City of Dallas

The City of Dallas, Texas

Report of Normative Comparisons to Full Database 2006

The National Citizen Survey™

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Survey Background

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically re-weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Dallas staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Dallas staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE NORMATIVE COMPARISONS

Comparison Data

National Research Center, Inc. has collected citizen surveys conducted in about 400 jurisdictions in the United States. Responses to thousands of survey questions dealing with resident perceptions about the quality of community life and services provided by local government were recorded, analyzed and stored in an electronic database.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
Region	
West Coast[1]	17%
West[2]	20%
North Central West[3]	10%
North Central East[4]	14%
South Central[5]	8%
South[6]	25%
Northeast West[7]	3%
Northeast East[8]	3%
Population	
Less than 40,000	36%
40,000 to 74,999	20%
75,000 to 149,000	18%
150,000 or more	26%

[1] Alaska, Washington, Oregon, California, Hawaii
[2] Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico
[3] North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota
[4] Illinois, Indiana, Ohio, Michigan, Wisconsin
[5] Oklahoma, Texas, Louisiana, Arkansas
[6] West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC
[7] New York, Pennsylvania, New Jersey
[8] Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported "excellent," then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor" rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was "good," then the result would be 67 on a 100-point scale; "fair" would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 2 points based on all respondents.

Interpreting the Results

Comparisons are provided when similar questions are included in our database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The second is the number of jurisdictions that asked a similar question. Third, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions' results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that your jurisdiction's rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: "above the norm," "below the norm" or "similar to the norm." This evaluation of "above," "below" or "similar to" comes from a statistical comparison of your jurisdiction's rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of 2 or more points on the 100-point scale between your jurisdiction's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the norm. When differences between your jurisdiction's ratings and the national norms are less than 2 points, they are marked as "similar to" the norm.

The data are represented visually in a chart that accompanies each table. Your jurisdiction's percentile for each compared item is marked with a black line on the chart.

Comparisons

Figure 1: Quality of Life Ratings
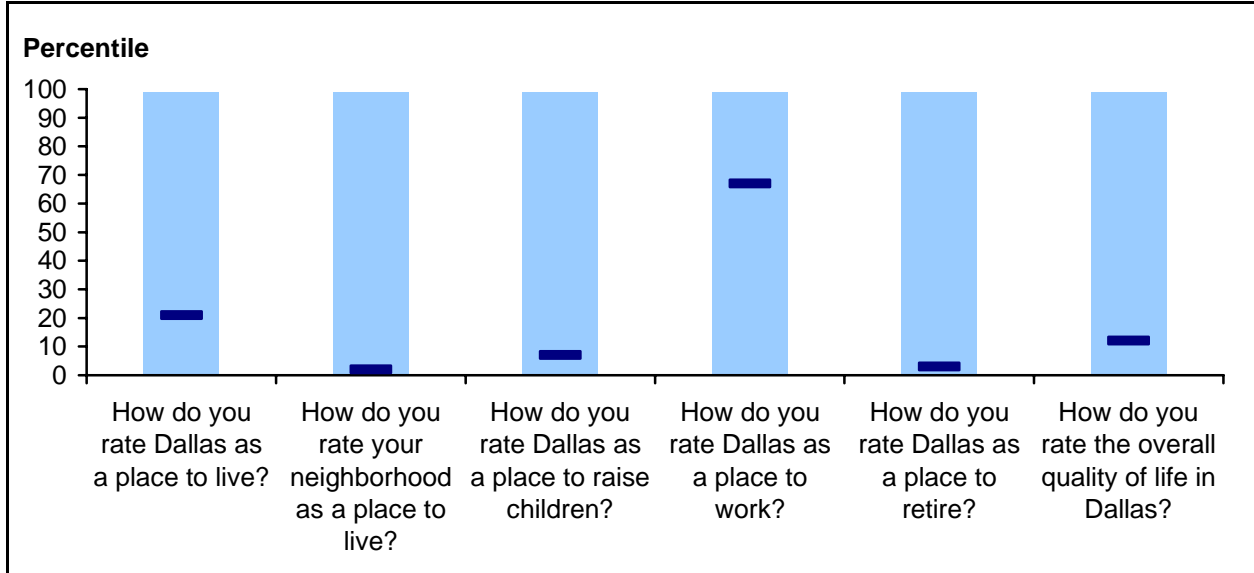
Quality of Life Ratings (Full Database)					
	City of Dallas Rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Dallas Percentile**	**Comparison of Dallas Rating to Norm**
How do you rate Dallas as a place to live?	57	155	195	21%ile	Below the norm
How do you rate your neighborhood as a place to live?	50	113	114	2%ile	Below the norm
How do you rate Dallas as a place to raise children?	43	127	135	7%ile	Below the norm
How do you rate Dallas as a place to work?	57	15	43	67%ile	Above the norm
How do you rate Dallas as a place to retire?	36	114	116	3%ile	Below the norm
How do you rate the overall quality of life in Dallas?	51	153	173	12%ile	Below the norm

Figure 2: Characteristics of the Community: General and Opportunities
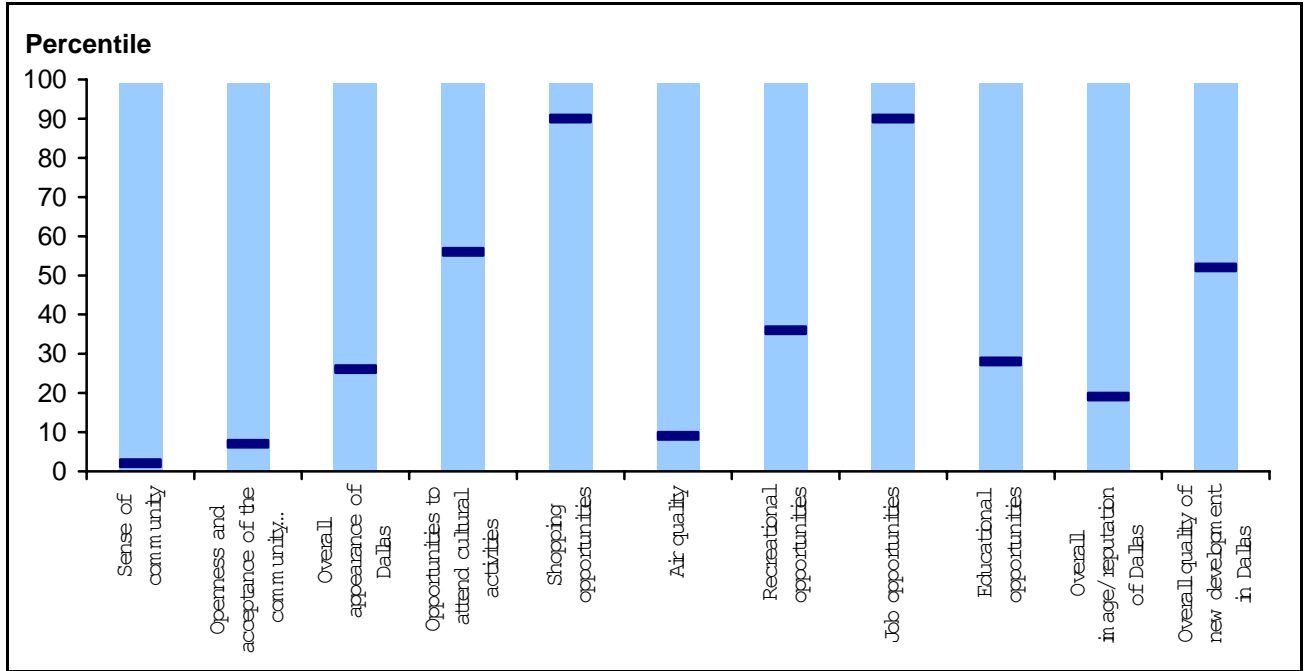
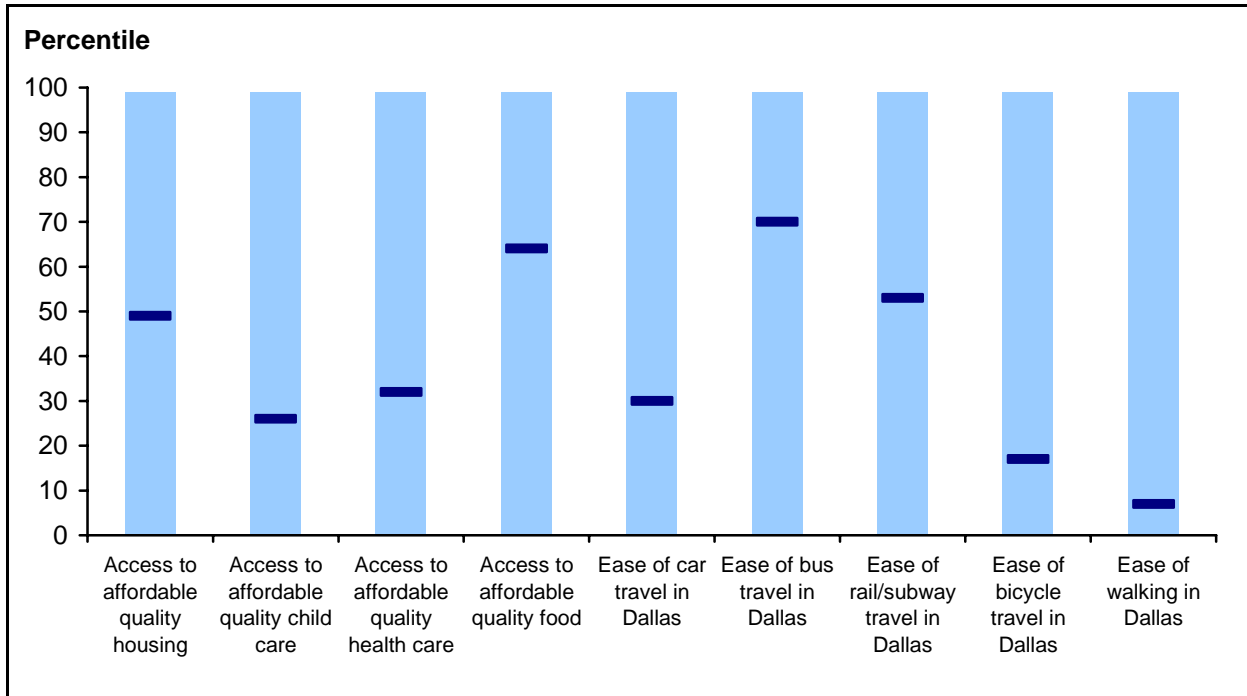| Characteristics of the Community: General and Opportunities (Full Database)					
	City of Dallas Rating	Rank	Number of Jurisdictions for Comparison	City of Dallas Percentile	Comparison of Dallas Rating to Norm
Sense of community	39	98	99	2%ile	Below the norm
Openness and acceptance of the community towards people of diverse backgrounds	41	79	84	7%ile	Below the norm
Overall appearance of Dallas	48	88	117	26%ile	Below the norm
Opportunities to attend cultural activities	53	47	104	56%ile	Similar to the norm
Shopping opportunities	72	11	103	90%ile	Above the norm
Air quality	37	43	46	9%ile	Below the norm
Recreational opportunities	50	73	112	36%ile	Below the norm
Job opportunities	50	14	126	90%ile	Above the norm
Educational opportunities	55	22	29	28%ile	Below the norm
Overall image/reputation of Dallas	47	27	32	19%ile	Below the norm
Overall quality of new development in Dallas	53	16	31	52%ile	Similar to the norm

Figure 3: Characteristics of the Community: Access and Mobility

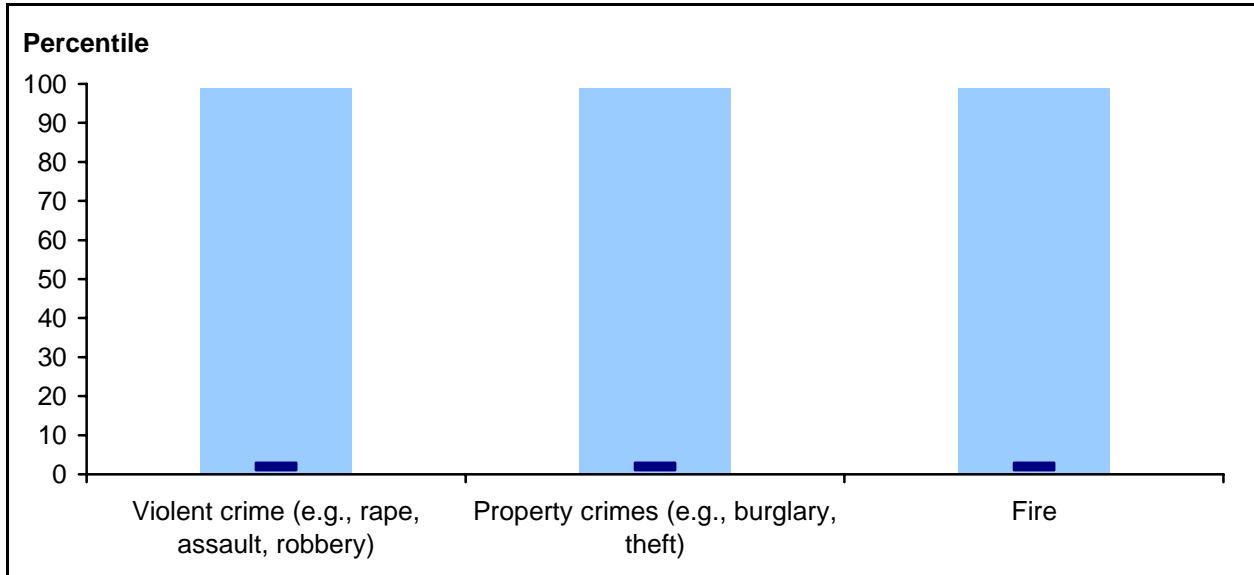| Characteristics of the Community: Access and Mobility (Full Database)					
	City of Dallas Rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Dallas Percentile**	**Comparison of Dallas Rating to Norm**
Access to affordable quality housing	42	73	141	49%ile	Similar to the norm
Access to affordable quality child care	38	53	70	26%ile	Below the norm
Access to affordable quality health care	41	41	59	32%ile	Below the norm
Access to affordable quality food	58	5	11	64%ile	Above the norm
Ease of car travel in Dallas	44	68	96	30%ile	Below the norm
Ease of bus travel in Dallas	49	16	50	70%ile	Above the norm
Ease of rail/subway travel in Dallas	50	8	15	53%ile	Below the norm

Characteristics of the Community: Access and Mobility (Full Database)

	City of Dallas Rating	Rank	Number of Jurisdictions for Comparison	City of Dallas Percentile	Comparison of Dallas Rating to Norm
Ease of bicycle travel in Dallas	33	76	90	17%ile	Below the norm
Ease of walking in Dallas	35	77	82	7%ile	Below the norm

Figure 4: Ratings of Safety from Various Problems

Percentile

	City of Dallas Rating	Rank	Number of Jurisdictions for Comparison	City of Dallas Percentile	Comparison of Dallas Rating to Norm
Ratings of Safety From Various Problems (Full Database)					
Violent crime (e.g., rape, assault, robbery)	38	100	101	2%ile	Below the norm
Property crimes (e.g., burglary, theft)	32	101	102	2%ile	Below the norm
Fire	57	98	99	2%ile	Below the norm

Figure 5: Ratings of Safety in Various Areas

Percentile

| | In your neighborhood during the day | In your neighborhood after dark | In Dallas's downtown area during the day | In Dallas's downtown area after dark | In Dallas's parks during the day | In Dallas's parks after dark |
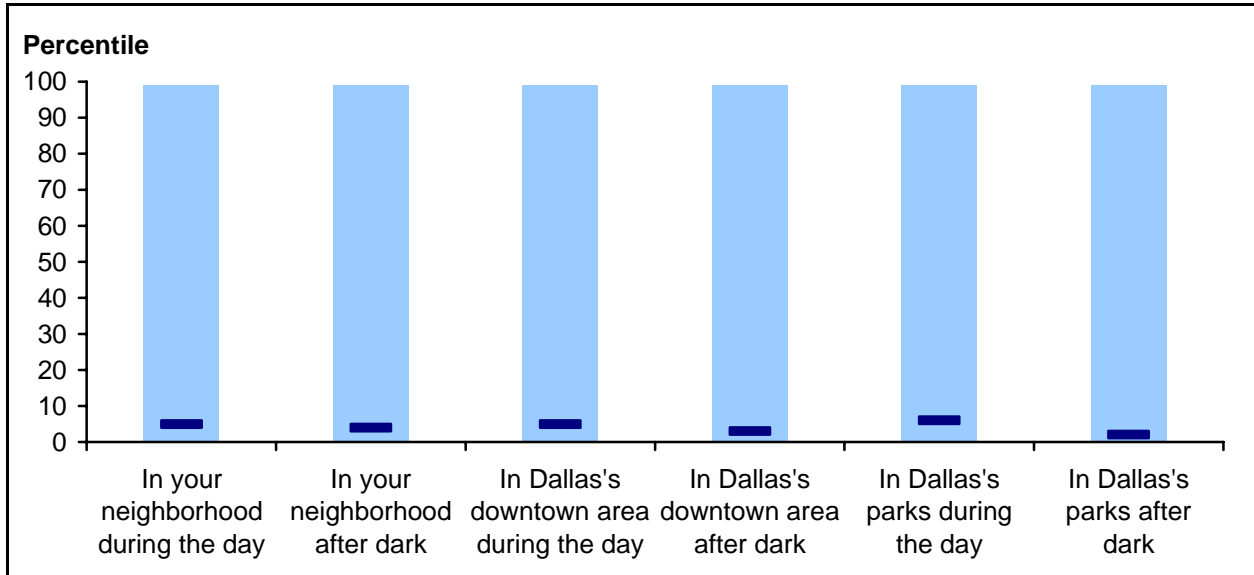
Ratings of Safety in Various Areas (Full Database)					
	City of Dallas Rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Dallas Percentile**	**Comparison of Dallas Rating to Norm**
In your neighborhood during the day	71	107	111	5%ile	Below the norm
In your neighborhood after dark	47	136	141	4%ile	Below the norm
In Dallas's downtown area during the day	65	94	98	5%ile	Below the norm
In Dallas's downtown area after dark	31	113	116	3%ile	Below the norm
In Dallas's parks during the day	65	97	102	6%ile	Below the norm
In Dallas's parks after dark	24	98	99	2%ile	Below the norm

Figure 6: Quality of Public Safety Services
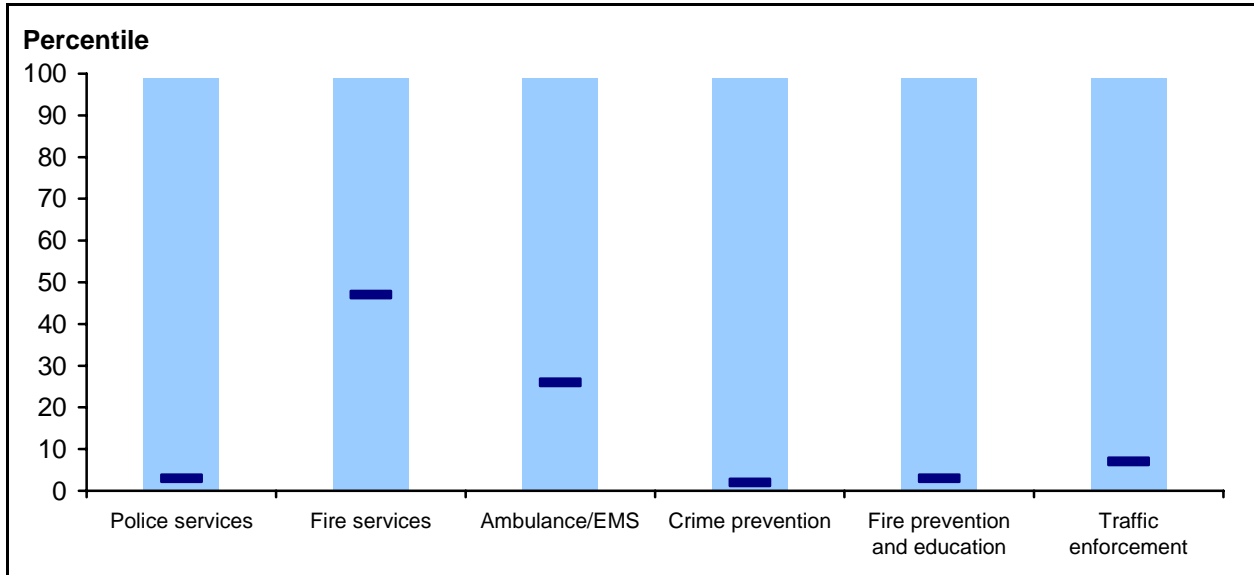
Quality of Public Safety Services (Full Database)					
	City of Dallas Rating	Rank	Number of Jurisdictions for Comparison	City of Dallas Percentile	Comparison of Dallas Rating to Norm
Police services	45	265	273	3%ile	Below the norm
Fire services	71	111	208	47%ile	Similar to the norm
Ambulance/emergency medical services	66	122	164	26%ile	Below the norm
Crime prevention	31	105	106	2%ile	Below the norm
Fire prevention and education	50	91	93	3%ile	Below the norm
Traffic enforcement	43	134	143	7%ile	Below the norm

Figure 7: Quality of Transportation Services

Quality of Transportation Services (Full Database)

	City of Dallas Rating	Rank	Number of Jurisdictions for Comparison	City of Dallas Percentile	Comparison of Dallas Rating to Norm
Street repair	24	194	208	7%ile	Below the norm
Street cleaning	33	141	144	3%ile	Below the norm
Street lighting	39	122	134	10%ile	Below the norm
Snow removal	48	97	129	26%ile	Below the norm
Sidewalk maintenance	31	106	111	5%ile	Below the norm
Traffic signal timing	42	50	81	40%ile	Below the norm
Amount of public parking	39	42	66	38%ile	Below the norm
Bus/transit services	53	43	90	53%ile	Above the norm

Figure 8: Quality of Leisure Services
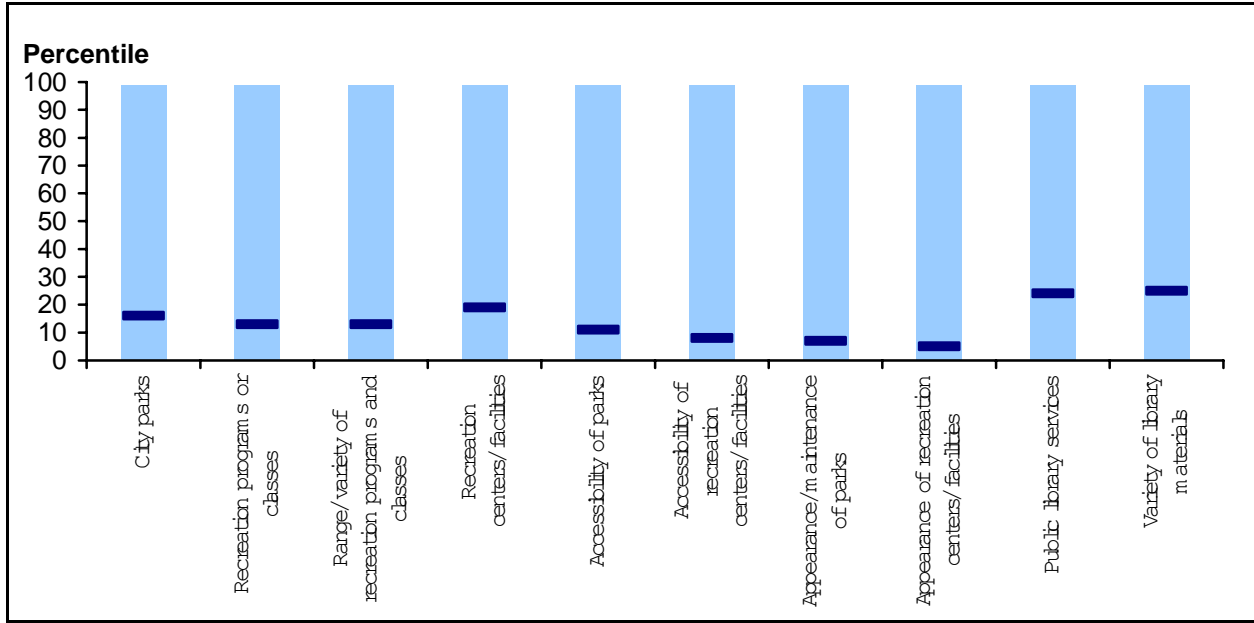
Quality of Leisure Services (Full Database)					
	City of Dallas Rating	Rank	Number of Jurisdictions for Comparison	City of Dallas Percentile	Comparison of Dallas Rating to Norm
City parks	53	128	151	16%ile	Below the norm
Recreation programs or classes	49	142	163	13%ile	Below the norm
Range/variety of recreation programs and classes	46	64	72	13%ile	Below the norm
Recreation centers/facilities	48	93	113	19%ile	Below the norm
Accessibility of parks	54	71	79	11%ile	Below the norm
Accessibility of recreation centers/facilities	51	55	59	8%ile	Below the norm
Appearance/maintenance of parks	50	143	152	7%ile	Below the norm
Appearance of recreation centers/facilities	49	59	61	5%ile	Below the norm
Public library services	62	137	178	24%ile	Below the norm
Variety of library materials	59	43	56	25%ile	Below the norm

Figure 9: Quality of Utility Services
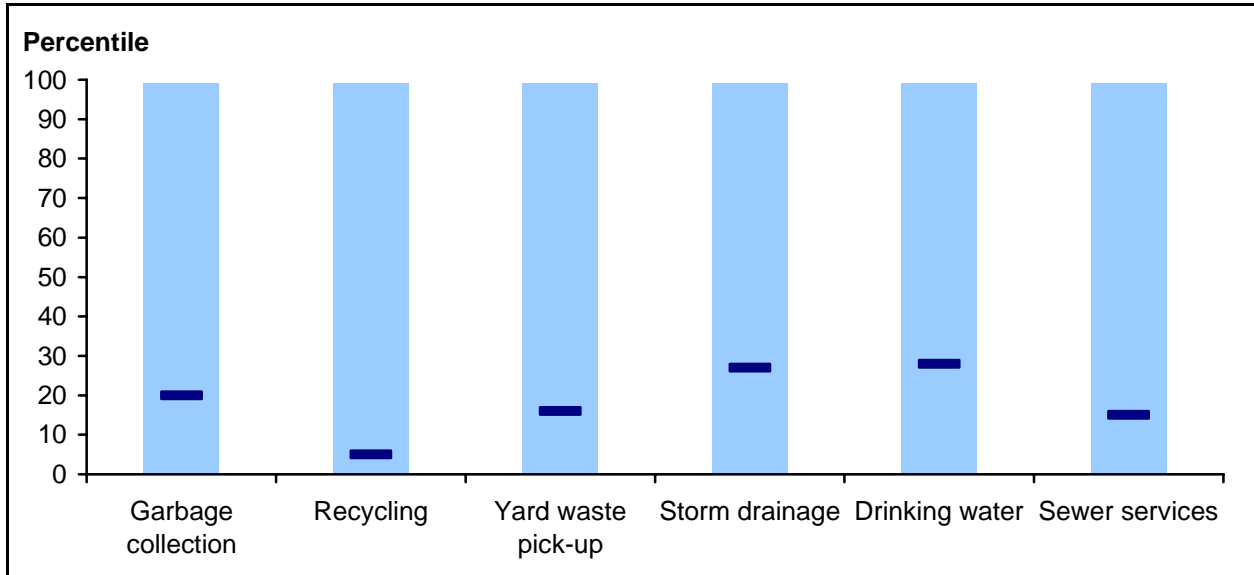
Percentile

	City of Dallas Rating	Rank	Number of Jurisdictions for Comparison	City of Dallas Percentile	Comparison of Dallas Rating to Norm
			Quality of Utility Services (Full Database)		
Garbage collection	60	155	192	20%ile	Below the norm
Recycling	43	145	152	5%ile	Below the norm
Yard waste pick-up	51	71	83	16%ile	Below the norm
Storm drainage	43	105	142	27%ile	Below the norm
Drinking water	49	92	126	28%ile	Below the norm
Sewer services	51	100	117	15%ile	Below the norm

Figure 10: Quality of Planning and Code Enforcement Services
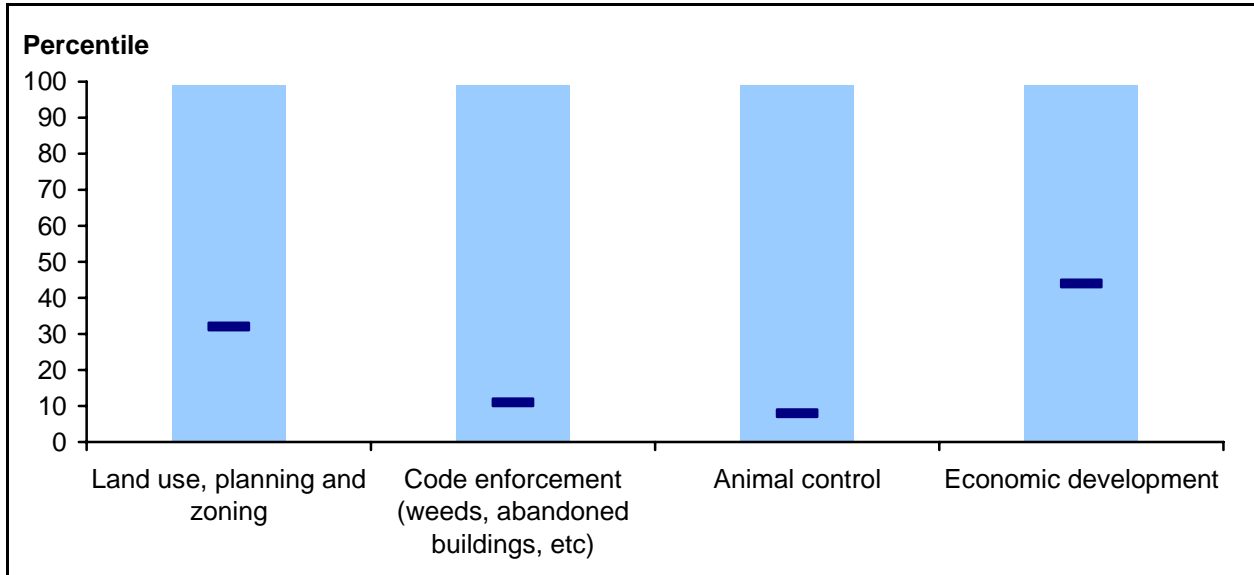
Quality of Planning and Code Enforcement Services (Full Database)					
	City of Dallas Rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Dallas Percentile**	**Comparison of Dallas Rating to Norm**
Land use, planning and zoning	36	81	117	32%ile	Below the norm
Code enforcement (weeds, abandoned buildings, etc)	31	141	157	11%ile	Below the norm
Animal control	38	123	132	8%ile	Below the norm
Economic development	42	58	102	44%ile	Below the norm

Figure 11: Quality of Services to Special Populations and Other Services
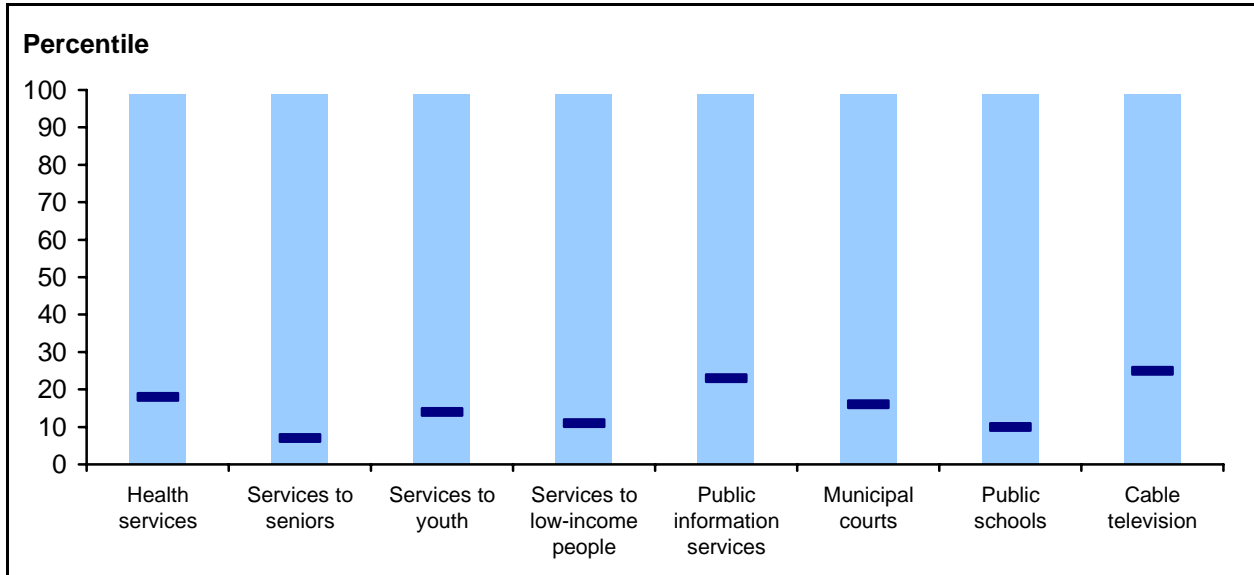
Quality of Services to Special Populations and Other Services (Full Database)				
	City of Dallas Rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Dallas Percentile**	**Comparison of Dallas Rating to Norm**
Health services	46	57	68	18%ile	Below the norm
Services to seniors	42	114	121	7%ile	Below the norm
Services to youth	38	91	105	14%ile	Below the norm
Services to low-income people	32	65	72	11%ile	Below the norm
Public information services	50	90	115	23%ile	Below the norm
Municipal courts	46	43	50	16%ile	Below the norm
Public schools	36	104	114	10%ile	Below the norm
Cable television	44	54	71	25%ile	Below the norm

Figure 12: Overall Quality of Services

Percentile

| | Services provided by the City of Dallas | Services provided by the Federal Government | Services provided by the State Government |
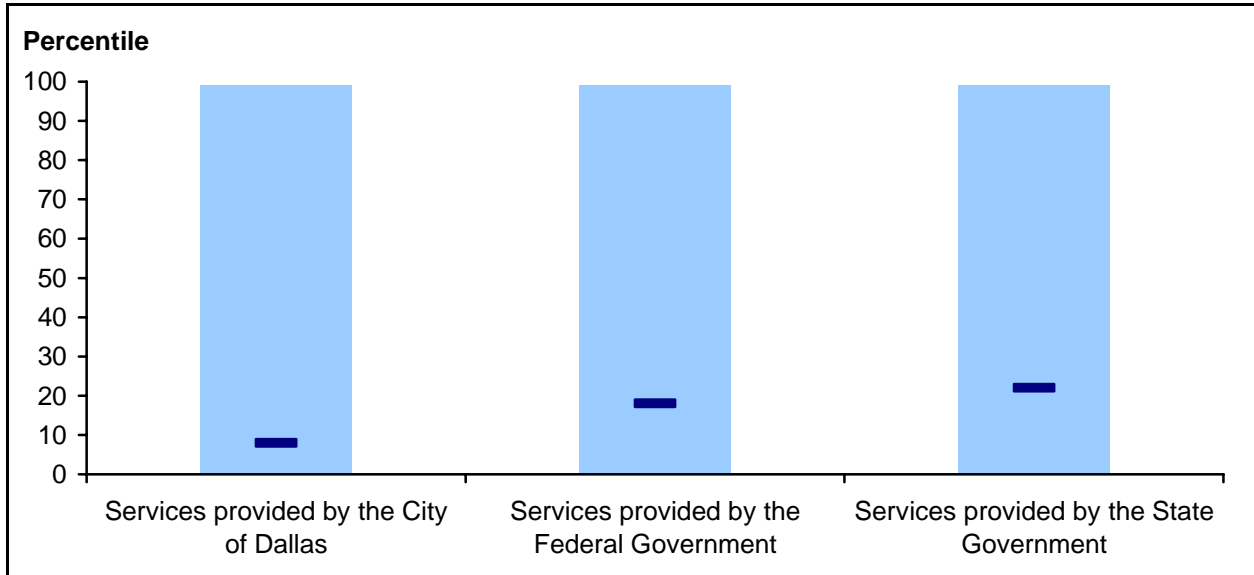
Overall Quality of Services (Full Database)					
	City of Dallas Rating	Rank	Number of Jurisdictions for Comparison	City of Dallas Percentile	Comparison of Dallas Rating to Norm
Services provided by the City of Dallas	45	154	167	8%ile	Below the norm
Services provided by the Federal Government	40	74	89	18%ile	Below the norm
Services provided by the State Government	40	70	89	22%ile	Below the norm

Figure 13: Ratings of Contact with City Employees
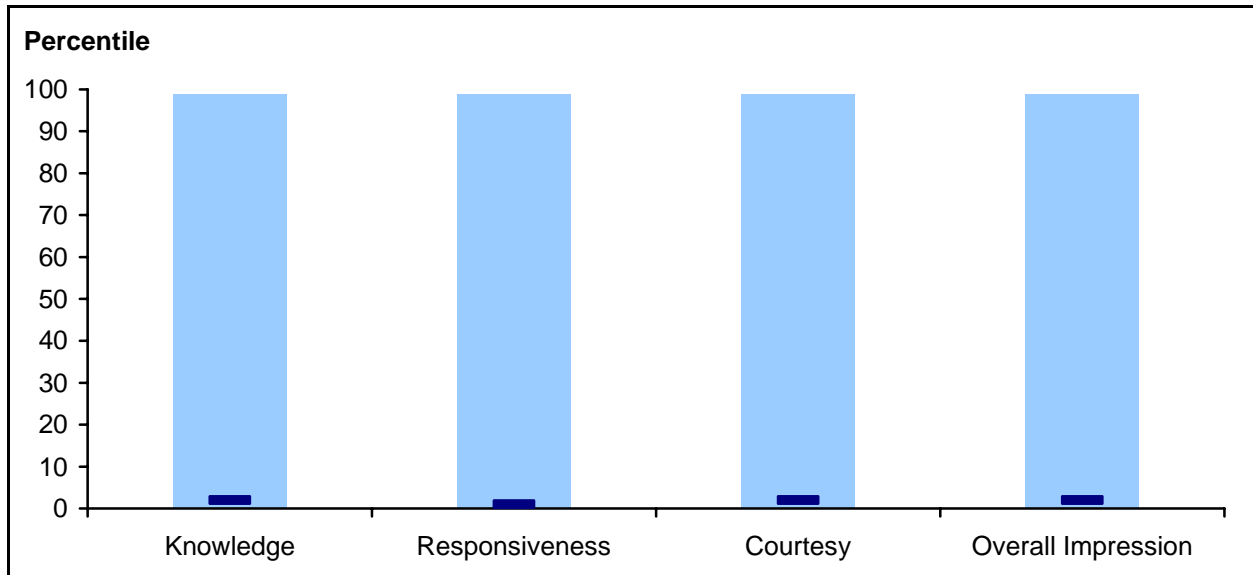
Ratings of Contact with the City Employees (Full Database)					
	City of Dallas Rating	Rank	Number of Jurisdictions for Comparison	City of Dallas Percentile	Comparison of Dallas Rating to Norm
Knowledge	53	129	130	2%ile	Below the norm
Responsiveness	46	135	136	1%ile	Below the norm
Courtesy	50	101	102	2%ile	Below the norm
Overall Impression	47	149	151	2%ile	Below the norm

Figure 14: Ratings of Public Trust

Percentile

| | I receive good value for the City of Dallas taxes I pay | I am pleased with the overall direction that the City of Dallas is taking | The City of Dallas government welcomes citizen involvement | The City of Dallas government listens to citizens |
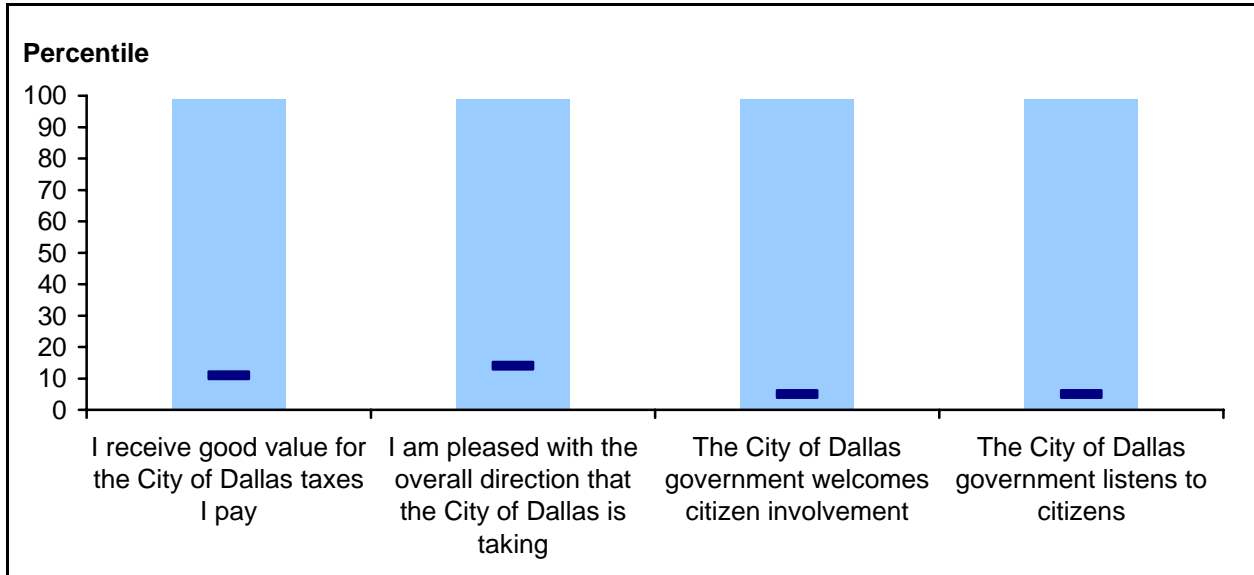
	Ratings of Public Trust (Full Database)				
	City of Dallas Rating	Rank	Number of Jurisdictions for Comparison	City of Dallas Percentile	Comparison of Dallas Rating to Norm
I receive good value for the City of Dallas taxes I pay	47	110	123	11%ile	Below the norm
I am pleased with the overall direction that the City of Dallas is taking	49	104	120	14%ile	Below the norm
The City of Dallas government welcomes citizen involvement	51	104	108	5%ile	Below the norm
The City of Dallas government listens to citizens	42	98	102	5%ile	Below the norm

Appendix A: List of Jurisdictions Included in Normative Comparisons

Jurisdiction Name	State	2000 Population
Homer	AK	3,946
Auburn	AL	42,987
Phenix City	AL	28,265
Fayetteville	AR	58,047
Fort Smith	AR	80,268
Hot Springs	AR	35,613
Little Rock	AR	183,133
Siloam Springs	AR	10,000
Chandler	AZ	176,581
Gilbert	AZ	109,697
Mesa	AZ	396,375
Phoenix	AZ	1,321,045
Safford	AZ	9,232
Scottsdale	AZ	202,705
Sedona	AZ	10,192
Tempe	AZ	158,625
Tucson	AZ	486,699
Antioch	CA	90,532
Arcadia	CA	53,054
Bakersfield	CA	247,057
Berkeley	CA	102,743
Chula Vista	CA	173,556
Claremont	CA	33,998
Concord	CA	121,780
Coronado	CA	24,100
Cypress	CA	46,229
El Cerrito	CA	23,171
Encinitas	CA	54,014
Fremont	CA	203,413

Jurisdiction Name	State	2000 Population
Garden Grove	CA	165,196
Gilroy	CA	41,464
Hercules	CA	19,488
Highland	CA	44,605
La Mesa	CA	54,749
Lakewood	CA	79,345
Livermore	CA	73,345
Lompoc	CA	41,103
Long Beach	CA	461,522
Los Alamitos	CA	11,536
Los Gatos	CA	28,592
Menlo Park	CA	30,785
Monterey	CA	29,674
Mountain View	CA	70,708
Novato	CA	47,630
Oceanside	CA	161,029
Oxnard	CA	170,358
Palm Springs	CA	42,807
Palo Alto	CA	58,598
Pasadena	CA	133,936
Pleasanton	CA	63,654
Pomona	CA	149,473
Poway	CA	48,044
Redding	CA	80,865
Ridgecrest	CA	24,927
Riverside	CA	255,166
Rosemead	CA	53,505
Sacramento County	CA	1,223,499
San Francisco	CA	776,733
San Jose	CA	894,943
San Luis Obispo County	CA	247,900
San Mateo	CA	92,482
San Rafael	CA	56,063
San Ramon	CA	44,722
Santa Barbara County	CA	399,347

Jurisdiction Name	State	2000 Population
Santa Clara	CA	102,361
Santa Clarita	CA	151,088
Santa Monica	CA	84,084
Santa Rosa	CA	147,595
Simi Valley	CA	111,351
Solana Beach	CA	12,979
South Gate	CA	96,375
Sunnyvale	CA	131,760
Temecula	CA	57,716
Thousand Oaks	CA	117,005
Torrance	CA	137,946
Visalia	CA	91,565
Walnut Creek	CA	64,296
Yuba City	CA	36,758
Arvada	CO	102,153
Boulder	CO	94,673
Boulder County	CO	291,288
Broomfield	CO	38,272
Castle Rock	CO	20,224
Denver (City and County)	CO	554,636
Douglas County	CO	175,766
Englewood	CO	31,727
Fort Collins	CO	118,652
Golden	CO	17,159
Greeley	CO	76,930
Highlands Ranch	CO	70,931
Jefferson County	CO	527,056
Lafayette	CO	23,197
Lakewood	CO	144,126
Larimer County	CO	251,494
Littleton	CO	40,340
Longmont	CO	71,093
Louisville	CO	18,937
Loveland	CO	50,608
Northglenn	CO	31,575

Jurisdiction Name	State	2000 Population
Parker	CO	23,558
Thornton	CO	82,384
Vail	CO	4,531
Westminster	CO	100,940
Wheat Ridge	CO	32,913
Hartford	CT	121,578
Manchester	CT	54,740
New London	CT	25,671
Vernon	CT	28,063
West Hartford	CT	63,589
Wethersfield	CT	26,271
Dover	DE	32,135
Newark	DE	28,547
Altamonte Springs	FL	41,200
Boca Raton	FL	74,764
Bonita Springs	FL	32,797
Bradenton	FL	49,504
Brevard County	FL	476,230
Broward County	FL	1,623,018
Cape Coral	FL	102,286
Collier County	FL	251,377
Cooper City	FL	27,939
Coral Springs	FL	117,549
Dania Beach	FL	20,061
Deerfield Beach	FL	64,583
Delray Beach	FL	60,020
Fort Lauderdale	FL	152,397
Jacksonville	FL	735,617
Kissimmee	FL	47,814
Melbourne	FL	71,382
Miami	FL	362,470
Miami Beach	FL	87,933
Miami-Dade County	FL	2,253,362
Ocoee	FL	24,391
Orange County	FL	896,344

Jurisdiction Name	State	2000 Population
Orlando	FL	185,951
Oviedo	FL	26,316
Palm Bay	FL	79,413
Palm Beach County	FL	1,131,184
Palm Coast	FL	32,732
Pinellas County	FL	921,482
Pinellas Park	FL	45,658
Port Orange	FL	45,823
Port St. Lucie	FL	88,769
Sarasota	FL	52,715
St. Petersburg	FL	248,232
Tallahassee	FL	150,624
Titusville	FL	40,670
Walton County	FL	40,601
Atlanta	GA	416,474
Cartersville	GA	15,925
Columbus	GA	185,781
Decatur	GA	18,147
Douglas County	GA	92,174
Macon	GA	97,255
Milledgeville	GA	18,757
Savannah	GA	131,510
Adams County	IA	4,482
Ames	IA	50,731
Ankeny	IA	27,117
Cedar Rapids	IA	120,758
Clarke County	IA	9,133
Des Moines County	IA	42,351
Fort Dodge	IA	25,136
Fort Madison	IA	10,715
Indianola	IA	12,998
Iowa County	IA	15,671
Louisa County	IA	12,183
Marion	IA	7,144
Newton	IA	15,579

Jurisdiction Name	State	2000 Population
Polk County	IA	374,601
West Des Moines	IA	46,403
Lewiston	ID	30,904
Moscow	ID	21,291
Twin Falls	ID	34,469
Addison Village	IL	35,914
Decatur	IL	81,860
DeKalb	IL	39,018
Downers Grove	IL	48,724
Elmhurst	IL	42,762
Evanston	IL	74,239
Highland Park	IL	31,365
Homewood	IL	19,543
O'Fallon	IL	21,910
Park Ridge	IL	37,775
Peoria	IL	112,936
Skokie	IL	63,348
St. Charles	IL	27,896
Streamwood	IL	36,407
Urbana	IL	36,395
Village of Oak Park	IL	52,524
Wilmette	IL	27,651
Fort Wayne	IN	205,727
Gary	IN	102,746
Marion County	IN	860,454
Munster	IN	21,511
Lawrence	KS	80,098
Overland Park	KS	149,080
Salina	KS	45,679
Shawnee	KS	47,996
Ashland	KY	21,981
Bowling Green	KY	49,296
Lexington	KY	260,512
Jefferson Parish	LA	455,466
Orleans Parish	LA	484,674

Jurisdiction Name	State	2000 Population
Andover	MA	31,247
Barnstable	MA	47,821
Boston	MA	589,141
Brookline	MA	57,107
Worcester	MA	172,648
Greenbelt	MD	21,456
Rockville	MD	47,388
Ann Arbor	MI	114,024
Battle Creek	MI	53,364
Delhi Township	MI	22,569
Detroit	MI	951,270
East Lansing	MI	46,525
Grand Rapids	MI	197,800
Kentwood	MI	45,255
Meridian Charter Township	MI	38,987
Muskegon	MI	40,105
Novi	MI	47,386
Port Huron	MI	32,338
Rochester Hills	MI	68,825
Troy	MI	80,959
Blaine	MN	44,942
Burnsville	MN	60,220
Carver County	MN	70,205
Chanhassen	MN	20,321
Dakota County	MN	355,904
Duluth	MN	86,918
Eagan	MN	63,557
Golden Valley	MN	20,281
Grand Forks	MN	231
Mankato	MN	32,427
Maplewood	MN	34,947
Minneapolis	MN	382,618
Minnetonka	MN	51,301
Plymouth	MN	65,894
Polk County	MN	31,369

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Jurisdiction Name	State	2000 Population
Richfield	MN	34,439
Roseville	MN	33,690
Scott County	MN	89,498
St. Clair Shores	MN	827
St. Cloud	MN	59,107
St. Paul	MN	287,151
Washington County	MN	201,130
Ballwin	MO	31,283
Columbia	MO	84,531
Ellisville	MO	9,104
Kansas City	MO	441,545
Kirkwood	MO	27,324
Platte City	MO	3,866
Platte County	MO	73,791
Saint Joseph	MO	73,990
Saint Peters	MO	51,381
Springfield	MO	151,580
Biloxi	MS	50,644
Pascagoula	MS	26,200
Bozeman	MT	27,509
Yellowstone County	MT	129,352
Cary	NC	94,536
Charlotte	NC	540,828
Durham	NC	187,038
Greensboro	NC	223,891
Hickory	NC	37,222
Hudson	NC	3,078
Rocky Mount	NC	55,893
Wilmington	NC	90,400
Wilson	NC	44,405
Grand Forks	ND	49,321
Kearney	NE	27,431
Dover	NH	26,884
Merrimack	NH	25,119
Salem	NH	28,112

Jurisdiction Name	State	2000 Population
Hackensack	NJ	42,677
Medford	NJ	22,253
Willingboro Township	NJ	33,008
Alamogordo	NM	35,582
Albuquerque	NM	448,607
Bloomfield	NM	6,417
Los Alamos County	NM	18,343
Rio Rancho	NM	51,765
Taos	NM	4,700
Henderson	NV	175,381
North Las Vegas	NV	115,488
Reno	NV	180,480
Sparks	NV	66,346
Genesee County	NY	60,370
New York City	NY	8,008,278
Ontario County	NY	100,224
Rochester	NY	219,773
Rye	NY	14,955
Watertown	NY	26,705
Akron	OH	217,074
Cincinnati	OH	331,285
Columbus	OH	711,470
Dayton	OH	166,179
Dublin	OH	31,392
Fairborn	OH	32,052
Huber Heights	OH	38,212
Hudson	OH	22,439
Kettering	OH	57,502
Sandusky	OH	27,844
Shaker Heights	OH	29,405
Springfield	OH	65,358
Westerville	OH	35,318
Oklahoma City	OK	506,132
Albany	OR	40,852
Ashland	OR	19,522

Jurisdiction Name	State	2000 Population
Corvallis	OR	49,322
Eugene	OR	137,893
Gresham	OR	90,205
Jackson County	OR	181,269
Lake Oswego	OR	35,278
Multnomah County	OR	660,486
Portland	OR	529,121
Springfield	OR	52,864
Lower Merion Township	PA	59,850
Manheim	PA	4,784
Philadelphia	PA	1,517,550
State College	PA	38,420
Upper Merion Township	PA	28,863
Newport	RI	26,475
Columbia	SC	116,278
Mauldin	SC	15,224
Myrtle Beach	SC	22,759
Pickens County	SC	110,757
Rock Hill	SC	49,765
York County	SC	164,614
Aberdeen	SD	24,658
Cookeville	TN	23,923
Franklin	TN	41,842
Knoxville	TN	173,890
Memphis	TN	650,100
Oak Ridge	TN	27,387
Arlington	TX	332,969
Austin	TX	656,562
Bedford	TX	47,152
Carrollton	TX	109,576
College Station	TX	67,890
Corpus Christi	TX	277,454
Denton	TX	80,537
DeSoto	TX	37,646
Fort Worth	TX	534,694

Jurisdiction Name	State	2000 Population
Garland	TX	215,768
Grand Prairie	TX	127,427
Lewisville	TX	77,737
Lubbock	TX	199,564
Lufkin	TX	32,709
McAllen	TX	106,414
McKinney	TX	54,369
Missouri City	TX	52,913
Mount Pleasant	TX	13,935
Nacogdoches	TX	29,914
Pasadena	TX	141,674
Plano	TX	222,030
Round Rock	TX	61,136
Sugar Land	TX	63,328
Temple	TX	54,514
Victoria	TX	60,603
Bountiful	UT	41,301
Ogden	UT	77,226
Washington City	UT	8,186
West Valley City	UT	108,896
Albemarle County	VA	79,236
Bedford County	VA	60,371
Blacksburg	VA	39,357
Botetourt County	VA	30,496
Chesapeake	VA	199,184
Chesterfield County	VA	259,903
Hampton	VA	146,437
Hanover County	VA	86,320
Hopewell	VA	22,354
James City County	VA	48,102
Lynchburg	VA	65,269
Norfolk	VA	234,403
Northampton County	VA	13,093
Prince William County	VA	280,813
Richmond	VA	197,790

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Jurisdiction Name	State	2000 Population
Roanoke County	VA	85,778
Stafford County	VA	92,446
Virginia Beach	VA	425,257
Williamsburg	VA	11,998
Bellevue	WA	109,569
Bothell	WA	30,150
Kent	WA	79,524
Kitsap County	WA	231,969
Lynnwood	WA	33,847
Marysville	WA	12,268
Ocean Shores	WA	3,836
Olympia	WA	42,514
Pasco	WA	32,066
Redmond	WA	45,256
Renton	WA	50,052
Richland	WA	38,708
Seattle	WA	563,374
University Place	WA	29,933
Vancouver	WA	143,560
Walla Walla	WA	29,686
Appleton	WI	70,087
Eau Claire	WI	61,704
Janesville	WI	59,498
Kenosha	WI	90,352
Madison	WI	208,054
Marquette County	WI	15,832
Milton	WI	5,132
Superior	WI	27,368
Village of Brown Deer	WI	12,170
Wausau	WI	38,426
Whitewater	WI	13,437
Winnebago County	WI	156,763
Laramie	WY	27,204

APPENDIX B: FREQUENTLY ASKED QUESTIONS ABOUT THE CITIZEN SURVEY DATABASE

What is in the citizen survey database?

NRC's database includes the results from citizen surveys conducted in about 400 jurisdictions in the United States. These are public opinion polls answered by hundreds of thousands of residents around the country. We have recorded, analyzed and stored responses to thousands of survey questions dealing with resident perceptions about the quality of community life and public trust and residents' report of their use of public facilities. Respondents to these surveys are intended to represent over 50 million Americans.

What kinds of questions are included?

Residents' ratings of the quality of virtually every kind of local government service are included – from police, fire and trash haul to animal control, planning and cemeteries. Many dimensions of quality of life are included such as feeling of safety and opportunities for dining, recreation and shopping as well as ratings of the overall quality of community life and community as a place to raise children and retire.

What is so unique about National Research Center's Citizen Survey database?

It is the only database of its size that contains the people's perceptions about government service delivery and quality of life. For example, others use government statistics about crime to deduce the quality of police services or speed of pot hole repair to draw conclusions about the quality of street maintenance. Only National Research Center's database adds the opinion of service recipients themselves to the service quality equation. We believe that conclusions about service or community quality are made prematurely if opinions of the community's residents themselves are missing.

What is the database used for?

Benchmarking. Our clients use the comparative information in the database to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. We don't know what is small or tall without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. So many surveys of service satisfaction turn up at least "good" citizen evaluations that we need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. We need to

ask more important and harder questions. We need to know how our residents' ratings of fire service compare to opinions about fire service in other communities.

So what if we find that our public opinions are better or – for that matter – worse than opinions in other communities? What does it mean?

A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if its clients believe services are not very good compared to ratings received by objectively "worse" departments.

National Research Center's database can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data from National Research Center's database, it would be like bowling in a tournament without knowing what the other teams are scoring. We recommend that citizen opinion be used in conjunction with other sources of data to help managers know how to respond to comparative results.

Aren't comparisons of questions from different surveys like comparing apples and oranges?

It is true that you can't simply take a given result from one survey and compare it to the result from a different survey. National Research Center, Inc. principals have pioneered and reported their methods for converting all survey responses to the same scale. Because scales responses will differ among types of survey questions, National Research Center, Inc. statisticians have developed statistical algorithms, which adjust question results based on many characteristics of the question, its scale and the survey methods. All results are then converted to the PTM (percent to maximum) scale with a minimum score of 0 (equaling the lowest possible rating) to a maximum score of 100 (equaling the highest possible rating). We then can provide a norm that not only controls for question differences, but also controls for differences in types of survey methods. This way we put all questions on the same scale and a norm can be offered for communities of given sizes or in various regions.

How can managers trust the comparability of results?

Principals of National Research Center, Inc. have submitted their work to peer reviewed scholarly journals where its publication fully describes the rigor of our methods and the quality of our findings. We have published articles in Public Administration Review, Journal of Policy Analysis and Management and Governing, and we wrote a book, Citizen Surveys: How to do them, how to use them, what they mean, that describes in detail how survey responses can be adjusted to provide fair comparisons for ratings among many jurisdictions. Our work on calculating national norms for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.