

# 2020 Resident Satisfaction Survey

Community Development, Housing, and  
General Government Committee  
March 16, 2021



# Agenda

- **Purpose and Methodology**
- **Respondent Demography**
- **Data and Major Findings**
  - Priorities
  - Benchmarking
  - Trends
- **Summary**
- **Questions**



# Why Local Governments Do Resident Surveys?

- **Allows for statistically significant generalizations to be made from representative sample**
- **Objective information on satisfaction, importance, and perceptions of City services and livability**
- **Provides context for direction and planning for:**
  - Focused improvements to service delivery
  - Identifying clear priorities for strategic planning
  - Decisions related to resource allocation
- **Benchmarking performance regionally and nationally**



# Vendor Selection

- **ETC Institute selected through a competitive RFP process**
- **ETC has a strong history of working with Cities to customize survey instruments.**
  - Provides national and regional benchmarks
  - Provides Importance-Satisfaction Analysis
  - History of representative demographic sampling
  - Peer Jurisdictions that use ETC
    - Charlotte
    - Raleigh
    - Durham
- **Final year of agreement**



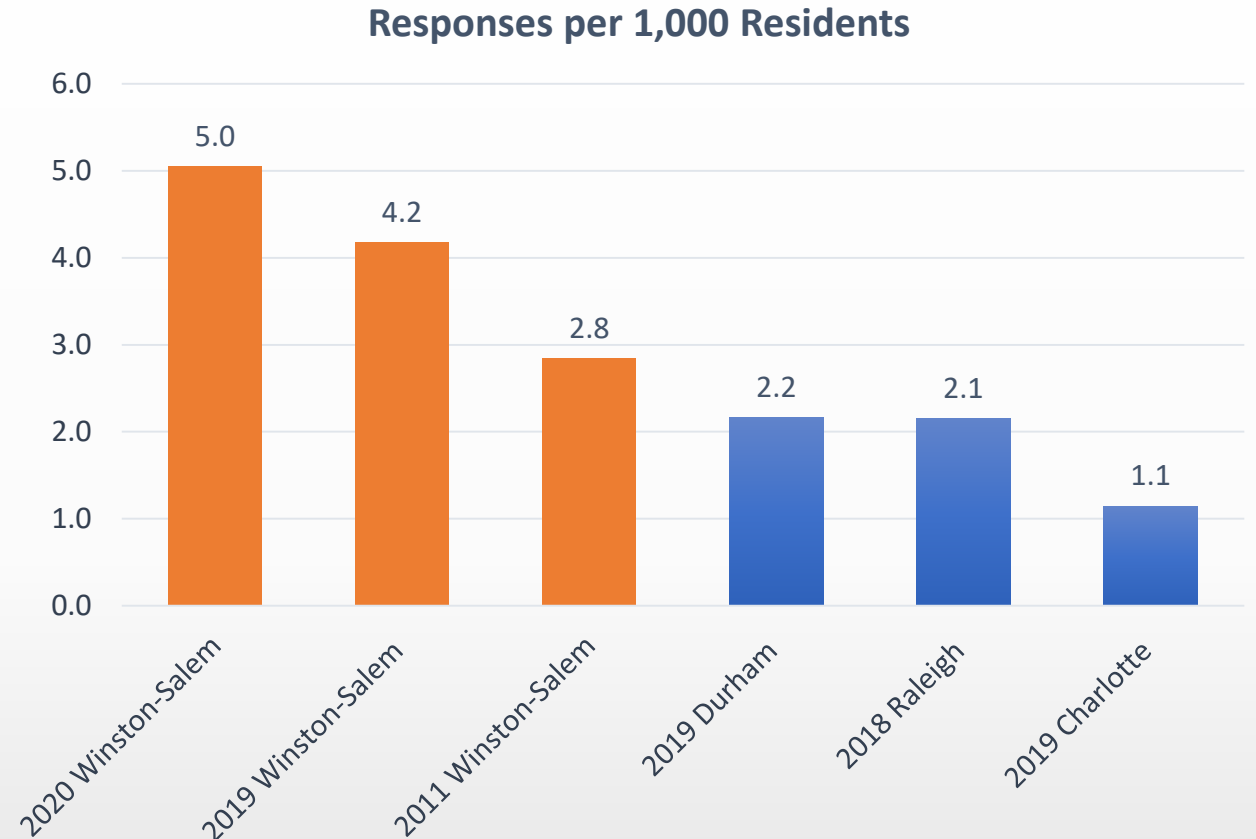
# Marketing Strategy

- **Marketing and Communications Department**
- **News Releases**
- **Boosted Social Media**
  - Facebook
  - Nextdoor
  - Twitter
- **Traditional marketing strategies were mitigated as a result of COVID 19** (e.g. providing paper copies in Libraries and other common places)



# Survey Reach

- **Minimum of 1,000 responses**
  - Minimum of 100/ward
- **Make sure respondent demographics reflect overall city demographics**
- **Ability for everyone to take non-random version survey online**
  - Currently being administered

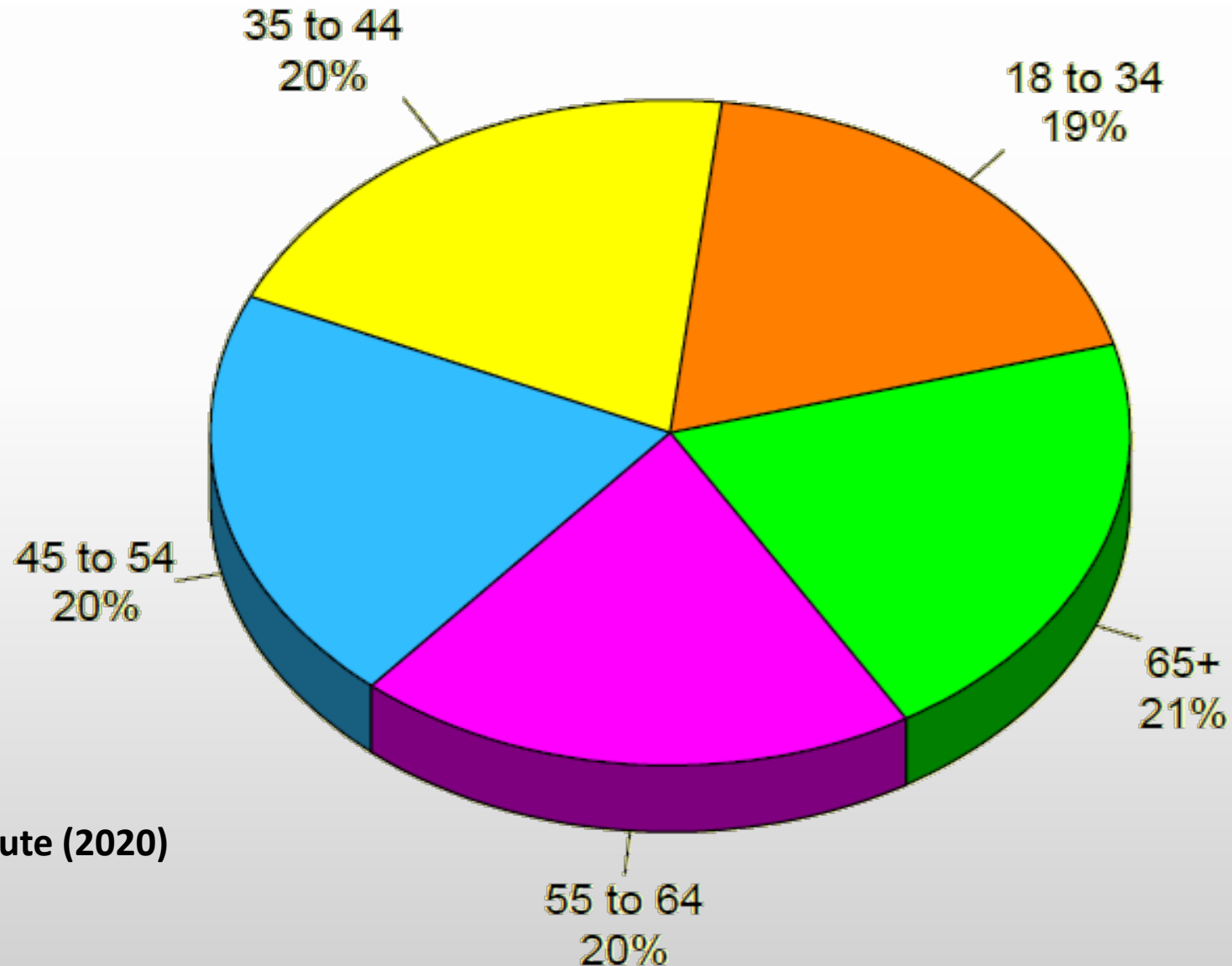


# Methodology

- **Method of Administration**
  - By mail and online to randomly selected sample of households throughout the City
- **Sample size:**
  - Number of completed surveys: 1,259
  - A minimum of 100 surveys collected from each of the City's eight council wards
  - Demographics of survey respondents very reflective of City population
- **Statistical Validity Measures:**
  - Confidence level: 95%
  - Margin of error: +/- 2.7% overall



# Respondent Age by Percentage

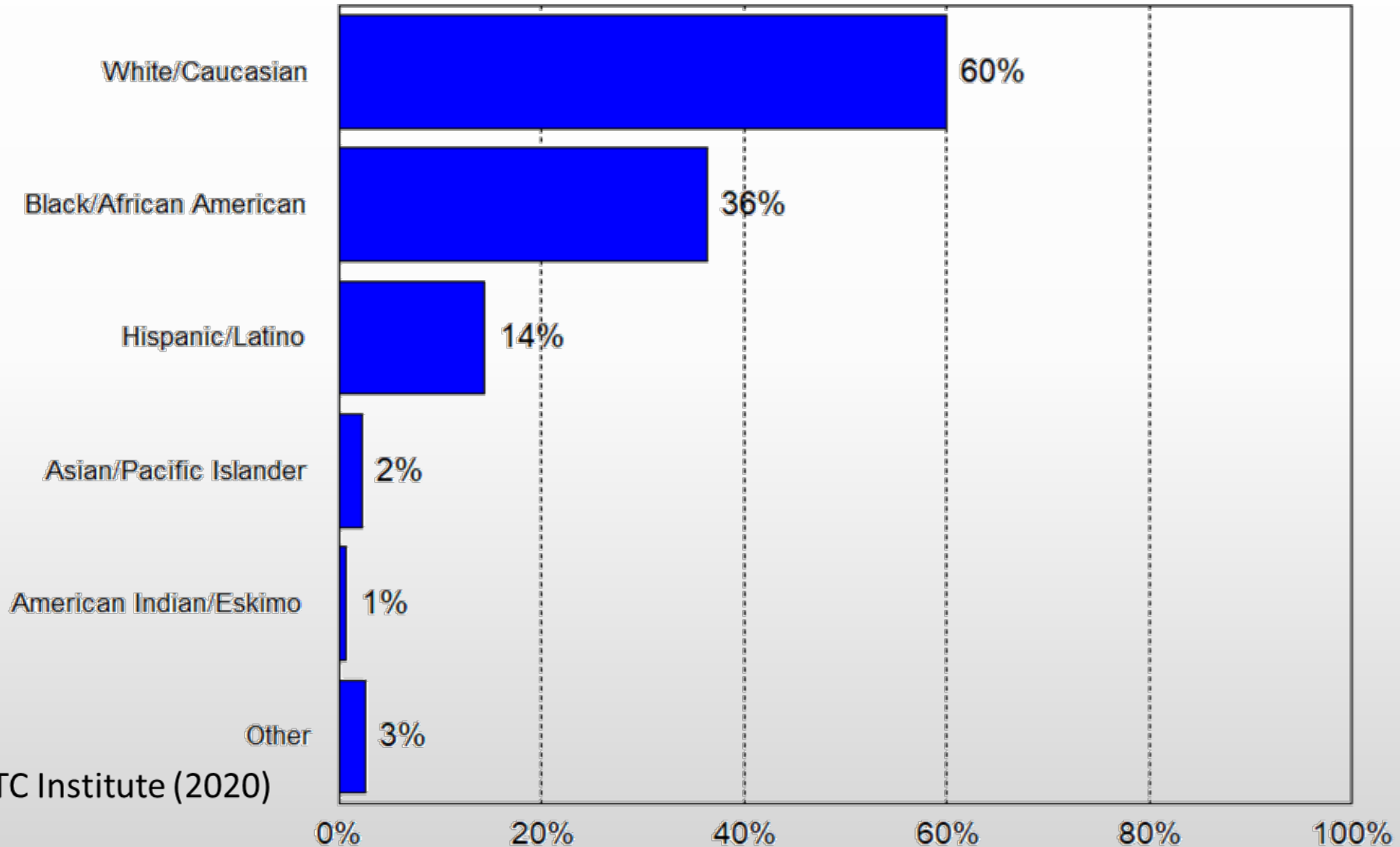


Source: ETC Institute (2020)





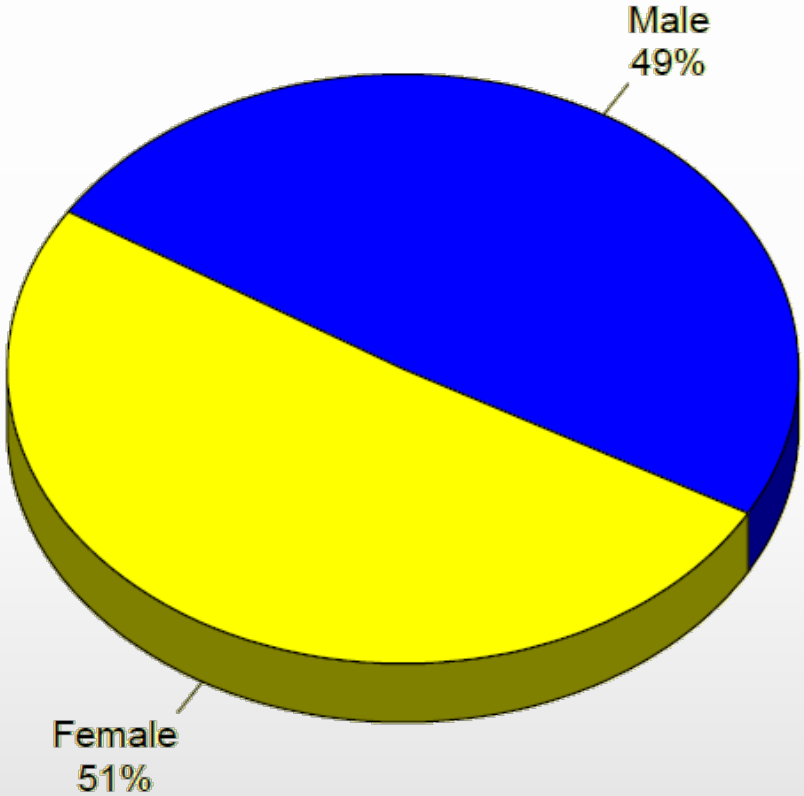
# Respondent Race/Ethnicity by Percentage



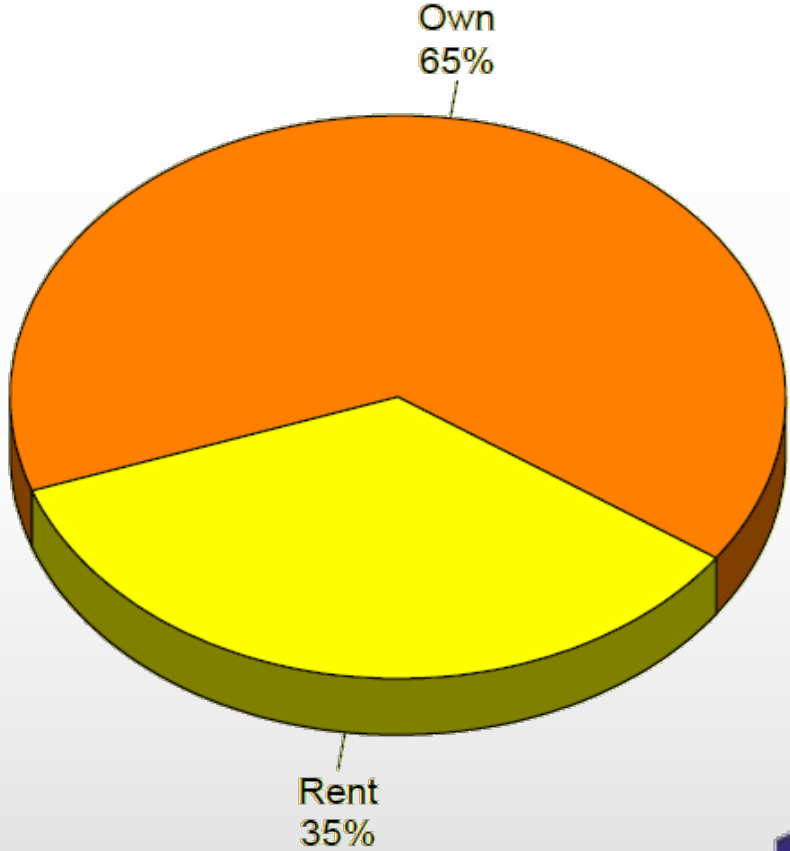
Source: ETC Institute (2020)



# Gender Identity



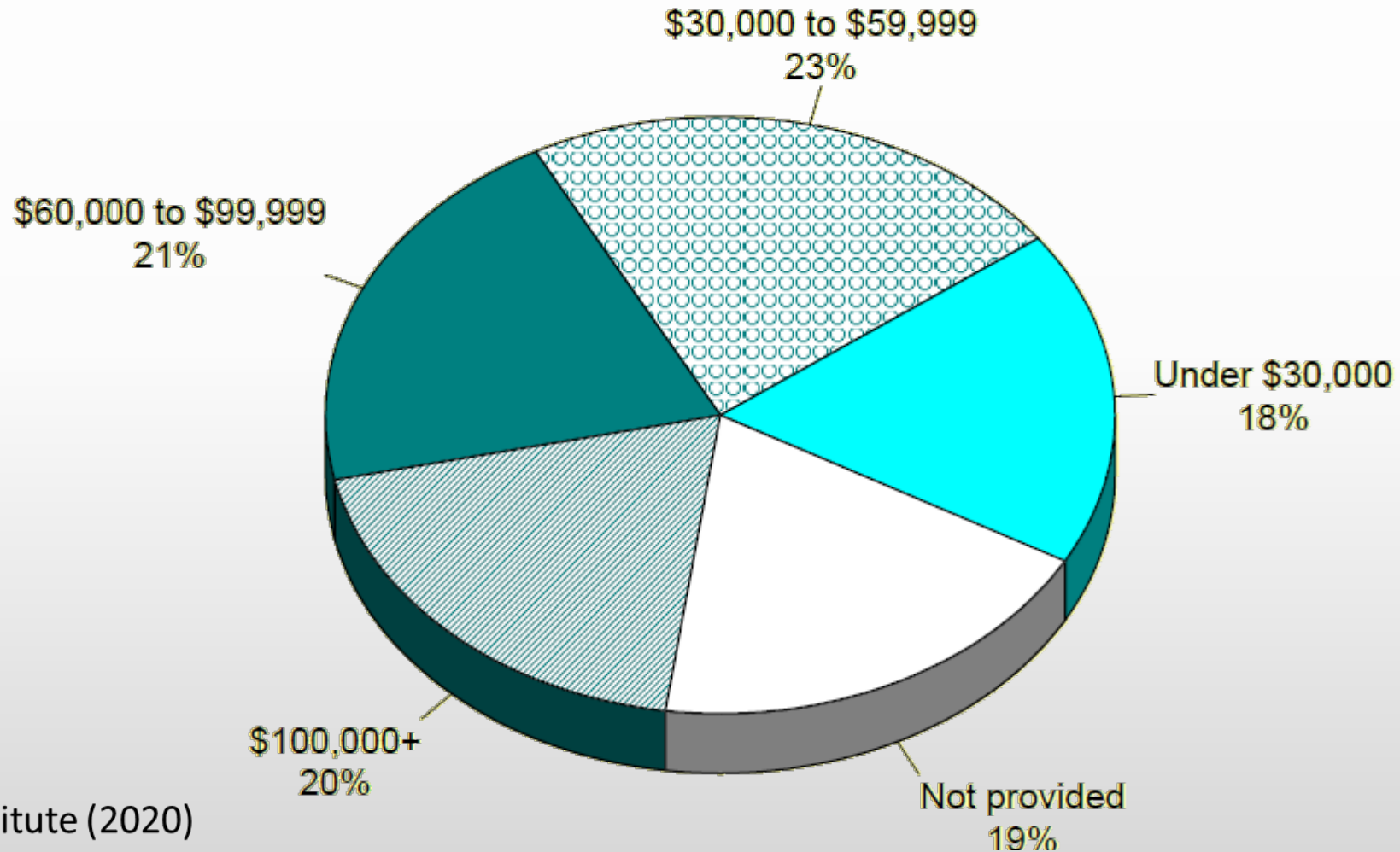
# Rent versus Own



Source: ETC Institute (2020)



# Annual Household Income



Source: ETC Institute (2020)



# Overall Satisfaction

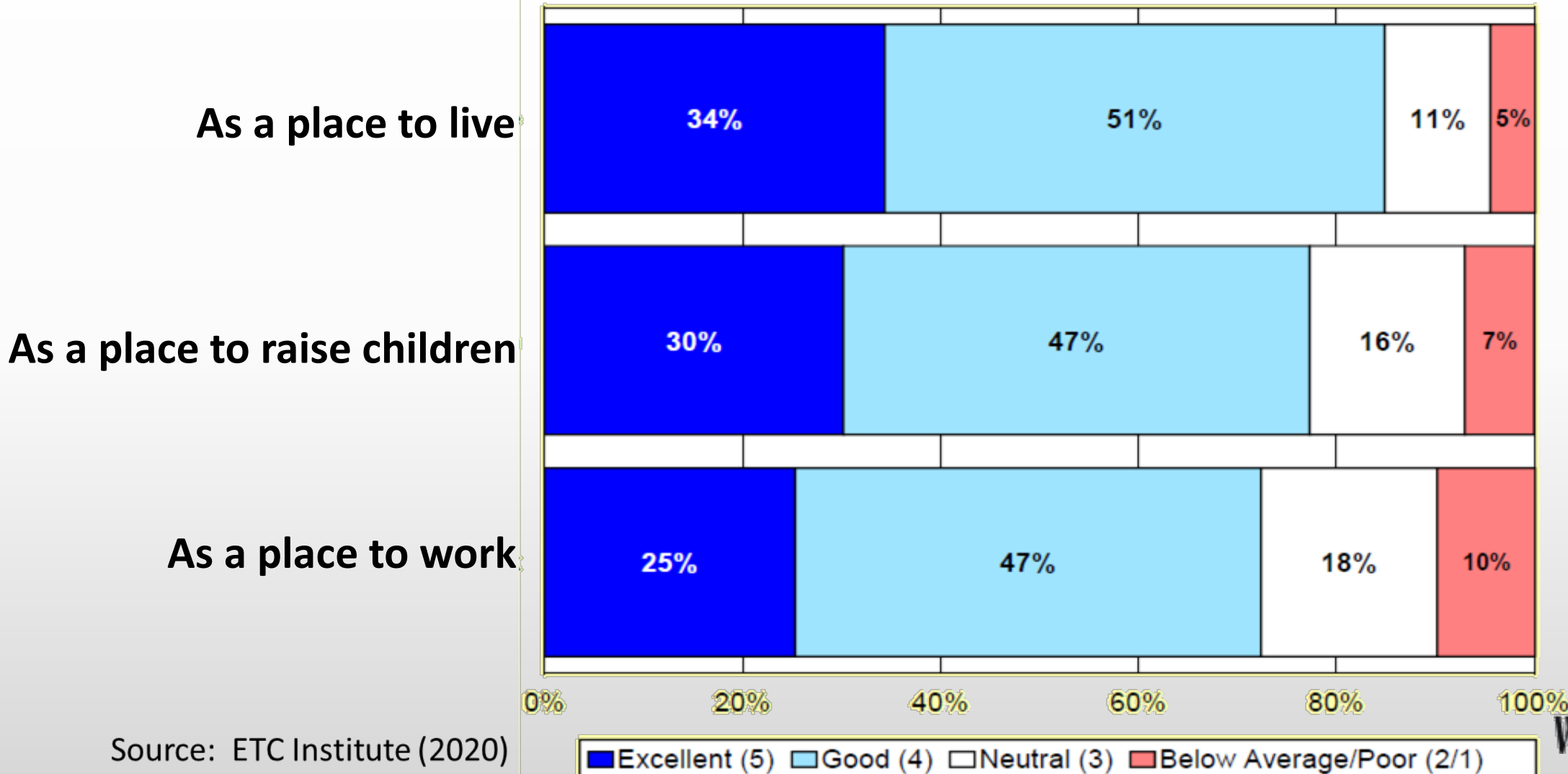
- **Satisfaction with City Services Is Much Higher in Winston-Salem Than Other Communities**
  - Winston-Salem rated at or above the U.S. Average in 39 of the 64 areas that were compared.
  - As a place to live: 15% above the U.S. Average and 14% above the Regional Average
  - As a place to work: 18% above the U.S. Average and 12% above Regional Averages
  - Overall quality of City services: 15% above the U.S. Average and 10% above Regional Averages
- **Top Priorities for the City:**
  - Maintenance of City and Neighborhood streets
  - Overall quality of household drinking water
  - Affordability of Water/sewer & Stormwater bills
  - Enforcing clean-up of trash/debris on private property
  - Overall efforts to prevent crime
  - Increase visibility of police in neighborhoods
  - Overall satisfaction with WSTA bus services
  - Demolishing vacant structures
  - Traffic congestion on City streets



# *Major Finding #1*

**Residents Have a Very Positive  
Perception of the City**

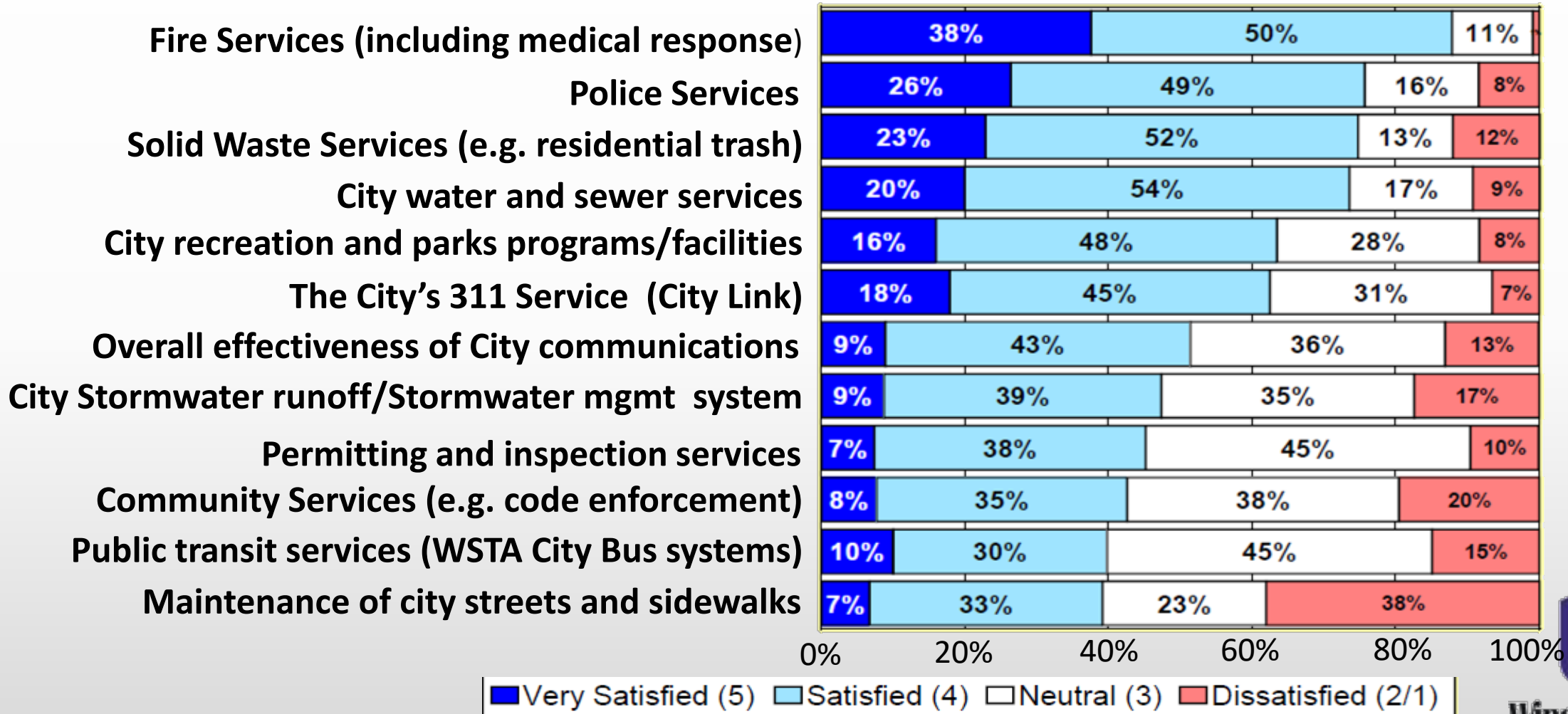
# Overall Ratings for the City of Winston-Salem



Source: ETC Institute (2020)



# Overall Satisfaction with City Services



Source: ETC Institute (2020)



Winston-Salem

## *Major Finding #2*

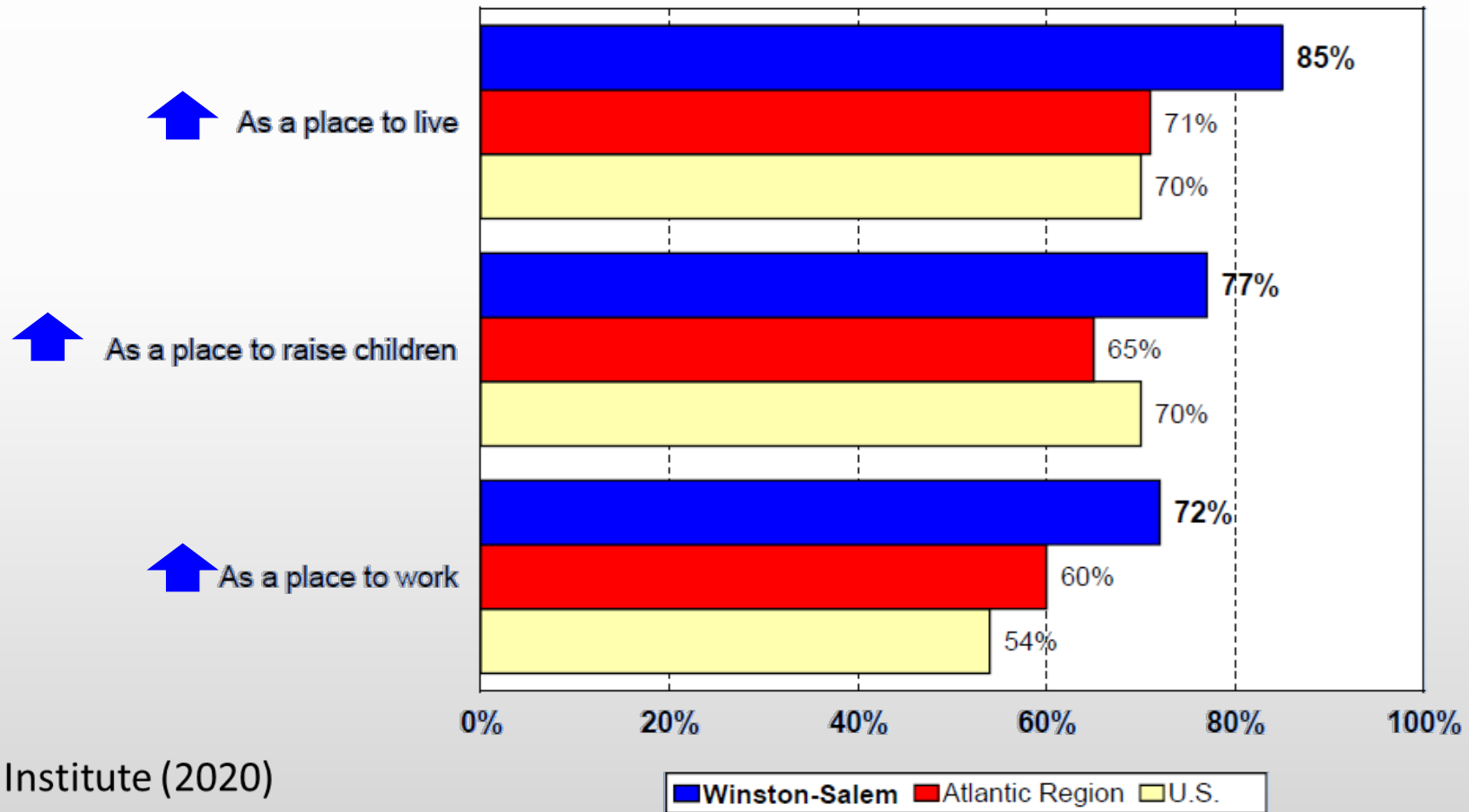
**Satisfaction with City Services Is  
Much Higher in Winston-Salem  
than Other Communities**





# Overall Ratings of the Community

## Winston-Salem vs. Atlantic Region vs. the U.S.



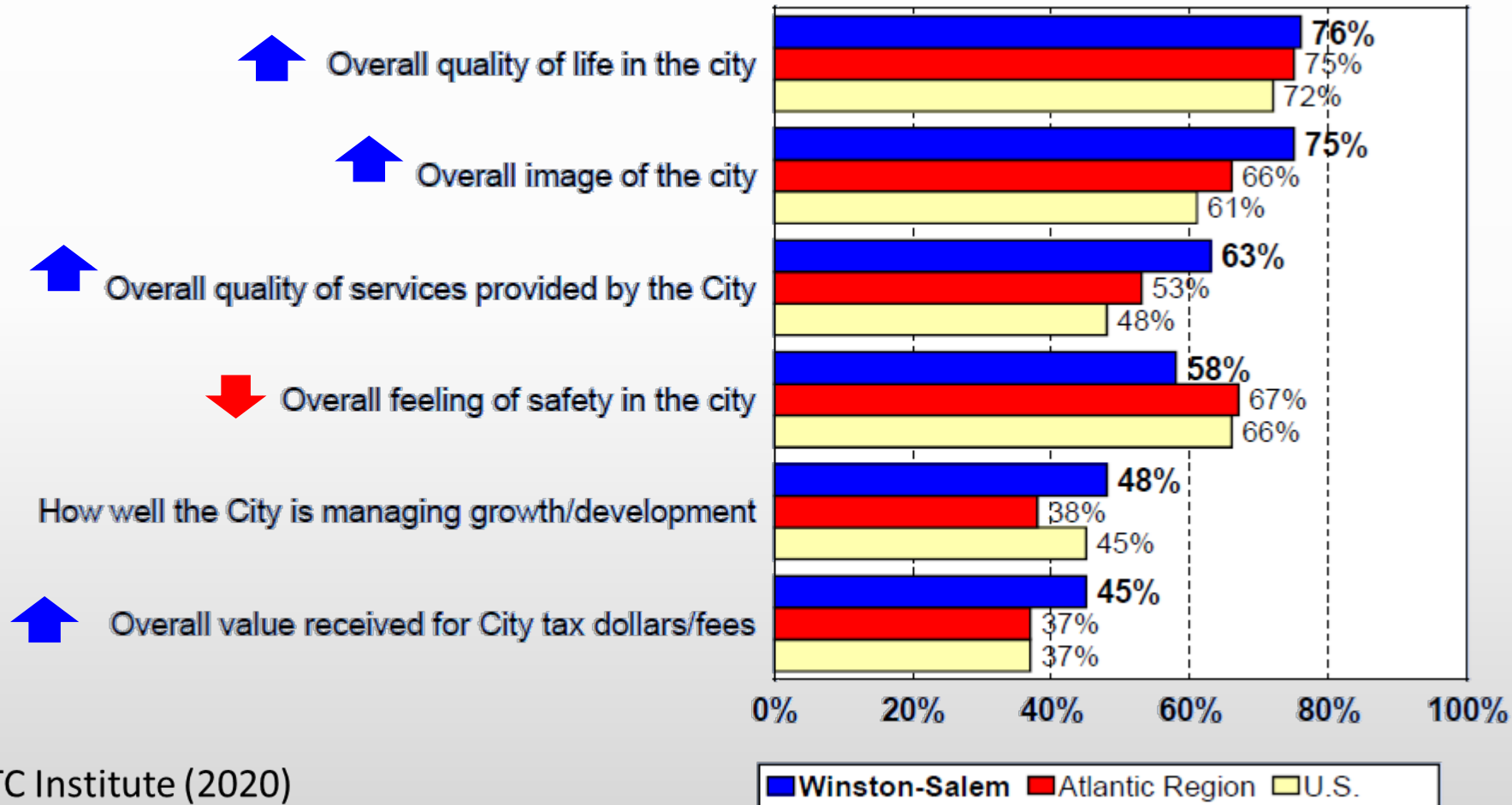
Source: ETC Institute (2020)



**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Satisfaction with Issues that Influence Perceptions of the Community - Winston-Salem vs. Atlantic Region vs. the U.S.

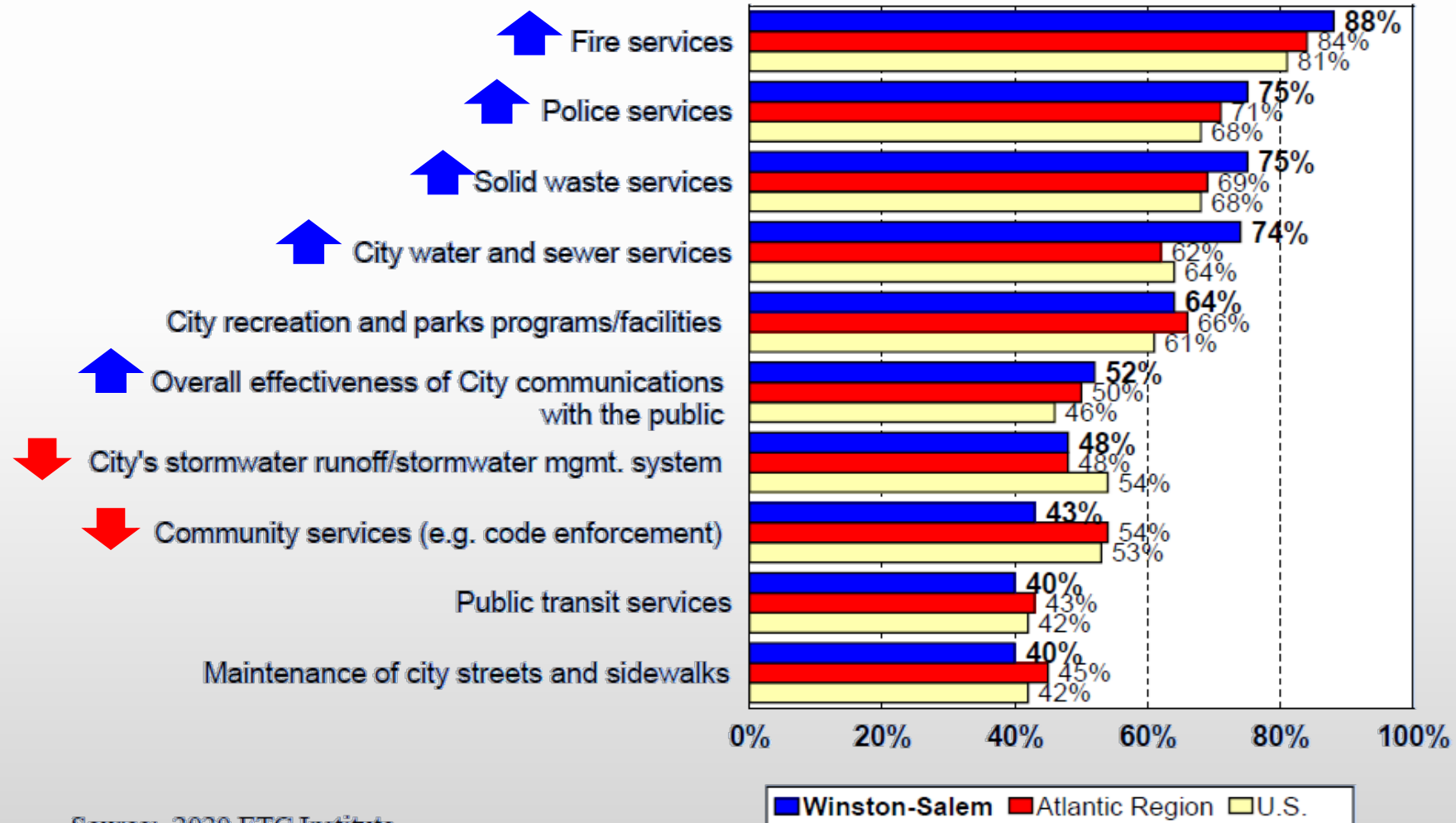


Source: ETC Institute (2020)



**Significantly Higher:** **Significantly Lower:**

# Satisfaction with Major Categories of Service Winston-Salem vs. Atlantic Region vs. the U.S.



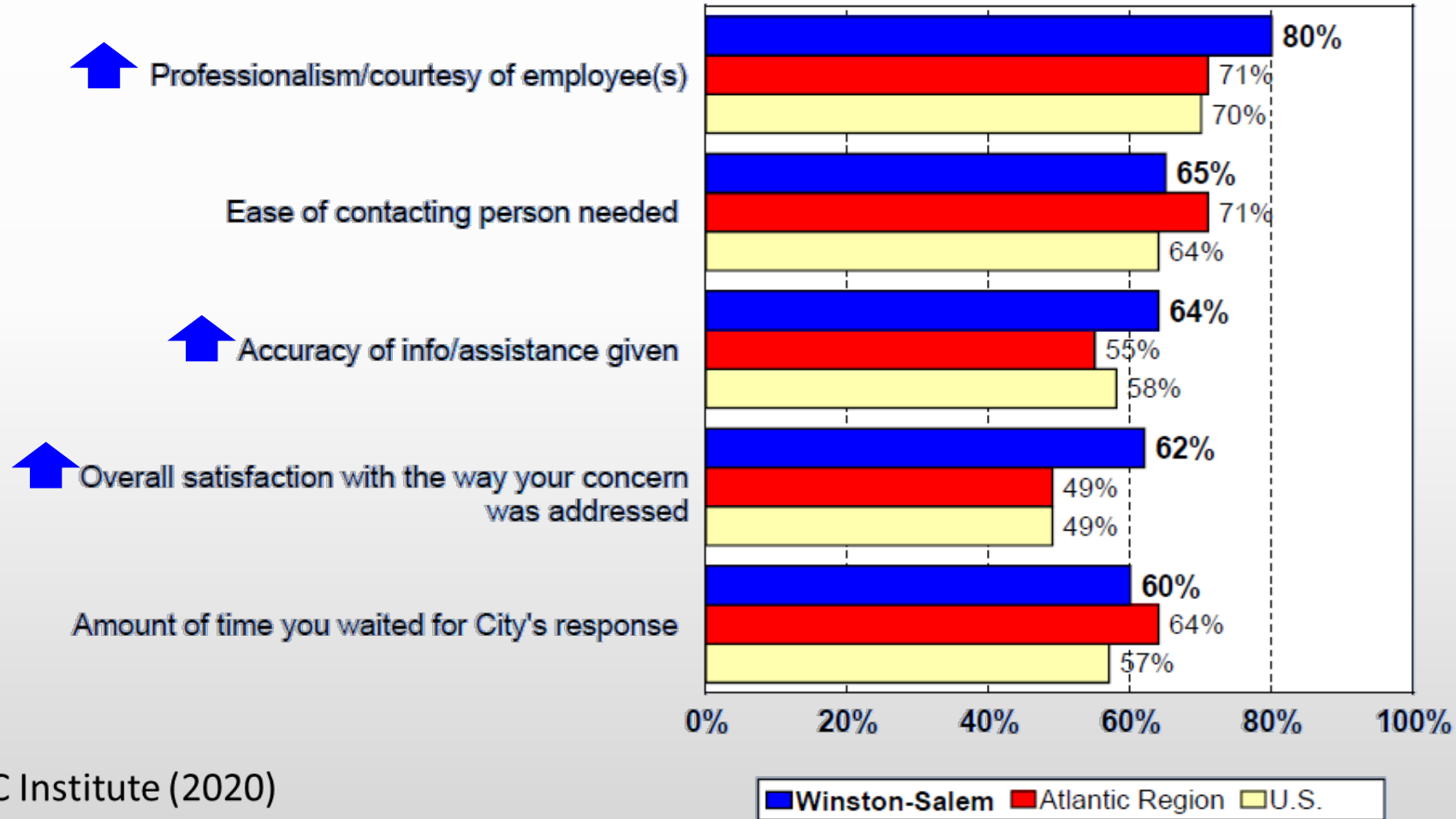
Source: 2020 ETC Institute



**Significantly Higher:** ↑ **Significantly Lower:** ↓

# Satisfaction with Customer Service from City Employees

## Winston-Salem vs. Atlantic Region vs. the U.S.

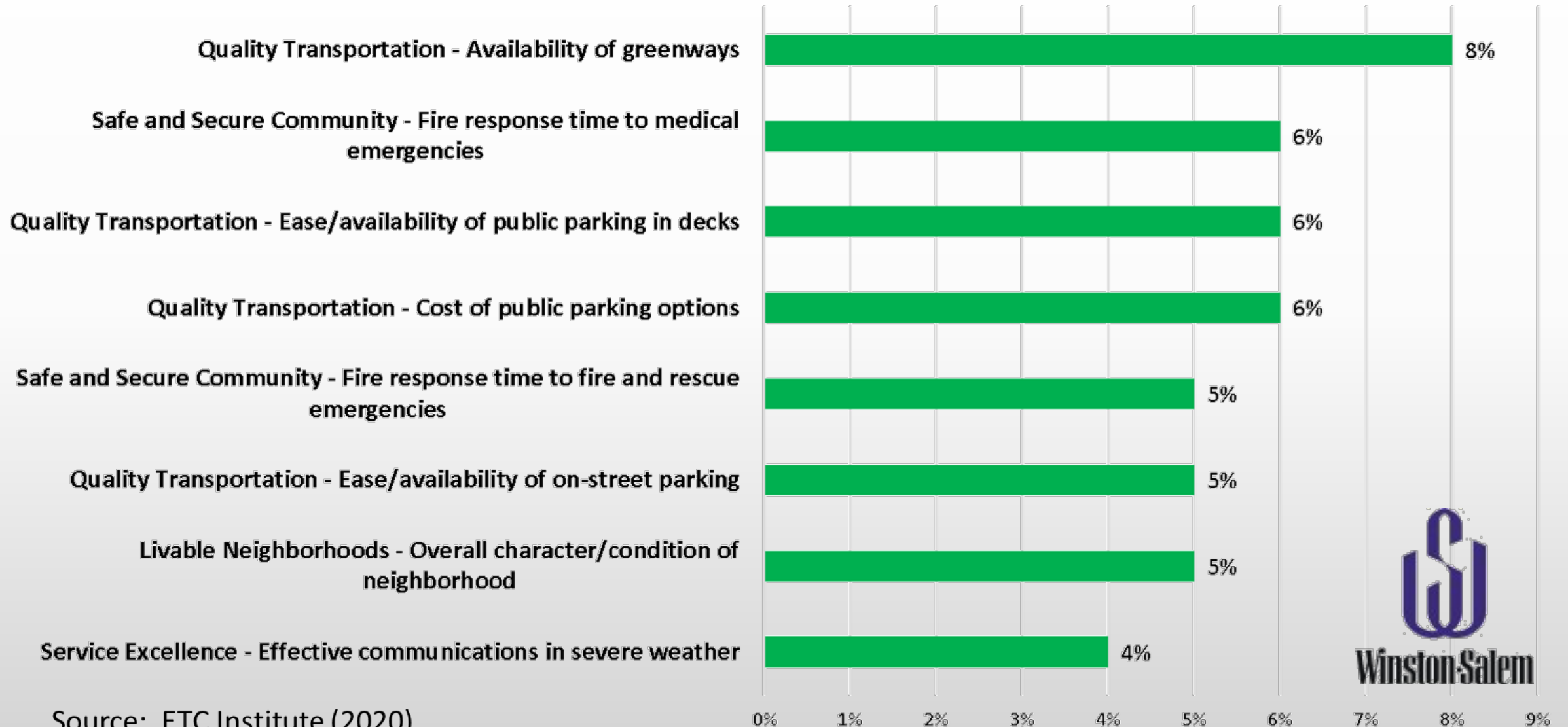


Source: ETC Institute (2020)



**Significantly Higher:**  **Significantly Lower:** 

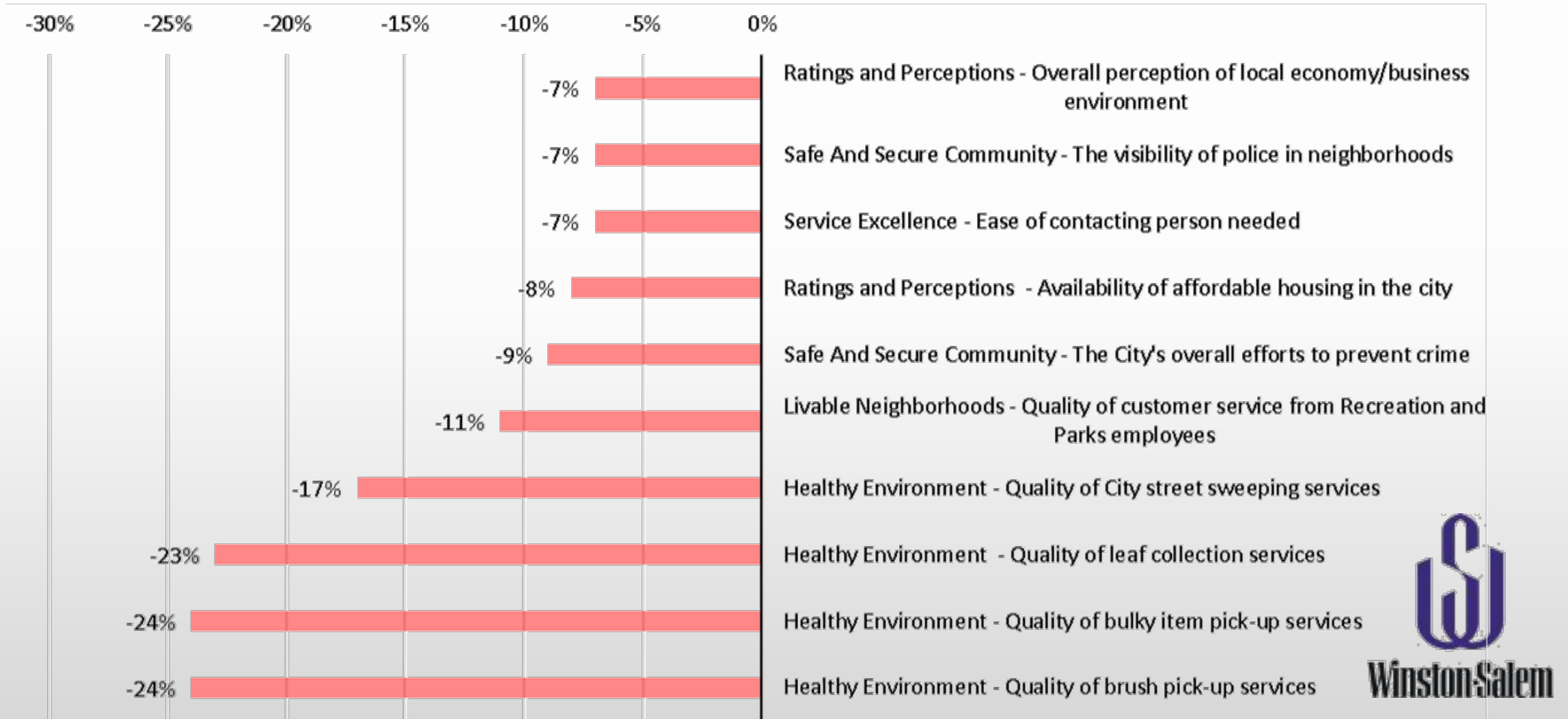
# Significant Changes since 2018 – Upward Trends



Source: ETC Institute (2020)



# Significant Downward Trends Since 2018 (=> 7 % )



Source: ETC Institute (2020)



# *Major Finding #3*

## **Top Community Priorities**



# Importance-Satisfaction Rating

- Police and Fire Priorities**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
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**High Priority (IS = .10-.20)**

The City's overall efforts to prevent Crime	36%	1	49%	9	0.1831	1
The visibility of police in neighborhoods	31%	2	50%	8	0.1535	2

- Streets and Transportation Priorities**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
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**Very High Priority (IS = >.20)**

Maintenance of City streets throughout the city	53%	1	36%	17	0.3386	1
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**High Priority (IS = .10-.20)**

Maintenance of streets in your neighborhood	25%	2	45%	10	0.1292	2
Availability of sidewalks throughout the city	21%	3	37%	16	0.1292	3
Litter pick-up along City streets	20%	4	37%	15	0.126	4
The amount of traffic congestion on City streets	19%	5	41%	12	0.1097	5





# Importance-Satisfaction Rating

- Public Transit Priorities**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS = &gt;.20)</b>						
Timeliness of WSTA Fixed Route Bus Service	31%	1	36%	2	0.2003	1
<b>High Priority (IS = .10-.20)</b>						
Overall satisfaction with WSTA Fixed Route Bus Service	26%	2	33%	5	0.1722	2
Overall satisfaction with WSTA Trans-Aid Service	16%	4	34%	3	0.1056	3
Cleanliness of WSTA buses	17%	3	37%	1	0.1046	4

- Community Development Priorities**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt; .20)</b>						
Enforcing clean-up of trash/debris on private property	41%	1	33%	4	0.274	1
Demolishing vacant structures that are nuisance properties	29%	2	20%	7	0.2336	2
City Housing rehabilitation programs	29%	3	25%	6	0.216	3
<b>High Priority (IS=.10-.20)</b>						
Enforcing mowing/cutting of weeds on private property	17%	4	35%	3	0.1112	4
Enforcing exterior maintenance of residential property	15%	7	33%	5	0.1005	5



# Importance-Satisfaction Rating

- Recreation and Parks Priorities**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
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**High Priority (IS = .10-.20)**

The City's youth programs and activities	21%	4	40%	10	0.1266	1
Maintenance of City Parks	34%	1	70%	1	0.102	2

- Solid Waste Priorities**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
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**Very High Priority (IS > .20)**

Quality of brush pick-up services	34%	1	38%	6	0.212	1
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**High Priority (IS=.10-.20)**

Quality of leaf collection services	33%	2	40%	4	0.198	2
Quality of bulky item pick-up services	31%	4	50%	3	0.1525	3



# Importance-Satisfaction Rating

- Water, Sewer, and Stormwater Priorities

<u>Category of Service</u>	<u>Most Important %</u>	<u>Most Important Rank</u>	<u>Satisfaction %</u>	<u>Satisfaction Rank</u>	<u>Importance-Satisfaction Rating</u>	<u>I-S Rating Rank</u>
<b><u>Very High Priority (IS &gt; .20)</u></b>						
Affordability of water/sewer & stormwater bills	45%	2	42%	5	0.2587	1
<b><u>High Priority (IS=.10-.20)</u></b>						
Overall quality of household drinking water	53%	1	68%	1	0.1686	2
Condition & cleanliness of catch basins	24%	3	44%	4	0.1327	3

Source: ETC Institute (2020)

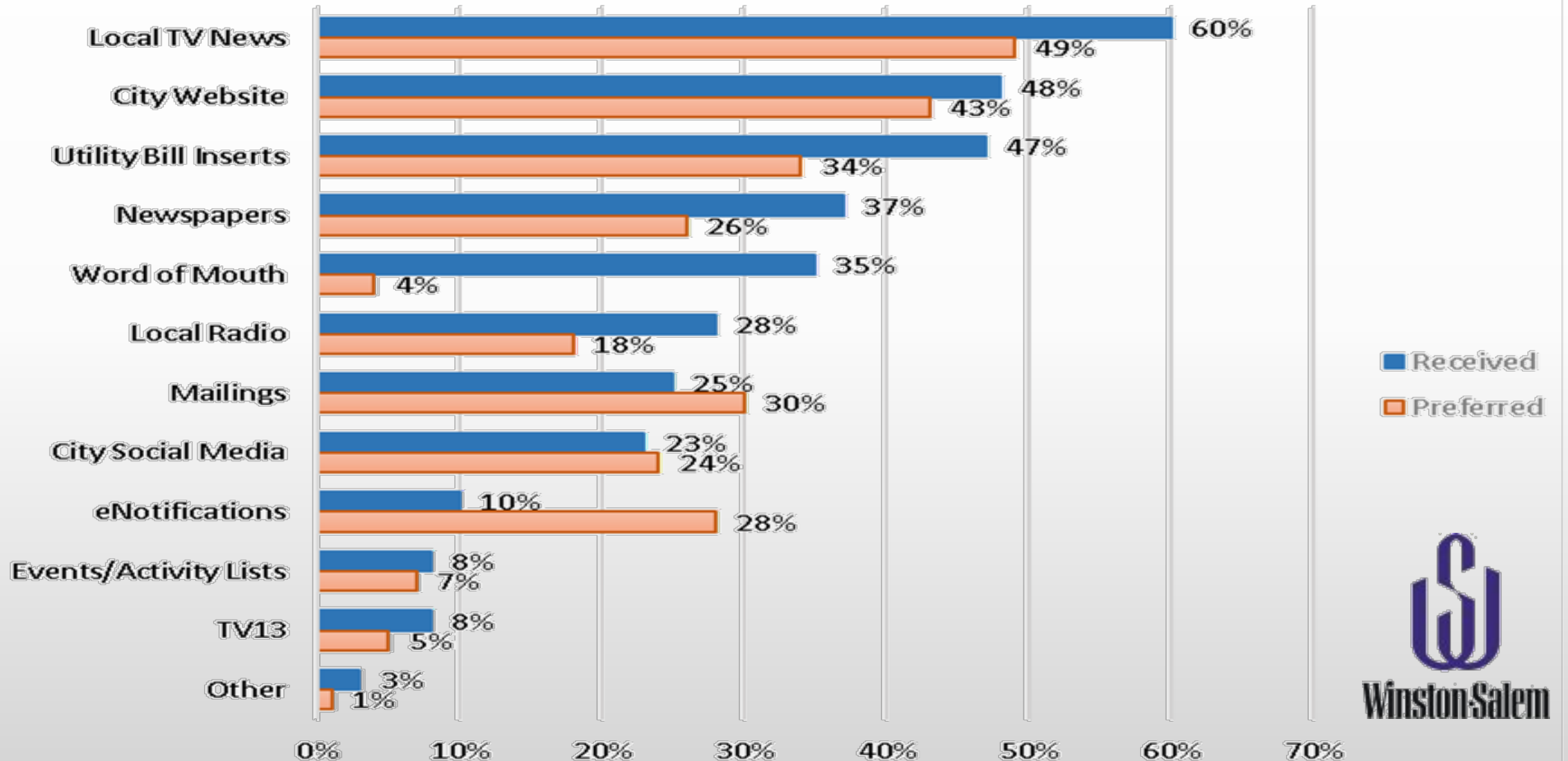


# *Other Findings*



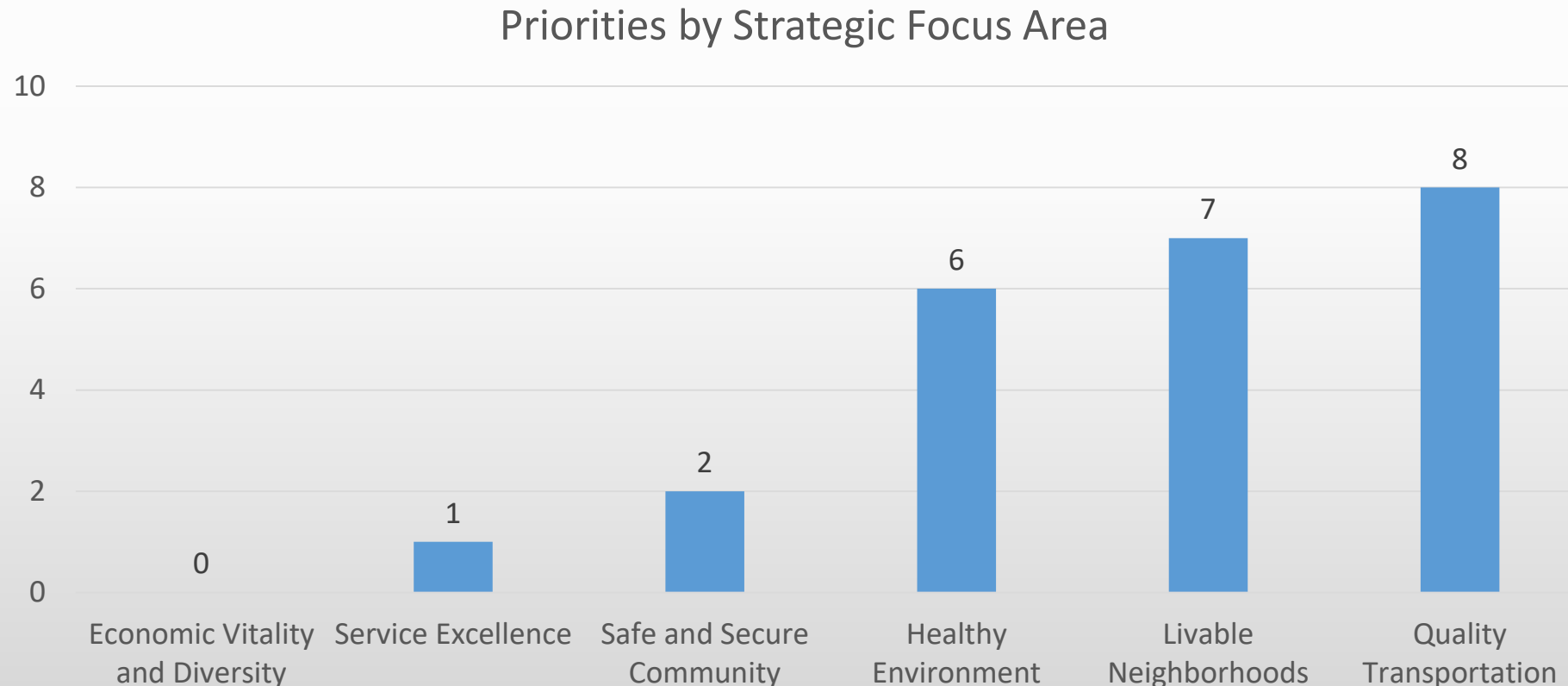
Winston-Salem

# Information Method Received v/s Preferred



# Alignment of Priorities to Strategic Plan

- Twenty-four priorities indicated through I-S ratings and benchmarking



# Next Steps

- Review current key work items and integrate feedback
- Will be used as context for strategic planning in FY 2021
- Perform targeted resident engagement in designated service areas
- Report to Council on potential strategies



# Questions and Comments

Final report and presentation will be posted online:

<http://cityofws.org/Departments/Performance-and-Accountability>



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