

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: City Manager, Financial Services and Administrative Support
AGENDA DATE: Tuesday, July 12, 2011
CONTACT PERSON/PHONE: Lynly Leeper, Chief Budget Officer, 541-4777
DISTRICT(S) AFFECTED: All

SUBJECT:

Presentation and discussion on the 2011 City-wide survey of departmental functions conducted by IPED/UTEP.

BACKGROUND / DISCUSSION:

As a continuation of the 2004, 2006 and 2008 citizen surveys conducted by the Institute for Policy and Economic Development (IPED) at UTEP to determine citizen satisfaction with priority functions and services provided by the City of El Paso.

PRIOR COUNCIL ACTION:

Yes, Council has approved three citizen surveys which were conducted previously in conjunction with the Customer Service Policy of the City's strategic plan.

AMOUNT AND SOURCE OF FUNDING:

N/A

BOARD / COMMISSION ACTION:

N/A

CITY CLERK DEPT.
2011 JUL -6 PM 5:07

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:



(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

Information copy to appropriate Deputy City Manager

THE 2011 CITY OF EL PASO CITIZEN SURVEY

July 2011



Survey Goals

Identify citizen attitudes and perceptions about City services and quality of life issues.

Target areas of focus needing improvement.

Monitor citizen satisfaction levels over time by making comparisons to the previous 2008 survey, where applicable.

Identify issues and services most and least important to El Paso citizens.

Methodology

- The 2011 survey is the fourth in a series of Citizen surveys carried out in 2004, 2006, and 2008.
- The 2011 survey was largely based on the 2008 survey.
- However several questions were added, while others were removed to reflect the current needs of the City.
- Questions were grouped into sections to correspond to six City initiatives and performance metrics:

| | City Initiative | # of Questions |
|----|--|----------------|
| 1. | Community Development | 6 |
| 2. | Law Enforcement | 3 |
| 3. | Transportation | 3 |
| 4. | Economic Development | 4 |
| 5. | Fiscal Initiatives | 4 |
| 6. | Customer Service & Citizen Involvement | 7 |

Methodology

- Telephone household survey of persons 18 years and older was conducted using random digit dialing in late April 2011 and early May 2011.
- Final sample size of 996 valid surveys.
 - Margin of error +/- 3.1 percent
- Results statistically weighted by gender to offset any gender bias introduced by a larger sample of female respondents.
 - City gender breakdown 18 years and older:
 - 53.8 percent female and 46.2 percent male
 - Before and after weighting results did not show any significant changes in the responses.

KEY SURVEY FINDINGS

Community Development

Positive Images

Tranquility,
Peacefulness,
Security

Weather &
Climate

Franklin
Mountains

Negative Images

Border &
International
Bridges

Heat & Dust

Lack of Jobs &
Good Salaries

Biggest Strengths

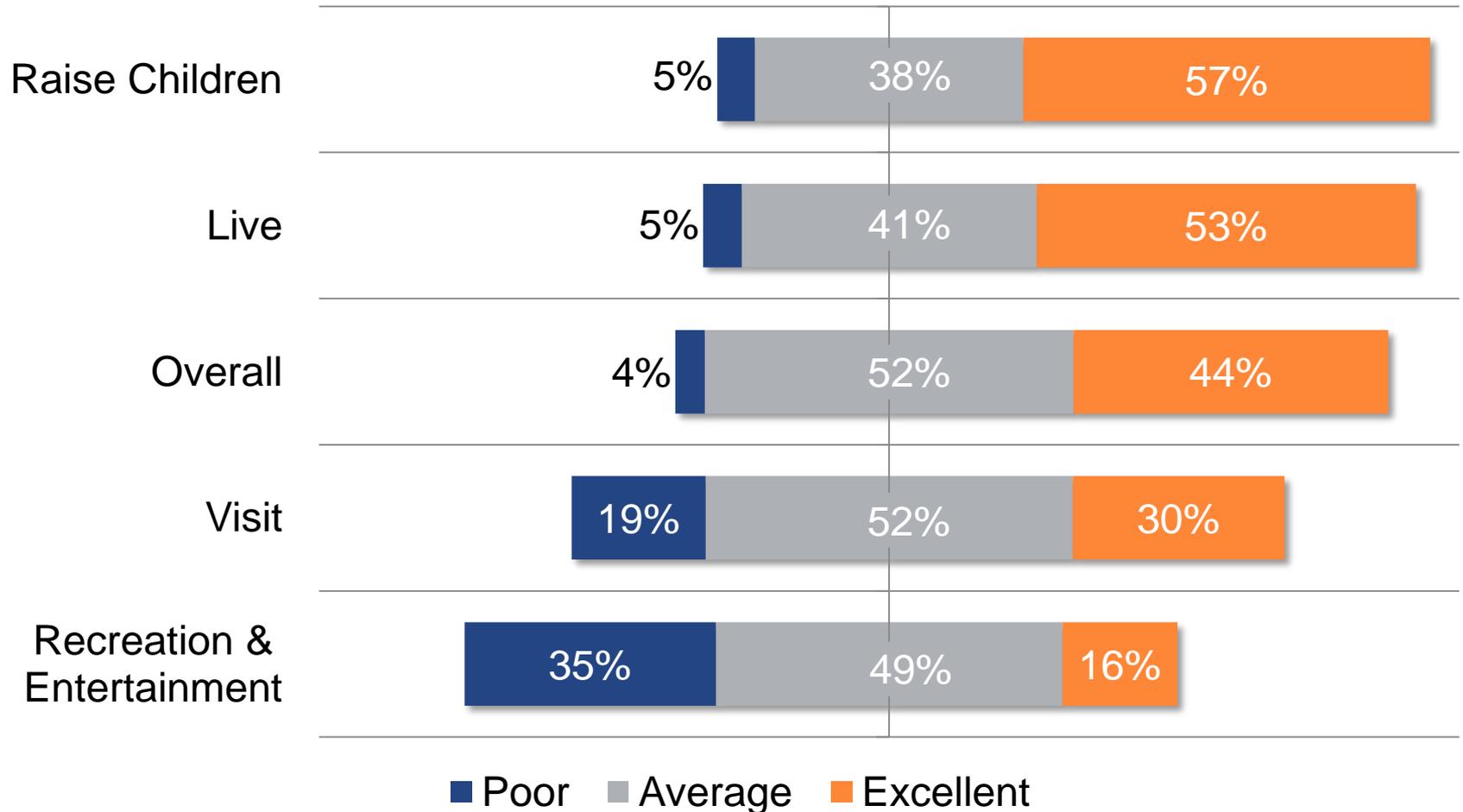
Weather &
Climate

The People of
El Paso

Culture &
History

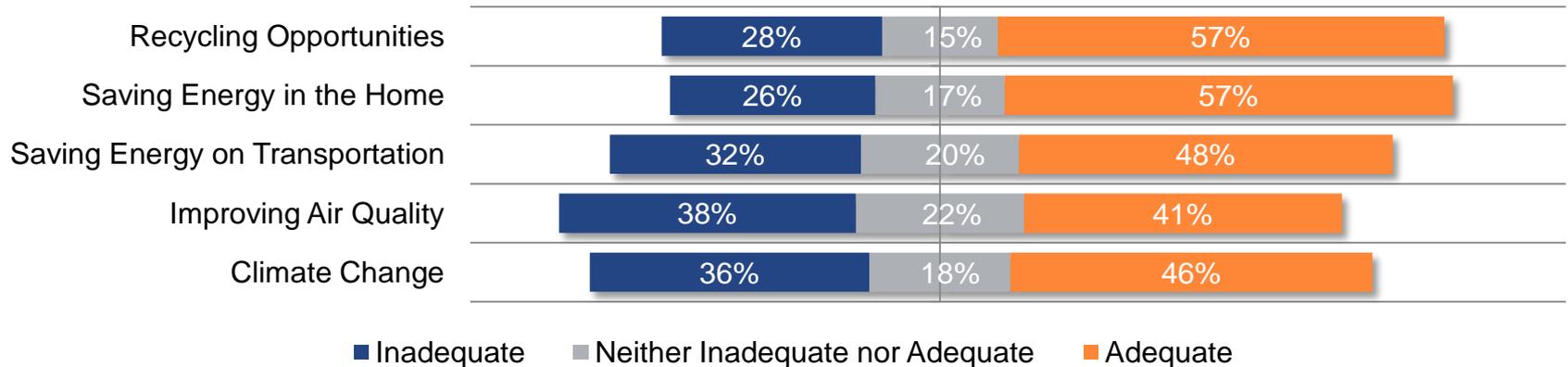
Community Development

How would you rate El Paso as a place to/for:

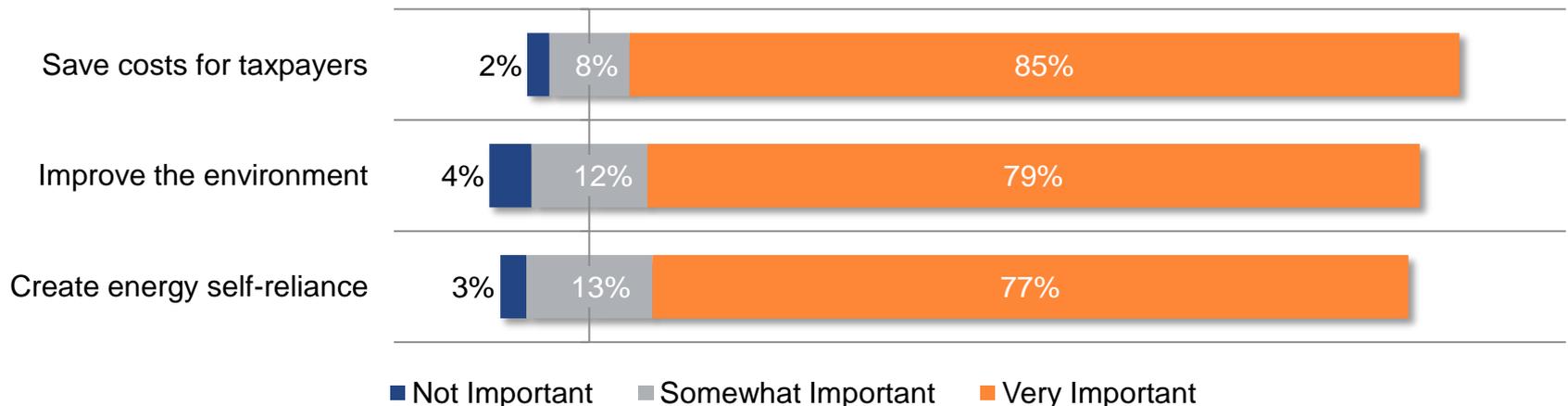


Community Development

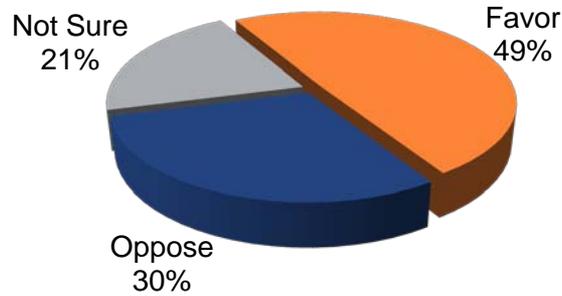
If you feel the environmental topic is important, how adequate is the information you are currently receiving about that topic?



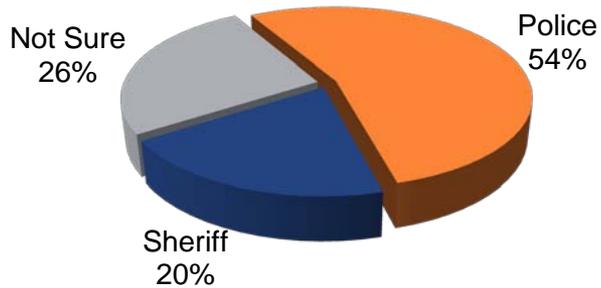
How important is the City's involvement in environmental policies that:



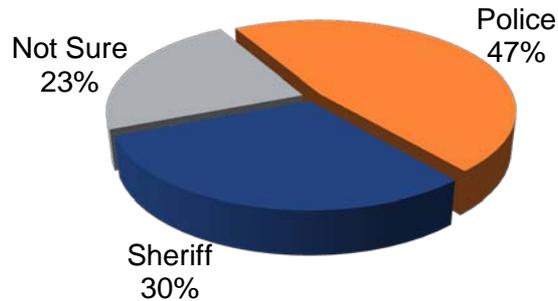
Law Enforcement



Do you favor or oppose consolidation of the City's Police and County Sheriff's Departments?

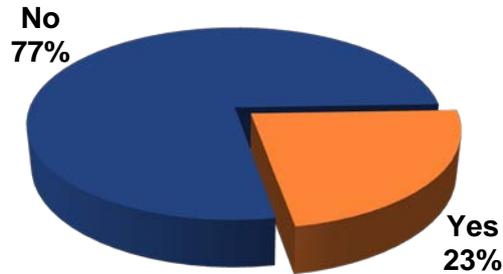


Which of the two Departments do you believe provides a higher level of services?

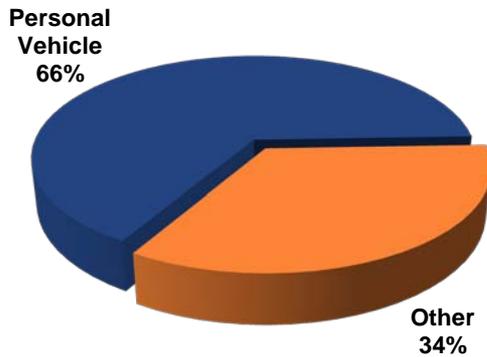


Which Department should be in charge if consolidation were to occur?

Transportation

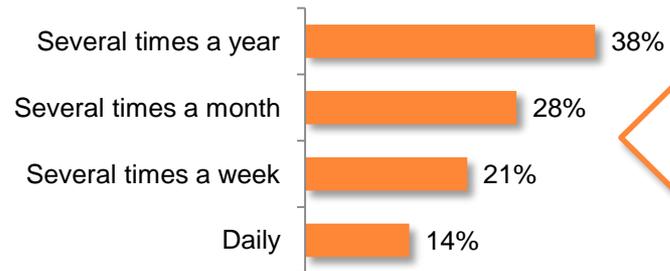


Do you use public transportation?

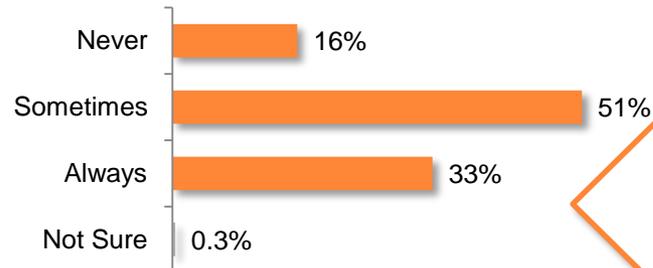


If not, why?

- Other reasons for not using public transportation:
- Limited service in my area
 - It is never on time or unreliable
 - It takes too long



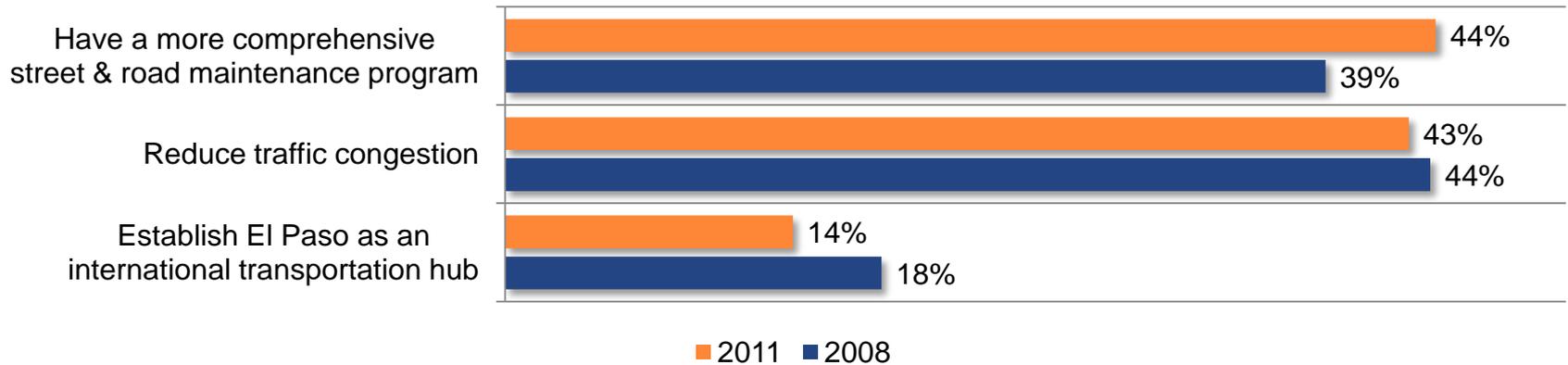
If you do, how often?



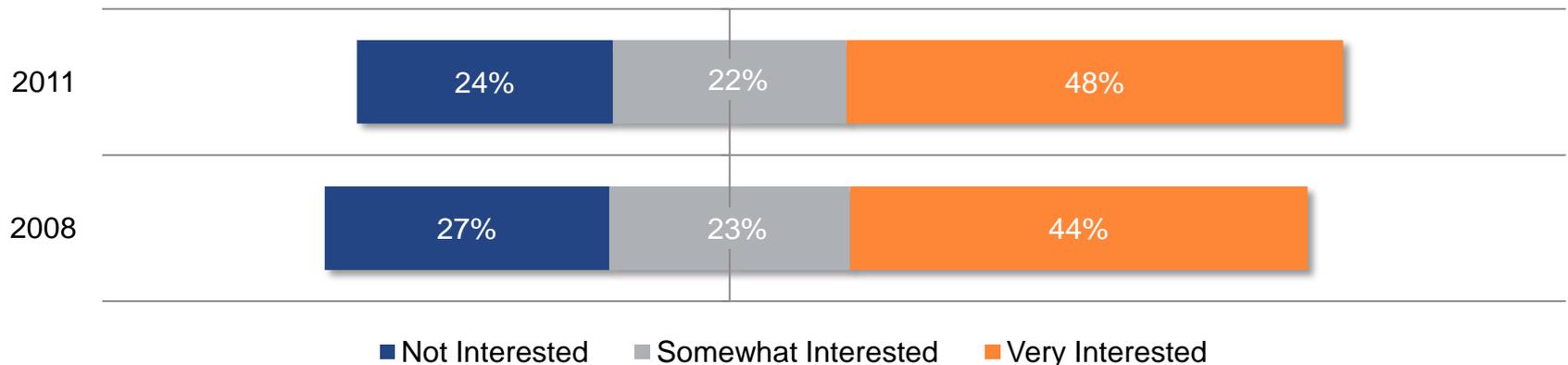
If you do, do you use it to go Downtown?

Transportation

Which transportation initiative do you believe is most important for the City over the next five years?



How do you feel about using bicycles as an alternate form of transportation?

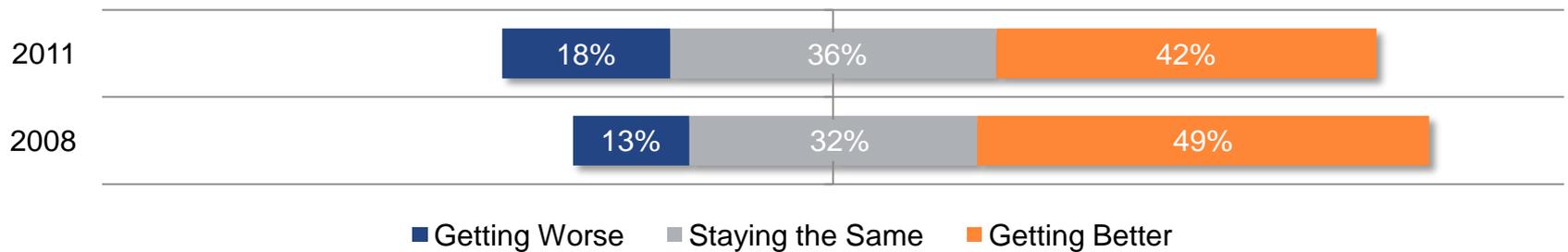


Economic Development

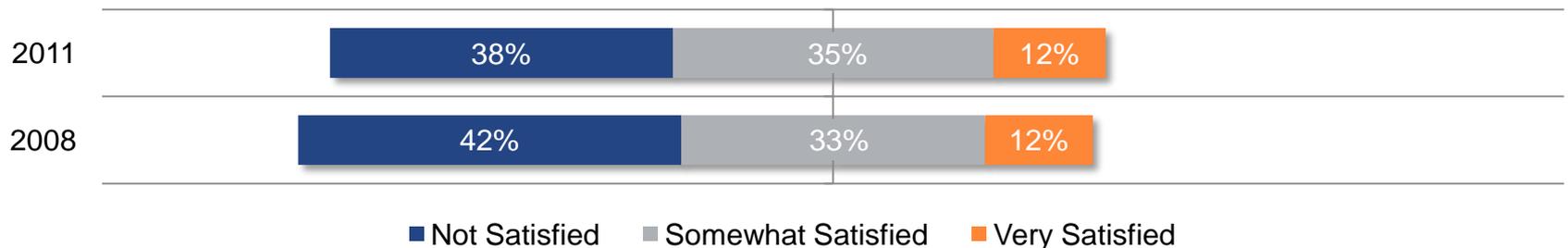
How would you rate El Paso as a place to work or do business?



How is El Paso doing as a place to work or do business?

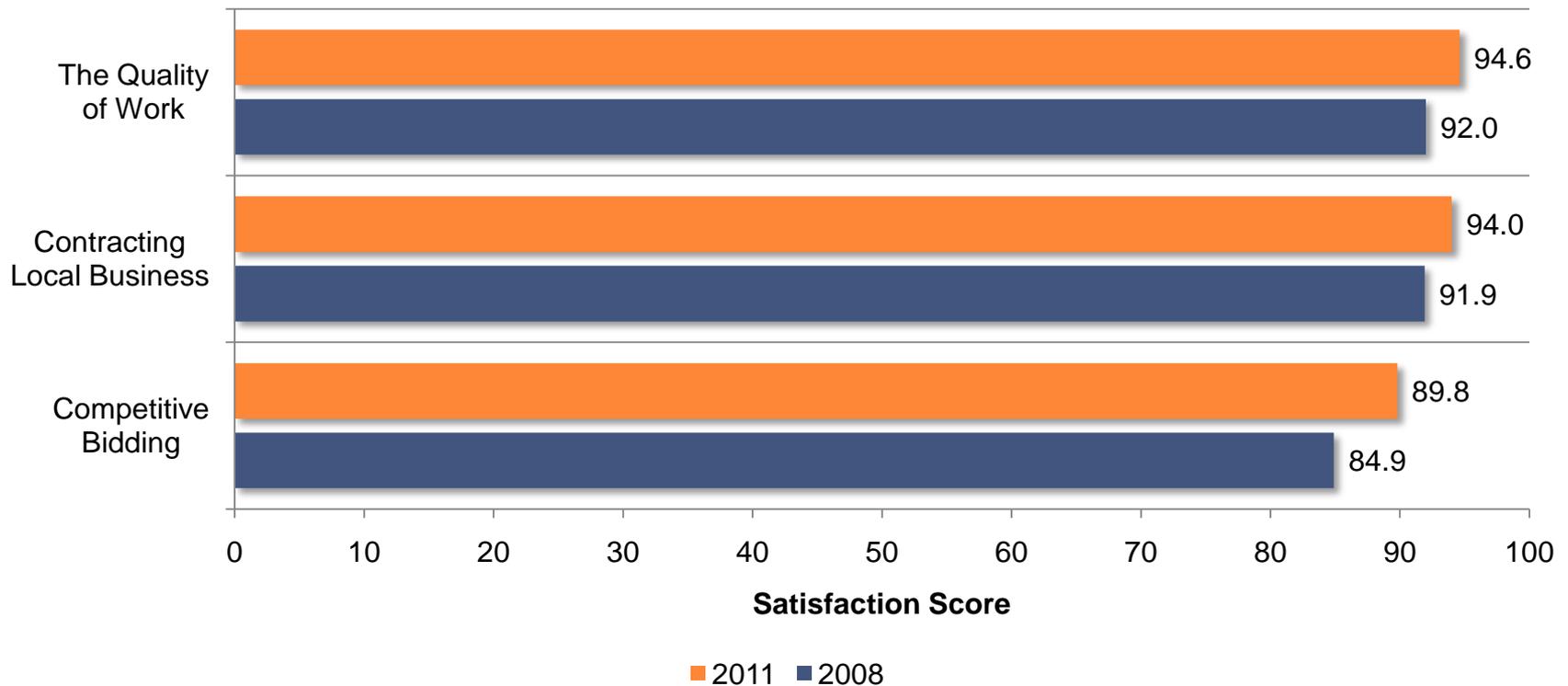


How satisfied are you with El Paso's current job market?



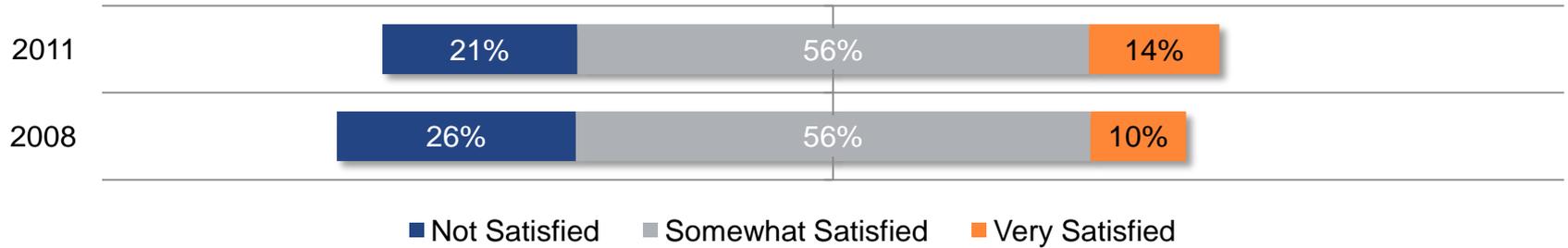
Economic Development

Indicate the importance of each topic when the City government contracts with private companies.

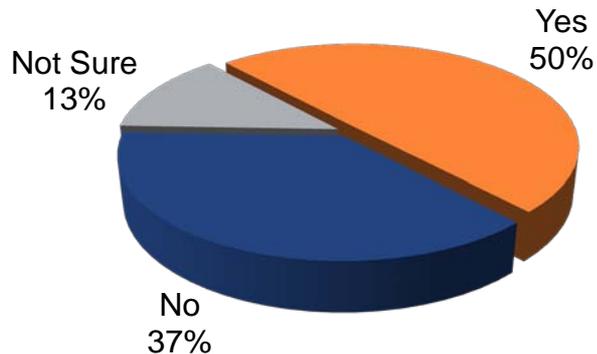


Fiscal Initiatives

How satisfied are you with the City's use of your tax dollars?

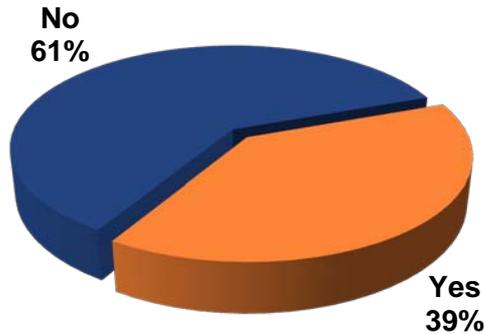


How much of your tax bill is allocated to the City of El Paso?



Would you be willing to pay an additional \$20 annual vehicle registration fee if it was used exclusively for street repair?

Fiscal Initiatives



Would you support a moderate increase in property taxes to preserve existing services?

For those who **SUPPORT** an increase:

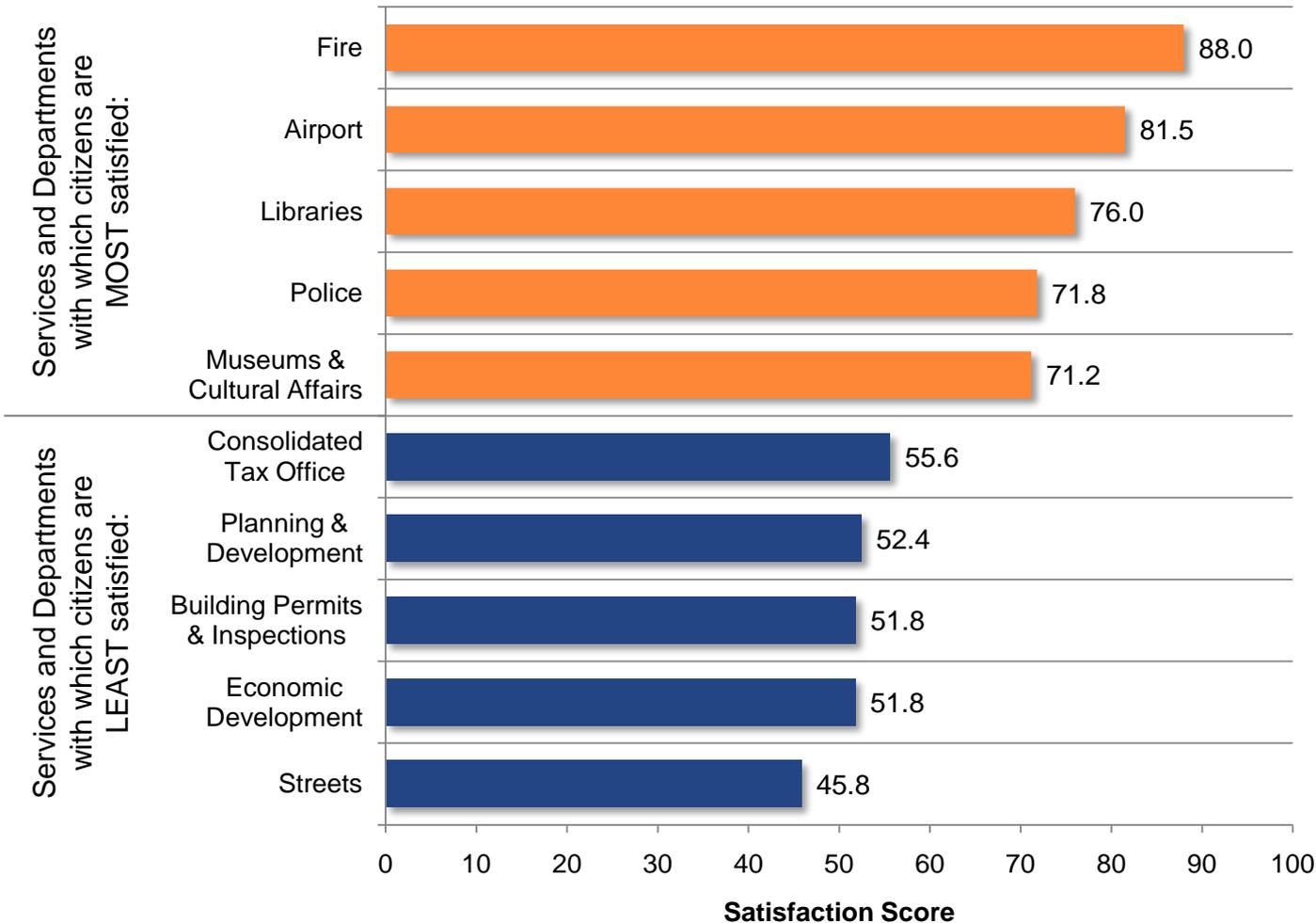
| Highest Priority Services: | Lowest Priority Services: |
|--|------------------------------------|
| City Clean-Up Efforts & Recycling | Police Response to Non-Emergencies |
| Fire Prevention, Inspection & Education | Animal Regulation & Enforcement |
| Street Cleaning, Repair & Right-of-Way Maintenance | |

For those who **DO NOT SUPPORT** an increase:

| Services most often selected NOT to be cut: | Services most often selected to be cut: |
|--|---|
| Street Cleaning, Repair & Right-of-Way Maintenance | Police Response to Non-Emergencies |
| City Clean-Up Efforts & Recycling | Animal Regulation & Enforcement |
| Fire Prevention, Inspection & Education | |

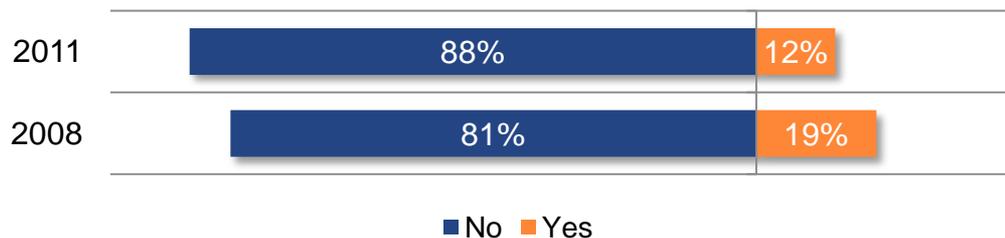
Customer Service & Citizen Involvement

City services and departments with which citizens are MOST and LEAST satisfied:



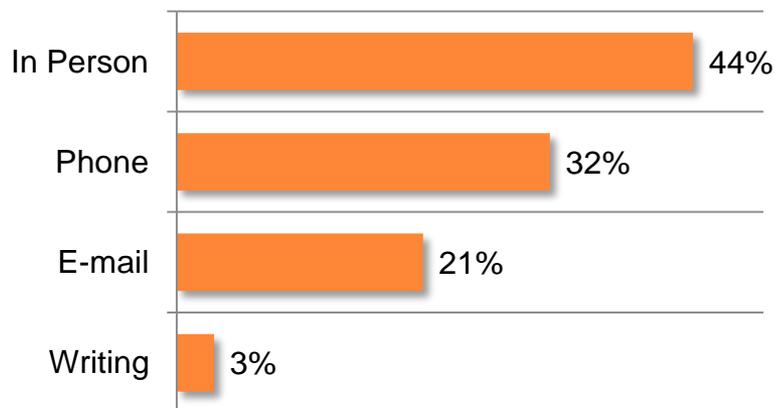
- Greatest Improvements since 2008:
- Sun Metro
 - Zoo
 - Community Development
 - Streets
 - Parks & Recreation
 - Museums & Cultural Affairs

Customer Service & Citizen Involvement

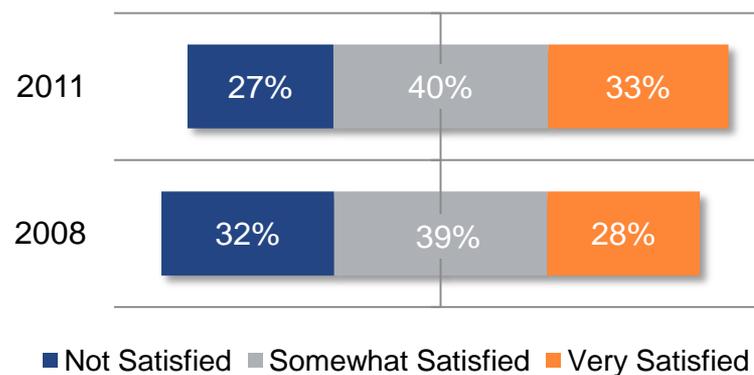


Have you had contact with an elected City official in the last year?

If you have had contact, how was your contact most often made?



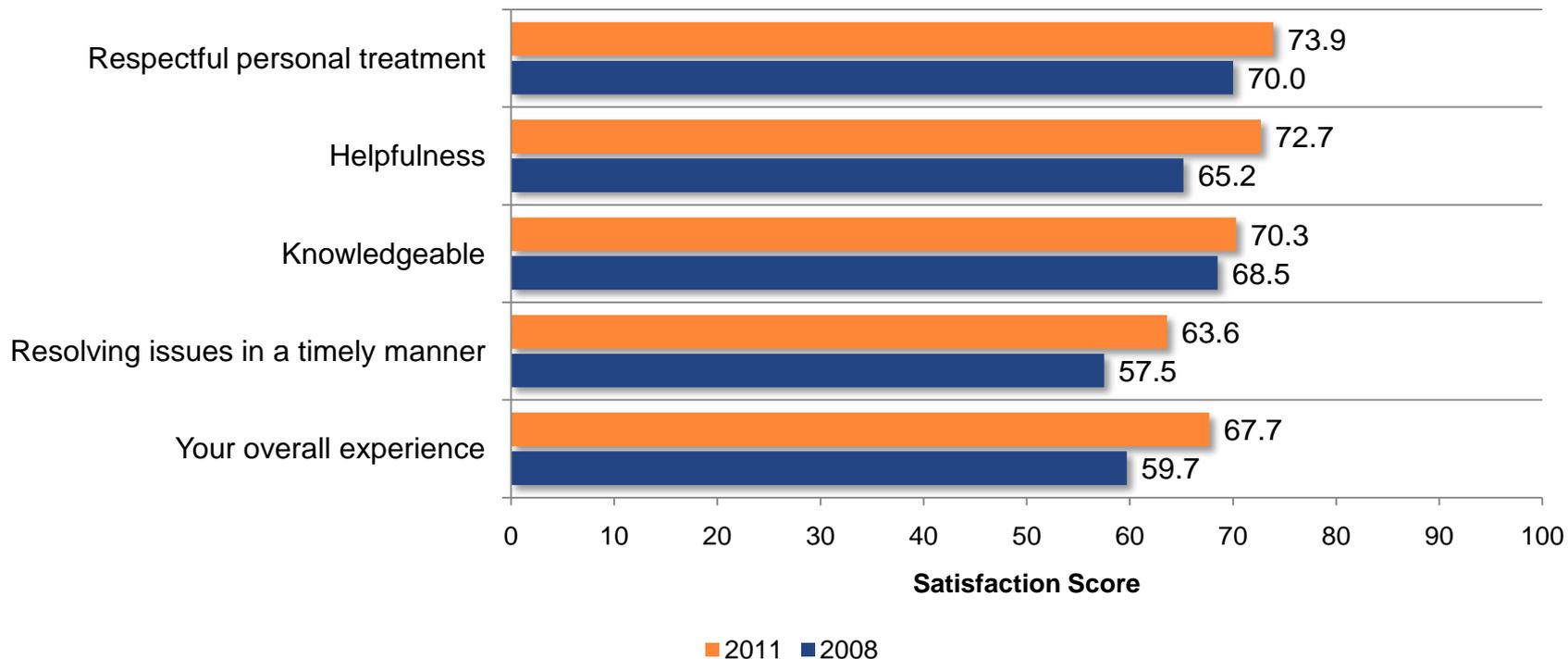
If you have had contact, how satisfied were you with the experience?



Customer Service & Citizen Involvement

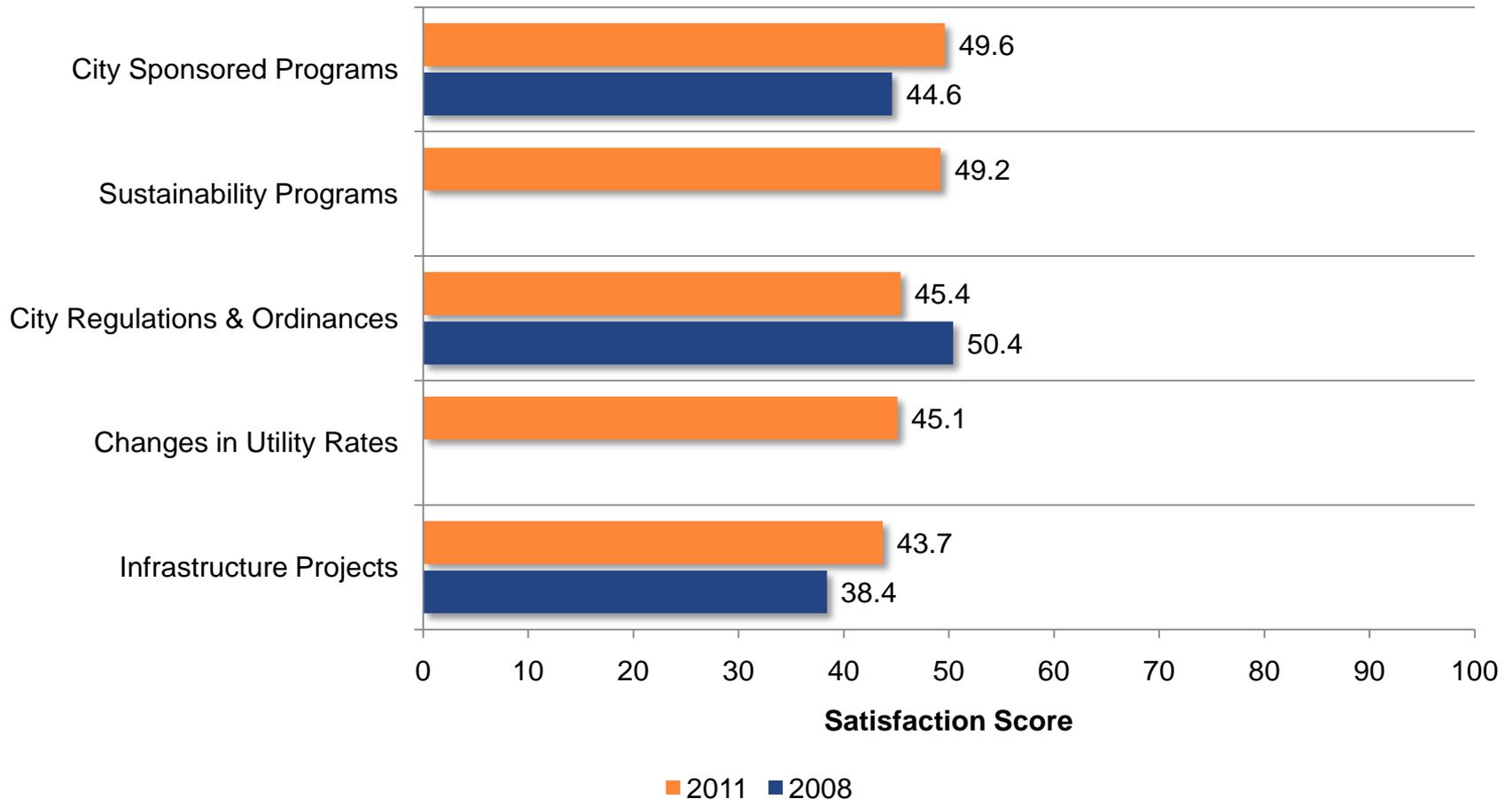


If you have had contact, how would you rate your experience in each of the following customer service areas?



Customer Service & Citizen Involvement

Rate your satisfaction with the City's ability to communicate with its citizens for each of the following topics:

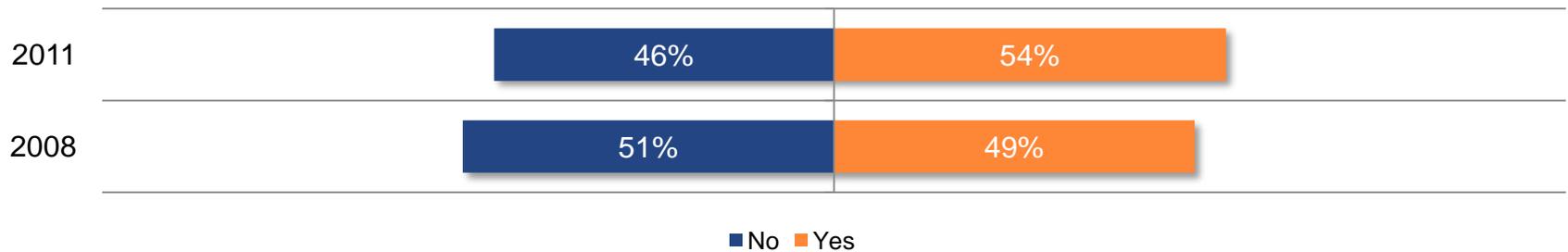


Customer Service & Citizen Involvement

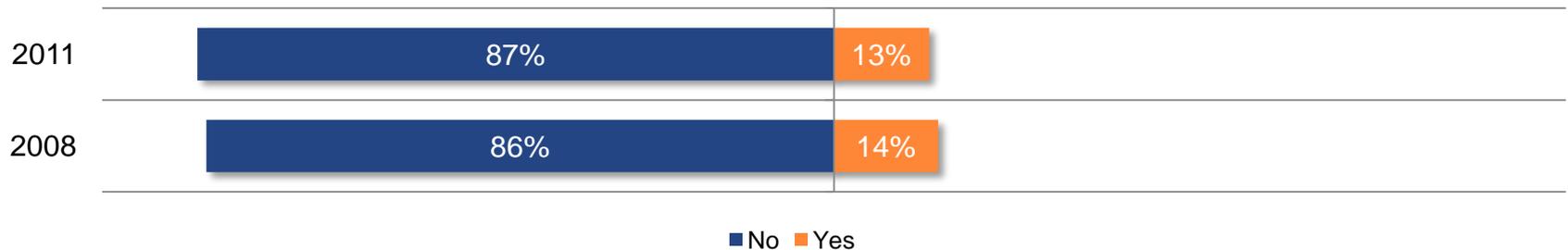
Have you ever visited the City's website?



Does the City provide adequate opportunities to participate in local government?



Are you currently involved in a neighborhood association?



QUESTIONS?

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