



Winston-Salem

Office of  
Performance &  
Accountability

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# Memorandum

**TO:** Mayor, Mayor Pro Tempore, and City Council  
**FROM:** Scott Tesh, Performance and Accountability Director  
**DATE:** September 20, 2019  
**SUBJECT:** Non-Random Resident Survey Results  
**CC:** Lee Garrity, City Manager  
Ben Rowe, Assistant City Manager

As part of the overall effort to engage residents and measure levels of resident satisfaction, the City partnered with ETC, Inc. to distribute written surveys to a randomly selected residential population. ETC mailed more than 10,000 paper copies of the survey instrument to various residences and received 1,036 completed surveys in return (10.4%).

Conducting a statistically valid survey gives City leaders responses that are about 95% (+/-3%) accurate. If the households were not randomly selected, that confidence level would not be possible. Members of the City Council requested that any residents who were not selected to be a part of the random survey also have an opportunity to voice their opinions and register their concerns through a survey. To that end, ETC hosted a parallel site that was linked through the City website to offer interested residents the chance to fill out the same survey tool used in the random sampling.

The online survey was marketed through physical (billboards, newspaper ads, ads on WSTA transit) and digital (Facebook, Nextdoor, Twitter) channels, and physical copies of the survey were made available at all recreation centers. ETC received 173 surveys that had at least 80% of the questions completed. Because of the anonymous nature of the web based method, accurate geolocation data are unavailable; however, based on generic information provided by Google Analytics, staff estimates between 57% and 76% of the computers used were likely located in Forsyth County. Demographic information between the two surveys is not comparable, as 20% of the respondents to the non-random survey did not disclose their race/ethnicity.

The summary table below represents the percentage of residents who responded to the questions as either “satisfied” or “very satisfied.” The differences in satisfaction levels between the two surveys are variable depending on the service, with the largest differences (>35%) being:

- Overall image of the city
- Overall quality of life in the city
- Overall quality of services provided by the City

A quick analysis of the responses shows that attitudes towards the city in general were on average 30% lower in the non-random responses; however, average satisfaction with individual services (excluding overall communications) was only 18% lower.

**CityLink311**

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**City Council:** Mayor Allen Joines; Vivian H. Burke, Mayor Pro Tempore, Northeast Ward; Denise D. Adams, North Ward; Dan Besse, Southwest Ward; Robert C. Clark, West Ward; John C. Larson, South Ward; Jeff MacIntosh, Northwest Ward; Annette Scippio, East Ward; James Taylor, Jr., Southeast Ward; City Manager: Lee D. Garrity

<u>Question</u>	<u>Percentage of Respondents Satisfied or Very Satisfied (Statistically Valid)</u>	<u>Percentage of Respondents Satisfied or Very Satisfied (Non-Random Responses)</u>	<u>Difference</u>
<b>Overall Rating of Winston-Salem</b>			
City as a place to work	70%	42%	-28%
City as place to raise children	76%	45%	-31%
City as place to live	84%	49%	-35%
<b>Perceptions of the Community</b>			
Overall openness and acceptance of the community toward people of diverse backgrounds	50%	36%	-14%
Availability of affordable housing in the city	46%	27%	-19%
Availability of jobs in the city	42%	20%	-22%
Overall quality of the natural environment in the city	65%	40%	-25%
Access to healthy food options within the city	60%	34%	-26%
Overall perception of local economy/business environment	57%	26%	-31%
Overall feeling of safety in the city	56%	25%	-31%
Overall value you receive for your City tax dollars and fees	45%	12%	-33%
How well the City is managing growth and development	49%	16%	-33%
Overall image of the city	72%	35%	-37%
Overall quality of life in the city	74%	36%	-38%
Overall quality of services provided by the City	63%	9%	-54%
<b>Communications Services</b>			
Overall effectiveness of the City's use of social media	46%	30%	-16%
Effectiveness of communications during severe weather	71%	52%	-19%
Overall usefulness of the City's website	53%	34%	-19%
Opportunities to engage/provide input into decisions made by the City	37%	15%	-22%
Availability of information about City programs/services	55%	29%	-26%
Overall effectiveness of City communications with the public	55%	24%	-31%

<u>Question</u>	<u>Percentage of Respondents Satisfied or Very Satisfied (Statistically Valid)</u>	<u>Percentage of Respondents Satisfied or Very Satisfied (Non-Random Responses)</u>	<u>Difference</u>
<b>Quality of City Services</b>			
Fire services (including medical responses by Fire Department)	87%	78%	-9%
Public transit services (WSTA – City bus systems)	38%	22%	-16%
The City's 311 service (City Link)	60%	42%	-18%
City recreation and parks programs/facilities	62%	43%	-19%
City water and sewer services	70%	50%	-20%
Maintenance of city streets and sidewalks	37%	14%	-23%
Permitting and inspection services	43%	20%	-23%
Police services	74%	50%	-24%
The City's stormwater runoff/stormwater management system	48%	21%	-27%
Community services (e.g. code enforcement, neighborhood and housing development)	42%	15%	-27%
Solid waste services (e.g. residential trash/recycling collection)	75%	48%	-27%
Overall effectiveness of City communications with the public	48%	18%	-30%
<b>Police and Fire Services</b>			
Fire personnel response time to fire and rescue emergencies	87%	75%	-12%
The City's fire prevention efforts	74%	61%	-13%
Fire personnel response time to medical emergencies	88%	73%	-15%
Overall perception of Police personnel attitudes/behaviors	66%	49%	-17%
Overall competence of Police personnel	71%	51%	-20%
Enforcement of traffic laws	53%	31%	-22%
Police response time to emergencies	70%	43%	-27%
The visibility of police in neighborhoods	55%	27%	-28%
The City's overall efforts to prevent crime	53%	21%	-32%
<b>Streets and Sidewalks</b>			
On-street bicycle infrastructure (bike lanes/wayfinding signs)	30%	19%	-11%
Snow removal on residential streets	47%	36%	-11%
Snow removal on major city streets	68%	53%	-15%
Litter pick-up along city streets	38%	23%	-15%
Condition of sidewalks throughout the city	36%	19%	-17%
Maintenance of streets in your neighborhood	45%	27%	-18%
Maintenance of street signs and traffic signals	66%	48%	-18%
Condition of sidewalks in your neighborhood	41%	23%	-18%
Accessibility of streets and sidewalks for people with disabilities	33%	15%	-18%

<u>Question</u>	<u>Percentage of Respondents Satisfied or Very Satisfied (Statistically Valid)</u>	<u>Percentage of Respondents Satisfied or Very Satisfied (Non-Random Responses)</u>	<u>Difference</u>
<b>Streets and Sidewalks (continued)</b>			
Maintenance of trees along city streets	42%	23%	-19%
Mowing and landscaping along city streets	50%	29%	-21%
Maintenance of city streets throughout the city	34%	13%	-21%
Adequacy of city street lighting	59%	35%	-24%
<b>Public Transportation</b>			
Cost of public parking options in downtown	35%	29%	-6%
Ease and availability of public parking in decks in downtown	44%	35%	-9%
The amount of traffic congestion on city streets	31%	22%	-9%
Ease and availability of on-street public parking in downtown	27%	16%	-11%
Condition of existing greenways	54%	42%	-12%
Availability of greenways throughout the city	47%	34%	-13%
Availability of sidewalks throughout the city	35%	20%	-15%
Overall satisfaction with WSTA fixed route bus services	29%	9%	-20%
Timeliness of WSTA fixed route bus services	30%	9%	-21%
Cleanliness of WSTA buses	34%	13%	-21%
Overall satisfaction with WSTA Trans-AID bus services	31%	10%	-21%
Timeliness of WSTA Trans-AID bus services	30%	6%	-24%
<b>Community Development Services</b>			
Enforcing the mowing and cutting of weeds on private property	36%	26%	-10%
Enforcing the exterior maintenance of residential property (e.g. condition of buildings)	32%	21%	-11%
Demolishing vacant structures that are nuisance properties	21%	9%	-12%
The overall character and condition of your neighborhood	65%	53%	-12%
City housing rehabilitation programs (e.g. loans to improve housing condition)	25%	11%	-14%
Enforcing the clean-up of trash and debris on private property	35%	21%	-14%
Enforcing trash, weeds, and exterior maintenance in your neighborhood	44%	27%	-17%
<b>Recreation and Parks Services</b>			
City splash pads and spraygrounds	54%	50%	-4%
Quality of customer service from Recreation and Parks employees	49%	41%	-8%
Quality of facilities (e.g. picnic shelters & playgrounds) in city parks	67%	58%	-9%
Programs and activities at city recreation centers	48%	35%	-13%
Walking and biking trails in the city	59%	46%	-13%

<u>Question</u>	<u>Percentage of Respondents Satisfied or Very Satisfied (Statistically Valid)</u>	<u>Percentage of Respondents Satisfied or Very Satisfied (Non-Random Responses)</u>	<u>Difference</u>
<b>Recreation and Parks Services (continued)</b>			
Maintenance of city parks	72%	59%	-13%
Marketing of Recreation and Parks programs/facilities	37%	24%	-13%
Quality of city-owned outdoor athletic fields	62%	47%	-15%
City swimming pools and programs	50%	35%	-15%
Maintenance and appearance of city recreation centers	53%	38%	-15%
The City's youth programs and activities	43%	26%	-17%
<b>Solid Waste Services</b>			
Overall quality of City street sweeping services	47%	34%	-13%
Overall quality of brush pick-up services	54%	37%	-17%
Overall quality of bulky item pick-up services	68%	51%	-17%
Overall quality of leaf collection services	58%	39%	-19%
Overall quality of residential trash collection services	86%	68%	-18%
Overall quality of curbside recycling services	83%	62%	-21%
<b>Water, Sewer, and Stormwater Services</b>			
Timeliness of water/sewer line break repairs	58%	42%	-16%
Overall quality of your household drinking water	67%	49%	-18%
Affordability of water/sewer and stormwater bills	40%	20%	-20%
Condition and cleanliness of catch basins (storm drains) in your neighborhood	45%	25%	-20%
Overall management of public stormwater run-off	44%	20%	-24%
<b>City Link 311</b>			
Overall quality of customer service provided by City Link agents	68%	50%	-18%
Amount of time spent on phone with City Link staff to resolve issue	65%	45%	-20%
Wait time (time before speaking with an agent)	60%	40%	-20%