

Section 3:
Benchmarking Data

DirectionFinder® Survey

Year 2005 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 80 cities and counties in eighteen states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during October 2004 to a random sample of 2,000 residents in the continental United States and (2) survey results from 20 large communities (population of 100,000 or more) where the *DirectionFinder*® survey was administered between June 2003 and September May 2005. The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual cities were used as the basis for developing the range of performance that is shown in this report for specific types of services. The 20 cities included in the performance comparisons that are shown in this report are listed below:

- Arlington County, Virginia
- Dallas, Texas
- Denver, Colorado
- Des Moines, Iowa
- Detroit, Michigan
- Fort Lauderdale, Florida
- Fort Worth, Texas
- Glendale, California
- Independence, Missouri
- Kansas City, Missouri
- Minneapolis, Minnesota
- Naperville, Illinois
- Olathe, Kansas
- Oklahoma City, Oklahoma
- Overland Park, Kansas
- San Diego, California
- St. Louis County, Missouri
- San Bernardino County, California
- Tulsa, Oklahoma
- Yuma County, Arizona

One set of charts shows the results for the City of Des Moines compared to the national average for residents who live in cities with more than 200,000 residents. The other set of charts shows the highest, lowest, and average (mean) levels of satisfaction for many areas of municipal service delivery. The mean rating on the second type of charts is shown as a vertical line and indicates the mean ratings from ETC Institute's national survey for residents who live in cities with a population of more than 100,000. The actual ratings for Des Moines are listed to the right of each chart. The dot on each bar shows how the results for Des Moines compare to the other communities where the *DirectionFinder*® survey has been administered.









