

Information Item

Date: October 15, 2019

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Ben Rowe, Assistant City Manager
Scott Tesh, Director, Office of Performance and Accountability

Subject:
2019 Resident Survey Results

Strategic Focus Area: Service Excellence

Strategic Objective: Ensure Service Delivery Efficiency and Effectiveness

Strategic Plan Action Item: No

Key Work Item: No



The 2019 resident survey was the second year of a 4-year contract with ETC Inc. to administer a statistically significant satisfaction and opinion survey to a randomly selected segment of Winston-Salem households, as well as an identical non-random survey open to any person interested. Results for the random and non-random versions are reported separately to ensure the statistical validity of the randomized sample. A statistically valid sample allows the City to make generalizations about the overall population.

The survey was offered in Spanish and English in both online and written formats. During the March 19, 2019 meeting of the Community Development/Housing/General Government Committee, several members of the City Council requested that the City take additional steps to market the non-random survey to community groups and make the survey available to those groups who do not have regular access to the internet or computer. Marketing efforts for the non-random survey included the placement of information on billboards, newspaper advertisements in the Winston-Salem Journal, The Chronicle, and Que Pasa, targeted advertisements purchased through Facebook, communicated through social media and neighborhood groups, and placement of the participation information on WSTA fixed route buses that were identified to run the longest transit route. In addition to the online format, physical copies of the non-random survey were available at all recreations centers and by contacting City Link.

The random survey administration period began April 23, 2019 and concluded June 17, 2019. The non-random survey period began May 7, 2019 and concluded September 3, 2019. The periods were offset to minimize resident confusion, and the non-random administration period was extended to reach as many residents as possible.

The random sample survey was returned by 1,036 households giving the results a 95% level of confidence and a +/-3% margin of error. A minimum of 100 surveys were returned from each ward and closely matched the demographic make-up of the city. The non-random survey returned 173 responses with slightly less demographic diversity.

The attached report includes charts and tabular data summarizing the responses collected in the random survey. ETC also provides regional and national benchmarks and an Importance-Satisfaction Analysis which gives an index measure of satisfaction levels and resident service priority. Services with combined lower satisfaction and high importance scores are recommended priority areas.

Overall, the survey indicates that residents have remained satisfied with Winston-Salem as a place to live, work and raise children. Although results may be slightly lower compared to the 2018 results, the survey contains a margin of error of +/-3%.

Overall Ratings for Winston-Salem (responses that were excellent or good)		
	<u>2018</u>	<u>2019</u>
As a place to live	85%	84%
As a place to raise children	80%	77%
As a place to work	70%	69%

The slight decline notwithstanding, Winston-Salem remains much higher than both regional and national benchmarks for these overall satisfaction categories.

The Importance-Satisfaction Rating method utilized by ETC identifies areas where residents express both a lower level of satisfaction with a specific service and indicate they believe that service should be a high priority for City leaders. Areas identified as a high or very high priority services include:

- Maintenance of city streets throughout the city (very high)
- The amount of traffic congestion on city streets (very high)
- Ease/availability of on-street public parking in downtown (very high)
- Demolishing vacant structures that are nuisance properties (very high)
- Enforcing clean-up of trash/debris on private property (very high)
- The City's overall efforts to prevent crime (high)
- The visibility of police in neighborhoods (high)
- Maintenance of streets in your neighborhood (high)
- Availability of sidewalks throughout the city (high)
- Cost of public parking options in downtown (high)
- City housing rehabilitation programs (high)
- Enforcing mowing/cutting of weeds on private property (high)
- The City's youth programs and activities (high)
- Quality of brush pick-up services (high)
- Quality of leaf collection services (high)

In addition to the attached report, a representative from ETC will provide a presentation to the Community Development/Housing/General Government Committee on the survey findings.

Staff has also attached a memo showing the non-random scores compared to the statistically valid scores for each service area.