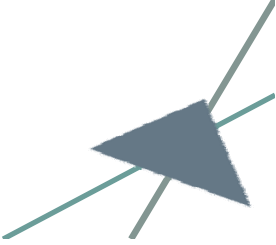




CITY OF IRVING
RESIDENT 2011 SURVEY

Voice of the Customer



Survey Introduction

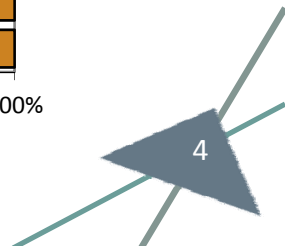
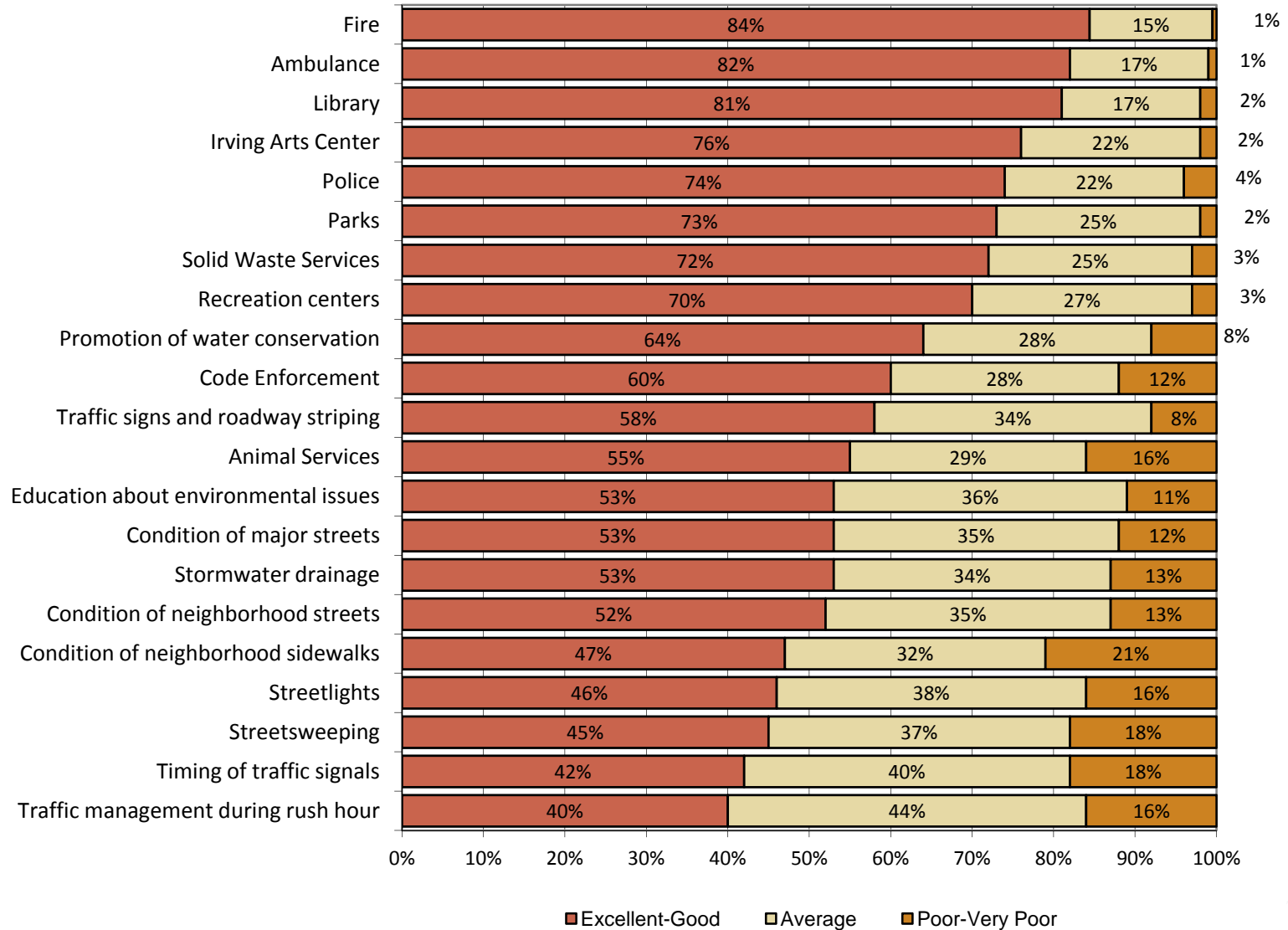
- Questions concerned quality of life factors and service levels for:
 - Police
 - Fire/Ambulance
 - Parks and Recreation
 - Library Services
 - Irving Arts Center
 - Solid Waste Services
 - Public Works
 - Code Enforcement
 - Employee Customer Service
 - City to Resident Communications

Survey Introduction

- 9,005 surveys were mailed to randomly-selected single family homes and apartments.
- 1,430 (16%) were returned by the due date
- Based on the sample size of 1,430, the sampling error (at the conventional 95% confidence level) is plus or minus 2.38 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
5/ .3%	214/15%	287/20%	325/23%	291/20%	308/22 %	1,430 / 100%

Service Quality Ratings



Service Quality

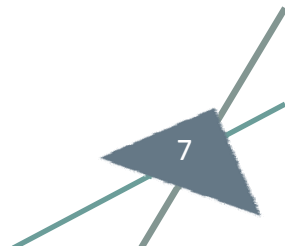
Service Area	% Excellent/ Good	National Average (Ex/Good)
Fire	84%	85%
Ambulance	82%	81%
Library	81%	80%
Irving Arts Center	76%	N/A
Police	74%	68%
Parks	73%	60%
Solid Waste Services	72%	N/A
Recreation Centers	70%	N/A
Promotion of water conservation	64%	N/A
Code Enforcement	60%	45%

Service Quality

Service Area	% Excellent/ Good	National Average (Ex/Good)
Animal Services	55%	48%
Education on environmental issues	53%	N/A
Condition of major streets	53%	44%
Stormwater drainage	53%	N/A
Condition of nbhd streets	52%	43%
Condition of nbhd sidewalks	47%	N/A
Streetlights	46%	N/A
Street sweeping	45%	N/A
Timing of traffic signals	42%	N/A
Traffic mgmt during rush hour	40%	N/A

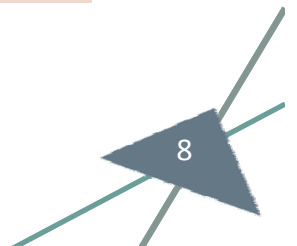
Positive Progress Toward Mission

- **81%** of residents are likely to remain in Irving for the next 5 years
- **76%** of residents would recommend living in Irving to someone else
- **71%** of those surveyed rated the overall quality of city services as “excellent” or “good”
- **76 of 79** quality and customer service questions included in the survey have either improved or maintained their ratings since 2006



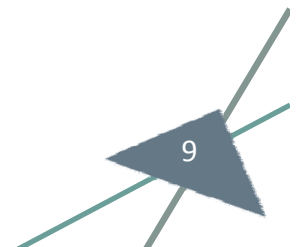
Largest Increases – 2010-11

Area	Increase	
Condition of neighborhood streets	12 points	40% to 52%
Stormwater drainage	9 points	44% to 53%
Condition of major streets	8 points	45% to 53%
Condition of neighborhood sidewalks	8 points	39% to 47%
Maintaining streets	7 points	31% to 38%
Education about environmental issues	7 points	46% to 53%
Adequacy of street lighting	6 points	47% to 53%
Condition of traffic signs/roadway striping	6 points	52% to 58%
Placement and number of streetlights	6 points	40% to 46%



Largest Decreases – 2010-11

Area	Decrease	
Solid Waste Services	5 points	77% to 72%
Economic development/redevelopment	5 points	55% to 50%
Neighborhood as a place to live	5 points	71% to 66%
ICTN	5 points	65% to 60%



Largest Increases – Multiyear Comparison

Area	Increase	
Code Enforcement	26 points	34% to 60%
Traffic Signs/Roadway striping	19 points	39% to 58%
Feel safe walking in nbhd park at night	17 points	46% to 63%
Feel safe walking in nbhd at night	17 points	64% to 81%
Appearance of city	16 points	40% to 56%
Condition of neighborhood sidewalks	15 points	32% to 47%
Recreational opportunities	14 points	44% to 58%
Condition of neighborhood streets	14 points	38% to 52%
Condition of major streets	12 points	41% to 53%

Largest Decreases – Multiyear Comparison

Area	Decrease	
Fire/ambulance response/promptness	15 points	96% to 81%
Shopping opportunities	6 points	39% to 33%
Quality of stray/wild animal control in your neighborhood	4 points	56% to 52%

Civic Participation

- **21%** attended a meeting of local elected officials or other public meeting
- **27%** watched a meeting of local elected officials or other city-sponsored public meeting on cable television, the Internet, or other media
- **29%** volunteered their time to a group or activity in Irving



Effective Communications



New Parks Improve Quality of Life for Irving Residents

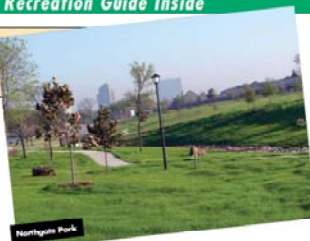
The city has taken great strides toward providing residents with improved quality of life elements such as the addition of new neighborhood parks.

The first phase of Northgate Park, one of the city's three newly acquired park properties, has been completed. Northgate is a 3.4-acre neighborhood park, located at the southeast corner of Richelle Road and Northgate Drive.

The city partnered with The Las Colinas Association to complete the first phase of development for Northgate Park.

The initial phase of development included an 8-foot concrete walking trail, barrier safety fencing along the railroad tracks, the addition of more than 100 seasonal and specimen trees, and soil improvements and irrigation. Northgate's playground, trail and other standard amenities are already open to the public. According to Irving Parks and Building Maintenance Director Chris Michalski, future development for Northgate will include the addition of a picnic pavilion and extended parking. The city and The Las Colinas Association will work in partnership on park maintenance.

The official naming of Northgate and the other two park properties was endorsed by the Parks



Northgate Park

and Recreation Advisory Board and affirmed at a March City Council meeting.

Named to reflect its natural environment, what will now be known as Oak Meadows Park is located adjacent to the newly developed Gruff Farm housing development on Conder Drive. Lanston Park, named after a pioneering Irving family, is located on Irving Heights Drive, south of Grayley Road. Although Oak Meadows and Lanston parks are now being maintained by the city, development is scheduled for a future date.

Another park, which is set to open this month, is Tin Markwood Park. Located on Mackelvin

Boulevard, this neighborhood park features a playground, picnic area and a walking trail.

Home to more than 43 parks, Irving has more than 2,000 acres of land currently maintained by the Parks and Recreation Department. Future park plans call for the addition of 14 new properties.

For a listing of parks or a park map, visit www.cityofirving.org/parks-and-recreation.

VETERANS MEMORIAL PARK DEDICATION

U.S. Senator Kay Bailey Hutchison will serve as keynote speaker for the dedication of the Irving Veterans Memorial Park at 2:30 p.m. May 17. The ceremony will commemorate the completion of the park's second phase of development and also honor local veterans who have served this country.

Visitors will enjoy seeing large bronze statues of veteran soldiers when entering the main plaza. The park features commemorative walls depicting the various military branches and footprints of wars fought by past veterans. Other features include a Fountain of Hope, River of Freedom, World Map of Contributions and Commemorative Wall of Contributions.

"The first phase of the Veterans Memorial Park was completed in 2004. Funding for the second phase was approved by voters during a 2006 bond election. Irving Veterans Memorial Park is located by City Hall and the Central Library. All are welcome to join the City of Irving for this special celebratory moment in the city's history.



Park grounds



Summer Recreation Offers Programs to Celebrate Fun with the Family

Irving Parks and Recreation puts special emphasis on programs for the entire family. From Father/Daughter Sweetsheer Dances to Family Fishing Days, Family Kite Flying adventures and walking trails, residents will find an array of community resources encompassing the full circle of life.

Maintaining high service levels is a top priority for the Parks and Recreation Department. Developing strong relationships with customers is important, and supports the department's efforts to create programs, events and facilities that bring families and friends together, and encourage one-on-one interaction.

And customer service extends beyond the city's recreation centers. Residents often need outdoor facilities to accommodate family gatherings, birthday parties or other special events. When those occasions arise, Parks and Recreation staff works to help residents who need rental facilities or outdoor pavilions for family enjoyment.

"Seeing families enjoying our facilities, programs and special celebrations is what really makes our jobs worthwhile," said Dwight Potts, recreation manager.

"Besides affordable fees and family programming, Parks and Recreation staff also understands that recreation options are an important consideration for families planning leisure and summertime activities. Therefore, it is important that the city maintain safe facilities," said Potts.

Overall, many family generations have benefited from the City of Irving's recreation services and venues, and the Parks and Recreation staff takes pleasure in providing service for both new and repeat customers.

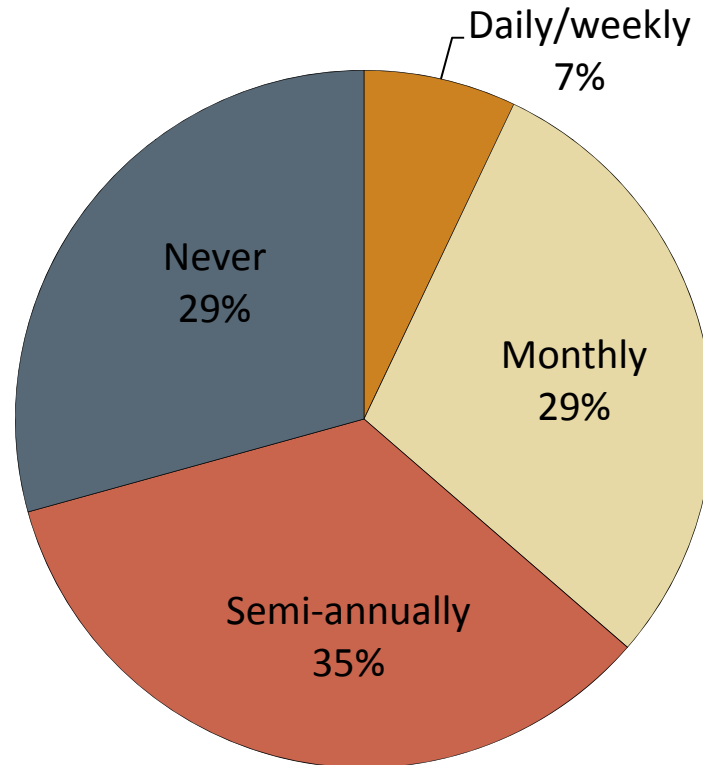
Parks and Recreation staff is looking forward to creating a new collection of recreational memories for Irving families.

“City Spectrum” highest rated service

- 94% of residents rate it as useful or very useful

Internet Access

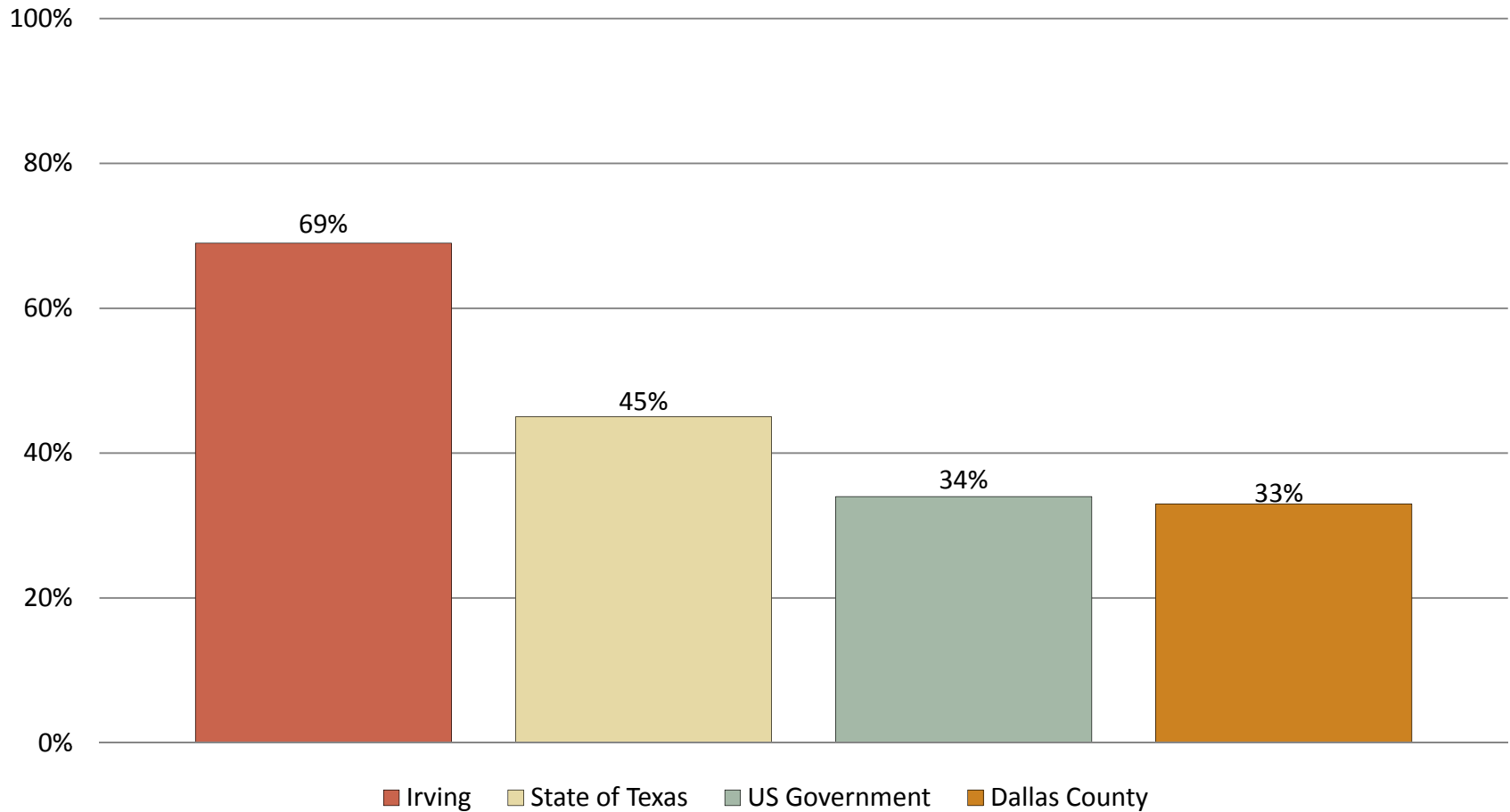
Visit City of Irving Website



- **91 %** Internet access at home

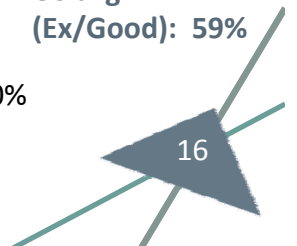
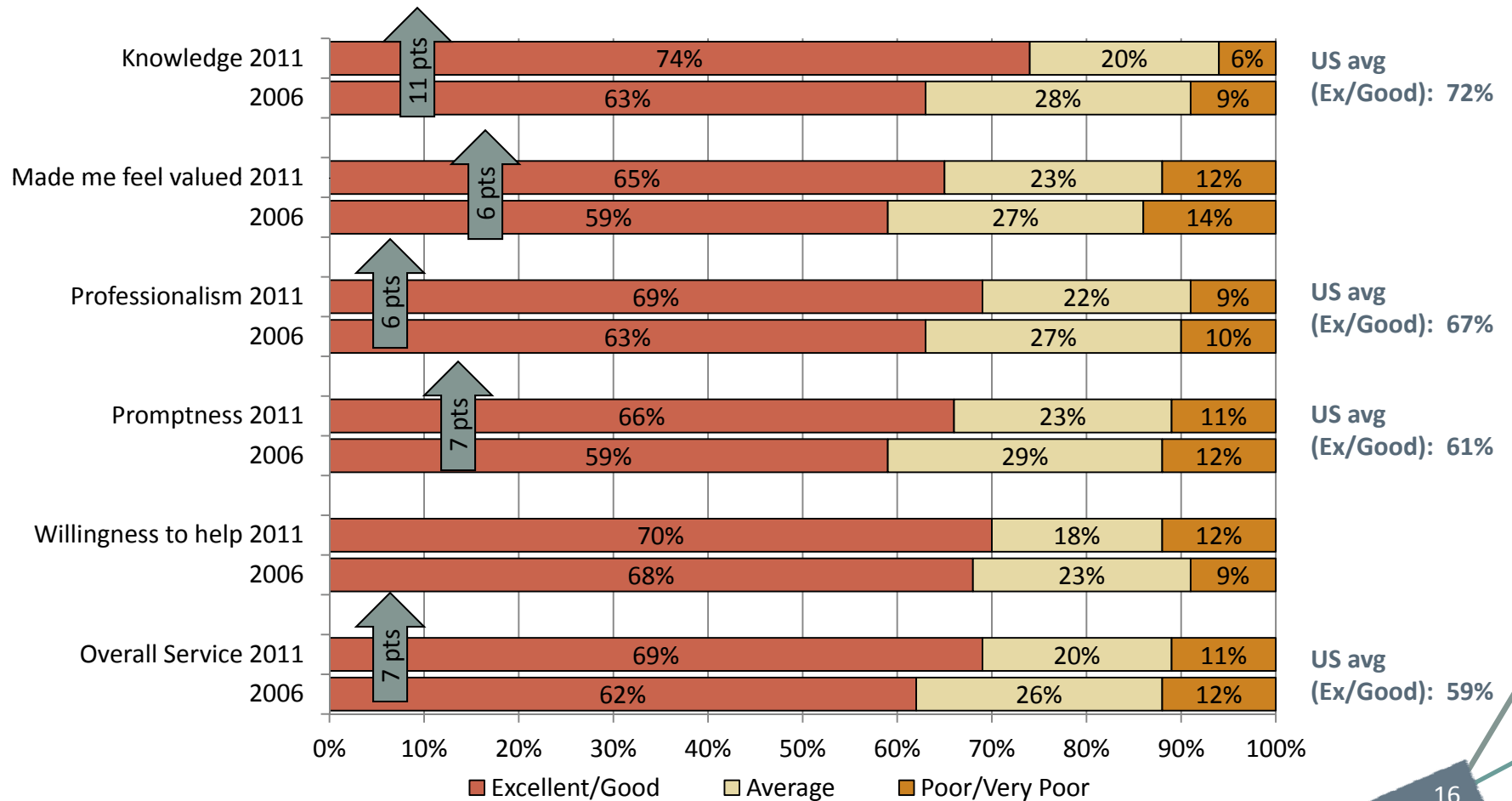
Service Quality Comparison

Quality of services--Excellent/Good rating



Customer Service Trends

Percent rating customer service as excellent or good:

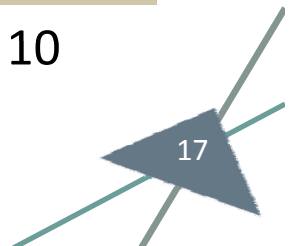


Priorities - Services

Most emphasis next two years

Area	Rank 2011	Rank 2010
Economic Development/Redevelopment	1	*
Streets	2	*
Code Enforcement	3	4
Neighborhood Improvements	4	3
Police/Fire	5	*
Corridor Enhancements/Beautification	6	7
Parks	7	11
Street Lighting	8	6
Animal Services	9	10

* Same as 2011 Rank

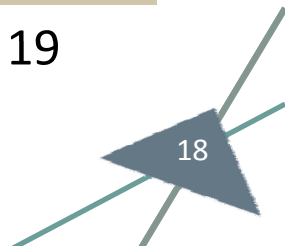


Priorities - Services

Most emphasis next two years

Area	Rank 2011	Rank 2010
Sidewalks	10	8
Recycling	11	9
Water/Wastewater	12	*
Libraries	13	*
Traffic Signals	14	17
Communications	15	*
Recreation	16	14
Trash	17	16
Arts Center	18	19

* Same as 2011 Rank



Priorities –Code Enforcement

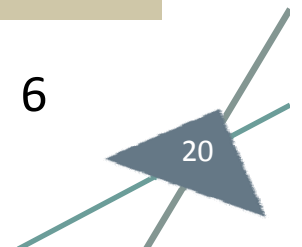
Area	Rank 2011	Rank 2010
Clean up of junk/debris on private property	1	*
Exterior maintenance of structures	2	*
Overall quality of code enforcement	3	4
Mowing/cutting of weeds/grass on private property	4	3
Parking in the yard	5	*
Regulation of signs	6	*

* Same as 2011 Rank

Priorities- Appearance

Area	Rank 2011	Rank 2010
Appearance of convenience stores in neighborhoods	1	2
Appearance of major streets and corridors	2	1
Pick up of litter	3	*
Cleanliness of your neighborhood	4	*
Maintenance of business property	5	*
Number and availability of sidewalks	6	7
Maintenance of residential property	7	6

* Same as 2011 Rank



Priorities –Public Safety

Area	Rank 2011	Rank 2010
Effort to prevent crime	1	*
Visibility of police in neighborhood	2	*
Adequacy of city street lighting	3	*
Overall quality of police service	4	*
Quality of stray/wild animal control in your nbhd	5	*
Traffic enforcement	6	7

* Same as 2011 Rank

Priorities –Public Safety

Area	Rank 2011	Rank 2010
Visibility of police in retail areas	7	6
Fire/ambulance response time/promptness	8	9
Adequacy of security lighting at city parks	9	8
Overall quality of animal services	10	*
Overall quality of fire services	11	*
Overall quality of ambulance service	12	*

* Same as 2011 Rank

Priorities – Community Services

Area	Rank 2011	Rank 2010
Maintenance/landscaping of city parks	1	*
Overall quality of parks	2	*
Quality of facilities at parks	3	*
Overall quality of libraries	4	*
Availability/selection of library books/materials	5	*
Miles of walking trails	6	*
Variety of programs at recreation centers	7	*
Overall quality of city recreation centers	8	*
Variety of Irving Arts Center programs/exhibits	9	*
Overall quality of Irving Arts Center	10	*

* Same as 2011 Rank

Priorities – Public Works

Area	Rank 2011	Rank 2010
Condition of major streets	1	2
Maintaining streets	2	1
Traffic management during rush hour	3	4
Condition of neighborhood sidewalks	4	8
Timing of traffic signals	5	7
Condition of neighborhood streets	6	5
Stormwater drainage	7	6
Placement and number of streetlights	8	9
Street sweeping	9	10
Condition of traffic signs and roadway striping	10	11

* Same as 2011 Rank

Priorities – Solid Waste Services & Environmental

Area	Rank 2011	Rank 2010
Residential trash collection	1	*
Residential curbside recycling	2	*
Brush and bulky waste pickup	3	3
Promotion of water conservation	4	5
Household hazardous waste disposal	5	4
Education about environmental issues	6	7
Overall quality of solid waste services	7	8
Drop-off recycling centers	8	6
Landfill	9	*

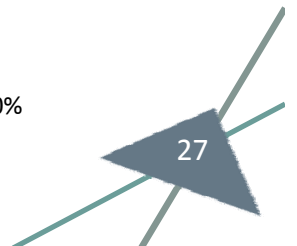
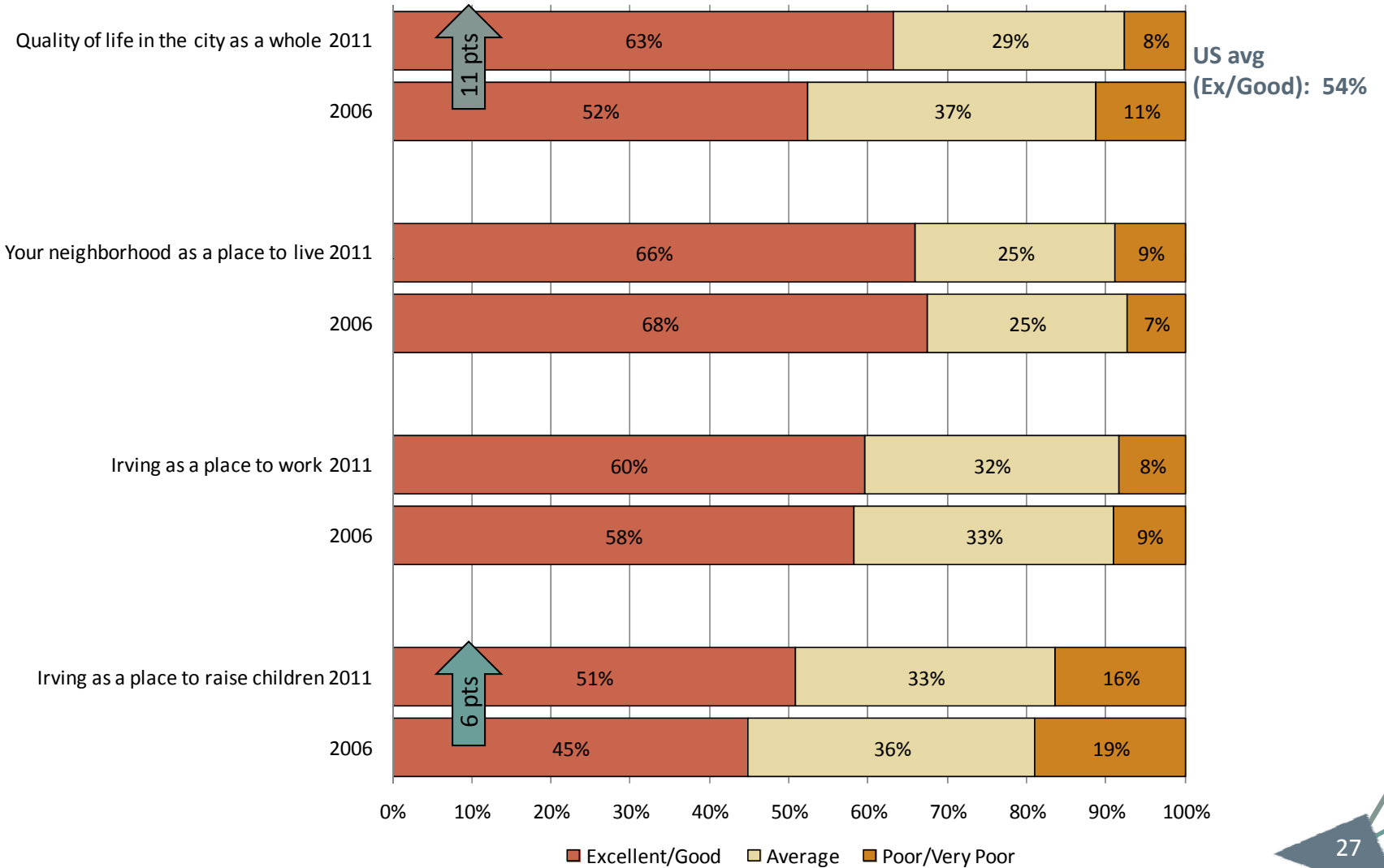
* Same as 2011 Rank



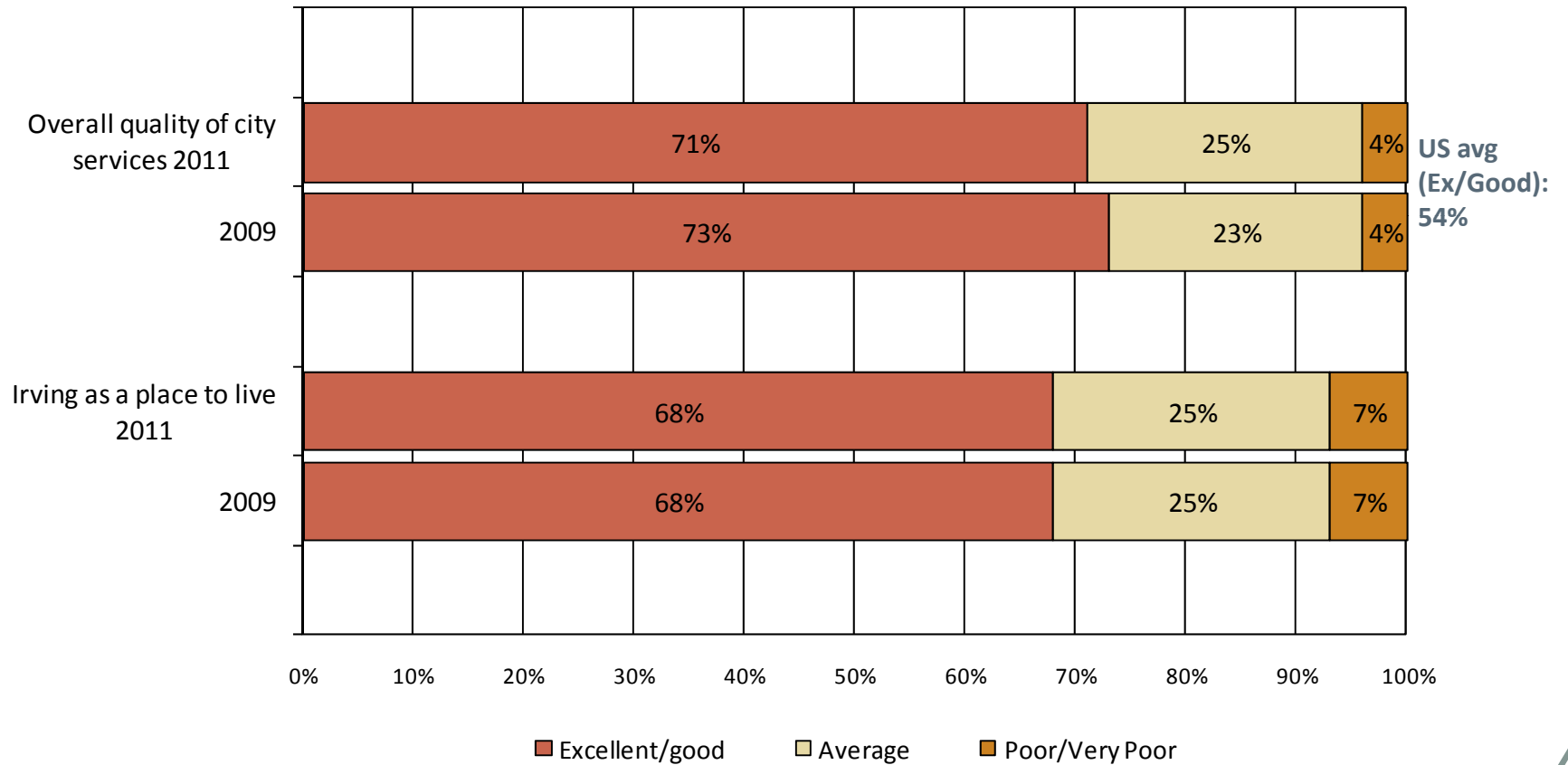
CITY OF IRVING
RESIDENT 2011 SURVEY

Comparison by Question

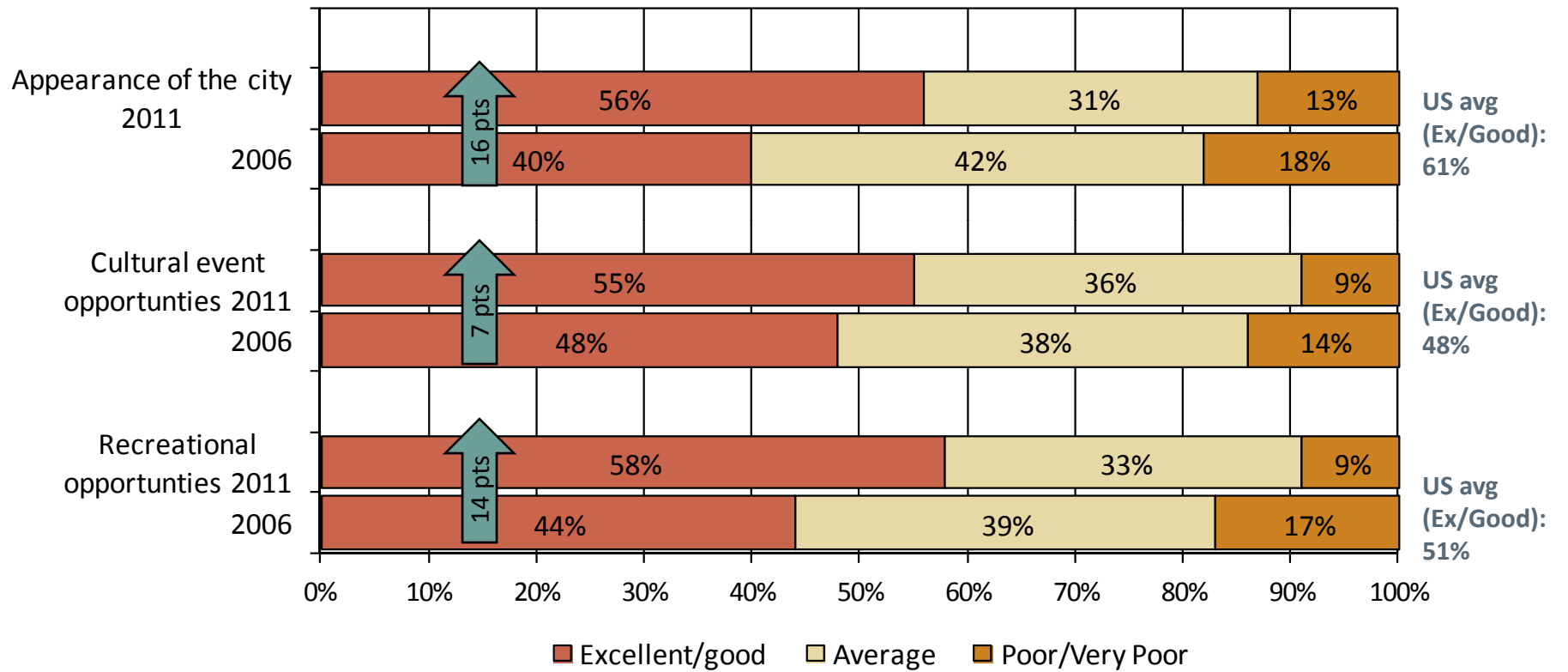
Quality of Life



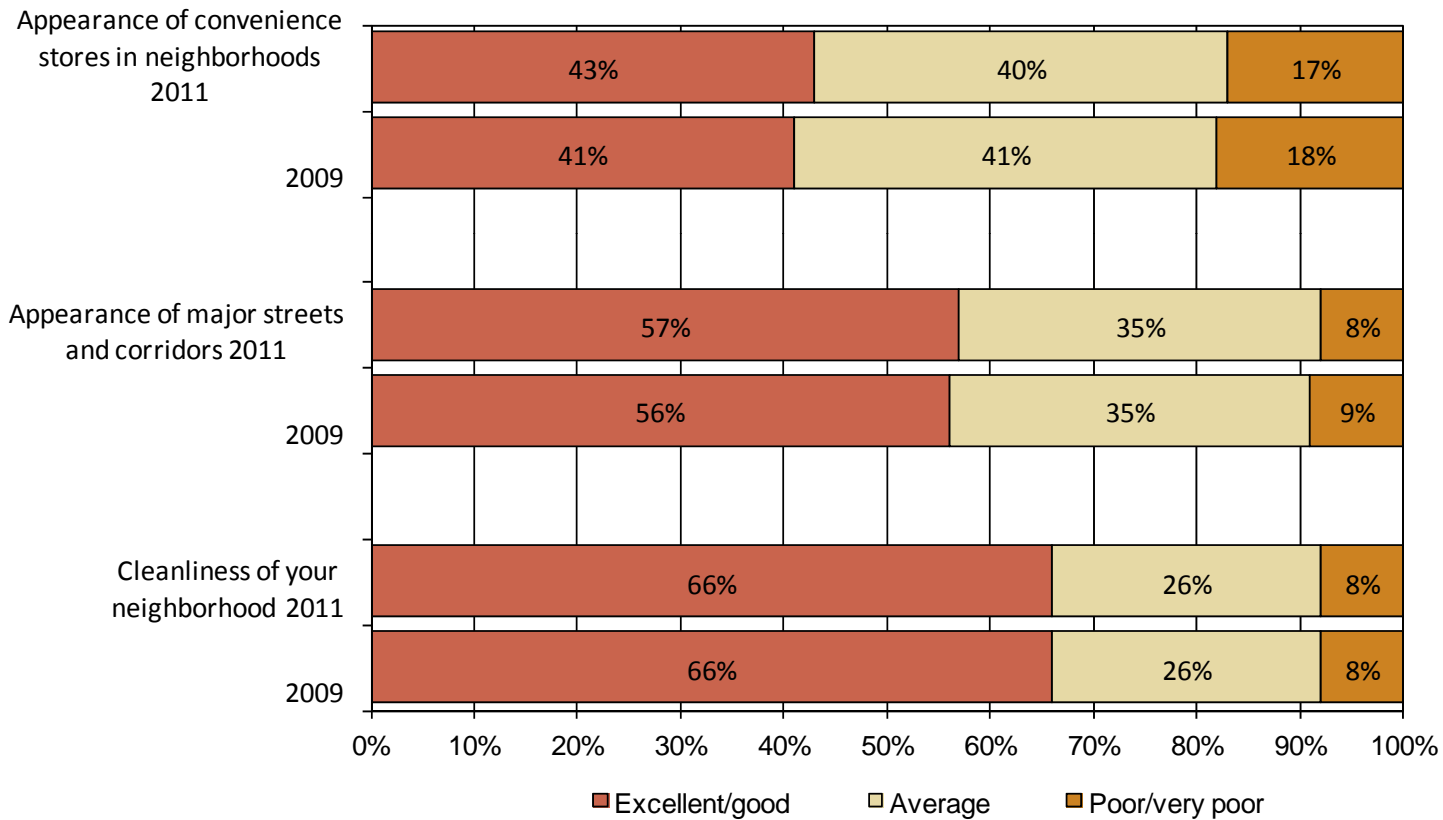
Quality of Life



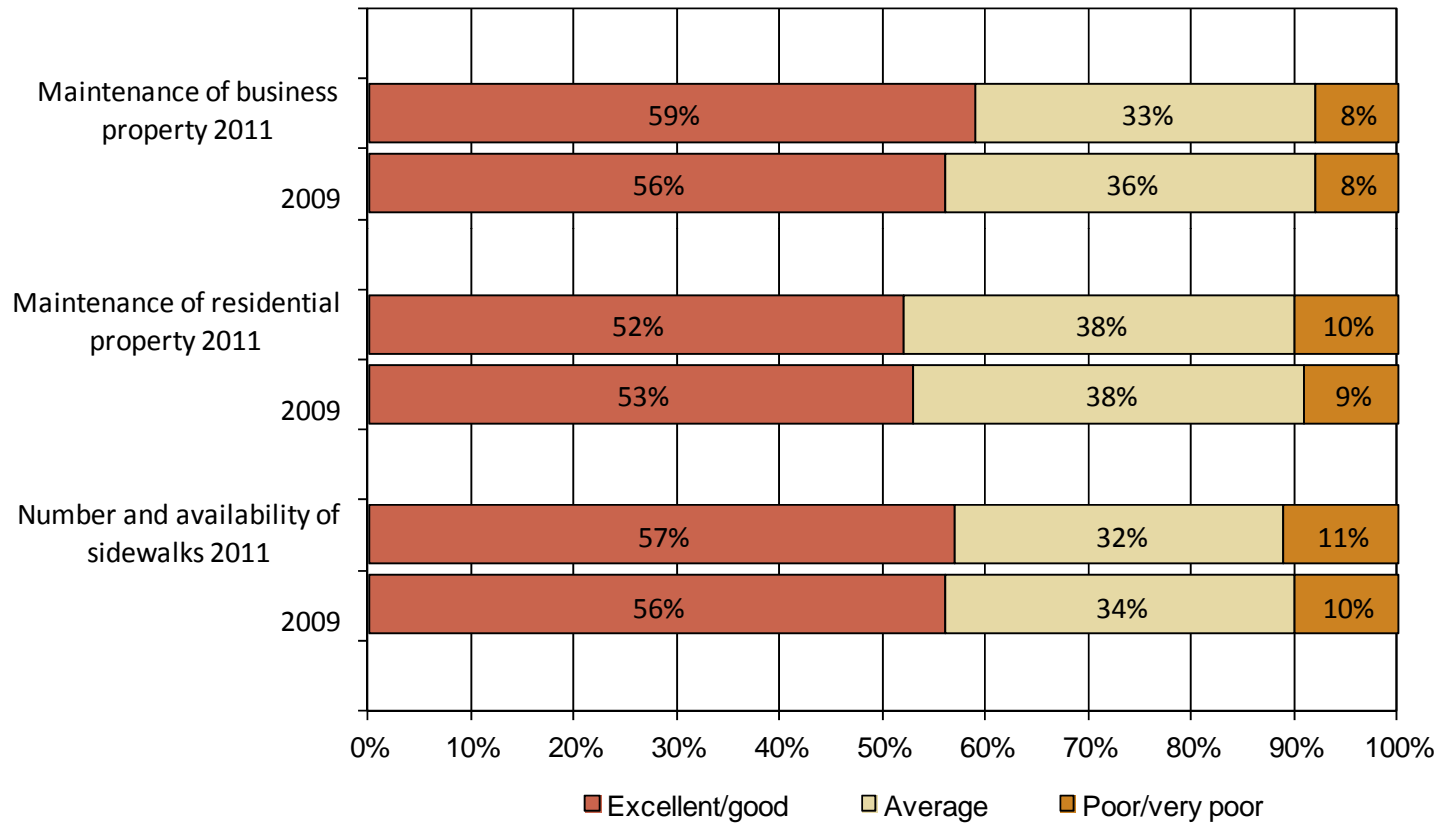
Quality of Life



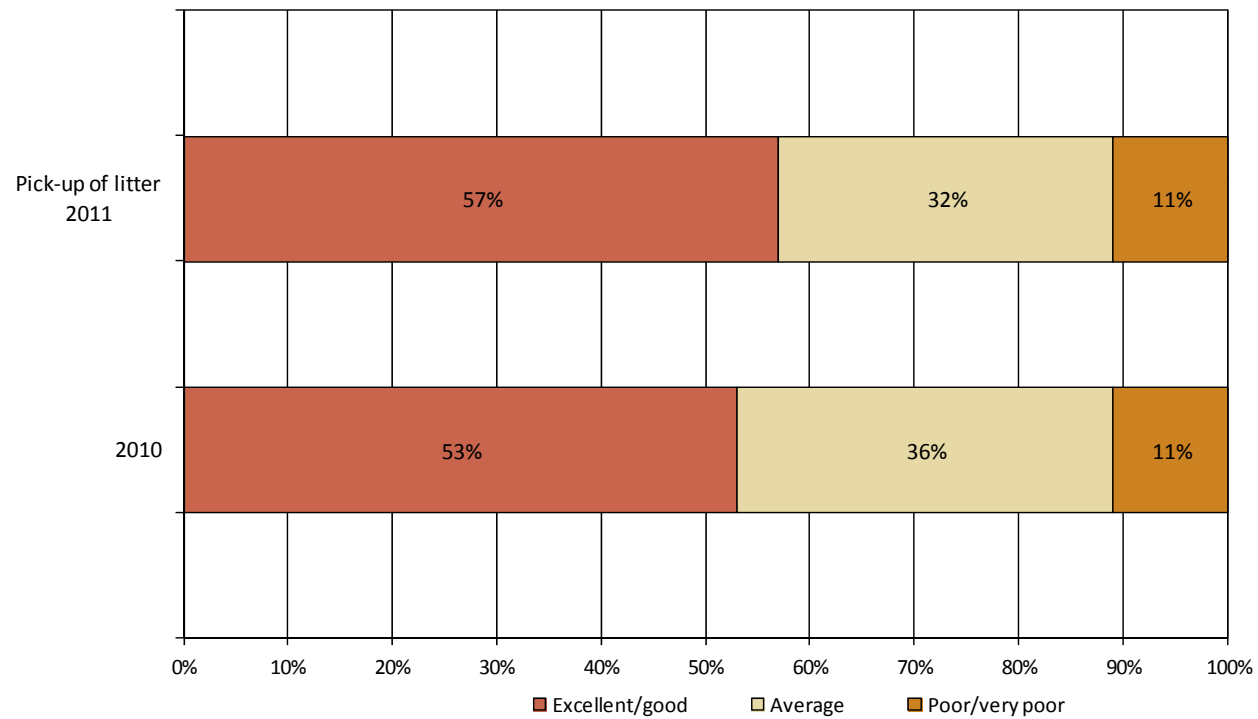
Vibrant Neighborhoods



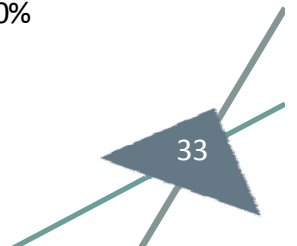
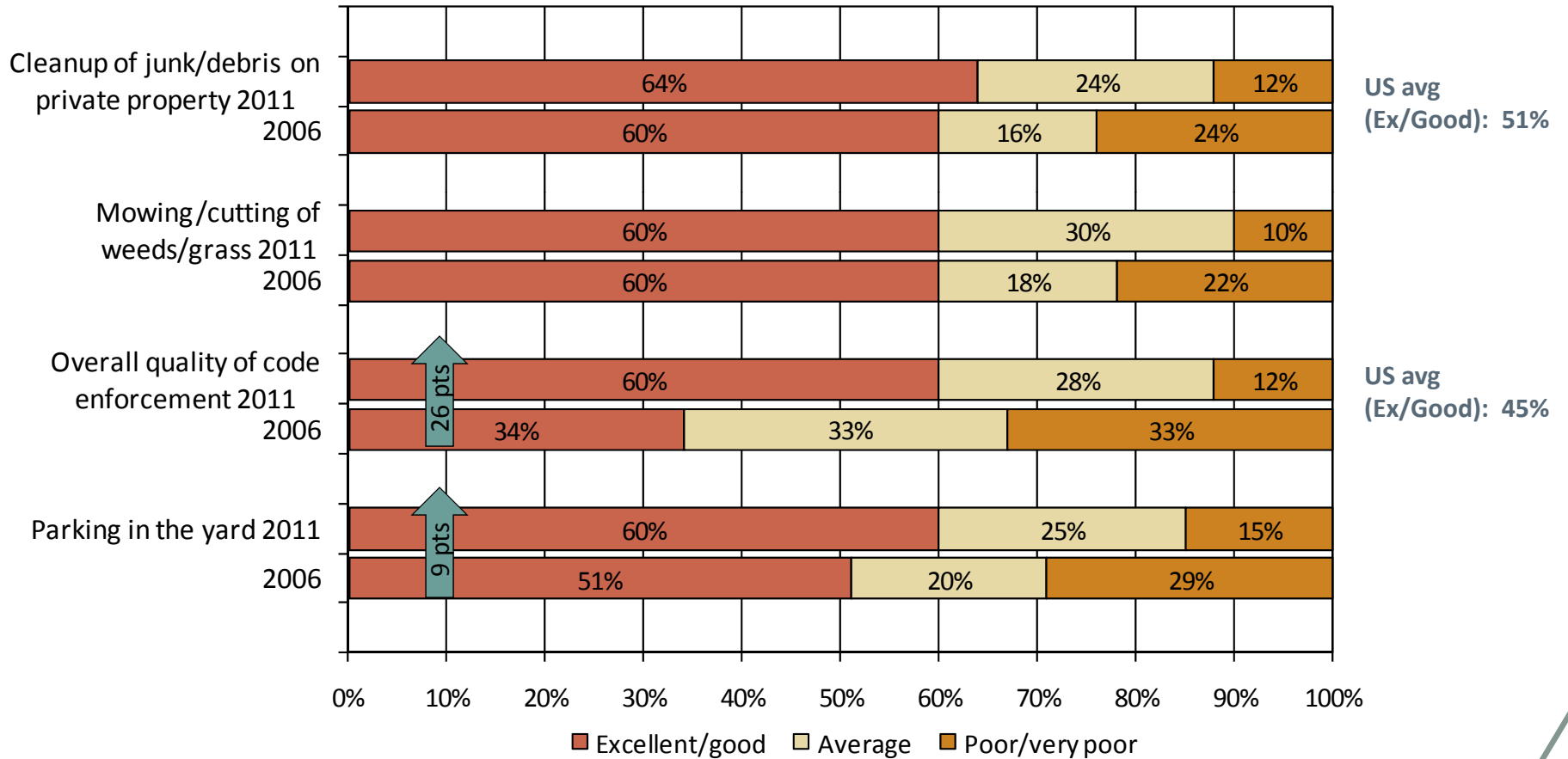
Vibrant Neighborhoods



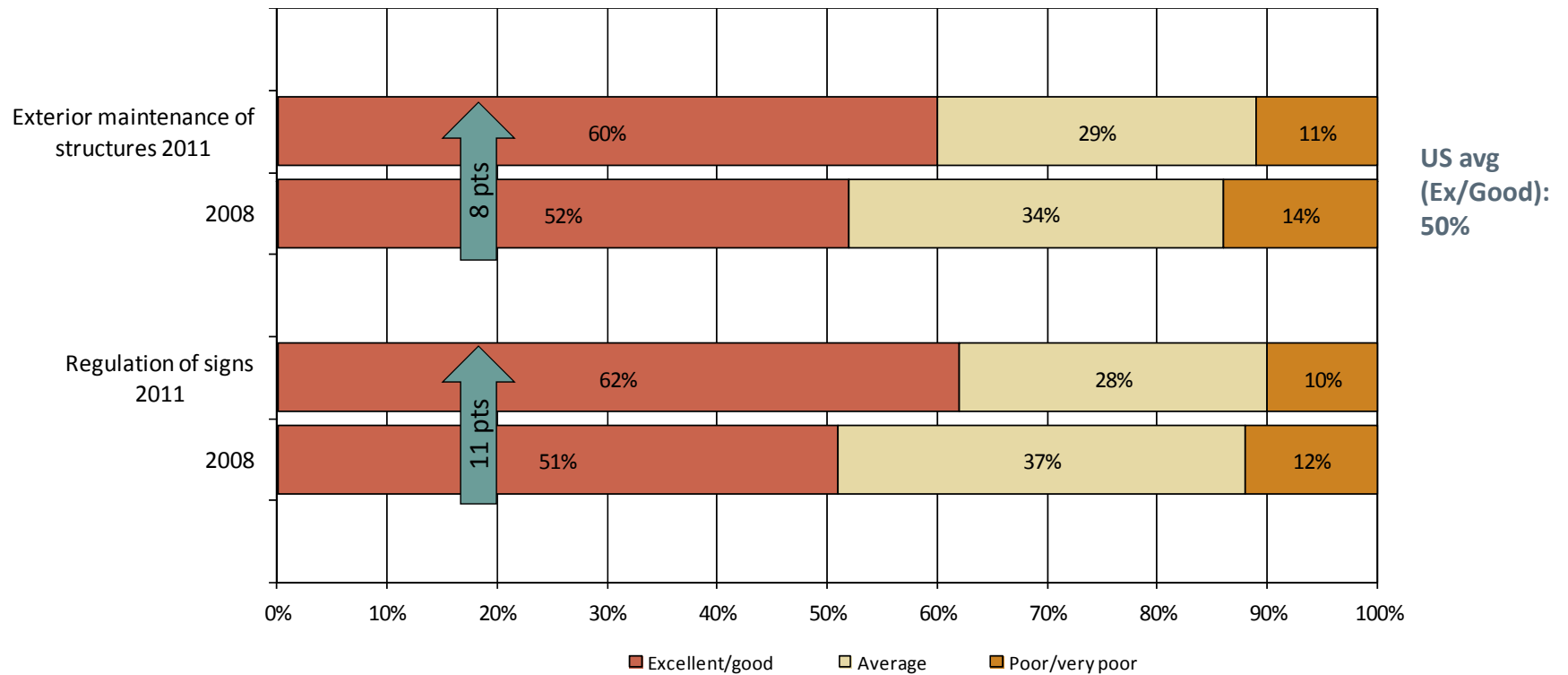
Vibrant Neighborhoods



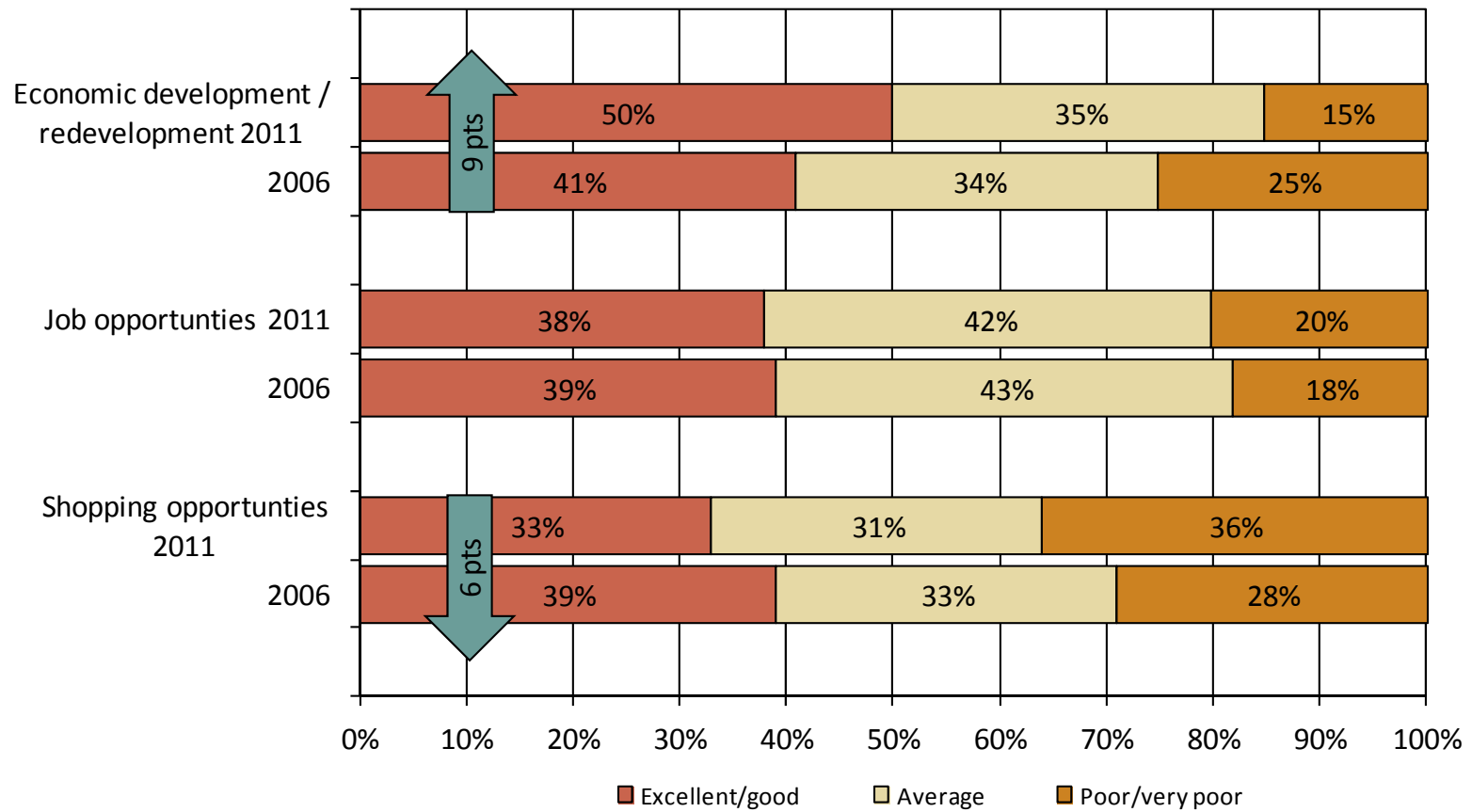
Vibrant Neighborhoods



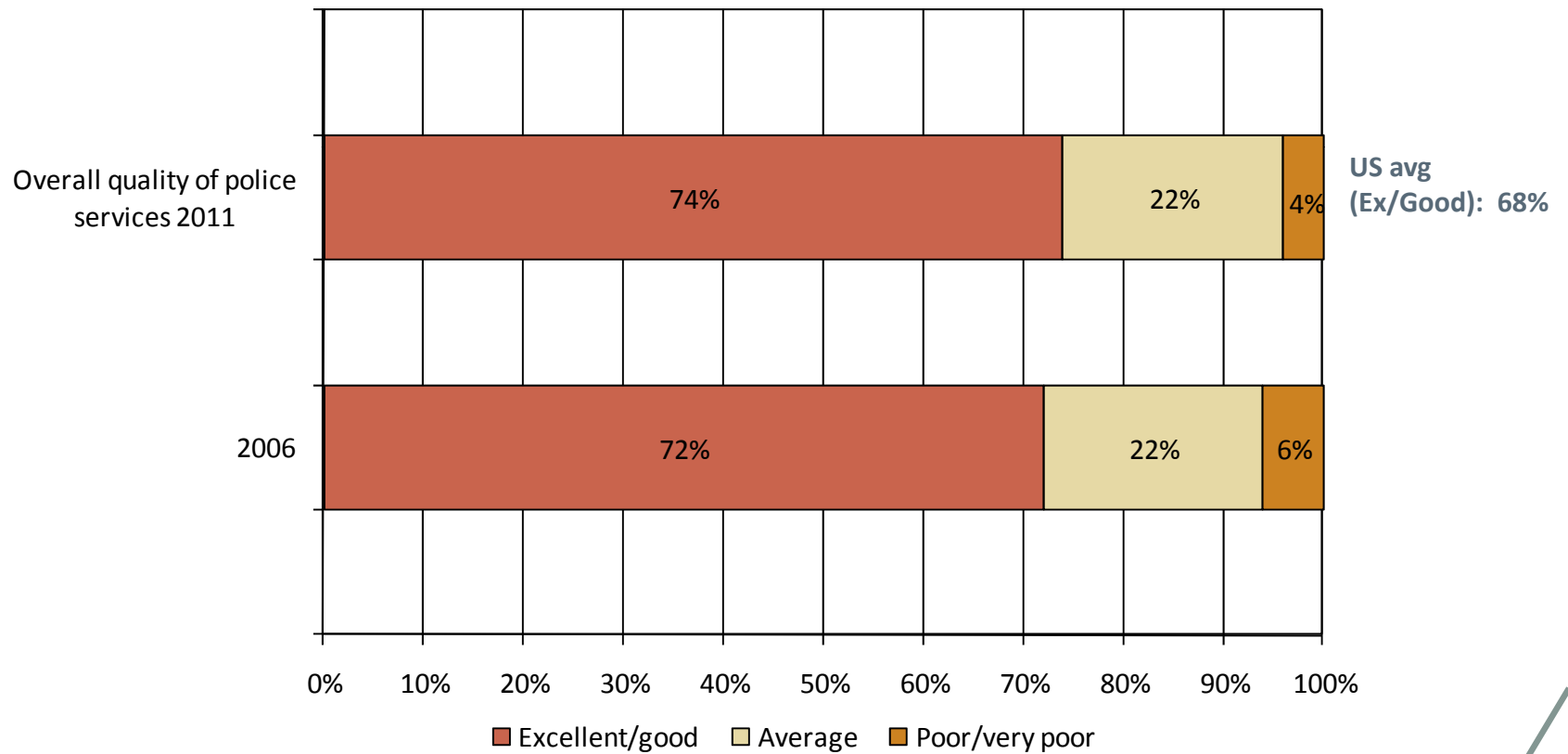
Vibrant Neighborhoods



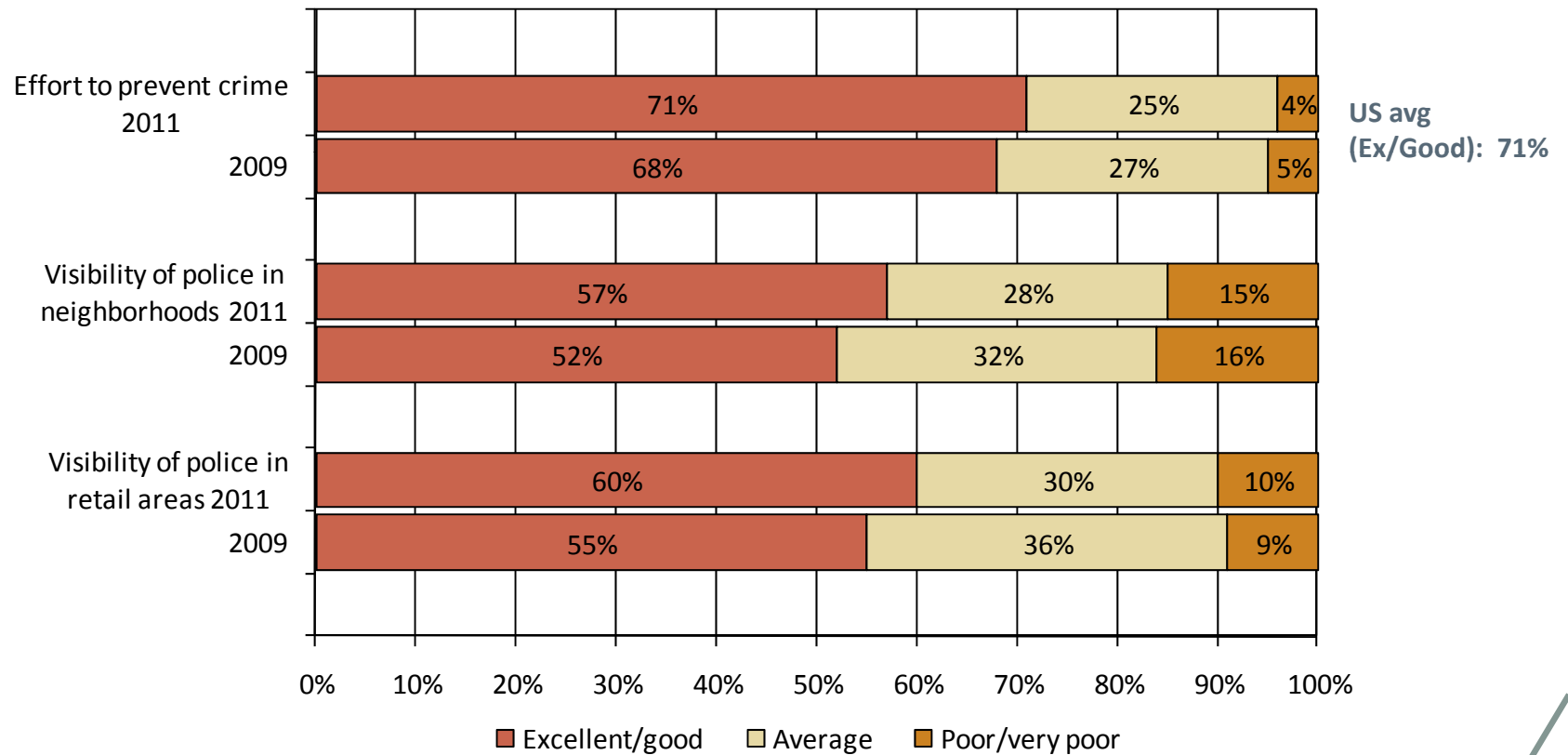
Economic Development



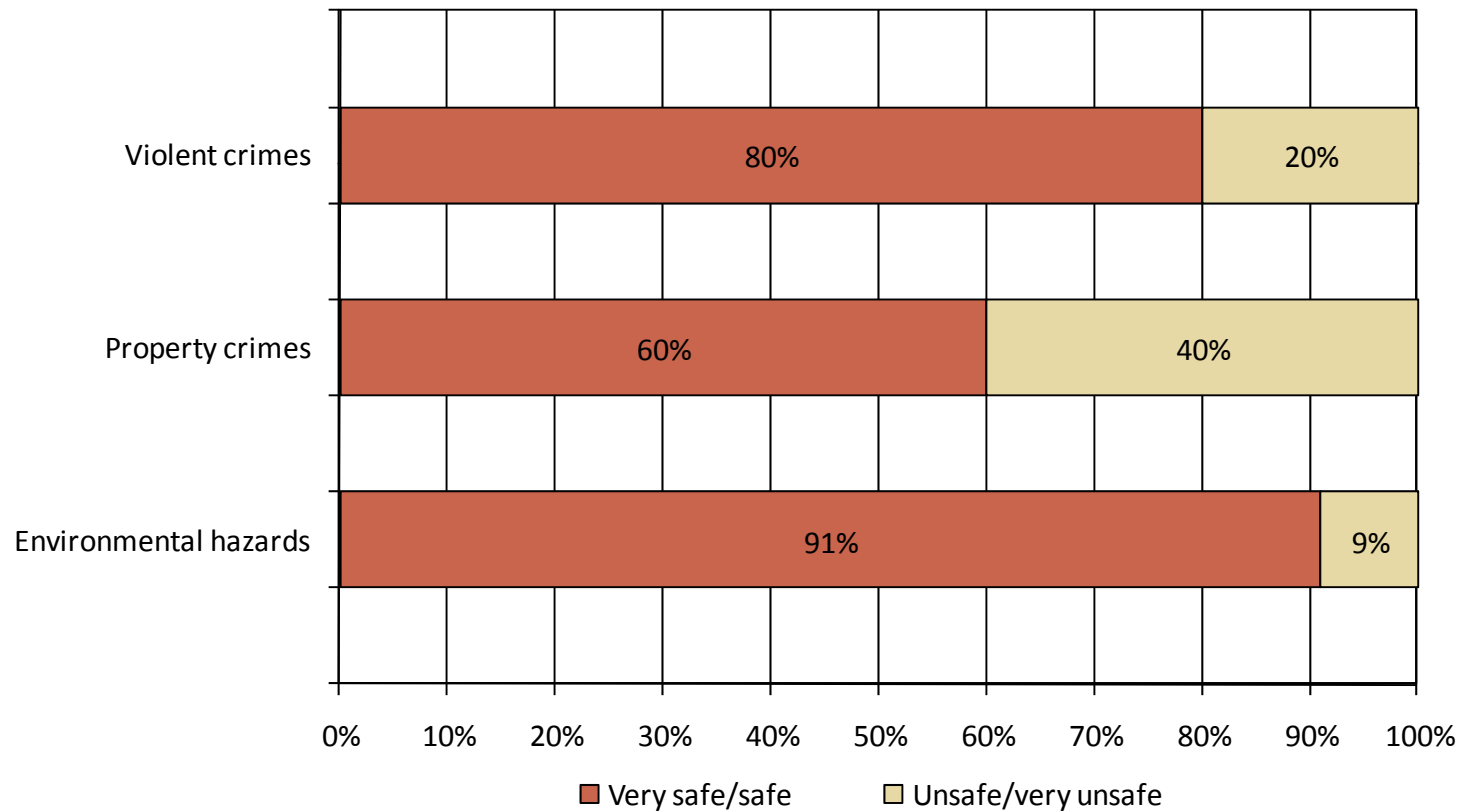
Safe and Secure City



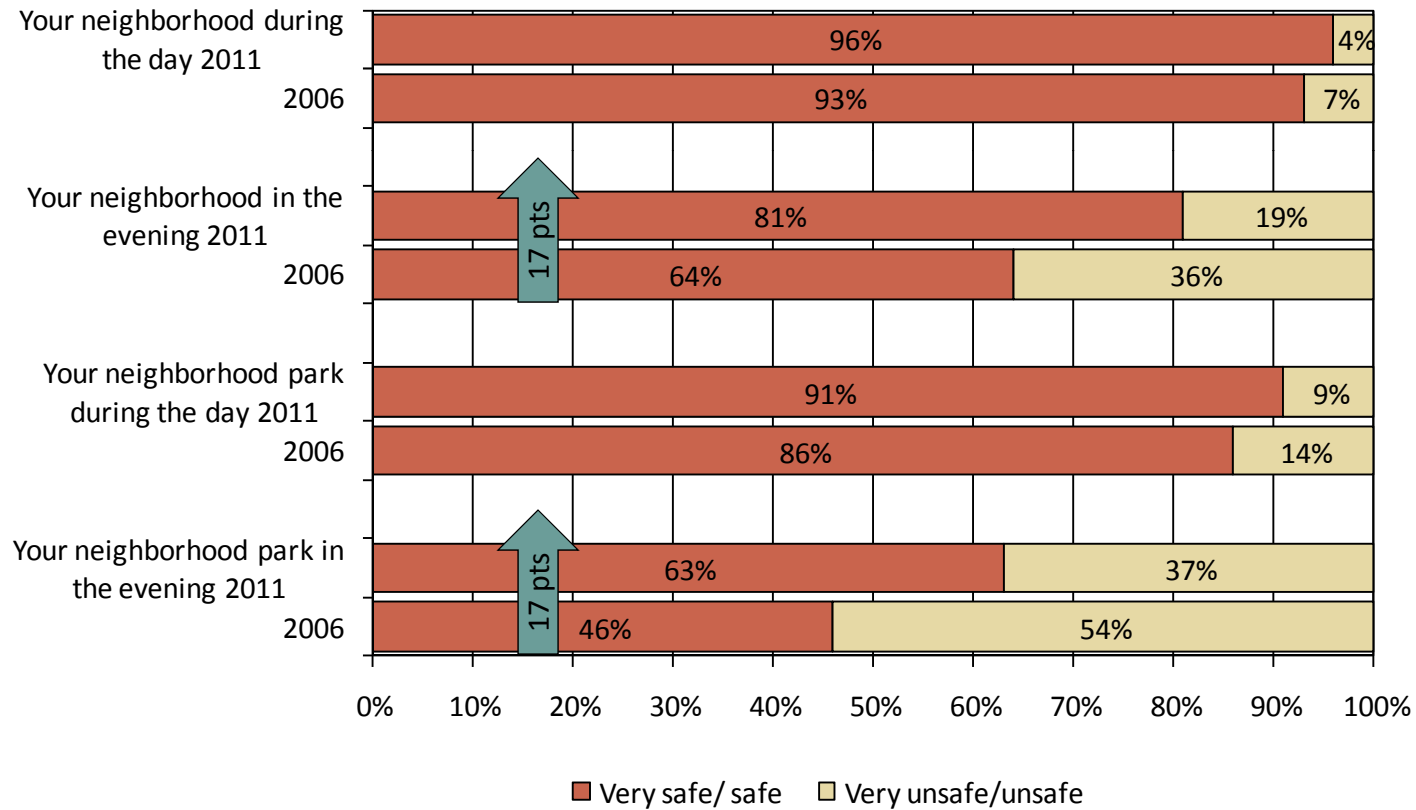
Safe and Secure City



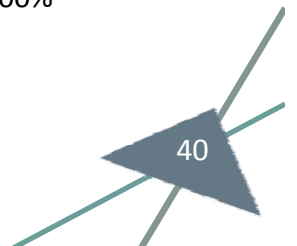
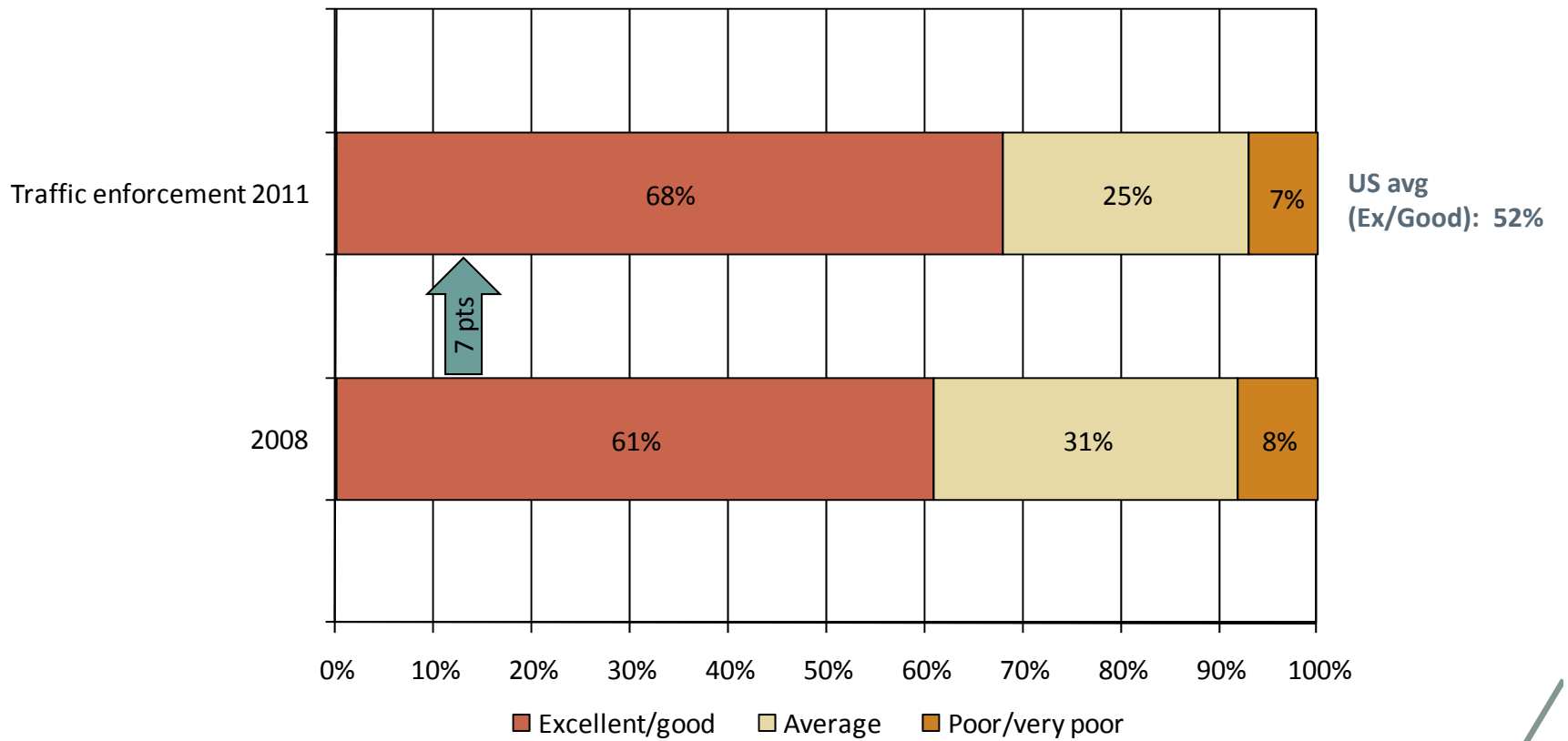
Safe and Secure City



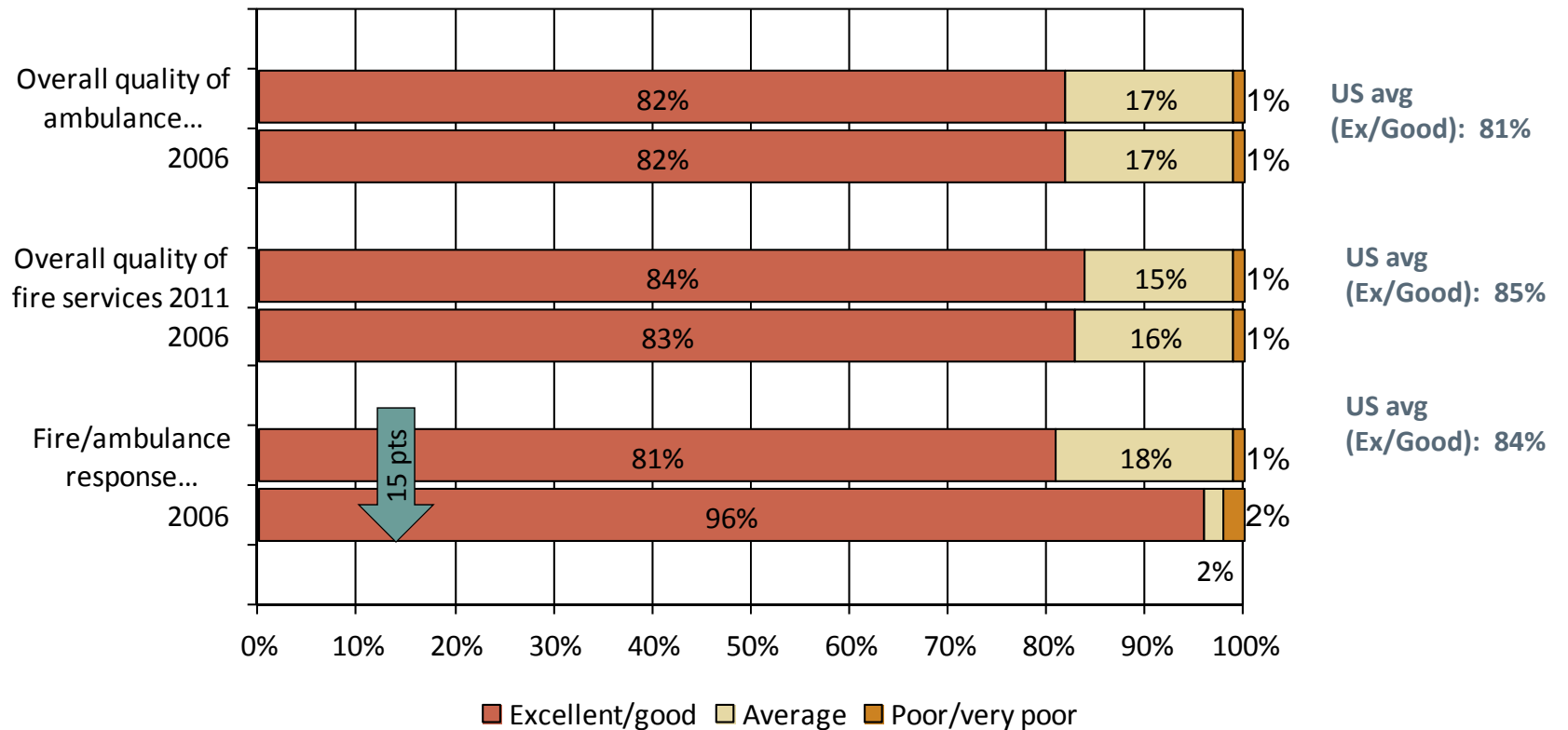
Safe and Secure City



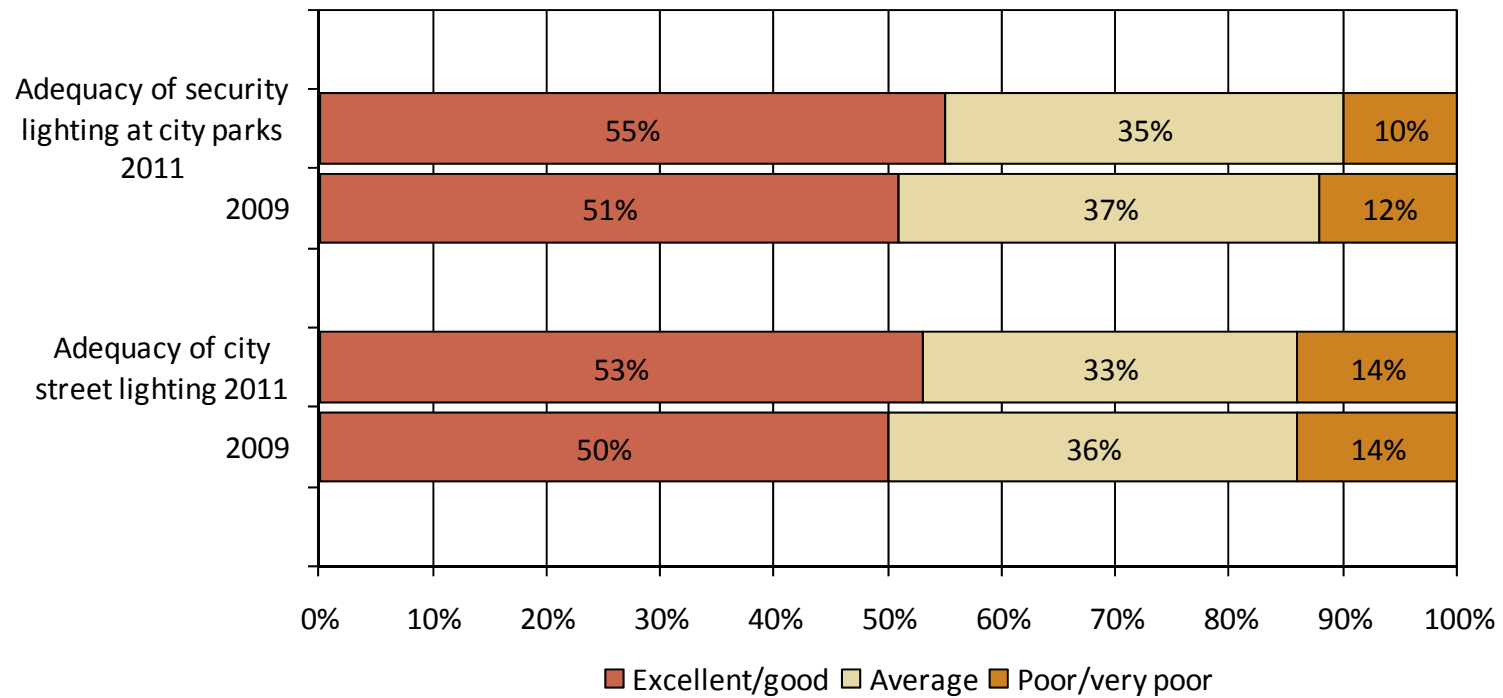
Safe and Secure City



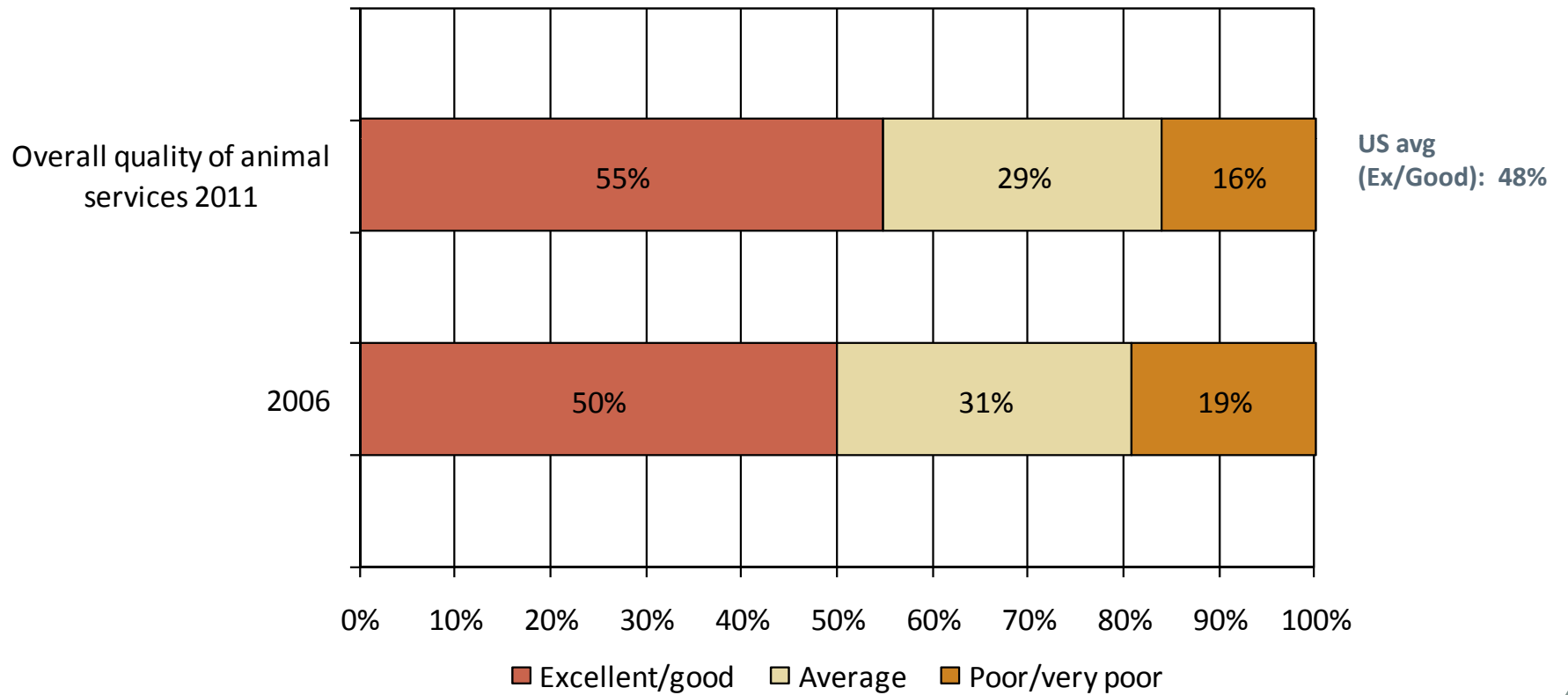
Safe and Secure City



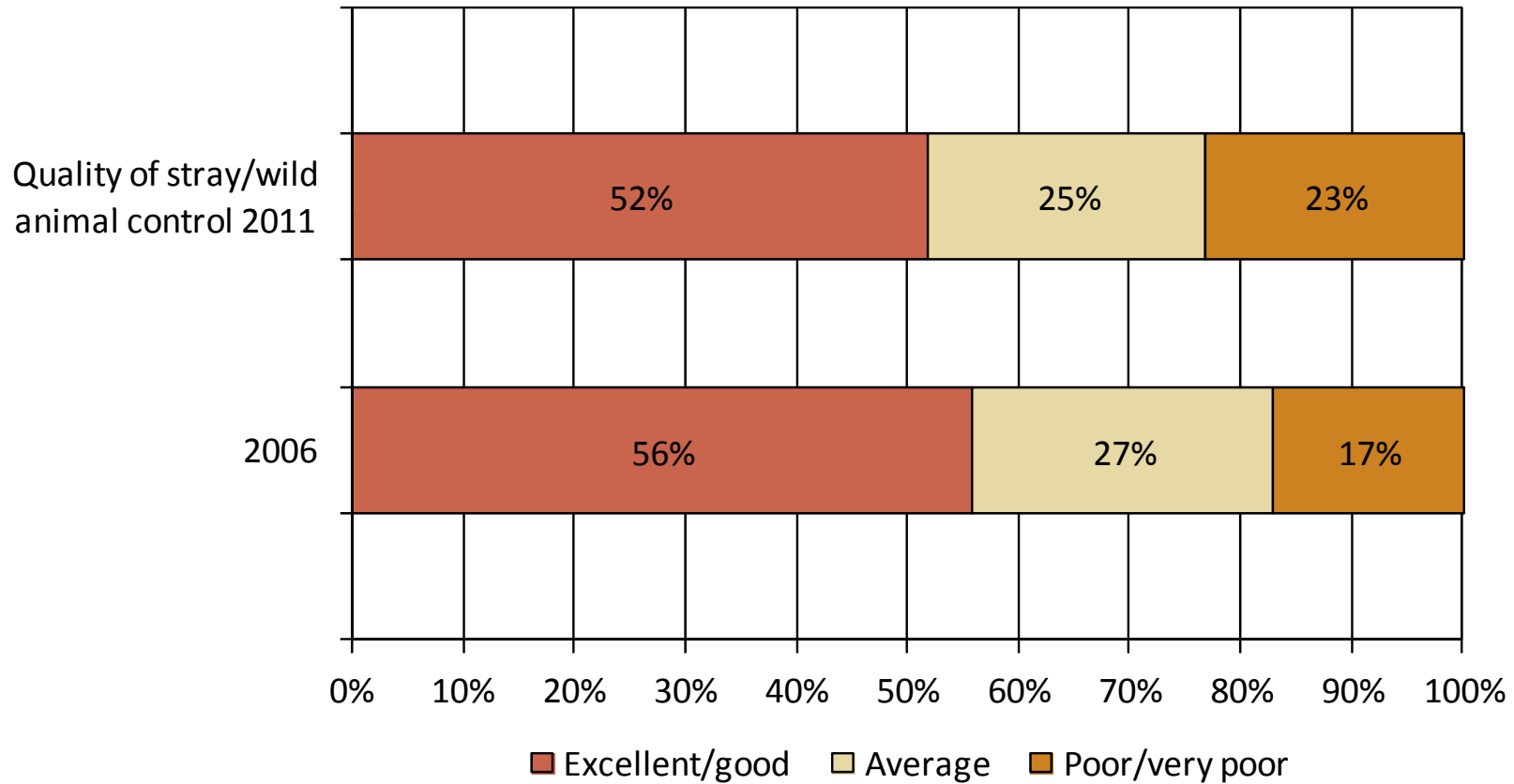
Safe and Secure City



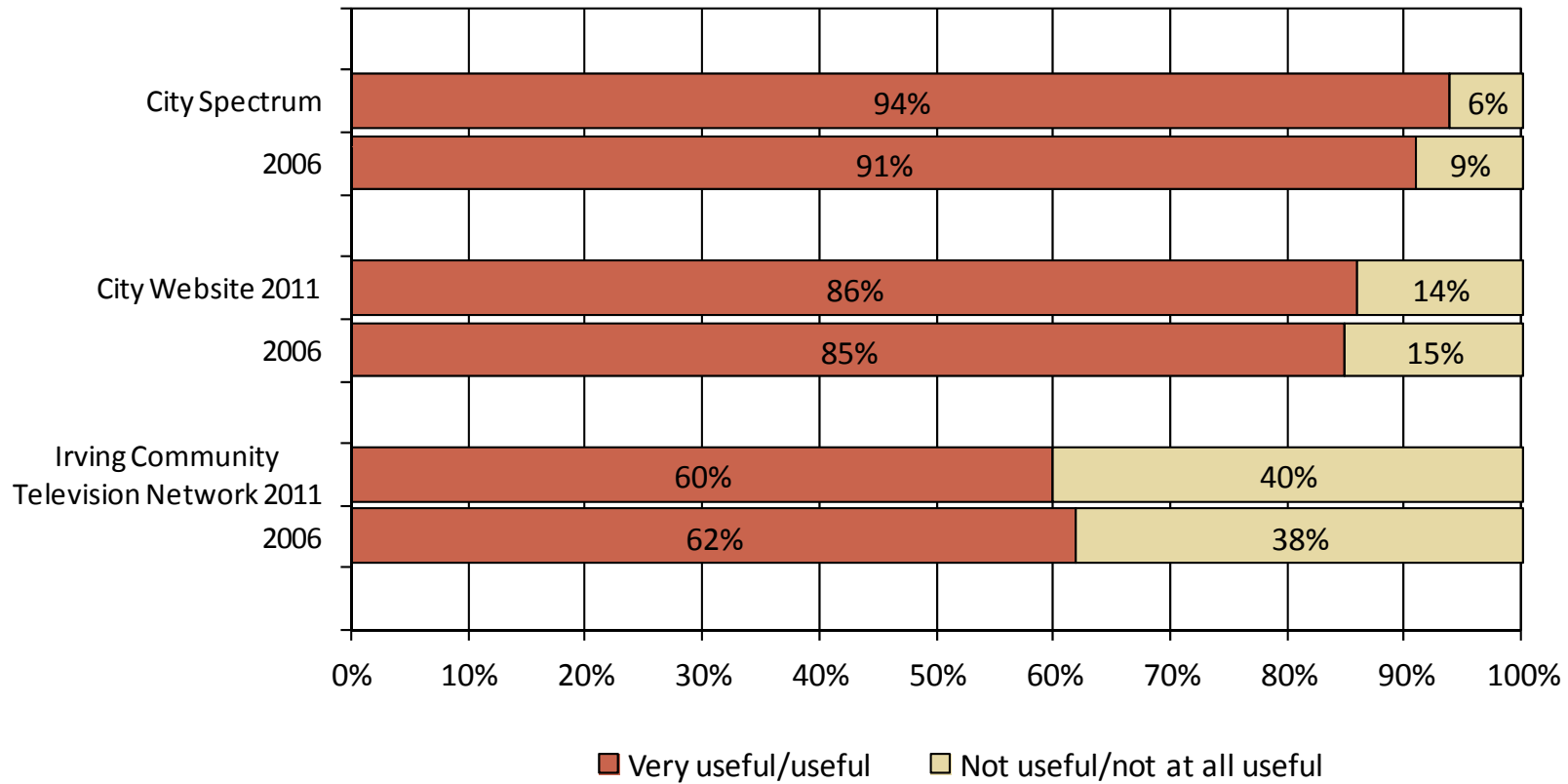
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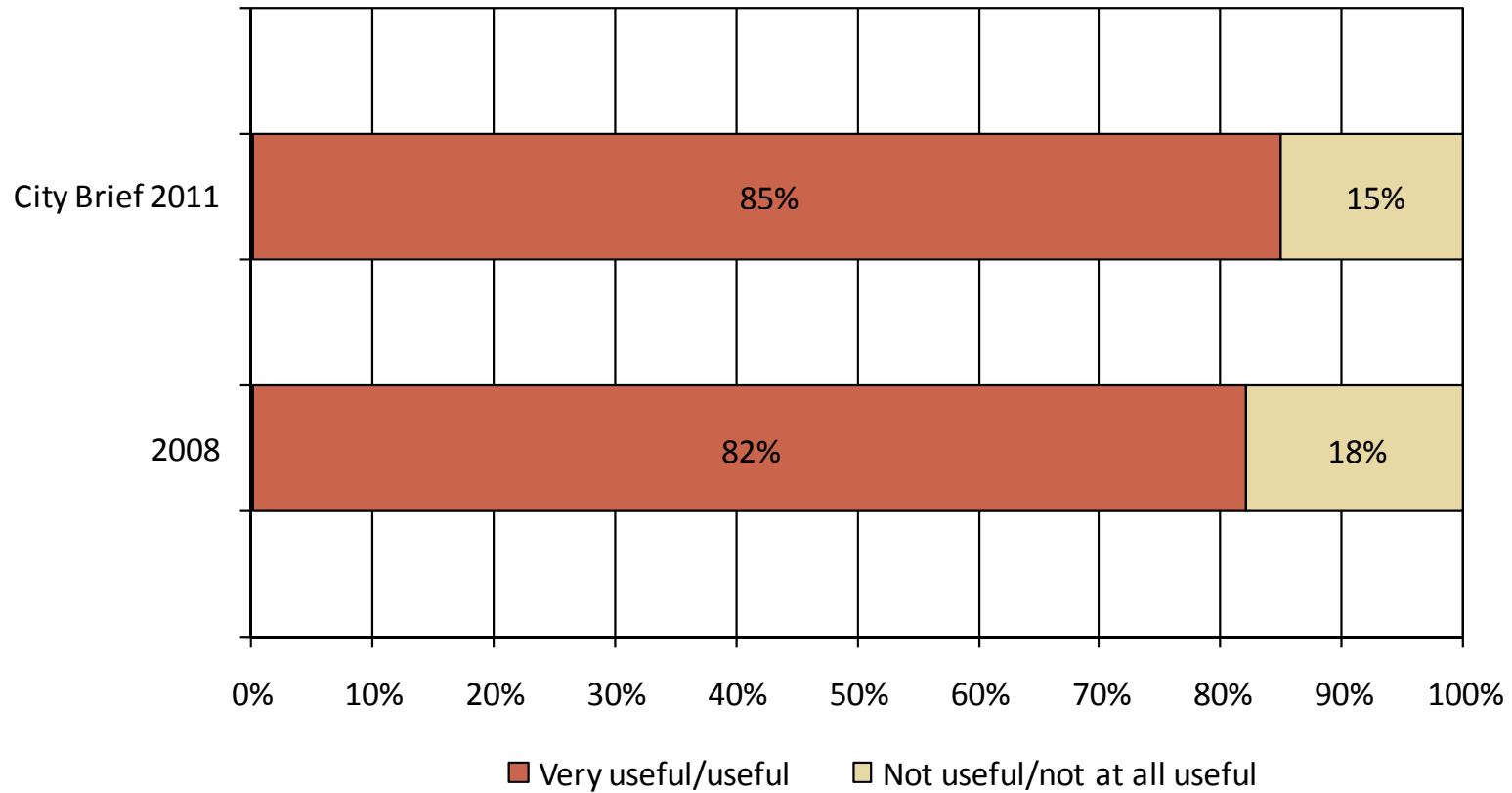
Safe and Secure City



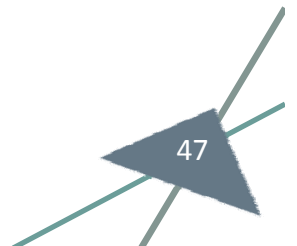
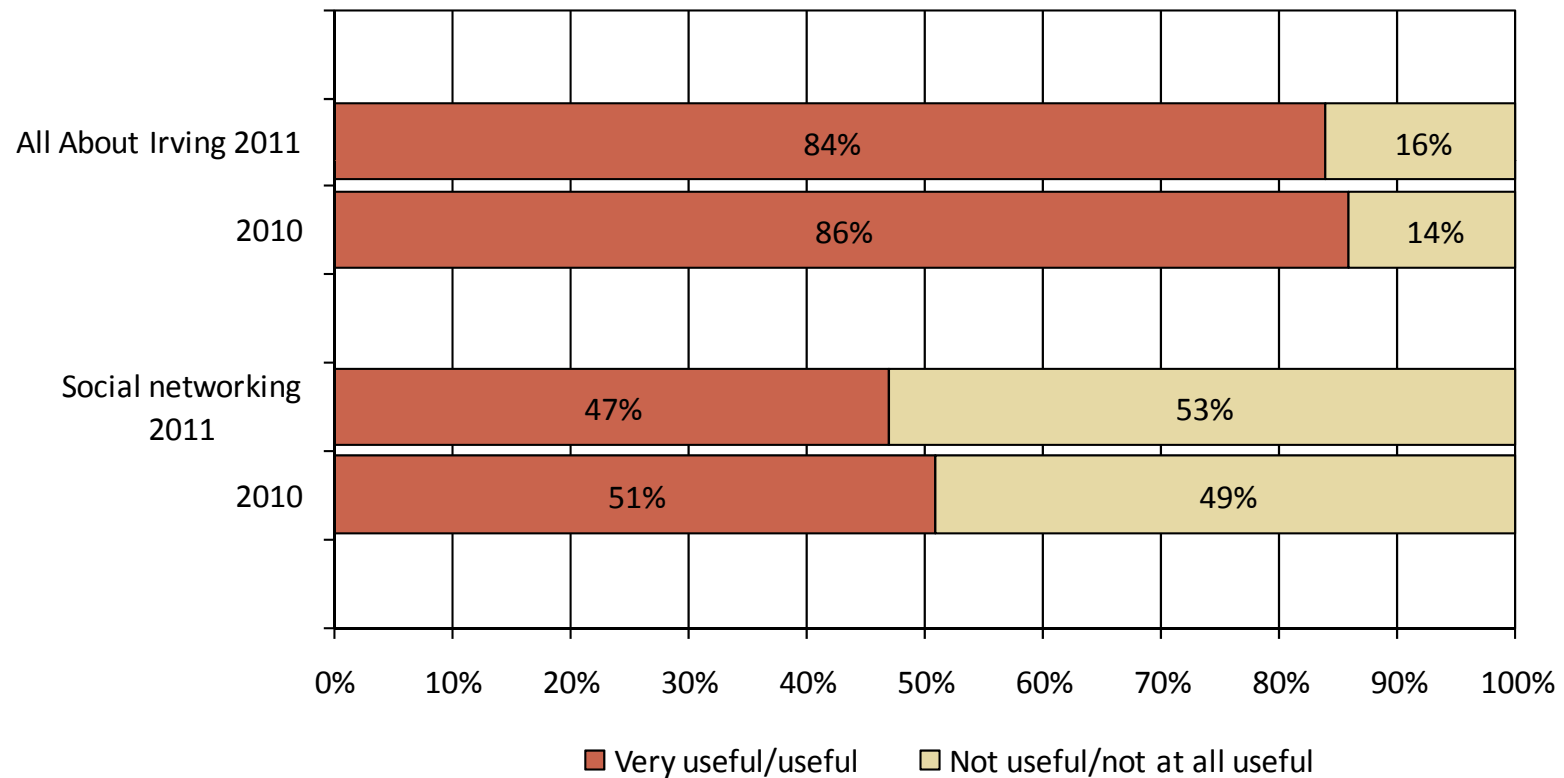
Effective Communications



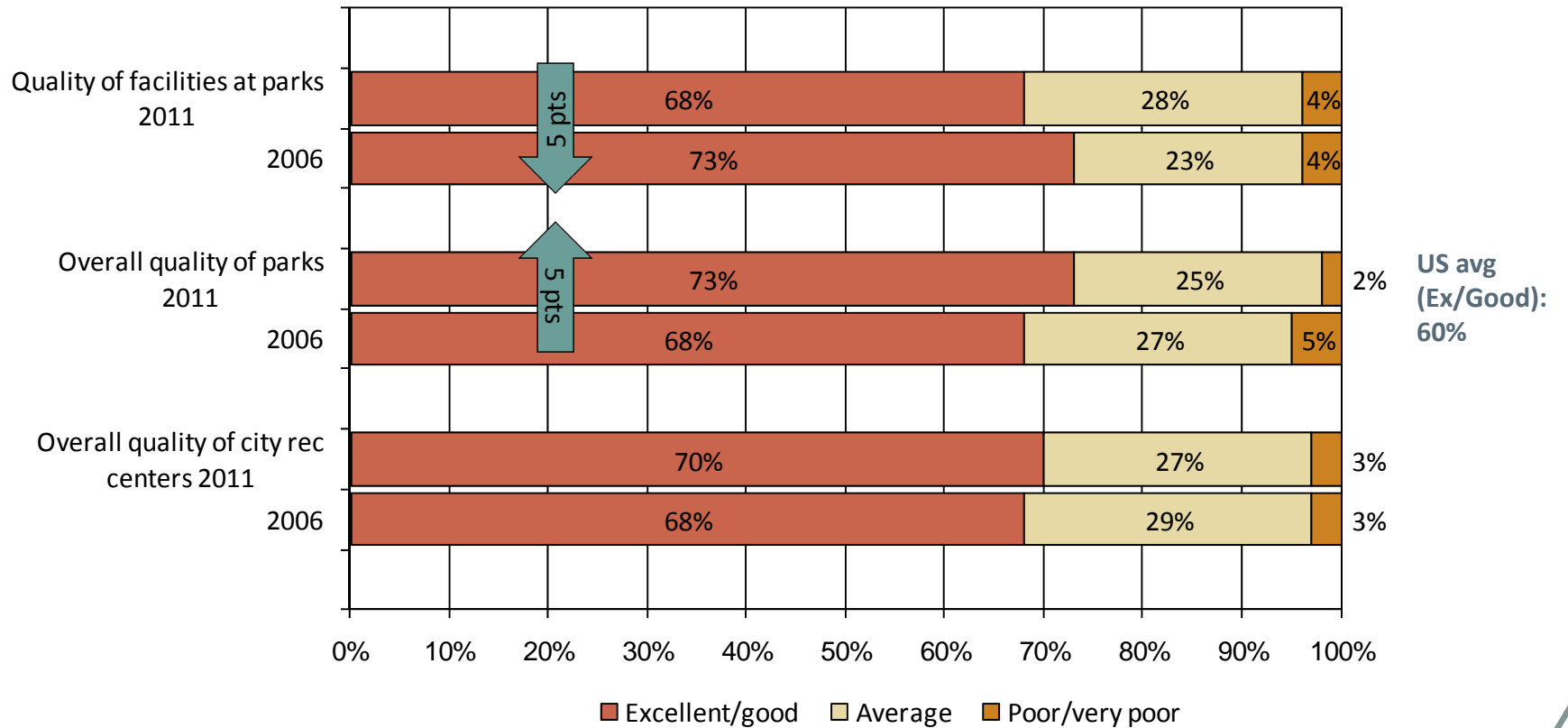
Effective Communications



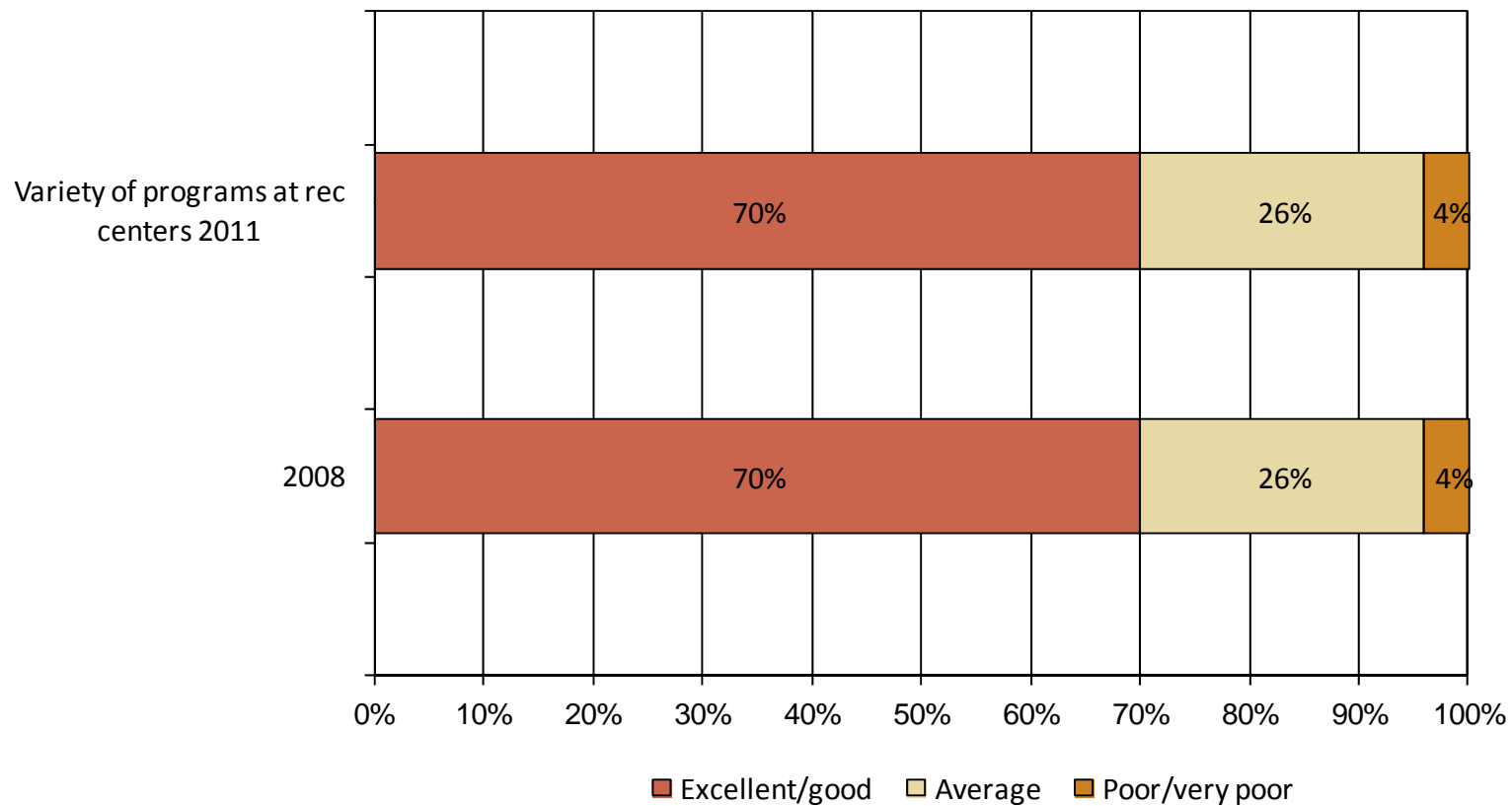
Effective Communications



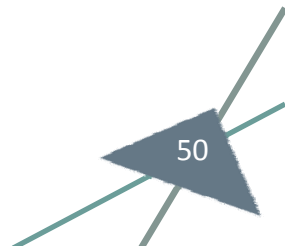
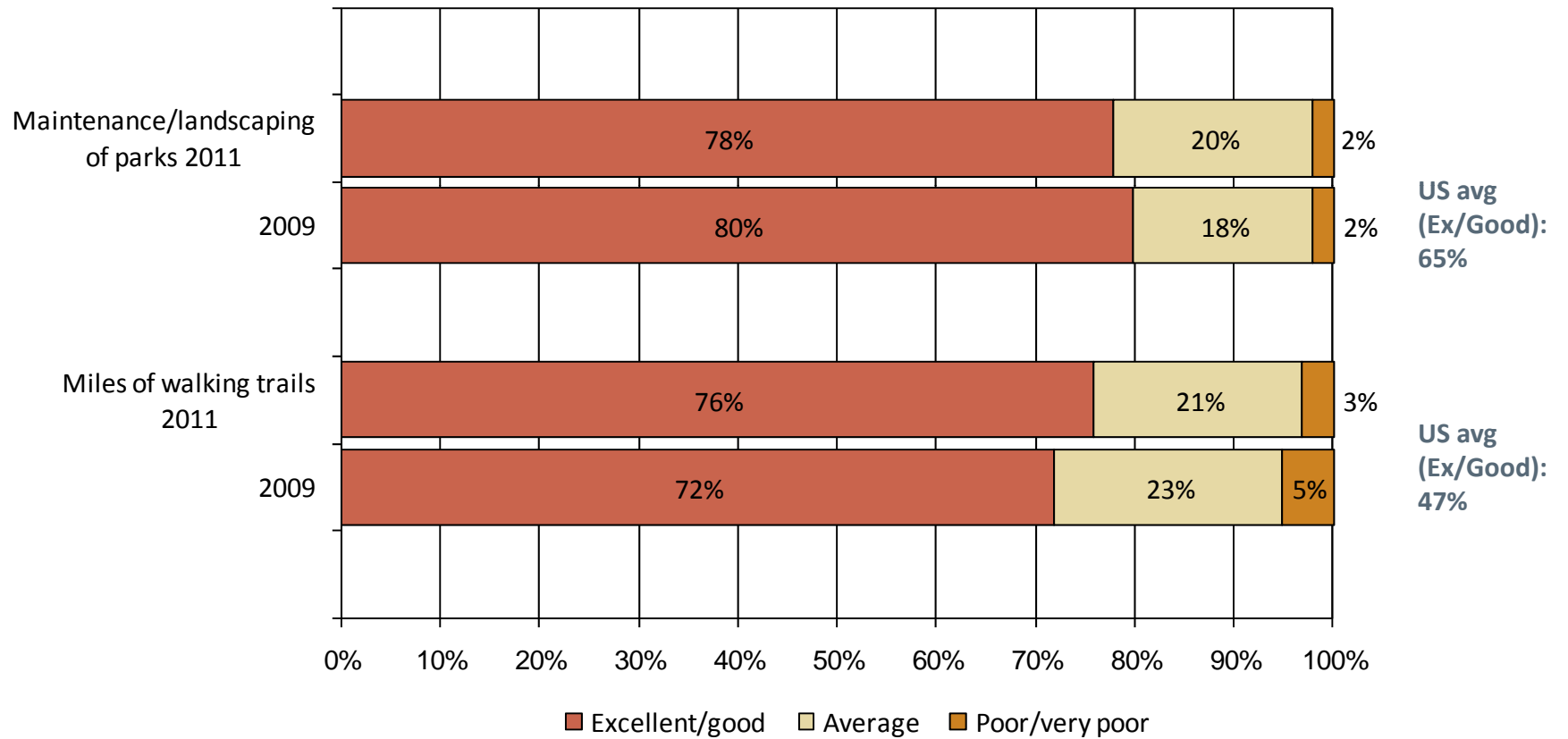
Recreational Environments



Recreational Environments

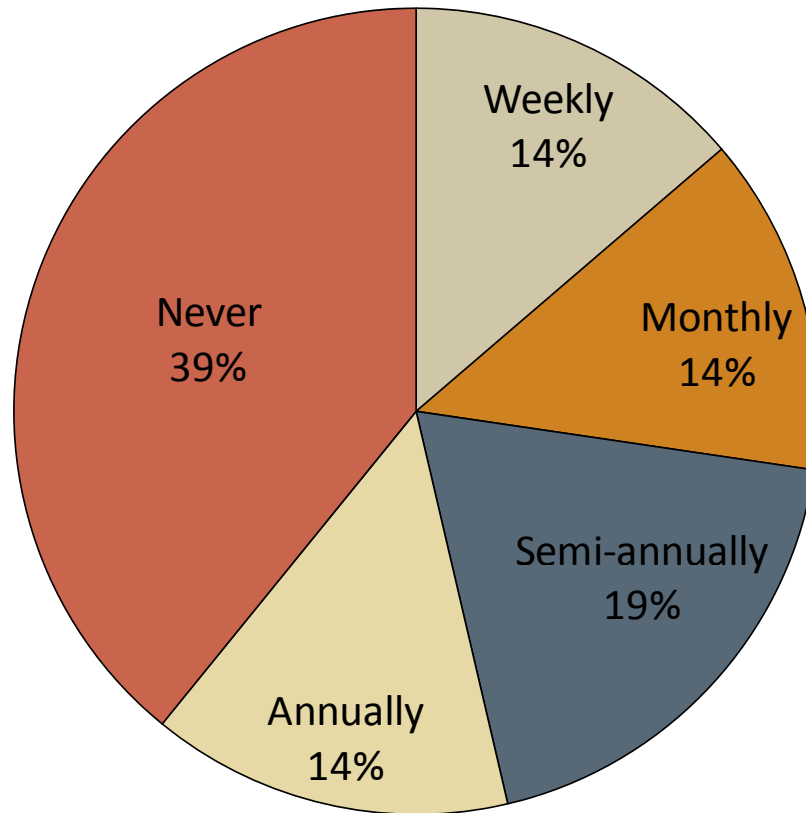


Recreational Environments



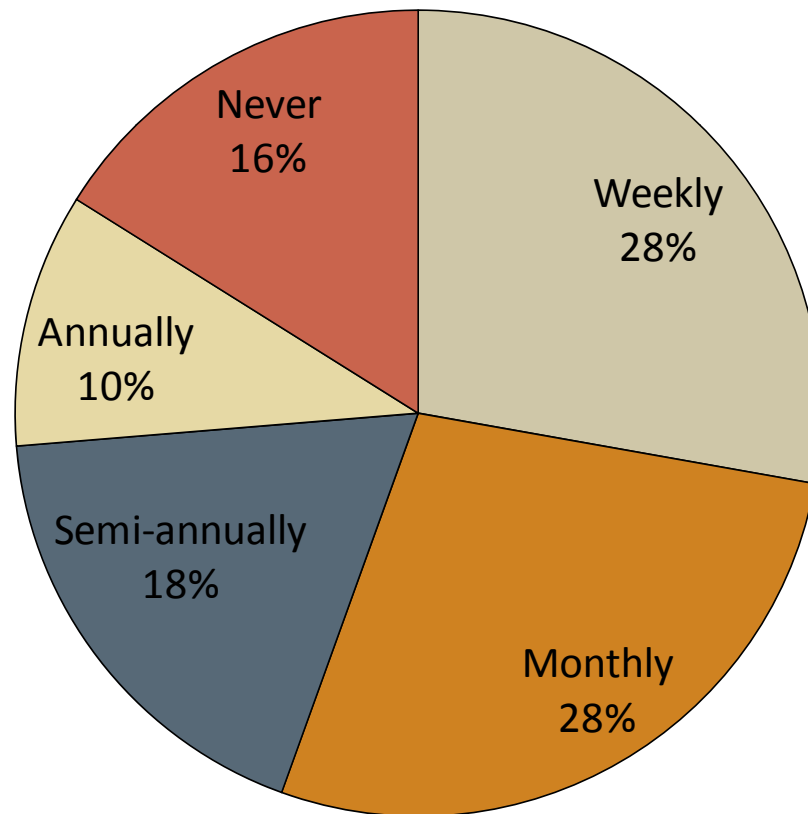
Recreational Environments

Recreation Center Usage



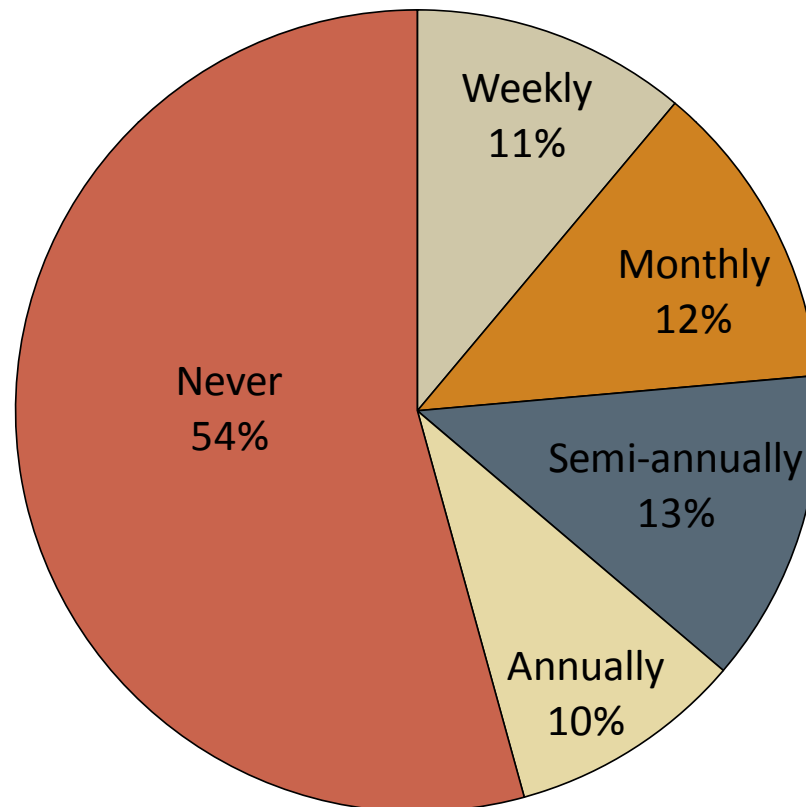
Recreational Environments

Park Usage



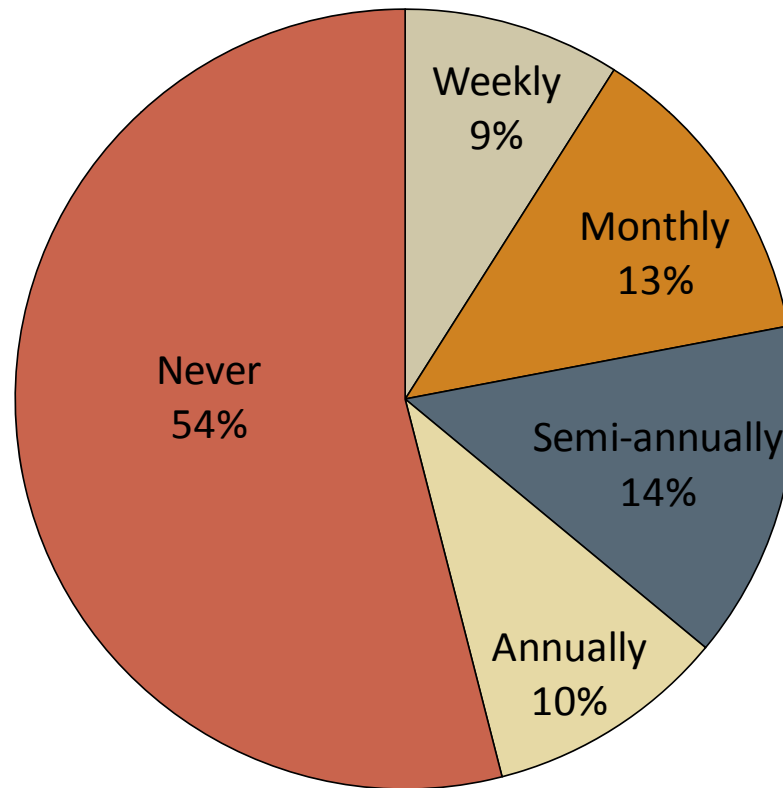
Recreational Environments

Pool/Aquatic Facility Usage

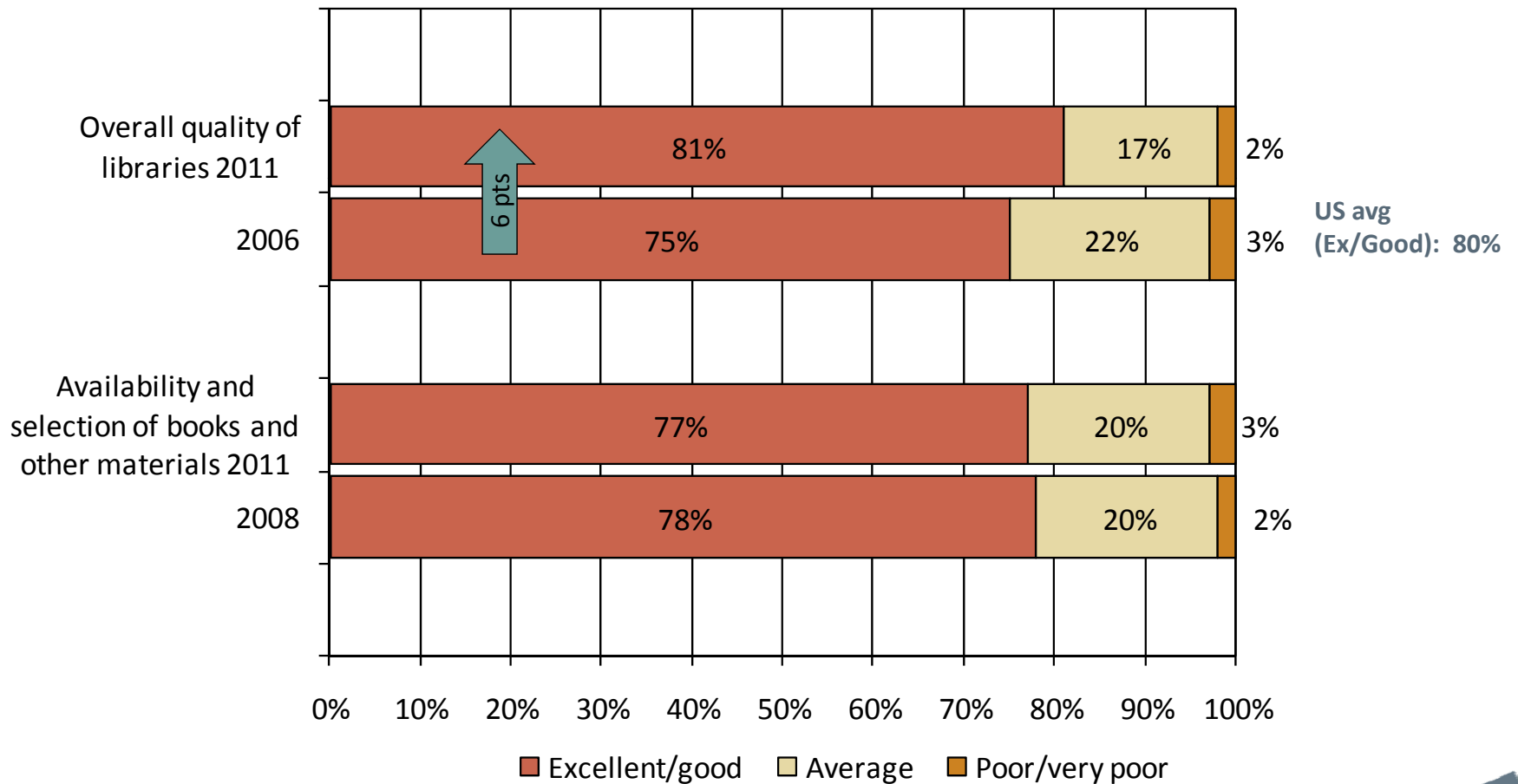


Recreational Environments

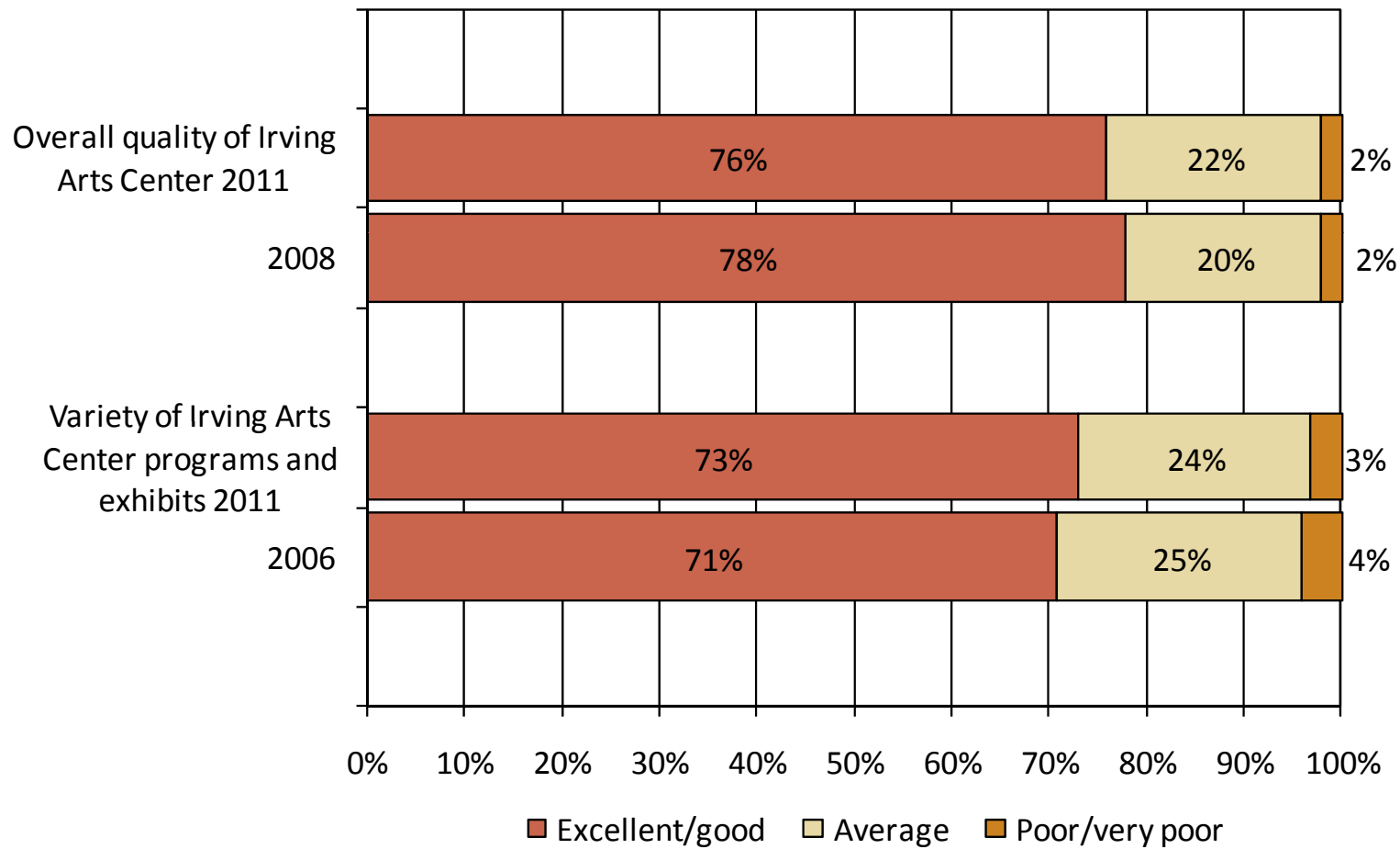
Campion Trail Usage



Cultural and Educational Environments

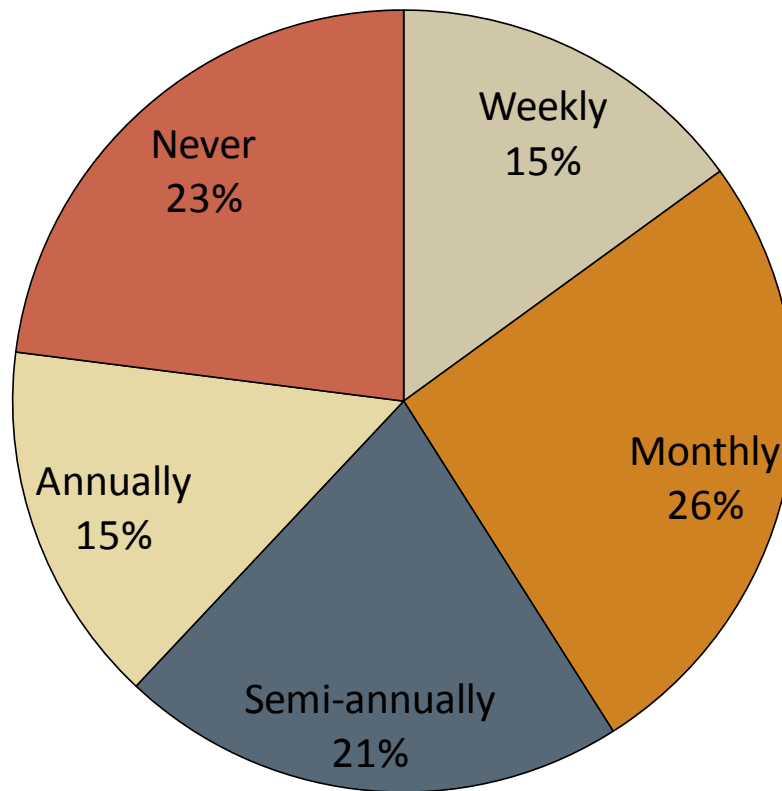


Cultural and Educational Environments



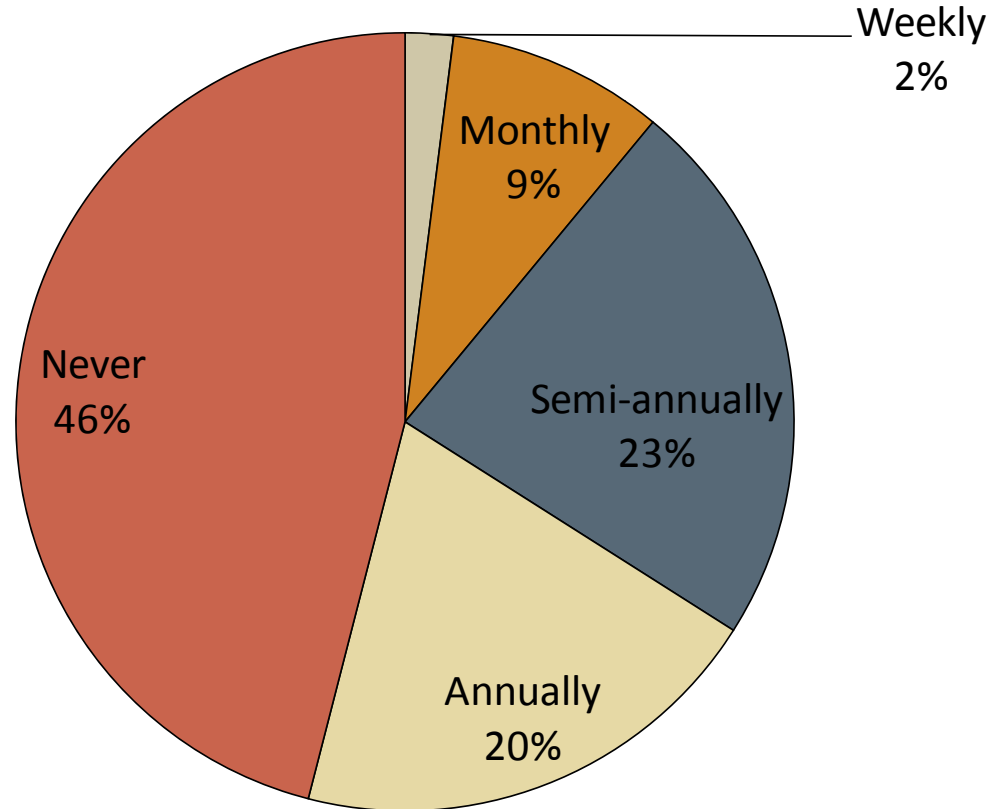
Cultural and Educational Environments

Library Usage



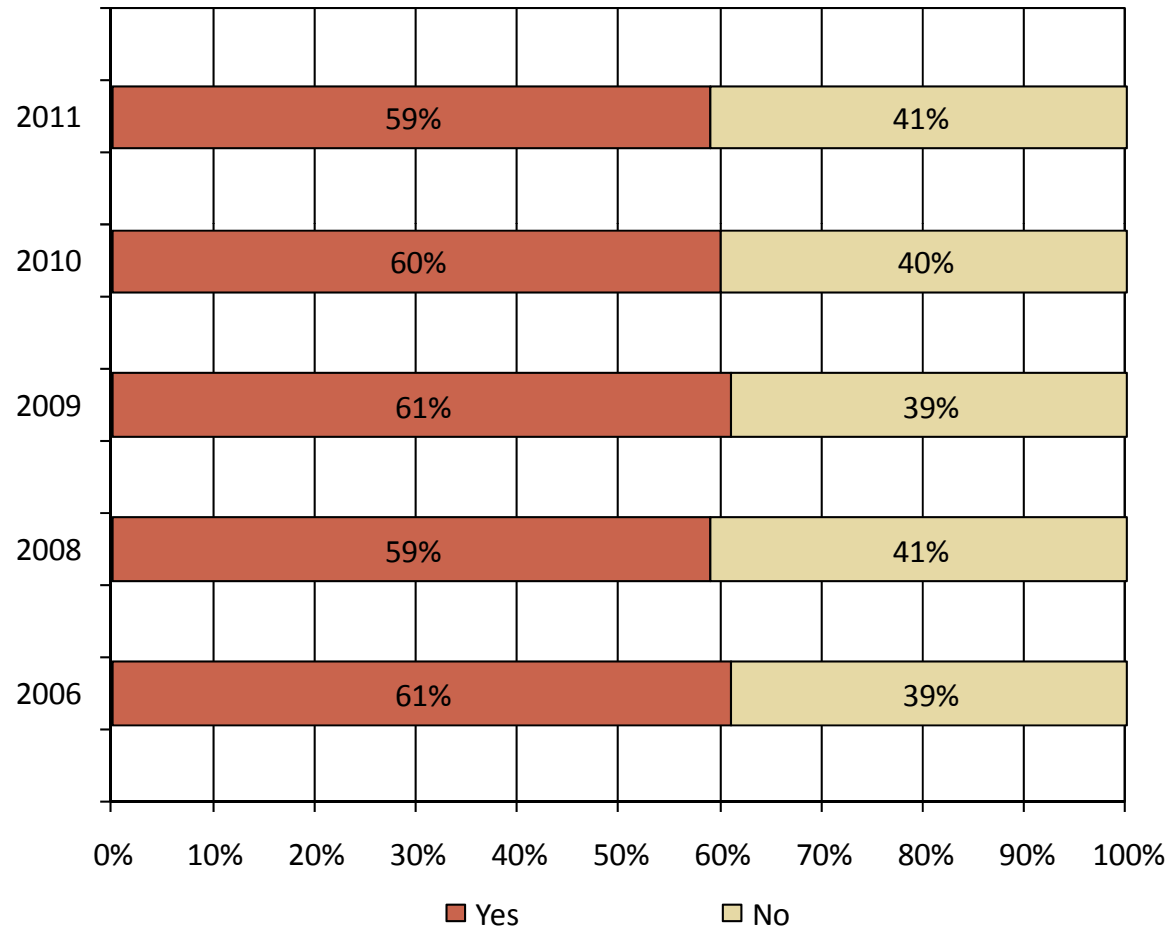
Cultural and Educational Environments

Irving Arts Center Usage

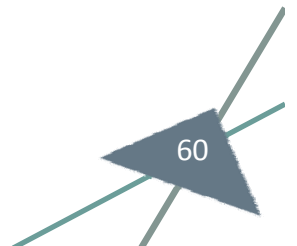
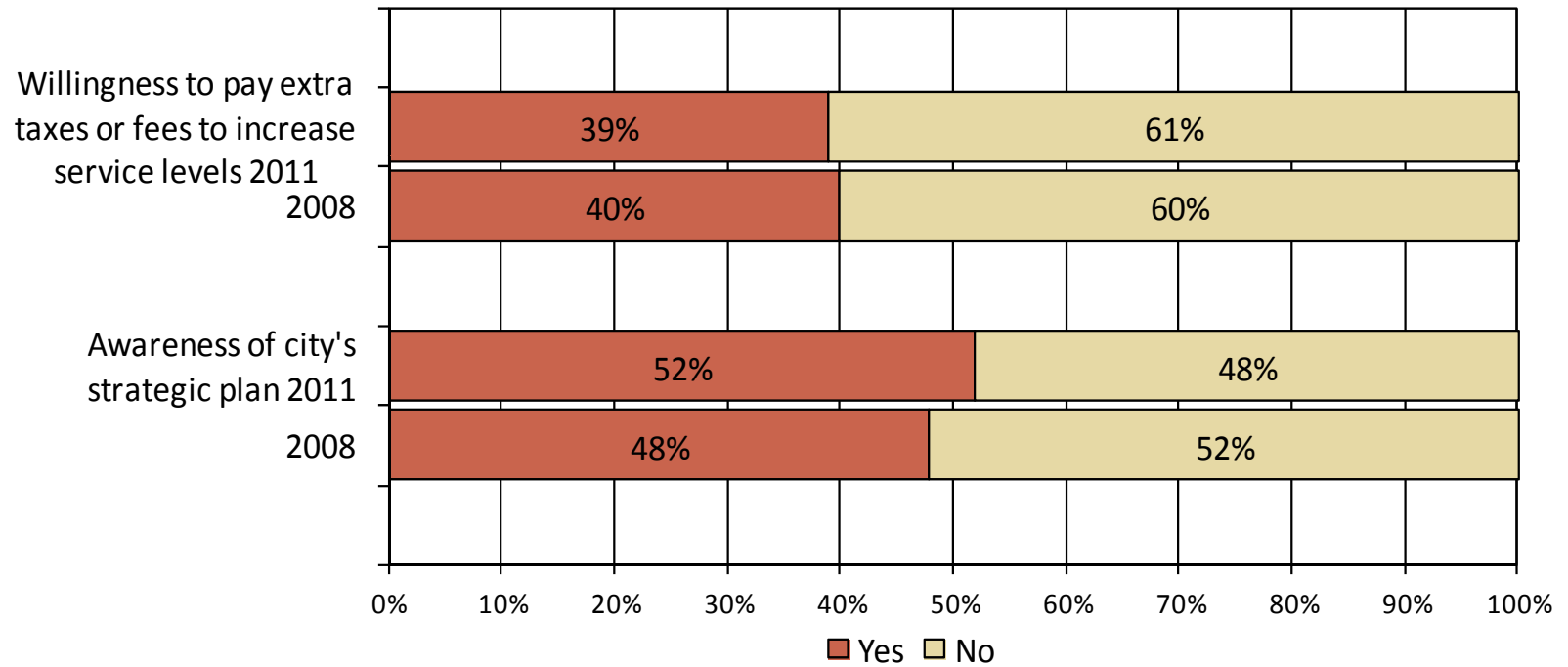


Sound Governance

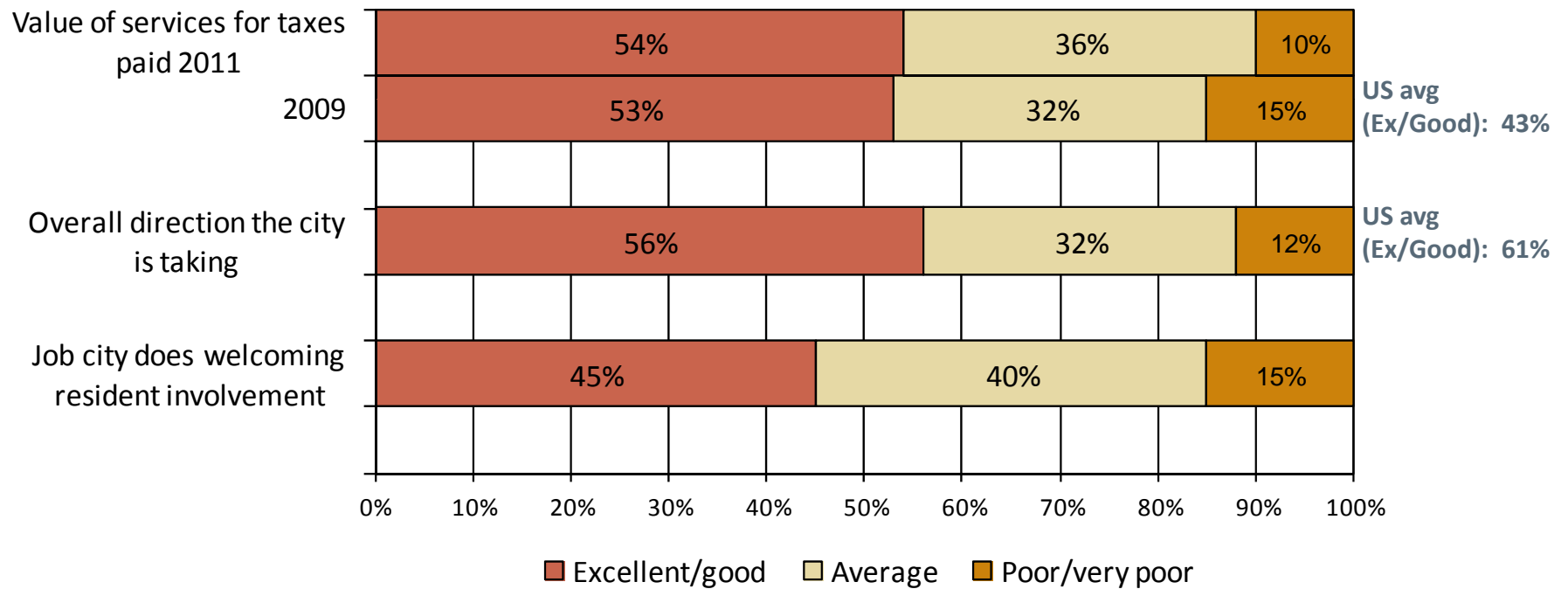
Contact with city employee in the past 12 months:



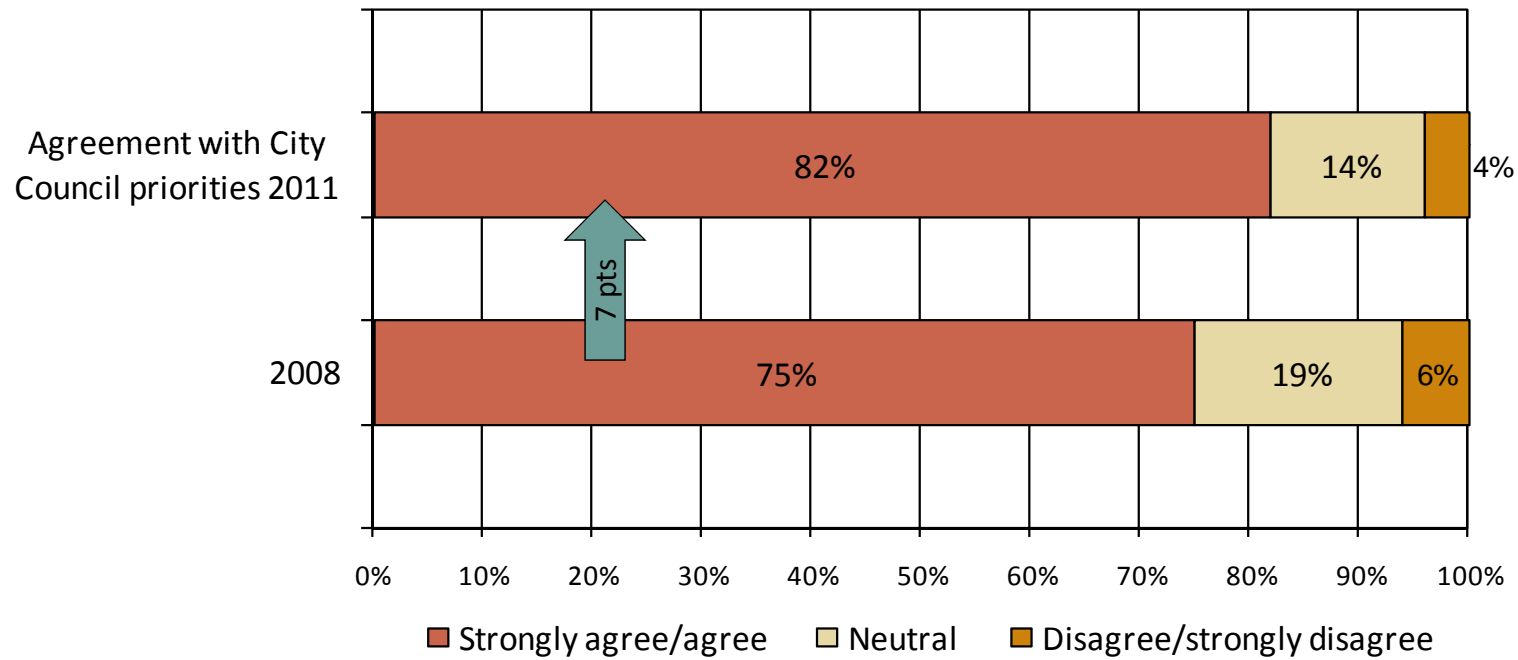
Sound Governance



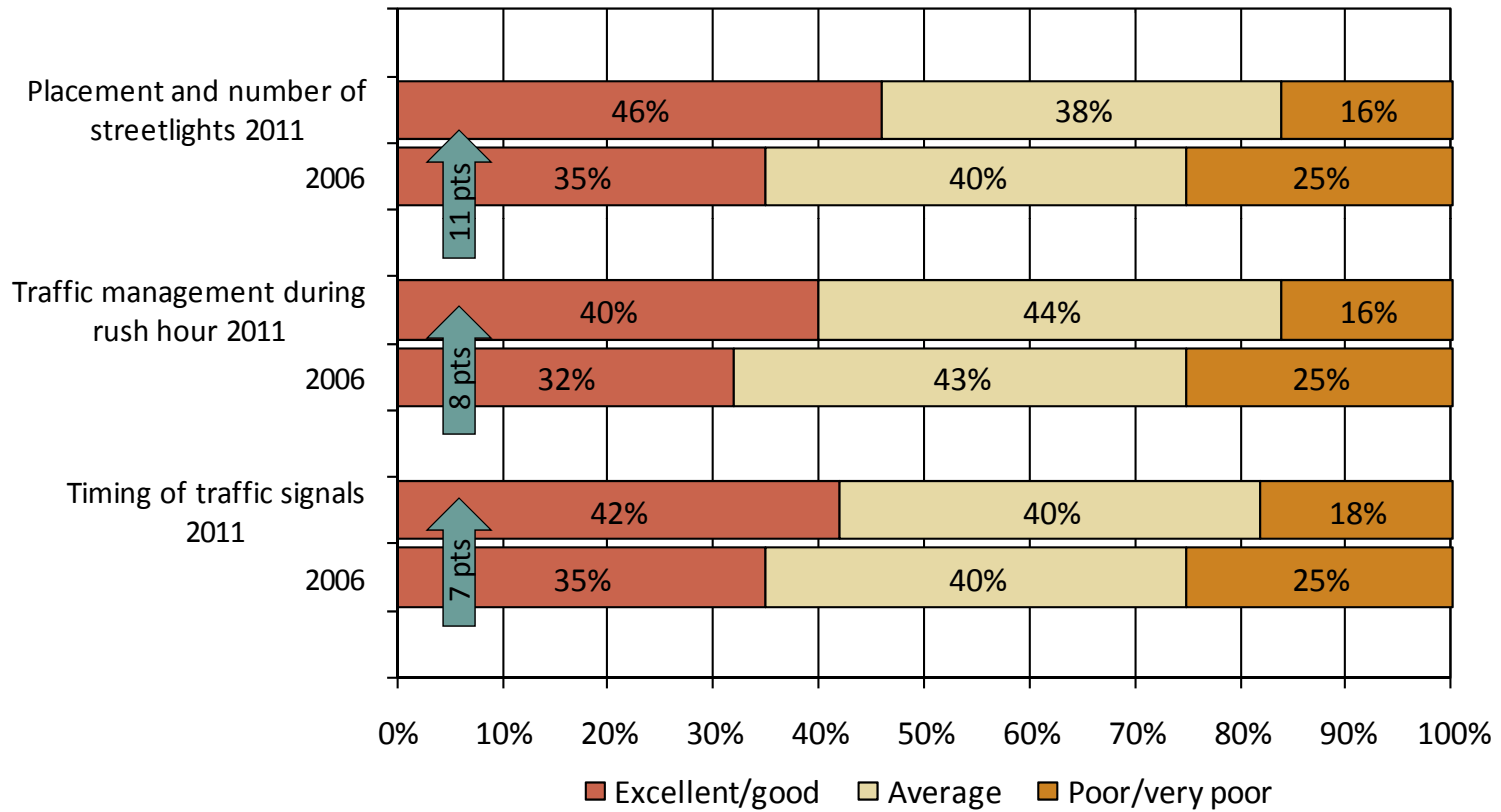
Sound Governance



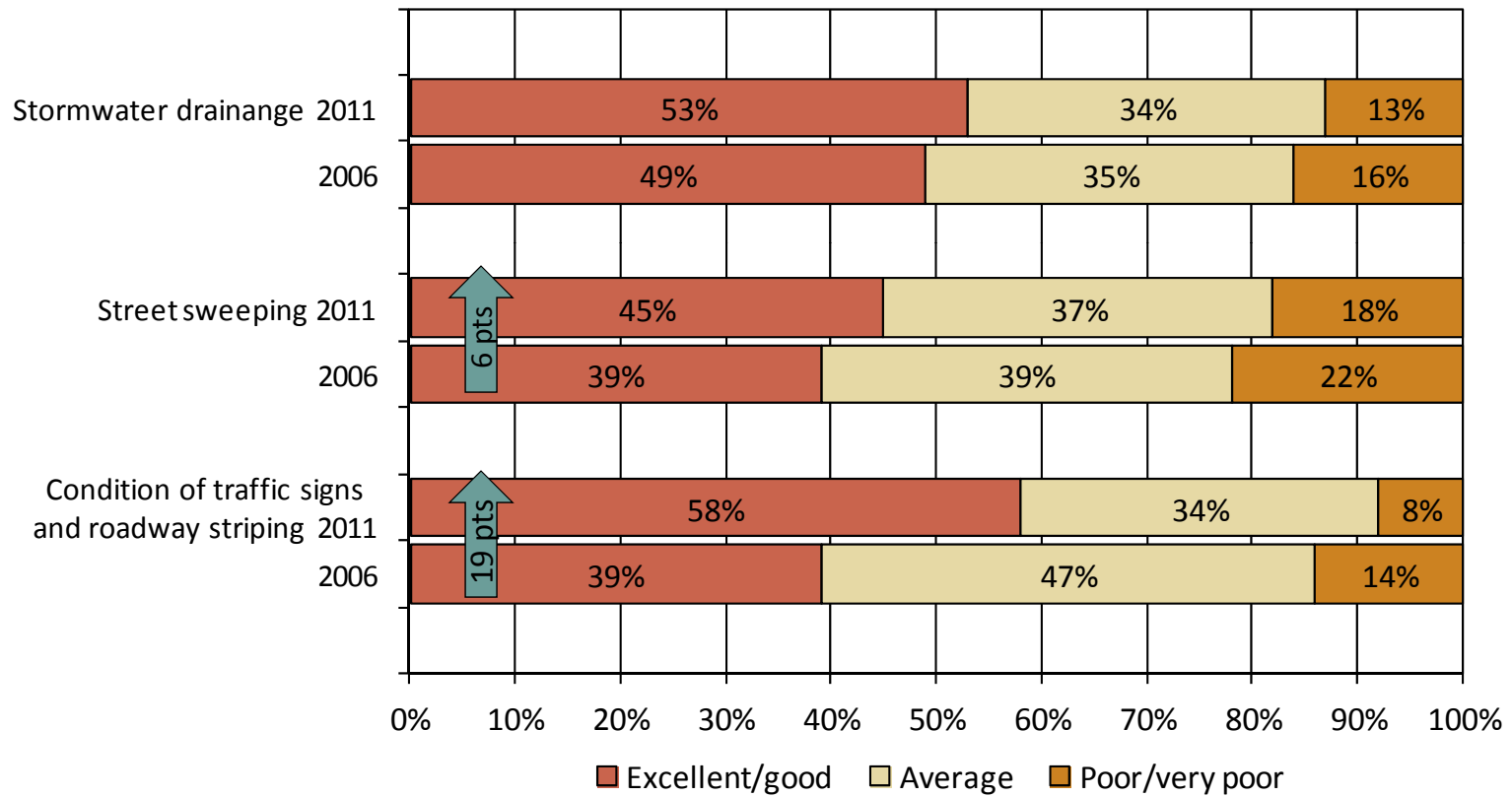
Sound Governance



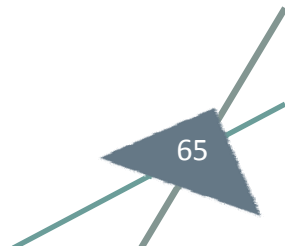
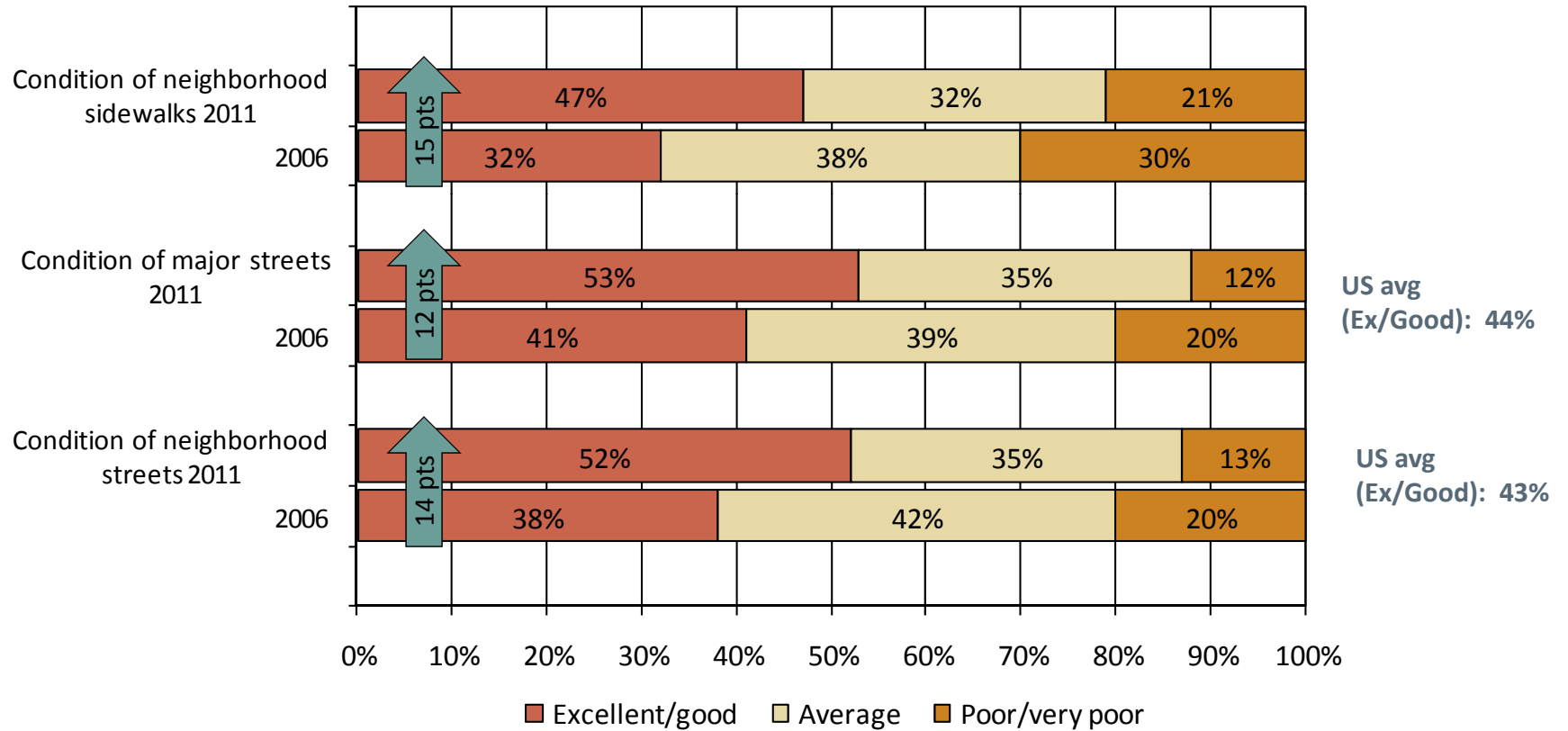
Infrastructure



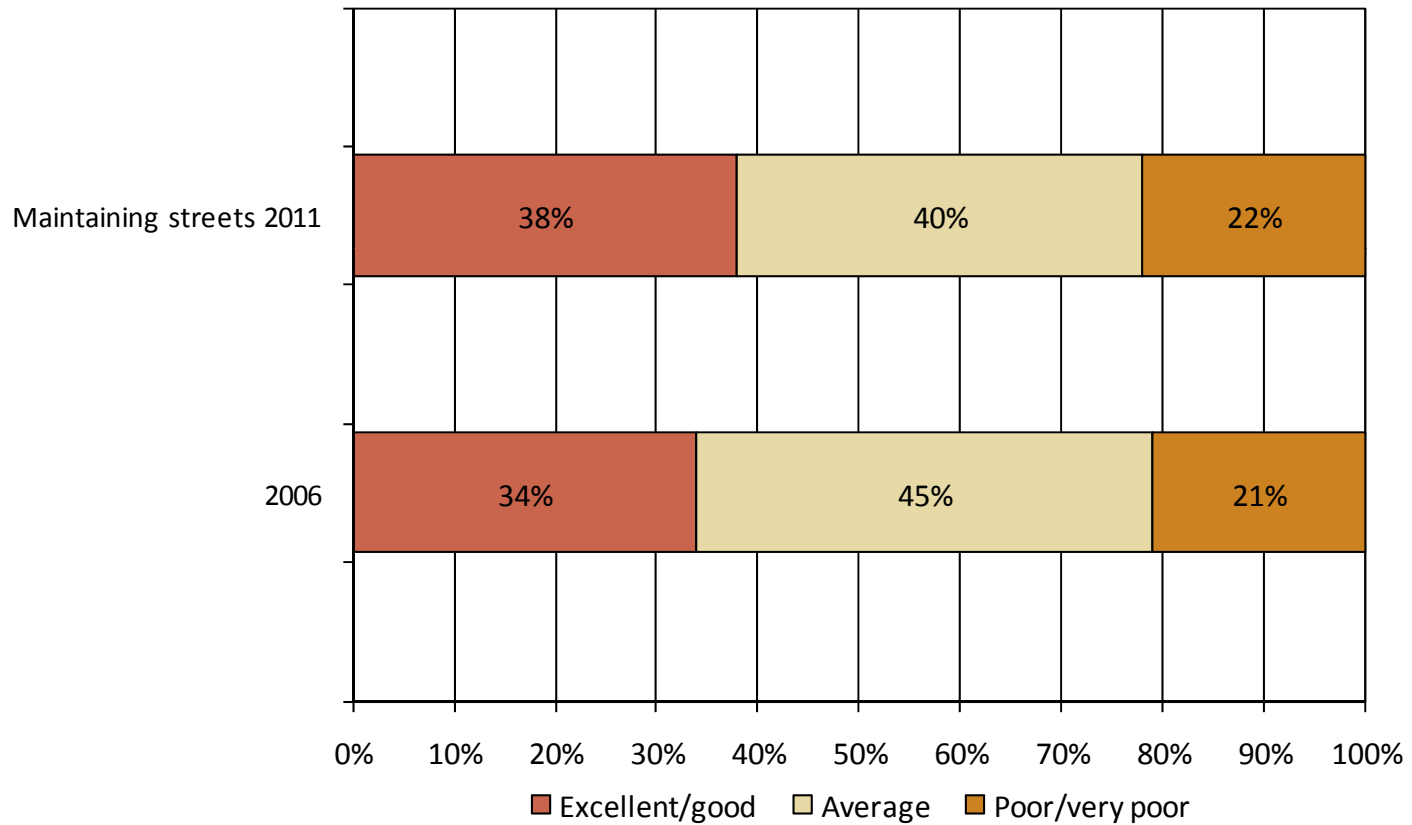
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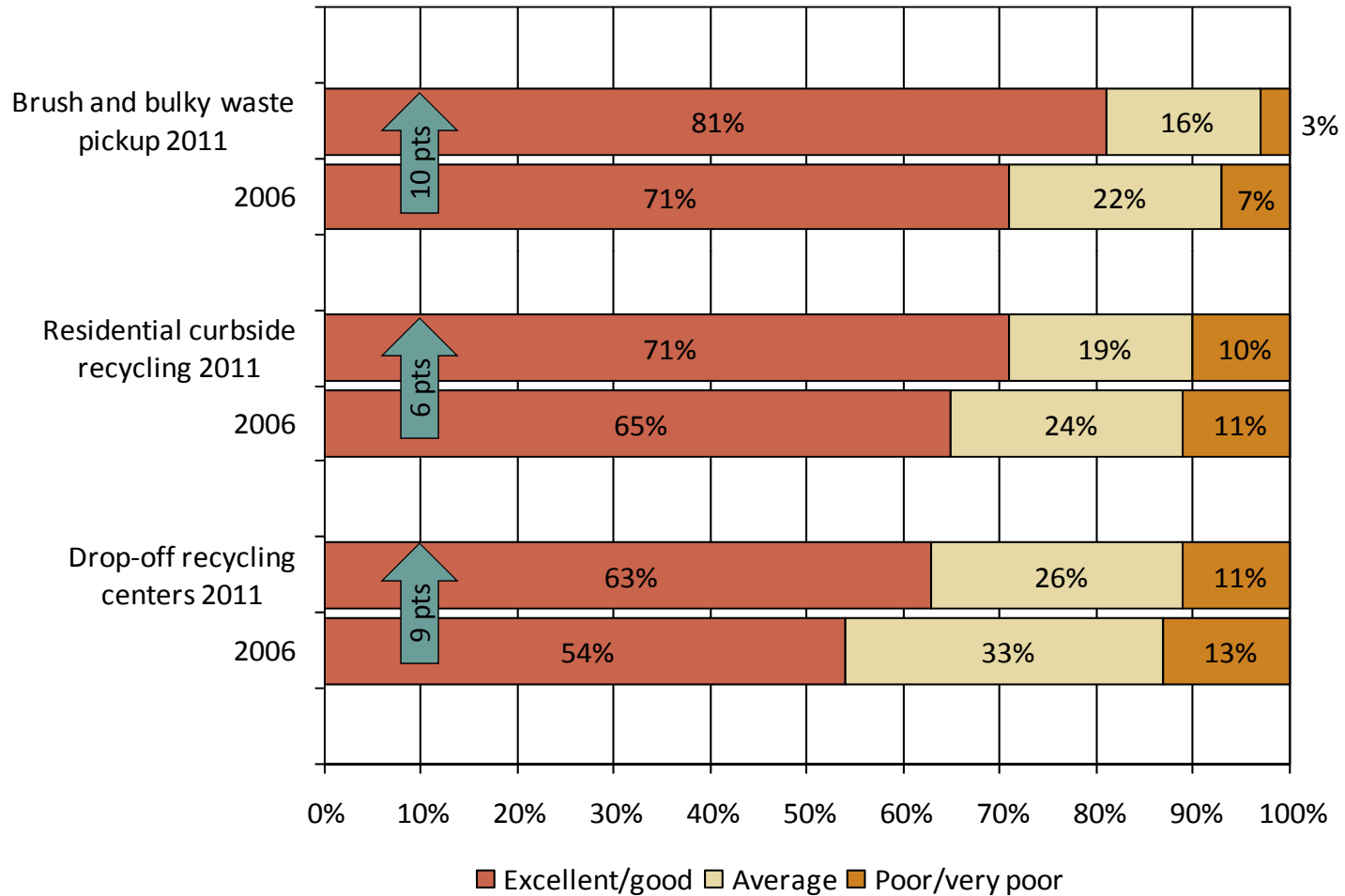
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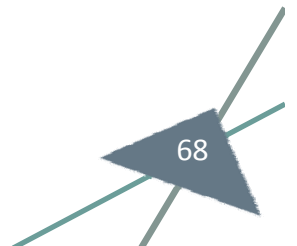
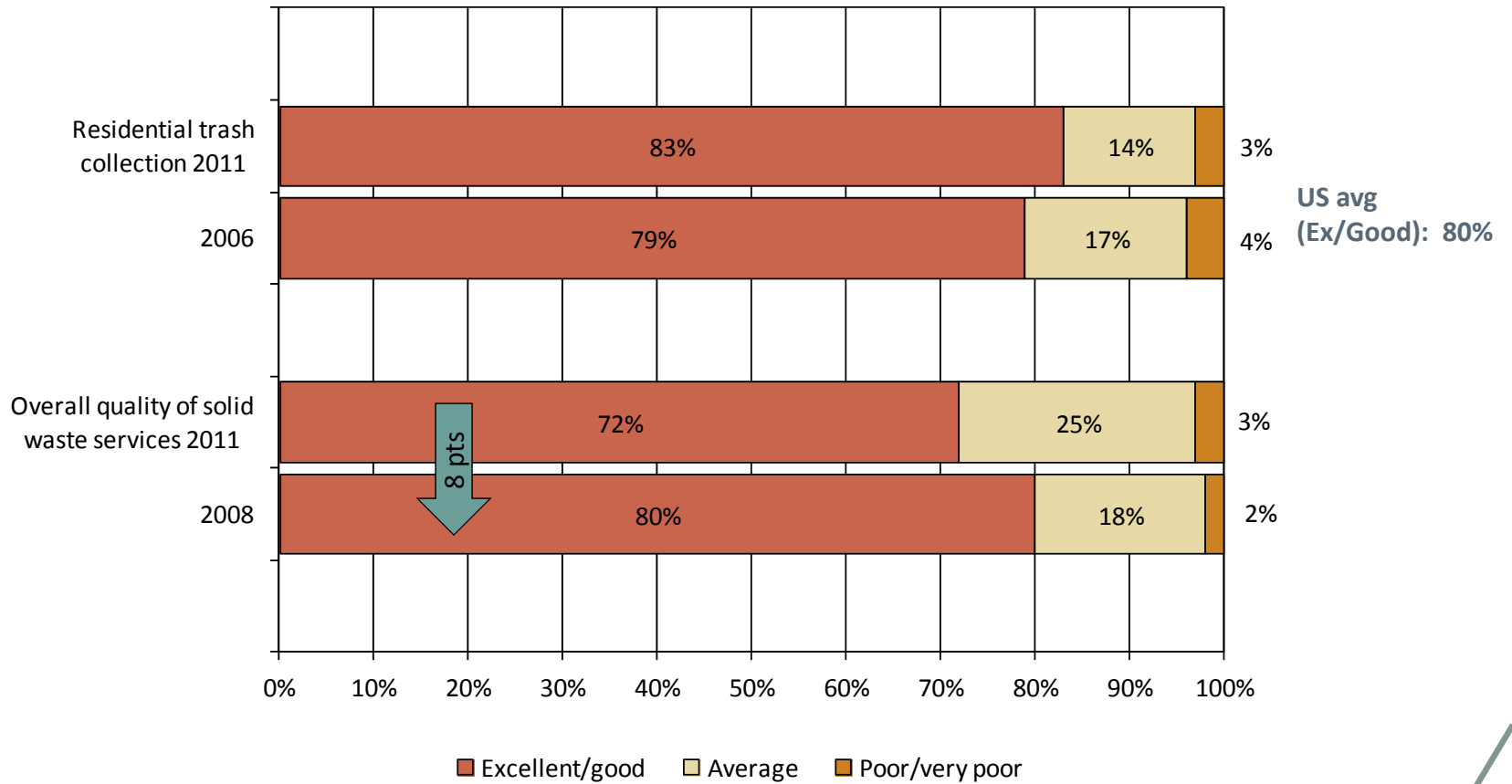
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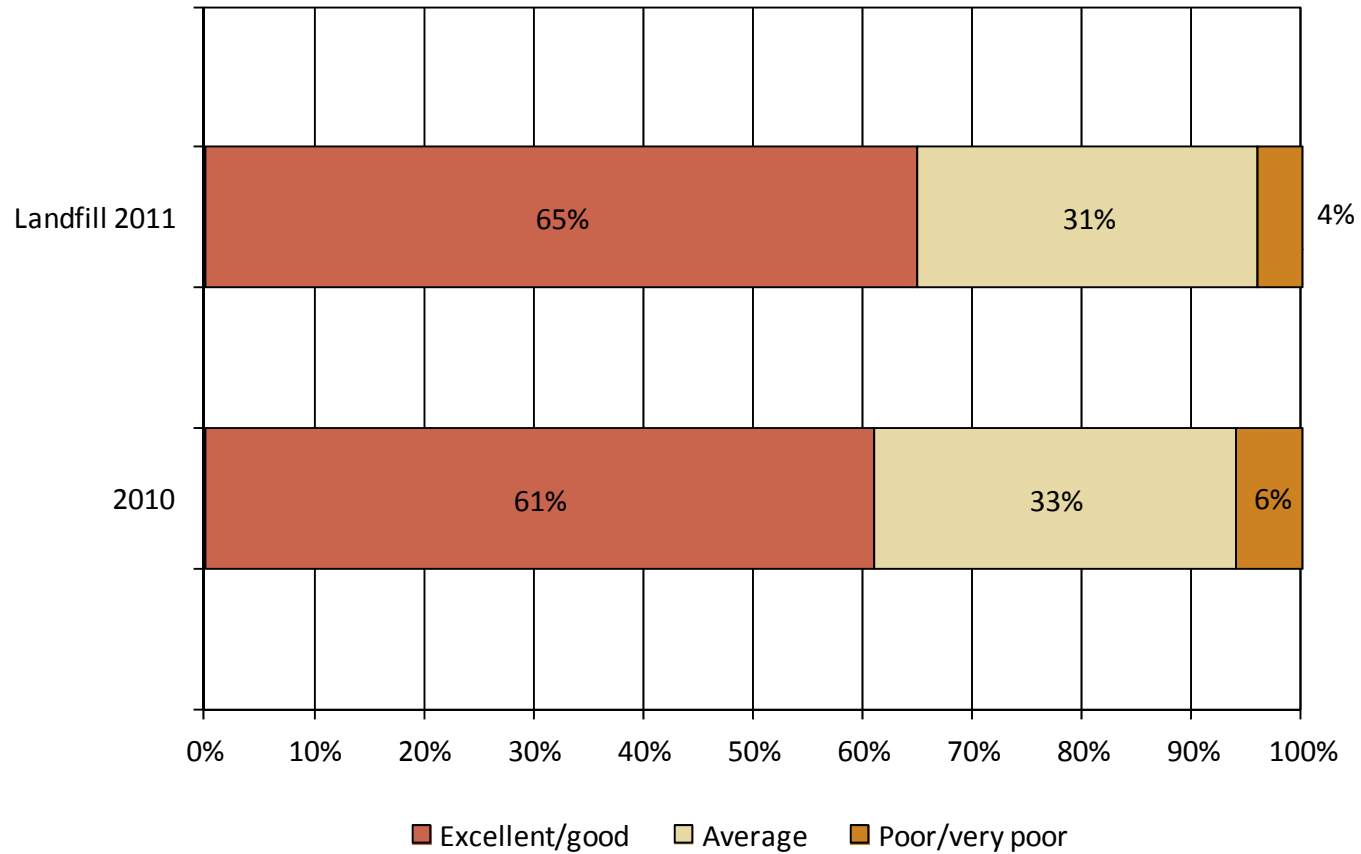
Environmentally Sustainable Community



Environmentally Sustainable Community



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