

# 2019 Resident Satisfaction Survey

Community Development, Housing, and  
General Government Committee  
October 15, 2019



# 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



# Vendor Selection

- Second year of a four-year agreement with ETC to administer statistically significant satisfaction survey to city residents.
- 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
  - Facebook
  - Nextdoor
  - Twitter
- Billboard advertisements
- Advertisements on WSTA fixed route buses on selected routes



# 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
  - Received an additional 173 responses



# ETC Presentation

*2019 Resident Satisfaction Survey*  
*City of Winston-Salem, North Carolina*

Presented by

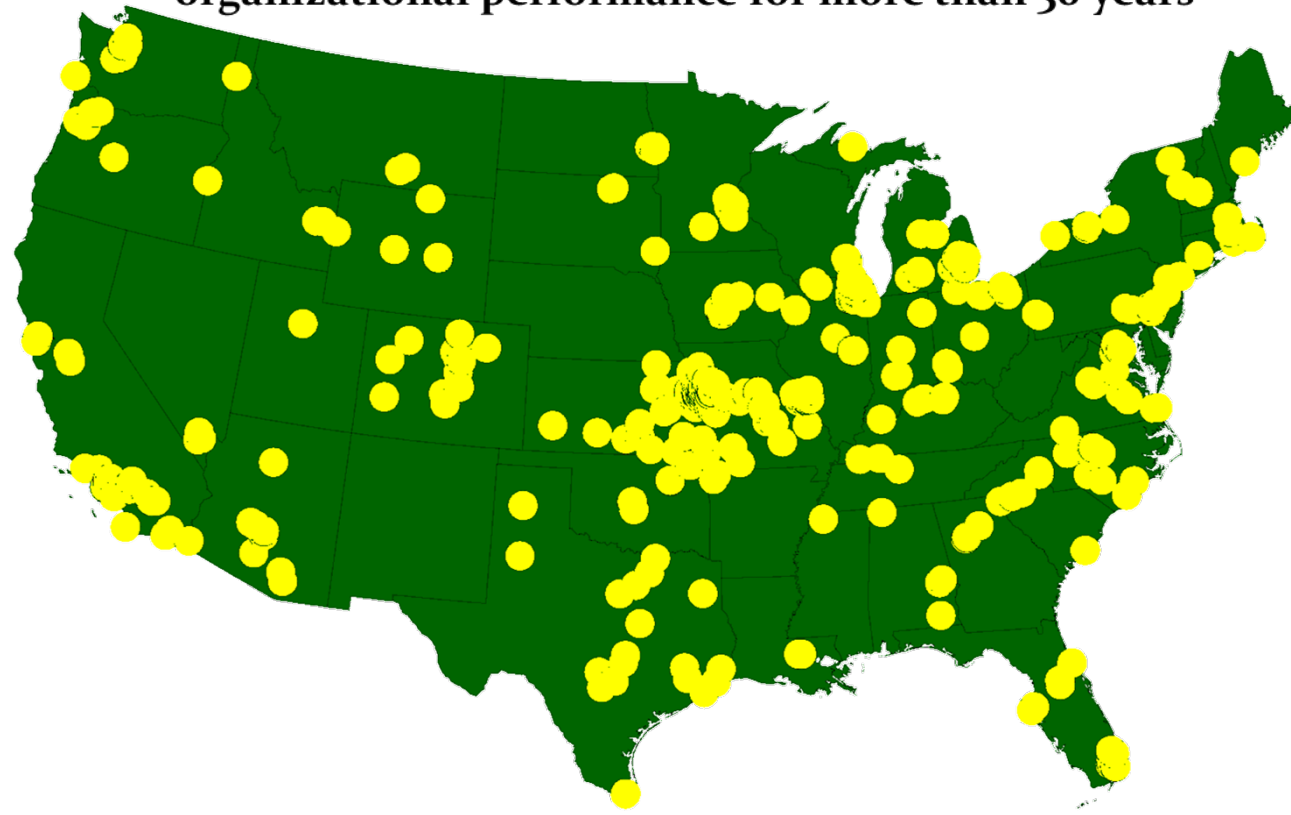


October 2019

# 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

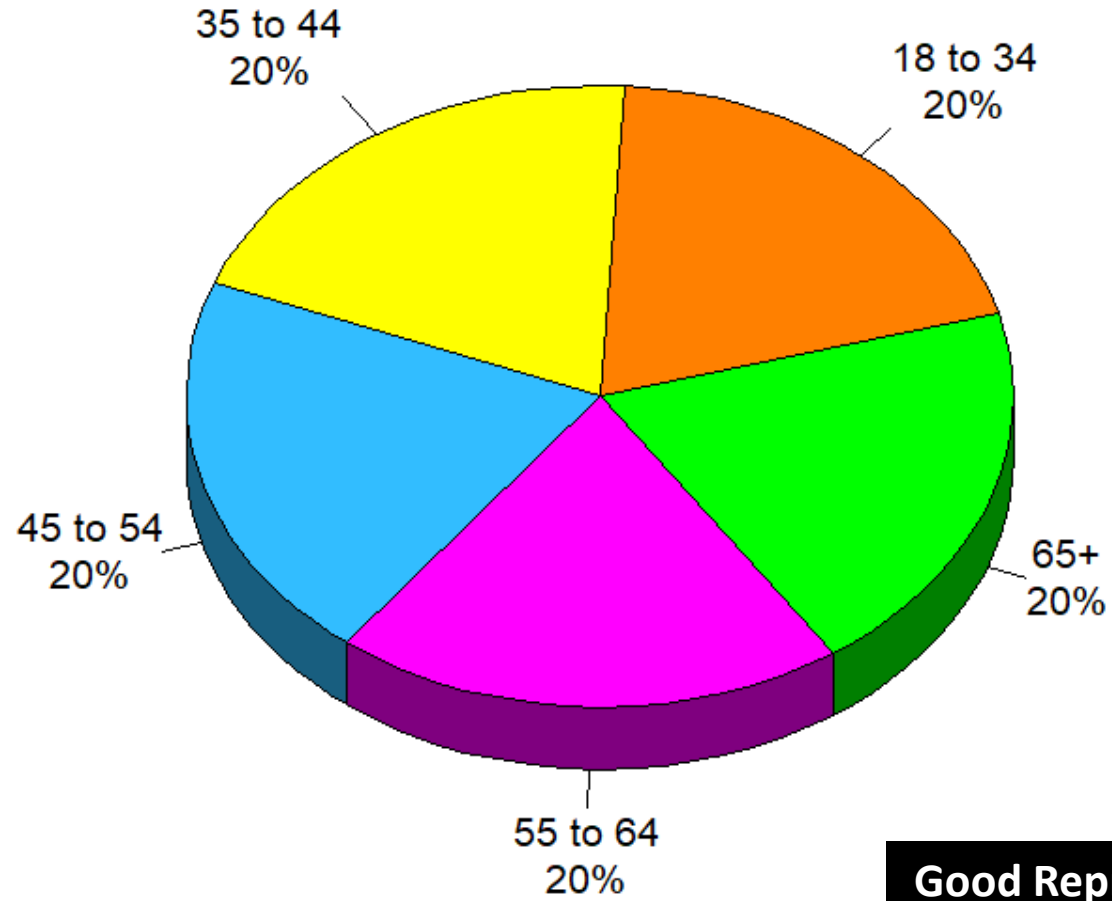
- **To objectively assess resident satisfaction with the delivery of City services**
- **To help determine priorities for the community**
- **To set a baseline for future surveys**
- **To compare Winston-Salem's performance with other communities regionally and nationally**

# 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: 1,036
  - ❑ A minimum of 100 surveys were collected from each of the City's eight council wards
  - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level: 95%**
- **Margin of error: +/- 3.0% overall**

# Q33. What is your age?

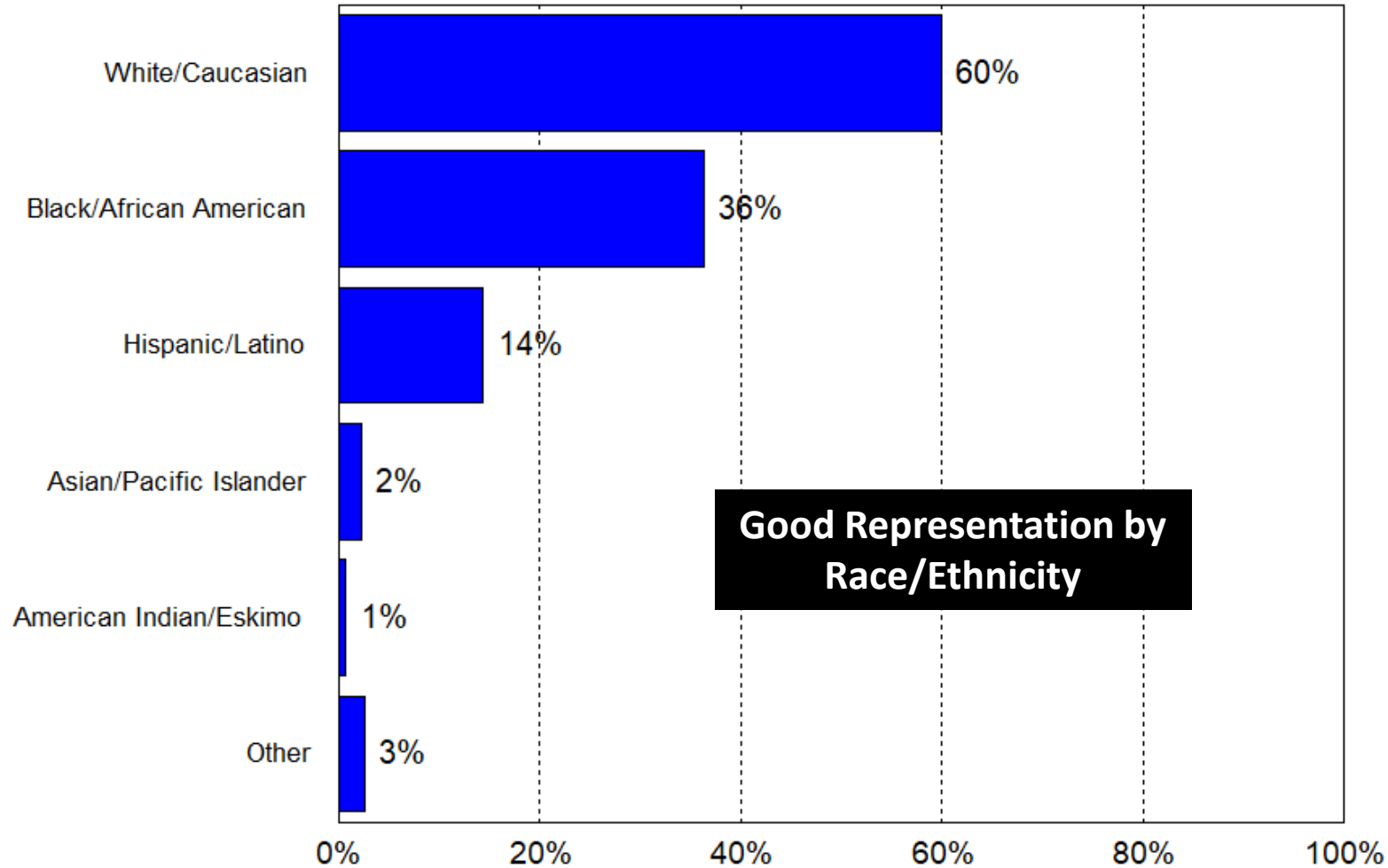
by percentage of respondents (excluding not provided)



**Good Representation by Age**

# Q30. Which of the following best describes your race/ethnicity?

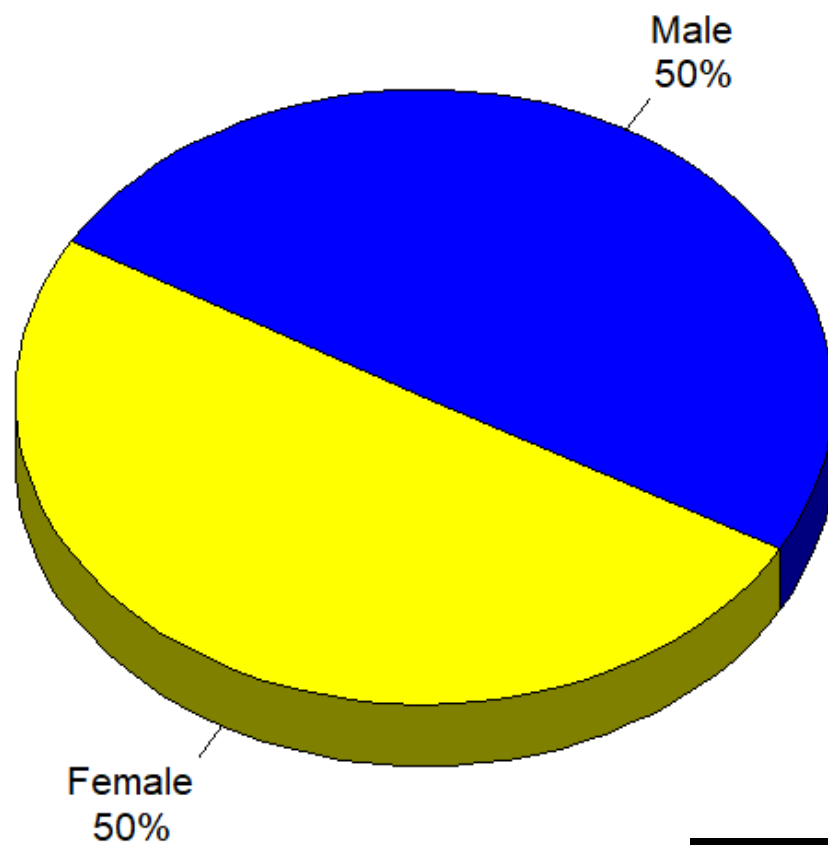
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

## Q35. What is your gender identity?

by percentage of respondents (excluding not provided)



**Good Representation by  
Gender**

Source: ETC Institute (2019)

# Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City**
  - ❑ 84% rated the City as an excellent or good place to live; only 6% gave a rating of below average/poor
  - ❑ 77% rated the City as an excellent or good place to raise children; only 9% gave a rating of below average/poor
- **Satisfaction with City Services Is Much Higher in Winston-Salem Than Other Communities**
  - ❑ Winston-Salem rated at or above the U.S. Average in 33 of the 63 areas that were compared
  - ❑ Satisfaction with the overall quality of City services rated 13% above the U.S. Average and 11% above the Regional Average
- **Top Priorities for the City:**
  - ❑ Maintenance of City streets
  - ❑ Traffic congestion on City streets
  - ❑ Demolishing vacant structures
  - ❑ Enforcing clean-up of trash/debris on private property
  - ❑ Ease/availability of on-street public parking downtown
  - ❑ Overall efforts to prevent crime

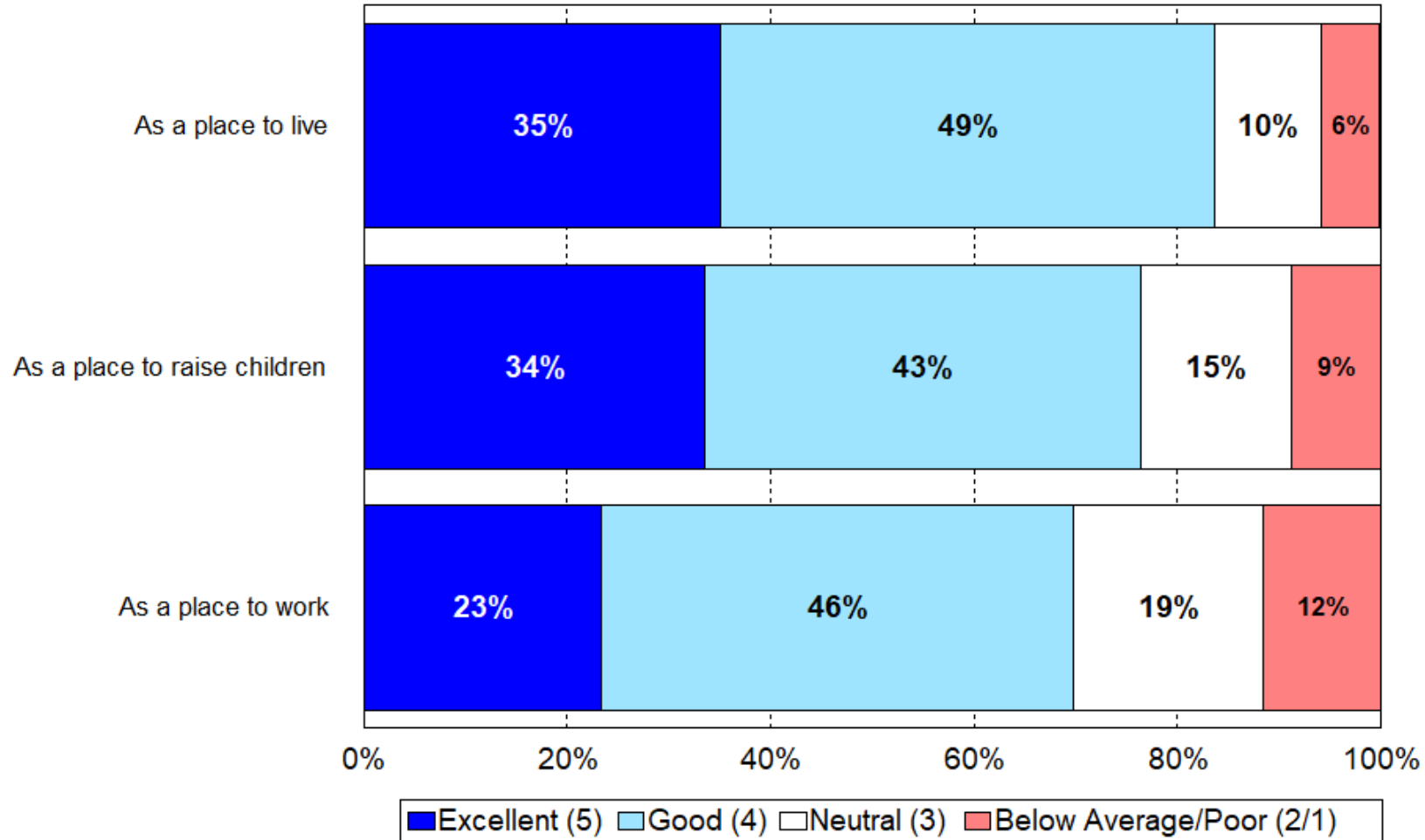
## *Major Finding #1*

**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)

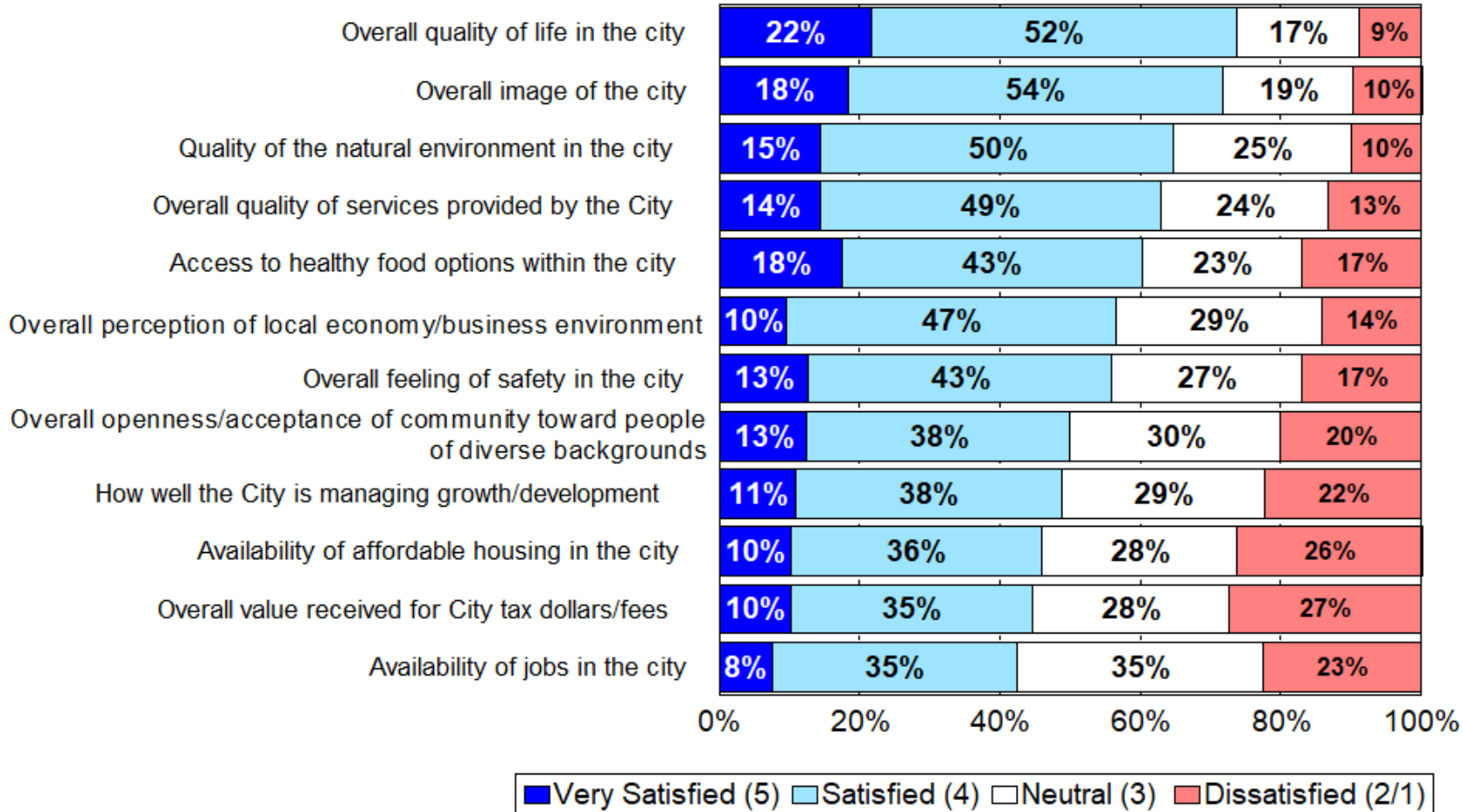


Source: ETC Institute (2019)

**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)

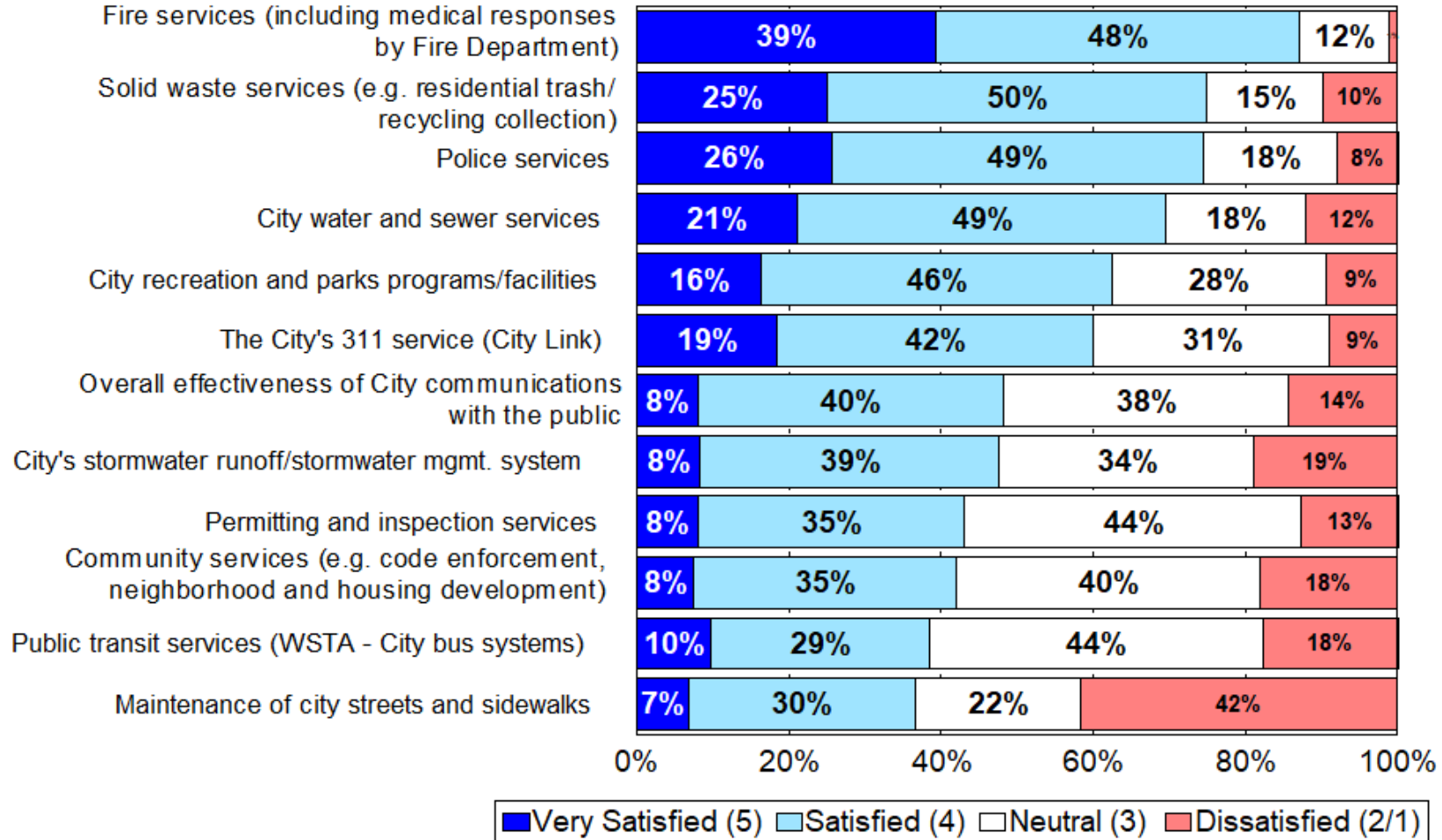


Source: ETC Institute (2019)

**Nearly a 5-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied with the Overall Quality of Services Provided by the City (63% vs. 13%)**

# 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 (2019)

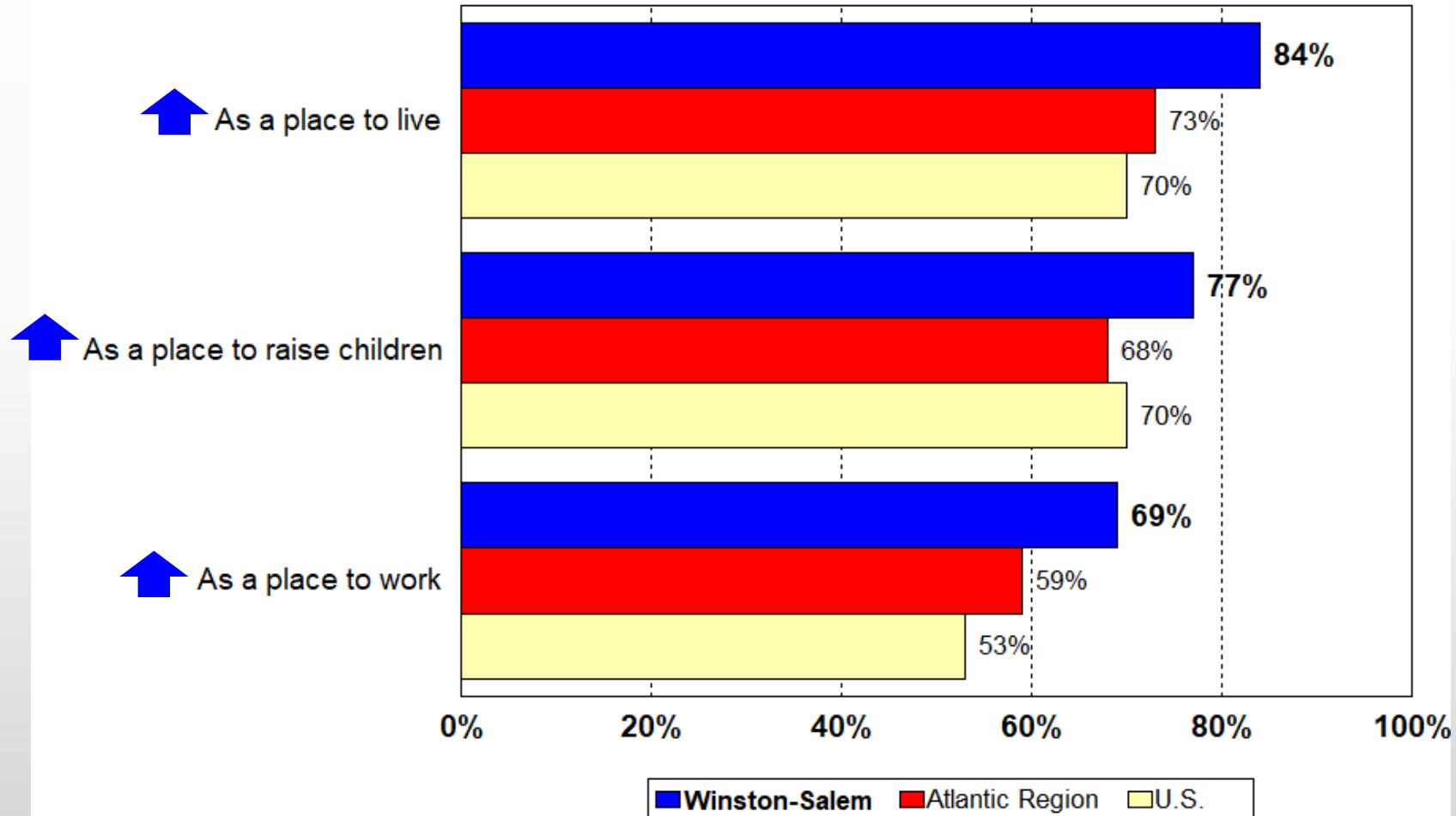
**With the Exception of Maintenance of City Streets and Sidewalks, Less Than 20% Were Dissatisfied with Any of the Major City Services**

## *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: 2019 ETC Institute

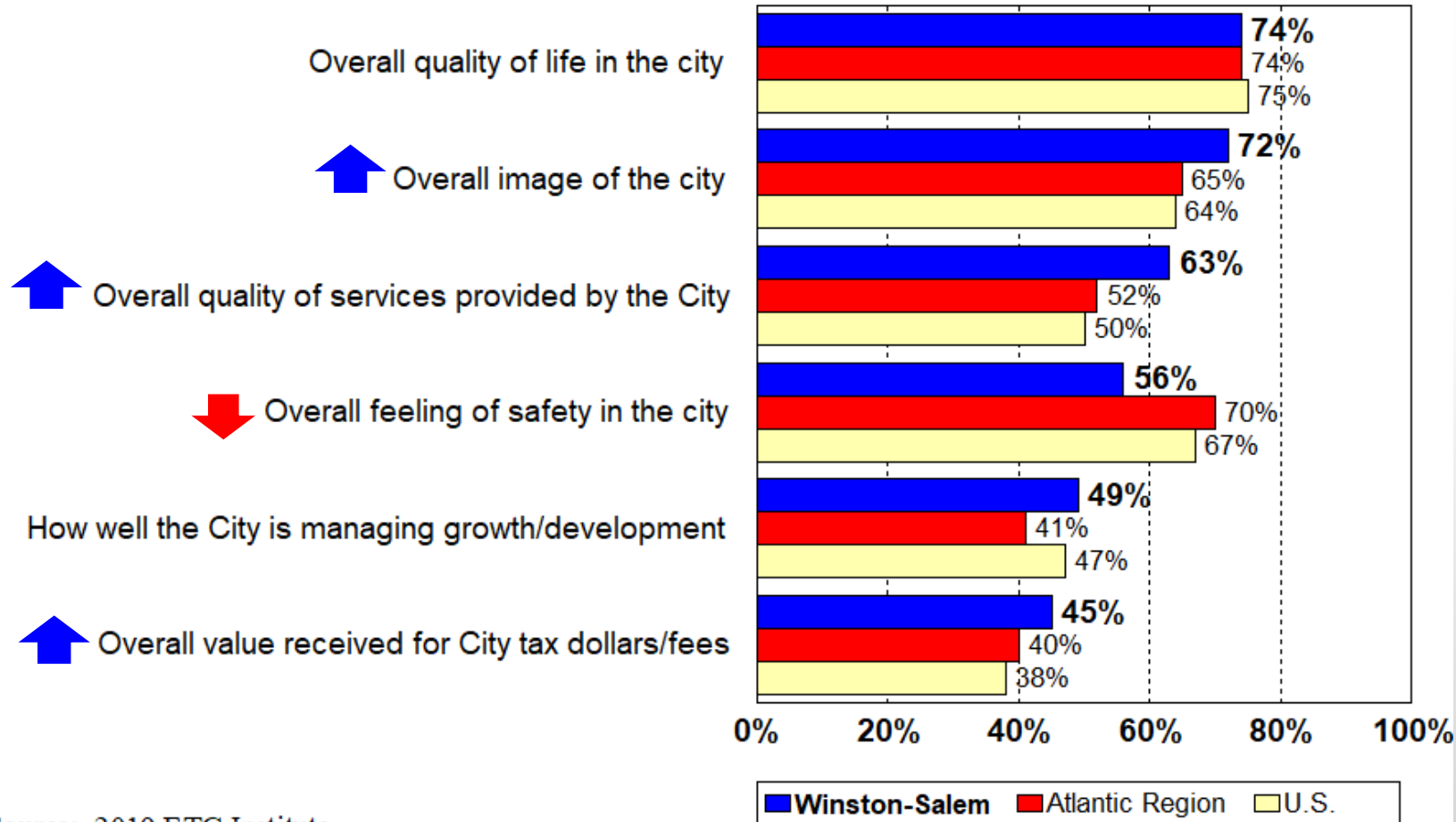
**Significantly Higher:** ↑

**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)

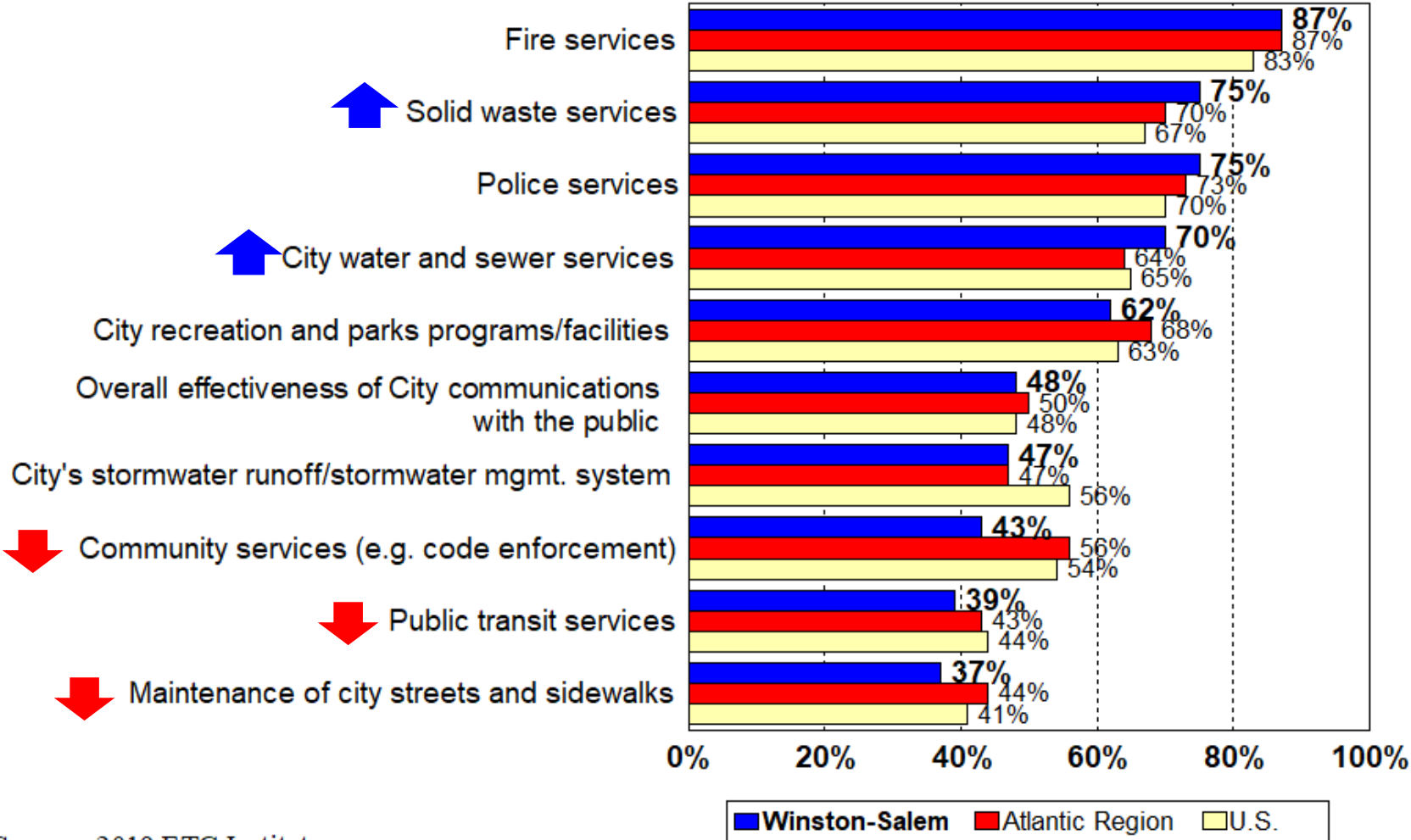


**Significantly Higher:** ↑

**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)

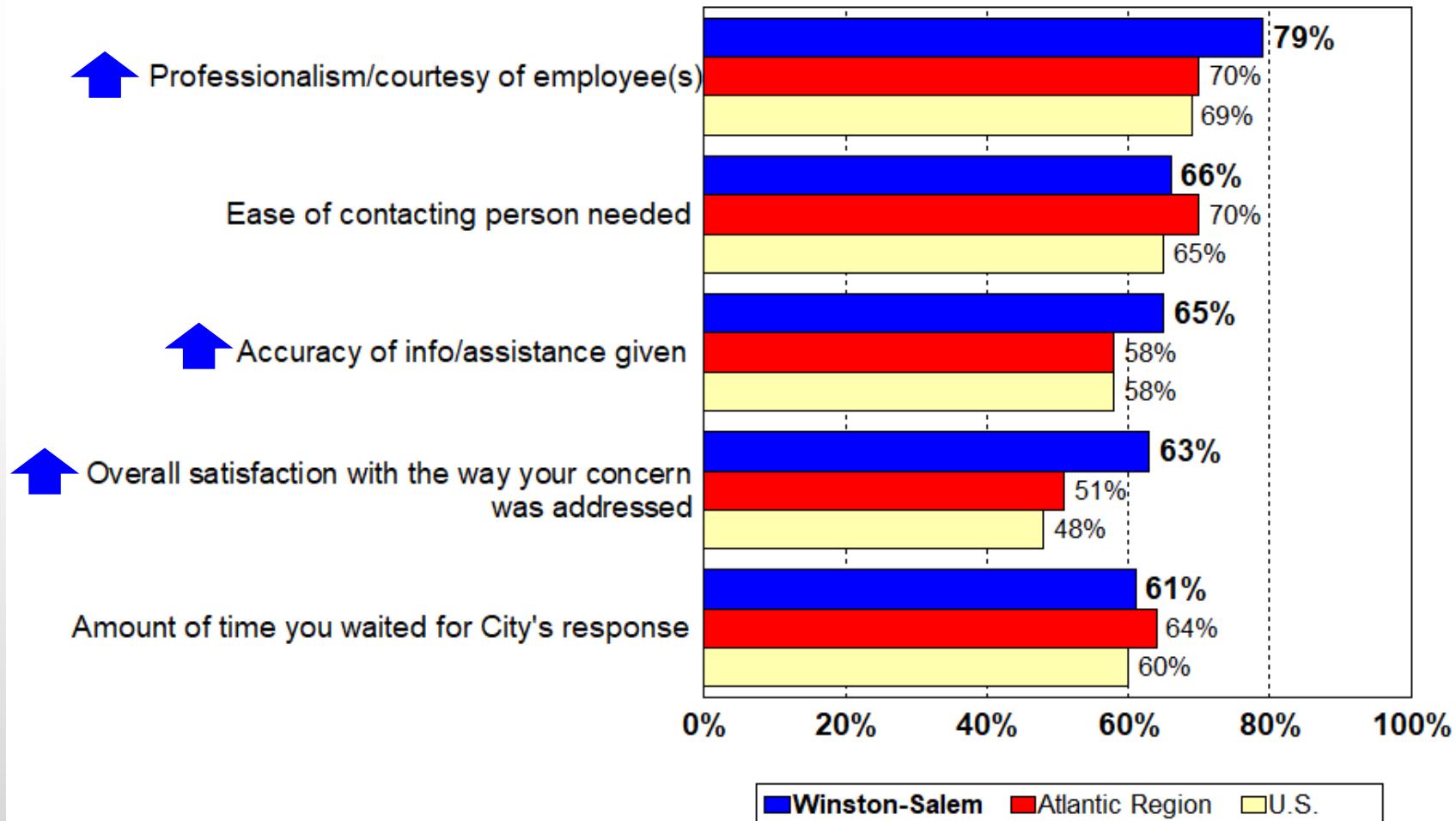


Source: 2019 ETC Institute

**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: 2019 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓



# *Major Finding #3*

## **Top Community Priorities**

# Importance-Satisfaction Rating

## 2019 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
<b>High Priority (IS= .10-.20)</b>						
The City's overall efforts to prevent crime	32%	1	52%	9	0.1546	1
The visibility of police in neighborhoods	32%	2	55%	7	0.1445	2
<b>Medium Priority (IS &lt; .10)</b>						
Perception of police personnel attitudes/behaviors	22%	3	67%	6	0.0719	3
Police response time to emergencies	19%	5	70%	5	0.0558	4
Competence of police personnel	17%	6	71%	4	0.0481	5
Enforcement of traffic laws	10%	8	53%	8	0.0465	6
Fire personnel response time to fire and rescue emergencies	22%	4	87%	2	0.0280	7
Fire personnel response time to medical emergencies	12%	7	88%	1	0.0149	8
The City's fire prevention efforts	5%	9	74%	3	0.0130	9

# Importance-Satisfaction Rating

## 2019 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
<b>Very High Priority (IS &gt; .20)</b>						
Maintenance of city streets throughout the city	52%	1	34%	11	0.3406	1
<b>High Priority (IS= .10-.20)</b>						
Maintenance of streets in your neighborhood	20%	2	45%	6	0.1084	2
<b>Medium Priority (IS &lt; .10)</b>						
Litter pick-up along city streets	14%	4	38%	9	0.0843	3
Snow removal on residential streets during the past 12 months	15%	3	47%	5	0.0800	4
Condition of sidewalks throughout the city	12%	5	36%	10	0.0787	5
Accessibility of streets and sidewalks for people with disabilities	10%	7	33%	12	0.0663	6
On-street bicycle infrastructure (bike lanes/wayfinding signs)	9%	8	30%	13	0.0623	7
Maintenance of trees along city streets	9%	9	43%	7	0.0507	8
Condition of sidewalks in your neighborhood	7%	10	41%	8	0.0425	9
Adequacy of city street lighting	10%	6	59%	3	0.0414	10
Maintenance of street signs and traffic signals	6%	11	67%	2	0.0182	11
Mowing and landscaping along city streets	3%	13	51%	4	0.0167	12
Snow removal on major city streets during the past 12 months	5%	12	69%	1	0.0143	13

### Streets and Sidewalks Priorities

# Importance-Satisfaction Rating

## 2019 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
<b>Very High Priority (IS &gt; .20)</b>						
The amount of traffic congestion on city streets	43%	1	31%	7	0.2946	1
Ease/availability of on-street public parking in downtown	29%	2	27%	12	0.2095	2
<b>High Priority (IS= .10-.20)</b>						
Availability of sidewalks throughout the city	23%	3	35%	5	0.1515	3
Cost of public parking options in downtown	17%	4	36%	4	0.1056	4
<b>Medium Priority (IS &lt; .10)</b>						
Availability of greenways throughout the city	12%	5	47%	2	0.0610	5
Ease/availability of public parking in decks in downtown	11%	6	44%	3	0.0588	6
Overall satisfaction with WSTA fixed route bus services	6%	8	29%	11	0.0419	7
Timeliness of WSTA fixed route bus services	5%	9	30%	10	0.0329	8
Condition of existing greenways	6%	7	54%	1	0.0285	9
Overall satisfaction with WSTA Trans-AID bus services	3%	10	31%	8	0.0235	10
Timeliness of WSTA Trans-AID bus services	3%	11	30%	9	0.0182	11
Cleanliness of WSTA buses	2%	12	34%	6	0.0139	12

### Public Transportation Priorities

# Importance-Satisfaction Rating

## 2019 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
<b>Very High Priority (IS &gt; .20)</b>						
Demolishing vacant structures that are nuisance properties	30%	2	22%	7	0.2340	1
Enforcing clean-up of trash/debris on private property	35%	1	35%	4	0.2262	2
<b>High Priority (IS= .10-.20)</b>						
City housing rehabilitation programs	25%	3	25%	6	0.1905	3
Enforcing mowing/cutting of weeds on private property	20%	4	36%	3	0.1248	4
<b>Medium Priority (IS &lt; .10)</b>						
Enforcing exterior maintenance of residential property	14%	7	33%	5	0.0925	5
Enforcing trash, weeds, and exterior maintenance in your neighborhood	16%	5	44%	2	0.0902	6
Overall character/condition of your neighborhood	16%	6	66%	1	0.0534	7

# Importance-Satisfaction Rating

## 2019 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
<b>High Priority (IS= .10-.20)</b>						
The City's youth programs and activities	18%	4	43%	10	0.1037	1
<b>Medium Priority (IS &lt; .10)</b>						
Maintenance of city parks	31%	1	73%	1	0.0834	2
Walking and biking trails in the city	19%	3	59%	4	0.0795	3
Marketing of Recreation and Parks programs/facilities	11%	6	37%	11	0.0693	4
Programs/activities at city recreation centers	13%	5	48%	9	0.0671	5
Quality of facilities in city parks	20%	2	67%	2	0.0670	6
City swimming pools and programs	10%	7	50%	7	0.0505	7
Maintenance/appearance of city recreation centers	8%	8	53%	6	0.0381	8
Quality of customer service from Recreation and Parks employees	6%	9	50%	8	0.0275	9
Quality of city-owned outdoor athletic fields	5%	10	62%	3	0.0179	10
City splash pads and spraygrounds	3%	11	54%	5	0.0152	11

# Importance-Satisfaction Rating

## 2019 City of Winston-Salem Resident Survey

### Solid Waste

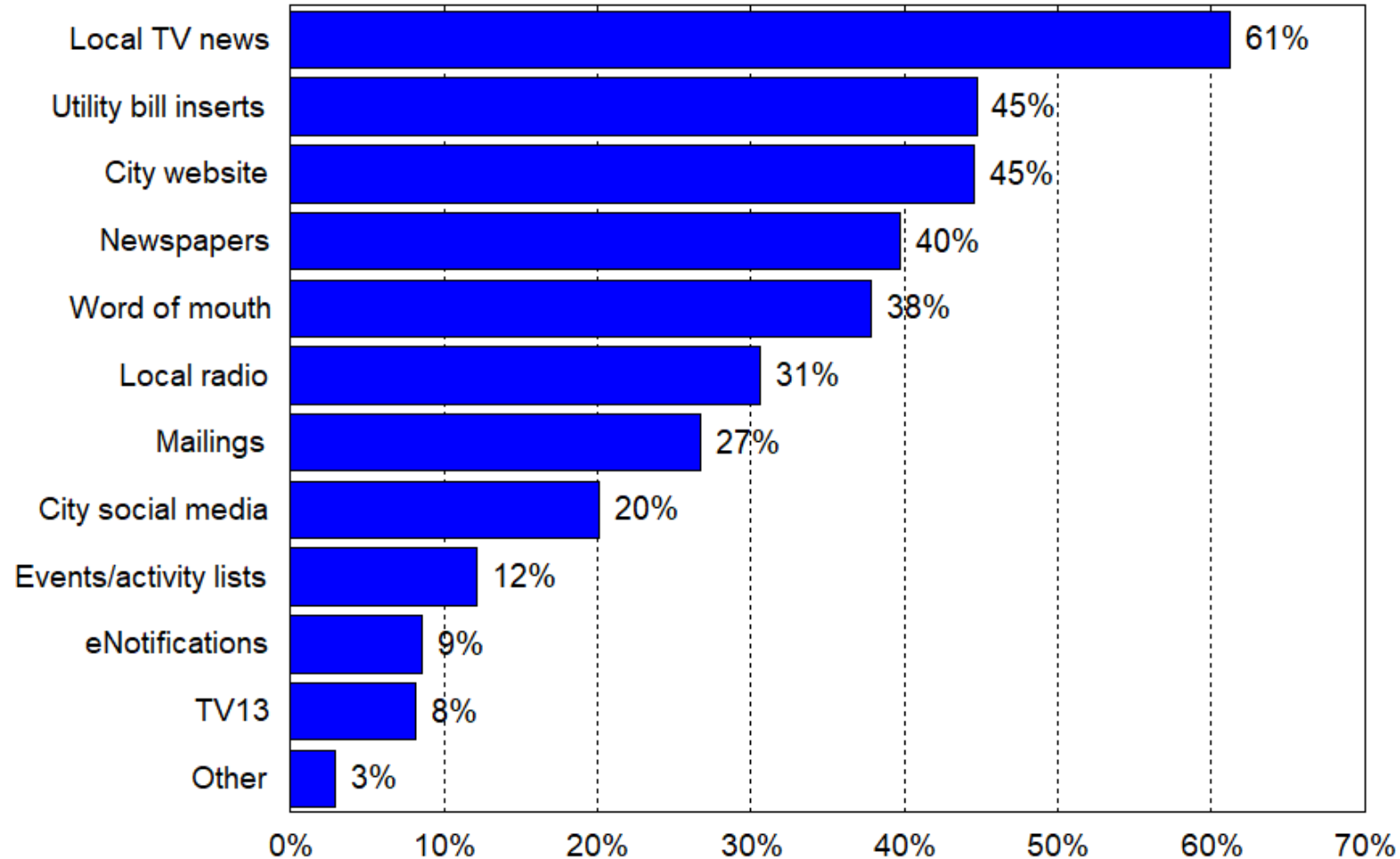
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS= .10-.20)</b>						
Quality of brush pick-up services	31%	2	54%	5	0.1435	1
Quality of leaf collection services	25%	3	57%	4	0.1084	2
<b>Medium Priority (IS &lt; .10)</b>						
Quality of City street sweeping services	18%	6	47%	6	0.0965	3
Quality of bulky item pick-up services	21%	5	69%	3	0.0657	4
Quality of residential trash collection services	32%	1	86%	1	0.0444	5
Quality of curbside recycling services	25%	4	83%	2	0.0425	6

# *Other Findings*



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

by percentage of respondents (multiple choices could be made)

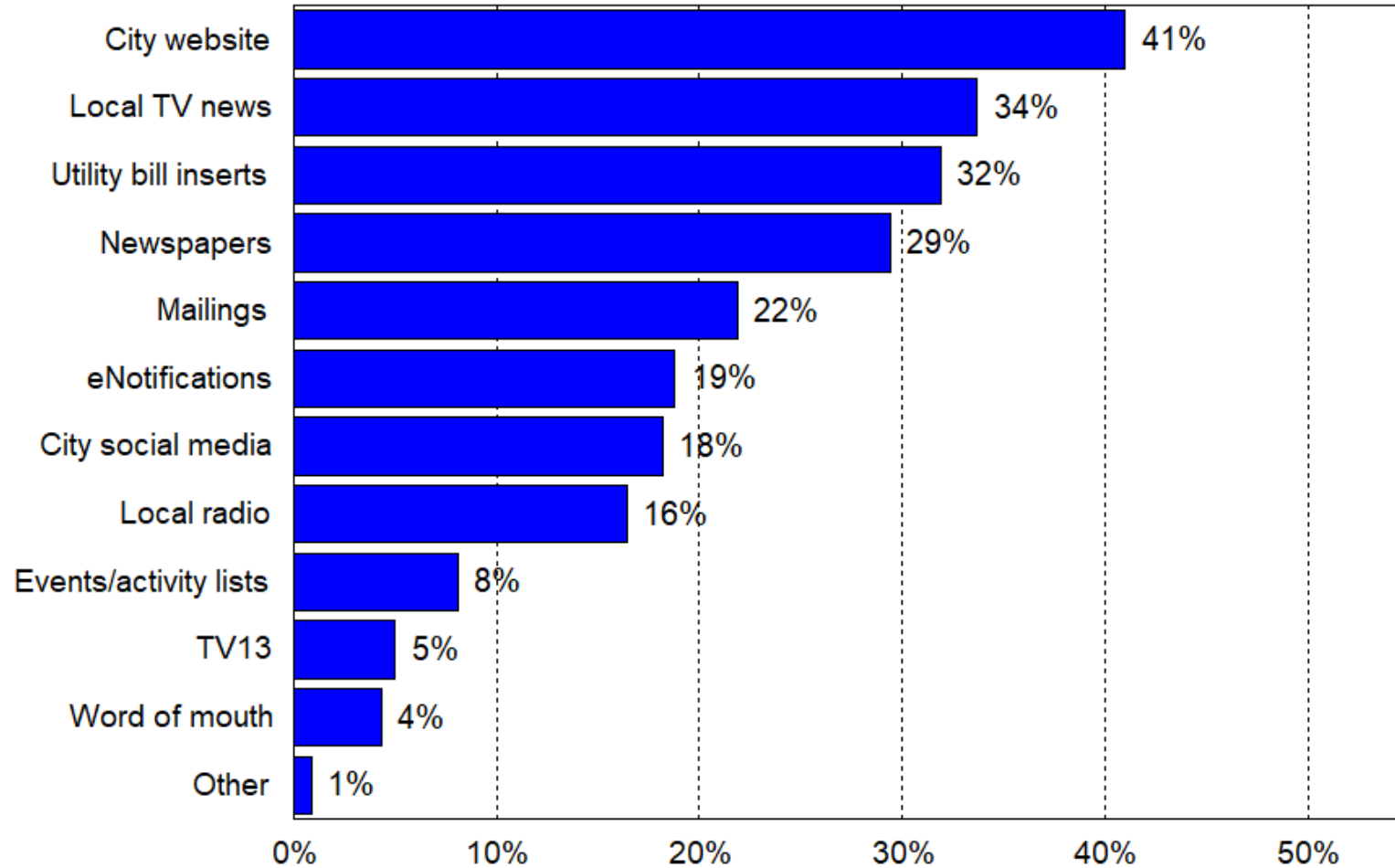


Source: ETC Institute (2019)

**Top Sources Residents Use to Get Information About the City Are Local TV News, Utility Bill Inserts, the City's Website, and Newspapers**

# Q5. How Residents Prefer to Get Information About Programs and Services Offered by the City

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

**Top Sources Residents Prefer to Get Information Are the City's Website, Local TV News, Utility Bill Inserts, and Newspapers**

# Summary

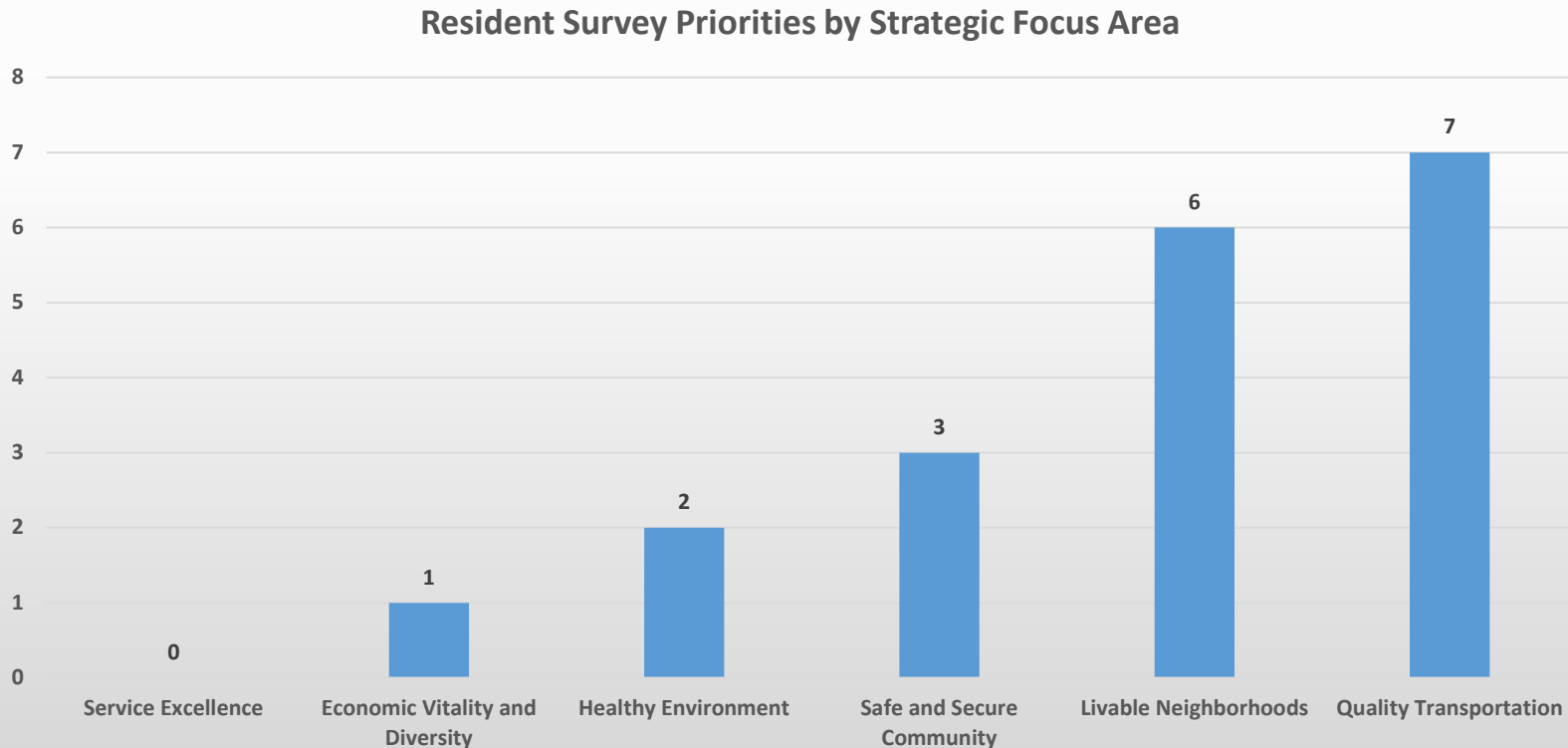
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  - ❑ Maintenance of City streets
  - ❑ Traffic congestion on City streets
  - ❑ Demolishing vacant structures
  - ❑ Enforcing clean-up of trash/debris on private property
  - ❑ Ease/availability of on-street public parking downtown
  - ❑ Overall efforts to prevent crime

# Questions?

THANK YOU!

# Alignment of Priorities to Strategic Plan

- Nineteen priorities indicated through I-S ratings and benchmarking



# Current Strategic Plan Action Item Alignment

- Quality Transportation – 5 action items related to:
  - Improving the integrated road network
  - Expanding bike/sidewalk/greenway network
  - Implementing additional fixed-route system improvements
  - Eight action items in Quality Transportation focus area completed
- Livable Neighborhoods – 12 action items related to:
  - Improving character and condition of neighborhoods
  - Expanding housing assistance programs
  - Addressing affordable housing needs
  - Seven action items in Livable Neighborhoods focus area completed

# Current Strategic Plan Action Item Alignment

- Safe and Secure Community – 2 action items related to:
  - Improving public safety service quality
  - Increasing public safety data collection and analysis capabilities
  - Eight action items in Safe and Secure Community focus area completed
- Overall Ranked Priorities
  - Action items related to 4 of the top 12 2019 strategic plan priorities
    - Address affordable housing needs
    - Increase funding for streets maintenance and repairs
    - Implement bike/pedestrian improvement needs
    - Fixed route transit system improvements

# Next Steps

- Review current key work items and integrate feedback
- Use to develop departmental budget requests for 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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