

To the Mayor and Members of the City Council**January 27, 2015**

Page 1 of 2

**SUBJECT: 2015 COMMUNITY SURVEY**

The purpose of this informal report is to provide a brief overview and timeline for the upcoming 2015 Community Survey.

Background: The City of Fort Worth has conducted a community survey on a periodic basis in order to assess satisfaction with the quality of city services. The last survey was conducted in 2011.

The City is partnering with ETC Institute to administer the survey. They have conducted previous surveys for the city and can provide historical information from the City of Fort Worth as well as comparative data from other cities across the state and nation. The questions are a combination of previous survey questions and current topics and projects. The final survey instrument is attached for your review.

Methodology: A six-page survey will be mailed to a random sample of 4,800 households in the City of Fort Worth. People will be able to complete the survey by mail or online using a special code. The sample will be designed to ensure the completion of at least 1,600 surveys. Of these, at least 150 surveys will be completed in each of the City's eight council districts. The remaining 400 surveys will be used to oversample certain areas of the City to ensure that enough respondents are obtained from key corridors and other geographic areas. The overall results for the City will have a precision of at least +/- 2.5% at the 95% level of confidence. The survey will also contain a question that asks residents if they would like to participate in follow-up focus groups. Approximately ten days after the surveys are mailed, residents who received the survey will be contacted by phone. Those who have indicated that they have not completed the survey will have the option of completing it by phone. Interviews will be conducted in English and Spanish. ETC Institute will monitor the distribution of the sample to ensure that the sample reasonably reflects the demographic composition of the City with regard to age, geographic dispersion, gender, ethnicity and other factors.

The final report will include:

- A summary of the methodology for administering the survey and major findings
- Charts showing the overall results for most questions in the survey
- Benchmarking data that shows how the results for Fort Worth compare to other cities
- Importance-satisfaction analysis
- GIS maps that show the results of selected questions as maps of the City
- Tables that show the results for each question on the survey
- A copy of the survey instrument



To the Mayor and Members of the City Council

January 27, 2015

Page 2 of 2

SUBJECT: 2015 COMMUNITY SURVEY

Timeline: The surveys will be sent out to residents in early February. The final report will be presented to staff and City Council in April. This will allow us to use information obtained through the survey while preparing our budgets for 2016.

The proposed survey instrument is attached. If you have any questions, please contact Michelle Gutt at 817.392.6248.

**David Cooke
City Manager**

Attachment



DRAFT 3

Fort Worth Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to provide quality services for the community. If you have questions, please call Michelle Gutt at 817-392-6248. **THANK YOU!**

1. Perceptions of the City		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Please rate your satisfaction with the following:							
A.	Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
B.	Overall quality of life in the city	5	4	3	2	1	9
C.	Overall quality of public schools in the city	5	4	3	2	1	9
D.	How well the City is managing growth	5	4	3	2	1	9
E.	Overall quality of city services	5	4	3	2	1	9

2. Quality of Life in Fort Worth		Excellent	Good	Neutral	Below Average	Poor	Don't Know
Please rate the City of Fort Worth:							
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9
D.	As a place to retire	5	4	3	2	1	9

3. Feeling of Safety		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Please rate your level of agreement with the following statements:							
A.	I feel safe in my neighborhood during the day	5	4	3	2	1	9
B.	I feel safe in my neighborhood at night	5	4	3	2	1	9
C.	I feel safe in city parks	5	4	3	2	1	9
D.	I feel safe in other public areas of the city, like the stockyards, cultural center, etc.	5	4	3	2	1	9
E.	My kids are safe in our schools	5	4	3	2	1	9

4. Overall Satisfaction with Major City Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Please rate your satisfaction with the following:							
A.	Overall quality of parks, recreation and community services programs/facilities	5	4	3	2	1	9
B.	Overall maintenance of city streets/facilities	5	4	3	2	1	9
C.	Overall enforcement of city codes/ordinances	5	4	3	2	1	9
D.	Overall quality of customer service you receive from city employees	5	4	3	2	1	9
E.	Overall quality of public safety services (i.e., police and fire)	5	4	3	2	1	9
F.	Overall effectiveness of city communication with the public	5	4	3	2	1	9
G.	Overall flow of traffic on city streets	5	4	3	2	1	9
H.	Overall quality of local public health services	5	4	3	2	1	9
I.	Overall quality of city libraries	5	4	3	2	1	9
J.	Overall management of stormwater runoff and flood control	5	4	3	2	1	9
K.	Overall maintenance of city facilities/buildings	5	4	3	2	1	9
L.	Overall satisfaction with roadway project delivery	5	4	3	2	1	9

5. Which **THREE** of the items in Question #4 do you think are most important for the city to provide? [Write in the letters below using the letters from the list in Question 4].

1st. _____ 2nd. _____ 3rd. _____

6. Public Safety Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Please rate your satisfaction with the following:							
A.	Overall quality of local police protection	5	4	3	2	1	9
B.	Visibility of police in <u>your neighborhood</u>	5	4	3	2	1	9
C.	Visibility of police in <u>retail areas</u>	5	4	3	2	1	9
D.	The city's effort to prevent crime	5	4	3	2	1	9
E.	Enforcement of local traffic laws	5	4	3	2	1	9
F.	Overall quality of local fire protection	5	4	3	2	1	9
G.	Quality of local ambulance service	5	4	3	2	1	9
H.	How quickly police officers respond to emergencies	5	4	3	2	1	9
I.	How quickly firefighters respond to emergencies	5	4	3	2	1	9
J.	Adequacy of city street lighting	5	4	3	2	1	9
K.	Adequacy of security lighting in city parks	5	4	3	2	1	9
L.	Quality of animal control	5	4	3	2	1	9
M.	Enforcement of codes designed to protect public safety and public health	5	4	3	2	1	9
N.	Efforts to eliminate prostitution in your neighborhood	5	4	3	2	1	9
O.	Efforts to eliminate drug traffic in your neighborhood	5	4	3	2	1	9
P.	Efforts to eliminate gang activity in your neighborhood	5	4	3	2	1	9

7. Which **THREE** of the public safety services in Question #7 do you think are most important for the City to provide? [Write in the letters below using the letters from the list in Question 7].

1st. _____ 2nd. _____ 3rd. _____

8. Parks and Recreation Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Please rate your satisfaction with the following:							
A.	Maintenance of city parks	5	4	3	2	1	9
B.	Quality of facilities, such as picnic shelters and playgrounds, at city parks	5	4	3	2	1	9
C.	Number of city parks	5	4	3	2	1	9
D.	Maintenance and appearance of community centers	5	4	3	2	1	9
E.	The availability of community centers in the area where you live	5	4	3	2	1	9
F.	Number of walking/biking trails	5	4	3	2	1	9
G.	The availability of outdoor pools in the area where you live	5	4	3	2	1	9
H.	City golf courses	5	4	3	2	1	9
I.	City Zoo	5	4	3	2	1	9
J.	Quality of outdoor athletic fields	5	4	3	2	1	9
K.	The city's youth athletic programs	5	4	3	2	1	9
L.	The city's adult athletic programs	5	4	3	2	1	9
M.	Summer recreation programs	5	4	3	2	1	9
N.	Ease of registering for programs	5	4	3	2	1	9
O.	The variety of amenities at our City Parks	5	4	3	2	1	9

9. Which **THREE** of the parcs and recreation services Question #9 do you think are most important for the City to provide? [Write in the letters below using the letters from the list in Question 9].

1st. _____ 2nd. _____ 3rd. _____

10. Maintenance and Appearance of the City		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Please rate your satisfaction with the following:							
A.	Mowing and trimming of parks	5	4	3	2	1	9
B.	Mowing and trimming along city streets	5	4	3	2	1	9
C.	Cleanliness of major city streets/public areas	5	4	3	2	1	9
D.	Cleanliness of your neighborhood	5	4	3	2	1	9
E.	Maintenance of residential property	5	4	3	2	1	9
F.	Maintenance of business property	5	4	3	2	1	9
G.	Appearance of retail convenience stores in your neighborhood	5	4	3	2	1	9
H.	Condition of rental housing/apartments in your neighborhood	5	4	3	2	1	9
I.	Satisfaction with the regulation of signs in the City	5	4	3	2	1	9
J.	How quickly graffiti is removed	5	4	3	2	1	9

11. Which **THREE** of the maintenance services in Question #11 do you think are most important for the City to provide? [Write in the letters below using the letters from the list in Question 10 above].

1st. _____ 2nd. _____ 3rd. _____

12. City Communication		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Please rate your satisfaction with the following:							
A.	The availability of information about city programs and services	5	4	3	2	1	9
B.	The overall level of public involvement in local decision making	5	4	3	2	1	9
C.	The quality of programming on the city's cable television channels	5	4	3	2	1	9
D.	The quality of the city's Web page	5	4	3	2	1	9
E.	The quality of the city's informational inserts that come with the city water bill	5	4	3	2	1	9
F.	How well the City's Records and Information Management Office responds to requests for information under the State's Public Information Act	5	4	3	2	1	9

13. From which of the following sources do you receive news and information about the City?

(check all that apply)

- | | |
|--|--|
| ___(01) FWTV (city's cable station) | ___(07) City's twitter account |
| ___(02) City website – www.fortworthtexas.gov | ___(08) NextDoor |
| ___(03) City News – weekly electronic newsletter | ___(09) Town Halls or Public Meetings |
| ___(04) City Times – monthly water bill Insert | ___(10) Presentations at Neighborhood meetings |
| ___(05) City information through your Neighborhood Association | ___(11) Local Media |
| ___(06) City's facebook page | ___(12) City Council District office |

14. Trash and Sewer Ratings		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Please rate your satisfaction with the following:							
A.	Weekly residential curbside garbage collection service	5	4	3	2	1	9
B.	Weekly residential curbside recycling services	5	4	3	2	1	9
C.	Monthly residential bulky waste collection	5	4	3	2	1	9
D.	Weekly residential yard waste collection	5	4	3	2	1	9
E.	Water/waste water treatment services	5	4	3	2	1	9
F.	Drop-off stations garbage, brush, recycling and big trash	5	4	3	2	1	9

CUSTOMER SERVICE

15. Have you contacted the City of Fort Worth with a question, problem, or complaint during the past year?

___(1) Yes – answer 16a-b ___(2) No – go to 17

15a. If YES: About which of the following services/issues did you contact the City most recently?

- | | | |
|-----------------------------|--------------------------------------|----------------------------|
| ___(01)Animal control | ___(07)Parks and recreation | ___(12) Street Maintenance |
| ___(02)City council issue | ___(08)Police | ___(99)Other: _____ |
| ___(04)Code Enforcement | ___(09)Traffic Signals/ Streetlights | |
| ___(05)Planning/development | ___(10)Trash,recycling or yard waste | |
| ___(06) Fire | ___(11) Water | |

15b. Customer Service Ratings		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Please rate your level of agreement with the following statements about the quality of customer service you received when you contacted the City about the service/issue selected in Q16a.:							
1.	They were easy to contact	5	4	3	2	1	9
2.	They were courteous and polite	5	4	3	2	1	9
3.	They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
4.	They did what they said they would do in a timely manner	5	4	3	2	1	9
5.	They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

16. Support for Various Initiatives		Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
Please indicate how supportive you would be of the following:					
A.	Renovating/adding facilities to parks	4	3	2	1
B.	Developing new outdoor aquatic facilities	4	3	2	1
C.	Developing new indoor aquatic facilities	4	3	2	1
D.	Having the City provide incentives to promote new development and/or redevelopment	4	3	2	1
E.	Increasing taxes to fund the development of a regional public rail system	4	3	2	1
F.	Increasing taxes to pay for repairs to existing streets	4	3	2	1
G.	City incentives to promote new development, redevelopment and improvements to single-family and multi-family housing	4	3	2	1
H.	Ensuring that affordable, accessible housing is available in Downtown Fort Worth	4	3	2	1
I.	Partner with local school districts to help fund enhancements to regional parks and community centers	4	3	2	1
J.	Raise the roadway impact fees that are charged to developers to help fund the cost of street and other infrastructure improvements in the areas where new development occurs	4	3	2	1

17. How often do you use public transportation?

- ___(1) Almost every day
- ___(2) A few times per week
- ___(3) A few times per month
- ___(9) A few times per year
- ___(9) Seldom or never

18. Do you generally think the state of the economy in Fort Worth is better, about the same, or worse than the rest of the United States?

- ___(1) Better
- ___(2) About the same
- ___(3) Worse
- ___(9) Don't know

19. Please rate your satisfaction with the following services and facilities in the area where you live using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Traffic and Transportation Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Condition of neighborhood streets near your home	5	4	3	2	1	9
B.	Maintenance of major city streets	5	4	3	2	1	9
C.	Ease of walking in your neighborhood	5	4	3	2	1	9
D.	Ease of biking in your neighborhood	5	4	3	2	1	9
E.	Adequacy of street lighting in your neighborhood	5	4	3	2	1	9
F.	Flow of traffic on major city streets that are within 1 mile of your home	5	4	3	2	1	9
G.	Timing of traffic signals on city streets that are within 1 mile of your home	5	4	3	2	1	9
H.	Visibility of pavement markings and striping on city streets within 1 mile of your home	5	4	3	2	1	9
I.	How quickly City personnel make repairs to streets in your neighborhood	5	4	3	2	1	9
J.	Number/availability of sidewalks	5	4	3	2	1	9
K.	Maintenance of streets in your neighborhood	5	4	3	2	1	9

20. Which THREE of the items listed above are the most important services for the City to provide?

[Write in the letters below using the letters from the list in Question 1 above].

1st: ____ 2nd: ____ 3rd: ____

DEMOGRAPHICS

21. How do you usually get to and from most destinations in Fort Worth? (Select all that apply)

- ___(1) Drive alone in a personal automobile
- ___(2) Carpool or vanpool
- ___(3) Walk
- ___(4) Bicycle
- ___(5) Bus
- ___(6) Train
- ___(7) Other: _____

22. In the past 30 days, have you used any of the following to get around the City of Fort Worth? (Select all that apply)

- (1) Drive alone in a personal automobile
- (2) Carpool or vanpool
- (3) Walk
- (4) Bicycle
- (5) Bus
- (6) Train
- (7) Other: _____

23. How many persons currently live in your household? _____

24. Which of the following best describes your race?

- (1) African American/Black
- (2) American Indian
- (3) Asian/Pacific Islander
- (4) White
- (5) Other: _____

25. Do you own or rent your home? (1) Own (2) Rent

26. Approximately how many years have you lived in the City of Fort Worth? _____ years

27. Is your total annual household income:

- (1) Under \$15,000
- (2) \$15,000-\$29,000
- (3) \$30,000-\$59,999
- (4) \$60,000-\$99,999
- (5) \$100,000-\$124,999
- (5) \$125,000+

28. What is your age? _____ years

29. Which of the following best describes your race/ethnicity (check all that apply)?

- (1) Asian/Pacific Islander
- (2) Black/African American
- (3) White
- (4) Hispanic
- (5) American Indian/Eskimo
- (6) Other: _____

30. Your gender: (1) Male (2) Female

INTEREST IN A FOCUS GROUP.

If you would be willing to participate in a focus group sponsored by the City of Fort Worth to discuss some of the issues addressed in this survey, please provide your contact information below. If you are selected, you may receive a very small stipend for your time. Your contact information will be recorded separately from your responses to the survey.

Your Name: _____ Phone: _____ E-mail: _____

**This concludes the survey. Thank you for your time!
Please return your survey in the postage-paid envelope addressed to ETC Institute**

Your responses will remain Completely Confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information.