

# *City of Austin*

# *2013 Community Survey*

# *Findings*

Presented by  
*ETC Institute*

November 2013



# 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 2013**
- **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, 2010, 2011 and 2012
- **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:**
  - 1,260 completed surveys
- **Confidence level: 95%**
- **Margin of error: +/- 2.7% overall**

# 2013 Sample vs. Census

Demographic	Census	2013 Survey (excluding refusals)
Hispanic	35%	35%
Non-Hispanic	65%	65%
Male	51%	48%
Female	49%	52%
White	68%	61%
African-American	8%	12%
Asian	6%	4%
American Indian	1%	1%
Other/Multiple	16%	22%

# Location of Respondents



# 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 14% above the large national average
  - Customer service rated 26% above the large national average
- **City investment/communication priorities that will have the most positive impact on overall satisfaction over the next year:**
  - Maintenance of City streets and sidewalks
  - Public safety services
  - Planning, development review, permitting and inspection services

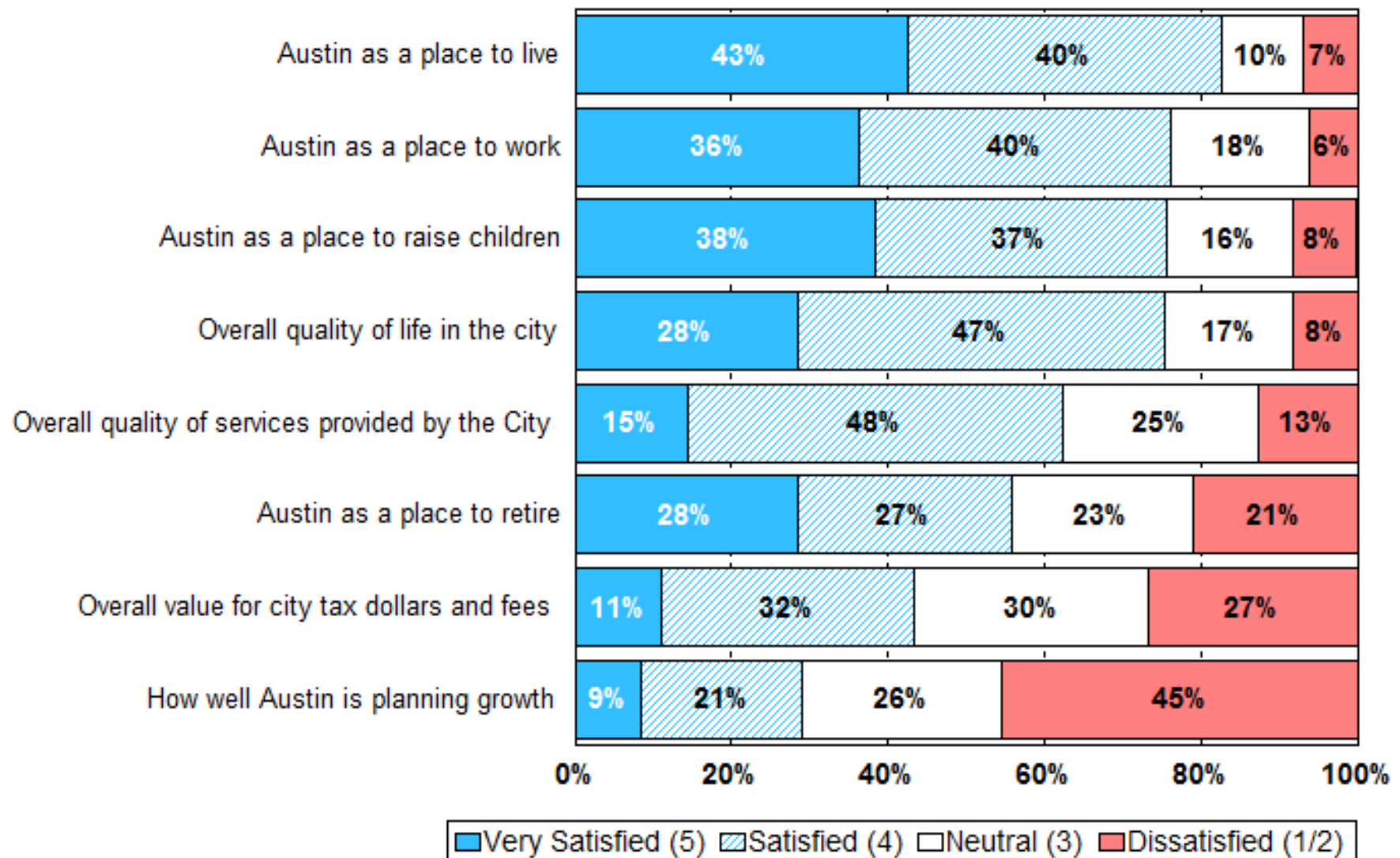
# *Major Finding #1*

Residents Generally Have a  
Positive Perception of the City



# Q1. Perception Residents Have of the City

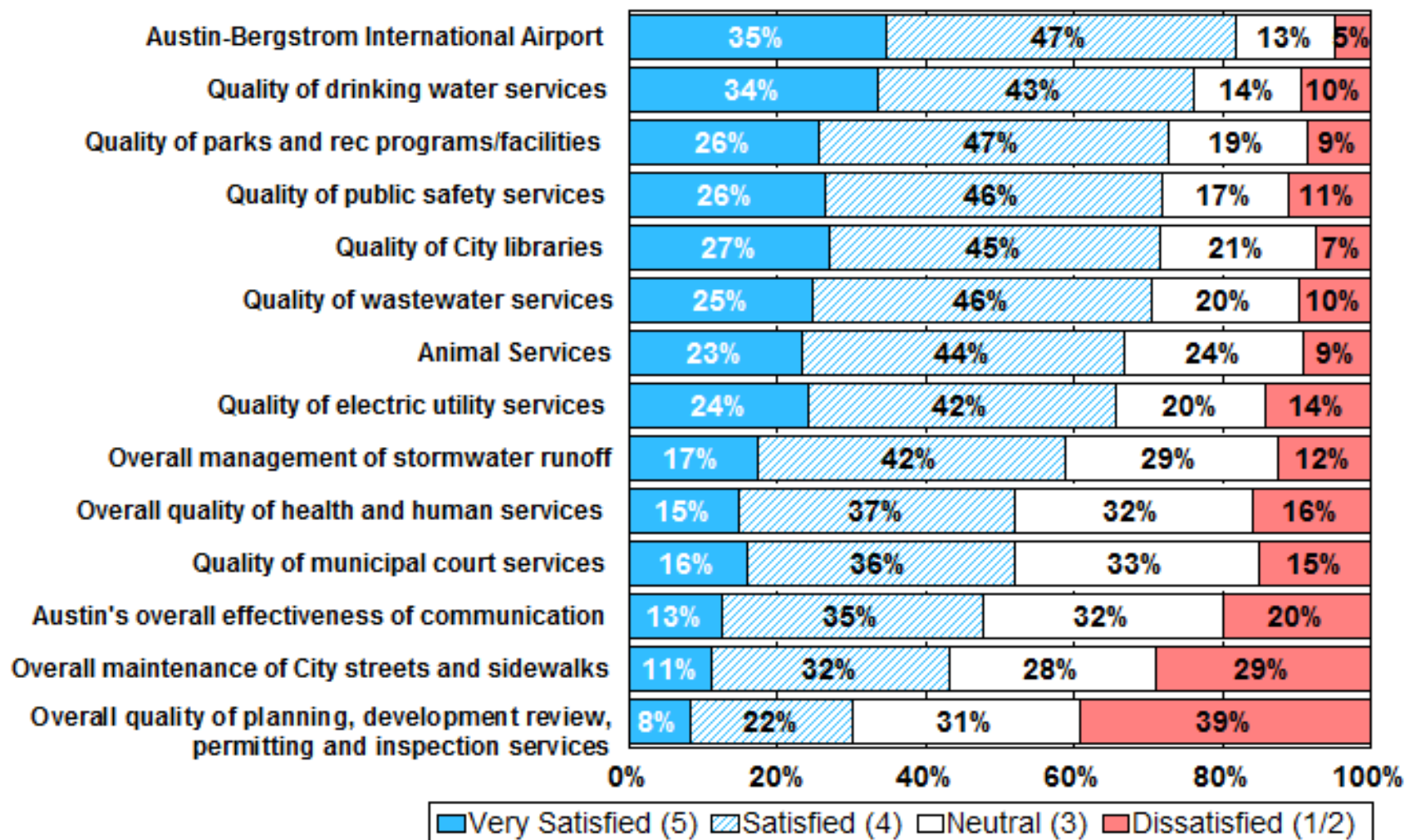
by percentage of respondents (excluding don't knows)



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

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

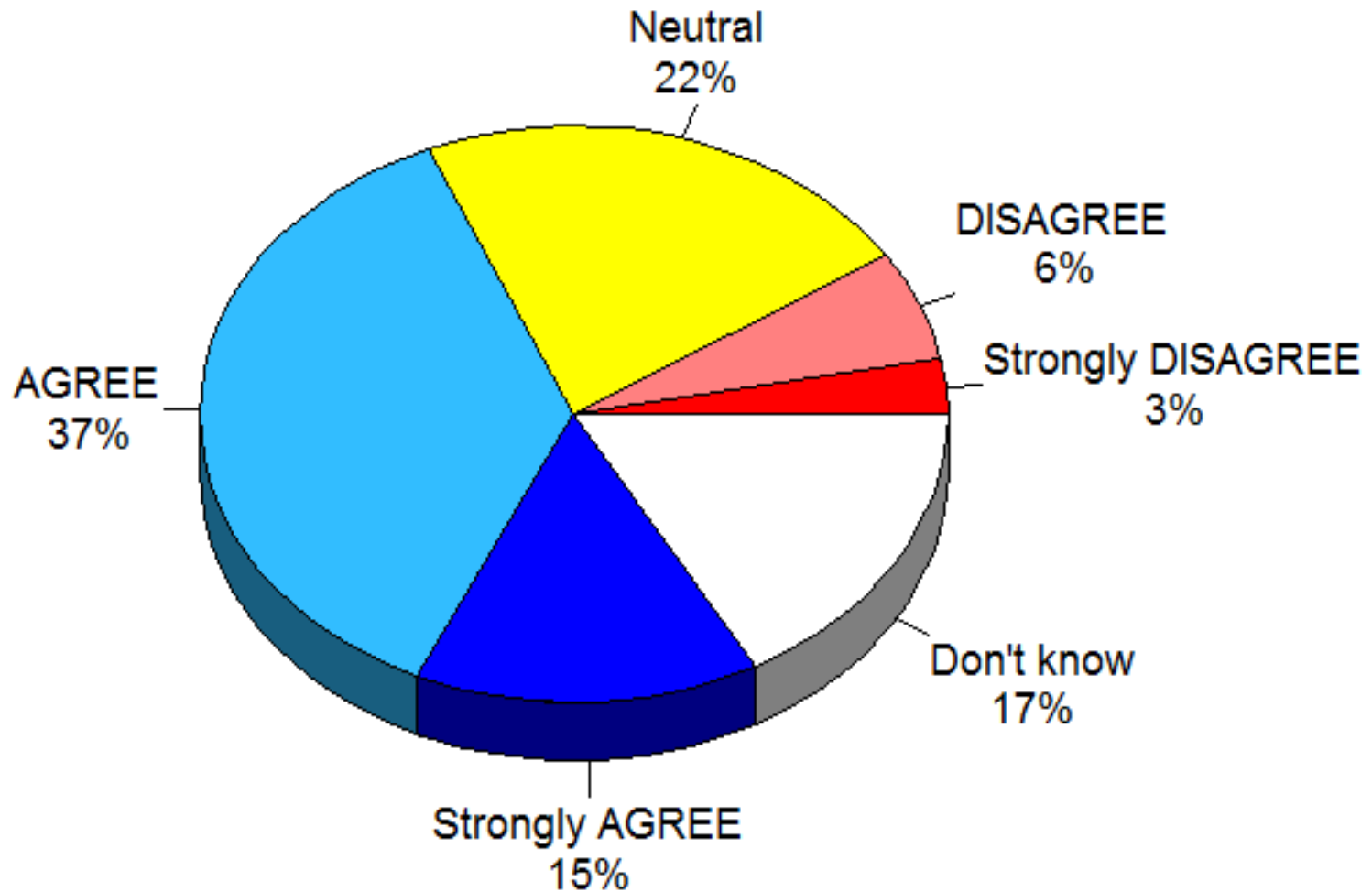
by percentage of respondents (excluding don't knows)



With the Exception of Planning/Development Review/Permitting/Inspection Services and Street/Sidewalk Maintenance, no more than 20% 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 9% 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

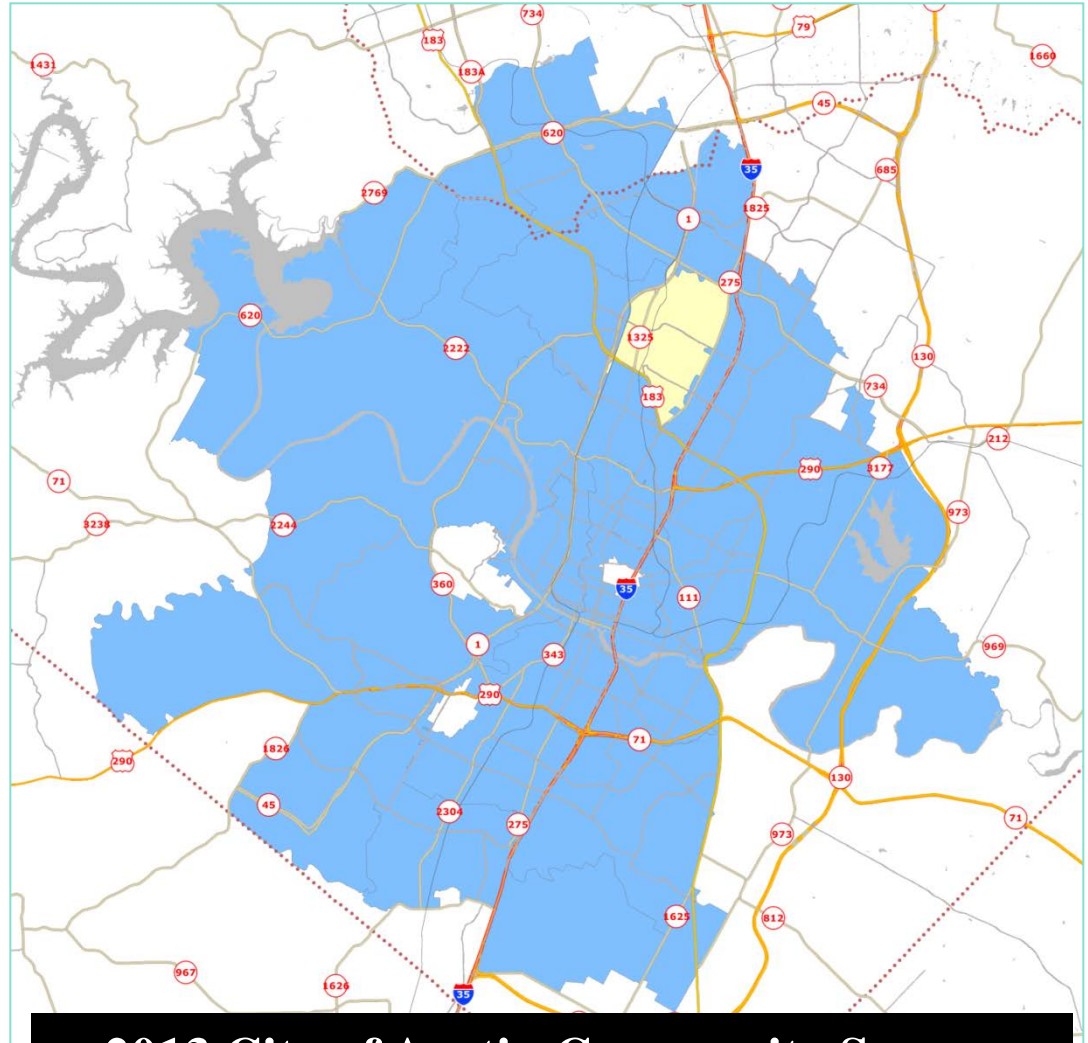
**While There Are Some Differences for Specific Services, Overall Satisfaction With City Services Is the Same in Most Parts of the City**

## **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)



**2013 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

# Benchmarking Communities

(over 250,000 population)

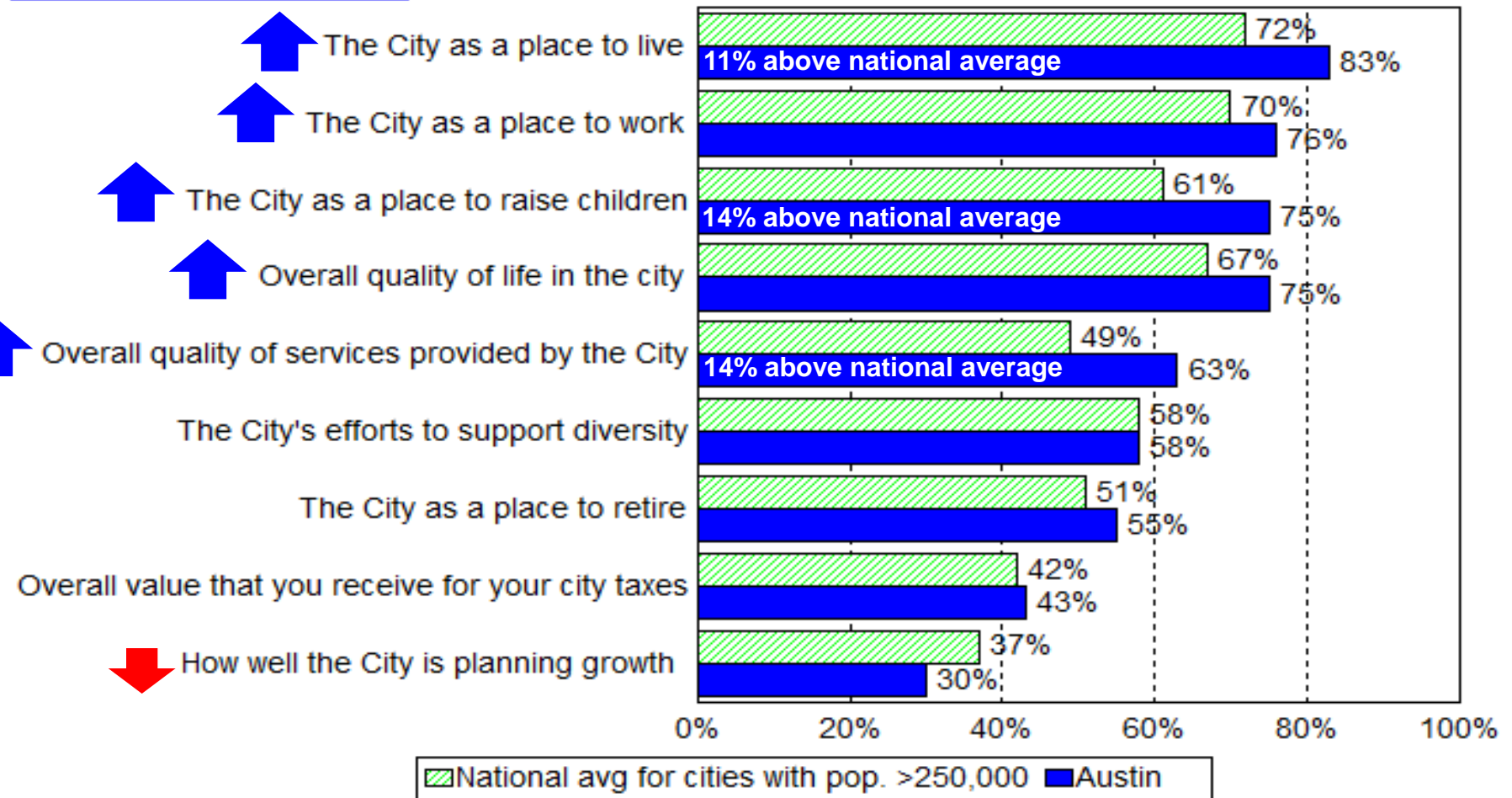
- Arlington County, VA
- Arlington, TX
- Austin, TX
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Detroit, MI
- Durham, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Houston, TX
- Indianapolis, IN
- Johnson County, KS
- Kansas City, MO
- Miami-Dade County, FL
- Minneapolis, MN
- Oklahoma City, OK
- Plano, TX
- Providence, RI
- San Antonio, TX
- San Bernardino County, CA
- 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



Source: ETC Institute DirectionFinder (2013) Final Results

Significantly Higher: ↑

Significantly Lower: ↓

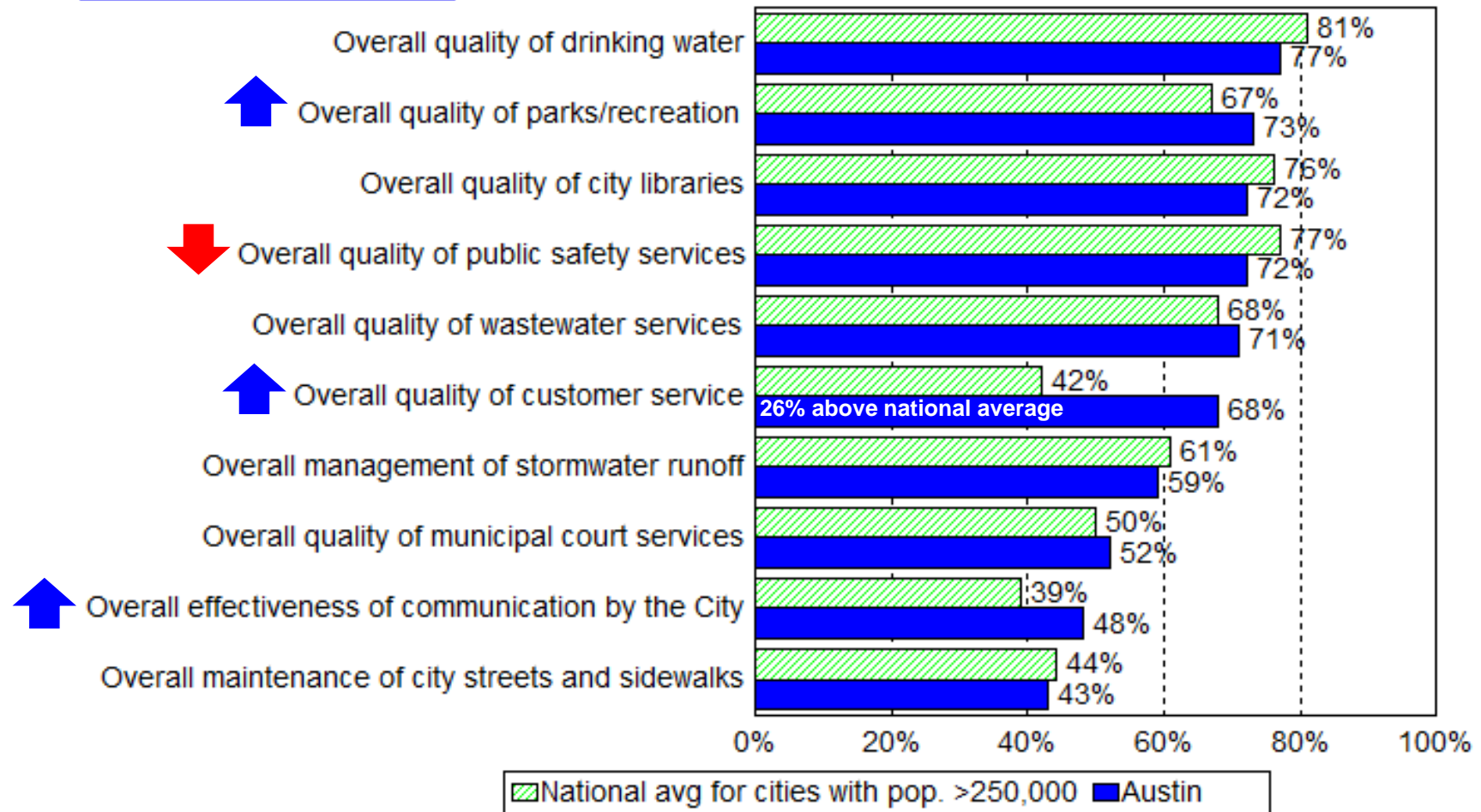


# Satisfaction with Major Categories of City Services

## 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



Source: ETC Institute DirectionFinder (2013) Final Results

Significantly Higher: ↑

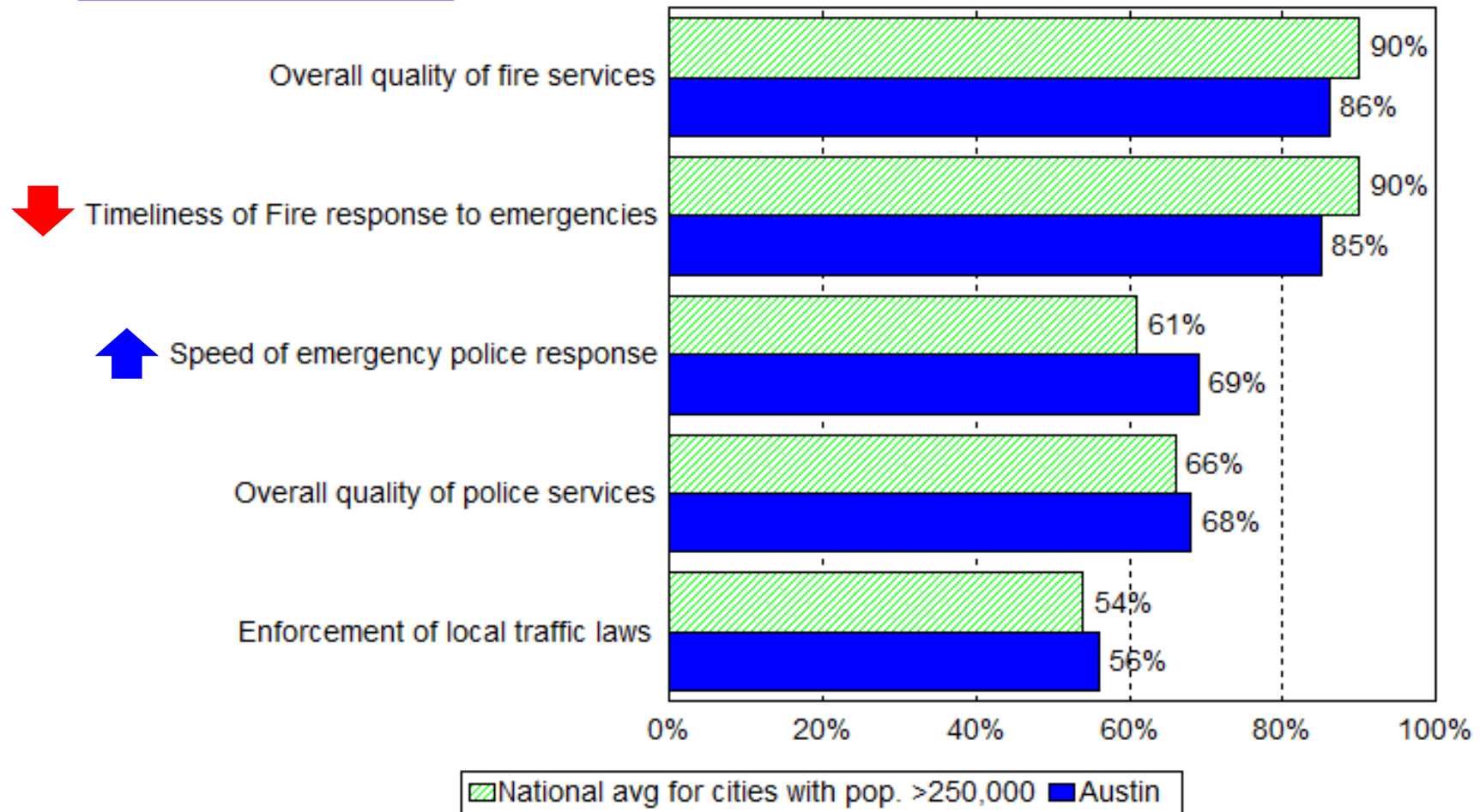
Significantly Lower: ↓

# 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



Source: ETC Institute DirectionFinder (2013) Final Results

Significantly Higher: ↑

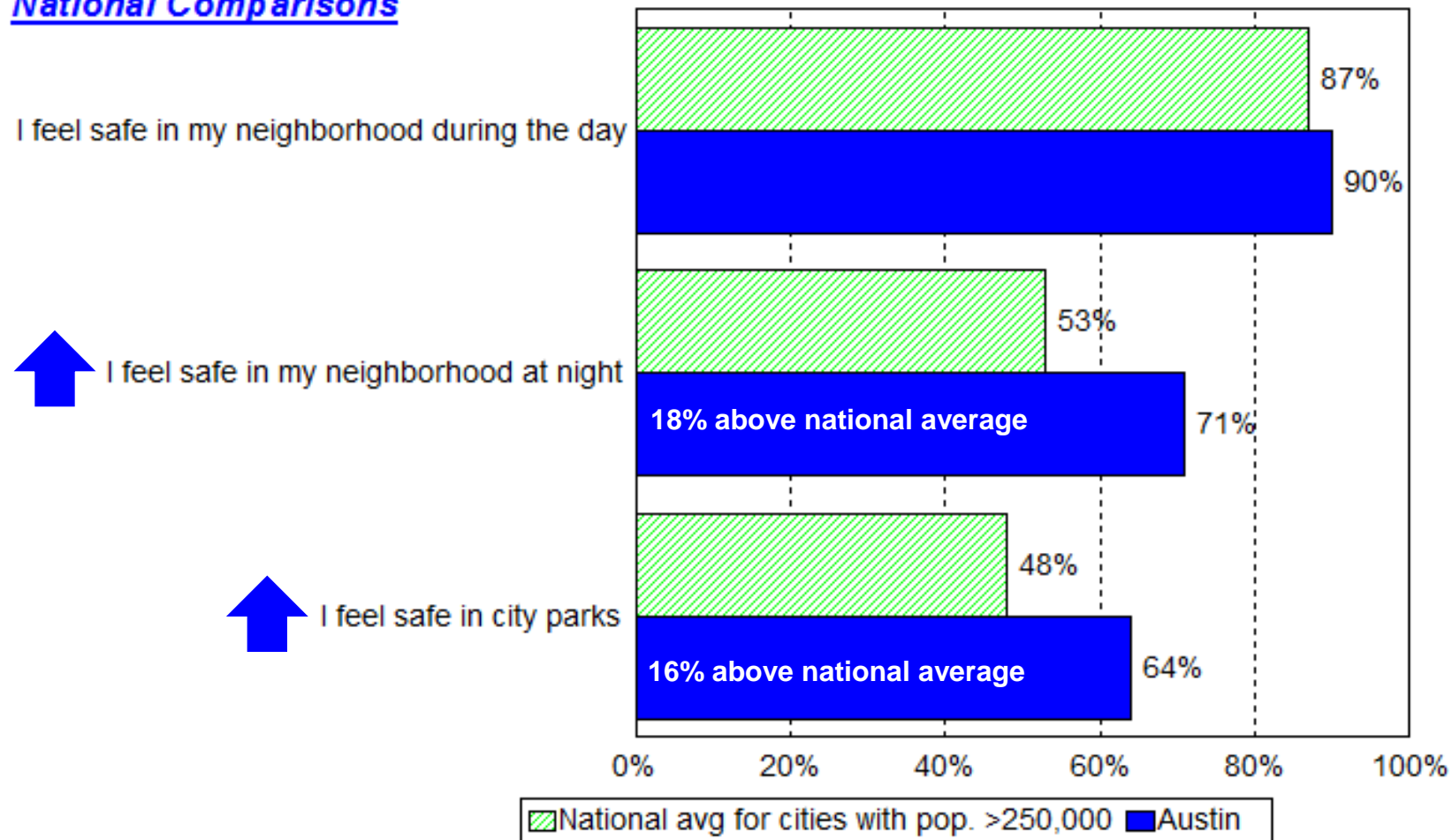
Significantly Lower: ↓

# 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



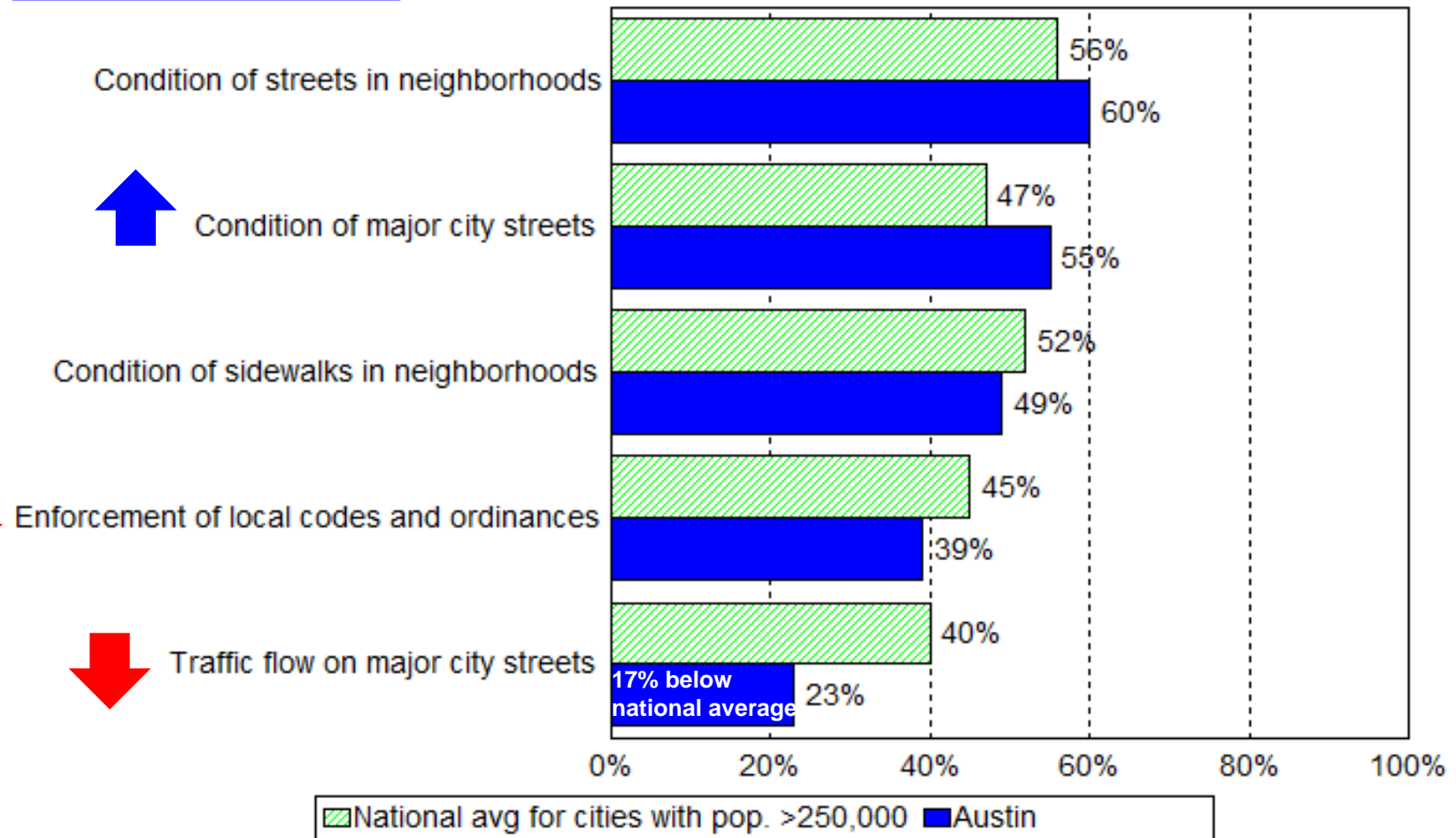
Source: ETC Institute DirectionFinder (2013) Final Results

# 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 (2013) Final Results

Significantly Higher: ↑

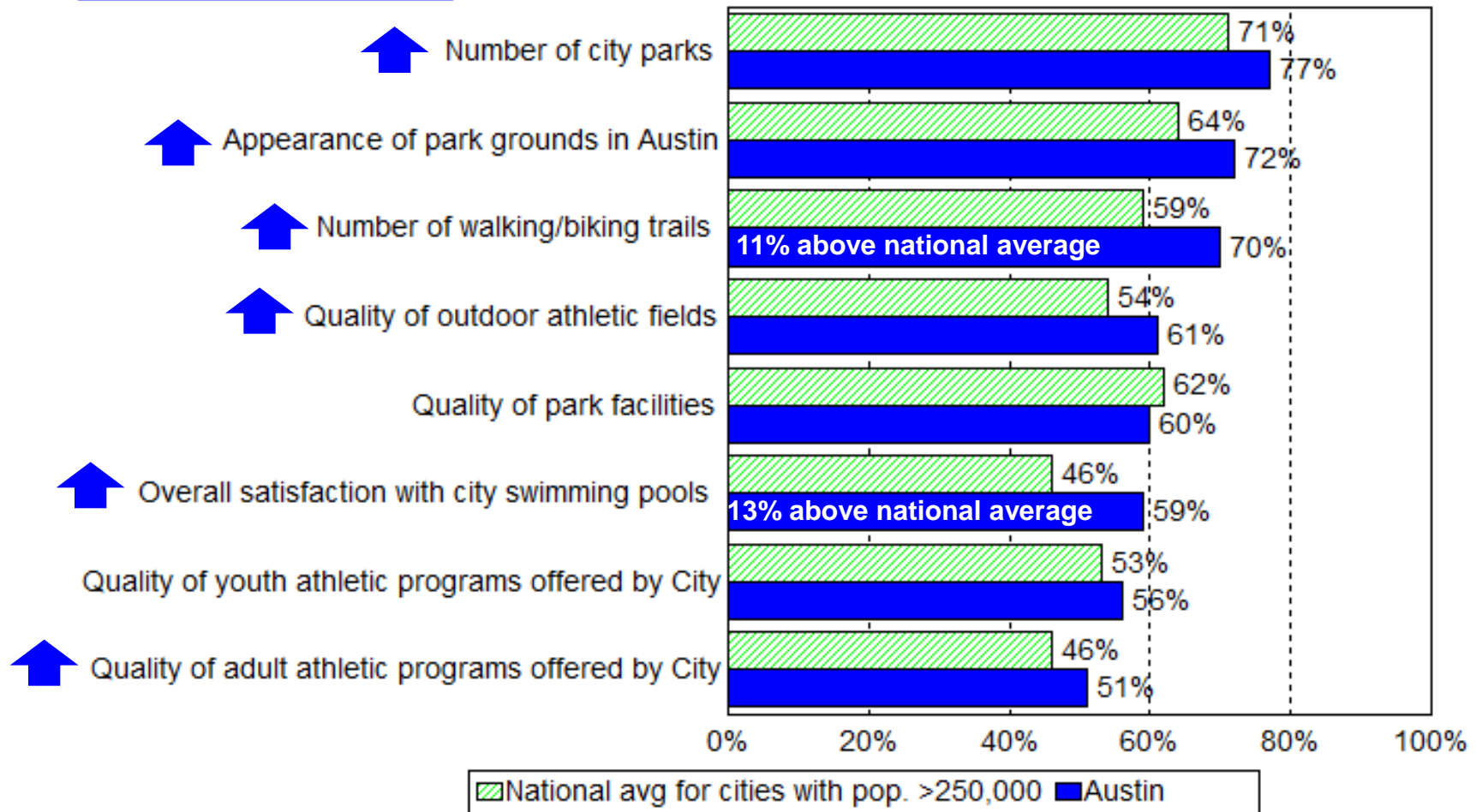
Significantly Lower: ↓

# 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 (2013) Final Results

Significantly Higher: ↑

Significantly Lower: ↓



# Satisfaction with Neighborhood Services

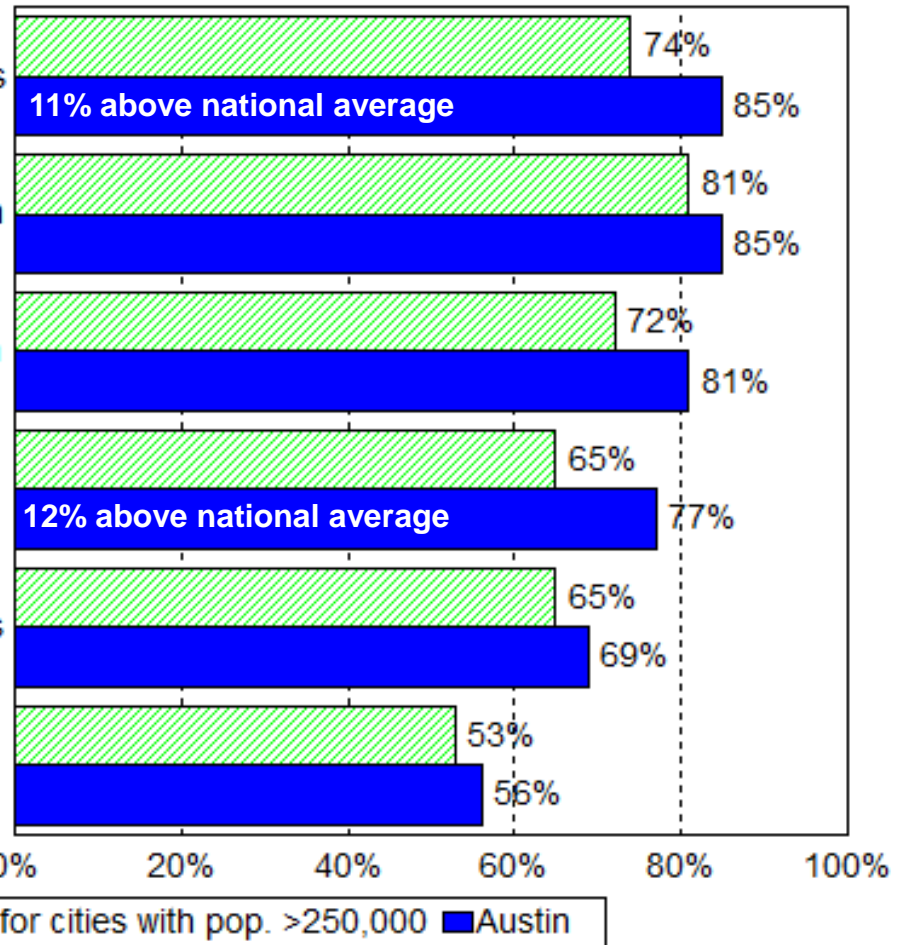
## Austin vs. Large U.S. Cities

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



Quality of residential curbside recycling services



Quality of residential yard waste collection



Bulky item pick-up/removal services

Cleanliness of city streets and public areas

Household hazardous waste disposal service

Source: ETC Institute DirectionFinder (2013) Final Results

Significantly Higher:

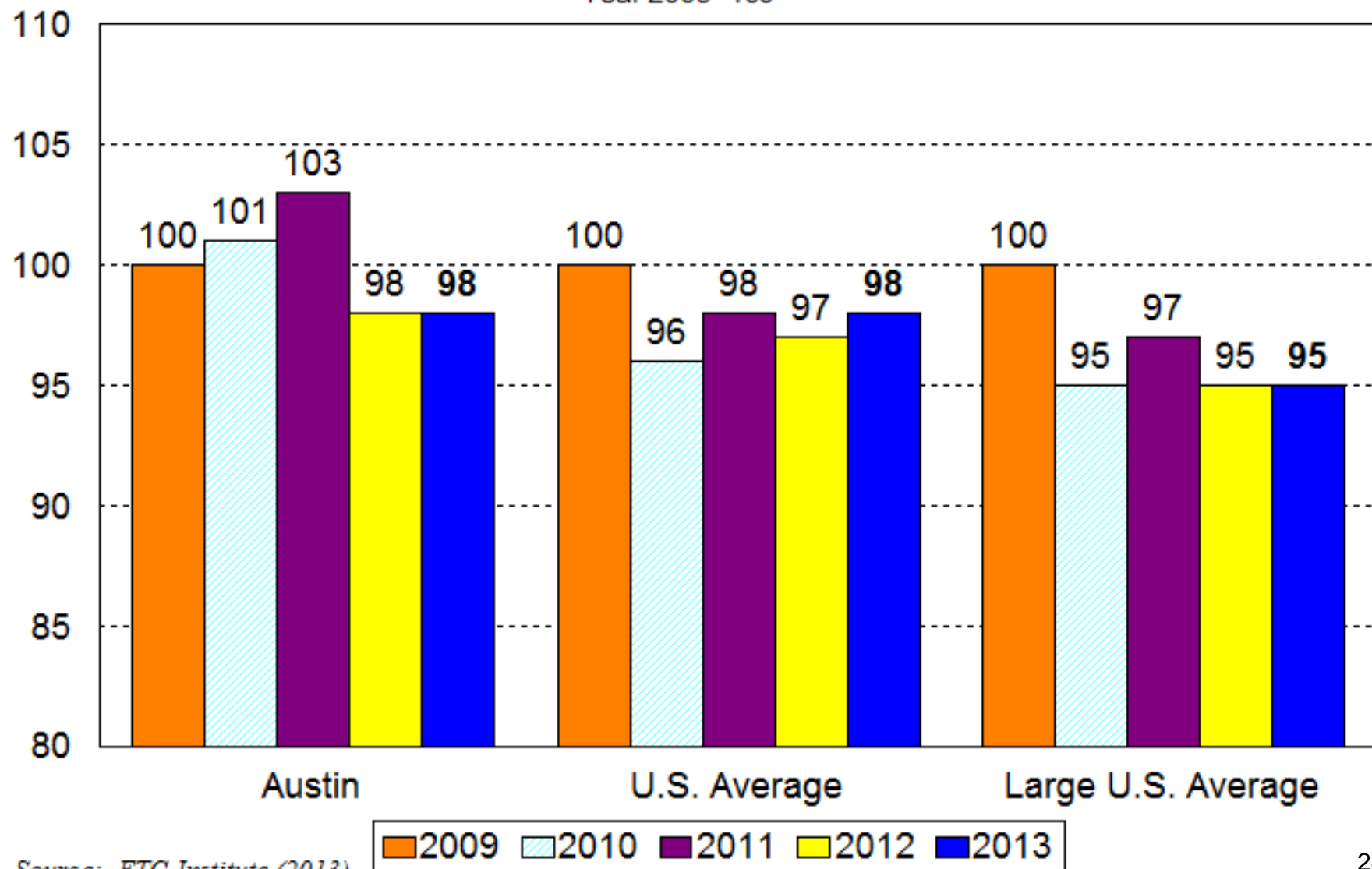
Significantly Lower:

## *Major Finding #4*

Overall Satisfaction with City  
Service Stayed About the Same  
From 2012 to 2013

# Overall Composite Customer Satisfaction Index 2009 - 2013

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





# How Austin's Performance Compares to Other High Performing Communities

## Composite Customer Satisfaction Index 2009-2013

Community	2009	2011	2013
Cities Performing in Top 25%	100	93	91
Austin	100	103	98

Overall Satisfaction Ratings Have Decreased in Most High Performing Communities Since 2009.

# Short-Term Trends (2012-2013)

## Notable Increases

- Quality of drinking water services (+4%)
- Feeling of safety walking downtown during the day (+4%)
- Number of city parks (+4%)
- Feeling of safety in my neighborhood at night (+3%)
- Bulky item pick-up/removal services (+3%)

## Notable Decreases

- Enforcement of local codes and ordinances (-10%)
- How well Austin is planning growth (-9%)
- Planning, development review, permitting and inspection services (-7%)
- Enforcement of local traffic laws (-7%)
- Timing of traffic signals on city streets (-6%)

# *Major Finding #5* Priorities for Investment

# Importance-Satisfaction Rating

Austin, TX

## OVERALL

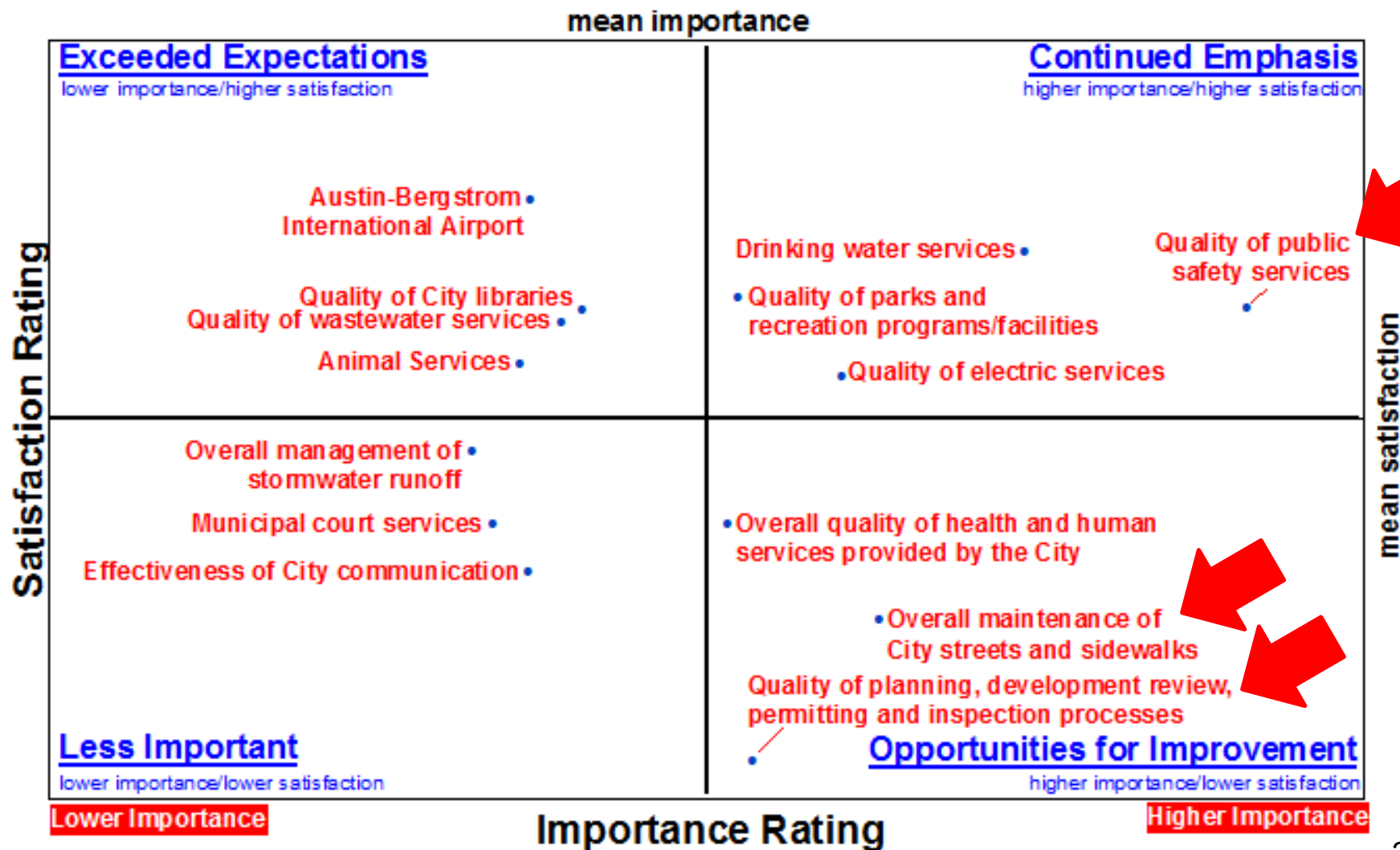
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Overall maintenance of City streets and sidewalks	28%	3	43%	13	0.1585	1
Quality of public safety services	50%	1	72%	4	0.1418	2
Overall quality of planning, development review, permitting and inspection services	20%	5	30%	14	0.1410	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Overall quality of health and human services	19%	7	52%	10	0.0898	4
Quality of electric utility services	26%	4	66%	8	0.0878	5
Quality of drinking water services	37%	2	77%	2	0.0846	6
Quality of parks and recreation programs/facilities	19%	6	73%	3	0.0525	7
Austin's overall effectiveness of communication	7%	11	48%	12	0.0346	8
Quality of City libraries	10%	8	72%	5	0.0278	9
Quality of wastewater services	9%	9	71%	6	0.0254	10
Quality of municipal court services	4%	13	52%	11	0.0212	11
Animal Services	6%	12	67%	7	0.0199	12
Overall management of stormwater runoff	3%	14	59%	9	0.0132	13
Austin-Bergstrom International Airport	7%	10	82%	1	0.0121	14

**Overall Priorities:** 

# 2013 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)



# 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 14% above the large national average
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- City investment/communication priorities that will have the most positive impact on overall satisfaction over the next year:
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# Questions?

THANK YOU!!