

Section 3:
Benchmarking Data

DirectionFinder® Survey

Year 2007 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 140 cities and counties in 28 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 2006 to a random sample of 2,000 residents in the continental United States and (2) survey results from 24 large communities (population of 150,000 or more) where the *DirectionFinder*® survey was administered between June 2005 and May 2007. 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 24 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
- Durham, North Carolina
- Fort Lauderdale, Florida
- Fort Worth, Texas
- Glendale, California
- Houston, Texas
- Independence, Missouri
- Kansas City, Missouri
- Minneapolis, Minnesota
- Naperville, Illinois
- Olathe, Kansas
- Oklahoma City, Oklahoma
- Overland Park, Kansas
- Providence, Rhode Island
- San Antonio, Texas
- San Diego, California
- St. Louis, Missouri
- San Bernardino County, California
- Tulsa, Oklahoma
- Yuma County, Arizona

The charts show the highest, lowest, and average (mean) levels of satisfaction for many areas of municipal service delivery. The mean rating 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 150,000. 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.







