

**DALLAS COMMUNITY SURVEY
CONDUCTED FOR
THE CITY OF DALLAS**

January, 2015



**ADVANCED MARKETING
RESEARCH INC.**

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Key Findings

GENERAL PERFORMANCE

Consistent with 2013 findings, the one aspect of life in Dallas that people like most is the small size of the city.

Converting a 1 to 5 scale to “poor,” “fair,” “average,” “good,” and “excellent,” and looking at city events and general performance, people feel that:

- Courtesy and professionalism of city employees is “good.”
- The Summerfest and the Freedomfest are “good.”
- Contact experienced with a city department is “good.”
- The overall quality of life in Dallas is “good.”
- The appearance of the city is “good.”
- Beautification and landscaping on roadways is between “good” and “average.”

There is moderate to strong agreement with the following statements:

- Dallas is a good place to live.

There is slight agreement with the following statement:

- I know how to communicate concerns with the city.
- Dallas is transparent and forthcoming with information.
- Dallas uses tax dollars efficiently.

Areas where performance ratings fell from 2013 levels:

- Overall quality of life
- Beautification and landscaping on city roadways

Statements where agreement is less than in 2013:

- Dallas is a good place to live.

Key Findings

PUBLIC SAFETY

Looking at public safety services, people feel that:

- Ambulance, and fire and rescue are between “good” and “excellent.”
- Police emergency response and dog control are “good.”
- Traffic enforcement and crime prevention are between “average” and “good.”

There is strong agreement with the following statement:

- I feel safe on my street in the day

There is moderate to strong agreement with the following statement:

- I feel safe living in Dallas and my neighborhood.

There is moderate agreement with the following statements:

- I feel safe on my street at night.
- I have confidence in all Police.
- I have confidence in Dallas Police.
- Dallas enforces property maintenance ordinances.

Areas where performance ratings fell from 2013 levels:

- Fire and rescue services
- Police emergency response
- Traffic enforcement
- Crime prevention

Statements where agreement is less than in 2013:

- I feel safe living in Dallas and my neighborhood.
- I have confidence in all officers
- I have confidence in Dallas Police.
- Dallas enforces property maintenance ordinances.

FireMed

- 49% have heard of FireMed.
- 49% have not heard of FireMed.

Key Findings

PUBLIC WORKS

Looking at public works, people feel that:

- Water service is between “good” and “excellent.”
- The quality of water, stormwater control, the condition of neighborhood streets, and the condition of Dallas streets are “good.”

Areas where performance ratings improved from 2013 levels:

- Stormwater control
- The condition of Dallas streets

Street conditions

- 45% have noticed poor street conditions in the community
- 54% have not noticed poor street conditions

LEISURE SERVICES

Looking at leisure services, people feel that:

- The appearance of parks, safety of parks and trails, the Aquatic Center, the Dallas Library, the overall city park and trail system, and park and trail maintenance are all between “good” and “excellent.”
- Youth recreation programs are just below “good.”
- Adult recreation programs are “average.”

Use of the Rickreall Creek Trail System:

- 52% use the trail system, a significant increase over 2013 levels.

Use of the Library:

- 50% use the library; 49% do not.

Key Findings

ECONOMIC DEVELOPMENT

Looking at economic development, people feel that:

- Improvements to historic downtown are slightly less than “good.”

Is there a need for more artwork in historic downtown?

- 57% feel there is a need for more artwork; 38% feel there is not a need.

Desired commercial businesses:

- Restaurants, clothing stores, retail, businesses to spur the economy, and grocery stores top the wish list of new businesses for Dallas.

Background

The city of Dallas, Oregon, with a population of 14,583 (2010 census), is located on Rickreall Creek, approximately fifteen miles west of Salem. The city has seen a population growth of 18.5% between 2000 and 2012. Estimated median income in 2012 was \$43,751, up from \$35,967 in 2000.

Purpose of the Study

The purpose of this study is to assist the city of Dallas in measuring residents' opinions and attitudes regarding services and current issues in the city.

Methodology

Advanced Marketing Research was hired to conduct the research project in order to obtain unbiased and statistically valid results.

Using questions proposed by the city of Dallas, Advanced Marketing Research designed a questionnaire instrument to be administered by telephone. Using a random residential list overlaid with a list of registered voters (containing cell numbers) as a sampling frame and screening for those living within Dallas city limits, 414 interviews were completed. Telephone interviews were conducted between January 9 and January 19, 2015.

Proper data analysis techniques were employed by Advanced Marketing Research to avoid introducing unnecessary error and bias into the study.

IMPLEMENTATION

Quotas Observed

The gender and age quotas below were targeted in the data collection process to reflect the frequencies observed in the 2010 census. Data was weighted subsequent to collection to meet the following quotas:

Males	48-52%
Females	48-52%
18-24	8-12%
25-34	13-17%
35-44	15-19%
45-54	15-19%
55-64	15-19%
65+	23-27%

Response Rate

Of the 865 qualified respondents reached by telephone, 414 interviews were completed, for a response rate of 48%. The overall breakdown of numbers dialed is as follows:

Refusals	451
Disconnects/Wrong Number	460
Language Barrier	23
Business Numbers	39
Fax	28
No Answer	674
Answering Machine	4,058
Busy Signal	147
Call Backs	196
No Qualified Respondent	330
Completed Interviews	<u>414</u>
Total Numbers Dialed	6,820

IMPLEMENTATION

Tests for Differences Between Proportions

When looking at the data tables, differences between percentage amounts can be misleading, and statistical tests must be conducted to determine if the differences are statistically significant. The computer makes these calculations for us, and the results are occasional plus or minus signs at the bottom of certain cells. These indicate that those answers are more different from everybody else's answers than could be expected due to chance, given the sample sizes involved. Plus signs are used if the group picks that answer *more* often than everyone else; minus signs if it is *less* than everyone else. The number of plus or minus signs indicates the level of statistical significance. One means the 90% level, two the 95% level, and three the 99% level. For example, two plus signs would mean that you can be 95% sure that the people represented by that group really would pick that answer more often than the people represented by the rest of the sample. It should be noted that this test can only be done for banner columns that contain at least 30 people. Because of this requirement, it is possible that the test will be done for some banner columns on a table and not for others.

Notes on Chi Square

The chi square value and its associated probability are printed beneath the first column in each banner heading. The probability ($p=.xxx$) indicates the probability that the heading and row variables are *not* related is .xxx. For example, a .05 probability of not being related means a 95 percent chance of being related.

IMPLEMENTATION

Bound on Error

SEX	SAMPLE SIZE		Bound on Error at 95% Confidence Level
	Frequency	Percent	
Male	206	50%	6.3%
Female	209	50%	6.2%
AGE			
18-24	39	9%	14.4%
25-34	60	14%	11.6%
35-44	71	17%	10.7%
45-54	71	17%	10.7%
55-64	71	17%	10.7%
65+	104	25%	8.8%
OWN/RENT			
Own	340	82%	4.9%
Rent	74	18%	10.4%
YEARS IN DALLAS			
Under 6 years	67	16%	11.0%
6-10 years	87	21%	9.6%
11-20 years	89	21%	9.5%
Over 20 years	172	42%	6.9%
EDUCATION			
High School grad or less	115	28%	8.4%
Some college/Tech school	105	25%	8.8%
AA Degree	78	19%	10.2%
Bachelor's Degree	60	14%	11.6%
Graduate work/Grad. Degree	54	13%	12.2%
TOTAL	414	100%	4.9%*

* What this means is that we are 95% certain that the mean response of the entire population of Dallas residents lies within (plus or minus) 4.9% of the survey response.

IMPLEMENTATION

Demographic Breakdown: Survey Sample Compared with Population

Gender	2015	POP. *
Male	50%	46%
Female	50	54
Age	2015	POP. *
18-24	9%	10%
25-34	14	15
35-44	17	17
45-54	17	17
55-64	17	17
65 and over	25	25
Home Ownership	2015	POP. *
Own	82%	64%
Rent	18	36
Employment	2015	POP. **
Employed	52%	60%
Not employed	49	40
Education	2015	POP. **
Did not graduate H.S.	2%	17%
H.S. graduate	26	31
Some college/Tech school	25	28
AA degree	19	8
Bachelor's degree	14	11
Grad. School or degree	13	5

* 2010 Census

** 2000 Census (census income categories differed from survey categories; some interpolation was necessary for comparison purposes)

IMPLEMENTATION

Differences Between Percentage Points

MINIMUM DIFFERENCE IN PERCENTAGE POINTS REQUIRED FOR STATISTICAL SIGNIFICANCE IN COMPARISON OF REPORTED PERCENTAGES FOR SUBGROUPS WITH 95% CONFIDENCE

<u>Subsample</u>	<u>50</u>	<u>100</u>	<u>150</u>	<u>200</u>	<u>250</u>	<u>300</u>	<u>350</u>	<u>400</u>	<u>450</u>	<u>500</u>	<u>600</u>
50	20%	17%	16%	15%	15%	15%	15%	15%	15%	15%	15%
100		14%	13%	12%	12%	11%	11%	11%	11%	11%	11%
150			11%	11%	10%	10%	10%	9%	9%	9%	9%
200				10%	9%	9%	9%	8%	8%	8%	8%
250					9%	8%	8%	8%	8%	8%	7%
300						8%	8%	7%	7%	7%	7%
350							7%	7%	7%	7%	6%
400								7%	7%	7%	6%
450									7%	6%	6%
500										6%	6%
600											6%

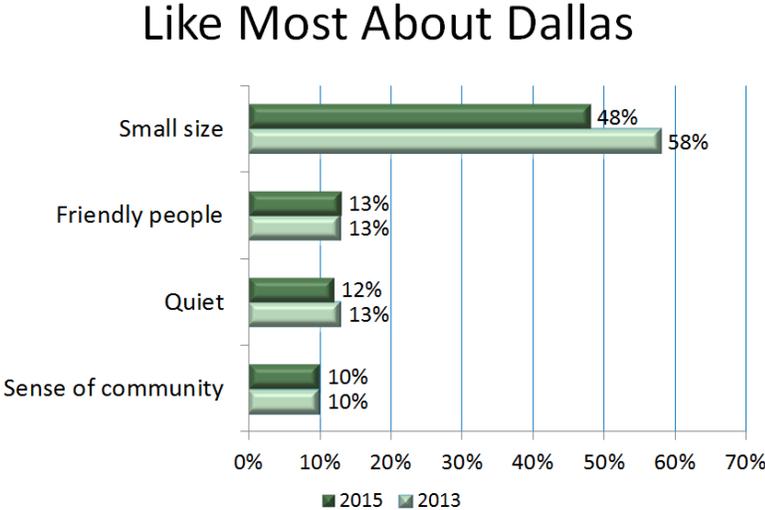
Minimums are for reported percentages near 50%. When much smaller or much larger percentages are reported, a slightly smaller minimum is required.

ANALYSIS OF DATA

ANALYSIS OF DATA

Like Most about Dallas (Q3)

When asked what they like most about living in Dallas, 48% of respondents mentioned the small size of the city (down from 58% in 2013), 13% like the friendliness of the people, 12% like that it is quiet, and 10% like the sense of community.



See Table 3 for responses less than 10%.
Multiple responses possible; total may exceed 100%.

Demographic Differences

Those who are employed are more likely than others to appreciate the small size of Dallas. Seniors, those who are retired, and renters are more likely than others to appreciate the friendly people. Students and unemployed people are more likely than others to appreciate the safety of Dallas.

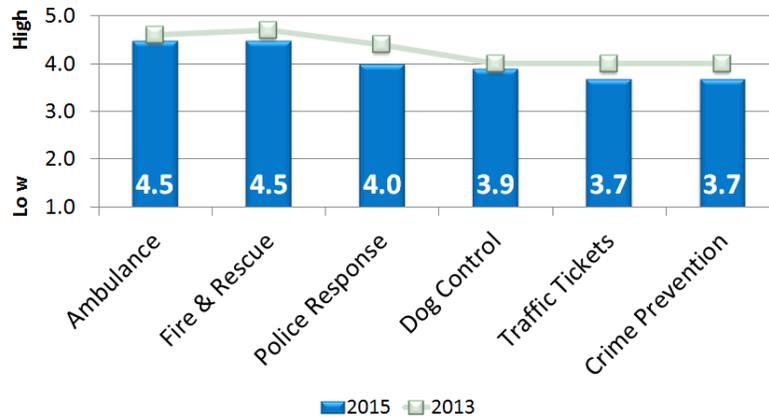


ANALYSIS OF DATA

Dallas Public Safety (Q4-Q9)

Residents gave a mean rating of 4.5 on a five-point scale for ambulance services provided by the city of Dallas, and a rating of 4.5 for fire and rescue services (down from 4.7 in 2013). Police emergency response time received a rating of 4.0 (down from 4.4 in 2013), dog control services received a rating of 3.9, police enforcement of traffic violations received a rating of 3.7 (down from 4.0 in 2013), and police crime prevention received a rating of 3.7 (down from 4.0 in 2013).

Dallas City Services: Public Safety



Demographic Differences

Females are more likely than others to rate police emergency response times, and fire and rescue services as “excellent.” Those who have lived in Dallas for 11 to 20 years are more likely than others to rate police enforcement of traffic violations as “excellent.” Renters are more likely than homeowners to rate dog control services as “excellent.” Seniors and those without a college education are more likely than others to rate ambulance services as “excellent.”

ANALYSIS OF DATA

Dallas Public Safety: Agree/Disagree (Q10-Q16)

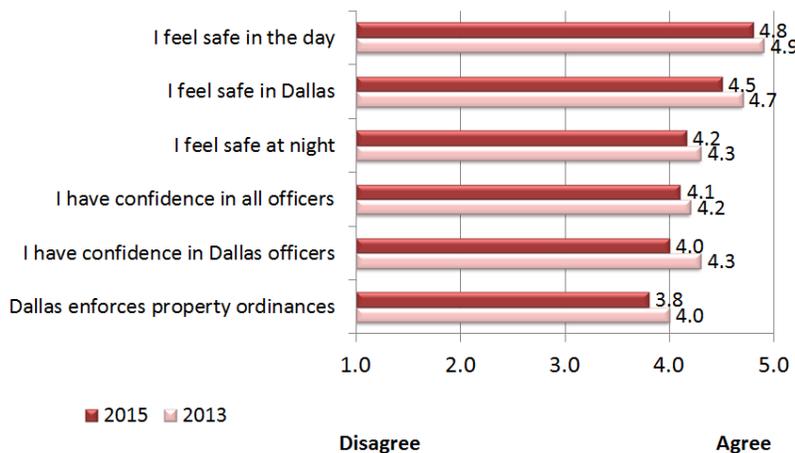
There is strong agreement (4.8 on a five-point scale) with the statement, “I feel safe walking down my street during the day.”

There is strong to moderate agreement (4.5, down from 4.7 in 2013) with the statement, “Overall, I feel safe living in Dallas and my neighborhood.”

There is moderate agreement with the statements, “I feel safe walking down my street at night” (4.2), “I have confidence in police officers in general, not just Dallas officers” (4.1, down from 4.2 in 2013), “I have confidence in Dallas Police officers” (4.0, down from 4.3 in 2013), and “the city of Dallas does a good job enforcing property maintenance ordinances such as weeds, junk cars, debris and illegal structures (3.8, down from 4.0 in 2013).

49 people disagreed (“1” or “2” on a five-point scale) with the statement regarding property maintenance ordinances. When asked why they disagreed, the majority (56%, down from 83% in 2013) said they had seen evidence of property maintenance ordinance violations and nothing was being done about those violations. 18% felt enforcement was overzealous, or had negative feelings toward enforcement officers.

Agree/Disagree: Public Safety

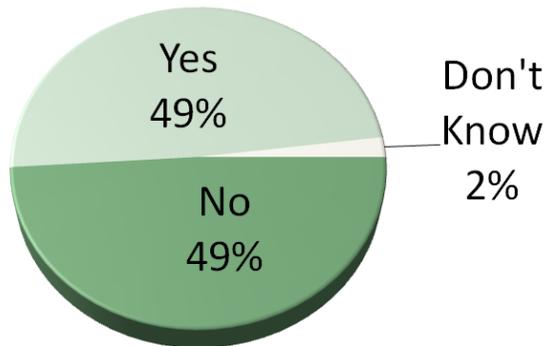


ANALYSIS OF DATA

Dallas Public Safety: FireMed (Q17)

Half of Dallas residents have heard of the city's FireMed program, and half have not.

Heard of FireMed Program?



Demographic Differences

Females, seniors, those who have lived in Dallas for over twenty years, those with a college degree, and homeowners are more likely than others to have heard of the FireMed program. Those least likely to be aware of the program include males, those who have lived in Dallas for ten years or less, students and unemployed people, and renters.

ANALYSIS OF DATA

Dallas Public Works (Q18-Q22)

Residents gave a mean rating of 4.6 on a five-point scale for reliability and consistency of city water service, followed by 4.2 for the overall taste and quality of the city’s drinking water, 4.2 for stormwater drainage and flood control (up from 4.0 in 2013), 4.0 for the condition of neighborhood streets, and 3.9 for the condition of Dallas streets in general (up from 3.6 in 2013).

Dallas City Services: Public Works



Demographic Differences

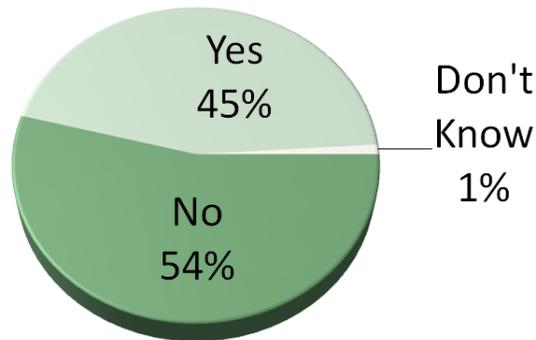
Seniors, those with a college degree, and homeowners are more likely than others to rate the overall taste and quality of the city’s drinking water as “excellent.” Females and those who have lived in Dallas less than six years are more likely than others to rate the condition of Dallas streets as “excellent.”

ANALYSIS OF DATA

Dallas Public Works: Street Conditions (Q23)

Asked if they had noticed poor street conditions in their community, 45% said “yes,” and 54% said “no.” 1% was noncommittal.

Noticed Poor Street Conditions in Community?



Demographic Differences

Those who have lived in Dallas for 11 to 20 years, and homeowners are more likely than others to have noticed poor street conditions in the community. Those who have lived in Dallas less than six years, and renters are more likely than others *not* to have noticed poor street conditions.

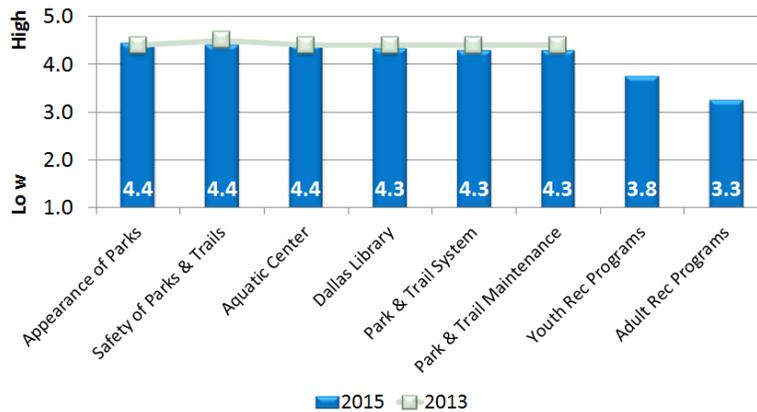
ANALYSIS OF DATA

Dallas Leisure Services (Q24-Q31, Q34)

Residents gave a mean rating of 4.4 on a five-point scale for appearance of city parks, for how safe they feel when using city parks and trails, and for the Dallas Aquatic Center. The Dallas Library received a rating of 4.3, as did the overall city park and trail system, and maintenance of Dallas parks and trails. Youth recreation programs received a rating of 3.8, and adult recreation programs were rated 3.3. There have been no significant changes since 2013.

Thirteen people gave city parks and trails a low safety rating (“1” or “2” on a five-point scale). Three people named Dallas City Park, one person mentioned Rickreall Creek, and the other comments were of a general nature.

Dallas City Services: Leisure Services



Demographic Differences

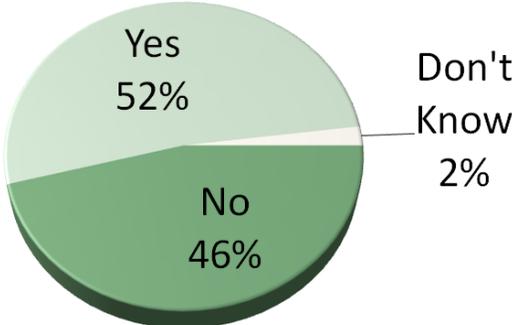
Females and those who work in Dallas are more likely than others to rate the Dallas Aquatic Center as “excellent.” Students/unemployed people, and those with no college education are more likely than others to rate youth recreation programs as “excellent.” Males and those who work in Dallas are more likely than others to feel “very safe” when using city parks and trails.

ANALYSIS OF DATA

Dallas Leisure Services (Q32)

52% of residents use the city of Dallas' Rickreall Creek Trail System (up from 26% in 2013), while 46% do not. 2% are non-committal.

Do You Use the Rickreall Creek Trail System?



Demographic Differences

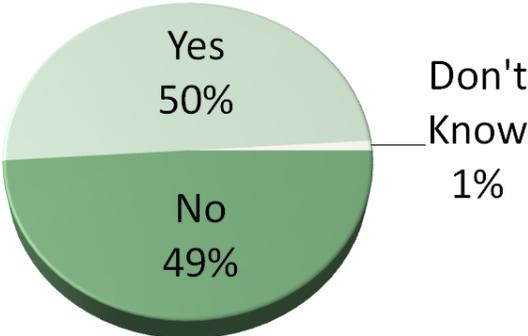
Employed people and those who work in Salem are more likely than others to use the Rickreall Creek Trail System. Seniors are more likely than others *not* to use the trail system.

ANALYSIS OF DATA

Dallas Leisure Services (Q33)

50% of residents use the Dallas Public Library, while 49% do not. 1% is non-committal. There has been no significant change since 2013.

Used the Library?



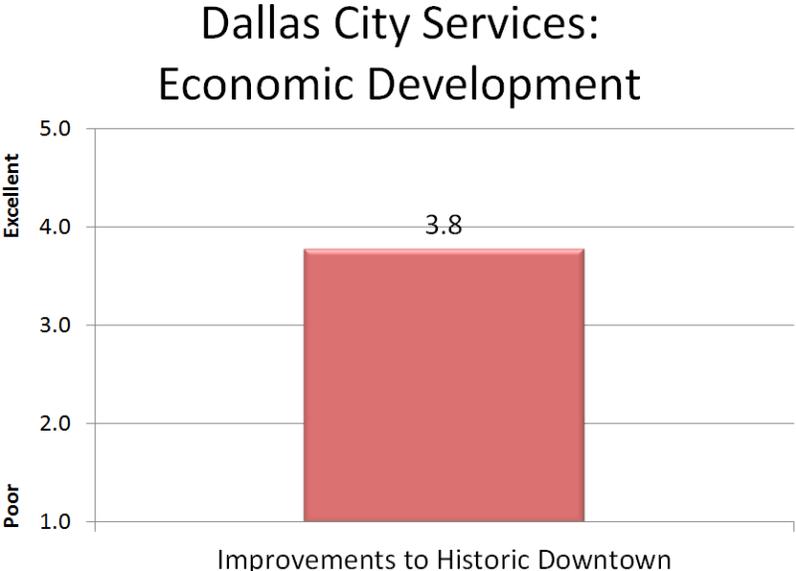
Demographic Differences

Females and those with a college degree are more likely than others to use the public library. Males, 55 to 64 year-olds, those who have lived in Dallas for less than six years, and those with some college education are more likely than others *not* to use the library.

ANALYSIS OF DATA

Dallas Economic Development (Q35)

Residents gave a mean rating of 3.8 on a five-point scale for physical improvements the City has made to the historic downtown.



Demographic Differences

Females are more likely than others to rate the improvements as “excellent.”

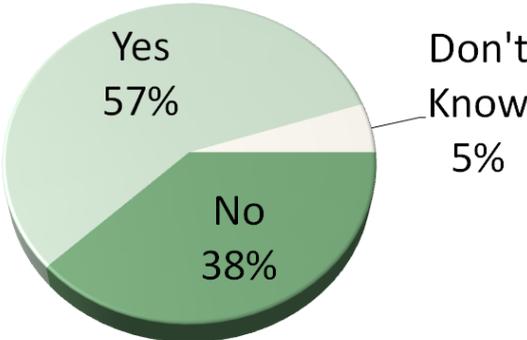


ANALYSIS OF DATA

Dallas Economic Development (Q36)

Asked if they would like to see more artwork – murals, sculptures, water features, etc. – in historic downtown Dallas, 57% said they would, while 38% would not. 5% are unsure.

More Artwork in Historic Downtown?



Demographic Differences

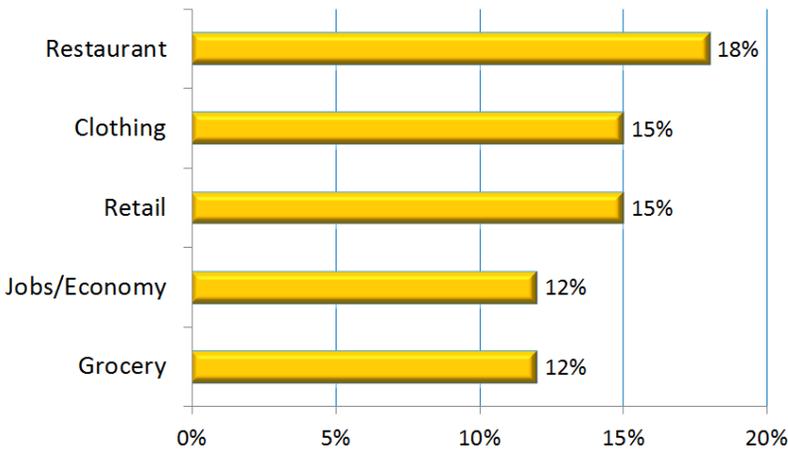
Those who have lived for less than six years in Dallas are more likely than others to say they would like to see more artwork in historic downtown Dallas. Seniors and those with an Associate's Degree are more likely than others to say they would *not* like more artwork.

ANALYSIS OF DATA

Dallas Economic Development (Q37)

When asked what type of commercial business people would like to see come to Dallas that is not here now, 18% mentioned a desire for a new restaurant, 15% would like to see new clothing stores, 15% mentioned retail, 12% would like to see more businesses in general to stimulate the economy, and 12% would like to see additional grocery stores.

Desired Commercial Businesses



See Table 37 for responses less than 10%.
Multiple responses possible; total may exceed 100%.

Demographic Differences

Females are more likely than males to desire clothing stores. Males and homeowners are more likely than others to want more businesses for more jobs and economic stimulation. Homeowners are more interested than renters in additional grocery stores. Females, student/unemployed people, and those with no college education are more interested than others in a new multi-purpose store, such as Wal-Mart or Fred Meyer.

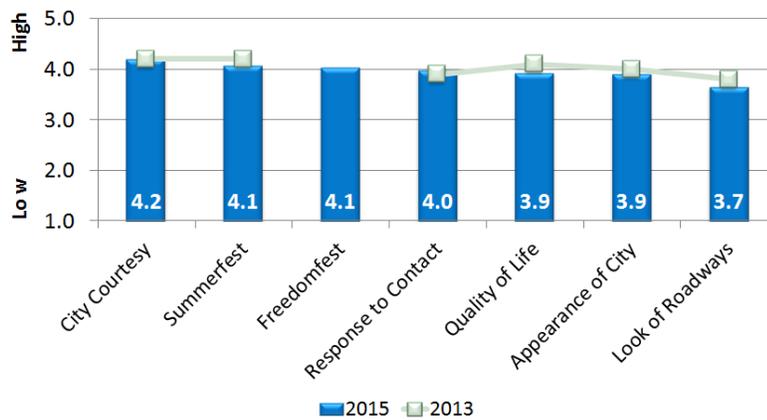
ANALYSIS OF DATA

General Performance (Q2, Q38-Q43, Q50)

Residents gave a mean rating of 4.2 on a five-point scale for courtesy and professionalism of city employees. The Summerfest and Freedomfest celebrations each received ratings of 4.1. Those who had contacted a city department in the past year gave the city's response a rating of 4.0. The overall quality of life in Dallas received a rating of 3.9 (down from 4.1 in 2013). The appearance, or look of the city also was rated 3.9. Beautification and landscaping on city roadways received a rating of 3.7, down from 3.8 in 2013.

Twenty-four people gave the appearance of the city a low rating ("1" or "2" on a five-point scale). 30% cited the closed stores downtown. 27% said the downtown storefronts look run-down and old. (See Table 43V for verbatim comments.)

Dallas City Services: General



Demographic Differences

Seniors and retired people are more likely than others to rate the overall quality of life in Dallas as "excellent." Students/unemployed people are more likely than others to rate the Summerfest Celebration as "excellent." Seniors are more likely than others to rate the courtesy and professionalism of city employees as "excellent." Females are more likely than males to rate the beautification and landscaping on city roadways as "excellent." Those who have lived in Dallas for less than six years are more likely than others to rate the appearance of the city as "excellent." Those with a college degree are more likely than others to rate their contact with a city department as "excellent."

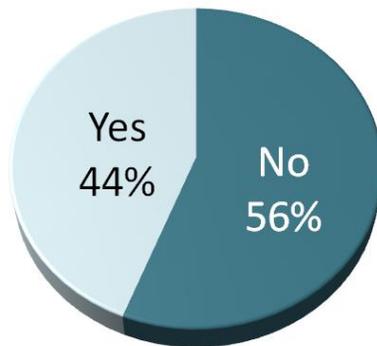
ANALYSIS OF DATA

General Performance: Contact with City Departments (Q49, Q51)

During the past year 44% of respondents contacted a city department to seek service, information, or to file a complaint (up from 30% in 2013). 56% had no such contact (down from 70% in 2013).

Twenty-eight people gave the city's response to contact a low rating ("1" or "2" on a five-point scale). Six (21%) had difficulty with the police department. (See Table 51V for verbatim comments.)

Contacted City Departments?



Demographic Differences

55 to 64 year-olds and those with some college education are more likely than others to have contacted a city department in the past year. Those with no college education are less likely than others to have made contact.

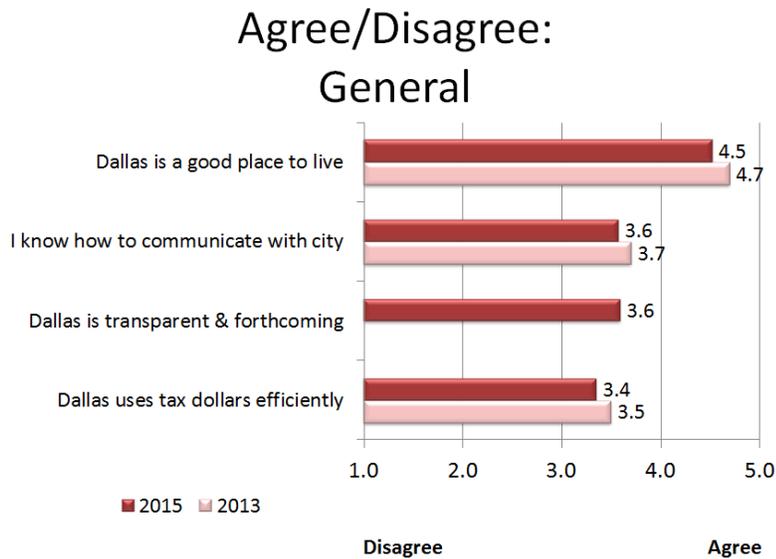
ANALYSIS OF DATA

General Performance: Agree/Disagree (Q44-Q48)

There is moderate to strong agreement with the statement, “Dallas is a good place to live” (4.5, down from 4.7 in 2013).

There is slight agreement with the statements, “I know how to inform the city of Dallas about the way I feel on important issues” (3.6), “I feel the city of Dallas is transparent and makes it easy to get the information I am looking for” (3.6), and “the city of Dallas makes efficient use of the money it collects” (3.4).

65 people disagreed with the statement, “the city of Dallas makes efficient use of the money it collects (“1” or “2” on a five-point scale). 50% of this group feels priorities are wrong, 15% feels there is waste, and 12% feels there are needed projects that are not funded. (See Table 48V for verbatim comments.)



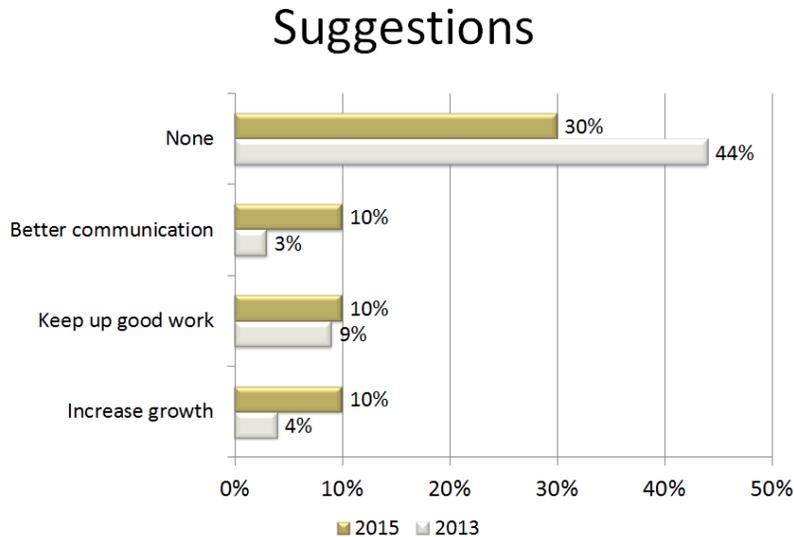
Demographic Differences

Seniors and retired people are more likely than others to strongly agree with the statement, “Dallas is a good place to live.” Those who have lived in Dallas for more than twenty years, those with a college degree, and homeowners are more likely than others to strongly agree with the statement, “I know how to inform the city of Dallas about the way I feel on important issues.”

ANALYSIS OF DATA

Suggestions or Comments (Q52)

30% had no further suggestions or comments for those who manage the city of Dallas (down from 44% in 2013). 10% would like to see improved communication (up from 3% in 2013). 10% offered encouragement to “keep up the good work.” 10% would like to see increased growth in the city.



Multiple responses possible; total may exceed 100%.
See Table 52 for responses with less than 10% mention.
See Table 52V for verbatim responses.

Demographic Differences

Students/unemployed people, and those without a college education are more likely than others to say, “keep up the good work.”

CONCLUSIONS & RECOMMENDATIONS

CONCLUSIONS & RECOMMENDATIONS

Conclusions & Recommendations

General Performance

The small size of the city still resonates with residents of Dallas as what they like most about living in Dallas, although the sentiment is not quite as strong as it was in 2013. While residents are satisfied with the courtesy and professionalism of city employees, with the Summerfest and the Freedomfest, and with the overall appearance of the city, they are less satisfied with the beautification and landscaping on roadways, indicating a need for improvement in that area. And although they feel that Dallas is a good place to live, that sentiment has declined since 2013. There also appears to be some hesitation over agreement with the statements, “I know how to communicate concerns with the city,” and “Dallas is transparent and forthcoming with information,” indicating room for improvement regarding communication issues.

Public Safety

Although residents are quite satisfied with ambulance and fire and rescue service, and satisfied with police emergency response and dog control, they feel there is room for improvement in the areas of traffic enforcement and crime prevention. And people feel safe living in Dallas, particularly in their neighborhood. Somewhat troubling, and to be monitored, is the decrease in several of the public safety ratings since 2013, and a decrease in agreement with statements of feeling safe and confident in police enforcement.

Public Works

In the public works category, no ratings fell from 2013 levels, and in fact stormwater control and condition of streets ratings improved. Still, 45% have noticed poor street conditions in the community, although 79% of those who have been in the community for less than six years have *not* noticed poor conditions, indicating conditions may have been improved in recent years.

Leisure Services

People are happy with the parks and trails, the Aquatic Center, and the library, but youth recreation is slightly below the level of satisfactory, and adult recreation is an opportunity for improvement. Use of the Rickreall Trail System has increased significantly since 2013, from 26% to 52%, so it is possible that no further improvements are needed in that area.

Economic Development

There appears to be some dissatisfaction with the improvements that have been made to historic downtown, although the majority (57%) feel there is *not* a need for more artwork in that area (38% want more). Only 5% of residents feel no new commercial businesses are needed in Dallas; 95% were able to name desired new commercial businesses, including restaurants, clothing stores, retail, and grocery.

DATA TABLES

QUESTIONNAIRE INSTRUMENT

DALLAS COMMUNITY SURVEY - 2015

1. Hi. The City of Dallas wants your input. I'm ___ with Advanced Marketing Research, conducting a public opinion survey for the City of Dallas. Do you live within Dallas city limits? (TERMINATE IF "NO"). Are you 18 or over? (TERMINATE IF "NO").
 2. How would you rate the overall quality of life in The City of Dallas on a 1-5 scale, with one meaning 'poor' and five meaning 'excellent?'
 3. Briefly, what do you like MOST about living in Dallas? (PROBE AND CLARIFY; BE SPECIFIC)
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Please rate the following Dallas public safety services using a 1-5 scale, where 1 is 'poor' and five is 'excellent.'

Public Safety

- | | |
|--|-------------|
| 4. Police crime prevention: | 1 2 3 4 5 6 |
| 5. Police emergency response times: | 1 2 3 4 5 6 |
| 6. Police enforcement of traffic violations: | 1 2 3 4 5 6 |
| 7. Dog control services: | 1 2 3 4 5 6 |
| 8. Fire and rescue services: | 1 2 3 4 5 6 |
| 9. Ambulance services: | 1 2 3 4 5 6 |

Please tell me whether you agree or disagree with the following statements. Please use a 1-5 scale, with one meaning you 'strongly disagree' and five meaning you 'strongly agree.'

- | | |
|--|-------------|
| 10. I have confidence in police officers in general, not just Dallas officers. | 1 2 3 4 5 6 |
| 11. I have confidence in Dallas Police officers. | 1 2 3 4 5 6 |
| 12. Overall, I feel safe living in Dallas and my neighborhood | 1 2 3 4 5 6 |
| 13. I feel safe walking down my street during the day | 1 2 3 4 5 6 |
| 14. I feel safe walking down my street at night | 1 2 3 4 5 6 |
| 15. The City of Dallas does a good job enforcing property maintenance ordinances such as weeds, junk cars, debris and illegal structures | 1 2 3 4 5 6 |
| 16. (IF "1" OR "2" TO 15): Why do you disagree with that statement? | |
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17. Have you heard of the City's Firemed program?
- 1() Yes
 - 2() No
 - 3() Don't know/Refused

Public Works

Please rate the following Dallas public works services using a 1-5 scale, where 1 is 'poor' and five is 'excellent.'

- | | |
|--|-------------|
| 18. Reliability and consistency of City water service (pressure, outages): | 1 2 3 4 5 6 |
| 19. Overall taste and quality of the City's drinking water: | 1 2 3 4 5 6 |
| 20. Storm water drainage and flood control: | 1 2 3 4 5 6 |
| 21. The condition of Dallas streets, in general: | 1 2 3 4 5 6 |
| 22. The condition of the streets in your neighborhood: | 1 2 3 4 5 6 |

23. Have you noticed poor street conditions in your community?
- 1() Yes
 - 2() No
 - 3() Don't know/Refused

Leisure Services

Please rate the following leisure services using a 1-5 scale, where 1 is ‘poor’ and five is ‘excellent.’

- 24. The Dallas Aquatic Center: 1 2 3 4 5 6
- 25. Youth recreation programs: 1 2 3 4 5 6
- 26. Adult recreation programs: 1 2 3 4 5 6
- 27. Overall City park and trail system: 1 2 3 4 5 6
- 28. Appearance of City parks: 1 2 3 4 5 6

29. Overall, how well maintained are the parks and trails in Dallas on a scale of 1-5, where 1 is NOT AT ALL MAINTAINED and 5 is VERY WELL MAINTAINED?

30. Generally, how safe do you feel when using City parks and trails? Use a 1-5 scale with one meaning not at all safe and five meaning very safe.

- | | | | | | | | |
|---|---|---|---|---|---|------------|--------------------------|
| | | | | | | Don't Know | Don't Use Because Unsafe |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

31. (IF “1,” “2,” OR “7” TO Q30): Which parks or trail section do you feel unsafe using?

32. Do you use the City of Dallas’ Rickreall Creek Trail System?

- 1() Yes
- 2() No

33. In the past year, have you, personally, used the Dallas Public Library?

- 1() Yes
- 2() No - SKIP TO Q35
- 3() Don’t know/Refused

34. Overall, how would you rate the Dallas Library, using a 1-5 scale where 1 is POOR and 5 is EXCELLENT?

Economic Development

35. Overall, how would you rate the physical improvements the City has made to the historic downtown, using a 1-5 scale where 1 is POOR and 5 is EXCELLENT?

36. Would you like to see more artwork - murals, sculptures, water features, etc. – in historic downtown Dallas?

- 1() Yes
- 2() No
- 3() Don’t know/Refused

37. What type of commercial business would you like to see come to Dallas that is not here now?

General

Please rate the following using a 1-5 scale, where 1 is ‘poor’ and five is ‘excellent.’

- 38. The Summerfest celebration: 1 2 3 4 5 6
 - 39. The Freedomfest celebration (Fireworks) 1 2 3 4 5 6
 - 40. Courtesy and professionalism of City employees: 1 2 3 4 5 6
 - 41. Beautification and landscaping on City roadways: 1 2 3 4 5 6
 - 42. The appearance, or look of the city: 1 2 3 4 5 6
 - 43. (IF “1” OR “2” TO Q42): Why would you give that rating?
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Please tell me whether you agree or disagree with the following statements. Please use a 1-5 scale, with one meaning you 'strongly disagree' and five meaning you 'strongly agree.'

44. Dallas is a good place to live 1 2 3 4 5 6
45. I know how to inform the City of Dallas about the way I feel on important issues 1 2 3 4 5 6
46. I feel the City of Dallas is transparent and makes it easy to get the information I am looking for. 1 2 3 4 5 6
47. The City of Dallas makes efficient use of the money it collects. 1 2 3 4 5 6
48. (IF "1" OR "2" TO Q47): Briefly, in what way is the City NOT making efficient use of the money it collects?
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49. During the past year have you contacted any City departments to seek service, information, or to file a complaint?

- 1() Yes
2() No – SKIP TO Q52
3() Don't know – SKIP TO Q52

50. How would you rate the City's response, using a 1-5 scale where 1 is POOR and 5 is EXCELLENT?

51. (IF "1" OR "2" TO Q50): Which department did you contact and why were you dissatisfied?

52. What suggestions or comments do you have for those who manage the City of Dallas?

DEMOGRAPHICS

Finally, some questions that will help us analyze the data...

53. How long have you lived in Dallas?

- 1() Less than 2 years
2() 2-5 years
3() 6-10 years
4() 11-20 years
5() Over 20 years
6() Don't know/Refused

54. Do you own or rent your home?

- 1() Own
2() Rent
3() Don't know/Refused

55. Please tell me when I read the category that contains your age: (IF REFUSED, TAKE OFF LIST IF AVAILABLE)

- 1() 18-24
2() 25-34
3() 35-44
4() 45-54
5() 55-64
6() 65 or over
7() Refused (DO NOT READ)

56. Which of the following best describes your employment status? (READ CHOICES)

- 1() Employed outside the home full or part-time (could also be student)
- 2() Employed, work from home (could also be student) – SKIP TO Q58
- 3() Not employed, retired – SKIP TO Q58
- 4() Not employed, student – SKIP TO Q58
- 5() Not employed, homemaker, stay at home – SKIP TO Q58
- 6() Other – SKIP TO Q58
- 7() Don't know/Refused (DO NOT READ) – SKIP TO Q58

57. In what geographical area are you currently employed? (READ CHOICES IF NECESSARY)

- 1() Corvallis
- 2() Dallas
- 3() East Polk County
- 4() Portland Metro area
- 5() Salem Metro area
- 6() Other geographical area
- 7() Don't know/Refused

58. What is the highest level of formal education you have completed? (DO NOT READ UNLESS NECESSARY)

- 1() Did not graduate high school
- 2() High school graduate
- 3() Some college / tech school
- 4() Two year college degree (AA)
- 5() Four year college degree
- 6() Graduate work / degree
- 7() Don't know/Refused

59. Thank you for your time! HANG UP AND RECORD:

Gender:

- 1() Male
- 2() Female

60. Phone number: _____

61. Interviewer:

- 1() A
- 2() B
- 3() C
- 4() D