

2023 Resident Survey

City of Fort Worth, Texas

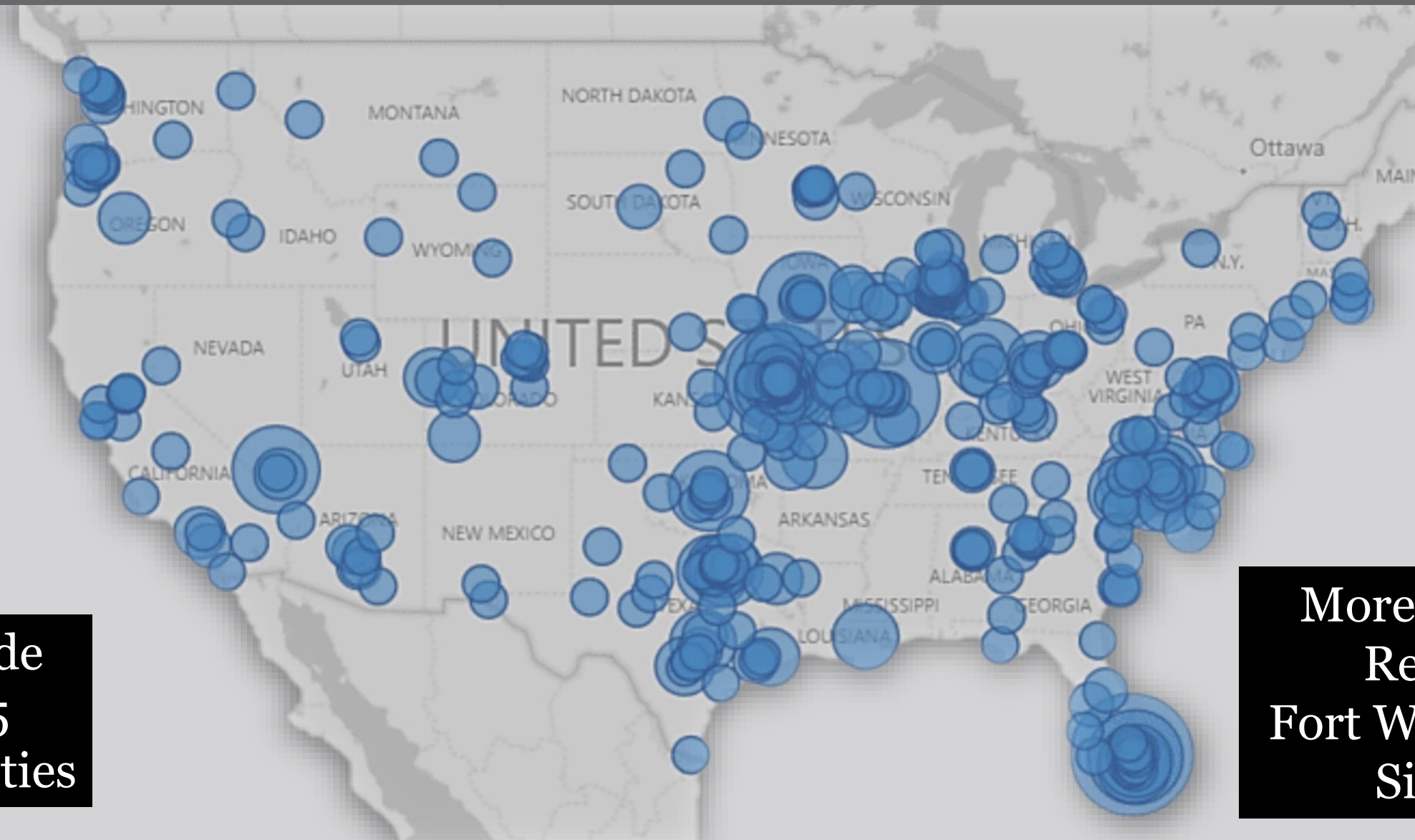


PRESENTED BY

MARCH 2024

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

For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



**Clients include
26 of the 35
Largest U.S. cities**

**More than 75,000
Residents of
Fort Worth Surveyed
Since 2002**

More Than 3,300,000 Person's Surveyed Since 2014 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



Purpose

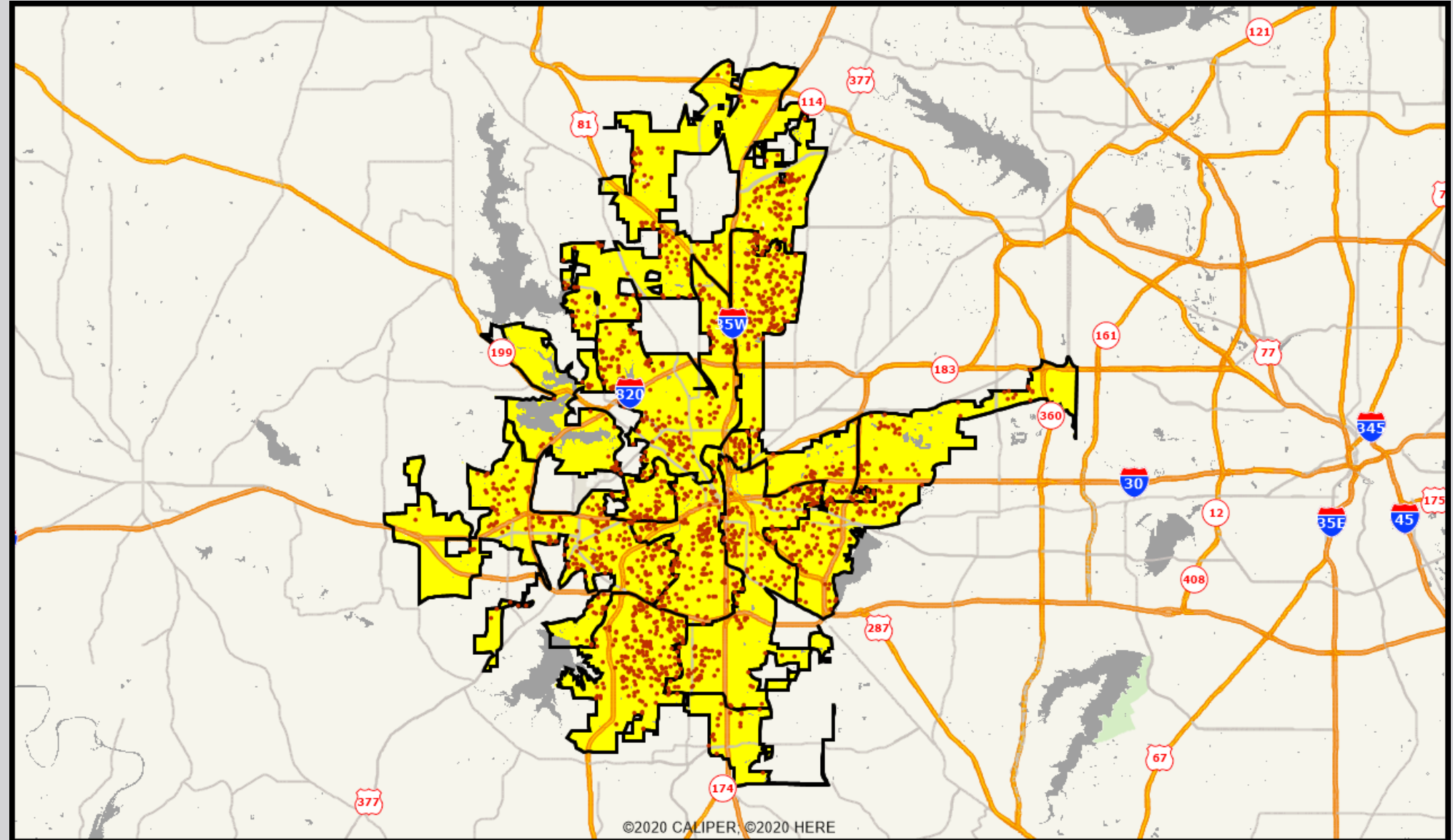
- To objectively assess resident satisfaction with the delivery of major City services
- To identify ways to improve the overall quality of services provided by the City
- To help determine priorities for the community as part of the City's ongoing planning process

Methodology

- **Survey Description**
 - Six-page survey; included many of the same questions as previous surveys
- **Method of Administration**
 - By mail and online to randomly selected sample of City residents
 - Methodology was the same as previous surveys conducted by ETC Institute
- **Sample Size**
 - 1,725 completed surveys (goal was 1,600)
 - Margin of error: +/- 2.4% at the 95% level of confidence
 - Demographics of survey respondents reflects the actual population of the City

Location of Survey Respondents

- Good representation throughout the City
- At least 160 respondents from each City Council District
- Demographics of survey respondents reflects the actual population of the City
 - Race/Ethnicity
 - Age
 - Gender



Five Things to Remember



SATISFACTION WITH CITY SERVICES HAS DECREASED, BUT THE DECREASE IS LESS THAN NATIONAL TRENDS FOR LARGE U.S. CITIES.



ALTHOUGH SATISFACTION HAS DECREASED, FORT WORTH RESIDENTS HAVE A POSITIVE PERCEPTION OF THE CITY



OVERALL SATISFACTION WITH MOST MAJOR CITY SERVICES IS ABOVE THE NATIONAL AVERAGE



STREET MAINTENANCE, TRAFFIC FLOW, POLICE AND CLEANLINESS THE TOP PRIORITIES FOR RESIDENTS



AGE IS AFFECTING HOW RESIDENTS VIEW THE CITY AND THE QUALITY OF SERVICE DELIVERY

Things to Remember #1



SATISFACTION
WITH CITY
SERVICES HAS
DECREASED, BUT
THE DECREASE
IS LESS THAN
NATIONAL
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LARGE U.S.
CITIES.

Trends in Satisfaction with City Services



Of 97 areas assessed in 2021 & 2023, satisfaction decreased in 88 areas



The average decrease for these 97 items rated was 4.4%

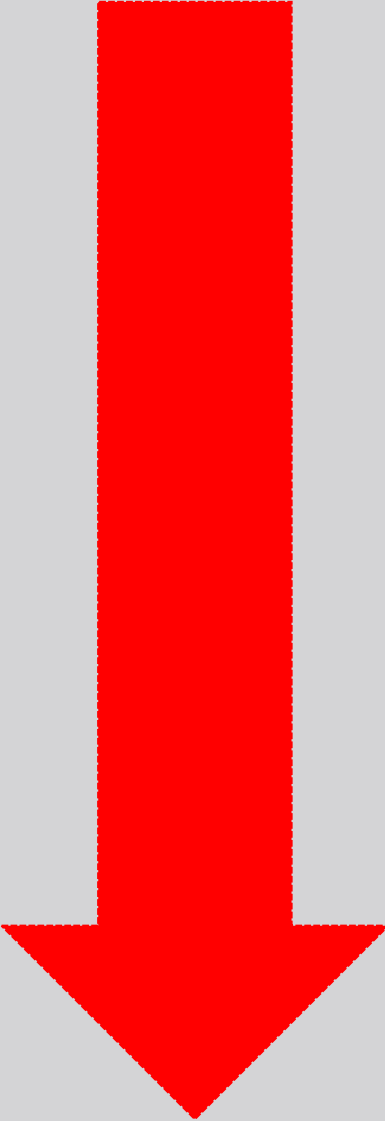


The national average for cities with more than 250,000 residents decreased by 6.3% from 2021 to 2023

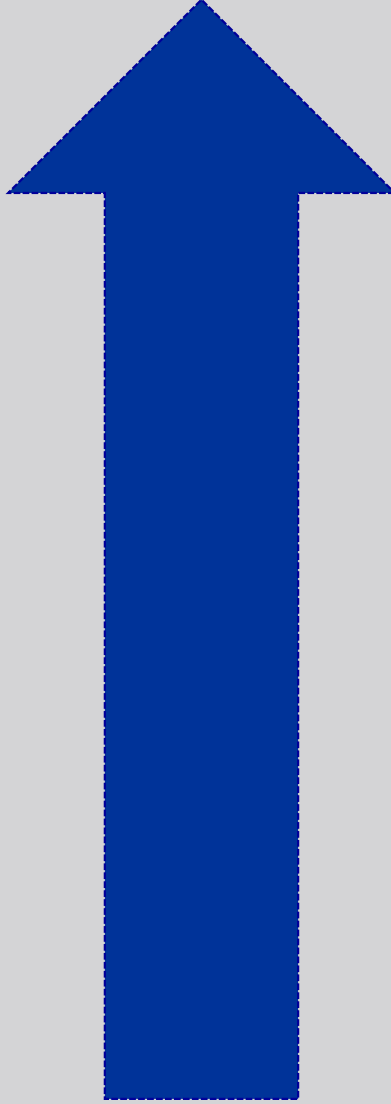


Fort Worth has outperformed that national average by 1.9% since 2021.

Areas that **Decreased** Most Since 2021

- 
- Enforcement of local traffic laws
 - Adequacy of city street lighting
 - My kids are safe in our schools
 - Visibility of police in your neighborhood
 - Visibility of pavement markings and striping on city streets within one mile of your home
 - How well litter is kept under control

Areas that Increased Most Since 2021

- 
- How easy it is to contact City staff
 - Mowing and trimming along city streets
 - Ratings of City staff for how promptly, accurately, and completely they respond to questions from residents
 - Ratings for City staff doing what they said they would do in a timely manner
 - The courtesy and politeness of City staff

Improvements in Customer Service Are to Be Commended!

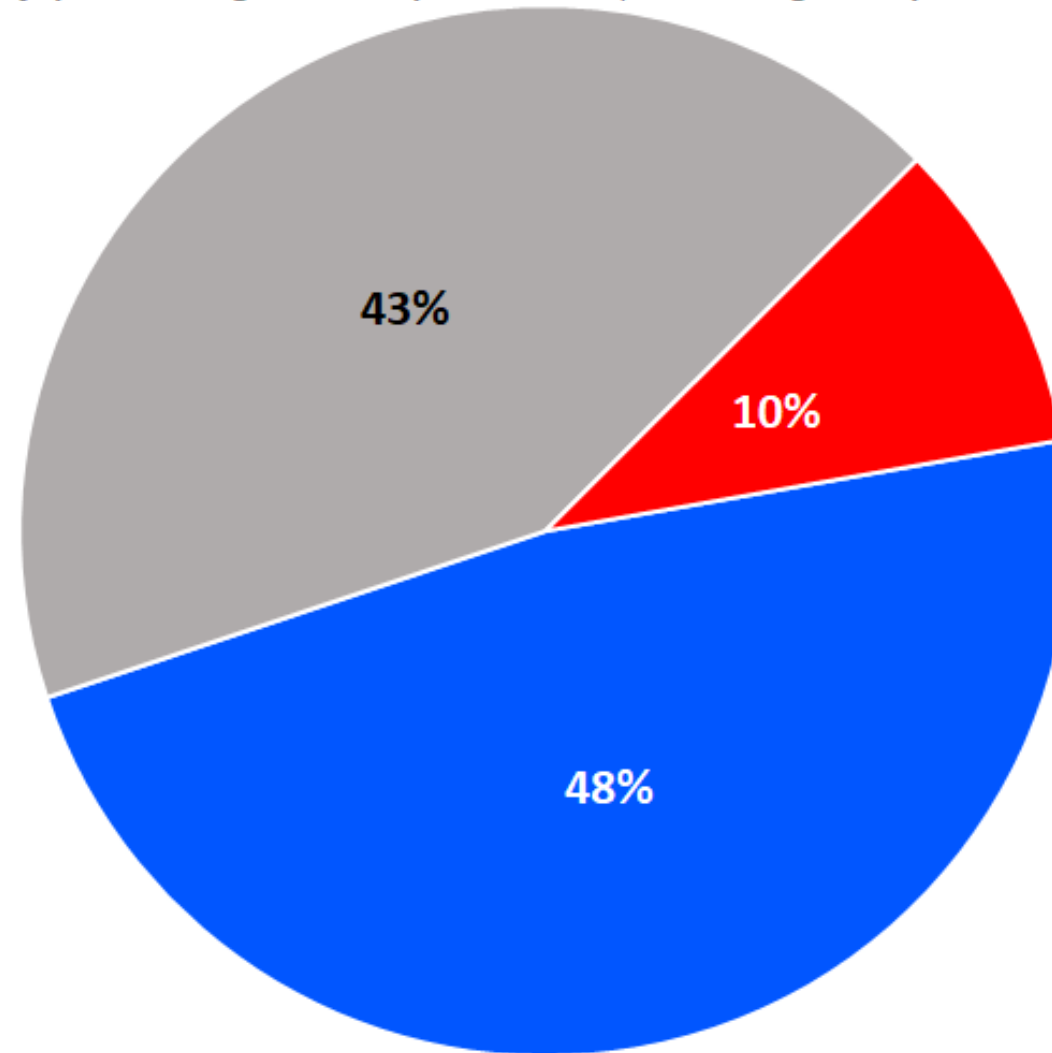
Things to Remember #2



ALTHOUGH
SATISFACTION
HAS
DECREASED,
FORT WORTH
RESIDENTS
HAVE A
POSITIVE
PERCEPTION
OF THE CITY

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 not provided)

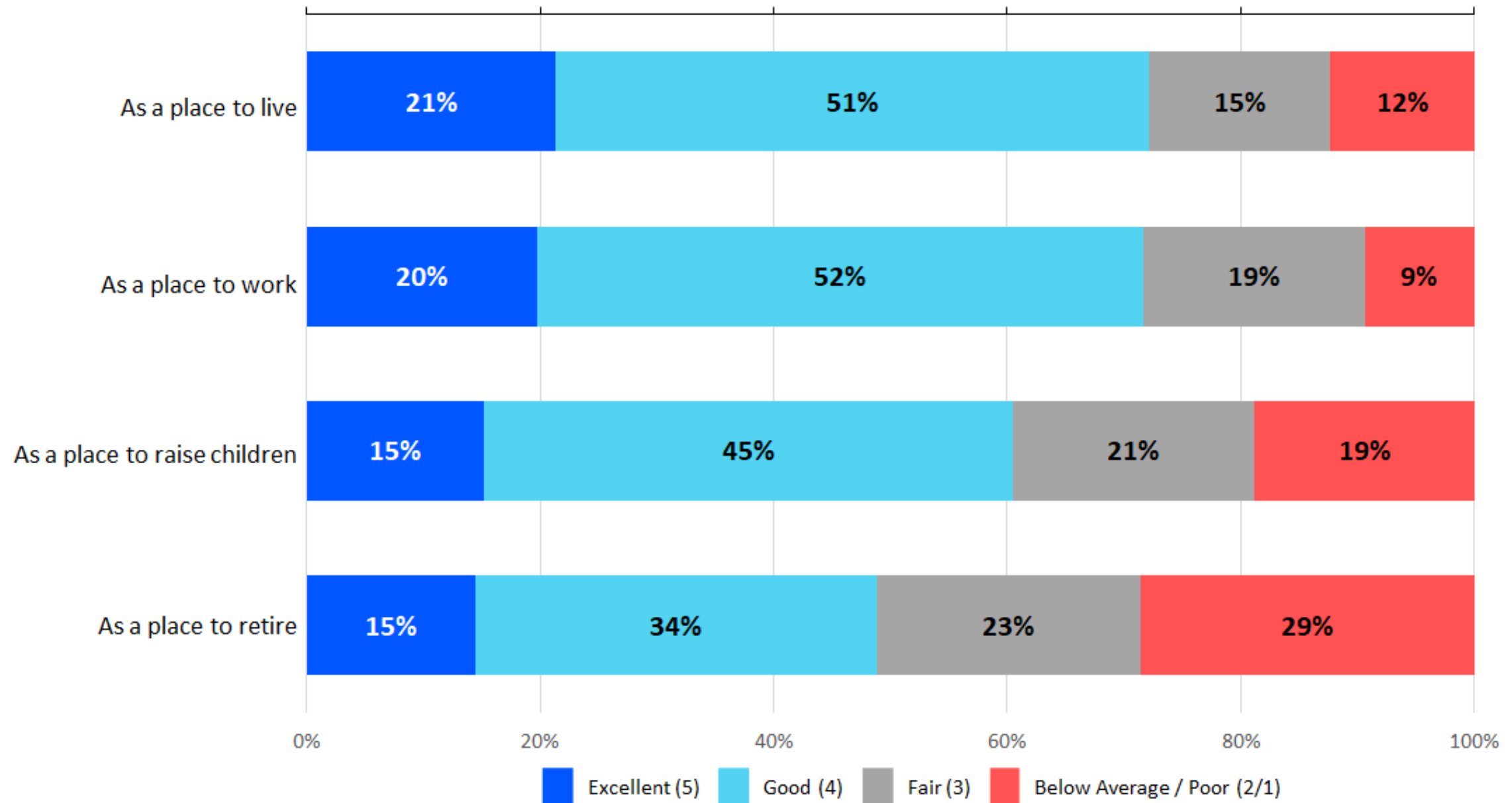


■ Better ■ About the Same ■ Worse

91% Feel the Economy in Fort Worth Is the Same or Better Than the Rest of the U.S.

Q2. Quality of Life in Fort Worth

by percentage of respondents (excluding don't know)



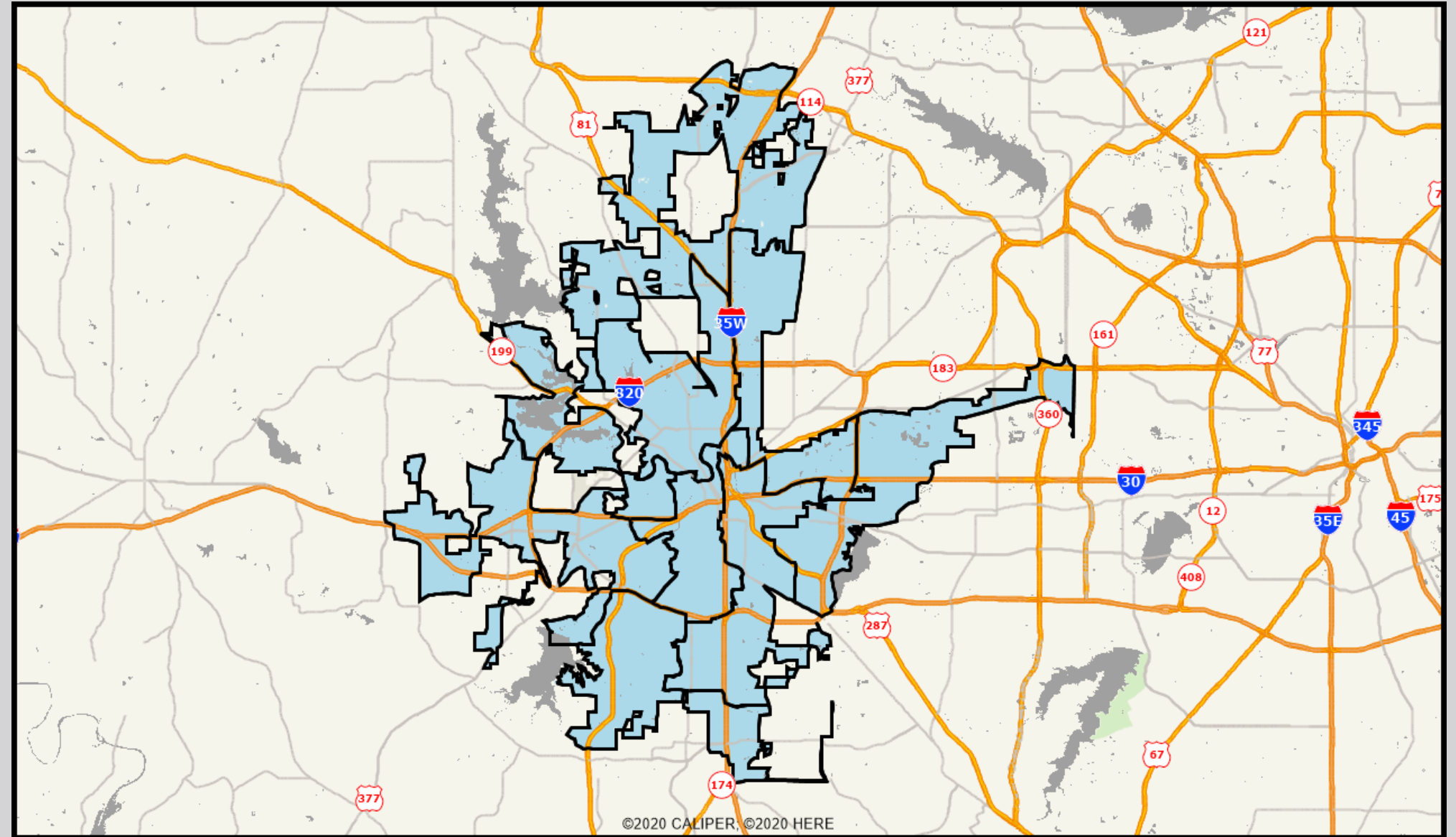
The Majority of Respondents Think Fort Worth Is an Excellent or Good Place to Live, Work and Raise Children

Fort Worth as a Place to Live

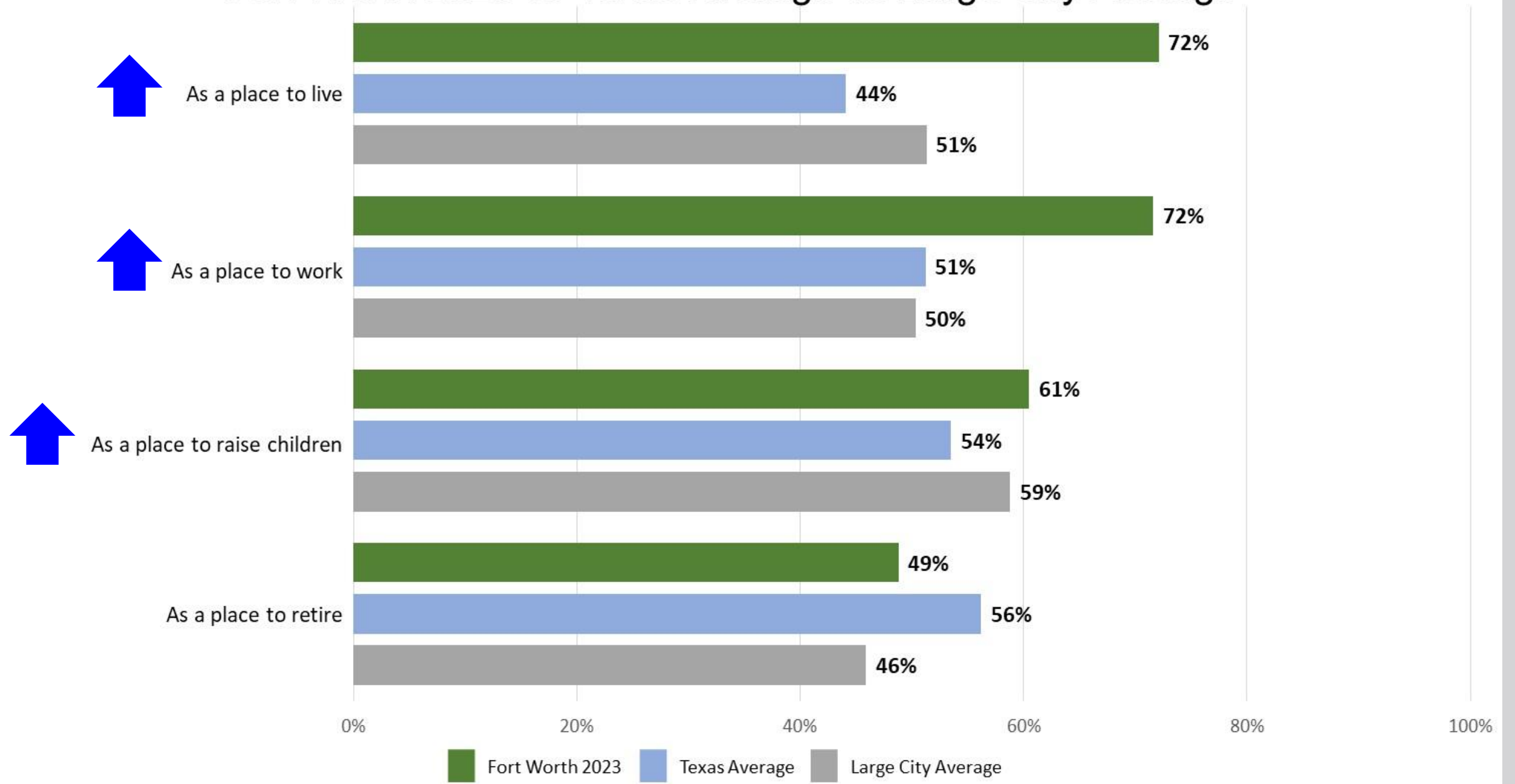
RATINGS ARE HIGH IN ALL DISTRICTS

Legend

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

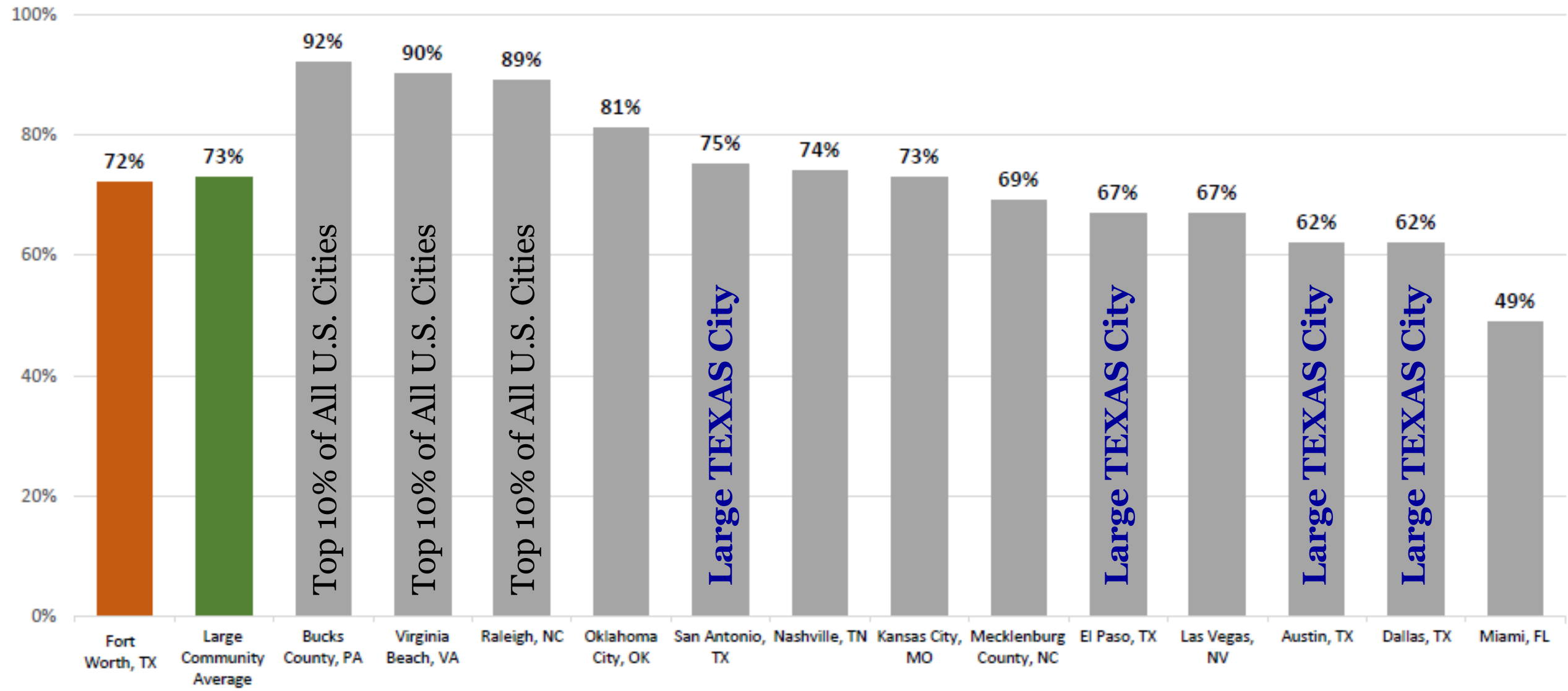


Q2. Quality of Life in Fort Worth Fort Worth 2023 vs Texas Average vs Large City Average



Fort Worth Rates Significantly Above the U.S. Large City Average

How Residents Rate Fort Worth “as a Place to Live” Compared to Other Large U.S. Communities Head-to-Head



Fort Worth Compares Well to Other Large Communities that Conduct Surveys Regularly

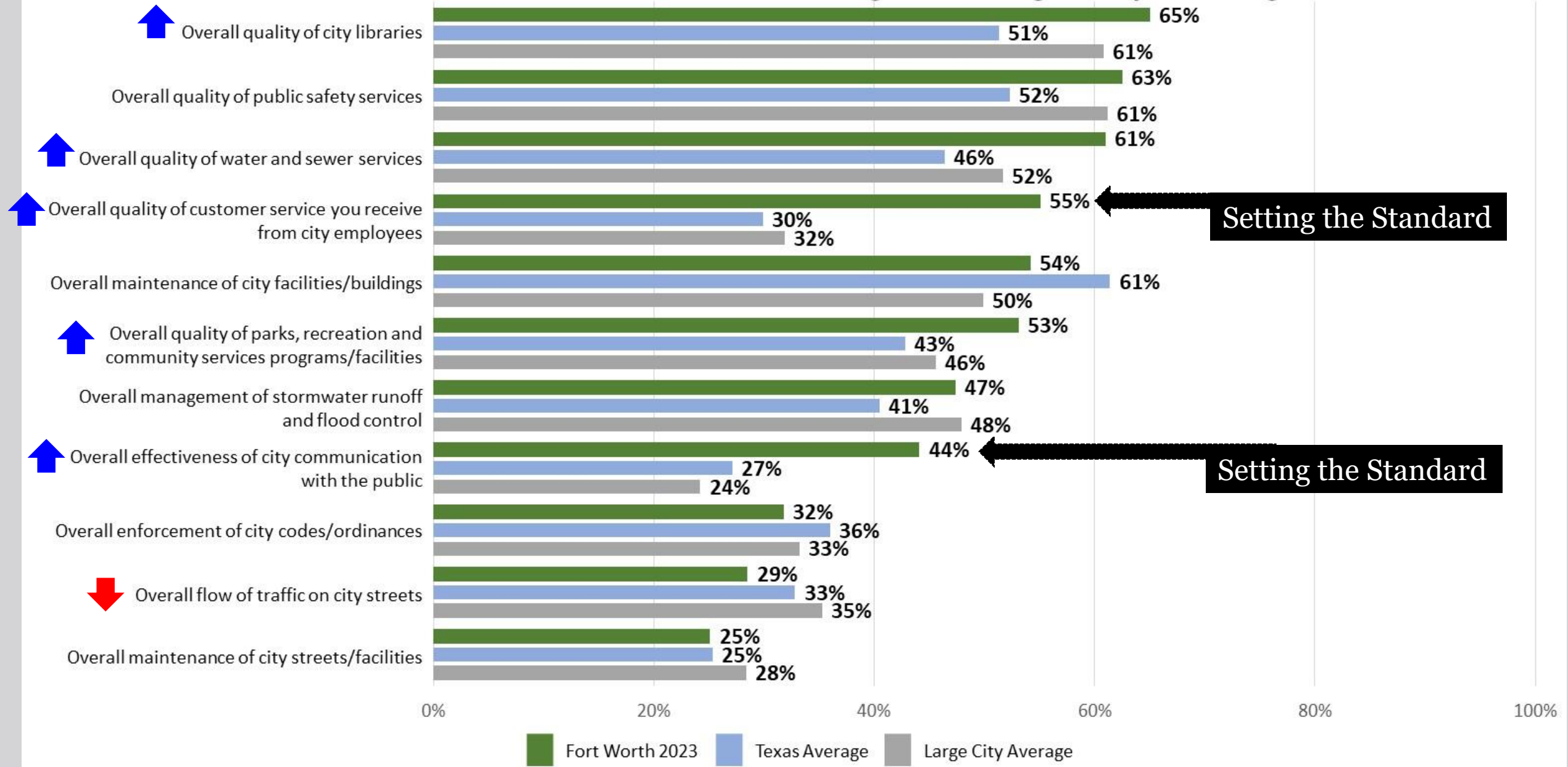
Things to Remember #3



OVERALL
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AVERAGE

Satisfaction with Major City Services

Fort Worth 2023 vs Texas Average vs Large City Average



Setting the Standard

Setting the Standard

↑ 4% or more above the U.S. Large City Average

↓ 4% or more below the U.S. Large City Average

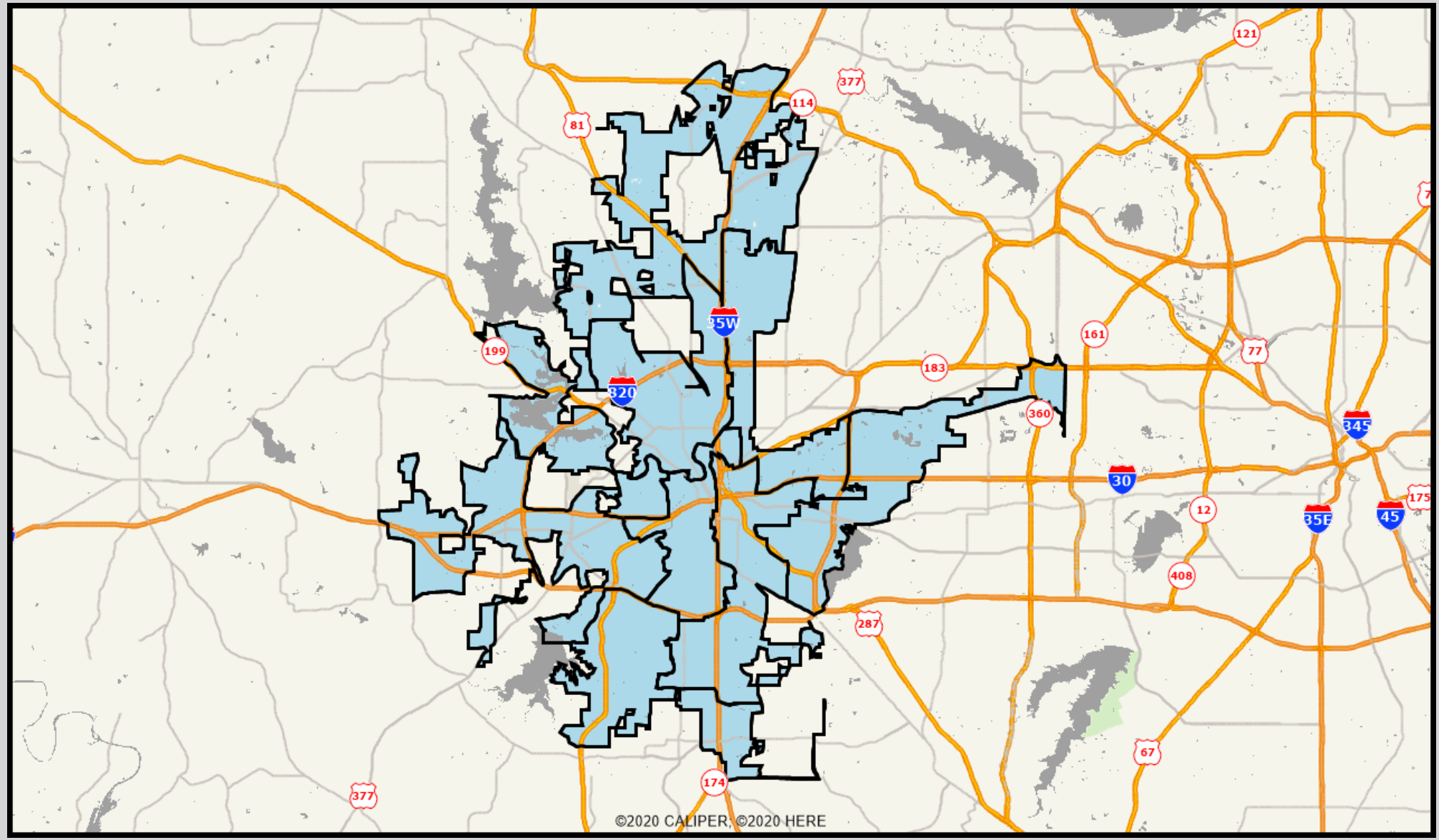
Ratings for Customer Service Are High in All Areas of the City

Customer Service from City Employees

RATINGS ARE HIGH IN ALL DISTRICTS

Legend

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

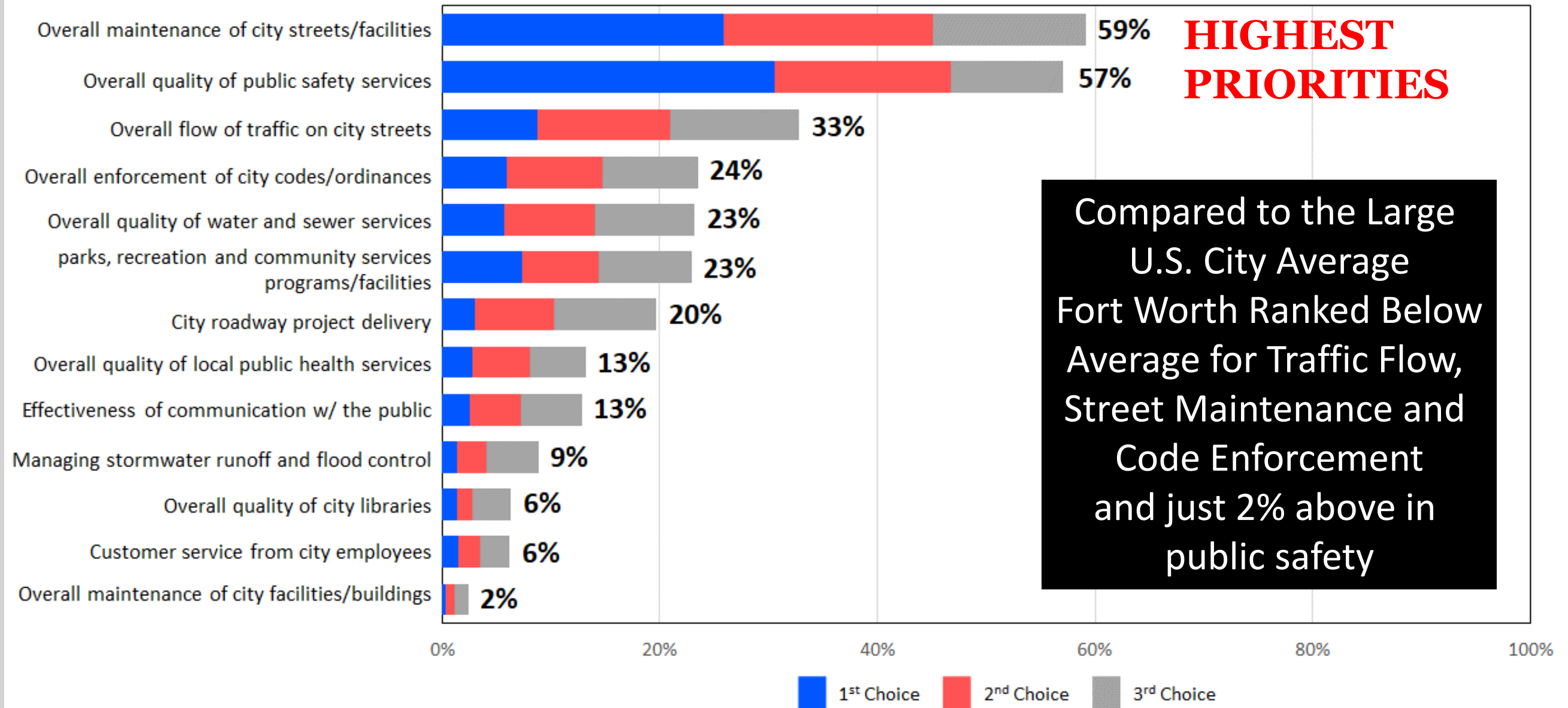


Things to Remember #4



STREET
MAINTENANCE,
TRAFFIC FLOW,
POLICE AND
CLEANLINESS
THE TOP
PRIORITIES
FOR
RESIDENTS

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



2023 Importance-Satisfaction Rating

Fort Worth, Texas

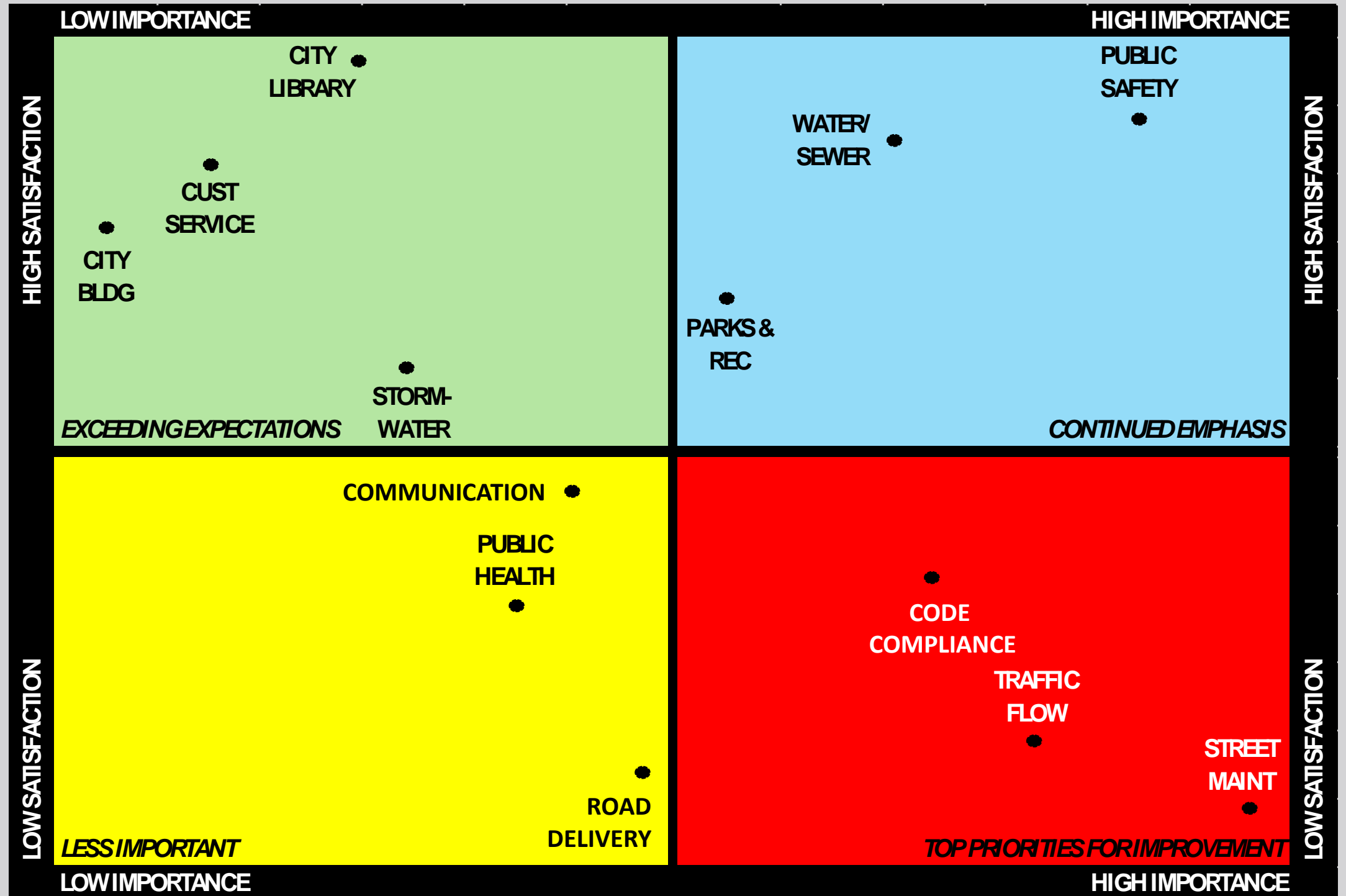
Major City Services



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of city streets/facilities	59%	1	25%	12	0.4434	1
Overall flow of traffic on city streets	33%	3	29%	11	0.2345	2
Overall quality of public safety services (e.g. police and fire)	57%	2	63%	2	0.2138	3
High Priority (IS .10-.20)						
Overall enforcement of city codes/ordinances	23%	4	32%	10	0.1596	4
Overall satisfaction with city roadway project delivery	20%	7	24%	13	0.1492	5
Overall quality of parks, recreation and community services programs/facilities	23%	6	53%	6	0.1074	6
Medium Priority (IS <.10)						
Overall quality of water and sewer services	23%	5	61%	3	0.0909	7
Overall quality of local public health services	13%	8	44%	9	0.0743	8
Overall effectiveness of city communication with the public	13%	9	44%	8	0.0716	9
Overall management of stormwater runoff and flood control	9%	10	47%	7	0.0468	10
Overall quality of customer service you receive from city employees	6%	12	55%	4	0.0274	11
Overall quality of city libraries	6%	11	65%	1	0.0221	12
Overall maintenance of city facilities/buildings	2%	13	54%	5	0.0105	13

Importance-Satisfaction Matrix

Major Categories Of City Services



Top Opportunities
for Improvement
Based on the
Importance-
Satisfaction
Analysis

Street Maintenance and Traffic Flow

Police Services, particularly crime prevention and police visibility

Cleanliness of City streets and public areas along with litter control

Things to Remember #5



AGE IS
AFFECTING
HOW
RESIDENTS
VIEW THE CITY
AND THE
QUALITY OF
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DELIVERY

Significant Gaps Exist in the Way Young Adults & Older Adults Rated Key Indicators on the Survey

Item Assessed on the Survey	Ages 18-34 Years	Ages 65+	Difference
Value of City taxes/fees	27%	52%	-24%
Overall Quality of City services	40%	60%	-20%
As a place to live	66%	82%	-16%
As a place to raise children	52%	69%	-16%
As a place to work	61%	80%	-19%
As a place to retire	34%	67%	-33%
Police Services	48%	65%	-16%
Availability of information from City	35%	51%	-16%
% Rating a 4 or 5 on a 5 point scale (5 is best)			

Gaps for these key indicators are greater based on age than race and other demographic factors

Services with the greatest gaps in satisfaction are related to police and communication

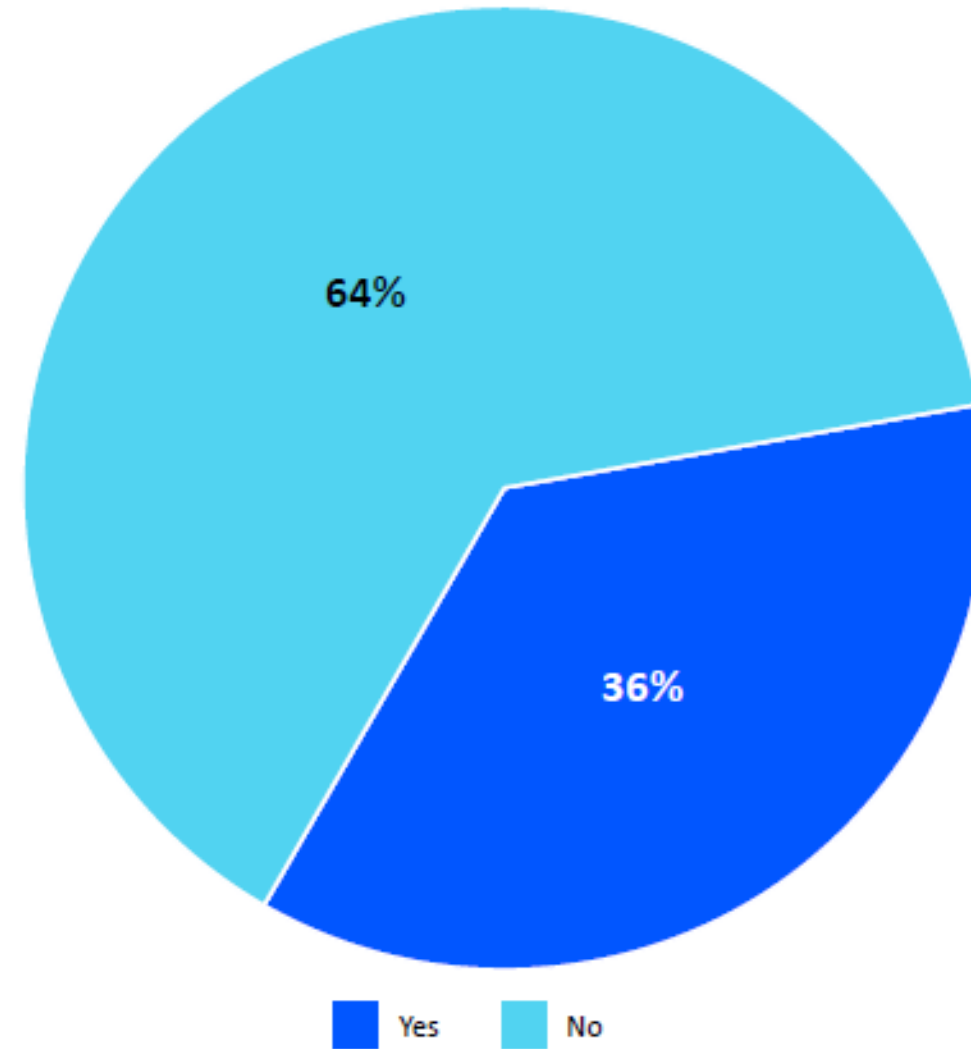
OTHER FINDINGS

Fort Worth
Residents
Are More
Likely
to Volunteer

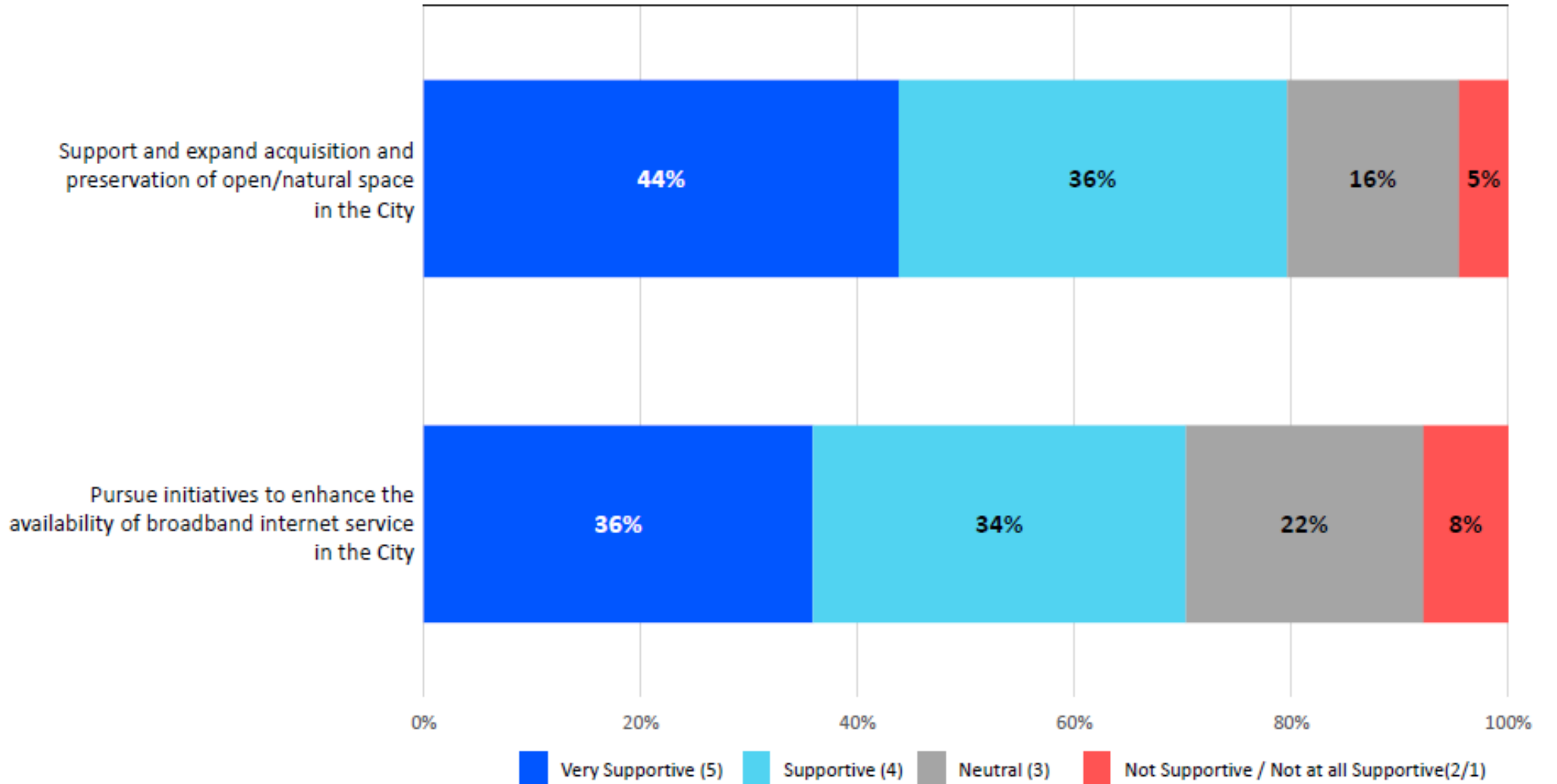
U.S. Average
23.2%

Q35. Do you volunteer in the community at least one hour per month?

by percentage of respondents



Q21. How much do you support these City initiatives by percentage of respondents (excluding don't know)

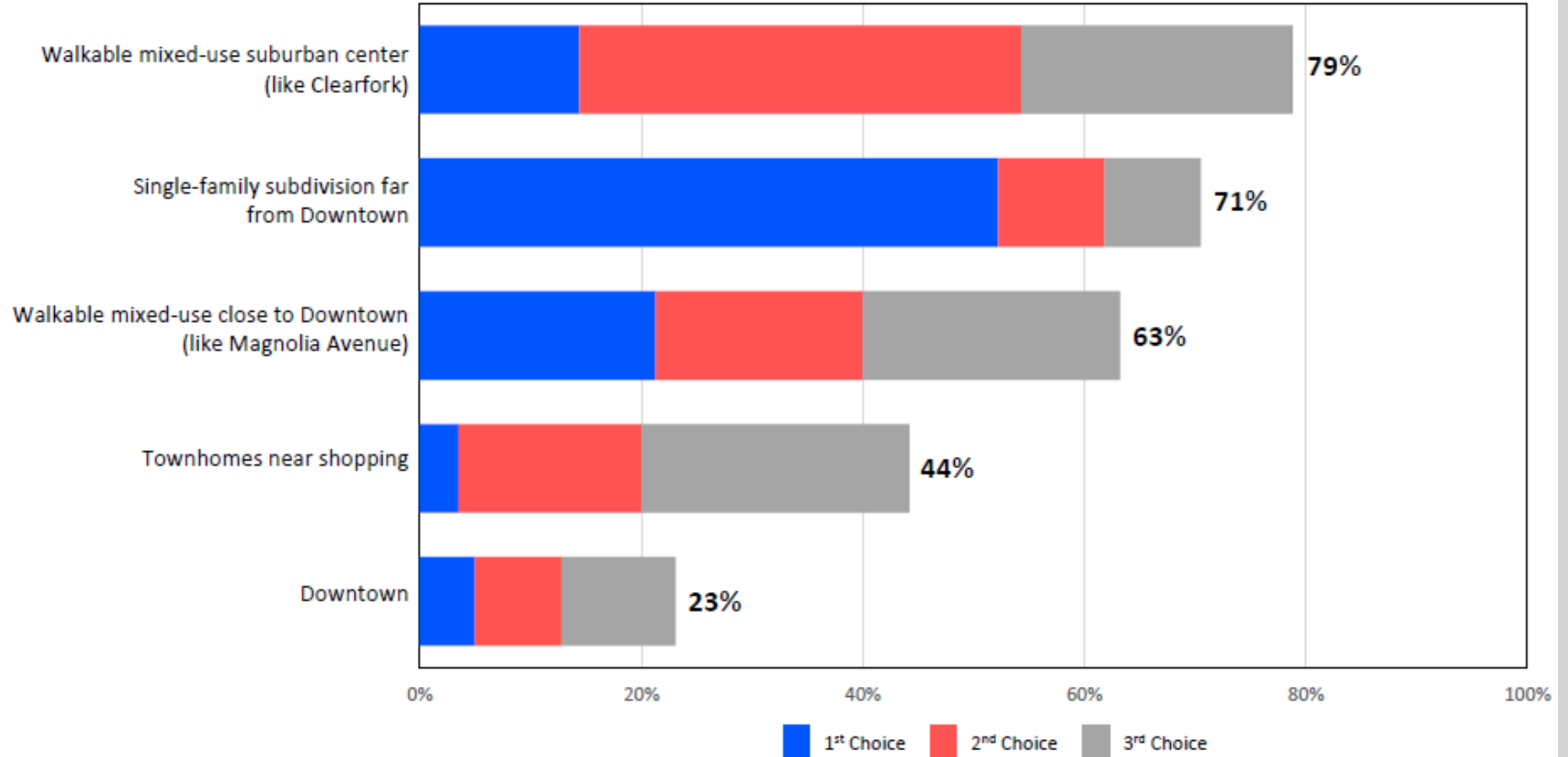


High Levels of Support For Both Initiatives

Significant Interest in Mixed Use Development

Q25. Please rank in priority order the kind of neighborhood you would prefer to live in, if you could live in any kind.

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



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Questions?



Thank You!!