



DeSoto

— T E X A S —

City of DeSoto Resident Survey

PRESENTED BY ETC INSTITUTE

Since 2006,
ETC Institute
Has,
In More Than
1,000 Cities
&
49 States,
Surveyed
More Than
3,000,000
Persons.

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

*For more than 35 years, **our mission** has
been to help municipal governments
gather and use survey data to enhance
organizational performance.*



Purpose

To objectively assess resident satisfaction with the delivery of City services

To compare the City's performance with residents regionally and nationally

To help determine priorities for the community using Importance-Satisfaction Analysis

Methodology

Survey Description

- 2nd Resident Survey conducted for the City by ETC Institute - first administered in summer of 2020

Method of Administration

- By mail and online to a ***random sample*** of households in the City
- Each survey took approximately 15-20 minutes to complete

Sample Size

- 321 completed surveys

Margin of Error

- +/- 5.5% at the 95% level of confidence

Demographics

Good demographic composition of the sample compared to recent Census estimates. All areas are within the survey's margin of error.

Q30. Race/Ethnicity	Survey	Census
Black or African American	67.60%	68.50%
White	21.80%	21.30%
Hispanic, Spanish, or Latino/a/x	17.10%	18.00%
Asian or Asian Indian	0.60%	0.60%
Other	0.90%	-

Q31. Income	Survey	Census
Mean Value	\$60K to \$79,999	\$71,124

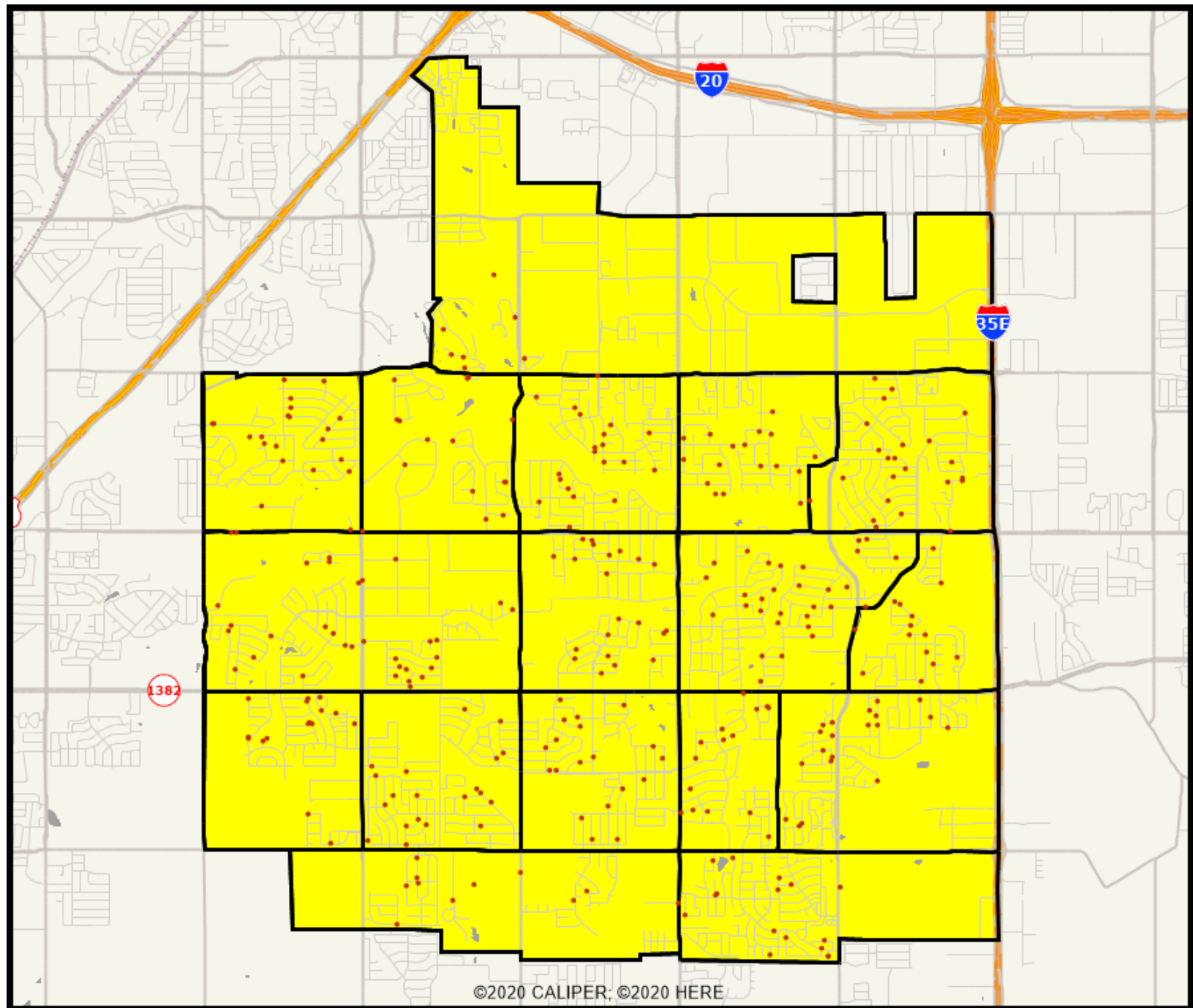
Q32. Education	Survey	Census
High School Degree or Higher	94.90%	90.20%
Bachelors Degree	25.10%	26.70%

Q33. Gender	Survey	Census
Male	48.60%	44.30%
Female	50.50%	55.70%

Location of Survey Respondents

Good representation of responses throughout the City

Home address of all respondents are geocoded to the block level



City of DeSoto Resident Survey

How DeSoto Compares to the U.S. and Texas Averages

DESOTO SETS THE STANDARD FOR KEY SERVICES



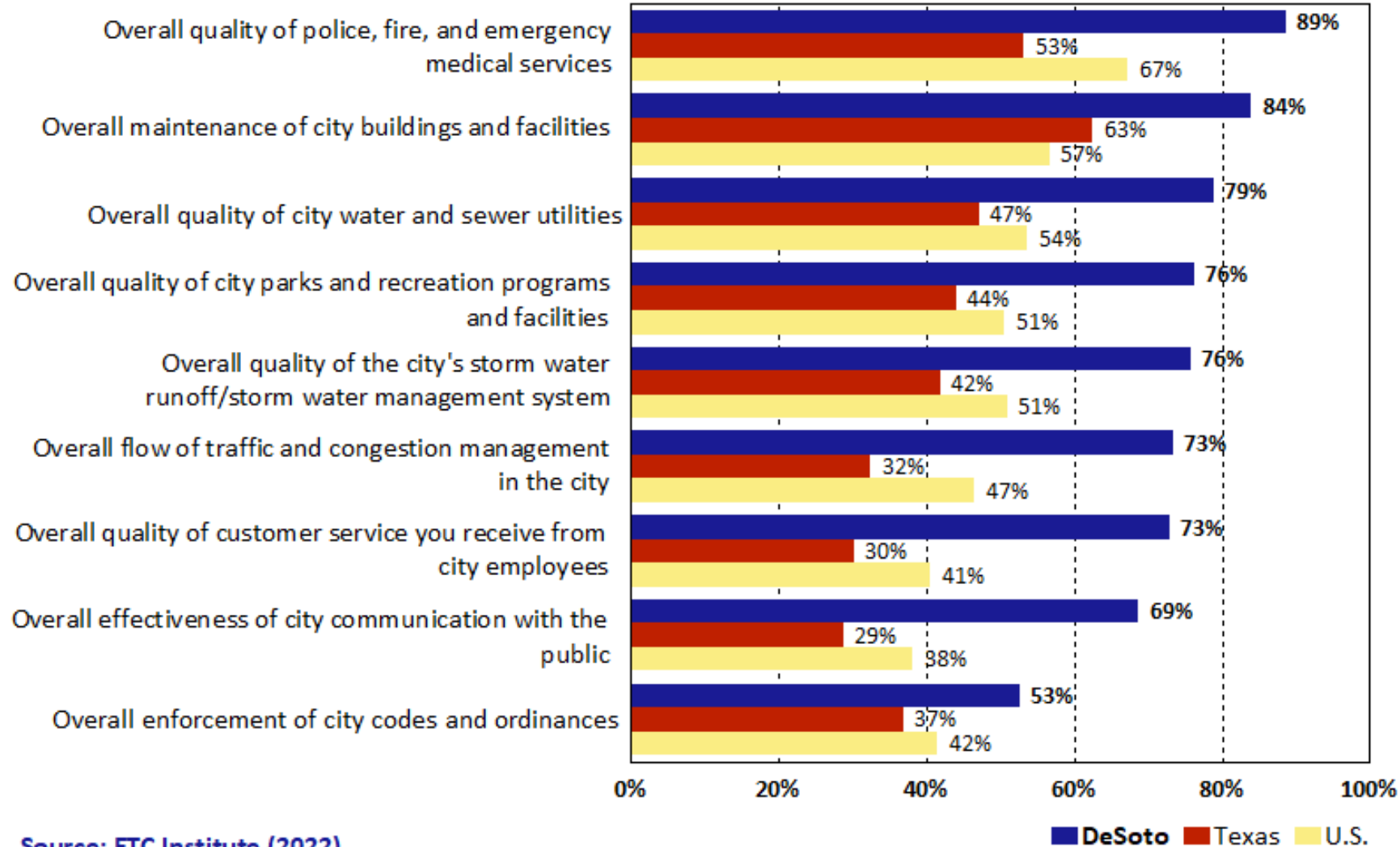
ETC Institute's Benchmarking Data

- Each summer, ETC Institute conducts a national survey of more 4,000 U.S. residents
- Additionally, ETC Institute conducts a state-wide survey of more than 400 Texas residents
- ETC Institute ensures the results are statistically representative of a wide range of indicators including geography, population, race, age, and other factors
- The 2022 report contains comparisons to a national average for all U.S. residents and an average for Texas

Satisfaction with Major Categories of City Services

DeSoto vs. Texas 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")

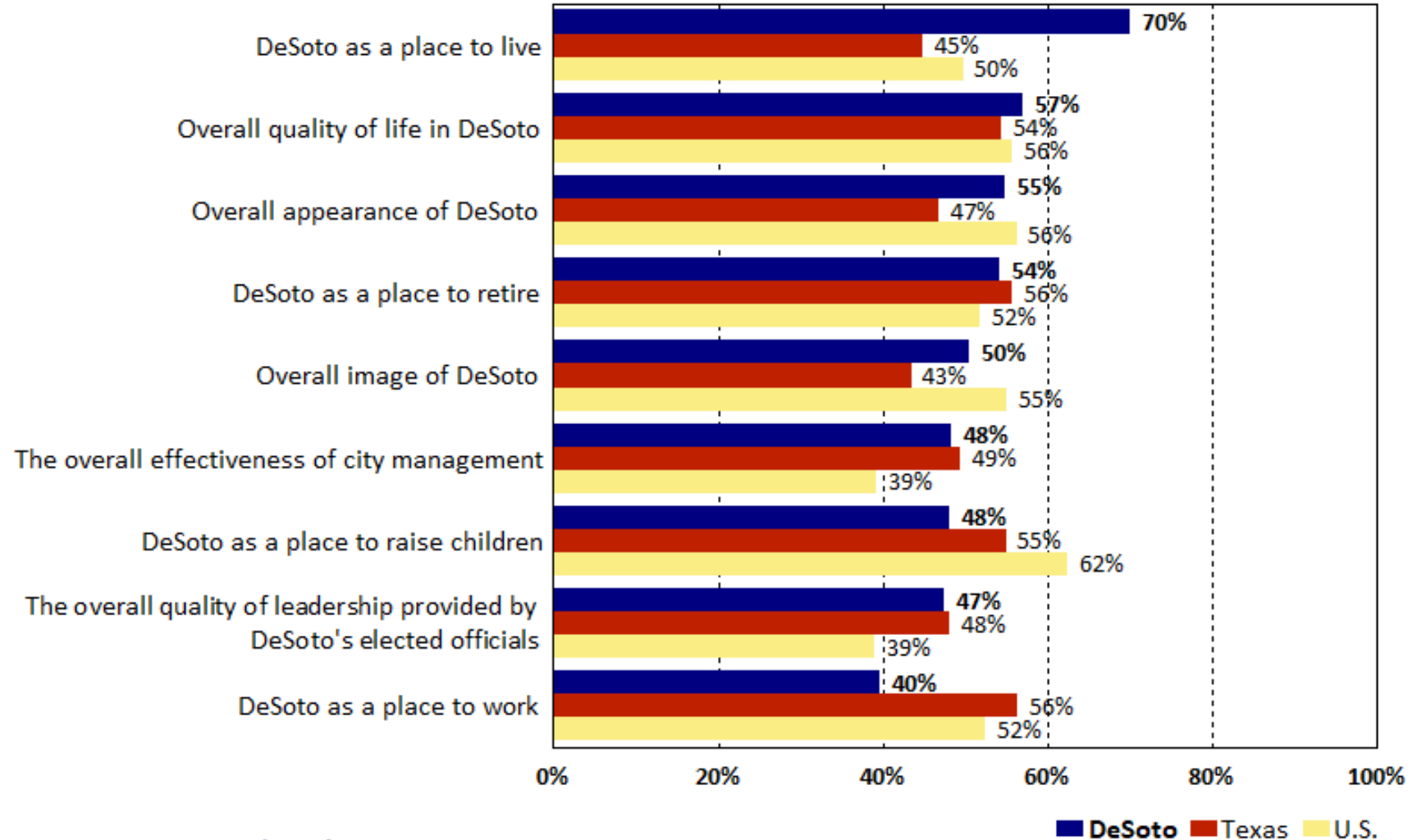


DeSoto is setting the standard compared to other communities in all key service areas

Satisfaction with Perceptions of the City

DeSoto vs. Texas 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")



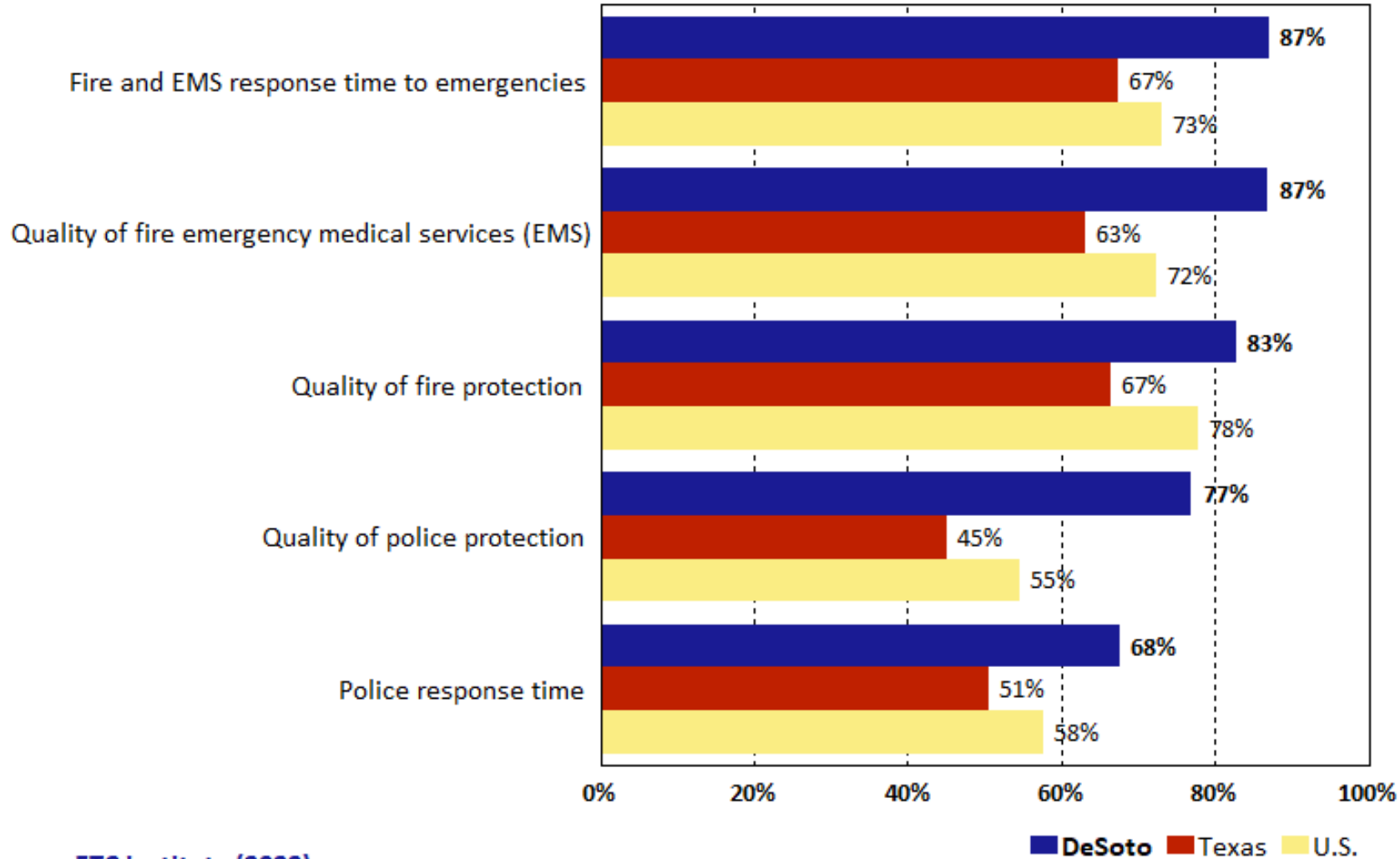
Source: ETC Institute (2022)

DeSoto is aligned with both U.S. and Texas averages related to perceptions of the community

Satisfaction with Police, Fire, and Emergency Services

DeSoto vs. Texas 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")



DeSoto has not experienced the same decline in satisfaction with public safety services other communities have

Priorities for Improvement

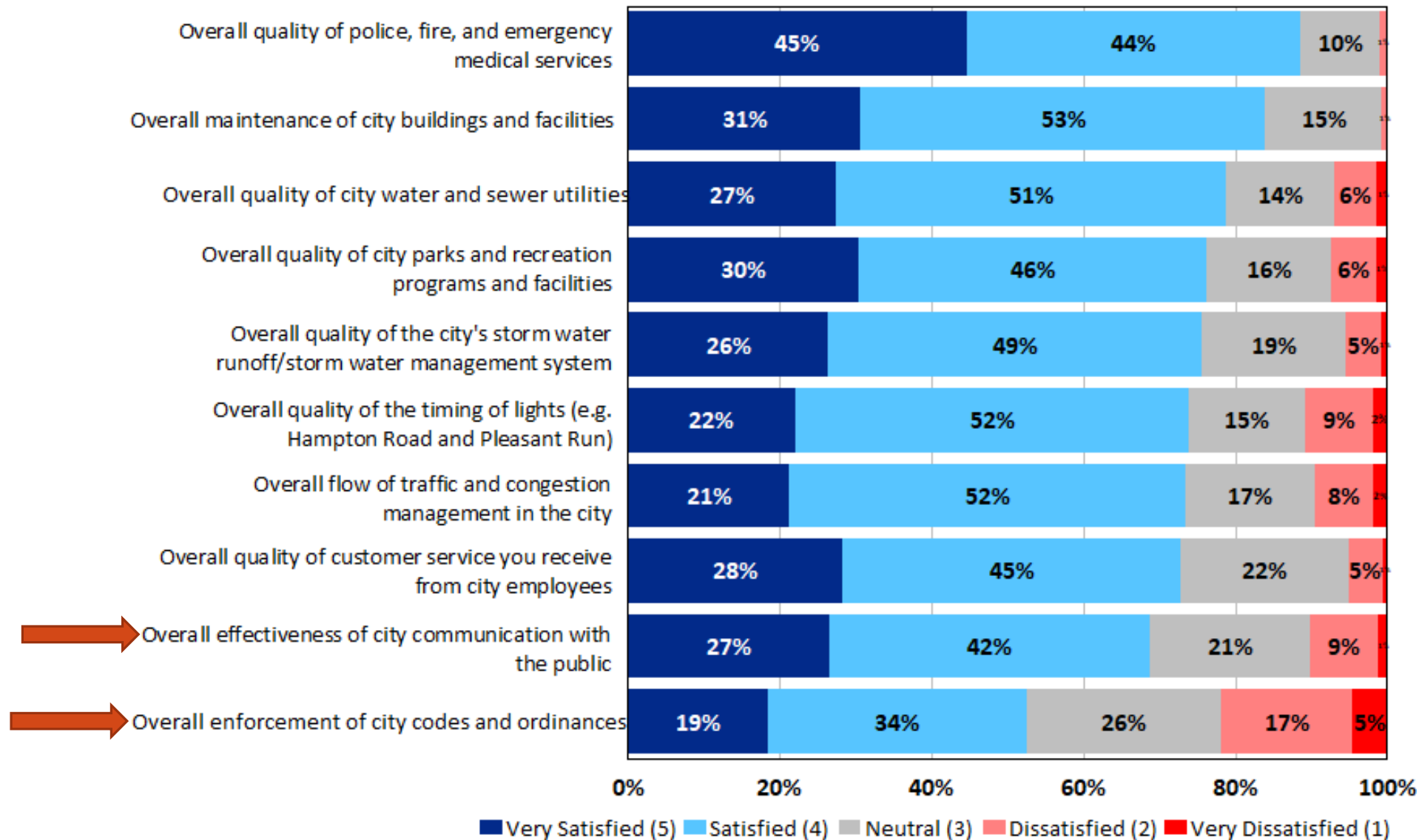
BASED ON THE IMPORTANCE-SATISFACTION ANALYSIS

Major Categories of City Services

IMPORTANCE-SATISFACTION ANALYSIS

Q1. Satisfaction with Major Categories of City Services

by percentage of respondents (excluding "don't know")

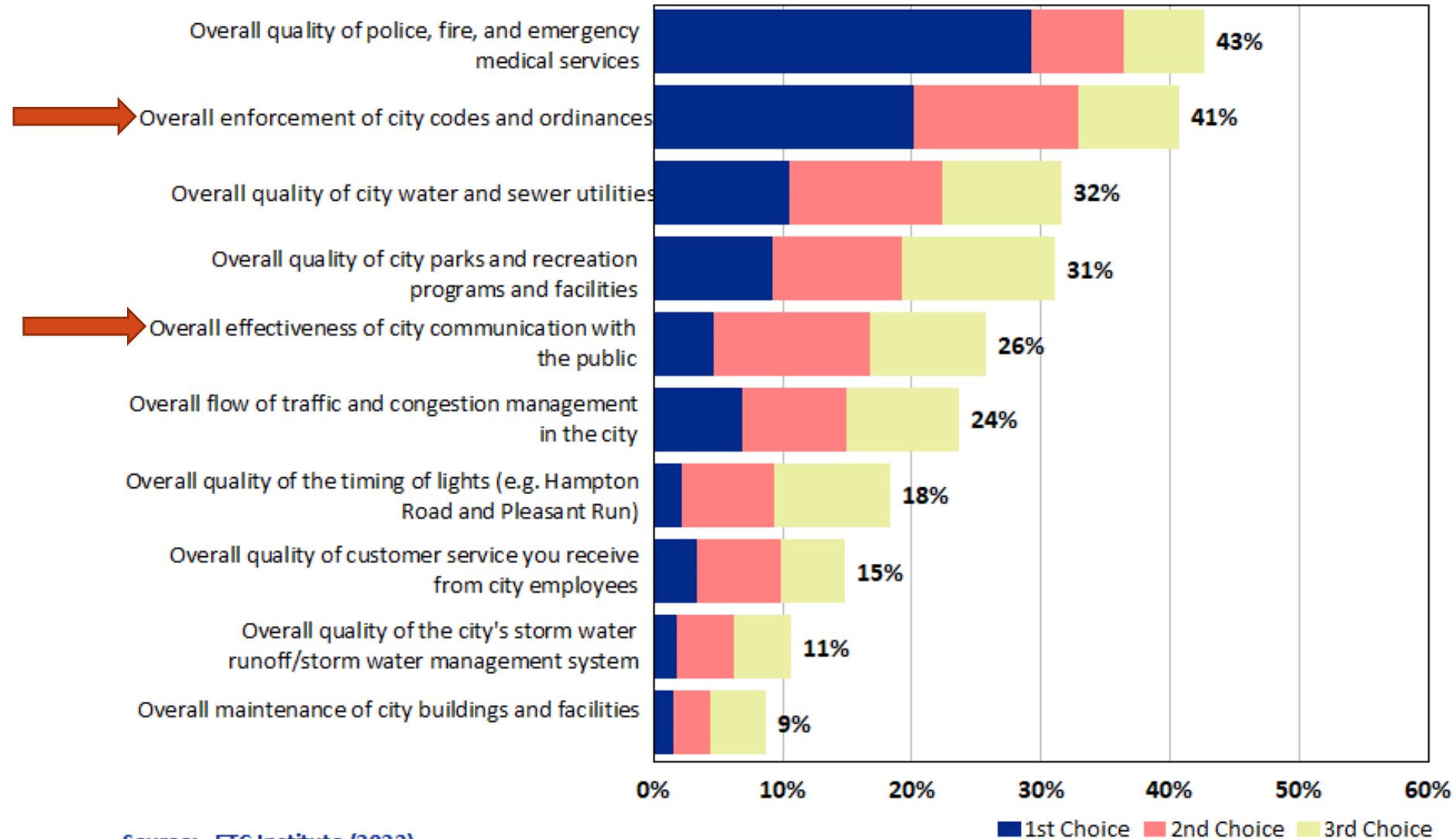


Source: ETC Institute (2022)

It is not enough to only gauge current performance in key service areas, we must also understand their importance...

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

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



The importance or emphasis placed on key service areas is just as important as understanding current performance

Importance-Satisfaction Analysis

Enforcement of Codes and Ordinances and Public Safety Services were ranked as the most important City Services to emphasize over the next two years

The overall enforcement of City Codes and Ordinances will have the largest impact on overall satisfaction

2022 Importance-Satisfaction Rating City of DeSoto, Texas Major Categories of City Services

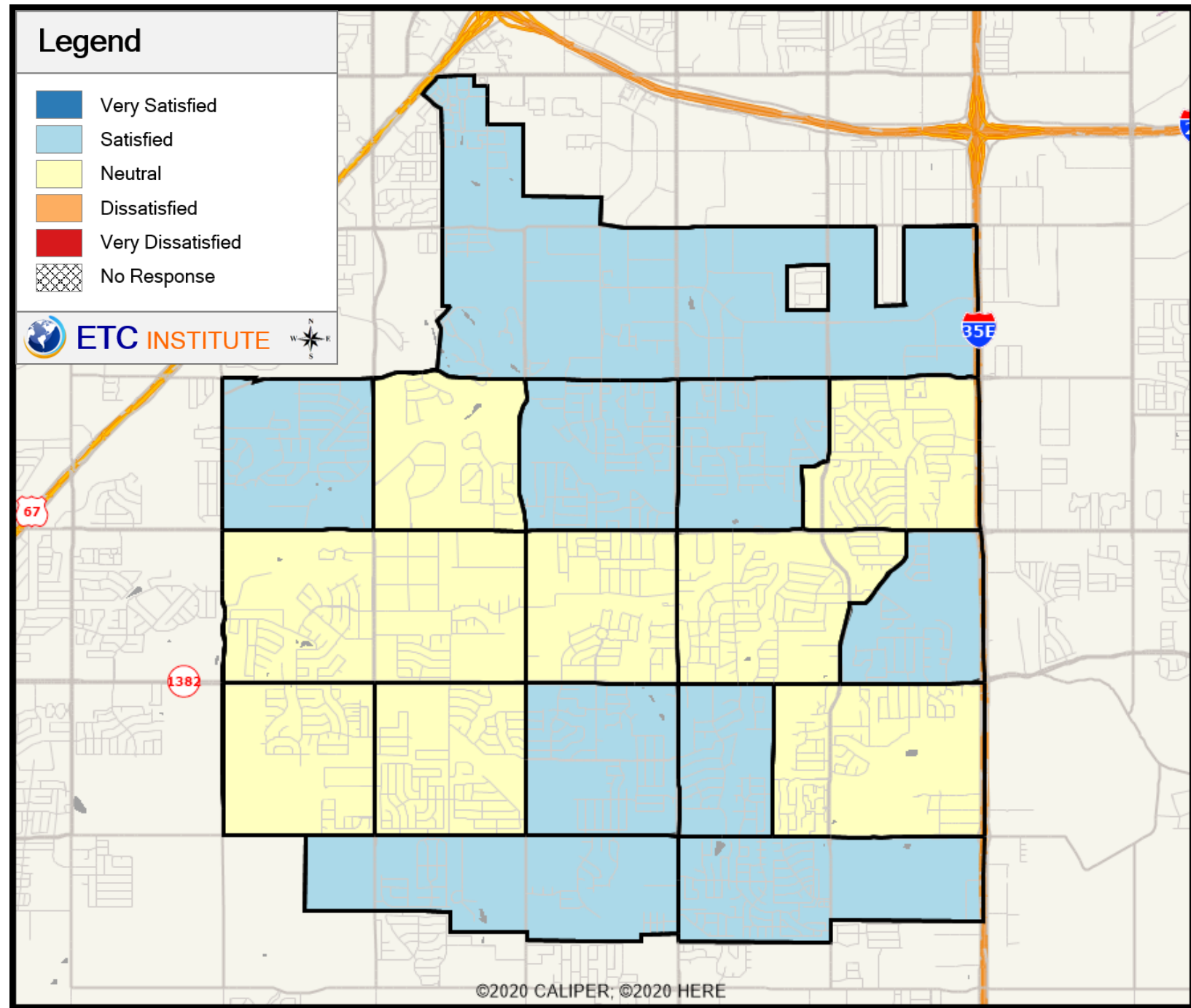
Category of Service	Most Important Rank	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Overall enforcement of city codes and ordinances	2	10	0.1934	1
Overall effectiveness of city communication with the public	5	9	0.0808	2
Overall quality of city parks and recreation programs and facilities	4	4	0.0737	3
Overall quality of city water and sewer utilities	3	3	0.0672	4
Overall flow of traffic and congestion management in the city	6	7	0.0630	5
Overall quality of police, fire, and emergency medical services	1	1	0.0487	6
Overall quality of the timing of lights (e.g. Hampton Road and Pleasant Run)	7	6	0.0480	7
Overall quality of customer service you receive from city employees	8	8	0.0404	8
Overall quality of the city's storm water runoff/storm water management system	9	5	0.0260	9
Overall maintenance of city buildings and facilities	10	2	0.0141	10

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Overall Enforcement of City Codes and Ordinances

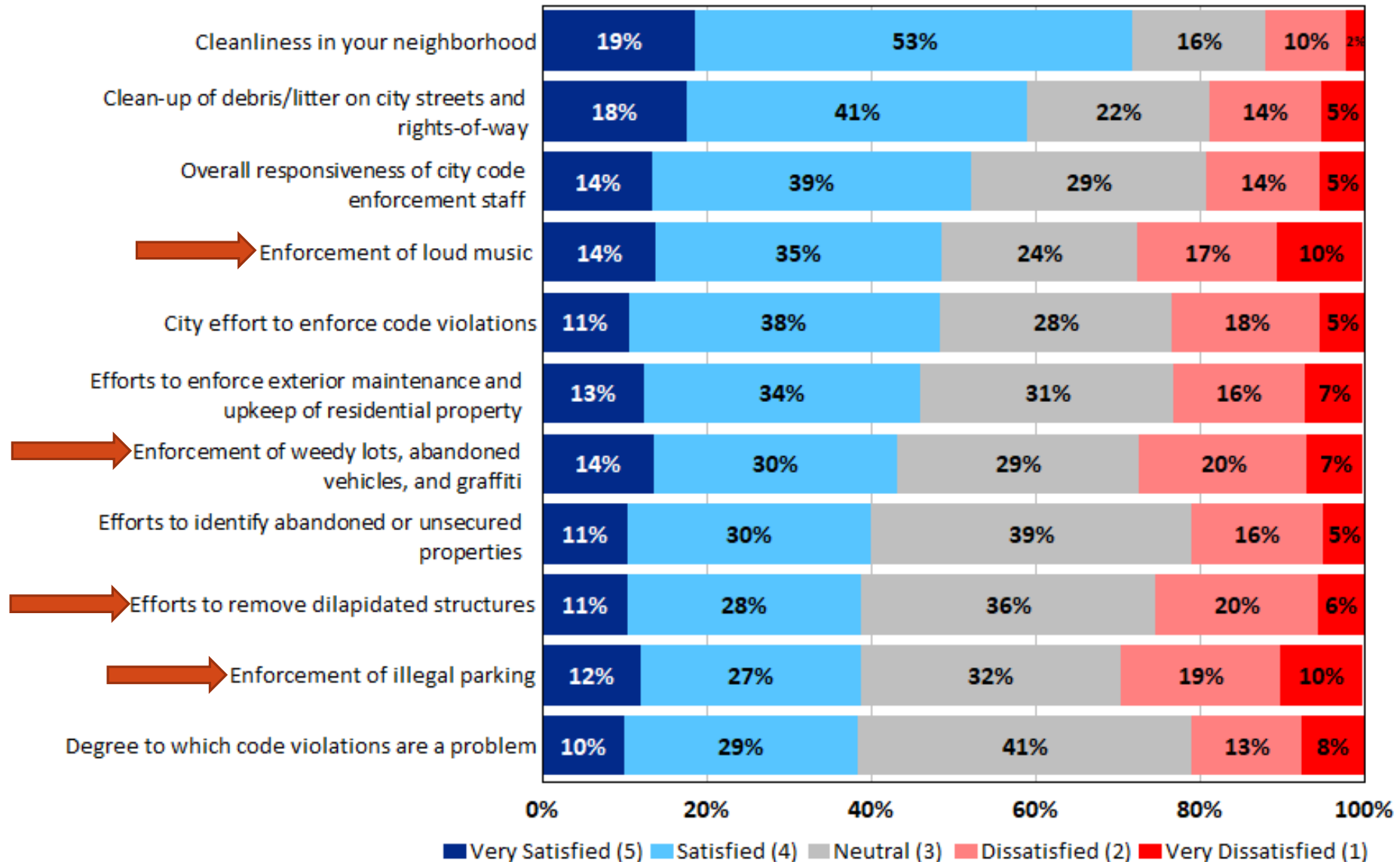
Areas in blue show higher levels of positive ratings

Areas in yellow show where the mean average for the item is a neutral rating



Q14. Satisfaction with Code Enforcement

by percentage of respondents (excluding "don't know")



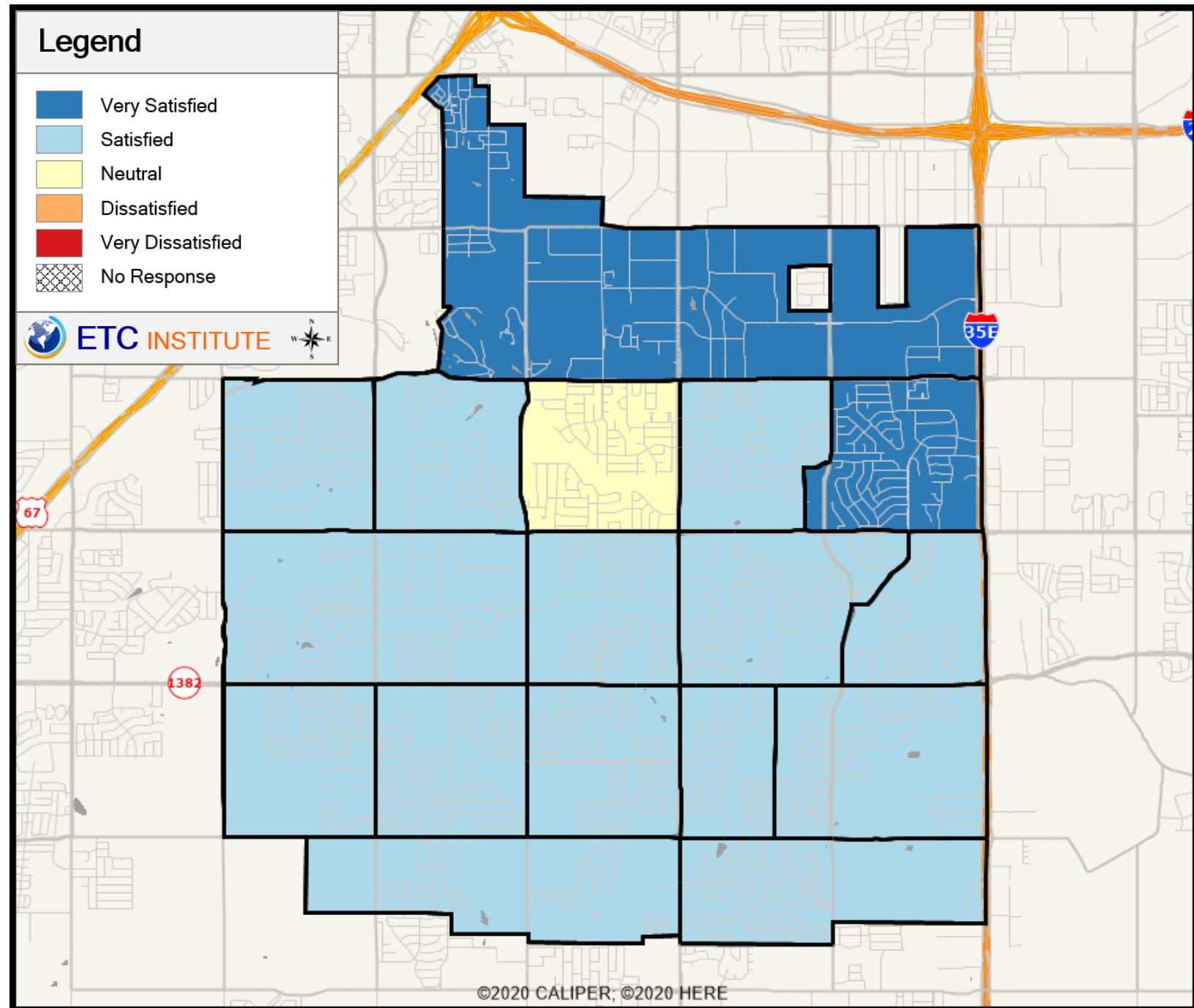
Source: ETC Institute (2022)

More than 1 out of 4 respondents were dissatisfied with the items that are highlighted

Overall Effectiveness of City Communication with the Public

Areas in blue show higher levels of positive ratings

Areas in yellow show where the mean average for the item is a neutral rating

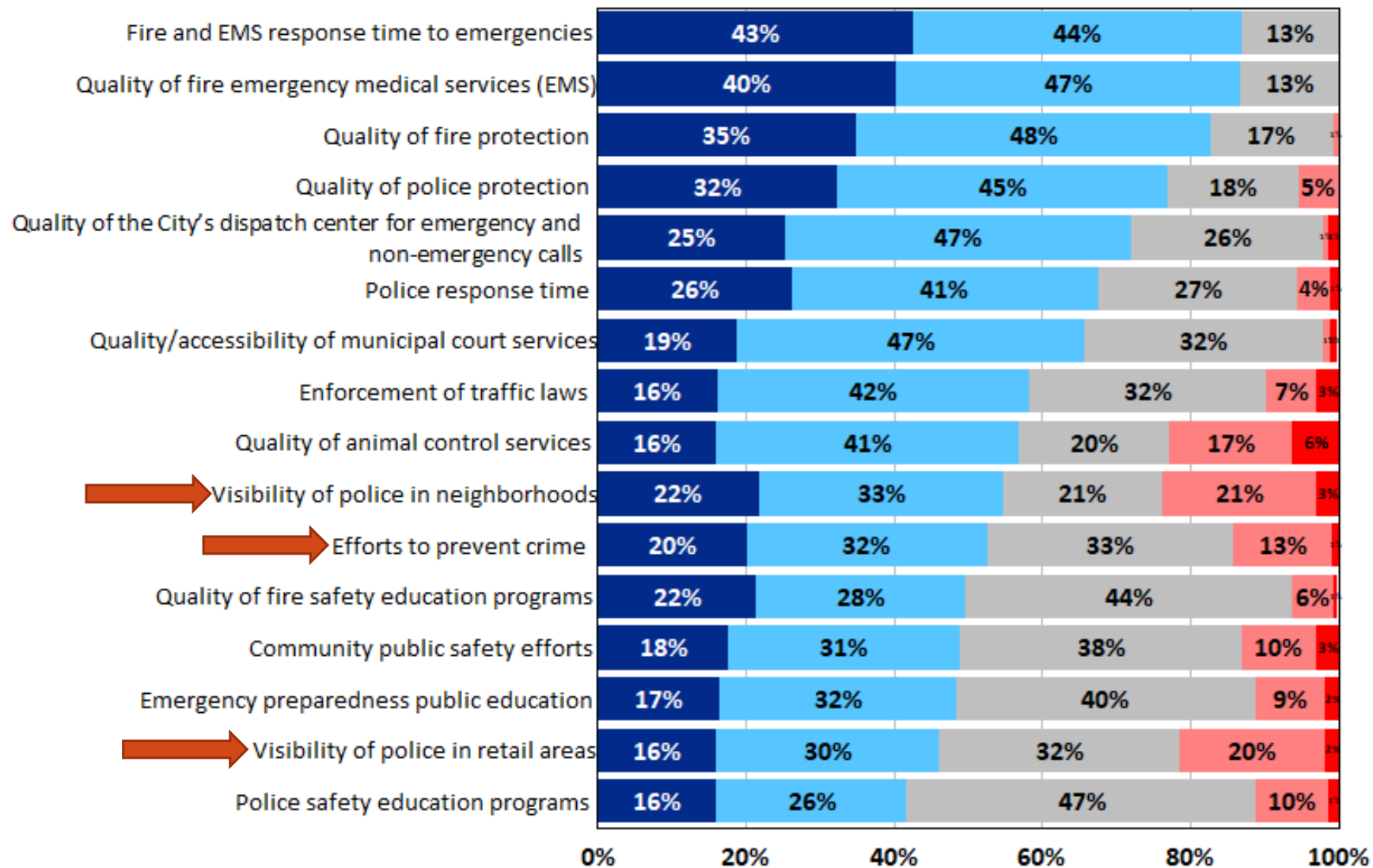


Public Safety Services

IMPORTANCE-SATISFACTION ANALYSIS

Q6. Satisfaction with Police, Fire, and Emergency Services

by percentage of respondents (excluding "don't know")

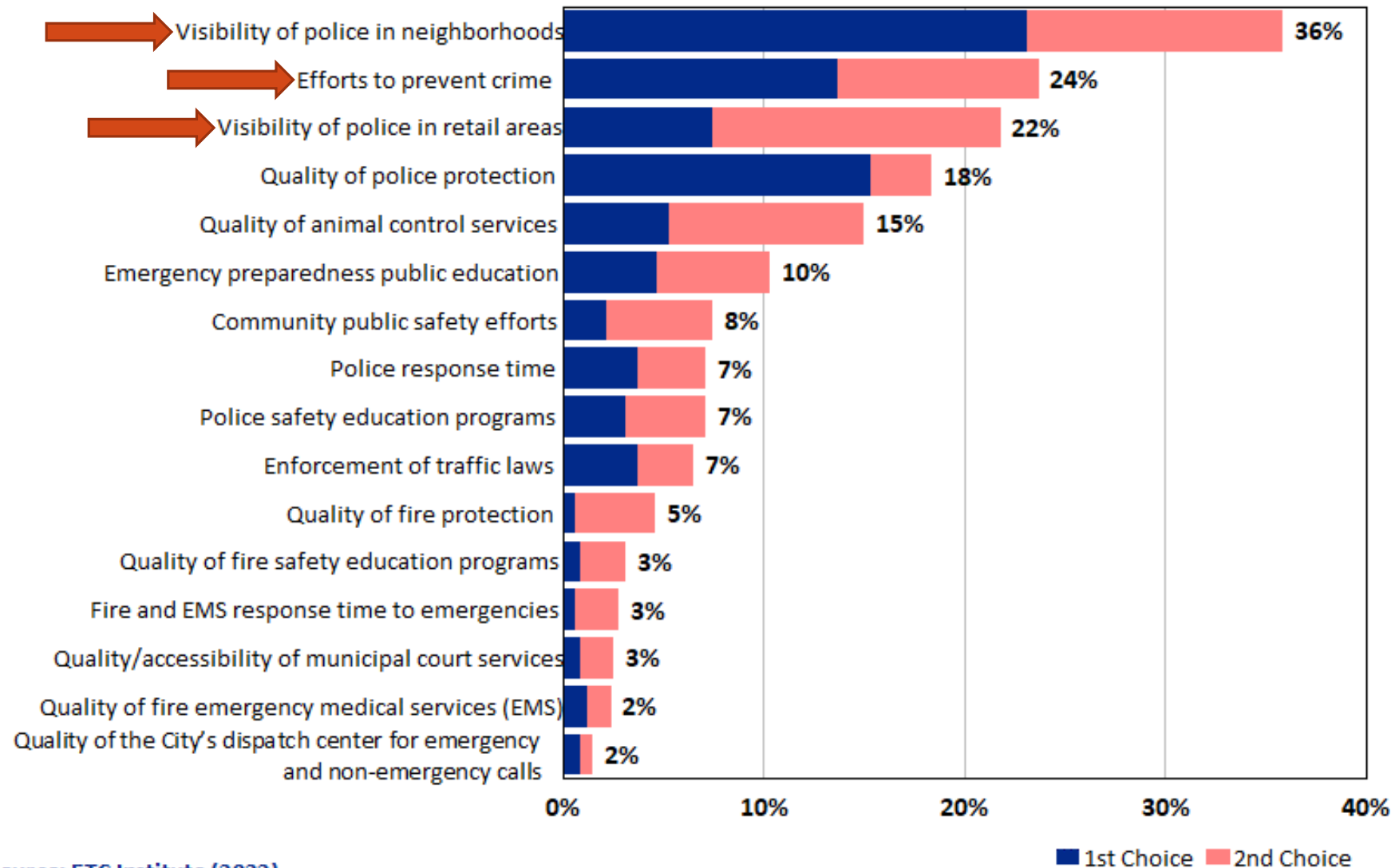


Source: ETC Institute (2022)

Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (2) Very Dissatisfied (1)

Q7. Police, Fire, and Emergency Services That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

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



Importance-Satisfaction Analysis

Visibility of police in neighborhoods was the top item residents would like to see emphasized over the next two years

Visibility of police is the number one item that will drive satisfaction in the public safety category

Ensuring residents know how the City plans to prevent crime is also important

2022 Importance-Satisfaction Rating City of DeSoto, Texas Police, Fire, and Emergency Services

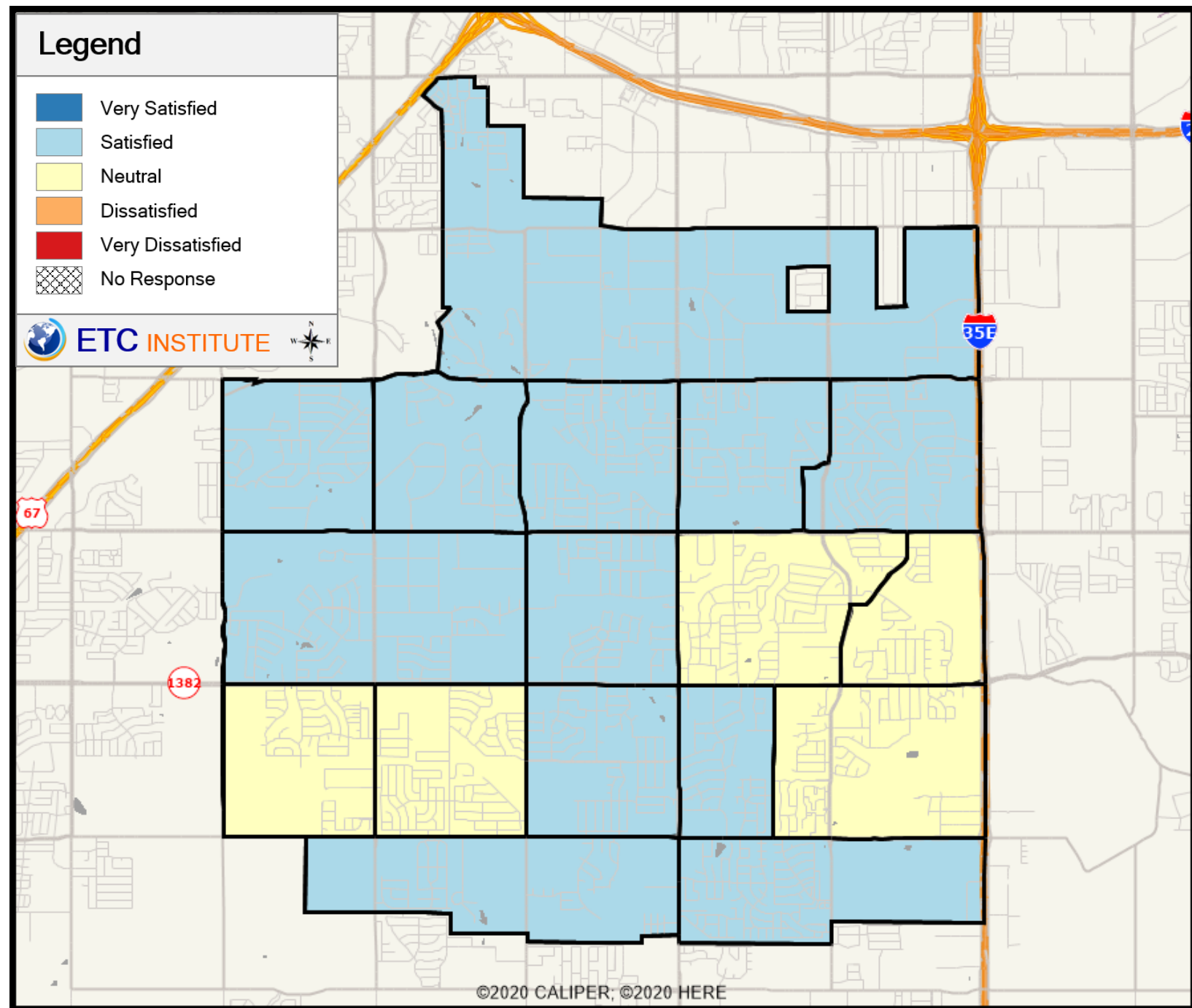
Category of Service	Most Important Rank	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Visibility of police in neighborhoods	1	10	0.1619	1
Visibility of police in retail areas	3	15	0.1173	2
Efforts to prevent crime	2	11	0.1123	3
Quality of animal control services	5	9	0.0645	4
Emergency preparedness public education	6	14	0.0531	5
Quality of police protection	4	4	0.0423	6
Police safety education programs	9	16	0.0413	7
Community public safety efforts	7	13	0.0383	8
Enforcement of traffic laws	10	8	0.0270	9
Police response time	8	6	0.0230	10
Quality of fire safety education programs	12	12	0.0156	11
Quality/accessibility of municipal court services	14	7	0.0086	12
Quality of fire protection	11	3	0.0079	13
Quality of the City's dispatch center for emergency and non-emergency calls	16	5	0.0042	14
Fire and EMS response time to emergencies	13	1	0.0036	15
Quality of fire emergency medical services (EMS)	15	2	0.0031	16

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Visibility of Police in Neighborhoods

Areas in blue show higher levels of positive ratings

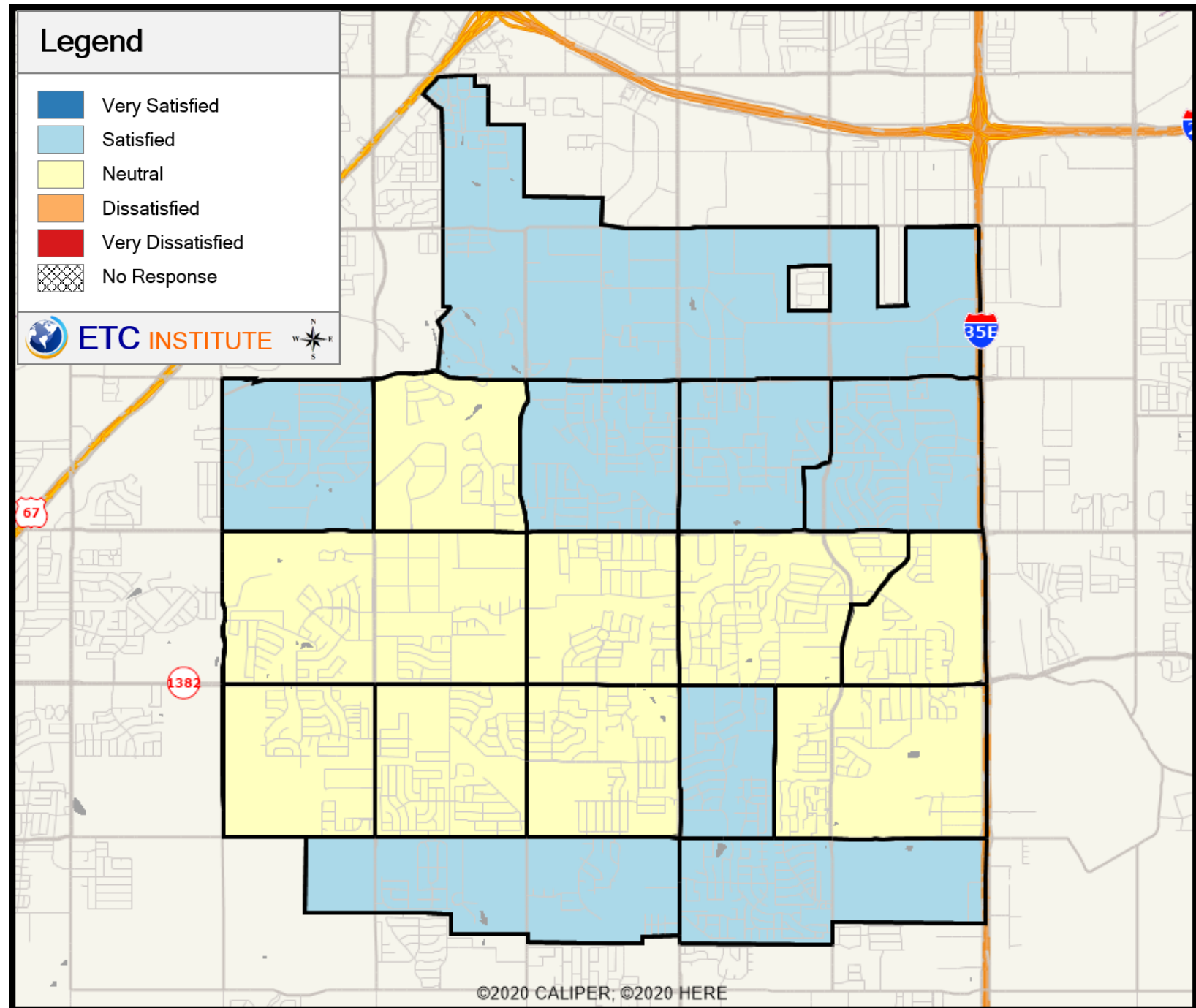
Areas in yellow show where the mean average for the item is a neutral rating



Visibility of Police in Retail Areas

Areas in blue show higher levels of positive ratings

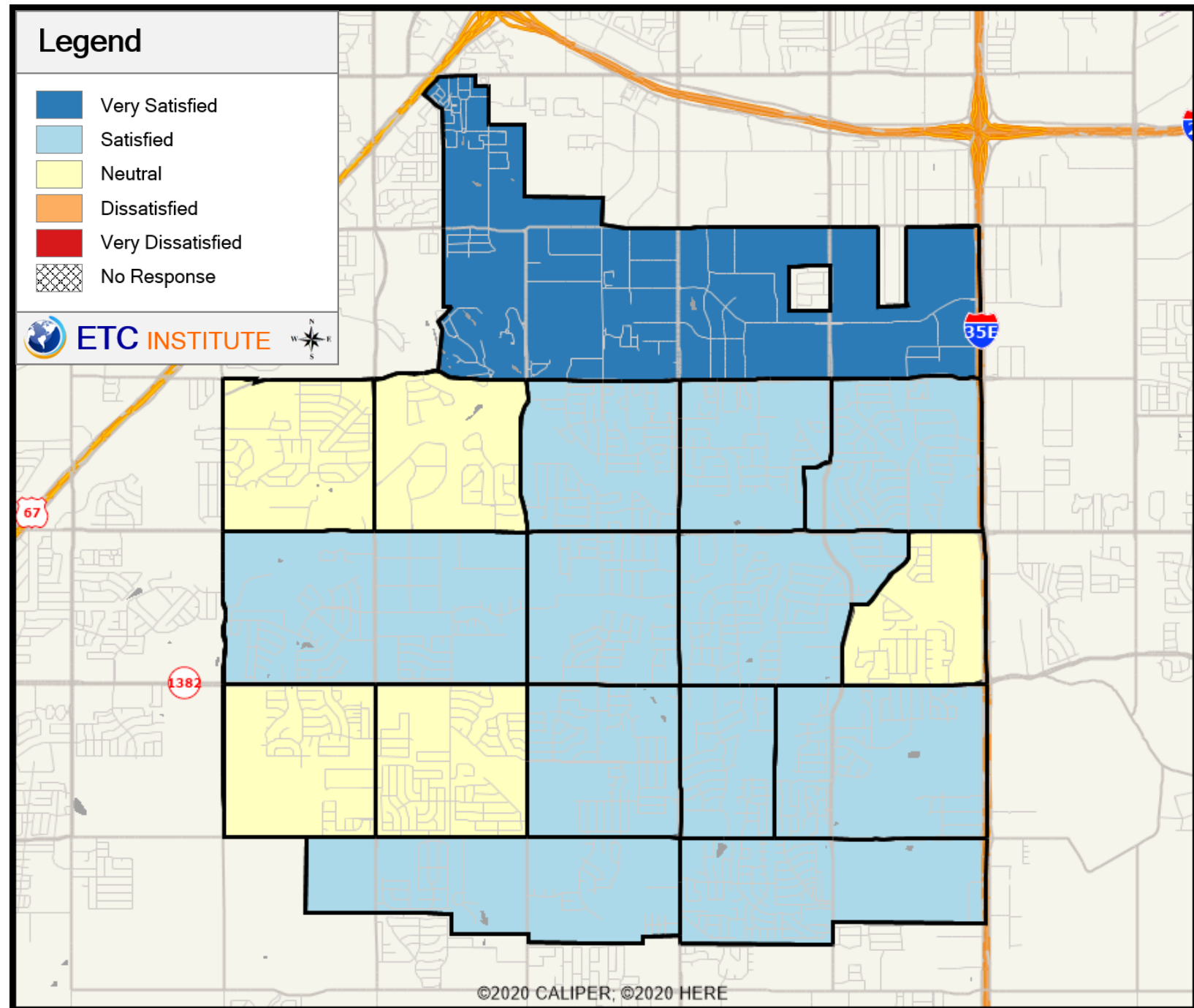
Areas in yellow show where the mean average for the item is a neutral rating



Efforts to Prevent Crime

Areas in blue show higher levels of positive ratings

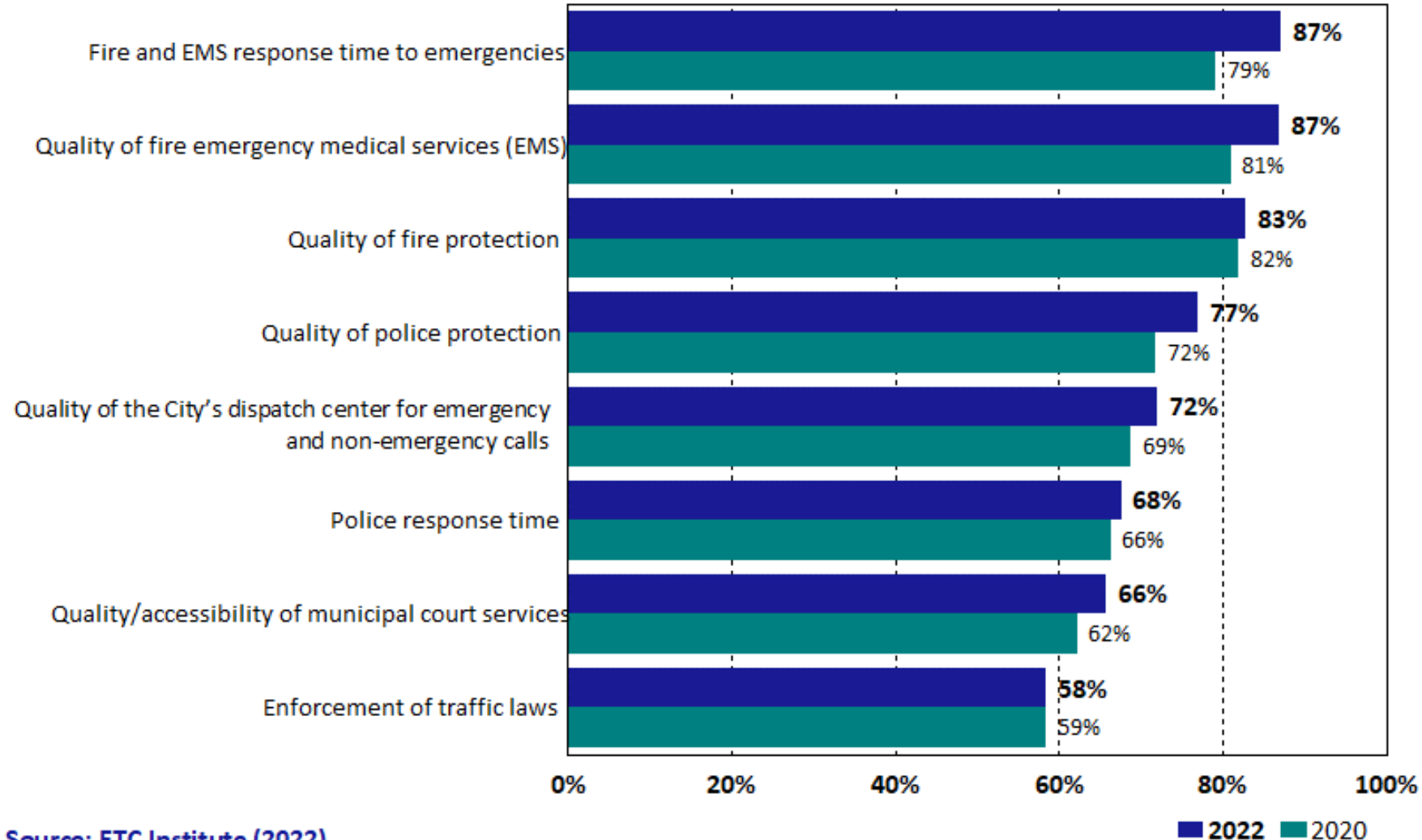
Areas in yellow show where the mean average for the item is a neutral rating



Public Safety Services (Part 1)

Trends: 2022 - 2020

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")

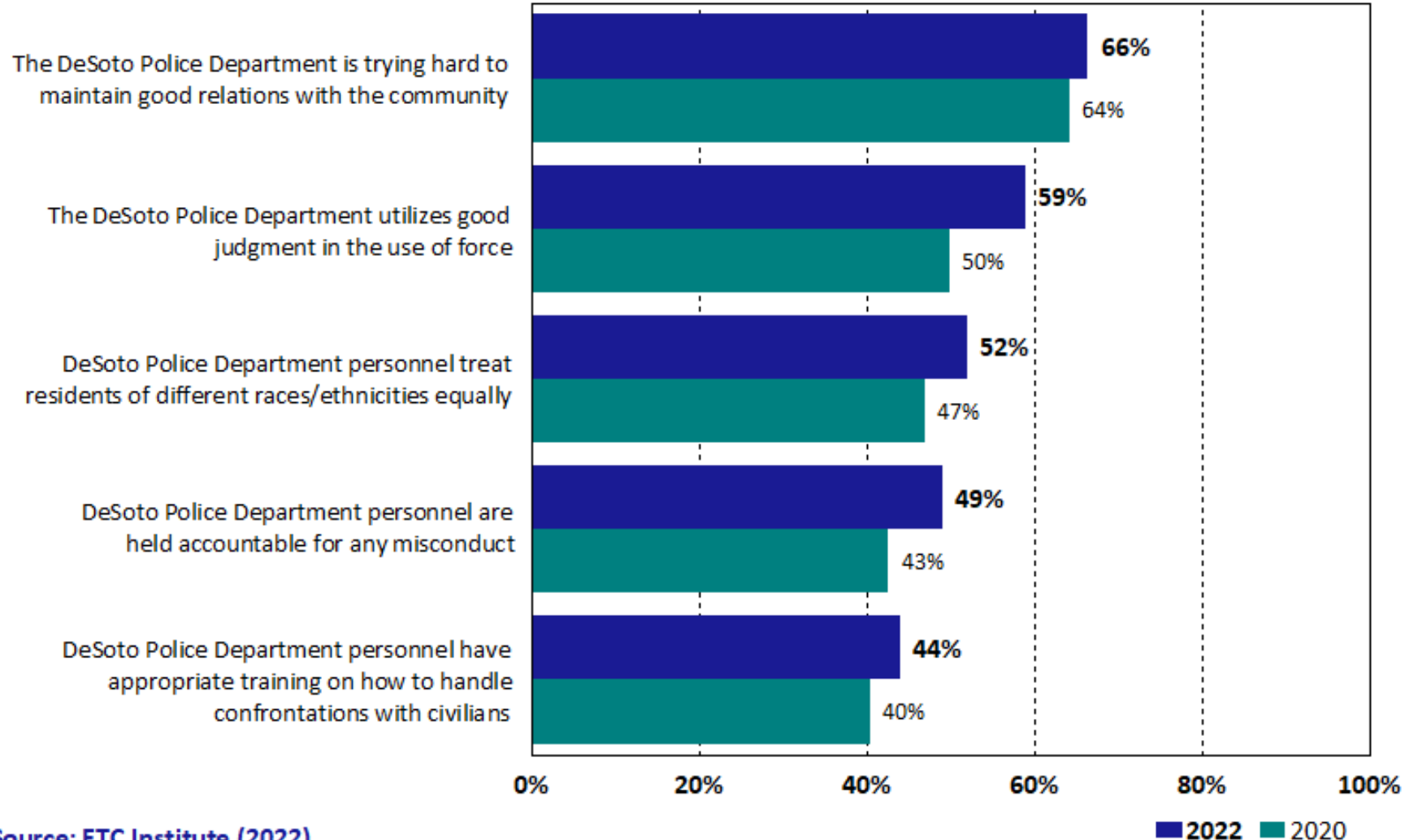


Source: ETC Institute (2022)

Public safety services are trending in the right direction – this goes against what we have seen in other communities

Agreement with Statements: Police Department Trends: 2022 - 2020

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



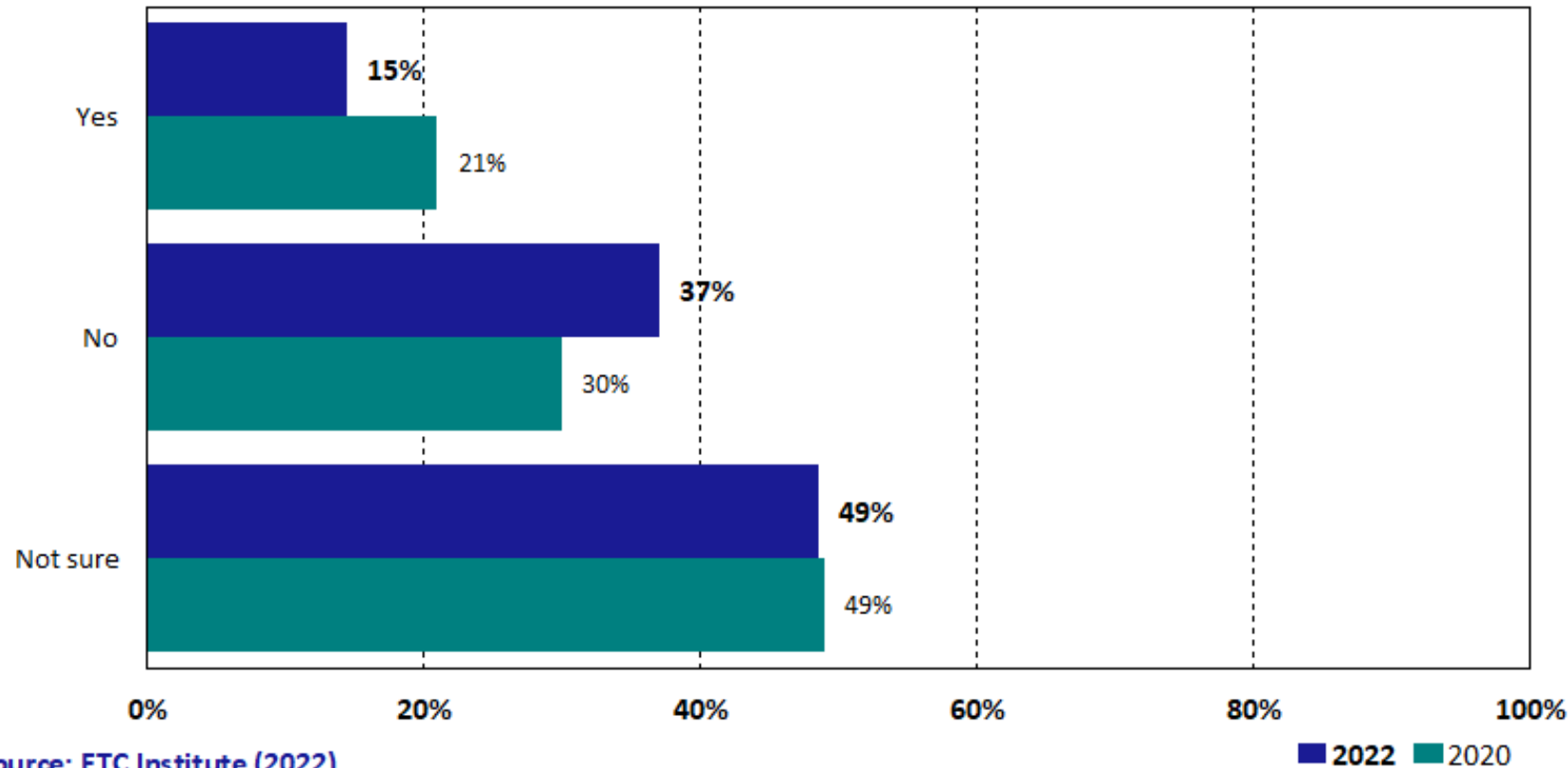
Agreement with each of the statements provided increased from 2020 to 2022

There has been a clear shift in perceptions related to public safety services in DeSoto

Do you think DeSoto Police Department Police Officers stop people of certain racial or ethnic groups because they believe these groups are more likely than other groups to commit certain types of crimes?

Trends: 2022 - 2020

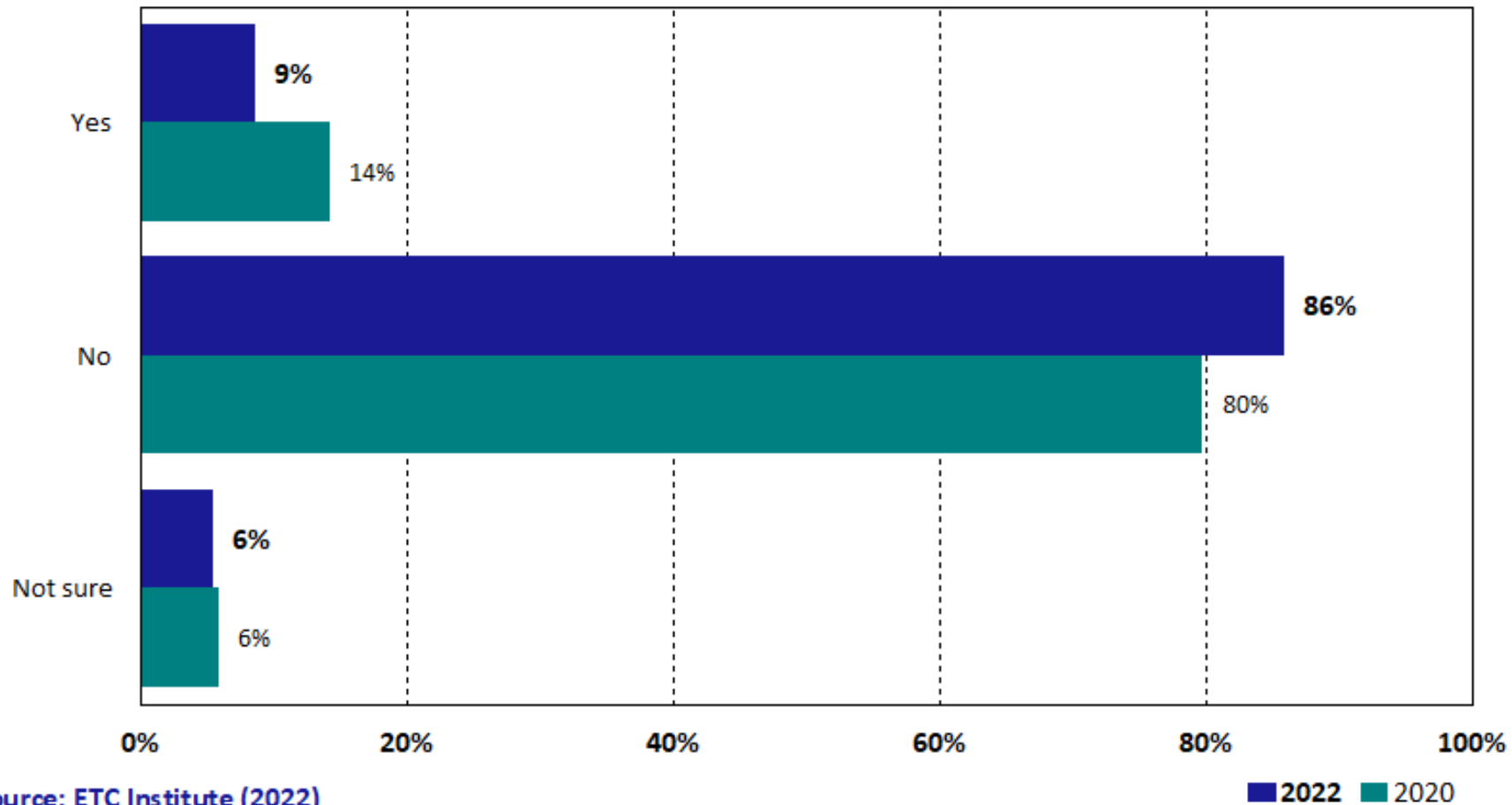
by percentage of respondents



Has there ever been a specific instance when you felt discriminated against by DeSoto Police Department police officers because of your race or ethnic background?

Trends: 2022 - 2020

by percentage of respondents

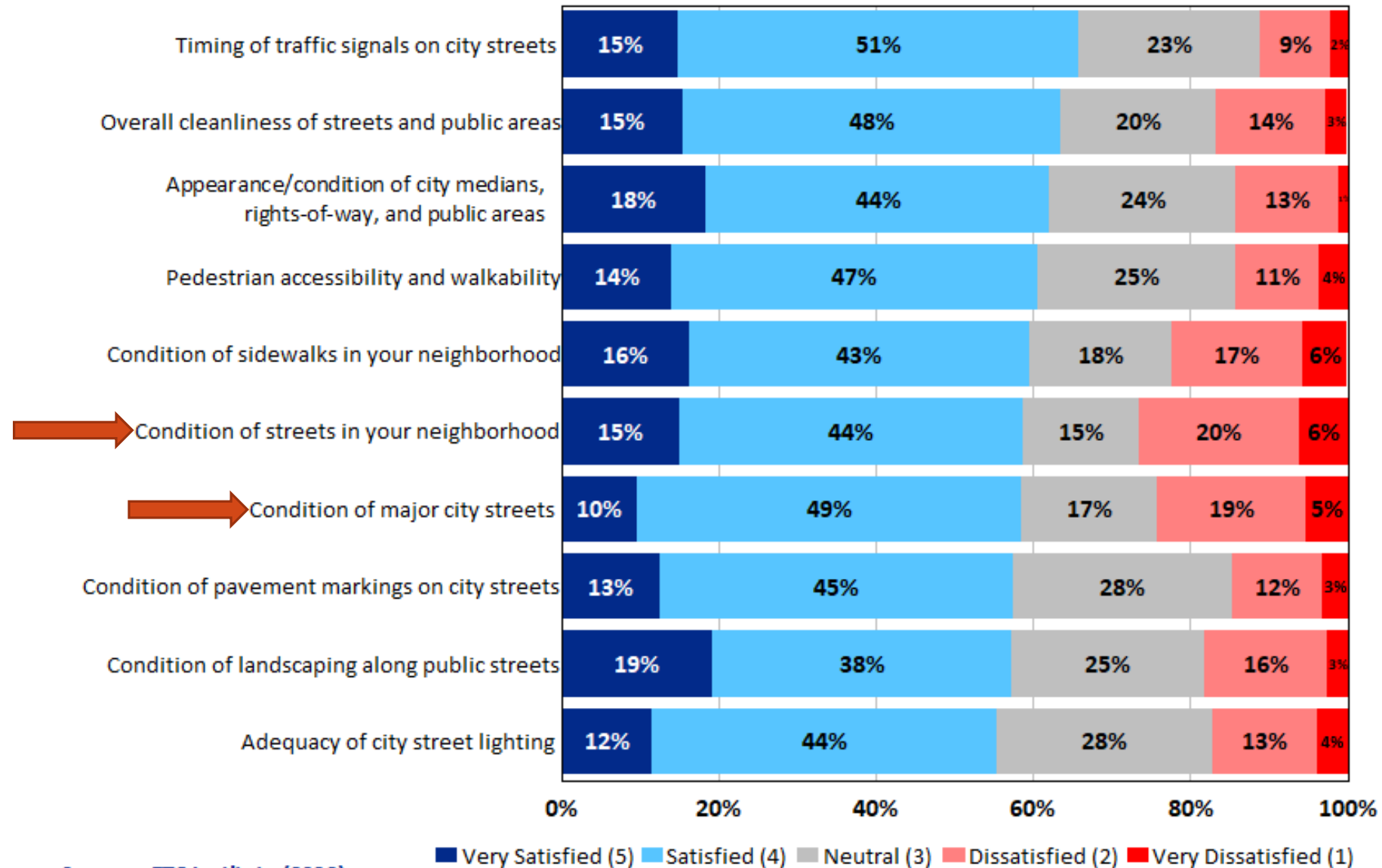


Maintenance Services

IMPORTANCE-SATISFACTION ANALYSIS

Q4. Satisfaction with Maintenance

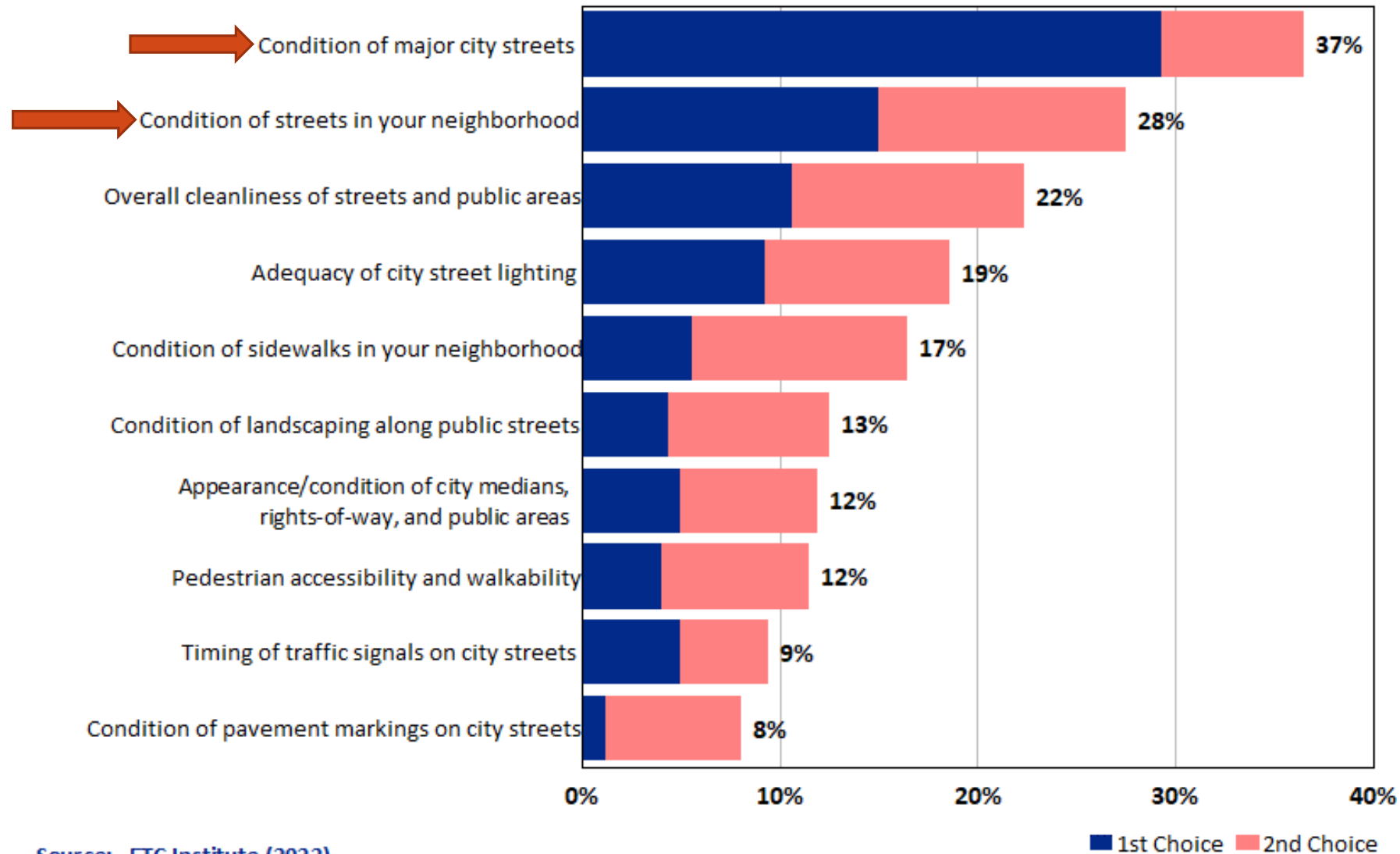
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2022)

Q5. Maintenance Services That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

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



Source: ETC Institute (2022)

Importance-Satisfaction Analysis

Visibility of police in neighborhoods was the top item residents would like to see emphasized over the next two years

Visibility of police is the number one item that will drive satisfaction in the public safety category

Ensuring residents know how the City plans to prevent crime is also important

2022 Importance-Satisfaction Rating City of DeSoto, Texas City Maintenance

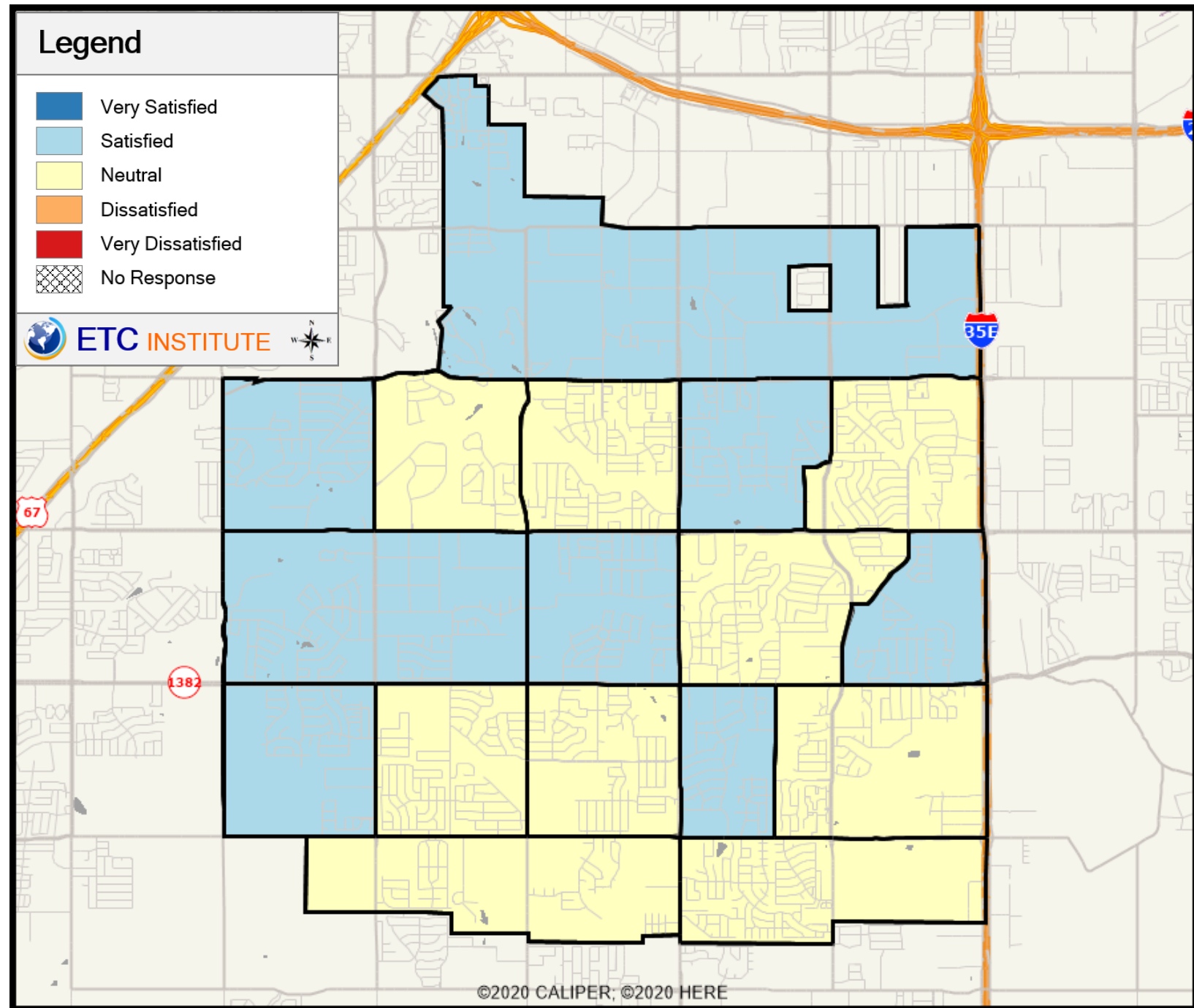
Category of Service	Most Important Rank	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Condition of major city streets	1	7	0.1511	1
Condition of streets in your neighborhood	2	6	0.1133	2
Adequacy of city street lighting	4	10	0.0831	3
Overall cleanliness of streets and public areas	3	2	0.0818	4
Condition of sidewalks in your neighborhood	5	5	0.0667	5
Condition of landscaping along public streets	6	9	0.0534	6
Pedestrian accessibility and walkability	8	4	0.0453	7
Appearance/condition of city medians, rights-of-way, and public areas	7	3	0.0451	8
Condition of pavement markings on city streets	10	8	0.0344	9
Timing of traffic signals on city streets	9	1	0.0322	10

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Condition of Major City Streets

Areas in blue show higher levels of positive ratings

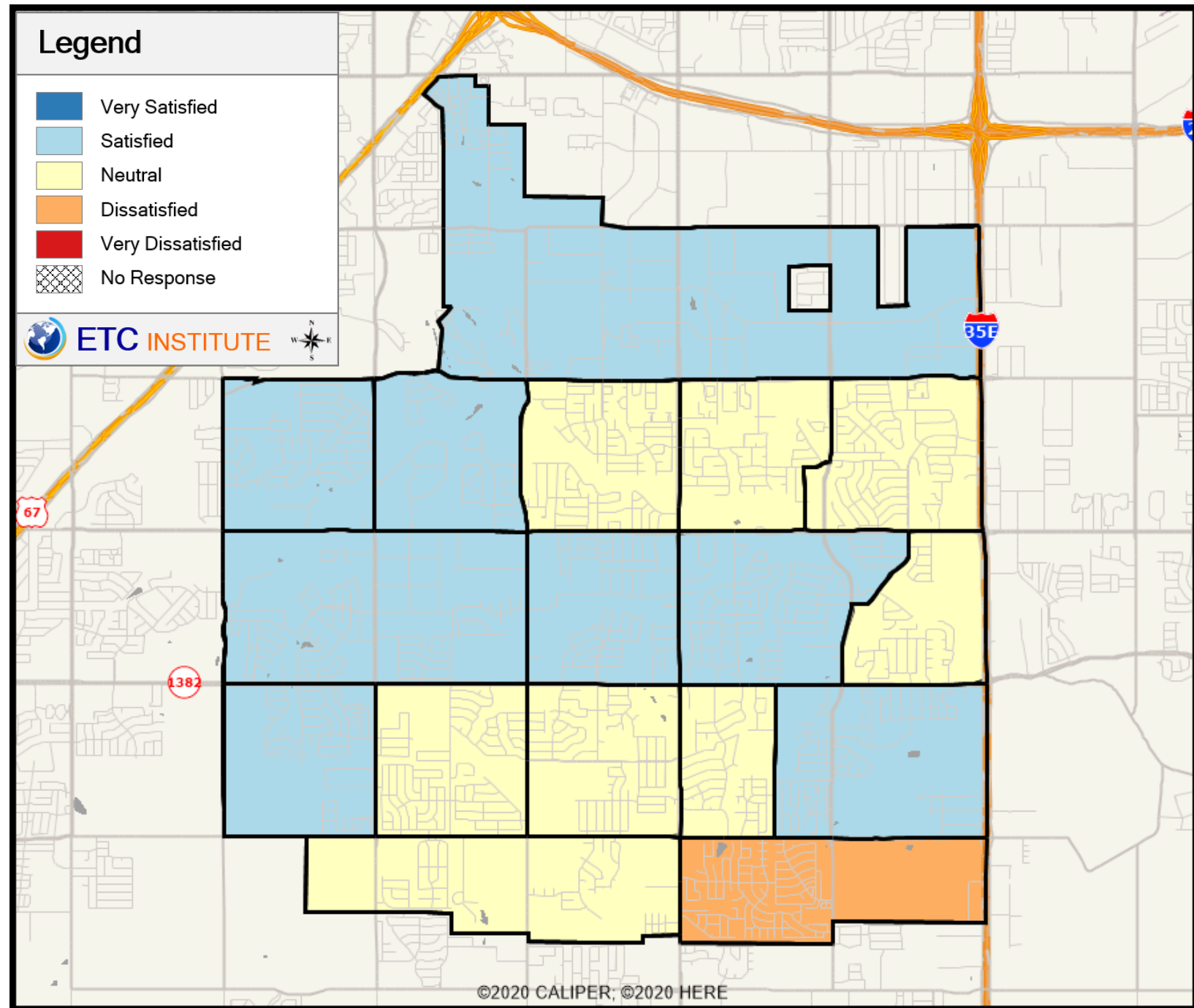
Areas in yellow show where the mean average for the item is a neutral rating



Condition of Streets in Neighborhoods

Areas in blue show higher levels of positive ratings

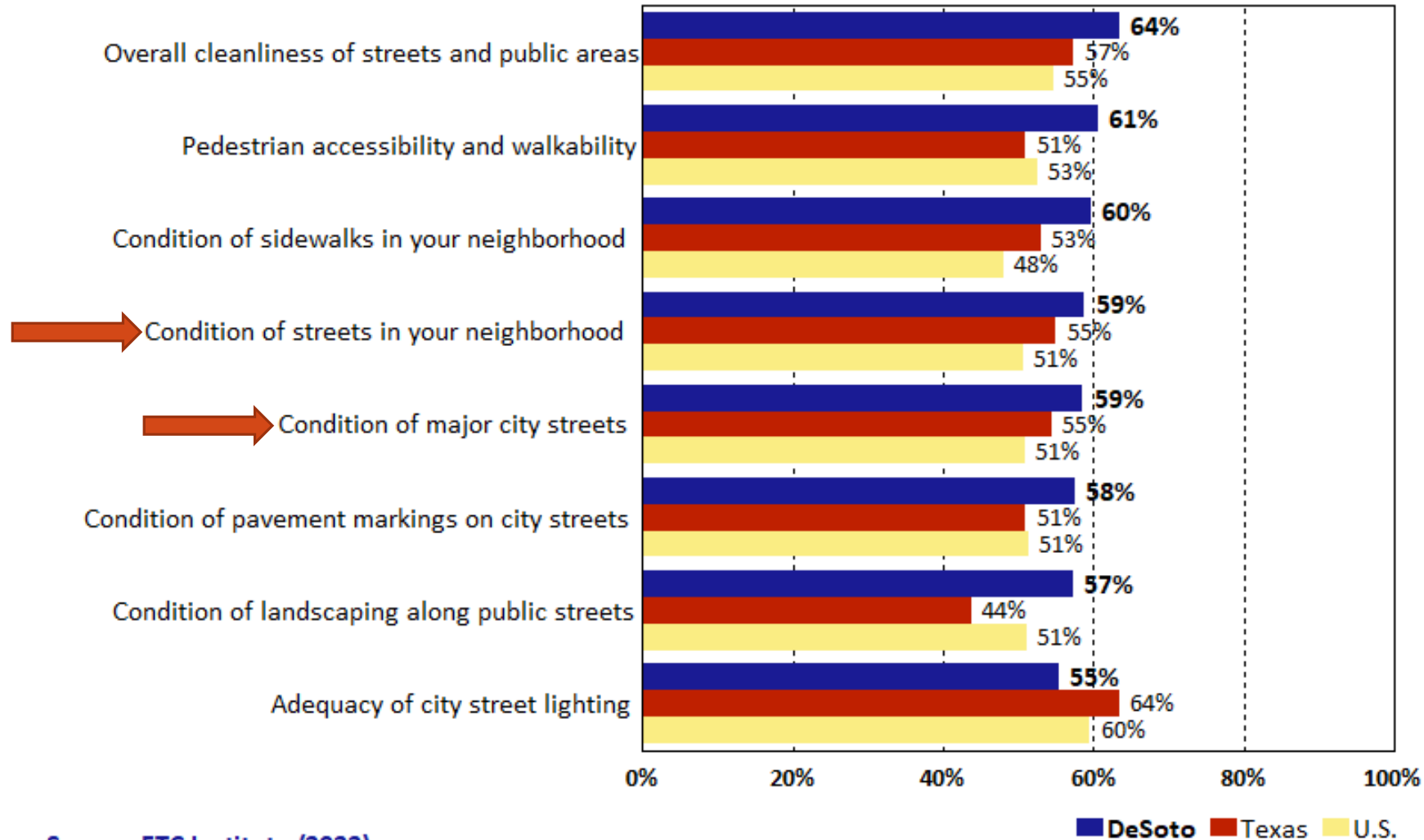
Areas in yellow show where the mean average for the item is a neutral rating



Satisfaction with Maintenance

DeSoto vs. Texas 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")



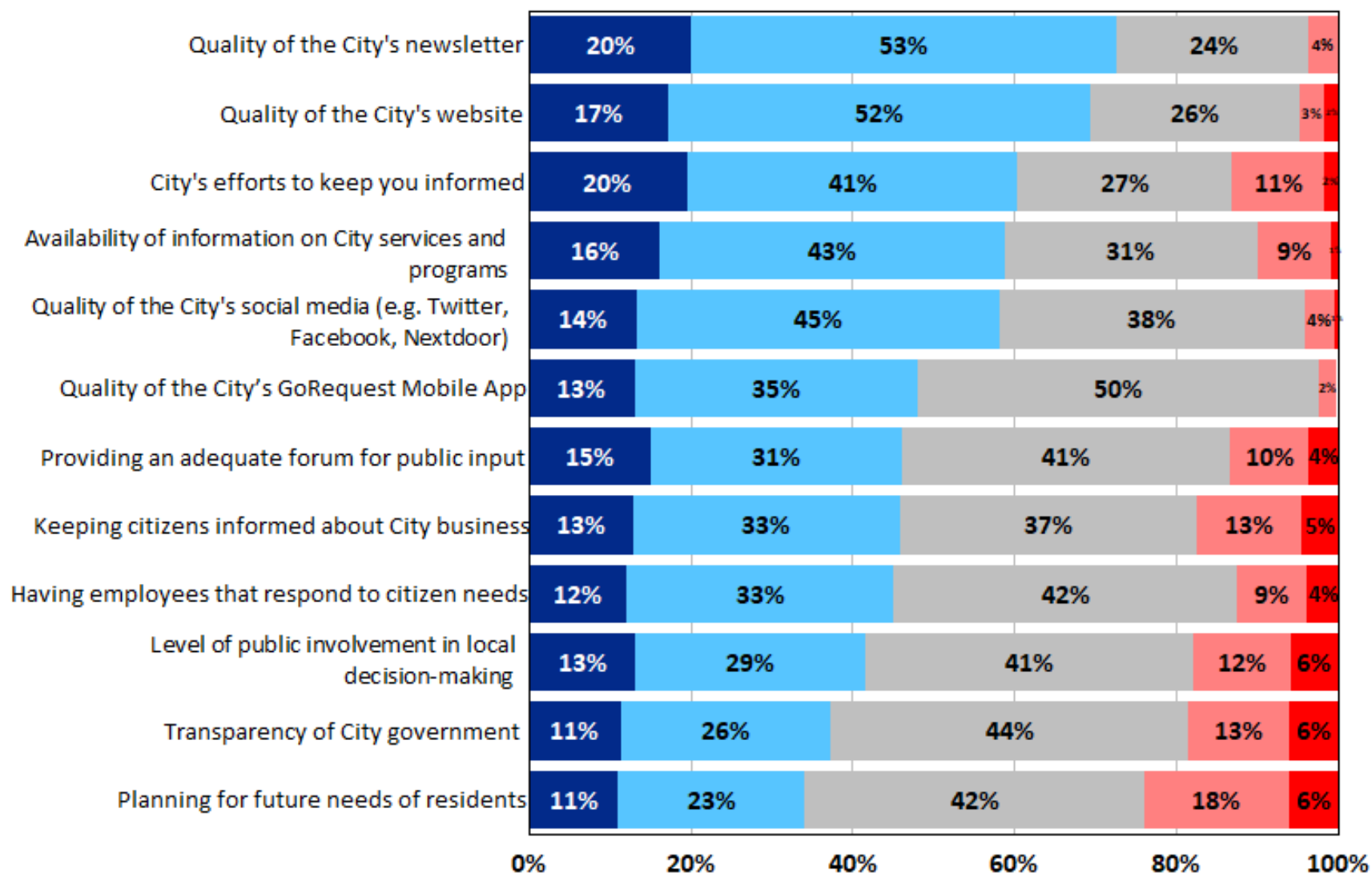
Comparisons help us to contextualize the problems and DeSoto is still performing better than average

Communication

COMMUNICATION IS A TOP PRIORITY FOR IMPROVEMENT IN 2022

Q26. Satisfaction with City Communication

by percentage of respondents (excluding "don't know")

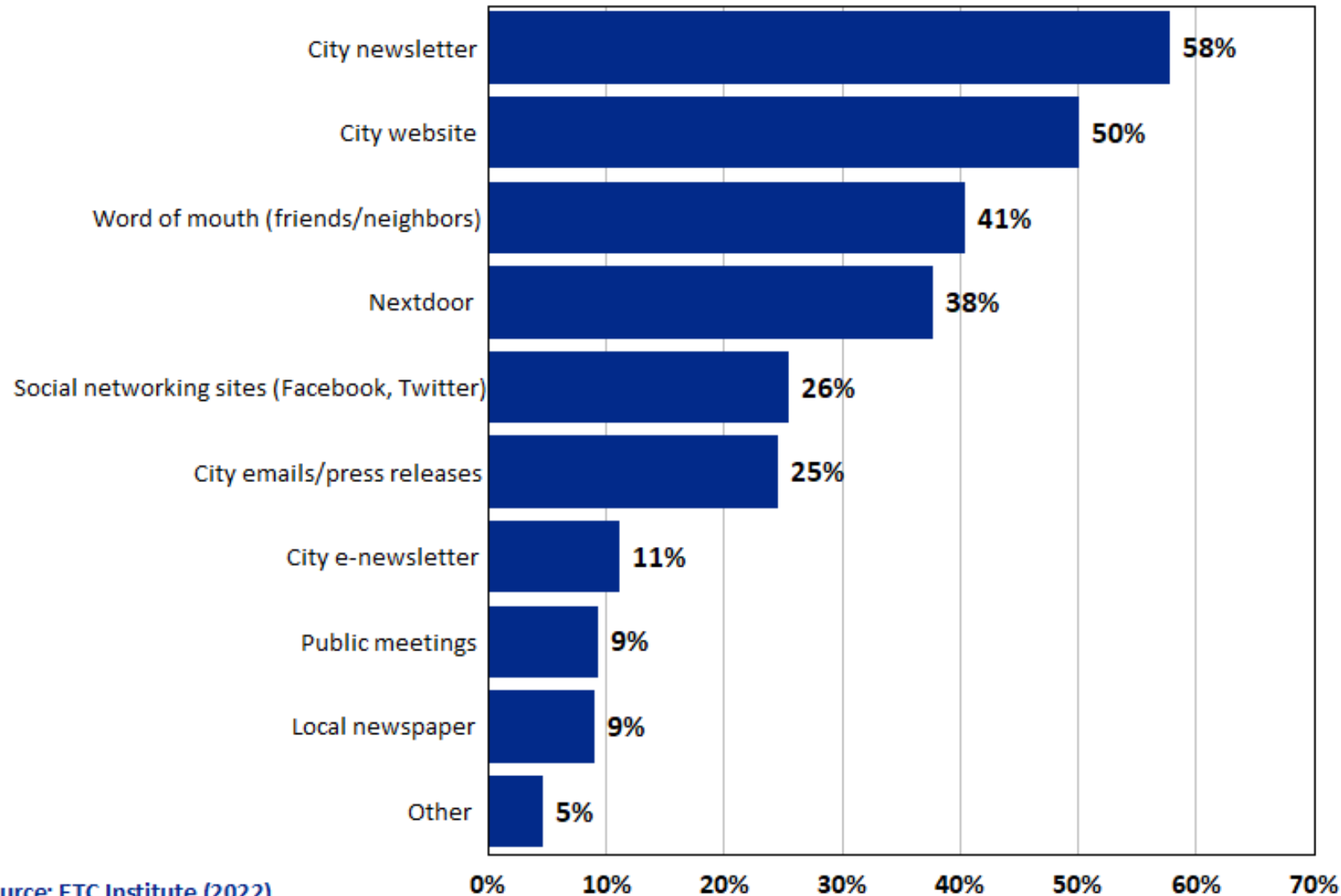


Source: ETC Institute (2022)

Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (2) Very Dissatisfied (1)

Q27. Primary Sources of Information About City Issues, Services, and Events

by percentage of respondents (multiple choices could be made)

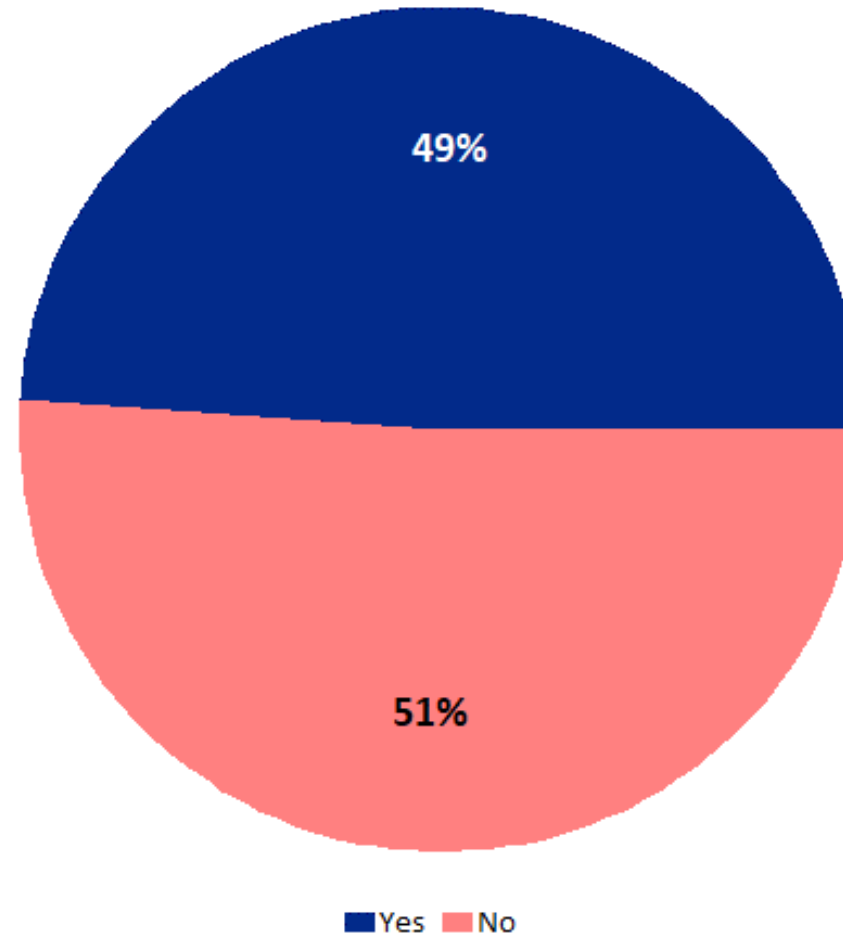


Source: ETC Institute (2022)

Residents rely on the City to be their primary source of information

Q25. Have you called or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents



Contact Methods

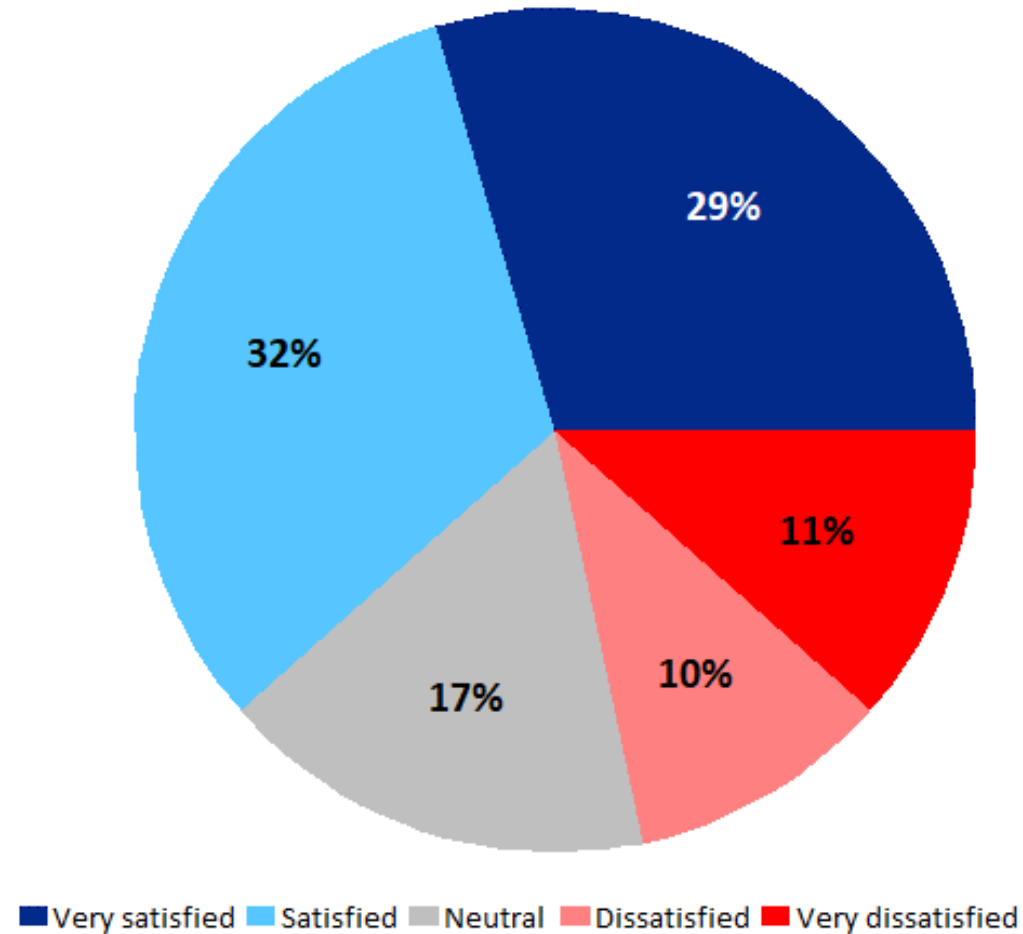
- Phone: 69%
- In-person: 13%
- Website: 8%
- Email: 8%
- Elected Official: 1%
- Social Media: 1%

Source: ETC Institute (2022)

About half of the community has contacted the City in the past year

Q25b. How satisfied are you with your most recent interaction with the City of DeSoto?

by percentage of respondents who have called or visited the City with a question, problem, or complaint during the past year



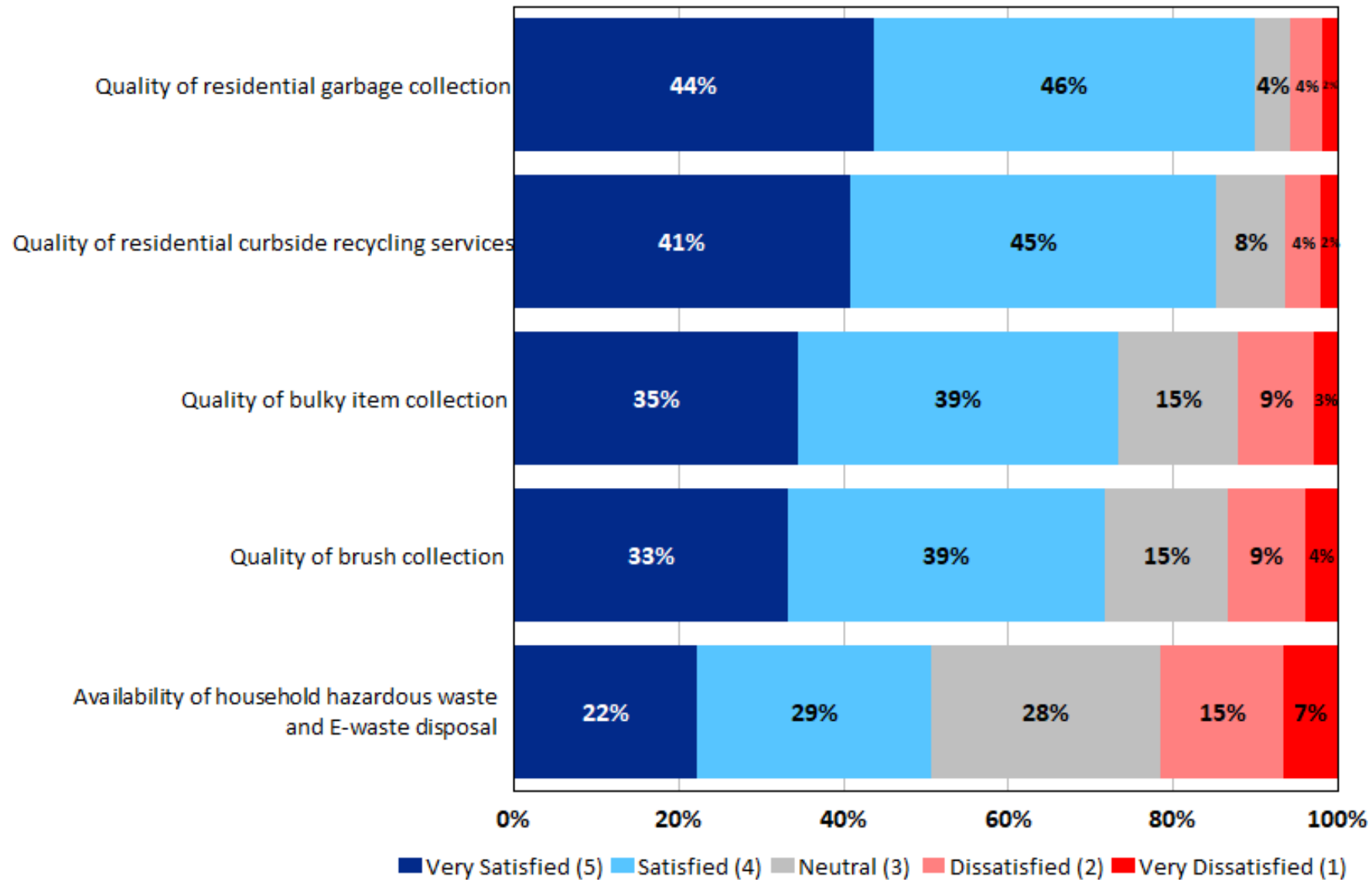
Source: ETC Institute (2022)

A combined 61% of respondents who contacted the City were satisfied with their most recent interaction

Additional Findings

Q15. Satisfaction with Solid Waste Services

by percentage of respondents (excluding "don't know")

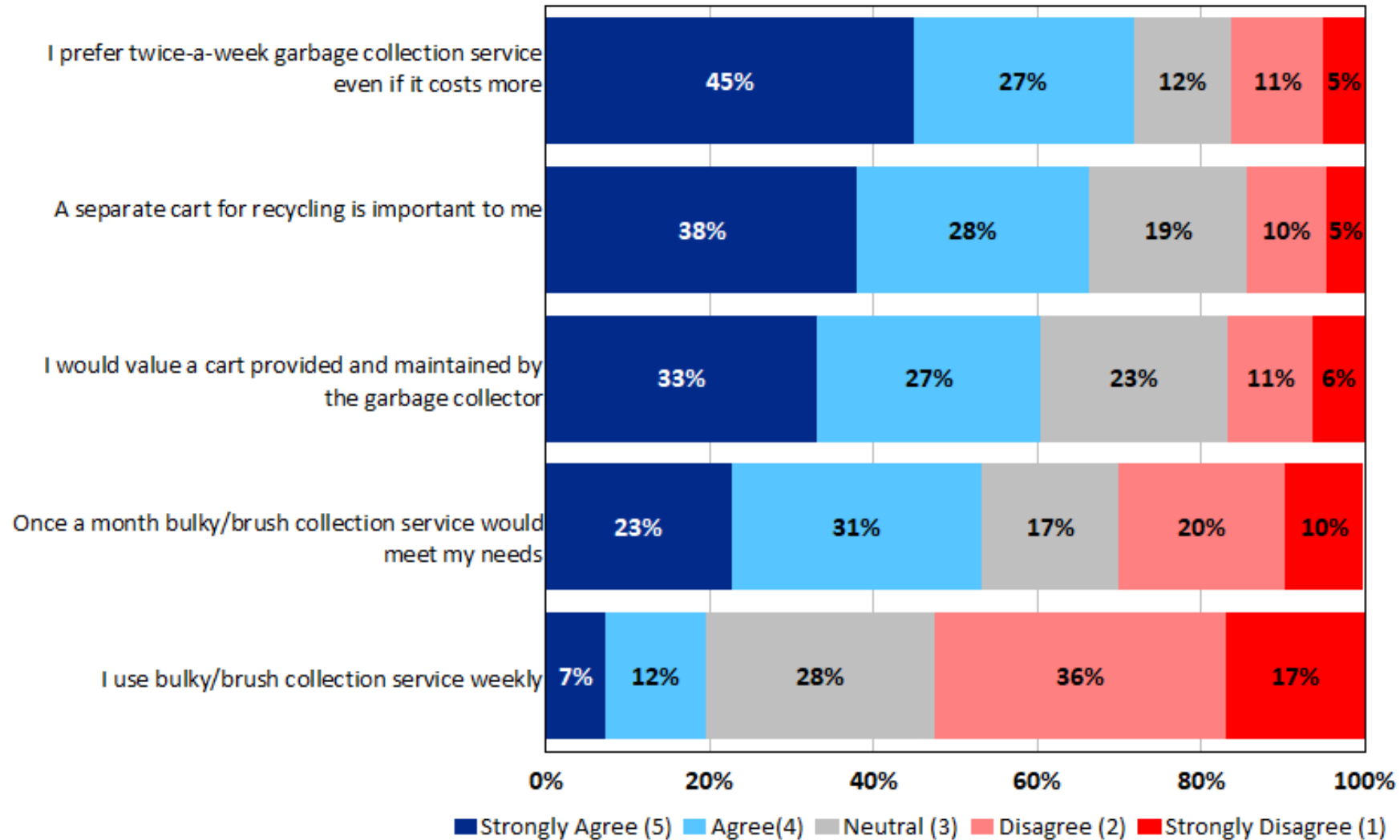


Source: ETC Institute (2022)

Respondents are generally satisfied with the City's solid waste services

Q16. Agreement With the Following Statements Related to Solid Waste Services

by percentage of respondents (excluding "don't know")

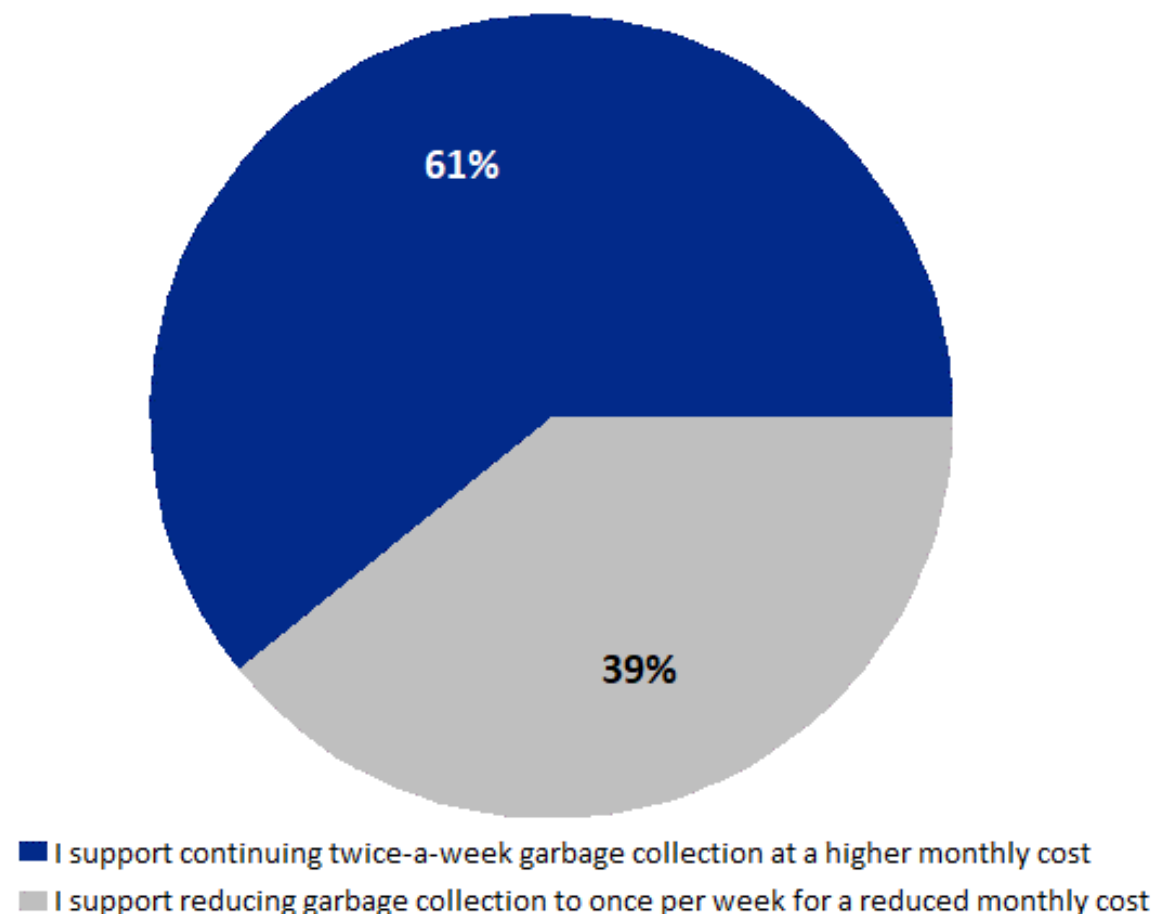


Source: ETC Institute (2022)

Most respondents prefer twice-a-week garbage collection regardless of cost (almost a 5 to 1 ratio)

Q17. Please indicate whether you would support continuing twice-a-week garbage collection at a higher monthly cost or reducing garbage collection to once per week for a reduced monthly cost?

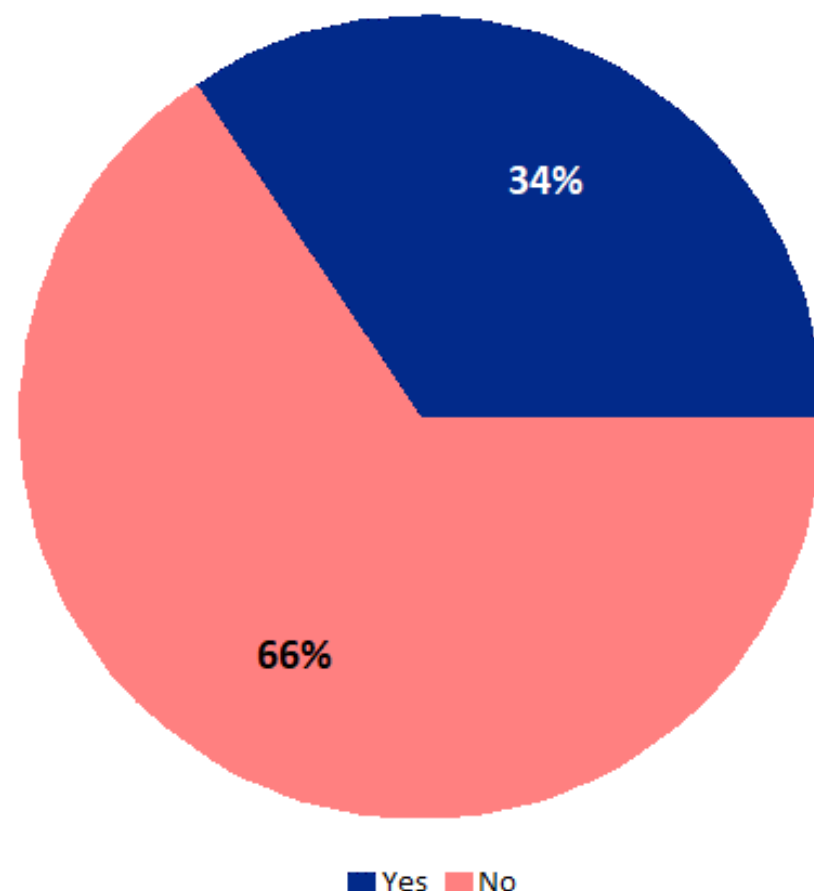
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

**Q19. Currently, DeSoto collects unlimited brush at the curb.
Do you support limiting the amount of brush that can be
collected at the curb if the monthly amount you pay for this
service decreased?**

by percentage of respondents (excluding "not provided")



Source: ETC Institute (2022)

Questions?

THANK YOU