

# ***2018 Citizen Satisfaction Survey***

## ***City of Cedar Hill, Texas***

Presented by

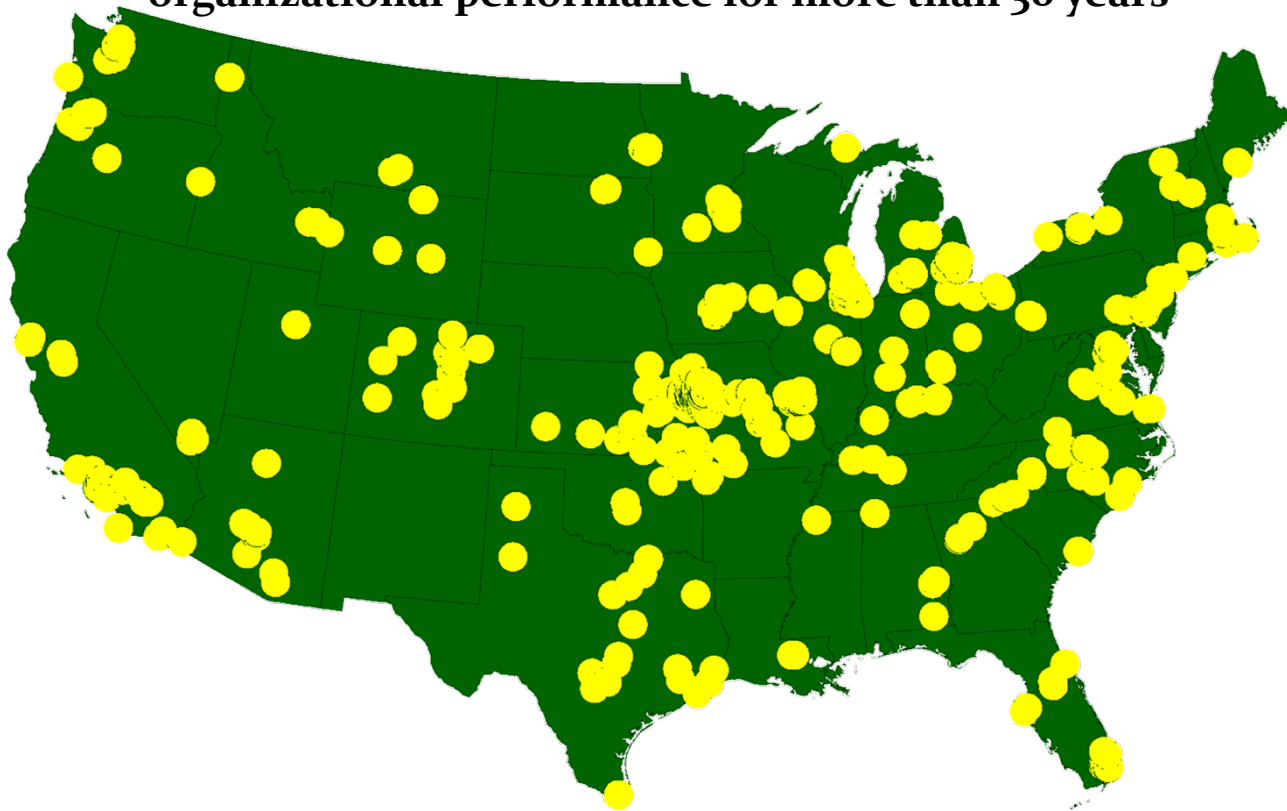


February 2018

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

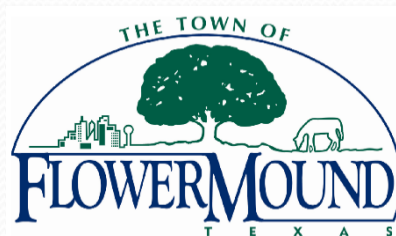
...helping City and County governments gather and use survey data to enhance  
organizational performance for more than 30 years



More than 2,150,000 Persons Surveyed Since 2007  
for more than 900 communities in 49 States



# Administered surveys in 40 Texas cities & counties



# Agenda

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

# Purpose

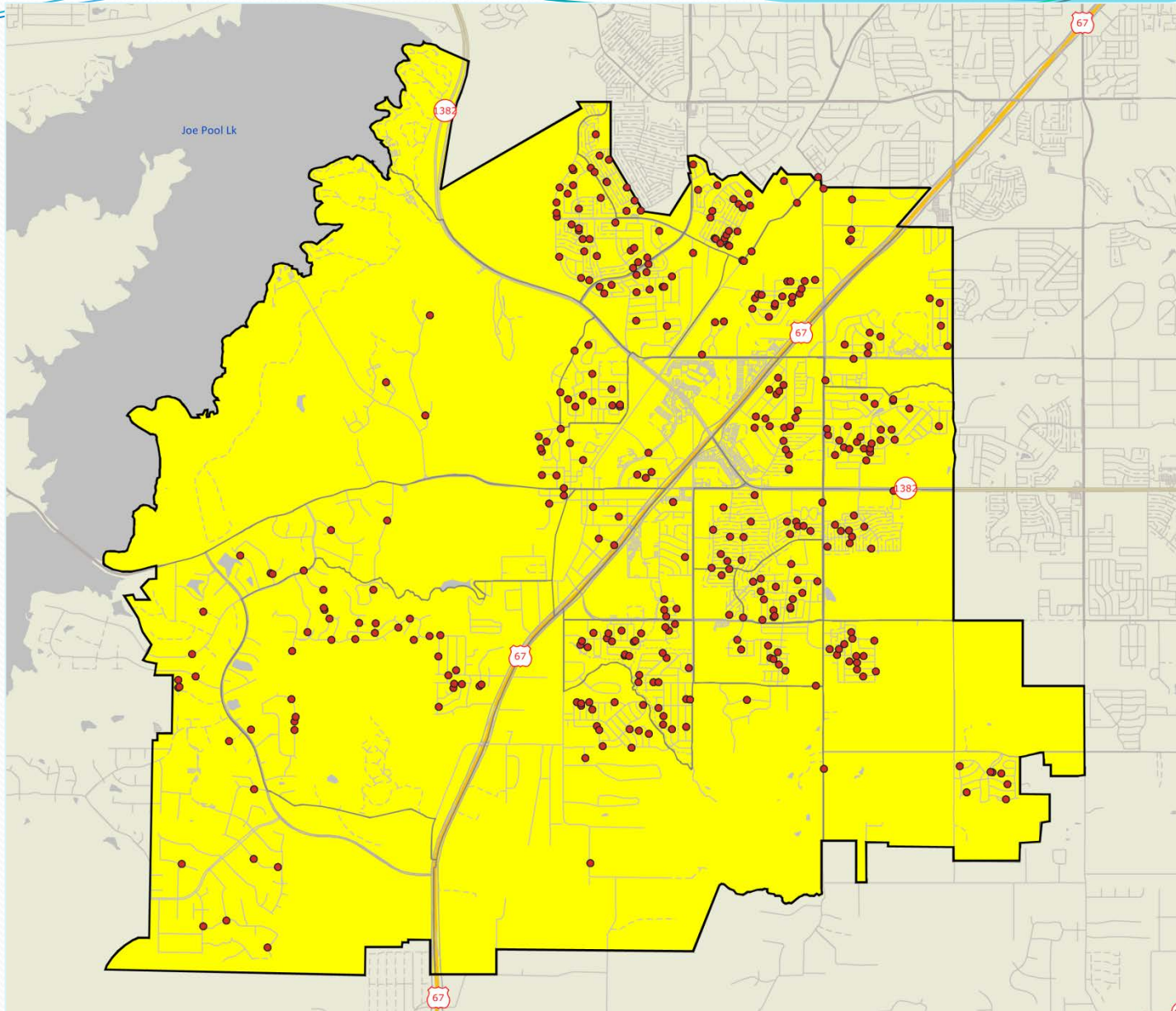
- **To objectively assess satisfaction among residents with the delivery of City services**
- **To help determine priorities for the community**
- **To measure trends from previous survey**
- **To compare the City's performance with other cities across regionally and nationally the U.S.**

# 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

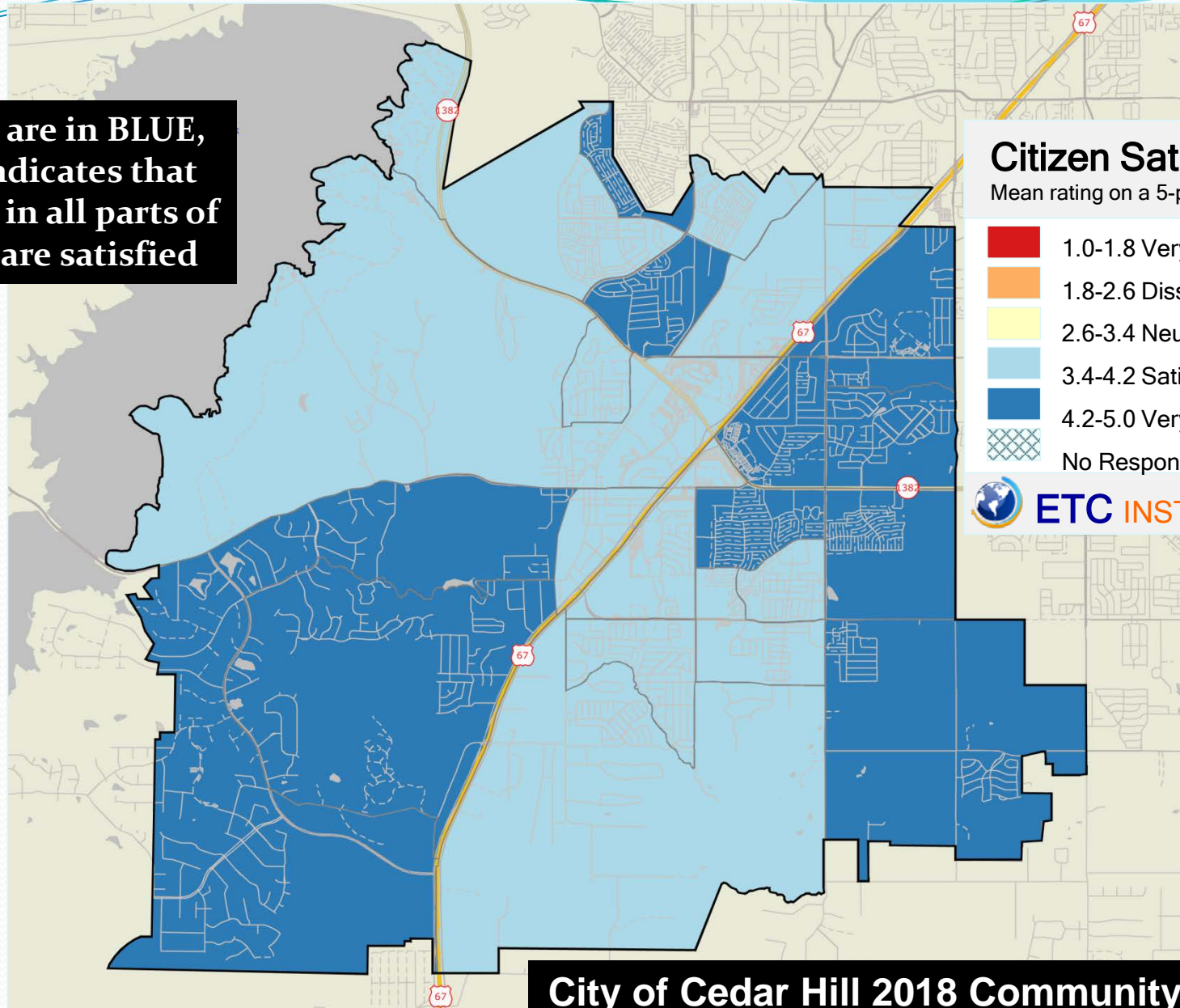


# *Major Finding #1*

Residents Have a Positive  
Perception of the City

# Cedar Hill as a Place to Live

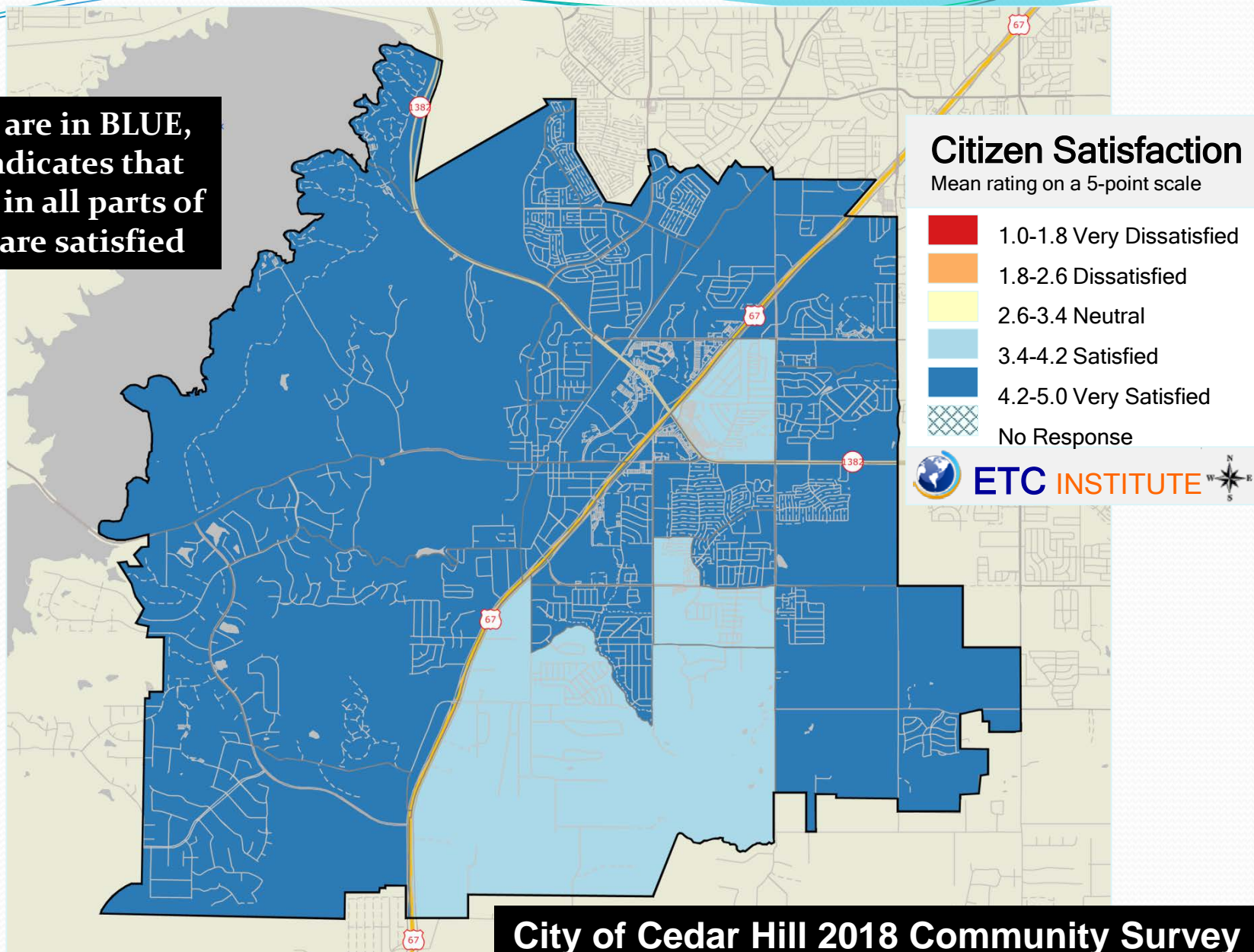
All areas are in BLUE, which indicates that residents in all parts of the City are satisfied





# 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



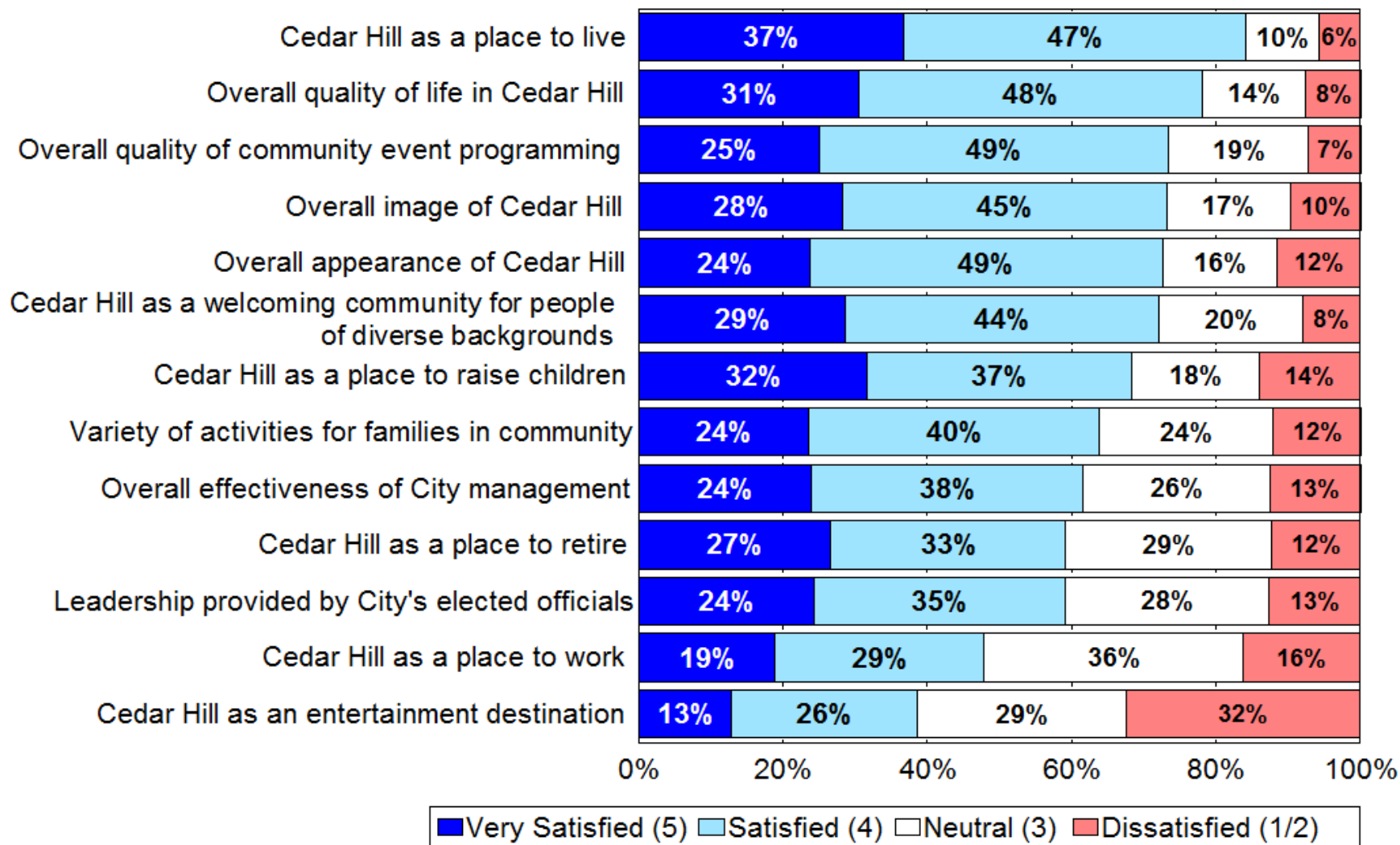
**City of Cedar Hill 2018 Community Survey**

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)

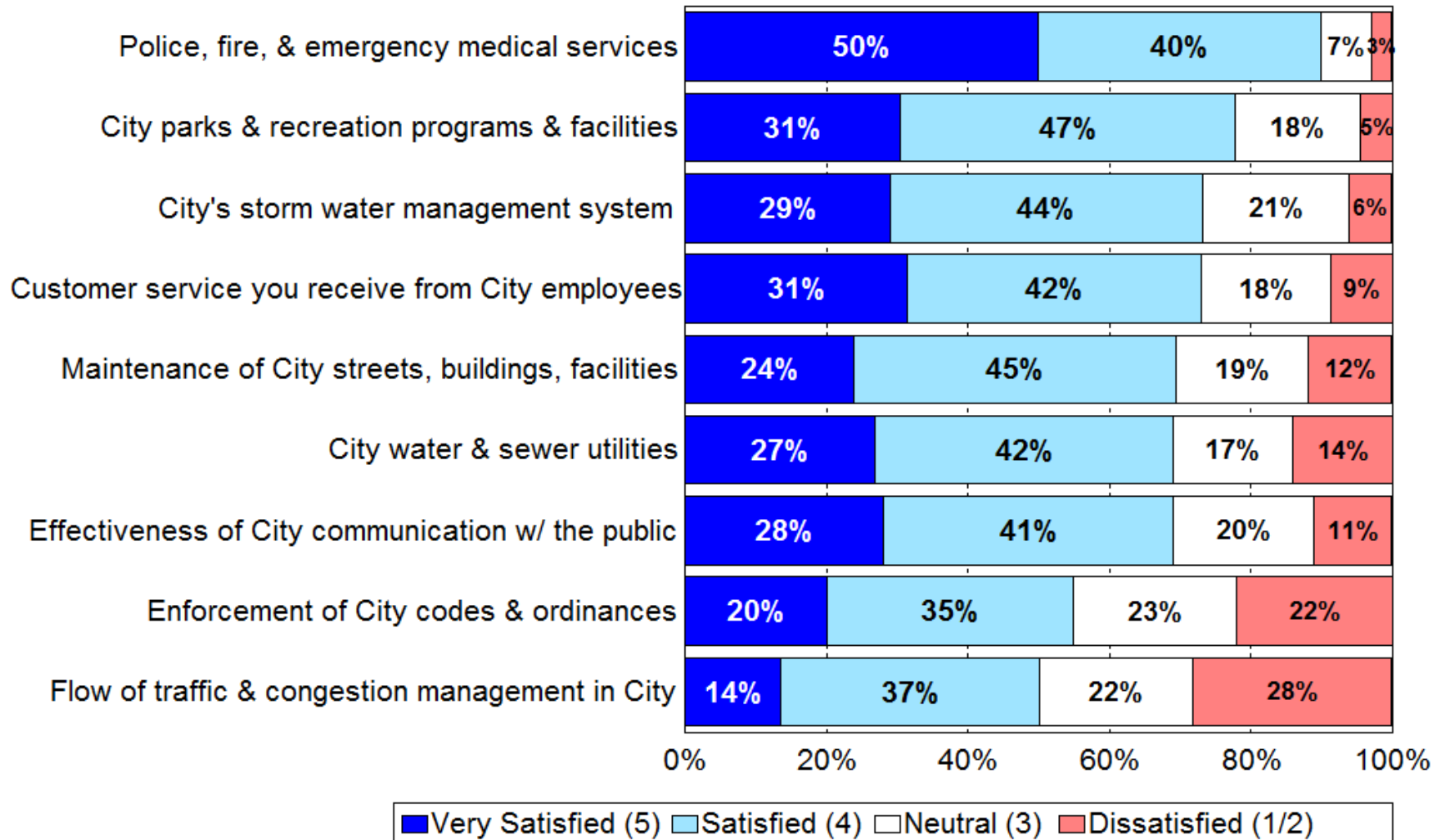


Source: ETC Institute (2018)

**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)

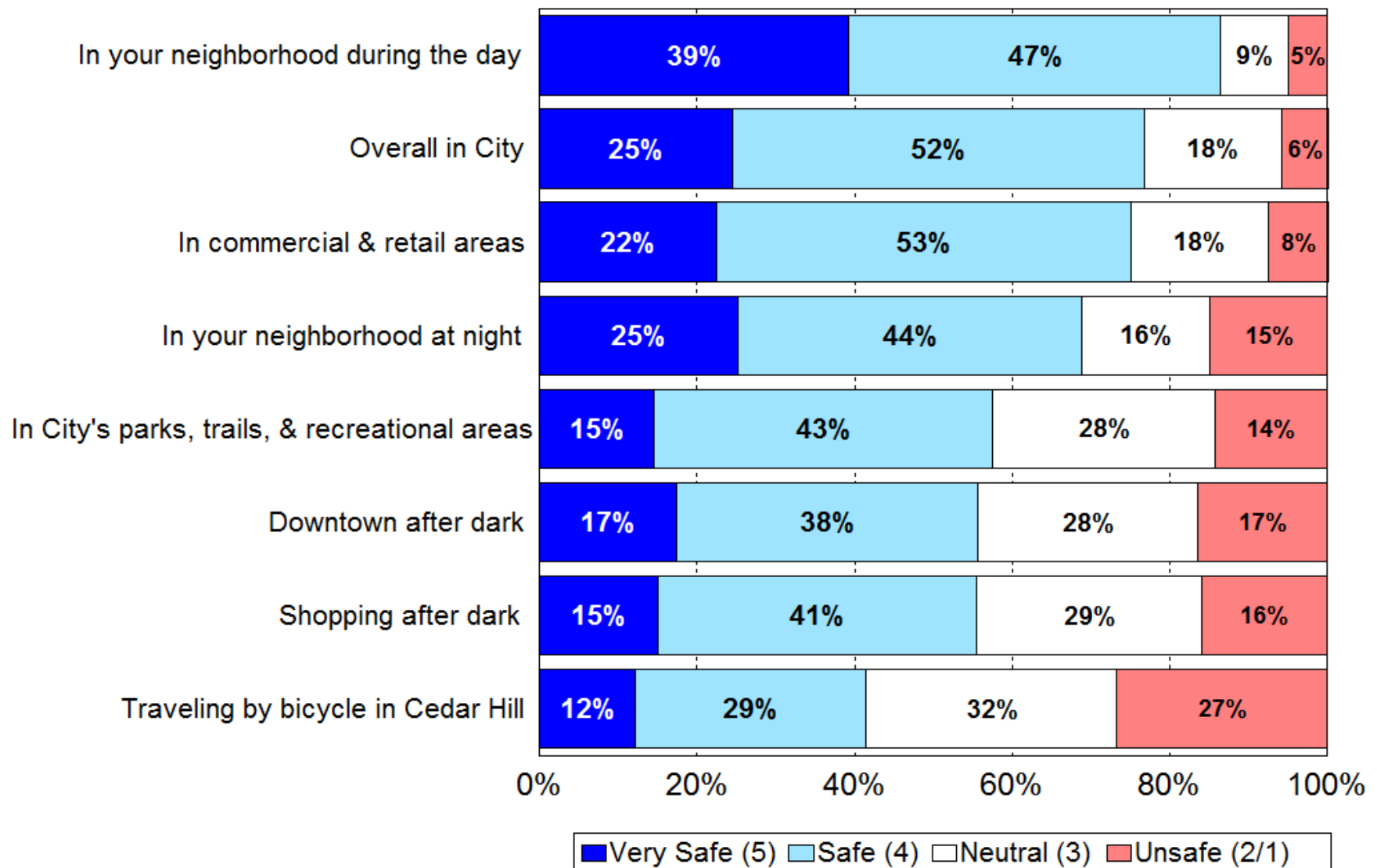


Source: ETC Institute (2018)

**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

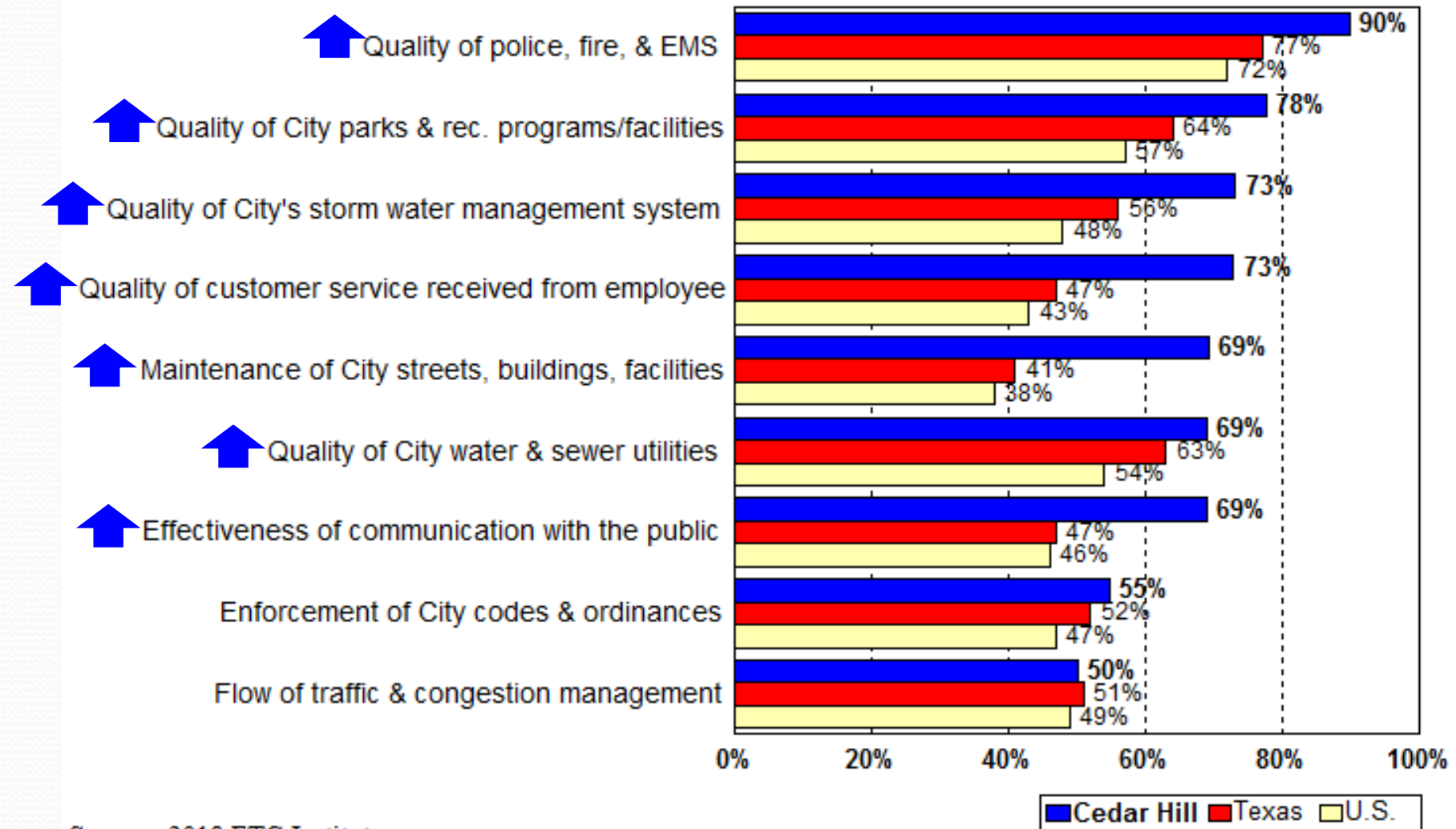
## **Major Finding #3**

**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)



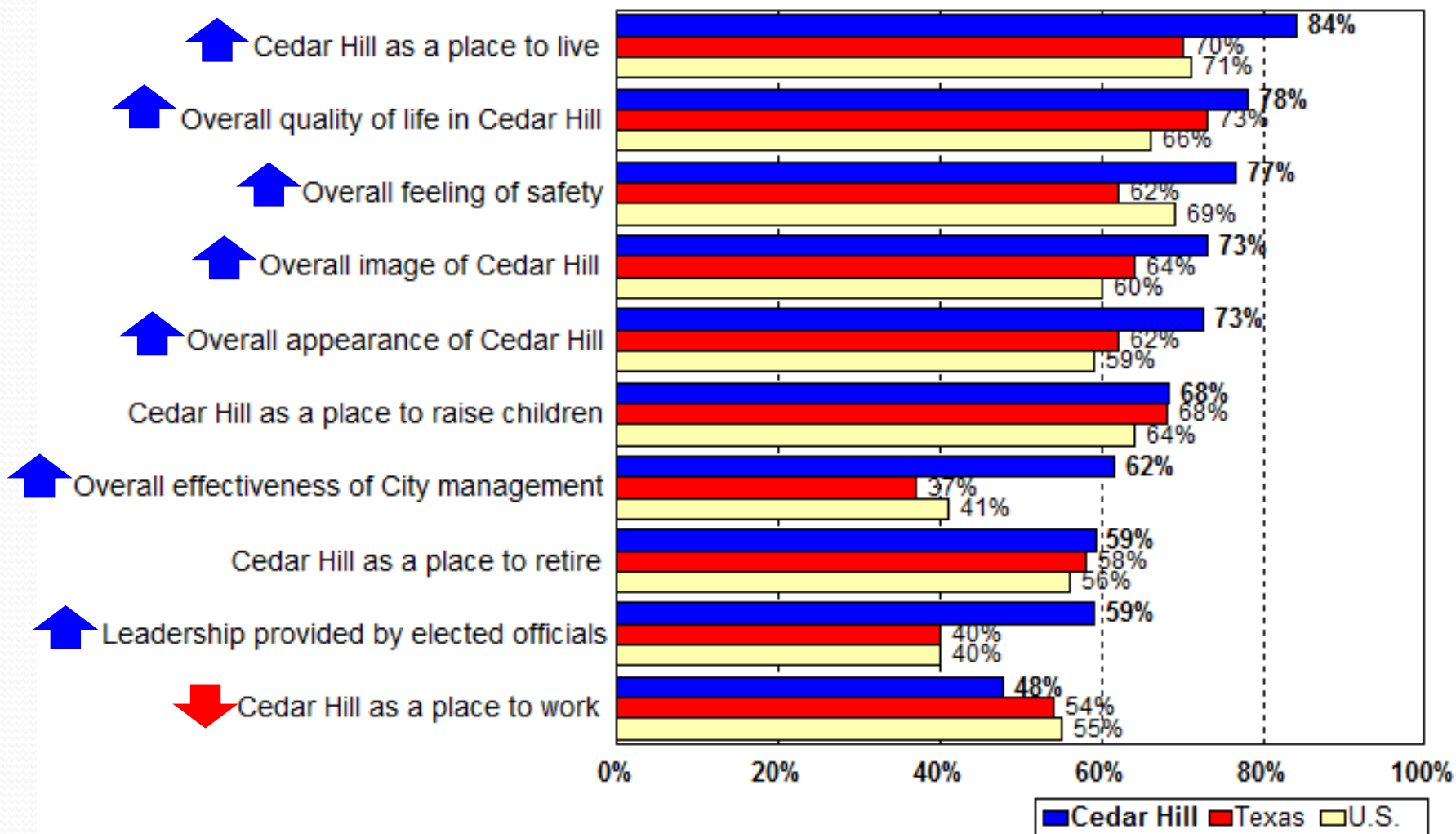
Source: 2018 ETC Institute

**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

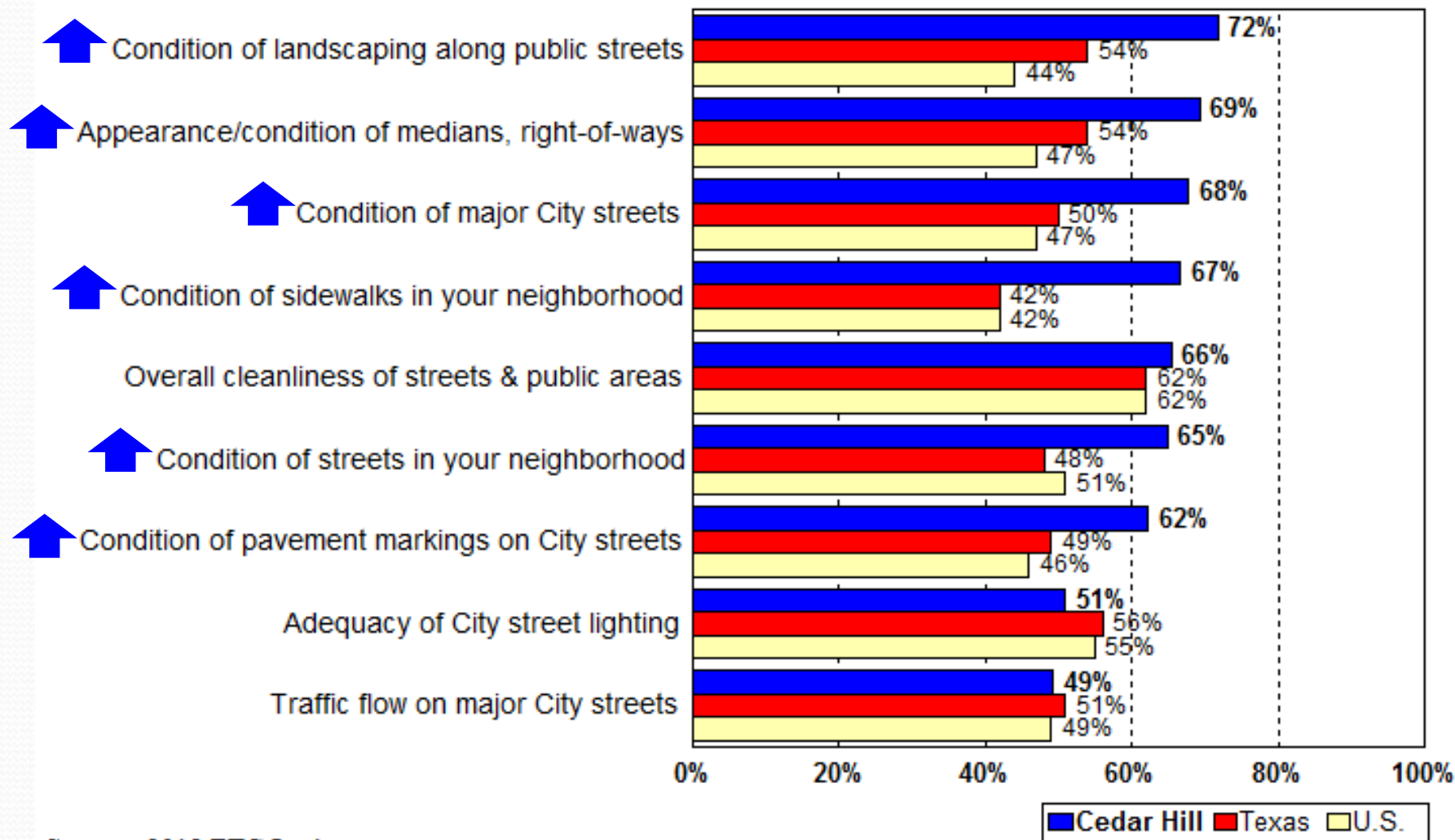
Significantly Higher: ↑

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

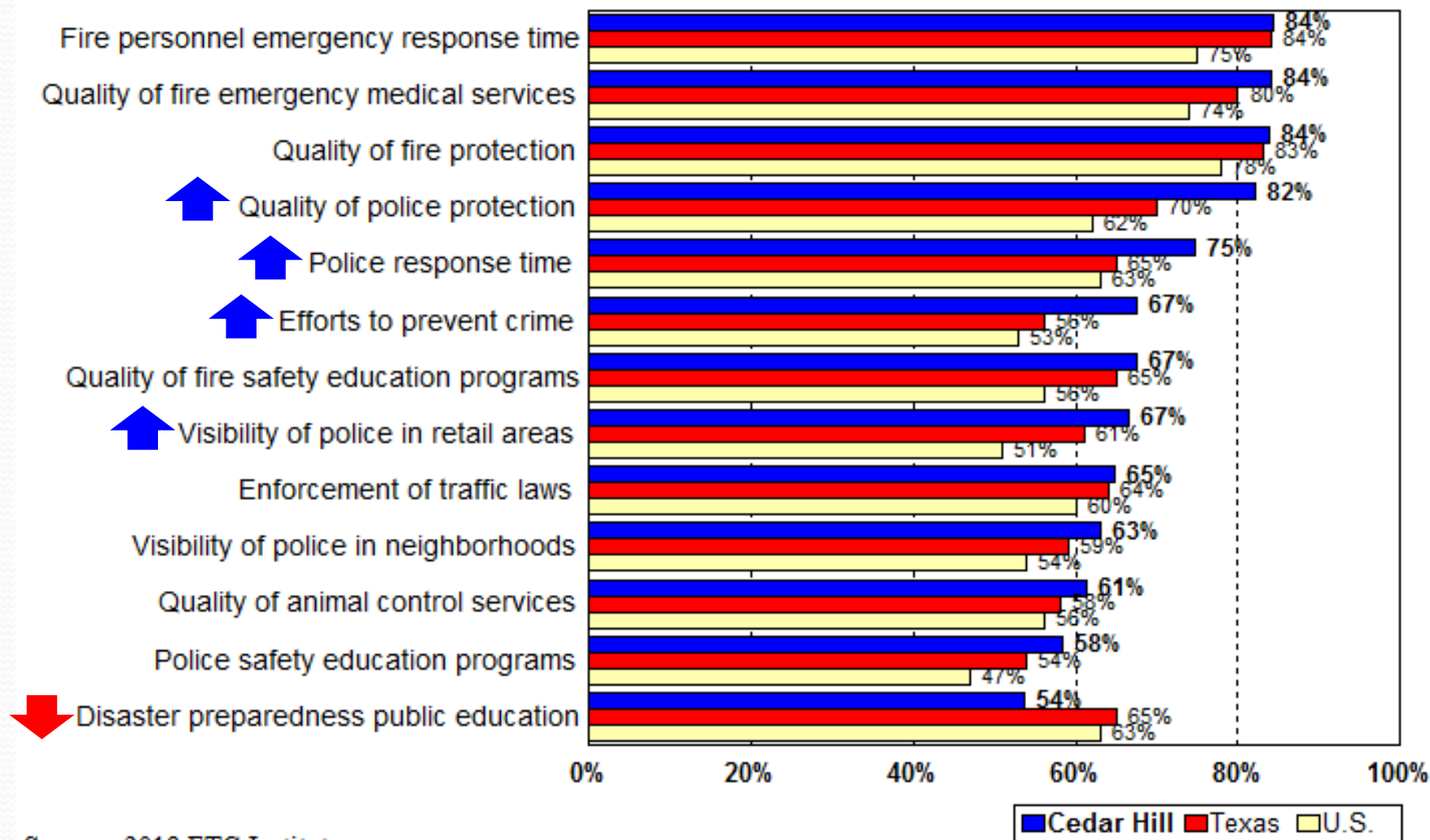
**Significantly Higher:** ↑

**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 knows)



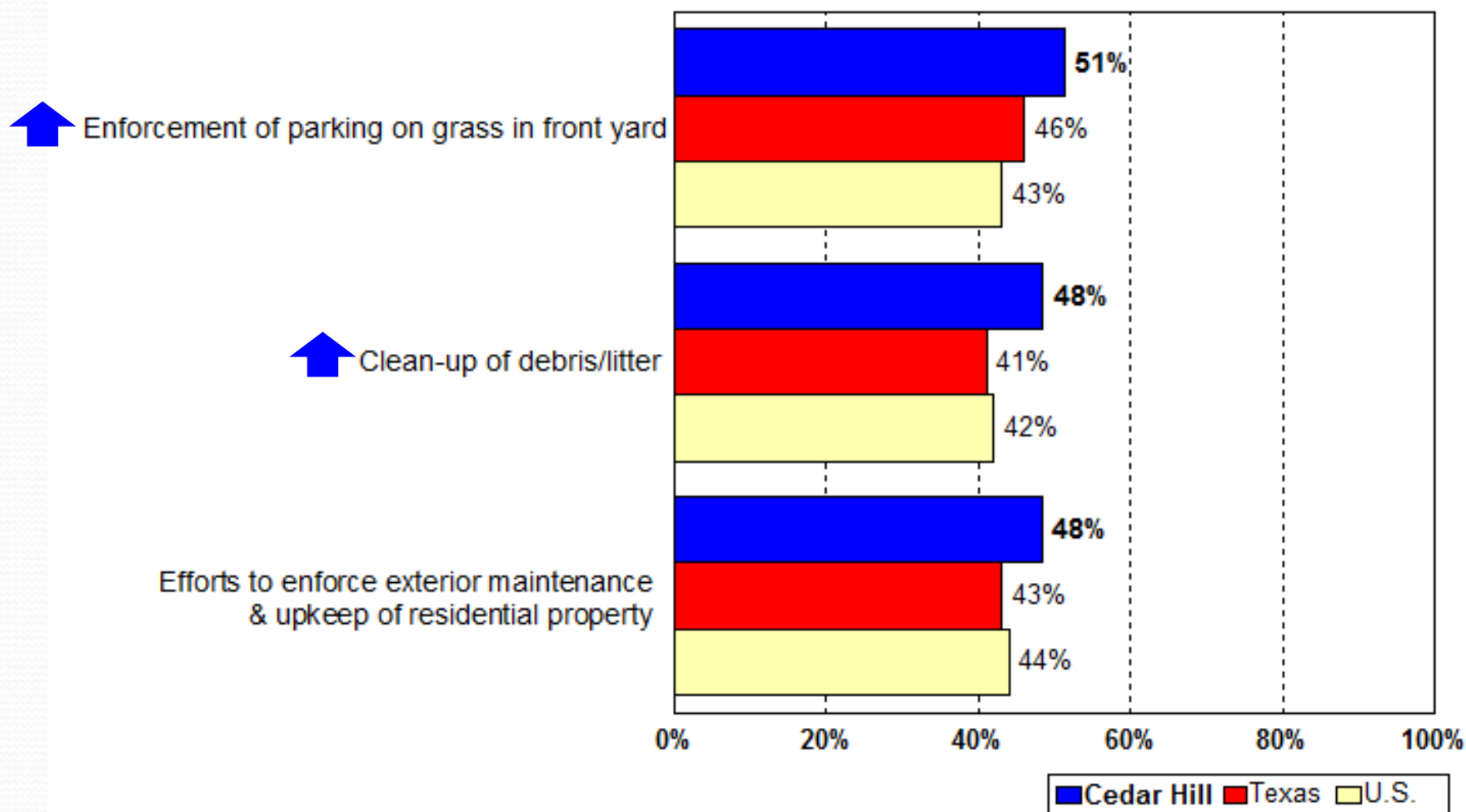
Source: 2018 ETC Institute

**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)



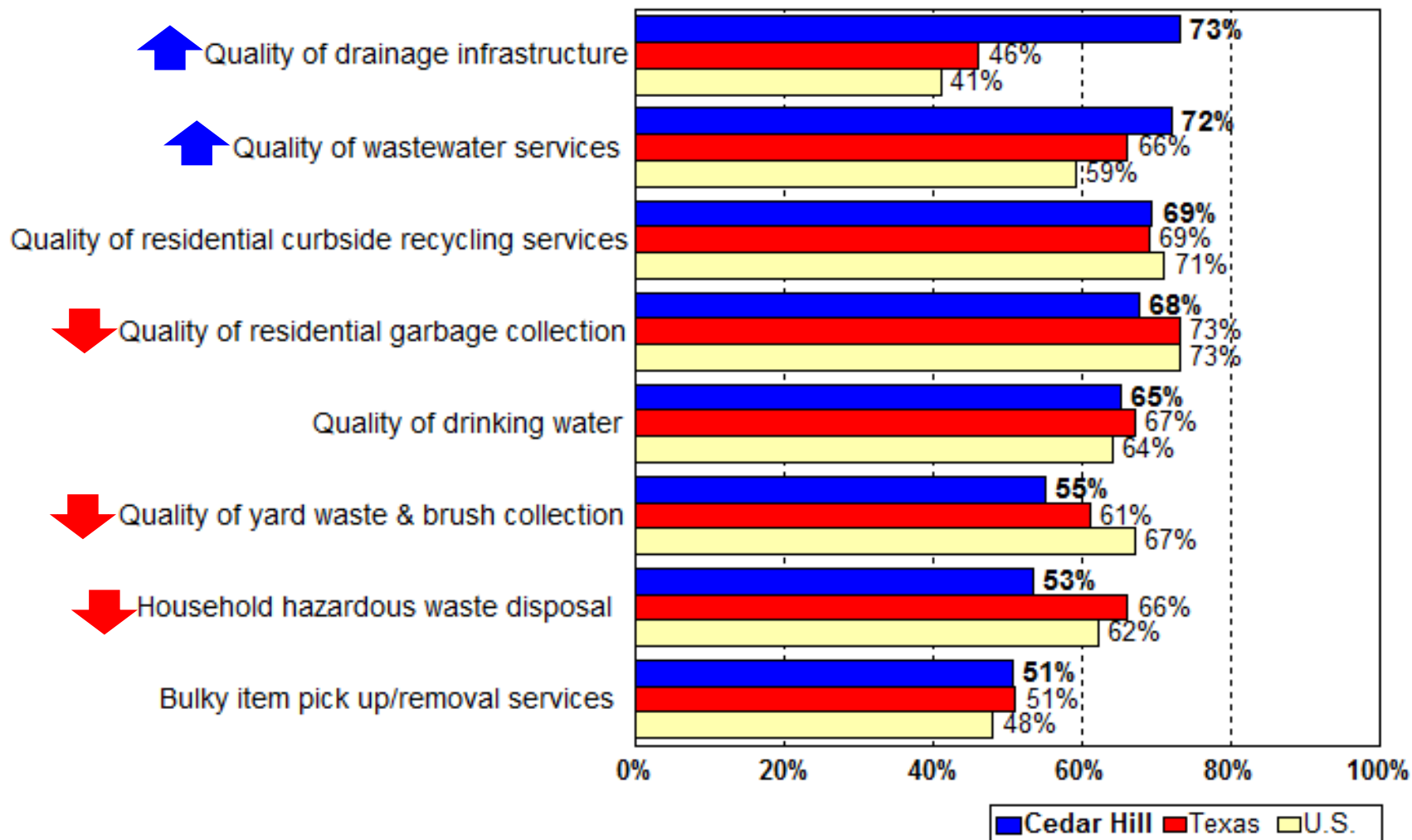
Source: 2018 ETC Institute

**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:** ↑

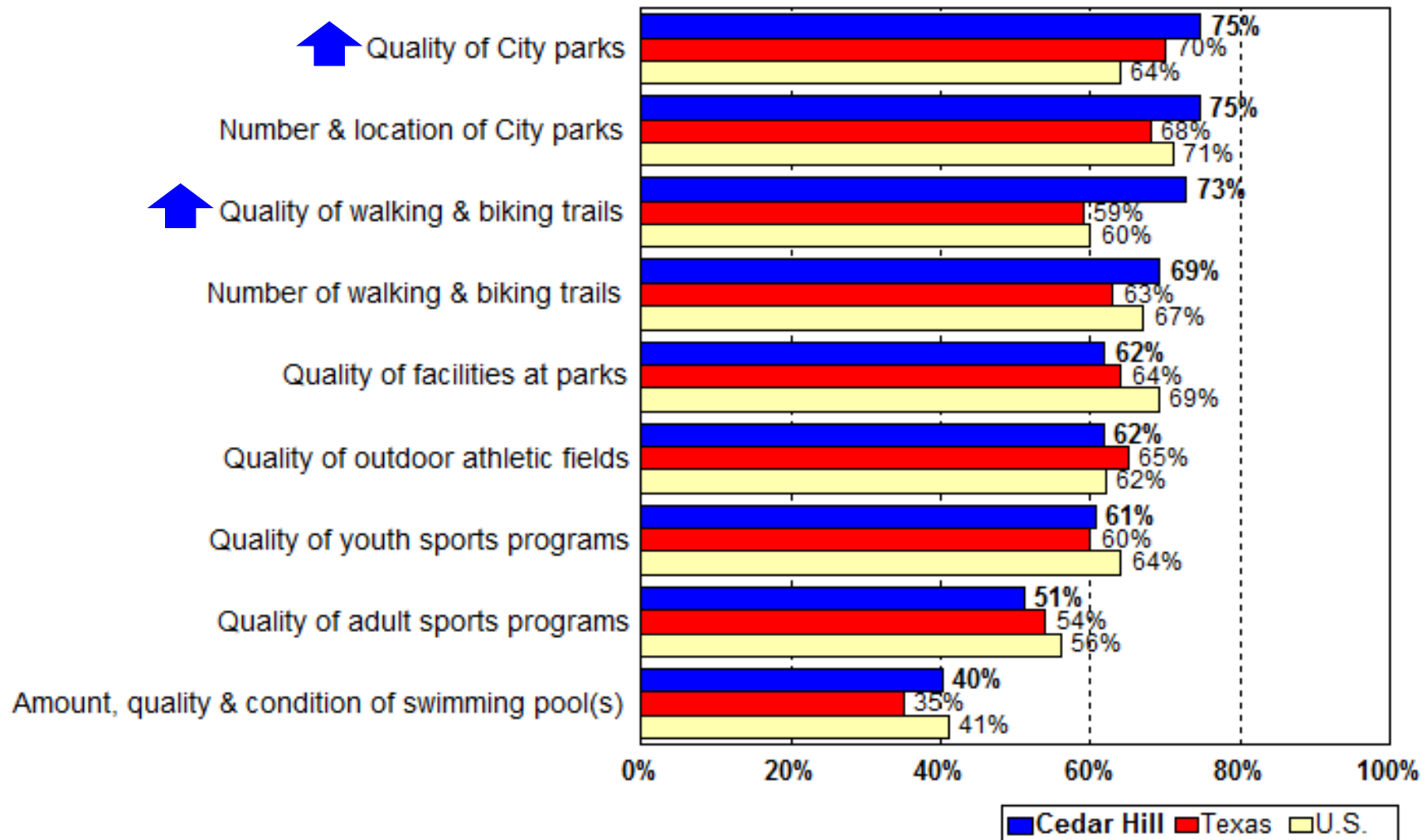
**Significantly Lower:** ↓



# 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)

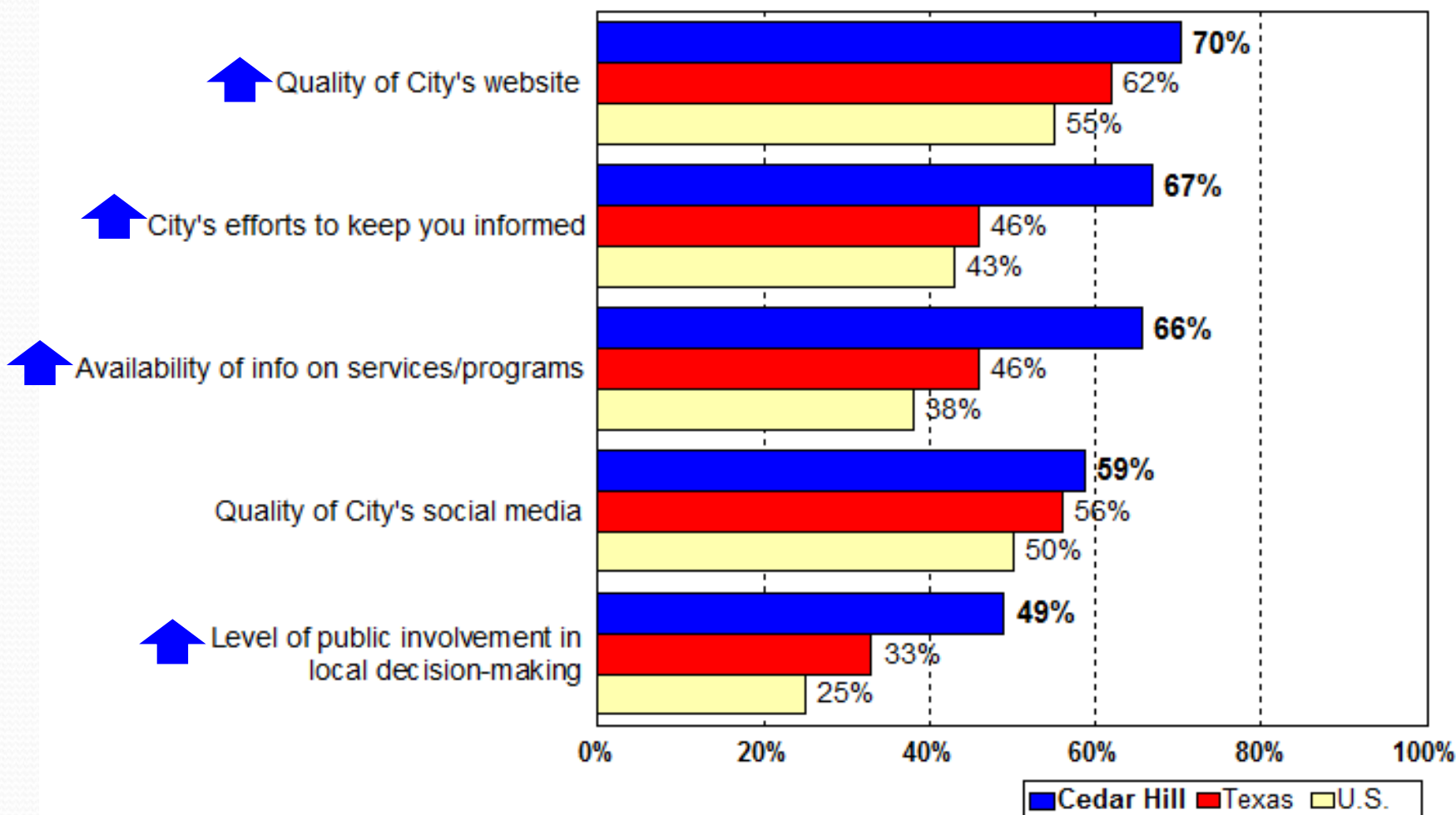


Source: 2018 ETC Institute

# 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>High Priority (IS .10-.20)</b>						
Visibility of police in neighborhoods	34%	1	63%	14	0.1269	1
<b>Medium Priority (IS &lt;.10)</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

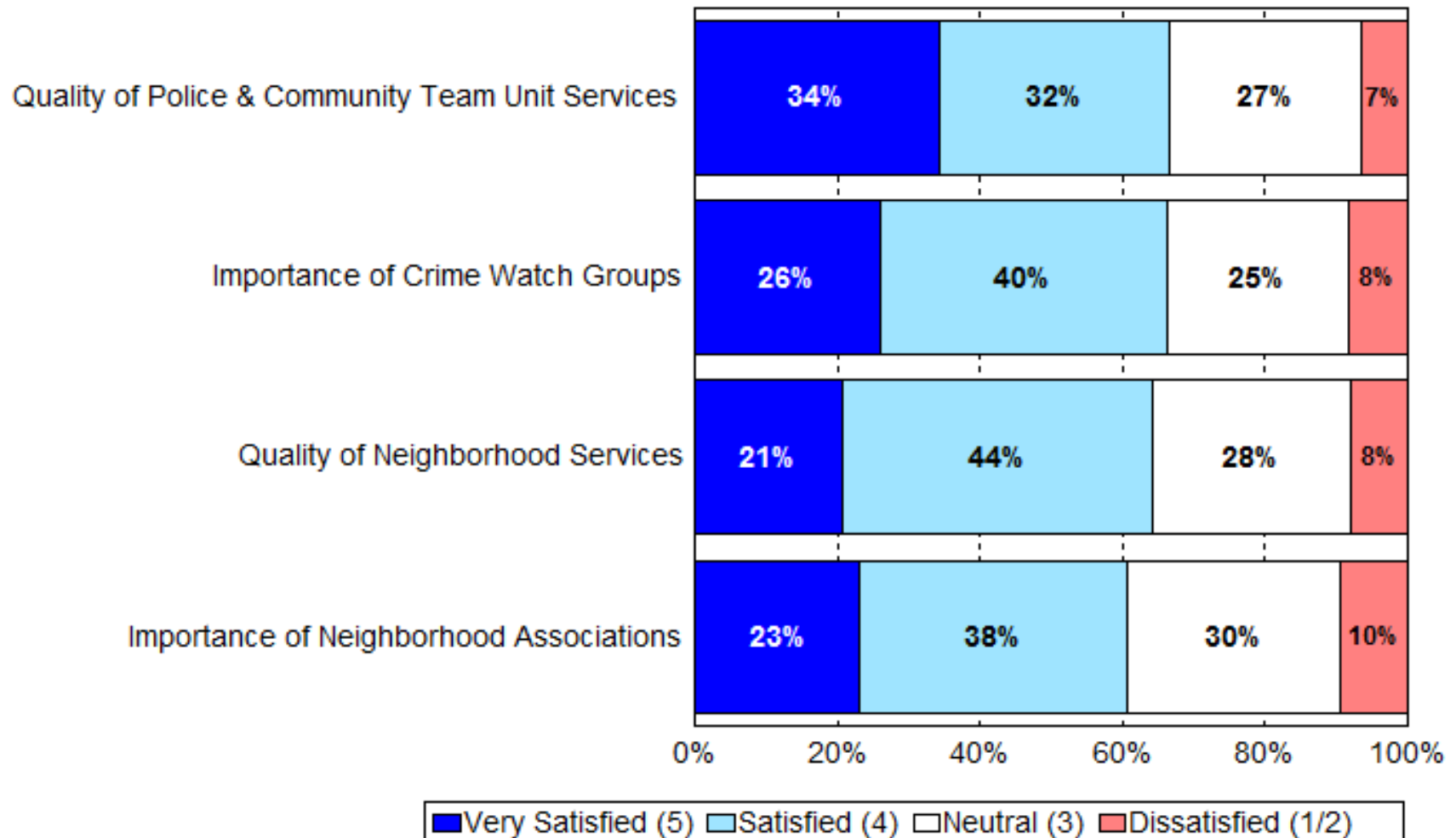
**Police, Fire and EMS Priorities:**



# *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)

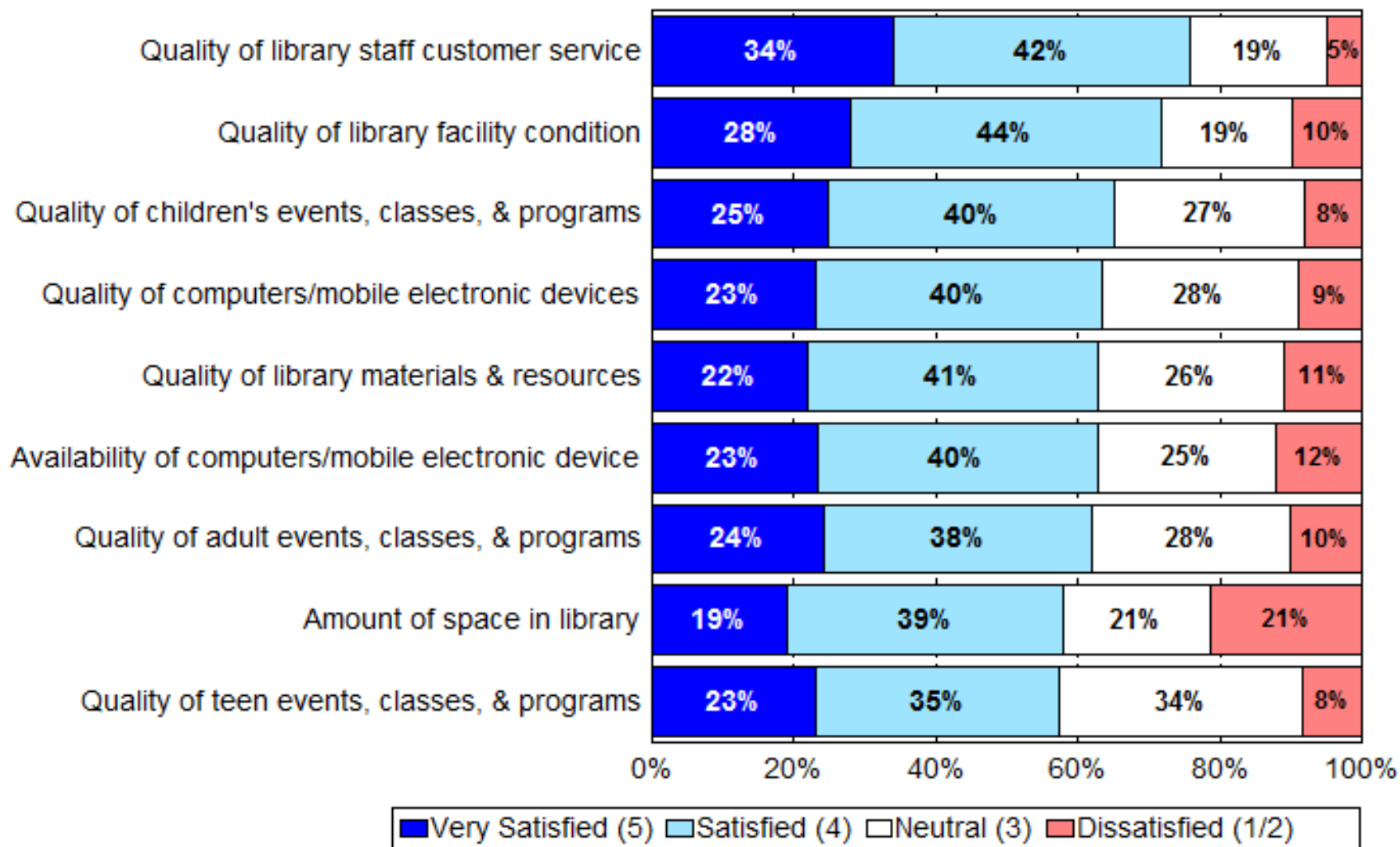


Source: ETC Institute (2018)

**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)

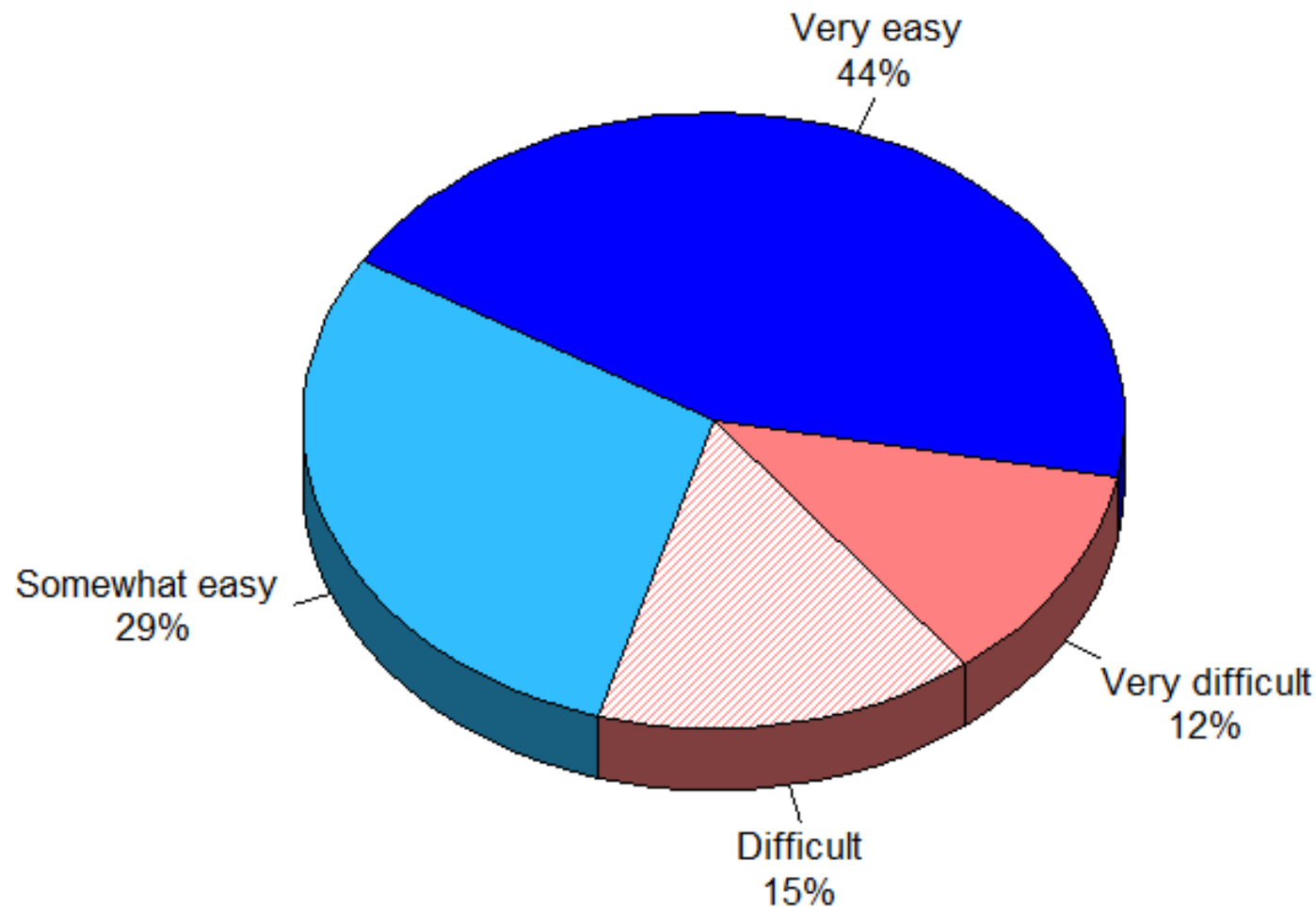


Source: ETC Institute (2018)

**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



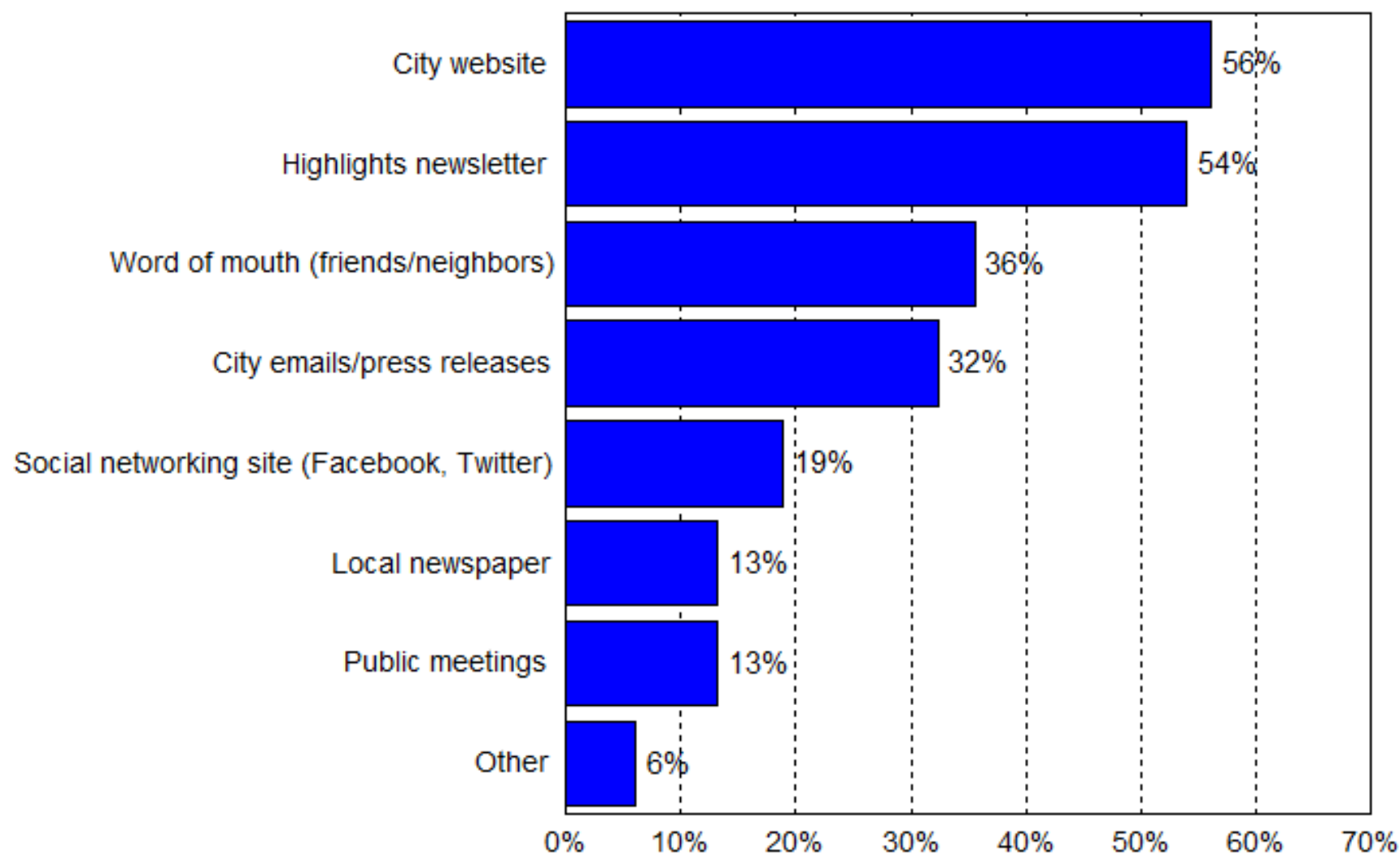
Source: ETC Institute (2018)

**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
  - ❑ 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

# Questions?

## THANK YOU!!