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# THE 2014 CITY OF EL PASO CITIZEN SURVEY



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**Prepared for:**

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Office of Management and Budget



# Section I

## Introduction

The Institute for Policy and Economic Development (IPED) at the University of Texas at El Paso was contracted by the City of El Paso's Office of Management and Budget to conduct a telephone household survey and a cellphone survey exploring citizen attitudes and perceptions about City services and general quality of life issues. This effort is the fifth in a series of similar surveys conducted in 2004, 2006, 2008, and 2011. Together, these surveys look at El Paso citizens' attitudes and perceptions over time regarding their City and the services its government provides. In addition, the 2014 Citizen Survey compares household and cellphone responses, not only providing a snapshot of current citizen preferences, but also examining potential differences between them. This survey and its findings are intended to guide the City on its mission to better serve its citizens and the community as a whole. In particular, the goals of this survey include: 1) targeting areas needing improvement, 2) monitoring citizen satisfaction levels over time, and 3) identifying issues and services most and least important to El Paso citizens.

Subsequent sections of this report include: an executive summary that provides an overview of all survey findings followed by a brief description of the research methodology including the survey instruments and sampling designs. Household respondent characteristics are then described and, subsequently, detailed findings are presented and organized by the six City initiatives listed in Table 1 below. Similarly, Cellphone respondent characteristics and findings are then presented. The final section presents the analysis of a series of cross-tabulations which explore and compare the attitudes and perceptions between telephone household respondents and cellphone respondents.

**Table 1. City Initiatives**

City Initiative	
1) Community Development	4) Economic Development
2) Consolidation of Services	5) Fiscal Initiatives
3) Transportation	6) Customer Service & Citizen Involvement

# Section II

## Executive Summary

The 2014 City of El Paso Citizen survey is the fifth in a series of similar citizen surveys which began in 2004. These surveys and their findings are intended to guide the City of El Paso in its mission to better serve its citizens. The 2014 survey is both a snapshot of current citizen viewpoints and a measure of changing perceptions overtime. The survey was implemented via a telephone household survey and a cellphone survey and conducted from April to June of 2014 by the Institute for Policy and Economic Development (IPED) at the University of Texas at El Paso. A randomly selected sample of resident households and cellphone users was contacted, ensuring that each group within a given zip code and with a working landline or cellphone had an equal probability of being selected for participation. After screening for incomplete surveys, respondents residing outside of the City limits, and controlling for gender bias, a final sample size of 1,043 valid household responses was achieved, yielding a  $\pm 3.1$  percent margin of error at the 95 percent confidence level. The final sample of cellphone responses was comprised by 624 valid responses, providing a margin of error of  $\pm 3.9$  percent at the 95 percent confidence level.

The 2014 household survey consisted of ten demographic questions and 27 questions addressing six city initiatives, including: 1) community development, 2) consolidation of services, 3) transportation 4) economic development, 5) fiscal initiatives, and 6) customer service and citizen involvement. The cellphone survey was a shorter version of the household survey with four screen questions, five demographic questions and eight questions covering five of the six City initiatives discussed above. The following paragraphs summarize the household and cellphone survey findings.

**Community Development.** In line with previous City of El Paso surveys, the 2014 household survey identified the tranquility, peacefulness, and security as the first positive image that comes to mind when thinking about the City of El Paso. In contrast, the poor climate and hot and dusty weather were viewed as the City's greatest negative features. However, it is worth noting that, for the first time, a relatively large proportion of household respondents indicated that no negative image came to mind about El Paso. Moreover, the friendliness and helpfulness of El Pasoans and the city's unique Hispanic culture and history ranked among El Paso's top strengths for promoting the City. When asked to rate various aspects of the City, El Paso as a place to live, to raise children, and to retire obtained the best ratings by both household and cellphone respondents. On the other hand, the City as a place to visit and the City's recreational and

entertainment opportunities received the lowest ratings. Nevertheless, the overall households' ratings improved from the previous findings obtained in 2011. In addition, the overall quality of life in the City was viewed as good by over half of the household and cellphone samples. Finally, the overwhelming majority of household respondents felt that environmental issues like improving air quality, energy efficiency, conservation and renewable energy, as well as recycling options are very important to them. However, on average, nearly one-third of household respondents reported that the environmental information they are currently receiving is inadequate.

**Consolidation of Services.** This section asked households if the City of El Paso and El Paso County should work more seriously on consolidating their services. Sixty-four percent of respondents answered favorable and indicated that all areas mentioned present a relatively good opportunity to be consolidated. Specifically, parks and recreation along with public transportation received the highest mean scores with practically half of respondents indicating that they represent the best opportunity to consolidate. Considering the nature of the cellphone survey, and in an effort to reduce its length, cellphone respondents were not questioned about consolidating services.

**Transportation.** The 2014 citizen survey indicates a small increase in public transportation usage when compared to the 2011 survey. However, most household (69 percent) and cellphone (77 percent) respondents reported that they never use public transportation. Not surprisingly, they indicated that their main reason for not using this service was a consequence of preferring their personal vehicle. Of those respondents using public transportation, households reported using the service more often with 35 percent of respondents using it daily or several time a week while 29 percent of cellphone respondents indicated using it at this same rate. Additionally, households were asked how interested they were in using bicycles as an alternative form of transportation. Household respondents appear to be slightly less interested than they were in 2008 and 2011. Not feeling safe, age or medical conditions, along with preferring their personal vehicle instead were the top three reasons for not being interested in using bicycles as an alternative form of transportation. With respect to transportation initiatives, household respondents stated that reducing traffic congestion and having a more comprehensive street and road maintenance program should be the two most important transportation initiatives for the City over the next five years. This results were consistent with previous survey findings.

**Economic Development.** Overall, household and cellphone respondents rated El Paso as a place to do business more favorably than El Paso's job market. Moreover, while over half of household respondents believed that El Paso as a place to do business is improving, almost half viewed the job market as stagnant. Schools and higher education, the general economic conditions, and the City's workforce were considered the most important economic development aspects by household respondents. Furthermore, household respondents rated the City's retail options along with schools and higher education as "good" economic development aspects in El Paso. At the bottom of the household ratings were the attractiveness of downtown and the general economic conditions of the City. To improve the general economic conditions, household respondents indicated that high-paying jobs and education are the most important factors to them. In line with previous surveys, household respondents felt that contracting with local businesses and the quality of work are the most important factors that should be considered when the City contracts private businesses for services; however, a competitive bidding process was also found comparatively important.

**Fiscal Initiatives.** Households' satisfaction with the way the City government uses their tax dollars has been slightly increasing over time but the greatest proportion of respondents continue reporting being somewhat satisfied. The majority of cellphone respondents also indicated being somewhat satisfied with the way the City uses their tax dollars; however, their levels of satisfaction were higher than those reported by household respondents. Both household and cellphone respondents indicated that they would prefer their tax dollars to be spent on education and street maintenance and improvements. When prioritizing City services, household respondents gave the highest priority to street cleaning, repair and right-of way maintenance, garbage collection and recycling efforts, as well as fire prevention, inspection, and education. Nevertheless, over half percent of household respondents considered all City services as high priorities. As a result, practically three out of four household respondents preferred to support a moderate tax or fee increase to maintain or expand the existing services provided by the City than to reduce those services.

**Customer Service and Citizens' Community Involvement.** To conclude with the 2014 Citizen survey, respondents rated their level of satisfaction with various City-funded areas. Results indicated that, for both types of survey respondents (households and cellphones), the highest levels of citizens' satisfaction were derived from the City's airport, libraries, and solid waste management services. Out of the 11 areas analyzed in the 2011 Citizen Survey, nine of them improved their satisfaction index scores. Among them, building permits and solid waste management services exhibited the largest increases. In contrast, the

Tax Office and Museums and Cultural Affairs exhibited a decline. With respect to the City's website, household respondents reported an increase in the number of visits relative to 2011 and 2008 reports. Furthermore, household respondents who indicated that they had interacted with a City Department or City employees reported lower levels of satisfaction when compared to the 2011 survey. Overall, these findings suggest a need to enhance the City's customer service, particularly with respect to City employees' quickness in resolving issues. Moreover, when households were asked about how successful the City was when communicating with its citizens about City programs and initiatives, their answers reflected the need to continue improving the City's communication efforts. Finally, with regard to citizen involvement, over half of household respondents felt that the City do not provide its citizens with adequate opportunities to participate in local government; however, over half of cellphone respondents felt otherwise. In addition, the greatest proportion of household respondents indicated not being interested in serving on Boards or Commissions nor in participating in the Neighborhood Leadership Academy. Not surprisingly, the overwhelming majority of household respondents reported that they are not participating in a neighborhood association.

# Section III

## Methodology

Similar to previous efforts, the 2014 City of El Paso Citizen Survey (see Appendix A) was developed by staff from the City of El Paso in collaboration with IPED. Although several revisions and additions were made, the 2014 survey instrument was largely based on previous instruments, also developed by the City of El Paso and IPED. As a result, general comparisons with previous surveys are made where possible. Comparable to the 2011 survey, questions were grouped into sections to correspond to various City initiatives, including: 1) Community Development, 2) Consolidation of Services, 3) Transportation, 4) Economic Development, 5) Fiscal Initiatives, and 6) Customer Service and Citizen Involvement. Moreover, in order to align more closely with current City objectives, several questions were added to the 2014 instrument, while others were modified or removed.

The 2014 City of El Paso Citizen Survey was implemented via a telephone household survey and via a cellphone survey using a stratified random digit dialing (RDD) procedure. A stratified sampling technique was chosen to guarantee that each zip code within the City was proportionately represented in the sample relative to the total population. Additionally, RDD approximates simple random sampling, ensuring that each household within a given zip code with a working landline (or cellphone) has an equal probability of being selected for participation. Both stratified RDD samples were obtained from a leading national sampling firm, with the landline sample filtered for fax machines, disconnects, and businesses.

Given its nature, the cellphone survey was a shorter version of the household survey and covered five of the six City initiatives discussed above. The final English survey instruments were translated into Spanish (see Appendix B) and converted into an electronic format to capture phone responses online by bilingual interviewers at the IPED Survey Research Center. The two electronic versions of the surveys were pre-tested and verified with regard to data integrity and accuracy prior to implementation. The household survey was conducted by interviewers beginning April 28<sup>th</sup> and ending June 7<sup>th</sup>, 2014, on weekdays and Saturdays, mostly between the times of 10 a.m. and 7 p.m. The cellphone survey was conducted by IPED interviewers beginning June 2<sup>nd</sup> and ending June 21<sup>st</sup>, 2014, on weekdays and Saturdays, mostly between the times of 10 a.m. and 6 p.m.

After screening the raw data for incomplete surveys and respondents residing outside of the City of El Paso, a final sample size of 1,043 valid household responses was achieved. At the 95 percent confidence level, a sample of this size provides a margin of error of plus or minus 3.0 percentage points.<sup>1</sup> In other words, results for 95 out of 100 samples of this size fall within  $\pm 3.0$  percent of what would have been obtained had every household in the City of El Paso been surveyed. The final sample of cellphone responses was comprised by 624 valid responses after screening for incomplete surveys and respondents residing outside of the City limits. These responses provide a margin of error of  $\pm 3.9$  percent at the 95 percent confidence level.<sup>2</sup>

Responses received from both samples were statistically weighted by gender aged 18 and older to offset any gender bias introduced by a larger sample of female respondents relative to male respondents given that females are more likely to be at home at the time of the survey interviews and to participate voluntarily.<sup>3</sup> Table 2 below compares the sample gender distribution to the 2012 distribution of the City of El Paso population 18 years or older, and reports the gender weights used to adjust the sample responses. Although gender-weighted responses did not produce significantly different results when compared to non-weighted responses, weighted responses are, nonetheless, used throughout the analysis of this report in an effort to reduce any gender bias.

**Table 2. Gender Distributions and Weights**

	Population 18 years and older	Household Sample	Gender Weight	Cellphone Sample	Gender Weight
Male	47.4%	29.1%	1.63	44.9%	1.06
Female	52.6%	70.9%	0.74	55.1%	0.95
<b>Total</b>	<b>100%</b>	<b>100%</b>	-	<b>100%</b>	-

Source: U.S. Census Bureau, 2012 American Community Survey

<sup>1</sup> The margin of error assumes a total of 219,579 households (U.S. Census Bureau, 2012 American Community Survey).

<sup>2</sup> The margin of error assumes that at least 33 percent of adults aged 18 and over live in wireless-only households (based on U.S. Census Bureau, 2012 American Community Survey and various National Health Statistics Reports from the U.S. Department of Health and Human Services).

<sup>3</sup> O'Rourke, D. and Lakner, E., Summer 1989, "Gender Bias: Analysis of Factors Causing Male Underrepresentation in Surveys," *International Journal of Public Opinion Research*, v1, n2, Survey Research Laboratory, University of Illinois.



# Section IV

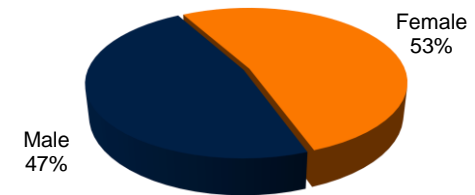
## Sample Characteristics - Households

A total of ten demographic questions were asked in the 2014 City of El Paso Citizen Household Survey. After weighting, the sample gender distribution matched that of the City's population aged 18 and older, with 53 percent of respondents being female and 47 percent male (**Figure 1**). Age was slightly skewed towards older individuals, with 38 percent of respondents indicating that they are between the ages of 45 and 64, while 33 percent is 65 or older and 28 percent is between 18 and 44 (**Figure 2**). About 20 percent of respondents are high school graduates (or received its equivalency) while 18 percent did not go to or completed high school (**Figure 3**). Similarly, while 23 percent has some college education, 21 percent obtained an undergraduate degree and ten percent a graduate degree. In addition, seven percent of respondents received an associate's degree and about one percent attended a trade school. Not surprisingly, most respondents, or 74 percent, are Hispanic while 21 percent identified themselves as White non-Hispanics (**Figure 4**).

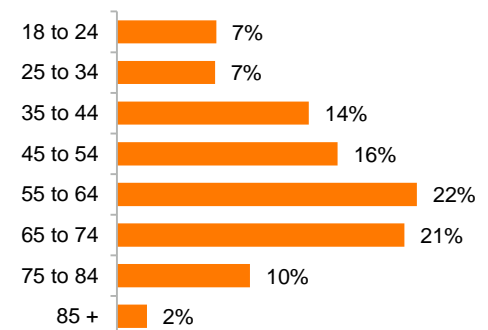
Eleven percent of respondents have lived in the City of El Paso less than 10 years and 37 percent between 10 and 29 years (**Figure 5**). Moreover, over half of respondents reported that they have lived in the City for 30 years or more. Nearly three out of four respondents own a house while one in five rent or lease a single family home or an apartment (**Figure 6**). After recoding zip codes into City areas, the largest proportion of respondents (33 percent) indicated that they live on the East side of the City (**Figure 7**). This was followed by the remaining respondents that are distributed very closely among the Northeast (19 percent), Lower Valley (18 percent), West side (17 percent), and the Central area of town (14 percent).

Practically one-third of respondents' households consist of two individuals whereas nearly half of these respondents' households encompass between three and five people (**Figure 8**). Also, nearly two-thirds of respondents do not live in households with children under the age of 18 (**Figure 9**). The last demographic question asked City residents about their household income, however, a relatively high proportion of respondents refused to answer this question or indicated that they did not know what their household income was (**Figure 10**). Nevertheless, of those who answered this question, approximately half of them reported earning less than \$40,000, nearly one-third between \$40,000 to less than \$80,000, and less than one-fifth over \$80,000.

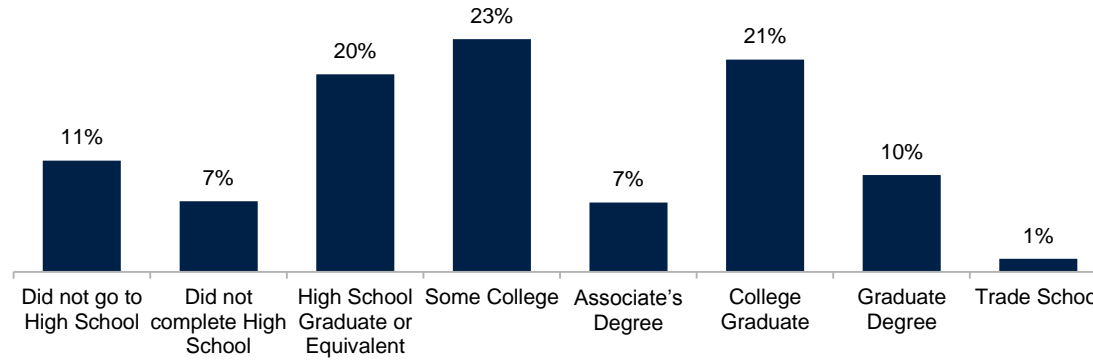
**Figure 1. Gender**



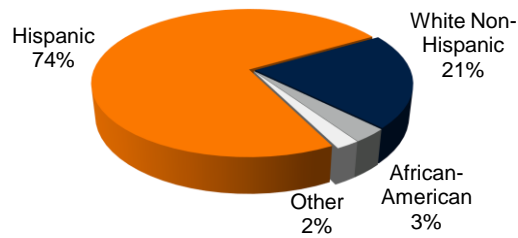
**Figure 2. Age**



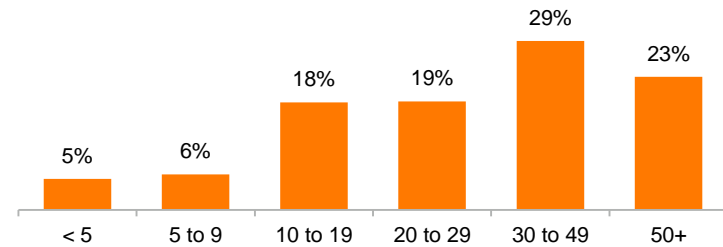
**Figure 3. Educational Attainment**



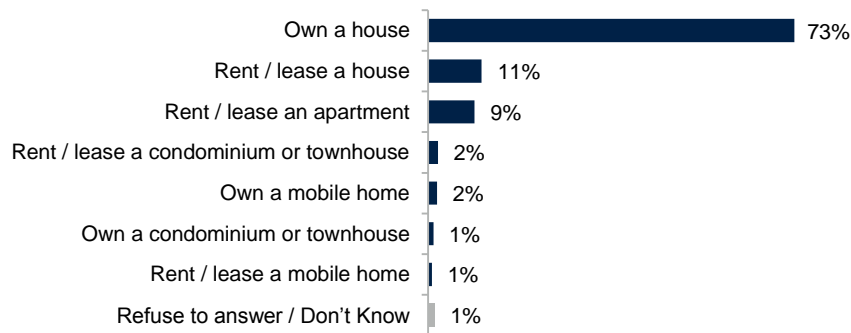
**Figure 4. Ethnicity**



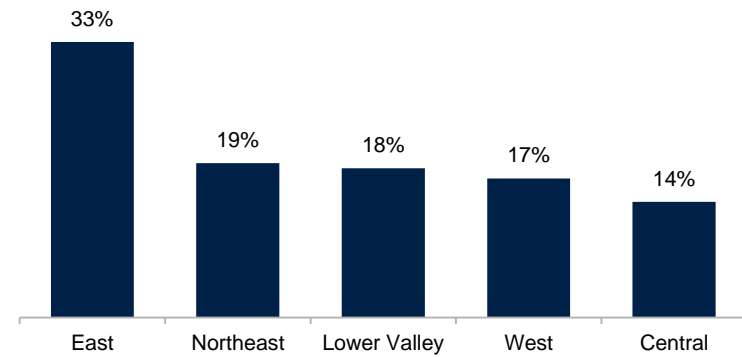
**Figure 5. Years Lived in El Paso**



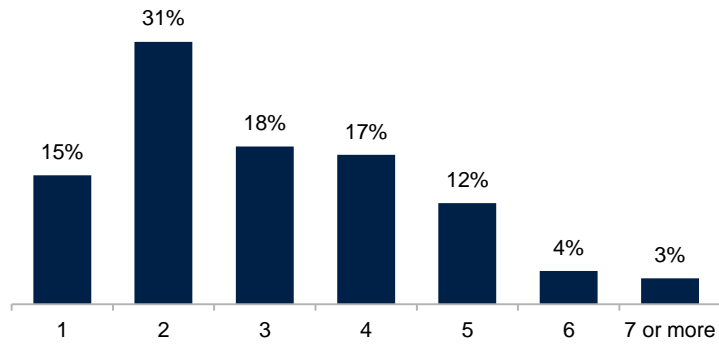
**Figure 6. Residence Type**



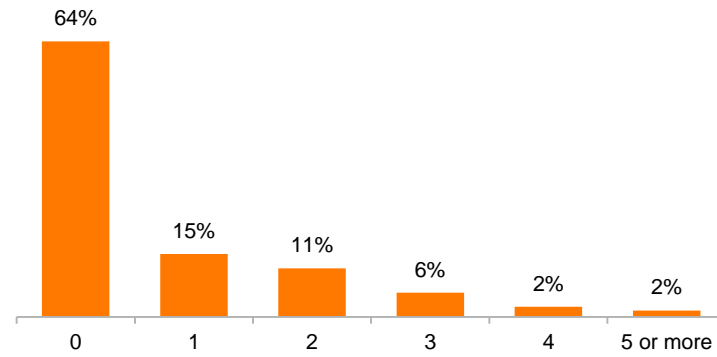
**Figure 7. Area of Town of Residence**



**Figure 8. Household Size**

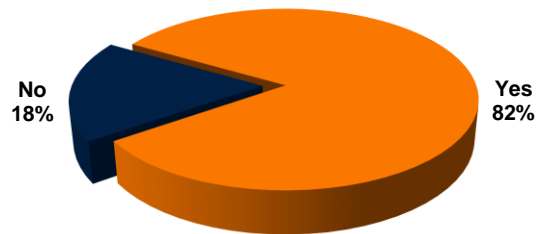


**Figure 9. Children under 18 Years of Age Living at Household**

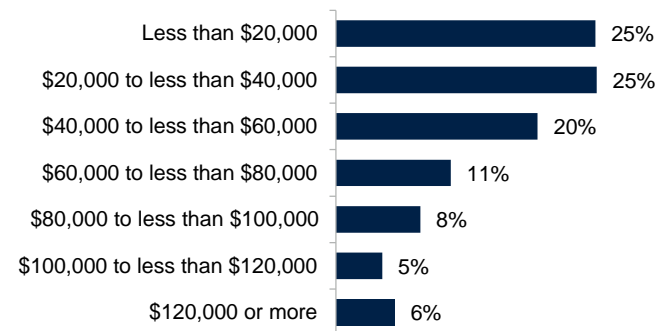


**Figure 10. Household Income**

*Responses to the Household Income Question*



*Household Income of those who chose to Answer*



# Section V

## Survey Results - Households

Survey findings from the sample of City of El Paso households are presented on a question-by-question basis in the form of frequencies. These findings are organized by six sub-sections that include the current City initiatives. Given that some initiatives and survey questions have changed over time, comparisons with previous survey efforts are made where possible. Table 3 presents the City initiatives identified in the 2014 household survey along with the number of questions that comprised each of them.

**Table 3. 2014 City Initiatives and Number of Questions Asked**

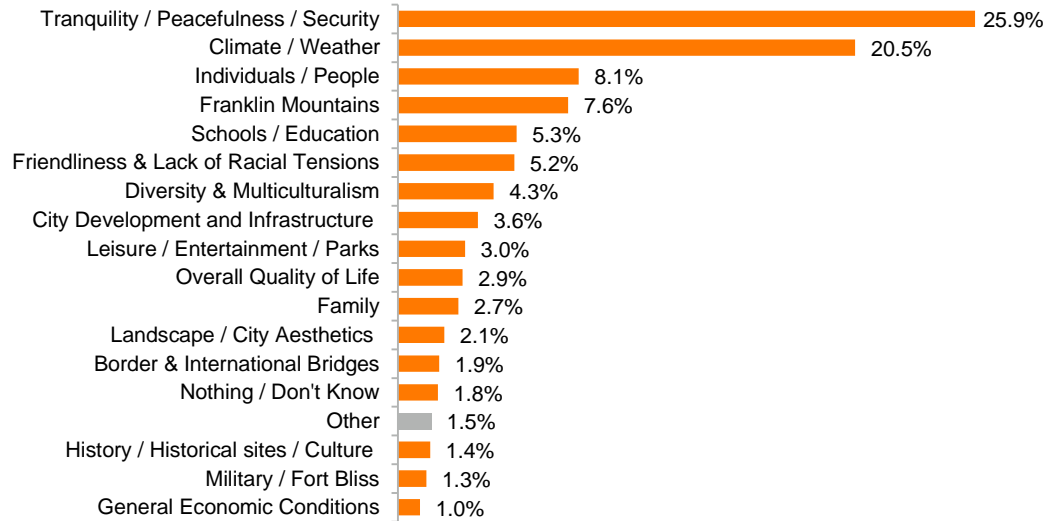
City Initiative	Number of Questions
1) Community Development	5
2) Consolidation of Services	2
3) Transportation	4
4) Economic Development	7
5) Fiscal Initiatives	3
6) Customer Service & Citizen Involvement	8

### Community Development

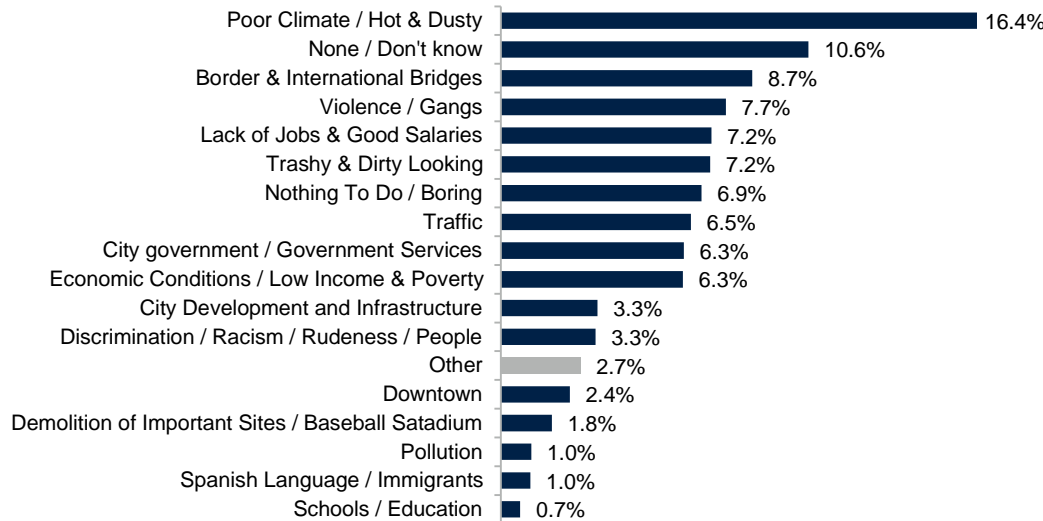
In line with previous City of El Paso surveys, the 2014 questionnaire first asked residents several open-ended questions about the City of El Paso's positive and negative images in addition to its two biggest strengths. Similar to previous surveys, the positive images that came to mind when thinking about the City of El Paso were the tranquility, peacefulness, and security of the City followed by its climate and weather (**Figure 11**). The City's people ranked at a distant third, closely followed by the Franklin Mountains, schools and education as well as people's friendliness and the lack of racial tensions. Overall, these findings suggest that the City's most important assets lie in its local environment and landscape.

Next, residents were asked about the first negative image that comes to mind when they think about the City of El Paso. Similar to previous surveys, the poor climate and hot and dusty weather received most of the mentions (**Figure 12**). Unusual to any previous surveys, household respondents mentioning that no

**Figure 11. First Positive Image that Comes to Mind about El Paso**



**Figure 12. First Negative Image that Comes to Mind about El Paso**



negative image came to mind ranked second. This was followed by the Border and International bridges, violence or gangs, and the lack of jobs and good salaries which were ranked within the top five negative images. Similarly, trashy and dirty looking along with the lack of things to do within the City continue to be frequently mentioned among respondents. Additionally, traffic seems to be moving up rankings among these negative images. In general, these results suggest that, although some progress has been made, efforts to continue improving the local atmosphere, job market, and traffic would likely improve the City's image.

Next, City of El Paso households were asked to identify the two biggest strengths El Paso has that could be better utilized to promote the City. Comparable to previous surveys, the City's people, its history and culture, the City's weather and climate, and UTEP were the top four strengths (**Figure 13**). Following closely behind were leisure and entertainment (including parks), the City's safety, its border location, the Franklin Mountains, and the new baseball stadium.

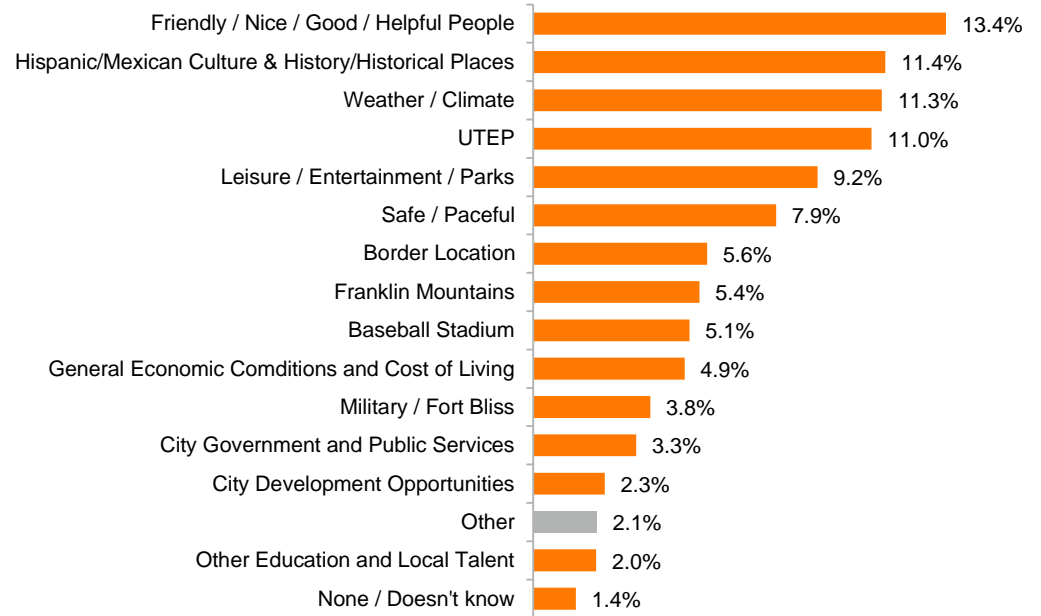
Households were then asked to rate the City of El Paso in six areas: 1) as a place to live, 2) as a place to visit, 3) as a place for recreation and entertainment, 4) as a place to raise children, 5) as a place to retire, and 6) the overall quality of life in El Paso (**Figure 14**). Practically, three-fourths of respondents rated El Paso as a good place to live, raise children, and retire. Similarly, over half of respondents indicated that El Paso was good as a place to visit whereas less than one in three provided this same

rating with respect to El Paso as a place for recreation and entertainment. This latter obtained the lowest ratings among the selected categories. However, three out of five respondents rated the overall quality of life in El Paso as “good.”

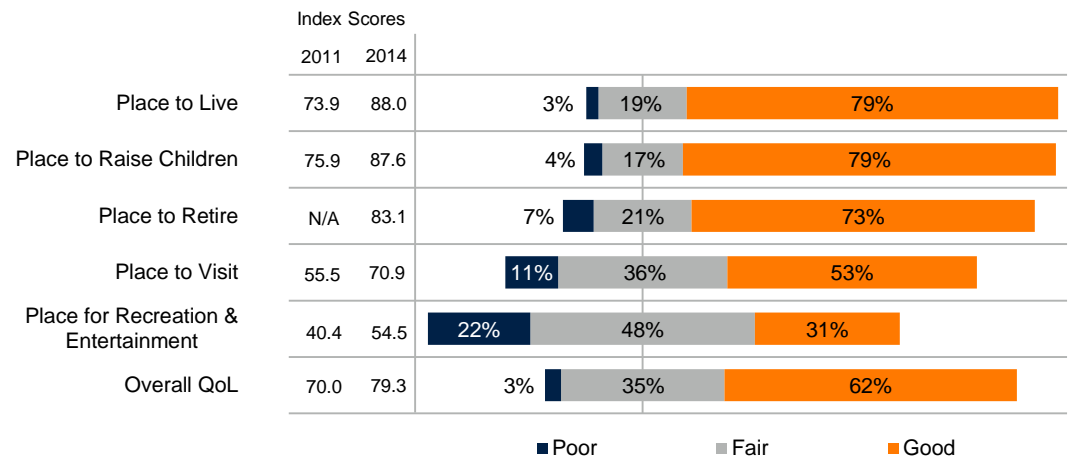
Similar to the 2011 survey, index scores are also provided for each of the six questions and range from 0 to 100 with 0 being worst and 100 being best. The scores were calculated from the mean (or average) response to each question. These index scores essentially provide a single number summarizing how respondents feel about a given topic, therefore, they are useful indicators for making comparisons across questions, as well as for tracking improvements achieved across time. Although the rating scale in the 2014 survey changed slightly from the 2011 survey, the 2014 index scores seem to have improved in general. These results indicate that improvements to El Paso’s recreational and entertainment opportunities would likely boost the overall score of the City. Additional index scores are used throughout this analysis to summarize and compare findings where possible.

City of El Paso households were then asked how important several environmental topics and policies were to them. These topics included: (1) recycling options, (2) energy efficiency, conservation, and renewable energy, (3) alternative or active transportation options, (4) improving air quality, (5) adaptation to changing climate, and (6) local food systems. As depicted in **Figure 15**, the overwhelming majority, or over two-thirds of respondents, felt that each of these topics was important. Next, if respondents felt the

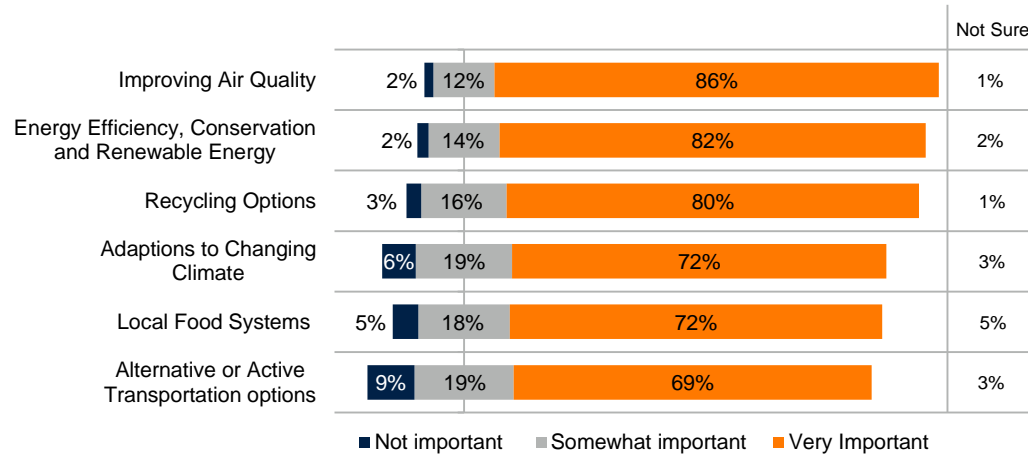
**Figure 13. City of El Paso Biggest Strengths**



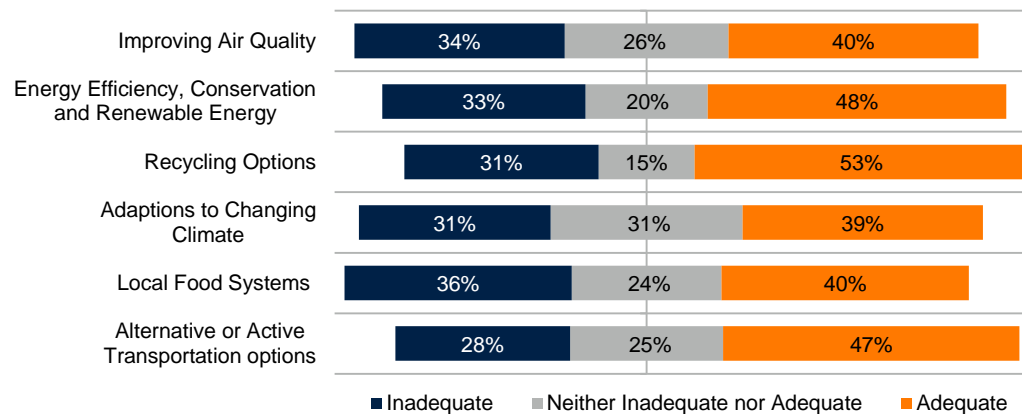
**Figure 14. City Quality of Life Ratings**



**Figure 15. Importance of:**



**Figure 16. Adequacy of Information Received About:**



topic was important or somewhat important, they were asked to rate the adequacy of the information they are receiving about that topic (**Figure 16**). Information adequacy was rated similarly across each of the six topics. The greatest proportion of respondents (at least 39 percent) felt the information they are currently receiving about these topics is adequate. In contrast, between 28 percent and 36 percent of respondents felt that the information they are currently receiving about these topics is inadequate. Accordingly, City efforts to provide additional and better information about these environmental topics may prove beneficial to residents.

### Consolidation of Services

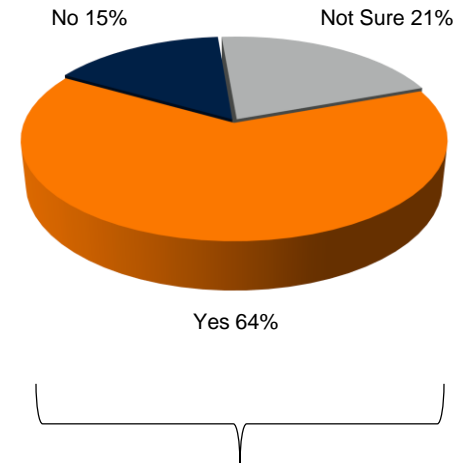
The next series of questions referred to the possibility of consolidating some of the City of El Paso and El Paso County services. In particular, households were first asked if they believed the City and the County should work more seriously on consolidating services. Sixty-four percent of respondents indicated that they believe the City and the County should work more closely on this whereas 15 percent indicated the opposite and 21 percent were unsure (**Figure 17**). Moreover, households who believed the City and the County should work more closely on consolidating services were then asked to rate the opportunity to consolidate specific areas using any number from one to five, where one was the worst opportunity and five the best. The specific areas included: (1) law enforcement, (2) urban planning and zoning, (3) public transportation, (4) parks and recreation, and (5) facilities and fleet maintenance. In

addition to their respective frequencies, mean scores were calculated for each area. As a result, parks and recreation along with public transportation received the highest mean score with practically half of respondents rating them as the best opportunity to be consolidated (**Figure 18**). They were followed by law enforcement, facilities and fleet maintenance, and urban planning and zoning. Based on these results, household respondents indicated that each area presents a relatively good opportunity to be consolidated.

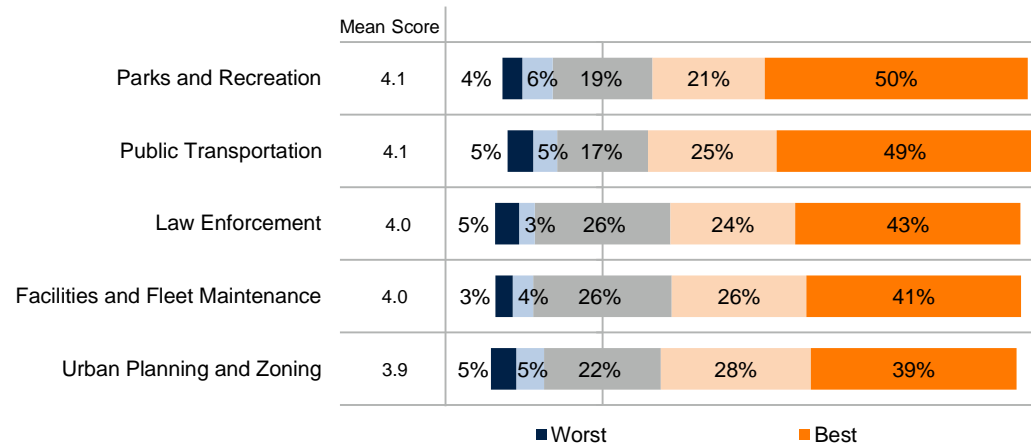
## Transportation

The transportation section of the survey included four main questions with some sub-questions, if applicable. First, households were prompted to indicate how often they use public transportation. In line with previous surveys, most respondents, or 69 percent, reported that they never use public transportation (**Figure 19**). Not surprisingly, they indicated that their main reason for not using this service was a consequence of preferring their personal vehicle (**Figure 20**). Other reasons that were mentioned included limited service in the respondent's area, long travel times, and the lack of punctuality and reliability of the public transit system (**Figure 21**). Nevertheless, when compared to the 2011 survey, ridership appears to have slightly increased, with eight percent more respondents using public transportation in 2014 relative to 2011. Likely, this tendency is the result of capital and service improvements made to the transit system in recent years which include new buses, the expansion of service hours and routes, the

**Figure 17. Should the City and County Work more Seriously on Consolidating Services?**

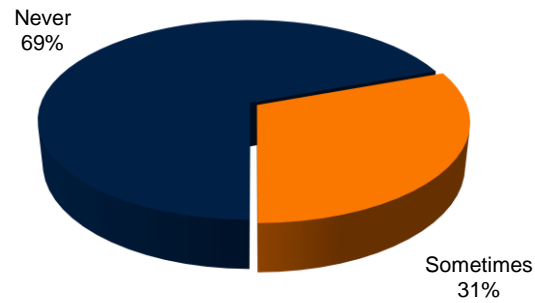


**Figure 18. Opportunity Ratings to Consolidate:**

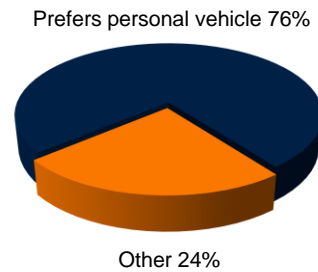




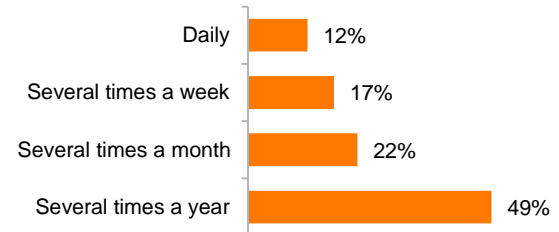
**Figure 19. Do You Use Public Transportation?**



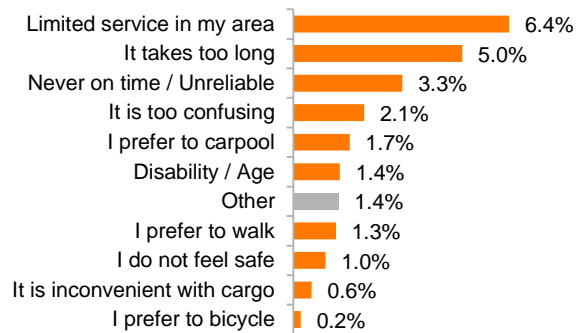
**Figure 20. Main Reason for Not Using Public Transportation**



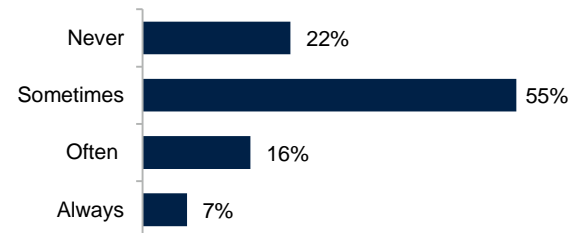
**Figure 22. How Often Do You Use Public Transportation**



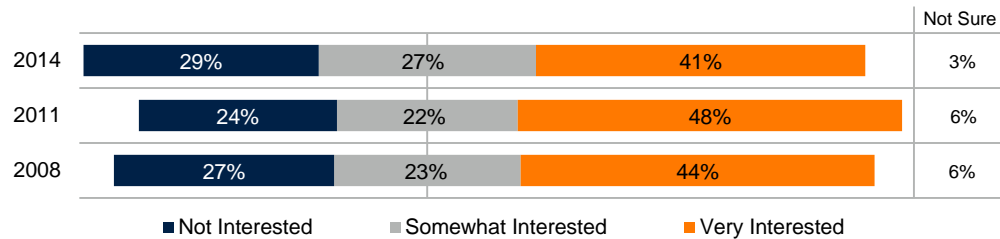
**Figure 21. Other Reasons for Not Using Public Transportation**



**Figure 23. How Often Do You Use Public Transportation to Go Downtown?**



**Figure 24. Bicycles as an Alternative form of Transportation**



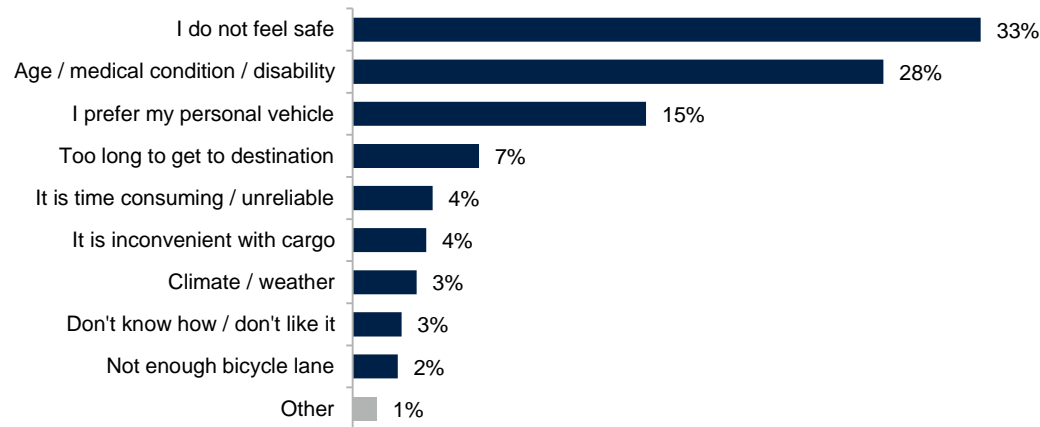
construction and improvement of new and current transfer centers, as well as the implementation of the Brio rapid transit system.

On the other hand, those respondents who cited using public transportation were then asked how often they use it. Twenty-nine percent indicated that they use it on a daily basis or several times a week, 22 percent several times a month, and 49 percent several times a year (**Figure 22**). Moreover, when questioned about how often they use public transportation to go downtown, more than half of respondents said "sometimes" while over one-fifth said "often" or "always" (**Figure 23**).

**Figure 24** presents household respondents' interest in using bicycles as an alternative form of transportation. Even though the greatest proportion of respondents continues to be very interested, respondents appear to be slightly less interested when compared to 2008 and 2011. Not feeling safe, age or medical conditions, along with preferring their personal vehicle instead were the top three reasons for not being interested in using bicycles as an alternative form of transportation (**Figure 25**). In general, these results suggests that improvements to infrastructure supporting bicycles' safety within the City may boost the interest level among City households.

To conclude the transportation section, City households were given a list of four transportation initiatives and were asked which should be the most important for the City over the next five years. Consistent with previous survey efforts, respondents said that reducing traffic congestion

**Figure 25. Main Reason for Not Being Interested in Using Bicycles as a Form of Transportation**



**Figure 26. Most Important Transportation Initiative over the Next Five Years**

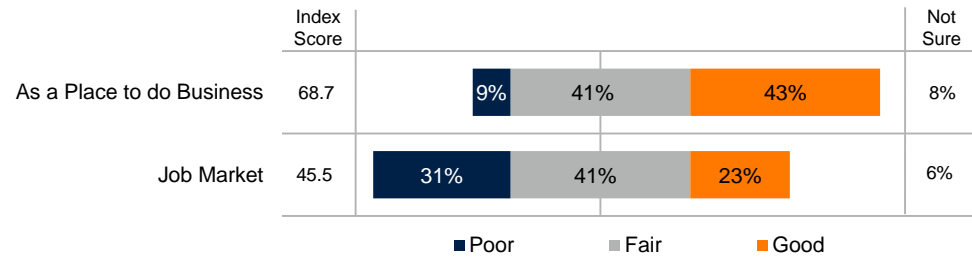


and having a more comprehensive street and road maintenance program should be the two most important transportation initiatives for the City of El Paso over the next five years with 39 percent and 25 percent of respondents choosing these options, respectively (**Figure 26**). These initiatives were followed by additional bicycle routes or bicycle sharing programs with 19 percent of responses along with more pedestrian access and pedestrian paths with 17 percent of responses. Given that survey respondents have consistently indicated that reducing traffic congestion and having a more comprehensive street and road maintenance program should be the two most important transportation initiatives, the City may need to dedicate additional resources on making improvements in these two areas.

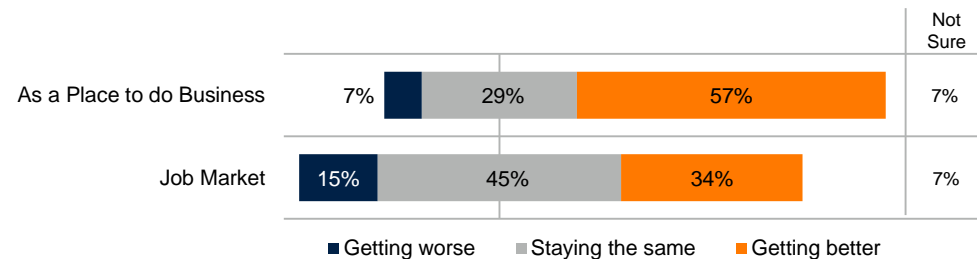
## Economic Development

This section of the survey asked respondents seven questions related to economic development in the City. First, households were asked to rate the City of El Paso business and job markets. Overall, respondents rated El Paso as a place to do business more favorably than El Paso's job market. While the former was rated as "good" by 43 percent of household respondents, the latter was rated this same way by 23 percent of them (**Figure 27**). Similarly, while 57 percent of respondents believed El Paso is getting better as place to do business, 34 percent believed El Paso's job market is getting better (**Figure 28**). These results reflect some of the positive trends recently observed in the national and state economies, however,

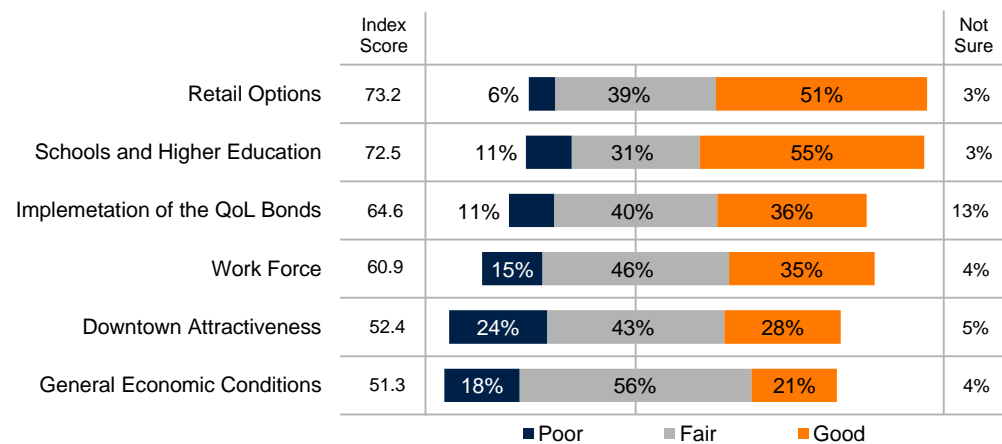
**Figure 27. Ratings for City's Business and Job Markets**



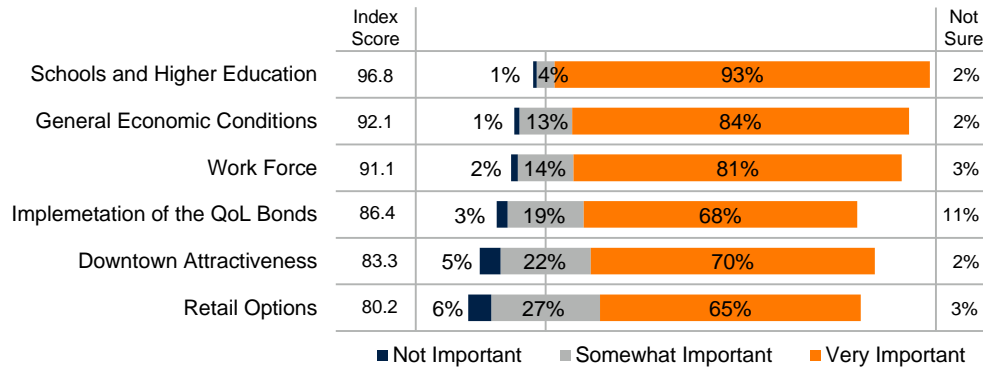
**Figure 28. Trends for City's Business and Job Markets**



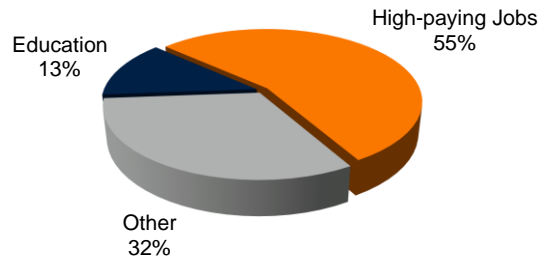
**Figure 29. Ratings for City's Economic Development Aspects**



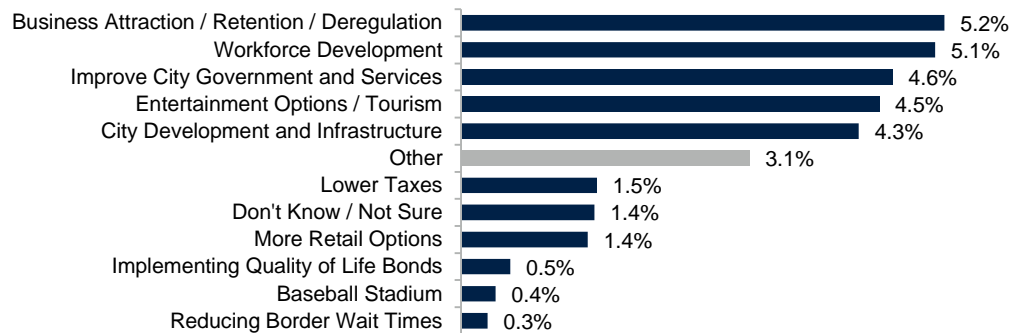
**Figure 30. Importance of City's Economic Development Aspects**



**Figure 31. Most Important Factor to Improve City's Economic Conditions**



**Figure 32. Other Most Important Factors to Improve City's Economic Conditions**



sustained efforts with respect to workforce development and business attraction and retention are needed to improve the City's job market.

Next, households were asked to rate several aspects related to the City's economic development and their level of importance. The best rated economic development aspects were the City's retail options and the City's schools and higher education with an index score of 73.2 and 72.5, respectively (**Figure 29**). They were followed by the implementation of the quality of life bonds and the City's workforce. At the bottom of the ratings were the attractiveness of downtown and the general economic conditions of the City which obtained the lowest index scores of 54.4 and 51.3, in that order.

Predictably, most respondents reported that all these economic development aspects were very important to them with the City's schools and higher education, the general economic conditions, and the City's workforce at the top of the list (**Figure 30**). Although retail options received the lowest index score regarding its level of importance, it is worth noting that this score was relatively high with 80.2 points out of 100. As a separate note, it is also important to mention that over ten percent of respondents indicated that they were not sure how to rate the implementation of the quality of life bonds or its importance. Therefore, this could indicate that additional and more comprehensive information about this topic may need to be provided to the City of El Paso citizens.

City households were then asked about the most important

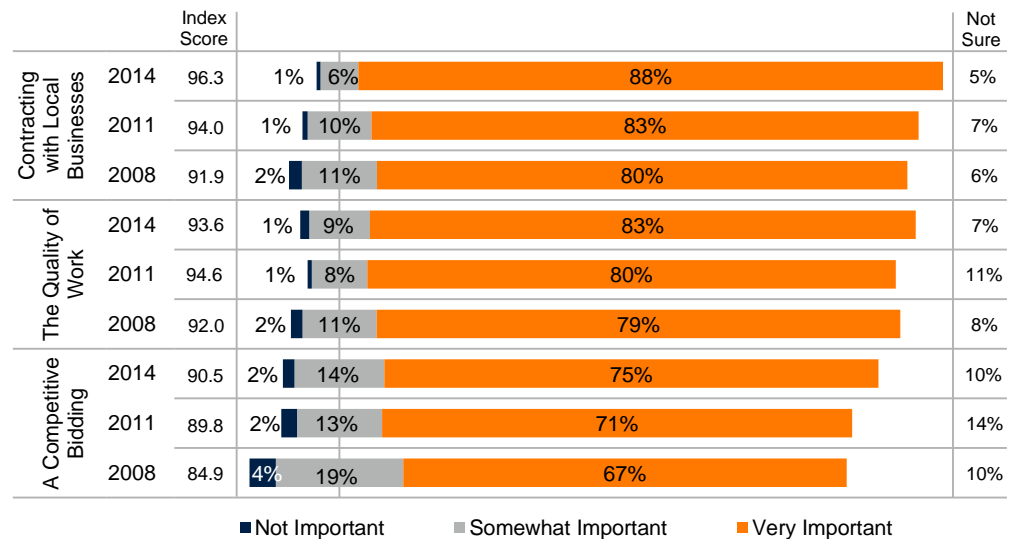
factor to improve the general economic conditions in the City. As shown in **Figure 31**, over 50 percent of respondents indicated that this factor is high-paying jobs, 13 percent stated education, and the remaining 32 percent reported “other” factors. Among these “other” factors were business attraction and retention, workforce development, City government and government services, entertainment options, and the overall City development and infrastructure (**Figure 32**).

To conclude the economic development section of the survey, households were prompted to indicate the level of importance of some aspects when the City contracts with private businesses for services. Similar to previous survey findings, contracting with local businesses and the quality of the contractor’s work were ranked as the two most important aspects followed by a competitive bidding ranked third in importance (**Figure 33**). Needless to say, these results suggest that each of these areas is very important for households when the City contracts with private businesses for services.

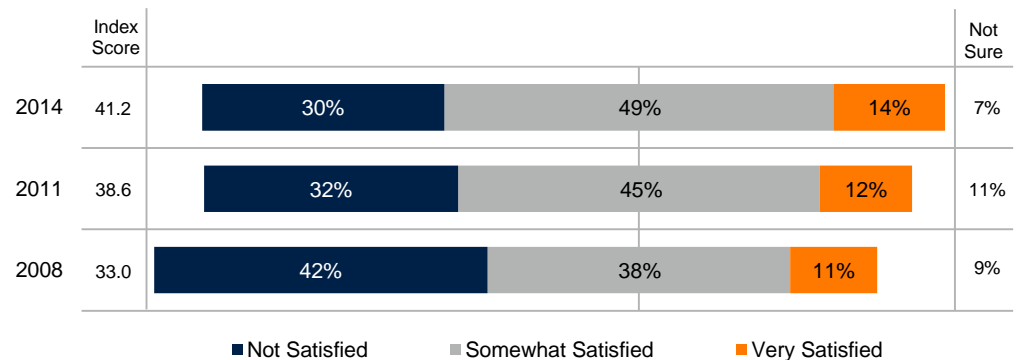
### Fiscal Initiatives

The first question on this section asked households how satisfied they were with the way the City uses their tax dollars. Even though 30 percent of households reported not being satisfied, this proportion of households decreased 12 percentage points from the 2008 findings (**Figure 34**). Moreover, nearly 50 percent of respondents felt somewhat satisfied while 14 percent was very satisfied.

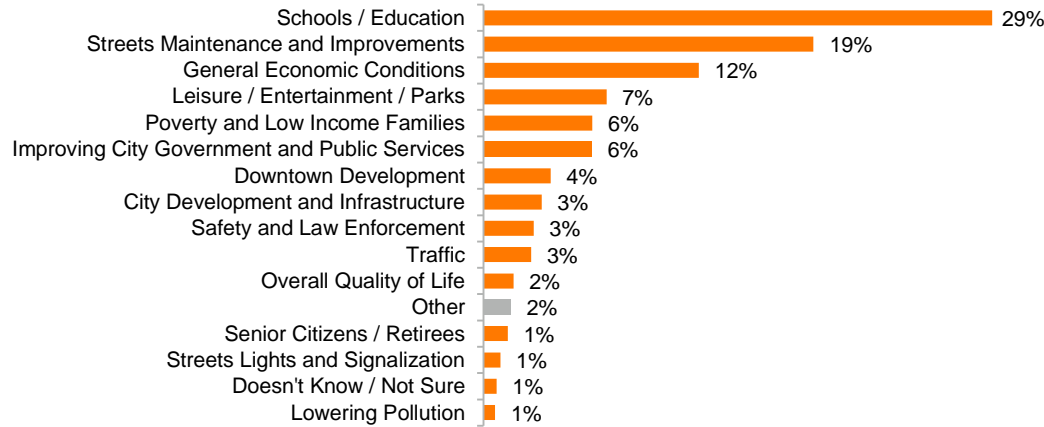
**Figure 33. Importance when City Government Contracts with Private Businesses**



**Figure 34. Satisfaction with the Way City Uses Tax Dollars**

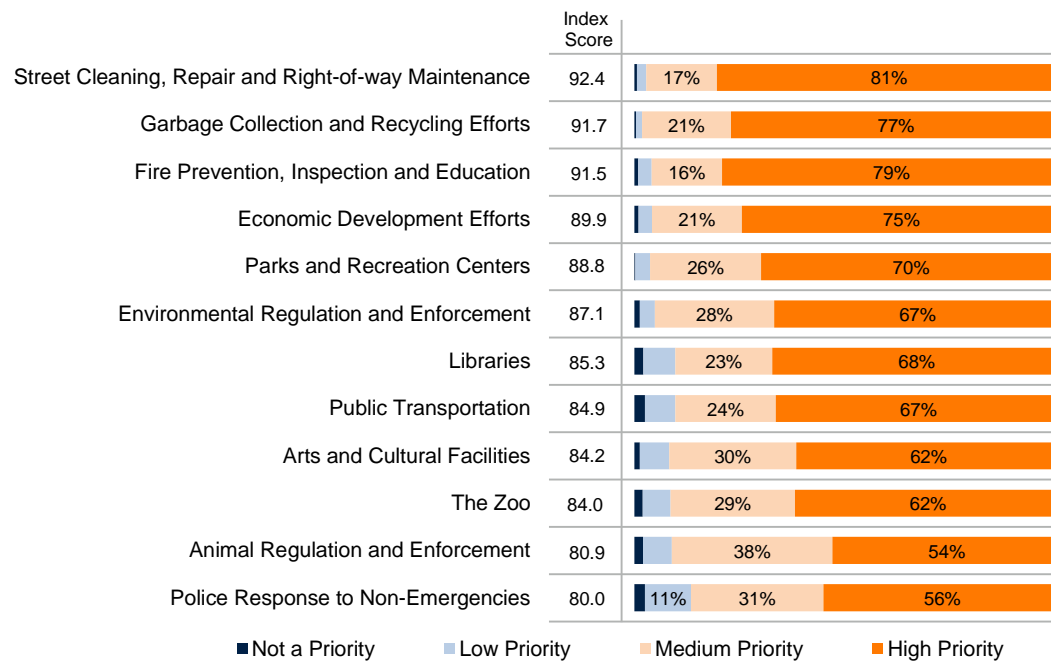


**Figure 35. Preferences for Tax Dollars to be Spent On**



In general, although there is room for improvement, the level of satisfaction with the way the City government uses households' tax dollars has been slightly increasing over time. As a follow-up question, households were asked what would they preferred their tax dollars to be spent on. The highest proportion of respondents, or 29 percent, said schools or education (**Figure 35**). Street maintenance and improvements was second on the list with 19 percent of responses followed by general economic conditions in third with 12 percent of responses. Other preferences that were mentioned included leisure, entertainment, parks, poverty, and improving the City government and its services.

**Figure 36. Priority of City Services**



Next, City households were asked to prioritize some of the services the City provides. Not surprisingly, all services were ranked as a high priority by more than half of respondents and with a very few proportion ranking them as a low priority or as not a priority (**Figure 36**). As a result, index scores for each of the services were estimated to provide more detailed information. Accordingly, street cleaning, repair and right-of-way maintenance, garbage collection and recycling efforts, and fire prevention, inspection, and education were ranked as the top three priorities. They were closely followed by economic development efforts, parks and recreation centers, and environmental regulation and enforcement. The zoo, animal regulation and enforcement, and police response to non-emergencies were given the lowest scores. However, it is important to note that the minimum score obtained was 80 points out of 100. Overall, these results imply that all City services evaluated are considered high

priorities by most household respondents. In addition to prioritizing City services, households were asked if they preferred to support a tax or fee increase to maintain or expand a service or if they preferred to reduce that service. As illustrated in **Figure 37**, at least 74 percent of respondents preferred to support a tax or fee increase than experiencing a reduction of services. These findings are not outrageous considering that respondents ranked all these services as high priorities. On the other hand, more comprehensive analyses that can measure the changes in demand of each of these services due to tax or fee increases in addition to their respective costs and benefits are likely to provide the City of El Paso with more detailed and perhaps precise information for future fiscal initiatives.

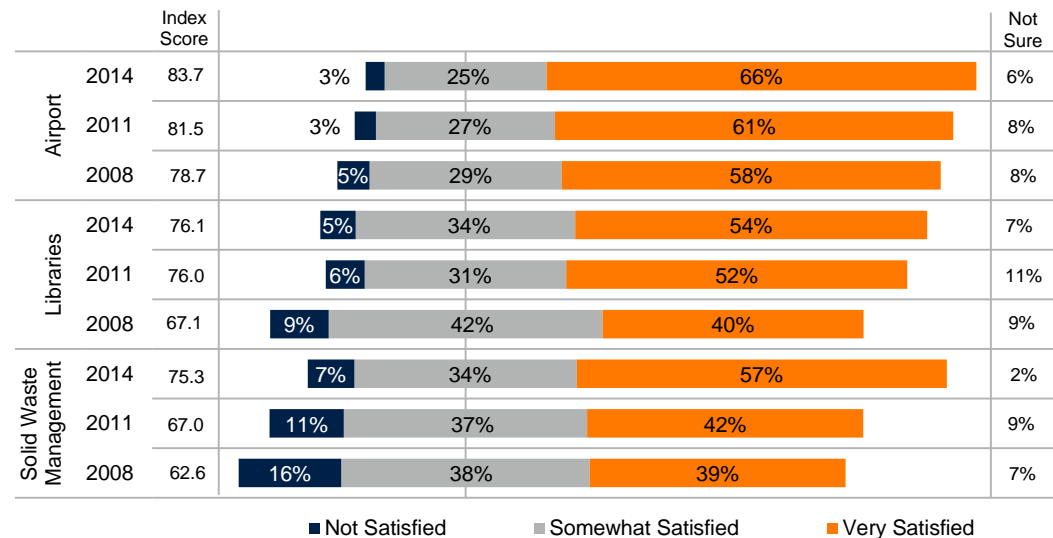
**Figure 37. Preference between Supporting a Tax/Fee Increase Or Reducing a Service**



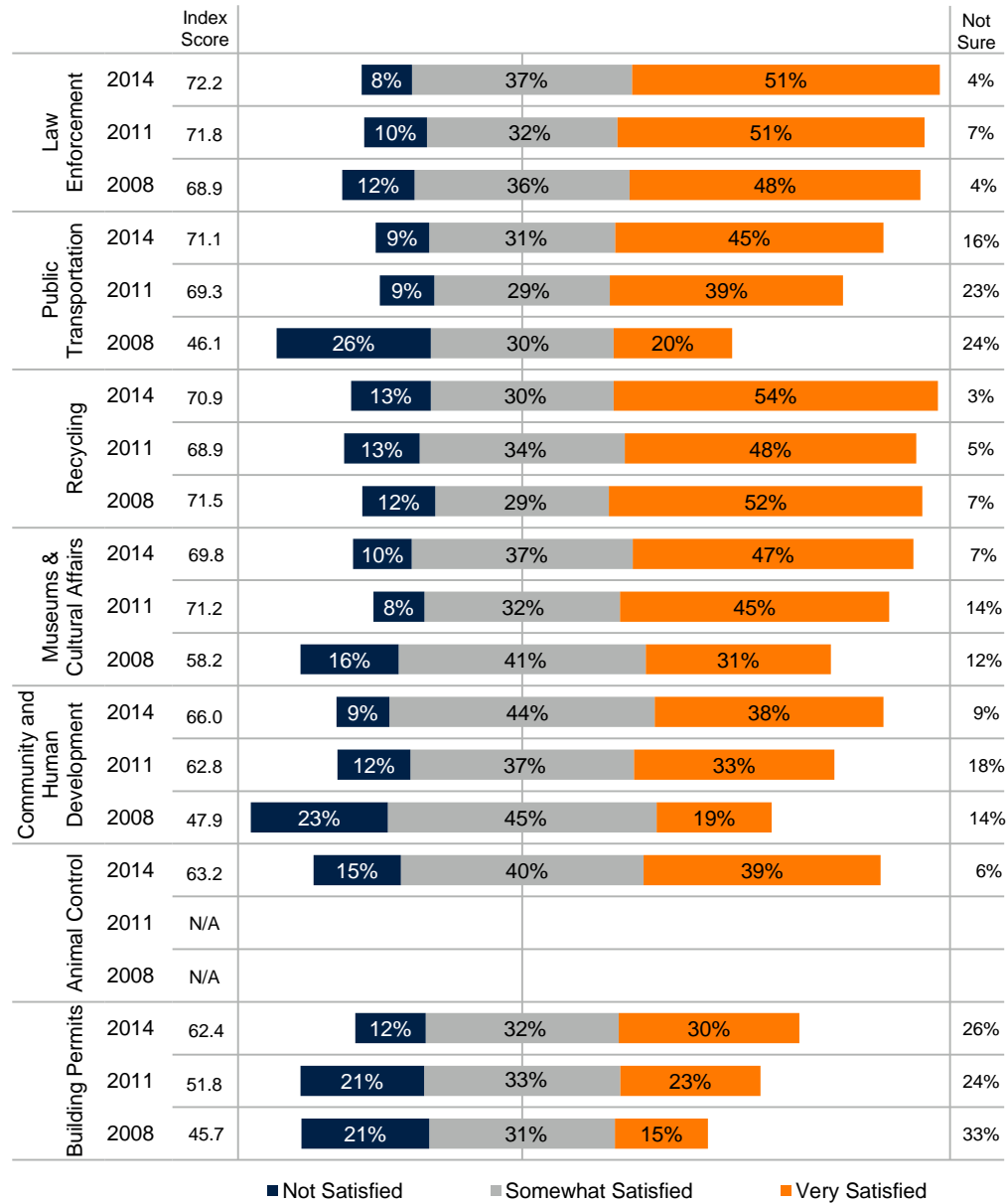
### Customer Service and Citizens' Community Involvement

Similar to previous years, the last section of the 2014 survey asked households about their level of satisfaction with various City departments. In addition, this last section inquired about citizen interactions with City employees and City officials along with citizen involvement in City government. Accordingly, households were first asked to provide their level of satisfaction with various City-funded areas. Consistent with previous surveys, the airport, libraries, and law enforcement were among the best ranked areas occupying the first, second, and fourth place, respectively (**Figure 38**). Solid waste management was ranked third for the first time with a significant increase in its ranking when compared to previous surveys. Overall,

**Figure 38. Satisfaction with City Areas**



**Figure 38. Satisfaction with City Areas (continued)**

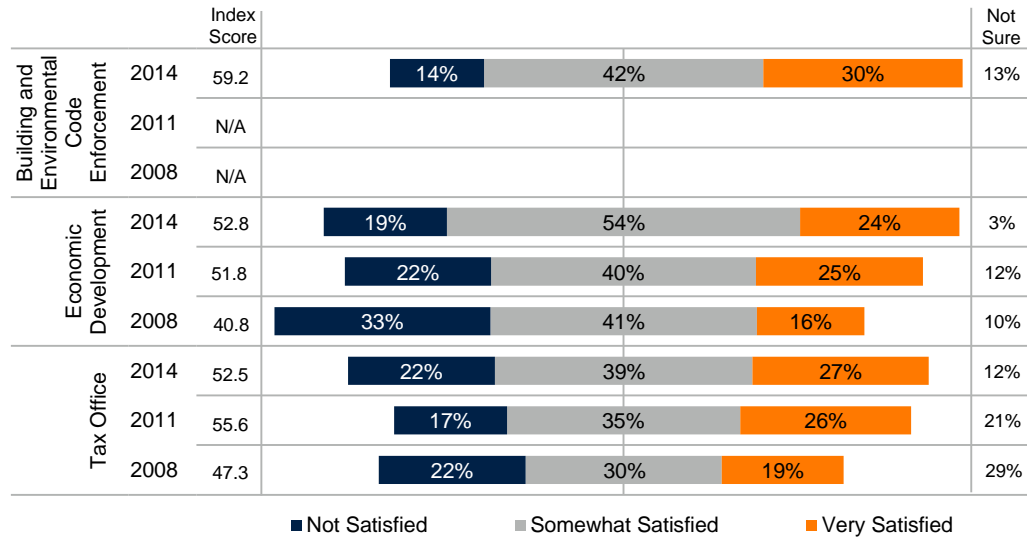


over half of respondents indicated being very satisfied with these four areas. Public transportation, recycling efforts, museums and cultural affairs, community and human development, animal control, and building permits followed relatively closely to comprise the top ten list of best ranked areas. In contrast, building and environmental code enforcement, economic development, and the tax office received the lowest rankings, all with index scores below 60 points. Overall, most of City-funded areas analyzed improved their respective scores. In particular, building permits obtained the highest improvement with nearly 11 additional points when compared to 2011. This was followed by solid waste management with slightly over eight points from its 2011 score. Nevertheless, the tax office along with museums and cultural affairs were the only two City-funded areas that exhibited a decline on their score, 3.1 and 1.4 points less, in that order, relative to 2011.

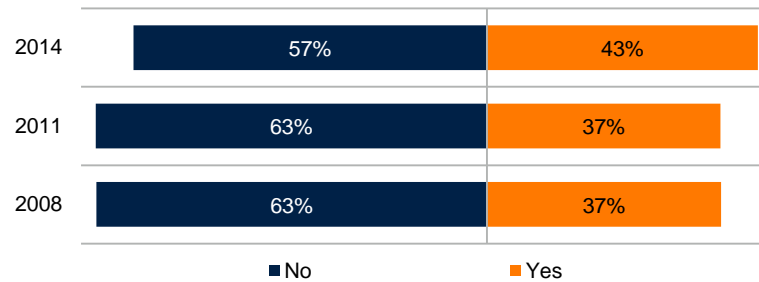
Next, households were asked if they had ever visited the City’s website. Although most of respondents indicated that they have not, there was an increase of about six percent of citizens visiting the website from the 2008 and 2011 survey results (**Figure 39**). Those who visited the City’s website were then asked a follow-up question regarding the purpose of their visit. The greatest proportion of respondents, or 68 percent, stated that they visited the website looking for information (**Figure 40**). At a distance were those citizens reporting that they visited the City’s website for job openings (12%), access a service (10%), or for an on-line payment (8%).



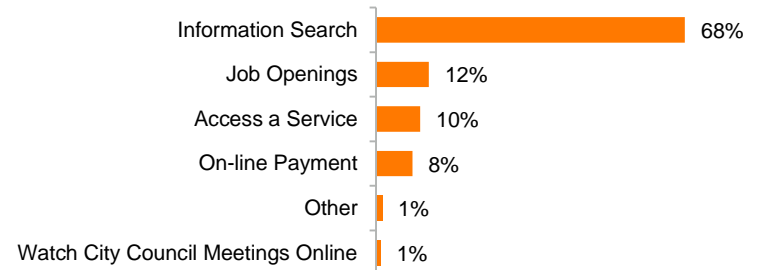
**Figure 38. Satisfaction with City Areas (continued)**



**Figure 39. Have You Ever Visited the City's Website?**



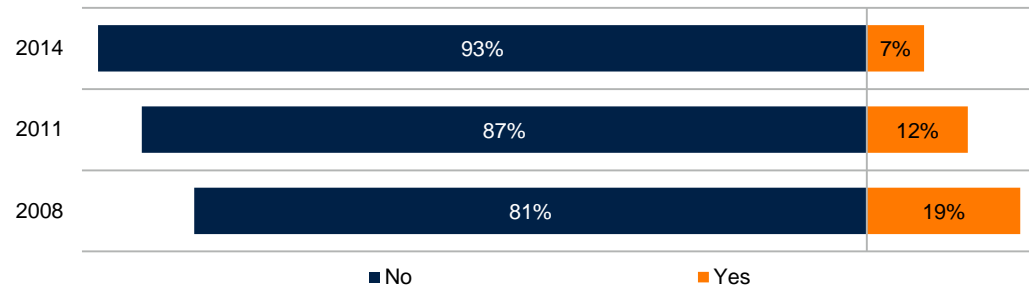
**Figure 40. Purpose of the City's Website Visit**



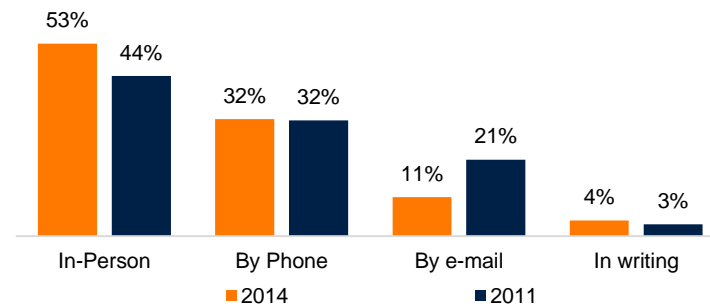
The following question asked City of El Paso households if they had contact in the last 12 months with a City Council Representative or the Mayor; only seven percent of respondents did (**Figure 41**). When compared over time, the proportion of citizens that contacted (or had contact with) an elected official has been decreasing. The few that indicated they had contact with elected officials stated that this contact was most often made in-person with more than half of respondents answering this way (**Figure 42**). Unexpectedly, these results suggest that there was a shift in the way citizens most often contacted or had contact with elected officials, from e-mail in 2011 to in-person in 2014. However, more personal interactions or in-person contact with elected officials may have triggered the increase in the citizens levels of satisfaction reported in **Figure 43**. As illustrated, after interacting with elected officials, nearly half of respondents indicated being very satisfied, an increase of 15 percentage points from the 2011 survey.

In addition, households were asked if they had contact with any City Department or City personnel (excluding elected officials) in the last 12 months. Once again, while 85 percent respondents indicated that they did not, the remaining 15 percent reported that they did have contact with a City Department or City personnel. (**Figure 44**). As observed with citizens making contact with elected officials, the proportion of citizens interacting a City Department or its employees has been slightly decreasing over time. Respondents who indicated that they had interacted with a City Department or City personnel were then asked about their overall experience along with four

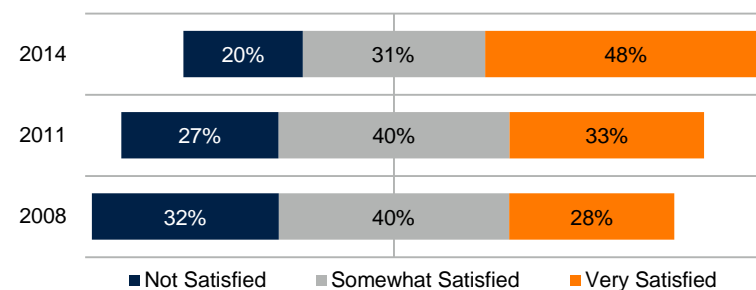
**Figure 41. Did you Have Contact with a City Council Representative or the Mayor?**



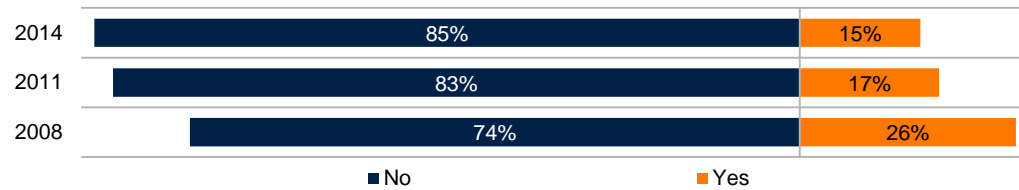
**Figure 42. How was You Contact Most Often Made?**



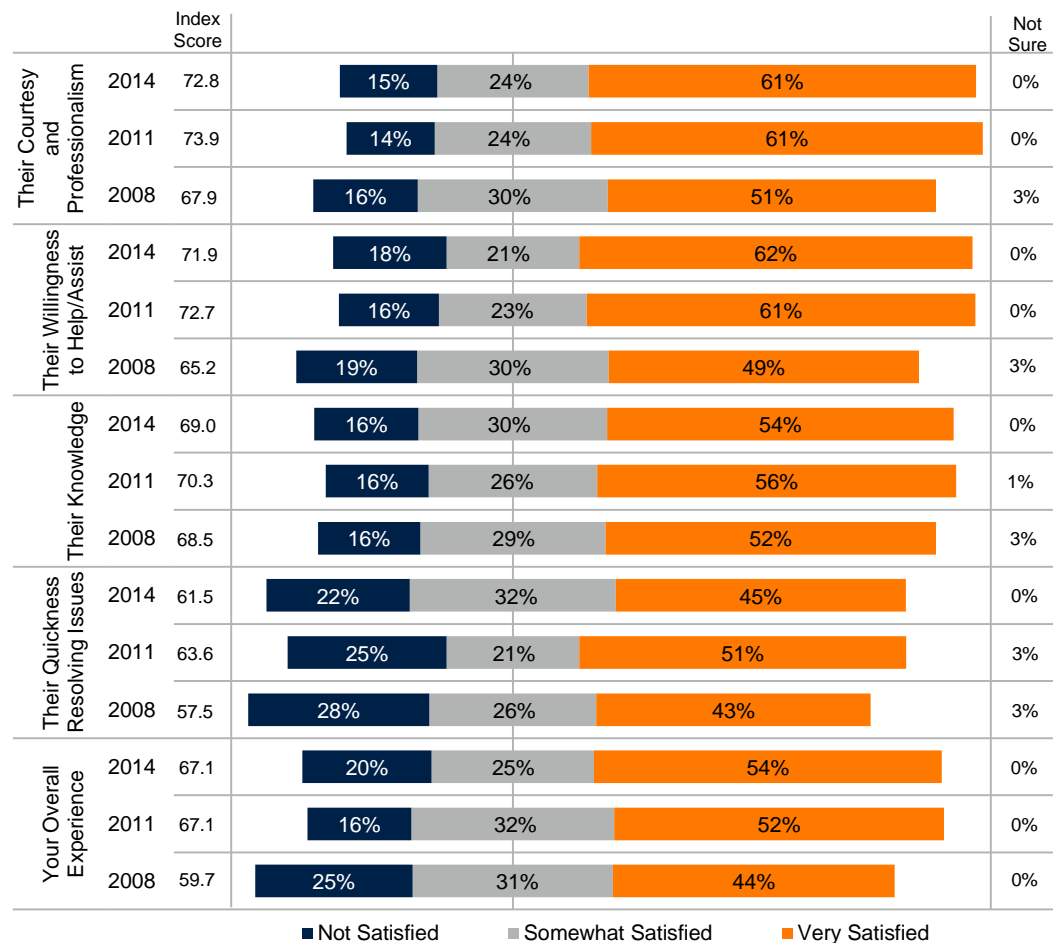
**Figure 43. Satisfaction after Interacting with Elected Officials**



**Figure 44. In the Last 12 Months, Did you have contact with any City Department or Personnel?**



**Figure 45. Satisfaction after Interacting with City Employees**



City employees' aspects: 1) their courtesy and professionalism, 2) their willingness to help or assist, 3) their knowledge, and 4) their quickness in resolving issues. In general, the greatest proportion of respondents indicated being very satisfied with the customer service received (**Figure 45**). However, these findings also suggest that there is room for improvement in the way City employees provide customer service to El Paso citizens. For instance, although City employees' courtesy and professionalism received the highest index score (almost 73 points), it represented a decrease relative to the 2011 survey. The employee's willingness to help or assist and their knowledge were rated second and third, in that order; however, their respective score also decreased when compared to the 2011 survey. The score for City employees' quickness in resolving issues presented the biggest decrease, from 63.6 point in 2011 to 61.5 points in 2014. On the other hand, the citizens' score regarding their overall experience remained unchanged from the previous survey with 67.1 points.

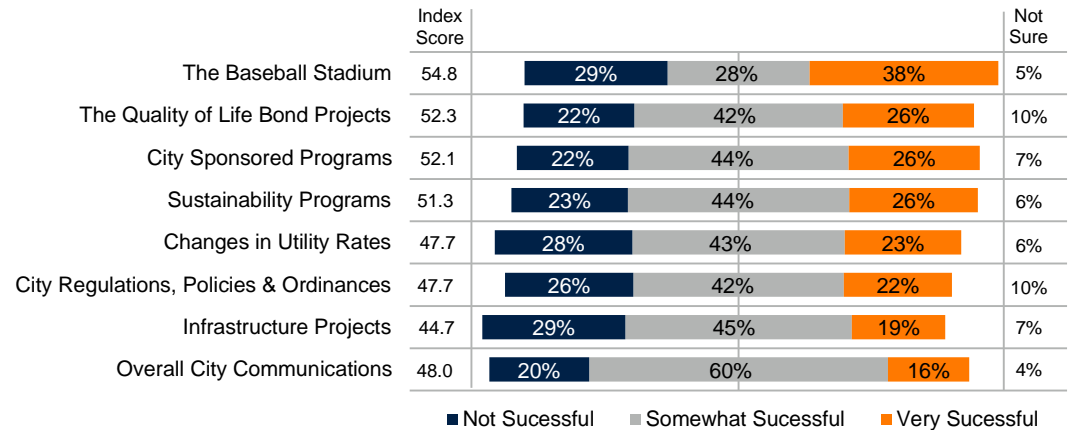
The following question asked El Paso households about the City's ability to successfully communicate with its citizens about various City programs and initiatives. The overall results indicated that a greater percentage of households believe that the City is somewhat successful in its communication efforts (**Figure 46**). Nevertheless, at least one out five respondents believe the City is not successful when communicating with its citizens. To provide more detailed information, index scores were also estimated. In this regard, results indicated that households seem to believe that the City of El Paso has been more

more successful when communicating with its citizens about the baseball stadium, the quality of life projects, City sponsored programs, and about sustainability programs, all with scores slightly above 50 points. Changes in utility rates, City regulations, policies and ordinances, as well as infrastructure projects were ranked at the bottom of the list. Accordingly, improvements in the overall City's communication efforts would likely boost these scores.

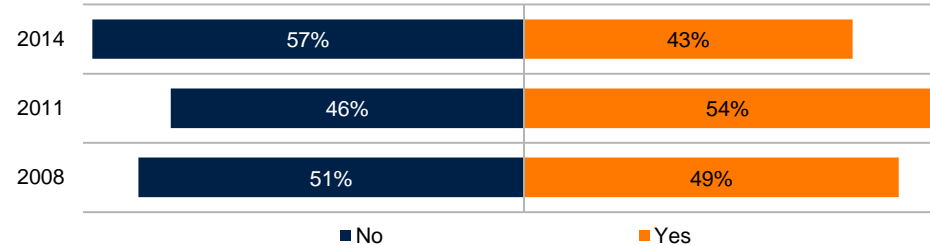
The final three questions referred to citizens' community involvement. First, households were asked if they thought the City provides adequate opportunities to its citizens to be involved in local government. While 43 percent of respondents indicated that the City provides adequate opportunities, 57 percent said otherwise, the latter representing the highest proportion answering this way since the 2008 survey findings (**Figure 47**). Households were also asked if they would be interested in serving on Boards or Commissions as well as in participating in the Neighborhood Leadership Academy. Over three out of five respondents stated that they are not interested in either of these two options (**Figure 48**).

Lastly, City of El Paso households were prompted to indicate if they were currently involved in a neighborhood association. As illustrated in **Figure 49**, the overwhelming majority of respondents stated that they are not currently participating in a neighborhood association. Only eight percent of respondents indicated that they are participating in a neighborhood association; however, this represents a decrease of at least five percentage points from the results observed in previous surveys.

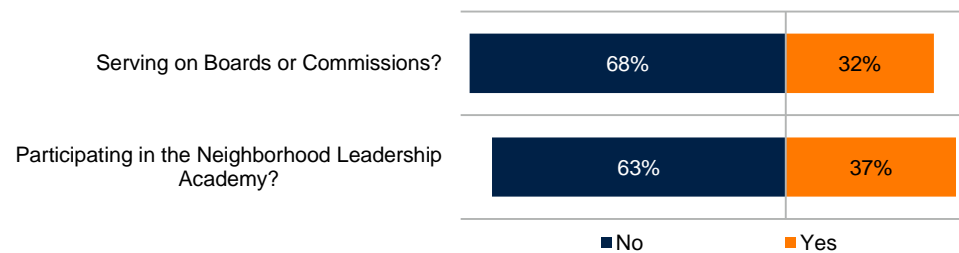
**Figure 46. City's Success when Communicating with its Citizens**



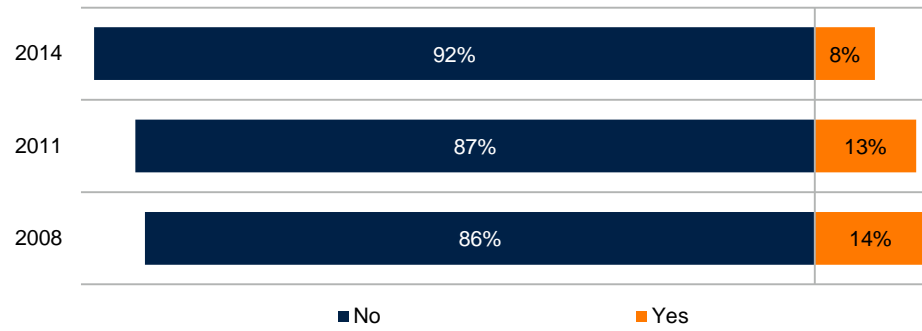
**Figure 47. Adequacy of Opportunities to Participate in Local Government**



**Figure 48. Would you be interested in:**



**Figure 49. Neighborhood Association Involvement**



# Section VI

## Sample Characteristics - Cellphones

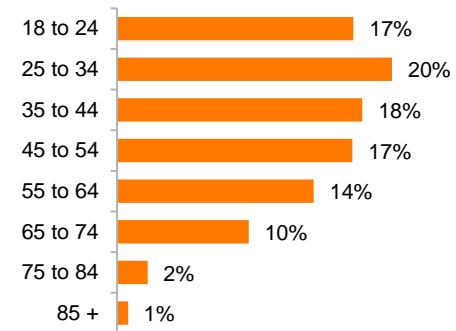
A total of five demographic questions were asked in the 2014 City of El Paso Citizen Cellphone Survey. After weighting, the sample gender distribution matches that of the City's population aged 18 and older, with 53 percent of respondents being female and 47 percent male (**Figure 50**). Age was slightly skewed towards younger individuals, with 37 percent of respondents indicating that they are between the ages of 18 and 34, nearly 50 percent between 35 and 64, and the remaining 13 percent 65 or older (**Figure 51**). About 22 percent of respondents graduated from High School (or received its equivalency) while 18 percent did not go to or complete high school (**Figure 52**). Similarly, while 23 percent has some college education, 22 percent has an undergraduate degree and seven percent a graduate degree. In addition, six percent of respondents have an associate's degree and about three percent attended a trade school.

Next, cellphone respondents were asked what their zip code was. After recoding zip codes into City areas, the largest proportion of respondents (36 percent) indicated that they live on the East side of the City (**Figure 53**). This was followed by the remaining respondents that are distributed very closely among the West side (17 percent), Lower Valley (17 percent), Central (16 percent), and Northeast (13 percent) areas of town. The last demographic question was about annual income, fortunately, a relatively small proportion of respondents refused to answer this question or indicated that they did not know what their annual income was (**Figure 54**). Of those who answered, over 36 percent indicated earning less than \$20,000, 26 percent \$20,000 to less than \$40,000, 27 percent \$40,000 to less than \$80,000, and the remaining 11 percent \$80,000 or more.

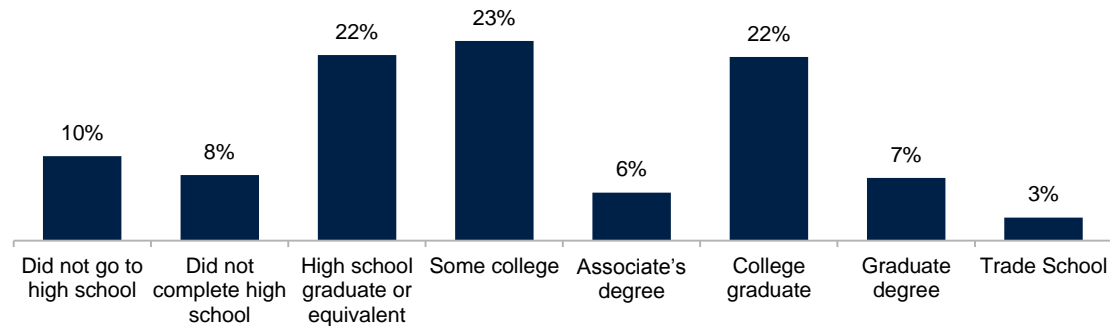
**Figure 50. Gender**



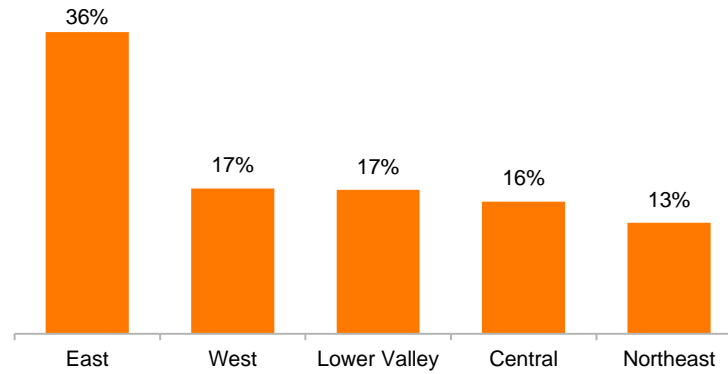
**Figure 51. Age**



**Figure 52. Educational Attainment**

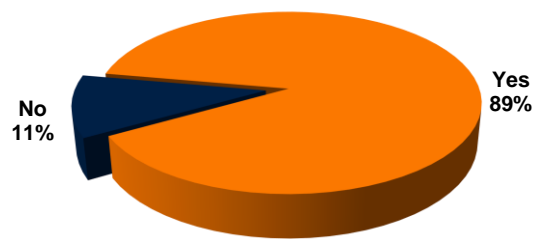


**Figure 53. Area of Town of Residence**

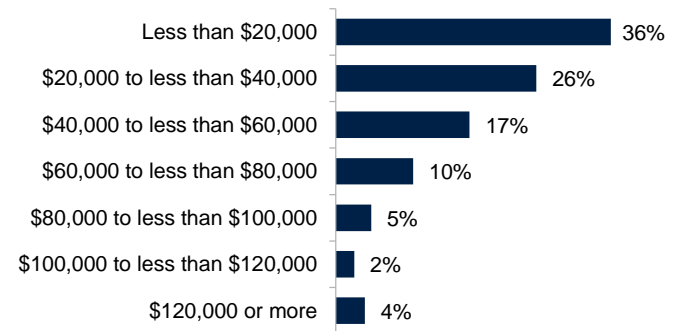


**Figure 54. Annual Income**

*Answering the Household Income Question*



*Household Income of those who chose to Answer*



# Section VII

## Survey Results - Cellphones

Similar to the Households' survey, findings from the sample of Cellphones are presented on a question-by-question basis in the form of frequencies. These findings are organized by sub-sections to include five of the six City initiatives analyzed. Table 3 presents the City initiatives identified in the 2014 Citizen survey along with the number of questions asked in the Cellphone survey.

**Table 4. 2014 City Initiatives and Number of Questions Asked in Cellphone Survey**

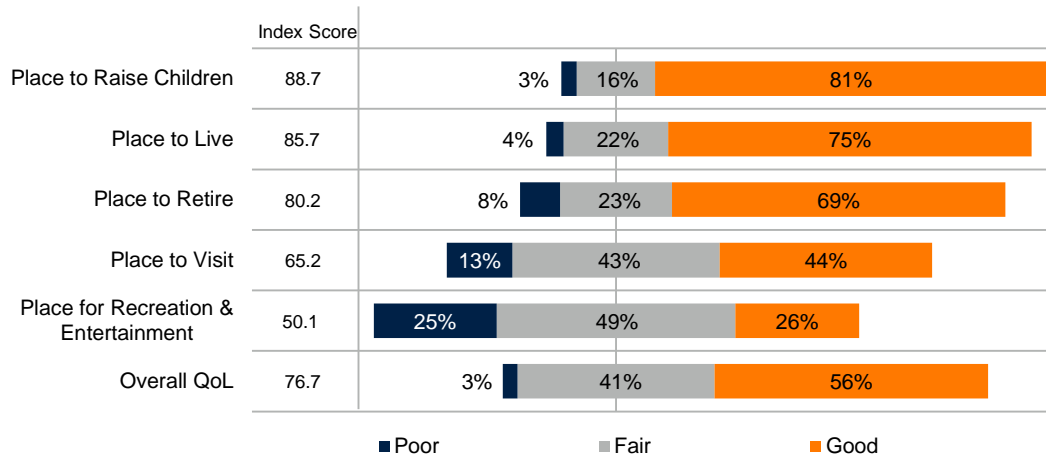
City Initiative	Number of Questions
1) Community Development	1
2) Consolidation of Services	0
3) Transportation	1
4) Economic Development	2
5) Fiscal Initiatives	2
6) Customer Service & Citizen Involvement	2

### Community Development

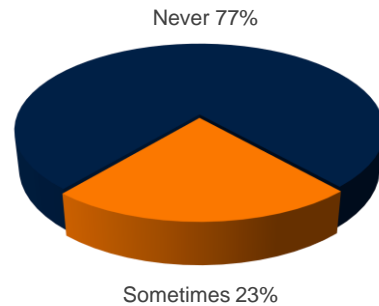
Cellphone users were first asked to rate several aspects regarding the City of El Paso: 1) as a place to live, 2) as a place to visit, 3) as a place for recreation and entertainment, 4) as a place to raise children, 5) as a place to retire, and 6) the overall quality of life. At least three out of four respondents indicated that El Paso is a good place to raise children and a good place to live (**Figure 55**). Similarly, over two out of three reported that the City is a good place to retire while over two out of five rated El Paso as a good place to visit. Overall, El Paso as a place for recreation and entertainment received the greatest proportion of respondents rating it as "poor" with one-fourth of respondents answering this way. Moreover, practically half of respondents rated the City as "fair" with respect to being a place for recreation and entertainment. Nevertheless, the overall quality of life in the City of El Paso was rated as "good" by more than half of respondents. Based on the index scores, El Paso as a place to rise children was ranked at the top closely



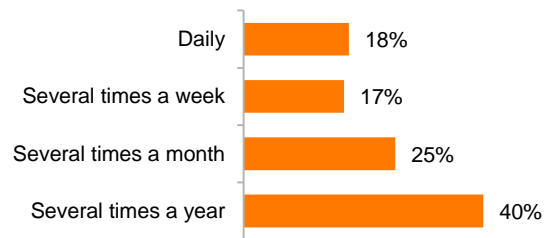
**Figure 55. City Quality of Life Ratings**



**Figure 56. Do You Use Public Transportation?**



**Figure 57. How Often Do You Use Public Transportation?**



followed by El Paso as a place to live and as a place to retire; all of them with index scores of over 80 points. In contrast, the City of El Paso as a place for recreation and entertainment was ranked at the bottom of the list with an index score of 50 points. In line with households' findings, these results suggest that improvements to recreational and entertainment activities along with visitors' attraction opportunities would likely enhance these ratings.

## Transportation

Cellphone users were then asked how often they use public transportation. Similar to households' findings, most cellphone respondents, or 77 percent, said that they never use public transportation while 23 percent indicated that they use it sometimes (**Figure 56**). Of those respondents that reported using public transportation, about one third stated that they use this service daily or several times a week (**Figure 57**). On the other hand, respondents reported that they do not use public transportation because they mainly preferred their personal vehicle (**Figure 58**). Some other reasons were also mentioned, among them that public transportation takes too long and the limited service in the respondents' area (**Figure 59**).

## Economic Development

For this section, cellphone users were asked how they would rate El Paso as a place to do business and El Paso's job market. The former was better rated with 41 percent of respondents reporting that El Paso is a good place to do

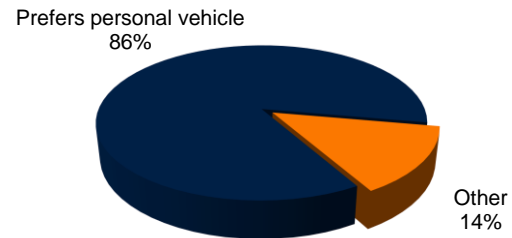
business versus 17 percent providing this same rating for El Paso’s job market (**Figure 60**). On the other hand, the greatest proportion of respondents provided a rating of “fair” in both instances. These results are also similar to the ones obtained in the households’ survey. Overall, the relatively low ratings of El Paso’s job market might be a consequence of the higher unemployment rates generally observed in the region.

### Fiscal Initiatives

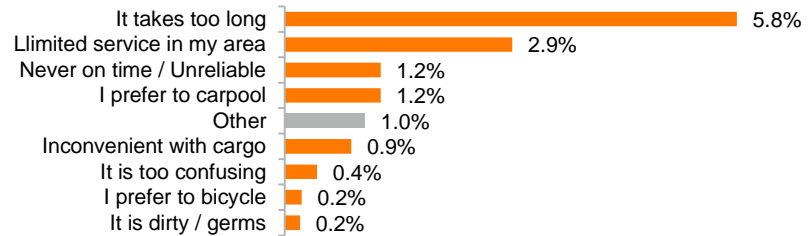
The first question regarding fiscal initiatives asked cellphone users how satisfied they were with the way the City uses their tax dollars. Twenty percent of respondents stated being very satisfied, 48 percent somewhat satisfied, and 27 percent were not satisfied (**Figure 61**). Not surprisingly, the index score was relatively low with 46 points.

The second question prompted cellphone users to indicate on what they would prefer their tax dollars to be spent. Identical to households’ results, the top two areas respondents reported were schools or education and street maintenance and improvements with 29 percent and 15 percent of responses, respectively (**Figure 62**). These were followed by entertainment, attractions, tourism, parks and community or recreation programs, and by the general economic conditions with at least eight percent of responses. Other preferences included infrastructure and public services, low income and poverty, health care, and the overall quality of life.

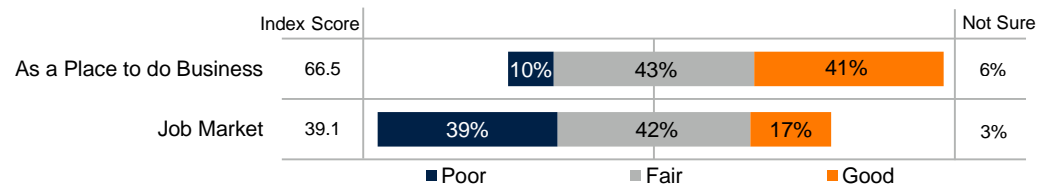
**Figure 58. Main Reason for Not Using Public Transportation**



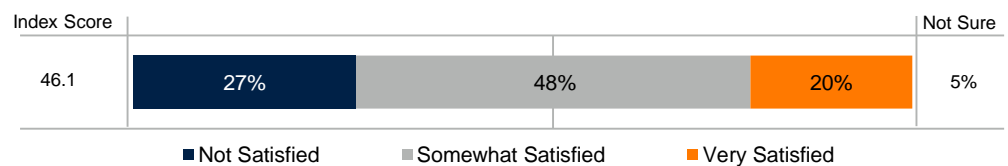
**Figure 59. Other Reasons for Not Using Public Transportation**



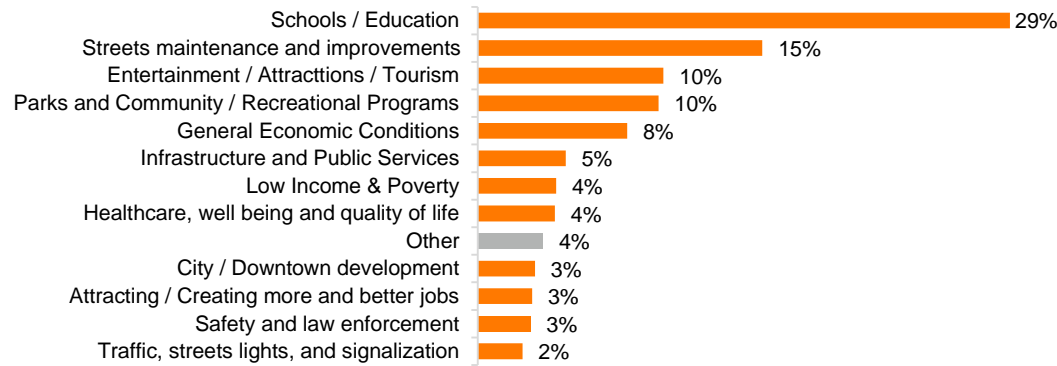
**Figure 60. Ratings for City’s Business and Job Markets**



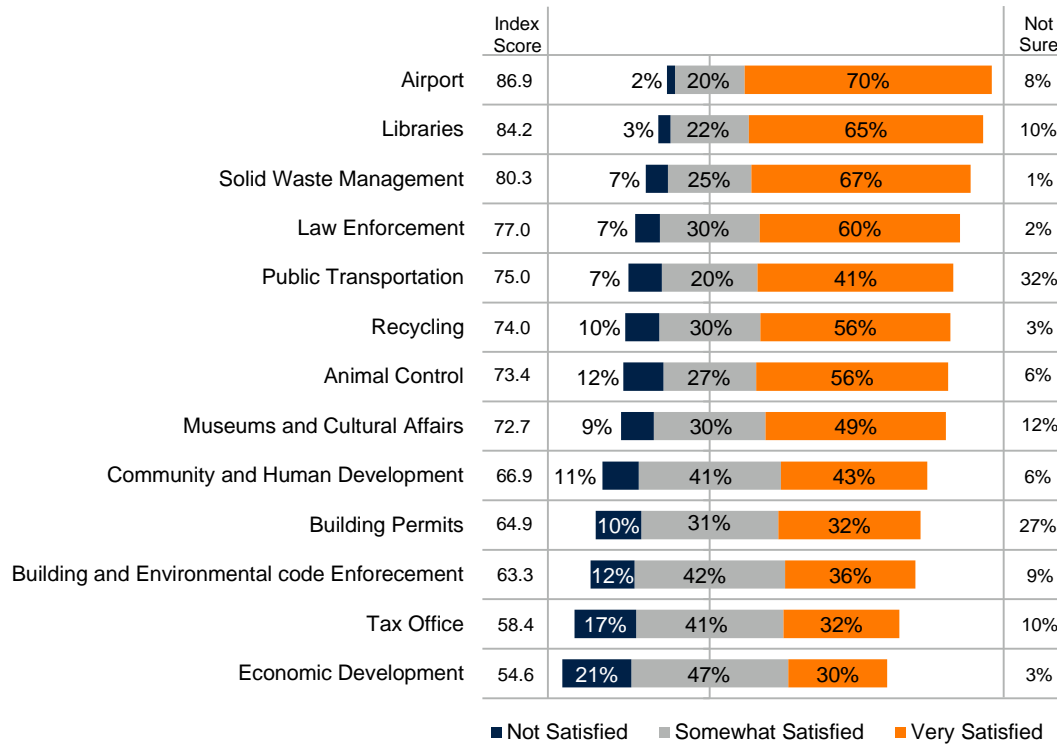
**Figure 61. Satisfaction with the Way City Uses Tax Dollars**



**Figure 62. Preferences for Tax Dollars to be Spent On**



**Figure 63. Satisfaction with City Areas**



## Customer Service and Citizens' Community Involvement

The last section of the survey asked cellphone users about their level of satisfaction with various City departments. The overall responses were very similar to those obtained from households. For instance, the City's airport, libraries, solid waste management, and public transportation were ranked as the top five areas, in that order (**Figure 63**). Also comparable to households' responses, respondents indicated being less satisfied with building and environmental code enforcement, the tax office, and economic development.

Finally, the last question asked cellphone respondents if they believed the City provides adequate opportunities to its citizens to be involved in local government. Slightly over half, or 53 percent, of respondents said "yes" (**Figure 64**). This is ten percent higher than the proportion of household respondents answering this same way.

**Figure 64. Adequacy of Opportunities to Participate in Local Government**



# Section VIII

## Cross-Tabulations

This section analyzes differences in perceptions and satisfaction levels among groups of respondents (households and cellphones) using a cross-tabulation procedure. Cross-tabulation tables, provided in Appendix D, are employed in conjunction with Chi-square tests of independence to determine whether the answers from the two groups are statistically related or not. A five percent significance level is chosen as the significance threshold, meaning that there is a 95 percent chance that differences among the responses from the two groups do exist. In other words, there is a 95 percent chance that, if those differences exist, they are not due to chance or sampling error.

For example, if there is no relationship between (1) the type of survey respondents and (2) the level of satisfaction with the overall quality of life in the City, then the two variables are said to be independent. On the other hand, if household respondents statistically differ in their response to a question relative to cellphone respondents, then the two factors (the type survey respondents and the response to a specific question) are said to be dependent or statistically related. The benefit of understanding whether or not two variables are statistically related (dependent) is that it can assist the City of El Paso in better understanding the attitudes and perceptions of its citizens and if those vary across respondent groups.

Table 5 below lists the survey questions for which cross tabulations and related chi-square tests of independence were performed to determine if statistically significant differences exist among the two groups of respondents (households and cellphones). However, it is important to note that this section only describes those cross tabulations whose chi-square statistic suggests that differences among respondent groups are unlikely to have occurred by chance or are statistically significant. The specific threshold used to determine statistical significance is the five percent level. While this section addresses only those cross tabulations yielding statistically significant results at the five percent level, Appendix D contains the results obtained from all cross tabulations and chi-square tests performed.

**Table 5. Survey Questions used in Cross-Tabulations**

Question	
1)	What is your zip code? (recoded into City areas)
2)	What year were you born? (recoded into age cohorts)
3)	What is the last grade or level you completed in school?
4)	How would you rate El Paso as a place: to live, to visit, for recreation and entertainment, to raise children, to retire, and its overall quality of life?
5)	How often do you use public transportation?
6)	How would you rate El Paso as a place to do business?
7)	How would you rate El Paso's job market?
8)	How satisfied are you with the way the City uses your tax dollars?
9)	How satisfied are you with the City with respect to: law enforcement, animal control, economic development, building and environmental code enforcement, solid waste management, libraries, museums and cultural affairs, building permits, recycling, airport, public transportation, community and human development, and the tax office?
10)	Do you think the City provides adequate opportunities to its citizens to be involved in local government?

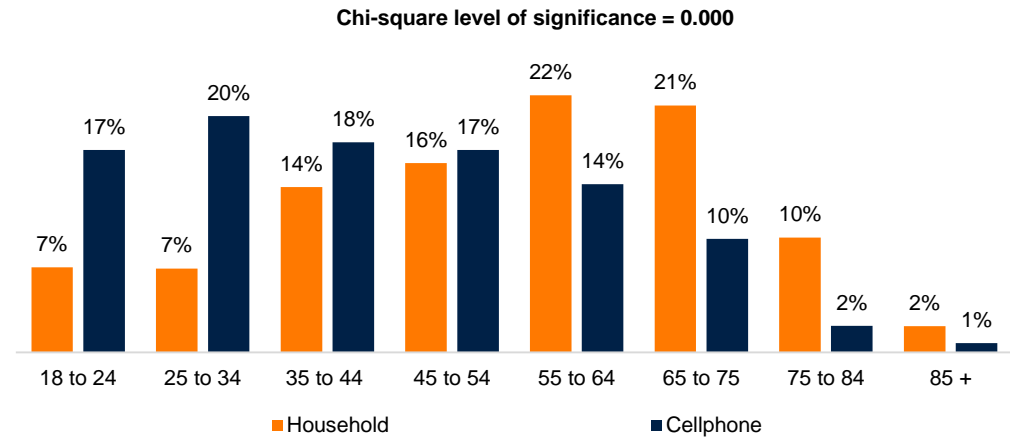
## Demographics

The first series of cross-tabulations examined the relationships between household and cellphone respondents with three demographic variables. A cross-tabulation between respondent type and their zip code (recoded into five City areas) was performed first. No statistical differences between respondent types and City areas were found at the five percent level of significance. Next, a cross-tabulation between respondent type and the year respondents were born (recoded into age cohorts) was completed. The chi-square test revealed that there are statistically significant differences among the age of survey respondent types. **Figure 65**, illustrates that cellphone respondents are more likely to be younger than household respondents. For instance, while the highest proportion of respondents using cellphones were between 25 and 34 years old, the greatest proportion of household respondents were between 55 and 64 years old. The final cross-tabulation related to demographic questions examined the relationship between respondents' type and educational attainment. In this instance, results did not reveal statistically significant differences among them.

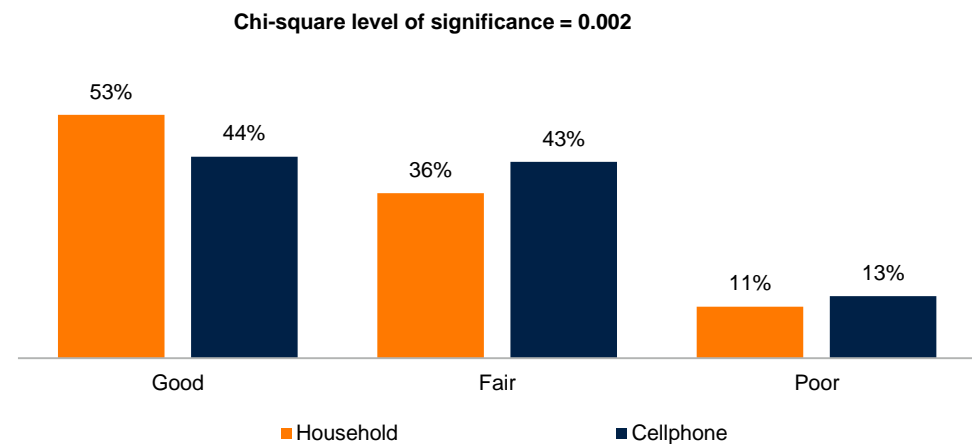
## Community Development

The second series of cross-tabulations were performed between household and cellphone respondents and their satisfaction level with the City of El Paso as a place to live, as a place to visit, as a place for recreation and entertainment, as a place to raise children, as a place to retire, and the overall quality of life in the City. Based on the Chi-square test, differences between household and

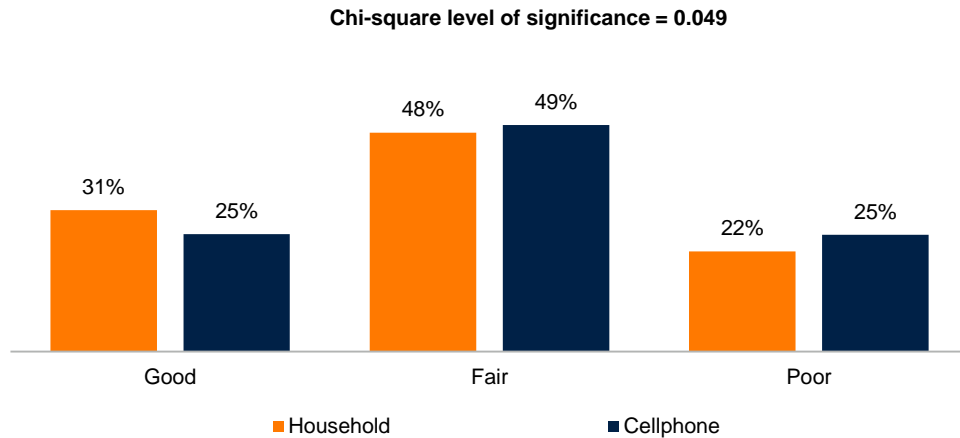
**Figure 65. Cross-Tabulation between Type of Respondent and Age**



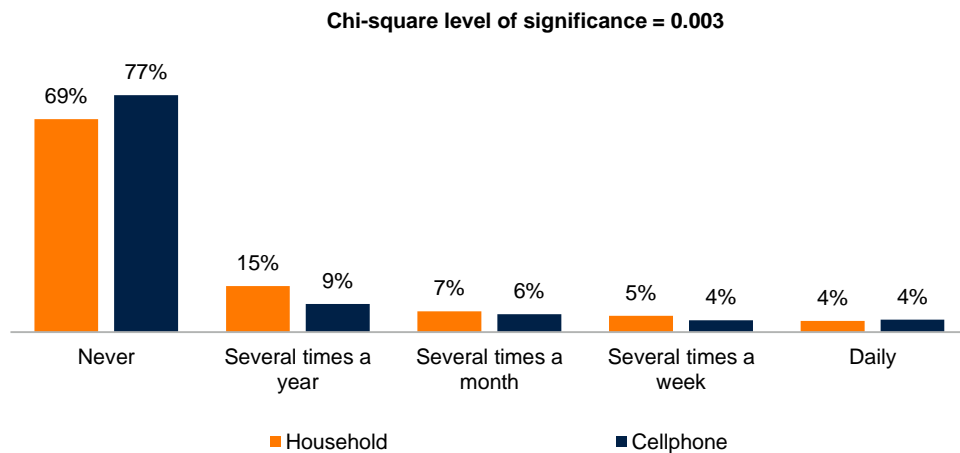
**Figure 66. Cross-Tabulation between Type of Respondent and El Paso as a Place to Visit**



**Figure 67. Cross-Tabulation between Type of Respondent and El Paso as a Place for Recreation and Entertainment**



**Figure 68. Cross-Tabulation between Type of Respondent and How Often they Use Public Transportation**



cellphone respondents were not found statistically significant for El Paso as a place to live. The opposite occurred for El Paso as a place to visit (**Figure 66**) and for El Paso in terms of recreation and entertainment (**Figure 67**), both with statistically significant differences at the five percent level. In particular, cellphone users seem to be more likely to provide lower ratings for these City aspects. This is likely a consequence of a relatively more active and younger population that may prefer to visit more places, additional attractions, and more recreational and entertainment opportunities. On the other hand, the Chi-square revealed no statistically significant differences among the type of respondents and the way they rated El Paso as a place to raise children, as a place to retire, and the overall quality of life in the City.

## Transportation

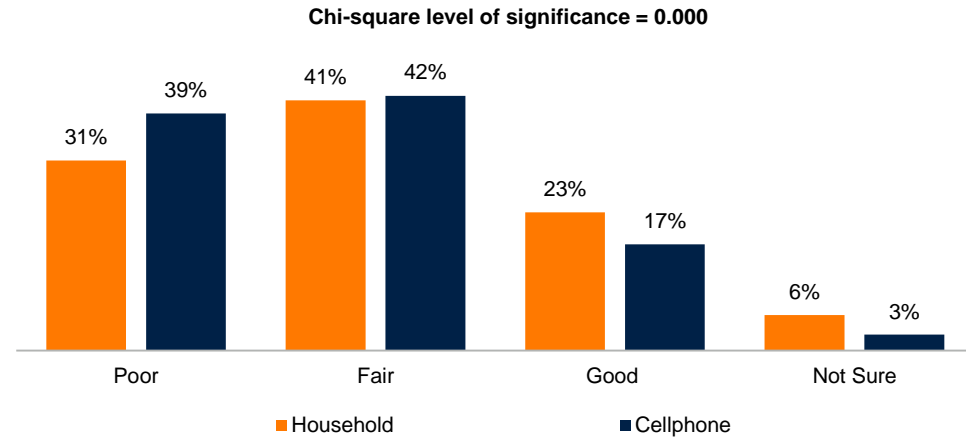
A cross-tabulation was then performed between respondents' type and how often they use public transportation. A statistically significant Chi-square revealed that, although relatively similar in proportions, household respondents are more likely to use public transportation than cellphone users (**Figure 68**). Even though most survey respondents from both groups reported that their main reason for not using public transportation is because they preferred their personal vehicle, the proportion of cellphone respondents answering this way was ten percentage points higher. Accordingly, ridership programs and/or marketing efforts to attract the young adults in the City may prove beneficial

for increasing public transportation usage in the City.

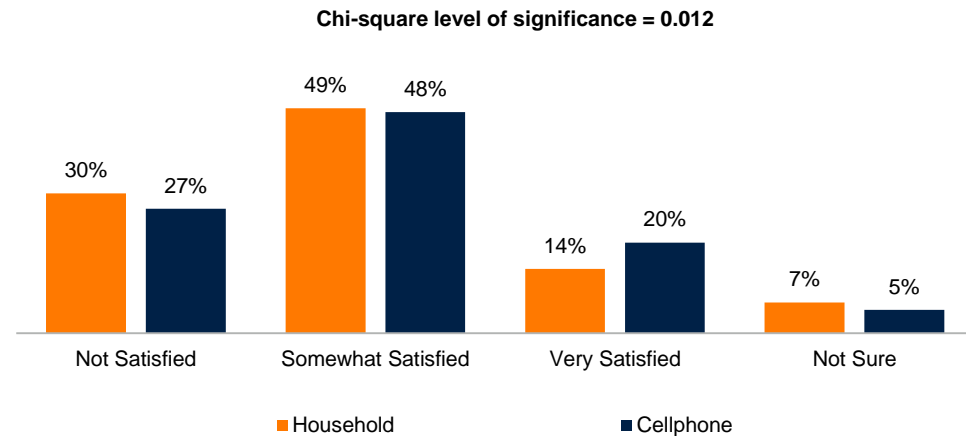
## Economic Development

Next, cross-tabulations between cellphone and household respondents along with their respective ratings for El Paso as a place to do business and El Paso job's market were performed. Only the cross-tabulation between the type of respondents and El Paso's job market produced a statistically significant Chi-square. As depicted in **Figure 69**, cellphone respondents are more likely to provide lower ratings for El Paso job's market than household respondents. In this regards, cellphone respondents may provide more reliable ratings for El Paso job's market than household respondents if we consider their overall age and that the former are likely at the beginning of their careers and the latter likely towards the end or retired, hence, less familiar with the current job market conditions.

**Figure 69. Cross-Tabulation between Type of Respondent and El Paso's Job Market Ratings**



**Figure 70. Cross-Tabulation between Type of Respondent and Satisfaction with the Way City Uses Tax Dollars**



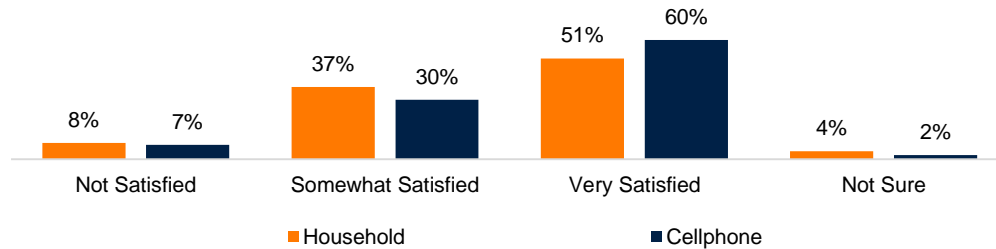
## Fiscal Initiatives

With respect to fiscal initiatives, a cross-tabulation was completed between respondents' type and their level of satisfaction with the way the City used their tax dollars. Results showed statistically significant differences between respondent types with cellphone respondents more likely to be satisfied (**Figure 70**). For instance, while 20 percent of cellphone respondents indicated being very satisfied with the way the City uses their tax dollars, 14 percent of households responded this same way. Moreover, while 27 percent of cellphone respondents



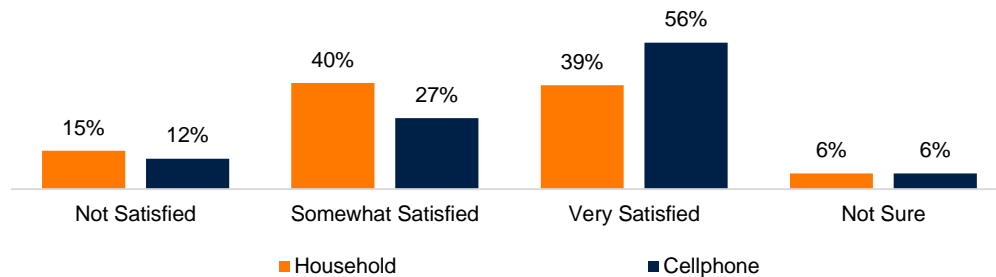
**Figure 71. Cross-Tabulation between Type of Respondent and Satisfaction with Law Enforcement**

Chi-square level of significance = 0.001



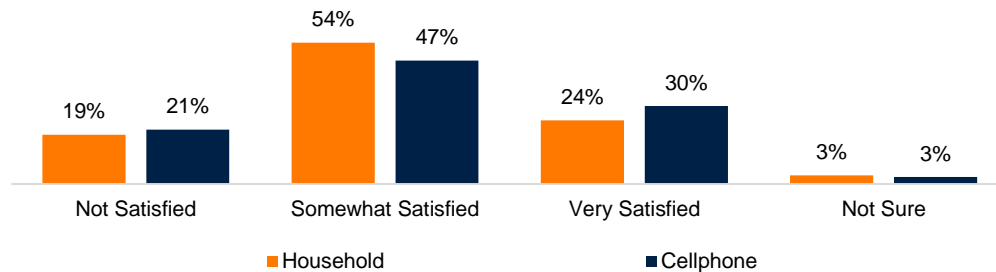
**Figure 72. Cross-Tabulation between Type of Respondent and Satisfaction with Animal Control**

Chi-square level of significance = 0.000



**Figure 73. Cross-Tabulation between Type of Respondent and Satisfaction with Economic Development**

Chi-square level of significance = 0.027



reported not being satisfied, household respondents accounted for 30 percent. On the other hand, nearly half of both respondents said they are somewhat satisfied.

## Customer Service and Citizens' Community Involvement

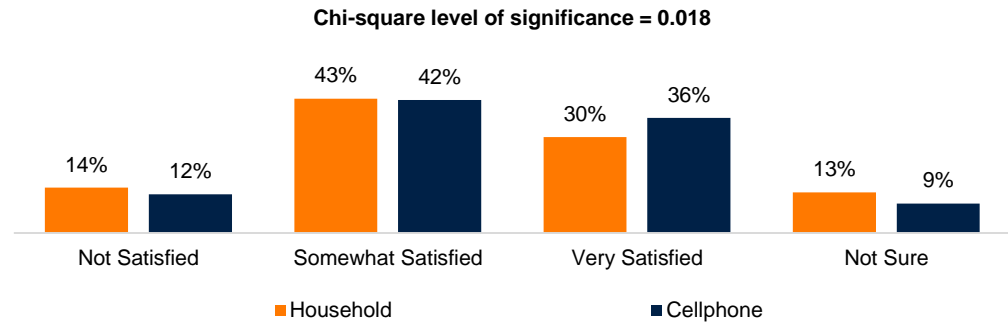
For this section, a series of cross-tabulations examining the relationships between the two groups of survey respondents and their level of satisfaction with several City-funded areas were performed. Specifically, the areas analyzed were: Law Enforcement, Animal Control, Economic Development, Building and Environmental Code Enforcement, Solid Waste Management, Libraries, Museums and Cultural Affairs, Building Permits, Recycling, the Airport, Public Transportation, Community and Human Development, and the Tax Office. With the exception of Building Permits, Recycling, and the Airport, all other cross-tabulations produced significant Chi-square statistics. It is worth noting that finding no statistically significant differences among respondent groups implies that both respondent groups are likely to provide very similar satisfaction levels with respect to these areas.

The first two areas analyzed were law enforcement (**Figure 71**) and animal control (**Figure 72**). In both cases, cellphone respondents provided higher satisfaction levels. Also in both areas, over half of cellphone respondents indicated being very satisfied. Next, cross-tabulations between household and cellphone respondents with respect to economic development, building and

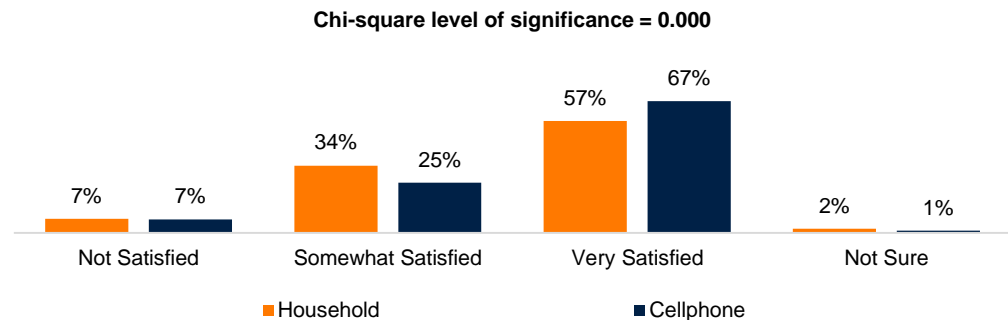
environmental code enforcement, and solid waste management were completed. In terms of economic development, household respondents are more likely to be somewhat satisfied but, in general, cellphone respondents are more likely to provide a bit higher satisfaction levels than household respondents (*Figure 73*). With respect to building and environmental code enforcement, survey respondent groups are more likely to be somewhat satisfied with this City area; however, household respondents are less likely to be satisfied (*Figure 74*). Regarding solid waste management, over half of household respondents indicated being very satisfied with this service whereas two-thirds of cellphone respondents reported this same level of satisfaction (*Figure 75*). Overall, cellphone respondents are more likely to provide higher satisfaction levels for solid waste management services.

The next cross-tabulations analyzed were between the two respondents' groups and their level of satisfaction with libraries, museums and cultural affairs. As shown in *Figure 76*, the greatest proportion of both household and cellphone respondents stated that they are very satisfied with City libraries; however, cellphone respondents are more likely to provide higher satisfaction levels. Similar results were obtain for museums and cultural affairs with nearly half of respondents in both groups reporting being very satisfied and about one-third somewhat satisfied (*Figure 77*). Overall, cellphone respondents are more likely to be slightly more satisfied with museums and cultural affairs than household respondents.

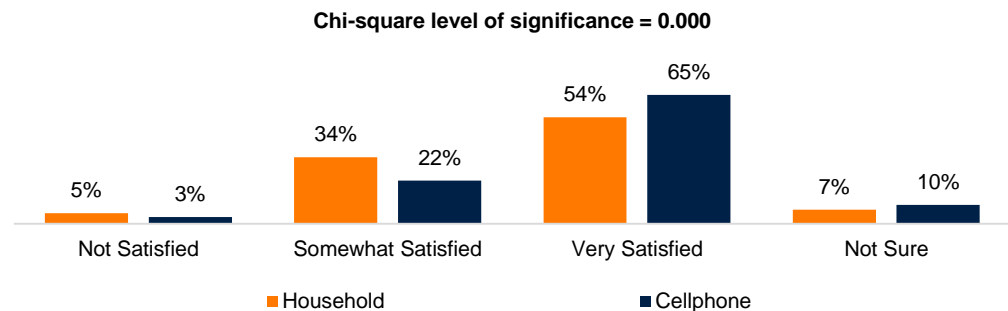
**Figure 74. Cross-Tabulation between Type of Respondent and Satisfaction with Building and Environmental Code Enforcement**



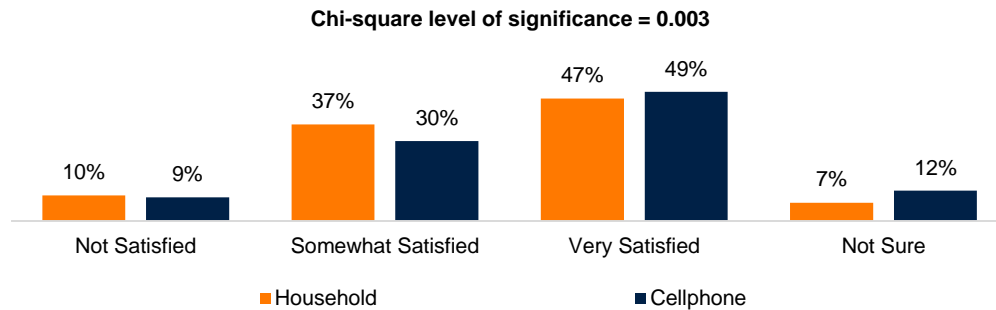
**Figure 75. Cross-Tabulation between Type of Respondent and Satisfaction with Solid Waste Management**



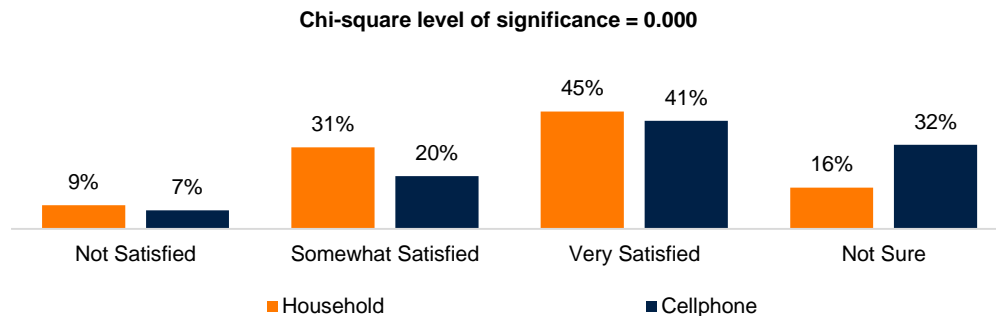
**Figure 76. Cross-Tabulation between Type of Respondent and Satisfaction with Libraries**



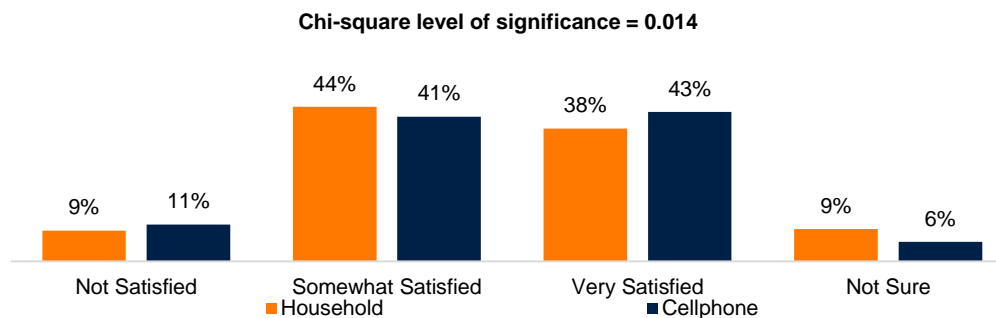
**Figure 77. Cross-Tabulation between Type of Respondent and Satisfaction with Museums and Cultural Affairs**



**Figure 78. Cross-Tabulation between Type of Respondent and Satisfaction with Public Transportation**



**Figure 79. Cross-Tabulation between Type of Respondent and Satisfaction with Community and Human Development**



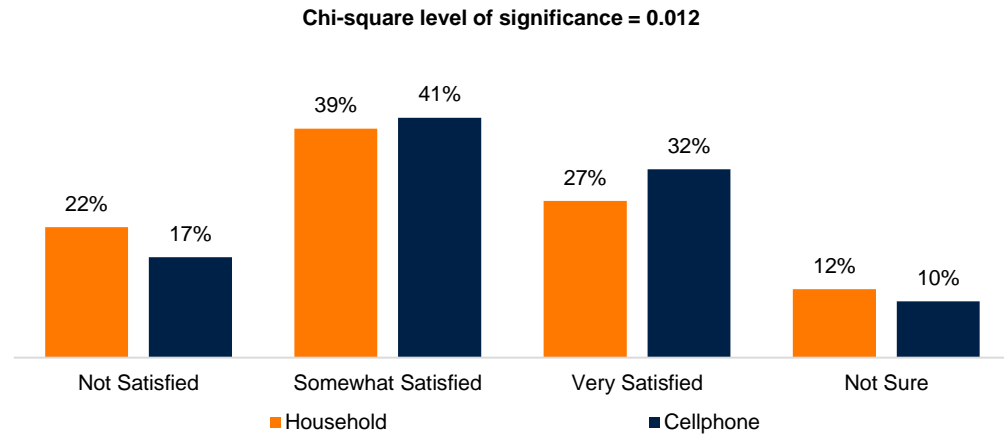
Landline and cellphone respondents' levels of satisfaction with public transportation were then cross-tabulated. Seventy-six percent of household respondents said they are somewhat satisfied or very satisfied with this service whereas 61 percent of cellphone respondents felt exactly the same way (**Figure 78**). It is worth noting that a relatively large percentage of respondents (nearly one-third of cellphone respondents) were not sure about their level of satisfaction which reaffirms the lack of use, and perhaps the lack of knowledge, of public transportation services by both survey respondent groups.

A cross-tabulation between survey respondent groups and their level of satisfaction with community and human development was also performed. **Figure 79** illustrates that while the greatest proportion of household respondents (44 percent) said they are somewhat satisfied with this City areas, the greatest proportion of cellphone respondents (43 percent) said they are very satisfied. In general, these results indicate that cellphone respondents are marginally more likely to be satisfied with community and human development services than household respondents.

Respondents' level of satisfaction with the tax office were then cross-tabulated by respondents' type. About two out of five household and cellphone respondents reported being somewhat satisfied with the tax office; however, at least one out of six respondents indicated being not satisfied (**Figure 80**). Overall, cellphone respondents are more likely to provide higher satisfaction levels for this office.

To conclude this section, a cross-tabulation was completed examining the type of respondents and whether they felt the City provides adequate opportunities to its citizen to be involved in local government. Results indicated that cellphone respondents are more likely to believe the City provides such opportunities with over half of respondents saying “yes” (**Figure 81**). In contrast, household respondents are more likely to think that the City does not provide adequate opportunities to its citizen to be involved in local government with 57 percent of them answering this way.

**Figure 80. Cross-Tabulation between Type of Respondent and Satisfaction with Community and Human Development**



**Figure 81. Cross-Tabulation between Type of Respondent and Satisfaction with Community and Human Development**

