

2021 Community Survey Findings Report



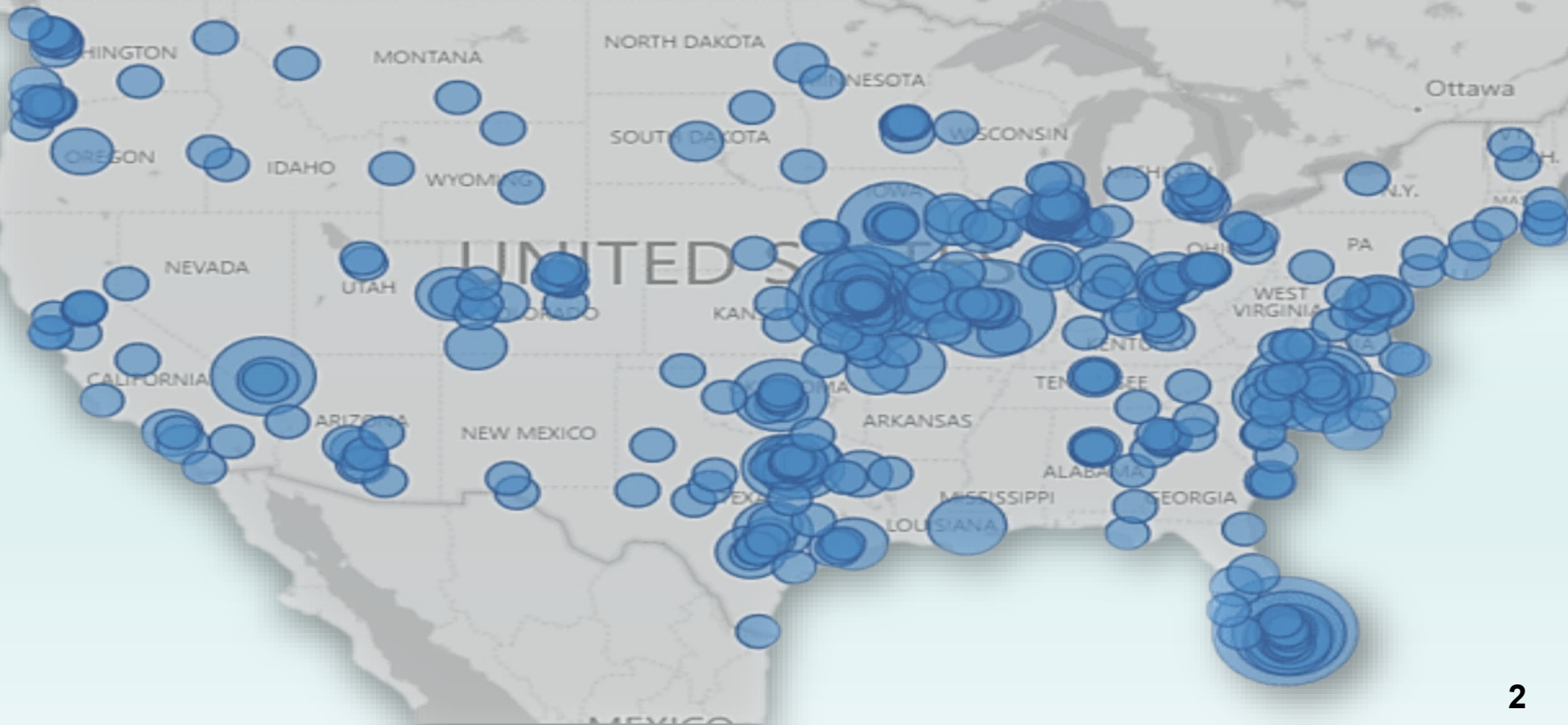
Presented to
The City of Fort Worth

By



Since 2011, ETC Institute has surveyed more than 3,000,000 people in more than 1,000 communities on 4 continents!

ETC Institute is the Leader in Market Research for Local Governmental Organizations



Agenda

- **Purpose**
- **Methodology**
- **Bottom Line Up Front**
- **Major Findings**
- **Summary**
- **Questions**

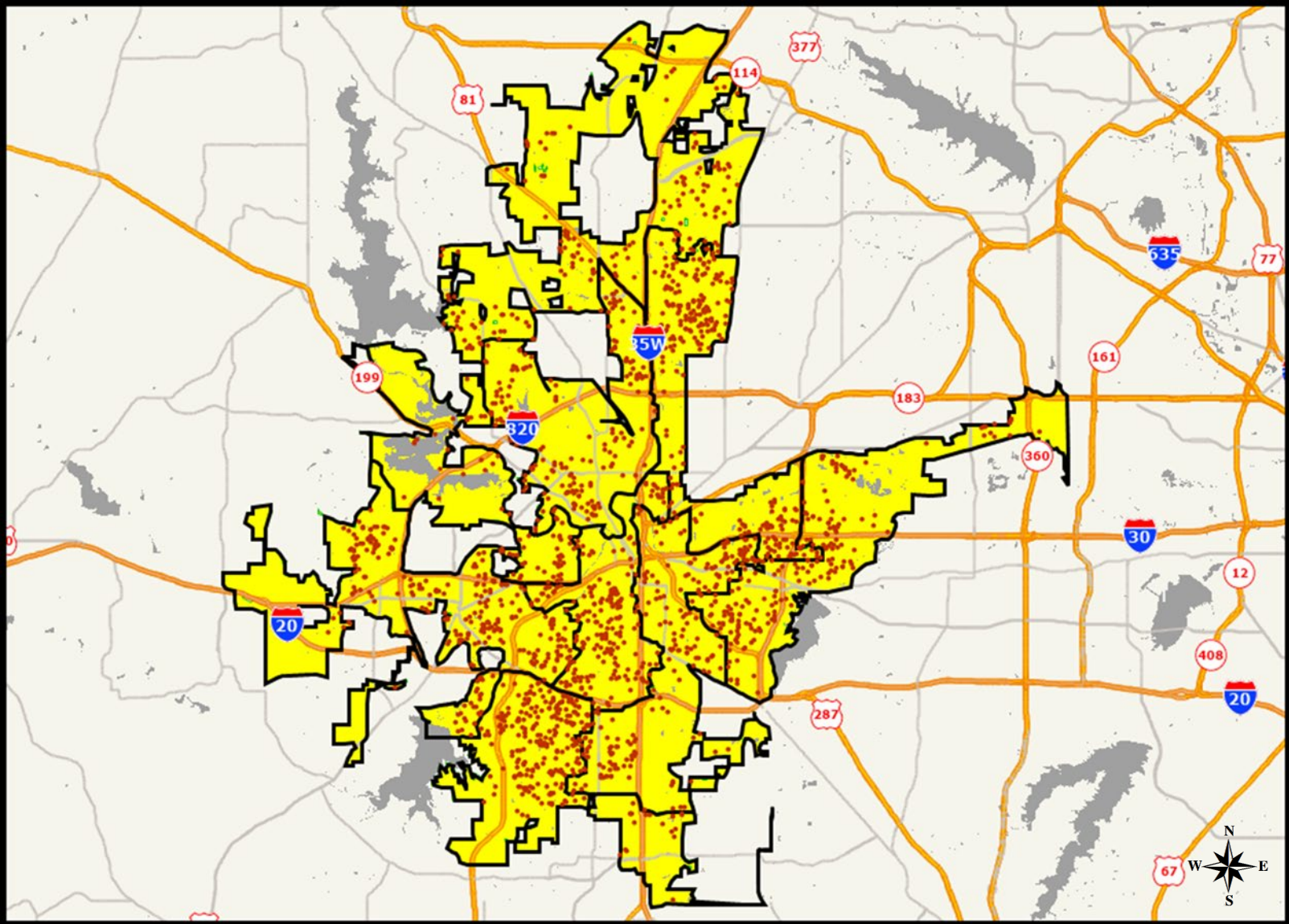
Purpose of the Survey

- **Assess satisfaction with the delivery of major city services**
- **Identify ways to improve the overall quality of services provided by the City**
- **To help determine priorities for the community as part of the City's ongoing planning process**

Methodology

- **Survey Description:**
 - survey was 6 pages long
 - took 15-20 minutes to complete
- **Sample size:** 1,858 completed surveys (at least 200 per district)
- **Method of Administration:**
 - by mail with follow-up by e-mail
 - randomly selected sample of households
 - e-mail addresses were captured in the sample
- **Accuracy:** +/-2.3% at the 95% level of confidence
- **Demographic Composition of the Sample:** mirrors the most recent Census estimates
- **GIS Mapping**

Location of Survey Respondents



2021 City of Fort Worth Community Survey

Bottom Line Up Front

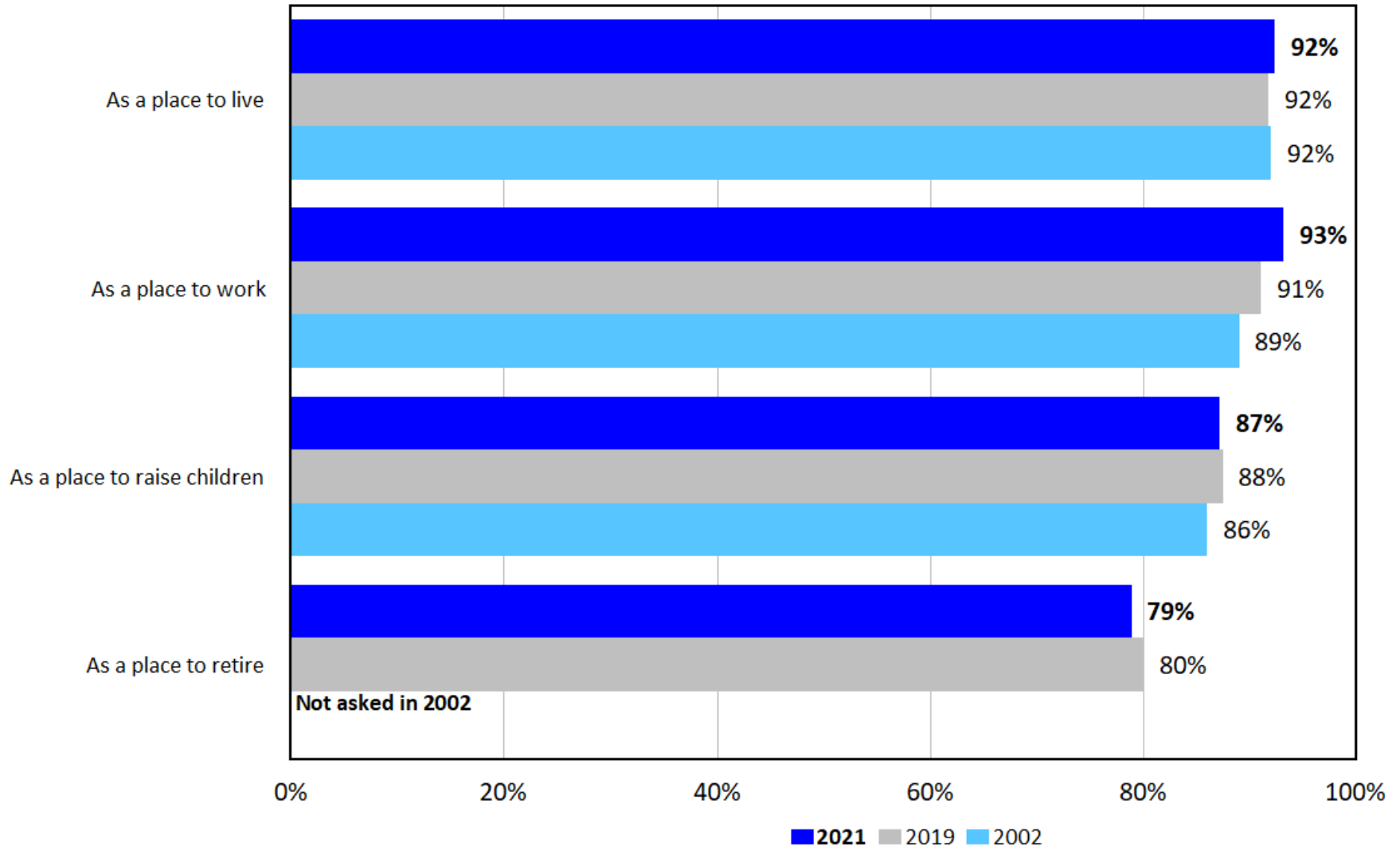
- Overall Satisfaction with the City as a place to live and work remains very high in spite of the pandemic
- Residents feel safer than they did in 2019
- Satisfaction with major City services has improved in most areas
- Satisfaction with customer service improved in all areas
 - and customer service ratings are high in all areas of the City
- Although satisfaction has improved, there are opportunities to do better. The top 3 priorities for residents are:
 - maintenance of streets
 - traffic flow
 - public safety

Major Findings:

**Overall Satisfaction with the City
as a place to live and work
remains very high in spite
of the pandemic**

Q2. Quality of Life in Fort Worth 2021, 2019, & 2002

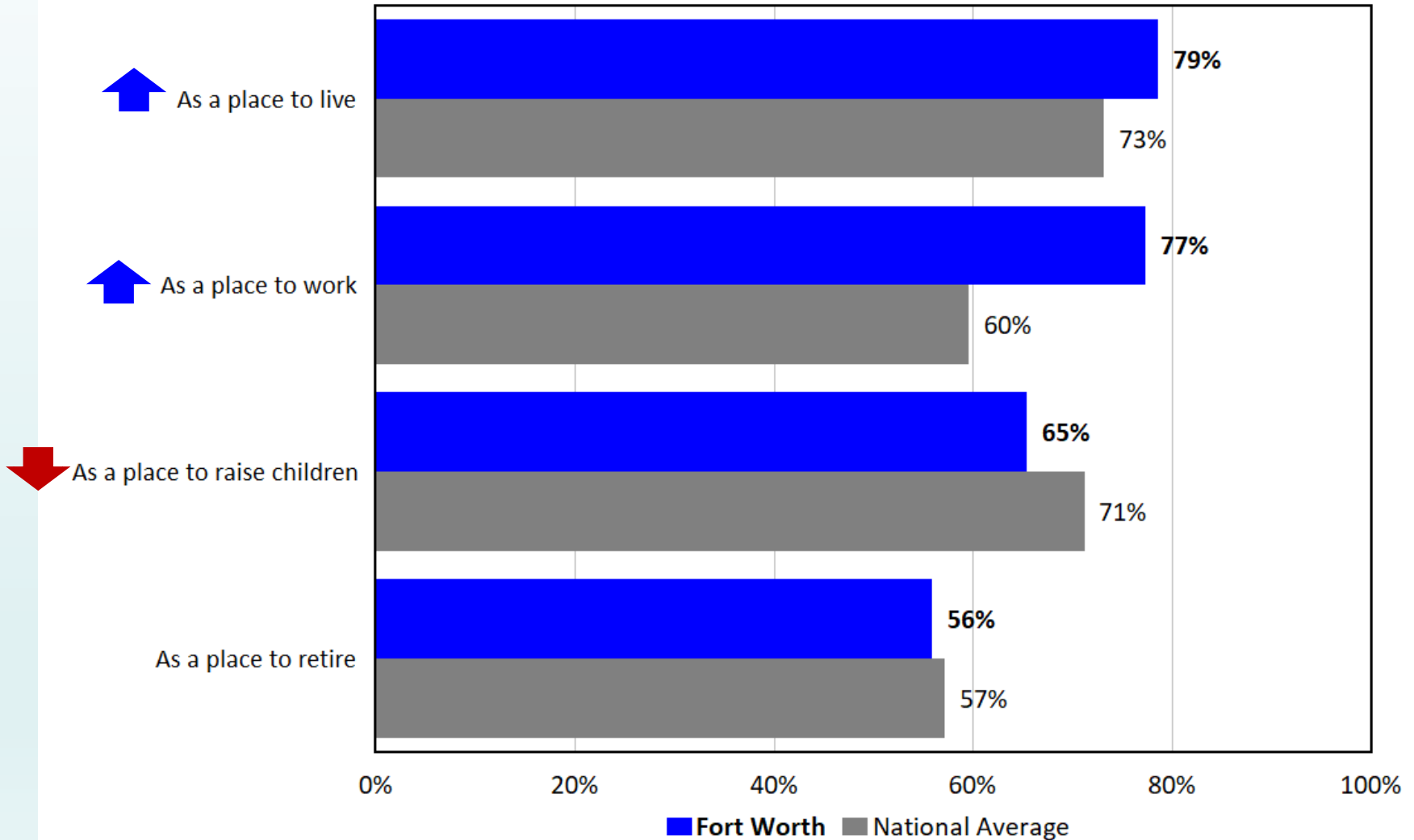
by percentage of respondents who rated the item as a 3, 4, or 5 on a 5-point scale (excluding don't knows)



Q2. Quality of Life in Fort Worth

Fort Worth vs. U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

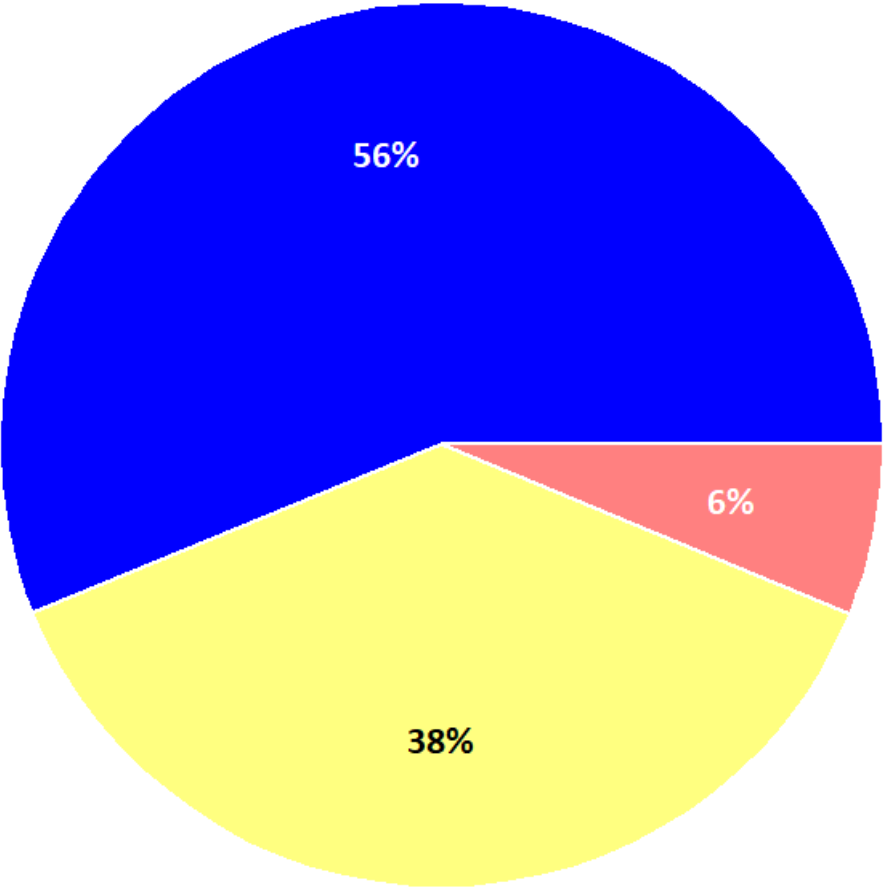


Significantly Higher:

Significantly Lower:

Q18. 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?

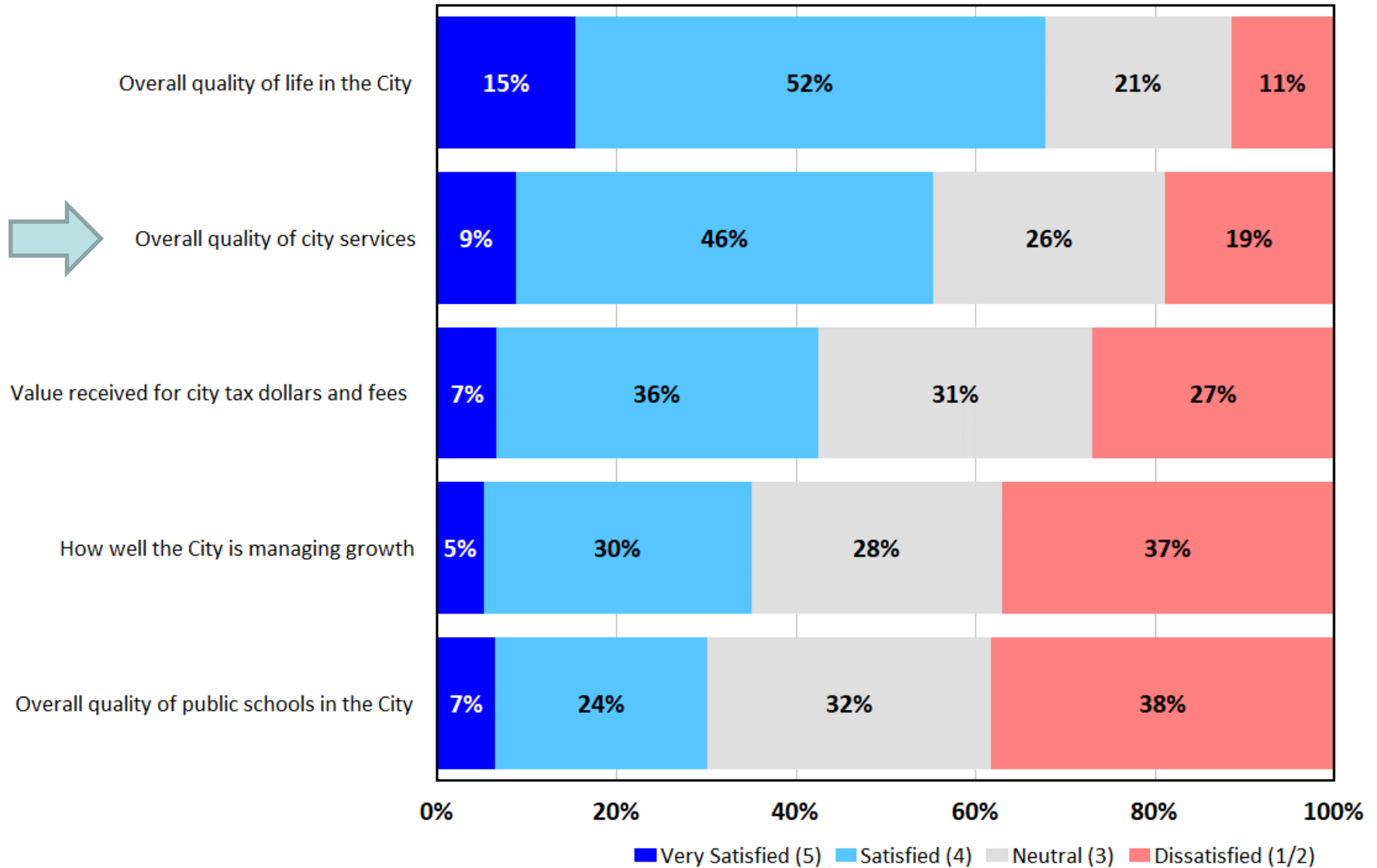
by percentage of respondents (excluding don't knows)



■ Better ■ About the same ■ Worse

Q1. Satisfaction With Perceptions of the City

by percentage of respondents (excluding don't knows)



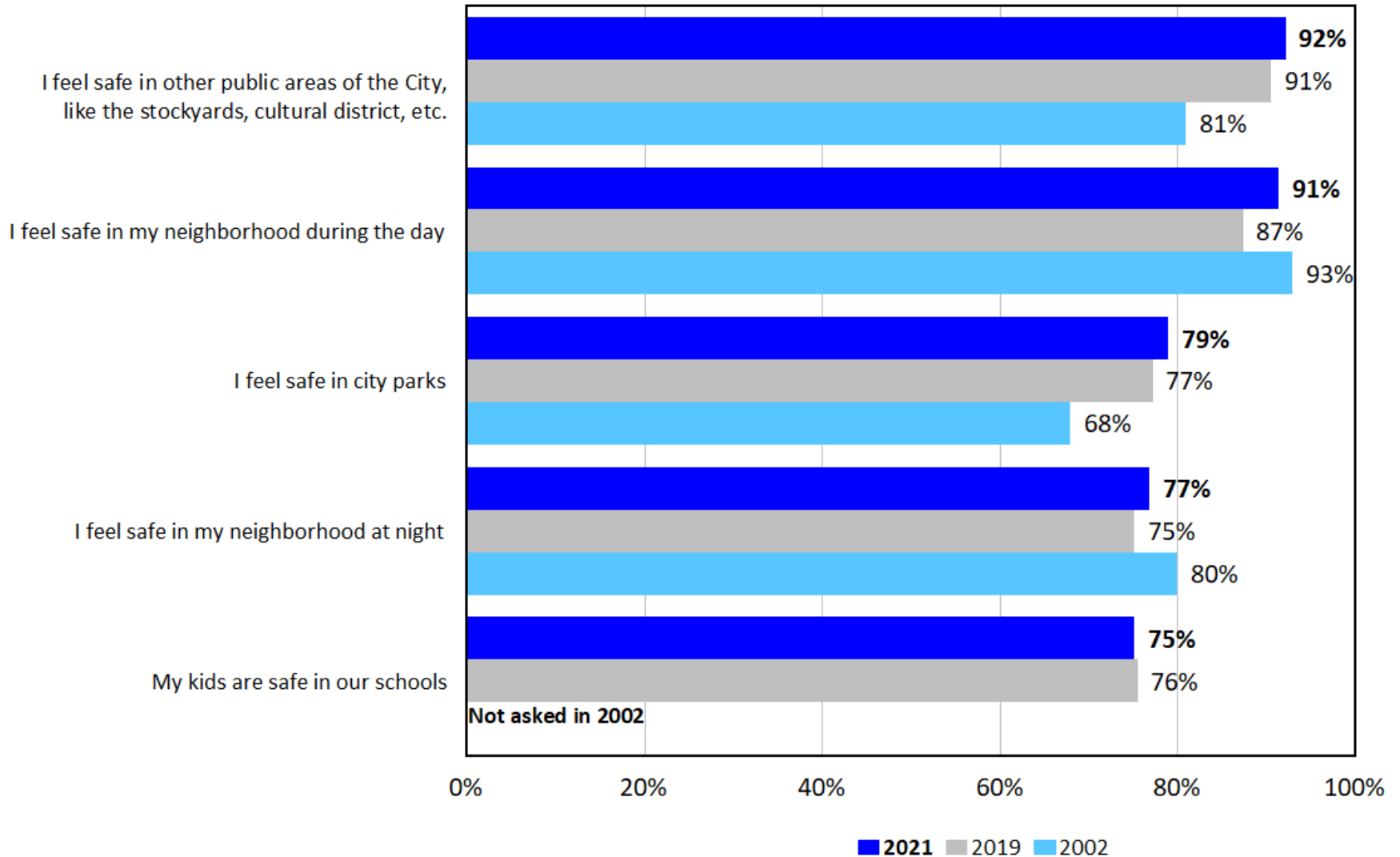
Residents Were Nearly 3 Times More Likely to Be Satisfied with City Services Than Dissatisfied 12

Major Findings:
**Residents Feel Safer Than
They Did in 2019!**

Q3. Feeling of Safety

2021, 2019, & 2002

by percentage of respondents who rated the item as a 3, 4, or 5 on a 5-point scale (excluding don't knows)

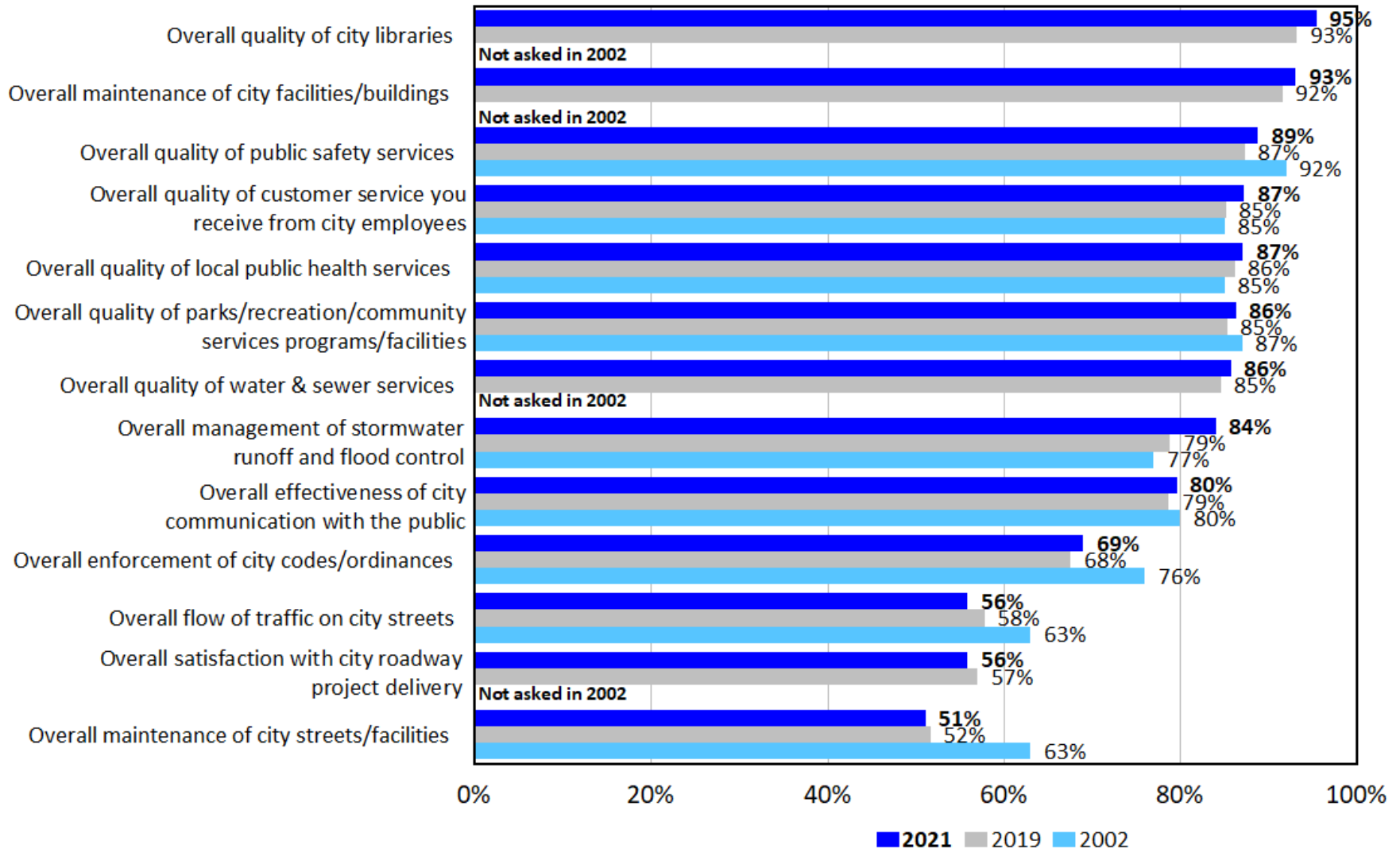


Major Findings:

**Satisfaction with Major City
Services Has Improved in Most
Areas Since 2019.**

Q4. Overall Satisfaction with Major City Services 2021, 2019, & 2002

by percentage of respondents who rated the item as a 3, 4, or 5 on a 5-point scale (excluding don't knows)

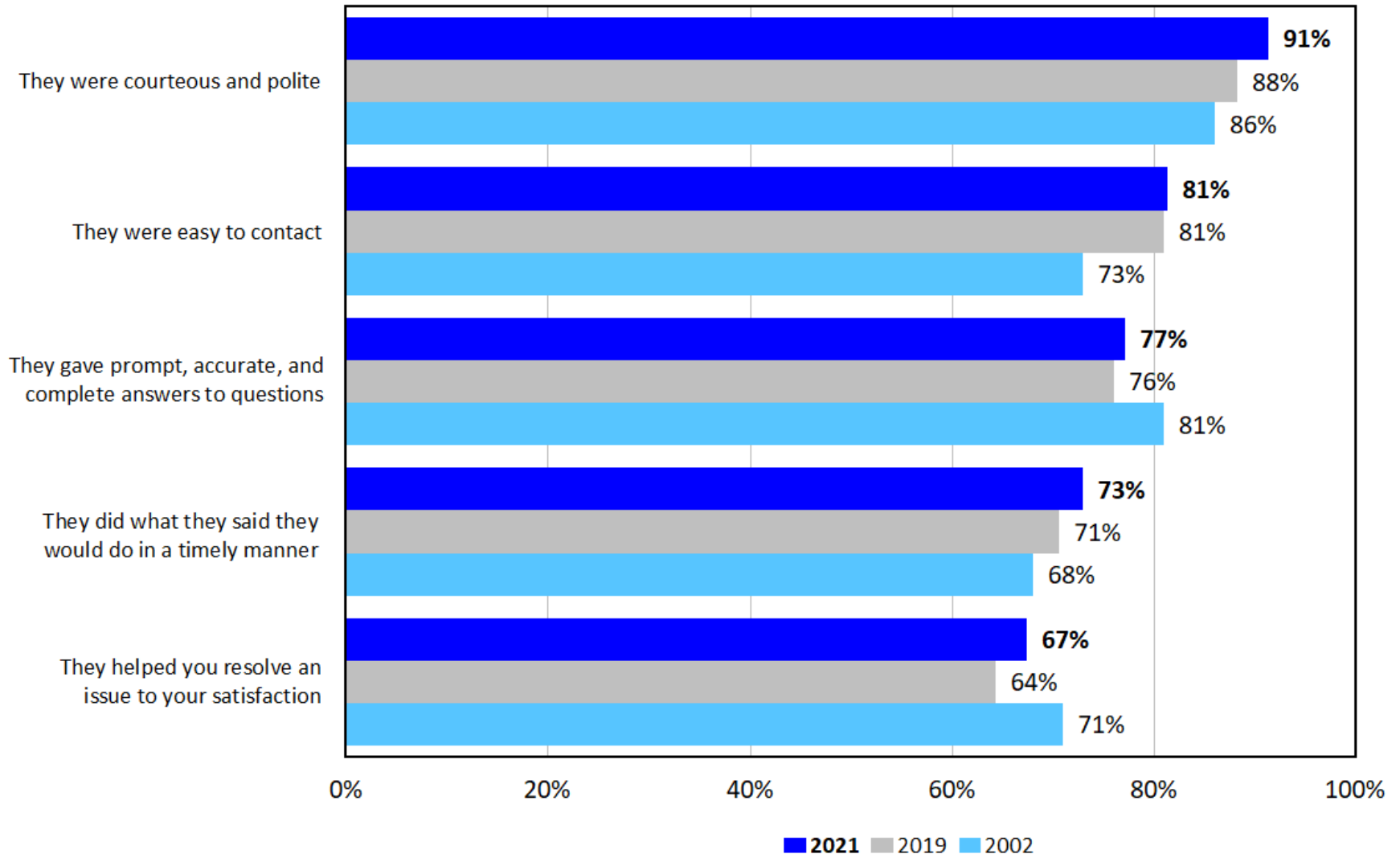


Major Findings:

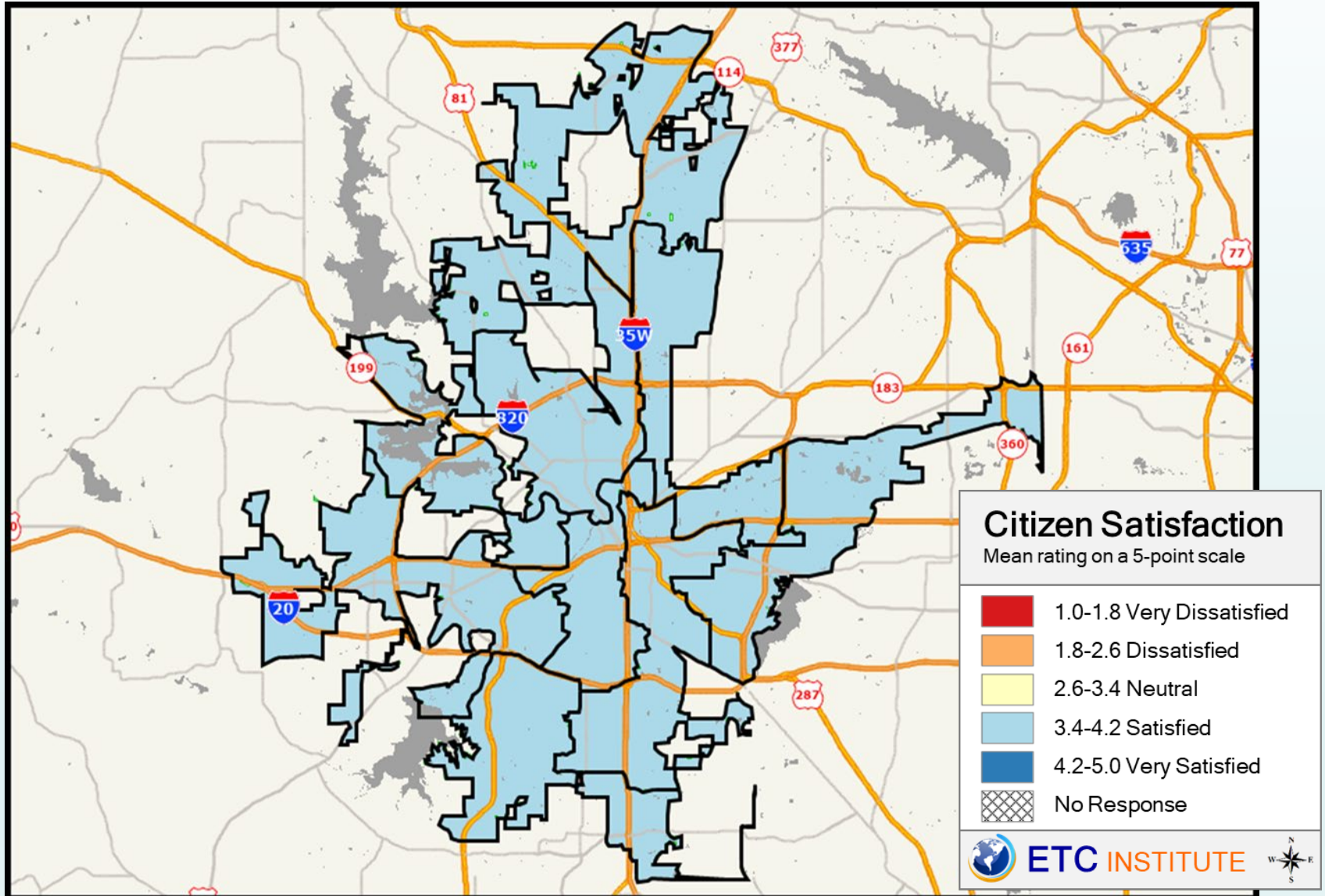
**Satisfaction with Customer
Service Improved in All Areas
and
Customer Service Ratings Are
High in Throughout the City**

Q16b. Customer Service Ratings 2021, 2019, & 2002

by percentage of respondents who rated the item as a 3, 4, or 5 on a 5-point scale (excluding don't knows)



Satisfaction with Overall Quality of Customer Service from City Employees



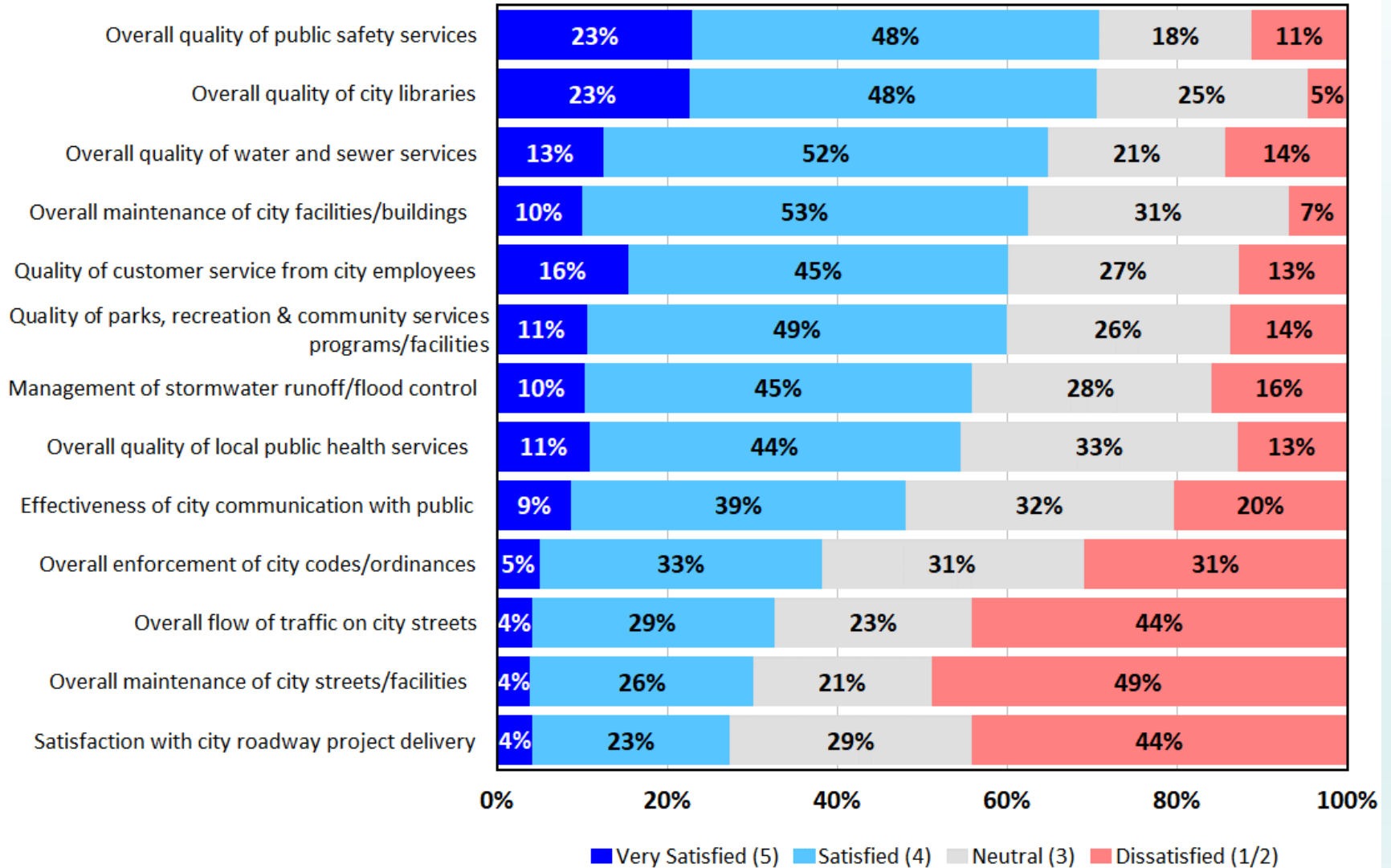
Residents Throughout Fort Worth Give High Ratings for the Quality of Customer Service Provided By City Employees

Major Findings:

**Although Satisfaction Has
Improved in Many Areas,
There Are Opportunities
to Do Better**

Q4. Satisfaction With Major City Services

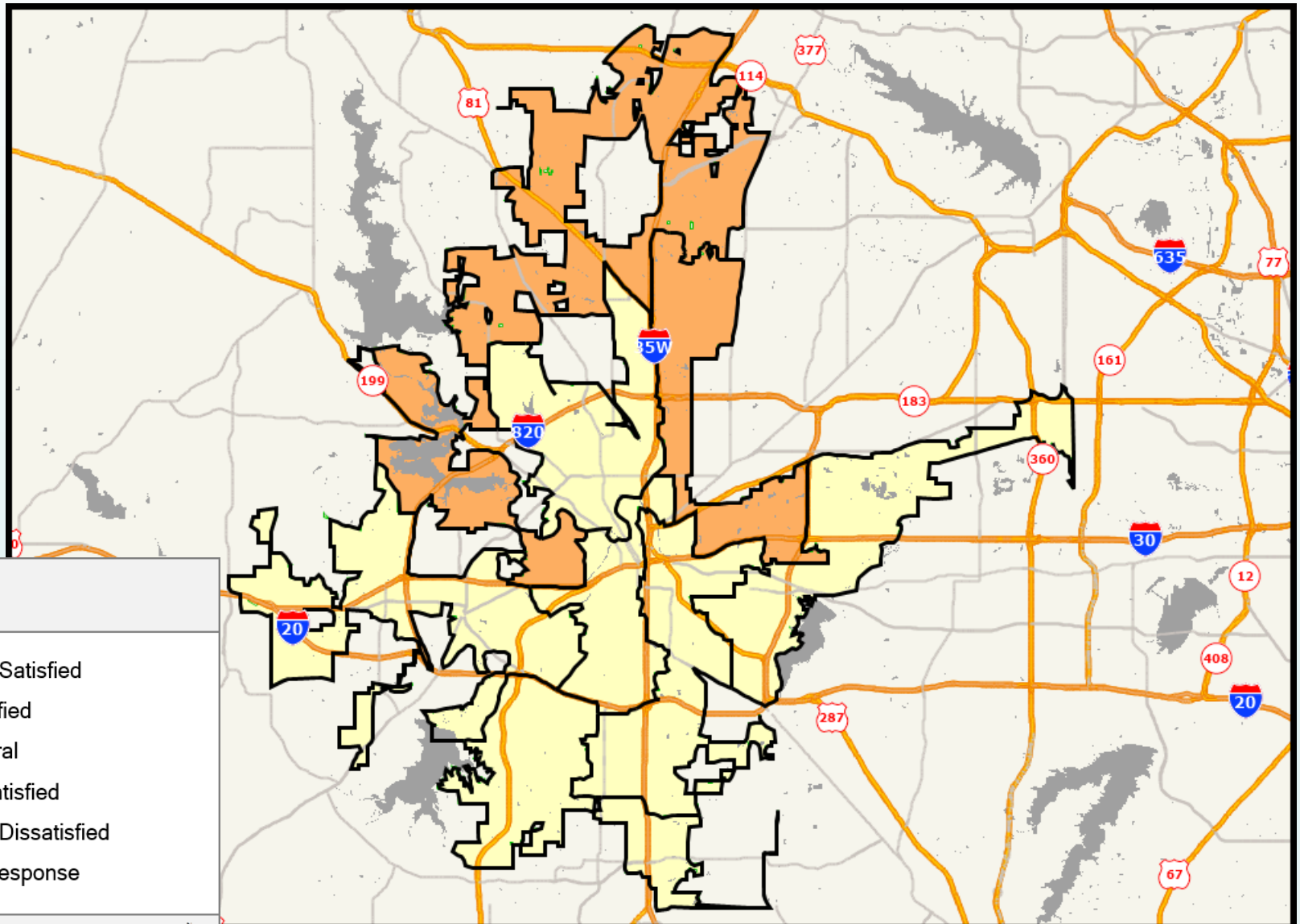
by percentage of respondents (excluding don't knows)



Residents Were Most Satisfied With Public Safety Services and Libraries
They Were Least Satisfied With City Roadway Project Delivery, Street Maintenance, & Traffic Flow

Opportunities to Do Better

Satisfaction with the Overall Maintenance of City Streets/Facilities

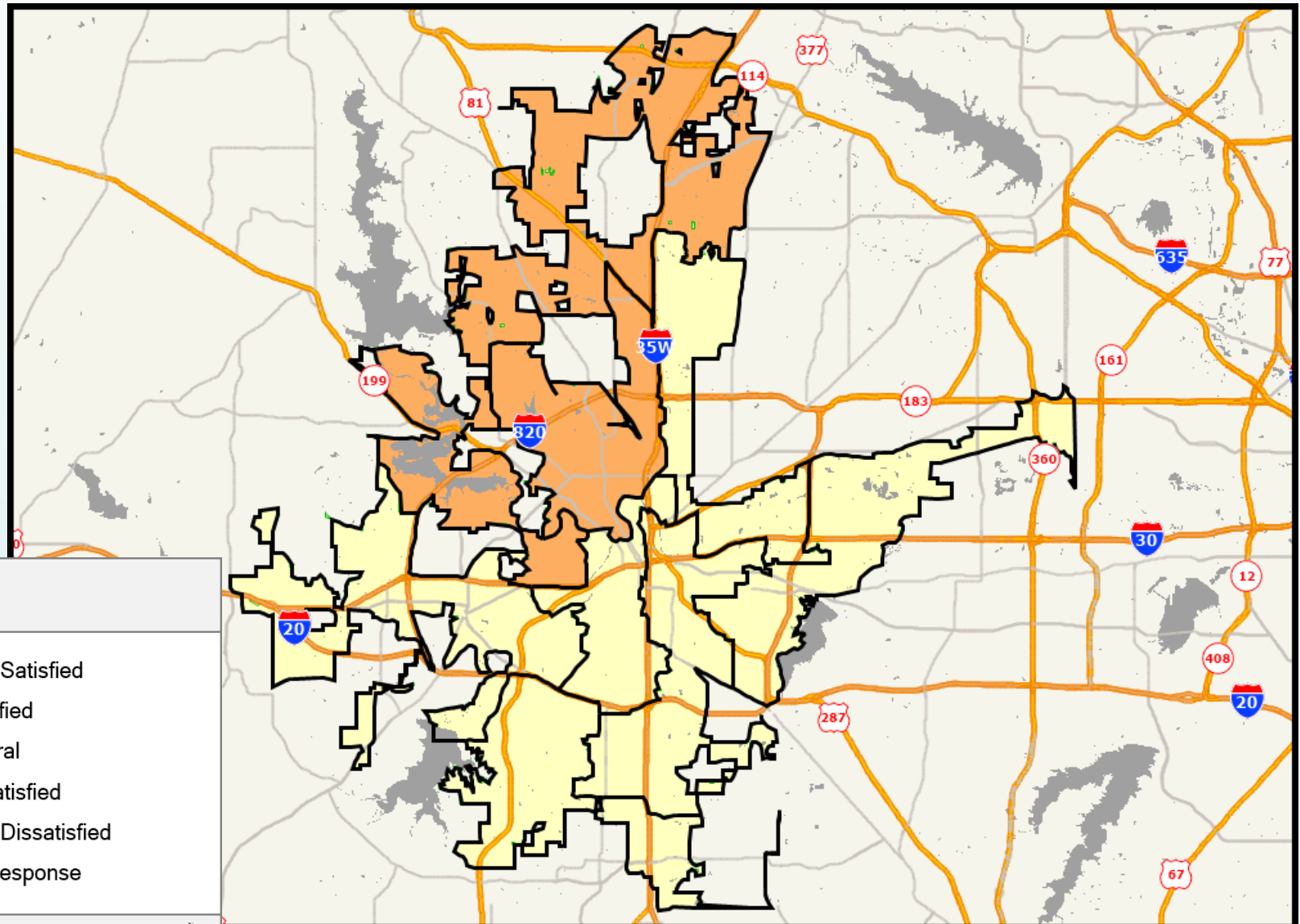


Legend

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

Opportunities to Do Better

Satisfaction with the Overall Flow of Traffic on City Streets

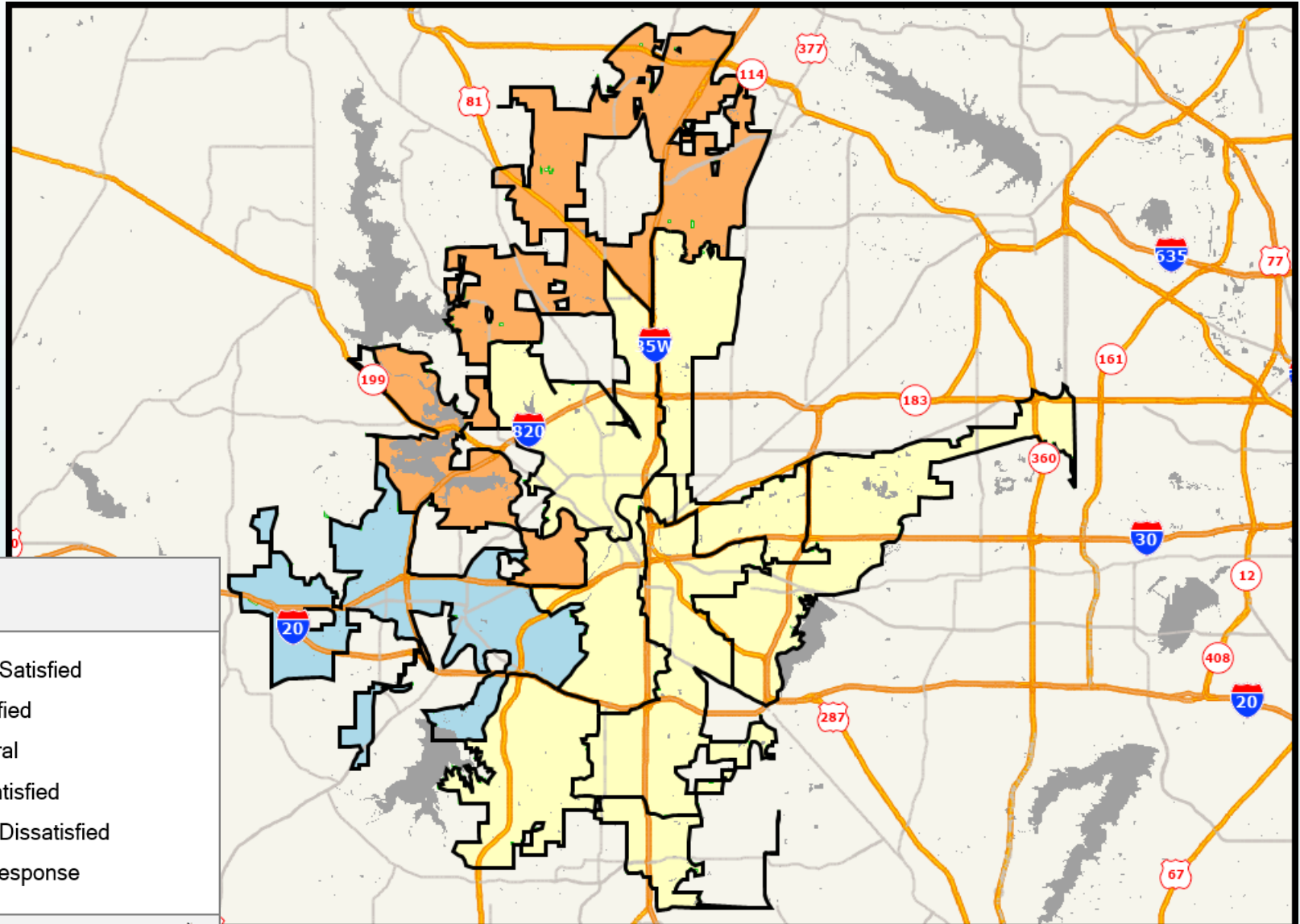


Legend

- Very Satisfied
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Opportunities to Do Better

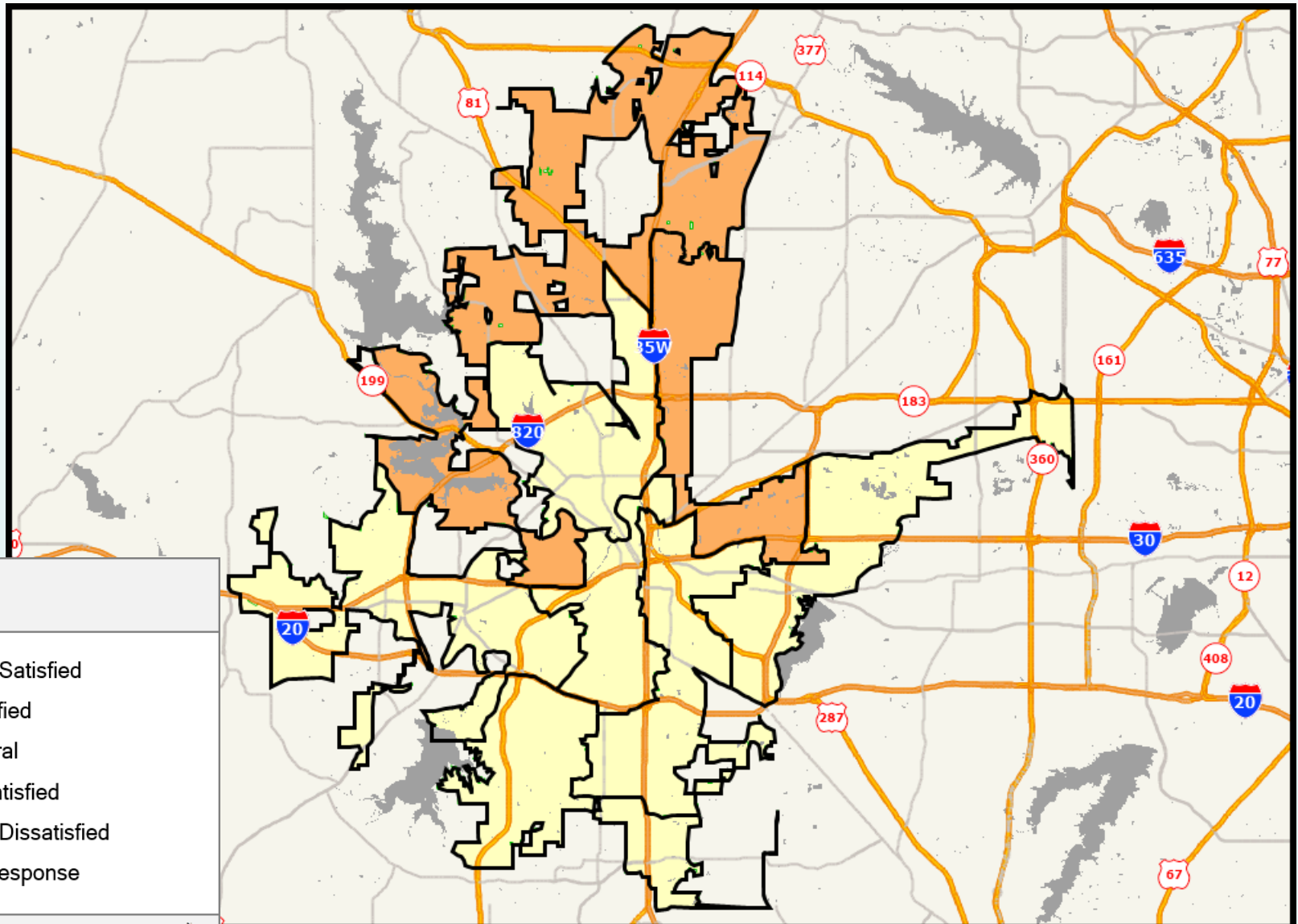
Satisfaction with the Flow of Traffic on Major City Streets that are Within One Mile of Your Home



Legend

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

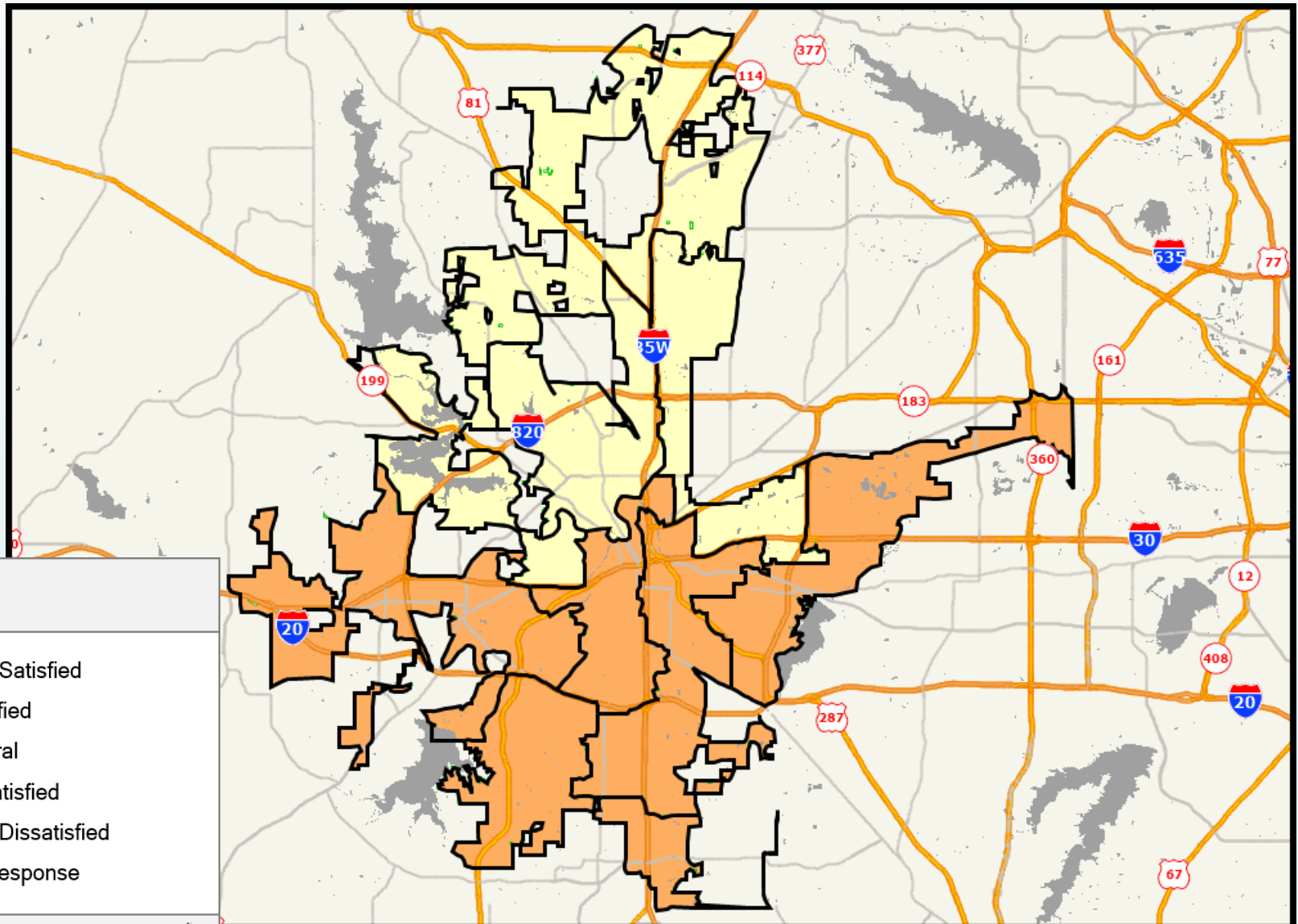
Satisfaction with the City Roadway Project Delivery



Legend

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

Satisfaction with the Availability of Outdoor Pools

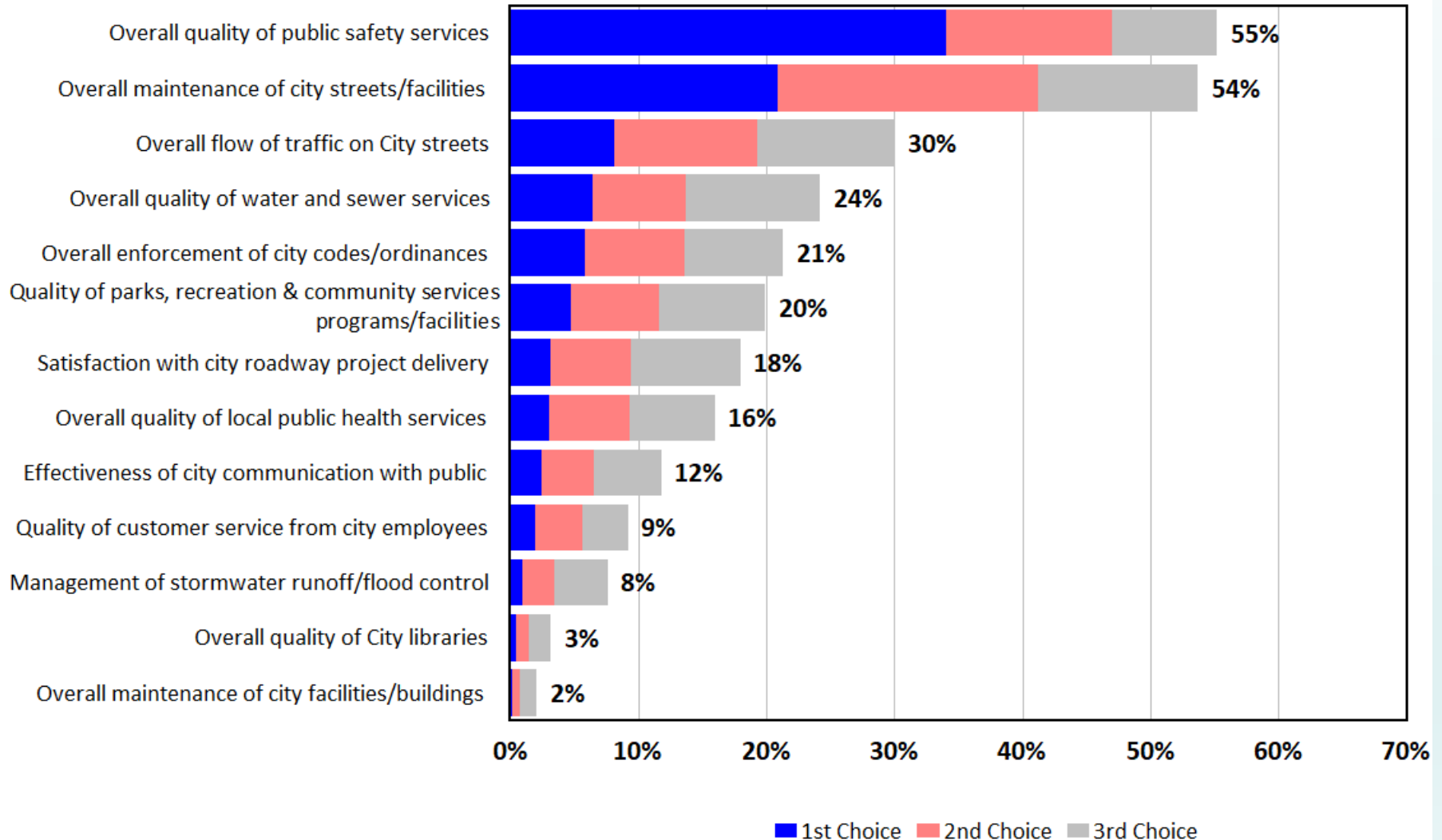


Legend

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

Q5. Major City Services That Are Most Important for the City to Provide



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



2021 Importance-Satisfaction Rating

Fort Worth, Texas

Overall Satisfaction with Major City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall maintenance of city streets/facilities	54%	2	30%	12	0.3748	1 
Overall flow of traffic on city streets	30%	3	33%	11	0.2022	2 
<u>High Priority (IS .10-.20)</u>						
Overall quality of public safety services	55%	1	71%	1	0.1606	3
Overall enforcement of city codes/ordinances	21%	5	38%	10	0.1316	4
Satisfaction with city roadway project delivery	18%	7	27%	13	0.1307	5
<u>Medium Priority (IS <.10)</u>						
Overall quality of water and sewer services	24%	4	65%	3	0.0852	6
Overall quality of parks, recreation and community services programs/facilities	20%	6	60%	6	0.0796	7
Overall quality of local public health services	16%	8	55%	8	0.0726	8
Effectiveness of city communication with public	12%	9	48%	9	0.0612	9
Quality of customer service from city employees	9%	10	60%	5	0.0367	10
Management of stormwater runoff/flood control	8%	11	56%	7	0.0336	11
Overall quality of city libraries	3%	12	71%	2	0.0094	12
Overall maintenance of city facilities/buildings	2%	13	63%	4	0.0079	13

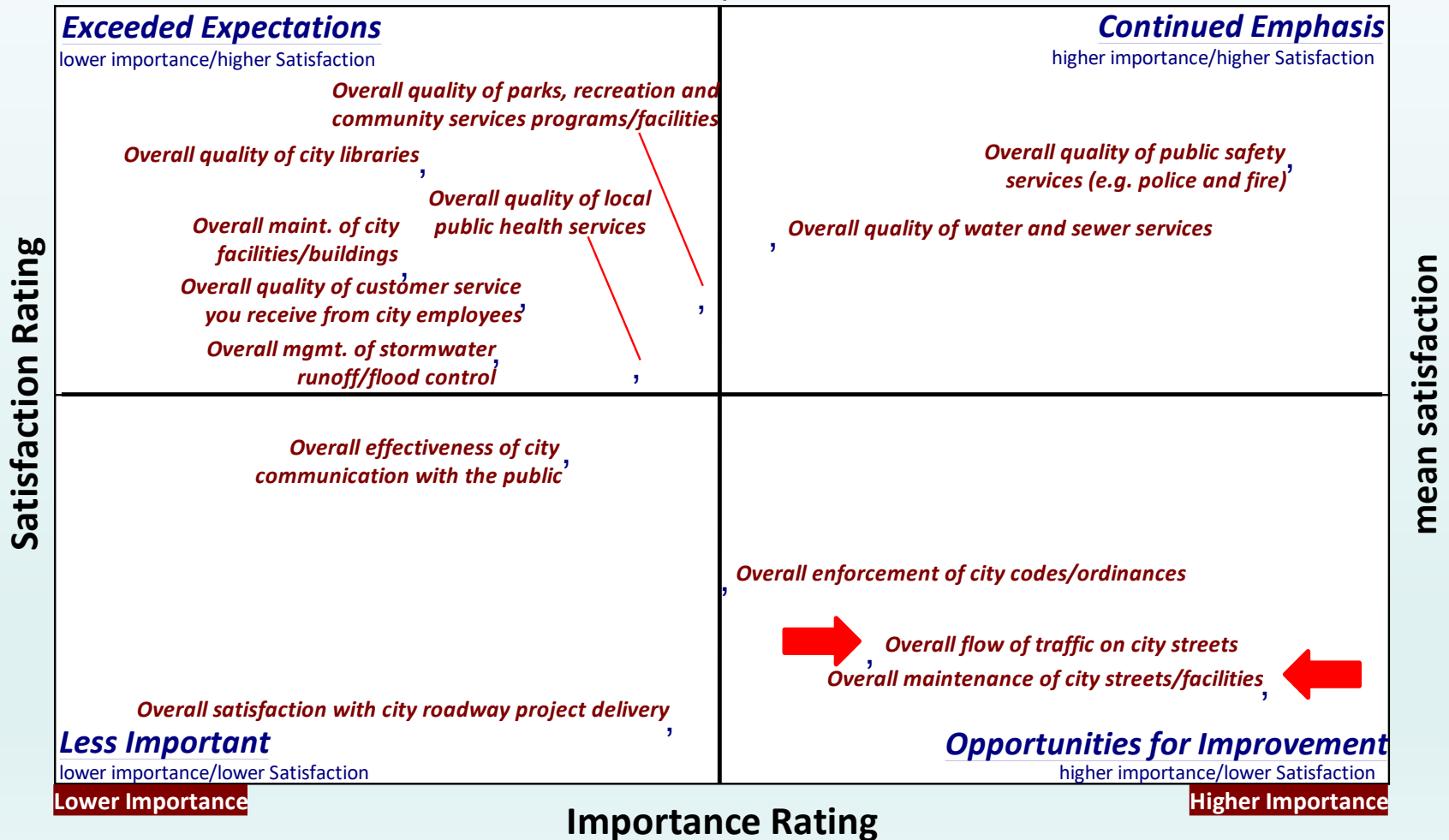
Highest Priorities: 

City of Fort Worth Community Survey Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)





mean importance



2021 Importance-Satisfaction Rating

Fort Worth, Texas

Public Safety Services





Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
The city's effort to prevent crime	37%	2	44%	13	0.2074	1 
High Priority (IS .10-.20)						
Visibility of police in your neighborhood	33%	3	43%	14	0.1880	2 
Overall quality of local police protection/services	50%	1	65%	4	0.1727	3 
How quickly police officers respond to emergencies	28%	4	50%	7	0.1414	4 
Medium Priority (IS <.10)						
Efforts to eliminate drug traffic in neighborhood	15%	7	41%	15	0.0876	5
Adequacy of city street lighting	16%	6	48%	9	0.0828	6
Efforts to eliminate gang activity in neighborhood	15%	8	45%	12	0.0811	7
Enforcement of codes designed to protect public safety and public health	13%	9	45%	11	0.0699	8
Enforcement of local traffic laws	13%	10	50%	6	0.0621	9
Visibility of police in retail areas	9%	12	46%	10	0.0499	10
Quality of animal control	5%	14	49%	8	0.0268	11
Adequacy of security lighting in city parks	4%	15	36%	16	0.0254	12
Overall quality of local fire services	16%	5	86%	1	0.0221	13
Quality of local ambulance service	9%	13	78%	3	0.0200	14
Efforts to eliminate prostitution in neighborhood	4%	16	52%	5	0.0169	15
How quickly firefighters respond to emergencies	9%	11	82%	2	0.0168	16

Highest Priorities: 

2021 Importance-Satisfaction Rating

Fort Worth, Texas

Parks and Recreation Services



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance of city parks	49%	1	65%	3	0.1729	1 
Quality of facilities at city parks	35%	2	58%	4	0.1459	2 
Number of walking/biking trails	29%	3	55%	6	0.1321	3 
Availability of outdoor pools where you live	15%	8	21%	16	0.1156	4 
<u>Medium Priority (IS <.10)</u>						
Availability of community centers where you live	18%	6	45%	9	0.0988	5
Maintenance/appearance of community centers	19%	5	55%	7	0.0849	6
Number of city parks	17%	7	54%	8	0.0767	7
The city's youth athletic programs	13%	10	42%	11	0.0749	8
The variety of amenities at our City Parks	11%	11	43%	10	0.0656	9
Summer recreation programs	10%	12	37%	13	0.0603	10
Botanic Garden	14%	9	77%	2	0.0319	11
The city's adult athletic programs	4%	14	34%	15	0.0290	12
City Zoo	19%	4	85%	1	0.0287	13
City golf courses	5%	13	40%	12	0.0284	14
Ease of registering for programs	4%	15	36%	14	0.0273	15
Quality of outdoor athletic fields	4%	16	57%	5	0.0178	16

Highest Priorities: 

2021 Importance-Satisfaction Rating

Fort Worth, Texas

Maintenance and Appearance of the City



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Cleanliness of major city streets/public areas	56%	1	46%	9	0.3030	1 
How well litter is kept under control	42%	2	38%	11	0.2629	2 
<u>High Priority (IS .10-.20)</u>						
Mowing and trimming along city streets	37%	3	49%	8	0.1873	3
Cleanliness of your neighborhood	33%	4	56%	2	0.1443	4
Condition of rental housing/apartments in your neighborhood	25%	5	42%	10	0.1433	5
<u>Medium Priority (IS <.10)</u>						
Mowing and trimming of parks	23%	6	67%	1	0.0744	6
Maintenance of residential property	16%	7	55%	4	0.0738	7
Appearance of retail convenience stores in your neighborhood	12%	8	54%	5	0.0572	8
How quickly graffiti is removed	11%	9	51%	7	0.0552	9
Maintenance of business property	8%	10	56%	3	0.0369	10
Satisfaction with regulation of signs in the City	7%	11	53%	6	0.0336	11

Highest Priorities: 

2021 Importance-Satisfaction Rating

Fort Worth, Texas

Traffic and Transportation Services and Facilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of major city streets	46%	1	44%	8	0.2584	1 
Condition of neighborhood streets near your home	44%	2	50%	5	0.2215	2 
<u>High Priority (IS .10-.20)</u>						
Flow of traffic on major city streets that are within one mile of your home	34%	3	45%	7	0.1867	3
Adequacy of street lighting in your neighborhood	32%	4	51%	2	0.1576	4
How quickly city personnel make repairs to streets in your neighborhood	22%	6	30%	11	0.1557	5
Maintenance of streets in your neighborhood	24%	5	42%	10	0.1392	6
<u>Medium Priority (IS <.10)</u>						
Number/Availability of sidewalks	15%	9	43%	9	0.0826	7
Timing of traffic signals on city streets that are within one mile of your home	17%	8	51%	3	0.0823	8
Ease of walking in your neighborhood	19%	7	60%	1	0.0740	9
Visibility of pavement markings and striping on city streets within one mile of your home	14%	10	50%	6	0.0683	10
Ease of biking in your neighborhood	7%	11	51%	4	0.0349	11

Highest Priorities: 

Summary

- Overall Satisfaction with the City as a place to live and work remains very high even in spite of the pandemic
- Residents feel safer than they did in 2019
- Satisfaction with major City services has improved in most areas
- Satisfaction with customer service improved in all areas
 - and customer service ratings are high in all areas of the City
- Although satisfaction has improved, there are opportunities to do better. The top 3 priorities for residents are:
 - maintenance of streets
 - traffic flow
 - public safety

Questions ???