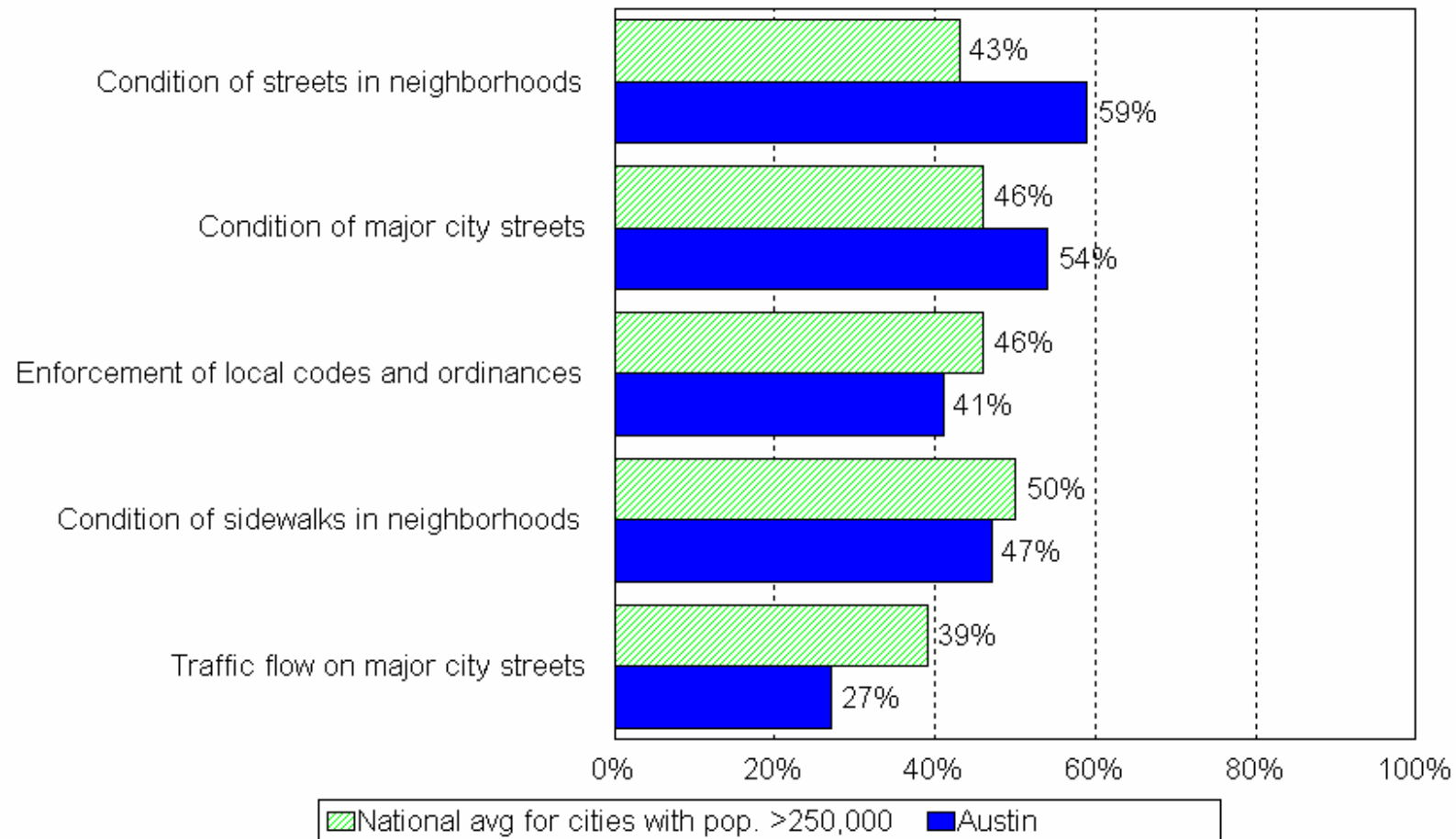
Source: ETC Institute DirectionFinder (2009 - Austin, TX)

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



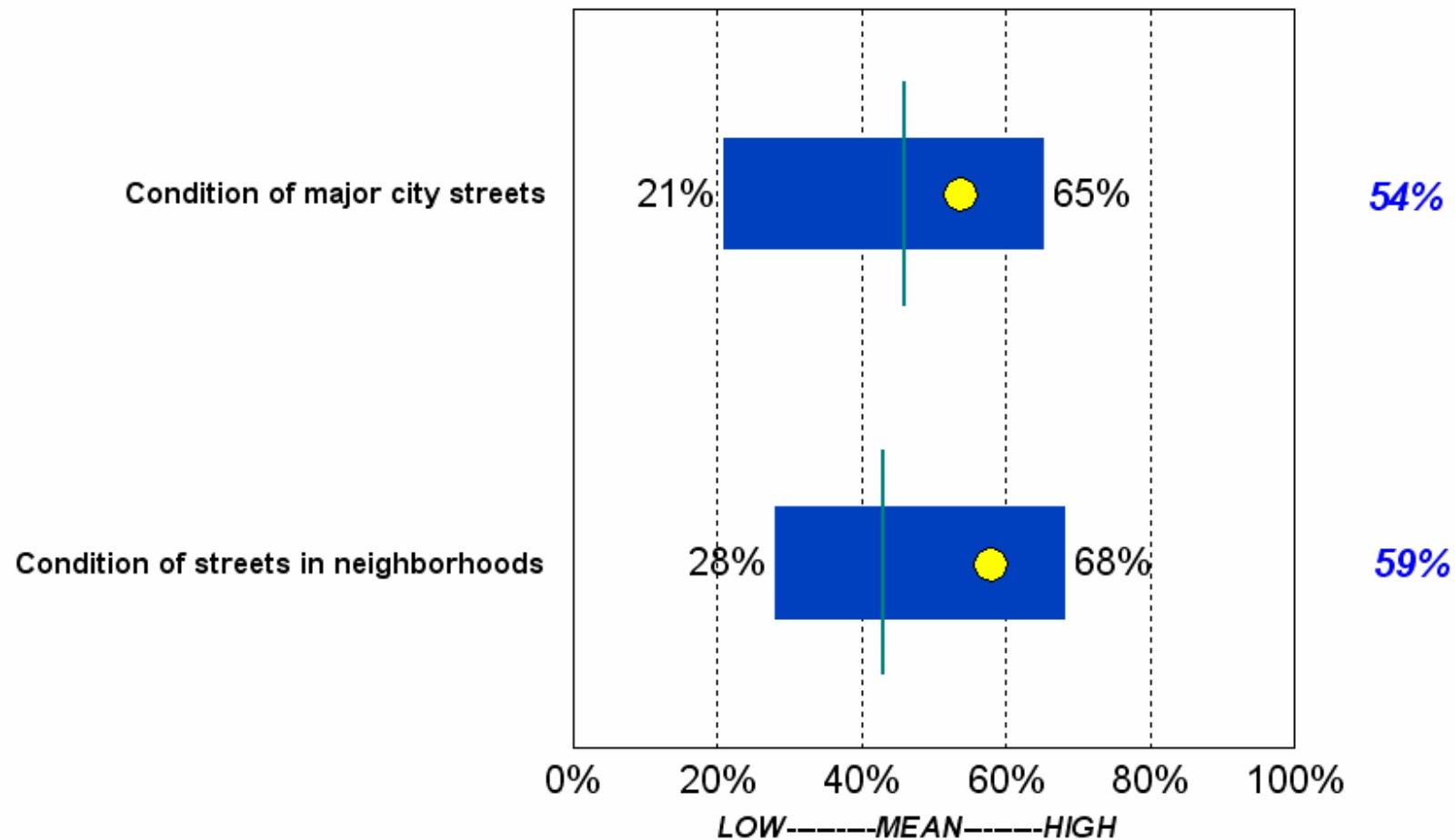
Source: ETC Institute DirectionFinder (2009) Final Results

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)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● **Austin, TX**

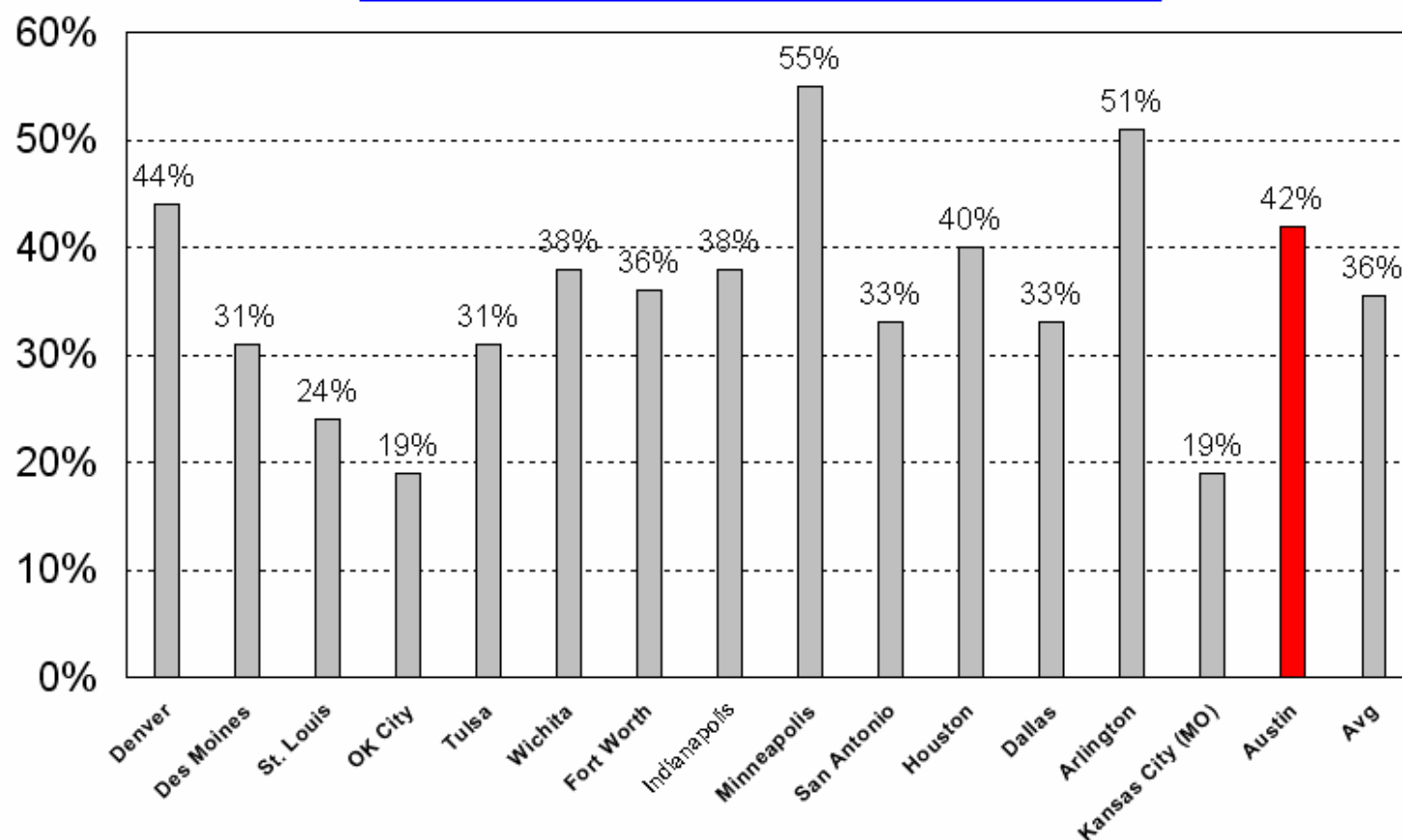


Source: ETC Institute DirectionFinder (2009) Final Results

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

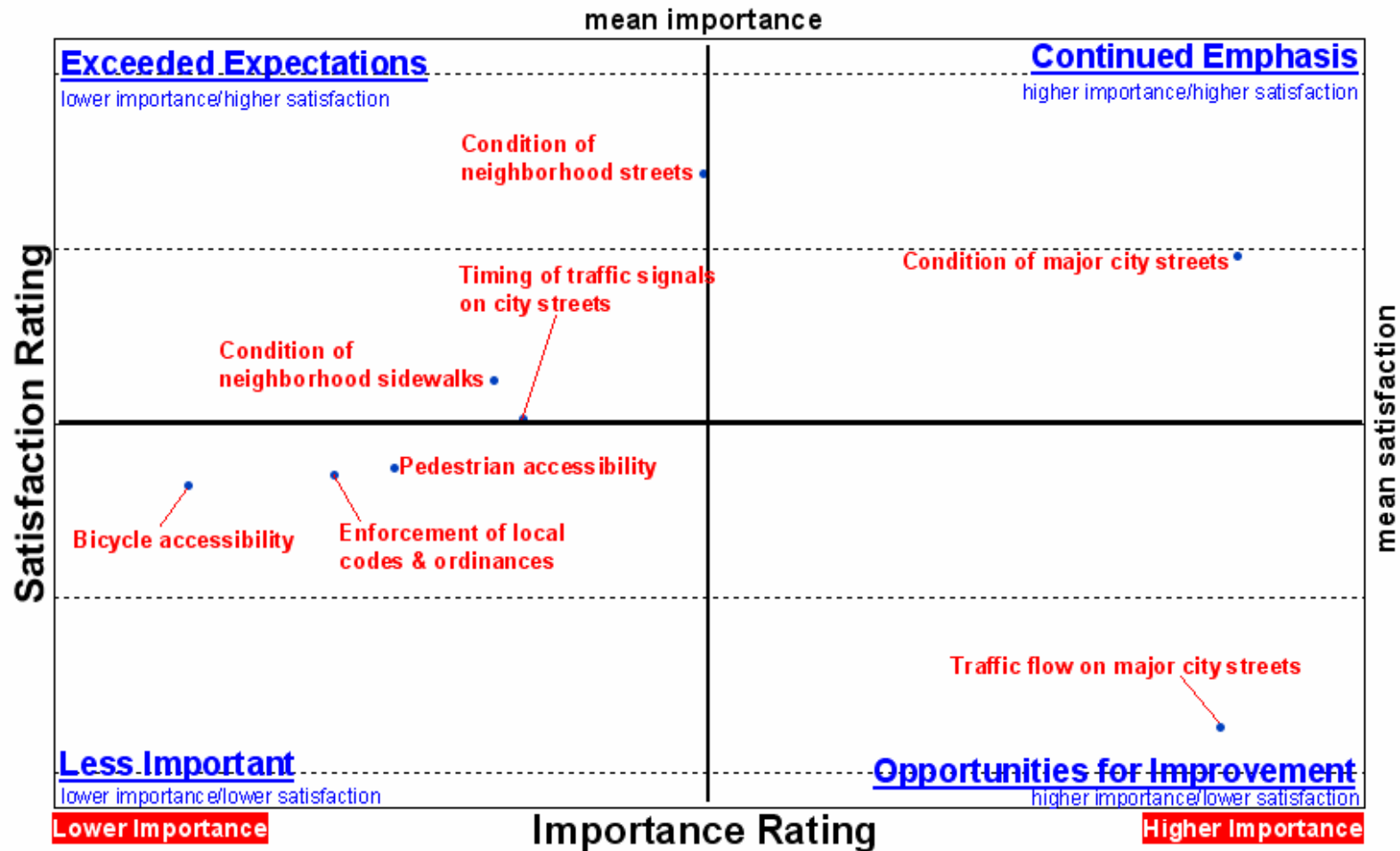


Source: ETC Institute DirectionFinder (2009) Final Results

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)

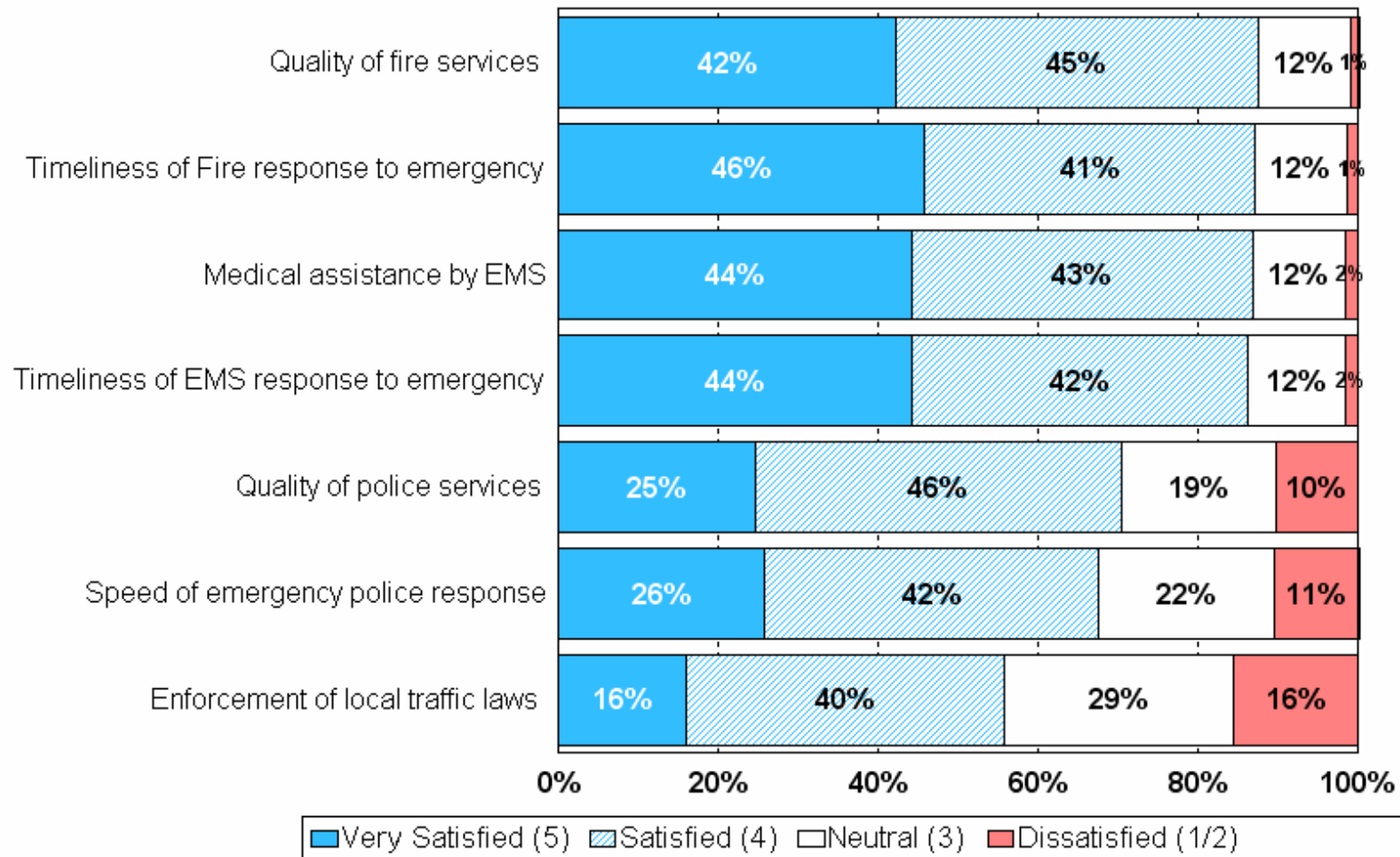


Source: ETC Institute (2009)

Satisfaction with Public Safety Services

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

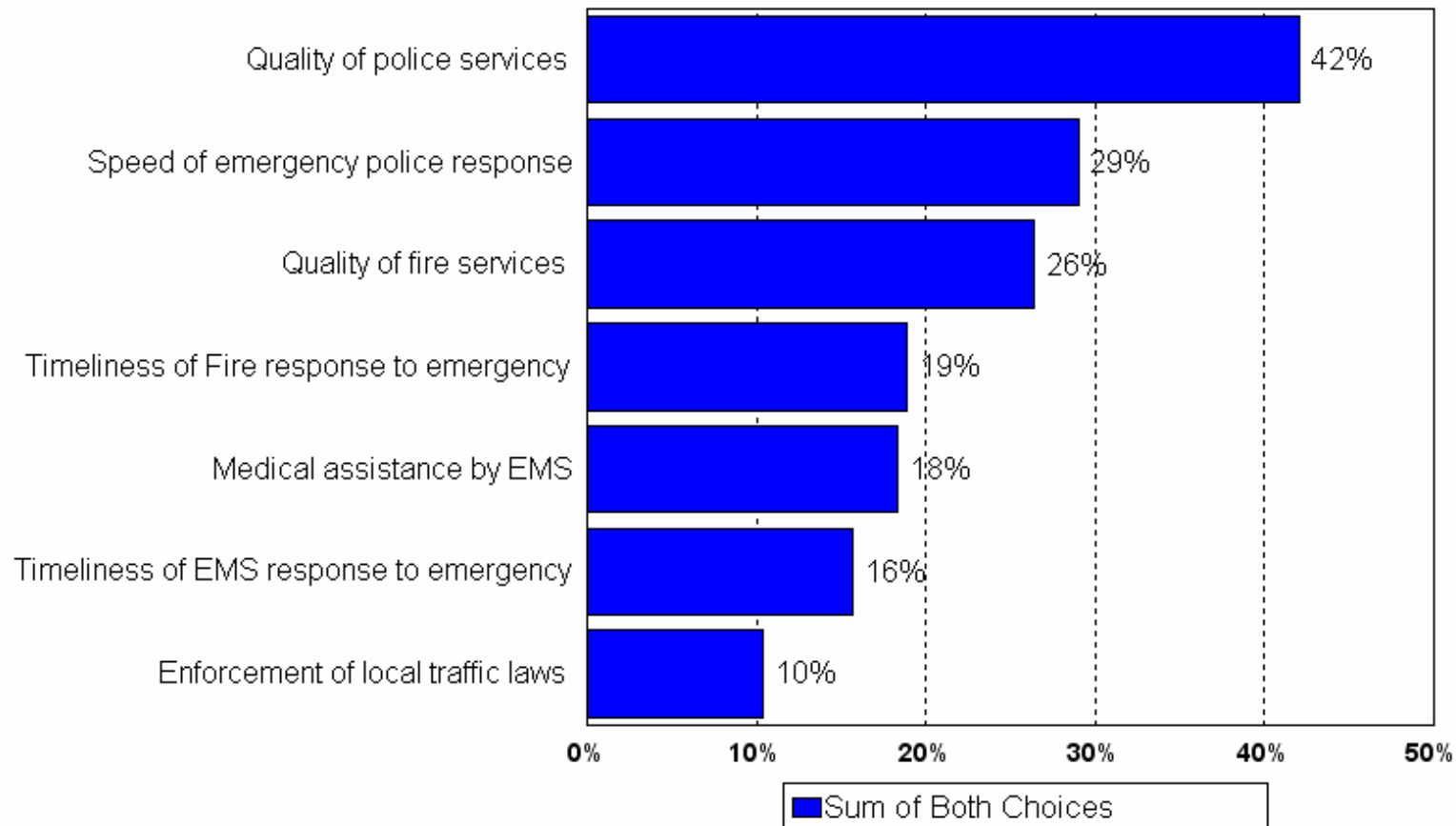
by percentage of respondents (excluding don't knows)



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

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



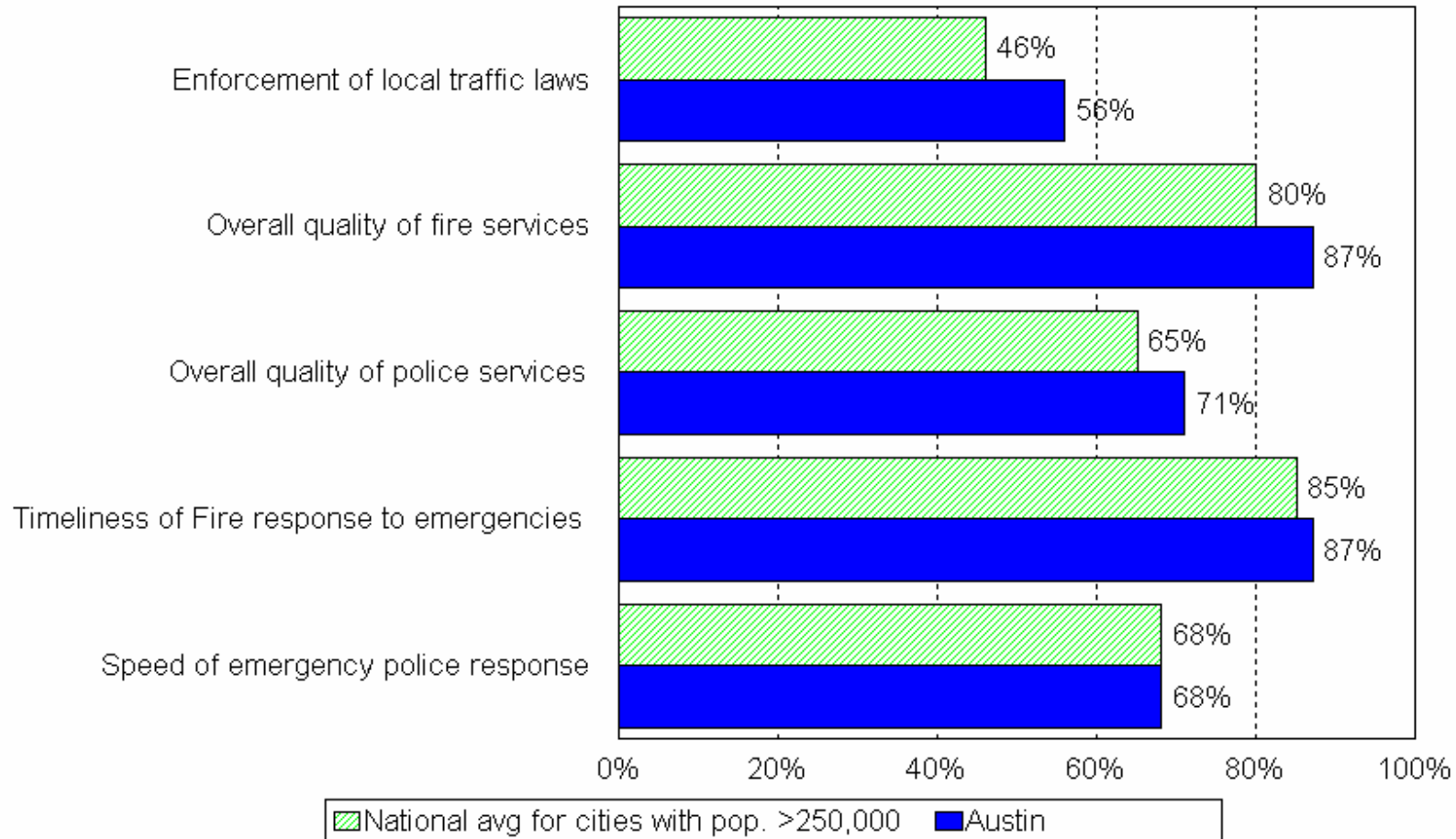
Source: ETC Institute DirectionFinder (2009 - Austin, TX)

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



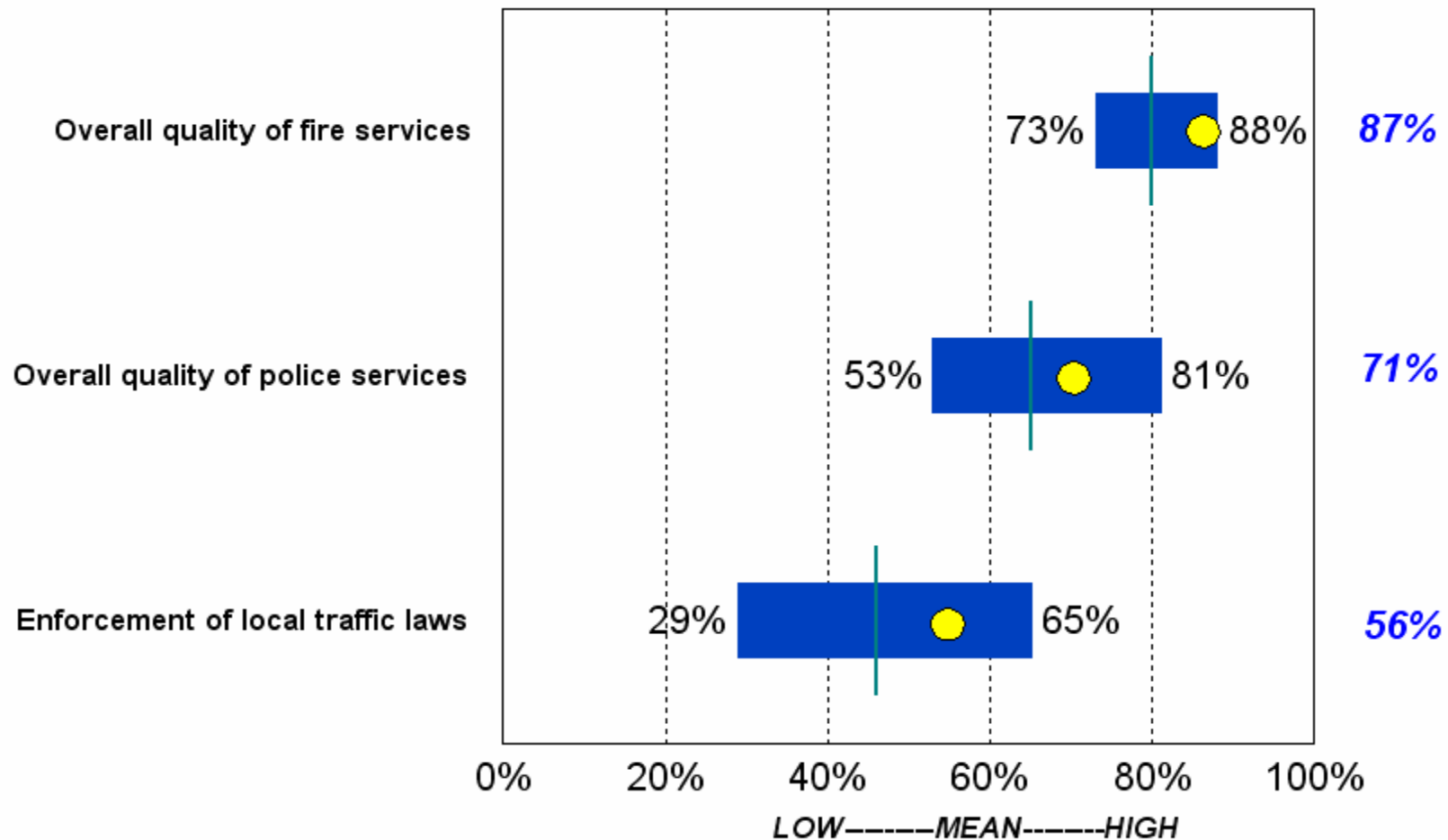
Source: ETC Institute DirectionFinder (2009) Final Results

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)

Direction Finder Benchmarks - Cities w/population > 250,000 only

Austin, TX

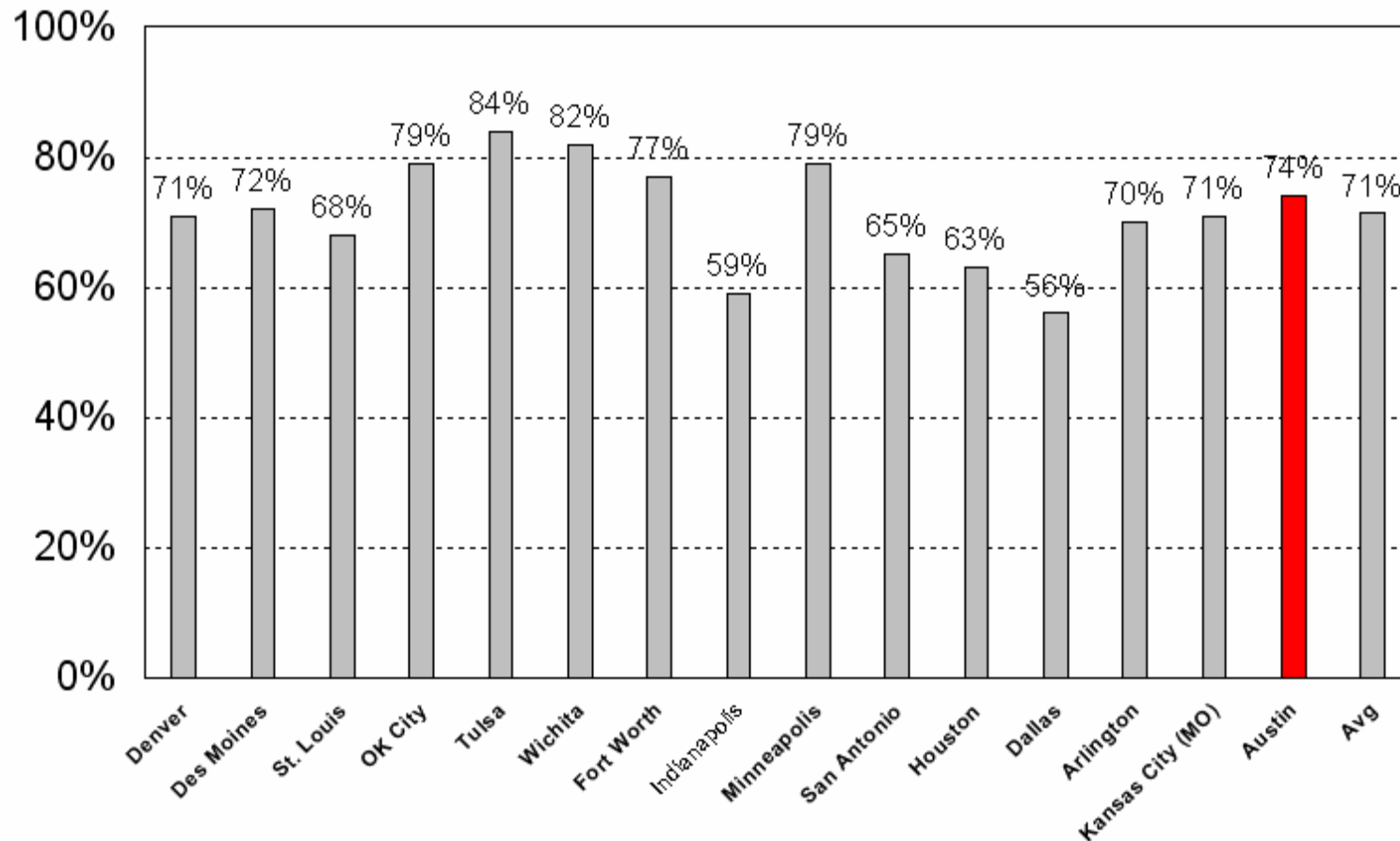


Source: ETC Institute DirectionFinder (2009) Final Results

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

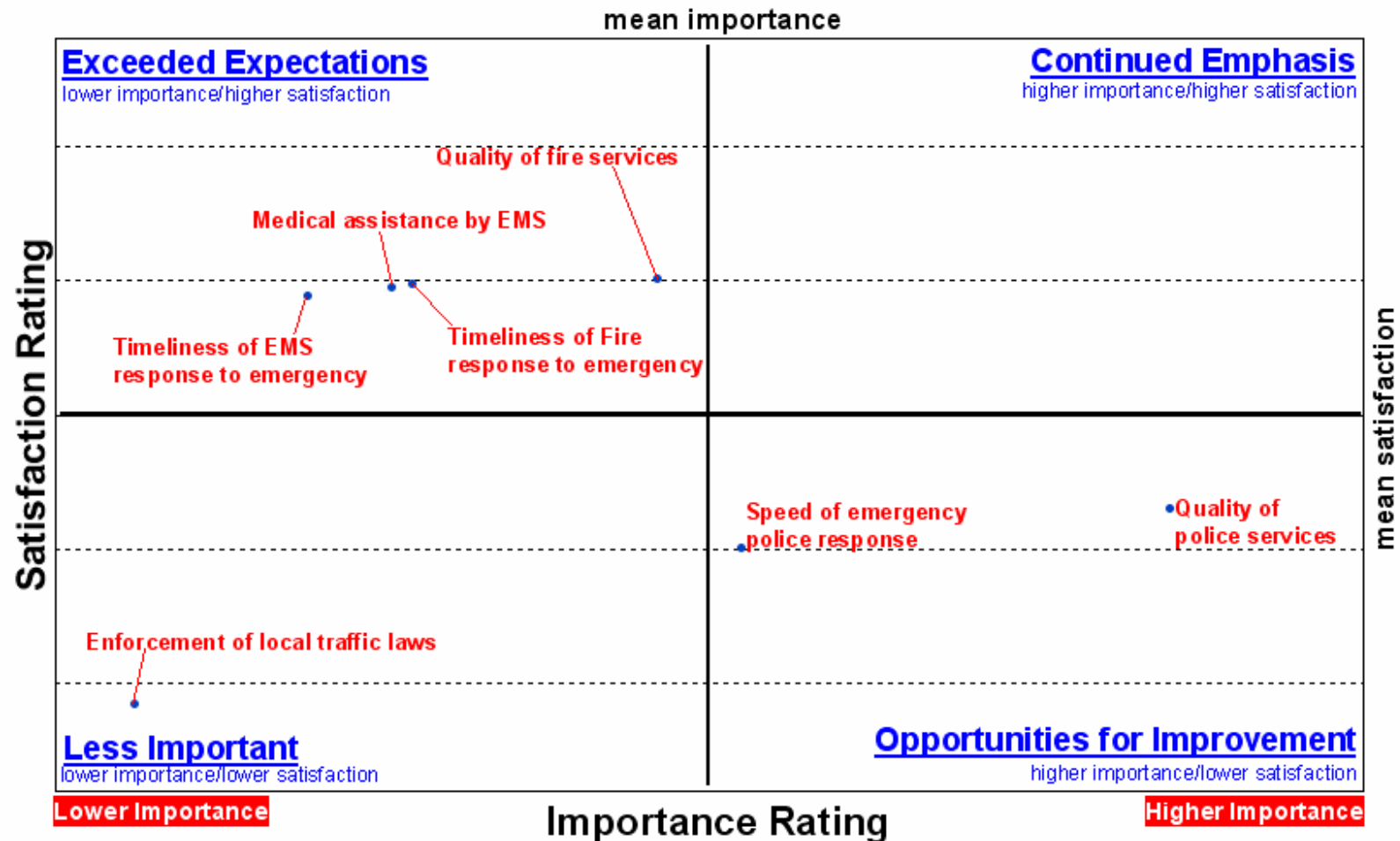


Source: ETC Institute DirectionFinder (2009) Final Results

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)

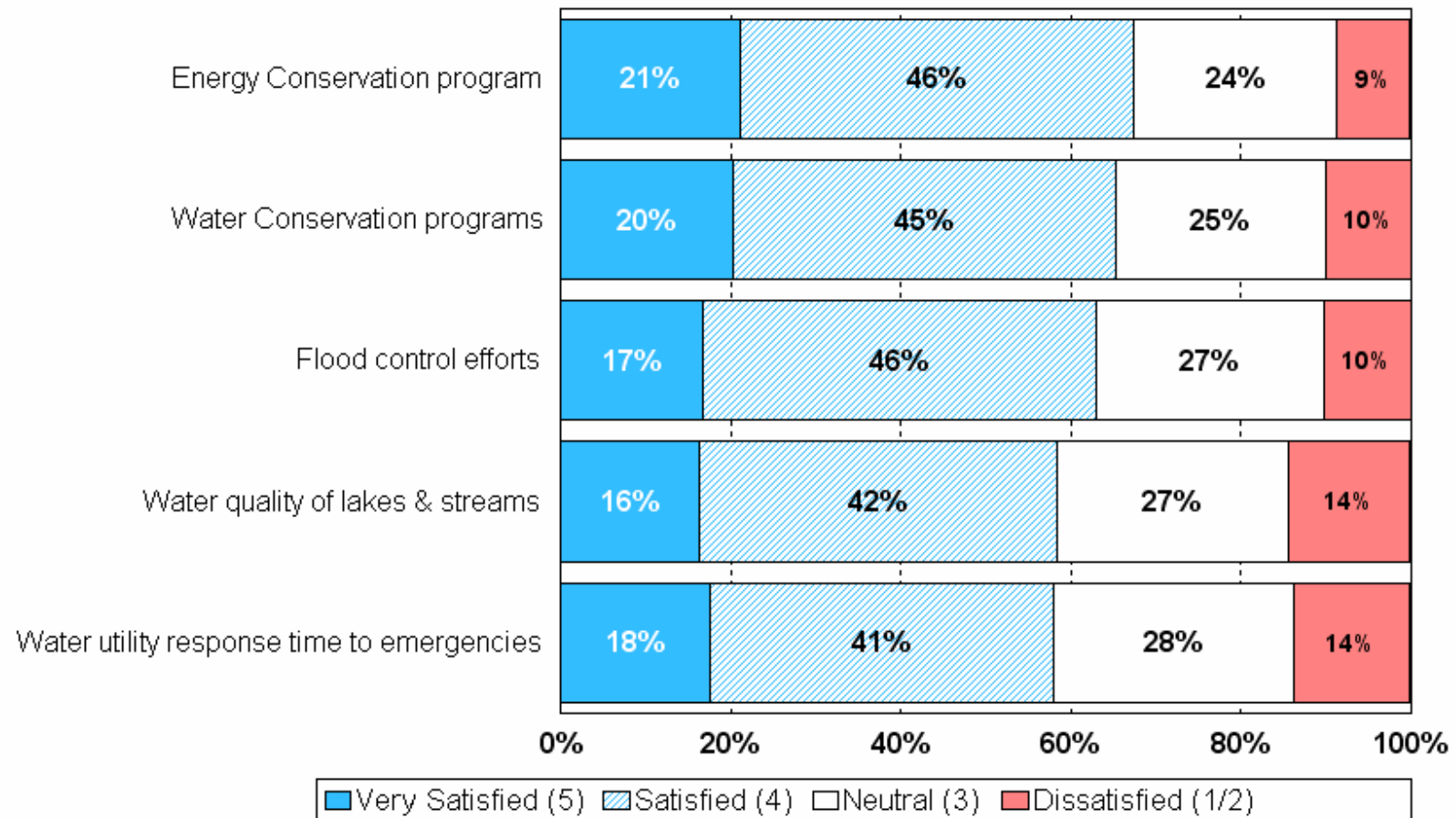


Source: ETC Institute (2009)

Satisfaction With Environmental Services

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

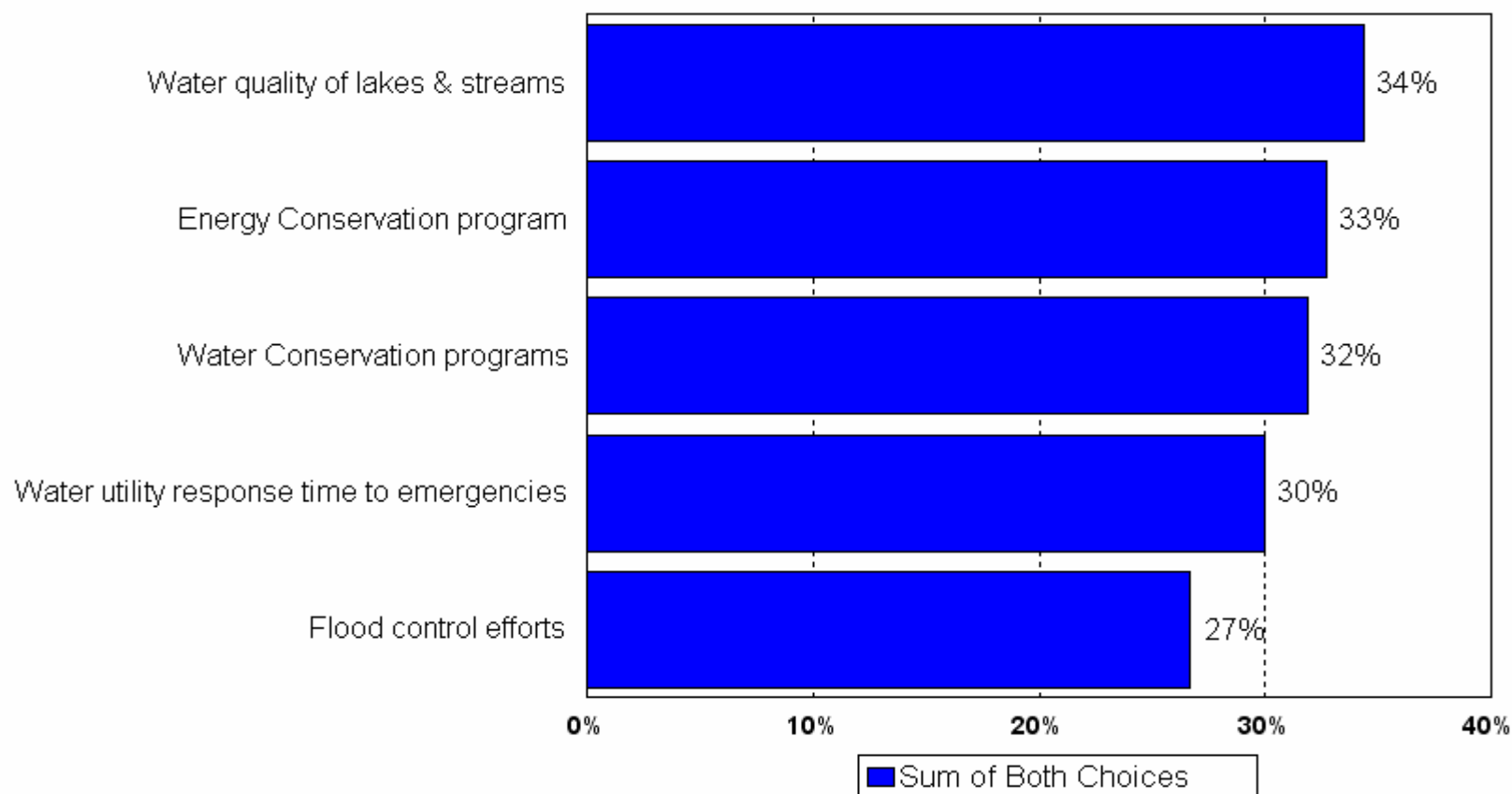
by percentage of respondents (excluding don't knows)



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

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

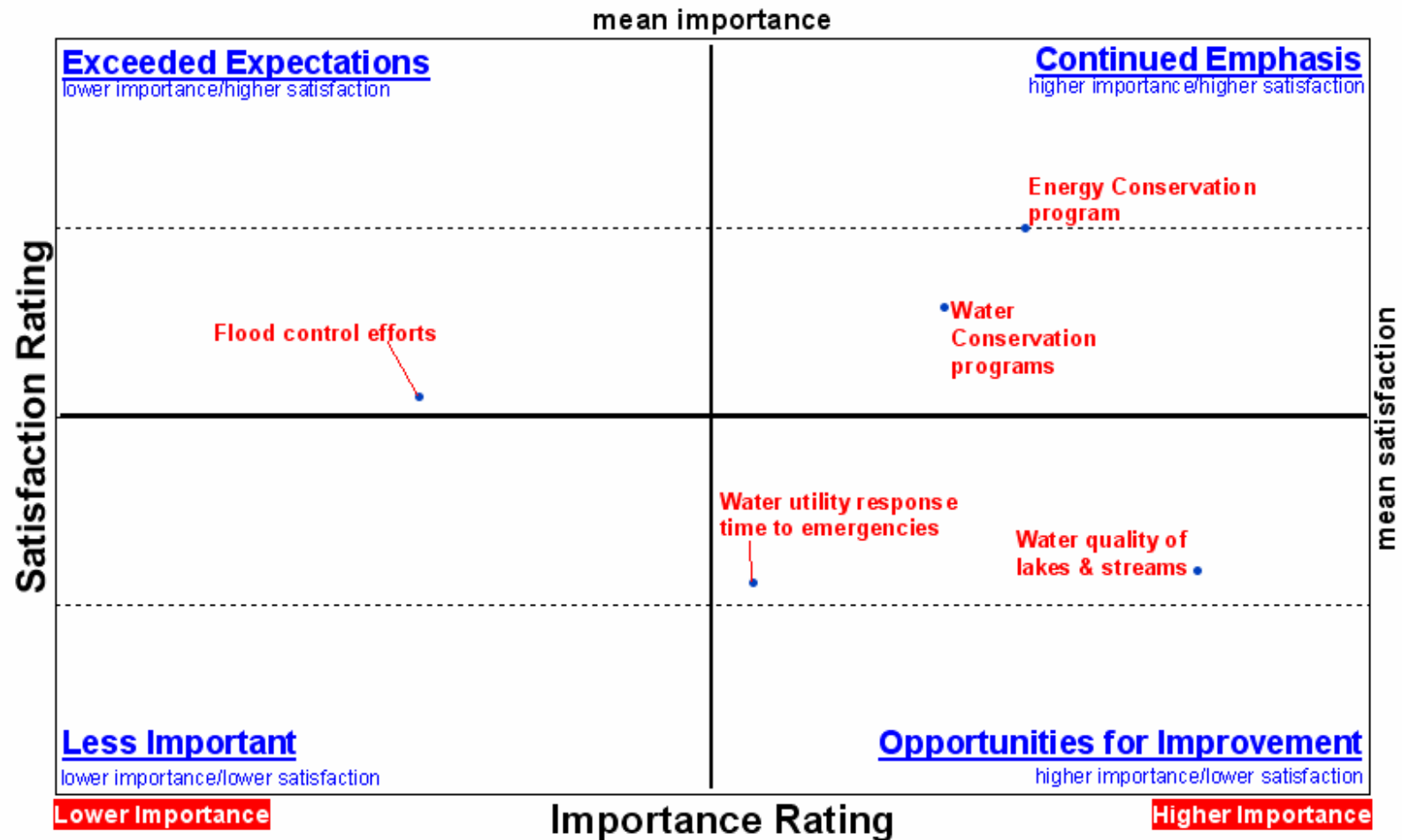


Source: ETC Institute DirectionFinder (2009 - Austin, TX)

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)

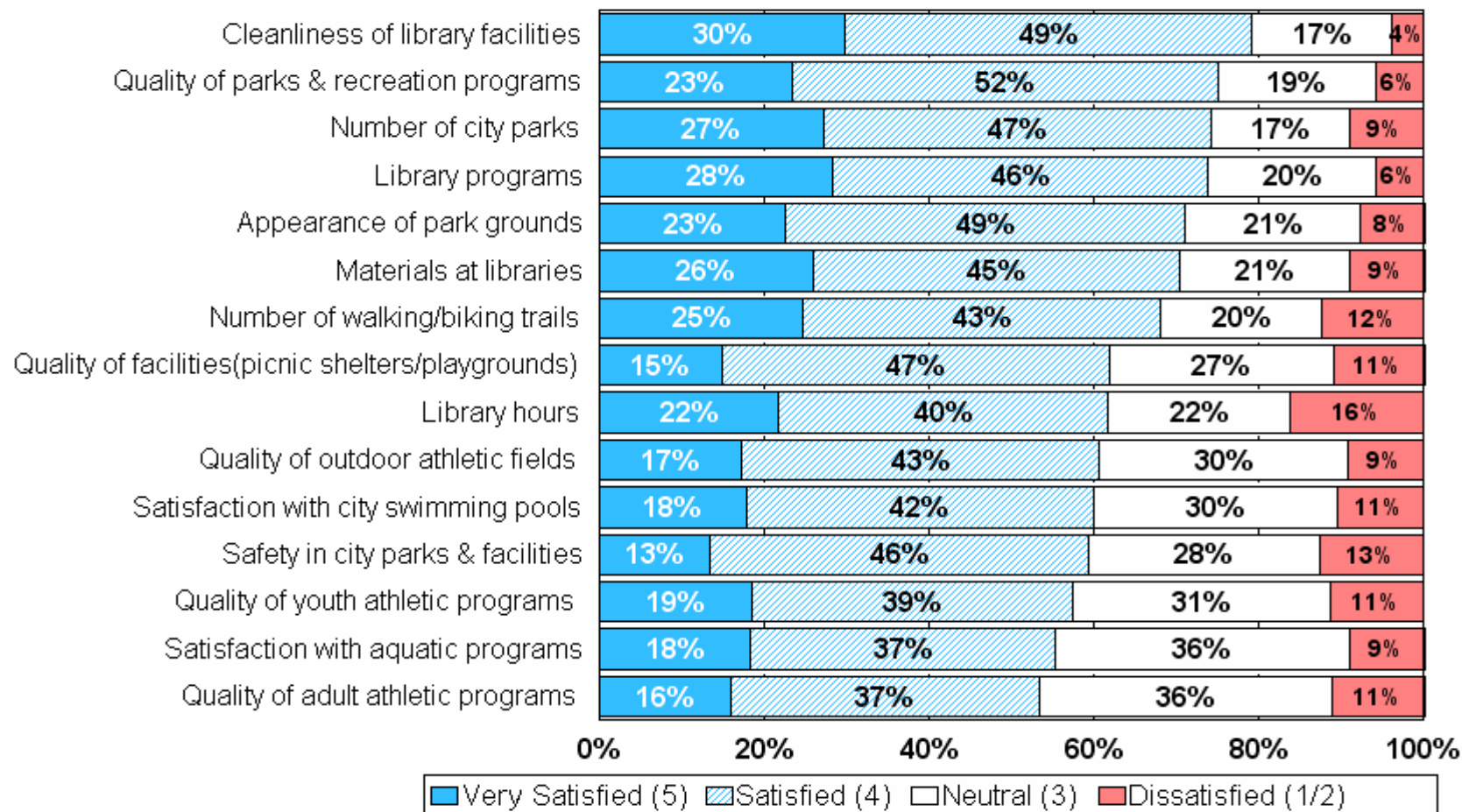


Source: ETC Institute (2009)

Overall Satisfaction with Parks and Recreation

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

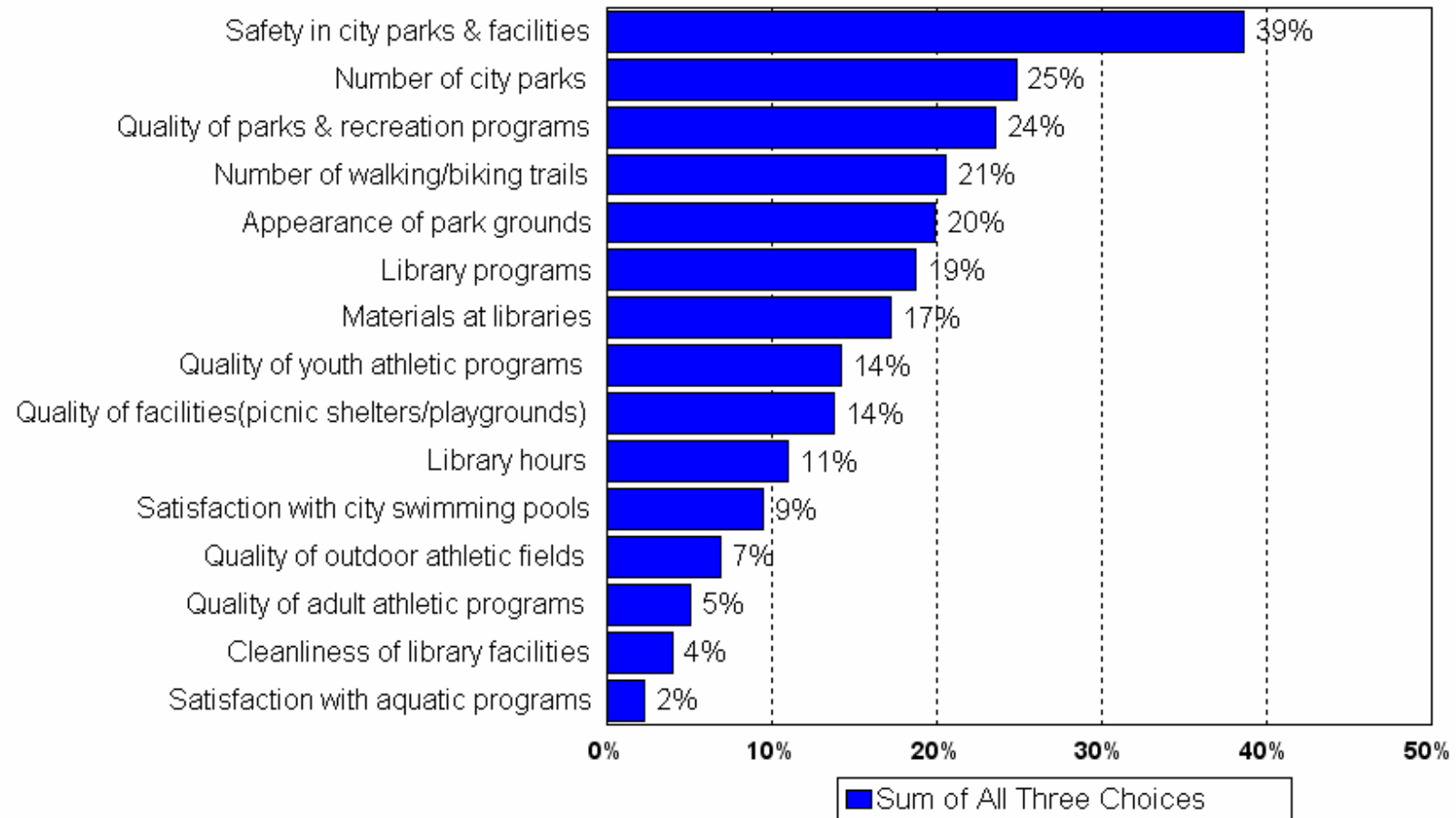
by percentage of respondents (excluding don't knows)



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

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



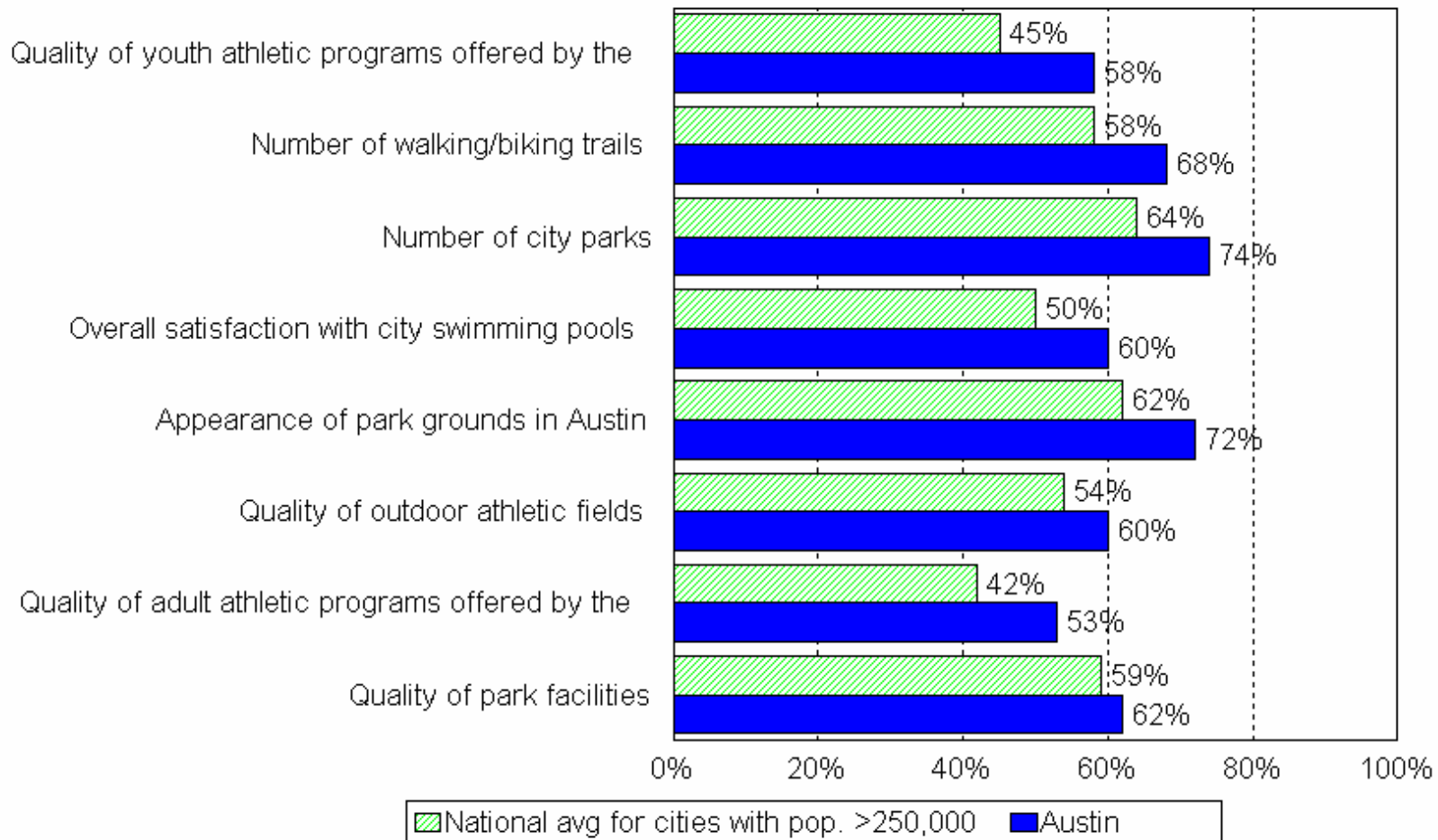
Source: ETC Institute DirectionFinder (2009 - Austin, TX)

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



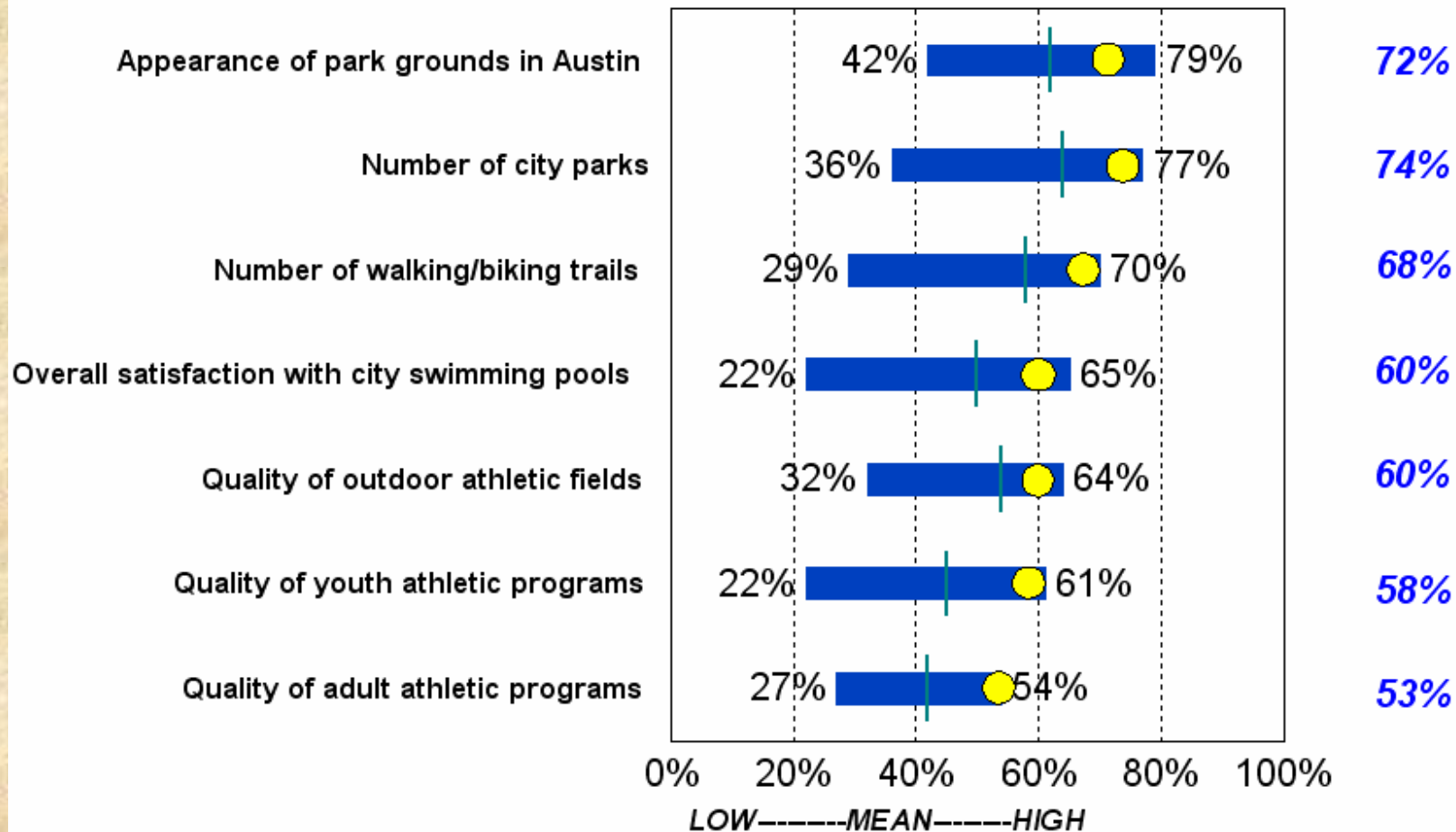
Source: ETC Institute DirectionFinder (2009) Final Results

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)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● Austin, TX

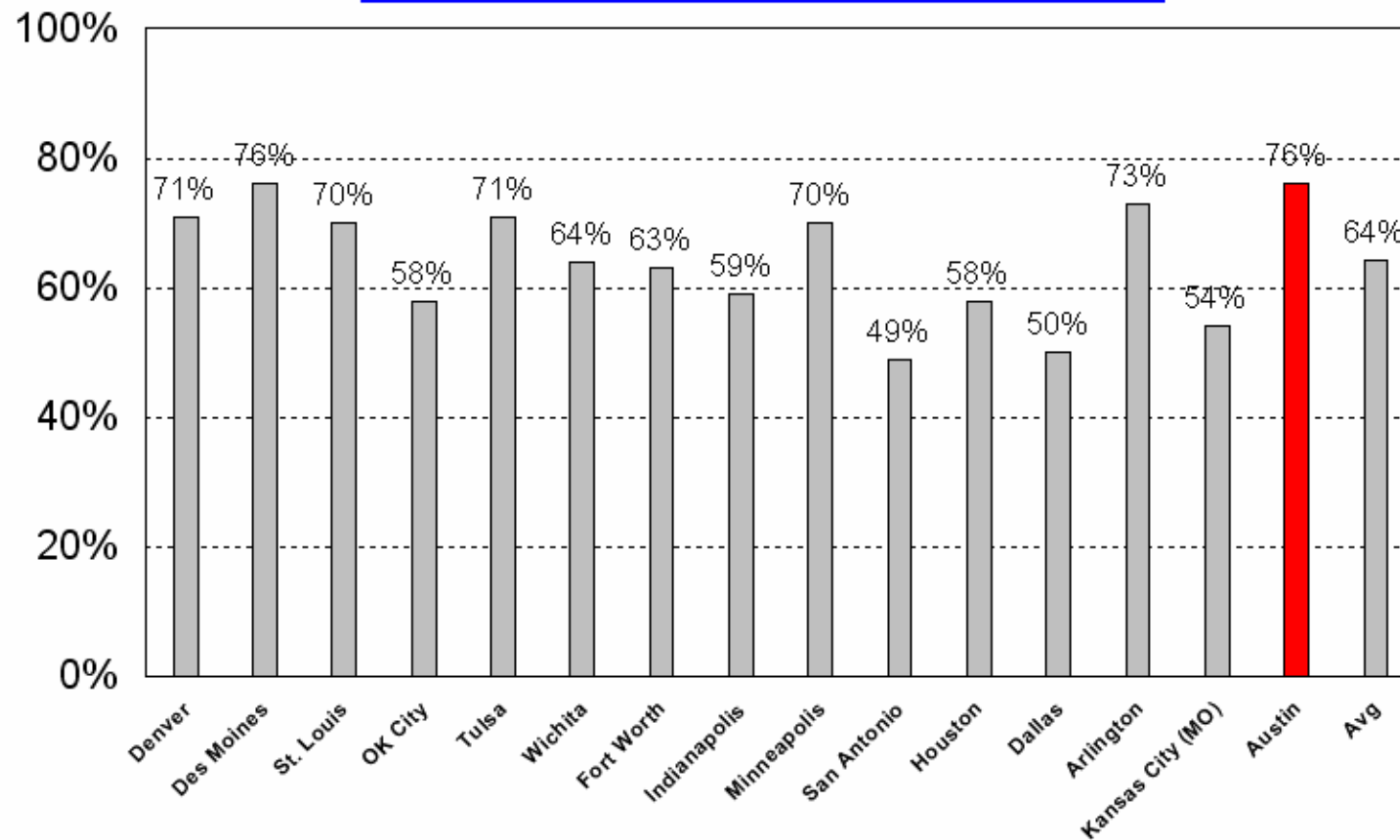


Source: ETC Institute DirectionFinder (2009) Final Results

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

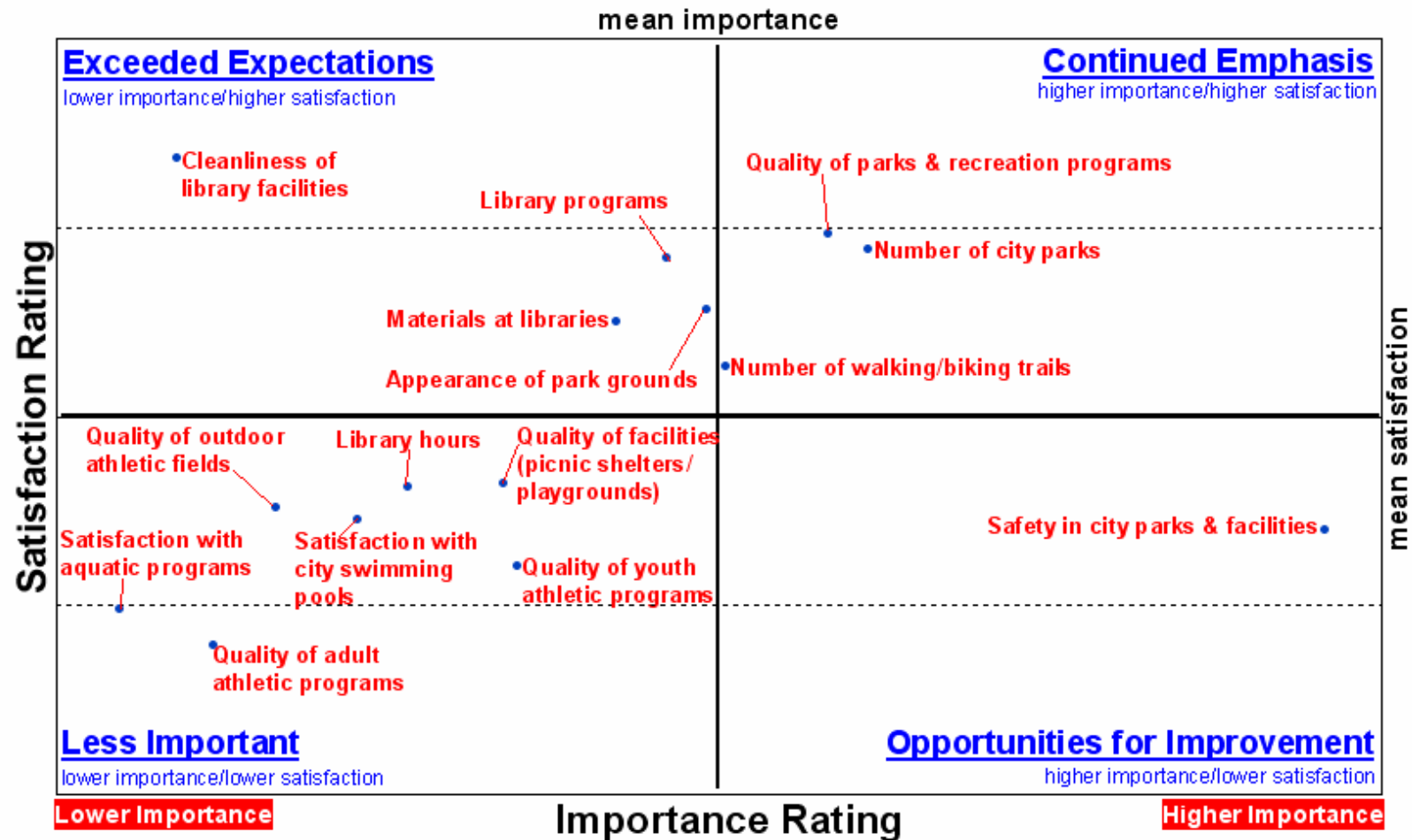


Source: ETC Institute DirectionFinder (2009) Final Results

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)

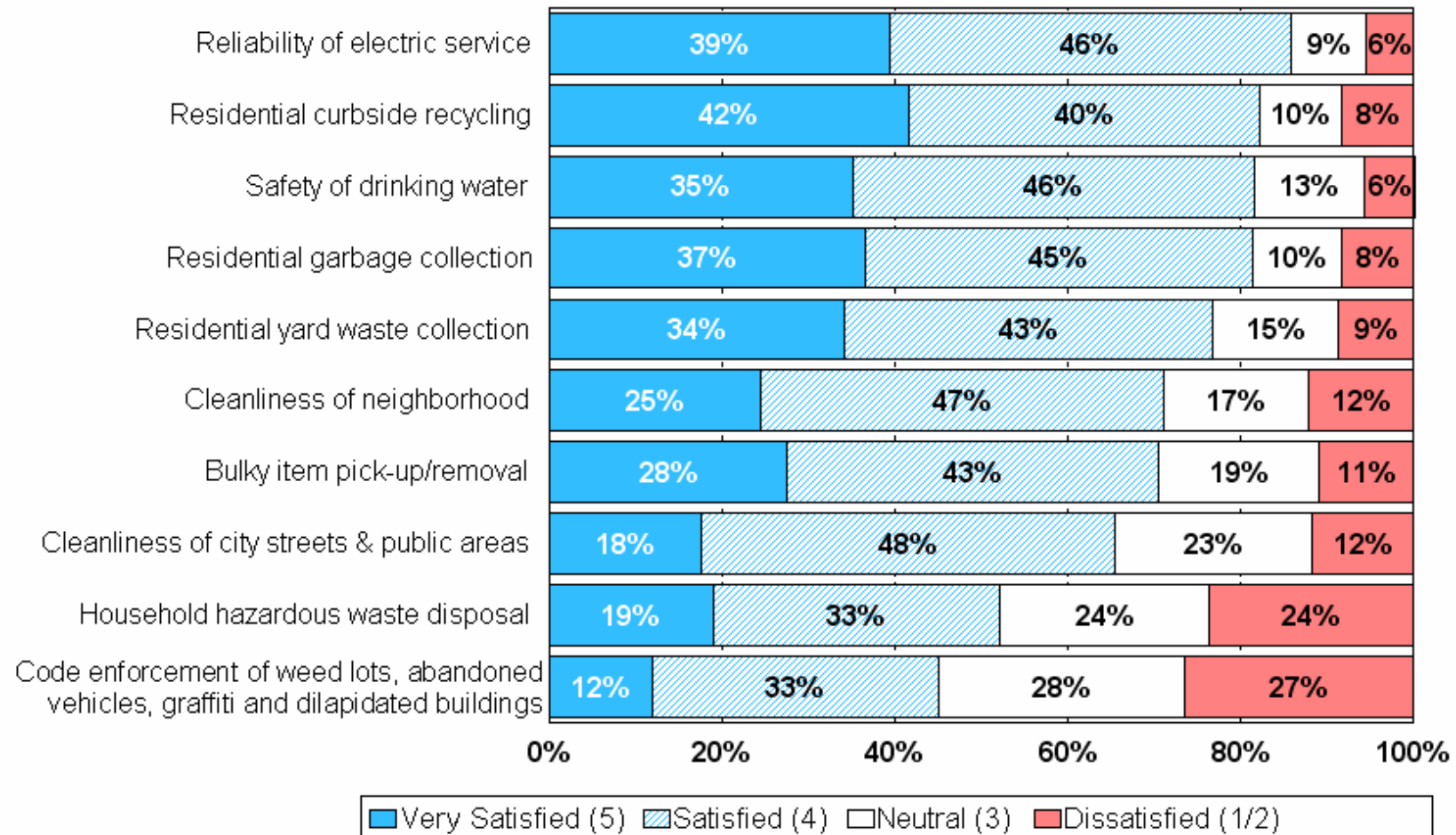


Source: ETC Institute (2009)

Satisfaction With Residential and Neighborhood Services

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

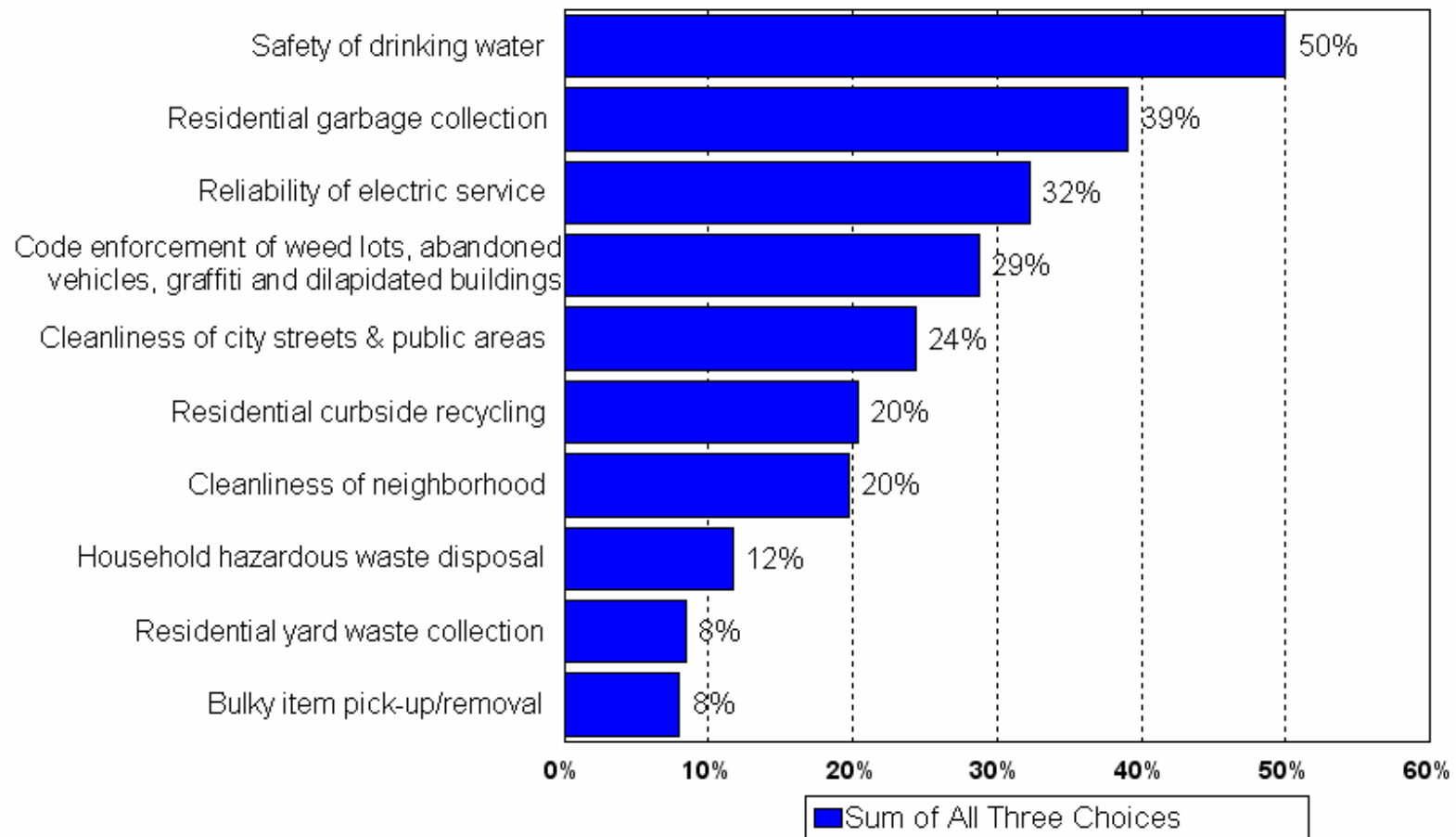
by percentage of respondents (excluding don't knows)



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

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



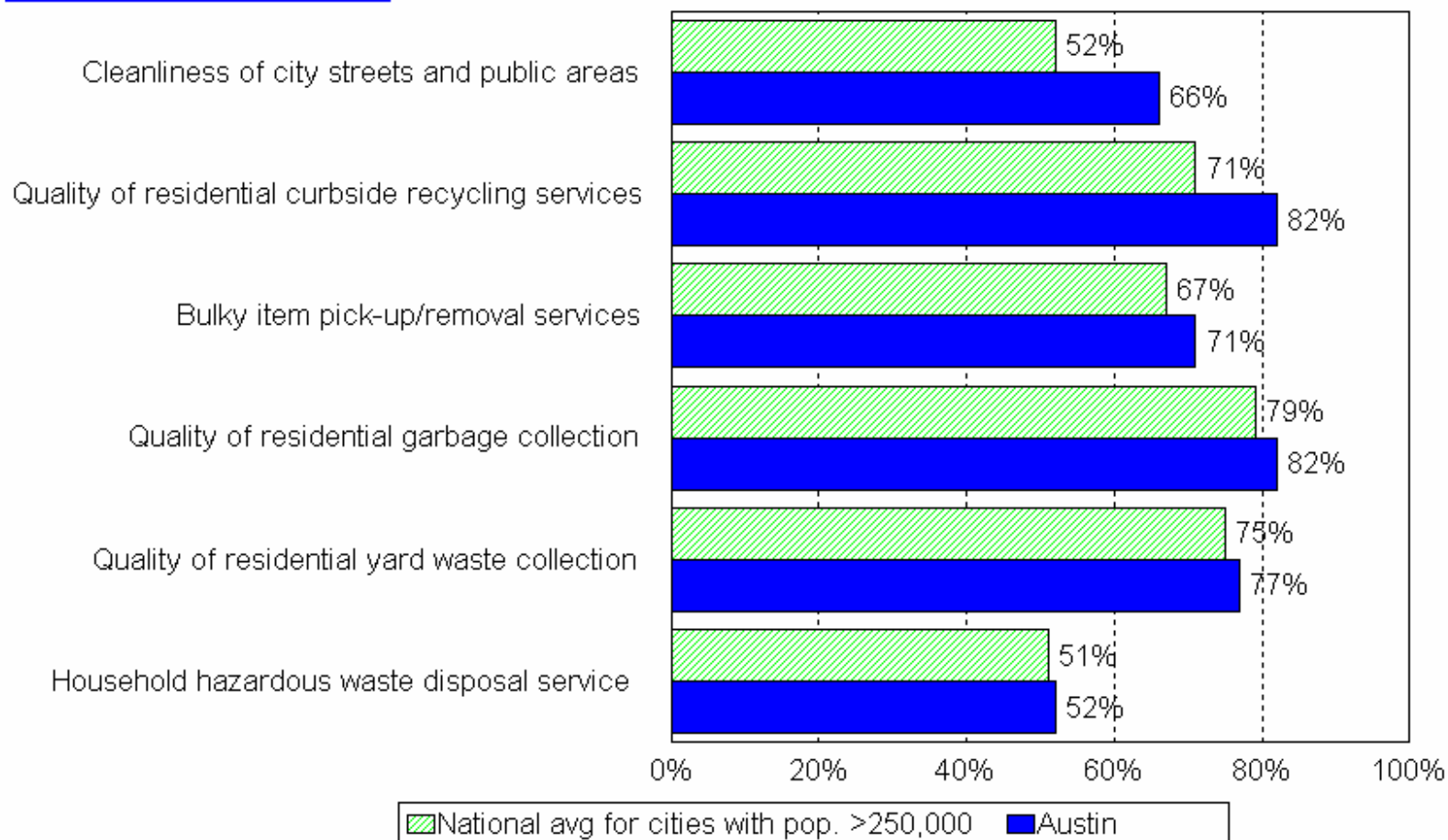
Source: ETC Institute DirectionFinder (2009 - Austin, TX)

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

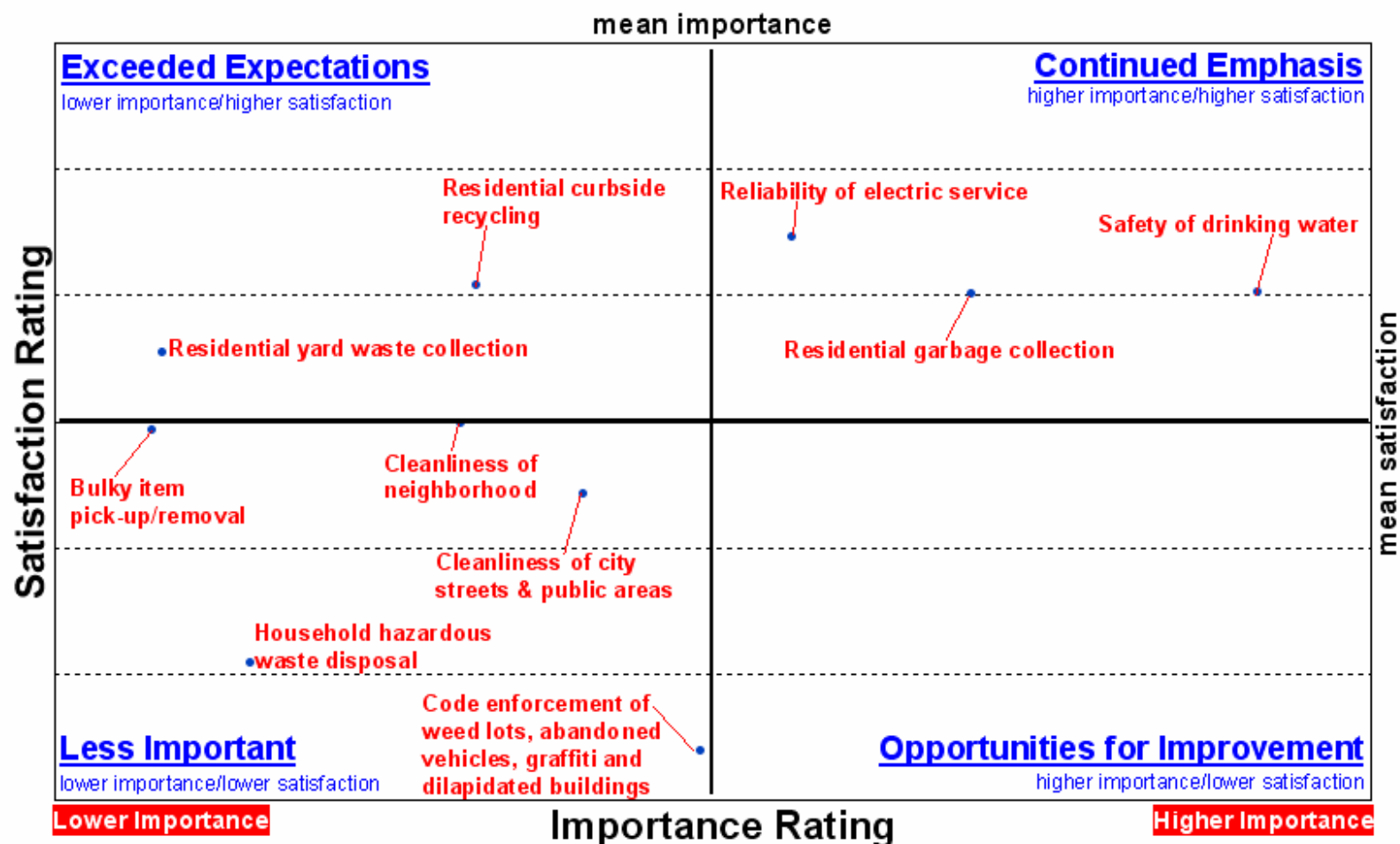


Source: ETC Institute DirectionFinder (2009) Final Results

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)

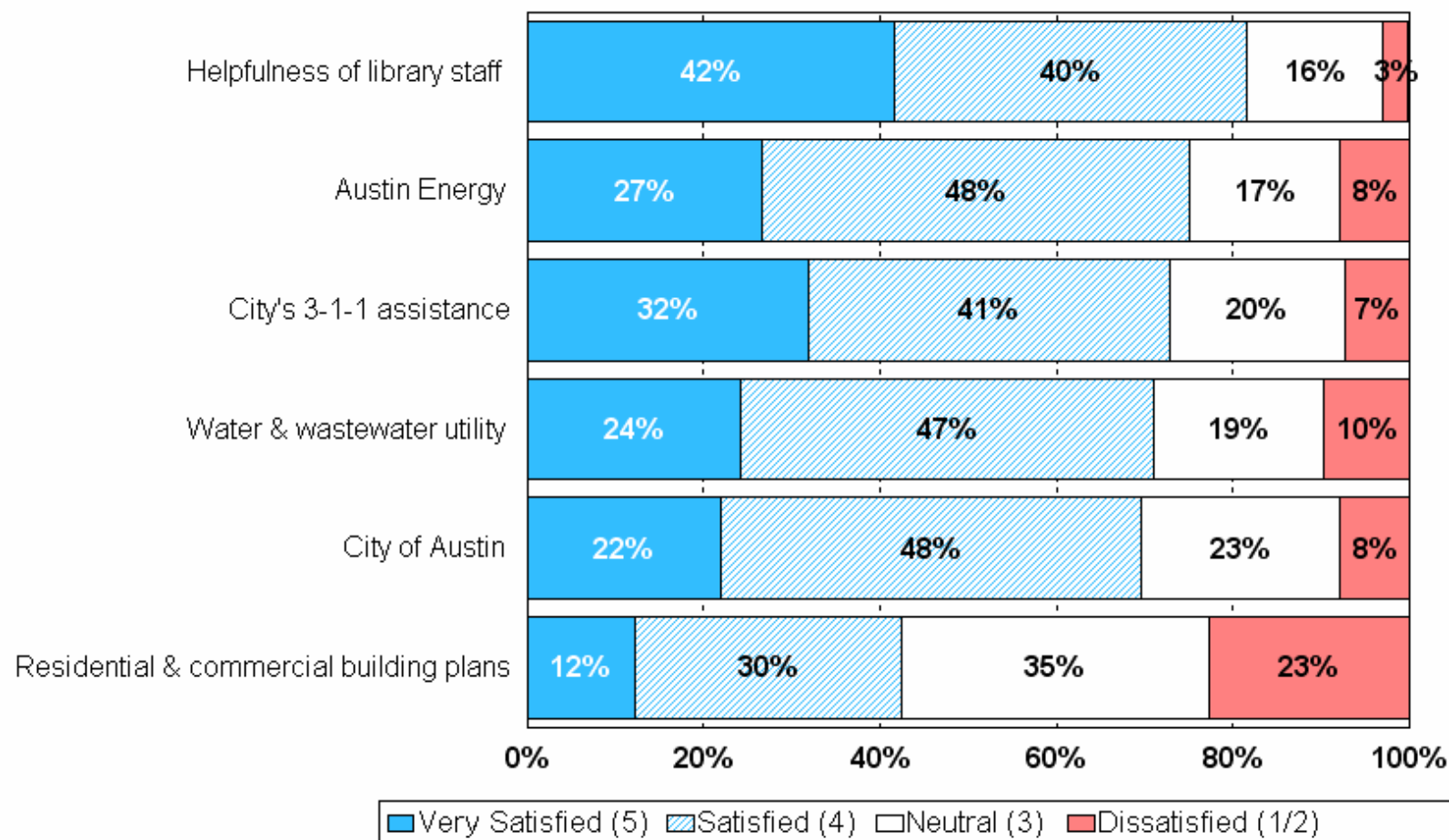


Source: ETC Institute (2009)

Satisfaction With Customer Service

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

by percentage of respondents (excluding don't knows)

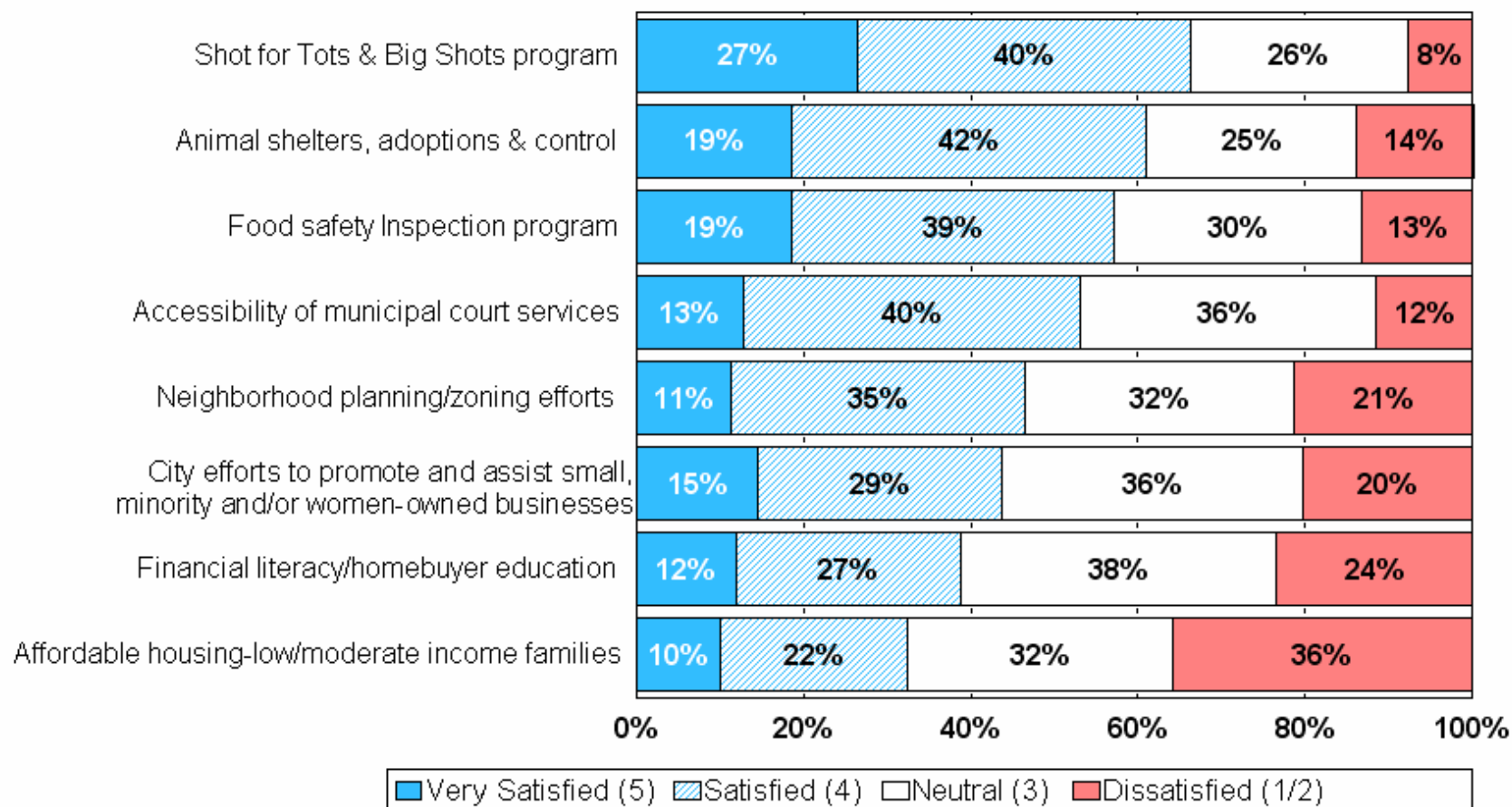


Source: ETC Institute DirectionFinder (2009 - Austin, TX)

Satisfaction With Other Services

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

by percentage of respondents (excluding don't knows)

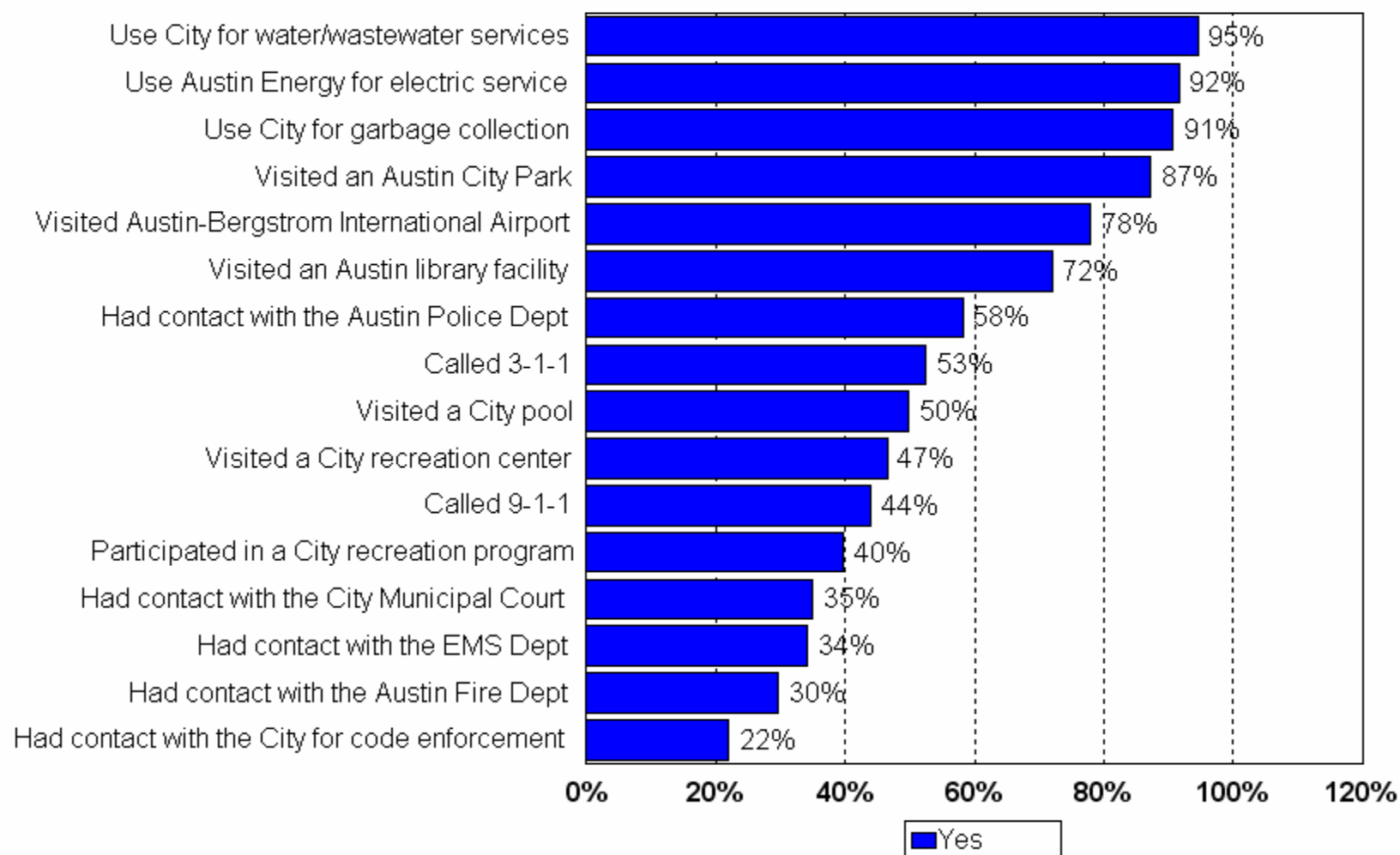


Source: ETC Institute DirectionFinder (2009 - Austin, TX)

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



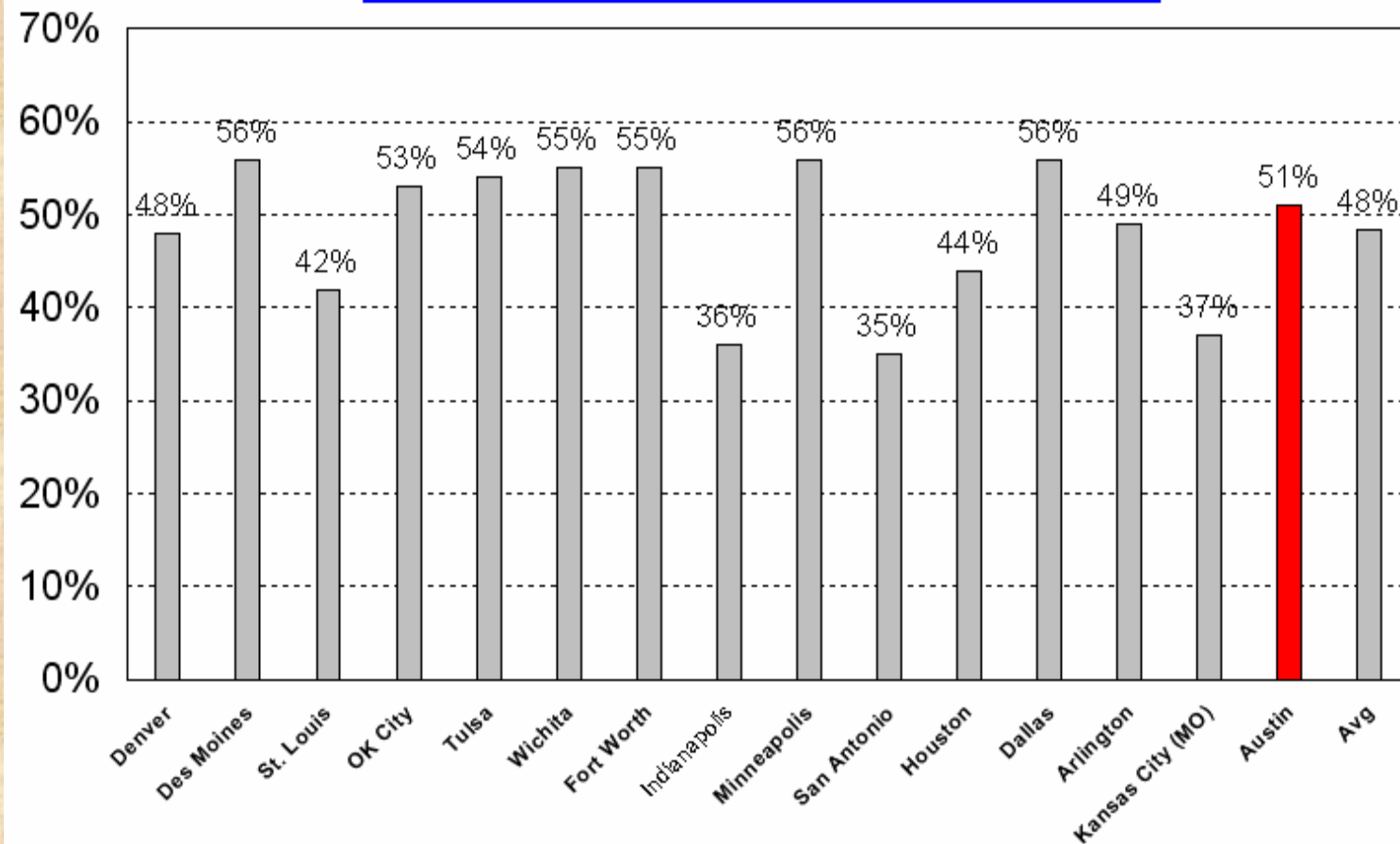
Source: ETC Institute DirectionFinder (2009 - Austin, TX)

Communication

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

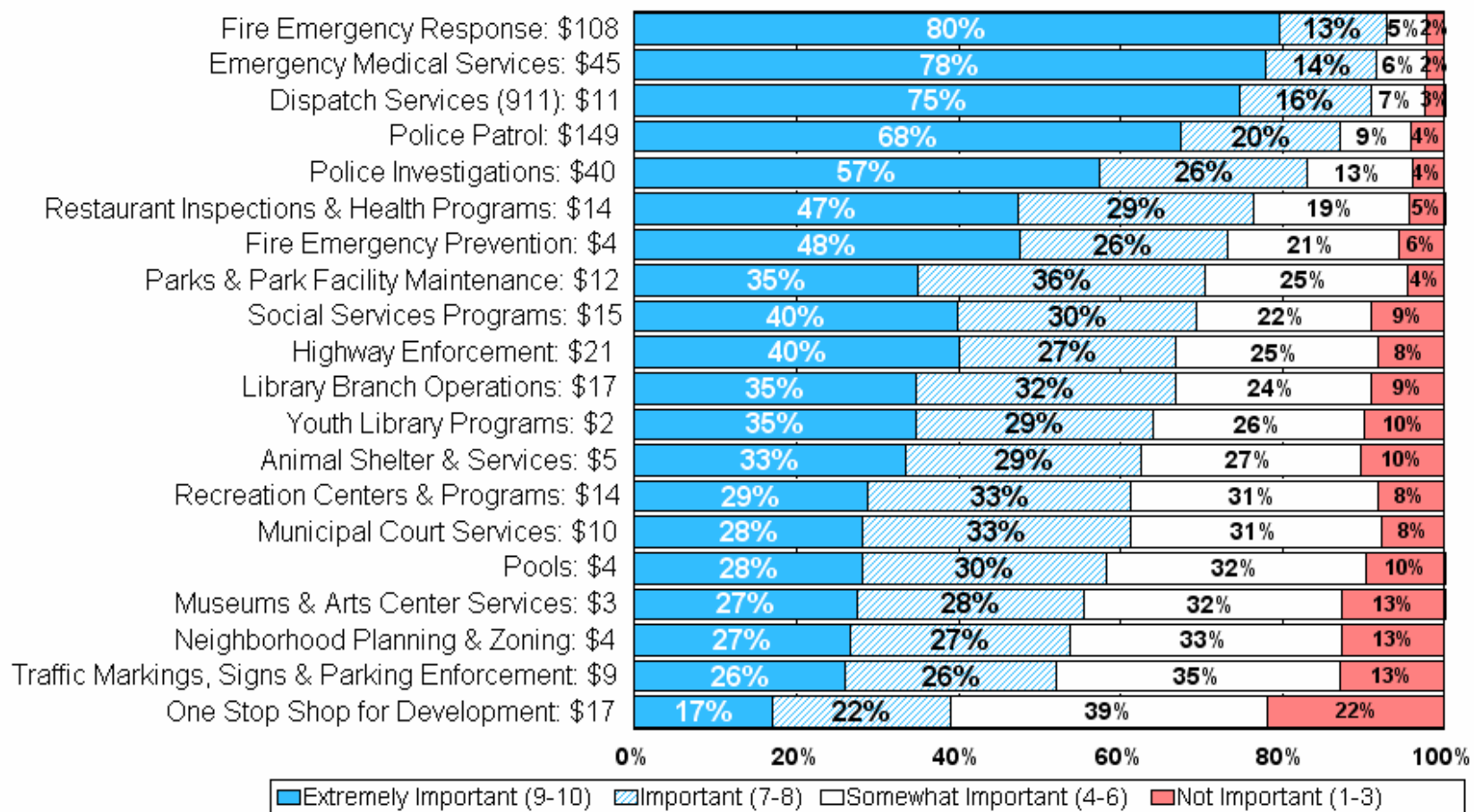


Source: ETC Institute DirectionFinder (2009) Final Results

Funding

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)

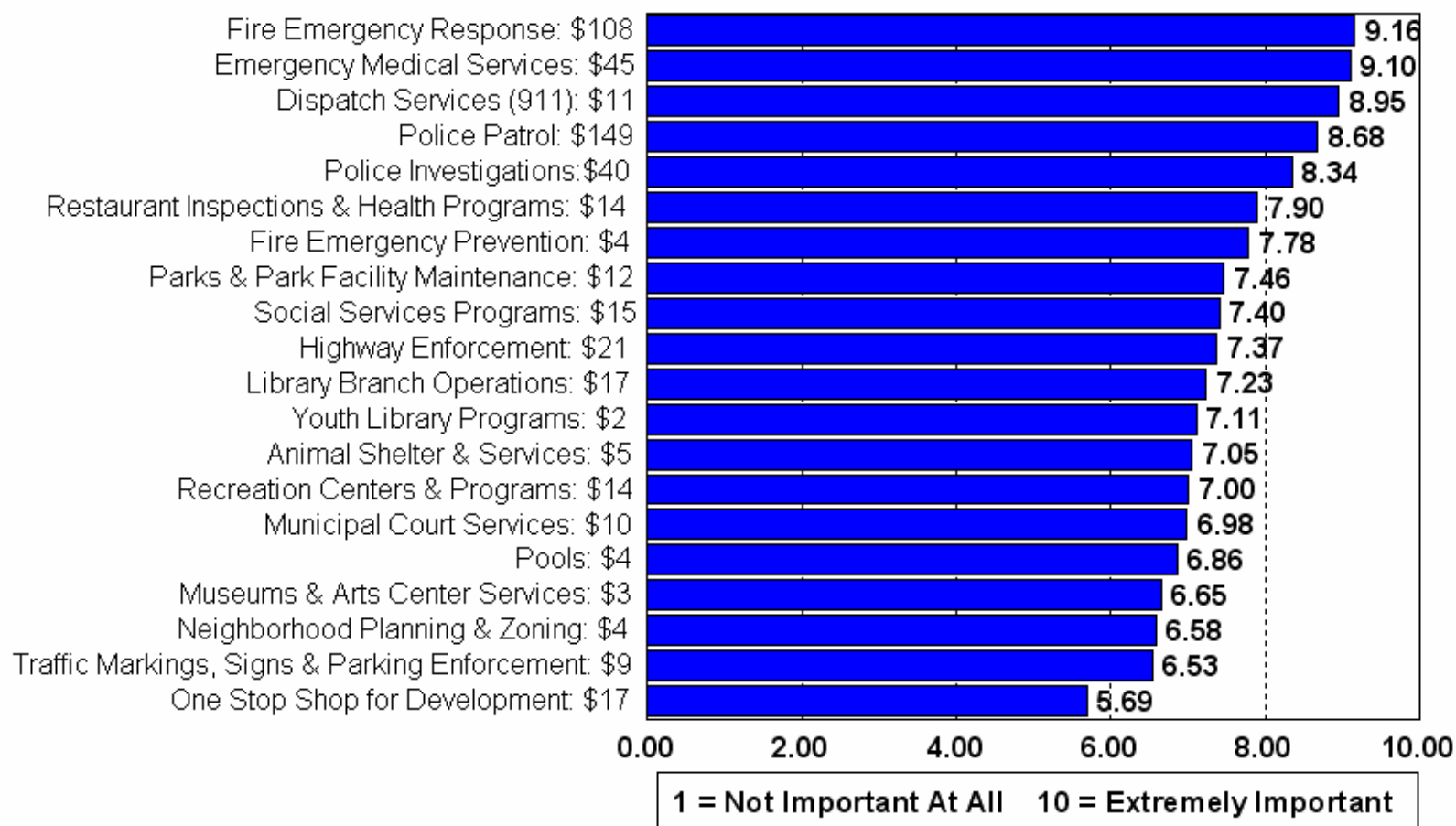


Source: ETC Institute DirectionFinder (2009 - Austin, TX)

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")

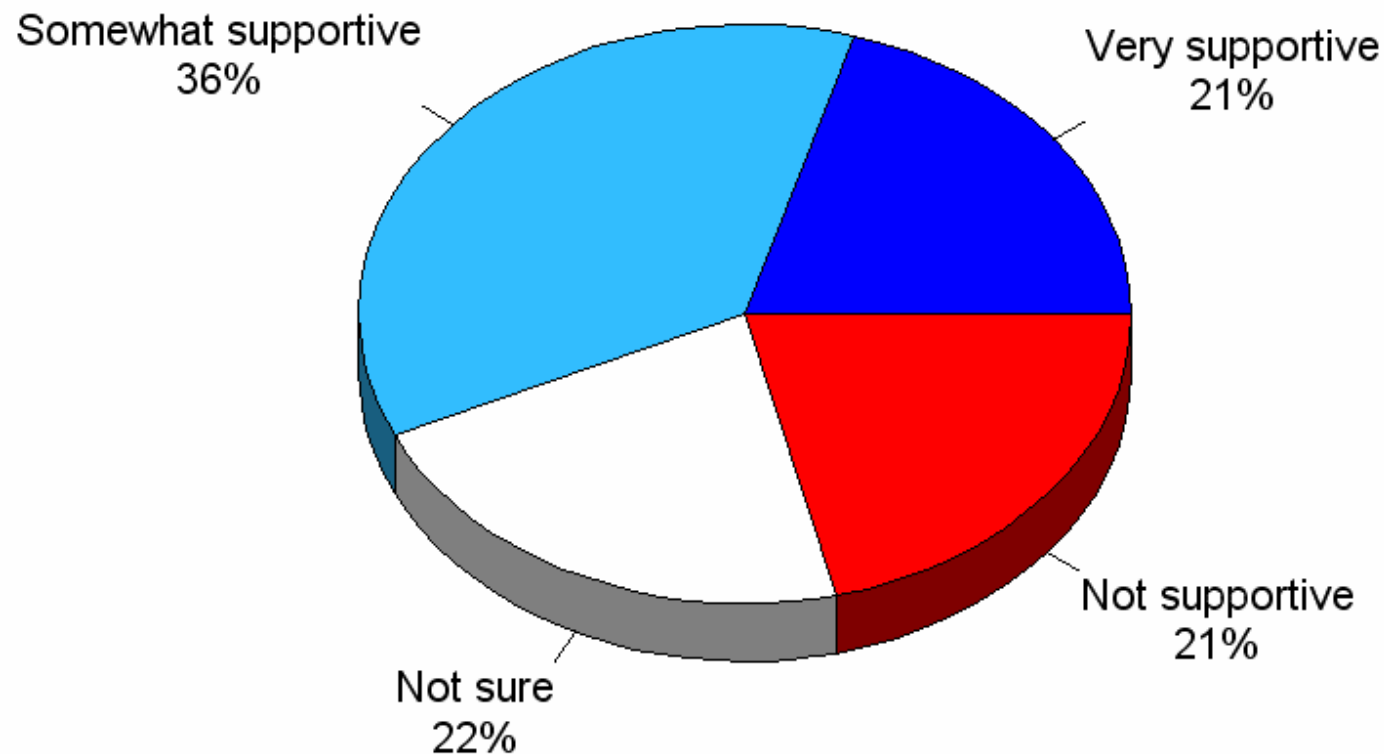


Source: ETC Institute DirectionFinder (2009 - Austin, TX)

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



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

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 than 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??