

2018 Resident Satisfaction Survey

Community Development, Housing, and

General Government Committee

April 10, 2018



Why Local Governments Do Resident Surveys?

- Provides the local government the opportunity to hear from the community in a manner that allows for statistically significant generalizations to be made
- Provides information on satisfaction with City services, overall importance of respective services, and overall perceptions of City livability
- Provides context for direction and planning for:
 - Focused improvements to service delivery
 - Identifying clear priorities for strategic planning
 - Decisions related to resource allocation



Note: Completing a community-wide resident survey was a 2018 strategic plan action item.

Vendor Selection

- Last city-wide resident survey administered in 2011
 - The National Citizen Survey performed by National Research Center
- Vendor selected through RFP process
 - Experience
 - Technical capabilities
 - Cost
- ETC has a strong history of working with Cities to customize survey instruments
 - Provides national and regional benchmarks
 - Provides Importance-Satisfaction Analysis



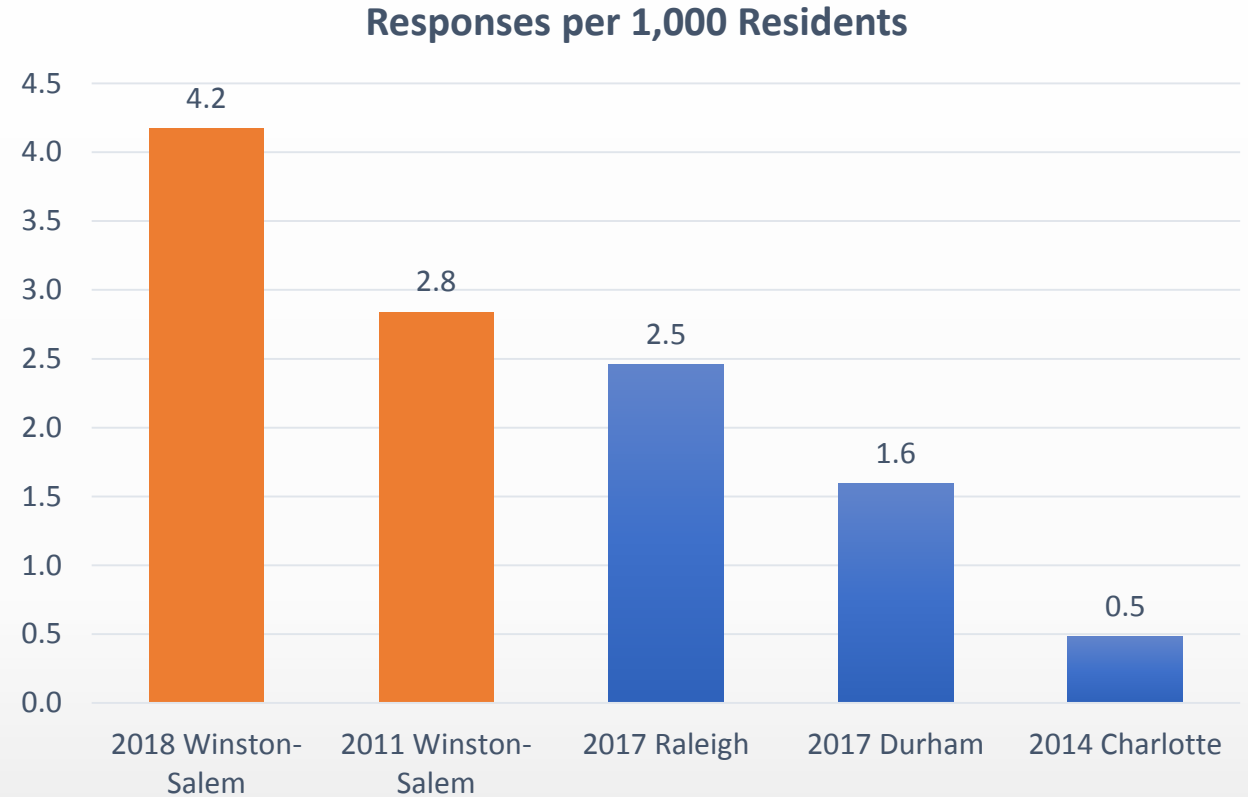
Marketing Strategy

- Marketing and Communications Department
- Newspaper Advertisements
 - Winston-Salem Journal
 - The Chronicle
 - Qué Pasa
- Social Media
 - Video w/ Mayor Joines
 - Sent out multiple times with enhanced outreach
- Direct Community Communications
 - Office of Community Assistance
 - E-mails to neighborhoods associations
- Fliers at Revenue Collections and Recreation Centers



Survey Reach

- Wanted to hear from as many residents as possible
- Make sure respondent demographics reflect overall city demographics
- Ability for everyone to take survey online
 - Received an additional 279 responses



ETC Presentation

2018 Citizen Satisfaction Survey

City of Winston-Salem, North Carolina

Presented by

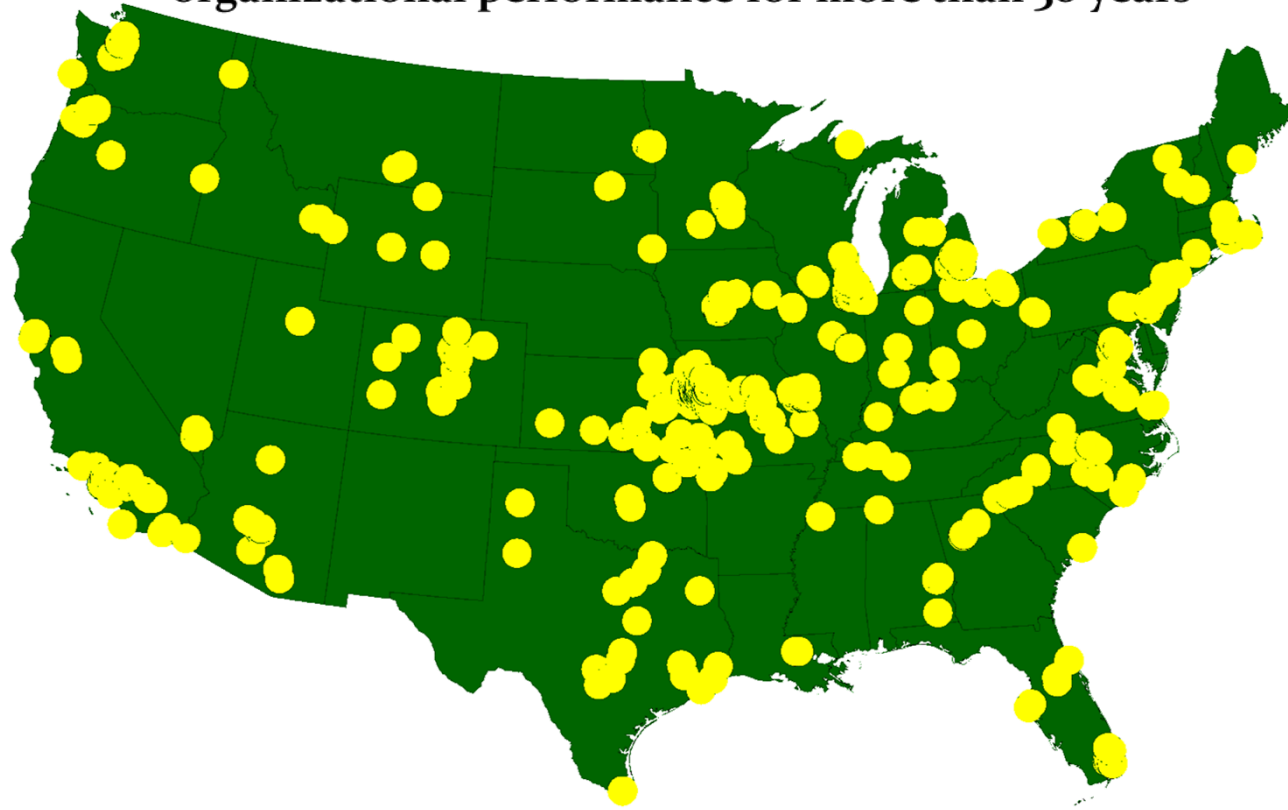


April 2018

ETC Institute

A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance
organizational performance for more than 30 years



**More than 2,150,000 Persons Surveyed Since 2007
for more than 900 cities in 49 States**

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

Purpose

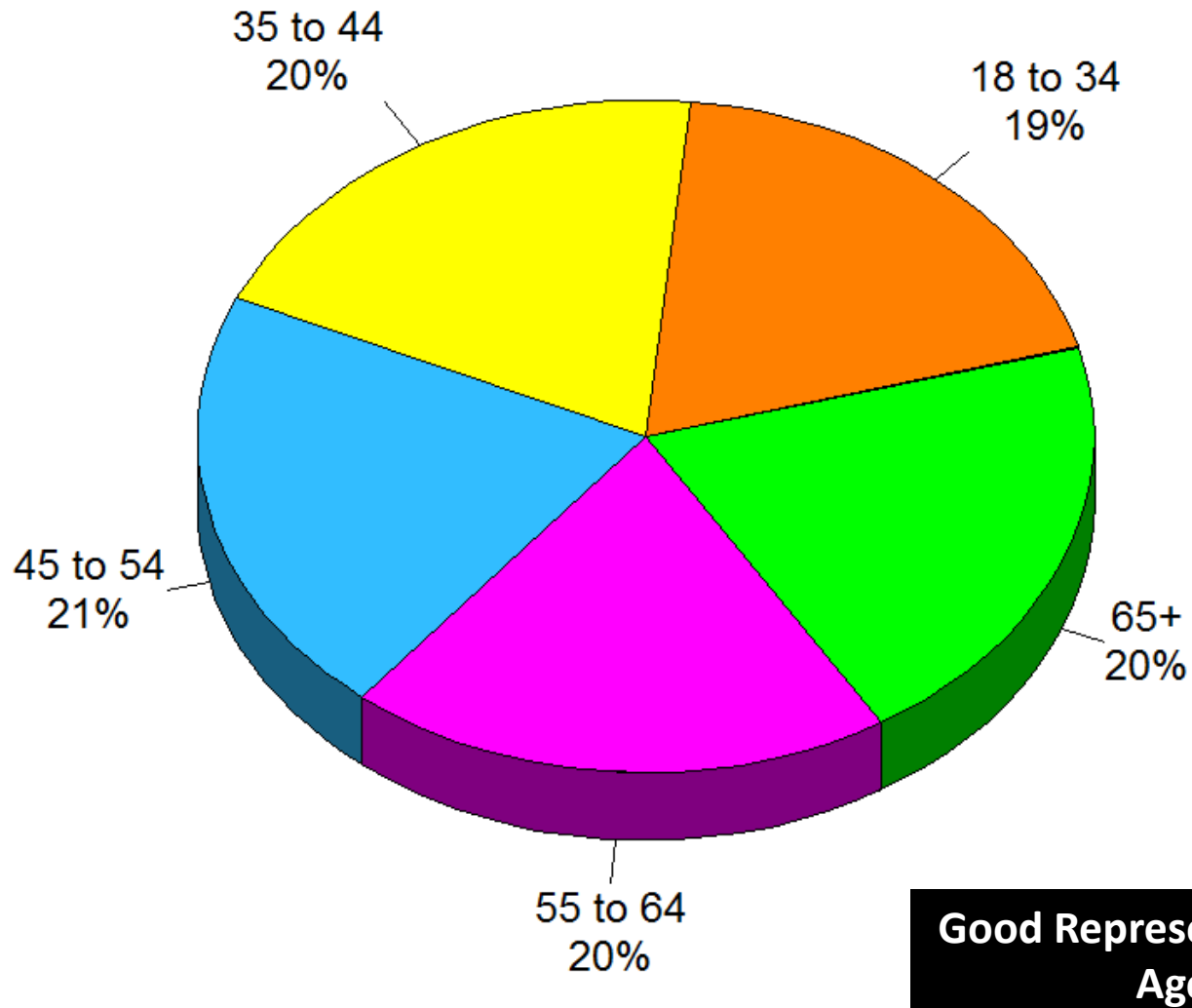
- **To objectively assess resident satisfaction with the delivery of City services**
- **To help determine priorities for the community**
- **To set a baseline for future surveys**
- **To compare Winston-Salem's performance with other communities regionally and nationally**

Methodology

- **Survey Description**
 - seven-page survey
 - each survey took approximately 15-20 minutes to complete
- **Method of Administration**
 - by mail and online to randomly selected sample of households throughout the City
- **Sample size:**
 - number of completed surveys: 1,004
 - demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 3.1% overall

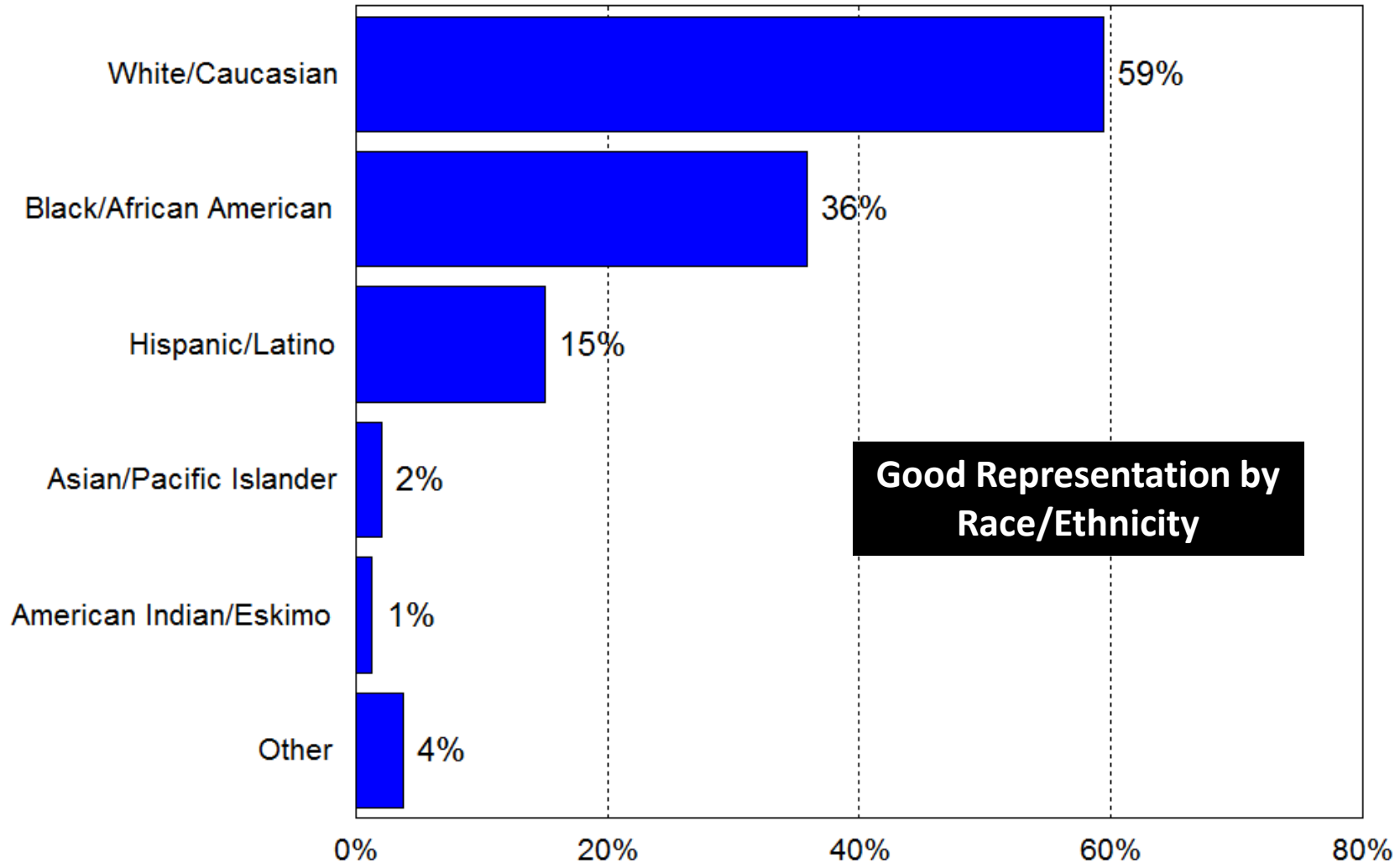
Q31. What is your age?

by percentage of respondents (excluding not provided)



Q28. Which of the following best describes your race/ethnicity?

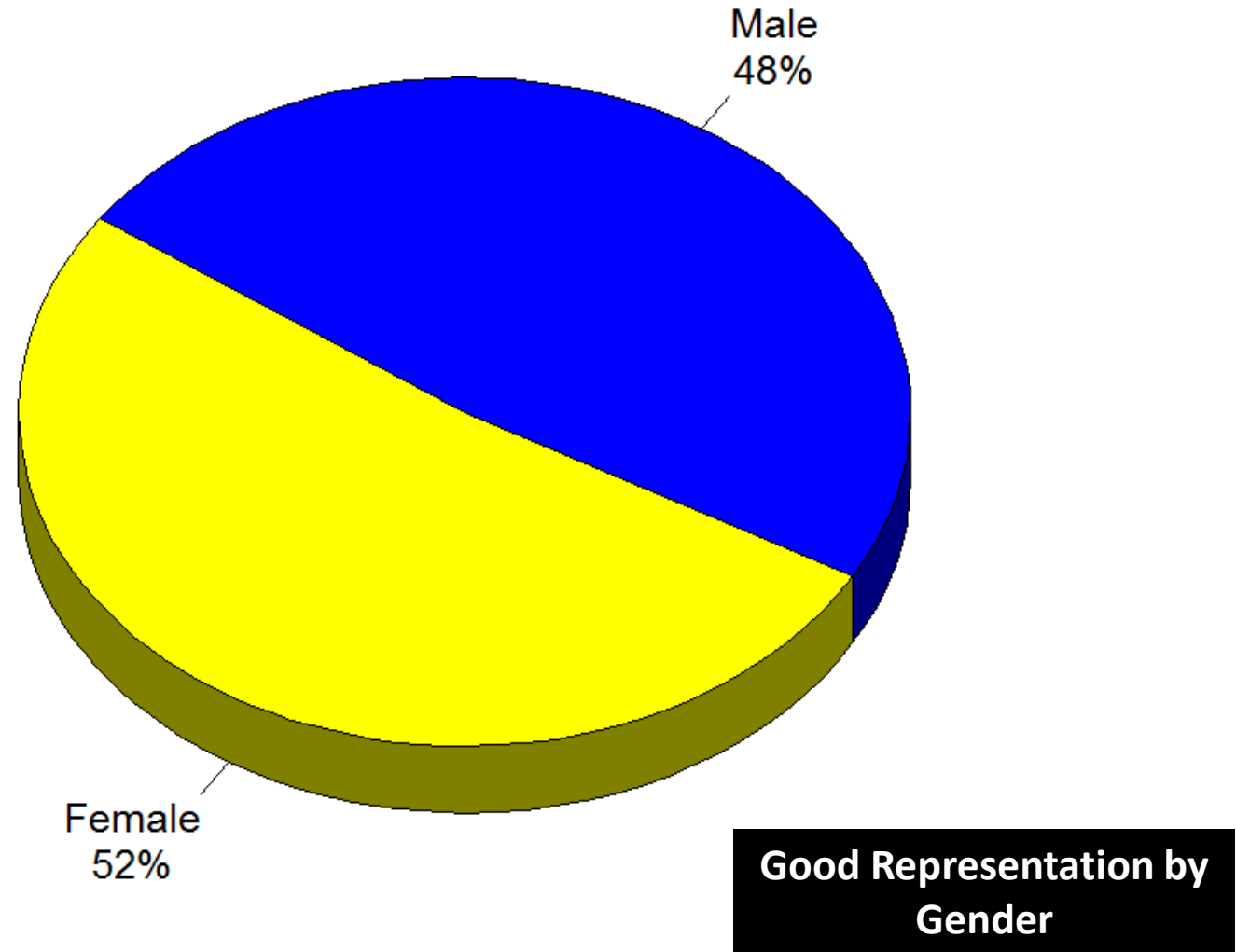
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

Q32. What is your gender?

by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

Bottom Line Up Front

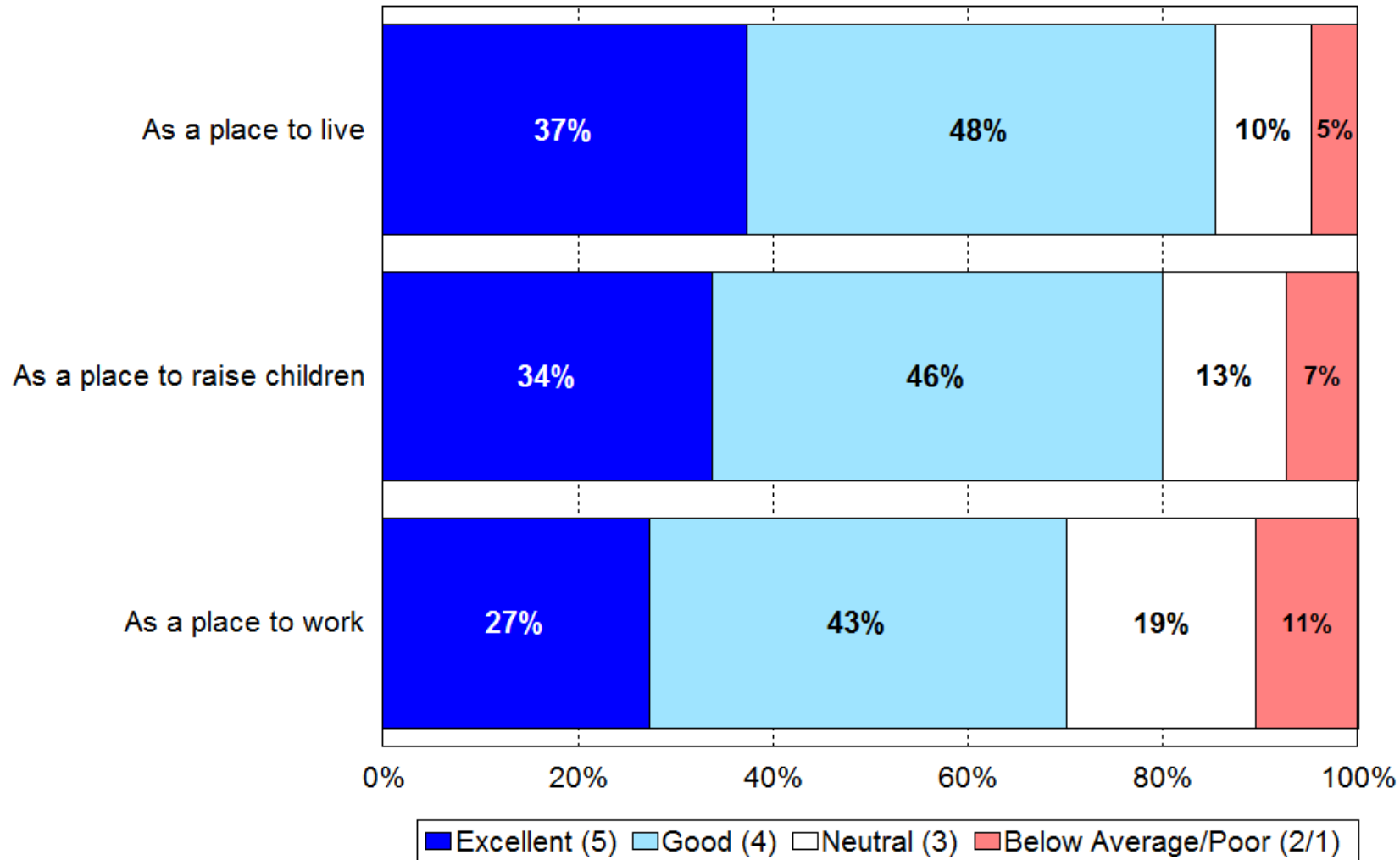
- **Residents Have a Very Positive Perception of the City**
 - ❑ 85% rated the City as an excellent or good place to live; only 5% gave a rating of below average/poor
 - ❑ 80% rated the City as an excellent or good place to raise children; only 7% gave a rating of below average/poor
- **Satisfaction with City Services Is Much Higher in Winston-Salem Than Other Communities**
 - ❑ Winston-Salem rated above the U.S. Average in 37 of the 51 areas that were compared
 - ❑ Satisfaction with the overall quality of City services rated 19% above the U.S. Average and 17% above the Regional Average
- **Top Priorities for the City:**
 - ❑ Maintenance of City streets
 - ❑ Enforcing clean-up of trash/debris on private property
 - ❑ Demolishing vacant structures
 - ❑ Overall efforts to prevent crimes
 - ❑ Traffic congestion on City streets
 - ❑ Ease/availability of on-street public parking downtown

Major Finding #1

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

Q1. Overall Ratings for the City of Winston-Salem

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

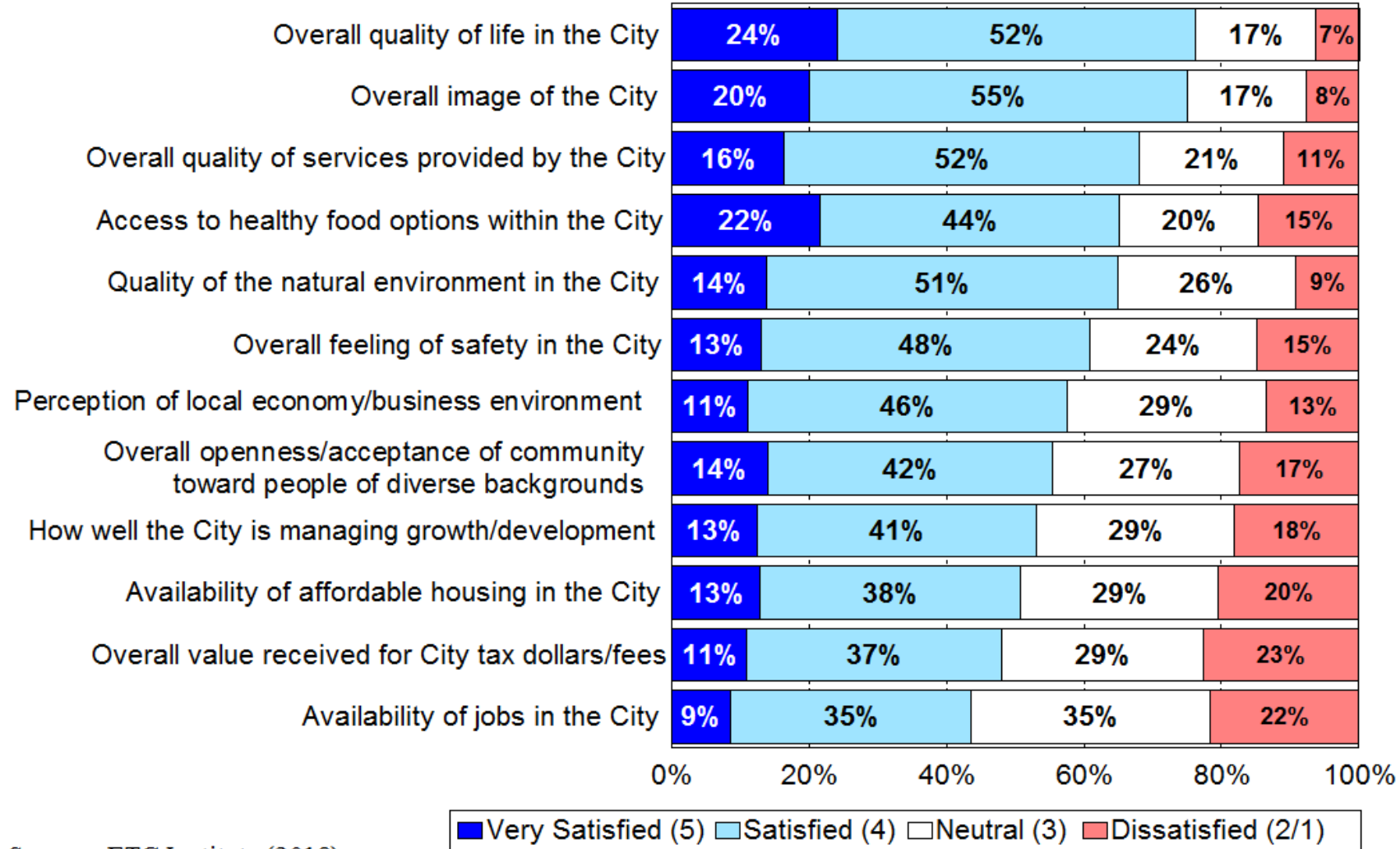


Source: ETC Institute (2018)

Most Residents Feel that Winston-Salem Is an Excellent or Good Place to Live, Raise Children, and Work

Q2. Satisfaction with Items That Influence Perceptions of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

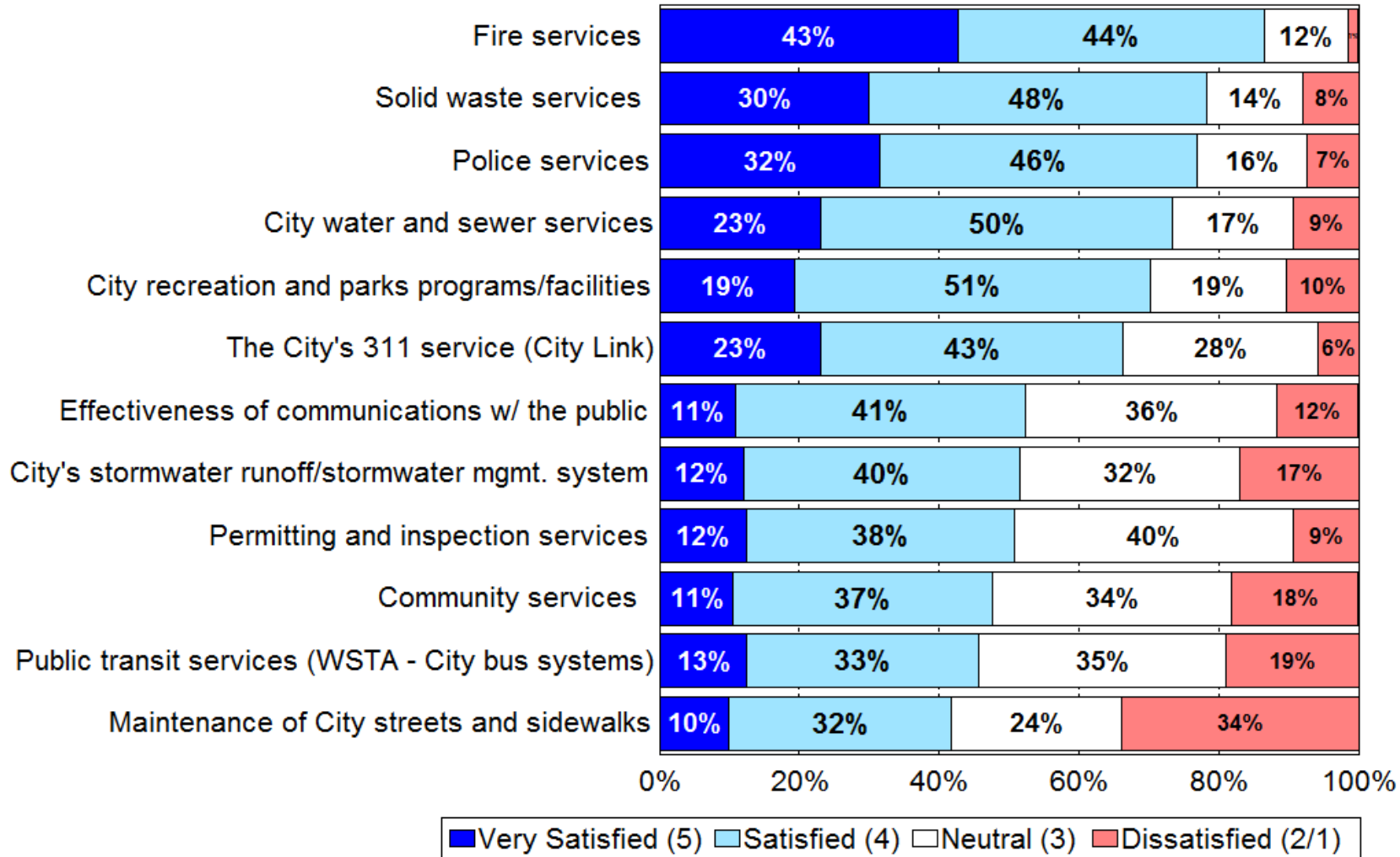


Source: ETC Institute (2018)

More Than a 6-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied with the Overall Quality of Services Provided by the City (68% vs. 11%)

Q6. Overall Satisfaction with City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

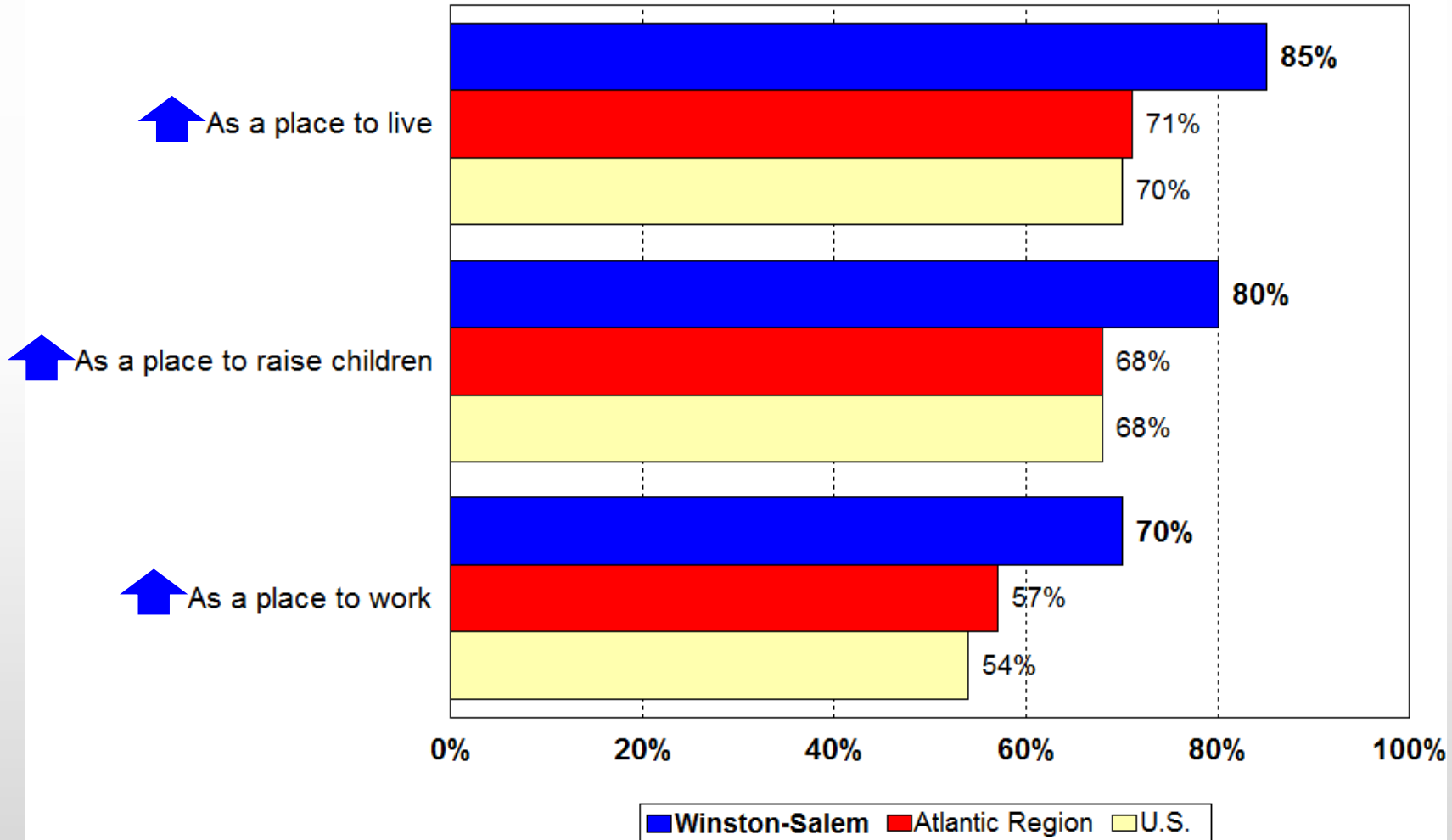
With the Exception of Maintenance of City Streets and Sidewalks, Less Than 20% Were Dissatisfied with Any of the Major City Services

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.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Source: 2018 ETC Institute

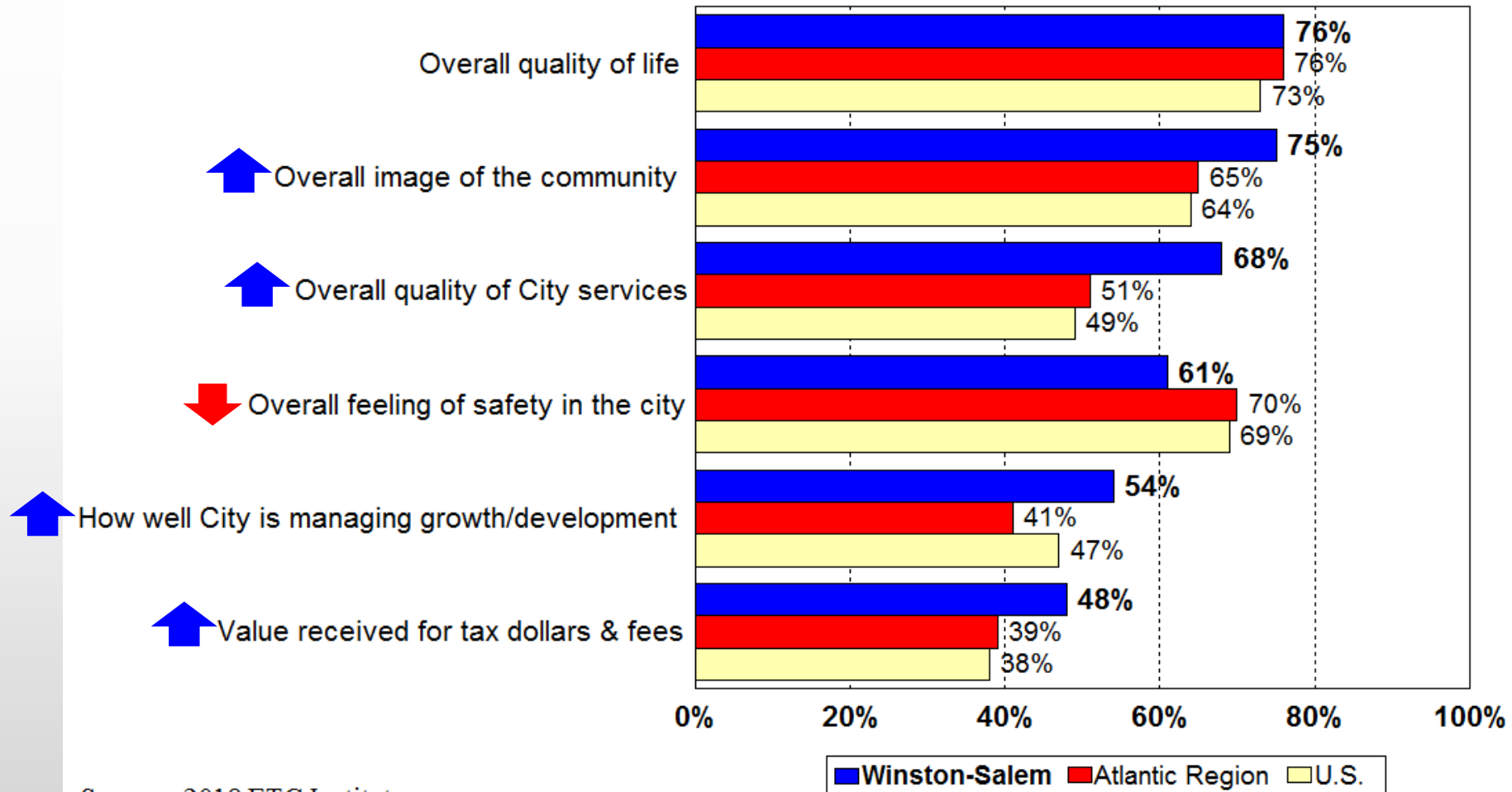
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Issues that Influence Perceptions of the Community

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

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)

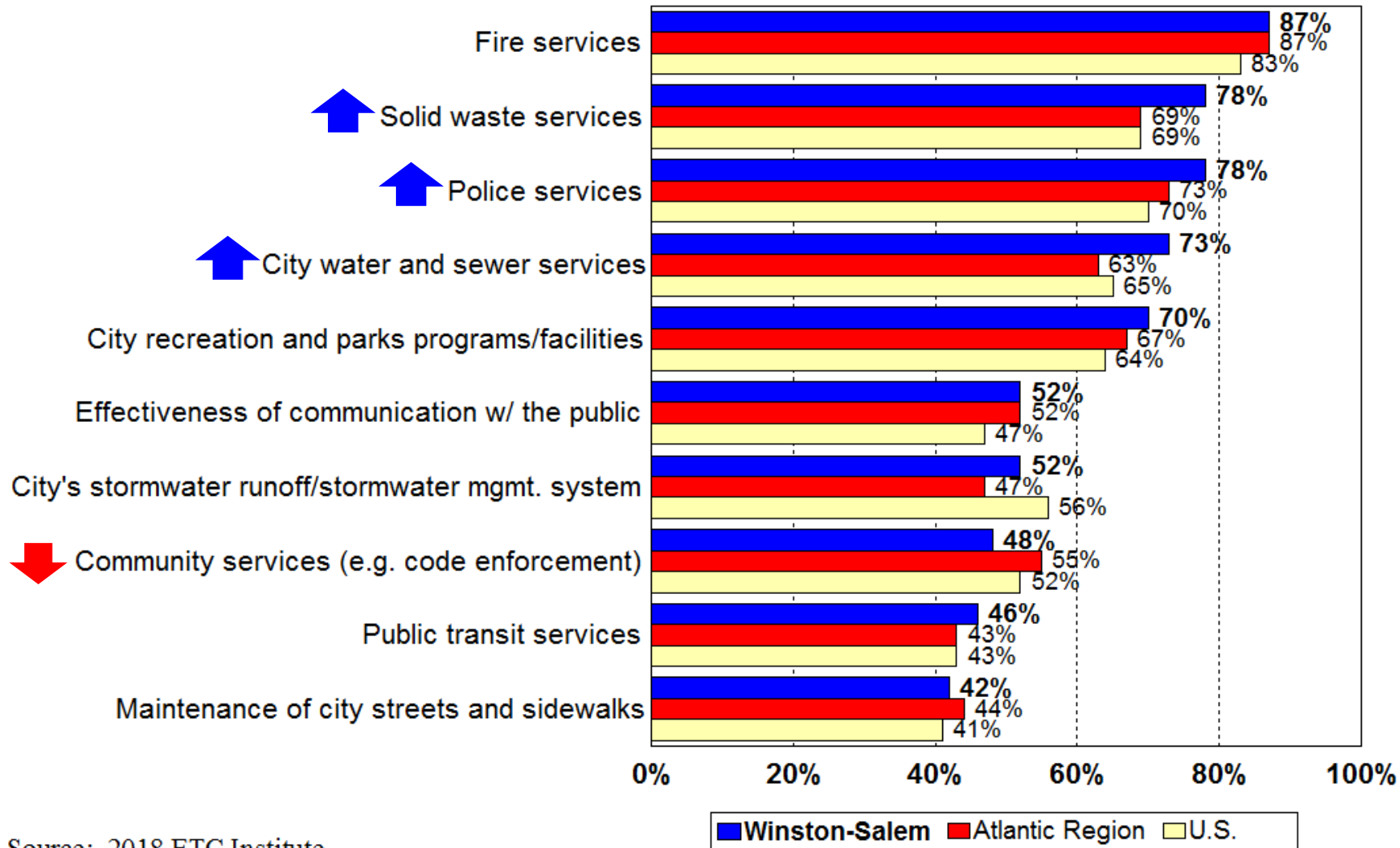


Significantly Higher: ↑

Significantly Lower: ↓

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

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



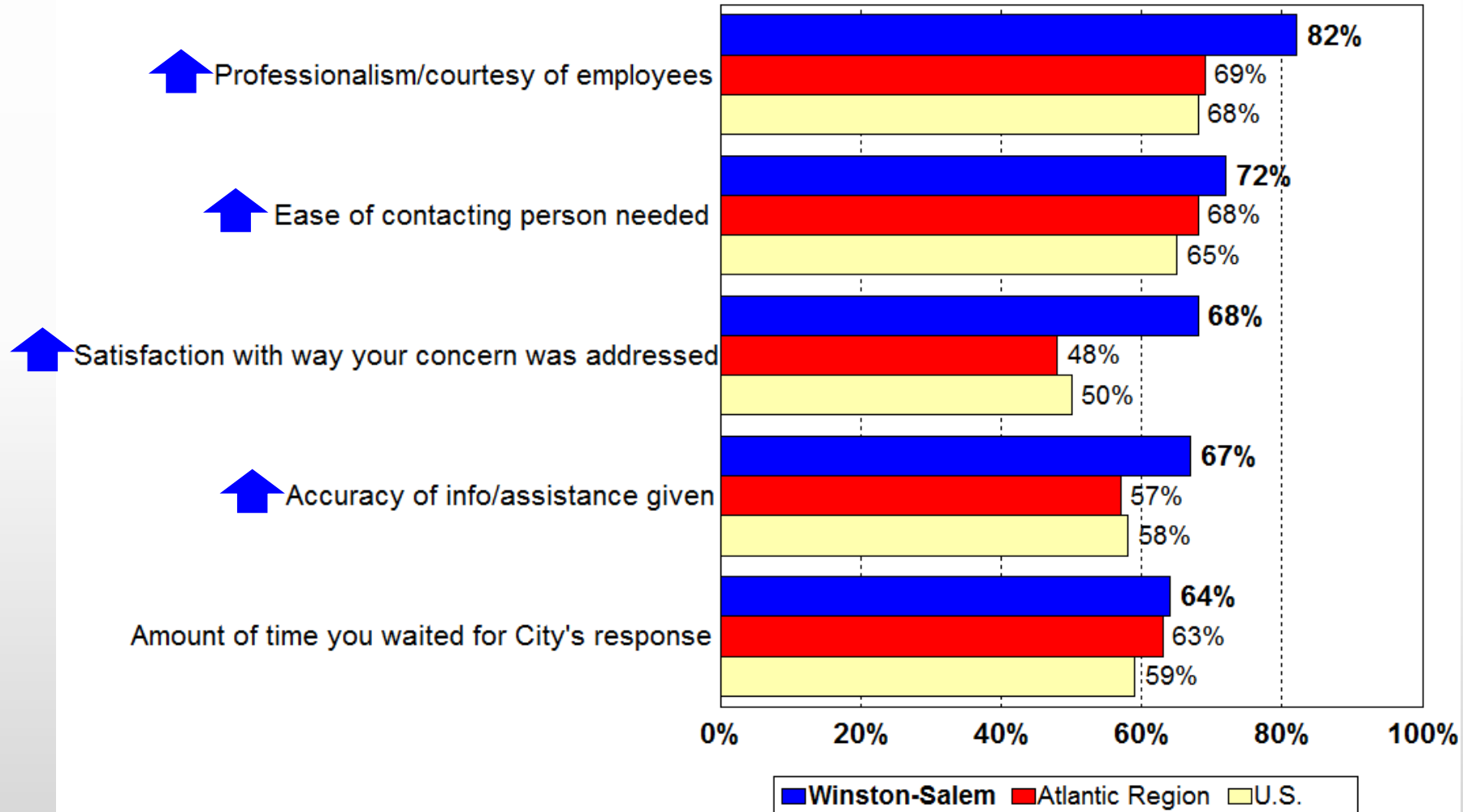
Source: 2018 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Customer Service from City Employees Winston-Salem vs. Atlantic Region vs. the U.S.

by percentage of respondents who interacted with the City during the past year and rated the item a 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Significantly Higher:



Significantly Lower:



Major Finding #3

Top Community Priorities

Importance-Satisfaction Rating

2018 City of Winston-Salem Resident Survey

Police and Fire

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
The City's overall efforts to prevent crime	53%	1	58%	6	0.2226	1
High Priority (IS= .10-.20)						
The visibility of police in neighborhoods	42%	2	57%	7	0.1806	2
Medium Priority (IS < .10)						
Police response time to emergencies	24%	3	68%	4	0.0768	3
Enforcement of traffic laws	12%	5	59%	5	0.0492	4
Fire personnel response time to fire/rescue emergencies	20%	4	85%	1	0.0300	5
The City's fire prevention efforts	8%	7	72%	3	0.0224	6
Fire personnel response time to medical emergencies	10%	6	84%	2	0.0160	7

Importance-Satisfaction Rating

2018 City of Winston-Salem Resident Survey

Streets and Sidewalks

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Maintenance of city streets throughout the City	48%	1	38%	11	0.2976	1
High Priority (IS= .10-.20)						
Maintenance of streets in your neighborhood	20%	2	48%	5	0.1040	2
Condition of sidewalks throughout the city	16%	3	37%	12	0.1008	3
Medium Priority (IS < .10)						
Litter pick-up along city streets	13%	5	43%	8	0.0741	4
Snow removal on residential streets (past 12 months)	14%	4	48%	7	0.0728	5
Accessibility of streets/sidewalks for people w/ disabilities	11%	7	39%	10	0.0671	6
On-street bicycle infrastructure	10%	8	34%	13	0.0660	7
Condition of sidewalks in your neighborhood	9%	9	41%	9	0.0531	8
Adequacy of city street lighting	12%	6	60%	3	0.0480	9
Maintenance of trees along city streets	5%	12	48%	6	0.0260	10
Maintenance of street signs and traffic signals	7%	10	70%	1	0.0210	11
Snow removal on major city streets (past 12 months)	6%	11	70%	2	0.0180	12
Mowing and landscaping along city streets	4%	13	57%	4	0.0172	13

Streets and Sidewalks Priorities

Importance-Satisfaction Rating

2018 City of Winston-Salem Resident Survey

Public Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
The amount of traffic congestion on city streets	36%	1	41%	4	0.2124	1
Ease/availability of on-street public parking in downtown	29%	2	29%	12	0.2059	2
High Priority (IS= .10-.20)						
Availability of sidewalks throughout the city	27%	3	38%	5	0.1674	3
Cost of public parking options in downtown	16%	4	36%	11	0.1024	4
Medium Priority (IS < .10)						
Availability of greenways throughout the city	15%	5	47%	2	0.0795	5
Ease/availability of public parking in decks downtown	13%	6	44%	3	0.0728	6
Overall satisfaction with WSTA fixed route bus services	7%	8	38%	7	0.0434	7
Timeliness of WSTA fixed route bus services	6%	9	38%	9	0.0372	8
Condition of existing greenways	7%	7	57%	1	0.0301	9
Timeliness of WSTA Trans-AID bus services	4%	10	37%	10	0.0252	10
Overall satisfaction with WSTA Trans-AID bus services	4%	11	38%	8	0.0248	11
Cleanliness of WSTA buses	2%	12	38%	6	0.0124	12

Public Transportation Priorities

Importance-Satisfaction Rating

2018 City of Winston-Salem Resident Survey

Community Development

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Enforcing clean-up of trash/debris on private property	39%	1	38%	4	0.2418	1
Demolishing vacant structures that are nuisance properties	32%	2	26%	7	0.2368	2
<u>High Priority (IS= .10-.20)</u>						
City housing rehabilitation programs	24%	3	27%	6	0.1752	3
Enforcing exterior maintenance of residential property	19%	4	36%	5	0.1216	4
Enforcing mowing/cutting of weeds on private property	18%	5	40%	3	0.1080	5
<u>Medium Priority (IS < .10)</u>						
Enforce trash, weeds, exterior maintenance in neighborhood	15%	7	45%	2	0.0825	6
Overall character/condition of your neighborhood	17%	6	65%	1	0.0595	7

Importance-Satisfaction Rating

2018 City of Winston-Salem Resident Survey

Recreation and Parks

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS= .10-.20)						
The City's youth programs and activities	20%	4	45%	10	0.1100	1
Medium Priority (IS < .10)						
Walking and biking trails in the city	25%	2	61%	4	0.0975	2
Maintenance of city parks	35%	1	74%	1	0.0910	3
Marketing of Recreation and Parks programs/facilities	13%	5	39%	11	0.0793	4
Quality of facilities in city parks	20%	3	69%	2	0.0620	5
Programs/activities at city recreation centers	12%	6	52%	7	0.0576	6
Maintenance/appearance of city recreation centers	10%	7	55%	6	0.0450	7
City swimming pools and programs	8%	8	49%	9	0.0408	8
Customer service from Recreation & Parks employees	6%	9	58%	5	0.0252	9
Quality of city-owned outdoor athletic fields	5%	10	64%	3	0.0180	10
City splash pads and spraygrounds	3%	11	50%	8	0.0150	11

Importance-Satisfaction Rating

2018 City of Winston-Salem Resident Survey

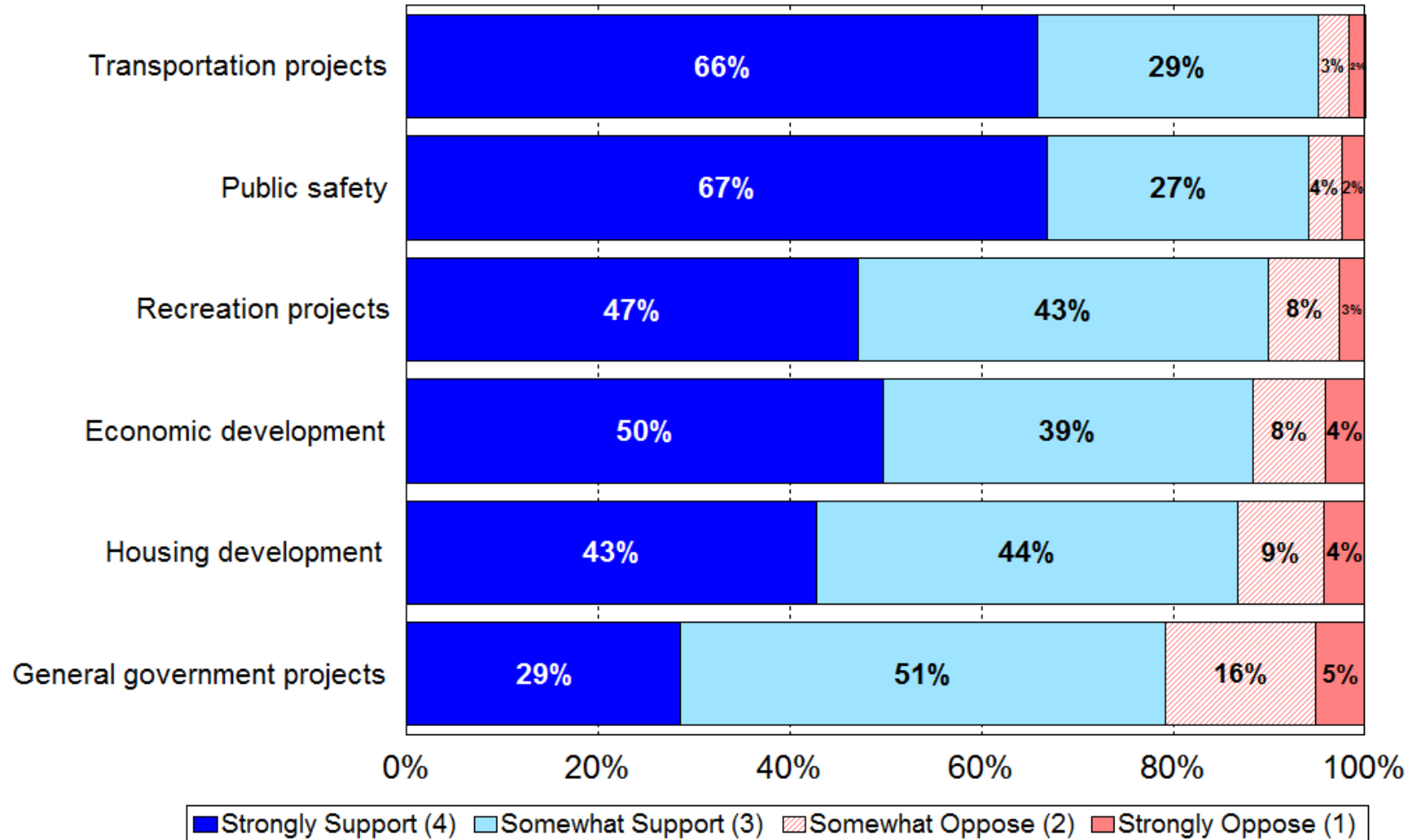
Solid Waste

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < .10)						
Quality of leaf collection services	27%	3	63%	4	0.0999	1
Quality of brush pick-up services	24%	4	62%	5	0.0912	2
Quality of street sweeping services	20%	6	56%	6	0.0880	3
Quality of bulky item pick-up services	24%	5	74%	3	0.0624	4
Quality of curbside recycling services	30%	2	82%	2	0.0540	5
Quality of residential trash collection services	35%	1	86%	1	0.0490	6

Other Findings

Q23. Support for Potential Bond Referendum for Various Capital Projects

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding not provided)

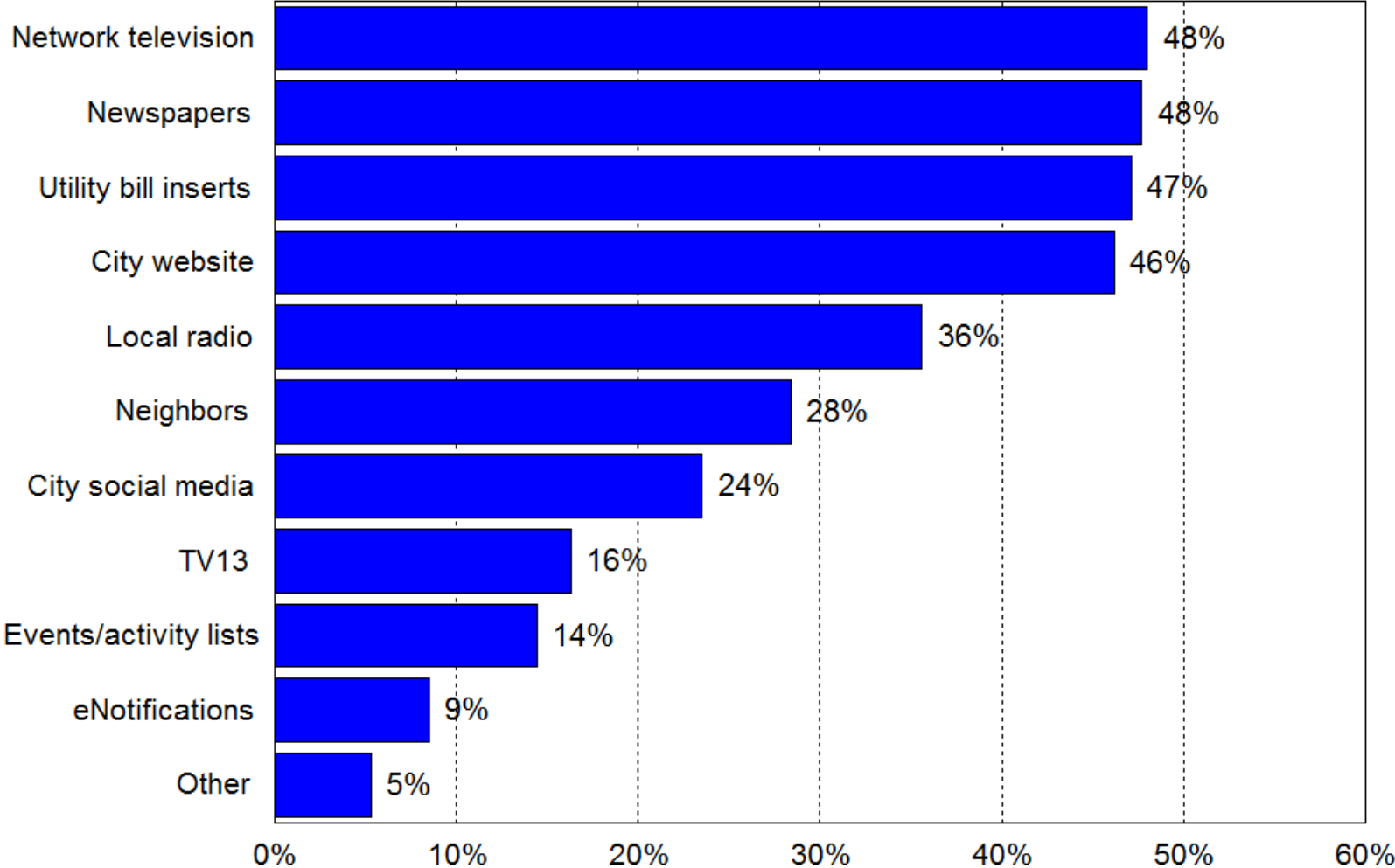


Source: ETC Institute (2018)

Strong Support for Transportation Projects and Public Safety

Q4. How Residents Get Information About Programs and Services Offered by the City

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

Top Sources Residents Use to Get Information About the City Are Network Television, Newspapers, Utility Bill Inserts and the City's Website

Summary

- **Residents Have a Very Positive Perception of the City**
 - ❑ 85% rated the City as an excellent or good place to live; only 5% gave a rating of below average/poor
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Questions?

THANK YOU!!

Next Steps

- Analysis for inclusion in strategic plan update later in 2018
- Planning for FY 2019 Key Work Items
- Additional, targeted resident engagement in designated areas
- Develop and implement ongoing and routine resident survey mechanisms for City departments/services



Questions and Comments

Final report and presentation will be posted online:

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



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