

# ***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**

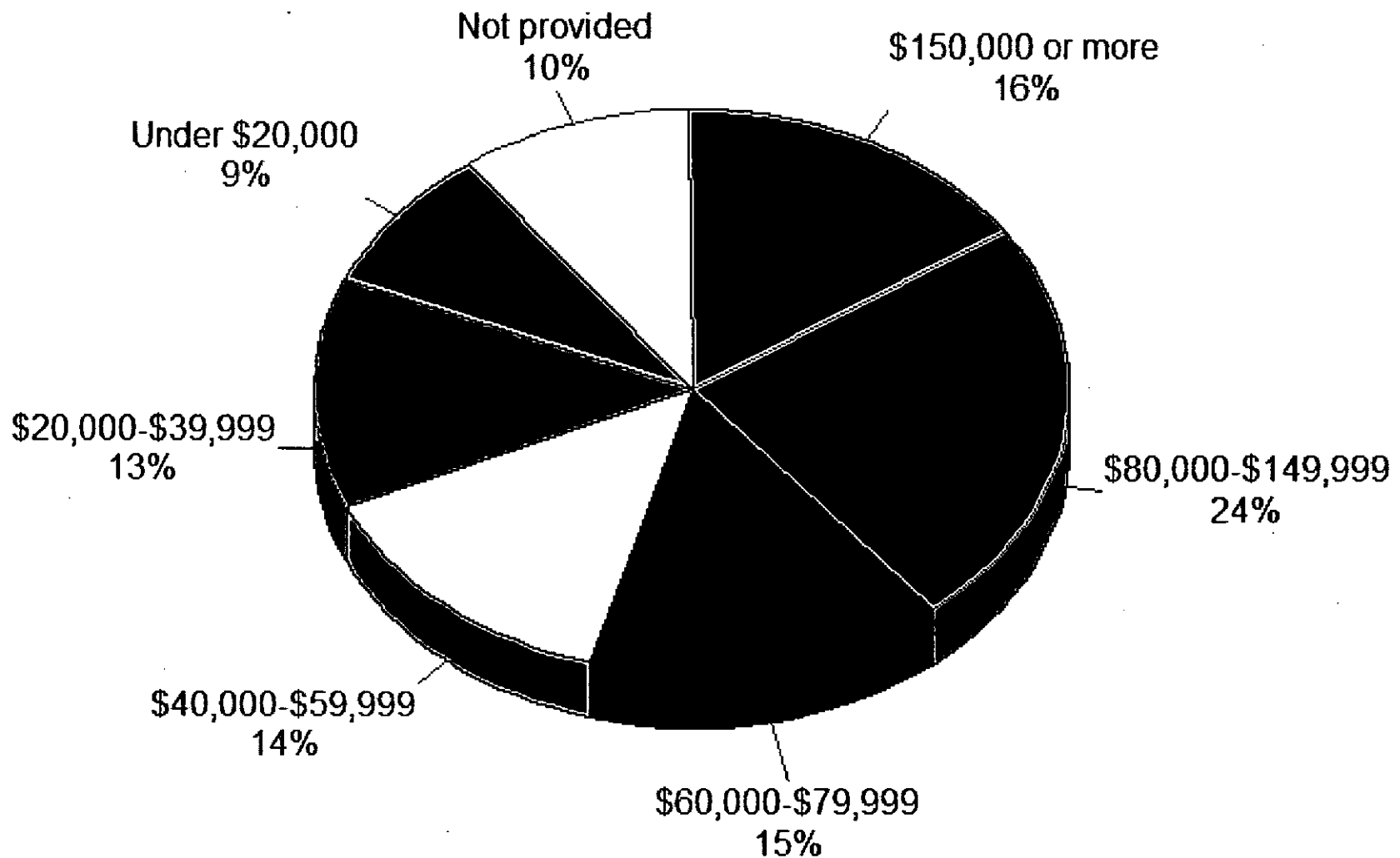
- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from 2009 to 2015**
- **To gather input from residents to help set budget priorities**
- **To compare Austin's performance with other large cities**

# 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

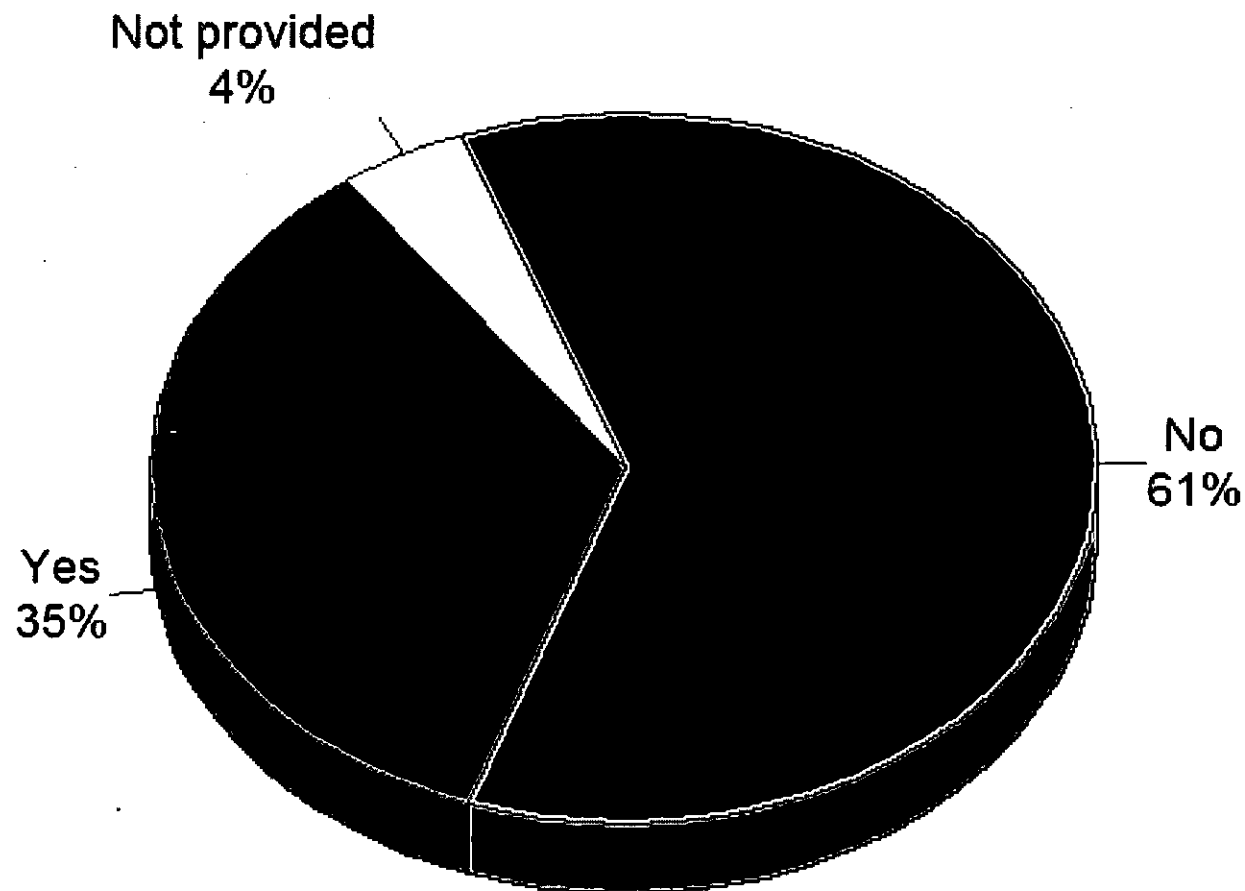


Source: ETC Institute DirectionFinder (2015 - Austin, TX)

Good Representation By INCOME

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

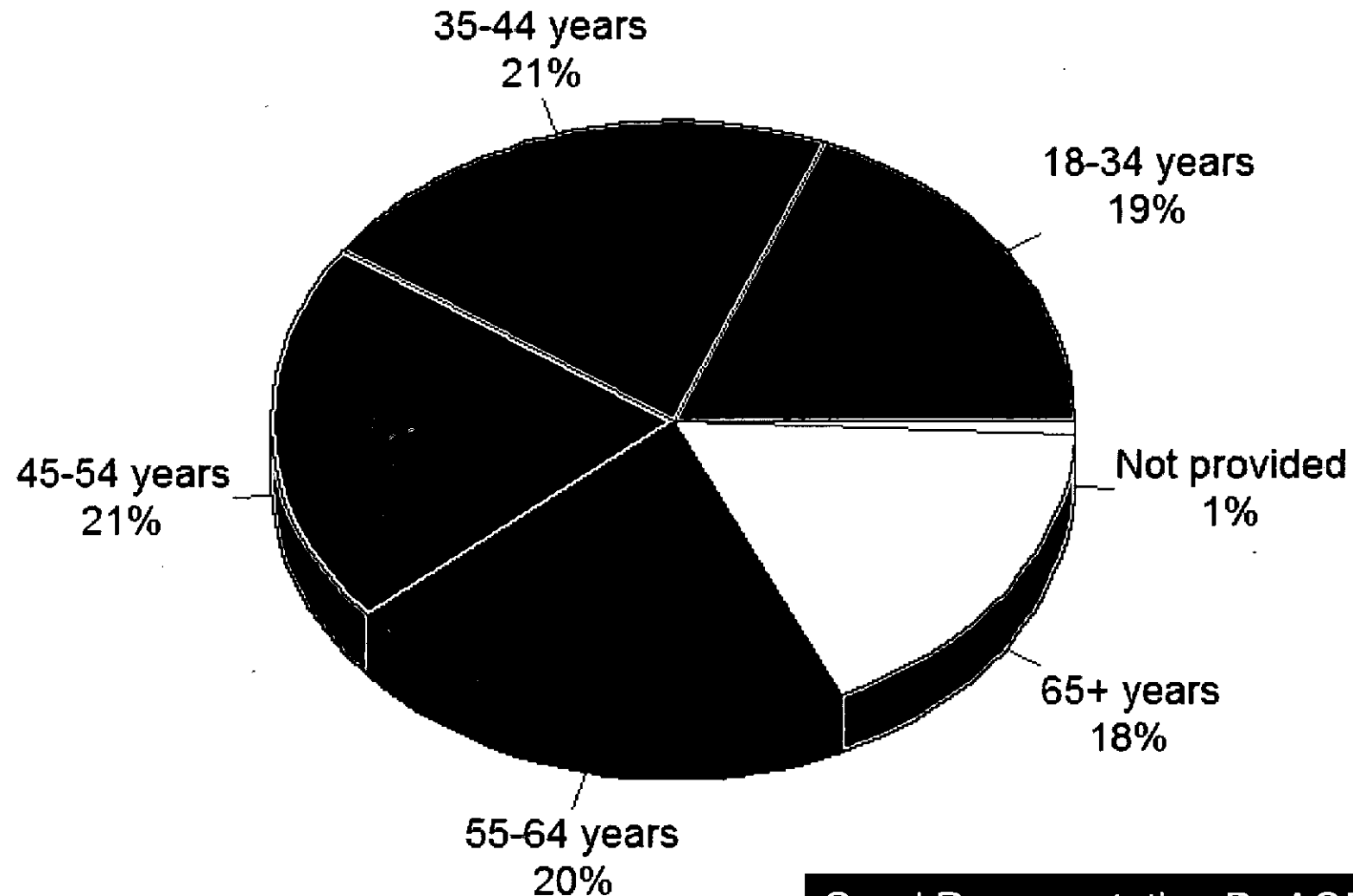
by percentage of respondents



Good Representation By  
HISPANIC ANCESTRY

## Q20. Demographics: Age of Respondents

by percentage of respondents

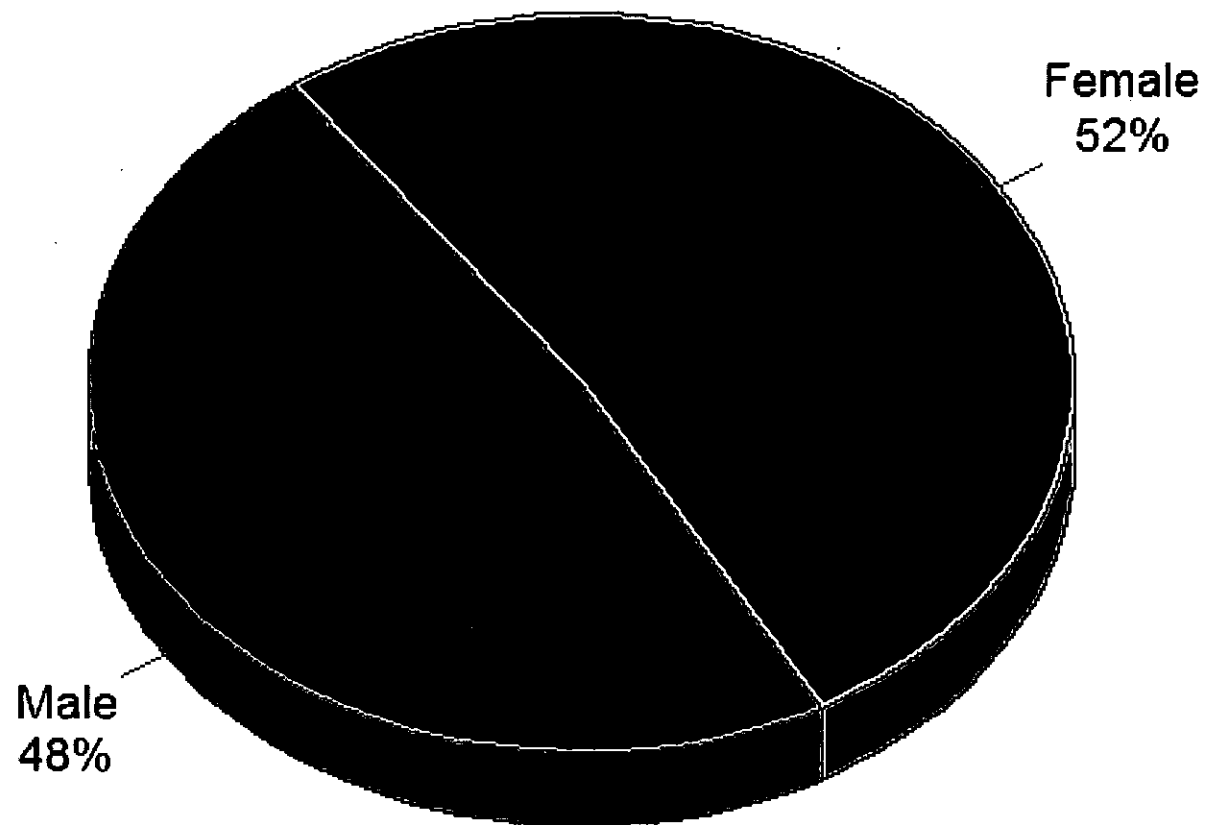


**Good Representation By AGE**

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

## Q25. Demographics: Gender

by percentage of respondents



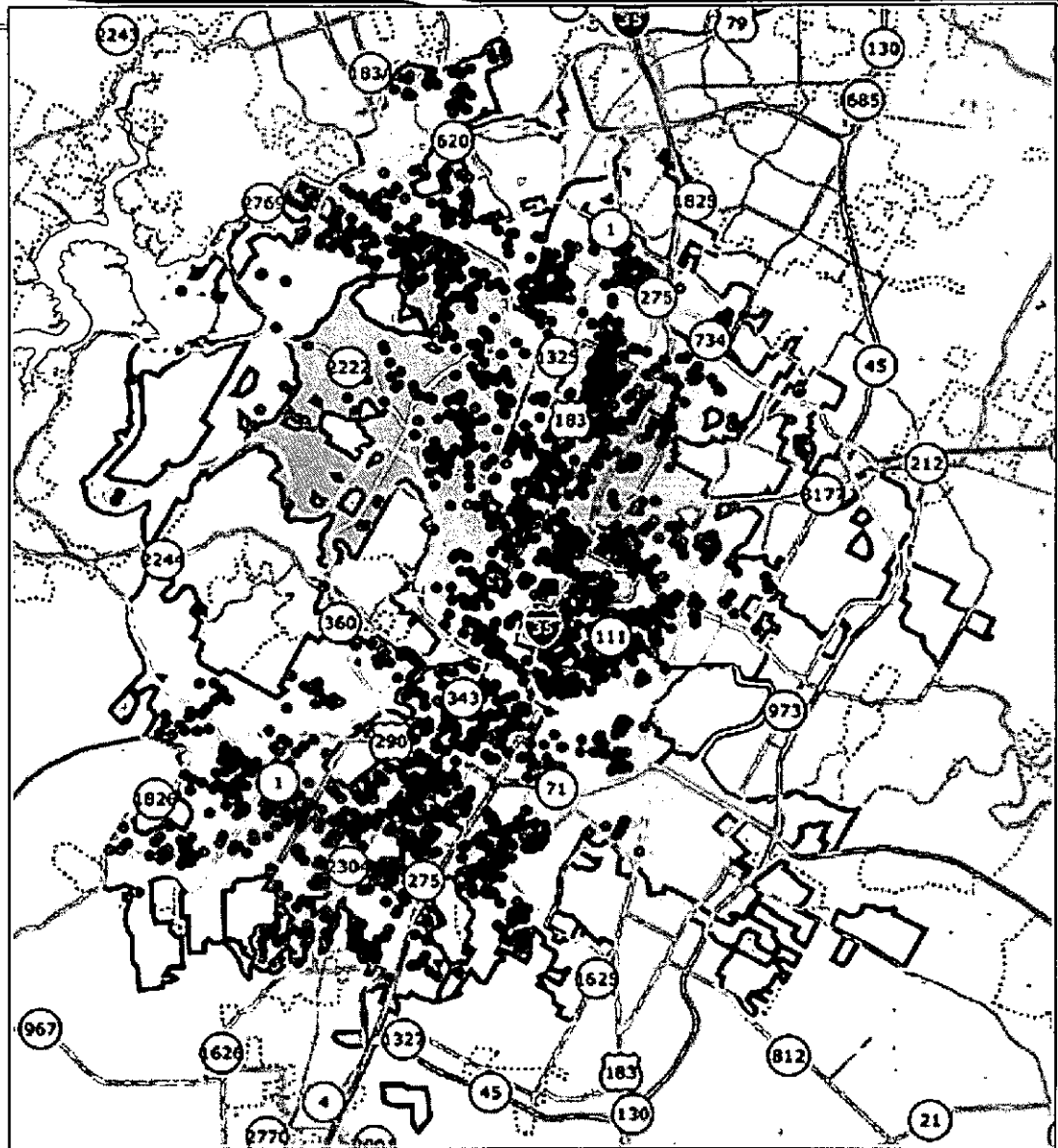
Good Representation By GENDER

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



# 2015 City of Austin Community Survey

## Location of Respondents



**"Excellent" Representation By LOCATION**

# Bottom Line Up Front

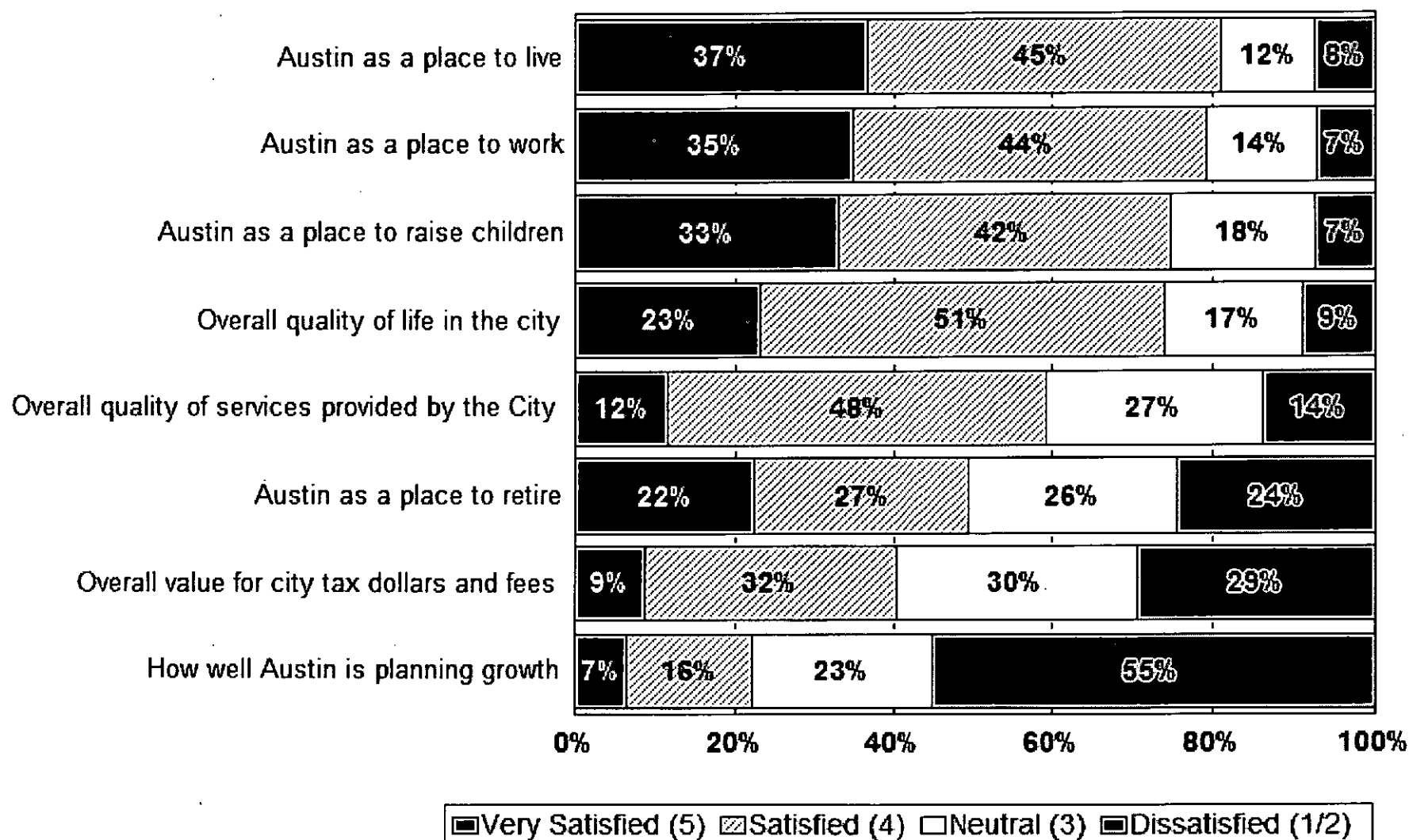
- Residents generally have a positive perception of the City
- Satisfaction is the same in most areas of the City
- Austin is setting the standard for customer service among other large U.S. cities with a population of more than 250,000
  - ❑ Overall satisfaction with City services rated 11% above the 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:**
  - ❑ Traffic Flow 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

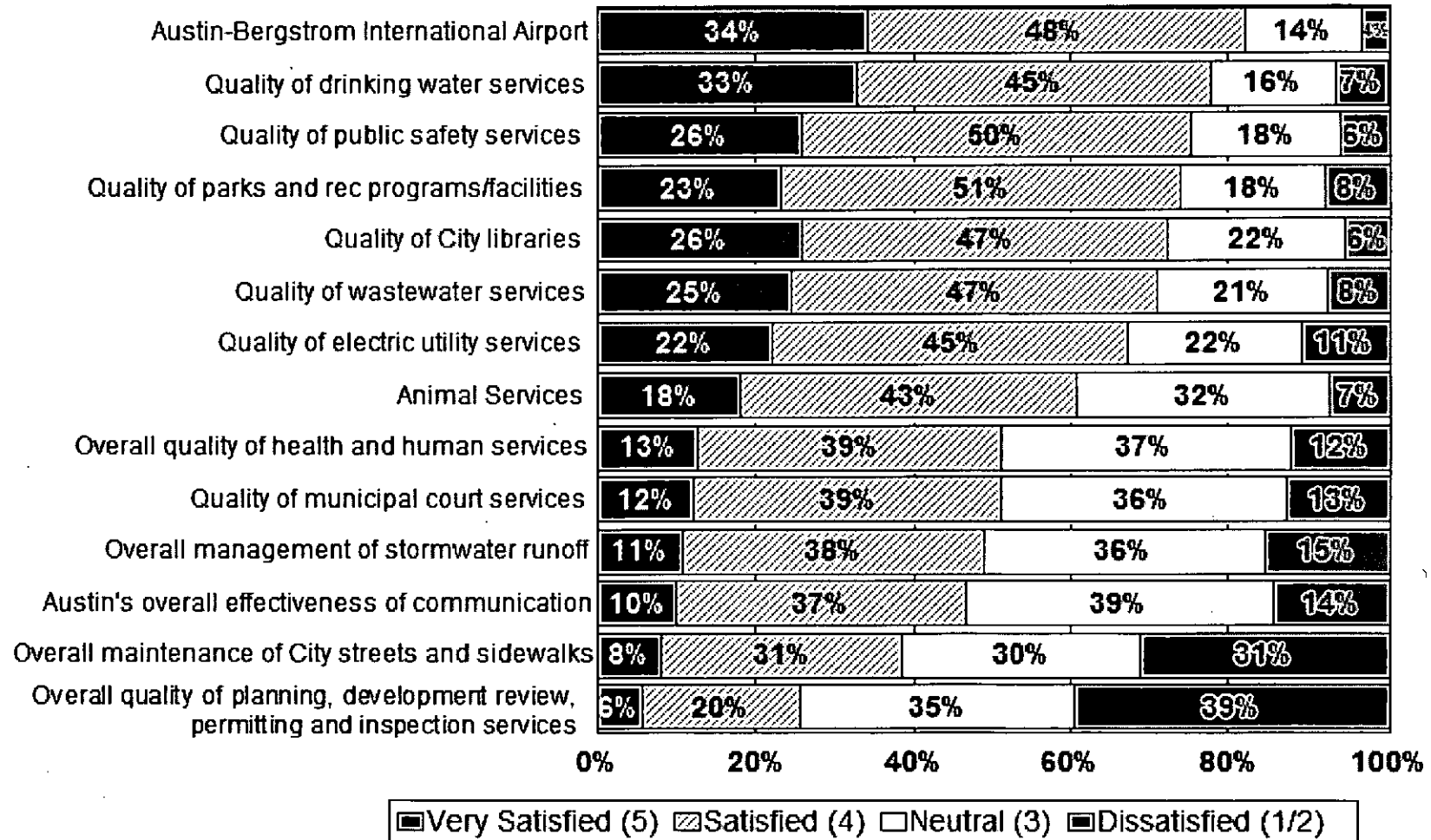
by percentage of respondents (excluding don't knows)



**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

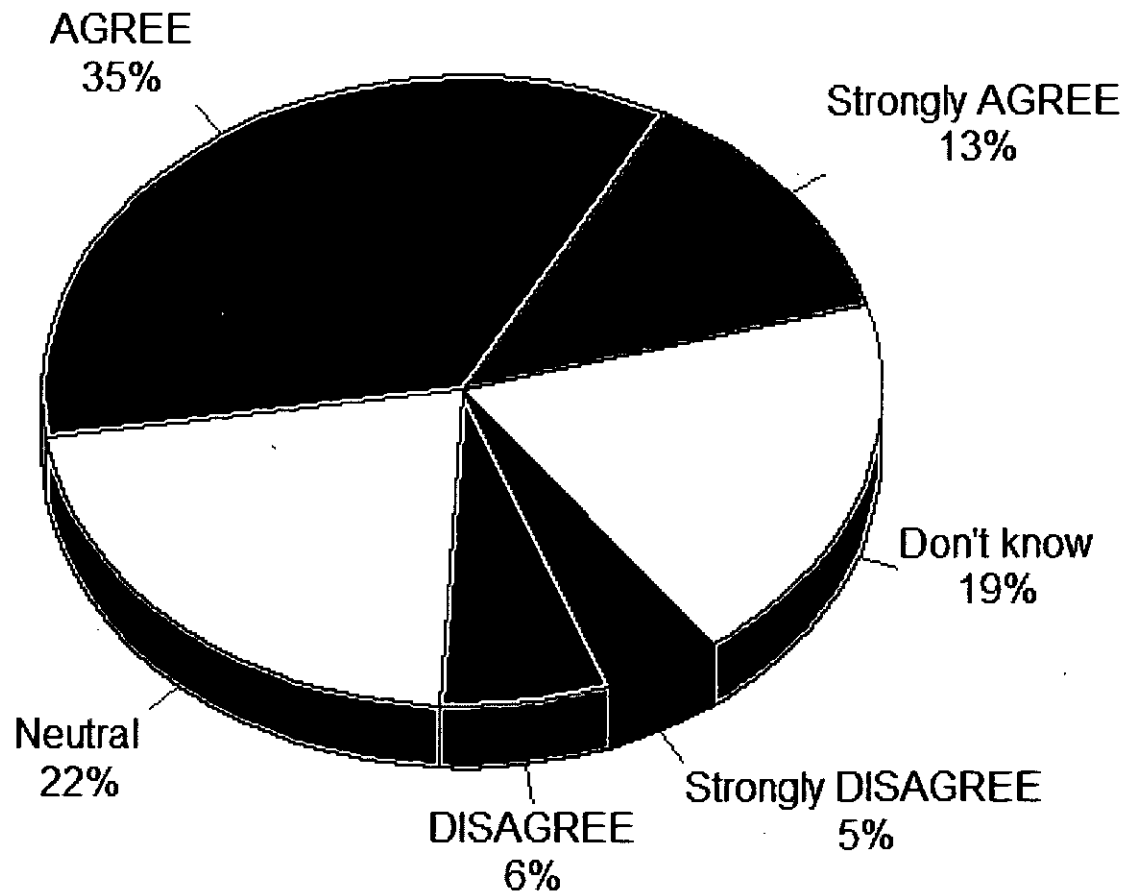
by percentage of respondents (excluding don't knows)



**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



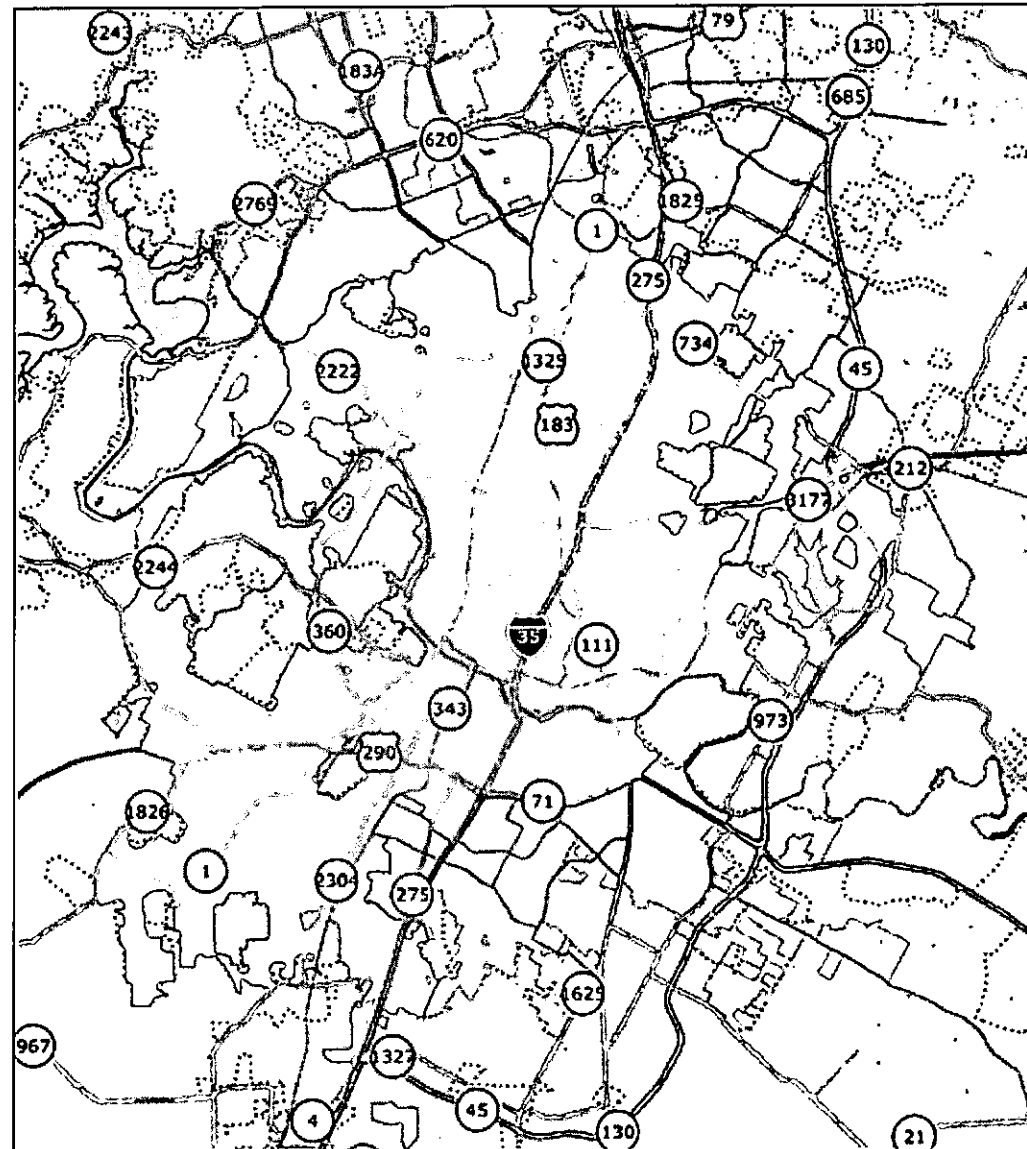
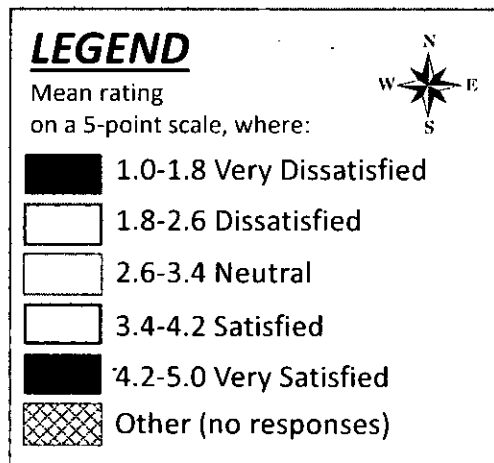
**Only 11% of the Residents Surveyed Disagreed**

## *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**



**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

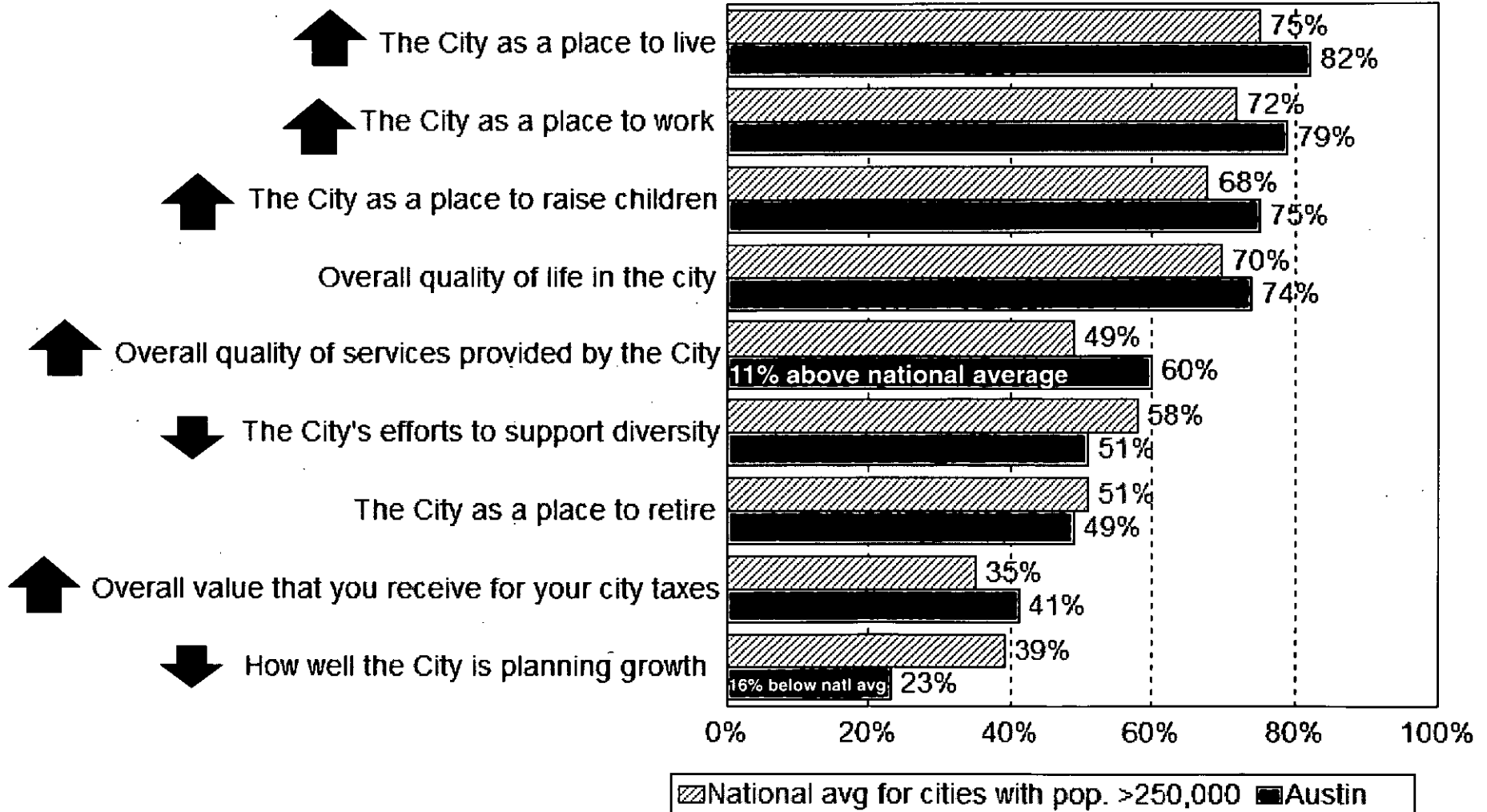
- Arlington County, VA
- Arlington, TX
- Austin, TX
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Durham, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Houston, TX
- Indianapolis, IN
- Johnson County, KS
- Kansas City, MO
- Las Vegas, NV
- Mecklenburg County, NC
- Miami-Dade County, FL
- Minneapolis, MN
- 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: ↑

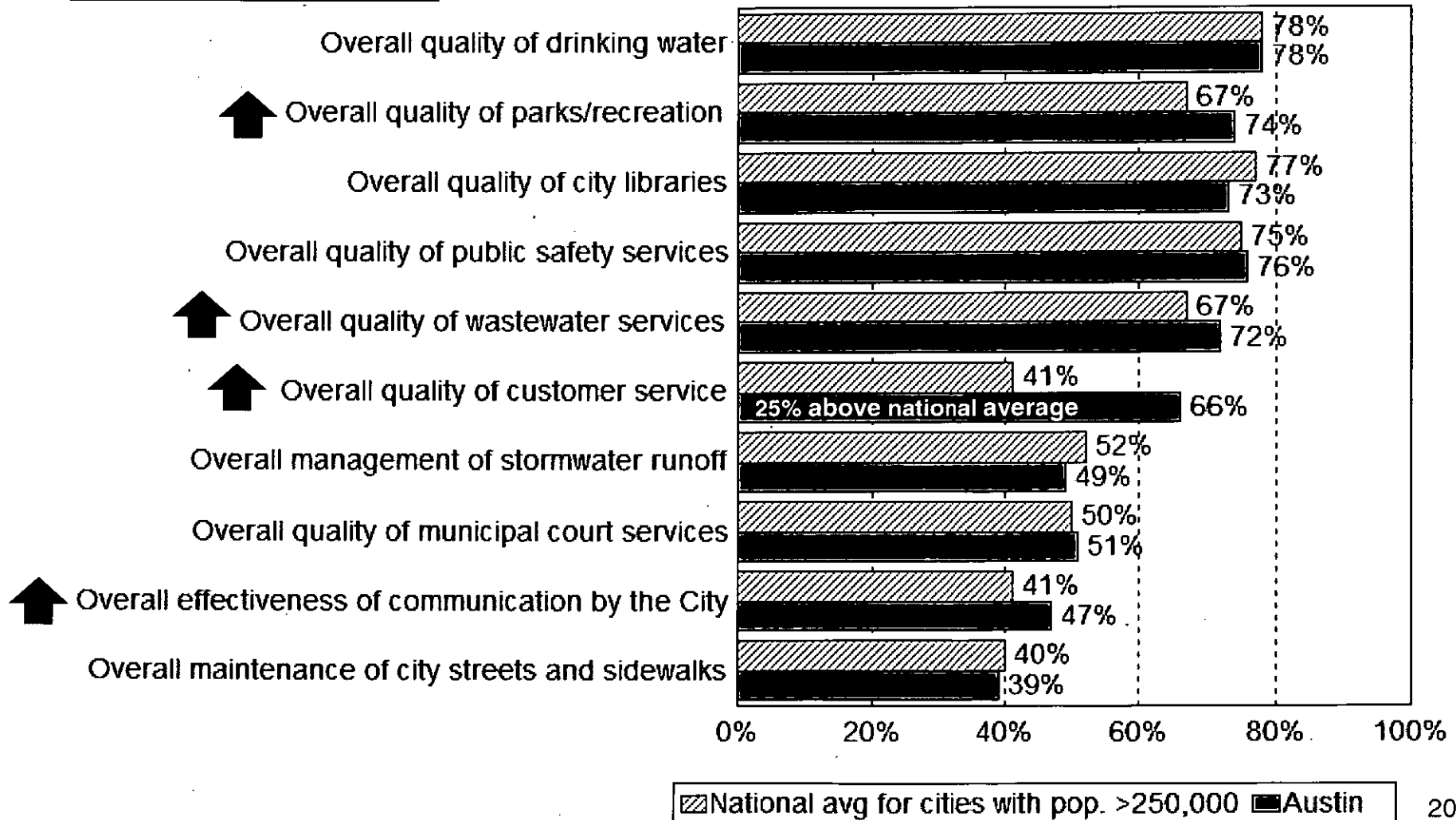
Significantly Lower: ↓

# 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: ↑

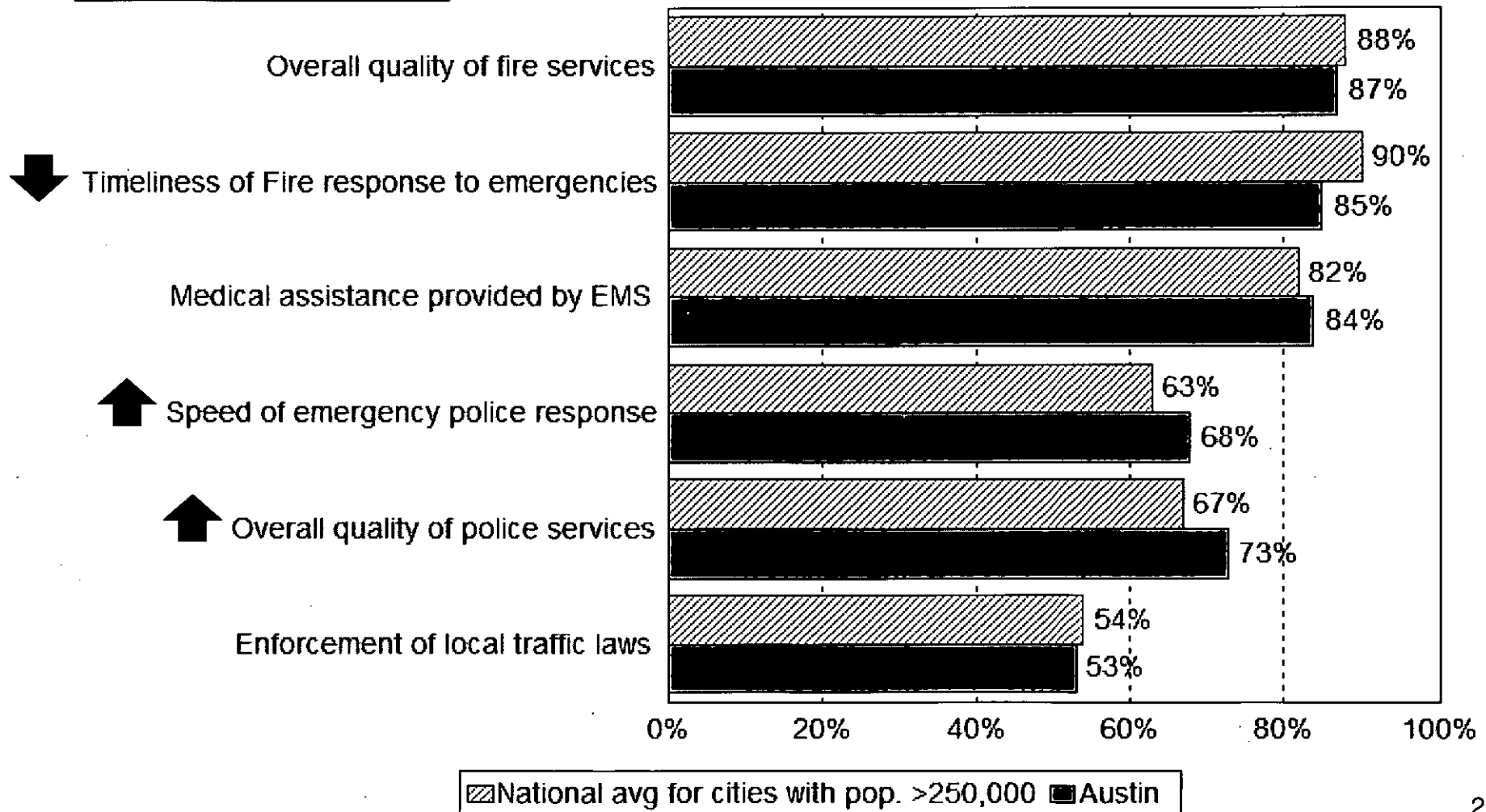
Significantly Lower: ↓

# 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

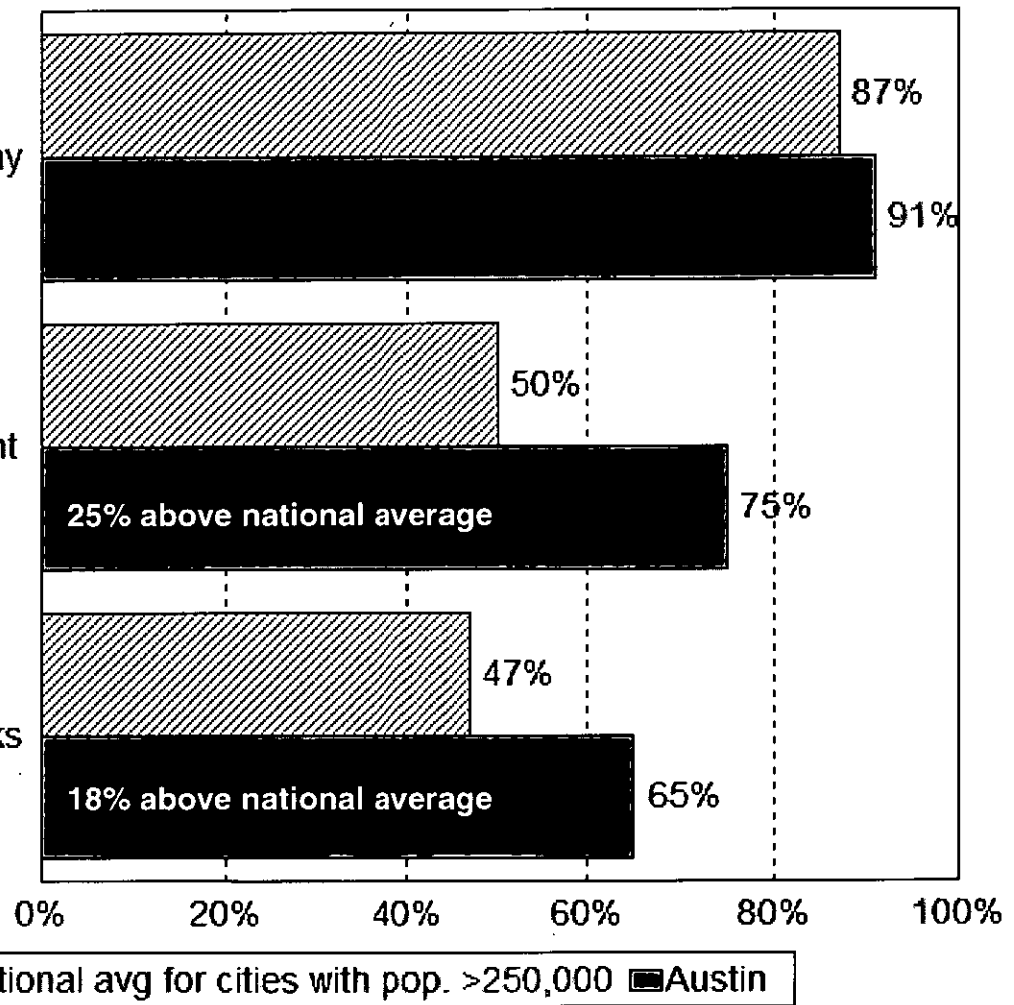
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "strongly agree"

### National Comparisons

I feel safe in my neighborhood during the day

↑ I feel safe in my neighborhood at night

↑ I feel safe in city parks



Significantly Higher: ↑

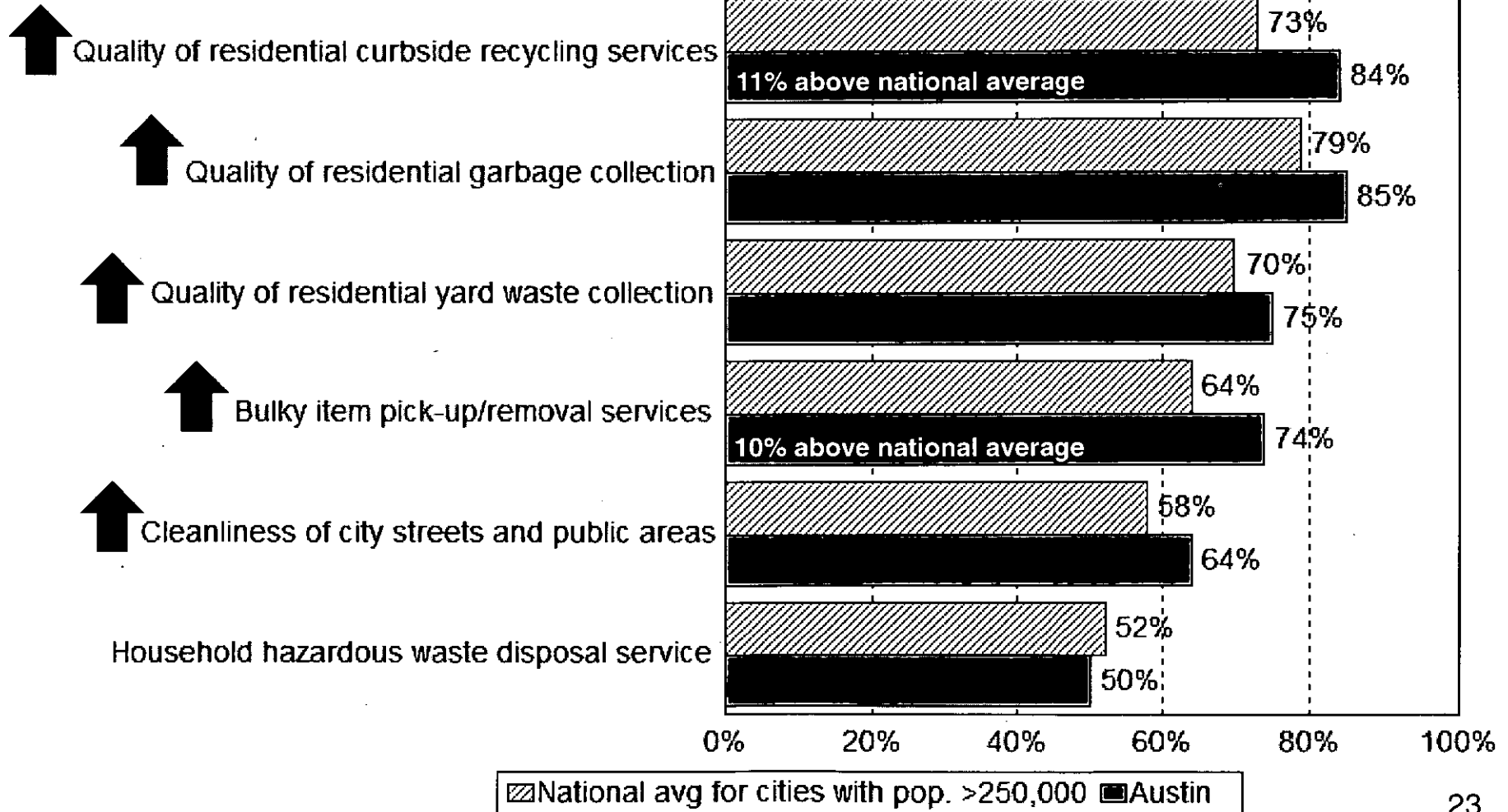
Significantly Lower: ↓

# 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



23

Significantly Higher: ↑

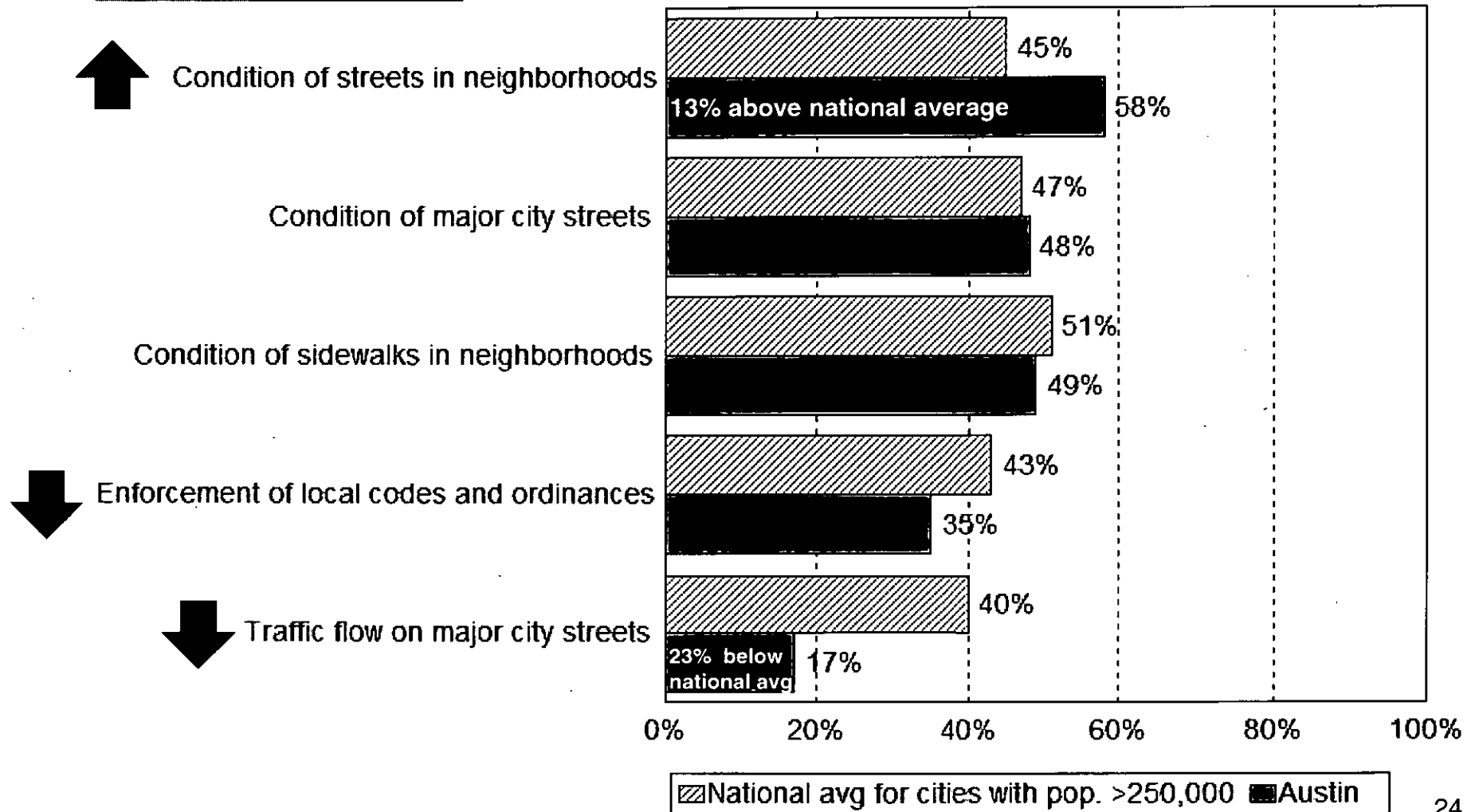
Significantly Lower: ↓

# 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



24

Significantly Higher: ↑

Significantly Lower: ↓

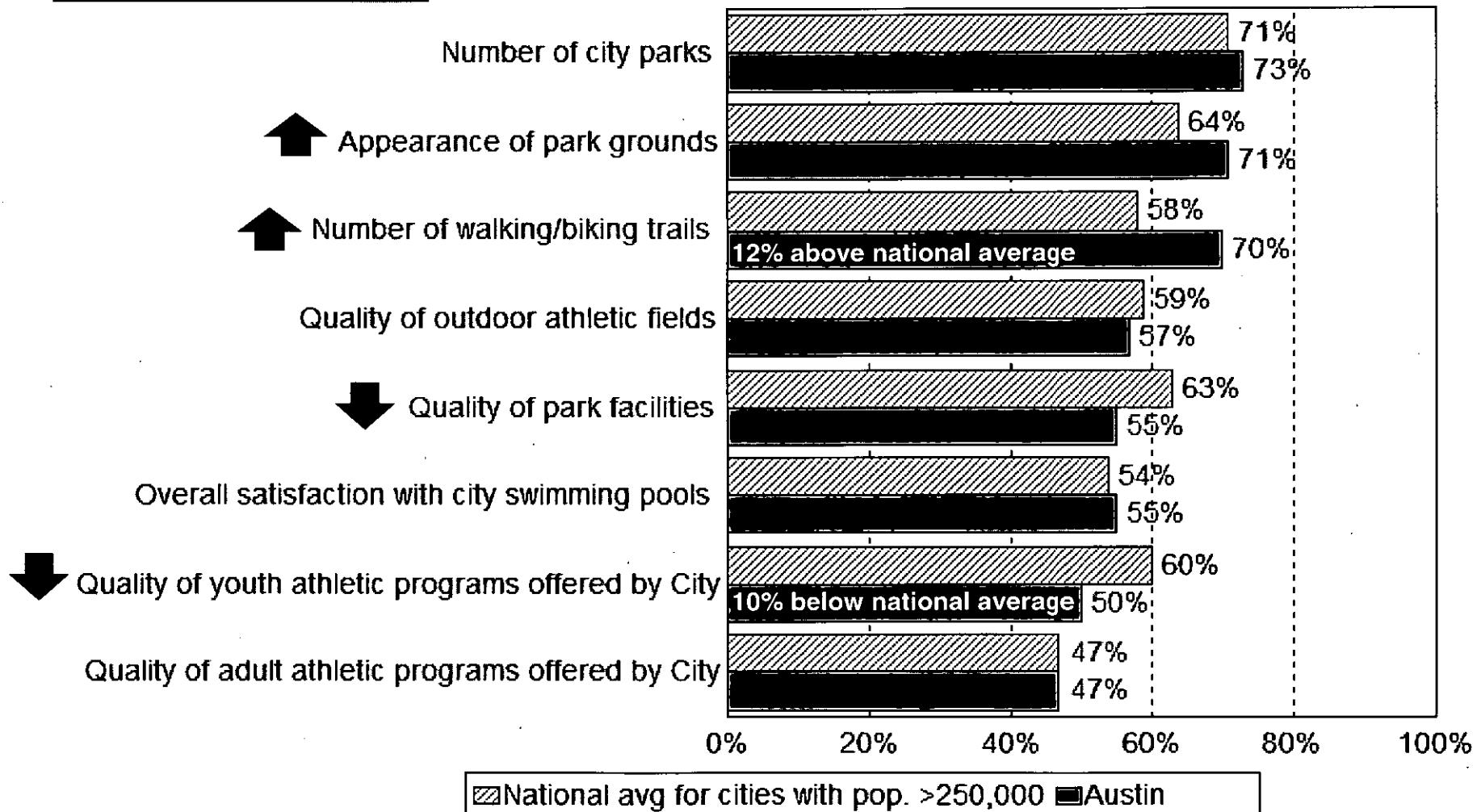


# Satisfaction with Parks and Recreation Services

## 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



25

Significantly Higher: ↑

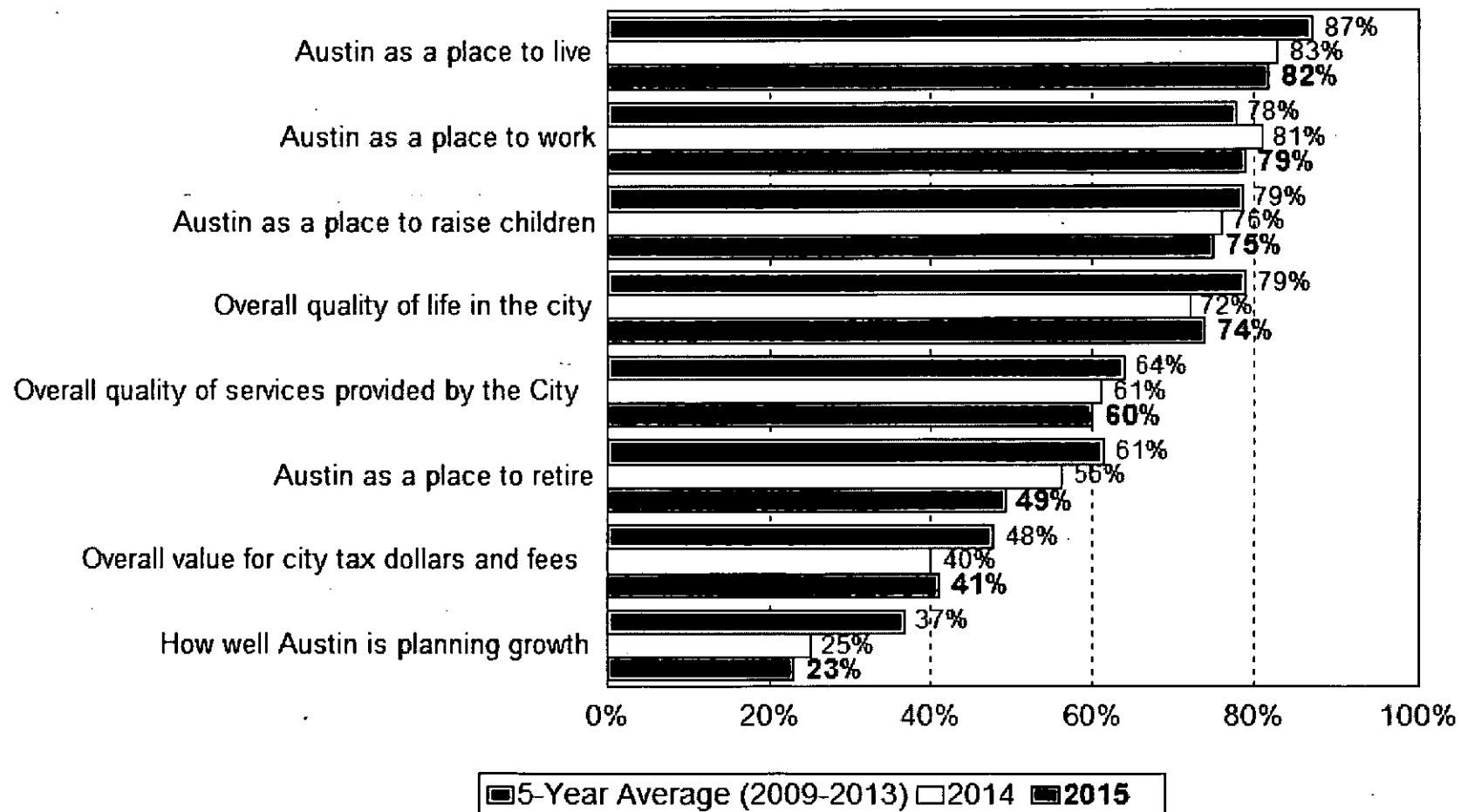
Significantly Lower: ↓

## *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)

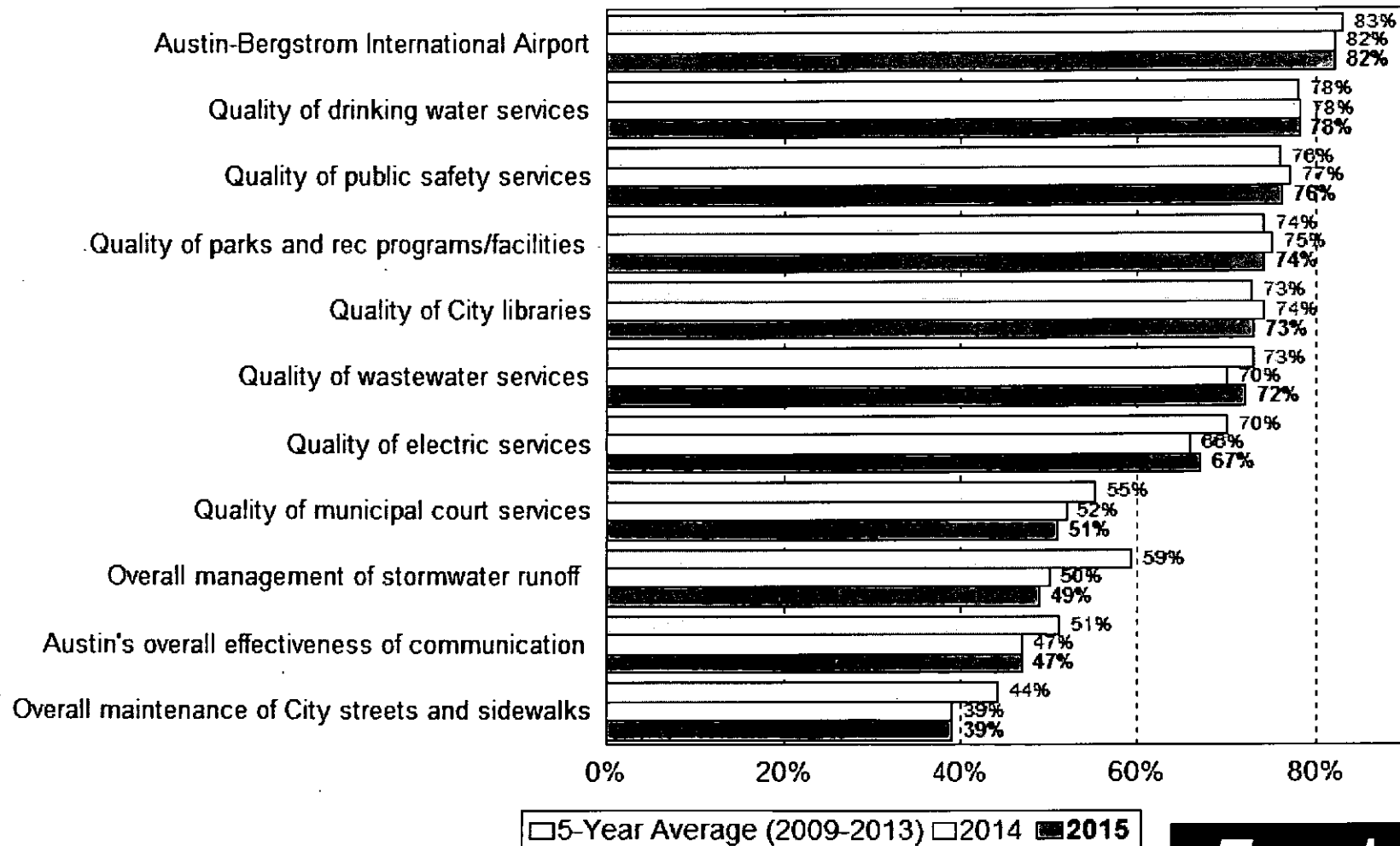


The Most Significant Change from 2009 to 2015  
Involved How Well Austin is Planning Growth

**Trends**

# 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)

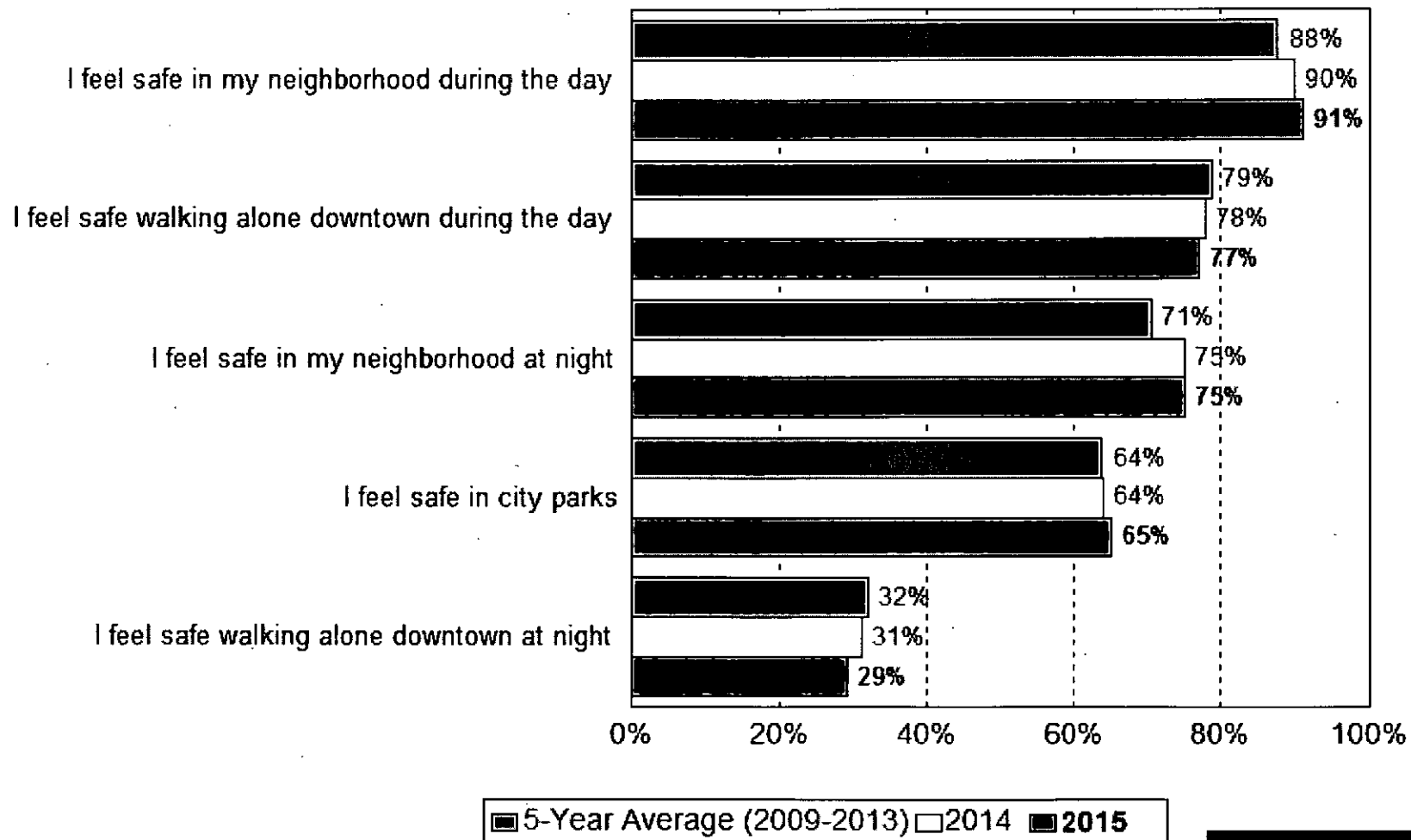


***Trends***

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)



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

**Trends**

# *Major Finding #5*

Opportunities for  
Improvement

# Importance-Satisfaction Rating

Austin, TX

## Maintenance and Appearance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
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### TRAFFIC FLOW IS THE TOP PRIORITY FOR RESIDENTS

#### 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**

**STREET 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
<b>Very High Priority (IS &gt; .20)</b>						
Overall maintenance of City streets and sidewalks	34%	3	39%	13	0.2106	1
<b>High Priority (IS .10-.20)</b>						
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
<b>Medium Priority (IS &lt; .10)</b>						
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

**2<sup>nd</sup> 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
<b>High Priority (IS .10-.20)</b>						
Overall quality of police services	44%	1	72%	5	0.1224	1
Speed of emergency police response	33%	2	67%	6	0.1066	2
<b>Medium Priority (IS &lt;.10)</b>						
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

# 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
<b><u>High Priority (IS .10-.20)</u></b>						
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
<b>High Priority (IS .10-.20)</b>						
Safety in City parks and park facilities	41%	1	58%	9	0.1726	1
<b>Medium Priority (IS &lt;.10)</b>						
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
<b>High Priority (IS .10-.20)</b>						
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
<b>Medium Priority (IS &lt;.10)</b>						
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 customer service 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:**
  - ❑ Traffic Flow 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!!