2018 Resident Satisfaction Survey

Community Development, Housing, and General Government Committee
April 10, 2018
Why Local Governments Do Resident Surveys?

• Provides the local government the opportunity to hear from the community in a manner that allows for statistically significant generalizations to be made

• Provides information on satisfaction with City services, overall importance of respective services, and overall perceptions of City livability

• Provides context for direction and planning for:
  • Focused improvements to service delivery
  • Identifying clear priorities for strategic planning
  • Decisions related to resource allocation

Note: Completing a community-wide resident survey was a 2018 strategic plan action item.
Vendor Selection

• Last city-wide resident survey administered in 2011
  • The National Citizen Survey performed by National Research Center

• Vendor selected through RFP process
  • Experience
  • Technical capabilities
  • Cost

• ETC has a strong history of working with Cities to customize survey instruments
  • Provides national and regional benchmarks
  • Provides Importance-Satisfaction Analysis
Marketing Strategy

• Marketing and Communications Department

• Newspaper Advertisements
  • Winston-Salem Journal
  • The Chronicle
  • Qué Pasa

• Social Media
  • Video w/ Mayor Joines
  • Sent out multiple times with enhanced outreach

• Direct Community Communications
  • Office of Community Assistance
  • E-mails to neighborhoods associations

• Fliers at Revenue Collections and Recreation Centers
Survey Reach

• Wanted to hear from as many residents as possible

• Make sure respondent demographics reflect overall city demographics

• Ability for everyone to take survey online
  • Received an additional 279 responses
ETC Presentation
2018 Citizen Satisfaction Survey
City of Winston-Salem, North Carolina

Presented by

April 2018
ETC Institute

A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for more than 30 years

More than 2,150,000 Persons Surveyed Since 2007 for more than 900 cities in 49 States
Agenda

• Purpose and Methodology
• Bottom Line Upfront
• Major Findings
• Summary
• Questions
Purpose

- To objectively assess resident satisfaction with the delivery of City services
- To help determine priorities for the community
- To set a baseline for future surveys
- To compare Winston-Salem’s performance with other communities regionally and nationally
Methodology

- **Survey Description**
  - seven-page survey
  - each survey took approximately 15-20 minutes to complete

- **Method of Administration**
  - by mail and online to randomly selected sample of households throughout the City

- **Sample size:**
  - number of completed surveys: 1,004
  - demographics of survey respondents accurately reflects the actual population of the City

- **Confidence level:** 95%

- **Margin of error:** +/- 3.1% overall
Q31. What is your age?

by percentage of respondents (excluding not provided)

- 35 to 44: 20%
- 18 to 34: 19%
- 45 to 54: 21%
- 55 to 64: 20%
- 65+: 20%

Good Representation by Age

Source: ETC Institute (2018)
Q28. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be made)

- White/Caucasian: 59%
- Black/African American: 36%
- Hispanic/Latino: 15%
- Asian/Pacific Islander: 2%
- American Indian/Eskimo: 1%
- Other: 4%

Good Representation by Race/Ethnicity

Source: ETC Institute (2018)
Q32. What is your gender?
by percentage of respondents (excluding not provided)

Male 48%
Female 52%

Good Representation by Gender

Source: ETC Institute (2018)
Bottom Line Up Front

• Residents Have a Very Positive Perception of the City
  ❑ 85% rated the City as an excellent or good place to live; only 5% gave a rating of below average/poor
  ❑ 80% rated the City as an excellent or good place to raise children; only 7% gave a rating of below average/poor

• Satisfaction with City Services Is **Much Higher** in Winston-Salem Than Other Communities
  ❑ Winston-Salem rated above the U.S. Average in 37 of the 51 areas that were compared
  ❑ Satisfaction with the **overall quality of City services** rated 19% above the U.S. Average and 17% above the Regional Average

• Top Priorities for the City:
  ❑ Maintenance of City streets
  ❑ Enforcing clean-up of trash/debris on private property
  ❑ Demolishing vacant structures
  ❑ Overall efforts to prevent crimes
  ❑ Traffic congestion on City streets
  ❑ Ease/availability of on-street public parking downtown
Major Finding #1
Residents Have a Very Positive Perception of the City
Most Residents Feel that Winston-Salem Is an Excellent or Good Place to Live, Raise Children, and Work

Source: ETC Institute (2018)
Q2. Satisfaction with Items That Influence Perceptions of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don’t knows)

Overall quality of life in the City
- Very Satisfied (5): 24%
- Satisfied (4): 52%
- Neutral (3): 17%
- Dissatisfied (2/1): 7%

Overall image of the City
- Very Satisfied (5): 20%
- Satisfied (4): 55%
- Neutral (3): 17%
- Dissatisfied (2/1): 8%

Overall quality of services provided by the City
- Very Satisfied (5): 16%
- Satisfied (4): 52%
- Neutral (3): 21%
- Dissatisfied (2/1): 11%

Access to healthy food options within the City
- Very Satisfied (5): 22%
- Satisfied (4): 44%
- Neutral (3): 20%
- Dissatisfied (2/1): 15%

Quality of the natural environment in the City
- Very Satisfied (5): 14%
- Satisfied (4): 51%
- Neutral (3): 26%
- Dissatisfied (2/1): 9%

Overall feeling of safety in the City
- Very Satisfied (5): 13%
- Satisfied (4): 48%
- Neutral (3): 24%
- Dissatisfied (2/1): 15%

Perception of local economy/business environment
- Very Satisfied (5): 11%
- Satisfied (4): 46%
- Neutral (3): 29%
- Dissatisfied (2/1): 13%

Overall openness/acceptance of community toward people of diverse backgrounds
- Very Satisfied (5): 14%
- Satisfied (4): 42%
- Neutral (3): 27%
- Dissatisfied (2/1): 17%

How well the City is managing growth/development
- Very Satisfied (5): 13%
- Satisfied (4): 41%
- Neutral (3): 29%
- Dissatisfied (2/1): 18%

Availability of affordable housing in the City
- Very Satisfied (5): 13%
- Satisfied (4): 38%
- Neutral (3): 29%
- Dissatisfied (2/1): 20%

Overall value received for City tax dollars/fees
- Very Satisfied (5): 11%
- Satisfied (4): 37%
- Neutral (3): 29%
- Dissatisfied (2/1): 23%

Availability of jobs in the City
- Very Satisfied (5): 9%
- Satisfied (4): 35%
- Neutral (3): 35%
- Dissatisfied (2/1): 22%

Source: ETC Institute (2018)

More Than a 6-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied with the Overall Quality of Services Provided by the City (68% vs. 11%)
Q6. Overall Satisfaction with City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don’t knows)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (2/1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire services</td>
<td>43%</td>
<td>44%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Solid waste services</td>
<td>30%</td>
<td>48%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Police services</td>
<td>32%</td>
<td>46%</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td>City water and sewer services</td>
<td>23%</td>
<td>50%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>City recreation and parks programs/facilities</td>
<td>19%</td>
<td>51%</td>
<td>19%</td>
<td>10%</td>
</tr>
<tr>
<td>The City’s 311 service (City Link)</td>
<td>23%</td>
<td>43%</td>
<td>28%</td>
<td>6%</td>
</tr>
<tr>
<td>Effectiveness of communications w/ the public</td>
<td>11%</td>
<td>41%</td>
<td>36%</td>
<td>12%</td>
</tr>
<tr>
<td>City’s stormwater runoff/stormwater mgmt. system</td>
<td>12%</td>
<td>40%</td>
<td>32%</td>
<td>17%</td>
</tr>
<tr>
<td>Permitting and inspection services</td>
<td>12%</td>
<td>38%</td>
<td>40%</td>
<td>9%</td>
</tr>
<tr>
<td>Community services</td>
<td>11%</td>
<td>37%</td>
<td>34%</td>
<td>18%</td>
</tr>
<tr>
<td>Public transit services (WSTA - City bus systems)</td>
<td>13%</td>
<td>33%</td>
<td>35%</td>
<td>19%</td>
</tr>
<tr>
<td>Maintenance of City streets and sidewalks</td>
<td>10%</td>
<td>32%</td>
<td>24%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2018)

With the Exception of Maintenance of City Streets and Sidewalks, Less Than 20% Were Dissatisfied with Any of the Major City Services
Major Finding #2

Satisfaction with City Services Is Much Higher in Winston-Salem Than Other Communities
Significantly Higher:  
Significantly Lower:  

Overall Ratings of the Community  
Winston-Salem vs. Atlantic Region vs. the U.S.  
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "excellent" and 1 was "poor" (excluding don't knows)

1. As a place to live  
   - Winston-Salem: 85%  
   - Atlantic Region: 71%  
   - U.S.: 70%  

2. As a place to raise children  
   - Winston-Salem: 80%  
   - Atlantic Region: 68%  
   - U.S.: 68%  

3. As a place to work  
   - Winston-Salem: 70%  
   - Atlantic Region: 57%  
   - U.S.: 54%  

Source: 2018 ETC Institute
Satisfaction with Issues that Influence Perceptions of the Community
Winston-Salem vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)

- Overall quality of life: 76% Winston-Salem, 73% Atlantic Region, 76% U.S.
- Overall image of the community: 75% Winston-Salem, 65% Atlantic Region, 64% U.S.
- Overall quality of City services: 68% Winston-Salem, 51% Atlantic Region, 49% U.S.
- Overall feeling of safety in the city: 70% Winston-Salem, 69% Atlantic Region, 61% U.S.
- How well City is managing growth/development: 54% Winston-Salem, 41% Atlantic Region, 47% U.S.
- Value received for tax dollars & fees: 48% Winston-Salem, 39% Atlantic Region, 38% U.S.

Source: 2018 ETC Institute
Satisfaction with Major Categories of Service
Winston-Salem vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was “very satisfied” and 1 was “very dissatisfied” (excluding don’t knows)

- **Fire services**: Winston-Salem 87%, Atlantic Region 83%, U.S. 78%
- **Solid waste services**: Winston-Salem 69%, Atlantic Region 69%, U.S. 65%
- **Police services**: Winston-Salem 78%, Atlantic Region 73%, U.S. 70%
- **City water and sewer services**: Winston-Salem 73%, Atlantic Region 63%, U.S. 65%
- **City recreation and parks programs/facilities**: Winston-Salem 70%, Atlantic Region 67%, U.S. 64%
- **Effectiveness of communication w/ the public**: Winston-Salem 52%, Atlantic Region 47%, U.S. 47%
- **City's stormwater runoff/stormwater mgmt. system**: Winston-Salem 52%, Atlantic Region 47%, U.S. 56%
- **Community services (e.g. code enforcement)**: Winston-Salem 48%, Atlantic Region 55%, U.S. 52%
- **Public transit services**: Winston-Salem 46%, Atlantic Region 43%, U.S. 43%
- **Maintenance of city streets and sidewalks**: Winston-Salem 42%, Atlantic Region 41%, U.S. 41%

Source: 2018 ETC Institute
Satisfaction with Customer Service from City Employees
Winston-Salem vs. Atlantic Region vs. the U.S.

by percentage of respondents who interacted with the City during the past year and rated the item a 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- **Professionalism/courtesy of employees:**
  - Winston-Salem: 69%
  - Atlantic Region: 68%
  - U.S.: 68%
  - **Significantly Higher:**

- **Ease of contacting person needed:**
  - Winston-Salem: 72%
  - Atlantic Region: 68%
  - U.S.: 66%
  - **Significantly Higher:**

- **Satisfaction with way your concern was addressed:**
  - Winston-Salem: 68%
  - Atlantic Region: 48%
  - U.S.: 50%
  - **Significantly Lower:**

- **Accuracy of info/assistance given:**
  - Winston-Salem: 67%
  - Atlantic Region: 57%
  - U.S.: 58%
  - **Significantly Lower:**

- **Amount of time you waited for City's response:**
  - Winston-Salem: 64%
  - Atlantic Region: 63%
  - U.S.: 59%

Source: 2018 ETC Institute
Major Finding #3
Top Community Priorities
## Importance-Satisfaction Rating

**2018 City of Winston-Salem Resident Survey**

### Police and Fire

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The City’s overall efforts to prevent crime</td>
<td>53%</td>
<td>1</td>
<td>58%</td>
<td>6</td>
<td>0.2226</td>
<td>1</td>
</tr>
<tr>
<td><strong>High Priority (IS=.10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The visibility of police in neighborhoods</td>
<td>42%</td>
<td>2</td>
<td>57%</td>
<td>7</td>
<td>0.1806</td>
<td>2</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Police response time to emergencies</td>
<td>24%</td>
<td>3</td>
<td>68%</td>
<td>4</td>
<td>0.0768</td>
<td>3</td>
</tr>
<tr>
<td>Enforcement of traffic laws</td>
<td>12%</td>
<td>5</td>
<td>59%</td>
<td>5</td>
<td>0.0492</td>
<td>4</td>
</tr>
<tr>
<td>Fire personnel response time to fire/rescue emergencies</td>
<td>20%</td>
<td>4</td>
<td>85%</td>
<td>1</td>
<td>0.0300</td>
<td>5</td>
</tr>
<tr>
<td>The City’s fire prevention efforts</td>
<td>8%</td>
<td>7</td>
<td>72%</td>
<td>3</td>
<td>0.0224</td>
<td>6</td>
</tr>
<tr>
<td>Fire personnel response time to medical emergencies</td>
<td>10%</td>
<td>6</td>
<td>84%</td>
<td>2</td>
<td>0.0160</td>
<td>7</td>
</tr>
</tbody>
</table>
### Importance-Satisfaction Rating
#### 2018 City of Winston-Salem Resident Survey
**Streets and Sidewalks**

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of city streets throughout the City</td>
<td>48%</td>
<td>1</td>
<td>38%</td>
<td>11</td>
<td>0.2976</td>
<td>1</td>
</tr>
<tr>
<td><strong>High Priority (IS= .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of streets in your neighborhood</td>
<td>20%</td>
<td>2</td>
<td>48%</td>
<td>5</td>
<td>0.1040</td>
<td>2</td>
</tr>
<tr>
<td>Condition of sidewalks throughout the city</td>
<td>16%</td>
<td>3</td>
<td>37%</td>
<td>12</td>
<td>0.1008</td>
<td>3</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Litter pick-up along city streets</td>
<td>13%</td>
<td>5</td>
<td>43%</td>
<td>8</td>
<td>0.0741</td>
<td>4</td>
</tr>
<tr>
<td>Snow removal on residential streets (past 12 months)</td>
<td>14%</td>
<td>4</td>
<td>48%</td>
<td>7</td>
<td>0.0728</td>
<td>5</td>
</tr>
<tr>
<td>Accessibility of streets/sidewalks for people w/ disabilities</td>
<td>11%</td>
<td>7</td>
<td>39%</td>
<td>10</td>
<td>0.0671</td>
<td>6</td>
</tr>
<tr>
<td>On-street bicycle infrastructure</td>
<td>10%</td>
<td>8</td>
<td>34%</td>
<td>13</td>
<td>0.0660</td>
<td>7</td>
</tr>
<tr>
<td>Condition of sidewalks in your neighborhood</td>
<td>9%</td>
<td>9</td>
<td>41%</td>
<td>9</td>
<td>0.0531</td>
<td>8</td>
</tr>
<tr>
<td>Adequacy of city street lighting</td>
<td>12%</td>
<td>6</td>
<td>60%</td>
<td>3</td>
<td>0.0480</td>
<td>9</td>
</tr>
<tr>
<td>Maintenance of trees along city streets</td>
<td>5%</td>
<td>12</td>
<td>48%</td>
<td>6</td>
<td>0.0260</td>
<td>10</td>
</tr>
<tr>
<td>Maintenance of street signs and traffic signals</td>
<td>7%</td>
<td>10</td>
<td>70%</td>
<td>1</td>
<td>0.0210</td>
<td>11</td>
</tr>
<tr>
<td>Snow removal on major city streets (past 12 months)</td>
<td>6%</td>
<td>11</td>
<td>70%</td>
<td>2</td>
<td>0.0180</td>
<td>12</td>
</tr>
<tr>
<td>Mowing and landscaping along city streets</td>
<td>4%</td>
<td>13</td>
<td>57%</td>
<td>4</td>
<td>0.0172</td>
<td>13</td>
</tr>
</tbody>
</table>
# Importance-Satisfaction Rating

## 2018 City of Winston-Salem Resident Survey

### Public Transportation

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (I-S &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The amount of traffic congestion on city streets</td>
<td>36%</td>
<td>1</td>
<td>41%</td>
<td>4</td>
<td>0.2124</td>
<td>1</td>
</tr>
<tr>
<td>Ease/availability of on-street public parking in downtown</td>
<td>29%</td>
<td>2</td>
<td>29%</td>
<td>12</td>
<td>0.2059</td>
<td>2</td>
</tr>
<tr>
<td><strong>High Priority (I-S = .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of sidewalks throughout the city</td>
<td>27%</td>
<td>3</td>
<td>38%</td>
<td>5</td>
<td>0.1674</td>
<td>3</td>
</tr>
<tr>
<td>Cost of public parking options in downtown</td>
<td>16%</td>
<td>4</td>
<td>36%</td>
<td>11</td>
<td>0.1024</td>
<td>4</td>
</tr>
<tr>
<td><strong>Medium Priority (I-S &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of greenways throughout the city</td>
<td>15%</td>
<td>5</td>
<td>47%</td>
<td>2</td>
<td>0.0795</td>
<td>5</td>
</tr>
<tr>
<td>Ease/availability of public parking in decks downtown</td>
<td>13%</td>
<td>6</td>
<td>44%</td>
<td>3</td>
<td>0.0728</td>
<td>6</td>
</tr>
<tr>
<td>Overall satisfaction with WSTA fixed route bus services</td>
<td>7%</td>
<td>8</td>
<td>38%</td>
<td>7</td>
<td>0.0434</td>
<td>7</td>
</tr>
<tr>
<td>Timeliness of WSTA fixed route bus services</td>
<td>6%</td>
<td>9</td>
<td>38%</td>
<td>9</td>
<td>0.0372</td>
<td>8</td>
</tr>
<tr>
<td>Condition of existing greenways</td>
<td>7%</td>
<td>7</td>
<td>57%</td>
<td>1</td>
<td>0.0301</td>
<td>9</td>
</tr>
<tr>
<td>Timeliness of WSTA Trans-AID bus services</td>
<td>4%</td>
<td>10</td>
<td>37%</td>
<td>10</td>
<td>0.0252</td>
<td>10</td>
</tr>
<tr>
<td>Overall satisfaction with WSTA Trans-AID bus services</td>
<td>4%</td>
<td>11</td>
<td>38%</td>
<td>8</td>
<td>0.0248</td>
<td>11</td>
</tr>
<tr>
<td>Cleanliness of WSTA buses</td>
<td>2%</td>
<td>12</td>
<td>38%</td>
<td>6</td>
<td>0.0124</td>
<td>12</td>
</tr>
</tbody>
</table>
# Importance-Satisfaction Rating

## 2018 City of Winston-Salem Resident Survey

### Community Development

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (I-S &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforcing clean-up of trash/debris on private property</td>
<td>39%</td>
<td>1</td>
<td>38%</td>
<td>4</td>
<td>0.2418</td>
<td>1</td>
</tr>
<tr>
<td>Demolishing vacant structures that are nuisance properties</td>
<td>32%</td>
<td>2</td>
<td>26%</td>
<td>7</td>
<td>0.2368</td>
<td>2</td>
</tr>
<tr>
<td><strong>High Priority (I-S=.10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City housing rehabilitation programs</td>
<td>24%</td>
<td>3</td>
<td>27%</td>
<td>6</td>
<td>0.1752</td>
<td>3</td>
</tr>
<tr>
<td>Enforcing exterior maintenance of residential property</td>
<td>19%</td>
<td>4</td>
<td>36%</td>
<td>5</td>
<td>0.1216</td>
<td>4</td>
</tr>
<tr>
<td>Enforcing mowing/cutting of weeds on private property</td>
<td>18%</td>
<td>5</td>
<td>40%</td>
<td>3</td>
<td>0.1080</td>
<td>5</td>
</tr>
<tr>
<td><strong>Medium Priority (I-S &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforce trash, weeds, exterior maintenance in neighborhood</td>
<td>15%</td>
<td>7</td>
<td>45%</td>
<td>2</td>
<td>0.0825</td>
<td>6</td>
</tr>
<tr>
<td>Overall character/condition of your neighborhood</td>
<td>17%</td>
<td>6</td>
<td>65%</td>
<td>1</td>
<td>0.0595</td>
<td>7</td>
</tr>
</tbody>
</table>

---

## Community Development Priorities
# Importance-Satisfaction Rating

**2018 City of Winston-Salem Resident Survey**

**Recreation and Parks**

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Priority (IS= .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The City's youth programs and activities</td>
<td>20%</td>
<td>4</td>
<td>45%</td>
<td>10</td>
<td>0.1100</td>
<td>1</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walking and biking trails in the city</td>
<td>25%</td>
<td>2</td>
<td>61%</td>
<td>4</td>
<td>0.0975</td>
<td>2</td>
</tr>
<tr>
<td>Maintenance of city parks</td>
<td>35%</td>
<td>1</td>
<td>74%</td>
<td>1</td>
<td>0.0910</td>
<td>3</td>
</tr>
<tr>
<td>Marketing of Recreation and Parks programs/facilities</td>
<td>13%</td>
<td>5</td>
<td>39%</td>
<td>11</td>
<td>0.0793</td>
<td>4</td>
</tr>
<tr>
<td>Quality of facilities in city parks</td>
<td>20%</td>
<td>3</td>
<td>69%</td>
<td>2</td>
<td>0.0620</td>
<td>5</td>
</tr>
<tr>
<td>Programs/activities at city recreation centers</td>
<td>12%</td>
<td>6</td>
<td>52%</td>
<td>7</td>
<td>0.0576</td>
<td>6</td>
</tr>
<tr>
<td>Maintenance/appearance of city recreation centers</td>
<td>10%</td>
<td>7</td>
<td>55%</td>
<td>6</td>
<td>0.0450</td>
<td>7</td>
</tr>
<tr>
<td>City swimming pools and programs</td>
<td>8%</td>
<td>8</td>
<td>49%</td>
<td>9</td>
<td>0.0408</td>
<td>8</td>
</tr>
<tr>
<td>Customer service from Recreation &amp; Parks employees</td>
<td>6%</td>
<td>9</td>
<td>58%</td>
<td>5</td>
<td>0.0252</td>
<td>9</td>
</tr>
<tr>
<td>Quality of city-owned outdoor athletic fields</td>
<td>5%</td>
<td>10</td>
<td>64%</td>
<td>3</td>
<td>0.0180</td>
<td>10</td>
</tr>
<tr>
<td>City splash pads and spraygrounds</td>
<td>3%</td>
<td>11</td>
<td>50%</td>
<td>8</td>
<td>0.0150</td>
<td>11</td>
</tr>
</tbody>
</table>
## Importance-Satisfaction Rating

### 2018 City of Winston-Salem Resident Survey

#### Solid Waste

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of leaf collection services</td>
<td>27%</td>
<td>3</td>
<td>63%</td>
<td>4</td>
<td>0.0999</td>
<td>1</td>
</tr>
<tr>
<td>Quality of brush pick-up services</td>
<td>24%</td>
<td>4</td>
<td>62%</td>
<td>5</td>
<td>0.0912</td>
<td>2</td>
</tr>
<tr>
<td>Quality of street sweeping services</td>
<td>20%</td>
<td>6</td>
<td>56%</td>
<td>6</td>
<td>0.0880</td>
<td>3</td>
</tr>
<tr>
<td>Quality of bulky item pick-up services</td>
<td>24%</td>
<td>5</td>
<td>74%</td>
<td>3</td>
<td>0.0624</td>
<td>4</td>
</tr>
<tr>
<td>Quality of curbside recycling services</td>
<td>30%</td>
<td>2</td>
<td>82%</td>
<td>2</td>
<td>0.0540</td>
<td>5</td>
</tr>
<tr>
<td>Quality of residential trash collection services</td>
<td>35%</td>
<td>1</td>
<td>86%</td>
<td>1</td>
<td>0.0490</td>
<td>6</td>
</tr>
</tbody>
</table>

**Solid Waste Priorities**
Other Findings
Q23. Support for Potential Bond Referendum for Various Capital Projects

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding not provided)

- Transportation projects: 66% Strongly Support, 29% Somewhat Support, 3% Somewhat Oppose, 2% Strongly Oppose
- Public safety: 67% Strongly Support, 27% Somewhat Support, 4% Somewhat Oppose, 2% Strongly Oppose
- Recreation projects: 47% Strongly Support, 43% Somewhat Support, 8% Somewhat Oppose, 3% Strongly Oppose
- Economic development: 50% Strongly Support, 39% Somewhat Support, 8% Somewhat Oppose, 4% Strongly Oppose
- Housing development: 43% Strongly Support, 44% Somewhat Support, 9% Somewhat Oppose, 4% Strongly Oppose
- General government projects: 29% Strongly Support, 51% Somewhat Support, 16% Somewhat Oppose, 5% Strongly Oppose

Source: ETC Institute (2018)
Q4. How Residents Get Information About Programs and Services Offered by the City

by percentage of respondents (multiple choices could be made)

Network television: 48%
Newspapers: 48%
Utility bill inserts: 47%
City website: 46%
Local radio: 36%
Neighbors: 28%
City social media: 24%
TV13: 16%
Events/activity lists: 14%
eNotifications: 9%
Other: 5%

Source: ETC Institute (2018)

Top Sources Residents Use to Get Information About the City Are Network Television, Newspapers, Utility Bill Inserts and the City’s Website
Summary

- **Residents Have a Very Positive Perception of the City**
  - 85% rated the City as an excellent or good place to live; only 5% gave a rating of below average/poor
  - 80% rated the City as an excellent or good place to raise children; only 7% gave a rating of below average/poor

- **Satisfaction with City Services Is **Much Higher** in Winston-Salem Than Other Communities**
  - Winston-Salem rated above the U.S. Average in 37 of the 51 areas that were compared
  - Satisfaction with the **overall quality of City services** rated 19% above the U.S. Average and 17% above the Regional Average

- **Top Priorities for the City:**
  - Maintenance of City streets
  - Enforcing clean-up of trash/debris on private property
  - Demolishing vacant structures
  - Overall efforts to prevent crimes
  - Traffic congestion on City streets
  - Ease/availability of on-street public parking downtown
Questions?

THANK YOU!!
Next Steps

• Analysis for inclusion in strategic plan update later in 2018

• Planning for FY 2019 Key Work Items

• Additional, targeted resident engagement in designated areas

• Develop and implement ongoing and routine resident survey mechanisms for City departments/services
Questions and Comments

Final report and presentation will be posted online:
http://cityofws.org/Departments/Performance-and-Accountability

Scott Tesh
Director, Office of Performance and Accountability
josepht@cityofws.org
336-747-7095