

2022 Community Survey

City of Cedar Hill, Texas



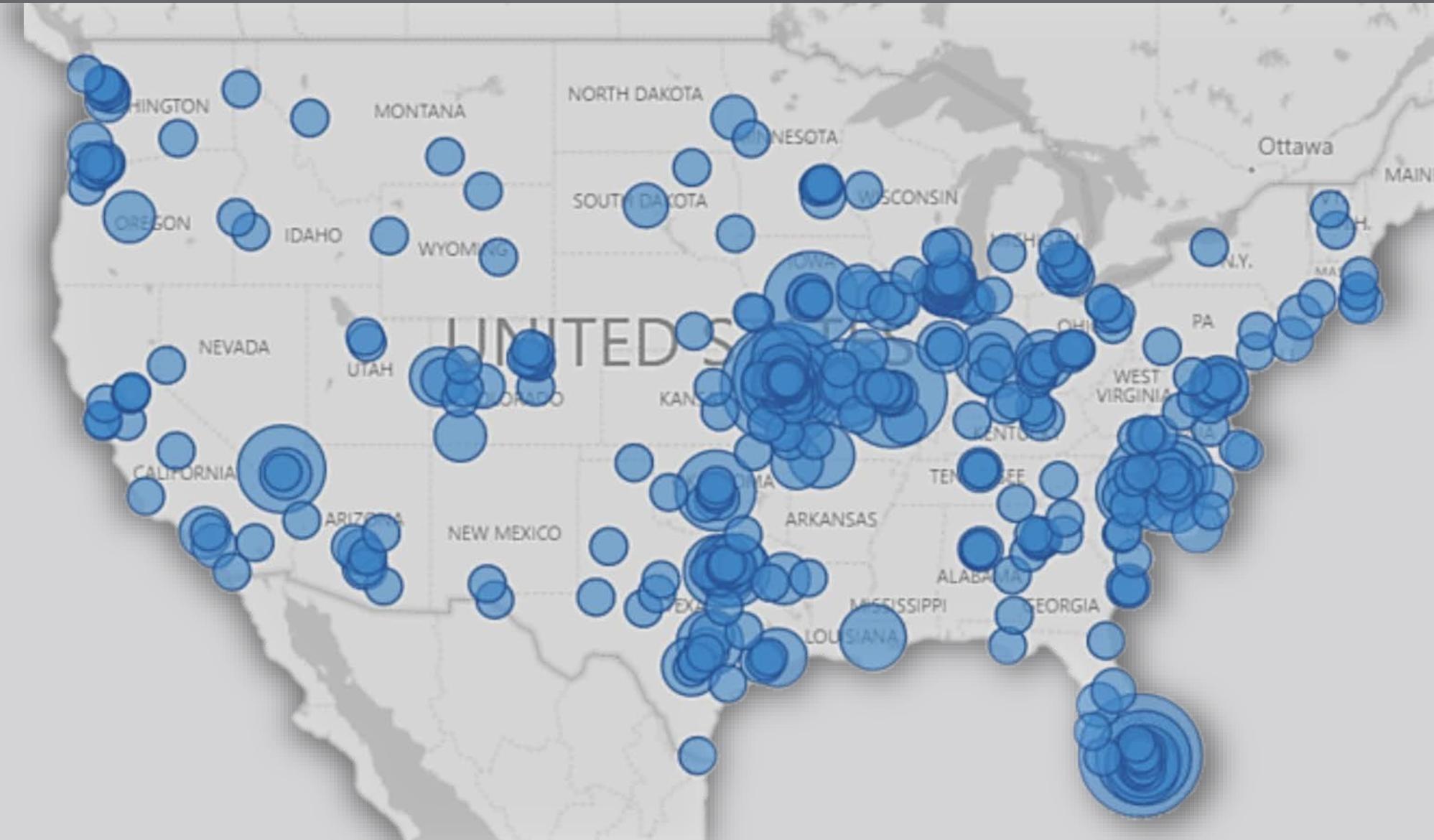
PRESENTED BY



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

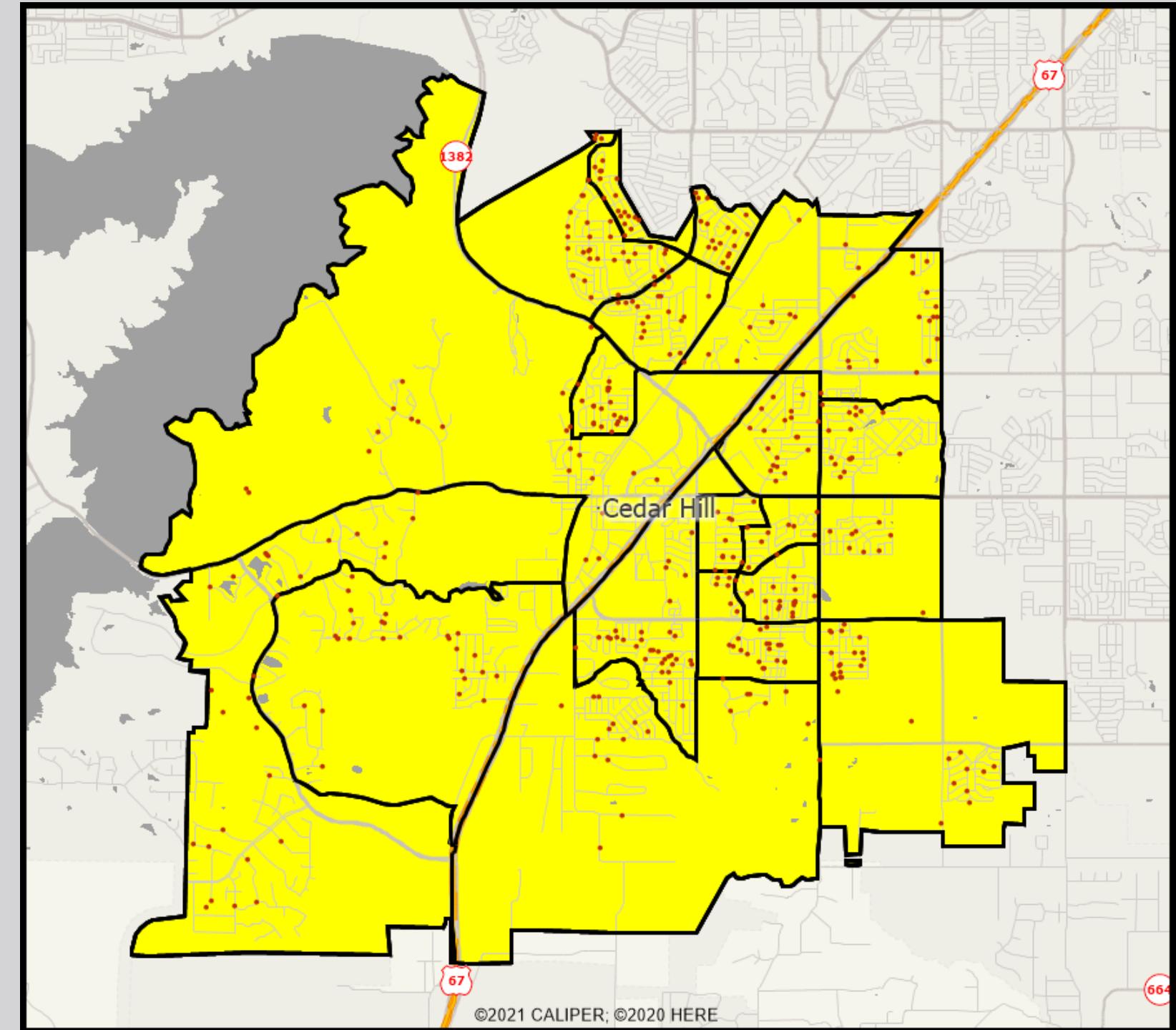
- To objectively assess resident satisfaction with the delivery of major City services
- To help determine priorities for the community
- To measure trends from previous surveys
- To compare the City's performance with other communities regionally and nationally

Methodology

- Survey Description
 - Seven-page survey; included many of the same questions as previous surveys
 - 4th 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

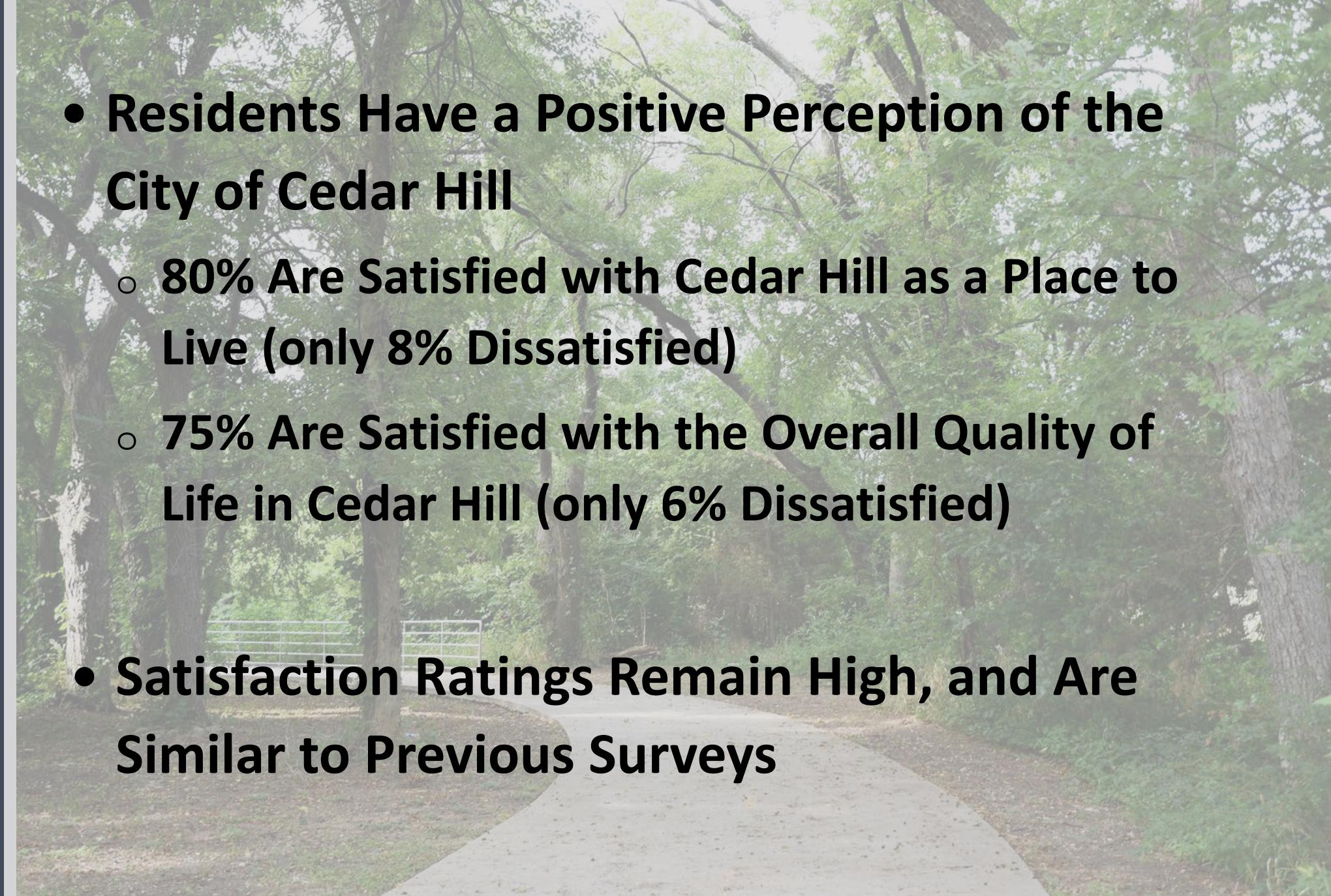
Location of Survey Respondents

- 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

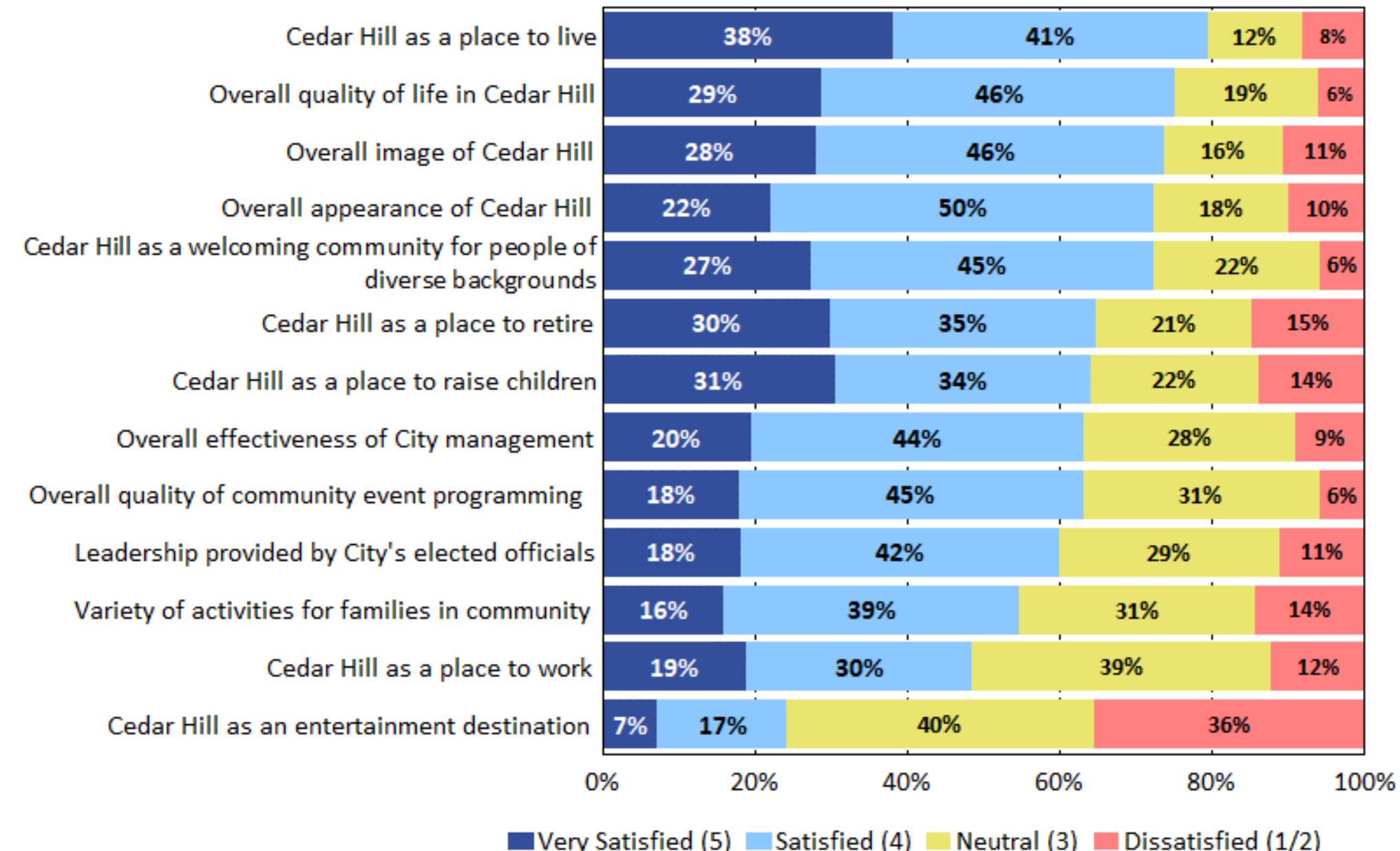
- Satisfaction with City Services Is Much Higher in Cedar Hill Than Other Cities
 - Cedar Hill Rates Above the U.S. Average in 66 of 69 Areas
 - Satisfaction with the Overall Quality of Customer Service Is 35% Above the U.S. Average
 - Satisfaction with Communication with the Public Is 33% Above U.S. 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

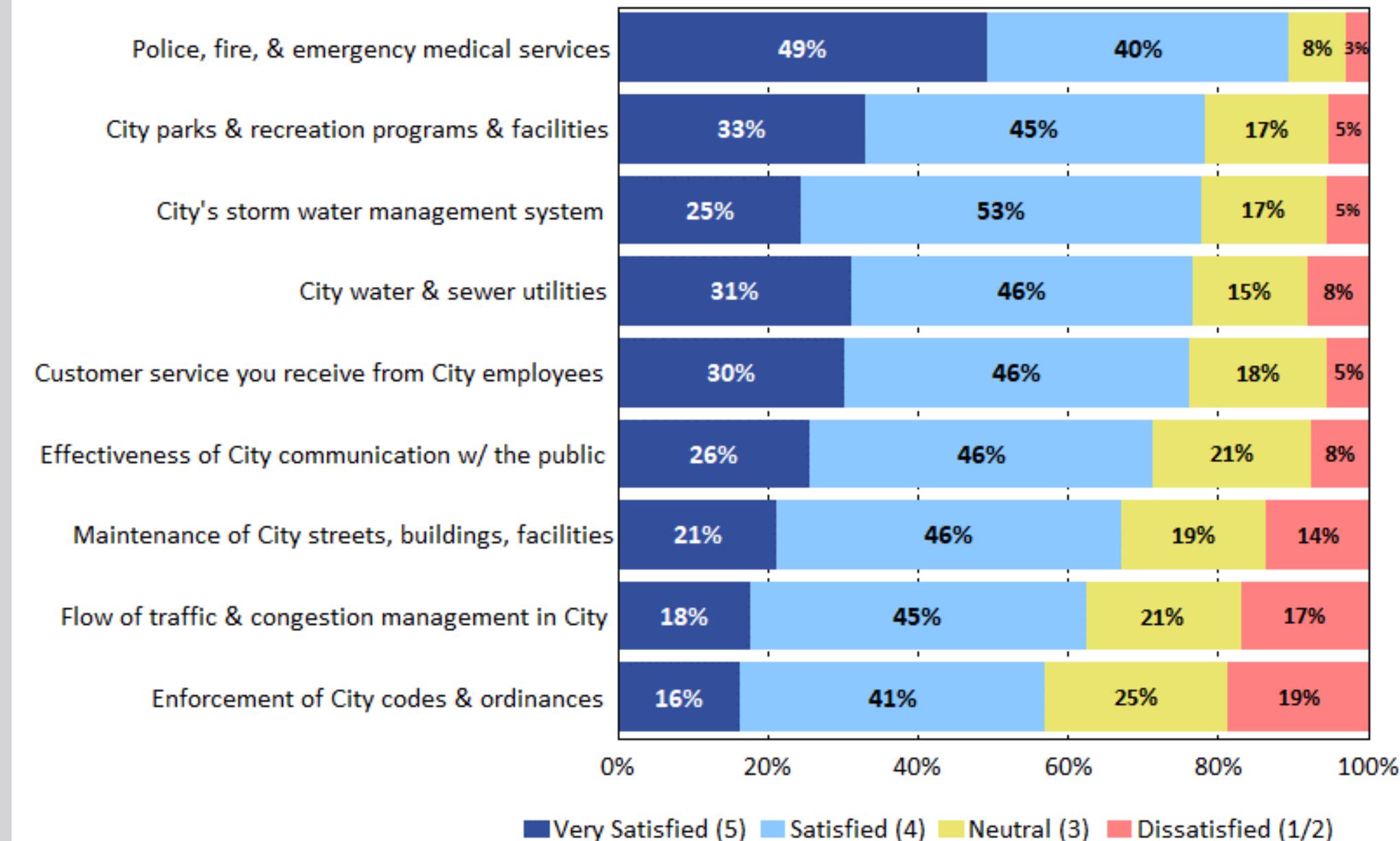
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



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

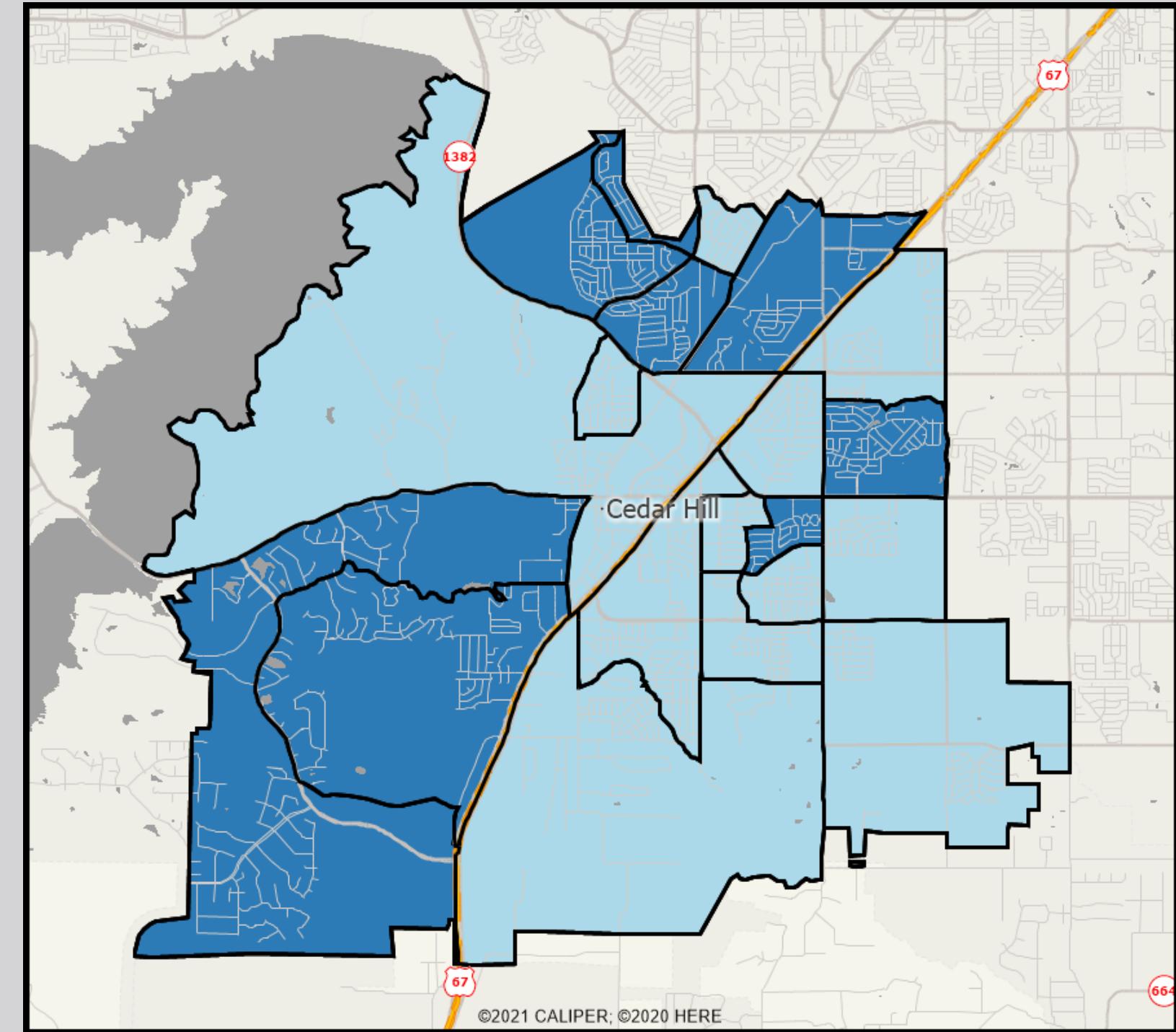
Survey Results by Geographic Area

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

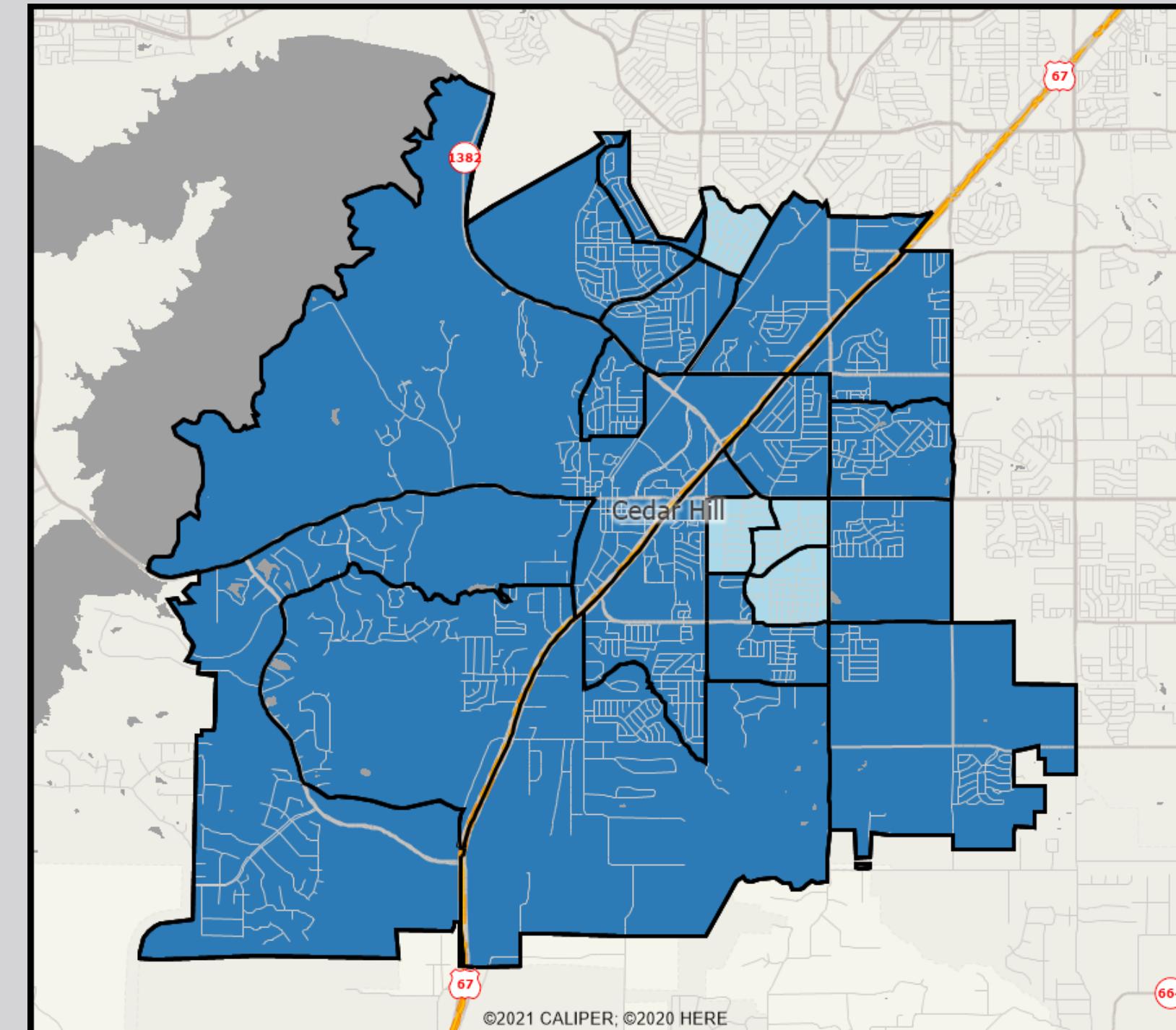


Overall Quality of Police, Fire and EMS

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

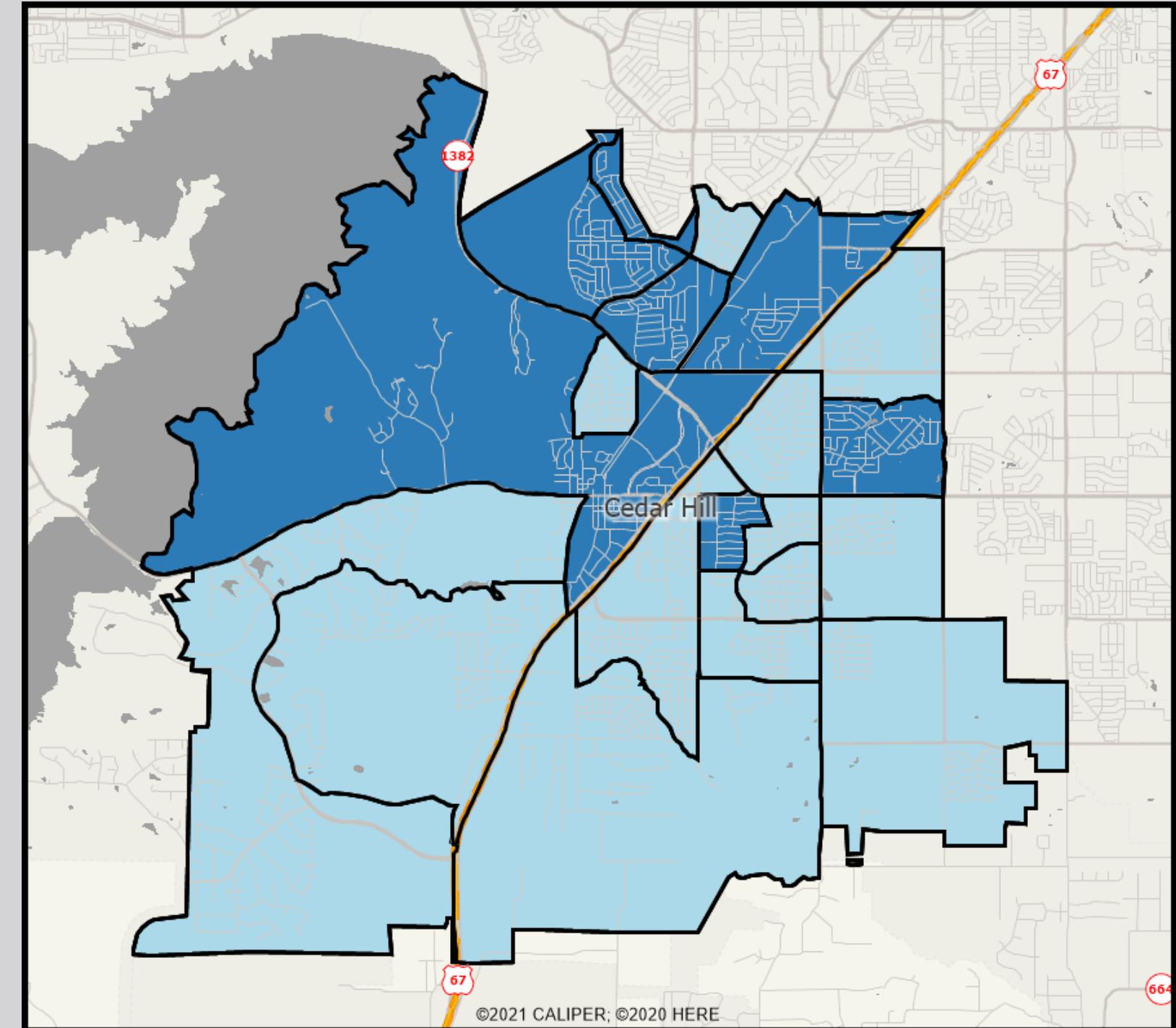


Overall Quality of Parks and Recreation Programs and Facilities

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

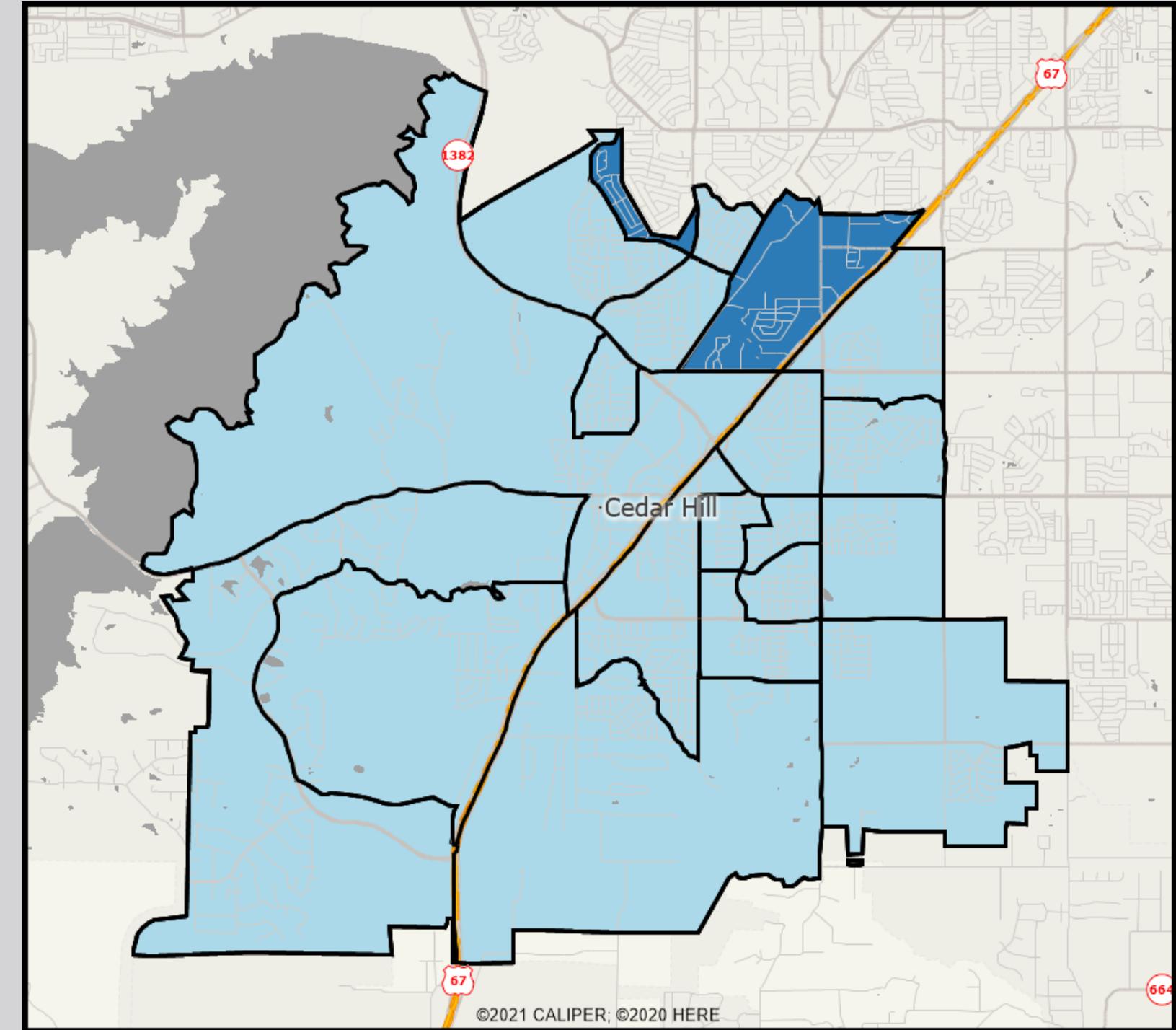
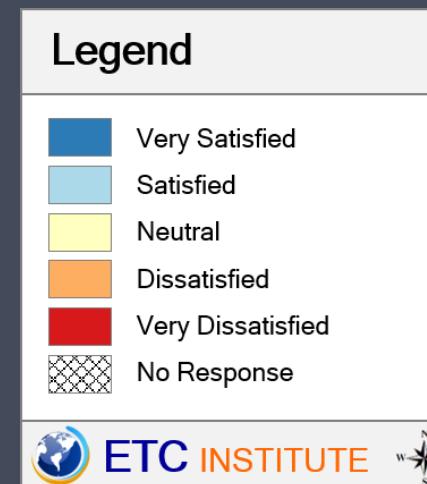
Legend

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



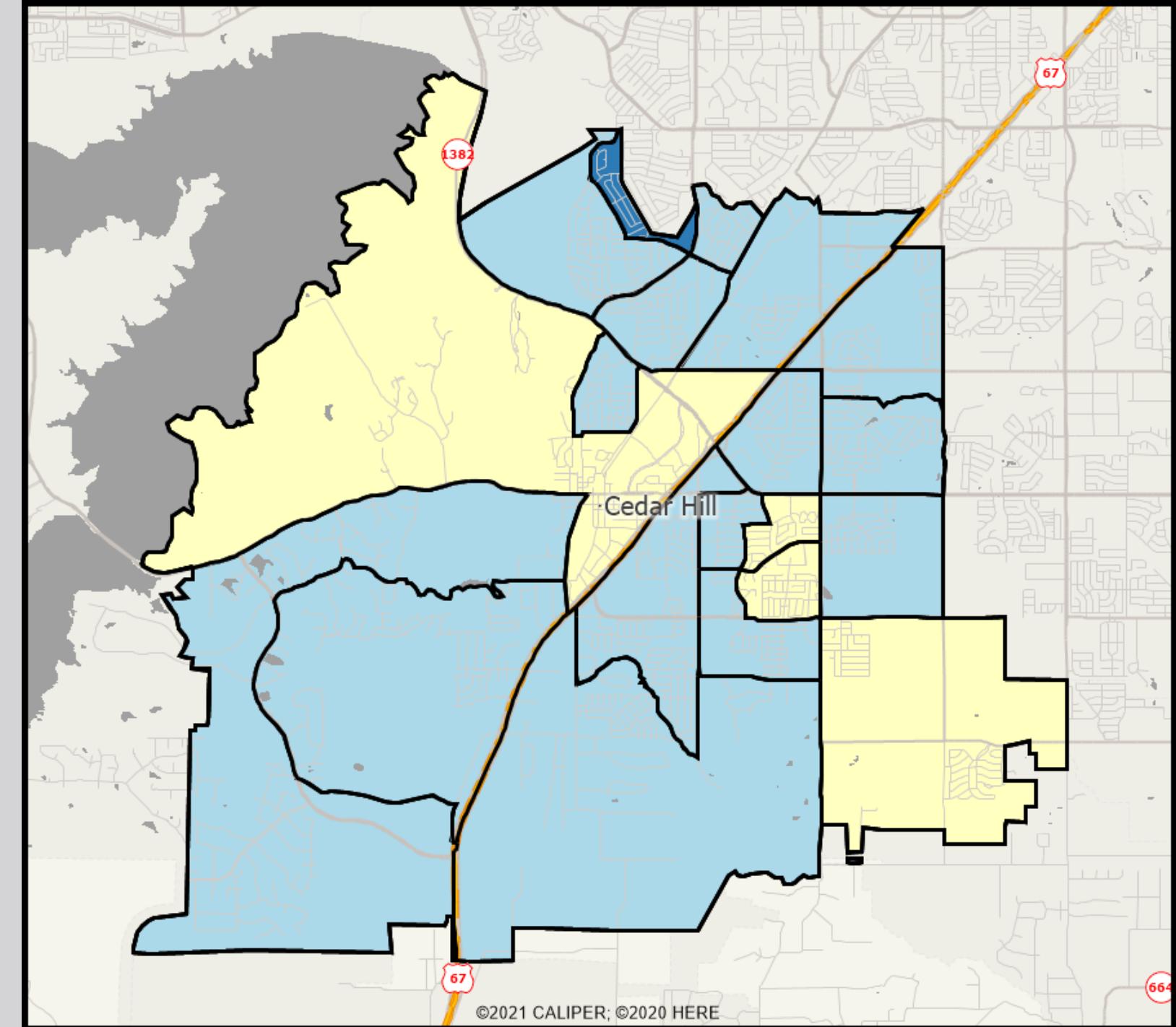
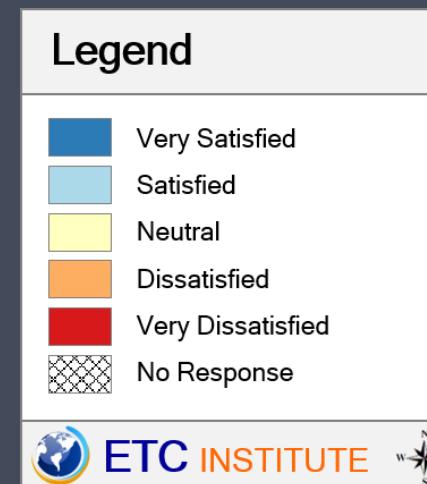
Overall Quality of Customer Service from City Employees

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



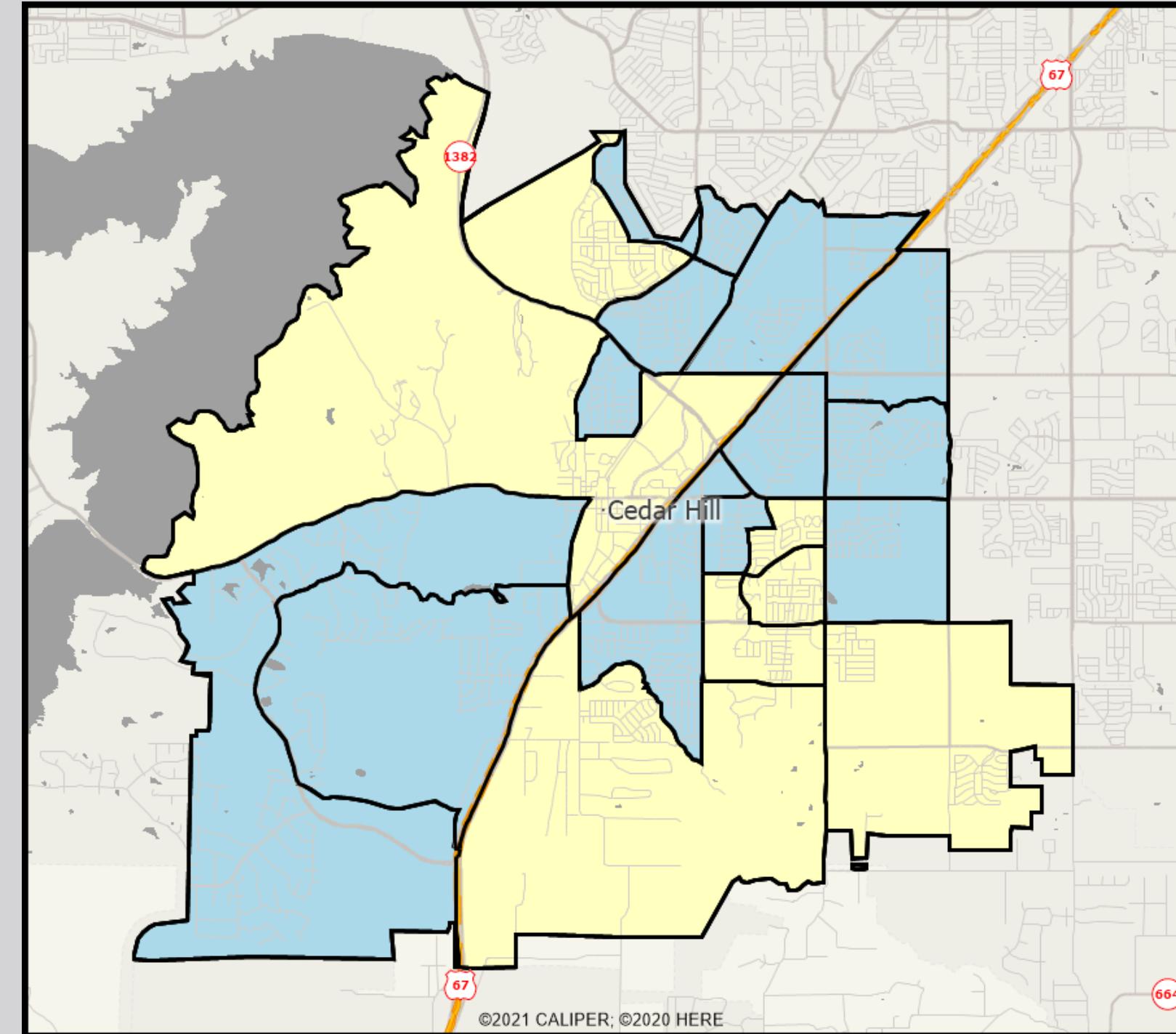
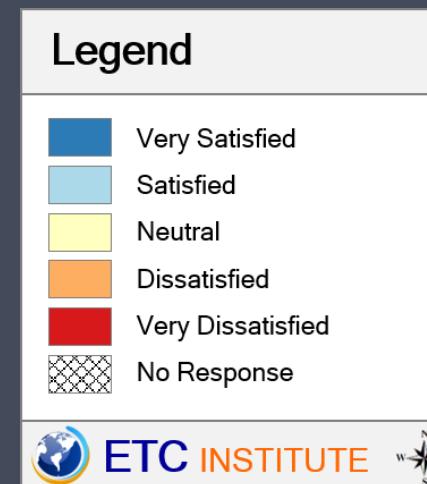
Overall Maintenance of City Streets, Buildings & Facilities

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

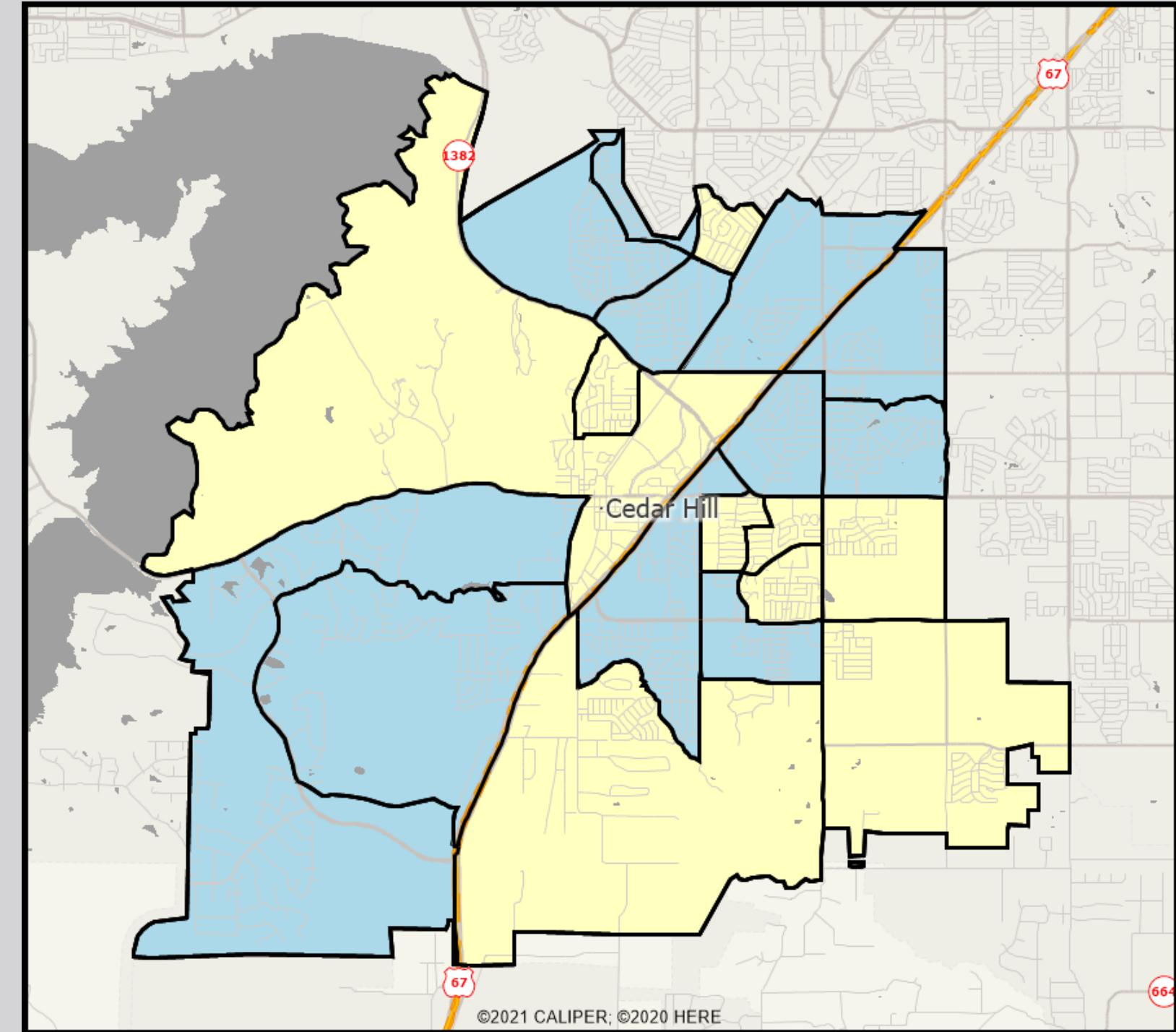


Overall Flow of Traffic & Congestion Management

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

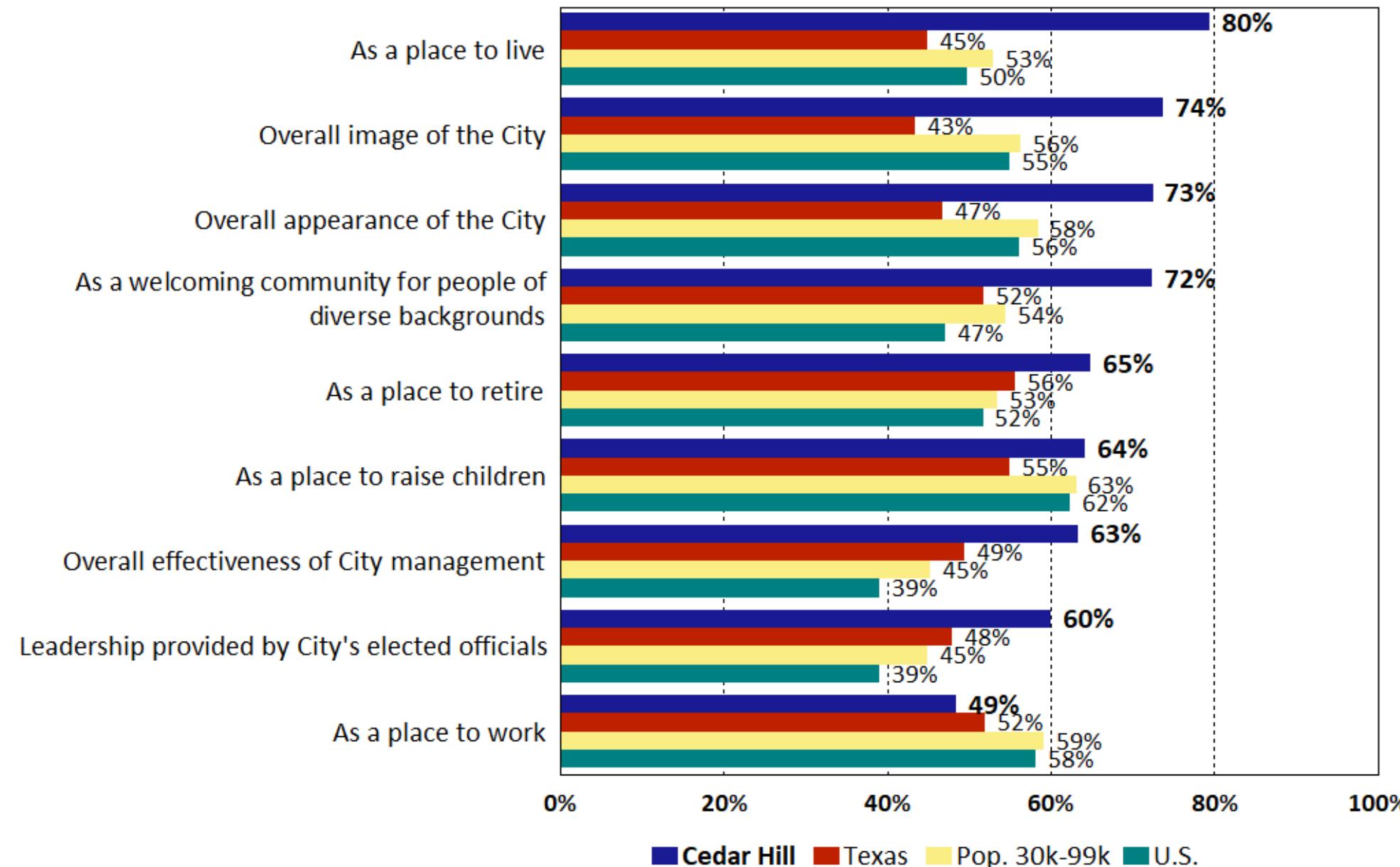
Cedar Hill Rates Higher Than the U.S. Average in *63 of the 66* Areas That Were Compared

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

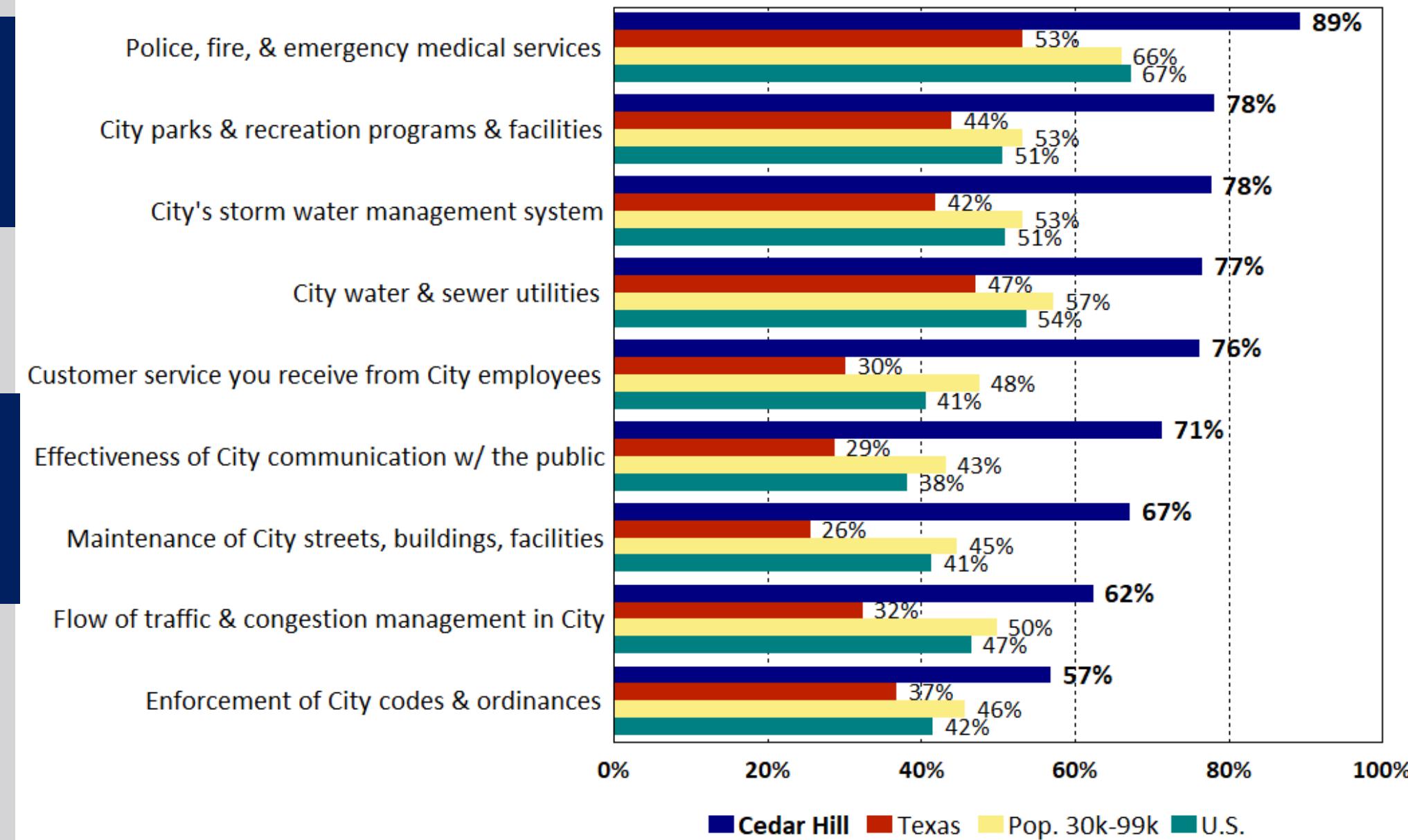
Overall Satisfaction with Major City Services

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")

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

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

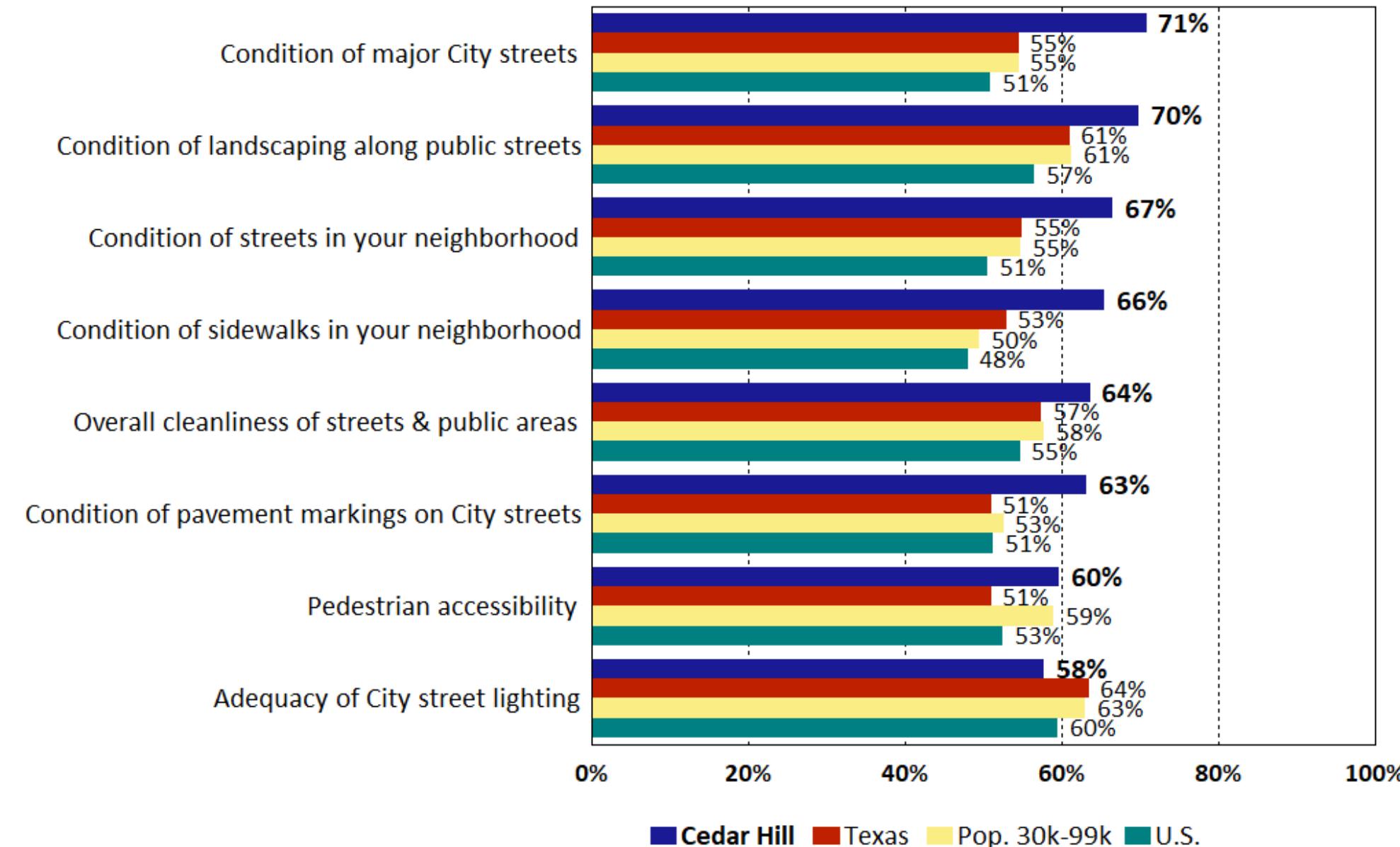


Cedar Hill Rates Significantly Above the U.S. Average in All 9 Major Categories of City Services

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")

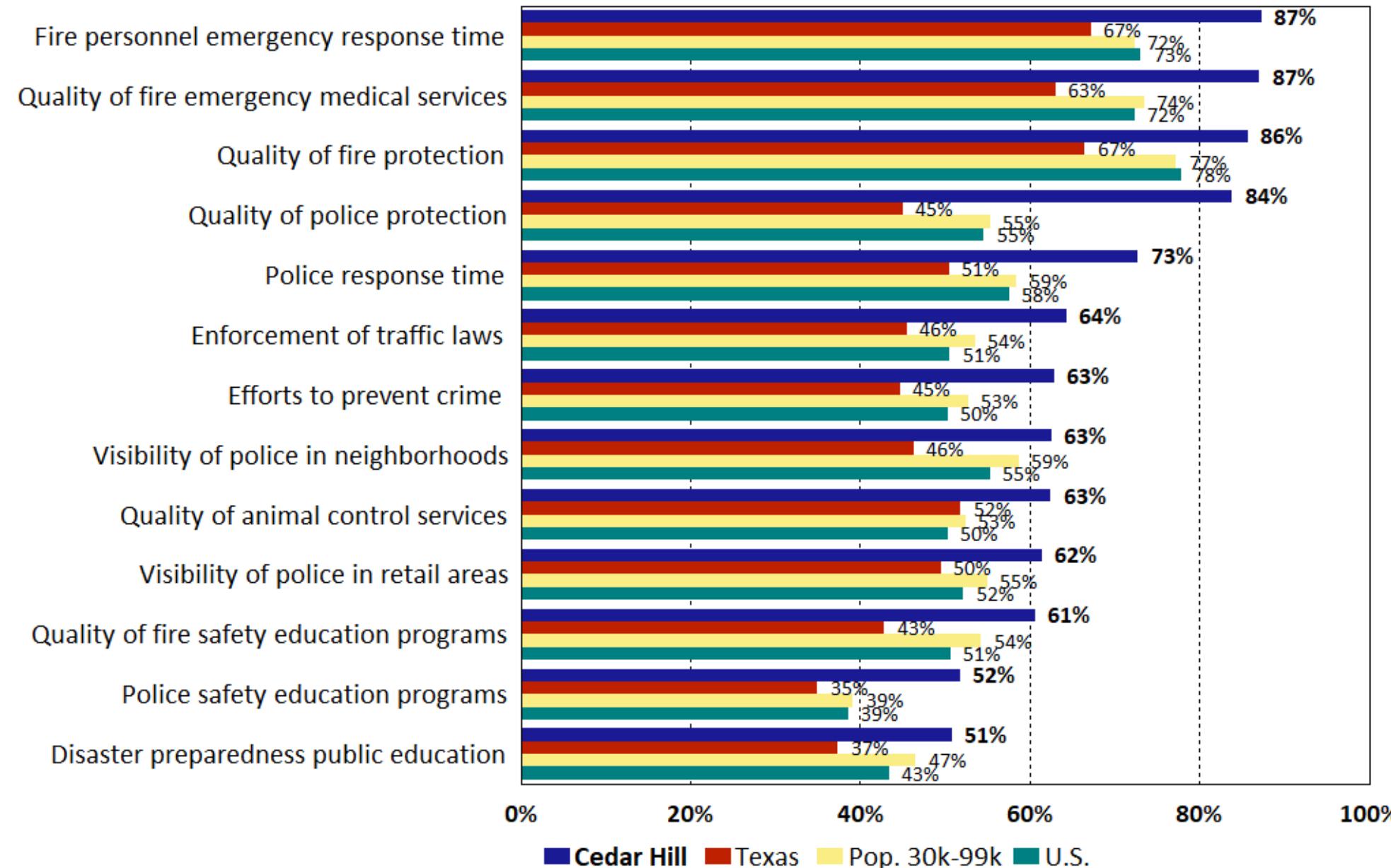


Cedar Hill Rates Significantly Above the U.S. Average in 7 of 8 Areas of Maintenance

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")

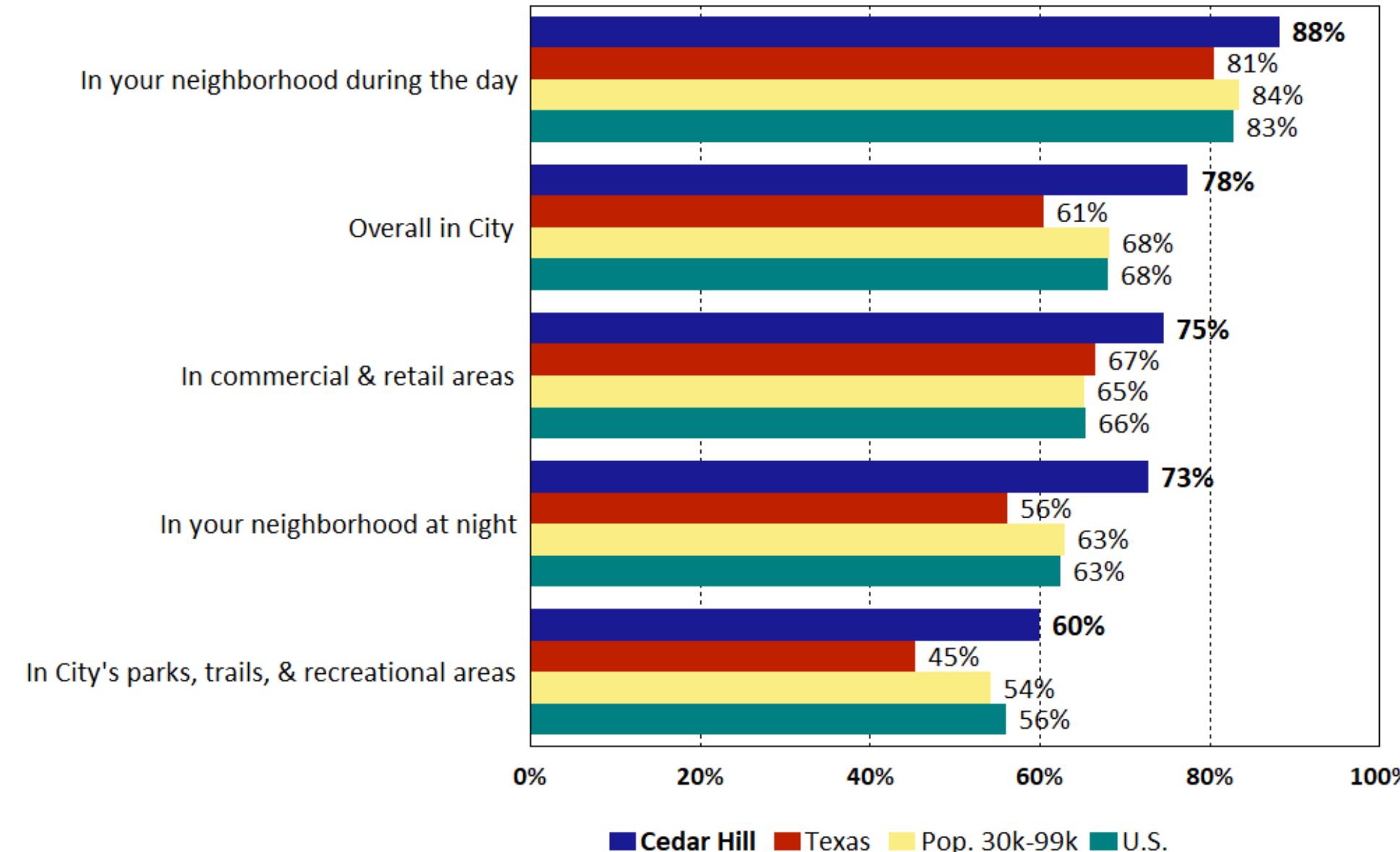


Cedar Hill Rates Significantly Above the U.S. Average in All 13 Areas of Public Safety

Feeling of Safety in Various Situations

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

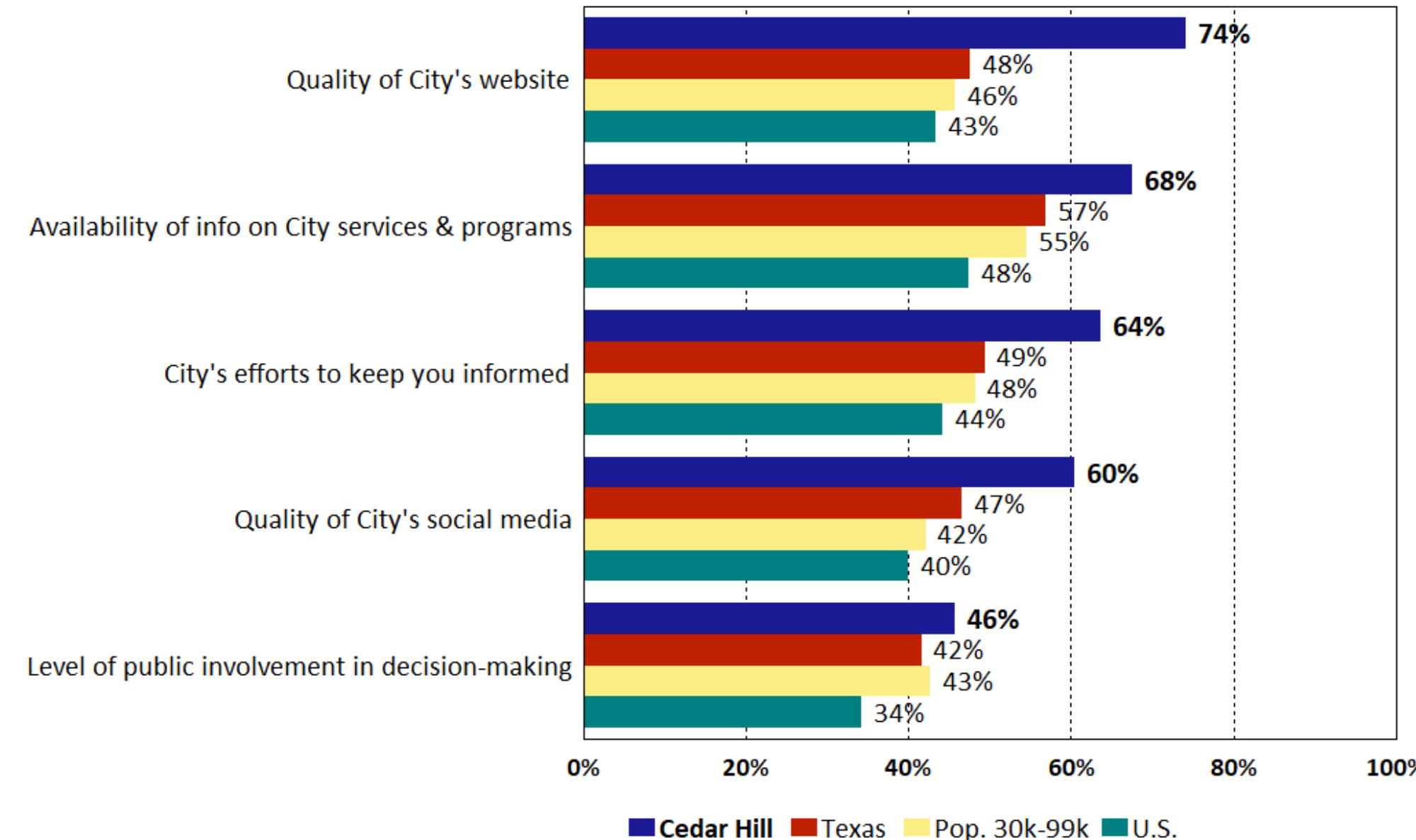
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe" (excluding "don't know")



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

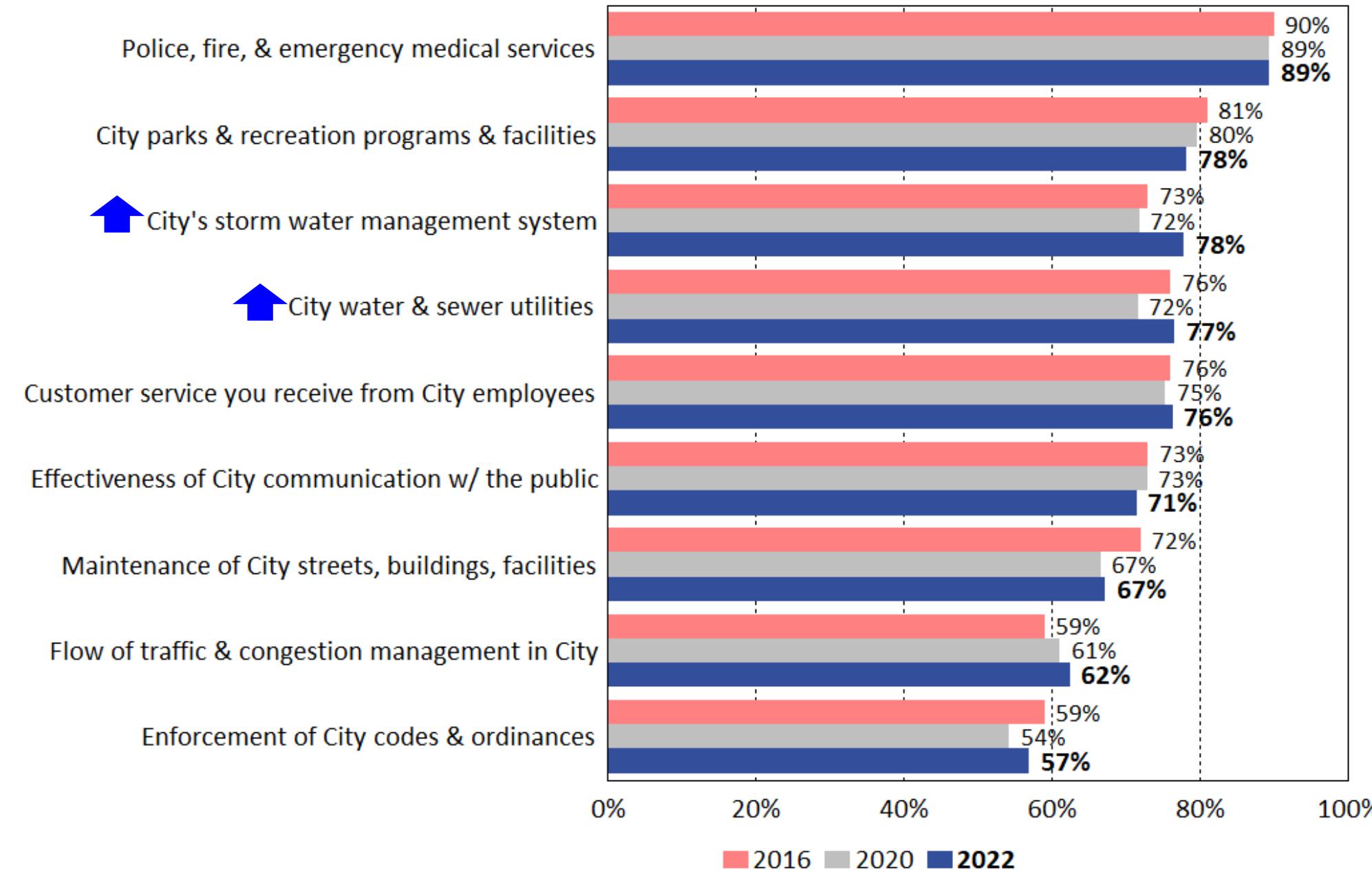
Topic #4

**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 ↑

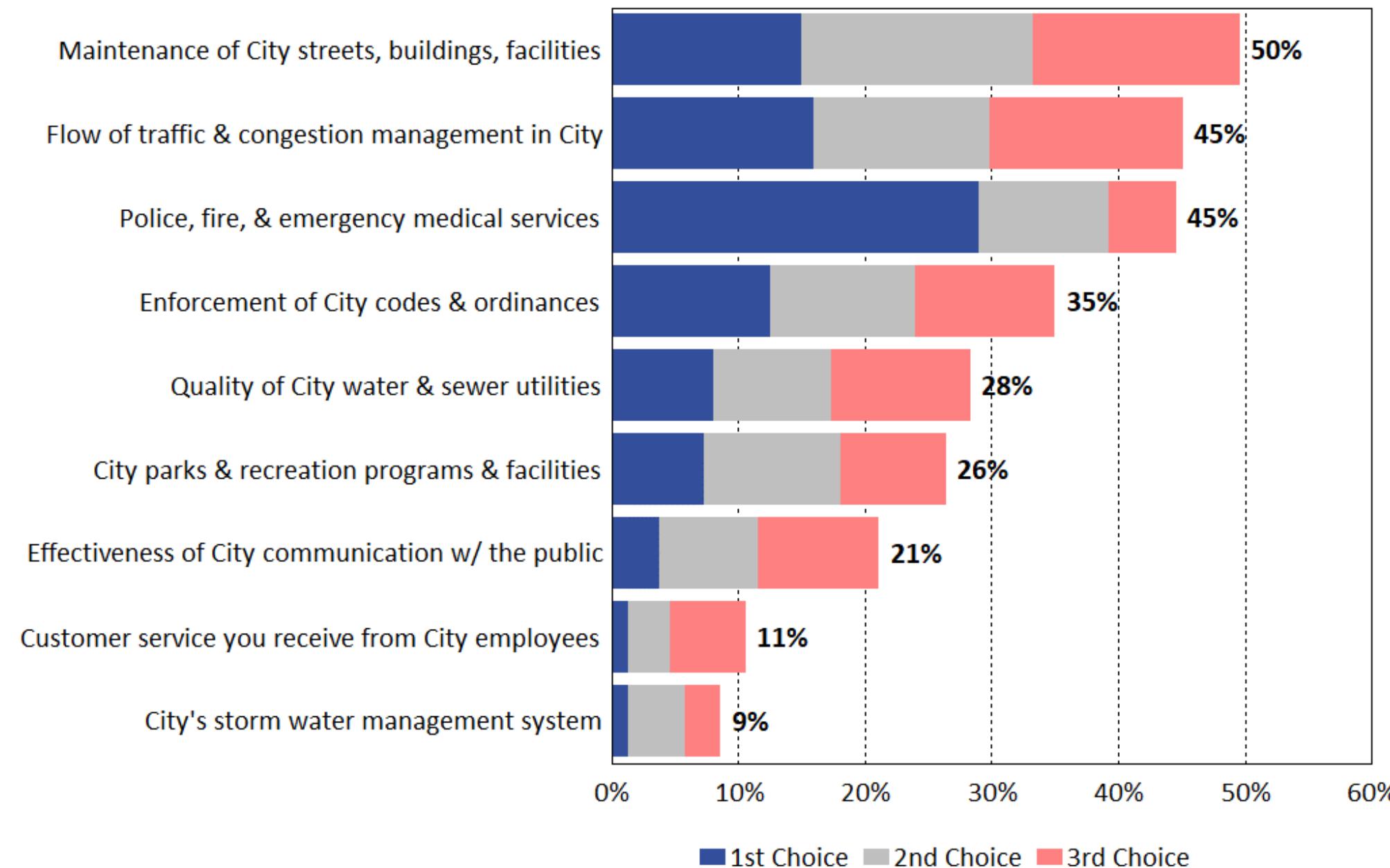
Significant Decrease Since 2020 ↓

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

Overall Priorities

2022 Importance-Satisfaction Rating

Cedar Hill, Texas

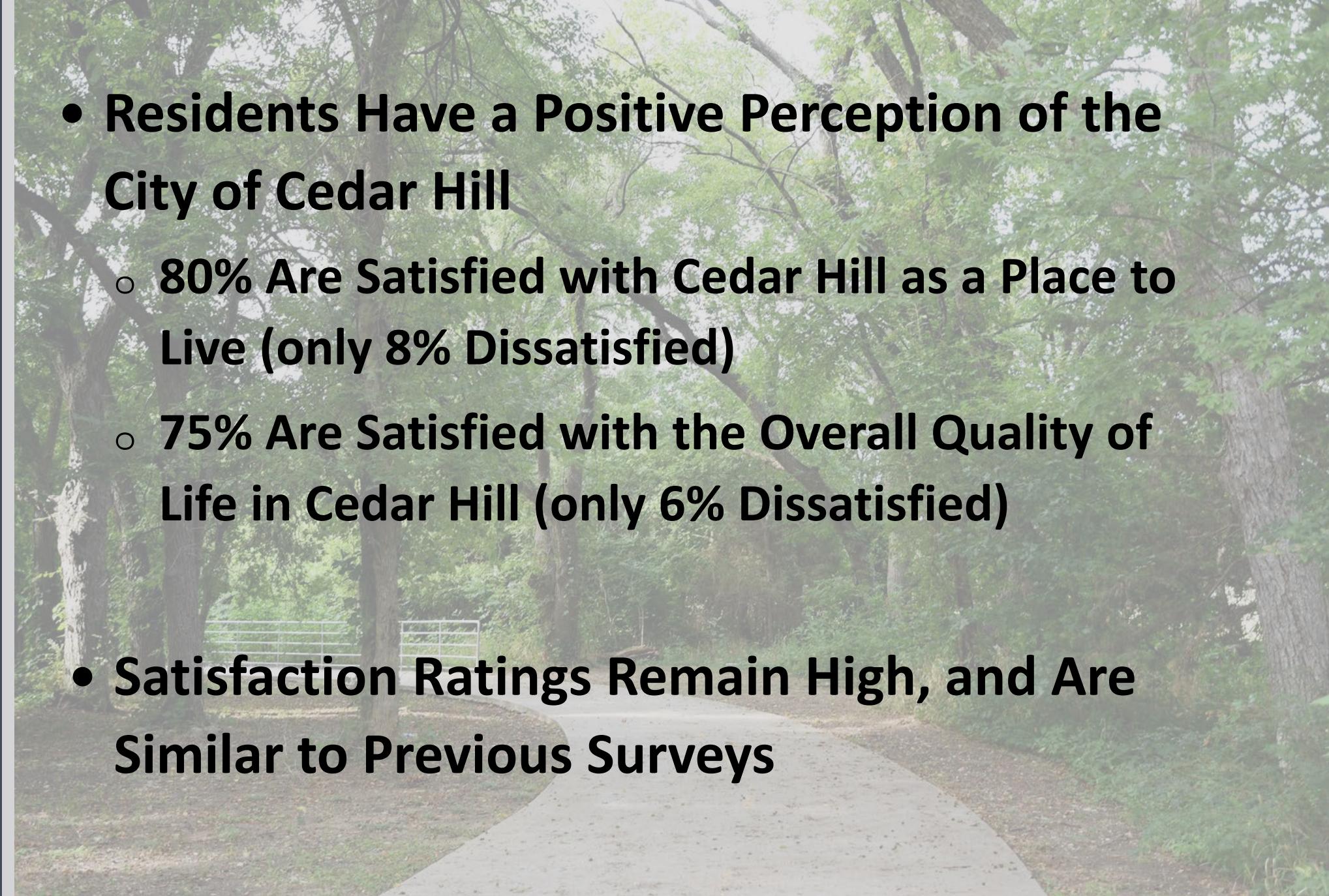
Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
					Importance	Satisfaction
<u>High Priority (IS .10-.20)</u>						
Traffic flow on major City streets	27%	1	56%	11	0.1181	1
<u>Medium Priority (IS <.10)</u>						
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

- 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



Summary

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 - 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
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Questions?

Thank You!!