

# ***City of Austin*** ***2011 Community Survey*** ***Findings***

Presented by  
***ETC Institute***

November 10, 2011



# Agenda

- **Purpose and Methodology**
- **Headline Story**
- **Major Findings**
- **Conclusions**
- **Questions**

# Purpose

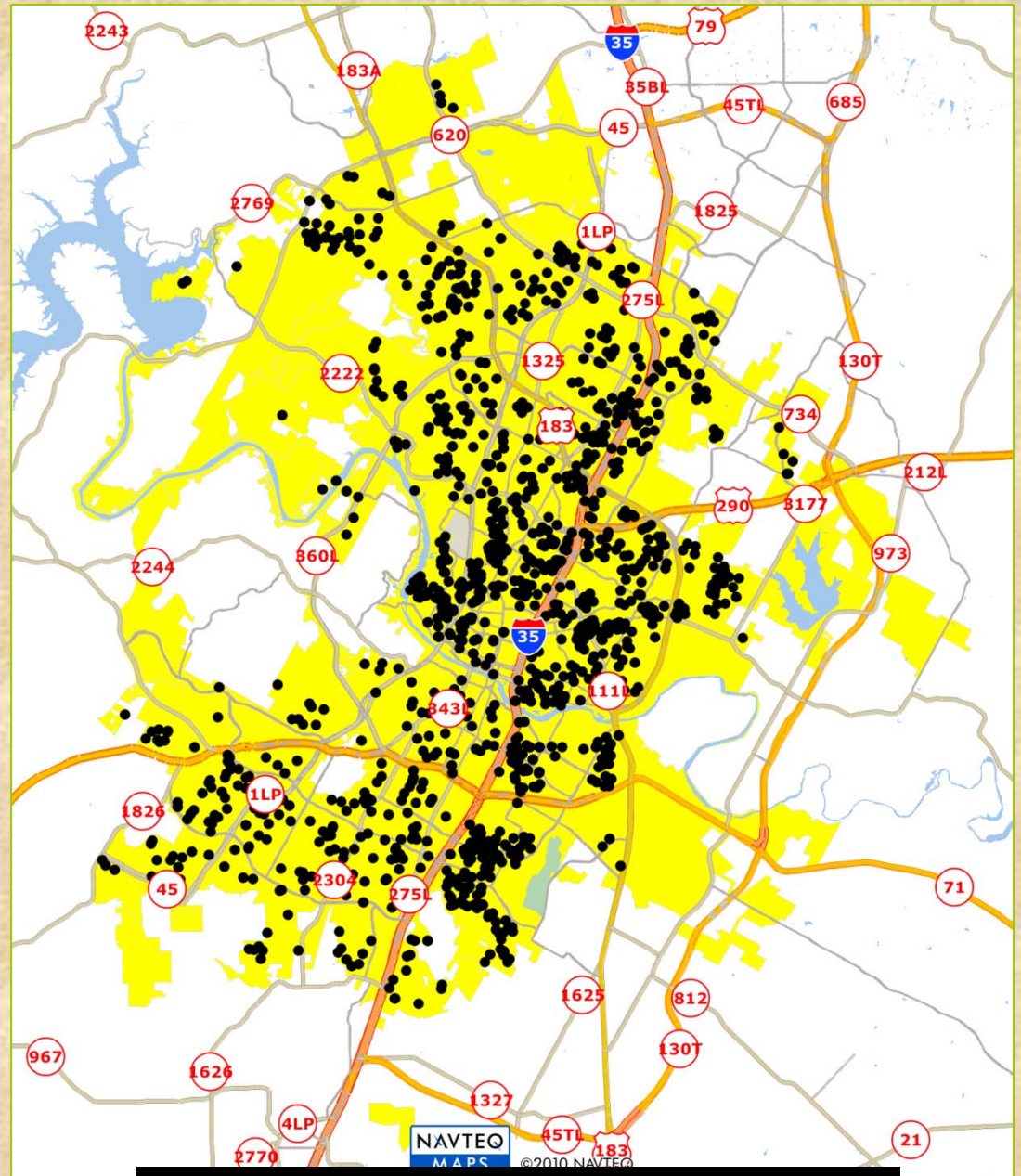
- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from 2009 to 2011**
- **To gather input from residents to help set budget priorities**
- **To compare Austin's performance with other large cities**

# Methodology

- **Survey Description**
  - included most of the questions that were asked in 2009 and 2010, plus a few new ones
- **Method of Administration**
  - by mail and phone to a randomly selected sample of households (in both English and Spanish)
  - sample was stratified to ensure the completion of at least 200 surveys in each of 6 areas
  - Sample included households with traditional land lines and cell phones
  - each survey took approximately 15 minutes to complete
- **Sample size:**
  - 1,339 completed surveys
  - Good representation by age, income, race/ethnicity and other factors
- **Confidence level: 95%    Margin of error: +/- 2.7%**

# City of Austin 2011 Community Survey

## Location of Respondents



Good Representation By LOCATION

# Headline Story....

## AUSTIN IS #1

- **Among 13 cities with populations greater than 500,000, the City of Austin had the highest overall satisfaction rating**
  - 65% in Austin vs. an average of 42% for the other cities
  - The 12 other cities included: Dallas, Fort Worth, Oklahoma City, San Francisco, Seattle, Boston, New York, San Diego, Indianapolis, San Jose, Houston, and Detroit.

# Other Notable Findings

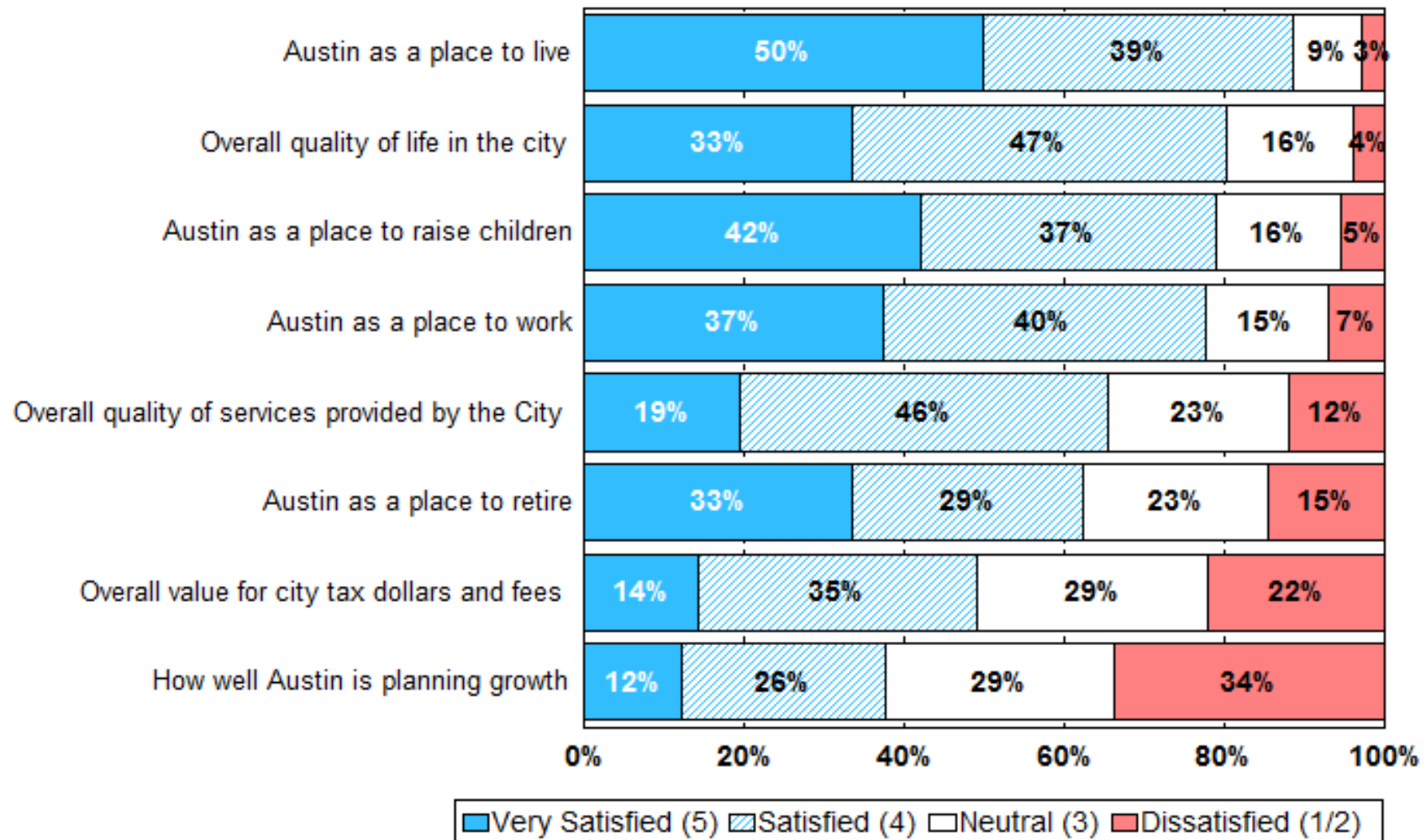
- The City of Austin is Definitely Moving in the Right Direction
- The City of Austin Continues to Set the Standard for Other Large Cities
  - Rated above the national average in 41 of 46 areas that were assessed on the survey
- Improvements to City Streets/Sidewalks, Police Services and Health/Human Services will have the most positive impact on overall satisfaction over the next year. <sup>7</sup>

# Major Findings: #1

**Residents Generally Have a  
Positive Perception of the City**

## Q1. Perception Residents Have of the City

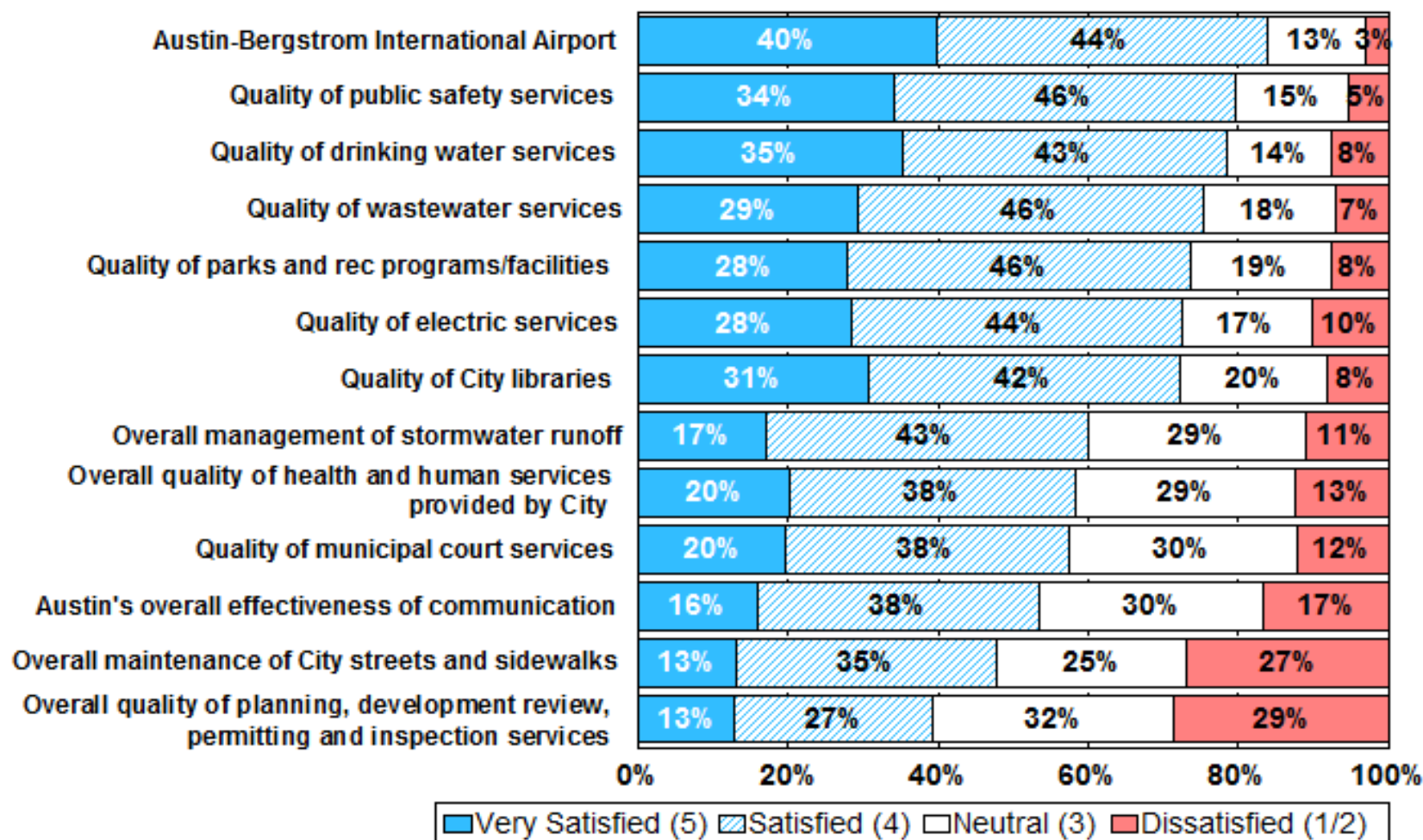
by percentage of respondents (excluding don't knows)



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

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

by percentage of respondents (excluding don't knows)



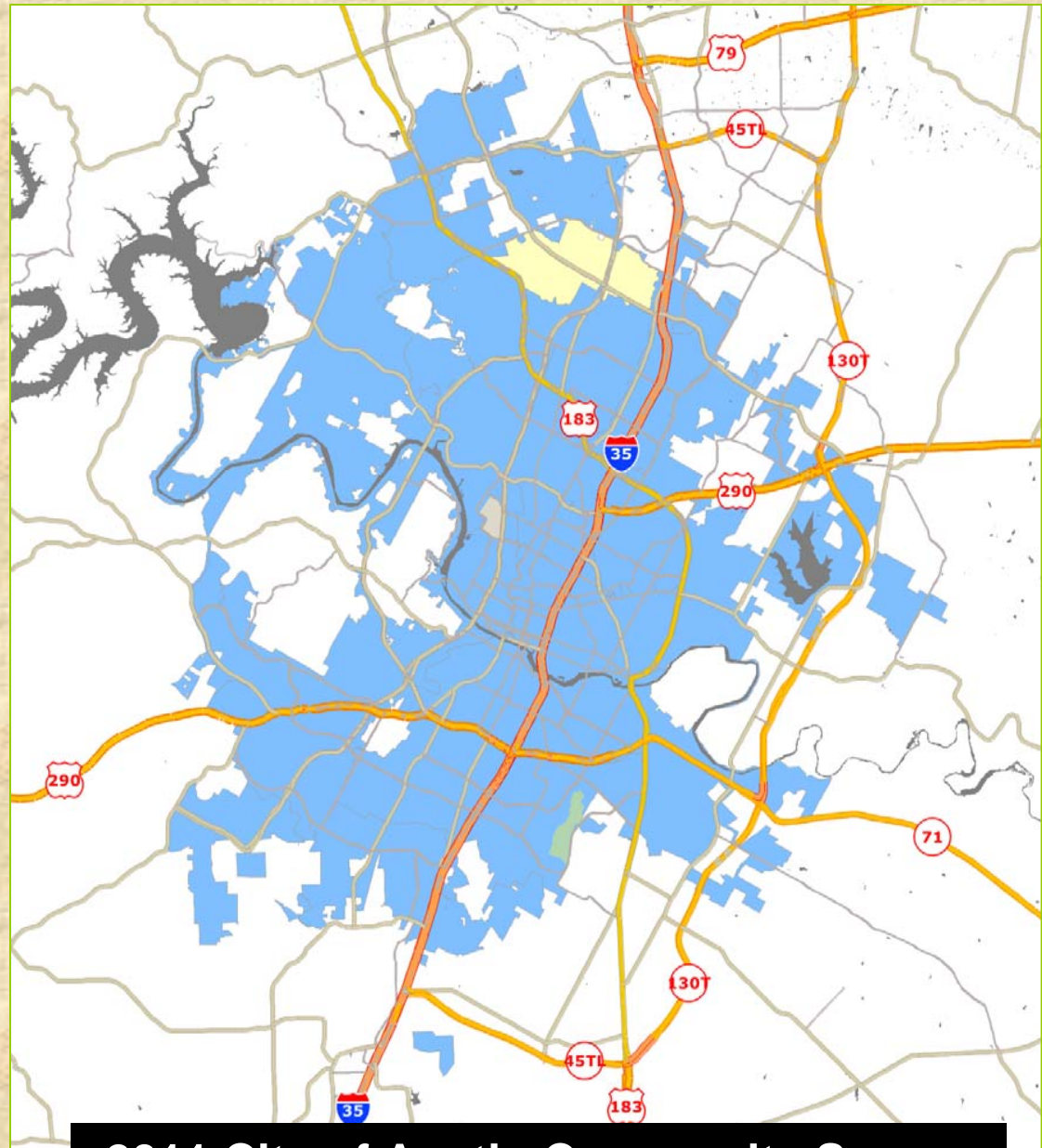
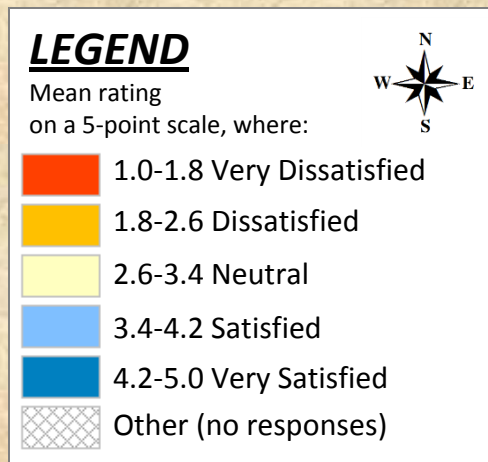
With the Exception of Planning/Development Review/Permitting/Inspection Services and Street/Sidewalk Maintenance, fewer than 20% of the Residents Surveyed Were Dissatisfied With Any of the Overall City Services Assessed

## **Major Findings: #2**

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

## 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**



**2011 City of Austin Community Survey**

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

## **Major Finding #3**

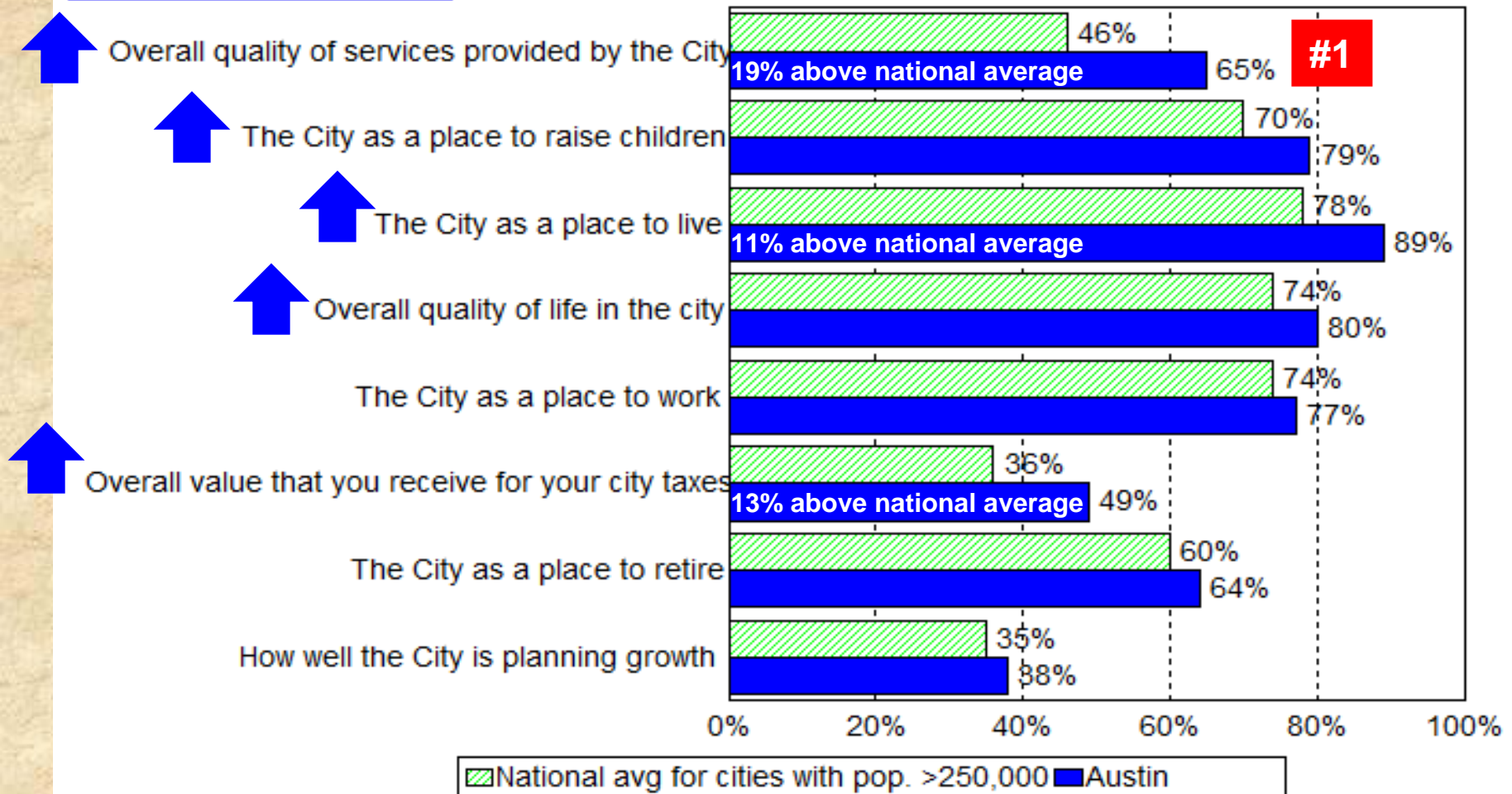
**Satisfaction Levels in the  
City of Austin Are  
Higher than the  
National Average**

# 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 (2011) Final Results

Significantly Higher: ↑

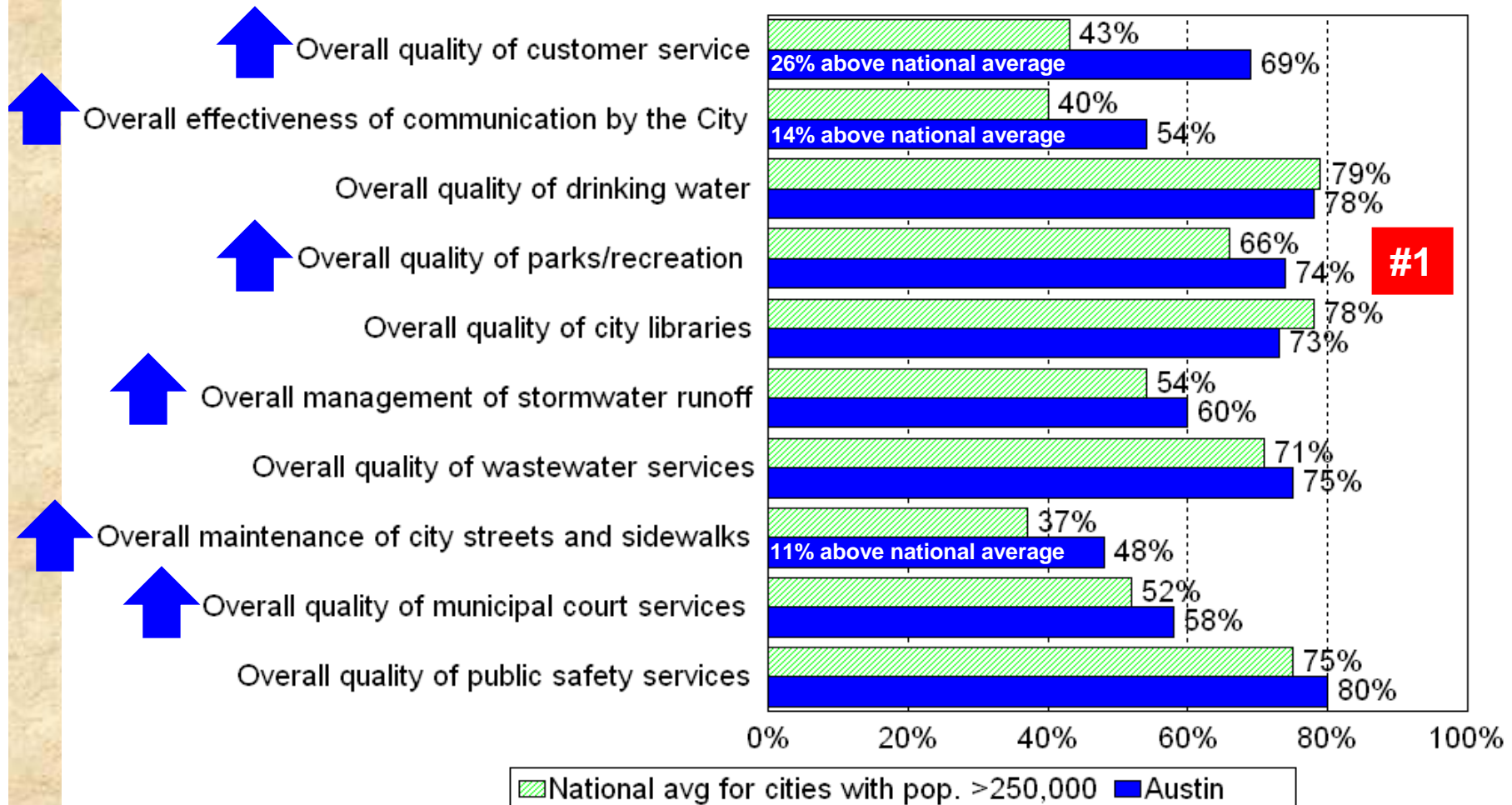
Significantly Lower: ↓

# 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



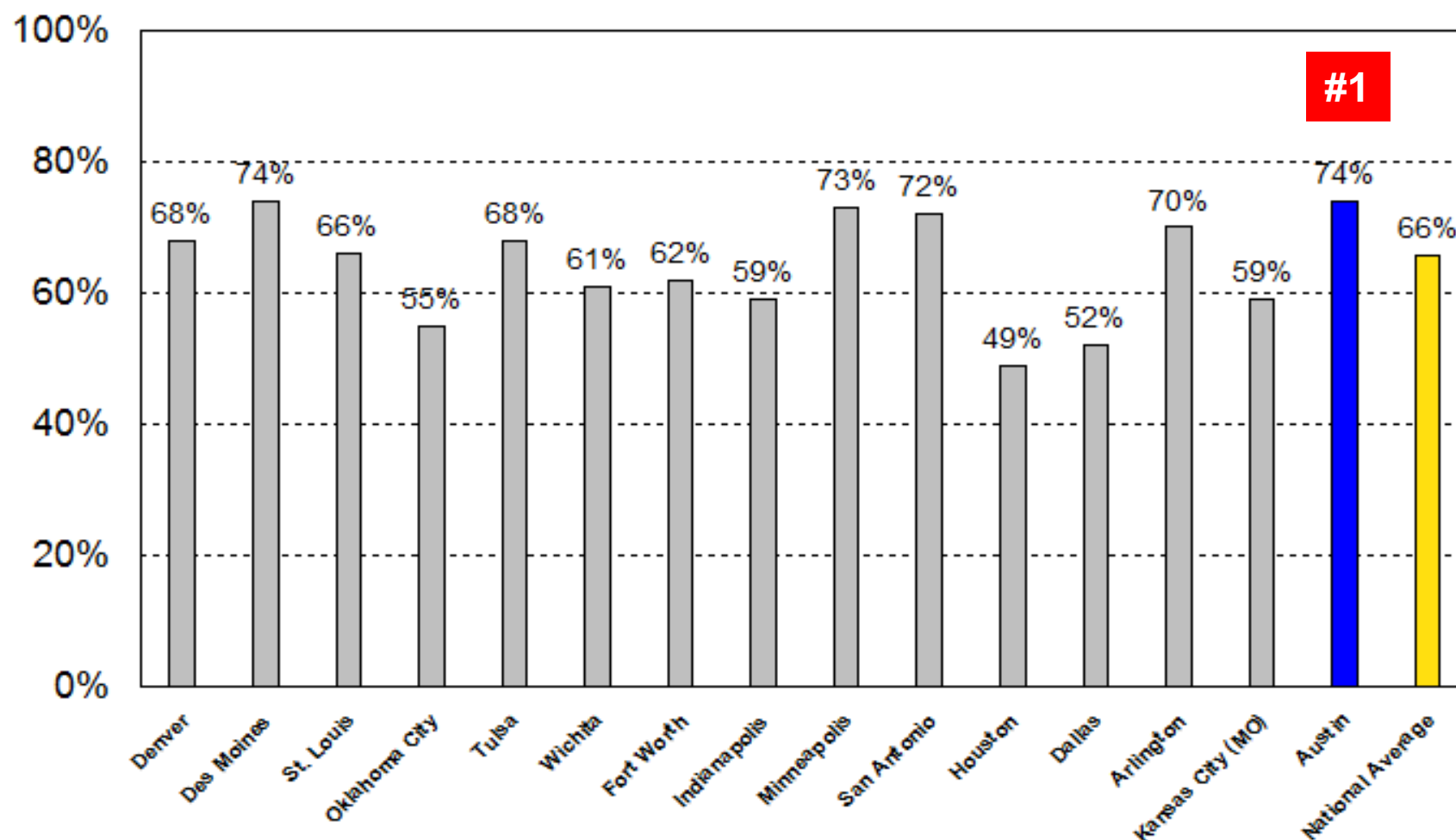
Significantly Higher: ↑

Significantly Lower: ↓

# Overall Satisfaction With *Parks and Recreation* - 2011

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



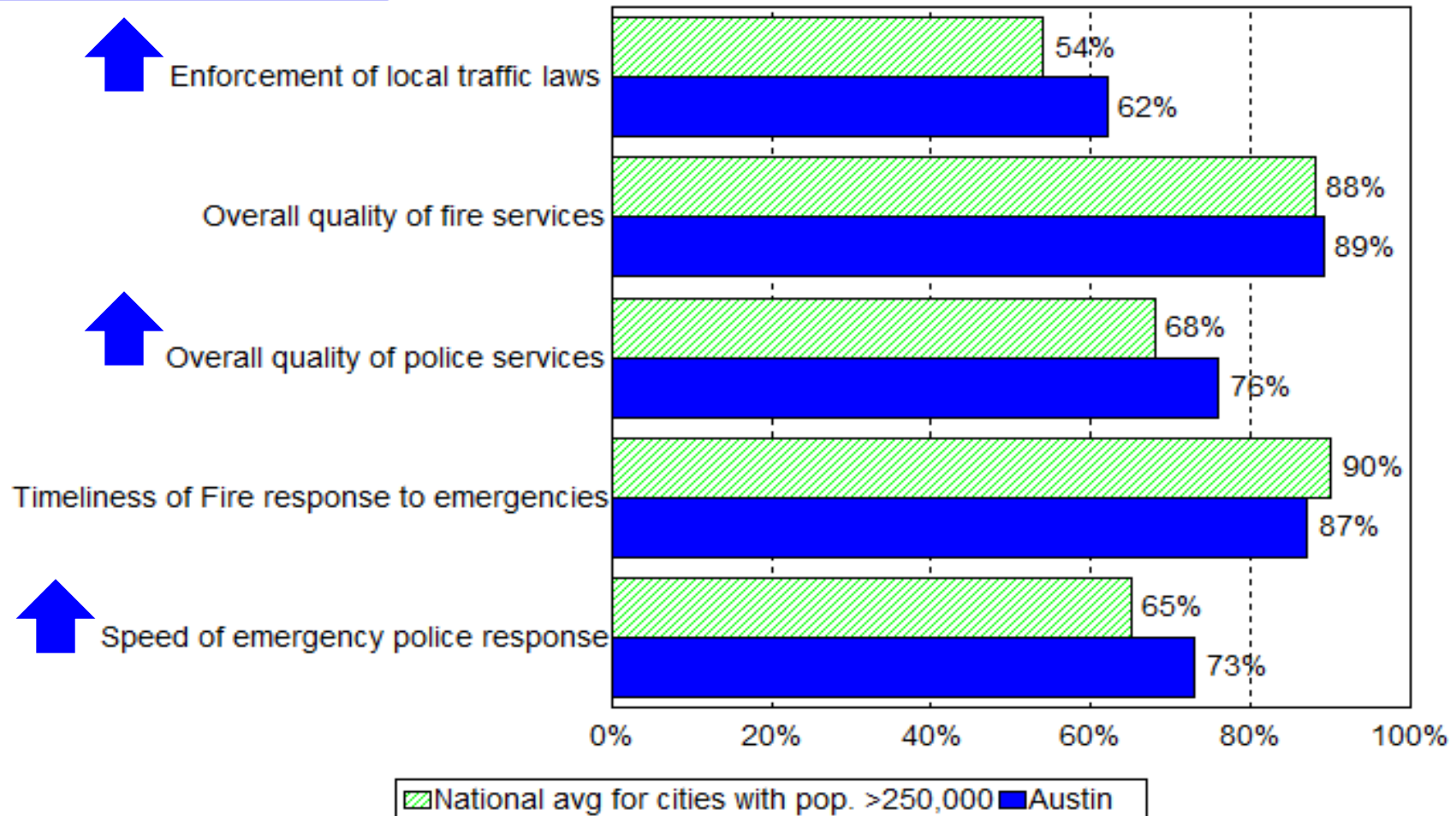
Source: ETC Institute DirectionFinder (2011)

# 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 (2011) Final Results

17

Significantly Higher: ↑

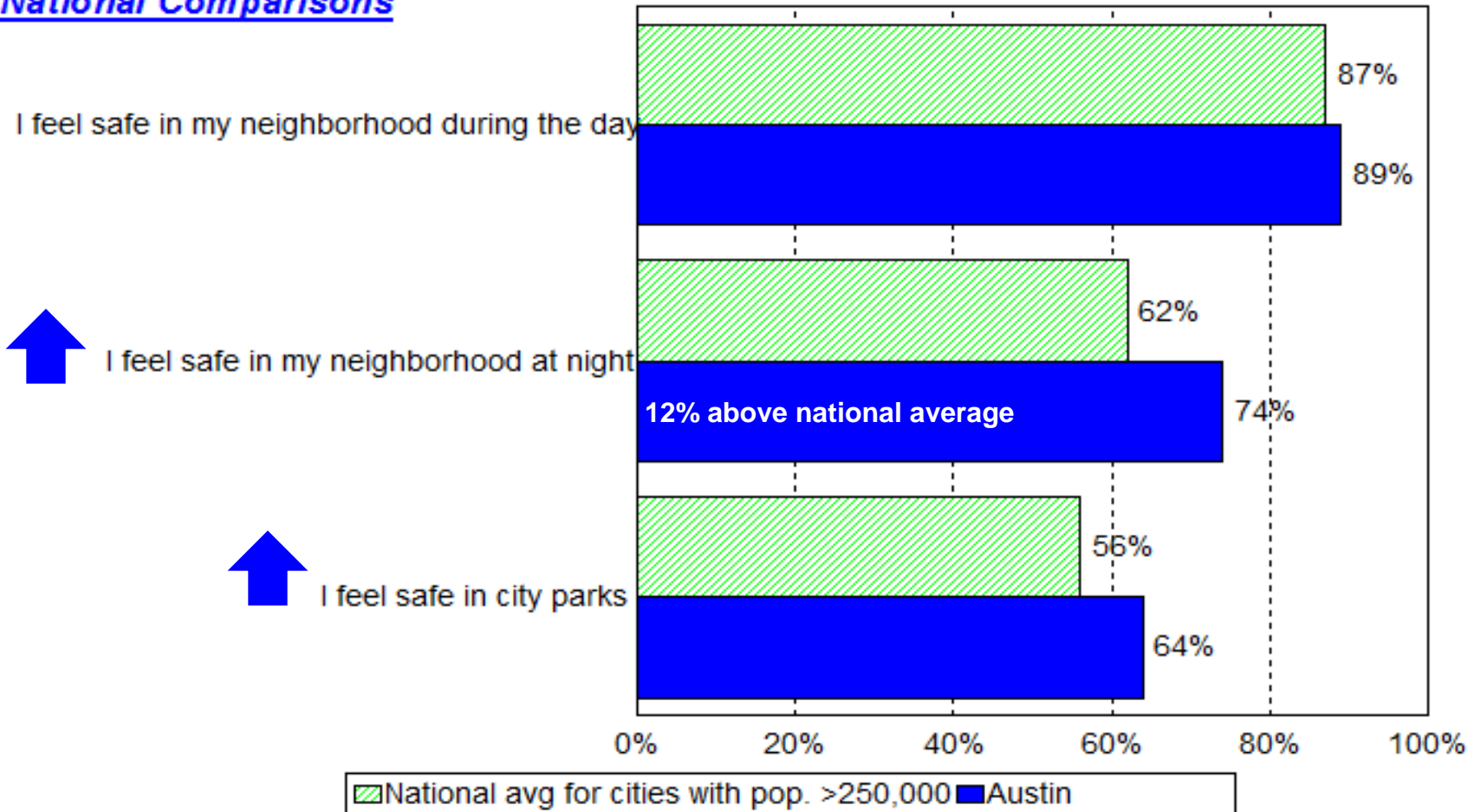
Significantly Lower: ↓

# 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



Source: ETC Institute DirectionFinder (2011) Final Results

18

Significantly Higher: ↑

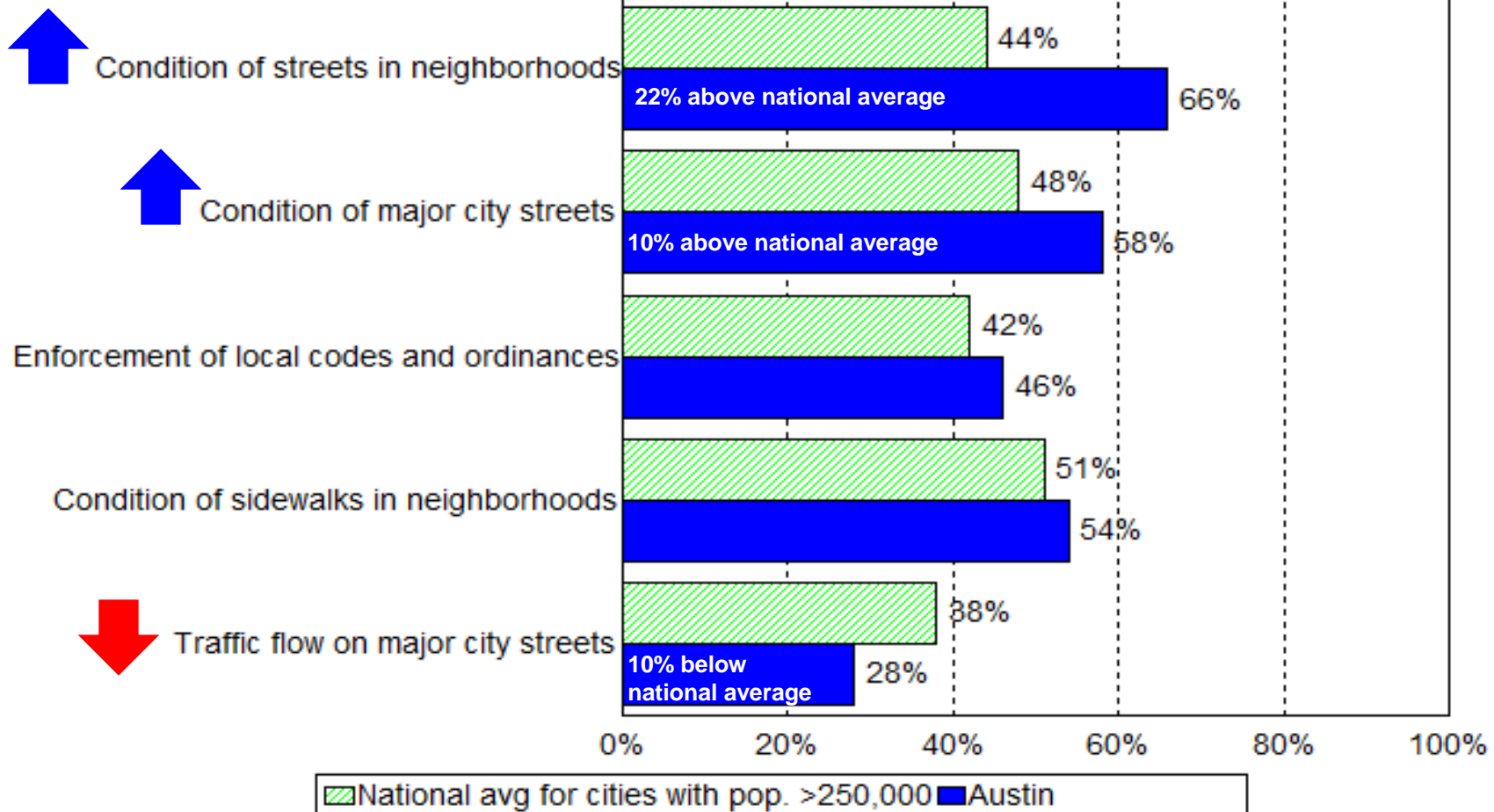
Significantly Lower: ↓

# 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



Source: ETC Institute DirectionFinder (2011) Final Results

Significantly Higher: ↑

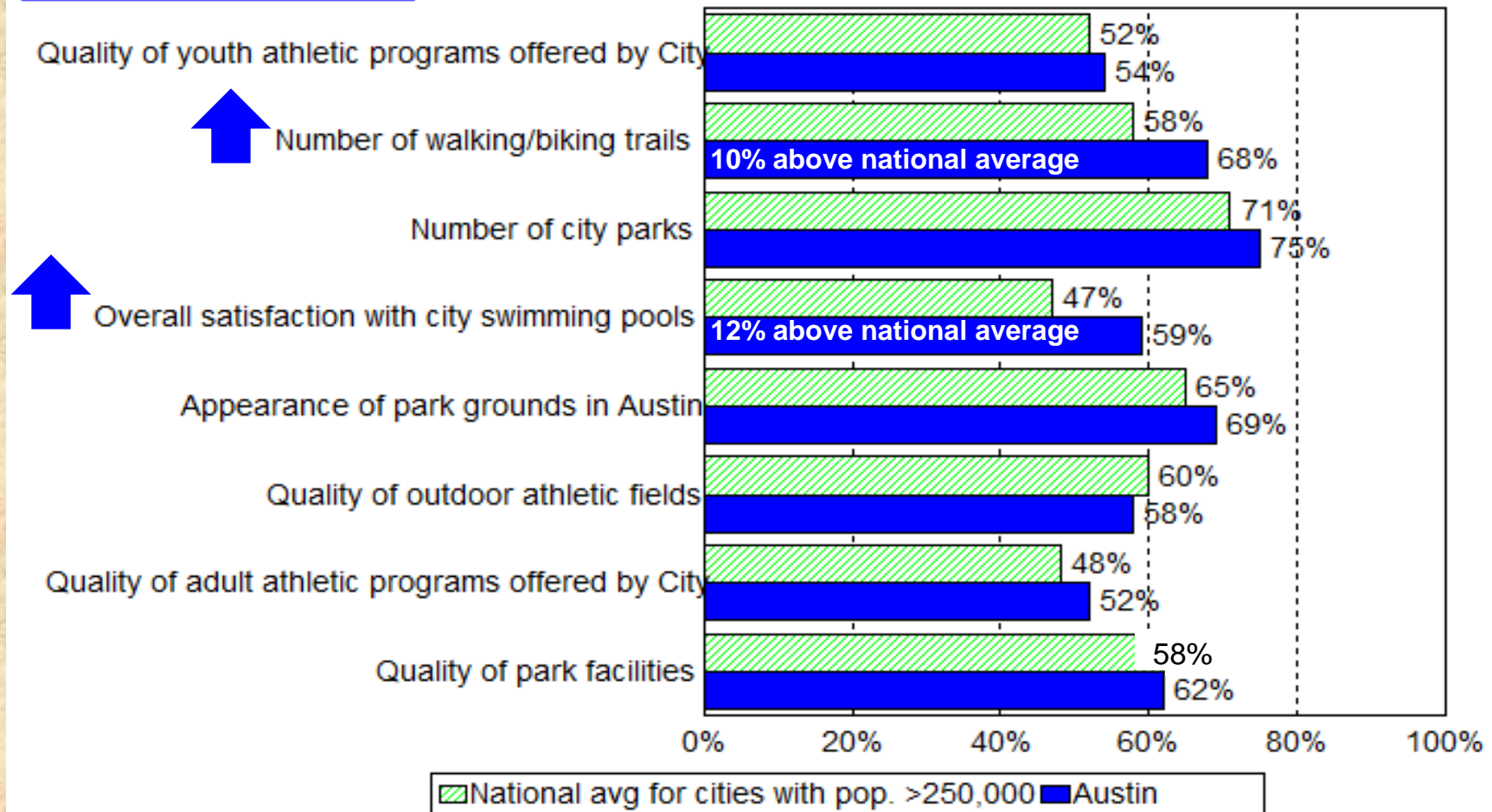
Significantly Lower: ↓

# 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



Source: ETC Institute DirectionFinder (2011) Final Results

Significantly Higher: ↑

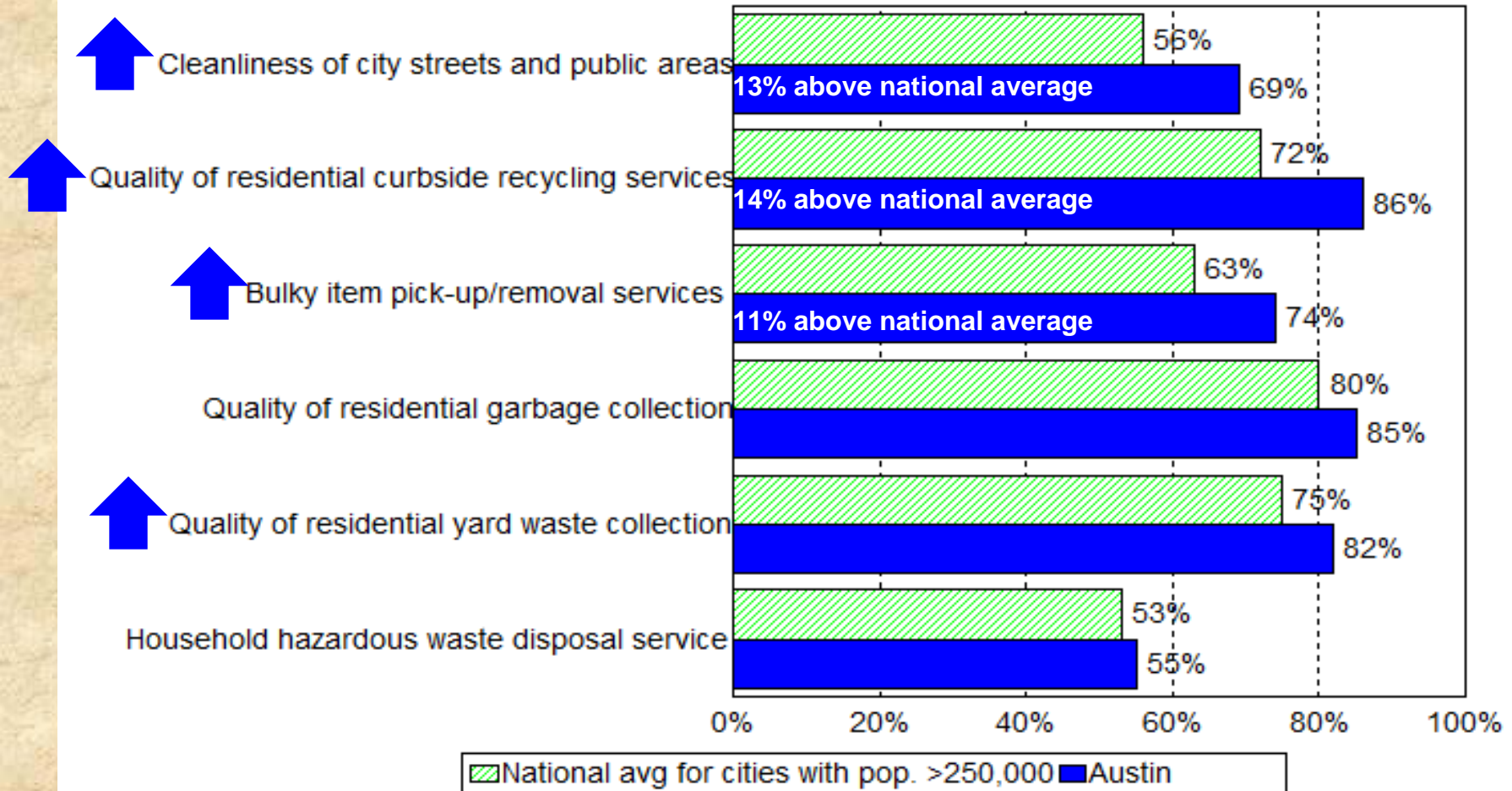
Significantly Lower: ↓

# 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



Source: ETC Institute DirectionFinder (2011) Final Results

21

Significantly Higher: ↑

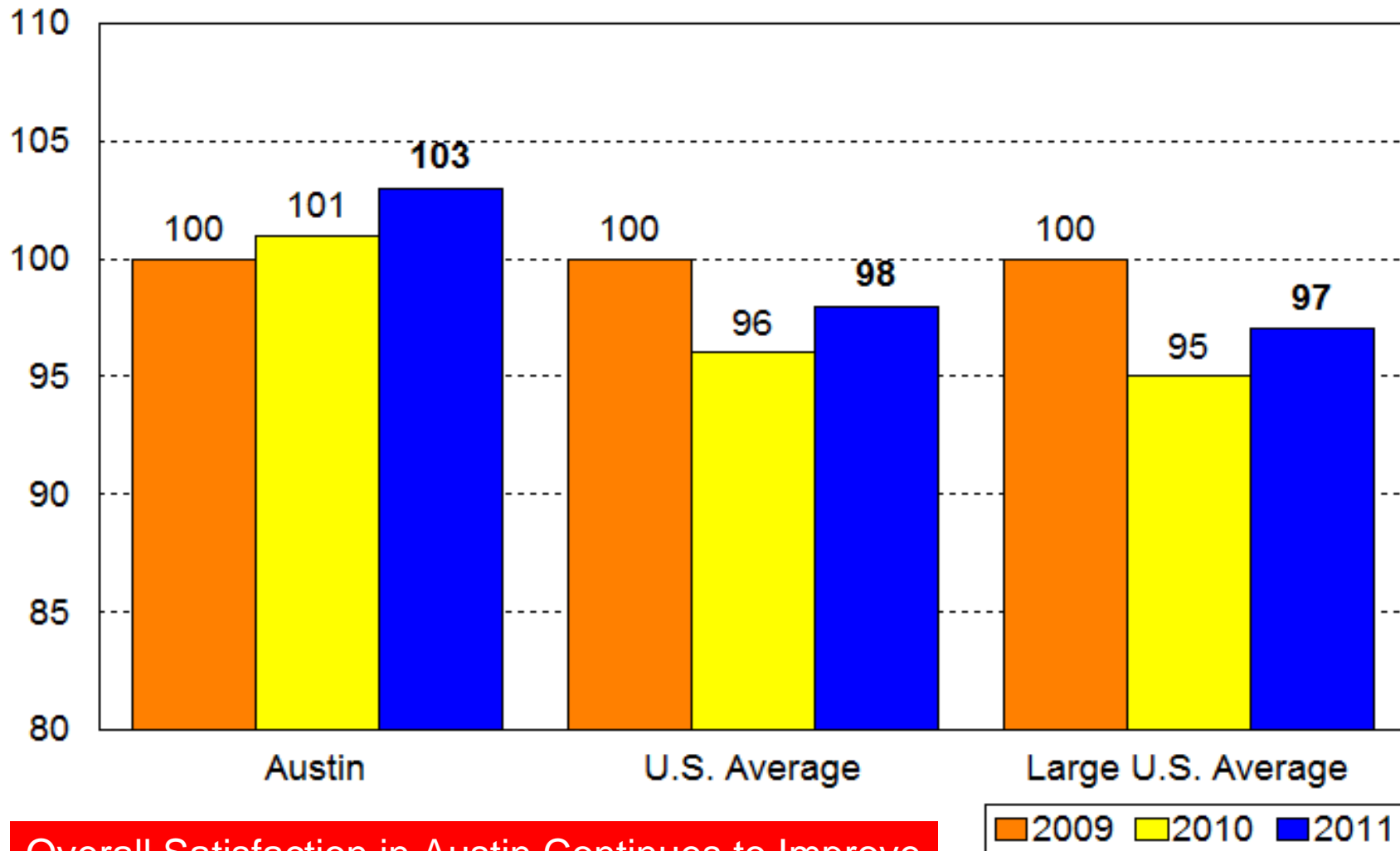
Significantly Lower: ↓

## **Major Findings: #4**

**Satisfaction With Most City  
Services Has Increased**

# Overall Composite Customer Satisfaction Index 2009 vs. 2010 vs. 2011

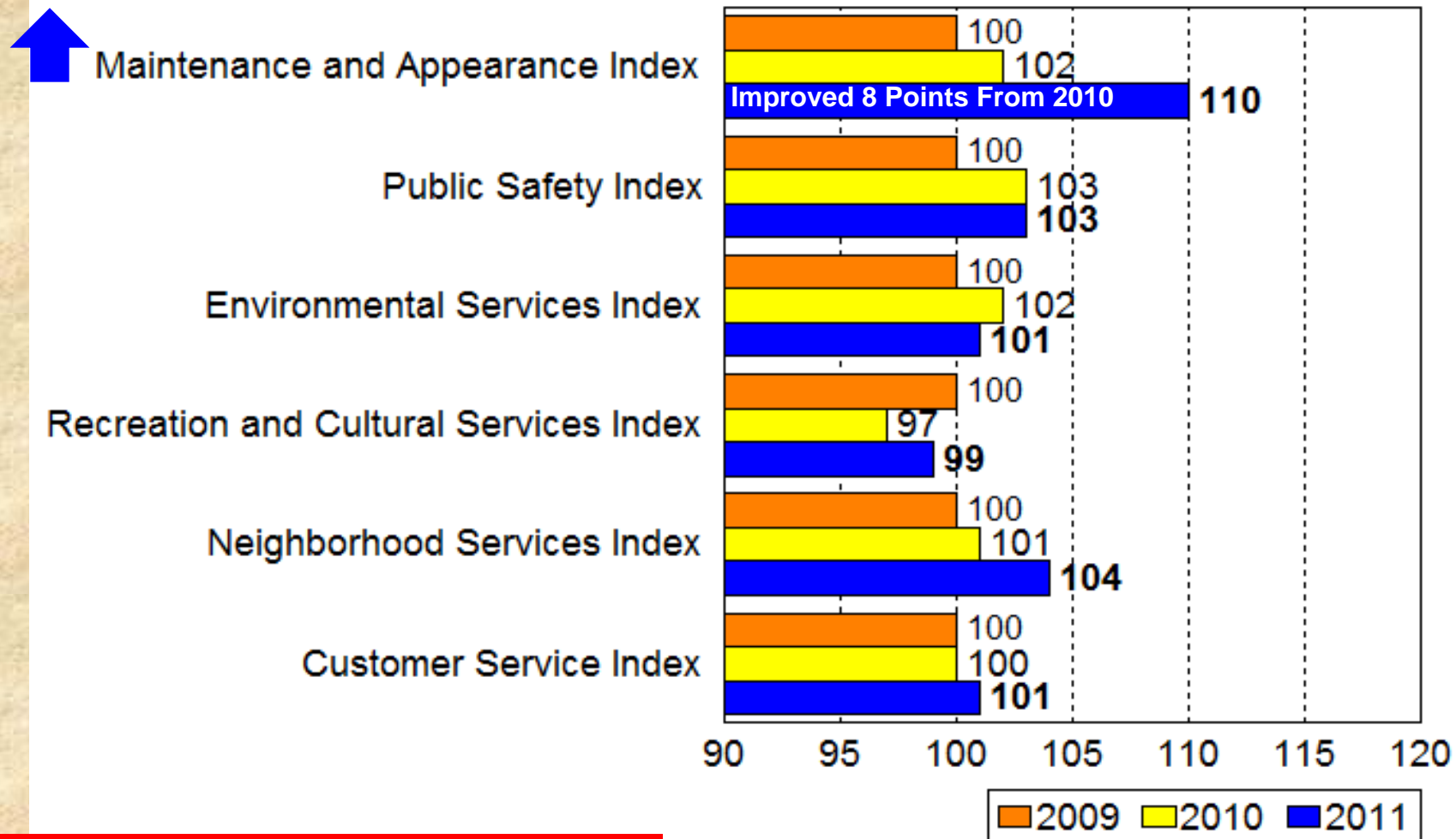
derived from the mean positive ratings provided by residents  
Year 2009=100



Overall Satisfaction in Austin Continues to Improve

# Composite Customer Satisfaction Index by Department/Area: 2009 vs. 2010 vs. 2011

derived from the mean positive ratings provided by residents  
Year 2009=100



Overall Satisfaction Improved in Most Areas

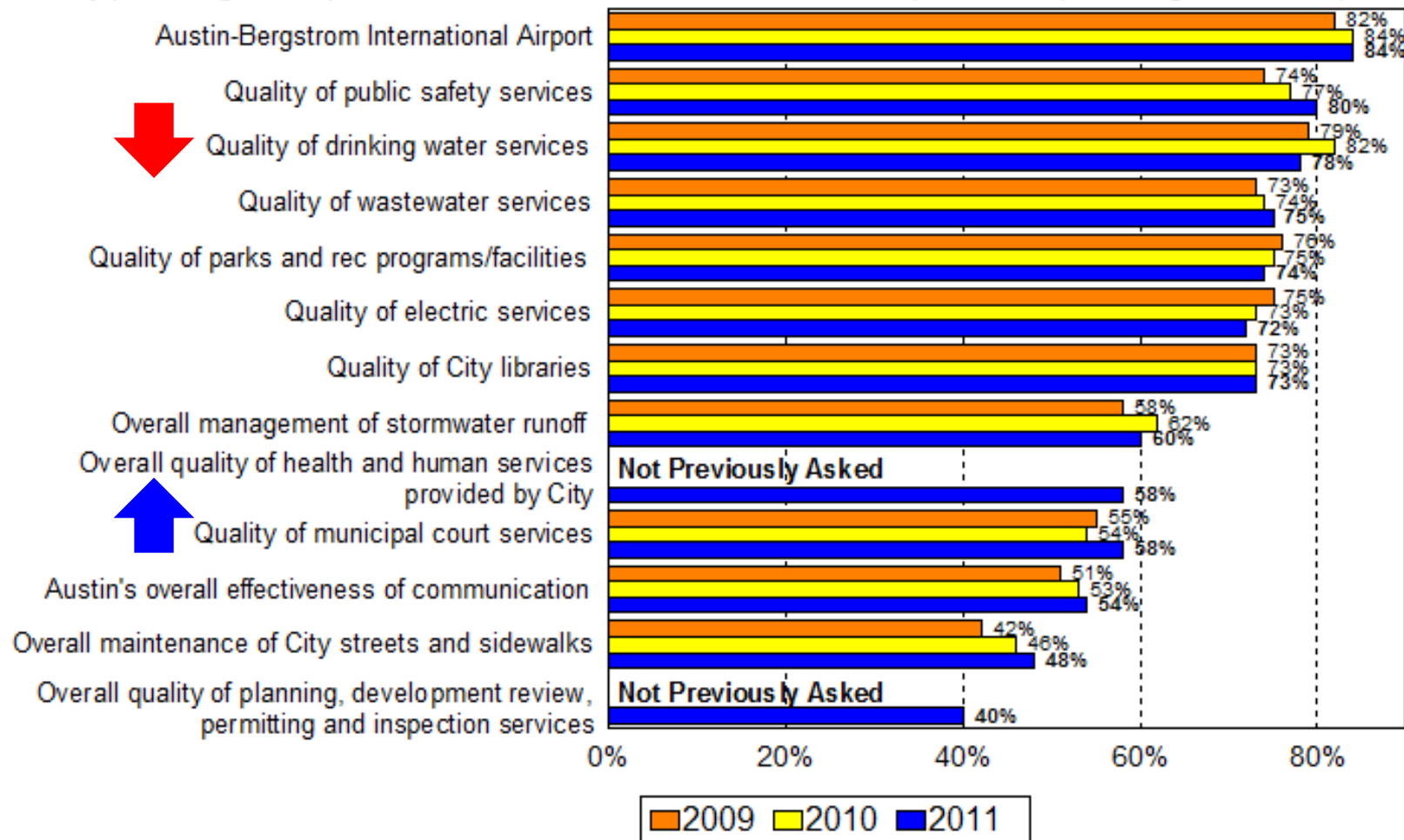
24

Significant Increases:

Significant Decreases:

# Overall Satisfaction With Various Aspects of City Services by Major Category - 2009, 2010 and 2011

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



**Trends**

25

Overall Satisfaction Improved or Stayed the Same in 7 of 11 Major Areas

Significant Increases:

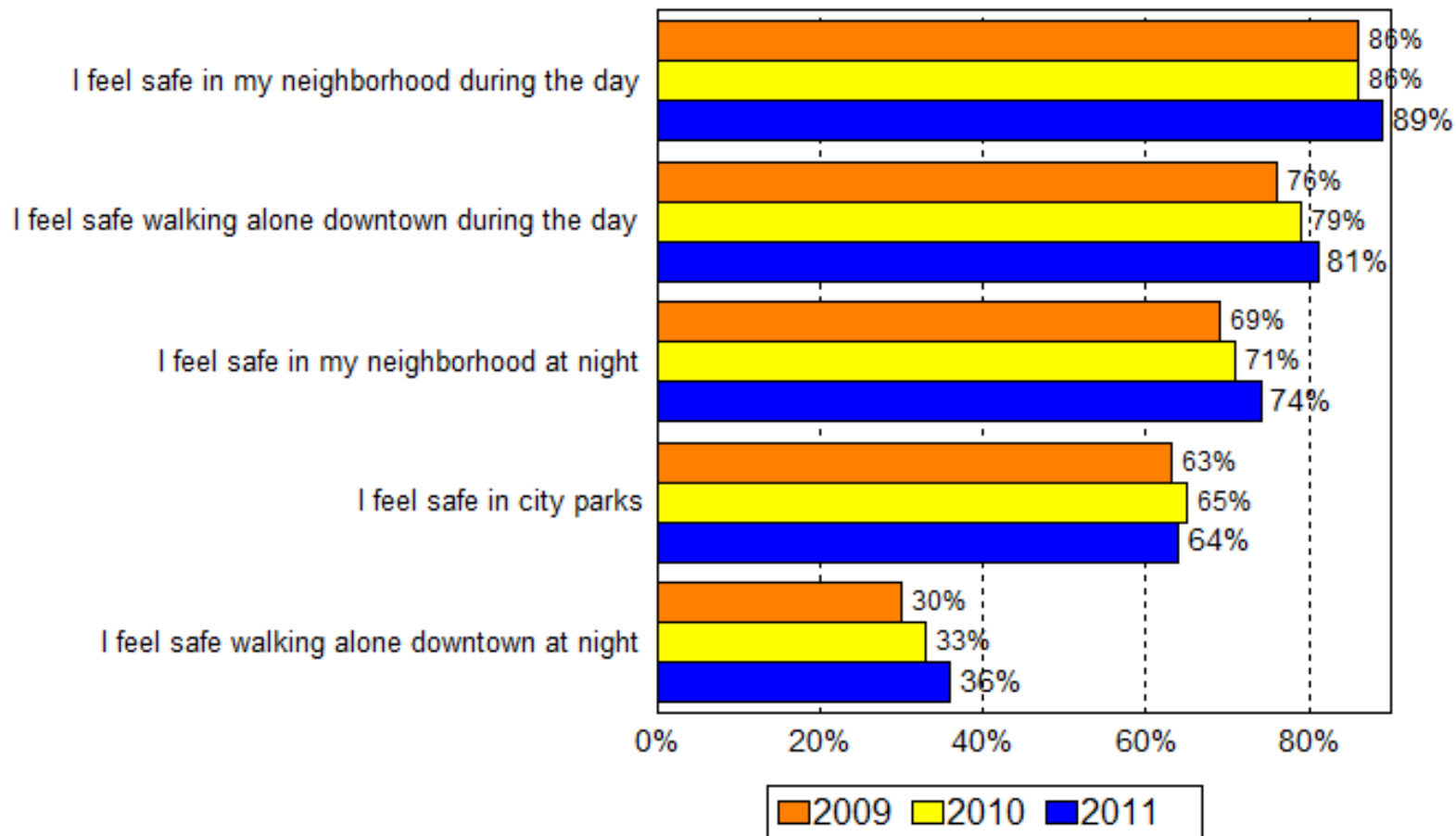


Significant Decreases:



# Perceptions of Public Safety and Security - 2009, 2010 and 2011

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



**Satisfaction with Public Safety and Security in Austin Continues to Improve In Most Areas**

***Trends***

26

Significant Increases:

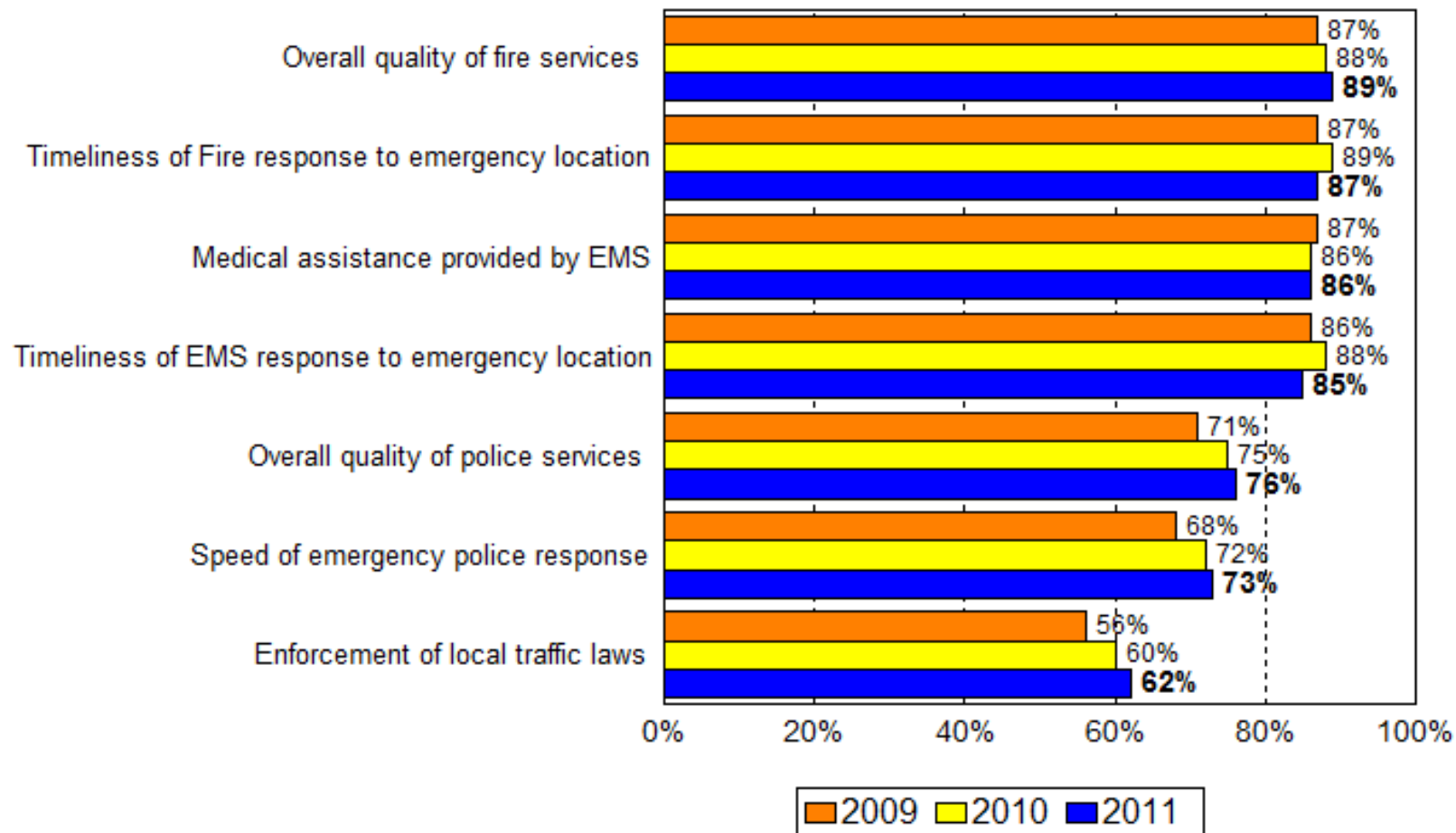


Significant Decreases:



# Satisfaction With Various Aspects of Public Safety by Major Category - 2009, 2010 and 2011

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



Satisfaction with Public Safety Improved or Stayed the Same in 5 of the 7 Public Safety Services Assessed

**Trends**

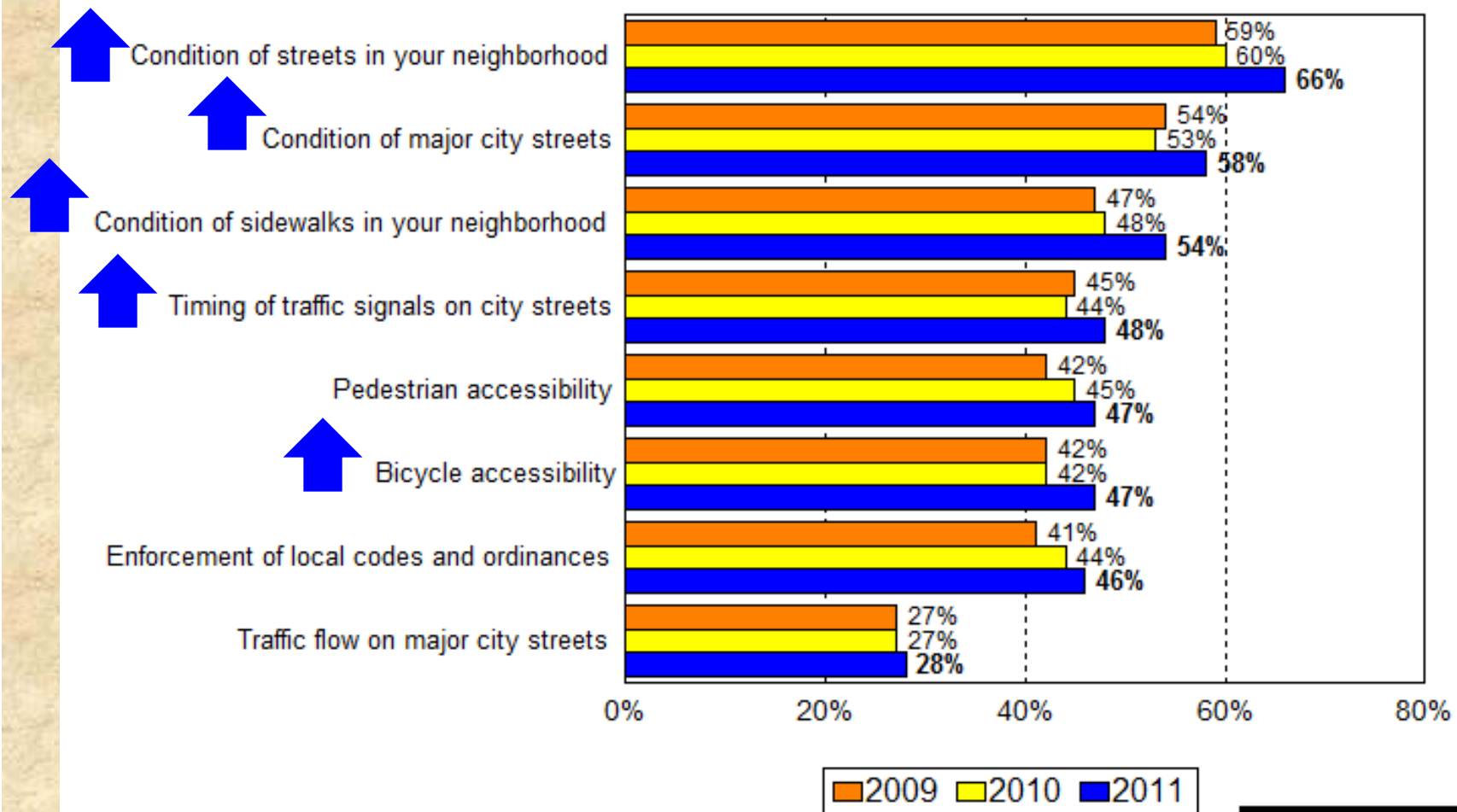
27

Significant Increases: ↑

Significant Decreases: ↓

# Satisfaction With Various Aspects of Maintenance and Appearance by Major Category - 2009, 2010 and 2011

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



**Trends**

**Satisfaction with Maintenance and Appearance Improved in ALL Areas**

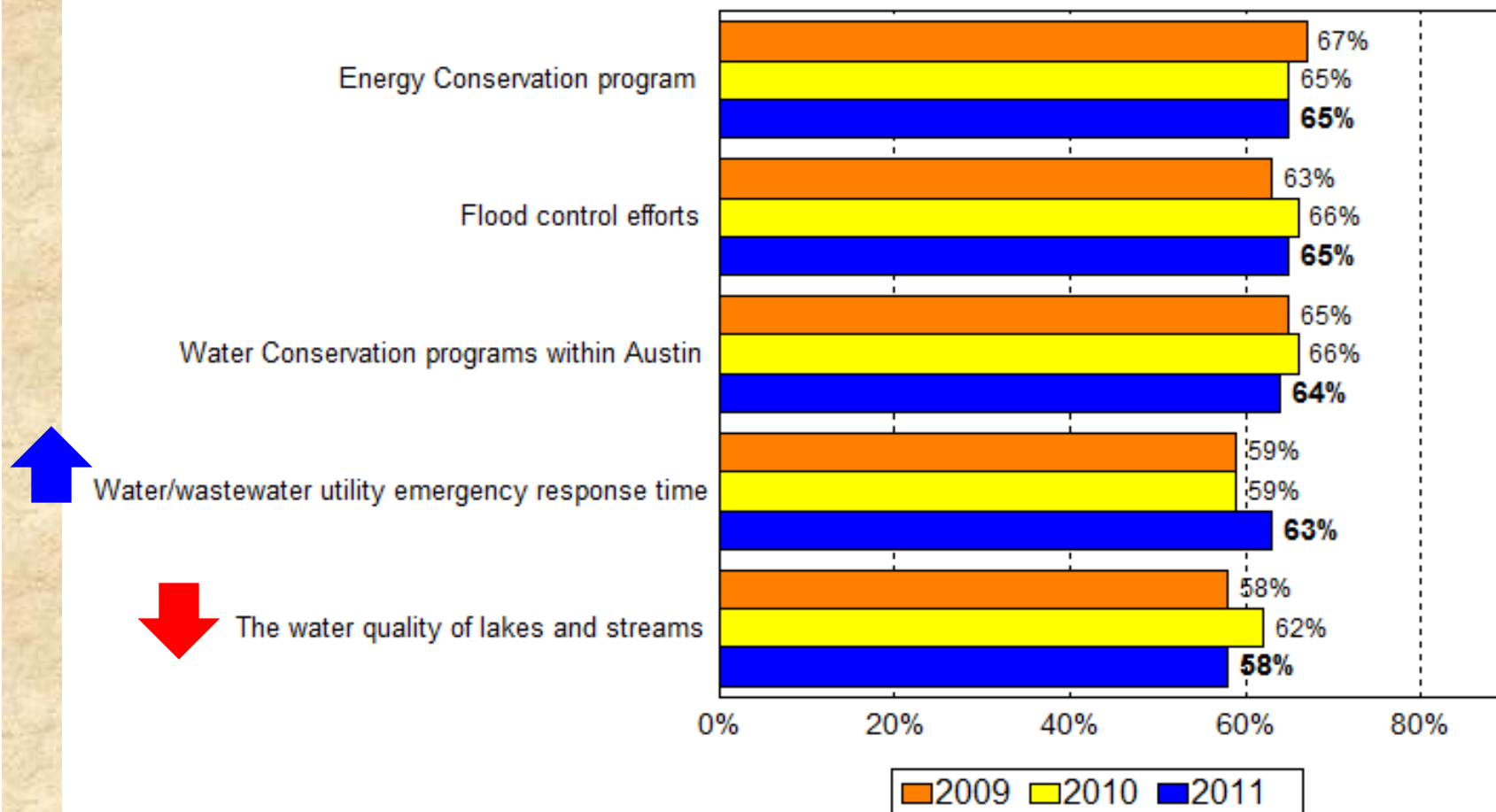
28

**Significant Increases:**

**Significant Decreases:**

# Satisfaction With Various Aspects of Environmental Services by Major Category - 2009, 2010 and 2011

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



Satisfaction with Water & Wastewater Emergency Response Time Improved

***Trends***

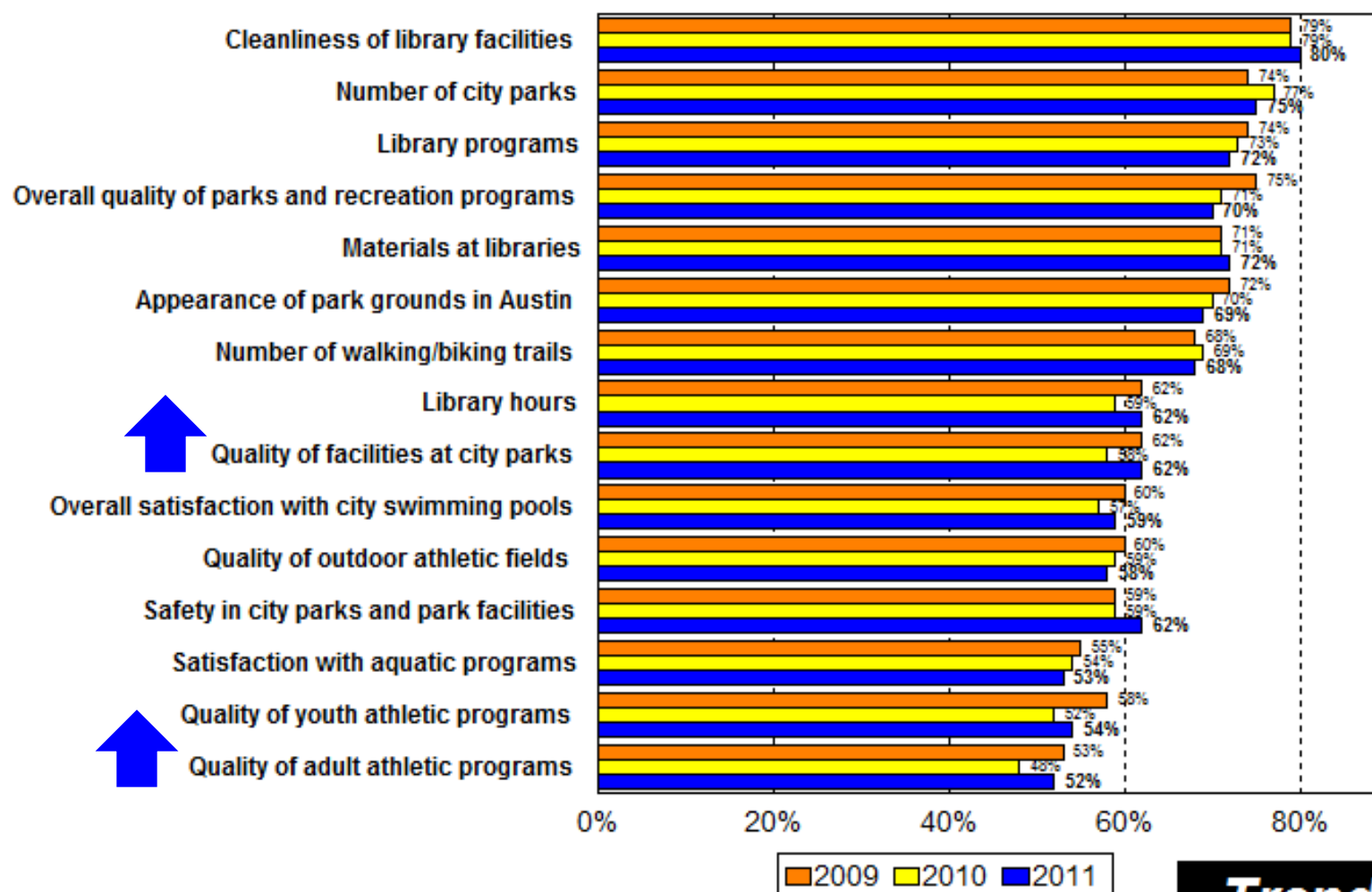
29

Significant Increases:

Significant Decreases:

# Satisfaction With Various Aspects of Recreation and Cultural Services by Major Category - 2009, 2010 and 2011

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



There Were Significant Improvements in Satisfaction in the Quality of Park Facilities and Adult Athletic Programs

**Trends**

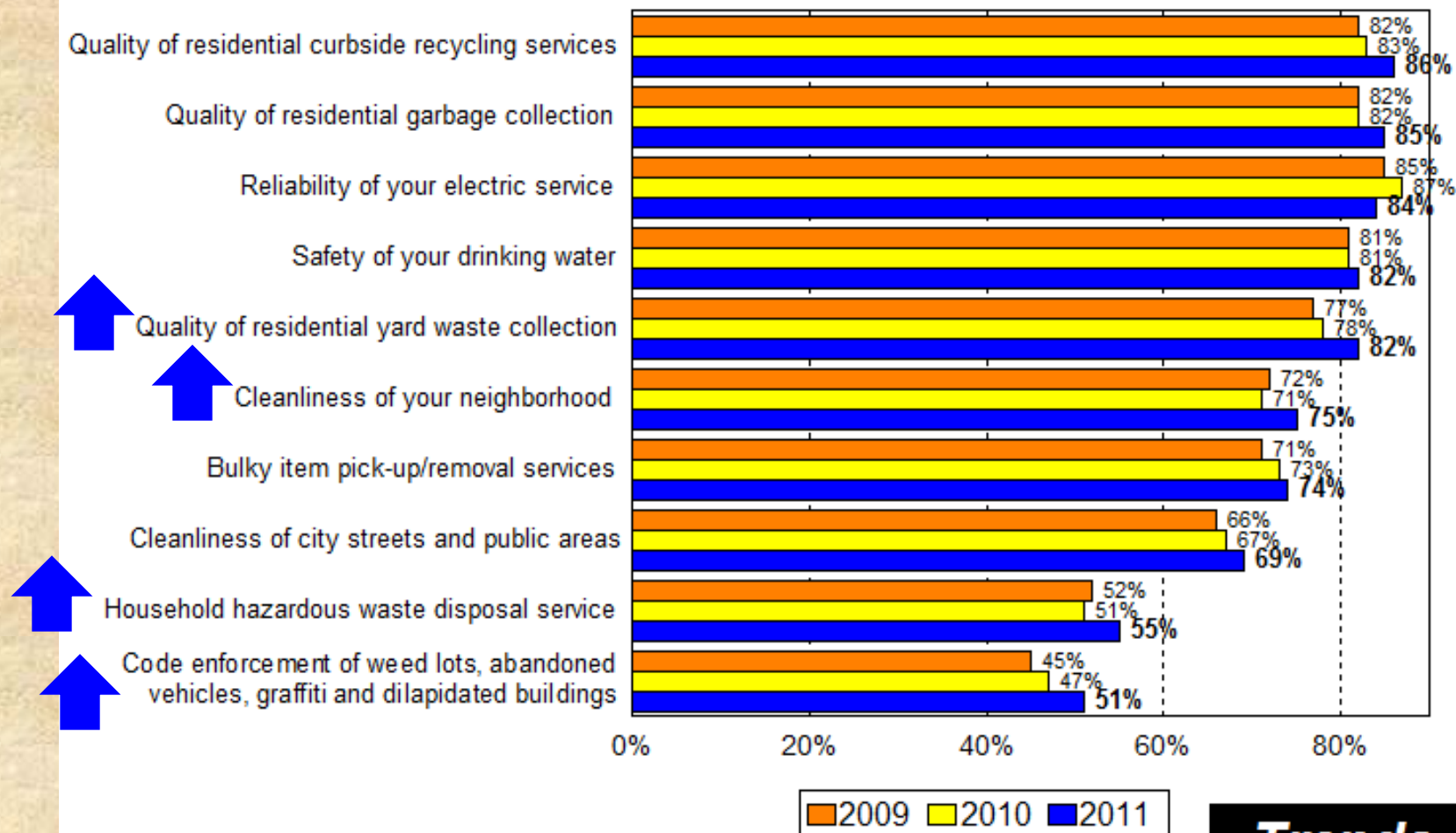
30

Significant Increases:

Significant Decreases:

## Satisfaction With Various Aspects of Residential and Neighborhood Services by Major Category - 2009, 2010 and 2011

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



***Trends***

31

**Satisfaction with Residential and Neighborhood Services Improved in 9 of the 10 Areas Assessed On the Survey**

**Significant Increases:**

**Significant Decreases:**

# Major Finding #5

## **Priorities for Investment**

# Importance-Satisfaction Rating

Austin, TX

## OVERALL

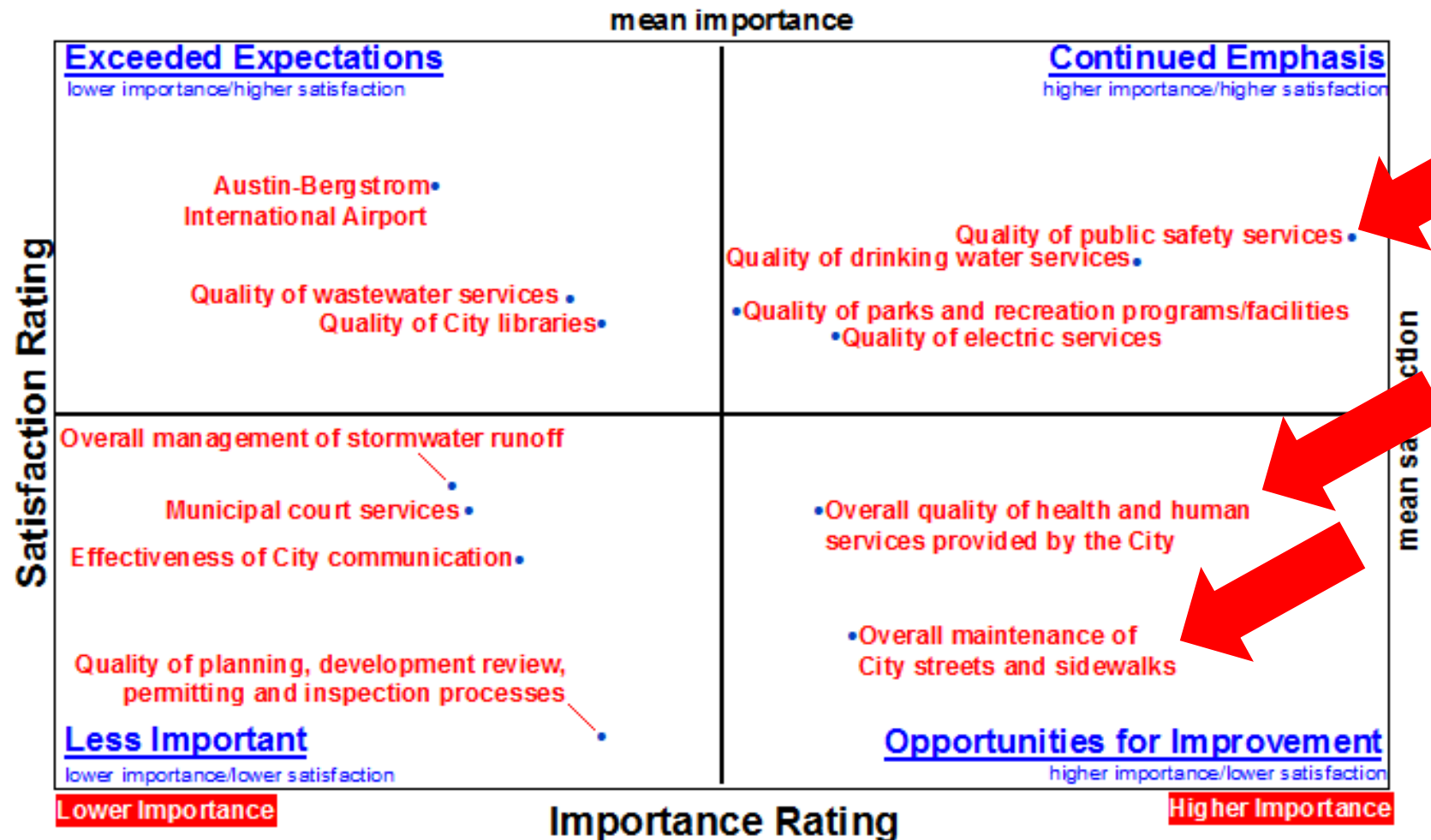
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Overall maintenance of City streets and sidewalks	28%	3	48%	12	0.1456	1
Quality of public safety services	58%	1	80%	2	0.1160	2
Overall quality of health and human services provided by City	26%	4	58%	9	0.1092	3
<b>Medium Priority (IS &lt;.10)</b>						
Quality of drinking water services	45%	2	78%	3	0.0990	4
Overall quality of planning, development review, permitting and inspection services	13%	8	40%	13	0.0780	5
Quality of electric services	27%	5	72%	7	0.0756	6
Quality of parks and rec programs/facilities	21%	6	74%	5	0.0546	7
Austin's overall effectiveness of communication	8%	10	54%	11	0.0368	8
Quality of City libraries	13%	7	73%	6	0.0351	9
Quality of wastewater services	11%	9	75%	4	0.0275	10
Quality of municipal court services	5%	11	58%	10	0.0210	11
Overall management of stormwater runoff	4%	12	60%	8	0.0160	12
Austin-Bergstrom International Airport	3%	13	84%	1	0.0048	13

Overall Priorities:

# 2011 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 (2011)

# Summary and Conclusions

- The City of Austin is Definitely Moving in the Right Direction
- The City of Austin Continues to Set the Standard for Other Large Cities
- Improvements to City Streets/Sidewalks, Police Services and Health/Human Services will have the most positive impact on overall satisfaction over the next year.

**AUSTIN IS #1**

# Questions ?

## THANK YOU