

Information Item

Date: March 16, 2021

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

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

Subject:
2020 Resident Survey Results

Strategic Focus Area: Service Excellence

Strategic Objective: Ensure Service Delivery Efficiency and Effectiveness

Strategic Plan Action Item: No

Key Work Item: Yes



The 2020 resident survey, administered by ETC Institute, is a statistically significant satisfaction and opinion survey sent 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. This information item and attached presentation focus on the statistically valid sample, which allows the City to make generalizations about the overall population.

The survey was offered in Spanish and English in both online and written formats. The random survey administration period began November 5, 2020 and was concluded in late January. The non-random survey period began in late January and will conclude on March 17, 2021. The periods were offset to minimize resident confusion. The non-random administration period was set to a six-week time period. In past surveys, the majority of results from the non-random survey were received in the first six weeks.

The random sample survey was returned by 1,259 households, giving the results a 95% level of confidence and a +/-2.7% 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 is still active, and results have not been tabulated. A report highlighting any significant variances in respondent perceptions will be provided to the Mayor and City Council.

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 that gives an index measure of satisfaction levels and resident service priority. Services with combined lower satisfaction and high importance scores are indicated as recommended priority areas.

Overall, the survey indicates that residents have remained satisfied with Winston-Salem as a place to live, work, and raise children. Results from the overall ratings from 2020 show slight improvements over the 2019 results. Winston-Salem continues to remain much higher than both regional and national benchmarks for these overall satisfaction categories.

Overall Ratings for Winston-Salem (responses that were excellent or good)		
	<u>2019</u>	<u>2020</u>
As a place to live	84%	85%
As a place to raise children	77%	77%
As a place to work	70%	72%

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. Twenty-four specific areas were identified as high or very high priority services. Those very high priorities include streets maintenance, police visibility, housing code enforcement, housing rehabilitation programs, utilities affordability, brush collection, and fixed route bus service timeliness. A full list of all identified priorities can be found in the attached report and presentation.

Annual trend information shows services where satisfaction increased and services where satisfaction decreased. Additionally, the City performed favorably when compared to regional and national benchmarks. The attached presentation and report provide details on individual service performance trends.

Data provided as part of this information item will also be presented, along with focus group and public input information, during the City Council’s strategic planning workshop on March 24th and 25th.