

# Memorandum



CITY OF DALLAS

DATE July 14, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **Follow up from June 21, 2023, Council Briefing: 2023 Community Survey Results**

The following information is provided in response to questions posed by City Council at the June 21 City Council Briefing on the results of the 2023 Community Survey conducted by the ETC Institute.

**1. What are some of the nuances for the decline in satisfaction for survey responses?**

According to ETC Institute, “most communities that ETC Institute has surveyed in 2023 have experienced a decrease in satisfaction with local government services compared to previous years. There are many factors that contribute to this nationwide trend.”

Prior to the 2023 Community Survey, the most recent statistically valid survey was conducted in early 2020. Since 2020, the ‘many factors’ included in ETC’s response includes the pandemic, shift in political climate, racial injustice, economic uncertainty, and workforce changes. While these factors may not have a direct correlation to our 2023 Community Survey results, they may have indirect effect on resident perceptions in the decline in overall satisfaction.

**2. Please provide the total surveys mailed and responses by mail, online, and phone, including data on no responses.**

A total of 10,000 surveys were mailed to residents, and 1,475 responses were received with at least 100 responses from each Council District to ensure statically valid results. Surveys were completed by mail (729 responses), online (708 responses), and phone (38 responses). The response rate for the survey was 15%, which is higher than the typical 10-12% average.

Attached is data for surveys mailed to residents and includes the number of mailed surveys with the completed responses by zip code. Surveys with the lowest response rate (or no responses) by zip code are highlighted.

**3. Provide the number of responses\* for each of the Council District top 3 priorities.**

CD	Priority #1	# of Responses	Priority #2	# of Responses	Priority #3	# of Responses
1	Maintenance of Infrastructure	66	Police services	53	Social services	39
2	Maintenance of Infrastructure	63	Police services	57	Social services	37
3	Maintenance of Infrastructure	51	Police services	50	Neighborhood code enforcement	43
4	Maintenance of Infrastructure	61	Police services	51	Neighborhood code enforcement	40
5	Police services	46	Maintenance of Infrastructure	45	Social services	36
6	Maintenance of Infrastructure	60	Police services	42	Neighborhood code enforcement	30
7	Maintenance of Infrastructure	59	Police services	51	Social services	42
8	Maintenance of Infrastructure	48	Police services	47	Neighborhood code enforcement	36
9	Maintenance of Infrastructure	70	Police services	58	Traffic management	50
10	Police services	69	Maintenance of Infrastructure	68	Traffic management	35
11	Maintenance of Infrastructure	65	Police services	54	Social services	36
12	Maintenance of Infrastructure	63	Police services	49	Ambulance/emergency medical	30
13	Maintenance of Infrastructure	78	Police services	64	Traffic management	32
14	Maintenance of Infrastructure	76	Police services	48	Traffic management	35

\*Residents had options to select from other priorities (not listed) for [“Major Categories of City Services Residents Think Should Be the City’s Top Priorities”](#)

**4. Please provide additional data for homeowners vs. renter’s percentage data for responses by Council District, individual Council District reports, demographic data, and number of responses (including percentage) for survey questions.**

The following reports are available on [Geographic Comparisons](#):

- Homeowners vs. Renter’s – includes all survey responses by homeowners vs. renter’s
- Demographic data – responses by age, income, race (respondents had the option to provide information)
- Report by number of responses (including percentage)
- Council District Reports – survey responses by each Council District

**5. What comparative data is available based on large communities for “Value Received for City taxes?”**

Survey responses show that 24% of residents rated “strongly agree” or “agree” for “I receive good value for the taxes I pay.” According to ETC Institute, other large communities reported 33%.

As a reminder, the [Annual Budget Priorities Survey](#) (non-statistically valid survey) is conducted through July 30. This survey is available on the Financial Transparency page of the City’s website ([Upcoming Budget](#)). Additionally, the survey is available at high-impact equity areas at recreation centers and libraries. Locations include:

<b>Dallas Park and Recreation Centers</b>	<b>Dallas Public Library Branches</b>
<ul style="list-style-type: none"> <li>• Arcadia</li> <li>• Eloise Lundy</li> <li>• Exline</li> <li>• Fireside</li> <li>• Harry Stone</li> <li>• Hiawatha Williams</li> <li>• J.C. Phelps</li> <li>• Janie C. Turner</li> <li>• Martin Luther King, Jr.</li> <li>• Martin Weiss</li> <li>• Singing Hills</li> <li>• Thurgood Marshall</li> <li>• Tommie Allen</li> <li>• Umphress</li> </ul>	<ul style="list-style-type: none"> <li>• Arcadia Park Branch</li> <li>• Bachman Lake Branch</li> <li>• Dallas West Branch</li> <li>• Highland Hills Branch</li> <li>• Martin Luther King, Jr. Branch</li> <li>• PL Dunbar Lancaster-Kiest Branch</li> <li>• Pleasant Grove Branch</li> <li>• Polk-Wisdom Branch</li> <li>• Prairie Creek Branch</li> <li>• Skyline Branch</li> <li>• Vickery Meadow Branch</li> </ul>

The compiled survey data (non-statistically valid survey) will be presented with the City Manager’s Recommended Biennial Budget for FY 2023-24 and FY 2024-25 on August 8.

DATE July 11, 2023  
SUBJECT **Follow up from June 21, 2023, Council Briefing: 2023 Community Survey Results**  
PAGE **4 of 4**

If you have any questions, please contact me or Janette Weedon, Director of Budget & Management Services.



Jack Ireland  
Chief Financial Officer

c: T.C. Broadnax, City Manager  
Tammy Palomino, Interim City Attorney  
Mark Swann, City Auditor  
Billerae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors

# Dallas 2023 Resident Survey Response Rate by Zip Code

Zip Code	# Mailed	# Completed	Response Rate (%)
75001	1	0	0%
75007	5	1	20%
75019	3	0	0%
75036	3	0	0%
75051	15	2	13%
75116	5	1	20%
75137	1	0	0%
75150	1	0	0%
75180	2	0	0%
75201	61	17	28%
75202	2	2	100%
75203	133	11	8%
75204	153	33	22%
75205	19	5	26%
75206	216	34	16%
75207	23	4	17%
75208	347	59	17%
75209	143	22	15%
75210	104	11	11%
75211	570	53	9%
75212	272	32	12%
75214	273	51	19%
75215	243	16	7%
75216	660	63	10%
75217	732	84	11%
75218	211	50	24%
75219	194	30	15%
75220	225	46	20%
75221	2	0	0%
75222	18	0	0%
75223	113	12	11%
75224	271	35	13%
75225	88	16	18%
75226	33	2	6%
75227	507	70	14%
75228	481	83	17%
75229	236	61	26%
75230	187	49	26%
75231	145	27	19%
75232	377	52	14%
75233	102	26	25%
75234	26	6	23%
75235	152	29	19%
75236	104	10	10%
75237	155	10	6%
75238	219	44	20%
75240	99	24	24%

# Dallas 2023 Resident Survey Response Rate by Zip Code

Zip Code	# Mailed	# Completed	Response Rate (%)
75241	434	40	9%
75243	336	53	16%
75244	54	14	26%
75246	22	4	18%
75247	15	1	7%
75248	342	79	23%
75249	160	14	9%
75251	22	0	0%
75252	98	21	21%
75253	123	21	17%
75254	70	10	14%
75260	1	0	0%
75287	106	24	23%
75301 (PO Boxes)	1	0	0%
75313 (PO Boxes)	11	0	0%
75315 (PO Boxes)	14	0	0%
75336 (PO Boxes)	6	4	67%
75339 (PO Boxes)	10	3	30%
75342 (PO Boxes)	2	0	0%
75354 (PO Boxes)	14	0	0%
75355 (PO Boxes)	6	0	0%
75356 (PO Boxes)	5	0	0%
75357 (PO Boxes)	12	0	0%
75360 (PO Boxes)	7	0	0%
75367 (PO Boxes)	9	0	0%
75370 (PO Boxes)	79	3	4%
75371 (PO Boxes)	1	0	0%
75372 (PO Boxes)	7	0	0%
75374 (PO Boxes)	25	0	0%
75376 (PO Boxes)	26	0	0%
75379 (PO Boxes)	8	1	13%
75380 (PO Boxes)	29	0	0%
75382 (PO Boxes)	13	0	0%
<b>Grand Total</b>	<b>10,000</b>	<b>1,475</b>	<b>15%</b>

Note: PO Box recipients were required to verify their physical address so it could be assigned to the correct Council District.