

THE CITY OF
BURLESON
TEXAS

City of Burleson
Resident
Satisfaction
Survey

PRESENTED BY ETC INSTITUTE

**Since 2006,
ETC Institute
Has,
In More Than
1,000 Cities
&
49 States,
Surveyed
More Than
3,000,000
Persons.**

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

*For more than 35 years, our mission has
been to help municipal governments
gather and use survey data to enhance
organizational performance.*



Purpose

To objectively assess resident satisfaction with the delivery of City services

To compare the City's performance with residents regionally and nationally and to prior results

To help determine priorities for the community using Importance-Satisfaction Analysis

Methodology

Survey Description

- 2nd Resident Survey conducted for the City

Method of Administration

- By mail and online to a random sample of households in the City
- Each survey took approximately 13-18 minutes to complete

Sample Size

- 433 completed surveys

Margin of Error

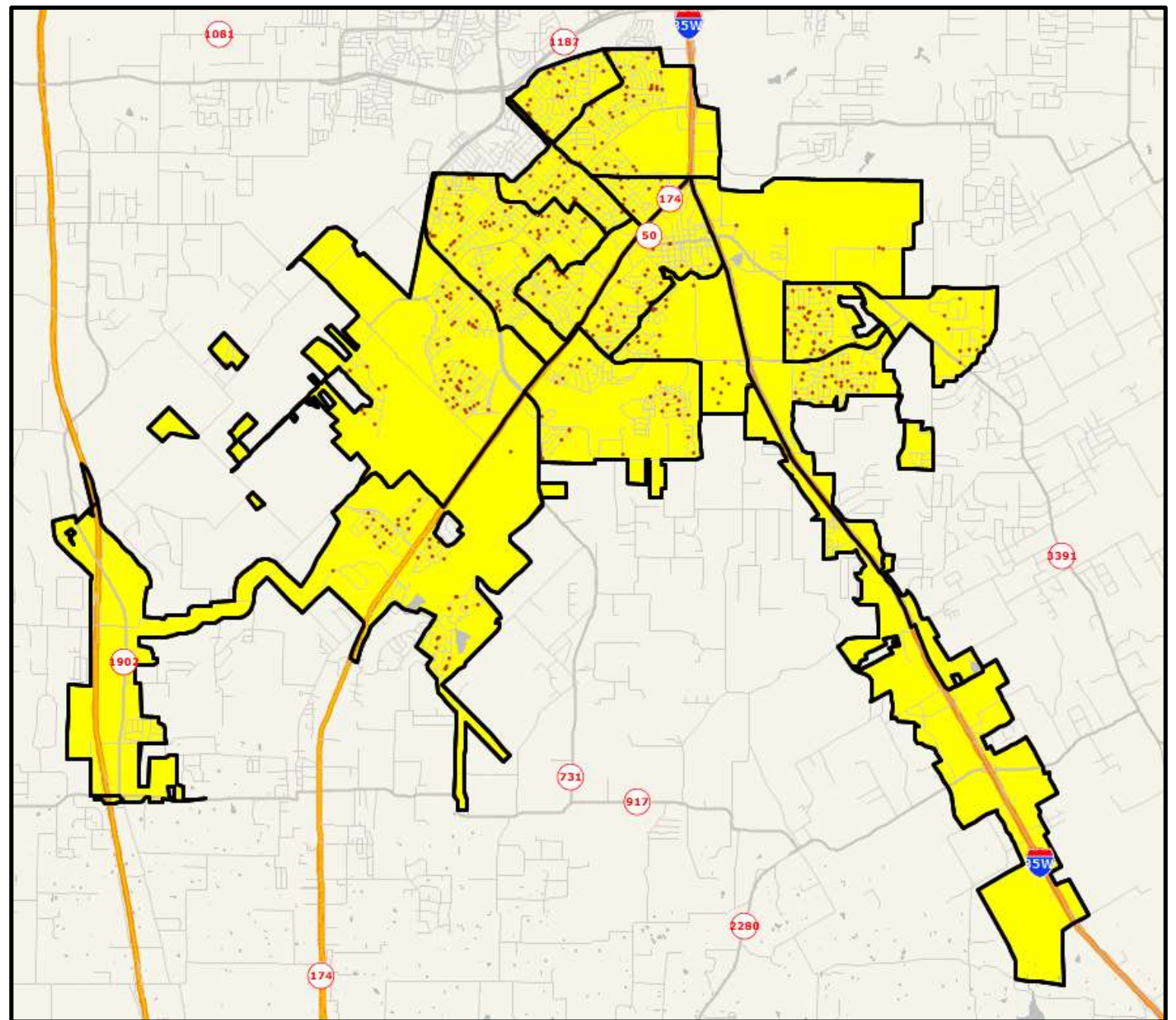
- +/- 4.7% at the 95% level of confidence

Location of Survey Respondents

Good representation of responses throughout the City

Home address of all respondents are geocoded to the block level to ensure anonymity of the true respondent address while still ensuring good geographic representation

Boundaries displayed are Census Block Groups (merged as needed)



City of Burleson Resident Satisfaction Survey

Bottom Line Up Front

Residents Have a Very Positive Perception of the City

- 93% of respondents rated the City as an “excellent” or “good” *place to live*
- 88% of respondents rated the City as an “excellent” or “good” *place to raise children*

Satisfaction with City Services is Much Higher in Burleson Than Other Communities

- The City rated above the National Average in 70% of the areas assessed and significantly above the average (5% or more) in 65% of the areas assessed

Top Priorities for Improvement

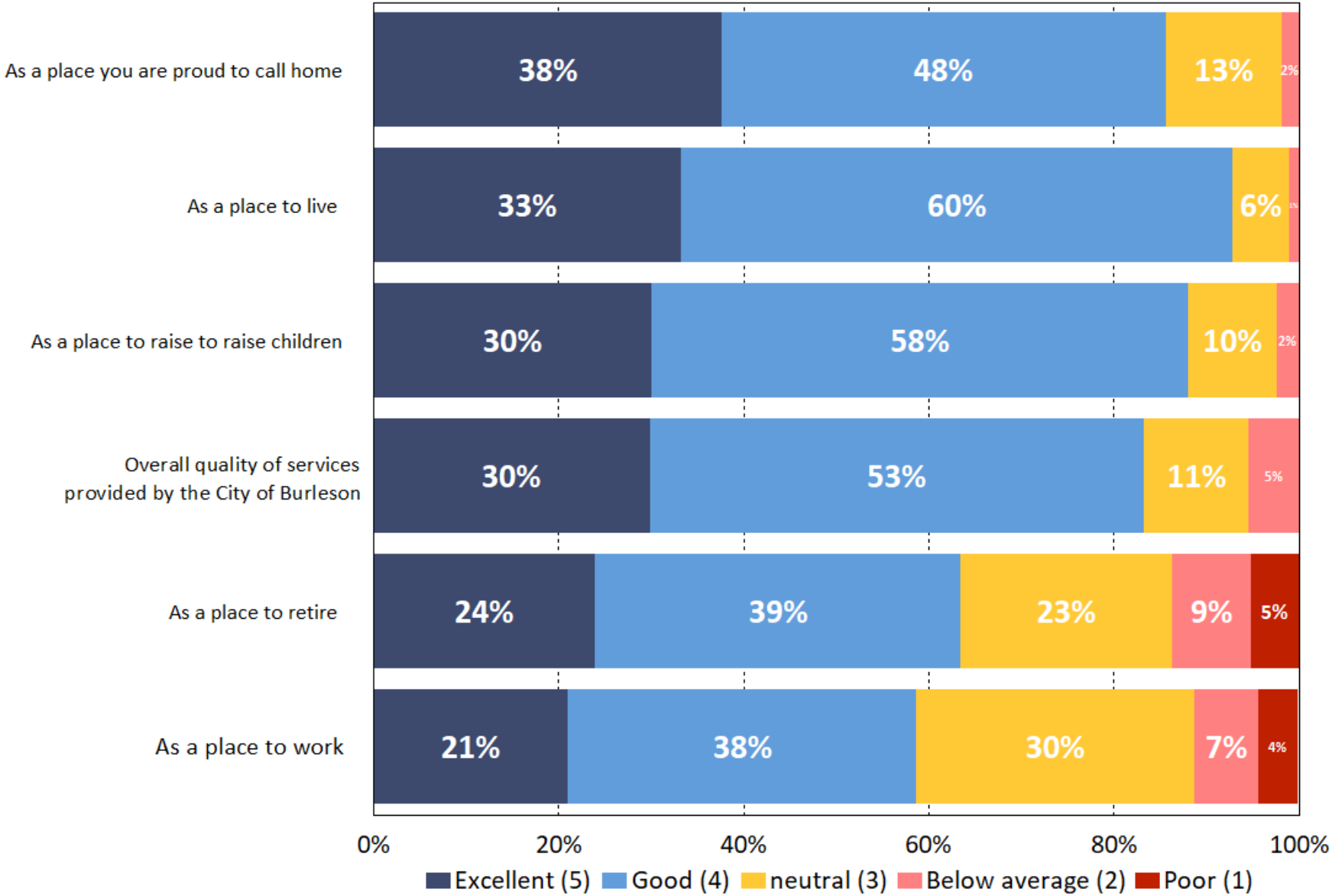
1. Flow of traffic and congestion management on TxDOT
2. Maintenance of city streets and sidewalks
3. Flow of traffic and congestion management on city roadways

Perceptions

RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY

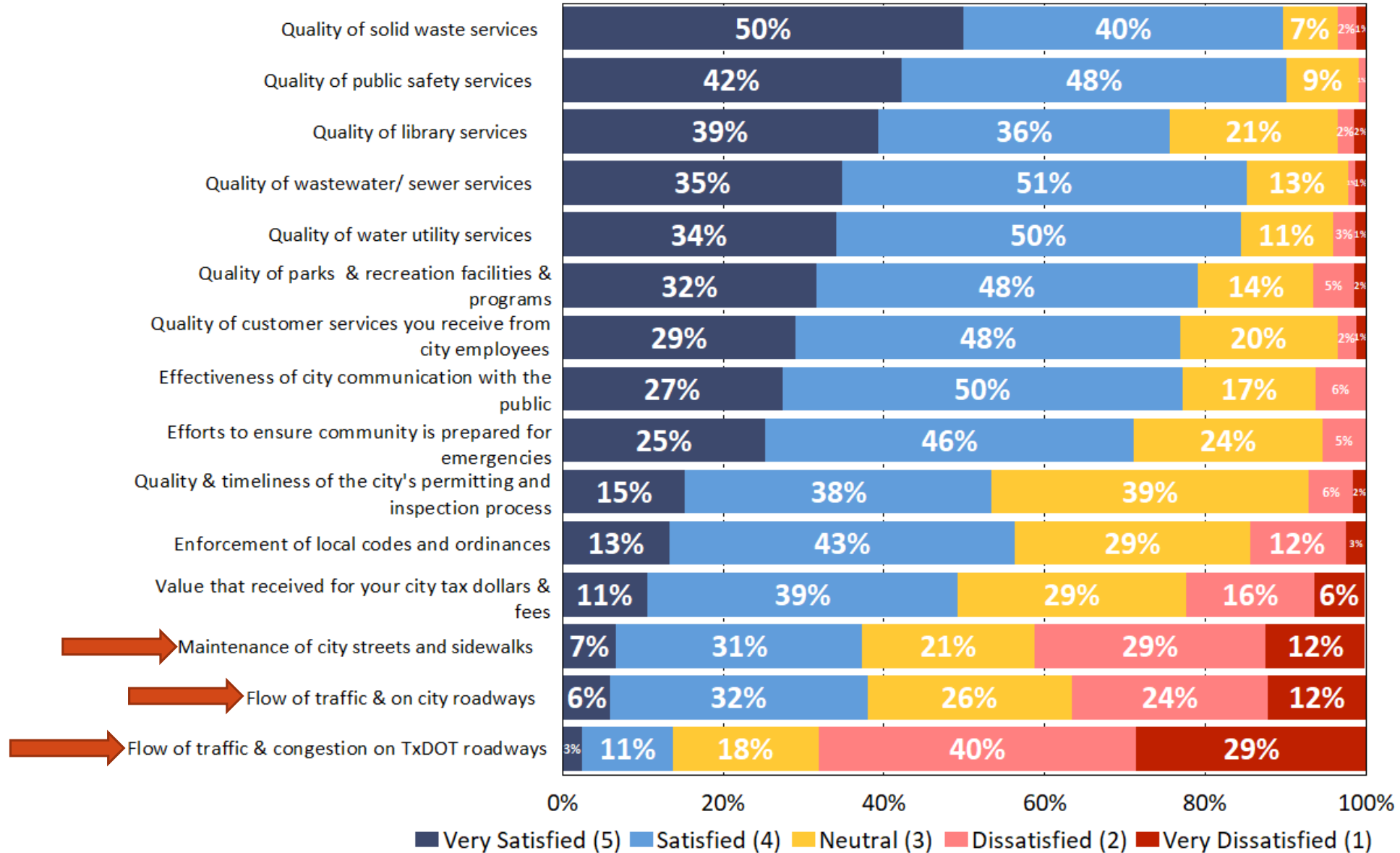
Q1. Overall Ratings of Burleson

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Q2. Satisfaction with Major Categories of City Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



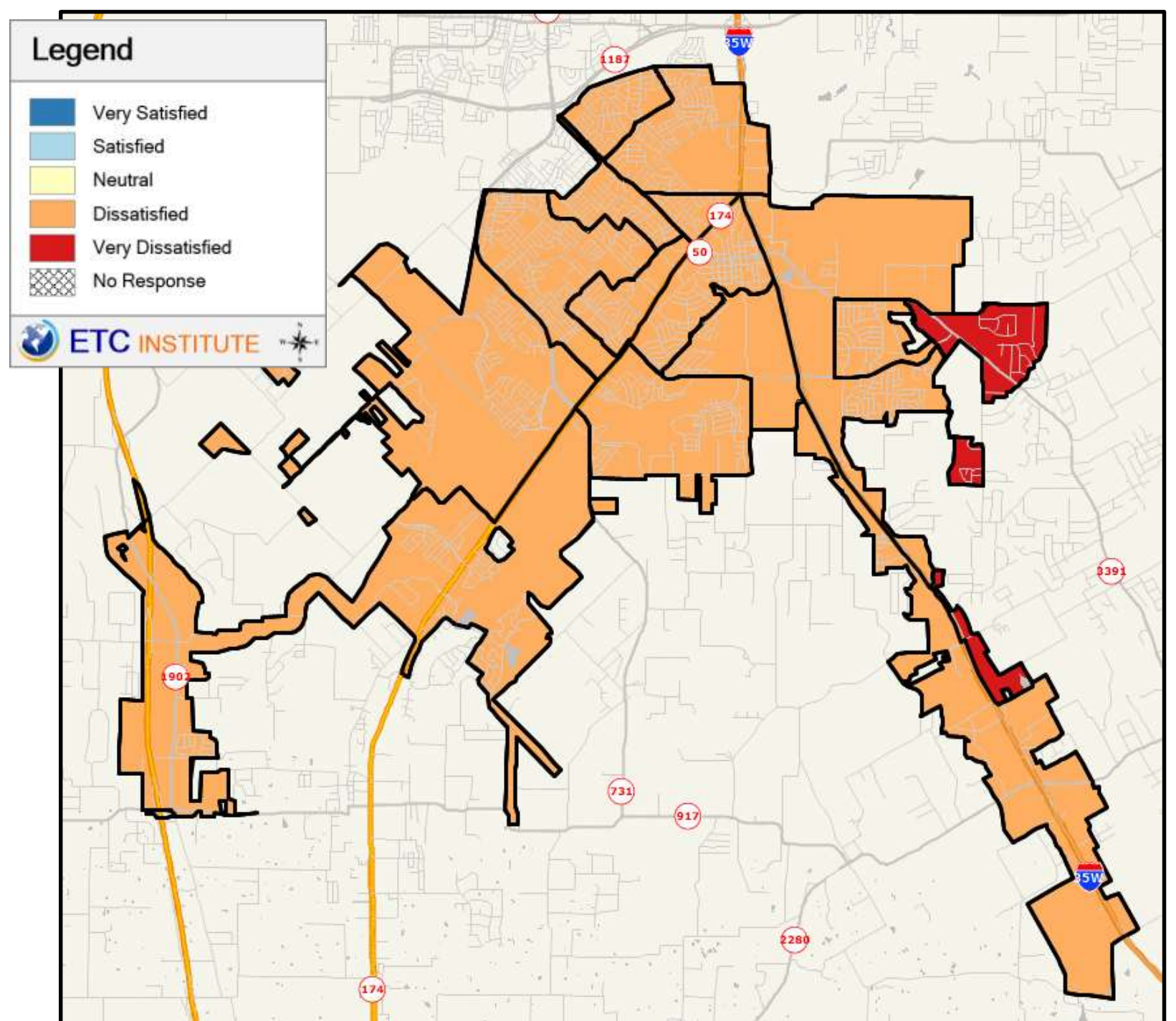
Three of the areas with highest levels of dissatisfaction are the same top priorities for improvement

Flow of Traffic and Congestion on TxDOT Roadways

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

Areas shaded in orange show where residents are most dissatisfied, areas shaded in yellow are "neutral" ratings while blue areas show general levels of positive satisfaction

TxDOT roadways were defined as: SH174/Wilshire Blvd., FM731/John Jones Dr., and I-35W

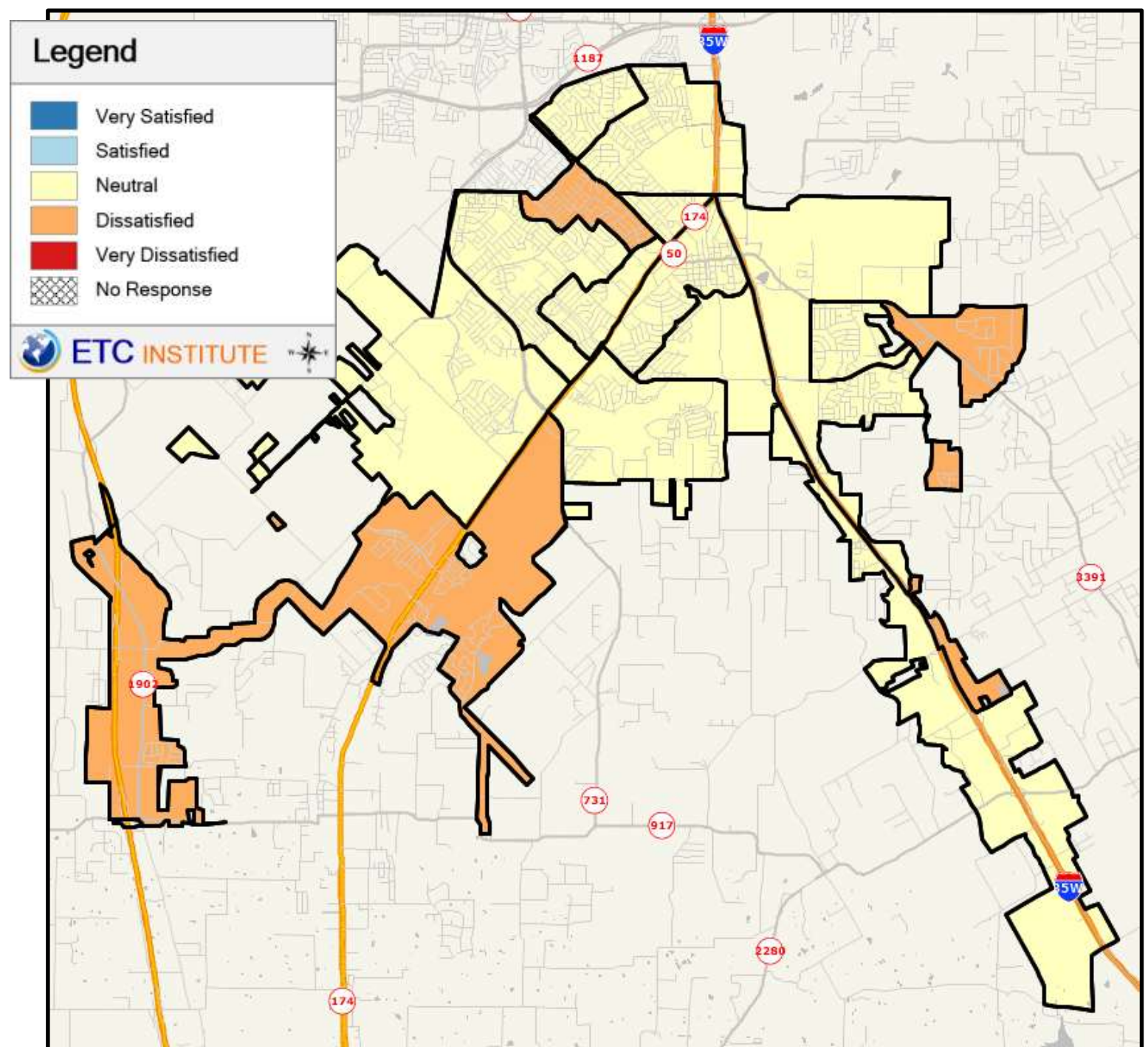


Flow of Traffic and Congestion on City Roadways

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

Areas shaded in yellow are “neutral” ratings while blue areas show general levels of positive satisfaction

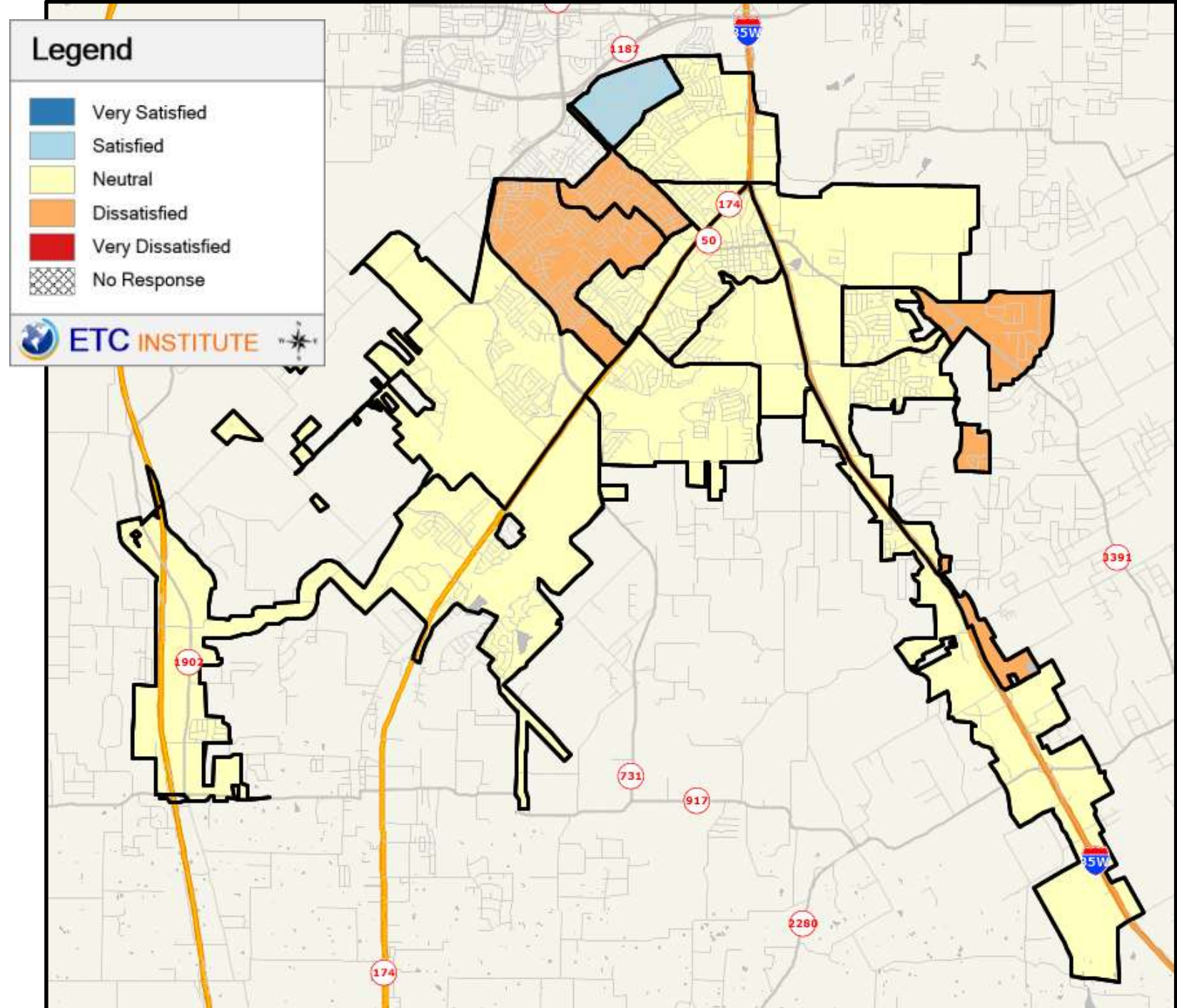
City roadways were defined as: non-TxDOT Streets and was asked immediately following the TxDOT condition question



Overall Maintenance of City Streets and Sidewalks

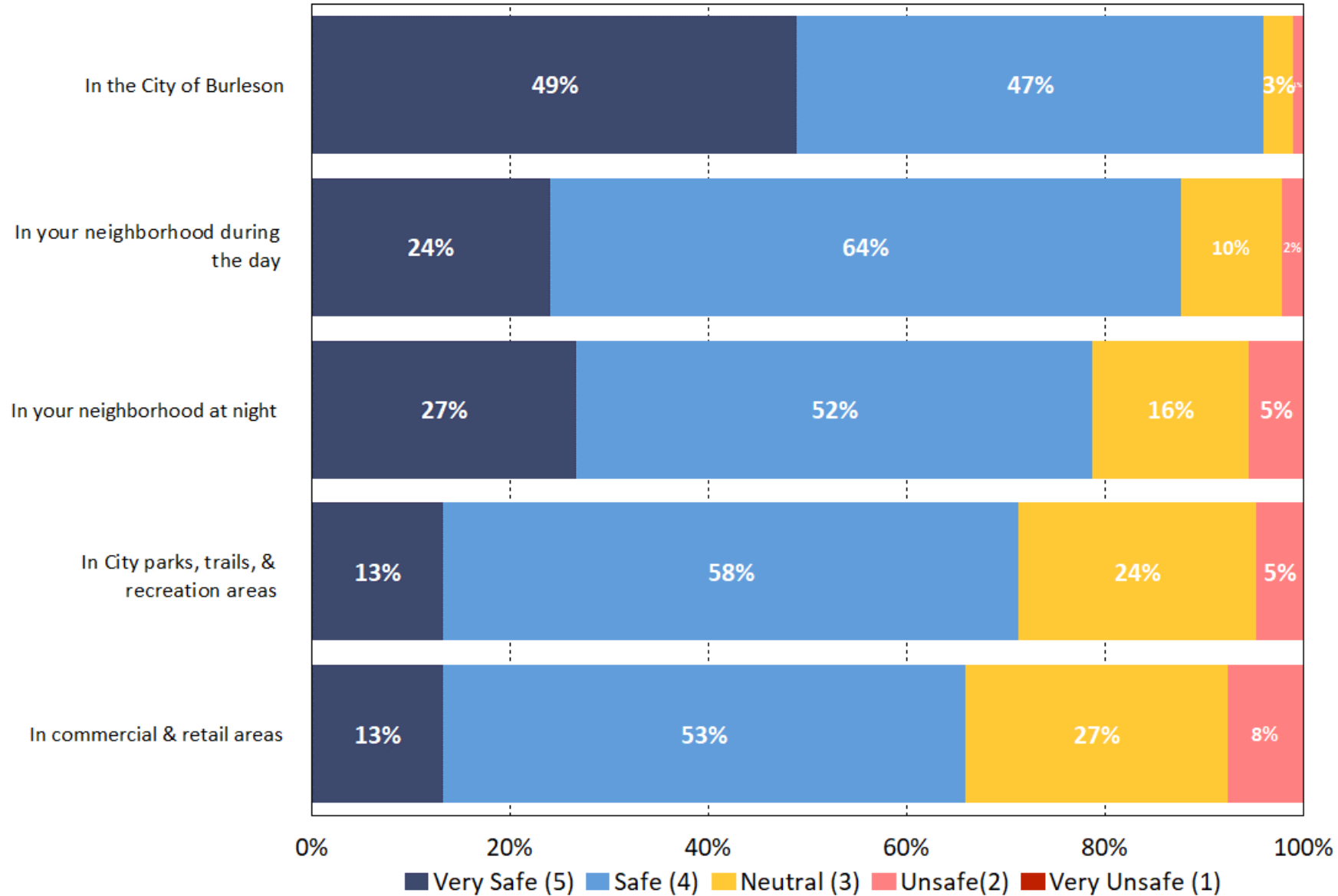
This area was determined to be the third highest priority for improvement based on the Importance-Satisfaction Analysis

Areas shaded in yellow are “neutral” ratings while blue areas show general levels of positive satisfaction



Q4. Overall feeling of safety in Burleson

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

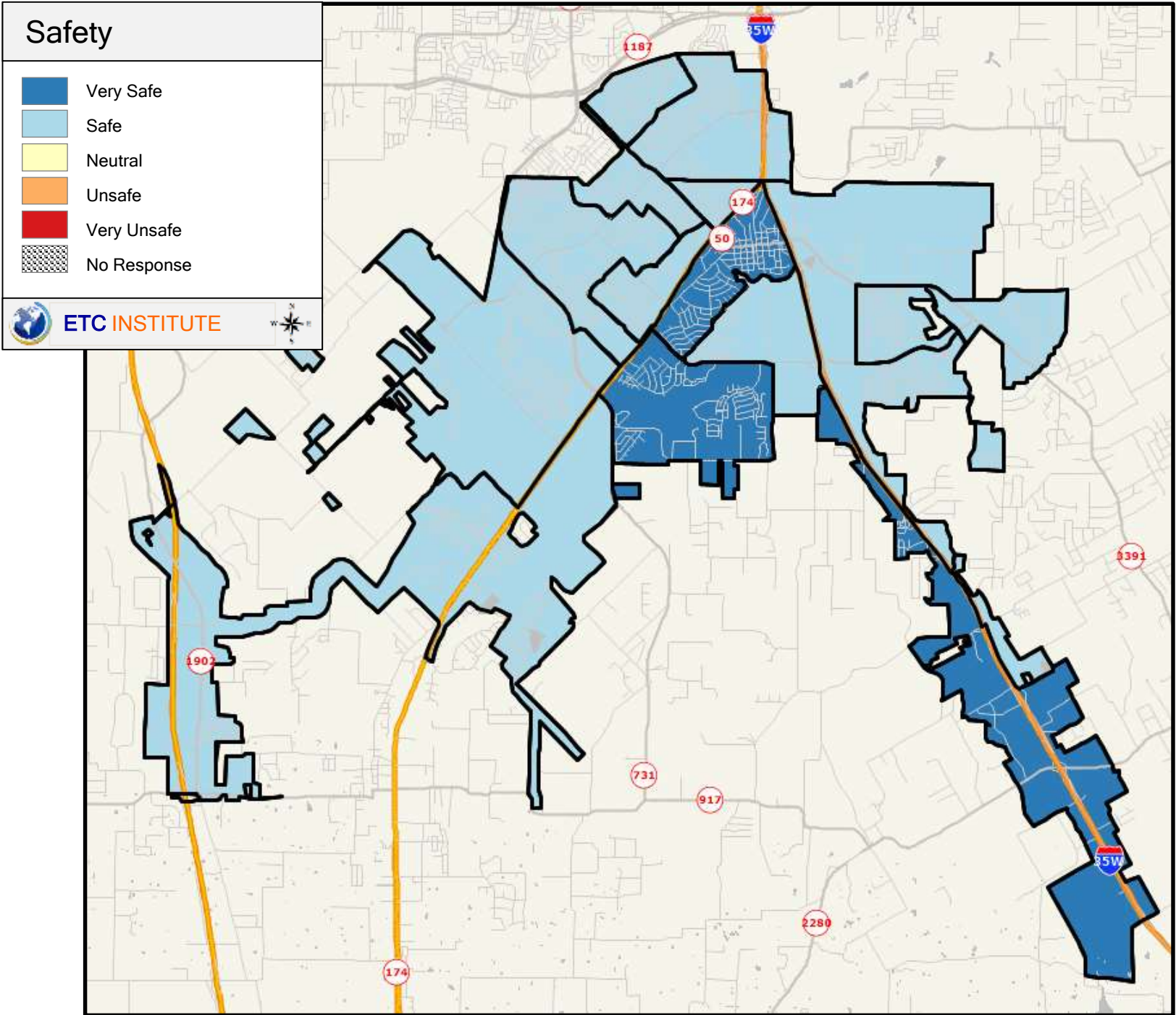


Extremely low levels of "unsafe" and "very unsafe" responses throughout

Overall Feeling of Safety in the City

Areas in blue show general levels of positive safety ratings

No areas of the community are shaded in yellow/orange/red



Trends

COMPARING THE 2022 RESULTS TO 2024 RESULTS

Trends

The City's 2022 results were compared with the results of the 2024 survey to understand how perceptions have changed over time

Significant changes are those that exceed the margin of error for the results: +/-4.7 points

Nationally, ETC Institute has seen a sharp decline in the rate of satisfaction with respondents during the last two years

The City of Burleson had 83 items that were directly comparable from 2022 to 2024

- Comparisons were made based on the sum of 5 and 4 responses on a 5-point scale
- Of the 83 items, the City rated the same as or above the 2022 ratings in 62 areas (75%)

The City of Burleson has not experienced these changes in isolation, many clients around the country and in Texas are experiencing similar declines in perceptions

Comparative Strengths from 2022

Maintenance of city streets and sidewalks (+14.4%)

Flow of traffic & congestion on TxDOT roadways (+12.9%)

Visibility of police in commercial/ retail areas (+12.2%)

Enforcement of local codes and ordinances (+10.7%)

Visibility of police in neighborhoods (+10.1%)

Flow of traffic & congestion on city roadways (+7.1%)

Overall quality of Municipal court services (+7.1%)

As a place to work (+6.6%)

How easy it is to find information when visiting the city's website (+6.2%)

Availability of information on city services & programs (+5.9%)

They gave me prompt, accurate, & complete answers to questions (+5.7%)

Access to information about the city's finances & budget (+5.5%)

Overall quality of City's animal control services (+5.5%)

They were courteous & polite (+5.1%)

Quality of water utility services (+4.9%)

The city's effort to enforce upkeep of residential property (+4.9%)

Quality of city parks (+4.8%)

Quality of customer service from city employees (+4.7%)

Areas where the City rated significantly above the 2022 ratings

Comparative Weaknesses from 2022

City's efforts to enforce cleanup of trash/ debris on private property (-13.2%)

Quality & accessibility of municipal court services (-5.8%)

Quality & timeliness of the city's permitting/ inspection process (-4.3%)*

Quality of customer service from city employees (-4.1%)*

Quality of city parks (-3.7%)*

The city's effort to enforce upkeep of residential property (-3.6%)*

Quality of water utility services (-2.6%)*

They were courteous & polite (-2.3%)*

Overall quality of City's animal control services (-2.3%)*

Access to information about the city's finances & budget (-1.8%)*

Areas where the City rated below the 2022 ratings – *there were only 2 significant decreases

Benchmarks

THE CITY RATES HIGHER THAN OTHER COMMUNITIES

Benchmarks

The 2024 survey contained 63 questions that were comparable to ETC Institute's benchmarking database

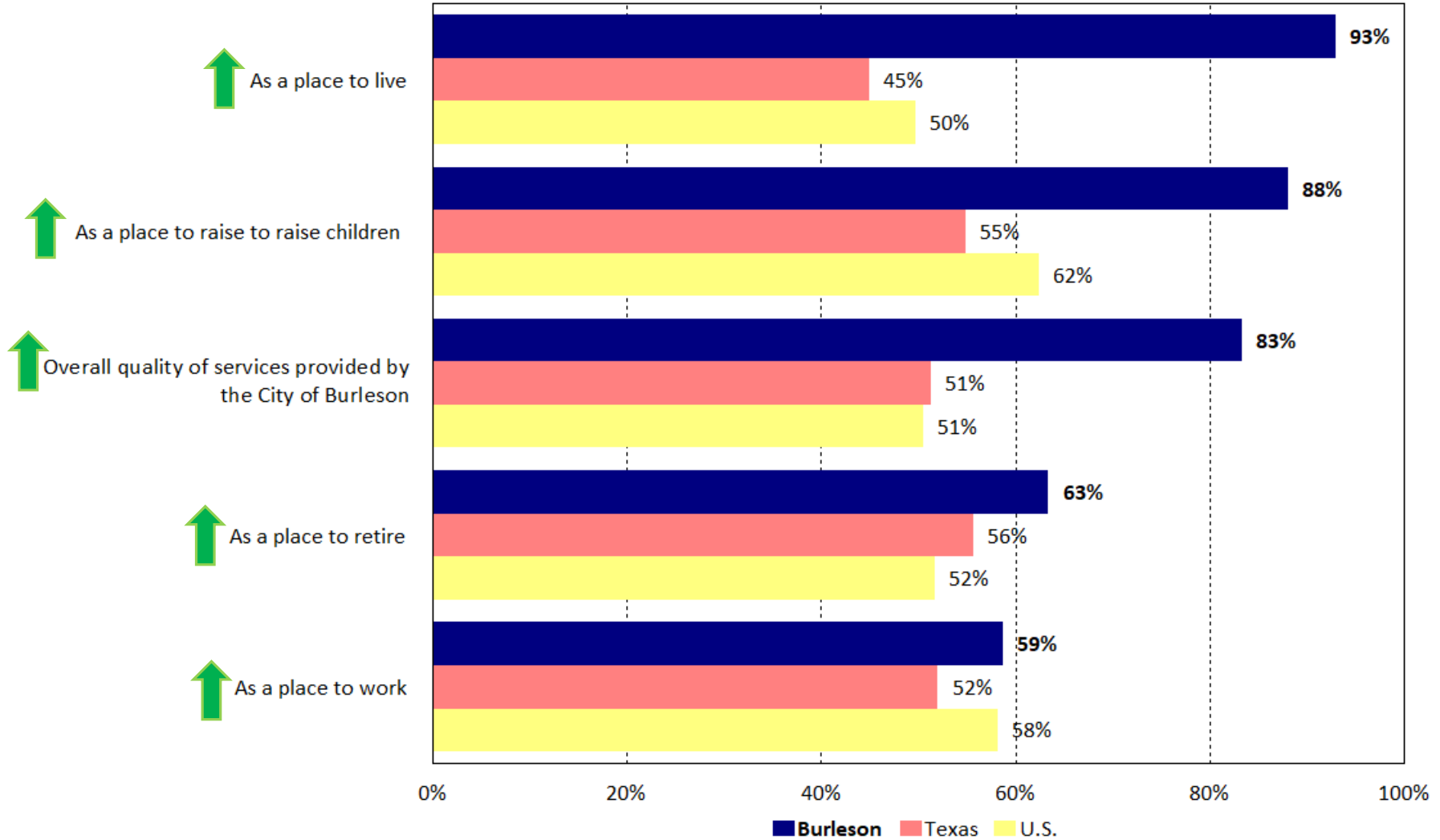
The U.S. Average is based on a national survey administered during the summer of 2023 to a random sample of more than 10,000 U.S. residents

The Texas Average is based on a state-wide survey administered during the summer of 2024 to a random sample of residents in Texas

Overall Ratings of the City

Burleson 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 "excellent" and 1 was "poor" (excluding don't knows)

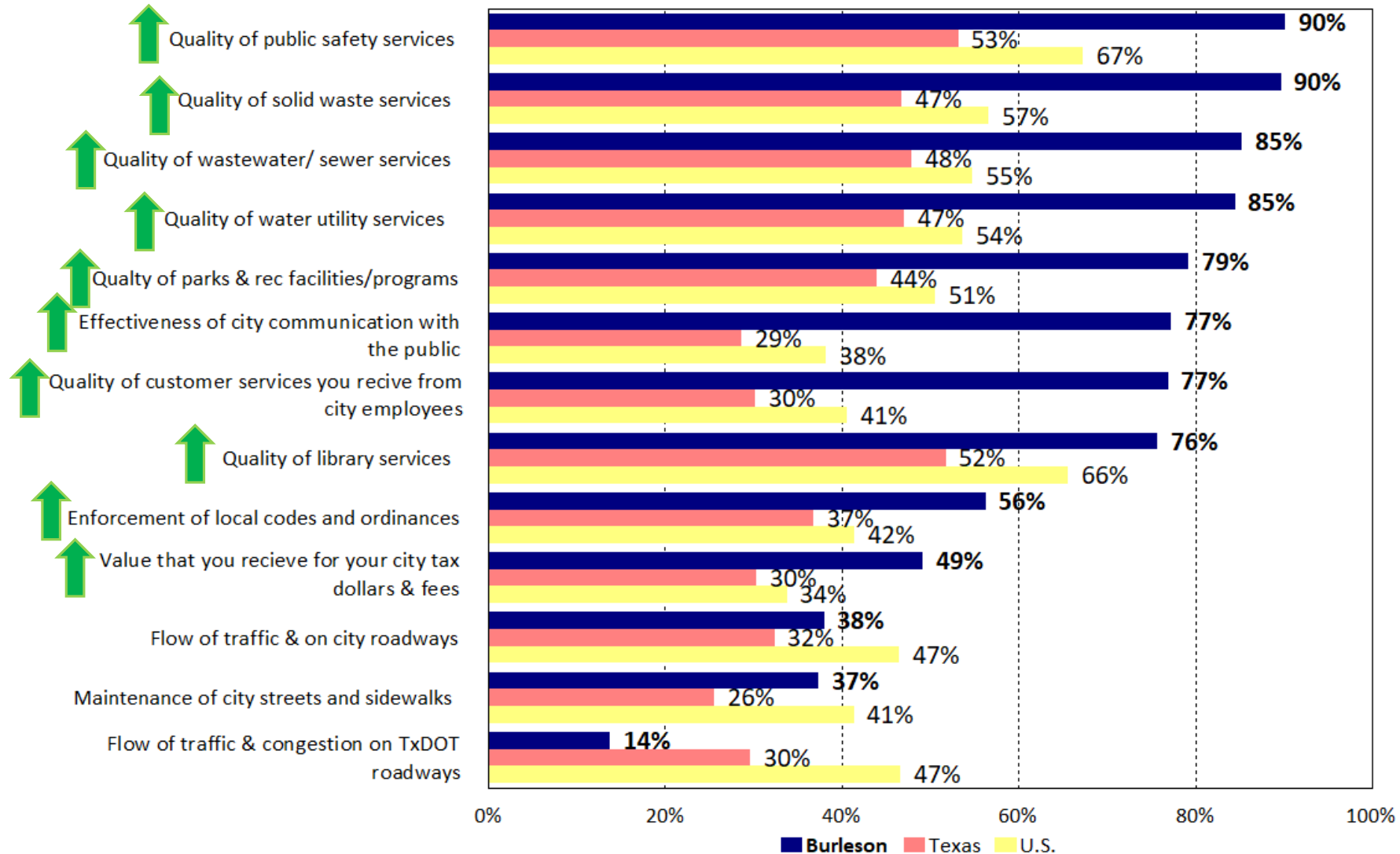


Significantly Higher Than U.S. Average: ↑

Satisfaction with Major Categories of Services

Burleson 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 knows)



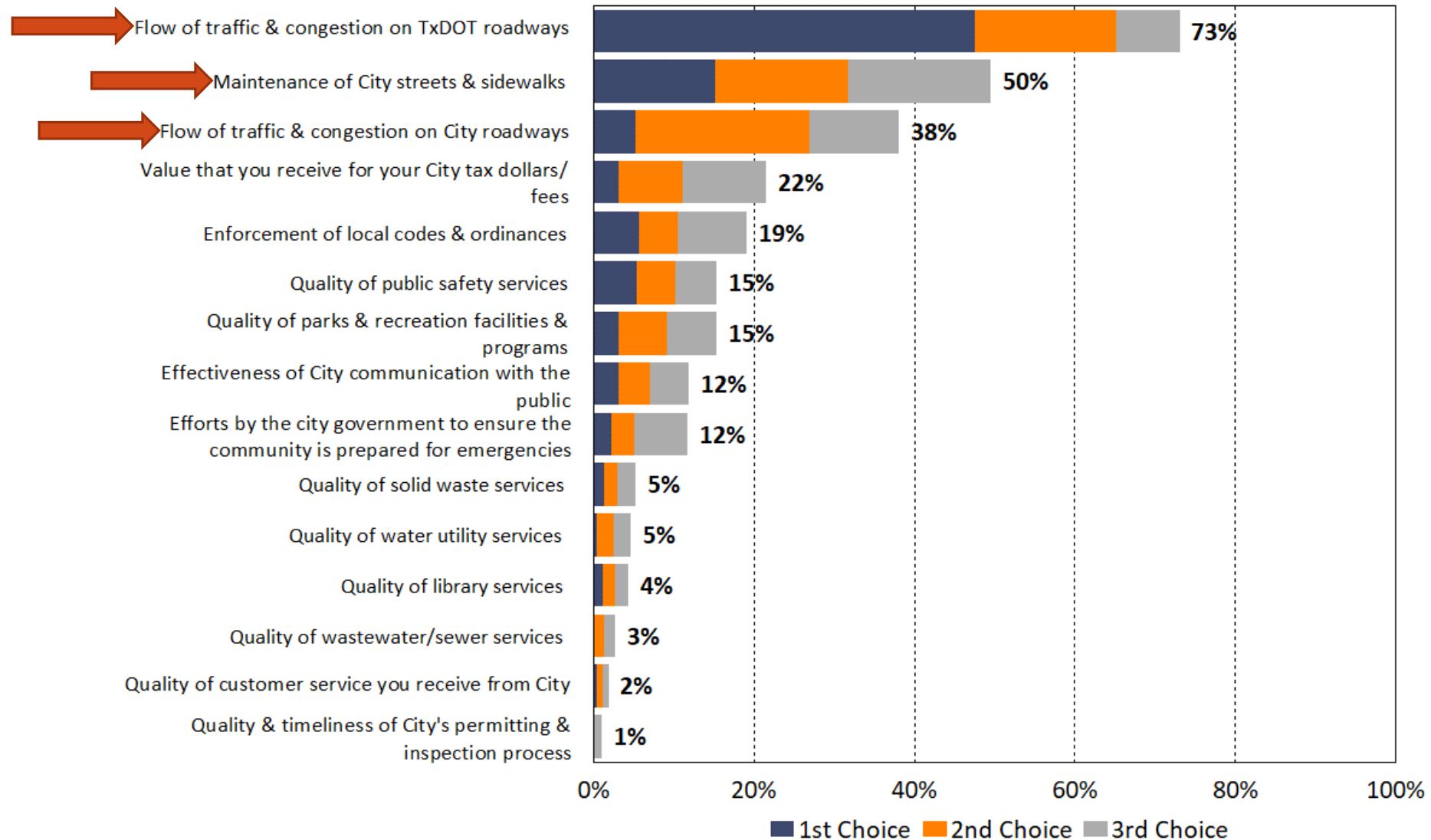
Significantly Higher Than U.S. Average: ↑

Priorities for Investment

IMPORTANCE-SATISFACTION ANALYSIS |

Q3. Services That Are Most Important for the City to Focus on Over the Next Year

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



The Importance-Satisfaction Analysis relies on both satisfaction and importance ratings to determine priorities

2024 Importance-Satisfaction Rating

Burleson, Texas

Major City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Flow of traffic & congestion on TxDOT roadways	73%	1	14%	15	0.6301	1
Maintenance of City streets & sidewalks	50%	2	37%	14	0.3105	2
Flow of traffic & congestion on City roadways	38%	3	38%	13	0.2362	3
Value that you receive for your City tax dollars & fees	22%	4	49%	12	0.1092	4
Enforcement of local codes & ordinances	19%	5	56%	10	0.0835	5
Efforts by City government to ensure the community is prepared for emergencies	12%	9	71%	9	0.0340	6
Quality of parks & recreation facilities & programs	15%	6	79%	5	0.0320	7
Effectiveness of City communication with the public	12%	8	77%	6	0.0270	8
Quality of public safety services	15%	7	90%	1	0.0151	9
Quality of library services	4%	12	76%	8	0.0107	10
Quality of water utility services	5%	11	85%	4	0.0073	11
Quality of solid waste services	5%	10	90%	2	0.0055	12
Quality & timeliness of the City's permitting & inspection process	1%	15	54%	11	0.0051	13
Quality of customer services you receive from City employees	2%	14	77%	7	0.0044	14
Quality of wastewater/sewer services	3%	13	85%	3	0.0041	15

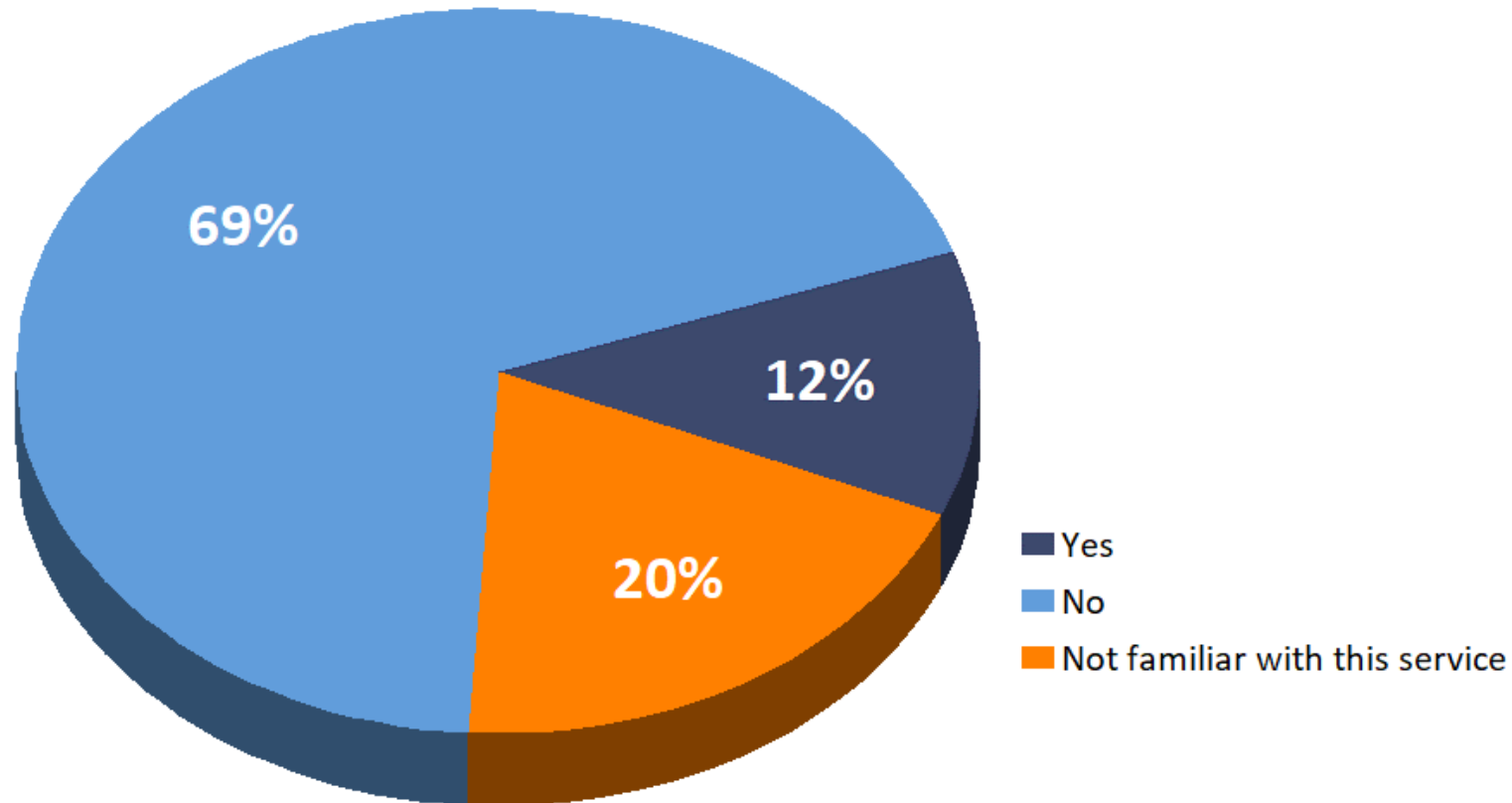
I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Communication

COMMUNICATION IS KEY TO SUSTAINED SUCCESS

Q15 Have you contacted the City of Burleson 311 with a question, problem complaint, or to request a service during the past year

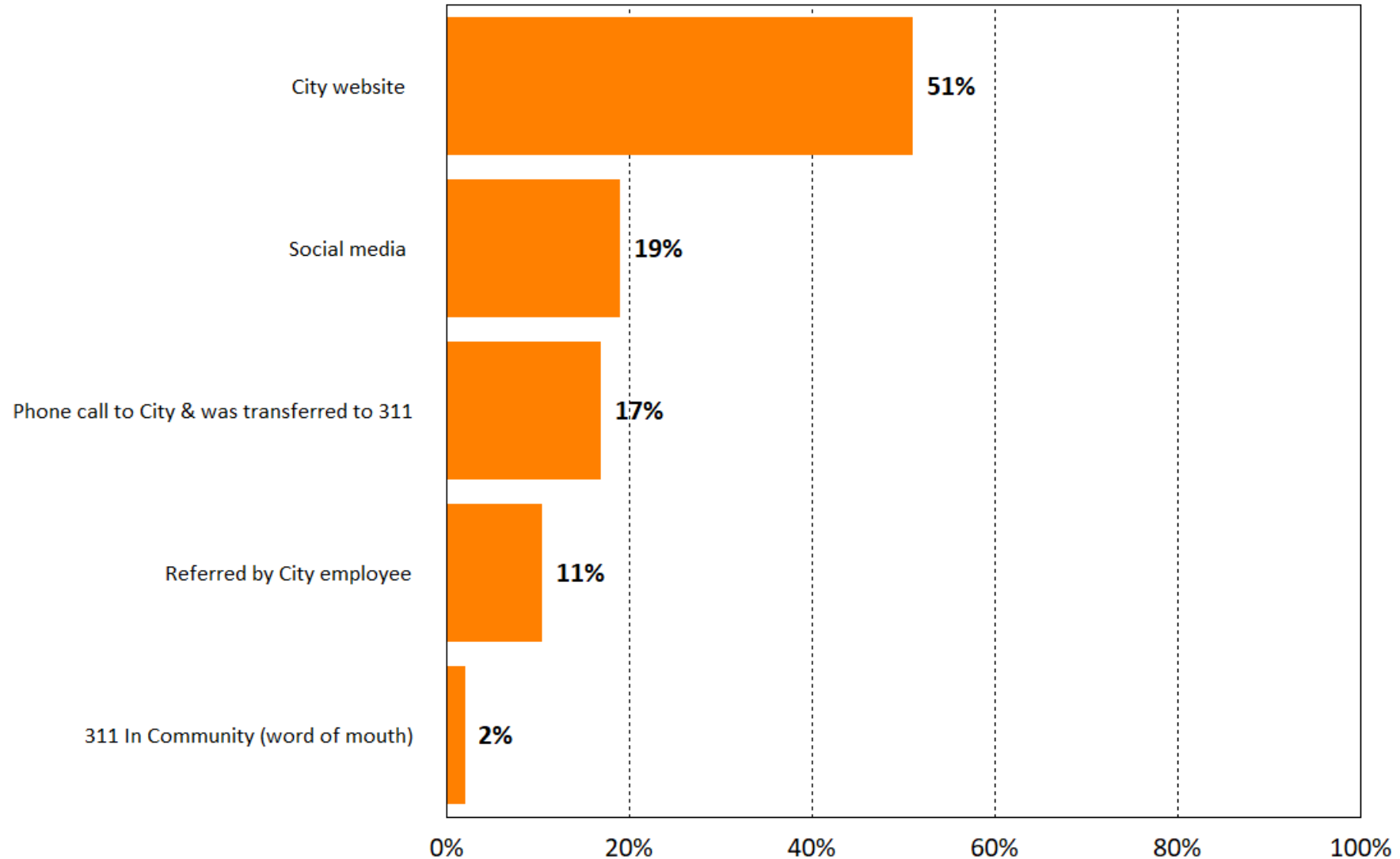
by percentage of respondents who contacted the City of Burleson during the past year (excluding "don't know")



Of those who have used the service 73% said it was "very easy to use" and 21% gave a "somewhat easy" rating

Q15c. How did you hear about the City of Burleson 311

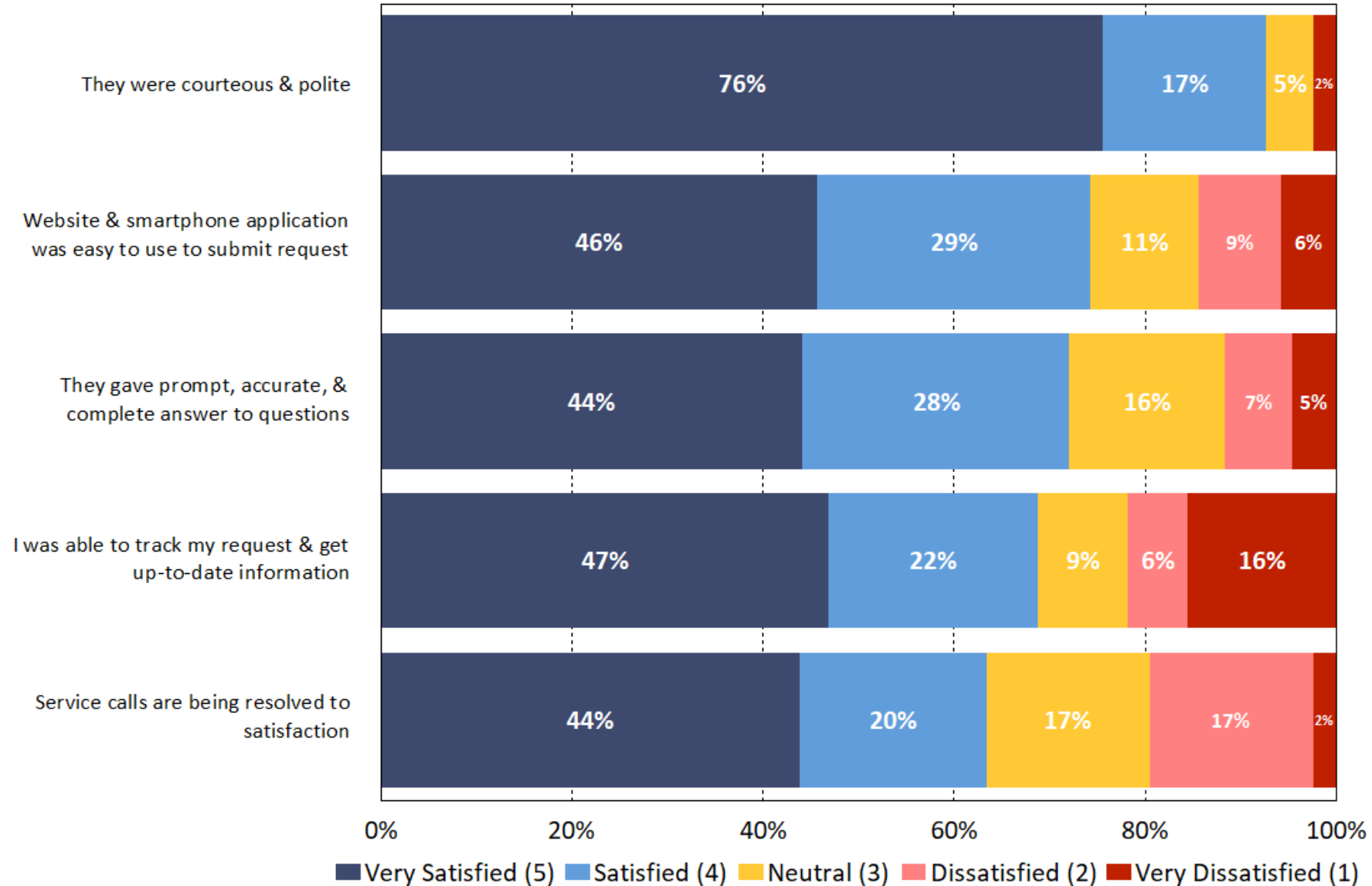
by percentage of respondents who selected the item as one of their top three choices



Most respondents use 311 via phone (65%), 17% used the website and 19% use a smart phone app

Q15d. Rate you experience with the 311 in the past year:

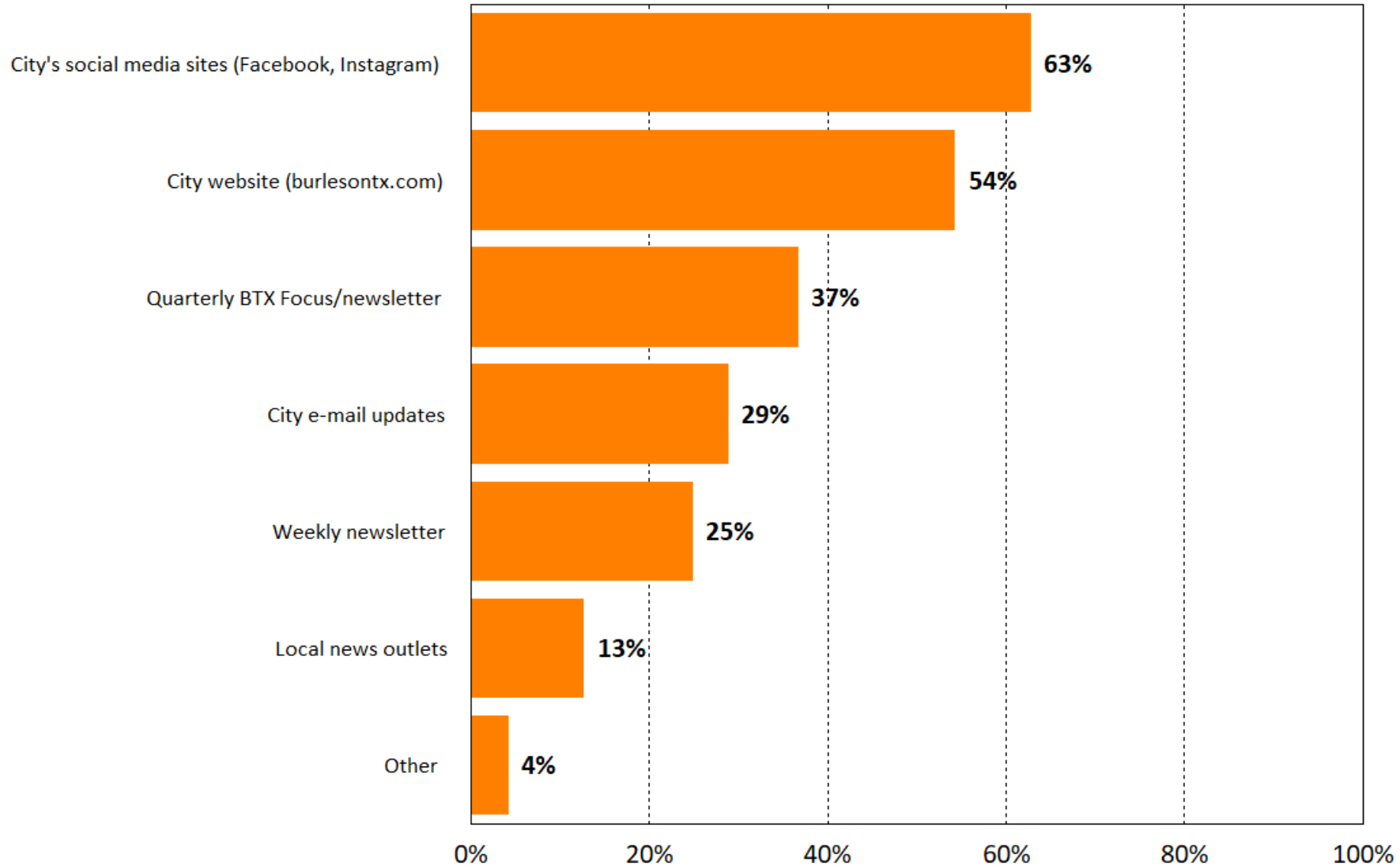
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



311 staff are exceling in customer satisfaction

Q11. Where do you currently get news and information about the City of Burleson

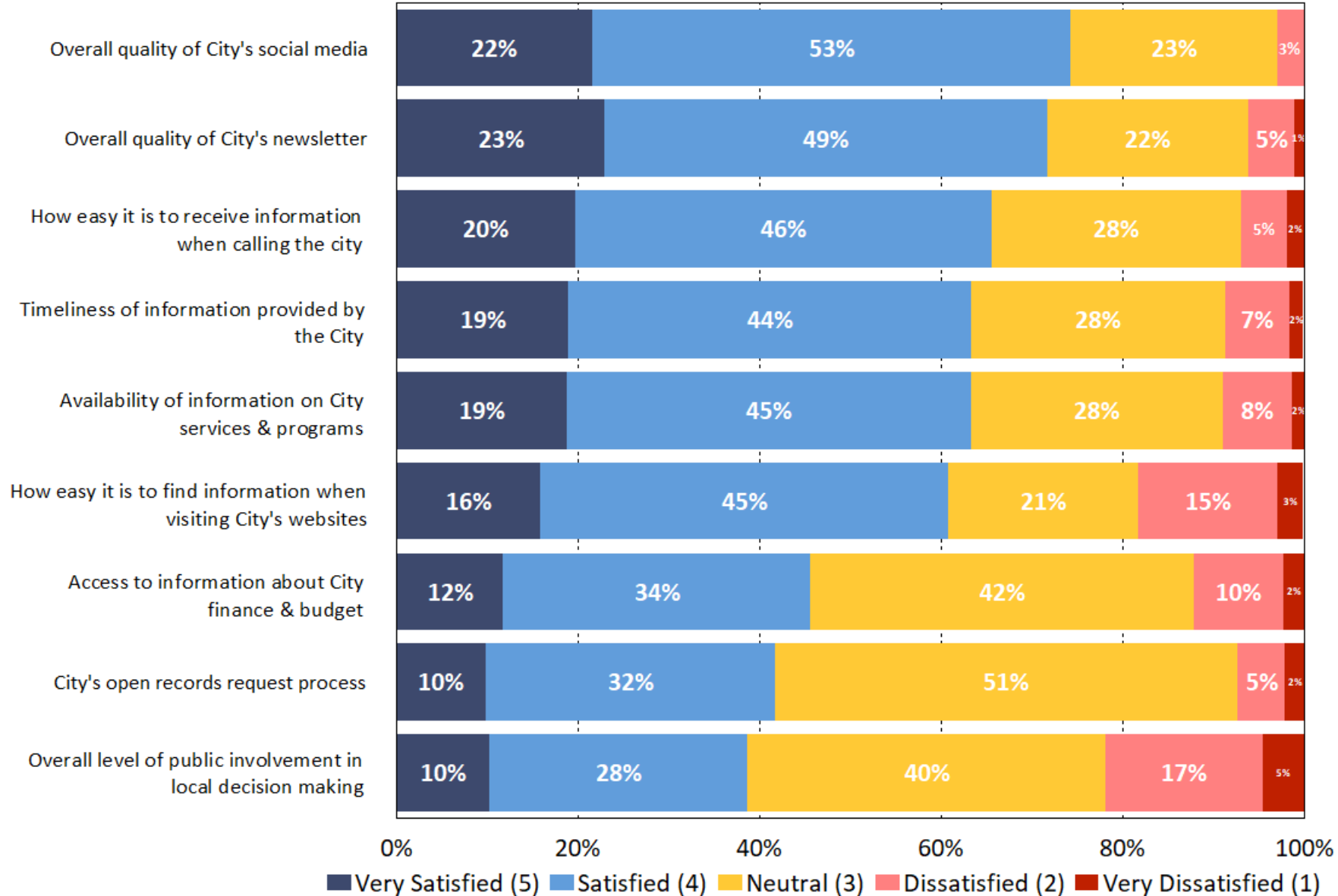
by percentage of respondents (multiple selections could be made)



The most used sources are aligned with the most preferred

Q9. Overall satisfaction with the City's Communication

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



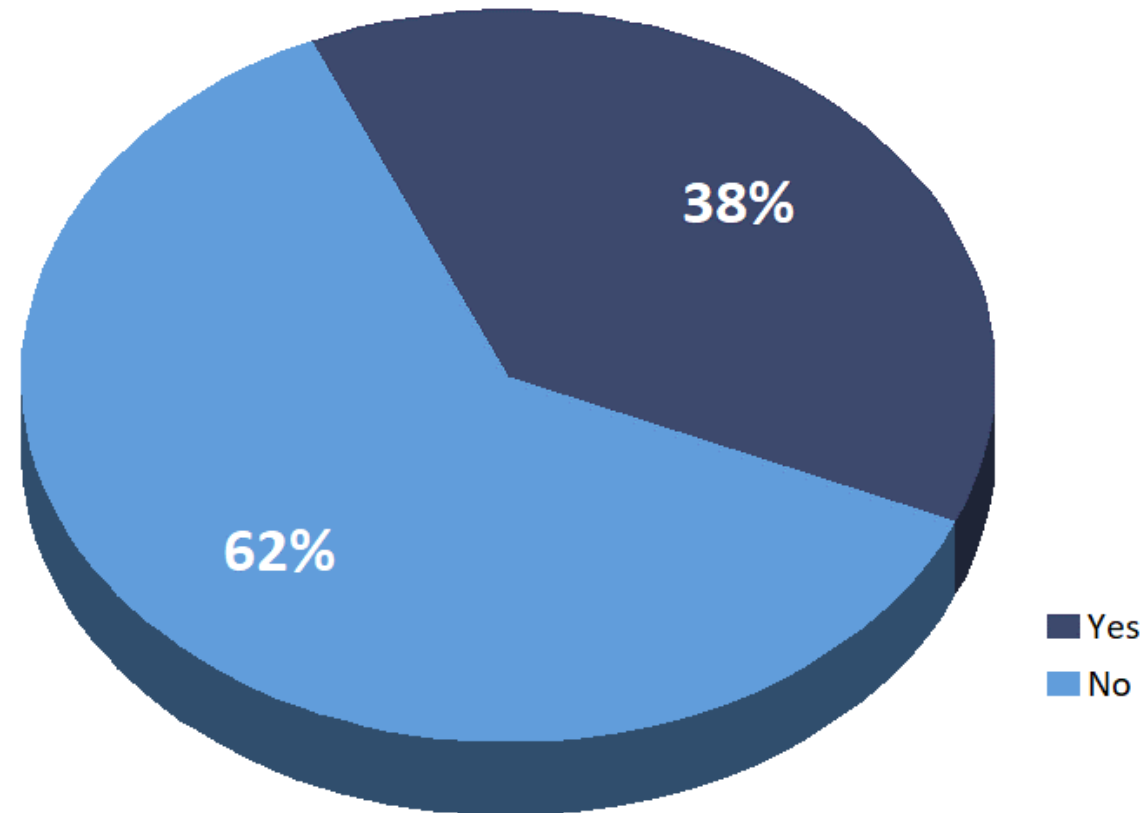
Overall satisfaction is high with some elevated 'neutral' responses throughout

Customer Satisfaction

EMPLOYEES IN BURLESON ARE SETTING THE STANDARD

Q14. Have you contacted the City of Burleson with a question, problem complaint, or to request a service during the past year

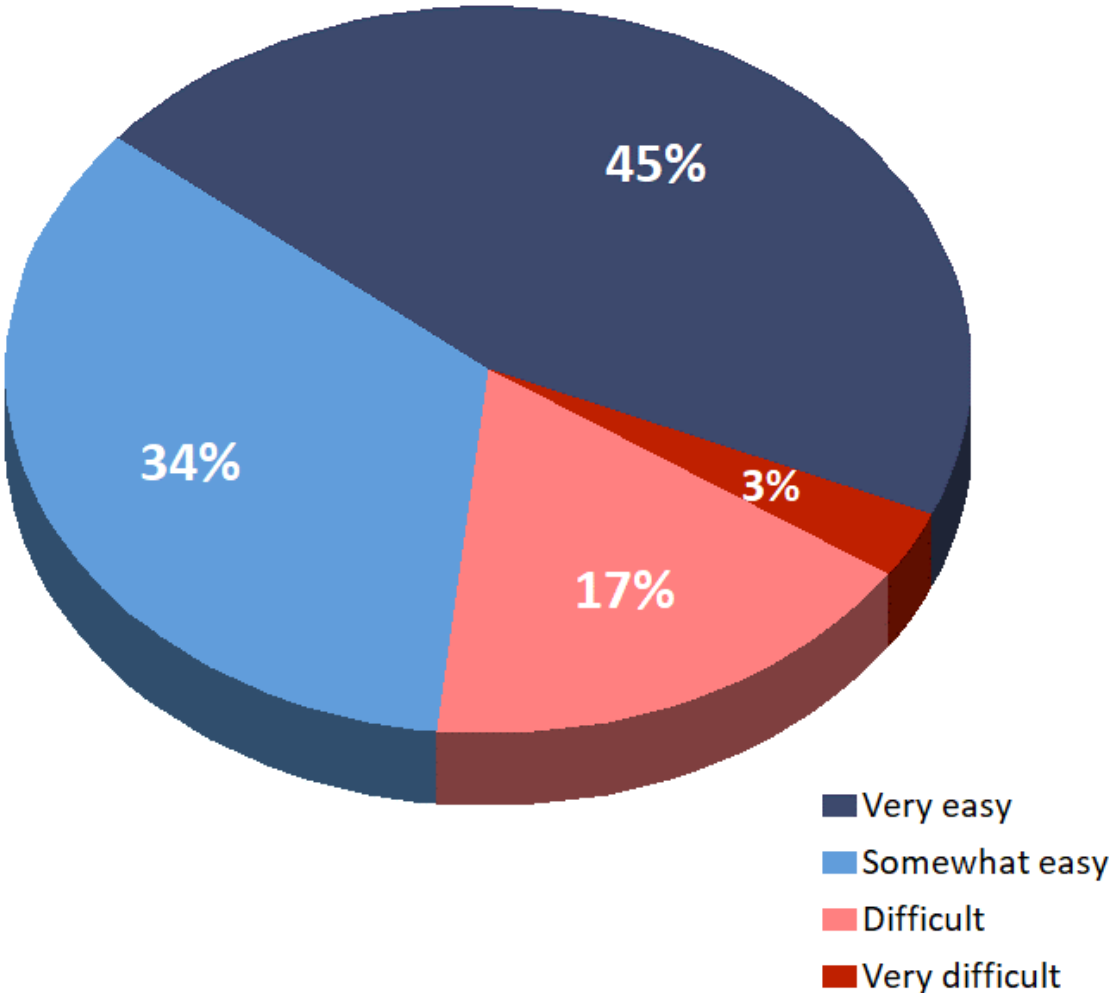
by percentage of respondents who visited the city's website in the past 6 months (excluding "not provided")



A good proportion of respondents have contacted the City in the past year

Q14a. How easy was it to contact the person you needed to reach?

by percentage of respondents who contacted the City



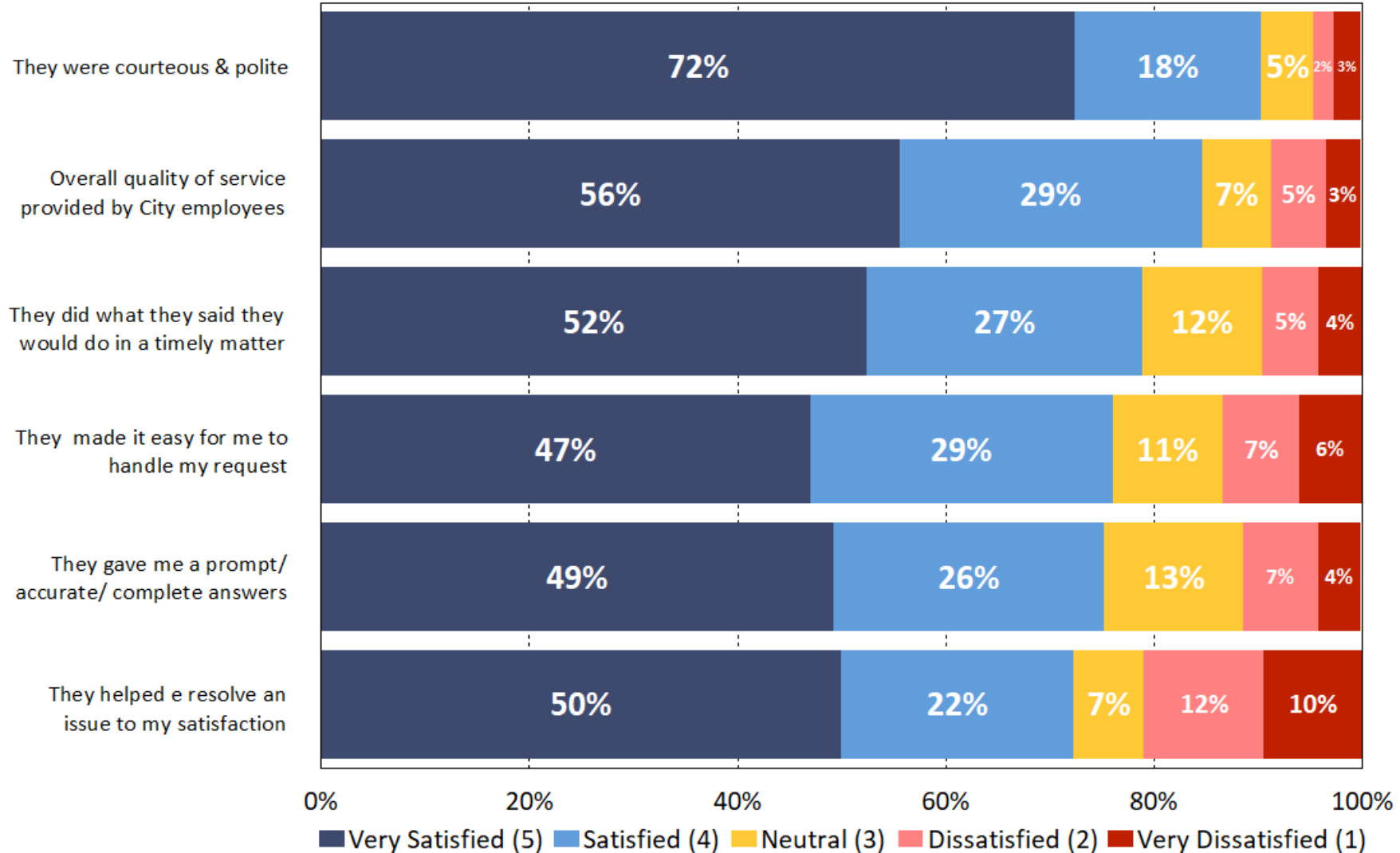
Departments Contacted:

- Public Works: 26%
- Code Compliance: 24%
- Utility Billing: 21%
- Animal services: 12%
- Police: 10%
- Parks and Recreation: 9%
- 311: 6%
- Environmental Services: 5%
- Development Services: 3%
- Municipal Court: 2%
- Communication 1%
- Fire: 1%

A good proportion of respondents have contacted the City in the past year

Q14c. Rate the frequency that the employees you contacted displayed the following:

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



City employees continue to set the standard for excellence

Summary

Residents Have a Very Positive Perception of the City

Satisfaction with City Services is Much Higher in Burleson Than Other Communities

Top Priorities for Improvement

1. Flow of traffic and congestion management on TxDOT
2. Flow of traffic and congestion management on city roadways
3. Maintenance of city streets and sidewalks

Questions?

THANK YOU |