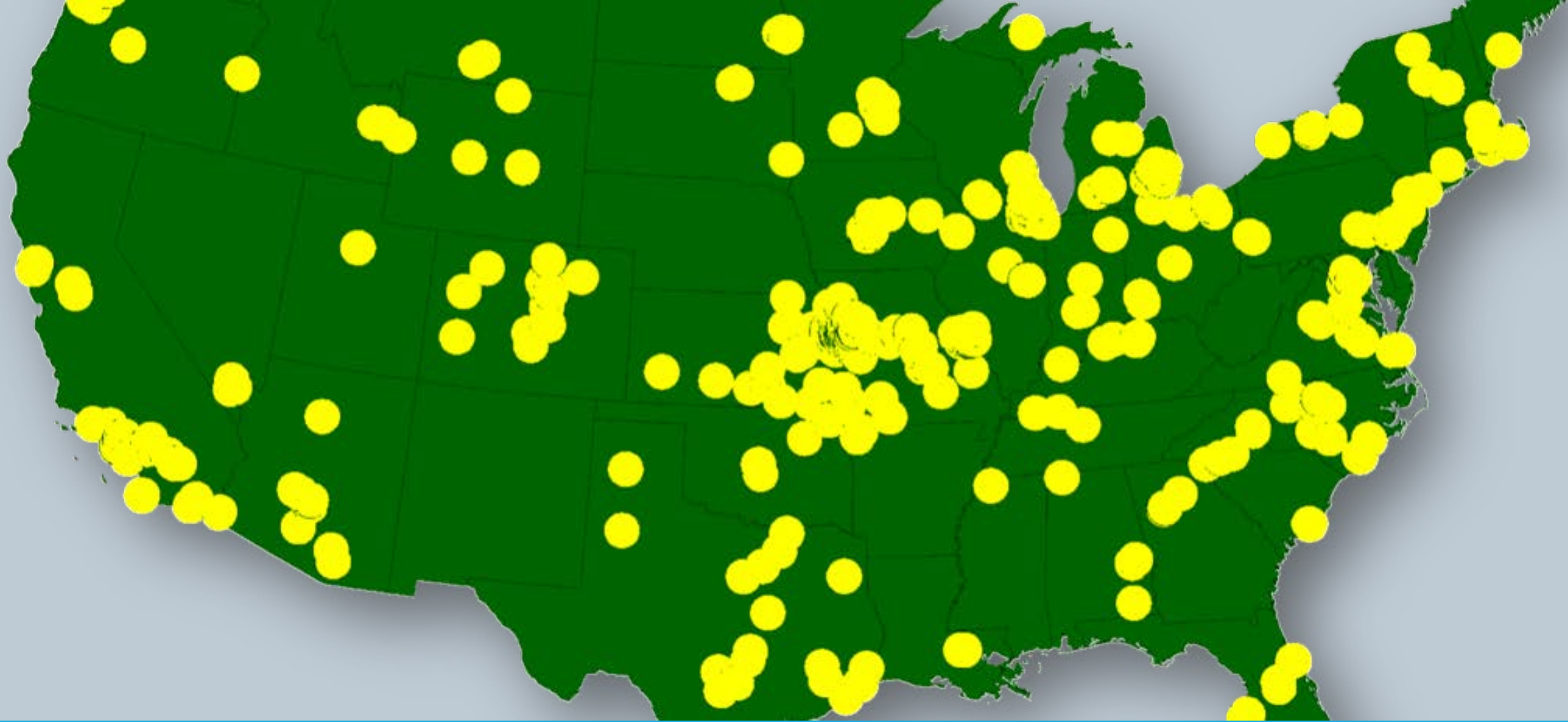


City of DeSoto Resident Survey

PRESENTED BY  ETC
INSTITUTE



A National Leader in Market Research for Local Governmental Organizations

More than 2,000,000 Persons Surveyed Since 2009 in more than 900 cities in 49 states

Helping organizations make better decisions

Agenda

Purpose, Methodology, and Demographics

Bottom Line Upfront

Major Findings

Summary

Questions

Purpose

To objectively assess resident satisfaction with the delivery of City services

To compare the City's performance with residents in other communities both regionally and nationally

To help determine priorities for the community

Methodology

Survey Description

- Seven-page survey
- First Resident Survey conducted for the City by ETC Institute

Method of Administration

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

Sample Size

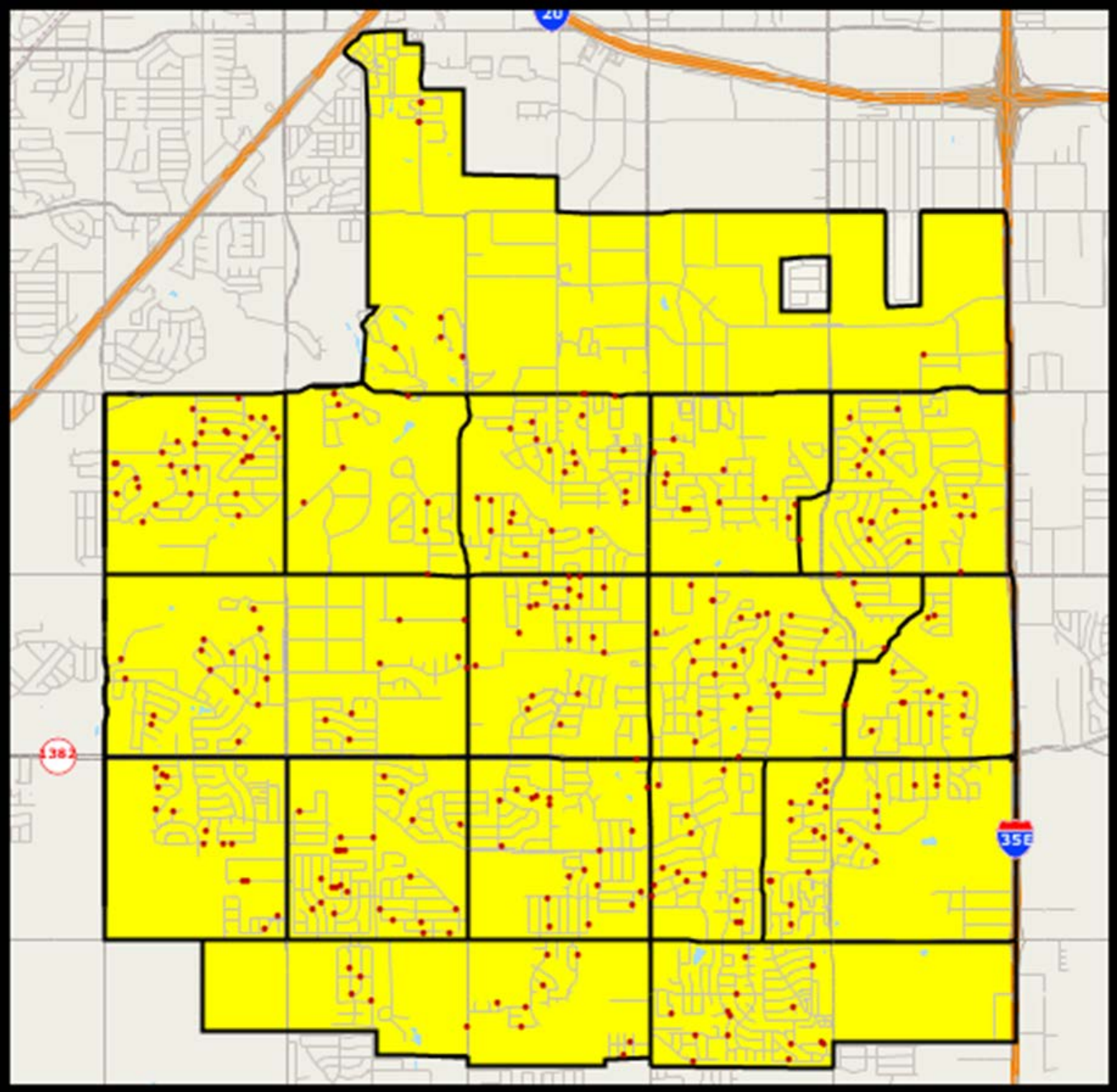
- **Goal:** 300 surveys
- **Actual:** 315 surveys

Margin of Error

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

Location of Survey Respondents

Good distribution of responses throughout the City



City of DeSoto Community Survey

Bottom Line Up Front

Residents Have a Positive Perception of the City

- 77% of respondents indicated they are satisfied with the City as a place to live
- 68% of respondents indicated they are satisfied with the quality of life in the City

DeSoto Is Setting the Standard for the Delivery of City Services

- The City rated the same as or above the Texas Average in 46 of the 62 areas (74%) that were compared
- The City rated 33% over the Texas average for the overall quality of customer service provided by City employees
 - City employees are truly setting the standard for customer service

Top Priorities for Improvement

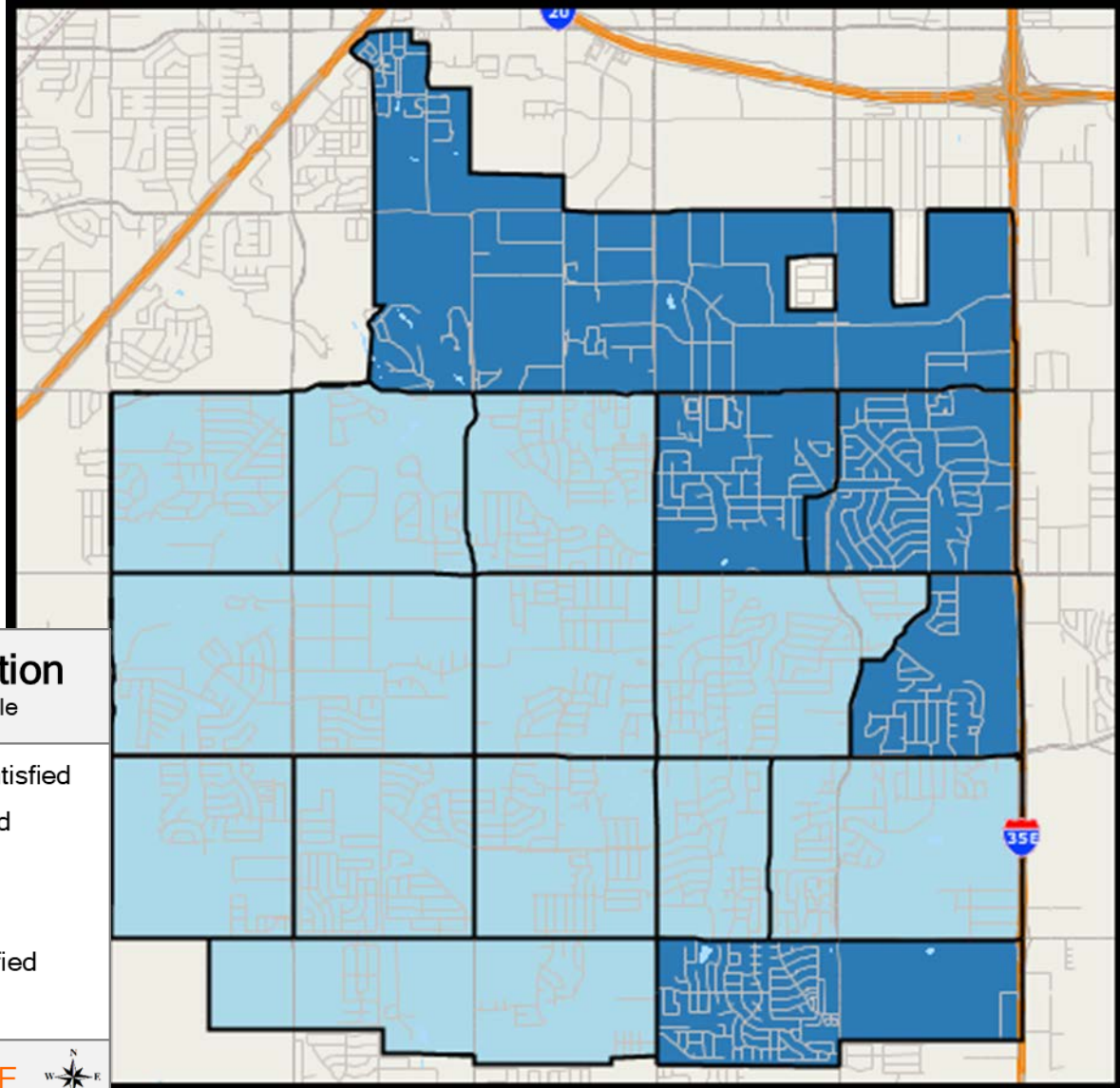
- Enforcement of City codes and ordinances
- Quality of City water and sewer utilities
- Quality of City streets
- Adequacy of City street lighting
- Visibility of police in neighborhoods

Q3-01 Satisfaction with DeSoto as a place to live

DeSoto as a Place to Live

ALL areas of the map are in blue

The City is equitably providing services to all residents in the City



Citizen Satisfaction
Mean rating on a 5-point scale

Red	1.0-1.8 Very Dissatisfied
Orange	1.8-2.6 Dissatisfied
Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Satisfied
Dark Blue	4.2-5.0 Very Satisfied
Grid Pattern	No Response

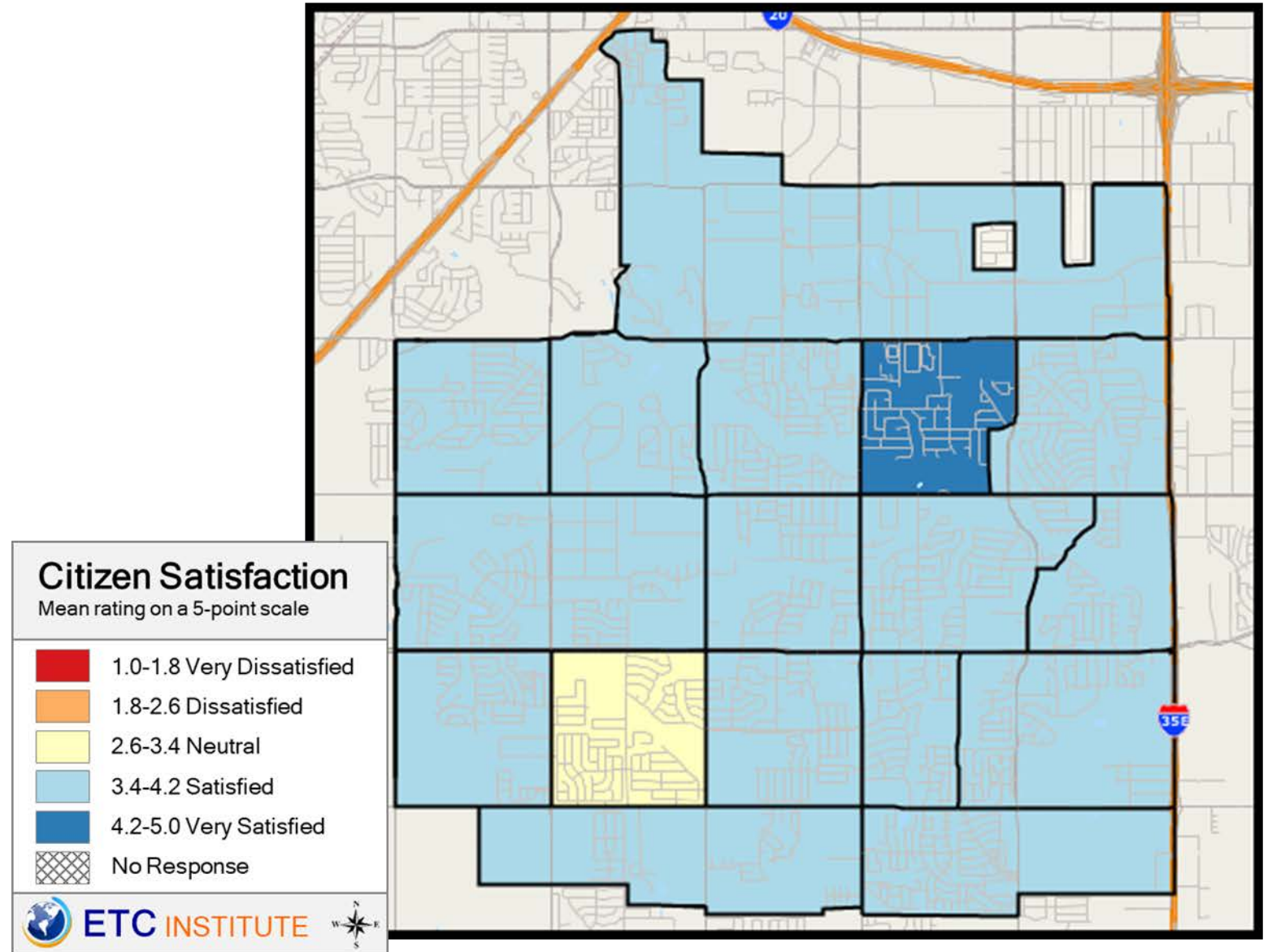
ETC INSTITUTE

Q3-06 Satisfaction with overall quality of life in DeSoto

Overall Quality of Life in DeSoto

Most areas of the map are in blue

Only one area showed lower levels of satisfaction

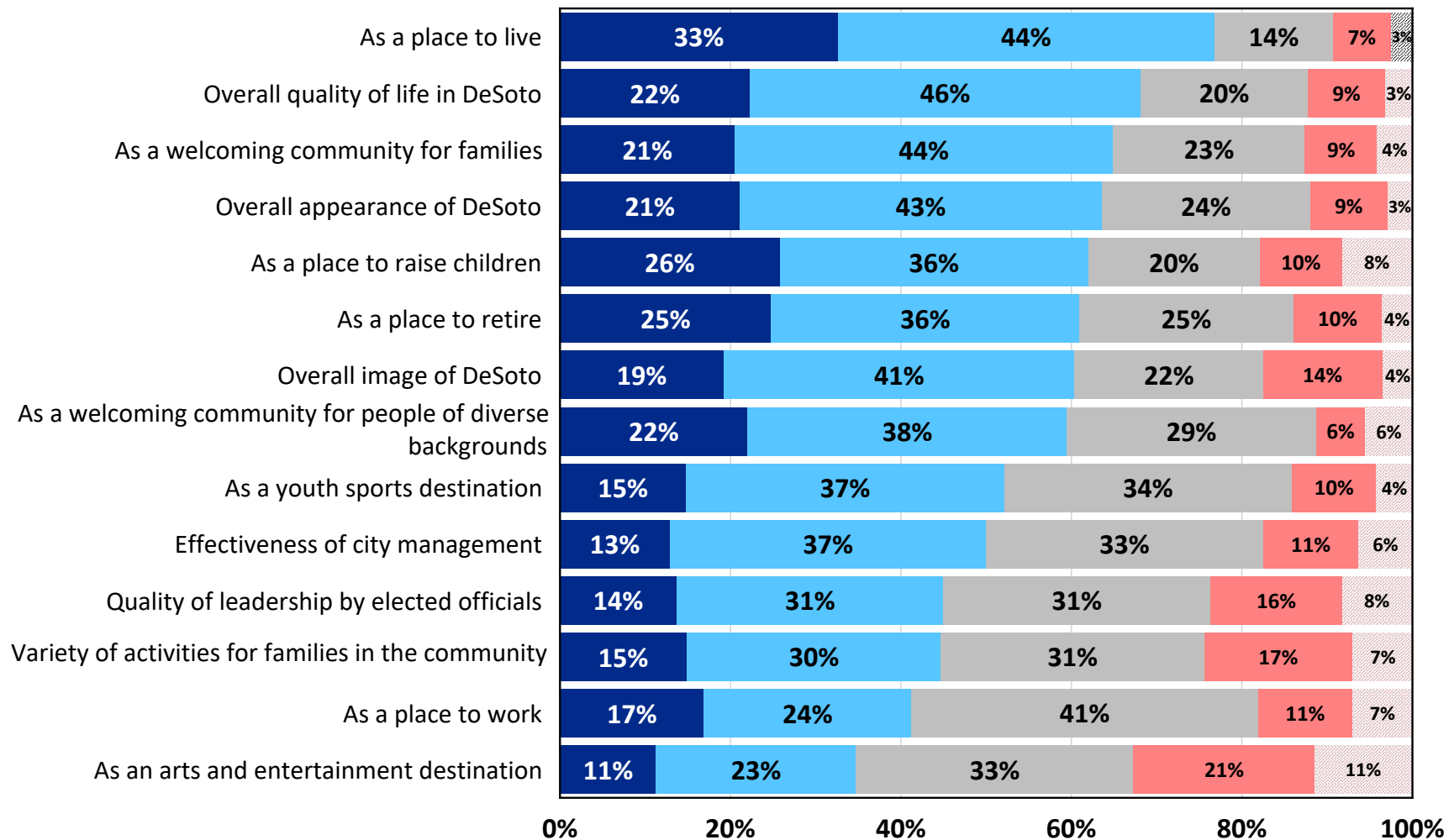


Perceptions

MOST RESIDENTS HAVE A POSITIVE PERCEPTION OF THE CITY

Q3. Satisfaction with Items That Influence Perceptions of the City

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



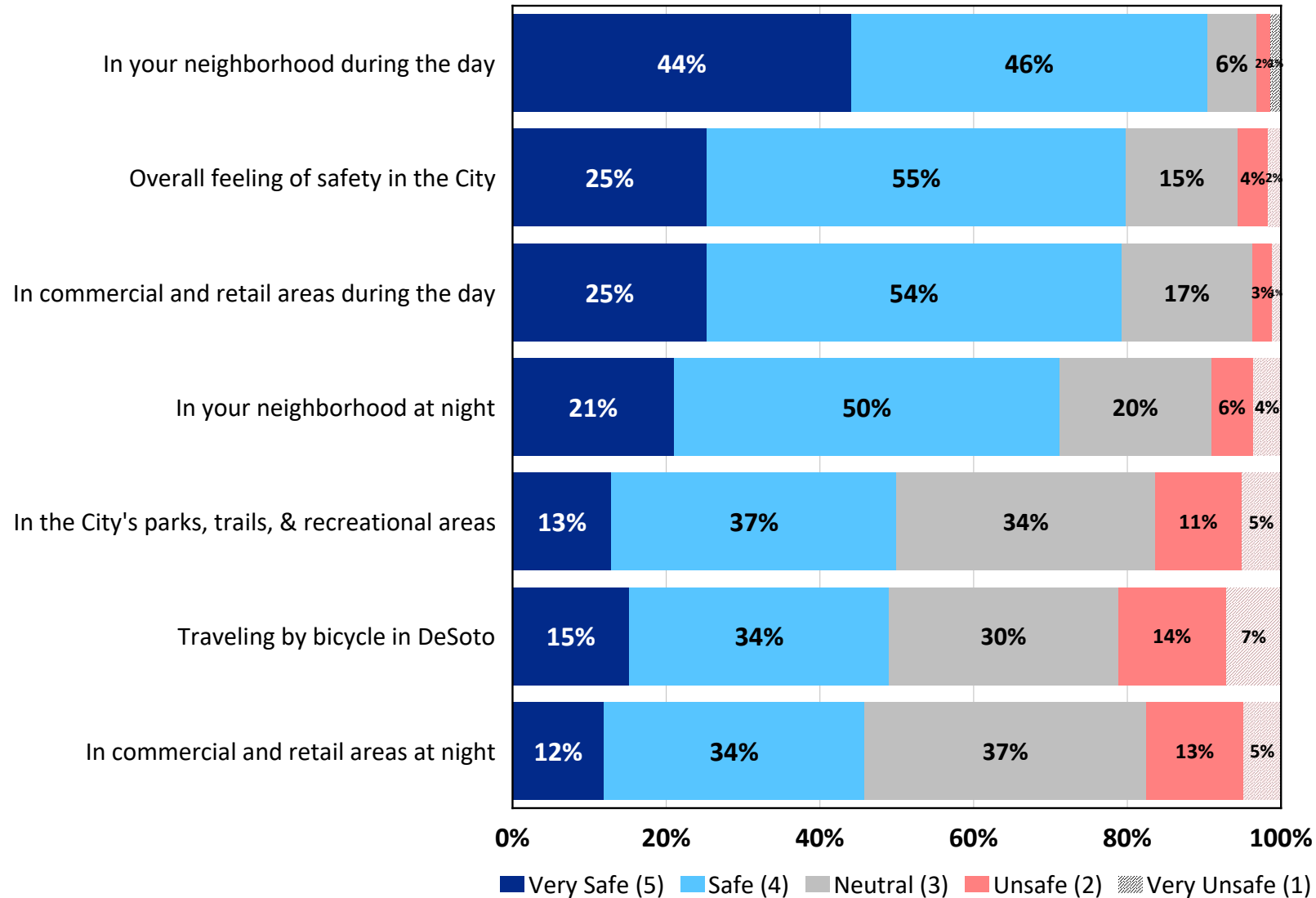
Source: ETC Institute (2020)

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

Low Levels of Satisfaction for ALL Items Rated

Q16. Feeling of Safety in DeSoto

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

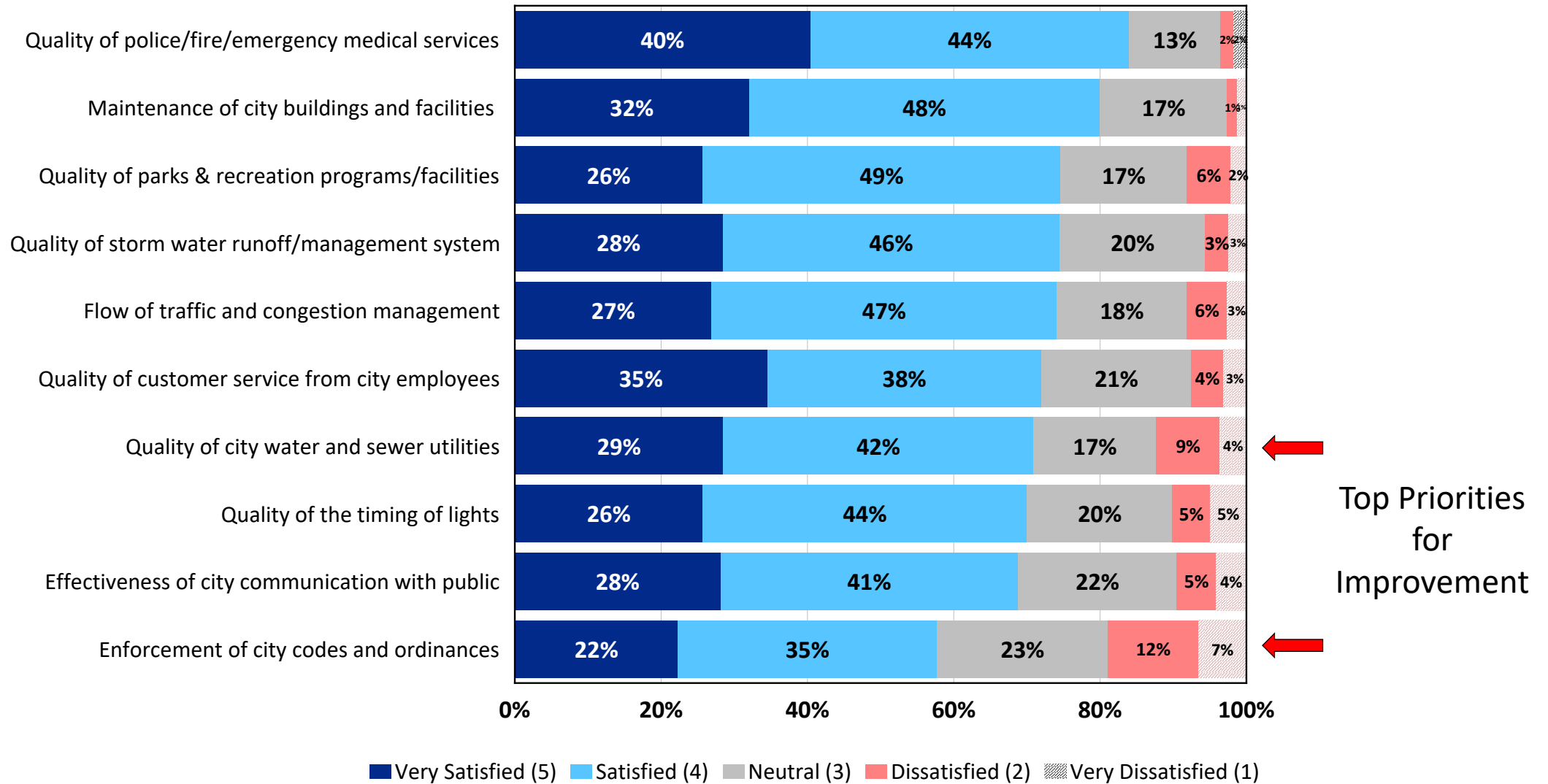


Source: ETC Institute (2020)

Most Residents Feel Safe In Their Community

Q1. Satisfaction with Major Categories of City Services

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



Top Priorities for Improvement

Over 55% of Residents Were Satisfied with All 10 of the Services Rated

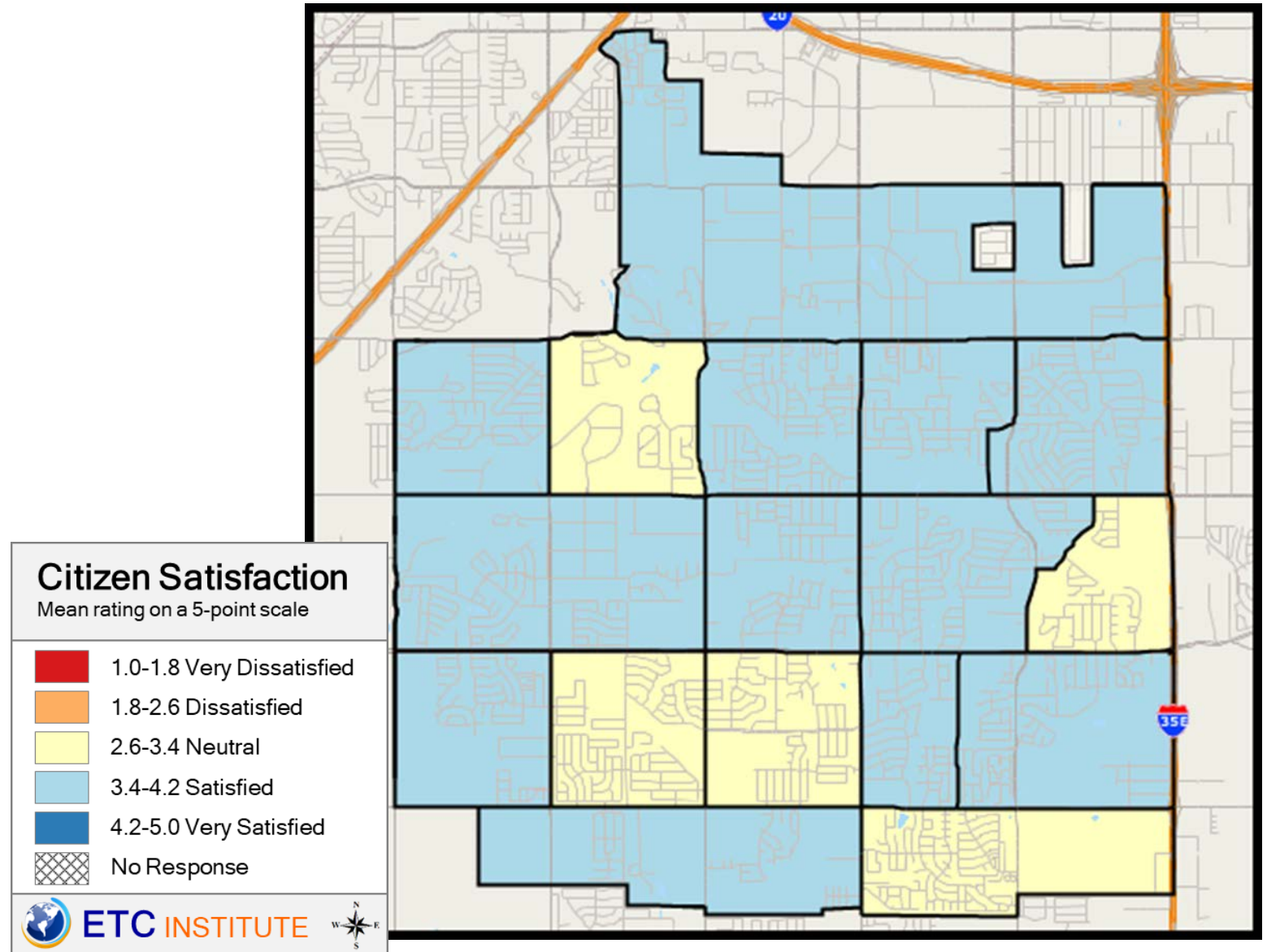
Overall Enforcement of City Codes and Ordinances

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction

Q1-05 Satisfaction with overall enforcement of city codes and ordinances



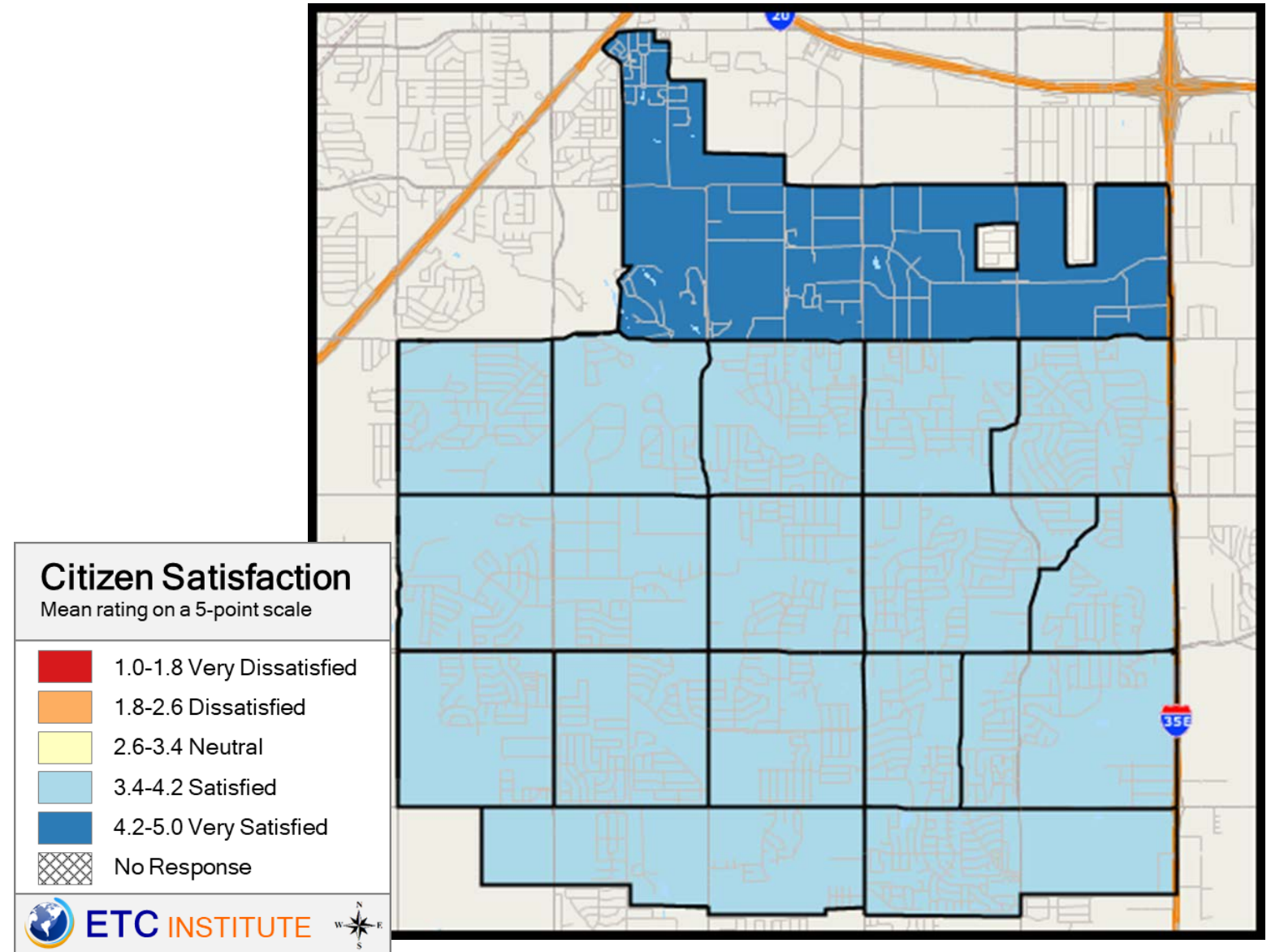
Overall Quality of City Water and Sewer Utilities

This item was determined to be the second highest priority for improvement based on the Importance-Satisfaction Analysis

Although no areas are yellow or orange most of the community indicated this item is very important for the City to emphasize

Areas in blue indicate higher levels of satisfaction

Q1-04 Satisfaction with overall quality of city water and sewer utilities



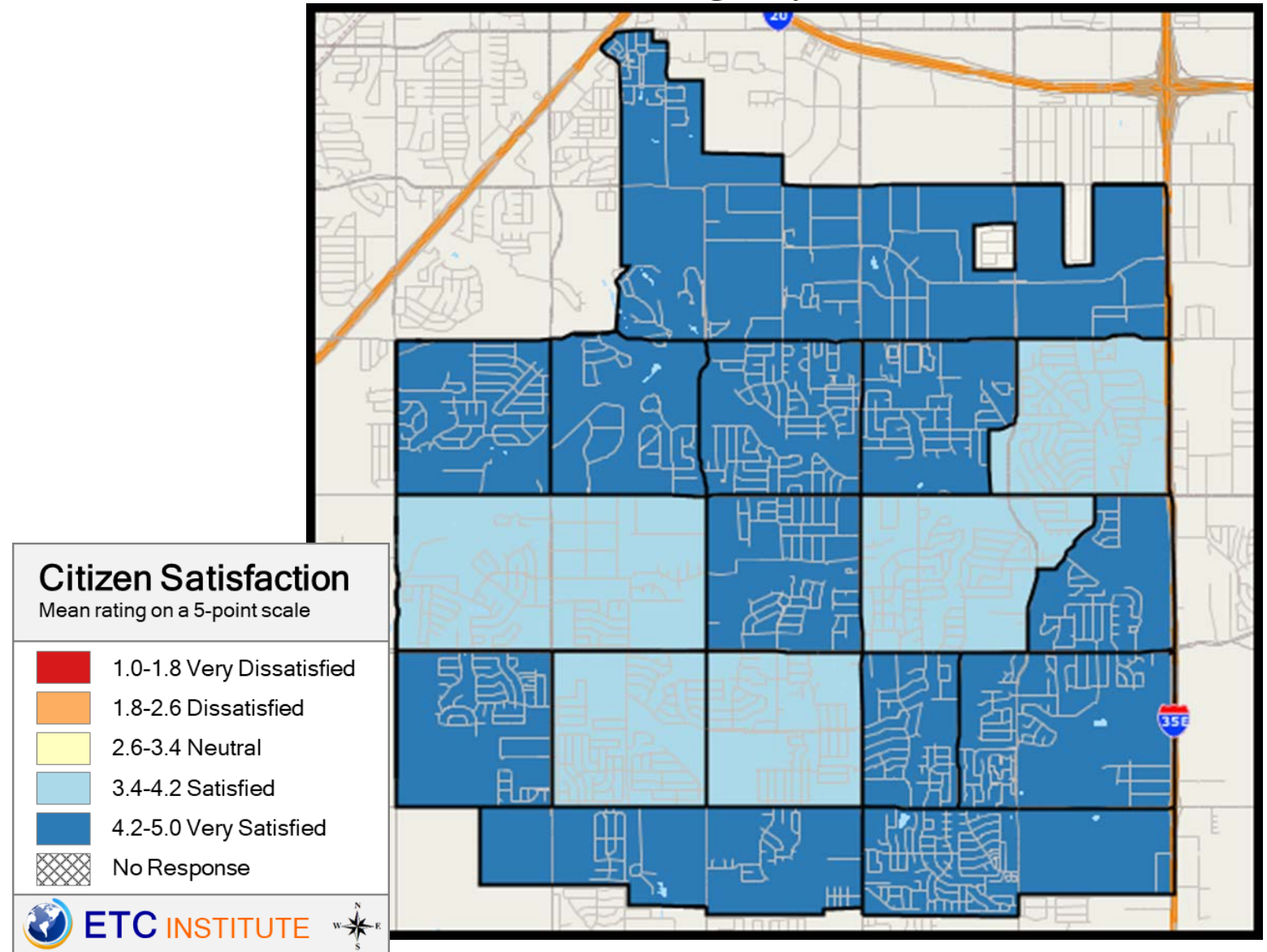
Overall Quality of Police, Fire, and EMS

This item was determined to be the third highest priority for improvement based on the Importance-Satisfaction Analysis, but was NOT determined to be a High Priority

Overall, 84% of respondents indicated this item was very important for the City to emphasize

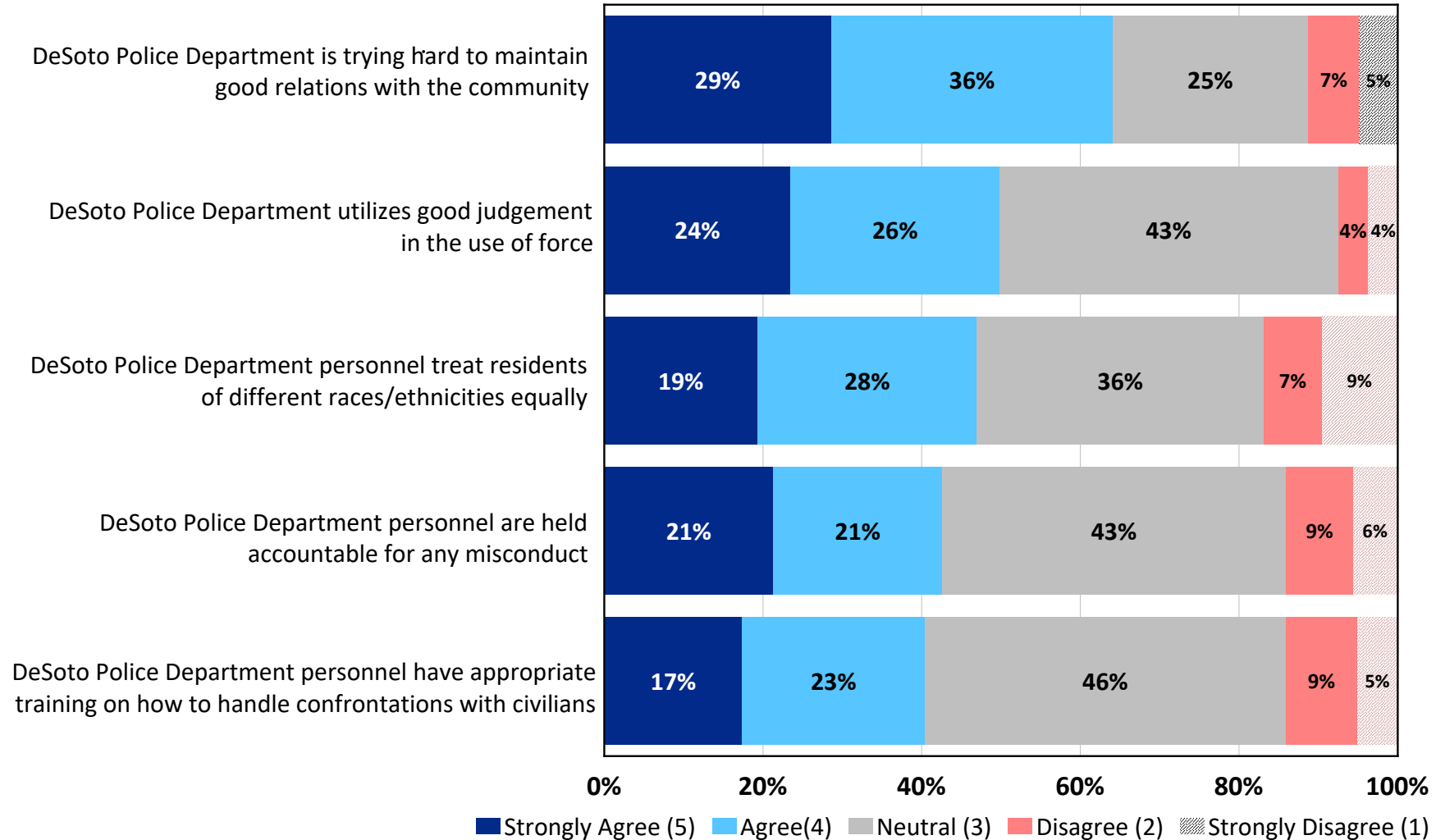
This item is important to nearly all residents

Q1-01 Satisfaction with overall quality of police, fire, and emergency medical services



Q8. Agreement With the Following Statements Related to the DeSoto Police Department

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



Source: ETC Institute (2020)

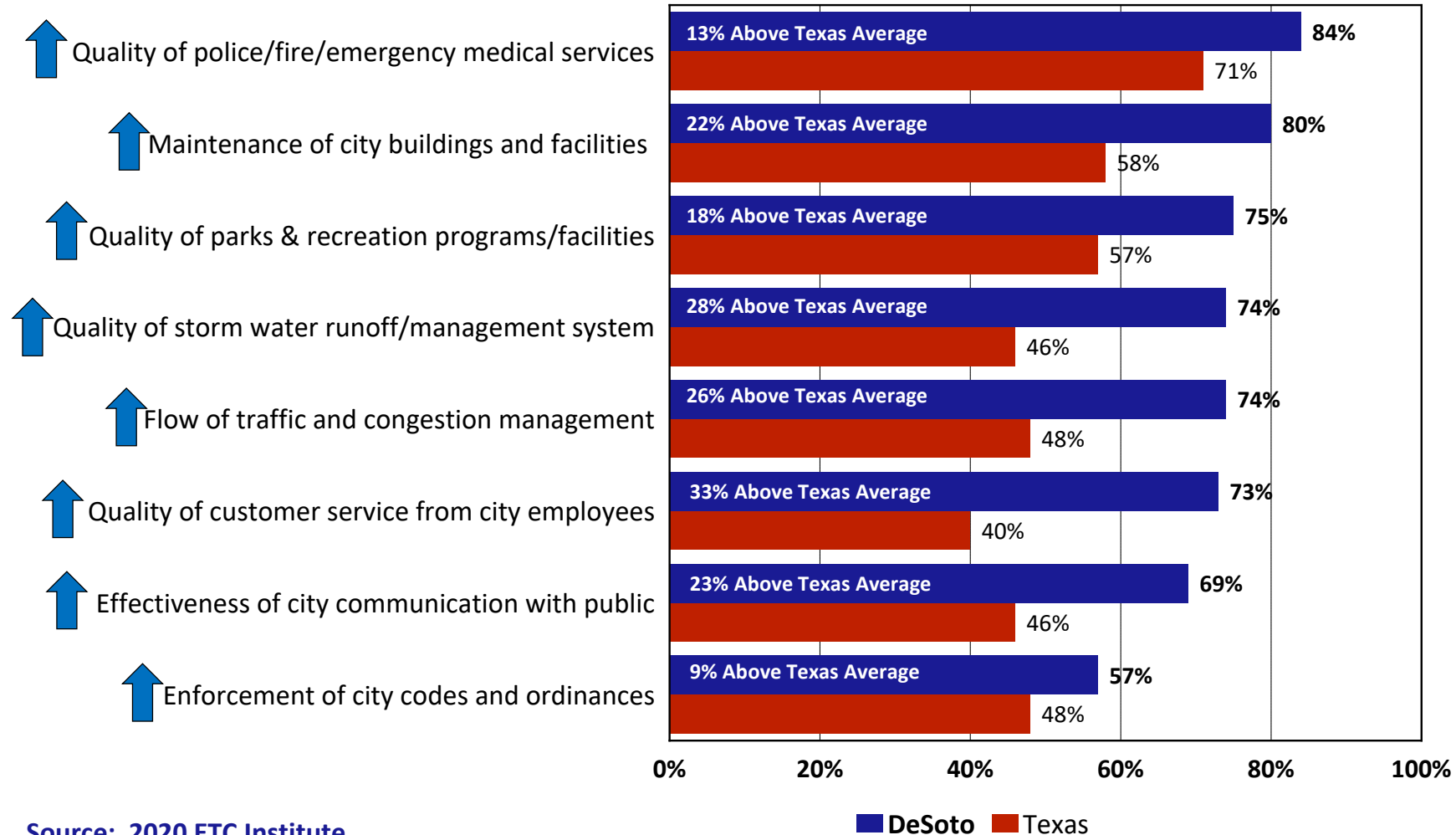
Benchmarks

DESOTO RATES SIGNIFICANTLY HIGHER THAN THE STATE AVERAGES
IN MANY KEY CATEGORIES

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")

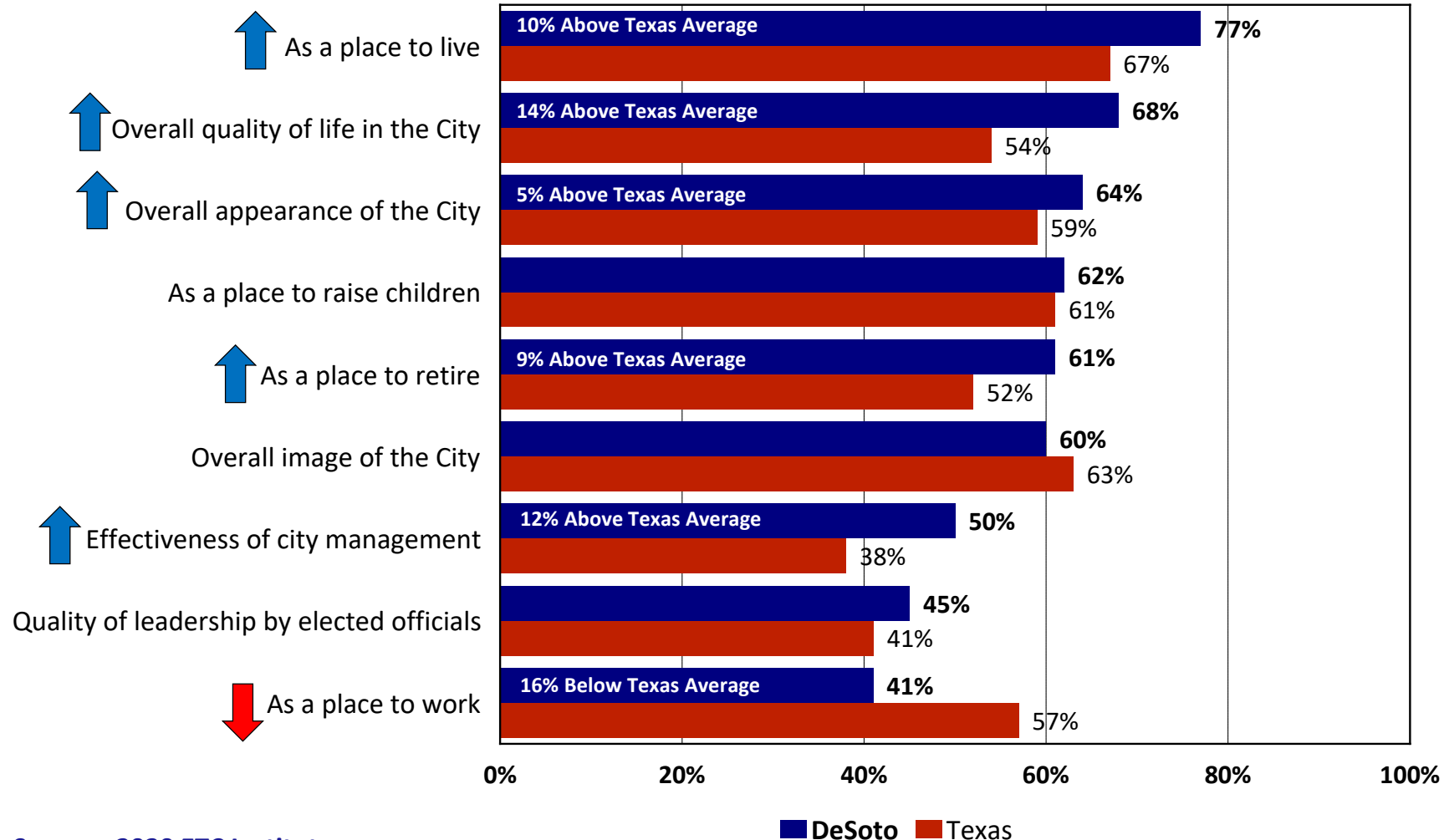


Significantly Higher Than Texas Average: ↑

Significantly Lower Than Texas Average: ↓

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: 2020 ETC Institute

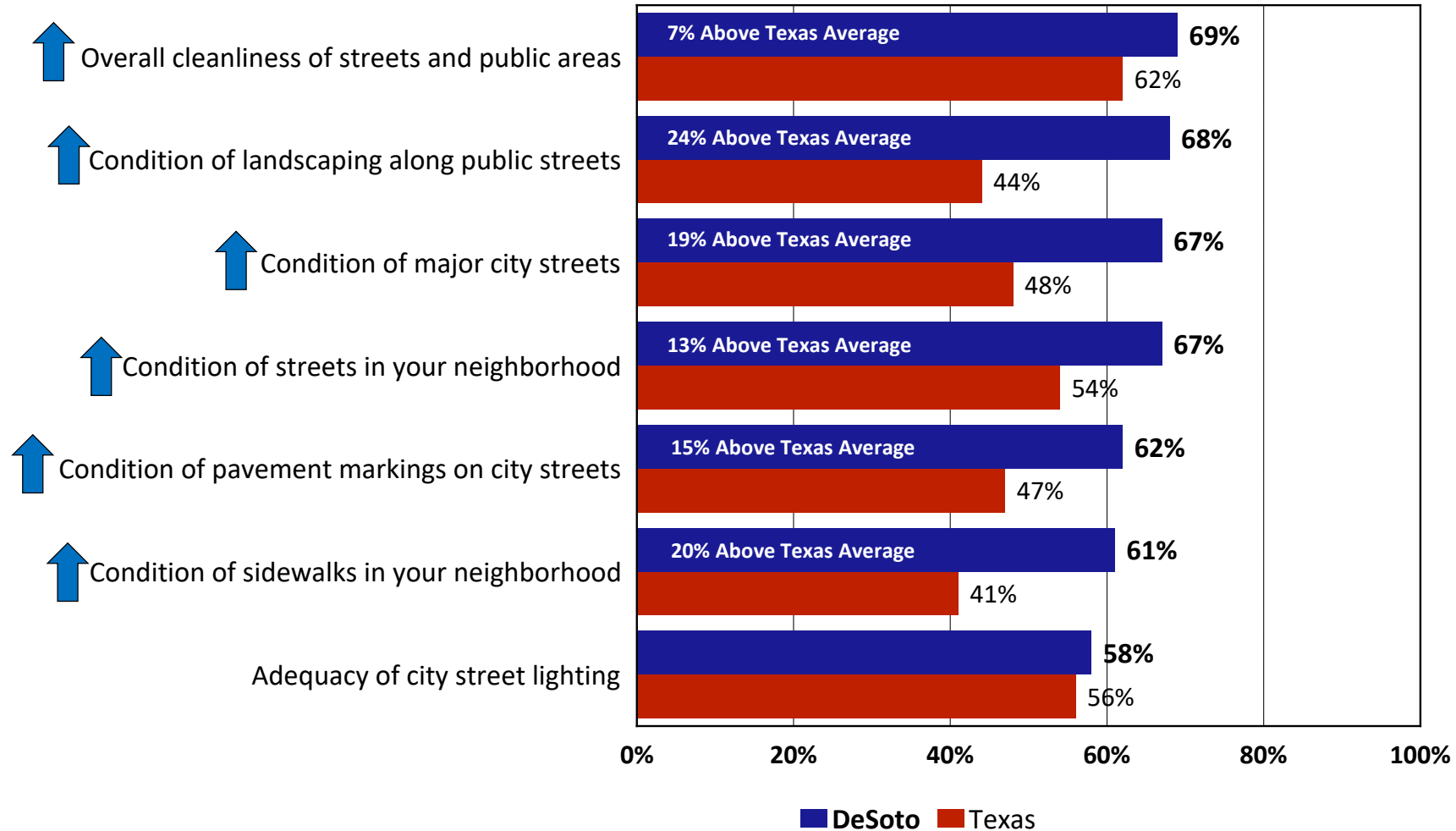
Significantly Higher Than Texas Average: ↑

Significantly Lower Than Texas Average: ↓

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")



Source: 2020 ETC Institute

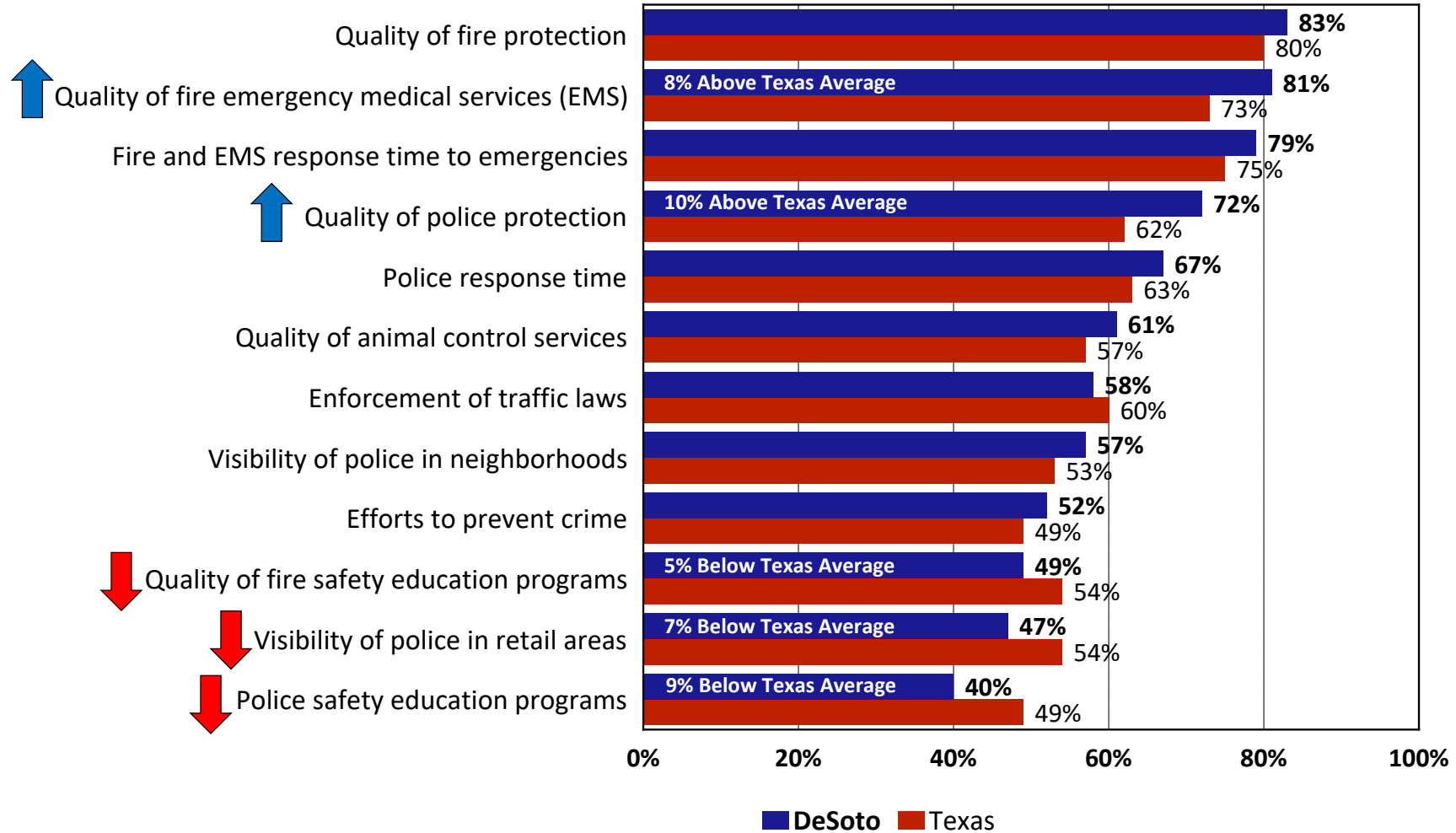
Significantly Higher Than Texas Average: ↑

Significantly Lower Than Texas Average: ↓

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")



Source: 2020 ETC Institute

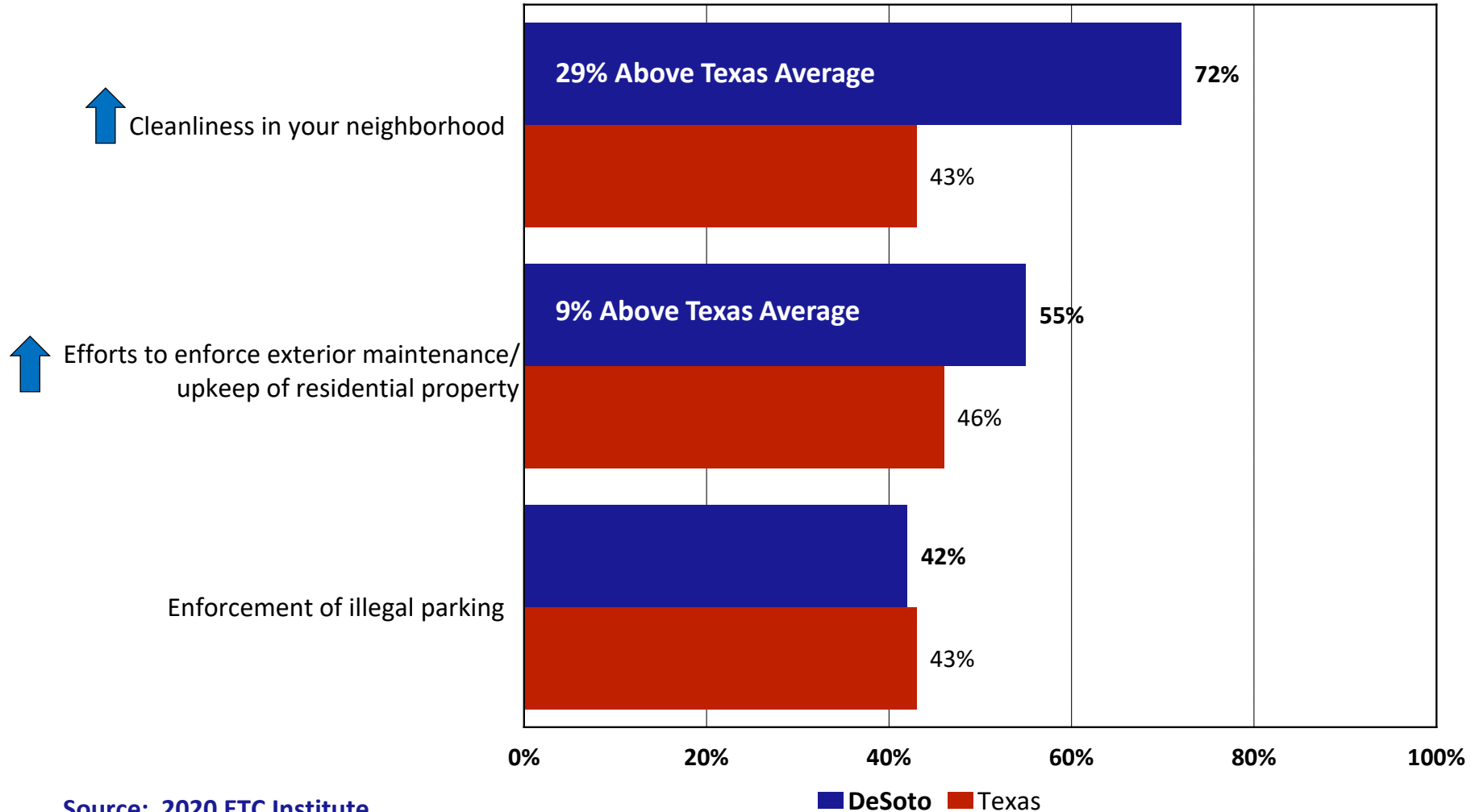
Significantly Higher Than Texas Average: ↑

Significantly Lower Than Texas Average: ↓

Satisfaction with Code Enforcement

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: 2020 ETC Institute

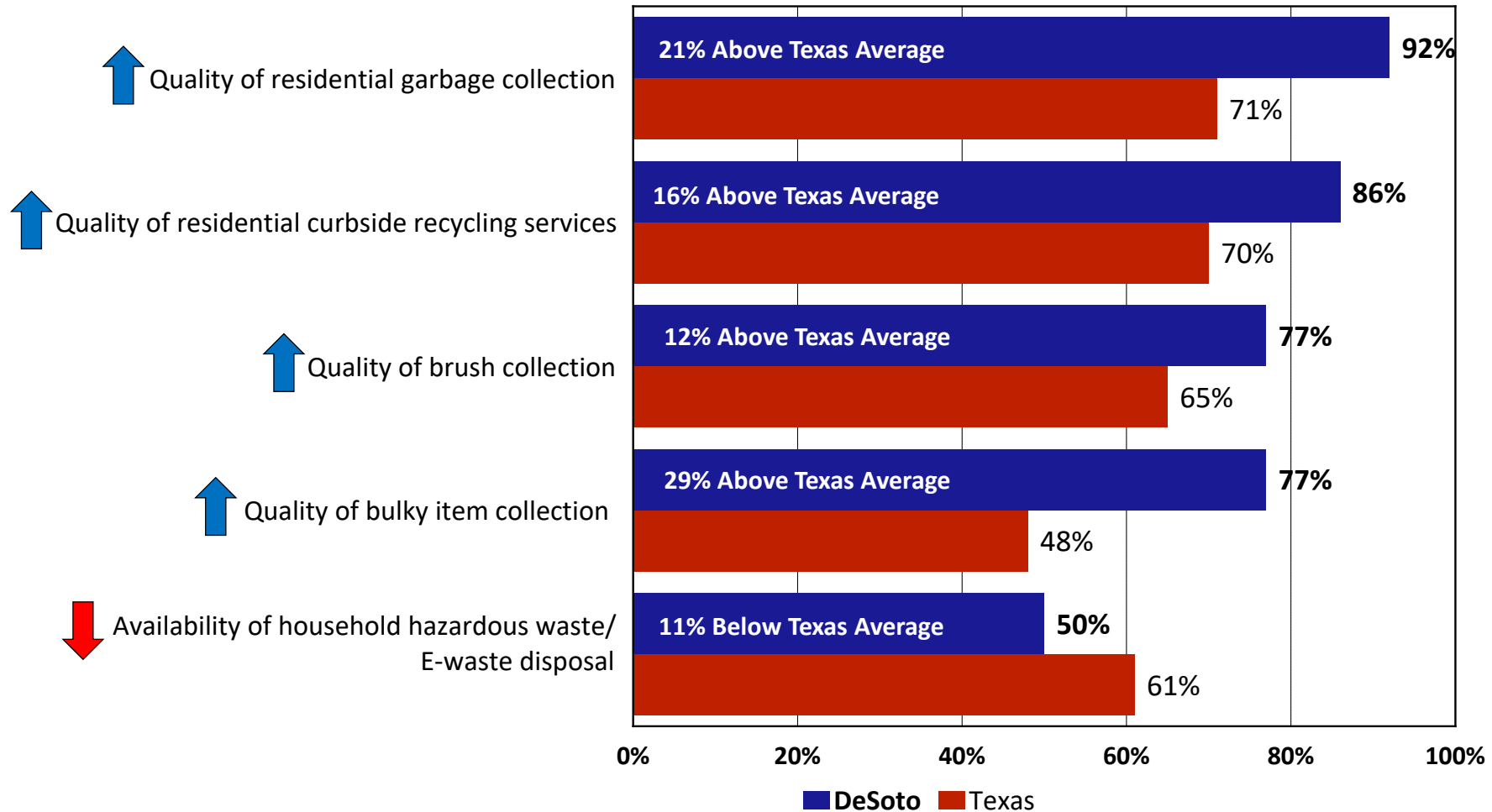
Significantly Higher Than Texas Average: ↑

Significantly Lower Than Texas Average: ↓

Satisfaction with Solid Waste 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")



Source: 2020 ETC Institute

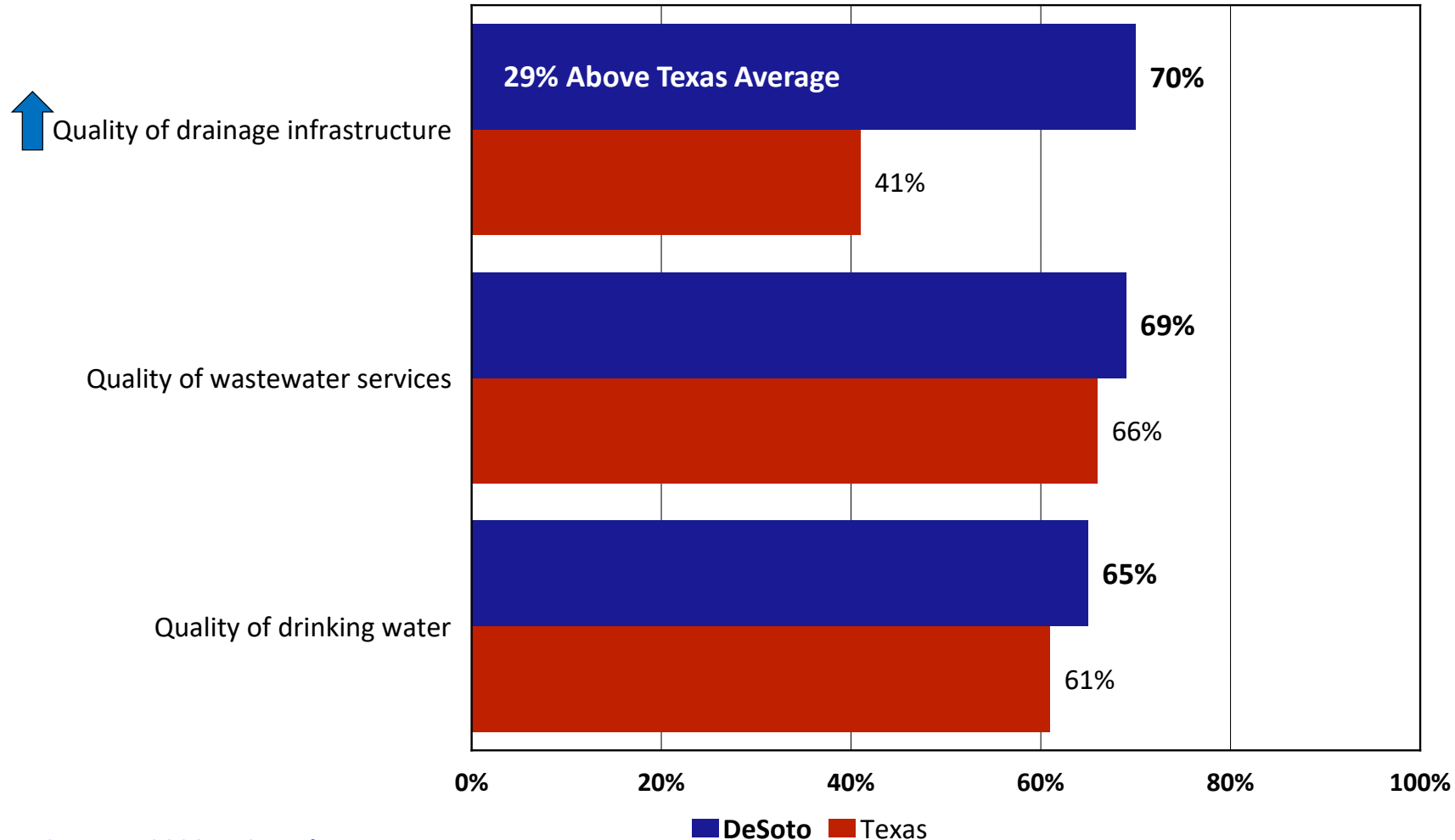
Significantly Higher Than Texas Average: ↑

Significantly Lower Than Texas Average: ↓

Satisfaction with Public Works 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")



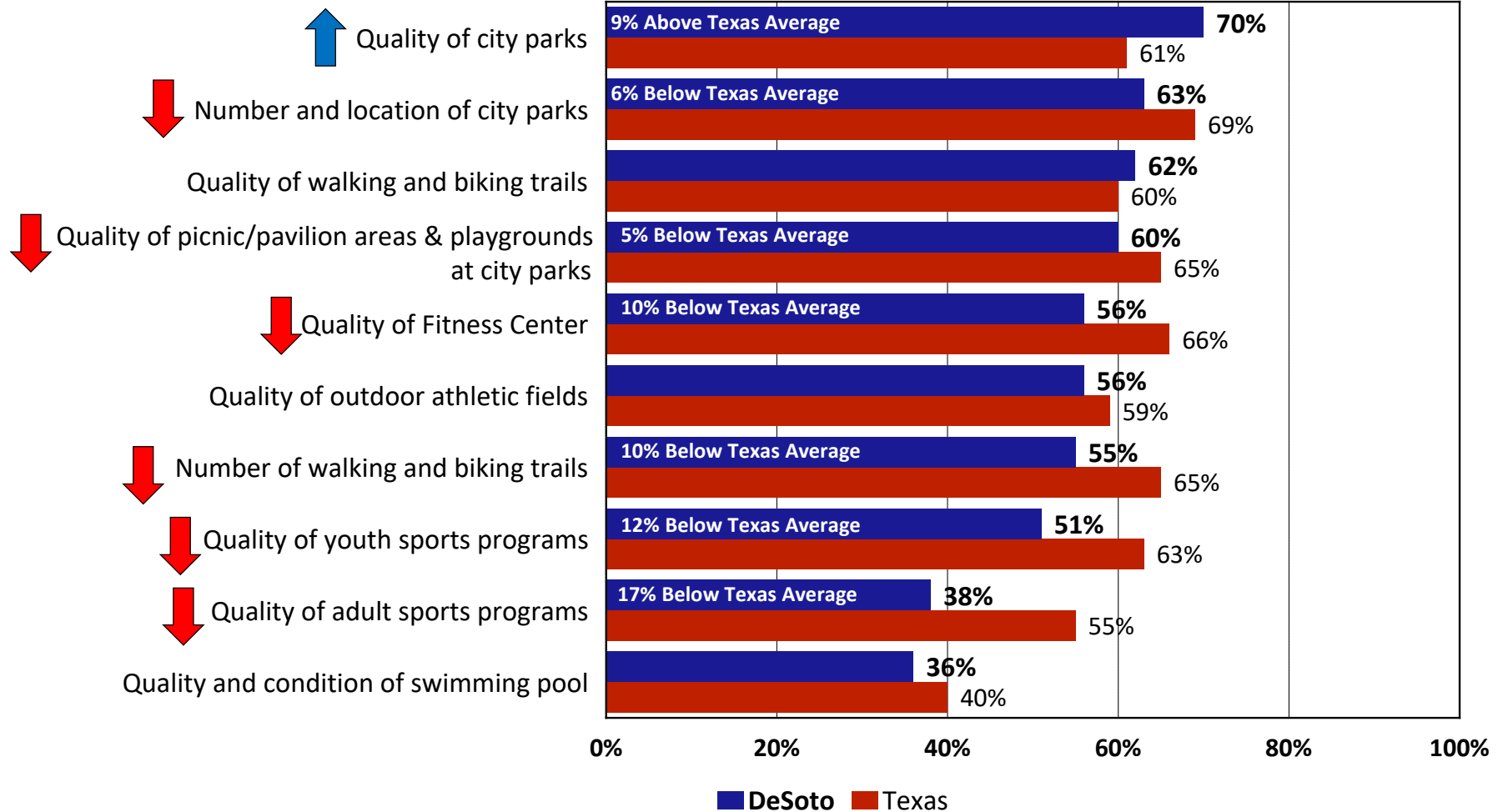
Significantly Higher Than Texas Average: ↑

Significantly Lower Than Texas Average: ↓

Satisfaction with Parks and Recreation

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: 2020 ETC Institute

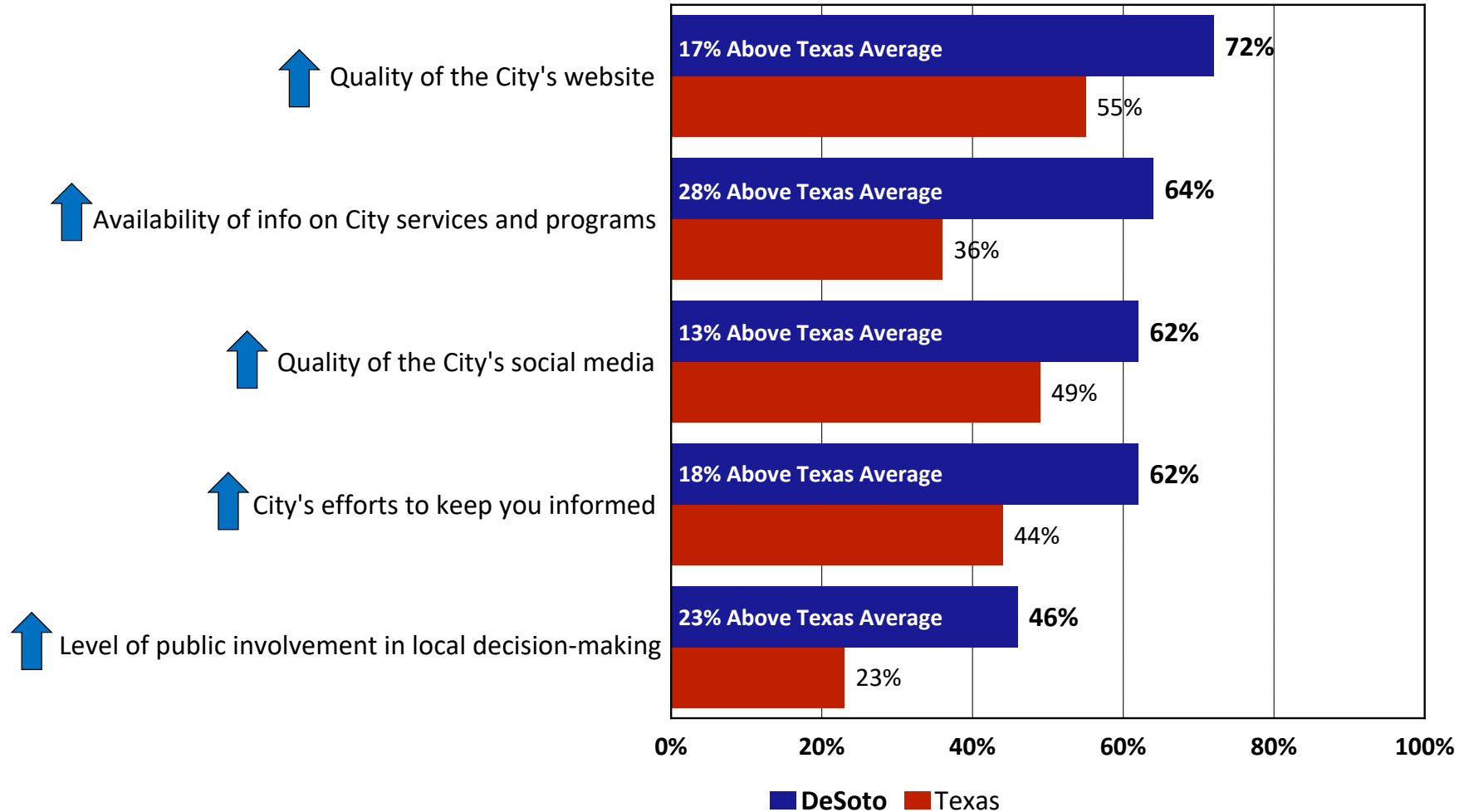
Significantly Higher Than Texas Average: ↑

Significantly Lower Than Texas Average: ↓

Satisfaction with City Communication

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: 2020 ETC Institute

Significantly Higher Than Texas Average: ↑

Significantly Lower Than Texas Average: ↓

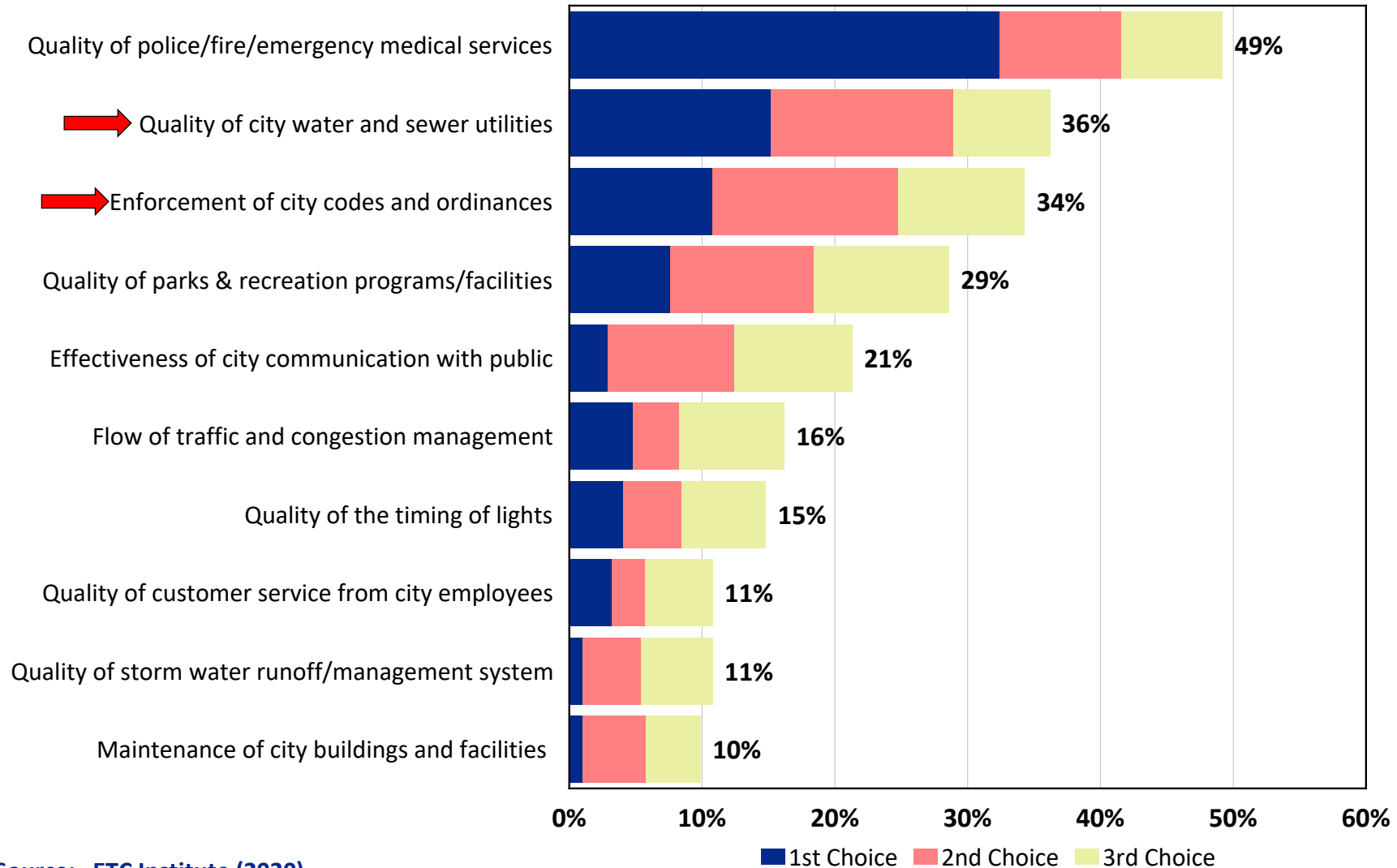
Priorities for Investment

IMPORTANCE-SATISFACTION ANALYSIS



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



Source: ETC Institute (2020)

2020 Importance-Satisfaction Rating

City of DeSoto, Texas

Overall Satisfaction with City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Enforcement of city codes and ordinances	34%	3	57%	10	0.1475	1
Quality of city water and sewer utilities	36%	2	71%	7	0.1050	2
Quality of police/fire/emergency medical services	49%	1	84%	1	0.0787	3
Quality of parks & recreation programs/facilities	29%	4	75%	3	0.0715	4
Effectiveness of city communication with public	21%	5	69%	9	0.0660	5
Quality of the timing of lights	15%	7	70%	8	0.0444	6
Flow of traffic and congestion management	16%	6	74%	5	0.0421	7
Quality of customer service from city employees	11%	8	73%	6	0.0292	8
Quality of storm water runoff/management system	11%	9	74%	4	0.0281	9
Maintenance of city buildings and facilities	10%	10	80%	2	0.0198	10

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

2020 Importance-Satisfaction Rating

City of DeSoto, Texas

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Adequacy of city street lighting	24%	1	58%	10	0.1012	1
Condition of major city streets	24%	2	67%	4	0.0776	2
Condition of streets in your neighborhood	23%	3	67%	5	0.0752	3
Pedestrian accessibility and walkability	17%	5	59%	9	0.0693	4
Condition of sidewalks in your neighborhood	17%	6	61%	8	0.0655	5
Overall cleanliness of streets and public areas	20%	4	69%	2	0.0620	6
Condition of landscaping along public streets	11%	7	68%	3	0.0355	7
Timing of traffic signals on city streets	11%	8	67%	6	0.0347	8
Condition of pavement markings on city streets	8%	9	62%	7	0.0300	9
Appearance/condition of city medians, rights-of-way and public areas	7%	10	69%	1	0.0205	10

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

2020 Importance-Satisfaction Rating

City of DeSoto, Texas

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Visibility of police in neighborhoods	27%	1	57%	10	0.1148	1
Efforts to prevent crime	18%	3	52%	12	0.0869	2
Visibility of police in retail areas	14%	4	47%	15	0.0742	3
Quality of police protection	23%	2	72%	4	0.0641	4
Police safety education programs	10%	5	40%	16	0.0588	5
Emergency preparedness public education	10%	6	47%	14	0.0504	6
Community public safety efforts	9%	7	53%	11	0.0432	7
Police response time	9%	8	67%	6	0.0294	8
Enforcement of traffic laws	7%	10	58%	9	0.0277	9
Quality of animal control services	7%	9	61%	8	0.0261	10
Quality of fire safety education programs	2%	15	49%	13	0.0112	11
Quality of the City's dispatch center for emergency and non-emergency calls	3%	13	69%	5	0.0090	12
Quality of fire emergency medical services (EMS)	4%	12	81%	2	0.0067	13
Quality of fire protection	4%	11	83%	1	0.0060	14
Fire and EMS response time to emergencies	3%	14	79%	3	0.0055	15
Quality/accessibility of municipal court services	1%	16	63%	7	0.0048	16

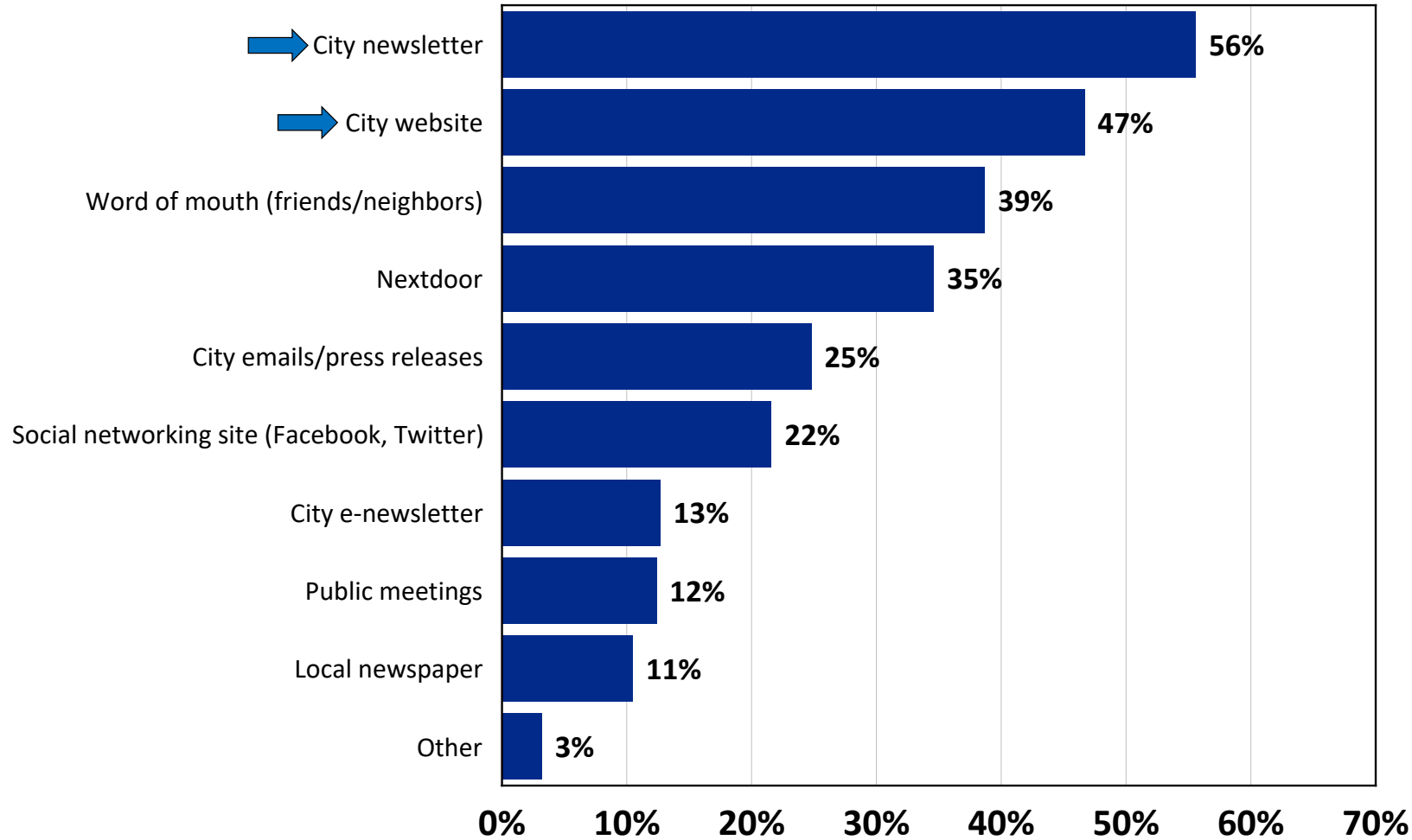
I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Communication

THE CITY IS THE PRIMARY SOURCE OF INFORMATION FOR MOST RESIDENTS

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

by percentage of respondents (multiple choices could be made)

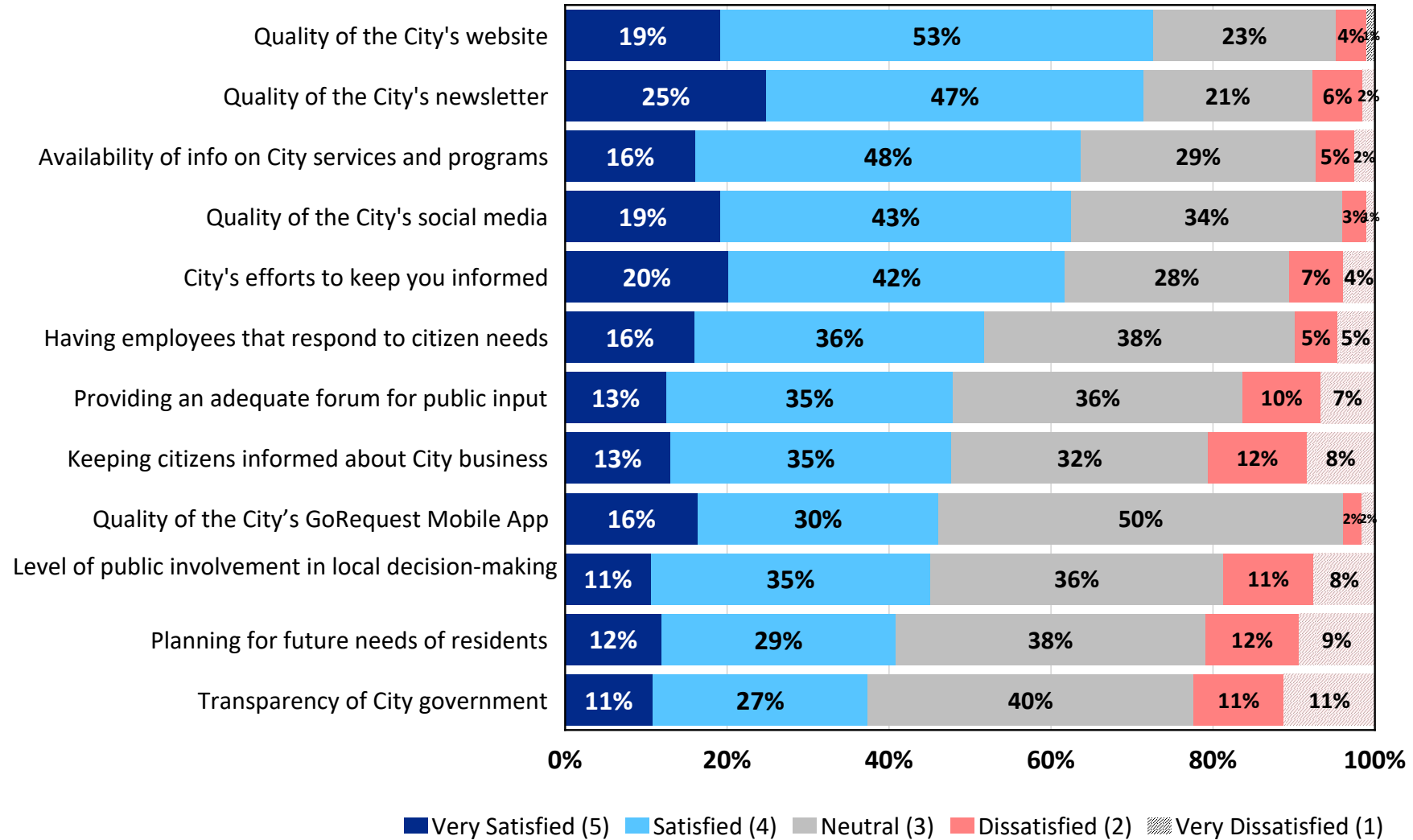


Source: ETC Institute (2020)

The City is in an advantageous position when it relates to communication

Q26. Satisfaction with City Communication

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



Source: ETC Institute (2020)

Summary

Residents Have a Positive Perception of the City

DeSoto Is Setting the Standard for the Delivery of City Services

City Employees are Setting the Standard

Top Priorities for Improvement

- Enforcement of City codes and ordinances
- Quality of City water and sewer utilities
- Quality of City streets
- Adequacy of City street lighting
- Visibility of police in neighborhoods

The City Can Leverage Its Position With Effective Communication

Questions?

THANK YOU!

