

# *2018 Citizen Satisfaction Survey*

## *City of Cedar Hill, Texas*

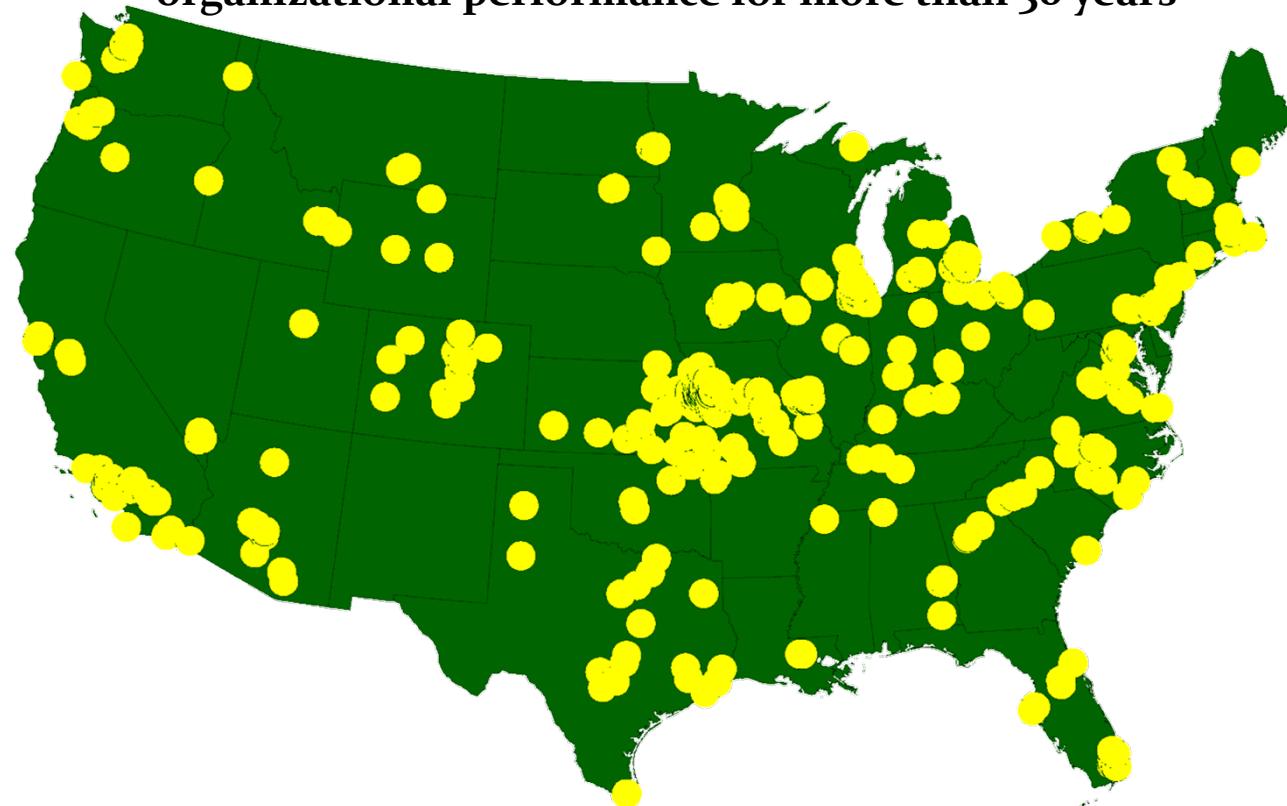
Presented by



February 2018

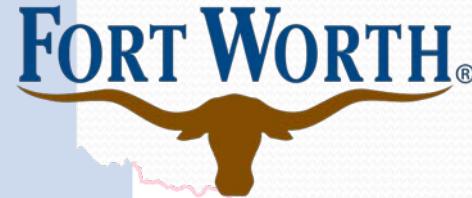
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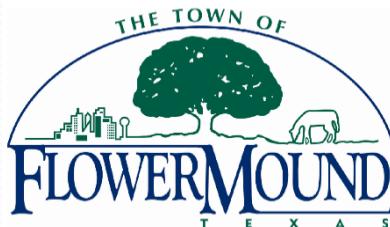


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SAN MARCOS



# Agenda

- Purpose and Methodology
- Bottom Line Upfront
- Major Findings
- Summary
- Questions

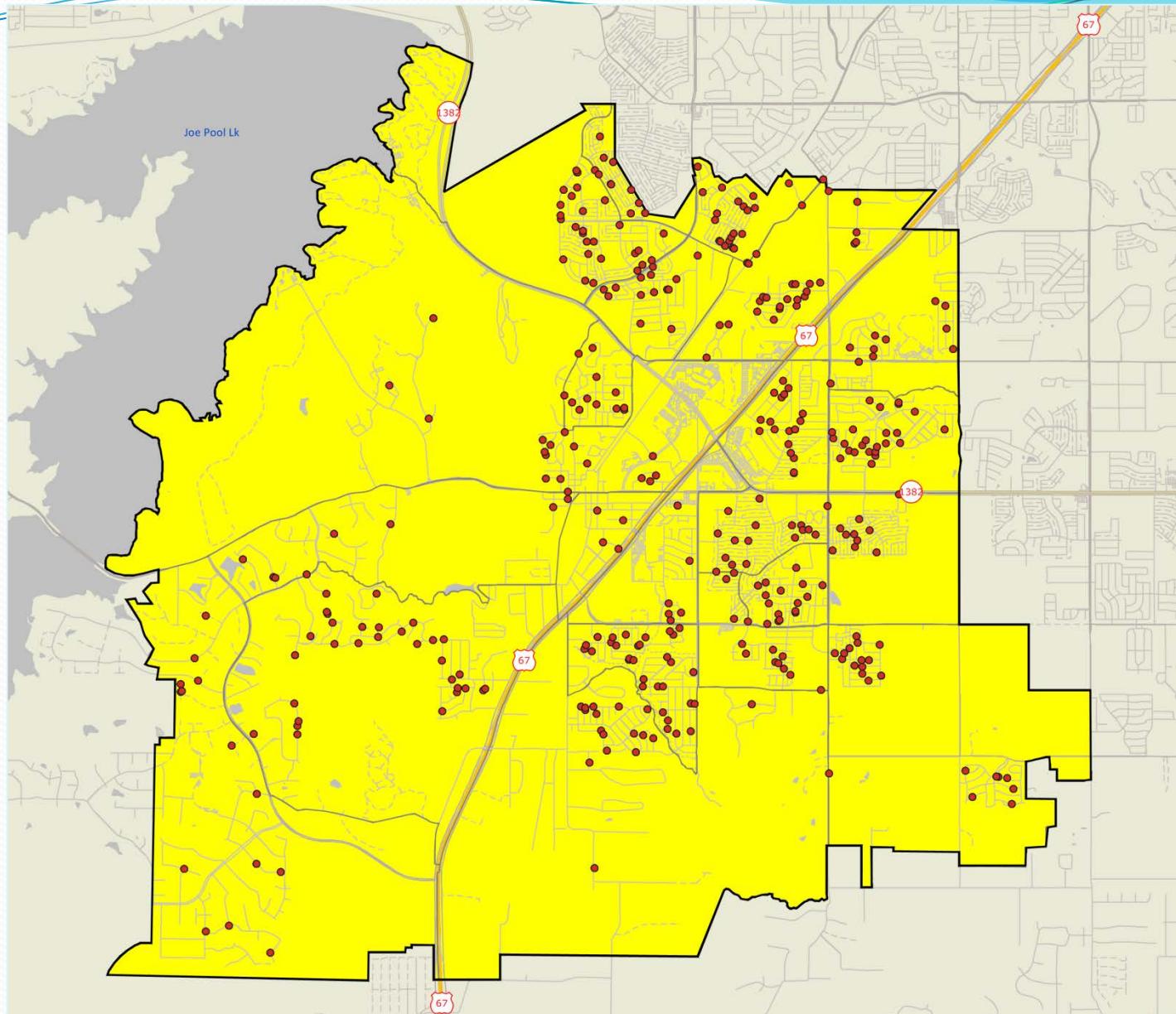
# Purpose

- **To objectively assess satisfaction among residents with the delivery of City services**
- **To help determine priorities for the community**
- **To measure trends from previous survey**
- **To compare the City's performance with other cities across regionally and nationally the U.S.**

# Methodology

- **Survey Description**
  - six-page survey; includes many of the same questions asked on previous surveys
  - 2<sup>nd</sup> citizen satisfaction survey conducted for the City
- **Method of Administration**
  - by mail, online and phone to random sample of City residents
  - each survey took approximately 15-20 minutes to complete
- **Sample size:**
  - goal number of surveys: 400
  - goal exceeded: 434 completed surveys
  - demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 4.3% overall

# Location of Survey Respondents



**Cedar Hill 2018 Citizen Satisfaction Survey**

# Bottom Line Up Front

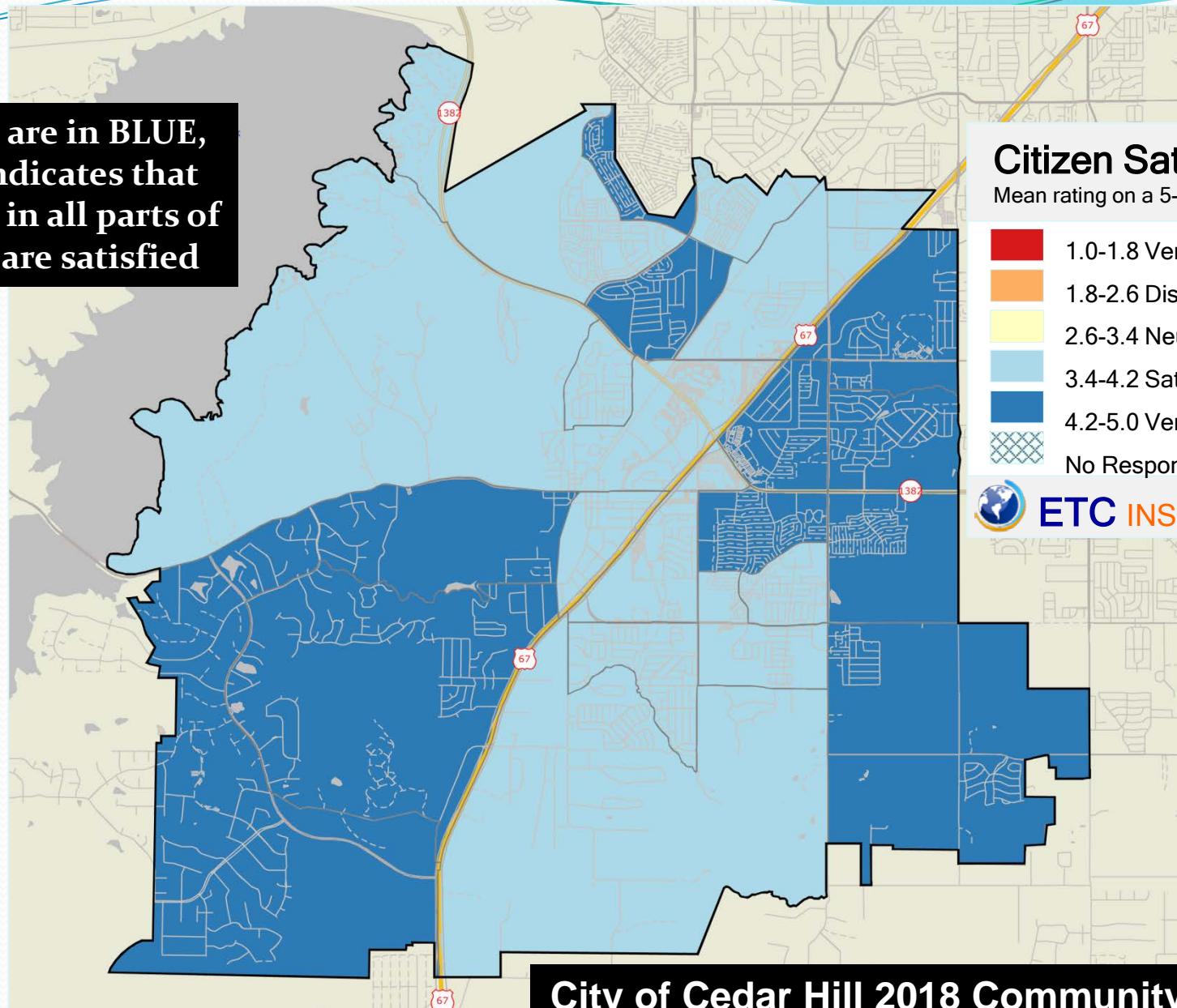
- **Residents Have a Positive Perception of the City**
  - 84% are satisfied with Cedar Hill as a place to live; only 6% are dissatisfied
- **Satisfaction with City Services Is Much Higher in Cedar Hill Than in Other Communities**
  - Cedar Hill rated above the U.S. Average in 54 of 67 areas, and above the Texas Average in 55 of 67 areas
  - Satisfaction with customer service from City employees rated 30% above the U.S. Average and 26% above the Texas Average
- **Opportunities for Improvement that Will Have the Most Positive Impact on Overall Satisfaction Over the Next Few Years:**
  - Flow of Traffic & Congestion Management
  - Enforcement of City Codes & Ordinances
  - Maintenance of City Streets, Buildings, Facilities

# *Major Finding #1*

## Residents Have a Positive Perception of the City

# Cedar Hill as a Place to Live

All areas are in BLUE, which indicates that residents in all parts of the City are satisfied



## Citizen Satisfaction

Mean rating on a 5-point scale



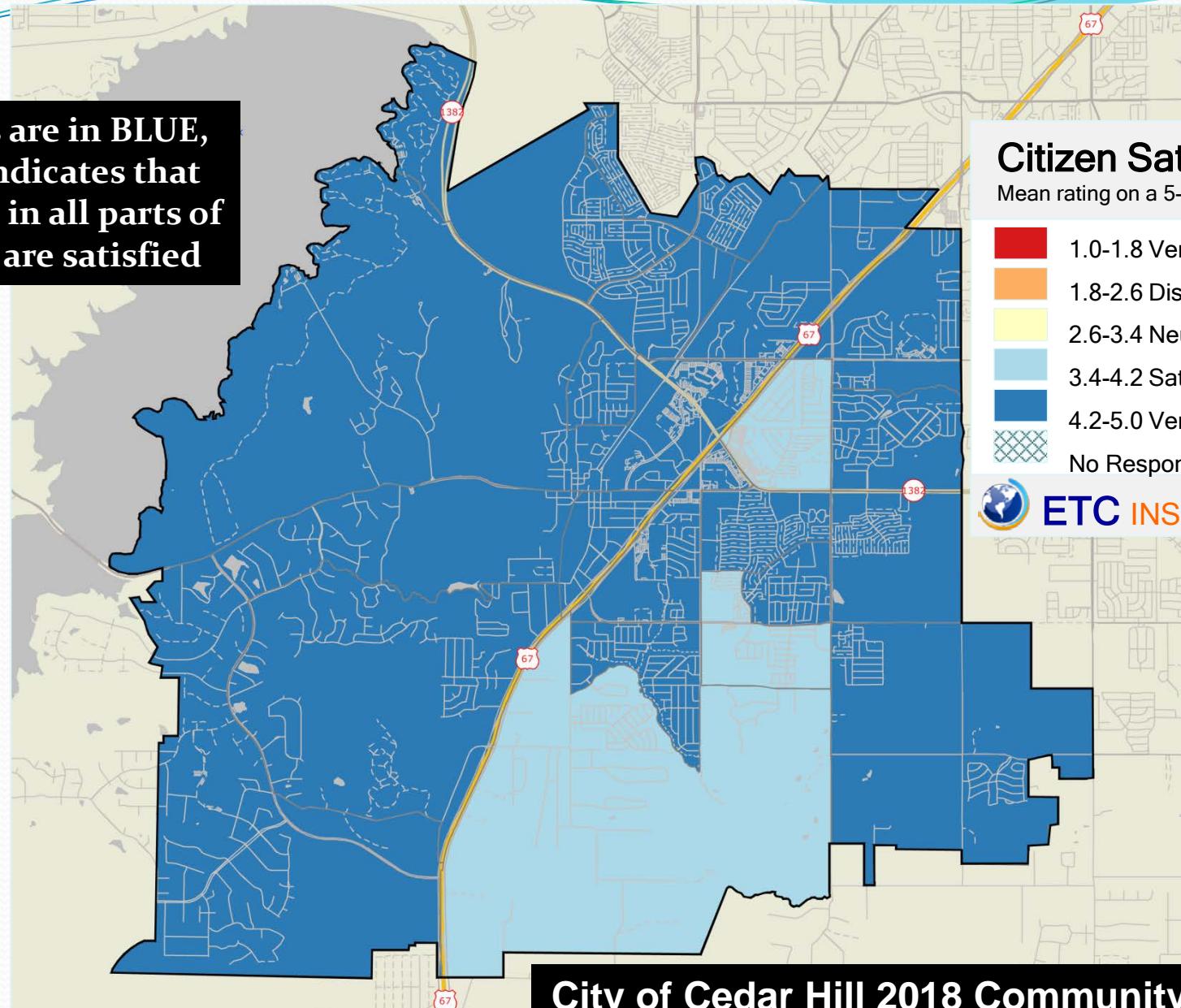
 **ETC INSTITUTE** 

**City of Cedar Hill 2018 Community Survey**

Mean rating for all respondents by CBG (merged as needed)

# Overall Quality of Police, Fire, and Emergency Medical Services

All areas are in BLUE, which indicates that residents in all parts of the City are satisfied



## Citizen Satisfaction

Mean rating on a 5-point scale

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
	No Response

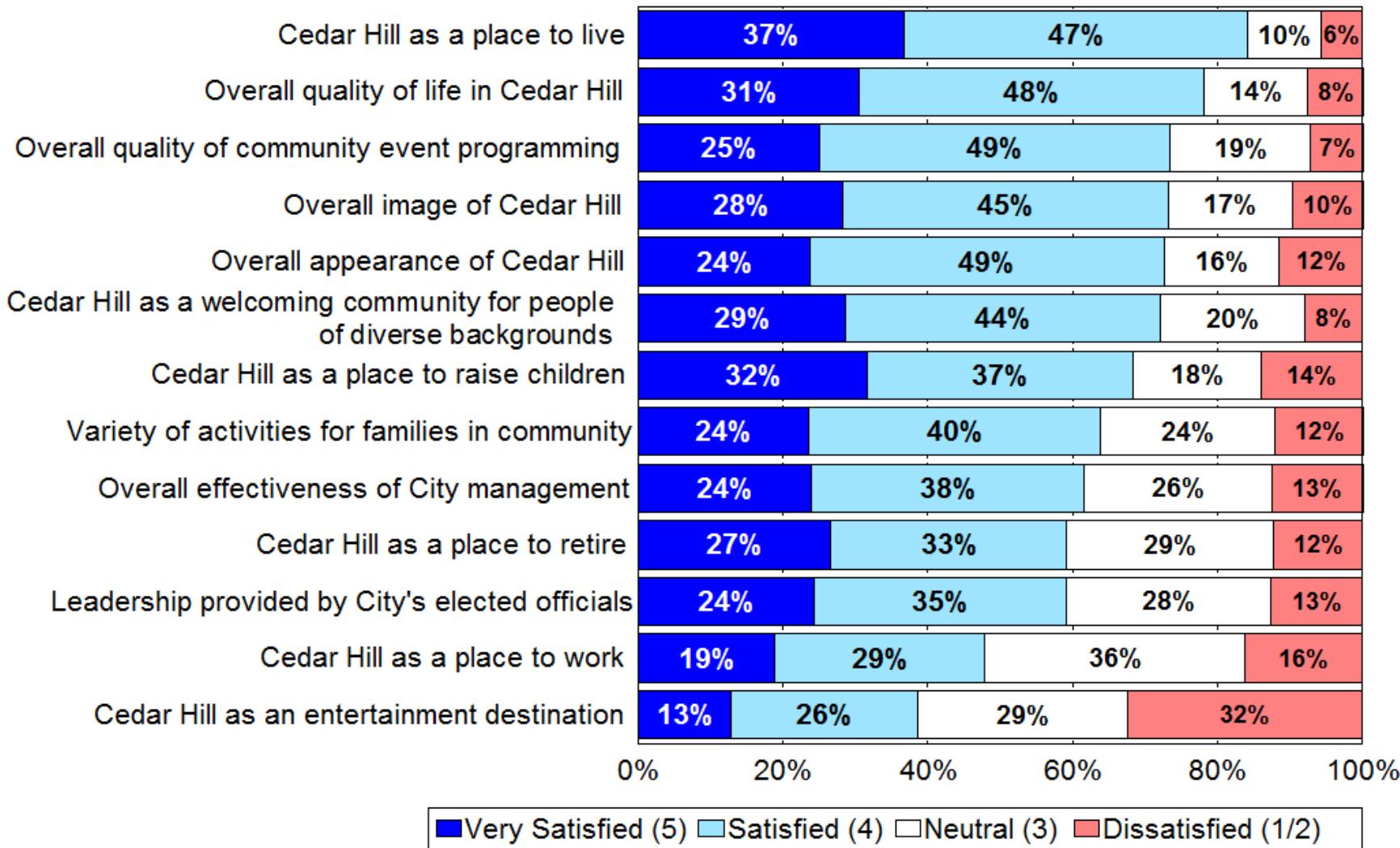
 **ETC INSTITUTE** 

**City of Cedar Hill 2018 Community Survey**

Mean rating for all respondents by CBG (merged as needed)

### Q3. Satisfaction with Items That Influence Perceptions of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

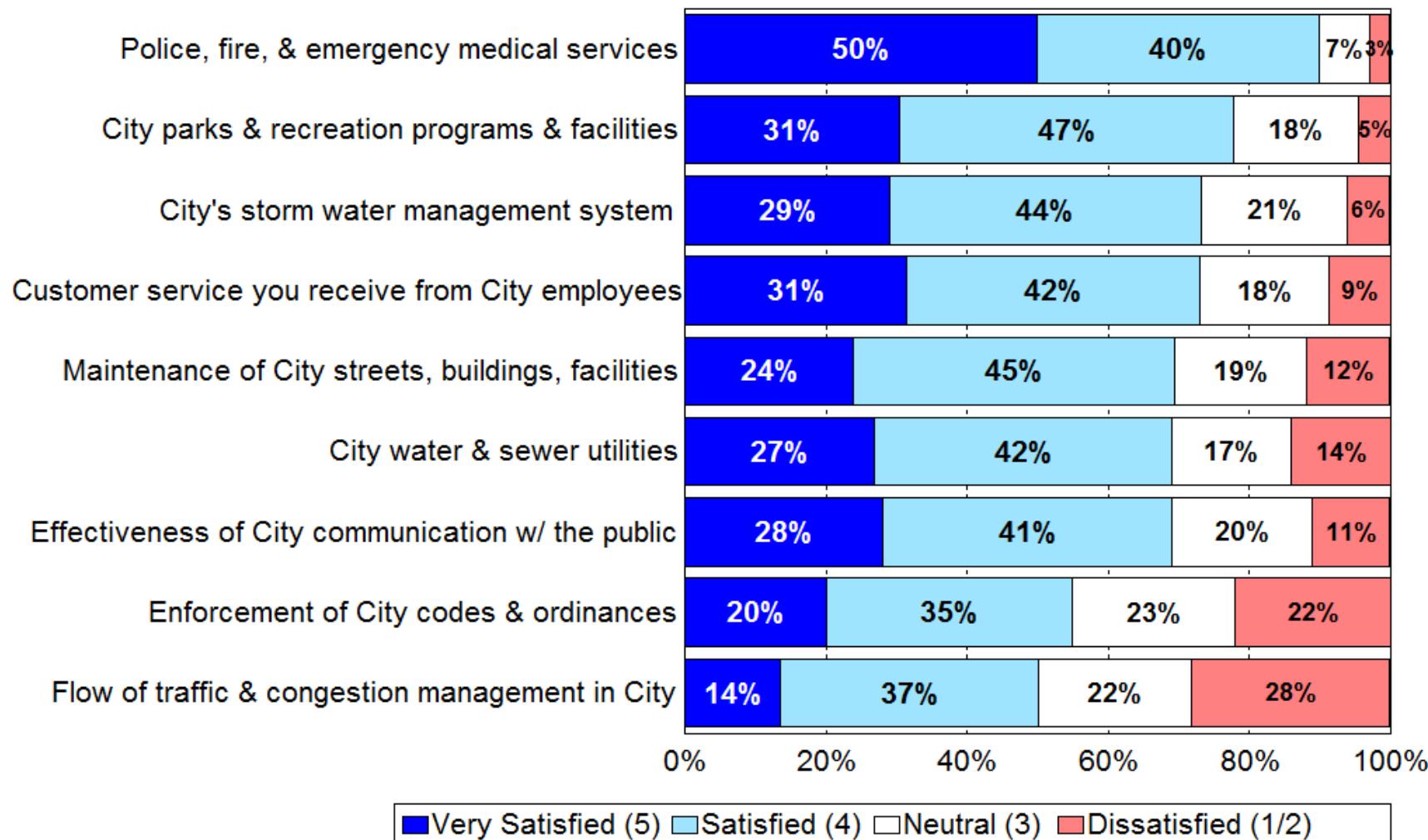


Source: ETC Institute (2018)

Most Residents Feel Good About Living in Cedar Hill

# Q1. Overall Satisfaction with City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

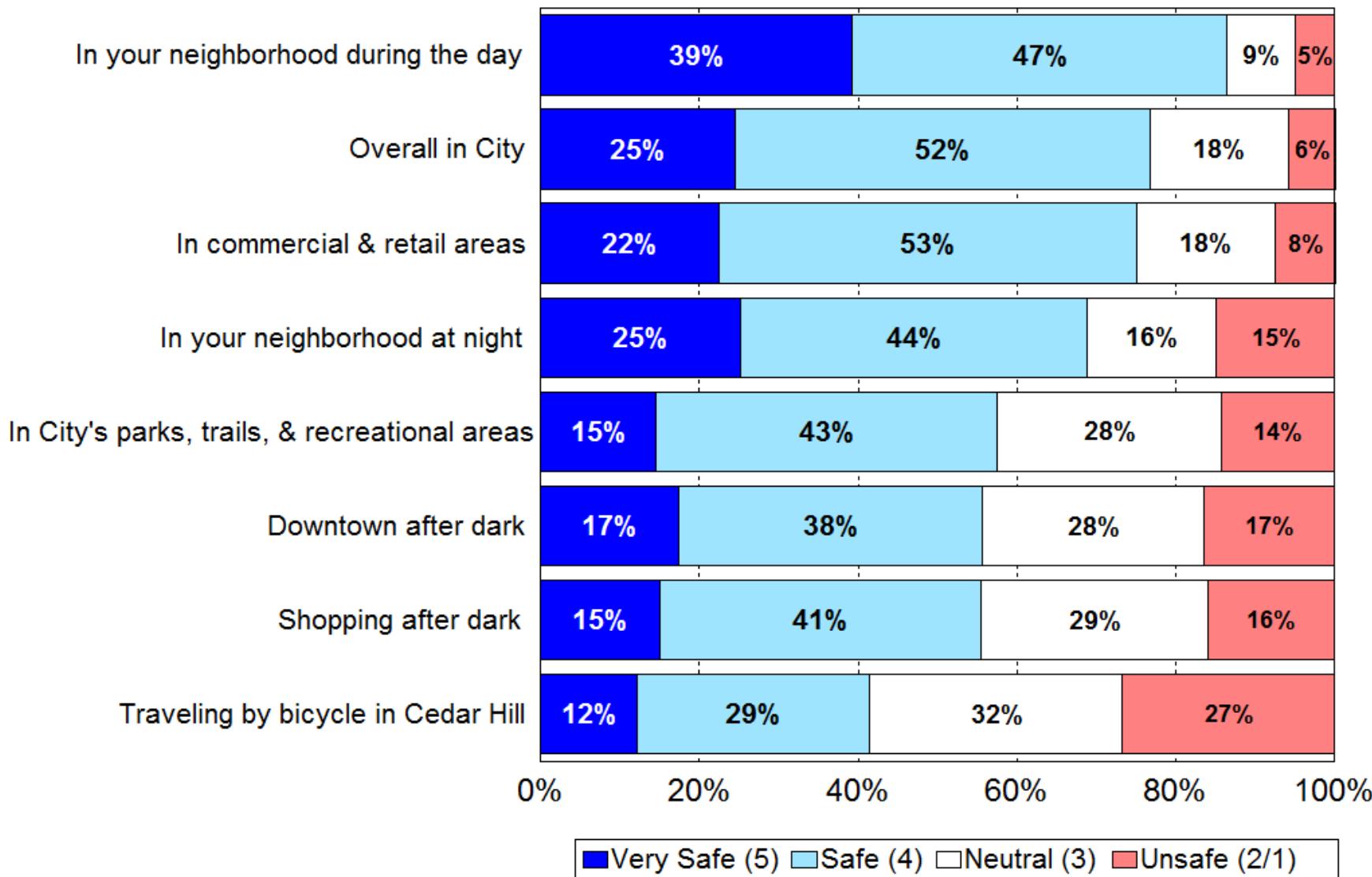


Source: ETC Institute (2018)

Satisfaction Is High for Most City Services

## Q8. Feeling of Safety in Various Situations

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Most Residents Feel Safe in Their Neighborhood During the Day and at Night

# *Major Finding #2*

## Trend Analysis

# Trend Analysis

## Notable Increases in Satisfaction Since 2016

- Police response time
- Number of walking and biking trails
- Quality of drainage infrastructure
- Quality of community event programming

## Notable Decreases in Satisfaction Since 2016

- Bulky item pick up/removal services
- Quality of yard waste and brush collection
- Quality of residential curbside recycling services
- Cedar Hill as a place to retire
- Quality of residential garbage collection

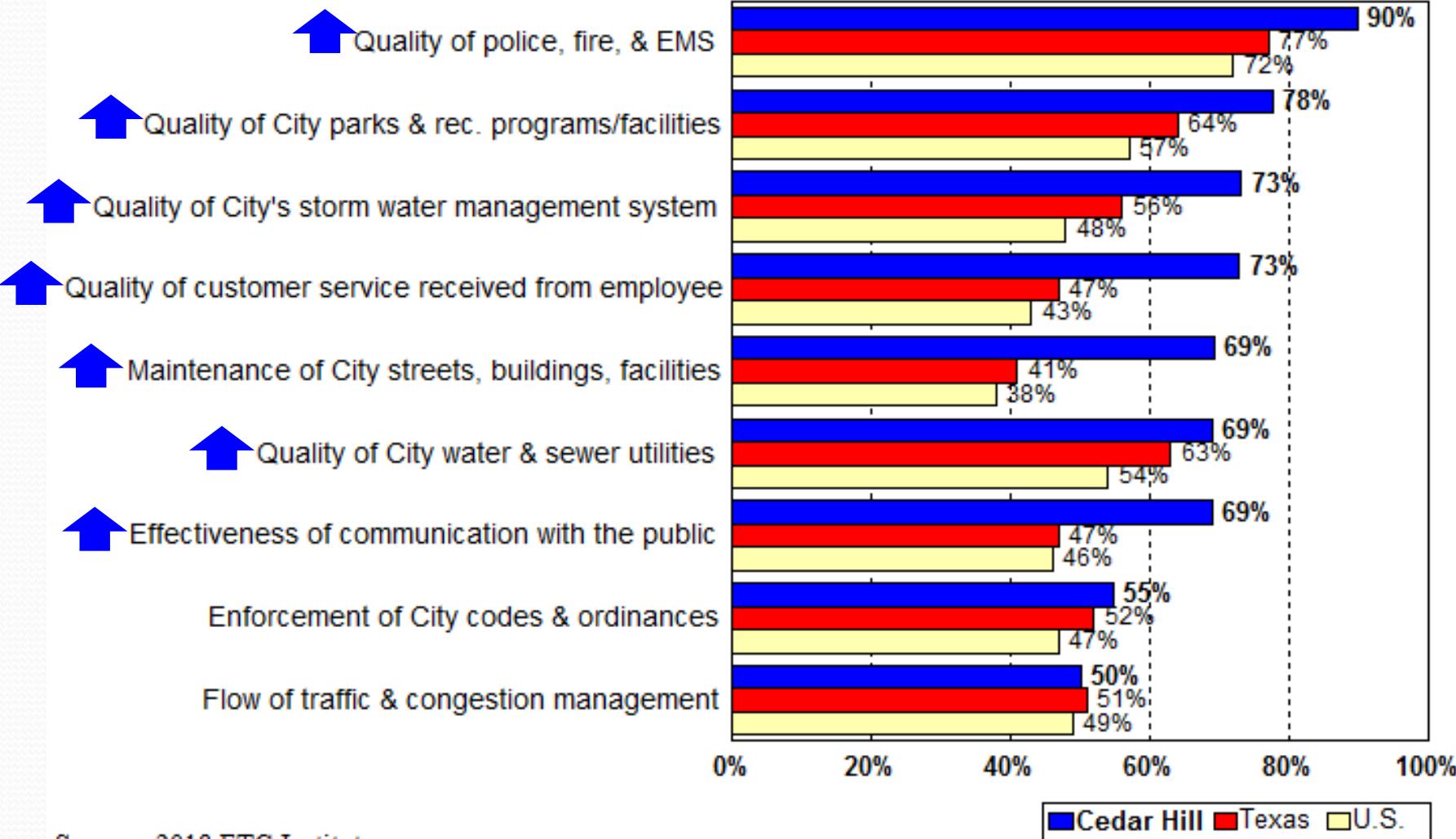
## *Major Finding #3*

Satisfaction with City Services Is  
Much Higher in Cedar Hill Than  
in Other Communities

# Overall Satisfaction with Major City Services

## Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



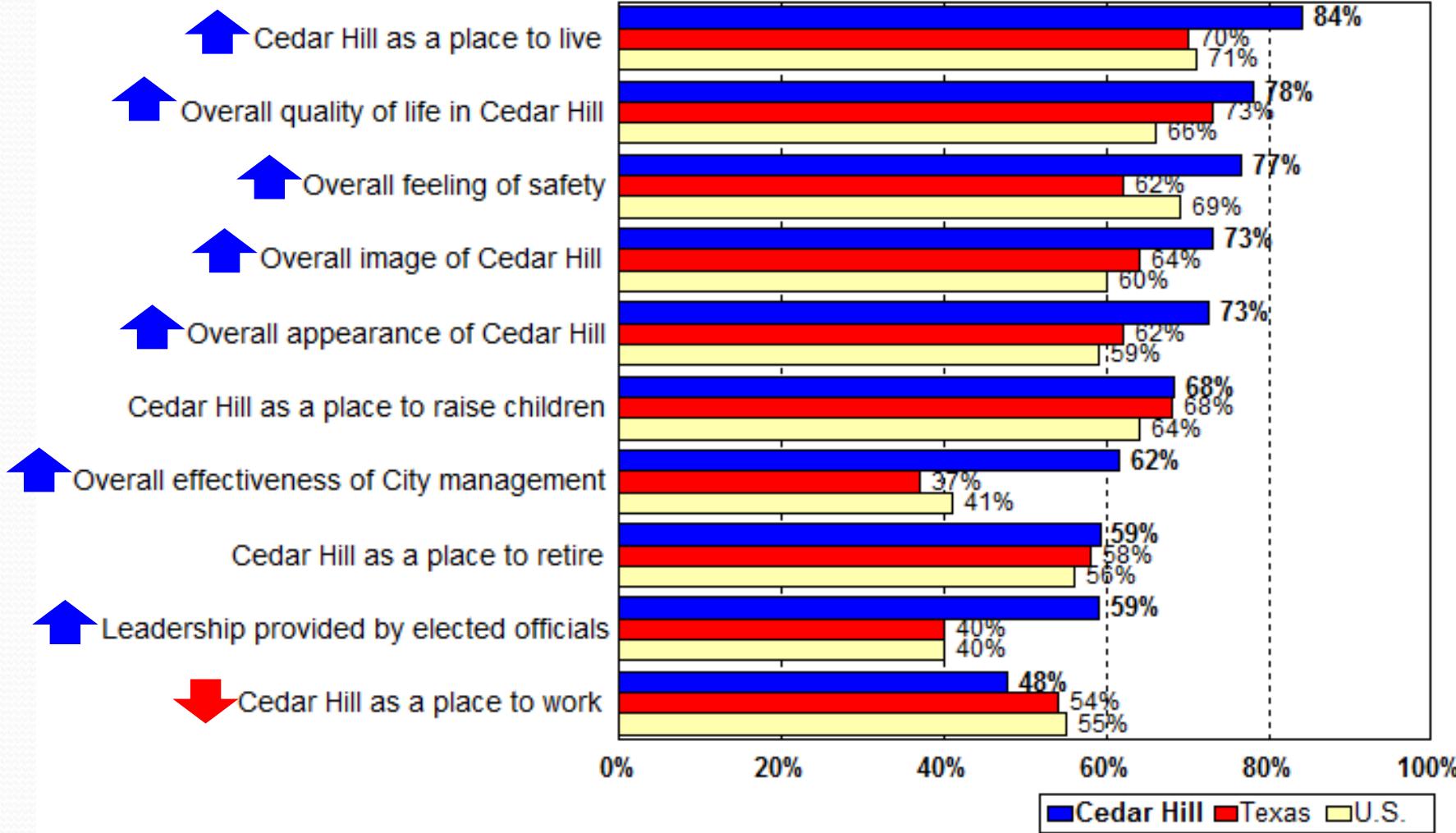
Source: 2018 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

# Satisfaction with Perceptions of the City Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

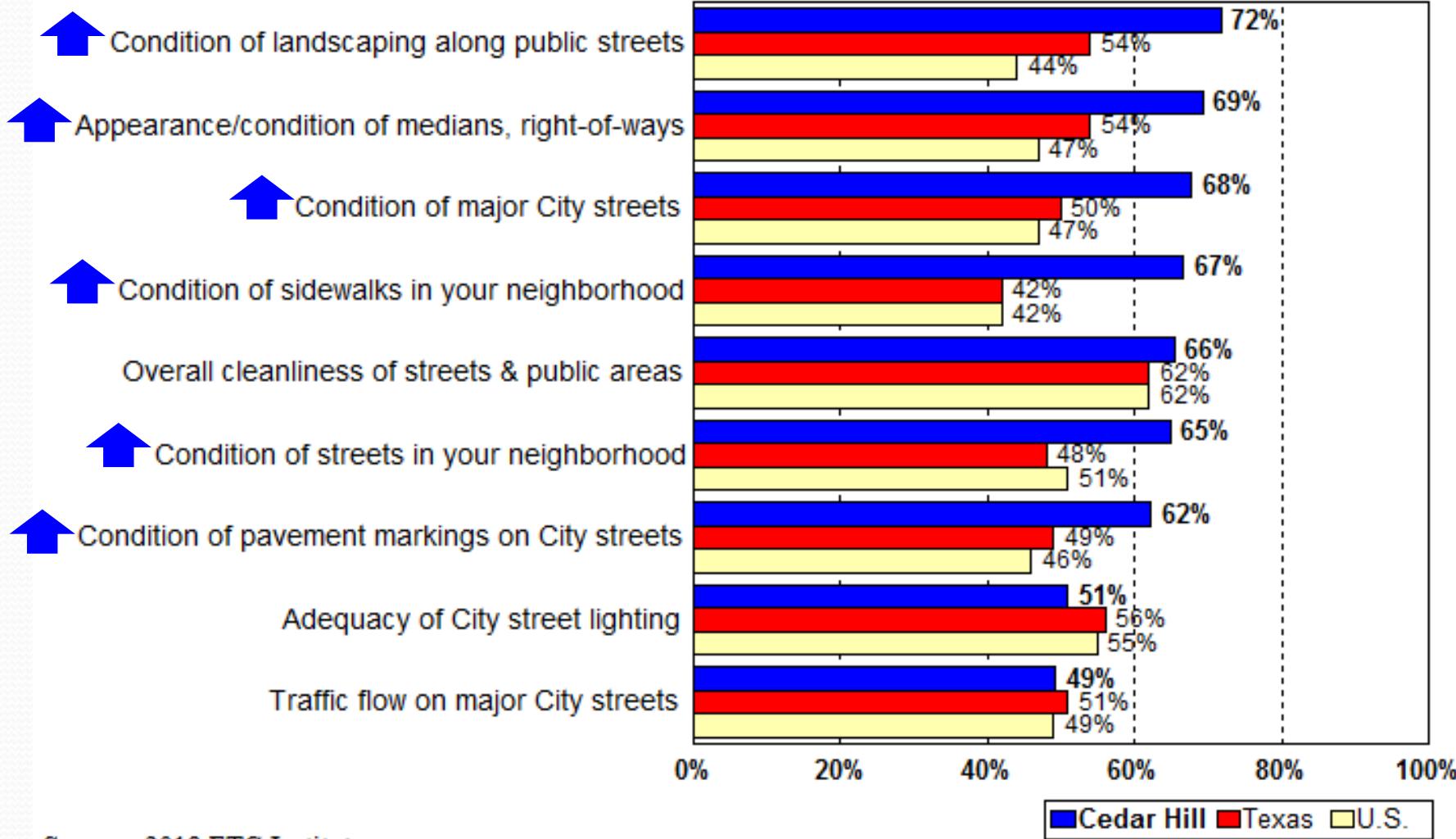
Significantly Higher:

Significantly Lower:

# Satisfaction with Maintenance Services

## Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



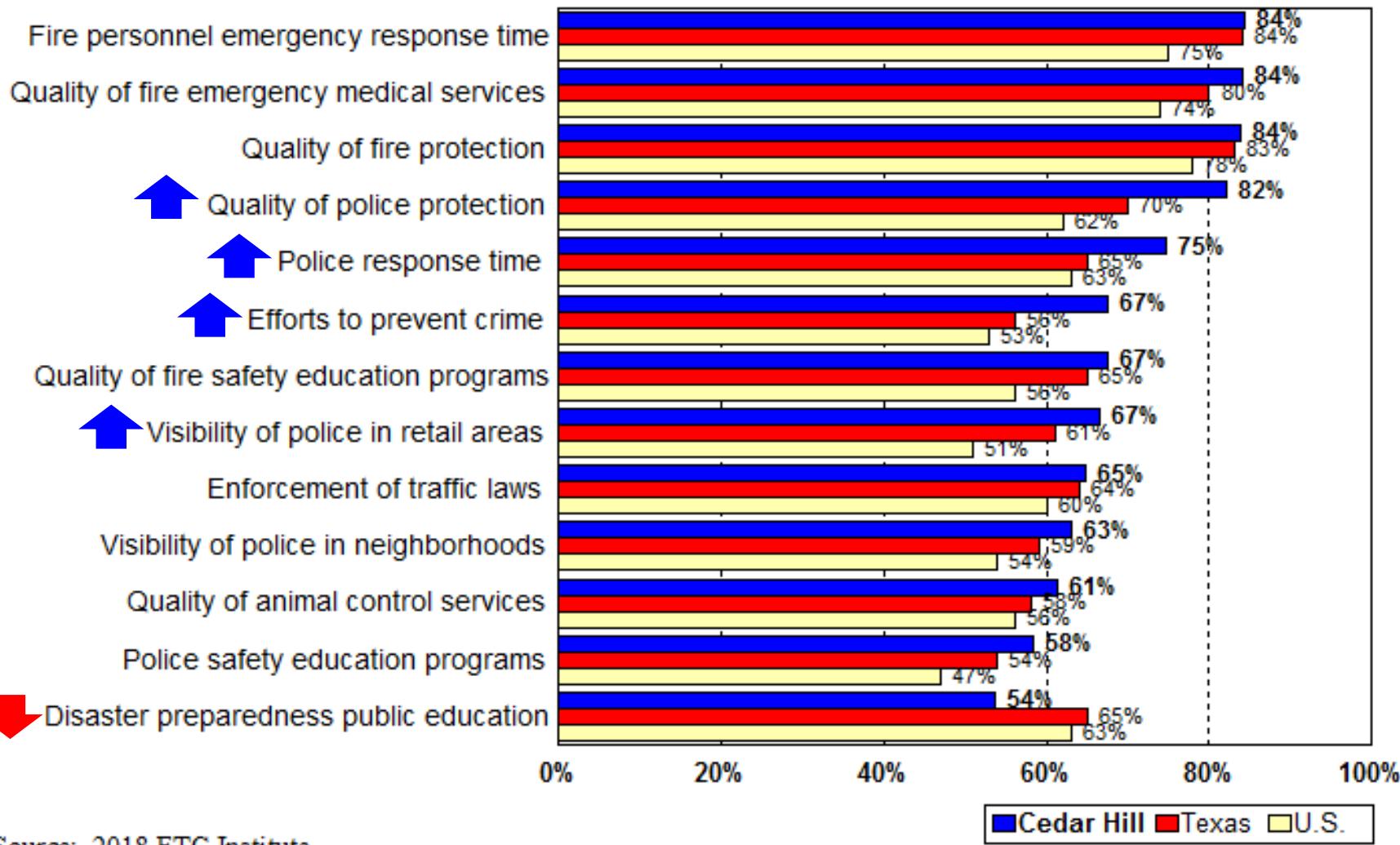
Source: 2018 ETC Institute

Significantly Higher:

Significantly Lower:

# Satisfaction with Police, Fire and Emergency Services Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't know)



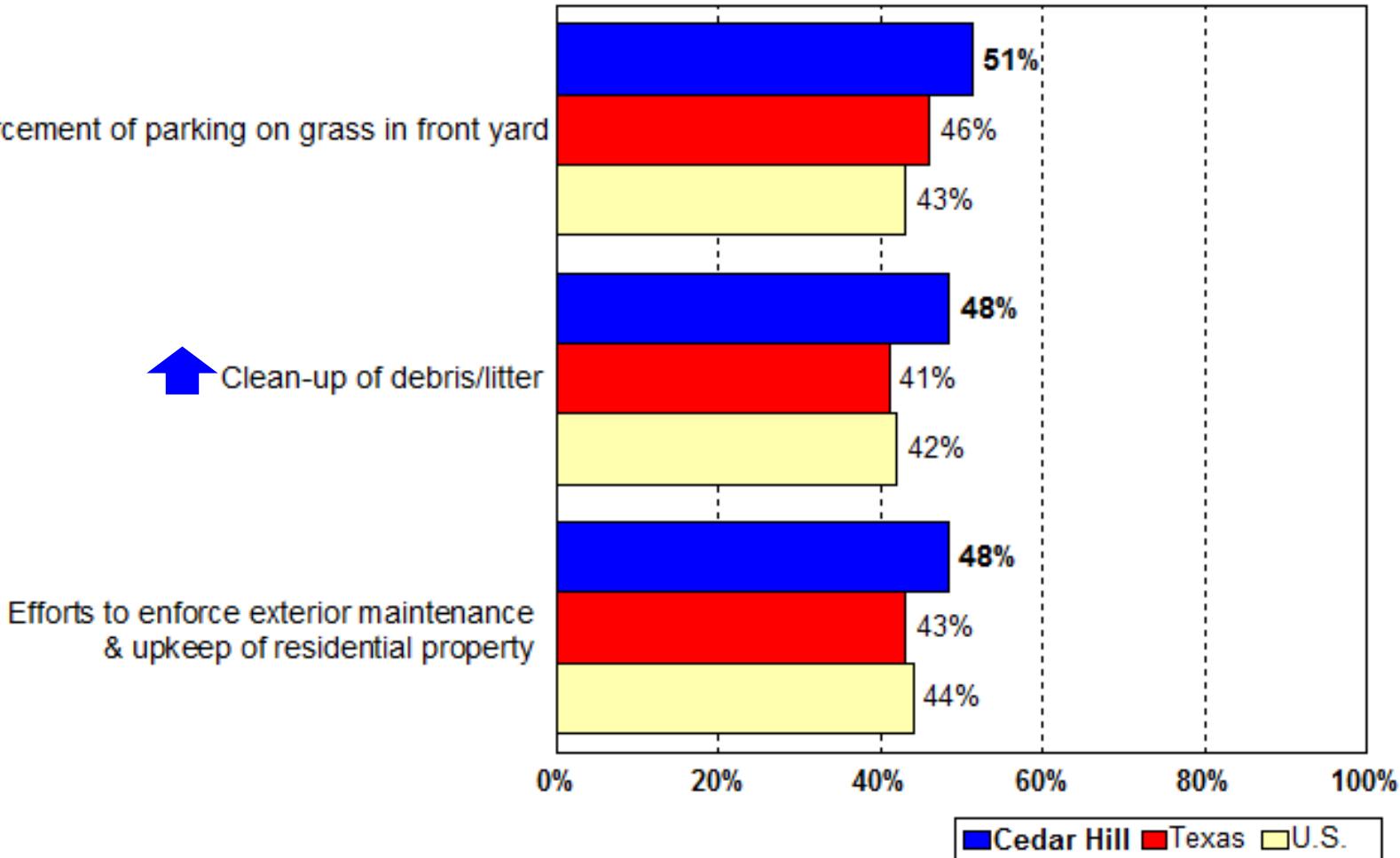
Source: 2018 ETC Institute

Significantly Higher:

Significantly Lower:

# Satisfaction with Code Enforcement Cedar Hill vs. Texas vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



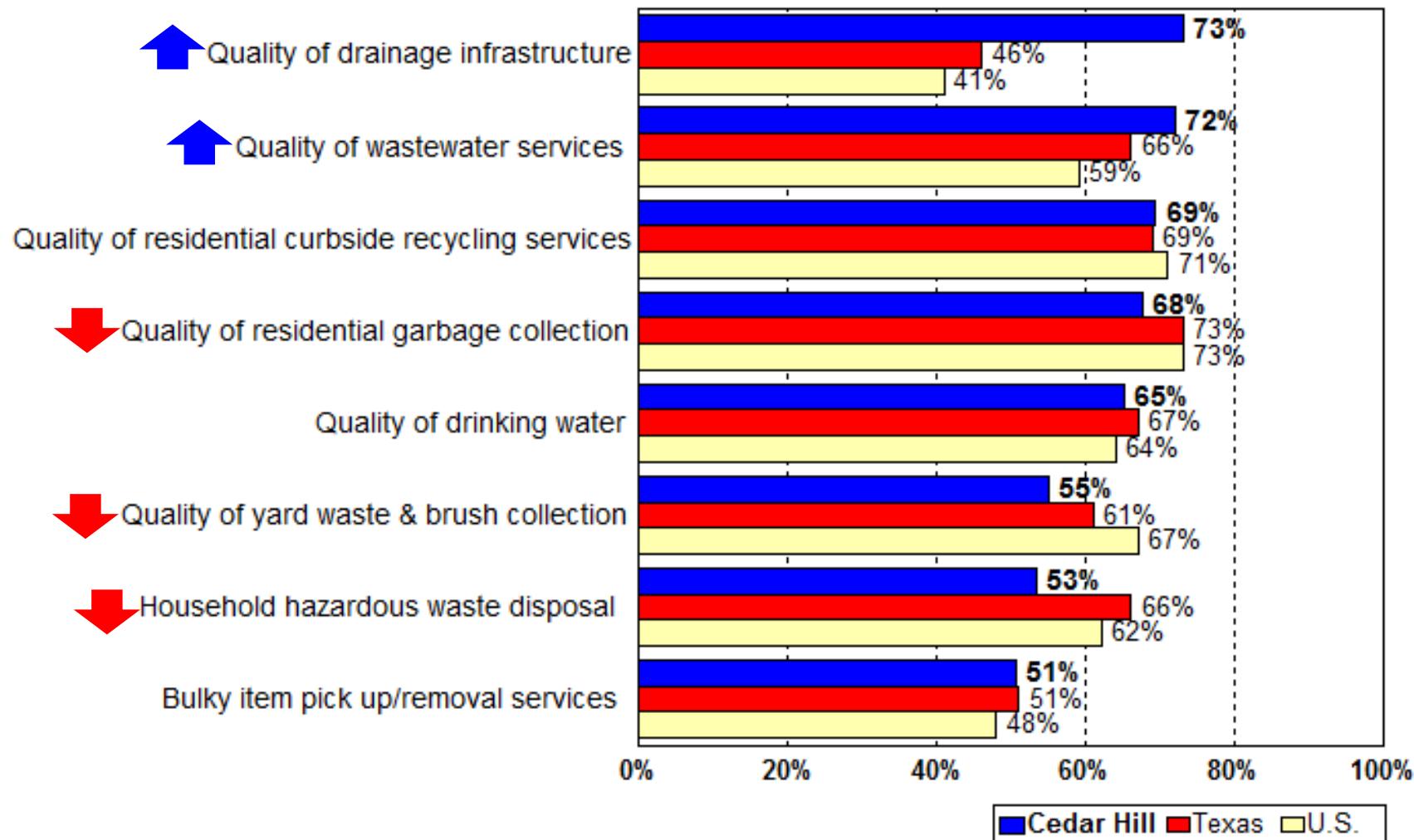
Source: 2018 ETC Institute

Significantly Higher:

Significantly Lower:

# Satisfaction with Utility Services Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

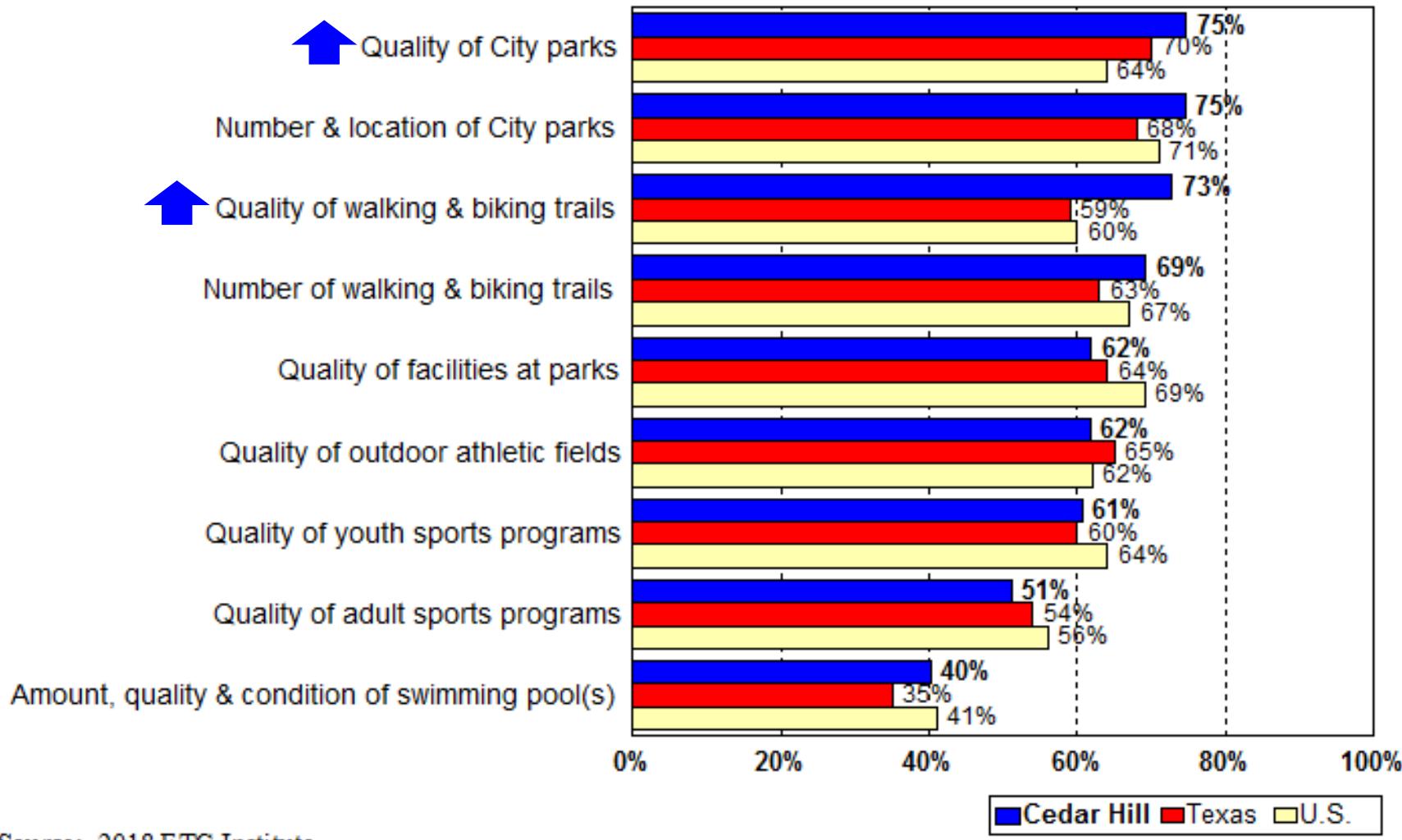
Significantly Higher:

Significantly Lower:

# Satisfaction with Parks and Recreation Services

## Cedar Hill vs. Texas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



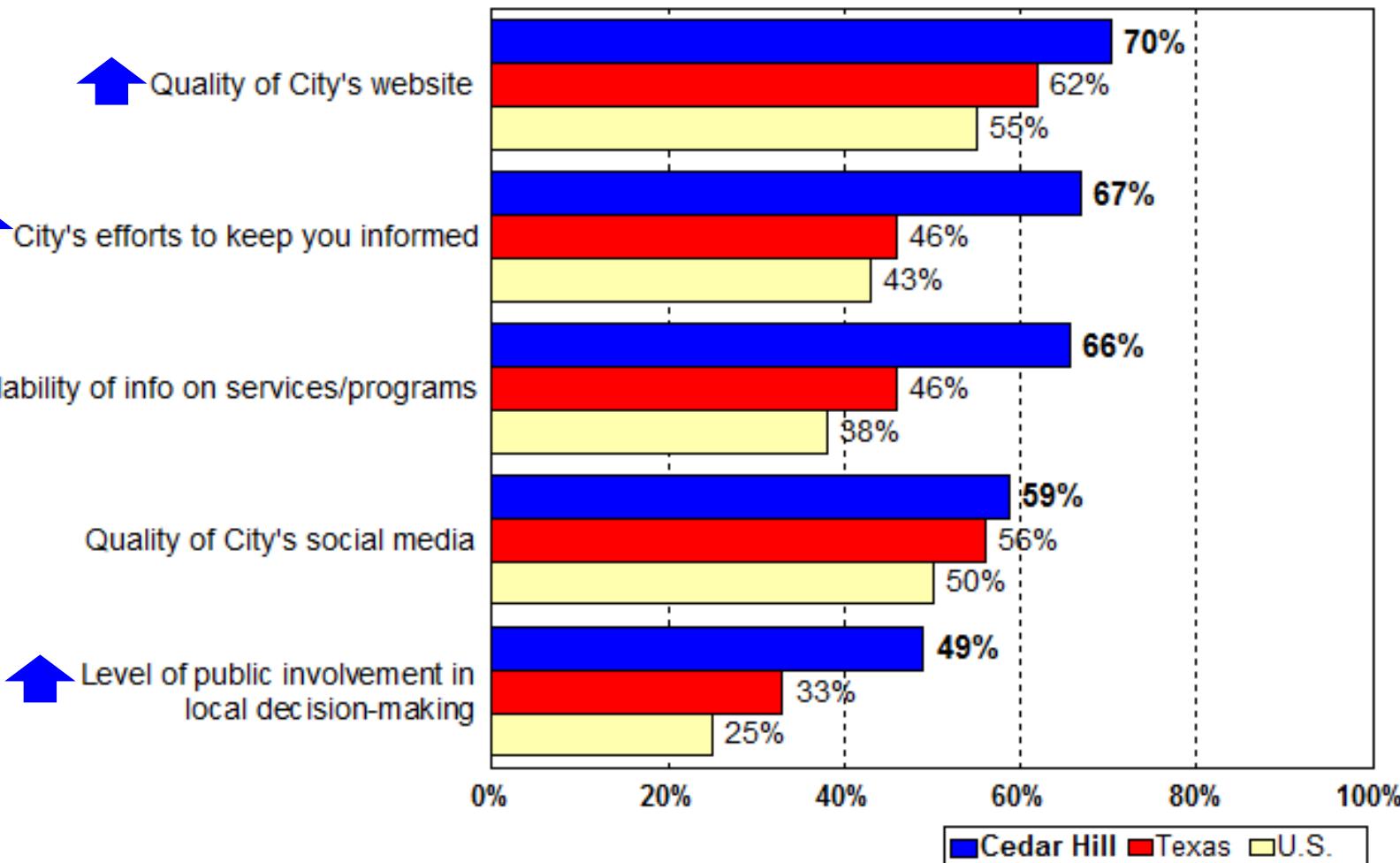
Source: 2018 ETC Institute

Significantly Higher:

Significantly Lower:

# Overall Satisfaction with Communication Cedar Hill vs. Texas vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Significantly Higher:

Significantly Lower:

# *Major Finding #4*

## Top Priorities for Investment

# 2018 Importance-Satisfaction Rating

Cedar Hill, Texas

## Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very Priority (IS &gt;.20)</u></b>						
Flow of traffic & congestion management in City	52%	1	50%	9	0.2575	1
<b><u>High Priority (IS .10-.20)</u></b>						
Overall enforcement of City codes & ordinances	32%	4	55%	8	0.1451	2
Maintenance of City streets, buildings, & facilities	46%	2	69%	5	0.1415	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Overall quality of City water & sewer utilities	24%	6	69%	6	0.0759	4
Effectiveness of City communication with the public	20%	7	69%	7	0.0628	5
City parks & recreation programs & facilities	25%	5	78%	2	0.0551	6
Quality of police, fire, & emergency medical services	36%	3	90%	1	0.0364	7
Customer service you receive from City employees	12%	8	73%	4	0.0331	8
City's storm water management system	9%	9	73%	3	0.0231	9

Overall Priorities: ←

# 2018 Importance-Satisfaction Rating

## Cedar Hill, Texas

### Maintenance 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>						
Traffic flow on major City streets	32%	1	49%	11	0.1612	1
Adequacy of City street lighting	24%	2	51%	10	0.1178	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Timing of traffic signals on City streets	20%	3	59%	8	0.0836	3
Condition of streets in your neighborhood	18%	4	65%	6	0.0632	4
Overall cleanliness of streets & public areas	16%	6	66%	5	0.0566	5
Condition of major City streets	17%	5	68%	3	0.0541	6
Pedestrian accessibility	10%	8	58%	9	0.0426	7
Condition of sidewalks in your neighborhood	10%	9	67%	4	0.0330	8
Condition of landscaping along public streets	11%	7	72%	1	0.0310	9
Appearance/condition of City medians, public areas	8%	10	69%	2	0.0255	10
Condition of pavement markings on City streets	4%	11	62%	7	0.0166	11

**Maintenance Priorities:**

# 2018 Importance-Satisfaction Rating

## Cedar Hill, Texas

### Public Safety Services

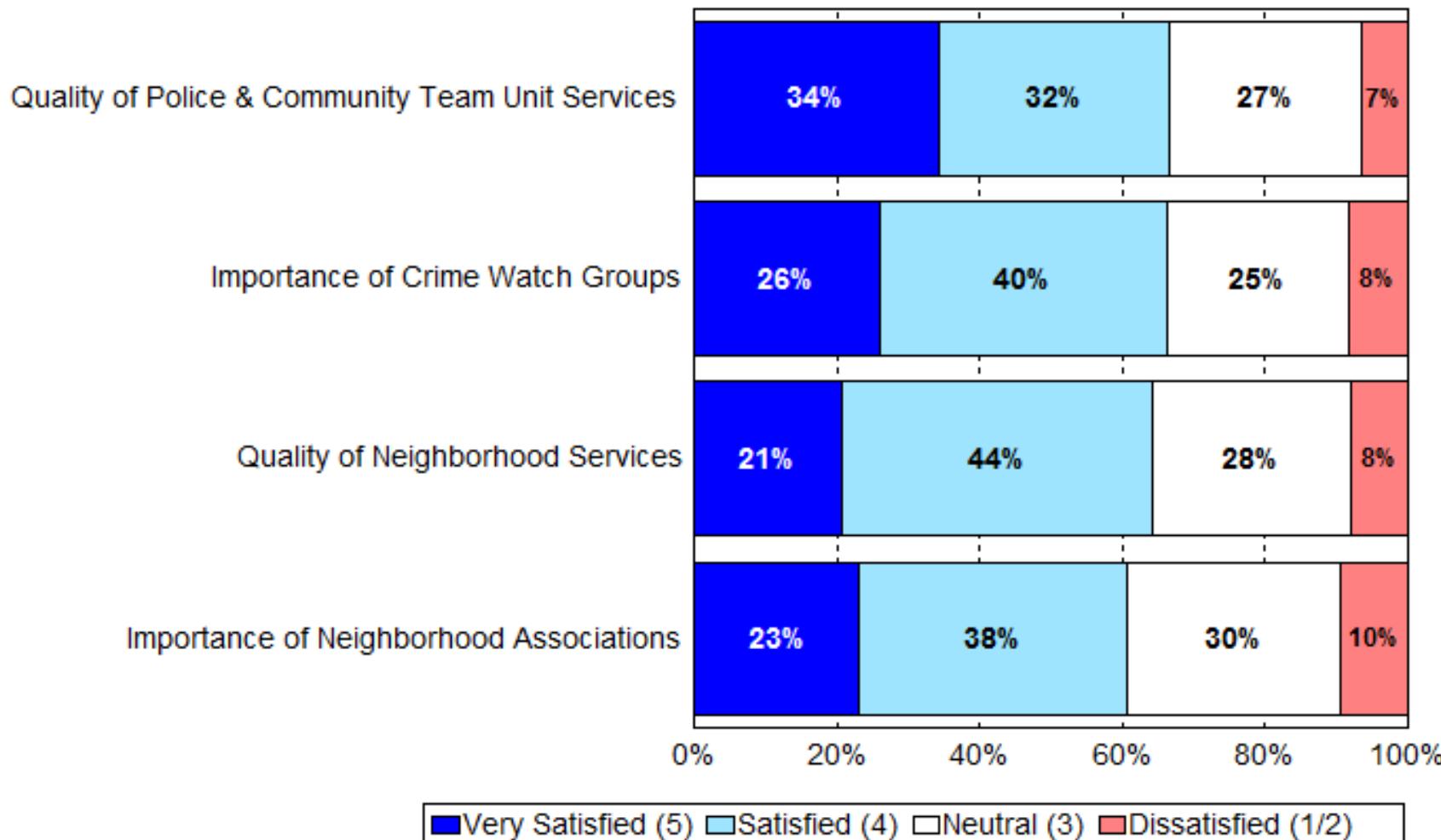
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-20)</u></b>						
Visibility of police in neighborhoods	34%	1	63%	14	0.1269	1
<b><u>Medium Priority (IS &lt;10)</u></b>						
Efforts to prevent crime	28%	2	67%	8	0.0923	2
Disaster preparedness public education	14%	3	54%	17	0.0654	3
Police safety education programs	12%	5	58%	16	0.0500	4
Visibility of police in retail areas	12%	6	67%	11	0.0387	5
Quality of animal control services	9%	7	61%	15	0.0356	6
Enforcement of traffic laws	9%	8	65%	13	0.0300	7
Quality of police protection	13%	4	82%	4	0.0226	8
Community public safety efforts	6%	9	66%	12	0.0204	9
Police response time	6%	10	75%	7	0.0147	10
Quality/accessibility of municipal court services	3%	11	67%	10	0.0100	11
Quality of fire safety education programs	3%	13	67%	9	0.0085	12
Quality of fire emergency medical services	3%	12	84%	2	0.0045	13
911 response time from first responders	2%	14	81%	5	0.0043	14
911 service provided by operators	2%	16	80%	6	0.0039	15
Quality of fire protection	2%	15	84%	3	0.0034	16
Fire personnel emergency response time	2%	17	84%	1	0.0028	17

**Police, Fire and EMS Priorities:**

# Other Findings

## Q10. Satisfaction with Various Aspects of Residential and Neighborhood Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

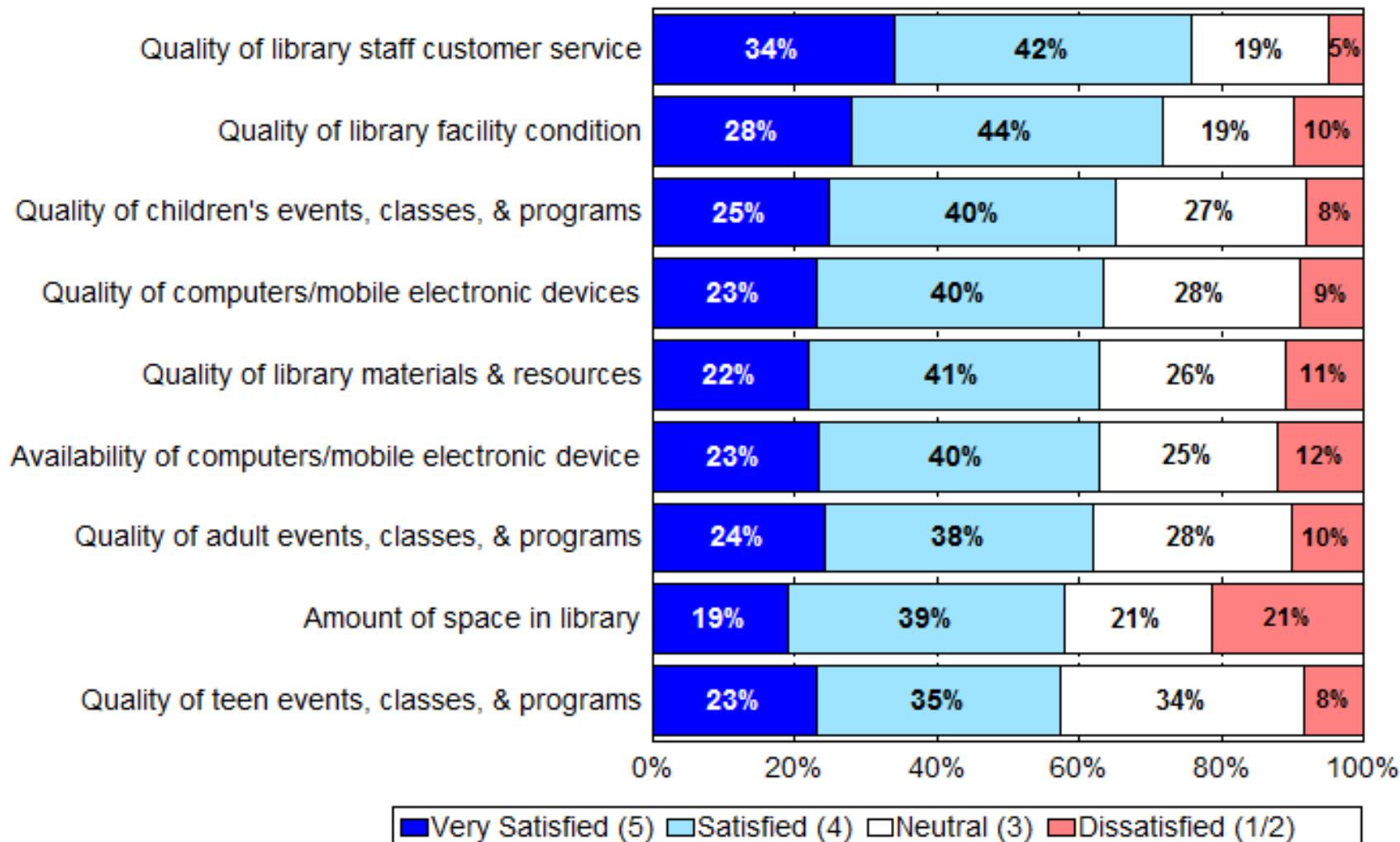


Source: ETC Institute (2018)

**10% or Less Are Dissatisfied with All Services**

## Q14. Satisfaction with Various Aspects of Library Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

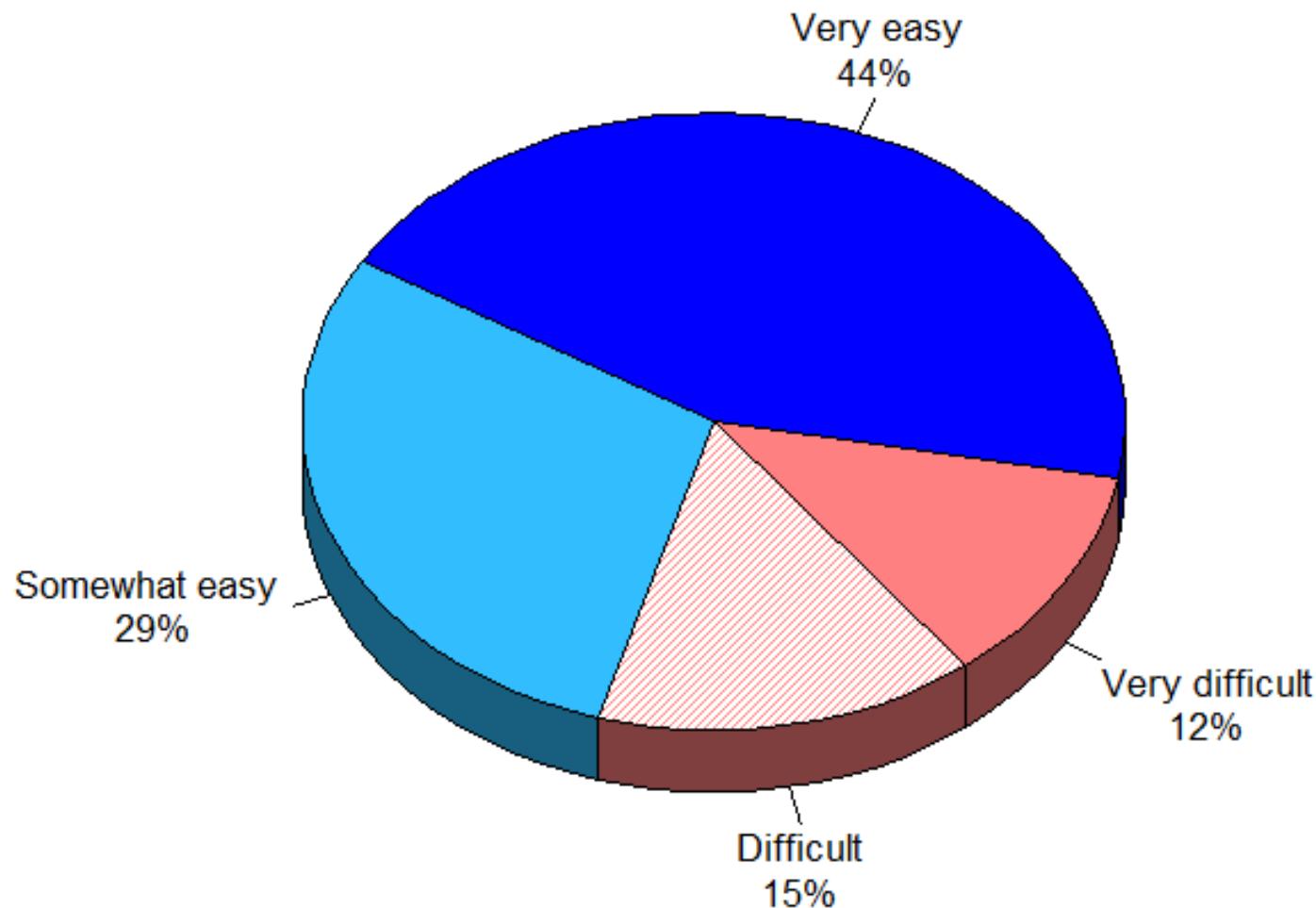


Source: ETC Institute (2018)

Dissatisfaction Ratings Are Low with All Services

## Q15b. How easy or difficult was it to address your issue?

by percentage of respondents who have called or visited the City in the past year

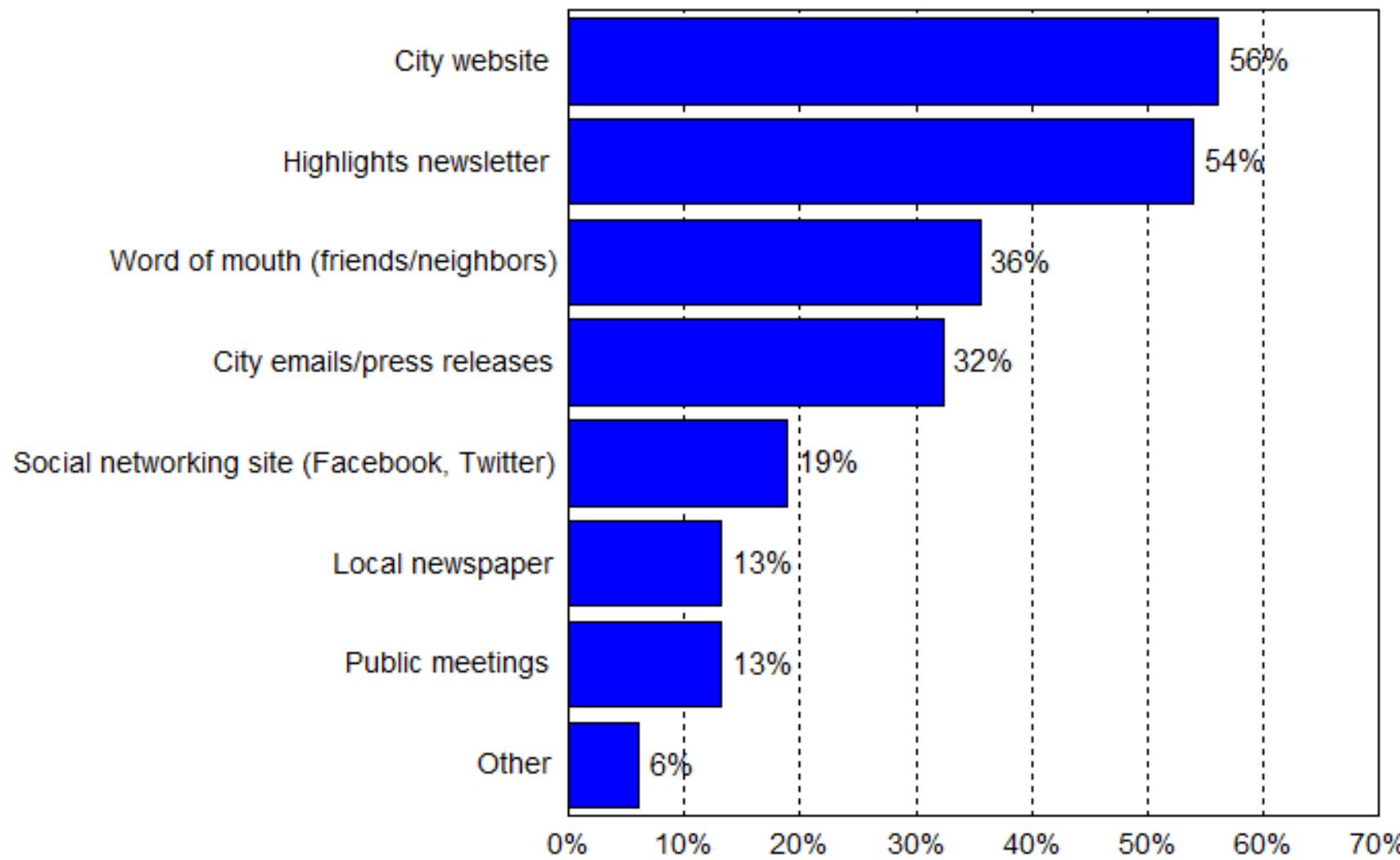


Source: ETC Institute (2018)

**73% of Residents Feel It Was Easy or Somewhat Easy to Address Their Issue When Contacting the City**

# Q17. Which of the following are your primary sources of information about City issues, services, and events?

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

# Summary

- **Residents Have a Positive Perception of the City**
  - 84% are satisfied with Cedar Hill as a place to live; only 6% are dissatisfied
- **Satisfaction with City Services Is Much Higher in Cedar Hill Than in Other Communities**
  - Cedar Hill rated above the U.S. Average in 54 of 67 areas, and above the Texas Average in 55 of 67 areas
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# Questions?

# THANK YOU!!