



CITY OF IRVING

RESIDENT 2012 SURVEY

Voice of the Customer

Survey Introduction

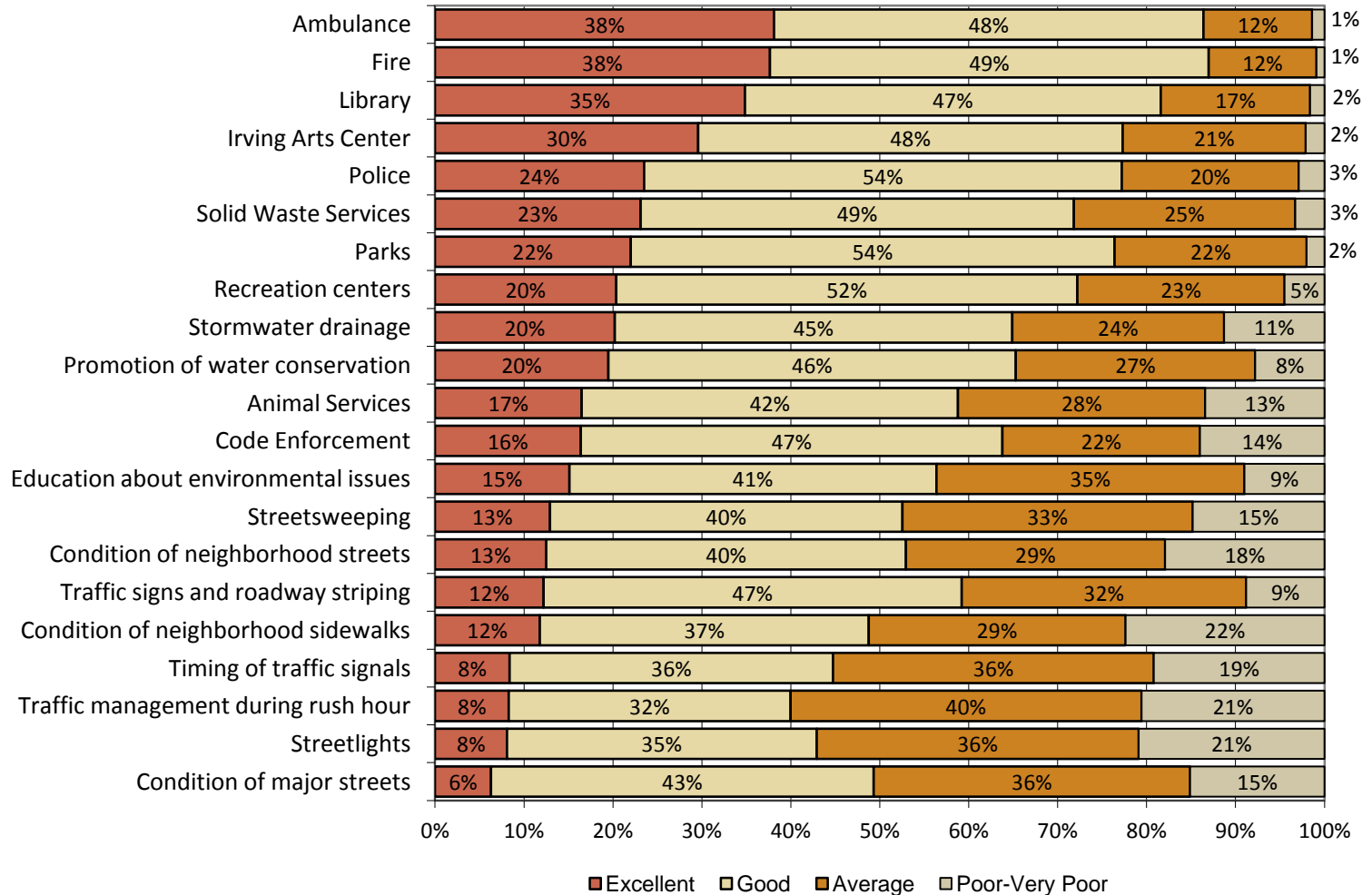
- Questions concerned quality of life factors and service levels for:
 - Police
 - Fire/Ambulance
 - Parks and Recreation
 - Library Services
 - Irving Arts Center
 - Solid Waste Services
 - Public Works
 - Code Enforcement
 - Employee Customer Service
 - City to Resident Communications

Survey Introduction

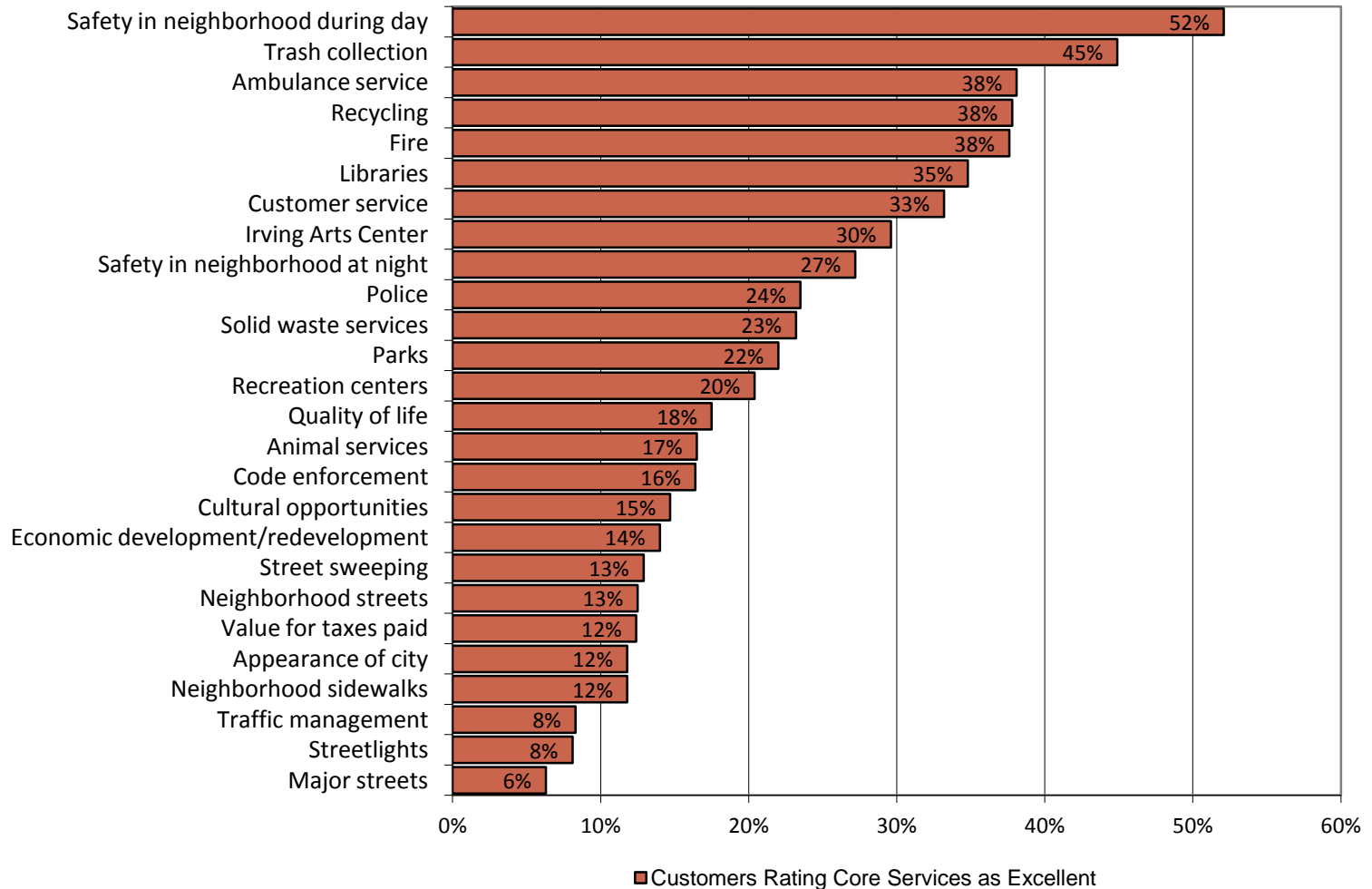
- 6,985 surveys were mailed to randomly-selected single family homes and apartments.
- 1,024 (15%) were returned by the due date
- Based on the sample size of 1,024, the sampling error (at the conventional 95% confidence level) is plus or minus 2.83 percent.

Response by Zip Code						
None recorded	75038/75039	75063	75062	75061	75060	Total
Count/Percent	Count/Percent	Count/Percent	Count/Percent	Count/Percent	Count/Percent	Count/Percent
26/ 2%	120/12%	198/19%	241/24%	188/18%	251/25 %	1,024 / 100%

Service Quality Ratings



Deliver Exceptional Services



Service Quality

Service Area	% Excellent/ Good	National Average (Ex/Good)
Fire	87%	84%
Ambulance	86%	80%
Library	82%	79%
Irving Arts Center	77%	N/A
Police	77%	70%
Parks	76%	57%
Solid Waste Services	72%	N/A
Recreation Centers	72%	N/A
Promotion of water conservation	65%	N/A
Stormwater drainage	65%	N/A

Service Quality

Service Area	% Excellent/ Good	National Average (Ex/Good)
Code Enforcement	64%	44%
Animal Services	59%	50%
Education on environmental issues	56%	N/A
Street sweeping	53%	N/A
Condition of nbhd streets	53%	44%
Condition of nbhd sidewalks	49%	N/A
Condition of major streets	49%	42%
Timing of traffic signals	45%	N/A
Streetlights	43%	N/A
Traffic mgmt during rush hour	40%	N/A

Positive Progress Towards Mission

- **84%** of residents are likely to remain in Irving for the next 5 years
- **79%** of residents would recommend living in Irving to someone else
- **75%** of those surveyed rated the overall quality of city services as “excellent” or “good”
- **67 of 73** quality and customer service questions included in the survey have either improved or maintained their ratings since 2006

Largest Increases – 2011-2012

Area	Increase	
Job opportunities	12 points	38% to 50%
Storm water drainage	12 points	53% to 65%
Irving as a place to work	12 points	59% to 71%
Irving as a place to raise children	9 points	51% to 60%
Usefulness of social networking	8 points	47% to 55%
Overall quality of life in Irving	8 points	63% to 71%
Street sweeping	8 points	45% to 53%
Economic development/redevelopment	7 points	50% to 57%
Opportunities to participate in community matters	7 points	55% to 62%

Largest Decreases – 2011-2012

Area	Decrease	
Adequacy of city street lighting	4 points	53% to 49%
Condition of major streets	4 points	53% to 49%
Placement and number of streetlights	3 points	46% to 43%
Visibility of police in neighborhoods	3 points	57% to 54%

Largest Increases – Multiyear Comparison

Area	Increase	
Quality of code enforcement	30 points	34% to 64%
Appearance of the city	22 points	40% to 62%
Traffic Signs/Roadway striping	20 points	39% to 59%
Recreational opportunities	19 points	43% to 62%
Overall quality of life in Irving	19 points	52% to 71%
Condition of neighborhood sidewalks	17 points	32% to 49%
Economic development/redevelopment	16 points	41% to 57%
Storm water drainage	16 points	49% to 65%
Condition of neighborhood streets	15 points	38% to 53%

Largest Decreases – Multiyear Comparison

Area	Decrease	
Fire/ambulance response time	11 points	96% to 85%
Quality of solid waste services	8 points	80% to 72%
Quality of stray/wild animal control	5 points	56% to 51%

Effective Communications

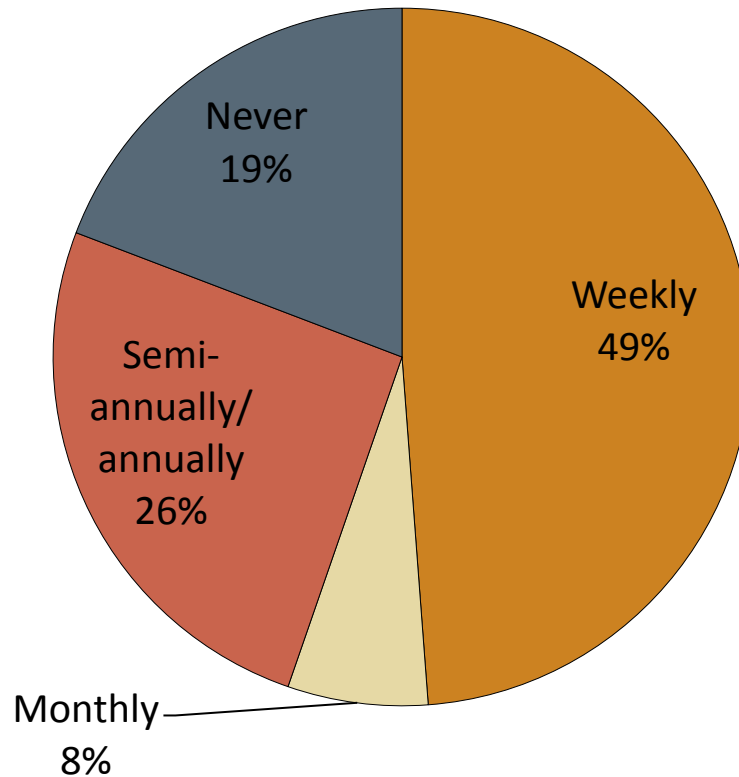


Highest rated services:

- **City Spectrum - 93%** of residents rate it as useful or very useful
- **All About Irving - 91%**
- **City website - 90%**

Internet Access

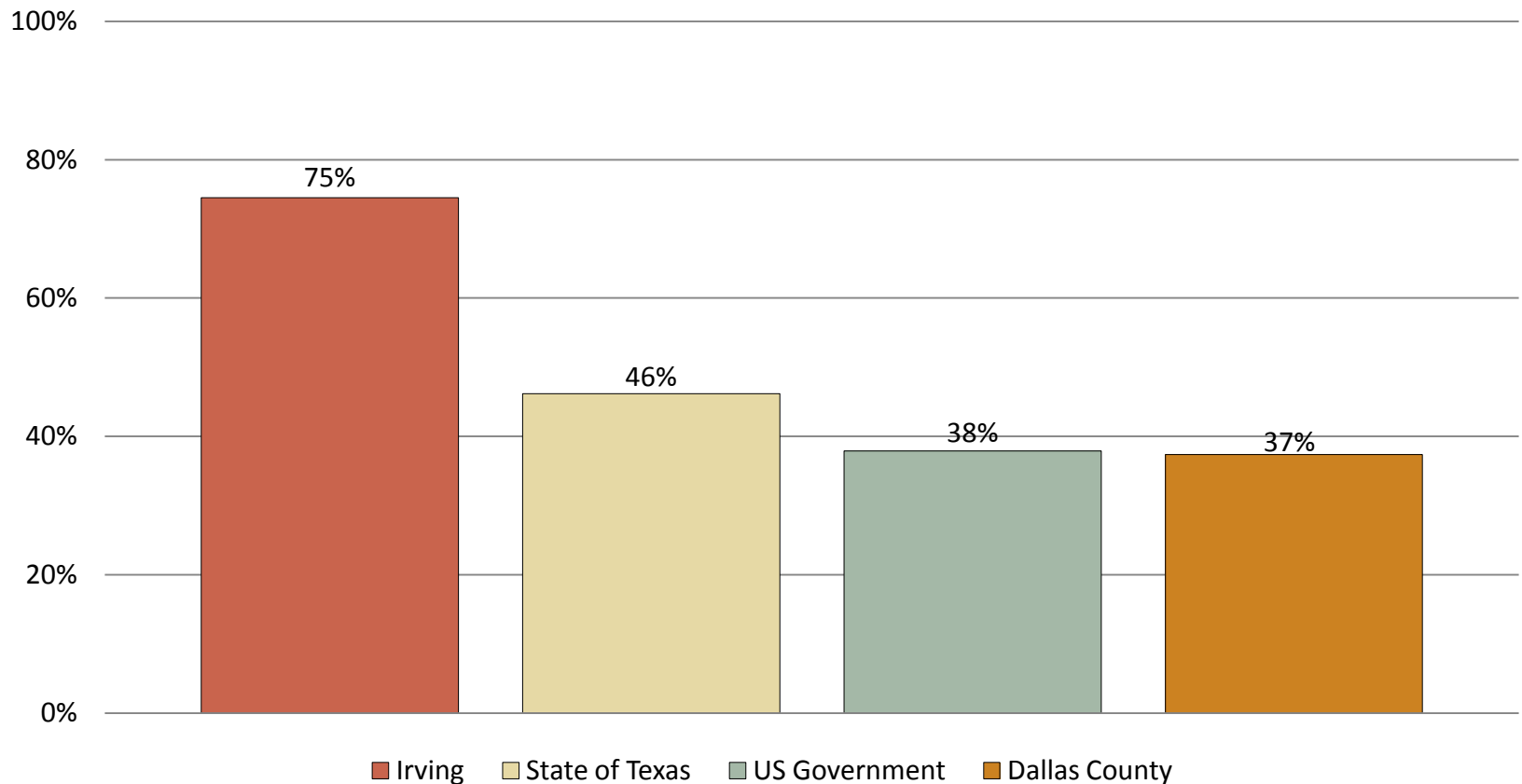
Visit City of Irving Website



- **95 %** Internet access at home

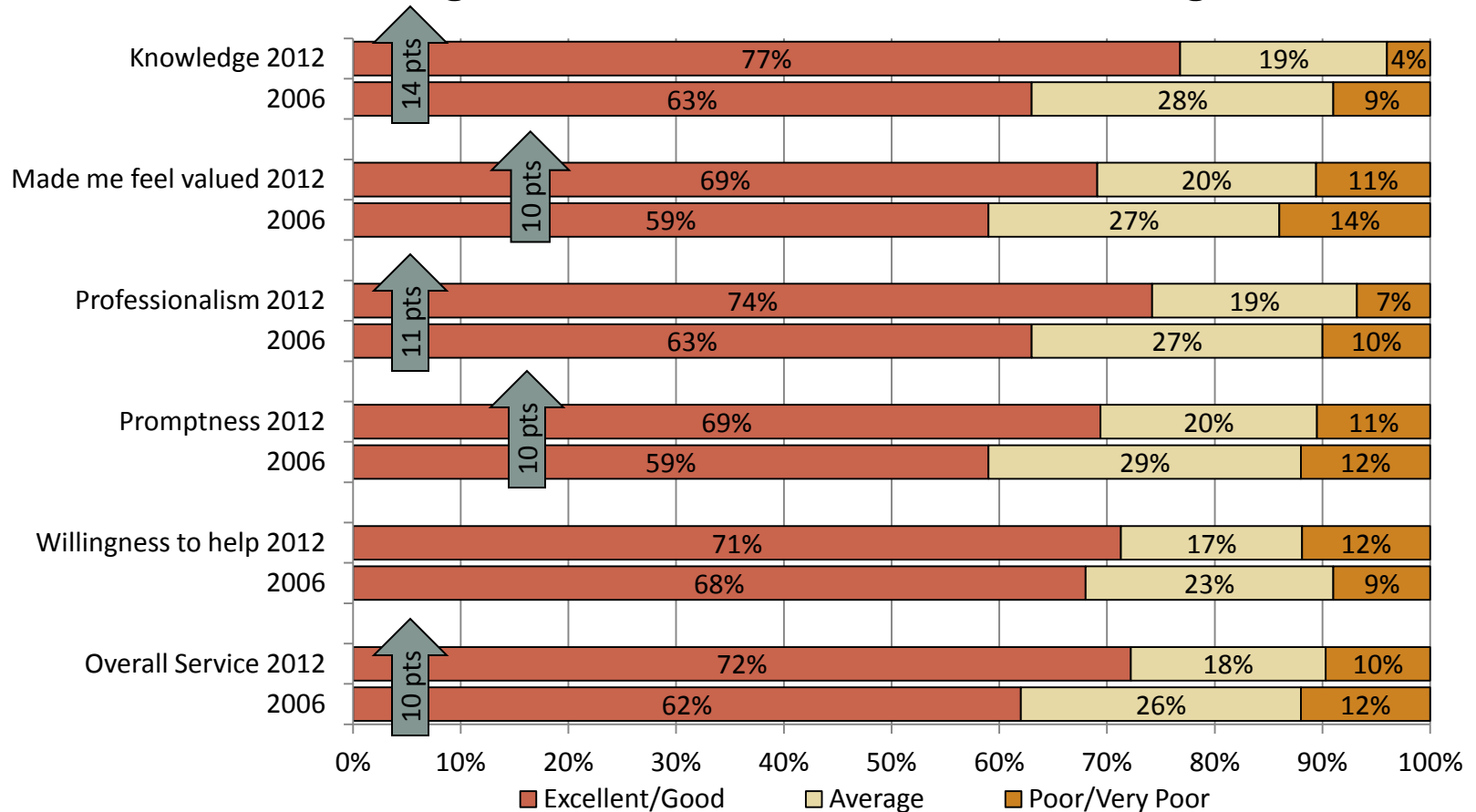
Service Quality Comparison

Quality of services--Excellent/Good rating



Customer Service Trends

Percent rating customer service as excellent or good:



Priorities - Services

Most emphasis next two years

Area	Rank 2012	Rank 2011
Streets	1	2
Code Enforcement	2	3
Economic Development/Redevelopment	3	1
Corridor Enhancements/Beautification	4	6
Police/Fire	5	*
Litter Control	6	N/A
Sidewalks	7	10
Street Lighting	8	*
Animal Services	9	*

Priorities - Services

Most emphasis next two years

Area	Rank 2012	Rank 2011
Water/Wastewater	10	12
Parks	11	7
Recycling	12	11
Traffic Signals	13	14
Libraries	14	13
Communications	15	*
Recreation	16	*
Trash	17	*
Arts Center	18	*

Priorities – Code Enforcement

Area	Rank 2012	Rank 2011
Clean up of junk/debris on private property	1	*
Overall quality of code enforcement	2	3
Exterior maintenance of structures	3	2
Mowing/cutting of weeds/grass on private property	4	*
Parking in the yard	5	*
Regulation of signs	6	*

Priorities - Appearance

Area	Rank 2012	Rank 2011
Appearance of major streets and corridors	1	2
Appearance of convenience stores in neighborhoods	2	1
Maintenance of residential property	3	7
Pick up of litter	4	3
Maintenance of business property	5	*
Number and availability of sidewalks	6	7

* Same as 2012 Rank

Priorities – Public Safety

Area	Rank 2012	Rank 2011
Effort to prevent crime	1	*
Visibility of police in neighborhood	2	*
Quality of stray/wild animal control in your nbhd	3	5
Adequacy of city street lighting	4	3
Overall quality of police service	5	4
Fire/ambulance response time/promptness	6	8

* Same as 2012 Rank

Priorities – Public Safety

Area	Rank 2012	Rank 2011
Traffic enforcement	7	6
Visibility of police in retail areas	8	7
Overall quality of fire services	9	11
Adequacy of security lighting at city parks	10	9
Overall quality of animal services	11	10
Overall quality of ambulance service	12	*

* Same as 2012 Rank

Priorities – Community Services

Area	Rank 2012	Rank 2011
Maintenance/landscaping of city parks	1	*
Quality of facilities at parks	2	3
Overall quality of parks	3	2
Overall quality of libraries	4	*
Miles of walking trails	5	6
Overall quality of city recreation centers	6	8
Availability/selection of library books/materials	7	5
Quality of pools/aquatic facilities	8	N/A
Variety of programs at city recreation centers	9	7
Variety of Irving Arts Center programs/exhibits	10	9

* Same as 2012 Rank

Priorities – Public Works

Area	Rank 2012	Rank 2011
Condition of major streets	1	*
Maintaining streets	2	*
Condition of neighborhood sidewalks	3	4
Condition of neighborhood streets	4	6
Traffic management during rush hour	5	3
Timing of traffic signals	6	5
Stormwater drainage	7	*
Placement and number of streetlights	8	*
Reliability of water service	9	N/A
Condition of traffic signs and roadway striping	10	*
Street sweeping	11	9

* Same as 2012 Rank

Priorities – Solid Waste Services & Environmental

Area	Rank 2012	Rank 2011
Residential trash collection	1	*
Residential curbside recycling	2	*
Brush and bulky waste pickup	3	*
Education about environmental issues	4	6
Promotion of water conservation	5	4
Overall quality of solid waste services	6	7
Household hazardous waste disposal	7	5
Drop-off recycling centers	8	*
Landfill	9	*

* Same as 2012 Rank

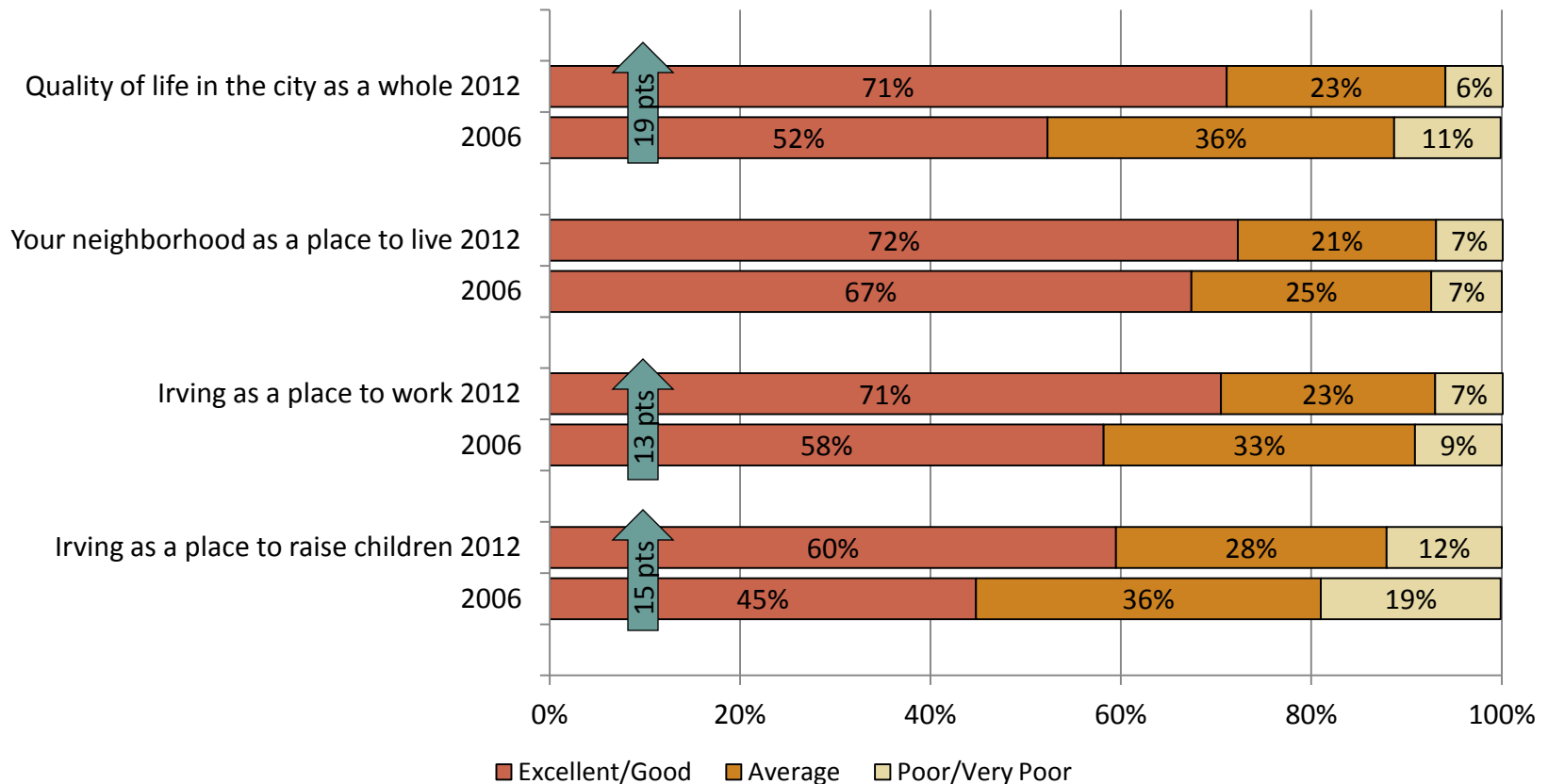


CITY OF IRVING

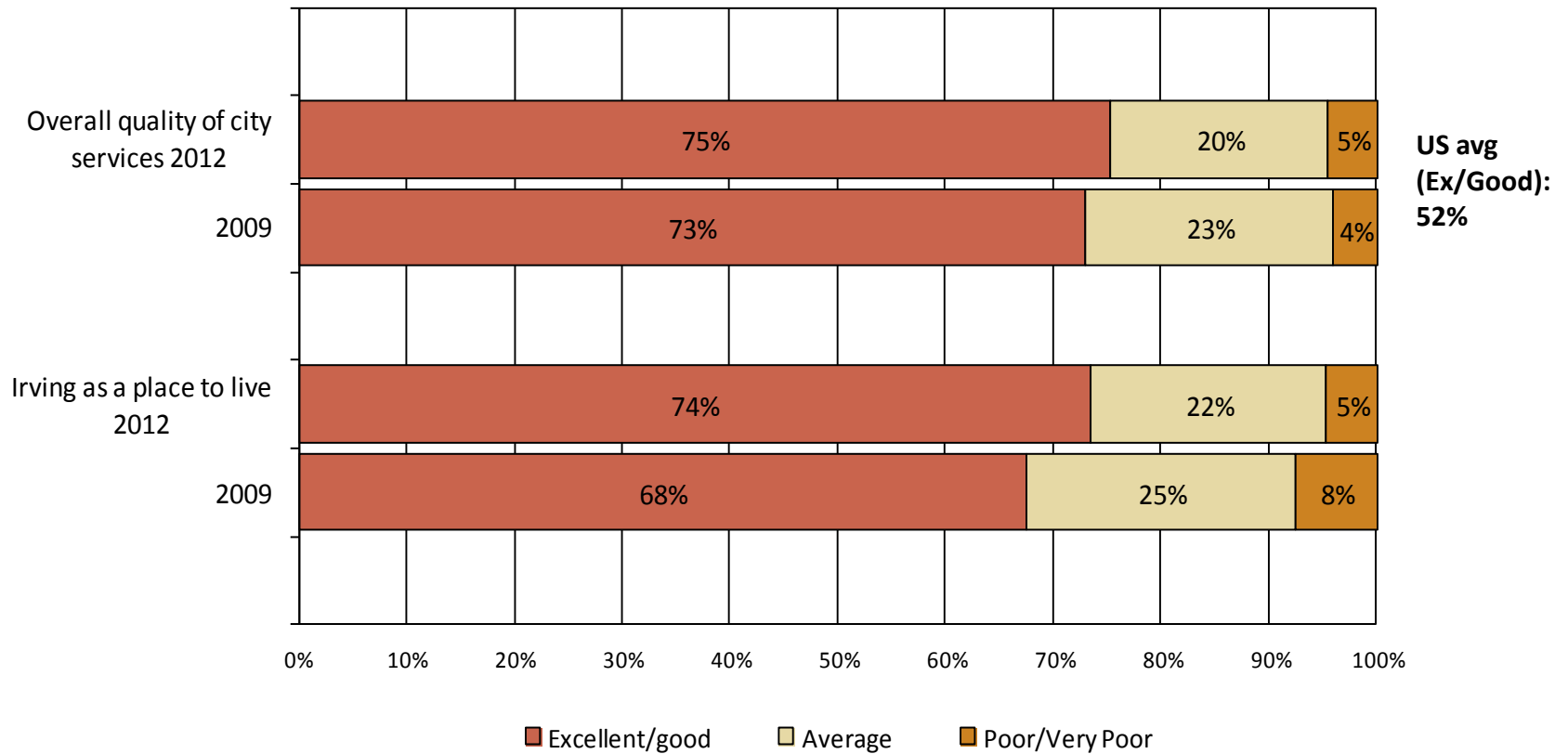
RESIDENT 2012 SURVEY

Comparison by Question

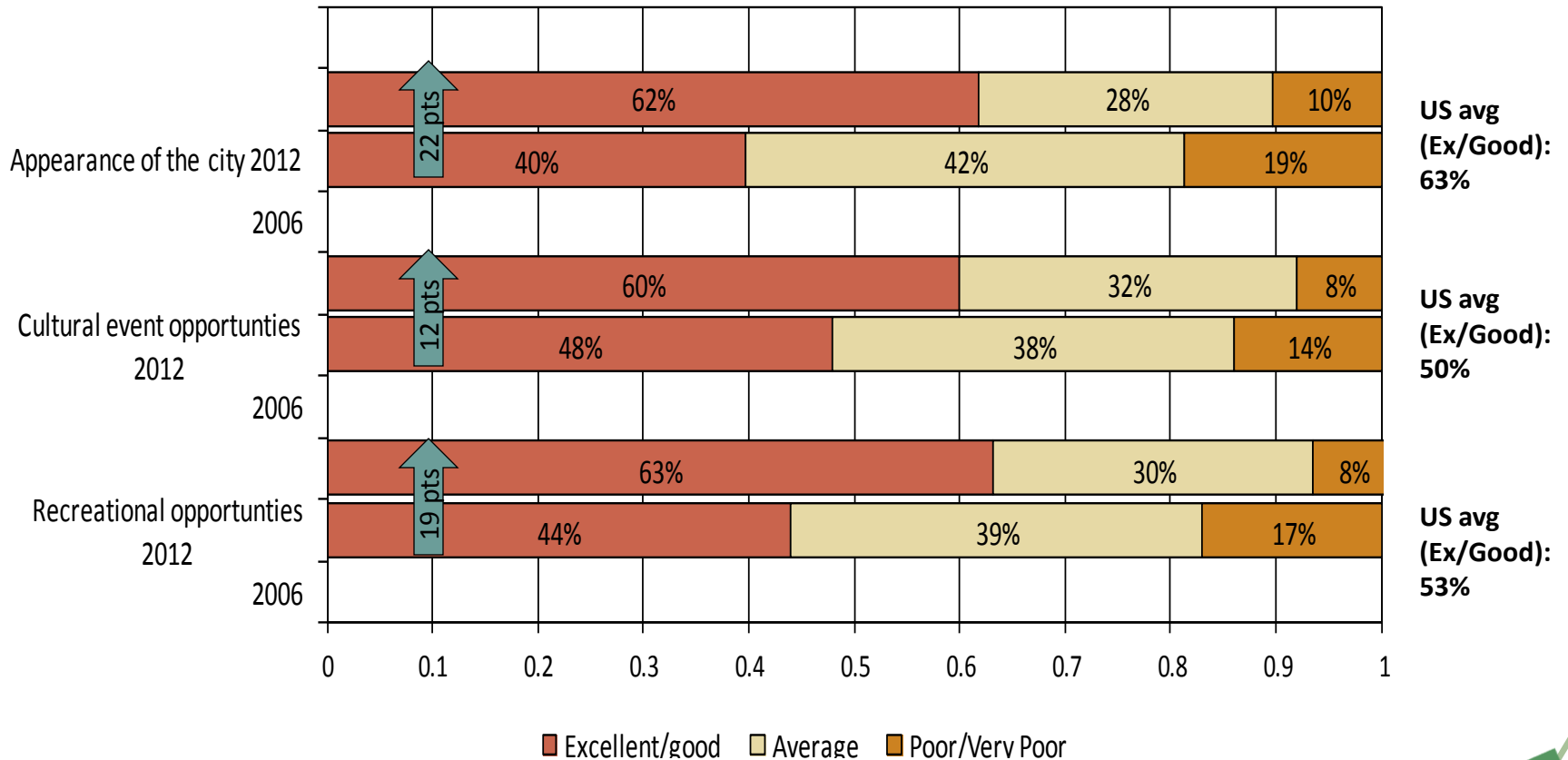
Quality of Life



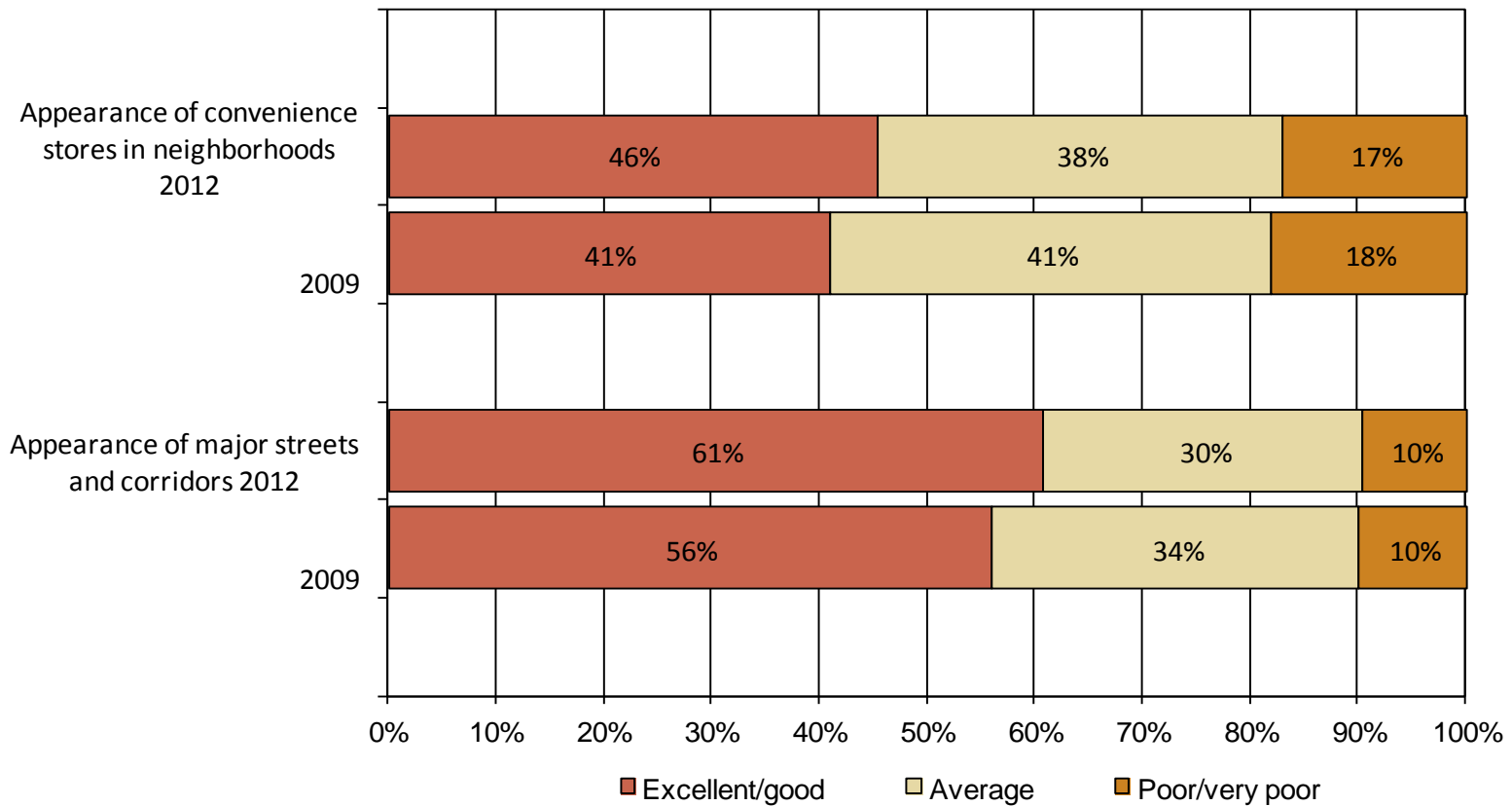
Quality of Life



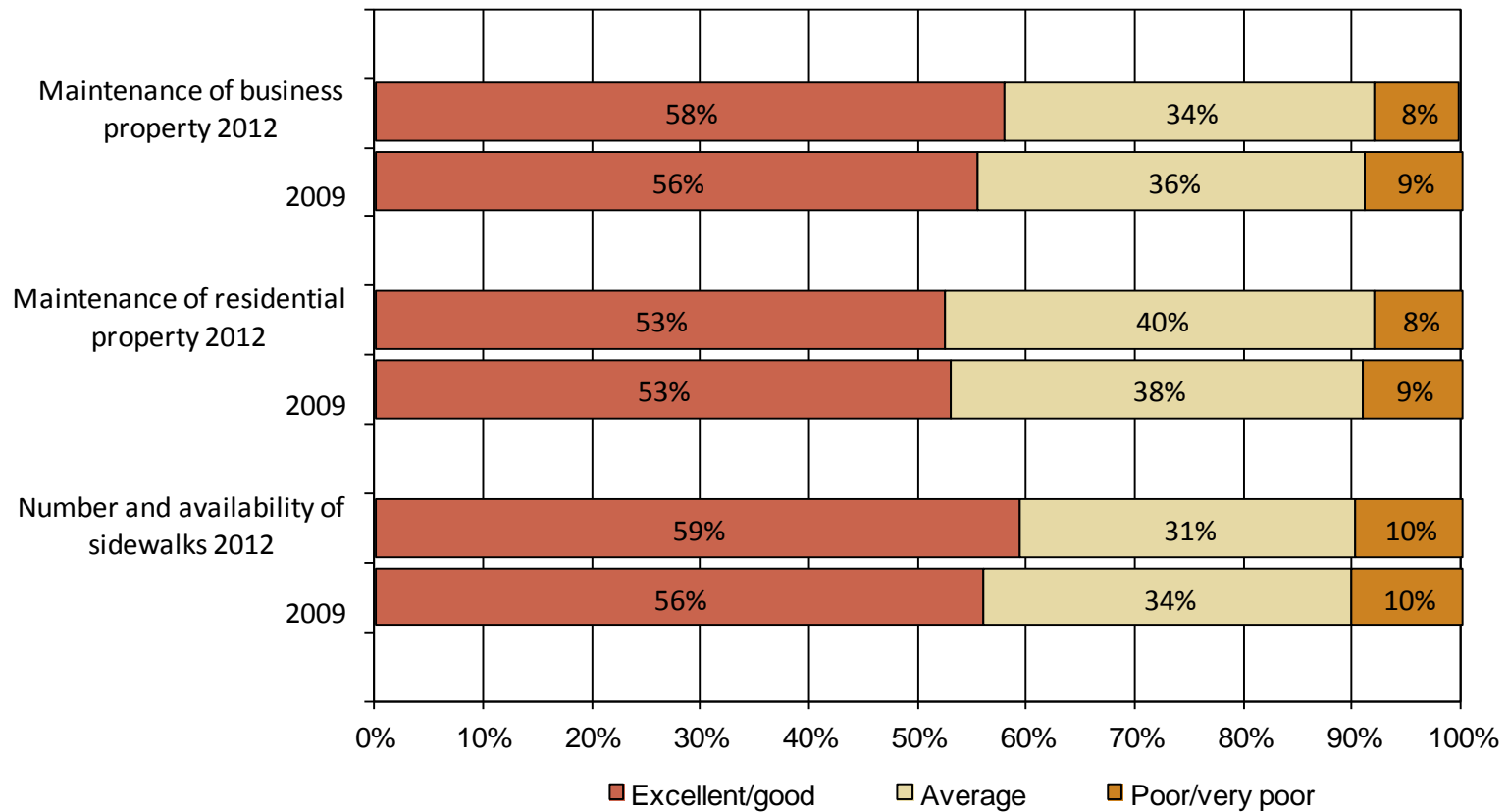
Quality of Life



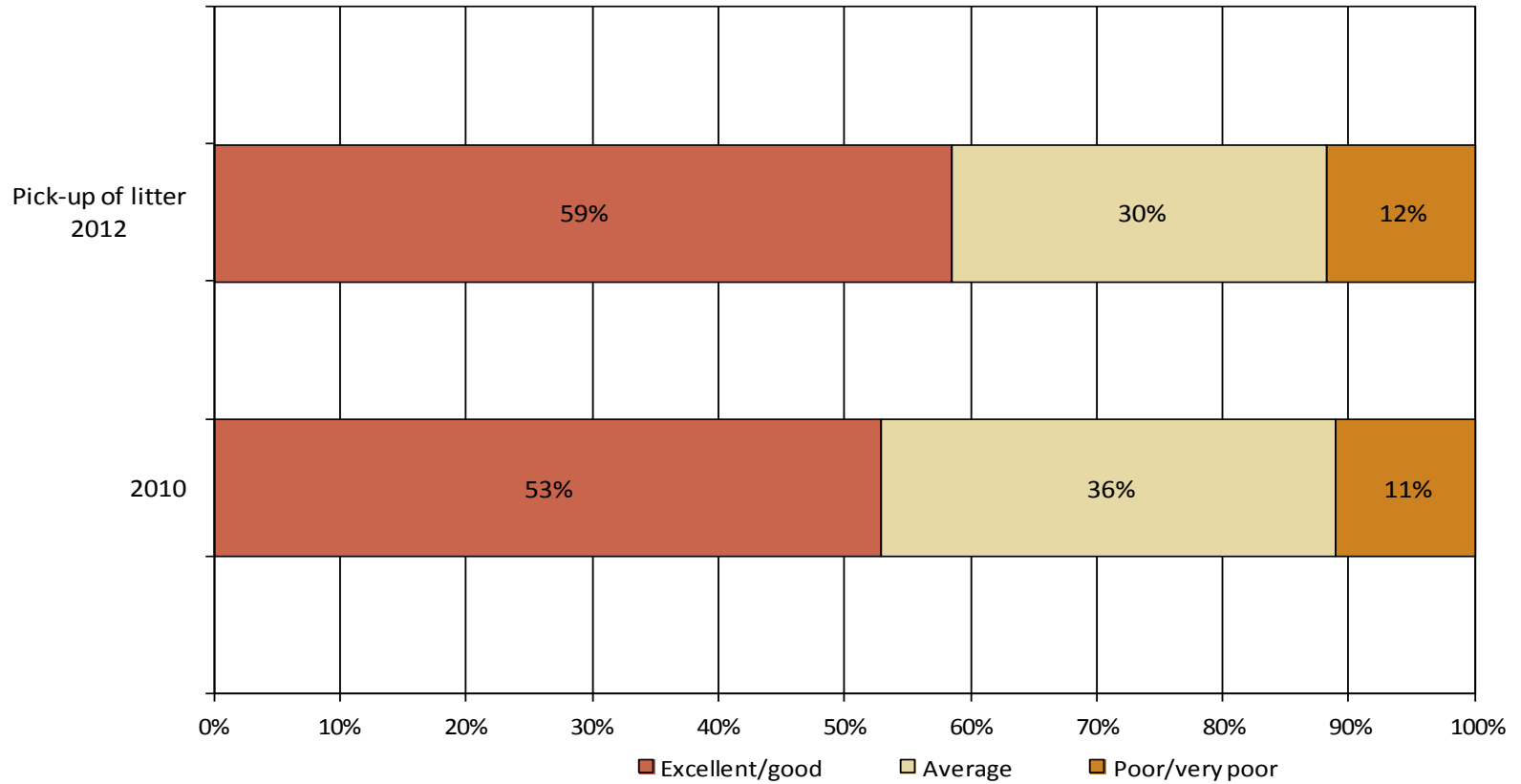
Vibrant Neighborhoods



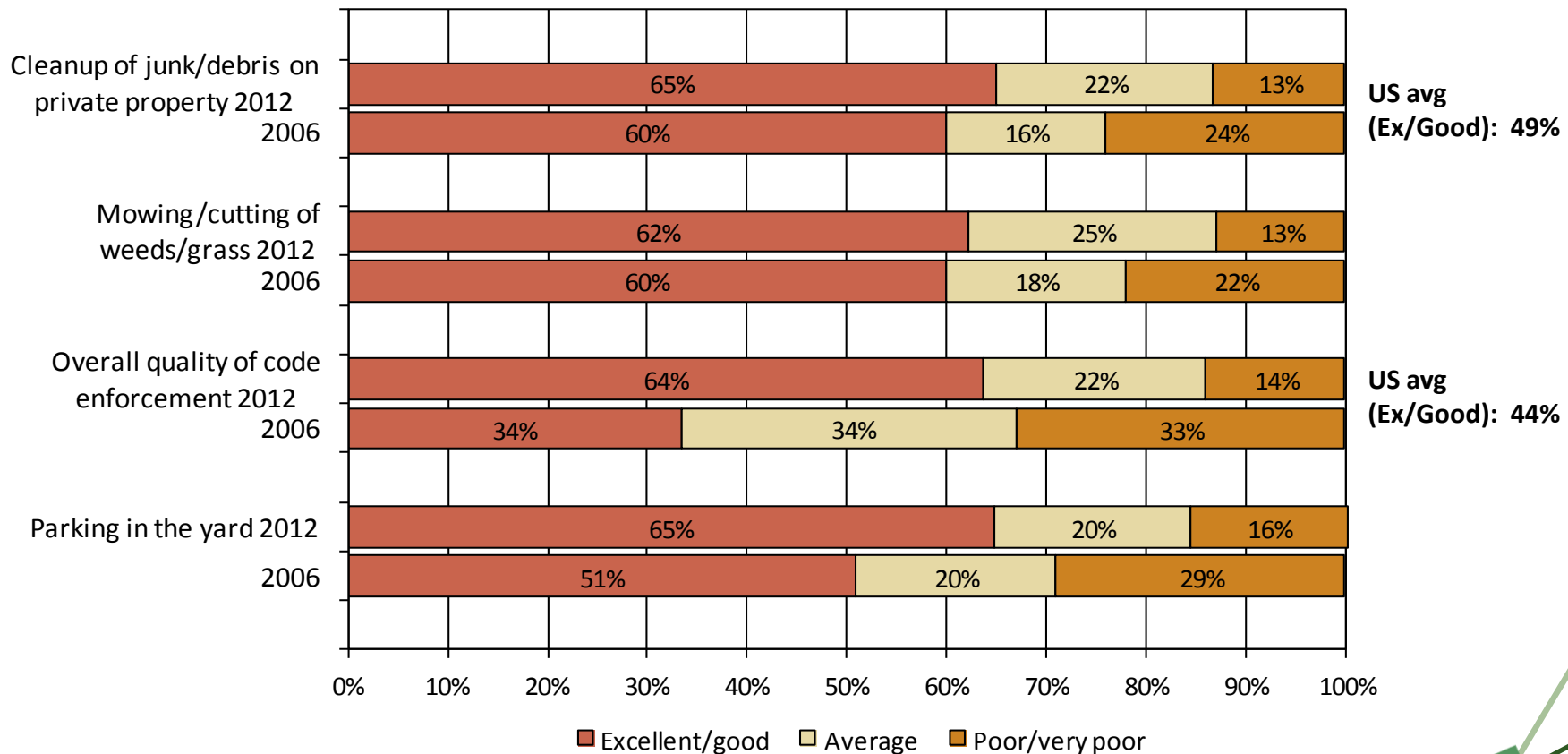
Vibrant Neighborhoods



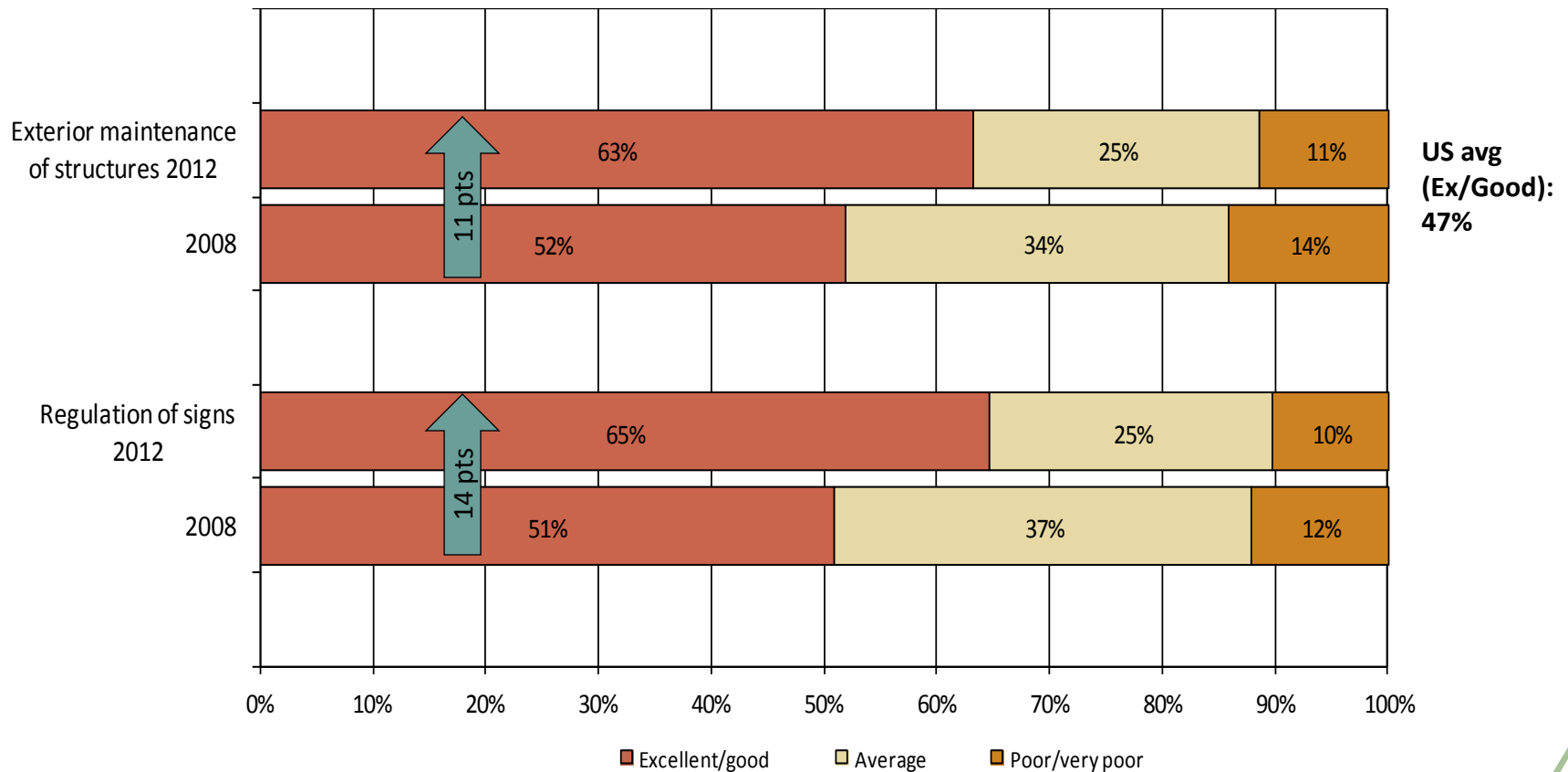
Vibrant Neighborhoods



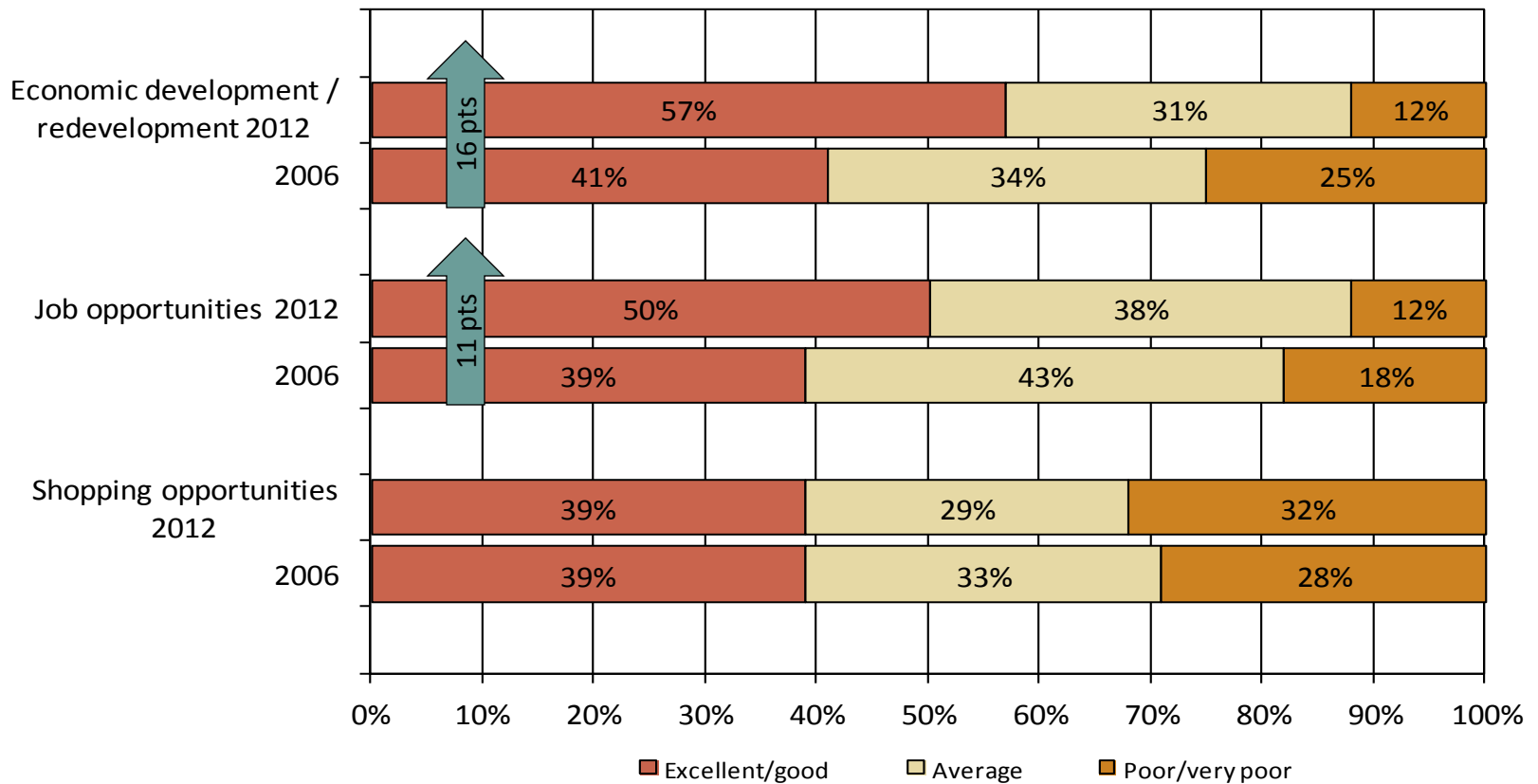
Vibrant Neighborhoods



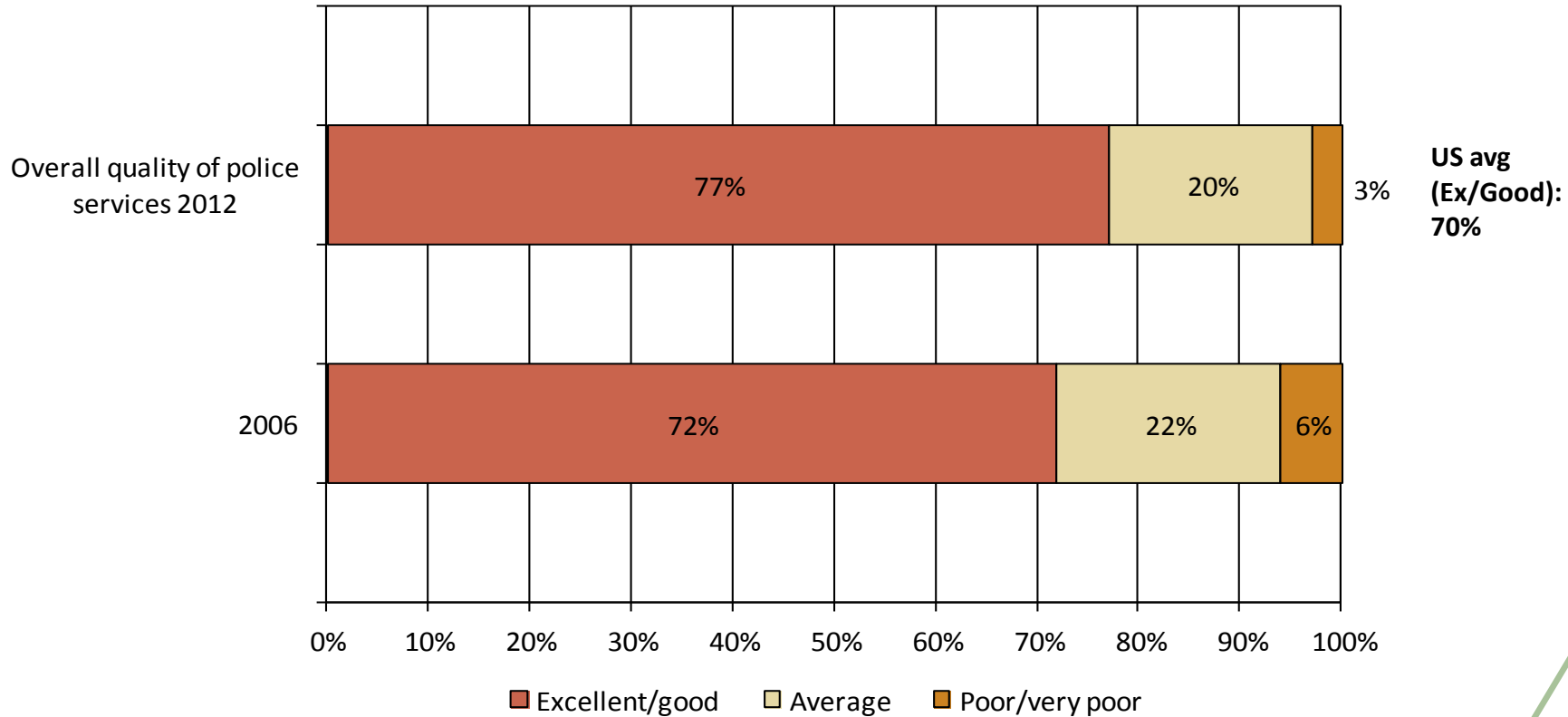
Vibrant Neighborhoods



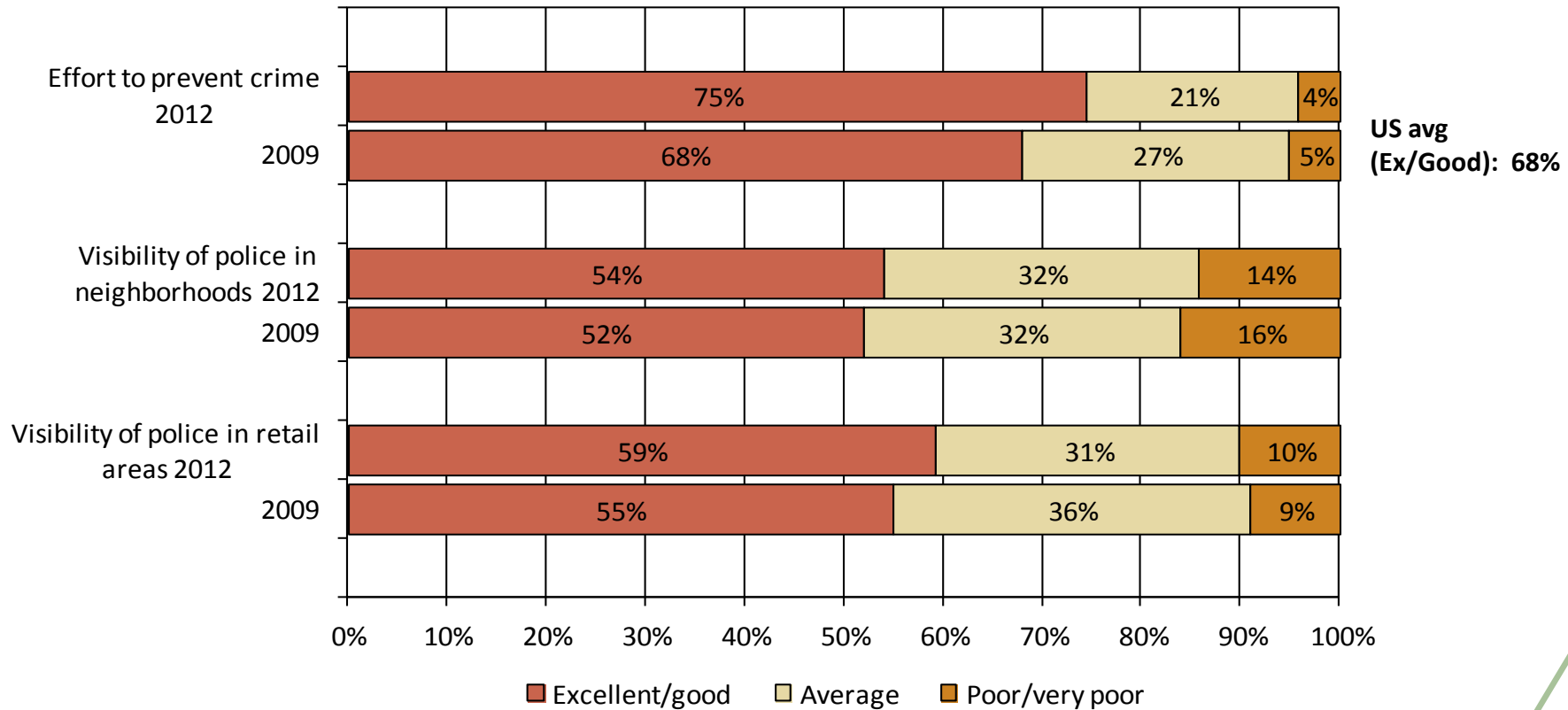
Economic Development



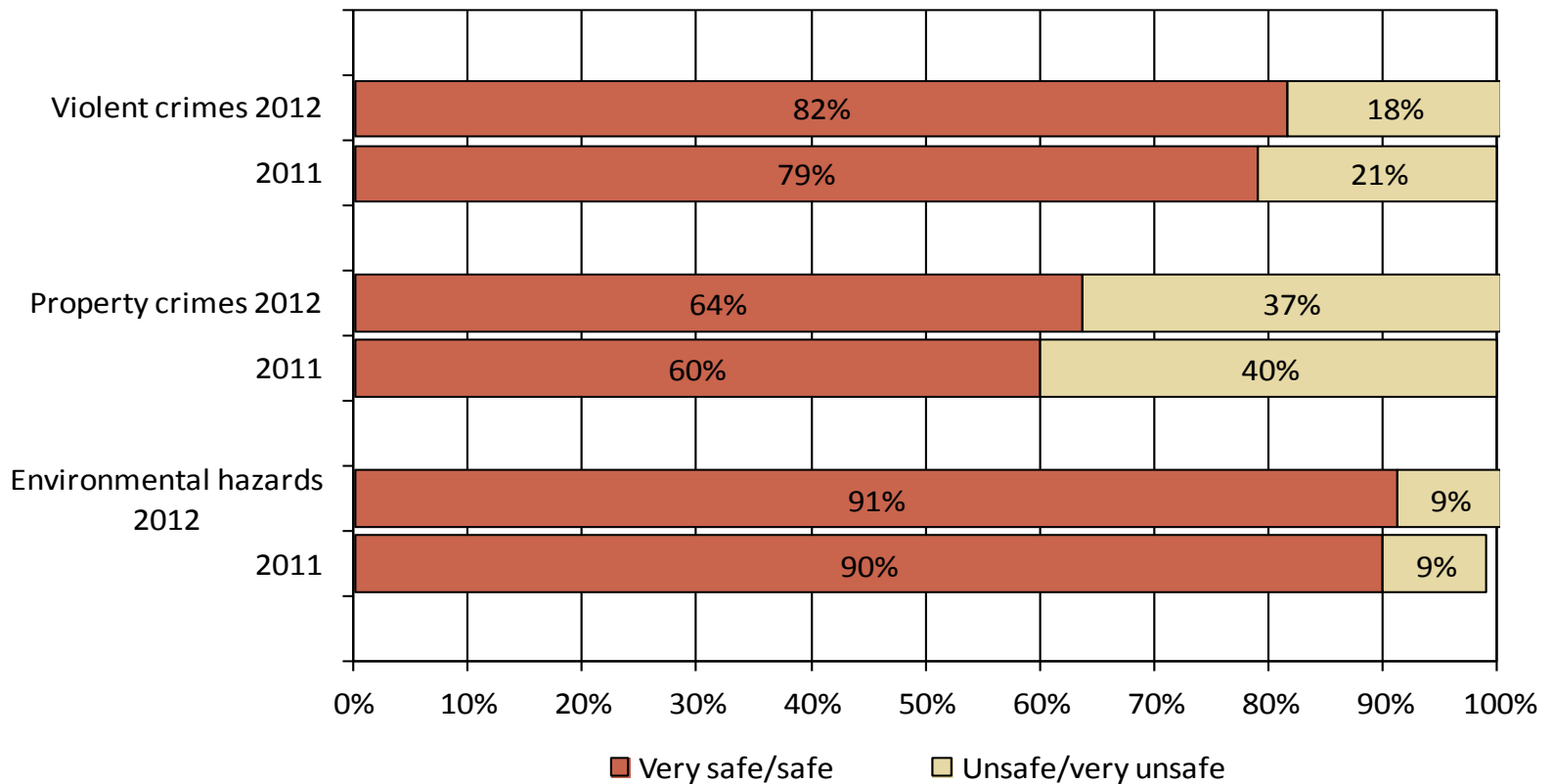
Safe and Secure City



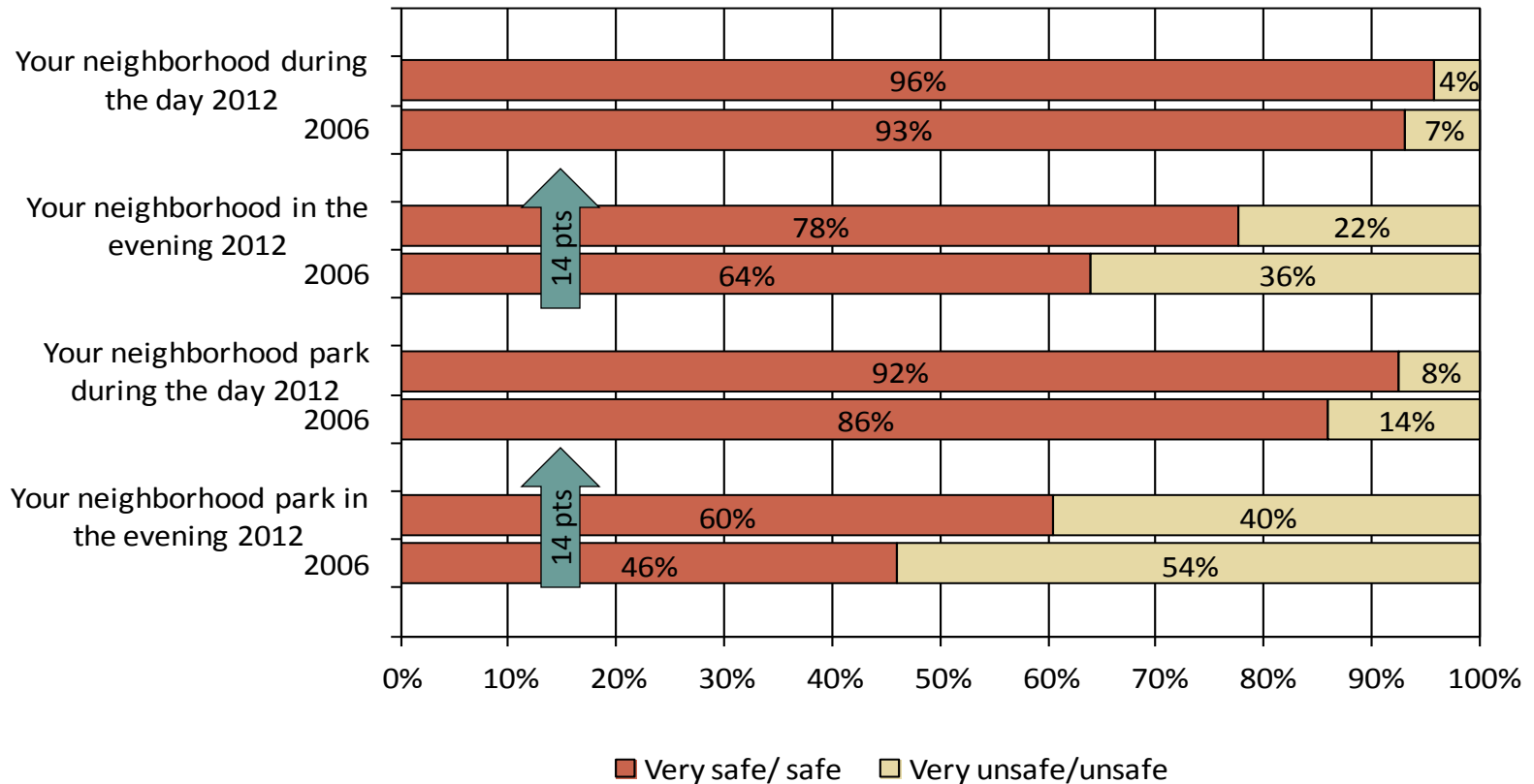
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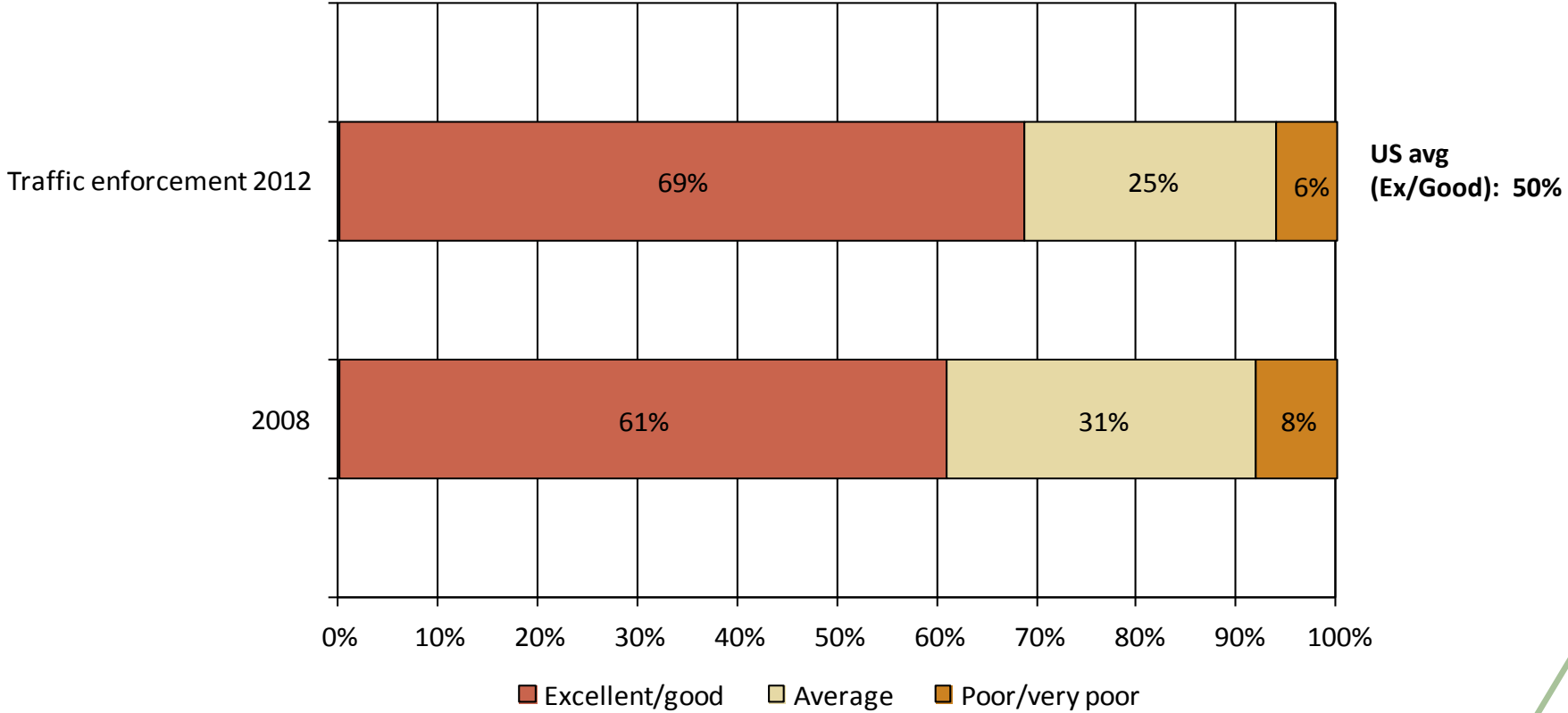
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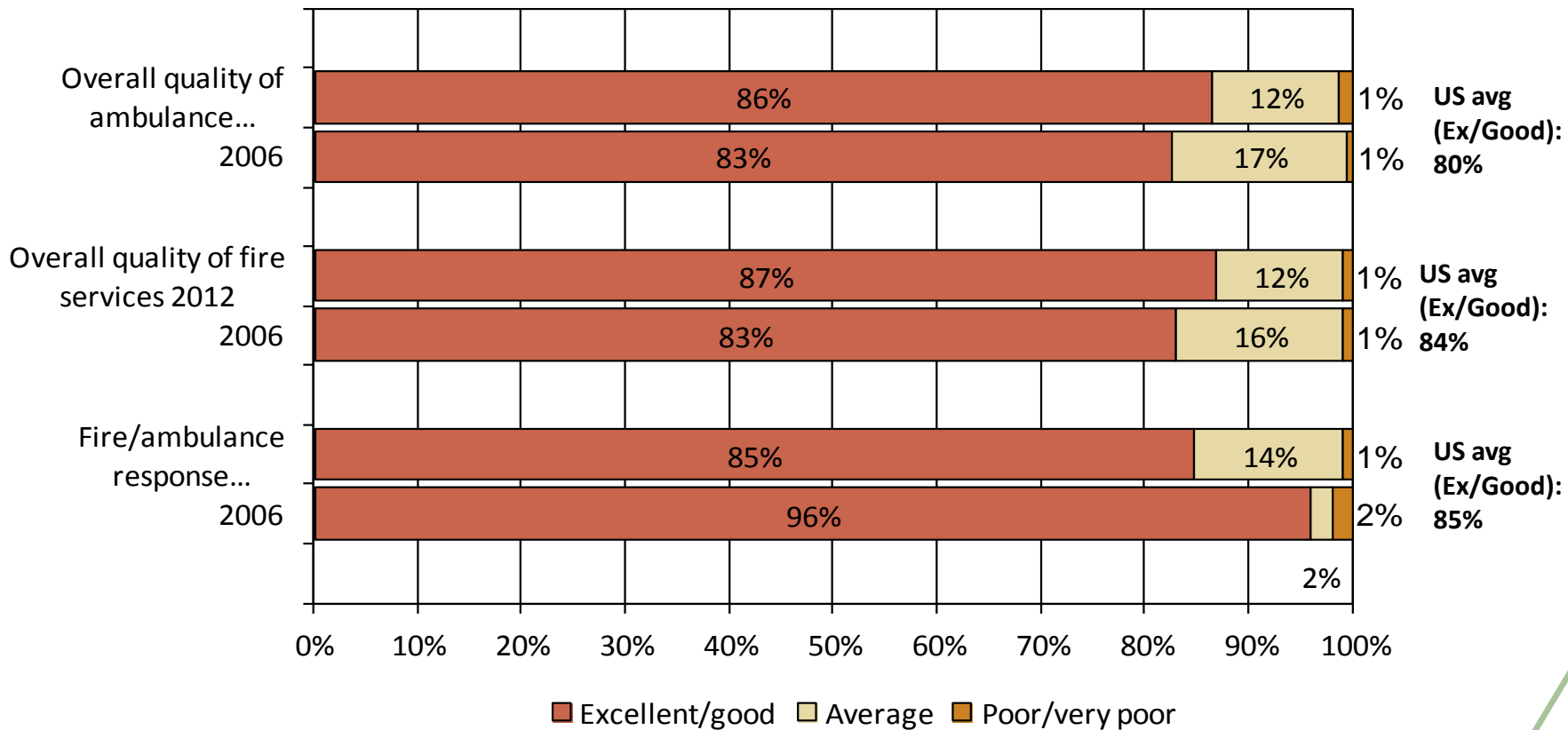
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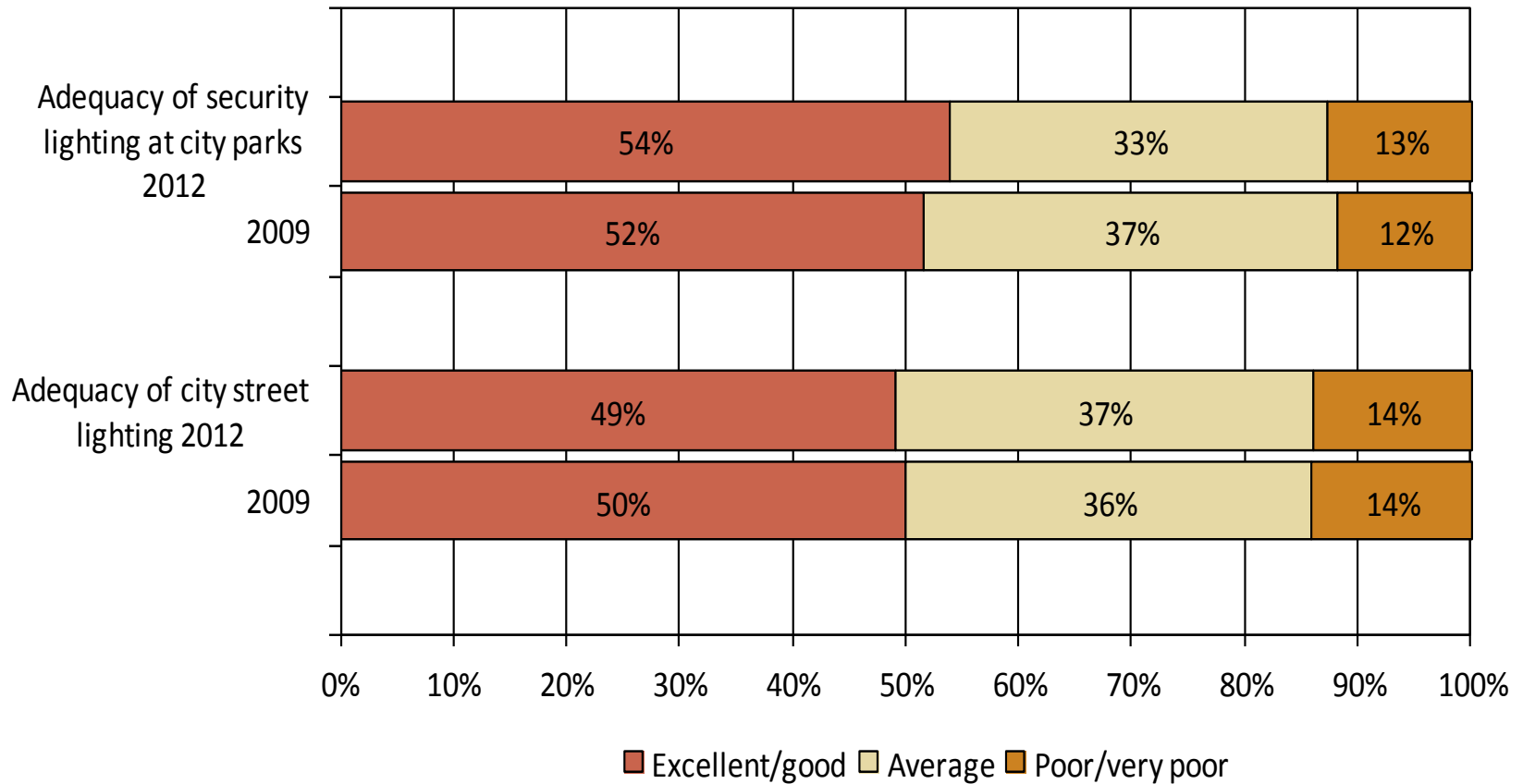
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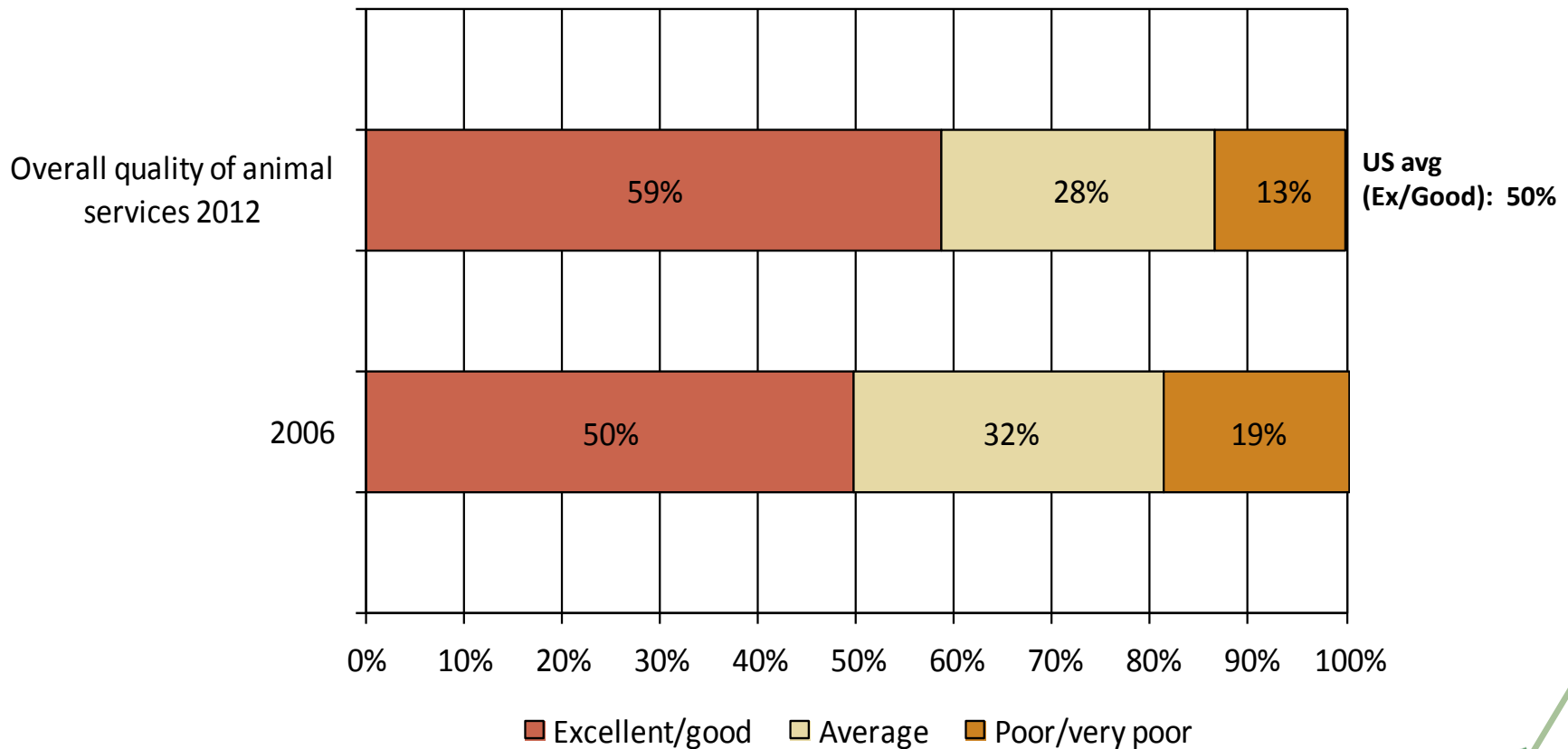
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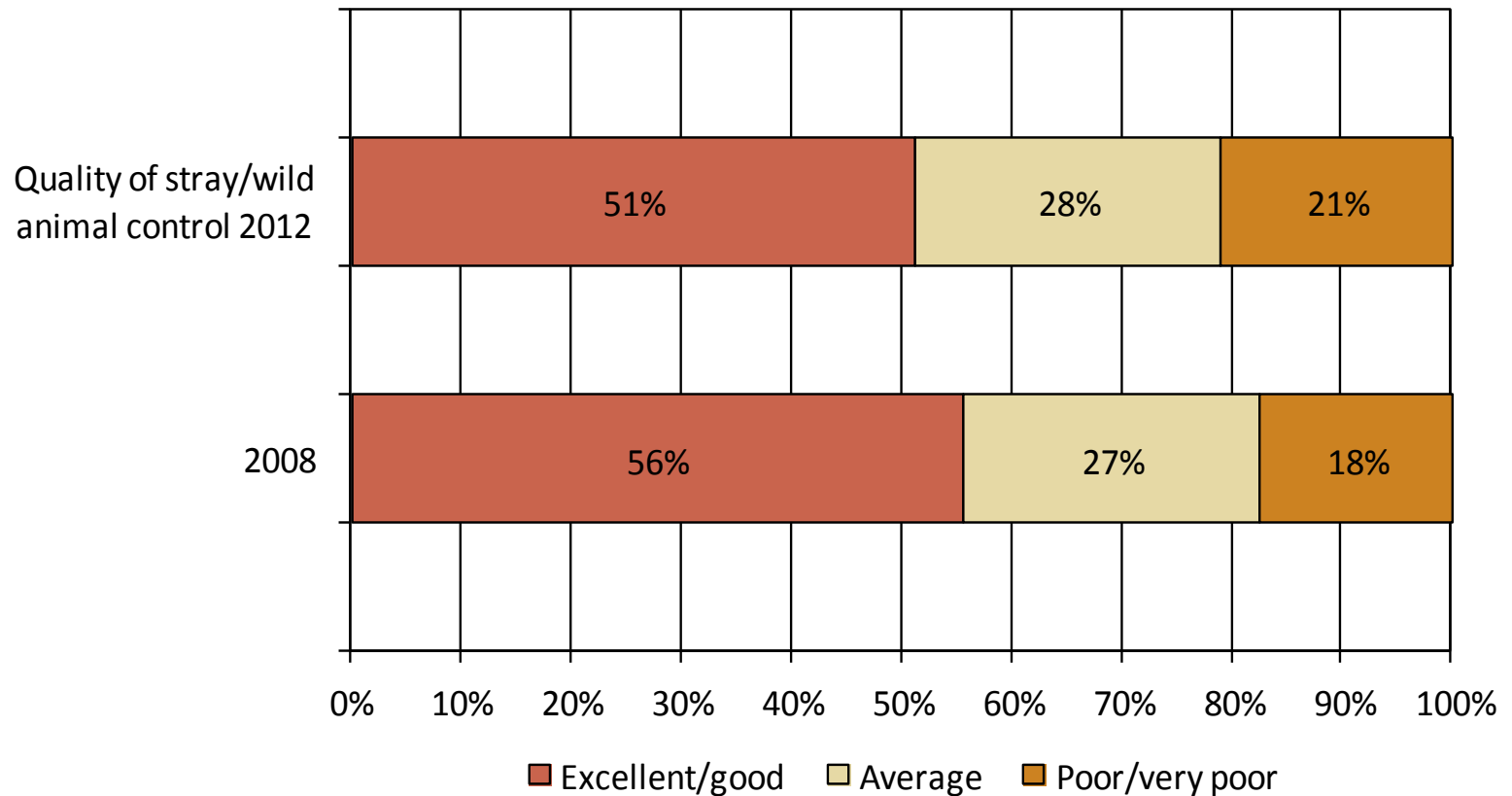
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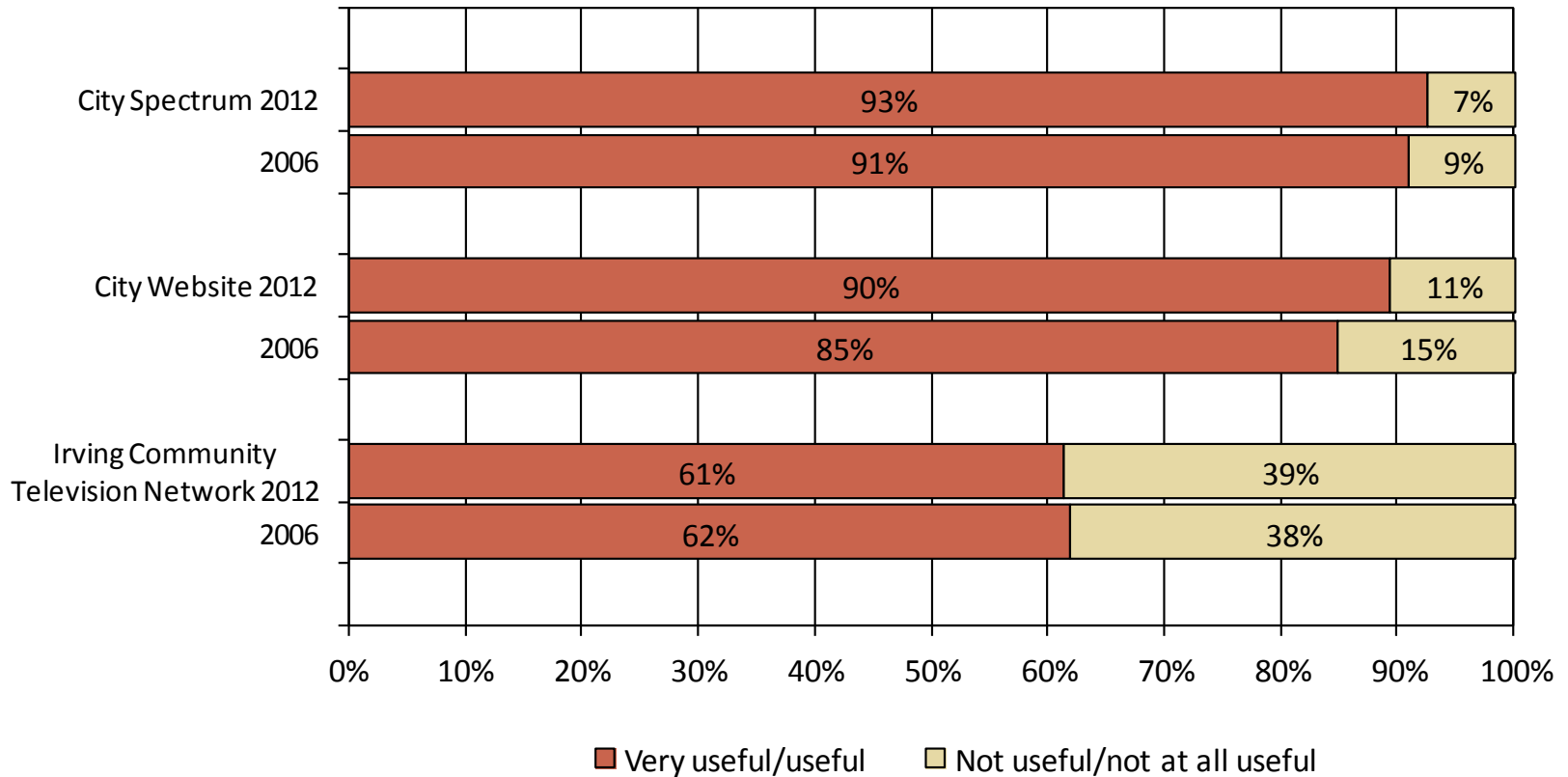
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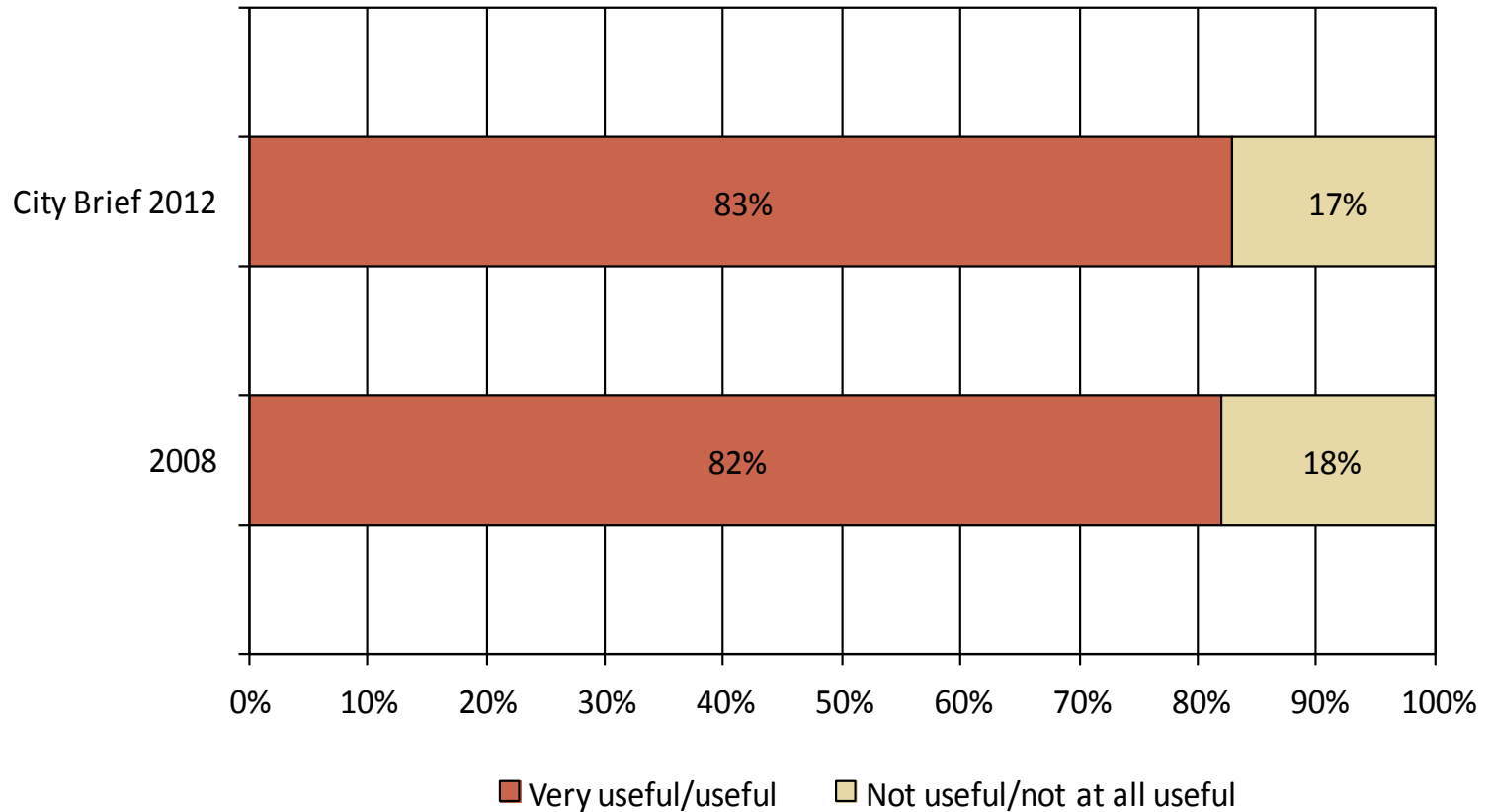
Safe and Secure City



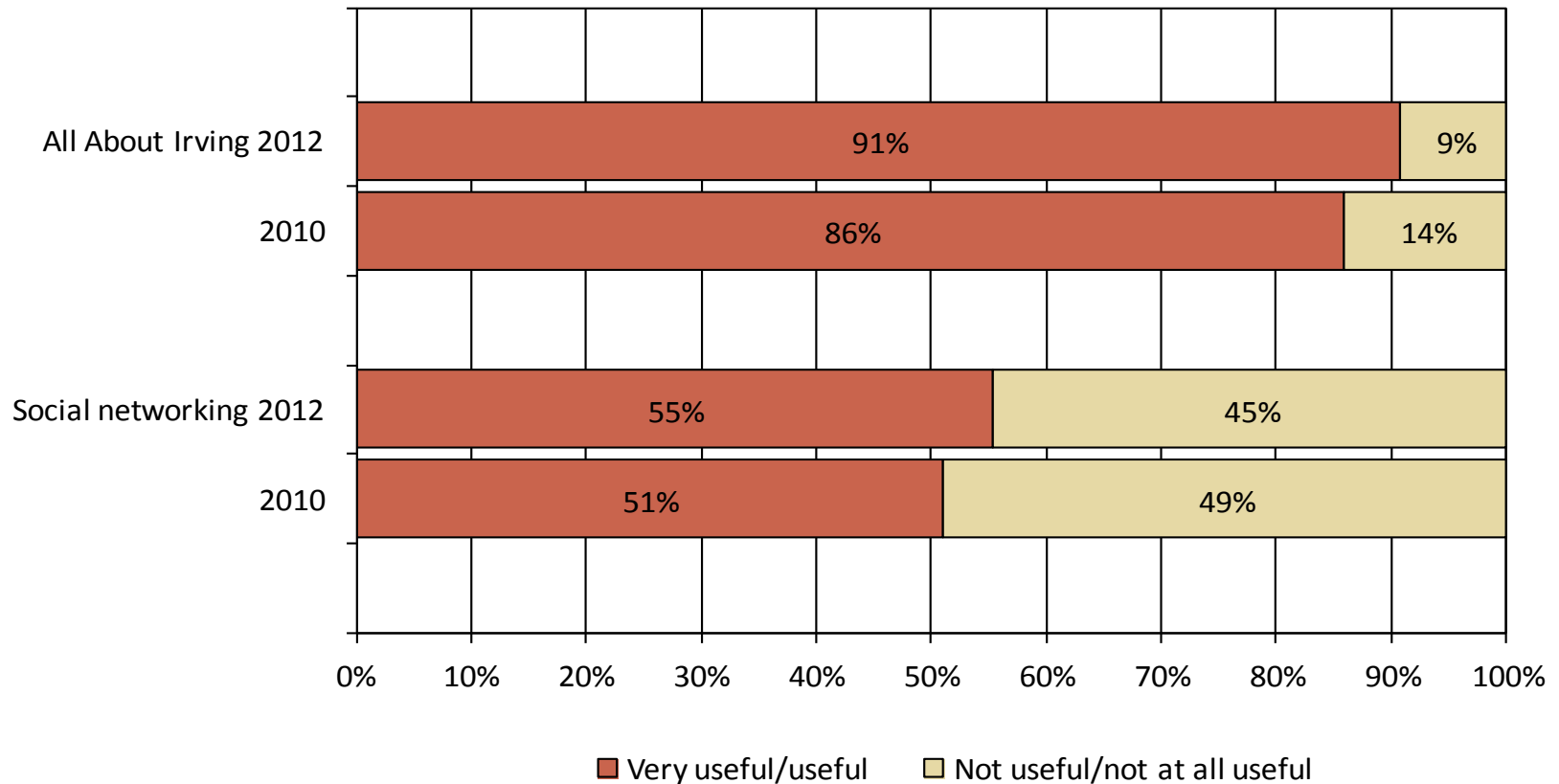
Effective Communications



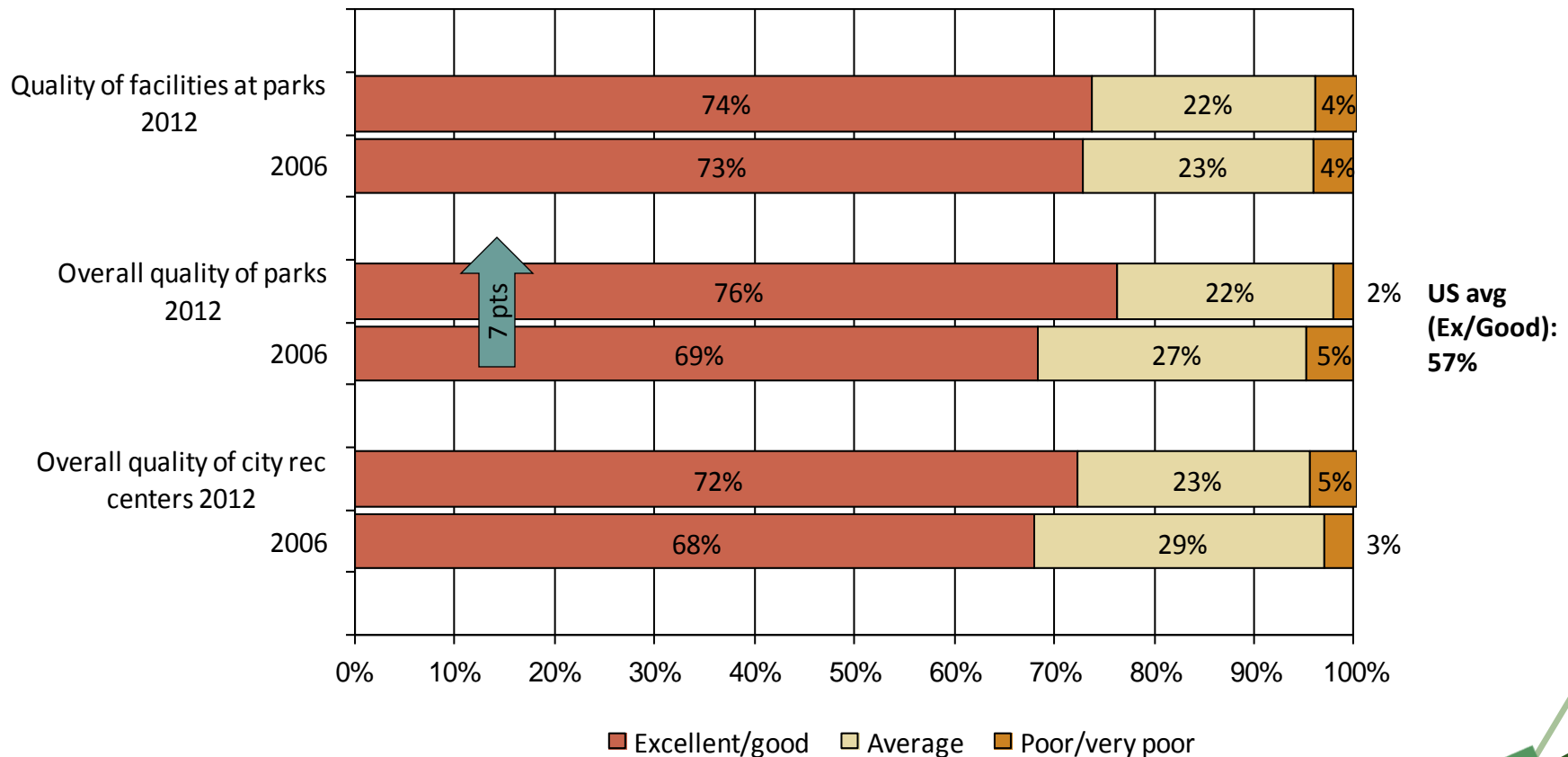
Effective Communications



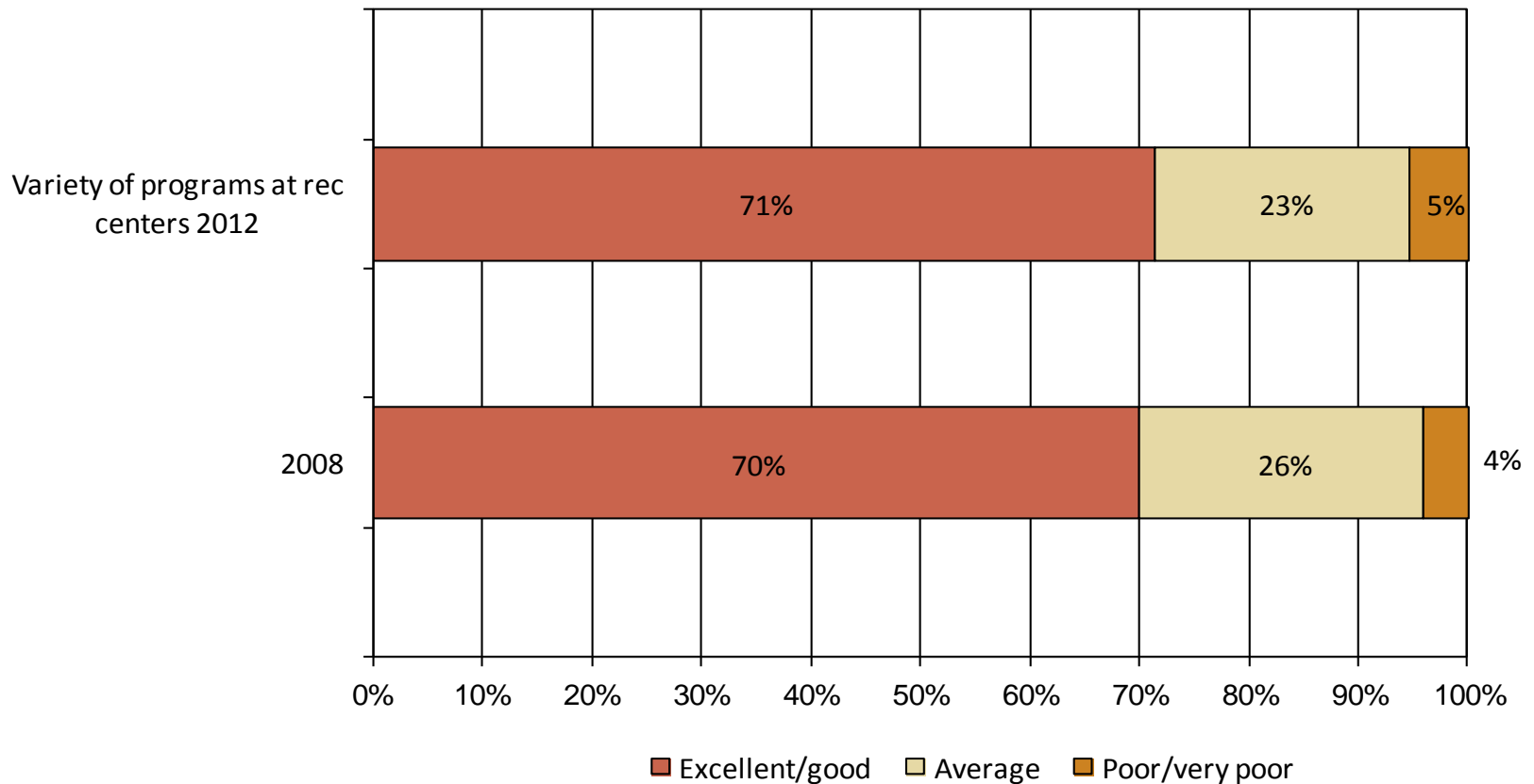
Effective Communications



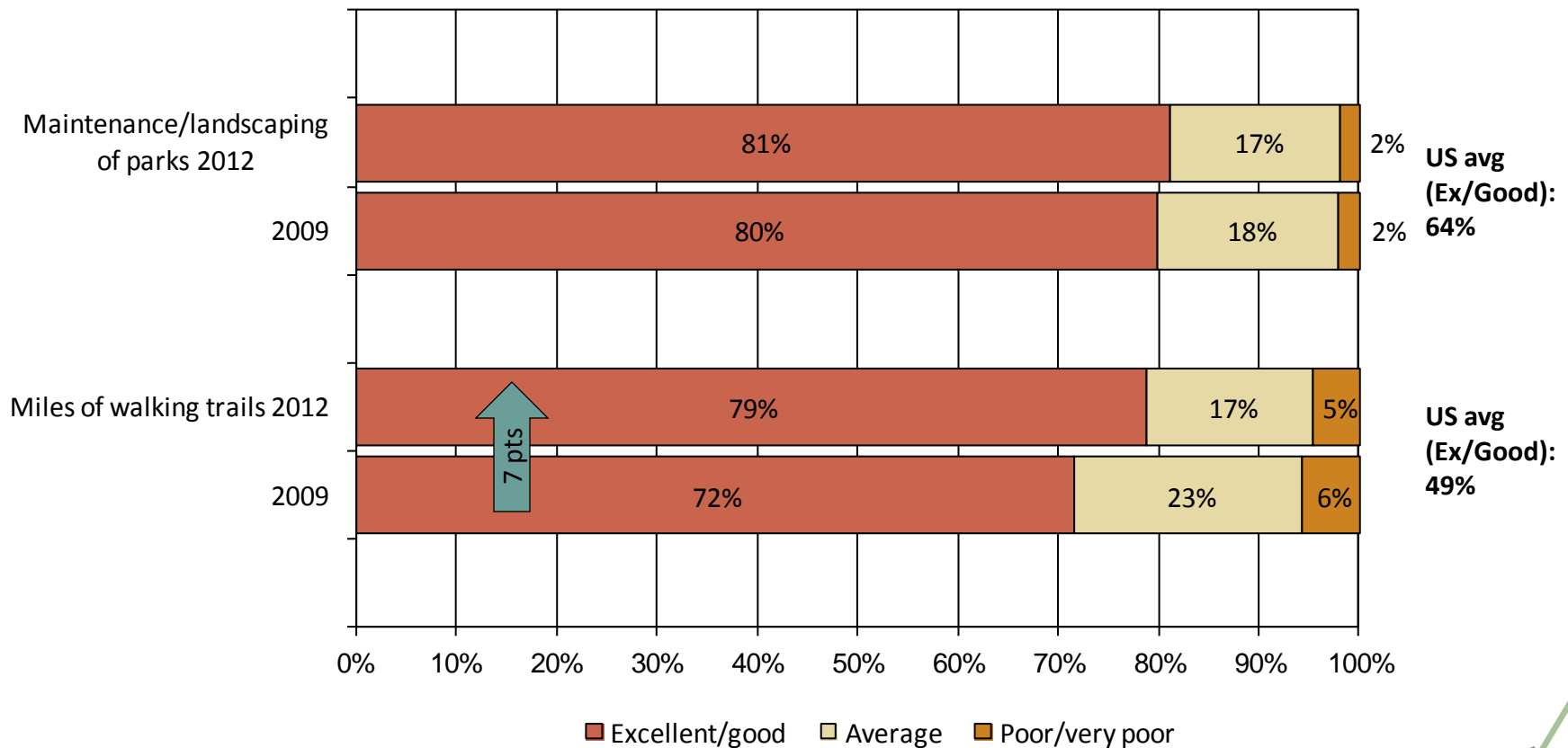
Recreational Environments



Recreational Environments

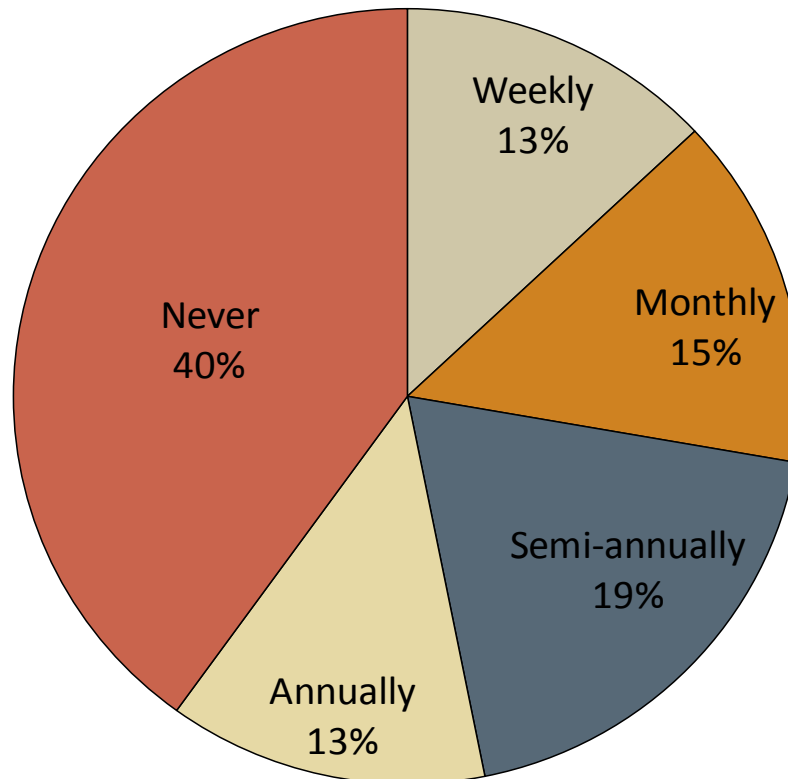


Recreational Environments



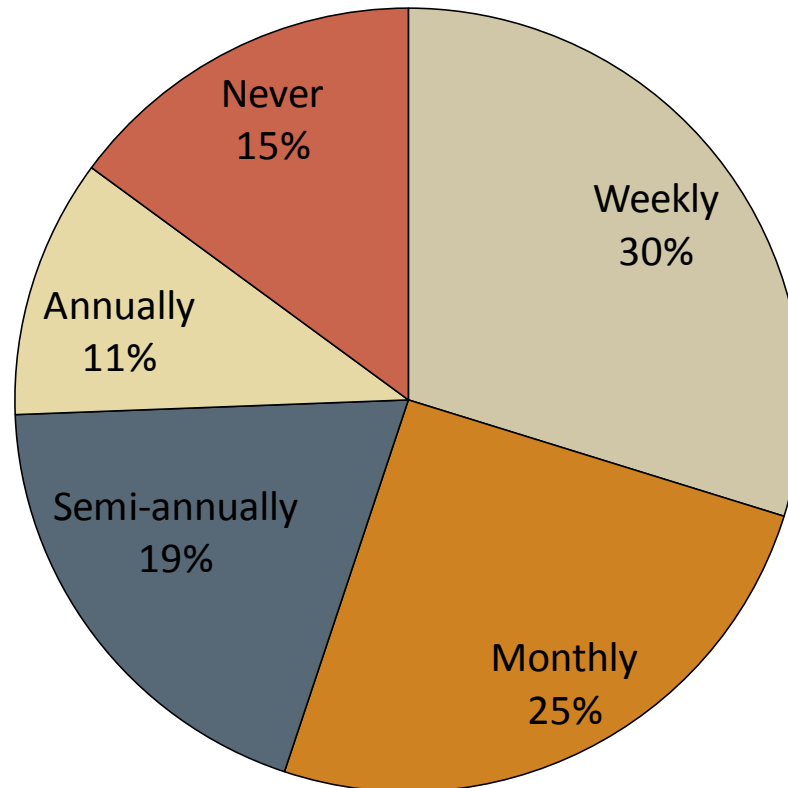
Recreational Environments

Recreation Center Usage



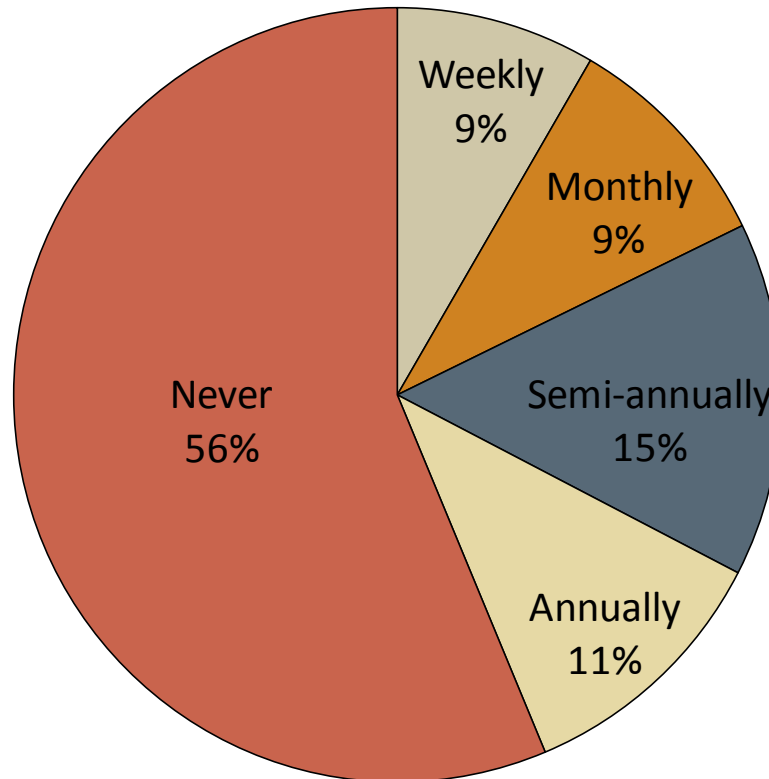
Recreational Environments

Park Usage



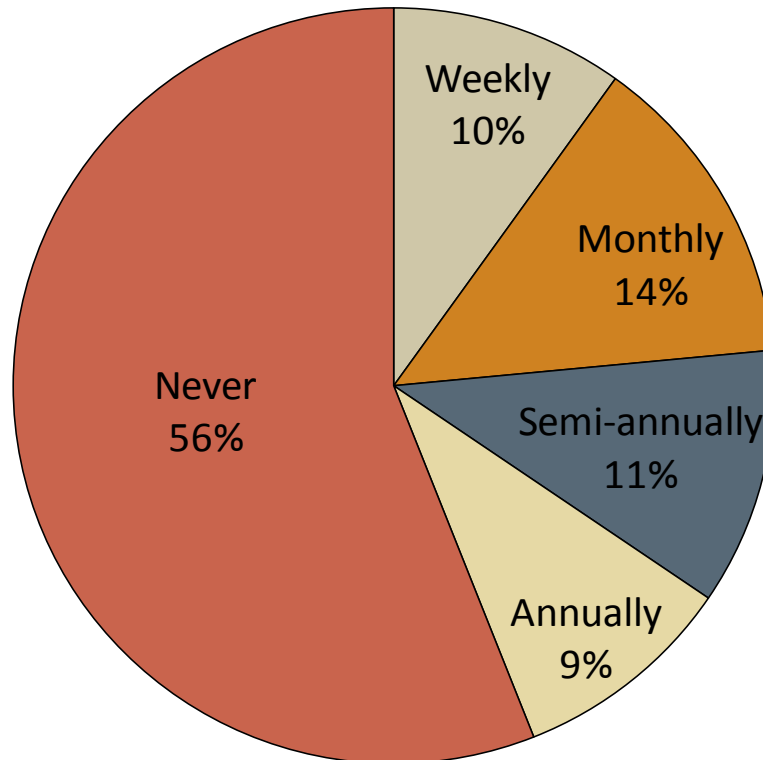
Recreational Environments

Pool/Aquatic Facility Usage



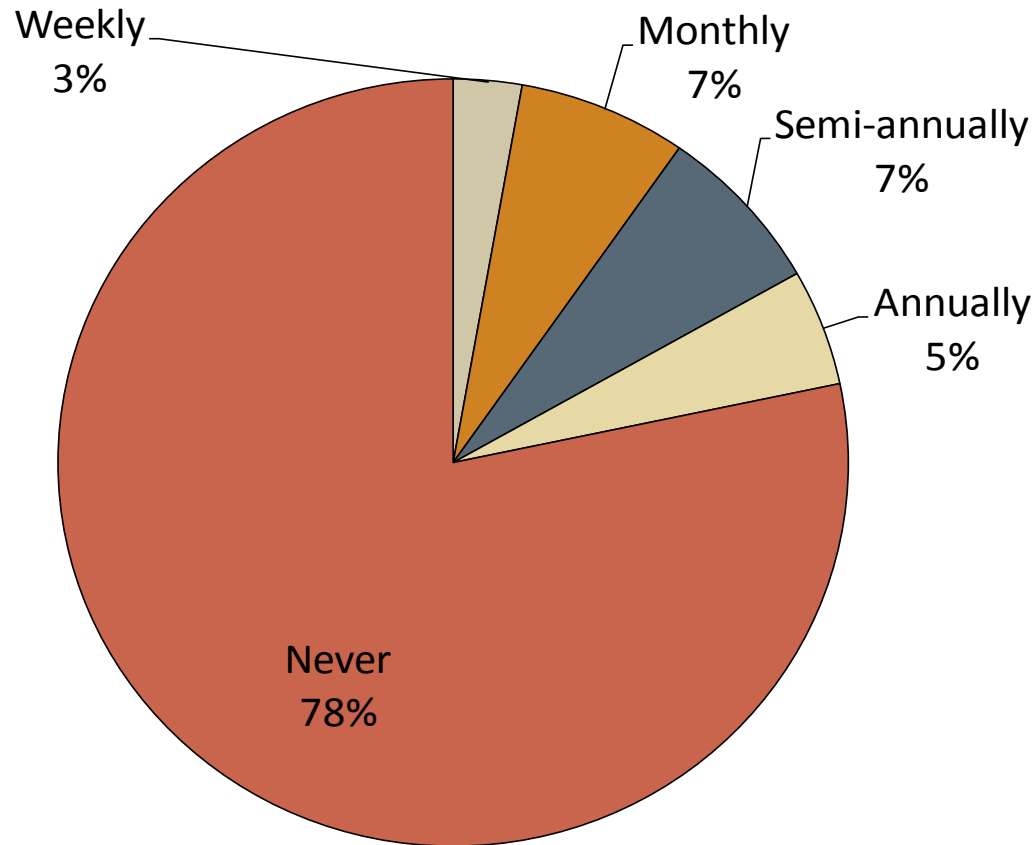
Recreational Environments

Campion Trail Usage

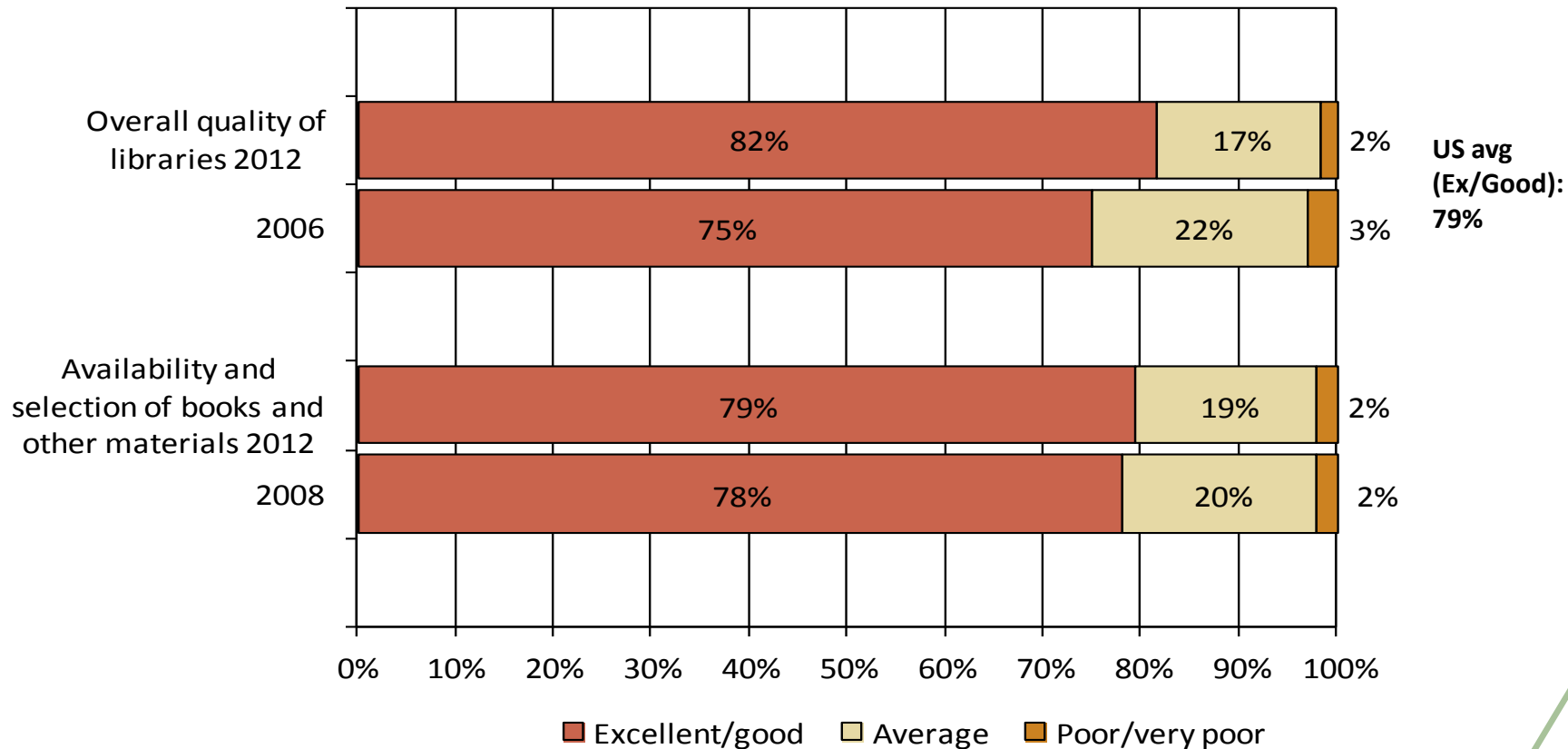


Recreational Environments

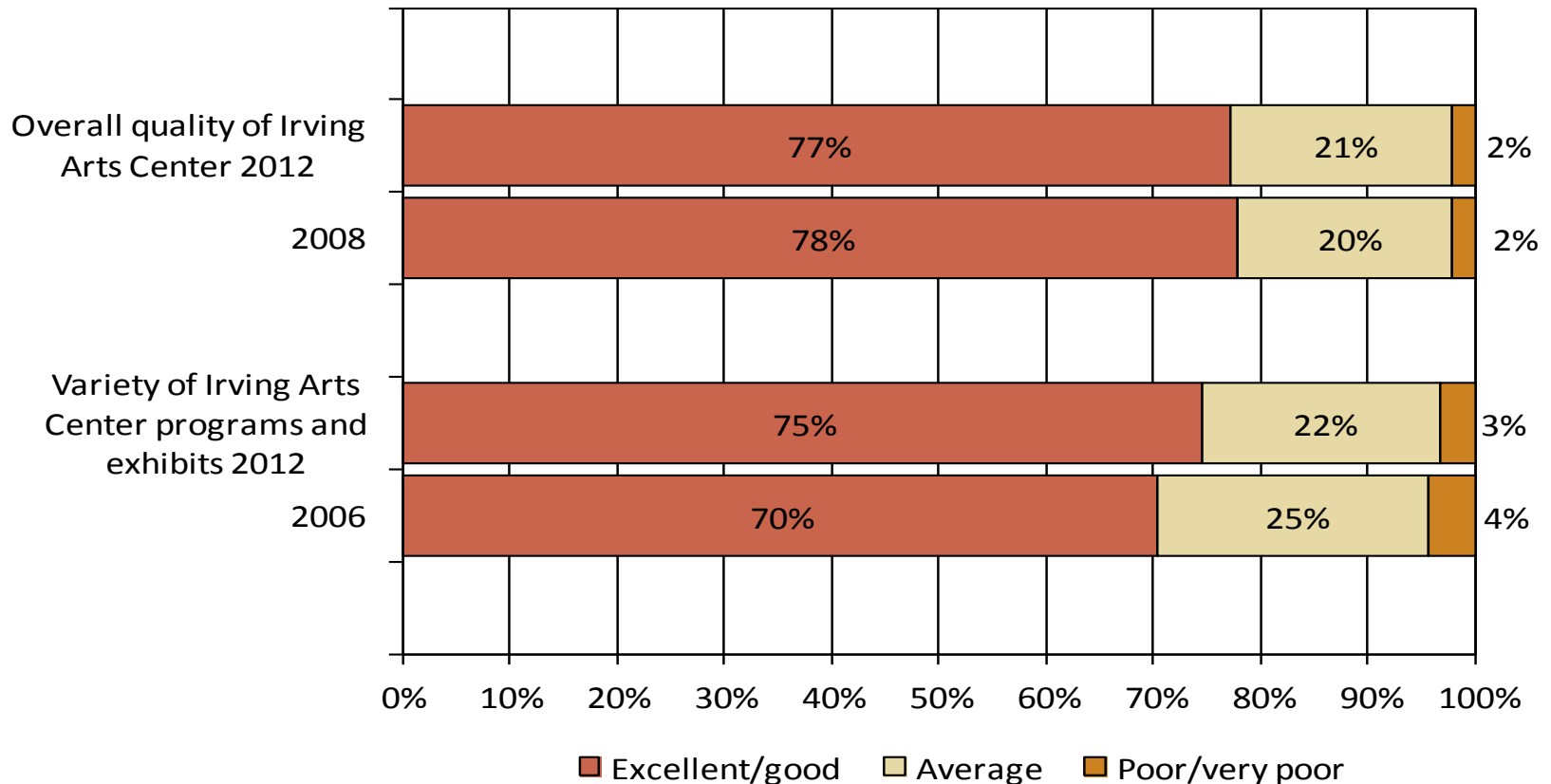
Dog Park Usage



Cultural and Educational Environments

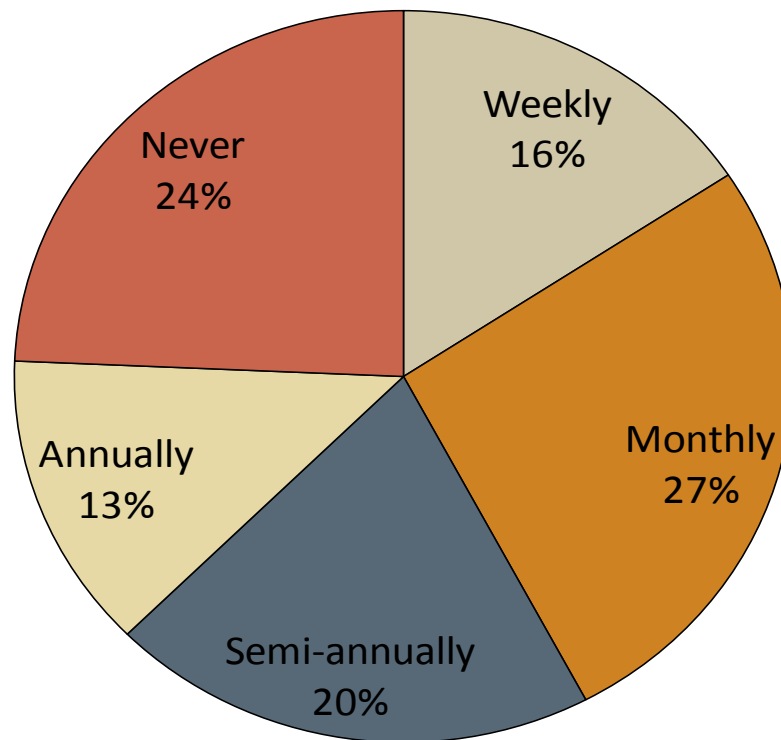


Cultural and Educational Environments



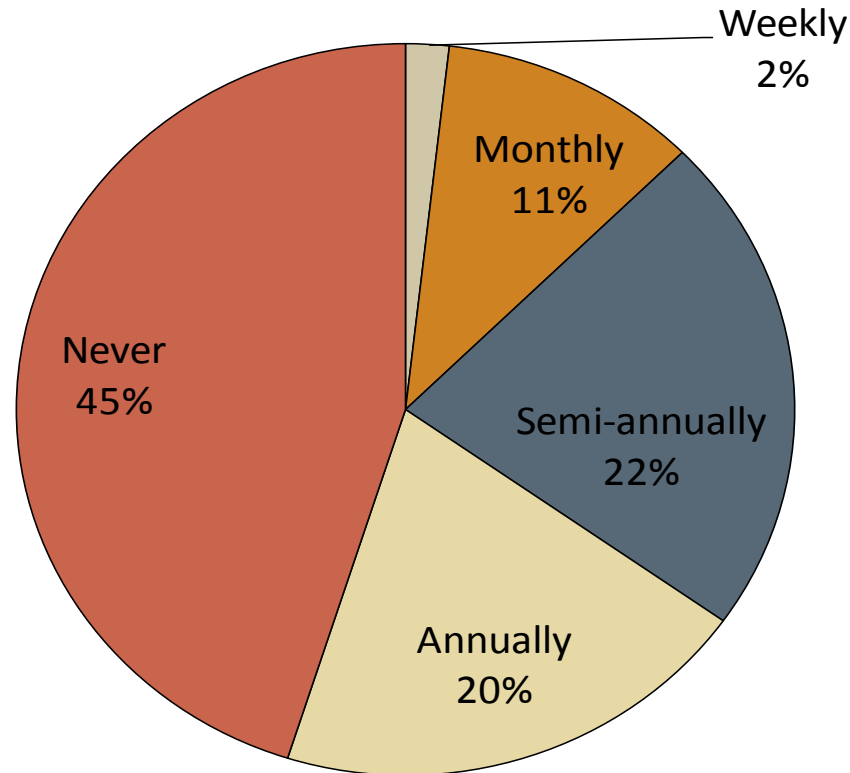
Cultural and Educational Environments

Library Usage



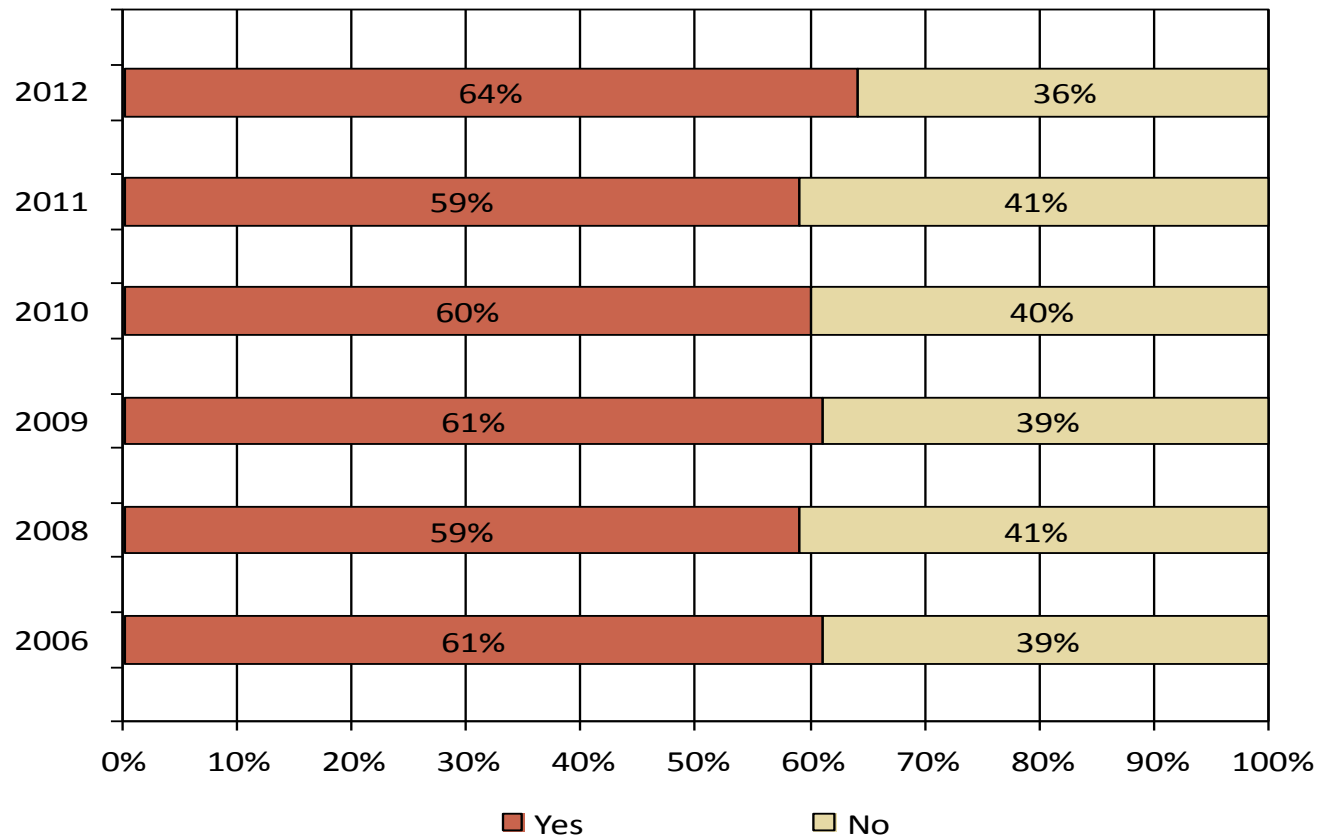
Cultural and Educational Environments

Irving Arts Center Usage

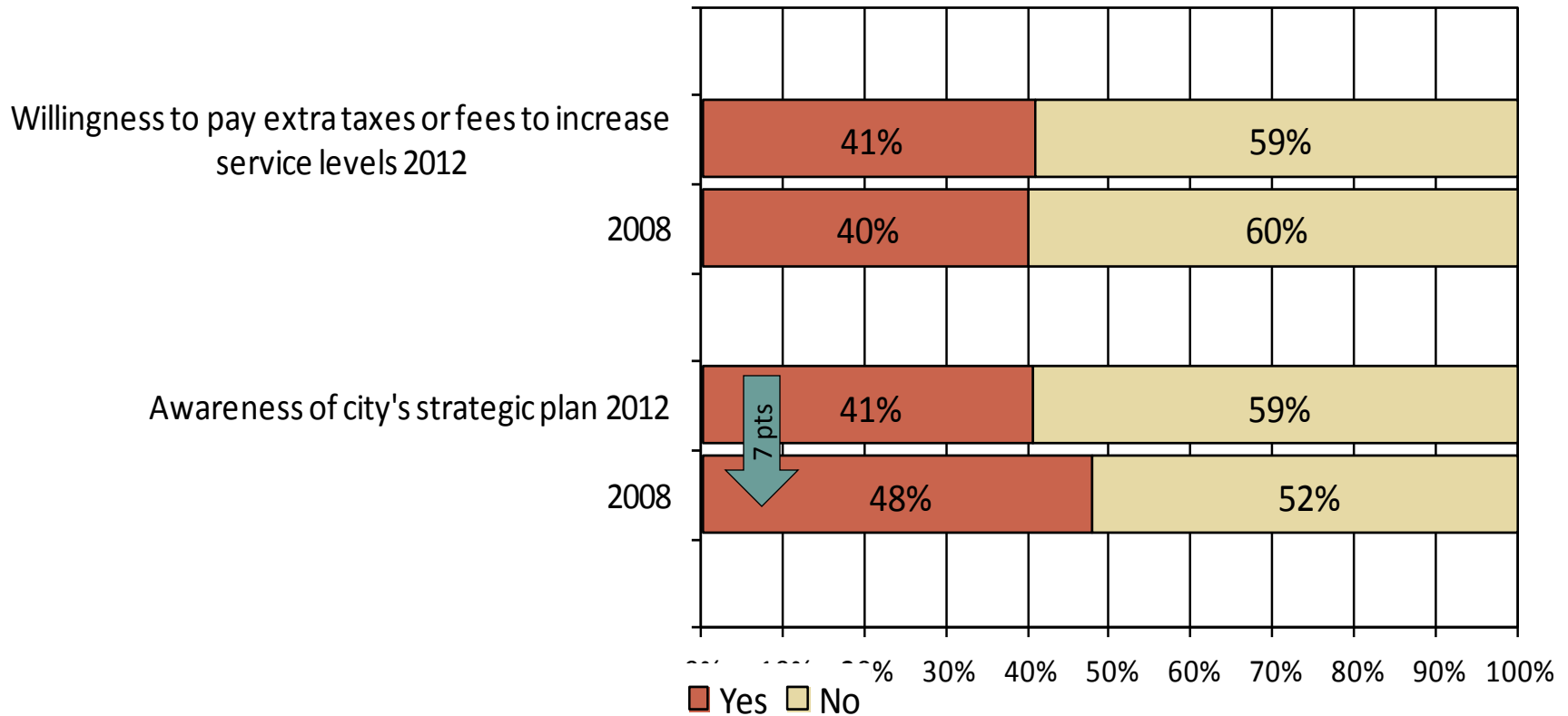


Sound Governance

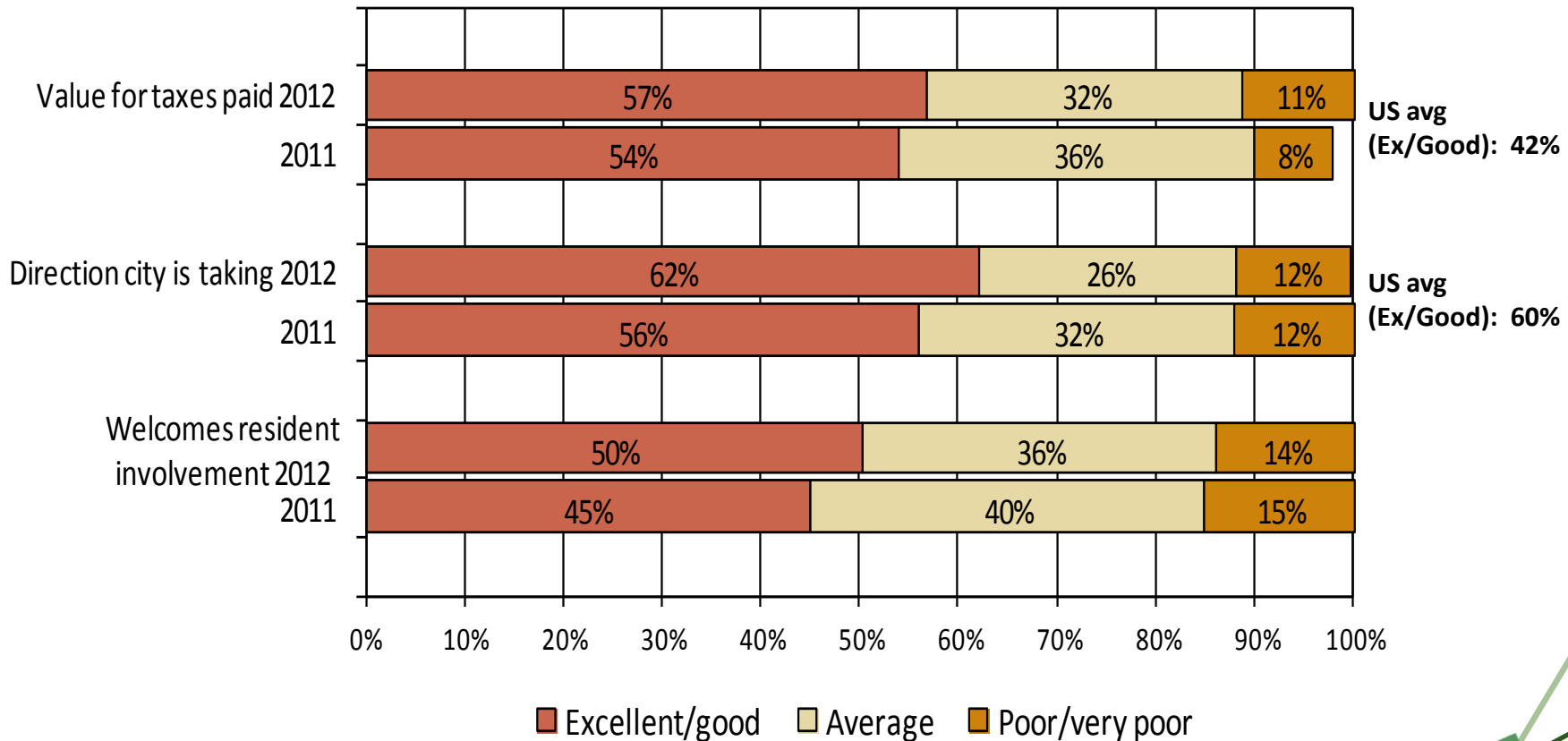
Contact with city employee in the past 12 months:



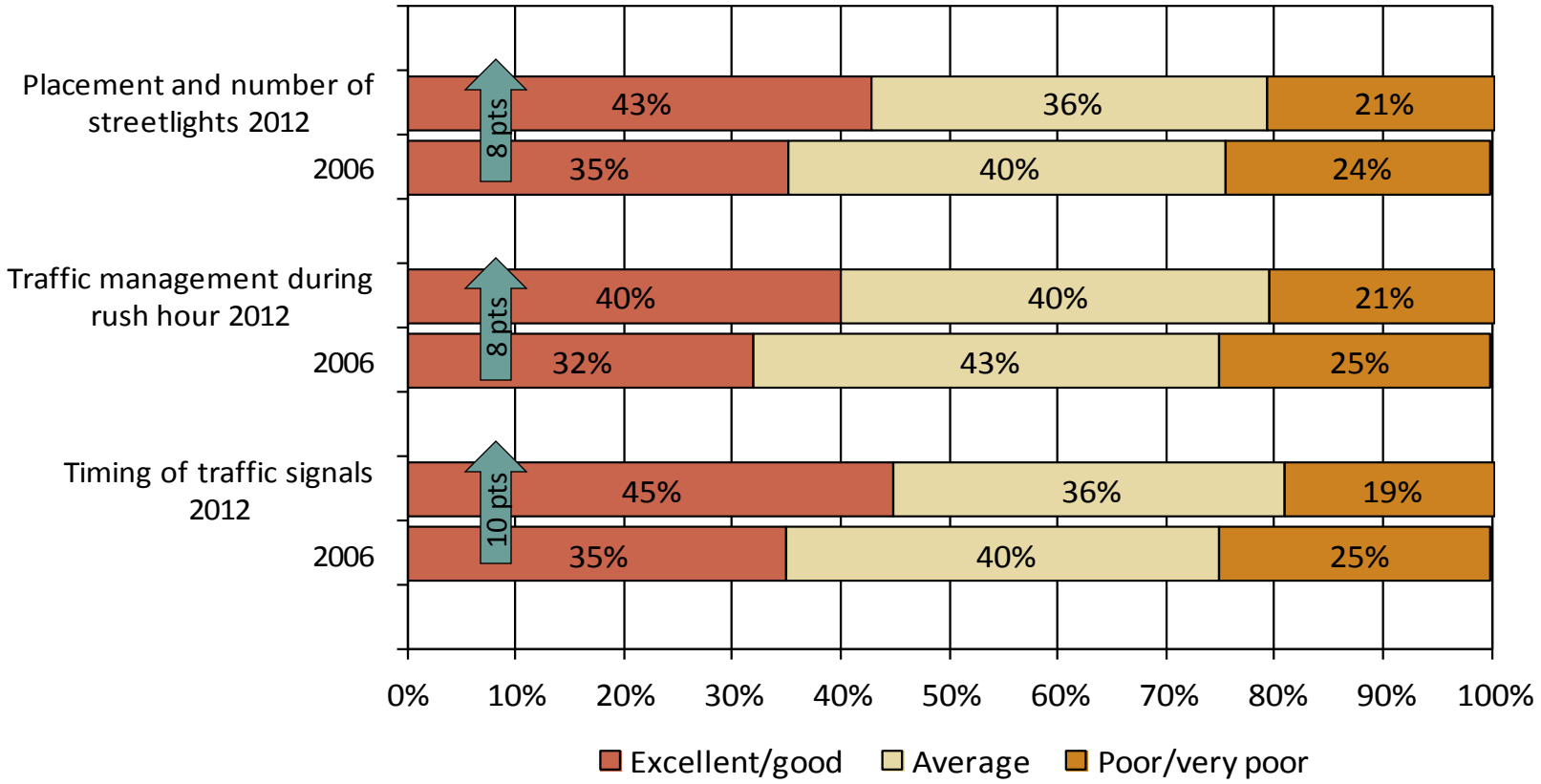
Sound Governance



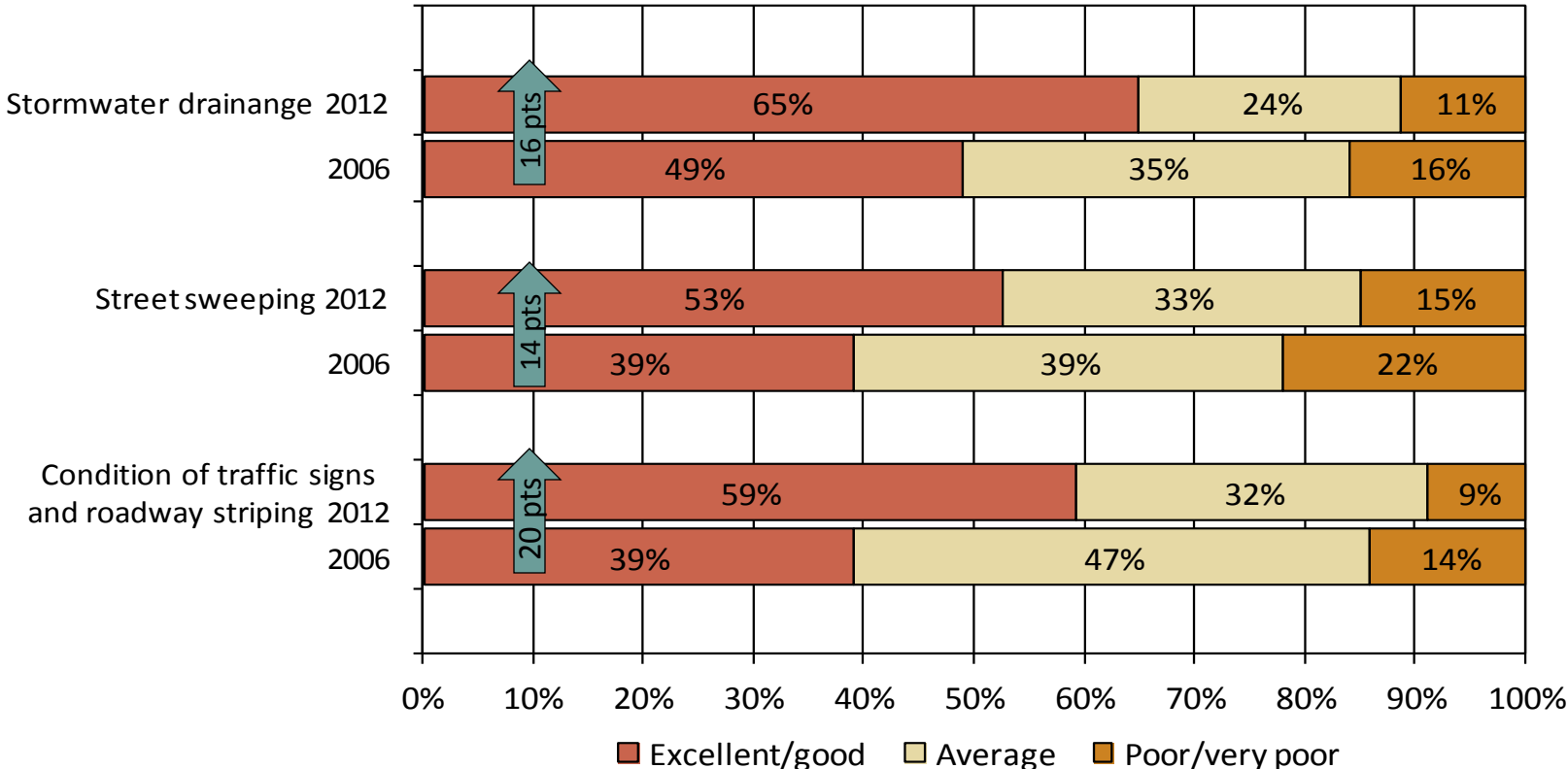
Sound Governance



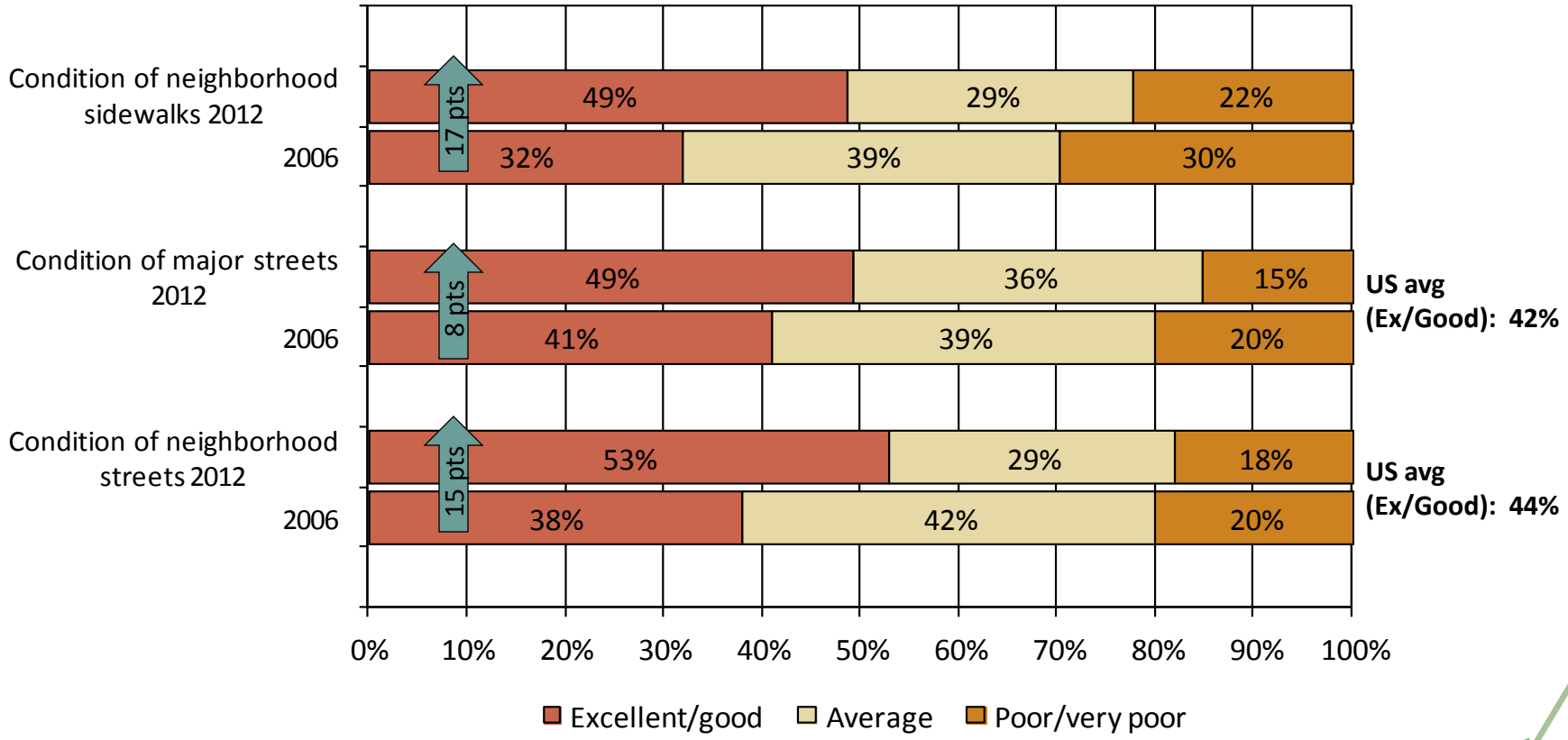
Infrastructure



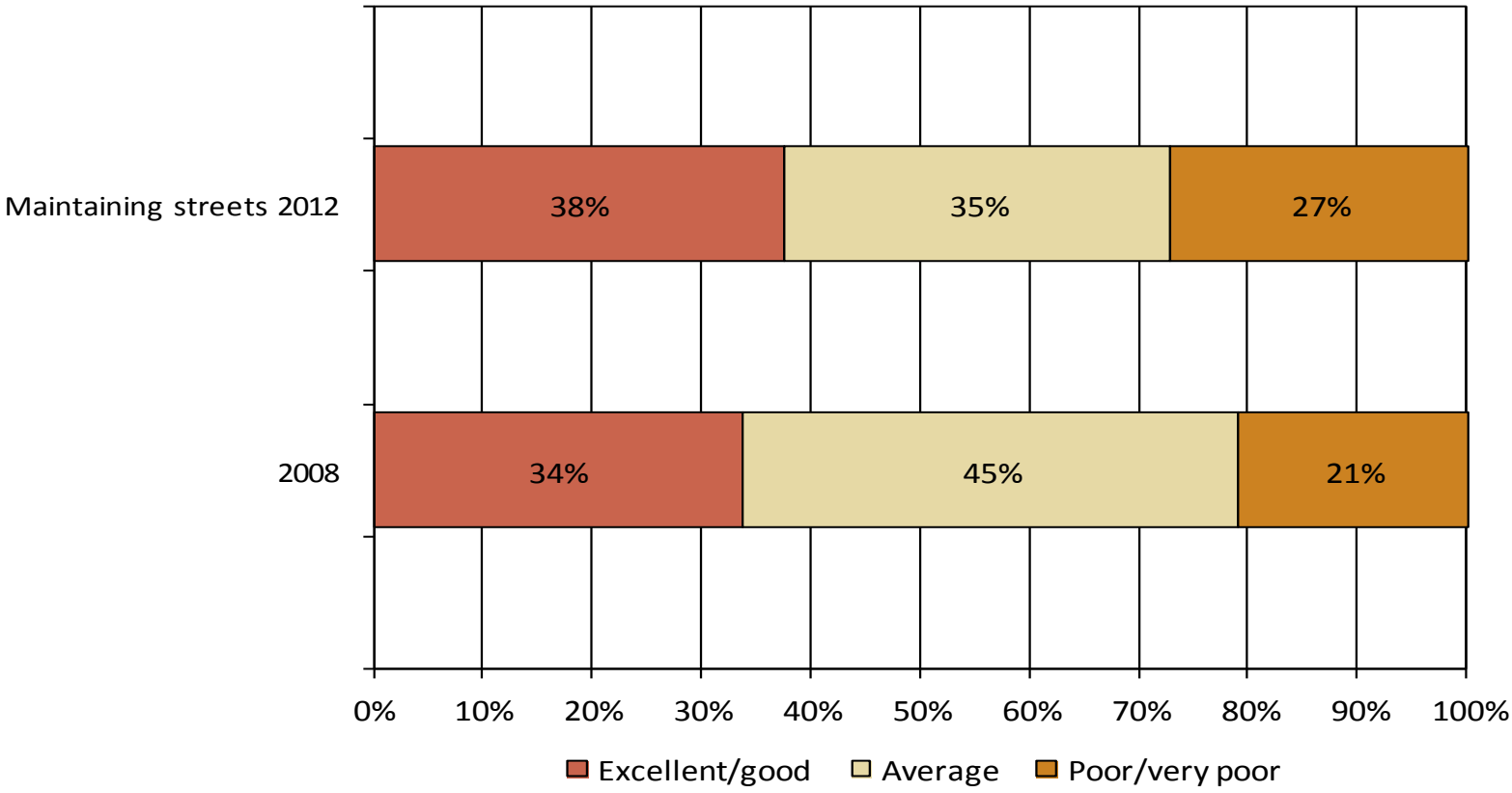
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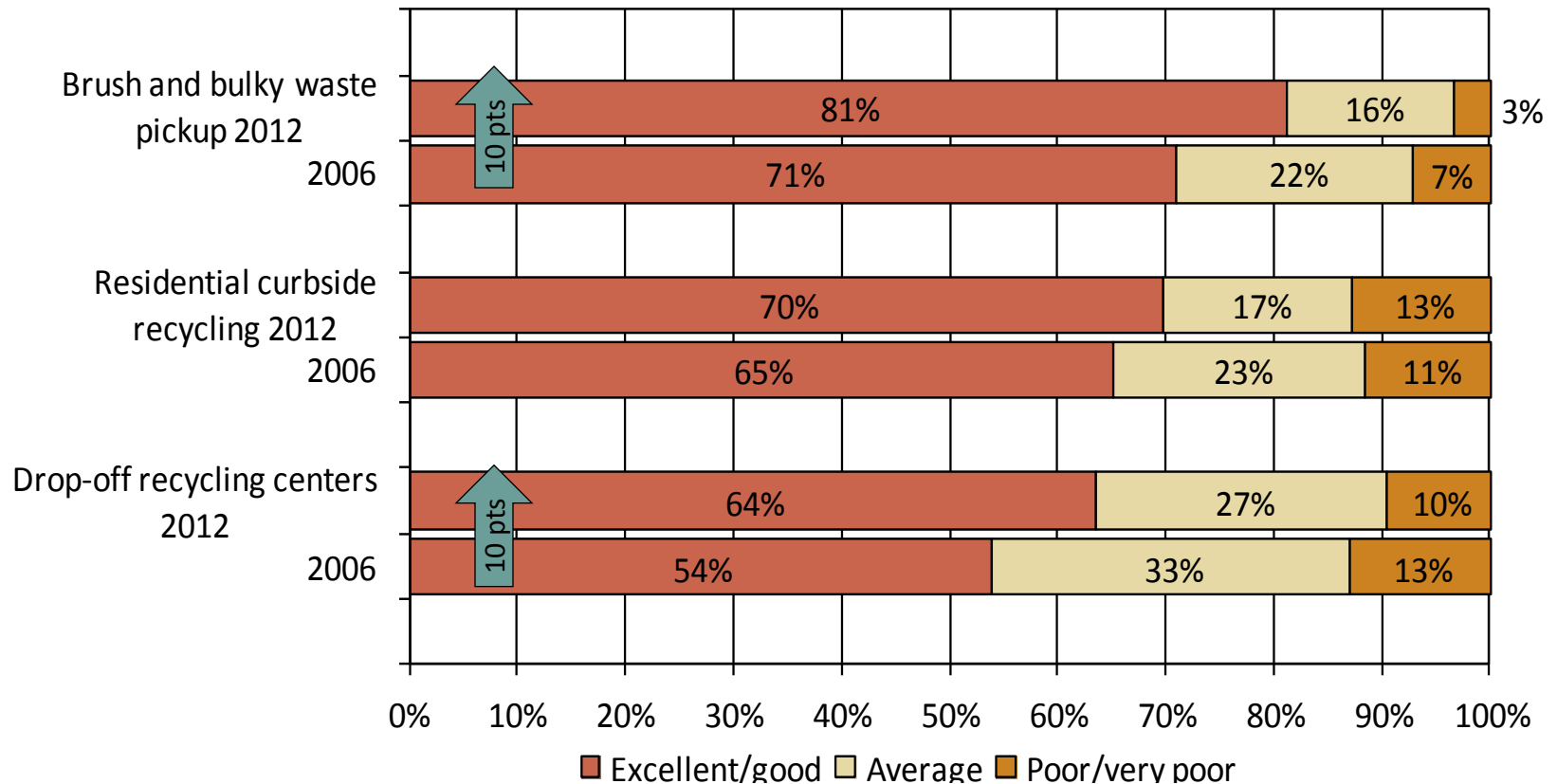
Infrastructure



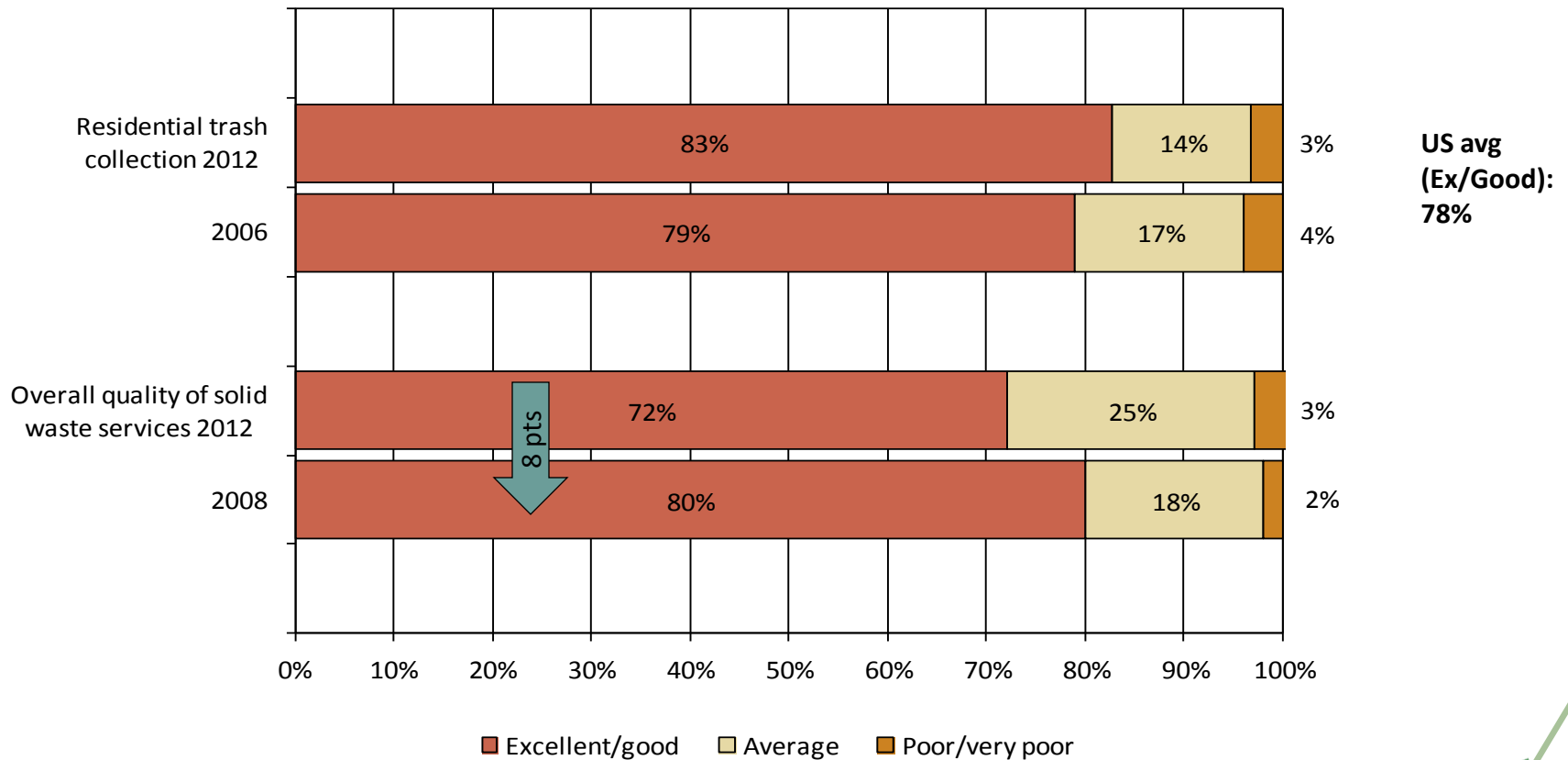
Infrastructure



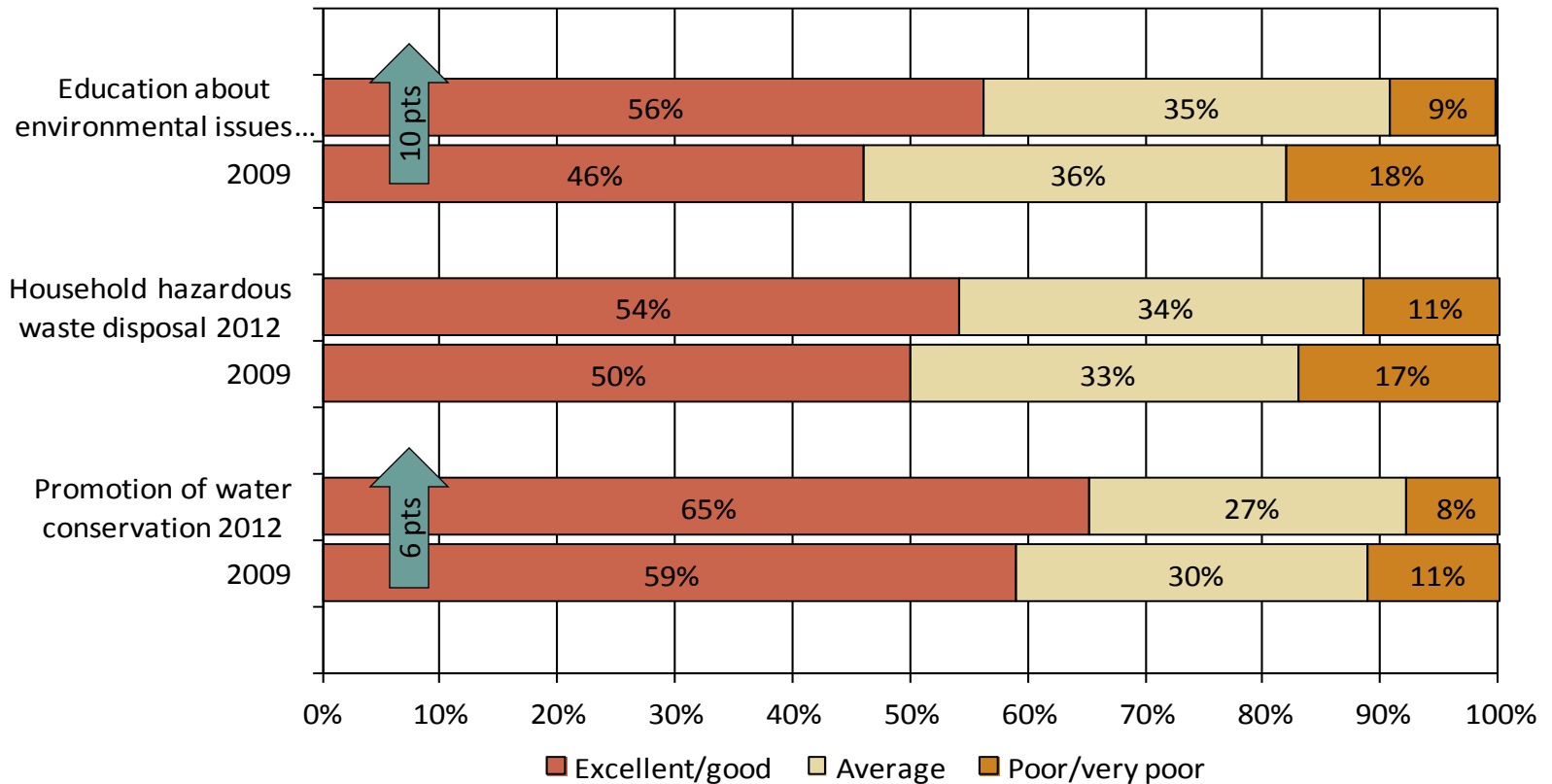
Environmentally Sustainable Community



Environmentally Sustainable Community



Environmentally Sustainable Community



Environmentally Sustainable Community

