

# 2019 City of Winston-Salem, NC Resident Survey



Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident concerns. You may complete the survey by returning it in the postage-paid envelope that has been provided, or online at [www.WSNCSurvey.org](http://www.WSNCSurvey.org). Any information that could be used to identify individual survey responses will remain confidential. If you have questions, please email [ResidentSurvey@cityofws.org](mailto:ResidentSurvey@cityofws.org), or call City Link at 336-727-8000.

**1. Rating Winston-Salem. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor", please rate Winston-Salem, North Carolina with regard to each of the following.**

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9

**2. Perceptions of the Community. Please rate your satisfaction with each of the following items that may influence your perception of the City of Winston-Salem, North Carolina.**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall image of the city	5	4	3	2	1	9
02. Overall quality of life in the city	5	4	3	2	1	9
03. Overall feeling of safety in the city	5	4	3	2	1	9
04. Availability of jobs in the city	5	4	3	2	1	9
05. Overall perception of local economy/business environment	5	4	3	2	1	9
06. Overall openness and acceptance of the community toward people of diverse backgrounds	5	4	3	2	1	9
07. Availability of affordable housing in the city	5	4	3	2	1	9
08. Overall quality of the natural environment in the city	5	4	3	2	1	9
09. Overall quality of services provided by the City	5	4	3	2	1	9
10. Overall value you receive for your City tax dollars and fees	5	4	3	2	1	9
11. How well the City is managing growth and development	5	4	3	2	1	9
12. Access to healthy food options within the city	5	4	3	2	1	9

**3. Communications Services. Please rate your satisfaction with the following services the City of Winston-Salem, North Carolina provides.**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall effectiveness of City communications with public	5	4	3	2	1	9
2. Availability of information about City programs/services	5	4	3	2	1	9
3. Overall usefulness of the City's website	5	4	3	2	1	9
4. Overall effectiveness of the City's use of social media	5	4	3	2	1	9
5. Opportunities to engage/provide input into decisions made by the City	5	4	3	2	1	9
6. Effectiveness of communications during severe weather	5	4	3	2	1	9

**4. How do you currently get your information about programs and services the City of Winston-Salem, North Carolina offers? [Check all that apply.]**

- (01) City Website
- (05) Local Radio
- (09) eNotifications
- (02) Newspapers
- (06) Word-of-Mouth
- (10) Events/Activity Lists
- (03) Utility Bill Inserts
- (07) TV13
- (11) Mailings
- (04) City Social Media
- (08) Local TV News
- (12) Other: \_\_\_\_\_

**5. How would you prefer to get information about programs and services the City of Winston-Salem, North Carolina offers? [Rank your top three.]**

- |                              |                       |                               |
|------------------------------|-----------------------|-------------------------------|
| ___(01) City Website         | ___(05) Local Radio   | ___(09) eNotifications        |
| ___(02) Newspapers           | ___(06) Word-of-Mouth | ___(10) Events/Activity Lists |
| ___(03) Utility Bill Inserts | ___(07) TV13          | ___(11) Mailings              |
| ___(04) City Social Media    | ___(08) Local TV News | ___(12) Other: _____          |

**5a. If you answered “City Social Media” in question 5, please rank the preferred platform from 1 to 6, where 1 is “Most Important” and 6 is “Least Important”.**

	Rank
01. Facebook	
02. Instagram	
03. Twitter	
04. Nextdoor	
05. Flickr	
06. YouTube	

**6. Quality of City Services. Please rate your satisfaction with the overall quality of the following major categories of services provided by the City of Winston-Salem, North Carolina.**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Police services		5	4	3	2	1	9
02. Fire services (including medical responses by Fire Department)		5	4	3	2	1	9
03. Maintenance of city streets and sidewalks		5	4	3	2	1	9
04. Solid waste services (e.g. residential trash/recycling collection)		5	4	3	2	1	9
05. City water and sewer services		5	4	3	2	1	9
06. Community services (e.g. code enforcement, neighborhood and housing development)		5	4	3	2	1	9
07. City recreation and parks programs/facilities		5	4	3	2	1	9
08. The City's 311 service (City Link)		5	4	3	2	1	9
09. Overall effectiveness of City communications with the public		5	4	3	2	1	9
10. The City's stormwater runoff/stormwater management system		5	4	3	2	1	9
11. Permitting and inspection services		5	4	3	2	1	9
12. Public transit services (WSTA – City bus systems)		5	4	3	2	1	9

**7. Prioritization of City Services. Please rank the following city services from 1 to 12, where 1 is “Most Important” and 12 is “Least Important”.**

	Rank
01. Police services	
02. Fire services (including medical responses by Fire Department)	
03. The maintenance of city streets and sidewalks	
04. Solid waste services (e.g. residential trash/recycling collection)	
05. City water and sewer services	
06. Community services (e.g. code enforcement, neighborhood and housing development)	
07. City recreation and parks programs/facilities	
08. The City's 311 service (City Link)	
09. Overall effectiveness of city communication with the public	
10. The City's stormwater runoff/stormwater management system	
11. Permitting and inspection services	
12. Public transit services (WSTA – City bus systems)	

**8. Police and Fire Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Fire personnel response time to fire and rescue emergencies	5	4	3	2	1	9
2.	Fire personnel response time to medical emergencies	5	4	3	2	1	9
3.	The City's fire prevention efforts	5	4	3	2	1	9
4.	The visibility of police in neighborhoods	5	4	3	2	1	9
5.	The City's overall efforts to prevent crime	5	4	3	2	1	9
6.	Enforcement of traffic laws	5	4	3	2	1	9
7.	Police response time to emergencies	5	4	3	2	1	9
8.	Overall perception of Police personnel attitudes/behaviors	5	4	3	2	1	9
9.	Overall competence of Police personnel	5	4	3	2	1	9

**9. Which TWO of the Police and Fire services listed in Question 8 do you think should receive the MOST EMPHASIS from the city over the next TWO years? [Write in your answers below using the numbers from the list in Question 8.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

**10. Do you have any recommendations or suggestions to improve Police services?**

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**11. Streets and Sidewalks. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of city streets throughout the city	5	4	3	2	1	9
02.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
03.	Condition of sidewalks throughout the city	5	4	3	2	1	9
04.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
05.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
06.	Snow removal on major city streets during the past 12 months	5	4	3	2	1	9
07.	Snow removal on residential streets during the past 12 months	5	4	3	2	1	9
08.	Adequacy of city street lighting	5	4	3	2	1	9
09.	Accessibility of streets and sidewalks for people with disabilities	5	4	3	2	1	9
10.	On-street bicycle infrastructure (bike lanes/wayfinding signs)	5	4	3	2	1	9
11.	Maintenance of trees along city streets	5	4	3	2	1	9
12.	Mowing and landscaping along city streets	5	4	3	2	1	9
13.	Litter pick-up along city streets	5	4	3	2	1	9

**12. Which TWO of the streets and sidewalks services listed in Question 10 do you think should receive the MOST EMPHASIS from the city over the next TWO years? [Write in your answers below using the numbers from the list in Question 10.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

**13. Public Transportation. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	The amount of traffic congestion on city streets	5	4	3	2	1	9
02.	Availability of sidewalks throughout the city	5	4	3	2	1	9
03.	Condition of existing greenways	5	4	3	2	1	9
04.	Availability of greenways throughout the city	5	4	3	2	1	9
05.	Timeliness of WSTA fixed route bus services	5	4	3	2	1	9
06.	Overall satisfaction with WSTA fixed route bus services	5	4	3	2	1	9
07.	Timeliness of WSTA Trans-AID bus services	5	4	3	2	1	9
08.	Overall satisfaction with WSTA Trans-AID bus services	5	4	3	2	1	9
09.	Cleanliness of WSTA buses	5	4	3	2	1	9
10.	Ease and availability of on-street public parking in downtown	5	4	3	2	1	9
11.	Ease and availability of public parking in decks in downtown	5	4	3	2	1	9
12.	Cost of public parking options in downtown	5	4	3	2	1	9

**14. Which TWO of the public transportation services listed in Question 12 do you think should receive the MOST EMPHASIS from the city over the next TWO years? [Write in your answers below using the numbers from the list in Question 12.]**

1st: \_\_\_\_ 2nd: \_\_\_\_

**15. Community Development Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the clean-up of trash and debris on private property	5	4	3	2	1	9
2.	Enforcing the mowing and cutting of weeds on private property	5	4	3	2	1	9
3.	Enforcing the exterior maintenance of residential property (e.g. condition of buildings)	5	4	3	2	1	9
4.	Enforcing trash, weeds, and exterior maintenance in your neighborhood	5	4	3	2	1	9
5.	City housing rehabilitation programs (e.g. loans to improve housing condition)	5	4	3	2	1	9
6.	Demolishing vacant structures that are nuisance properties	5	4	3	2	1	9
7.	The overall character and condition of your neighborhood	5	4	3	2	1	9

**16. Which TWO of the community development services listed in Question 14 do you think should receive the MOST EMPHASIS from the city over the next TWO years? [Write in your answers below using the numbers from the list in Question 14.]**

1st: \_\_\_\_ 2nd: \_\_\_\_

**17. Recreation and Parks Services.** Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of city parks	5	4	3	2	1	9
02.	Quality of facilities (e.g. picnic shelters & playgrounds) in city parks	5	4	3	2	1	9
03.	Quality of city-owned outdoor athletic fields	5	4	3	2	1	9
04.	Walking and biking trails in the city	5	4	3	2	1	9
05.	City swimming pools and programs	5	4	3	2	1	9
06.	City splash pads and spraygrounds	5	4	3	2	1	9
07.	The City's youth programs and activities	5	4	3	2	1	9
08.	Maintenance and appearance of city recreation centers	5	4	3	2	1	9
09.	Programs and activities at city recreation centers	5	4	3	2	1	9
10.	Marketing of Recreation and Parks programs/facilities	5	4	3	2	1	9
11.	Quality of customer service from Recreation and Parks employees	5	4	3	2	1	9

**18. Which TWO of the Recreation and Parks services listed in Question 16 do you think should receive the MOST EMPHASIS from the city over the next TWO years?** *[Write in your answers below using the numbers from the list in Question 16.]*

1st: \_\_\_\_ 2nd: \_\_\_\_

**19. Solid Waste Services.** Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of residential trash collection services	5	4	3	2	1	9
2.	Overall quality of curbside recycling services	5	4	3	2	1	9
3.	Overall quality of bulky item pick-up services	5	4	3	2	1	9
4.	Overall quality of leaf collection services	5	4	3	2	1	9
5.	Overall quality of brush pick-up services	5	4	3	2	1	9
6.	Overall quality of City street sweeping services	5	4	3	2	1	9

**20. Which TWO of the solid waste services listed in Question 18 do you think should receive the MOST EMPHASIS from the city over the next TWO years?** *[Write in your answers below using the numbers from the list in Question 18.]*

1st: \_\_\_\_ 2nd: \_\_\_\_

**21. Water, Sewer, and Stormwater Services.** Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of your household drinking water	5	4	3	2	1	9
2.	Timeliness of water/sewer line break repairs	5	4	3	2	1	9
3.	Affordability of water/sewer and stormwater bills	5	4	3	2	1	9
4.	Overall management of public stormwater run-off	5	4	3	2	1	9
5.	Condition and cleanliness of catch basins (storm drains) in your neighborhood	5	4	3	2	1	9

**22. Which TWO of the water, sewer and stormwater services listed in Question 20 do you think should receive the MOST EMPHASIS from the city over the next TWO years?** *[Write in your answers below using the numbers from the list in Question 20.]*

1st: \_\_\_\_ 2nd: \_\_\_\_

**23. Have you called or visited the City of Winston-Salem government with a question, problem, or complaint during the past year?**

\_\_\_(1) Yes [Answer Q23a.]      \_\_\_(2) No [Skip to Q24.]

**23a. If "Yes" to Question 23, in your MOST RECENT interaction with the City, what was your level of satisfaction with the following aspects of that experience?**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Ease of contacting the person you needed	5	4	3	2	1	9
2. Amount of time you waited for the City's response	5	4	3	2	1	9
3. Accuracy of information or assistance you were given	5	4	3	2	1	9
4. Professionalism and courtesy of employee(s)	5	4	3	2	1	9
5. Overall satisfaction with the way your concern was addressed	5	4	3	2	1	9

**24. City Link 311. Please rate your satisfaction with the following aspects of City Link 311 services in Winston-Salem, North Carolina.**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of customer service provided by City Link agents	5	4	3	2	1	9
2. Wait time (time before speaking with an agent)	5	4	3	2	1	9
3. Amount of time spent on phone with City Link staff to resolve issue	5	4	3	2	1	9

**25. Please answer the following questions by circling either "Yes" or "No".**

01.	Were you or anyone in your household the victim of any crime in Winston-Salem, North Carolina, during the last year?	Yes	No
02.	Have you had contact with a WSPD police officer during the last year?	Yes	No
03.	Have you or anyone in your household contacted the City's 311 Call Center (City Link) in the last year?	Yes	No
04.	Have you visited the City's website (cityofws.org) in the last year?	Yes	No
05.	Have you used the bulky item pick-up service in the last year?	Yes	No
06.	Have you or anyone in your household visited a Winston-Salem City recreation center in the last year?	Yes	No
07.	Have any members of your household visited any parks in Winston-Salem, North Carolina, in the last year?	Yes	No
08.	Have you used the WSTA bus system in the last year (fixed route or Trans-AID)?	Yes	No
09.	Do you consider the WSTA bus system to be your primary form of transportation?	Yes	No
10.	Do you have regular access to the internet at home or via mobile device?	Yes	No
11.	Have you contacted Utilities, Revenue, or City Link regarding your water/sewer account in the last year?	Yes	No
12.	Have you ridden a bicycle on city streets in the last year?	Yes	No
13.	Have you applied for and/or received a housing rehabilitation loan from the city within the last two years?	Yes	No
14.	Have you experienced a missed trash collection in the past year?	Yes	No
15.	Have you participated in any event at a city recreation center in the past year?	Yes	No

**26. Do you think you will be living in Winston-Salem, North Carolina five years from now?**

\_\_\_(1) Yes      \_\_\_(2) No

**27. Do you own or rent your current residence?**      \_\_\_(1) Own      \_\_\_(2) Rent

**28. What type of dwelling do you live in?**

\_\_\_(1) Single family house (detached from other houses)      \_\_\_(3) Apartment or condominium building  
 \_\_\_(2) Duplex or townhome      \_\_\_(4) Other: \_\_\_\_\_

**29. Approximately how many years have you lived in Winston-Salem, North Carolina?**      \_\_\_\_\_ years

- 30. Which of the following best describes your race/ethnicity? [Check all that apply.]**  
 (1) Asian/Pacific Islander       (3) American Indian/Eskimo       (5) Other: \_\_\_\_\_  
 (2) White       (4) Black/African American       (9) Prefer not to answer
- 31. Are you of Hispanic, Latino, or other Spanish ancestry?**       (1) Yes       (2) No
- 32. Would you say your total annual household income is...**  
 (1) Under \$30,000       (2) \$30,000 to \$59,999       (3) \$60,000 to \$99,999       (4) \$100,000 or more
- 33. What is your age?**  
 (1) 18-24       (3) 35-44       (5) 55-64  
 (2) 25-34       (4) 45-54       (6) 65+
- 34. How many children in the following age ranges reside in your household? [Answer all that apply.]**  
 (1) Under 10  
 (2) 10-13  
 (3) 14-16  
 (4) 17-18
- 35. What is your gender identity?**       (1) Male       (2) Female       (3) Other: \_\_\_\_\_
- 36. What is your home street address? [Please be specific, e.g. "123 W. Main Street," not "123 Main."]**  
 \_\_\_\_\_  
 \_\_\_\_\_
- 37. What is your home zip code?**      \_\_\_\_\_
- 38. Do you live inside the city limits of Winston-Salem, North Carolina?**       (1) Yes       (2) No

**This concludes the survey – Thank you for your time!**  
 Please return your survey in the enclosed postage-paid envelope addressed to:  
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information shown to the right will ONLY be used to help ensure the survey results are statistically representative of residents in the area. Thank you.

CITY OF WINSTON-SALEM Mayor: Allen Joines    City Council: 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 Garrity