

# 2022 Community Survey

## City of Cedar Hill, Texas



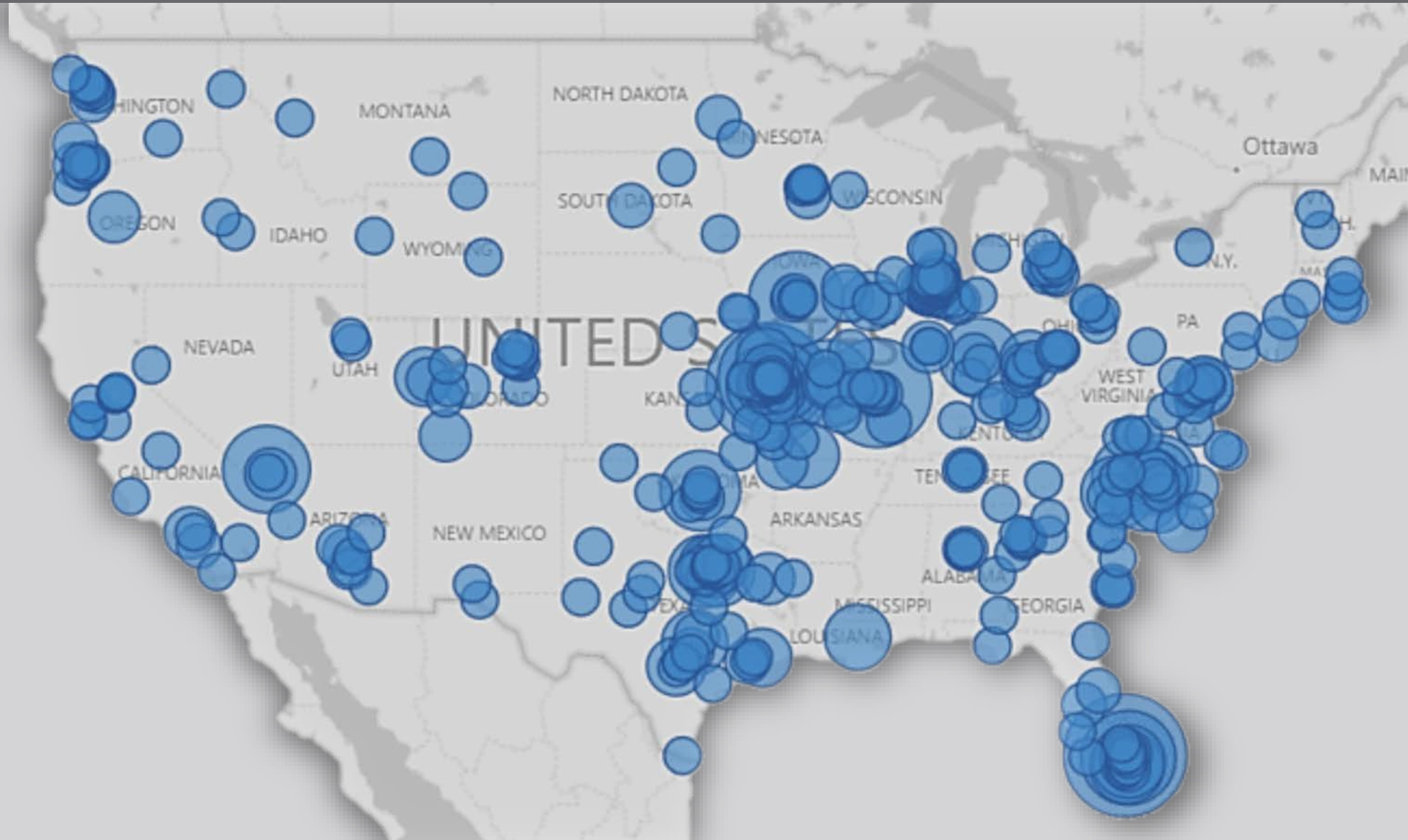
PRESENTED BY

**ETC**  
INSTITUTE

AUGUST 2022

# ETC Institute is a National Leader in Market Research for Local Governmental Organizations

*For 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.*



More Than 2,500,000 Person's Surveyed Since 2012 for More Than 1.000 Communities in 49 States



# Agenda

Purpose and Methodology

Bottom Line Upfront

Major Findings

Summary

Questions





# Purpose

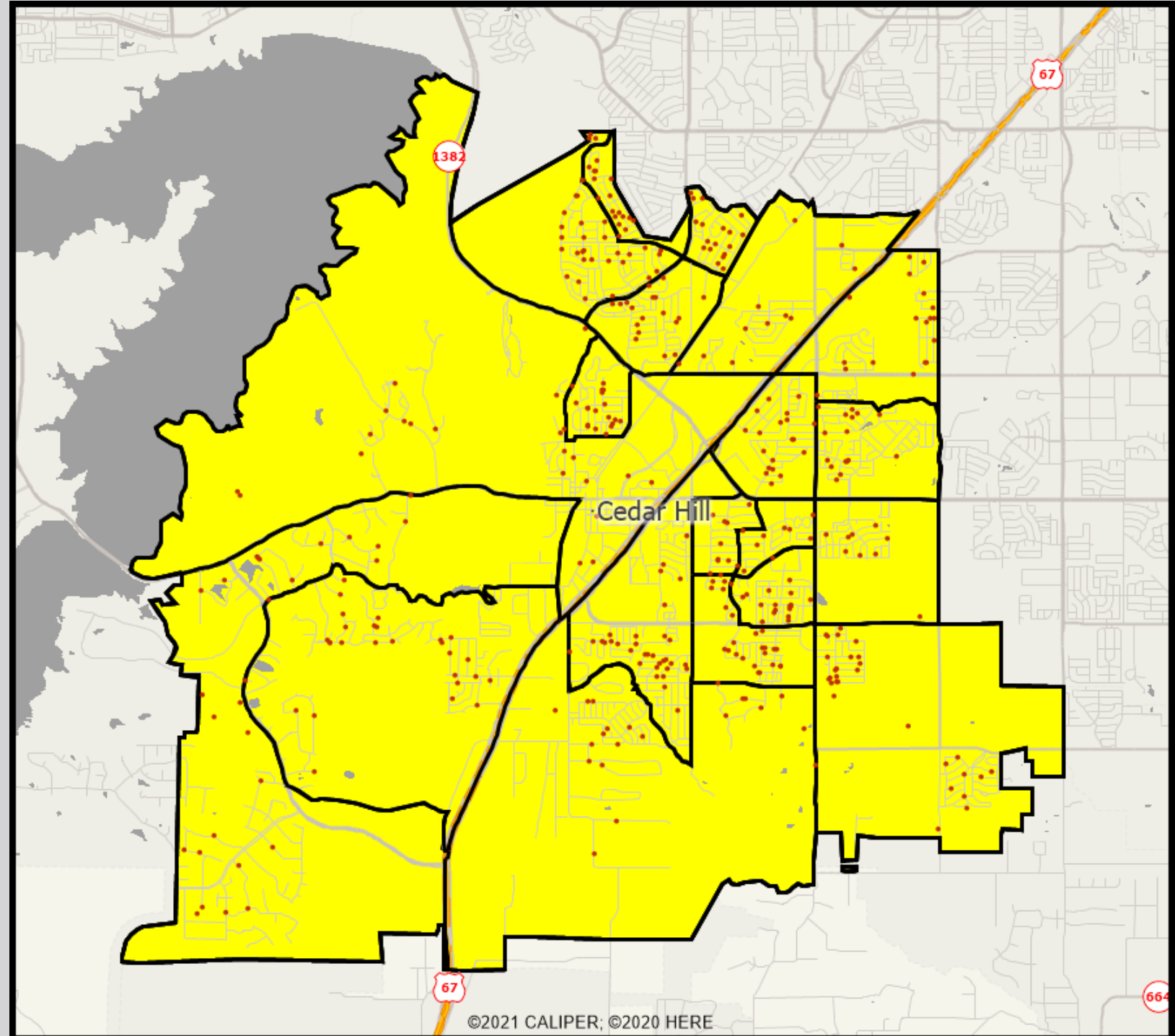
- To objectively assess resident satisfaction with the delivery of major City services
- To help determine priorities for the community
- To measure trends from previous surveys
- To compare the City's performance with other communities regionally and nationally

# Methodology

- **Survey Description**
  - Seven-page survey; included many of the same questions as previous surveys
  - 4<sup>th</sup> Community Survey conducted for the City of Cedar Hill
- **Method of Administration**
  - By mail and online to randomly selected sample of City residents
- **Sample Size**
  - 400 completed surveys
  - Margin of error: +/- 4.9% at the 95% level of confidence

## Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City
  - Race/Ethnicity
  - Age
  - Gender





# **Bottom Line Up Front**

- **Residents Have a Positive Perception of the City of Cedar Hill**
  - **80% Are Satisfied with Cedar Hill as a Place to Live (only 8% Dissatisfied)**
  - **75% Are Satisfied with the Overall Quality of Life in Cedar Hill (only 6% Dissatisfied)**
- **Satisfaction Ratings Remain High, and Are Similar to Previous Surveys**



# Bottom Line Up Front

- Satisfaction with City Services Is Much Higher in Cedar Hill Than Other Cities
  - Cedar Hill Rates Above the U.S. Average in 66 of 69 Areas
  - Satisfaction with the Overall Quality of Customer Service Is 35% Above the U.S. Average
  - Satisfaction with Communication with the Public Is 33% Above U.S. Average
- Top Overall Priorities
  - Traffic Flow
  - Maintenance of City Streets, Buildings, Facilities
  - Enforcing Codes and Ordinances



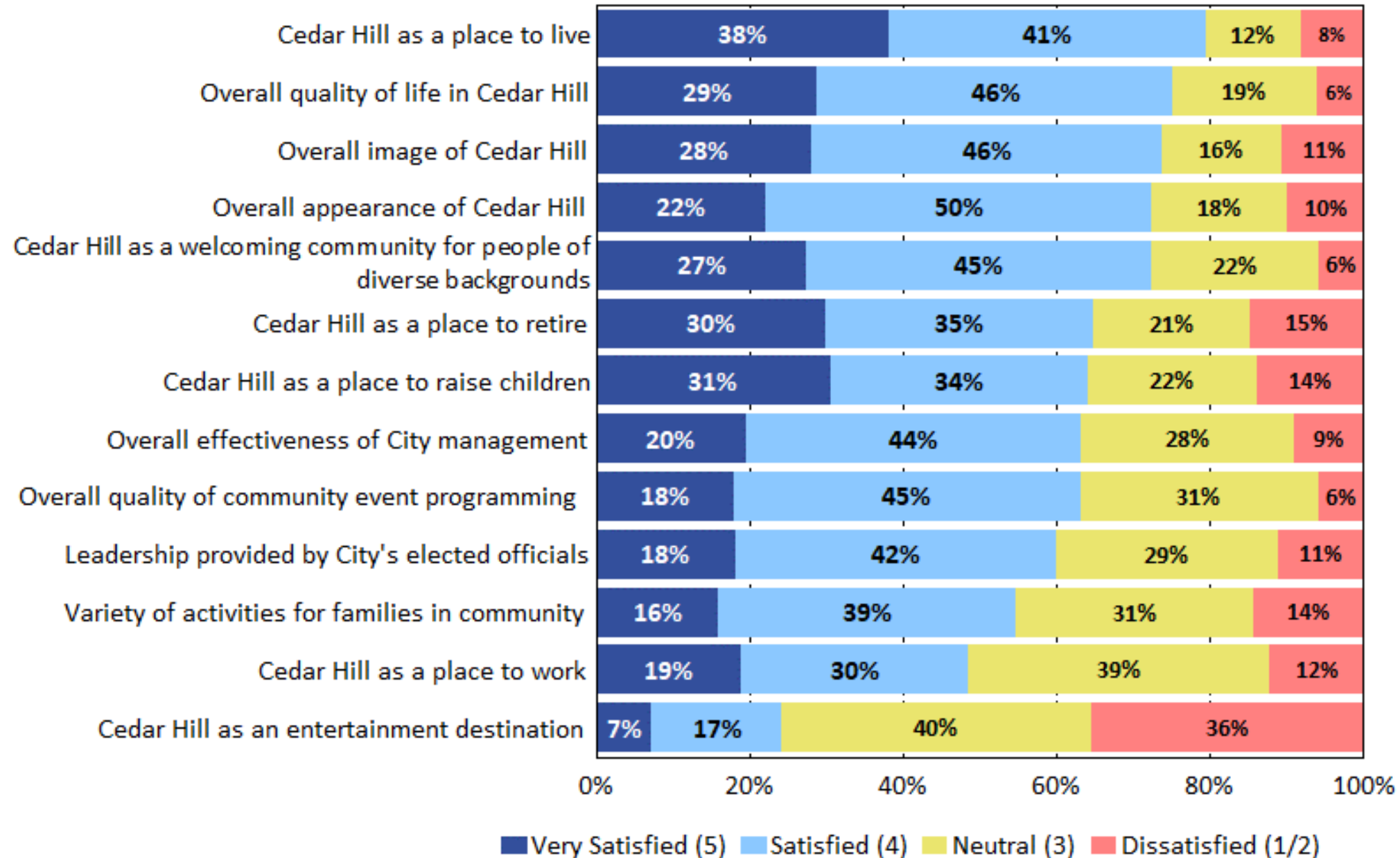
# **Topic #1**

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



### 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 know")

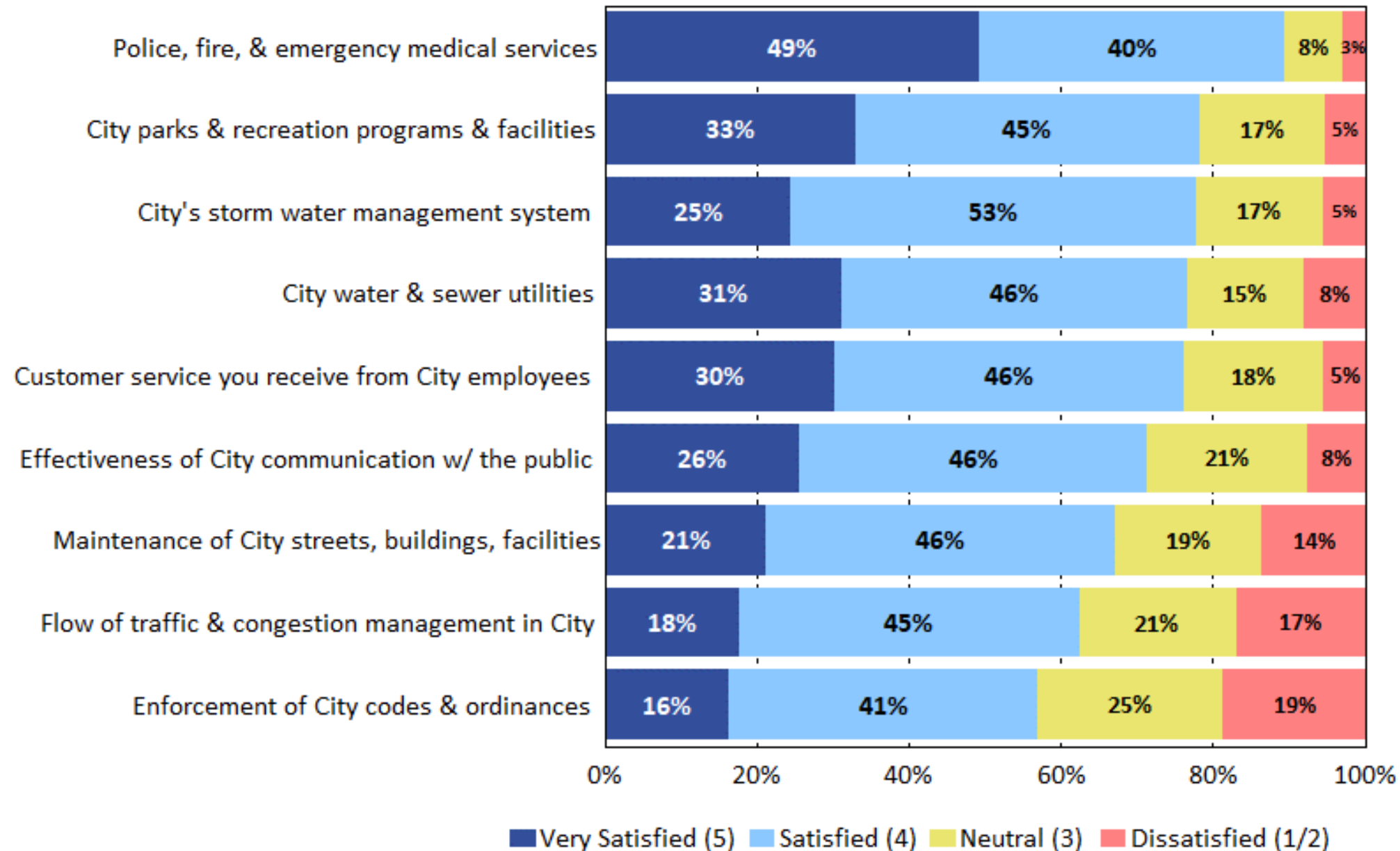


Most Residents Are Satisfied with Cedar Hill as a Place to Live and with the Overall Quality of Life in Cedar Hill



## 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 know")



Less Than 20% Were Satisfied with All Major Categories of City Services



# **Topic #2**

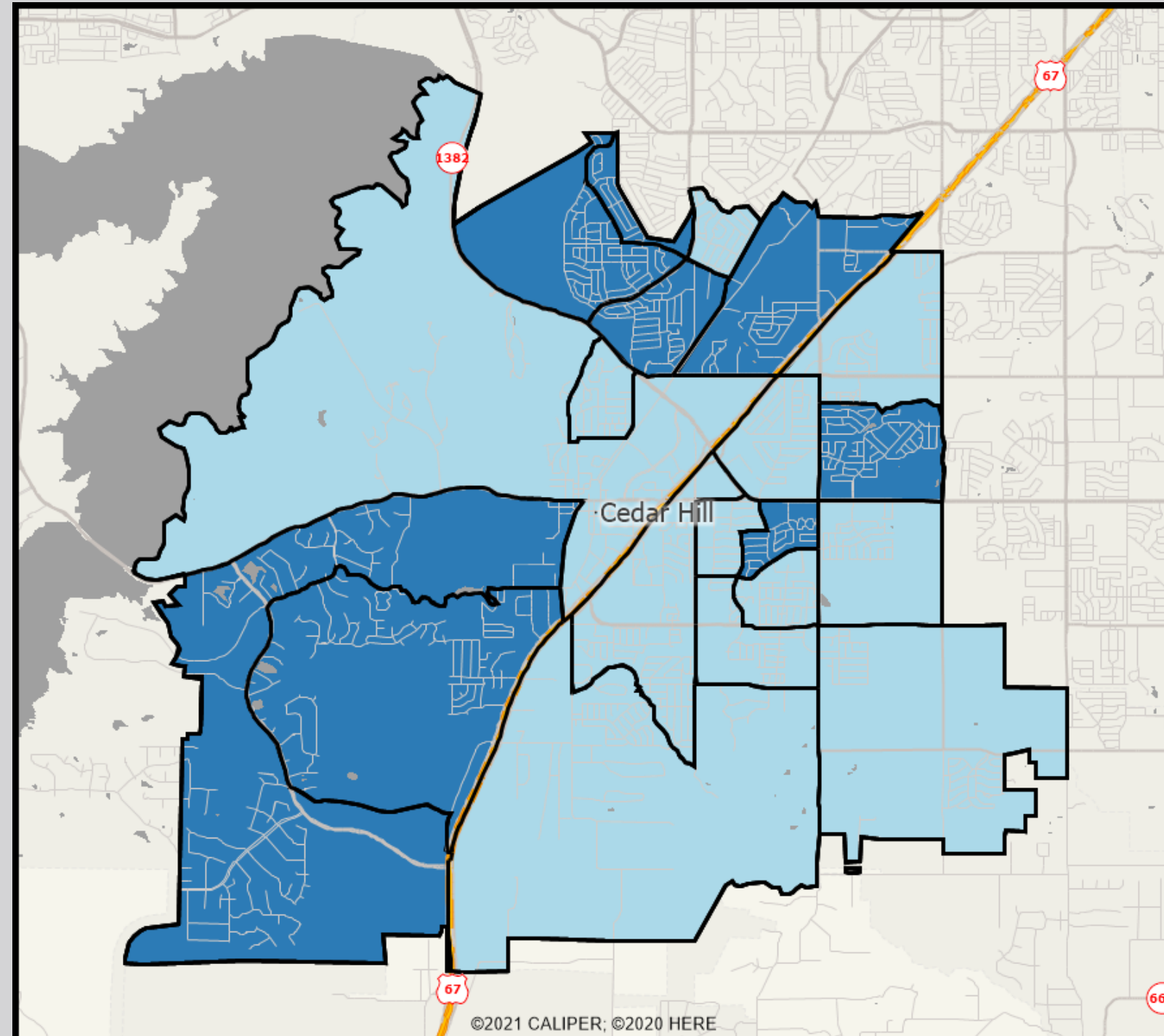
## **Survey Results by Geographic Area**

# Cedar Hill as a Place to Live

All Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with Cedar Hill as a Place to Live

## Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



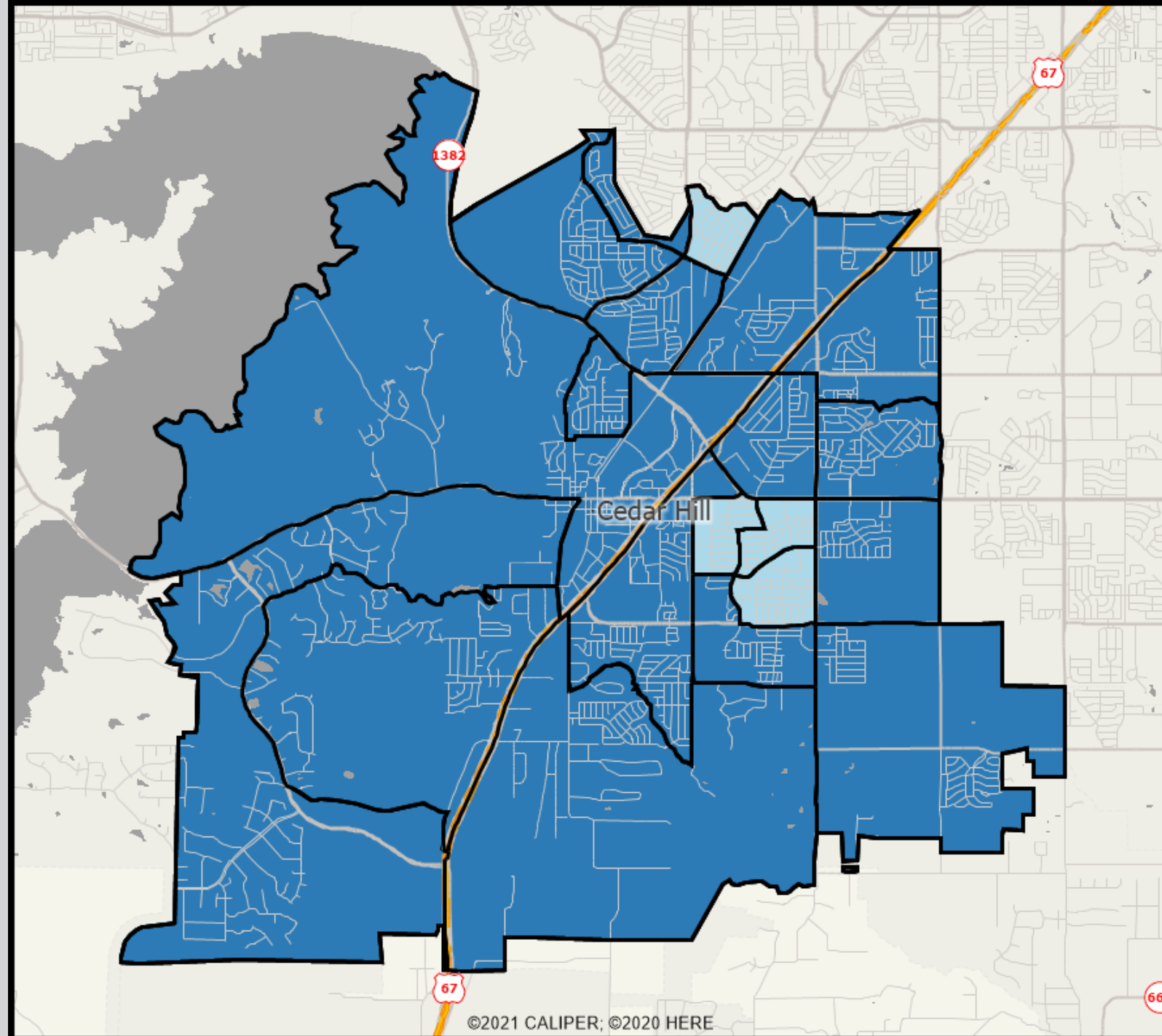


# Overall Quality of Police, Fire and EMS

All Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of Police, Fire and EMS

## Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

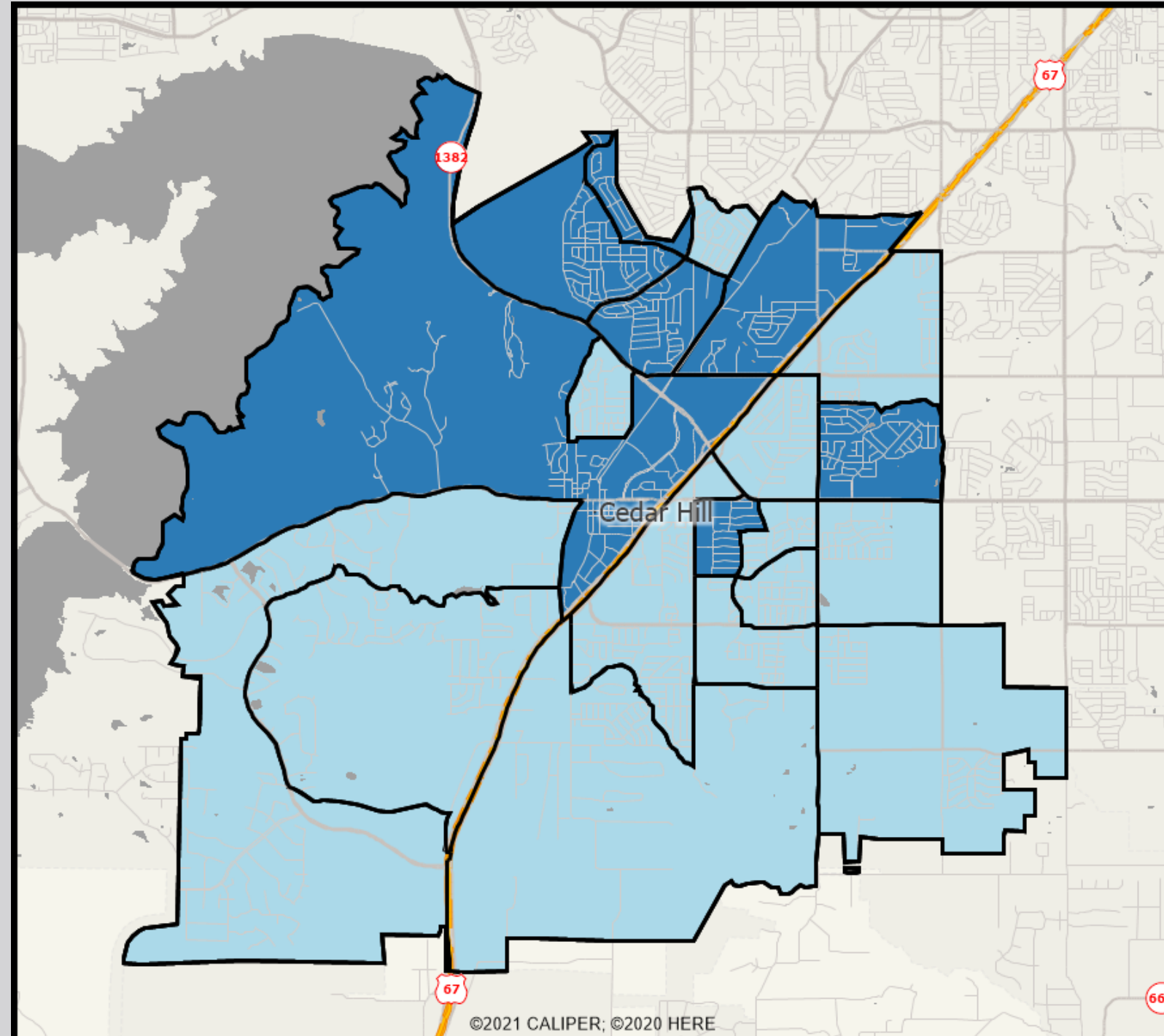


# Overall Quality of Parks and Recreation Programs and Facilities

All Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of Parks and Recreation Programs/Facilities

## Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



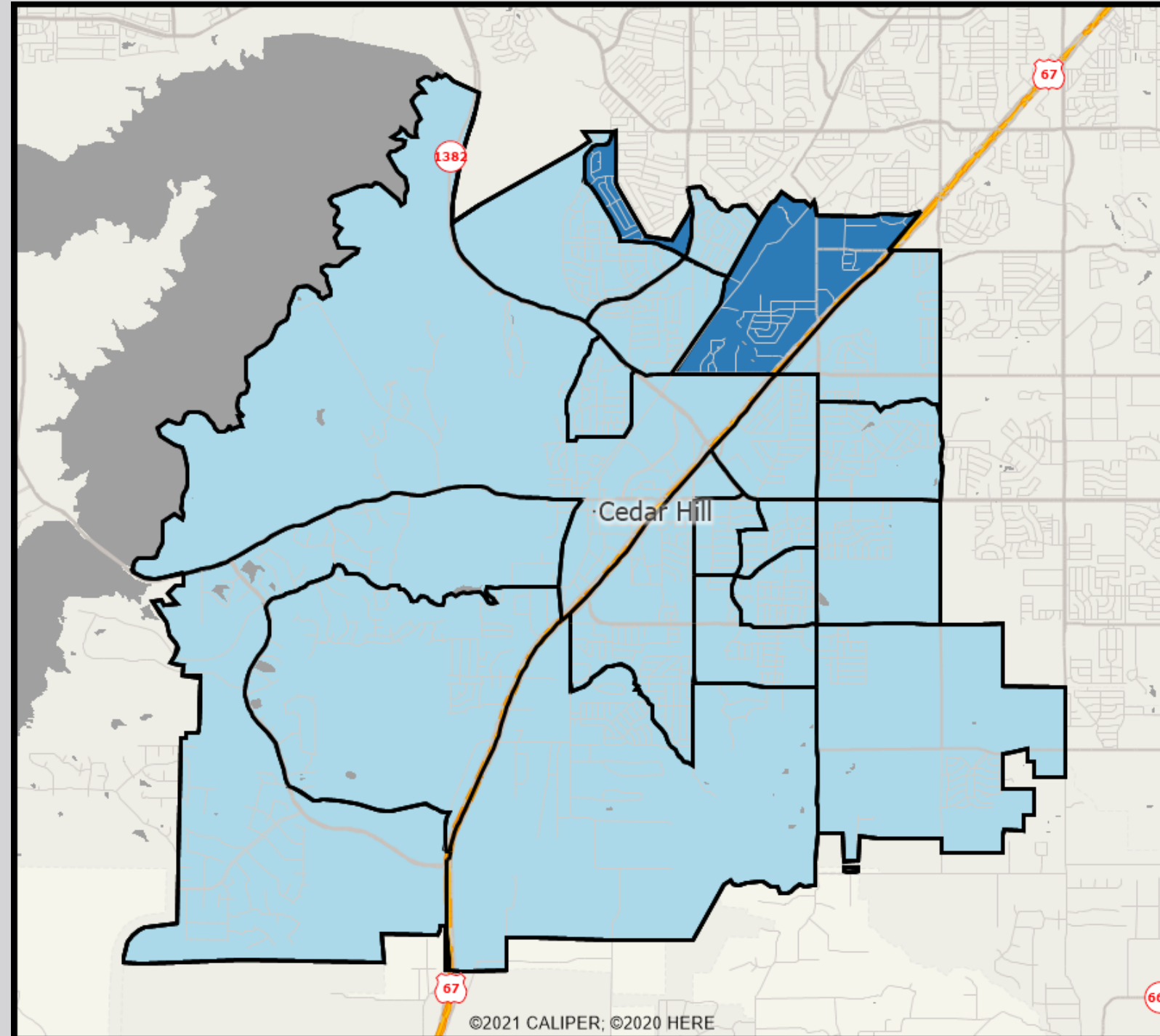


# Overall Quality of Customer Service from City Employees

All Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of Customer Service They Receive from City Employees

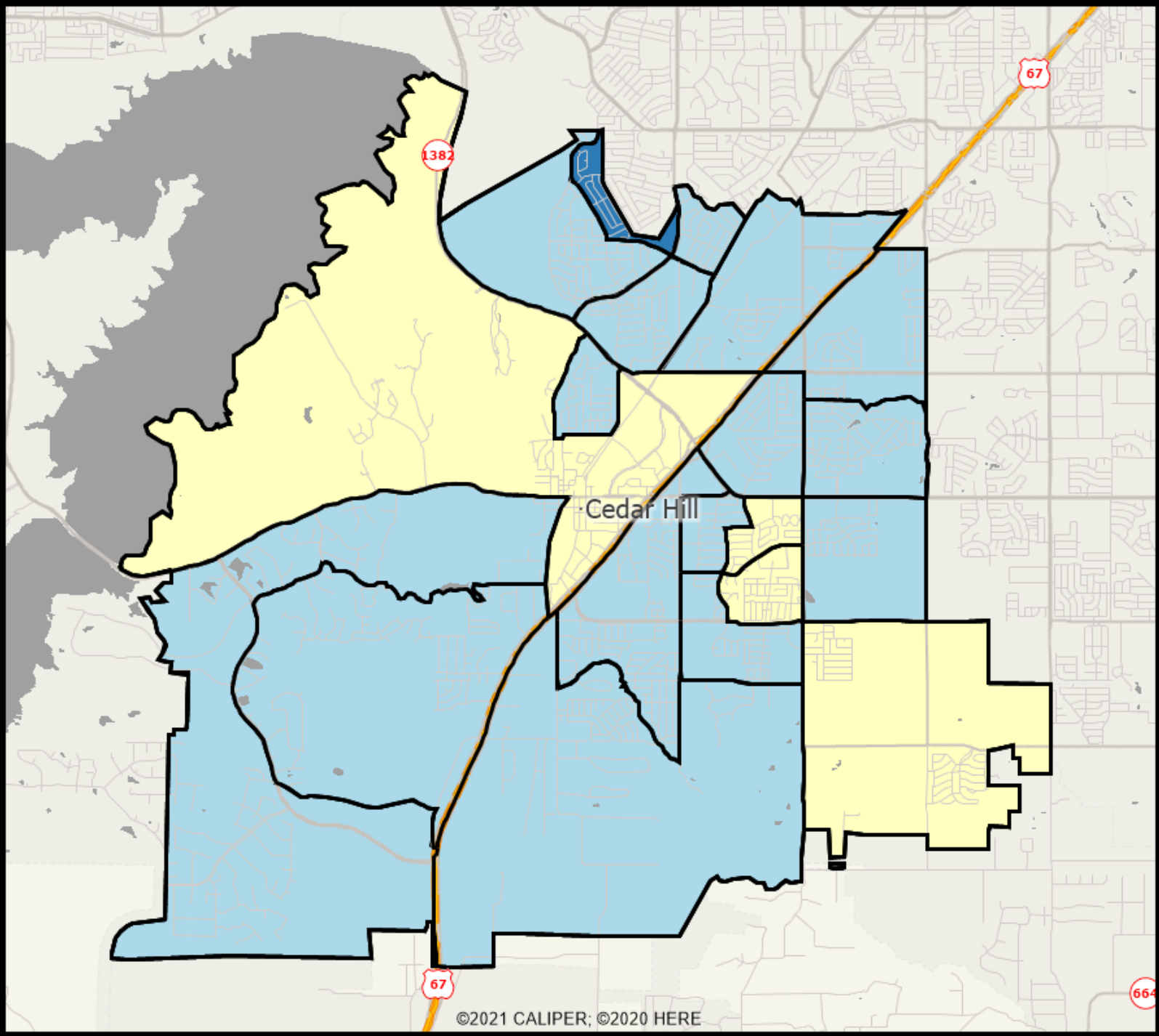
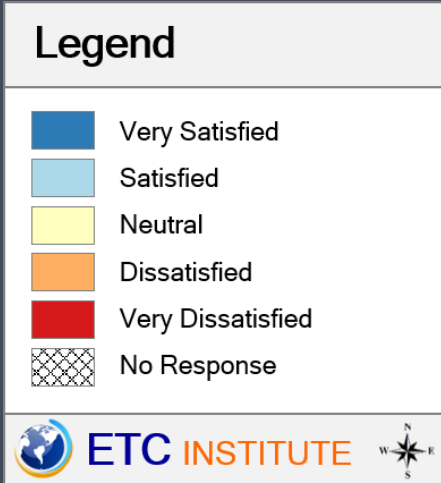
## Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



# Overall Maintenance of City Streets, Buildings & Facilities

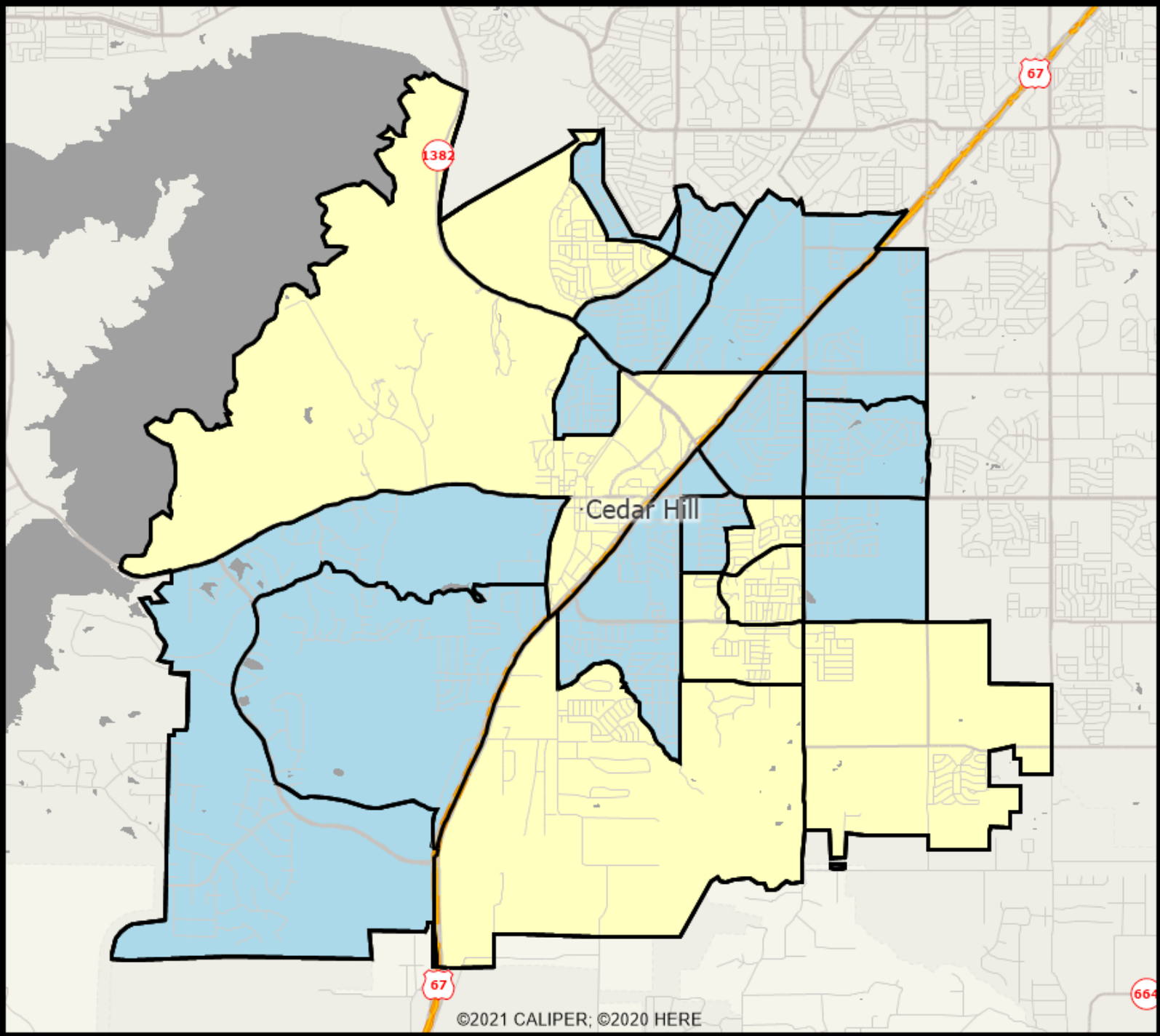
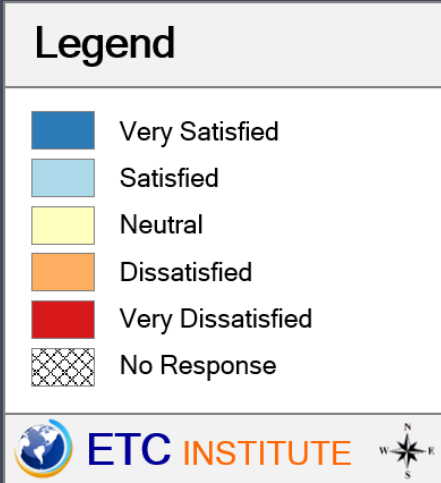
Most Areas Are in Blue, Indicating That Residents in Most Parts of the City Are Satisfied with the Overall Maintenance of City Streets, Buildings and Facilities





# Overall Enforcement of Codes and Ordinances

Some Areas Are in Blue, Indicating That Residents in Some Parts of the City Are Satisfied with the Overall Quality of Codes and Ordinances

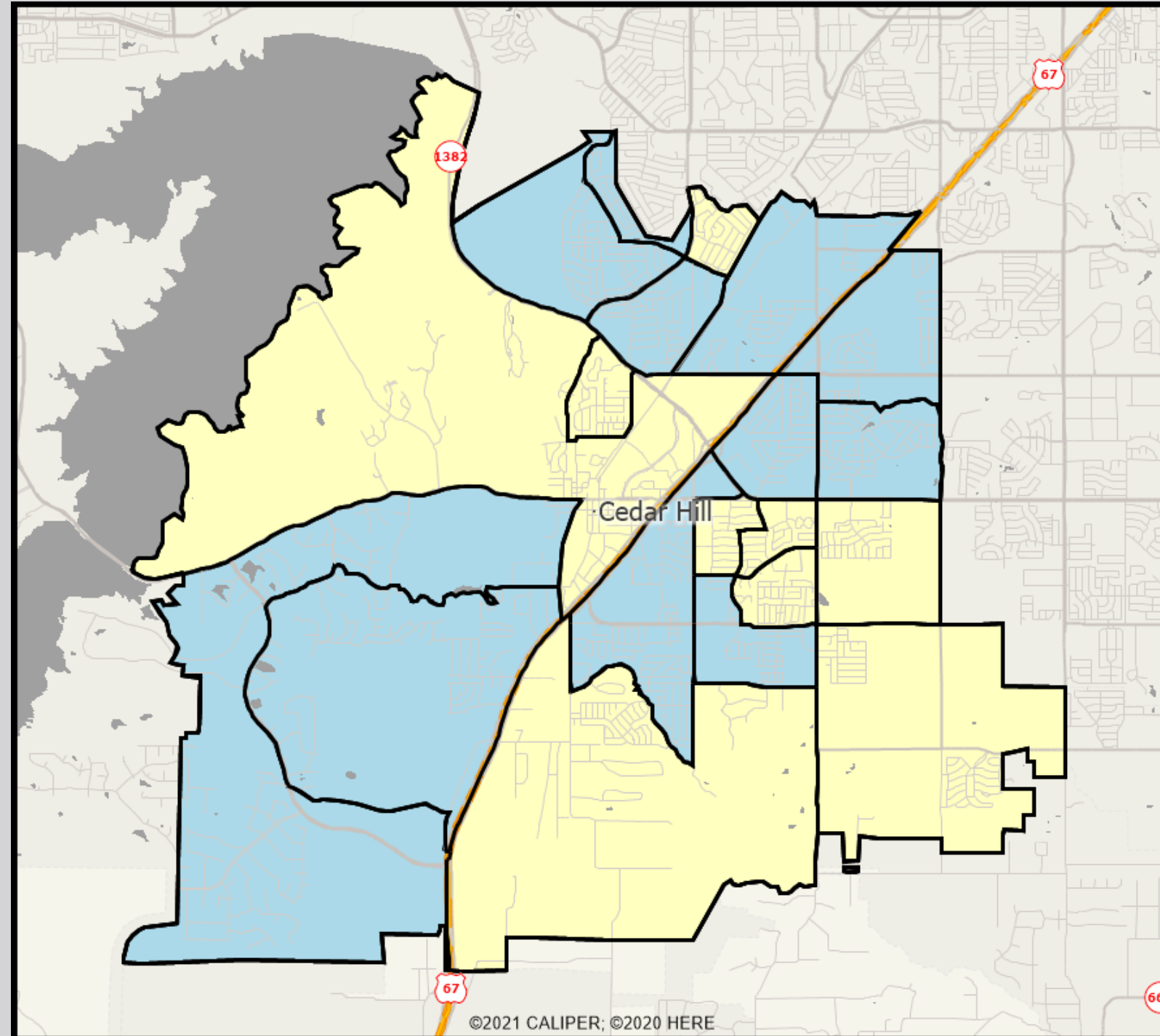


# Overall Flow of Traffic & Congestion Management

Some Areas Are in Blue, Indicating That Residents in Some Parts of the City Are Satisfied with the Overall Flow of Traffic and Congestion

## Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response





## **Topic #3**

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

# Benchmarking Analysis

**Cedar Hill Rates Higher Than the U.S. Average in *63 of the 66* Areas That Were Compared**

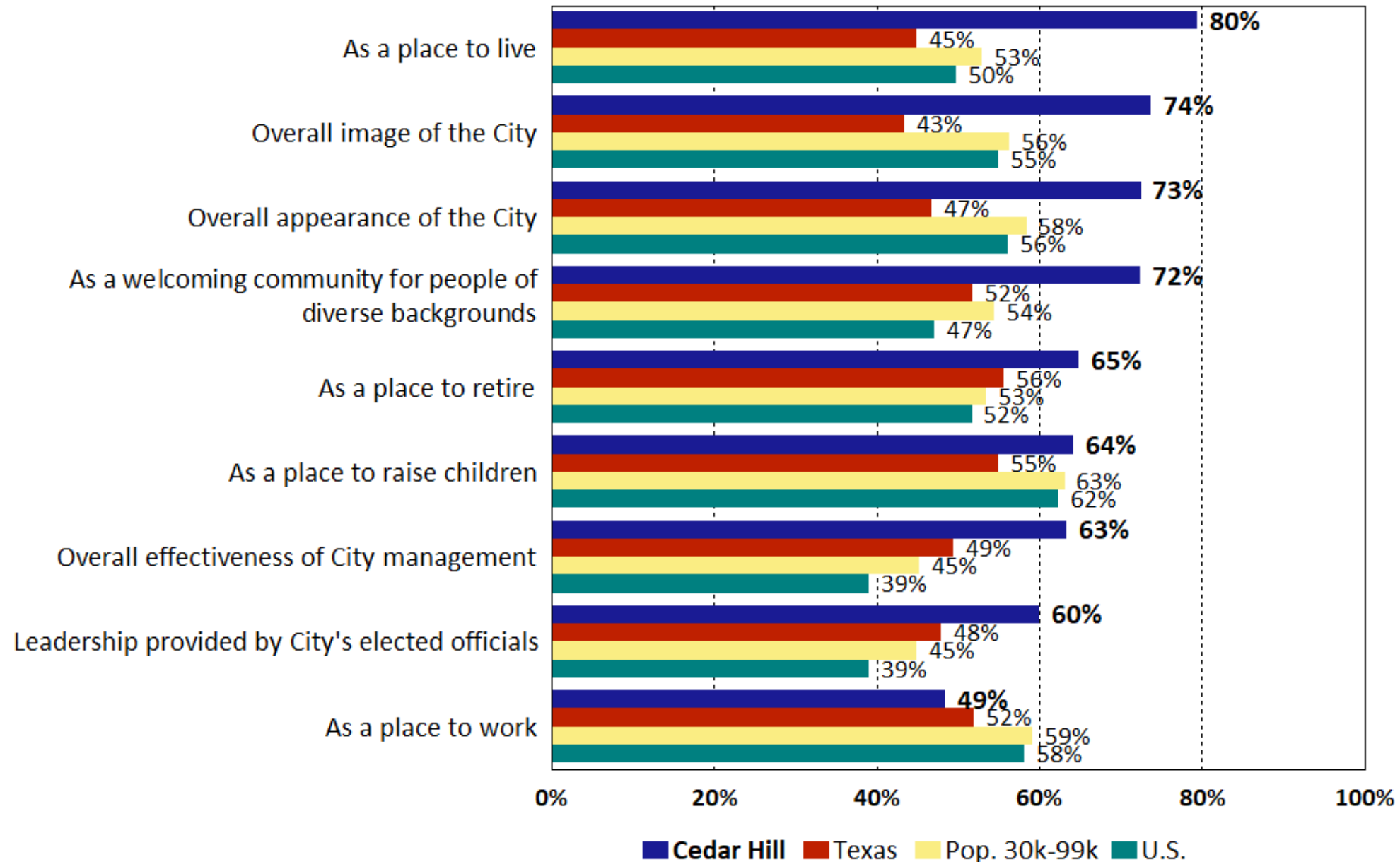
**Cedar Hill Rates *Significantly* Higher (5% or more) Than the U.S. Average in *60 of the 66* Areas That Were Compared**



# Satisfaction with Perceptions of the City

## Cedar Hill vs. Texas vs. Cities w/ Population 30k-99k, 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")



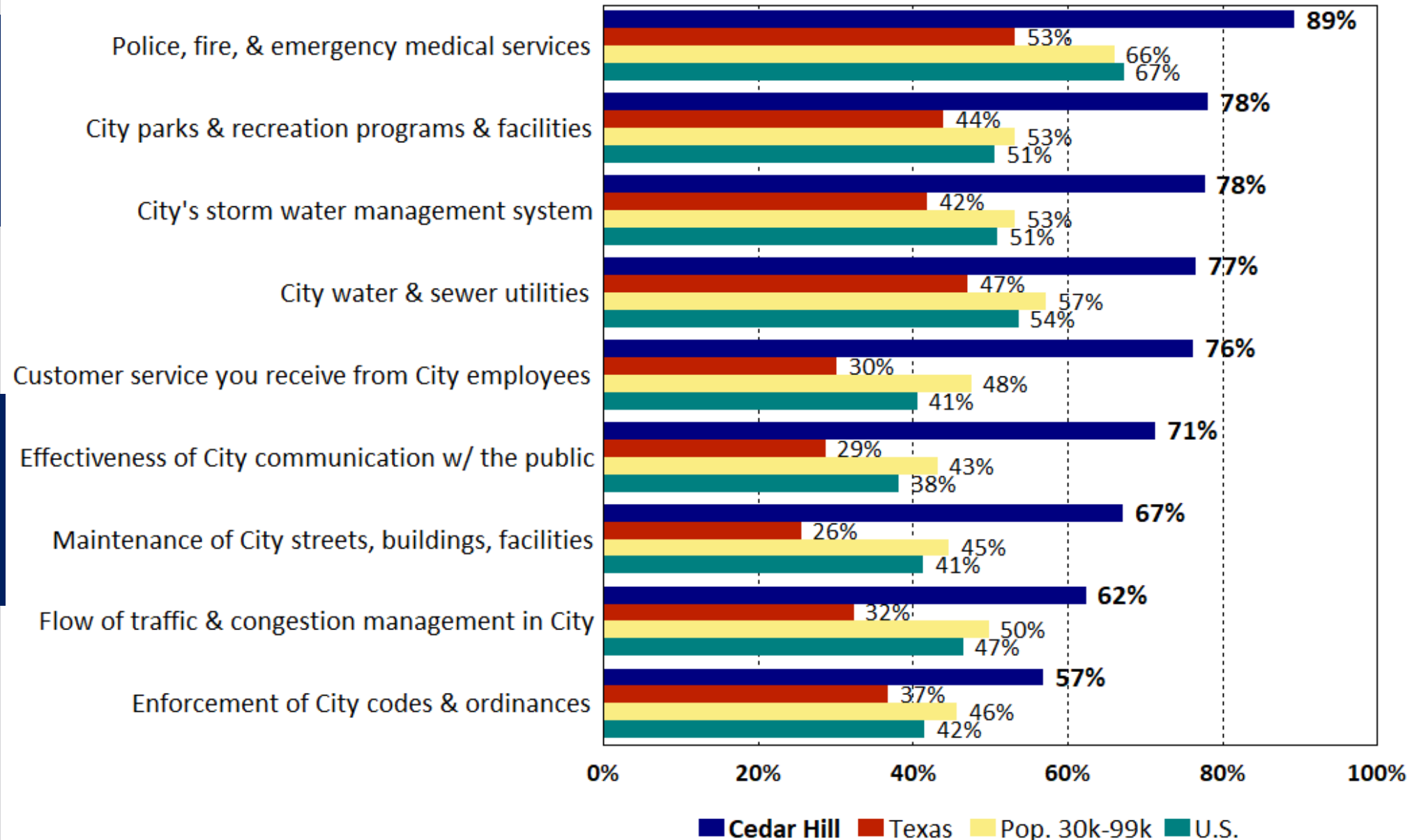
Cedar Hill Rates 30% Above the U.S. Average as a Place to Live

Satisfaction with  
*Customer Service*  
Rates 35% Above  
the U.S. Average

Satisfaction with  
*Communication*  
Rates 33% Above  
the U.S. Average

## Overall Satisfaction with Major City Services Cedar Hill vs. Texas vs. Cities w/ Population 30k-99k, 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")

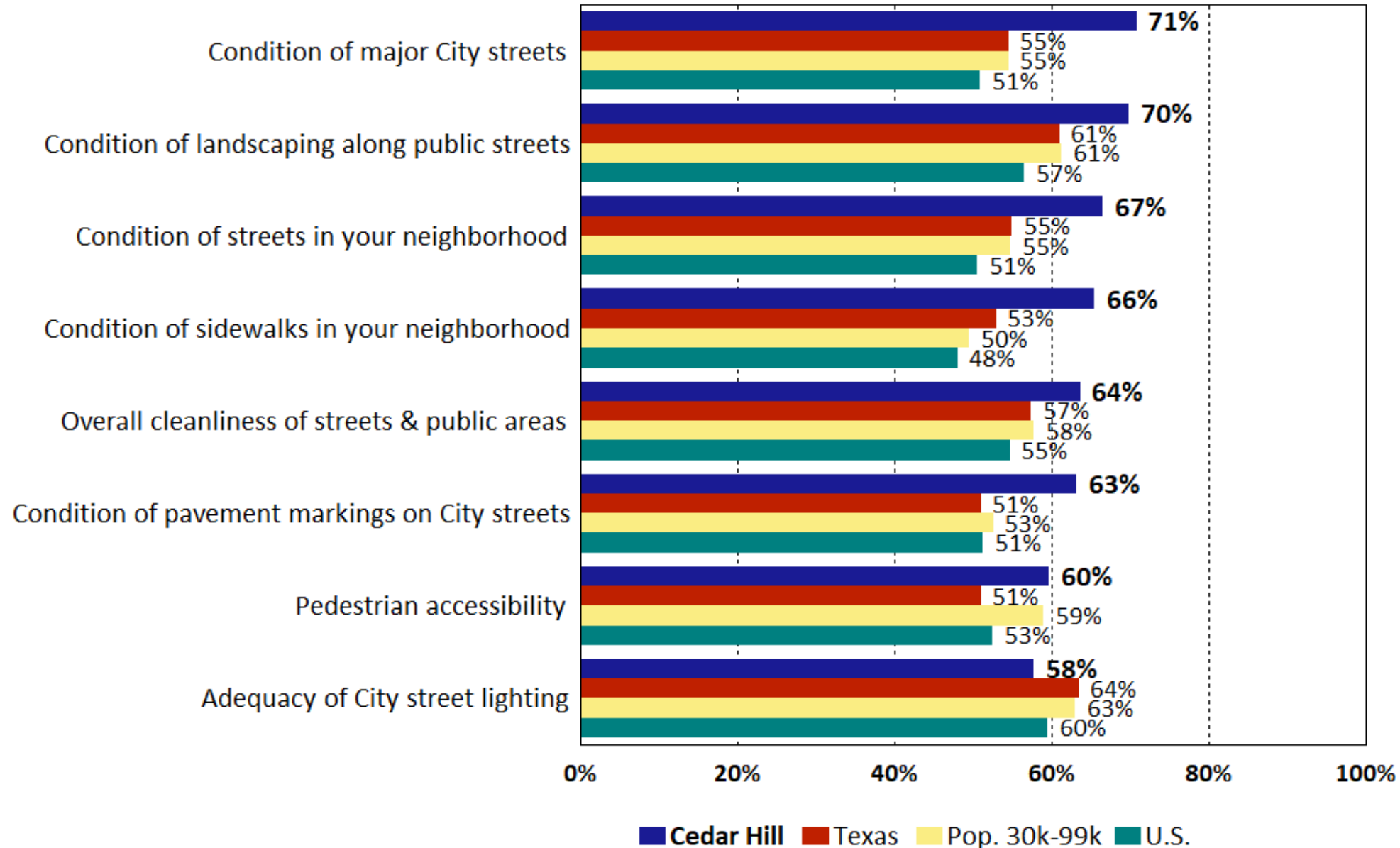


Cedar Hill Rates Significantly Above the U.S. Average in All 9 Major Categories of City Services

# Satisfaction with Maintenance Services

## Cedar Hill vs. Texas vs. Cities w/ Population 30k-99k, 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")



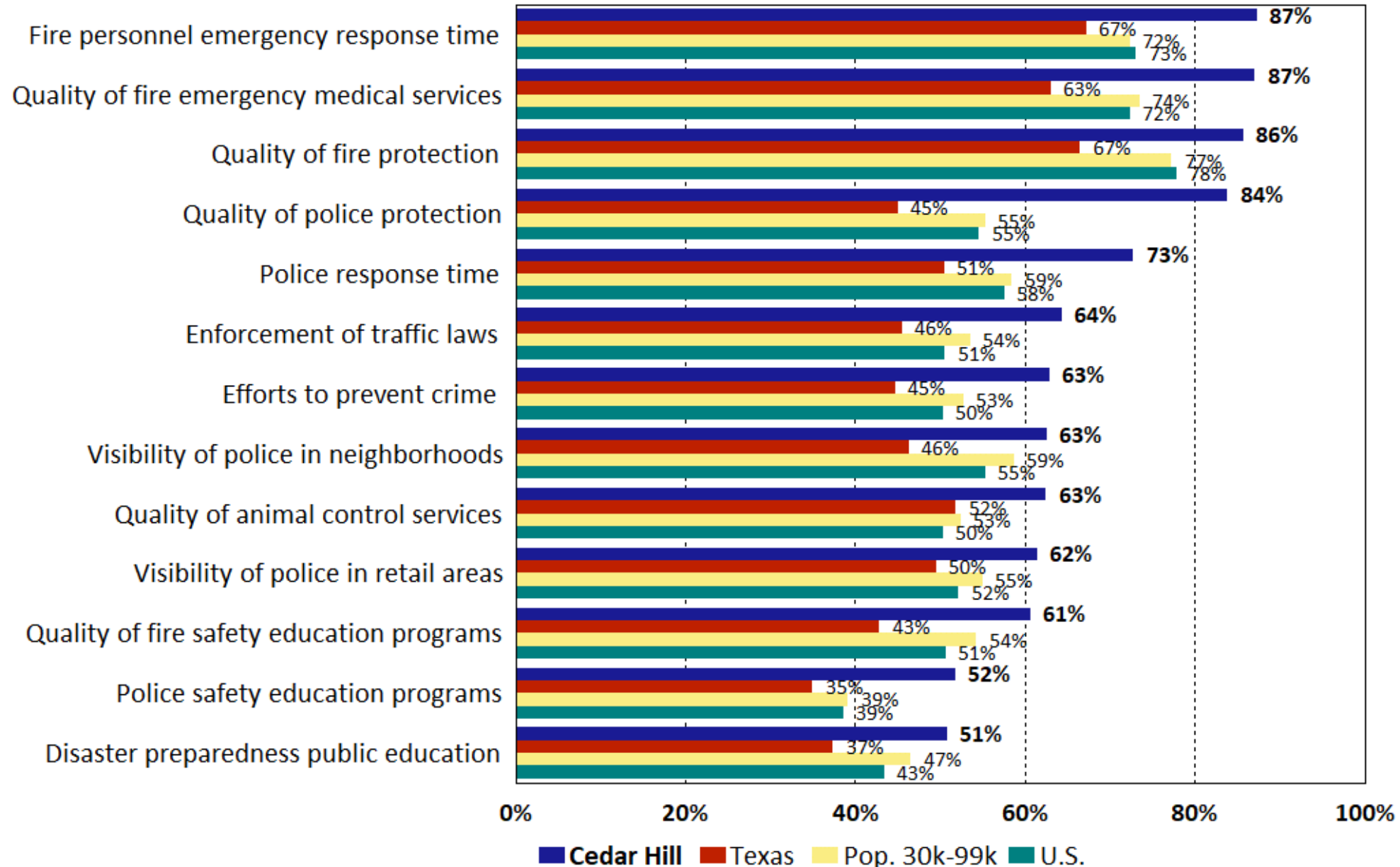
Cedar Hill Rates Significantly Above the U.S. Average in 7 of 8 Areas of Maintenance



# Satisfaction with Police, Fire and Emergency Services

## Cedar Hill vs. Texas vs. Cities w/ Population 30k-99k, 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")

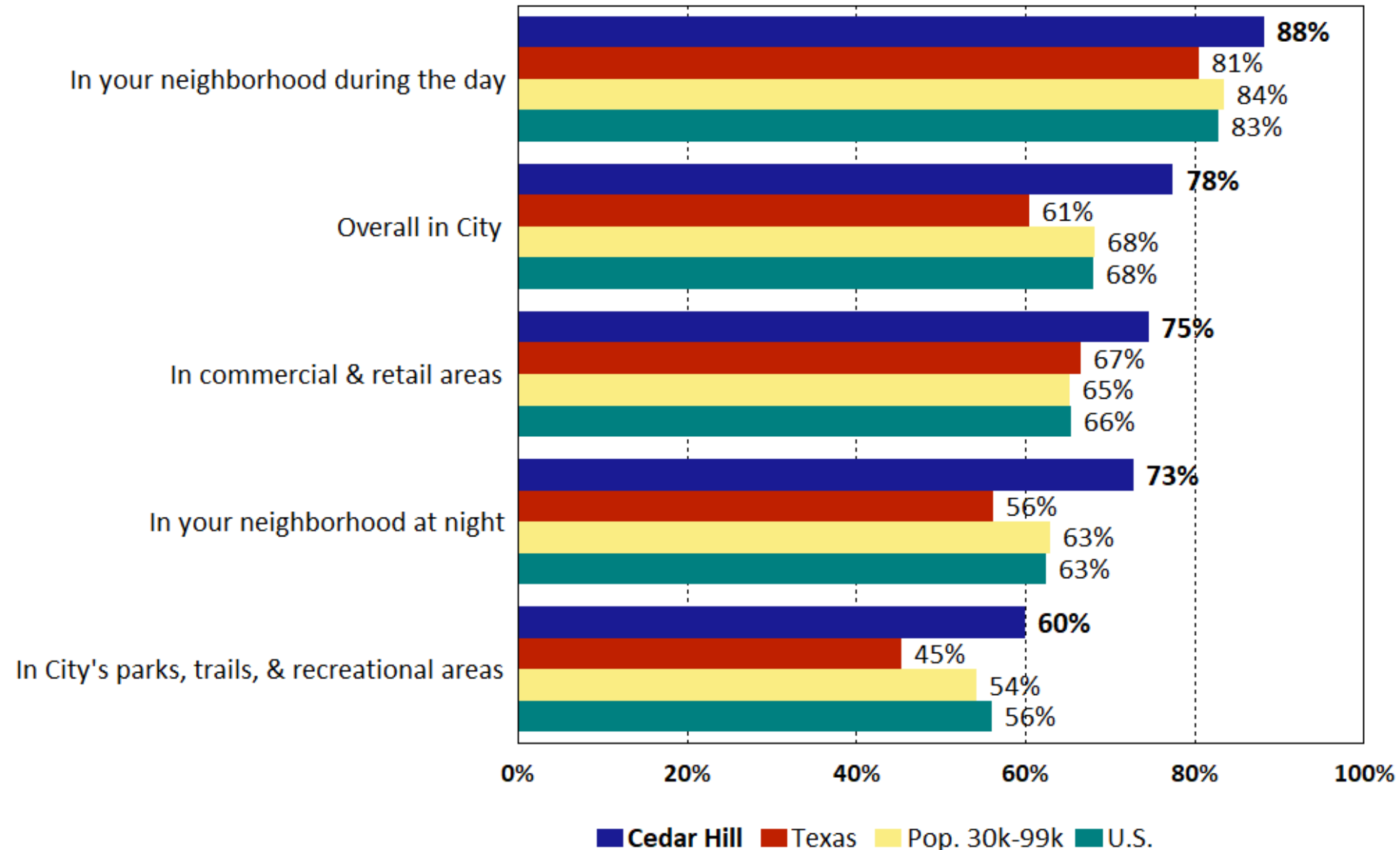


Cedar Hill Rates Significantly Above the U.S. Average in All 13 Areas of Public Safety

# Feeling of Safety in Various Situations

## Cedar Hill vs. Texas vs. Cities w/ Population 30k-99k, vs. the U.S.

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

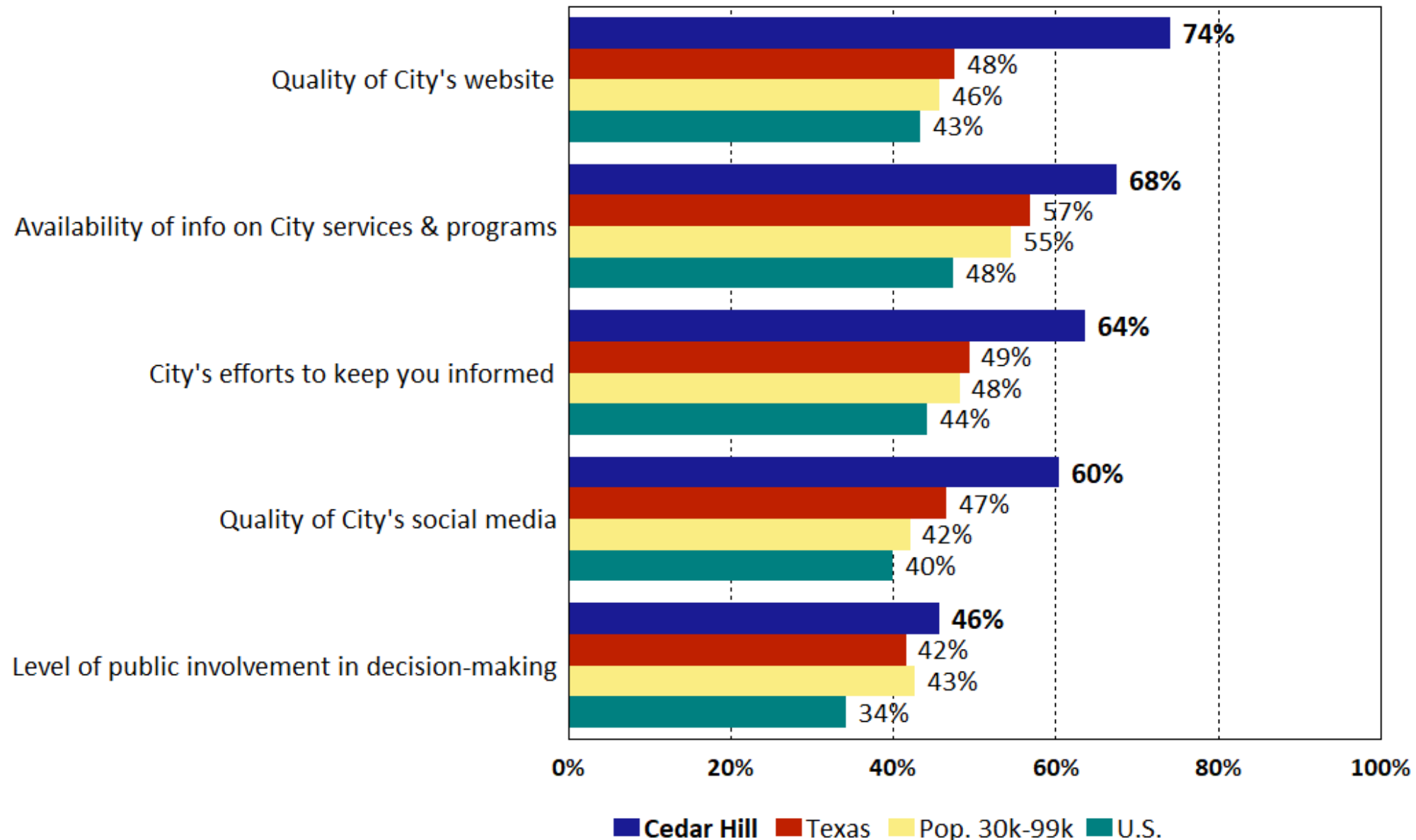


Residents Feel Safe in Cedar Hill

# Overall Satisfaction with City Communication

## Cedar Hill vs. Texas vs. Cities w/ Population 30k-99k, 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")



Cedar Hill Rates Significantly Above the U.S. Average in All 5 Areas of Communication



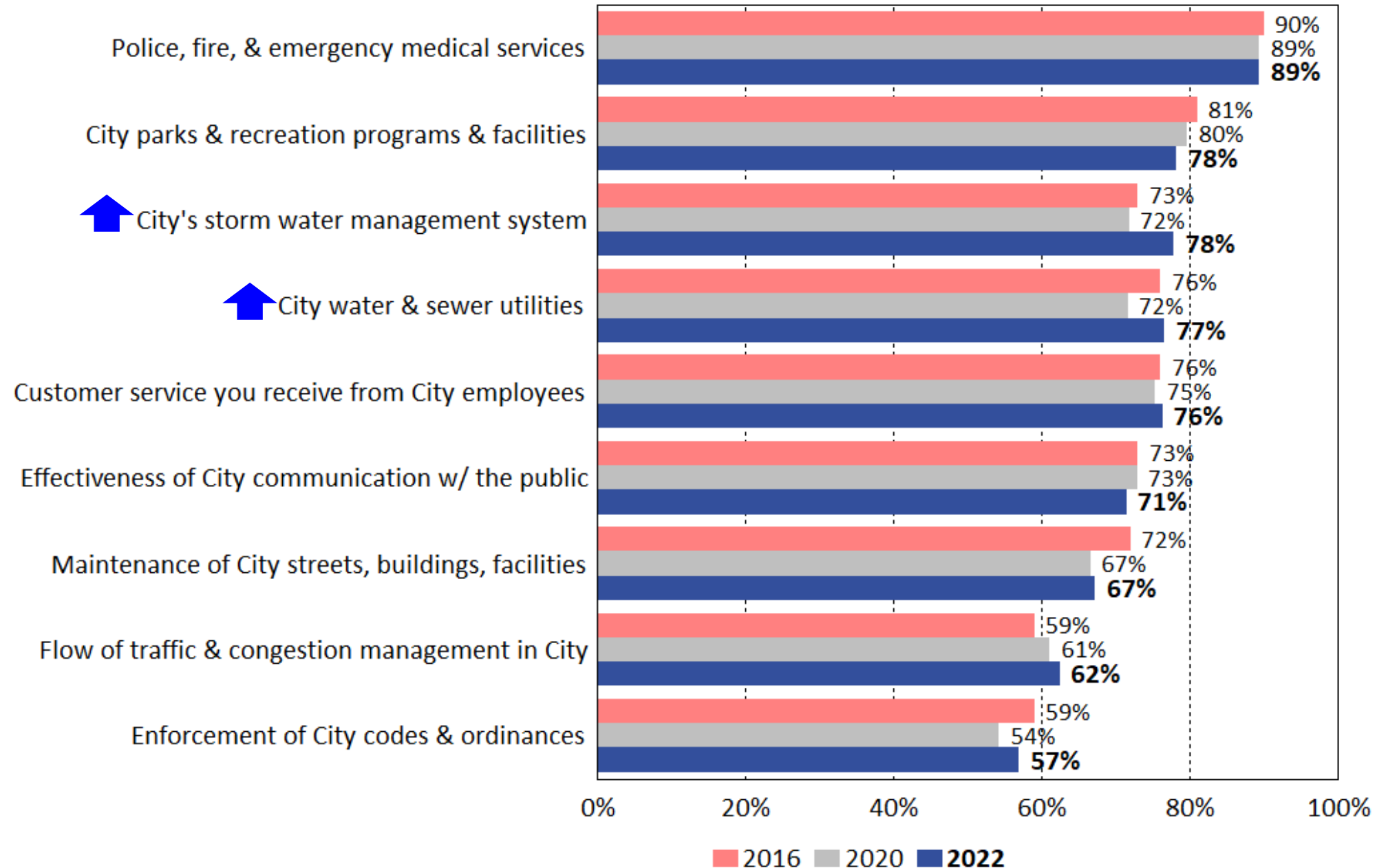
## **Topic #4**

**Satisfaction Ratings Remain High, and Are Similar  
to the Previous Survey in 2020**

# Overall Satisfaction with City Services by Major Category

## 2016 to 2022

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



Significant Increase Since 2020

Significant Decrease Since 2020

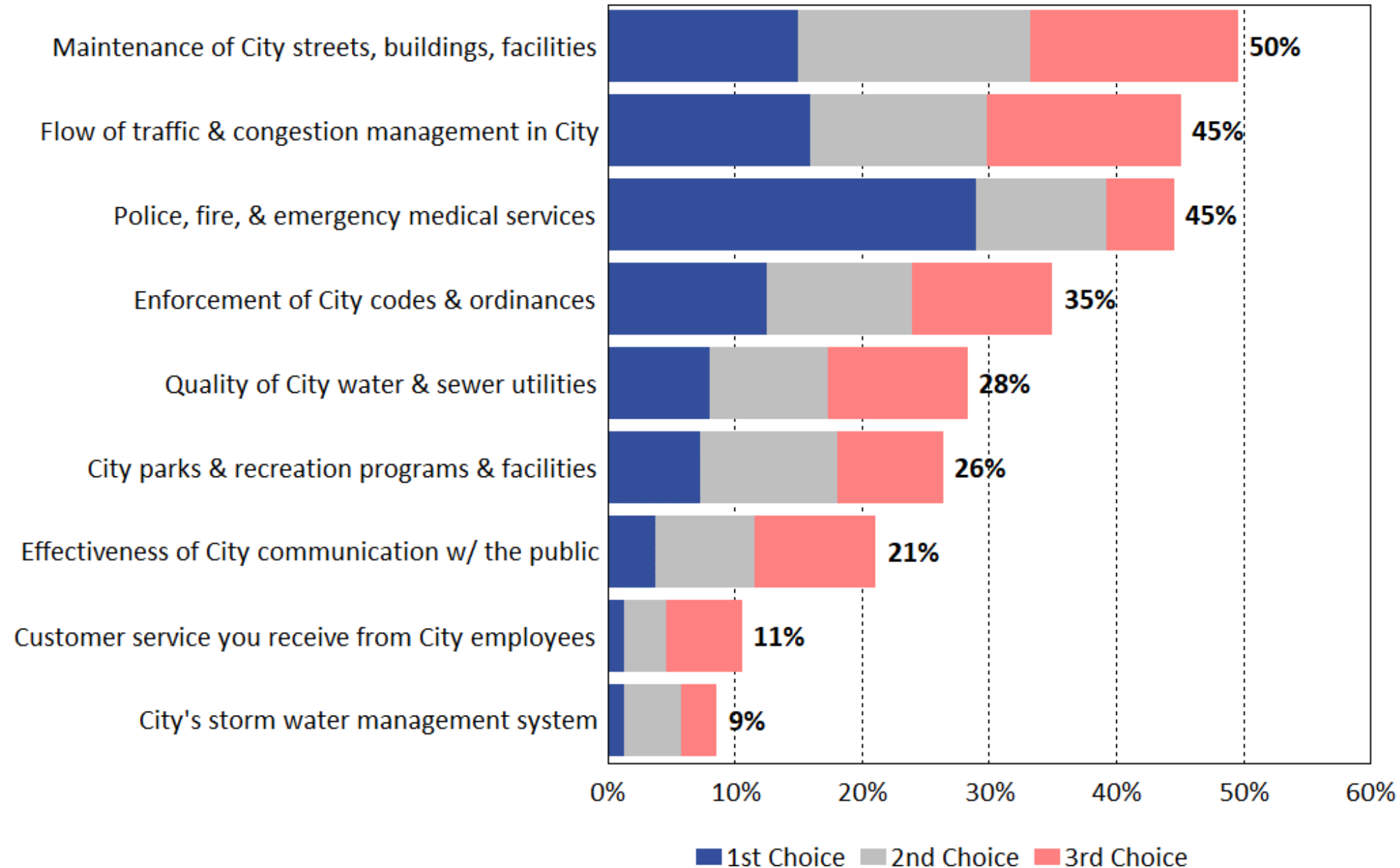
# **Topic #5**

## **Top Priorities**



## Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



# 2022 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>High Priority (IS .10-.20)</u></b>						
Flow of traffic & congestion management in City	45%	2	62%	8	0.1696	1
Maintenance of City streets, buildings, and facilities	50%	1	67%	7	0.1627	2
Enforcement of City codes & ordinances	35%	4	57%	9	0.1509	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
City water & sewer utilities	28%	5	77%	4	0.0662	4
Effectiveness of City communication w/ the public	21%	7	71%	6	0.0603	5
City parks & recreation programs & facilities	26%	6	78%	2	0.0576	6
Police, fire, & emergency medical services	45%	3	89%	1	0.0473	7
Customer service you receive from City employees	11%	8	76%	5	0.0251	8
City's storm water management system	9%	9	78%	3	0.0191	9

Overall Priorities

# 2022 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>High Priority (IS .10-.20)</b>						
Traffic flow on major City streets	27%	1	56%	11	0.1181	1
<b>Medium Priority (IS &lt;.10)</b>						
Adequacy of City street lighting	23%	3	58%	10	0.0983	2
Timing of traffic signals on City streets	21%	4	59%	9	0.0851	3
Condition of streets in your neighborhood	25%	2	67%	4	0.0821	4
Overall cleanliness of streets & public areas	20%	5	64%	6	0.0721	5
Condition of major City streets	19%	6	71%	1	0.0549	6
Pedestrian accessibility	12%	7	60%	8	0.0484	7
Condition of sidewalks in your neighborhood	11%	8	66%	5	0.0390	8
Condition of landscaping along public streets	11%	9	70%	2	0.0319	9
Appearance/condition of City medians, public areas	10%	10	69%	3	0.0301	10
Condition of pavement markings on City streets	7%	11	63%	7	0.0258	11

Maintenance Priorities



# Summary

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  - **80% Are Satisfied with Cedar Hill as a Place to Live (only 8% Dissatisfied)**
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# Questions?

# Thank You!!